



**2014 Jewish Survey Says  
Web Survey:  
May 28, 2014 (FINAL)  
UPDATED 6-3-14**

**[JEWISH SURVEY SAYS AND TMG LOGOS APPEAR]**

**Welcome to the 2014 JEWISH SURVEY SAYS!**

**Help our community figure out how to meet the challenges of the next decade!**

This totally anonymous and confidential survey takes about 18 minutes to complete. Upon fully completing the survey, you can enter a drawing to win 1 of 3 iPad minis.

Thank you in advance for helping to build a stronger, more dynamic Jewish community in northern New Jersey!

**Survey Navigation Instructions:**

To move through the survey, use the "NEXT" button at the bottom of each page. Use the "PREVIOUS" button to revisit a prior question.

If you encounter a technical problem while moving through the survey, click on the "Report Survey Problems Here" link at the lower left corner of the page.

If you have a question about the survey content, please e-mail [JEWISHSURVEYSAYS@meliorgroup.com](mailto:JEWISHSURVEYSAYS@meliorgroup.com).

Click NEXT to continue.

## BACKGROUND

*The first few questions are for background purposes.*

1. Have you already participated in the 2014 JEWISH SURVEY SAYS either on the phone or online?

Yes → **TERMINATE**

No

Not certain

2. Is there any adult living in your household (including yourself) who considers himself or herself to be Jewish or partially Jewish?

Yes

No → **TERMINATE**

3. What is your current age?

Younger than 18 → **TERMINATE**

18 to 49

50 or older

4. **[IF YOUNGER THAN 50 in Q3 ASK]:** Which category best describes your age?

18-24

25-29

30-34

35-39

40-44

45-49

5. **[IF 50 OR OLDER in Q3 ASK]:** Which category best describes your age?

50-54

55-59

60-64

65-69

70-74

75-79

80-84

85-89

90 and older

6. Please select the zip code of your current home address. [INSERT DROP DOWN BOX WITH ZIPS NOTED BELOW; INSERT 07022 AFTER 07020; TERMINATE IF NOT IN PROVIDED ZIPS]

07010	07463	07606	07676
07020	07465	07607	07677
07024	07470	07620	
07030	07474	07621	
07035	07480	07624	07022
07047	07481	07626	
07074	07495	07627	
07075	07498	07628	
07086	07501	07630	
07093	07502	07631	
07094	07503	07632	
07401	07504	07640	
07403	07505	07641	
07405	07506	07642	
07407	07507	07643	
07410	07508	07644	
07417	07509	07645	
07420	07510	07646	
07423	07511	07647	
07424	07512	07648	
07430	07513	07649	
07432	07514	07650	
07436	07522	07652	
07440	07524	07653	
07442	07533	07656	
07444	07538	07657	
07446	07543	07660	
07450	07544	07661	
07451	07601	07662	
07452	07602	07663	
07456	07603	07666	
07457	07604	07670	
07458	07605	07675	

7. As far as you know, has anyone else in your household completed the 2014 JEWISH SURVEY SAYS survey either on the phone or online?

Yes

No

Not sure

## HOUSEHOLD OVERVIEW

*Please tell us a little about your household.*

**8. What is your marital status? Are you currently...?**

- Married
- Living with a partner
- Single, never married
- Divorced/separated
- Widowed

**9. Do you consider yourself...**

- Jewish
- Partially Jewish
- Not Jewish/something else
- Not sure

**9a. Do/did both of your parents consider themselves Jewish?**

- Yes
- No
- Not sure
- Not applicable

**10. [IF MARRIED or LIVING WITH A PARTNER IN Q8, ASK]: Does your spouse/partner consider himself/herself...**

- Jewish
- Partially Jewish
- Not Jewish/something else
- Not sure

**10a. [IF MARRIED or LIVING WITH A PARTNER IN Q8, ASK]:**

**Do/did both of your spouse/partner's parents consider themselves Jewish?**

- Yes
- No
- Not sure
- Not applicable

11. **INCLUDING YOURSELF**, how many people live in your household? Please include students temporarily living away from home or those in the military for whom this is their permanent residence, or any roommates you may have.

[DROP DOWN BOX WITH NUMBERS 1 to 12 OR MORE]

[IF 1 SELECTED → SKIP TO NEXT SECTION: GEOGRAPHY]

12. **NOT INCLUDING YOURSELF**, how many of the people who live in your household are:

a. Under 18: [DROP DOWN BOX WITH NUMBERS 0 to 11 OR MORE]

b. 18 years or older: [DROP DOWN BOX WITH NUMBERS 0 to 11 OR MORE]

[VERIFY COUNTS MATCH BETWEEN Q11 AND Q12, Q11 SHOULD 1 MORE THAN Q12]

13. [ASK ONLY IF ZERO IS NOT SELECTED FOR 12a. SHOW ONE LINE FOR EACH CHILD]

Please describe each of the people under age 18 who live with you in terms of their relationship to you, age, Jewish identity/upbringing, and gender.

CHILD #	RELATIONSHIP TO YOU				AGE			JEWISH IDENTITY/UPBRINGING					GENDER	
	Child/Step-child	Grand-child/Step-grandchild	Sibling	Other	0-4	5-12	13-17	Solely Jewish	Jewish & Something Else	Not Jewish	No Religion	Undecided	Male	Female
1														
2 (as needed)														
Etc. etc.														

14. [ASK ONLY IF ZERO IS NOT SELECTED FOR 12b. SHOW ONE LINE FOR EACH PERSON]

Please describe each of the people 18 or older who live with you in terms of their relationship to you, age and gender.

ADULT #	RELATIONSHIP TO YOU								AGE								GENDER	
	Spouse/Partner	Adult Child/Stepchild	Parent/Step-parent	Adult Sibling	Grand-parent	Adult Grand-child	Room-mate	Other	DROP DOWN BOX THAT LISTS ALL AGE SEGMENTS IN Q4 AND Q5								Male	Female
1																		
2 (as needed)																		
Etc. etc.																		

15. [FOR EACH ADULT CHILD/STEPCHILD in Q14, PIPE IN AGE AND GENDER FROM Q14 AND ASK]:

Please describe the Jewish identity/upbringing of your adult child/stepchild.

ADULT CHILD/STEPCHILD #	AGE	GENDER	JEWISH IDENTITY/UPBRINGING				
			Solely Jewish	Jewish & Something Else	Not Jewish	No Religion	Undecided
1	[PIPE IN]	[PIPE IN]					
2 (as needed)	[PIPE IN]	[PIPE IN]					
Etc. etc.	Etc.	Etc.					

## GEOGRAPHIC LOCATION

*The next few questions help us understand where Jewish community members reside.*

**16. In what country/region were you born?**

United States

Israel

Russia/Soviet Union

Eastern Europe (other than Russia/Soviet Union): \_\_\_\_\_

Other Country: \_\_\_\_\_

**17. How many years have you lived at your current address?**

Less than 1 year

Estimated number of years: **[DROP DOWN BOX WITH THE FOLLOWING  
OPTIONS: 1, 2, 3, 4, 5-9, 10-19, 20-29, 30-39, 40-49, 50 and over]**

**18. Before moving to your current address, where did you live? [LIMIT ONE]**

In New Jersey → **18a. In which city/town?** \_\_\_\_\_

**18b. What was your zip code?** \_\_\_\_\_

In another state: \_\_\_\_\_

In another country: \_\_\_\_\_

I never lived at any other address

**19. How likely are you to move from your current address in the next three years?**

Definitely

Probably

Probably not → **SKIP TO Q21**

Definitely not → **SKIP TO Q21**

**20. If you were to move, are you most likely to move to...?**

Another location in northern New Jersey →

**20a. Which northern New Jersey county are you most likely to move to?**

Bergen

Essex

Hudson

Morris

Passaic

Unsure

Central or southern New Jersey

New York City metropolitan area (i.e., 5 boroughs, Long Island, Westchester)

Arizona

Florida

Other: \_\_\_\_\_

Unsure at this time

**21. Are you a 'snowbird' (i.e., someone who spends a large portion of the winter months in a warm locale)?**

Yes → 21a. Do you spend winters primarily...?

In Florida

Somewhere else: \_\_\_\_\_

On vacation in different places

No

Prefer not to say



## JEWISH IDENTITY AND ENGAGEMENT

*The next few questions will help us understand how people connect to the Jewish community.*

**22. How much do you feel like you are part of the Jewish community in northern New Jersey?**

Very much

Somewhat

Not very much

Not at all

**23. Do you currently pay dues/fees to...?**

	Yes	No
Belong to a <b>synagogue/temple/shul</b> in the community		
Belong to an area <b>Havurah</b> (an informal Jewish fellowship group)		
Support/participate with <b>Chabad</b>		
Belong to <b>The Bergen County YJCC (in Washington Township)</b>		
Belong to <b>The Kaplen JCC on the Palisades</b>		
Belong to <b>The Wayne Y</b>		
Belong to a <b>local chapter of a Jewish social and/or political organization</b> (e.g., AIPAC, B'nai B'rith, Hadassah, NCJW, ORT, etc.)		

24. [ASK a & b ONLY FOR MATCHING 'NO' ITEMS FROM Q23]:

	Yes	No
<b>a. Have you paid dues/fees <u>in the past</u> to:</b>		
Belong to a <b>synagogue/temple/shul</b> in the community		
Belong to an area <b>Havurah</b> (an informal Jewish fellowship group)		
Support/participate with <b>Chabad</b>		
Belong to <b>The Bergen County YJCC (in Washington Township)</b>		
Belong to <b>The Kaplen JCC on the Palisades</b>		
Belong to <b>The Wayne Y</b>		
Belong to a <b>local chapter of a Jewish social and/or political organization</b> (e.g., AIPAC, B'nai B'rith, Hadassah, LCJW, ORT, etc.)		
<b>b. <u>In the future</u>, do you plan to join...</b>		
A <b>synagogue/temple/shul</b> in the community		
An area <b>Havurah</b> (an informal Jewish fellowship group)		
<b>Chabad</b>		
<b>The Bergen County YJCC (in Washington Township)</b>		
<b>The Kaplen JCC on the Palisades</b>		
<b>The Wayne Y</b>		
A <b>local chapter of a Jewish social and/or political organization</b> (e.g., AIPAC, B'nai B'rith, Hadassah, LCJW, ORT, etc.)		

25. The Jewish community supports a wide variety of programs/activities. Which of the following [PIPE IN CATEGORY NAME] are you aware of? [SHOW ONE CATEGORY PER SCREEN; RANDOMIZE CATEGORY ORDER AND ORDER WITHIN CATEGORIES]

EDUCATION-Related Program/Activity	Yes	No
Adult Jewish Learning		
Religious School		
Ulpan		

RELIGIOUS & SOCIAL-Related Program/Activity	Yes	No
Shabbat services		
High Holiday services		
Synagogue affiliation		
Second generation Holocaust support groups		
Hillel on local college campuses		
Moishe House for post-college young adults (in Hoboken)		
Saying Kaddish		

COMMUNITY-Related Program/Activity	Yes	No
Israel Film Festival		
Programs for adults at JCCs/Y's (not fitness programs)		
Volunteer opportunity: <i>Mitzvah Day</i>		
Volunteer opportunities in the community		
One Book, One Community		
Shalom Baby		
PJ Library Programs		

TRAVEL & FITNESS-Related Program/Activity	Yes	No
Birthright Israel		
Physical fitness center and/or pool in a Jewish setting		
Travel with Jewish Groups to other countries		

LEADERSHIP & ADVOCACY-Related Program/Activity	Yes	No
Advocacy trips to Washington, D.C.		
Missions to Israel		
Combating <i>Anti-Semitism</i> through Jewish organizations		
Fighting <i>Anti-Israel movements</i> (e.g., BDS – Boycott, Divestment, Sanctions) through Jewish organizations		
Synagogue Leadership Initiative (SLI) Workshops		
Leadership development for professionals and volunteers in the Jewish world		
Youth/teen programs (e.g., BBYO, USY, NCSY, etc.)		

(Q25 continued)

- a. **[FOR EACH 'YES' ITEM IN Q25, ASK]:** Which of these did you or your child (ren) participate in during the past year?

Program/Activity	Yes	No	Don't Recall
[POPULATE WITH 'Yes' ITEM FROM Q25]			
[POPULATE WITH 'Yes' ITEM FROM Q25]			
Etc., etc., etc.			

- b. **[FOR EACH 'YES' ITEM IN Q25a, ASK]:** How well did/does this program/activity meet your needs?

Program/Activity	Very	Somewhat	Not at All
[POPULATE WITH 'Yes' ITEM FROM Q25a]			
[POPULATE WITH 'Yes' ITEM FROM Q25a]			
Etc., etc., etc.			

- c. **[FOR EACH 'YES' ITEM IN Q25a, ASK]:** Was there a fee to participate?

Program/Activity	Yes	No	Don't Recall
[POPULATE WITH 'Yes' ITEM FROM Q25a]			
[POPULATE WITH 'Yes' ITEM FROM Q25a]			
Etc., etc., etc.			

- d. **[IF 'NO' IN Q25c, ASK]:** How willing would you be to attend/participate if there were a fee/donation required to do so?

Program/Activity	Very	Somewhat	Not at All
[POPULATE WITH 'No' ITEM FROM Q25c]			
[POPULATE WITH 'No' ITEM FROM Q25c]			
Etc., etc., etc.			

26. What other types of Jewish-focused programs or services are not currently being offered but you believe are needed in the community? **[INSERT TEXT BOX]**

**27. Have you, yourself, ever...? [RANDOMIZE]**

Activities	YES	NO	Not Sure
Been involved in <b>weekend or after-school activities</b> (e.g., youth groups, after school care, sports activities/leagues, etc.) sponsored by a <b>Jewish</b> organization			
Attended <b>overnight camp</b> sponsored by a <b>Jewish</b> organization			
Attended <b>day camp</b> sponsored by a <b>Jewish</b> organization			
Gone on a <b>teen tour</b> sponsored by a <b>Jewish</b> organization			
Attended <b>Jewish day school/Yeshiva</b>			
Attended <b>pre-school</b> in a <b>Jewish</b> setting			
Attended <b>overnight camp</b> sponsored by a <b>non-Jewish</b> organization			
Attended <b>day camp</b> sponsored by a <b>non-Jewish</b> organization			
Gone on a <b>teen tour</b> sponsored by a <b>non-Jewish</b> organization			
Attended a <b>non-Jewish pre-school</b>			
Attended <b>synagogue-based religious/Hebrew school</b>			
Attended <b>Chabad-based religious/Hebrew school</b>			
Received <b>tutoring</b> instead of attending a synagogue-based religious school			

**28. [IF SELECT 'CHILD' IN Q13 and/or Q14, ASK]: Please indicate those activities in which any of your children are currently participating or have participated in the past. [RANDOMIZE] [SELECT ALL THAT APPLY, LAST COLUMN CAN ONLY BE SELECTED IF NEITHER OF THE OTHER TWO COLUMNS ARE SELECTED]**

	My child(ren) currently participate in this activity	My child(ren) participated in this activity in the past	None of my children ever participated in this activity
Been involved in <b>weekend or after-school activities</b> (e.g., youth groups, after school care, sports activities/leagues, etc.) sponsored by a <b>Jewish</b> organization			
Attended <b>overnight camp</b> sponsored by a <b>Jewish</b> organization			
Attended <b>day camp</b> sponsored by a <b>Jewish</b> organization			
Gone on a <b>teen tour</b> sponsored by a <b>Jewish</b> organization			
Attended <b>Jewish day school/Yeshiva</b>			
Attended <b>pre-school</b> in a <b>Jewish</b> setting			
Attended <b>overnight camp</b> sponsored by a <b>non-Jewish</b> organization			
Attended <b>day camp</b> sponsored by a <b>non-Jewish</b> organization			
Gone on a <b>teen tour</b> sponsored by a <b>non-Jewish</b> organization			
Attended a <b>non-Jewish pre-school</b>			
Attended <b>synagogue-based religious/Hebrew school</b>			
Attended <b>Chabad-based religious/Hebrew school</b>			
Received <b>PJ Library</b> books			
Received <b>tutoring</b> instead of attending a synagogue-based religious school			

**28a. [SHOW ONLY THOSE ACTIVITIES WHERE NO CHILDREN HAVE PARTICIPATED IN Q28, ASK ONLY TO THOSE WHO HAVE CHILDREN IN Q13]**  
**For each of the following activities, please indicate your future plans for your child(ren)'s participation. [RANDOMIZE]**

	I anticipate my child(ren) will participate in this activity in the future	I <u>do not</u> anticipate any of my children will participate in this activity in the future
Involvement in <u>weekend or after-school activities</u> (e.g., youth groups, after school care, sports activities/leagues, etc.) sponsored by a <u>Jewish</u> organization		
Attend an <u>overnight camp</u> sponsored by a <u>Jewish</u> organization		
Attend a <u>day camp</u> sponsored by a <u>Jewish</u> organization		
Go on a <u>teen tour</u> sponsored by a <u>Jewish</u> organization		
Attend a <u>Jewish day school/Yeshiva</u>		
Attend a <u>pre-school in a Jewish setting</u>		
Attend an <u>overnight camp</u> sponsored by a <u>non-Jewish</u> organization		
Attend a <u>day camp</u> sponsored by a <u>non-Jewish</u> organization		
Go on a <u>teen tour</u> sponsored by a <u>non-Jewish</u> organization		
Attend a <u>non-Jewish pre-school</u>		
Attend a <u>synagogue-based religious/Hebrew school</u>		
Attend a <u>Chabad-based religious/Hebrew school</u>		
Receive <u>PJ Library</u> books		
Receive <u>tutoring instead of</u> attending a synagogue-based religious school		

**29. [IF 'DO NOT ANTICIPATE PARTICIPATION' FOR '*Attend an overnight camp sponsored by a Jewish organization*' IN Q28a ASK]:** Did you ever consider having any of your children attend overnight camp sponsored by a Jewish organization?  
 Yes → 29a. Why did you decide against it? **[INSERT TEXT BOX]**  
 No



30. **[IF 'DO NOT ANTICIPATE PARTICIPATION' FOR 'Attend a Jewish day school /Yeshiva' IN Q28a ASK]:** Did you ever consider having any of your children attend Jewish day school/Yeshiva?

Yes → 30a. Why did you decide against it? **[INSERT TEXT BOX]**

No

31. **[IF 'DO NOT ANTICIPATE PARTICIPATION' FOR 'Attend a day camp sponsored by a Jewish organization' IN Q28a ASK]:** Did you ever consider having any of your children attend day camp sponsored by a Jewish organization?

Yes → 31a. Why did you decide against it? **[INSERT TEXT BOX]**

No

32. **[IF 'DO NOT ANTICIPATE PARTICIPATION' FOR 'Attend a pre-school in a Jewish setting' IN Q28a ASK]:** Did you ever consider having any of your children attend pre-school in a Jewish setting?

Yes → 32a. Why did you decide against it? **[INSERT TEXT BOX]**

No

33. **[IF BORN IN ISRAEL IN Q16, SKIP TO Q36; IF NOT, ASK]:** How emotionally attached are you to Israel?

Extremely attached

Very attached

Somewhat attached

Not attached

34. **When was your most recent trip to Israel?**

Never → **SKIP TO Q37**

Less than 6 months ago

6 months to less than 1 year ago

1-2 years ago

3-4 years ago

5 or more years ago

**35. Was your most recent trip to Israel with an organized Jewish group?**

Yes → **35a. Which Jewish group organized that trip?**

Birthright Israel

Synagogue

Jewish day school/Yeshiva

Confirmation class

Jewish Federation/UJA mission

MASA Gap year program

MASA Post-College program

Volunteers for Israel/Sar-El

Other: \_\_\_\_\_

No → **35b. Was your trip with a...?**

Private tour (non-family group)

Family group tour

Study abroad program thru college/university

Other: \_\_\_\_\_

**36. [IF BORN IN ISRAEL IN Q16, ASK]: How many times have you traveled to Israel since moving to the United States?**

1

2-4

5 or more

**37. Please rate your level of agreement with each of the following statements.**

**[RANDOMIZE]**

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
Being a member of a synagogue is part of my Jewish identity					
It is important that future generations of my family consider themselves Jewish					
Being part of a Jewish community is important to me					
Being Jewish is important to me					
Belonging to Jewish organizations in northern New Jersey is affordable for me					
Supporting Jewish <u>organizations</u> is important to me					
Supporting Jewish <u>causes</u> is important to me					
Jewish organizations in northern New Jersey successfully address the important issues/needs facing the community					
All things being equal, it's important that the services					



I need are provided by Jewish agencies					
It is important to live in an area where Jewish programs/services are conveniently located					

**38. How familiar are you with the following organizations? [RANDOMIZE]**

Organization	Very Familiar	Somewhat Familiar	Not at All Familiar
Jewish Federation of Northern New Jersey			
Kaplan JCC on the Palisades			
The Bergen County YJCC (in Washington Township)			
Jewish Family Service of Bergen and North Hudson (Teaneck)			
Jewish Family Service of North Jersey (Wayne/Fair Lawn)			
Jewish Home at Rockleigh			
J-ADD (Jewish Association for Developmental Disabilities)			
Daughters of Miriam			
The Wayne Y			
Bergen County High School of Jewish Studies (BCHSJS)			
One or more Jewish day schools/yeshivas			

**38a. [IF 'VERY/SOMEWHAT FAMILIAR' FOR 'One or more Jewish days schools/yeshivas' in Q 38, ASK]: How familiar are you with each of the following day schools/yeshivas?**

Organization	Very Familiar	Somewhat Familiar	Not at All Familiar
Ben Porat Yosef			
Gerrard Berman Day School (GBDS)			
Ma'ayanot Yeshiva High School for Girls			
Rosenbaum Yeshiva of North Jersey (RYNJ)			
Solomon Schechter Day School of Bergen County			
The Frisch School			
The Moriah School			
Torah Academy of Bergen County			
Yavneh Academy			
Yeshivat He' Atid			
Yeshivat Noam			

39. [FOR EACH ORGANIZATION 'VERY/SOMEWHAT FAMILIAR' IN Q38/Q38A except "One or more Jewish day schools/yeshivas", ASK]: Which word best describes your perception of each organization?

Organization	Excellent	Good	Fair	Poor
[POPULATE WITH Q38/Q38a 'Very/Somewhat Familiar' ITEM]				
[POPULATE WITH Q38/Q38a 'Very/Somewhat Familiar' ITEM]				
Etc., etc., etc.				

40. Which of the following information sources do you use/access on a regular basis?  
[SELECT ALL THAT APPLY]

Magazines

Newspapers – print version

Newspapers – web version

Internet

Instagram

Facebook

Twitter

Text messages

Email

Pinterest

Other: \_\_\_\_\_

- 40a. [IF SELECT 'Newspapers – print version' in Q40, ASK]: Which of the following Jewish newspapers do you read on a regular basis?

Forward

Jewish Link

Jewish Standard

Jewish Week

Other: \_\_\_\_\_

None

- 40b. [IF SELECT 'Internet' in Q40, ASK]: Which of the following Jewish-focused websites do you access on a regular basis?

Jewish Federation website

jkidnj.org

Other: \_\_\_\_\_

None

## SOCIAL SERVICES

The answers to these questions will help us better understand community needs.

41. Do you or any member of your household use outside help to cope with/manage any of the following? **[RANDOMIZE]**

	Yes	No
Physical disability		
Severe vision and/or hearing impairment		
Autism or autism spectrum disorder		
Developmental/intellectual disability (other than autism or autism spectrum disorder) <b>[Child]</b>		
Developmental/intellectual disability (other than autism or autism spectrum disorder) <b>[Adult]</b>		
Learning disability		

42. **[IF 'YES' IN Q41, ASK]:** Is this help provided at no cost to you?

	Yes	No
<b>[POPULATE WITH 'YES' ITEMS FROM Q41]</b>		

43. **[IF 'YES' IN Q42, ASK]:** If the help you receive now were no longer free to you, how likely are you to pay to continue receiving that help?

	Very Likely	Somewhat Likely	Not at All Likely	Don't Know/ Not Sure
<b>[POPULATE ONLY WITH APPROPRIATE 'YES' ITEMS FROM Q42]</b>				

44. **[IF 'YES' IN Q41, ASK]:** Does a Jewish agency or organization provide you with the help you need to cope with/manage this?

	Yes	No
<b>[POPULATE WITH 'YES' ITEMS FROM Q41]</b>		

45. **[IF 'YES' IN Q41, ASK]:** If the services you need were equally available and equally good from both Jewish and non-Jewish agencies, which would you prefer to use?

	Jewish Agency Preferred	Non-Jewish Agency Preferred	No Preference
<b>[POPULATE WITH Q41 'YES' ITEMS]</b>			

46. **[IF 'YES' IN Q41, ASK]:** Did you seek out a Jewish agency to provide you with help coping/managing this...

	Yes	No	Don't Recall/ Not Sure
<b>[POPULATE WITH Q41 'YES' ITEMS]</b>			

47. Over the past year, have you or anyone in your household required outside help to cope with/manage any of the following? **[RANDOMIZE]**

	Yes	No
A serious, on-going physical illness		
Depression, anxiety, or stress		
Relationship/interpersonal issues (including domestic abuse)		
Eating disorder		
Addictive behavior (drugs, alcohol, gambling, etc.)		
A serious, on-going mental illness		
Dementia, Alzheimer's-related issues		
Issues/questions related to sexuality		
Issues/questions related to intermarriage (e.g., race, faith, gender)		
Caring for or organizing the care for an ill or elderly relative or friend		
Transportation due to permanent/temporary inability to drive		
Respite care		
Finding a job or choosing an occupation		
Obtaining food or housing support (e.g., thru an assistance program)		
Paying for healthcare, food, medicine, or rent		

48. **[IF 'YES' IN Q47, ASK]:** Was this help provided at no cost to you?

	Yes	No
<b>[POPULATE WITH Q47 'YES' ITEMS]</b>		

49. [IF 'YES' IN Q48, ASK]

If the help you received were no longer free to you, how likely would you be to pay to receive that help?

	Very Likely	Somewhat Likely	Not at All Likely	Don't Know/ Not sure
[POPULATE WITH Q48 'YES' ITEMS]				

50. [IF 'YES' IN Q47, ASK]: Did a Jewish agency or organization provide you with the help you need to cope with/manage...?

	Yes	No
[POPULATE WITH Q47 'YES' ITEMS]		

51. [IF 'YES' IN Q47, ASK]: If the services you needed were equally available and equally good from both Jewish non-Jewish agencies, which would you prefer to use?

	Jewish Agency Preferred	Non-Jewish Agency Preferred	No Preference
[POPULATE WITH Q47 'YES' ITEMS]			

52. [IF 'YES' IN Q47, ASK]: Did you seek out a Jewish agency to provide you with help coping/managing...

	Yes	No	Don't Recall/ Not Sure
[POPULATE WITH Q47 'YES' ITEMS]			

53. [IF '65 OR OLDER' IN Q5, ASK] Do you plan on aging in your current home?

Yes

No → a. Which of the following options do you see yourself living in as you age? [CHECK ALL THAT APPLY]

55+ active adult community

Assisted living facility run by a Jewish organization

Assisted living facility run by a non-Jewish organization

Skilled nursing facility (nursing home) run by a Jewish organization

Skilled nursing facility (nursing home) run by a non-Jewish organization

Living with other family members (e.g., adult child, etc.)

Other: \_\_\_\_\_

Not sure

## VOLUNTEERISM AND PHILANTHROPY

The next few questions help us better understand the organizations & causes that matter to you.

**PLEASE NOTE!!!** You will not be asked to make a donation or volunteer your time because you answer these questions. This information is totally anonymous and confidential and will be used for planning purposes only.

54. What type(s) of charitable or not-for-profit organizations or causes have you volunteered your time for over the past 12 months? [RANDOMIZE 1<sup>st</sup> 3; LIMIT 1]

Jewish organizations or causes only

Non-Jewish organizations or causes only

Both Jewish and non-Jewish organizations and causes

I have not been a volunteer

55. [IF 'NOT A VOLUNTEER' IN Q54, ASK]: What are your primary reasons for not volunteering? You may select up to three reasons. [LIMIT 3]

You need the time for working/commuting

You need the time for family

You haven't found a cause/organization that appeals to you

You're not personally connected to any cause/organization

You prefer to contribute in other ways

Group activities are just not for you

Other: \_\_\_\_\_

\*\*\*\*\*SKIP TO Q58\*\*\*\*\*

56. [IF 'A VOLUNTEER' IN Q54, ASK]:

What keeps you volunteering? [INSERT TEXT BOX]

57. In an average month, how much time do you volunteer for... [VALIDATE v. Q54]

	Less than 5 hours	5 hours or more	Varies a lot each month	Not applicable
Jewish organizations or causes				
Non-Jewish organizations or causes				

58. During the past 12 months, have you or anyone in your household donated money to...? **[LIMIT ONE]**

Jewish organizations or causes only → **SKIP TO Q60**

Non-Jewish organizations or causes only

Both Jewish and non-Jewish organizations and causes

I/We have not made any monetary donations during the past 12 months → **SKIP TO Q68**

59. Which type(s) of non-Jewish causes or organizations have you donated money to in the past year? **[CHECK ALL THAT APPLY]**

*[NOTE: For a more detailed description, roll your mouse over the category name.]*

**[PROGRAMMERS: Please show words in parentheses in the 'mouse over']**

**Animal** (e.g., animal rights, welfare, wildlife conservation, etc.)

**Arts, Culture, Humanities** (e.g., libraries, historical societies, museums, performing arts, public broadcasting etc.)

**Disaster Relief**

**Education** (e.g., colleges and universities, non-sectarian private K-12 schools, other educational programs, etc.)

**Environment** (e.g., protection, conservation, parks, etc.)

**Health Facility-specific** (e.g., hospital, assisted living facility, nursing home, etc.)

**Human Rights** (e.g., women, minorities, LGBTQ, etc.)

**Human Services** (e.g., children & family services, crisis services, food bank/hunger relief, homeless services, social action, etc.)

**Illness/Disease-specific** (e.g., treatment/prevention, medical research, etc.)

**International** (e.g., development, peace & security, country-specific support organization, etc.)

**Political organization or individual** (e.g., candidate, issue, cause, etc.)

**Public Welfare** (e.g., civil rights, advocacy, public policy, community foundation, etc.)

**Umbrella fundraising organization** (e.g., United Way, American Red Cross, etc.)



60. **[IF 'JEWISH ONLY' or 'BOTH JEWISH AND NON-JEWISH' IN Q58, ASK]:**  
Which types of Jewish organizations or causes have you donated money to in the past year? **[CHECK ALL THAT APPLY]**

**Disaster Relief** (e.g., NECHAMA/Jewish Response to Disaster; AJWS/American Jewish World Service, etc.)  
**Family foundation, private endowment/ fund you established to support your charitable giving priorities**  
**Holocaust Remembrance and Education**  
**Israel-focused support organization** (e.g. JNF, IDF, American Technion Society, etc.)  
**JAFI (Jewish Agency for Israel)**  
**JDC (Joint Distribution Committee)**  
**Jewish Community Center** (e.g., JCC, YJCC, etc.)  
**Jewish Educational Institution** (e.g. day school/yeshiva above & beyond tuition and fees)  
**Jewish Federation/UJA**  
**Jewish Genetic Disorders** (e.g., Tay-Sachs, Gaucher disease, beta thalassemia, etc.)  
**Jewish Service/Political organization** (e.g., AIPAC, Anti-Defamation League, B'nai B'rith, Hadassah, ORT, etc.)  
**Jewish Youth Organization** (e.g., BBYO, NCYS, USY, Young Judea, Hillel, etc.)  
**Social Service organization** (e.g., JFS/children & family services; J-ADD/services for the disabled; hunger relief, etc.)  
**Synagogue/shul/temple** (above and beyond dues and building fund commitment)  
**Other:** \_\_\_\_\_

61. a. When deciding whether to donate money to a charitable organization/ cause, how important are each of the following reasons to your donation decision?  
**[RANDOMIZE ORDER IN WHICH GROUPS ARE SHOWN; RANDOMIZE REASONS WITHIN EACH GROUP; SHOW 1 GROUP/SCREEN]**

**[PRIOR TO ASKING SECOND GROUP, PREFACE WITH]:**

- b. And how important are each of these reasons to your decision to make a charitable donation?

REASON	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
<b>[GROUP 1:]</b>				
Giving back to the community				
Personally making a difference				
Honoring people you care about				
Carrying on a family tradition				
Giving makes you feel good about yourself				
Having a personal connection to/ experience with the charity or cause				



REASON	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
<b>[GROUP 2:]</b>				
Realizing a tax benefit				
Amount of control you have over how your donation is used				
Organization/cause has a local focus				
Organization/cause has a national or global focus				
It's good for business/career advancement				
People you know asked you to support it				

62. a. **[IF 'JEWISH ONLY' or 'BOTH JEWISH AND NON-JEWISH' IN Q58, ASK]:**  
 When deciding whether to donate money to Jewish organizations, how important are each of the following causes to you?  
**[SHOW ONE CATEGORY/SCREEN; RANDOMIZE CATEGORY ORDER AND ORDER WITHIN CATEGORIES]**

ISRAEL- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Supporting the people of Israel				
Supporting educational trips to Israel				
Creating close personal relationships with Israeli youth				
Helping at risk and abused youth in Israel				
Ensuring a safe Israel				

- 62b. **[PRIOR TO ASKING EACH SUBSEQUENT GROUP, PREFACE WITH]:**  
 And how important are each of these causes to your decision to donate to Jewish organizations?

EDUCATION- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Supporting Jewish education for children and adolescents				
Supporting Holocaust education				
Commitment to Jewish values and teachings (e.g., Tzedakah/charity; Tikkun Olam/repairing the world; Gemilut Chasadim/good deeds)				
Supporting Jewish Day School education				

<b>SUPPORT- RELATED CAUSES</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not at All Important</b>	<b>Not Applicable/ No Opinion</b>
Helping Jews overseas who are in distress				
Supporting individual and family counseling with Jewish providers				
Fighting hunger in the Jewish community				
Fighting domestic abuse in the Jewish community				
Fighting addiction in the Jewish community				
Supporting survivors of the Holocaust				
Supporting services for children and adults with special needs				
Supporting social services for the Jewish elderly				

<b>COMMUNITY- RELATED CAUSES</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not at All Important</b>	<b>Not Applicable/ No Opinion</b>
Outreach and engagement to college and post-college age groups				
Promoting acceptance of LGBTQ persons in the Jewish community				
Supporting social, recreational, and cultural activities for Jews				
Combating anti-Semitism				
Fighting anti-Israel movements (e.g., BDS – Boycott, Divestment, Sanctions)				
Ensuring a vibrant Jewish future				
Creating and coordinating planning for the future of the Jewish community				

62c. **[IF 'JEWISH ONLY' or 'BOTH JEWISH AND NON-JEWISH' IN Q58, ASK]:**When deciding whether to donate money to Jewish organizations, what other causes are important to you? **[INSERT TEXT BOX]**

63. Excluding tuition, membership dues, etc., how much did your household contribute to Jewish and non- Jewish charitable organizations or causes during the past year?

Less than \$5,000

\$5,000 or more

Prefer not to answer

**64. [IF 'Less than \$5,000' in Q63, ASK]:**

**Was the amount contributed by your household during the past year...?**

Under \$100

\$100 to just under \$500

\$500 to just under \$1,000

\$1,000 to just under \$2,500

\$2,500 to just under \$5,000

Prefer not to answer

**65. [IF '\$5,000 or more' in Q63, ASK]:**

**Was the amount contributed by your household during the past year...?**

\$5,000 to just under \$10,000

\$10,000 to just under \$25,000

\$25,000 to just under \$50,000

\$50,000 to just under \$100,000

\$100,000 or more

Prefer not to answer

**66. [IF 'BOTH JEWISH AND NON-JEWISH' IN Q58, ASK]: Which of the following best describes your pattern of giving over the past 12 months? [RANDOMIZE]**

You give equally to Jewish and non-Jewish organizations and causes

You give more to Jewish organizations and causes than non-Jewish ones

You give more to non-Jewish organizations and causes than Jewish ones

Not sure

**67. [IF YES TO 'DONATED TO JEWISH FEDERATION/UJA' IN Q60, ASK]: Earlier you indicated that you donated to Jewish Federation/UJA over the past 12 months. Was that donation made to...? [SELECT ALL THAT APPLY]**

Jewish Federation of Northern New Jersey (UJA of Northern New Jersey)

UJA Federation of New York City

Another Jewish Federation: \_\_\_\_\_

Not sure

68. The Jewish Federation of Northern New Jersey raises funds to support many organizations/causes. How important should funding the following causes be for Federation over the next year? **[SHOW ONE CATEGORY/SCREEN; RANDOMIZE CATEGORY ORDER AND ORDER WITHIN CATEGORIES]**

EDUCATION- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Supporting Jewish education for children and adolescents				
Supporting Holocaust education				
Commitment to Jewish values and teachings (e.g., Tzedakah/charity; Tikkun Olam/repairing the world; Gemilut Chasadim/good deeds)				
Supporting Jewish Day School education				

**[PRIOR TO ASKING EACH SUBSEQUENT CATEGORY, PREFACE WITH]:**

**b. And how important should funding these causes be for Federation?**

ISRAEL- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Supporting the people of Israel				
Supporting educational trips to Israel				
Creating close personal relationships with Israeli youth				
Helping at risk and abused youth in Israel				
Ensuring a safe Israel				

COMMUNITY- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Outreach and engagement to college and post-college age groups				
Promoting acceptance of LGBTQ persons in the Jewish community				
Supporting social, recreational, and cultural activities for Jews				
Combating anti-Semitism				
Fighting anti-Israel movements (e.g., BDS – Boycott, Divestment, Sanctions)				
Ensuring a vibrant Jewish future				
Creating and coordinating planning for the future of the Jewish community				

SUPPORT- RELATED CAUSES	Very Important	Somewhat Important	Not at All Important	Not Applicable/ No Opinion
Helping Jews overseas who are in distress				
Supporting individual and family counseling with Jewish providers				
Fighting hunger in the Jewish community				
Fighting domestic abuse in the Jewish community				
Fighting addiction in the Jewish community				
Supporting survivors of the Holocaust				
Supporting services for children and adults with special needs				
Supporting social services for the Jewish elderly				

69. **[IF 50 OR OLDER IN Q3, ASK]:** Have you made/are you planning to make a provision for planned giving to any charity or philanthropy in your will?

Yes → 69a. Are you considering as a recipient...? [CHECK ALL THAT APPLY]

A Jewish charity/philanthropy only

A non-Jewish charity/philanthropy only

Both Jewish and non-Jewish charities/philanthropies

Haven't decided yet/not sure

No

Don't have a will

Haven't decided yet

Not sure what "planned giving" is

70. **[IF 'HAVEN'T MADE A DONATION IN Q58, ASK]:** Which of the following best describes your reasons for not making a charitable donation this past year?

**[RANDOMIZE; LIMIT 3]**

You haven't found a cause you are passionate about

You don't know enough to make an informed decision

You offer support in other ways (e.g., volunteer time, offer in kind donations, etc.)

You're not personally connected to any particular organization/cause

Your financial situation does not permit you to do so at this time

Other: \_\_\_\_\_

## DEMOGRAPHIC INFORMATION /SURVEY CONCLUSION

*This information will be used for analysis purposes only.*

**71. Which one of the following denominations/movements/branches of Judaism do you identify with most closely?**

Reform

Conservative

Modern Orthodox

Traditional Orthodox

Reconstructionist

Chabad

Hasidic

Sephardi

Humanist

Renewal

Secular (no religion)

No particular denomination (Just Jewish)

Other: \_\_\_\_\_

**72. What is the highest level of education you have completed?**

High School diploma / some High School

Associate's degree/ Technical Degree/ some college

Bachelor's degree/ Bachelor's degree plus some graduate work

Master's degree/ Master's degree plus some doctoral work

Doctorate/ Professional degree (e.g., medicine, law, etc.)

Other: \_\_\_\_\_

**73. In terms of your current employment, are you...**

Self-employed

Employed full time (35 hours or more per week)

Employed part time (less than 35 hours per week)

Not currently employed outside the home

74. **[IF SELECT 'NOT CURRENTLY EMPLOYED' in Q73, ASK]:** Are you not currently employed because you are...? **[LIMIT ONE]**

Disabled

Financially independent

Full time volunteer

Homemaker

Retired

Student

Other: \_\_\_\_\_

75. **[IF 'CURRENTLY EMPLOYED' in Q73, ASK]:** Where are you currently working?

Bergen County

Essex County

Hudson County

Morris County

Passaic County

In New Jersey but not in Bergen, Essex, Hudson, Passaic, or Morris county

In New York City metropolitan area (i.e., 5 boroughs, Long Island, Westchester)

Other City/State: \_\_\_\_\_

**76. What is/was your occupation? [INSERT DROP DOWN BOX]**

Architecture and Engineering Occupations  
Arts, Design, Entertainment, Sports, and Media Occupations  
Building and Grounds Cleaning and Maintenance Occupations  
Business and Financial Operations Occupations  
Clergy/Religious Leader  
Community and Social Service Occupations  
Computer and Mathematical Occupations  
Construction and Extraction Occupations  
Education, Training, and Library Occupations  
Farming, Fishing, and Forestry Occupations  
Food Preparation and Serving Related Occupations  
Healthcare Practitioners and Technical Occupations  
Healthcare Support Occupations  
Installation, Maintenance, and Repair Occupations  
Legal Occupations  
Life, Physical, and Social Science Occupations  
Management Occupations  
Military-specific Occupations  
Office and Administrative Support Occupations  
Personal Care and Service Occupations  
Production Occupations  
Protective Service Occupations  
Sales and Related Occupations (including Marketing, Marketing Research etc.)  
Transportation and Materials Moving Occupations  
Other: \_\_\_\_\_

**76a. Do you currently get paid to work for a Jewish organization?**

Yes

No

**76b. Do you currently sit on the Board of a Jewish organization?**

Yes

No

**77. Was your household income in 2013 before taxes above or below \$100,000?**

Below \$100,000

\$100,000 or above

Prefer not to answer



**78. [IF 'BELOW \$100,000' in Q77, ASK]:** Was your household income in 2013 before taxes...

Under \$25,000

\$25,000 to just under \$50,000

\$50,000 to just under \$75,000

\$75,000 to just under \$100,000

Prefer not to answer

**79. [IF 'ABOVE \$100,000' in Q77, ASK]:** Was your household income in 2013 before taxes...

\$100,000 to just under \$150,000

\$150,000 to just under \$200,000

\$200,000 to just under \$250,000

\$250,000 to just under \$500,000

\$500,000 or more

Prefer not to answer

**80. Which of the following categories best describes your estimated net worth?**

Less than \$100,000

\$100,000 to just under \$500,000

\$500,000 to just under \$1 million

\$1 million to just under \$5 million

\$5 million and over

Not sure

Prefer not to answer

**81. What is the primary language spoken in the home? Is it...**

English

Hebrew

Russian

Other: \_\_\_\_\_

**82. Do you identify as...**

Male

Female

Other

Prefer not to answer

83. Does anyone in the household consider themselves Lesbian, Gay, Bisexual, Transgender or Questioning (LGBTQ)?

Yes

No

Unsure

Prefer not to answer

84. Which of the following best describes your ethnicity?

White/Caucasian

Hispanic/Latino

Black/African American

Asian/Pacific Islander

Bi-racial/multi-racial

Other: \_\_\_\_\_

Prefer not to answer

85. [IF Q84 IS "PREFER NOT ANSWER" SKIP TO Q86] [IF Q11 = 2 OR MORE PEOPLE, ASK]: Is everyone in the household [INSERT RESPONSE FROM Q84]

Yes

No

Prefer not to answer

86. Please use the space below for any advice you'd like to give Jewish community leaders on how best to serve the needs of the community. [INSERT TEXT BOX]

**TO PARTICIPATE IN THE 2014 Jewish Survey Says PRIZE DRAWING**

Please fill in your contact information below. Three iPad mini winners will be drawn from all completed surveys submitted. Winners will be notified by e-mail no later than July 30, 2014.

PLEASE NOTE: To protect the confidentiality of your responses, your contact information will be kept separate from your survey responses.

FIRST NAME:

LAST NAME (OPTIONAL):

EMAIL ADDRESS:

\*\*\*\*\*

Exit Page:

Show 2014 JEWISH SURVEY SAYS logo

**You have completed the survey. You may now close this window; your responses have been successfully captured. Thank you for participating in this important community research effort.**

\*\*\*\*\*

**Terminate language for those who get terminated after screening questions 1-5:**

***Thank you for participating in this important community research effort.***