

Learning About Your Constituents

What, Why, and How




Rosov
CONSULTING | Information
Insight
Impact


RODAN FAMILY
FOUNDATION

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Who We Are

East Bay Jewish Community

We Are a Mixed Multitude

The East Bay has the largest Jewish population in the Bay Area, and it is **extremely diverse**



25% of Jewish households in the East Bay include people of color



11% of East Bay Jews are LGB+



55% of married/partnered Jews in the East Bay are in interfaith relationships



18% of East Bay Jews were born outside the US



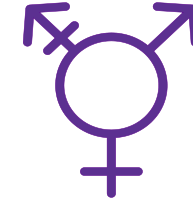


Data You Already Collect

What Data Do East Bay Organizations Collect?



Name
96%



Gender
68%



Email
94%



Age
60%



Phone
89%



Marital Status
30%



Address
81%

<10%: Race, sexuality, interfaith relationships, income, accessibility



Why It's Important to Learn More

Why Collect Demographic Information?

- ✓ To better understand who participates in our programs, services, and experiences
- ✓ To understand the extent to which we are serving the whole Jewish community
- ✓ To better serve everyone and/or specific populations in the Jewish community
- ✓ To make a statement about “who counts”





How to Collect Additional Information



Communicate the “Why” to Community Members

- Aim for relational, not transactional
- Explain your rationale
- Allow room for discussion
- Include brief explanations in your data collection instruments:

“We strive to create programs/provide services for the full diversity of the Jewish community. We are asking the following question(s) to ensure that we are meeting this goal.”



Where Do I Include These Questions?

- Registration and RSVP forms
- New participant sign-up forms
- Satisfaction surveys
- Evaluative data collection instruments

Where you position your demographic questions depends on...

- Length of survey or form
- Purpose of survey or form
- Overall receptiveness of respondents

Sample Survey Items

How do you describe your gender identity? (Select the best fit)

[Randomize order of responses]

- Woman, female, or feminine
- Transgender woman, female, or feminine
- Transgender man, male, or masculine
- Man, male, or masculine
- Non-binary, gender queer, or gender fluid
- Not listed here/I prefer to self-describe: _____
- I prefer not to answer [mutually exclusive]



Sample Survey Items

Which category or categories best describes you? (Select all that apply) [*Listed in alphabetical order OR Randomize*]

- | | |
|--|---|
| <input type="checkbox"/> African American or Black | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> White |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Not listed here/I prefer to self-describe: _____ |
| <input type="checkbox"/> Hispanic, Latinx, or Spanish Origin | <input type="checkbox"/> I prefer not to answer [mutually exclusive] |
| <input type="checkbox"/> Middle Eastern or North African | |

Sample Survey Items

How do you describe your sexual identity? (Select the best fit)

[Listed in alphabetical order]

- Asexual
- Bisexual
- Gay
- Lesbian
- Pansexual
- Queer
- Straight
- Not listed here/I prefer to self-describe: _____
- I prefer not to answer [mutually exclusive]

Sample Survey Items

To collect data on interfaith relationships, you will first have to collect information on marital status:

[For respondents 18 and older] **Which category best describes you?**

- Married
- Living with a partner
- In a committed relationship, but living separately
- Single, never married
- Divorced
- Separated
- Widowed
- I prefer not to answer [mutually exclusive]



Sample Survey Items

[For those who are "married", "living with a partner", or "in a committed relationship, but not living together"]

Which of the following best describes you?

- I identify as Jewish and I am in a relationship (married/partnered/dating) with a person who does not identify as Jewish
- I identify as Jewish and I am in a relationship (married/partnered/dating) with a person who also identifies as Jewish
- I do not identify as Jewish and I am in a relationship (married/partnered/dating) with a person who identifies as Jewish
- Not listed here/I prefer to self-describe:
- I prefer not to answer [mutually exclusive] _____



Sample Survey Items

Are you in an interfaith/dual-faith relationship?

- Yes
- No
- I prefer not to answer [mutually exclusive]



Sample Survey Items

Of the people who raised you, how many consider(ed) themselves Jewish?

- All of them
- Some of them
- None of them
- I prefer not to answer [mutually exclusive]



Sample Survey Items

Which of these statements best describes your household's financial situation ?

- Cannot make ends meet
- Just managing to make ends meet
- Have enough money
- Have some extra money
- Well-off
- I prefer not to answer [mutually exclusive]



Sample Survey Items

What accommodations, if any, do you need to fully participate in [Program/Organization Name] activities? (Select all that apply):

- Fragrance free environment
- Quiet spaces
- Screen reader accessibility
- Captions on videos/live captions
- American Sign Language
- Food allergies or food preferences, including: _____
- Accessible entrances, access and bathrooms for wheelchairs and/or walkers
- Materials available in Braille or large print
- Ability to bring a service animal
- I prefer not to answer
- I do not need any accommodations to fully participate in activities
- Something else: _____

Be prepared to provide requested accommodations and/or discuss participant needs further



Resources

Some Helpful Resources

General Data Resource

Equitable and Inclusive Demographic Data Collection Guide, Schusterman Foundation (updated guide available April 2020): <https://forms.schusterman.org/265897>

1. Race, Ethnicity, Culture

[Jews of Color Field Building Initiative](#)
[Be'chol Lashon](#)
[Jimena](#)

2. Interfaith Families & Relationships

[18Doors \(formerly InterfaithFamily\)](#)

3. Gender and Sexuality

[Keshet](#)
[Gender Spectrum](#)

4. Accessibility

[Resources for Americans with Disabilities](#)
[Ruderman Family Foundation](#)

5. Poverty

[Metropolitan Council on Jewish Poverty](#)

6. Multiple

[Jews for Racial and Economic Justice](#)
[Bend the Arc](#)