

## INTRODUCTION

Hello, my name is \_\_\_\_\_.

I am calling on behalf of the population study for the Jewish community  
commissioned by the Atlanta Jewish Federation.

We are **NOT** asking for contributions.

We're interviewing randomly-selected households with one or more Jewish persons.

**A. Is anyone in your household Jewish?**

<p>1. YES</p> <p><b>The information will be used to identify needs and to plan better services.</b></p> <p><b>Your answers will be completely anonymous.</b></p> <p><b>We do <i>NOT</i> know your name or address.</b></p> <p><i>GO TO INTERVIEW FORM</i></p>	<p>2. No 3. NOT SURE/PARTIAL</p> <p><b>B. Were you or any other adult in the household raised Jewish or have a Jewish mother or father?</b></p> <p>1. YES - RAISED JEWISH (tell supervisor) 2. YES - JEWISH MOTHER/FATHER (tell supervisor)</p> <p>3. NO            4. NOT SURE</p> <p><b>We have only one question:</b></p> <p><b>“How many different telephone numbers, not extensions, but different numbers, do you have coming into this household?”</b></p> <p><b>Thank you for your help.</b></p>
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<b>INTERVIEWER TO COMPLETE</b>				
Phone Number	Replicate #	Page #	Date	Interviewer
<b>SUPERVISOR TO COMPLETE</b>				
ID Number	Phone Number on Federation List?	Editor	Coder	Data Entry
(1 - 4)	1 = yes 2 = no	(5)		

# The Atlanta Jewish Federation

## Tier 1

**1996  
Jewish  
Population and Marketing Study  
Ukeles Associates, Inc.**

Anonymous  
The Atlanta Jewish Federation  
1440 Spring Street, NW  
Atlanta, Georgia 30309-2837  
Phone: (404) 873-1661 • Fax (404) 874-7043

# Residency

1. How many years have you been living in Atlanta? \_\_\_\_\_ Years (Year 19\_\_\_\_) (6-7)  
 Born in Atlanta - Go to Q. 3
2. Before you moved to Atlanta, in what city did you live? \_\_\_\_\_ (8-9)
3. How many years are you living at your current address? \_\_\_\_\_ Years (Year 19\_\_\_\_) (10-11)

4. What is your zip code?	3	0	(12)	(13)	(14)
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<i>SKIP IF Q. 3 = Q. 1</i>	<b>IF MOVED WITHIN ATLANTA</b>																
<p><b>5. Before you moved to your current address, did you live in the:</b> (15)</p> <p>1. Same neighborhood, or in</p> <p>2. A different part of Atlanta →→→→→</p> <p>9. DK/NR</p>	<p><b>6. Where in Atlanta?</b> (16 - 17) <i>PROMPT IF NEC.</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">01. Alpharetta</td> <td style="width: 50%;">09. Northlake</td> </tr> <tr> <td>02. Buckhead</td> <td>10. Roswell</td> </tr> <tr> <td>03. Chamblee</td> <td>11. Sandy Springs</td> </tr> <tr> <td>04. Doraville</td> <td>12. Toco Hills</td> </tr> <tr> <td>05. Dunwoody</td> <td>13. Inside perimeter</td> </tr> <tr> <td>06. East Cobb</td> <td>14. Outside perimeter</td> </tr> <tr> <td>07. Midtown</td> <td>15. Other _____</td> </tr> <tr> <td>08. Morningside</td> <td>99. DK (<i>PROMPT</i>)</td> </tr> </table>	01. Alpharetta	09. Northlake	02. Buckhead	10. Roswell	03. Chamblee	11. Sandy Springs	04. Doraville	12. Toco Hills	05. Dunwoody	13. Inside perimeter	06. East Cobb	14. Outside perimeter	07. Midtown	15. Other _____	08. Morningside	99. DK ( <i>PROMPT</i> )
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	<b>DEFINITELY OR PROBABLY MOVING</b>																	
<p><b>7. Will you:</b> (18)</p> <p>1. Definitely →→→→→</p> <p>2. Probably →→→→→</p> <p>3. Probably not, or → (GO TO NEXT PAGE)</p> <p>4. Definitely not →→ (GO TO NEXT PAGE)</p> <p><b>MOVE</b> in the next 3 years?</p> <p>9. DK/NR → (GO TO NEXT PAGE)</p>	<p><b>8. Where do you expect to move?</b> (19)  <i>PROMPT IF NECESSARY</i></p> <p>1. Stay in neighborhood</p> <p><b>2. Different part of Atlanta</b>→→→→</p> <p>3. Other Georgia</p> <p>4. Other US</p> <p>5. Foreign _____</p> <p>6. Undecided</p> <p>9. DK (<i>PROMPT</i>)</p>	<p style="color: red;"><b>IF MOVING IN ATLANTA:</b>  <i>PROMPT IF NEC.</i></p> <p><b>9. Where in Atlanta?</b>          (20-21)</p> <table style="width: 100%; border: none;"> <tr><td>01. Alpharetta</td></tr> <tr><td>02. Buckhead</td></tr> <tr><td>03. Chamblee</td></tr> <tr><td>04. Doraville</td></tr> <tr><td>05. Dunwoody</td></tr> <tr><td>06. East Cobb</td></tr> <tr><td>07. Midtown</td></tr> <tr><td>08. Morningside</td></tr> <tr><td>09. Northlake</td></tr> <tr><td>10. Roswell</td></tr> <tr><td>11. Sandy Springs</td></tr> <tr><td>12. Toco Hills</td></tr> <tr><td>13. Inside perimeter</td></tr> <tr><td>14. Outside perimeter</td></tr> <tr><td>15. Other _____</td></tr> <tr><td>99. DK (<i>PROMPT</i>)</td></tr> </table>	01. Alpharetta	02. Buckhead	03. Chamblee	04. Doraville	05. Dunwoody	06. East Cobb	07. Midtown	08. Morningside	09. Northlake	10. Roswell	11. Sandy Springs	12. Toco Hills	13. Inside perimeter	14. Outside perimeter	15. Other _____	99. DK ( <i>PROMPT</i> )
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## Demographics

**10. Now, including yourself, how many people live in your household? \_\_\_\_\_ (22)**

*(Include all people who consider this home their primary residence, including those away from home such as college students.)*

Person #	11. What is the relationship of the other people to you?	12. And how old are you? And your _?	13. Gender	14. Where were you born? And your _____?	15. Was everyone in your household born Jewish? <i>IF NO:</i> Who was not?	16. Is everyone in your household currently Jewish? <i>IF NO:</i> Who is not?
<b>Respondent</b>		✌️ (23 - 24)	M    F (25)	(26 - 27)	1. Yes    2. No    (28)	1. Yes    2. No    (29)
Adult 2	(30)	(31 - 32)	M    F (33)	(34 - 35)	1. Yes    2. No    (36)	1. Yes    2. No    (37)
Adult 3	(38)	(39 - 40)	M    F (41)	(42 - 43)	1. Yes    2. No    (44)	1. Yes    2. No    (45)
Adult 4	(46)	(47 - 48)	M    F (49)	(50 - 51)	1. Yes    2. No    (52)	1. Yes    2. No    (53)
	Child 1 ✌️	(54 - 55)	M    F (56)	(57 - 58)	1. Yes    2. No    (59)	1. Yes    2. No 3. Both    (60)
	Child 2 ✌️	(61 - 62)	M    F (63)	(64 - 65)	1. Yes    2. No    (66)	1. Yes    2. No 3. Both    (67)
	② Child 3 ✌️	(1 - 2)	M    F (3)	(4 - 5)	1. Yes    2. No    (6)	1. Yes    2. No 3. Both    (7)
	Child 4 ✌️	(8 - 9)	M    F (10)	(11 - 12)	1. Yes    2. No    (13)	1. Yes    2. No 3. Both    (14)
<b>Age 18 and over is an adult.</b>  <b>17 and under is a child.</b>	<b>H = Husband</b> <b>W = Wife</b>  <b>M = Mother</b> <b>F = Father</b>  <b>AC = Adult Child</b>	<b>ASK EXACT AGE. USE GROUPS IF NECESSARY:</b> <b>Under 20, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80-84, 85-89, 90+</b>		<b>USA is NOT an answer: Get State!</b>  <b>Georgia is NOT an answer: Get City</b>		

***IF AGE 50 OR OVER AND NO CHILD IN HOUSEHOLD***

**17. Do you have any adult children who have established their own homes? 1. Yes 2. No**

9.DK/NR (15)

**EACH ADULT**

**IF EVER WORKED**

<p><b>2</b></p> <p><b>18.</b> Are you:  And your _____?  <i>READ AS NECESSARY</i></p> <p>1. married for the first time 2. divorced, REmarried now 3. widowed, REmarried now</p> <p>4. single, never married 5. currently divorced 6. currently widowed</p> <p>7. separated 8. other _____ 9. DK/NR</p> <p>Adult #</p>	<p><b>19.</b> What is the highest level of education you have completed? And your _____?</p> <p><i>PROMPT IF NECESSARY.</i></p> <p>01. Less than high school 02. Graduated high school 03. Technical/trade school 04. Some college 05. 2-year college degree (associates—AA) 06. 4-year college degree (bachelors—BA, BS, etc.) 07. Some graduate school 08. Master's degree 09. Ph.D. (Doctorate) (Ed.D.) 10. Reg. Nurse 11. M.D. 12. D.D.S 13. Law 14. Chiropractor 99. DK/NR</p>	<p><b>20.</b> Are you currently:  And your _____?</p> <p>1. working full time 2. working part time 3. retired</p> <p>4. homemaker Did ___ ever work outside the home? (16) 1. Yes -----&gt; 2. No</p> <p>5. full-time volunteer 6. disabled 7. unemployed 8. a student</p> <p>9. DK/NR</p>	<p><b>21.</b> For what kind of business or industry do you work?  And your _____?</p> <p><i>PROMPT IF NECESSARY</i></p> <p>01. Communications 02. Finance, banking, insurance, real estate 03. Manufacturing</p> <p>04. Government <i>Skip Q. 23</i></p> <p>05. Non-profit <i>Skip Q. 23</i></p> <p>06. Retail/Wholesale 07. Personal Services 08. Business services 09. Transportation/Construction 10. Jewish community 11. Medical 12. Legal 99. DK/NR</p>	<p><b>22.</b> What is your occupation or job title?  And your _____?</p> <p><i>PROMPT IF NECESSARY</i></p> <p>01. Professional/Technical 02. Manager/Administrator 03. Clerical/Sales 04. Crafts 05. Operative</p> <p>99. DK/NR</p>	<p><b>23.</b> Are you self employed?  And your _____?</p>	
<p>Respondent</p>	<p>(17)</p>	<p>(18 - 19)</p>	<p>(20)</p>	<p>(21 - 22)</p>	<p>(23 - 24)</p>	<p>1. Yes 2. No 9. DK/NR (25)</p>
<p>Adult 2</p>	<p>(26)</p>	<p>(27 - 28)</p>	<p>(29)</p>	<p>(30 - 31)</p>	<p>(32 - 33)</p>	<p>1. Yes 2. No 9. DK/NR (34)</p>
<p>Adult 3</p>	<p>(35)</p>	<p>(36 - 37)</p>	<p>(38)</p>	<p>(39 - 40)</p>	<p>(41 - 42)</p>	<p>1. Yes 2. No 9. DK/NR (43)</p>
<p>Adult 4</p>	<p>(44)</p>	<p>(45 - 46)</p>	<p>(47)</p>	<p>(48 - 49)</p>	<p>(50 - 51)</p>	<p>1. Yes 2. No 9. DK/NR (52)</p>

**24. IF MARRIED:** How many years are you married (to your current spouse)?  
 \_\_\_\_\_ (19\_\_\_\_) (53 - 54)

<b>EACH ADULT BORN JEWISH</b>			
			<b>IF YES</b>
<i>RECORD "NO" FOR ADULTS NOT BORN JEWISH</i>	<b>25.</b> Now, as a child, did you attend a Jewish sleep away camp that held religious services or had significant Jewish content? And your _____ ?	<b>26.</b> Did you receive any formal Jewish education as a child? And your _____ ?	<b>27.</b> Did you attend an afternoon or Sunday school or a Jewish day school? And your _____ ?
<b>Respondent</b>	1. Yes 2. No 9. DK/NR (55)	1. Yes →→→→→→→ 2. No 9. DK/NR (56)	1. Day School 2. Afternoon or Sunday school 3. Israeli/tutor 9. DK/NR (57)
<b>Adult 2</b>	1. Yes 2. No 9. DK/NR (58)	1. Yes →→→→→→→ 2. No 9. DK/NR (59)	1. Day School 2. Afternoon or Sunday school 3. Israeli/tutor 9. DK/NR (60)
<b>Adult 3</b>	1. Yes 2. No 9. DK/NR (61)	1. Yes →→→→→→→ 2. No 9. DK/NR (62)	1. Day School 2. Afternoon or Sunday school 3. Israeli/tutor 9. DK/NR (63)
<b>Adult 4</b>	1. Yes 2. No 9. DK/NR (64)	1. Yes →→→→→→→ 2. No 9. DK/NR (65)	1. Day School 2. Afternoon or Sunday school 3. Israeli/tutor 9. DK/NR (66)

<b>EACH CHILD AGE 5-17</b>		
		<b>IF CHILD IN JEWISH ED</b>
<b>3</b>	<b>28.</b> Has your _____ ever been enrolled in any type of formal Jewish education? And your _____ ?	<b>29.</b> Does your _____ go to day school or an afternoon or Sunday school? And your _____ ?
<b>Child 1</b>	1. Yes →→→→→→→ 2. No 9. DK/NR (1)	1. Day School 2. Afternoon or Sunday school 9. DK/NR (2)
<b>Child 2</b>	1. Yes →→→→→→→ 2. No 9. DK/NR (3)	1. Day School 2. Afternoon or Sunday school 9. DK/NR (4)
<b>Child 3</b>	1. Yes →→→→→→→ 2. No 9. DK/NR (5)	1. Day School 2. Afternoon or Sunday school 9. DK/NR (6)
<b>Child 4</b>	1. Yes →→→→→→→ 2. No 9. DK/NR (7)	1. Day School 2. Afternoon or Sunday school 9. DK/NR (8)

# Religious Attitudes And Practices

**30. How important would you say that being Jewish is in your life? (9)**

1. Very important
2. Somewhat important
3. Not very important, or
4. Not at all important

9. DK/NR

<i>REPEAT SCALE AS NECESSARY</i>		Always	Usually	Sometimes, or	Never
<b>31. Do you (or someone in your household)</b>					
a. Light candles Friday night?	(10)	1	2	3	4
b. Participate in a Passover Seder?	(11)	1	2	3	4
c. Fast on Yom Kippur?	(12)	1	2	3	4
d. Light Hanukkah candles?	(13)	1	2	3	4
e. Have a Christmas tree?	(14)	1	2	3	4

	IF KEEP KOSHER	IF KOSHER IN AND OUT
<p><b>32. Do you keep kosher? (15)</b></p> <p style="margin-left: 40px;">1. Yes →→→→→</p> <p style="margin-left: 40px;">2. No</p> <p style="margin-left: 40px;">9. DK/NR</p>	<p><b>33. Is that: (16)</b></p> <p style="margin-left: 40px;">2. both in and outside the home? →→→→→ or only</p> <p style="margin-left: 40px;">1. inside the home</p> <p style="margin-left: 40px;">9. DK/NR</p>	<p><b>34. Do you turn lights on and off during the Sabbath? (17)</b></p> <p style="margin-left: 40px;">1. Yes</p> <p style="margin-left: 40px;">2. No</p> <p style="margin-left: 40px;">9. DK/NR</p>

**35. Do you have a mezuzah on your front door? (18)**    1. Yes    2. No    9. DK/NR

**36. Do you consider yourself: (19-20) (ASK ABOUT JEWISH SPOUSE IF TALKING TO NON-JEW)**

01. Orthodox
02. Conservative
03. Reconstructionist
04. Reform
05. or Just Jewish?

*DO NOT READ THESE CHOICES*

06. MESSIANIC (JEWS FOR JESUS, ETC.)
07. HUMANIST
08. SEPHARDIC
09. TRADITIONAL
10. Other \_\_\_\_\_
99. DK/NR

**37. How frequently do you attend synagogue services? (ASK ABOUT JEWISH SPOUSE IF TALKING TO NON-JEW)**

*READ AS NECESSARY.*    (21)

- |                       |                                 |
|-----------------------|---------------------------------|
| 1. Never              | 5. A few times a month          |
| 2. Only high holidays | 6. Once a week                  |
| 3. A few times a year | 7. Several times a week or more |
| 4. About once a month | 9. DK/NR                        |

# Media

*REPEAT SCALE AS NECESSARY*

**38.** Now, do you (or any member of your household):

<i>ROTATE</i>	Frequently	Occasionally	or never read		DK/NR
<b>The Atlanta Jewish Times</b> (22)	1	2	3	4 = Read a local Jewish newspaper, not sure which one	9
<b>The Jewish Georgian</b> (23)	1	2	3		9
<b>The Maccabiah Press</b> (24)	1	2	3		9
<b>Atlanta Business Chronicle</b> (25)	1	2	3		9
<b>Creative Loafing</b> (26)	1	2	3		9
<b>The Atlanta Journal/Constitution</b> (27)	1	2	3	4 = Sunday Only	9

**Go back if necessary**

**3**

**39.** Which two radio stations do you listen to most? (28 - 31) *PROMPT IF NECESSARY*  
*CIRCLE TWO*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>01. WABE (90.1 FM) (National Public Radio)</li> <li>02. WALR (104.7 FM)</li> <li>03. WCNN (680 AM)</li> <li>04. WVEE (103.3 FM) (V103)</li> <li>05. WCLK (91.9 FM)</li> <li>06. WFOX (97.1 FM) (Fox)</li> <li>07. WGKA (1190 AM)</li> <li>08. WGST (640 AM)</li> <li>09. WGST (105.7 FM)</li> <li>10. WPCH (94.9 FM) (Peach)</li> <li>11. WKHX (101.5 FM) (Kicks)</li> </ul> | <ul style="list-style-type: none"> <li>12. WKLS (96.1 FM) (96 Rock)</li> <li>13. WNNX (99.7 FM) (99X)</li> <li>14. WQXI (790 AM)</li> <li>15. WRFG (Radio Free Georgia)</li> <li>16. WSB (750 AM))</li> <li>17. WSB (98.5 FM) (B98.5)</li> <li>18. WSTR (94.1 FM) (Star 94)</li> <li>19. WZGC (92.9 FM) (Z93)</li> <li>20. Other _____</li> <li>21. No particular station</li> <li>22. Do not listen to radio</li> <li>99. DK/NR</li> </ul> |
|---|---|

**A.** Which TV station do you watch most for local news? (32) *PROMPT IF NECESSARY*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1. WSB (Channel 2) (ABC)</li> <li>2. WAGA (Channel 5) (Fox)</li> <li>3. WXIA (Channel 11) (NBC)</li> <li>4. WGNX (Channel 46) (CBS)</li> <li>5. CNN</li> <li>6. Other _____</li> </ul> | <ul style="list-style-type: none"> <li>(Vic Carter, Karen Minton, Chris Curle, Richard Belcher, Don Farmer, Monica Kaufman, John Pruit, Chuck Dowdle, Glenn Burns, John Alston, Sandra Bookman) (Good Morning America) (Peter Jennings)</li> <li>(Amanda Davis, Paul Ossman, Jim Axel, Lisa Rayam, Brenda Wood, Russ Minter, Jeff Hullinger, Ken Cook, Cynthia Goode, Ken Watts) (Good Day Atlanta)</li> <li>(Jill Becker, Chuck Moore, Guy Sharpe, Cynthia Tinsley, Steve Aveson, Mike Landess, Angela Robinson, Fred Kalil, Brian Albrecht, Dennis Douda, Kimberly Kennedy) (The Today Show) (Tom Brokaw)</li> <li>(Michelle Magadance, Denny Moore, Steve Dawson, Karyn Greer, Steve Taylor, John McKnight, Cheryl Case) (CBS This Morning) (Dan Rather)</li> </ul> |
| <ul style="list-style-type: none"> <li>7. No particular station</li> <li>8. not watch TV news</li> <li>9. DK/NR</li> </ul>  |  |







**48.** In 1995, did your household make a contribution to the Atlanta Jewish Federation/UJA Campaign? (47)

1. Yes-in Atlanta    2. Yes-elsewhere    3. Atlanta and elsewhere    4. No    9. DK/NR

### IF GIVE TO FEDERATION

**49.** Was it under or over \$100:

- 1. \$1 - \$100
- IF OVER: Was it:* (48)
- 2. \$100 - \$500
- 3. \$500 - \$,1000
- 4. \$1,000 - \$2,500
- 5. \$2,500 - \$5,000
- 6. \$5,000 - \$10,000
- 7. \$10,000 - \$25,000
- 8. \$25,000 or more

9. DK/NR

**50.** In 1995, were you asked to give to the Federation by:

- a. Mail            1. Yes            2. No    9. DK/NR (49)
- b. Telephone    1. Yes            2. No    9. DK/NR (50)
- c. Someone who sat down with you face to face  
                          1. Yes            2. No    9. DK/NR (51)
- d. At an event or activity 1. Yes    2. No    9. DK/NR (52)

**51.**    *SKIP IF ONLY ONE TYPE OF CONTACT  
                          ONLY READ RELEVANT CHOICES*

- Was the gift that you gave a result of the: (53)
- 1. Mail contact                            2. Telephone contact
  - 3. The face to face contact, or        4. The event or activity
  - 5. You just sent it in                    9. DK/NR

**52.** *IF ASKED OTHER THAN BY MAIL:*  
                          Were you asked

- a. To give by someone you know well  
                          1. Yes            2. No    9. DK/NR        (54)
- b. Asked for a specific amount  
                          1. Yes            2. No    9. DK/NR        (55)
- c. Asked to increase your previous gift  
                          1. Yes            2. No    9. DK/NR        (56)

*GO TO Q. 57*

### IF NOT GIVE TO ATLANTA FED

**53.** Have you ever been contacted by The Atlanta Jewish Federation for the purpose of making a contribution? (57)

- 1. Yes -----
- 2. No- *GO TO Q. 58*
- 9. DK/NR - *TO Q. 58*

**54.** Were you contacted in 1995? (58)

- 1. Yes
- 2. No - *GO TO Q. 57*
- 9. DK/NR - *GO TO Q. 57*

**55.** In 1995, were you contacted by the Atlanta Jewish Federation to give by:

- a. Mail  
                          1. Yes    2. No    9. DK/NR (59)
- b. Telephone  
                          1. Yes    2. No    9. DK/NR (60)
- c. Someone who sat down with you face to face  
                          1. Yes    2. No    9. DK/NR (61)
- d. At an event or activity  
                          1. Yes    2. No    9. DK/NR (62)
- 9. DK/NR

*GO TO Q. 57*

**56.** Compared to other charities that you are familiar with, would you say that the Atlanta Jewish Federation spends more of the money it raises on overhead, less, or about the same percentage? (63)

1. More                            2. Less                            3. About the same                            9. DK/NR

### IF GIVE TO JEWISH CHARITIES

**57.** In 1995, (other than the Federation/UJA) did your household contribute to any **Jewish** charity or cause? (64)

- 1. Yes -----
- 2. No
- 9. DK/NR

**58.** In total, was it over or under \$100?  
*IF OVER: Excluding membership dues, tuition, and Israel Bonds, was it?* (65)

- 1. \$1 - \$100
- 2. \$100 - \$500
- 3. \$500 - \$1,000
- 4. \$1,000 - \$2,500
- 5. \$2,500 - \$5,000
- 6. \$5,000 - \$10,000
- 7. \$10,000 - \$25,000
- 8. \$25,000 or more
- 9. DK/NR

**4**

**IF GIVE TO NON JEWISH CHARITIES**


**59.** In 1995, did your household contribute to any charity or cause that is not specifically Jewish? (1)

1. Yes -----

2. No  
9. DK/NR

**60.** In total, was it over or under \$100? (2)

- 1. \$1 - \$100
- 2. \$100 - \$500
- 3. \$500 - \$1,000
- 4. \$1,000 - \$2,500
- 5. \$2,500 - \$5,000
- 6. \$5,000 - \$10,000
- 7. \$10,000 - \$25,000
- 8. \$25,000 or more
- 9. DK/NR

**61.** *ASK IF NOT OBVIOUS:* In total, was your giving to all charities combined: 

- 1. Under \$250,
- 2. \$250-\$500, or
- 3. Over \$500
- 9. DK/NR (3)

**IF AGE 50 OR OVER**

	<b>IF YES</b>	<b>IF YES</b>	<b>IF YES</b>	<b>IF NO</b>	<b>IF NO</b>
<b>62.</b> Do you have a will? (4)	<b>63.</b> Does your will contain a provision for any charity or philanthropy? (5)	<b>64.</b> Is this a Jewish charity or philanthropy? (6)	<b>65.</b> Does it contain a provision for the Atlanta Jewish Federation? (7)	<b>66.</b> Have you ever been approached by the Atlanta Jewish Federation about putting a provision in your will for the Jewish community? (8)	<b>67.</b> Would you consider making a provision in your will for the Atlanta Jewish Federation if asked? (9)
1. Yes -----	1. Yes -----	1. Yes -----	1. Yes - <i>TO Q. 69</i>	1 Yes - <i>Go to Q. 69</i>	1. Yes
2. No - <i>TO Q. 69</i>	2. No- <i>TO Q. 67</i>	2. Both -----	2. No -----	2. No -----	2. No
9. DK/NR	9. DK/NR	3. No- <i>TO Q. 67</i>	9. DK/NR	9. DK/NR	9. DK/NR
		9. DK/NR			

**Israel**

**68.** Currently, the Atlanta Jewish Federation distributes some of the money it raises to Israel and overseas and some are given to local Jewish needs.


Do you think that the percentage they give to local Jewish needs is closest to:


- 1. 25%
- 2. 50%
- 3. 75%, or
- 9. Are you unsure? (10)

**69.** Actually, the Atlanta Jewish Federation gives about half the money it raises to Israel and overseas and half is given to local Jewish needs. On the whole, would you rather see more of the money collected by the Federation used for local Jewish needs or used for needs in Israel and overseas? (11)

*DO NOT READ LIST*

- 1. Local
- 2. Israel and Overseas
- 3. ABOUT EQUAL (AS IT IS NOW)
- 4. WHATEVER THE FEDERATION THINKS BEST
- 9. DK/NR

IF TO ISRAEL	
<p><b>70. Has any adult in your household been to Israel?</b> (12)</p> <p>1. Yes →→→→→</p> <p>2. No</p> <p>9. DK/NR</p>	<div style="display: flex; align-items: flex-start;">  <p><b>71. Was that trip with an organized Jewish group, like a synagogue or a Federation?</b></p> <p>1. Yes    2. No    9. DK/NR (13)</p> </div> <p><b>72. How many times have you been to Israel?</b></p> <p>_____ 7=7+                  8=Born/Lived in Israel (14)                                  9 = DK/NR</p>

IF CHILDREN IN HOUSEHOLD	
IF CHILD TO ISRAEL	
<p><b>73. Has any child in your household been to Israel?</b> (15)</p> <p>1. Yes -----</p> <p>2. No</p> <p>9. DK/NR</p>	<div style="display: flex; align-items: flex-start;">  <p><b>74. Was that trip with an organized Jewish group, like a synagogue or a federation?</b></p> <p>1. Yes    2. No    9. DK/NR (16)</p> </div>

**75. How emotionally attached are you to Israel?** (17) *ASK ABOUT JEWISH SPOUSE*

1. Extremely attached
2. Very attached
3. Somewhat attached, or
4. Not Attached

9. DK/NR

**76. Do you:** *ASK ABOUT JEWISH SPOUSE*

1. strongly agree                  2. agree                  3. disagree, or                  4. strongly disagree

with the following statement? (18)

“In times of crisis, Jews can only depend on other Jews.”

### Population Estimation

IF 2 OR MORE	
<p><b>77. How many different telephone numbers, not extensions, but different telephone numbers, do you have coming into this household?</b></p> <p>1    2    3    4    5    (19)</p>	<p><b>78. In order not to call you again by random digit dialing, what is (are) your other phone number(s)?</b> (20)</p>

**79. Is the phone number we called you at in the current telephone directory?** (21)

1. Yes                                  2. No                                  9. DK/NR

# Financial Resources

	IF OWN HOME
<p><b>80.</b> Do you rent or own your residence? (22)</p> <p>1. Own -----&gt;</p> <p>2. Rent</p> <p>9. DK/NR</p>	<p><b>81.</b> (Please stop me when I reach your category.)</p> <p>How much do you think your home would sell for if it were for sale? (23)</p> <p>1. Under \$50,000</p> <p>2. \$50,000 - \$100,000</p> <p>3. \$100,000 - \$150,000</p> <p>4. \$150,000 - \$250,000</p> <p>5. \$250,000 - \$500,000</p> <p>6. \$500,000 - \$1,000,000</p> <p>7. Over \$1,000,000 9. DK/NR</p>

**82.** (Please stop me when I reach your category.) Please tell me what your household income was in 1995 before taxes. Was it:

*ASK QUESTION IN A MATTER OF FACT MANNER, BUT IF RESPONDENT IS RELUCTANT, TRY:*  
**Just let me read you the categories, which are quite broad. If you are still uncomfortable, then you obviously do not have to answer. And please remember that I do not know your name or address.**

- (24)
- |                         |                          |  |
|-------------------------|--------------------------|--|
| 1. Under \$15,000       | 6. \$100,000 - \$150,000 | <p><b>83.</b> <i>IF REFUSAL ON INCOME:</i><br/>                 Can you just tell me if it is: (25)</p> <p>1. Under \$100,000 , or</p> <p>2. Over \$100,000 9. DK/NR</p> |
| 2. \$15,000 - \$25,000  | 7. \$150,000 - \$200,000 |  |
| 3. \$25,000 - \$50,000  | 8. Over \$200,000        |  |
| 4. \$50,000 - \$75,000  | 9. DK/NR                 |  |
| 5. \$75,000 - \$100,000 |                          |  |

## IF AGE 50 OR OVER

**84.** (Please stop me when I reach your category.)

Please think about the total value of your home, automobiles, household belongings, your personal financial resources, and your debts. Was your total NET WORTH in 1995: (26)

1. Under \$250,000	4. 1 - 5 million
2. \$250,000 - \$500,000	5. 5 + million
3. \$500,000 - \$1,000,000	9. Don't Know/No Response

*SKIP IF GOING TO TIER TWO:* I would like to thank you on behalf of the entire Jewish community for your cooperation. We may be calling you back to invite you to participate in a confidential, off-the-record group to discuss some of these issues further. If you would like any information about the Jewish community, you can call the Federation at 404-873-1661.

- 85.** Spontaneous      1. DO NOT CALL      2. Wants to be in a discussion group (27)

INTERVIEWER TO COMPLETE				
Phone Number	Replicate #	Page #	Date	Interviewer
SUPERVISOR TO COMPLETE				
ID Number		Editor	Coder	Data Entry
(1 - 4)				

# The Atlanta Jewish Federation

## Tier 2

**1996  
Jewish  
Population and Marketing Study  
Ukeles Associates, Inc.**

Anonymous  
The Atlanta Jewish Federation  
1440 Spring Street, NW  
Atlanta, Georgia 30309-2837  
Phone: (404) 873-1661 • Fax (404) 874-7043

## General Giving

R O T A T E	87. Now, is _____ very important, somewhat important, or not at all important in your decision to make a donation?	<i>REPEAT SCALE AS NECESSARY</i>			DK/ NR
		Very Important	Somewhat Important	Not at all Important	
	A. Being involved in an organization (5)	1	2	3	9
	B. Giving to charities that have been important to your parents (6)	1	2	3	9
	C. The visibility and prestige of the cause (7)	1	2	3	9
	D. Giving to a cause that personally affects you or your family (8)	1	2	3	9
	E. Making valuable social or professional contacts (9)	1	2	3	9

Go back if necessary

## Changes in Giving

**88.** Do you typically make donations to: (10)

1. The same charities each year, or
2. To different charities each year
9. DK/NR

*DO NOT READ THESE CHOICES*

3. NO TYPICAL PATTERN
4. DIFFERENT, BUT THERE ARE SOME I GIVE TO EVERY YEAR

	IF INCREASED OR DECREASED																		
<p><b>89.</b> Over the past 3 years, has your giving to all charitable causes combined: (11)</p> <p>1. <b>increased</b>    →→→→→→→→→</p> <p>2. <b>decreased</b>    →→→→→→→→→</p> <p>3. <b>or remained the same?</b></p> <p>9. DK/NR</p>	<p><b>90.</b> What is the major reason it (in/de)creased? <i>DO NOT READ LIST (12 - 13) CIRCLE ONE ONLY</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">01. Change in income</td> <td style="width: 50%;">02. Increased awareness of need</td> </tr> <tr> <td>03. Unusual expenses</td> <td>04. Increased involvement with agency</td> </tr> <tr> <td>05. Death in family</td> <td>06. Retirement</td> </tr> <tr> <td>07. Other special solicitation</td> <td>08. Building fund</td> </tr> <tr> <td>09. Peer pressure</td> <td>10. Israel no longer needs as much money</td> </tr> <tr> <td>11. Policies of Israel</td> <td>12. Took trip Israel</td> </tr> <tr> <td>13. More charities asked me</td> <td>14. Unhappiness with a Jewish charity</td> </tr> <tr> <td>15. Became more connected Jewishly</td> <td></td> </tr> <tr> <td>99. DK/NR</td> <td>16. Other _____</td> </tr> </table>	01. Change in income	02. Increased awareness of need	03. Unusual expenses	04. Increased involvement with agency	05. Death in family	06. Retirement	07. Other special solicitation	08. Building fund	09. Peer pressure	10. Israel no longer needs as much money	11. Policies of Israel	12. Took trip Israel	13. More charities asked me	14. Unhappiness with a Jewish charity	15. Became more connected Jewishly		99. DK/NR	16. Other _____
01. Change in income	02. Increased awareness of need																		
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11. Policies of Israel	12. Took trip Israel																		
13. More charities asked me	14. Unhappiness with a Jewish charity																		
15. Became more connected Jewishly																			
99. DK/NR	16. Other _____																		

**IF INCREASED OR DECREASED**

**91. Over the past 3 years, has the percentage of your total charitable giving that you donate to Jewish causes:** (14)

- 1. **increased**    →→→→→→
- 2. **decreased**    →→→→→→
- 3. **or remained the same?**
- 9. **DK/NR**

**92. What is the major reason it (in/de)creased?**

*DO NOT READ LIST (15 - 16) CIRCLE ONE ONLY*

- |                                    |  |
|------------------------------------|--|
| 01. Change in income               | 02. Increased awareness of need          |
| 03. Unusual expenses               | 04. Increased involvement with agency    |
| 05. Death in family                | 06. Retirement                           |
| 07. Other special solicitation     | 08. Building fund                        |
| 09. Peer pressure                  | 10. Israel no longer needs as much money |
| 11. Policies of Israel             | 12. Took trip Israel                     |
| 13. More Jewish charities asked    | 14. Unhappiness with a Jewish charity    |
| 15. Became more connected Jewishly |  |
| 99. DK/NR                          | 16. Other                                |

**IF INCREASED OR DECREASED**

**93. Over the past 3 years, of your charitable giving to Jewish causes, has the percentage you give to the Atlanta Jewish Federation:** (17)

- 1. **increased**    →→→→→→→→
- 2. **decreased**    →→→→→→→→
- 3. **or remained the same?**
- 9. **DK/NR**

**94. What is the major reason it (in/de)creased?**

*DO NOT READ LIST (18 - 19) CIRCLE ONE ONLY*

- |                                    |  |
|------------------------------------|--|
| 01. Change in income               | 02. Increased awareness of need          |
| 03. Unusual expenses               | 04. Increased involvement with agency    |
| 05. Death in family                | 06. Retirement                           |
| 07. Other special solicitation     | 08. Building fund                        |
| 09. Peer pressure                  | 10. Israel no longer needs as much money |
| 11. Policies of Israel             | 12. Took trip Israel                     |
| 13. More Jewish charities asked    | 14. Unhappiness with a Jewish charity    |
| 15. Became more connected Jewishly |  |
| 99. DK/NR                          | 16. Other                                |

## Jewish Giving

R O T A T E	95. Now, is _____ very important, somewhat important, or not at all important in your decision to contribute to a JEWISH organization?	<i>REPEAT SCALE AS NECESSARY</i>			
		Very Important	Somewhat Important	Not at all Important	DK/NR
	A. The Jewish value of social justice (20)	1	2	3	9
	B. Jewish religious belief and practice (21)	1	2	3	9
	C. Combating anti-Semitism (22)	1	2	3	9
	D. Helping immigrants (23)	1	2	3	9
	E. Social services for Jewish elderly (24)	1	2	3	9
	F. Helping Jewish education (25)	1	2	3	9
	G. Helping young people to remain Jewish (26)	1	2	3	9
	H. Supporting the people of Israel (27)	1	2	3	9

**Go back if necessary**



## Federation Competition

<p><b>96.</b> To which three organizations, either Jewish or not Jewish, did you give the largest donations in 1995?</p> <p><i>(EXCLUDE ATLANTA JEWISH FEDERATION:</i> <input type="checkbox"/> Respondent mentions Federation) (28)</p>	<p><b>97.</b> To _____, was that amount over or under \$100?</p> <p>1. Under \$100 2. \$100 - \$500 3. \$500 - \$1000 4. \$1,000 - \$2,500 5. \$2,500 - \$5,000 6. \$5,000 - \$10,000 7. \$10 - \$25,000 8. \$25,000 or more 9. DK/NR</p>	<p><b>98.</b> Have you served as a board member for any of these 3 organizations in the past 2 years?</p> <p>Which one?</p>	<p><b>99.</b> Have you ever been a volunteer for any of them?</p> <p>Which one?</p>
(29 - 30)	(31)	<p>1. Yes (32) 2. No 9. DK/NR</p>	<p>1. Yes (33) 2. No 9. DK/NR</p>
(34 - 35)	(36)	<p>1. Yes (37) 2. No 9. DK/NR</p>	<p>1. Yes (38) 2. No 9. DK/NR</p>
(39 - 40)	(41)	<p>1. Yes (42) 2. No 9. DK/NR</p>	<p>1. Yes (43) 2. No 9. DK/NR</p>

**100.** When selecting charities, some people prefer to give to a “federated campaign,” like the United Way or the Jewish Federation, rather than to individual charities.

Now, in general, do you prefer to give to: (44)

- |   |   |
|---|---|
| <p>1. A federated campaign</p> <p>2. A specific charity, or</p> <p>3. A specific program run by a charity</p> | <p>4. No preference</p> <p>9. DK/NR</p> |
|---|---|

## Go to Last Page If "Not at All Familiar" with Jewish Federation

**101. Have you ever been a volunteer for the Atlanta Jewish Federation?** (45)

(INCLUDE SUPER SUNDAY)

1. Yes

2. No

9. DK/NR

**102. In your opinion, What are the most important activities of the Atlanta Jewish Federation?** (IF NECESSARY: Can you be more specific?) 99 = DK/NR

### Any others?

(1 - 10)

*DO NOT READ THE LIST.*

- Helps support Israel (01)
- Helps Jews in Atlanta (02)
- Fundraising (03)
- Planning and Coordination (04)
- Helps build community (05)
- Promotes Jewish identity (06)
- Promotes Jewish continuity (07)
- Jewish social service needs (08)
  
- Supports the needy (09)
- Supports the elderly (10)
- Supports families and children (11)
- Helps immigrants (12)
- Combats anti-Semitism (13)
- Promotes Jewish education (14)
- Housing for the elderly (15)
- Provides Israel experiences (16)
  
- Relations among Jewish agencies (17)
- Relations with non-Jewish community (18)
- Synagogue/Federation relations (19)
  
- It funds the Jewish Community Center (JCC)(20)
- It funds day schools (21)
- It funds the Breeman Jewish Home (22)
- It funds Jewish Family Service (JFS)(23)
- It funds Jewish Vocational Service (24)
- It funds YAD (25)
- It funds \_\_\_\_\_(26)
  
- Other:

# Federation Giving

IF GAVE TO FEDERATION				
R O T A T E				
	<b>103. Would you give more to the Atlanta Jewish Federation:</b>	Yes	No	DK/NR
	A. If your income increased significantly (11)	1	2	9
	B. If local needs increased dramatically (12)	1	2	9
	C. If a Jewish community in another country was physically threatened (13)	1	2	9
	D. If more of the money went to local needs (14)	1	2	9
	E. If you were asked by a close friend (15)	1	2	9
	F. If there were greater tax advantages (16)	1	2	9
	G. If you had more say over how the money was spent (17)	1	2	9
	H. If you received more recognition for your gift (18)	1	2	9
	I. If the situation in Israel demanded it (19)	1	2	9
	J. If a rabbi or Jewish professional asked you (20)	1	2	9

**Go back if necessary**

## Views of Federation

**104.** Let me remind you that this survey is anonymous: What is your opinion of the Atlanta Jewish Federation? *(WAIT FOR RESPONSE AS NECESSARY!)* (21)

R O T A T E	<b>105. Do you strongly agree, agree, disagree, or strongly disagree with each of the following statements?</b>	<i>REPEAT SCALE AS NECESSARY</i>				<b>DK/ NR</b>
		Strongly Agree	Agree	Disagree	Strongly Disagree	
	A. Federation interacts positively with givers BOTH before and after they give (22)	1	2	3	4	9
	B. My parents were more likely to give to Federation than I am (23)	1	2	3	4	9
	C. I am comfortable with the ways in which the Atlanta Jewish Federation Annual Campaign raises funds (24)	1	2	3	4	9
	D. I prefer to be asked to give to Federation by someone I know well (25)	1	2	3	4	9
	E. People active in Federation make me feel welcome (26)	1	2	3	4	9
	F. Federation gives appropriate recognition to its donors (27)	1	2	3	4	9
	G. No matter what I give to Federation, I feel I can participate at any level of the organization (28)	1	2	3	4	9
	<b>SKIP IF SINGLE PERSON LIVING ALONE</b>					
	H. I prefer to give an individual gift to Federation rather than a household gift (29)	1	2	3	4	9

**Go back if necessary**