

Report of Findings: The Jewish Community in Camden County



Jewish Federation®
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AND OUR FAMILY OF AGENCIES

THE **STRENGTH** OF A PEOPLE.
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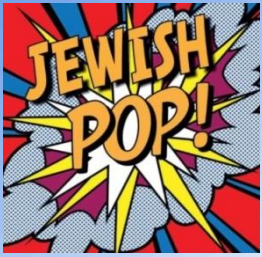
Community Presentation
February 11, 2014

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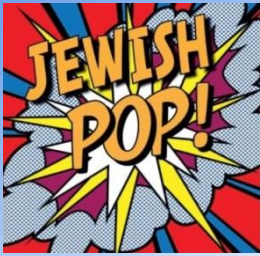
THE
MELIOR
GROUP

Marketing Research / Consulting



Presentation Overview

- **Background**
- **Profile**
- **Conclusions & Implications**
- **Next Steps**



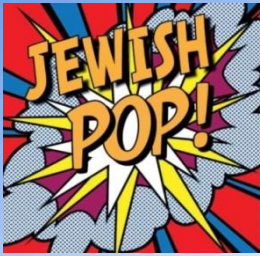
Background

- ***Goals***

- To **deepen understanding** of the Jewish Community so the Jewish Federation of Southern New Jersey (JFedSNJ) can respond to changing needs, set strategy for the future
 - Last detailed study conducted: 1991
- Provide information to synagogues and other local Jewish organizations that will be helpful to their planning efforts

- ***Approach***

- **Market research study** of tri-county area: Burlington, Camden, Gloucester counties
 - Focus: attitudes, practices, needs
 - Design: 15 minute survey reflecting local interests

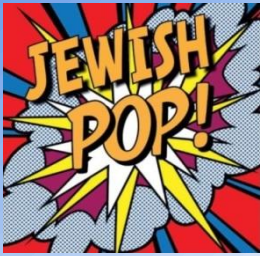


Background

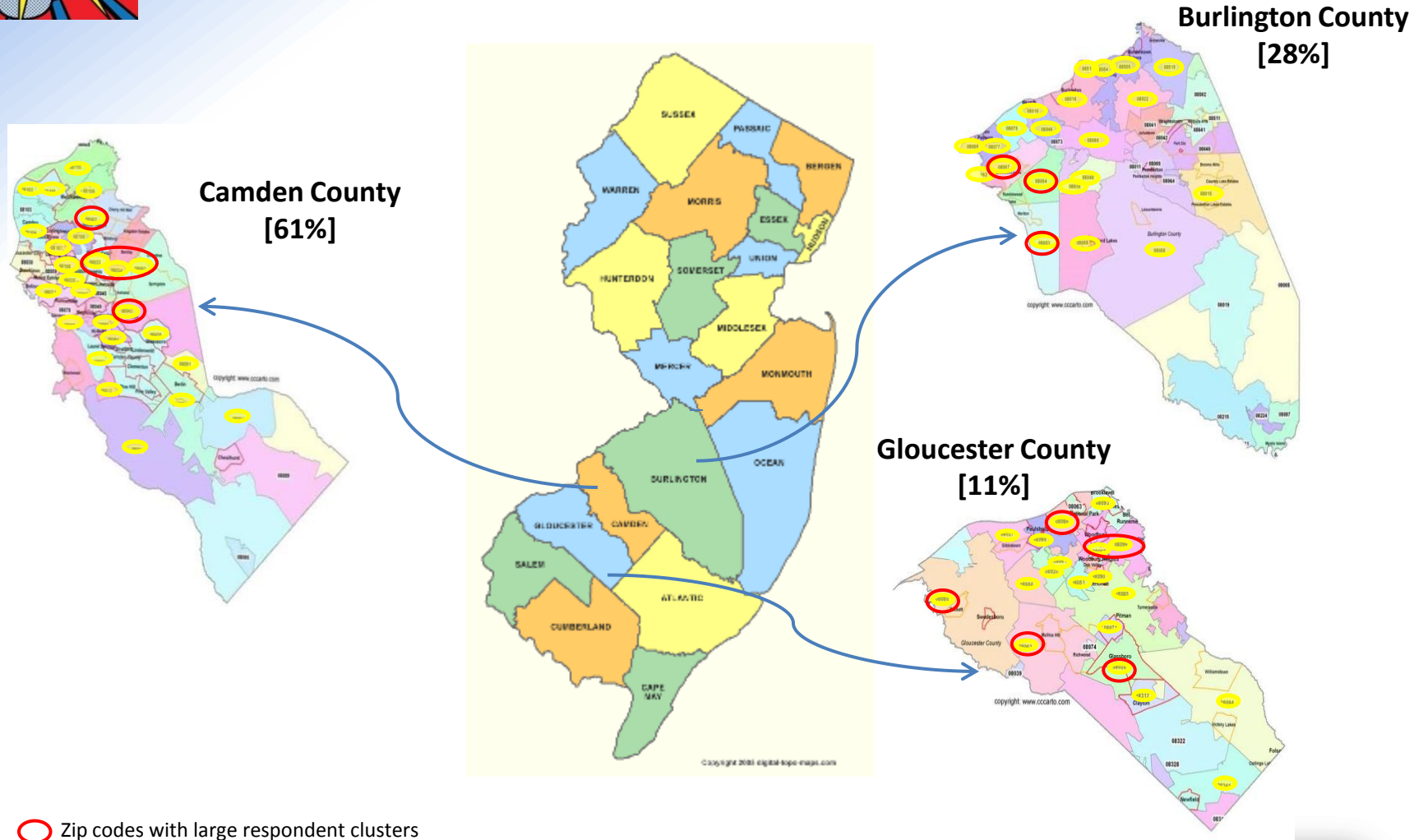
- **Methodology**

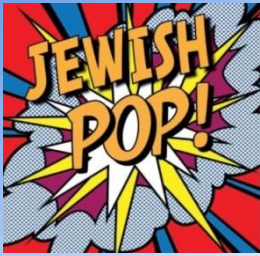
- **Major promotional effort by JFedSNJ** to raise community awareness, interest in participating
- **Multi-channel design** to encourage maximum participation

	PHONE	ONLINE		PHONE	ONLINE	
OUTBOUND	<ul style="list-style-type: none">• Call Center dial out using community lists, purchased sample	<ul style="list-style-type: none">• Personal 'invite' using community lists [closed link]		TOTAL = 2146 n = 23 (1%)	n = 709 (33%)	OUTBOUND
INBOUND	<ul style="list-style-type: none">• Direct call-in to Call Center using special JPOP # 1-855-JPOP-SNJ	<ul style="list-style-type: none">• Click-on special JPOP survey site myjewishpop.com [open link]		n = 40 (2%)	n = 1374 (64%)	INBOUND



Profile: Demographics





Profile: Demographics

Camden County [61%]

08002 (n=261) Cherry Hill

08003 (n=992) Cherry Hill

08004 (n=4)

08007 (n=3)

08009 (n=3)

08021 (n=19)

08026 (n=3)

08029 (n=6)

08031 (n=3)

08033 (n=53) Haddonfield

08034 (n=146) Cherry Hill

08035 (n=1)

08043 (n=352) Voorhees

08083 (n=2)

08084 (n=1)

08091 (n=4)

08102 (n=3)

08104 (n=6)

08105 (n=3)

08106 (n=5)

08107 (n=3)

08108 (n=29)

08109 (n=8)

08110 (n=1)

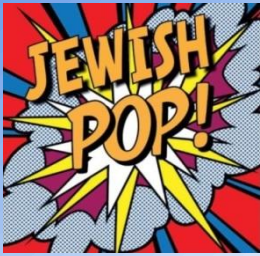
Camden County zip codes servicing Gloucester County

08012 (n=6)

08081 (n=13)

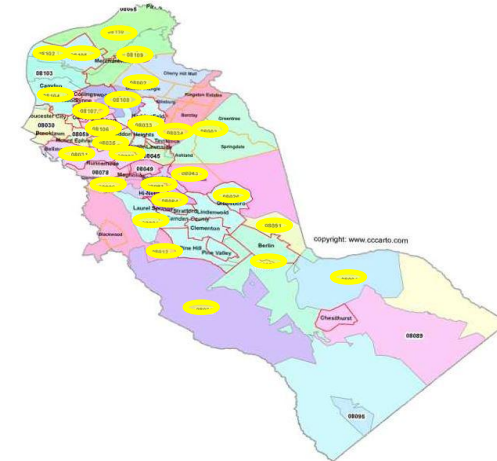
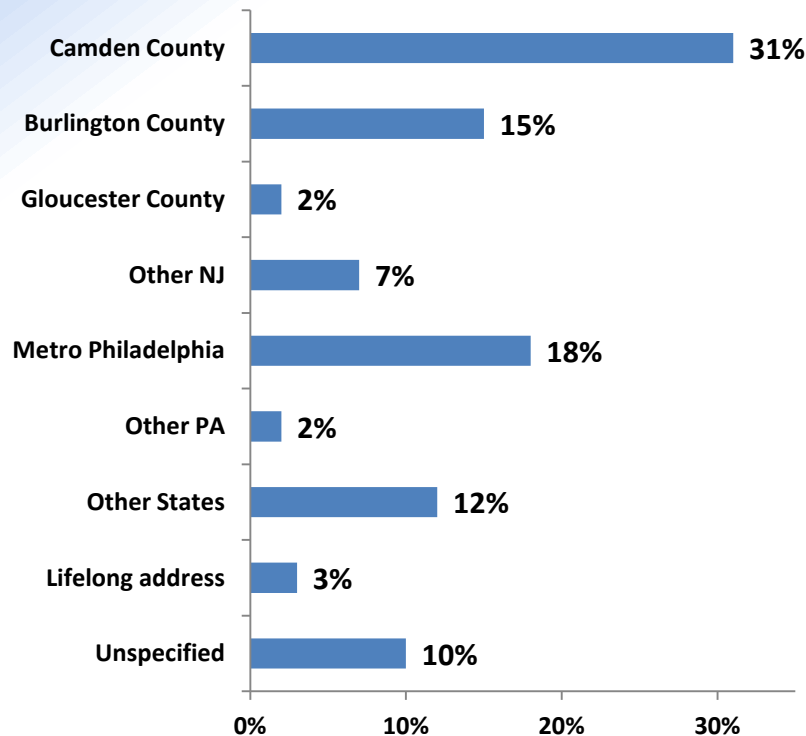


Camden County

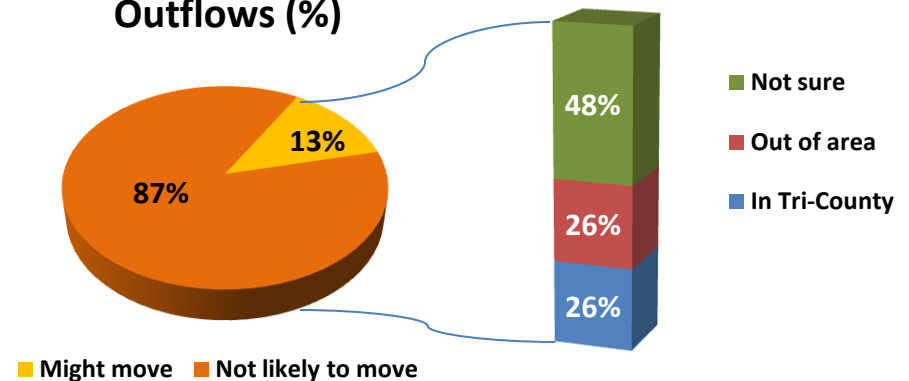


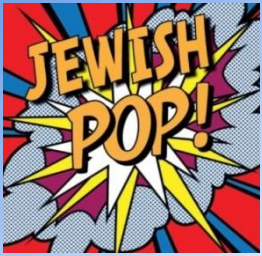
Profile: Demographics

Camden County Migration Patterns: Inflows (%)



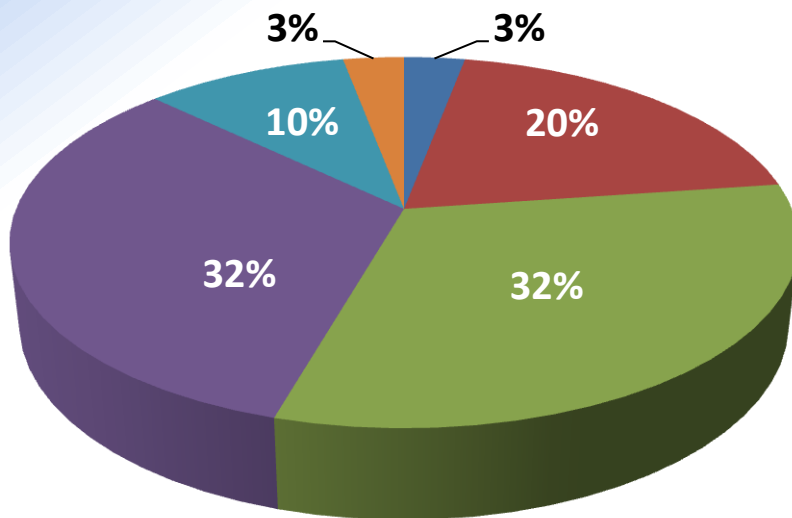
Outflows (%)





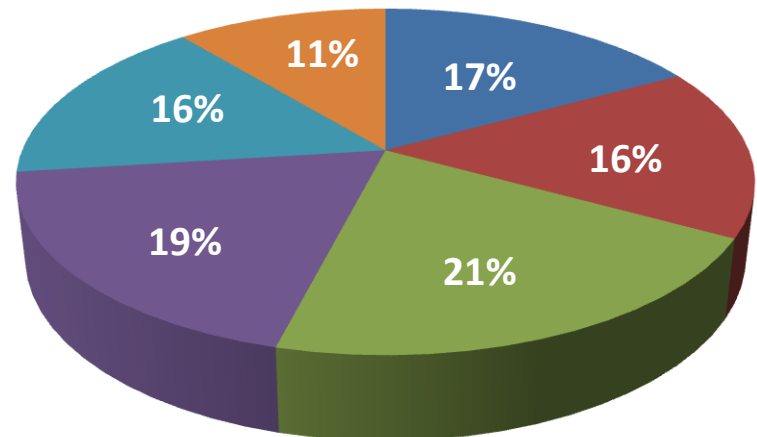
Profile: Demographics

Age (%)

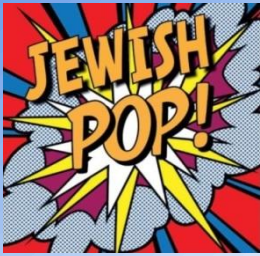


■ 18-29 yrs. ■ 30-44 yrs. ■ 45-59 yrs.
■ 60-74 yrs. ■ 75-84 yrs. ■ 85+ yrs.

Length of Residence (%)

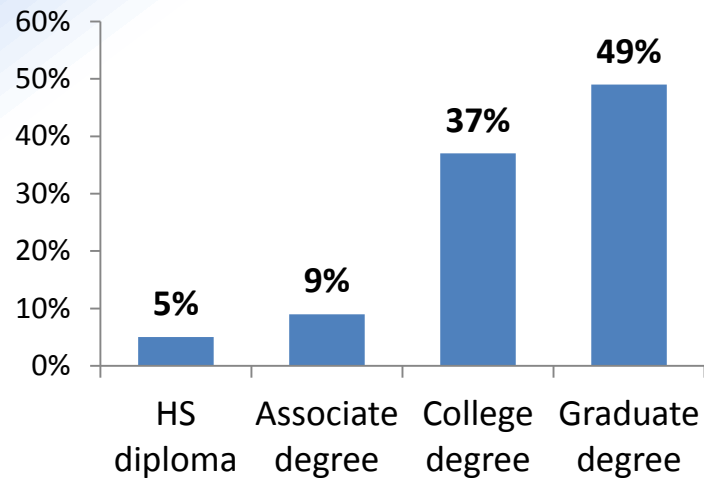


■ 0-9 yrs. ■ 10-19 yrs. ■ 20-29 yrs.
■ 30-39 yrs. ■ 40-49 yrs. ■ 50+ yrs.

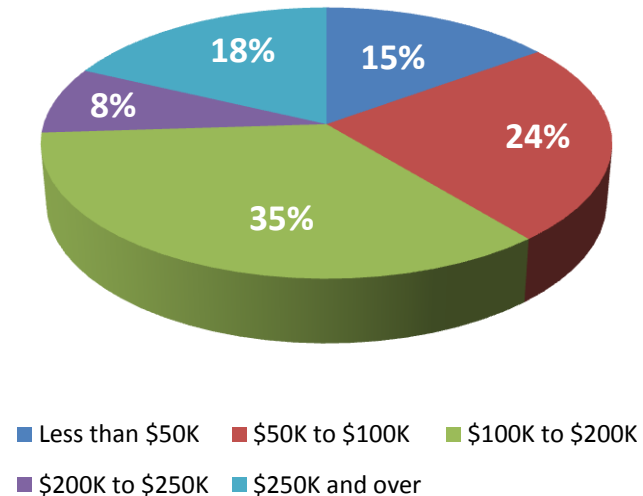


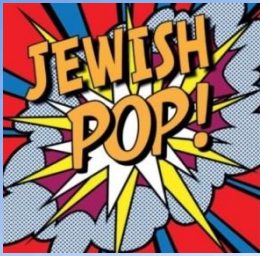
Profile: Demographics

Education (%)



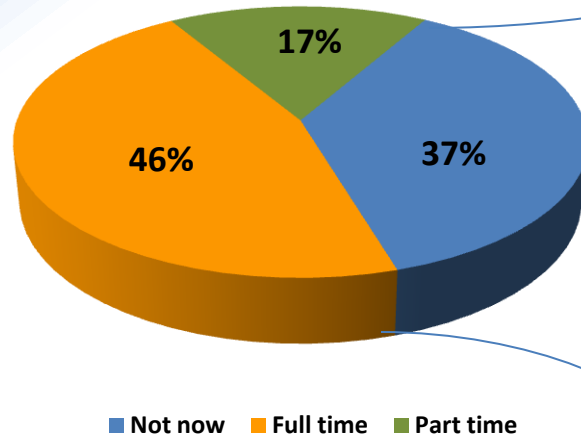
Household Income (%)



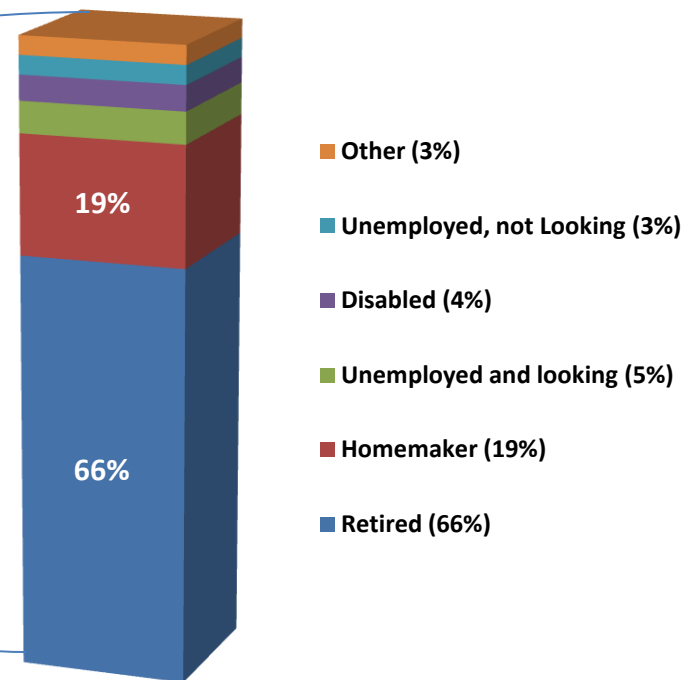


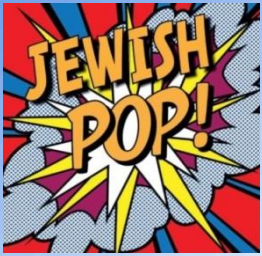
Profile: Demographics

Employment (%)



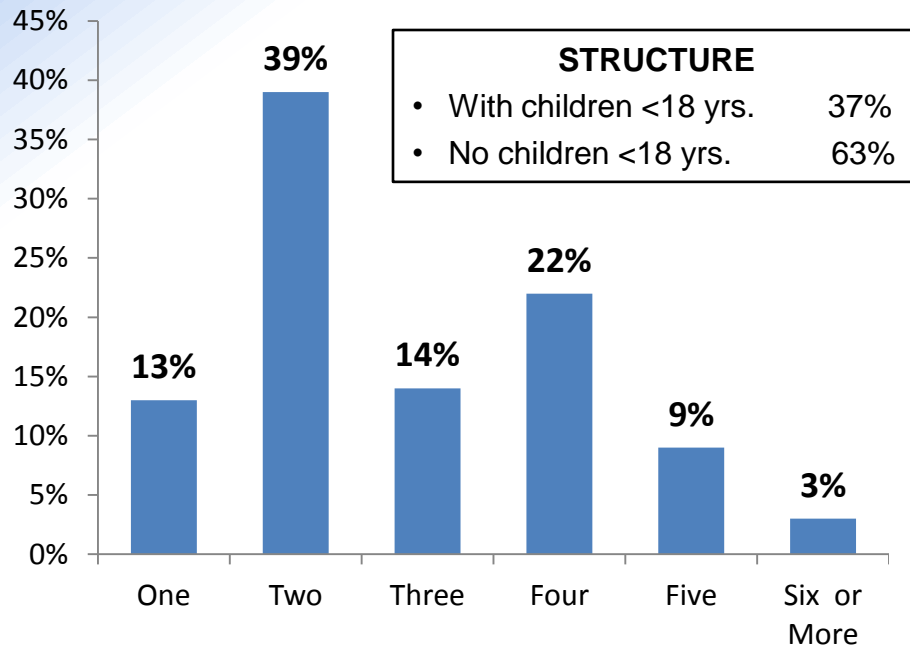
Those Not Currently Employed (%)



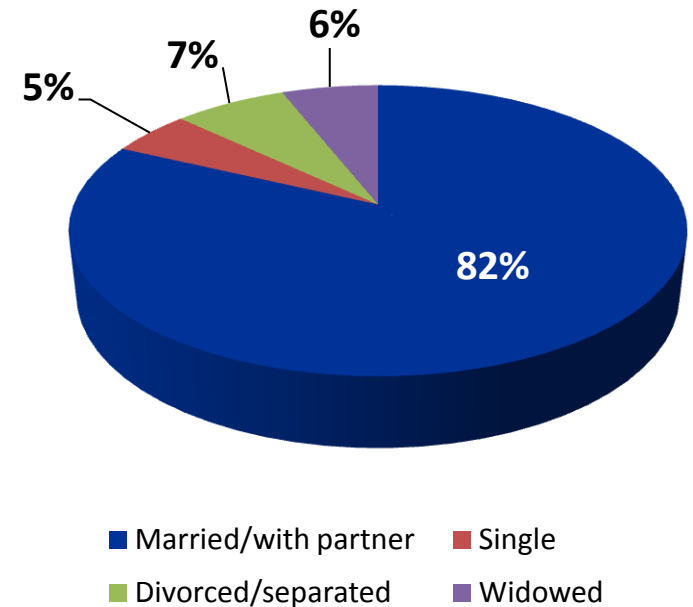


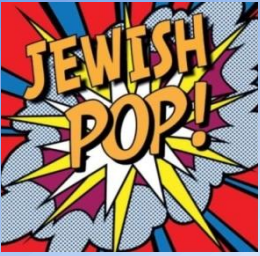
Profile: Demographics

Household Size & Structure (%)



Marital Status (%)

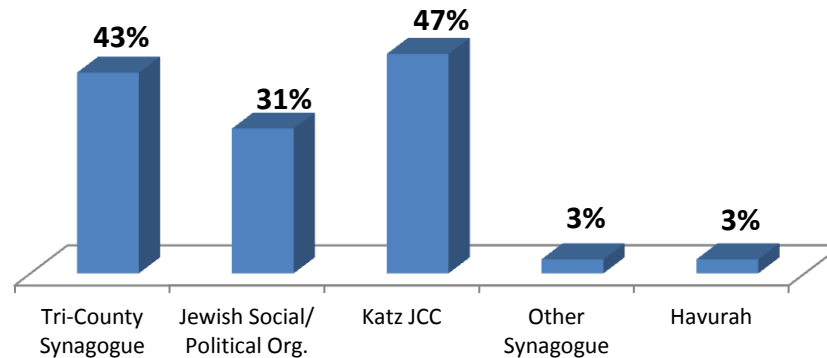


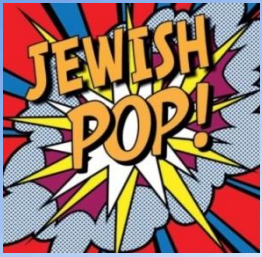


Profile: Jewish Practices

- Typically Conservative (41%) or Reform (33%)
- Jewish ritual observance varies
 - High (80%+): Passover Seder, Chanukah candles, Mezuzah
 - Moderate (50-80%): Fast on YK, Yahrzeit candles, High Holiday services
 - Low (<35%): Sukkah, Shabbat candles, Shabbat services, Kosher at home

Belong to/Pay Membership Dues (%)

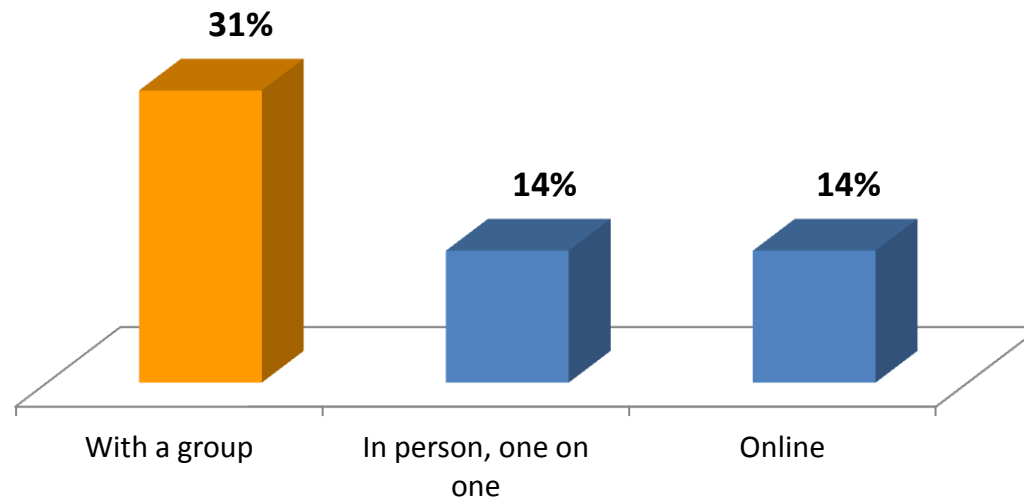


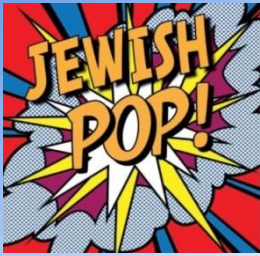


Profile: Jewish Education

- **Adult Education**
 - Adults typically learn with a group

Adult Participation in Jewish Studies (%)

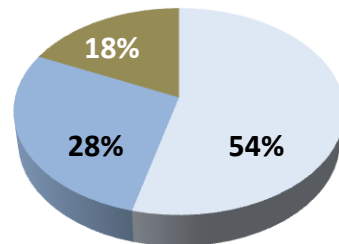




Profile: Jewish Education

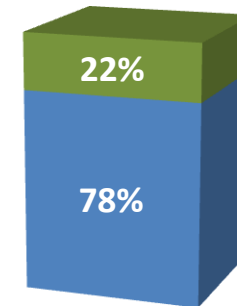
- ***Educating the Children: Ages 0-4*** [n=264]
 - Most are enrolled in a program, typically in a Jewish setting

Current Program Enrollment (%)



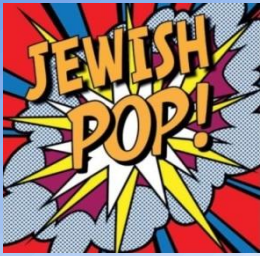
Preschool Daycare Not enrolled

Program in a Jewish Setting (%)



Yes No

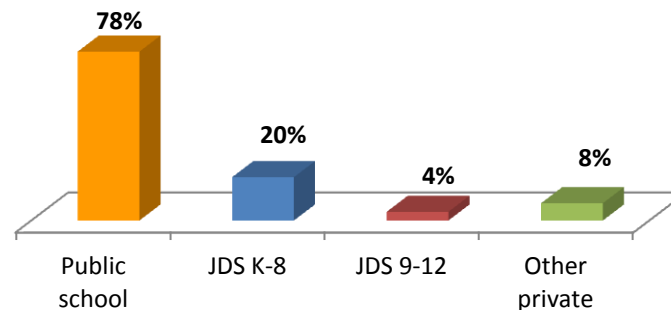
- When ready for elementary school, most parents plan to enroll their children in a Jewish education program – usually at a synagogue religious school (60%)
 - Interest in a Jewish Day School program is high – about one-quarter plan to consider this option

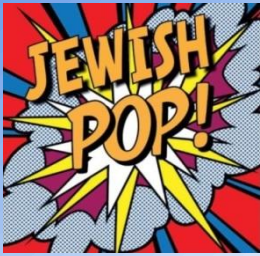


Profile: Jewish Education

- ***Educating the Children: Ages 5-17*** *[n=501]*
 - The vast majority (84%) attended a preschool/day care program in a Jewish setting
 - Parents currently take advantage of various educational options

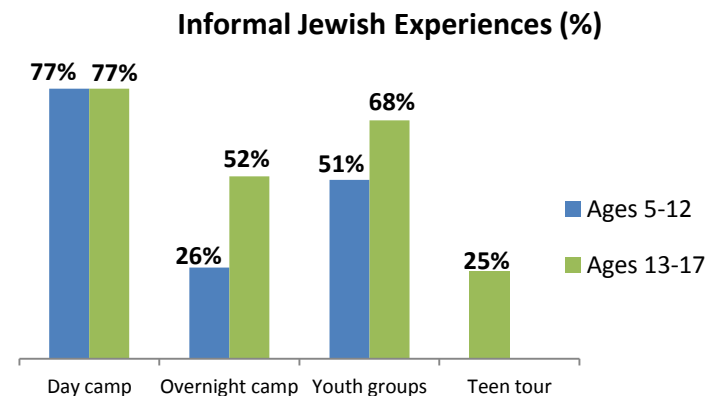
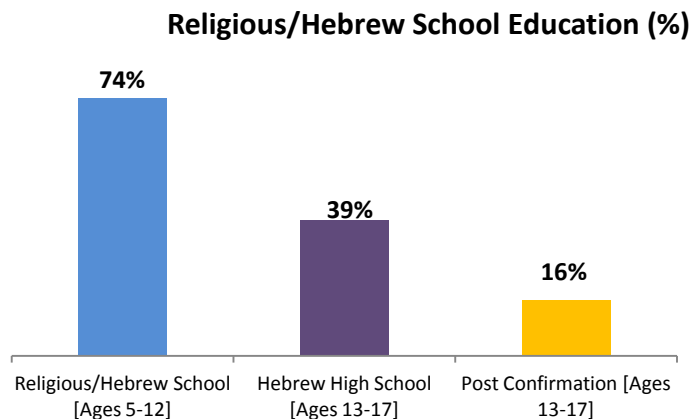
Current School Enrollment (%)



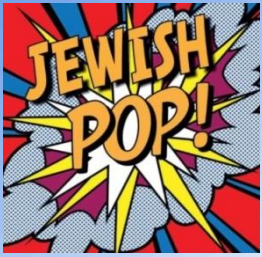


Profile: Jewish Education

- ***Educating the Children: Ages 5-17*** [n=501]
 - Religious/Hebrew school education is important for primary grade children, but declines after bar/bat mitzvah age... informal experiences sought

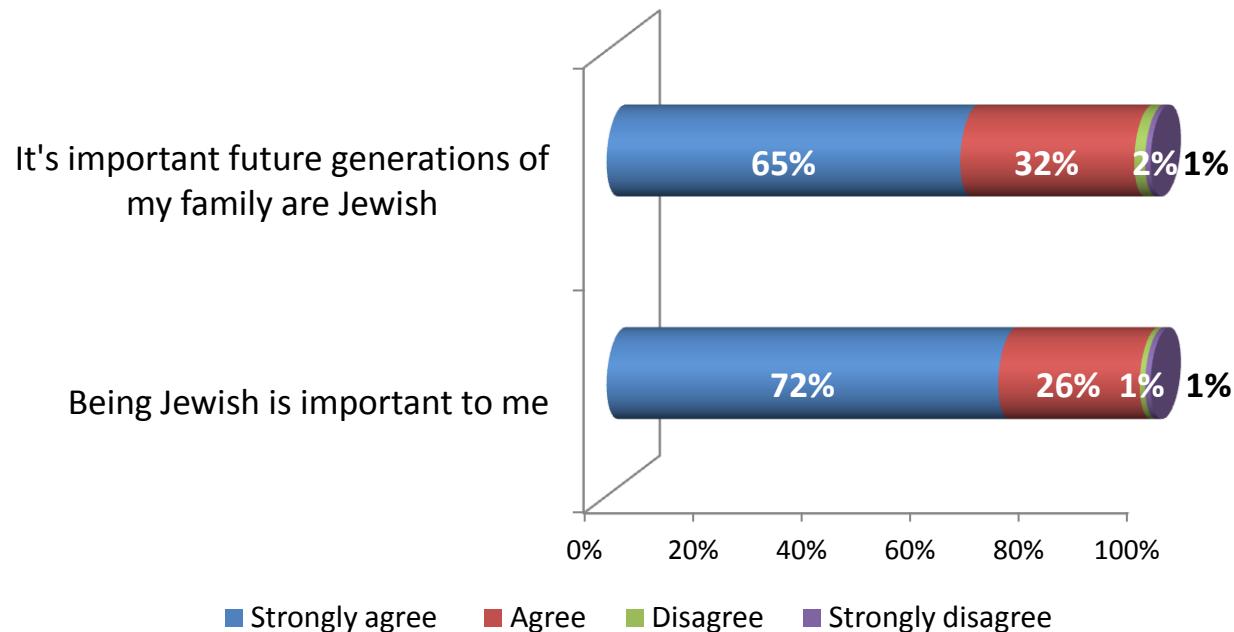


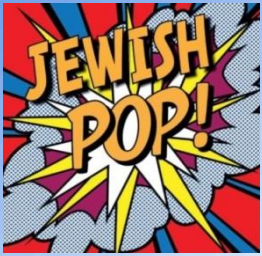
- Even though having their child become a Bar/Bat Mitzvah is important to nearly everyone (94%), continuing their child's Jewish education past this point is less likely



Profile: Continuity & Identity

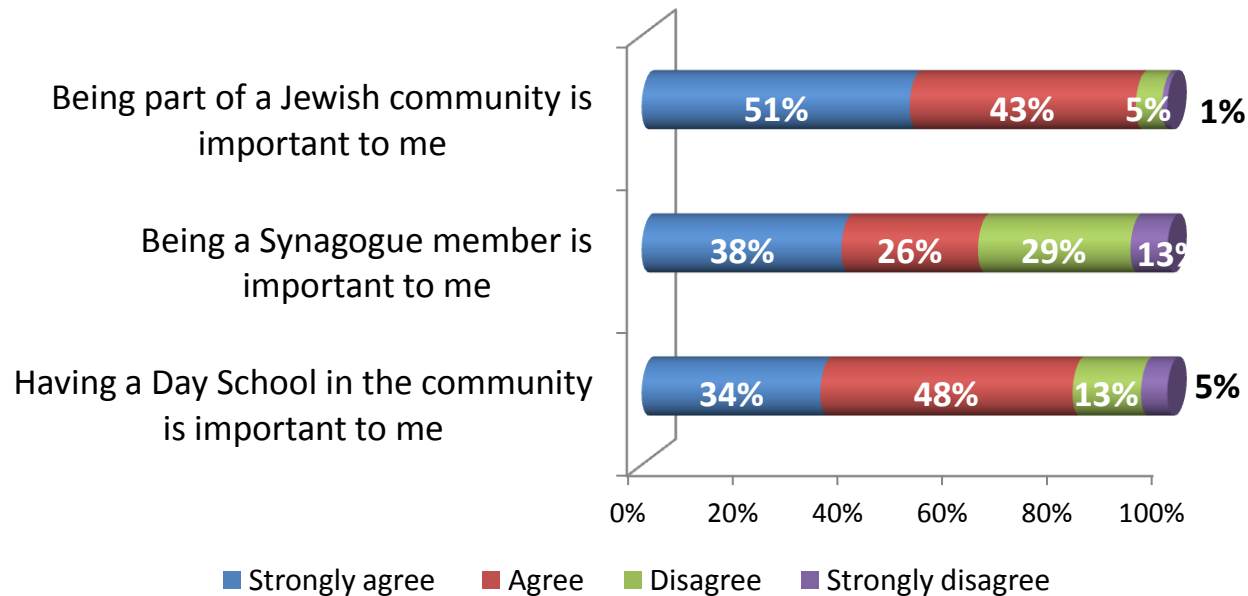
- Being Jewish matters...

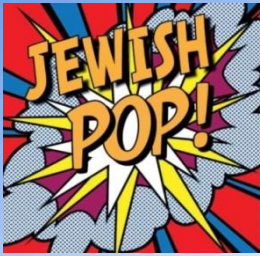




Profile: Jewish Community Life

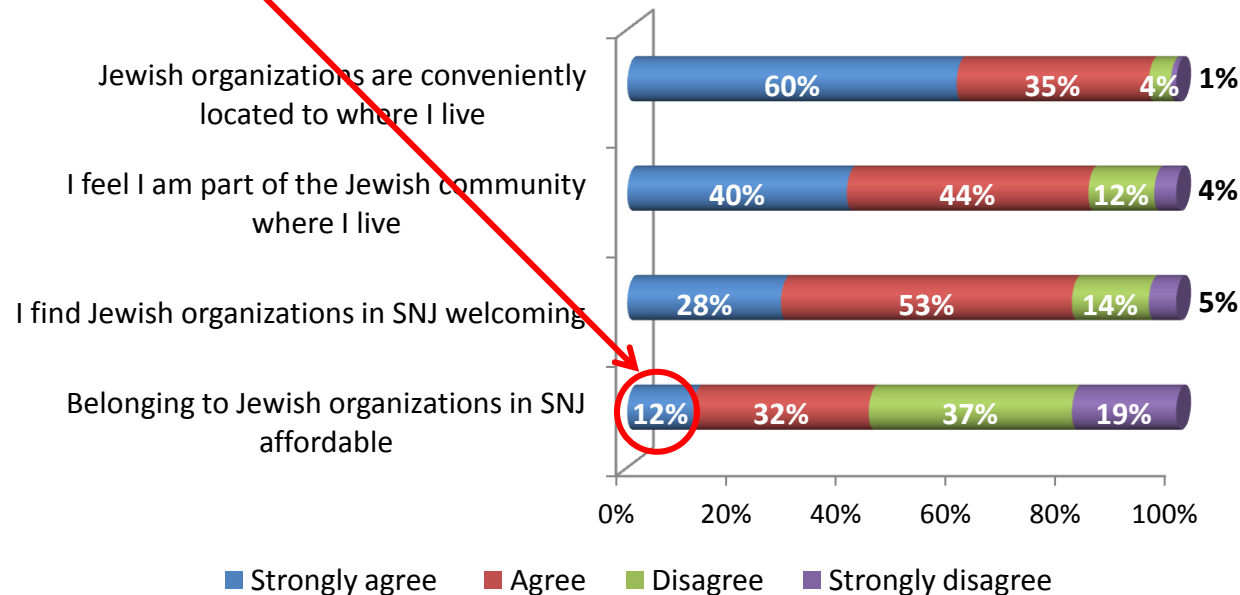
- ... as does Jewish Community 'life'

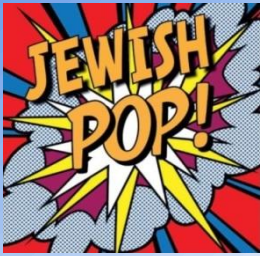




Profile: Connectedness

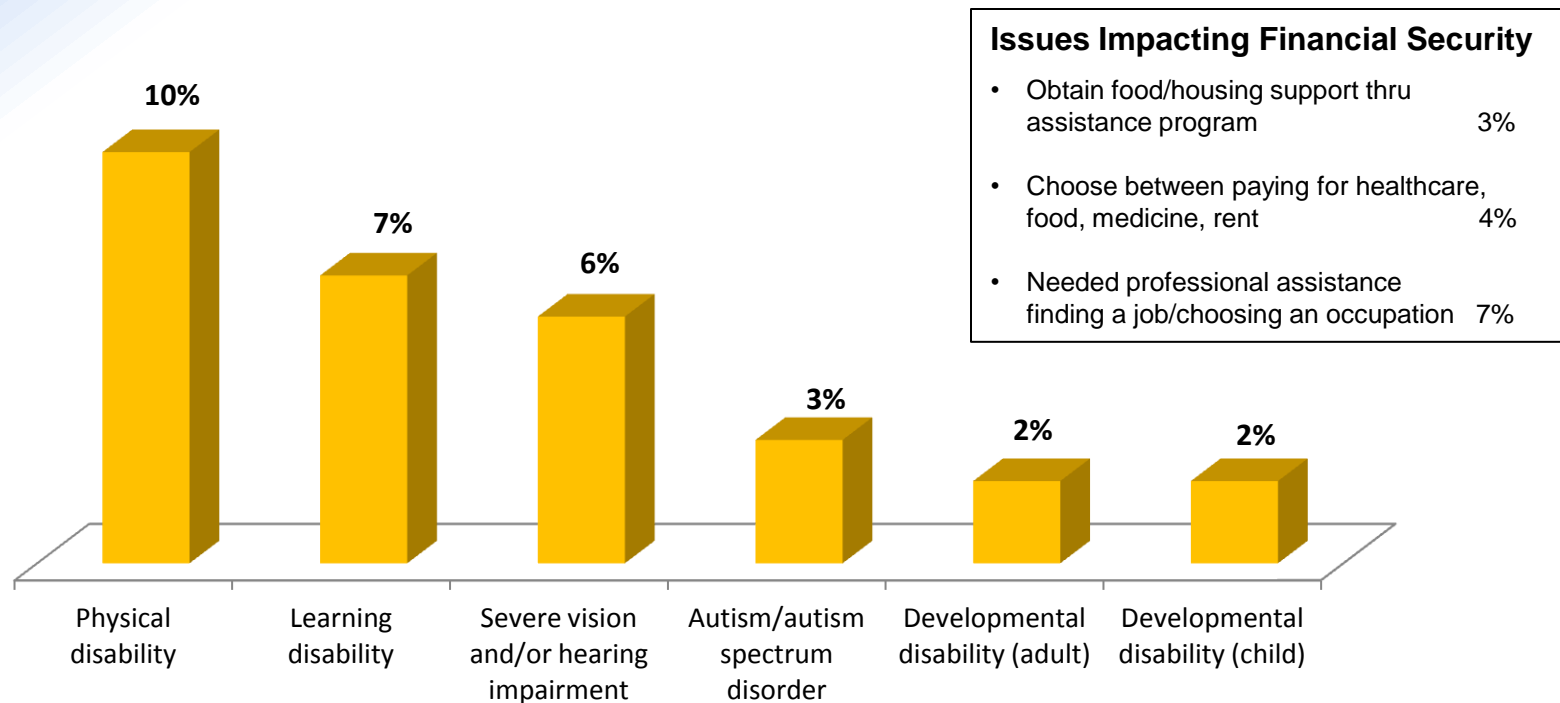
- Though respondents value being part of the Jewish community, there are barriers to feeling connected
 - Cost is a particular concern

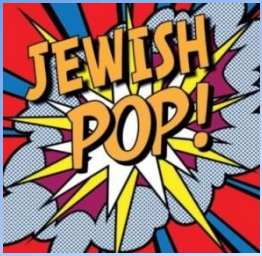




Profile: Health & Social Services

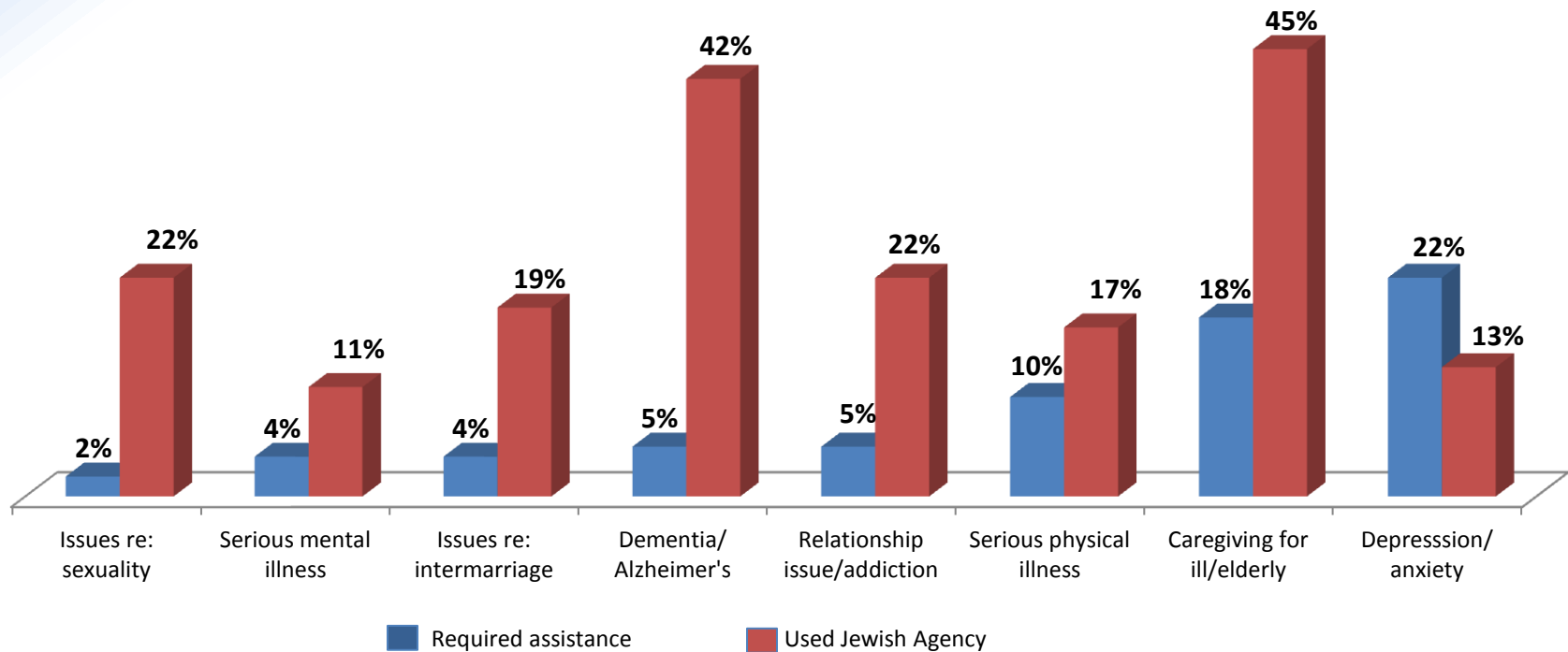
Households with Members with Disabilities (%)

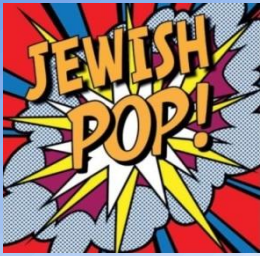




Profile: Health & Social Services

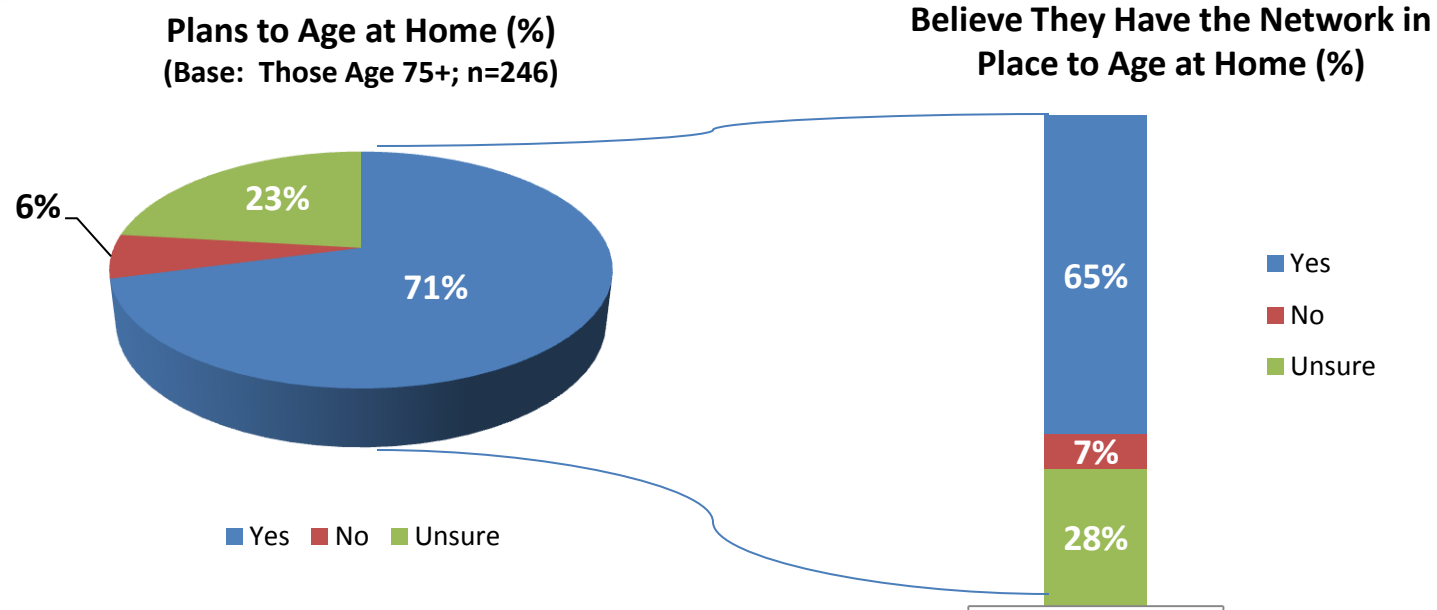
Issues and Sources of Support/Assistance (%)

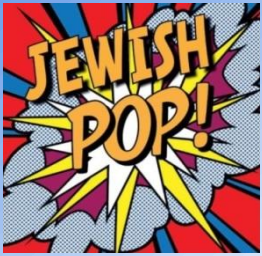




Profile: Health & Social Services

Aging in Place



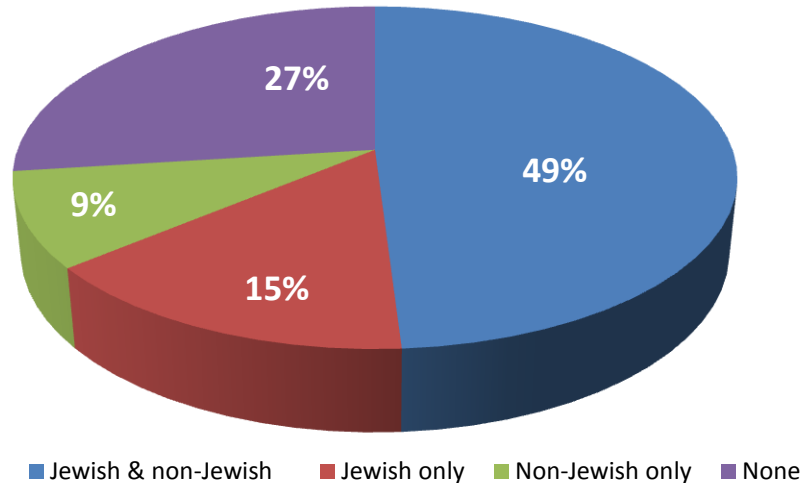


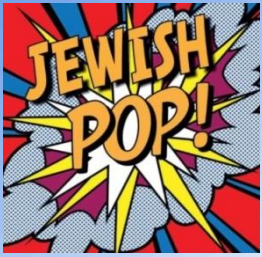
Profile: Volunteering

- ***Volunteering***

- Many are involved in Tikkun Olam (giving back) – typically for a mix of Jewish and non-Jewish organizations.

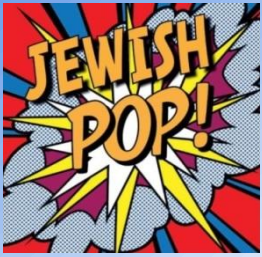
Type of Organization (%)





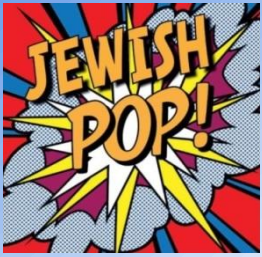
Conclusions & Implications

- **The Jewish population of Camden County clusters in three towns – Cherry Hill, Voorhees, Haddonfield.**
 - *Continue to locate programs/facilities in these areas to leverage population density and enhance program reach – while being mindful of expansion into other communities.*
- **The Camden County Jewish community is well-established and will continue to be a draw for those who value Jewish community life. Even so, it is a solid source of residents for other nearby counties.**
 - *The mix of residents is broad in nature – age, household size and structure, income, etc. – so programs and services must target a wide range of interests and needs.*



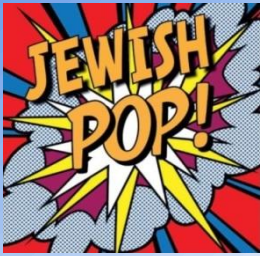
Conclusions & Implications

- **The Camden County Jewish community is engaged – affiliated, following Jewish ritual and tradition, giving its children a Jewish education.**
 - *Interest in Jewish Day School is strongest in this county, due at least in part to relatively high Orthodox population and ease of access/convenience.*
 - *Informal/cultural Jewish experiences are often valued more than religious ones, especially for teens. Expanding opportunities to informally connect with others may help to strengthen engagement.*
 - *Expanding and/or increasing awareness of volunteer opportunities may be another avenue for increase community engagement.*



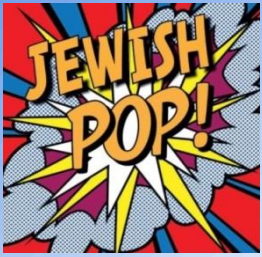
Conclusions & Implications

- **Though respondents value being part of the Jewish community, many find barriers to being as connected as they would like.**
 - *Local Jewish organizations need to find ways to be more welcoming (which costs little/nothing) and less costly.*
- **While many in the community live ‘comfortably,’ others face challenges – disabilities, financial issues, and social/emotional stressors. Jewish agencies have developed a niche in eldercare and dementia support.**
 - *Increasing awareness of the array of social services offered by local Jewish agencies could help to increase use for others stressors as well.*



Conclusions & Implications

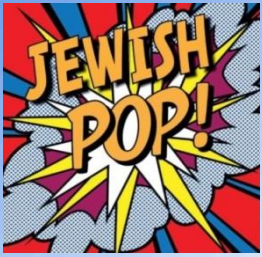
- **Aging in place for seniors is desirable, most believe they have the necessary support system to do so.**
 - *Even so, there may be opportunities for Federation social services agencies (e.g., JFCS, Aleph Home Care, etc.) to expand their reach in order to meet community needs.*



Conclusions & Implications

- **Big Picture**

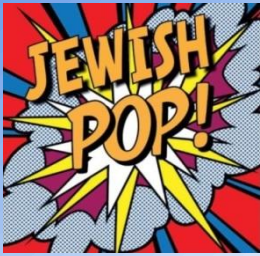
- The Jewish population in the tri-County area is estimated to have grown by 15% since 1991. Although Camden County remains the mainstay, newcomers tend to head to Gloucester and Burlington counties.
 - Seniors comprise a large part of the community, most likely increasing over time, with the attendant need for services.
- The tri-County area Jewish community is supportive of more than one dozen Jewish denominations/movements. While those identifying with the Reform and Conservative movements predominate, others are seeing growth – most notably the Orthodox and those who consider themselves ‘Just Jewish.’
 - The rise in those who identify as ‘Just Jewish’ may be troubling for the long term sustainability of the community – they tend to be less involved in/supportive of Jewish community entities/organizations, care less about Jewish continuity, follow fewer Jewish rituals and practices.



Conclusions & Implications

- **Big Picture [con't.]**

- Many feel the community is not as welcoming as it could (or should) be.
 - For some, cost is an obstacle; for others distance poses a problem.
 - Perhaps more troubling is the fact that people who are not married are less likely to feel welcomed or that they belong.
- Even so, educating the children 'Jewishly' remains a priority for most parents. For most, the synagogue religious school is the model of choice, with interest in supplementing such programs with 'informal' experiences (e.g., day and overnight camp, teen tours, etc.) noted.
 - Lack of access prevents some from enrolling their youngest children in daycare or pre-school programs in a Jewish setting.
 - Others opt for the Jewish day school experience, and many recognize the value of this type of institution for the community.

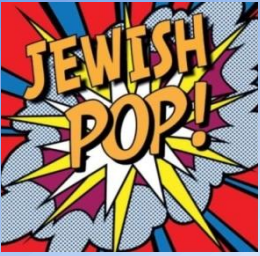


Conclusions & Implications

- **Big Picture [con't.]**

- People in the community deal with a wide array of challenges including mental and physical disabilities, financial issues, and social/emotional stressors.
 - Jewish organizations may be sources of support/assistance, but they are not routinely the 'first line of defense.'
- **Each county has its own distinct profile** – the goal should not be to simply replicate the success of the Camden County structure, but to tailor offerings to meet the unique needs of each county.

The data presents a picture of a vibrant Jewish community in Southern New Jersey... where opportunities for change exist that, when properly made, will serve to strengthen and ensure community continuity for the foreseeable future.



Next Steps

For more results, visit...

www.myjewishpop.com

***[Additional information will be available at the conclusion
of all presentations at the end of February]***