

# EVERY VOICE COUNTS

JEWISH  
ROCHESTER'S  
2019 REGIONAL  
SURVEY

## OUR COMMUNITY'S SENIORS AND THEIR CAREGIVERS

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Jewish Federation of Greater Rochester

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**“Every Voice Counts” was designed, fielded, and analyzed by  
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Janet Sunkin  
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*“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**

# Survey data tells us stories.

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**With an overall sample comprised of 2,395 Jewish adult participants,**

**here's what we learned about our Jewish community's seniors (ages 70+) and their caregivers. We'll focus in this report on key contours, attitudes and perceptions, and needs.**

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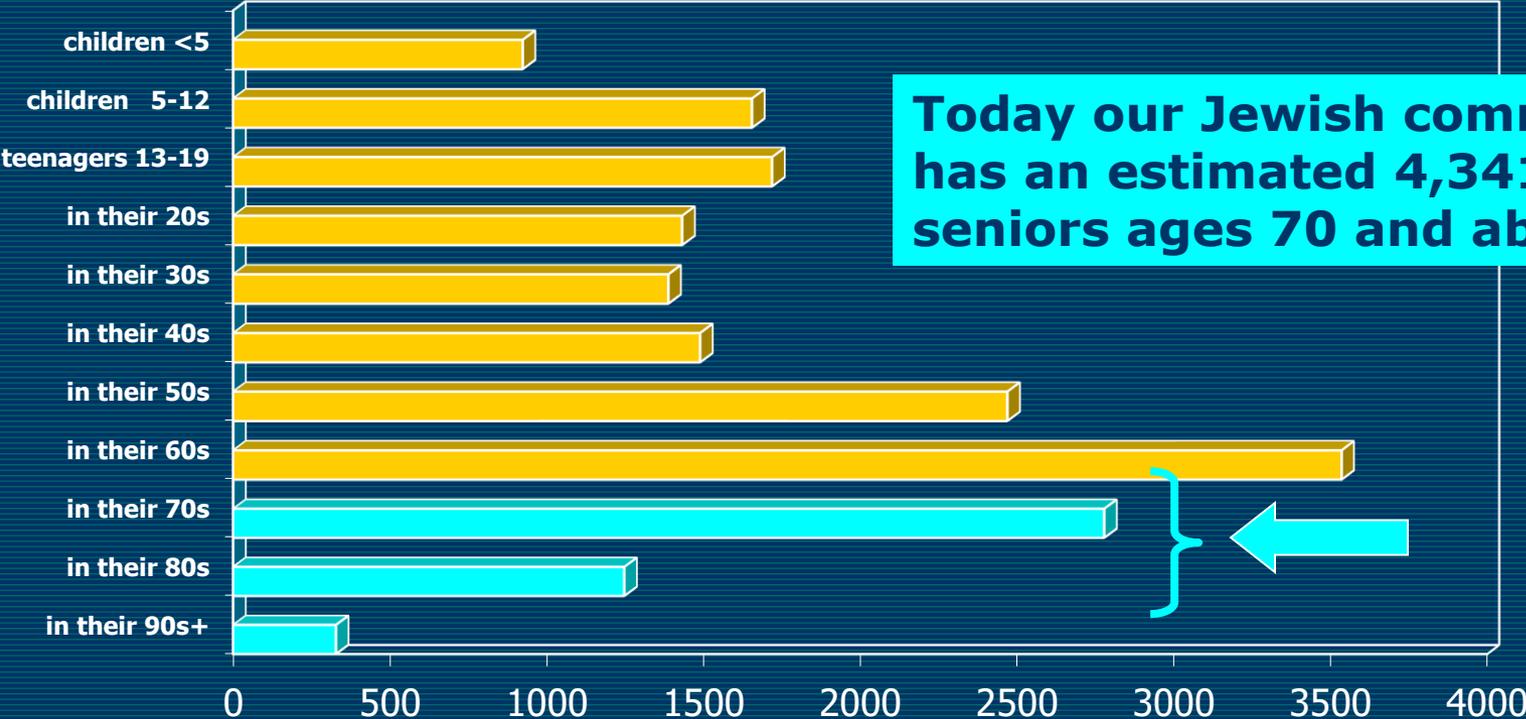
We know that our Jewish community is aging.  
But what does that mean?

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Let's start with some key numbers,  
and see what they tell us  
about our community's age-related contours,  
today and going forward.

# How old is our Jewish Community today?

Estimated Number of People within our community's 9,003 Jewish households



**Today our Jewish community has an estimated 4,341 seniors ages 70 and above.**

	in their 90s+	in their 80s	in their 70s	in their 60s	in their 50s	in their 40s	in their 30s	in their 20s	teenagers 13-19	children 5-12	children <5
%	2%	6%	15%	19%	13%	8%	7%	7%	9%	9%	5%
est # people	327	1244	2770	3526	2462	1485	1384	1428	1714	1650	921



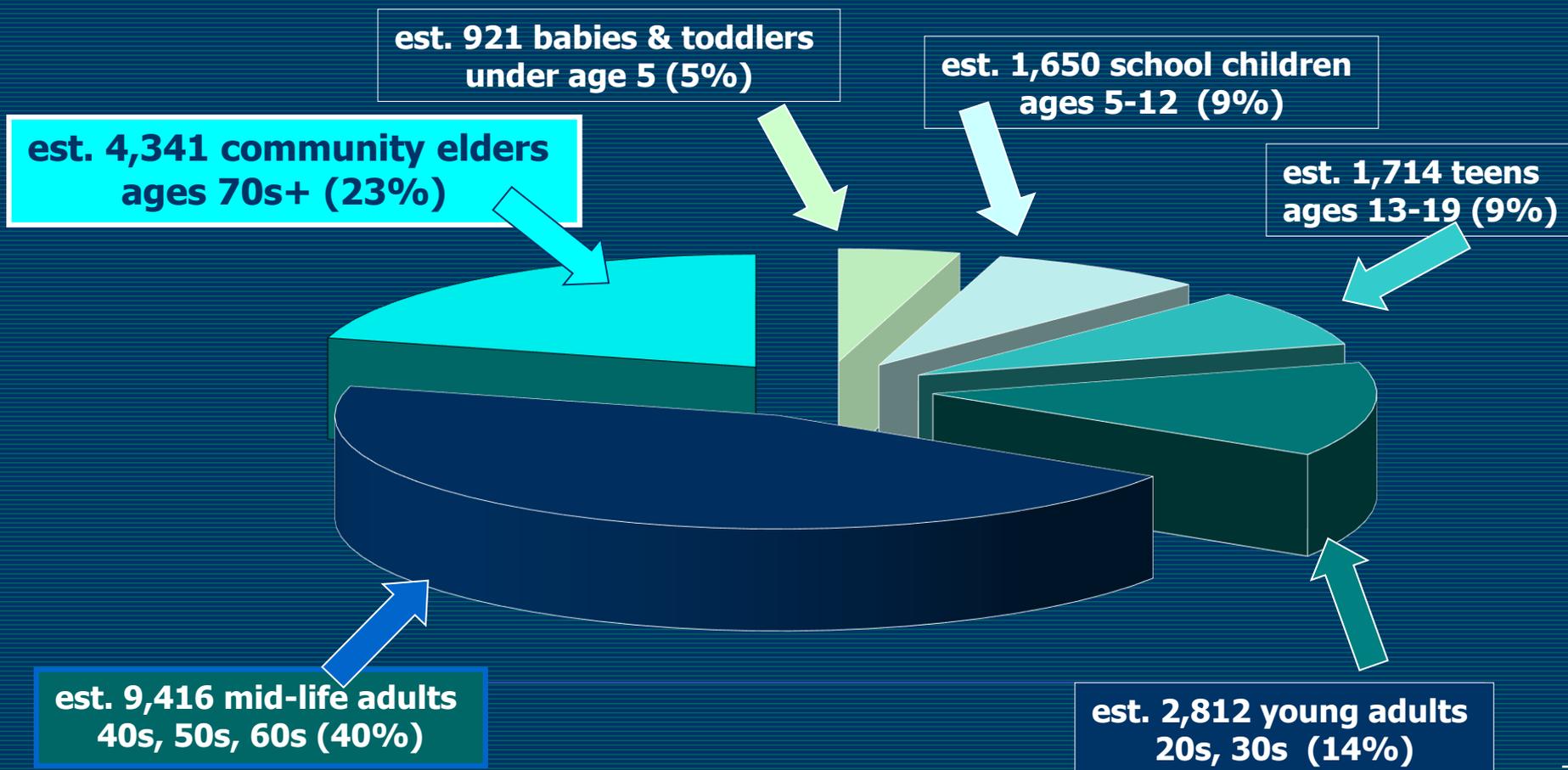
[est. N=18,911 members of 9,003 Jewish households]

**Observation: If an average life expectancy is now roughly 80 years, we might expect half of a normal population's age distribution to be above 40 and half below.**

**But in Rochester's Jewish community today, nearly 2/3 (63%...not 50%) are over 40. Only 1/3 (37%...not 50%) are under 40.**

**AND NEARLY 1 IN 4 (23%) ARE OVER AGE 70.**

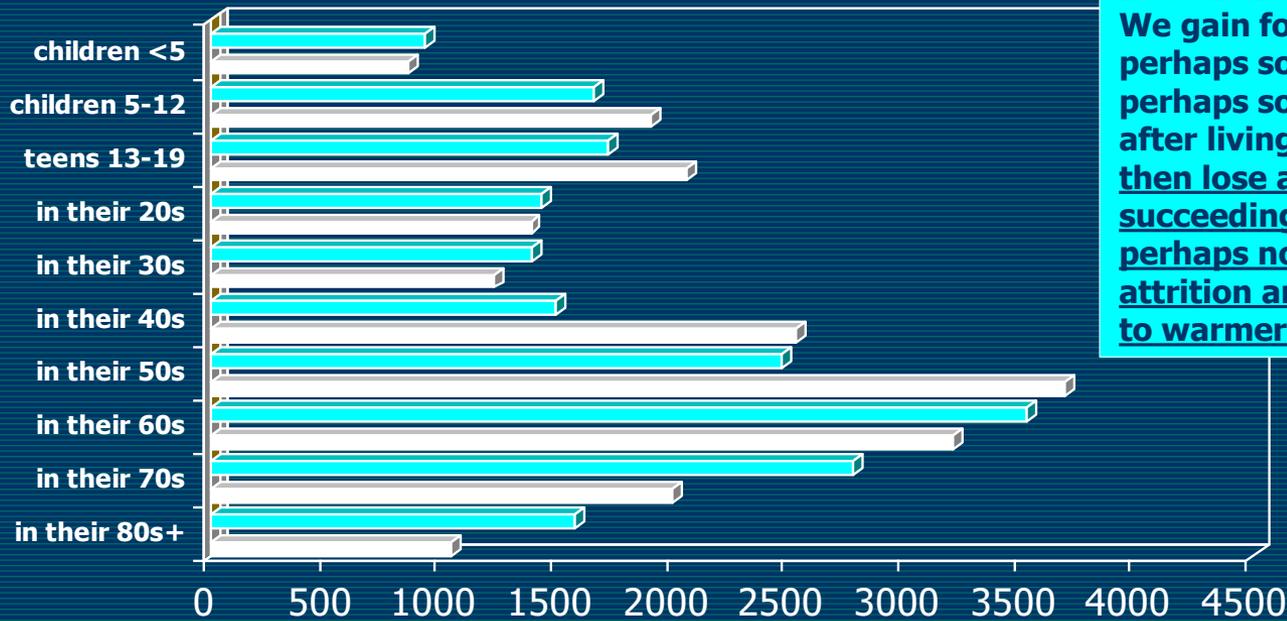
**Clearly, we are a collectively aging population.**



# In terms of age, how have we changed since 2010?

Had our community simply aged proportionately over the past 10 years, everyone would today be 10 years older than they were when "Count Me In" was conducted in 2010, and the entire age profile would simply have shifted up a decade. Yet that's not exactly what we're seeing.

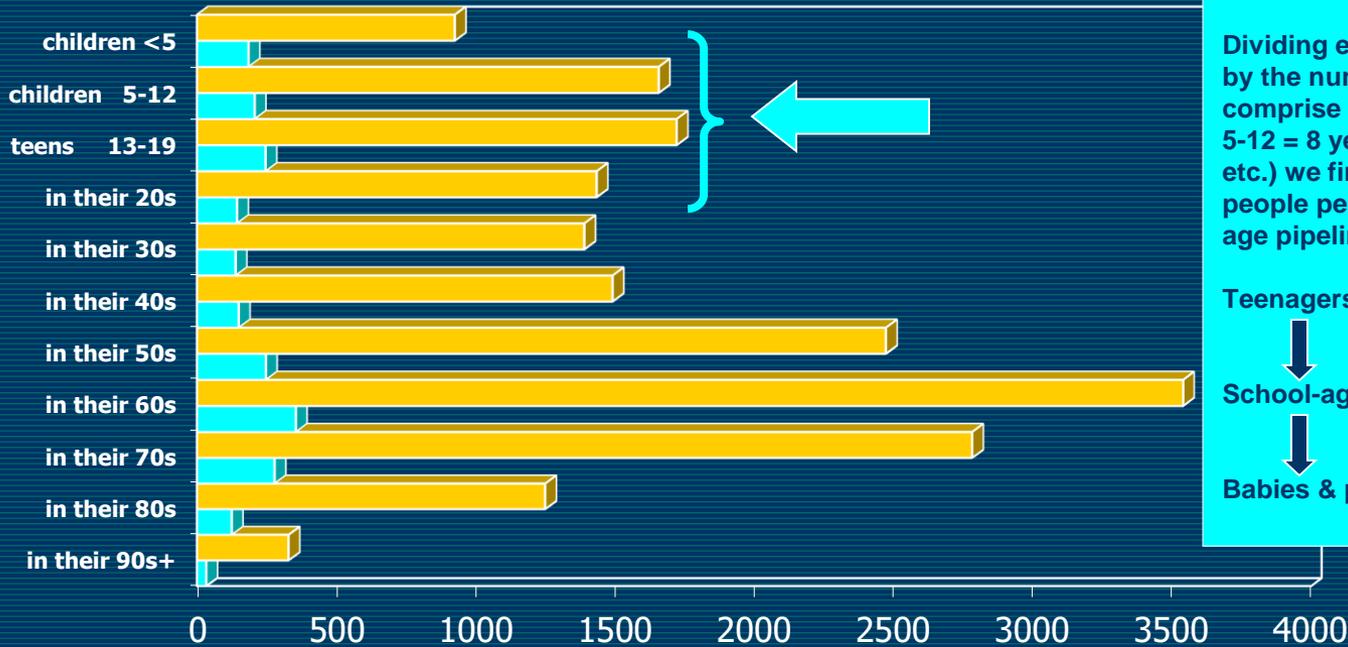
As we look from decade to decade, following the diagonal arrows below, we find – not surprisingly – that our teens are leaving us in their 20s. If they are here in their 20s, however, they tend to stay with us into their 30s and beyond. We gain folks in their 40s – perhaps some newcomers, perhaps some moving back after living elsewhere – but then lose a few with each succeeding decade, which is perhaps normal age-linked attrition and/or retirement to warmer climates.



	in their 80s+	in their 70s	in their 60s	in their 50s	in their 40s	in their 30s	in their 20s	teens 13-19	children 5-12	children <5
2010 # people	1036	1990	3206	3687	2523	1220	1382	2053	1900	853
2010%	5%	10%	16%	19%	13%	6%	7%	10%	10%	4%
2019 # people	1571	2770	3526	2462	1485	1384	1428	1714	1650	921
2019%	8%	15%	19%	13%	8%	7%	7%	9%	9%	5%

[In 2010: 19,850 members of 9,740 Jewish households. In 2019: 18,911 members of 9,003 Jewish households.]

# Another dimension of our aging Jewish community today: The Opposite of a Baby Boom



**A Critical Observation:** At the other end of our community's age profile, we discover here what seems to be the opposite of a baby boom.

Dividing each of our age cohorts by the number of years that comprise them (eg. < 5 = 5 years, 5-12 = 8 years, 13-19 = 7 years, etc.) we find a smaller number of people per year of age entering the age pipeline:

Teenagers 245 / year  
 ↓  
 School-age children 206 / year  
 ↓  
 Babies & pre-schoolers 184 / year

	in their 90s+	in their 80s	in their 70s	in their 60s	in their 50s	in their 40s	in their 30s	in their 20s	teens 13-19	children 5-12	children <5
est # people	327	1244	2770	3526	2462	1485	1384	1428	1714	1650	921
est # people/year	33	124	277	353	246	149	138	143	245	206	184



**So today our Jewish community is aging, without replenishing future generations.**



Where – and how -- are our  
Jewish community's seniors living today?

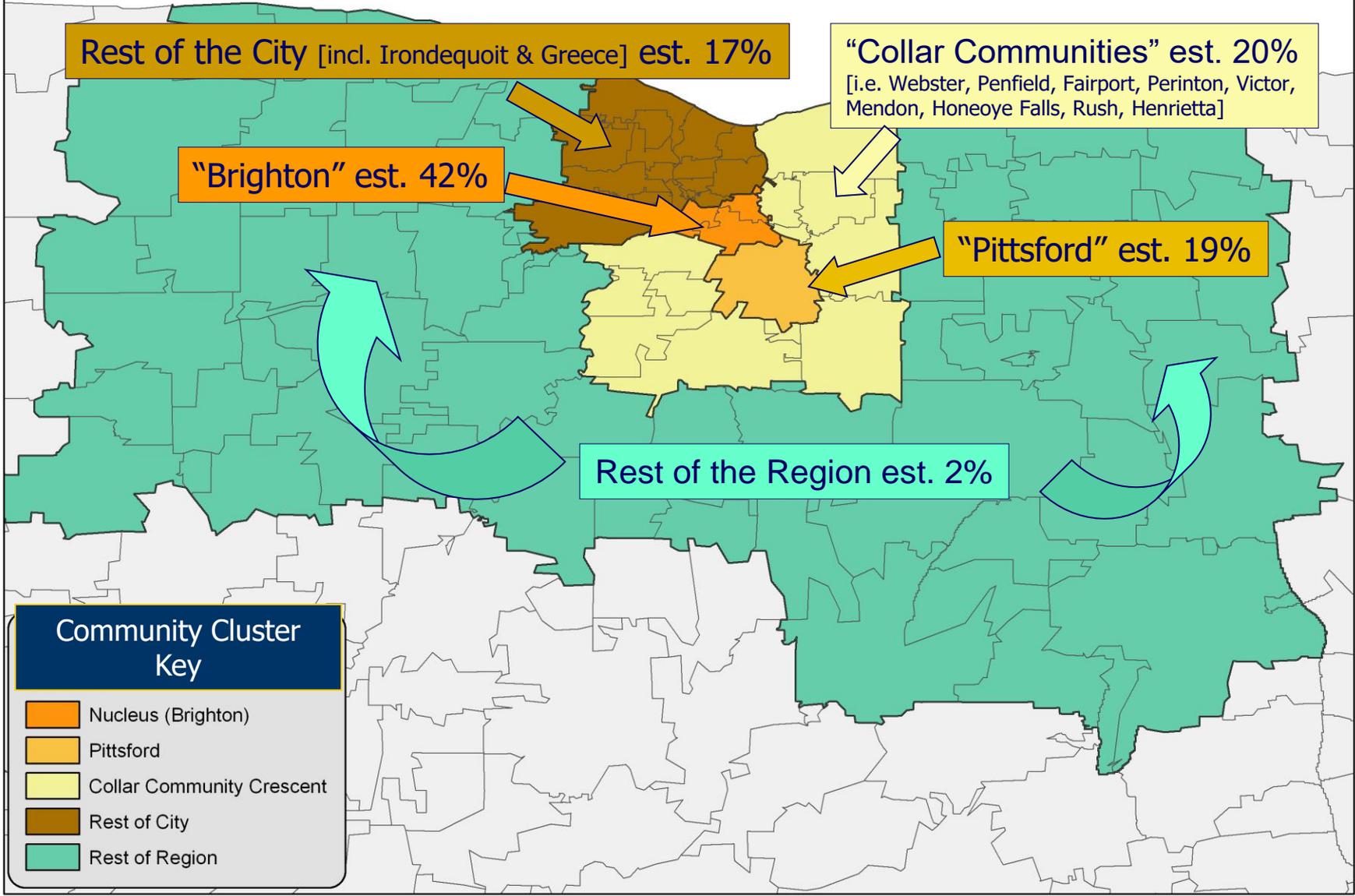
# Where do our Jewish community's seniors (age 70+) live today?

	What % of our Jewish community lives there? [overall sample]		What % of our seniors (age 70+) live there?
Brighton	45%	←	42%
Pittsford	19%		19%
Collar Communities	18%	→	20%
The City (incl. Greece & Irondequoit)	13%	→	17%
Rest of the Region (incl. Gates-Chili, Brockport, Geneva, Canandaigua, etc.)	5%	←	2%

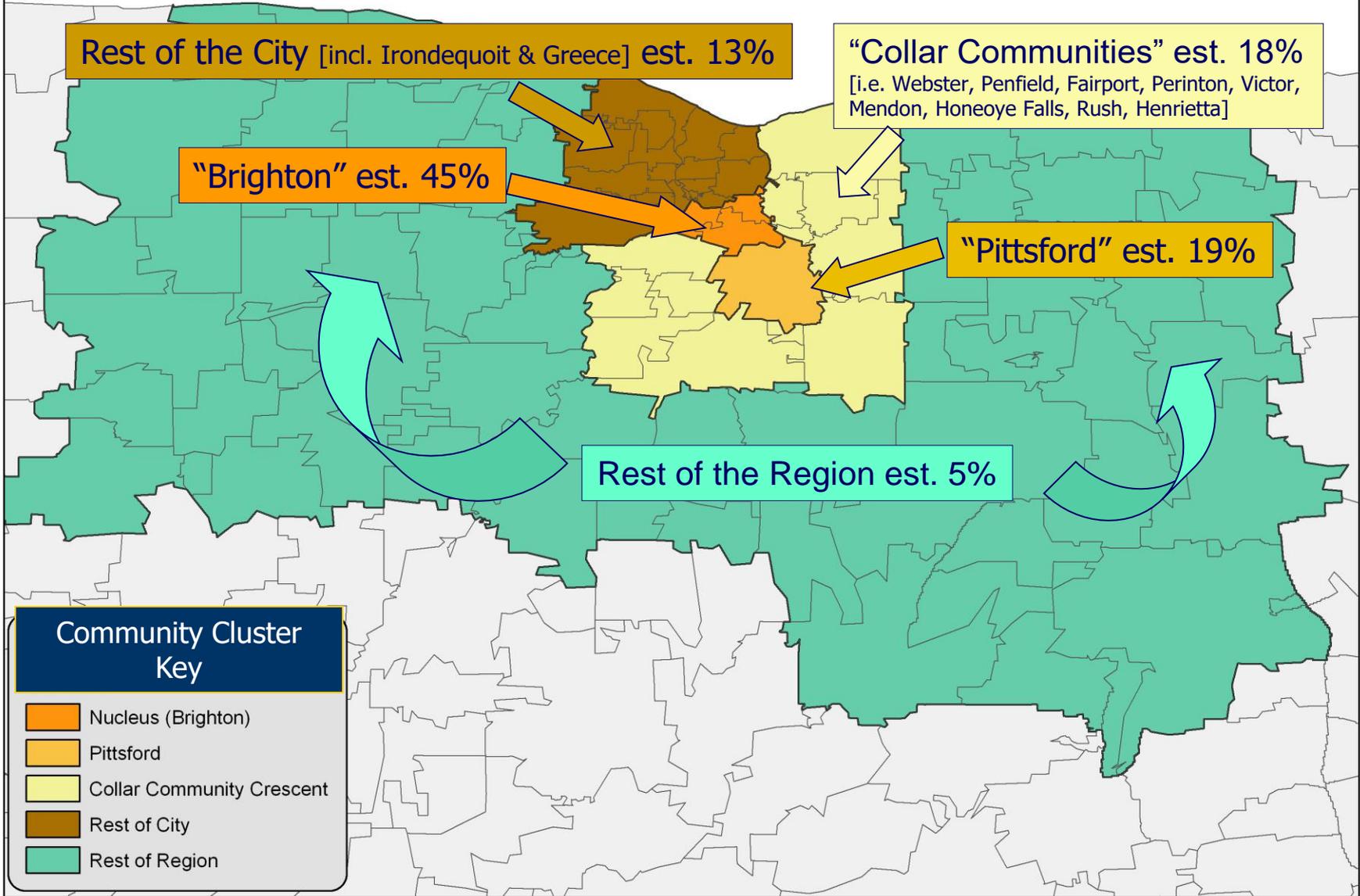
Proportionately, just slightly more of our seniors live in the City and the Collar Communities, while slightly fewer live in Brighton and the outlying region. But overall our seniors are woven right into the geographic fabric across our full Jewish community, neither isolated nor clustered amongst themselves.

# Where Our Seniors Live in 2019

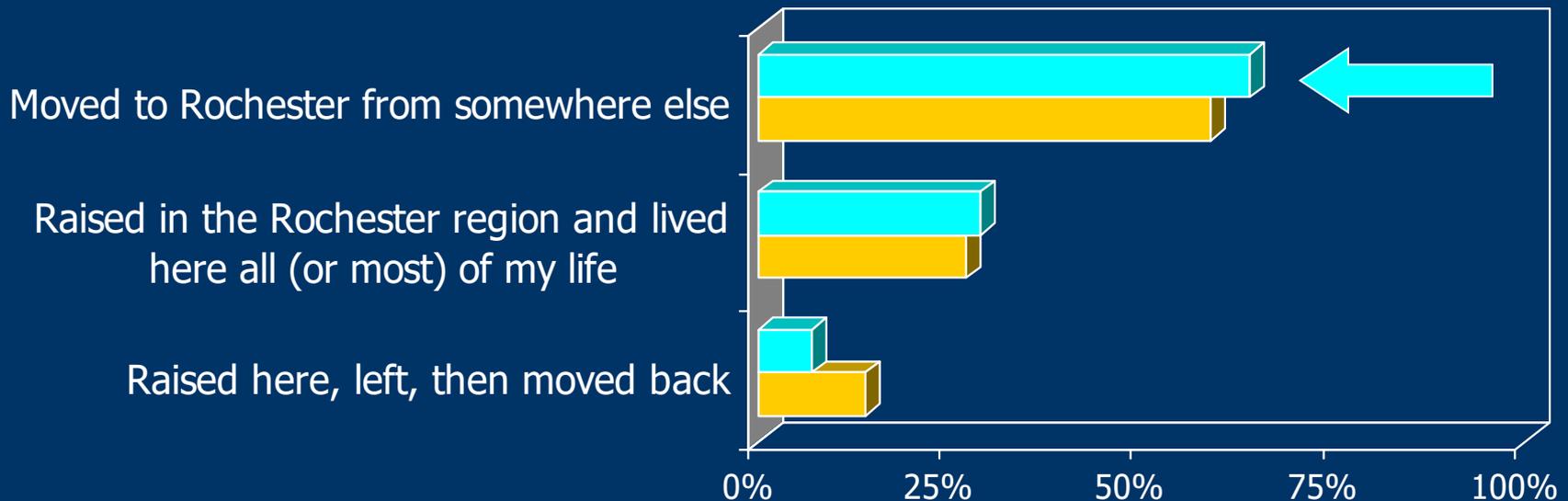
## [est. % of our Jewish Community's Seniors ages 70+]



# Where Our Jewish Community Lives in 2019 [est. % of the Overall Jewish Community]



# Which of these best describes you?



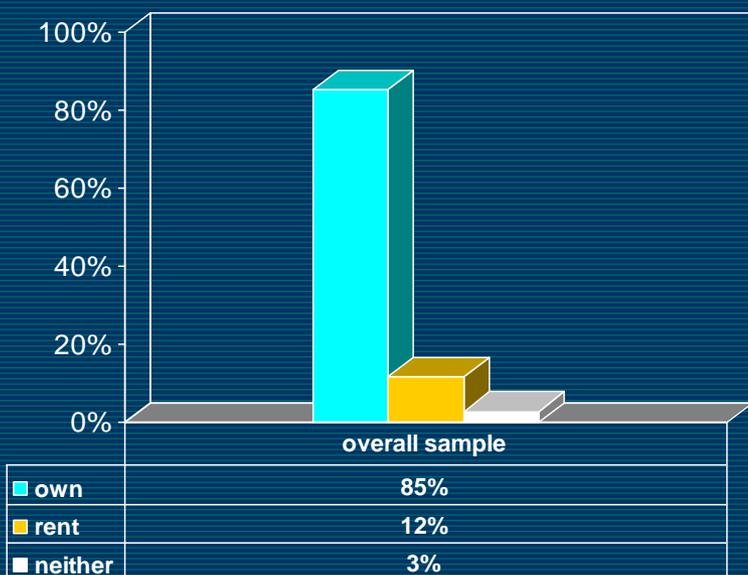
	Raised here, left, then moved back	Raised in the Rochester region and lived here all (or most) of my life	Moved to Rochester from somewhere else
Overall Sample	14%	27%	59%
Seniors Ages 70+	7%	29%	64%

**Echoing the contours of our overall sample, most (64%) of our survey's seniors moved to Rochester from somewhere else. Clearly, as in our overall sample, we engaged a wide range of senior voices far beyond any inner circle of those who have lived here all their lives.**

# Home Ownership Profile

Do you currently own or rent the home or apartment you live in?

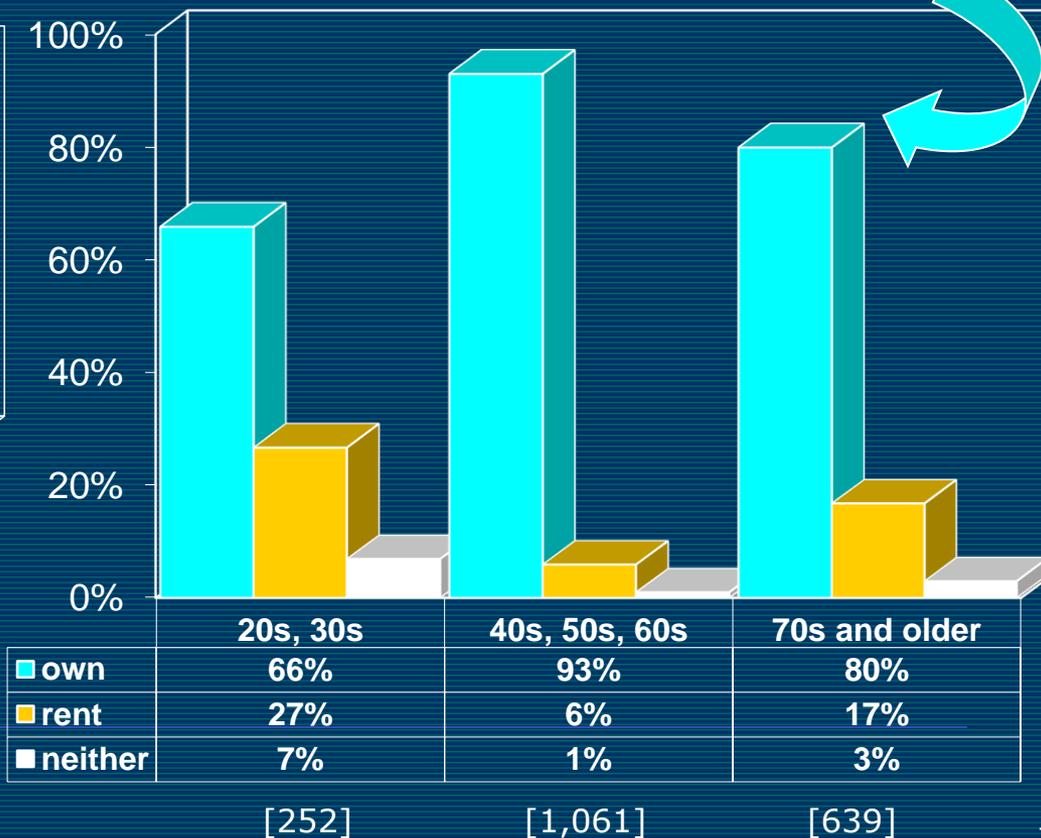
Ours is clearly a Jewish community where home ownership is very widespread, with 85% of our adult respondents owning their homes.



[N=1,952 of our 2,395 adult Jewish respondents]

For comparison: 64% of Americans own their homes. In NYS that number is 54% (lowest rate of home ownership across the 50 states).

**Even over age 70, 80% of our seniors still own their homes.**



## In what kind of setting are you living today? [Please click on all that apply:]

**60% independently / with my spouse, partner, or friend(s) -- not alone**  
**31% independently / on my own – alone**

**8% at the Summit at Brighton**

**3% in a different senior living community within the Rochester region**

**2% with one of my adult child(ren)**

**1% with other family member(s) or friend(s)**

**<1% at the Jewish Home of Rochester**

**<1% at the Jewish Home's Green House Cottages**

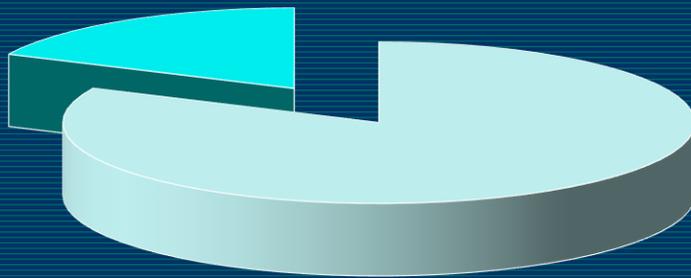
**<1% at Wolk Manor**

The vast majority (91%) of our responding Jewish seniors (ages 70+) still live independently, 60% not living alone, but **31% now living alone.**

[Note: While ~ 10% of those who answered this question [43] are now residents of some part of Jewish Senior Life, we also interviewed several non-Jewish JSL residents, whose perspectives are included in the focused report on our community's "Jewish Adjacent".]

# What else do we know about the living situations of our seniors (ages 70+)?

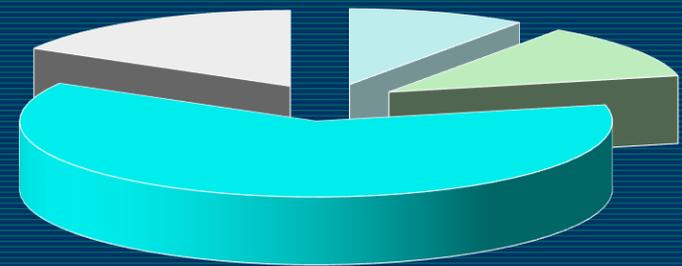
**18% now live elsewhere part of the year**



82% live here all 12 months

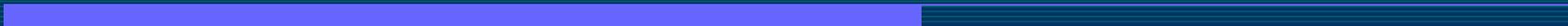
Of those who leave for part of the year:

14% live elsewhere in summer  
17% live elsewhere in fall  
24% live elsewhere in spring



**89% live elsewhere in winter**

[N=638 responding seniors ages 70+, 126 of them now living elsewhere part of the year]



Most of our responding seniors  
expect to remain in our region  
for the foreseeable future

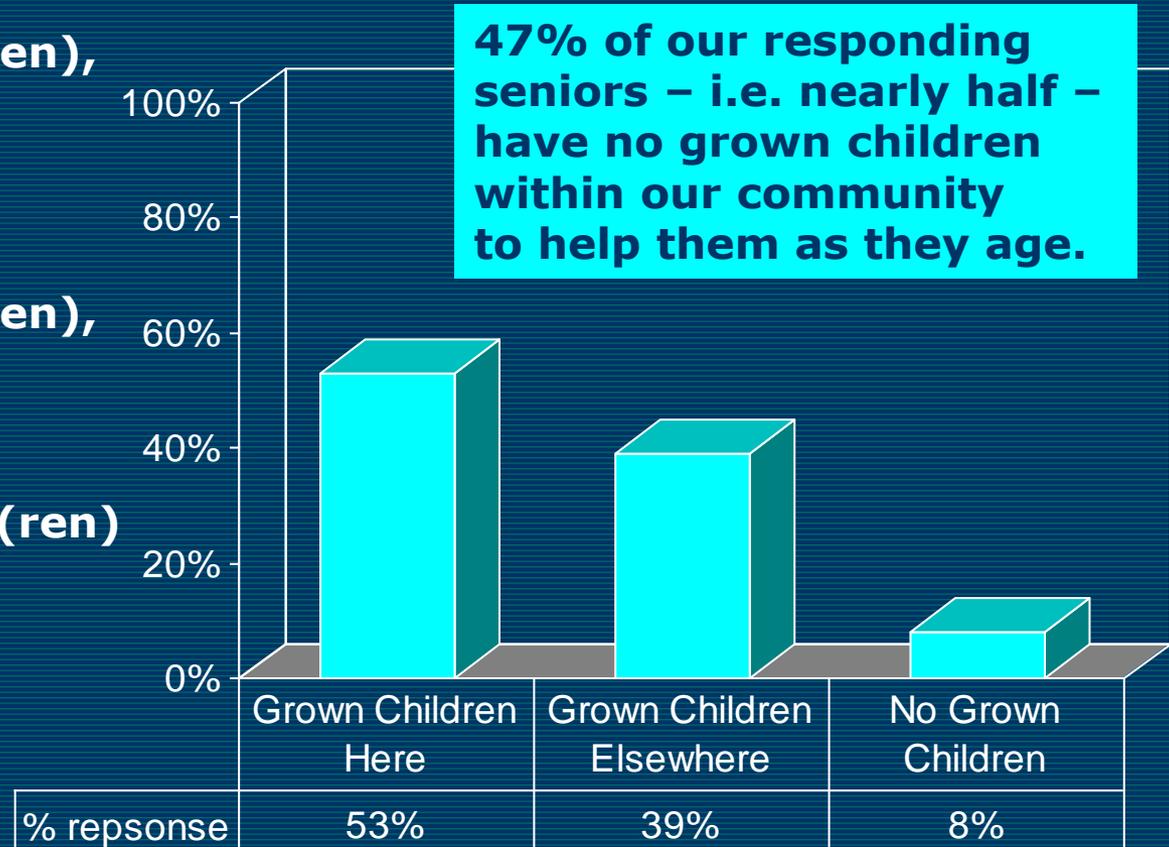
# Which of the following best describes your situation?



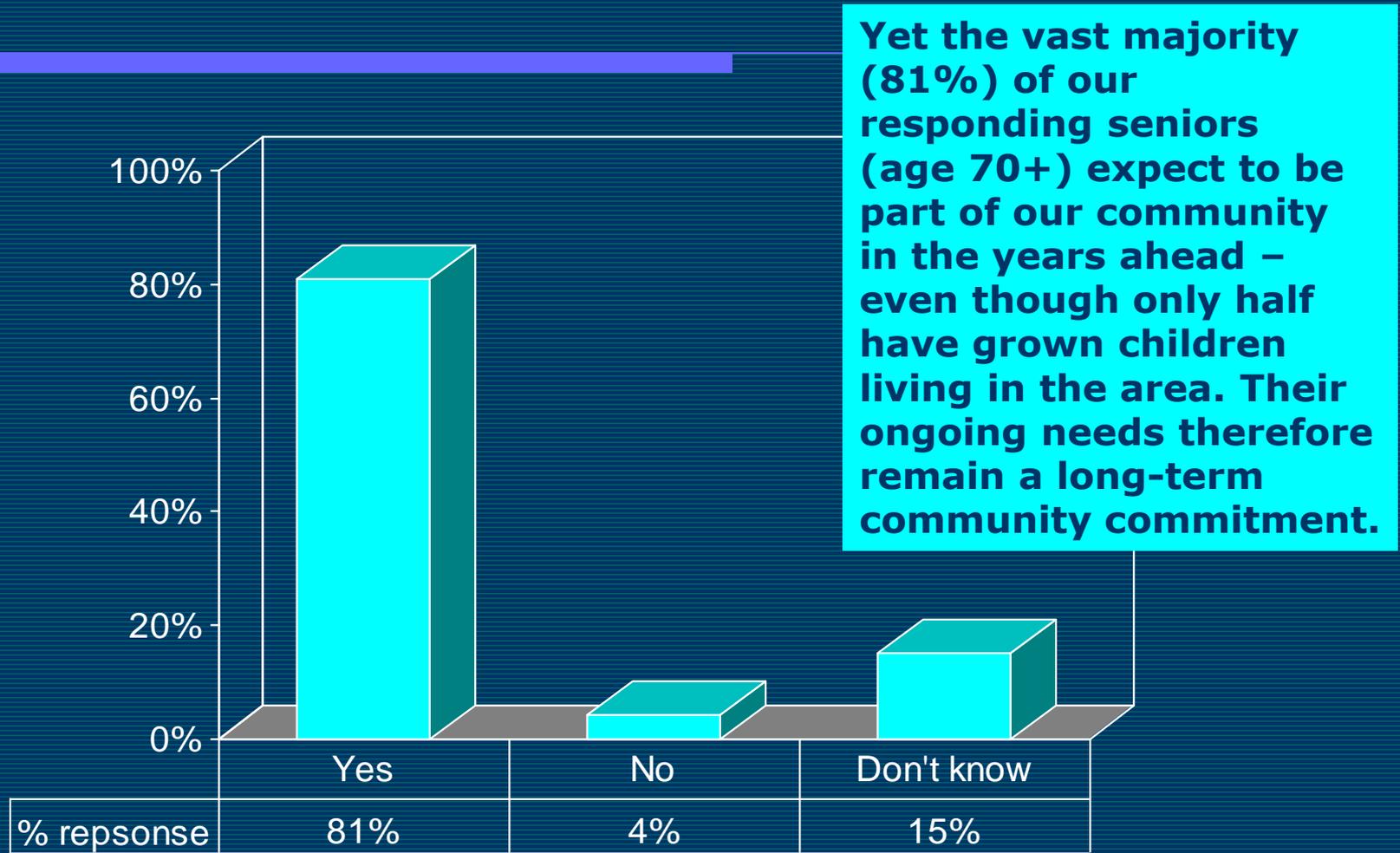
**53%** I have grown child(ren), at least some of whom live in the greater Rochester area

**39%** I have grown child(ren), but none of them live in the greater Rochester area

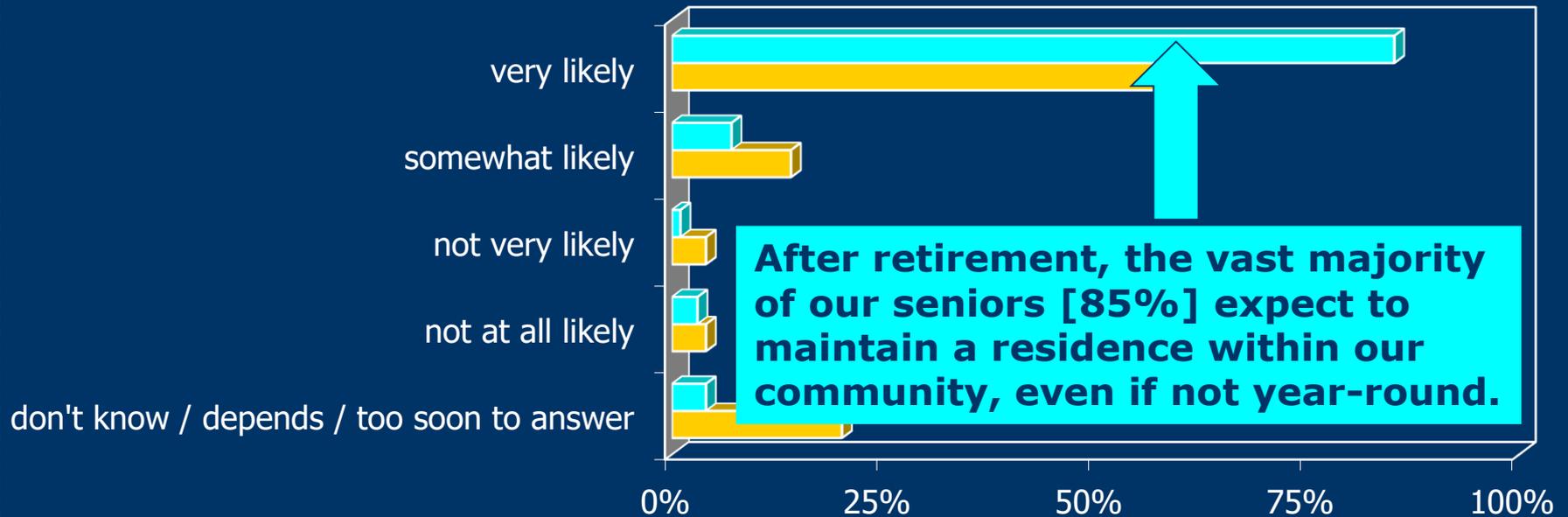
**8%** I have no grown child(ren) -- or none with whom I'm in close contact



# Looking ahead, do you plan to remain in the greater Rochester area for the long-term?

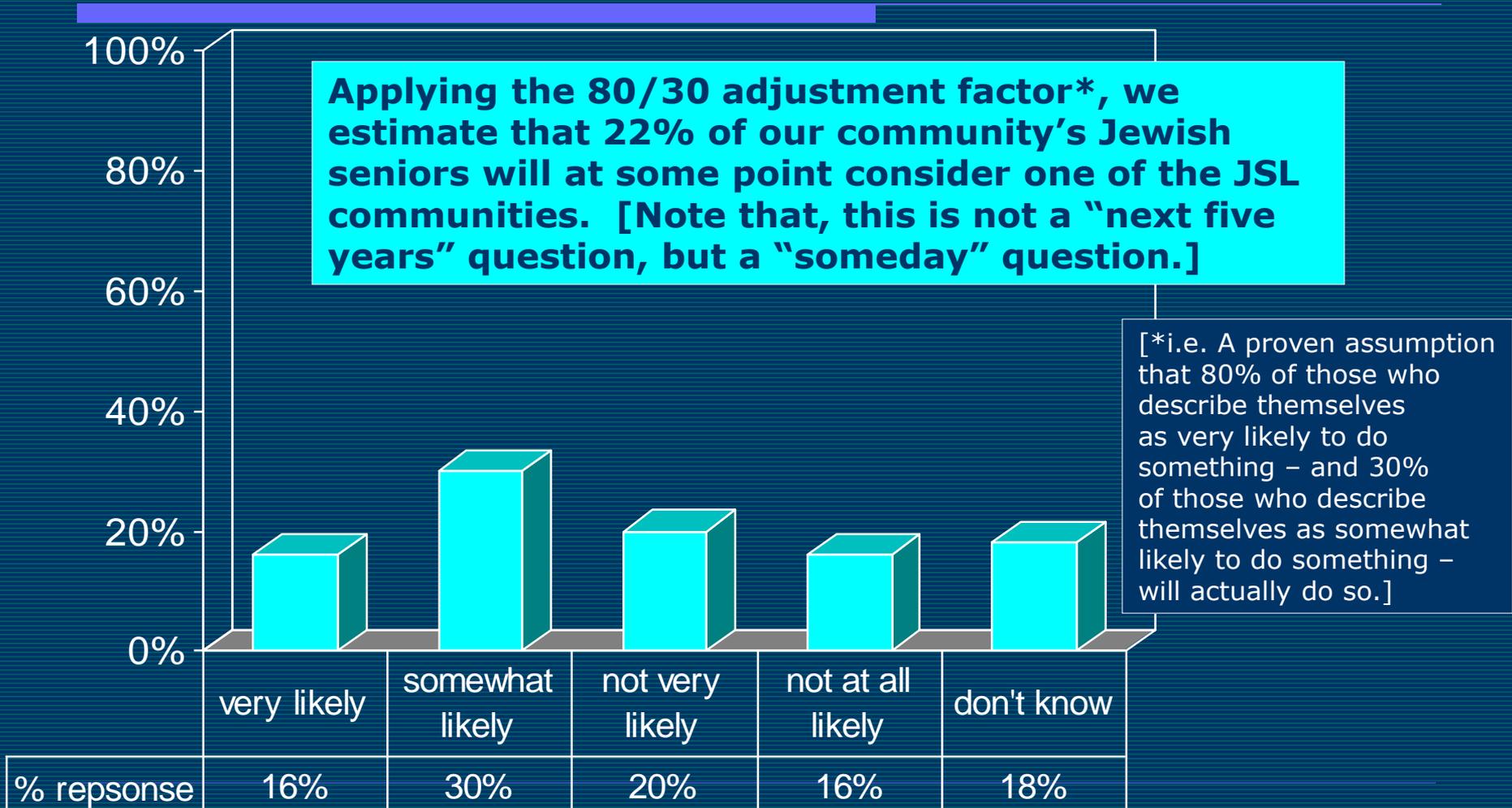


# How likely are you to continue to maintain some sort of residence in the Rochester region after retirement?



	don't know / depends / too soon to answer	not at all likely	not very likely	somewhat likely	very likely
Seniors Ages 70+	4%	3%	1%	7%	85%
Overall Sample	20%	4%	4%	14%	58%

Knowing whatever you currently know about Rochester's Jewish Senior Life communities -- in other words, the Summit, Wolk Manor, the Jewish Home, and the Green House Cottages -- how likely are you to someday consider living there?



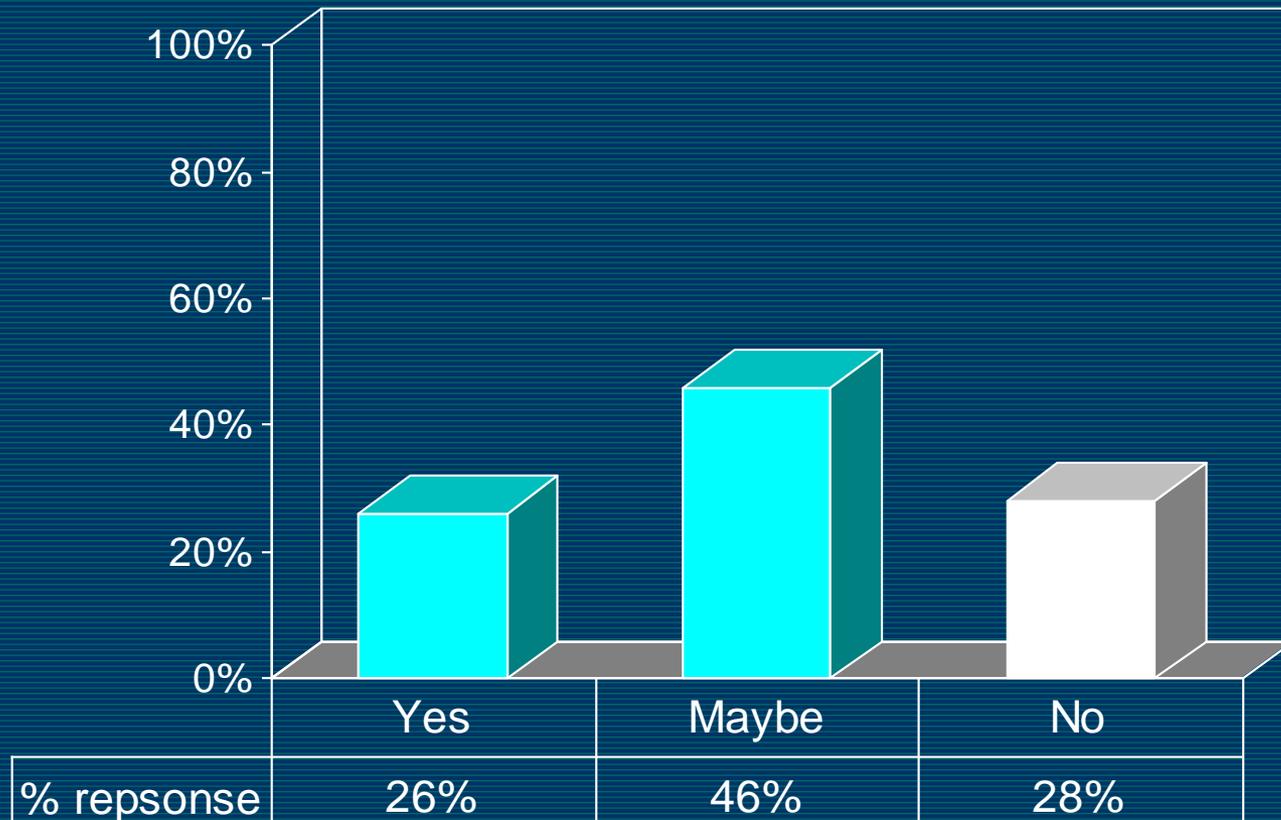
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Anticipating the next five years –

our seniors and their caregivers look ahead  
and share some expectations about  
residential choices

## [The senior (ages 70+) perspective:]

During the coming 5 years, will you be approaching a stage in life where moving to a senior living community in the Rochester region might be a relevant consideration?

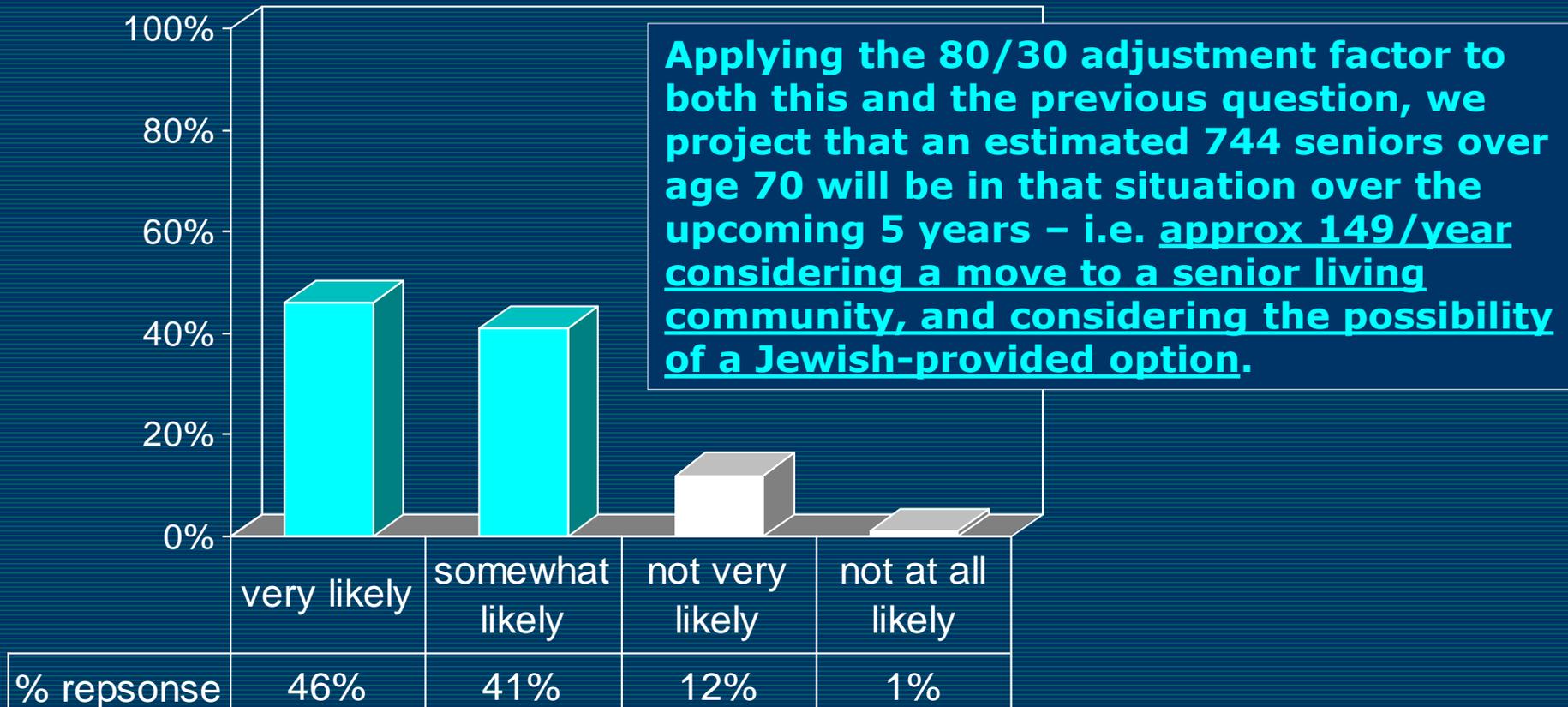


[Senior N=608 of our est. 4,341 Jewish community members over age 70 living in 2,071 of our 9,003 households]

# [If yes or maybe to the previous question:]

How likely are you to consider a Jewish-provided senior living community?

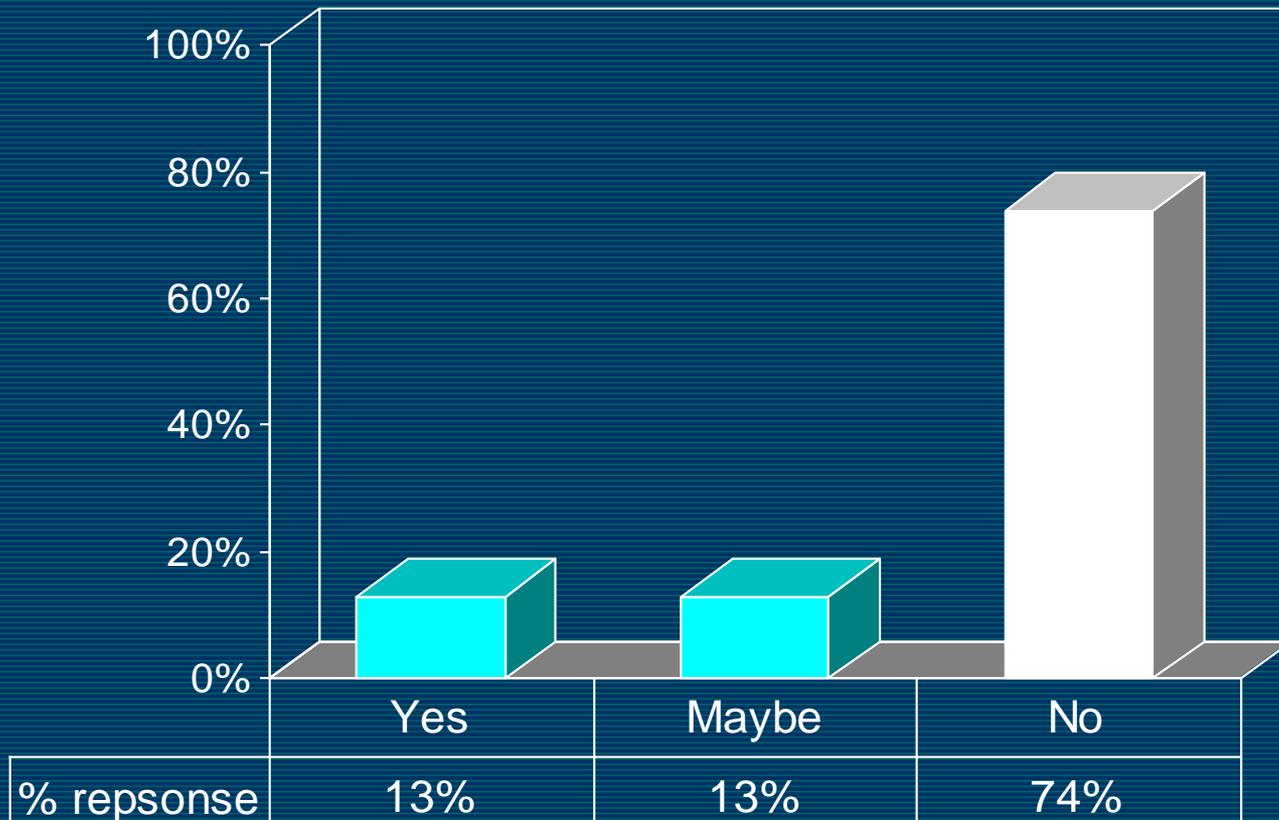
[The response of seniors ages 70+]



[Senior N=423 of our est. 4,341 Jewish community members over age 70 living in 2,071 of our 9,003 households]

## [Our care-givers' expectations:]

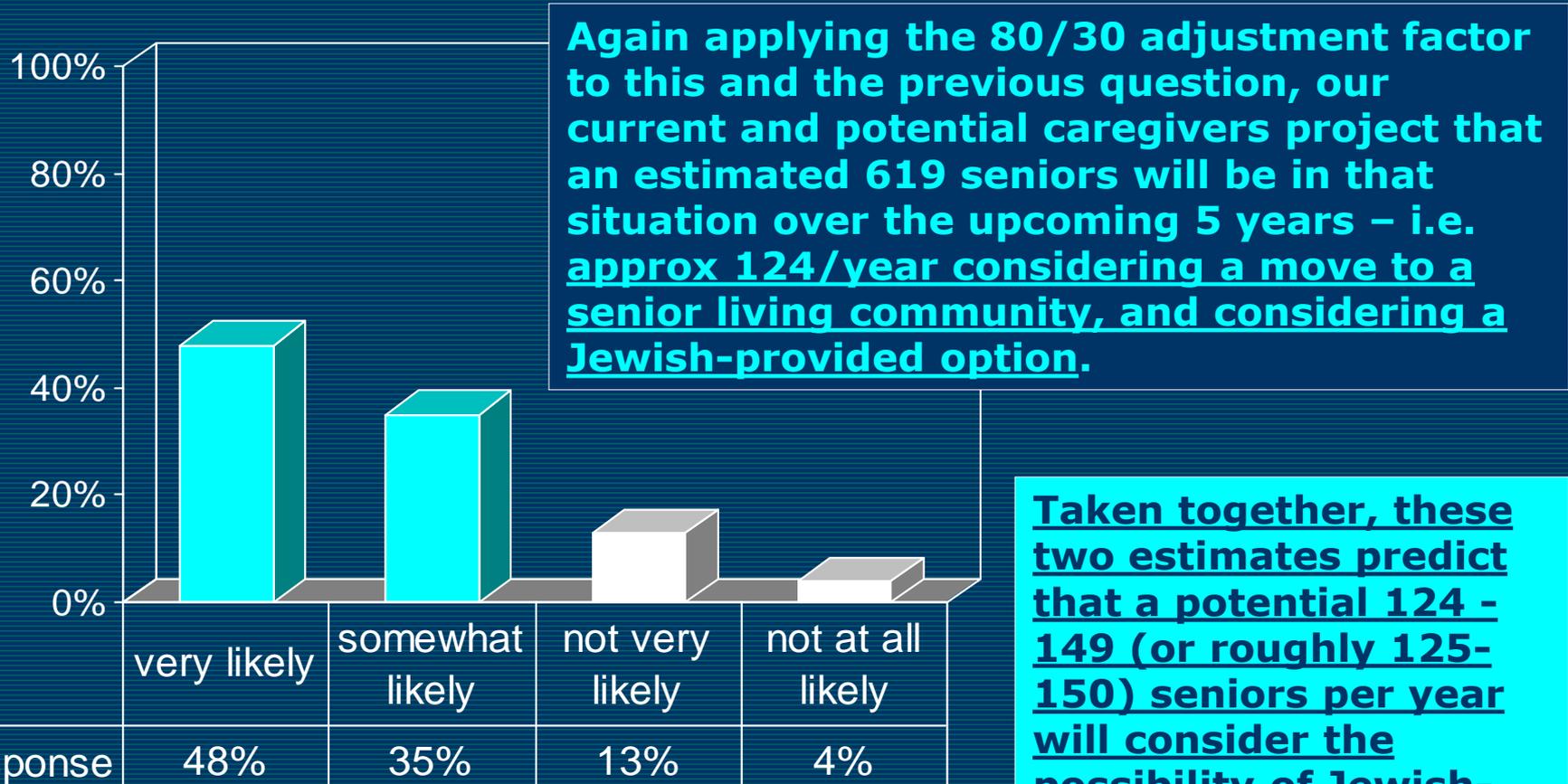
During the coming 5 years, will you have aging parents or in-laws who may consider moving to a senior living community in the Rochester region?



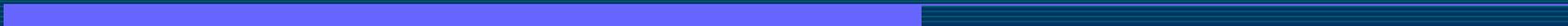
[N=1,931 of our 2,395 adult Jewish respondents]

# [If yes or maybe to the previous care-giver question:]

How likely are they to consider a Jewish-provided senior living community?



[N=494 of our 2,395 adult Jewish respondents]



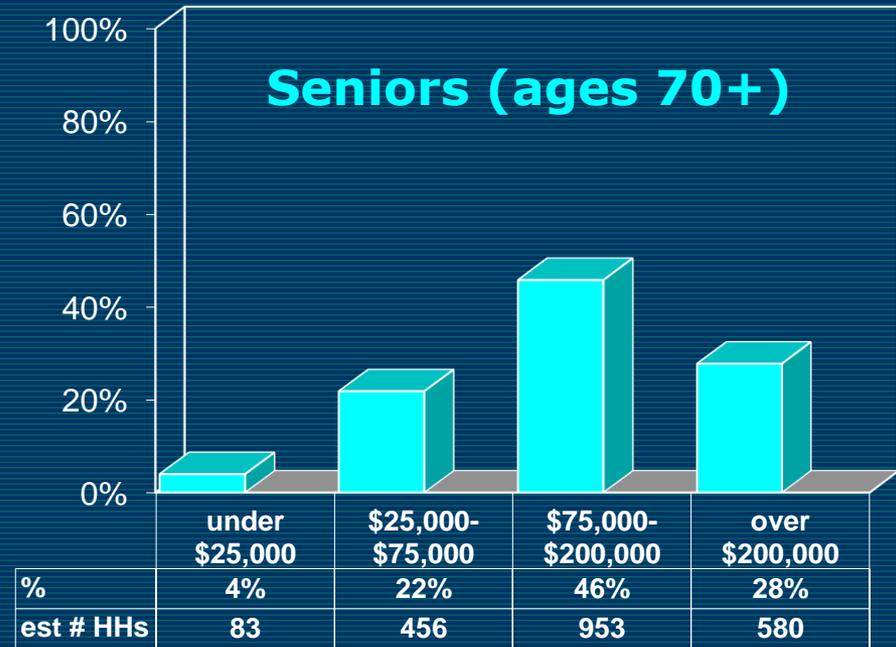
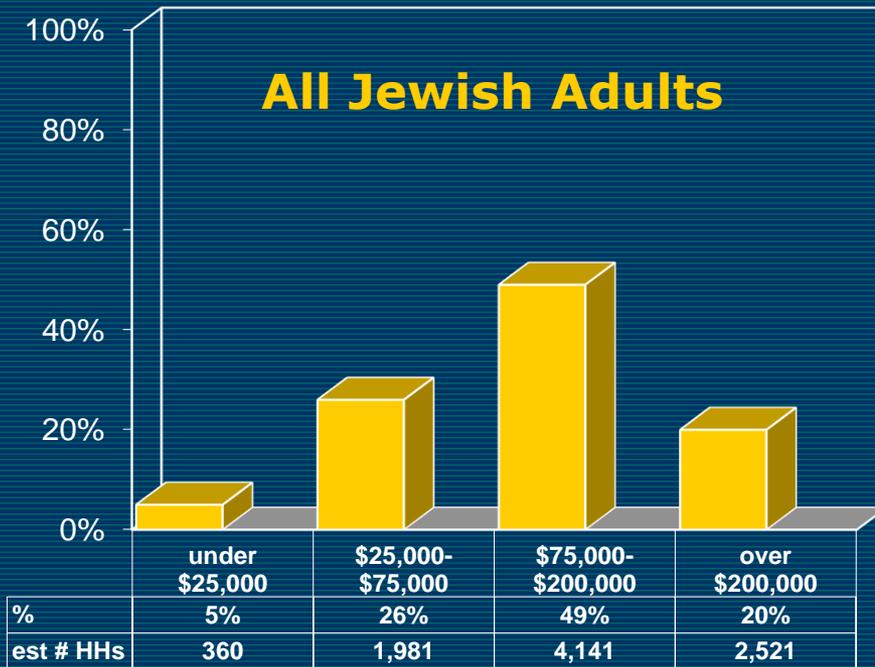
Some economic insight into  
our Jewish community's seniors

# Our Seniors' Household Income Profile is Slightly Better than that of our Overall Jewish Community

Last year, was your household's total income over \$75,000?

[If yes:] Was it over \$200,000?

[If no:] Was it over \$25,000?



[Senior N=658 of our est. 4,341 Jewish community members over age 70 living in 2,071 of our 9,003 households]

[Overall Sample N=14,626 of the est. 18,911 total members of 9,003 Jewish households]

Although when respondents earning under \$75,000 were asked whether their households would qualify for affordable housing, or for free or reduced meals for schoolchildren, **we discovered potentially 243 economically vulnerable senior households within our community**

**Across Our Overall Sample:**

**10% said yes  
59% said no  
31% didn't know**



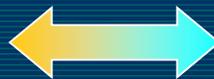
**That projects to an est.  
234 "yes" households  
726 "maybe" households**

**For a potential total of 960 economically vulnerable households [out of 9,003] in our community pre-COVID.**

Strikingly  
Similar  
Response



Our most  
economically  
vulnerable  
households



**Among Our Sample's Seniors:**

**8% said yes  
61% said no  
31% didn't know**

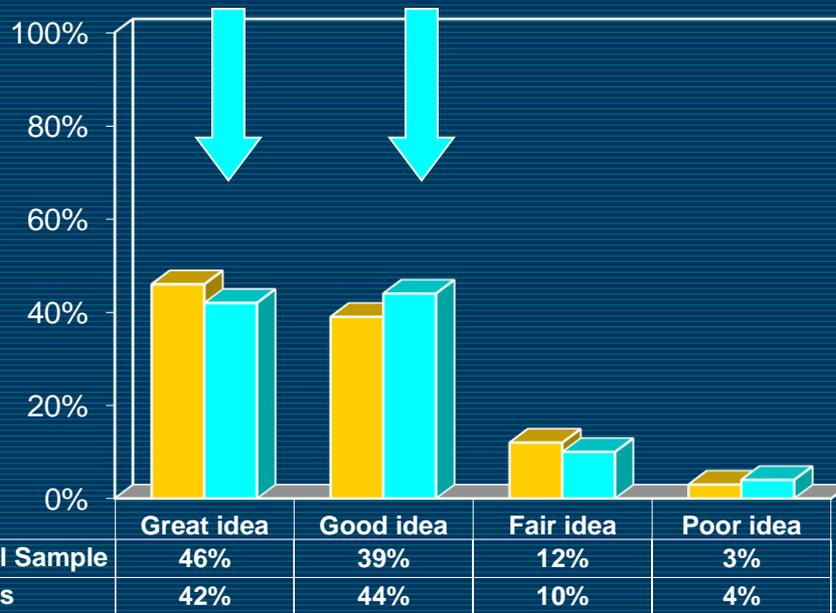
**That projects to an est.  
50 "yes" senior households  
193 "maybe" senior households**

**For a potential of 243 economically vulnerable senior households [out of 2,071] in our community pre-COVID.**

[Senior N=658 of our est. 4,341 Jewish community members over age 70 living in 2,071 of our 9,003 households]

[Overall Sample N=14,626 of the est. 18,911 total members of 9,003 Jewish households]

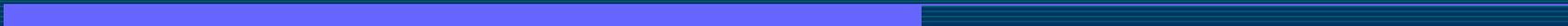
“... Jewish Family Service is now exploring the concept of creating an affordable housing complex with apartments of various sizes and a range of helpful supportive services for its residents. Whether or not you and your household might ever live there, does the concept of a Jewish-supported affordable apartment complex sound like a great, good, fair, or poor idea to you?



**Observation: Our Seniors concur with our overall sample in terms of Jewish-supported affordable housing being a very strong concept warranting some further geographical consideration.**

**Q. One potential location might be where Brighton, Henrietta, and the City of Rochester come together by the corner of Westfall and East Henrietta Roads [near Costco]. Does that location sound like a great, good, fair, or poor idea to you?**

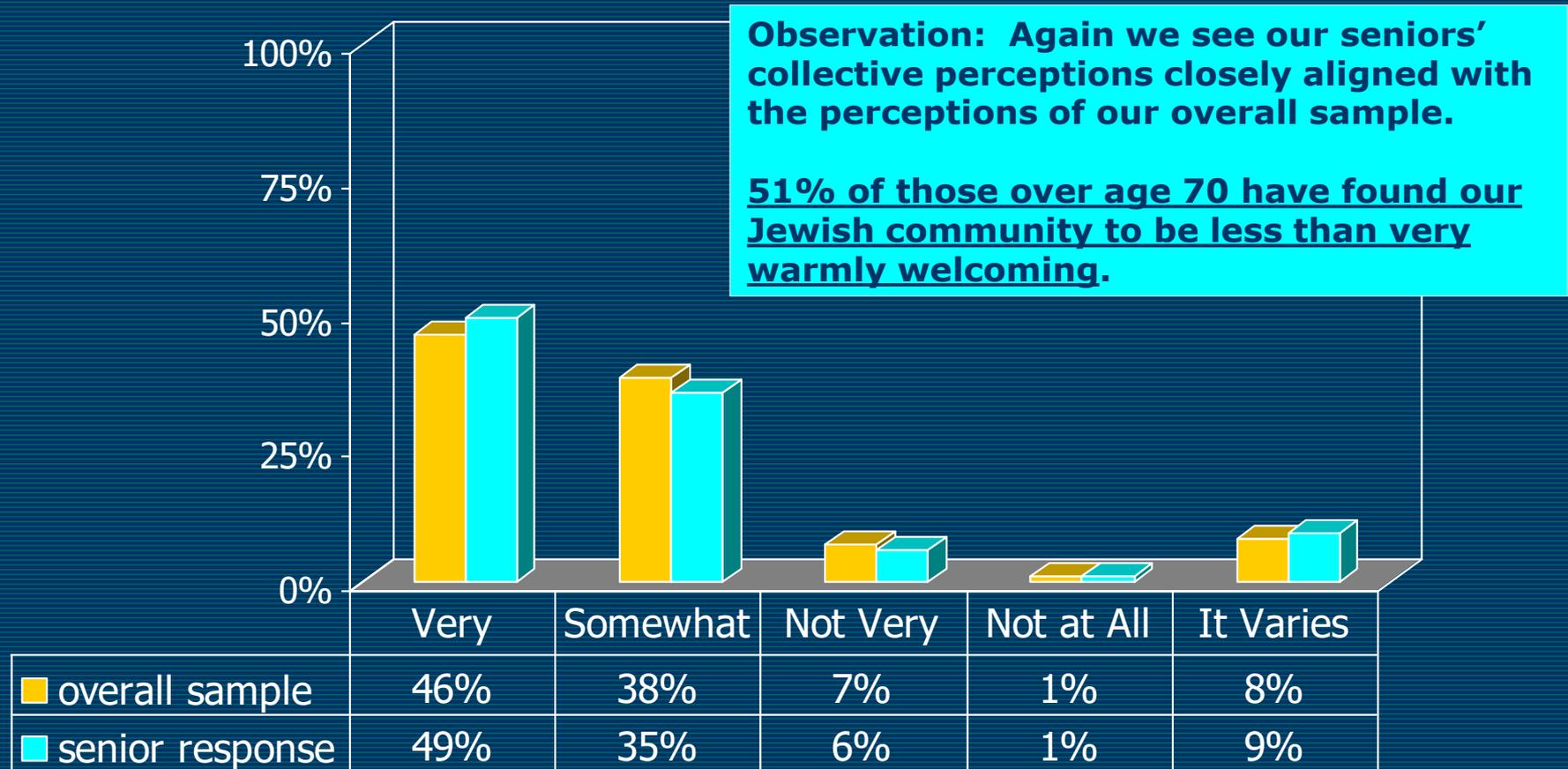




Some insight into our Jewish community  
from the perspective of our responding seniors

# All things considered, how warmly welcoming have you found the Rochester region's Jewish community to be?

## Overall Sample v. Our Senior Response

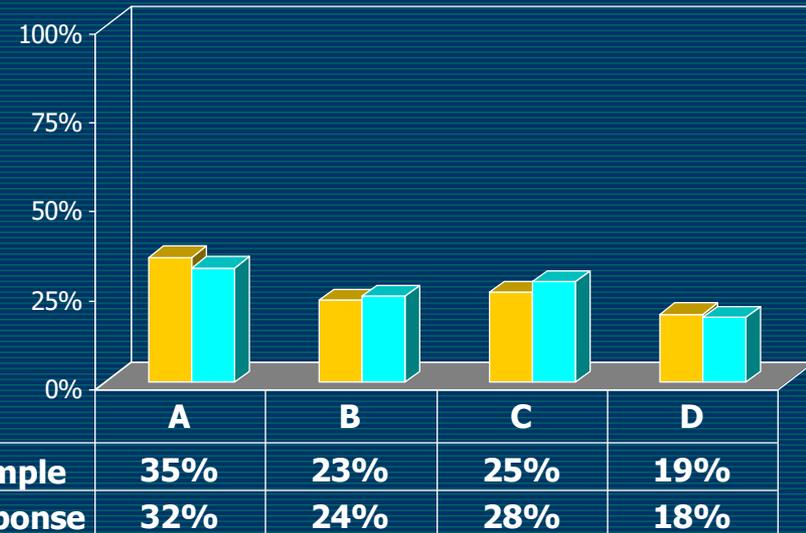


[N= 740 seniors within an overall sample response of 2,263]

# Which of the following best describes your current involvement with the Rochester Region's Jewish Community?

## Overall Sample v. Our Senior Response

- A. I'm deeply and/or actively involved [230 of 772]
- B. I'm often involved, but not deeply and/or actively [174 of 522]
- C. I'm occasionally involved [199 of 568]
- D. I'm rarely or never involved [131 of 418]



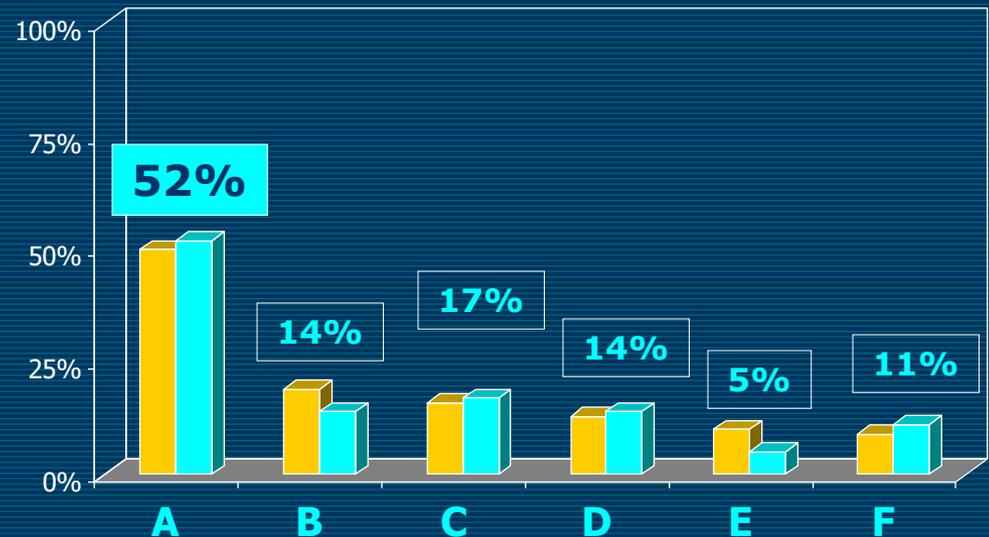
**Observation:** With nearly 1 respondent in 5 [18-19%] rarely or never involved in our Jewish community, this survey has listened to 418 voices that rarely or never get heard, 131 of them over age 70. This is an extraordinary accomplishment, and a promising response in terms of potential future/ongoing connection.

[ASKING THE 131 SENIORS out of 418 OVERALL WHO DESCRIBED THEMSELVES AS RARELY OR NEVER INVOLVED:]

Which of the following best explain your relationship with the Rochester Region's Jewish Community?

[Please choose all that apply to you:]

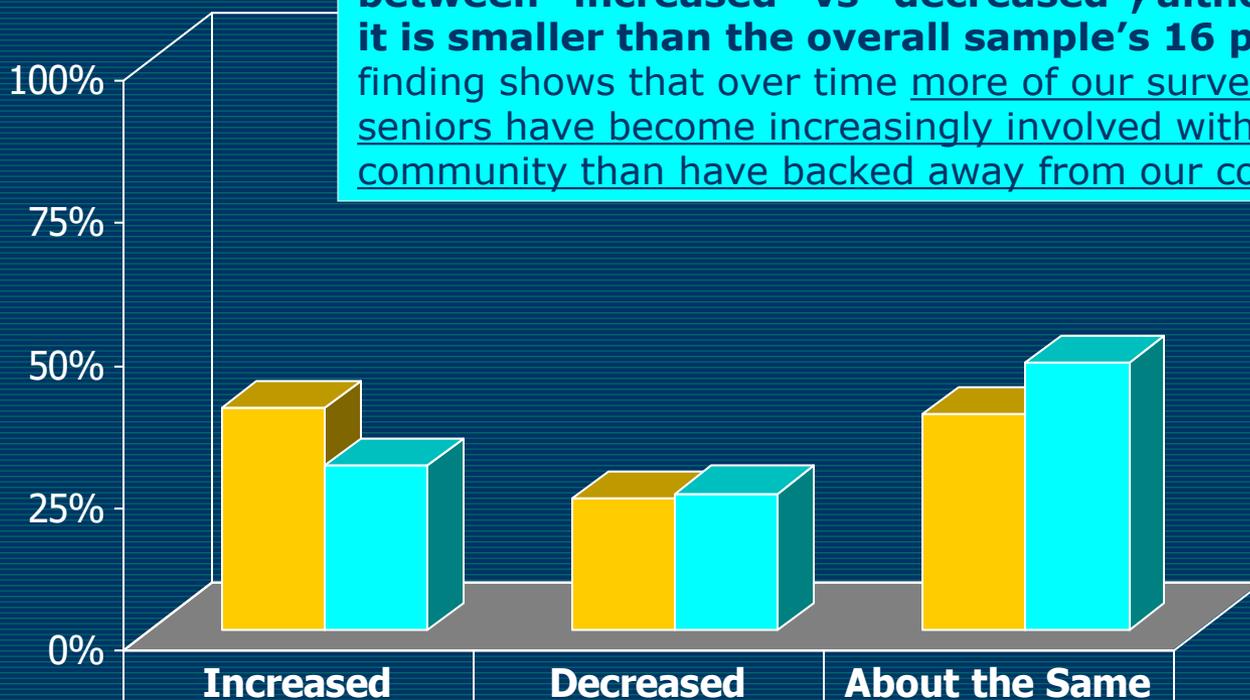
- A. While I'm not very involved, that's been my choice. I've never felt excluded. [61 of 201]
- B. I wouldn't mind being involved, I've just had other priorities. [16 of 77]
- C. Even though I'm Jewish, I don't feel a sense of belonging. [20 of 65]
- D. I'm not sure what a Jewish community could offer me that's relevant and meaningful. [17 of 53]
- E. I'd like to be more involved, but not sure where to start. [6 of 38]
- F. I live too far from Rochester to feel part of their Jewish community [13 of 36]



**Our seniors echo relatively closely the overall sample's response – suggesting that it is perhaps never too late, and one is never too old, to connect with – and become more involved with – our Jewish community .**

Over time, has your **involvement with the Jewish community** increased, decreased, or remained about the same?

**Observation:** Even seniors have a positive net differential between “increased” vs “decreased”, although at 5 p.p. it is smaller than the overall sample’s 16 p.p. Still, this finding shows that over time more of our survey’s seniors have become increasingly involved with our Jewish community than have backed away from our community.



	Increased	Decreased	About the Same
Overall response	39%	23%	38%
Senior response	29%	24%	47%



**Again, we learn that it is never too late to connect with our Jewish community.**

# What can our Jewish community offer our seniors to foster their continued connectivity and engagement?

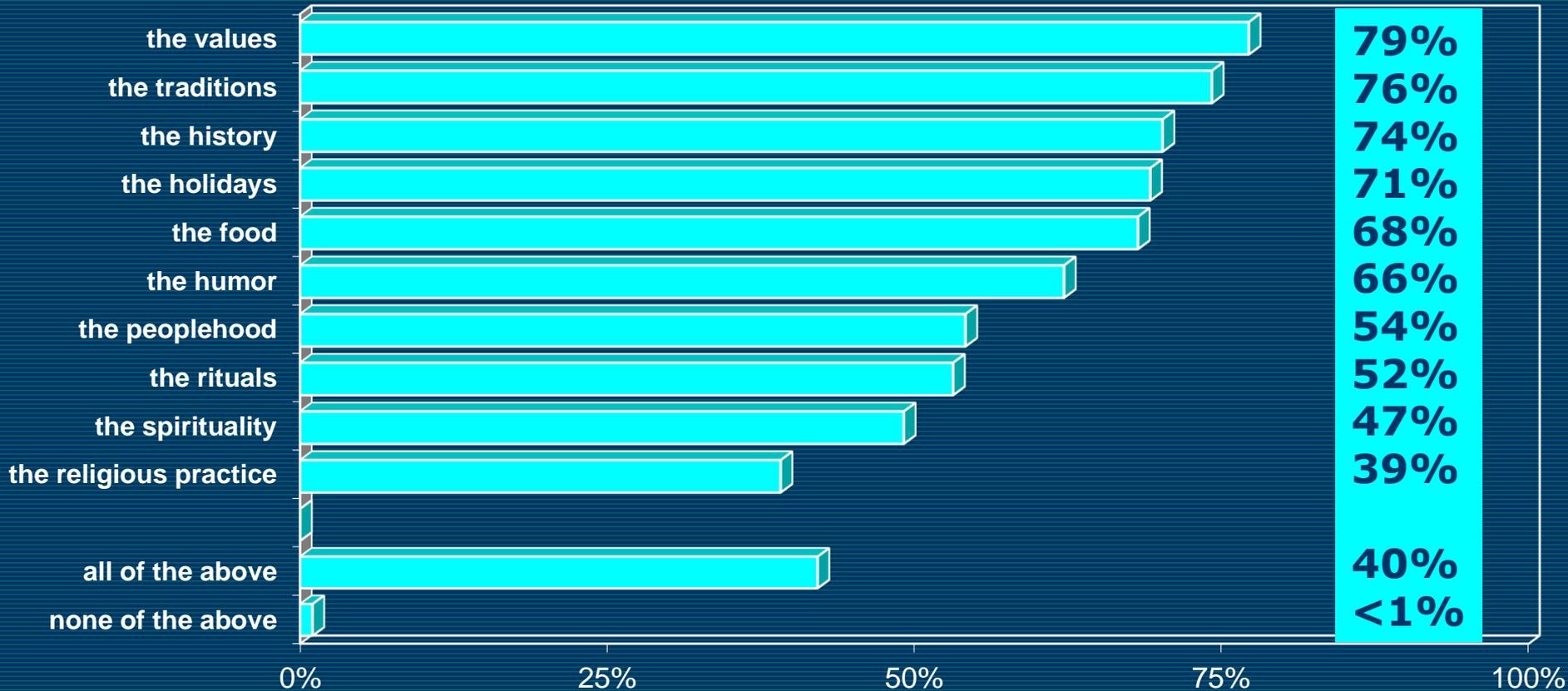
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**To introduce this next slide set, which assesses a wide range of possible programmatic offerings that might connect and engage our community's seniors, let's take a look at what our seniors collectively embrace and feel most warmly towards in their own Jewish-ness.**

**This contextual backdrop may help us better understand their programmatic choices.**

# Which dimensions of Jewish-ness (if any) do you personally embrace and feel warmly towards?

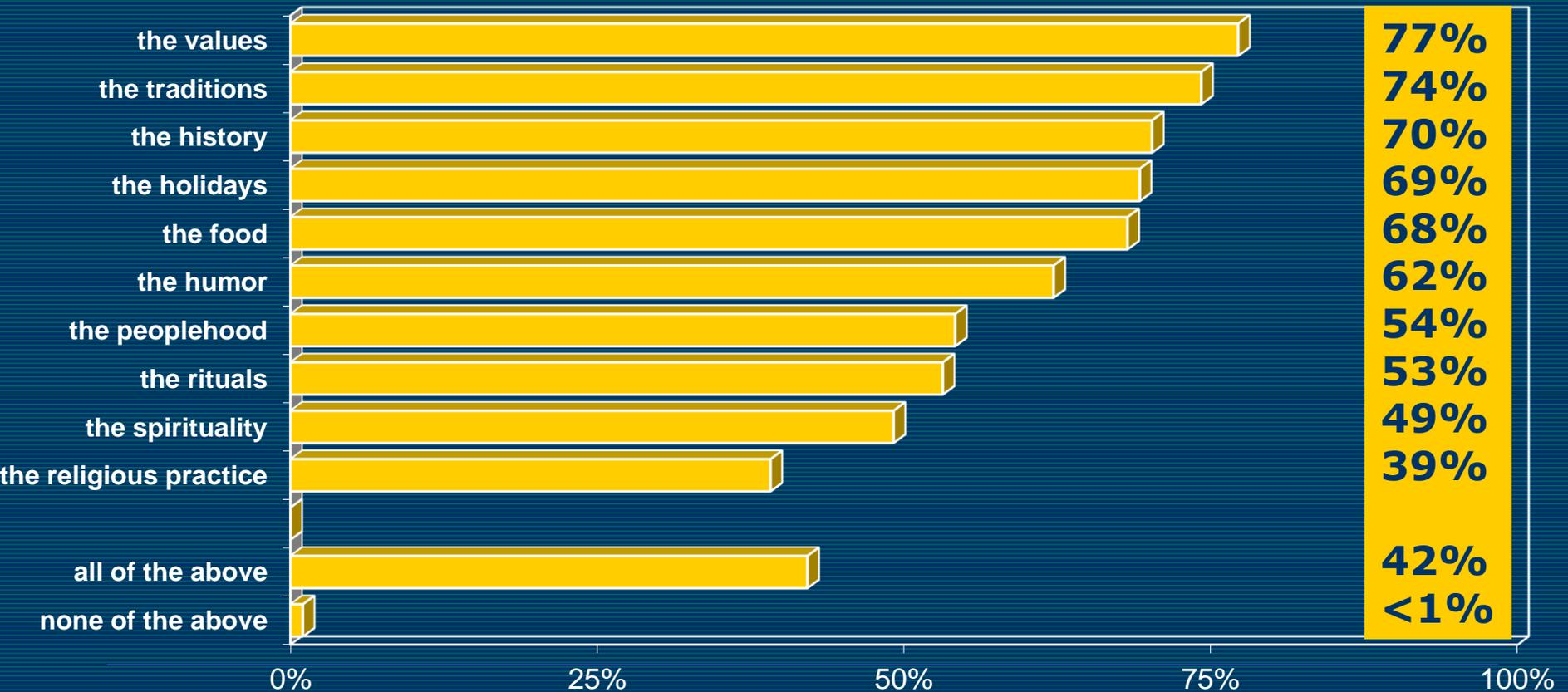
## Senior (age 70+) Sample [N=754]



**Our Seniors' age 70+ response profile [N=754] closely parallels our overall sample response [N=2,395]. Both share the very same hierarchical order with just a minor percentage uptick or downtick.**

# Which dimensions of Jewish-ness (if any) do you personally embrace and feel warmly towards?

**Overall Jewish Adult Sample [N=2,395]**



## SENIOR (AGE 70+) PERSPECTIVE:

Which of these experiences (if any) might you -- or someone in your household -- consider participating in?  
 [Please choose all that might appeal to someone in your household:]

**[A] Personalized small-group exploration of sacred Jewish texts with a learned teacher or rabbi (33%)**

**[B] Understanding and finding meaning in prayer (28%)**

**[C] Jewish spirituality and mysticism (28%)**

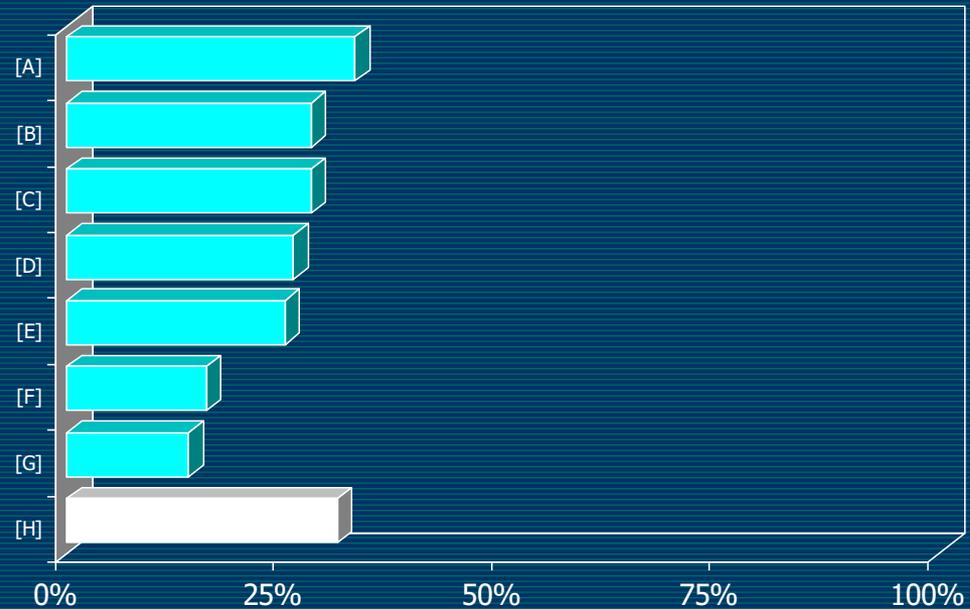
**[D] Living daily life through a Jewish lens (26%)**

**[E] A taste of Talmud (25%)**

**[F] How to read a prayer book and basic blessings (16%)**

**[G] How to master Jewish holiday and life-cycle rituals [eg. Shabbat candles, wine & challah, running a Seder, etc.] (14%)**

**[H] None of the above (31%)**



	[H]	[G]	[F]	[E]	[D]	[C]	[B]	[A]
%	31%	14%	16%	25%	26%	28%	28%	33%
	[171]	[79]	[86]	[138]	[144]	[152]	[155]	[182]

**Observation: Two-thirds [69%] of our seniors over age 70 could find at least one of these offerings worthy of their household's considered participation, only 31% choosing "none of the above" as their response.**

# OVERALL SAMPLE PERSPECTIVE:

Which of these experiences (if any) might you -- or someone in your household -- consider participating in?  
 [Please choose all that might appeal to someone in your household:]

**[A] Personalized small-group exploration of sacred Jewish texts with a learned teacher or rabbi (38%)**

**[B] Jewish spirituality and mysticism (38%)**

**[C] Understanding and finding meaning in prayer (34%)**

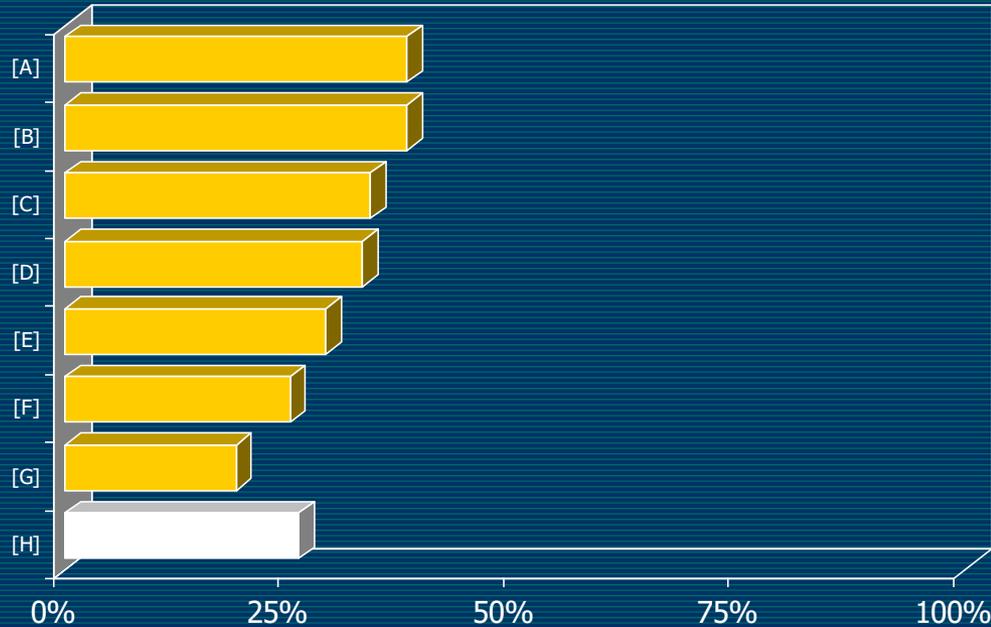
**[D] Living daily life through a Jewish lens (33%)**

**[E] A taste of Talmud (29%)**

**[F] How to master Jewish holiday and life-cycle rituals [eg. Shabbat candles, wine & challah, running a Seder, etc.] (25%)**

**[G] How to read a prayer book and basic blessings (19%)**

**[H] None of the above (26%)**



	[H]	[G]	[F]	[E]	[D]	[C]	[B]	[A]
% response	26%	19%	25%	29%	33%	34%	38%	38%
	[432]	[326]	[425]	[491]	[563]	[581]	[639]	[644]

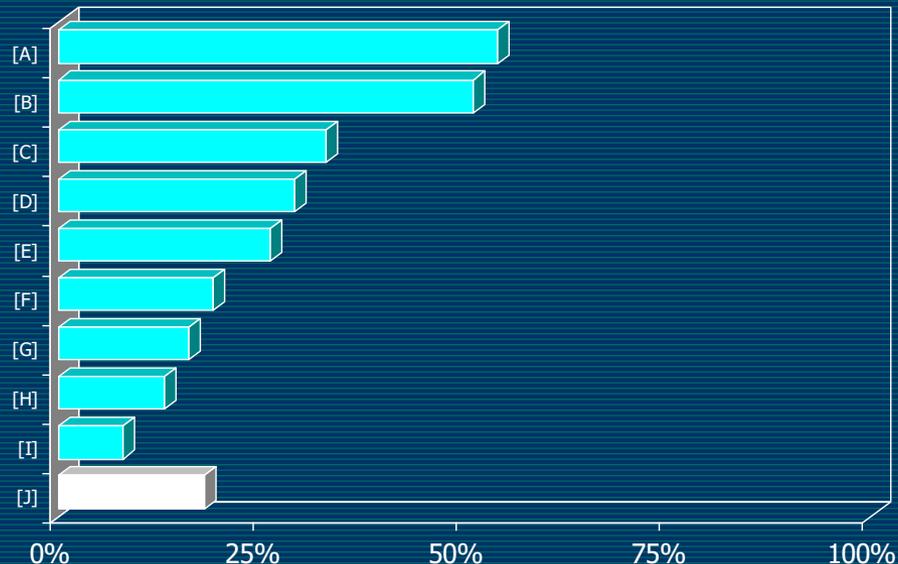
**Observation:** Three quarters [74%] of our respondents could find at least one of these offerings worthy of their household's considered participation, only 26% choosing "none of the above" as their response.

# SENIOR (AGE 70+) PERSPECTIVE:

And how about any of these?

[Again, please choose all that might appeal to someone in your household:]

- [A] Exploring Jewish-themed films (54%)
- [B] Exploring Jewish-themed books (51%)
- [C] Creative Jewish cooking & baking (33%)
- [D] A Jewish Volunteer Corps (Social Justice & Repairing the World) tackling monthly projects (29%)
- [E] Programs exploring other faiths through inter-faith experiences (26%)
- [F] Modern conversational Hebrew (19%)
- [G] Making Jewish music (16%)
- [H] Hands-on Jewish craft workshops (led by local artisans) (13%)
- [I] Experiencing fitness Jewishly (8%)
- [J] None of the above (18%)



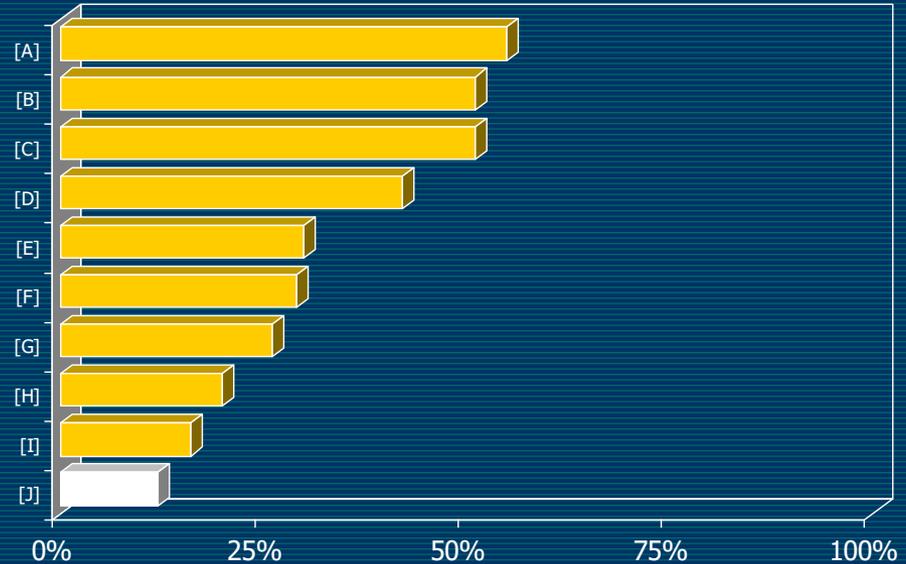
	[J]	[I]	[H]	[G]	[F]	[E]	[D]	[C]	[B]	[A]
% response	18%	8%	13%	16%	19%	26%	29%	33%	51%	54%
	[100]	[45]	[75]	[91]	[109]	[145]	[163]	[187]	[286]	[306]

**Observation:** Even more encouragingly, the vast majority [82%] of our respondents could find at least one of these offerings worthy of their household's considered participation, with only 18% choosing "none of the above" as their response.

# OVERALL SAMPLE PERSPECTIVE:

And how about any of these?  
[Again, please choose all that might appeal to someone in your household:]

- [A] Exploring Jewish-themed films (55%)
- [B] Creative Jewish cooking & baking (51%)
- [C] Exploring Jewish-themed books (51%)
- [D] A Jewish Volunteer Corps (Social Justice & Repairing the World) tackling monthly projects (42%)
- [E] Modern conversational Hebrew (30%)
- [F] Programs exploring other faiths through inter-faith experiences (29%)
- [G] Hands-on Jewish craft workshops (led by local artisans) (26%)
- [H] Making Jewish music (20%)
- [I] Experiencing fitness Jewishly (16%)
- [J] None of the above (12%)



	[J]	[I]	[H]	[G]	[F]	[E]	[D]	[C]	[B]	[A]
% response	12%	16%	20%	26%	29%	30%	42%	51%	51%	55%

[211] [270] [349] [437] [499] [510] [712] [874] [879] [938]

**Observation:** Even more encouragingly, the vast majority [88%] of our respondents could find at least one of these offerings worthy of their household's considered participation, with only 12% choosing "none of the above" as their response.

## [Senior (ages 70+) Response:]

In the spirit of engaging and inspiring people Jewishly through more creative offerings, which of these -- if any -- might you or someone in your household or family consider participating in?

<b>A Day of Jewish Learning event with a full spectrum of participative offerings: Religious, Spiritual, Historical, Political, Artistic, Literary, Cinematic, Musical, Gastronomic, Athletic, Humorous, etc.</b>	<b>46%</b>	<b>219</b>
<b>Studying Torah in uniquely different settings -- in the woods, alongside a lake, in an art gallery, in a vineyard, etc.</b>	<b>16%</b>	<b>76</b>
<b>A Shabbat Walk to talk about the weekly Torah portion instead of doing so indoors</b>	<b>11%</b>	<b>53</b>
<b>"Yoga with a Jewish Twist" sessions combining yoga and Jewish spiritual thought</b>	<b>7%</b>	<b>31</b>
<b>A Sukkah-building competition in some outdoor venue</b>	<b>4%</b>	<b>17</b>
<b>Rabbi-led "Soul Cycling" spinning classes, sweating alongside folks in a Jewish context</b>	<b>&lt;1%</b>	<b>3</b>
<b>None of the above</b>	<b>47%</b>	<b>224</b>

53% of our seniors found at least one of these activities potentially engaging. The Day of Jewish Learning was most enthusiastically supported, and the full hierarchy paralleled that of the overall sample. So planning for our overall Jewish community and planning for our community's seniors can be one and the same.

## [Overall Sample Response:]

In the spirit of engaging and inspiring people Jewishly through more creative offerings, which of these -- if any -- might you or someone in your household or family consider participating in?

<b>A Day of Jewish Learning event with a full spectrum of participative offerings: Religious, Spiritual, Historical, Political, Artistic, Literary, Cinematic, Musical, Gastronomic, Athletic, Humorous, etc.</b>	<b>50%</b>	<b>762</b>
<b>Studying Torah in uniquely different settings -- in the woods, alongside a lake, in an art gallery, in a vineyard, etc.</b>	<b>26%</b>	<b>397</b>
<b>A Shabbat Walk to talk about the weekly Torah portion instead of doing so indoors</b>	<b>22%</b>	<b>337</b>
<b>"Yoga with a Jewish Twist" sessions combining yoga and Jewish spiritual thought</b>	<b>20%</b>	<b>303</b>
<b>A Sukkah-building competition in some outdoor venue</b>	<b>11%</b>	<b>160</b>
<b>Rabbi-led "Soul Cycling" spinning classes, sweating alongside folks in a Jewish context</b>	<b>7%</b>	<b>103</b>
<b>None of the above</b>	<b>35%</b>	<b>524</b>

65% of our adult Jewish participants found at least one of these activities potentially engaging and inspiring. While the Day of Jewish Learning was most enthusiastically supported, even the lowest ranked offering was chosen by over 100 respondents – an encouraging degree of receptivity.

## [Senior (ages 70+) Response:]

Might any of these sound appealing to you or anyone in your household?

<b>A Jewish camping retreat for seniors</b>	<b>25%</b>	<b>120</b>
<b>A range of Jewish experiences and activities for not-so-young singles</b>	<b>12%</b>	<b>58</b>
<b>A Jewish camping retreat just for men or just for women</b>	<b>8%</b>	<b>36</b>
<b>A Jewish camping retreat for empty-nesters and families without children</b>	<b>5%</b>	<b>25</b>
<b>A range of Jewish experiences and activities for young singles</b>	<b>4%</b>	<b>18</b>
<b>A Jewish camping retreat for young singles</b>	<b>3%</b>	<b>16</b>
<b>A Jewish camping retreat for families with babies / young children</b>	<b>2%</b>	<b>8</b>
<b>A Jewish camping retreat for families with teens</b>	<b>2%</b>	<b>8</b>
<b>None of the above</b>	<b>64%</b>	<b>303</b>

1 in 3 (36%) of our Jewish seniors found at least one of these activities potentially appealing. While not quite as widely supported as the offerings on the previous slides, four of these offerings sparked the interest of at least 25 responding seniors, with a Jewish camping retreat for seniors at the top of the list, with 120 potential takers.

## [Overall Sample Response:]

Might any of these sound appealing to you or anyone in your household?

<b>A Jewish camping retreat for seniors</b>	<b>19%</b>	<b>276</b>
<b>A Jewish camping retreat just for men or just for women</b>	<b>17%</b>	<b>242</b>
<b>A range of Jewish experiences and activities for not-so-young singles</b>	<b>15%</b>	<b>209</b>
<b>A Jewish camping retreat for empty-nesters and families without children</b>	<b>14%</b>	<b>196</b>
<b>A Jewish camping retreat for families with babies / young children</b>	<b>9%</b>	<b>126</b>
<b>A range of Jewish experiences and activities for young singles</b>	<b>8%</b>	<b>118</b>
<b>A Jewish camping retreat for families with teens</b>	<b>8%</b>	<b>109</b>
<b>A Jewish camping retreat for young singles</b>	<b>7%</b>	<b>99</b>
<b>None of the above</b>	<b>51%</b>	<b>731</b>

Nearly half (49%) of our adult Jewish participants found at least one of these activities potentially appealing. While not quite as widely supported as the offerings on the previous slide, even the lowest ranked offering was chosen by nearly 100 respondents – again an encouraging response.

# What should be the role of our Jewish Federation in terms of the Israeli programming it provides to our community?

Please choose the type(s) of programming you want to see provided:

Observation: While on balance all three generations tend to want the full spectrum of programming provided, **our seniors** are – perhaps surprisingly – least supportive of the proudly positive, and **most in favor of seeing all sides of Israel and deciding for themselves how to feel.**

	20s, 30s, 40s	50s, 60s	70s, 80s, 90s	All Jewish Adults
Programs with a positive orientation / proudly supportive	35%	28%	<b>19%</b>	26%
Programs showing all sides of Israel, including problems & challenges	34%	32%	<b>40%</b>	35%
Both of the above	<b>45%</b>	<b>54%</b>	<b>53%</b>	<b>52%</b>





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For our Jewish seniors to continue to thrive,  
living safely and happily in our community,  
what do (or will) they need most?

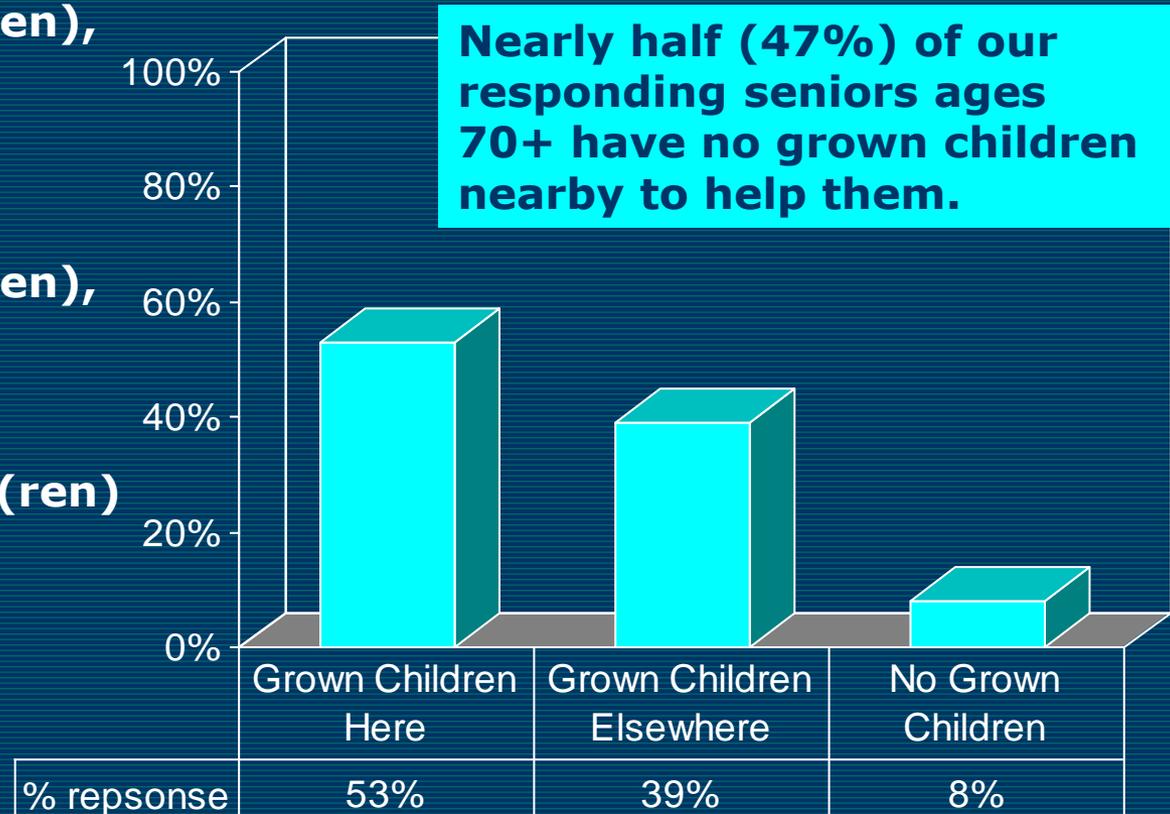
# Which of the following best describes your situation?

[We've repeated this slide here as a helpful reminder to inform the upcoming need-based slides.]

**53%** I have grown child(ren), at least some of whom live in the greater Rochester area

**39%** I have grown child(ren), but none of them live in the greater Rochester area

**8%** I have no grown child(ren) -- or none with whom I'm in close contact



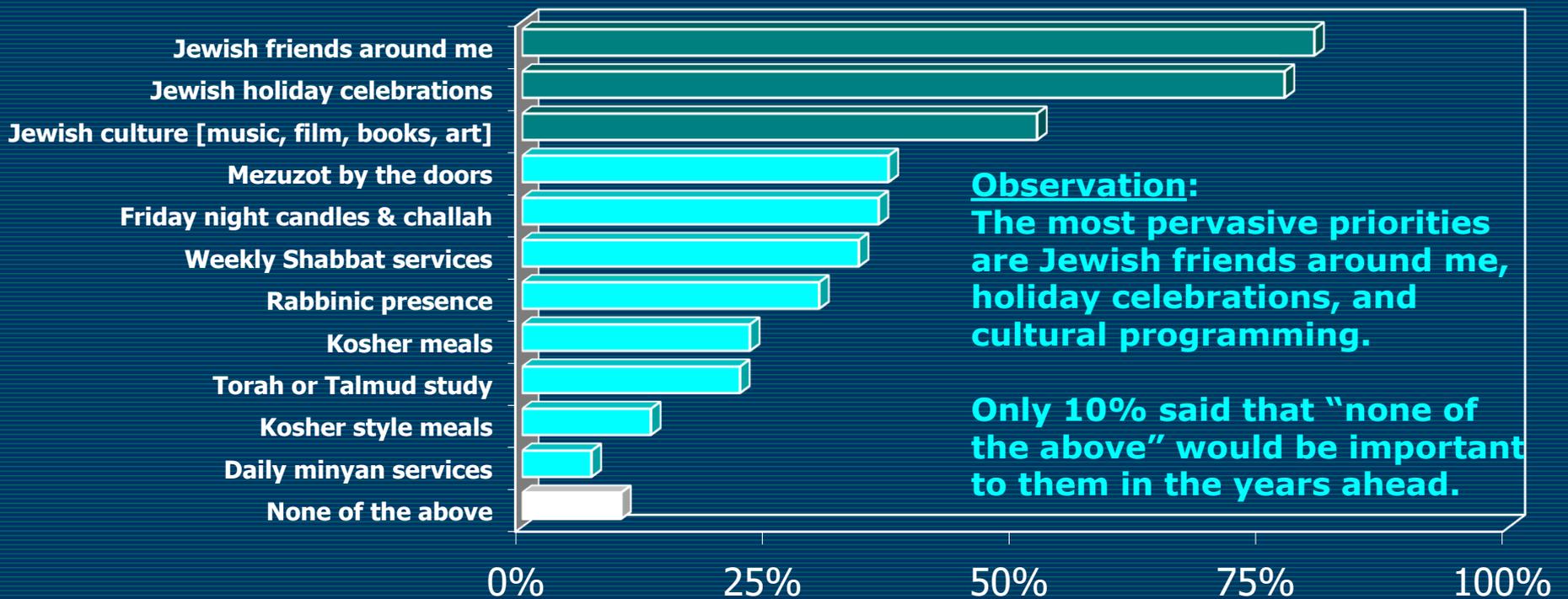
## [The senior (ages 70+) perspective:]

Which of these -- if Jewishly provided within our community -- do you already need, or expect to need within the next 3-5 years?

- 52% Help managing your home -- eg. cleaning, handyman repairs, snow shoveling, etc.
- 35% An aging care navigator to help you connect with services and programs available for our Jewish seniors
- 34% An independent living senior retirement community
- 33% Affordable transportation support services
- 31% Emergency response services [ready to respond if ever needed]
- 28% Temporary rehab care or transitional care after hospitalization
- 23% In-home health care [in other words, medical professionals who make house calls]
- 16% Help with the emotional challenges of geriatric depression, anxiety, frustration with age-based losses & limitations
- 15% Help with shopping, cooking, etc.
- 15% An assisted living facility
- 11% Assistance with activities of daily living [eg. eating, dressing, bathing, toileting, etc.]
- 11% Companionship
- 10% Senior day care programming
- 10% Skilled nursing care / a nursing home
- 8% Meals on wheels
- 8% A caregiver support group for aging adults caring for other aging adults
- 7% Memory care
- 6% Hospice care
- 5% Help paying bills / balancing the checkbook / managing investments

## [Asked only of those in their 70s and older:]

What role, if any, do you see Judaism playing as you age through your later years? Wherever you may live, which of these -- if any -- will you consider important in the years ahead?

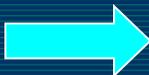


	None of the above	Daily minyan services	Kosher style meals	Torah or Talmud study	Kosher meals	Rabbinic presence	Weekly Shabbat services	Friday night candles & challah	Mezuzot by the doors	Jewish culture [music, film, books, art]	Jewish holiday celebrations	Jewish friends around me
response	10%	7%	13%	22%	23%	30%	34%	36%	37%	52%	77%	80%

[N = 515 of our 2,395 responding Jewish Adults]

## [Asked only of those in their 70s and older:]

For some people, living Jewishly while aging in place may require some additional services and supports that may not exist here today. Which of these sound like something you might be interested in -- whether today or someday in the future?

- 
- 47% Opportunities for social connectivity with other Jewish seniors
  - 33% Jewish-themed trips and travel for mobile seniors

**Observation:**  
COVID may impact these responses significantly

- 29% A kosher-to-go place to pick up tasty kosher meals and prepared foods
- 23% A "temple-mobile" providing transportation to synagogues on Friday pm / Saturday am for seniors who no longer drive
- 19% Broadcast Shabbat and Jewish holiday services that you can participate in online without leaving home
- 18% Occasional in-home visits by a Rabbi or Jewish Chaplain
  
- 12% Glatt Kosher food delivery for those unable to travel easily
- 11% Kosher-style food delivery for those unable to travel easily
- 9% Weekly delivery of challah, wine and candles for each Shabbat

→ 28% I wouldn't want or need any of the above

**Observation:**  
72% of these respondents would want at least one of the listed services & supports.



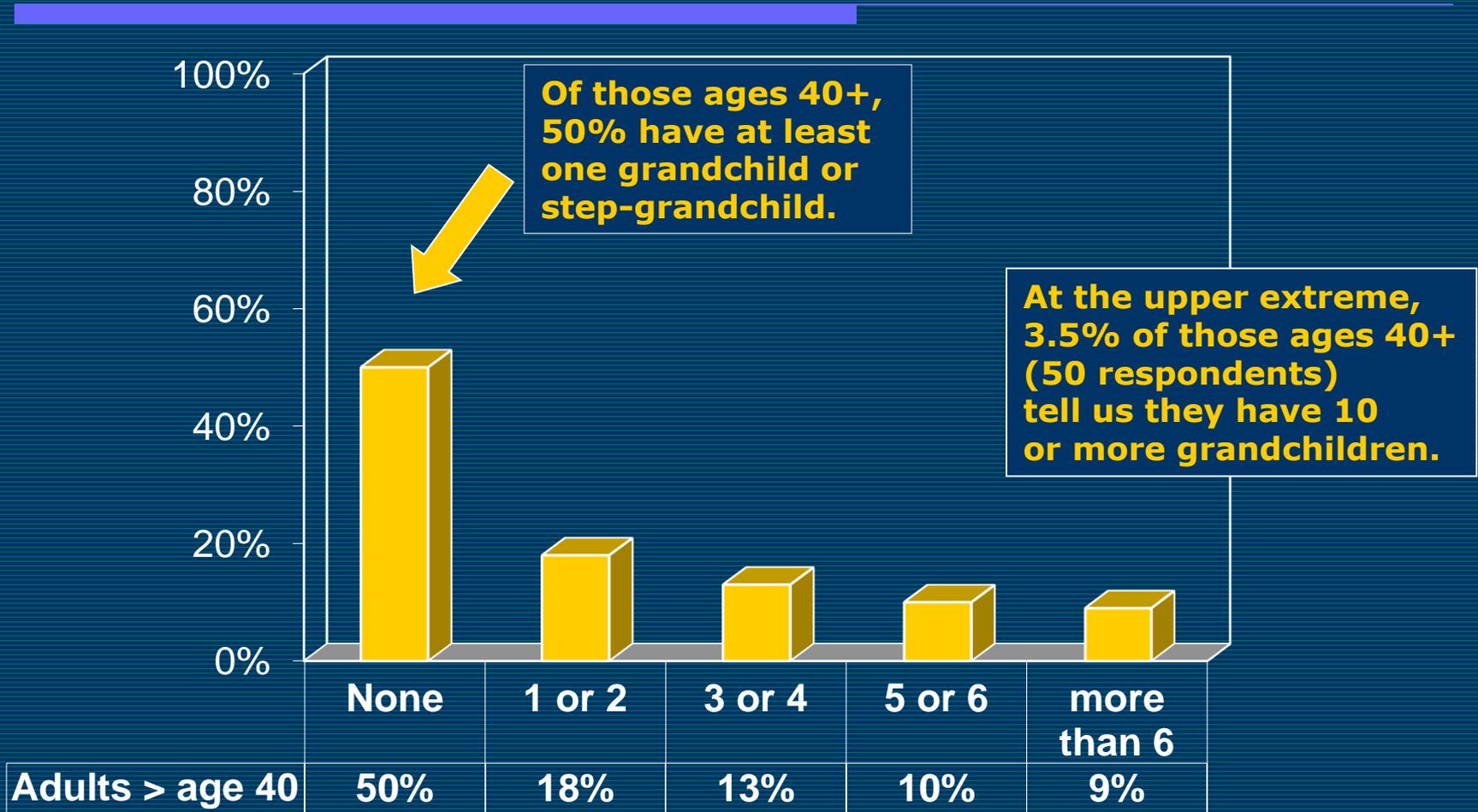
# Our Jewish Community's Seniors as Grandparents

[All adults over age 40 were asked this question, and those answering 1 or more continued on to the other grandparenting questions.]

Let's talk a bit about grand-parenting.

[Feel free to include your step-grandchildren in these answers, if relevant.]

How many grandchildren -- if any -- do you now have in total?

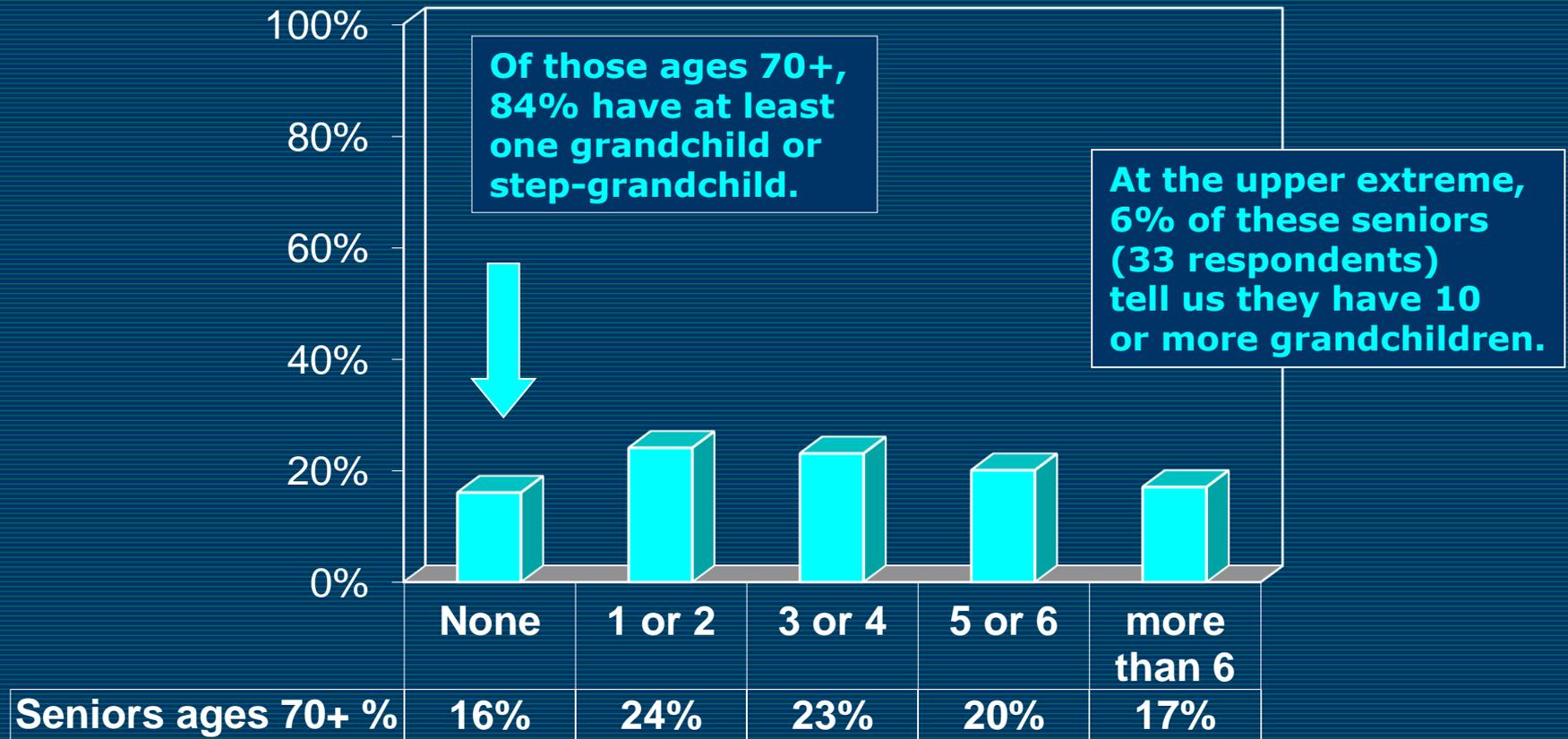


## [SENIORS AGE 70+]

Let's talk a bit about grand-parenting.

[Feel free to include your step-grandchildren in this section's answers, if that's relevant.]

How many grandchildren -- if any -- do you now have in total?



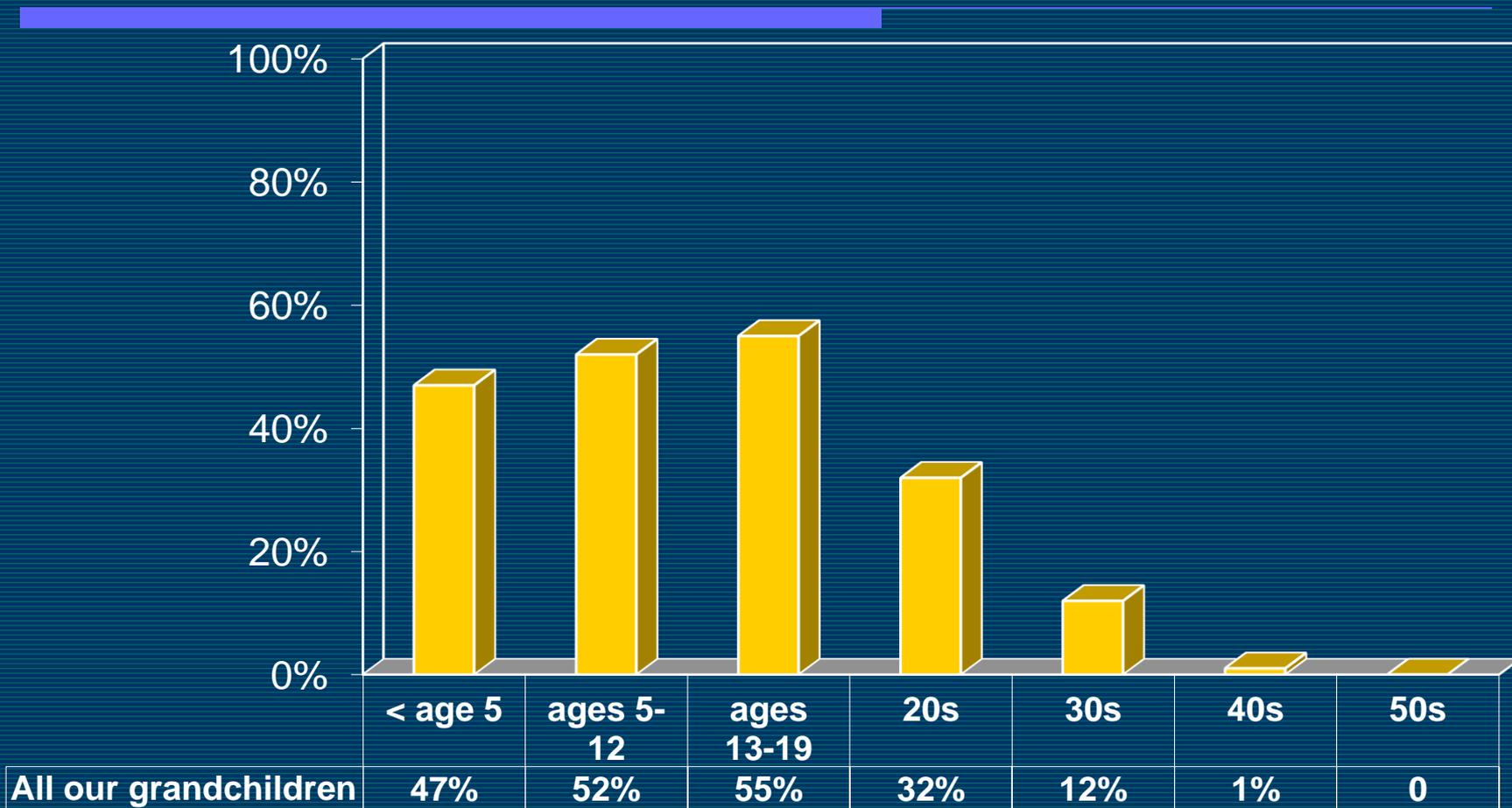
# Our grandparenting profile by age

Age by decade	% who have 1 or more grandchildren	
40's	Except for our Orthodox respondents, we tend to marry later and have our children (and therefore our grandchildren) later as well.	2%
50's		13%
60's		50%
70's		79%
80's		93%
90s+		95%

A combined 84% for all our seniors ages 70+

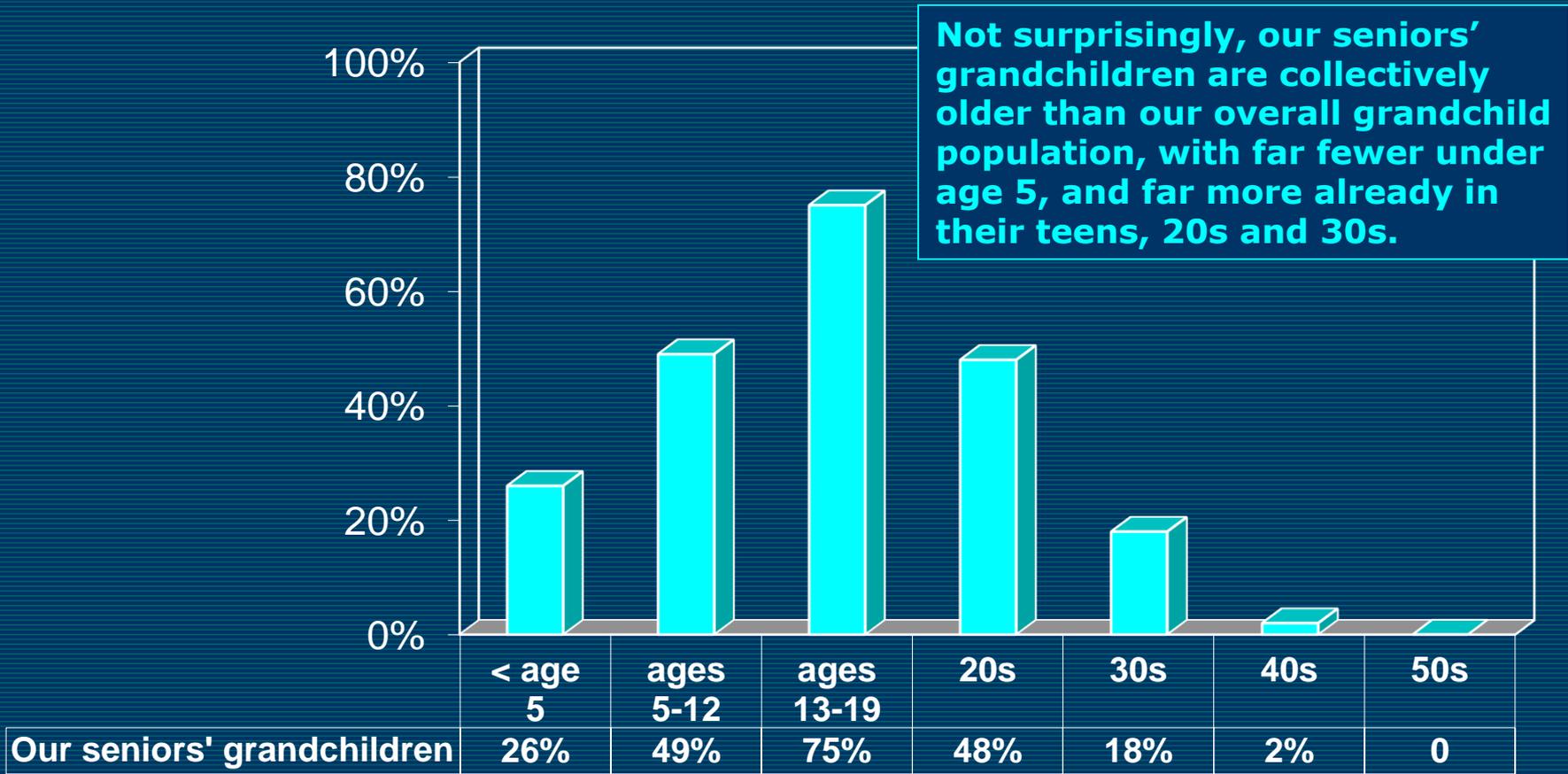
# [Asking all who told us they had one or more grandchildren:]

And how old are those grandchildren now?  
(Please choose all that apply)

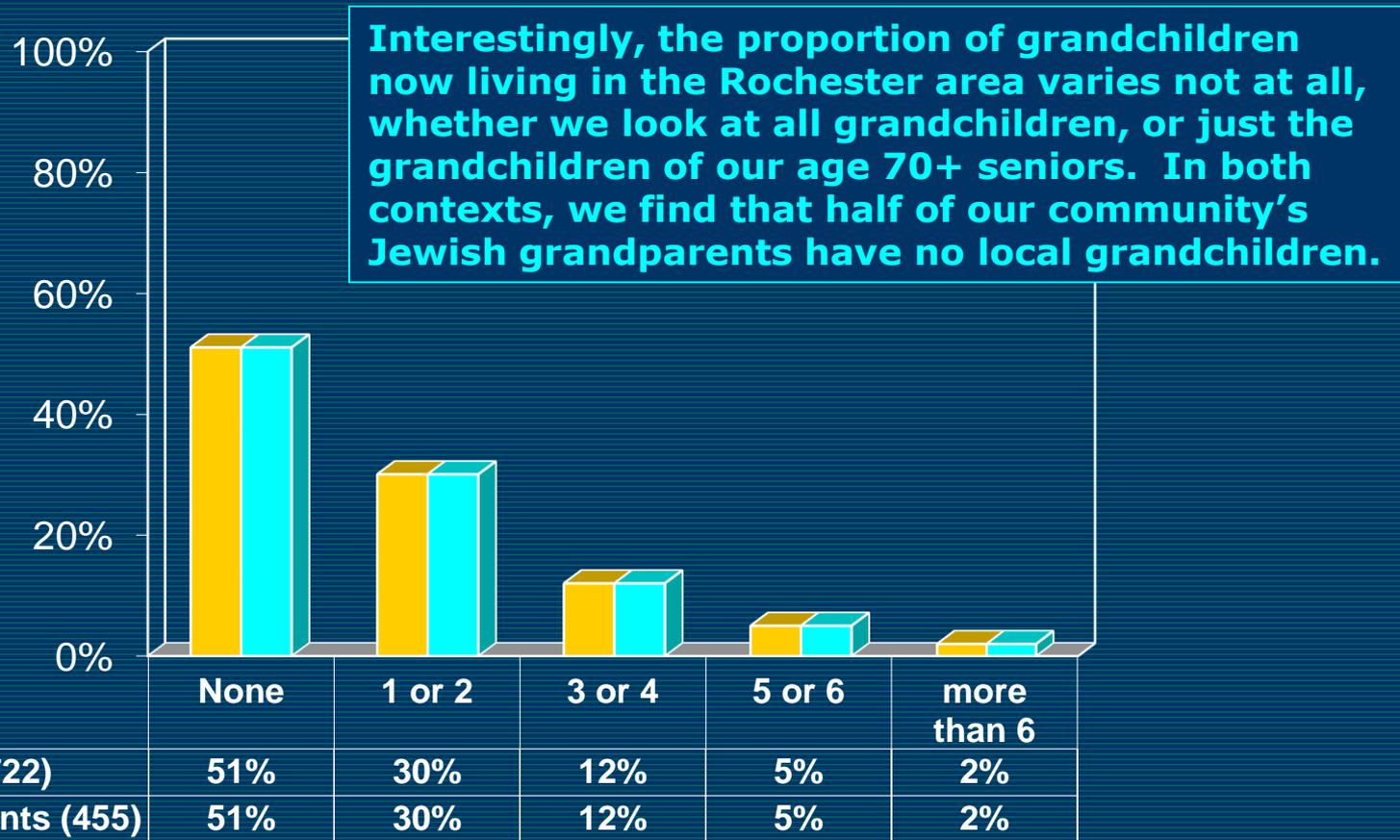


## [Focusing on our SENIORS AGE 70+]

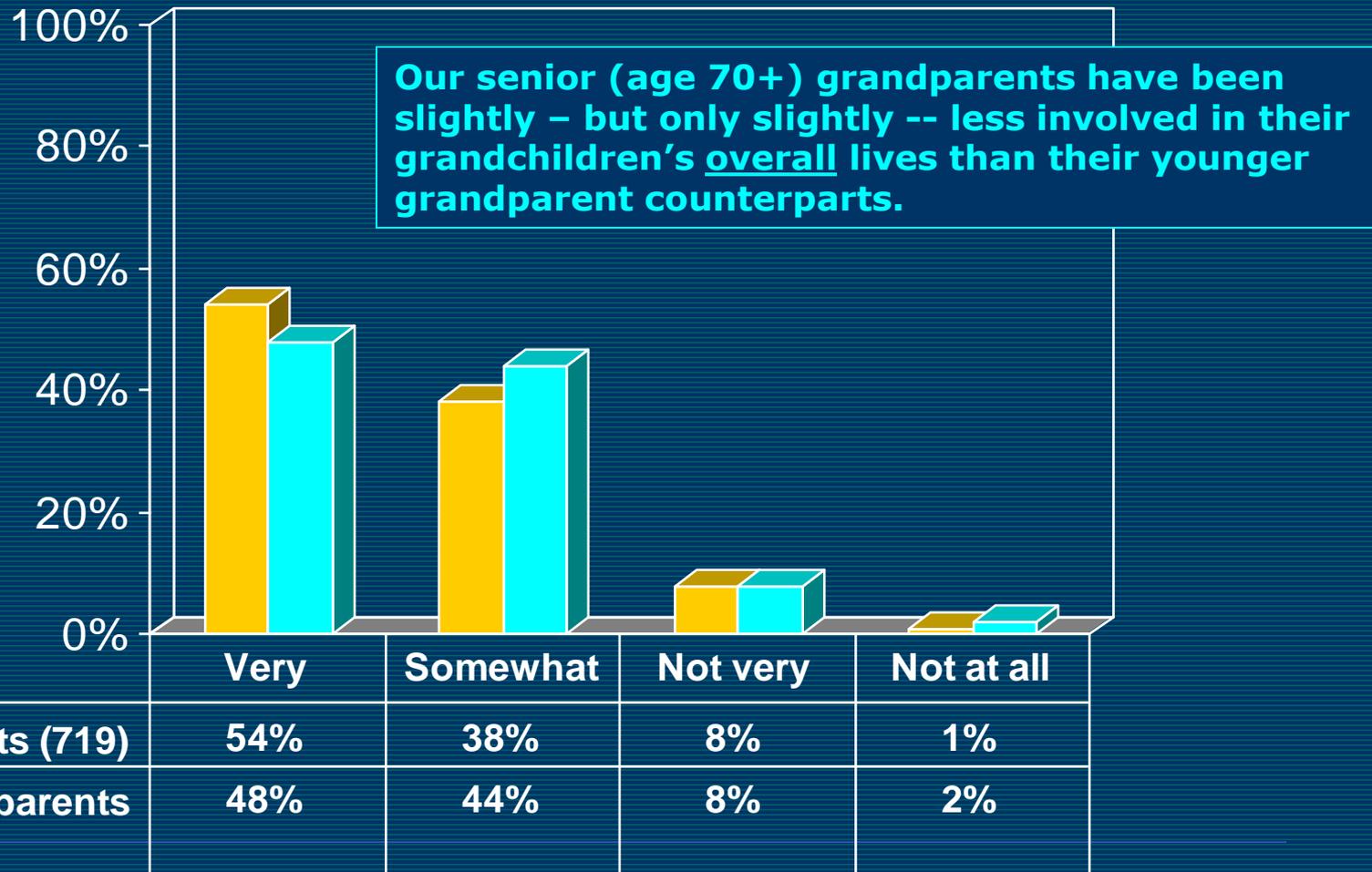
And how old are those grandchildren now?  
(Please choose all that apply)



# How many of those grandchildren live in the Rochester region?

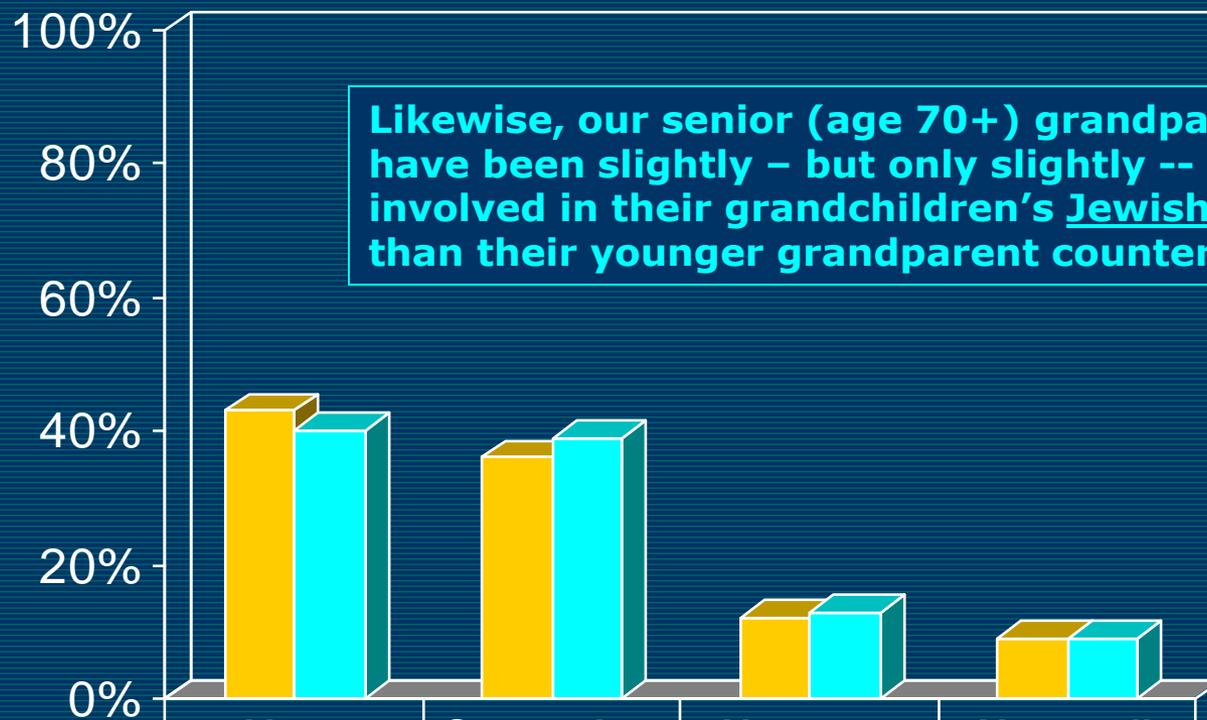


Think about the role(s) you've been playing as a grandparent so far. How involved have you been in your grandchildren's overall lives?



[N=719 responding Jewish grandparents, of whom 453 are over age 70]

We're told that grandparents are sometimes in a unique position to pass along Jewish values and the "Jewish spark" to their grandchildren. How involved have you been in your grandchildren's lives as Jews?



	Very	Somewhat	Not very	Not at all
■ All grandparents (719)	43%	36%	12%	9%
■ Age 70+ grandparents (453)	40%	39%	13%	9%

## [All Grandparents:]

How, if at all, have you been able to contribute to the Jewish life of your grandchildren? [Please choose all that apply:]

- 83%** By sharing Jewish holiday celebrations
- 69%** By participating with them in family-friendly Jewish events
- 61%** By sharing stories and memories of your own Jewish past
- 60%** By cooking traditional Jewish foods & passing along your recipes
- 57%** By sharing Jewish books with them
- 53%** By sharing Shabbat meals and traditions
- 43%** By talking with them about Jewish values
- 41%** By inspiring them with your own acts of repairing the world [Tikkun Olam] and generosity [Tzedukah]
- 34%** By teaching them about Jewish issues like the Holocaust and anti-Semitism
- 26%** By teaching them about Jewish customs like planting trees in Israel
- 20%** By taking them to Jewish films, plays, concerts, etc.
- 11%** By taking them to Israel
- 6%** None of the above

**94% of all our responding grandparents have done at least one of these things to support their grandchildren's Jewish lives.**

## [Senior Grandparents Ages 70+:]

How, if at all, have you been able to contribute to the Jewish life of your grandchildren? [Please choose all that apply:]

- 83%** By sharing Jewish holiday celebrations
- 71%** By participating with them in family-friendly Jewish events
- 67%** By sharing stories and memories of your own Jewish past
- 60%** By cooking traditional Jewish foods & passing along your recipes
- 52%** By sharing Jewish books with them
- 51%** By sharing Shabbat meals and traditions
- 46%** By talking with them about Jewish values
- 45%** By inspiring them with your own acts of repairing the world [Tikkun Olam] and generosity [Tzedukah]
- 43%** By teaching them about Jewish issues like the Holocaust and anti-Semitism
- 26%** By teaching them about Jewish customs like planting trees in Israel
- 21%** By taking them to Jewish films, plays, concerts, etc.
- 13%** By taking them to Israel
- 6%** None of the above

**And 94% of our senior grandparents have done one or more of these things, in the very same ranked order, in support of their grandchildren's Jewish lives.**

## [Senior Grandparents Ages 70+:]

And have you been contributing to the Jewish life of your grandchildren in any of the ways listed below?  
[Please choose all that apply:]

**48% None of the above**

**34% By helping fund their bar or bat mitzvah celebration**

**25% By helping fund their Jewish education**

**21% By helping fund their travel to Israel**

**16% By helping fund their Jewish overnight camp**

**14% By helping fund their Jewish day camp**

**12% By helping fund their family's Synagogue membership**

**6% By helping fund other Jewish-themed travel**

**5% By helping fund their family's JCC membership**

**As they age, grandparents seem to become more financially involved in supporting their grandchildren's Jewish lives, with 52% of our senior grandparents contributing funding for at least one of these experiences.**

## [All Grandparents:]

And have you been contributing to the Jewish life of your grandchildren in any of the ways listed below?  
[Please choose all that apply:]

### **56% None of the above**

**24% By helping fund their bar or bat mitzvah celebration**

**22% By helping fund their Jewish education**

**15% By helping fund their travel to Israel**

**12% By helping fund their Jewish day camp**

**12% By helping fund their Jewish overnight camp**

**9% By helping fund their family's Synagogue membership**

**6% By helping fund their family's JCC membership**

**5% By helping fund other Jewish-themed travel**

**In contrast, only 44% of all our responding grandparents have contributed financially in at least one of these ways to support their grandchildren's Jewish lives.**



## A Selection of Senior Grandparent Voices (continued):

- ❑ *Started cooking with my granddaughter for Passover (Matzah balls). Encouraged her to join me in volunteer activities instigated by the Jewish community.*
- ❑ *I'm weaving the 3 local grandsons' shared tallis. I made 2 appliqué chuppot for my daughters' weddings.*
- ❑ *I worked with both of them by helping them with the Hebrew in preparing for their Bar and Bat Mitzvah Torah and Haftorah portions. I also helped them to understand the meaning of their parshiot when they had to write their Bar and Bat Mitzvah speeches. And I helped them with ideas for the speeches.*
- ❑ *My granddaughters husband converted to Judaism -- because of my influence I like to think!*
- ❑ *Living close by half of the year to share yontiffs and Shabbos, and bringing great grandparents to live in our home to further teach by example.*
- ❑ *Registered my interfaith great grandchildren for the PJ Library. Exposing my grandchildren to customs, ceremonies and Jewish food.*
- ❑ *Signed them up for PJ Library, and made sure they had mezuzahs, menorahs, seder plate etc.*
- ❑ *Ongoing discussions about being Jewish in this difficult political environment and stressing some commitment and financial support to protect the future of Jews in America*
- ❑ *Buying them Jewish jewelry, sharing some celebrations via Facetime*
- ❑ *.... I just make sure to go and spend as many Jewish holidays as I can with them.*
- ❑ *Teaching Yiddish to my grandchild*
- ❑ *By educating our own children at Hillel School and midrasha and sending them to Israel as teens etc they have been passing all of their love and understanding of Judaism to their own young children*
- ❑ *Most important, raised the grandchild's mother as a person who puts Judaism first and is proud to be a Jew.*
- ❑ *My grandson is two years old. He loves "Mensch on a Bench".*
- ❑ *She is 1 yr. old for now I am just being there, waiting for her to become a little bit older and ready to learn and experience a Jewish life.*

Some senior grandparents encounter headwinds when trying to share Jewishly with their grandchildren and great-grandchildren, including widespread geography, multi-faith families, and in some cases a lack of receptivity.

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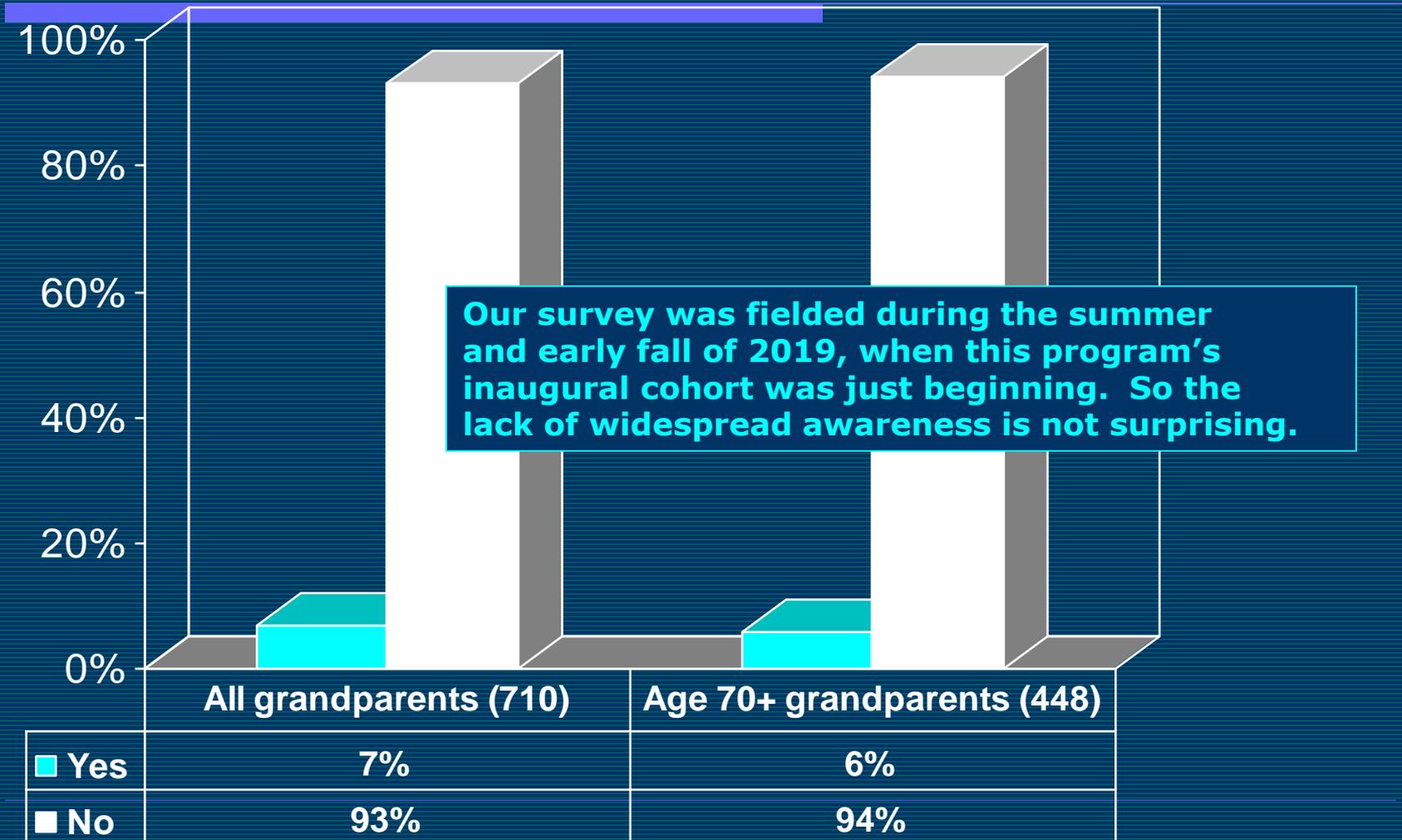
- *My grandson is only 8 months old. I would hope we can do some of the items above, but right now he is very little and lives 1500 miles or so away. My daughter has her own ideas, and doesn't like to use word "God" at all, so she changes the prayers to take out God's names. I have a problem being and teaching something I am not comfortable with. If she wants him to go to Jewish camp we will help. If I can impart Jewish values to him, I'll be glad to, if she doesn't fight us on it. The questions above say have you been able to... well, not YET.*
- *At the moment, the children are not being raised Jewish and there is little I can do.*
- *It's hard to be as influential as I might like to be because all live out of town, and because I am a step-grandparent.*
- *These past questions confuse as of 13 grandchildren 7 are Jewish raised in a Jewish family. 3 are raised in a mixed Jewish/Christian family. And 4 step grandchildren are Christian.*
- *My Grandchildren were half raised by us almost on a daily bases. We are on to great-grandchildren now. They live far and there isn't any daily contact...*
- *There have been times in my life where I was not allowed to see my grandchildren or great-grandchildren because of their non-Jewish fathers. Sometimes as long as eight years or more. This is why I was unable to share things with them as I would have liked to.*

And for some senior grandparents, sharing Jewishly has meant passing on their very personal stories – sometimes deeply painful stories – to their grandchildren, to ensure that their family histories, and all the lessons they have Jewishly learned, will live on through the generations.

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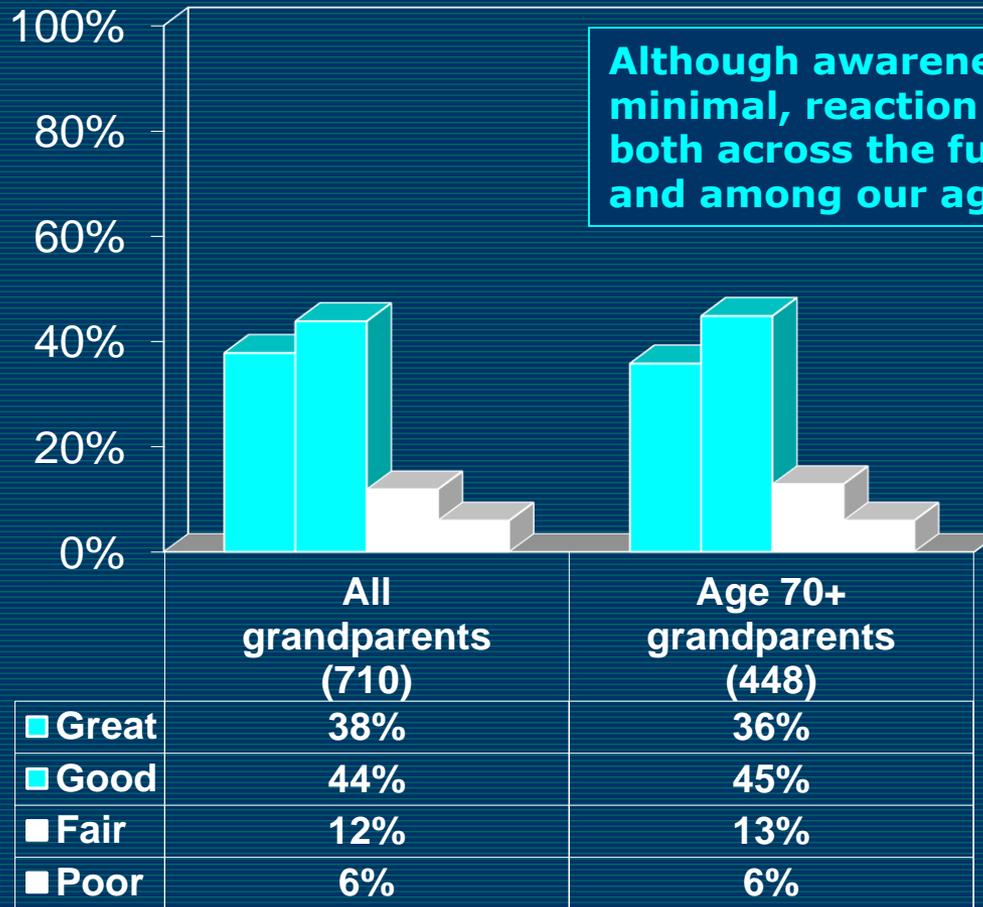
- *By sharing with them the story of my maternal grandmother's murder at the hands of her Polish neighbors in the town of Jedwabne, Poland on July 10, 1941 and also the experience I and our youngest daughter had in participating in the 60th memorial event on July 10, 2001 in Jedwabne, where the President of Poland apologized for the atrocity in front of a large delegation of survivors, family of survivors, and the world press, as well as many of the Polish population that came to be witness to this historic event. My oldest grandson participated in a youth trip to Poland and Israel a few years ago, and his group visited the memorial erected to the Jews of Jedwabne who were martyred, and he said Kaddish in front of the place where my grandmother's house stood and related details of that event to the members of his group. He also spent 10 months in Israel this past year in an Aardvark Program. I think that he would be a very good resource in speaking to young people of his experiences, if he is willing and available.*

Federation is introducing a new program for grandparents and their pre-bar-and-bat-mitzvah-aged grandchildren. A small set of these couplings will experience and learn together, and then travel to Israel together, alongside other Jewish grandparents and their grandchildren. Before this survey, had you been aware of this program?



[N=710 responding Jewish grandparents, of whom 448 are over age 70]

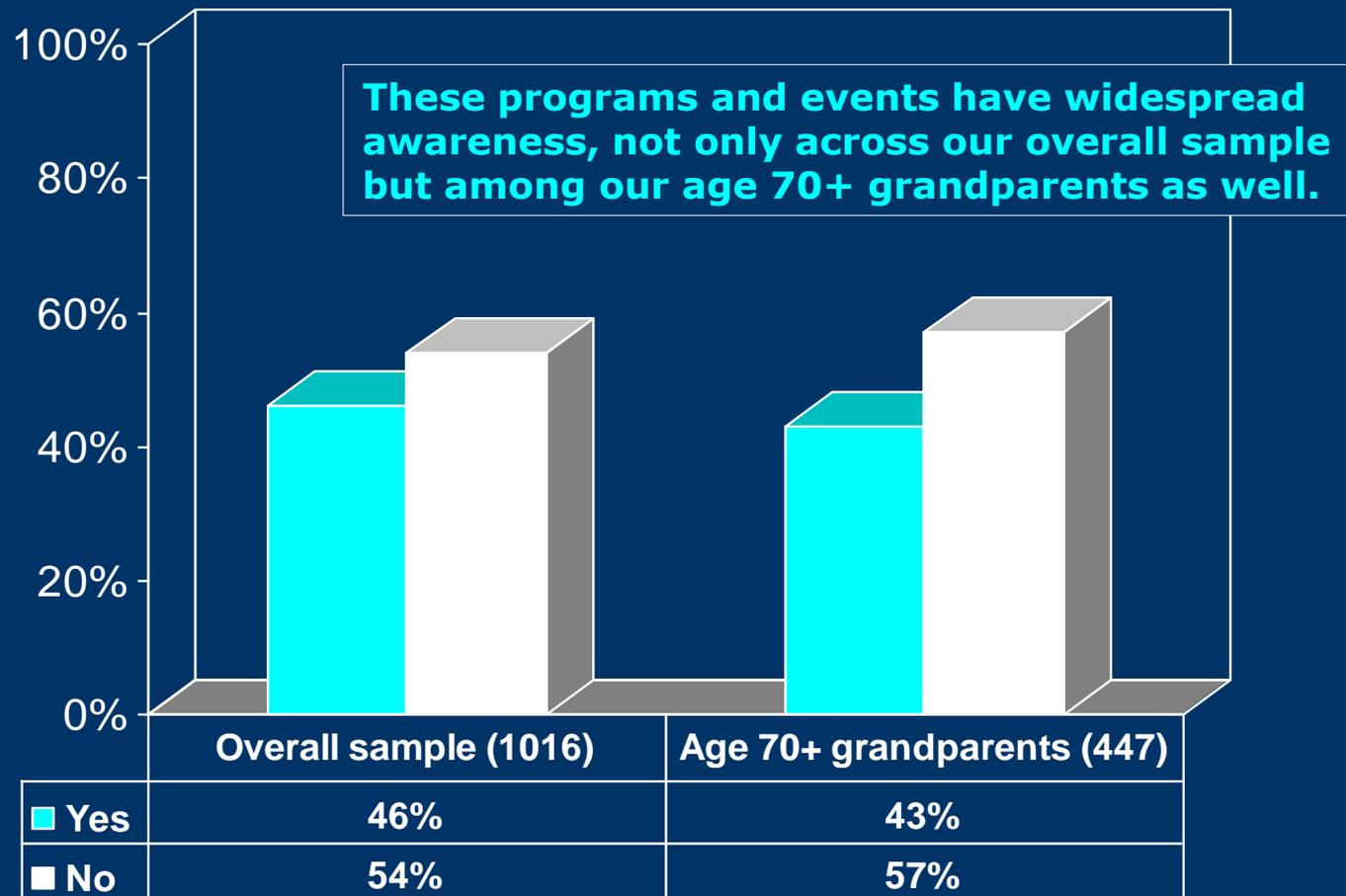
Based on this very brief description -- and whether it might be relevant for you and your own grandchildren, or not -- does this kind of program sound like a great, good, fair, or poor idea to you?



**Although awareness of this program was minimal, reaction to the concept was very strong, both across the full spectrum of grandparents and among our age 70+ senior grandparents.**

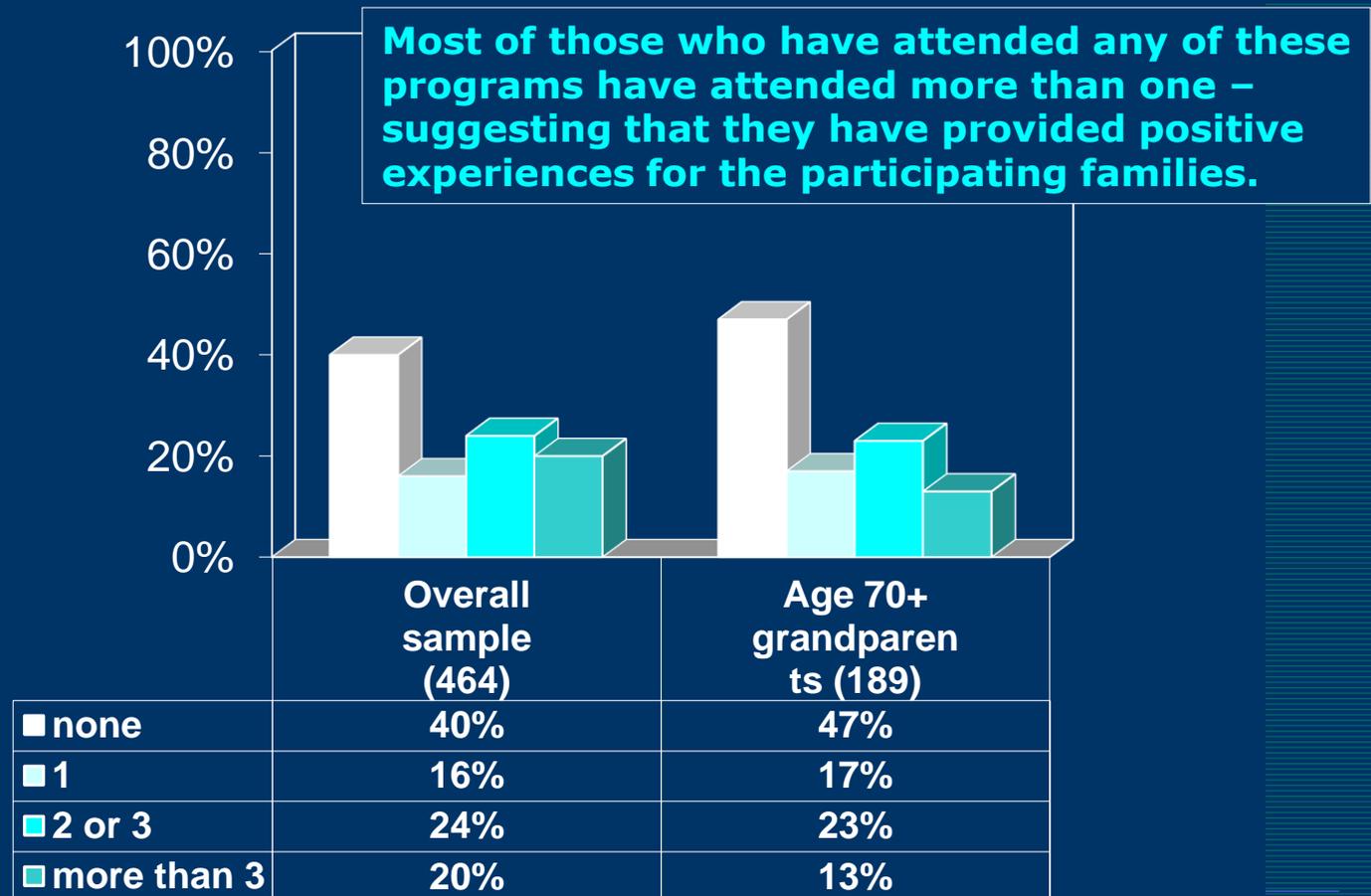
**Nearly 20 names were offered when these respondents were asked: *If you have one or more pre-teen grandchildren living locally, and think you might be interested in learning more about this program, please provide your name and contact information.***

Before today's survey, were you aware of any of the Jewish Federation-sponsored 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 games, the Airport, Home Depot, etc.?

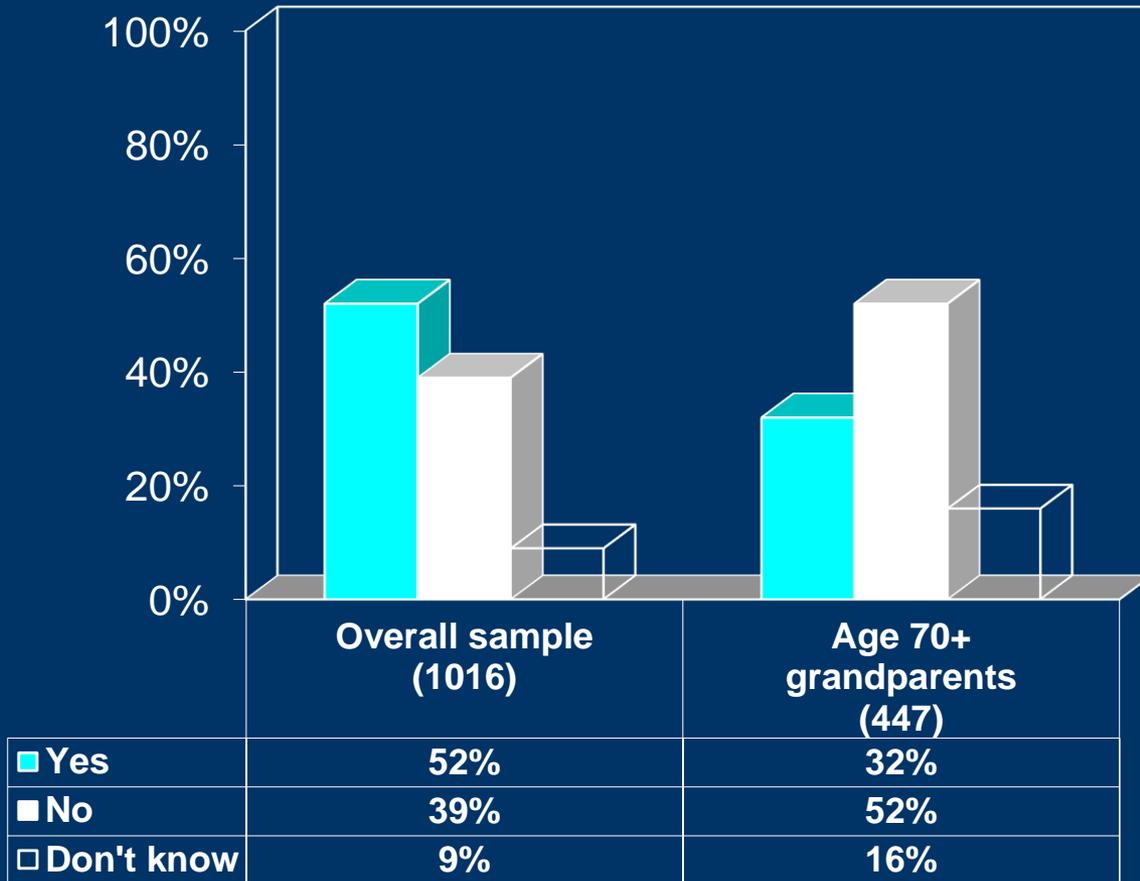


## [For those who were aware of these offerings:]

Roughly how many of these events, if any, has your family ever attended?



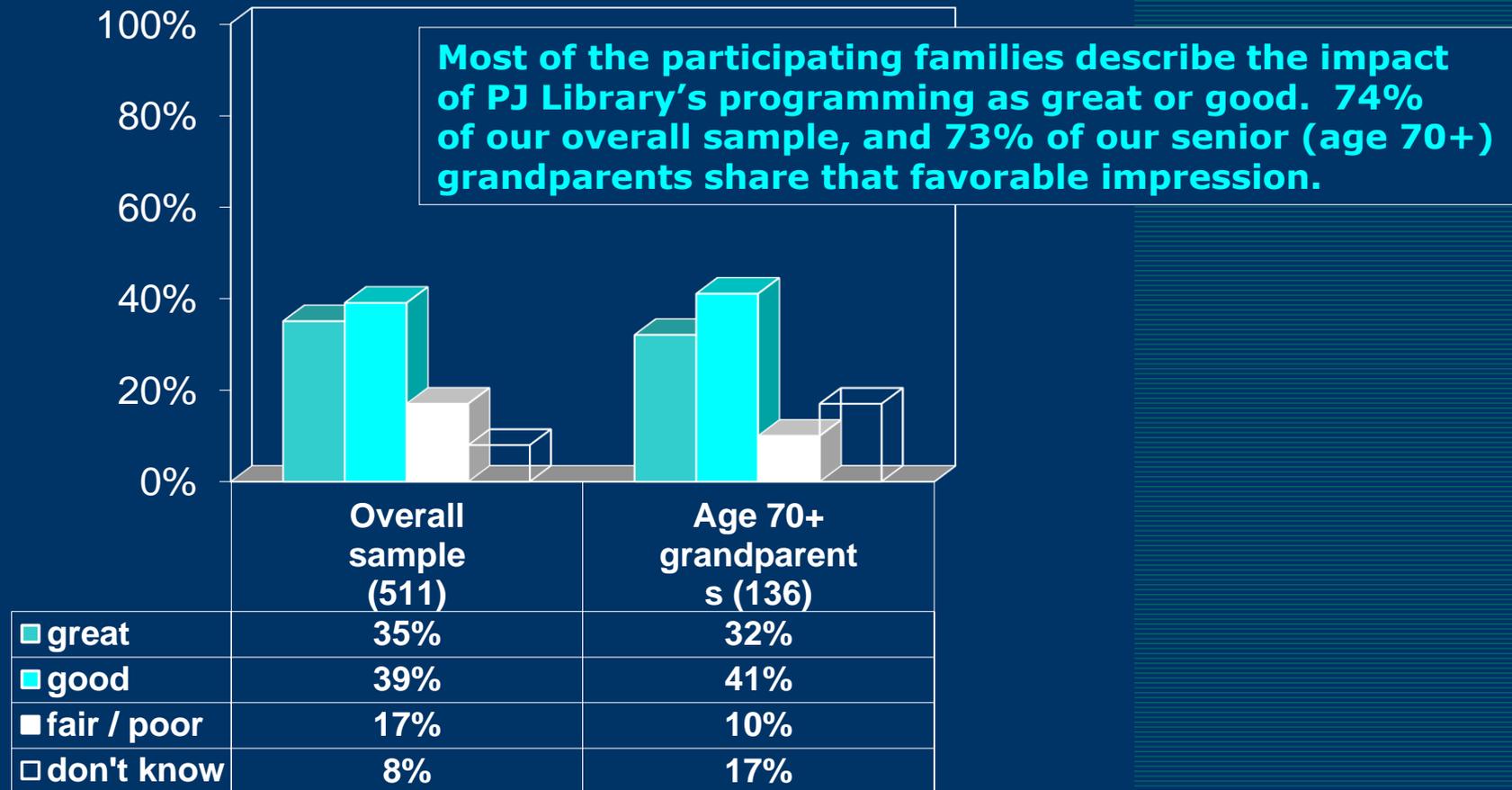
# Have your children / grandchildren been part of the PJ Library program -- receiving Jewish children's books and participating in family-friendly Jewish events and experiences throughout the year?



**PJ Library has engaged over half (52%) of the families of our participating parents & grandparents across our responding sample, but only 1 in 3 (32%) of the families of our senior grandparents ages 70+. Perhaps that reflects the large number of their children/grandchildren now living elsewhere, in other communities. Or perhaps in reaching out to encourage participation, the PJ outreach hasn't been including or engaging our oldest grandparents. But now understanding the pivotal role that these grandparents can play in their grandchildren's Jewish lives, more conscious inclusion might well be warranted.**

# [For those whose families have been PJ Library families:]

## How would you rate the impact of the PJ Library programming on your family?



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What our Baby Boomer Seniors Wish  
our Jewish Community would Provide  
to Reach, Inspire, and Engage them?

This page is just for our "Baby Boomers", you who are now in your 50s, 60s, and 70s. Jewish communities are understandably focused on keeping young people and young families Jewishly engaged, since they are our future. At the same time, they are focused on the complex needs of the aging, who are an increasing part of our Jewish community. But in between are our Baby Boomers, who may feel overlooked by our Jewish community, or perhaps left out of the offerings designed for those younger and older. What ideas do you have for reaching, inspiring, and engaging our region's Jewish Baby Boomers?

## **Focusing specifically on the responses of those Baby Boomers now in their 70s, here is what they told us:**

*The baby boomers have a significant wealth of energy, capabilities, knowledge and institutional memory. They should be valued and not kicked to the curb as having old fashion ideas or thoughts. Remember what is new is may also be something that is old, just with a new twist.*

*A mentoring program where boomers can engage with younger members in our community. Can be anything from being an adoptive grandparent to being supportive career wise (example - younger people love to network ... as do more seasoned people who have more experience, contacts and money to sometimes invest)*

*Synagogue life for many in our generation has become less important or lacking in spirituality. For others it is still engaging but that is a smaller pool. Communal engagement is critical for our age group as we lose loved ones and friends to death or experience friends and family moving out of Rochester. We need to address this issue in some way - to keep our community together, for Federation, synagogue and Jewish agency fundraising.*

*We did guess who's coming for shabbos, and all those who participated enjoyed it , but there was insufficient staff support at the synagogue to keep it going. It's a great way to get people together- inter-generationally too.*

*My one concern about the elderly is that when they can no longer attend activities easily, they often fall off the radar. I know that visiting the sick and elderly or having programming for them is challenging. I am aware of the DOROT institute in NYC that has many creative ideas for dealing with the isolation that is often a part of aging. They have a 4 time a year package delivery that involves people visiting people in their homes, they have phone courses, home concerts, and a variety of great ideas.*

*Boomers are often looking to explore the unexplored in their lives. If someone was interested in increasing their spiritual or Jewish cultural pursuits, perhaps they would be interested in a discussion group on topics such a group would identify.*

# ...What ideas do you have for reaching, inspiring, and engaging our region's Jewish Baby Boomers?

## Comments from our Baby Boomers age 70+ (continued:)

***Definitely social activities that would engage my age group. I moved to a townhome community last year. In that time, I organized a mah-jongg group, a "pot-luck" book club, and a volunteer sewing group that meets at Sew Creative in Fairport. It's important for seniors to be active and viable.***

***Bring them together in a range of activities that engage them mentally, spiritually, socially, culturally. Bring them together as Jews with activities that are not religious in nature because of the varied levels of observance in the community and the stress the wrong level brings.***

***Baby Boomers often are like me- Somewhat secular-- raised as Americans first--- But also a very societally responsible group- I would think of initiatives with social action for baby booming Jews -BBJ's - being part of integrated initiatives to bring the world and its people together- sounds inspiring***

***Retreats, travel, even short term trips of Jewish interest, courses with noted scholars, EXPAND our awareness of progressive, non-denominational approaches to Jewish life as done by IKAR in LA and Kavanah in Seattle: successful venues for all ages and different levels of observance: invite their rabbis here to explore their model: Rochester needs to go beyond traditional borders: we are losing the millennials!***

***Outreach, outreach, outreach. There is a font of wisdom out here. People who can tutor, offer encouragement, provide attention, time and enrichment to Jewish children of all ages. A trip to the zoo, the Science Center, the Art Gallery. Time in nature. Many of us in our 70's have grandchildren who are young adults with busy lives of their own. Perhaps you could create something like a Bureau with a catchy name. Parents, and children, could call the Bureau made up of these Baby Boomers when a particular need arises, and a match could be made. It might be something on the order of the Big Brother and Sister programs. Only these would be Bubbies and Zadies.***

## ...What ideas do you have for reaching, inspiring, and engaging our region's Jewish Baby Boomers?

### Comments from our Baby Boomers age 70+ (continued:)

*Events labeled "for Baby Boomers" would be an obvious idea, but being close now to the end of 79, please make that "Boomers plus" for the oldie who is young in spirit.*

*I'd suggestion some dinners, pot luck or out at restaurants. Visiting different services in town as a group of baby-boomers. Discussion groups on different topics.*

*Singles group for single seniors.*

*Outings for single seniors.*

*Special meetings with food for single seniors.*

*Game nights for single seniors*

*Another idea would be to have various volunteer possibilities as Jewish Baby Boomers one day in each season.*

*Social opportunities that include food and learning*

*A monthly Jewish social club including dinner and topic of discussion picked by the group and facilitated by alternating group members.*

*Opportunities to get together to sing and not just for the best singers. And not for performing in front of others. Jewish and Yiddish songs. And Mizrahi songs, too. I would love to just sing with others.*

*Dinner events for boomers like the landmark society used to do. You pay to go to a dinner and the evening of the dinner, get matched with a host who will have 4 to 6 people come to their home.*

*Forming more Chavurahs, celebrating holidays together*

*I like the idea of combining grandparents with grandchild events*

*Provide programs that deal with issues that baby boomers deal with, such as finances, retirement, grandparenting, etc.*

## ...What ideas do you have for reaching, inspiring, and engaging our region's Jewish Baby Boomers?

### Comments from our Baby Boomers age 70+ (continued:)

*Continuing to educate on events that involve Israel.*

*Things that are positive and supportive of Judaism and Israel. Nothing too controversial or troubling. Nothing argumentative or contentious.*

*Educational Classes, trips to Jewish Museums and places of interest; such as Toronto, NYC, Washington DC.*

*Seminar on end of life decisions*

*Jewish themed outings or travel, Jewish study in different settings -- but after Sabbath services, not in competition with them*

*Peer study, Shabbat dinners, Jewish holiday celebrations, Aging resources and discussion groups, Volunteering together as a "Caring Community, Music groups.*

*You are doing fine. It's up to me to become engaged. It's difficult because Brockport is far outside Rochester and I personally have no connections in the Rochester Jewish Community. Offering social programs that get people out, getting them interested and engaged*

*Specific programs geared not only to a specific subject but socially inviting as well*

*Book clubs, lectures, short trips, overseas trips with concentration on Jewish interests*

*Recognize their wealth of experiences and provide means for them to share*

*As a 70+ year old, CPA, with 2 MBA's, I enjoy contributing to not for profit organizations as a board member.*

*Jewish themed social gatherings like "Next Timers" at Temple Sinai*

*Contact Next Stagers at Temple Sinai.*

*Schmoozing Shabbat at Temple Sinai attracts boomers.*

*Temple Sinai does an excellent job of engaging Baby boomers on all levels. They are pioneers in this field both locally and nationally.*

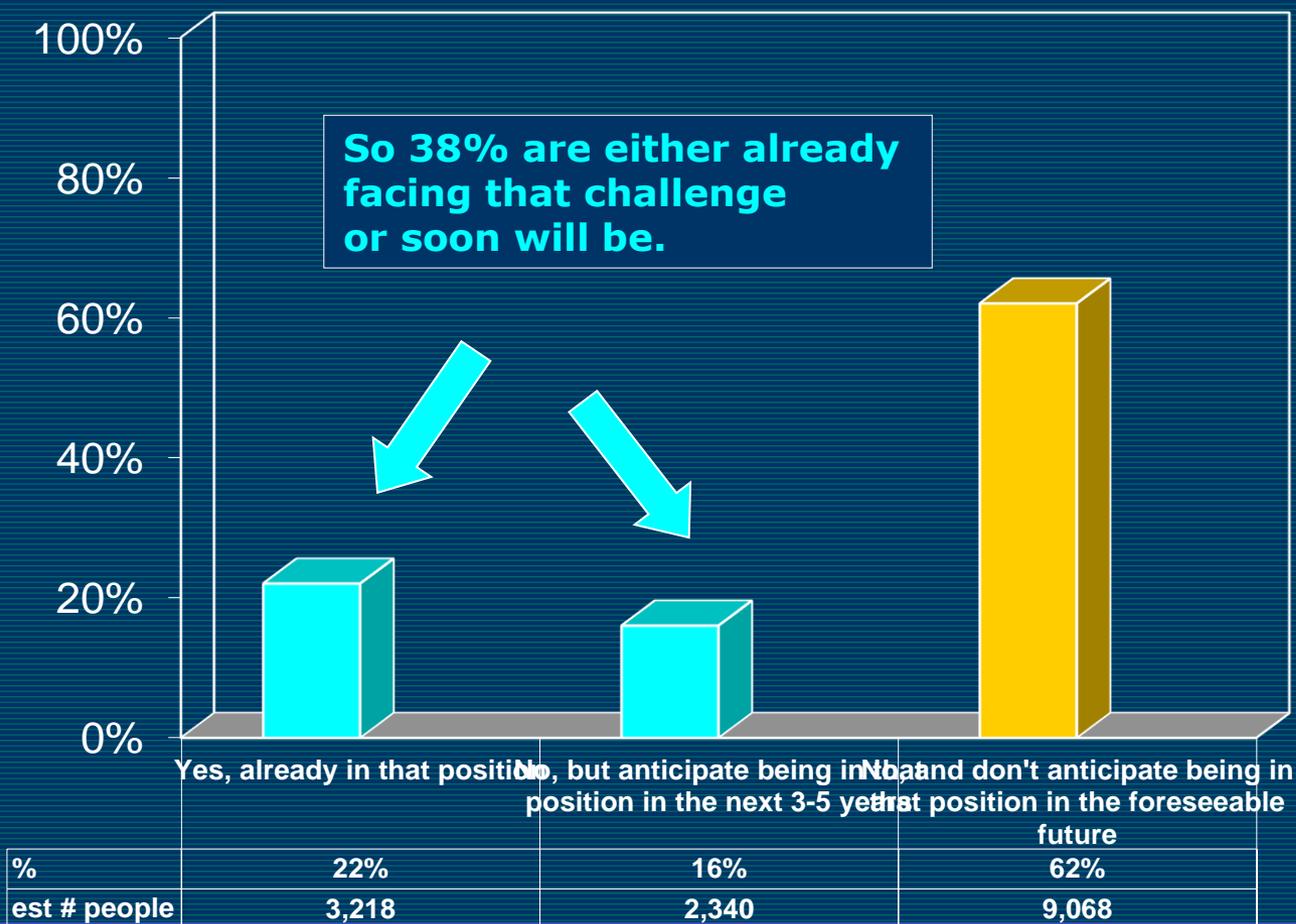
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Who is (and will be) taking care of our  
community's Jewish seniors?

And to thrive as senior caregivers,  
what do (or will) they need most?

Now on to a set of questions about the  
elder caregiving responsibilities that many of us take on  
as those depending on us grow older..

Do you and/or your spouse [or partner] have one or more aging parents or in-laws or other aging adults who, in any way, depend upon you for their care – or on whose behalf you help make care-related decisions?



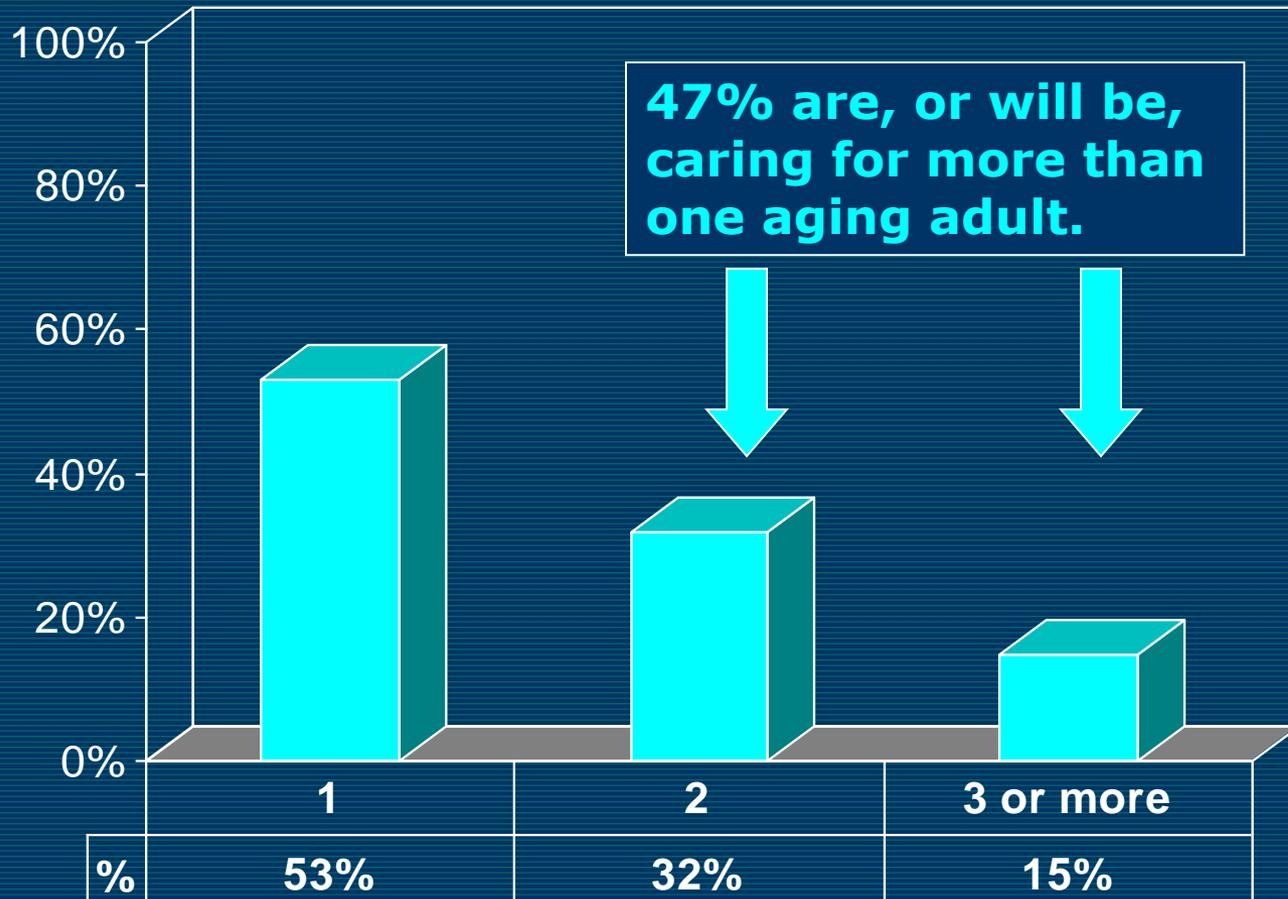
Do you and/or your spouse [or partner] have one or more aging parents or in-laws or other aging adults who, in any way, depend upon you for their care – or on whose behalf you help make care-related decisions?

Those already serving as care-givers are now in their 40s, 50s and 60s. Those anticipating that responsibility are now in their 30s, 40s and 50s.

	30s	40s	50s	60s	70s	80s	90s
Yes, already in that position	<b>9%</b>	<b>21%</b>	<b>35%</b>	<b>32%</b>	<b>12%</b>	<b>11%</b>	<b>8%</b>
No, but anticipate being in that position in the next 3-5 years	<b>24%</b>	<b>37%</b>	<b>30%</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>	<b>--</b>

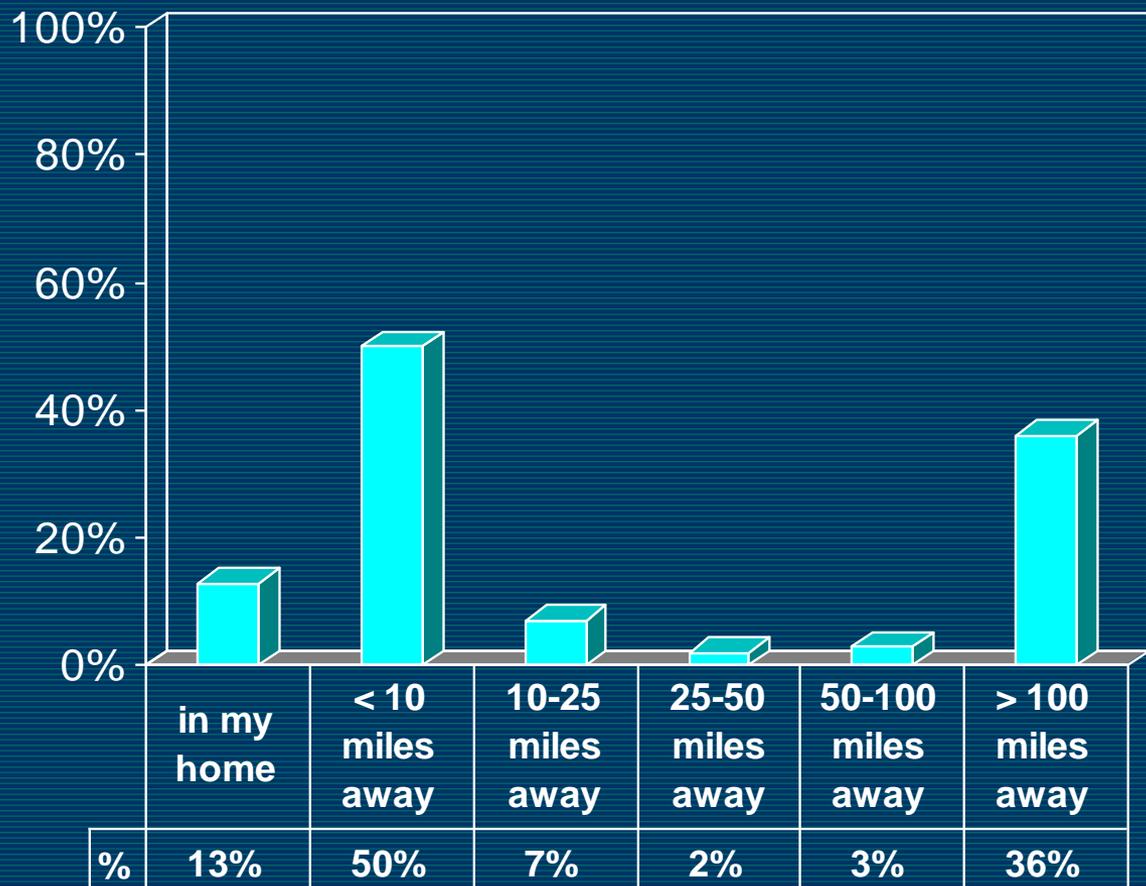
[For those who already are, or anticipate being, caregivers:]

How many aging adults are you -- or will you be -- caring for?



[For those who already are, or anticipate being, caregivers:]

How far from your home do each of these aging adults currently live? [Please choose all that apply:]



Across this set of responses we find a range of caregiving challenges – from those that come along with having an aging adult living with you, to caring for someone living over 100 miles away.

For half our caregivers, the seniors they are caring for live nearby, which is perhaps the least stressful scenario.

[For those who already are, or anticipate being, caregivers:]

In what kind of setting do each of these aging adults live today?  
[Please click on all that apply:]

**68% now live independently / on their own (370)**

**9% now live with me / us (48)**

**9% in a different senior living community [not JSL] within the Rochester region (46)**

**8% in a non-Jewish / secular senior living community outside the Rochester area (41)**

**6% at the Summit at Brighton (31)**

**4% at the Jewish Home's Green House Cottages (19)**

**3% at the Jewish Home of Rochester (18)**

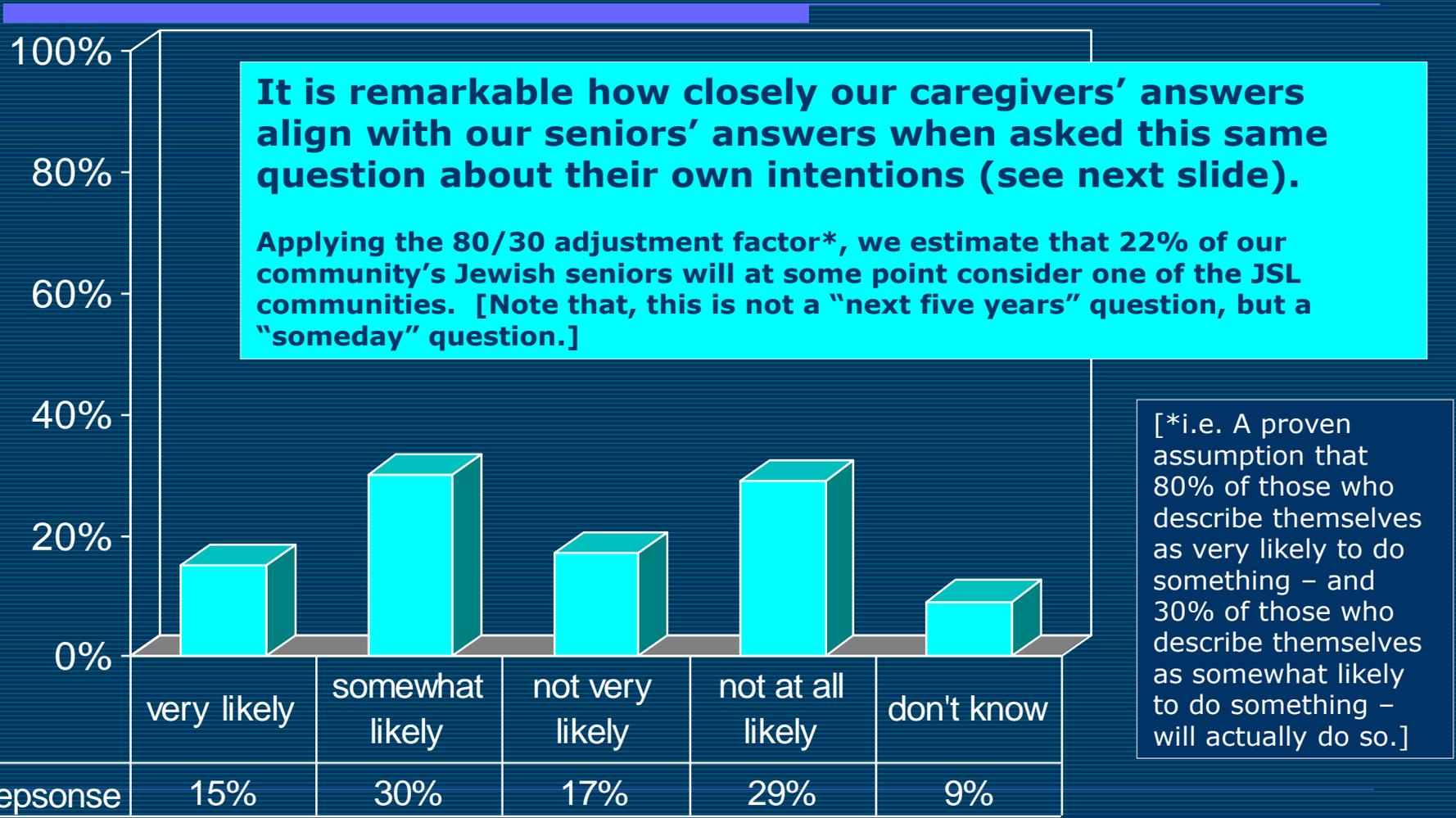
**3% in a Jewish senior living community outside the Rochester area (15)**

**3% at Wolk Manor (14)**

**2% with another family member (12)**

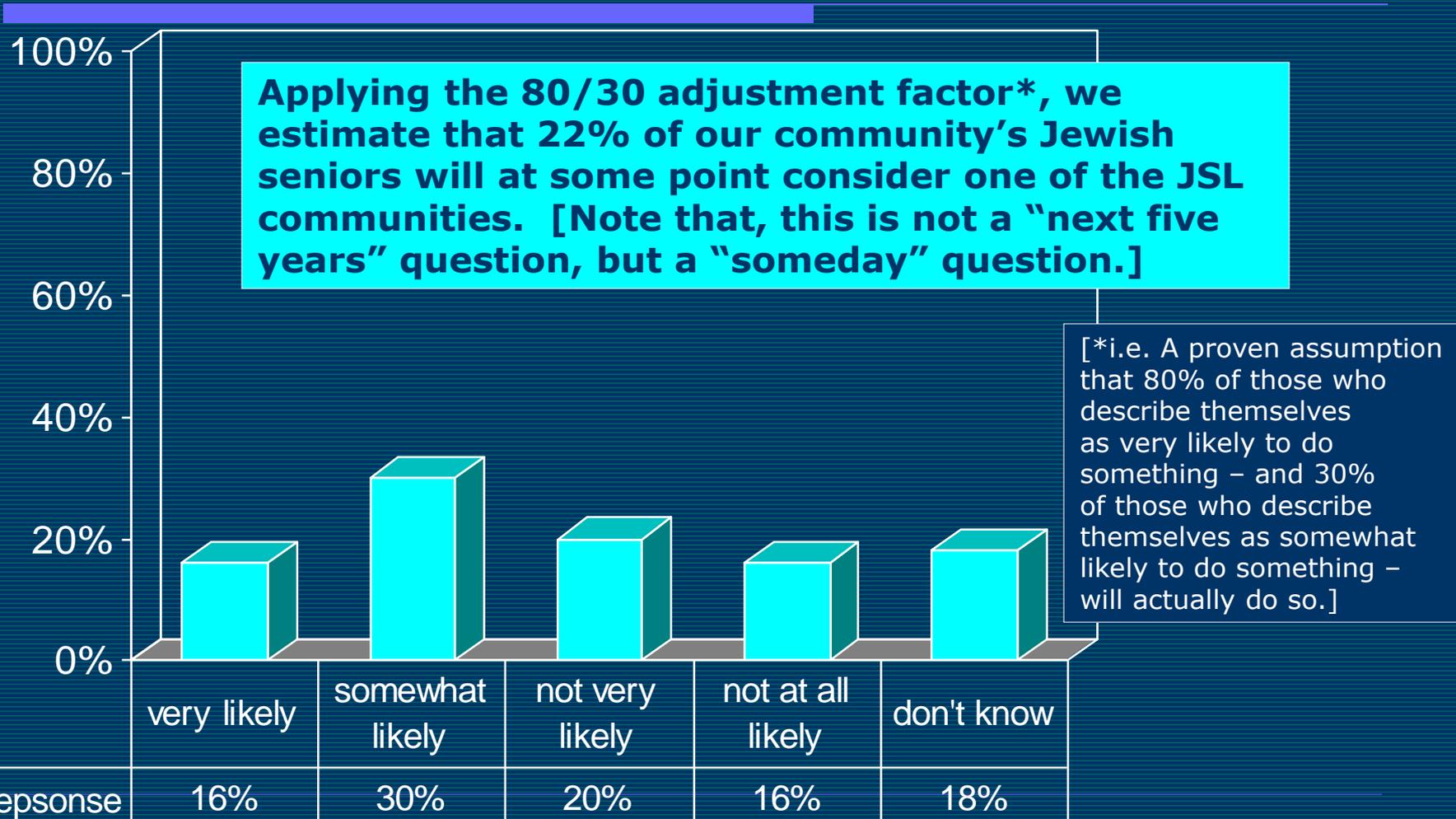
[Note: While **82** of the seniors described here by their Jewish adult caregivers are now residents of some part of Jewish Senior Life, we also interviewed several non-Jewish JSL residents, whose perspectives are included in the focused report on our community's "Jewish Adjacent".]

**[Asking caregivers whose seniors are not now JSL residents:]**  
**Knowing whatever you currently know about Rochester's Jewish Senior Life communities -- in other words, the Summit, Wolk Manor, the Jewish Home, and the Green House Cottages -- how likely are **THEY** to someday consider living there?**



# [Asking seniors about their own intentions:]

Knowing whatever you currently know about Rochester's Jewish Senior Life communities -- in other words, the Summit, Wolk Manor, the Jewish Home, and the Green House Cottages -- how likely are YOU to someday consider living there?



## [The Senior Caregiver Perspective:]

Which of these -- if Jewishly provided within our community -- do you already need, or expect to need within the next 3-5 years for the aging adults you're helping care for?

- 50% **Help managing the home -- eg. cleaning, handyman repairs, snow shoveling, etc.**
- 39% Affordable transportation support services
- 35% In-home health care [in other words, medical professionals who make house calls]
- 34% Help with shopping, cooking, etc.
- 34% An assisted living facility
- 33% An independent living senior retirement community
- 32% Assistance with activities of daily living [eg. eating, dressing, bathing, toileting, etc.]
- 32% Emergency response services [ready to respond if ever needed]
- 31% Help with the emotional challenges of geriatric depression, anxiety, frustration with age-based losses & limitations
- 30% Companionship
- 28% Skilled nursing care / a nursing home
- 26% Temporary rehab care or transitional care after hospitalization
- 19% Senior day care programming
- 18% Help paying bills / balancing the checkbook / managing investments
- 17% Meals on wheels
- 17% Memory care
- 13% Hospice care

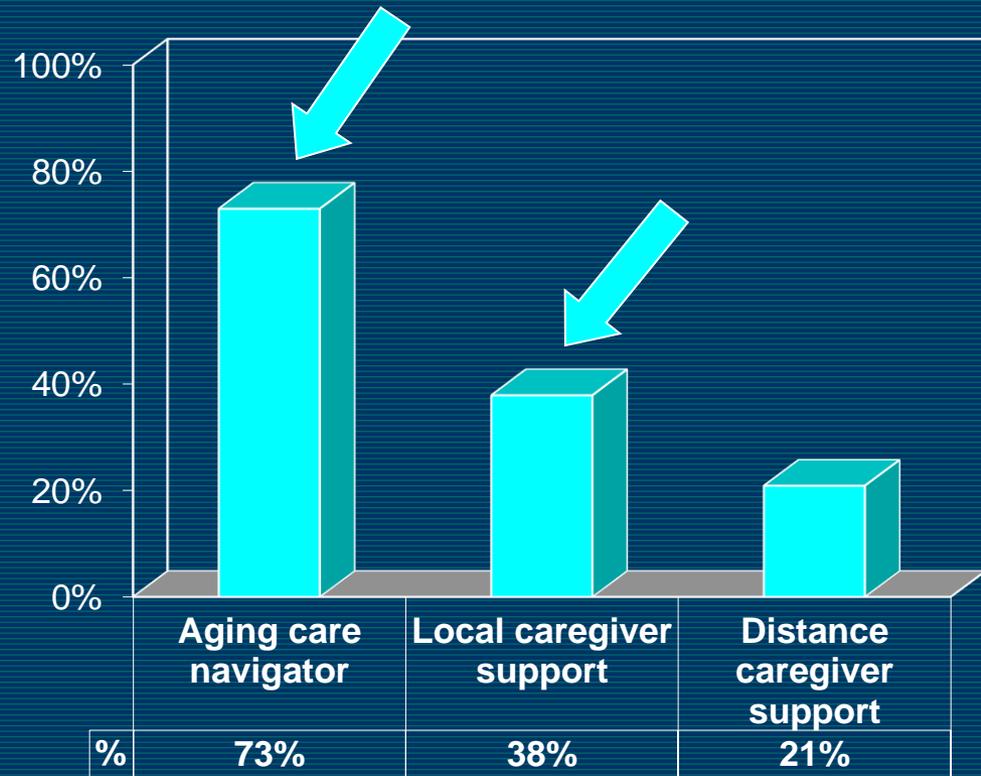
[N=555 responding senior caregivers]

# And which of these -- again if Jewishly provided within our community -- would help you as a caregiver?

**73% An aging care navigator to help you connect with services and programs available for our Jewish seniors**

38% A support group for care-givers caring for aging adults who live nearby

21% A support group for long-distance caregivers caring for aging adults who live elsewhere



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Our Community's Seniors  
and their Caregivers:

Concluding Summary

# Concluding Summary

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**The Ten Commandments teach us to “Honor Thy Father and Thy Mother”. Our Jewish values teach us to respect our elders. And our Jewish traditions teach us to take care of one another.**

**We in the Rochester region are an aging Jewish community. 23% of us – nearly 1 in 4 – are already over age 70. And that number is growing all the time.**

**Fortunately, 38% of our Jewish adults in their 30s, 40s, 50s, and 60s are already – or soon will be – taking on the formidable responsibility of serving as senior caregivers.**

**Yet nearly half of our Jewish seniors (47% of those age 70+) have no grown children within our community to help them as they age, a sobering reminder portrayed on the slide which follows.**

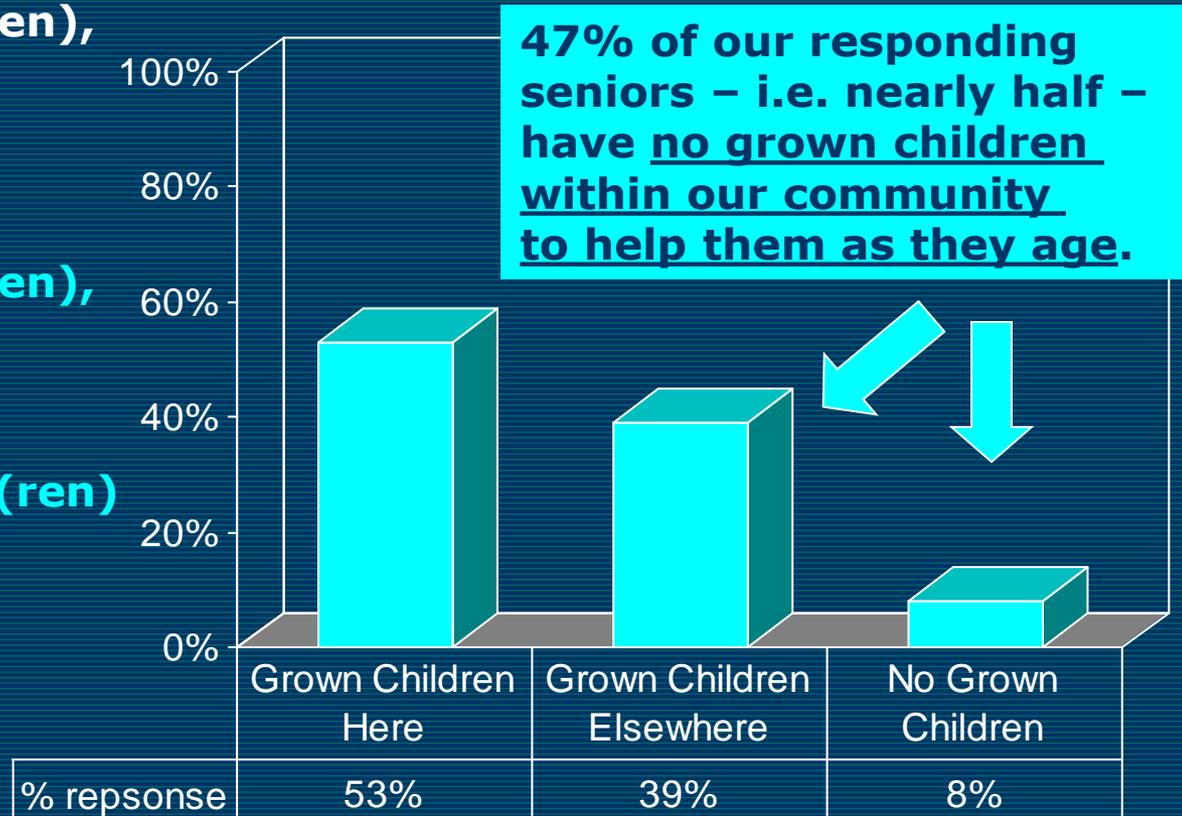
**So our Jewish community recognizes the magnitude of its responsibility -- already significant today, and becoming more so each year.**

# Which of the following best describes your situation?

**53%** I have grown child(ren),  
at least some of whom  
live in the greater  
Rochester area

**39%** I have grown child(ren),  
but none of them live in  
the greater Rochester area

**8%** I have no grown child(ren)  
-- or none with whom I'm  
in close contact



# Concluding Summary (continued)

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**Our senior caregivers play an extremely important role in the lives of the Jewish seniors they care for. That role, challenging by definition, becomes even more complicated because:**

- **80% of our Jewish community's seniors still own their homes, with all the upkeep and maintenance responsibilities that home ownership requires.**
- **60% still live independently but not alone; 31% live alone.**
- **47% of our caregivers are (or will be) caring for more than one aging adult.**
- **36% of the seniors they are caring for live over 100 miles away.**

**So our Jewish community has a responsibility to take care of its seniors directly, and also to take care of them indirectly by supporting the caregivers who are – or soon will be – shouldering much of the burden of that care. These caregivers, too, need our community's support.**

- **75% would welcome an aging care navigator to help them connect with services and programs available to our Jewish seniors.**
- **Support groups for those caring for seniors living here and living elsewhere – two very different caregiving scenarios, with two overlapping but different sets of challenges – would be welcomed as well.**

# Concluding Summary (continued)

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**And what do our seniors tell us they need? Loudly and clearly, their voices taught us a lot, reminding us about the positive side of their presence in our community – not as a burden, but as a vital, energetic contributing asset.**

**Our seniors ages 70+ don't want to be forgotten. They want to remain included. They want to be respected – and valued – for their experience and wisdom, and continue to be a resource for our community's younger generations.**

**Most over age 70 support the concept of targeting seniors, and they want to be involved in the planning process. [Again echoing the recurring message "*nothing about us without us*".] But they do ask that you not forget some important considerations:**

- [a] Programs for those of us who live on a very limited income.**
- [b] Transportation for those of us who no longer drive, or don't do so at night.**
- [c] Speak loudly and clearly please since we don't all hear as well as we used to.**
- [d] Choose venues that are fully accessible for those of us with mobility issues.**
- [e] Please don't overlook those of us who don't live nearby.**
- [f] Take advantage of inter-generational experiences, because we have a lot to offer our younger counterparts. We don't want or need to be isolated.**
- [g] That said, many of us would welcome activities designed for, with, and by senior singles.**
- [h] We want, need, and deserve stimulating programming. We value lifelong learning and new experiences. We enjoy opportunities for volunteering and social action.**

# Concluding Summary (continued)

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**When the responses of our seniors (ages 70+) and the responses of our overall sample are compared, side by side, they are nearly always in alignment.**

**Our 70+ years olds represent 23% of our Jewish community, yet their perspectives and priorities run surprisingly parallel to the perspectives and priorities of their younger counterparts.**

**This is a hugely positive and reassuring finding, because it tells us that there is no significant need for bifurcated planning – that is, one kind of outreach to connect and engage our elders, with an entirely different kind of outreach for the rest of the community. Instead, what we have discovered is strong congruence across the generations, with a solid overlap in what they want, need, and value.**

**Our seniors may require some additional consideration in terms of scheduling, transportation, venue accessibility, audibility, etc. But they want to be included – and they welcome the opportunity to participate alongside the younger generations. And they seek the same kinds of interactive engagement, welcoming connectivity, and meaningful lifelong learning that the rest of our respondents have asked our Jewish community to provide.**

# Concluding Summary (continued)

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**So perhaps what this set of questions – and these respondents – have really taught us is that our seniors (ages 70+) are merely one more dimension of the multi-dimensional challenge of radically unconditional inclusion.**

**Jewish friendships. Warm welcome. Connectivity, engagement, inclusion.**

**Inclusion has been a recurring theme throughout all of our survey's findings, and keeps surfacing in nearly every one of the focused reports that comprise the "Every Voice Counts" library.**

**Inclusion underscored our survey's methodology.**

**Inclusion now underscores our findings.**

**And inclusion becomes an over-arching theme for our Jewish community's transformational striving towards connection, engagement, and thriving in the years ahead.**

**We thank our responding seniors for that important reminder.**

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... questions or comments?

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Jewish Federation of Greater Rochester