

Report of Findings: Special Needs



Jewish Federation[®]
OF SOUTHERN NEW JERSEY
AND OUR FAMILY OF AGENCIES

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

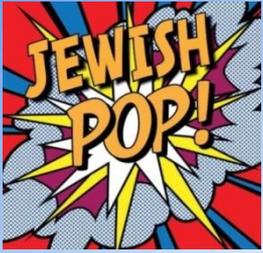
February 9, 2014

1528 Walnut Street, Suite 1414, Philadelphia, PA 19102
www.meliorgroup.com



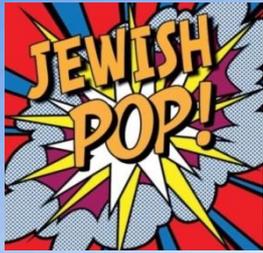
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Marketing Research / Consulting



Presentation Overview

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



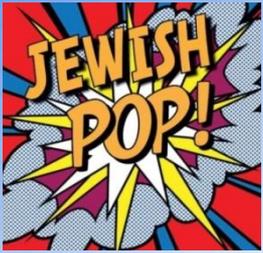
Background

- **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

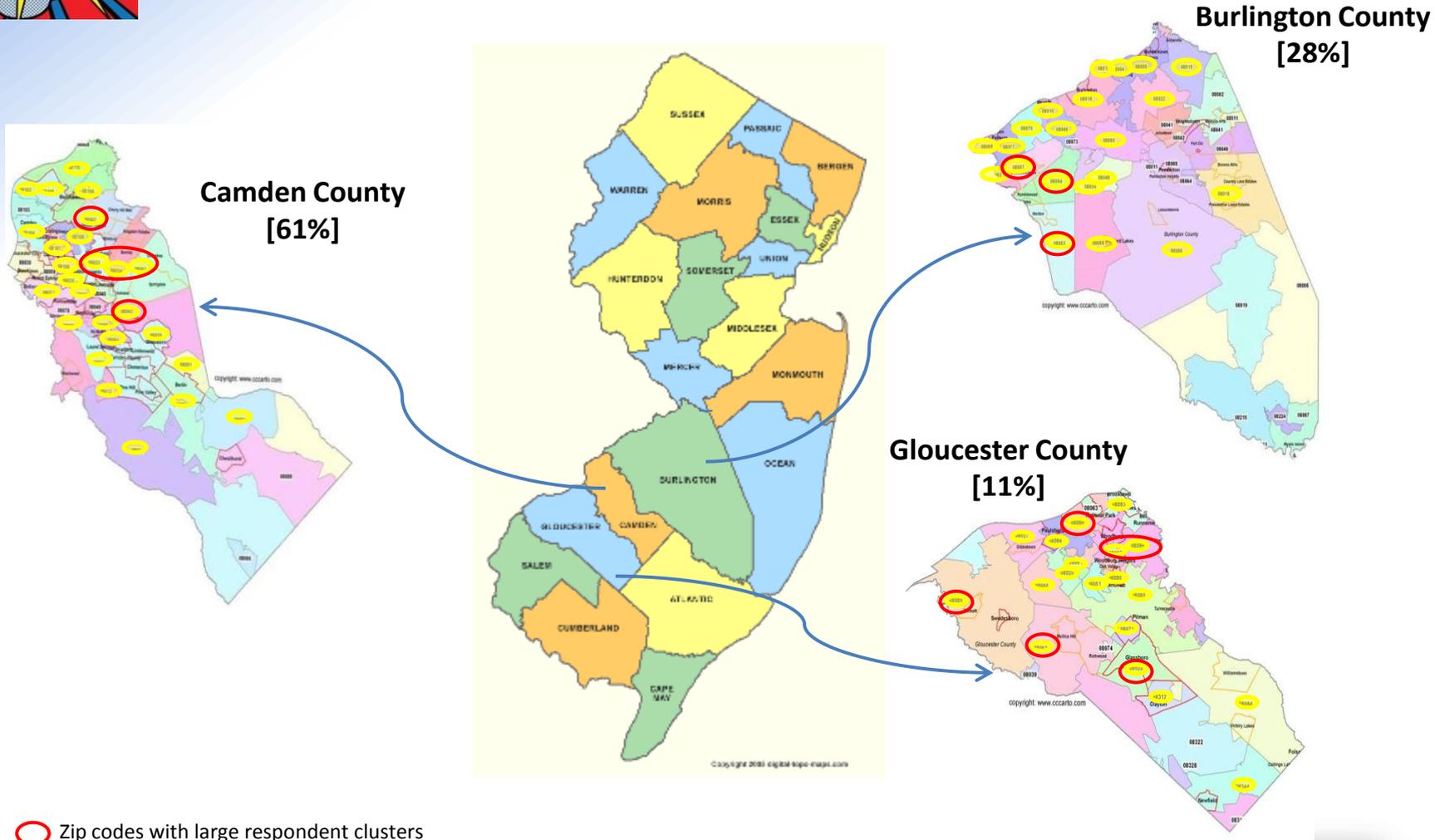
- **Methodology**

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

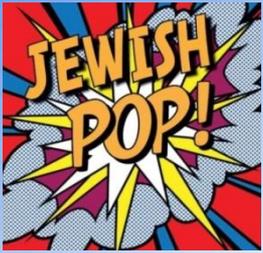
	PHONE	ONLINE	PHONE	ONLINE	
OUTBOUND	<ul style="list-style-type: none"> • Call Center dial out using community lists, purchased sample 	<ul style="list-style-type: none"> • Personal 'invite' using community lists [closed link] 	<p>TOTAL = 3,175</p> <p>n = 152 (5%)</p>	<p>n = 1,124 (35%)</p>	OUTBOUND
INBOUND	<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] 	<p>n = 60 (2%)</p>	<p>n = 1,839 (58%)</p>	INBOUND



Profile: Demographics

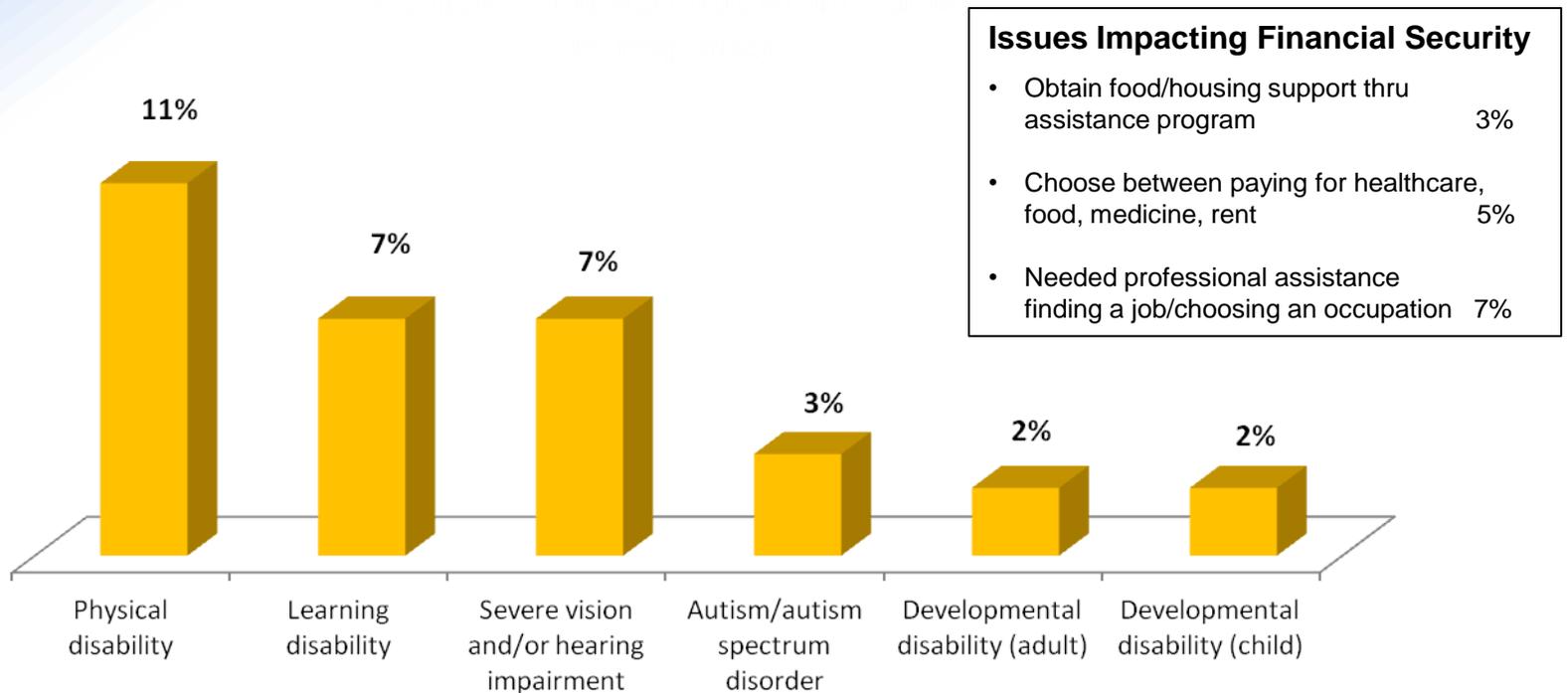


○ Zip codes with large respondent clusters



Profile: Health & Social Services

Households with Members with Disabilities (%)





Profile: Health & Social Services

- ***Age is the primary predictor of incidence***
 - In some cases (e.g., physical disability, hearing and/or vision impairment), issues experienced are simply part of normal aging

Segments with Increased Likelihood of Incidence

Condition/Issue		Age	
		<60 yrs.	60 yrs.+
Physical/cognitive	Physical disability		X
	Severe hearing and/or vision impairment		X
	Learning disability	X	
	Autism/autism spectrum disorder	X	
	Developmental disability (child)	X	
	Developmental disability (adult)		
Financial	<i>Obtain food/housing support</i>	<30 yrs.	75+ yrs.
	<i>Choose between paying for healthcare, food, medicine, and rent</i>	X	
	<i>Need professional assistance finding a job/ choosing an occupation</i>		

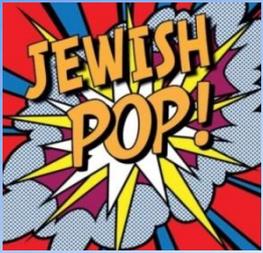


Profile: Health & Social Services

- ***However, Gloucester County shows an elevated incidence of issues impacting financial security***

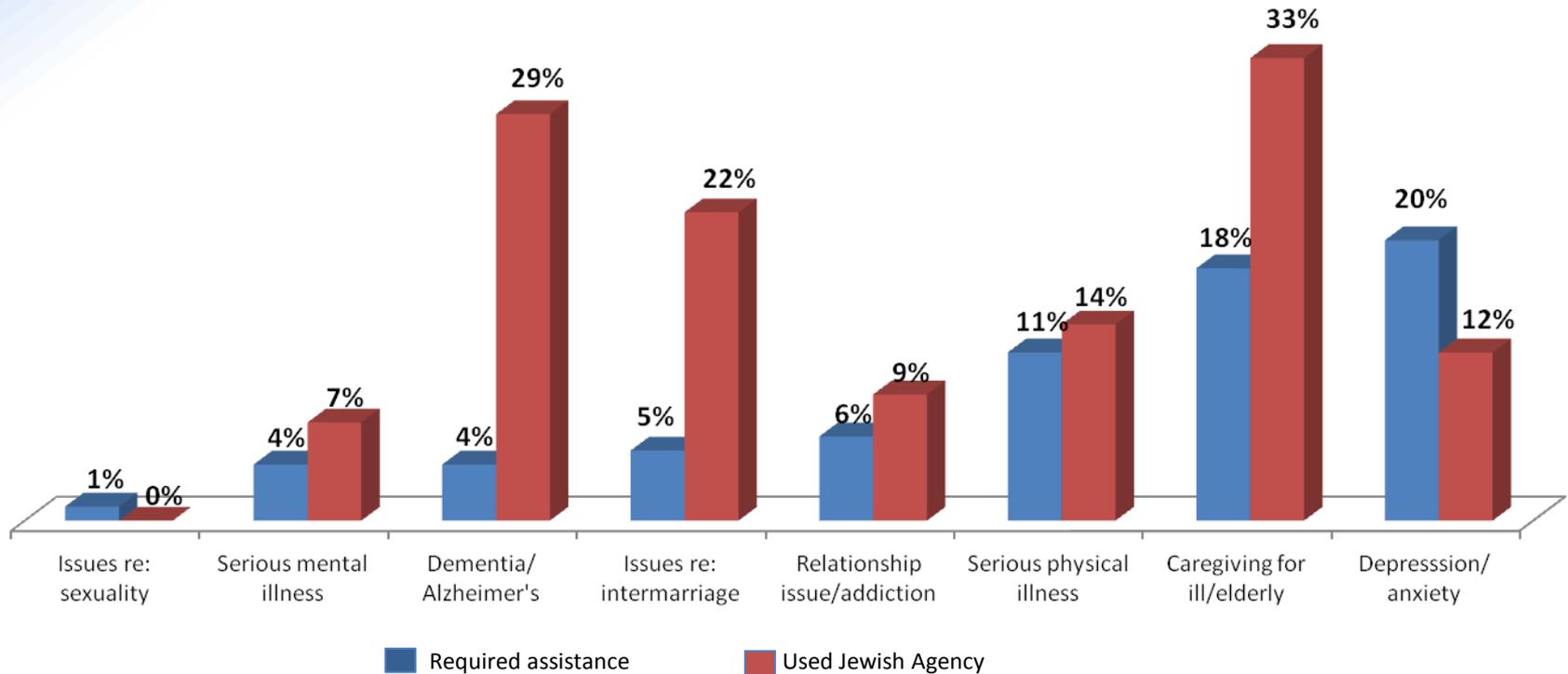
Condition/Issue Experienced (%)

Condition/Issue		Location		
		Burlington	Camden	Gloucester
Financial	<i>Obtain food/housing support</i>	2	3	7
	<i>Choose between paying for healthcare, food, medicine, and rent</i>	4	4	9
	<i>Need professional assistance finding a job/choosing an occupation</i>	5	7	12



Profile: Health & Social Services

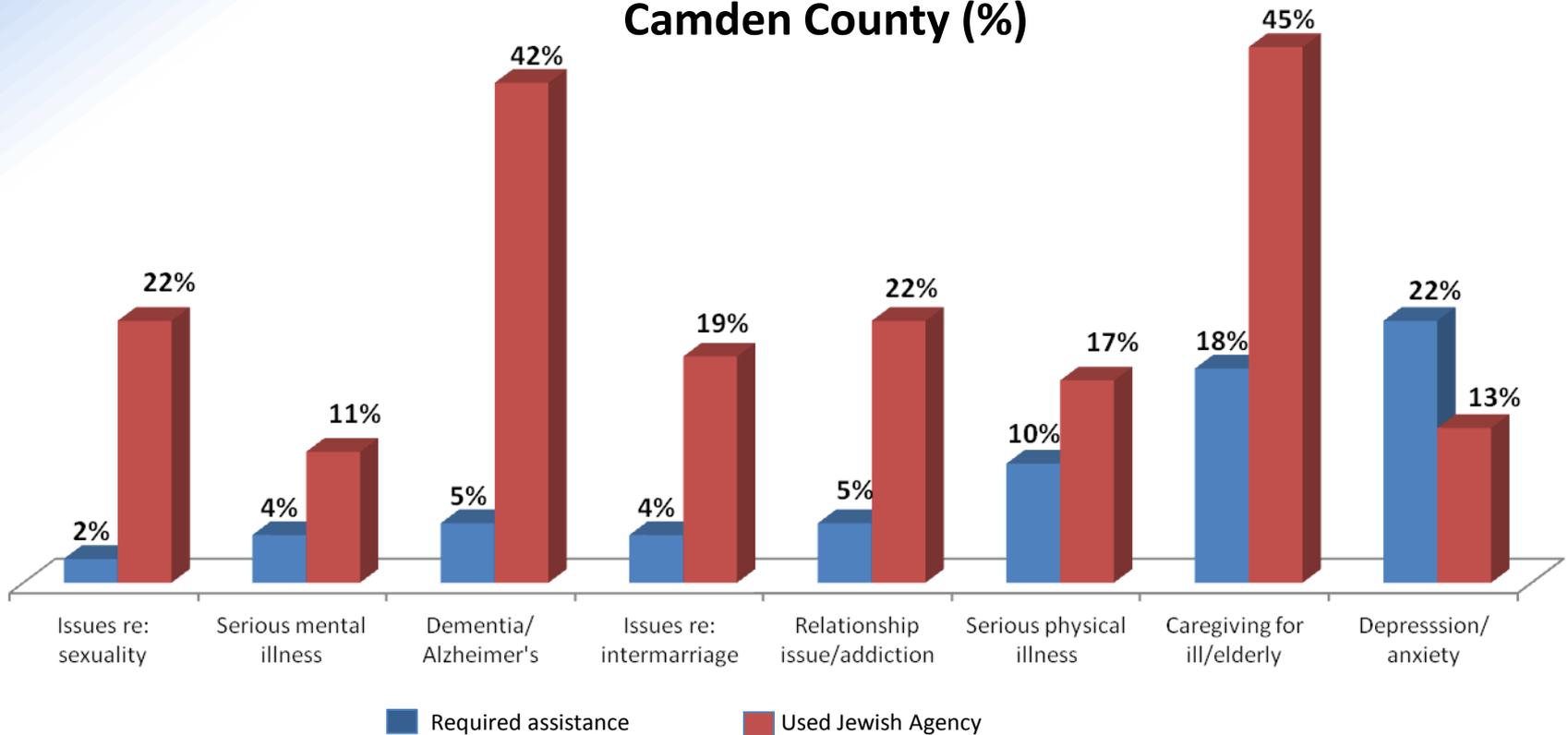
Issues and Sources of Support/Assistance: Burlington County (%)

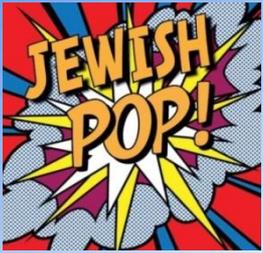




Profile: Health & Social Services

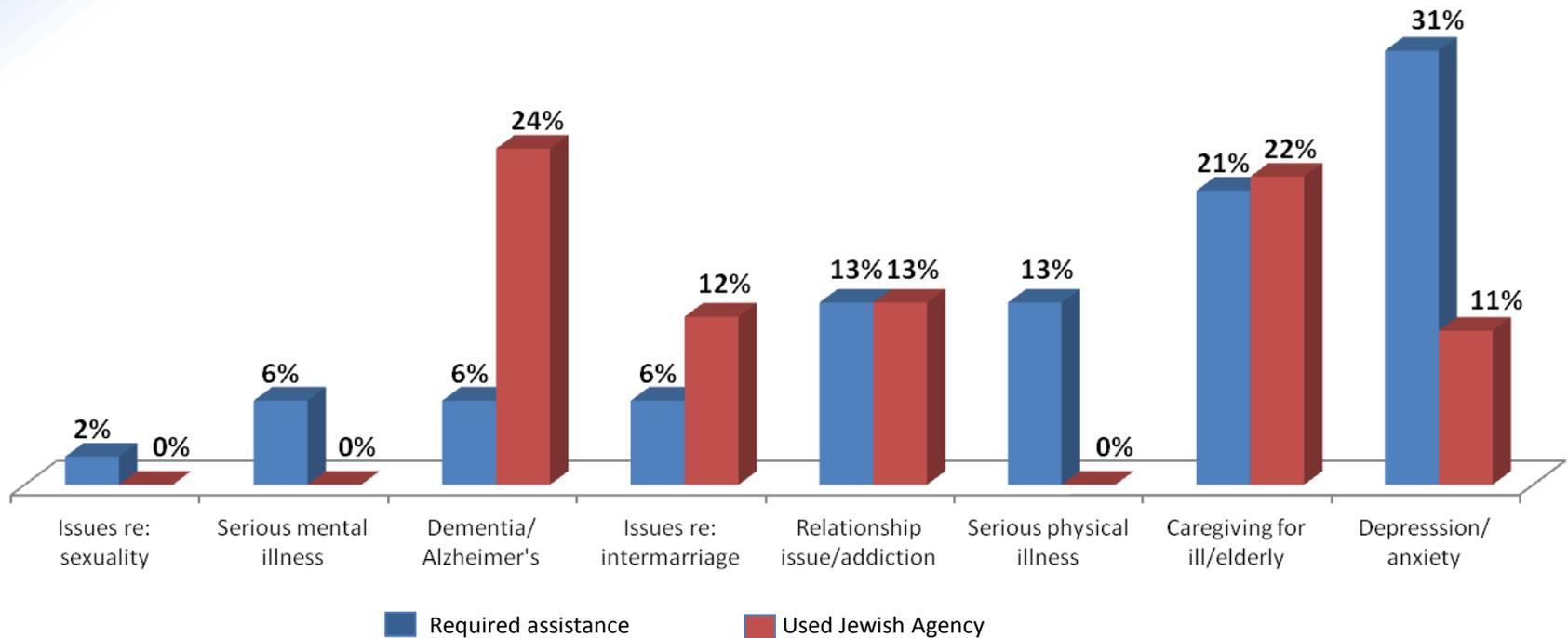
Issues and Sources of Support/Assistance: Camden County (%)





Profile: Health & Social Services

Issues and Sources of Support/Assistance: Gloucester County (%)

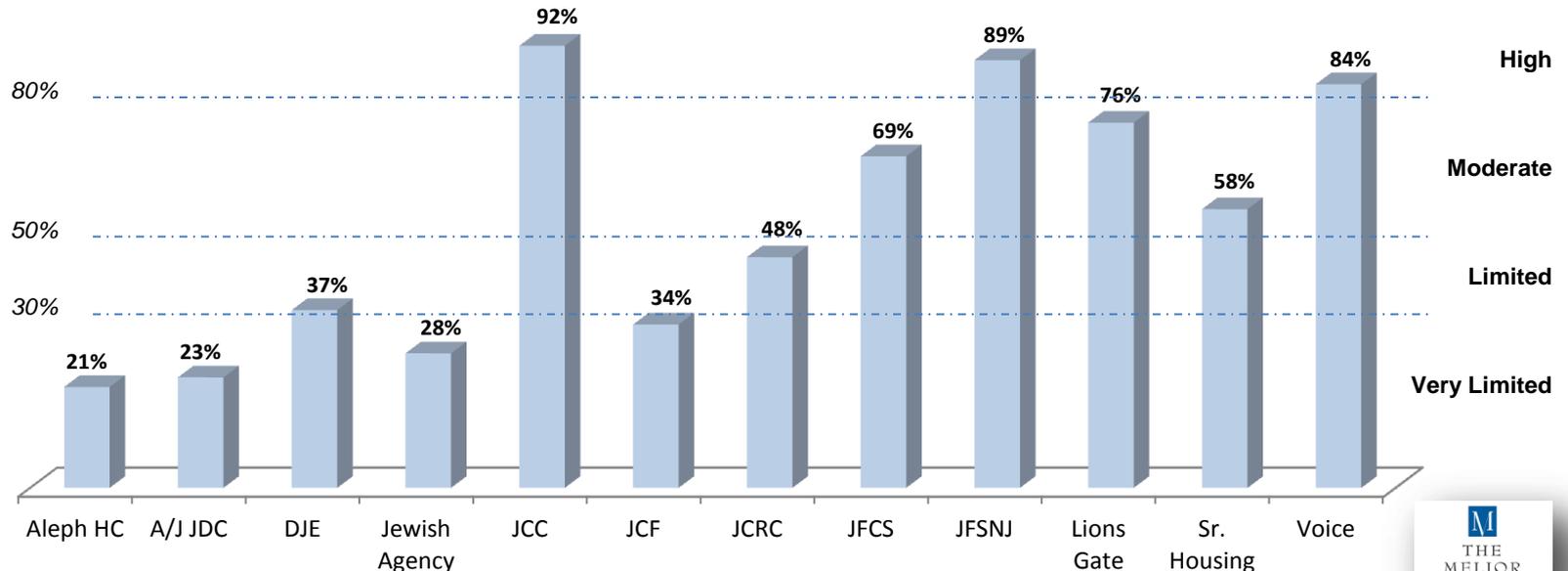




Profile: Federation Familiarity

- Opportunities to increase awareness of agencies that offer assistance could expand usage
 - Younger people, Gloucester County residents are generally less aware

Familiarity with the Jewish Federation and Its Family of Agencies (%)





Profile: Federation Familiarity

Familiarity with Agencies: by County and Age (%)

Jewish Federation and Its Family of Agencies	Total Familiar (%)	COUNTY			AGE SEGMENT					
		Burlington	Camden	Gloucester	18-29 yrs.	30-44 yrs.	45-59 yrs.	60-74 yrs.	75-84 yrs.	85+ yrs.
Katz Jewish Community Center	92	91	98	68	77	92	93	92	93	94
Jewish Federation of Southern New Jersey	89	87	93	70	69	86	89	88	93	99
Jewish Community Voice	84	81	91	59	62	80	86	86	87	84
Lions Gate Continuing Care Retirement Community	76	76	81	52	77	59	75	79	85	84
Samost Jewish Family and Children's Services	69	64	78	33	55	63	74	69	66	61
Jewish Senior Housing and Healthcare Services	58	51	66	32	26	42	59	60	63	64
Jewish Community Relations Council	48	45	53	26	22	33	51	55	62	63
Department of Jewish Education and Continuity	37	37	42	20	29	36	37	40	39	43
Jewish Community Foundation	34	27	39	24	31	30	39	34	32	19
Jewish Agency for Israel	28	27	31	15	30	19	26	35	40	22
American Jewish Joint Distribution Committee	23	17	26	19	8	15	22	25	38	36
Aleph Home Care	21	19	24	12	16	20	22	23	17	18

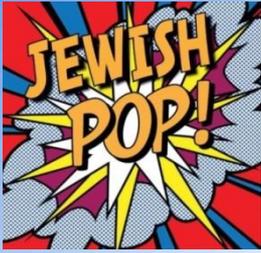


10+ points over Total

10 points or less than Total

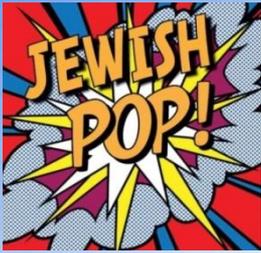
Notable Difference





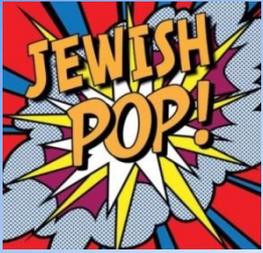
Profile: Jewish Education

- **Children with special needs comprise a significant proportion of students in religious schools**
 - At smaller schools (total enrollment: <100), students with special needs often comprise a large percentage (typically 20-30%)
- **While the number of students in synagogue religious schools is declining, the number of students with special needs is on the rise [Source: DJE]**
 - In 2013, children with special needs comprised 15% of the religious school student population; in 2014, that number grew to 18%



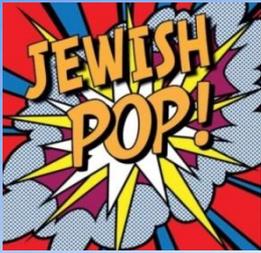
Conclusions & Implications

- **There is a measurable presence of individuals with special needs in the Jewish community – across the range of ages, geographies and disabilities.**
 - *There may be opportunities to expand services in Gloucester County, where needs may be greater than in other counties. The sprawling nature of the community may present hurdles, however.*
 - *According to the CDC, the incidence of children on the autism spectrum is currently estimated at 1 in 88 - about 1%, our community reports 3%.*
 - *Families who have a member with a disability are almost twice as likely to need financial assistance.*



Conclusions & Implications

- **When in need, respondents are most likely to turn to Jewish agencies for help coping with caregiving for the elderly and dementia.**
 - *Increasing awareness of the array of social services offered by local Jewish agencies could increase their use for others stressors as well.*



Conclusions & Implications

- **Big Picture**

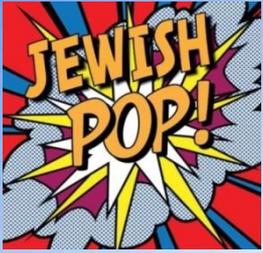
- The Jewish population in the tri-County area is estimated to have grown by 15% since 1991. Although Camden County remains the mainstay, newcomers tend to head to Gloucester and Burlington counties.
 - Seniors comprise a large part of the community, most likely increasing over time, with the attendant 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.]**

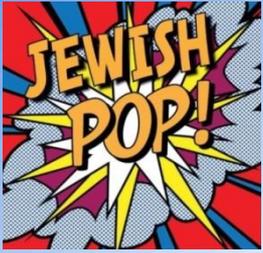
- Many feel the community is not as welcoming as it could (or should) be.
 - For some, cost is an obstacle; for others distance poses a problem.
 - Perhaps more troubling is the fact that people who are not married are less likely to feel welcomed or that they belong.
- Even so, educating the children '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.



Conclusions & Implications

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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

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