



Market Research Primer for Synagogues & Organizations

It's important to gather information to best serve your members, engage your communities, and fulfill your missions effectively. Gathering information (also known as market research) is great, but it's really only useful if you know what questions you are trying to answer, have a good-quality sample with enough information to make conclusions, and know how to interpret that data.

Below are tips on topics market research can help you explore, how to gather good-quality data, and pitfalls to avoid.

TOPICS TO EXPLORE

- **Community Needs:** By understanding the current landscape of interests and concerns along with potential future trends, synagogues and organizations can tailor their programs, services, outreach efforts, and resource allocation to better meet these needs.
- **Growth Opportunities:** Identify areas for growth and expansion, which might include identifying demographic groups that are currently underserved or uncovering opportunities for new programming or outreach initiatives.
- **Engagement and Retention:** Understanding what motivates people to participate in activities and what barriers they face can help improve engagement and retention rates.

GOOD-QUALITY DATA

- The Importance of Definition: Clearly define the population you want to study and the questions you want to have answered.
- Sample representativeness & size: Make sure your sample is representative of the target population and is sufficient size from which you can generalize learnings (statistically significant is 30 or more data points)
- Minimize sampling bias: Be aware of and try to minimize sampling bias, which occurs when certain groups in the population are over- or under-represented in the sample.
- Use the information gathering method that meets your needs:
 - Surveys and Questionnaires: Good for quantitative data from a large sample of respondents. They can be conducted through online platforms, phone interviews, or in-person interactions.
 - Focus Groups: Structured discussions of small groups facilitated by a moderator that encourages participants to share their opinions, preferences, and experiences in-depth, providing insights into consumer attitudes and perceptions.
 - Interviews: More personalized approach to data collection, allowing researchers to delve deeper into respondents' thoughts, motivations, and decision-making processes.

PITFALLS TO AVOID

- Biased Sampling: Unintentionally gathering data from a non-representative sample, such as only surveying friends or like-minded individuals, leading to results that don't reflect the broader population.

PITFALLS TO AVOID (CONTINUED)

- **Leading Questions:** Questions that suggest a particular answer or influence respondents' opinions can skew the results.
- **Confirmation Bias:** Preconceived notions or preferences can unconsciously influence interpretation of data, leading to focus on selective information that confirms beliefs while disregarding contradictory evidence.
- **Overlooking Segmentation:** Neglecting to segment the target market into distinct groups with different needs, preferences, and behaviors can lead to generalized findings that lack actionable insights.

If you'd like help planning, implementing, or interpreting market research information, please contact Tami Arnowitz at TAGoodQuestions@gmail.com.



Tami Arnowitz has a BA in economics from Wellesley College and an MBA from Columbia Business School. She has studied at The Hebrew University of Jerusalem and The Conservative Yeshiva. She received her Life Coach certification from The Life Coach Training Institute. Tami has professional experience in sales, strategic planning, marketing, and product management. Tami is also a Jewish educator, an engaged volunteer, and an active clergy spouse for over 20 years. She lives in Mamaroneck, NY with her husband, Rabbi Jeffrey Arnowitz, their 4 boys and 2 dogs.



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