



**HEARING AND UNDERSTANDING MEN'S VOICES –THEN TAKING ACTION**

**THINK TANK DOCUMENT FOR MIDWEST REGION FJMC DISCUSSION**

**A MARKET RESEARCH REPORT-**

**WHY ARE MEN LESS INVOLVED IN MEN'S CLUB AND THE JEWISH COMMUNITY?  
WHAT APPROACHES ARE NEEDED TO TURN THIS AROUND?**

Food for Thought by  
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March 26, 2012

# SUMMARY

**Recent literature indicated a trend that women are more involved in synagogue life and the Jewish Community than Men.**

**Possible reasons for lower involvement based on trends mined from national employment and recreational time surveys for Men vs. Women.**

## **Work life:**

- **Men and Women have similar employment rates**
- **Men work more hours than Women, especially on weekends.**
- **Male dominated professions tend to work more hours on weekends**
- **Child care and home chores tend to equal out the total work hours between the sexes**

# SUMMARY

## **Free time activities:**

- Men spend more time watching television, playing sports and less reading and socializing than women.
- Men (15-24 yo) play more computer games than women.

## **Free time activities- Ranking of Popular Men's Creative Activities:**

1. Photography and purchasing art
2. Painting and pottery
3. Listening to music and playing musical instruments.

# **RECOMMENDED ACTION**

**Challenge the Midwest Region Clubs to:**

- 1. Set aggressive goals for each Club to increase Membership by 15% over the next three years, then the next three years.**
- 2. Build a pipeline of future leaders – the next 6 years.**
- 3. Win Torch Awards in New Programming that increases membership and engagement**
- 4. Offer financial incentives to Clubs that meet goals.**

**Midwest Region partners with 2-3 Clubs to fund and conduct:**

- Marketing research**
- Experiments in programming**

**Midwest Region Board of Directors needs to focus on these Initiatives. Operational and mindset change is needed.**

## RECOMMENDED ACTION- SOME SPECIFICS

### Tools:

**Conduct surveys on Men's Club and non Men's Club Members**

- **Learn about their work life**
- **What they do outside of work.**

**Use a range of tools such as a web based survey, focus groups, etc.**

**Fund outside experts to get it done. Seek grants or angels to fund these if needed.**

### Strategies and tactics:

- **Form recruiting teams with membership only goals.**
- **Create Programs that address the needs and desires of non Members. Engage nonmembers to help create and implement these.**

## **SIMPLE ACTION STEPS FOR NOW**

- 1. Call a non member and invite him to an event. Take him there, introduce him to others and make him feel welcome.**
- 2. Talk to the Clergy. Ask them for non members who have a need that your club can address now or in the future. Call this Man!**
- 3. Have welcoming ambassadors at services to talk to Men and find out interests. Offer invitations to brainstorming sessions or events.**
- 4. Engage non members with creative interests to help create ideas for programs. Such as:**
  - Host a music fest?**
  - Host an art show?**
  - Form a club band with the youth groups to perform?**
- 5. Same as 4 for Sports nuts.**

# **JEWISH MEN- WHY ARE THEY NOT IN MEN'S CLUB?**

**Recent literature indicated a trend that women are more involved in synagogue life and the Jewish Community than Men.**

**A related issue; only 25% of Men in our Region Conservative Congregations are Men's Club members.**

**What are the reasons behind the low involvement of Men?**

- Are men more unemployed than females?
- Do they work more?
- How do they spend time when not doing house work or child care related activities?
- What recreational activities do men like? With vs without Children present of different age ranges?
- Are they more social and communicative or less than women?
- Did their experiences in Jewish education turn them off ?
  - Does this effect their son's view of Judaism?
  - Topic to be addressed in another paper.

# **Are men more unemployed than females?**

**Answer:**

**No for > 25.y.o. white males who are married.**

**Answer:**

**Yes. Males never married or divorced etc.**

**Regardless of race and sex, those with  $\geq$  BS degree, unemployment rate stands at 4.2% as of Feb. 2012.**

**Most likely employment status is not a factor.**



# Are men more unemployed than females? Data:

## HOUSEHOLD DATA

## NOT SEASONALLY ADJUSTED

### A-29. Unemployed persons by marital status, race, Hispanic or Latino ethnicity, age, and sex

[Numbers in thousands]

| Marital status, race, Hispanic or Latino ethnicity, and age | Men        |           |                    |           | Women      |           |                    |           |
|---|------------|-----------|--------------------|-----------|------------|-----------|--------------------|-----------|
|   | Unemployed |           | Unemployment rates |           | Unemployed |           | Unemployment rates |           |
|   | Feb. 2011  | Feb. 2012 | Feb. 2011          | Feb. 2012 | Feb. 2011  | Feb. 2012 | Feb. 2011          | Feb. 2012 |
| White, 25 years and over.....                               | 4,853      | 4,071     | 8.3                | 7.0       | 3,180      | 3,233     | 6.5                | 6.6       |
| Married, spouse present.....                                | 2,335      | 1,972     | 6.1                | 5.2       | 1,470      | 1,553     | 4.9                | 5.2       |
| Widowed, divorced, or separated.....                        | 1,029      | 850       | 12.0               | 9.9       | 1,035      | 998       | 9.5                | 9.1       |
| Never married.....  | 1,489      | 1,249     | 12.6               | 10.7      | 676        | 682       | 8.5                | 8.2       |

US Bureau of Labor Statistics, February, 2012

# Do men work longer hours than females?- Yes- slightly But men did less household activities.



## AMERICAN TIME USE SURVEY — 2010 RESULTS

June 22, 2011

On the days that they worked, employed men worked 41 minutes more than employed women. This difference partly reflects women's greater likelihood of working part time. However, even among full-time workers (those usually working 35 hours or more per week), men worked longer than women—8.2 hours compared with 7.8 hours. (See table 4.)

### Household Activities in 2010

- On an average day, 84 percent of women and 67 percent of men spent some time doing household activities such as housework, cooking, lawn care, or financial and other household management. (For a definition of average day, see the Technical Note.) (See table 1.)
- On the days that they did household activities, women spent an average of 2.6 hours on such activities, while men spent 2.1 hours. (See table 1.)
- On an average day, 20 percent of men did housework—such as cleaning or doing laundry—compared with 49 percent of women. Forty-one percent of men did food preparation or cleanup, compared with 68 percent of women. (See table 1.)

**Table 4. Employed persons working and time spent working on days worked by full- and part-time status and sex, jobholding status, educational attainment, and day of week, 2010 annual averages**

(Numbers in thousands)

| Characteristic                     | Total employed | Employed persons who worked on an average day |                     |                                    | Employed persons who worked on an average weekday |                     |                                    | Employed persons who worked on an average Saturday, Sunday, and holiday <sup>1</sup> |                     |                                    |
|------------------------------------|----------------|---|---------------------|------------------------------------|---|---------------------|------------------------------------|--|---------------------|------------------------------------|
|                                    |                | Number  | Percent of employed | Average hours of work <sup>2</sup> | Number <sup>3</sup>                               | Percent of employed | Average hours of work <sup>2</sup> | Number <sup>4</sup>  | Percent of employed | Average hours of work <sup>2</sup> |
| Full- and part-time status and sex |                |   |                     |                                    |   |                     |                                    |  |                     |                                    |
| Men <sup>5</sup> .....             | 77,589         | 54,551  | 70.3                | 7.82                               | 64,585  | 83.3                | 8.19                               | 29,583   | 38.1                | 5.80                               |
| Full-time workers .....            | 64,043         | 47,201  | 73.7                | 8.17                               | 57,004  | 89.0                | 8.58                               | 23,158   | 36.2                | 5.88                               |
| Part-time workers .....            | 13,528         | 7,351   | 54.3                | 5.53                               | 7,687   | 56.7                | 5.51                               | 6,508  | 48.1                | 5.59                               |
| Women <sup>5</sup> .....           | 70,178         | 48,285  | 68.8                | 7.14                               | 58,118  | 82.8                | 7.49                               | 22,835   | 32.5                | 5.08                               |
| Full-time workers .....            | 48,893         | 34,785  | 71.0                | 7.75                               | 42,579  | 86.9                | 8.18                               | 18,178   | 33.0                | 5.21                               |
| Part-time workers .....            | 21,175         | 11,501  | 54.3                | 5.27                               | 13,530  | 63.9                | 5.38                               | 6,664  | 31.5                | 4.78                               |

- There are more full time working men than women.
- More full time working men work on weekends and spend more hours working on weekends than women.
- Part time men work longer hours on weekends than women

**Table 5. Employed persons working on main job and time spent working on days worked by class of worker, occupation, earnings, and day of week, 2010 annual averages**

(Numbers in thousands)

| Characteristic                                      | Total employed   | Employed persons who worked on an average day |                     |                                    | Employed persons who worked on an average weekday |                     |                                    | Employed persons who worked on an average Saturday, Sunday, and holiday <sup>1</sup> |                     |                                    |
|---|------------------|---|---------------------|------------------------------------|---|---------------------|------------------------------------|--|---------------------|------------------------------------|
|   |                  | Number  | Percent of employed | Average hours of work <sup>2</sup> | Number <sup>3</sup>                               | Percent of employed | Average hours of work <sup>2</sup> | Number <sup>4</sup>  | Percent of employed | Average hours of work <sup>2</sup> |
| Occupation (main job only)                          |                  |   |                     |                                    |   |                     |                                    |  |                     |                                    |
| Management, business, and financial operations .... | 23,670           | 17,817  | 75.3                | 7.70                               | 21,814  | 92.2                | 8.41                               | 8,563  | 36.2                | 3.52                               |
| Professional and related .....                      | 35,408           | 24,365  | 68.8                | 7.13                               | 29,445  | 83.2                | 7.58                               | 11,357   | 32.1                | 4.17                               |
| Services .....                                      | 24,517           | 15,059  | 61.4                | 7.03                               | 16,727  | 68.2                | 7.10                               | 11,062   | 45.1                | 6.75                               |
| Sales and related .....                             | 14,964           | 10,732  | 71.7                | 7.16                               | 11,624  | 77.7                | 7.44                               | 8,313  | 55.6                | 6.07                               |
| Office and administrative support .....             | 17,835           | 11,145  | 62.5                | 7.23                               | 14,174  | 79.5                | 7.44                               | 3,577  | 20.1                | 5.25                               |
| Farming, fishing, and forestry .....                | ( <sup>7</sup> ) | ( <sup>7</sup> )                              | ( <sup>7</sup> )    | 5.83                               | ( <sup>7</sup> )                                  | ( <sup>7</sup> )    | 6.10                               | ( <sup>7</sup> )   | ( <sup>7</sup> )    | ( <sup>7</sup> )                   |
| Construction and extraction .....                   | 7,256            | 4,502   | 62.0                | 8.14                               | 5,814   | 80.1                | 8.16                               | 1,063  | 14.6                | 7.93                               |
| Installation, maintenance, and repair .....         | 5,380            | 3,930   | 73.1                | 7.93                               | 4,963   | 92.3                | 8.13                               | 1,678  | 31.2                | 6.70                               |
| Production .....                                    | 9,060            | 6,313   | 69.7                | 8.25                               | 7,952   | 87.8                | 8.44                               | 2,230  | 24.6                | 6.59                               |
| Transportation and material moving .....            | 8,651            | 5,185   | 59.9                | 8.34                               | 6,638   | 76.7                | 8.51                               | 2,335  | 27.0                | 7.42                               |

**Certain professions work longer hours during the week such as Management , Production and Transportation.**

**Others have higher percentages that work week ends and work more hours during weekends. Examples are Sales and Services.**

# **EMPLOYMENT AND HOURS WORKED CONCLUSIONS;**

- **Men and Women have similar employment rates**
- **Men work more hours than Women, especially on weekends.**
- **Profession also determines hours worked on weekends**
- **Child care and home chores tend to equal out the total work hours between the sexes.**

**Bureau of Labor Statistics does not differentiate by religion, so we assume the data holds for Jews. Data is 2 years old.**

**Hours worked based on age vs. # children vs. marital status vs. profession is hard to tease out from Gov. Data.**

**Should each club survey all Men in their synagogue for hours worked during week, weekend, occupations, number of jobs , etc.?**

**Needs for weekend workers vs. non weekend workers may be different. Age differences may be found as well.**

## **Additional reasons for Clubs to survey Men in their Synagogue;** **National averages hide the local facts for**

- age,
- marital status
- and work hours.

The 22% of adults in Jewish households in Chicago who are single, never married is the fourth highest of about 55 comparison Jewish communities. The divorce rate of 60 divorced adults per 1,000 married adults is the seventh lowest of about 45 comparison Jewish communities. Of Jewish respondents under age 35 who identify as Orthodox, 63% are married, compared to 28% of respondents under age 35 who do not identify as Orthodox.

The 17% of adults in Jewish households in Chicago who are retired is below average among about 55 comparison Jewish communities. The 32% of persons age 65 and over in Jewish households who are employed is the third highest of about 45 comparison Jewish communities.

I. M. Sheskin , U. of Miami, and A. Dashevsky U of Conn. , “Jewish Population in the United States, 2011”,

## **HOW LEISURE TIME IS USED**

**Do Jewish men and women have different priorities in how leisure time is used and the activities that are used to fill the time?**

**What do they think is important?**

**Fortunately, there are statistics on recreational activities between the sexes and further breaks the data into age ranges. However, nil on religious affiliation.**

**First, let's examine Chicago area Jews where data is available.**

## **LOW JEWISH AFFILIATION AND PARTICIPTION IN CHICAGO IS A CONCERN**

The 23% of households in Chicago who are members of a Jewish organization (such as B'nai B'rith or Hadassah) is below average among about 45 comparison Jewish communities.

Overall, 48% of households in Chicago are members of a synagogue, JCC, or Jewish organization, which is the eighth lowest of about 45 comparison Jewish communities.

I. M. Sheskin , U. of Miami, and A. Dashevsky U of Conn. , “Jewish Population in the United States, 2011”,



## **CHICAGO AREA JEWS DONATE TO JEWISH CAUSES, BUT ARE LESS LIKELY TO DO SOCIAL ACTION PROJECTS**

Finally, 81% of Jewish respondents in Chicago reported that, for them personally, remembering the Holocaust is very important to their Jewish identity; countering anti-Semitism, 80%; caring about Israel, 70%; taking care of Jews in need around the world, 60%; giving donations to Jewish causes, 49%; and doing social action projects that help people in need (tikkun olam), 48%.

I. M. Sheskin , U. of Miami, and A. Dashevsky U of Conn. , “Jewish Population in the United States, 2011”,

## Leisure Activities in 2010

- On an average day, nearly everyone age 15 and over engaged in some sort of leisure activity, such as watching TV, socializing, or exercising. Of those who engaged in leisure activities, men spent more time in these activities (5.8 hours) than did women (5.1 hours). (See table 1.)
- Watching TV was the leisure activity that occupied the most time (2.7 hours per day), accounting for about half of leisure time, on average, for those age 15 and over. Socializing, such as visiting with friends or attending or hosting social events, was the next most common leisure activity, accounting for nearly three-quarters of an hour per day. (See table 1.)
- Men were more likely than women to participate in sports, exercise, or recreation on any given day—22 percent compared with 16 percent. On the days that they participated, men also spent more time in these activities than did women—1.9 hours compared with 1.3 hours. (See table 1.)
- On an average day, adults age 75 and over spent 7.7 hours engaged in leisure activities—more than any other age group; 35- to 44-year-olds spent 4.2 hours engaged in leisure and sports activities—less than other age groups. (See table 11.)
- Time spent reading for personal interest and playing games or using a computer for leisure varied greatly by age. Individuals age 75 and over averaged 1.1 hours of reading per weekend day and 18 minutes playing games or using a computer for leisure. Conversely, individuals ages 15 to 19 read for an average of 6 minutes per weekend day while spending 1.1 hours playing games or using a computer for leisure. (See table 11.)

**Table 11. Time spent in leisure and sports activities for the civilian population by selected characteristics, 2010 annual averages**

| Characteristic                 | Average hours per day spent in leisure and sports activities |           |                                      |   |                                      |                               |                                      |             |                                      |                  |                                      |                    |                                      |  |                                      |  |                                      |
|--------------------------------|--|-----------|--------------------------------------|---|--------------------------------------|-------------------------------|--------------------------------------|-------------|--------------------------------------|------------------|--------------------------------------|--------------------|--------------------------------------|--|--------------------------------------|--|--------------------------------------|
|                                | Total, all leisure and sports activities                     |           |                                      | Participating in sports, exercise, and recreation |                                      | Socializing and communicating |                                      | Watching TV |                                      | Reading          |                                      | Relaxing/ thinking |                                      | Playing games and computer use for leisure |                                      | Other leisure and sports activities, including travel <sup>1</sup> |                                      |
|                                | Total, all days  | Week-days | Week-ends and holi-days <sup>2</sup> | Week-days   | Week-ends and holi-days <sup>2</sup> | Week-days                     | Week-ends and holi-days <sup>2</sup> | Week-days   | Week-ends and holi-days <sup>2</sup> | Week-days        | Week-ends and holi-days <sup>2</sup> | Week-days          | Week-ends and holi-days <sup>2</sup> | Week-days                                  | Week-ends and holi-days <sup>2</sup> | Week-days  | Week-ends and holi-days <sup>2</sup> |
| <b>Sex</b>                     |  |           |                                      |   |                                      |                               |                                      |             |                                      |                  |                                      |                    |                                      |  |                                      |  |                                      |
| Men .....                      | 5.57   | 4.99      | 6.96                                 | 0.39  | 0.49                                 | 0.54                          | 1.02                                 | 2.68        | 3.56                                 | 0.24             | 0.29                                 | 0.27               | 0.33                                 | 0.45                                       | 0.54                                 | 0.43   | 0.74                                 |
| Women .....                    | 4.82   | 4.37      | 5.88                                 | .19   | .22                                  | .56                           | 1.12                                 | 2.36        | 2.91                                 | .33              | .38                                  | .29                | .28                                  | .33  | .38                                  | .29  | .57                                  |
| <b>Age</b>                     |  |           |                                      |   |                                      |                               |                                      |             |                                      |                  |                                      |                    |                                      |  |                                      |  |                                      |
| Total, 15 years and over ..... | 5.18   | 4.67      | 6.40                                 | .29   | .35                                  | .55                           | 1.07                                 | 2.52        | 3.23                                 | .29              | .34                                  | .28                | .31                                  | .39  | .46                                  | .36  | .65                                  |
| 15 to 19 years .....           | 5.69   | 5.27      | 6.67                                 | .67   | .77                                  | .74                           | 1.09                                 | 2.23        | 2.49                                 | .12              | .10                                  | .11                | .21                                  | .85  | 1.10                                 | .55  | .92                                  |
| 20 to 24 years .....           | 5.34   | 4.66      | 6.97                                 | .25   | .37                                  | .71                           | 1.46                                 | 2.09        | 2.85                                 | ( <sup>6</sup> ) | .16                                  | .28                | .26                                  | .65  | .88                                  | .50  | .99                                  |
| 25 to 34 years .....           | 4.40   | 3.74      | 5.98                                 | .26   | .37                                  | .59                           | 1.28                                 | 1.91        | 2.84                                 | .13              | .15                                  | .18                | .21                                  | .37  | .41                                  | .30  | .71                                  |
| 35 to 44 years .....           | 4.17   | 3.61      | 5.55                                 | .26   | .33                                  | .45                           | .99                                  | 1.96        | 2.87                                 | .16              | .19                                  | .24                | .17                                  | .29  | .36                                  | .26  | .64                                  |
| 45 to 54 years .....           | 4.66   | 4.10      | 5.97                                 | .21   | .30                                  | .54                           | .97                                  | 2.37        | 3.26                                 | .24              | .27                                  | .25                | .32                                  | .19  | .29                                  | .30  | .55                                  |
| 55 to 64 years .....           | 5.24   | 4.69      | 6.58                                 | .23   | .31                                  | .45                           | .92                                  | 2.75        | 3.71                                 | .35              | .43                                  | .26                | .31                                  | .29  | .35                                  | .36  | .54                                  |
| 65 to 74 years .....           | 6.85   | 6.66      | 7.34                                 | .31   | .27                                  | .59                           | .98                                  | 3.77        | 4.00                                 | .62              | .72                                  | .55                | .49                                  | .38  | .31                                  | .44  | .56                                  |
| 75 years and over .....        | 7.69   | 7.59      | 7.90                                 | .27   | .14                                  | .47                           | .94                                  | 4.50        | 4.26                                 | .85              | 1.14                                 | .64                | .70                                  | .49  | .30                                  | .36  | .41                                  |
| <b>Marital status and sex</b>  |  |           |                                      |   |                                      |                               |                                      |             |                                      |                  |                                      |                    |                                      |  |                                      |  |                                      |
| Married, spouse present .....  | 4.76   | 4.24      | 6.00                                 | .25   | .33                                  | .50                           | 1.05                                 | 2.35        | 3.12                                 | .30              | .35                                  | .28                | .28                                  | .26  | .29                                  | .29  | .57                                  |
| Men .....                      | 5.16   | 4.62      | 6.49                                 | .32   | .43                                  | .47                           | .97                                  | 2.68        | 3.56                                 | .27              | .33                                  | .28                | .33                                  | .25  | .27                                  | .35  | .61                                  |
| Women .....                    | 4.36   | 3.85      | 5.52                                 | .18   | .23                                  | .53                           | 1.14                                 | 2.01        | 2.69                                 | .33              | .38                                  | .28                | .24                                  | .27  | .31                                  | .24  | .53                                  |
| Other marital statuses .....   | 5.64   | 5.14      | 6.85                                 | .33   | .38                                  | .61                           | 1.09                                 | 2.70        | 3.35                                 | .27              | .32                                  | .29                | .33                                  | .52  | .64                                  | .42  | .74                                  |
| Men .....                      | 6.04   | 5.43      | 7.52                                 | .47   | .56                                  | .62                           | 1.07                                 | 2.68        | 3.57                                 | .19              | .25                                  | .27                | .33                                  | .68  | .85                                  | .52  | .89                                  |
| Women .....                    | 5.28   | 4.88      | 6.26                                 | .21   | .22                                  | .60                           | 1.10                                 | 2.71        | 3.15                                 | .34              | .39                                  | .31                | .33                                  | .38  | .46                                  | .34  | .62                                  |

**Men spend more time watching television, playing sports and less reading and socializing than women. Men (15-24 yo) play more computer games than women.**

**Table 8. Time spent in primary activities <sup>1</sup> for the civilian population 18 years and over by employment status, presence and age of youngest household child, and sex, 2010 annual averages — Continued**

| Employed   |   |       |       |                               |       |       |                                |       |       |
|--|---|-------|-------|-------------------------------|-------|-------|--------------------------------|-------|-------|
| Activity   | Average hours per day spent in primary activities |       |       |                               |       |       |                                |       |       |
|  | Youngest household child under 6                  |       |       | Youngest household child 6-17 |       |       | No household children under 18 |       |       |
|  | Total   | Men   | Women | Total                         | Men   | Women | Total                          | Men   | Women |
| Total, all activities <sup>2</sup> .....                 | 24.00   | 24.00 | 24.00 | 24.00                         | 24.00 | 24.00 | 24.00                          | 24.00 | 24.00 |
| Personal care activities .....                           | 9.01  | 8.83  | 9.23  | 9.00                          | 8.76  | 9.24  | 9.15                           | 8.97  | 9.34  |
| Sleeping .....   | 8.32  | 8.25  | 8.41  | 8.21                          | 8.06  | 8.36  | 8.30                           | 8.25  | 8.36  |
| Eating and drinking .....                                | 1.15  | 1.22  | 1.08  | 1.22                          | 1.30  | 1.15  | 1.32                           | 1.36  | 1.26  |
| Household activities .....                               | 1.42  | 1.12  | 1.77  | 1.71                          | 1.29  | 2.14  | 1.46                           | 1.26  | 1.68  |
| Working and work-related activities .....                | 5.65  | 6.37  | 4.80  | 5.67                          | 6.35  | 4.96  | 5.70                           | 5.98  | 5.39  |
| Working .....  | 5.16  | 5.77  | 4.45  | 5.19                          | 5.78  | 4.57  | 5.21                           | 5.45  | 4.95  |
| Educational activities .....                             | .09   | .05   | .13   | .19                           | .16   | .22   | .20                            | .20   | .20   |
| Attending class .....                                    | .02   | ~0    | .04   | .09                           | .11   | .08   | .09                            | .12   | .07   |
| Homework and research .....                              | .05   | .03   | .08   | .08                           | .04   | .12   | .09                            | .07   | .12   |
| Organizational, civic, and religious activities .....    | .21   | .24   | .18   | .36                           | .37   | .35   | .27                            | .23   | .33   |
| Religious and spiritual activities .....                 | .10   | .11   | .09   | .16                           | .18   | .14   | .13                            | .11   | .15   |
| Volunteering (organizational and civic activities) ..... | .08   | .10   | .06   | .16                           | .14   | .17   | .12                            | .09   | .14   |
| Leisure and sports .....                                 | 3.65  | 3.91  | 3.34  | 3.80                          | 4.07  | 3.52  | 4.54                           | 4.81  | 4.24  |
| Socializing and communicating .....                      | .67   | .62   | .72   | .58                           | .57   | .58   | .65                            | .61   | .70   |
| Watching television .....                                | 1.91  | 2.13  | 1.66  | 1.97                          | 2.11  | 1.83  | 2.32                           | 2.50  | 2.12  |
| Participating in sports, exercise, and recreation .....  | .22   | .28   | .15   | .26                           | .36   | .16   | .27                            | .33   | .21   |
| Telephone calls, mail, and e-mail .....                  | .08   | .05   | .11   | .11                           | .10   | .13   | .15                            | .11   | .19   |

**Men spend less time volunteering and in religious activities than women when children are >18. Different results for households with children < 6. TV, Sports key for Men.**

## Study Number 2

**Table 1239. Attendance/Participation in Various Leisure Activities: 2008**

[In percent, except as indicated (224.8 represents 224,800,000). See headnote, Table 1237]

| Item                             | Adult population (mil.) | Attendance at— |               | Participation in— |                |                    |             |                              |                        |
|----------------------------------|-------------------------|----------------|---------------|-------------------|----------------|--------------------|-------------|------------------------------|------------------------|
|                                  |                         | Movies         | Sports events | Exercise          | Playing sports | Outdoor activities | Garden- ing | Volun- teering/ charity work | Com- munity activities |
| <b>Total. . . . .</b>            | <b>224.8</b>            | <b>53.3</b>    | <b>30.6</b>   | <b>52.9</b>       | <b>26.3</b>    | <b>28.2</b>        | <b>41.6</b> | <b>32.0</b>                  | <b>27.8</b>            |
| Sex:                             |                         |                |               |                   |                |                    |             |                              |                        |
| Male. . . . .                    | 108.5                   | 52.7           | 34.9          | 52.1              | 33.2           | 31.1               | 33.6        | 28.9                         | 26.2                   |
| Female. . . . .                  | 116.3                   | 54.0           | 26.6          | 53.6              | 20.0           | 25.4               | 48.9        | 34.9                         | 29.3                   |
| Race and Ethnicity:              |                         |                |               |                   |                |                    |             |                              |                        |
| White alone . . . . .            | 154.5                   | 55.7           | 34.0          | 57.4              | 29.2           | 16.9               | 47.2        | 35.8                         | 31.8                   |
| African American alone . . . . . | 25.6                    | 47.4           | 24.5          | 42.6              | 21.0           | 7.2                | 24.4        | 27.0                         | 21.9                   |
| Other alone . . . . .            | 14.3                    | 49.3           | 21.8          | 48.6              | 23.5           | 26.1               | 40.1        | 25.7                         | 22.7                   |
| Hispanic. . . . .                | 30.4                    | 48.1           | 22.1          | 40.7              | 17.9           | 17.3               | 28.0        | 20.1                         | 14.7                   |
| Age:                             |                         |                |               |                   |                |                    |             |                              |                        |
| 18 to 24 years old . . . . .     | 28.9                    | 74.2           | 37.4          | 57.4              | 42.0           | 34.8               | 15.1        | 27.2                         | 19.4                   |
| 25 to 34 years old . . . . .     | 39.9                    | 64.5           | 37.3          | 57.5              | 34.9           | 35.7               | 34.8        | 29.4                         | 23.5                   |
| 35 to 44 years old . . . . .     | 41.8                    | 59.5           | 36.7          | 59.5              | 32.0           | 34.3               | 43.9        | 37.6                         | 33.2                   |
| 45 to 54 years old . . . . .     | 43.9                    | 52.6           | 31.3          | 51.8              | 23.9           | 29.0               | 49.1        | 35.7                         | 31.8                   |
| 55 to 64 years old . . . . .     | 33.3                    | 46.2           | 25.9          | 51.8              | 17.1           | 22.4               | 52.4        | 33.4                         | 29.7                   |
| 65 to 74 years old . . . . .     | 19.9                    | 31.7           | 18.2          | 47.6              | 13.3           | 17.9               | 54.5        | 30.2                         | 30.9                   |
| 75 years old and over . . . . .  | 17.1                    | 18.9           | 10.3          | 30.0              | 6.4            | 6.3                | 41.0        | 23.2                         | 21.5                   |

**Men attend and participate in sports more than women. In general, men volunteer less and are less involved in community activities.**

**Next- some specifics.**



**Table 1237. Personal Participation in Various Arts or Creative Activities: 2008**

[In percent, except as indicated (224.8 represents 224,800,000). For persons 18 years old and over. Represents participation at least once in the prior 12 months]

| Item                         | Adult population (millions) | Classical music <sup>1</sup> | Painting <sup>2</sup> | Pottery    | Sewing <sup>3</sup> | Photography | Creative writing | Purchased art <sup>4</sup> | Choir/chorale |
|------------------------------|-----------------------------|------------------------------|-----------------------|------------|---------------------|-------------|------------------|----------------------------|---------------|
| <b>Total</b> .....           | <b>224.8</b>                | <b>3.1</b>                   | <b>9.0</b>            | <b>6.0</b> | <b>13.1</b>         | <b>14.7</b> | <b>6.9</b>       | <b>28.7</b>                | <b>5.2</b>    |
| Sex: Male .....              | 108.5                       | 3.0                          | 7.1                   | 4.5        | 2.3                 | 13.3        | 6.2              | 29.6                       | 3.9           |
| Female .....                 | 116.3                       | 3.2                          | 10.7                  | 7.4        | 23.2                | 16.1        | 7.5              | 27.9                       | 6.3           |
| Race and ethnicity:          |                             |                              |                       |            |                     |             |                  |                            |               |
| White alone .....            | 154.5                       | 3.5                          | 9.4                   | 6.9        | 15.5                | 16.1        | 7.0              | 29.6                       | 4.9           |
| African American alone ...   | 25.6                        | 2.0                          | 6.8                   | 3.5        | 7.6                 | 10.0        | 7.5              | 20.1                       | 10.3          |
| Other alone .....            | 14.3                        | 4.7                          | 11.9                  | 6.1        | 10.2                | 16.2        | 8.2              | 16.5                       | 5.5           |
| Hispanic .....               | 30.4                        | 1.1                          | 7.4                   | 3.6        | 7.1                 | 10.9        | 5.3              | 30.6                       | 2.2           |
| Age: 18 to 24 years old .... | 28.9                        | 5.9                          | 14.7                  | 6.4        | 9.0                 | 17.8        | 11.3             | 37.2                       | 6.1           |
| 25 to 34 years old .....     | 39.9                        | 3.7                          | 11.3                  | 6.1        | 10.0                | 16.1        | 9.7              | 38.8                       | 3.8           |
| 35 to 44 years old .....     | 41.8                        | 3.0                          | 9.9                   | 7.5        | 11.4                | 18.6        | 6.2              | 27.1                       | 4.3           |
| 45 to 54 years old .....     | 43.9                        | 2.5                          | 7.4                   | 7.0        | 15.4                | 14.6        | 6.4              | 28.0                       | 6.8           |
| 55 to 64 years old .....     | 33.3                        | 2.4                          | 6.8                   | 5.4        | 15.7                | 13.0        | 4.4              | 25.6                       | 5.3           |
| 65 to 74 years old .....     | 19.9                        | 1.8                          | 5.0                   | 4.1        | 17.7                | 10.4        | 5.2              | 28.7                       | 6.2           |
| 75 years old and older ....  | 17.1                        | 1.4                          | 4.4                   | 2.1        | 15.4                | 5.5         | 3.1              | 14.2                       | 3.6           |

<sup>1</sup> Of those who reported playing a musical instrument in the last 12 months. <sup>2</sup> Includes painting, drawing, sculpture, and printmaking. <sup>3</sup> Includes weaving, crocheting, quilting, needlepoint, and sewing. <sup>4</sup> Of those who reported owning original art.

Source: U.S. National Endowment for the Arts, "2008 Survey of Public Participation in the Arts," <<http://www.nea.gov/pub/>>.

**What do men like to do other than sports and TV?? It is not sewing!!**

**Photography and purchasing art are popular. Some are into painting and pottery.**

**Sponsor a Men's only Art Exhibit in the Schul??**

## Follow the \$. What people spend on recreation= what they do in spare time

**Table 1233. Personal Consumption Expenditures for Recreation: 1990 to 2009**

[In billions of dollars (314.7 represents \$314,700,000,000), except percent. Represents market value of purchases of goods and services by individuals and nonprofit institutions. Table data have been revised, along with changes to "Type of products and services." These changes resulted from BEA's 13th comprehensive NIPA revision released in July 2009. For more on these changes and revisions, see <[http://www.bea.gov/scb/pdf/2009/03%20March/0309\\_nipa\\_preview.pdf](http://www.bea.gov/scb/pdf/2009/03%20March/0309_nipa_preview.pdf)>]

| Type of product or service   | 1990         | 2000         | 2005         | 2006         | 2007         | 2008         | 2009         |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Total recreation expenditures</b> .....                                 | <b>314.7</b> | <b>639.9</b> | <b>807.4</b> | <b>859.1</b> | <b>905.8</b> | <b>916.0</b> | <b>897.1</b> |
| Percent of total personal consumption <sup>1</sup> .....                   | 8.2          | 9.4          | 9.2          | 9.2          | 9.2          | 9.1          | 9.0          |
| Video and audio equipment, computers, and related services . . .           | 81.1         | 184.4        | 239.4        | 256.1        | 269.5        | 273.3        | <b>265.2</b> |
| Video and audio equipment .....  | 43.7         | 83.1         | 107.8        | 114.6        | 116.0        | 115.6        | 107.1        |
| Information processing equipment .....                                     | 9.6          | 44.1         | 55.9         | 60.4         | 65.6         | 65.8         | 64.7         |
| Services related to video and audio goods and computers. . . .             | 27.8         | 57.2         | 75.7         | 81.1         | 87.9         | 92.0         | 93.4         |
| Sports and recreational goods and related services .....                   | 74.2         | 147.9        | 188.4        | 199.6        | 207.6        | 203.0        | 196.9        |
| Sports and recreational vehicles .....                                     | 16.6         | 34.9         | 47.7         | 49.7         | 50.4         | 44.8         | <b>41.7</b>  |
| Other sporting and recreational goods .....                                | 55.4         | 108.7        | 135.2        | 144.2        | 151.0        | 152.3        | 150.0        |
| Maintenance and repair of recreational vehicles and sports equipment. .... | 2.1          | 4.2          | 5.4          | 5.8          | 6.2          | 5.8          | 5.2          |
| Membership clubs, sports centers, parks, theaters, and museums .....       | 49.7         | 91.9         | 110.6        | 117.8        | 124.7        | 129.3        | 126.5        |
| Membership clubs and participant sports centers .....                      | 14.3         | 26.4         | 30.5         | 31.9         | 33.8         | 34.2         | 32.7         |
| Amusements parks, campgrounds, and related recreational services .....     | 19.2         | 31.1         | 34.9         | 37.4         | 40.6         | 43.0         | 41.8         |
| Admissions to specified spectator amusements. ....                         | 14.4         | 30.6         | 39.2         | 42.1         | 44.1         | 45.6         | 45.6         |
| Motion picture theaters .....  | 5.1          | 8.6          | 9.1          | 9.4          | 9.6          | 9.7          | 10.4         |
| Live entertainment, excluding sports .....                                 | 4.5          | 10.4         | 13.8         | 14.9         | 15.0         | 15.4         | <b>14.5</b>  |
| Spectator sports .....   | 4.8          | 11.6         | 16.3         | 17.8         | 19.5         | 20.5         | <b>20.7</b>  |
| Museums and libraries .....  | 1.9          | 3.8          | 5.9          | 6.4          | 6.2          | 6.5          | 6.4          |
| Magazines, newspapers, books, and stationery .....                         | 47.3         | 81.0         | 93.1         | 98.2         | 103.2        | 104.9        | 105.1        |
| Gambling .....   | 23.7         | 67.6         | 95.6         | 103.9        | 110.9        | 111.9        | <b>109.3</b> |
| Pets, pet products, and related services .....                             | 18.8         | 39.7         | 53.1         | 56.9         | 61.8         | 65.7         | 67.1         |
| Photographic goods and services .....                                      | 16.7         | 19.7         | 18.7         | 18.2         | 19.0         | 18.9         | 17.7         |
| Package tours <sup>2</sup> .....   | 3.2          | 7.8          | 8.5          | 8.3          | 9.1          | 9.0          | 9.2          |

**Leverage: Men want to be entertained and challenged.**

- Design programs to entertain- - Monday Night Football with steaks and beer, Texas Hold'em programs , theater event, a movie night ????

**Tie fund raising into these for the needy.**

- Show a cause to attend. Leverage competitive nature to beat targets from previous years.

## Conclusions:

**Research needed within Clubs via Focus Groups, Questionnaires, and Surveys to Probe Needs and How to Engage Those. Build on the Previous National Surveys and tailor them for your local community. What motivates Jewish Men for “The Hunt” or “Solving a Problem” ?**

**Create data bases to analyze and tease out needs per demographic. Do we outsource this?**

| Name & Age | Employed/Job /Days Work | Married | Children and ages | Activities with Children, spouse | Hobbies, Spare Time Activities | Synagogue involvement | Needs |
|------------|-------------------------|---------|-------------------|----------------------------------|--------------------------------|-----------------------|-------|
|            |                         |         |                   |                                  |                                |                       |       |
|            |                         |         |                   |                                  |                                |                       |       |
|            |                         |         |                   |                                  |                                |                       |       |
|            |                         |         |                   |                                  |                                |                       |       |
|            |                         |         |                   |                                  |                                |                       |       |
|            |                         |         |                   |                                  |                                |                       |       |



## Analyze the data and distill it down to a simple Problem and Cause Relationship

| PROBLEM  | CAUSES  |
|--|---|
| Fear of the new, unknown   | No one sends personal invite. Do not know anyone. Would be uncomfortable. Not well versed in ritual aspects.  |
| Work 6 days a week and do not have time for this. Have things to do around the house | External forces such as financial, time for chores, family, history of volunteerism, child care pressures, wife works when I am home, etc.                                |
| My time for recreation or hobbies.   | Find religious services boring. Mens Club will rob me of my precious time. Want to do what I want rather than what someone else wants. My time away from work and family. |
|  |   |
|  |   |

**For Each Problem and Cause Combination, Develop a Hypothesis to test with Experiments in Programming and Approaches. Include a criteria of success for Experiments.**

| PROBLEM   | CAUSES                       | HYPOTHESIS TO TEST  | EXPERIMENTS   |
|---|------------------------------|---|---|
| Fear of the unknown. New scenario. Do not know many men here. | No one sends personal invite | Use personal touch instead of Emails<br>bulletin articles | <p>Research individual- job, family, hobbies, Jewish geography, etc.<br/>Create data base.</p> <p>Phone calls inviting non member to event. Talk to personal aspects to connect</p> <p>Pick up member and go to event</p> <p>Clergy recommends someone to call</p> <p>Hold non member only breakfast or event</p> |
|   |                              |   |   |

# **PERSONAL TIME AND JEWISH MEN-**

## **SUMMARY**

- **As employment patterns shift , Men's needs will shift. Programs must reflect changing needs of our constituents.**
- **National surveys do not reflect local reality**
- **One on one engagement is needed. Want to avoid**
  - **Men feeling embarrassed and have feelings of guilt, etc. to get involved, or be socially active.**
  - **Losing men who work on weekends when they can help us during the week**
  - **losing opportunities for Men to have partnerships in pursuing challenging goals that make a difference to the community, clear accountability, tools to succeed, and we gossip success regardless of the outcome.**

# **PERSONAL TIME AND JEWISH MEN-**

## **THE VISION AND CHALLENGES AHEAD**

**AS MIDWEST REGION, WE NEED TO:**

- **FOSTER RISK TAKING BY CLUBS IN DEVELOPING AGGRESSIVE GOALS SUCH AS**
  - **Increase Your Men's Club Membership by 10% over previous year**
  - **Increase the ratio of (<50 y.o.)/(> 50 y.o.) membership by 10% over previous year**
  - **Develop and increase enrollment (by X%/year) in mentoring programs for Jewish teenage males in your synagogue.**
- **PROVIDE IDEAS AND TOOLS FOR INNOVATIVE APPROACHES TO MEET GOALS**
  - **Sponsoring and funding marketing research/ tools to determine needs.**
  - **Sharing the results**
  - **Partnering in experiments in programming.**
- **DEVELOP INCENTIVES BY CLUBS TO BE IN PARTNERSHIP WITH US**
- **CHANGE THE WAY WE OPERATE. POSSIBLY CHANGE ORGANIZATIONALLY.**