

MAJOR THEMES OF THE STUDY

SOUTH PALM BEACH IS THE NINTH LARGEST JEWISH COMMUNITY IN THE COUNTRY AND HAS AN INCREASING JEWISH POPULATION

136,800 persons live in 73,000 Jewish households in South Palm Beach, of whom 130,900 persons (96%) are Jewish. From 1995-2005, the number of *Jewish households* increased by 19% (from 61,300 Jewish households to 73,000 Jewish households), while the number of *persons in Jewish households* increased by 18% (from 115,500 persons to 136,800 persons) and the number of *Jews* in Jewish households increased by 19% (from 110,450 Jews to 130,900 Jews). (The number of Jews excludes Jews who live in institutions without their own telephone numbers.)

In addition, the Jewish population of South Palm Beach should be examined in concert with the Jewish population of West Palm Beach, which is served by the Jewish Federation of Palm Beach County. Together, the two communities contain 274,100 persons living in 142,000 Jewish households, of whom 254,500 persons are Jewish. Only New York, Los Angeles, and Chicago have more Jews than Palm Beach County. Finally, just over 600,000 Jews live in South Florida (Miami-Dade, Broward, and Palm Beach Counties). Only New York has more Jews than South Florida.

These significant numbers should be touted with national Jewish organizations in an attempt to attract additional Jewish resources to South Florida. Cooperation among the four Jewish Federations serving South Florida may be the most effective mechanism for accomplishing this task.

Compared to about 40 Jewish communities, the 19% of Jewish households in South Palm Beach who moved to Palm Beach County in the past five years is about average. The 4% of full-year households who will definitely or probably move out of South Palm Beach within the next three years, however, is the second lowest of about 35 comparison Jewish communities. Assuming the current rate of in-migration continues for the next few years, planning should occur in an environment that assumes a significant increase in the Jewish population of South Palm Beach for the next few years as a result of migration into and out of South Palm Beach.

It should be recognized, however, based upon both demographic theory and empirical evidence from Miami and Broward, that the rate of population increase has been slowing down and will continue to do so. In a retirement community such as South Palm Beach, almost all in-migrants who retire to that community at about age 65 will be lost to mortality within 25 years. That is, at some point in the next decade or so, it is likely that the new Jewish in-migrants will simply start to replace earlier in-migrants who have been lost to mortality. Such has been happening for many years in Miami and started to happen in Broward during the 1990s. In addition, in view of the restrictions on building to the west, due to the environmentally-sensitive Everglades, South Palm Beach is rapidly approaching the point of being fully built out.

WELCOMING NEW JEWISH HOUSEHOLDS TO THE SOUTH PALM BEACH JEWISH COMMUNITY AND IDENTIFYING EXISTING UNKNOWN JEWISH HOUSEHOLDS IS IMPORTANT

An average of 2,700 Jewish households in South Palm Beach moved to Palm Beach County each year during the past five years. Efforts should be made to identify new households and welcome them to the South Palm Beach Jewish community. The www.jewishboca.org web site should be expanded to serve as a place for new residents and persons considering a move to South Palm Beach to report their name,

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address, and telephone number. This information should then be personally followed up by lay volunteers. Information about the community and information from this study should be placed on the web site so that potential migrants to South Palm Beach will be attracted to the community and will be able to select a neighborhood based on its Jewish demographics.

68% of the 73,000 Jewish households in South Palm Beach are on the Jewish Federation of South Palm Beach County mailing list. The 68% is well above average among about 30 comparison Jewish communities, but has decreased from 76% in 1995. Use of a CD-ROM telephone directory and lists of Distinctive Jewish Names (DJNs) would facilitate the identification of potential additional Jewish households. While compared to other Jewish Federations this Jewish Federation is doing very well in identifying Jewish households, the potential rewards from finding new households as quickly as possible are significant. Although only 17% of households in residence in Palm Beach County for 0-4 years donated to the Jewish Federation of South Palm Beach County in the past year, the percentage increases to 28% of households in residence for 5-9 years, 42% of households in residence for 10-19 years, and 51% of households in residence for 20 or more years.

THE GEOGRAPHIC DISTRIBUTION OF THE JEWISH POPULATION HAS NOT CHANGED SIGNIFICANTLY SINCE 1995

The percentage of Jewish households living in each geographic area in South Palm Beach has not changed significantly since 1995. While some new housing developments are planned for the western areas of Delray Beach, planning should occur in an environment that assumes no significant changes in the location of Jewish households.

THE GEOGRAPHIC DISTRIBUTION OF JEWISH CHILDREN HAS CHANGED SIGNIFICANTLY SINCE 1995

In 1995, only 4% of Jewish children age 0-17 lived in Delray Beach, compared to 17% in 2005. The number of children in Jewish households in Delray Beach increased from 200 children in 1995 to 2,000 children in 2005.

SOUTH PALM BEACH IS NOT “HOME” FOR MANY JEWISH HOUSEHOLDS

0.4% of adults in Jewish households in South Palm Beach were born in Palm Beach County, and 19% of Jewish households are part-year households (live in Palm Beach County for 3-7 months of the year). These factors lead to a high level of attachment to other Jewish communities, as is shown by the 20% of households who donated, and the 19% of all charitable dollars donated, to Jewish Federations outside South Palm Beach in the past year. Also, 39% of Jewish respondents reported that they feel “not very much” or “not at all” a part of the Palm Beach County Jewish community. Programs with themes that have the potential to “bond” people to the local Jewish community should receive particular attention.

PROGRAMS TO ENGAGE PART-YEAR HOUSEHOLDS SHOULD BE DEVELOPED

19% of Jewish households in South Palm Beach are part-year households (live in Palm Beach County for 3-7 months of the year). Engaging part-year households represents a significant challenge because they maintain ties to other communities. Yet, the median household income of part-year households (\$88,000) is 69% higher than the median household income of full-year households (\$52,000). 60% of part-year households are synagogue members either in South Palm Beach or elsewhere, compared to 26% of full-year households. Thus, the potential benefits from further involvement of part-year households in Jewish

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communal life are significant. Programs that aim to attract Jews from a specific northern city (say Detroit) to a program oriented toward part-year residents from that community may prove fruitful.

SIGNIFICANT REGIONAL VARIATIONS EXIST AMONG THE GEOGRAPHIC AREAS

Significant variations exist among the geographic areas in South Palm Beach in the demographic, religious, and membership profiles of the Jewish population. Thus, results for South Palm Beach as a whole should not be applied to planning at the local level. For example, the results for South Palm Beach as a whole show that only 9% of persons in Jewish households are age 0-17; however, 13% of persons in Jewish households in Boca Raton are age 0-17 and only 3% of persons in Jewish households in Delray Beach are age 0-17. Further, within Boca Raton, 19% of persons in Jewish households in West Boca are age 0-17, compared to 11% in both East Boca and Central Boca.

The percentage of Jewish part-year households is higher in both East Boca and Central Boca (23%) and in Delray Beach (18%) than in West Boca (12%). The percentage of persons age 65 and over in Jewish households is much higher in Delray Beach (78%) than in Boca Raton (48%). Within Boca Raton, the percentage of persons age 65 and over in Jewish households varies from 34% in West Boca to 44% in East Boca and 56% in Central Boca. Average household size of Jewish households ranges from a low of 1.67 persons per household in Delray Beach to a high of 2.51 persons per household in West Boca. The median value of homes owned by Jewish households is much higher in Boca Raton (\$307,000) than in Delray Beach (\$164,000). Median housing value is highest in East Boca (\$447,000). Median household income is much higher in Boca Raton (\$74,000) than in Delray Beach (\$45,000). Median household income is highest in East Boca (\$88,000).

The percentage of Jewish respondents who identify as Conservative is higher in Delray Beach (39%) than in Boca Raton (31%). The percentage of married couples who are intermarried is higher in East Boca (23%) than in West Boca (16%), Central Boca (9%), and Delray Beach (5%). Synagogue membership in a synagogue located either in South Palm Beach or elsewhere is higher in Boca Raton (36%) than in Delray Beach (30%).

Jewish community planning should occur with these and other regional variations in mind.

THE INCREASES IN BOTH THE NUMBER OF CHILDREN AND “OLDER” ELDERLY PERSONS SUGGEST AN INCREASING NEED FOR PROGRAMS FOR BOTH CHILDREN AND THE ELDERLY

From 1995-2005, the number of children age 0-5 in Jewish households in South Palm Beach increased by 1,250 children, the number of children age 6-12 increased by 2,100 children, and the number of children age 13-17 increased by 2,200 children. The number of children age 0-17 in Jewish households increased by 5,550 children to a total of 11,900 children. Thus, while only 9% of persons in Jewish households are age 0-17, South Palm Beach has a significant number of children, more than such Jewish communities as Hartford, Jacksonville, Milwaukee, Minneapolis, and Rhode Island.

The number of persons age 65 and over in Jewish households increased by only 4,850 persons from 1995-2005. The number of persons age 65-74 *decreased* by 15,800 persons, compared to an increase of 20,650 persons age 75 and over. As the Jewish population age 75 and over increases, the need for elderly social services increases.

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MORE THAN TWO-THIRDS OF ELDERLY PERSONS IN PALM BEACH COUNTY LIVE IN JEWISH HOUSEHOLDS

More than two-thirds of persons age 65 and over in Palm Beach County as a whole live in Jewish households. These findings suggest that the Jewish community should be able to successfully “lobby” the United Way, the Palm Beach County government, and other agencies to provide services to the elderly.

PROBLEMS EXIST WITH JEWISH CONTINUITY AMONG THE YOUNGER AGE GROUPS

South Palm Beach County two groups of Jews. The first group consists of the elderly population, most of whom live in large condominium housing developments and, despite varying levels of Jewish connectivity, are in no danger of losing their Jewish identity. The second group consists of younger households, who exhibit lower levels of Jewish connectivity.

50% of Jewish respondents under age 35 identify as Just Jewish, compared to 26% of all Jewish respondents. Only 59% of households under age 35 have a mezuzah on the front door and only 61% always or usually participate in a Passover Seder, compared to 87% and 80%, respectively, of all Jewish households. 27% of households under age 35 and 22% of households age 35-49 always, usually, or sometimes have a Christmas tree in the home, compared to 8% of all Jewish households. 41% of Jewish respondents under age 35 never attend synagogue services (or attend only for special occasions), compared to 28% of all Jewish respondents. While the overall couples intermarriage rate is only 9% in South Palm Beach, the rate rises to 42% for married couples in households under age 35 (in Palm Beach County as a whole) and 26% for married couples in households age 35-49 (in South Palm Beach).

Significant efforts to engage young people in Jewish life are needed and innovative programming to attract young households needs to be developed.

PROGRAMS FOR JEWISH SINGLES ARE PARTICULARLY IMPORTANT IN SOUTH PALM BEACH

33% (12,000 adults) of Jewish adults age 18-64 in South Palm Beach are single. 26% (2,600 households) of households with single Jewish adults age 18-64 (*Jewish singles*) were interested in singles programs in the past year. Included in the 26% are 15% (1,500 households) of households with Jewish singles who attended Jewish programs, 1% (100 households) who attended non-Jewish programs, and 10% (950 households) who did not attend singles programs. Thus, there is an unmet need for singles programs and a strong tendency for Jewish singles who attended singles programs in the past year to attend Jewish programs. Non-elderly single households are less likely to be involved in the organized South Palm Beach Jewish community (only 19% are *associated* with the Jewish community), where they would be likely to meet other Jewish singles, which further highlights the need for organized Jewish singles programs. The organized Jewish community, including synagogues and JCCs, should coordinate efforts to support and enhance Jewish singles programs.

LEVELS OF JEWISH CONNECTIVITY HAVE REMAINED RELATIVELY CONSTANT OVER THE PAST DECADE

On almost all measures of Jewish connectivity, the South Palm Beach Jewish community shows stability from 1995-2005, including the percentage of Jewish respondents who identify as Just Jewish (25% in 1995 and 26% in 2005), the percentage of households with a mezuzah on the front door (84% in 1995 and 87% in 2005), the percentage of households who always or usually participate in a Passover Seder (79% in 1995 and 80% in 2005), the percentage of households who always or usually light Chanukah candles

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(78% in 1995 and 77% in 2005), the percentage of households who always or usually light Sabbath candles (23% in 1995 and 22% in 2005), the percentage of households who keep a kosher home (17% in 1995 and 14% in 2005), the percentage of respondents who keep kosher outside the home (6% in 1995 and 5% in 2005), the percentage of respondents who refrain from using electricity on the Sabbath (2% in both 1995 and 2005), the percentage of households who always, usually, or sometimes have a Christmas tree in the home (5% in 1995 and 8% in 2005), the percentage of Jewish respondents who never attend synagogue services (or attend only for special occasions) (27% in 1995 and 28% in 2005), the percentage of Jewish respondents who attend synagogue services once per month or more (21% in 1995 and 20% in 2005), the percentage of married couples who are intermarried (6% in 1995 and 9% in 2005), the percentage of households who reported current synagogue membership either in South Palm Beach or elsewhere (36% in 1995 and 33% in 2005), the percentage of households who are members of the Levis JCC (6% in 1995 and 4% in 2005), the percentage of households in which a member visited Israel (61% in both 1995 and 2005), and the percentage of households who reported that they donated to the Jewish Federation of South Palm Beach County in the past year (41% in 1995 and 37% in 2005).

On the other hand, several measures of Jewish connectivity show significant changes from 1995-2005. South Palm Beach shows a significant *increase* in the percentage of Jewish respondents who are extremely or very emotionally attached to Israel (from 50% in 1995 to 61% in 2005).

South Palm Beach shows a significant *decrease* in the percentage of households who participated in or attended a social, recreational, or cultural program at the Levis JCC in the past year (from 27% in 1995 to 19% in 2005), the percentage of households who are members of a Jewish organization (from 52% in 1995 to 40% in 2005), and the percentage of households who donated to Jewish charities in the past year (from 82% in 1995 to 69% in 2005).

JCCs AND SYNAGOGUES ARE NOT COMPETING INSTITUTIONS

Only 3% of Jewish households in South Palm Beach are JCC members but are not synagogue members, and 26% are synagogue members but are not JCC members. 6% of households are members of both a synagogue and a JCC. On the other hand, 64% of households are neither synagogue nor JCC members. The 64% is the sixth highest of about 40 comparison Jewish communities. Synagogues and JCCs should coordinate efforts to encourage membership in both institutions, perhaps by offering discounts for joint synagogue and JCC membership.

A COORDINATED EFFORT IS NEEDED TO INCREASE SYNAGOGUE MEMBERSHIP

In recognition of the importance of synagogues in promoting increased involvement in Jewish philanthropy, volunteerism, and other positive measures of Jewish identity, a coordinated effort to increase synagogue membership in South Palm Beach should be considered. The 33% of Jewish households who *reported* current synagogue membership either in South Palm Beach or elsewhere is well below average among about 55 comparison Jewish communities. Only 19% of households are members of a synagogue located in South Palm Beach. The 46% current synagogue membership of households with children is well below average among about 35 comparison Jewish communities. The 27% current synagogue membership of households age 50-64 is the third lowest of about 35 comparison Jewish communities. The 34% current synagogue membership of households age 65 and over is the fourth lowest of about 40 comparison Jewish communities. Perhaps contributing to the low levels of synagogue membership is that only 0.4% of adults in Jewish households in South Palm Beach were born in Palm Beach County, the lowest of about 40 comparison Jewish communities, which results in lower levels of attachment to local Jewish institutions.

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Current synagogue membership is particularly low for non-elderly single households (7%), households earning an annual income under \$25,000 (15%), the Just Jewish (9%), and intermarried households (13%). Current synagogue membership is relatively high for part-year households (60%), households earning an annual income of \$200,000 and over (65%), households in which the respondent identifies as Orthodox (68%), and households who donated \$500 and over to the Jewish Federation of South Palm Beach County in the past year (71%).

Attracting unaffiliated groups of Jews to synagogues in South Palm Beach can best be addressed through a coordinated, community-wide effort. That 19% of synagogue non-member households definitely or probably plan to join a synagogue in the future suggests that significant success could accrue from such efforts.

Increasing synagogue membership in a community where over 99% of adults in Jewish households are not locally born (although 23% of Jewish households are in residence for 20 or more years) and where 19% of households are part-year households represent a particular challenges. In addition, illness and transportation issues often contribute to non-membership among elderly households.

INCOME IS A FACTOR IN SYNAGOGUE MEMBERSHIP

The strong relationship between household income and synagogue membership suggests that cost may be an important reason why more Jewish households in South Palm Beach are not synagogue members. Synagogue membership increases from 15% of households earning an annual income under \$25,000 to 27% of households earning \$25,000-\$50,000, 34% of households earning \$50,000-\$100,000, 42% of households earning \$100,000-\$200,000, and 65% of households earning \$200,000 and over. Among other things, the South Palm Beach Jewish community should consider offering discounts for joint synagogue and JCC membership as a way of encouraging membership in both institutions. Also, synagogues should examine their dues structures to determine financial strategies to increase membership while sustaining services.

JCC MEMBERSHIP IS VERY LOW AND A MEMBERSHIP CAMPAIGN WILL FACE SIGNIFICANT CHALLENGES

The 4% of Jewish households in South Palm Beach who reported current membership in the local JCC is the third lowest of about 45 comparison JCCs. The 13% of households with children who are current JCC members is well below average among about 40 comparison JCCs. The 19% of households who reported that someone in their household participated in or attended a social, recreational, or cultural program at the local JCC in the past year is well below average among about 45 comparison JCCs. Despite the low level of JCC membership, that 15% of households participated in or attended a program at the local JCC in the past year without being a member of the JCC suggests some level of interest in the JCC among non-members.

The major reason for not joining the JCC most commonly reported by respondents in JCC non-member households is no need for the services offered (50%). The 50% is the sixth highest of about 35 comparison JCCs. In addition, 14% of respondents reported cost as a major reason for not joining a JCC. The JCC market share of the health club and fitness facility market among Jewish households (11%) is the second lowest of about 25 comparison JCCs, suggesting that Jewish households in South Palm Beach show a preference for other health club facilities over the JCC. This is no doubt due, at least in part, to the availability of health club facilities at no cost in many of the retirement condominium communities.

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Only 15% of respondents are very familiar with the local JCC, which is the fourth lowest of about 35 comparison JCCs. The 39% of respondents (who are very familiar or somewhat familiar with the local JCC) who perceive it as excellent is about average among about 35 comparison JCCs, but represents a decrease from 57% in 1995.

Thus, effective marketing of the JCC in attempting to increase membership should consider the perception on the part of many non-members that they have no need for the services offered, a preference on the part of Jewish households for other health club facilities (often available at no cost), and a decrease in the percentage of excellent perceptions of the JCC.

MULTIPLE ENTRY POINTS TO THE SOUTH PALM BEACH JEWISH COMMUNITY NEED TO BE MARKETED

In view of the Jewish identity and continuity issues facing the South Palm Beach Jewish community, the organized Jewish community needs to market the many different ways to “be Jewish” to those who are unaffiliated or only marginally involved. Most Jews who are unaffiliated or marginally involved view Judaism only in terms of synagogue life and religious practice. The ethnic, historical, social, and cultural connections should also be emphasized. Adult Jewish education classes and programs, already attended by 19% of Jewish respondents in the past year, as well as Jewish cultural and social events and programs, may attract some unaffiliated Jews. Emphasis on *tikkun olam* and social action programs may attract others, and Israel-oriented programming may attract still others.

Jewish organizations other than synagogues and JCCs, such as Hadassah and B’nai B’rith, often provide relatively inexpensive ways for Jews to become involved in Jewish life. In South Palm Beach, 40% of Jewish households reported current membership in a Jewish organization, which is the seventh highest of about 35 comparison Jewish communities but represents a decrease from 52% in 1995. The organized Jewish community should recognize these types of organizations as vehicles for involving persons with specific interests for whom cost is an obstacle.

ATTENDANCE IN FORMAL JEWISH EDUCATION PROGRAMS AS CHILDREN SHOWS STRONG POSITIVE CORRELATIONS WITH JEWISH BEHAVIOR AS ADULTS

This study confirms the results of many other Jewish community studies that show strong positive correlations between formal Jewish education (Jewish day school and synagogue school) as children and Jewish behavior as adults, although we cannot attribute cause and effect to these relationships. In general, on most measures of “Jewishness” (such as religious practice, synagogue attendance, membership in the organized Jewish community, philanthropy, and volunteerism), formal Jewish education as children is positively correlated with adult Jewish behavior. For example, 48% of Jewish households in South Palm Beach in which an adult attended a Jewish day school as a child and 33% of households in which an adult attended a synagogue school as a child are synagogue members, compared to 20% of households in which no adult attended formal Jewish education as a child. 91% of married households in which an adult attended Jewish day school as a child and 90% of married households in which an adult attended synagogue school as a child are in-married, compared to 63% of married households in which no adult attended formal Jewish education as a child. 65% of respondents in households who donated \$100 and over to Jewish charities in the past year consider providing Jewish education for children to be a very important motivation to donate to Jewish organizations. This argues that to build for the future and help preserve Jewish identity and continuity, the Jewish Federation should continue to support Jewish day schools and should consider extending additional support to synagogue schools.

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ATTENDANCE IN INFORMAL JEWISH EDUCATION PROGRAMS AS CHILDREN SHOWS STRONG POSITIVE CORRELATIONS WITH JEWISH BEHAVIOR AS ADULTS

This study confirms the results of many other Jewish community studies that show strong positive correlations between informal Jewish education (specifically sleep away camp, teenage youth group, and college Hillel) as children and Jewish behavior as adults, although we cannot attribute cause and effect to these relationships. In general, on most measures of “Jewishness” (such as religious practice, synagogue attendance, membership in the organized Jewish community, philanthropy, and volunteerism), informal Jewish education as children is positively correlated with adult Jewish behavior. For example, 44% of Jewish households in South Palm Beach in which an adult attended or worked at a Jewish sleep away camp as a child are synagogue members, compared to 28% of households in which no adult attended or worked at a Jewish sleep away camp as a child. This argues that to build for the future and to preserve Jewish identity and continuity, the Jewish Federation should support programs that provide assistance to these types of informal Jewish education.

JEWISH EDUCATION PROGRAMS FOR CHILDREN NEED TO BE EXPANDED

Only 56% of Jewish children age 5-12 in South Palm Beach currently attend formal Jewish education, which is well below average among about 35 comparison Jewish communities. Only 22% of Jewish teenagers age 13-17 currently attend formal Jewish education, which is below average among the comparison Jewish communities. In addition, the 76% of Jewish children age 5-17 who have ever attended formal Jewish education is below average among about 40 comparison Jewish communities. A coordinated, community-wide effort should be undertaken to increase enrollment in Jewish education.

EFFORTS SHOULD BE MADE TO INCREASE JEWISH DAY CAMP AND TEENAGE YOUTH GROUP PARTICIPATION

21% of Jewish children age 3-17 in South Palm Beach attended a Jewish day camp this past summer, which is about average among about 20 comparison Jewish communities. The 43% market share of the day camp market held by Jewish day camps is well below average among the comparison Jewish communities. Thus, there were more Jewish children age 3-17 who attended a non-Jewish day camp than a Jewish day camp this past summer. In addition, only 21% of Jewish children age 13-17 are current members of a Jewish youth group. The 21% is well below average among about 25 comparison Jewish communities.

In view of the positive correlation between informal Jewish education as children and Jewish behaviors as adults, the Jewish community should facilitate the involvement of Jewish children in Jewish camping and youth group programs.

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THE LEVELS OF FAMILIARITY WITH JEWISH AGENCIES IN SOUTH PALM BEACH ARE LOW, AND THE PERCEPTIONS OF THOSE AGENCIES AS EXCELLENT ARE AVERAGE TO BELOW AVERAGE

A majority of the South Palm Beach Jewish community is *not at all familiar* with the Jewish Federation of South Palm Beach County and its agencies.

The 15% of respondents who are very familiar with the Levis JCC is the fourth lowest of about 35 comparison JCCs. The 13% of respondents who are very familiar with the Jewish Federation of South Palm Beach County is the seventh lowest of about 35 comparison Jewish communities. The 7% of respondents who are very familiar with Jewish Family Service is the second lowest of about 30 comparison Jewish communities. The 4% of respondents age 65 and over who are very familiar with Menorah House is the lowest of about 25 comparison Jewish nursing homes. (Note that Menorah House, while located adjacent to the Jewish community campus in Boca Raton, is not a Jewish Federation agency but a private, for-profit nursing home.) While the 46% of respondents in households with Jewish children who are very familiar with the Donna Klein Jewish Academy is the third highest of about 30 comparison Jewish day schools, the levels of familiarity with the other four South Palm Beach Jewish day schools are among the lowest.

The vast majority (79%-95%) of respondents who are very familiar or somewhat familiar with the Jewish Federation and its agencies have positive (excellent or good) perceptions of them. The percentage of respondents (who are very familiar or somewhat familiar with each agency) who perceive the Levis JCC (39%), Jewish Federation of South Palm Beach County (32%), and Jewish Family Service (36%) as excellent is about average compared to other Jewish communities. The percentage of respondents age 65 and over who perceive Menorah House as excellent is the lowest of about 25 comparison Jewish nursing homes. The 35% of respondents in households with Jewish children who perceive the Donna Klein Jewish Academy as excellent is about average among about 25 comparison Jewish day schools.

The Jewish Federation should consider a coordinated marketing campaign to enhance the visibility and improve the perception of the Jewish Federation and its agencies.

THE NEEDS OF THE ELDERLY MUST REMAIN A MAJOR FOCUS

South Palm Beach is a retirement Jewish community, and elderly needs must continue to be a major focus of service provision. Although the number of persons age 65 and over in Jewish households increased by only 4,850 persons from 1995-2005, the number of persons age 65-74 *decreased* by 15,800 persons, offset by increases of 12,150 persons age 75-84 and 8,500 persons age 85 and over. As the population age 75 and over increases, a higher demand for elderly services can be expected.

The 40% of persons age 75 and over in Jewish households is the highest of about 45 comparison Jewish communities and compares to 29% in 1995. The fact that only 21% of Jewish households in which the respondent is age 75 or over have adult children who have established their own homes in Palm Beach County (with an additional 8% in Broward or Miami) implies that for many elderly persons a local support system will not be available as they age.

Many households who moved to South Palm Beach as married couples now contain single persons (mostly female) who are widowed. The 24% of single female households age 65 and over is the second highest

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of about 30 comparison Jewish communities and represents an increase from 18% in 1995. 26% of persons age 65 and over in Jewish households live alone, an increase from 19% in 1995; 31% of persons age 75 and over in Jewish households live alone, an increase from 25% in 1995. In 27% of elderly single households, the respondents reported that they were health-limited. Elderly single persons living alone are more likely to need social services.

IN-HOME HEALTH CARE AND SENIOR TRANSPORTATION ARE THE TWO MOST NEEDED SOCIAL SERVICES AMONG THE ELDERLY

15% of Jewish households with elderly persons in South Palm Beach needed in-home health care in the past year, and 7% needed senior transportation. 1%-3% of households with elderly persons needed other social services for the elderly in the past year.

Only 2% of households with elderly persons reported *unmet* needs for senior transportation in the past year and 0%-1% reported unmet needs for in-home health care, adult day care, assisted living facilities, home-delivered meals, and nursing home care. It should be noted, however, that most of the needs for elderly services are being met outside the Jewish community. For example, 14.3% of households with elderly persons received in-home health care in the past year; 13.6% received it from non-Jewish sources and 0.7%, from Jewish sources. The South Palm Beach Jewish community should address the need for the provision of in-home health care and senior transportation, but should balance these needs (which are mostly being met) with needs in other areas (particularly Jewish continuity and Jewish education for children).

WHILE A STRONG PREFERENCE EXISTS FOR JEWISH-SPONSORED ADULT CARE FACILITIES, MENORAH HOUSE IS RELATIVELY UNKNOWN AND NOT WELL PERCEIVED

The 62% of Jewish respondents age 40 and over in South Palm Beach who would very much prefer Jewish-sponsored adult care facilities (senior housing or a nursing home) either for an elderly relative or, in the case of respondents age 60 and over, for themselves, is above average among about 20 comparison Jewish communities. Yet, only 5% of all respondents are very familiar with Menorah House, a private, for-profit nursing home adjacent to the Jewish community campus in Boca Raton. The 5% is the lowest of about 25 comparison Jewish nursing homes and compares to 6% in 1995. In addition, only 4% of respondents *age 65 and over* are very familiar with Menorah House. The 4% is the lowest of about 25 comparison Jewish nursing homes and compares to 5% in 1995. The 84% of respondents age 65 and over who are not at all familiar with the Jewish nursing home is the highest of the comparison Jewish nursing homes.

26% of respondents who are very familiar or somewhat familiar with Menorah House perceive it as excellent, a decrease from 32% in 1995. The 26% is the lowest of about 25 comparison Jewish nursing homes. The 25% of respondents *age 65 and over* who perceive the Jewish nursing home as excellent, representing a decrease from 33% in 1995, is the lowest of about 25 comparison Jewish nursing homes.

The 21% of respondents (who are very familiar or somewhat familiar with Menorah House) who perceive it as fair or poor is the highest of about 25 comparison Jewish nursing homes and compares to 28% in 1995. The 21% of respondents *age 65 and over* who perceive Menorah House as fair or poor is the highest of about 25 comparison Jewish nursing homes and compares to 30% in 1995.

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In its planning, Menorah House should carefully consider both the clear preference among the Jewish population for Jewish-sponsored adult care facilities and the low level of familiarity with Menorah House. The Jewish Federation should recognize that the only Jewish nursing home located in the community with the highest percentage of elderly persons in the country is not well known and is poorly perceived.

THE CONNECTION BETWEEN THE SOUTH PALM BEACH JEWISH COMMUNITY AND ISRAEL IS ONE OF THE STRONGEST OF ANY JEWISH COMMUNITY

2,500 adults in Jewish households in South Palm Beach consider themselves to be Israelis, including 1,500 adults who were born in Israel. The 61% of Jewish households in which a member visited Israel is the third highest of about 35 comparison Jewish communities. The 30% of households in which a member visited Israel on a Jewish trip is the second highest of about 30 comparison Jewish communities. The 12% of households with Jewish children age 0-17 who have sent a Jewish child on a trip to Israel is about average among about 35 comparison Jewish communities.

The 61% of Jewish respondents who are extremely or very emotionally attached to Israel is the second highest of about 30 comparison Jewish communities. Of respondents in Jewish households who donated \$100 and over to Jewish charities in the past year, the 68% who consider supporting the people of Israel to be a very important motivation to donate to Jewish organizations is the second highest of about 15 comparison Jewish communities and the 44% who consider supporting educational trips to Israel to be a very important motivation is the highest. The 20% of respondents in households who donated \$100 and over to the Jewish Federation of South Palm Beach County in the past year who would increase their donations to the Jewish Federation if more of the money went to needs in Israel and overseas is about average among about 15 comparison Jewish communities. Thus, the significant connection to Israel should be considered in programming for the community.

ORGANIZED PROGRAMS TO ISRAEL SHOULD CONTINUE TO BE SUPPORTED

On most measures of “Jewishness” (such as religious practice, synagogue attendance, membership in the organized Jewish community, philanthropy, and volunteerism), this study shows a significant positive correlation with visits to Israel, particularly if the Israel trip was sponsored by a Jewish organization, although we cannot attribute cause and effect to these relationships.

61% of Jewish households in South Palm Beach contain a member who visited Israel, which is the third highest of about 35 comparison Jewish communities and compares to 61% in 1995. 12% of households with Jewish children age 0-17 have sent a Jewish child on a trip to Israel, which is about average among about 30 comparison Jewish communities. Yet, 20% of respondents in households who donated \$100 and over to Jewish charities in the past year consider supporting educational trips to Israel to be not at all important as a motivation to donate to Jewish organizations. Apparently, some donors do not appreciate the connection between trips to Israel and Jewish identity formation. Trips to Israel, particularly for teenagers and young adults, should continue to be promoted and supported so that the Jewish community can capitalize on the transforming experience that a trip to Israel can offer. Such an effort will face the challenge that 26% of households with Jewish children will not seriously investigate sending their teenagers to Israel, the second highest of about 15 comparison Jewish communities.

The 61% of Jewish respondents who are extremely or very emotionally attached to Israel is the second highest of about 30 comparison Jewish communities, an increase from 50% in 1995. Organized programs

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should be considered that bring together emotionally attached participants who have visited Israel in the past with less involved Jews. Fund raising efforts to support Israel programming should consider these strong emotional attachments.

ANTI-SEMITISM IS NOT THE ISSUE IT ONCE WAS, BUT IS STILL A CONCERN

7% of Jewish respondents in South Palm Beach personally experienced anti-Semitism in the local community in the past year. The 7% is the lowest of about 30 comparison Jewish communities. 9% of households with Jewish children age 6-17 reported that a Jewish child age 6-17 experienced anti-Semitism in the local community (mainly at school) in the past year. The 9% is the second lowest of about 25 comparison Jewish communities and compares to 21% in 1995. Despite the community's relatively low level of experience with anti-Semitism in the past year, 41% of respondents perceive a great deal or moderate amount of anti-Semitism in the local community, which is below average among about 35 comparison Jewish communities, and 75% of respondents in households who donated \$100 and over to Jewish charities in the past year consider combating anti-Semitism to be a very important motivation to donate to Jewish organizations. Of the eight motivations queried, the 75% of respondents who reported combating anti-Semitism as very important is the highest. Perhaps this is due, in part, to the recent reports of rising anti-Semitism around the world.

THE SOUTH PALM BEACH JEWISH COMMUNITY CONTINUES TO HAVE SIGNIFICANT TIES TO THE HOLOCAUST

2% (2,650 adults) of Jewish adults in South Palm Beach are Holocaust survivors, and 1% (1,550 adults) are children of survivors. 5% (3,950 households) of *Jewish households* contain a survivor or a child of a survivor.

In Palm Beach County as a whole, 91% of survivors are age 65 and over and 71% are age 75 and over. The median household income for Holocaust survivor households is \$62,000, compared to \$20,000 in Miami.

BOTH THE INTERNET AND THE PALM BEACH JEWISH JOURNAL SHOULD BE USED TO COMMUNICATE WITH THE JEWISH COMMUNITY

29% of Jewish respondents in South Palm Beach used the Internet for Jewish-related information in the past year, including 9% who used the Internet for information about the South Palm Beach Jewish community. Younger respondents were more likely to use the Internet for Jewish-related information in the past year than were older respondents: usage decreases from 46% of respondents under age 35 and 54% of respondents age 35-49 to 41% of respondents age 50-64, 34% of respondents age 65-74, and 17% of respondents age 75 and over.

58% of Jewish respondents use e-mail. 36% of respondents check their e-mail daily; 14%, a few times per week; 4%, once per week; and 5%, less than once per week. The percentage of respondents who use e-mail decreases from 91% of respondents under age 50 to 81% of respondents age 50-64, 66% of respondents age 65-74, and 39% of respondents age 75 and over.

The Internet and e-mail are quickly becoming important and effective media for communicating with and educating the South Palm Beach Jewish community.

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The *Palm Beach Jewish Journal* is always or usually read by 36% of respondents, but readership increases significantly with age, from 10% of respondents under age 35 to 13% of respondents age 35-49, 20% of respondents age 50-64, 38% of respondents age 65-74, and 47% of respondents age 75 and over. Thus, communicating with younger residents is more effective through the Internet and e-mail, while communicating with older residents is more effective via the Jewish newspaper.

EFFORTS ARE NEEDED TO INCREASE THE VISIBILITY OF THE JEWISH FEDERATION AND TO INVOLVE MORE PEOPLE IN THE ANNUAL CAMPAIGN

68% of Jewish households in South Palm Beach are on the Jewish Federation of South Palm Beach County mailing list, a decrease from 76% in 1995. However, 55% of households reported that they were not asked to donate to the Jewish Federation of South Palm Beach County in the past year, which is above average among about 35 comparison Jewish communities and represents an increase from 49% in 1995.

43% of households who were not asked to donate to the Jewish Federation in the past year donated to other Jewish charities (Jewish charities other than Jewish Federations), and 67% donated to non-Jewish charities. Of households asked to donate to the Jewish Federation in the past year, the 17% who did not donate is about average among about 35 comparison Jewish communities. In addition, 59% of respondents are not at all familiar with the Jewish Federation, which is the fourth highest of about 35 comparison Jewish communities.

Efforts should be made to reach households who are not on the Jewish Federation mailing list and to raise the profile of the Jewish Federation. Strategies should be developed to increase the involvement of those population groups who are currently under represented in the Annual Campaign, particularly new residents, households under age 65, households with children and non-elderly single households, intermarried households, and households in which no adult visited Israel.

EFFORTS ARE NEEDED TO INVOLVE MORE YOUNG PEOPLE IN THE ANNUAL CAMPAIGN AND IN JEWISH PHILANTHROPIC GIVING IN GENERAL

As in most comparison Jewish communities, a disproportionate number of donations and a disproportionate share of the total dollars donated to the Jewish Federation of South Palm Beach County Annual Campaign derive from elderly households.

83% of Jewish households who donated to the Jewish Federation in the past year are age 65 and over, while 71% of all Jewish households in South Palm Beach are elderly. 86% of households under age 35, 68% of households age 35-49, and 66% of households age 50-64 were not asked to donate to the Jewish Federation in the past year, compared to 57% of households age 65-74 and 47% of households age 75 and over. In total, 91% of households under age 35, 82% of households age 35-49, and 75% of households age 50-64 did not donate to the Jewish Federation in the past year, compared to 65% of households age 65-74 and 53% of households age 75 and over. From 1995-2005, a decrease in the percentage of households who donated to the Jewish Federation in the past year is seen for households under age 35 (from 28% in 1995 to 9% in 2005).

87% of elderly households and 82% of non-elderly households donated to charities in the past year. However, 76% of elderly households donated to *Jewish charities* in the past year, compared to 53% of non-elderly households, and 11% of elderly households donated to *non-Jewish charities only*, compared

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to 29% of non-elderly households. Thus, while younger households *do* donate to charities, many apparently are unconvinced that Jewish charities should receive special attention. Strategies should be developed to attract more young people to *Jewish* philanthropic giving.

SIGNIFICANT EMPHASIS ON ENDOWMENT GIVING IS WARRANTED IN SOUTH PALM BEACH

65% of Jewish respondents age 65 and over in South Palm Beach feel very much or somewhat a part of the South Palm Beach Jewish community. Philanthropic giving among older Jews is relatively high. 76% of households age 65 and over donated to Jewish charities in the past year. 15% of households age 65 and over donated \$100 and over to the Jewish Federation of South Palm Beach County in the past year, and 32% donated \$100 and over to other Jewish charities (Jewish charities other than Jewish Federations). 4% of households age 65 and over donated \$1,000 and over to the Jewish Federation in the past year, and 7% donated \$1,000 and over to other Jewish charities.

10% of respondents age 50 and over do not have wills; 74% have wills that contain no charitable provisions; 13% have wills that contain provisions for Jewish charities; and 3% have wills that contain provisions for non-Jewish charities only. The Jewish Federation of South Palm Beach County should capitalize on the proclivity of the elderly to donate to Jewish charities. Only 2% of respondents are very familiar with the Jewish Community Foundation and 92% are not at all familiar. Only 16% (1,063 households) of respondents who have wills that contain provisions for Jewish charities have a provision for the Jewish Federation of South Palm Beach County in their wills. 19% (650 households) of respondents age 50 and over who have wills that contain provisions for Jewish charities but not for the Jewish Federation of South Palm Beach County, would consider making such a provision. Emphasis should be placed on enhancing programs which communicate the opportunities for, and advantages of, endowment giving.

THE JEWISH FEDERATION SHOULD ENCOURAGE VOLUNTEERISM IN THE SOUTH PALM BEACH JEWISH COMMUNITY

23% of Jewish respondents in South Palm Beach volunteered for Jewish organizations in the past year, and 26% volunteered for non-Jewish organizations. The 23% of respondents who volunteered for Jewish organizations in the past year is the third lowest of about 25 comparison Jewish communities, while the 26% who volunteered for non-Jewish organizations is below average among about 20 comparison Jewish communities. The 67% of adults in Jewish households who are retired can serve as a significant resource to the volunteer community. The Jewish Federation and its agencies should promote volunteer opportunities, particularly within the South Palm Beach Jewish community.

THE ANNUAL CAMPAIGN OF THE JEWISH FEDERATION OF SOUTH PALM BEACH COUNTY SHOULD BE ORIENTED TOWARD THE MOTIVATIONS FOR GIVING IDENTIFIED BY THE STUDY

75% of respondents in Jewish households in South Palm Beach who donated \$100 and over to Jewish charities in the past year reported that combating anti-Semitism is a very important motivation to donate to Jewish organizations; 71%, providing social services for the Jewish elderly; 68%, supporting the people of Israel; 65%, providing Jewish education for children; 59%, helping Jews overseas who are in distress; 49%, providing individual and family counseling for Jews; 44%, supporting educational trips to Israel; and 40%, providing social, recreational, and cultural activities for Jews.

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27% of respondents in households who donated \$100 and over to the Jewish Federation of South Palm Beach County in the past year reported that they would increase their donations if more of the money went to local needs, and 20% would increase their donations if more of the money went to needs in Israel and overseas. Unlike in most comparison Jewish communities, in South Palm Beach the percentage of respondents who would increase their donations if more of the money went to local needs is *not* much higher than the percentage of respondents who would increase their donations if more of the money went to needs in Israel and overseas. Campaign publicity must carefully balance these contrasting priorities.

19% of respondents in households who donated \$100 and over to the Jewish Federation of South Palm Beach County in the past year would increase their donations if they were asked by a close friend; 13%, if they were asked in person; and 3%, if they received more recognition for the donation.

Marketing efforts that are oriented toward the community's motivations for giving and the circumstances under which donors might increase their level of giving may lead to a more successful campaign.

ADDITIONAL AVENUES FOR COOPERATION WITH THE JEWISH FEDERATION OF PALM BEACH COUNTY SHOULD BE EXPLORED

The two Jewish Federations in Palm Beach County share a number of informal contacts and have cooperated on some programs, including the current study. This study was undertaken concurrently with a very similar study conducted for the Jewish Federation of Palm Beach County. This study shows that many similarities exist demographically between the two communities and both face many of the same challenges, suggesting that further avenues of cooperation may prove useful.

PLANNING FOR DELRAY BEACH SHOULD BE COORDINATED WITH THE JEWISH FEDERATION OF PALM BEACH COUNTY

58,600 persons live in 31,200 Jewish households in Boynton Beach, just to the north of Delray Beach. The number of Jewish households in Boynton Beach increased from 19,200 households in 1999. 1,650 children age 0-17 live in Jewish households in Boynton Beach.