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Case Study



Jewish Federation of Greater Atlanta Wants to Improve Vitality of Community

The Challenge

To continue to meet its goal of effectively serving the Jewish community, The Jewish Federation of Greater Atlanta engaged The Melior Group to take a new approach to the assessment of its community. Unlike prior community studies which were demographic in nature, this recent study was the first ever consumer-behavior focused study of the city's Jewish population. Using this method of research, they wanted to know: How do Jews perceive Atlanta's Jewish community? What drives Jewish identity and engagement? Do people value and engage with Atlanta's agencies, synagogues and schools? Does Atlanta's Jewish community provide the programs and services to meet life's challenges? Is location a factor? Is cost a barrier?

The Process

Using a combination of qualitative and quantitative methodologies across three research phases (in-depth interviews, focus groups with unengaged members of the community and then an online survey, as well as a teens-only focus group and survey), the study generated more than 3,300 responses. The design of the study, wherein Melior spoke to people and heard their opinions, as well as gathered a large number of community responses via the survey, allowed for a deep understanding of community needs, interests and behaviors, and provided insight and actionable recommendations into the factors that encourage/discourage engagement with the city's Jewish community.

The Outcome

The research findings identified four key areas critical to ensuring the health and vitality of the community – identity, engagement, community, and social services – along with specific recommendations for strengthening these areas. The Jewish Federation of Greater Atlanta has used the results of this study to move forward with changes that will ensure that it is perceived as inclusive and welcoming to all.



Jewish Federation
OF GREATER ATLANTA



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JEWISHATL

This logo was used in marketing the survey campaign.

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