

2017

COLLIER COUNTY JEWISH COMMUNITY STUDY



**THE STRENGTH OF A PEOPLE
THE POWER OF A COMMUNITY**



Cohen Center
for Modern Jewish Studies

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Acknowledgments

The Brandeis research team is grateful to the Jewish Federation of Collier County for the opportunity to collaborate to develop and conduct the 2017 Community Study. The study was proposed and sponsored by the Jewish Federation of Collier County, whose staff, Board of Directors, and Community Study Committee provided valuable input on the study design, questionnaire, and report. We are particularly grateful to Executive Director Jeffrey Feld, Board Chair Jane Schiff, and Past Chair Alvin Becker for teaching us about the community and helping ensure that our work would be of the highest quality and utility for the Collier County Jewish community. We also thank the many respondents who completed the survey. Without their willingness to spend time answering numerous questions about their lives, there could be no study.

We are deeply grateful for the efforts of our colleagues at the Cohen Center for Modern Jewish Studies, led by Prof. Leonard Saxe, Director of the Cohen Center for Modern Jewish Studies and Steinhardt Social Research Institute. Janet Krasner Aronson provided insight into every step of the project, particularly in developing the survey, creating the sample, and designing the weights. Particular thanks go to Sarah Harpaz, who programmed the survey, managed respondent communications, corresponded with community members, and developed the maps. This project truly would not have gone as smoothly as it did without her ceaseless efforts. We are also appreciative of the assistance provided by our colleagues in programming the survey: Shahar Hecht, Breanna Vizlakh, Naomi Weinblatt, and Matthew Feinberg; and Graham Wright who assisted with respondent communications.

We thank the dedicated team of students who worked on various elements of the project. David Manchester, Leora Kagedan, Rachel Gabrilowitz, Tamar Shachaf Schneider, and Jeffrey Hart cleaned mailing and membership lists to prepare the survey sample. Joelle Mark Anthony, Rivka Cohen, Sarah Durkin, Rachel Gabrilowitz, Tommy Gao, Yaoyao Gao, Jeffrey Hart, Mariah Manter, Joana Martin, Izabella Nickel, Tamar Shachaf Schneider, Joanna Spyra, and Melissa Viesel called respondents and administered the survey. Joelle Mark Anthony, Yaoyao Gao, Jeffrey Hart, Leora Kagedan, Mariah Manter, Tamar Shachaf Shneider, Joanna Spyra, and Gal Zahori spent countless hours searching for missing contact information for members of the sample. We thank Yves Bruno and Shay Bar Nissim for their work as the calling supervisors and Lev Paasche-Orlow and Camille Evans, who worked tirelessly coding responses to open-ended questions in the survey and formatting data into the Comparison Chart.

Finally, we are grateful to Deborah Grant for her editorial advice and feedback, Masha Lokshin for graphic design assistance, and Ilana Friedman for her logistical support throughout the study.

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Executive Summary

The Jewish Federation of Collier County commissioned the first-ever scientific study of the Jewish population of Greater Naples to ensure that there would be accurate, up-to-date data available to help make strategic decisions in the coming years. The study consisted of a representative-sample survey of households that are affiliated in any way with local Jewish organizations, as well as households identified on a market research list that had a higher-than-average probability of being Jewish but were not known in any way to local Jewish organizations. The survey was conducted between February 8, 2017, and May 7, 2017. Overall, 936 households in the Greater Naples area completed the survey.

The Greater Naples Jewish community is estimated to consist of 5,250 households, of which 4,500 live in Collier County. There are 8,800 Jewish individuals in the community, including 7,550 who live in Collier County. The remainder live in adjacent counties, primarily Lee County, but participate with one or more Jewish organizations in Collier County. About two-fifths of households have another residence; about half of these are in the Northeastern United States and about one-quarter are in the Midwest. About three-quarters of seasonal residents feel connected to the Jewish community where they have their other residence, presenting a challenge to Jewish organizations in Collier County that seek to engage them.

The Jewish community of Collier County is largely a retirement community, with nearly two-thirds of the population aged 70 or older. There is potential for growth as Jewish Baby Boomers around the United States, particularly in the Northeast and Midwest, retire and think about moving to warmer climates. However, the older nature of the community also indicates potential for shrinking as elderly residents pass away or move to be closer to children or grandchildren. There are only about 400 Jewish families in the community that are currently raising children.

As is typical of an aging community, many households have health challenges. One-fifth include at least one person in fair or poor health, and 13% had at least one health emergency in the past year. Six percent indicated that health challenges had constrained their participation in Jewish life.

Although the community is relatively affluent, there are pockets of need. Seven percent of households indicated that they are just getting along, poor, or nearly poor. Similar proportions indicated that they face significant non-medical financial hardships in the past year, would have trouble paying expenses related to an emergency, or that their finances had constrained their participation in Jewish life.

Community members enjoy a rich and varied Jewish religious and cultural life, though some seasonal residents reserve their communal religious engagement for the other communities where they live. About half of households have either low or no formal involvement in the organized Jewish community of Collier County. Two-fifths of households currently belong to a Jewish congregation, but only one-quarter belong to a congregation in Collier County. Another two-fifths are former members of a congregation, whether in Collier County or elsewhere; most of these are long-term year-round residents of Naples. Community members engage in wide variety of Jewish ritual and cultural activities throughout the year. Two-fifths of households have someone affiliated with either the Men's or the Women's Cultural Alliance (or both). Nearly two-thirds have been to Israel at least once.

The overall perception of community members is that Collier County Jewish organizations work well together and are cooperative, but a lack of resources such as a Jewish community center or cultural center may prevent greater cooperation and greater engagement of community members. Maintaining high-quality care for aging or unwell members of the community and providing services to members of the community with financial needs are also significant challenges.

Population Size and Characteristics

Greater Naples Jewish Population

- An estimated 7,550 Jews live in 4,500 households in Collier County, including 6,950 adults and 600 children.
- At least 1,250 Jews from adjacent counties, primarily Lee County, live in one of approximately 750 households in which someone is an active participant in or supporter of the Collier County Jewish community.

	Greater Naples	Collier County Only
Jewish Households	5,250	4,500
Adults	9,300	8,000
Jewish Adults	8,200	6,950
Non-Jewish Adults	1,100	1,050
Children	800	750
Jewish Children	600	600
Non-Jewish Children	200	150
Total Individuals	10,000	8,750
Jews	8,800	7,550
Non-Jews	1,300	1,200

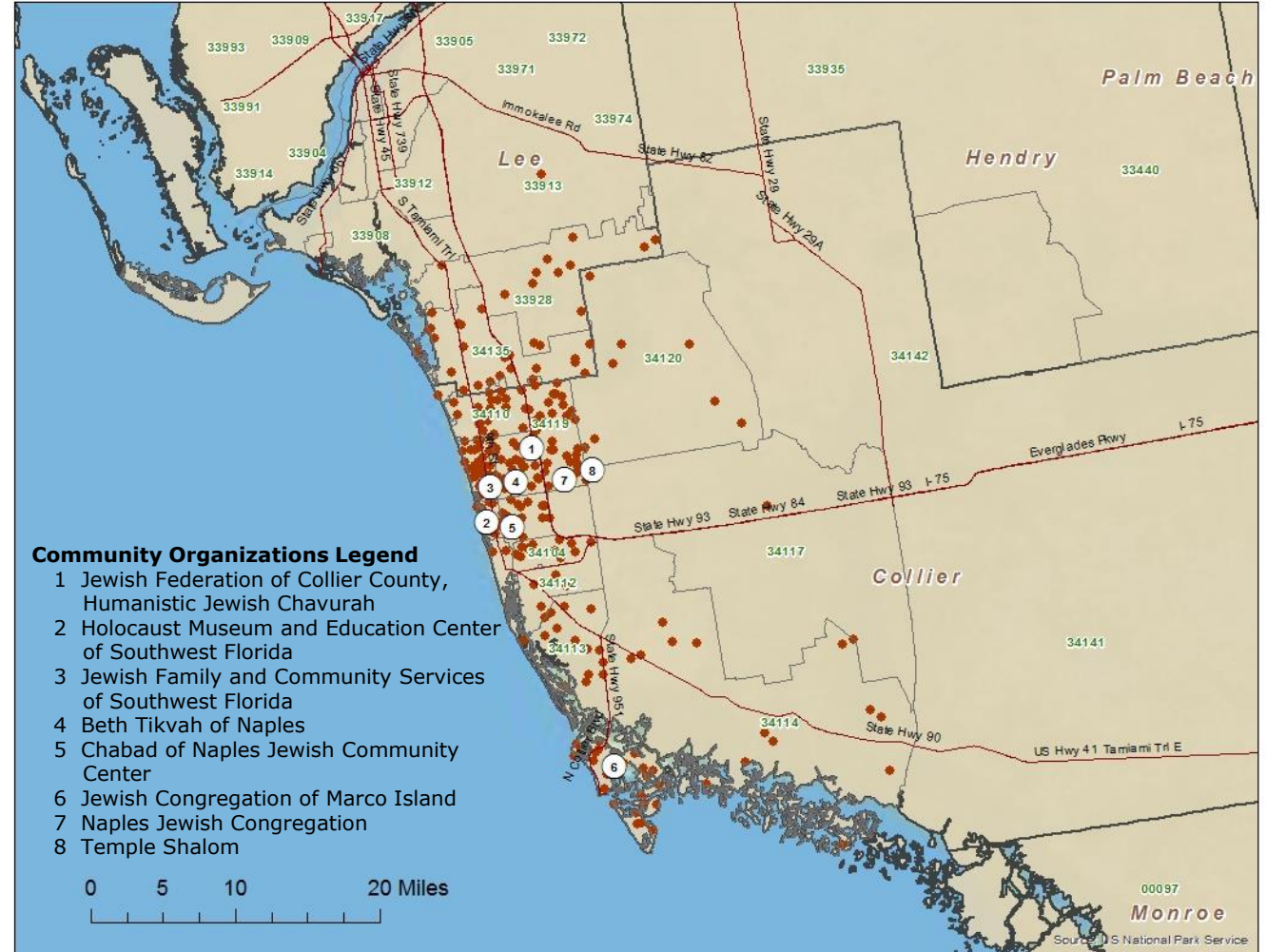
Population Size and Characteristics

Where do Jews in Greater Naples Live?

The Jewish population of Greater Naples is most heavily concentrated in northern Collier County, particularly in ZIP codes 34108, 34109, 34110, and 34119. This area is bounded by the Lee County line in the north, Pine Ridge Road in the south, Collier Boulevard in the east, and the Gulf of Mexico in the west.

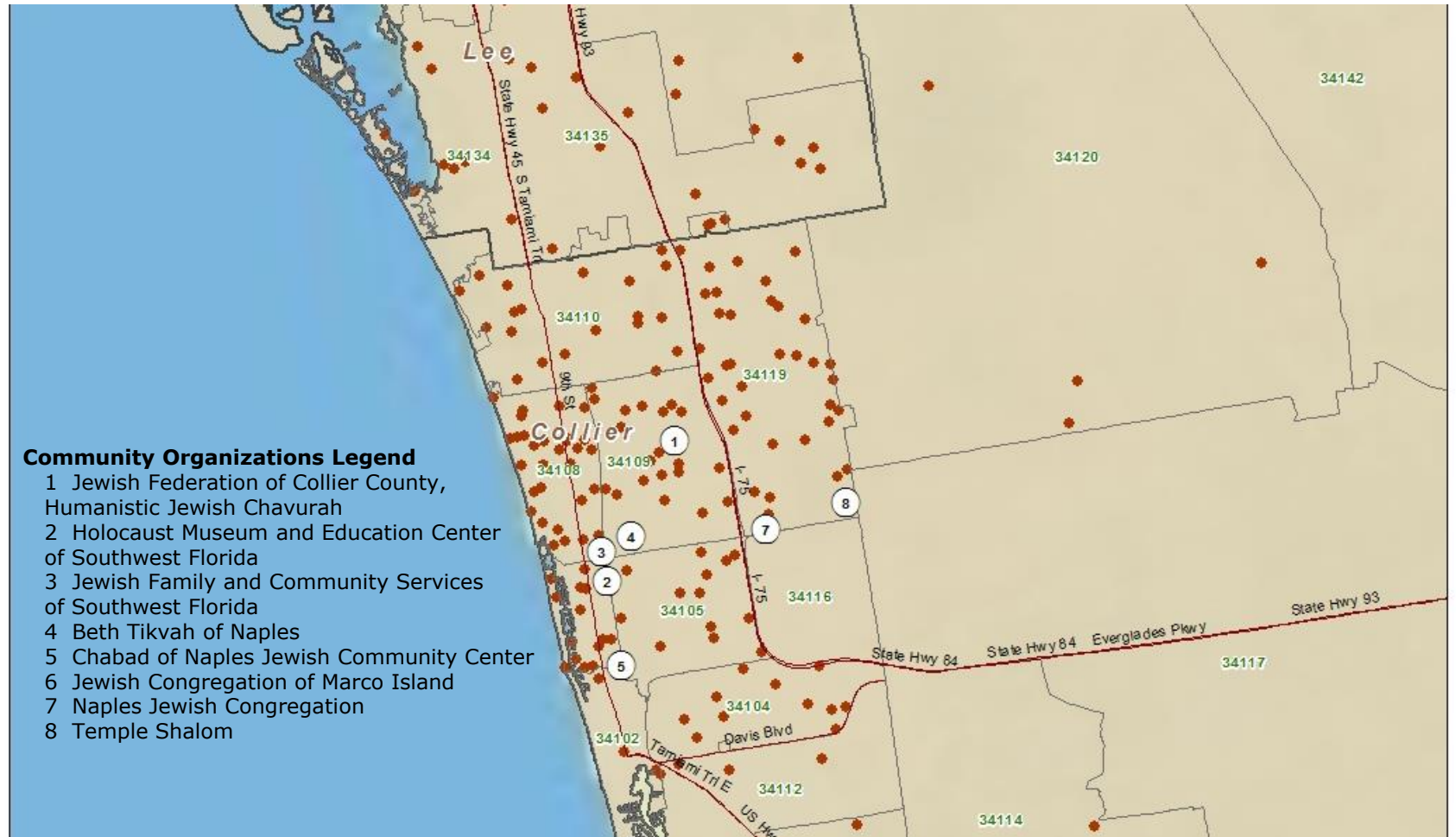
About 15% of Jewish households in Greater Naples live in Marco Island or adjacent areas.

One dot = 20 Jewish households
Dots randomly placed within ZIP code



Population Size and Characteristics

Close-up view of Jewish households in Greater Naples



Note: Jewish Congregation of Marco Island not visible in this map

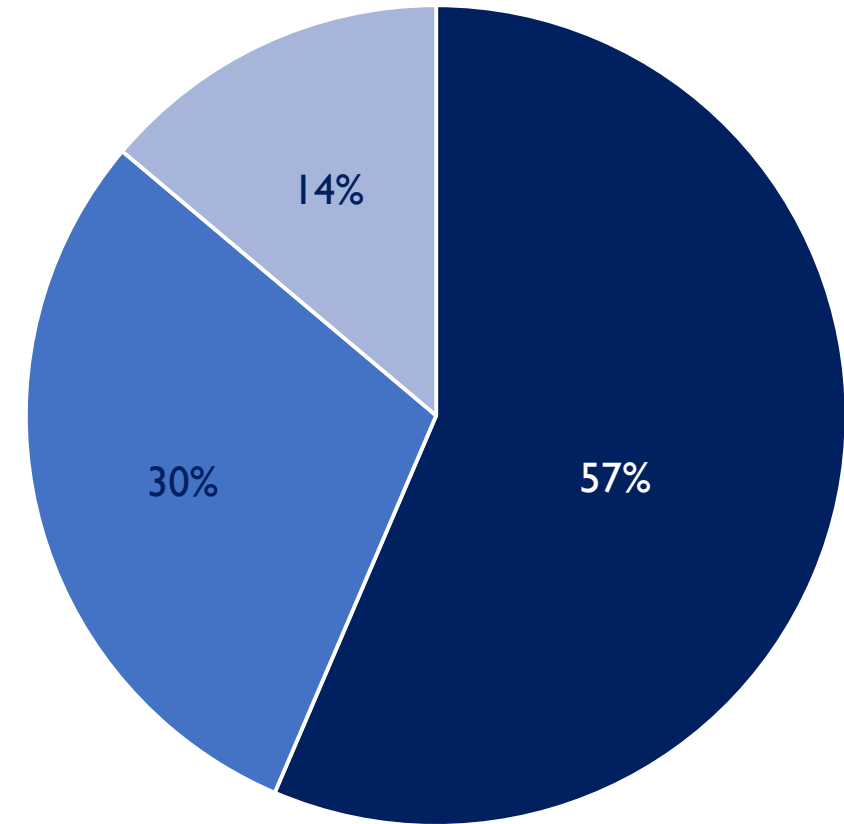
One dot = 20 Jewish households
Dots randomly placed within ZIP code

Population Size and Characteristics

Tenure and Type of Residence

Community members have lived in the Naples area for an average 13.2 years

- Year-Round: 14.3 years
- Seasonal, Primary: 11.6 years
- Seasonal, Secondary: 11.9 years



■ Year-Round ■ Seasonal, Primary ■ Seasonal, Secondary

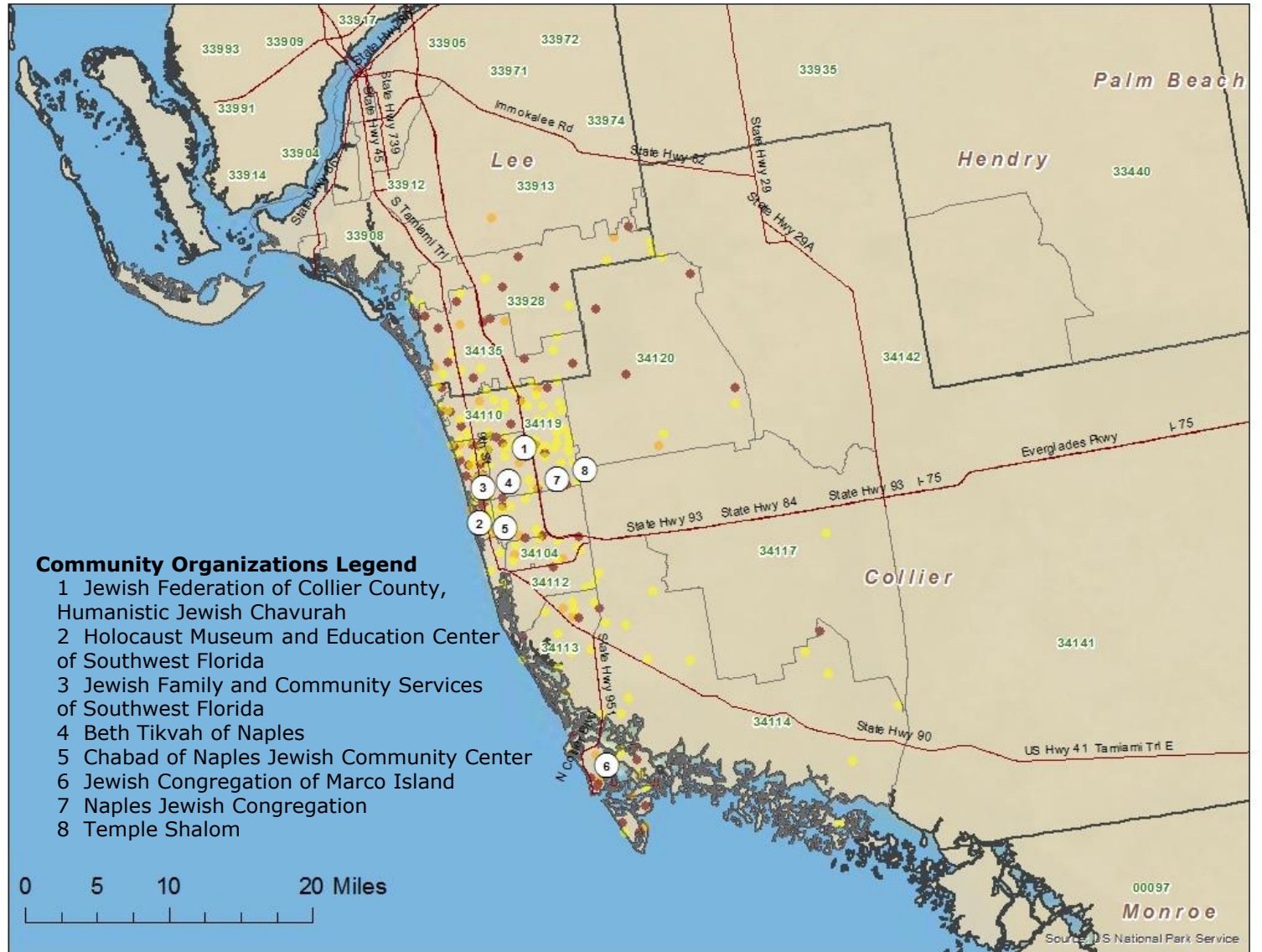
Population Size and Characteristics

Where do seasonal residents live?

- 43% of households (approx. 2,100 overall, 1,700 in Collier County) own multiple homes
- Primarily concentrated in Marco Island, northern Collier County, and southern Lee County
- The locations of their second homes:
 - ◇ The Northeastern US: 48%
 - ◇ The Midwestern US: 28%
 - ◇ Elsewhere in Florida: 12%
 - ◇ Elsewhere in the Southern US: 4%
 - ◇ The Western US: 2%
 - ◇ The rest of the world: 6%
- 2/3 of seasonal residents consider Greater Naples their primary residence
- 78% feel connected to the Jewish community where they have the second home; 33% very connected

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Red • = Seasonal households, primary residence
Orange • = Seasonal households, secondary residence
Yellow • = Year-round households



Population Size and Characteristics

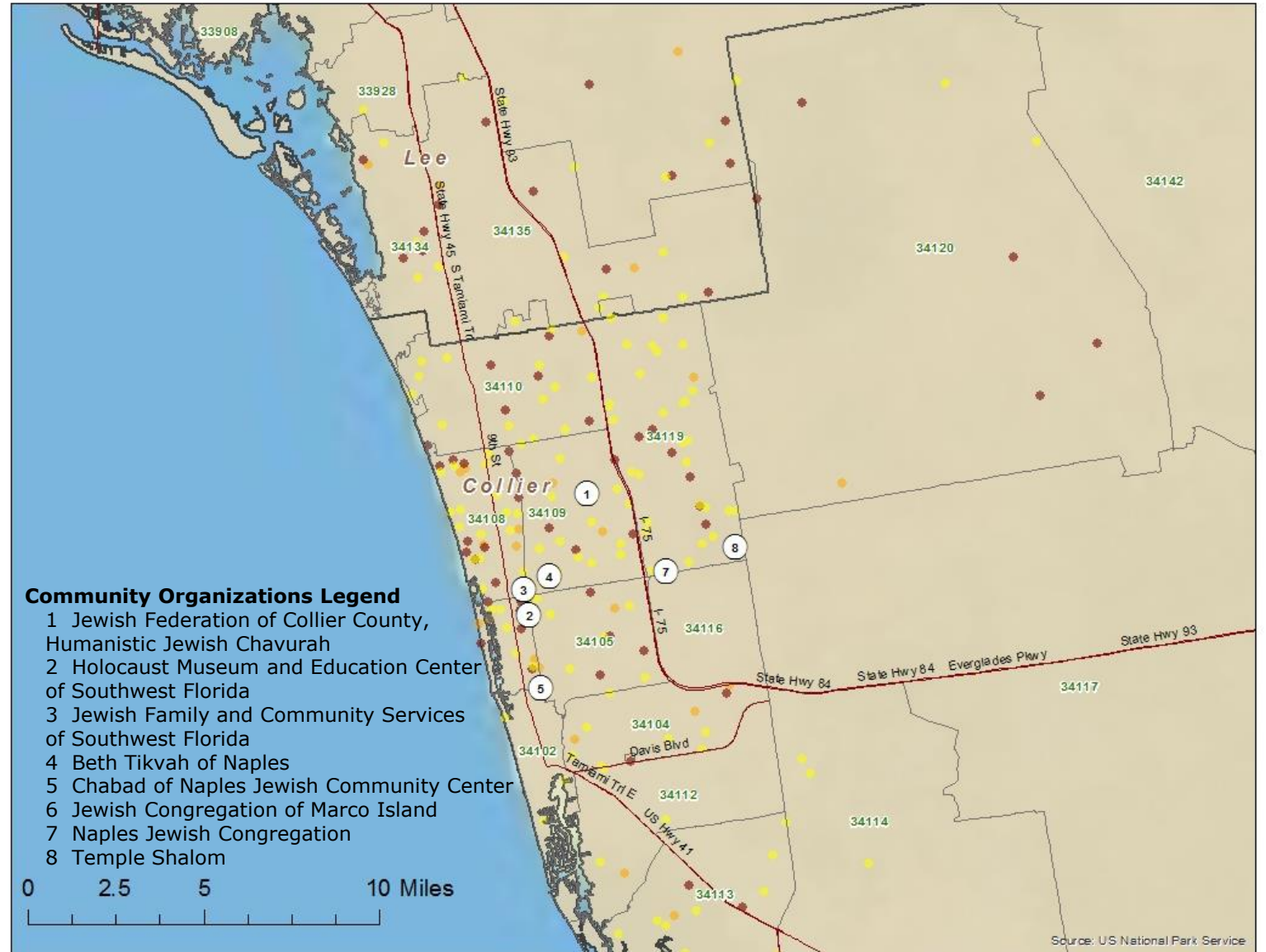
Seasonal residents, close-up view

- Spent on average 7.6 months in the Naples area during the past year
 - ◇ Seasonal, primary residence is Greater Naples: 8.6 months
 - ◇ Seasonal, secondary address is Greater Naples: 5.4 months
- 34% plan to increase the time they spend in Greater Naples; 64% do not plan changes
- Over half own a burial plot in another community (compared with 22% of year-round residents)

Note: Jewish Congregation of Marco Island not visible in this map

One dot = 20 Jewish households
Dots randomly placed within ZIP code

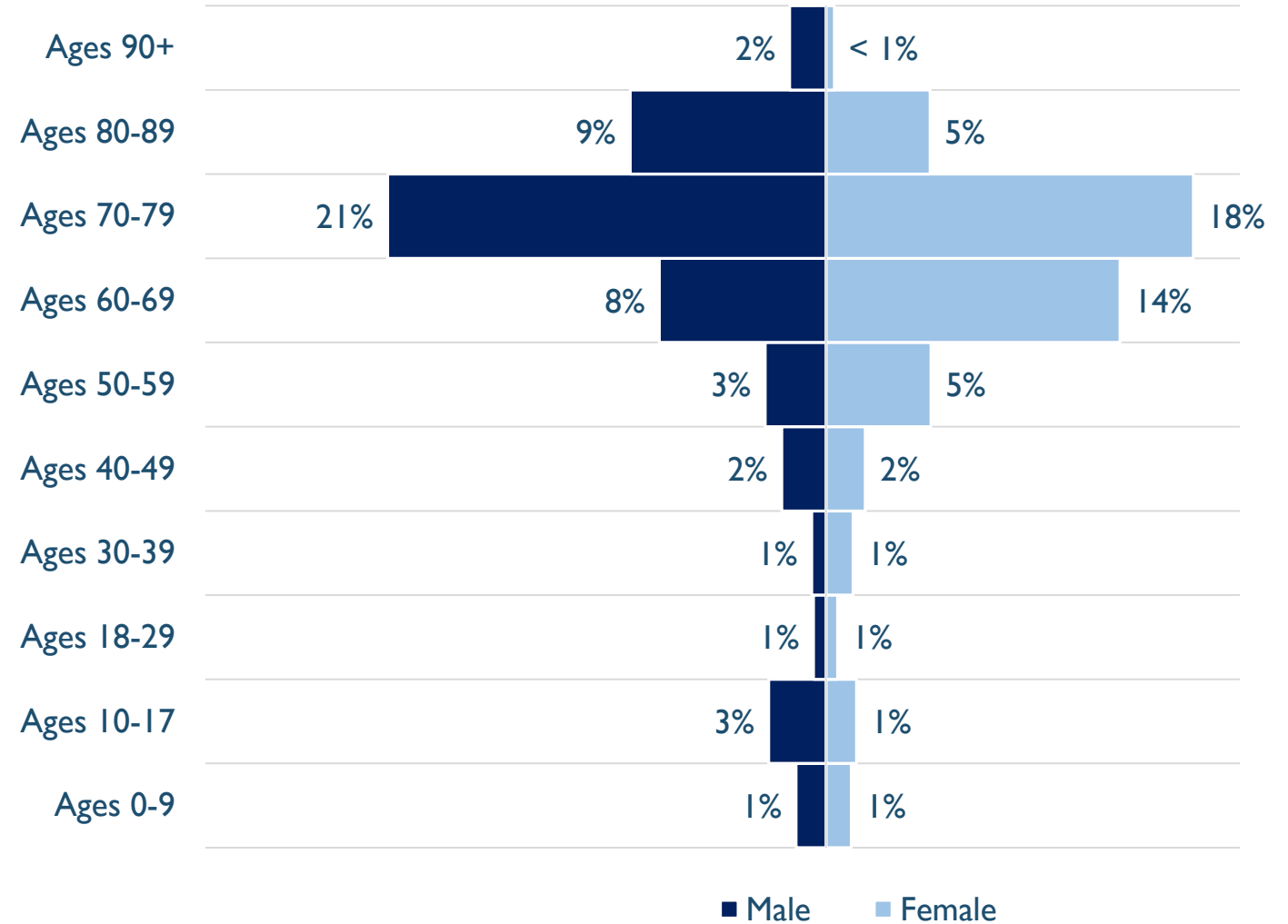
Red • = Seasonal households, primary residence
Orange • = Seasonal households, secondary residence
Yellow • = Year-round households



Population Size and Characteristics

Age and Gender of All Residents of Jewish Households

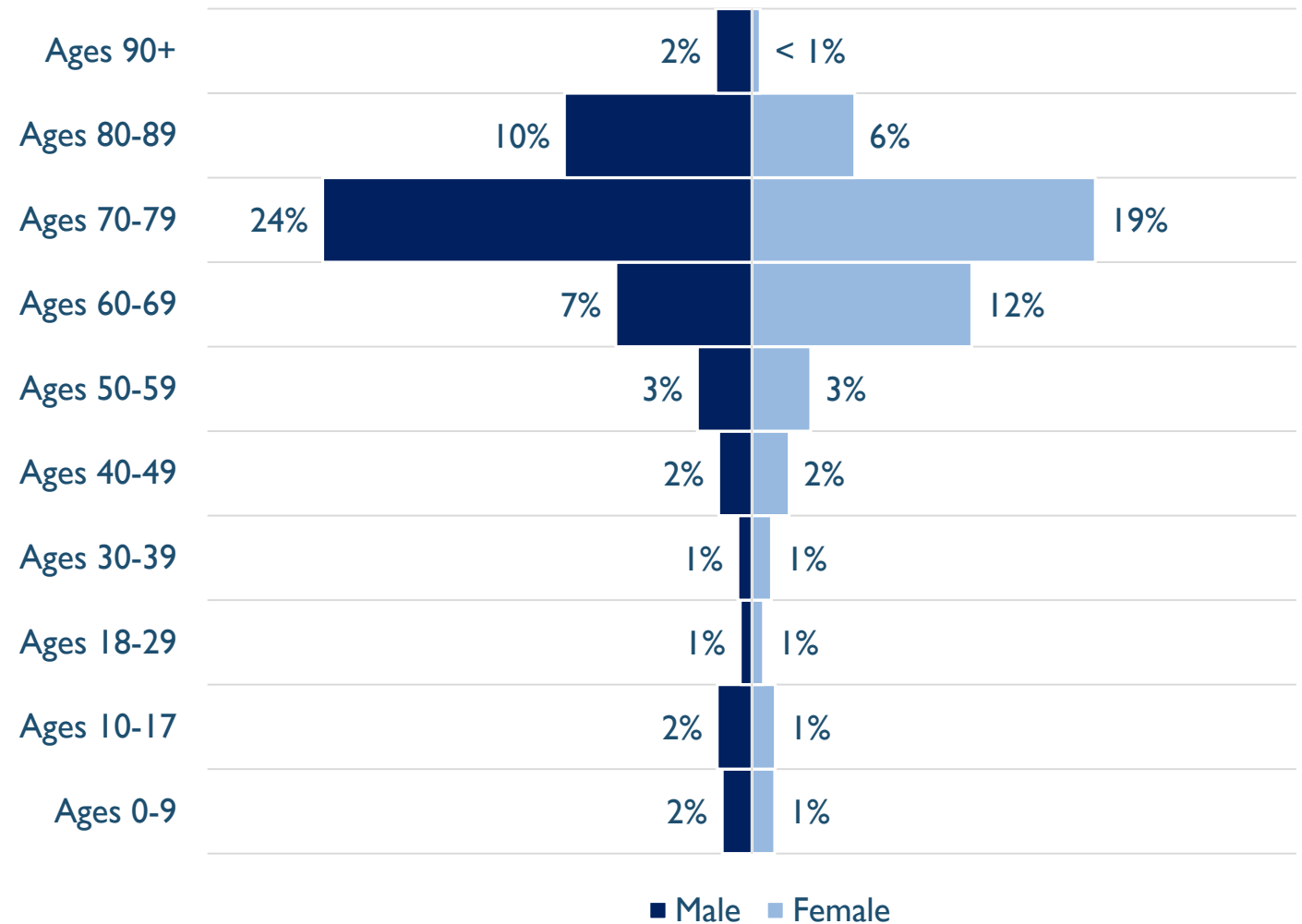
- 51% male; 49% female
- 6% are minors
- 22% are younger than 60
- 39% are in their 70's



Population Size and Characteristics

Age and Gender of Jewish Residents of Jewish Households

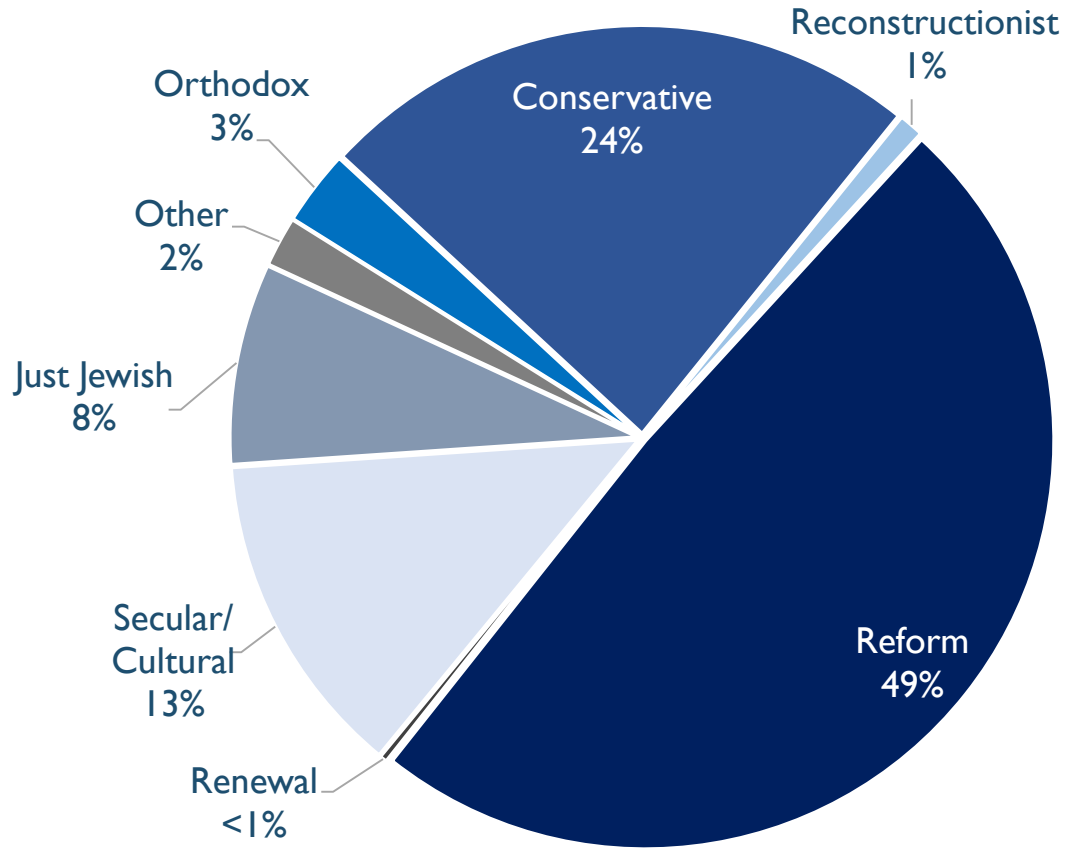
- 54% male; 46% female
- 6% are minors
- 20% are younger than 60
- 43% are in their 70's



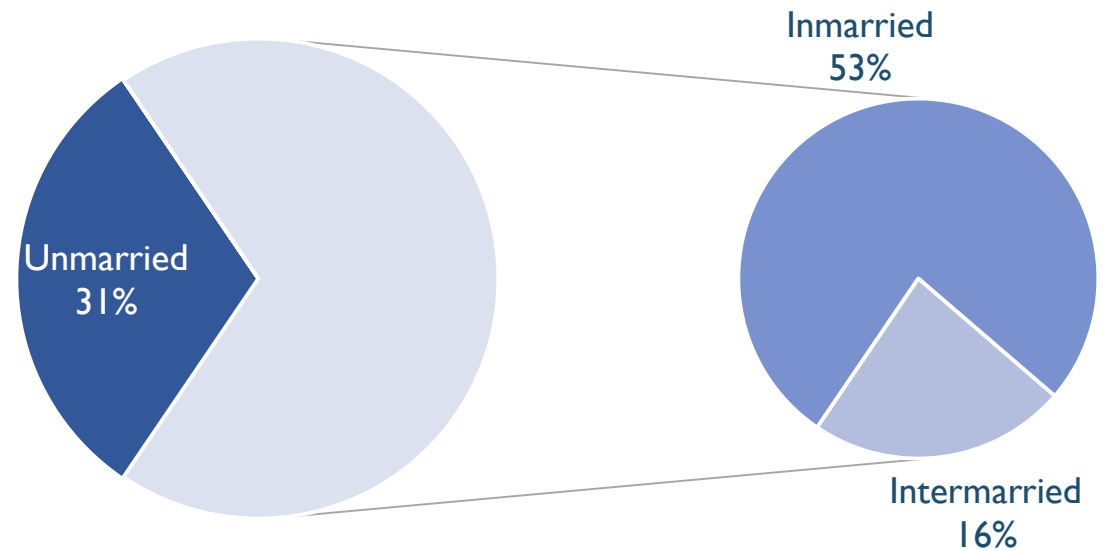
Population Size and Characteristics

Denomination and Marital Status

Denomination



Marital Status



Intermarriage rate = 24%

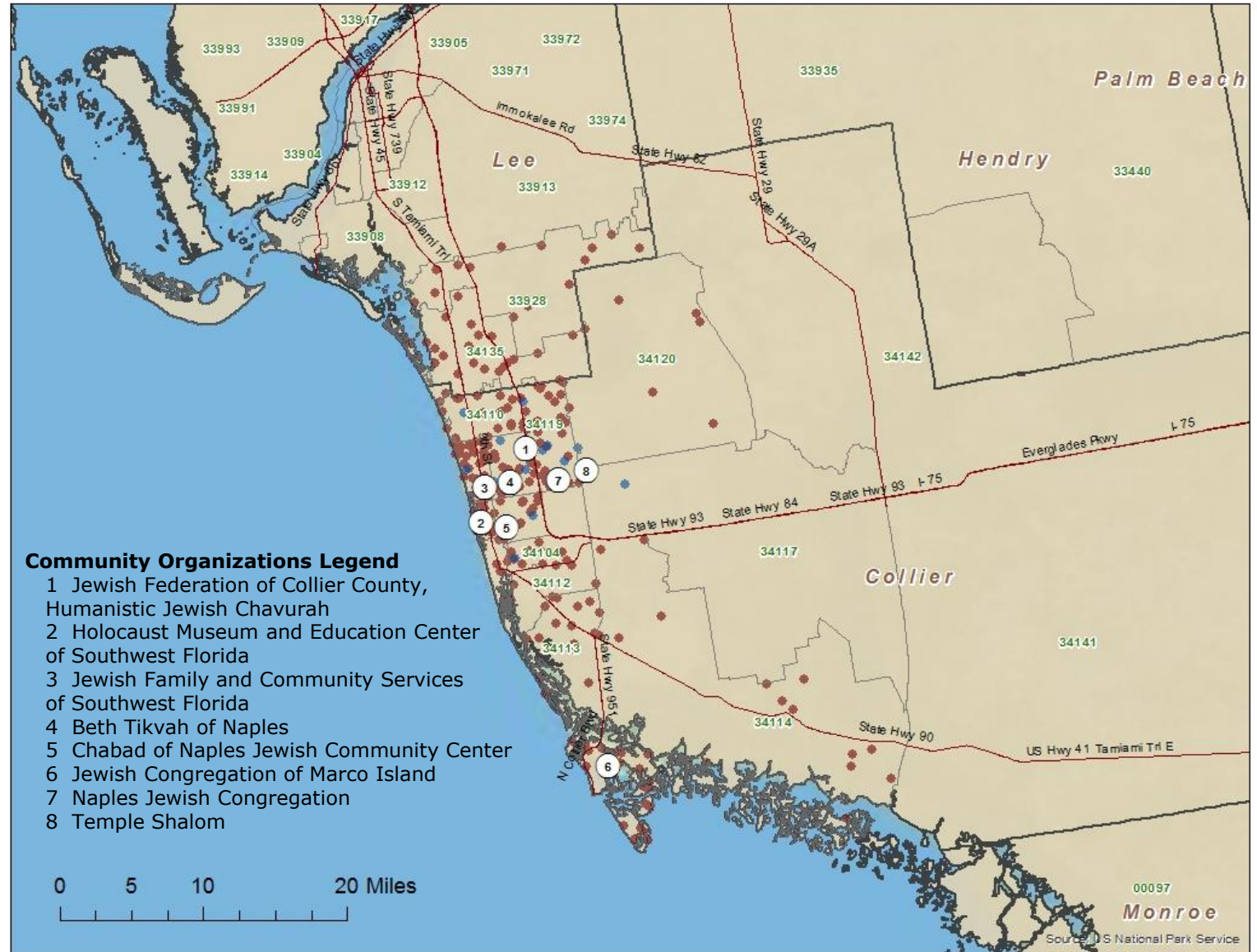
Population Size and Characteristics

Households with Children

- ~400 Jewish households with children (including adults in high school) in the Naples area, ~300 raising children as Jews
- Heaviest concentration in ZIP codes 34109 and 34119
- About 250 households enroll their children in some form of Jewish education: pre-school, part-time school, summer camp, youth group, or an Israel trip.

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = Households with kids
Red • = Households without kids



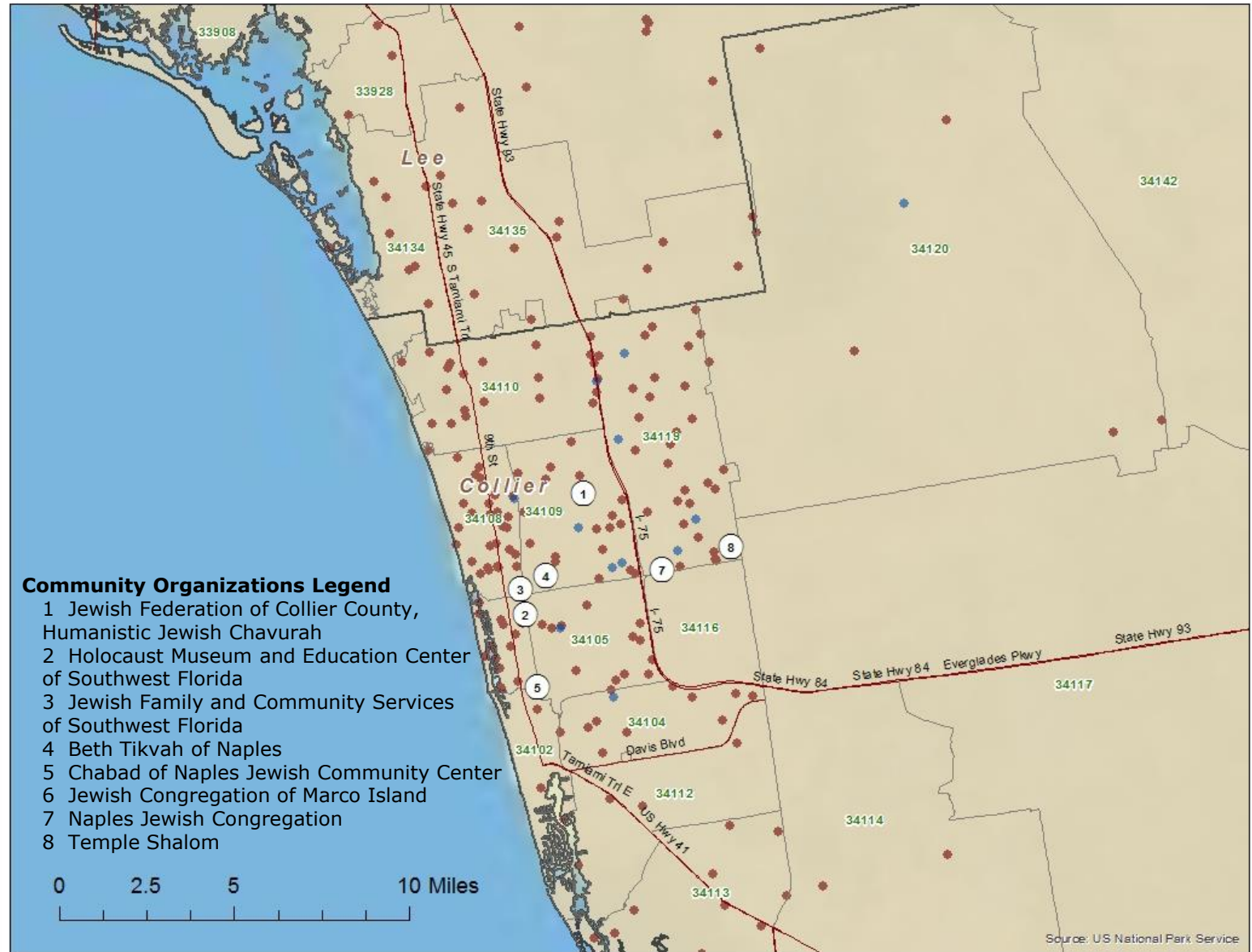
Population Size and Characteristics

Households with Children (close-up view)

Note: Jewish Congregation of Marco Island not visible in this map

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = Households with kids
Red • = Households without kids



Population Size and Characteristics

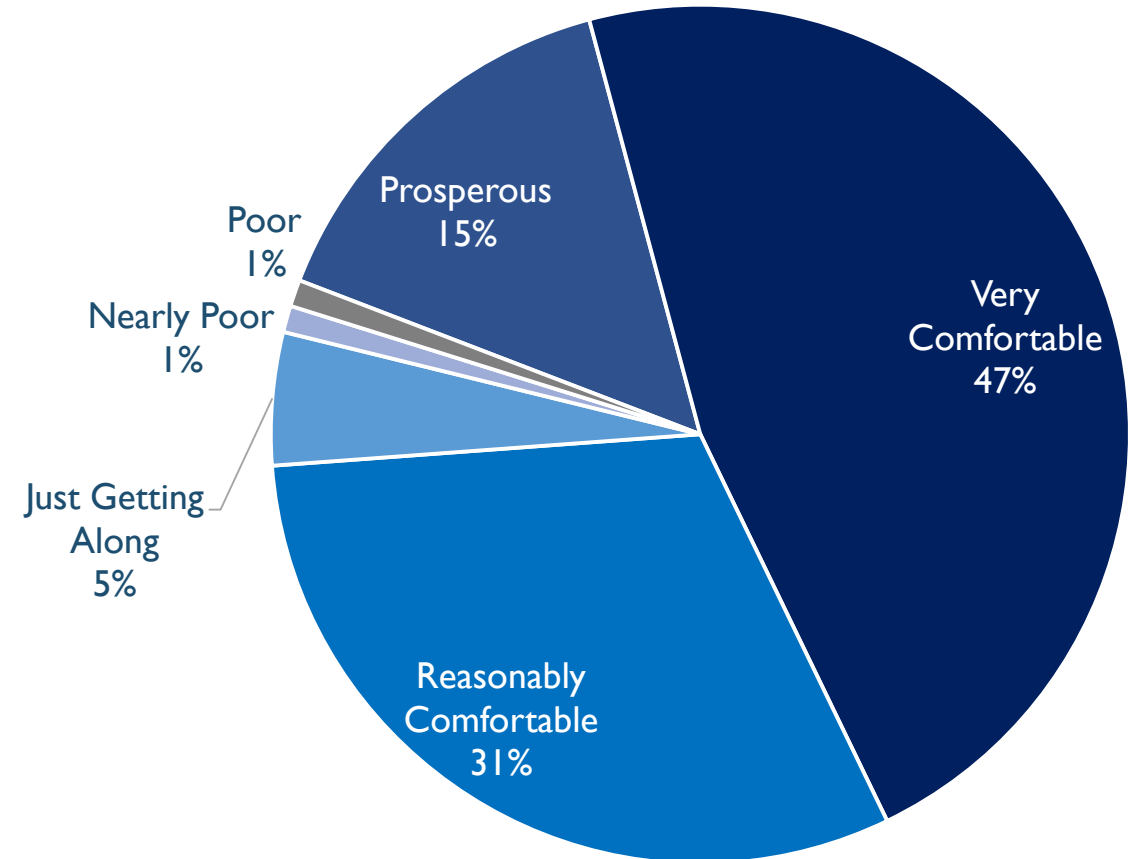
Health/Wellness

- 20% of households include someone in fair or poor health
- 10% of households required counseling or mental health services
- 13% of households required assistance with home maintenance
- 13% of households had a medical emergency in past year
- 6% of households were constrained from Jewish life due to health reasons
 - ◇ Limited physical mobility
 - ◇ Inability to access private transportation
 - ◇ Chronic illnesses
 - ◇ Terminal diseases

Population Size and Characteristics

Financial Well-Being

- 6% of households had a significant financial hardship in the past year not related to health issues
- 5% could not afford an emergency \$400 expense
- 4% were unable to participate in Jewish life for financial reasons
- 85% of adults in Jewish households are retired
- Of respondents who answered a question about household income:
 - ◇ 55% had income of \$100,000+
 - ◇ 21% had income of \$50,000 to \$99,999
 - ◇ 20% had income of \$25,000 to \$49,999
 - ◇ 5% had income under \$25,000



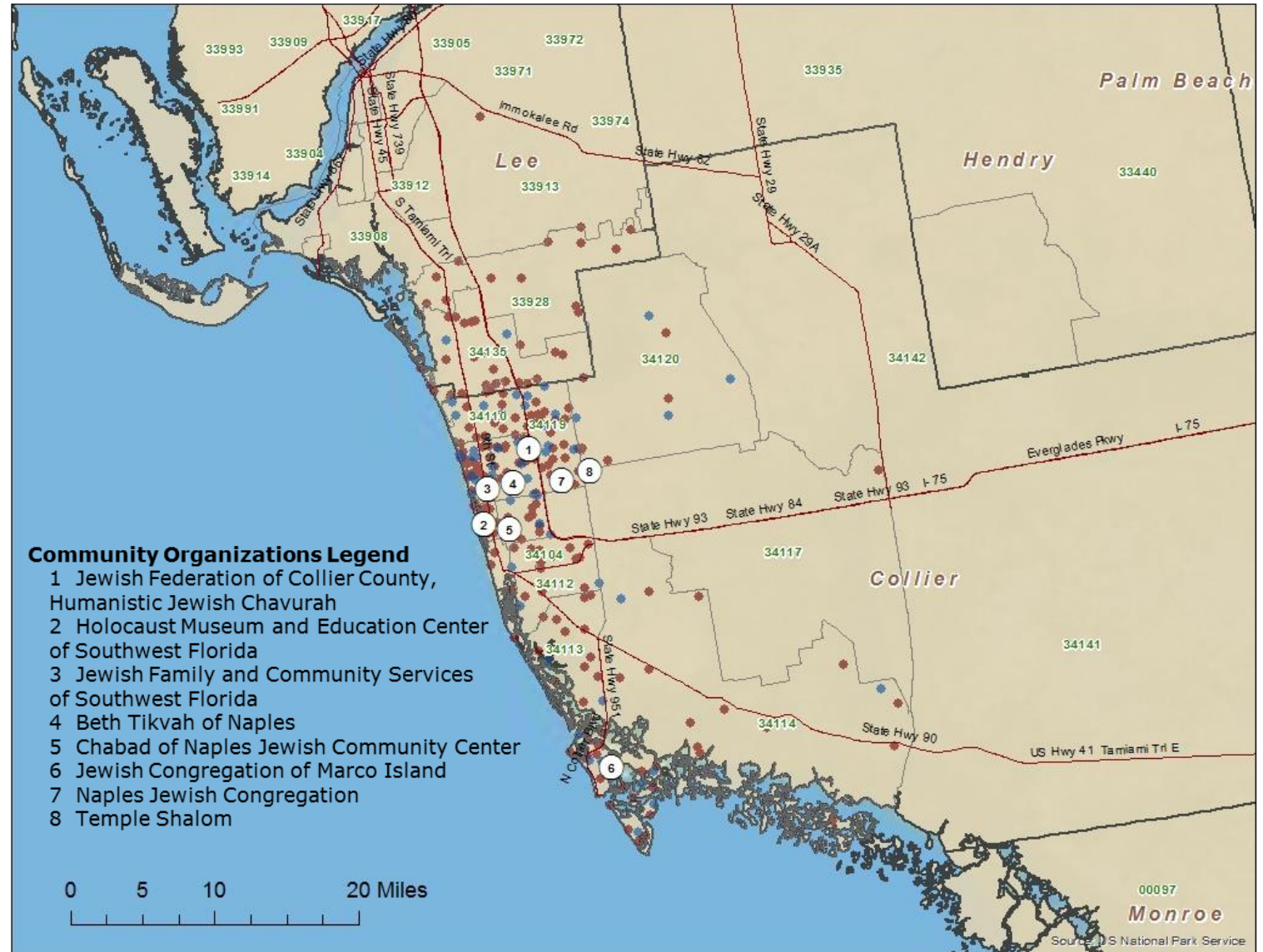
Population Size and Characteristics

Synagogue Members

- 42% of households (40% in Collier County) currently belong to a synagogue, minyan, chavurah, or other Jewish congregation
- 26% of households belong to a congregation in Collier County
- 23% of households belong to congregations outside of Collier County

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = Members of Collier County congregations
Red • = Non-members of Collier County congregations



Population Size and Characteristics

Synagogue Members

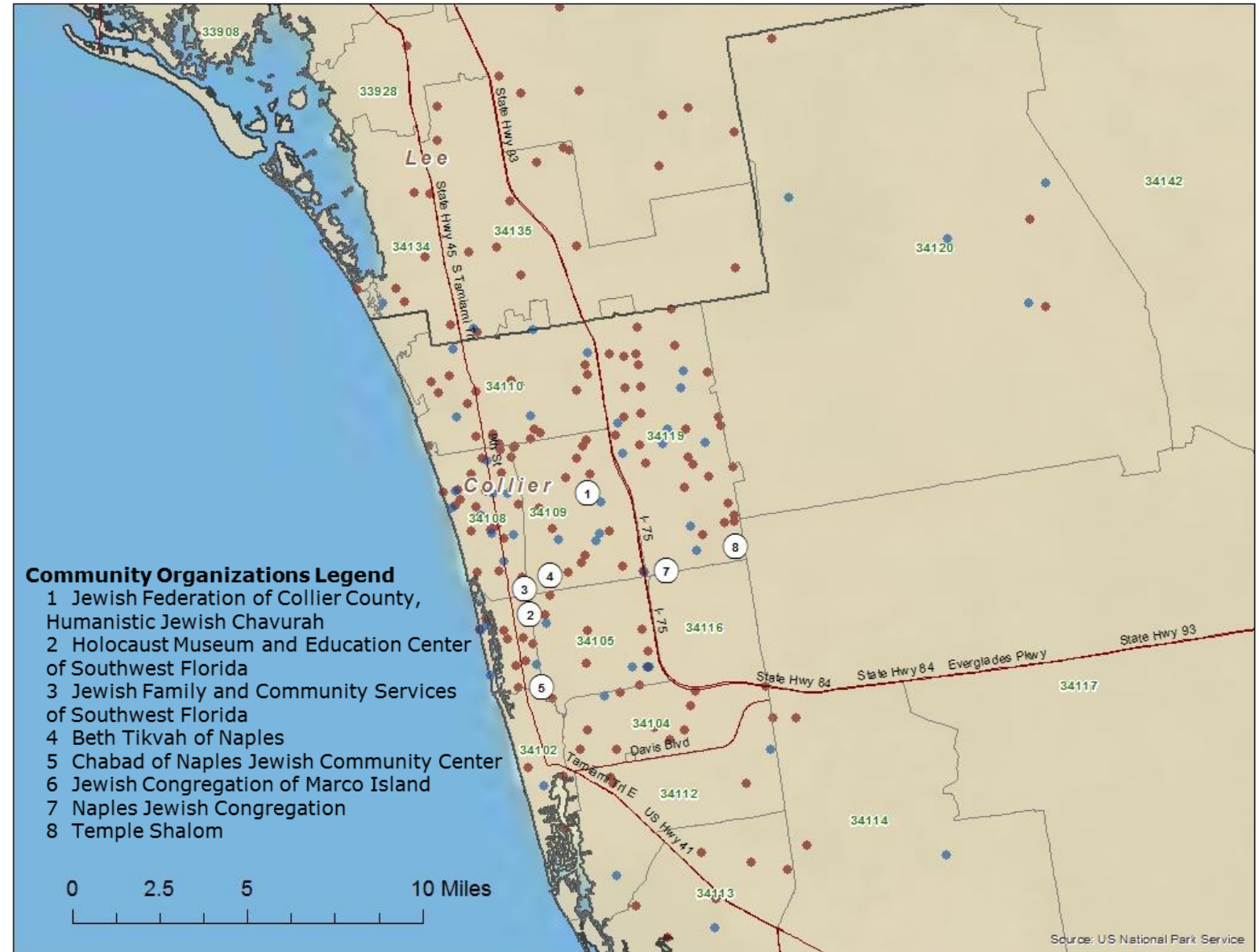
(close-up view)

- 40% of households used to belong to a congregation somewhere but no longer do
 - ◇ 75% of these are year-round residents and 25% are seasonal residents
 - ◇ 71% have been in Naples 10+ years

Note: Jewish Congregation of Marco Island not visible in this map

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = Members of Collier County congregations
Red • = Non-members of Collier County congregations

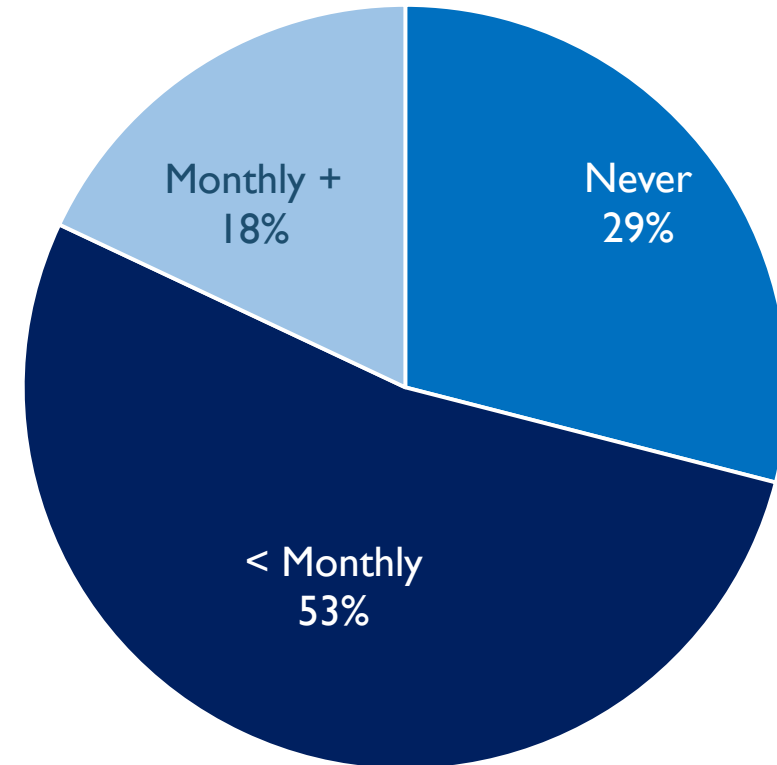


Population Size and Characteristics

Ritual Practices

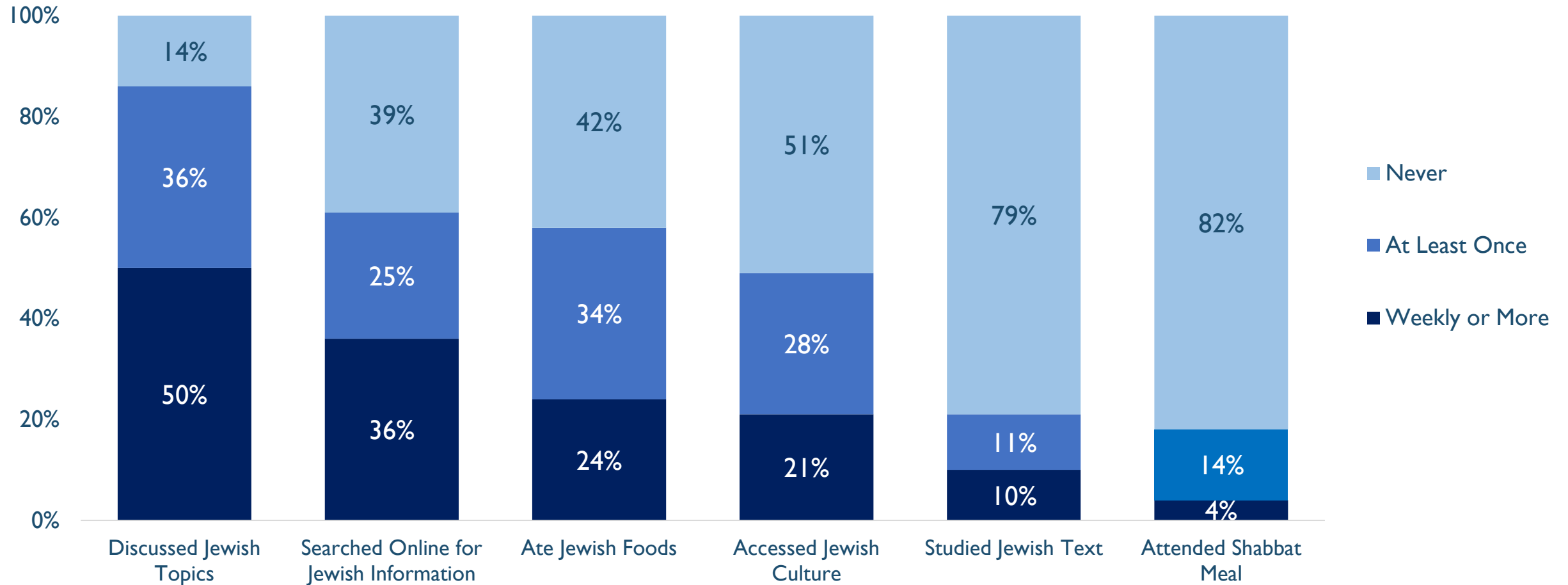
- 51% attended High Holiday services
- 43% fasted on Yom Kippur (11% could not fast)
- 41% lit Shabbat candles at least sometimes, 8% always
- 81% attended or hosted a Passover seder
- 77% lit Chanukah candles
- 21% follow some form of kosher rules
 - ◇ 3% keep kosher at home only
 - ◇ 2% keep kosher at all times

Attended Services



Population Size and Characteristics

Monthly Participation in Jewish Activities



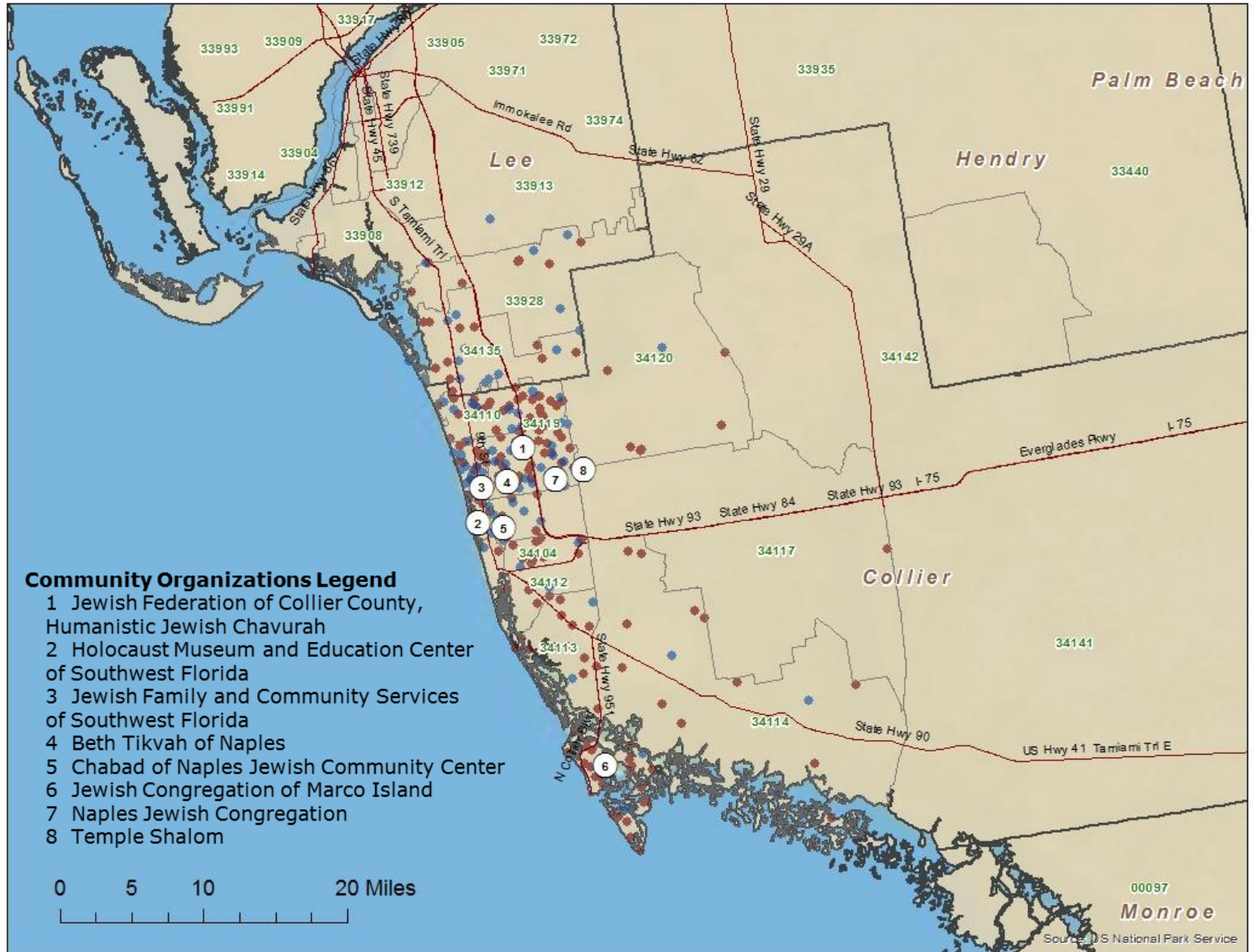
Population Size and Characteristics

Men's and Women's Cultural Alliances

- 38% of households say that at least one member belongs to the Men's Cultural Alliance or the Women's Cultural Alliance
- Member households are more likely to be seasonal residents and newer to Naples

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = Belong to the MCA/WCA
Red • = Do not belong to MCA/WCA



Population Size and Characteristics

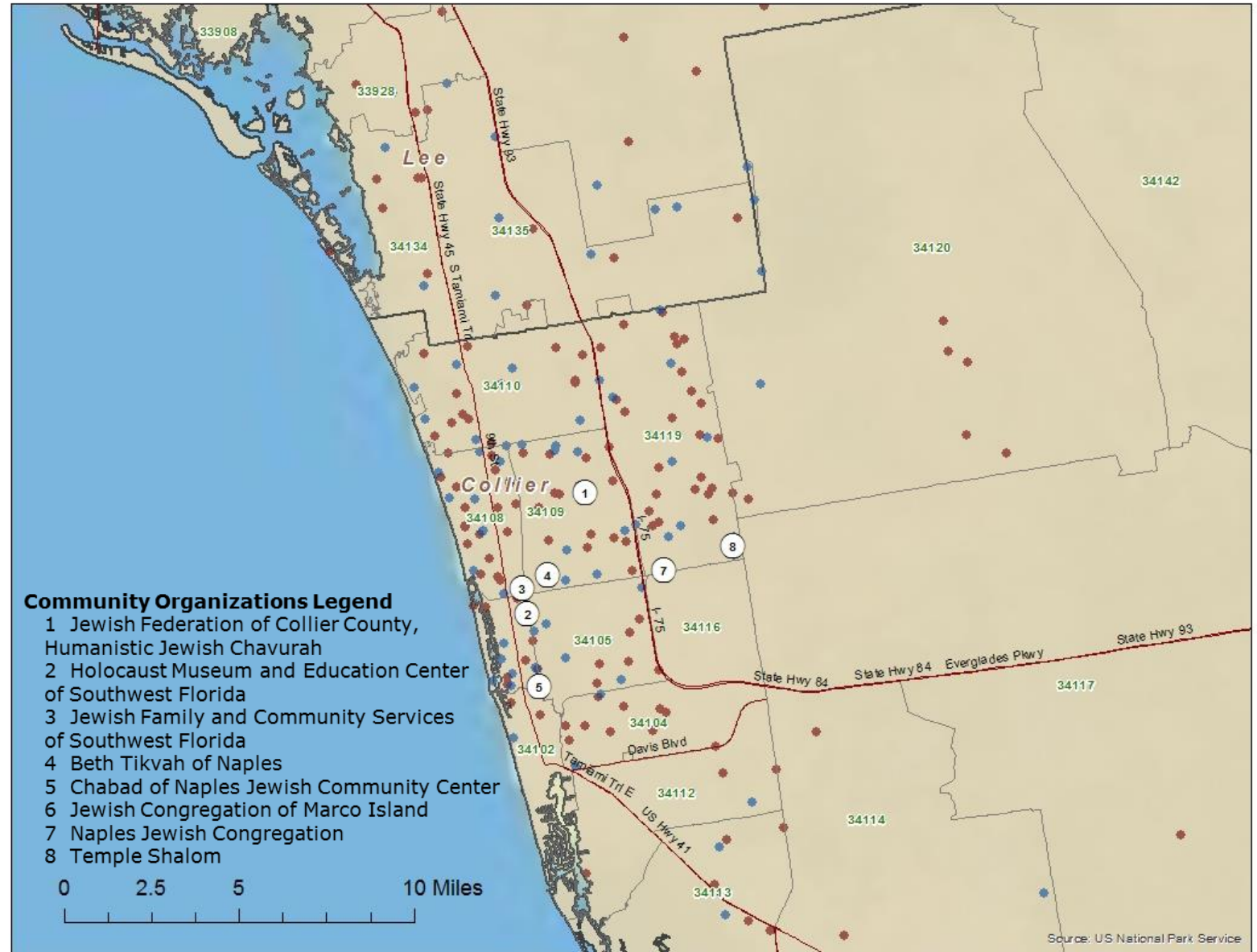
Men's and Women's Cultural Alliances (close-up view)

- MCA/WCA are big draws for Lee County residents
- MCA/WCA offer great potential for additional outreach to unaffiliated, seasonal residents, and people living farther from institutional center of the community

Note: Jewish Congregation of Marco Island not visible in this map

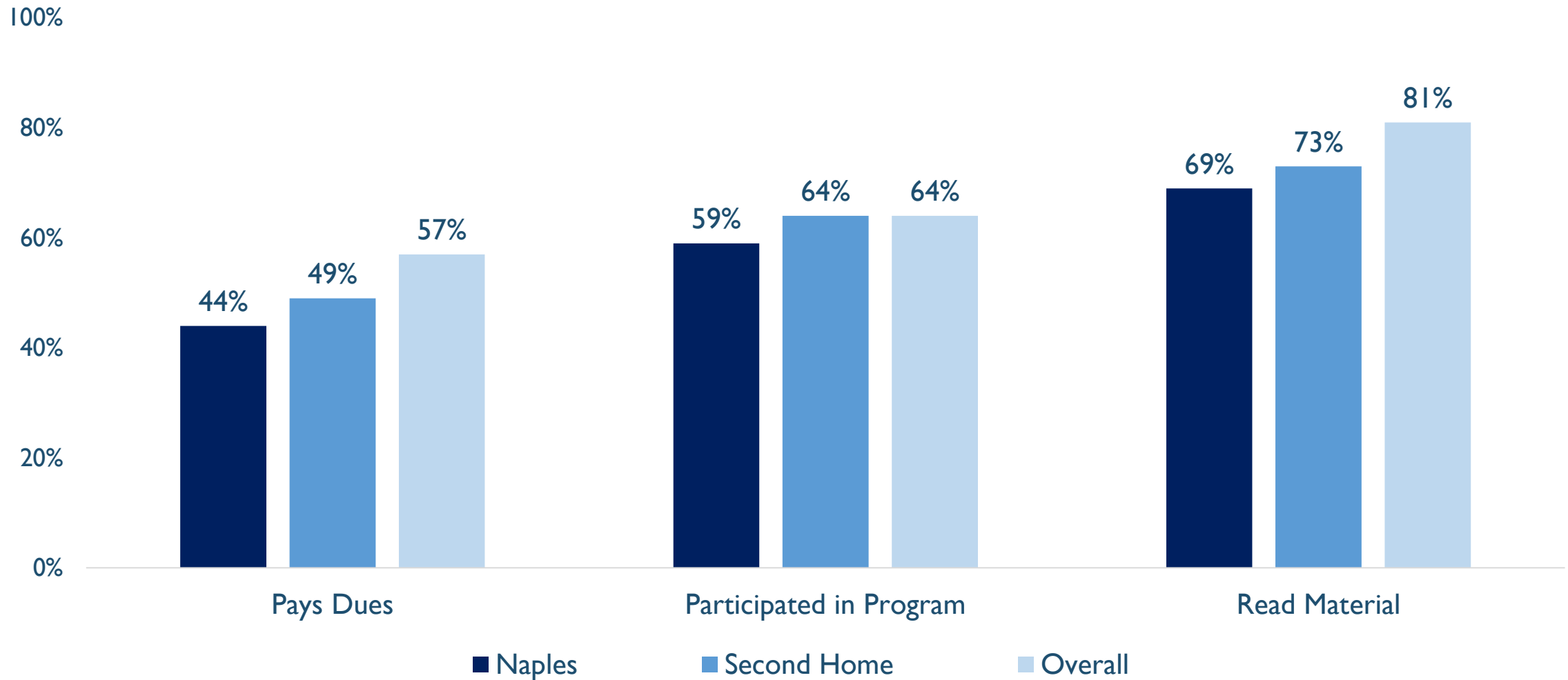
One dot = 20 Jewish households
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Red • = Do not belong to MCA/WCA



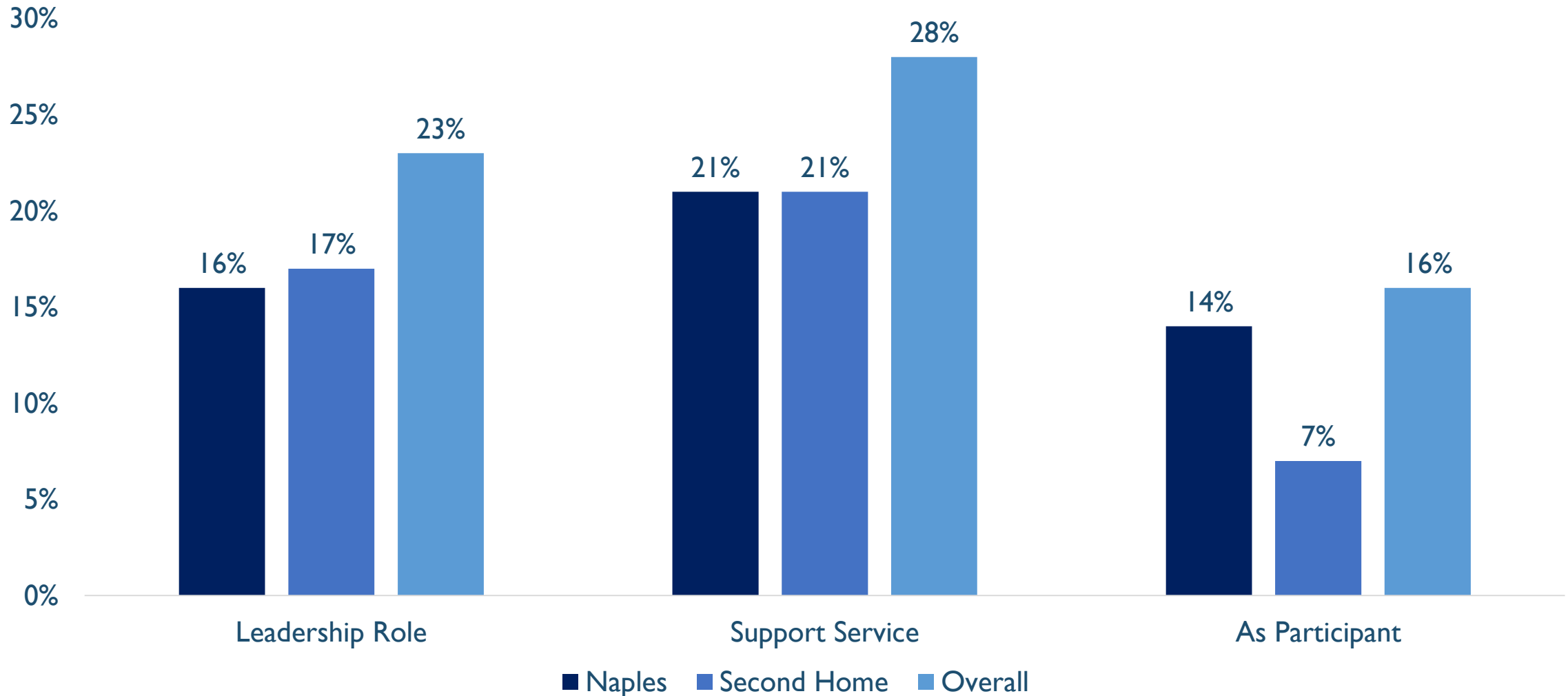
Population Size and Characteristics

Participation in Jewish Organizations



Population Size and Characteristics

Volunteering for and with Jewish Organizations



Population Size and Characteristics

Philanthropic Participation

- 92% donated to any organization
- 80% donated to at least one Jewish organization
- 57% donated to at least one Jewish organization in the Naples area
- 58% received a donation request from a Jewish organization in Greater Naples
- 4% are leaving a bequest to a Naples Jewish organization

Donors to the Naples Jewish community support these organizations:

Jewish Federation of Collier County	60%
A local synagogue	55%
JFCS of Southwest Florida	23%
A Jewish school or camp	13%
Other Jewish groups (e.g., the Holocaust Museum, Israel organizations, Hadassah, the ADL)	51%

Community Involvement

- Involvement in the Collier County Jewish community was determined by:
 - ◇ Membership in Local Jewish Organizations (synagogues, MCA/WCA, other local Jewish organizations and groups)
 - ◇ Participation in Local Jewish Organizations (attending programs, reading materials, paying dues)
 - ◇ Support of Local Jewish Organizations (donations, volunteering)
- Households are broken down into:
 - ◇ No Involvement: 28%
 - ◇ Low Involvement: 26%
 - ◇ Moderate Involvement: 31%
 - ◇ High Involvement: 15%

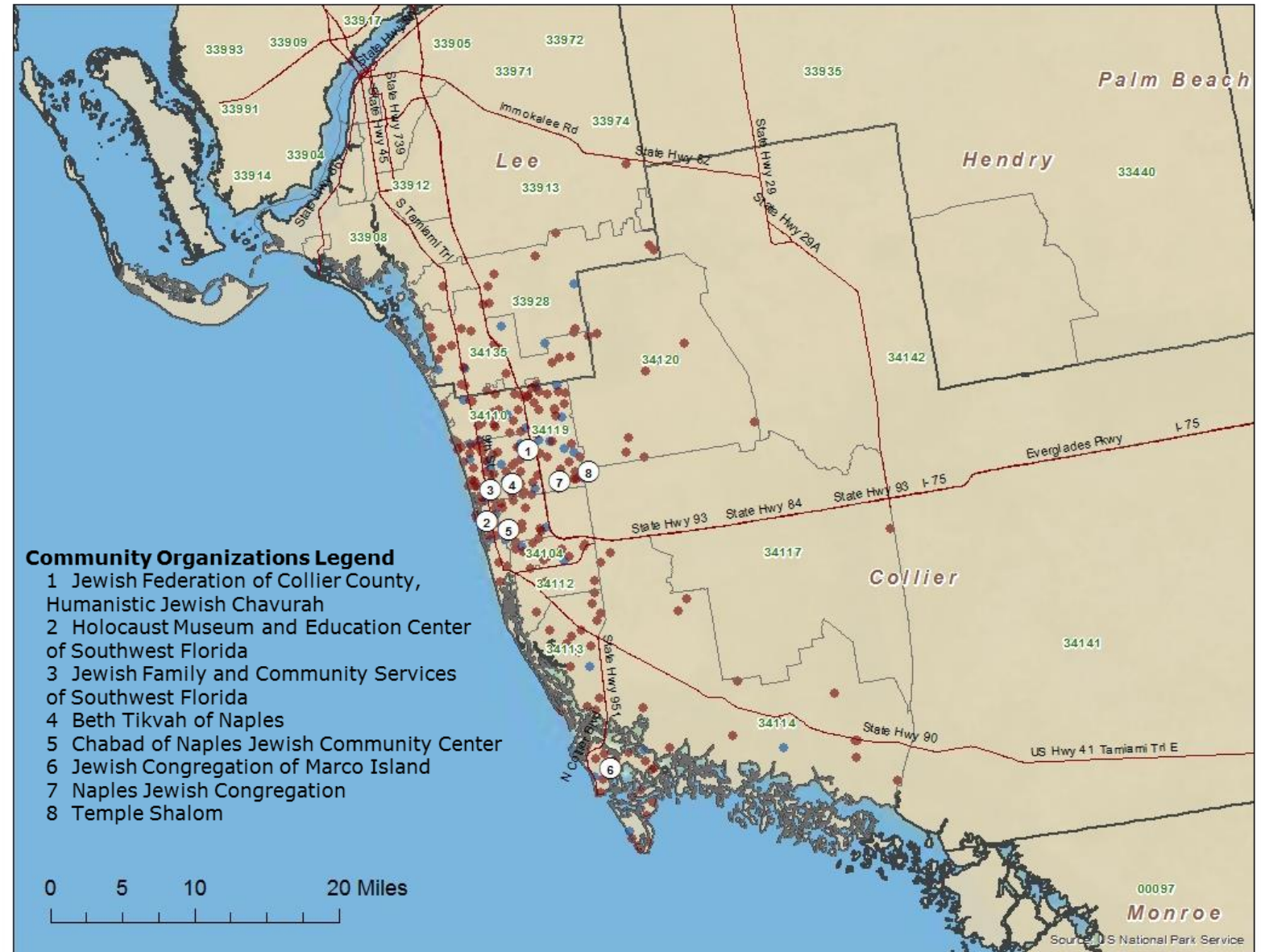
Population Size and Characteristics

Community Involvement, High Involvement Versus All Others

- High-involvement households are distributed throughout the Greater Naples area, but are most heavily concentrated in northern Collier County
- A substantial number of high-involvement households also come from Southern Lee County

One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = High involvement levels
Red • = Moderate, low, or no involvement levels



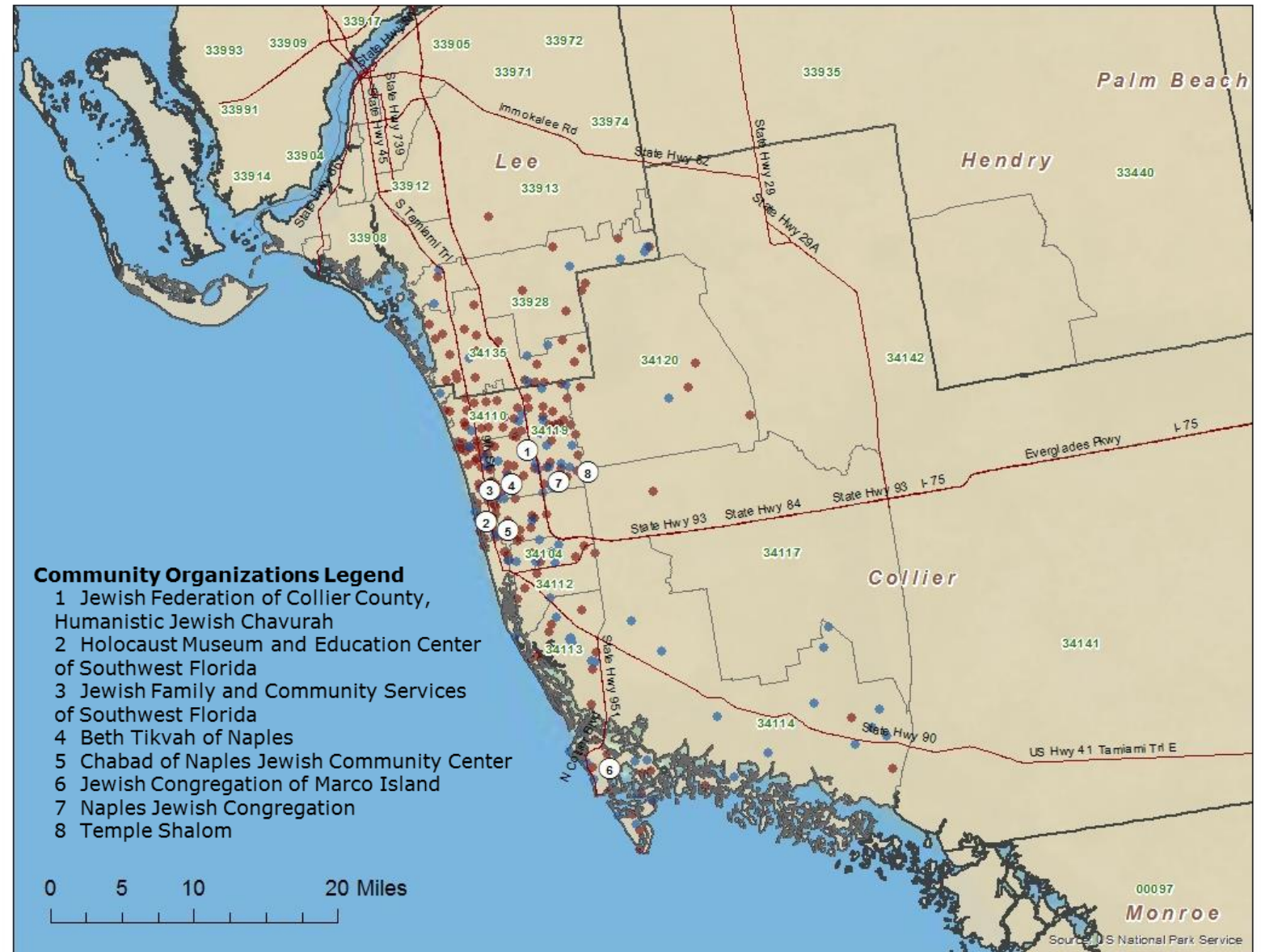
Population Size and Characteristics

Community Involvement, No Formal Involvement Versus All Others

No-involvement households are distributed throughout the Greater Naples area but are in highest concentration in outlying areas, away from the institutional center of the community

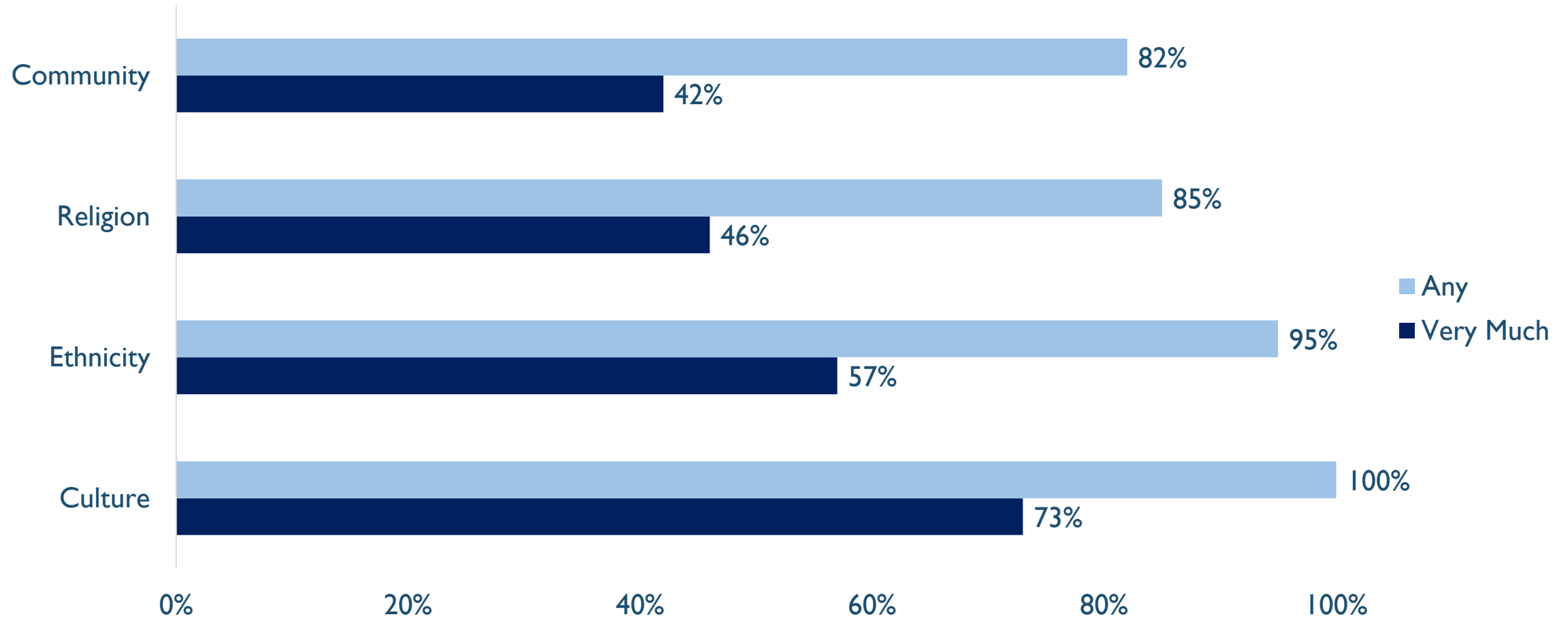
One dot = 20 Jewish households
Dots randomly placed within ZIP code

Blue • = No formal involvement
Red • = High, moderate, or low involvement levels



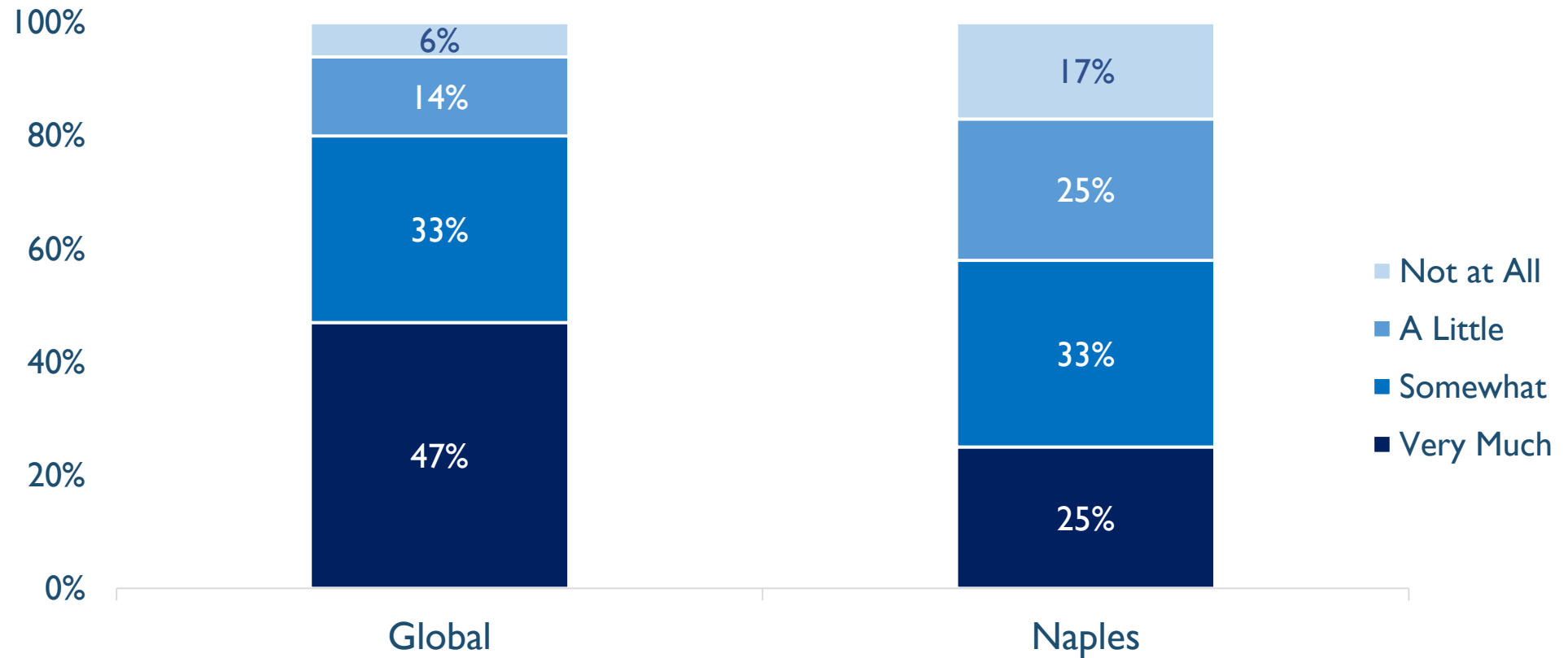
Population Size and Characteristics

“To you personally, to what extent is being Jewish a matter of...”



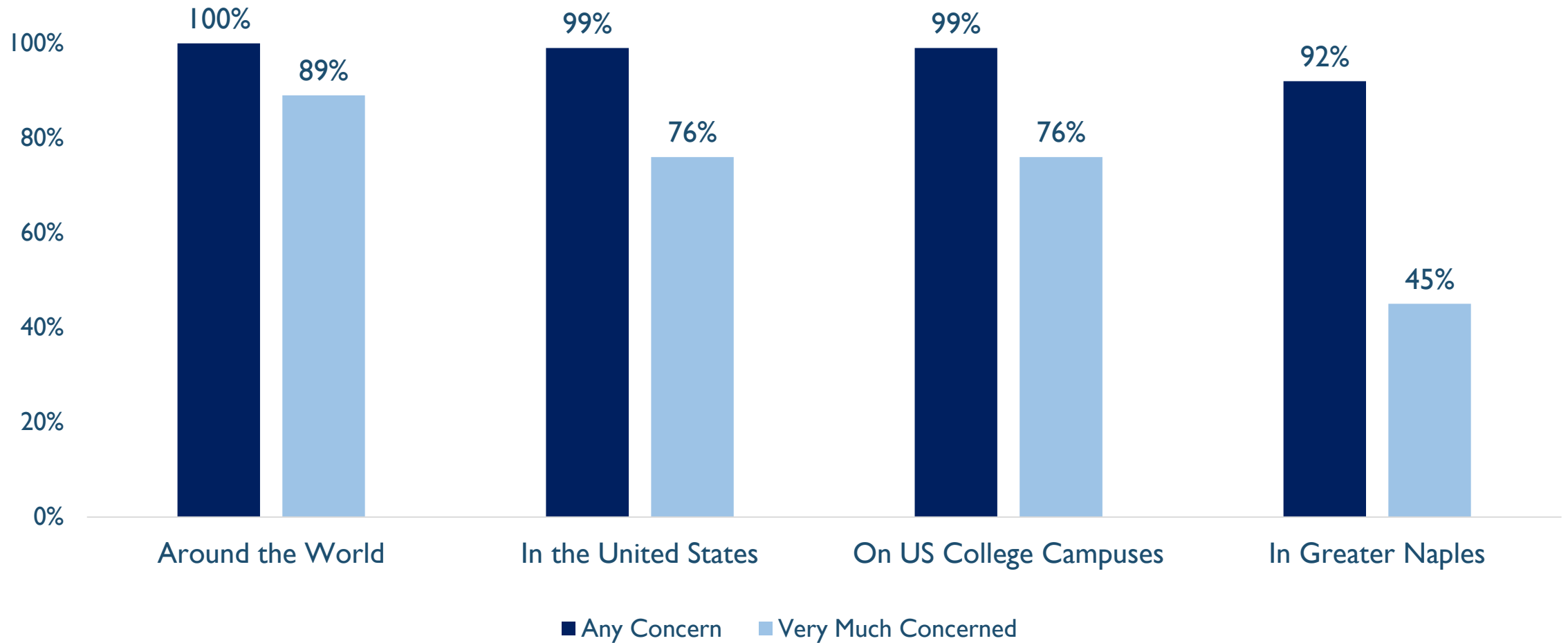
Population Size and Characteristics

Feels Part of Jewish Communities



Population Size and Characteristics

Concerned about Antisemitism

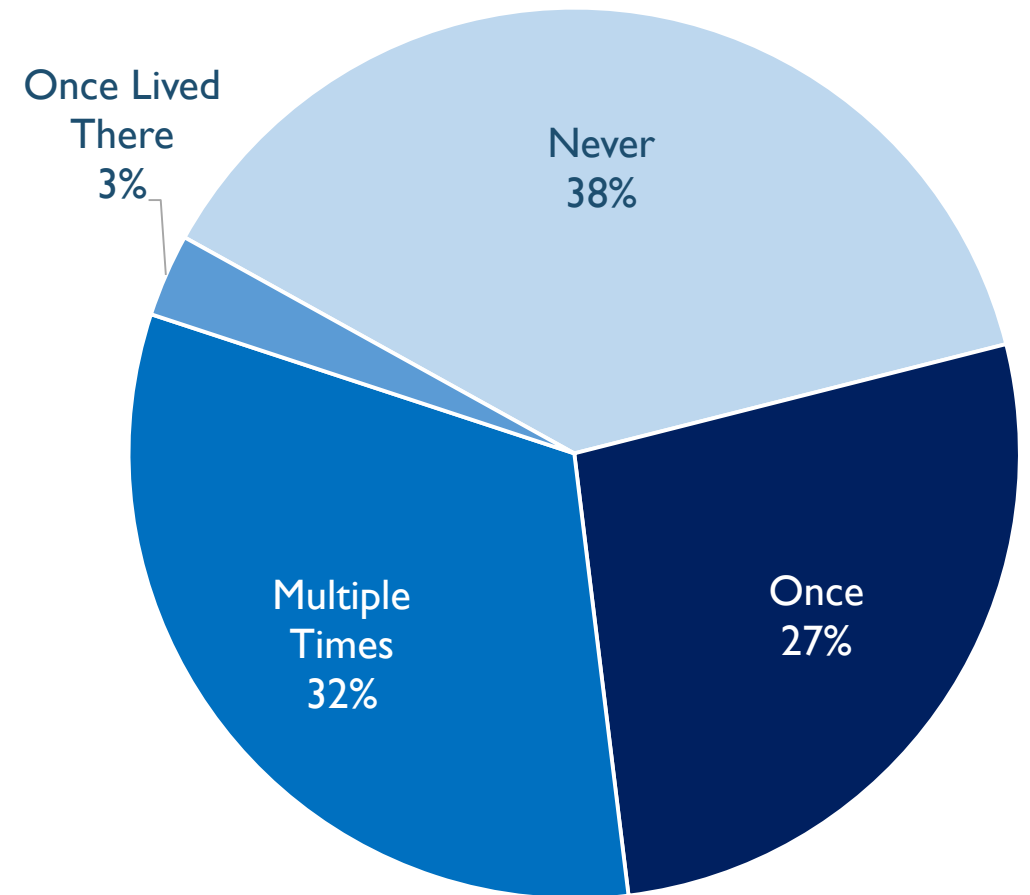


Population Size and Characteristics

Connections to Israel

- 39% of Jews have friends or family in Israel
- 80% feel at least a little connected to Israel; 49% feel very much connected
- 79% sought news about Israel at least once a month; 20% at least daily
- 19% traveled to Israel on a mission sponsored by a Jewish organization; 28% would be interested in one

Past Travel to Israel



Strengths of the Community

“We are very happy with the Jewish community in the way they band together during times of stress.”

“I have seen Naples go from a community that didn't want to accept Jews to a thriving Jewish community of various religious and civic organizations, because the Jews who were and are here were and are willing to work together for the common good of all Jews.”

“There is a very healthy relationship between the Naples Jewish community and all other religious affiliations in the greater Naples area.”

“We have seen the organizations expand and grow to serve the change in population. The people here are wonderful and seem to care about their fellow Jews.”

Gaps in the Community

“The community would benefit from more community-wide activities. There are so few Jews here we need to have a better feeling of who we are.”

“The lack of a single JCC prevents young families and teens from having a single gathering place.”

“There are many situations regarding meeting the needs for our aging parents and grandparents, [and] those with intellectual challenges, and the need for their long-term living needs as they survive their aging caregivers.”

“There is no innovative programming in this community.”

“It would be wonderful if they had people offering to pick people up and take them to events.”

Future Directions

- Difficult to project whether community will grow or shrink
 - ◇ Dependent on health of extant community, health of local economy, real estate prices throughout Southern Florida, and ability to attract young families
 - ◇ Possible indicators: tracking enrollment in Hebrew schools, participation in youth group, older members of the community who move away to be closer to children and grandchildren
- Greater outreach to seasonal residents is indicated
 - ◇ MCA/WCA are opportunity for engagement
- Consider Federation mission to Israel