

**“Count Me In”
The 2010 Study of the Rochester Jewish Community**

Our Children & Teens

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I BACKGROUND & INTRODUCTION

- “Count Me In” launched on a community-wide basis 18 January 2010 and remained live through 15 March 2010 – a total of eight full weeks of data collection.
- During that time, a final total of 2,334 self-identified Jews across the greater Rochester area participated and completed online interviews. Participants in our survey sample spanned the region from Batavia in the west, to Geneseo and Naples in the south, to Geneva and Penn Yan in the east, and included 100 Jewish students attending local colleges and universities.
- Broad-based inclusion – and a diversity of input – was sought and achieved demographically, geographically, religiously, and in degree of Jewish communal affiliation or lack thereof. This was, in other words, a study of Rochester’s Jewish community – not just the identified and affiliated nucleus of that community.

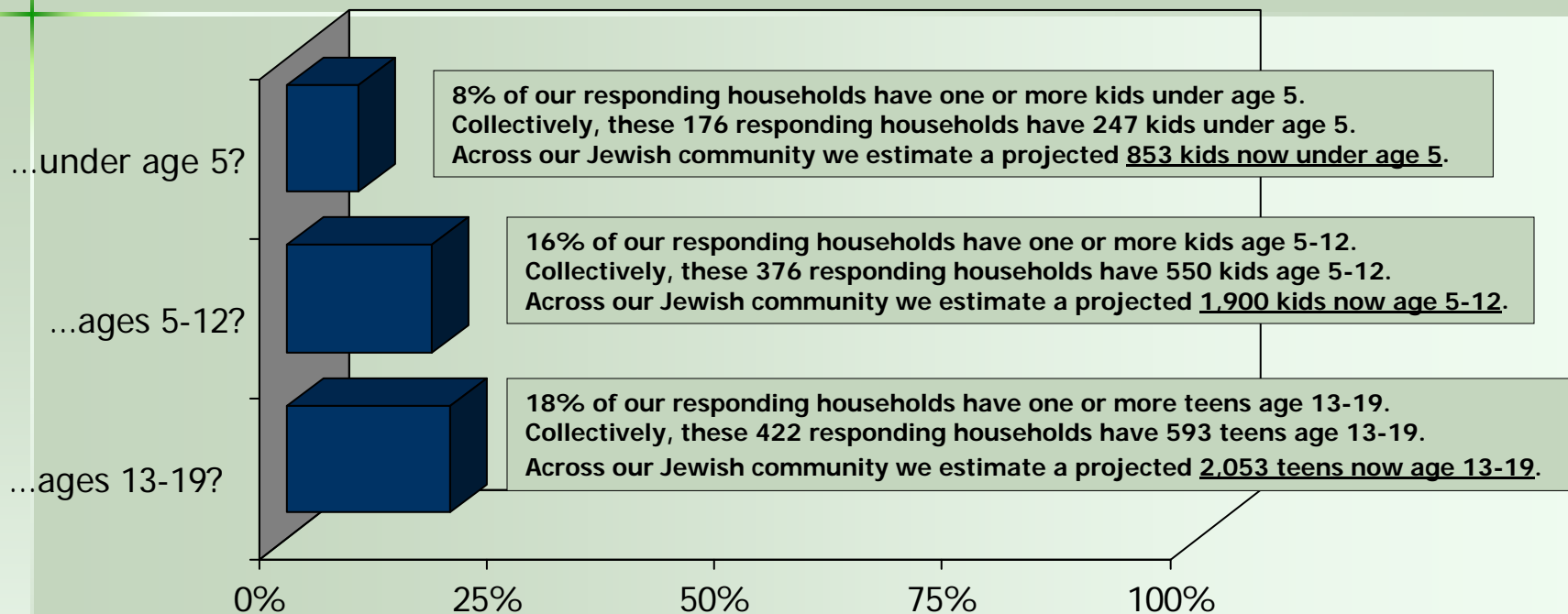
II METHODOLOGY

As one of a series of themed analyses which emerged from this extremely comprehensive “Count Me In” study, the presentation which follows contains an assemblage of questions with direct or indirect relevance to **our children and teens**.

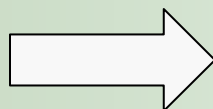
All questions which dealt with these younger members of our Jewish households -- and their current and anticipated needs -- are assembled in the slides which follow.

III ASSEMBLED FINDINGS

Q29b) Within your household, how many people are...?



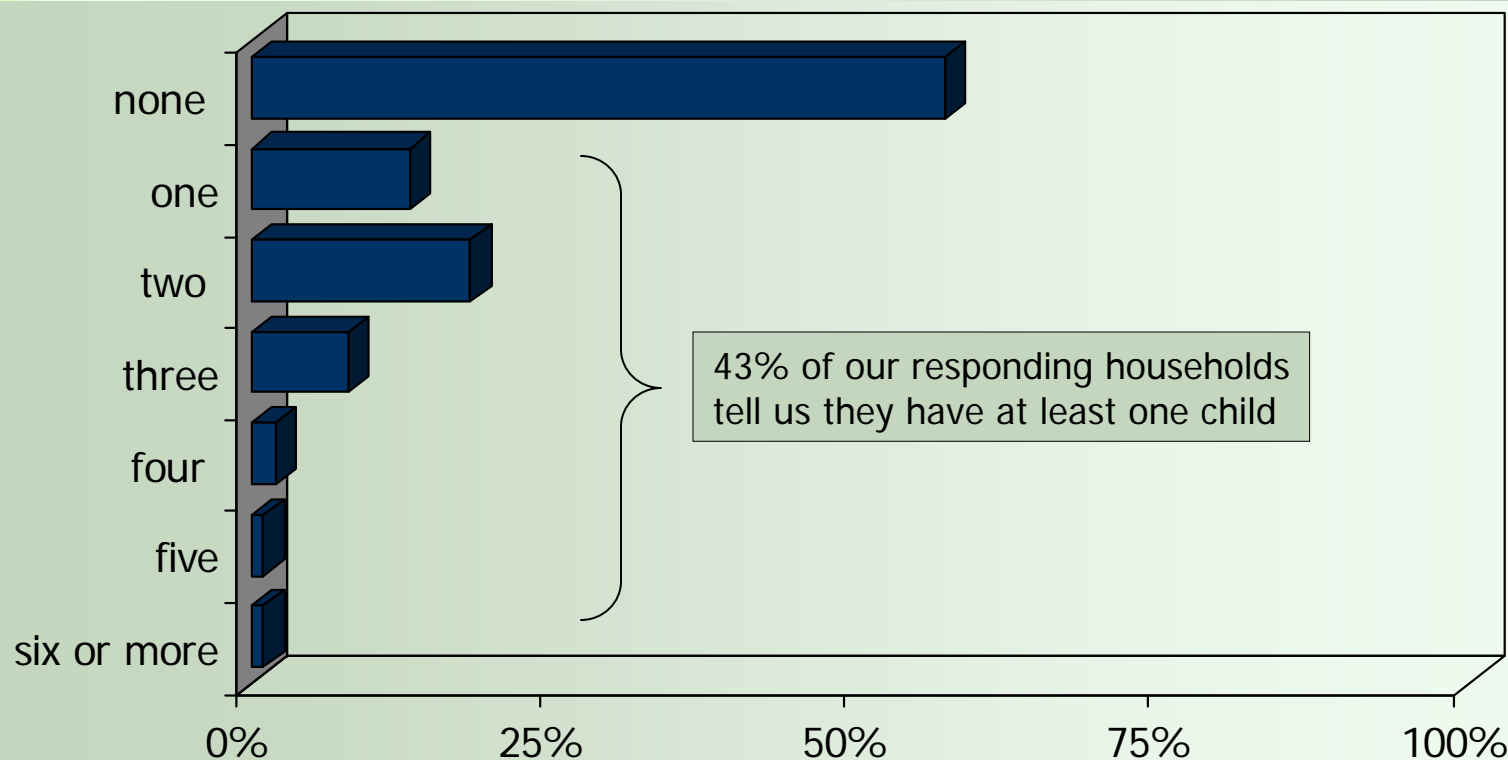
	...ages 13-19?	...ages 5-12?	...under age 5?
% response	18%	16%	8%



For historical comparison, the 2000 study provided these estimates, using somewhat different age breaks to define their cohorts, and projecting from only 708 respondents rather than our current 2,234:
 1,718 ages 0-5
 2,795 ages 6-12
 1,590 ages 13-17 and 1,461 ages 18-24. [p.78]

N = 2,234

Q29c) So just for clarification, this household has how many children in total?

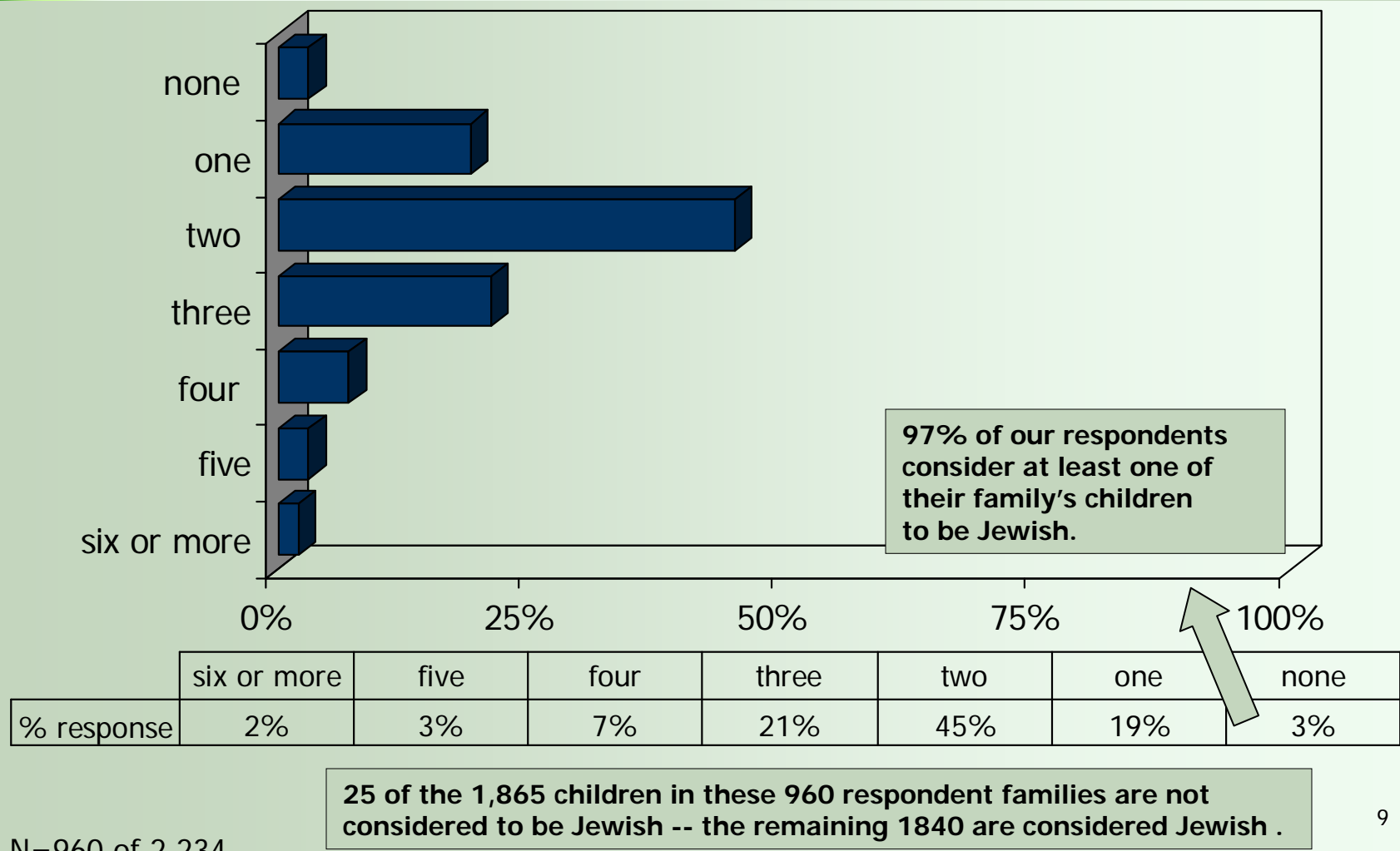


	six or more	five	four	three	two	one	none
% response	1%	1%	2%	8%	18%	13%	57%

Note that for the next few questions, our context shifted from household to family, reminding respondents that "... 'family' includes you, your spouse / partner, and your children, even if those children are now grown and living elsewhere..."

Q37) [Asking only those with at least one child:]
How many of this family's children do you consider Jewish?

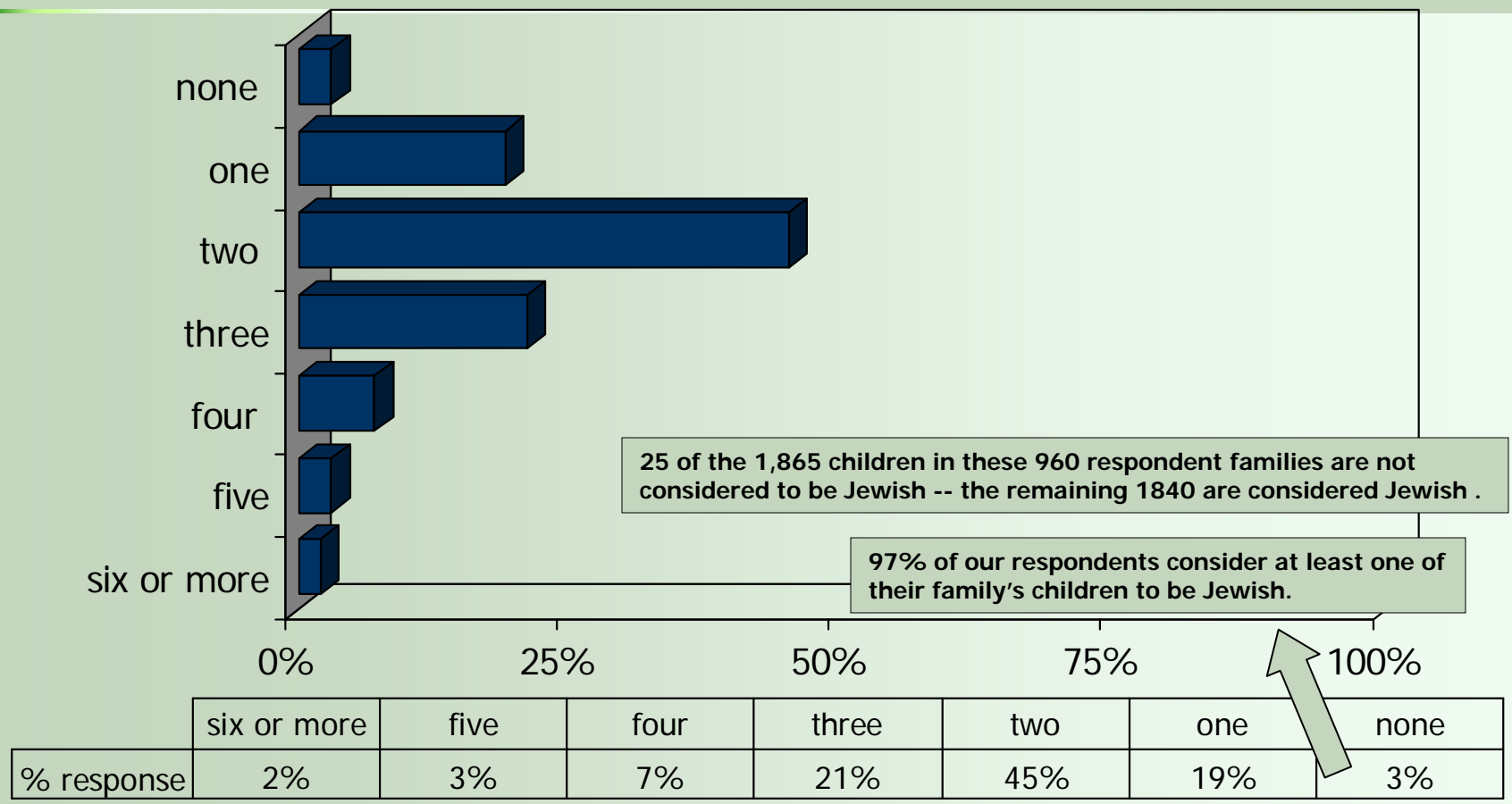
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Note that for the next few questions, our context shifted from household to family, reminding respondents that "... 'family' includes you, your spouse / partner, and your children, even if those children are now grown and living elsewhere..."

Q37) [Asking only those with at least one child:]
How many of this family's children do you consider Jewish?

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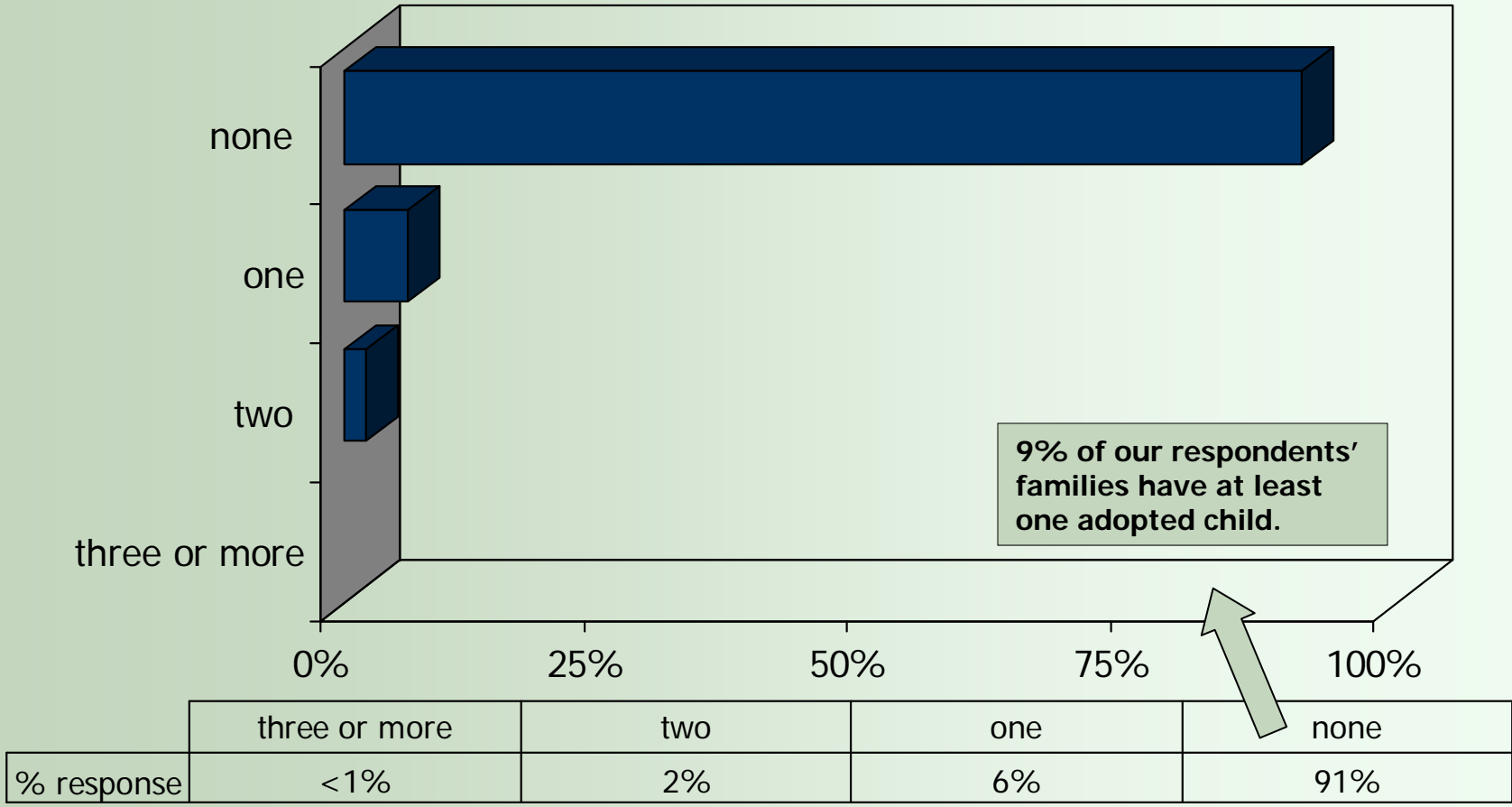
N=960 of 2,234



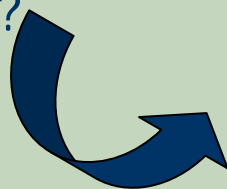
By way of historical comparison, the 2000 study projected that within our community's Jewish households only 68% of those ages 0-5 were Jewish, 72% of those ages 6-12 were Jewish, 68% of those ages 13-17 were Jewish, and 71% of those ages 18-24 were Jewish. [p.84]

Note that for the next few questions, our context shifted from household to family, reminding respondents that "... 'family' includes you, your spouse / partner, and your children, even if those children are now grown and living elsewhere..."

Q38) [Asking only those with at least one child:]
How many of this family's children, if any, are adopted?

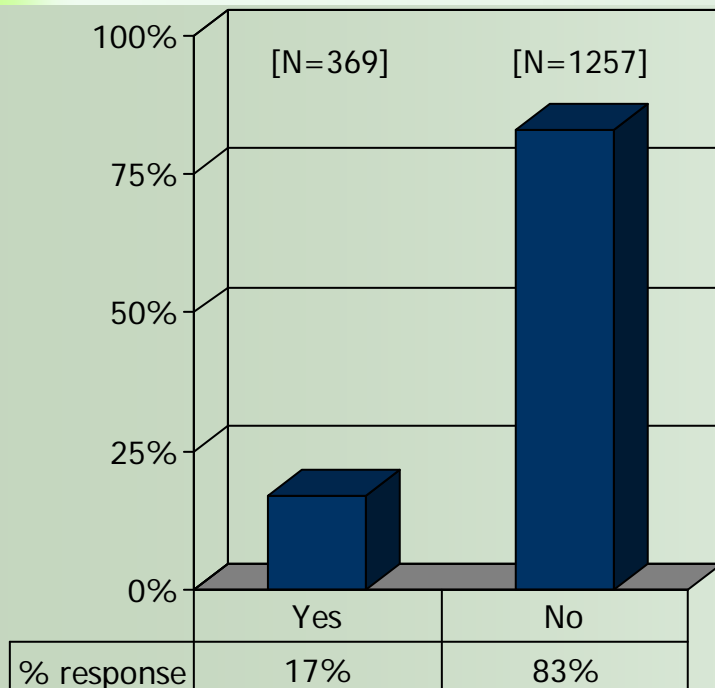


Q33a) Is this an inter-faith household?



Q33b) [If yes:]

Are the children in this household being raised Jewish?



Of all intermarried households:

- [35%] They're all being raised Jewish
- [11%] They're being raised Jewish plus other religions
- [9%] This is a non-religious household
- [2%] Some of our children are being raised Jewish, others not
- [<1%] They're being raised in some other religion
- [43%] NA/This household has no children

Of intermarried households with children:

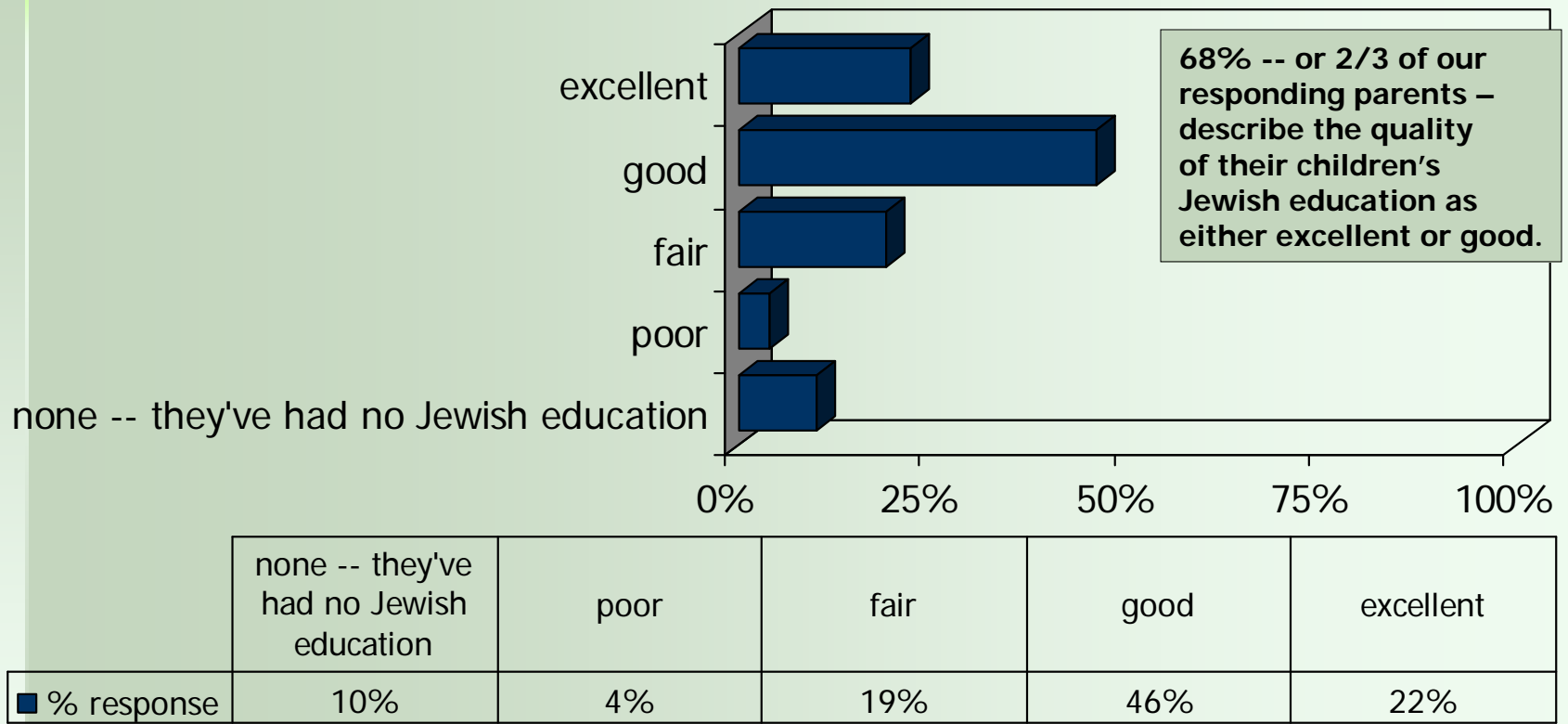
- [61%] They're all being raised Jewish
- [19%] They're being raised Jewish plus other religions
- [16%] This is a non-religious household
- [4%] Some of our children are being raised Jewish, others not
- [1%] They're being raised in some other religion

[N=369 out of 2,234]

By way of historical comparison, in 2000 an estimated 62% of households were deemed "in-marriage", 8% "conversionary in-marriage", and 30% "intermarriage". The "percentage of married Jewish persons married to someone not currently Jewish" was in 2000 estimated at 17%. Our 2010 survey's simpler question merely asked respondents whether their households are inter-faith, and 17% indicated yes. [p.221]

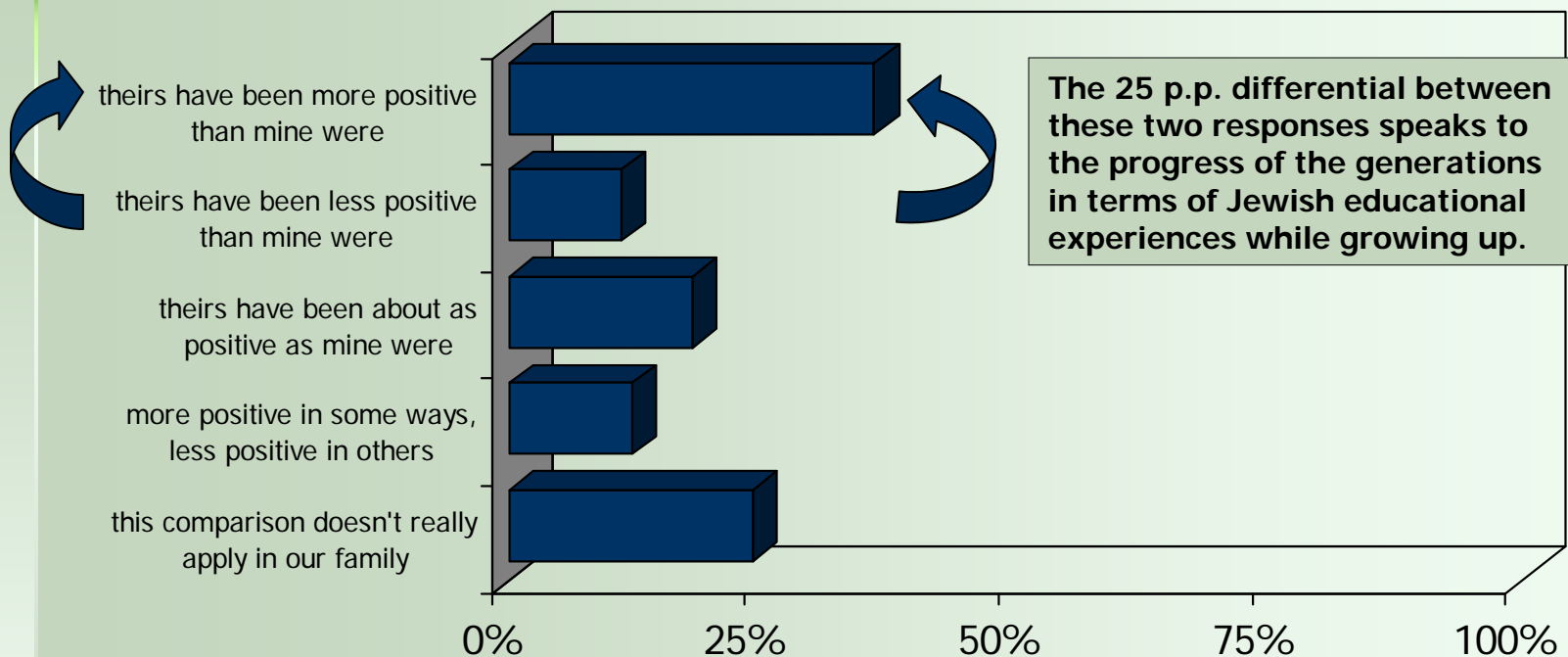
Moreover, in 2000 71% of the children of intermarriage were being raised Jewish, and 9% being raised both Jewish and another religion. This year we find 61% being raised Jewish, 19% being raised Jewish plus other religions. [p.221]

Q118) All things considered – and taking into account formal and informal Jewish education, including summer camp experiences, Israeli travel experiences, and all other Jewish exposure and programming – how would you describe the quality of your children’s Jewish education?



N=1,092 of 2,234

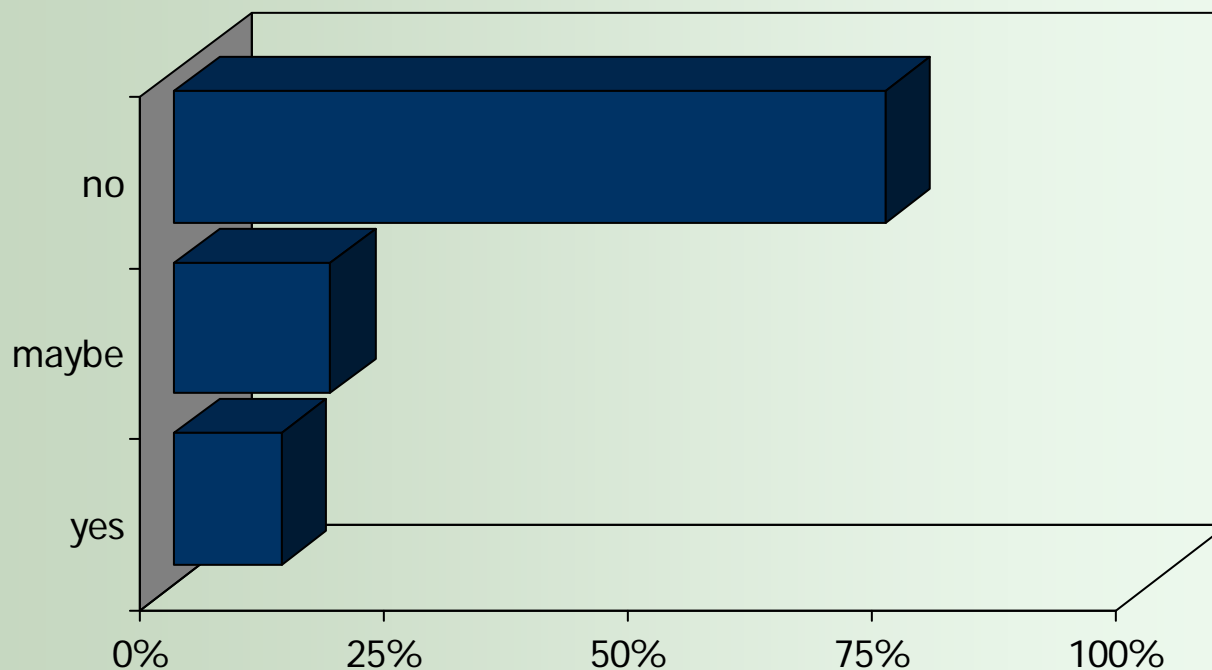
Q119) All things considered, have your child(ren)'s Jewish educational experiences tended to be more positive, less positive, or about as positive as yours were when you were growing up?



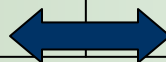
	this comparison doesn't really apply in our family	more positive in some ways, less positive in others	theirs have been about as positive as mine were	theirs have been less positive than mine were	theirs have been more positive than mine were
% response	24%	12%	18%	11%	36%

+25 p.p.

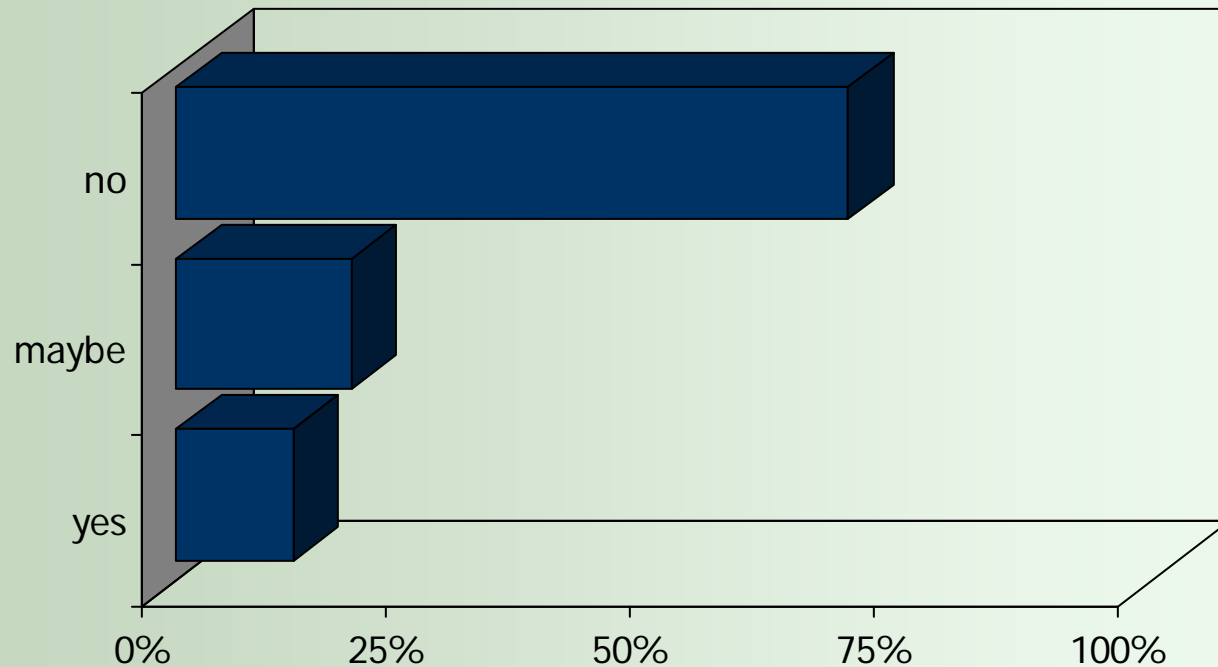
Q106a) If bus or van transportation were available to take your children to/from religious school, would that have increased the amount of Jewish education they'll have received?



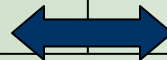
	yes	maybe	no
% response	11%	16%	73%



Q106b) If bus or van transportation were available to take your children to/from religious school and post bar/bat mitzvah activities, would that increase the likelihood of your household becoming affiliated – and remaining affiliated – with the temple or synagogue providing that service?

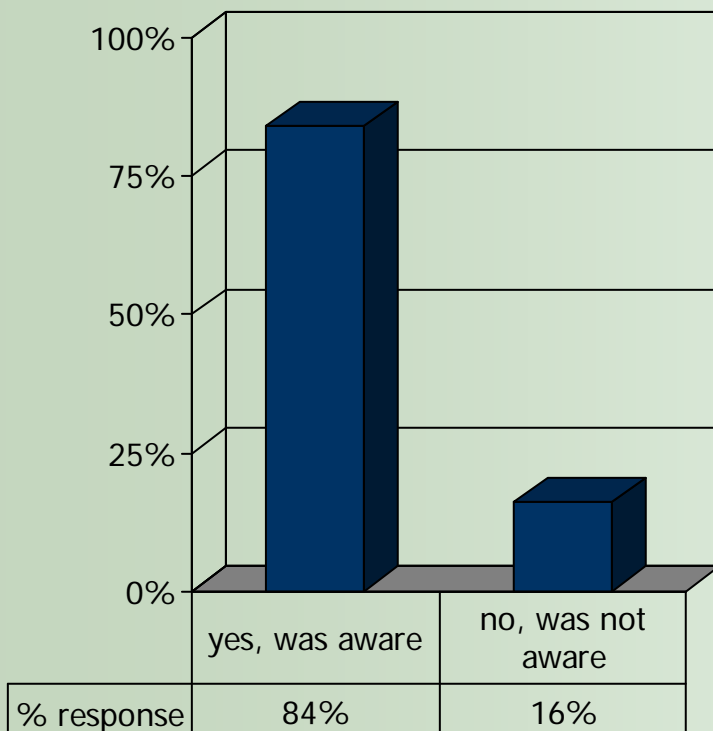


	yes	maybe	no
% response	12%	18%	69%



Q112a) Before today's survey, were you aware of any of the Federation-sponsored Jewish-themed family programs and events that often, but not always, take place around the Jewish holidays, and are held in public places like the Rochester Museum & Science Center, Strong Museum, Planetarium, Seneca Park Zoo, Memorial Art Gallery, Redwings game, the Airport, Home Depot, etc.?

Q112b) [If yes:] How many of these events, if any, has your family ever attended?



■ [17%] None

■ [36%] One or two

■ [47%] Three or more

87% of those who were aware of these events have attended at least one of them.

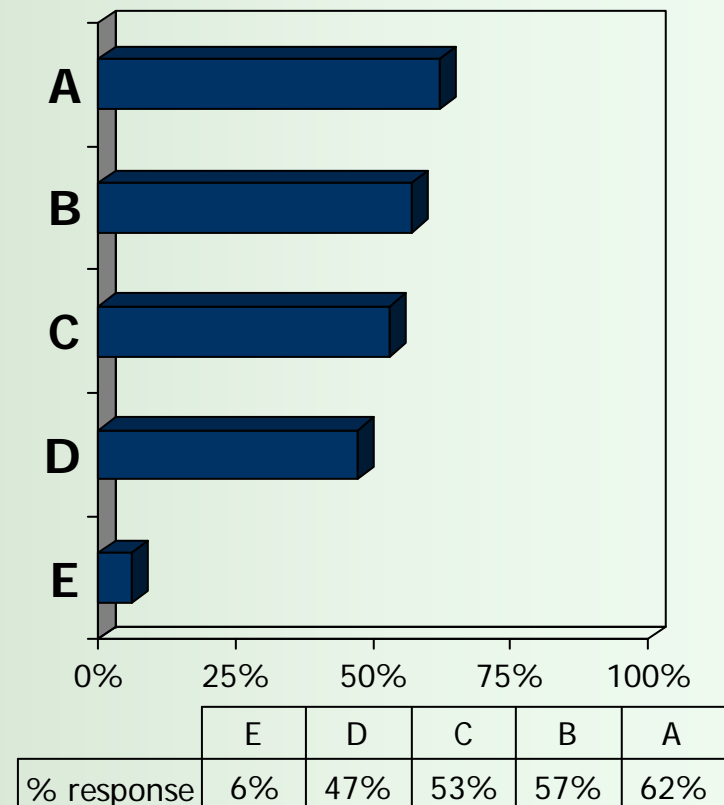
87% of 84% = 73%, or nearly 3 out of 4 of the parents who were asked this question have attended at least one of the Federation's public space Judaism family events.

[N=641 out of 2,234]

[N=535 out of 2,234]

Q113) In which of the following settings would your family feel most comfortable and most likely to participate in a Jewish-themed family program? [Please check all that apply:]

- A. [62%] In a Jewish community setting like the JCC or the Federation building.**
- B. [57%] In a temple or synagogue**
- C. [53%] It wouldn't matter where the program took place because we would go anyway.**
- D. [47%] In a public setting like the places listed above [eg. museum, zoo, airport, etc.]**
- E. [6%] It wouldn't matter where the program took place because we wouldn't go anyway.**



[N = 635 out of 2,234]

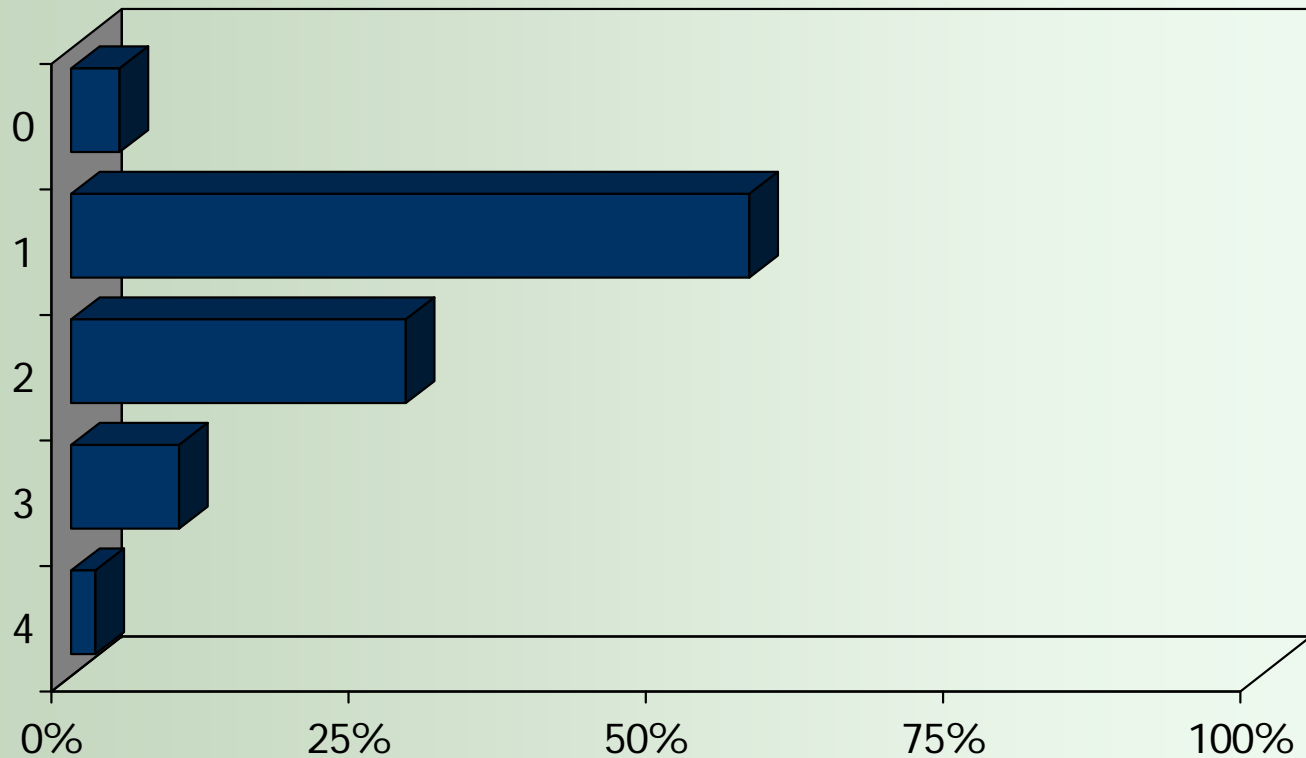
Q120) We're wondering whether there are any un-met needs in your household's Jewish education. Assuming that the time and place were convenient, which of the following types of Jewish-context events and activities, if any, would you and/or those now in your household be likely to participate in?

rank 

- | | |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1) [39%] Community action programs (eg. volunteering in homeless shelters, food banks, literacy volunteers, etc.) | 10) [16%] Yoga or Pilates with a Jewish twist |
| 2) [37%] Programs focused on relevant current events | 11) [13%] Programming for inter-faith families |
| 3) [37%] Programs providing speakers about Israeli politics and conflict | 12) [13%] Programs about Israel designed for children |
| 4) [28%] A hands-on food event (eg. how to bake hamentashen or six ways to make matzo ball soup) | 13) [12%] A craft project like kippot making |
| 5) [25%] Jewish holiday family programs | 14) [6%] Programming for children with disabilities |
| 6) [23%] A food-related lecture (eg. culinary history of the Jewish Diaspora) | 15) [6%] Programming about domestic violence – its causes & cures |
| 7) [23%] Programs about travel to Israel | |
| 8) [22%] Environmental / green activities | |
| 9) [21%] Programming with other faith-based communities | |

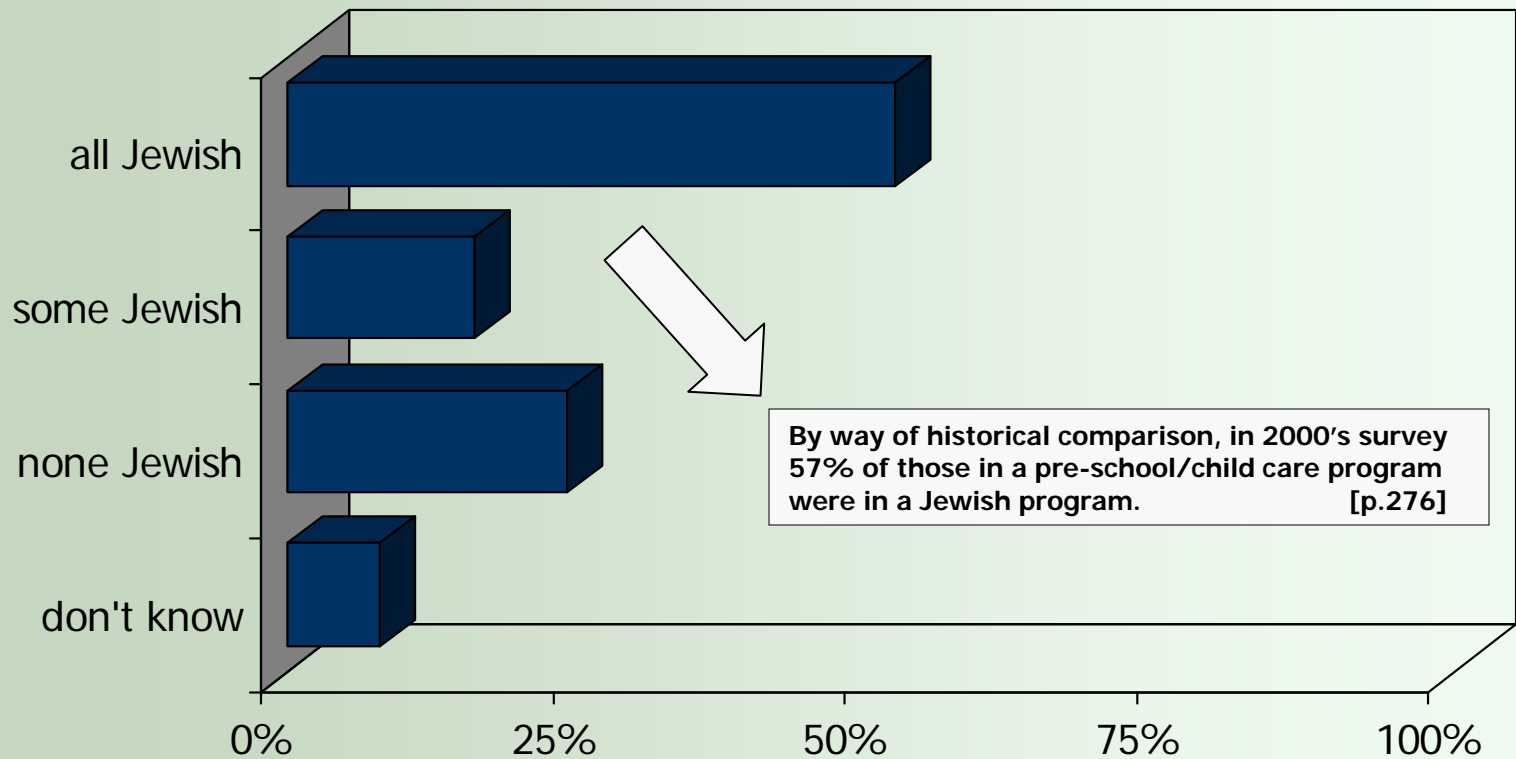
With only 22% choosing "none of the above", we can infer that 78% of our respondents' households would participate in at least one of these programs, the mean average being 3.2 programs per household. While the actual numbers may not be realistic, we do see in these contours a clear hierarchy of relative interest levels across various types of programming.

Q84a) [This next set of questions was asked only of those with at least one household member under age 5:]
Within your household, how many children under age 5 now attend, have attended, or will attend either a day-care, child-care, or pre-school program?



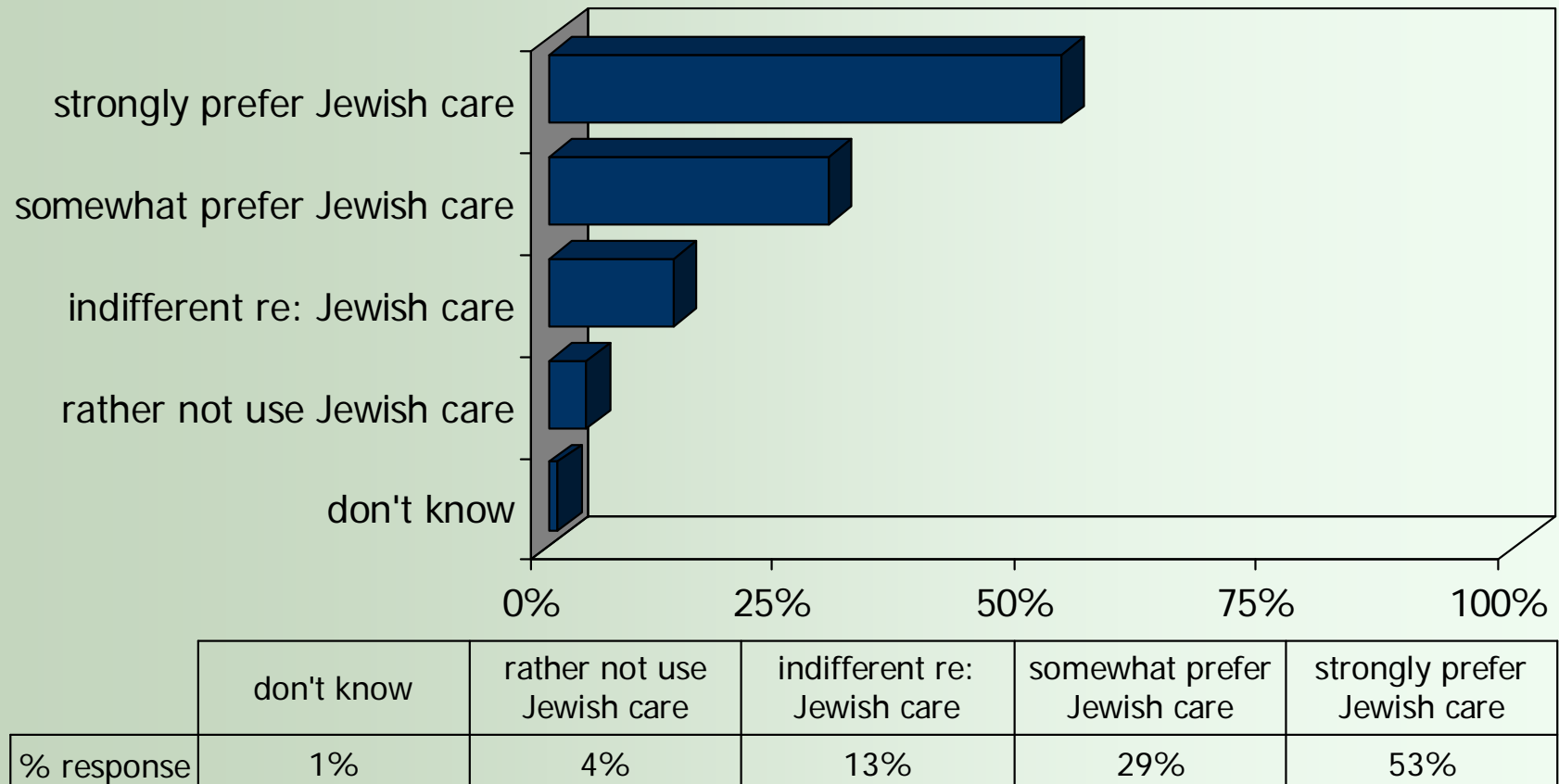
	4	3	2	1	0
% response	2%	9%	28%	57%	4%

**Q84b) [Asking those answering 1 or more in Q84a:]
Was that care – or will that care be – provided by a Jewish
organization?**

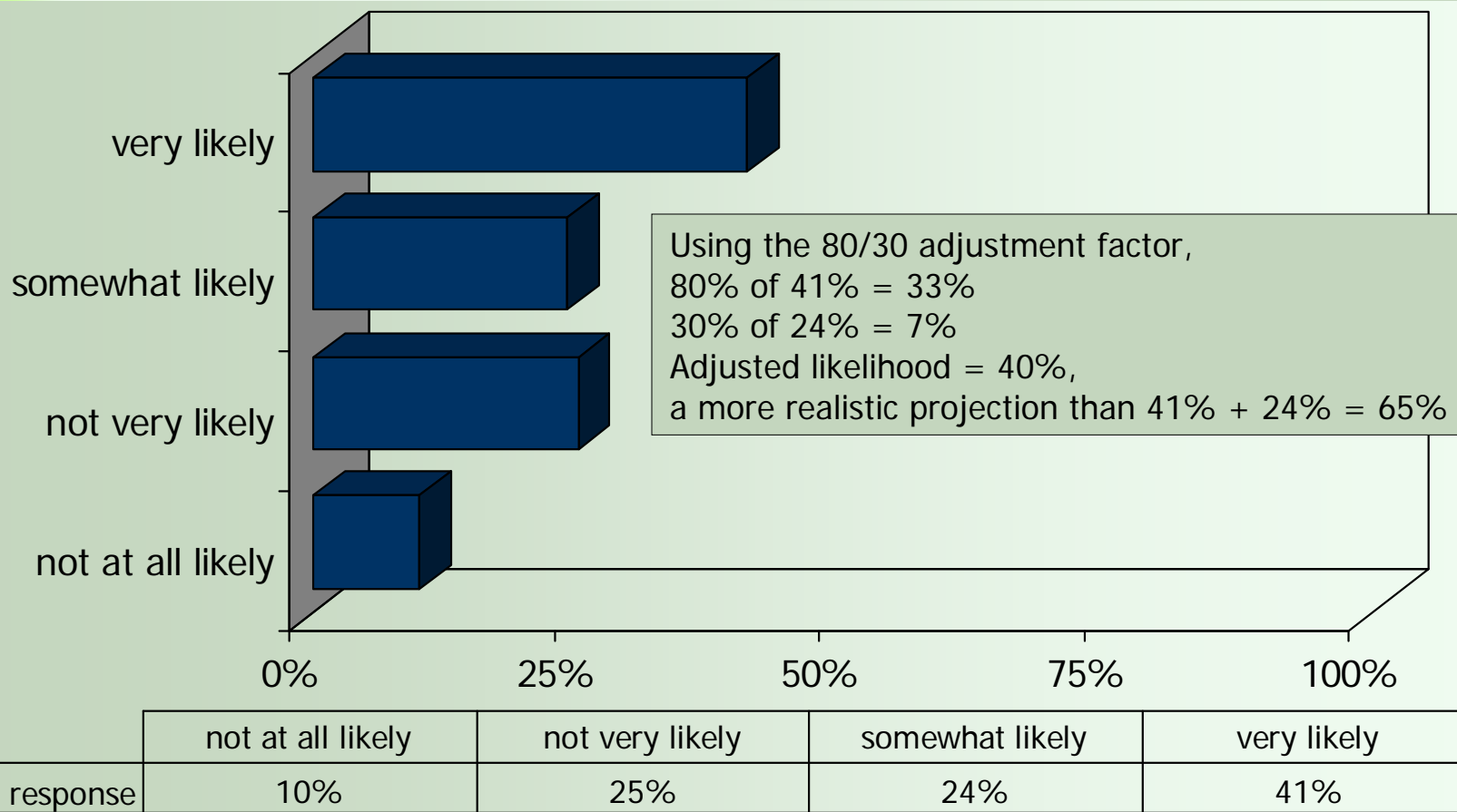


N=161 of 2,234

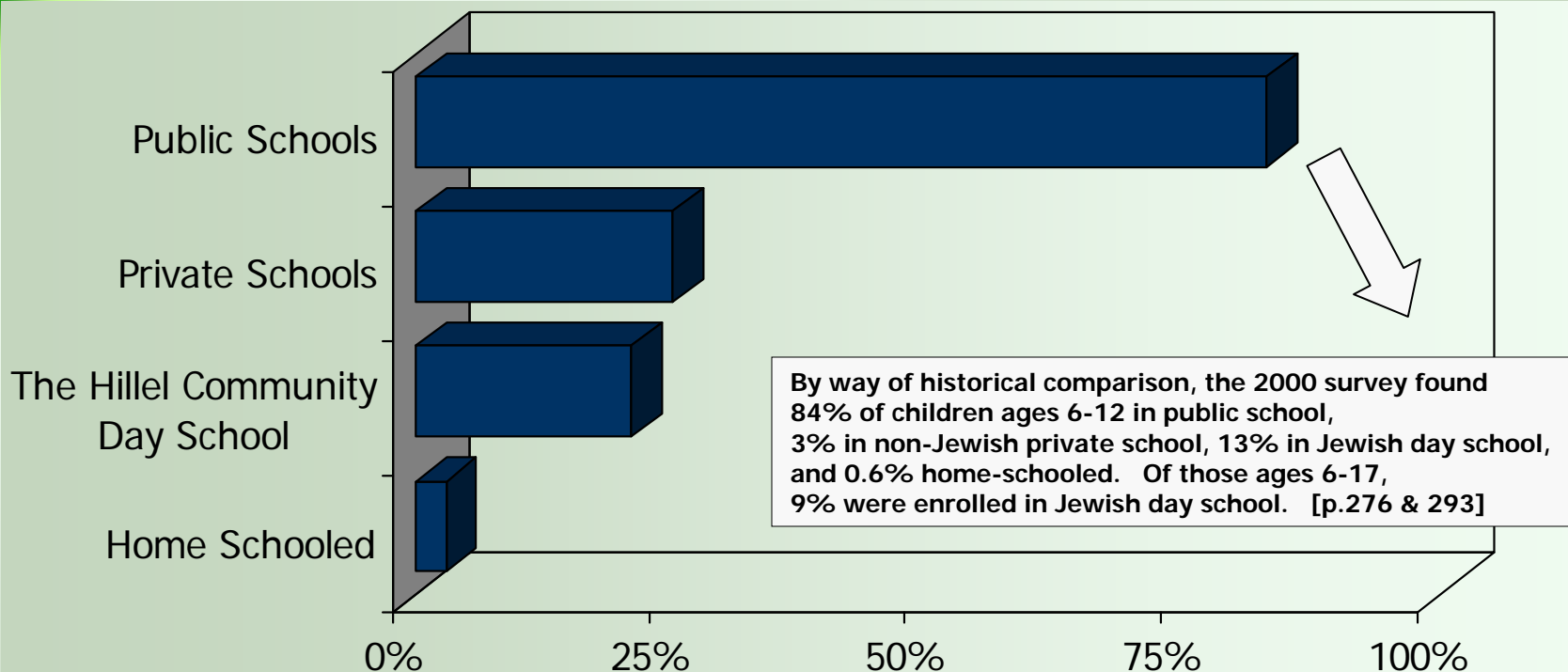
Q84c) If the quality, convenience, cost, etc. were equal, how would you feel about using a Jewish-sponsored facility or Jewish-sponsored programming for your child care?



Q84d) If available, how likely would you be to choose to use an all-day Jewish-sponsored kindergarten?



Q110) At which of the following type(s) of schools have your children been students? [Check all that apply:]



	Home Schooled	The Hillel Community Day School	Private Schools	Public Schools
% response	3%	21%	25%	83%

Q111) [Asked only of those who didn't check HCDS on the previous question 110:] If you knew more about these attributes of the Hillel Community Day School, which ones might encourage you to consider choosing HCDS for your child(ren) – or to consider transitioning your child(ren) into HCDS if they are younger than 8th grade?

rank 

- 1) [62%] None of the above – Jewish Day School is just not something that our household would consider under any circumstances
- 2-3) [23%] The availability of generous scholarship support
- 2-3) [23%] An enthusiastic and creative faculty
- 4) [22%] State-of-the-art school facilities
- 5) [18%] A broad range of extracurricular activities
- 6) [17%] Strong secular academic programming in the middle and later grades
- 7) [16%] Meaningful social action opportunities within and beyond our Jewish community
- 8) [15%] Strong Hebrew language programming in the middle and later grades

- 9) [14%] Options for less traditional Jewish curriculum
- 10) [12%] Options for more traditional Jewish curriculum
- 11) [11%] Top-notch athletic facilities, coaching and programming
- 12) [11%] An inspiring Israel-oriented curriculum
- 13) [10%] The opportunity to begin Hebrew training within the later grades
- 14) [7%] Travel opportunities and exchanges between Hillel and similar Jewish Day Schools across the US and overseas



With 62% choosing “none of the above”, we can infer that 38% of our respondents’ households would consider HCDS given at least one of these attributes, the mean average being 5.2 attributes per “encouragable” respondent. While HCDS may always be a niche educational alternative, in other words, we now have a hierarchy of potentially meaningful and motivating attributes to provide direction for both program development and effective marketing on HCDS’s behalf.

[N = 314 out of 2,234]

Q111) [Asked only of those who didn't check HCDS on the previous question 110:] If you knew more about these attributes of the Hillel Community Day School, which ones might encourage you to consider choosing HCDS for your child(ren) – or to consider transitioning your child(ren) into HCDS if they are younger than 8th grade?

rank 

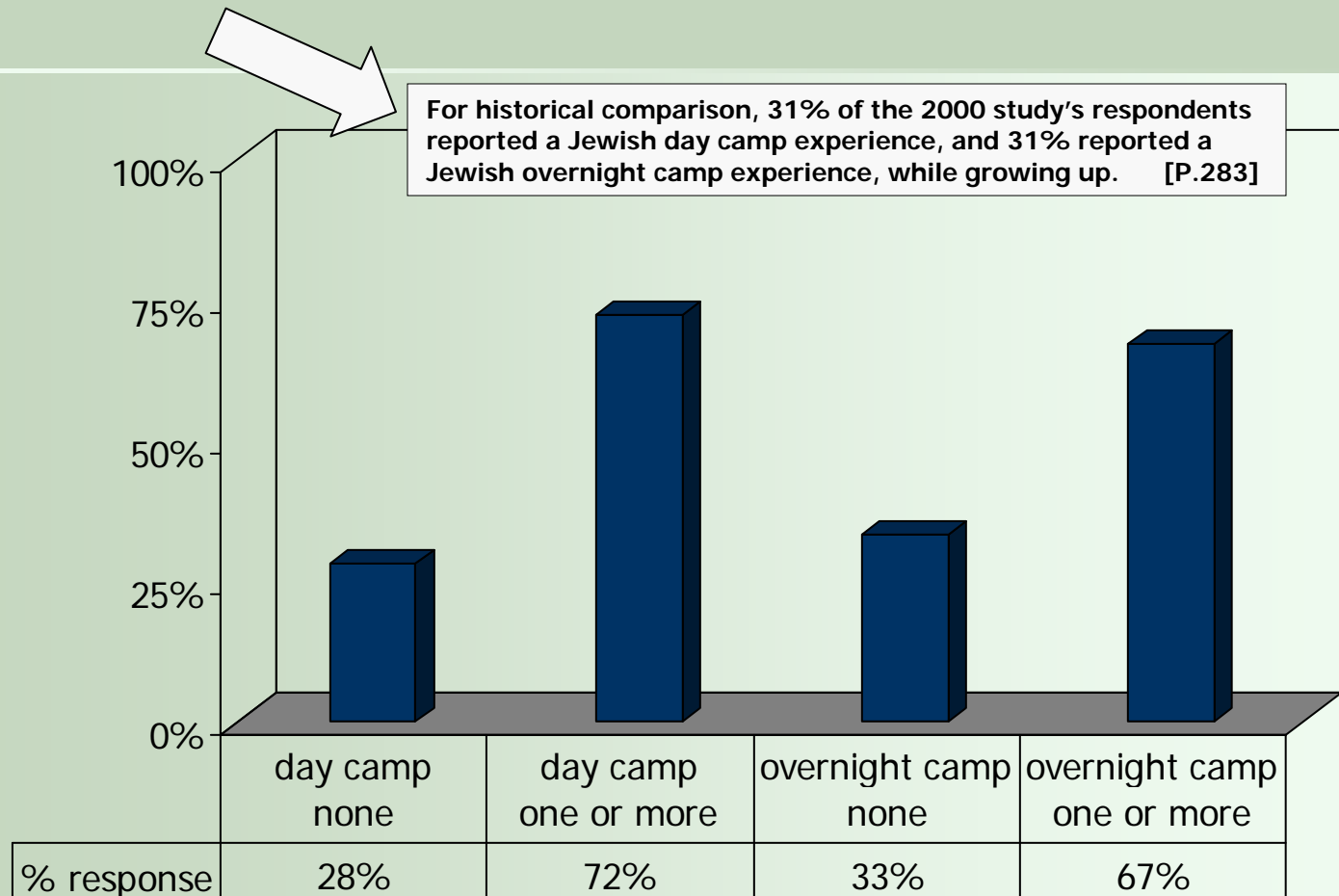
- | | | | |
|------|-----------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------------------------------|
| 1) | [62%] None of the above – Jewish Day School is just not something that our household would consider under any circumstances | 9) | [14%] Options for less traditional Jewish curriculum |
| 2-3) | [23%] The availability of generous scholarship support | 10) | [12%] Options for more traditional Jewish curriculum |
| 2-3) | [23%] An enthusiastic and creative faculty | 11) | [11%] Top-notch athletic facilities, coaching and programming |
| 4) | [22%] State-of-the-art school facilities | 12) | [11%] An inspiring Israel-oriented curriculum |
| 5) | [18%] A broad range of extracurricular activities | 13) | [10%] The opportunity to begin Hebrew training within the later grades |
| 6) | [17%] Strong secular academic programming in the middle and later grades | 14) | [7%] Travel opportunities and exchanges between Hillel and similar Jewish Day Schools across the US and overseas |
| 7) | [16%] Meaningful social action opportunities within and beyond our Jewish community | | |
| 8) | [15%] Strong Hebrew language programming in the middle and later grades | | |



By way of historical comparison, in 2000 “the major reasons for not sending children to a Jewish day school are: believe in public schools, tuition cost, quality of education at other private-public school, and school is too religious for us/we are not religious.” [p.277 & 303]

Q92a) Within your family, how many ever attended and/or worked at a Jewish summer day camp as children or teens?

Q92b) Within your family, how many ever attended and/or worked at a Jewish summer overnight camp as children or teens?

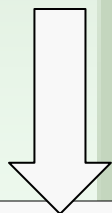


Q85) This is a question for households with one or more children ages 12 and below: If in the past you've chosen – or plan to choose – a secular day camp instead of the JCC's Camp Sisol, please help us understand why. Please check whichever considerations from the list below make the secular alternative seem like a better choice for your child:

rank



- | | | | |
|------|--------------------------------------------------------------------|-----|-----------------------------------------------------------------------|
| 1) | [27%] Cost | 9) | [11%] Quality of the staff |
| 2-3) | [20%] My kids wanted to be with friends who preferred another camp | 10) | [6%] Better equipped facility |
| 2-3) | [20%] Prefer a specialty camp with a specific programming focus | 11) | [5%] Better maintained facility |
| 4) | [20%] Location convenience / distance | 12) | [3%] My child has special needs |
| 5) | [18%] Variety of the programs & activities | 13) | [2%] Quality of the food |
| 6) | [17%] Quality of the programs & activities | 14) | [1%] Camp Sisol was too Jewish for us |
| 7-8) | [12%] Camp Sisol wasn't Jewish enough for us | 15) | [14%] Does not apply – we always chose (or plan to choose) Camp Sisol |
| 7-8) | [12%] Didn't know enough about Camp Sisol to even consider it | | |

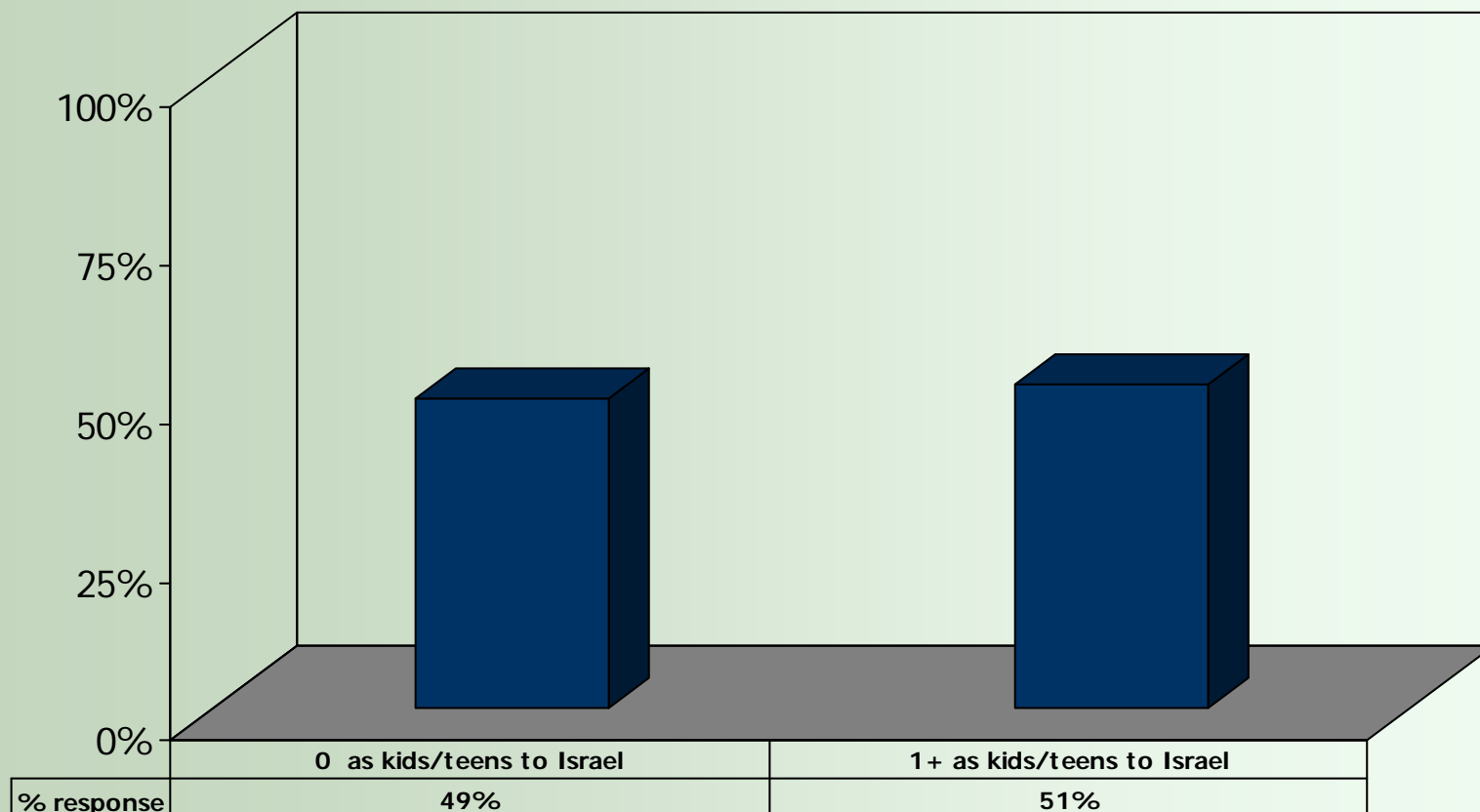


As an historical backdrop, in 2000, for 6-12 year olds, 29% attended a Jewish day camp the previous summer, 29% went to a non-Jewish camp, and 42% did not attend camp. Thus 50% of those attending day camp in 2000 had selected a Jewish day camp. [p.277 & 305]

With 14% telling us that they always chose – or plan to choose – Camp Sisol as their children's day camp, we now know what has been sending the remaining 86% of our respondents' households to consider other camping alternatives. Here the mean average is just 2.0 reasons per respondent household. Collectively, however, we now have identified a hierarchy of issues and their relative impact – knowing, for example, that it's less about facility or food and more about programming – and that nearly no one considers Sisol to be too Jewish.

[N = 373 out of 2,234]

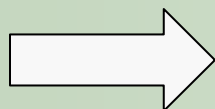
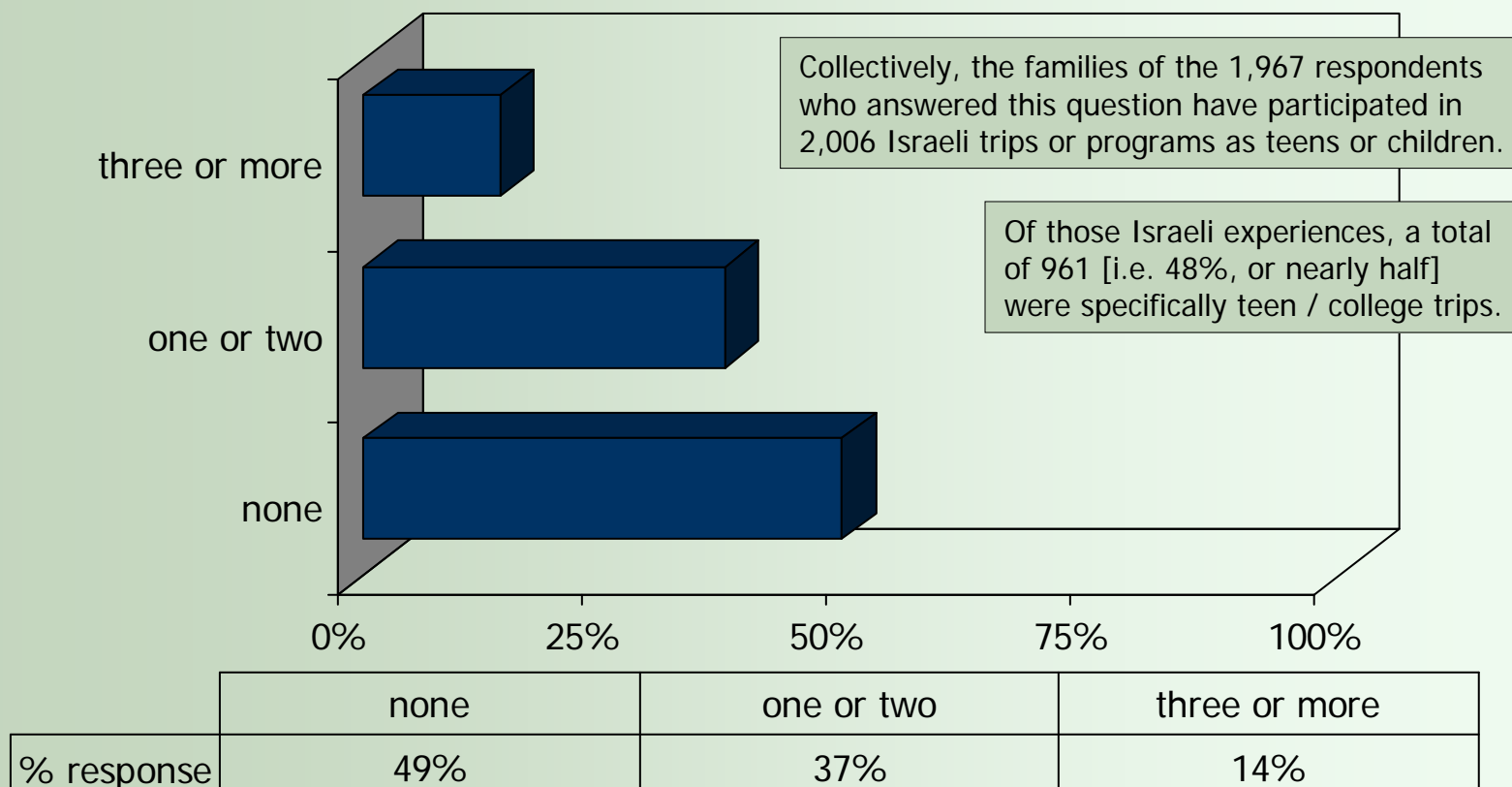
**Q116b) Within your family, how many have participated
as teens or children
in a trip to Israel or program in Israel?**



N= 1,967 of 2,234

Q116b) Within your family, how many have participated as teens or children in a trip to Israel or program in Israel?

Q116d-4) And how many of those Israel experiences were... ...teen / college trips?

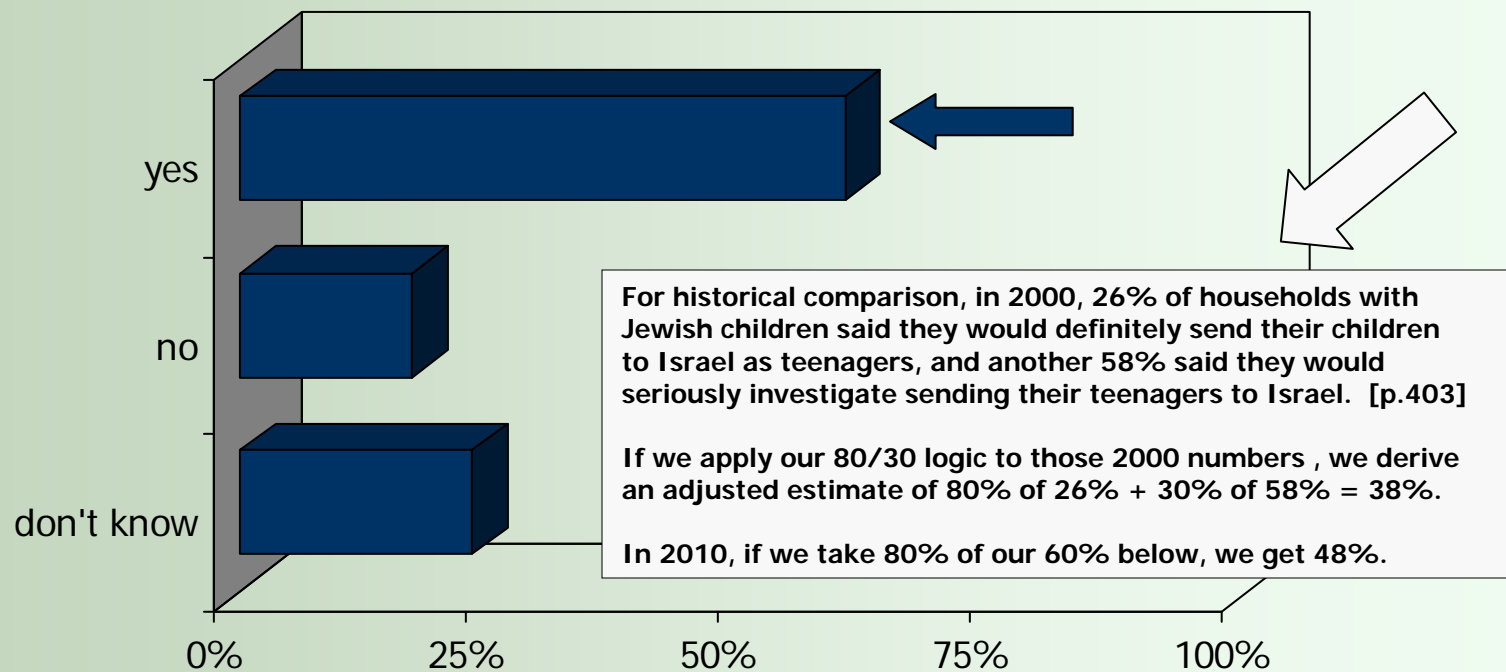


For historical comparison, in 2000 17% of all adults went to Israel on an organized tour as a teenager or college student. [P.284]

This compares with 48% of 51%, or 24%, among those responding in 2010.

N = 1,967 of 2,334

Q117a) Would you seriously consider sending your teenagers to Israel – or sending your children to Israel when they become teenagers?

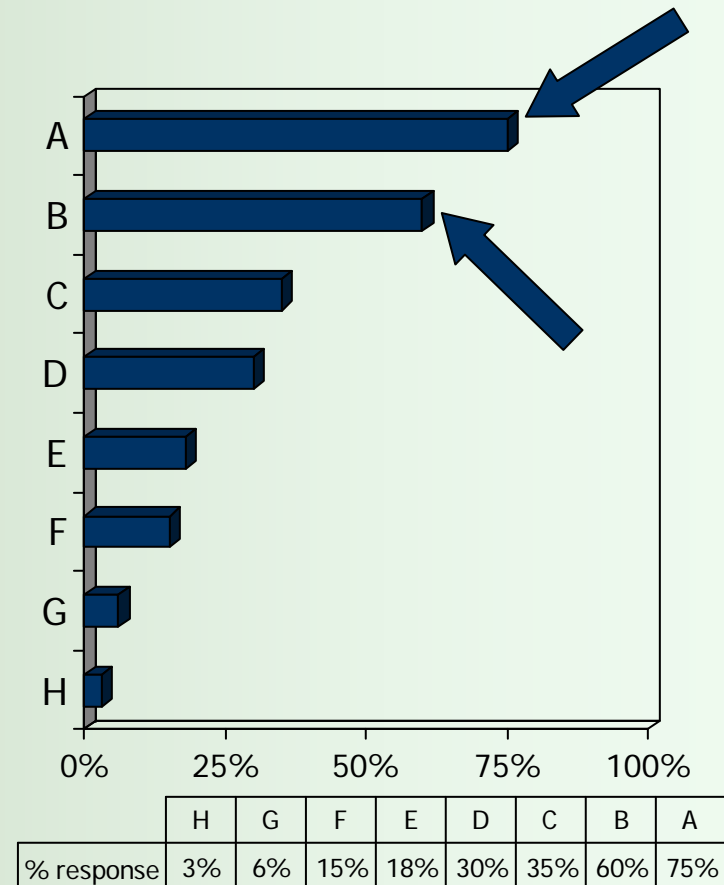


	don't know	no	yes
% response	23%	17%	60%

**Q117b) [For those who answered no, or don't know, to Q117a:]
Which of these are reasons you might not send your teenager(s)
on a trip to Israel? [Please check all that apply:]**

- A. [75%] Safety in Israel**
- B. [60%] Cost**
- C. [35%] Child not interested**
- D. [30%] Too far away from home**
- E. [18%] Child not mature enough**
- F. [15%] Parent not interested**
- G. [6%] Friends not going**
- H. [3%] Child must work in summer or attend summer school**

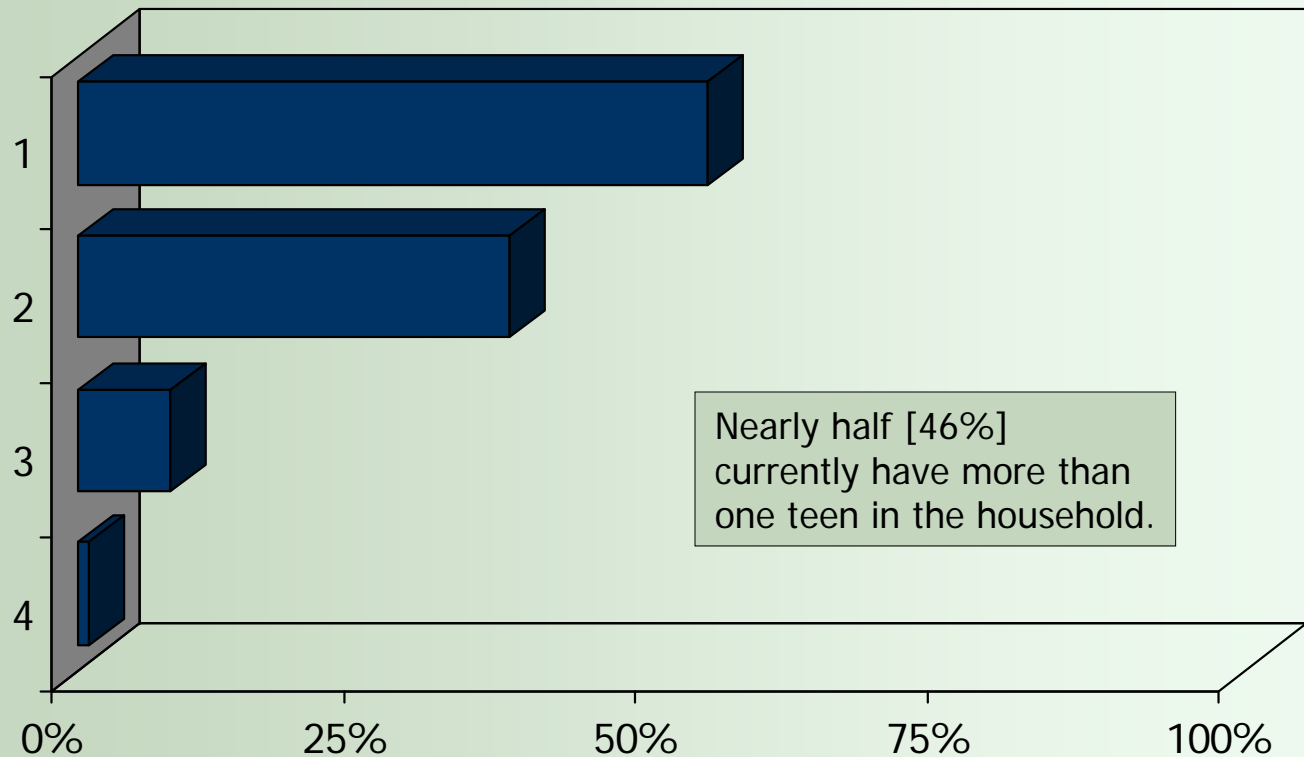
[7%] Some other reason [misc.]



[N = 635 out of 2,234]

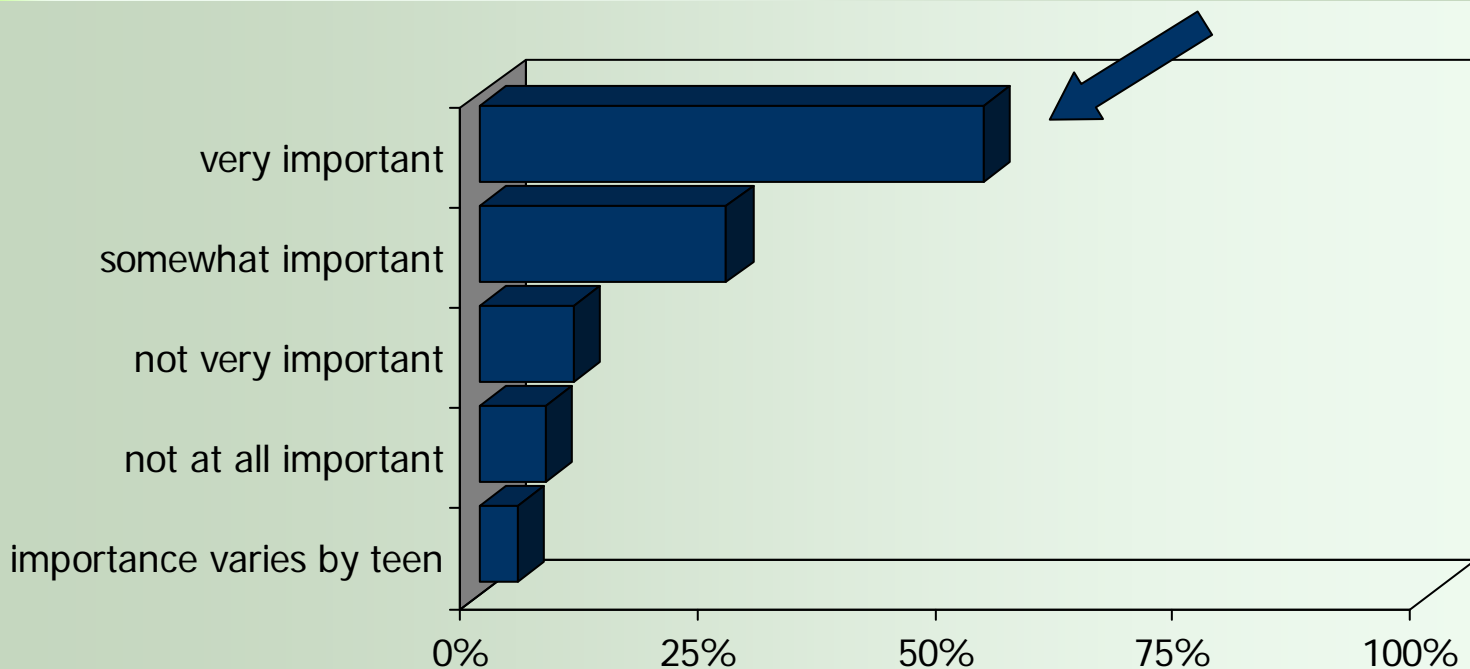
Q121)

[Asking only those with at least one household member ages 13-19:]
How many teens did you say your household currently has?



	4	3	2	1
% response	1%	8%	37%	54%

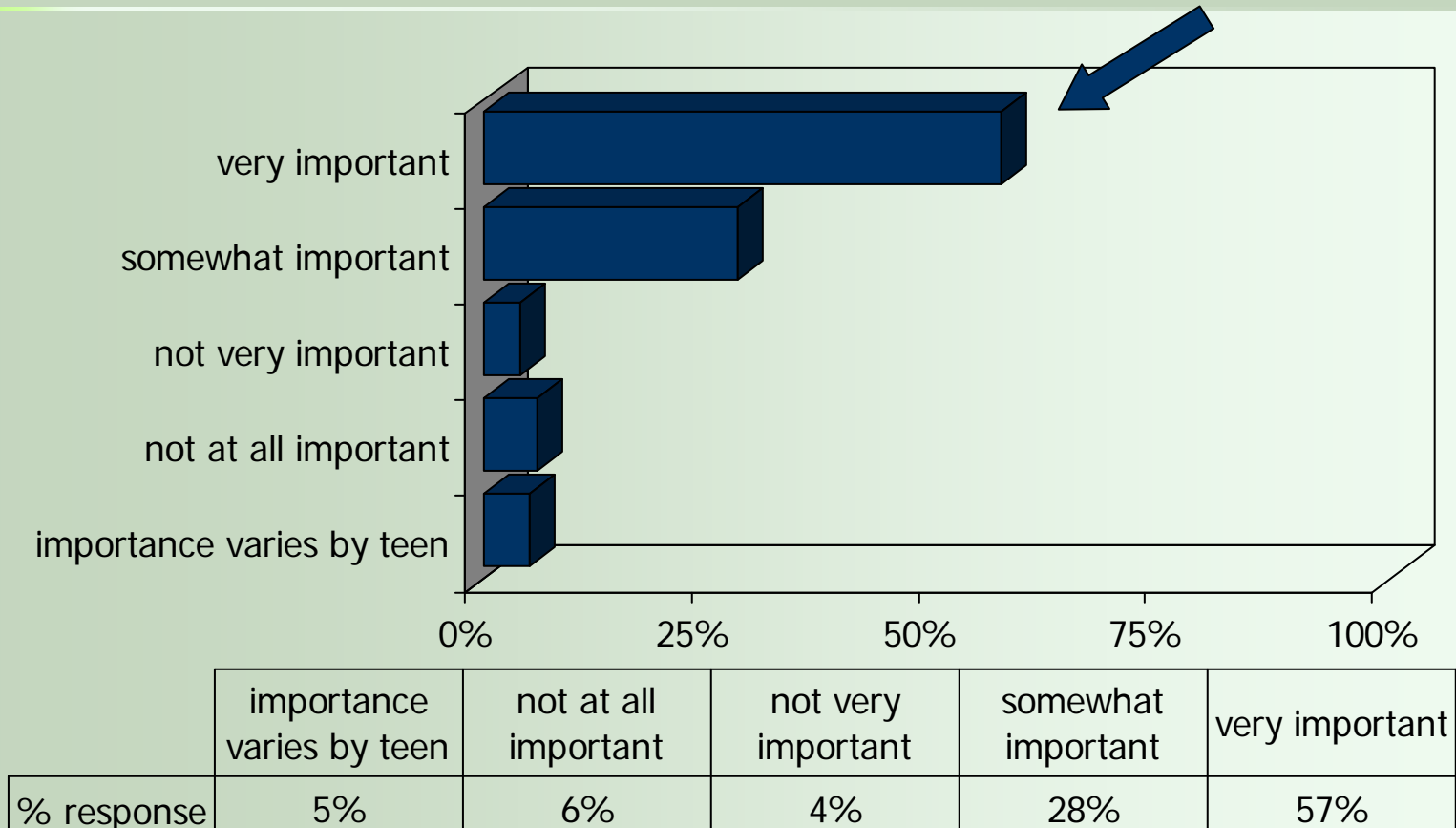
Q122a) As a parent of teenager(s), how important do you consider your teen(s) attending some sort of formal post-bar or bat mitzvah Jewish education?



	importance varies by teen	not at all important	not very important	somewhat important	very important
% response	4%	7%	10%	26%	53%

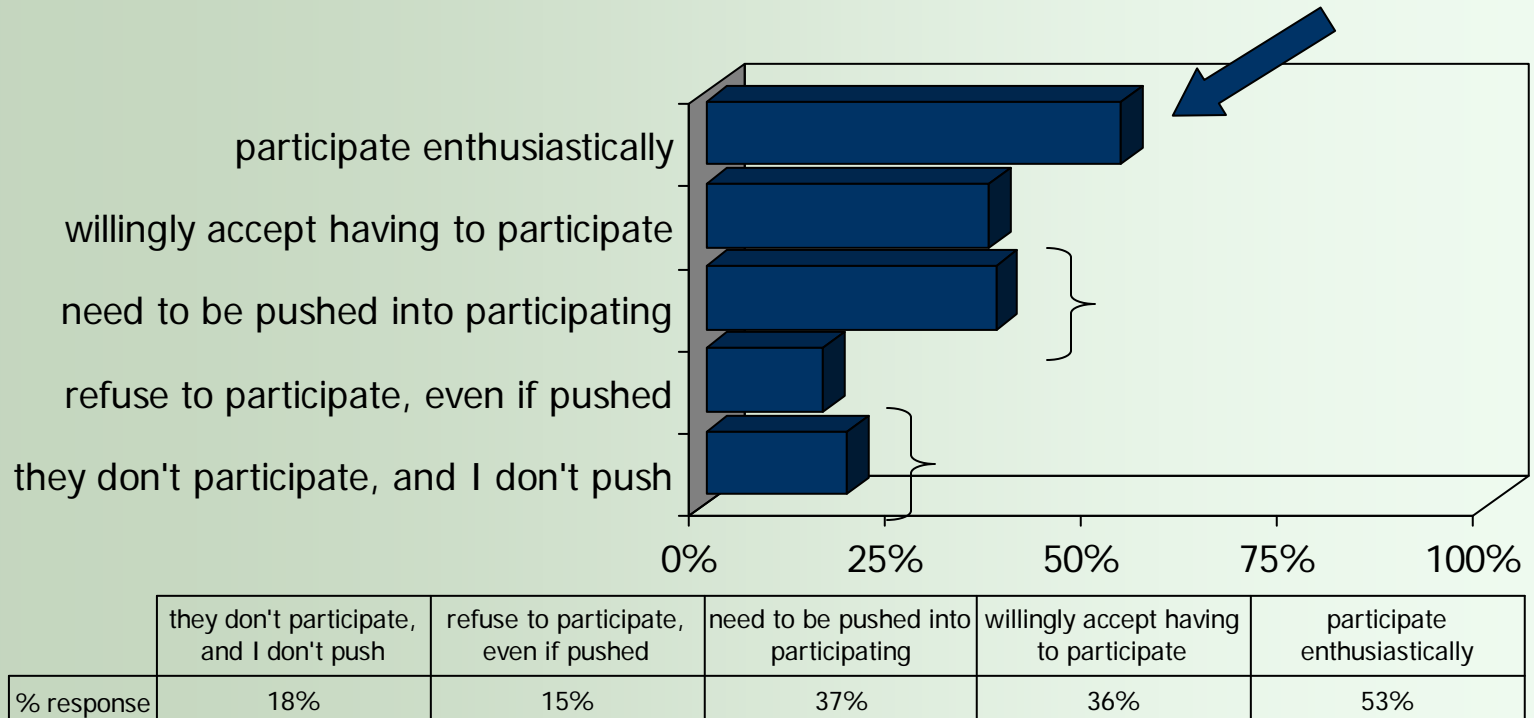
79% consider this at least somewhat important

Q122b) As a parent of teenager(s), how important do you consider your teen(s) attending some sort of Jewish-sponsored events and/or activities?



85% consider this at least somewhat important

Q123) What's it like getting your teenager(s) to participate in Jewish-sponsored events and programming these days? How many of your teens do each of the following:

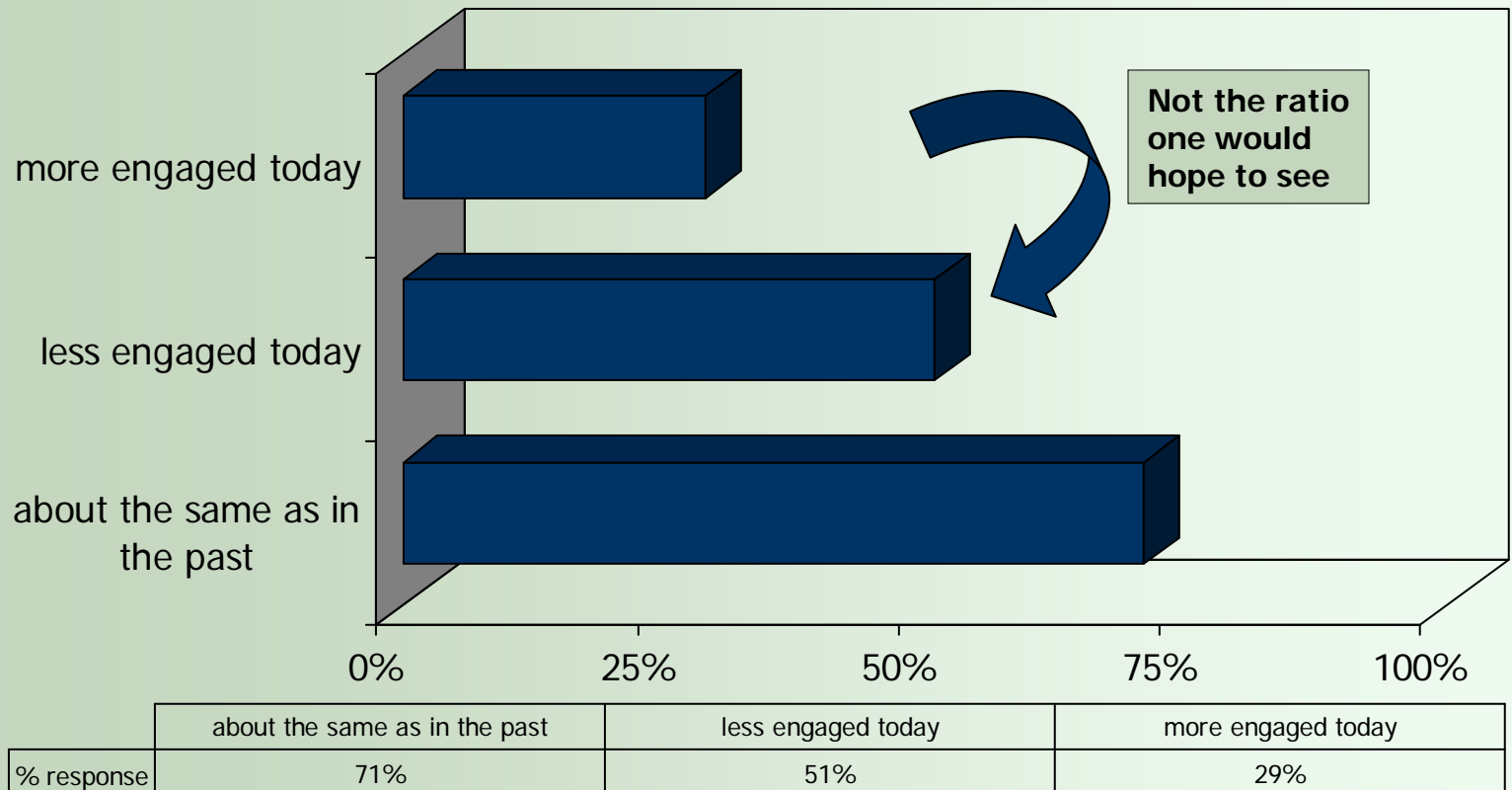


For historical comparison, in the 2000 survey 17% of teenagers currently attended a Jewish youth group (although we have no idea how willingly they did so). [p.277 & 306]

Also in 2000, 44% of all adults attended a Jewish youth group while a teenager, (although again we don't know how enthusiastically). [p. 284]

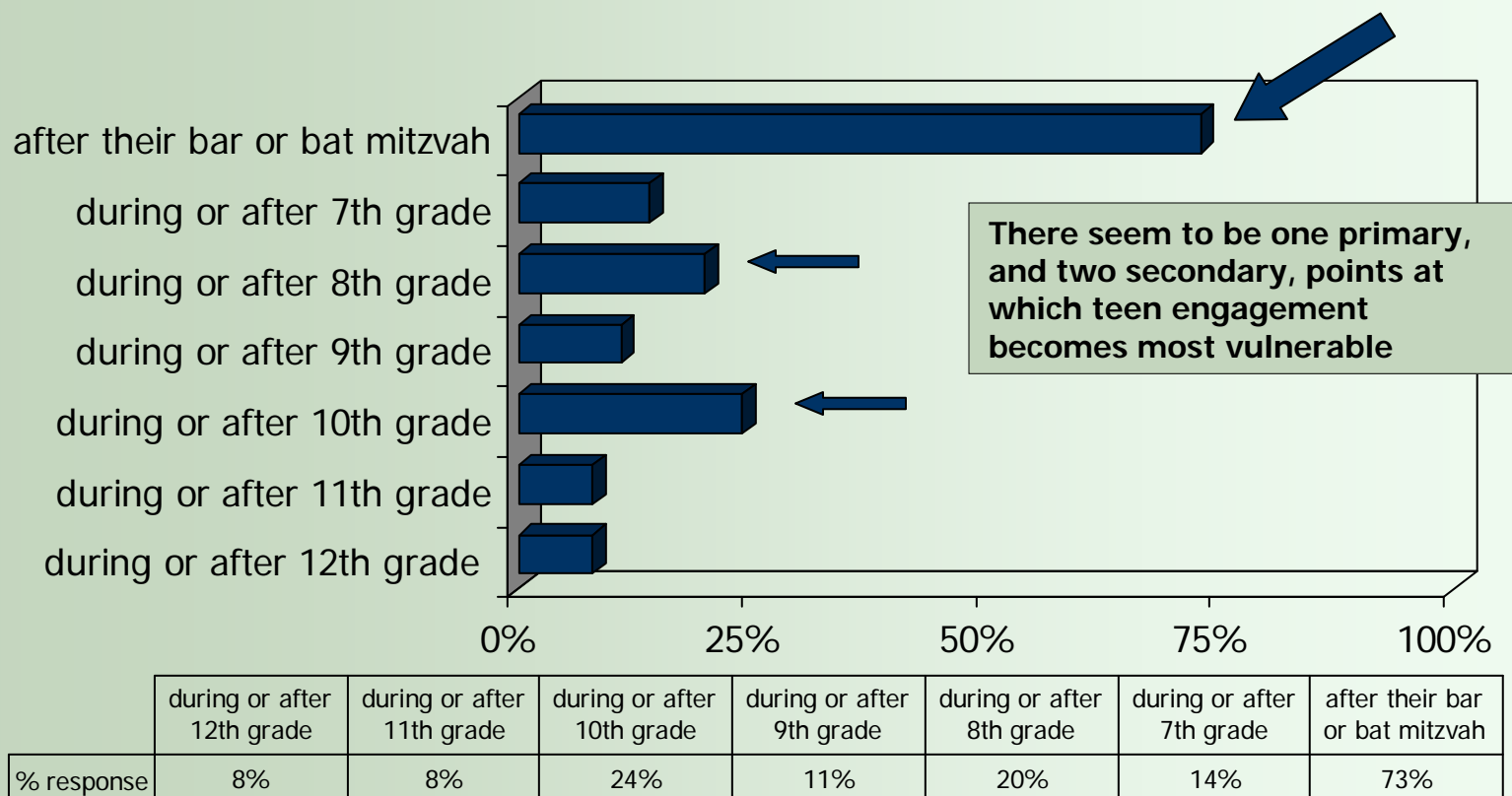
N = 358 of 2,334

**Q124) How engaged are your teens in the Jewish community today, compared with how engaged they were in the past?
How many, if any, are...**



N = 358 of 2,334

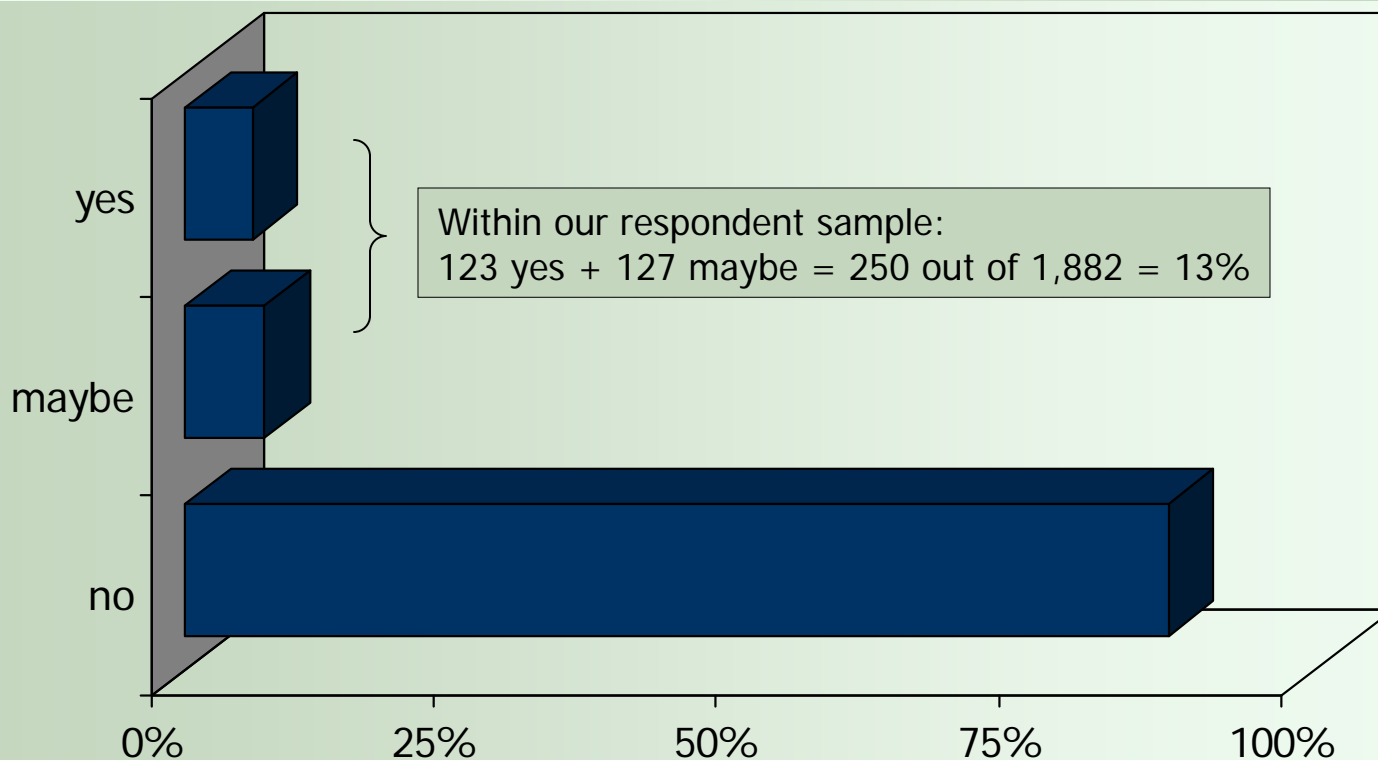
**Q125) [Asked only of those who answered “less engaged today” to Q124:]
At what point(s) did they become less involved in the Jewish community and its events and activities? How many, if any, became less involved Jewishly at each of these times:**



N = 119 of 2,334

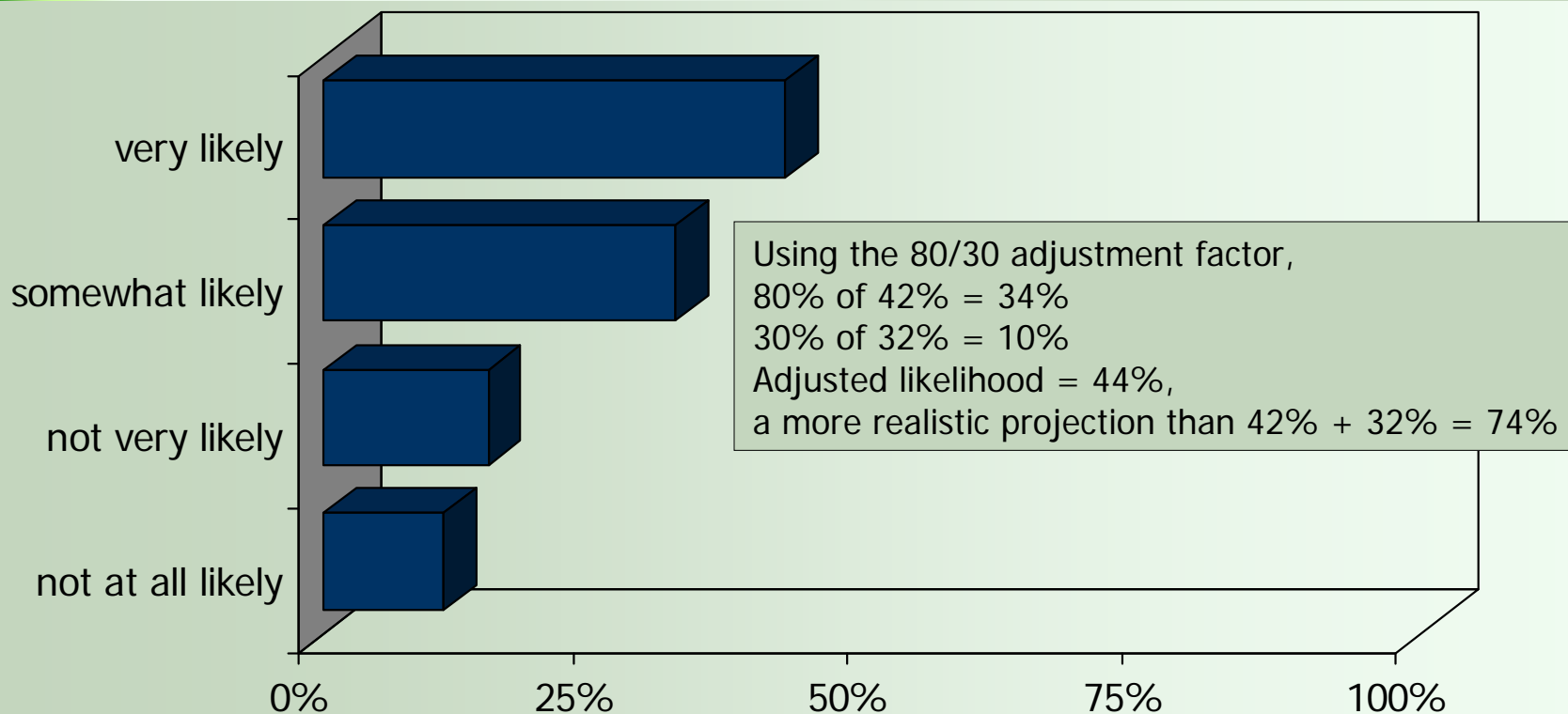
**Looking ahead 5 years
to your household's future needs,
and therefore
to our Jewish community's future needs...**

Q138a) Do you anticipate adding any children to your family during the upcoming 5 years?



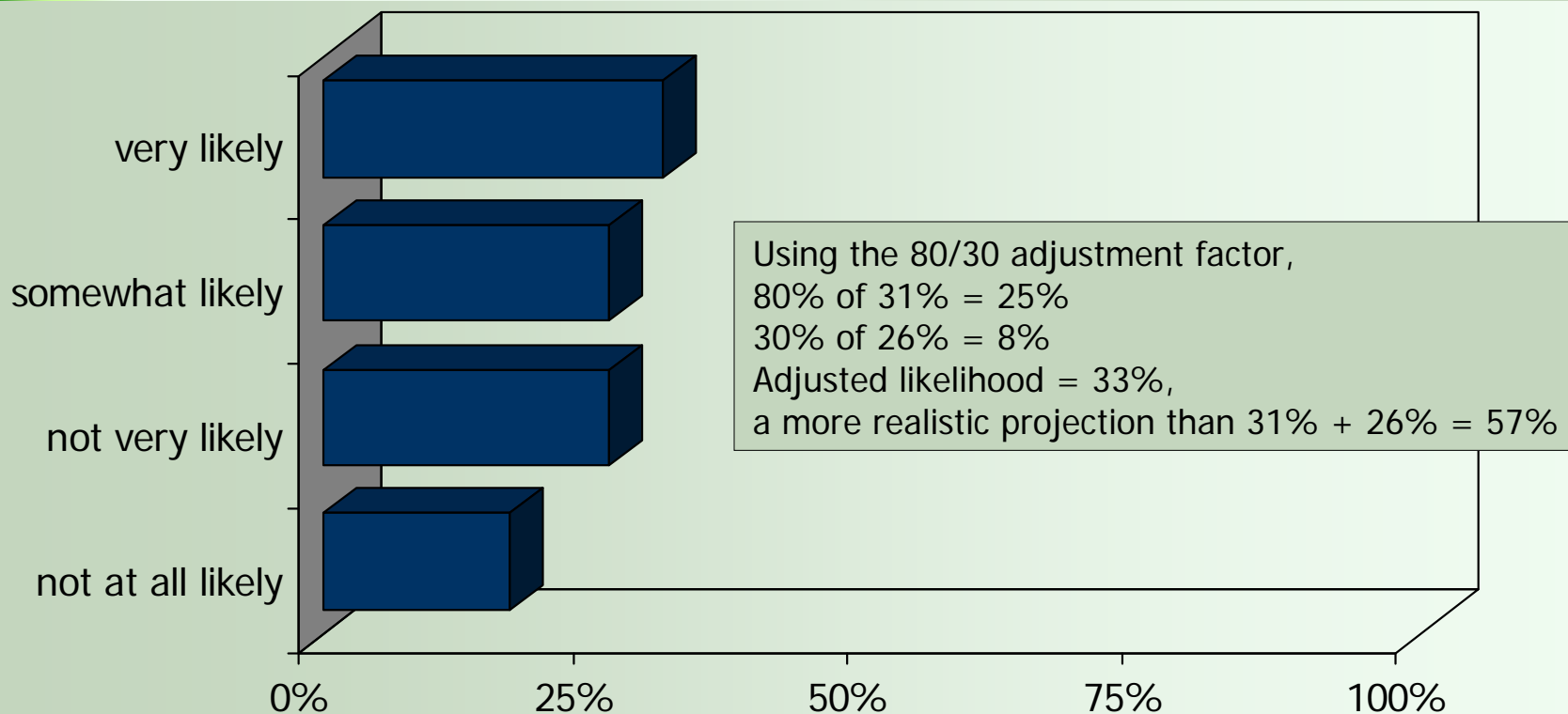
	no	maybe	yes
% response	87%	7%	6%

Q138b) How likely are you to want and need Jewish-sponsored child care and/or pre-school for those children?



	not at all likely	not very likely	somewhat likely	very likely
% response	11%	15%	32%	42%

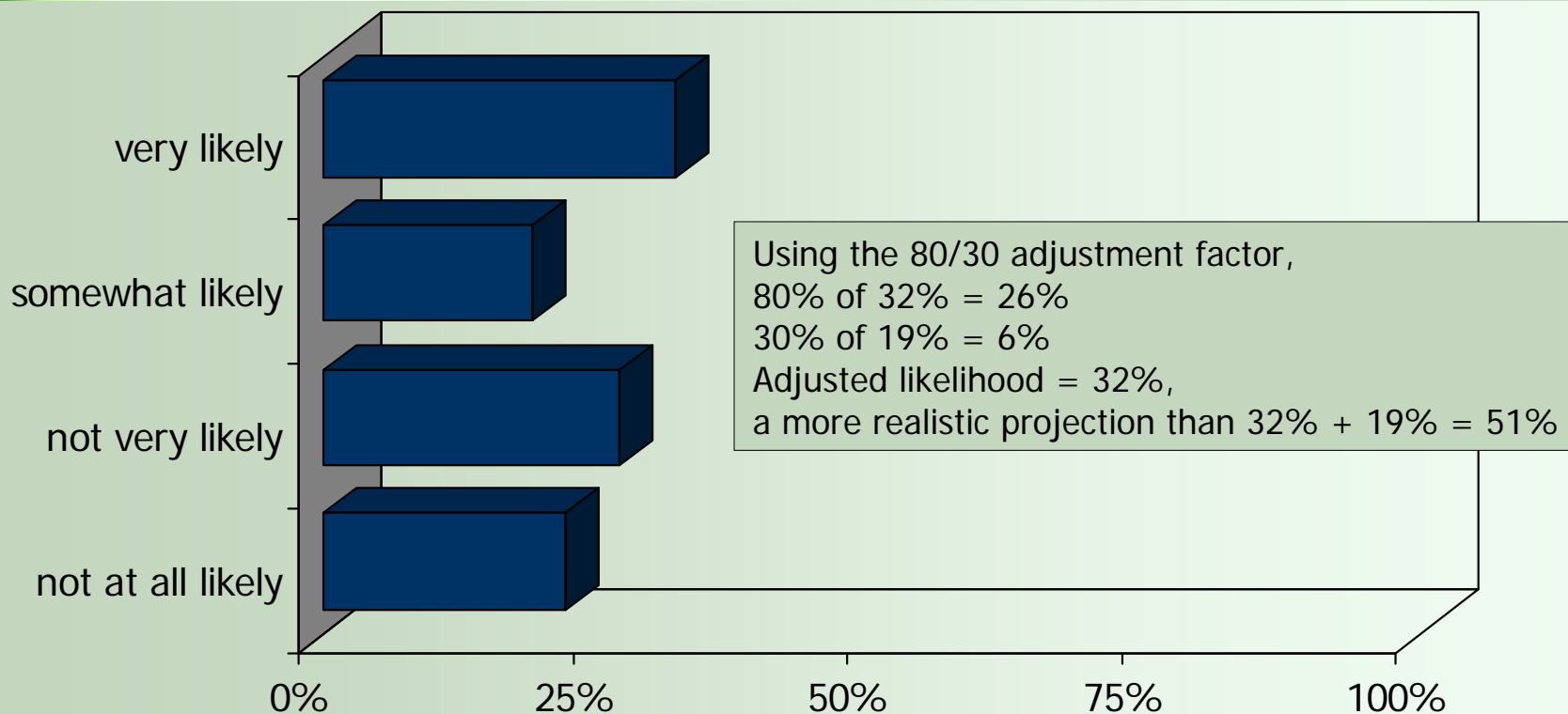
Q138c) How likely are you to want and need an all-day Jewish-sponsored kindergarten?



	not at all likely	not very likely	somewhat likely	very likely
% response	17%	26%	26%	31%

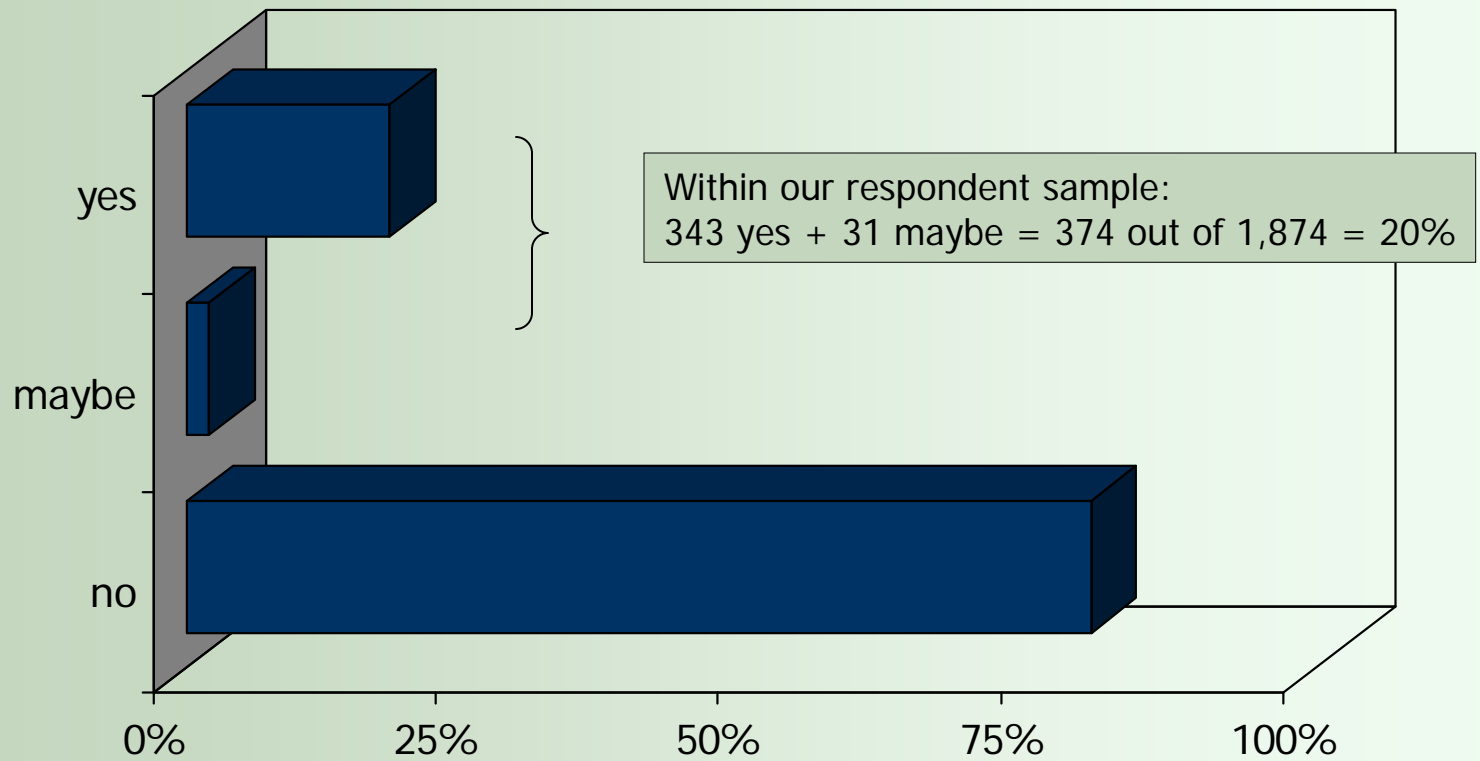
N=249 of 2,234

Q138d) How likely are you to consider a Jewish day school for those children?



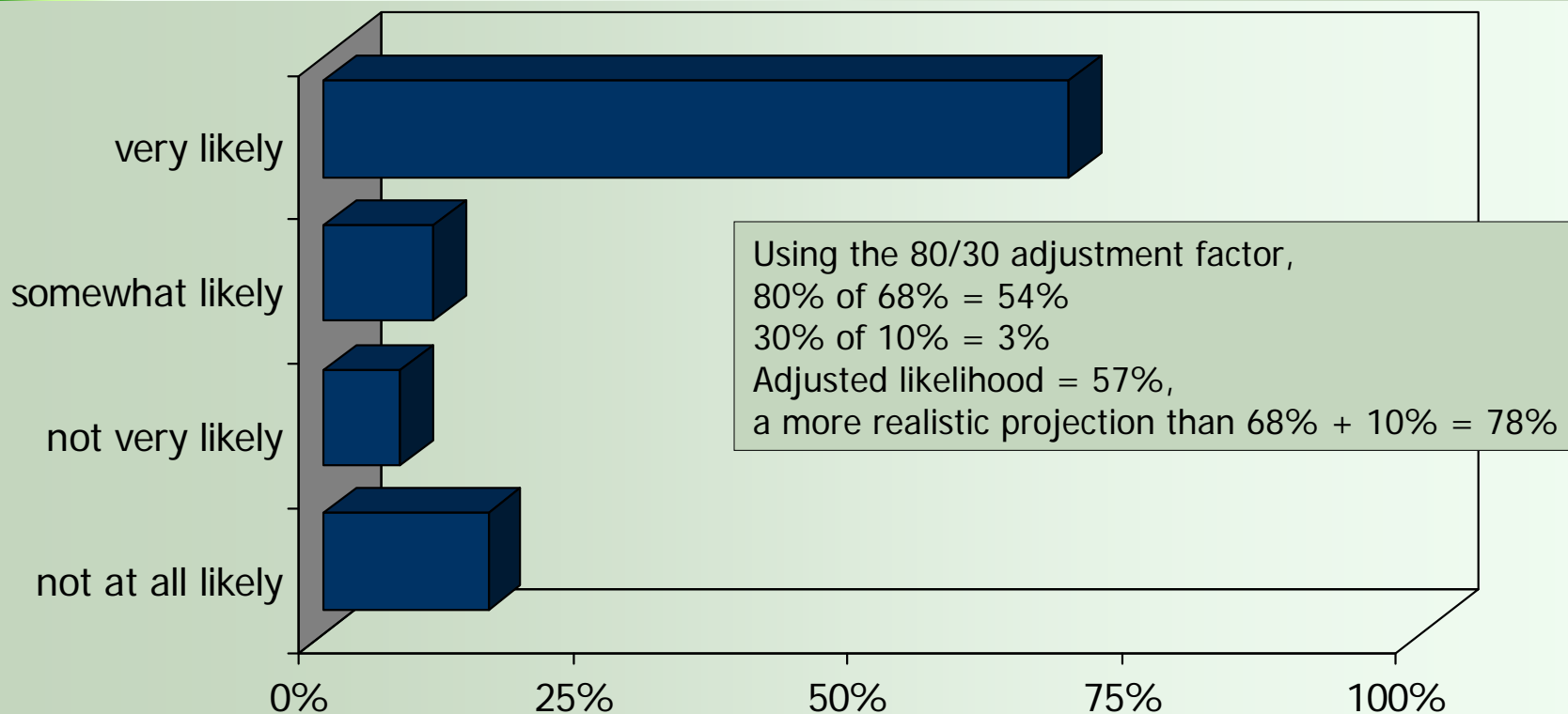
	not at all likely	not very likely	somewhat likely	very likely
% response	22%	27%	19%	32%

Q139a) During the coming 5 years, will your household have any children between the ages of 5 and 12?



	no	maybe	yes
% response	80%	2%	18%

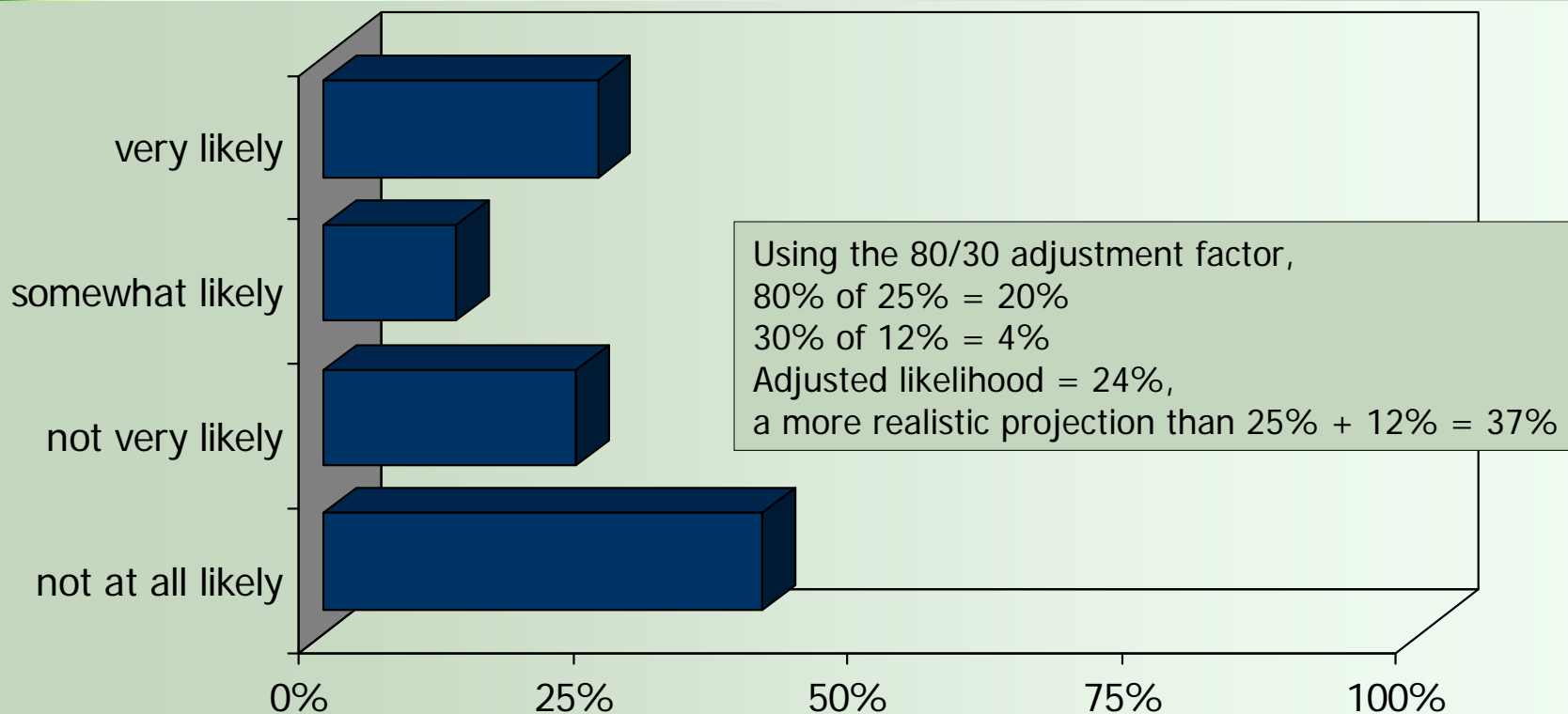
Q139b) How likely are they to be enrolled in a Hebrew School or Sunday School?



	not at all likely	not very likely	somewhat likely	very likely
% response	15%	7%	10%	68%

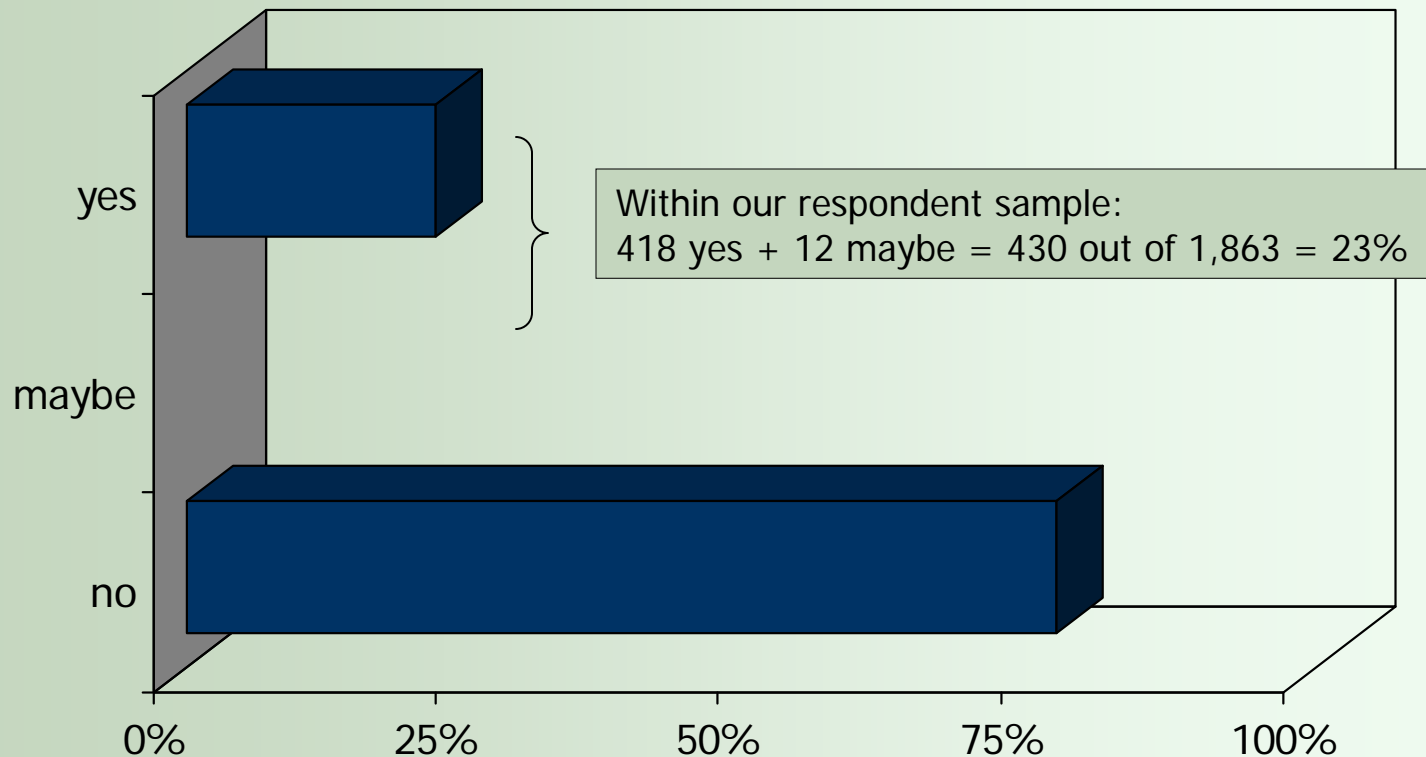
N=376 of 2,234

Q139c) How likely are you to consider a Jewish day school for those children?



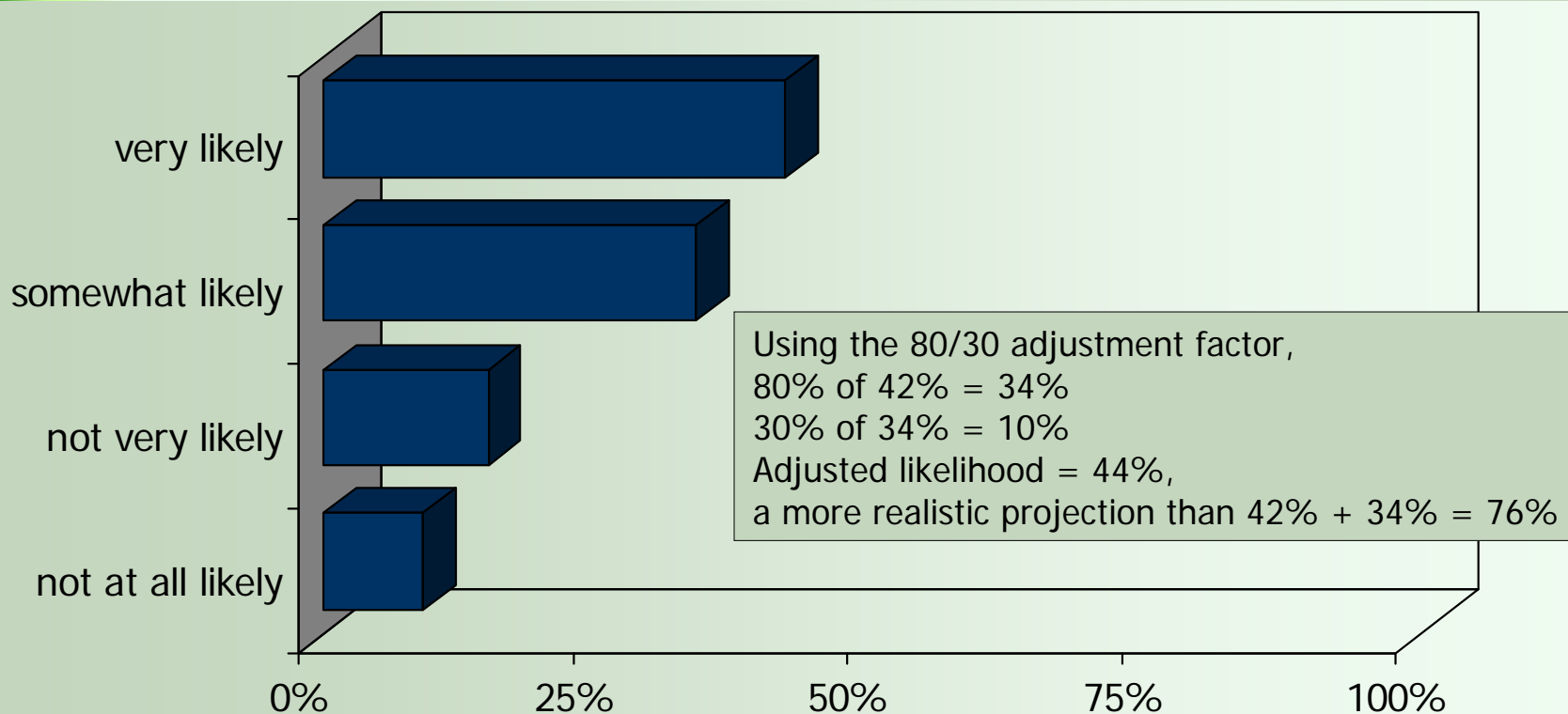
	not at all likely	not very likely	somewhat likely	very likely
% response	40%	23%	12%	25%

Q140a) During the coming 5 years, will your household have any teenagers between the ages of 13 and 19?



	no	maybe	yes
% response	77%	<1%	22%

Q140b) How likely are they to participate in teen-focused Jewish programming?



	not at all likely	not very likely	somewhat likely	very likely
% response	9%	15%	34%	42%

IV CONCLUDING OBSERVATIONS

- This concludes the report in which we explored our Jewish community in terms of "Our Children and Teens".
- In this presentation, we looked at issues related to our children's and teens' Jewish education, Jewish-themed family programming and events, and Jewish educational needs & preferences.
- We examined factors linked to parents' choosing – or not choosing -- Hillel Community Day School and Camp Sisol.
- We looked at travel to Israel, and the perceptual barriers to sending teens on Israeli travel experiences and programs.
- We focused on our Jewish teens, and their ongoing engagement – or lack thereof – in the Jewish community.
- Looking ahead to the next 5 years, we tried to help envision anticipated needs and preferences in terms of early childhood services, Hebrew / Sunday school, Jewish day school, and teen-focused Jewish programming.
- We hope that this chapter of our story is one you find both insightful and helpful.