

Market Study of the Greater Houston Area

Benenson | Civis | JFNA



Jewish Federation
OF GREATER HOUSTON



Survey Methodology



Utilizing the Civis religion model to improve the chance of reaching a Jewish respondent, draw a random sample of individuals in the communities



15 minute
SMS survey / Postcards to SMS
Voicemail to SMS survey



Goal of 300 interviews with
Jewish adults living in
sponsor Jewish communities



Test impact of identifying the
survey as focused on the
Jewish community

Assessing:

1

Values and
Attitudes

2

Jewish
Engagement

3

Local Federation Perceptions

4

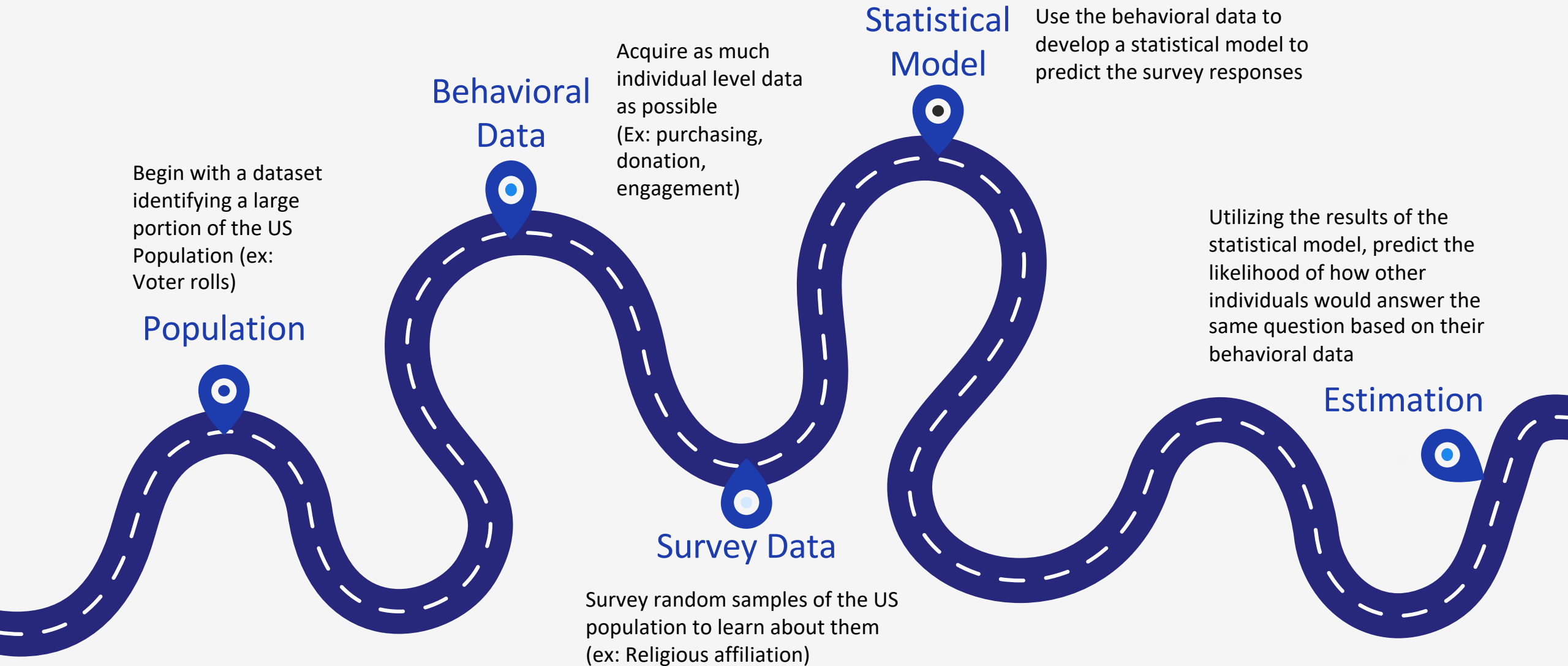
Community Awareness
and Needs

5

Market Specific
Questions



Civis' Data Approach





JFNA Analysis of the Civis Model

- The Civis Jewish Model does a good job predicting Jews, with higher predictions aligning with higher rates of reaching Jews.
- Identifying the survey as being about the Jewish community increases the likelihood of more engaged individuals taking part in the survey.
- Survey responses are skewing toward more engaged. Important to focus on trends and patterns.

Demographics*



Gender	Male	48%
	Female	51%
Age	18-34	24%
	35-49	20%
	50-64	24%
	65+	28%
Race	White	87%
	Black	0%
	Hispanic	5%
	Other	7%
Education	< College	38%
	College +	62%
Employment	Employed	65%
	Unemployed	35%

Marital Status	Married	60%
Household Size (adults >18)	1	29%
	2	51%
	3+	13%
Parental Status	Parent	27%
At least 1 child in Household	Younger than Kindergarten	10%
	Elementary School	8%
	Middle School	5%
	High School	12%
Years lived in Houston	0-1 years	0%
	2-4 years	7%
	5-9 years	6%
	10-19 years	9%
	20+ years	77%

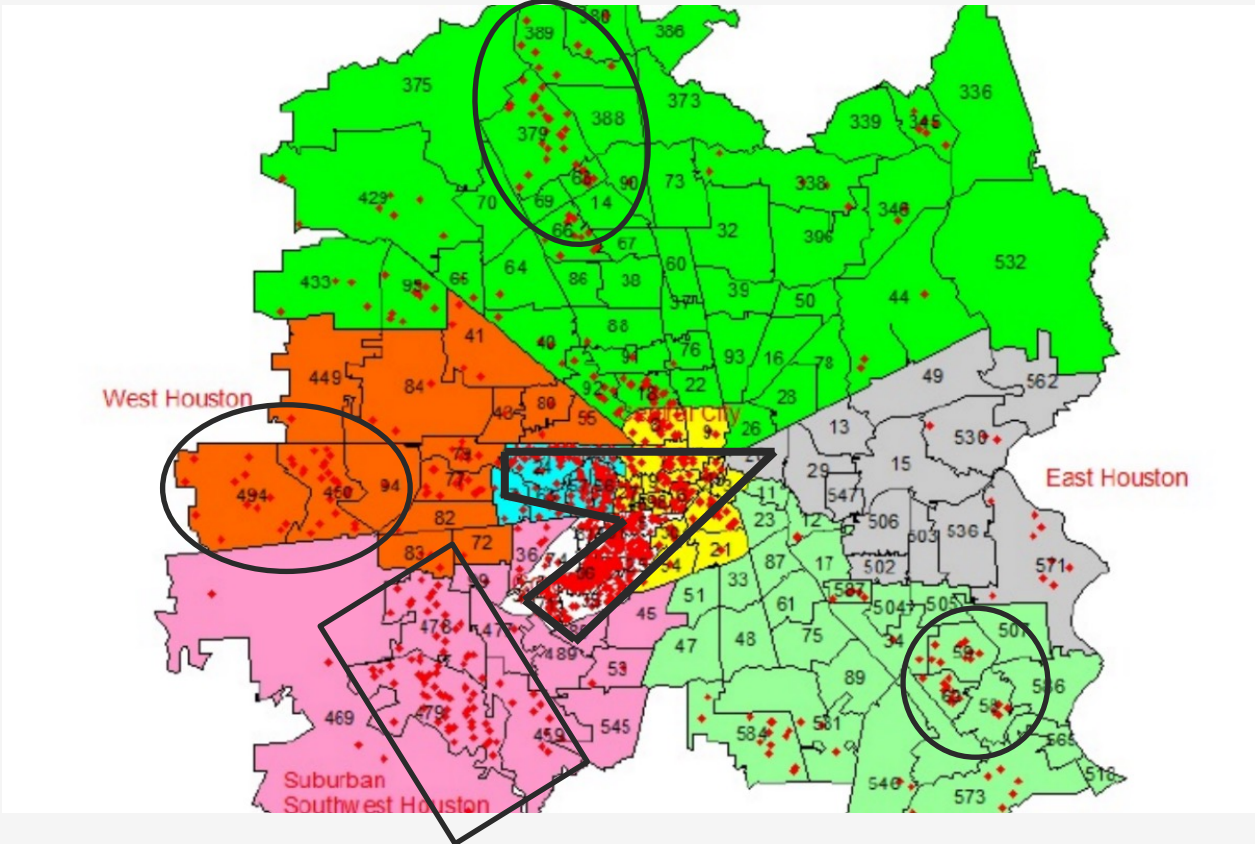
Political Ideology	Liberal	53%
	Moderate	25%
	Conservative	22%
LGBTQ+	In household	11%
Diagnosed Disability in Household	Yes, me	7%
	Yes, someone else	10%
	Yes, both me and someone else	3%
	No	80%
Income	Less than \$50,000	8%
	\$50,000-100,000	21%
	\$100,000-250,000	30%
	\$250,000+	27%

*All survey analysis in this presentation is weighted data

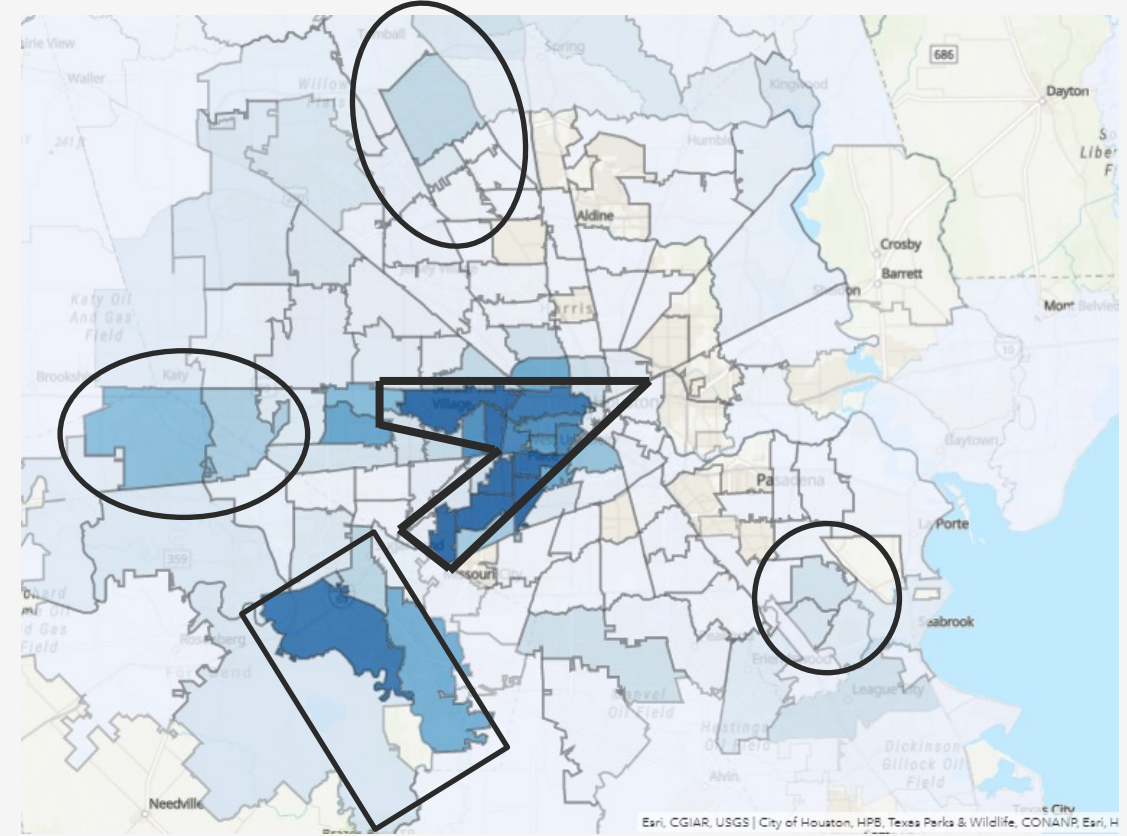


Houston Population

2016-Sheshkin Study



2022-Civis Model

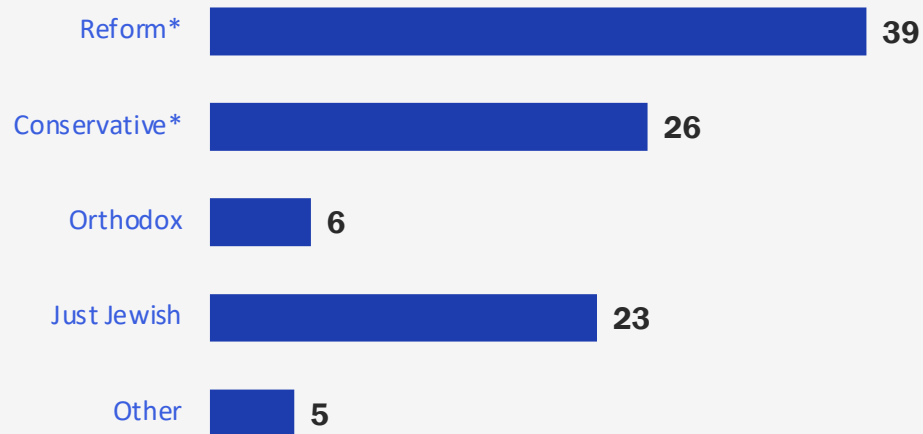


Esri, CGIAR, USGS | City of Houston, HPB, Texas Parks & Wildlife, CONANP, Esri, H

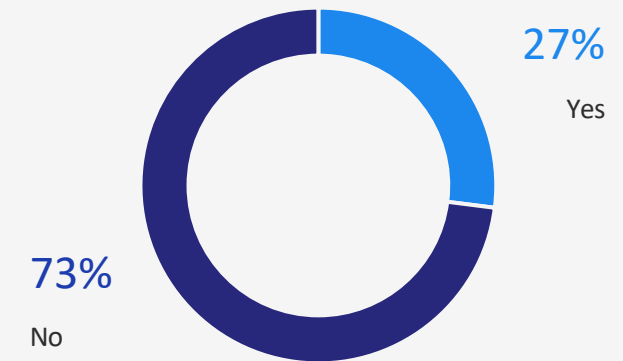


Key Demographic Snapshots

Religious Denominations



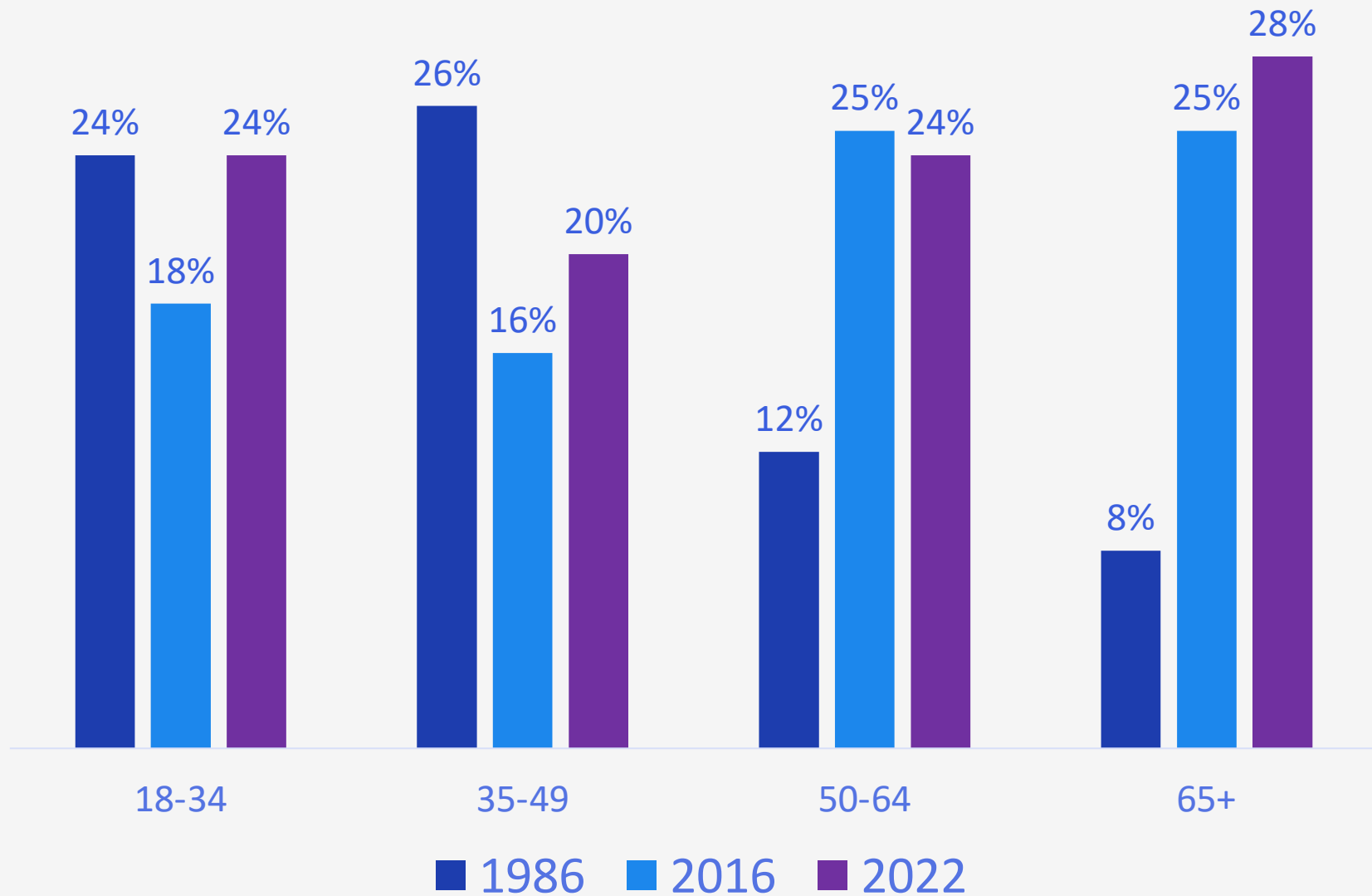
Parent with Child under 18 in Home



Ideology

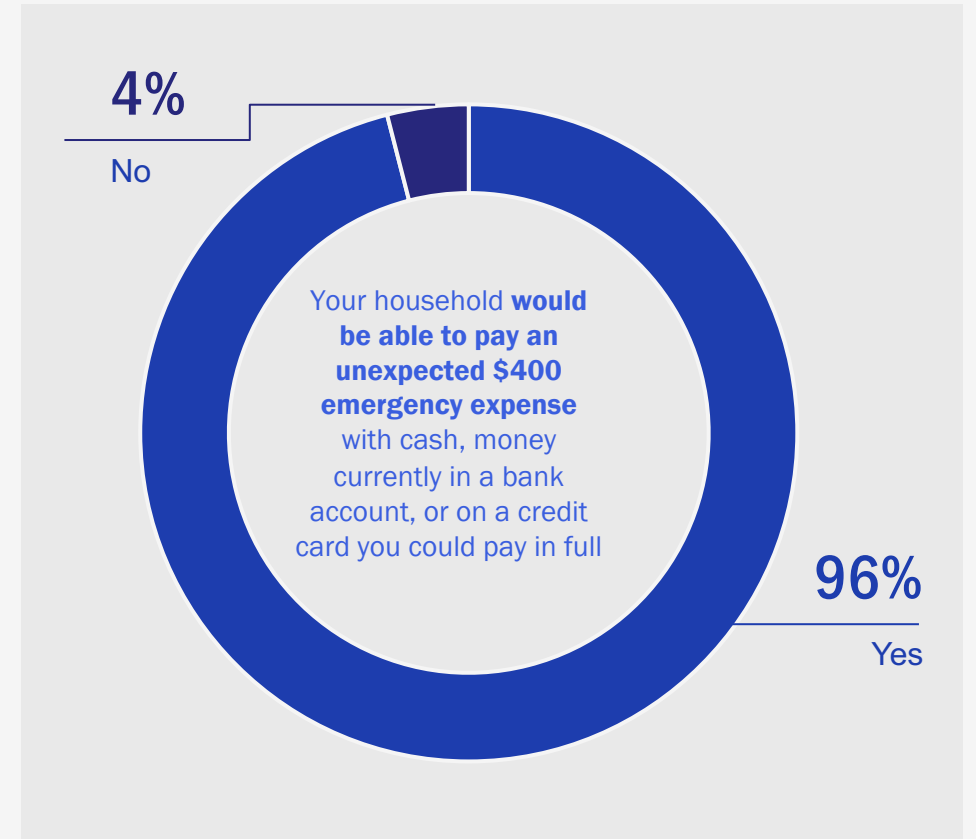
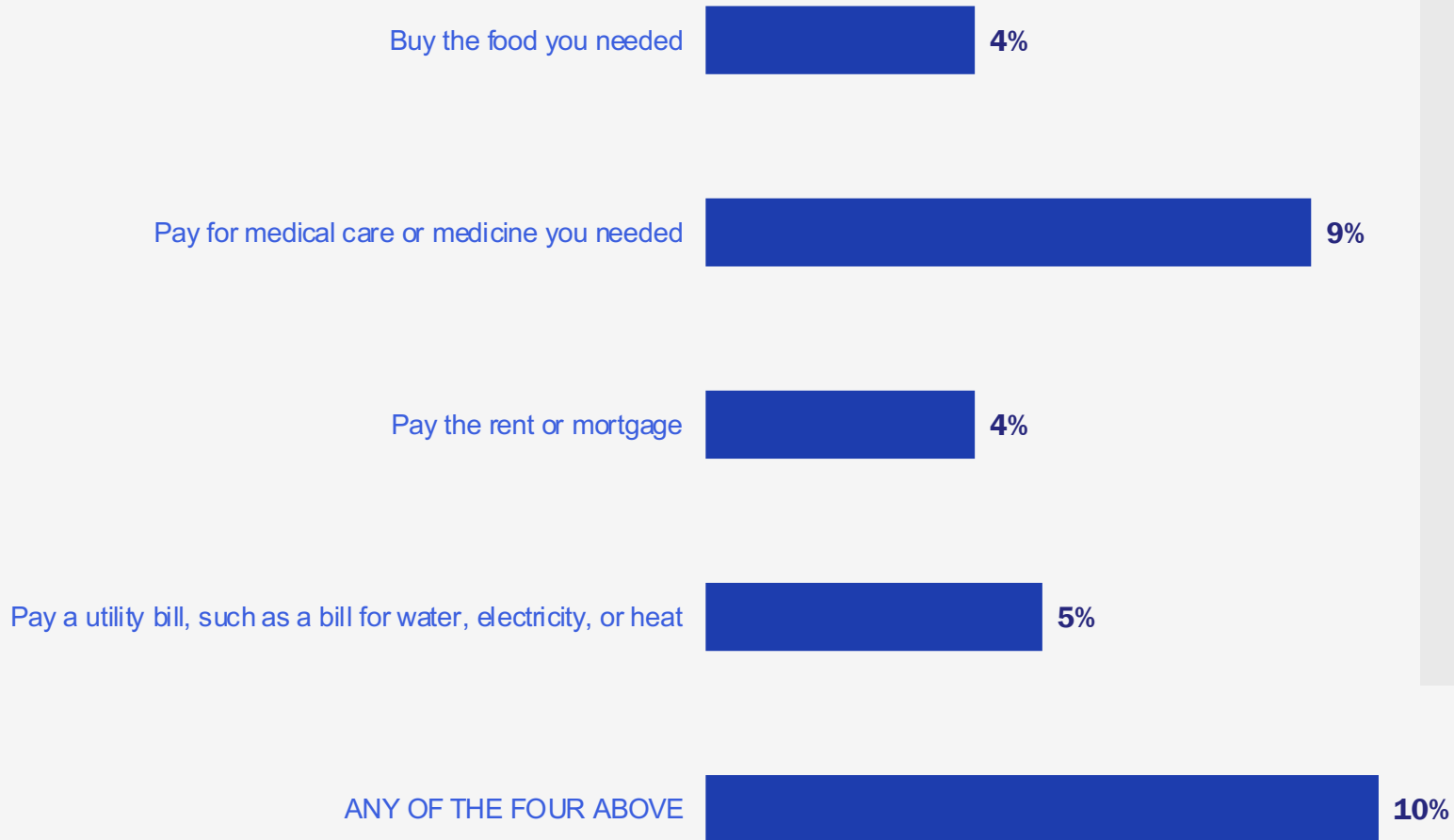


Age*



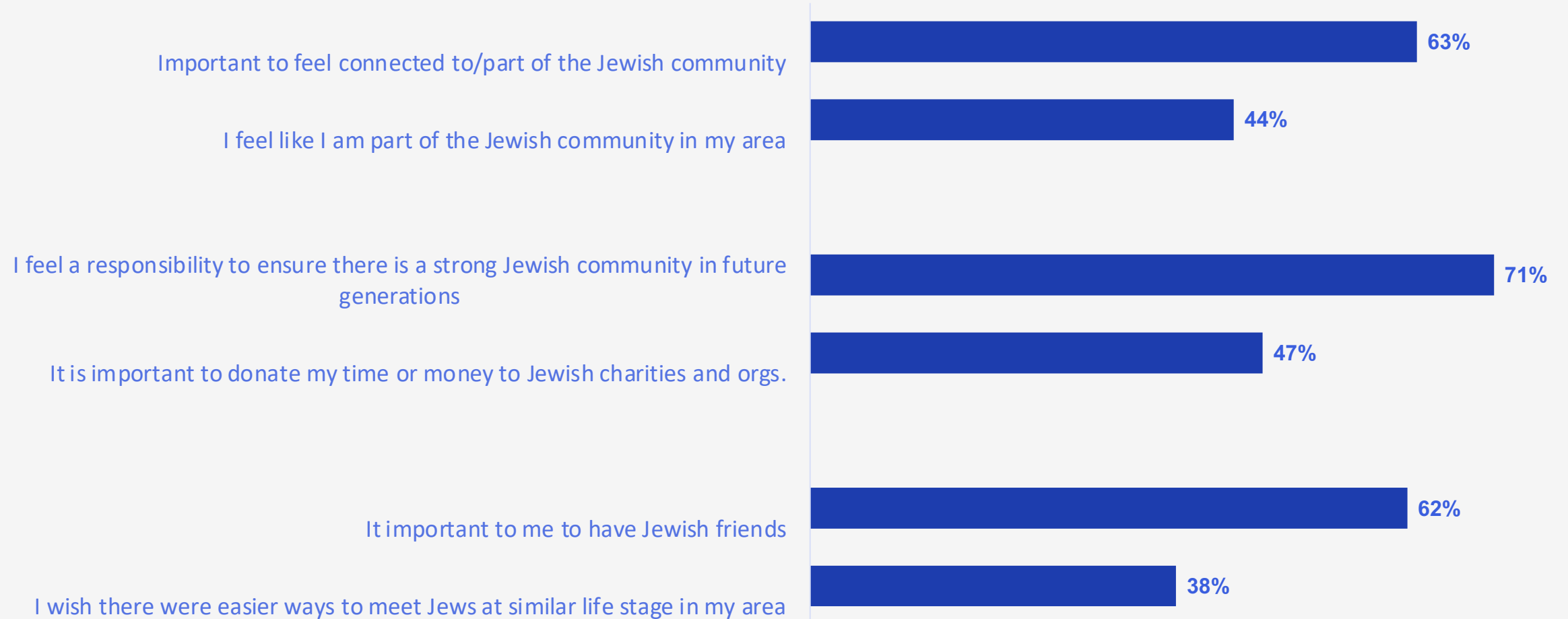
*1986 and 2016 data from Sheshkin 2016 community study

IN THE PAST YEAR, YOU OR YOUR HOUSEHOLD DID NOT HAVE ENOUGH MONEY TO:



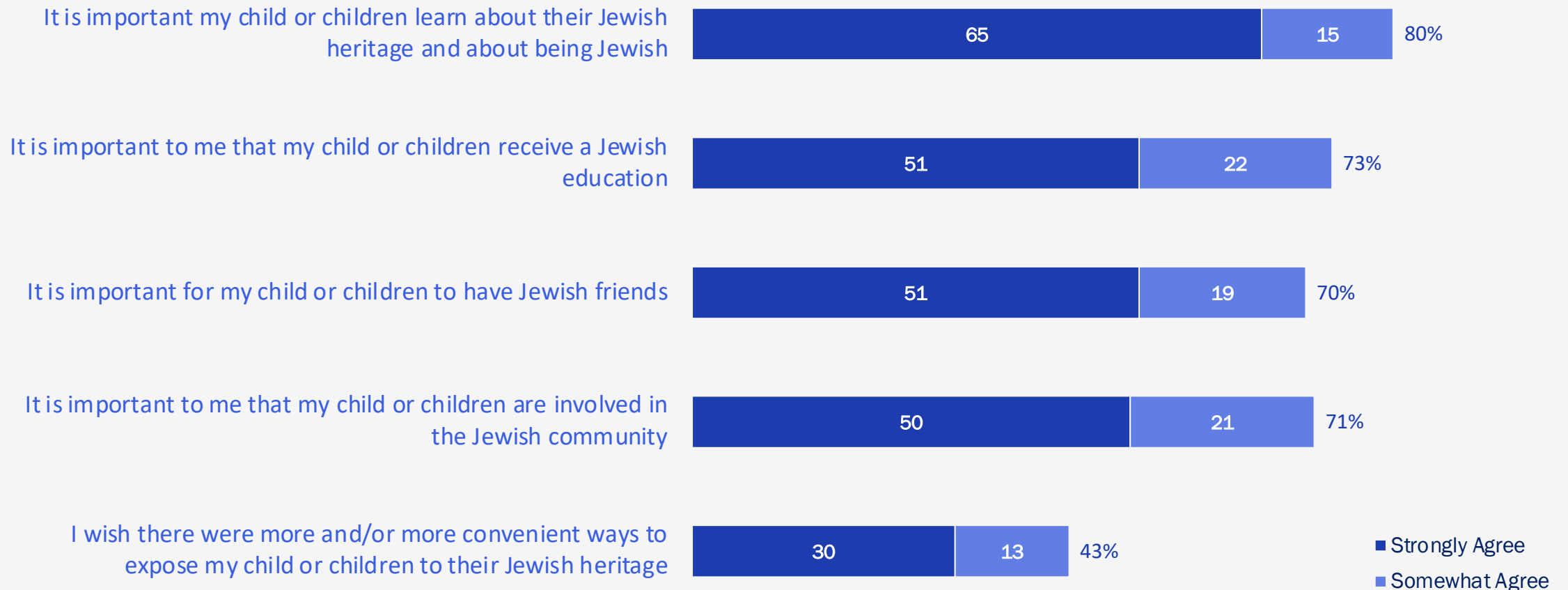


Jewish Values





Parental Values

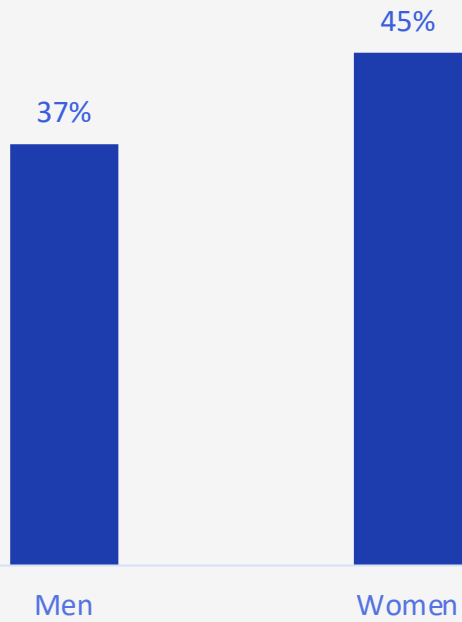




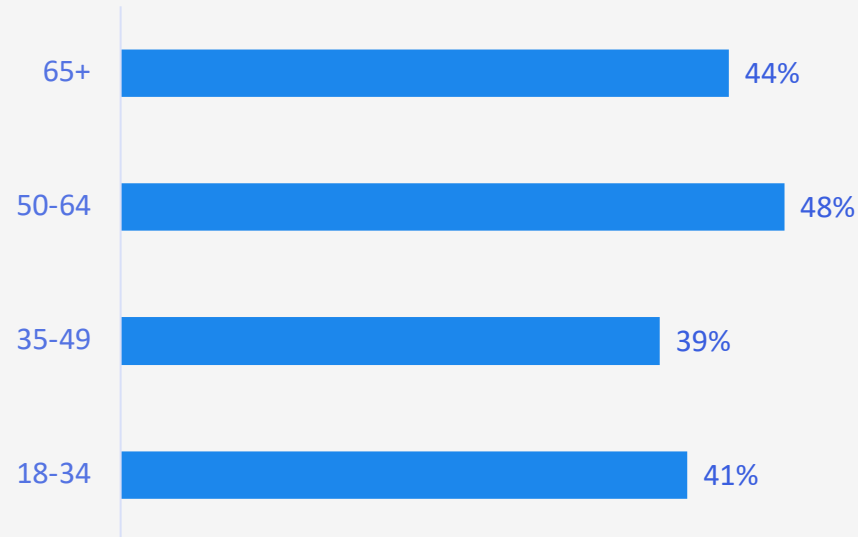
Local Community Engagement

Individuals who feel they have been very or somewhat engaged in the Jewish Community over the past year.

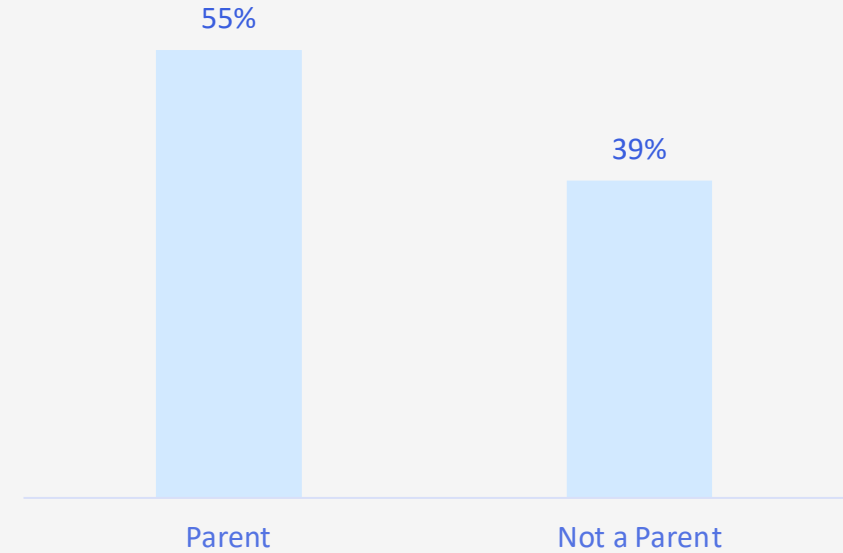
Gender



Age



Parental Status



Community Strengths and Weaknesses



Strengths:

Activities/Events/Arts/Cultural Programming

Religious Services/Worship
Options/Synagogue

Unity/Togetherness/Connecting with Others

Weaknesses:

More Welcoming/Open/Accepting

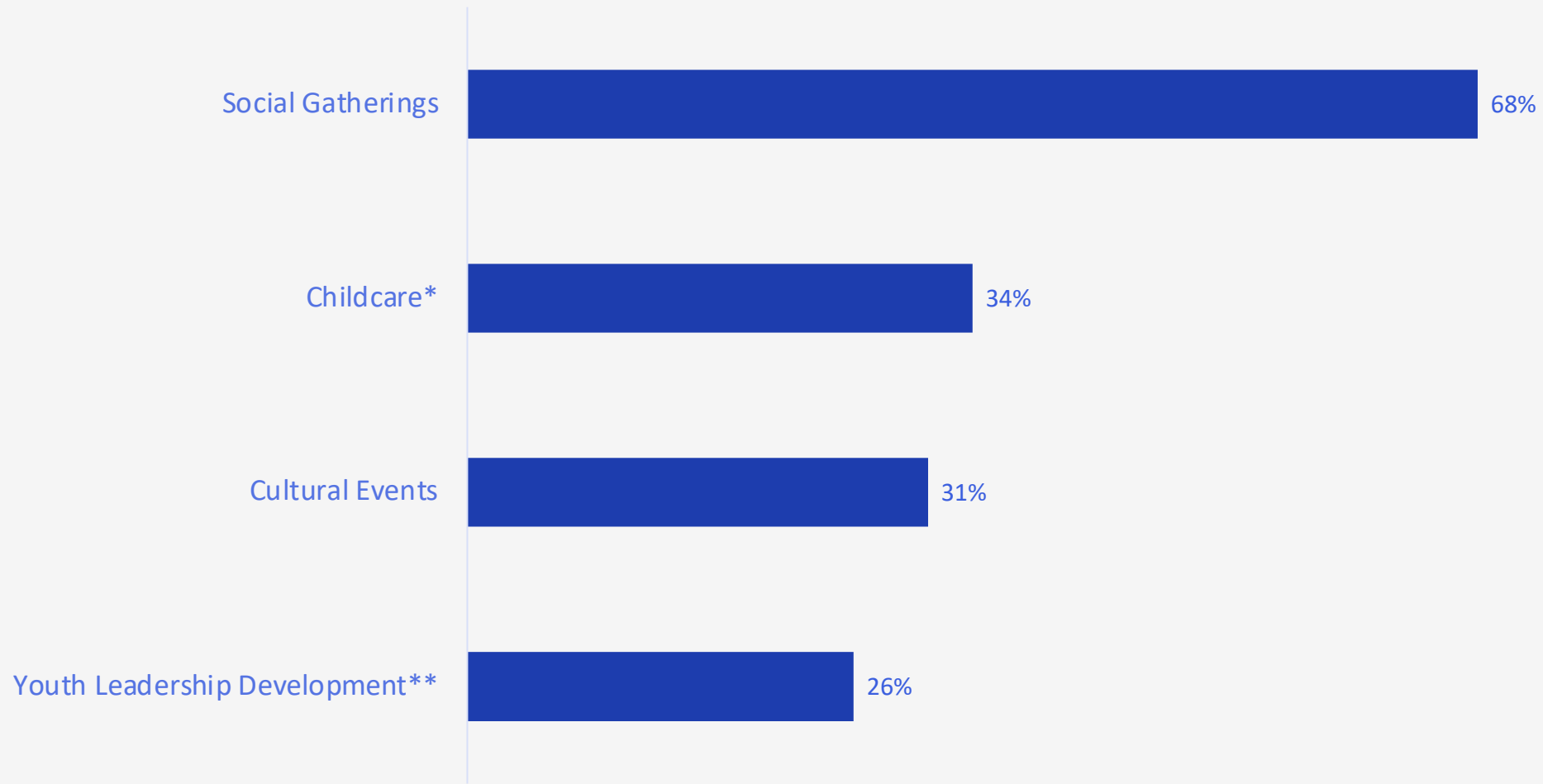
Small Community/Presence

Lack of temple/synagogues in area/have to
travel to attend services

Lack of local/social events/gatherings



People Want More



**Question only asked to parents of children younger than kindergarten – % shown is based only off this group; has low base size and should be considered directional*

***Question only asked to all parents – % shown is based only off this group; has low base size and should be considered directional*

Questions?



Jewish Federation
OF GREATER HOUSTON