

# Report of Findings: The Jewish Community in Gloucester County



**Jewish Federation<sup>®</sup>**  
OF SOUTHERN NEW JERSEY  
AND OUR FAMILY OF AGENCIES

THE **STRENGTH** OF A PEOPLE.  
THE **POWER** OF COMMUNITY.

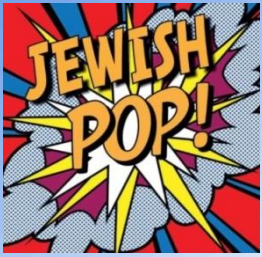
**Community Presentation**  
**February 2, 2014**

1528 Walnut Street, Suite 1414, Philadelphia, PA 19102  
[www.meliorgroup.com](http://www.meliorgroup.com)



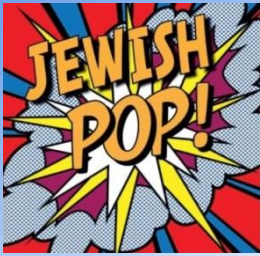
THE  
MELIOR  
GROUP

Marketing Research / Consulting



# Presentation Overview

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



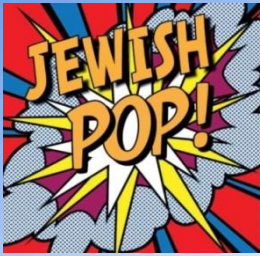
# Background

- ***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

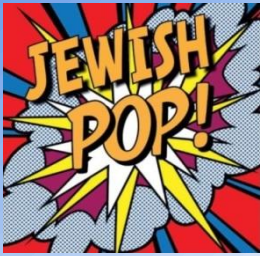


# Background

- **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"><li>• Call Center dial out using community lists, purchased sample</li></ul>	<ul style="list-style-type: none"><li>• Personal 'invite' using community lists [closed link]</li></ul>		<div>TOTAL = 209</div> <div>n = 19 (9%)</div>	<div>n = 49 (23%)</div>	OUTBOUND
INBOUND	<ul style="list-style-type: none"><li>• Direct call-in to Call Center using special JPOP # 1-855-JPOP-SNJ</li></ul>	<ul style="list-style-type: none"><li>• Click-on special JPOP survey site myjewishpop.com [open link]</li></ul>		<div>n = 4 (2%)</div>	<div>n = 137 (66%)</div>	INBOUND

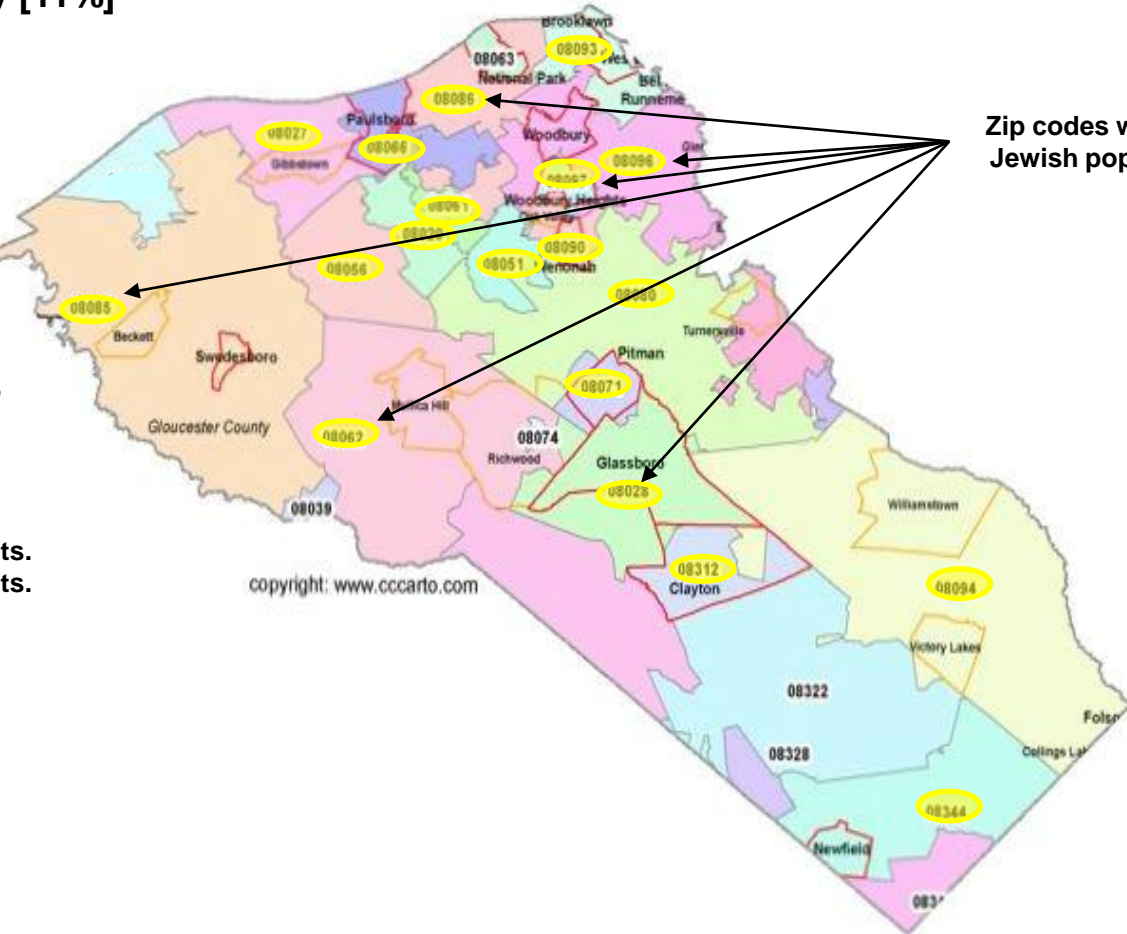


# Demographics

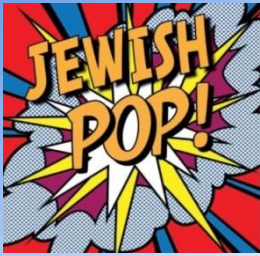
*What does the Jewish population of Southern New Jersey look like?*

## Gloucester County [11%]

08020 (n=6)  
 08027 (n=4)  
**08028 (n=33) Glassboro**  
 08051 (n=15)  
 08056 (n=5)  
 08061 (n=1)  
**08062 (n=32) Mullica Hill**  
 08066 (n=1)  
 08071 (n=8)  
 08080 (n=9)  
**08085 (n=91) Swedesboro**  
**08086 (n=25) Thorofare**  
 08090 (n=15)  
 08093 (n=8)  
 08094 (n=4)  
**08096 (n=34) Woodbury/Hts.**  
**08097 (n=42) Woodbury/Hts.**  
 08312 (n=5)  
 08344 (n=1)

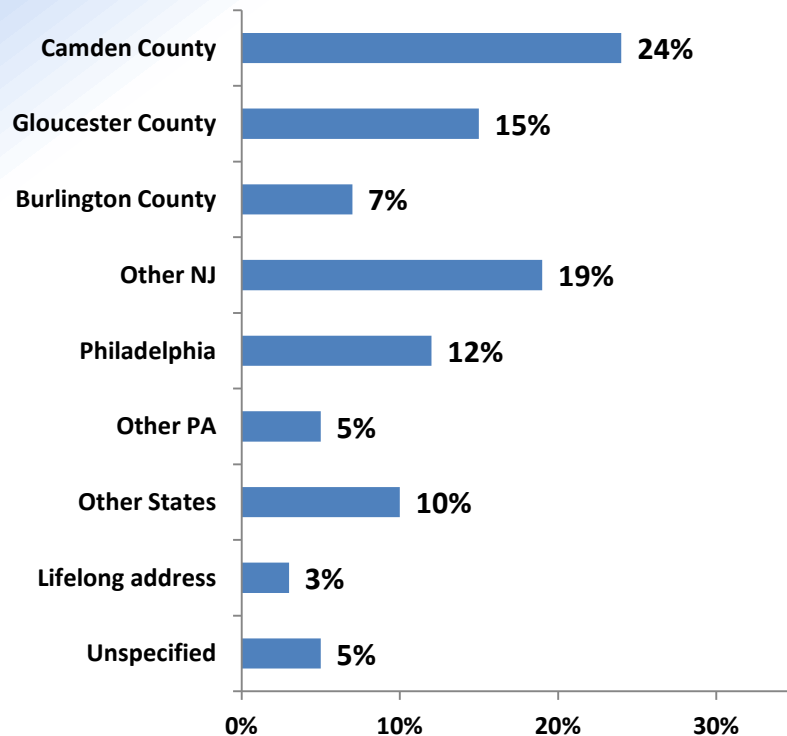


Gloucester County

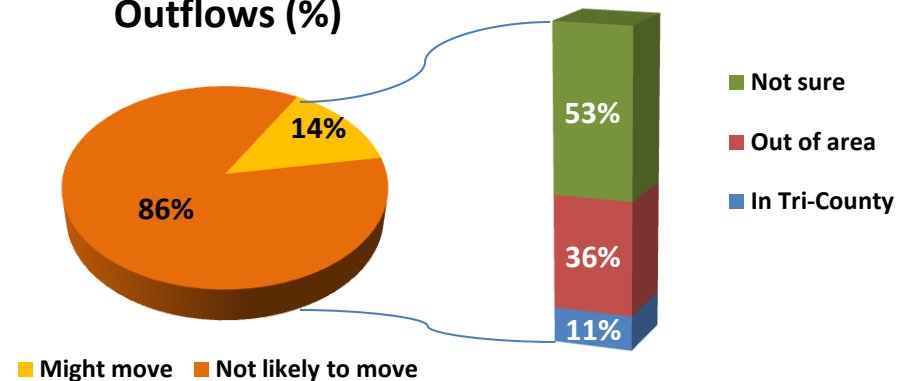


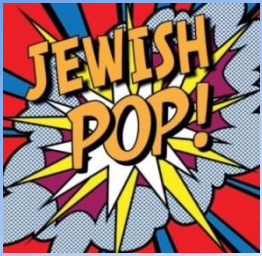
# Profile: Demographics

## Gloucester County Migration Patterns: Inflows (%)



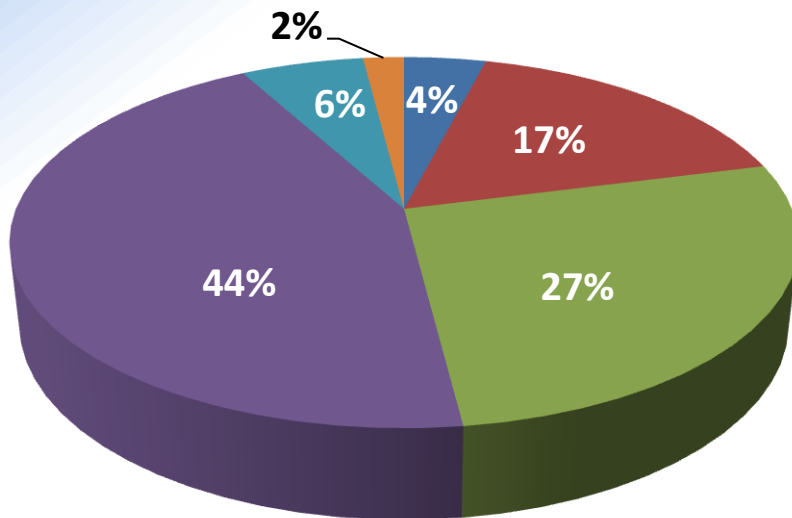
## Outflows (%)





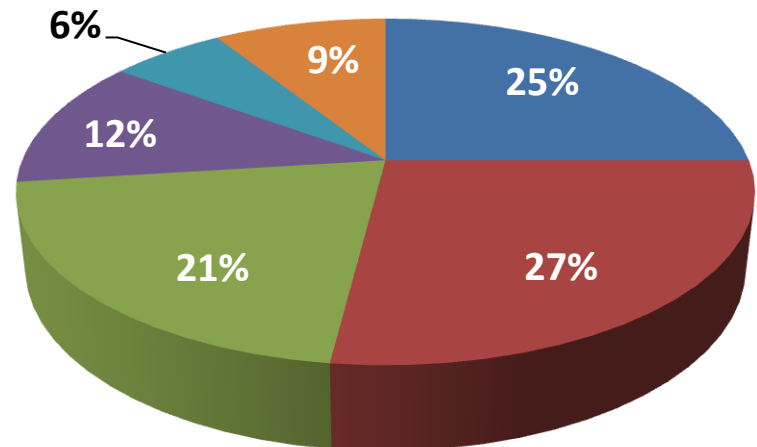
# Profile: Demographics

Age (%)



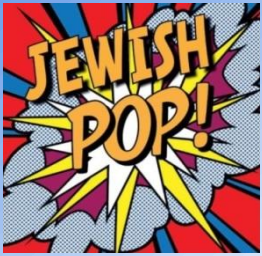
■ 18-29 yrs. ■ 30-44 yrs. ■ 45-59 yrs.  
■ 60-74 yrs. ■ 75-84 yrs. ■ 85+ yrs.

Length of Residence (%)



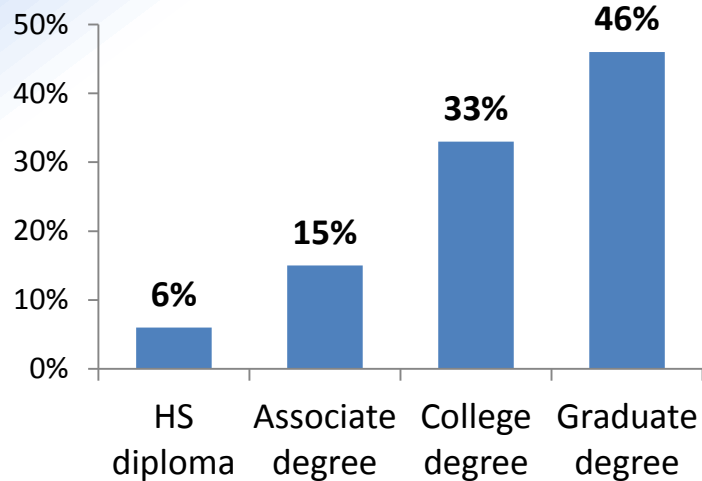
■ 0-9 yrs. ■ 10-19 yrs. ■ 20-29 yrs.  
■ 30-39 yrs. ■ 40-49 yrs. ■ 50+ yrs.



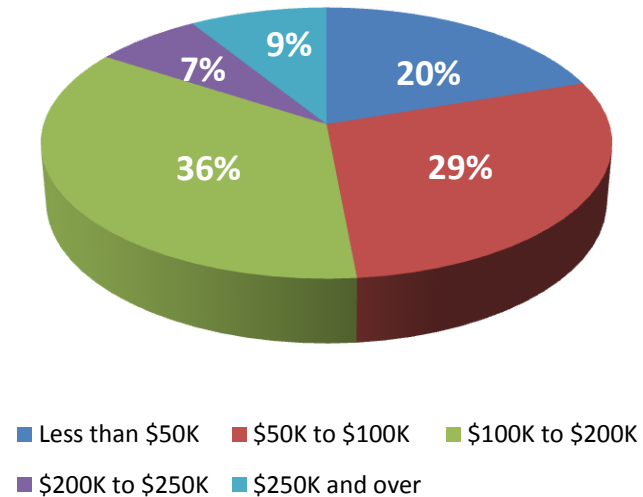


# Profile: Demographics

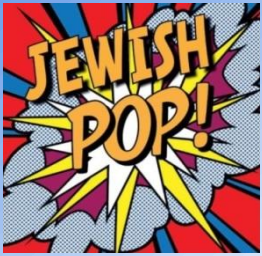
Education (%)



Household Income (%)

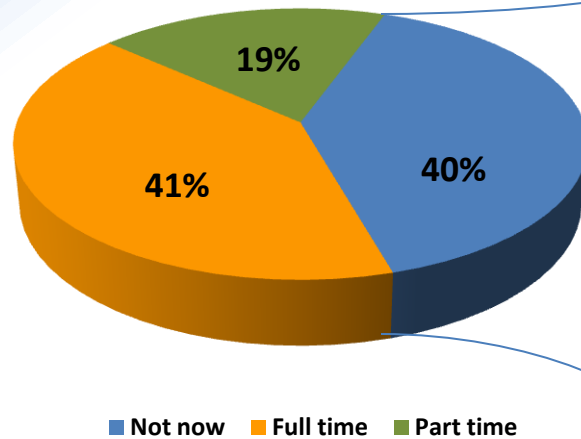




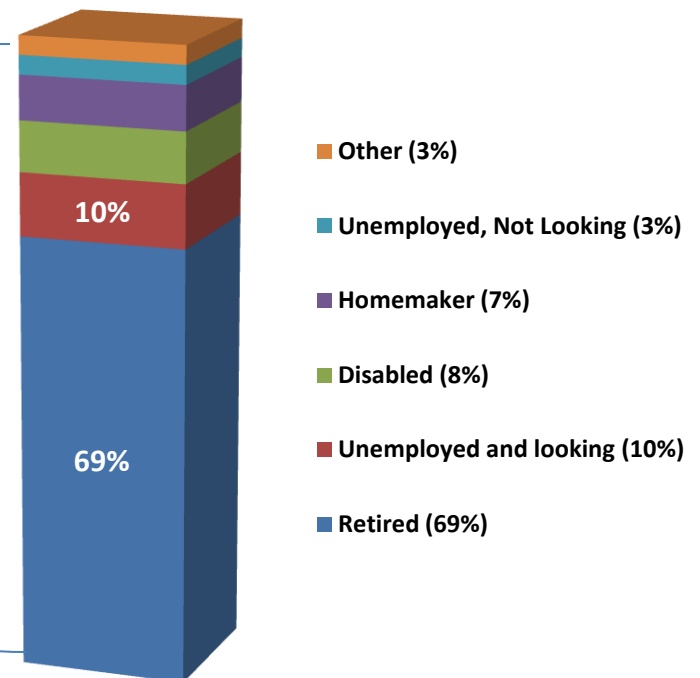


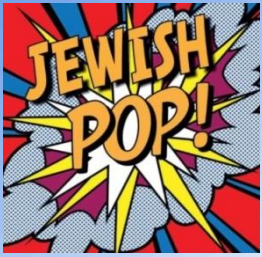
# Profile: Demographics

Employment (%)



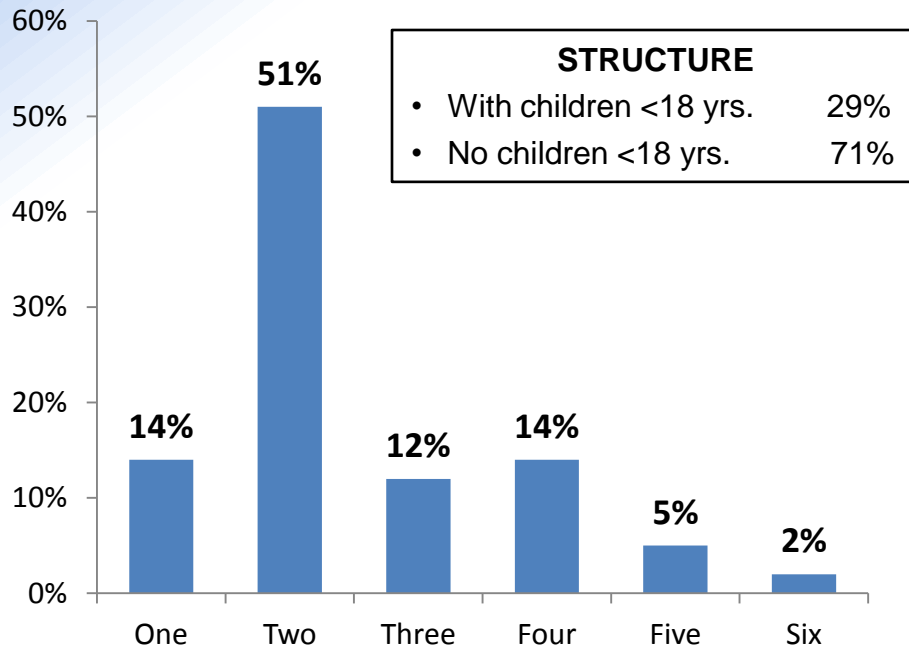
Those Not Currently Employed (%)



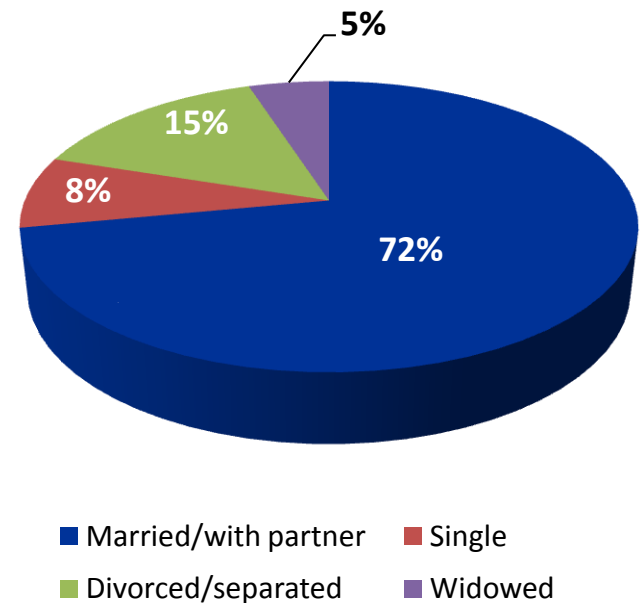


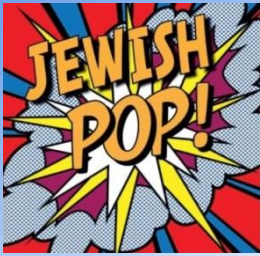
# Profile: Demographics

## Household Size & Structure (%)



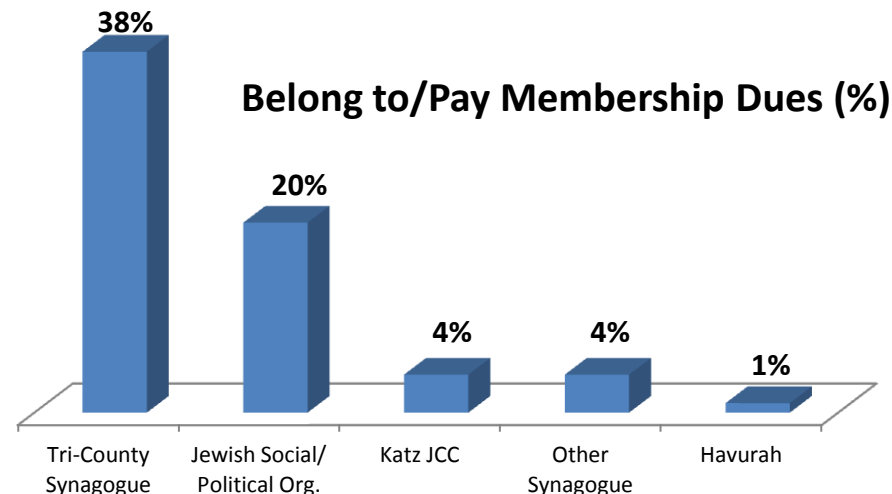
## Marital Status (%)

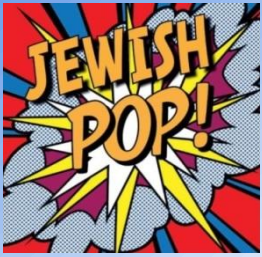




# Profile: Jewish Practices

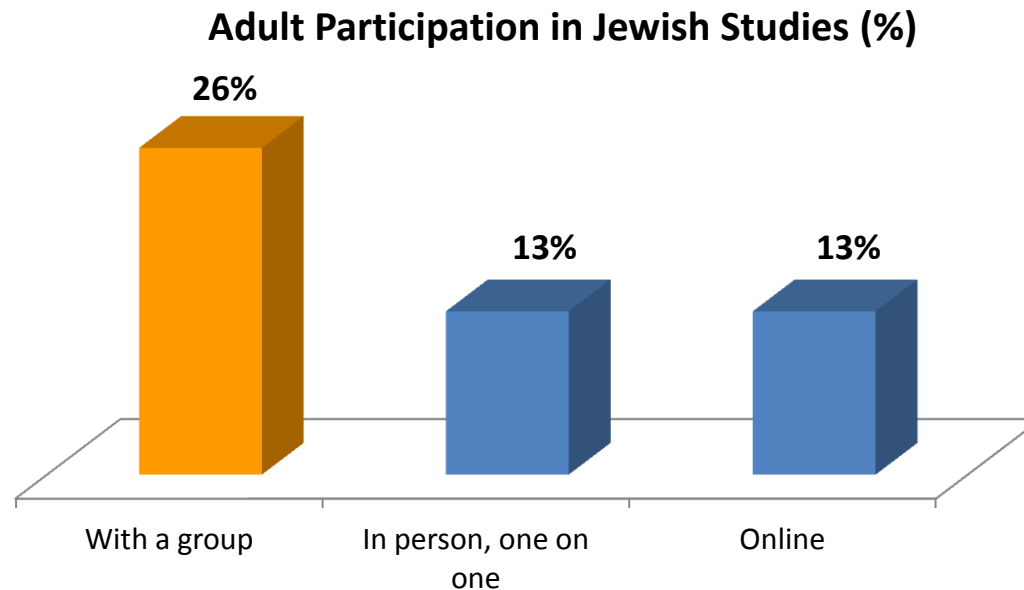
- Typically Conservative (36%), 'Just Jewish' (29%) or Reform (25%)
- Jewish ritual observance varies
  - High (80%+): Chanukah candles
  - Moderate (50-80%): Passover Seder, Mezuzah, Yahrzeit candles, fast on YK, attend High Holiday services
  - Low (<35%): Sukkah, Shabbat services, Shabbat candles, Kosher at home

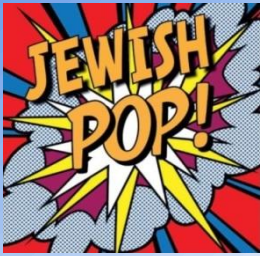




# Profile: Jewish Education

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

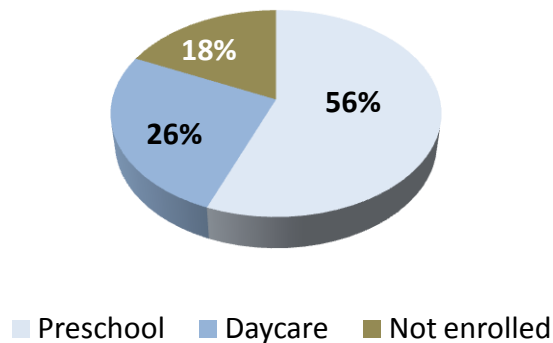




# Profile: Jewish Education

- ***Educating the Children: Ages 0-4*** [n=34]
  - Most are enrolled in a program, though none in a Jewish setting

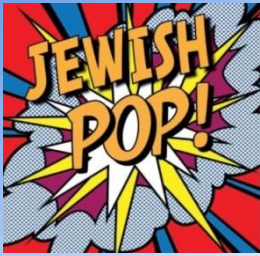
Current Program Enrollment (%)



Program in a Jewish Setting (%)

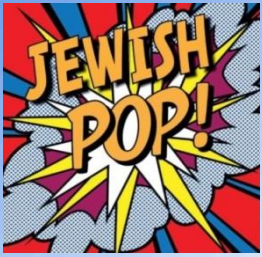


- When ready for elementary school, the majority of parents plan to enroll their children in a Jewish education program – typically a synagogue religious school program



# Profile: Jewish Education

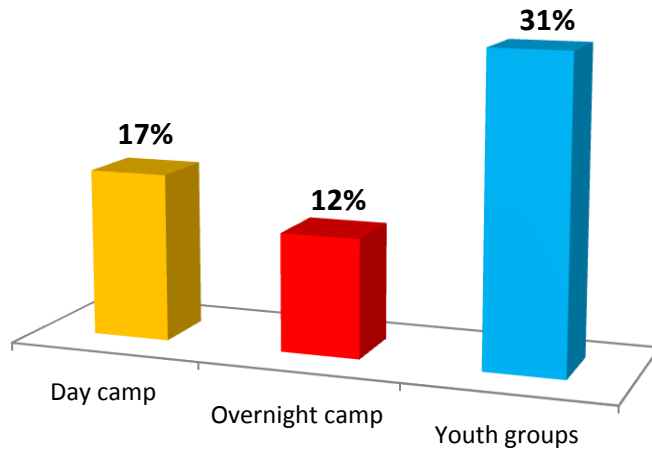
- ***Educating the Children: Ages 5-17*** *[n=78]*
  - Less than one-quarter (21%) attended a preschool/day care program in a Jewish setting
  - Most (88%) currently attend public school
    - 59% attend religious school [ages 5-12]
    - 3% attend Hebrew High school [ages 13-17]
    - 7% involved in post-Confirmation classes [ages 13-17]
  - Having their child become a Bar/Bat Mitzvah is important to most (92%)
    - Continuing their child's Jewish education past this point is less likely – just over half (57%) have done/expect to do so



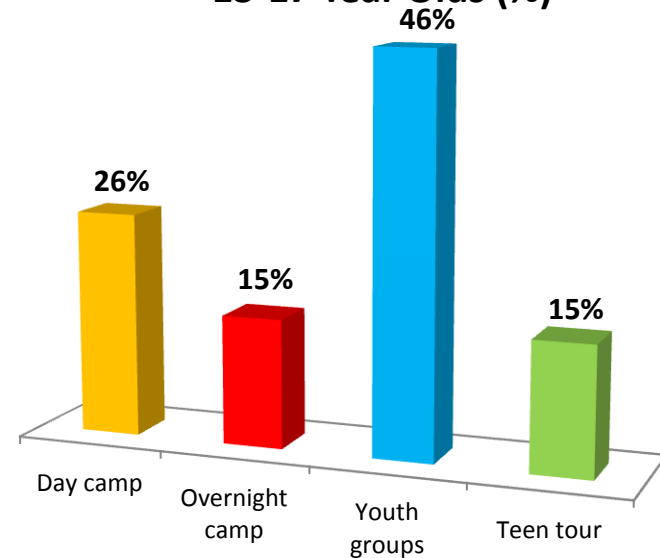
# Profile: Jewish Education

- ***Educating the Children: Ages 5-17*** [n=78]
  - Informal Jewish experiences are valued, especially for teenagers

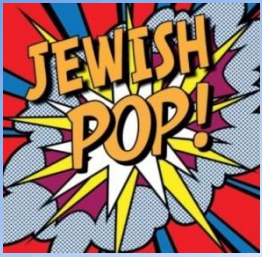
**Informal Jewish Experiences:  
5-12 Year Olds (%)**



**Informal Jewish Experiences:  
13-17 Year Olds (%)**

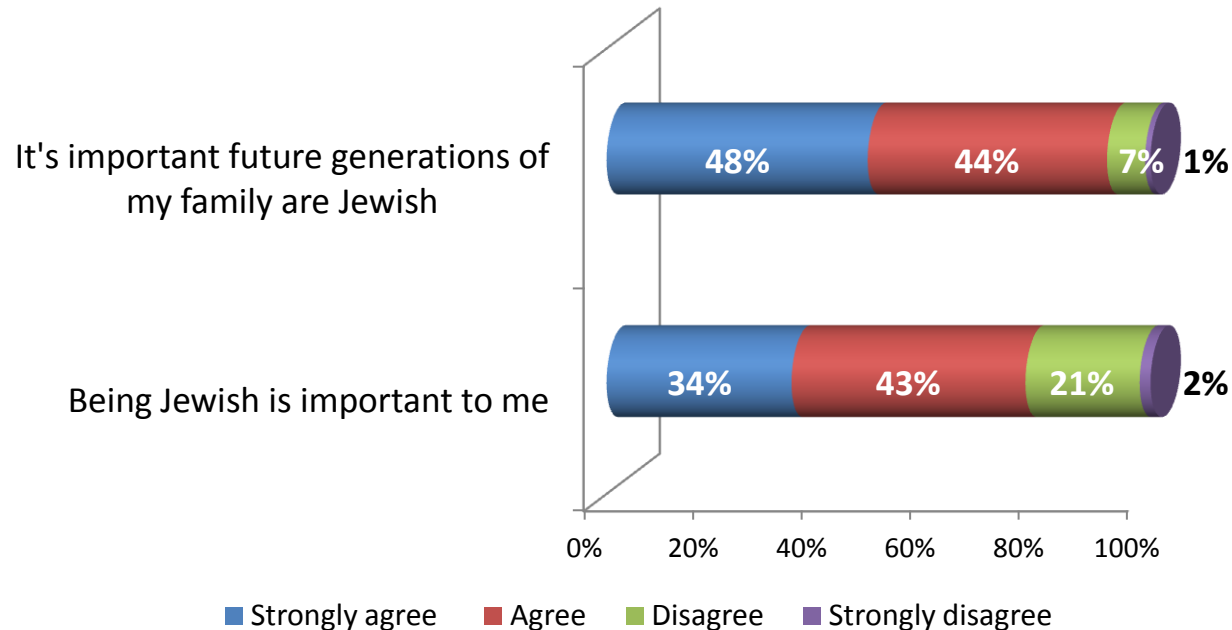


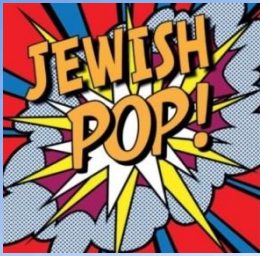




# Profile: Continuity & Identity

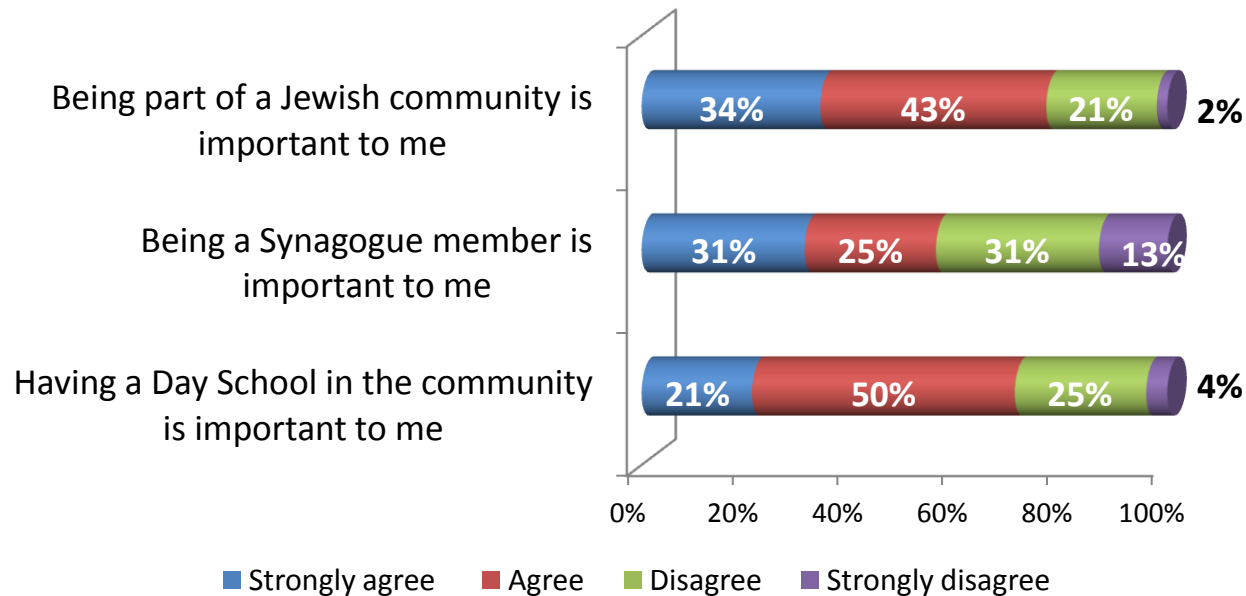
- Being Jewish matters...

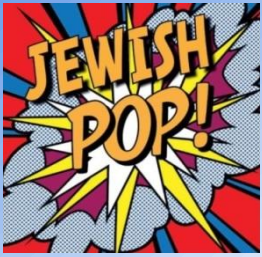




# Profile: Jewish Community Life

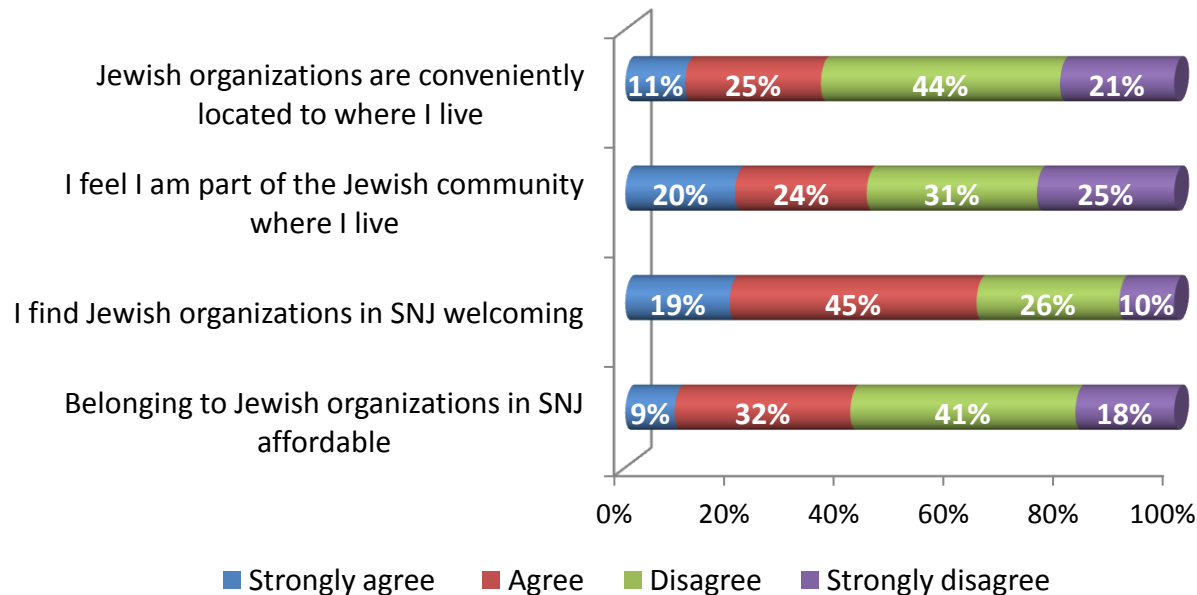
- ... as does Jewish Community 'life'

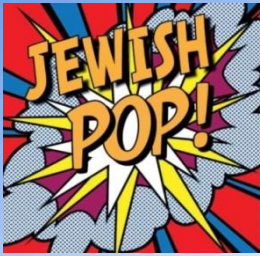




## Profile: Connectedness

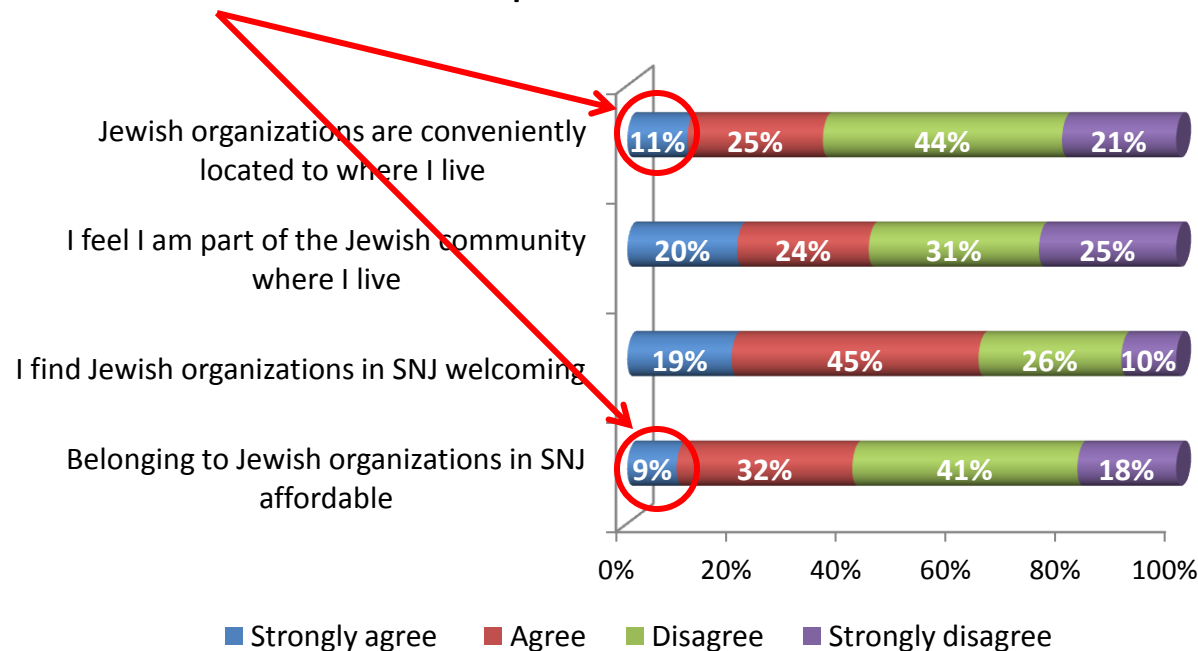
- Though respondents value being part of the Jewish community, there are barriers to feeling connected

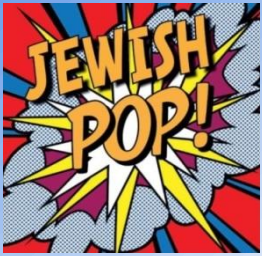




# Profile: Connectedness

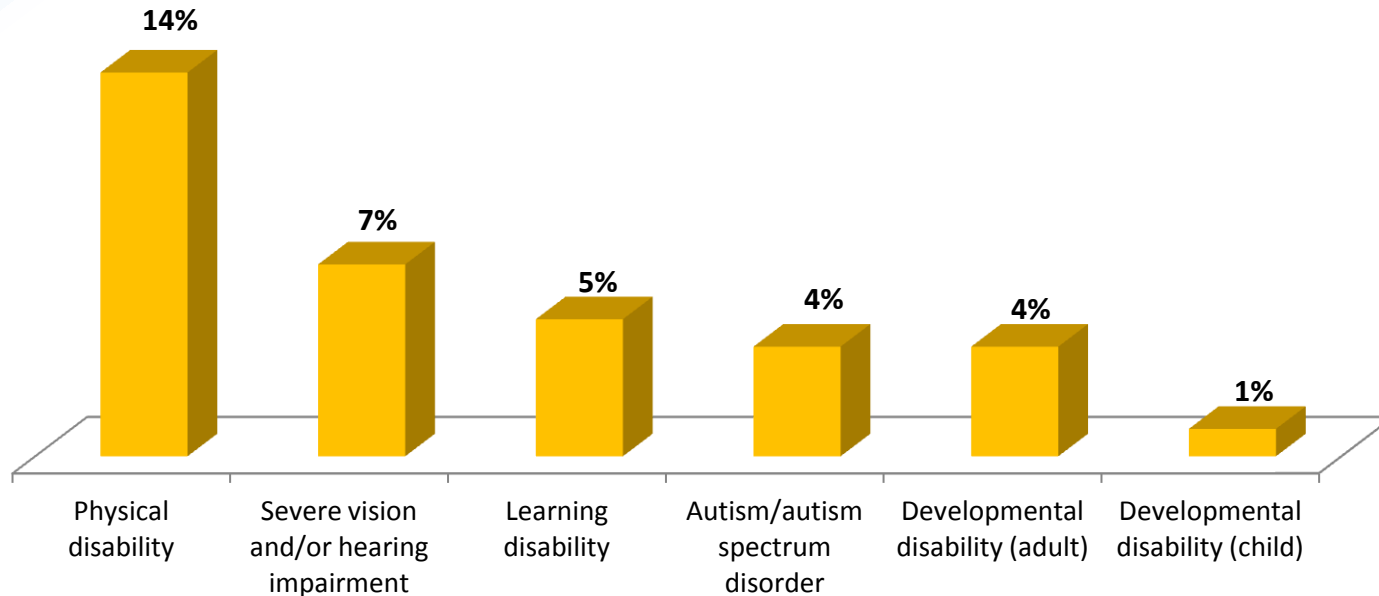
- Though respondents value being part of the Jewish community, there are barriers to feeling connected
  - Cost and convenience are particular concerns

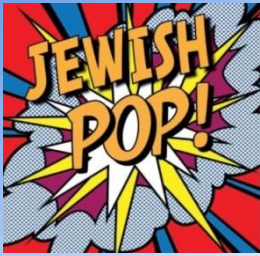




# Profile: Health & Social Services

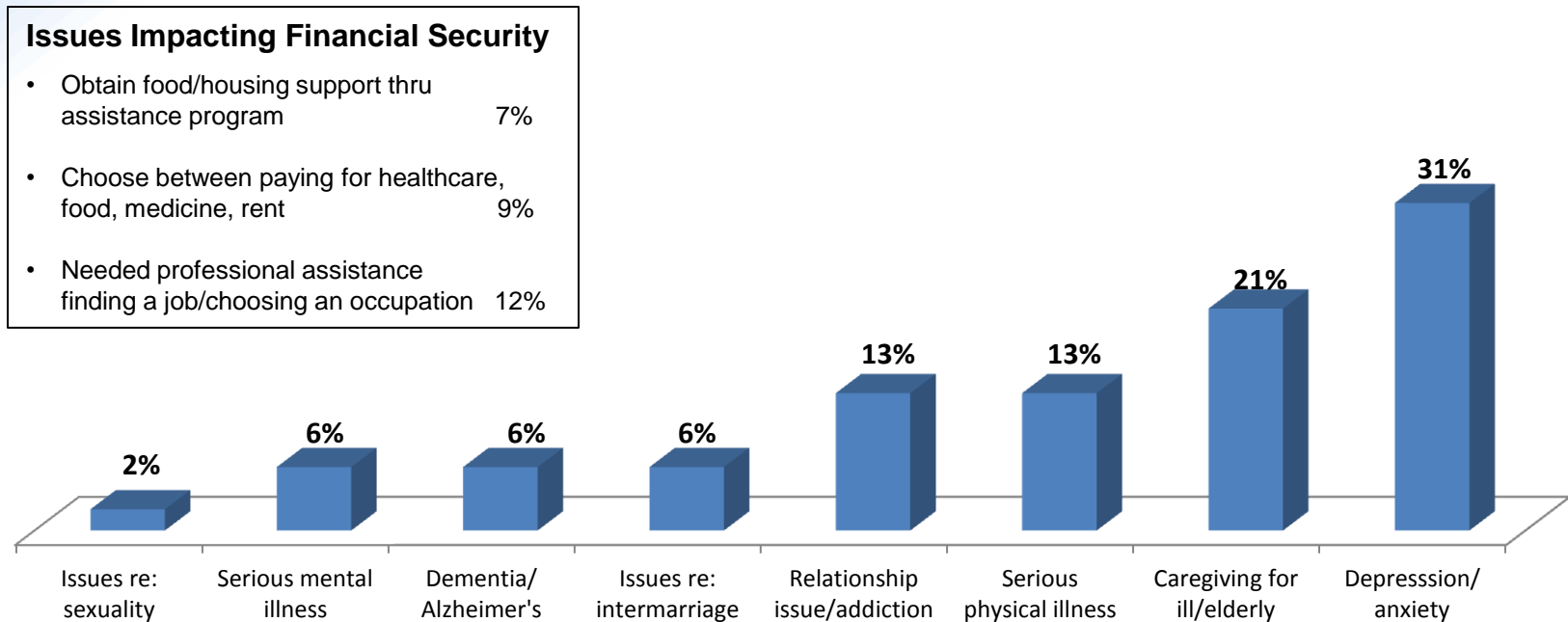
## Households with Members with Disabilities (%)

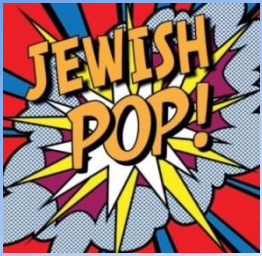




# Profile: Health & Social Services

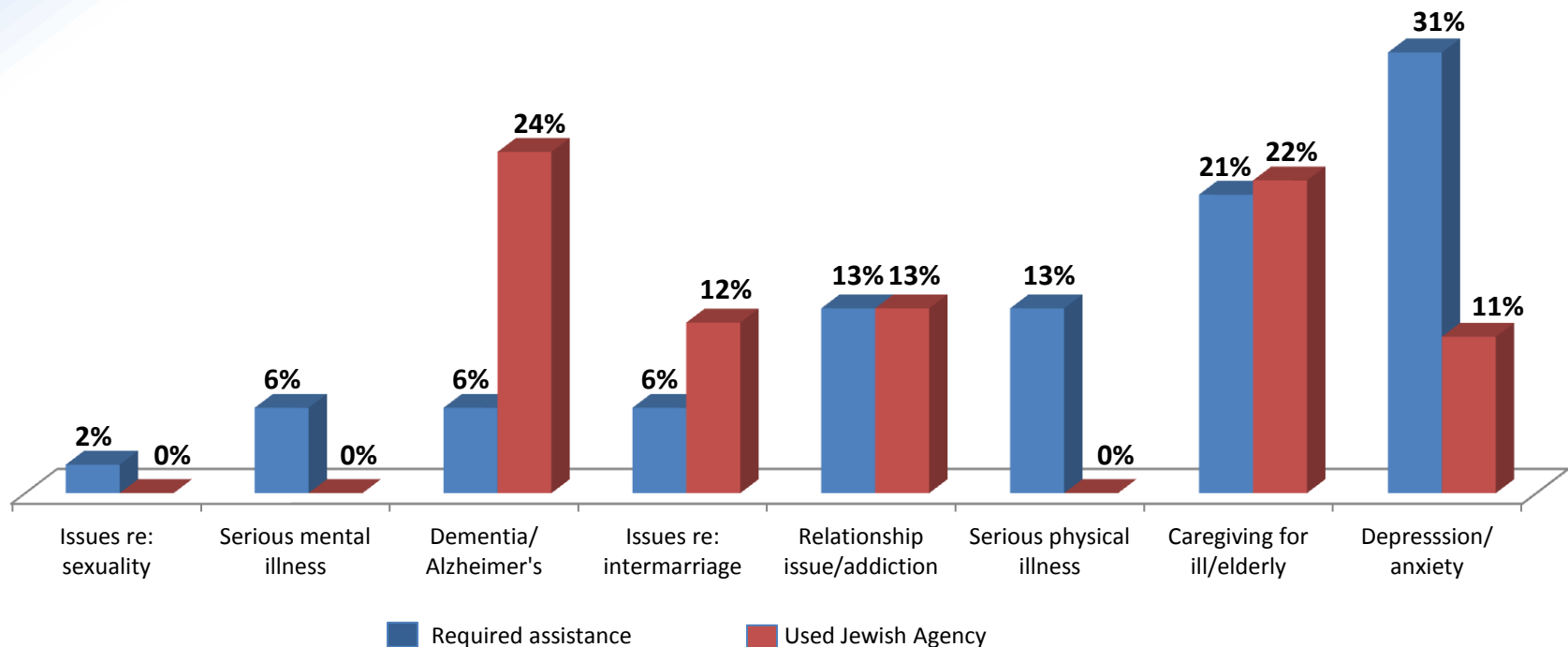
## Issues Requiring Assistance to Cope (%)



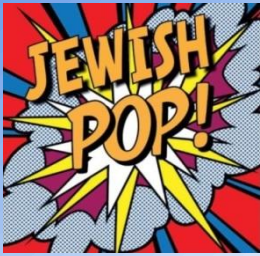


# Profile: Health & Social Services

## Issues Requiring Assistance to Cope and Their Use of Jewish Agencies to Do So (%)

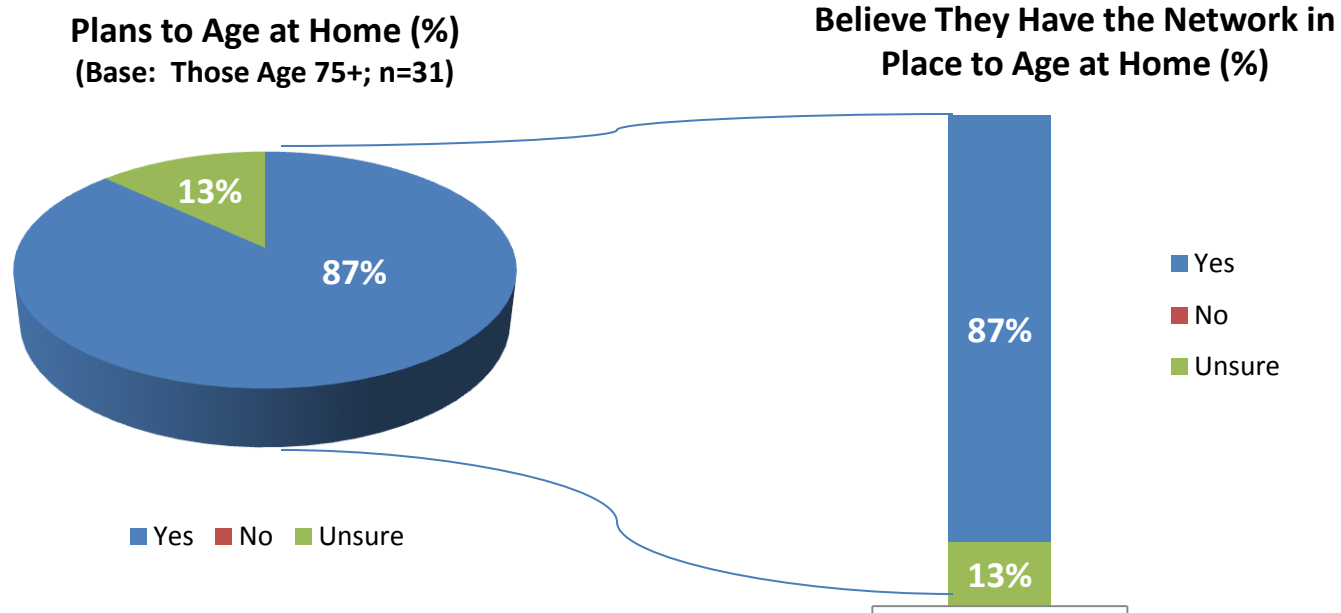


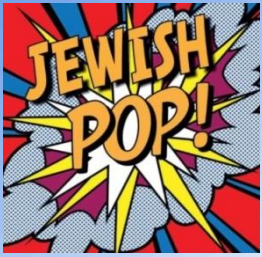




# Profile: Health & Social Services

## Aging in Place



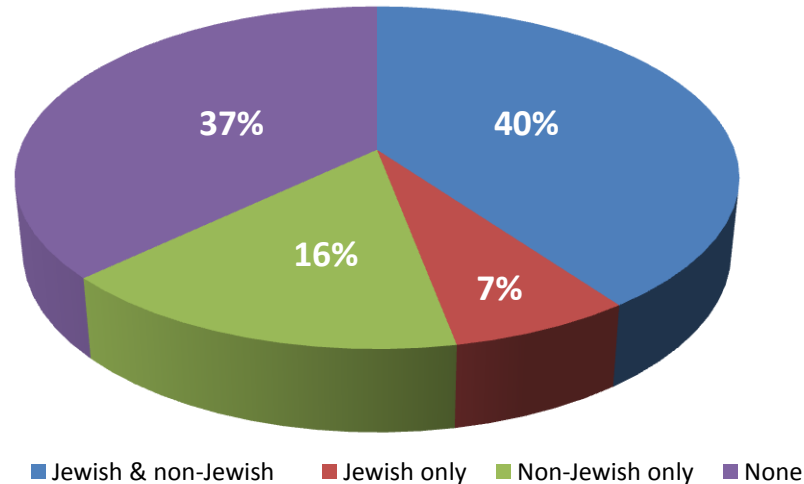


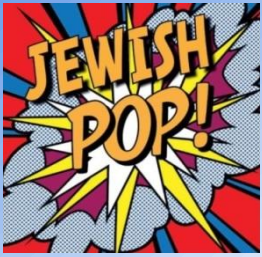
# Profile: Volunteering

- ***Volunteering***

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

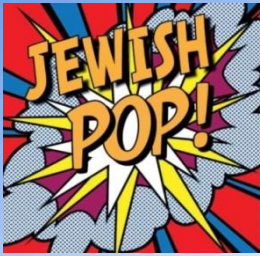
**Type of Organization (%)**





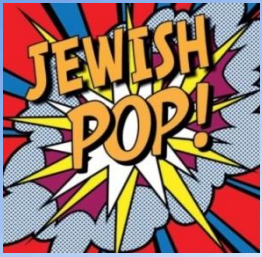
# Conclusions & Implications

- **The Jewish population of Gloucester County is concentrated in Swedesboro and Woodbury/Hts – with smaller pockets in Glassboro, Mullica Hill, and Thorofare.**
  - *Locate programs/facilities in these areas to leverage population density and enhance program reach.*
- **This population consists of a relatively broader mix (age, income, length of residence, employment status, etc.) than noted in other counties.**
  - *Even though ‘young seniors’ comprise the largest segment, programs and services targeting families with children should not be overlooked.*



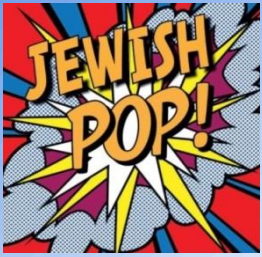
# Conclusions & Implications

- **The Gloucester County Jewish community is more moderately engaged (compared to other counties) due, at least in part, to the relatively large proportion of people who identify as ‘Just Jewish.’**
  - *Informal/cultural Jewish experiences are often valued more than religious ones not only by this segment but also 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.*
- **For many, the connection is rather tenuous.**
  - *Local Jewish organizations need to find ways to be less costly, more convenient, and more welcoming.*



# Conclusions & Implications

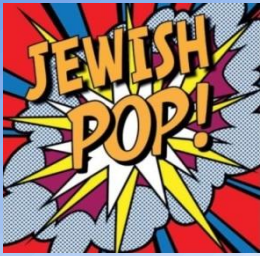
- **While many in the community live ‘comfortably,’ others face challenges – disabilities, financial issues, and social/emotional stressors. They are most likely to turn to Jewish agencies for help coping with dementia & caregiving for the elderly.**
  - *Increasing awareness of the array of social services offered by local Jewish agencies could help to increase use for others stressors as well.*
- **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.

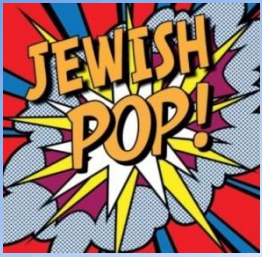


# Conclusions & Implications

- **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.

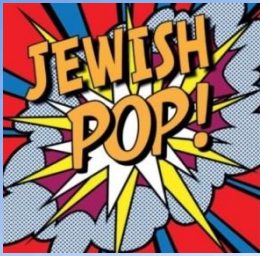




# Conclusions & Implications

- **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.

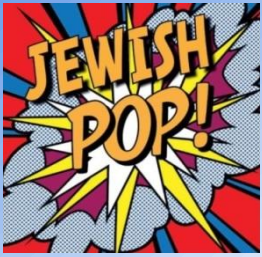


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- **Each county has its own distinct profile** – the goal should not be to simply replicate the success of the Camden County structure, but to tailor offerings to meet the unique needs of each county.

**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](http://www.myjewishpop.com)**

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