The Jewish Federation of Greater Orlando Community Study

Jewish Federation
of Greater Orlando
851 N. Maitland Ave
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June, 1993

Demographic Study Committee

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Additional Information

Florida Jewish History. A history of the Jews in Florida can be found in *Mosaic, Jewish Life in Florida* by Henry Alan Green and Marcia Kerstein Zerivitz (Miami: Mosaic, Inc., 1991). Send $22.95 to the University of Florida Press, University of Florida, Gainesville, Florida 32611.

Greater Orlando Jewish Community Study, Summary Report. Additional copies of this report are available from the Jewish Federation of Greater Orlando for $10.

Greater Orlando Jewish Federation Community Study, Main Report. The purpose of this Summary Report is to provide the average user of this study with a quick overview of the results. Serious users of the study will want to consult the over 350 page Main Report, which provides a much more detailed analysis. This report is available from the Jewish Federation of Greater Orlando for $25.

NJPS. The Council of Jewish Federations 1990 National Jewish Population Survey provides a national "yardstick" with which to compare results. Copies of the report are available from CJF (730 Broadway, NY, NY 10003) for $10.

THE JEWISH FEDERATION
OF GREATER ORLANDO

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הפדרציה היהודית של אורלנדו

PLANNING FOR THE FUTURE

It is with great pride that we share the Greater Orlando Jewish Community's Demographic Study Summary Report with you.

This report is the culmination of an extraordinary effort by our lay leadership, volunteers and staff. We were most fortunate to have been able to obtain the professional services of Dr. Ira M. Sheskin, an experienced demographer, who conducted the research and produced this study with an able group of local surveyors.

The Study is invaluable and will be used extensively as part of our long-range and strategic planning in the Jewish Community. The Demographic Study not only gives us a look at our Jewish population today but helps us to project our growth in the future. As you review the findings of the Study, you will see how helpful the information will be, not only to the Federation, but also to our congregations, agencies, Jewish organizations, and those who are involved in planning the future of our community.

The Study looks at many different aspects of our community and was conducted in a highly professional manner using the most up-to-date technology in demographic and population studies.

The cross-tabulations which were considered as part of the Study are impressive as is the ability to compare our community to others around the country who have conducted similar studies.

This Study belongs to the entire Jewish Community. We urge its use by all of our organizations as we pursue our goal of enhancing the quality of Jewish life and ensuring continuity in our community, regionally nationally, in Israel and around the world.

Stephen Feinberg
Chairman
Demographic Study
Committee

Robert Yarmuth
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Howard Stone
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Introduction

The enormous growth of the Greater Orlando Jewish community presents major challenges. Planning based upon sound information is vital. Research and planning have become essential components of the activities of the organized American Jewish community. More than 50 community and marketing studies have been completed in American Jewish communities since 1980, and a National Jewish Population Survey was conducted by the Council of Jewish Federations in 1990. The Greater Orlando Jewish community is one of the smaller Jewish communities in the country to undertake a full study of its population with no compromises on the *scientific integrity* of the project.

Complex decisions must be made by Federations concerning the location of new facilities and the relocation of existing ones, the implementation of new programs and the curtailment of others, and new methods for increasing fund-raising efforts. In Greater Orlando (as in other Sunbelt communities) these decisions are even more difficult than in northern communities. First, this is the first complete study of this community. Second, many people are new residents and may not have an historical perspective or an overall "feel" for some problems facing the community. Third, the enormous growth of a Jewish community, in a few short years, in a suburban environment, in a climate that facilitates year-round activity, presents significant challenges.

This study was designed to collect information on a broad range of topics. This information is presented in this summary report in the following sections:

- Geographic Profile
- Demographic Profile
- Religious Profile
- Synagogues and Jewish Organizations
- Jewish Education
- Human and Community Services
- Health Problems and Disabilities
- Israel and Anti-Semitism
- Philanthropic Activity
- Attitudes toward Philanthropy
- Use of *The Heritage Jewish News*

The Greater Orlando Jewish community has been impacted by the profound transformations that have changed the American Jewish community. How we live, who we marry, and the nature of Jewish communal life have evolved significantly over the past decades. Greater Orlando reflects many of these changes. It shows signs of significant strength, and at the same time signs of significant weakness.

This report will help the community identify these strengths and weaknesses. It will assist the Federation, synagogues, and Jewish agencies and organizations in planning to build upon the strengths and to develop projects and programs to address the weaknesses. It will provide information that will help the community set priorities and will guide planning and decision making for the remainder of this century.

The reader is cautioned that not all of the data that justify some of the statements in this report are reproduced herein. Rather, in many cases, the backup data appear only in the page Main Report for this study. Demographic data are easily misunderstood. The reader should take care to read the figures and tables correctly. The serious user of this report is urged to obtain a copy of the main report. ■

Comparison Cities

In many cases, this report compares Greater Orlando with other American Jewish communities. The choice of comparison cities depended upon whether particular Jewish communities have recently completed communities studies and upon whether particular questions had been asked in a similar manner. See the main report for a complete listing of the comparison communities for each question. ■

Methodology

The Study Area

The study area includes all of Orange and Seminole and parts of Volusia and Osceola counties, including the cities of Orlando, Kissimmee-St. Cloud, Maitland, Winter Park, Altamonte Springs, Casselberry, Longwood, Fern Park, Sanford, and Lake Mary. Three subareas were defined: **1) North Orlando**. This area includes all zip codes north of State Road 436 and includes sections of Orange, all of Seminole, and parts of Volusia County. A total of 216 surveys were completed in this area. The cities of Oviedo, Winter Springs, Altamonte Springs, Longwood, Lake Mary, Apopka, and Casselberry lie in this area. **2) Central Orlando**. This area includes sections of Orange County between State Road 436 and the East West Expressway. A total of 278 surveys were completed here. The cities of Orlando, Winter Park, Maitland, and Ocoee lie in this area. **3) South Orlando.** This area includes parts of Orange County and all of Osceola County. 177 surveys were obtained here. The cities of Orlando, Edgewood, Belle Isle, Windemere, Kissimmee, and St. Cloud lie in this area.

Sampling Methods

More than 670, 15-minute telephone surveys were conducted during the beginning of January, 1993. 203 were produced via random digit dialing (RDD). When an interviewer dialed these random numbers, there was no guarantee that a residence, let alone a Jewish residence, was reached. The introduction inquired as to whether anyone in the household was Jewish. Thus, 16,575 different numbers had to be dialed over 27,000 times to produce 203 RDD interviews. This methodology has the advantages of generating a high response rate (95% in this case), guaranteeing anonymity to the respondent, and providing the ability to interview persons with unpublished numbers.

After the completion of the RDD survey, an additional 468 surveys were completed from households with a Distinctive Jewish Name (DJN) in the latest Greater Orlando telephone directory. This greatly facilitated the project: one RDD survey was completed every three hours; almost two DJN surveys were completed each hour.

The RDD subsample was compared to the DJN subsample on a number of key factors. It was found (using chi-square tests) that these two subsamples did differ significantly on two variables: age and synagogue membership. Thus, appropriate weighting factors were developed to "correct" this problem.

Survey Instrument Design

The survey instrument was designed as a cooperative effort by the Jewish Federation of Greater Orlando Demographic Study Committee and staff and Professor Ira Sheskin of the University of Miami. In addition, rabbis and agency executives were provided an opportunity for input to the questionnaire.

Field Work

A decision was made to use paid workers from the Jewish community in the study area. Workers were found via an advertisement in *The Heritage Jewish News* and by word of mouth.

Reliability of the Survey

The sample size is adequate so that we can be 95% certain that the error margin for the results as a whole is no greater than $\pm 3.8\%$.

Quite often, surveys such as this produce results at wide variance with reality. This survey, however, produced results which mirror reality quite closely. For example, the telephone survey indicates that 32% of households are synagogue members in Greater Orlando. A survey of the synagogues indicates that this percentage is actually 31%. It also does an excellent job at predicting the number of gifts to the Federation and JCC membership. The major conclusion is that we can have a high degree of confidence in the reliability of the results of this survey. ■

Jewish Population Size and Distribution

Approximately 23,413 persons (both Jewish and non-Jewish) live in 9,044 households containing one or more Jewish persons. In total, 18,862 Jewish persons live in these Jewish households, of whom 314 are in the area for less than 8 months per year. In addition, about 300 Jews live in institutional settings. **Thus, the full-year Jewish population of the area is 18,848.**

- Greater Orlando is now the largest Jewish community in the State of Florida outside of Southeast Florida.

- Greater Orlando has about the same sized Jewish population as Buffalo, Passaic County, Las Vegas, and Kansas City. It is now larger than Columbus and Atlantic City.

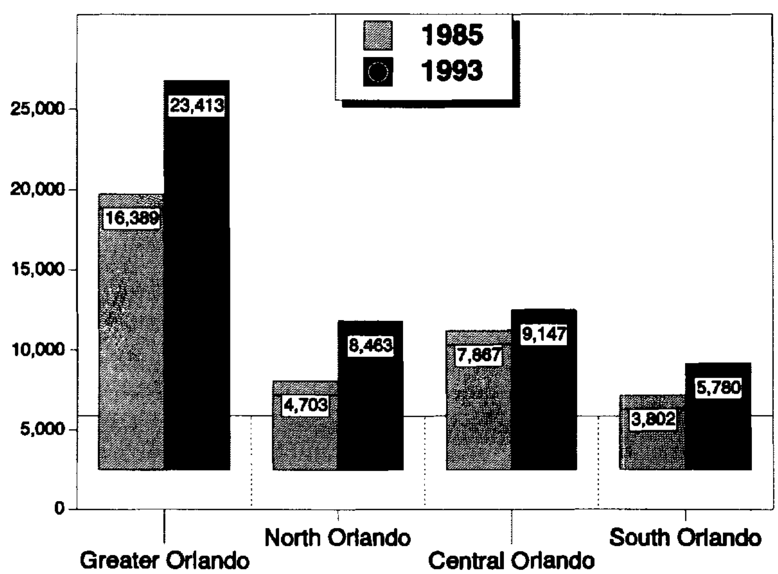
- 37% of the population live in North Orlando, 39% in Central Orlando, and 25% in South Orlando.

- From 1985-1993, the population in Jewish households increased from 16,389 to 23,413, a 43% growth rate. The growth rate in North Orlando was 44%; in Central Orlando, 14%; and in South Orlando, 34%.
- About 2% of households in the Greater Orlando area contain one or more Jewish persons.

- Approximately 12% of Jewish households live in the 32779 zip code, 8% in 32792, 7% in 32714, and 7% in 32821. The distribution of Jews among the zip code areas suggests that there is little geographic concentration to the Jewish population in Greater Orlando.

Population Projections. If the level of growth over the past 8 years (43%) prevails during the 1990s, then Greater Orlando will add 878 persons in Jewish households each year during the 1990s. We can then project a population in Jewish households of 29,559 in 2000.

Fig. 1: Growth of Population in Jewish Households



Geographic Profile—Place of Birth

Overall, 93% of Jewish persons in the study area were born in the United States, with 29% born in New York State. 22% were born in Florida, 14% in Greater Orlando, with most of the remaining places of birth in the Northeast. About 7% were born outside the United States, mostly in Europe.

- Greater Orlando has one of the lower percentages of persons who are locally born (14%). Only Miami (4%), West Palm Beach (2%), and Sarasota-Manatee (5%) are lower, although other Sunbelt communities, such as Los Angeles (16%) and Richmond (22%), are also relatively low.
- 71% of the respondents' parents were born in the United States; 11% in Russia.
- 7% are first generation (foreign born); 20% are second generation (American born with foreign-born parents); 73% are third generation or higher (American born, with American-born parents). Orlando has the highest percentage in the third generation or higher category of any comparison city.

Fig 2: Place of Birth

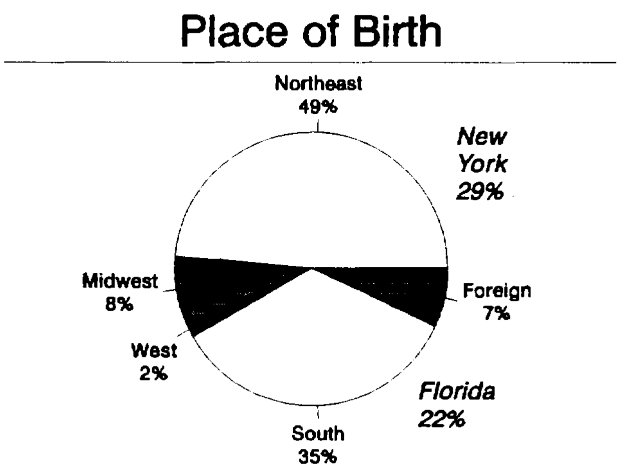


Fig 3: Percentage Locally Born

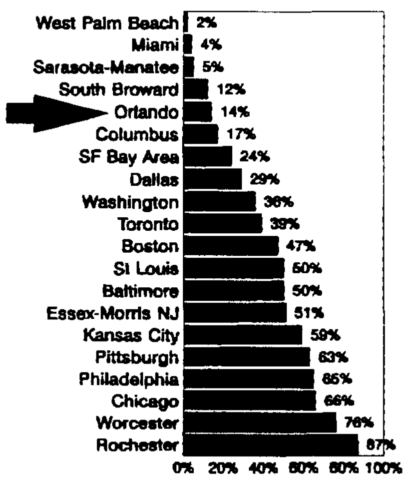
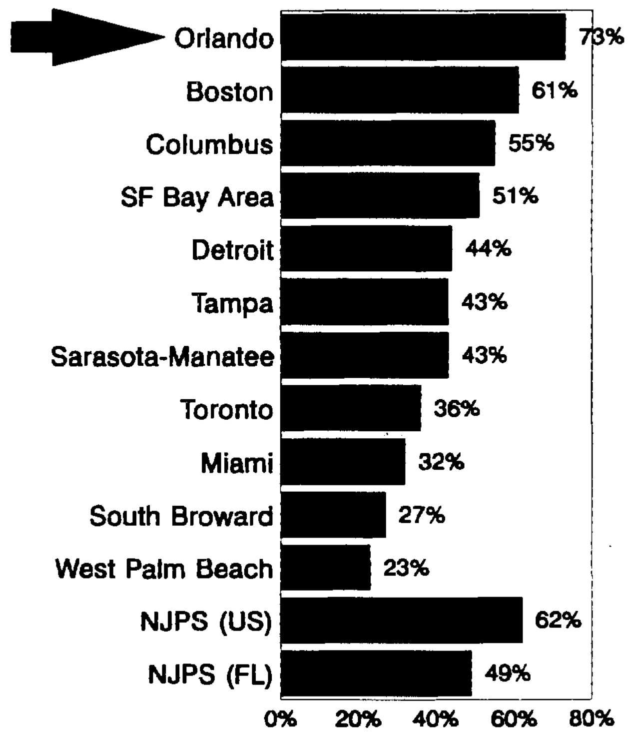


Fig 4: % Third Generation +



- That such a large percentage of households were not born locally implies that, for many people, "home" is still elsewhere. This no doubt influences levels of commitment to local institutions and charities.
- The first generation (those born in foreign countries), and the "Yiddishkeit" they bring with them, is fading from the Jewish community.

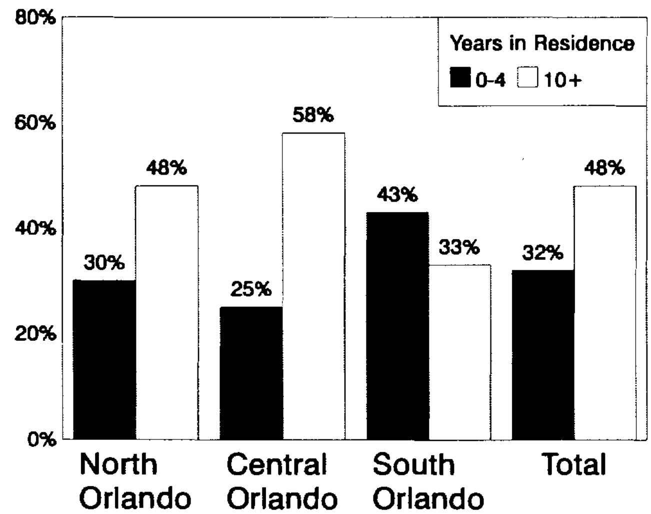
Geographic Profile—Residency Issues

About 32% of all households have moved to Greater Orlando within the past 5 years. Another 20% arrived during the past 5-9 years. Thus, 52% of all households have been living in the area for fewer than ten years. 30% have been here for 10-19 years, and 18%, for 20 or more years.

The percentage of long-term residents (18%) in Greater Orlando (20 or more years) is higher than Dallas (11%), West Palm Beach (8%), and Washington, DC (12%), but is less than the rate for Miami (33%) and about equal to South Broward (16%). The percentage of new residents (0-4 years) (32%) is quite high compared with 25 comparison Jewish communities. It is slightly higher than is the case for US Jews as a whole (29%), but is about equal to Florida's Jews (33%). It is higher than for Miami (15%), South Broward (19%), West Palm Beach (24%), and Sarasota-Manatee (23%).

- About an equal percentage of new residents have settled in each of the three areas [North Orlando (31%), Central Orlando (32%), and South Orlando (37%)].

Fig. 5: Length of Residence



- That 32% of households are in the area for less than 5 years confirms the fact that the Jewish population is growing. Combined with the information in **Figure 1**, the community should continue to plan for a further expansion of its population.

- Length of residence influences organizational and community involvement. Many short-term residents wait for a few years before becoming involved in the Jewish community. For example, 22% of those in residence for 0-4 years are synagogue members, but 40% of those in residence for 10+ years are members.

- That 48% of the community is in residence for 10 years or more implies that a large group of long-term residents exists who should feel part of the Greater Orlando Jewish community.

Length of Residence at Current Address. 55% are in their current residence for less than 5 years, 22% for 5-9 years, 19% for 10-19 years, and 5% for more than 20 years. Length of residence at one's current address is shortest in South Orlando, with 62% having moved into their residence in the past 5 years, versus 54% in North Orlando and 51% in Central Orlando. Compared with 17 other Jewish communities, only Detroit has a higher percentage in their home for 0-4 years. The 55% for Greater Orlando, however, does not differ much from the 54% for Florida Jews as a whole.

Part-year Residency. Unlike other Florida Jewish communities, only 1.5% of the population is in residence for less than 8 months of the year.

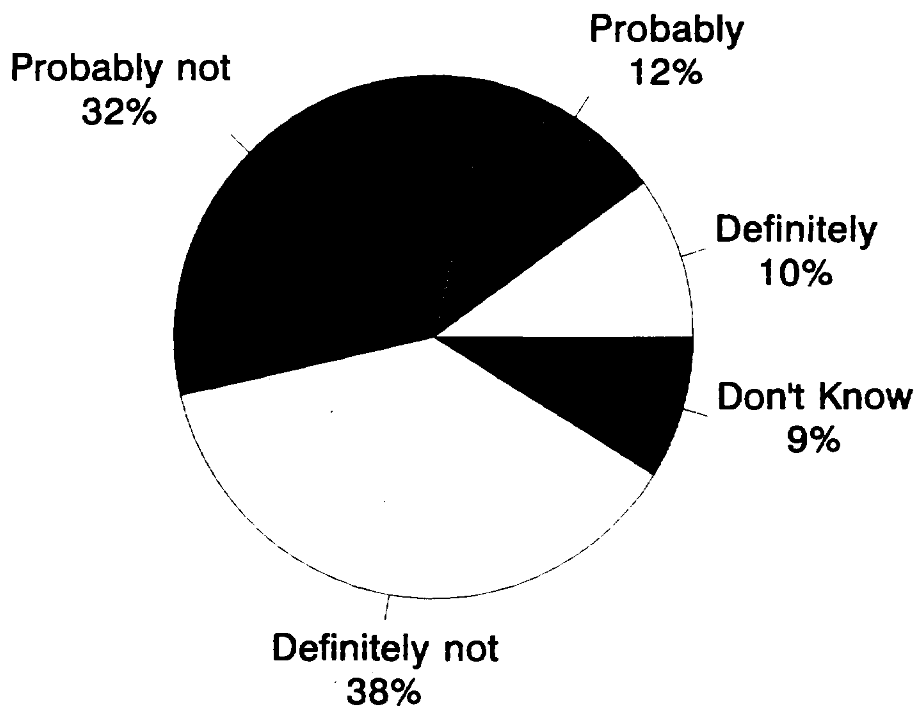
Home Ownership. 69% of households own their own home. Ownership is highest in North Orlando at 79%. Only 46% of those under age 35 own their own home, versus about 75% of those age 35-64. While 93% of the young elderly (ages 65-74) own their residence, only 52% of those age 75 and over do.

Place of Previous Residence. 10% of households moved to Orlando from Southeast Florida, 26% from New York, and 10% from the Midwest.

Geographic Profile—Moving Plans

Respondents were asked the probability that they would move within the next three years. 10% of all households indicated that they will definitely move within the next three years. 12% indicated probably and 70% indicated either probably not or definitely not. The indicated likelihood of mobility in Greater Orlando is quite similar to the pattern in South Broward, but is lower than that found in many other comparison Jewish communities.

Fig. 6: Moving Plans



• Households in Central Orlando (25% definitely or probably moving) and South Orlando (21%) are more likely to be planning a move than those in North Orlando (16%). As age increases, the likelihood of moving declines significantly, from 37% of the under age 35 group answering definitely, to 9% of those age 65 and over.

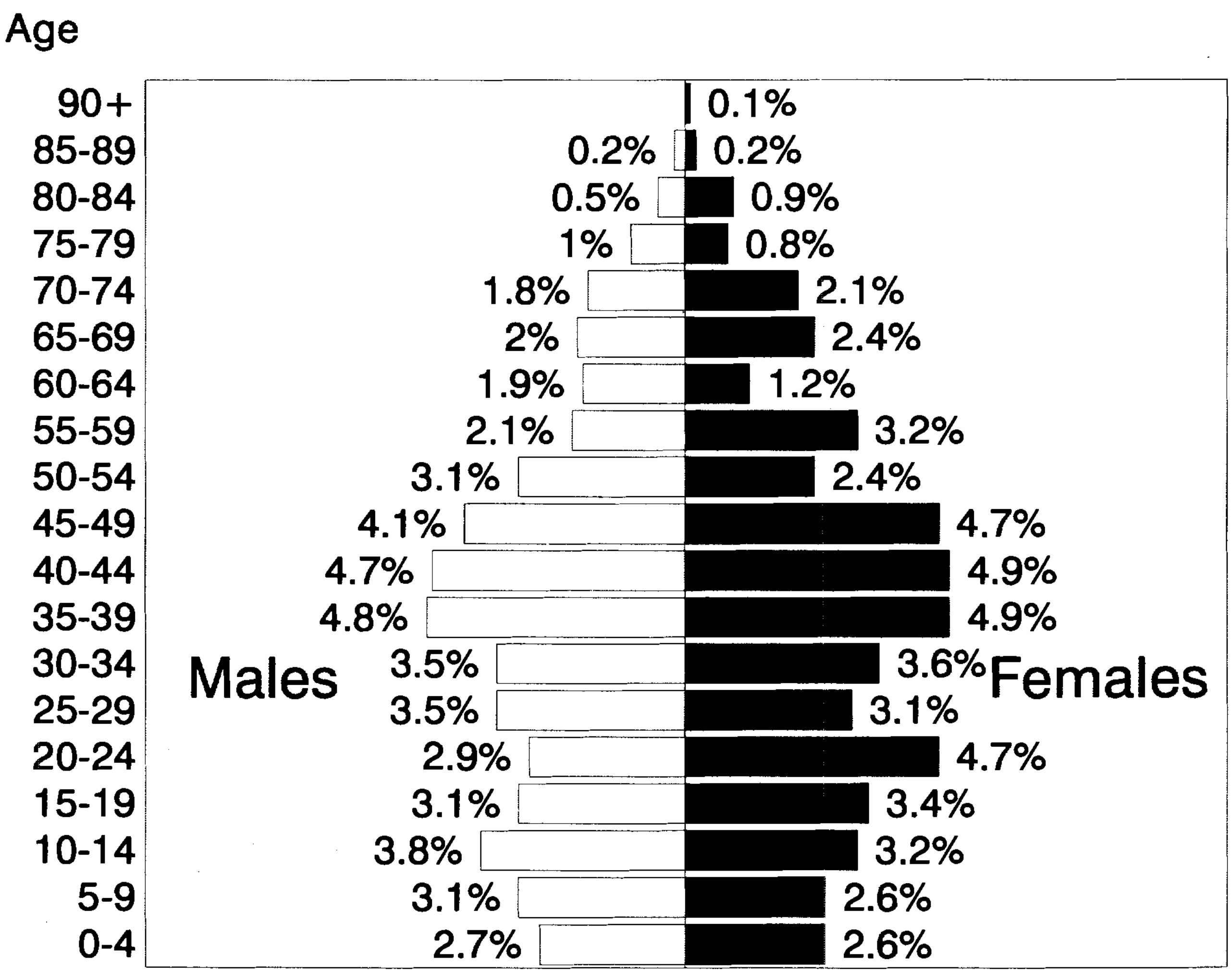
• Very few residents expect to move out of state within the next three years. Of the 21% planning a move, about 9% will be moving within the metropolitan area. 4% plan a move to another Florida metropolitan area.

• That very few respondents indicate plans to move out of the area shows that people have made a commitment to the Greater Orlando area. ■

Demographic Profile—Age and Sex

The age/sex distribution of a population is among the most important demographic indicators of a population. It is a major determinant of the types of programs a Jewish community must offer. Age influences everything from levels of religiosity, to synagogue membership, to levels of philanthropy.

Fig. 7: Age Pyramid



- Unlike many other Florida Jewish communities, Orlando is not a retirement center, with only 12% (2,810) of the population being age 65 and over and 15% (3,536) over age 60. 25% are age 19 and under. Thus, Orlando is a young Jewish community.
- Of about 36 comparison Jewish communities, Orlando has one of the lowest percentages of persons over the age of 60 (15%). Other Florida communities have much higher percentages: South Palm Beach (76%), West Palm Beach (67%), Sarasota (63%), South Broward (55%), and Miami (44%) all have much higher percentages of their population age 60 and over. 19% of American Jews are age 60 and over.
- Of about 36 comparison Jewish communities, Orlando is at about the middle in terms of population age 19 and under (25%). 23% of American Jews are age 19 and under.

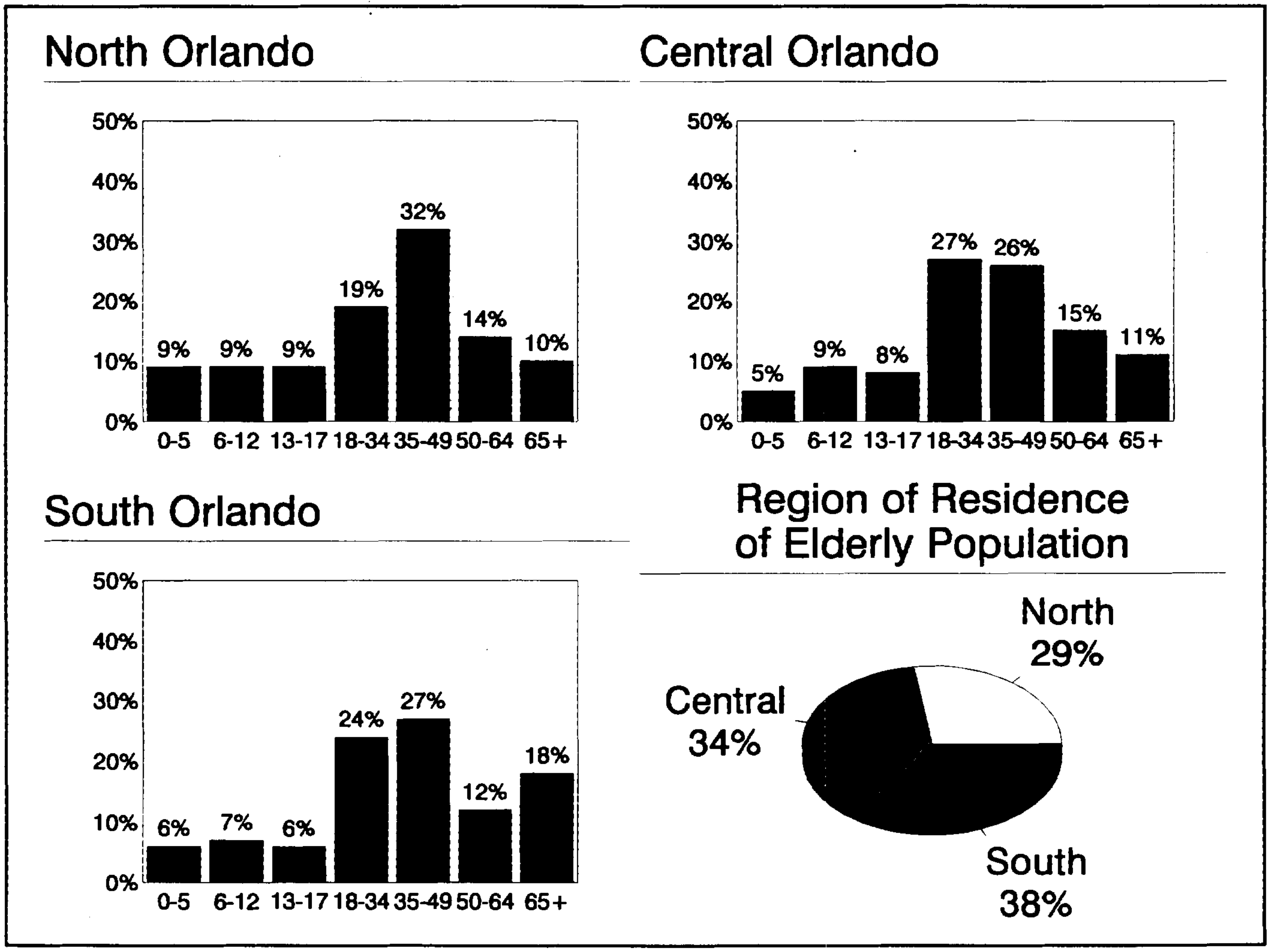


Fig. 8: Age Distribution by Region

- About 1,522 children of preschool age (0-5) live in Greater Orlando, as do 1,896 between the ages of 6 and 12 (for which enrollment in Jewish schools is the goal). About 1,849 Jewish teenagers (ages 13-17) live in Greater Orlando. 10% (2,225) of the Jewish population is age 18-24; 14% (3,208), 25-34; 19% (4,518), 35-44; 14% (3,348), 45-54; and 8%, (1,967), 55-64.

- 51% of the population is female. The median age for the male population is 37.5 years; for the female population, 36.8 years. Overall, half the population is over the age of 37.2.

- The median age does not differ significantly among the three areas of Orlando. In South Orlando, 18% of the population is elderly (age 65+), versus only 11% in Central Orlando and 10% in North Orlando.

- In North Orlando, 26% of the population is age 17 and under, versus 21% in Central Orlando, and 19% in South Orlando.

Table 1 Age\Sex Distribution						
Age Group	**Males**	**Females**	**Total**	**# Males**	**# Females**	**# Persons**
0 - 5	3.4%	3.1%	6.5%	796	726	1,522
6 - 12	4.6	3.5	8.1	1,077	819	1,896
13 - 17	3.7	4.2	7.9	866	983	1,849
18 - 24	3.8	5.7	9.5	890	1,335	2,225
25 - 34	7.0	6.7	13.7	1,639	1,569	3,208
35 - 49	13.6	14.5	28.1	3,184	3,395	6,579
50 - 64	7.1	6.8	13.9	1,662	1,592	3,254
65 - 74	3.8	4.5	8.3	890	1,054	1,944
75 and over	1.7	2.0	3.7	398	468	866
Total	48.9%	51.1%	100.0%	11,426	11,941	23,413
Summary Table						
65 and over	5.5	6.5	12.0	1,288	1,522	2,810
60 and over	7.4	7.7	15.1	1,733	1,803	3,536
18 and over	37.0	40.2	77.2	8,663	9,412	18,075
Median Age	37.5	36.8	37.2	Note: Totals may not add due to rounding error.		

• Most children (aged 17 and under) live in North Orlando (42%), with 36% in Central Orlando, and 21% in South Orlando.

• 45% of those age 0-5 live in North Orlando, 29% in Central Orlando, and 24% in South Orlando.

• 43% of teenagers (age 13-17) live in North Orlando, only 29% in South Orlando, and 37% in Central Orlando.

• 51% of those age 18-24 live in Central Orlando. Another 33% live in North Orlando, and 17% in South Orlando.

• The presence of a large percentage in the 35-49 age category reflects the influence of the baby boom generation upon the Jewish community in Greater Orlando.

• While 45% of those age 65-74 live in South Orlando, 46% of those age 75 and over live in Central Orlando.

• The elderly are living longer today than at any point in the past. We can expect to see continued expansion of the 75 and over group and the 85 and over group. Because many in this group will not have the ability to pay for services (the median income is only $23,500 for those age 75 and over), there will be an increasing strain upon human service agencies, both public and private.

Demographic Profile—Household Size

The average household size in Greater Orlando is 2.6; no American Jewish community (except Manchester) has a higher household size (**Table 2**). 18% are 1-person households, 39% are 2-person, 19% are 3-person, 17% are 4-person, and 7% contain 5 or more persons. The average of 2.6 is well above the household size in other Florida communities, but is about equal to the national Jewish figure.

Table 2: Average Household Size Comparison with Other Communities

Community	Year	Average	Community	Year	Average
Palm Springs	1988	1.8	Toledo	1982	2.5
Quad Cities	1990	2.0	Worcester	1987	2.5
South Palm Beach	1986	2.0	Baltimore	1985	2.5
West Palm Beach	1987	2.0	Milwaukee	1983	2.5
South Broward	1990	2.0	Rochester	1980	2.5
Sarasota-Manatee	1992	2.0	San Francisco	1988	2.5
Tidewater	1988	2.2	Pittsburgh	1984	2.5
Miami	1982	2.2	Chicago	1982	2.6
Denver	1981	2.2	Minneapolis	1981	2.6
Los Angeles	1979	2.2	St. Louis	1982	2.6
Atlantic City	1985	2.3	Nashville	1982	2.6
St. Paul	1981	2.3	Columbus	1990	2.6
Washington, DC	1983	2.3	Toronto	1991	2.6
Atlanta	1984	2.3	**Orlando**	**1993**	**2.6**
New York	1981	2.4	San Antonio	1991	2.6
Rhode Island	1987	2.4	Cleveland	1987	2.6
Phoenix	1983	2.4	Houston	1987	2.6
Rhode Island	1987	2.4	Manchester	1983	2.7
Richmond	1983	2.4	NJPS (US)	1990	2.6
Dallas	1989	2.4	NJPS (Florida)	1990	2.5
Detroit	1991	2.5	US Census	1990	2.6

- The percentage of 1-person households (18%) is lower than all but one (Manchester) of 25 American Jewish communities. The percentage of 3-person and over households is among the highest in the country.

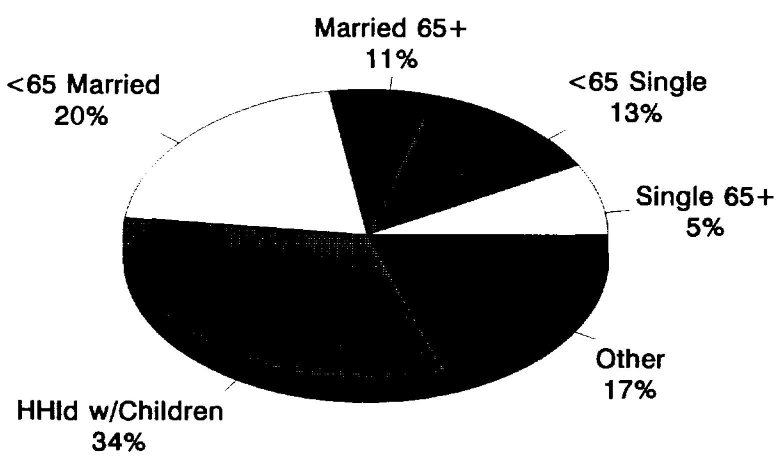
- Household size is highest in North Orlando (2.87), followed by Central Orlando (2.51), and South Orlando (2.37).

- Single persons living alone have special needs for activities and social interaction.

- Households with 2 or more persons imply built-in support systems in times of trouble. ■

Household Structure	%	# of Households
Table 3: Household Structure		
• Single Persons Living Alone		
Single Male Under Age 65	7.1%	642
Single Female Under Age 65	5.9	534
Single Male Age 65 and over	.7	63
Single Female Age 65 and over	4.3	389
Total Single Persons Living Alone	18.0%	1,628
• Married Couples—No Children		
Married Couple Under 35	4.4%	398
Married Couple 35-49	5.2	470
Married Couple 50-64	10.0	904
Married Couple 65 and over	10.5	950
Total Married Couples—no children	30.1%	2,722
• Married Couples with Children Under 18	33.2%	3,003
•Other Household Structures		
Single-Parent Family	1.3%	118
Persons of the Opposite Sex Sharing Living Quarters	5.4	488
Roommates	2.5	226
Married Couple—Adult Child	5.9	534
Adult Single with Elderly Parent	1.5	136
Two relatives	.8	72
Couple with Elderly Parents	1.2	109
Total Other Household Structures	18.6%	1,682
Total	100.0%	9,044

Fig. 9: Household Structure



• Over 450 households (5%) are single elderly (65 and over) living alone.

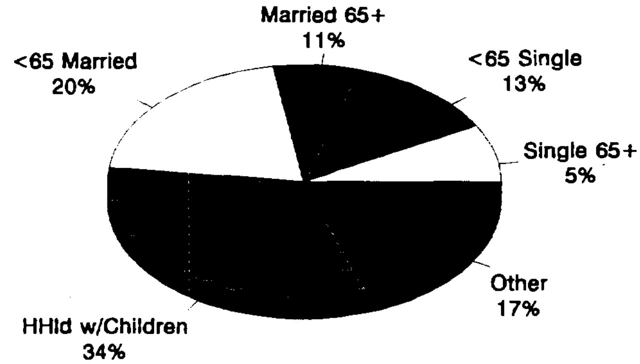
• Almost 1,200 households (13%) contain single persons living alone under age 65.

• While single parents sometimes have special needs, only about 100 (1.3%) such households live in Orlando.

• Households with children are the most common household type: over 3,100 (34%) such households exist in Greater Orlando.

Orlando has one of the highest percentages of single, never married adults (22%) of any American Jewish community. Only Boston (29%), Columbus (30%), and Washington (27%) are higher.

Fig. 10: Marital Status



- About 1,000 persons are currently divorced (6%) and about 700 are currently widowed (4%). 15% of adults are currently involved in a second marriage.
- By age 35, more than 90% of Jews have been married.
- 60% of females age 75 and over are widowed.
- Divorce is more common among women than men, particularly in the 35-64 age groups.
- About 25% of adults in North and Central Orlando are single, never married, versus 17% in South Orlando.

Table 4
Current Marital Status by Age for Males

Marital Status	Under 35	35-49	50-64	65-74	75+
Married for first time	31.9%	60.6%	71.8%	75.5%	62.6%
Single, never married	65.9	13.4	.3	1.5	.0
Divorced, remarried	.5	18.4	21.3	10.0	9.0
Widowed, remarried	.0	.0	2.9	6.7	19.1
Currently Divorced	1.6	7.6	3.4	.6	.0
Currently Widowed	.0	.0	.3	5.7	9.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5
Current Marital Status by Age for Females

Marital Status	Under 35	35-49	50-64	65-74	75+
Married for first time	36.7%	58.0%	62.9%	67.6%	24.7%
Single, never married	57.3	6.3	1.5	.0	2.2
Divorced, remarried	3.2	23.0	13.7	8.1	3.3
Widowed, remarried	.0	.4	3.6	3.9	7.1
Currently Divorced	2.5	12.2	11.4	1.0	3.0
Currently Widowed	.3	.0	7.0	19.3	59.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Demographic Profile—Educational Level

Only about 2% of the population does not have a high school degree, compared to 25% of the American population in general. 51% of the population has a degree from a four-year college, compared to 20% of the US population, 29% of US Jews, 43% of Jews in West Palm Beach, 37% of Jews in South Broward, and 36% of Jews in Miami. About 2% have a medical or dental degree; another 2%, a law degree.

The differences between males and females are significant. 23% of males have a graduate degree, 13% of females. 57% of males have a college degree, compared to 46% of females. Even for those under age 50, this difference in education between men and women persists: 34% of males between ages 35-49 have a graduate degree, compared to 19% of females.

Fig. 11: Secular Education

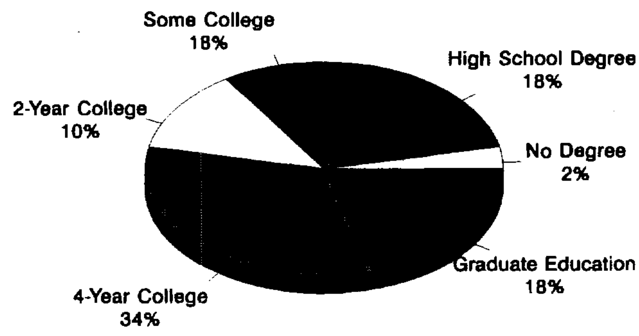


Table 6
Level of Secular Education by Age, Males

Highest Degree Earned	Under 35	35-49	50-64	65-74	75 +
No Degree	1.7%	.9%	1.7%	1.7%	6.6%
High School	37.4	21.5	37.1	39.3	49.4
Graduated 2-year college	9.8	8.5	7.5	11.8	9.0
Graduated 4-year college	39.1	35.4	30.4	32.7	21.8
Graduate Degree	12.0	33.6	23.3	14.4	13.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 7
Level of Secular Education by Age, Females

Highest Degree Earned	Under 35	35-49	50-64	65-74	75 +
No Degree	1.3%	.8%	2.0%	6.6%	11.0%
High School	35.5	34.0	47.5	53.2	65.4
Graduated 2-year college	11.4	10.6	15.3	11.4	6.1
Graduated 4-year college	40.1	35.9	27.8	19.7	12.8
Graduate Degree	11.7	18.8	7.4	9.1	4.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

- No differences exist in educational level between North, Central, and South Orlando.

Men are significantly more likely to be employed full time (by 69% to 46%) and females are much more likely to be homemakers (by 16% to .5%). Females are twice as likely to be employed part time, by 10% to 5%.

- The current unemployment rate is 5%.

- 10% of adults in Central Orlando are students.

- 21% of adults in South Orlando are retired.

Fig. 12: Employment Status

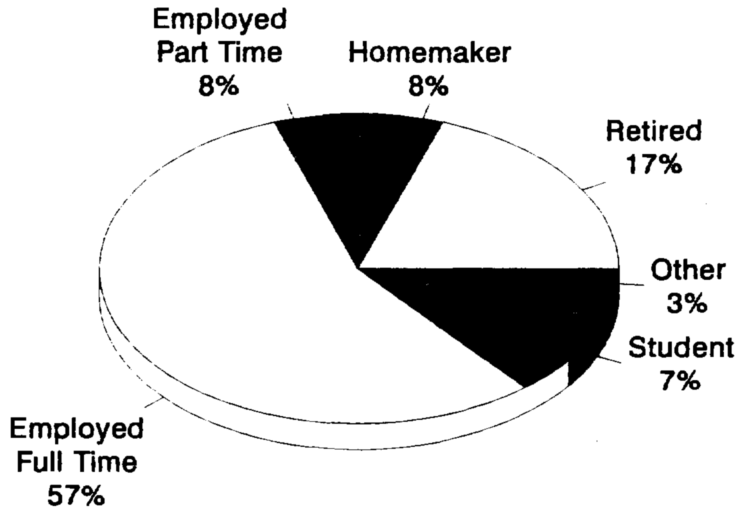


Table 8 Employment Status by Age, Males					
Employment Status	**Under 35**	**35-49**	**50-64**	**65-74**	**75 +**
Employed Full Time	74.5%	90.1%	68.4%	11.6%	3.7%
Employed Part Time	4.9	3.4	5.7	11.4	3.4
Retired	.0	1.3	20.4	75.9	92.9
Homemaker	.0	1.1	.0	.6	.0
Disabled	.2	1.2	2.6	.0	.0
Unemployed	2.7	2.4	3.1	.6	.0
Student	17.7	.6	.0	.0	.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 9 Employment Status by Age, Females					
Employment Status	**Under 35**	**35-49**	**50-64**	**65-74**	**75 +**
Employed Full Time	54.0%	59.8%	44.4%	6.6%	.0%
Employed Part Time	9.6	15.2	8.6	1.4	2.0
Retired	.0	1.7	23.4	69.8	76.0
Homemaker	5.1	19.5	20.7	21.8	22.0
Disabled	1.3	.4	.0	.5	.0
Unemployed	3.7	2.4	2.0	.0	.0
Student	26.3	1.1	.9	.0	.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Demographic Profile—Occupation

About 41% of adults are (or were) employed as professionals, as are 42% in West Palm Beach, 50% in Sarasota-Manatee, 32% in South Broward, and 31% in Miami. The occupational structure of Jews in Greater Orlando is very different from the 1980 US Census, which shows 17% professional (versus 41%), 7% sales (versus 15%), 19% clerical (versus 11%), and 46% service worker (versus 9%).

The most common job titles include manager (14%), sales (14%), proprietor (9%), teacher (8%), clerical (7%), waitress (4%), doctor (3%), technician (3%), engineer (3%), nurse (3%), and accountant (3%).

• The results include persons who are currently employed as well as those who are retired.

Fig. 13: Occupational Status

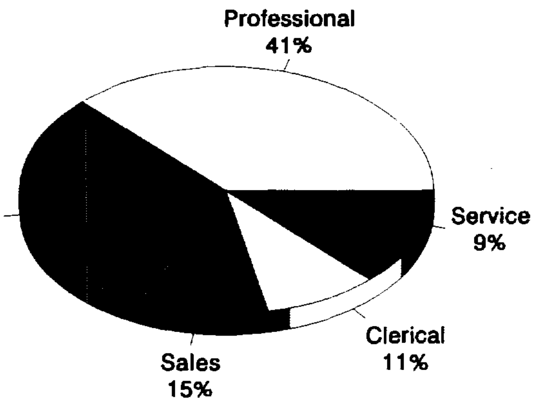


Table 10
Occupation by Age, Males

Occupation	Under 35	35-49	50-64	65-74	75+
Professional/Technical	44.4%	47.4%	41.4%	36.3%	27.1%
Manager/Proprietor	20.7	26.2	32.3	31.9	26.1
Sales	15.0	18.2	17.9	23.0	21.5
Clerical	4.4	3.0	1.1	1.6	6.6
Service	15.5	5.2	7.3	7.2	18.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 11
Occupation by Age, Females

Occupation	Under 35	35-49	50-64	65-74	75+
Professional/Technical	39.7%	42.3%	30.8%	34.8%	20.0%
Manager/Proprietor	14.8	25.6	22.2	17.9	11.6
Sales	12.6	9.7	14.4	12.8	23.9
Clerical	14.5	15.8	26.1	30.5	31.1
Service	18.4	6.5	6.6	4.0	13.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%

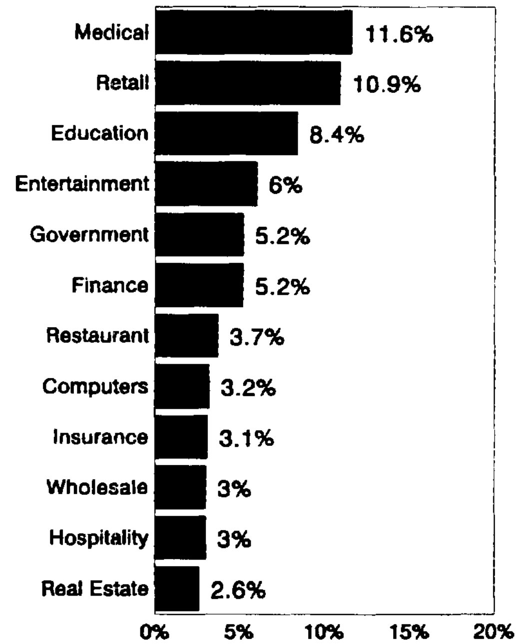
• Males are more likely to be in the professional category than females. Females are more likely to be classified as "clerical" than males for all age groups; for example, 31% of females age 65-74 are clerical, versus 2% of males.

Little significant variation occurs by age in the industry in which the Jewish population is involved, except that about 14% of 35-49 year olds are in the medical field and the younger age groups are more involved in entertainment. Overall, 37% are in either medical, retail, education, or entertainment.

- Females are (were) slightly more likely (14% versus 10%) to be in the medical area and significantly more likely to be in education (13% versus 4%) than males. Otherwise, the differences between males and females are not great.

- 15% in South Orlando are (were) in retail, versus about 9% in Central and North Orlando. Otherwise, little difference is found among the three areas.

Fig. 14
Industry



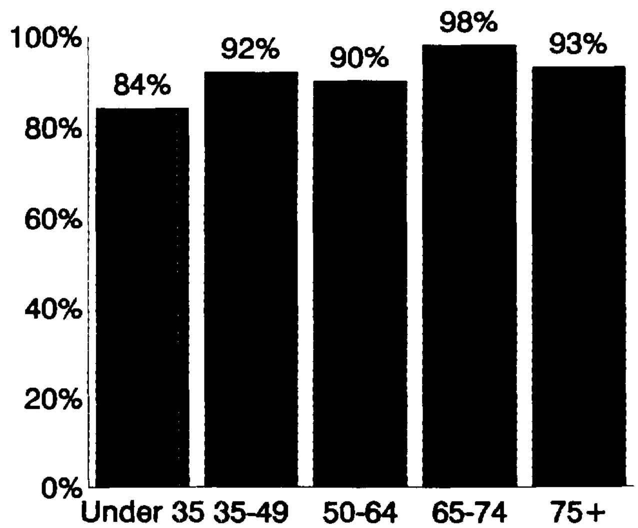
Overall, 90% of Jews in Greater Orlando claim to be registered to vote.

- Voter registration varies little by region.

- Those in residence for ten or more years are also more likely to be registered.

- Those with household incomes below $25,000 (80%) are less likely to be registered than those earning over $25,000 (91% or more).

Fig. 15
Voter Registration by Age



Demographic Profile—Housing Value

Respondents were asked to estimate the value of their home, whether they rented or owned. These housing values are based upon respondents' perceptions and *may not* represent actual selling prices. However, many persons are recent migrants who are knowledgeable about their purchase price. Many persons have a reasonable idea of the selling prices of similar houses in their neighborhood. On the other hand, it is also possible that some people remember what they paid for their dwelling and are unaware of changes in the housing market. About 20% of respondents were unable to provide an answer.

The median housing value is about $105,800. The median value of housing for the West Palm Beach Jewish community is $73,000; for South Broward, $85,100; for Sarasota-Manatee, $$135,200. Thus, on average, this area appears to have residents with much higher income than does the east coast of Florida.

Fig. 16: Housing Value

(in thousands of dollars)

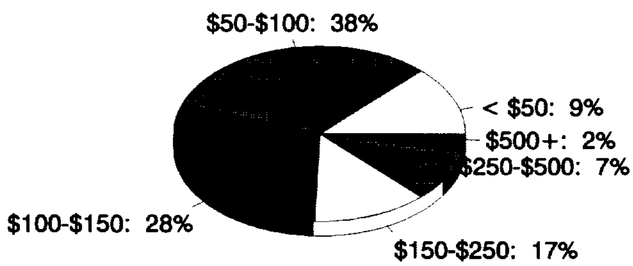


Fig. 17: Median Housing Value

(in thousands of dollars)

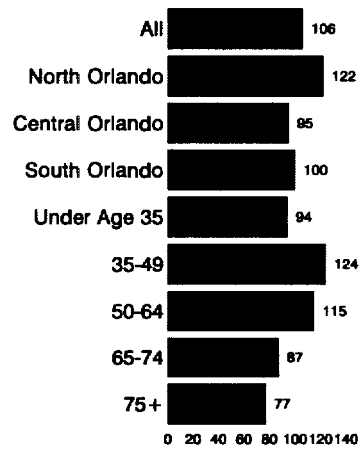


Table 12
Housing Value by Geographic Area

Housing Value	North Orlando	Central Orlando	South Orlando	All
Under $50,000	5.8%	12.9%	7.5%	9.0%
$50 - $99,000	30.8	40.9	42.7	37.8
$100 - $149,000	30.0	25.7	27.2	27.6
$150 - $249,000	22.9	11.3	17.4	16.9
$250 - $499,999	8.5	5.5	5.2	6.5
$500,000 and over	2.0	3.7	.0	2.1
Total	100.0%	100.0%	100.0%	100.0%
Median Value	$122,300	$95,400	$99,800	$105,800

Demographic Profile—Household Income

Respondents were asked their household income before taxes in 1992. About 84% answered this question. The type of bias introduced by the lack of a response from 16% of the respondents is unknown. It should be emphasized that not all 16% represent refusals. In some cases, the household member interviewed did not refuse, but simply did not know the amount.

The median income of $45,700 is well above the 1986 median income in West Palm Beach of $32,000, the 1989 median income in South Broward of $36,700, and is just below the 1992 median income of $47,500 for Sarasota-Manatee.

Fig. 18: Household Income
(in thousands of dollars)

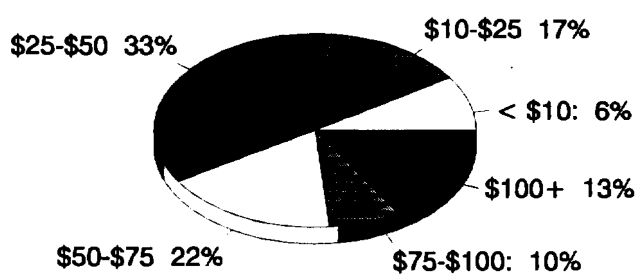
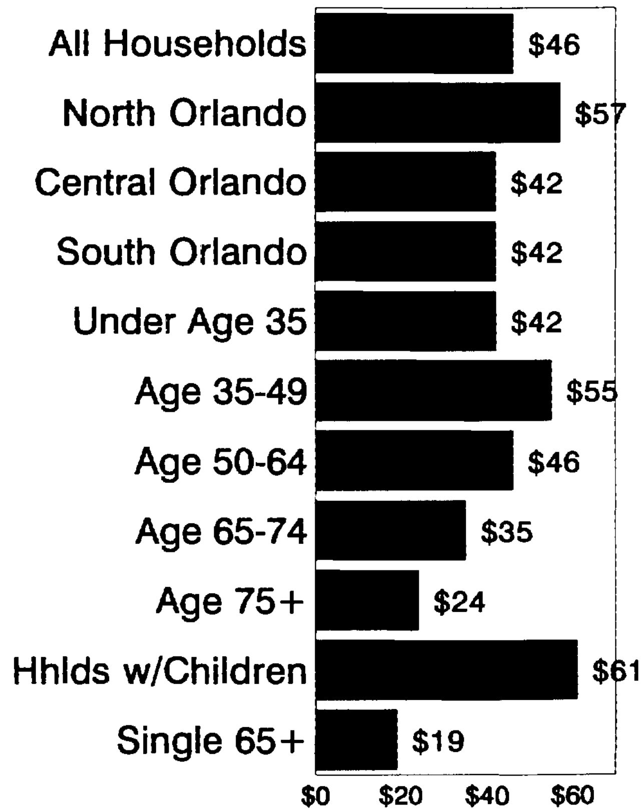


Fig. 19: Median Household Income
(in thousands of dollars)



• The median income of $45,700 compares to $39,000 for all US Jewish households and to $27,483 for all households in the State of Florida, both Jewish and non-Jewish.

• The data indicate that this is one of the more affluent Jewish communities in the United States, particularly among residents of North Orlando.

• Only about 570 households (6.3%) earn less than $10,000 per year; about 150 of whom are single elderly living alone. Thus, unlike the east coast of Florida, there are no significant pockets of poor elderly.

Religious Profile—Jewish Identification

Respondents were asked whether they considered themselves Orthodox, Conservative, Reform, or "Just Jewish." Only 2% (217 households) consider themselves Orthodox; 33% (3,020 households) Conservative; 30% (2,677 households) Reform; and 35% (3,120 households) Just Jewish. Of 39 comparison communities, Orlando has the lowest percentage of Orthodox. The percentage Just Jewish is about equal to San Francisco, and is higher than the other 38 communities.

- For households with children, 3% are Orthodox, 33% Conservative, 27% Reform, and 37% Just Jewish.

Fig. 20: Jewish Identification

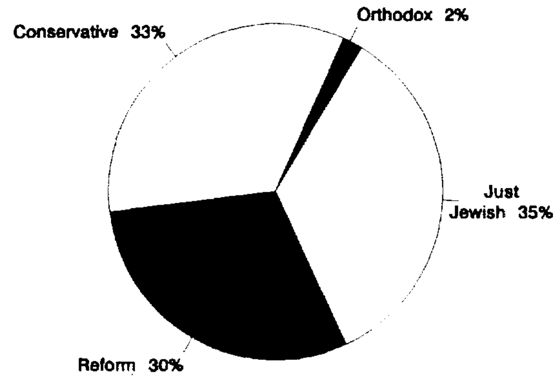
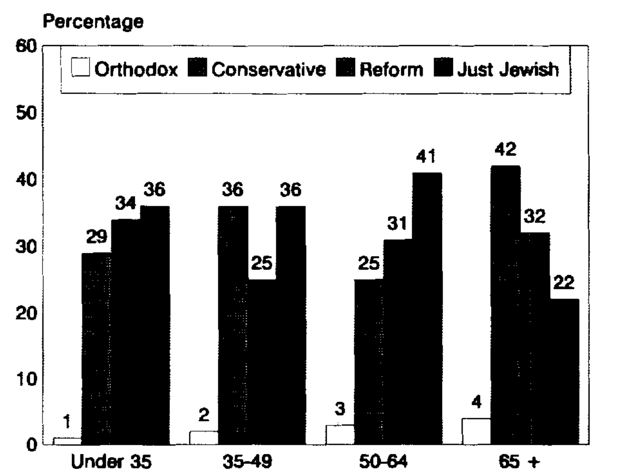


Table 13: Jewish Identification by Geographic Area				
Jewish Identification	North Orlando	Central Orlando	South Orlando	All
Orthodox	1.4%	3.5%	2.1%	2.4%
Conservative	38.7	33.1	27.5	33.4
Reform	32.5	27.1	29.8	29.6
"Just Jewish"	27.3	36.3	40.6	34.5
Total	100.0%	100.0%	100.0%	100.0%

Fig. 21: Jewish Identification by Age



Religious Profile—Practices

About 81% of households always or usually do one of the following: light Chanukah candles, attend a Passover Seder, light Sabbath candles, or keep kosher.

Fig. 22: Frequency of Practice

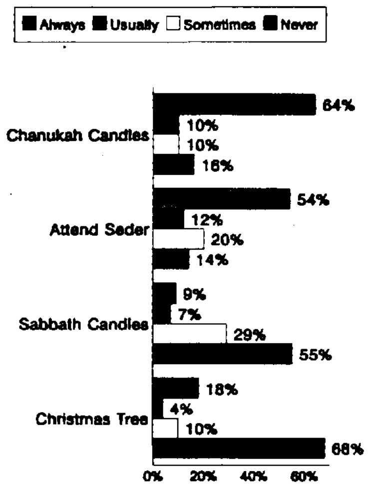


Fig. 23: % Always Practice

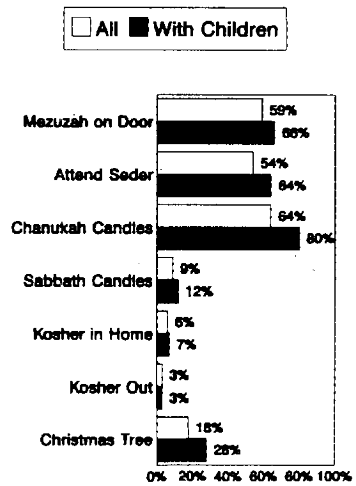


Table 14: Religious Practices Comparison with Other Communities
(% "Always" or %"Yes")
(For Christmas Tree: % Always + % Usually + % Sometimes) (* = % Always + % Usually)

Community	Year	Mezuzah	Seder	Chanukah	Sabbath	Kosher	Tree
Orlando	**1993**	**59%**	**54%**	**64%**	**9%**	**9%**	**32%**
Washington, DC	1987		31%		15%	11%	23%
SF Bay Area	1988		53%	56%	9%		30%
Sarasota-Manatee	1992	55%	54%	48%	9%	5%	17%
South Broward	1990	79%	56%	64%	17%	16%	
West Palm Beach	1987	69%	60%	58%	18%	13%	19%
New Orleans	1988		69%	60%	19%	7%	
Rochester	1988		69%	71%	22%	21%	15%
Essex-Morris, NJ	1986		69%		18%	18%	16%
Miami	1982	77%	70%	57%	29%	21%	
Dallas	1989	64%	71%	68%	16%	7%	21%
Atlantic City	1985		73%		21%	22%	14%
Baltimore	1985		79%		23%	24%	16%
Toronto	1990		82%	65%	35%	30%	10%
Detroit	1991		84%*	78%*		19%	
Columbus	1990		75%*	91%*		12%*	
NJPS (US)	1990		55%	57%		15%	35%
NJPS (Florida)	1990		53%	62%		11%	35%

Fig. 24: Practices by Age

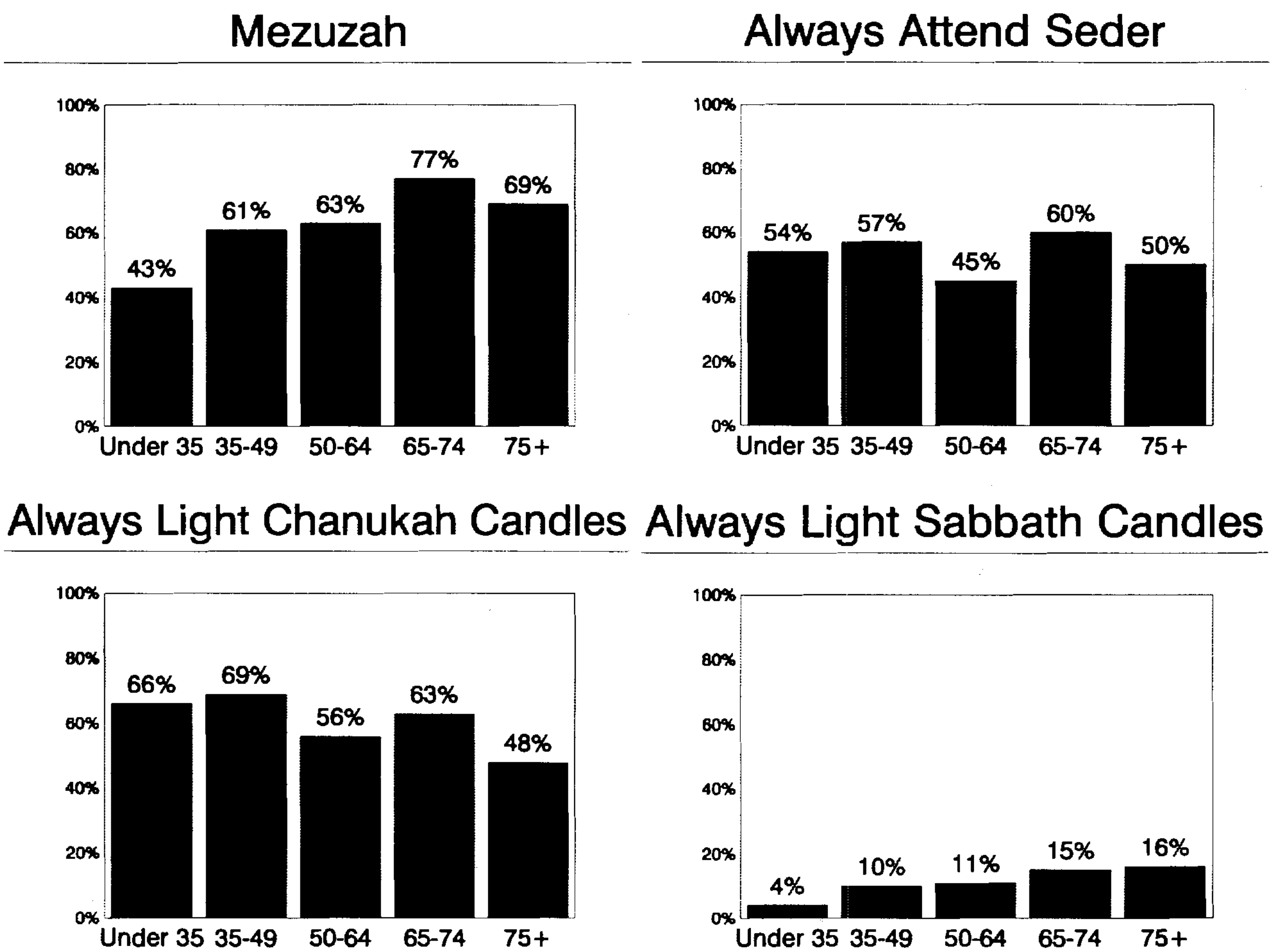


Fig. 25: Kosher by Age

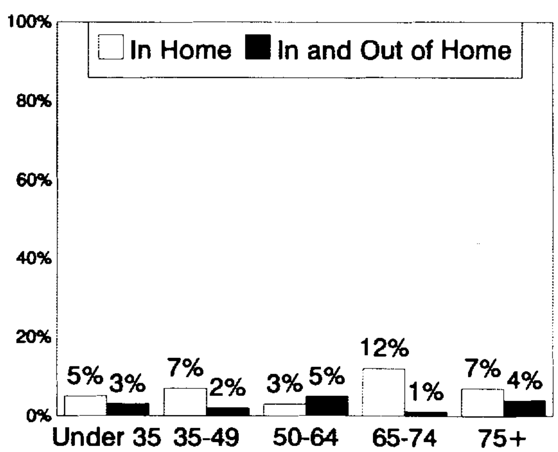


Fig 26: Always, Usually, Sometimes Have Christmas Tree by Age

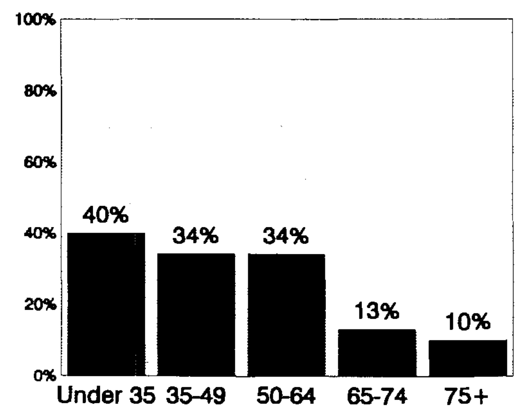
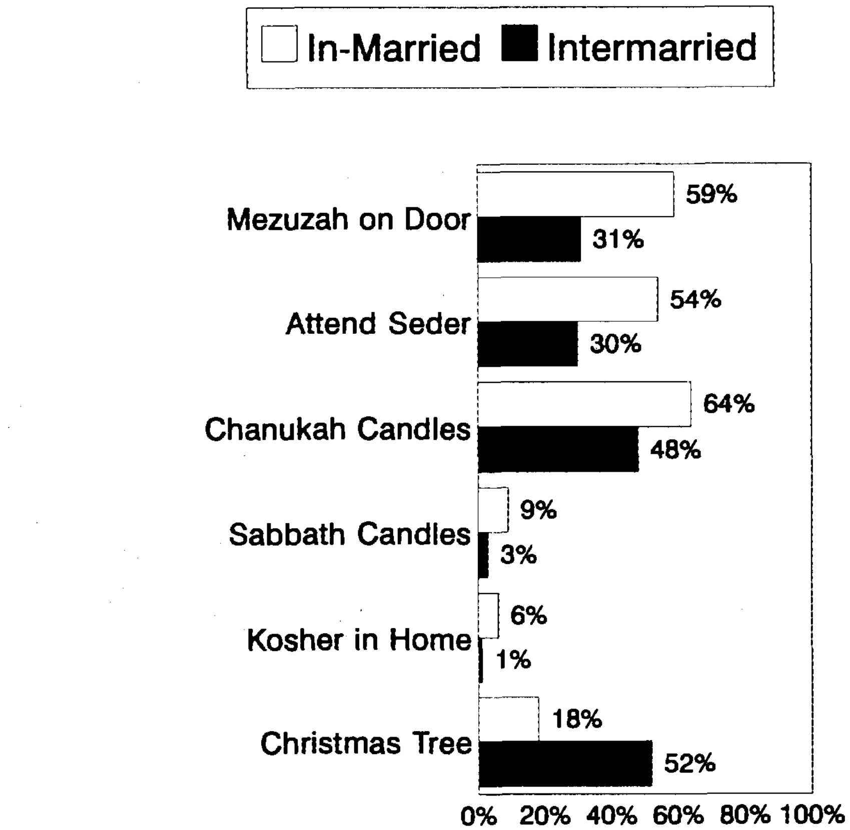


Fig. 27: Practices by Type of Marriage



Note: % "Always" or "Yes"
For Christmas Tree, % Always, Usually or Sometimes

- Of the comparison communities shown in **Table 14**, Sarasota-Manatee has the second lowest percentage of households having a mezuzah on the front door and attending a Passover Seder. Lighting Chanukah candles is lower than only three cities, reflecting the large number of households with children in Orlando. Orlando is the lowest city on lighting Sabbath candles and only New Orleans, Sarasota, and Dallas have a lower percentage of Sabbath candle lighting and keeping kosher. Orlando also has the highest percentage with a Christmas tree in the home.
- Having a Christmas tree is a more common practice among younger households, among intermarried households, and among households with children.
- Intermarried households are much less likely to practice Jewish rituals and much more likely to have a Christmas tree than in-married households. Conversionary households are *much* closer in their level of observance to in-married households than to mixed households.
- Synagogue members are more than twice as likely to "always" practice Jewish rituals than non-members.
- Persons who think of themselves as Conservative are significantly more likely to practice Jewish rituals than are persons who think of themselves as Reform Jews.

About 34% of respondents never attend services (or only do so for special occasions), which is significantly higher than South Broward (19%) and Miami (24%), and about equal to West Palm Beach (32%) and Sarasota (33%). This figure (34%) is higher than all 22 comparison Jewish communities.

Fig. 28: Synagogue Attendance

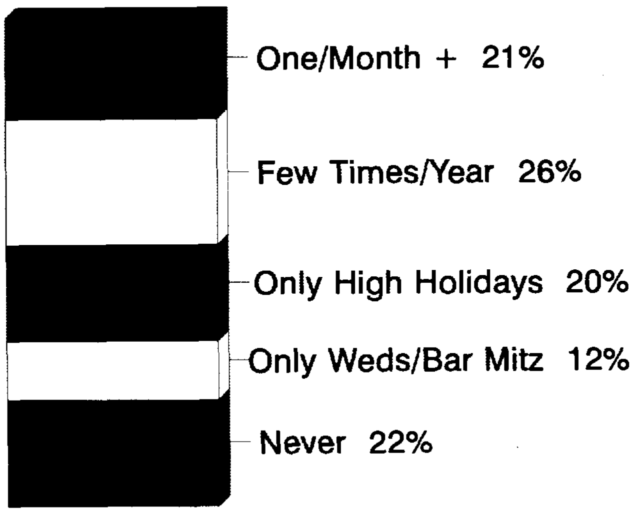


Fig. 29 Synagogue Attendance by Age

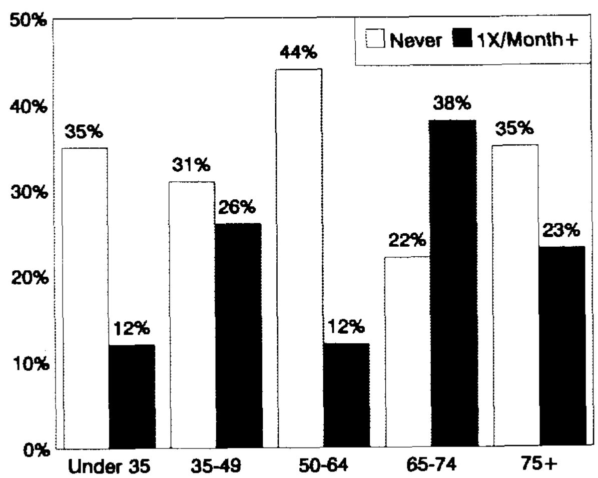
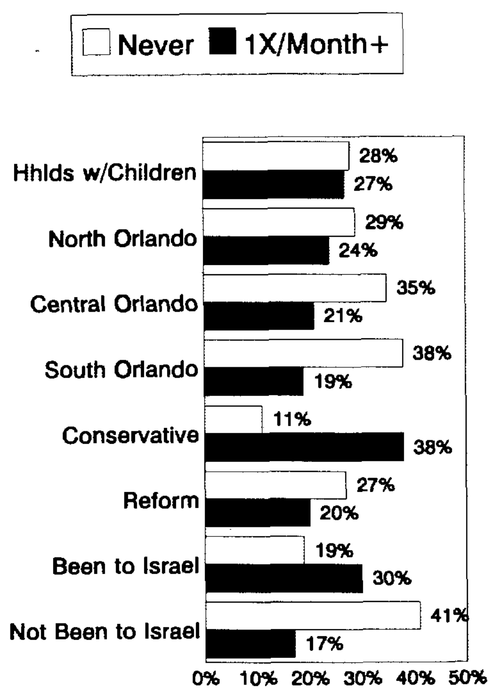


Fig. 30: Synagogue Attendance Patterns



- Males and females do not differ in their attendance patterns.

- About half of non-members of synagogues indicate attendance at High Holiday services.

- Third-generation Jews are less likely to attend once a month or more (19%) than are first- (25%) or second-generation (28%) Jews.

- Having been to Israel has a considerable impact upon attendance levels. 30% of those who have been to Israel attend once per month or more, versus only 17% of those who have not been to Israel.

Intermarriage has developed into one of the most important issues for the Jewish community. It is clear that intermarriage has reached serious proportions. It is a reality that has to be taken into account. Although some intermarried couples are contributing to the community, it is also clear from the data, both for Orlando and nationally, that intermarriage is having a negative effect on Jewish continuity.

About 1,800 intermarried couples and about 525 conversionary couples live in Sarasota-Manatee. Thus, about 1 in 5 intermarriages involve conversion.

The percentage of persons age 65 and over who are intermarried is significantly higher than is the case on the east coast of Florida.

Fig. 31: Religion of Children by Type of Marriage

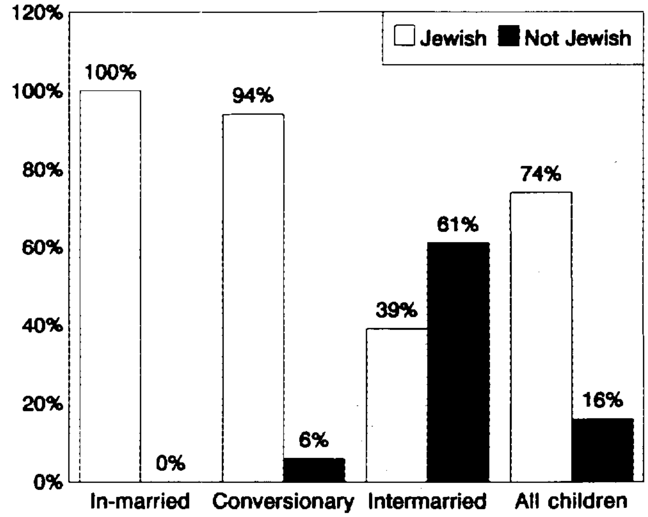
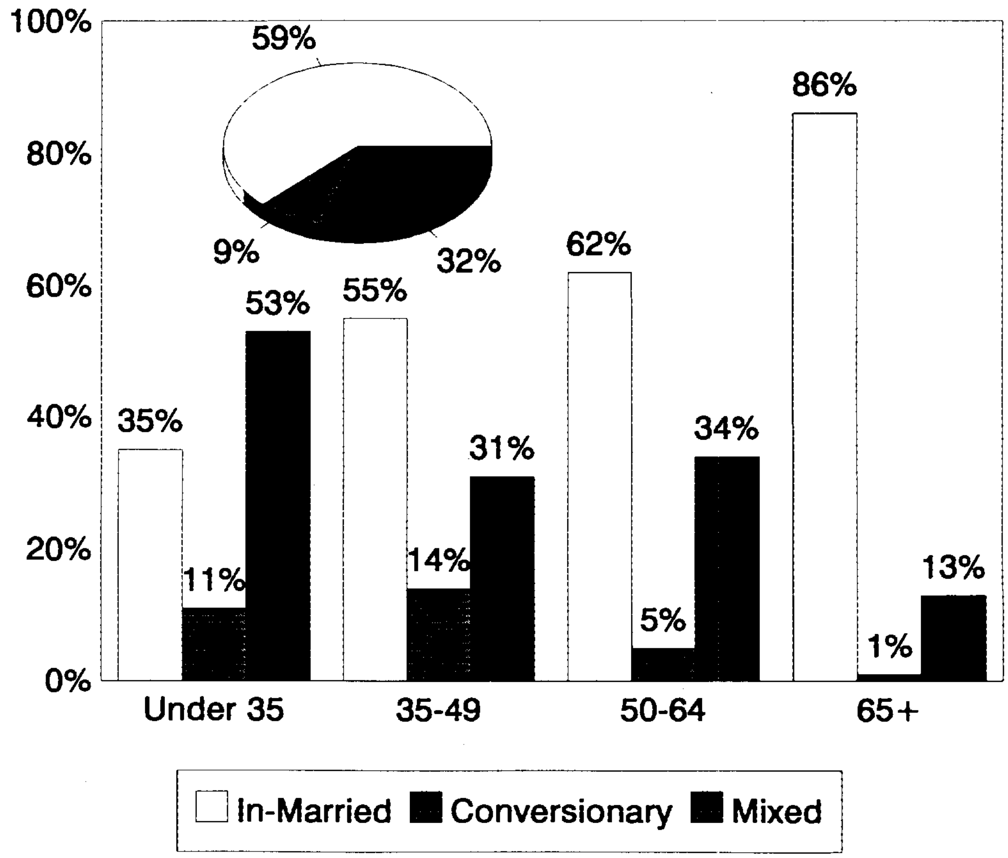


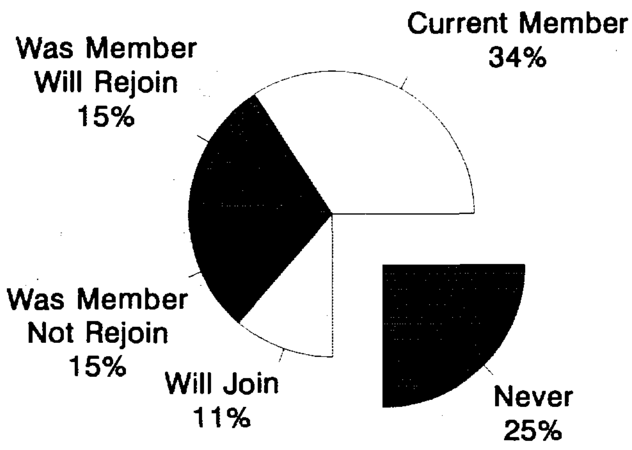
Fig. 32: Intermarriage by Age



Membership Profile—Synagogues

About 34% of all households currently belong to a synagogue. Of 43 comparison Jewish communities, this figure is higher than just 6, including South Broward (27%), Miami (38%). 32% (2,921 households) of all households indicate membership in an Orlando synagogue. A count based upon a survey of the synagogues suggests 2,783 households (31%) are members. In addition, 2% of households belong to a synagogue outside the Orlando area. Thus, in all, 34% are synagogue members.

Fig. 33: Synagogue Membership



- 27% of households with children indicate that they will never join a synagogue.
- 3% of members are Orthodox, 61% are Conservative, and 36% are Reform.
- About 75% of households will join a synagogue at some point in their adult life.
- Having been to Israel has a strong correlation with membership. 52% of those who have been to Israel are current members, versus 25% of those who have not been to Israel.
- 10 synagogues currently function in Orlando.

Fig. 34: Current Synagogue Membership

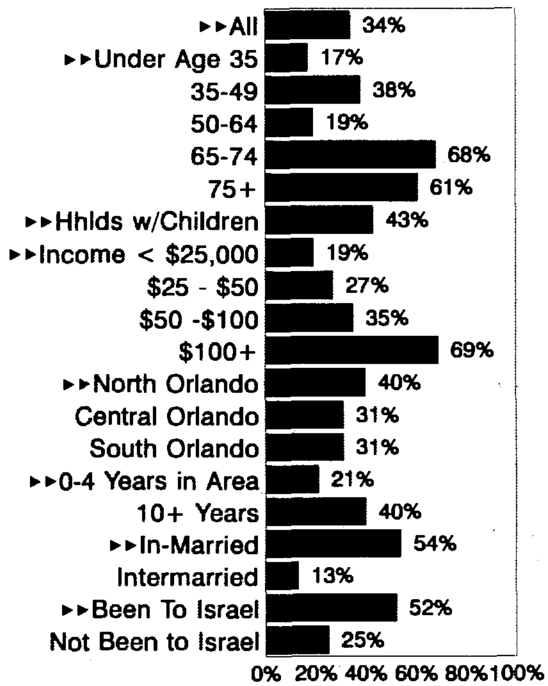
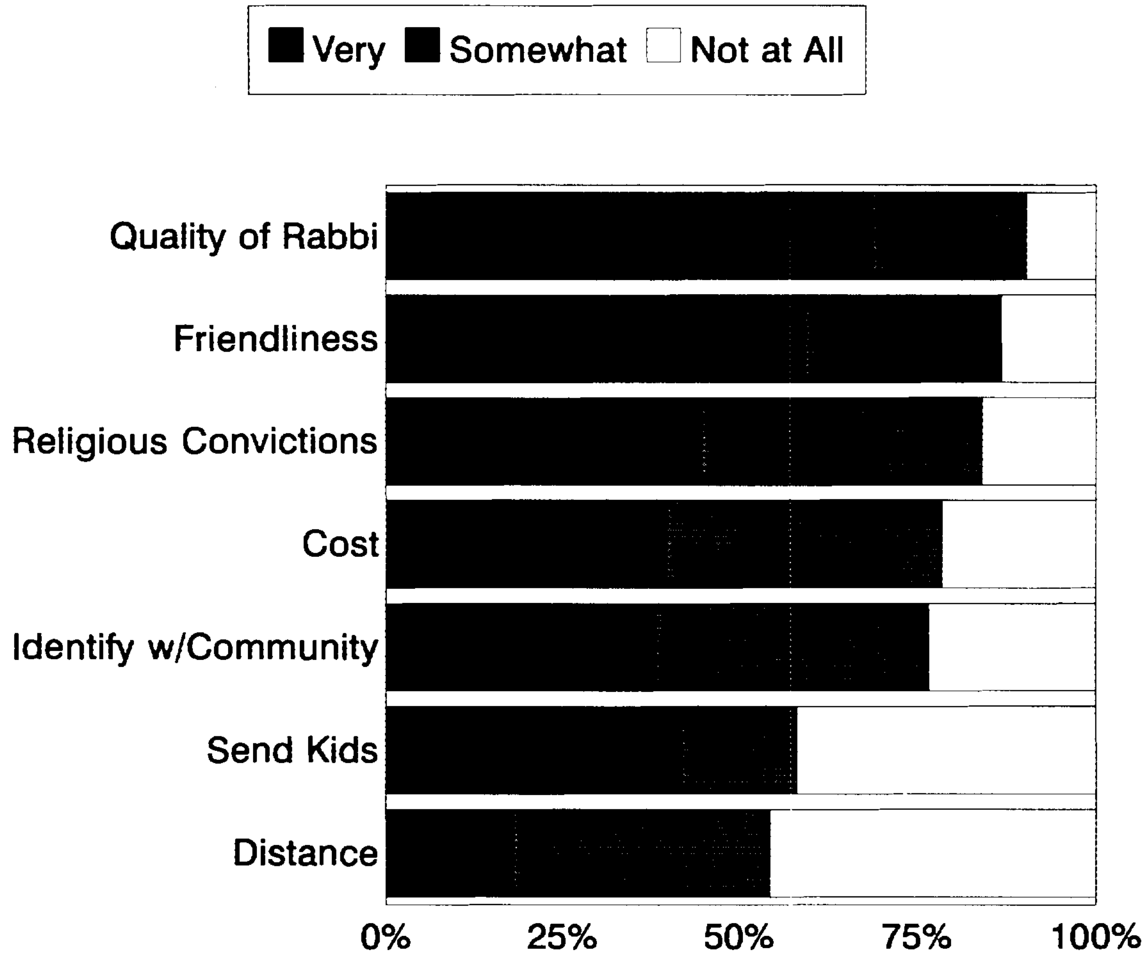


Fig. 35: Importance of Factors in Joining or Not Joining a Synagogue



There is surprisingly little variation in the responses by age. Personal religious conviction and the need to identify with the Jewish community are more important to older respondents.

On the whole, females rated everything as more important than males. By area, South Orlando rates cost and distance as more important. Personal religious convictions and the need to send children to religious school are more important in North Orlando.

With the exception of distance from your home, Conservative Jews rated all of the factors at about the same level or higher than Reform Jews. Reflecting the much lower rate of synagogue affiliation among intermarried couples than among in-married couples (13% versus 54%), intermarrieds indicated much lower rates of importance than did in-married couples.

To current synagogue non-members, the most important factor is the quality of the rabbi, followed by the friendliness of the congregation, and cost.

Membership Profile—JCC and Jewish Organizations

About 46% of the Jewish community is "associated" with the community in the sense that they belong to a synagogue and/or the JCC and/or a Jewish organization. 30% belong to a Jewish organization. This rate (30%) is higher than only 3 of 21 comparison Jewish communities. The percentage belonging to the JCC is at about the center of 14 comparison Jewish communities. The 46% association rate compares to 53% in South Broward and 62% in Sarasota-Manatee.

Fig. 36: Involvement Compared with Prior Community

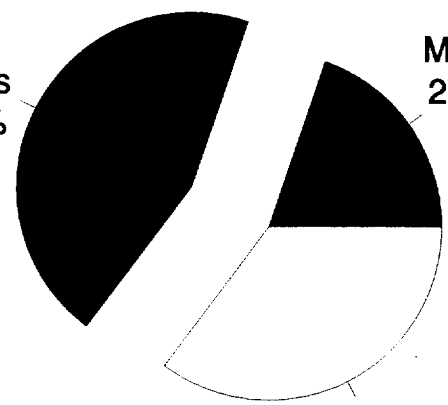
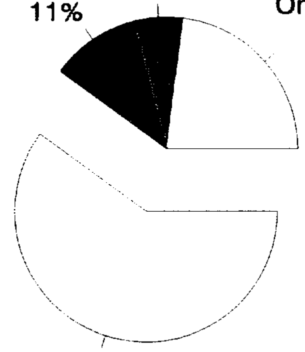


Fig. 37 Membership Overlaps



- Synagogue membership reaches 43% among households with children.

- The strong relationship between membership and income suggests (despite the relatively low importance given to cost as a factor in joining) that cost *is* a significant problem. Family membership at most synagogues runs $250-$760.

- JCCs and synagogues are ***not*** competing organizations; only 6% of the community belongs only to the JCC. 60% belong to neither the JCC nor a synagogue.

Fig. 38: Membership Levels

*Belong to a synagogue and/or a JCC and/or a Jewish organization

Jewish Education

About 65% of adults have had some Jewish education, about equal to that found in Miami (66%), Palm Beach (67%), and South Broward (67%), but a lower rate than in Boston (82%) or Dallas (87%). Women of all ages are less likely to have received some Jewish education than men. Approximately 400 children are enrolled in Jewish preschool in Orlando, about 25% of children of ages 0-5.

Fig. 39
Adults with Jewish Education

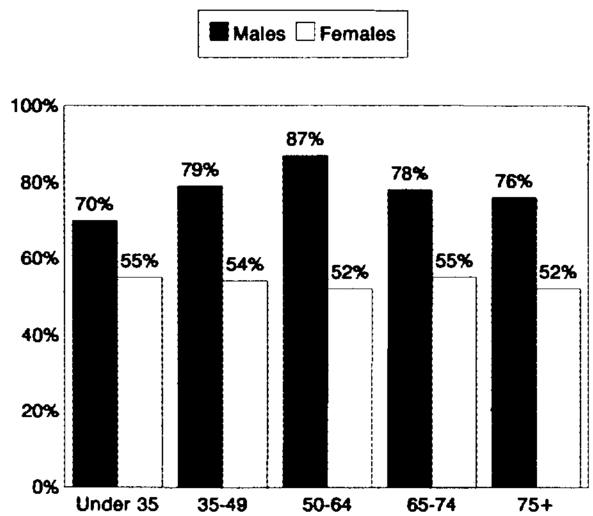


Fig. 40
Children with Jewish Education

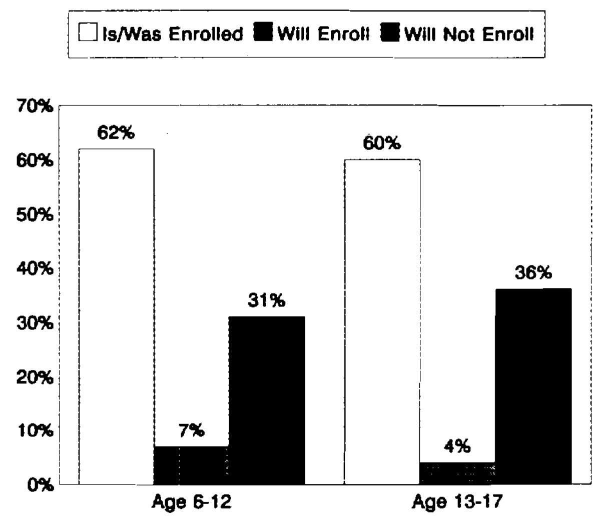


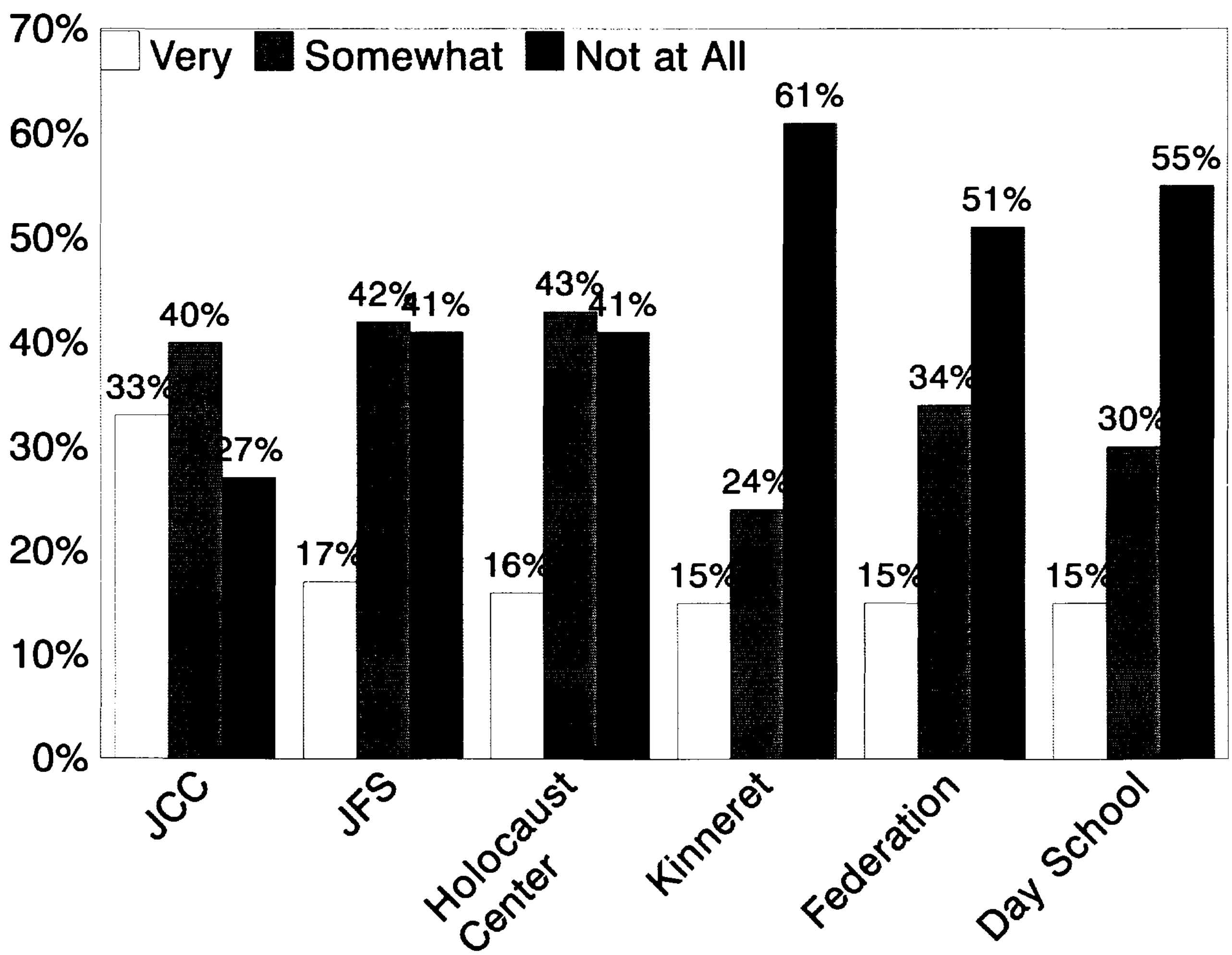
Table 15: Children Currently Enrolled in Jewish Education Comparison with Other Communities			
Community	**Year**	**6-12 Year Olds**	**13-17 Year Olds**
Worcester	1987	95%	51%
SF Bay Area	1988	90%	42%
Cleveland	1987	83%	49%
Rochester	1988	85%	42%
Pittsburgh	1984	83%	47%
Baltimore	1985	79%	37%
Dallas	1989	76%	43%
Essex-Morris Counties, NJ	1986	76%	28%
Atlantic City	1985	59%	19%
Washington, DC	1983	57%	15%
South Broward	1990	55%	23%
Quad Cities	1989	64%	
Philadelphia	1984	48%	
Sarasota-Manatee	1992	26%	
West Palm Beach	1987	25%	
Orlando	**1993**	**47%**	**9%**

Familiarity with Jewish Agencies

About one in three respondents felt that they are very familiar with Jewish Community Center, but only 15% felt that they were very familiar with the other Jewish agencies. The greatest levels of being "not at all familiar" are for Kinneret (61%) and for the Hebrew Day School (55%), both of which cater to specialized age groups. The 51% "not at all familiar" with Federation compares to 12% in Dallas, 16% in Miami, 35% in Sarasota, 43% in South Broward, and 17% in Palm Beach. Thus, Orlando has the highest percentage not at all familiar with Federation of any community that has asked this question.

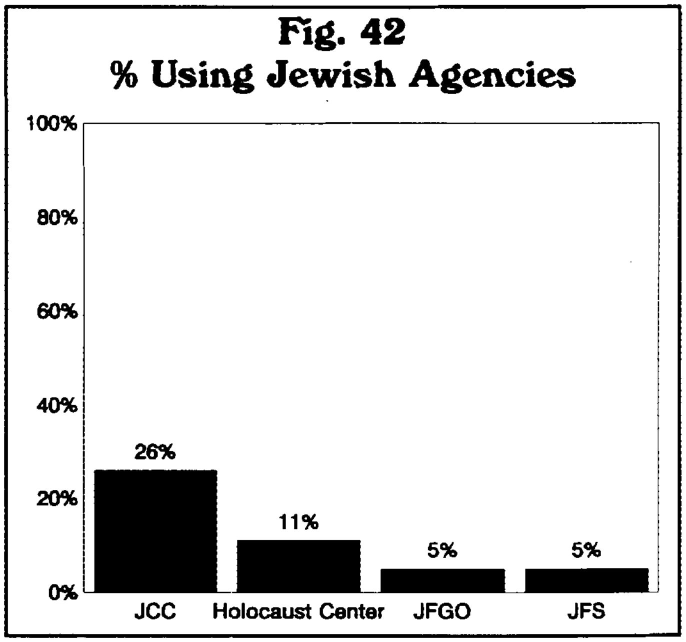
46% of households with children indicate they are very familiar with the JCC. By income, only 23% of those earning under $25,000 are very familiar. This percentage rises to 59% of those earning $100,000 and over. 23% of households with children are very familiar with Jewish Family Service, versus 8% of non-elderly singles. Familiarity with Kinneret is much higher for those over age 50. Familiarity with Federation does not show a consistent relationship with age, but does increase with income, from 8% very familiar for those earning under $25,000 to 23% of those earning $100,000 and over. Familiarity with the Hebrew Day School is highest for those age 35-49 and for those earning $100,000 and over.

Fig. 41
Familiarity with Jewish Agencies



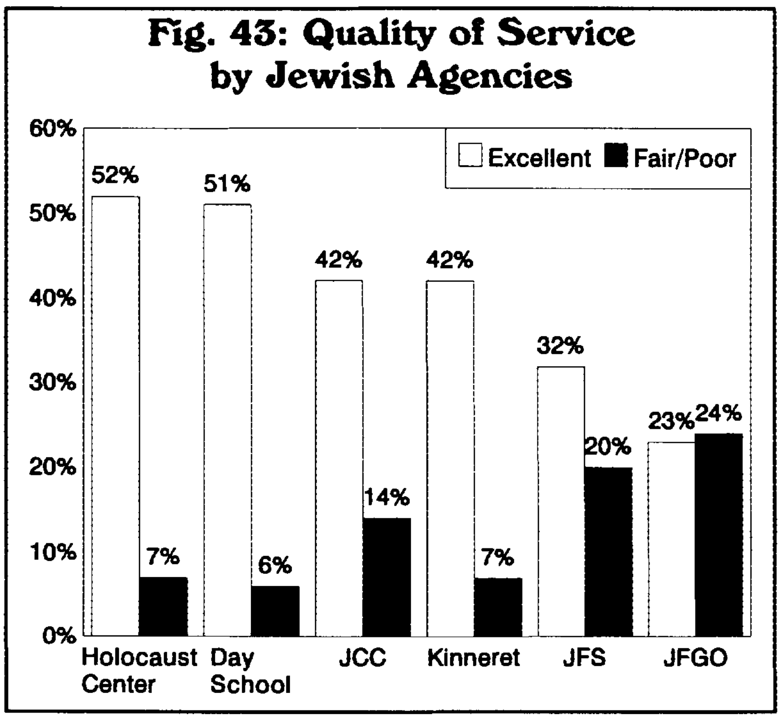
Use and Evaluation of Jewish Agencies

Respondents who indicated that they were very or somewhat familiar with the JCC, the Holocaust Center, the Federation, and Jewish Family Service (JFS) were asked if someone in their household had used each agency in 1992. More than 2,300 households used the JCC, 1,000 used the Holocaust Center, 500 used the Federation, and 450, the JFS.



Respondents who were very or somewhat familiar with each agency were asked to rate the quality of service at each agency. Compared with other Jewish communities, the JCC received a relatively higher percentage indicating "excellent." The 42% figure is higher than 8 comparison communities and is significantly lower than only Rochester.

• The greatest level of dissatisfaction is with the Federation: 24% rated it either fair or poor. 20% rated the JFS as fair or poor, as did 14% for the JCC. On the other hand, only 6%-7% rated the Holocaust Center, Kinneret, and the Hebrew Day School as fair or poor. The 20% dissatisfaction level with JFS is higher than 9 comparison communities and is lower than only one (Sarasota-27%). The 24% dissatisfaction level with Federation compares to 6% in Miami, 14% in South Broward, and 11% in Sarasota.



• 56% of households in which the respondent was age 50 and over indicated that they would very much prefer a Jewish-sponsored nursing home if they needed one for an elderly relative. Another 22% would somewhat prefer, 20% would have no preference, and 3% would rather not use a Jewish nursing home.

• 23% of households with children indicate that they seriously considered sending their children to the Hebrew Day School. Another 10% indicate that they sent their children.

• Respondents were asked who they would call if they had a family problem. 63% indicated a family member or friend, 7% would go to a private practitioner, 11% to a rabbi, and 9% specifically mentioned Jewish Family Service. 3% mentioned that they would visit a Jewish agency, but did not specifically mention JFS, and 2.3% said they would go to a non-Jewish agency. In all, 23% indicated they would look to the Jewish community for assistance.

Health Problems and Disabilities

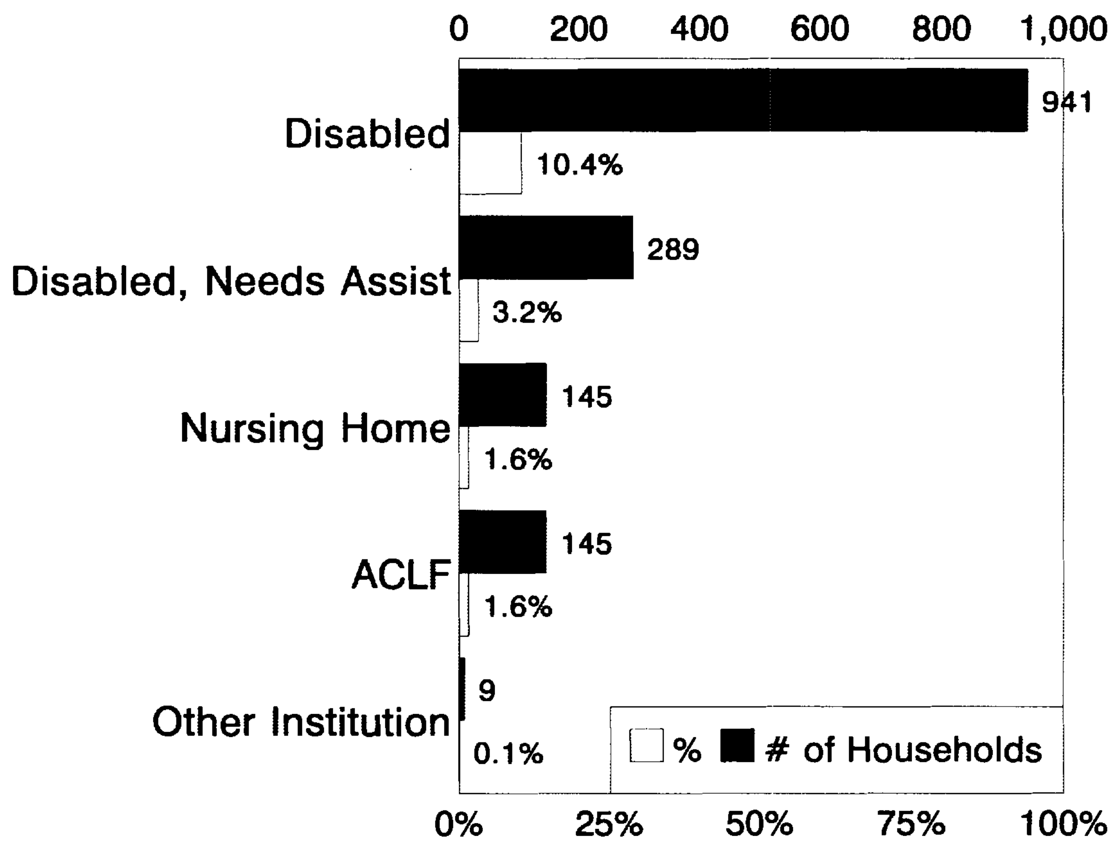
More than 900 households have one or more members who are currently disabled. This 10% disability rate compares to 18% in West Palm Beach, 17% in Sarasota, 13% in South Broward and 9% in Dallas. Nationwide, about 4% of US Jewish households have a disabled member. In total, about 3% of households (289 households) contain a disabled member who needs assistance on a daily basis. Note that each respondent provided his/her own definition of "disabled."

• Most of the 1.6% who indicated that they had moved into an Adult Congregate Living Facility (ACLF) live in Kinneret Senior Housing.

• 21% of elderly couples have a disabled household member.

• 9% of elderly singles are disabled.

Fig 44: Health Problems and Disabilities



• 26% of respondents indicated that they have parents living in Orlando and 47% indicated that their parents do not live in Orlando. 28% of respondents do not have living parents.

• Of those with parents who do not live in Orlando, 7% indicated that their parents would definitely be moved to Orlando if they found that they could no longer take care of themselves. Another 19% indicated their parents would probably move to Orlando.

Israel

Orlando has one of the lower percentages of households who have visited Israel (**Table 16**). Interest in visiting Israel is relatively high, with 57% indicating that they would definitely or probably be interested in visiting Israel in the next three years.

- This study shows that having been to Israel has a significant positive impact upon levels of religiosity, "Jewishness," and philanthropy. ■

Fig. 45: Percentage Who Have Been to Israel

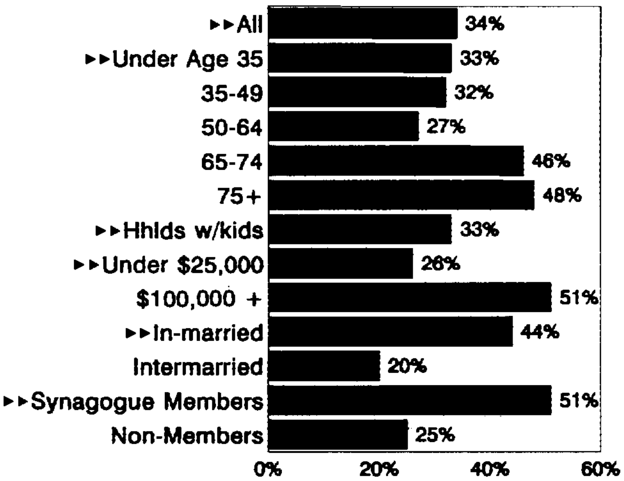


Fig. 46: Interest in Visiting Israel Within the Next 3 Years

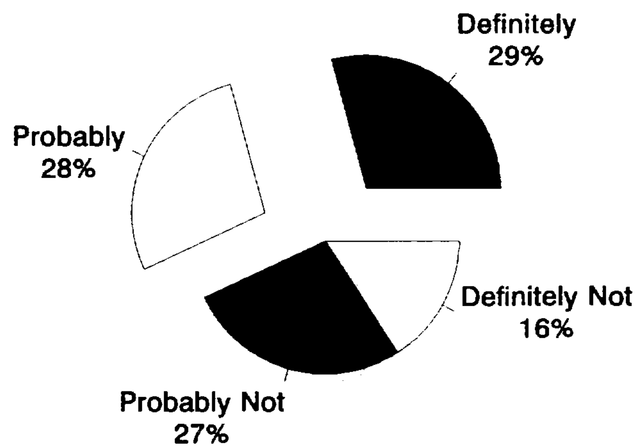


Table 16: Been to Israel					
Community	**Year**	**% To Israel**	**Community**	**Year**	**% To Israel**
Toronto	1990	63%	Washington	1983	35%
Sarasota-Manatee	1992	53%	Columbus	1991	34%
South Broward	1992	52%	Worcester	1987	34%
Rhode Island	1987	46%	**Orlando**	**1993**	**34%**
West Palm Beach	1987	45%	Philadelphia	1984	33%
Miami	1982	45%	Boston	1985	33%
Essex-Morris, NJ	1986	44%	Richmond	1983	33%
SF Bay Area	1988	43%	New Orleans	1988	32%
Nashville	1980	41%	Atlantic City	1985	32%
Detroit	1990	40%	Quad Cities, IL	1989	31%
Cleveland	1981	38%	Chicago	1982	30%
Rochester	1988	38%	St. Louis	1982	27%
New York	1981	37%	NJPS	1971	16%
Dallas	1989	37%	NJPS (US)	1990	26%
Baltimore	1985	36%	NJPS (Florida)	1990	30%

Anti-Semitism has long been a major concern of the American Jewish community. Orlando has the highest rate in the country of persons who feel they have experienced anti-Semitism in the past year. Those under age 50 have experienced high levels of anti-Semitism, probably because they interact to a greater degree in the general community.

About 16% of respondents felt that "a great deal" of anti-Semitism exists in the area. Of 14 comparison Jewish communities, only 5 have a higher percentage of "great deal" responses. Only Toronto (25%) has a significantly higher rate of perceived anti-Semitism.

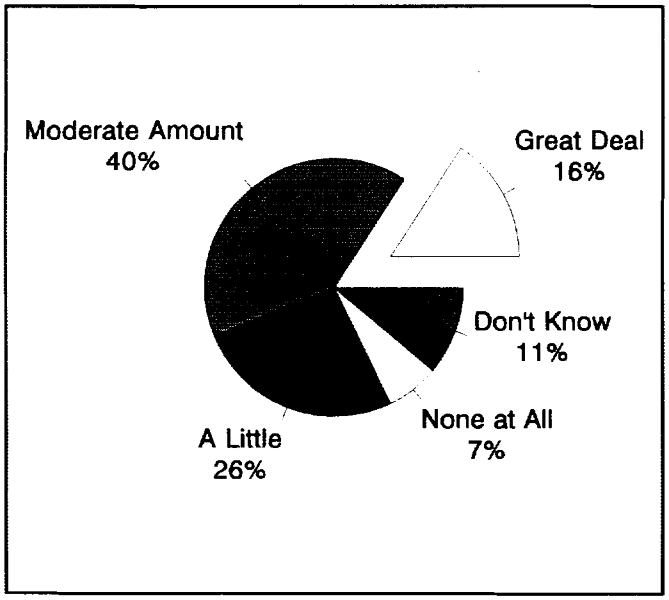


Fig. 47: Perception of Anti-Semitism in Orlando

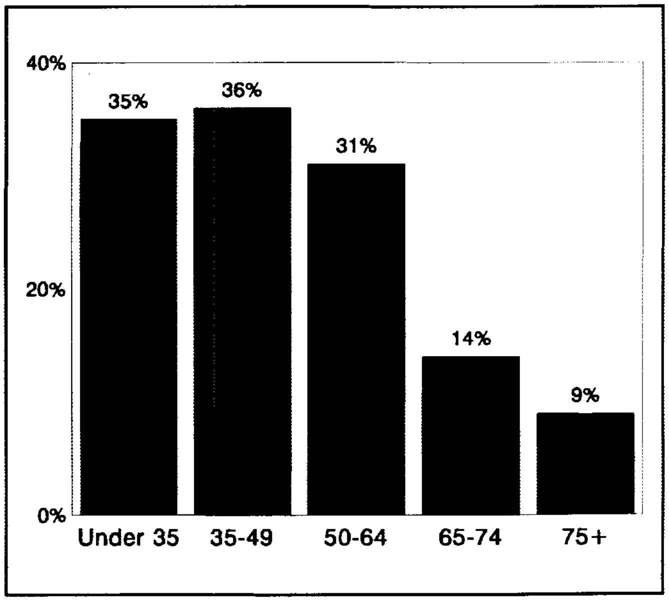


Fig. 48: Experienced Anti-Semitism in Orlando (1992) by Age

Table 17
Experience with Anti-Semitism in Past Year

Community	Year	Yes	Community	Year	Yes
Orlando	**1993**	**31%**	Kansas City	1985	23%
Tidewater *(past few years)*	1988	29%	Worcester	1987	22%
Washington, DC	1983	28%	Dallas	1989	22%
St. Louis	1982	26%	Baltimore	1985	21%
Atlantic City	1985	24%	SF Bay Area	1988	17%
West Palm Beach	1987	24%	Sarasota-Manatee	1992	13%
Rochester	1988	23%	South Broward	1990	12%

The Heritage

The Heritage Jewish News is a weekly Jewish newspaper published by an independent company. The survey indicates that, of 9,044 Jewish households in Orlando, 42% (3,800 households) regularly read the paper; the print run is about 3,000, indicating that some people share the newspaper. Readership is somewhat lower among the young, increasing from 35% of those under age 35 to 53% of those age 75 and over.

- About 28% of persons who do not read *The Heritage* report that they read some other Jewish newspaper or magazine in the past month. Thus, about 58% of respondents do read some Jewish publication on a regular basis.
- The perception of the quality of *The Heritage* shown in the pie chart is just about equal to that for the Jewish newspaper in Sarasota, but is considerably more positive than the ratings of the South Broward Jewish newspaper.

Fig. 49
Quality of The Heritage

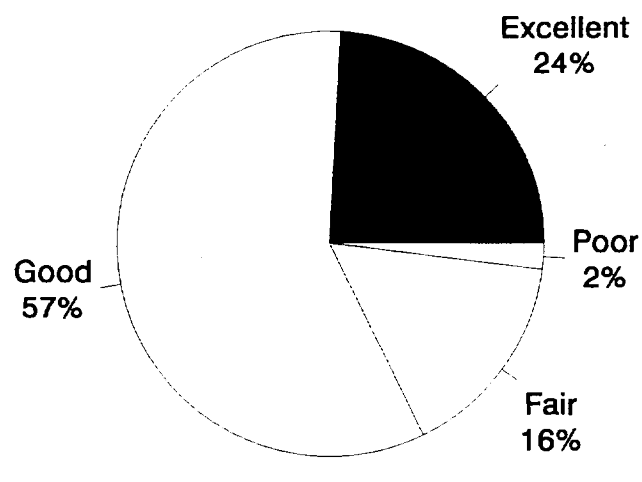


Fig. 50: % of Each Group Receiving The Heritage

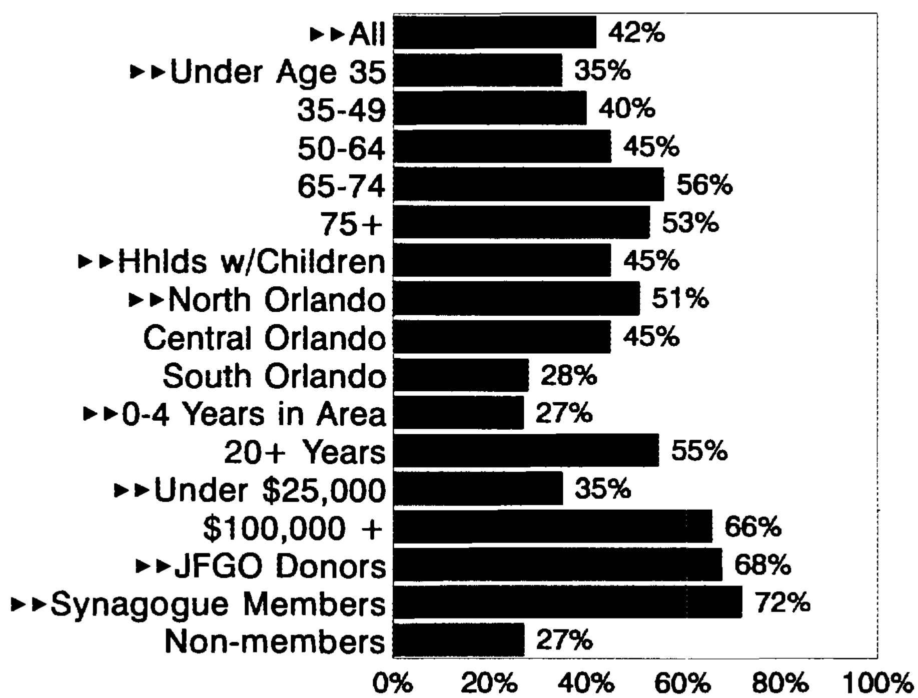
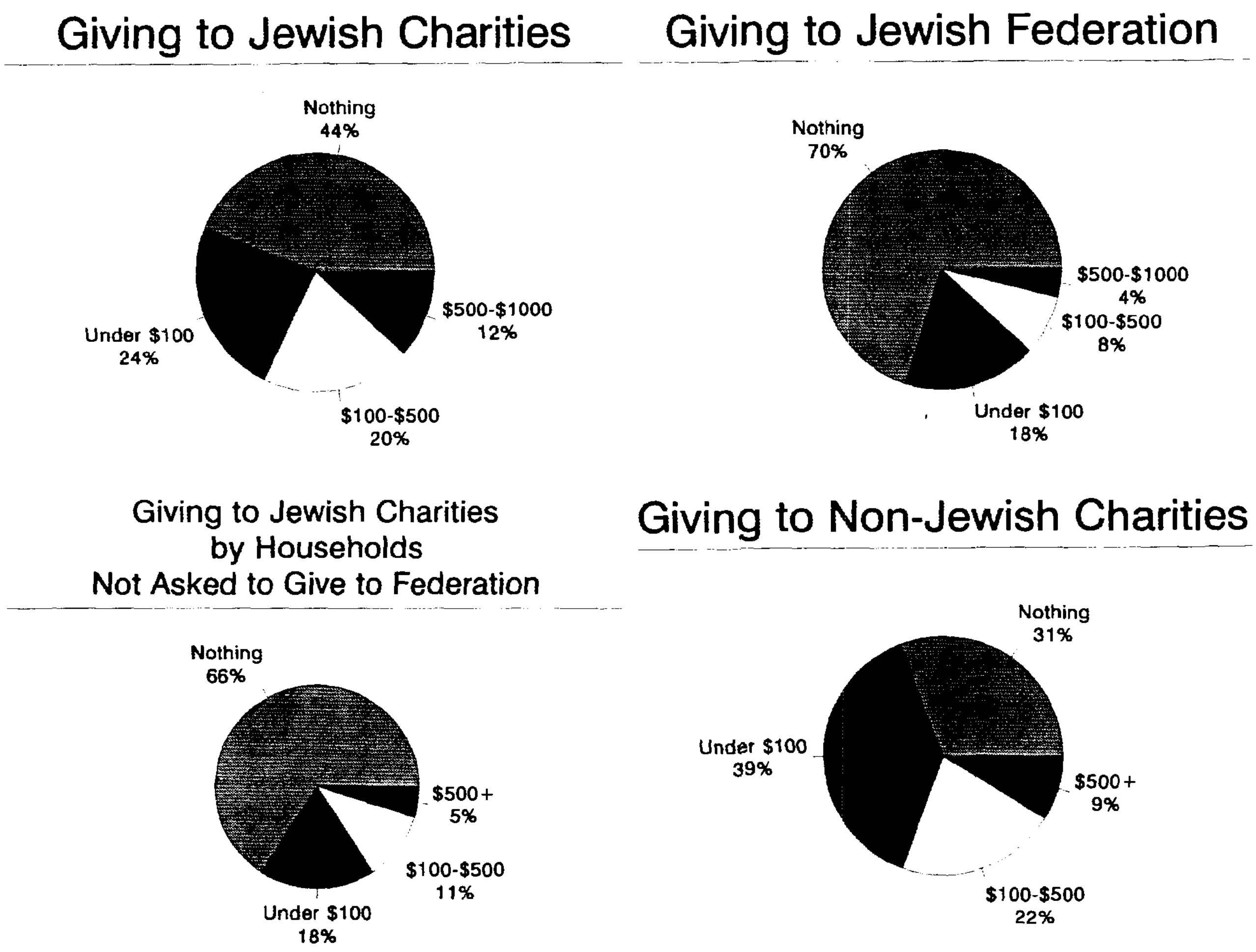


Fig. 51: Charitable Giving



Philanthropy is a major activity of the Orlando Jewish community. Overall, 58% contribute to Jewish charities, 71% to non-Jewish charities, 30% to the Jewish Federation of Greater Orlando, and 15% to other Federations.

- The percentage who give to Jewish charities (58%) is higher than only 2 of 26 comparison Jewish communities. The percentage giving $1,000 and over (12% of givers) is lower than all but two American Jewish communities.

- The percentage who give to the Jewish Federation (30%) is higher than only San Francisco. In West Palm Beach, 56% give; in South Broward, 44% give; in Miami, 40%, and in Sarasota, 43%.

- Of 13 comparison Jewish communities, the percentage who donate to non-Jewish charities (71%) is higher than only three.

Fig. 52: Giving to Jewish Charities by Age

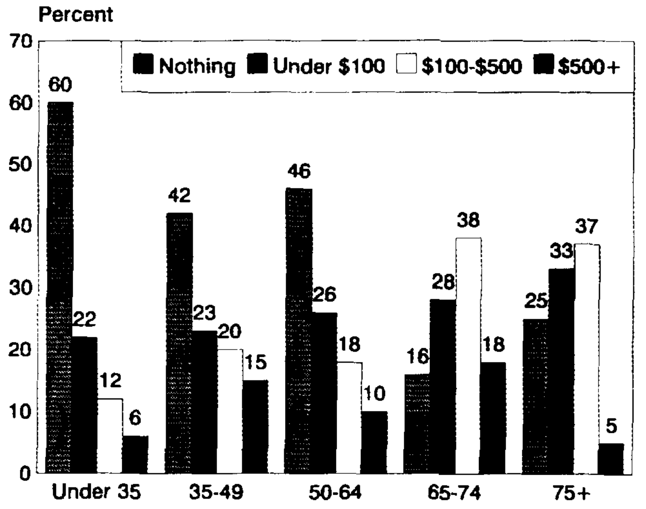


Fig. 53: Giving to Federation by Age

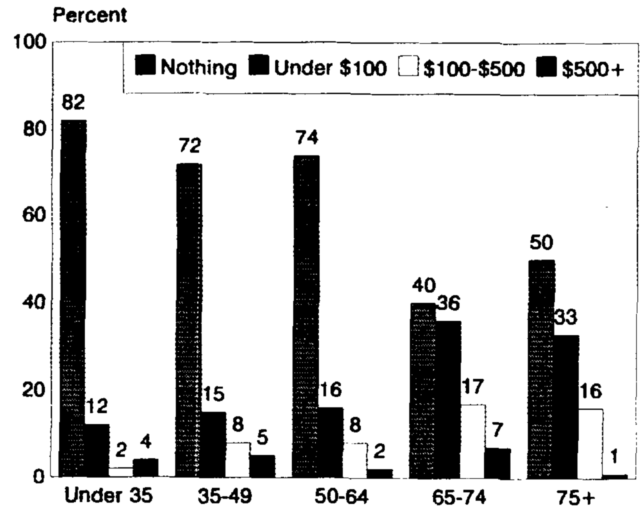


Fig. 54: Federation's Market Penetration

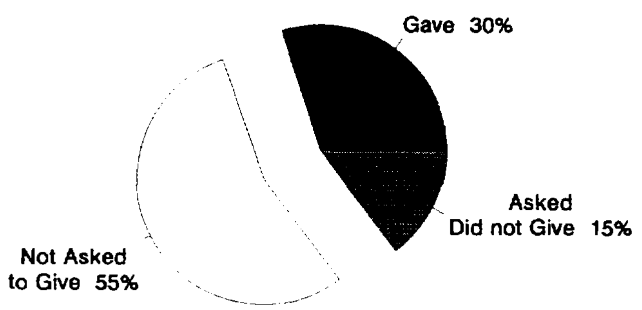
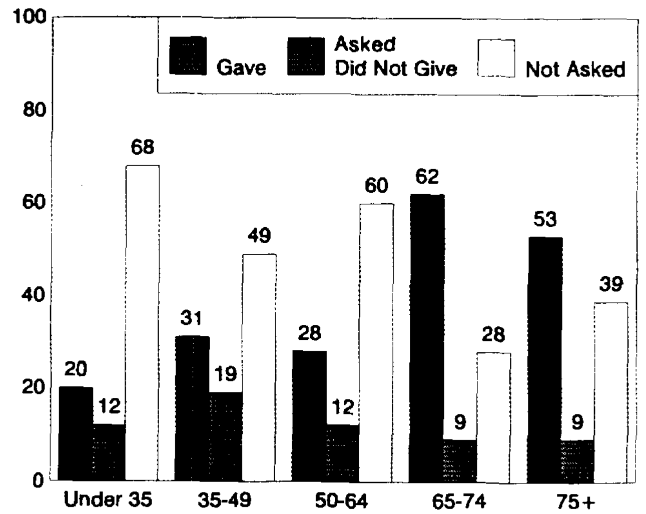
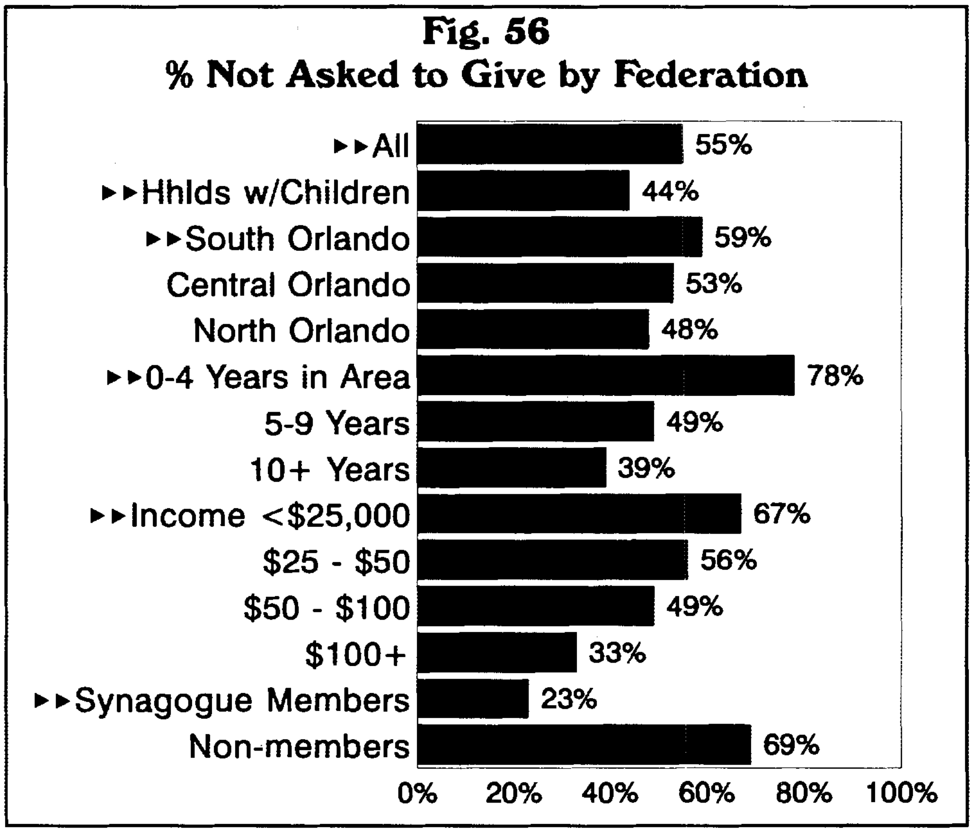


Fig. 55: Market Penetration by Age



Other Findings

- Intermarriage has a clear effect on donation levels to all Jewish charities. 20% of in-married couples do not give, versus 55% of the intermarried. 21% of in-married couples give $500 and over, versus 7% of the intermarried.
- Travel to Israel also has a clear effect on giving to the Federation. 23% of those who have been to Israel gave $100 and over, versus 7% of households in which no one has been to Israel. 55% of households in which someone has been to Israel give nothing to the Federation, versus 78% in households in which no one has been to Israel.
- Synagogue membership also affects giving to the JFGO. 30% of synagogue members gave $100 and over, versus 2% of the non-members. 40% of members give nothing, versus 85% of non-members.



• Large segments of the Orlando Jewish community are contacted about giving to give to Federation. Overall, 55% are not asked to give. This percentage is lower in North Orlando and higher in South Orlando. 78% of new residents are not being asked

• Those of higher income are more likely to be asked. Synagogue members are more likely to be asked.

Table 18
Donation Market Groups Comparison with Other Communities

Community	Year	Donated	Asked, But Did not Give	Not Asked to Give
Sarasota-Manatee	1992	52%	12	37
West Palm Beach	1987	56%	8	37
Miami	1992	40%	19	42
Orlando	**1993**	**30%**	**15**	**55**

• For those who were asked to give and declined to do so, 40% turned down a mail appeal and 57% a telephone call. Only 1% turned down an event or an in-person solicitation.

Fig. 57
Preference for Israel/Local Allocation

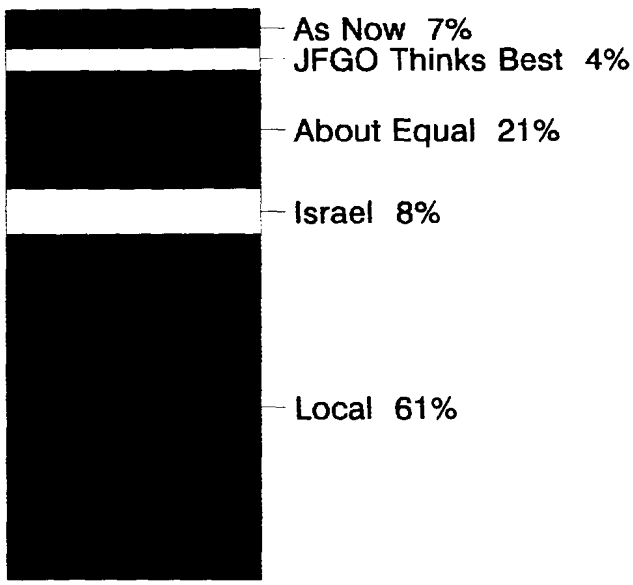
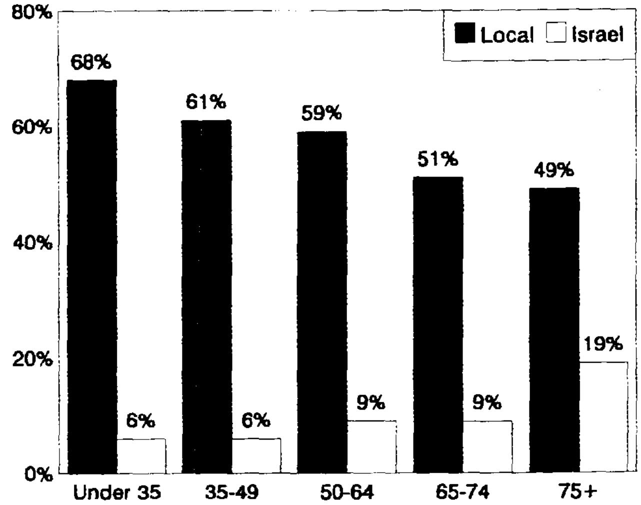


Fig. 58
Israel/Local Allocation by Age



The overwhelming conclusion is that Jews in Orlando, even more so than their counterparts in other Florida Jewish communities, want to see more of the money stay in the local area.

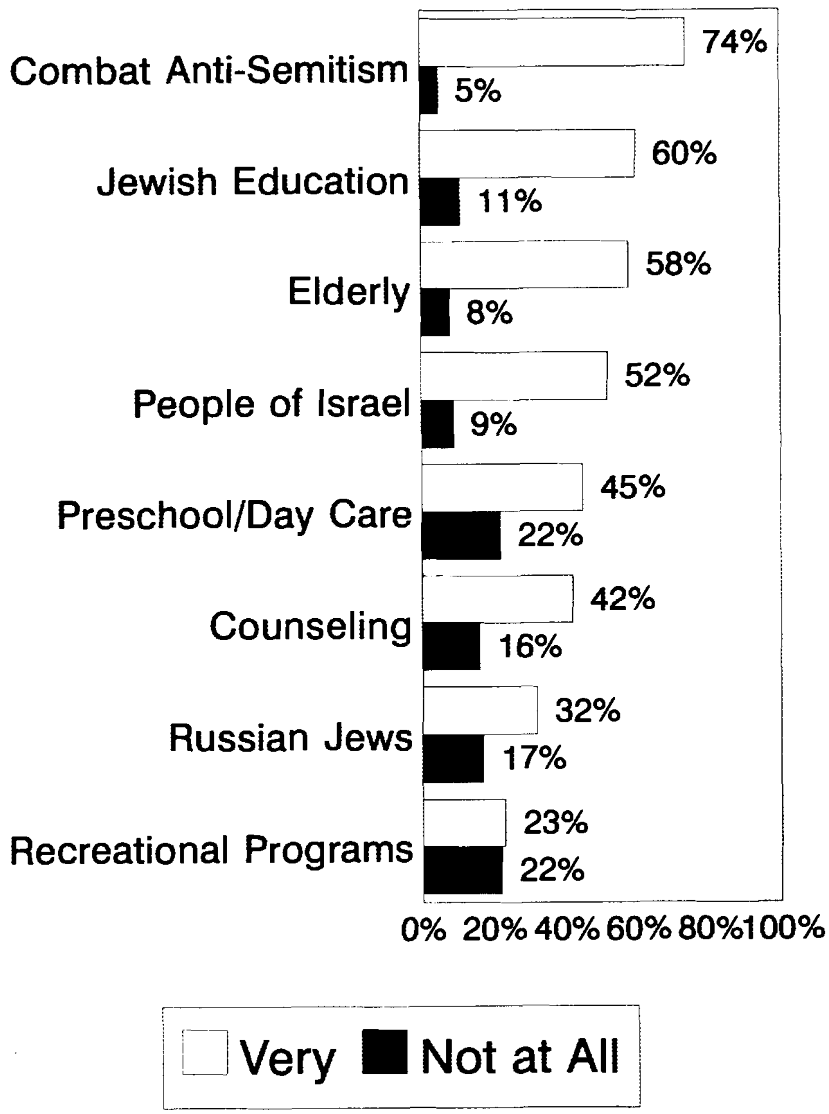
- Younger respondents are more likely to indicate local needs than are older respondents.

- Those donating more money are less likely to indicate local needs. 67% of non-givers to Federation responded with local needs, versus 52% of those giving less than $100, and only 42% of those giving $100 or more.

Table 19
Preference Between Local Needs and Israel Comparison with Other Communities

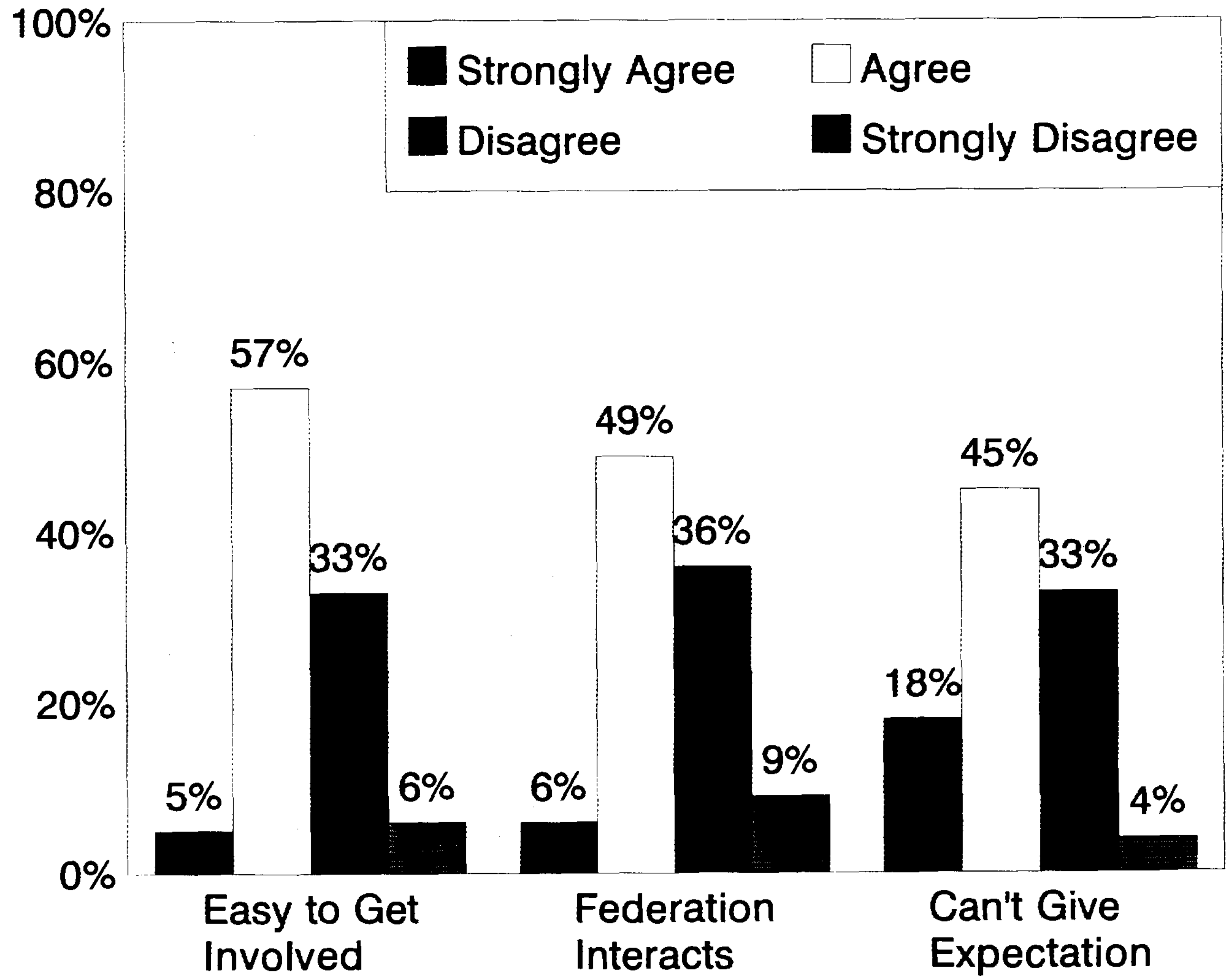
Preference	South Broward 1990	Miami 1992	Sarasota 1992	Palm Beach 1987	Orlando 1993
Local Needs	38%	39%	44%	47%	**61%**
Israel	23	20	24	17	**8**
About Equal	25	36	19	15	**21**
What Federation Thinks Best	11	4	11	19	**4**
As it is Now	3	1	2	1	**7**
Total	100%	100%	100%	100%	**100%**

Fig. 59
Importance of Reasons to Donate to Jewish Causes



Respondents were asked to react on a three-point scale (very important, somewhat important, not at all important) to a series of eight reasons why people give to Jewish causes. The results are shown in the bar chart above, in the order of importance. Combating anti-Semitism is by far the most important, followed by Jewish education for children, social services for the Jewish elderly and support of the people of Israel. Jewish preschool and day care, Jewish individual and family counselling, resettlement of Russian Jews, and recreational programs are shown to be far less important.

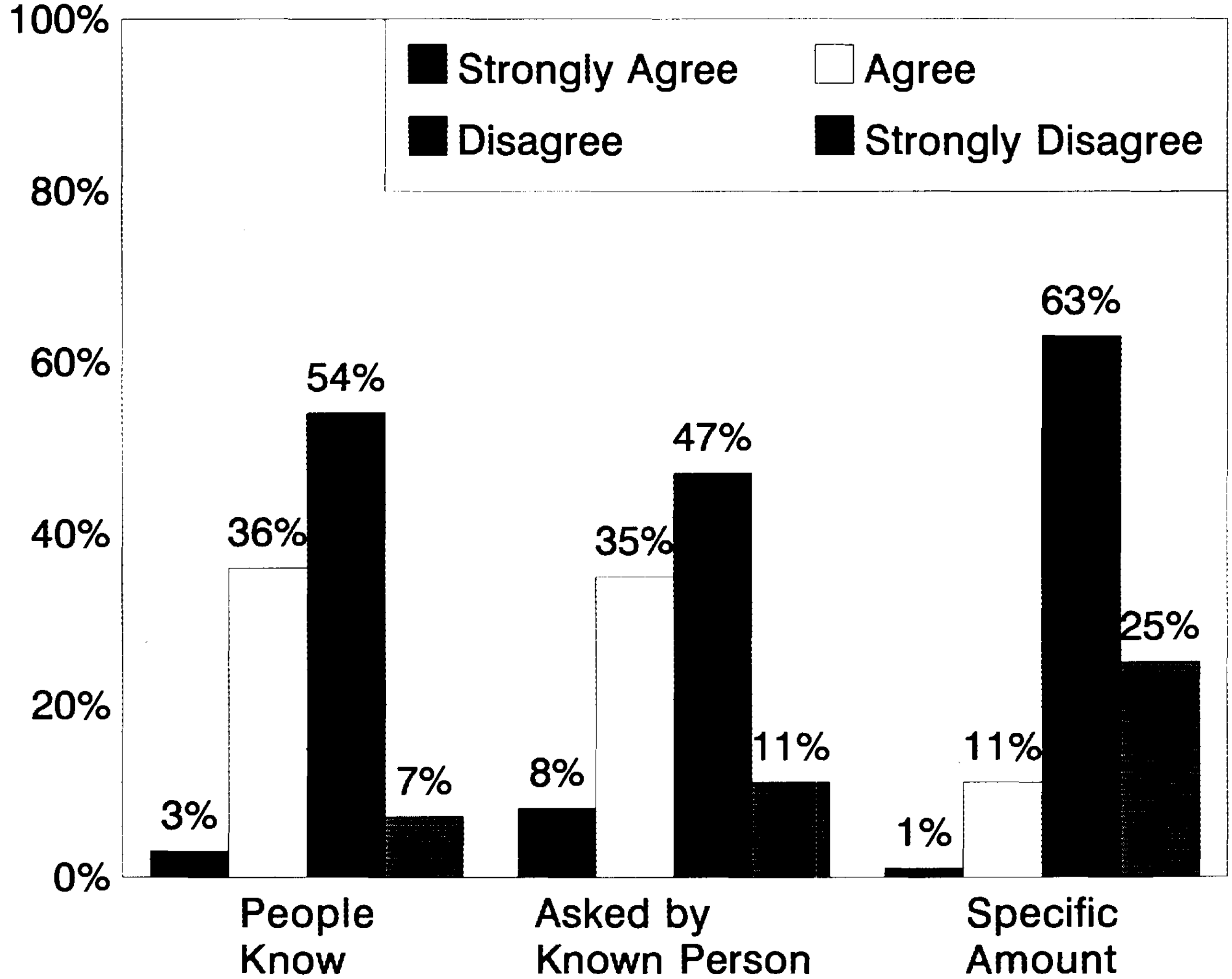
Fig. 60
Statements About Federation



Respondents were asked to react on a four-point scale (strongly agree, agree, disagree, strongly disagree) to a series of six statements about Federation and the manner in which it operates. The results are shown in the bar chart above. The full text of each statement follows:

- It is Easy to Get Involved with Federation
- Federation Interacts Positively with Givers Both Before and After They Give
- Many People Don't Give to Federation Because They Can't Give What is Expected of Them

Fig. 61
Statements About Federation



The full text of the statements represented in the bar chart above is as follows:

- Generally, People Know What Federation Does
- I Would Rather be Asked to Give by Someone I Know Well
- I Will Give More to a Charity if I am Asked for a Specific Amount

Among those who indicated that they are "very familiar" with Federation, 26% ***disagree or strongly disagree*** that it is easy to get involved with Federation, 44% disagree or strongly disagree that Federation interacts positively with givers both before and after they give. 49% disagree or strongly disagree that many people don't give to Federation because they can't give what is expected of them. 53% disagree or strongly disagree that people know what Federation does. 65% disagree or disagree strongly that they would rather be asked to give by someone they know well. 86% disagree or strongly disagree that they will give more if asked for a specific amount.