



What does your **FUTURE** H O L D ?



The 2010 Greater Baltimore
JEWISH COMMUNITY STUDY

What does your future hold? AN INTRODUCTION

The 2010 Greater Baltimore Jewish Community Study is a snapshot of Jewish Baltimore. Overall, the study shows Baltimore's Jewish community to be stable with a high level of Jewish engagement. Yet, it likewise tells stories of declining rates of participation in Jewish life by a growing minority, especially younger adults. The study shows evolving social and human welfare needs and families facing deep financial challenges that arose out of the economic downturn that began in 2008.

Within this executive summary, you will find the highlights and key trends that our community leadership and researchers have identified. We encourage you to read the full report so that you can draw your own conclusions and use the data to inform the community's planning and programming efforts. That way we can all work together to identify significant challenges and opportunities, and proactive responses. That will ensure the continued vibrancy of the Baltimore Jewish community.

THE ASSOCIATED: Jewish Community Federation of Baltimore commissioned this survey by professional researchers who worked under the supervision of a diverse group of communal lay and professional leaders. It will serve as the basis for THE ASSOCIATED's planning over the next decade, but it is also a gift to all the organizations and institutions that serve the Jewish community of Baltimore. The study provides us all with facts that we can rely on as we plan together for a stronger and more engaged Jewish community built on solid and more responsive institutions.

Cutting-Edge Methodology and INNOVATIVE STRUCTURE

The 2010 Baltimore Jewish Community Study employed the latest statistical techniques. Almost 10,000 households answered a two-to-three minute “screener,” which determined whether there was an adult in the household who self-identified as Jewish. With more than 1,200 randomized surveys of Jewish households completed, the results are reliable and representative of our community.

- **This is the first U.S. Jewish community study to include cell phone interviews, enabling us to reach more young adults.**
- **This is the first U.S. Jewish community study to report on the impact of the economic downturn.**

How many Jews live in BALTIMORE?

42,500 Jewish households (+16% since 1999)

A Jewish household is a household that includes at least one self-identified Jewish adult.

93,400 Jewish persons (+2% since 1999)

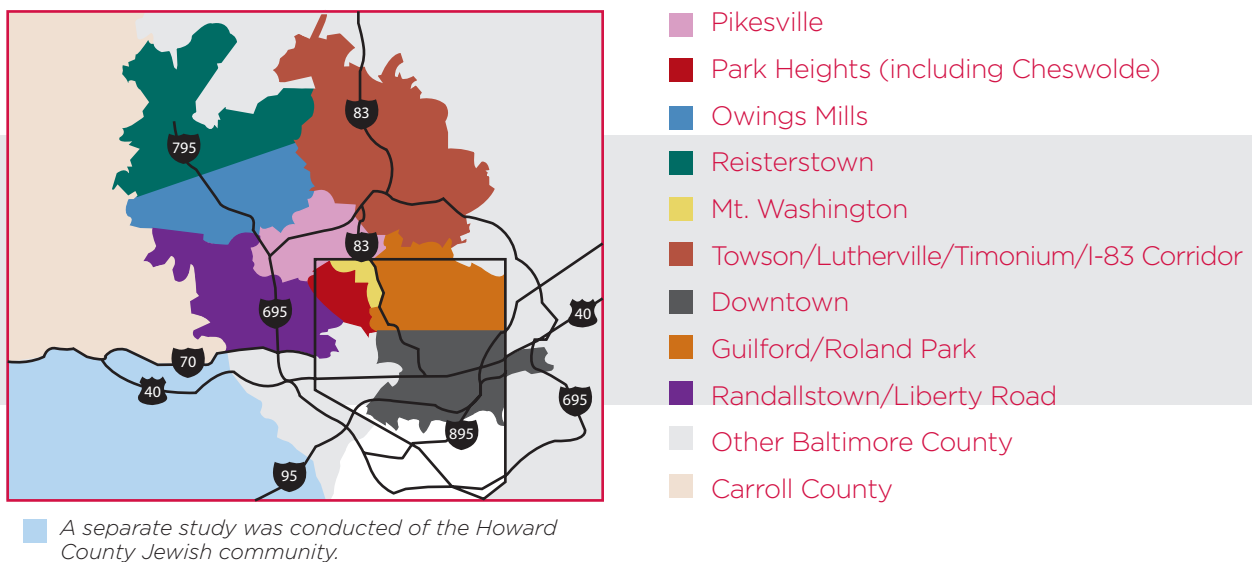
A Jewish person is an adult over the age of 18 who considers him/herself Jewish or a child being raised as Jewish.

108,000 persons living in Jewish households (+8% since 1999)

This number includes all persons – Jewish *and* non-Jewish adults, and Jewish children and children who are not being raised as Jewish – who are living in a household with at least one self-identified Jewish adult.

Where is Jewish BALTIMORE?

Eleven geographic sub-areas within Greater Baltimore were defined for the 2010 study, using a combination of zip code data and respondent answers about the name of the neighborhood in which they live. The 1999 study used six geographic sub-areas, so when comparing changes in population, for example, we use the 1999 sub-areas.



Seventy-five percent of Jews in the study area live in five contiguous zip codes.

- **Pikesville is the largest area of Jewish residence, with 31,100 Jewish persons in 13,000 Jewish households and is home to 33 percent of all Jewish persons in Baltimore.**
- **Park Heights (including Cheswolde) is the second largest area of Jewish residence, with 13,000 Jewish persons in 3,850 Jewish households, representing 14 percent of all Jewish persons in Baltimore.**
- **Owings Mills has 12,100 Jewish persons in 5,300 Jewish households (13 percent of all Jewish persons).**
- **Mt. Washington has 6,600 Jewish persons in 2,800 Jewish households.**

- Downtown has 4,500 Jewish persons living in 3,700 Jewish households.
- Guilford/Roland Park has 4,100 Jewish persons living in 2,500 Jewish households.
- Using the 1999 geography definitions, the combined Pikesville/Mt. Washington area grew slightly in terms of Jewish persons (8%) and households (7%) since the last Jewish community study in 1999. The number of Park Heights households increased by 11 percent and the number of Jewish persons grew by 25 percent. Owings Mills had the same number of Jewish households, but a 17 percent decrease in the number of Jewish persons.

Who is in Jewish BALTIMORE?

In general, the Baltimore Jewish community is well-distributed among the different age cohorts.

- Children – 24%
- Younger adults (18-34) – 20%
- Maturing adults (35-49) – 15%
- Boomer Generation (50-64) – 22%
- Older adults (65 and over) – 19%

Our community is diverse in birthplace and affiliation.

- Nearly half of all adults in Jewish Baltimore households were born outside of Baltimore.
- The fastest growing part of our population is the Orthodox community, now making up 32 percent of Jewish people.
- Roughly one-quarter of Baltimore's Jews are Conservative.
- Twenty-three percent of Baltimore's Jews are Reform.
- Thirteen percent said they were secular or non-denominational.

Baltimore enjoys relatively high measures of JEWISH ENGAGEMENT.

Data indicate that the Baltimore Jewish community has a relatively high percentage of people affiliated with a synagogue or other Jewish organization, as well as a relatively high level of attachment to Israel, compared to most other Jewish communities. Baltimore also has a relatively low intermarriage rate, though we are starting to see shifts in these behavioral patterns.

- **Seventy-four percent of respondents say being Jewish is very important to them.**
- **Forty-six percent of households report belonging to a synagogue, compared to 52 percent in 1999. Almost six in 10 households belong to a Jewish organization.**
- **Only five percent of all respondents report that they are considering moving out of the Baltimore area.**
- **Attachment to Israel and in-marriage is high in comparison to other Jewish communities.**

But, a growing minority of the Jewish community is not highly engaged in JEWISH LIFE.

While the community study findings reported that a significant number of Jewish households are somehow engaged with our organized Jewish community, nearly half of all respondents reported feeling that our Jewish organizations are “remote” and/or “not relevant,” including 80 percent of secular or non-denominational respondents.

- **Only 14 percent of non-Orthodox 18-34-year-olds feel it is very important to be part of a Jewish community, compared with 43 percent of non-Orthodox respondents over the age of 35.**

- Two-thirds of non-Orthodox newcomers do not feel connected to the Jewish community.
- Intermarried households are feeling especially disengaged from the Jewish community: 30 percent of children in intermarried homes are being raised Jewish only. Intermarried families are also unlikely to belong to a synagogue, contribute to a Jewish charity, be attached to Israel or enroll their children in Jewish early childhood programs.

Cost inhibits participation in Jewish life, especially for those families earning under \$50,000 A YEAR.

Thirty-two percent of respondents report that cost is a barrier to synagogue participation, Jewish education, Jewish summer camp and travel to Israel.

- Synagogue membership is lowest for non-Orthodox households earning under \$50,000.
- The costs of Jewish education are a significant barrier for households with children and incomes below \$50,000. This includes Jewish pre-school, day school, Jewish overnight summer camp and travel to Israel.



Orthodox Jews are increasing in number, highly engaged in Jewish life and have differences in lifestyle compared to their NON-ORTHODOX COUNTERPARTS.

There has been a greater than 50 percent increase in the number of Orthodox Jews in Baltimore since 1999 (32 percent of the Jewish population in 2010 versus 21 percent in 1999). Many of those Jews are children, as Orthodox households are larger than other Jewish households.

- **The majority of Orthodox Jews live in the Park Heights corridor. That area is the only area to have increased in both the number of Jews and the number of Jewish households since 1999.**
- **Close to 90 percent of Orthodox newcomers feel connected to their community.**
- **Eighty-seven percent of Orthodox respondents under 35 are married, compared with 15 percent of Jewish respondents under 35 who are not Orthodox.**

Important social service ISSUES EXIST.

A significant portion of Baltimore Jews reported seeking help for some type of social or human service need.

- **Twenty-three percent of Jewish households report seeking help in coping with problems such as depression, anxiety, stress or relationship issues.**
- **Twenty-one percent of Jewish households with a child report seeking help for a learning disability.**
- **Twelve percent of Jewish households report needing assistance in finding a job.**

Many Jews are just managing and/or are living IN OR NEAR POVERTY.

As a result of the economic downturn, one in three respondents (as opposed to one in five 10 years ago) reported that their households are “just managing,” including some who “cannot make ends meet.” Twelve percent of Jewish households have incomes below 200 percent of the federal poverty standard of \$37,000 for a family of three.

- **Sixty-four percent of Jewish single-parent households are just managing or cannot make ends meet.**
- **Twenty-seven percent of Jewish seniors living alone have incomes that are below 200 percent of the federal poverty standard.**
- **Forty-three percent of Jewish households report they were negatively impacted by the economic downturn. This includes households that reported a loss in job (18%), a reduction in salary or income or someone who took a lower paying job.**

Seniors continue to be a population with SIGNIFICANT NEEDS.

The community study found a larger and increasing population of Jewish seniors over the age of 85 than in 1999, an estimated 3,900 in 2010 compared with 1,500 in 1999 – a 166 percent increase.

- **Forty percent of seniors over the age of 65 who are living alone are in poor or fair health.**
- **Twenty-two percent of all Jewish seniors over the age of 65 who are living alone need assistance with “activities of daily life.”**
- **While two-thirds of Baltimore Jewish seniors over the age of 65 report having an adult child in the area with whom they are in relatively frequent contact, one-third of seniors do not have an adult child living in the Baltimore area.**

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