



53 West Baltimore Pike. Media, PA 19063  
484-840-4300 [www.ssrs.com](http://www.ssrs.com)

## **RESPONSES TO FREQUENTLY ASKED QUESTIONS**

### **“WHO ARE YOU?”**

**IF JEWISH COMMUNITY LIST, SAY:** My name is \_\_\_\_\_. I’m calling on behalf of the St. Louis Jewish Community Survey.

### **IF ANY OTHER SAMPLE, SAY:**

My name is \_\_\_\_\_. I am calling from SSRS, an independent research firm which has been asked to interview people for the 2014 Jewish Population Study of St. Louis; we have conducted similar studies in many major cities, including New York and Chicago.

You may have received a postcard or seen a story about the survey or seen an ad on TV. We are NOT asking for money. We are NOT selling anything.

### **IF ASKED, WHO IS DOING THE STUDY, OR RESPONDENT QUESTIONS THE LEGITIMACY OF THE STUDY:**

The study is funded by the Jewish Federation of St. Louis in conjunction with local synagogues and other Jewish organizations. The study will help local synagogues and other Jewish organizations determine the size of the Jewish community, assess resident’s needs, and inform community planning.

“You can call 314-442-3846 or e-mail [communitystudy@fedstl.org](mailto:communitystudy@fedstl.org) to find out more about this study.

### **IF RESPONDENT SAYS “I’M NOT JEWISH, MY HUSBAND/WIFE/PARTNER IS...”**

We would love to speak with you; we very much want to interview non-Jewish spouses/partners in Jewish households [if non-Jewish respondent is comfortable] .

INTERVIEWER: IF RESPONDENT IS NOT COMFORTABLE, TRY TO SET CALLBACK WITH JEWISH PERSON



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**IF RESPONDENT SAYS “BUT, I’M NOT JEWISH”:**

Households where no one identifies as Jewish need only spend a couple of minutes on the phone.

As the Jewish Federation of St. Louis and its partner agencies serve the entire St. Louis community, not just the Jewish population it is important to learn about general community demographics and needs as well.

Also, by taking the survey you are being a good citizen and neighbor.

**“IF A RESPONDENT ASKS: ARE YOU JEWISH?”**

IF YOU ARE JEWISH – SAY SO.

IF YOU AREN’T JEWISH, SAY: I’m not Jewish but I have done many interviews with Jewish people in other American cities.

**“HOW LONG WILL THIS TAKE?”**

To tell you how long it will take, Can I quickly ask, “Is there anyone in the household who considers themselves Jewish?”

It takes about 2 minutes if there is no one in the household who is Jewish and approximately 20 minutes if someone in the household considers themselves Jewish.

**IF ASKED WHY ARE YOU ASKING ABOUT RELIGION, OR WHY ARE YOU ASKING IF RESPONDENT IS JEWISH, SAY:**

This survey is being done for the St. Louis Jewish community which will inform community planning allocations for Jewish agencies and organizations for the next decade.

In order to get an accurate estimate, we need to speak briefly to people who are not Jewish as well as to speak with Jewish persons.



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### **"WHAT IS THIS STUDY?"**

The St. Louis Jewish Community Study is conducted every 10 years; the Jewish Federation of St. Louis undertakes a thorough study of the Greater St. Louis area's Jewish community to assess community needs.

The information gotten from this study will inform community planning allocations and programming efforts for St. Louis' Jewish agencies and organizations.

### **"WHY ARE YOU DOING THIS STUDY?"**

The U.S. Census does not include information about religious identity. As such, many religious groups conduct their own community surveys.

Religion-based studies enrich census data and help our local politicians and leaders learn more about ethnic and religious groups in the community.

### **"WHY ARE YOU ASKING ABOUT MY CHILDREN (OR, WHY ARE YOU ASKING ABOUT THE AGES OF MY CHILDREN)"**

Because the Census does not ask about religion or identity, there is no information about the Jewish community in your area, and thus Jewish organizations have a difficult time planning ahead.

A lot of this planning depends on the number of and ages of children currently being raised in Jewish and interfaith Households. For example, knowing the number of children ages 4 and under will help ensure that preschools have enough classrooms and teachers.

Similarly attaining some information on older children helps a number of organizations plan for summer camps or after school programs.

If you feel uncomfortable giving us the precise ages of your children we understand. We would prefer that you do, but if you feel uncomfortable, we would ask that you at least tell us if your children are in the following age ranges...



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### **“WHERE DID YOU GET MY NAME/NUMBER?”**

A high level of confidentiality will be maintained throughout the study. We call landline and cell phone numbers in the 314 and 636 area codes that have been randomly generated by a computer.

All numbers in the Greater St. Louis area are eligible to be called randomly, regardless of whether the household reached includes a Jewish adult. All interviews are anonymous and confidential.

The study is designed to interview Jewish households deeply connected to the Jewish community and those only marginally connected to Jewish life in St. Louis.

### **“WHO WILL BE INTERVIEWED?”**

The survey will interview 1000 Jewish households in the Greater St. Louis area. All kinds of people, of all ages (over 18), and all backgrounds, and all religious affiliations will be interviewed.

We hope to reach diverse segments of the community to get a balanced picture of the Jewish population.

We hope that every household we contact will participate in the survey - we are asking people who are not Jewish just a few questions to help us measure what percent of the community is Jewish.

### **“WHAT KIND OF DATA IS THE STUDY COLLECTING?”**

The survey is collecting demographic data on Jewish households in the St. Louis area, including the number of Jews, where they are living, and their family configurations.

In addition, the study will collect data on Jewish identity, Jewish education, organizational affiliation, ritual practice, health and human service needs, and aging.



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### **“HOW WILL IT BE USED?”**

The study will help local synagogues and other Jewish organizations determine the size of the Jewish community, assess resident’s needs, and inform community planning.

### **“WHY SHOULD I COMPLETE THE STUDY?”**

Data from the survey, which is collected every 10 years, is critical to Jewish communal institutions and organizations in the Greater St. Louis area.

The more the Jewish Federation of St. Louis, St. Louis’ local synagogues and other Jewish organizations know about today's Jewish population - its needs, views, and expectations - the better it can serve the community in a most effective and efficient manner.

### **“WHAT’S THE FEDERATION OF ST. LOUIS? WHO IS DOING THIS?”**

The Jewish Federation of St. Louis, is the sponsor of the study.

“You can call 314-442-3846 or e-mail [communitystudy@fedstl.org](mailto:communitystudy@fedstl.org) to find out more about this study.

It is funded by the Jewish Federation of St. Louis in conjunction with local synagogues and other Jewish organizations.

### **“IS THE STUDY ANONYMOUS?”**

YES. The study will protect participants’ anonymity and confidentiality.

Neither the Jewish Federation of St. Louis nor any other agency will have access to the names and contact information of the survey participants. The survey interviewers do not have your name.

### **“WHEN WILL THE RESULTS BE AVAILABLE?”**

The results are expected in late 2014.