

DEMOGRAPHIC AND NEEDS ASSESSMENT STUDY

Conducted for:



Jewish Federation

of PALM SPRINGS and DESERT AREA

Final Report

June, 2008

VACOUBIAN
RESEARCH

Methodology Outline

Universe: Palm Springs and Desert Area.

The eleven towns include: Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage, Thousand Palms plus Banning and Beaumont.

Samples: Phases I and II.

2,502 completed telephone surveys through a stratified random sampling technique.

Phase II: 670 detailed surveys conducted among known Jewish households using paper, e-mail and telephone data gathering. (No surveys were conducted on Sabbath or Jewish holidays.)

Sampling Errors:

For 2,502 random surveys, error = +/- 2.9% at 95% confidence.

For 670 stratified (random) sample error = +/- 3.9% at 50% range.

Completion Rates: Estimated rate of completion among contacted respondents averaged 22%.

Detailed Methodology

The 2008 Jewish Population Census and Needs Assessment Study of the Palm Springs and Desert Area.

Calculating the special populations based on survey sampling is a difficult and tedious process. What is even more problematic is estimating the Jewish population of an area where (according to secondary sources) fewer than 10% of the households may be Jewish.

This decennial Census and Needs Assessment Study was conducted by Yacoubian Research of Memphis in three phases. The first two phases were designed to assess the size of the Jewish population in eleven towns in Riverside County, California. The towns include: Banning, Beaumont, Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage and Thousand Palms.

In Phase I, the objective was to isolate census tracts which have households with at least one Jewish member.

The eleven towns in our universe have 92 census tracts as defined by the U.S. Bureau of the Census. From each tract, every n^{th} address was downloaded for matching with a residential phone number. The number of calls made from each tract was proportional to the number of occupied housing units that tract had in 2007.

After completing nearly 7,000 calls and interviewing 1,170 people to determine the number of Jewish households (if any), six of the ninety-two tracts were omitted from Phase II calling because they had no Jews living in the households and the Federation's roster showed no known Jews with addresses located in these tracts.

In Phase II, another 8,000 calls were made and brief interviews were completed with 1,432 persons. In all, nearly 15,000 calls were made by YR interviewers and 2,502 brief surveys were completed in Phases I and II in order to assess the size of the Jewish population in Palm Springs and Desert Area. The 2,502 respondents were selected at random.

Fourteen questions were asked to each of the 2,502 respondents, including: how many persons in their household (if any) were Jewish or practiced Judaism, did the respondent have at least one Jewish parent, and were there any other adult members in their household who have at least one Jewish parent. For

purposes of this study, any household with at least one Jewish member or one Jewish parent is considered a Jewish household.

In Phase III all known Jewish households which were included in the Federation's roster and those identified through the 2,502 short surveys were called for the Needs Assessment Survey. A total of 676 households completed the Phase III survey, which included 174 questions.

The 676 completed and weighted needs assessment surveys included 128 e-surveys, 101 paper surveys and 447 telephone surveys conducted by trained interviewers of Yacoubian Research. The final sample was weighted to adjust for random sampling variations.

Estimating Jewish Households and Population for Each of the Eleven Towns

YR used these five variables to calculate the Jewish households and population:

1. The total number of households in the town based on U.S. Census data
2. The total population in the town based on U.S. Census data
3. The number of interviews conducted in each town
4. The number of interviewed households reporting that one or more Jews resided there
5. The total number of Jews who were reported to live in these "Jewish households"

From these frequencies, two estimates were derived for each town:

1. The probability that one or more Jews resided in any household
2. The average number of Jews living in households reporting Jewish members

YR estimated the total number of Jewish household in each town by deriving the product of two numbers: the number of total households in the town times (*) the probability of one or more Jews residing in any household in the town.

Note: The complete results of the statistical calculations are included on **page 272** of this report.

Finally, YR estimated the number of Jews in each town by deriving the product of three numbers: the total number of households in the town times (*) the probability that one or more Jews resided in any household in the town times (*) the average number of Jews in any Jewish household in that town.

Using this methodology, Yacoubian Research estimates that there are **11,500 Jewish households and 21,600 for persons living in Jewish households.**

It is vital to remember that both the number of Jewish households (11,500) and the count of the Jewish population (21,600) are based on samples that produce errors which can be measured using the standard error of the proportion.

$$\sigma_p = \sqrt{(p \times q)/n} \text{ where } p=1 \text{ } q=(1-p) \text{ and } n=2,502$$

$$\text{Thus } \sigma_p = \sqrt{((.079 \times .921)/2,502)} = .005385$$

A “z table” is used to determine the upper and lower limits of 95% confidence interval.

$$\text{Lower limit} = .079 - (1.96)(.00538) = .0105$$

$$\text{Upper limit} = .079 + (1.96)(.00538) = .0895$$

Adjusting for “lack of continuity” in the data would add another 0.00019 ($.5/n$) to the error rate.

Adjusting for sampling error, YR estimates that the number of Jewish households could be as low as 10,712 or as high as 12,529 Jewish households.

The overall sampling error for the study is $\pm 3.9\%$ error range at 95% confidence interval.

Using the same formula for calculating the Jewish population (not households), YR estimates that there could be as few as 19,965 persons or as many as 23,388 persons living in Jewish households in the 11 towns in the Desert Area.

Finally, it should be noted that 6% of all Jewish households (a fairly large sample) participated in the needs assessment portion of this study. As a comparison, the 2001 National Jewish Population Survey sampled less than 0.5% of the estimated Jewish households nationwide.

Executive Summary

1. **There are 11,500 Jewish households in Palm Springs and Desert Area**, an increase of 46% since 1998. These **Jewish households have 21,600 residents** with an average of 1.87 persons per household. Of the 11,500 Jewish households, 7,800 are “strictly Jewish,” while 3,700 households include Persons of Jewish Background (PJB’s).
2. **The Jewish population is continuing its migration to towns in central and eastern Coachella Valley** and away from Palm Springs. Palm Desert now has almost as many Jewish households (2,550) as does Palm Springs (2,825).
3. One third of all Jewish households are not accounted for or known by any Jewish agency in Palm Springs and Desert Area. Of the 4,000 unaccounted Jewish households, nearly half are in La Quinta and Indio.
4. Almost 61% consider themselves to be Reform Jews, 29% Conservative and 4% Orthodox. Almost 40% of all Jews said they are Temple members.
5. **Nearly 57% of Desert Area Jews support the merging of Temple Sinai and Temple Isaiah.** The Temple Sinai location is preferred over the Temple Isaiah location by 45% to 23%. If the temples are merged, 31% said they would join the merged temple.
6. **Fewer than 10% of the Jewish households in Palm Springs and Desert Area have children under 18 years old.** Children’s religious education is important to Palm Springs and Desert area Jews, but due to the aging of the Jewish population, services for seniors may be needed more than services for children and young adults.
7. Desert Area Jews continue to feel strongly connected to Israel (74%). About 3 in 4 said they have visited Israel in the past and 26% said they plan to visit Israel in the future.
8. **Six in ten Jews reported having a family member in an interfaith marriage.** Of those in an interfaith marriage, 80% have children. **One-fifth of Jews have family members in interfaith marriages whose children who are not being raised Jewish.**
9. **More than half of the respondents lack awareness** as to how well Jewish agencies serve the needs of various population segments.
10. **Desert Area Jews have a generally positive impression of Jewish Family Services.** A fifth reported using JFS and most were pleased with those services.

11. **About 62% of Jews have a positive impression of the Jewish Federation of Palm Springs and Desert Area. About half of all Jews reported participating in the Federation's annual campaign. Those who have a more positive impression of the Federation and are more involved in the Jewish community are also more likely to say they participated in the Federation's annual campaign.**
12. **If asked, one in five would increase their annual contribution to the Federation. Direct mail package (73%) and personalized phone call (50%) are the preferred methods of being solicited for annual campaign funds.**
13. **Desert Area Jews reported donating an average of 57% of their total contributions to Jewish charities. Of those who give to Jewish charities, only about a fourth said they give half or more of their contributions through the Federation. Fully one-third of Jews said they did not make any donation to the Federation in the recent past.**
14. **About 35% of Desert Area Jews want a change in the way the Federation allocates funds for local vs. overseas use. Another 42% want the Federation Board to determine the allocation split. Of all respondents, 29% favor reversing the split so that at least 55% of the dollars are for local programs and 45% for overseas use. Some very high donors strongly favor reversing the formula as well.**
15. **About 76% favor the idea of a senior living facility built by the Jewish community. However, if such a facility is built, only about 20% said they would consider moving there and 18% said they would consider placing a family member there in the next five years.**
16. **Almost 81% favor the idea of building a Jewish campus in Palm Desert, especially if the emphasis is on seniors. If such a campus is built, 59% said they would contribute financially to support it. About 22% of all Jews strongly favor building campus facilities and will join if it is built.**
17. **About one-third of all known Jews in the Desert Area (included in the Federation's current roster) have no involvement at all in Jewish life.**
18. **Finally, the Jewish population in Palm Springs and Desert Area is older, wealthier, better educated and has more widowed females compared to the general population.**

Summary and Analysis

- I. The overall population of Palm Springs and Desert Area (PSDA¹) of California grew at a healthy pace during the past decade. There are approximately 378,000 people in the valley, up from 273,000 in 2000.² This is a 38% growth rate at an average rate of 4.8% per year.

The number of occupied households also grew substantially. **There are about 145,000 occupied households in the valley, up from 105,000 in 2000.** This is also up 38% and an average growth rate of 4.8% per year.

Yacoubian Research (YR) estimates that **there are 11,500 Jewish households in the Desert Area.** This is up from 7,850 since the 1998 study,³ an increase of 3,650 households, up a healthy 46%. The Jewish population of the valley increased at a rapid rate as well. YR estimates that **there are 21,600 persons living in Jewish households.** This is up from 16,000 in 1998, an increase of 5,600 people and a growth rate of 35%. However, as Chart I shows, not everyone living in Jewish households was born Jewish or practices Judaism. Some are **Persons of Jewish Background (PJBs).**⁴

Chart I: Household and Populations in Jewish Homes in Palm Springs and Desert Area

<u>Households</u>	<u>People</u>
Jewish HHs (self-identified) = 7,800	11,460 (Jews in Jewish Households) <u>3,140 (non-Jews in Jewish HHs)</u> 14,600 persons
PJB Households = 3,700	7,000 persons
Total Jewish & PJB HHs = 11,500	21,600 persons in Jewish and PJB HHs

The average number of Jews in strictly Jewish households is 1.47 while the average number of non-Jews living in strictly Jewish households is 0.4 persons, for an overall average of 1.87 persons in all Jewish households.

¹ Palm Springs and Desert Area includes: Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, Indio, La Quinta, Thousand Palms, Beaumont and Banning.

² U.S. Bureau of the Census, 2006.

³ Jacob Ukeles & Associates, 1998.

⁴ Someone in the immediate family is Jewish.

General Characteristics of Palm Springs and Desert Area Jewish Households

2. A majority of Jewish households in Desert Area consist of two members (62%), while 29% have one member, and 9% have more than two members. The typical household has 1.8 members.
- Jewish households in Central Coachella Valley⁵ are more likely to have two-member households (68%) compared to Jewish households in Western Coachella Valley⁶ (48%).
 - Jewish households in Eastern Coachella Valley⁷ are more likely to have more than two members (17%) compared to those in Central (8%) or Western Coachella Valley (7%) towns.
 - **The Jewish population of Palm Springs and Desert Area (PSDA) consists of more females (57.5%) than males (47.5%).** Central and Eastern Coachella Valley have more females (62% and 64% respectively) compared to Western Coachella Valley (51%).
 - The Jewish population of **PSDA is more educated** than the overall population of the valley. Almost 33% are college graduates and another 31% have post graduate or professional degrees.
 - 92% own their residence while 8% rent. In Central Coachella Valley, 95% own their home.
 - About 63% are now married and 19% are widowed. Among males 69% are married and 10% are widowed. Among females 59% are married and 26% are widowed.
 - **The Jewish population of Palm Springs and Desert Area is significantly older than it was just 10 years ago.** There are nearly 14,000 persons living in Jewish households who are over 65 years old. About 75% of all Jewish households described themselves as “empty nester” parents.
- Note:** While the towns in the two survey samples varied slightly, the large increase in older Jews cannot be attributed merely to sampling variations.
- Jewish households in Coachella Valley have higher income compared to 10 years ago. Nearly 46% of the Jewish householders (who divulged their annual income, N=316) reported earning more than \$100,000 each year. This is up from 33% compared to a decade ago.
 - About 95% of all respondents in the Needs Assessment Survey (Phase III) were born Jewish while 5% were not. Of those who were born Jewish (N=643), 63% are married to Jewish spouses and another 6% have Jewish partners. Of those who are in partner relationships (7% of the total sample) 42% have Jewish partners, 45% have partners in another religion and 13% have partners with “no religion.”
 - Only about 2% of all Desert area Jews said they have household members who were “born Jewish but no longer consider themselves Jewish.”

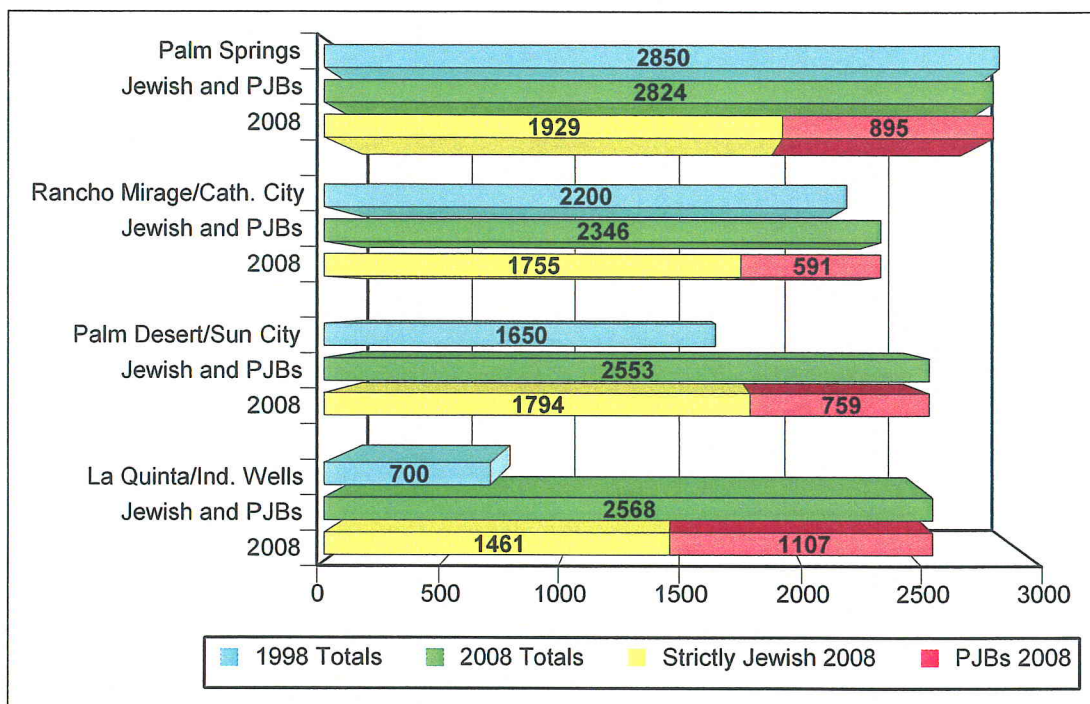
⁵ Towns in Central Coachella Valley include Palm Desert, Indian Wells and Rancho Mirage.

⁶ Towns in Western Coachella Valley include Cathedral City, Desert Hot Springs, Palm Springs and Thousand Palms.

⁷ Towns in Eastern Coachella Valley include Indio and La Quinta.

3. The general population and occupied households in Coachella valley grew by about 38% during the past decade. The Jewish population and occupied Jewish households also grew by about 35%.⁸ However, the growth in Jewish population and households was not uniform among the 11 towns of the Valley. Overall, while the Jewish population in Western valley towns remained stable, the population and households in Central valley towns grew slightly. However, as Chart 2 shows, the number of Jewish households in Eastern Valley towns more than tripled during the past decade (doubled if only strictly Jewish households are counted – yellow bars in the chart).

Chart 2: Changes in Jewish Households: 1998 and 2008



- Specifically, the number of Jewish households in La Quinta, Indian Wells and Indio reached 2,568 about even with that of Palm Springs (2,824).
- While 68% of all Palm Springs households are “strictly Jewish,” only 57% of the Jewish households in Western Coachella Valley towns (La Quinta and Indian Wells) are “strictly Jewish” with no gentiles living in the household.

⁸ Of the 11,600 Jewish and PJB households, 3,700 households (32%) include Persons of Jewish Background (PJB). The remaining 7,900 households (68%) are “strictly Jewish” households.

4. In addition to the shift of the Jewish population from the Palm Springs area to the Palm Desert area over the past decade, the JFPS/YR study shows that a large number of unidentified/unlisted Jews are in La Quinta and Indio. As Chart 3 shows, of the 4,000 unidentified Jewish households, over half are in these two towns.

Chart 3A: Unidentified Jewish and PJB Households by Location

Cities in Coachella Valley Area	Occupied Household U.S. Census 2007 ⁹	Jewish/PJB (JFPS/YR Study) ¹⁰	Households listed in JFPS Roster ¹¹	Jewish Households Not Listed in JFPS Roster ¹²	Unlisted ¹³
Banning	10,930	502	47	455	91%
Beaumont	10,524	297	6	291	98%
Cathedral City	17,336	931	381	543	58%
Desert Hot Springs	8,607	485	151	334	69%
Indian Wells	2,618	164	154	10*	6%
Indio	22,889	973	172	801	82%
La Quinta	15,422	1,431	297	1,134	79%
Palm Desert	23,692	2,553	2,526	27*	1%
Palm Springs	22,405	2,824	1,993	801	28%
Rancho Mirage	8,655	1,415	1,797	-382	-27%
Thousand Palms	2,435	28	42	-14*	-50%
Totals	145,513	11,603	7,566	4,000	34%

* Differences not significant

As Chart 3A shows, the untapped areas where there are large pockets of Jews (not listed in the Federation's roster) are La Quinta (with over 1,130 unlisted Jewish households), Indio (800 unlisted) and Palm Springs (800 unlisted). Cathedral City also has some unlisted Jews, most likely around Cathedral Canyon Golf and Country Club (see Cathedral City map).

⁹ Occupied household information is drawn from the U.S. Bureau of the Census and the Riverside County California Economic Development Department (for 2006) and updated for 2007 data by Yacoubian Research.

¹⁰ PJBs are Persons of Jewish Background.

¹¹ Roster compiled by JFPS includes lists from the Federation, *Jewish Community News*, Jewish Family Services, Temples and all other available lists from Jewish agencies.

¹² JFPS/YR Study 2008 (N=3,175)

¹³ Percent of unaccounted households is derived by dividing Jewish households not listed in JFPS roster by the number of Jewish and PJB households estimated in the 2008 Yacoubian study.

Chart 3B: Unidentified Jewish Households by Location

Cities in Coachella Valley Area	Occupied Household U.S. Census 2007 ¹	Strictly Jewish (JFPS/YR Study) ²	Households listed in JFPS Roster ³	Jewish Households Not Listed in JFPS Roster ⁴	Unlisted ⁵
Banning	10,930	446	47	399	89%
Beaumont	10,524	179	6	173	97%
Cathedral City	17,336	660	381	279	42%
Desert Hot Springs	8,607	353	151	202	57%
Indian Wells	2,618	33	154	-121	-367%
Indio	22,889	599	172	427	71%
La Quinta	15,422	829	297	532	64%
Palm Desert	23,692	1,794	2,526	-732	-41%
Palm Springs	22,405	1,929	1,993	-64	-3%
Rancho Mirage	8,655	1,095	1,797	-702	-64%
Thousand Palms	2,435	0	42	-42*	-100%
Totals	145,513	7,917	7,566	351	4%

* Differences not significant

If the PJB households are excluded, the data shows that there are only 256 Jewish households which are not currently listed in the Federation's roster. The unlisted Jewish households are in La Quinta (531) and Indio (427). However, as Chart 3B shows, the Federation's roster lists 780 more Jews in Rancho Mirage than the study estimates. (This is not a highly likely possibility.)

In sum, the data on Chart 3A projects the unlisted Jewish households more accurately than the data on Chart 3B.

¹ Occupied household information is drawn from the U.S. Bureau of the Census and the Riverside County California Economic Development Department (for 2006) and updated for 2007 data by Yacoubian Research.

² PJBs are Persons of Jewish Background.

³ Roster compiled by JFPS includes lists from the Federation, Jewish Family News, Jewish Family Services, Temples and all other available lists from Jewish agencies.

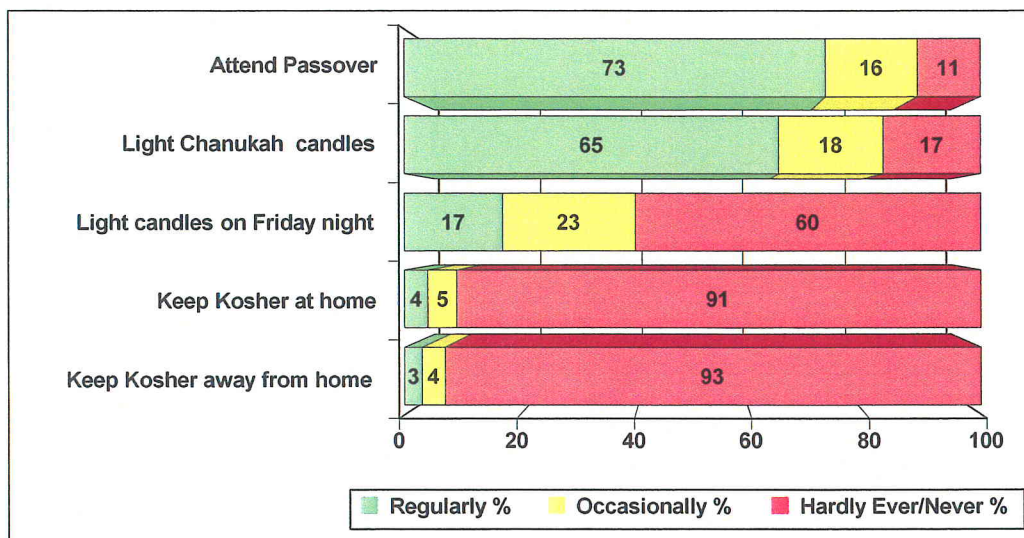
⁴ JFPS/YR Study 2008 (N=3,175)

⁵ Percent of unaccounted households is derived by dividing Jewish households not listed in JFPS roster by the number of Jewish and PJB households estimated in the 2008 Yacoubian study.

Religious Rituals

5. Most Palm Springs and Desert Area Jews said they regularly attend Passover Seder (73%) and light Chanukah candles (65%). However, as chart 4 shows, only 40% said they light candles on Friday nights (regularly or occasionally) and fewer than 10% keep Kosher.

Chart 4: Religions Ritual Practices



- Those who report being Temple members (+15%), are Conservative Jews (+13%), said they contributed more than \$1,000 to the Federation’s last annual campaign (+10%) and those who are over 85 years old (+6%) are more likely to attend Passover Seder regularly than other population groups.
- Those who are under 55 years old (+20%), Orthodox Jews (+25%) and those who are Synagogue/Temple members (+11%) are more likely to light candles at Chanukah.
- Orthodox Jews were more likely to say that they light candles regularly on Friday night (65%), keep Kosher at home (34%) and keep Kosher “away from home” (17%).

Temple/Shul/Synagogue Attendance and Membership

6. More than three in four Palm Springs and Desert Area Jews (77%) reported attending a temple at least once during the past year. In fact, four in ten (41%) said they attended a temple at least once during the past 30 days. **The typical Jew attended an average of 1.1 times during the past 30 days.** Of those who attended at least once during the last 30 days, (N=263) the typical Jew attended 2.7 times in the past 30 days.

- **Nearly 40% of Jews reported being members of a Desert area temple.** Temple membership is higher among Jews who live in Eastern Coachella Valley towns (57%), compared to Jews who live in Central valley towns (42%) or Western Valley towns (34%).
- Six in ten Temple members attend either Temple Sinai (37%) or Temple Isaiah (25%). Beth Shalom (13%), Sun City Temple (12%) and Chabad in Rancho Mirage (3%) have fewer members. HAR-EL's membership share is 7%. Of those who attend HAR-EL most often (N=23), about 83% said they are Reform Jews and 17% are Conservative.
- Of those who are not temple members, one third (34%) were members in the past. Only nine former members said cost of membership was the primary reason for discontinuing their membership. However, when asked specifically, almost a third said "high cost of membership" was indeed a "major factor" which caused them not to join a temple.
- One-fifth (23%) of Palm Springs area Jews reported being temple members outside the desert area. Chicago (18), Los Angeles (15) and Seattle were cited most often as places for their memberships.
- **Temple membership is higher among Jews who are under 55 years old (+15%), work full-time (+7%), earn \$50,000 to \$100,000 per year (+10%), live in eastern Coachella Valley towns (+17%), and are Conservative in their religious stream (+ 10%).**
- **By a ratio of 5 to 3, temple members were more likely to say that they participated in the Federation's annual campaign last year (49%) compared to non-members (30%) and slightly more likely (+3%) to say they donated more than \$1,000 to last year's campaign.**

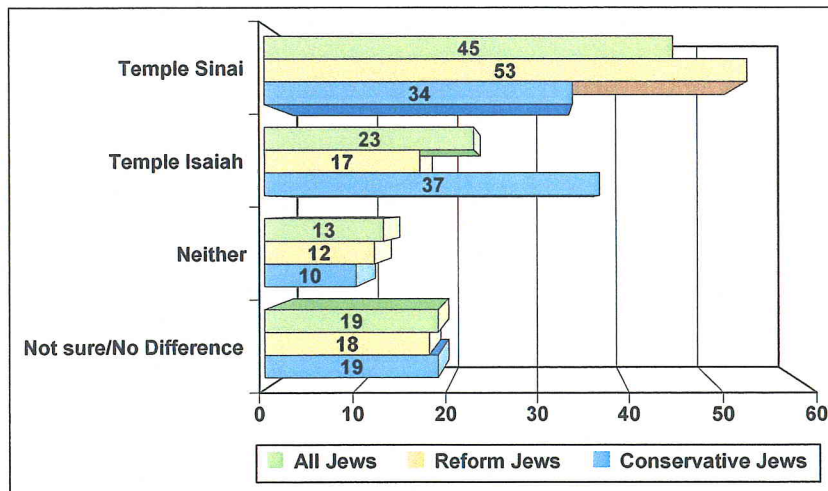
Merger of the Two Temples

7. Almost 57% of Desert Area Jews would support the merging of Temple Sinai and Temple Isaiah, if it could be shown that the merger made economic and logistical sense. Almost 19% oppose such a merger. Those living in the western Coachella Valley towns (+7%), those under 65 years old (+7%) and those earning between \$100,000 and \$200,000 per year (+9%) are more likely to support a merger.

Conservative Jews are more likely to support a merger between the two temples (+10%) compared to Reform Jews (-2%). Temple members (+8%) and those who reported contributing at least \$1,000 to a Federation annual campaign are more likely to support the merger (+5%), compared to non-members (-1%).

- PSDA Jews overall prefer the Temple Sinai location (45%) over the Temple Isaiah location (23%) for the merged temple.
- Reform Jews (who make-up 62% of all Jews in the Desert Area) prefer the Temple Sinai location (53%).

Chart 5: Which Temple site do you prefer?



- Conservative Jews (who make up 29% of all Jews) prefer the Temple Isaiah location (37%) over Temple Sinai location (34%). Orthodox Jews prefer the Temple Sinai location (52% to 29%).
- While one third (31%) said they would join the new merged temple, only 4.3% would “go elsewhere” (3.7%) or discontinue their membership (0.6%).

- Offering part-time temple membership may cause one fifth of all Jews to consider joining the merged temple. Of those who would join the merged temple (N=44), almost 64% said part-time membership may cause them to join the new merged temple.
- **Almost 59% of all Jews in the Valley said the overall quality of temples is excellent (17%) or good (42%) and 5% said the quality was below average or poor.**

Jewish Education and Schooling

8. The Desert area's Jewish population is older than the national norm and therefore few households said they have children in schools or in college.

- Only 5.7% of Jews in the survey said they have children under 18 years old now living in their household (about 600 children).
- Of those who have children under 18 years old (N=38), about 97% said their children are being raised Jewish.
- Of those who have children who attend pre-school, three attend Tikvah and one attends Temple Sinai. Children's pre-schooling did not receive overwhelming praise. Only 30% gave excellent or good grade, while 26% gave "average" grades to their children's pre-schooling.
- About 2.1% of all Desert areas Jews said they now have children in kindergarten or elementary schools. This adds up to 240 households with children in elementary school. Of the 13 respondents, 31% said their children attend Marywood/Palm Valley and 23% said the Jewish school. All 100% graded their children's kindergarten or elementary school "excellent or good."
- About 220 Jewish households in the Desert area (1.9%) said they now have children who attend high school. Of those who have children in high school, four in ten attend Palm Desert High School, three attend other valley schools, two attend out of town schools and one is homeschooled.
- **About 2.4% of Jewish households in the Desert area said they have children who now attend religious schools.** This adds up to about 161 children who attend religious schools. Of those who have children in religious schools (N=23), nearly half (49%) said their children would attend religious schools past B'nai Mitzvah, if religious schools were made available.
- **Nearly 67% of all Jewish parents with children (N=55) said "yes" their children are regularly exposed to Jewish life.**

- About 5% of Desert area Jews have children in college. Of those who do (N=34), almost 35% said their children are continuing their Jewish education while in college.
- Less than 1% of all Jewish households said they now have adult children in their household who are disabled. This adds up to at least 100 adult disabled children who live in Jewish households in the desert area.
- **Only about 1.3% of all Desert area Jews said they are likely to have children within the next 5 years who would need pre-schooling.** This comes to about 150 children if all who plan to have children have one child. Tikvah and Temple Sinai remain the choice of the few likely future child bearers for their children's pre-schooling.

A. Israel

9. **Nearly three in four Desert area Jews (74%) said they feel strongly connected to Israel** while 24% do not. Older Jews in the Desert area are more likely to feel "strong connection" to Israel (+8%) compared to younger Jews (-5%).
- About 74% of Desert area Jews said they have (or someone in their household has) visited Israel. Moreover, one fourth (26%) plan to visit Israel during the next three years.
 - Orthodox Jews (+35%), Jews who are 55 to 64 years old (+22%), those who earn over \$200,000 per year(+19%) and those who reported contributing over \$1,000 to the Federation's last annual campaign (+16%) are significantly more likely to visit Israel than other Jews.
 - Surprisingly, the length of time Jews have lived in the Desert area is inversely correlated to their likelihood to visit Israel. **The longer Jews have lived in the Desert area, the less likely they are to say they plan to visit Israel in the next 3 years** – perhaps because older Jews have already visited Israel in the past.

B. Anti-Semitism

Nearly 74% of all Desert area Jews said “yes” there is anti-Semitism in the Palm Springs area. Moreover, **nearly half of all Jews (47%) said anti-Semitism around the country has increased in the last five years** rather than decreased (7%).

Of the 14% who said they personally had experienced anti-Semitism in the past year, almost 63% said they took steps to address the issue.

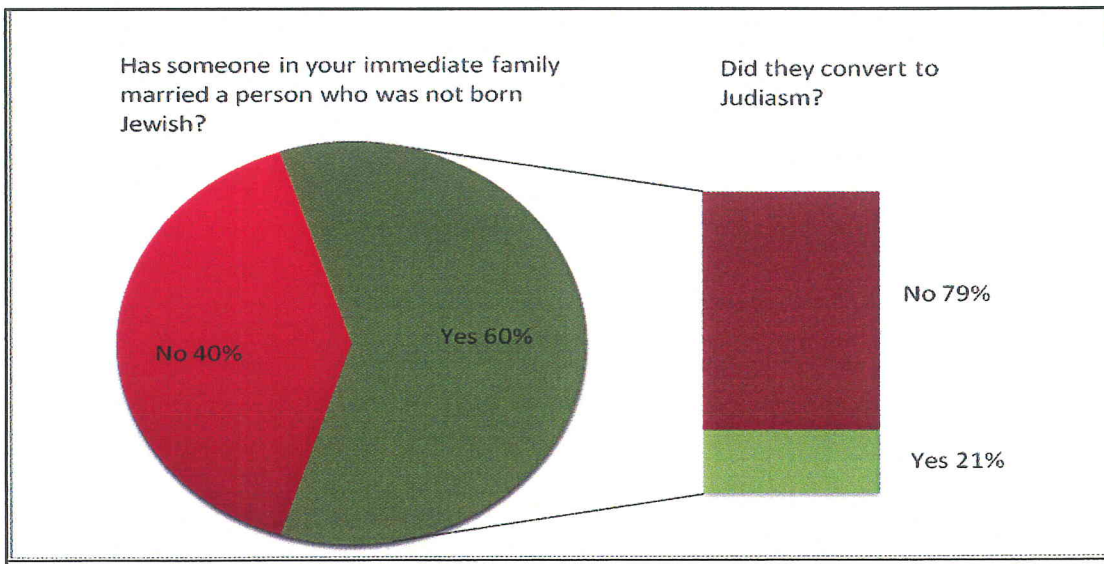
Those under 55 years old (+12%) and single Jews (+12%) were more likely to have experienced anti-Semitism compared to other population groups.

C. Interfaith Marriage

Six in ten Desert area Jews (60%) said that someone in their immediate family was married to a person who “was not born Jewish.” Those living in the Eastern Valley towns (+13%), Reform Jews (+4%) and those who had lived in the desert area for over 20 years (+4%) were slightly more likely to have family members in interfaith marriage.

- Of those who had family members in interfaith marriage (N=400), only a fifth (21%) said that the non-Jewish members converted to Judaism.

Chart 6: Interfaith Marriage and Conversion



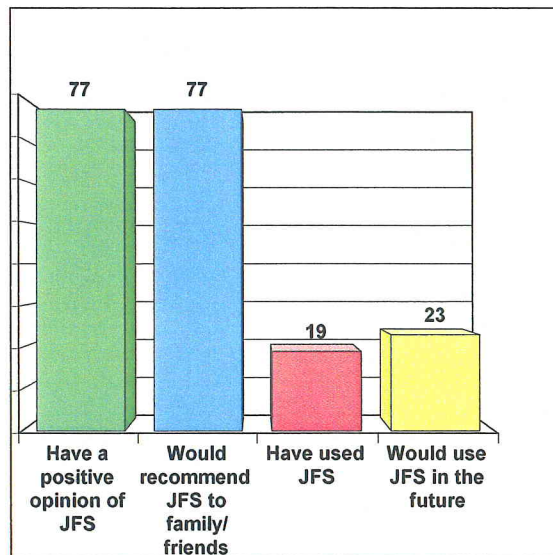
- Moreover, of those who were in an interfaith marriage (N=378) about 80% had children from that marriage, of whom about 42% were **not** being raised Jewish.
- **In short, one fifth of all Desert area Jews have family members in an interfaith marriage whose children are not being raised Jewish.**

Jewish Family Service

10. Almost 77% of Desert area Jews said they are familiar with Jewish Family Service (JFS). Over half (52%) said JFS is conveniently located for their family. Desert area Jews living in the western valley towns are slightly more likely (+9%) to feel that JFS's current location is convenient for them.

- Almost 74% of all Jews have a generally positive opinion of JFS, about 2% have a negative opinion, and 24% are “neutral” or lack an opinion about JFS.

Chart 7: Views/Usage of Jewish Family Service



- About 54% of all Jews in the valley said JFS serves “very well” or “adequately” the needs of the Jewish population in Palm Springs and Desert Area. Among those who reported using JFS’s services in the past (N=129), 71% said JFS served well the needs of the Jewish population in the valley.
- Nearly one in five households (19%) said someone in their family had used JFS’s services in the past. Of those who have used JFS’s services (N=129), 81% were satisfied and 9% were dissatisfied. About 10% were not sure, perhaps because someone else in the household had used JFS’s services.
- Nearly 23% of all Jewish household in the valley said they are likely to use JFS’s services in the future. This figure is higher in the eastern towns in the valley where nearly 31% said they are likely to use JFS’s services in the future.

- Of those who are likely to use Jewish Family Services in the future (N=320), 58% would ask JFS staff “to visit a family member to make sure things are OK” and 44% would use JFS if they needed “marital counseling.” Almost 60% think that JFS provides services to everyone, regardless of income.
- While 77% said they would recommend JFS to family or friends, only 3% said they would not recommend JFS to others. Moreover, **of those who have used JFS’s services in the past (N=129), 86% said they would recommend JFS to others** but 5% said they would not.
- Those with incomes of \$50,000 to \$100,000 per year are more likely to say that JFS serves well the needs of the Jewish population (+11%) compared to those who live in eastern valley towns (-15%). Those who reported contributing more than \$1,000 to the Federation’s last annual campaign are also more likely (+5%) to say that JFS serves well the needs of the Jewish population in the valley.

Services to Other Segments

- Desert area Jews are not overly pleased about services to young adults and children under 18 years old. **About 17% said the needs of 18 to 40 year olds are not served well.** Almost 14% said the needs of those under 18 years old are not served well.
- In contrast, a third of all households said that the needs of gay or lesbian Jews are served well or adequately while only 6% said not too well. Of those who have partners rather than spouses (N=38), 53% are pleased with the way Jewish agencies serve the needs of the gay and lesbian population.
- Of those who have children under 18 years old (N=38), 45% said the needs of those under 18 are adequately served while **45% said the needs of those under 18 are not served too well.**
- Of those who have disabled children at home (N=5), two were not satisfied with how disabled children are served.

Jewish Federation of Palm Springs and Desert Area

11. More than six in ten Desert area Jews (62%) have a positive impression of the Jewish Federation of Palm Springs and Desert Area (JFPS) while 7% have a negative one. A third (31%) are neutral or have no impression of JFPS. While Jews living in central Coachella Valley have a slightly more positive impression (+5%), Jews living in Eastern Valley towns are more likely to lack any impression of JFPS (+20%).

- Desert area Jews are not very knowledgeable about how well Jewish agencies serve the needs of the various segments of the Jewish population. While nearly half think that Jewish agencies serve the needs of elderly persons (49%) and retired persons (47%) very or fairly well, 46% are not sure. In fact, as Chart 8 shows, more than 6 in 10 lack specific knowledge about how well Jewish agencies serve the needs of various segments of the Jewish population.

Chart 8: How Well Do Jewish Agencies Serve the Needs of Each Segment of the Jewish Population in the Desert Area



- Those who said they **did not** participate in the Federation's last annual campaign (N=312) are more likely to lack knowledge about the Federation.

Funding Split

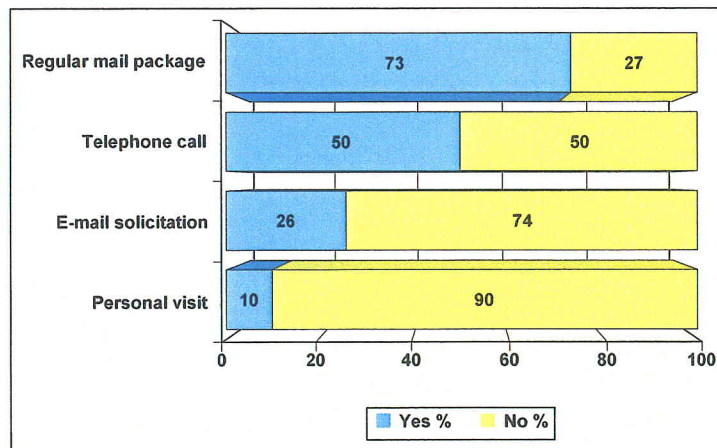
12. Over half of all Desert area Jews (56%) are “not sure” that the current funding split between local and overseas needs is appropriate. About 31% reported being satisfied with the funding allocation, and 13% are not satisfied. Desert area Jews feel that the **Federation needs to put greater emphasis on funding local needs (45%)** and put “less emphasis” on overseas needs (19%).

More than a third (35%) would like to see the Federation change its current funding percentage to at least 55% for local needs.

- Jews living in the Eastern valley towns (+12%), those who reported earning between \$50,000 and \$100,000 per year (+11%), Orthodox Jews (+10%) and Jews who are under 75 years old (+6%) are more likely to say that JFPS should put less emphasis on funding overseas needs. In fact, **fully 15% of all Jews want to see both a greater emphasis in funding local needs and less emphasis placed in funding overseas needs in the future.**
- Those who reported donating more than \$5,000 to the Federation’s last annual campaign are more likely to say that the Federation should put greater emphasis on funding local needs (+8%).
- **Of those who favor changing the allocation formula (N=231), almost 8 in 10 prefer reversing the split to at least a 55% for local needs and 45% for overseas needs.**
- There is a strong correlation between the Jewish population’s impression of and opinions about the Jewish Federation and their reported participation in the Federation’s annual campaign ($r=.264^{**}$). The more positive the impressions, the more likely Jews were to say they participated in the Federation’s annual campaign. For example, of those who reported donating over \$1,000 to the Federation’s annual campaign (N=37), almost 42% scored high on the Federation’s scale of Impression/Performance.
- **Half of all Desert area Jews (51%) reported participating in the Federation’s last annual campaign** and a fourth (24%) reported participating in Federation campaigns in other cities. In fact, 13% reported participating in campaigns both in Palm Springs and Desert Area and in other cities, primarily Los Angeles and Chicago.

- There is also some evidence (somewhat weaker) that those who reported donating over \$5,000 to the Federation’s annual campaign (N=49) were slightly more likely (+3%) to be “highly involved” in Jewish life (see scales).
- Desert area Jews who are under 55 years old (-21%), those who reported earning under \$50,000 per year (-15%), those living in the Eastern valley (-19%) and those who have lived at their present zip code for 5 years or less (-9%) were less likely to have participated in the Federation’s annual campaign. In contrast, those over 75 years old (+10%), those who reported earning over \$200,000 per year (+17%), married Jews (+5%) those living in the Central valley (+7%) and temple members (+13%) were more likely to have participated in the Federation’s annual campaign.
- Of those who participated in a Federation campaign in Palm Springs and Desert Area and/or elsewhere last year (N=427), 81% said they feel satisfied about their gift and 64% said they made capacity gifts. About 30% did not make capacity gifts to Federation campaigns.
- Of those who said they participated in JFPS’s annual campaign (N=281), regular mail solicitation is clearly the preferred method of solicitation. However, this does not preclude follow-up phone calls or even personal visits, especially to “high dollar” donors.

Chart 9: Participants in JFPS’s Last Annual Campaign prefer:

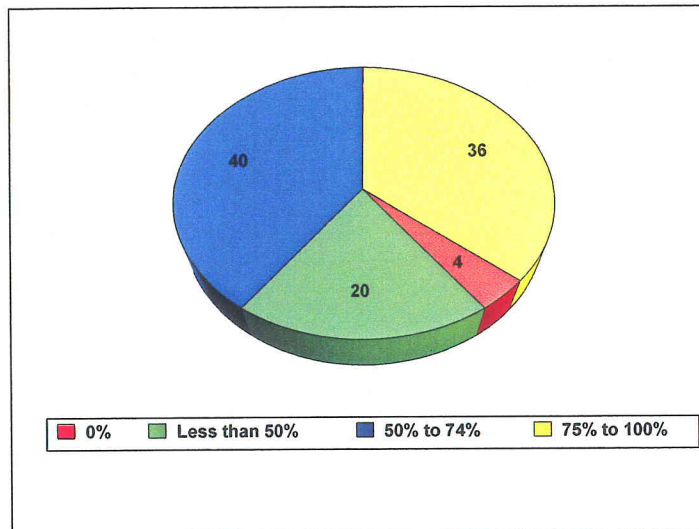


- Only 37% of Desert area Jews are aware that they could direct their United Way contributions to the Jewish Federation while 63% were not aware.

Philanthropic Giving: Past and Future

13. Of those who reported giving to charities (N=515), about 71% said they give between 50% and 100% of their entire donation to Jewish charities. However, as Chart 10 shows, 20% give less than half of their entire donation to Jewish charities.

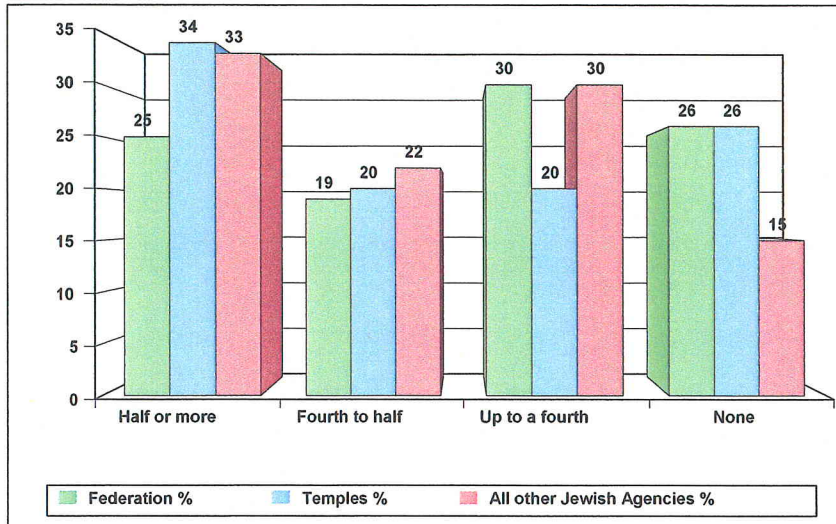
Chart 10: Percent to Jewish Charities



- **An average of 57% of all donations made by Desert area residents go to Jewish charities.** This figure is about 60% among Jews who live in central Coachella Valley towns and 51% among those who live in eastern Coachella Valley towns.
- Of those who give to Jewish charities, only one fourth of the donors make 50% to 100% of their donations through the Federation. About half of the donors give up to 50% of their donations through the Federation, while a quarter do not give any of their Jewish donations through the Federation.

- **Synagogues/Temples are more likely to receive half or more of Jewish donations (44%)** than all other Jewish agencies (33%) or the Federation (25%).

Chart I I: Portion of Jewish Charities Made through Various Venues (N=412)

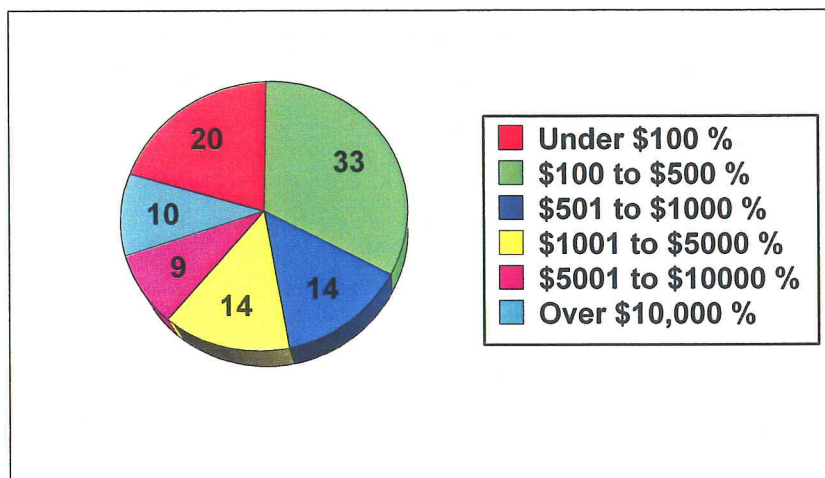


Note: Self-reporting of charitable donations is often overstated. Thus, these figures should be viewed with caution.

- About 35% of all respondents said they did not make any contribution to the Jewish Federation of Palm Springs in the recent past. Another 27% would not divulge how much (if any) their last contribution to the JFPS was.

- Among those who reported making any contribution in Palm Springs or elsewhere (N=261), nearly 53% reported contributing \$500 or less to the Federation’s last campaign.

Chart 12: Reported Range of Family’s Last Annual Contribution to JFPS (N=261)



CAUTION: Survey data about people’s philanthropic habits and dollars contributed to specific charities should be viewed with caution because of at least three factors in play: **social desirability** response (people want to look good), **inflation** in donated dollars (over reporting), and **time-warp** (as to when and how often donations were made).

- By more than a 2 to 1 ratio, those who reported donating less than \$5,000 to the Federation campaign believe that JFPS pays too much attention to big donors (31%). About 14% don’t think so, 29% are not sure and 25% don’t care.

Involvement in Jewish Life

Desert Area Jews who said they are involved in the community (73%) are also more likely to say they contributed to the Federation’s annual campaign.

Temple members (+22%) and those who reported contributing more than \$1,000 to the Federation’s last annual campaign (+11%) were more likely to describe themselves as “involved.” Those who are under 55 years old were slightly more likely to describe themselves as “involved” (+6%).

- **Nearly 8% of donors said they plan to contribute more to the Federation’s next annual campaign.** The table below shows that if potential donors fulfill their promise, next year’s campaign should raise more dollars than last year’s campaign.

Chart 13: Plan to Donate More by Last Donation Amount

Last Donation to JFPS was:	N=258	Percent(%) who Plan to Donate More	Percent (%) who Plan to Donate Less
Over \$10,000	24	4	12*
\$5,000 - \$10,000	24	13	0
\$1,000 - \$5,000	37	16	5
\$500 - \$1,000	36	19	3
\$100 - \$500	84	8	2
Under \$100	53	6	2

*This is not a positive prospect and should be followed through by Federation staff/volunteers.

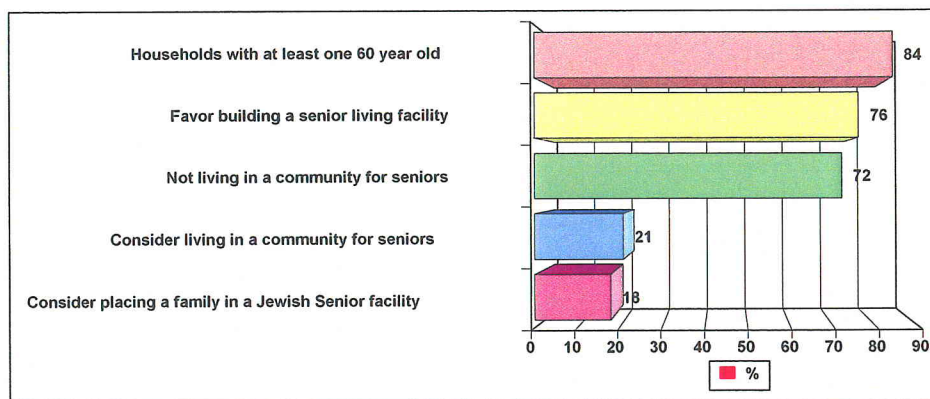
- Of those who reported contributing any dollars to the Federation’s last campaign (N=258), almost 14% said “yes” they would increase their contributions by 20% if asked. Nearly 26% of those who reported donating \$500 to \$1,000 to the Federation’s campaign last year said “yes” they would contribute 20% this year if asked. In contrast, of those who reported donating \$5,000 to \$10,000 (N=22), 18% said they would increase their donation by 20% if asked. Still others would be willing to increase their contributions by 10% or 5% if asked to do so.
- While half of all desert area Jews think that JFPS serves the overall needs of the Jewish community “very well” or “adequately,” 5% said “not too well” and about 39% are not sure.
- Jews living in Eastern valley towns are more likely to say “not sure” about how well JFPS serves the needs of the Jewish community.

Senior Housing Facilities

14. The Jewish population of Palm Springs and Desert Area is older than the overall population of Riverside County. Nearly 84% of all households have at least one member who is 60 years old or older. Moreover, nearly 28% of the survey respondents said they now live in a community designed exclusively for people who are at least 60 years old. In the central valley towns, almost 34% live in such facilities.

- **Most respondents (77%) described their overall health as excellent or good.** However, about 14% have household members with disabilities, in most cases (86%) physical rather than mental (9%) disability. Only about 5% of all respondents said they or someone in their household needs assistance in daily activities or with day/night transportation needs.
- **Almost 73% favor the idea of the Jewish communities building an assisted living facility in Coachella Valley.** While 42% favor an assisted living facility, 24% favor an independent living facility and 4% think a nursing home is needed the most. By nearly a 4 to 3 ratio, most respondents would favor a senior living facility which serves the needs of all seniors (45%) rather than only Jewish seniors (34%). About 22% are not sure.
- While the idea of a senior living facility sounds good to nearly four in five, only 18% said “yes” they would “consider placing a family member in a Jewish senior living facility in the next five years.”

Chart 14: Senior Living Facility



- Those under 65 years old (+15%), females (+3%), those who reported earning \$50,000 to \$100,000 (+4%) and those who have lived at their current zip code for 5 years or less (+6%) are slightly more likely to say “yes” they themselves would consider moving senior living facility “in the future.”

Building a Jewish Campus

15. The idea of building a Jewish campus in Palm Desert is favored strongly (52%) or somewhat (29%) by eight in ten households. It is favored more strongly (69%) by Jews who live in eastern Coachella Valley towns. Fewer than 9% oppose the idea of building such a campus.
- If such a campus is built, programs for seniors are perceived to be very important to at least eight in ten respondents. As Chart 15 shows, other amenities are favored by fewer than six in ten respondents.

Chart 15: Relative Importance of Jewish Campus Facility Programs

	Very + Fairly Important %
Programs for seniors	84
Programs for Youth, Camp/BBYO	71
Child care facilities	60
Exercise and fitness facilities	57
Art instruction/Display areas	64
League sports for teens/adults	56
Aquatics/Indoor and outdoor pools	52

- Despite the fact that fewer than 15% of Jewish households have or are likely to have children under 18 years old, youth programming ranked as the 2nd most important item, behind only senior programming.
- If a new Jewish campus is built, about half of all respondents (52%) said they would be very (25%) or somewhat (27%) likely to join a new center. **About 22% of all Jewish households strongly favor building the center and said they would join the new center.**
- Joining the center is correlated to age. The younger the respondent, the more he/she was likely to say he/she would join the center. While 46% of those under 55 years old said they would be “very likely” to join the new center, only about 18% of those over 75 years old would be “very likely” to join the new center.
- About 59% said “yes” they would give financial support if the new center is built. **Of those who are not likely to join the center (N=175), about 35% said they would be likely to “give financial contributions for the upkeep of the center.”**

About the Jewish Population of Coachella Valley

16. Less than 30% of Coachella Valley Jews are Californians and only 6% are native of the Valley. About 63% are from other states in the U.S. Among those who live in Eastern Coachella valley towns, 4% are native of Israel.

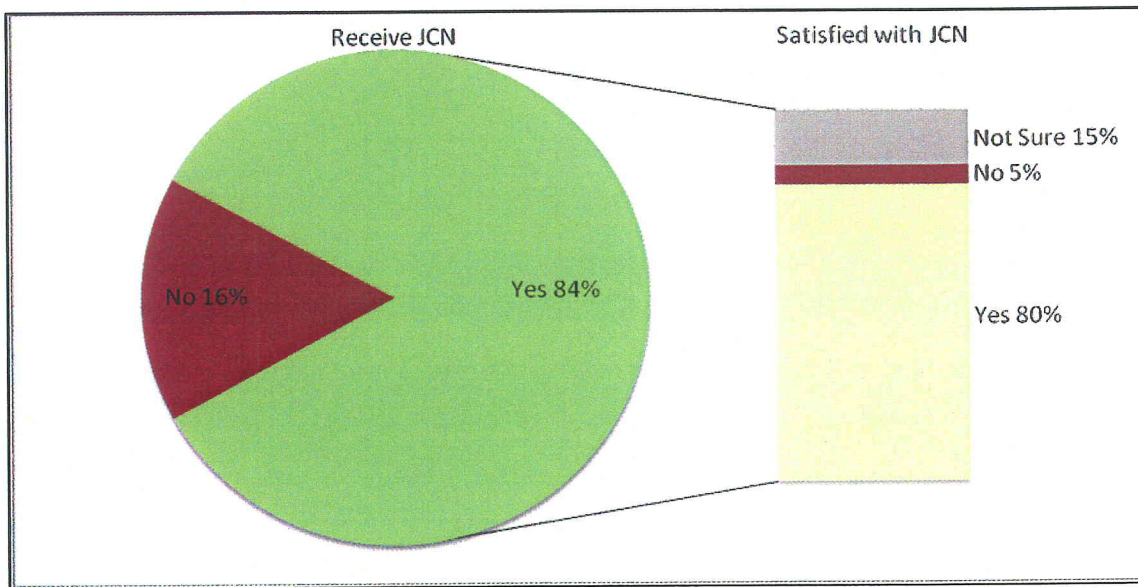
- The typical Jew has been living in the Valley an average of 14 years. Those in the western valley towns have lived in the valley an average of 17.5 years. Those in the central valley towns have been living there an average of 12.5 years compared to 7.5 years for those living in eastern valley towns. Of those who said they contributed over \$1,000 to the Federation's last campaign (N=86) nearly half (48%) said they have lived in the valley for 10 to 20 years.
- Six in ten (62%) live in the valley year round, while 27% live there between 6 and 11 months. One in nine (11%) live there less than 6 months out of the year. Of those living in eastern valley towns, 80% live there year round.
- About one in eight (13%) are likely to move in the next 5 years, while 80% do not plan to move. Of those who plan to move (N=74), 26% plan to stay within their same zip code and another 22% plan to stay in the Desert area. The remaining 50% are likely to move "out of town" (24%) or out of California (26%).
- The Desert area continues to have more females (58%) than males (42%). Among those who reported contributing under \$1,000 to the Federation (N=172) 49% were male and 51% are female. In contrast, among those who reported contributing over \$1,000 to the Federation's last campaign (N=86), 40% are male and 60% are female. Towns which are in Eastern Coachella Valley have 64% females, whereas towns in the Western valley towns have 50% males.
- About 64% of Desert Area Jews are college graduates or have post-graduate/professional degrees. College graduates were more likely to report donating over \$1,000 to the Federation's annual campaign (+6%) compared to those with post-graduate/professional degrees (-1%).
- One in four respondents still works full or part-time. Almost 68% are retired. Those who have lived in the valley for less than 5 years are more likely to be employed full-time (+11%) compared to those who have lived in the valley for over 20 years (-6%).
- Although half the respondents refused to divulge their income, of those who reported contributing over \$1,000 to the Federation's annual campaign (N=80), 34% said they earned over \$200,000 last year.

- Six in ten (63%) are married and 20% are widowed. Almost 8% are single, 6% are divorced and 4% “live together.” Of those who reported donating at least \$1,000 to the Federation’s last annual campaign, 80% are married (+17%).
- Although six in ten respondents live in Central Coachella Valley towns, of those who reported donating at least \$1,000 to the Federation, 79% live in Central Valley towns (+19%) and 14% live in western valley towns (-12%).

Jewish Community News

17. Of the Jews listed in the Federation’s roster, 84% said they now receive *Jewish Community News* and 16% do not.

Chart 16: Reported Receipt of/Satisfaction with Jewish Community News



- Of those who receive *JCN* (N=567), 80% said they are satisfied with the paper and 5% are not.
- Of those who do not receive *JCN* now (N=104), about 39% said “yes” they would like to receive the paper in the future.

Unaffiliated Jews in the Desert Area

18. Palm Springs and Desert Area has an estimated 11,500 households (7,800 self-identified Jewish households, plus another 3,700 household of Persons of Jewish background). The Jewish Federation's roster contains 7,661 household addresses (excluding duplicates eliminated by Yacoubian Research). This means that there are 3,839 Jewish and PJB households who are not known to the Federation or possibly to any of the other Jewish agencies in Coachella Valley. Simply put, approximately 20% of all Jewish households are unaffiliated with any Jewish agency in the Desert Area.

Moreover, among Jews who are on the Federation's roster, 35% (3,660 known Jewish households) are totally uninvolved in any aspect of Jewish life in Coachella Valley. Since involvement is positively correlated to participating in the Federation's campaign, the Federation should make every effort to increase the community's involvement in Jewish life.

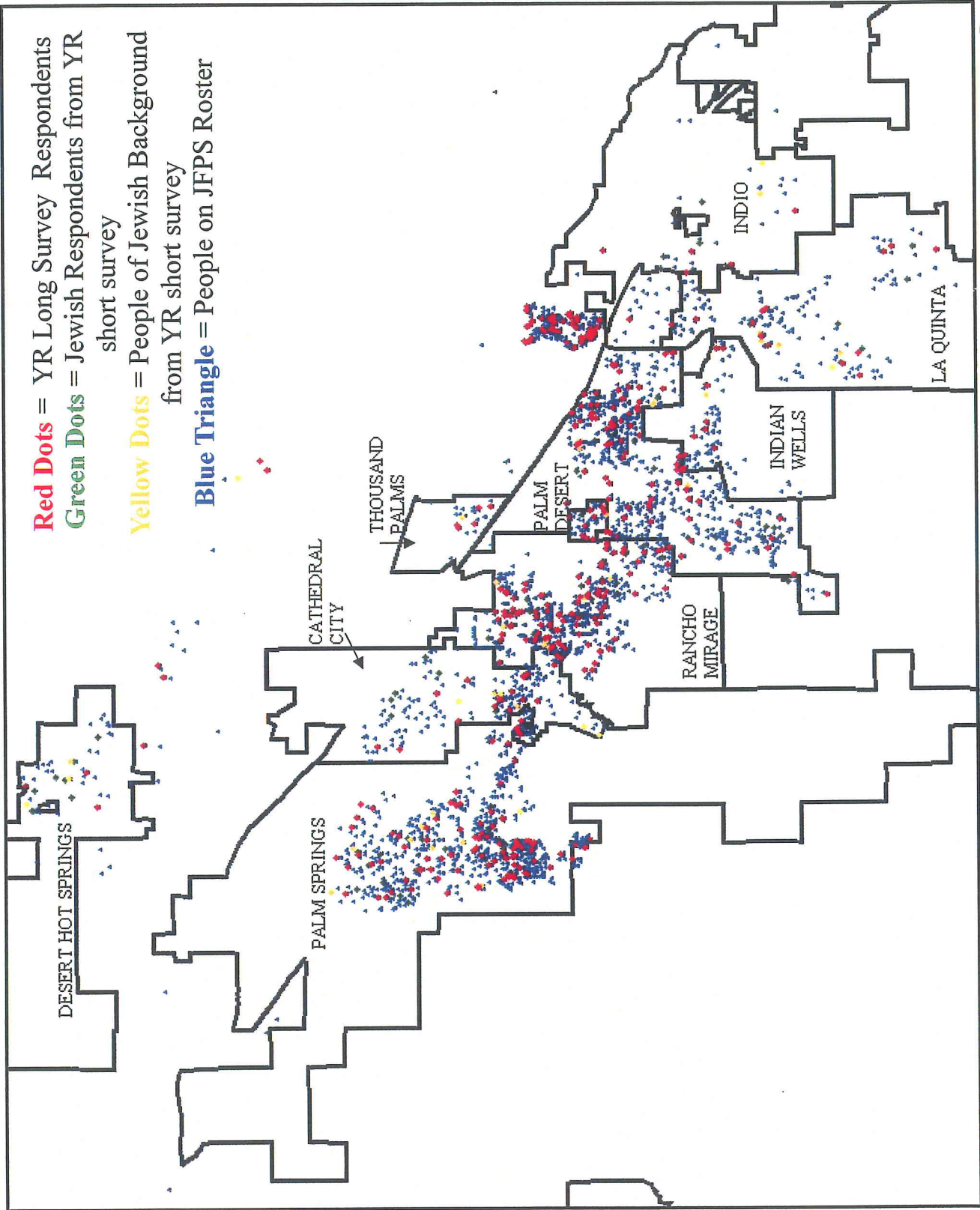
Recommendations

Based on the results of the 2008 Census and Needs Assessment Study, Yacoubian Research recommends four major courses of action for the Jewish Federation of Palm Springs:

1. Start a serious **marketing campaign** to fully inform the Jewish population about what the Federation and its funded agencies plan to do to improve the quality of life for Desert area Jews.
2. **Mediate efforts to merge the Temples.** Most of the Jewish community favors the merger, including the Conservative congregation of Temple Isaiah. The Temple Sinai location is perceived to be the more practical site for a merged temple.
3. **Begin the intra-community campaign for the Jewish campus** focusing on adult and senior services and programs. This is where the needs are. The Jewish campus can be built in phases, depending on the pace of fund-raising.
4. Consult with experts who can **do a serious headcount for a potential Jewish assisted living community on campus.**

Finally, Yacoubian Research will continue to analyze data to assist the Federation in implementing these plans. Moreover, we would be pleased to further consult with the Federation throughout the implementation process.

Red Dots = YR Long Survey Respondents
Green Dots = Jewish Respondents from YR short survey
Yellow Dots = People of Jewish Background from YR short survey
Blue Triangle = People on JFPS Roster



2000 Census of Population and Housing

