SUMMARY REPORT

2019 Jewish Community Study

A socio-demographic portrait of the Jewish community in Sarasota-Manatee
# Jewish Community Study

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In 2018, The Jewish Federation of Sarasota-Manatee contracted with the Cohen Center at Brandeis University — one of the country’s leading research entities — to create a comprehensive Jewish community study of Sarasota and Manatee counties. Completed in 2019, the study showed significant changes in our community since the last study was conducted in 2001. The highlights of the 2019 study are contained here.

The purpose of the 2019 Jewish Community Study was to assess who we are, where we live, how we engage Jewishly, our needs and our interests. The results of this study are significantly influencing the strategy and work of our Federation, helping us to better understand communal needs in order to allocate our precious resources for maximum impact. This data will drive how our Federation works with philanthropists, supporters, Jewish and non-Jewish community partners, programmatic innovators and policymakers to meet the rapidly evolving needs and aspirations of our community. We are also making this information available to our local Jewish organizations hoping they will use it in their strategic planning as well. The information contained within the full report serves as the catalyst to address the many opportunities and challenges the study highlights.

We hope that you will take the time to familiarize yourself with the study. The full report can be found on our Federation’s website, jfedsrq.org/communitystudy.

Let’s work together to make our Sarasota-Manatee Jewish community an example for communities throughout the country!

Sincerely,

Marsha Eisenberg
Community Study Committee Chair

Kim Mullins
Chief Operating Officer

This data will drive how our Federation works with philanthropists, supporters, Jewish and non-Jewish community partners, programmatic innovators and policymakers to meet the rapidly evolving needs and aspirations of our community.
The population of the area includes:

- **28,800** total Jews
  - **25,400** Jewish adults
  - **3,400** Jewish children
- **6,400** non-Jews
  - **6,100** non-Jewish adults
  - **300** non-Jewish children

In total, there are **35,200** individuals in 17,100 Jewish households.
This growth rate is more than twice the regional population growth rate in the same period.

Since 2001, the number of Jewish individuals living in Sarasota-Manatee has increased 86%.

### Households

- **Couples with children**: 15%
- **Couples without children**: 40%
- **Adults living alone**: 33%
- **Multi-generational adults**: 12%

Approximately 3.6% of the residents in Sarasota-Manatee are Jewish compared to approximately 2.2% of the population of the United States.
SEASONAL VS YEAR-ROUND*

More than half of the seasonal households are in the coastal areas/downtown Sarasota region; by contrast, the largest share of year-round households are in the rest of Sarasota county region.

YEAR-ROUND HOUSEHOLDS INCREASED

112% FROM 2001

SEASONAL HOUSEHOLDS INCREASED

30% FROM 2001

THE SEASONAL POPULATION IS OLDER THAN THE YEAR-ROUND POPULATION.

*For the purposes of the study, seasonal residents are here 3-8 months per year while year-round residents live in the area for 9 or more months per year.
*For the purposes of this study, the community was split into four separate regions: Lakewood Ranch and surrounding areas, coastal areas and downtown Sarasota, the rest of Manatee county, and the rest of Sarasota County.
Our community is getting younger.

<table>
<thead>
<tr>
<th>JEWISH ADULTS YOUNGER THAN 50</th>
<th>JEWISH ADULTS 65 OR OLDER</th>
<th>AVERAGE MEDIAN AGE OF ALL JEWISH INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2001</strong></td>
<td><strong>2019</strong></td>
<td><strong>2001</strong></td>
</tr>
<tr>
<td>16%</td>
<td>19%</td>
<td>69</td>
</tr>
<tr>
<td>19%</td>
<td>54%</td>
<td>2019</td>
</tr>
<tr>
<td>2001 JEWISH ADULTS</td>
<td>2019 JEWISH ADULTS</td>
<td>2001</td>
</tr>
<tr>
<td>17%</td>
<td>19%</td>
<td>2019</td>
</tr>
<tr>
<td>63%</td>
<td>54%</td>
<td>16%</td>
</tr>
<tr>
<td>2001 JEWISH COMMUNITY</td>
<td>2019 JEWISH COMMUNITY</td>
<td>63%</td>
</tr>
<tr>
<td>16%</td>
<td>19%</td>
<td>2001</td>
</tr>
<tr>
<td>63%</td>
<td>54%</td>
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</tr>
<tr>
<td>63%</td>
<td>54%</td>
<td>16%</td>
</tr>
</tbody>
</table>

NATIONAL AVERAGE IS 50
There are 3,700* children living in Jewish households in Sarasota-Manatee. Of these, 92% are being raised Jewish in some way, either by religion, secularly or culturally, or as Jewish and another religion.

*Both the number of children in Jewish households and the number being raised Jewish in some way have more than doubled since 2001.

25% of Jewish children are enrolled in a Jewish preschool.

10% of children in grades K-8 are enrolled in some form of Jewish school.

6% are enrolled in a part-time Jewish school and 4% are enrolled at Hershorin Schiff Community Day School.

40% of Jewish children in grades K-12 participated in at least one form of informal education in the past five years, which could include Jewish day or overnight camp, youth group, peer Israel trip, or Jewish tutoring or classes.

70% of children between ages 0-11 have received books and materials from PJ Library—one of the highest saturation rates in the country.
Only 16% are affiliated with a local synagogue.* An additional 12% belong to a synagogue outside of the Sarasota-Manatee community.

*Synagogue affiliation includes ‘brick and mortar’ synagogues as well as Chabad, independent minyanim and havurot, and High Holiday congregations.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attended services at least once in the past year</td>
<td>62%</td>
</tr>
<tr>
<td>Attend services monthly or more</td>
<td>17%</td>
</tr>
<tr>
<td>Attend high holiday services</td>
<td>43%</td>
</tr>
<tr>
<td>Non-synagogue members attended services at least once in the past year</td>
<td>46%</td>
</tr>
</tbody>
</table>

FOR JEWISH ADULTS IN A TYPICAL YEAR:

- 68% attend a Seder
- 80% light Hanukkah candles
- 70% have a mezuzah in their home
- 7% keep kosher at home
The individual intermarriage rate in Sarasota-Manatee is 32%, which is lower than the national intermarriage rate of 44% (Pew, 2013).

62% of Jewish households include a couple who is married, engaged or partnered.

Of these couples, 52% are inmarried (married to a Jewish person) and 48% are intermarried. The intermarriage rate is higher among people 64 and younger.
One-third of Jewish adults indicate that they have relatives in Israel.

According to the 2013 Pew study, only 43% of US Jews had been to Israel.

8% are Israeli citizens or have lived in Israel at some point.

56% of adults have been to Israel at least once. This includes 8% of adults.

89% of Jewish adults feel at least somewhat connected to Israel.

77% of Jewish adults sought out news about Israel at least once in the previous month, while 19% seek Israel news daily.

One-third of Jewish adults indicate that they have relatives in Israel.
More than one-quarter (27%) of Jews said they personally experienced anti-Semitism in the past three years. The most frequent occurrences were comments and insults; additional experiences include facing stereotypes, vandalism, discrimination, anti-Israel advocacy, microaggression, and threats.

Among Sarasota-Manatee Jews who are old enough to have lived during the Holocaust, 5% are survivors or refugees from Nazism. Just 2% of households include a survivor.

Members of the community are concerned about anti-Semitism, but that worry is directed more at the national (79%) level than at the local (40%) level.

Older Jews are more concerned than younger Jews about anti-Semitism nationally, but all age groups have similar level of concern in Sarasota-Manatee.
7% of senior citizens are at least somewhat limited by transportation needed to go about their daily lives.

23% of Jewish households include at least one person who is limited by some sort of health issue, special need, or disability.

7% of Jewish adults younger than 75 are providing care for an elderly parent or relative living in Sarasota-Manatee; 8% care for a relative outside of the community. 9% of Jewish adults have a parent living in an assisted living facility in Sarasota-Manatee.

9% of households include someone who, in the last year, was constrained by health issues from participating in the local Jewish community. Respondents indicated that chronic or short-term health issues made it impossible to attend religious services or programs as frequently as they would have liked; accessibility and inability to drive were also factors.

10% of households include someone who, in the last year, was constrained by health issues from participating in the local Jewish community. Respondents indicated that chronic or short-term health issues made it impossible to attend religious services or programs as frequently as they would have liked; accessibility and inability to drive were also factors.

7% of Jewish senior citizens live in an assisted living facility, nursing home, or an independent living community. Among those who do not, 7% are considering moving to one in the next 5 years.

7% of Jewish adults younger than 75 are providing care for an elderly parent or relative living in Sarasota-Manatee; 8% care for a relative outside of the community. 9% of Jewish adults have a parent living in an assisted living facility in Sarasota-Manatee.
Although most households self-identify as living comfortably or prosperous, other households struggle with significant economic challenges.

- Receive some form of public benefit (SSDI, SSI, Medicaid, subsidized housing): 18%
- Had economic hardship in the last year, such as change in employment, health, housing or family structure: 13%
- Constrained from Jewish life as a result of financial issues: 12%
- Not confident that they have adequate savings for retirement: 25%
- Have insufficient savings for three months of living expenses: 20%
Jews in our community engage with programming offered by both Jewish and non-Jewish organizations. In the last year:

- **34%** have attended a Jewish program of some kind.
- **67%** have read materials from a local Jewish organization.
- **16%** have attended a program at the Jewish Federation of Sarasota-Manatee.
- **85%** ate Jewish food, outside of a holiday or Shabbat meal.
- **84%** discussed Jewish topics.
- **22%** studied Jewish texts.
- **18%** participated in online Jewish groups.
- **16%** have attended a program at the Jewish Federation of Sarasota-Manatee.

Where do people get their information? (Can be from multiple sources)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>The Jewish News of Sarasota-Manatee</td>
<td>38%</td>
</tr>
<tr>
<td>Synagogue or Organizational Newsletter</td>
<td>32%</td>
</tr>
<tr>
<td>Online Sources</td>
<td>51%</td>
</tr>
<tr>
<td>Non-Jewish Local Media</td>
<td>30%</td>
</tr>
<tr>
<td>The Jewish Federation of Sarasota-Manatee</td>
<td>43%</td>
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## Causes

What causes/interests are important to Jewish adults in our community?
(Can be more than one)

<table>
<thead>
<tr>
<th>Causes</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Social Justice</td>
<td>51%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>46%</td>
</tr>
<tr>
<td>Education</td>
<td>42%</td>
</tr>
<tr>
<td>Israel</td>
<td>37%</td>
</tr>
<tr>
<td>Sports &amp; Wellness</td>
<td>29%</td>
</tr>
</tbody>
</table>

## Volunteering

16% have volunteered with a Jewish organization

14% have taken a leadership role with a local Jewish organization

## Philanthropy

37% of households have given to a Jewish charity in Sarasota-Manatee

65% of households have given to a Jewish charity
EDUCATION

- 25% Some college/tech school
- 18% Associate or tech degree
- 20% Bachelors degree
- 29% Graduate degree
- 8% High school diploma

- 32% of Jewish adults currently work full time
- 11% work part time

- 48% of population is retired
- 9% of population is retired, are stay at home parents, unemployed/temporary leave or students

- 9% of population is retired, are stay at home parents, unemployed/temporary leave or students

- 39% of population is retired
RECOMMENDATIONS AND NEXT STEPS

The Federation will embark on a strategic planning process in 2020 to take a deep dive into the data presented in the study. Brandeis presented the following recommendations as a jumping off point for further communal discussion:

- Increase focus on families with children
- Reach beyond the geographic core of the community with emphasis on Manatee County and southern Sarasota County
- Increase outreach efforts throughout the community to engage underserved and unaffiliated populations

To read the full 2019 Jewish Community Study, visit jfedsrq.org/communitystudy.

Questions?
Contact Kim Mullins,
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or kmullins@jfedsrq.org
Join us as we reimagine our 32-acre campus. We are JFED Proud & Strong!