

ONLINE POLL OF JEWS

RESPECTABILITY



METHODOLOGY

- The poll was fielded online and was sent to email addresses associated with Jerusalem U as well as several other Jewish databases, subscribers to the Jerusalem Post and/or Haaretz, The New Normal, groups such as Gateways in Boston, Jewish Family Service in Houston, the Tikvah program at Camp Ramah.
- A link to the survey was shared broadly via social media.
- The sample is therefore more likely to be of Jews who are somehow engaged in the community than in a random sample. However, because the sample size is so large, the differences between age groups and other key demographics are statistically valid among this group.
- Individuals were encouraged to complete the survey to be entered to win \$500 to go to a charity of their choosing.

WHO WE SURVEYED

- 50% Male – 50% Female
 - 629 Jews age 18-29
 - 388 Jews age 30-49
 - 1577 Jews age 50+
 - 670 Orthodox
 - 827 Conservative
 - 472 Reform & Reconstructionist
 - 638 Just Jewish & Culturally Jewish
 - 223 Jews with a Disability
 - 594 Jews with a Family Member/Close Friend with a Disability
- TOTAL- 2607 Jewish Respondents**

AGE BREAKDOWN OF JEWS WITH DISABILITIES IN SURVEY

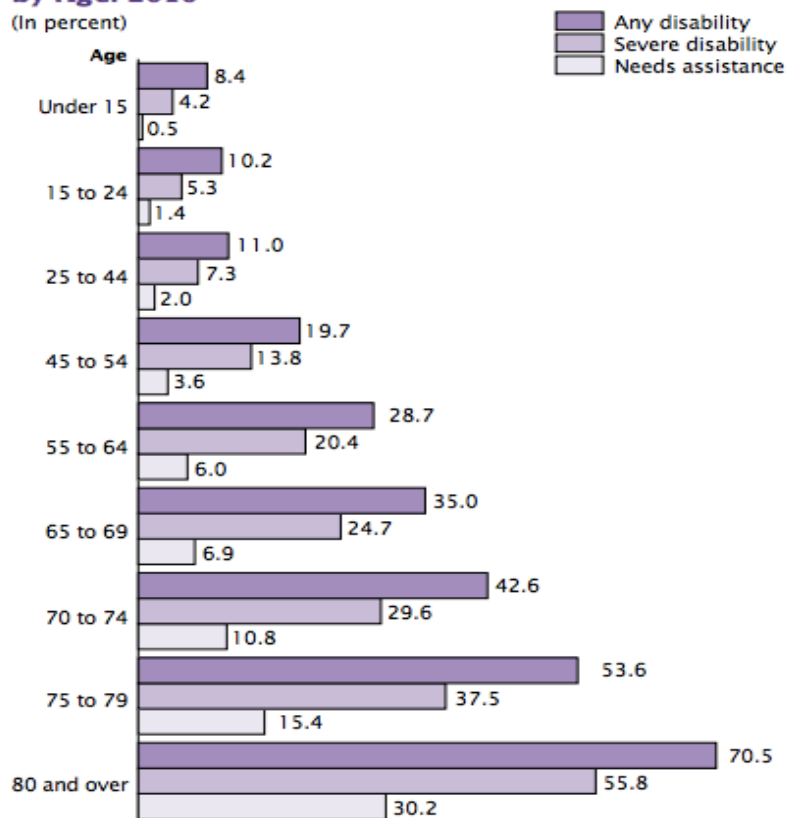
- **18-29: 15%**
- **30-49: 13%**
- **50+: 72%**

*People with disabilities in the sample tended to be senior citizens, suggesting that they might have acquired disabilities as opposed to life-long difference.

US CENSUS NUMBERS ON DISABILITIES

Figure 2.
**Disability Prevalence and the Need for Assistance
by Age: 2010**

(In percent)



Note: The need for assistance with activities of daily living was not asked of children under 6 years.

Source: U.S. Census Bureau, Survey of Income and Program Participation, May–August 2010.

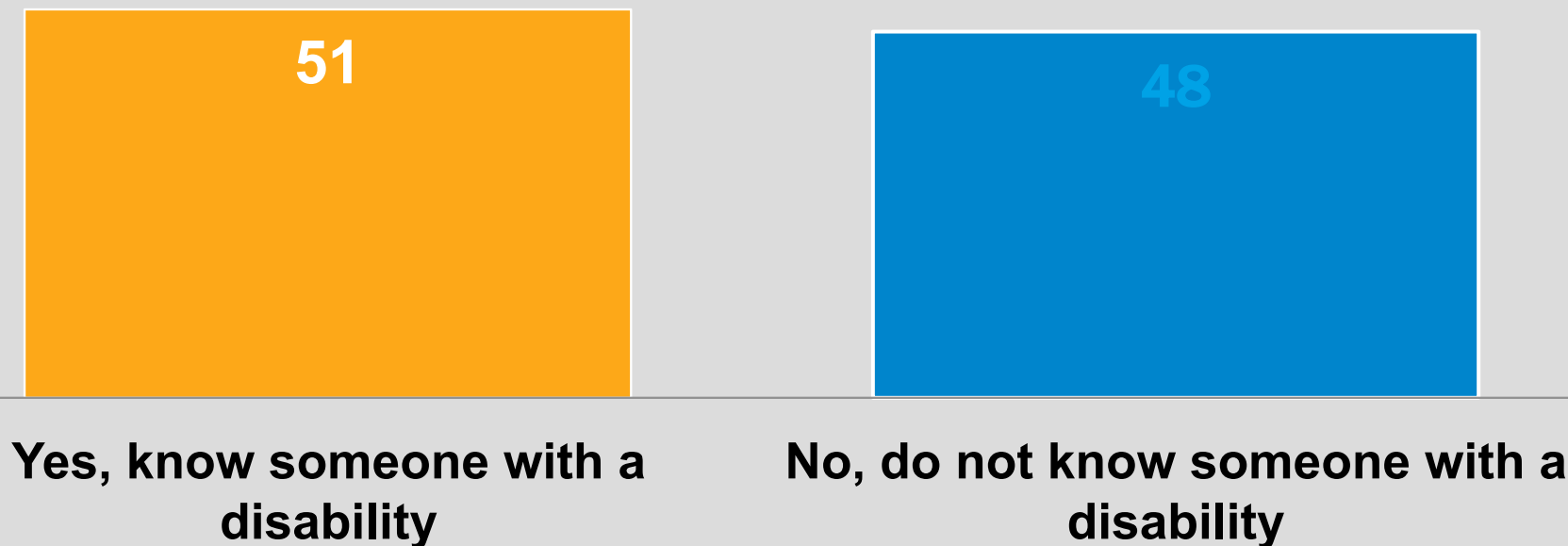
Approximately 56.7 million people living in the United States had some kind of disability in 2010. This accounted for 18.7 percent of the 303.9 million people in the civilian noninstitutionalized population that year

This includes an expected rate of 10% of Americans ages 15-24.

MORE THAN HALF OF AMERICAN VOTERS KNOW SOMEONE WITH A DISABILITY

■ Yes ■ No

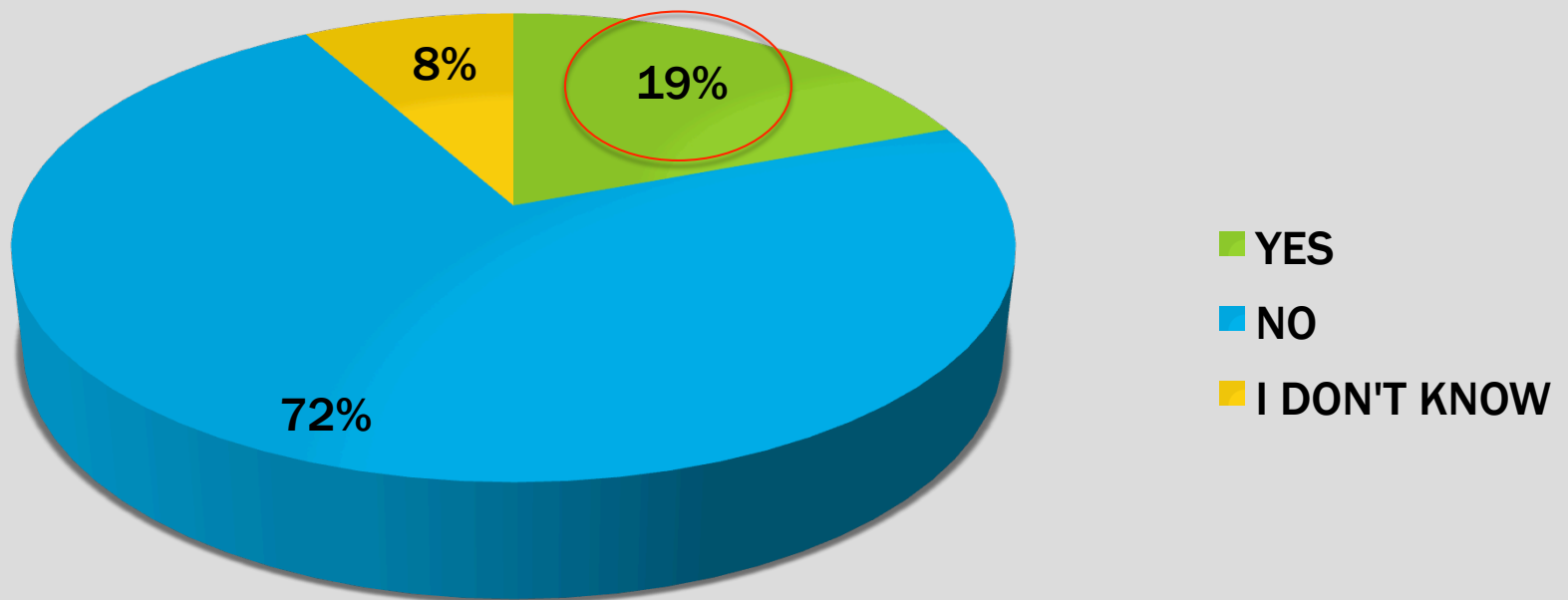
Do you, a family member, or a close friend have a disability?



The survey conducted by Greenberg Quinlan Rosner Research of 1000 likely 2012 voters (1000 weighted) September 8-12, 2012.

1 OUT OF 5 WITH DISABILITY TURNED AWAY

Have you or they ever been turned away or unable to participate in a Jewish event or activity because of the disability?



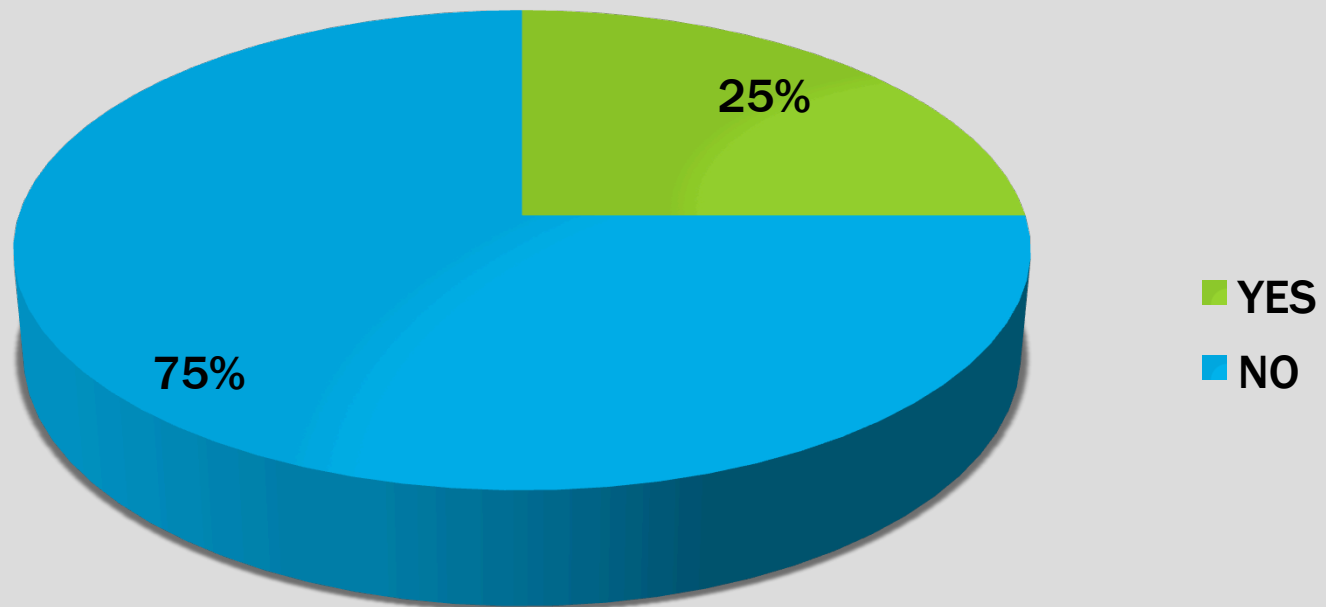


This research provided an understanding of the options Jewish camps offer to children with disabilities/special needs and provides a baseline for expanding services.

The poll was fielded online from Feb 26- March 28, 2013. Margin of error is +/-3.4%. The survey link was distributed by the Foundation for Jewish Camp to 170 directors/professionals who in turn forwarded the survey to their camp staff, parents and campers. Additional social media outreach led parties to a survey link on the FJC webpage. Only those associated with one of the camps under the FJC umbrella were accepted to fill out the survey.

<http://www.jewishcamp.org/sites/default/files/u4/Jewish%20Camp%20for%20Children%20with%20Disabilities%20and%20Special%20Needs%20-%20Full%20Survey%20Findings.pdf>

1 IN 4 TURNED AWAY FROM CAMP BEFORE FINDING THE RIGHT ONE



Has your child ever been turned away from an overnight camp because of the camp's inability to make a reasonable accommodation? (Pw/dis)

WHAT JEWISH ACTIVITIES DOES YOUR CHILD ALREADY PARTICIPATE IN? (PW/DIS)

JEWISH HOLIDAYS IN HOME	89%
JEWISH HOLIDAYS AT TEMPLE/SYNAGOGUE/SHUL	81%
HAS ATTENDED JEWISH OVERNIGHT CAMP	77%
FAMILY SHABBAT OBSERVANCE	67%
HAS ATTENDED JEWISH DAY CAMP	47%
RELIGIOUS SCHOOL BASED AT A SYNAGOGUE	43%
SPECIFIC PROGRAMS FOR JEWISH KIDS WITH DISABILITIES	39%
YOUTH PROGRAMS FOR KIDS OF ALL ABILITIES - BOTH KIDS WITH DISABILITIES AND WITHOUT THEM	35%
FRIENDSHIP CIRCLE	32%
YACHAD	17%
NFTY	12%
ATTENDS JEWISH DAY SCHOOL	12%
BBYO	10%
USY	8%
NCSY	4%
OTHER	14%

IF THE FOLLOWING ACTIVITIES WERE AVAILABLE WITH PROPER SUPPORTS, WHAT ACTIVITIES WOULD YOU LIKE YOUR CHILD TO PARTICIPATE IN? (1 OF 2)

SOCIAL SKILLS TRAINING	70%
FITNESS & EXERCISE CLASSES (E.G., MARTIAL ARTS, YOGA, DANCE)	64%
CAMPING AND OUTDOOR ADVENTURE (E.G., HIKING, BOATING, FISHING, HORSEBACK RIDING)	63%
TEAM SPORTS (E.G., SOCCER, BASEBALL, BASKETBALL, BOWLING)	62%
SOCIAL OPPORTUNITIES WITH OTHER CHILDREN WITH DISABILITIES	62%
YOUTH PROGRAMS FOR KIDS OF ALL ABILITIES - BOTH KIDS WITH DISABILITIES AND WITHOUT THEM	56%
OPPORTUNITIES TO CELEBRATE JEWISH HOLIDAYS WITH OTHER JEWISH KIDS	54%
VOCATIONAL TRAINING AND PLACEMENT	53%
JEWISH OVERNIGHT CAMP	51%
FINE AND PERFORMING ARTS (E.G., ARTS & CRAFTS, POTTERY, THEATER)	51%
INDIVIDUAL SPORTS (E.G., GOLF, SWIMMING)	50%

IF THE FOLLOWING ACTIVITIES WERE AVAILABLE WITH PROPER SUPPORTS, WHAT ACTIVITIES WOULD YOU LIKE YOUR CHILD TO PARTICIPATE IN? *PLEASE CHECK ALL THAT APPLY* (2 OF 2) (PW/DIS)

OUTDOOR HOBBIES AND RECREATION (E.G., GARDENING, NATURE WALKS)	49%
LEADERSHIP DEVELOPMENT (E.G., GOOD CITIZEN PROGRAMS)	46%
SPECIFIC PROGRAMS FOR JEWISH KIDS WITH DISABILITIES	43%
JEWISH HOLIDAYS AT TEMPLE/SYNAGOGUE/SHUL	42%
ATTEND JEWISH DAY SCHOOL	39%
JEWISH HOLIDAYS IN HOME	36%
FAMILY SHABBAT OBSERVANCE	34%
RELIGIOUS SCHOOL BASED AT A SYNAGOGUE	33%
ACADEMIC SUPPORT (E.G., HOMEWORK HELP, TUTORING)	33%
INDOOR HOBBIES AND RECREATION (E.G., COIN & BASEBALL CARD COLLECTING, VIDEO GAMES)	30%
FRIENDSHIP CIRCLE	26%
JEWISH DAY CAMP	25%

THOSE WITH DISABILITY LESS LIKELY TO HAVE TRAVELED TO ISRAEL

13% OF JEWS SURVEYED HAVE NEVER BEEN
TO ISRAEL...

32% OF JEWS WITH DISABILITIES HAVE
NEVER BEEN TO ISRAEL

HUGE AGREEMENT ON INCLUSION

	Strongly Agree	18-29	Somewhat Agree	18-29	Somewhat Disagree	18-29	Strongly Disagree	18-29	Really Not Sure	18-29
Jewish events and organizations should be as welcoming and inclusive of people with disabilities as everyone else.	89%	88%	9%	10%	1%	1%	*	*	1%	1%
Raising my children to be Jewish is very important to me.	81%	75%	12%	17%	2%	4%	1%	1%	3%	4%
Caring about Israel is a very important part of my being Jewish.	80%	63%	15%	27%	2%	5%	1%	2%	2%	2%
Israel is the spiritual center of the Jewish people.	71%	65%	22%	25%	4%	6%	2%	2%	1%	3%
Having a Jewish spouse/partner is very important to me.	71%	62%	16%	19%	5%	8%	5%	7%	4%	4%
North American and Israeli Jews share a common destiny.	47%	33%	34%	41%	9%	11%	3%	3%	7%	12%

WHAT DO THEY WANT?

WHAT TOPIC AREA FOR A NEW ONLINE COURSE WOULD MOST INTEREST YOU?

	18-29
THE GOOD, BAD AND UGLY ABOUT ISRAEL: FINDING THE TRUTH AND EXAMINING STEREOTYPES	26%
COOKING/ JEWISH FOOD	16%
KABBALAH	12%
MYSTERIES OF THE BIBLE	9%
JUDAISM AND THE ENVIRONMENT	8%
BUSINESS	8%
JEWISH HOLIDAYS	8%
SUCCESS	6%
HOW TO HOST SHABBAT DINNER	4%
“UNPLUGGING” FORM TECH AND ELECTRONICS ONCE A WEEK: SHABBAT	4%

WHO WOULD YOU MOST LIKE TO SEE AS THE "TEACHER" OF AN ONLINE COURSE ABOUT ISRAEL OR JUDAISM?

	18-29
A LEADER WHO CAN TEACH ME SOMETHING THAT WILL IMPROVE MY LIFE	39%
AN ISRAELI ICON/POLITICIA LIKE SHIMON PERES OR BIBI NETANYAHU	14%
A COMEDIAN	12%
SOMEONE MY AGE THAT I CAN RELATE TO	11%
A YOUNG SUCCESSFUL JEWISH ENTREPRENEUR	11%
AN AUTHOR OF POPULAR BOOKS ON JEWISH OR ISRAEL ISSUES	10%
A CELEBRITY	4%

PHILANTHROPIC GIVING

	Total	30-49	50+
Religious	71%	73%	71%
Education Institutions	51%	51%	51%
Local Causes	38%	24%	39%
Children's Charities	38%	42%	38%
Disease Awareness and Prevention	37%	29%	39%
Political	34%	22%	37%
Social Justice	32%	26%	33%
Other	18%	14%	19%
I Do Not Contribute	2%	3%	2%
I Would Rather Not Say	7%	4%	8%

**YOUNGER JEWS SHOW A
STRONG CONNECTION
TO ISRAEL AND
JUDAISM, BUT VARIES
WITH AGE AND
OBSERVANCE**

YOUNG JEWS MORE LIKELY TO GO TO JEWISH DAY SCHOOL & CAMP THAN THEIR PARENTS GENERATION

Please indicate if you... CHECK ALL THAT APPLY	TOTAL	18-29	30-49	50+
Attended a day school or yeshiva	30%	43%	37%	23%
Went to Jewish summer camp	42%	56%	47%	36%
Were Bar/Bat Mitzvah'd	64%	80%	64%	58%
Were involved in a Jewish youth group before college (i.e. BBYO, NCSY, USY, NFTY)	44%	46%	46%	43%
None of these	20%	10%	23%	23%

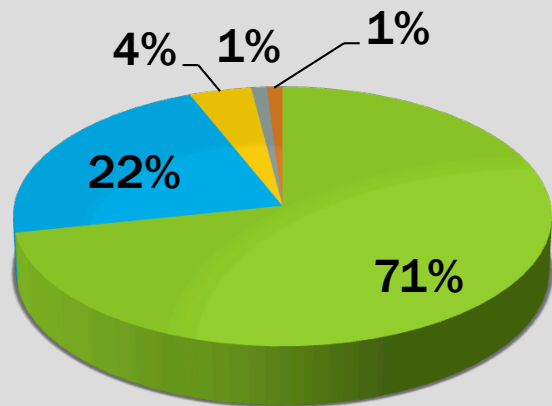
CARING ABOUT ISRAEL IS A VERY IMPORTANT PART OF MY BEING JEWISH

	18-29	30-49	50+
Strongly Agree	63%	81%	86%
Somewhat Agree	27%	15%	11%
Somewhat Disagree	5%	2%	1%
Strongly Disagree	2%	1%	1%
Really Not Sure	2%	2%	1%

NORTH AMERICAN AND ISRAELI JEWS SHARE A COMMON DESTINY

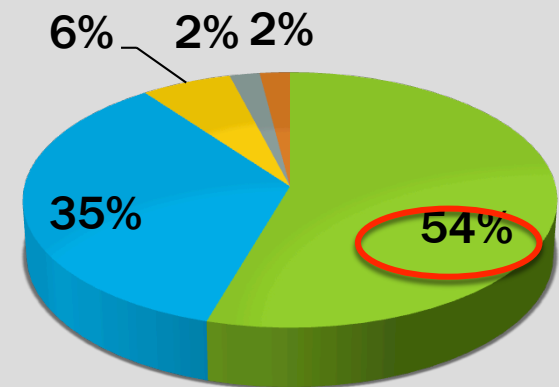
	18-29	30-49	50+
Strongly Agree	33%	51%	52%
Somewhat Agree	41%	29%	33%
Somewhat Disagree	11%	11%	7%
Strongly Disagree	3%	3%	3%
Really Not Sure	12%	6%	5%

ISRAEL IS THE SPIRITUAL CENTER OF THE JEWISH PEOPLE

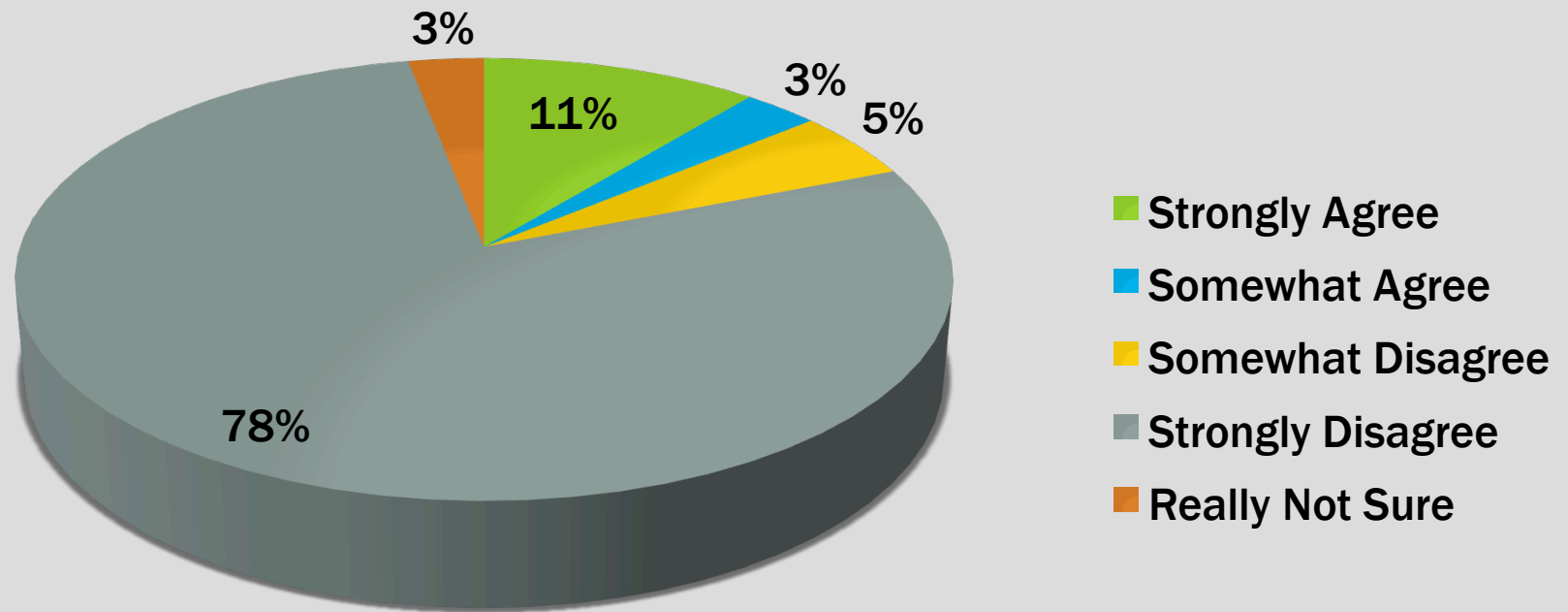


- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Really Not Sure

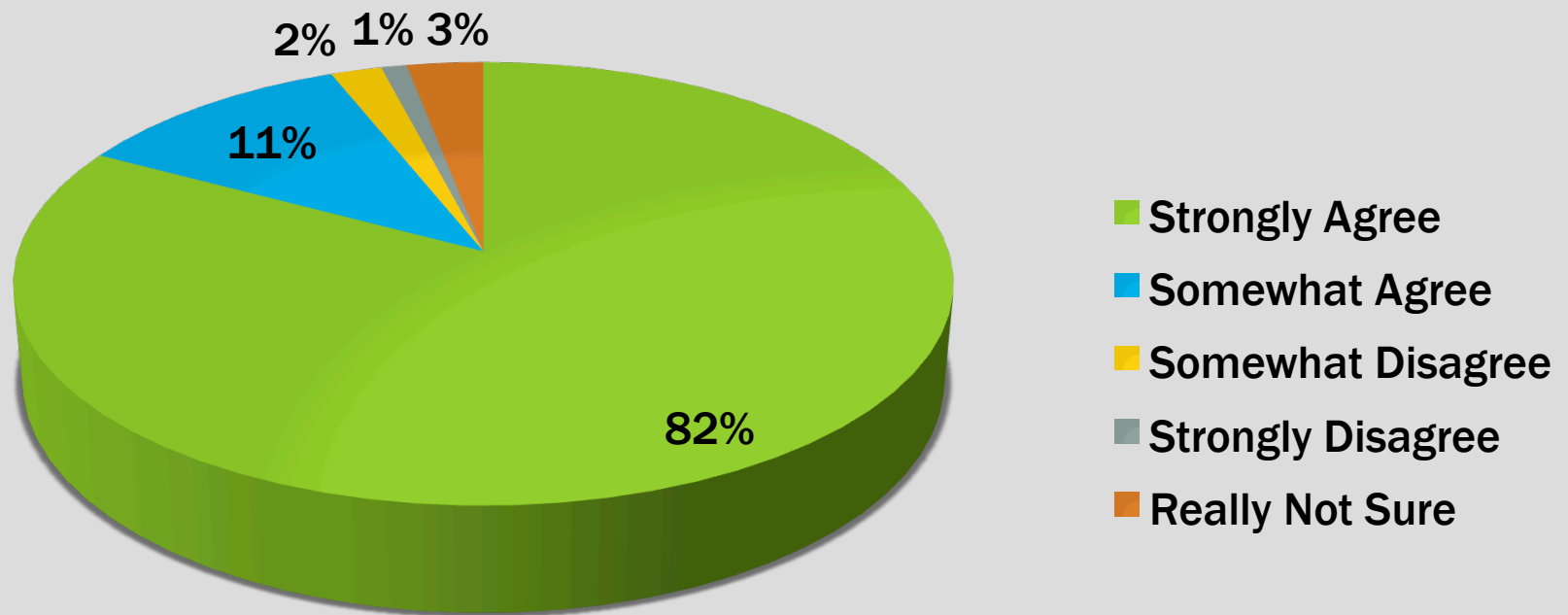
Reform/ Reconstructionist



IF ISRAEL NO LONGER EXISTED TOMORROW IT WOULD NOT GREATLY IMPACT MY LIFE



RAISING MY CHILDREN TO BE JEWISH IS VERY IMPORTANT TO ME



RAISING MY CHILDREN TO BE JEWISH IS VERY IMPORTANT TO ME

	TOTAL	Orthodox	Conservative	Reform /Recon	Just Jew/ Cultural
Strongly Agree	81%	95%	90%	71%	61%
Somewhat Agree	12%	3%	6%	22%	24%
Somewhat Disagree	2%	*	1%	2%	6%
Strongly Disagree	1%	1%	1%	2%	3%
Really Not Sure	3%	1%	3%	4%	6%

HAVING A JEWISH SPOUSE/PARTNER IS VERY IMPORTANT TO ME

	TOTAL	Orthodox	Conservative	Reform /Recon	Just Jew/ Cultural
Strongly Agree	71%	95%	79%	53%	51%
Somewhat Agree	16%	3%	14%	27%	22%
Somewhat Disagree	5%	1%	3%	9%	10%
Strongly Disagree	5%	1%	2%	6%	11%
Really Not Sure	4%	1%	3%	5%	5%

HAVING A JEWISH SPOUSE/PARTNER IS VERY IMPORTANT TO ME

	TOTAL	18-29	30-49	50+
Strongly Agree	71%	62%	81%	73%
Somewhat Agree	16%	19%	10%	15%
Somewhat Disagree	5%	8%	3%	5%
Strongly Disagree	5%	7%	3%	4%
Really Not Sure	4%	4%	3%	3%

JEWISH IDENTITY AND PRACTICE

WHAT DOES JUDAISM MEAN TO YOU?

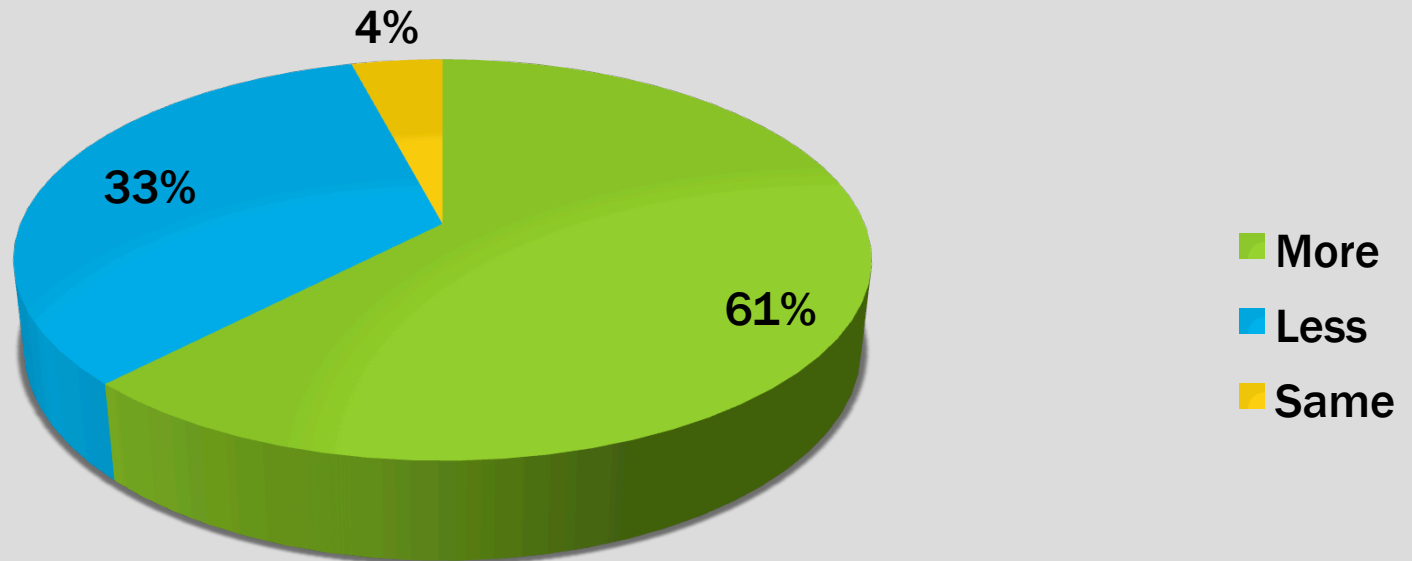
When you think about what Judaism means to you, which is the most accurate statement even if none are exactly right?	TOTAL	ORTHO	CONSER	REFORM/ RECON	JUST JEW/ CULTURAL
Judaism is central to my life and to the life I want for my family and it factors into my daily life and decisions	63%	95%	69%	41%	35%
Judaism is not currently central to my life, but I want it to play a more significant role	10%	2%	8%	16%	16%
Judaism is important but it doesn't generally impact my daily life, mostly it's a family and cultural thing for me	24%	3%	19%	40%	41%
I was raised Jewish but frankly it just isn't that important to me today or in how I see my future	2%	*	1%	2%	5%

FREQUENCY VARIES GREATLY WITH OBSERVANCE LEVEL

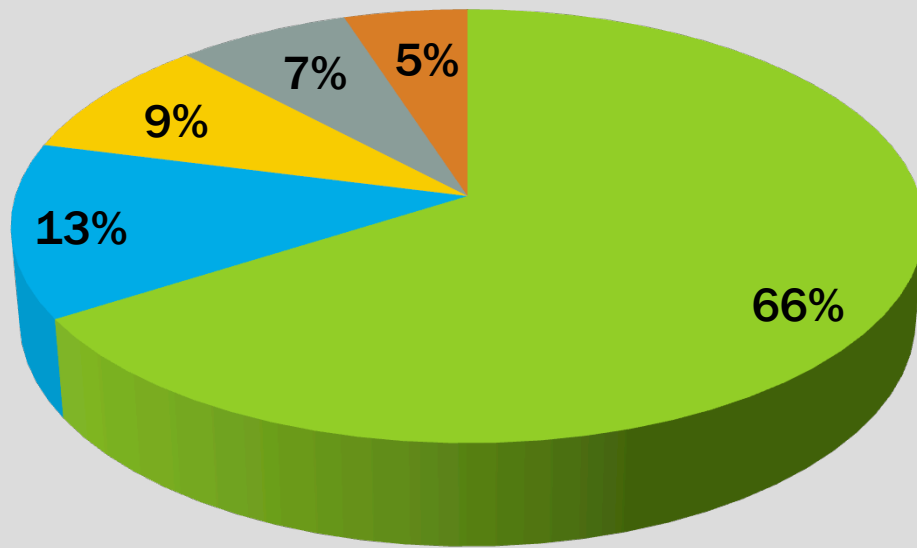
How often would you say you attend religious services or celebrate Shabbat?	TOTAL	ORTHO	CONSER	REFORM/ RECON	JUST JEW/ CULTURAL
Never	7%	1%	3%	4%	22%
Only on high holidays	8%	1%	4%	13%	17%
On high holidays and a few other times	23%	6%	31%	41%	32%
Once or twice a month	15%	6%	25%	24%	11%
Every week	44%	87%	39%	19%	19%

IF ISRAEL NO LONGER EXISTED, DO YOU THINK THERE WOULD BE...

More anti-Semitism in N. America than today, about the same amount of anti-Semitism in N. America as today, less anti-Semitism in N. America than today?



WHAT DO YOU THINK IS THE BIGGEST BARRIER TO ENCOURAGING MORE YOUNG JEWS TO BE PROUD OF BEING JEWISH AND MORE CONNECTED TO ISRAEL?



- Young Jews don't see it as relevant to their life
- Young Jews are so busy trying to get into the best schools and jobs that they don't have time
- Young Jews today don't face the same kind of anti-Semitism as existed in the past
- Jewish education is too expensive
- Jewish education is boring

JERUSALEM U DEEMED EFFECTIVE BY THOSE WHO KNOW IT BEST

	Familiar	Took Class
Extremely Effective	7%	8%
Very Effective	32%	32%
Somewhat Effective	55%	53%
Not Very Effective	6%	6%
Not At All Effective	1%	1%
Effective(NET)	93%	93%
Not Effective(NET)	7%	7%

JERUSALEM U

- Jerusalem U is a leading online portal for Jewish distance learning with a vision to transform Jewish and Israel education for the 21st century, and to inspire, unify, and activate people of all ages as passionate supporters of Israel and the Jewish people.
- Founded in 2009 by Rabbi Raphael Shore, Jerusalem U is breaking new ground in outreach by creating original feature films, engaging film classes and courses, and experiential and interactive learning, all distributed via the internet, social media, television, grassroots campaigns and partnerships with mainstream pro-Israel and outreach organizations.

JERUSALEM U

Since its inception, Jerusalem U has:

- Generated more than 120,000 hours of Jewish and Israel learning since our inception, with more than 5,500 college students graduating from one of our full, 10-hour courses.
- Launched *Israel Inside: How a Small Nation Makes a Big Difference*, a full-length documentary film seen by millions of people on PBS, El Al flights, Comcast on Demand, and screened more than 350 times in 28 countries.
- Spearheaded 17 community-wide grassroots Israel education campaigns with Step Up For Israel.
- Partnered with more than 300 organizations, schools, synagogues and church groups, who are using our Israel education programming.
- More than 100 high schools using its Israel education curriculum.
- Created a virtual, online interactive Israel education program for high school students.
- Trained 1,500 shlichim to use *Israel Inside* and accompany curriculum in more than 300 camps in the Summer 2013.
- Reached more than 350 college students through JU Max: a new, 10-week, interactive course on Judaism where students log in for exciting, real-time, online learning, and are offered a free (or highly subsidized) trip to Israel upon completing the class.

WHERE TO FIND US

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