



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

The 2010 Greater Baltimore
JEWISH COMMUNITY STUDY

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THE ASSOCIATED

The 2010 Greater Baltimore Jewish Community Study

Initial Highlights

Prepared by:
Ukeles Associates, Inc.

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THE ASSOCIATED: Jewish Community Federation of Baltimore

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ABOUT THE JEWISH COMMUNITY STUDY



2010 STUDY GOALS:

- Estimate the size of the Jewish community in the Greater Baltimore area, which includes:
 - The City of Baltimore
 - Baltimore County
 - Carroll County*
- Describe the characteristics, attitudes and behaviors of the Jewish community 's population in 2010.
- Compare the findings in 2010 to the findings in 1999.
- **Provide a data resource to inform policy and planning decisions of the Greater Baltimore Jewish community.**

** There will be a separate report based on the study of Howard County.*

- **The 2010 Greater Baltimore Jewish Community Study contains two important “firsts:”**
 - This is the first U.S. Jewish community study to include cell phone interviews in the estimate of the size and composition of the Jewish population – crucial in order to reach young adults.
 - This is the first U.S. Jewish community study to report on the impact of the economic downturn.

- Interviewing occurred from March 1, 2010 through June 20, 2010.
- 92,327 different randomly generated telephone numbers were called.
 - 22,377 cell phone numbers were called.
- 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.

- The “screening” phase identified 1,587 Jewish households.
 - 1,213 Jewish household respondents completed the entire survey -- 76% of all eligible Jewish households.
 - Of the 1,213 survey interviews, 116 were cell phone interviews, allowing us to reach a larger number of younger Jewish adults.
- The maximum survey sampling error for data based on all 1,213 survey respondents is +/- 6.5% at the standard 95% confidence interval.
- The screening response rate was 46% for the 2010 Greater Baltimore Jewish Community Study.



JEWISH HOUSEHOLD & POPULATION ESTIMATES



JEWISH PERSONS

- **Adults (age 18+) who consider themselves Jewish.**
- **Children being raised as Jews.**

JEWISH HOUSEHOLDS

- **Households that include at least one self-identified Jewish adult.**

PEOPLE LIVING IN JEWISH HOUSEHOLDS INCLUDE:

- **Jews and**
- **Non-Jews – non-Jewish adults and children who are not being raised as Jews, including undecided status.**

What is the Size of the Greater Baltimore Jewish Community?

| | |
|---|----------------|
| Jewish Households | 42,500 |
| Jewish Persons | 93,400 |
| All People in Jewish Households (including non-Jews) | 108,100 |

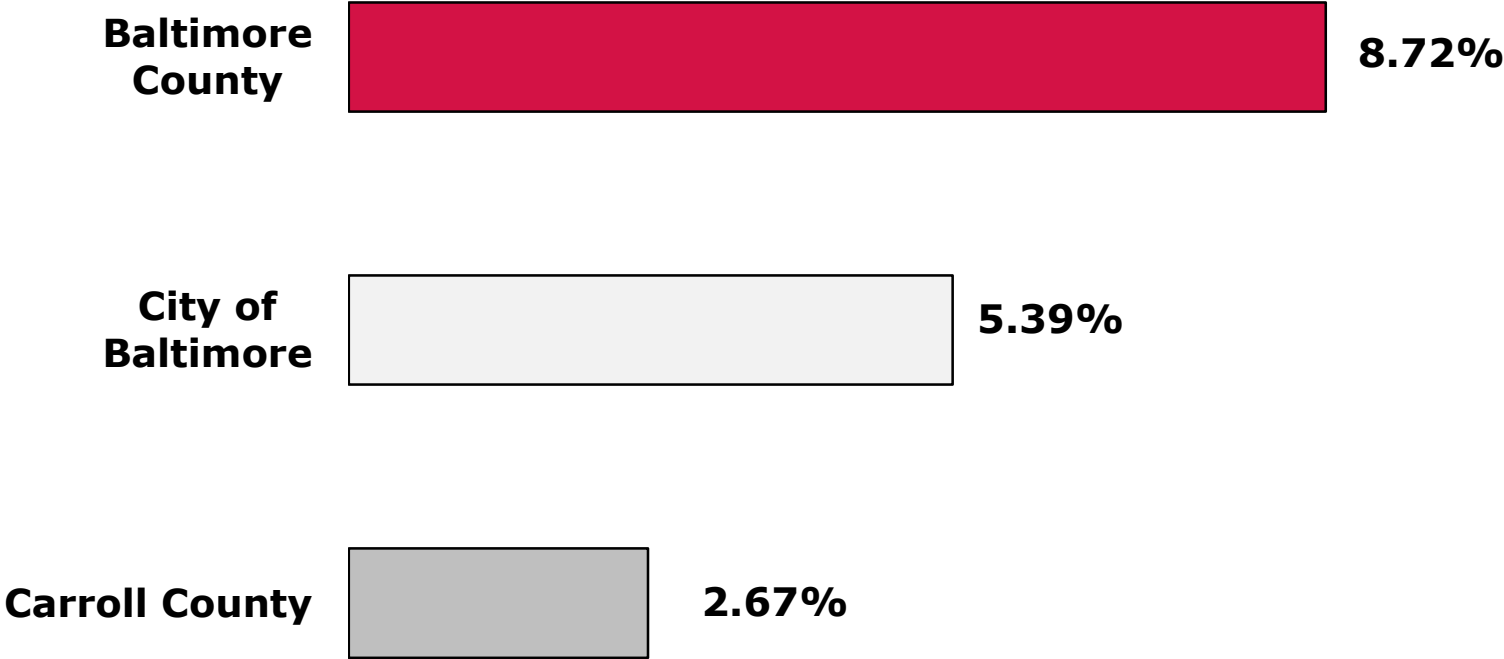
The Jewish Community has Increased in Size Since 1999

The number of Jewish households, and the total number of people in these households, has increased more than the number of persons who are identified as Jewish.

| | 2010 Study | 1999 Study | % Change |
|--|-------------------|-------------------|-----------------|
| Jewish Households | 42,500 | 36,600 | + 16% |
| Jewish Persons | 93,400 | 91,400 | + 2% |
| All People in Jewish Households | 108,100 | 99,900 | + 8% |

9% of Baltimore County Households Include a Jewish Adult

Percent of All County Households That Include At Least One Jewish Adult: 2010





GEOGRAPHY



Areas of Jewish Residence in Greater Baltimore

17

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 neighborhoods in which they live.

- **Pikesville**
- **Park Heights (including Cheswolde)**
- **Owings Mills**
- **Reisterstown**
- **Mt. Washington**
- **Towson/Lutherville/Timonium/I-83 Corridor**
- **Downtown**
- **Guilford/Roland Park**
- **Randallstown/Liberty Road**
- **Other Baltimore County**
- **Carroll County**

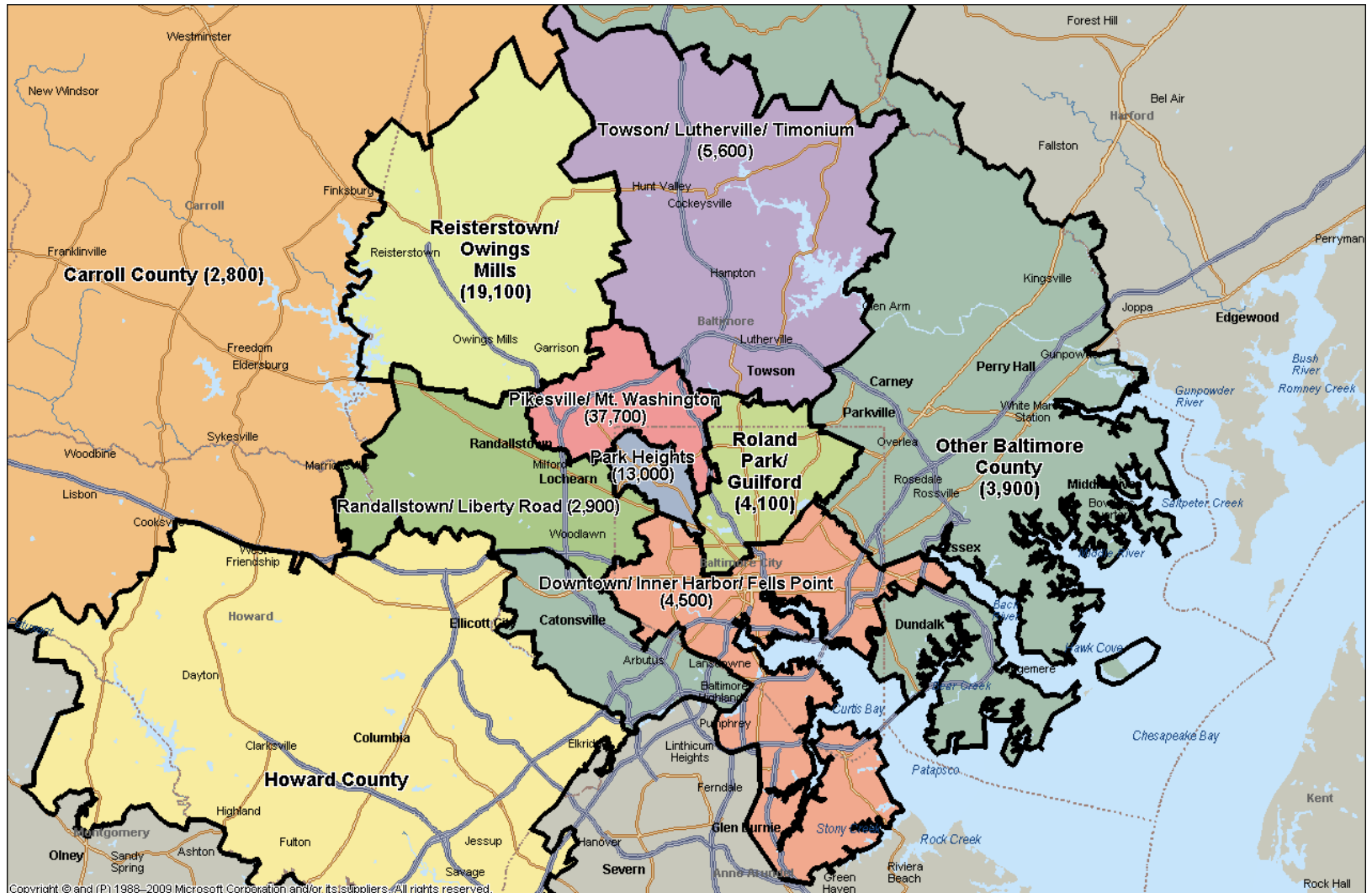
75% of Jewish Persons in Greater Baltimore Live in Five Areas

- (1) Pikesville is the largest area of Jewish residence with 31,100 Jewish persons in 13,000 Jewish households.
- (2) The Park Heights-Cheswolde area is the second largest area of Jewish residence with 13,000 Jewish persons in 3,850 Jewish households.
- (3) Owings Mills has 12,100 Jewish persons in 5,300 Jewish households.
- (4) Reisterstown has 7,000 Jewish persons in 2,500 Jewish households.
- (5) Mt. Washington has 6,600 Jewish persons in 2,800 Jewish households.

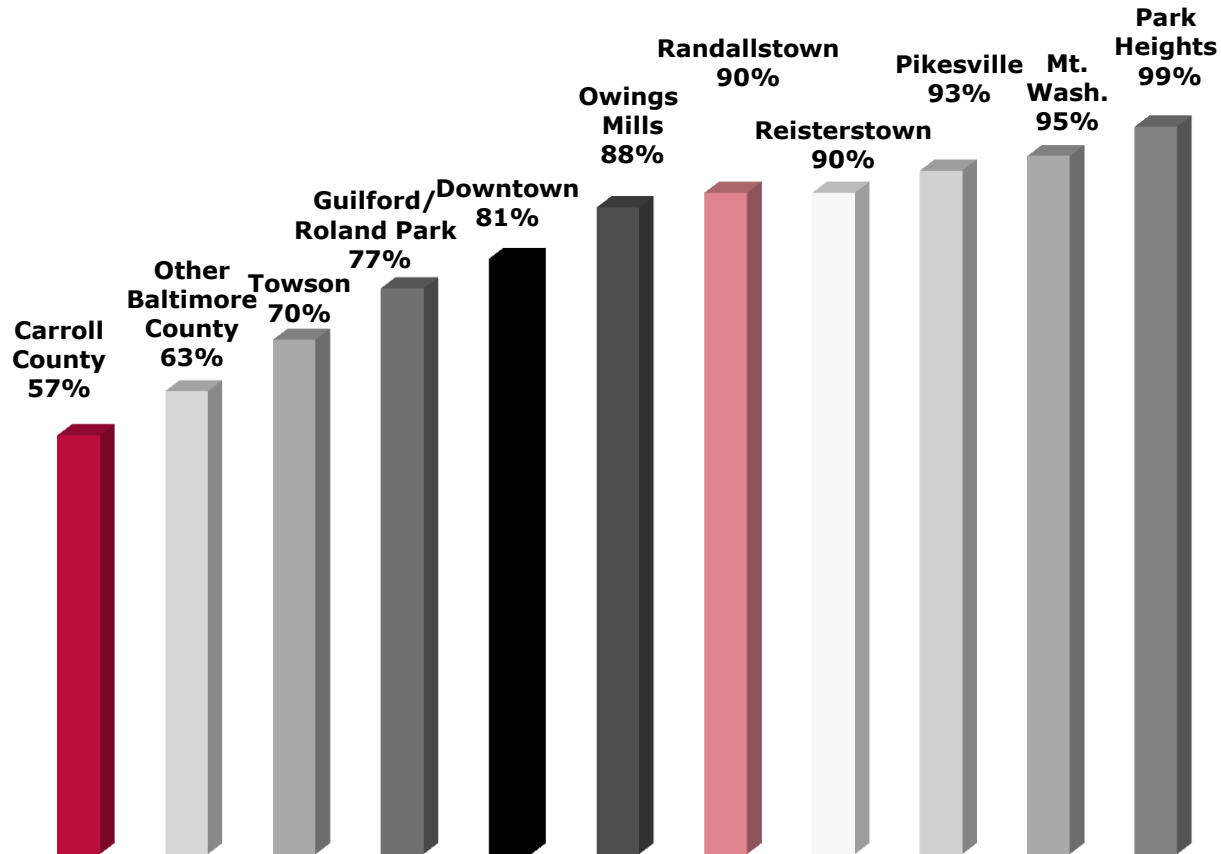
Jewish Persons and Jewish Households, by Area, Number and Percent, 2010

| Geographic Area: 2010 | Jewish Persons | | Jewish Households | |
|---|--------------------------|-------------------------------|---------------------|--------------------------|
| | Number of Jewish Persons | Percent of All Jewish Persons | Number of Jewish HH | Percent of All Jewish HH |
| Pikesville | 31,100 | 33% | 13,000 | 30% |
| Park Heights (includes Cheswolde) | 13,000 | 14 | 3,850 | 9 |
| Owings Mills | 12,100 | 13 | 5,300 | 12 |
| Reisterstown | 7,000 | 7 | 2,500 | 6 |
| Mt. Washington | 6,600 | 7 | 2,800 | 7 |
| Towson/Lutherville/Timonium/I-83 | 5,600 | 6 | 3,200 | 8 |
| Downtown | 4,500 | 5 | 3,700 | 9 |
| Guilford/Roland Park | 4,100 | 4 | 2,500 | 6 |
| Randallstown/ Liberty Road | 2,900 | 3 | 1,700 | 4 |
| Other Baltimore County, misc. | 3,900 | 4 | 2,400 | 6 |
| Carroll County | 2,800 | 3 | 1,600 | 4 |
| Total (may not add precisely due to rounding) | 93,400 | 100% | 42,500 | 100% |

Jewish Persons by Area, 2010



The % of All People in Jewish Households Who Are Jewish Ranges From 57% in Carroll County to 99% in Park Heights



Percent of All People Living in Greater Baltimore Jewish Households Who Are Jewish

Geography: 2010 & 1999 Comparisons

22

The 2010 area definitions are a significant improvement over the area definitions used in 1999. Unfortunately, direct comparisons using the 2010 definitions are not possible. In order to analyze change, it is necessary to use the less precise 1999 definitions, and to combine several areas.

- **Owings Mills/Reisterstown**
- **Pikesville/Mt. Washington**
- **Park Heights**
- **Randallstown/Liberty Road**
- **Central Baltimore**
- **Towson/Lutherville/Timonium Corridor**
- **Other Baltimore County**
- **Carroll County**

Pikesville/Mt. Washington Continues to be the Largest Jewish Area The Greatest Growth Since 1999 Has Taken Place in Park Heights

- Pikesville/Mt. Washington's Jewish community of 37,600 Jews grew slightly in both households (by 4%) and Jewish-identified persons (by 4%).
- The number of Park Heights Jewish households increased by 28% and the number of Jewish persons increased by 44%.
- Owings Mills/Reisterstown, on the other hand, had essentially the same number of Jewish households in 1999 as in 2010, but fewer Jewish persons in 2010 – a 17% decline in the estimated number of Jewish persons from 22,800 in 1999 to 19,100 in 2010.
- The number of Jewish households in Central Baltimore (including the Guilford/Roland Park/University area and Downtown) increased from 4,300 to 6,200, while the number of Jewish persons remained essentially the same -- 8,600 in 2010. This pattern reflects smaller households and fewer people in the household who are Jewish.



DEMOGRAPHY

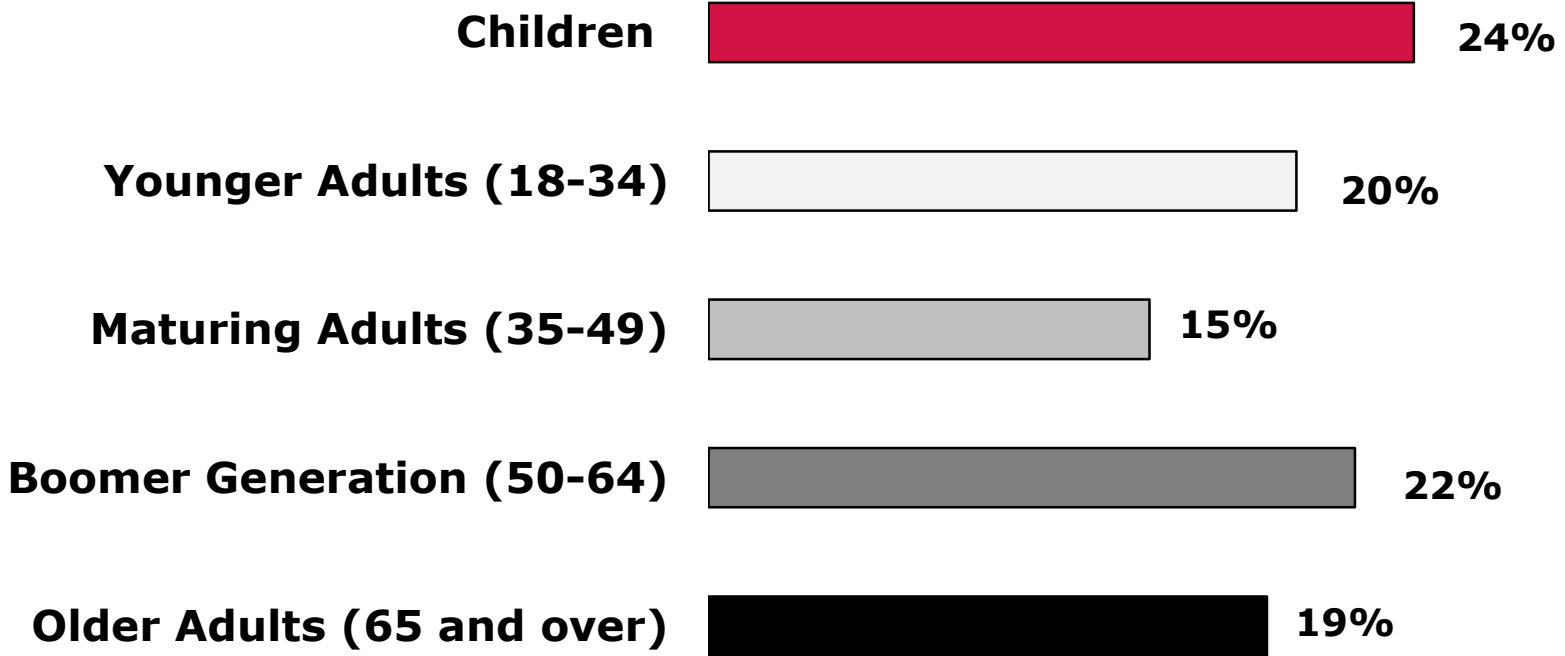


DEMOGRAPHY

2010 Greater Baltimore Jewish Community Study

24% of All Baltimore Jewish Household Members are Children Under the Age 18 (26,000 Children)

Age of All People in Greater Baltimore Jewish Households



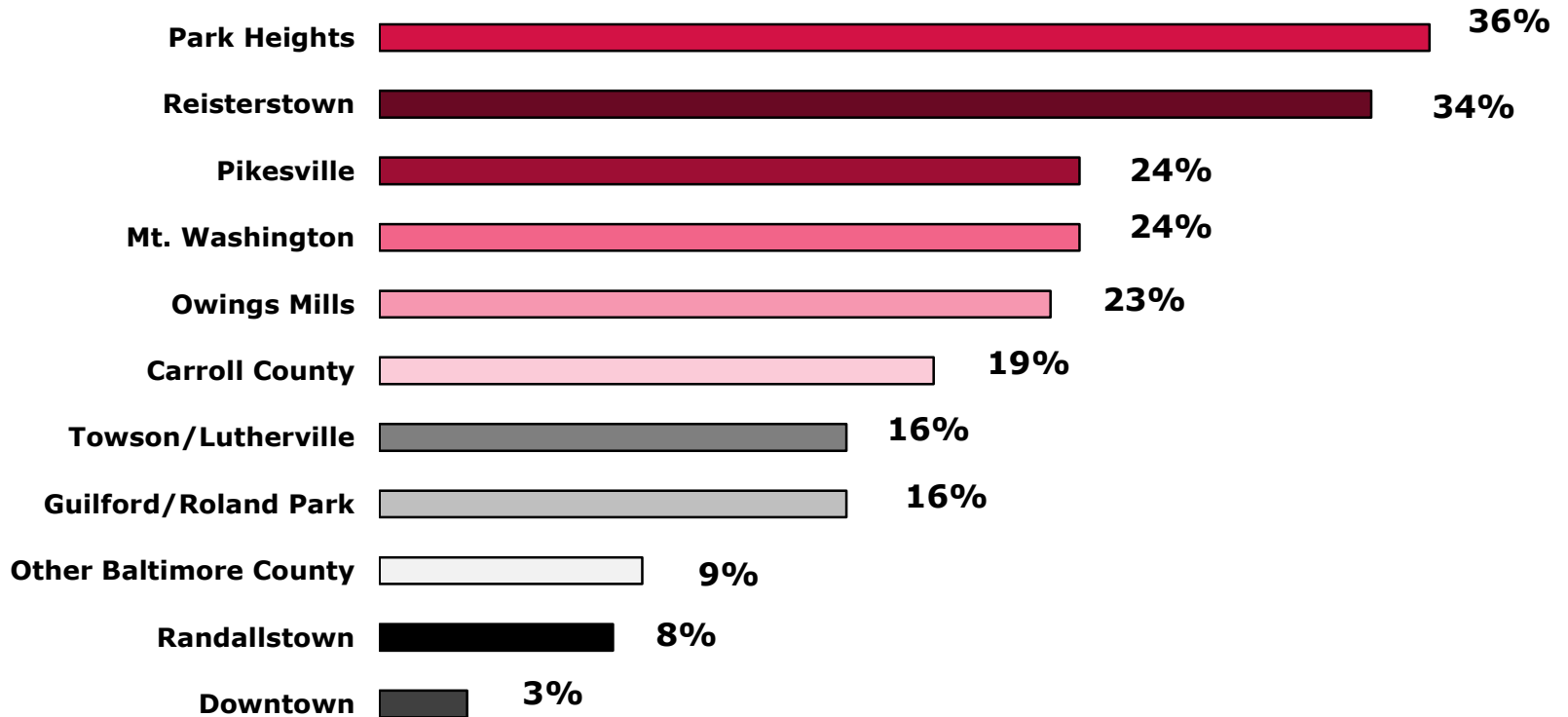
DEMOGRAPHY

2010 Greater Baltimore Jewish Community Study

36% of Jewish Persons in Park Heights Are Children Under 18

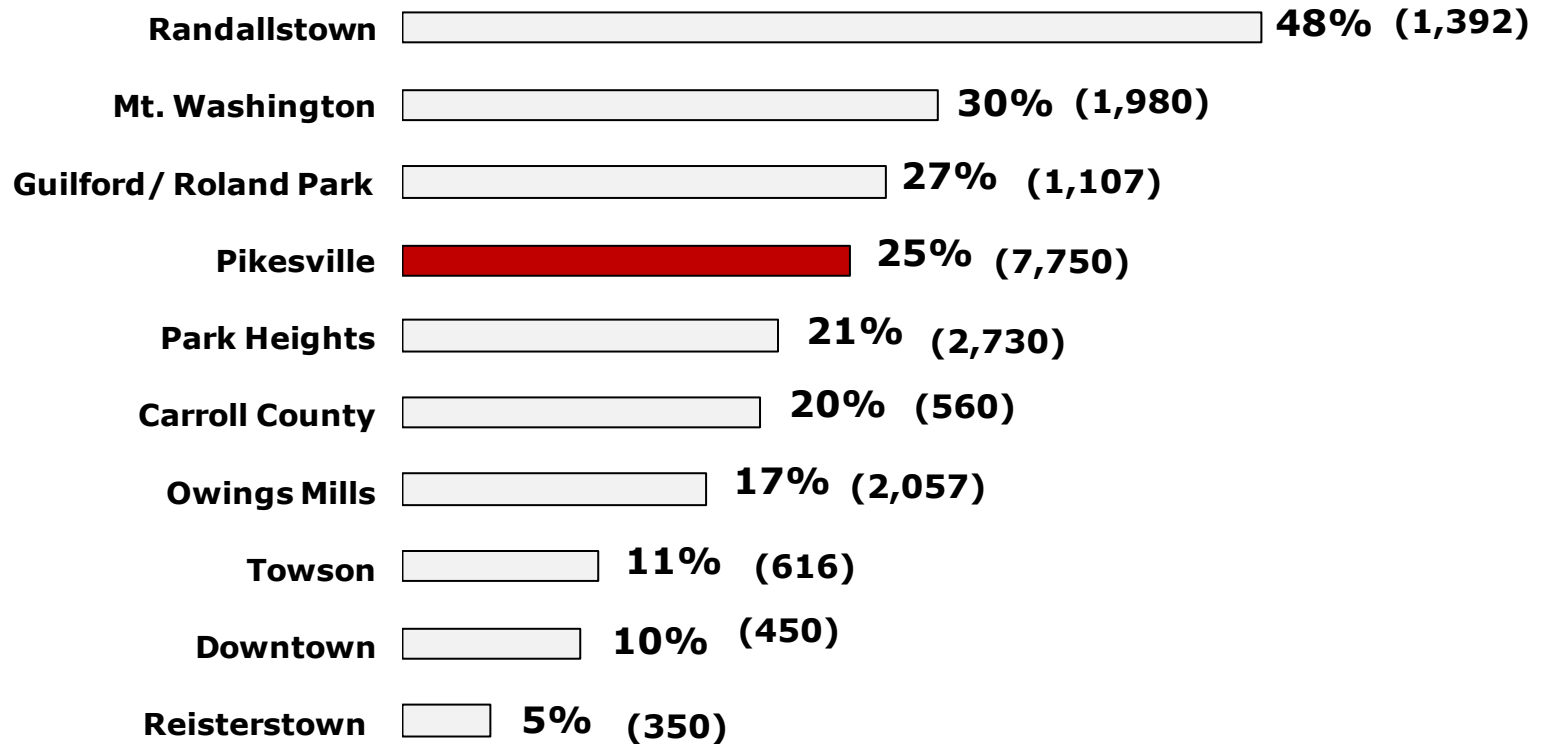
26

Children as a Percentage of All Jews in Geographic Sub-Area



While 48% of the Jewish Persons in Randallstown are over 65, the Greatest Concentration of Seniors live in Pikeville

Jewish Seniors as a Percentage of All Jews in Geographic Sub-Area



Jewish Seniors are Older than in 1999

19,400 Jewish seniors live in Greater Baltimore Jewish households in 2010.

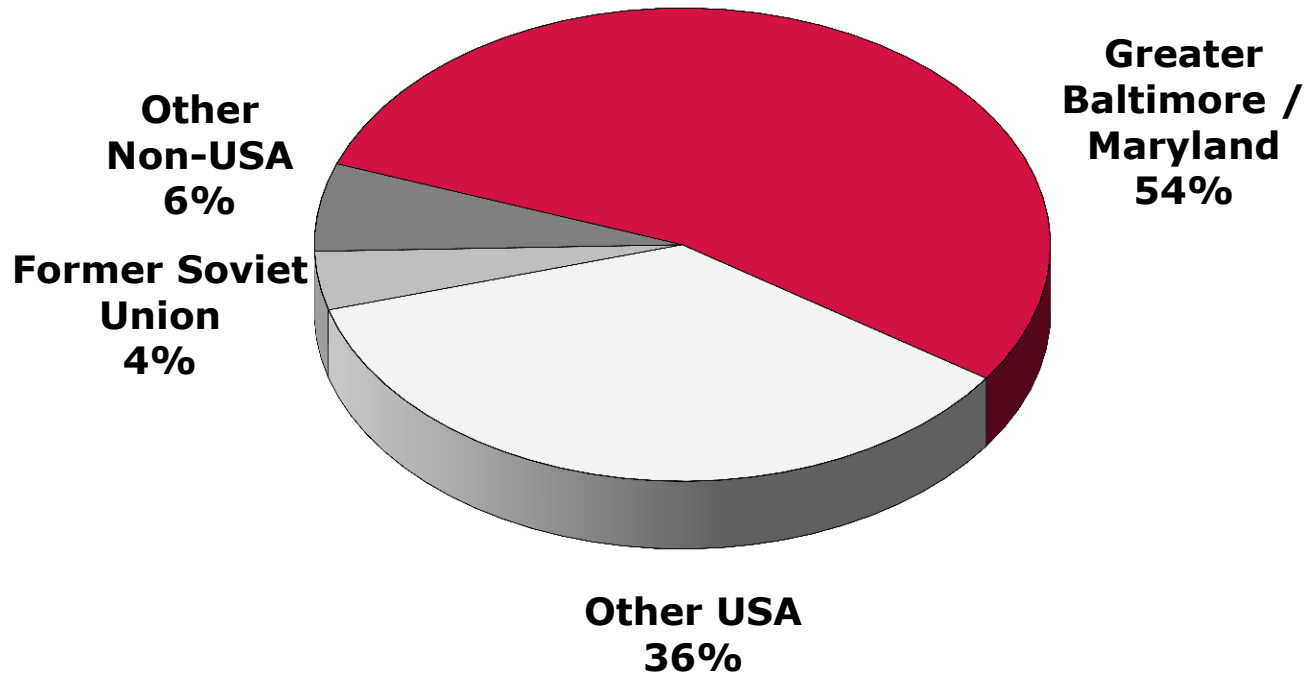
In 2010, 3,900 Jewish seniors are at least age 85, compared to 1,500 in 1999.

| Age of Jewish Senior* | 2010 Baltimore | | 1999 Baltimore | |
|-----------------------|--------------------------|-------------------------|--------------------------|-------------------------|
| | Number of Jewish Seniors | % of All Jewish Seniors | Number of Jewish Seniors | % of All Jewish Seniors |
| 65 – 74 | 8,500 | 44% | 7,800 | 49% |
| 75 – 84 | 7,000 | 36 | 6,600 | 42 |
| 85 and over | 3,900 | 20 | 1,500 | 9 |
| Total | 19,400* | 100% | 15,900 | 100% |

**For a few adults, respondents did not provide their age; they are not included in this table, since they represent a total of only a few hundred adults. Non-Jewish seniors in Jewish households totaled approximately 600 in 2010.*

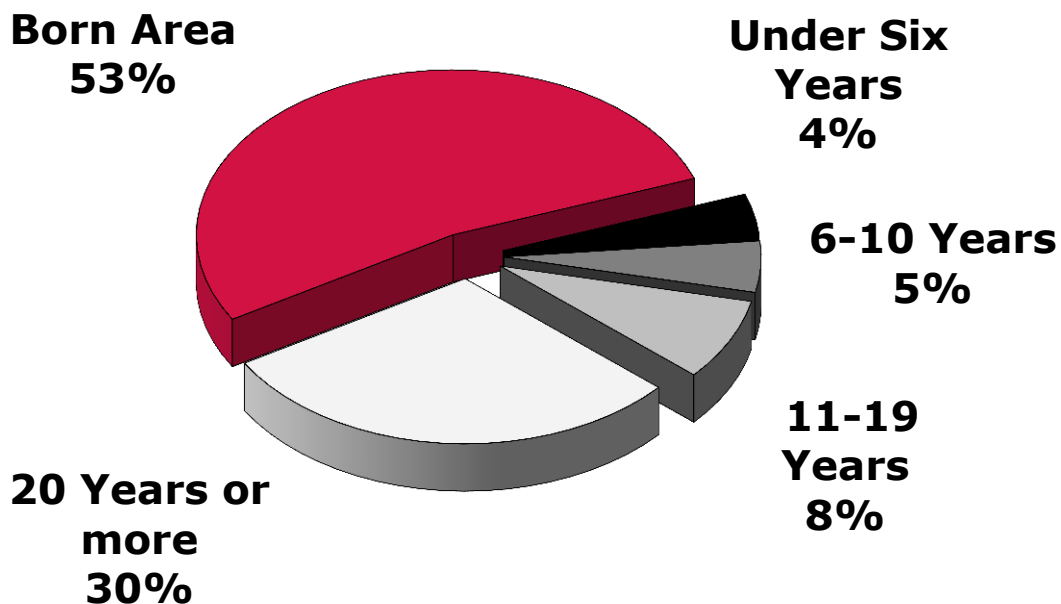
54% of All Adults in Jewish Baltimore Households were Born in Maryland, Most in Greater Baltimore

Place of Birth: All Jewish Household Adults



Newcomers: Just Under 10% of All Survey Respondents Moved to Baltimore in the Last Ten Years

Years Respondent Has Lived in Greater Baltimore Area

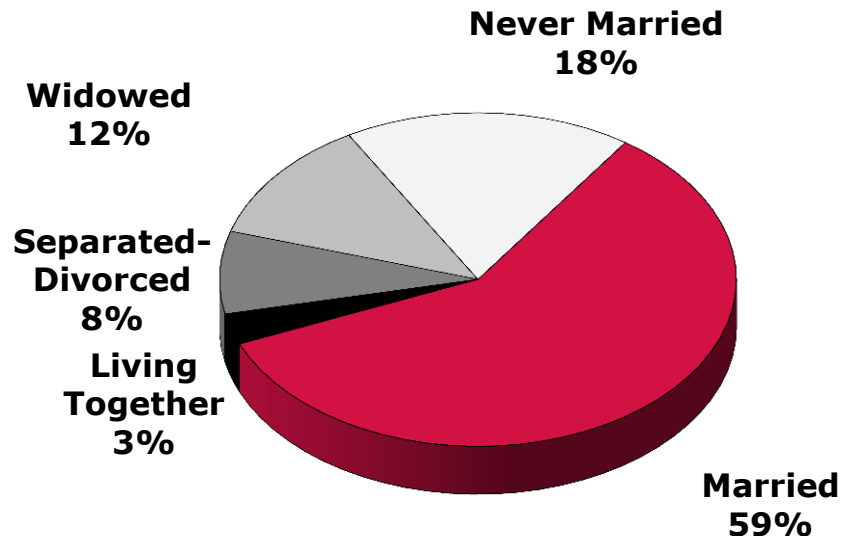


5% of All Respondents Plan to Move Outside of the Area in the Next Three to Five Years

- Only 11% of all survey respondents report that they definitely will move from their current residence in the next few years. Another 12% say they probably will move.
 - Younger respondents (18-34) are much more likely to say that they will/may move (48%).
- Of all respondents who may move, only 24% plan to move outside of Baltimore.
 - Younger respondents who expect to move are least likely to plan to move outside of Baltimore – only 12% plan to move outside of Baltimore compared to 34% of older respondents who plan to move.

Marital Status: More “Never Married” Compared to 1999

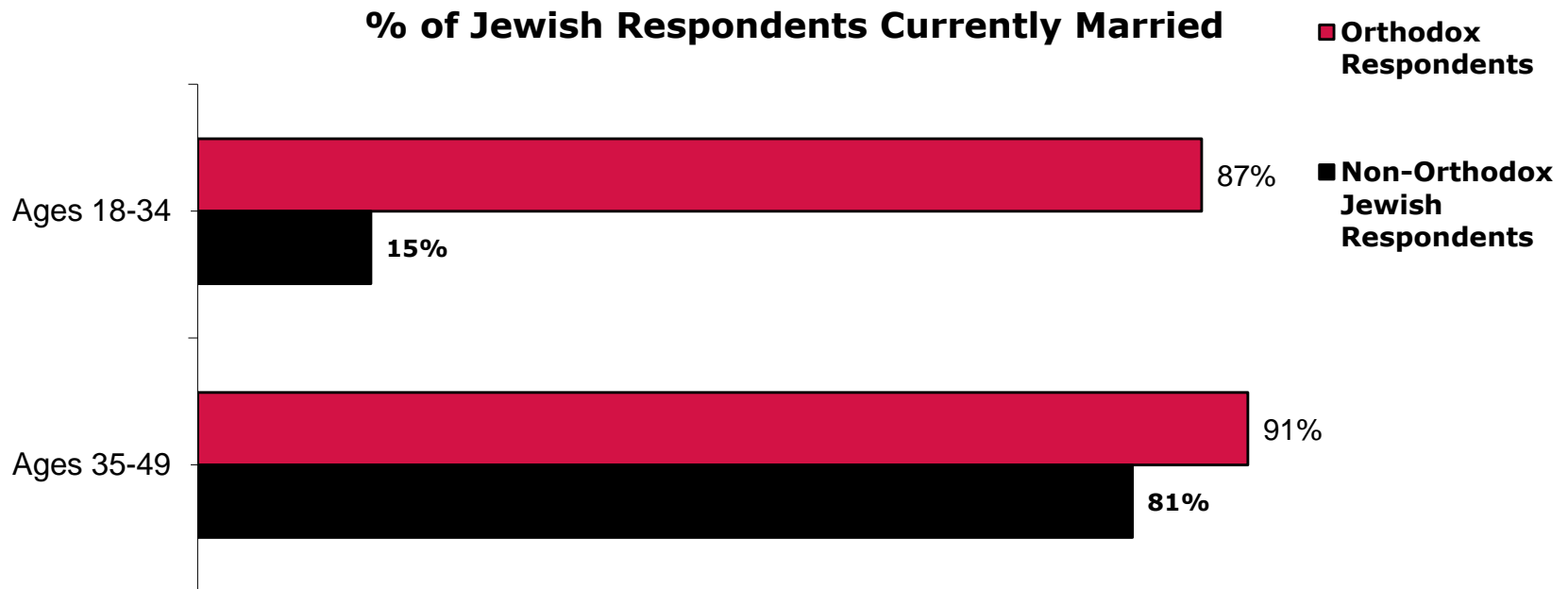
18% of all respondents report never having been married, compared to only 10% in 1999.



87% of Orthodox Respondents Under Age 35 Are Married Compared to 15% of All Other Jewish Respondents

33

Among the 35-49 Jewish respondent cohort, in contrast, the percent married is much closer: 91% of the Orthodox and 81% of all other Jewish respondents are married.



DEMOGRAPHY

2010 Greater Baltimore Jewish Community Study

Average Household Size is Estimated to be 2.5 Persons Compared to 2.7 in 1999 (and 2.5 in 1985)

34

- Orthodox households average 3.5 persons, but 4.9 persons if there are any children in the household.
 - 25% of Orthodox households include at least five persons.
 - Only 5% of non-Orthodox Baltimore Jewish households include at least five people.

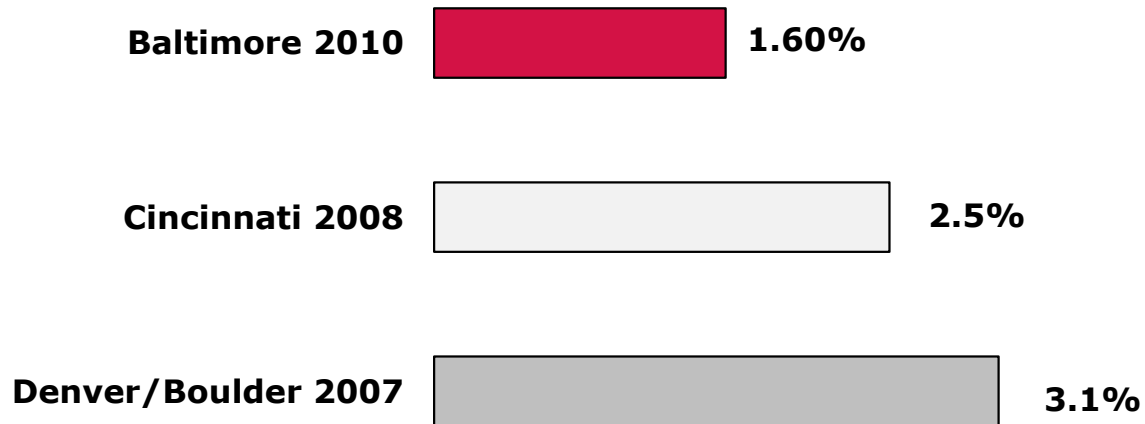
Household Structure is Similar to 1999

| Household Composition | Number of Households | Percent |
|--|----------------------|-------------|
| <u>No Children in Household (Adults Age 18-64):</u> | | |
| Respondent Under Age 50, No Children | 7,000 | 16% |
| Respondent 50-64, No Children in HH | 8,200 | 19 |
| <u>Children in Household (Adults Age 18-64):</u> | | |
| Unmarried Parent, 18-64, Children in HH | 2,000 | 5 |
| Married, 18-64, Children in HH | 11,300 | 27 |
| <u>Senior Households (Any HH Member 65+):*</u> | | |
| Age 65+ Person, Married or Lives w/Others | 8,300 | 20 |
| Respondent 65+, Lives Alone | 5,700 | 13 |
| TOTAL | 42,500 | 100% |

**"Unmarried parent" includes respondents who have never been married, and those who are divorced, widowed, separated or living with another person. A few senior respondents with children have been placed in the 65+ "lives with others" category.*

The Jewish GLBT Community is Relatively Small

**GLBT Status of Jewish Households:
Baltimore 2010, Cincinnati 2008 and
Metro Denver/Boulder 2007**



2010 Greater Baltimore question asked whether respondent or any other adult in the household considered self "...to be gay, lesbian, bisexual or transgender?"

DEMOGRAPHY

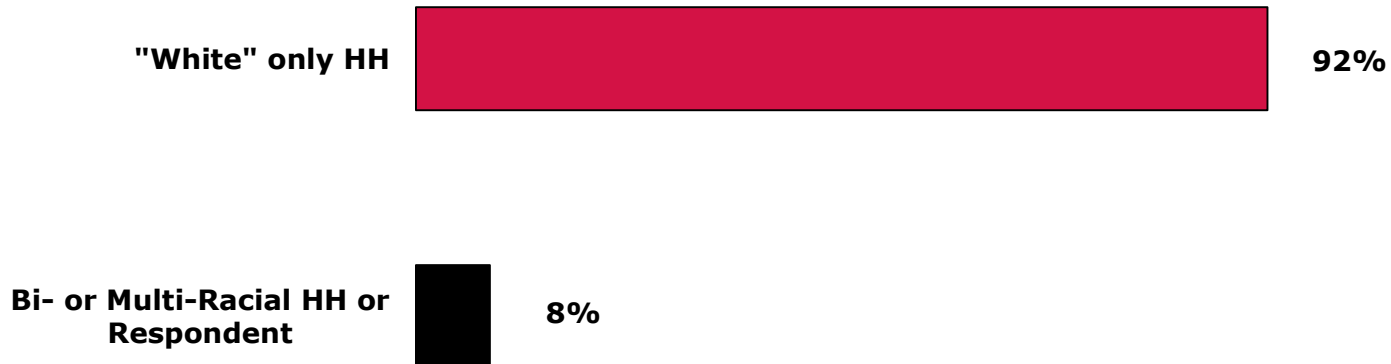
2010 Greater Baltimore Jewish Community Study

8% of Jewish Households in Baltimore are Bi- or Multi-Racial

37

3,400 households include someone (respondent or other household member) who is Hispanic, African-American, Asian or the household is best described as multi-racial.

Bi-or-Multi-Racial Jewish Households



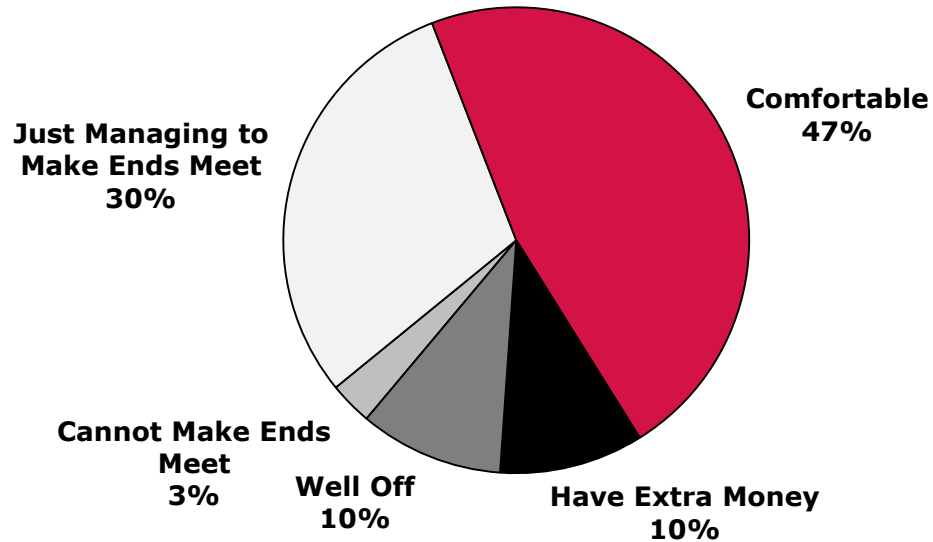


VULNERABLE POPULATIONS & HUMAN SERVICES



One in Three Jewish Households Are Just Managing Now (at best)

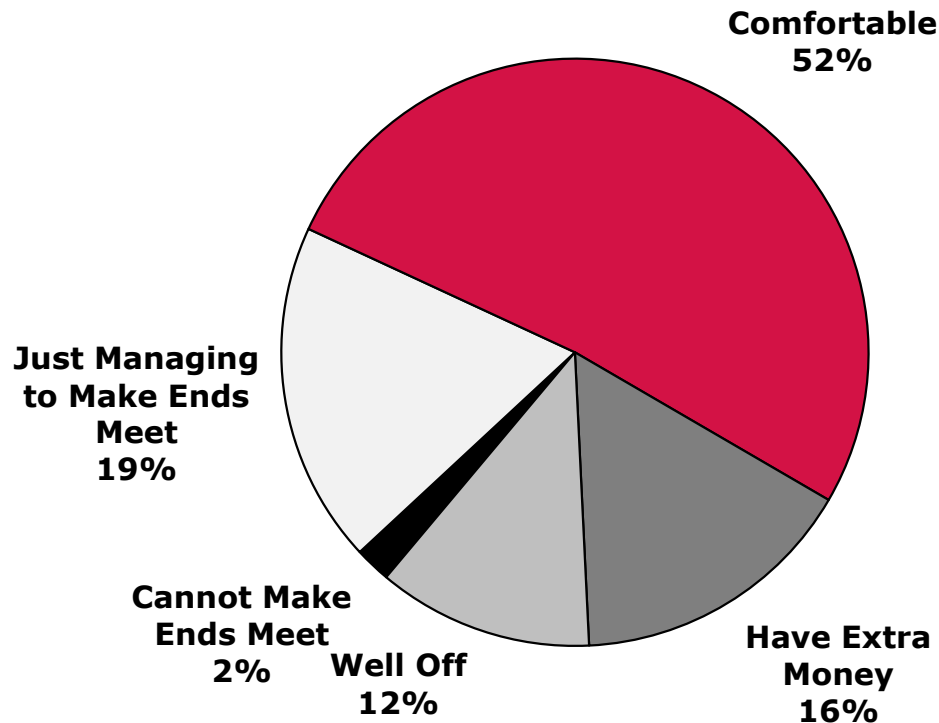
Respondent's 2010 Subjective Assessment of Household's Financial Status



In general, respondents are more likely to answer the subjective finances question than questions on income; only 4% of all respondents refused to answer the financial status question while 10% refused to provide any income information.

Three Years Ago, One in Five Households Were Just Managing

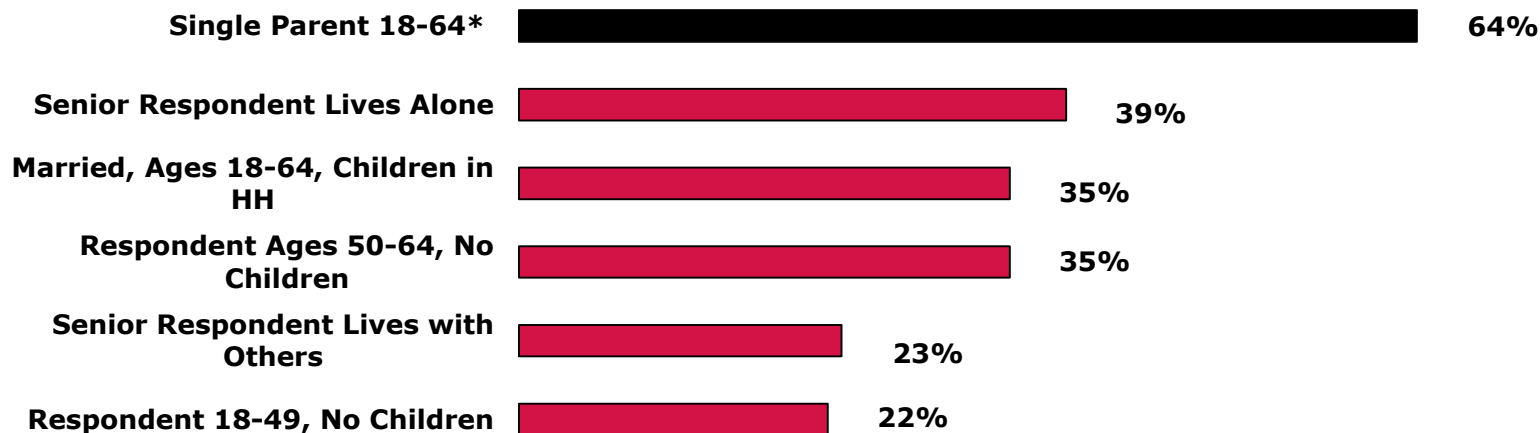
Respondent's Subjective Assessment of Household's Financial Status Three Years Ago



Single Parent Households Are the Most Vulnerable

- 64% of single-parent households report that they currently are just managing (or cannot make ends meet).
- “Three years ago” (not shown), only 29% of single parents reported that they were just managing/not making ends meet.*

Percent of Jewish Households Which Report Just Managing Financially or Not Being Able To Make Ends Meet by Household Type



**Sample size is less than 40 interviews for single parent households, so considerable caution should be used when interpreting these results for both current financial status and status “three years ago.”*

VULNERABLE POPULATIONS

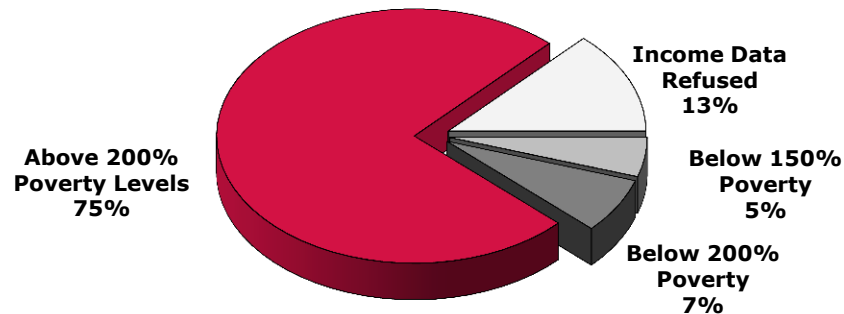
2010 Greater Baltimore Jewish Community Study

5,200 Jewish Households (12%) Have Incomes Below 200% of Federal Poverty Levels

42

An estimated 2,100 Jewish households in Greater Baltimore would qualify for public programs using 150% of the federal poverty line as an eligibility standard, and another 3,100 Jewish households would qualify under the increasingly commonly used 200% level.*

Percent of Greater Baltimore Jewish Households Below Federal Poverty Guideline Levels



The 200% poverty standard is \$22,000, for one person, \$29,000 for two persons, \$37,000 for three persons and \$44,000 for a four-person household. The 150% poverty standard is \$33,000 for a four-person household. All values rounded to nearest thousand.

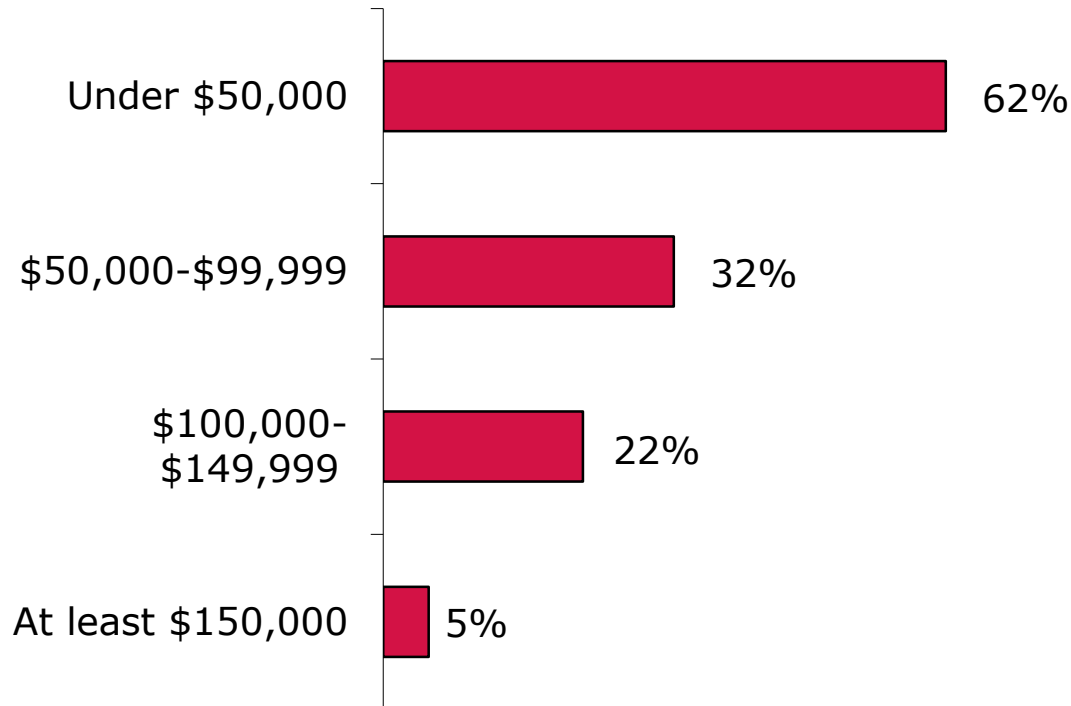
VULNERABLE POPULATIONS

2010 Greater Baltimore Jewish Community Study

Respondents Earning Under \$50,000 Are The Most Likely to Report They Cannot Make Ends Meet or Are Just Managing

43

Income of Jewish Households Who Either Cannot Make Ends Meet or Are Just Managing



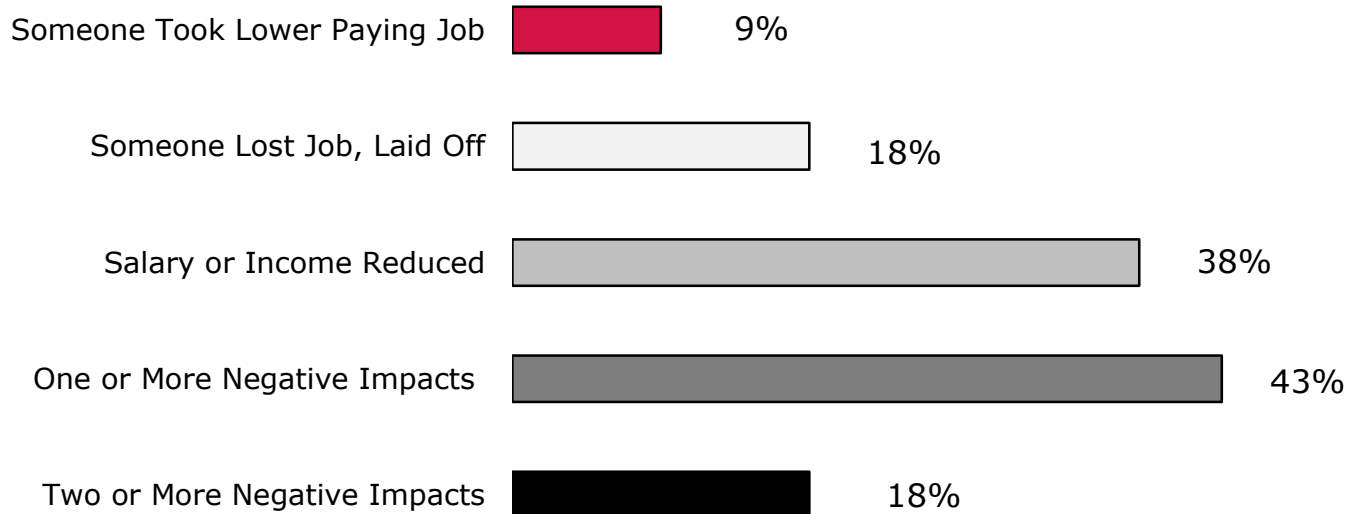
VULNERABLE POPULATIONS

2010 Greater Baltimore Jewish Community Study

43% Negatively Impacted by Economic Downturn

44

Percent of Baltimore Jewish Households Who Reported Negative Consequence of Economic Downturn



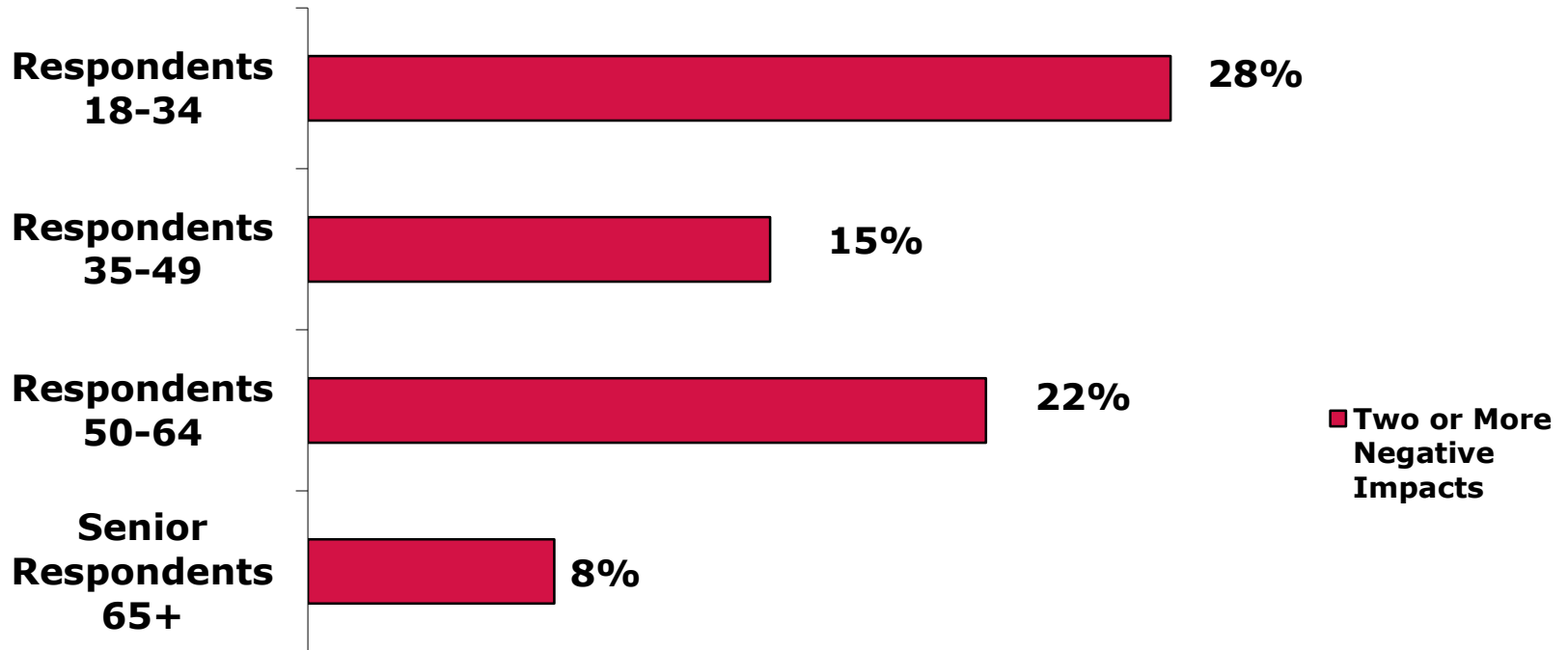
VULNERABLE POPULATIONS

2010 Greater Baltimore Jewish Community Study

Boomers and Young Adults Hit Hardest by Economic Downturn

45

Percent of Households Reporting Two or More Negative Impacts of Economic Downturn by Age of Respondent



Most Seniors Who Live Alone Have Adult Children in Baltimore and Most are in Frequent Contact

46

- Seniors who live alone are potentially at high risk for isolation.
- Two-thirds of all seniors living alone (approximately 3,600) have an adult child who lives in the Greater Baltimore area.
 - These seniors see their adult children on a regular basis: 6% daily, 82% weekly, and another 10% at least monthly.
 - They also speak with them or email them daily (65%) or weekly (30%).
- Approximately one-of-three Baltimore Jewish seniors - approximately 2,100 - living alone either do not have an adult child living in Greater Baltimore (or do not have an adult child).

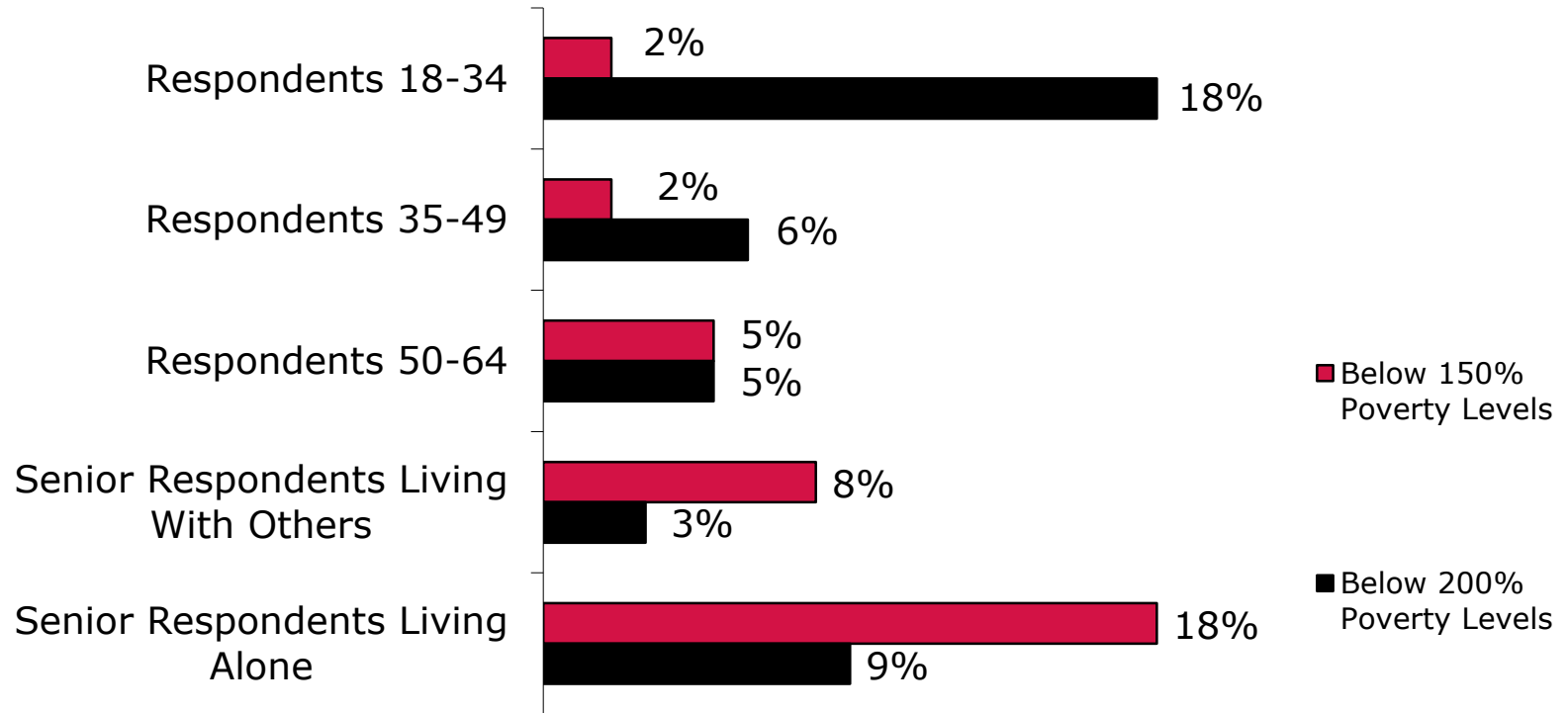
VULNERABLE POPULATIONS

2010 Greater Baltimore Jewish Community Study

18% of Jewish Seniors Living Alone Are Below 150% of Federal Poverty Levels

47

Percent of Households Below 150% and 200% Poverty Levels by Age of Respondent



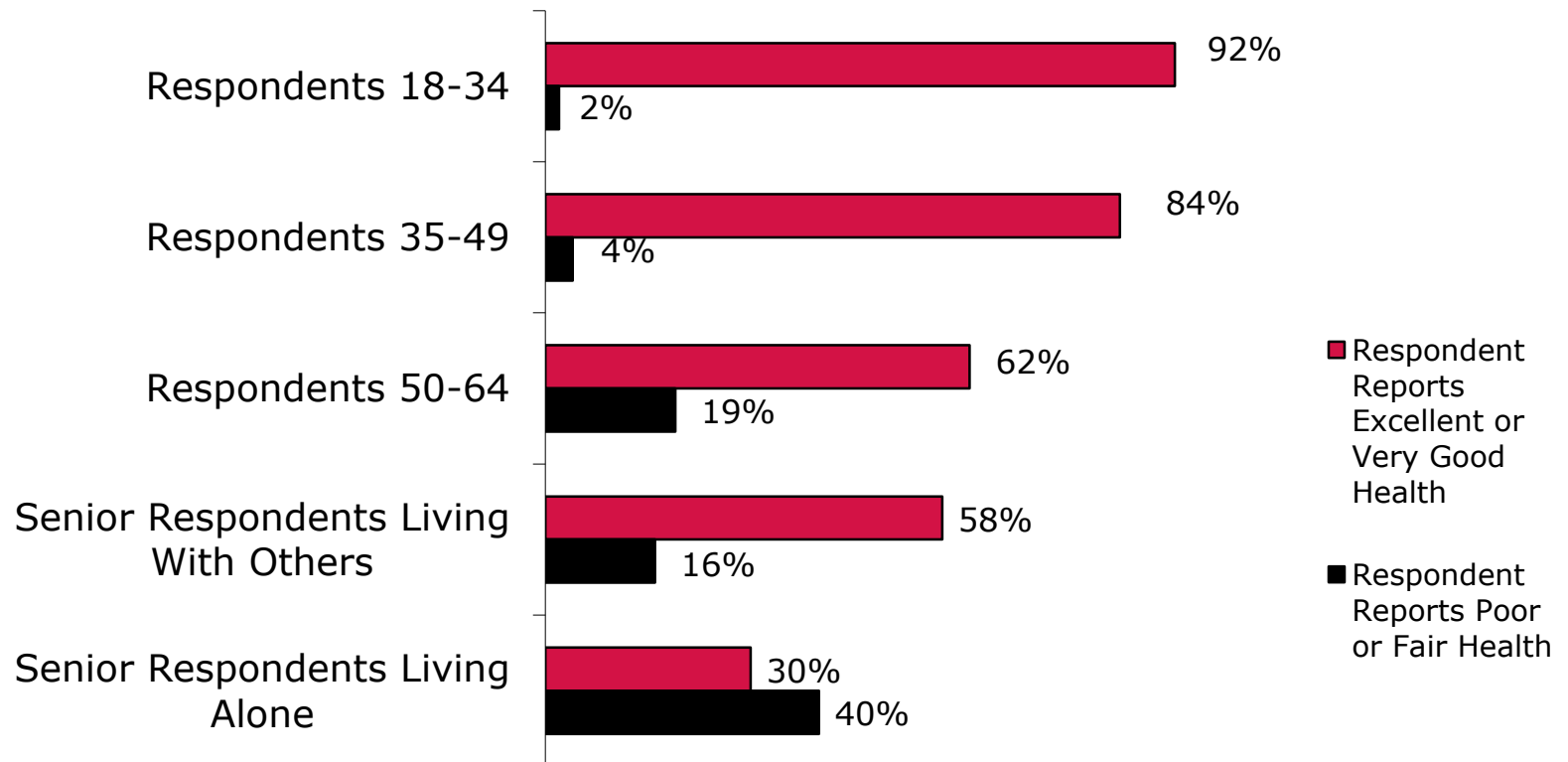
VULNERABLE POPULATIONS

2010 Greater Baltimore Jewish Community Study

40% of Jewish Seniors Living Alone Are in Poor or Fair Health (approximately 2,300 Jewish seniors)

48

Percent of Jewish Respondents in Poor or Fair Health
by Age of Respondent



Seniors Living Alone More Likely to Need Assistance

49

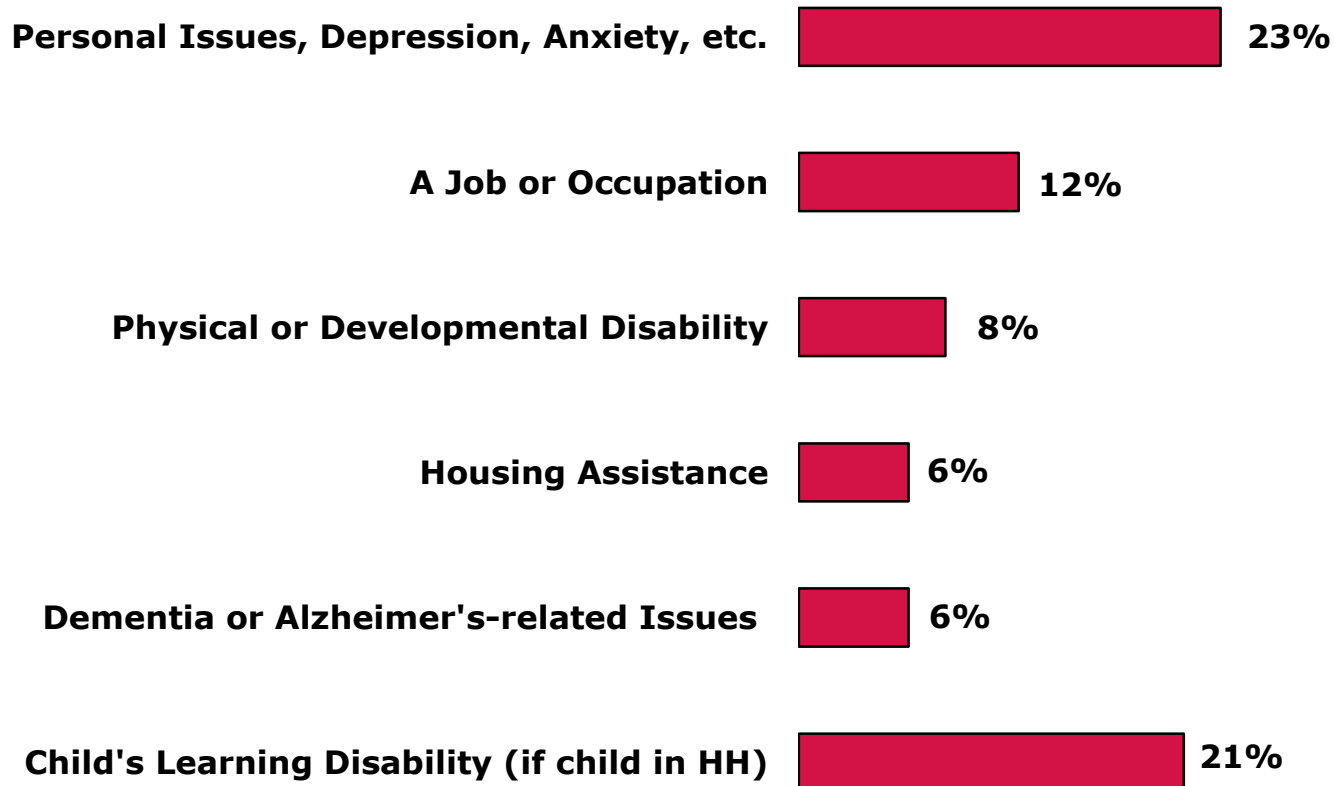
Approximately 1,300 Jewish seniors living alone and 600 Jewish seniors living with others report that they need assistance with “activities of daily life.”

- These seniors represent 22% of all Jewish seniors living alone, compared to only 8% of Jewish seniors living with others.
- Among Jewish seniors living alone, assistance was needed by:
 - 11% of those 65-74
 - 23% of those 75-84
 - 32% of those 85 and over*

**Caution needs to be used when interpreting these results (though they seem quite logical) given relatively small numbers of interviewed Jewish seniors who lived alone. Sample sizes: 42 ages 65-74, 67 ages 75-84, and 45 ages 85 and over.*

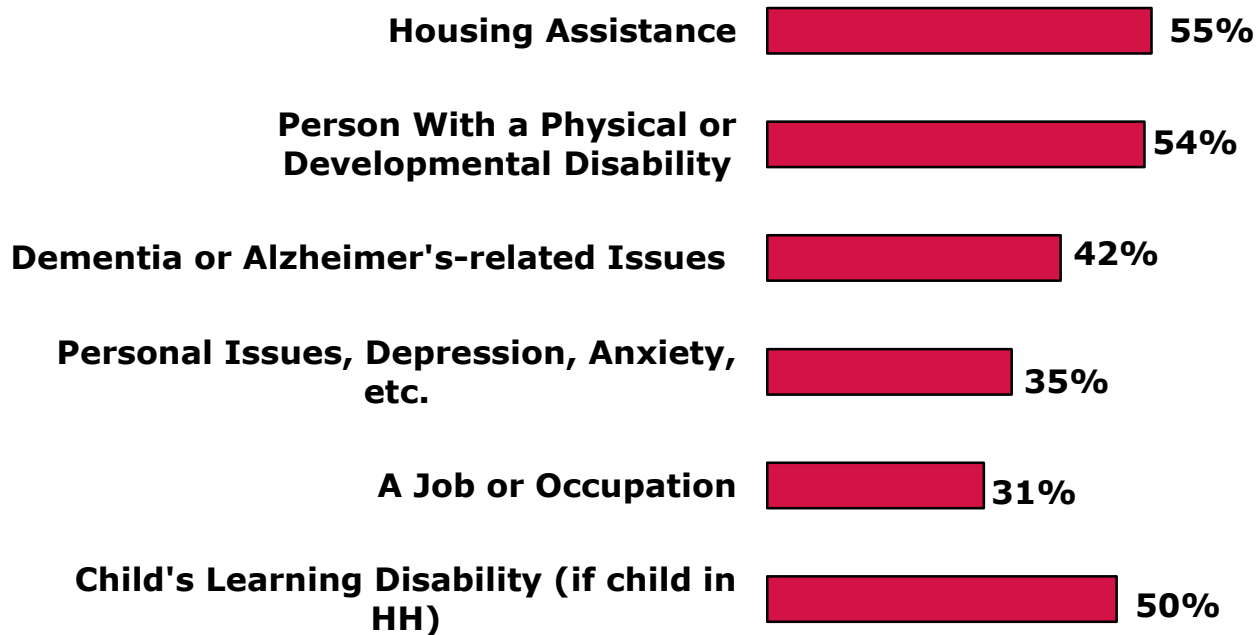
Summary: Percent of Households Seeking Human Services

Percent of 2010 Greater Baltimore Jewish Households That Sought Assistance for:



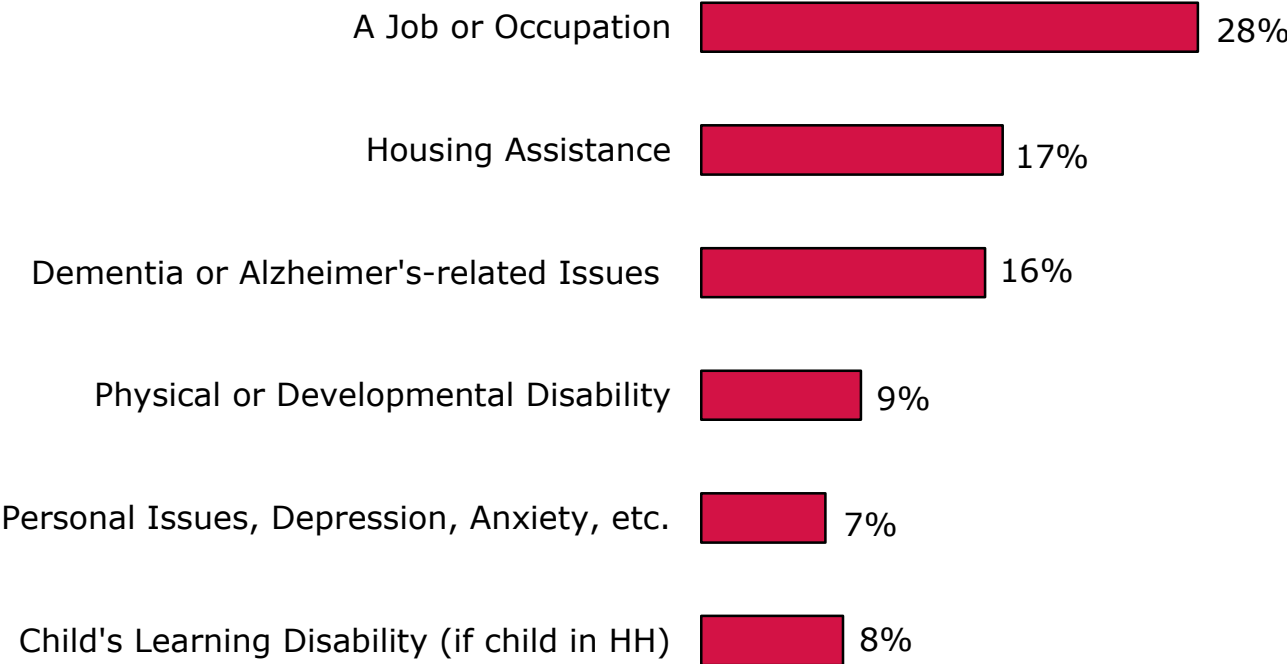
Summary: Use of a Jewish Agency for Getting Help

Percent of 2010 Greater Baltimore Jewish Households Seeking Assistance That Report Using a Jewish Agency to Get Help for:



Summary: Percent of Households Seeking Human Services (Jewish or Other) Reporting Getting Help Was "Very Difficult"

Percent of 2010 Greater Baltimore Jewish Households Seeking Assistance That Report Getting Assistance Was Very Difficult





INTERMARRIAGE AND RAISING CHILDREN AS JEWS



Intermarriage Definitions

54

Inmarried Jewish Households

- Both spouses self-identify as Jewish; both have at least one Jewish parent.

Conversionary Inmarried Jewish Households

- Jewish adult married to spouse who currently considers self Jewish (regardless of whether formal conversion occurred), but did not have a Jewish parent.

Intermarried Jewish Households

- All married couples where a Jewish adult is married to a spouse who does NOT consider self Jewish.

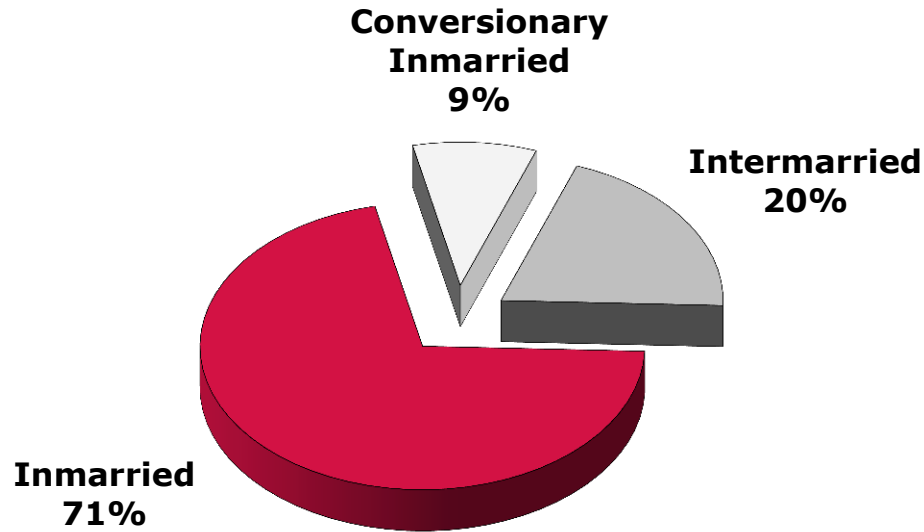
INTERMARRIAGE

2010 Greater Baltimore Jewish Community Study

About 20% of all Jewish Married Couples are Intermarried*

55

Percent of Greater Baltimore Jewish Married Couples Who Are Inmarried/Intermarried:

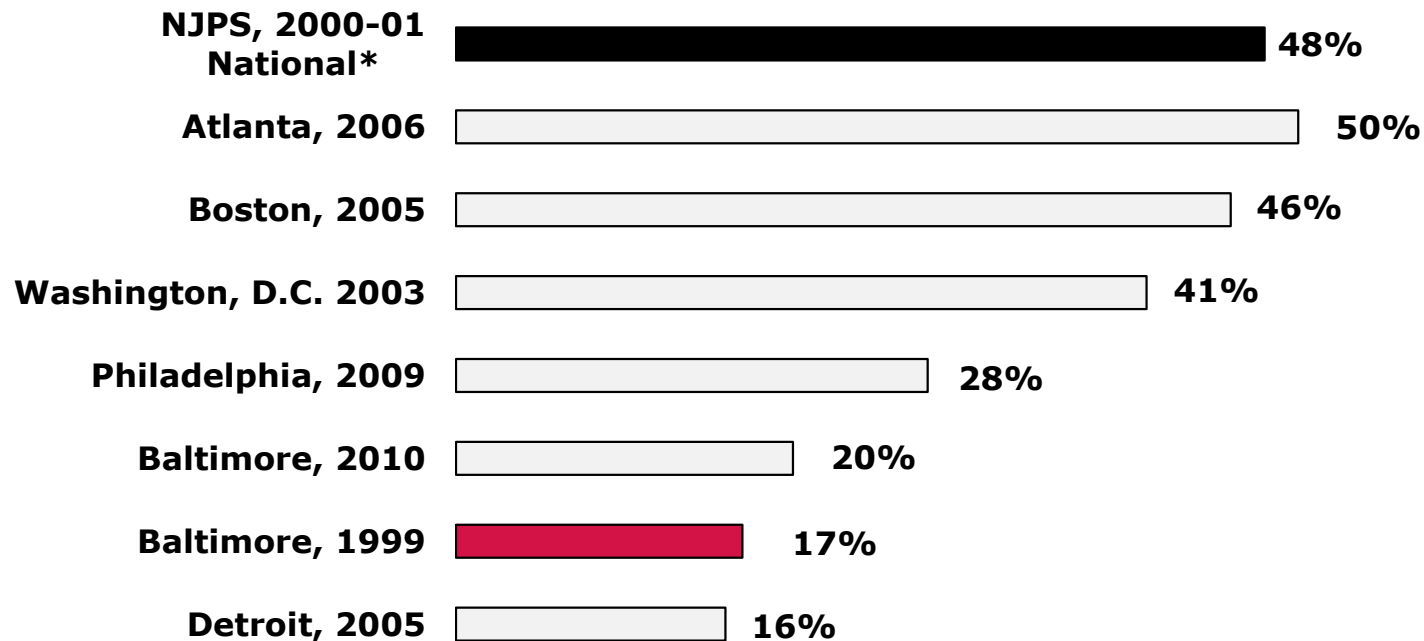


**Intermarriage rate calculated for currently married respondents and spouses only. Data do not include marriages of other adults in the household other than respondent/spouse.*

Greater Baltimore Inter-marriage Rate Relatively Low

The overall intermarriage rate is lower in Greater Baltimore than in most key comparison cities, except for Detroit.

Percent of Couples Who Are Intermarried

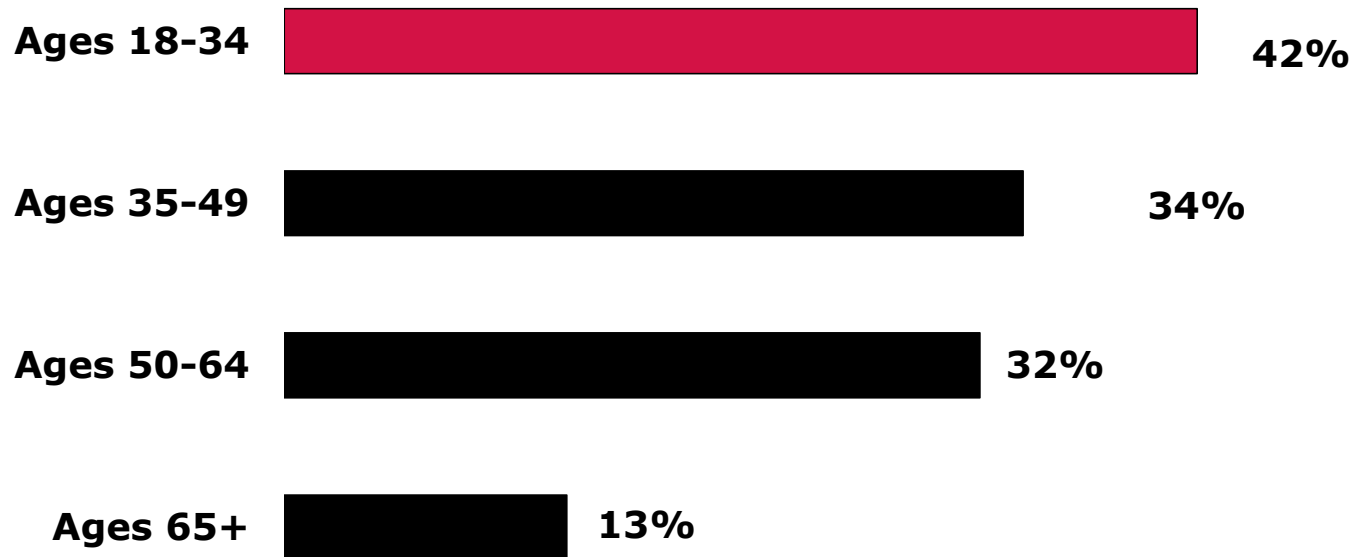


*NJPS data reported based on calculations by the North American Jewish Data Bank, in the FAQ series publication re: intermarriage: <http://www.jewishdatabank.org/NationalReports.asp>.

Non-Orthodox Respondents 18-34 Are the Most Likely to Be Intermarried*

57

% of Non-Orthodox Married Respondents Who Are Intermarried by Age of Respondent



**Since none of the Orthodox Jewish respondents are intermarried (including the Modern Orthodox), Orthodox respondents have been excluded from this age analysis.*

26,000 Children Live in Baltimore Jewish Households

58

| Age of Child | Estimated Number of Children* | % of Children |
|---------------------|--------------------------------------|----------------------|
| 0 - 4 | 7,600 | 29% |
| 5-8 | 4,900 | 19 |
| 9-12 | 5,500 | 21 |
| 13 - 17 | 8,000 | 31 |
| Total | 26,000 | 100% |

**For a few hundred children, age is not available.*

CHILDREN

2010 Greater Baltimore Jewish Community Study

In 1999, 25,000 Children Lived in Baltimore Jewish Households

59

| Age of Child | Estimated Number of Children* | % of Children |
|---------------------|--------------------------------------|----------------------|
| 0 - 4 | 5,500 | 22% |
| 5-8 | 5,200 | 21 |
| 9-12 | 6,600 | 26 |
| 13 - 17 | 7,600 | 31 |
| Total | 24,900 | 100% |

**For a few hundred children, age is not available.*

CHILDREN

1999 Data for the 2010 Greater Baltimore Jewish Community Study

1999: One-of-Four Children Live in Orthodox Households Age Patterns Similar Among Orthodox and Not-Orthodox

60

| Age of Child | Orthodox-Respondent Households: 1999 | | All Other Households: 1999 | |
|--------------|---------------------------------------|------------------------|---|----------------------------|
| | Estimated Number of Orthodox Children | % of Orthodox Children | Estimated Number of NOT-Orthodox Children | % of NOT-Orthodox Children |
| 0 - 4 | 1,400 | 22% | 4,100 | 22% |
| 5 - 8 | 1,200 | 19 | 4,000 | 22 |
| 9 - 12 | 1,800 | 28 | 4,700 | 26 |
| 13 - 17 | 2,100 | 31 | 5,600 | 30 |
| Total | 6,500 | 100% | 18,400 | 100% |

2010: Four-of-Ten Children Live in Orthodox Households

Children in Orthodox HH Are Younger than in Not-Orthodox HH

| Age of Child | Orthodox-Respondent Households | | All Other Households | |
|--------------|---------------------------------------|------------------------|---|----------------------------|
| | Estimated Number of Orthodox Children | % of Orthodox Children | Estimated Number of NOT-Orthodox Children | % of NOT-Orthodox Children |
| 0 - 4 | 3,900 | 39% | 3,700 | 23% |
| 5 - 8 | 2,000 | 20 | 2,900 | 18 |
| 9 - 12 | 1,700 | 17 | 3,800 | 24 |
| 13 - 17 | 2,400 | 24 | 5,600 | 35 |
| Total | 10,000 | 100% | 16,000 | 100% |

20% of Children Live in Intermarried Jewish Households

62

| Type of Marriage | Number of Children | % of Children in Household Type |
|--------------------------------|--------------------|---------------------------------|
| Inmarried Households | 15,600 | 60% |
| Conversionary Inmarried | 2,200 | 9 |
| Intermarried Households | 5,200 | 20 |
| All Other Households* | 3,100 | 12 |
| Total | 26,100 | 100% |

**"All Other Households" includes unmarried partners, divorced, separated, widowed, and never-married households. Totals may not add exactly due to rounding for presentation, as well as some minimal missing data.*

Only 30% of Children in Intermarried Households Are Being Raised as Jews; 25% Are Undecided

| Jewish Raised Status | Inmarried Households | Inmarried Conversionary | Intermarried Households | All Other Households |
|-----------------------------|-----------------------------|--------------------------------|--------------------------------|-----------------------------|
| Jewish | 99% | 92% | 30% | 55% |
| Jewish & Something Else | <1% | <1% | 18 | 8 |
| Not Jewish, but No Religion | <1% | 4 | 17 | 26 |
| Raised Other Religion | <1% | 3 | 10 | 6 |
| Undecided | <1% | <1% | 25 | 6 |
| Total | 100% | 100% | 100% | 100% |

CHILDREN & INTERMARRIAGE

2010 Greater Baltimore Jewish Community Study

Percent of Intermarried Couples Raising Jewish Children May Have Decreased Since 1999*

64

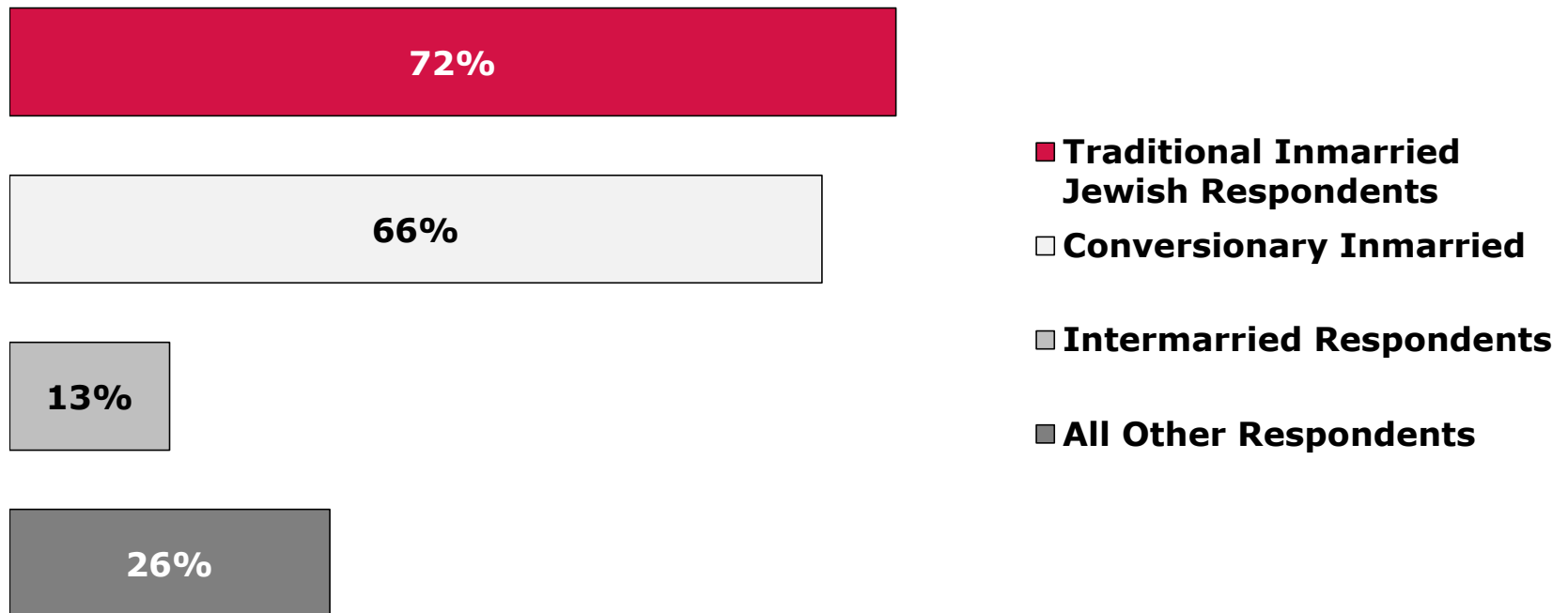
| Jewish Raised Status of Children in Intermarried Baltimore Households | 2010 Survey | 1999 Survey |
|---|--------------------|--------------------|
| Jewish | 30% | 62% |
| Jewish & Something Else | 18 | 20 |
| Not Jewish (not separated in 1999 into "no religion" and "a different religion") | 27 | 14 |
| Undecided | 25 | 4 |
| Total | 100% | 100% |

* In 1999 a different question sequence was used which may have overstated their percent of children raised Jewish.

Few Intermarried Households Believe it is Extremely Important for Children to Learn About Jewish Customs and Beliefs

65

% of Respondents Who Think It Is Extremely Important for Children to Learn and Appreciate Jewish Values and Beliefs



**Response categories: extremely important, very important, somewhat important, not at all important. Among the intermarried respondents, another 30% replied very important, 54% somewhat important and 3% not at all important.."*

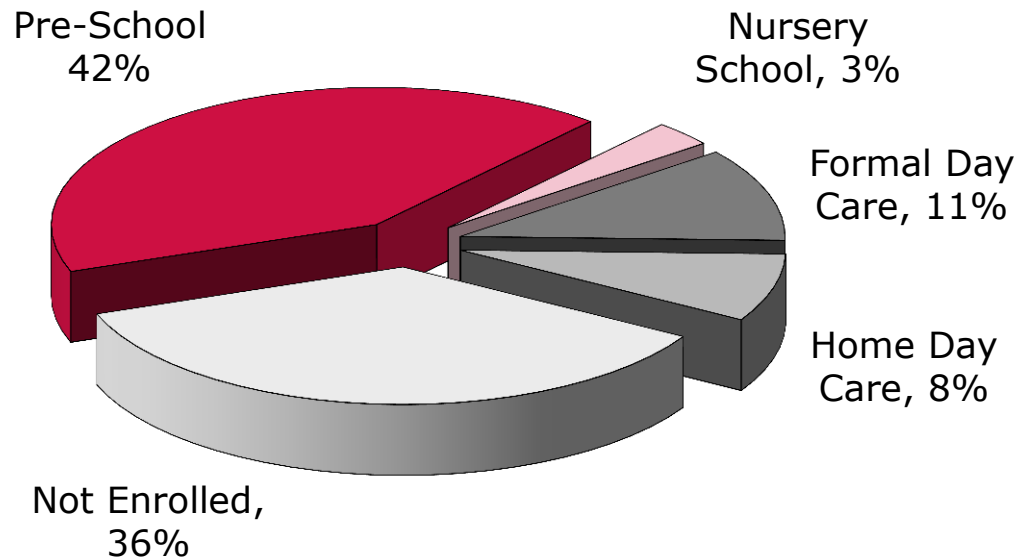


JEWISH CONNECTIONS



Two in Three Young Children are Currently in Preschool or Day Care

% of Children Ages 0-4 in Pre-School or Nursery School Programs



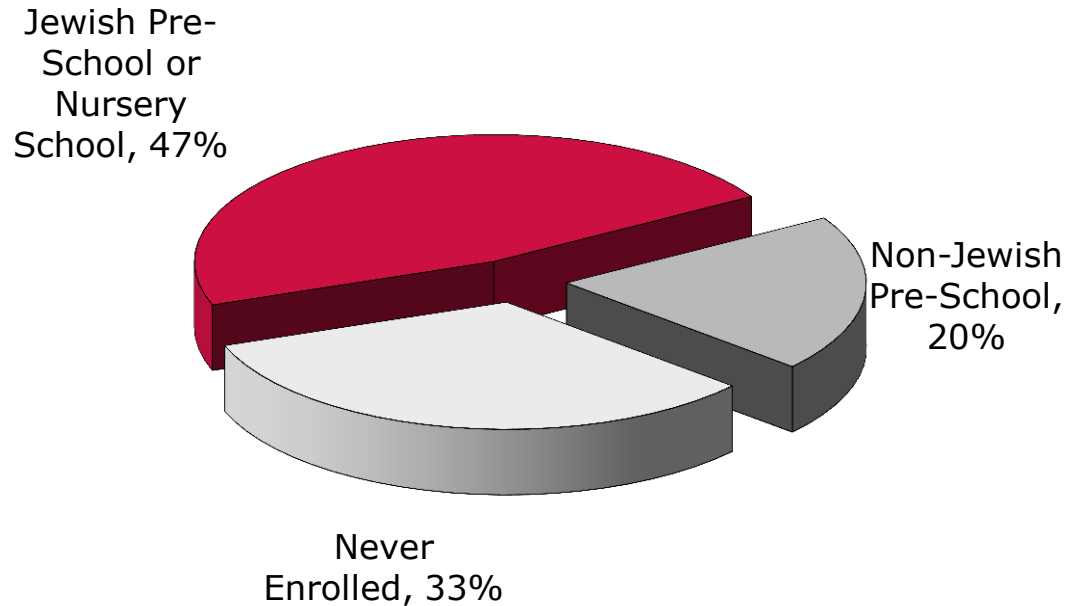
PRESCHOOL CHILDREN

2010 Greater Baltimore Jewish Community Study

Respondents Report that About Half of Children Ages 0-4 Have Been Enrolled in a Jewish Preschool or Nursery School

68

% of Children Ages 0-4 in Jewish Pre-School or Nursery School Programs*



**Jewish pre-schools and non-Jewish pre-school numbers in this and subsequent tables include some children who once were in pre-care, but are not currently enrolled.*

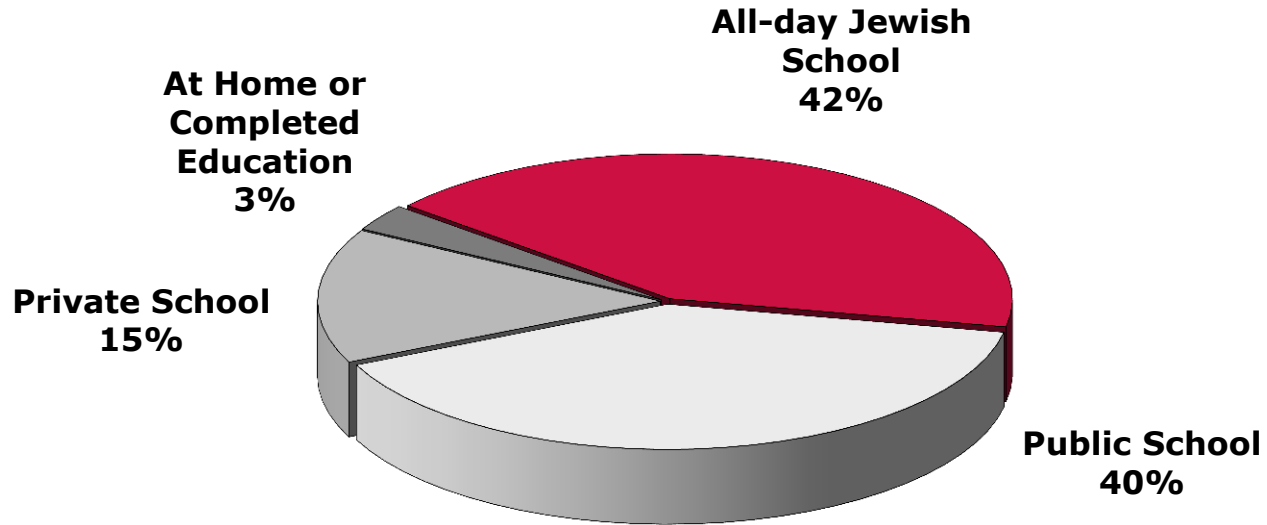
Younger Children (0-4) With Intermarried Parents Are Not Typically Enrolled in Jewish Preschools

| Type of Pre-School | Inmarried Households* | Intermarried Parents |
|---|-----------------------|----------------------|
| Jewish Pre-School, Nursery School, Day Care | 64% | 2% |
| Non-Jewish Pre-School, etc. | 7 | 61 |
| Never Enrolled | 29 | 37 |
| Total | 100%* | 100% |

**Inmarried and conversionary inmarried combined in order to have a sufficient sample size for analysis.*

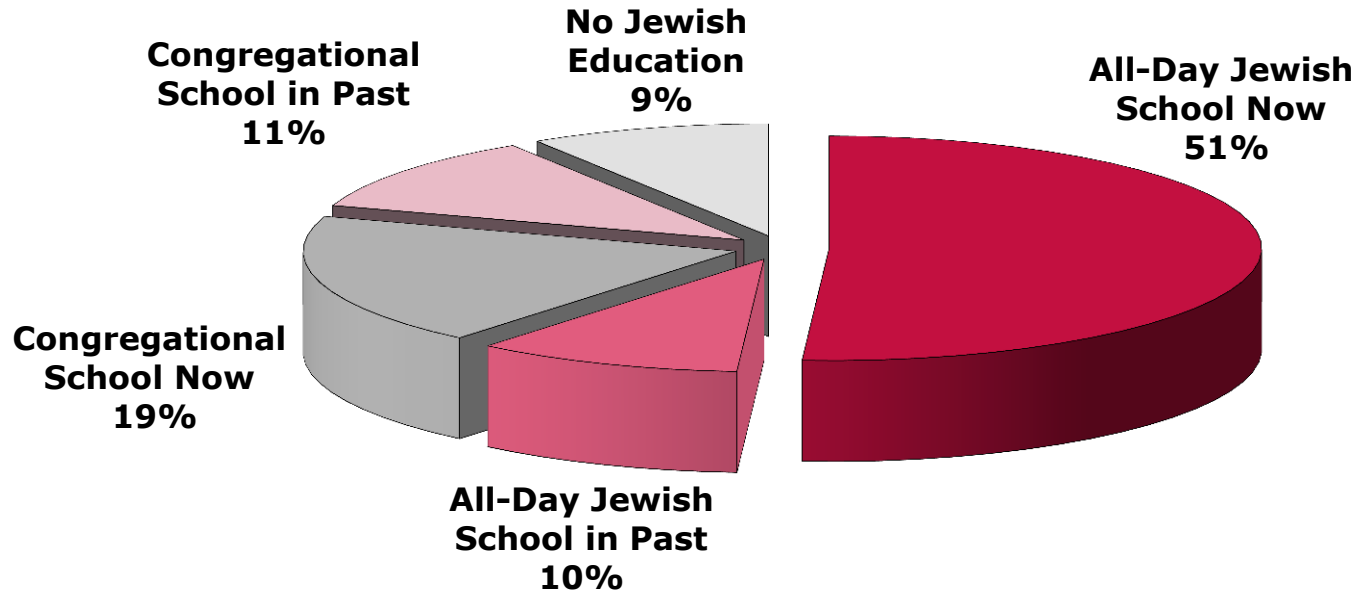
Respondents Report that Over 40% of All Children in Jewish households are Enrolled in Jewish Day Schools

Reported Education of All Children Ages 5-17 in Greater Baltimore Jewish Households



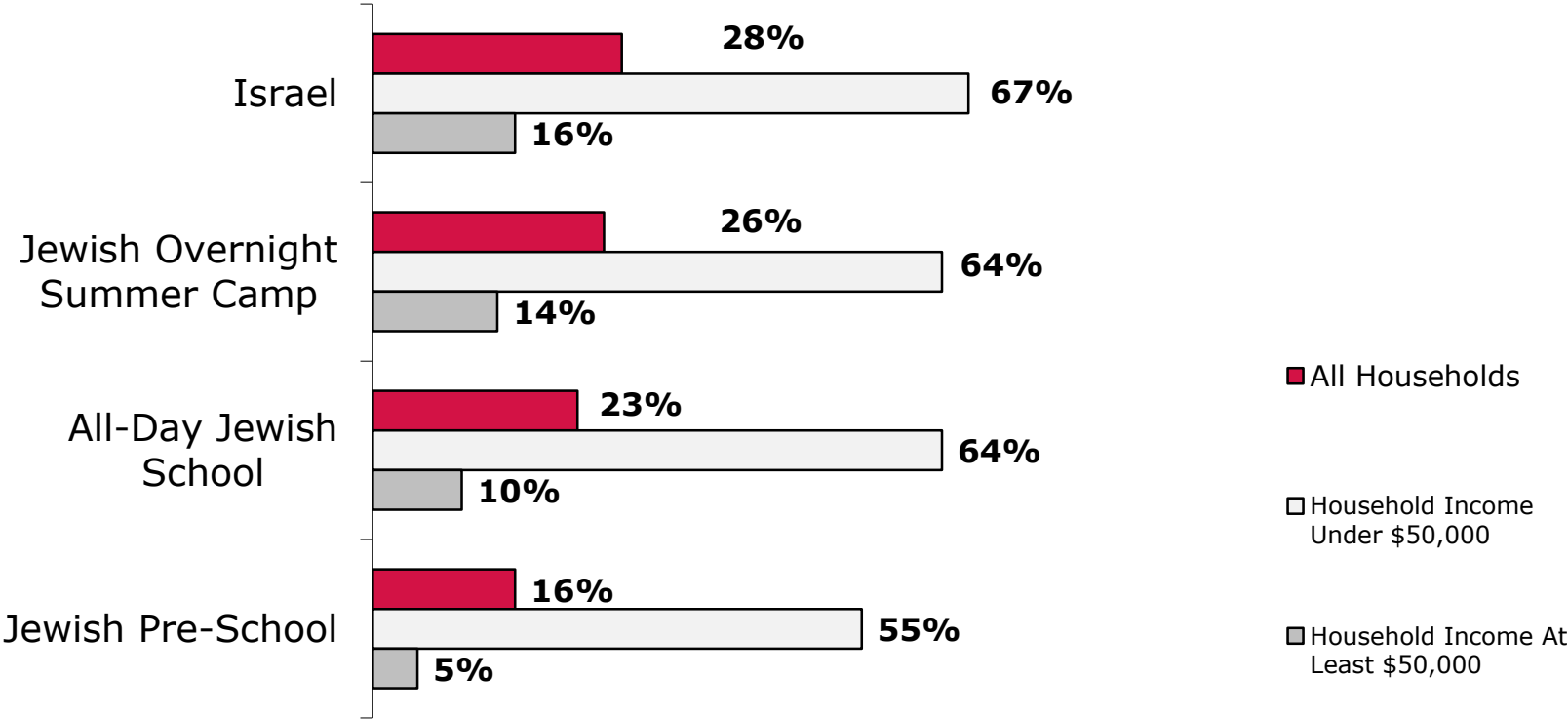
Almost All Children Raised Jewish Have Had Some Jewish Education

**Jewish Education of Children Ages 5-17
Being Raised Jewish-only in Greater Baltimore**



Cost of Jewish Education is a Significant Barrier for those with Income Below \$50,000

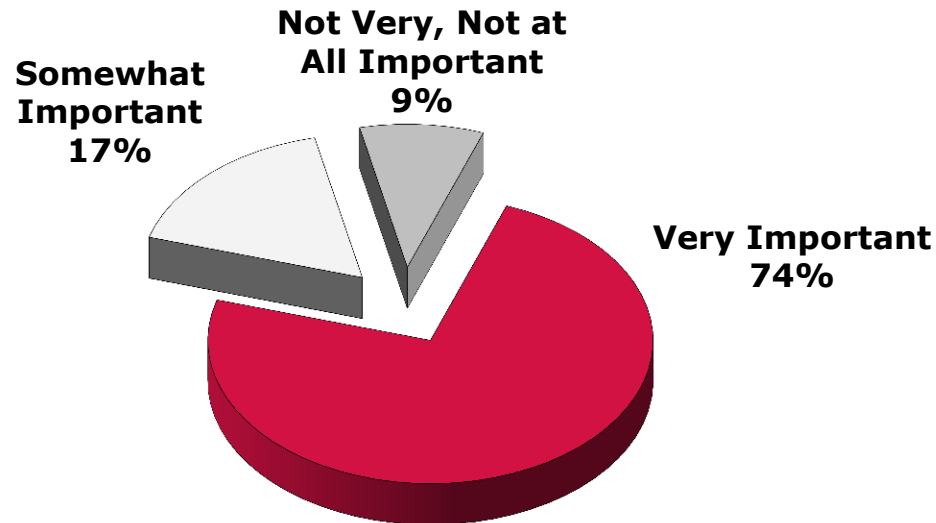
Percent of All Households with Children Which Report COST Prevented Them From Sending a Child to:



Being Jewish is very Important to Three in Four Jewish Respondents in Greater Baltimore

Only 9% think that being Jewish is not important.

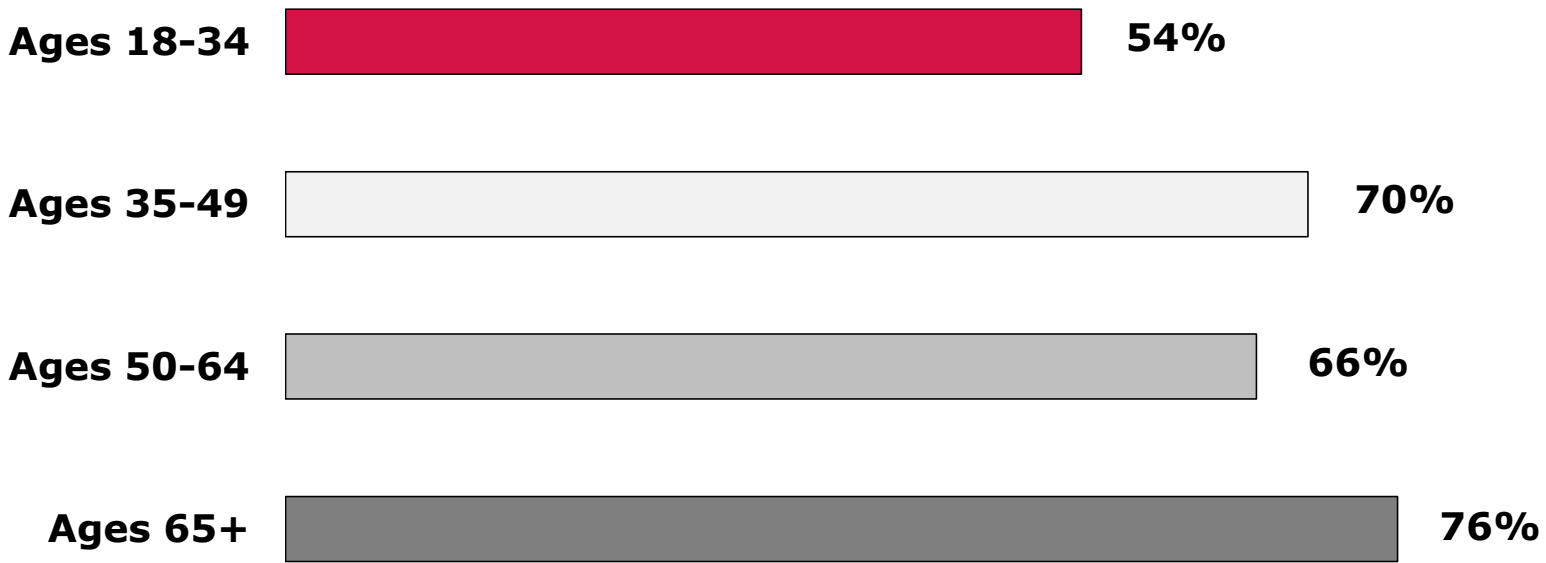
How Important Is Being Jewish to Jewish Respondents*



**A series of attitudinal and behavioral questions on connections to Jewish life were only asked of Jewish respondents, as well as the few Jewish-and-something else respondents.*

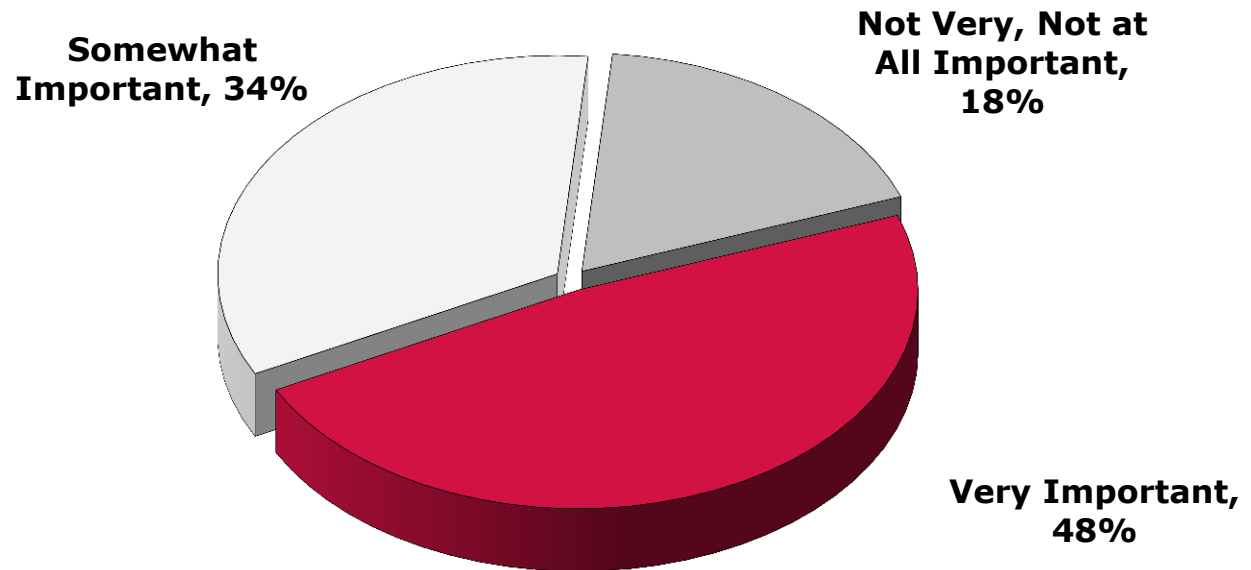
Non-Orthodox Respondents 18-34 Are Less Likely Than Older Non-Orthodox Respondents to Say That Being Jewish Is Very Important to Them

% of Non-Orthodox Respondents Who Say Being Jewish is Very Important by Age of Respondent



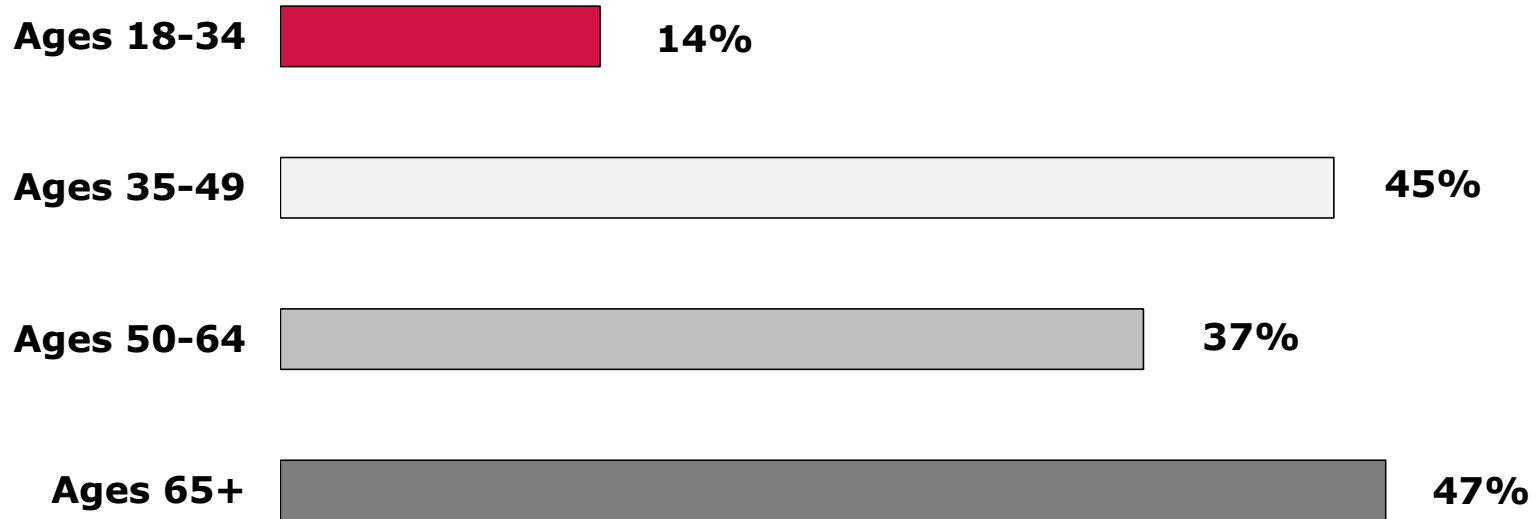
Being Part of a Jewish Community Is Very Important to Half of Jewish Respondents

How Important Is It to Be Part of a Jewish Community in Greater Baltimore?



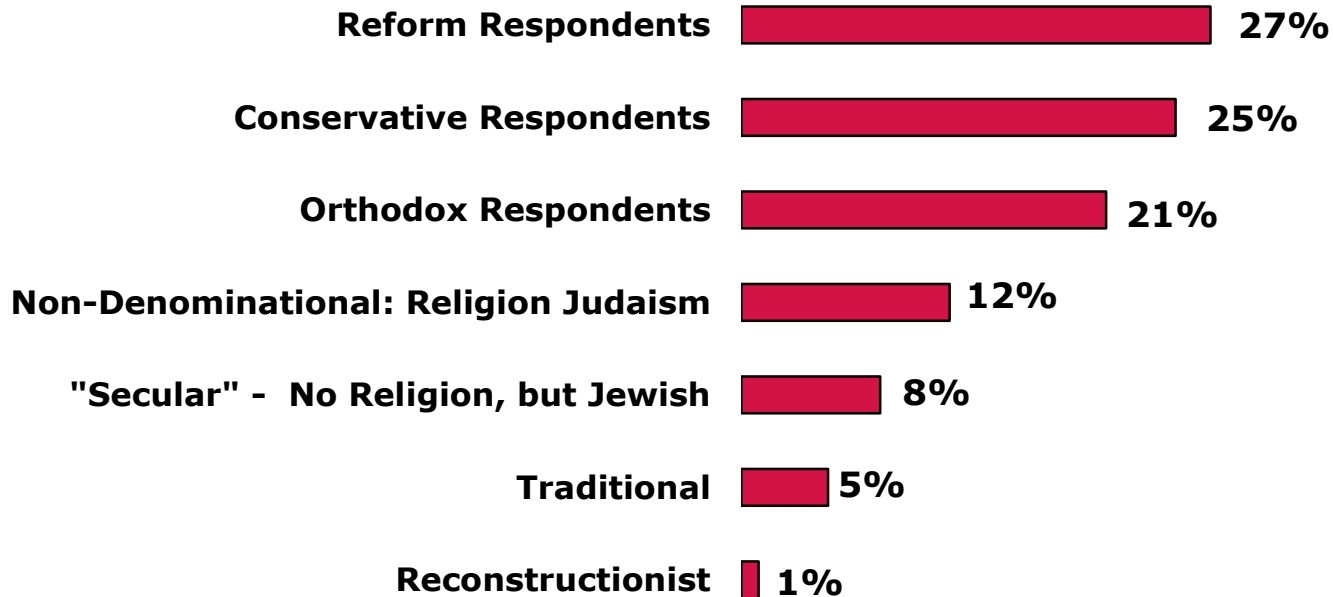
Non-Orthodox Respondents 18-34 are Much Less Likely Than Older Non-Orthodox Respondents to Say That Being Part of a Jewish Community Is Very Important to Them

% of Non-Orthodox Respondents Who Say Being Part of a Jewish Community is Very Important by Age of Respondent



Highest Percentage of Respondents Identify as Reform Jews, Followed Closely by Conservative Jews

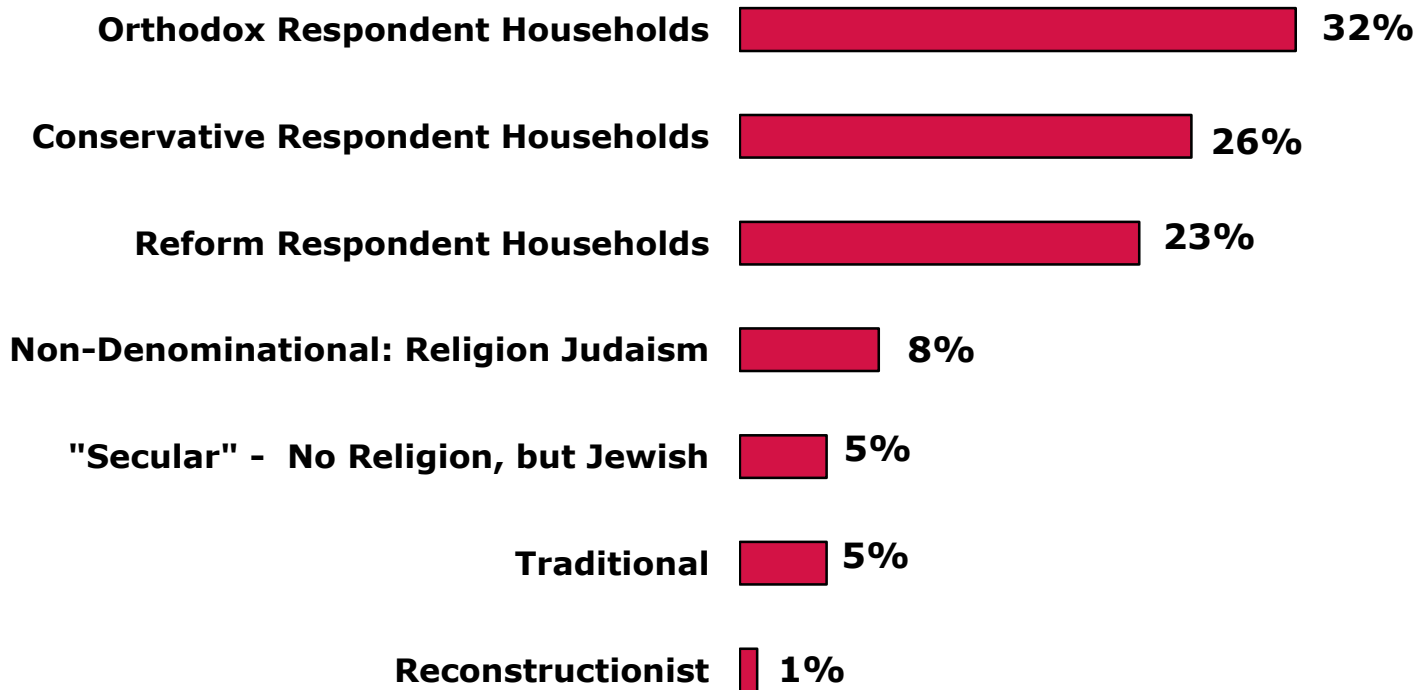
Denomination of Jewish Respondents, Greater Baltimore 2010



**Fewer than 1% of Jewish respondents reported miscellaneous denominations or said that they were multi-denominational. Given relatively small sample size, in subsequent analyses, Traditional and Reconstructionist Jewish respondents will be combined with Conservative Jews; moreover, Non-denominational and secular/no religion Jews will be combined into one category for comparative analyses.*

While 21% of Jewish Respondents Identify as Orthodox Jews, 32% of all Jewish Persons in Baltimore are in Orthodox Households

Proportion of Jewish Persons in Baltimore Households By Respondent Denominational Identification



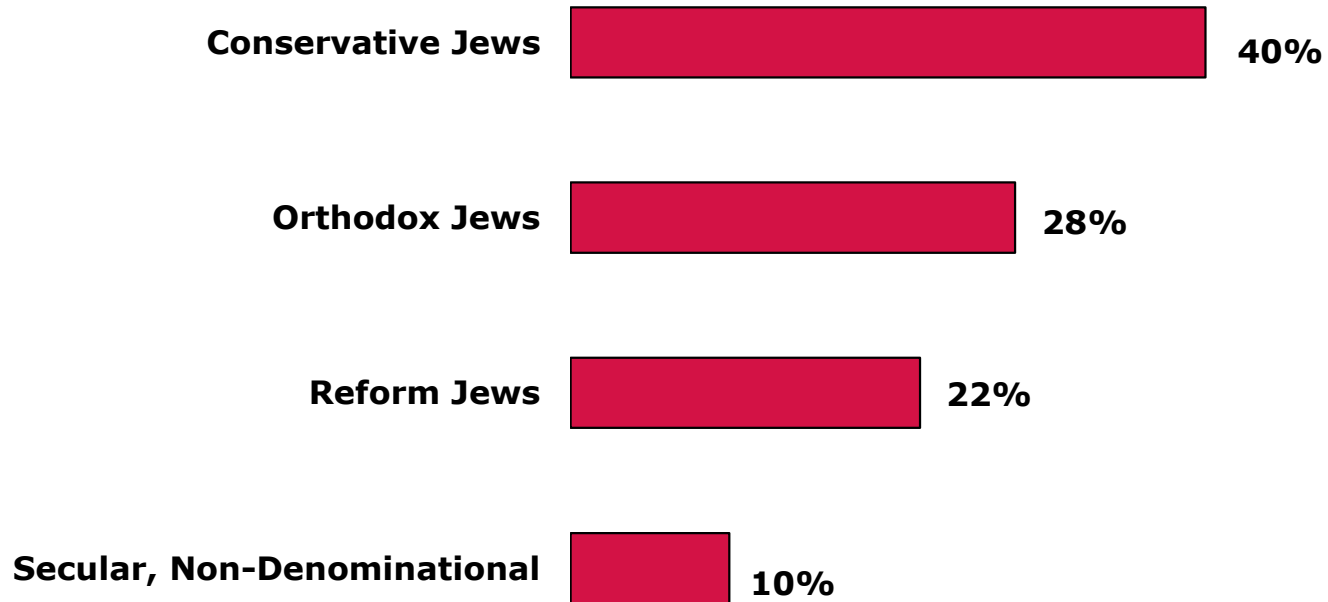
1999-2010: Reform Declines, Orthodox and No Denomination or Secular Expand

| Denomination of Respondent | Baltimore Jewish Respondents 2010 | Baltimore Jewish Respondents 1999 |
|---|--|--|
| Reform Jews | 27% | 36% |
| Conservative Jews/Traditional | 30 | 33 |
| Orthodox Jews | 21 | 17 |
| No Denomination – Judaism Religion | 12 | 8 |
| Secular – No Religion | 8 | 4 |
| Reconstructionists | 1 | 1 |
| Miscellaneous | 1 | 1 |
| Total | 100% | 100% |

Newcomers to Baltimore: Mostly Conservative and Orthodox Jews

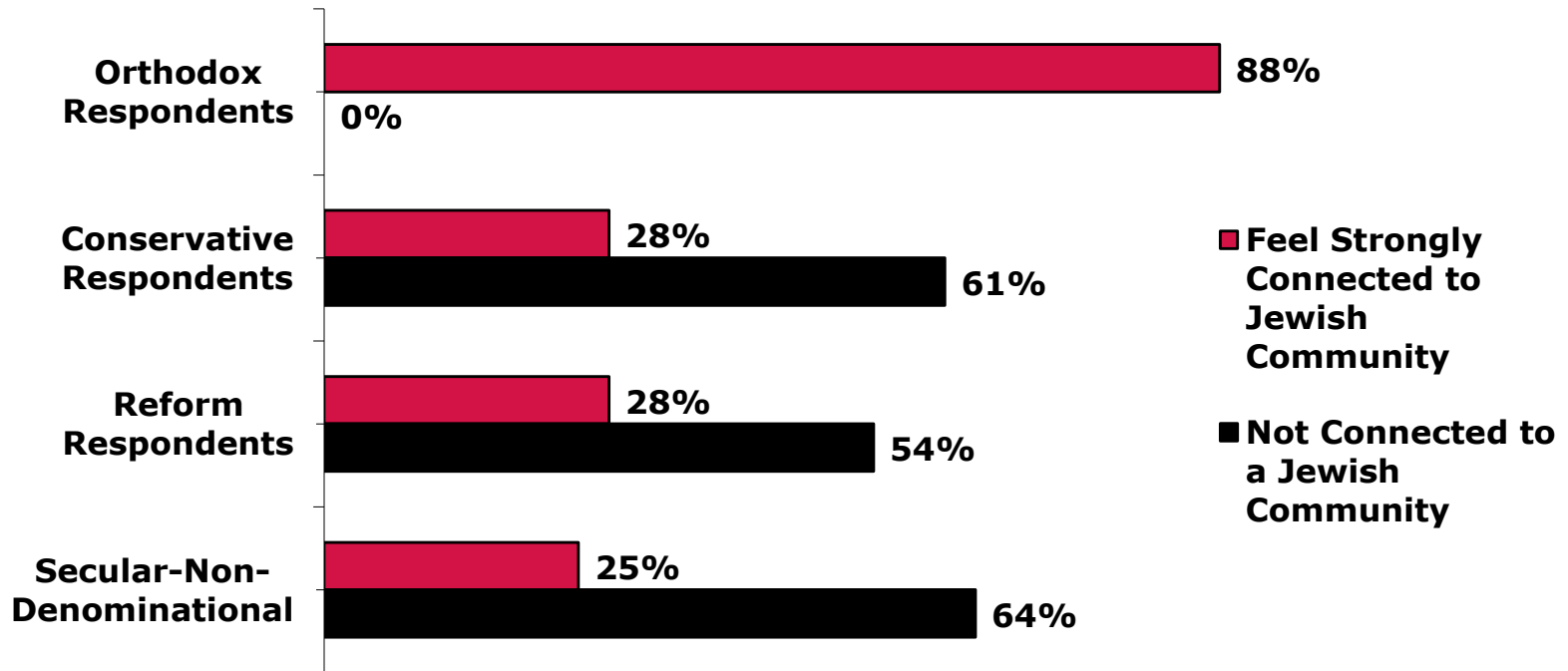
80

Denomination of Jewish Newcomers



Two-Thirds of Non-Orthodox Newcomers Do Not Feel Connected to a Jewish Community

% Jewish Newcomers Who Feel Strongly Connected or Not Connected to a Jewish Community Where They Live by Denomination

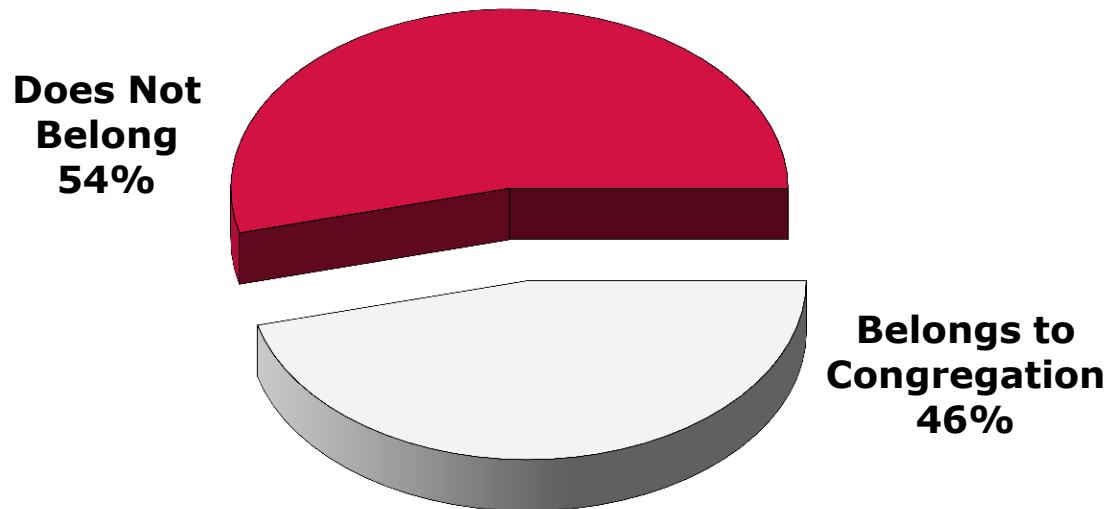


**Newcomer respondents who answered "somewhat" connected are not shown in the graph in order to simplify presentation; their total is 100% minus the other two answers. Note that "Conservative" includes Conservative, Traditional and a few Reconstructionist Jews.*

46% of All Respondents Report Household Synagogue Membership, Compared with 52% in 1999

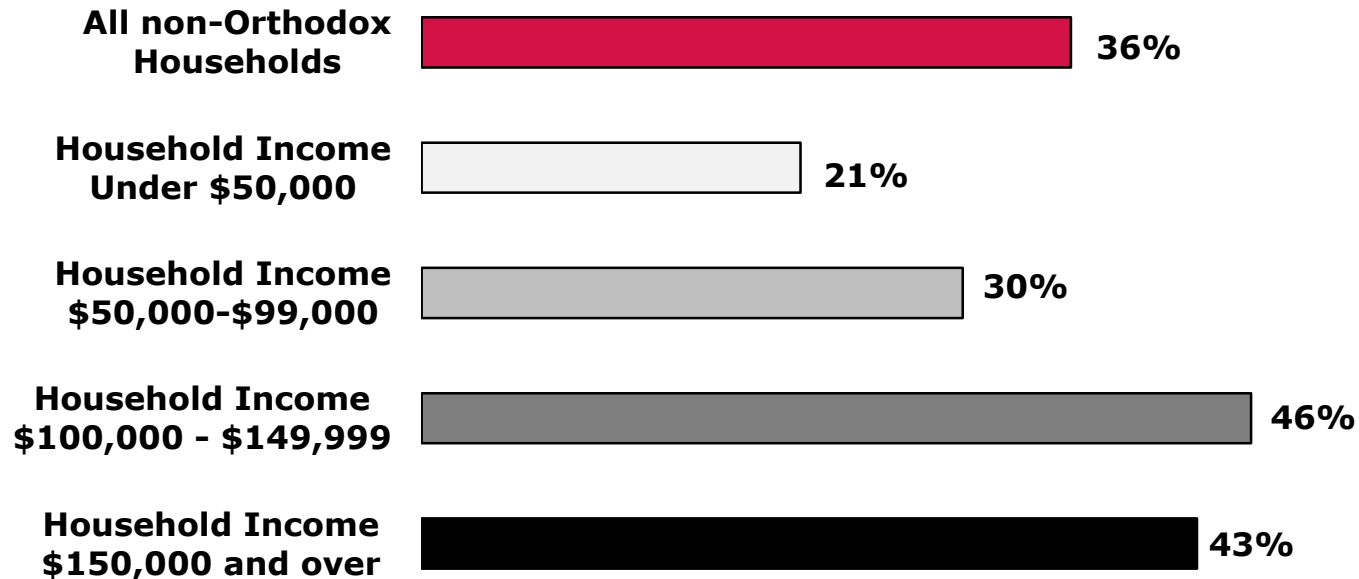
82

Percent of Baltimore Jewish Households That Report Belonging to a Synagogue or Temple, 2010



Congregation Membership is Strongly Related to Income Among Non-Orthodox Households

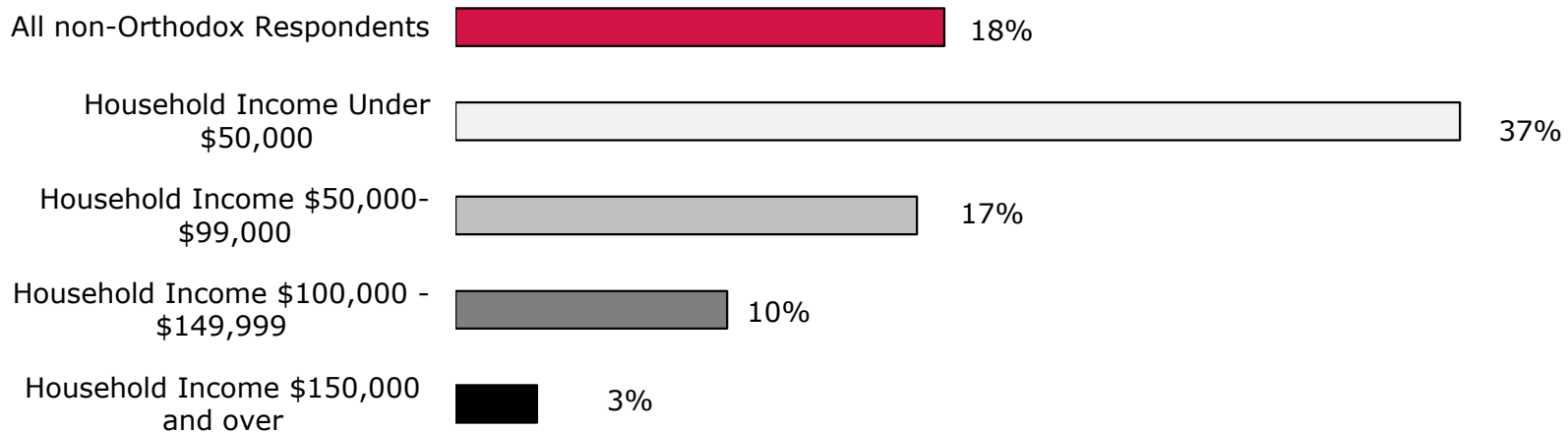
Percent of Non-Orthodox Greater Baltimore Respondents Who Report Household Congregation Membership, 2010



Cost Has Prevented Synagogue Membership for Lower Income Non-Orthodox Households

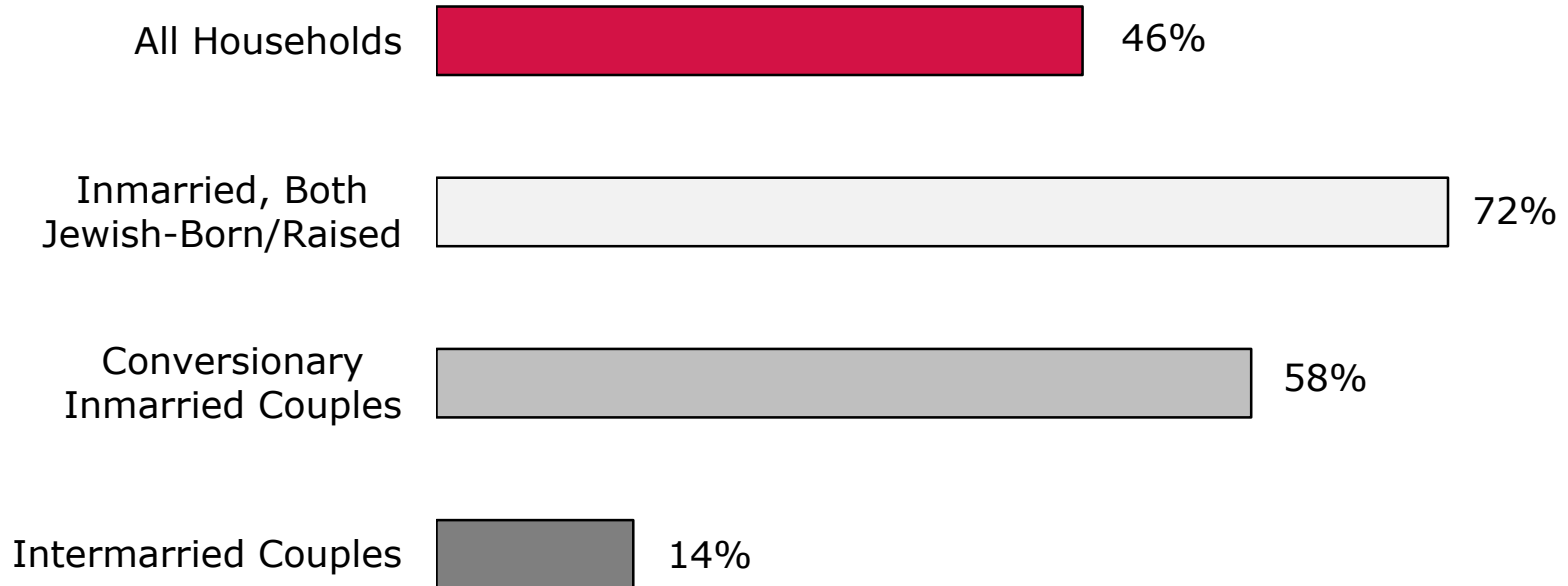
Correlatively, among the lowest income non-Orthodox Greater Baltimore households, 37% report that cost had prevented synagogue membership in the year or two preceding the survey.

Percent of Non-Orthodox Greater Baltimore Respondents Who Report Cost Prevented Congregation Membership, 2010



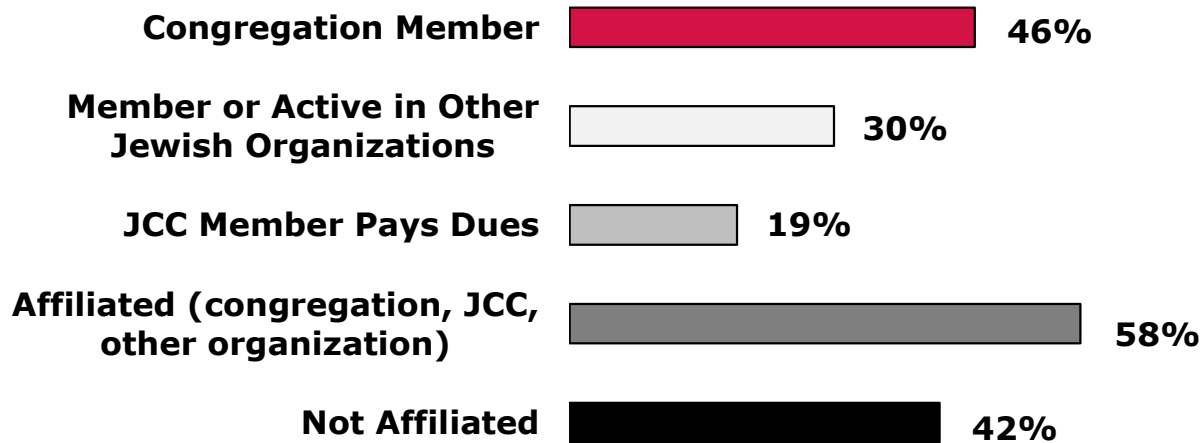
Synagogue Membership Among the Intermarried Very Low

**Congregation Membership, Baltimore, 2010
by Type of Marriage**



Almost Six in Ten Households Belong to a Jewish Organization

Percent of Jewish Households Which Are Affiliated With Jewish Communal Organizations

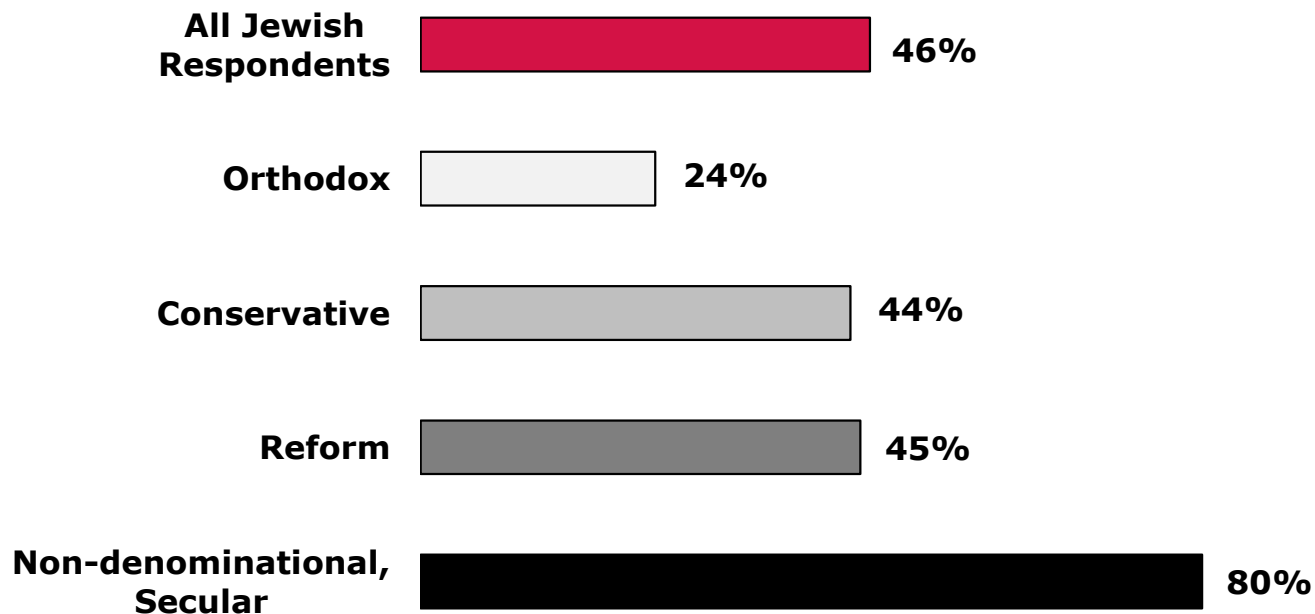


46% of Jewish Respondents Believe Baltimore Jewish Organizations are “Remote” or “Not Relevant”

87

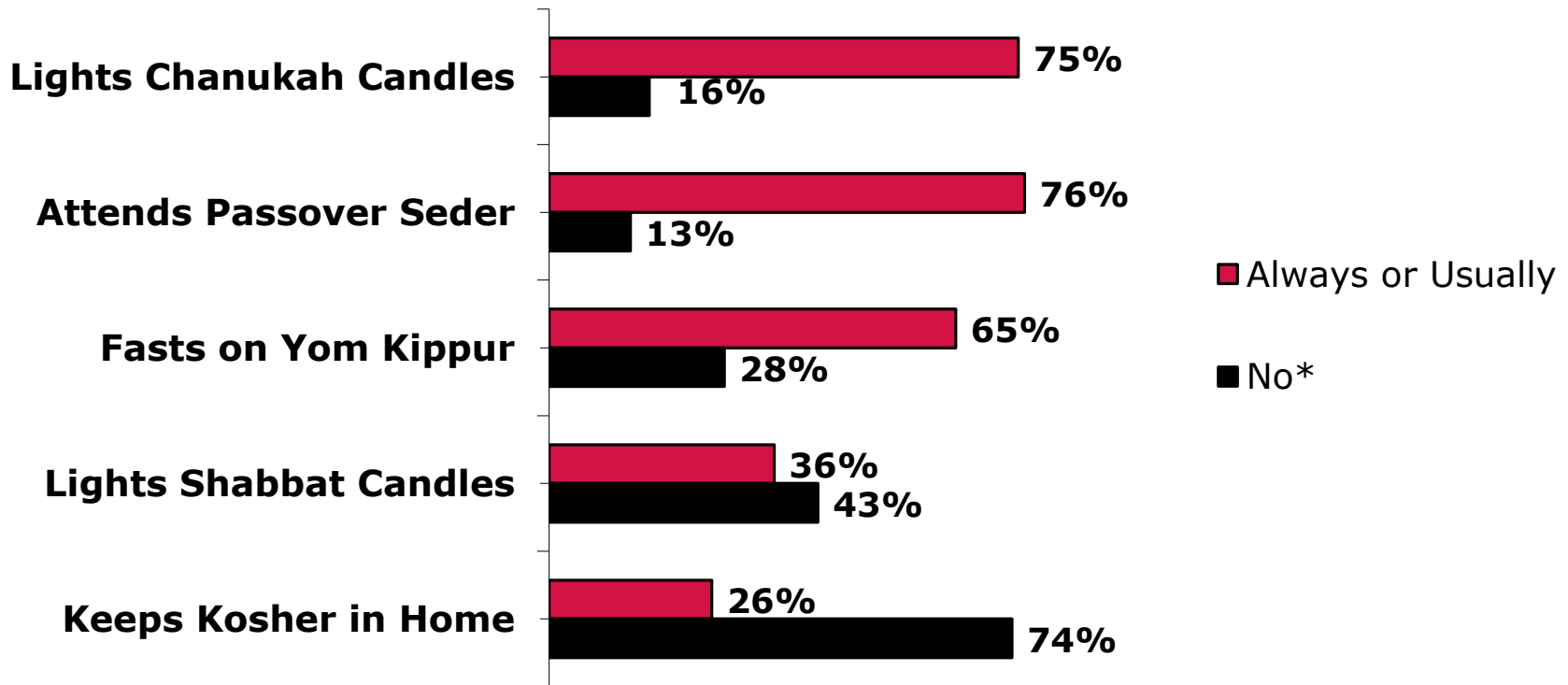
... Including 80% of Secular Jews and Jews with No Denomination

Percent of Jewish Respondents Who View Baltimore Jewish Organizations as Remote or Not Relevant



Indicators of Jewish Ritual Practice Follow Traditional Patterns

% of Baltimore Jewish Households In Which A Household Member:



**"No" for candle lighting, seder attendance and fasting reflects "never" answers. "Sometimes" answers are not shown to simplify presentation. The question on keeping kosher utilized "yes," "qualified yes answer: such as "keep meat and dairy separate" and no/not kosher response categories; only unambiguously "yes" answers to the question on keeping kosher at home are included in the 26% kosher; another 4% replied "yes" with some conditions.*



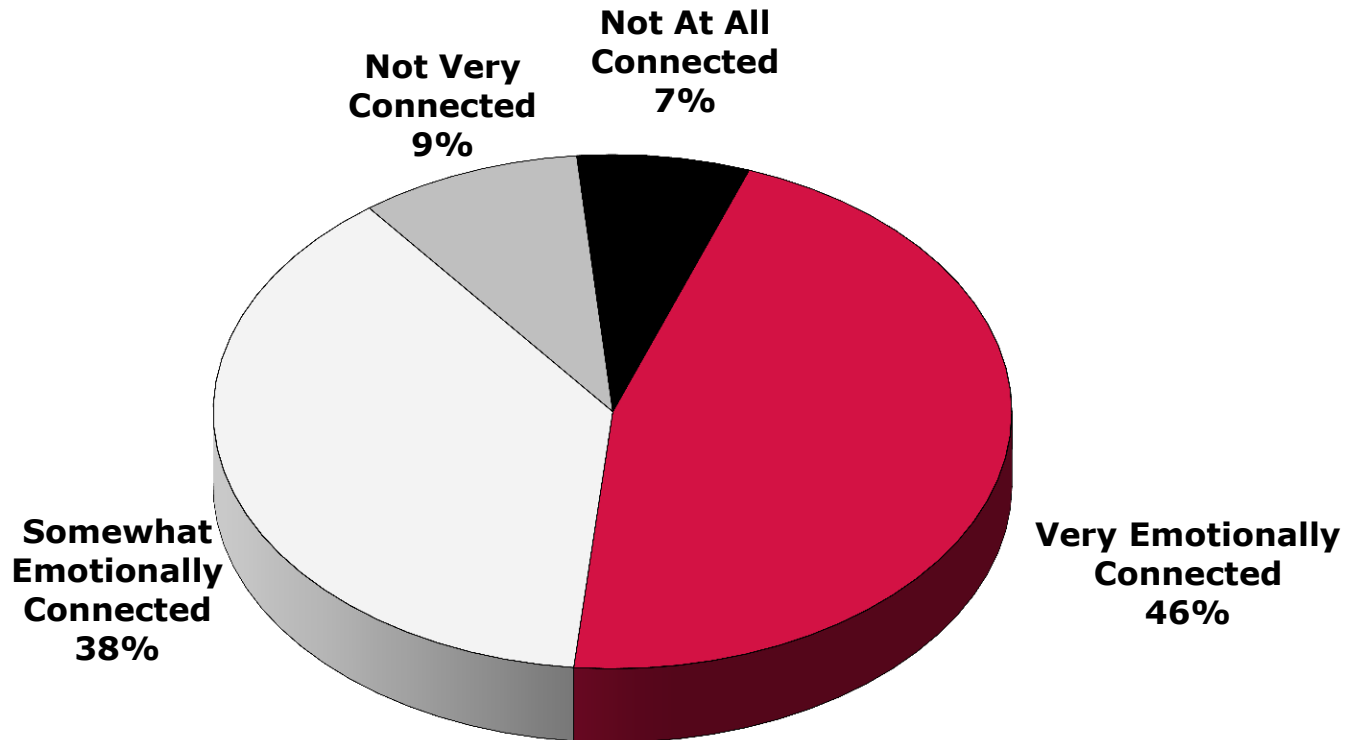
ISRAEL



THE ASSOCIATED

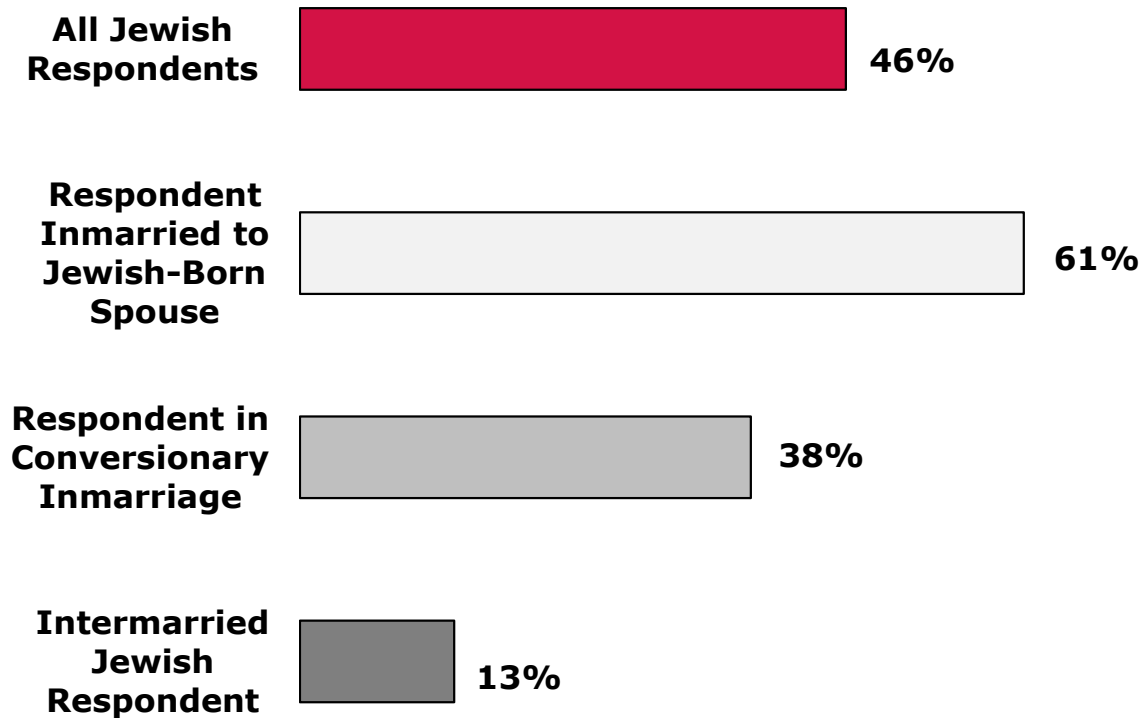
Attachment to Israel in Baltimore is Much Higher than Among U.S. Jews: 46% vs. 28%

**Level of Emotional Connection to Israel,
Greater Baltimore Jewish Respondents, 2010**



Fewer than One in Five Intermarried Jewish Respondents Very Attached to Israel

Percent of Greater Baltimore Jewish Respondents Who Feel Very Connected to Israel by Type of Marriage, 2010



Travel to Israel Much Higher in Baltimore than Among U.S. Jews

92

55% of Baltimore Jewish respondents have been to Israel compared to the 35% of American Jews, as reported in the 2001 National Jewish Population Survey.

**Greater Baltimore Jewish Respondents, 2010:
Travel to Israel**



**Have been to Israel category includes a few respondents who report that they have lived in Israel.*

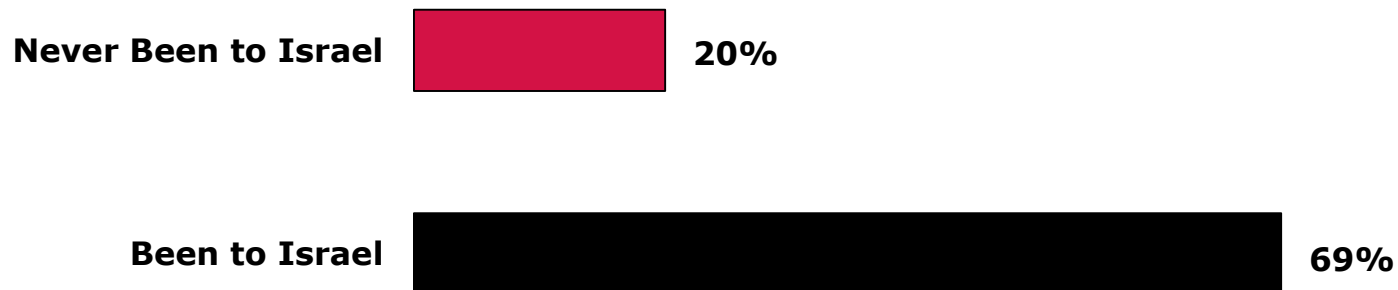
Travel to Israel Strongly Related to Attachment to Israel

93

Feeling very emotionally attached to Israel is strongly related to having been in Israel:

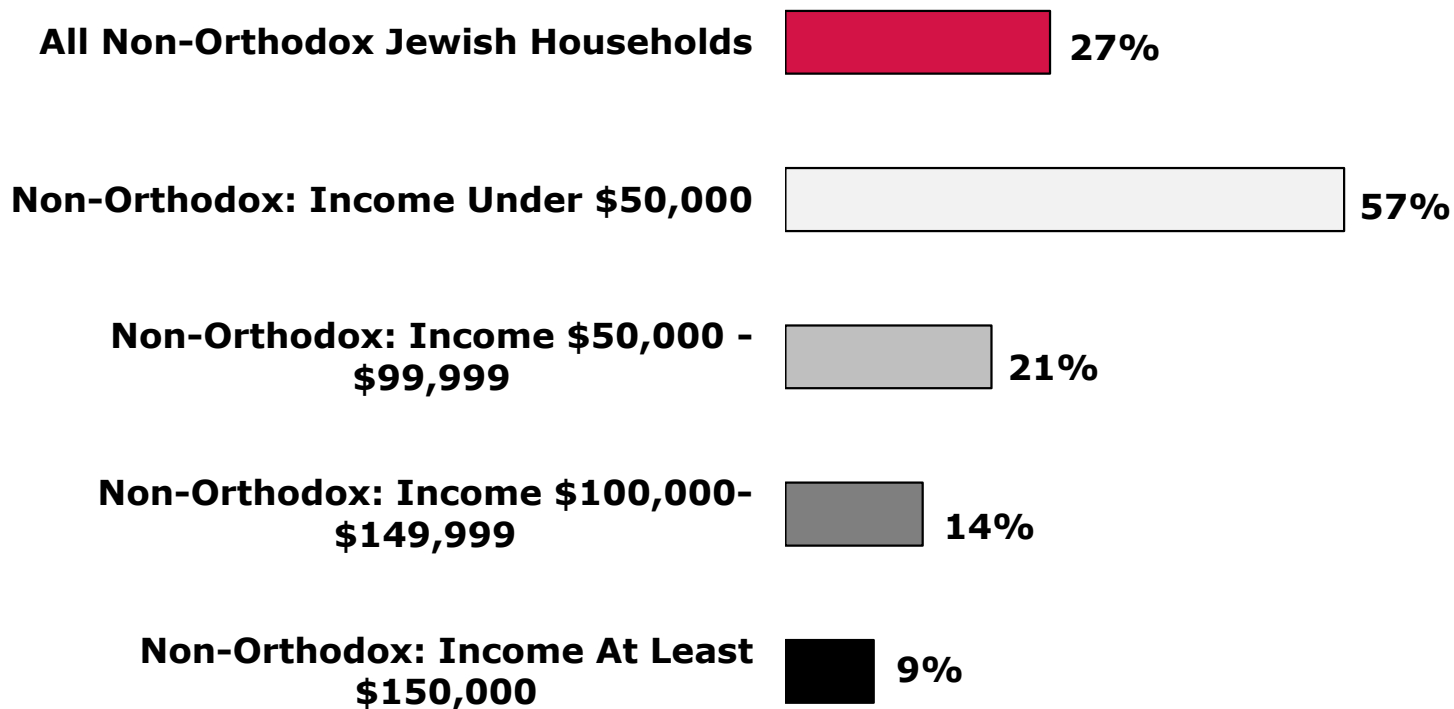
- 69% of Jewish respondents who have been to Israel report being very emotionally attached to Israel.
- In contrast, only 20% of Baltimore Jewish respondents who have not been to Israel report being very attached.

% of Greater Baltimore Jewish Respondents Who Report Being Very Connected to Israel



Cost Prevents Israel Travel for About Three in Ten Households

% of Greater Baltimore Non-Orthodox Jewish Households Reporting Israel Travel Was Prevented in Year or Two Preceding Survey Because of Financial Cost



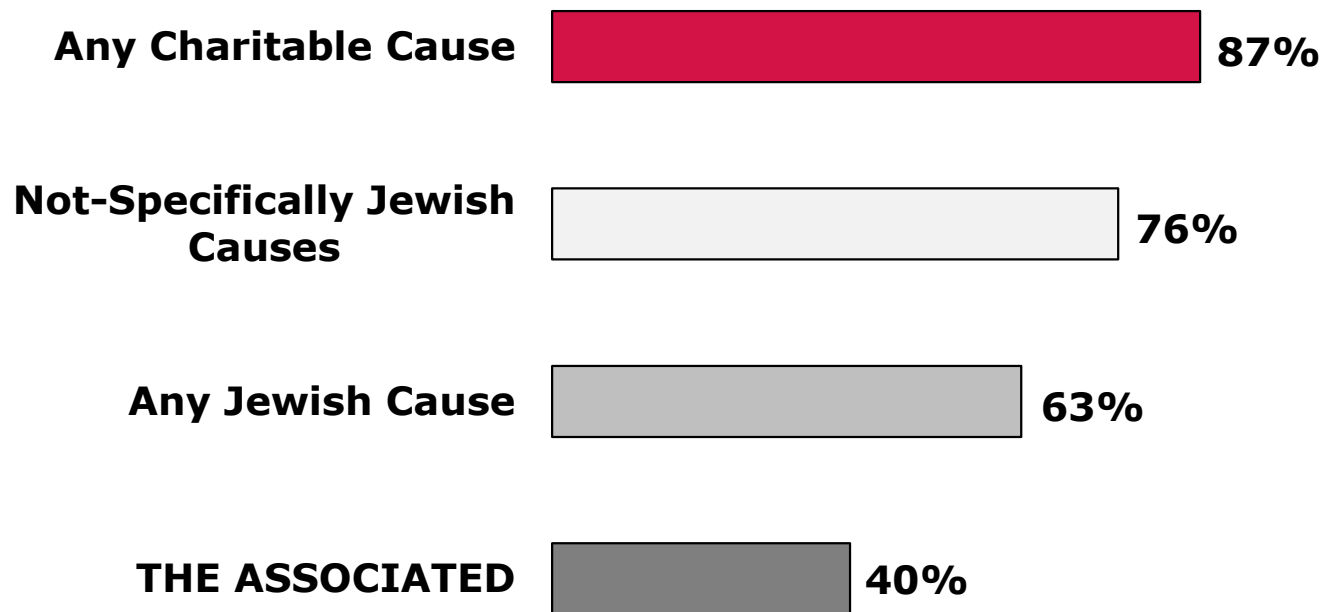


PHILANTHROPY



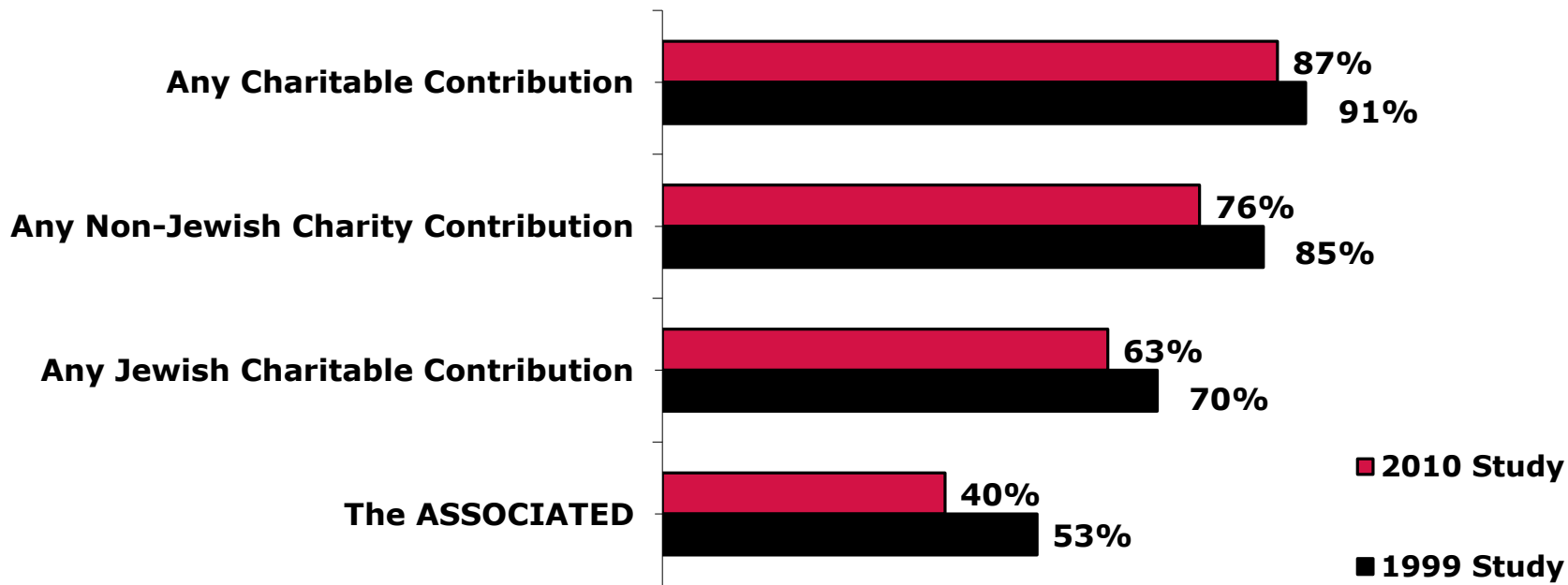
Jewish Baltimore Households Are Charitable

**Percentage of Greater Baltimore Jewish Households
that Report They Contributed to:**



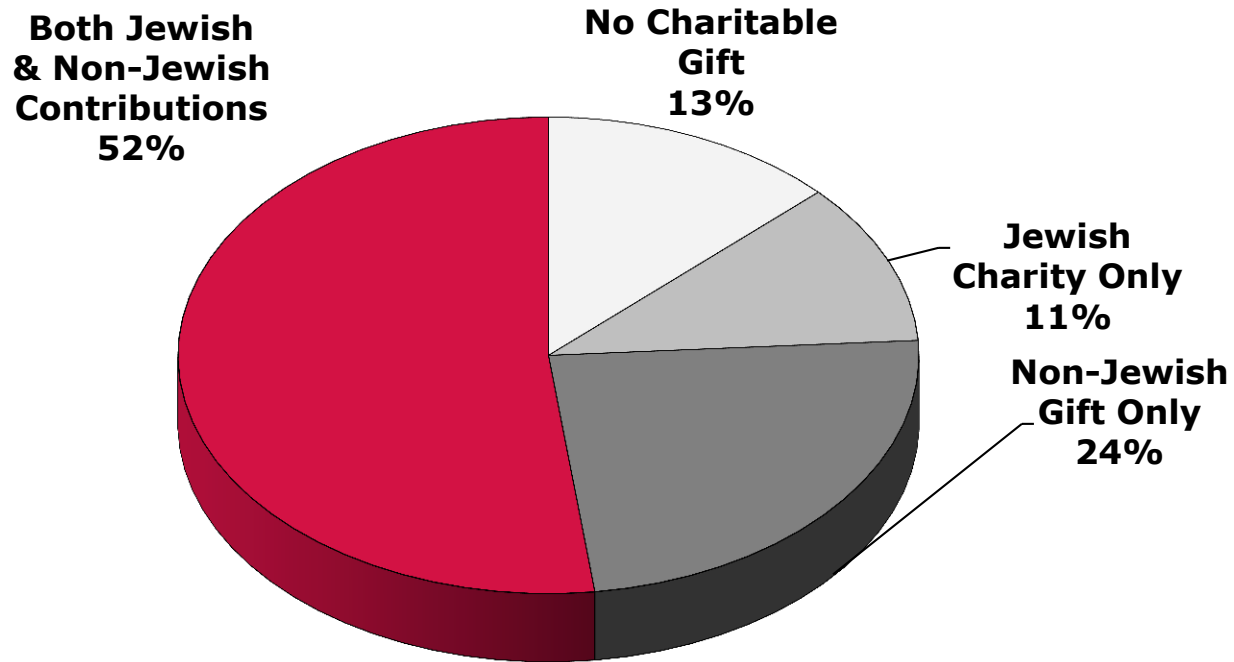
Jewish Charitable Contributions Declined Since 1999

Percent of Baltimore Jewish Households Who Report Charitable Contributions: 1999 and 2010



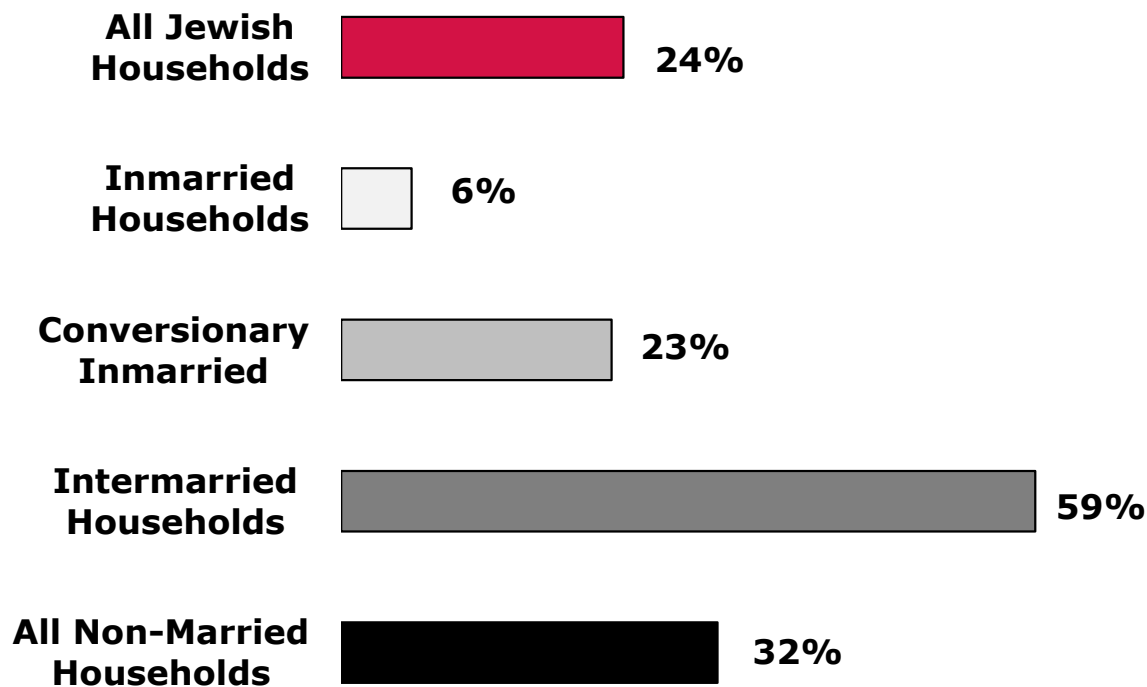
Patterns: Half Donate to BOTH Jewish & Non-Jewish Charities

**Greater Baltimore Jewish Households, 2010:
Reported Charitable Contribution Patterns**



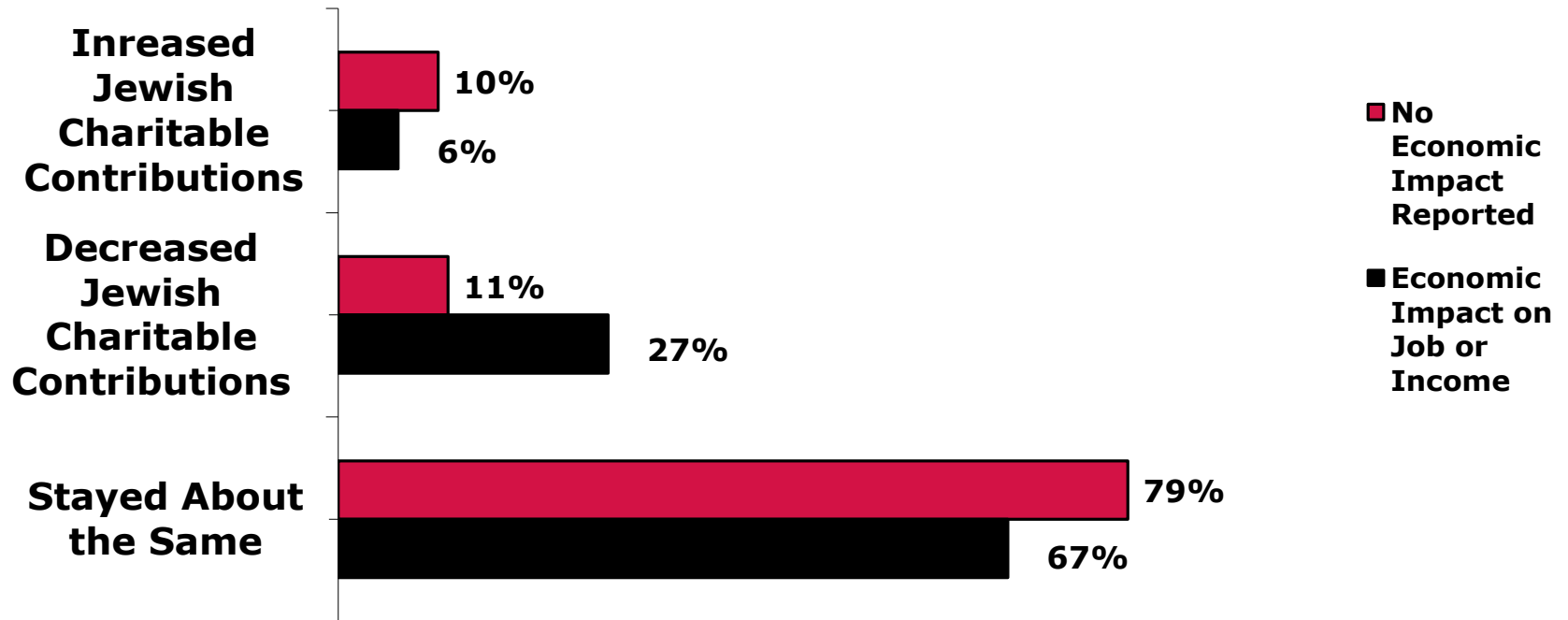
Six in Ten Intermarried Households Donate to Non-Jewish Causes Only

**Percentage of Baltimore Jewish Households
Who Report Contributing to Non-Jewish Charities Only**



27% of Survey Households Affected by the Economic Downturn Reported Reducing Their Jewish Charitable Contributions

Increase or Decrease in Jewish Charitable Contributions During the Economic Downturn, by Household Vulnerability





SUMMARY:

SEVEN BIG STORIES



1. Baltimore is a stable Jewish community, with relatively high measures of Jewish engagement.

- Number of Jewish persons is the same as it was in 1999. (The number of Jewish households has increased.)
- The geographic area with the largest Jewish population -- Pikesville/Mt. Washington -- has the same number of Jews and Jewish households as in 1999.
- Only 5% of Jewish households are planning to move out of the Baltimore area.
- Children are the largest age cohort.
- Affiliation with synagogues and Jewish organizations, attachment to Israel and in-marriage is high relative to other Jewish communities.

2. But, a growing minority of the Jewish community is not highly engaged in Jewish life.

- 46% of respondents feel that Jewish organizations are “remote” and/or “not relevant” (80% of secular and non-denominational respondents).
- Only 14% of non-Orthodox Jewish respondents 18 to 34 feel that it is very important to be part of a Jewish community, compared with 43% of non-Orthodox respondents 35+.
- 2/3 of non-Orthodox newcomers do not feel connected to the Jewish community.
- Intermarried households are especially disengaged from the Jewish community:
 - Only 30% of children in intermarried homes are being raised Jewish.
 - Few intermarried households belong to a congregation or contribute to Jewish charities; virtually none are attached to Israel or enroll their children in Jewish early childhood programs.

3. Orthodox Jews are increasing in number, highly engaged in Jewish life, and with differences in lifestyle that may affect community cohesion

104

- The percentage of Jewish persons who are Orthodox has increased since 1999 (32% vs. 21%).
- Park Heights is the only Jewish neighborhood to have increased since 1999 in both the number of Jews and the number of Jewish households.
- 88% of Orthodox newcomers feel connected to a community.
- Orthodox households are much larger than households that are not Orthodox.
- 87% of Orthodox respondents under 35 are married compared with 17% of Jewish respondents under 35 who are not Orthodox.

4. Many Jews are just managing and/or are living in or near poverty.

105

- One in three respondents report that their households are “just managing,” including some who “cannot make ends meet”).
 - 64% of single-parent households are just getting by.
- 12% of households have incomes below 200% of the federal poverty standard (i.e., \$37,000 for a family of three).
 - 27% of seniors living alone are below 200% of poverty.

5. Cost inhibits participation in Jewish life, especially for those families earning under \$50,000 a year.

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

6. Seniors continue to be a population with significant needs.

107

- There is a large and increasing population of seniors over 85 – a key demographic indicator of need.
- 40% of seniors living alone are in poor or fair health; 22% need assistance with “activities of daily life.”
- While most seniors with an adult child in the Baltimore area are in relatively frequent contact with that child, one-third of seniors do not have an adult child living in the Baltimore area.

7. Important Social Service Issues Exist.

- 23% of households report seeking help in coping with problems such as depression, anxiety, stress, or relationship issues.
- 21% of households with a child report seeking help for a learning disability.
- Of households needing assistance finding a job, 28% found it very difficult to get assistance.



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

The 2010 Greater Baltimore
JEWISH COMMUNITY STUDY

www.associated.org/yourfuture



THE ASSOCIATED