



## Eastside Needs Online Survey

### Perceptions of and Priorities for Economic Opportunities and Development

**PREPARED FOR**  
Jewish Federation of Greater Portland  
April 2012

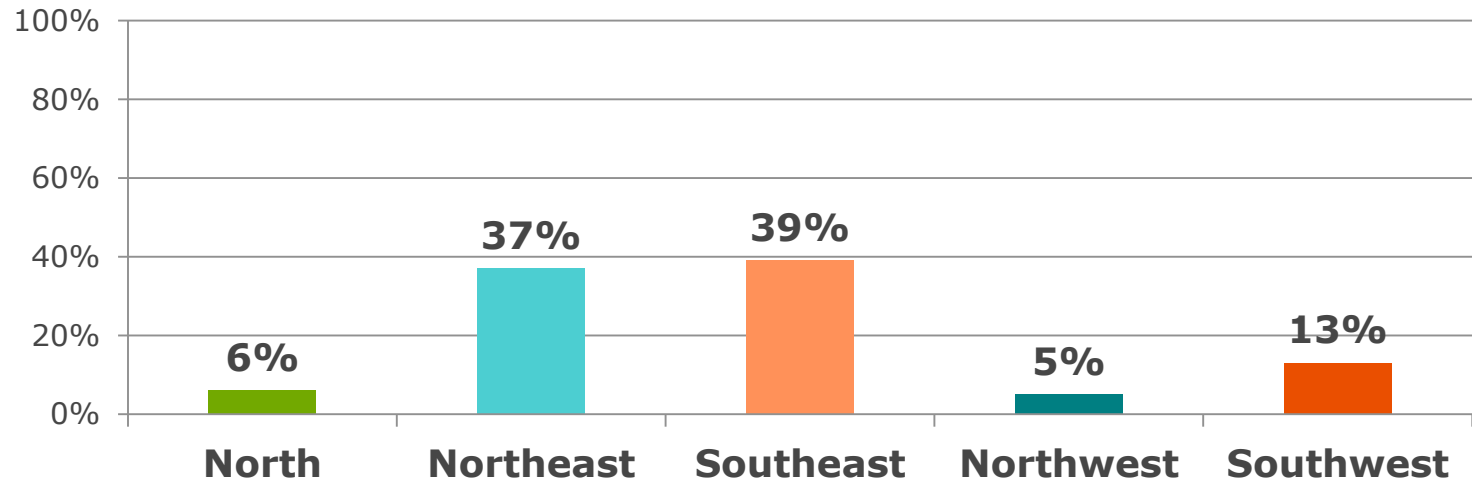
[www.dhmresearch.com](http://www.dhmresearch.com)

# Methodology

- DHM Research conducted an online survey of the Portland Jewish community on behalf of the Jewish Federation of Greater Portland (JFGP) to better understand the needs of Jewish residents on Portland's eastside, including North Portland.
- Online survey of Jewish community in Portland area
  - N=573 Total (481 Portland; 397 Eastside)
- Conducted February 29-March 15, 2012
- Averaged 10 minutes to complete

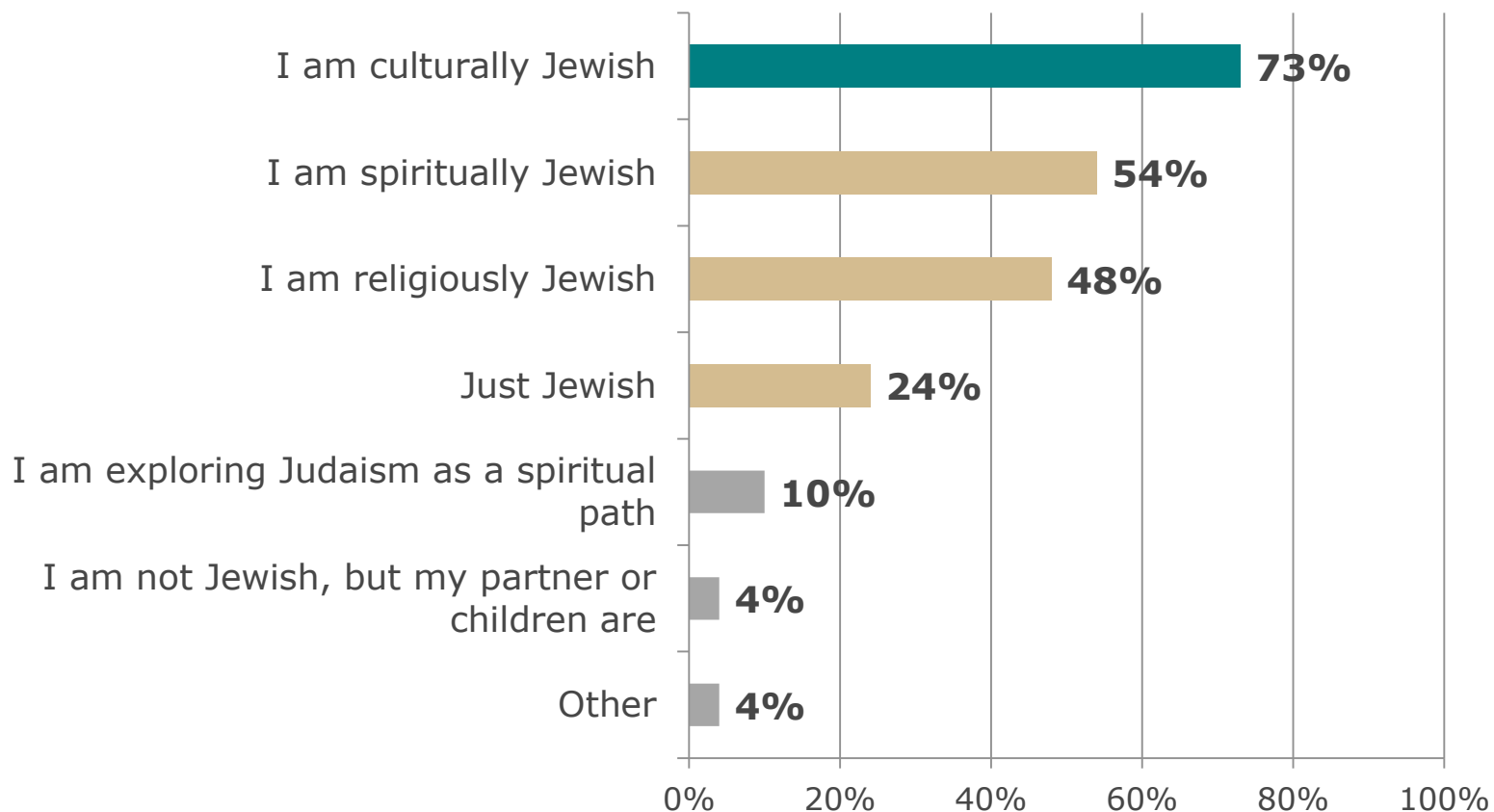
**Eighty-four percent of all survey respondents identified themselves as residents of Portland, and 82% of that group said they lived on the eastside.**

### Area of Portland

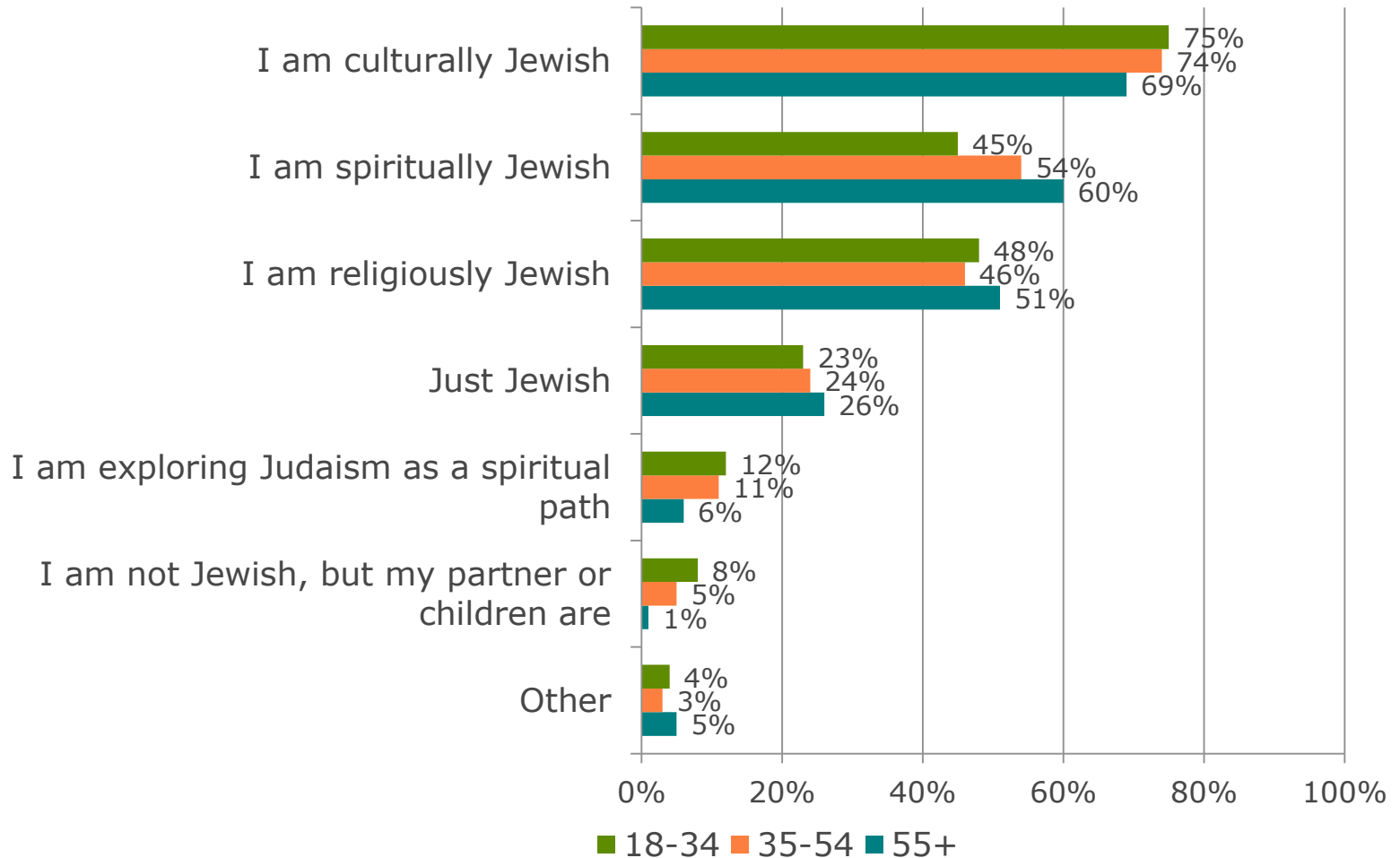


**Allowed to check all applicable boxes, nearly three quarters of eastside survey respondents identified themselves as culturally Jewish. About half said they were spiritually or religiously Jewish.**

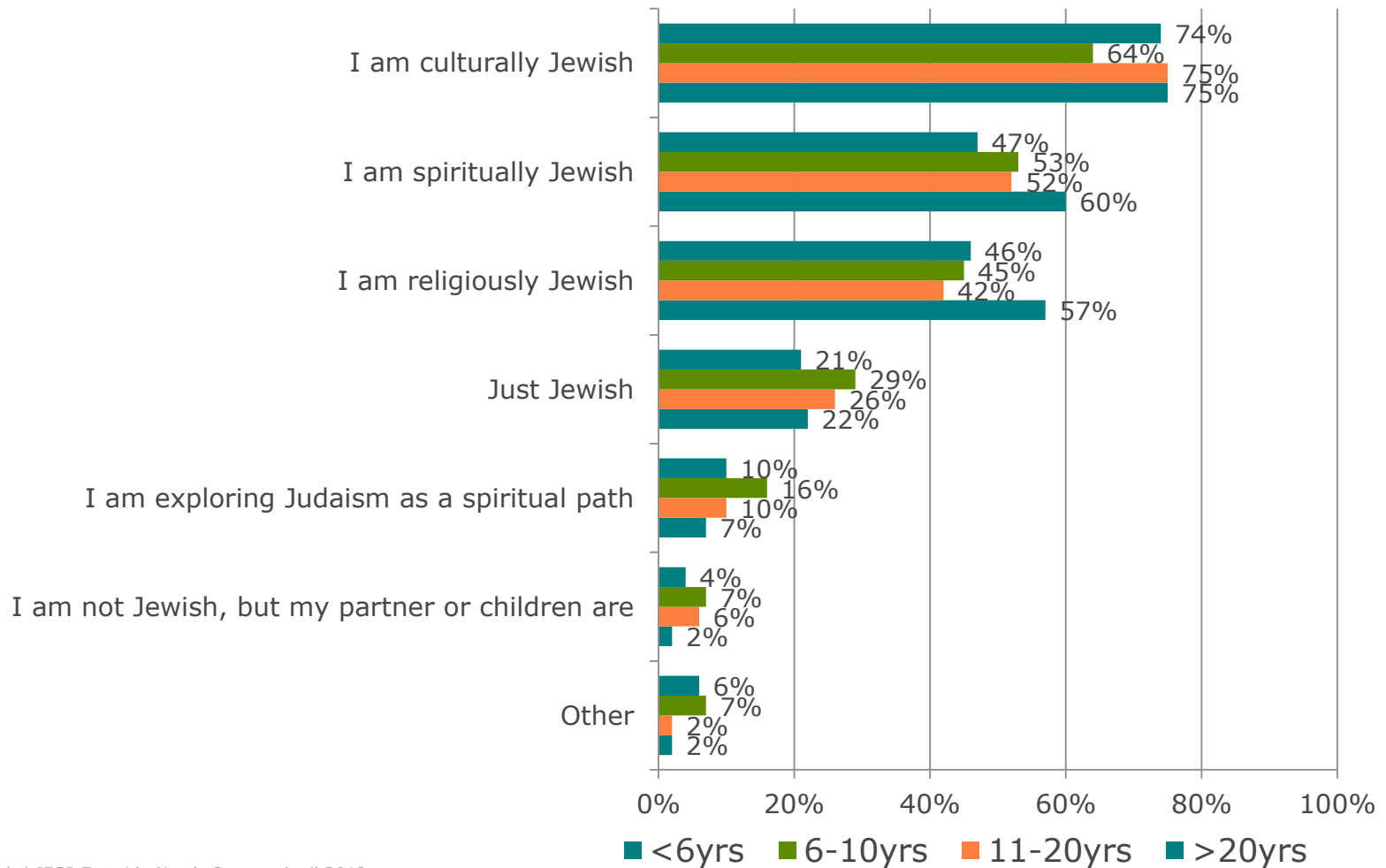
### Jewish Self Identity



# Jewish Self Identity by Age

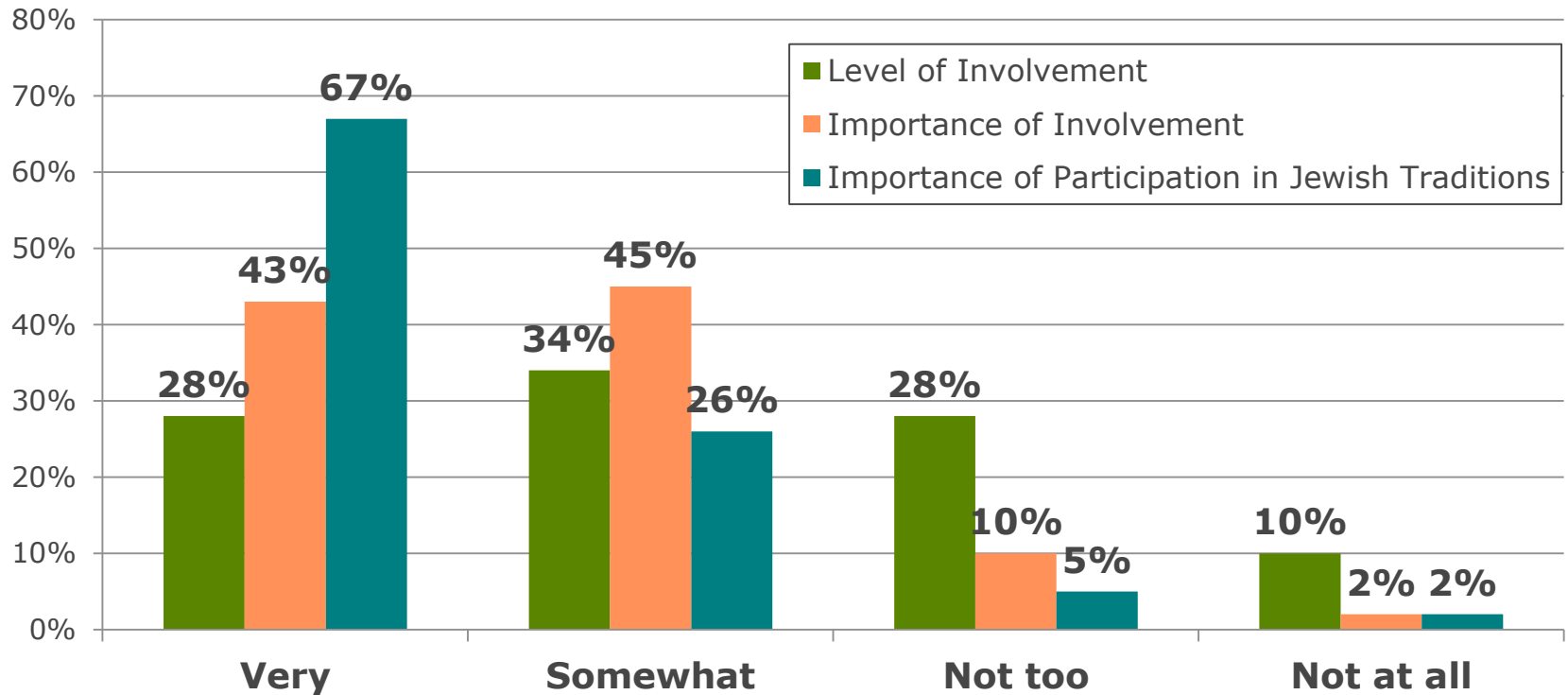


# Jewish Self Identity by Length of Residence

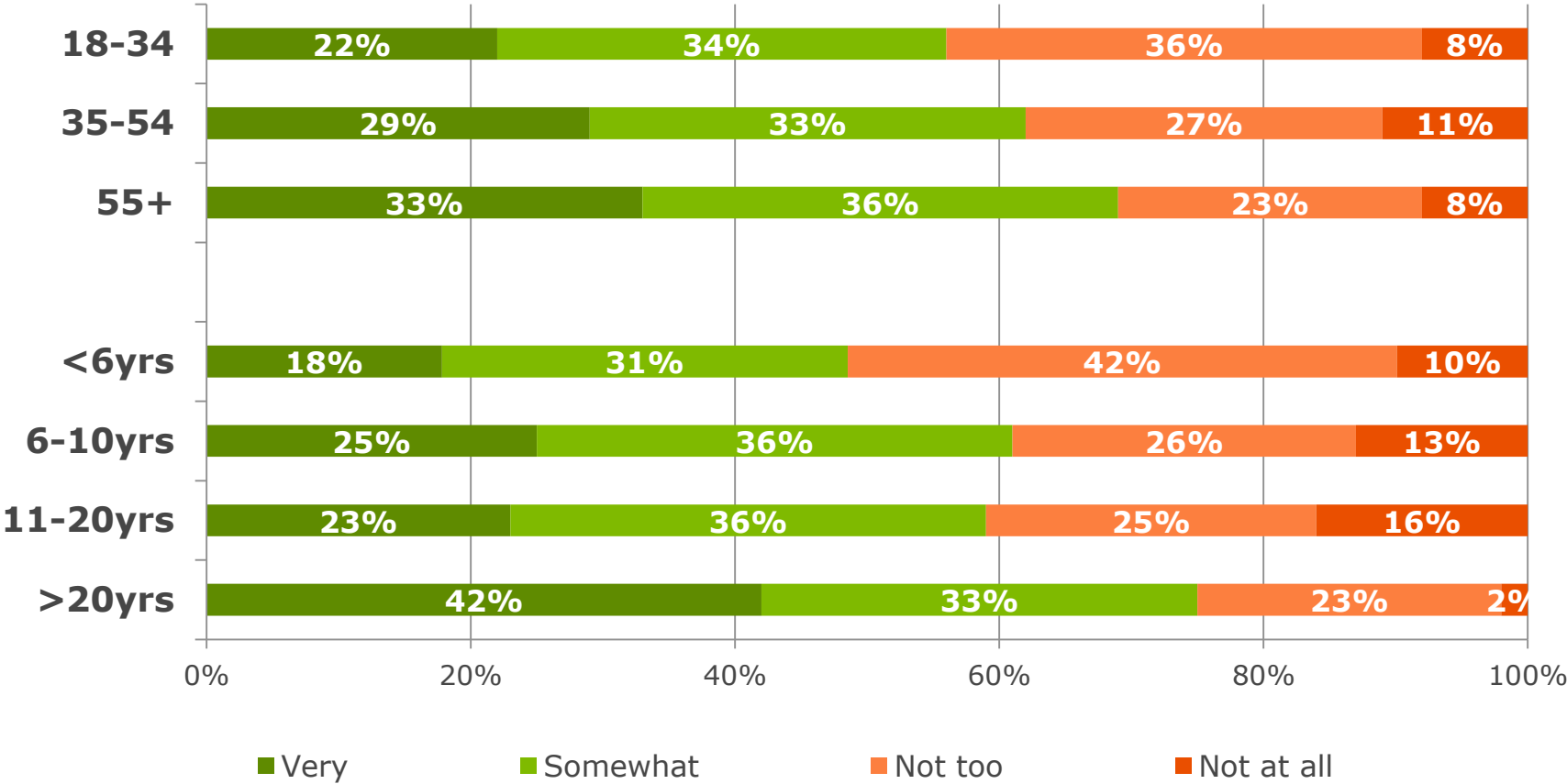


# Strong majorities of eastside survey respondents felt that participation in Jewish life was important in one form or another.

## Participation in Jewish Life

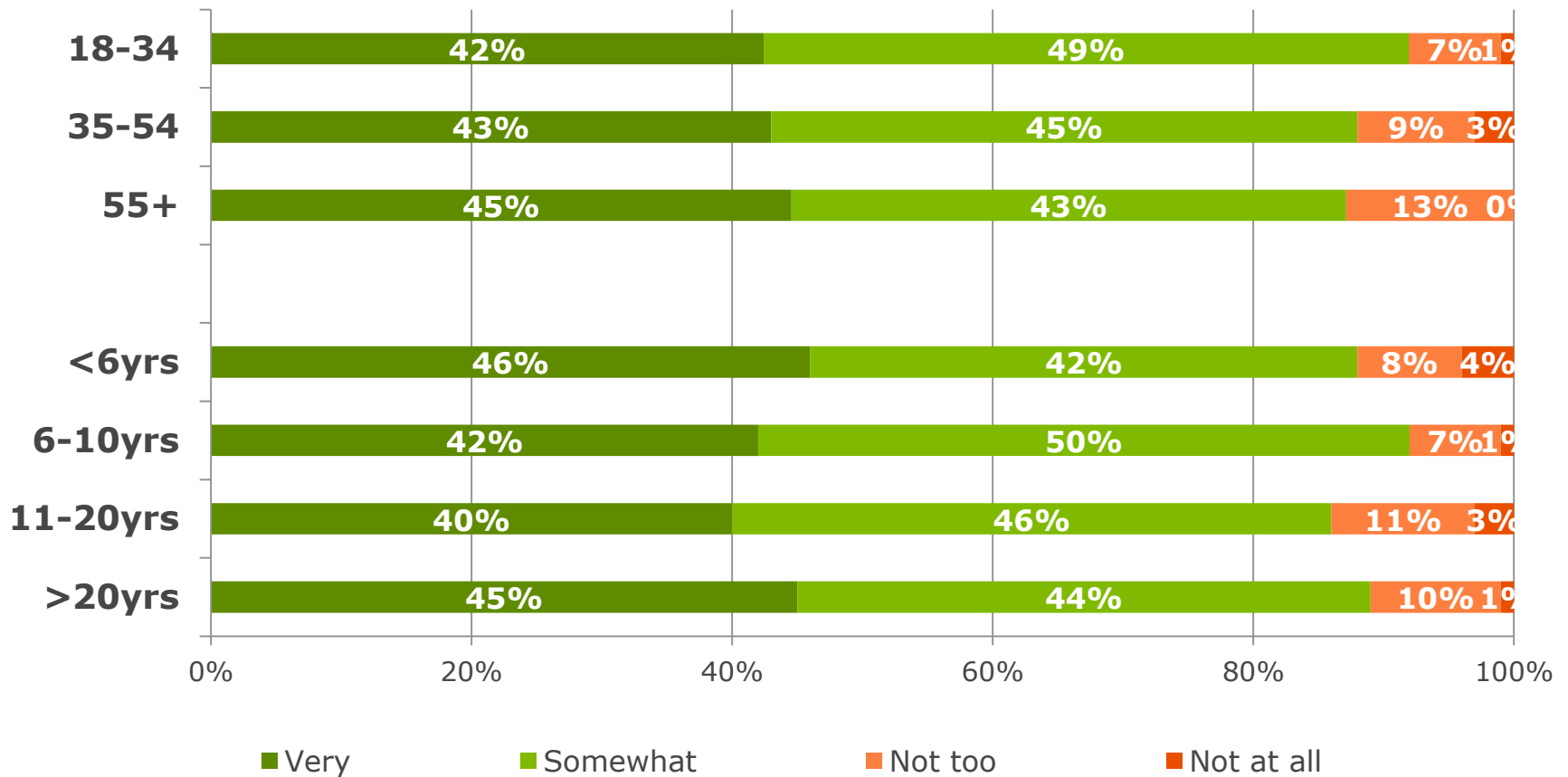


# Level of Involvement by Age and Length of Residence

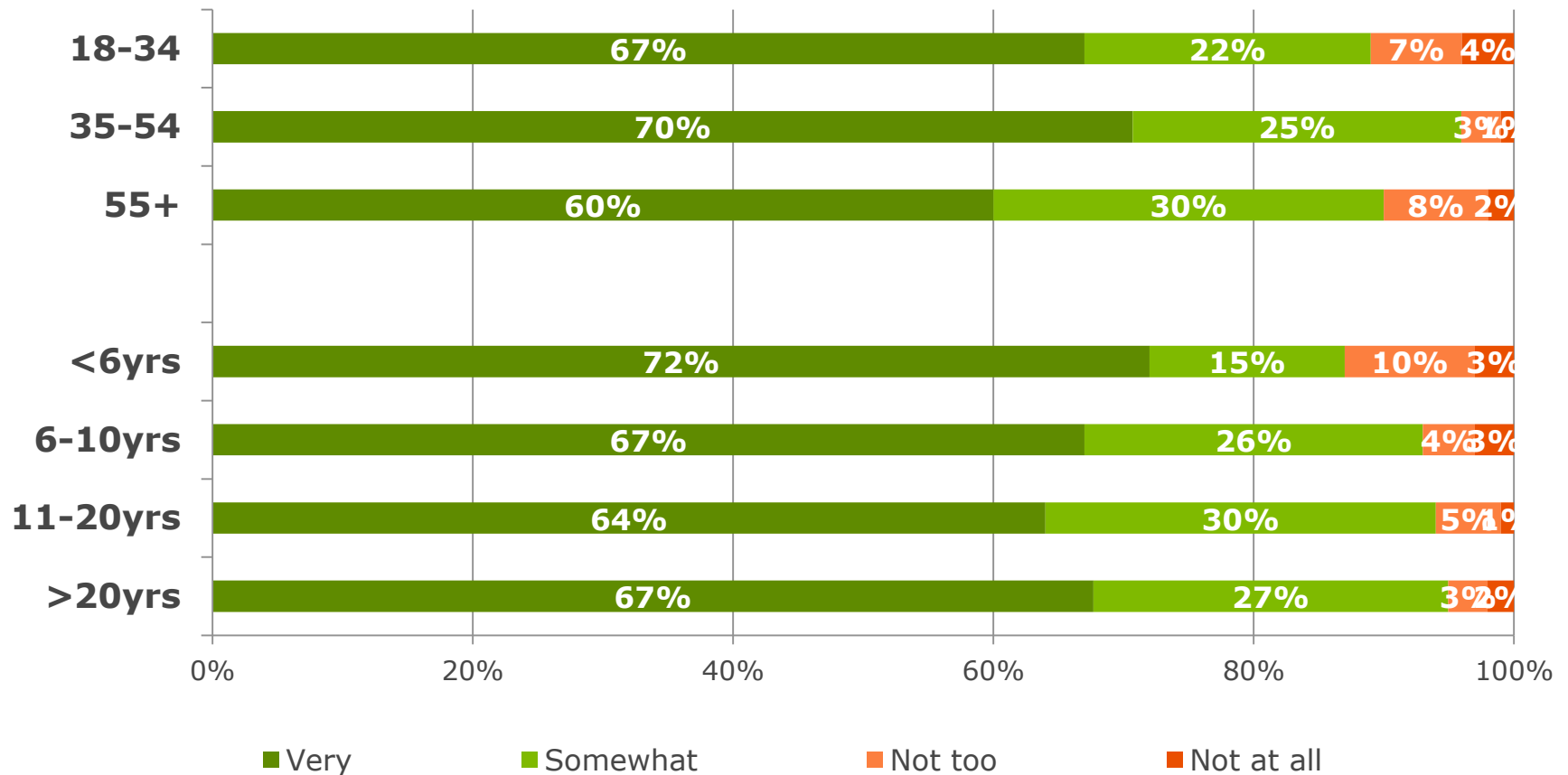




# Importance of Involvement by Age and Length of Residence

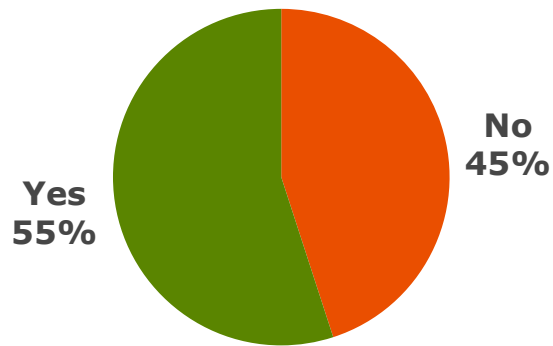


# Importance of Participating in Jewish Traditions by Age and Length of Residence

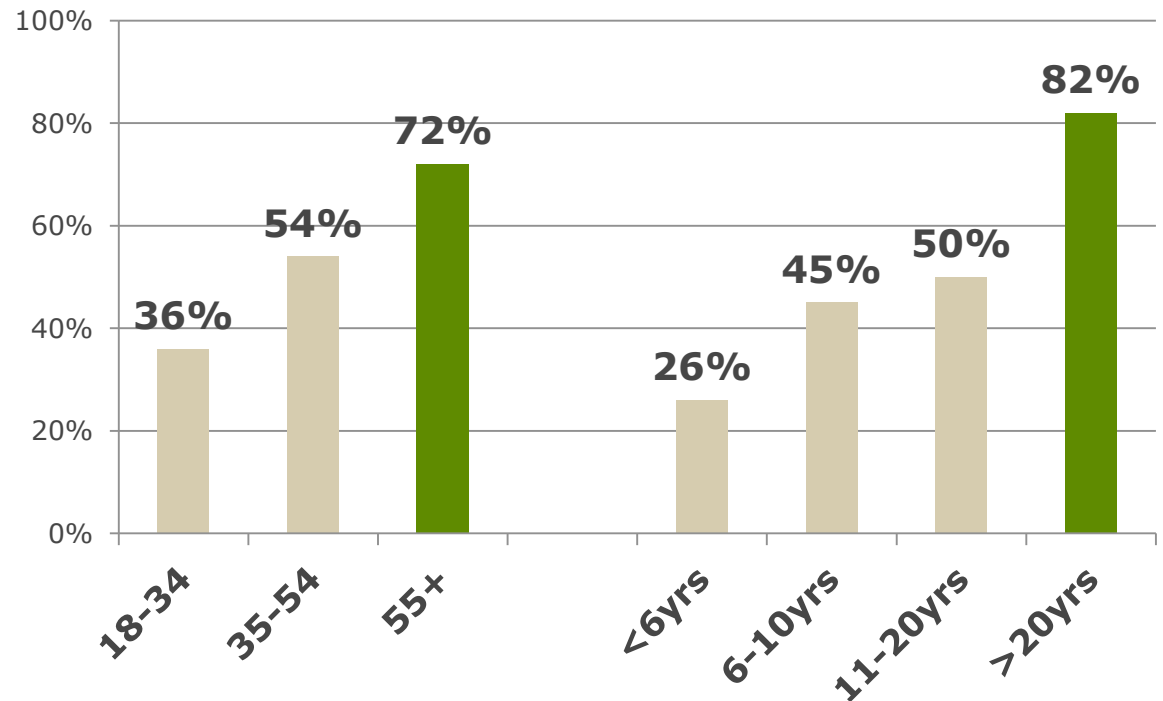


# Slightly more than half of eastside survey respondents belonged to a synagogue.

## Member of Synagogue

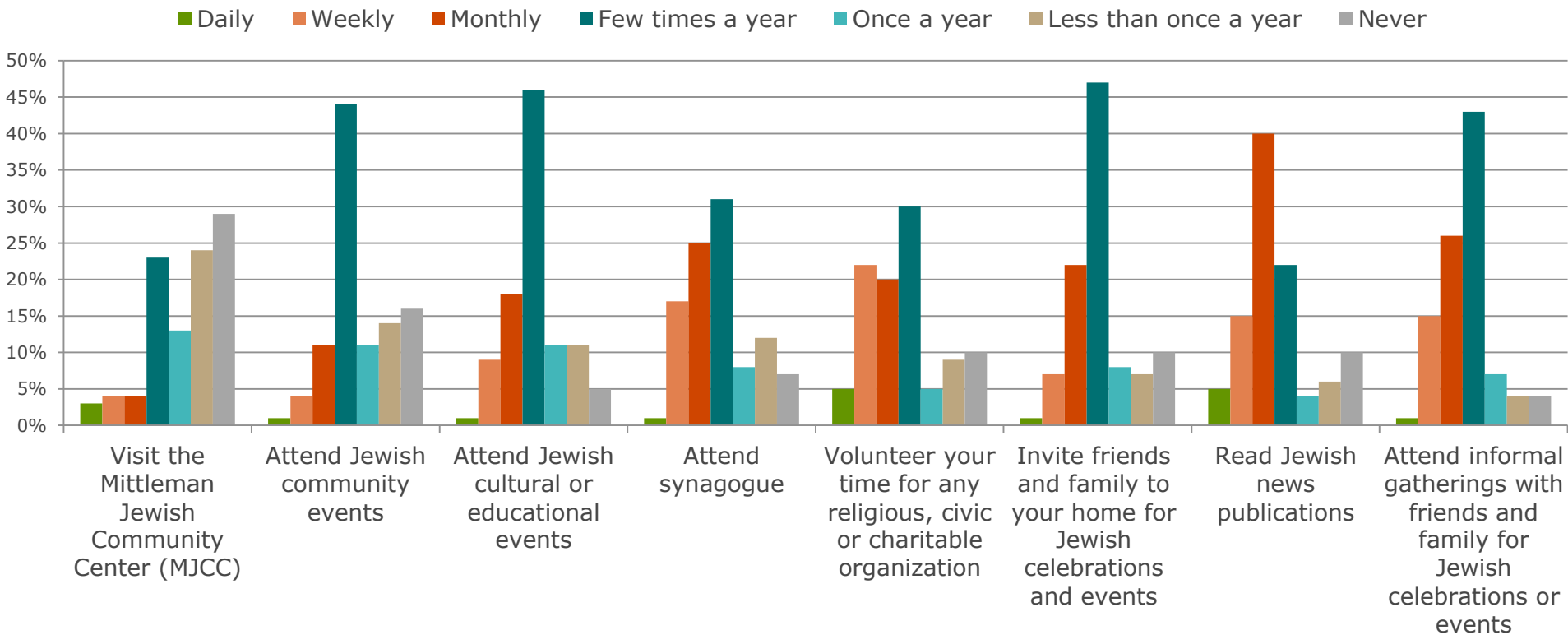


## Membership trended upward with age and length of time in Portland.



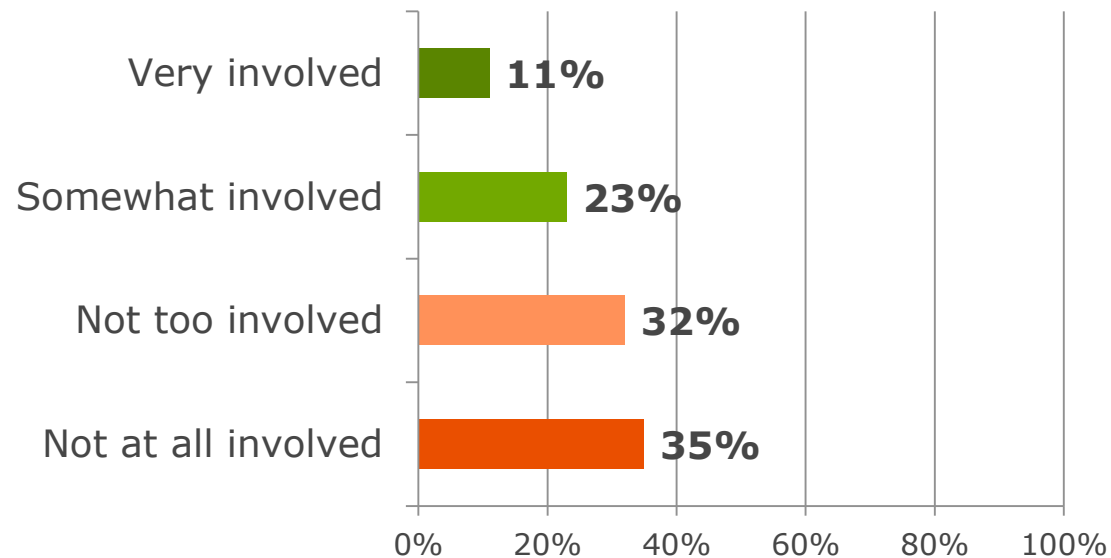
# Types and frequency of participation in Jewish life varied.

## Frequency of Participation in Jewish Life

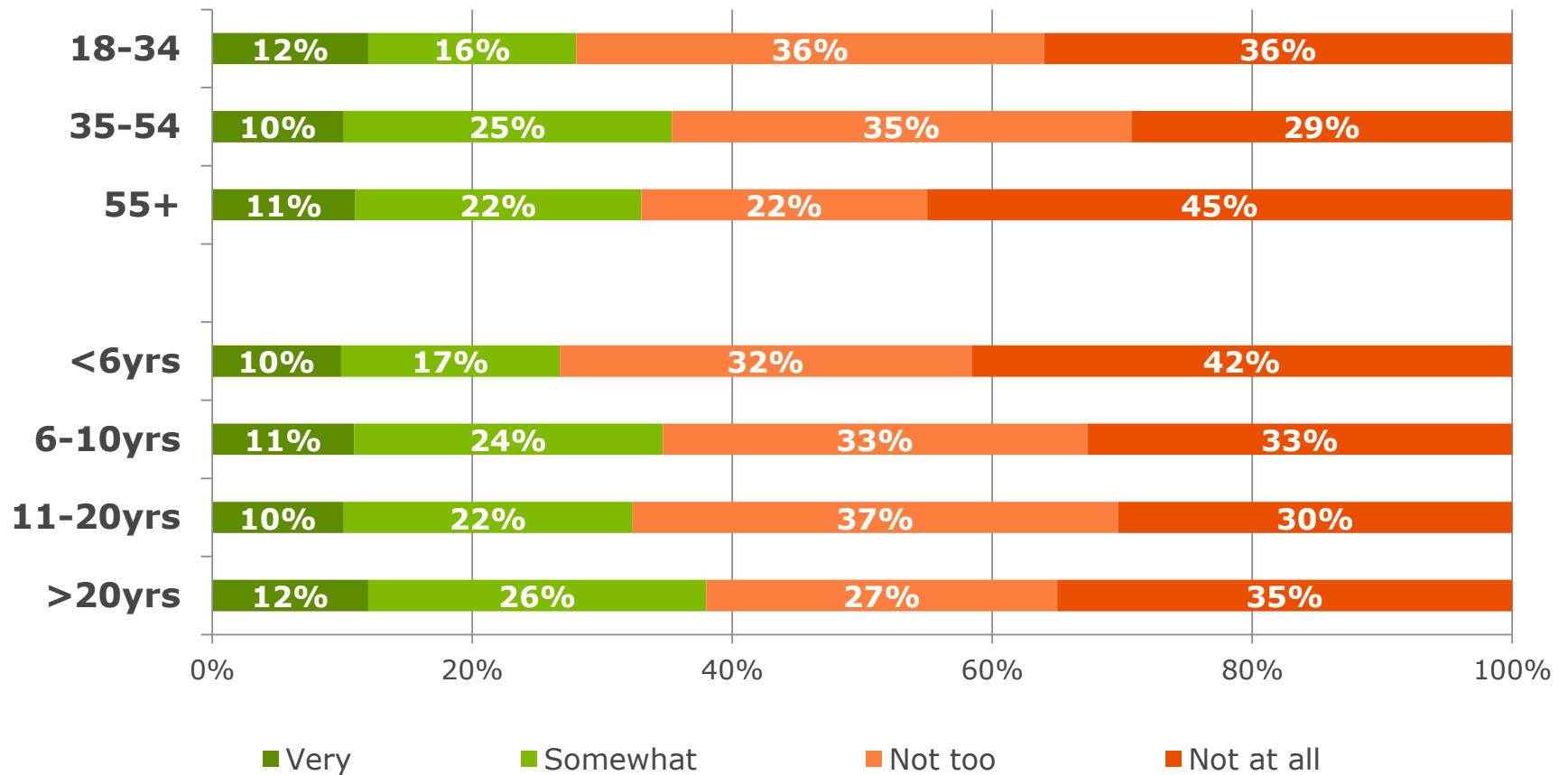


# The level of involvement in Portland's eastside Jewish community was weak.

## Involvement Level in Portland's Eastside Jewish Community

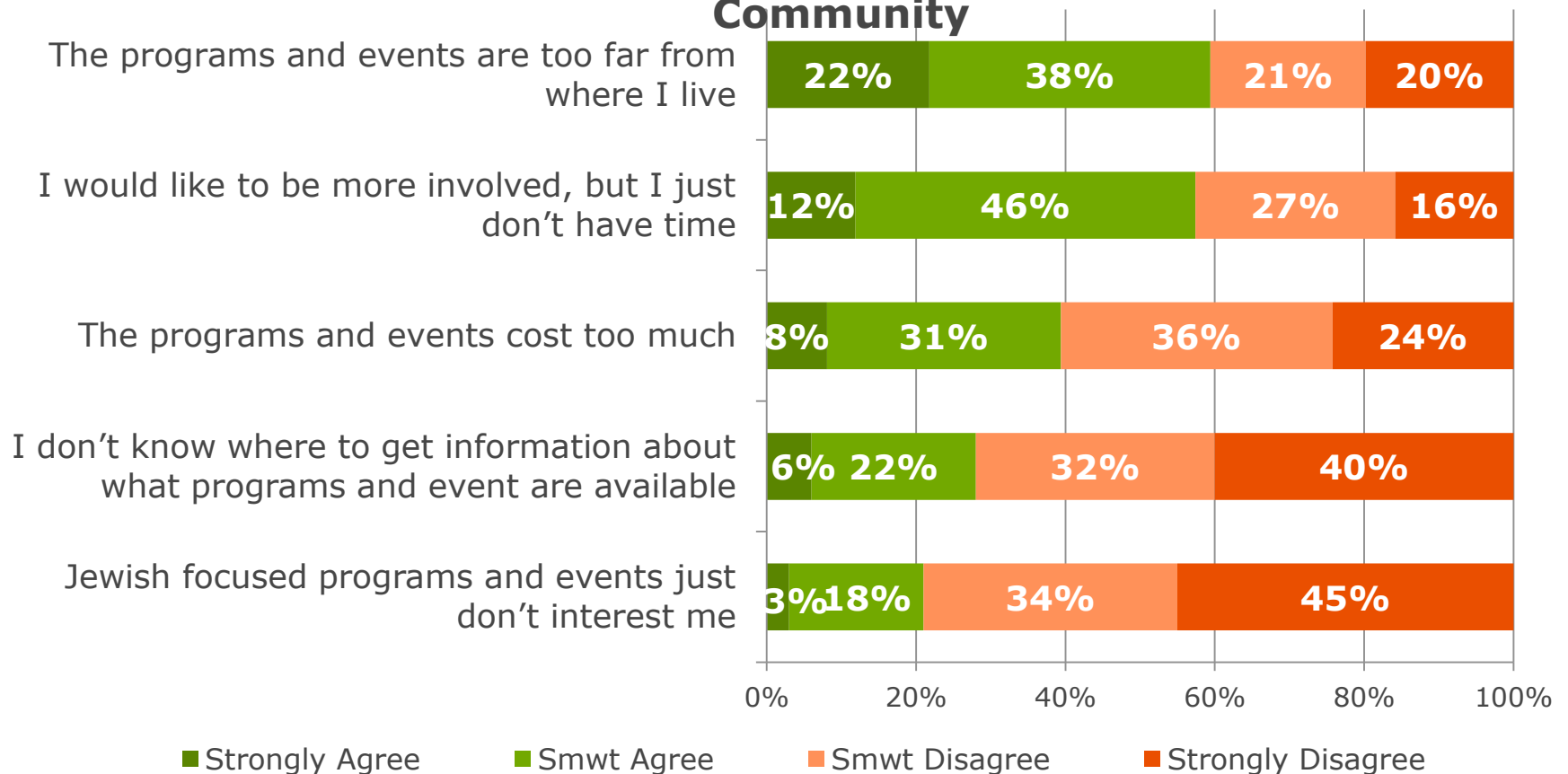


# Level of Involvement in Eastside Jewish Community by Age and Length of Residence



# Distance and lack of time were the two top-cited reasons for not being more involved in the overall Jewish community.

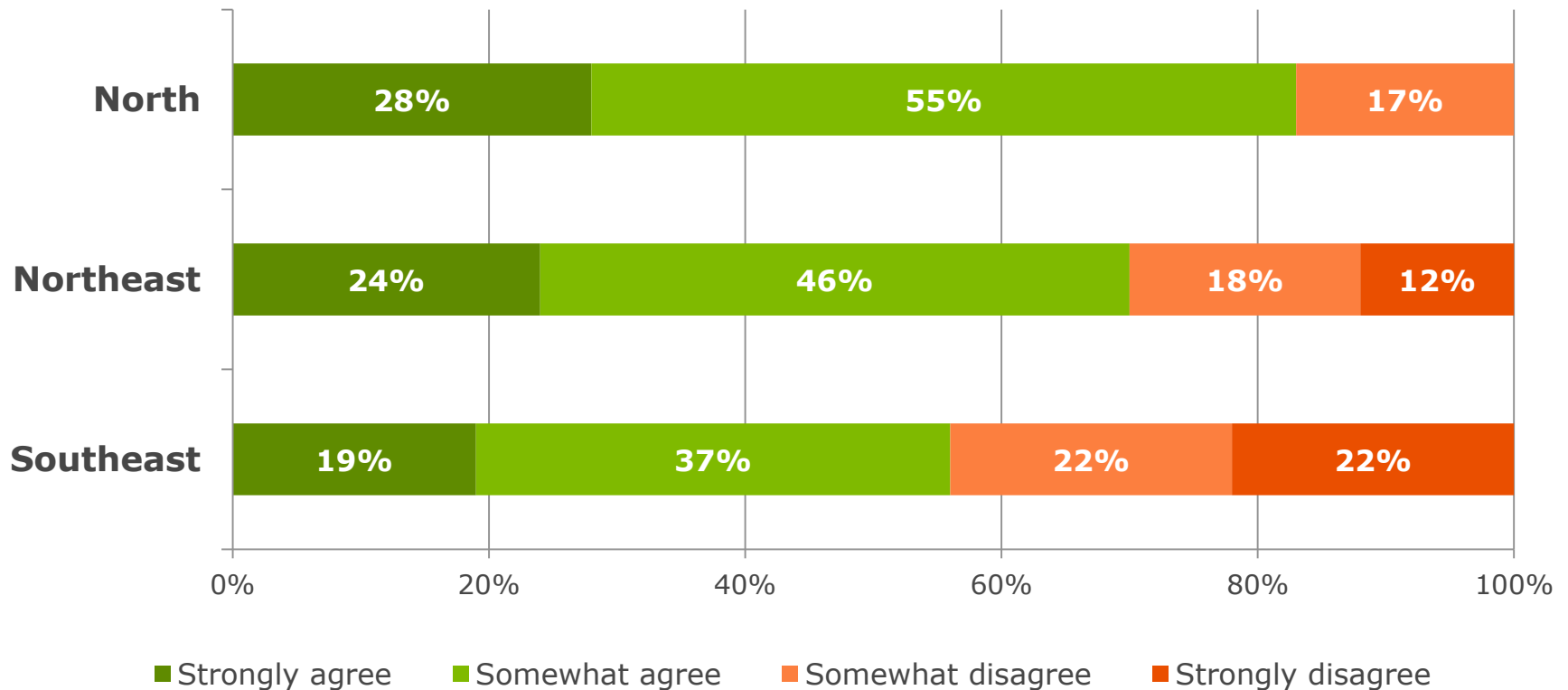
## Reasons For Not Participating in Portland's Jewish Community



# Top Reason For Not Participating: Distance

## Greatest demographic difference was by area

### Level of Agreement with Reason

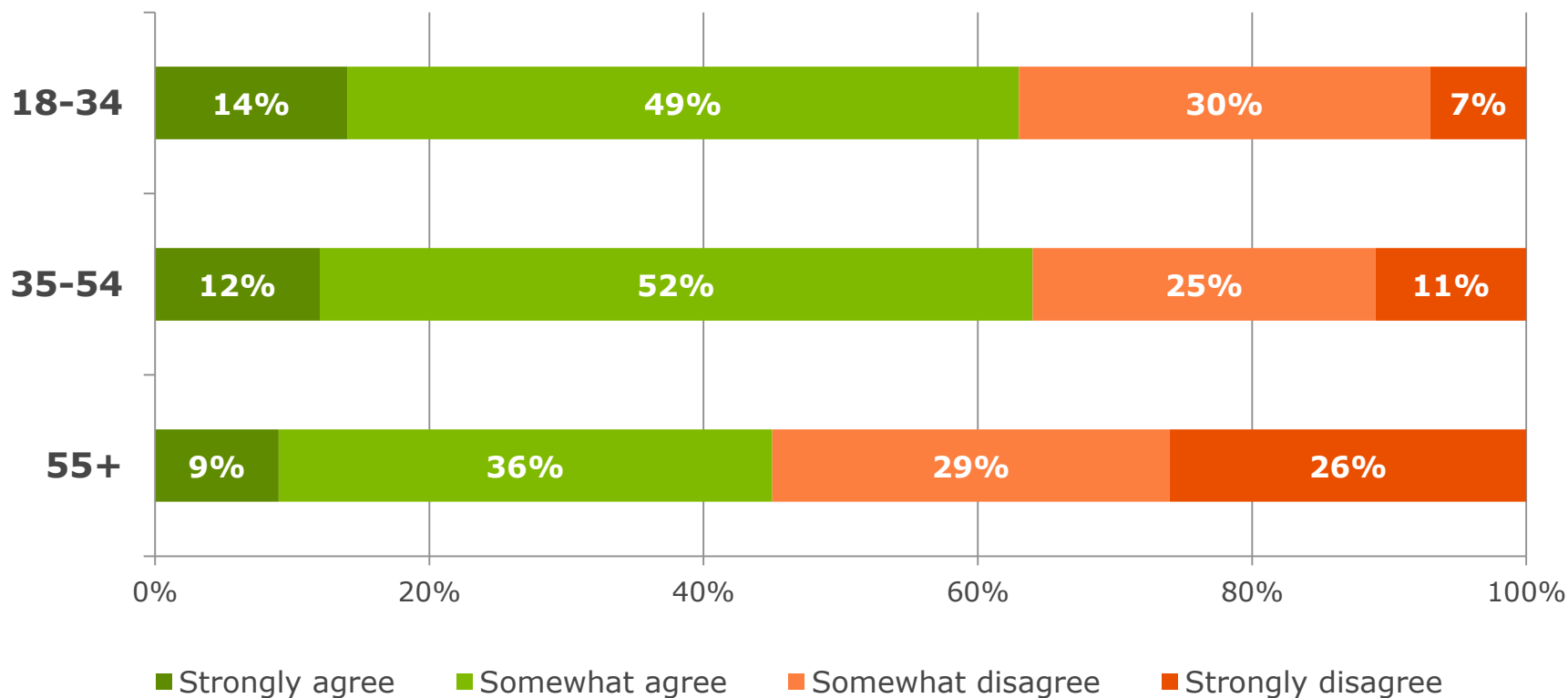




# Reason For Not Participating: Just don't have time

## Greatest demographic difference was by age

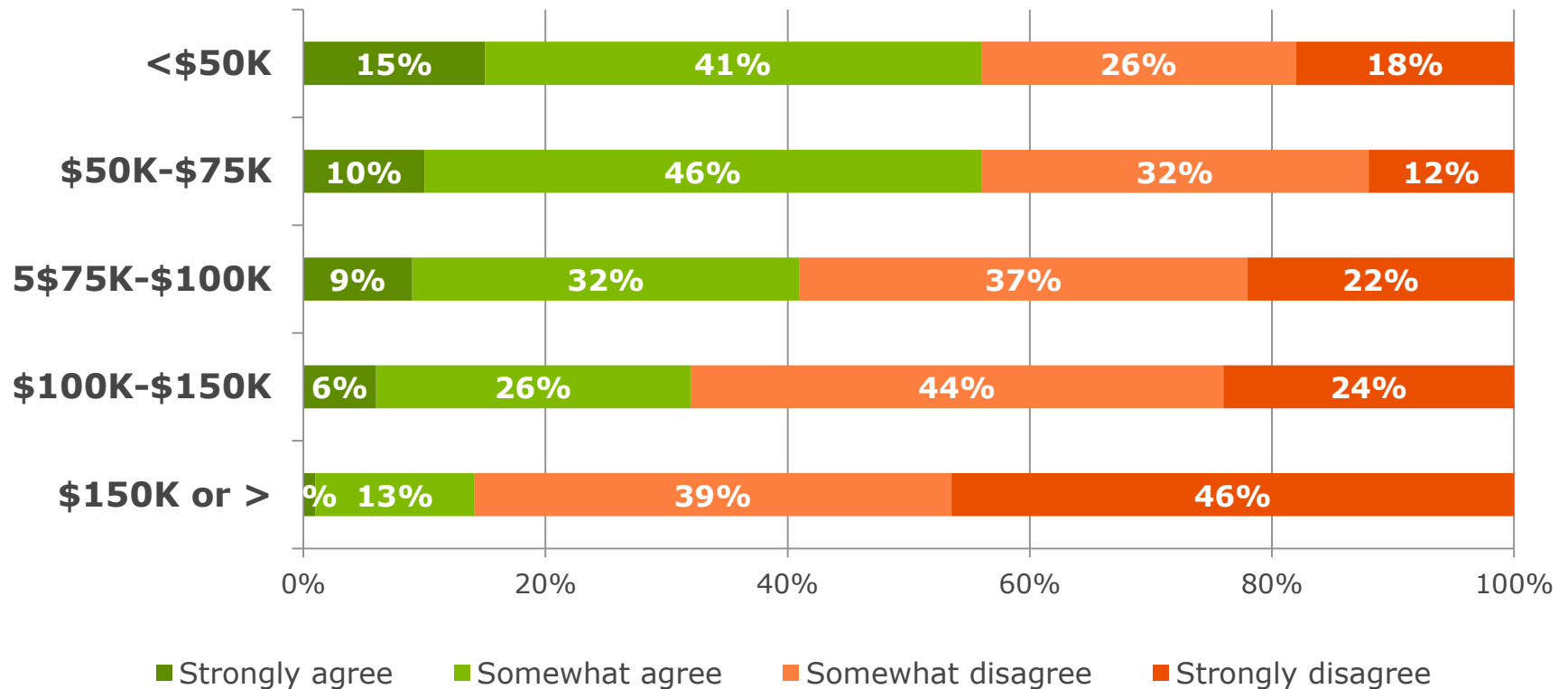
### Level of Agreement with Reason



# Reason For Not Participating: Cost too much

## Greatest demographic difference was by income

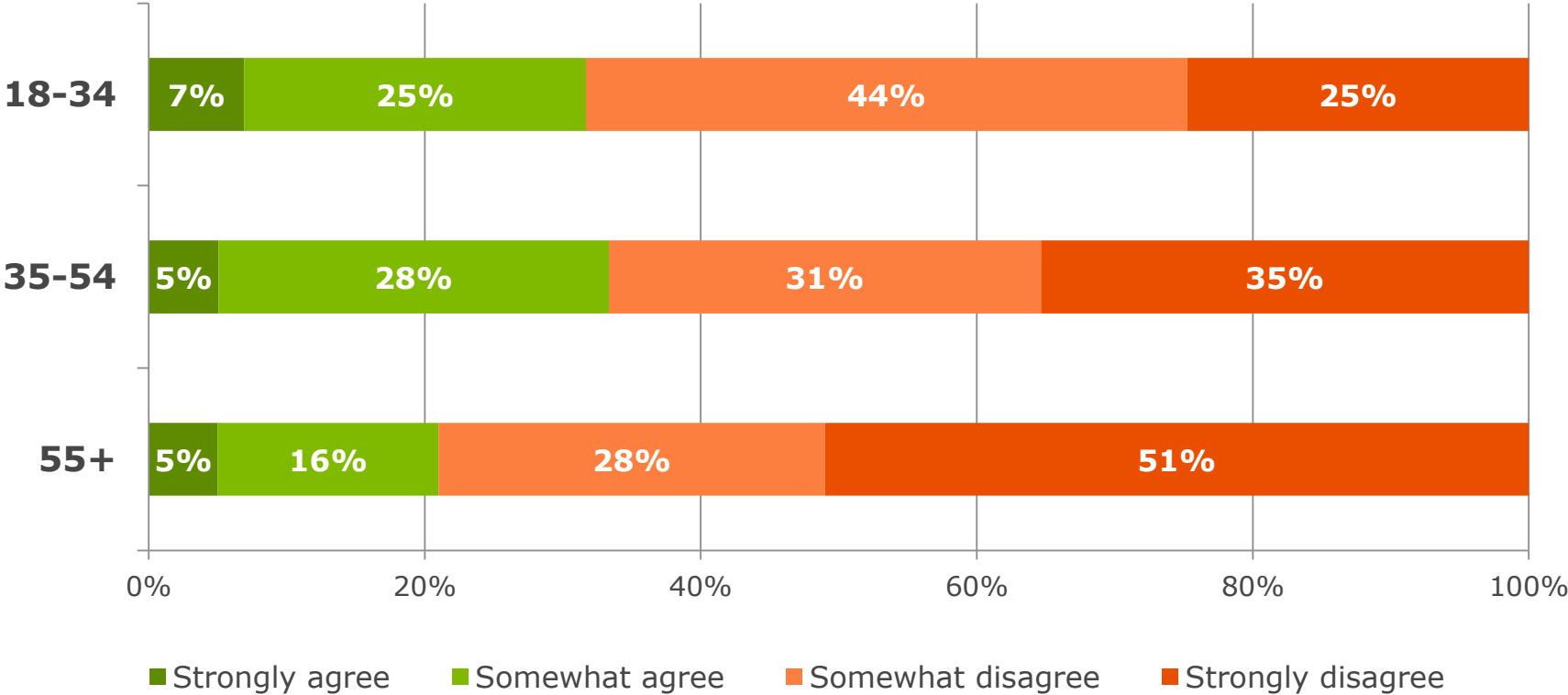
### Level of Agreement with Reason



# Reason For Not Participating: Lack of information

## Greatest demographic difference was by age

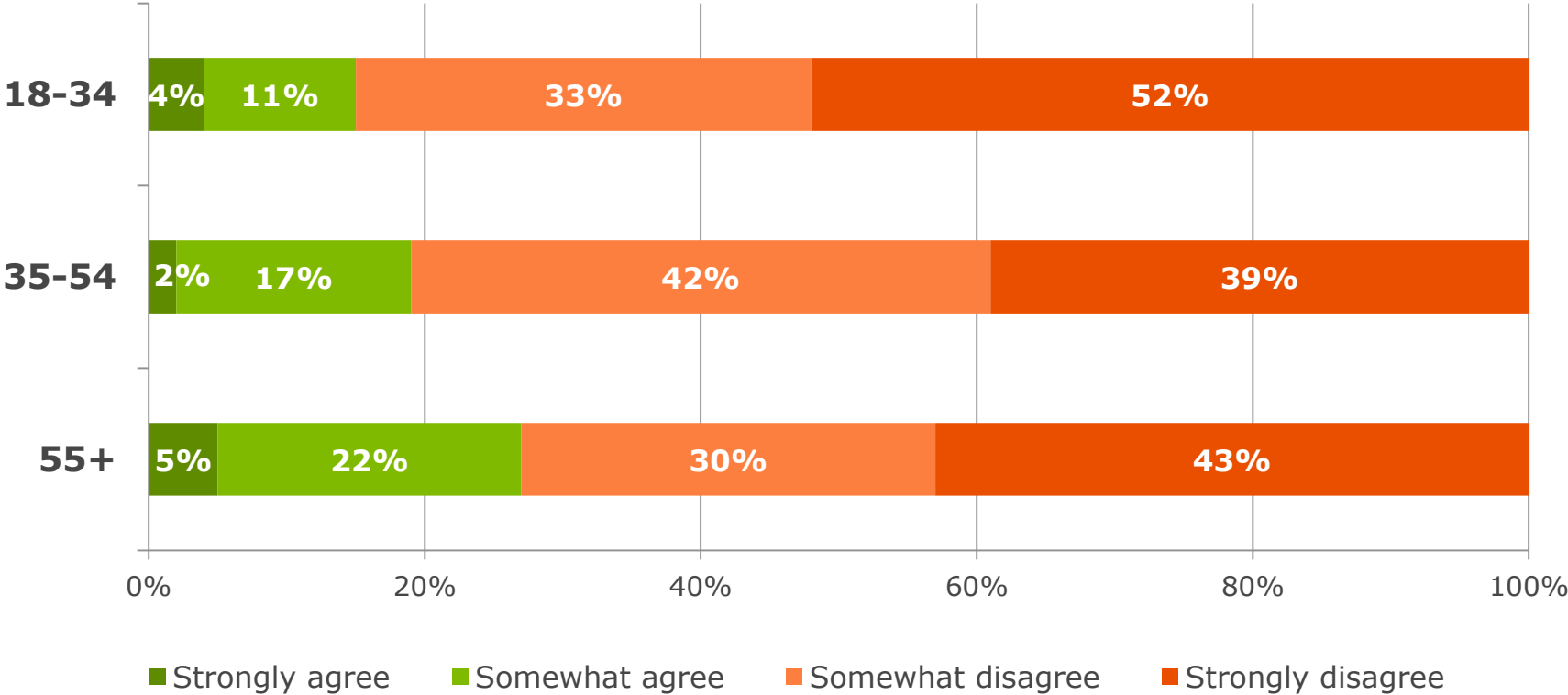
### Level of Agreement with Reason



# Reason For Not Participating: Just don't interest me

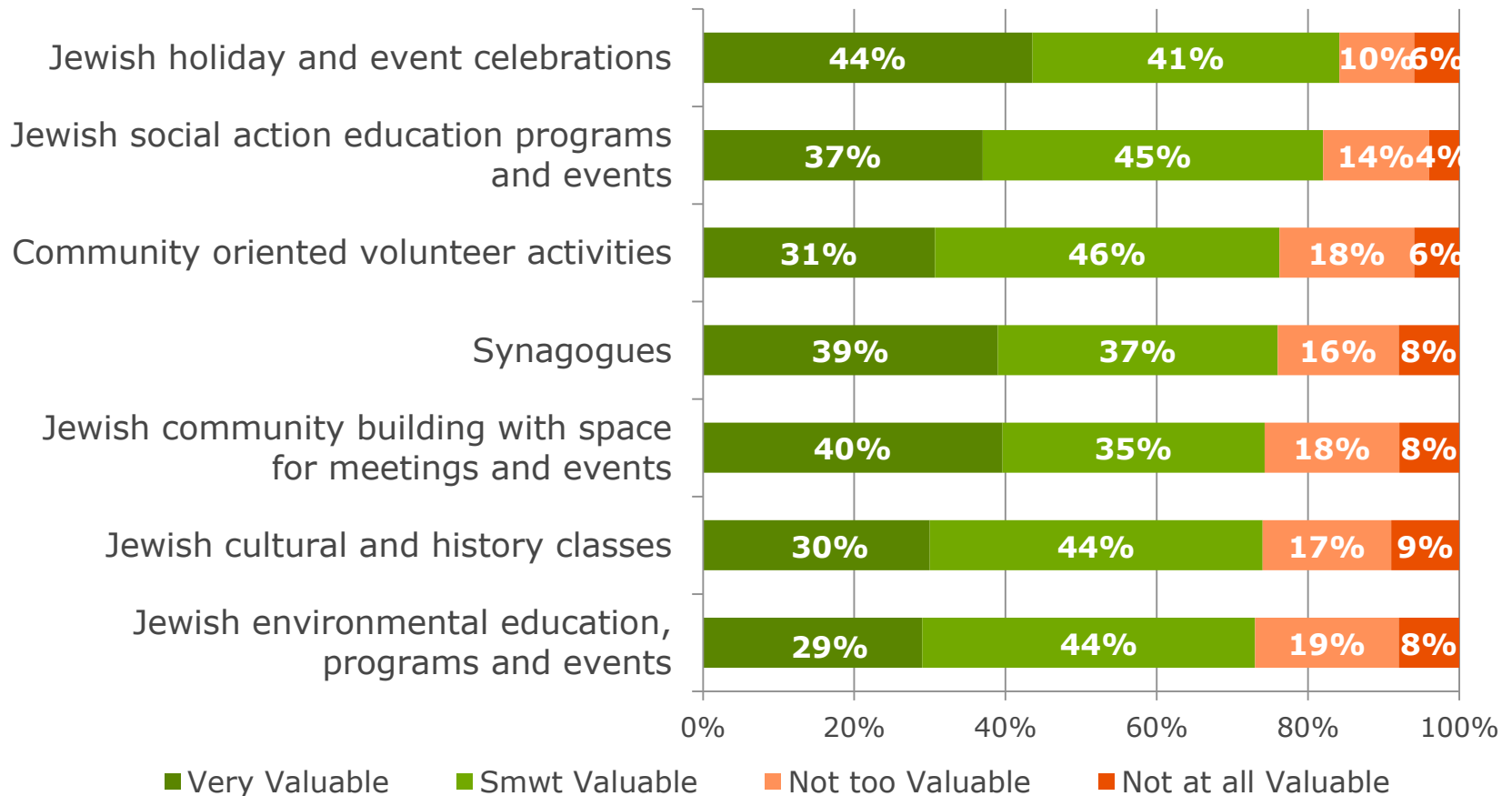
## Greatest demographic difference was age

### Level of Agreement with Reason



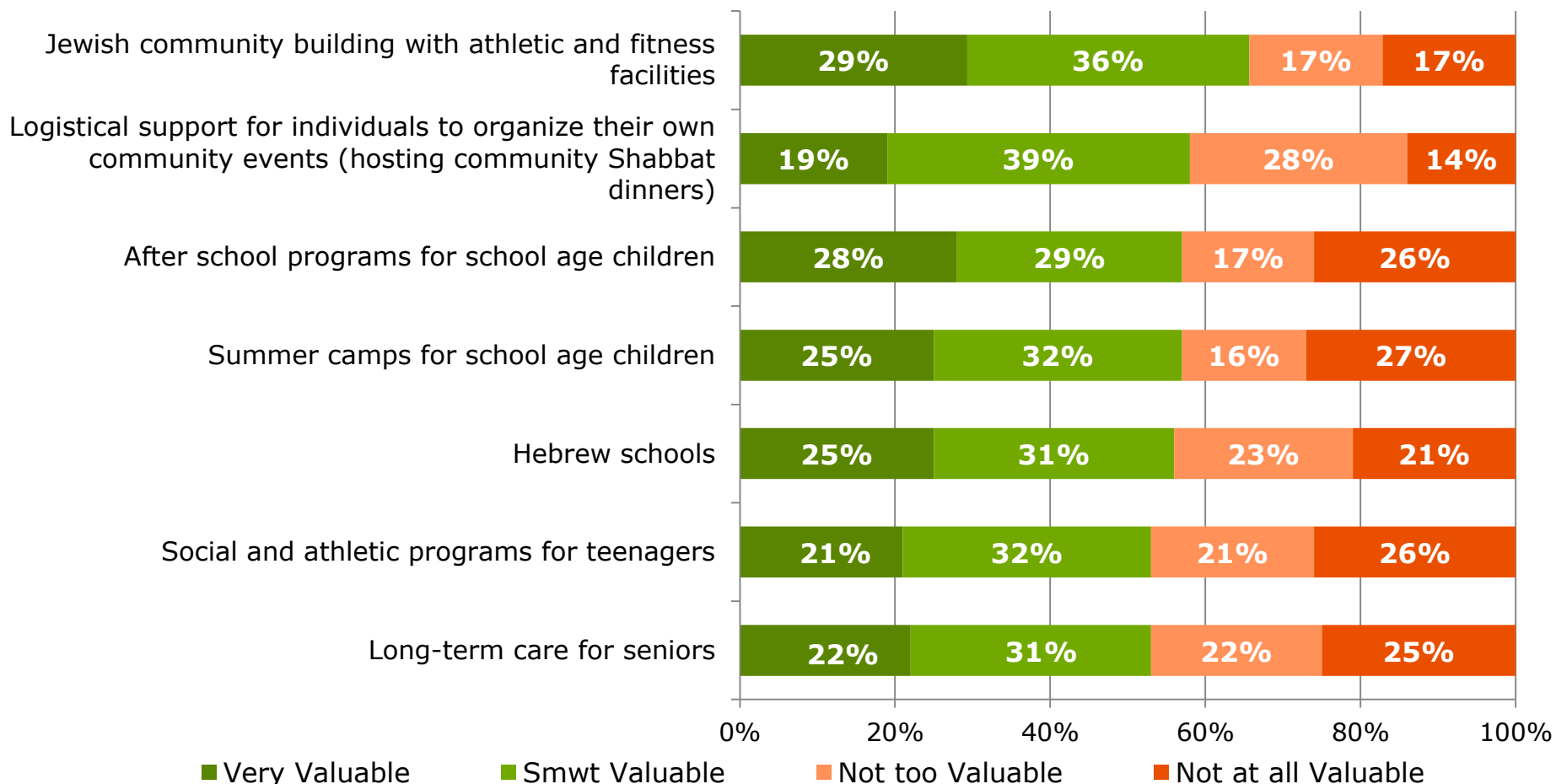
# The most valued programs to expand on the eastside were those with widest application to Jewish culture and religion in general.

## Personal Program and Service Needs: Top Tier



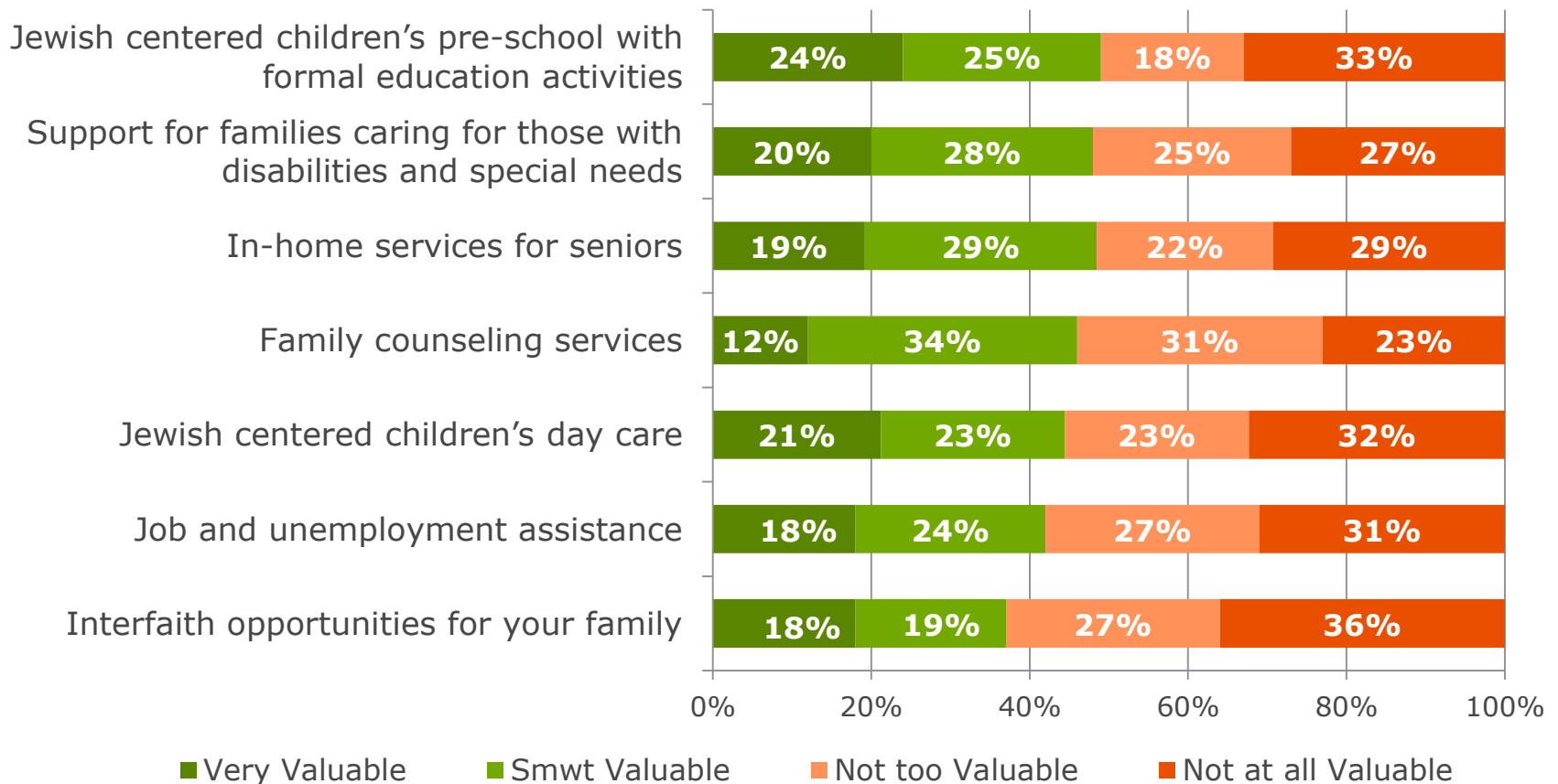
# At the top of the second tier of program and service needs is support for a Jewish community building.

## Personal Program and Service Needs: Middle Tier

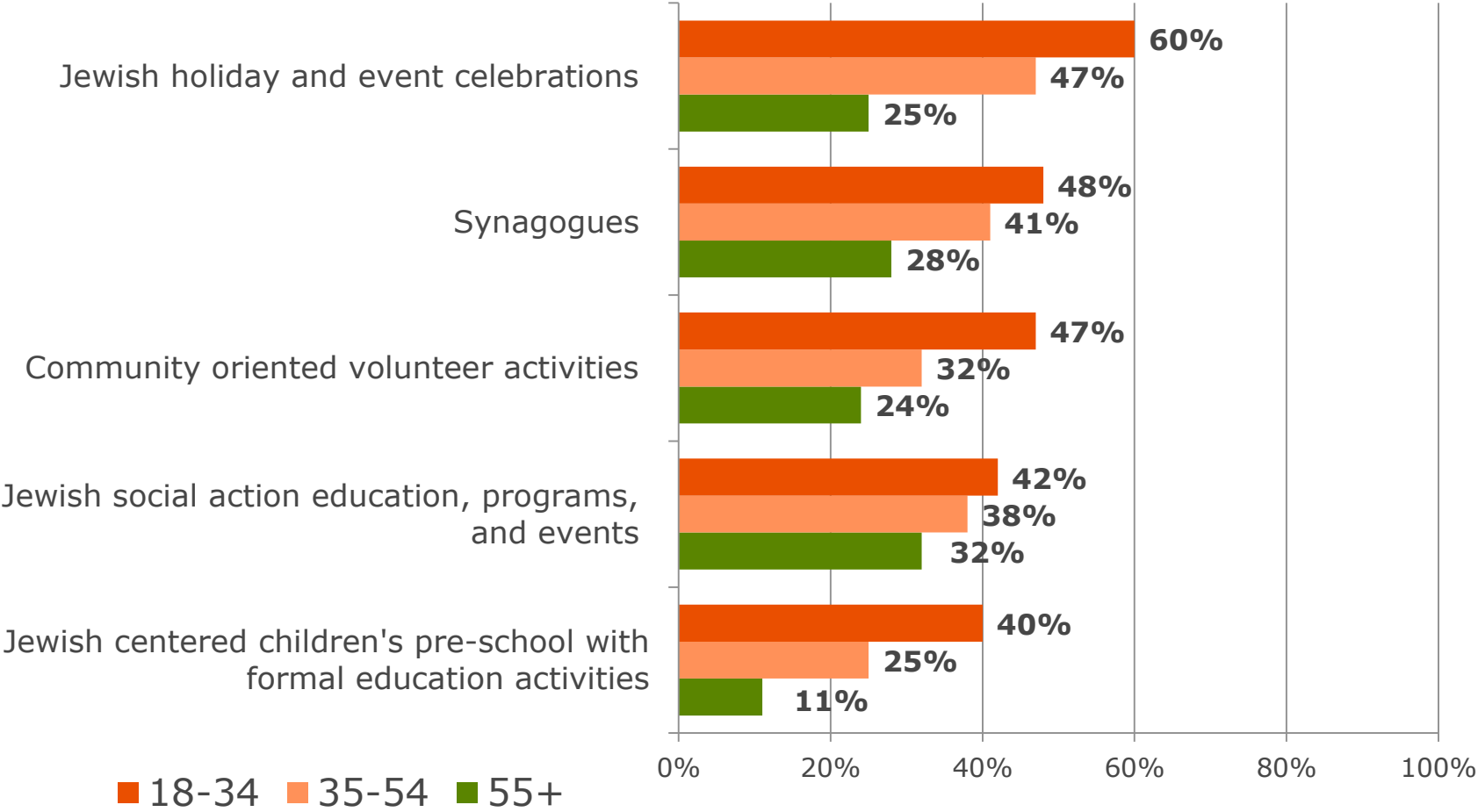


# Programs aimed at children and seniors had less widespread appeal but were still valued by at least a majority.

## Personal Program and Service Needs: Bottom Tier

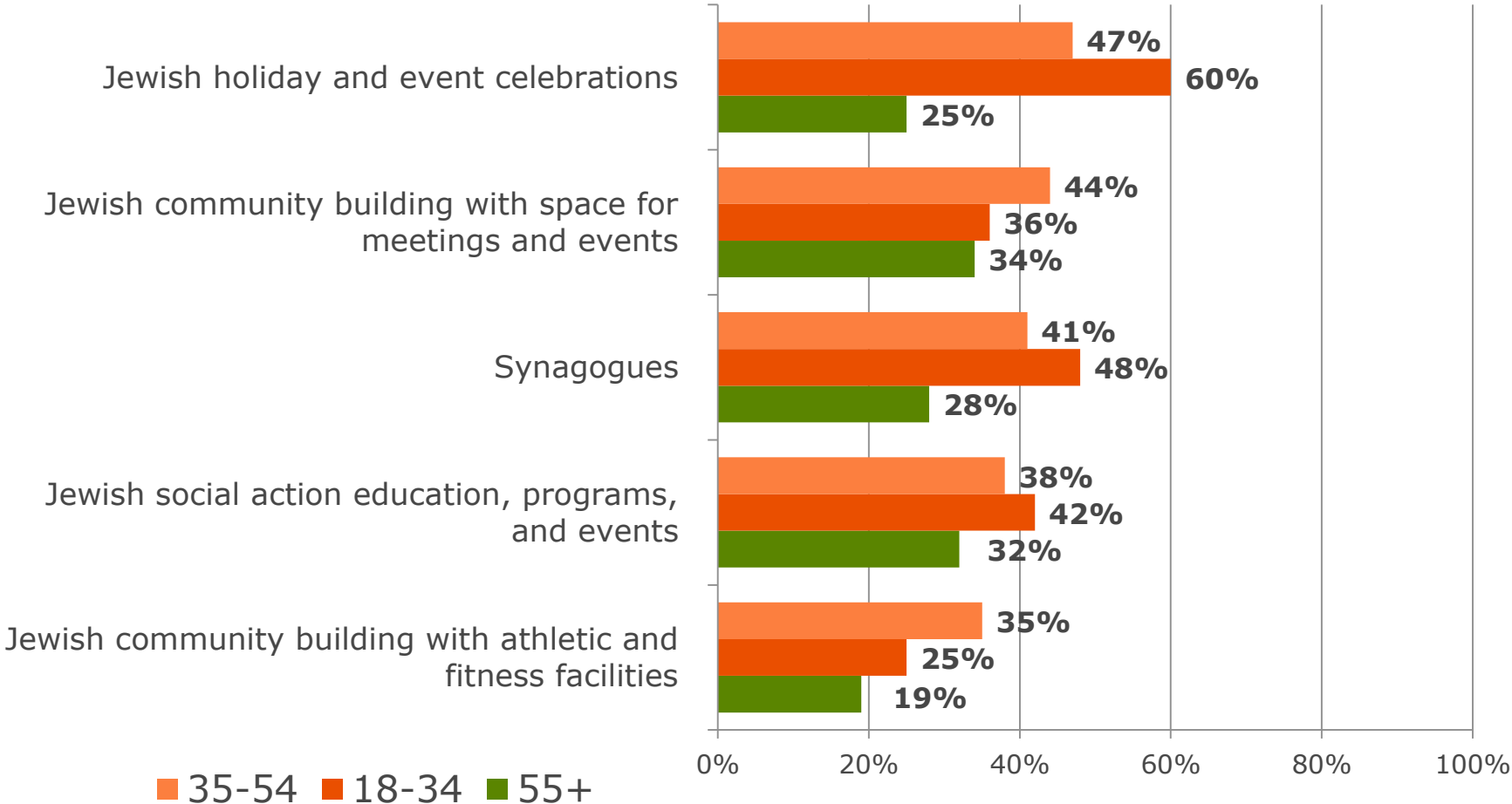


# Most valuable services to 18-34 year olds ("very valuable" responses)

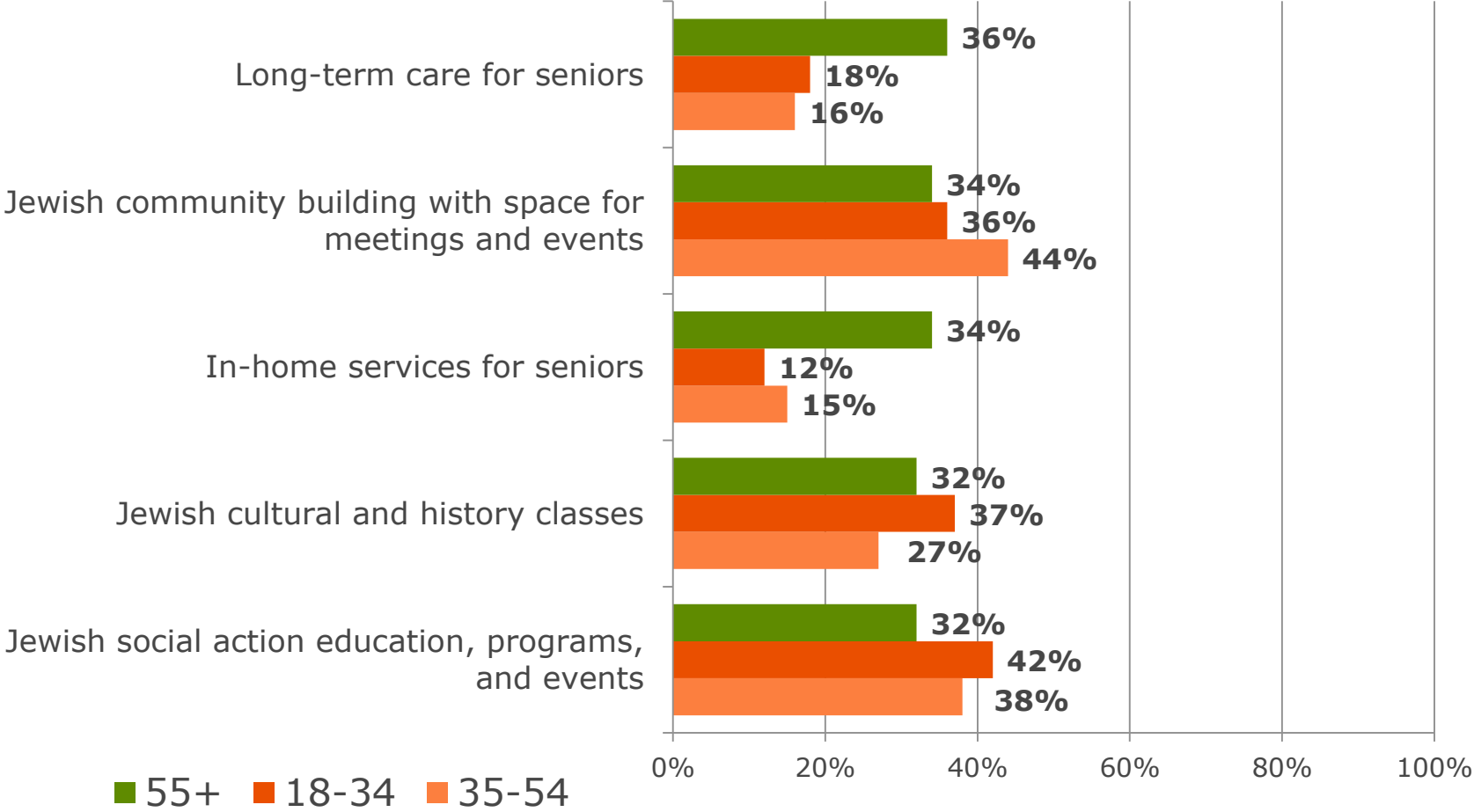




# Most valuable services to 35-54 year olds ("very valuable" responses)



# Most valuable services to 55+ year olds ("very valuable" responses)



# The programs respondents were most willing to pay for included...

## Top Three (70% or more)

- 1. Jewish community building with athletic and fitness facilities** (81% willing to pay \$39/mo)
- 2. Synagogues** (70% willing to pay \$92/mo)
- 3. Jewish cultural and history classes** (70% willing to pay \$24/mo)

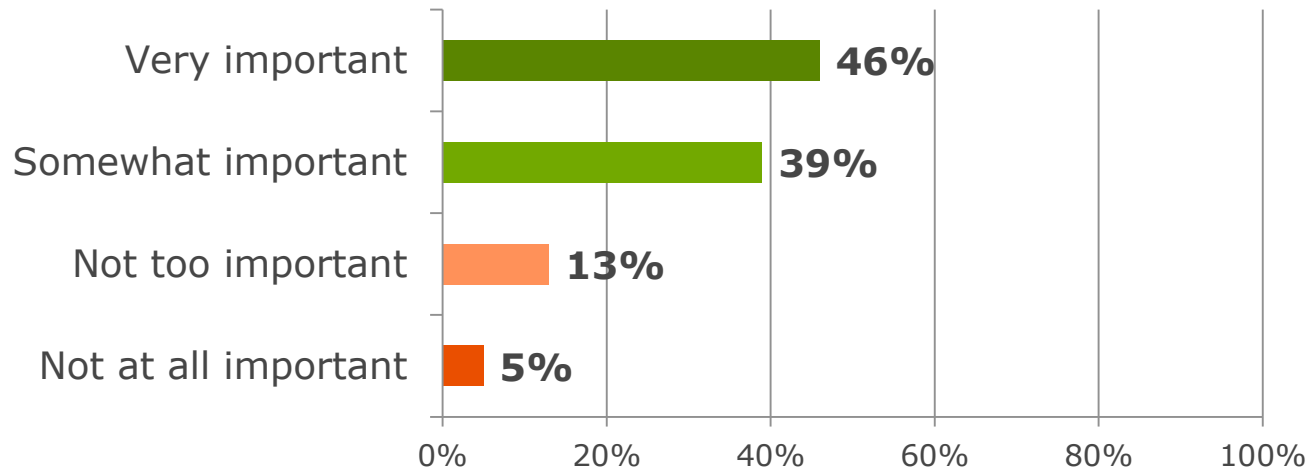
# Programs providing care, schooling, or activities for children filled five of the top six slots when ranked by dollar amounts.

## Highest dollar amounts (over \$100/month)

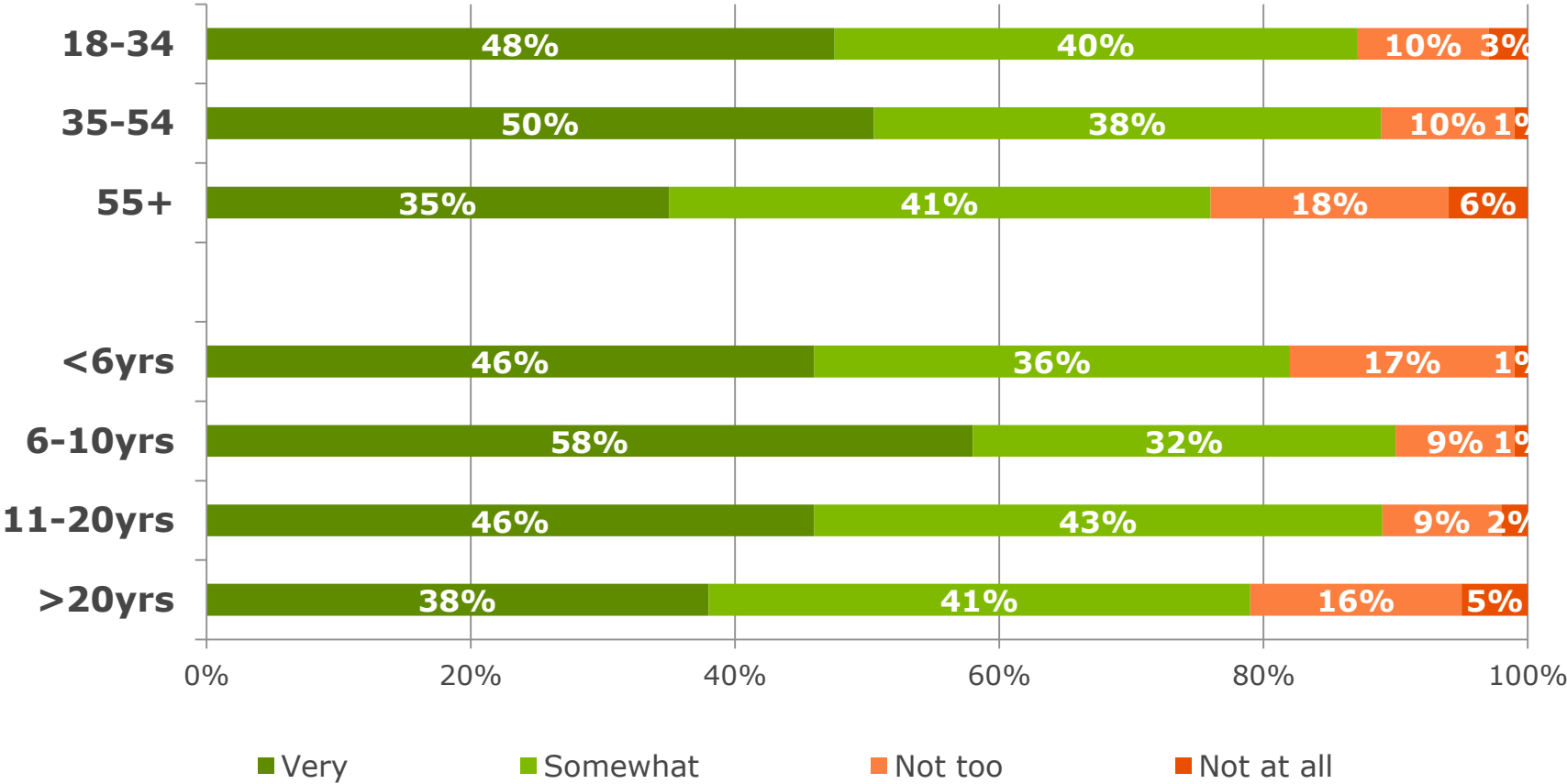
Community Services	% of N willing to pay	Non-\$0 Mean
Jewish centered children's pre-school with formal education activities	54%	\$328.00
Jewish centered children's day care	55%	\$321.00
Summer camps for school age children	67%	\$266.70
Long-term care for seniors	43%	\$252.90
After school programs for school age children	65%	\$112.90
Hebrew schools	62%	\$110.90

**More than eight in ten respondents said it was important to have a physical space on Portland's eastside to serve the Jewish community.**

### **Importance of Physical Space on Eastside**

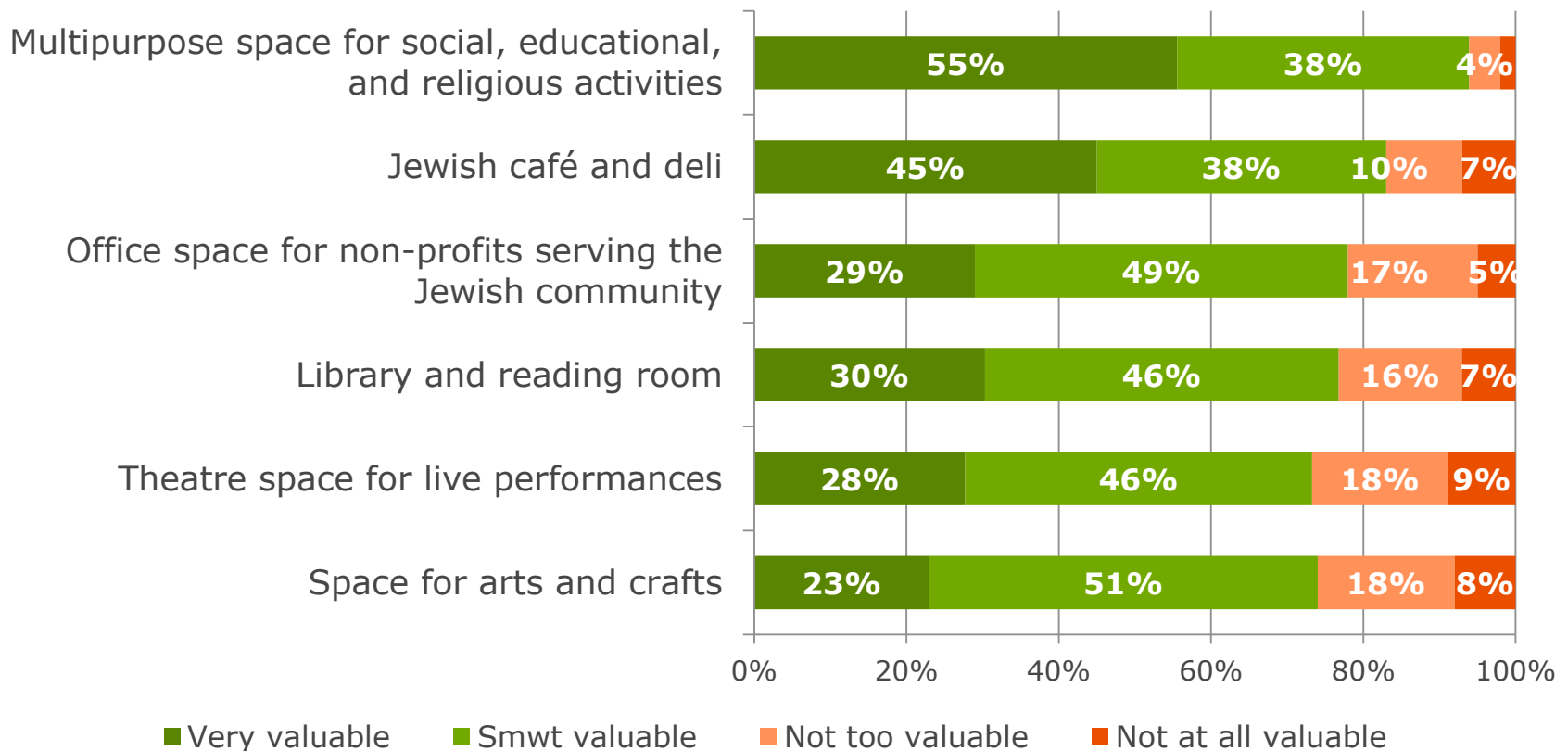


# Level of Importance of Physical Space on Eastside by Age and Length of Residence



**Nine in ten supported a multipurpose space for social, educational, and religious activities, while eight in ten thought a Jewish café and deli would be valuable.**

### Value of Physical Space Attributes: Top Tier





# DHM Research

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