

GEOGRAPHY

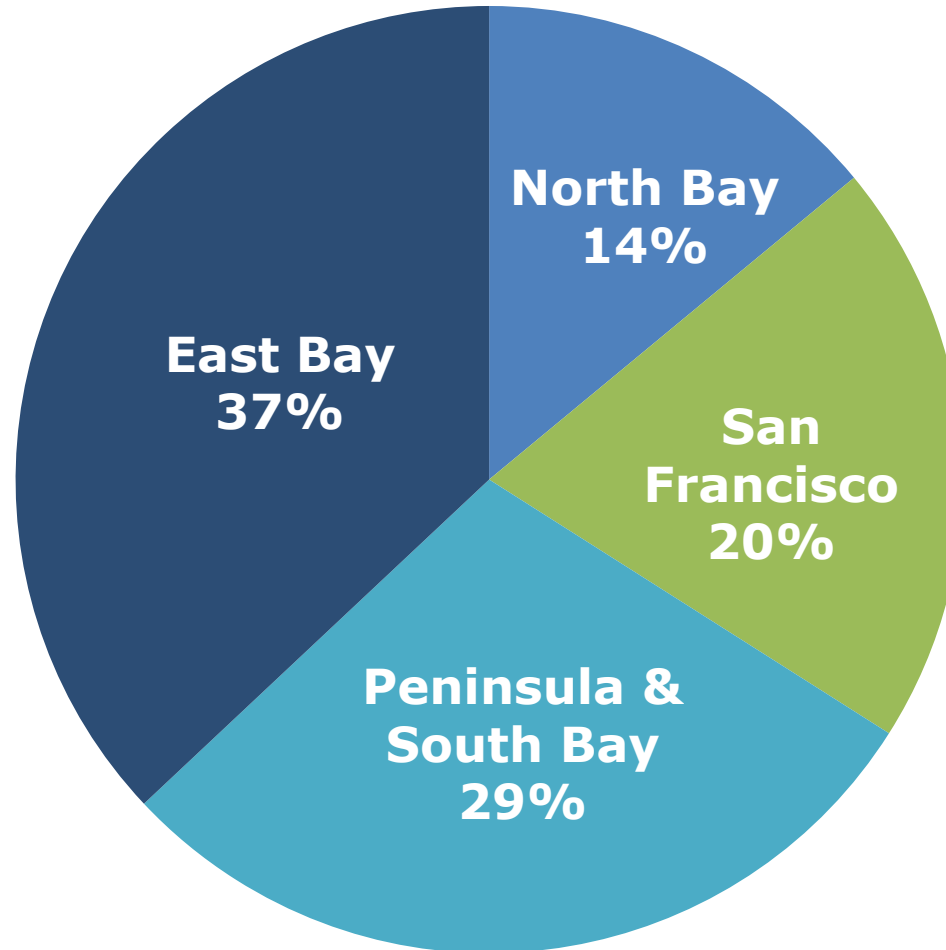
Households by Region

North Bay
21,000 Households

San Francisco
30,000 Households

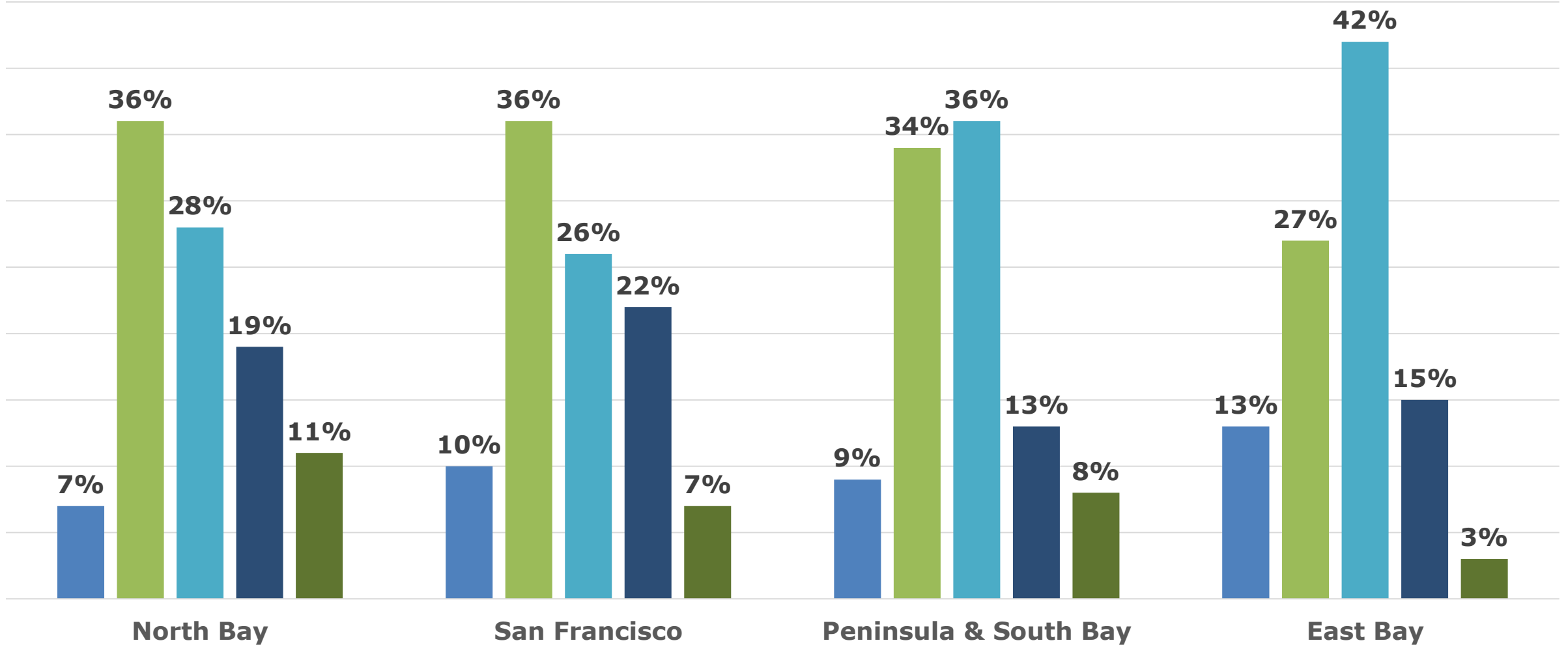
Peninsula & South Bay
43,000 Households

East Bay
54,000 Households



Income within Region

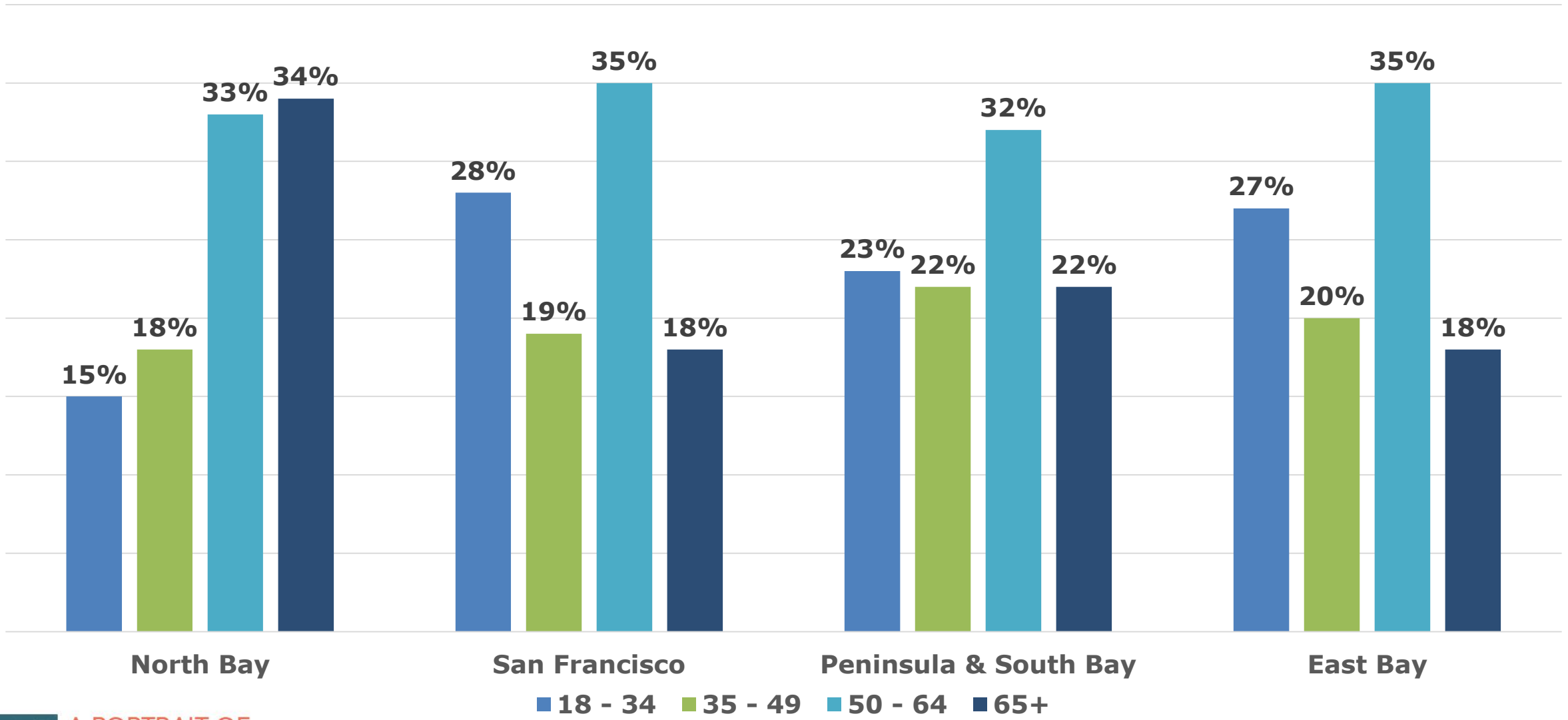
(by household)



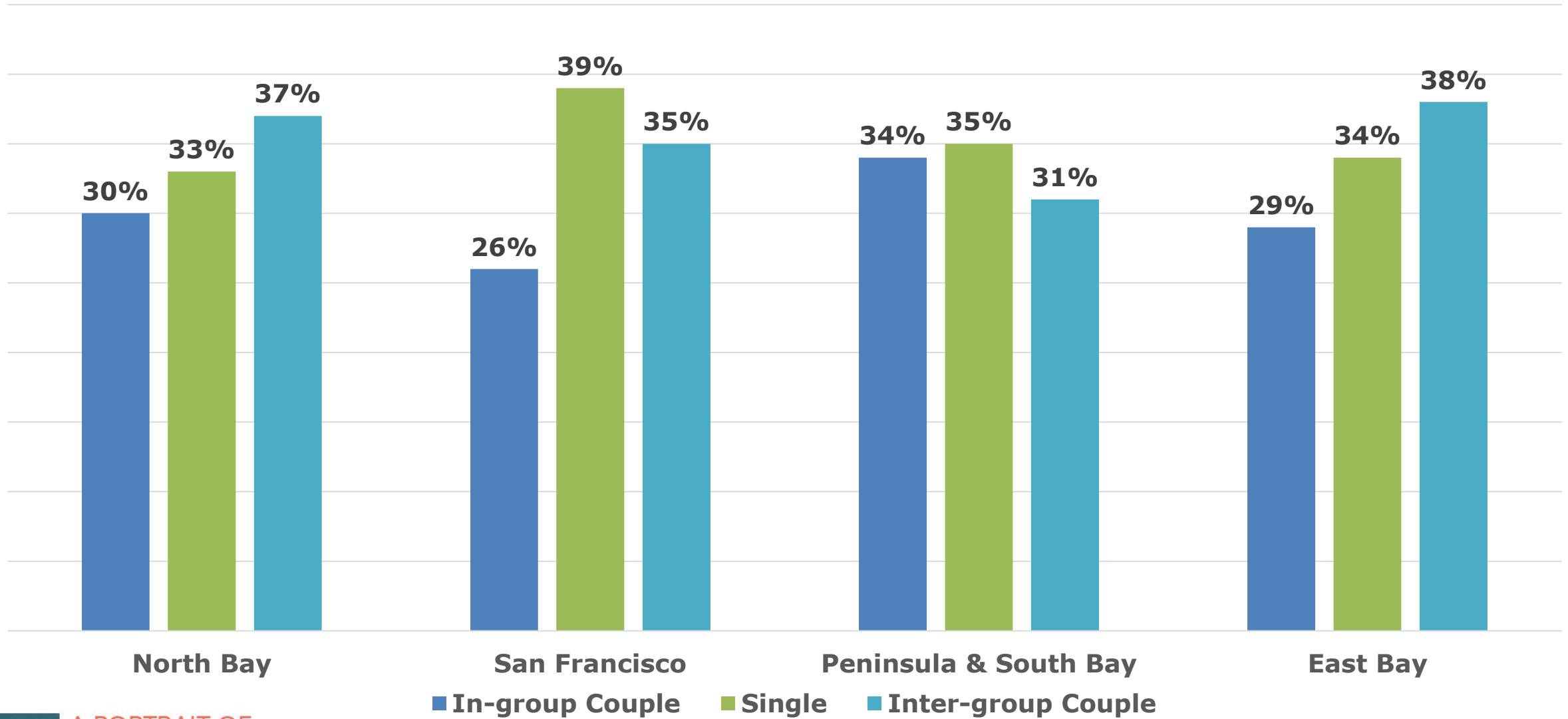
■ Under \$40K ■ \$40 - \$99K ■ \$100 - \$199K ■ \$200 - \$349K ■ \$350K+

Age within Region

(by respondent)



Marital Status within Region (by respondent)

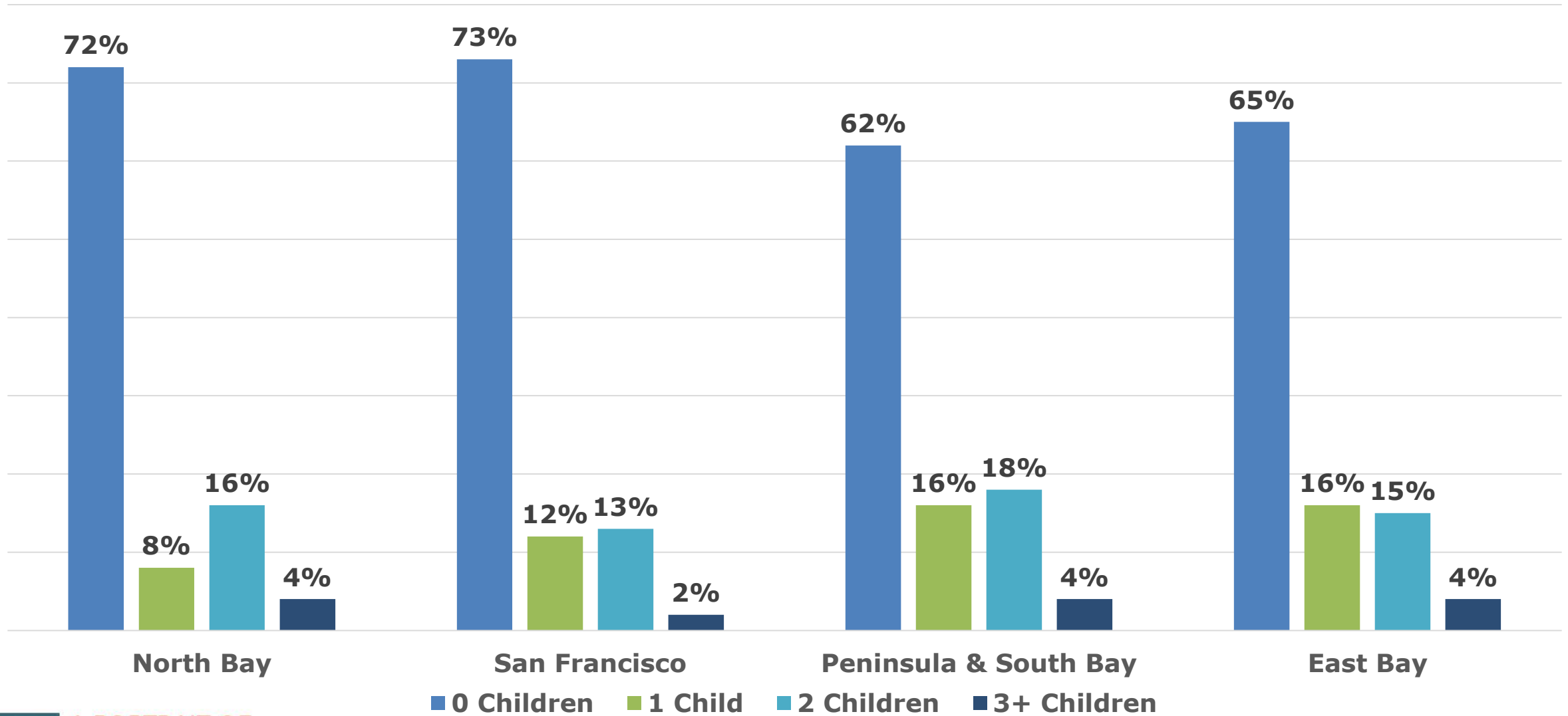


Household Composition within Region

(by respondent)

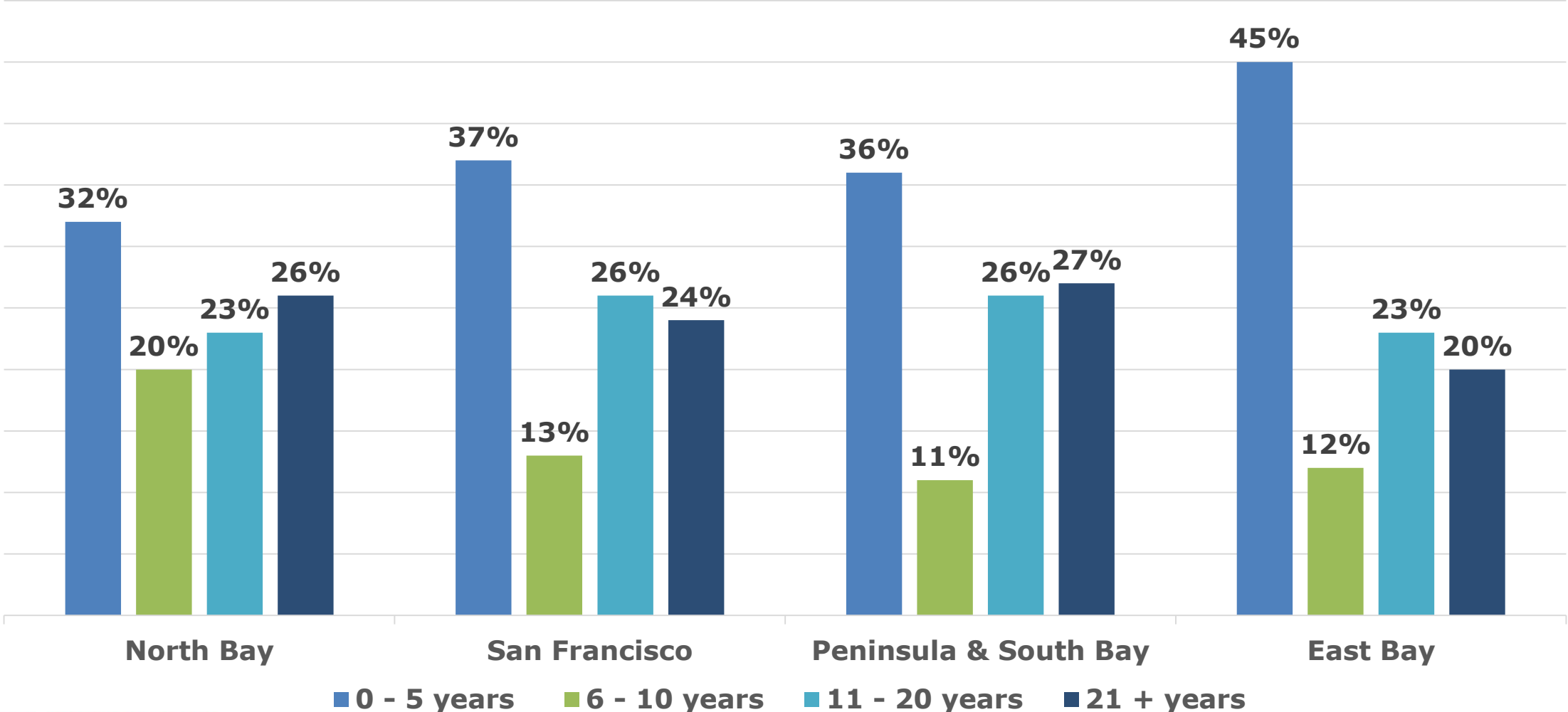
	North Bay	San Francisco	Peninsula & South Bay	East Bay	Total
Single Adults	21%	27%	22%	24%	24%
Coupled Adults	19%	31%	22%	29%	26%
Single Adults with Children	3%	4%	5%	5%	4%
Coupled Adults with Children	17%	19%	25%	23%	22%
Coupled Seniors	31%	11%	19%	16%	18%
Single Seniors	10%	8%	8%	5%	7%
Total	100%	100%	100%	100%	100%

Number of Children within Region (by household)



Years at Same Address by Region

(by respondent)



Likelihood of Moving in the Next Two Years by Region

(by respondent)

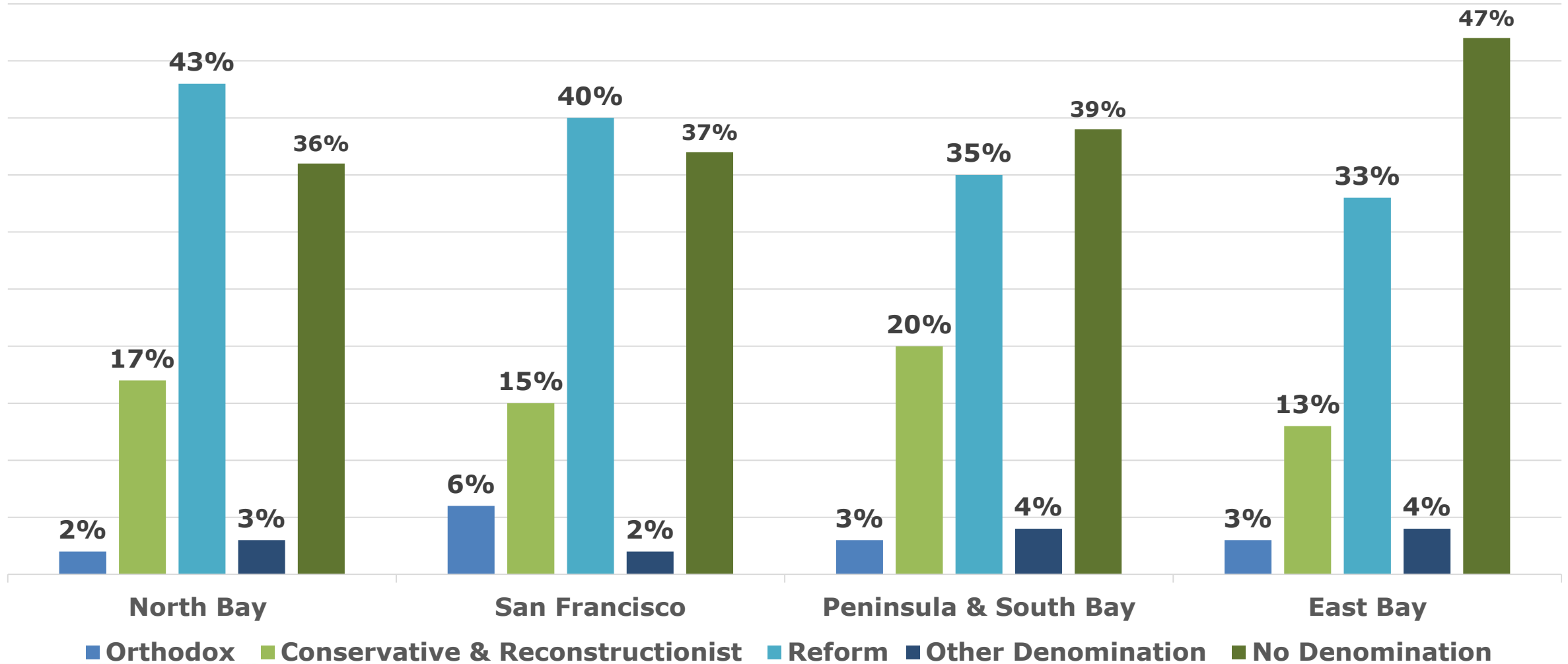
	North Bay	San Francisco	Peninsula & South Bay	East Bay	Total
Likely to move	20%	31%	23%	27%	25%
NOT likely to move	72%	66%	67%	65%	66%
Don't know	8%	4%	10%	9%	8%
Total	100%	100%	100%	100%	100%

Financial Situation within Region

(by respondent)

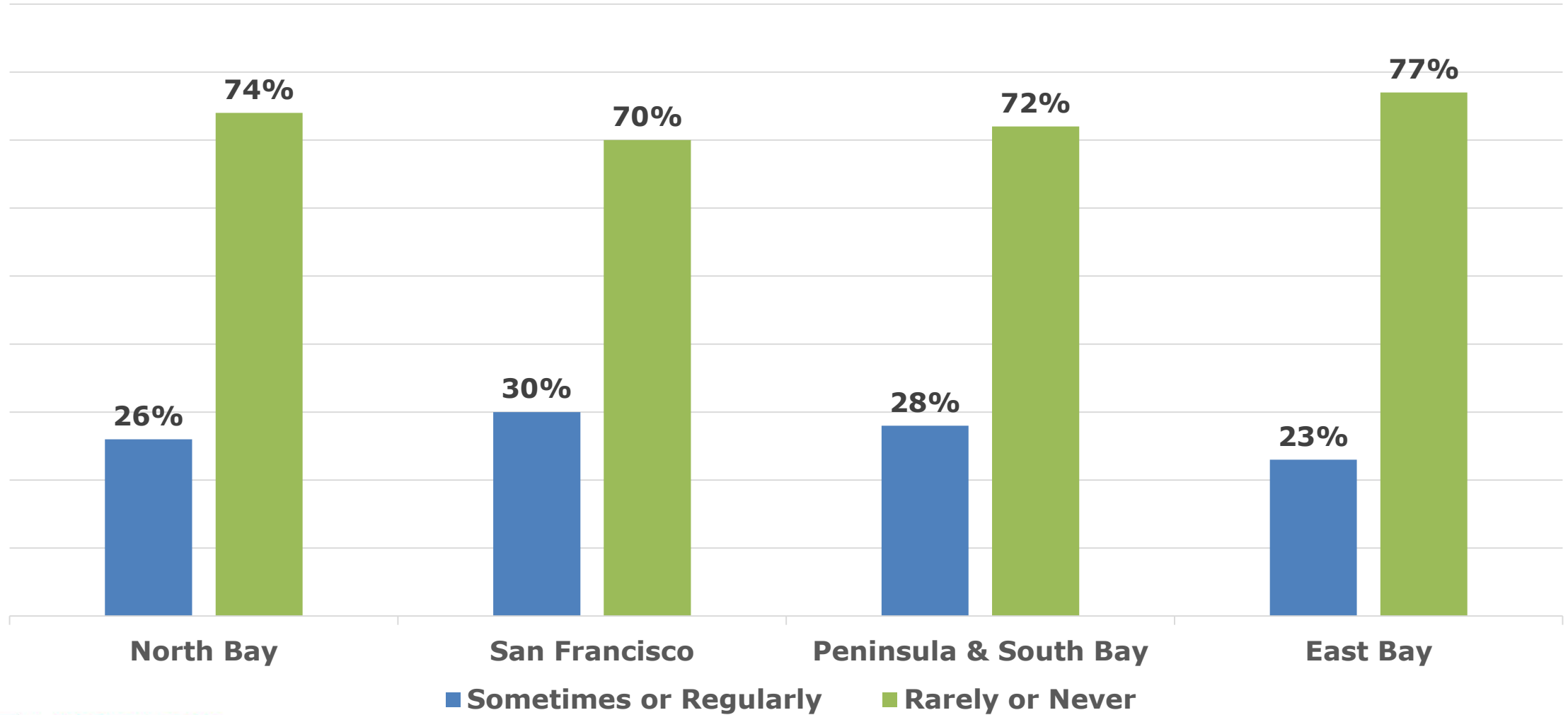
	North Bay	San Francisco	Peninsula & South Bay	East Bay	Total
Cannot make ends meet	2%	1%	3%	2%	2%
Just managing	20%	19%	17%	23%	20%
Have enough money	37%	40%	38%	35%	37%
Have some extra money	20%	23%	24%	24%	23%
Well-off	21%	18%	18%	16%	18%
Total	100%	100%	100%	100%	100%

Denomination within Region (by respondent)



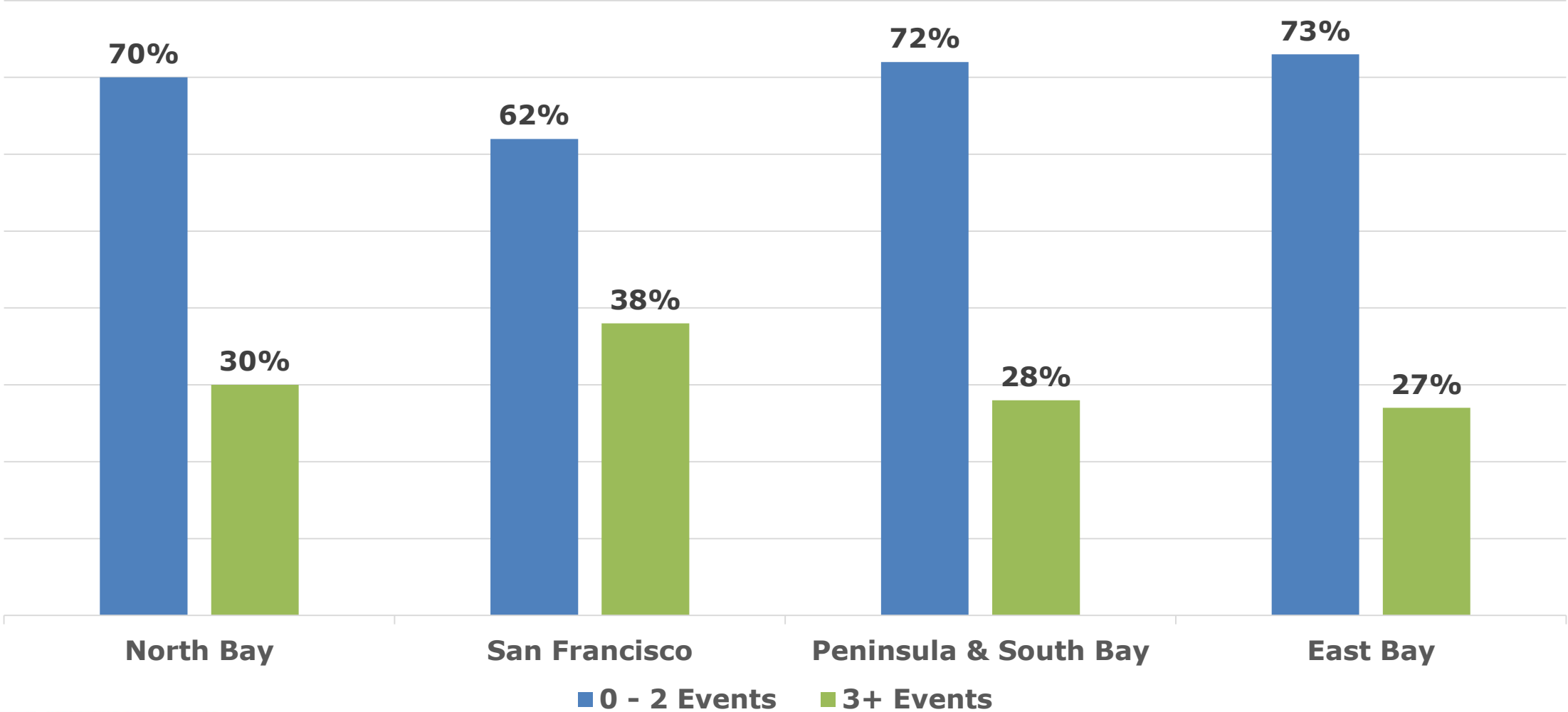
Shabbat Meal within Region

(by respondent)



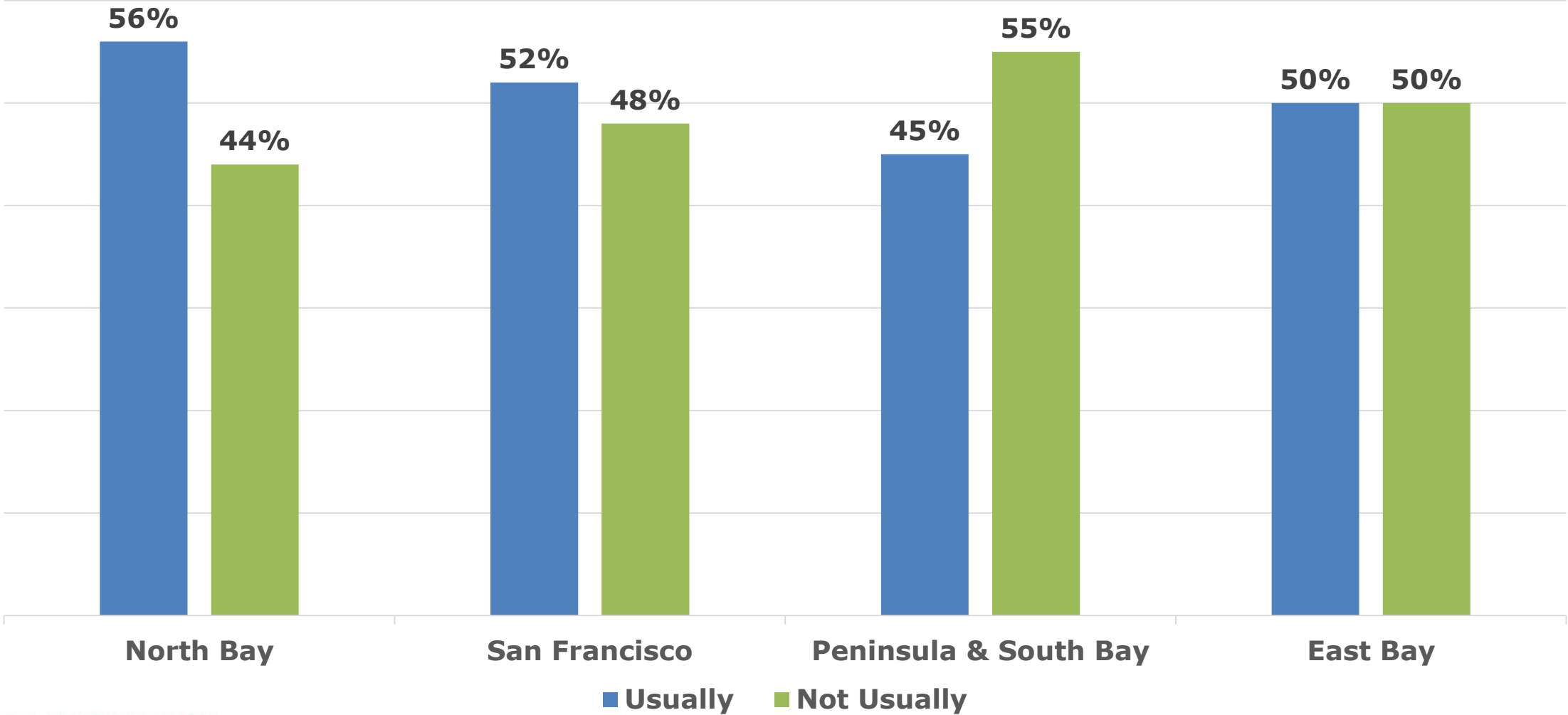
Yearly Jewish Cultural Event Attendance within Region

(by respondent)



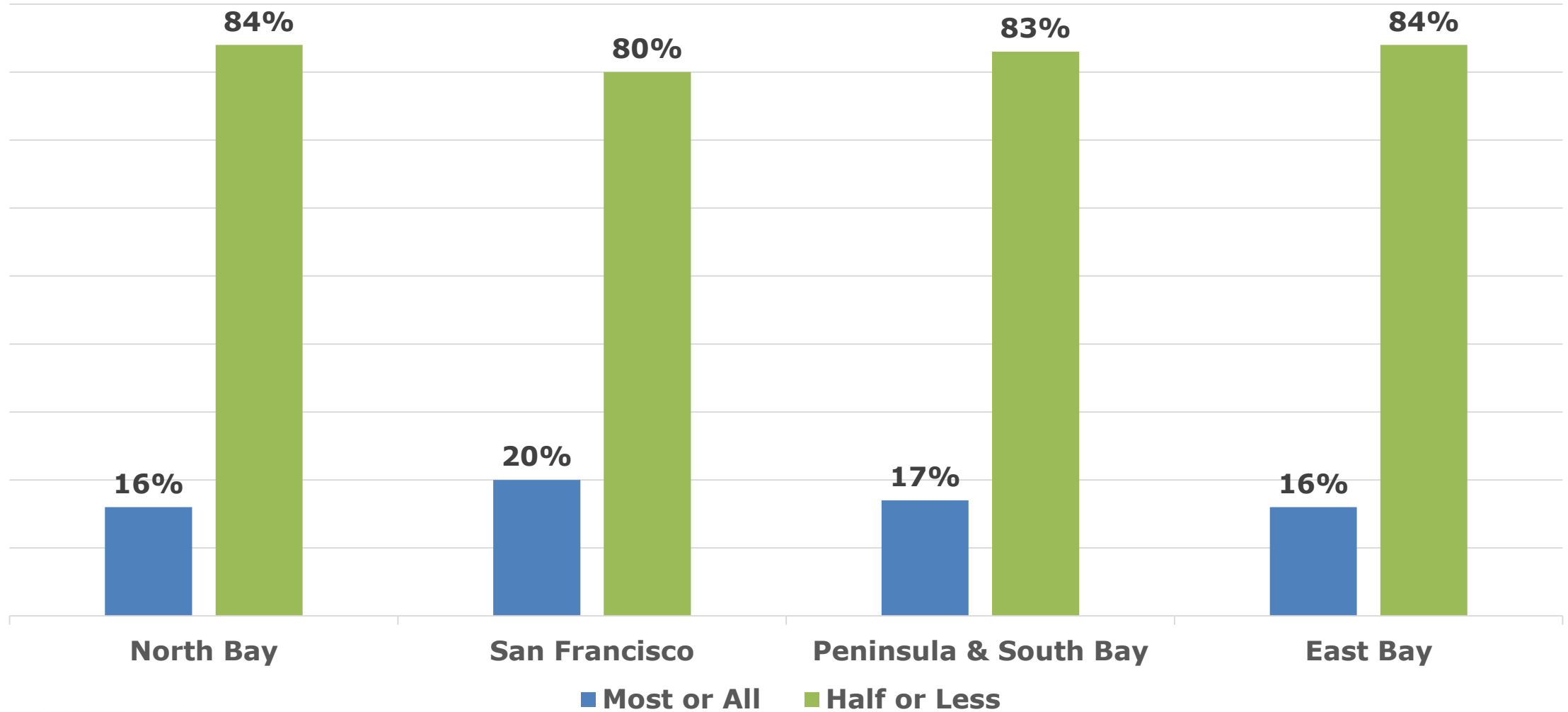
Seder Attendance within Region

(by respondent)



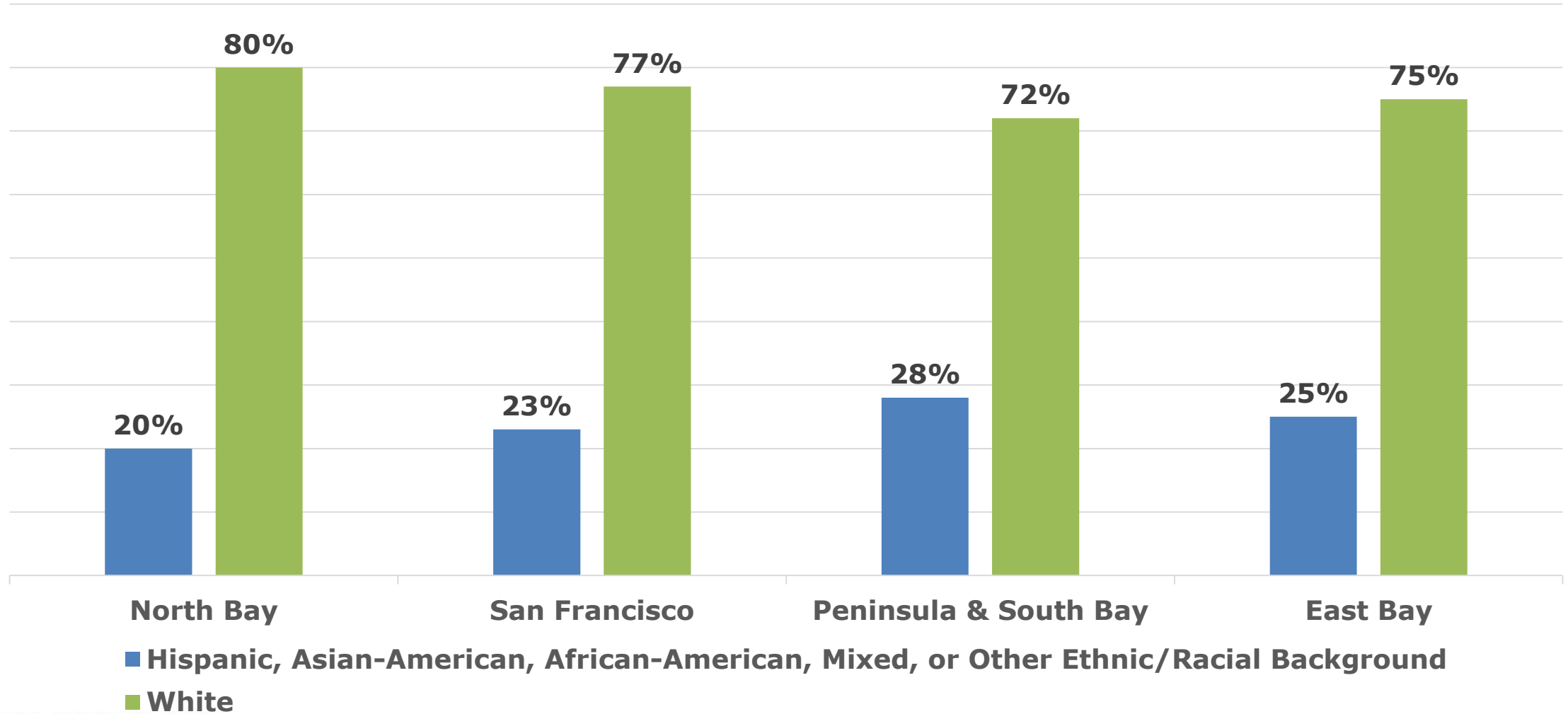
Close Jewish Friends within Region

(by respondent)



Race & Ethnicity within Region

(by household)



Race & Ethnicity within Region

(by respondent)

