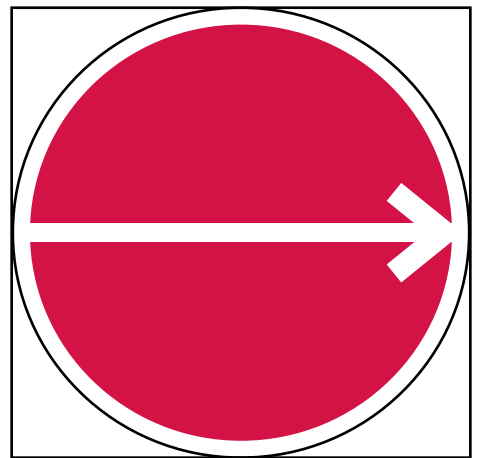




What does your **FUTURE** H O L D ?



The 2010 Jewish Community Study of Howard County
EXECUTIVE SUMMARY



What does your future hold? AN INTRODUCTION

The 2010 Howard County Jewish Community Study is a unique snapshot of our community, captured at the apex of uncertain times. People across the country are surfacing from what was one of the worst economic downturns of the century. While the study shows Howard County's Jewish community to be stable, it likewise captures the effects of job loss, salary reduction and depleted savings on our community, especially our elderly. The study shows a community that is active and connected on the one hand, but is equally unengaged on the other, especially among non-synagogue goers.

The community's demographics show an aging community, one whose number of seniors has increased by 10 percent over the last 10 years. Howard County is a community of affluence and financial need. There are successes, but the study also highlights many challenges for our community to face.

The 2010 Community Study will have significant implications on our delivery of services and future allocation of funds. We expect this information will help shape our planning efforts for the next five to 10 years, creating a framework for our dynamic community.

We have summarized the trends this research uncovered, as well as implications for future community planning, on the pages that follow. A full report will also be available on The Jewish Federation of Howard County's website, **www.jewishhowardcounty.org**.

Cutting-Edge Methodology and INNOVATIVE STRUCTURE

The 2010 Howard County Jewish Community Study employed the latest statistical techniques. Almost 2,200 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 253 randomized surveys of Jewish households completed, the results are reliable and representative of our community.

How many Jews live in HOWARD COUNTY?

7,500 Jewish Households (+ 15% since 1999)

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

17,200 Jewish Persons (+8% 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.

20,400 persons living in Jewish households (+1% 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.

Who is in Jewish HOWARD COUNTY?

Half of the Howard County Jewish Community is under age 50. Half is at least 50-years-old.

- **Children - 18%**
- **Younger adults (18-34) - 16%**
- **Maturing adults (35-49) - 16%**
- **Boomer Generation (50-64) - 35%**
- **Older adults (65 and over) - 15%**

Our community is diverse in birthplace and affiliation.

- **Twenty-five percent of all respondents were born in Baltimore, 10 percent elsewhere in Maryland and 24 percent in New York or New Jersey.**
- **The smallest part of our population is the Orthodox community, making up one percent of Jewish people.**
- **Roughly one-third of Howard County's Jews are Conservative.**
- **One-third of Howard County Jews are Reform.**
- **Twenty-five percent said they were secular or non-denominational.**



Howard County is a stable Jewish community, with moderate measures of JEWISH ENGAGEMENT.

- The number of Jewish persons has increased since 1999 by eight percent and the number of Jewish households by 15 percent.
- Children under age 17 account for 18 percent of all people in the Jewish community while seniors represent 15 percent.
- Half of the Jewish households are affiliated with a Jewish congregation (temple/synagogue) in the general area – 37 percent in Howard County only.

Engagement and disconnection exist side-by-side in HOWARD COUNTY.

- While half of the community is synagogue-affiliated, the other half of Jewish households is not.
 - Since synagogue membership plays a large role in Jewish life in Howard County, the non-affiliated are minimally connected to Jewish life.
- Eighty-two percent of the non-synagogue-affiliated people see Jewish organizations as remote and not relevant to them — compared to 40 percent of congregation-affiliated households.
- A sizable minority of Jewish households are involved with the Howard County federation.
 - Forty-four percent of Jewish people participate in federation activities at least a few times per year.

The future of Howard County's Jewish community depends upon ITS CHILDREN AND ITS FAMILIES.

- **Ninety-two percent of children being raised Jewish-only have had some Jewish education.**
- **Of the 24 percent of children being raised either Jewish-and-something-else, without a religion, in another religion or undecided, none (0 percent) have had any Jewish education.**
- **Twenty-nine percent of all married couples are intermarried; 32 percent of all children in Howard County Jewish households reside with intermarried parents.**

Intermarriage presents both a challenge and an opportunity within the HOWARD COUNTY JEWISH COMMUNITY.

- **Communal engagement of intermarried households is complex.**
 - Sixty-two percent of children in intermarried households are being raised Jewish-only and another 17 percent as Jewish-and-something-else.
 - However, only 13 percent of intermarried respondents think it is extremely important for children to learn about Jewish customs and beliefs compared to about two-thirds of the inmarried.

While a relatively affluent community, some Jewish households are JUST MANAGING FINANCIALLY.

- **Half of all households report annual incomes of at least \$100,000 – reflecting the general affluence of Howard County. However:**
 - Seventeen percent have incomes under \$50,000 (25 percent of senior respondents).
 - Twenty-five percent of survey respondents report in 2010 that their households are “just managing,” including some who “cannot make ends meet.”

An increase in the proportion of Jewish seniors may foreshadow a changing Jewish community IN THE NEXT DECADE.

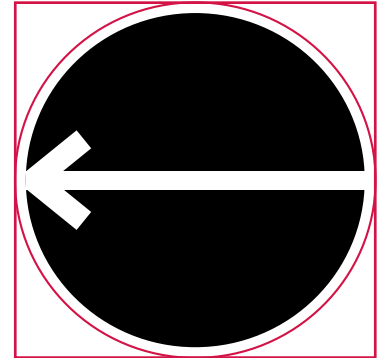
- **Seniors represent 16 percent of all Jewish persons in Howard County in 2010, but were only 6 percent in 1999.**
- **Thirty-one percent of Jewish seniors report being in poor or fair health.**
 - Of those in fair/poor health, only three percent are very familiar with Jewish Community Services of Howard County, 33 percent are somewhat familiar and 64 percent are not familiar with that organization.
- **Nineteen percent of all senior respondents/spouses are reported to need assistance with a series of “activities of daily life.”**

Howard County Jewish households want expanded services to be provided by the JEWISH COMMUNITY.

- **A Jewish summer day camp within Howard County is strongly supported as a Jewish community priority by half of all Jewish households with children:**
 - Twenty-eight percent rate it as a “10.”
 - Another 19 percent view it as an “eight” or a “nine.”
 - One of three Jewish households with children report sending a child to a Jewish summer day camp outside of Howard County, mostly in Baltimore.
- **Almost nine of 10 Jewish households are in favor of establishing a traditional Jewish Community Center (JCC) in Howard County – 56 percent favor it very strongly while another 30 percent are somewhat in favor of a JCC.**
 - Three percent are members of a JCC in Baltimore or Washington, D.C., and only two percent participate in JCC activities on a monthly basis or more often.



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