

EVERY VOICE COUNTS

JEWISH
ROCHESTER'S
2019 REGIONAL
SURVEY

SURVEY METHODOLOGY: WHAT WE DID AND HOW WE DID IT

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Jewish Federation of Greater Rochester

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**“Every Voice Counts” was designed, fielded, and analyzed by
Jocelyn Goldberg-Schaible (Rochester Research Group)
in collaboration and partnership with
Janet Sunkin (Survey Coordinator) and Judy Azoff (Survey Committee Chair)**



Jocelyn Goldberg-Schaible
Rochester Research Group



Janet Sunkin
Survey Coordinator



Judy Azoff
Survey Committee Chair

“This project was truly a labor of love from the three of us to the Jewish community we love. Although none of us were born or raised here, it is the community that became our home . . . where each of us have lived, raised our children, worked professionally, and volunteered for the past 40 years.” -- **Judy, Janet & Jocelyn**

Introductory Message from Every Voice Counts' Research Professional

Hello! I'm Jocelyn Goldberg-Schaible, President of the Rochester Research Group. I've lived in Rochester since 1979, and had the honor of being hired as a research professional to work with our Jewish Community Federation's demographic studies ever since 1988.

Back then, I merely provided the data entry, output generation, and background statistical analysis. But for the last two studies – "Count Me In" in 2010, and now "Every Voice Counts" in 2019, I had the honor of being in on the design, implementation, and analytical parts of the process, with beginning-to-end involvement.

And this time I had the joy of being part of a superb team alongside Judy Azoff and Janet Sunkin – both of whom brought to this project decades of wisdom and leadership experience within our Jewish community.

Data tells stories, and our library of focused reports are a collection of those stories, each dedicated to exploring our findings related to a themed topic.

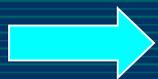
Nearly 3,000 of you shared your voices with us, and you were heard. Now you get to hear what we learned from you. This first report focuses on our survey's methodology & approach:

- [1] What we did
- [2] How we did it
- [3] How we'll use what we've learned

Enjoy!

“Every Voice Counts”

- ❑ Not a just Jewish Census, but a **needs assessment**
- ❑ Designed **by and for our own community**
- ❑ Exploring our Jewish **perspectives & priorities**
- ❑ What do we truly **value?**



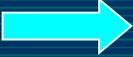
The overarching purpose,
beyond merely counting ourselves:

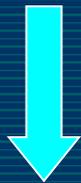
- ❑ To **plan our future**
- ❑ To become **the most connected, engaged and engaging Jewish Community in North America**

WHY WAS THIS SURVEY SO LONG? and WHERE DID ALL THOSE QUESTIONS COME FROM?

February 2019 Listening Sessions

We connected with the professional & volunteer leadership representing our region's ~ 30 Jewish agencies, organizations, synagogues & schools and invited them to individually meet with us and tell us:

-  What they wanted to learn **ABOUT** our Jewish Community
-  What they wanted to learn **FROM** our Jewish Community



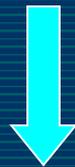
SURVEY'S QUESTION SET

The Importance of Actionability

(not merely interesting or nice to know)

Yes, the survey was **LONG**.
But it could easily have been twice as long.

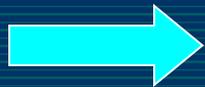
It took discipline to only include questions that would directly inform and support strategic and tactical planning decisions as our Jewish community envisions and designs its future in the decade ahead.



ACTIONABLE INSIGHTS & IMPACT
A LIVING RESOURCE
WIDESPREAD ACCESS & ONGOING USE

"...BUT THE SURVEY WAS SO LONG..."

- **Because we only do this once every 10 years**
- **Because we were gathering valuable planning insight for ~ 30 Jewish communal partners**
- **Because having a thriving and connected Jewish community takes effort**

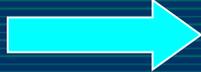


THE GOOD NEWS:

Even those who did not make it all the way across the finish line, but spent some non-trivial time and effort participating, are included in our findings. So as long as you at least got through all the demographic "counting" questions, your voice has been heard!

OUR SURVEY SAMPLE

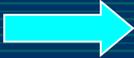
1,928 finish-line completes

1,844 total partials  1,025 usable partials

(removing duplicates & fragments)

1,928 completes
+ 1,025 usable partials
2,953 overall sample [N]



 Overall final sample N of 2,953

Statistically, \pm 2% at the 95% confidence level.

For context:

2010 "Count Me In" survey sample [N] = 2,334.

Pew Research Center's landmark 2013 Survey of US Jews sample [N] = 3,475 nationwide

OUR RESEARCH APPROACH

**BY DESIGN,
IN TERMS OF BOTH PARTICIPATION AND CONTENT,
*EVERY VOICE COUNTS WAS***

- **ACTIONABLE**
- **UNCONDITIONALLY INCLUSIVE**
- **ROBUST**

INCLUSIVE: WHOSE VOICE COUNTED? EVERY VOICE!

“Every Voice Counts” reached out with unprecedented intentionality as evidenced by our gateway questions, significantly more inclusive than our gateway ten years ago:

2010 “Count Me In” Version:

Was anyone in your household
born or raised Jewish, or does
anyone in your household
consider themselves Jewish today?

Yes  Continued On
 No  Screened Out

INCLUSIVE: WHOSE VOICE COUNTED? EVERY VOICE!

In contrast, the “Every Voice Counts” gateway questions welcomed and connected an intentionally wider range of respondents:

Which of the following describe you?

[Please choose all that apply:]

- Born and/or raised Jewish – or converted to Judaism.
 - One or more parents or grandparents are/were Jewish.
 - I consider myself Jewish.
 - I am not Jewish, but live in a household with one or more Jewish members.
-
- Recently discovered (via Ancestry.com, 23andMe.com, etc.) that I have Jewish roots...
 - I am not Jewish, but I have some specific relationship with the Rochester region’s Jewish community -- as an employee, member, user, volunteer and/or donor -- and am interested in sharing my ideas and opinions in this survey. 
 - None of these statements apply to me.

Only those choosing this response were eliminated.

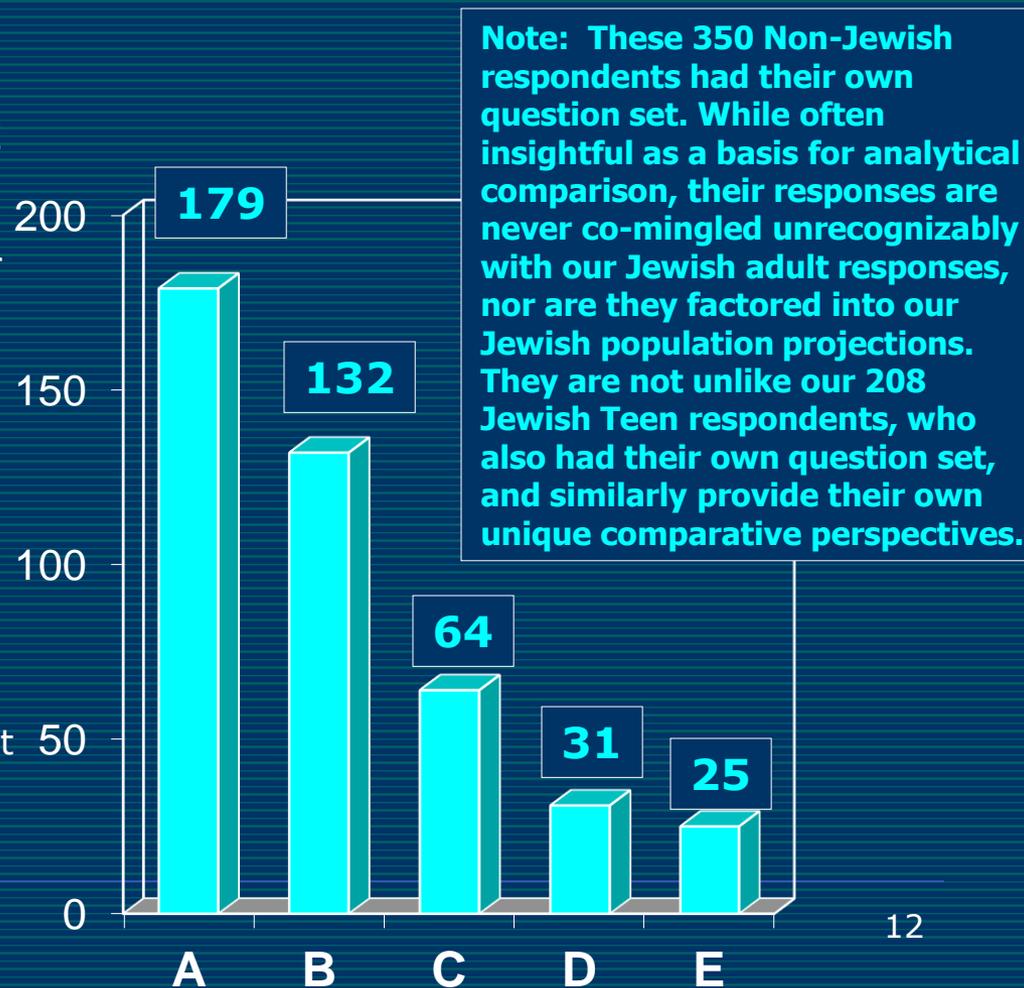


INTENTIONALLY BUT SELECTIVELY INCLUSIVE:

Profile of our Non-Jewish “Jewish Adjacent” Participants

Which of the following describes your relationship with the Rochester region's Jewish community? [Please choose all that apply from the list below:]

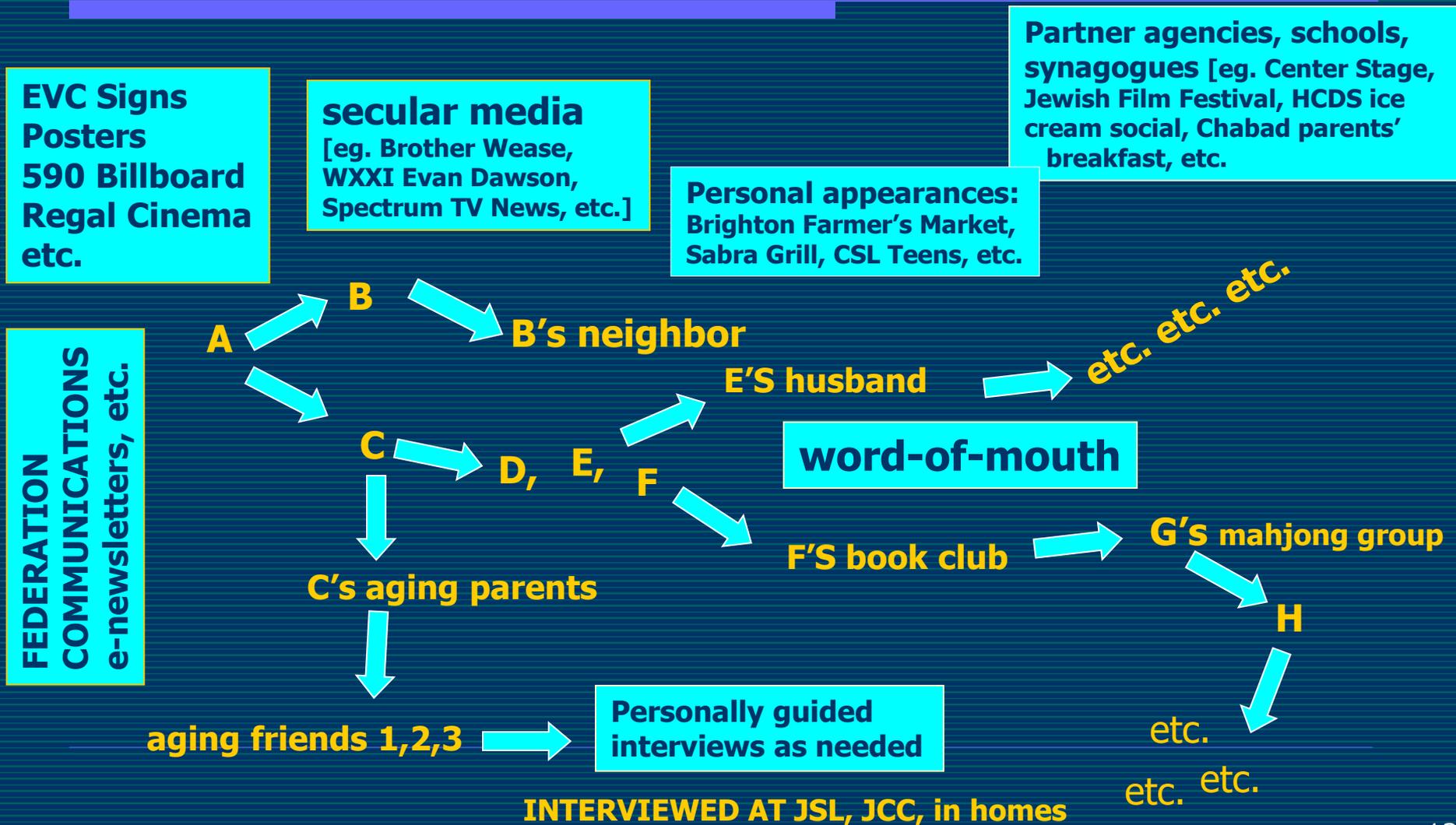
- A. I am not Jewish, but I **work for a Jewish organization.**
- B. I am not Jewish, but I am a **member of a Jewish organization** [eg. the JCC, NCJW, etc.] / participate in their programming and events / attend or send my children to a Jewish summer camp, etc.
- C. I am not Jewish, but I **donate to / volunteer with / charitably support** one or more Jewish organizations.
- D. I am not Jewish, but I [or a family member] **receive(d) services from a Jewish organization.**
- E. I am not Jewish, but I am part of a **school** [eg. Brighton or Pittsford] that is linked to the **Rochester-Modi'in (Israel) Partnership.**



[N=350 Non-Jewish Respondents]

INCLUSIVE: OUR "VIRAL" SAMPLING STRATEGY

A viral sample = intentional, broadly inclusive outreach:



INCLUSIVE: How we reached Jewish Adults

How and where did you hear about this survey? [Please choose all that apply:]

➔ Underlined items represent outreach beyond those already affiliated Jewishly

58%	Received an e-mailing about the survey from Federation
34%	Received a survey postcard
19%	<u>Word of mouth</u>
16%	Heard about it from my temple or synagogue
15%	Received an email about the survey from another organization
13%	<u>Facebook</u>
12%	Saw signage in front of Federation, JCC, Jewish Senior Life, etc.
11%	Saw or heard about it at the JCC
8%	On a survey partner's website (Federation, JCC, JSL, JFS, etc.)
7% ea.	On the <u>radio</u> ... At the Jewish Film Festival ... In the Jewish Ledger
6%	Jewish Federation's weekly e-news
4%	Poster or personal appeal in a Jewish location (Sabra, Charbroil, Fox's, Malek's, Lippman's, etc.)
3% ea.	On <u>TV</u> ... Received a survey business card
2% ea.	Saw a <u>billboard</u> ... My employer / workplace asked me to participate ... <u>Secular newspaper (print)</u>
1% ea.	The <u>senior community or group home</u> where I live ... My school ... <u>Poster or personal appeal in a secular location (Starbucks, Pittsford Dairy, Panera, farmers market, library, etc.)</u> ... <u>secular newspaper (online)</u>
<1% ea.	<u>Twitter, Instagram, movie theater</u> , Jewish Ledger (online), summer camp

INCLUSIVE:

Specifically targeted sets of questions
were designed for
Potentially Overlooked Community Segments

- o Those who identify as **LGBTQ**
- o Those with **disabilities** and the family members who care for them
- o **Inter-faith** households
- o **Jews of color** and **inter-racial** households
- o Our community's **Israelis**
- o Those who came from the **Former Soviet Union**
- o Our **seniors (ages 70+)** and the family members who care for them

**IN OTHER WORDS, WE WERE INCLUSIVE
IN TERMS OF BOTH**

WHO WE ASKED

&

WHAT WE ASKED

EVERY VOICE COUNTS' TWO KEY DIMENSIONS OF INTENTIONAL INCLUSIVITY: Our Unengaged and Our Most Observant

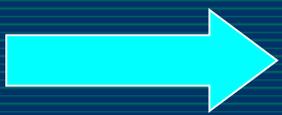
1. **To reach – and connect with – and engage -- those who have not been actively affiliated with our Jewish community... venturing far beyond the usual set of insiders to those on the outskirts of our Jewish community and beyond...** and finally hearing their voices so we can begin to understand their perspectives & priorities, and ideally discover ways we might be able to engage and connect with them in the future.
2. **To ensure that this time we fully connected with and included the voices of our most observant community members,** who in 2010 were not as adequately acknowledged. We did this by inviting our community's traditional and modern Orthodox synagogues, organizations and schools (as well as Chabad) into our listening sessions; personally bringing survey outreach into settings like Camp Gan Izzy parent pickups, a Chabad breakfast gathering, and Sabra Grill dinner hours; and encouraging all our Orthodox community partners to encourage their own members to share their voices in our survey.

THE RESULT = WE ACHIEVED HIGHLY ROBUST PARTICIPATION

OUR 2019 SURVEY'S ESTIMATED RESPONSE RATE

	2000 [telephone]	2010 [online]	2019 [online]
Household response rate	7%	20%	24%
Personal response rate, Jewish Adults	5%	15%	16%
Personal response rate, Jewish Teens	NA	NA	12%

(* and this response rate does not even include our survey's 350 non-Jewish adjacent participants.)



How does our survey's participating sample [N] compare with recent surveys undertaken by other Jewish communities across North America?



We are by far the smallest Jewish community, with by far the strongest participating survey sample.

Jewish Community	Est. Jewish Population	# Survey Participants	% of Pop Participating
Washington DC	175,000	6,663	3.8%
Bay Area, CA	350,000	3,567	1.0%
Pittsburgh	50,000	2,111	4.2%
Boston	248,000	5,000	2.0%
Detroit	71,750	1,200	1.7%
Seattle	63,400	3,058	4.8%
S. Palm Beach County, FL	134,200	2,100	1.6%
Palm Beach Cty, FL	166,700	1,997	1.2%
Sarasota Manatee, FL	35,300	1,038	2.9%
Rochester NY	18,911	2,603*	13.8%



[* counting here only our community's Jewish adult & teen voices, not our non-Jewish adjacents]

Where did our 2019 population projections come from?

- Reiterated and applied the same methodology developed, tested and proven for 2010's "Count Me In" analysis [working alongside Dr. Jacob (Jack) Finkelstein, PhD, URMC].
- **Triangulation (Factoring together three points):**
[a] What we found + [b] What we know → [c] What we therefore project

Two examples:

$$\frac{\text{"a" claim to be synagogue members}}{\text{"b" actual synagogue members}} = \frac{\text{\# responding survey participants}}{\text{"c" community-wide projection}}$$

$$\frac{\text{"a" claim to be Federation donors}}{\text{"b" actual Federation donors}} = \frac{\text{\# responding survey participants}}{\text{"c" community-wide projection}}$$

By tying our findings to what we actually know, we are able to both:

1. Extrapolate our community-wide projections
 2. Realistically adjust for those who might tend to over-state such things as being a dues-paying members of a synagogue and/or contributing to Federation, as people are admittedly prone to do.
- Additional triangulations: Federation donor analysis by zip code and synagogue membership analysis by individual congregation.
 - Layering multiple triangulations, we discovered closely converging third point projections [in other words, all our many calculated "c" points], eventually taking their weighted average as our overall community population estimates and our overall community household estimates.
 - Reassuringly, as a capstone reality check, the average number of members per household derived via our individual-versus-household triangulation projections happened to match almost exactly the survey's own average household size count – again confirming that our methodology was inherently sound.

THE OUTCOME OF OUR METHODOLOGICAL APPROACH:

**The findings from this in-depth study
can now carry us insightfully
into the decade ahead.**

**In a highly empowering and transformative way,
throughout the entire “Every Voice Counts” process,
your voices – unselfishly shared –
have expanded our notion of community
and taught us the importance of connection.**

**Now we invite you to not only receive our findings,
but help us to use those findings as we move forward together.**

Thank you, one & all.

... questions or comments?

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Jewish Federation of Greater Rochester
