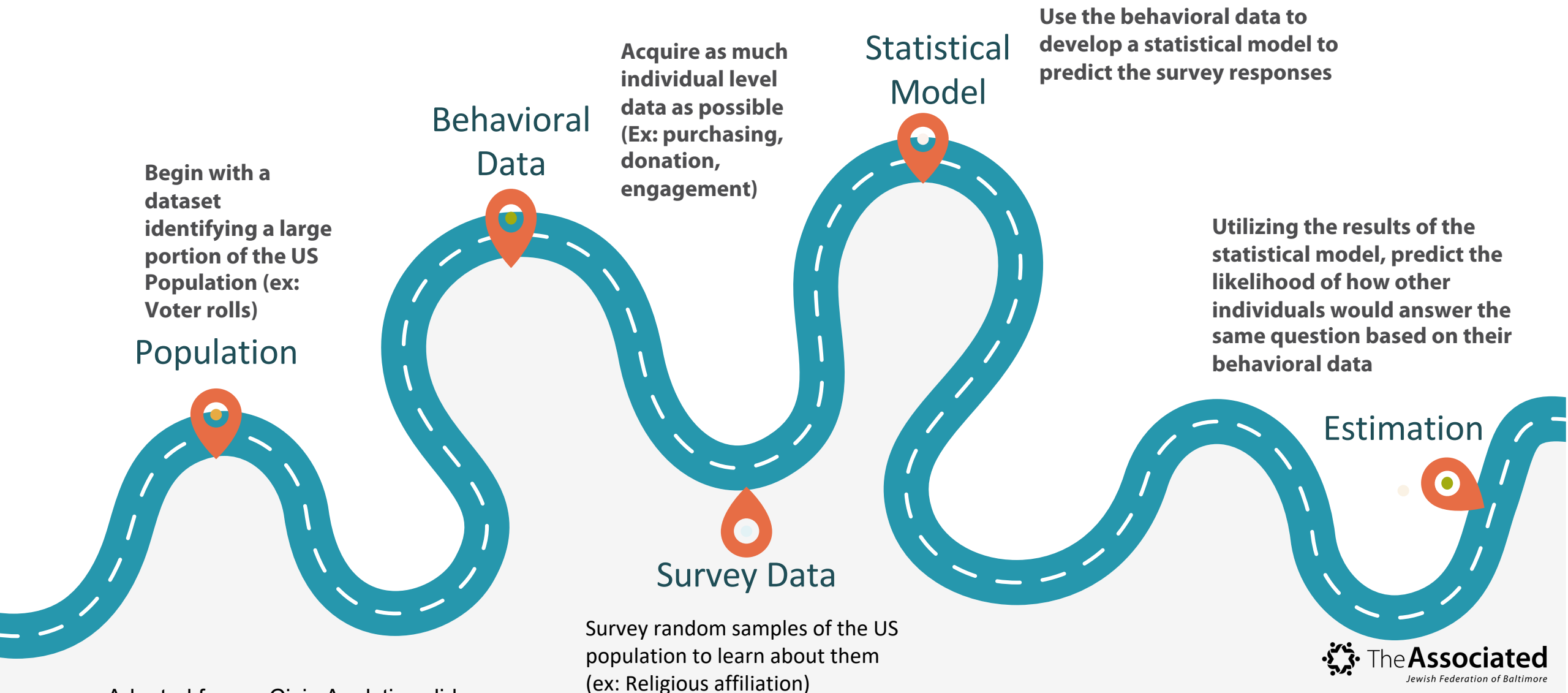




2025 Baltimore Jewish Community Pulse Survey

Civis' Data Approach



Adapted from a Civis Analytics slide

Methodology

On behalf of The Associated and the Jewish Federation of North America, Burson conducted a total of N=900 interviews with Jewish respondents in Baltimore from June 4th to July 29th, 2025. The survey was part of a 14-community project.



N=900
interviews



~20-minute SMS/Postcards
to web survey



of Jewish
adults



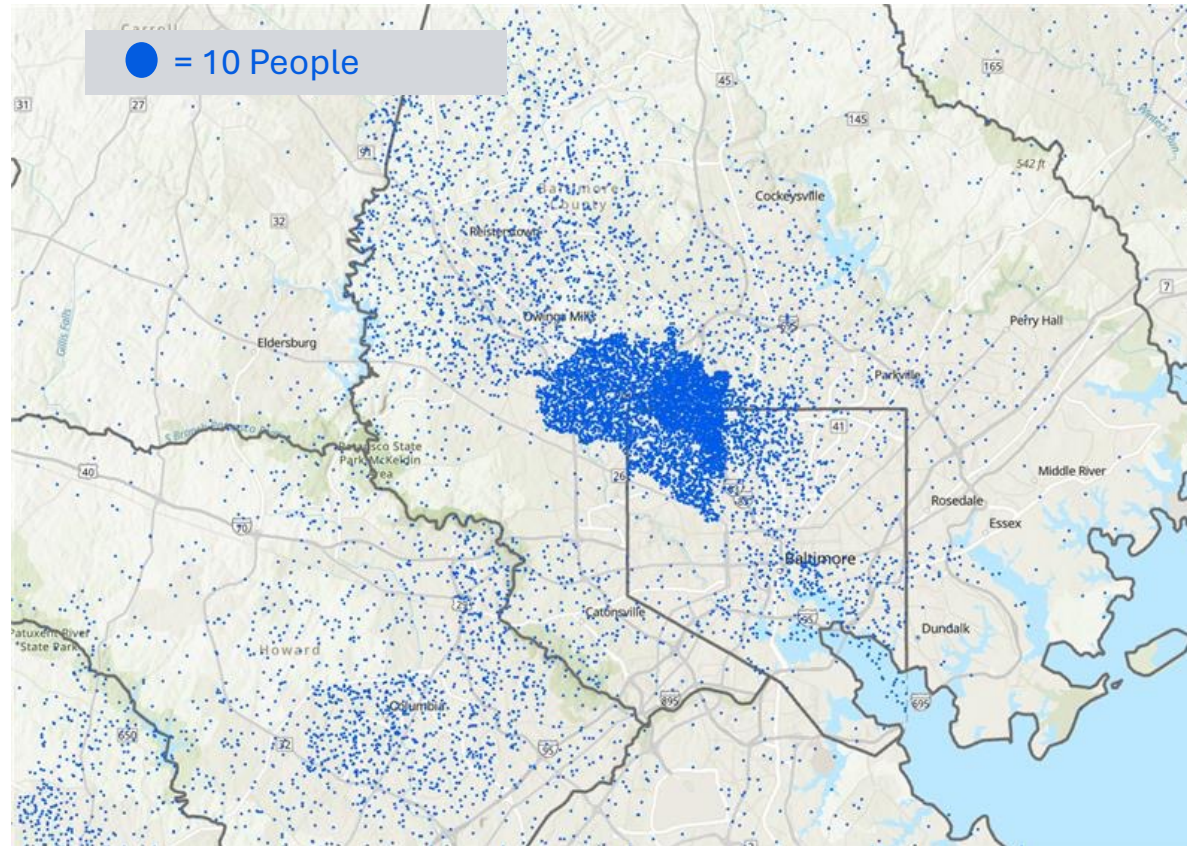
Living in
Baltimore

Overall margin of error is $\pm 3.3\%$ for Baltimore and is higher among subgroups. Note: answer choices may not add to 100 due to rounding.

Baltimore Demographic Profile

The Jewish population of Baltimore City and County is 85,200 Jews.*

2020 Population Study showed 95,500 and included Harford and Carroll counties.



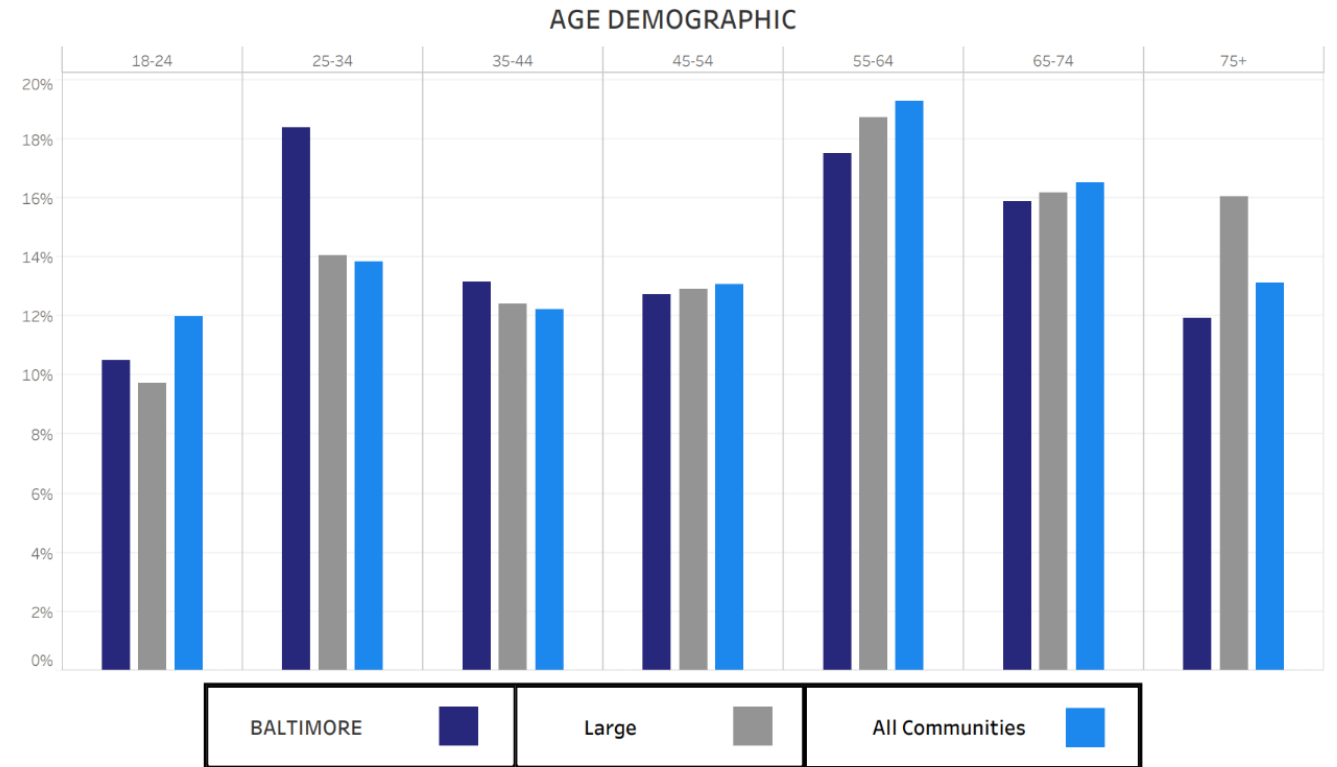
*Does not include seasonal residents or non-Jewish members in Jewish households

There are 16 zip codes in Baltimore that contain 82% of the Jewish community.

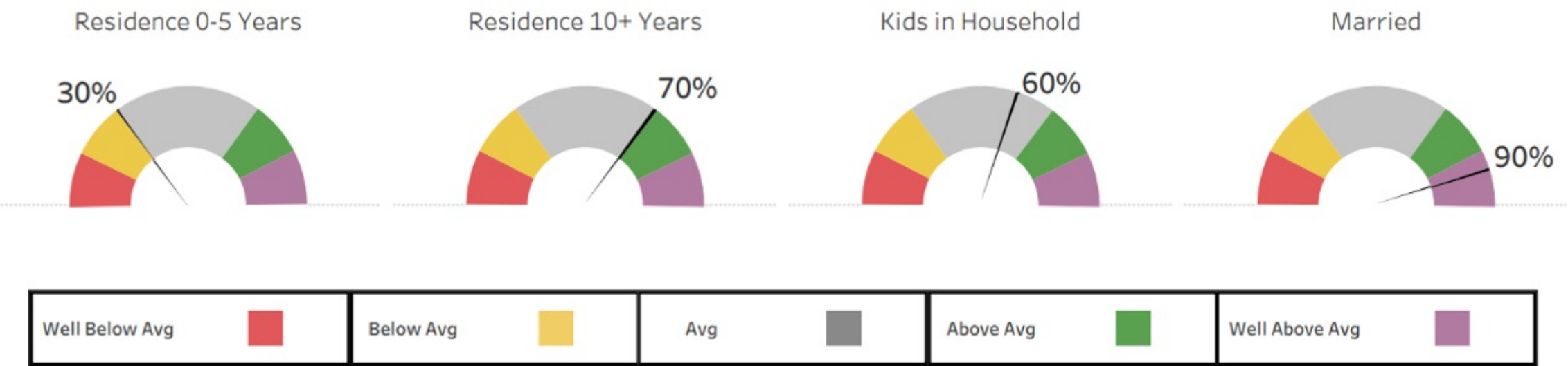
ZIP CODE	PO-NAME	JEWISH POP. ESTIMATE
21208	Pikesville	10,000-19,999
21209	Baltimore	10,000-19,999
21117	Owings Mills	5,000-9,999
21215	Baltimore	2,500-4,999
21093	Lutherville Timonium	1,000-2,499
21210	Baltimore	1,000-2,499
21212	Baltimore	1,000-2,499
21030	Cockeysville	500-999
21204	Towson	500-999
21211	Baltimore	500-999
21218	Baltimore	500-999
21224	Baltimore	500-999
21228	Catonsville	500-999
21230	Baltimore	500-999
21231	Baltimore	500-999
21286	Towson	500-999

The Baltimore Jewish population has a significantly higher number of younger adults than other comparable communities.

Contrastingly, it has a lower number of those 75+.

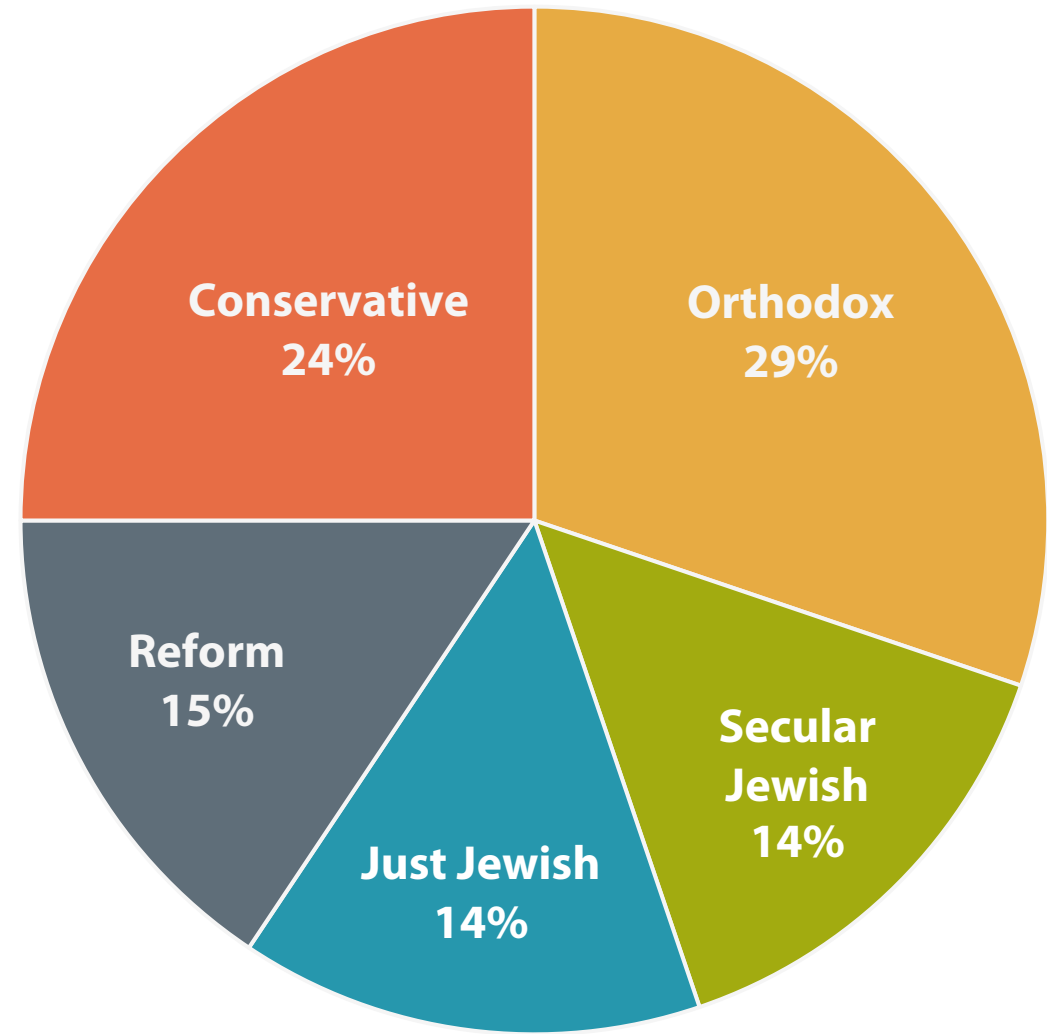


Baltimore's Jewish population is stable.



Percentile as compared to other US Federation Communities

**Together those who
identify as Secular
or Just Jewish are as
many as those who
identify as
Orthodox***



*respondents could multi-select

The Baltimore Jewish community is diverse.

- **11%** of Jewish households have at least one member who is LGBTQ+
- **21%** of households have a member who has a disability
- **30%** of households have a member who is neurodivergent
- **30%** of households have a member with a mental health challenge
- **24%** of Jewish households say they are just managing or cannot make ends meet
- **18%** Very Liberal
- **17%** Somewhat Liberal
- **37%** Moderate
- **17%** Somewhat Conservative
- **11%** Very Conservative

Pew 2020: 72% of non-Orthodox Jews who married between 2010-2020 have a non-Jewish spouse.

Community Pulse Survey

**This survey includes
8 pillars that measure
flourishing Jewish
communities.**



Engaged within their local Jewish community



Educated about Jewish history, text, and culture



Belonging within the local Jewish community as
your whole self



Safety and physical security both individually and
within their community



Active politically and socially, advocating for Jewish
causes in the broader secular arena



Health needs, both physical and mental, are met



Caring to fulfill the emotional needs of community
members



Connected to Israel and to the global Jewish people
beyond Israel and North America

Baltimore Key Opportunities

1

Expand Outreach: Broaden engagement efforts to ensure universal invitation. This involves targeted outreach to include those not yet involved, fostering participation among more diverse groups, and specifically engaging younger adults to integrate them into the community fabric.

2

Cultivate Belonging: Translate high engagement and comfort into a true sense of belonging. This requires creating inclusive spaces and utilizing personalized outreach to ensure every individual feels personally seen, valued, and deeply connected within the community.

3

Strengthen Personalized Care & Support: Translate the broad perception of communal care into tangible, personalized support for individuals facing health or other needs. This involves increasing awareness of specific organizational services, ensuring individuals feel personally cared for during times of crisis and demonstrating the direct value of community resources.

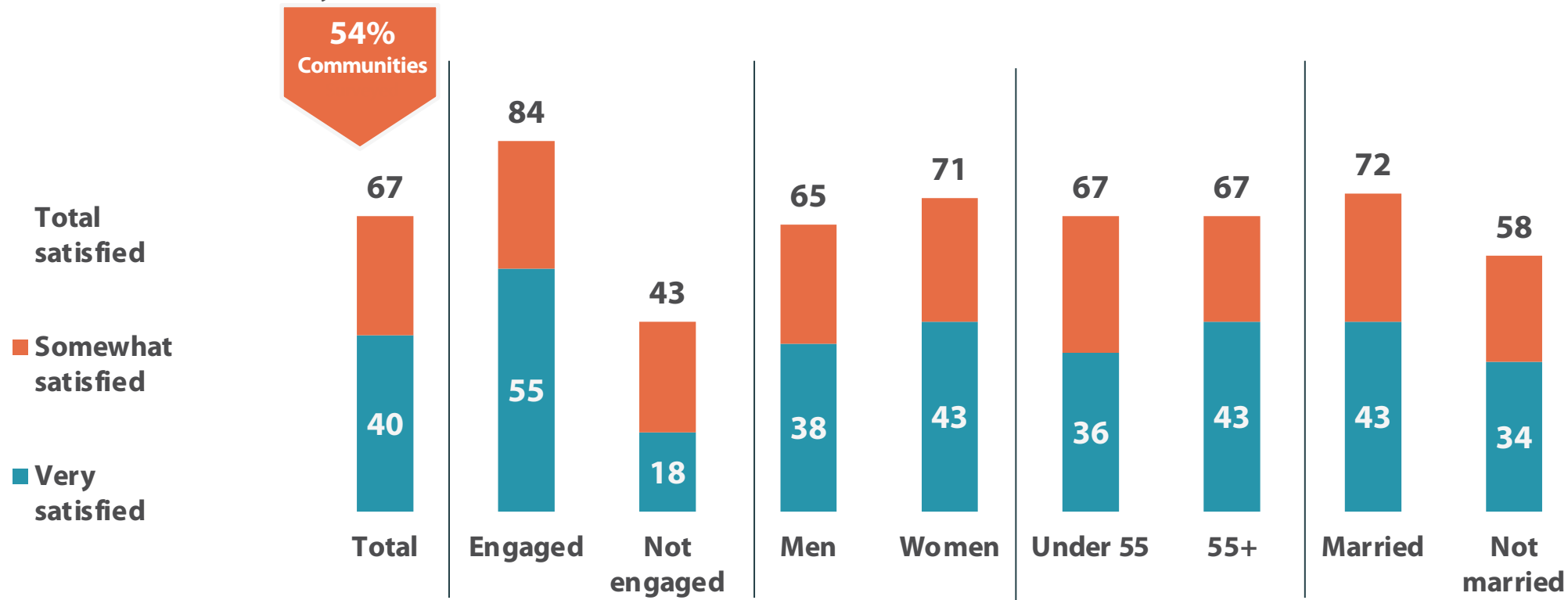
4

Create space in the community for the majority of Jews who support Israel regardless of their view of the government or the current situation– While pride in Israel’s contributions is strong, more than in other communities report difficulty supporting its government’s actions. Create diverse pro Israel spaces for Jews with differing perspectives.

Community Satisfaction

Community satisfaction is strong at nearly two thirds of individuals, and this figure is driven even higher among engaged individuals.

Satisfaction with Jewish Community



38% stated they are neither satisfied nor unsatisfied

There is no clear consensus on what could be improved in the Baltimore Jewish community – in fact, what some identify as growth areas, others identify as current strengths.

Doing well

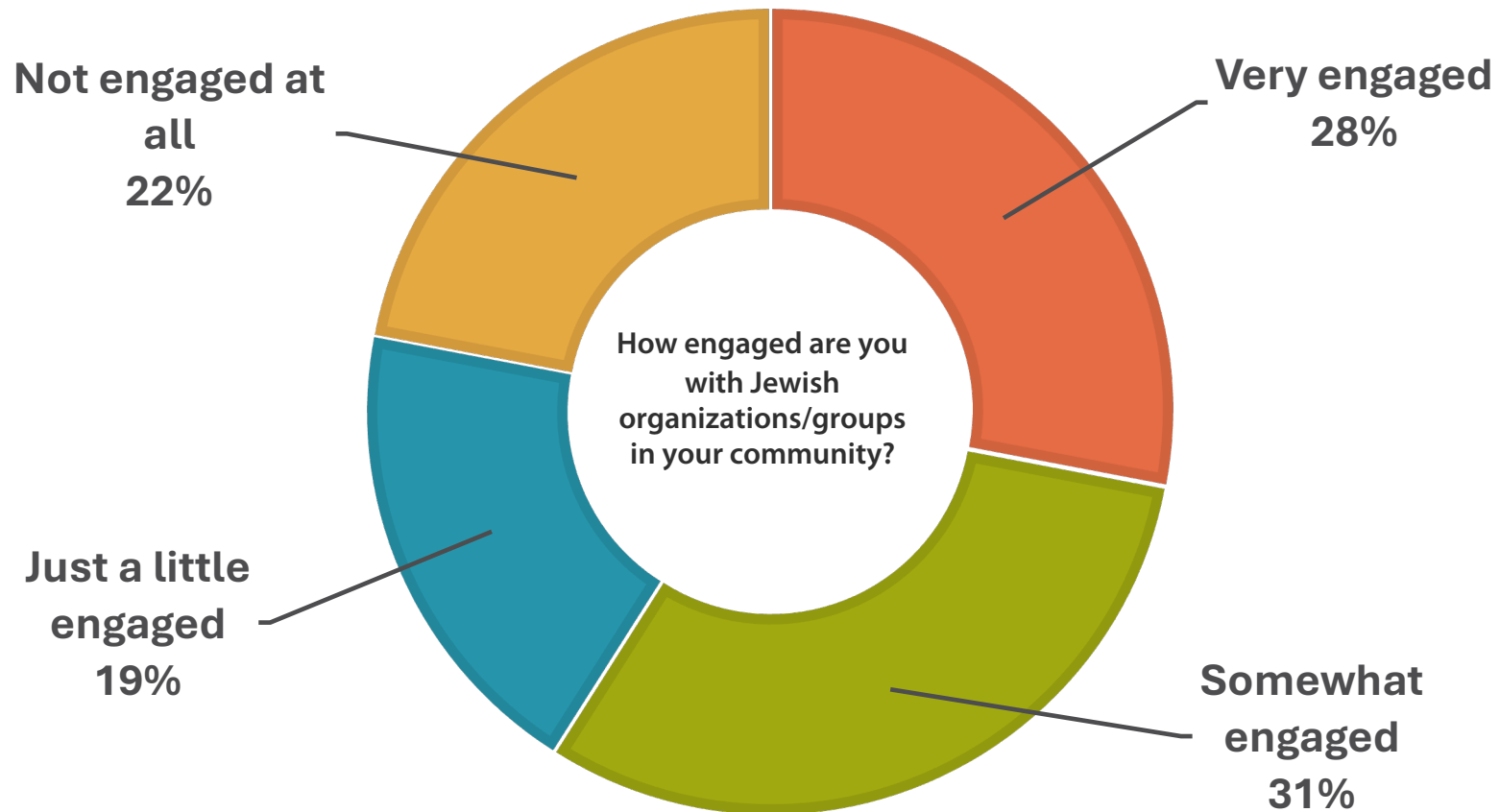
- **Social action and community engagement (31%)**
- **Positive community presence (23%)**
- **Inclusive/support for diverse Jewish practices (18%)**

Needs Improvement

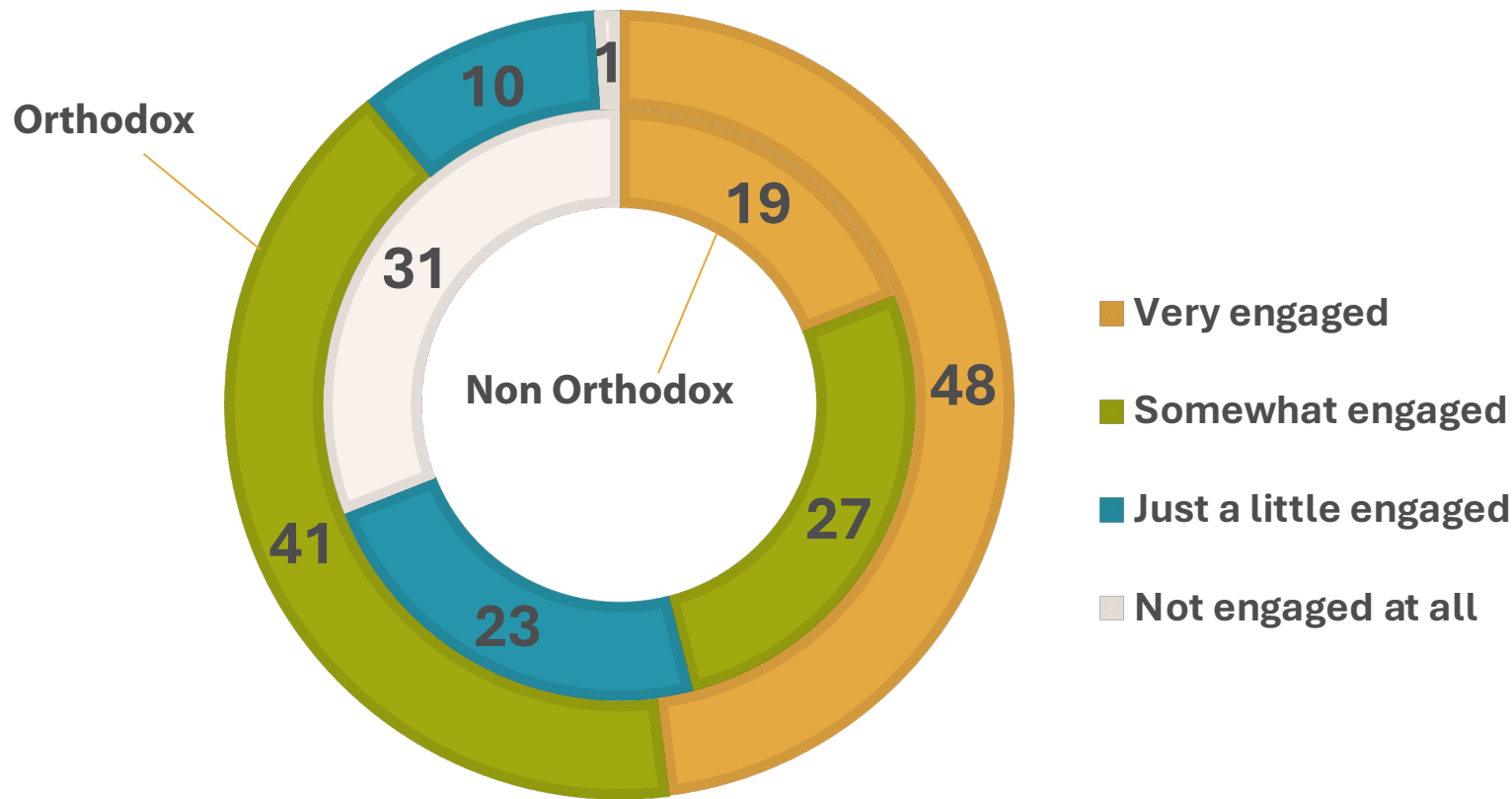
- **Improved community engagement (18%)**
- **Discussion and diversity of opinion (12%)**
- **Better outreach and inclusivity (11%)**

Engaged

Almost 8 in 10 Jewish Baltimoreans are engaged in Jewish life, with over half moderately or highly involved.

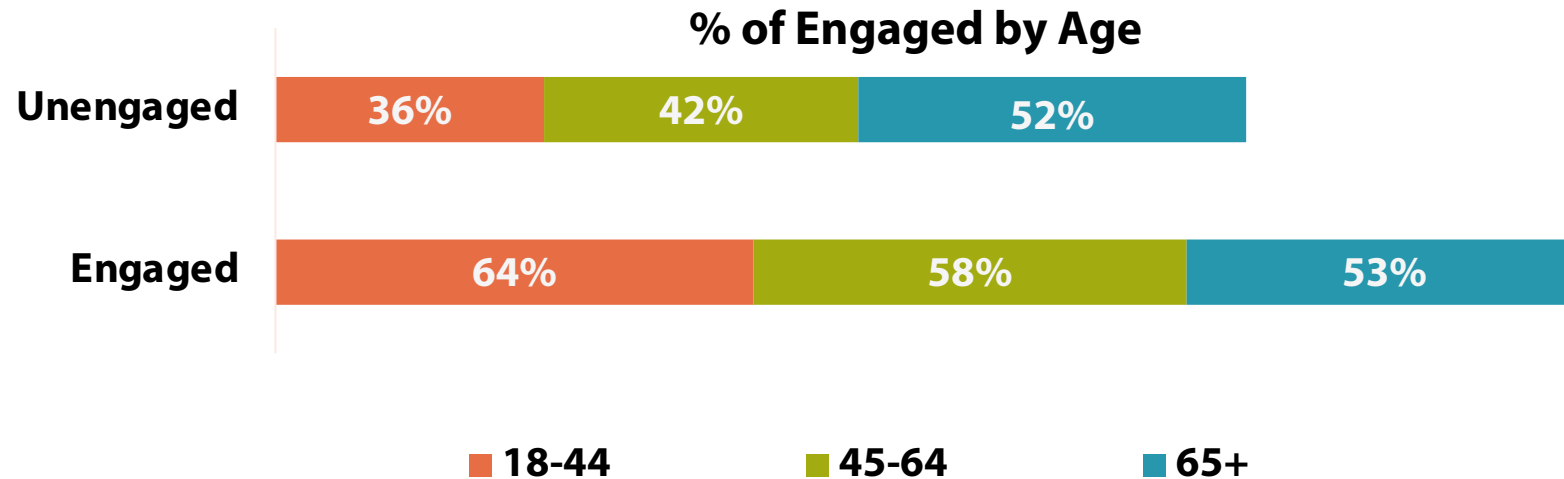


Individuals in the Orthodox community are considerably more likely to be very or somewhat engaged with Jewish community organizations.



How engaged are you with Jewish organizations/groups in your community?

Younger adults are more likely be engaged.



An upward trend in Jewish engagement aligns with post 10/7 Surge in Jewish life.

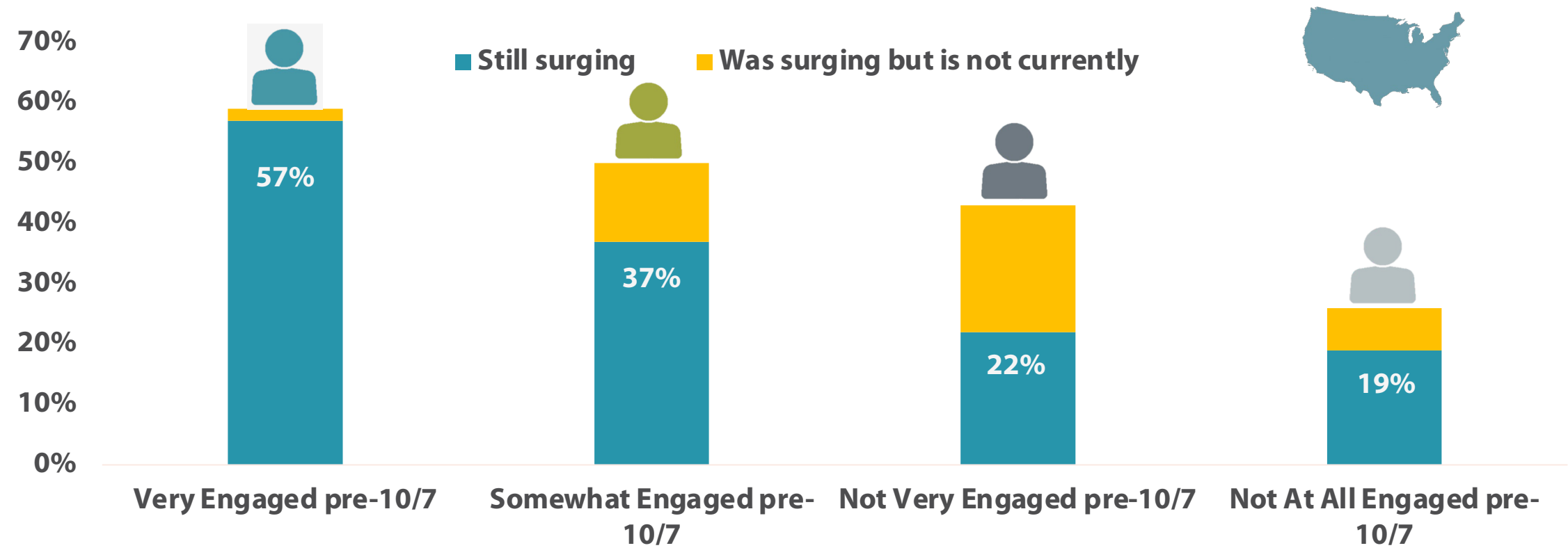
Of those Engaged:

- 66% are seeking MORE engagement
- 73% have seen their engagement increase in the past 3 years

Of those Unengaged:

- 34% are seeking MORE engagement
- 27% have seen their engagement increase in the past 3 years

Last year we saw that 43% of the Jewish community was seeking to or engaging more in Jewish life. Today, 31% of the Jewish community is Surging.



Previously less engaged individuals across all life-stages are still showing up in the Surge, with Midlife and Single Young Adults remaining the largest segments.

Life Stage	2024	2025
18-34 Single	21%	21%
18-34 Married	12%	8%
18-34 With Children	2%	7%
35-54 Single	6%	10%
35-54 Married	5%	6%
35-54 With Children	16%	10%
55-74 With Children	6%	2%
55-74 Mid-Life	25%	29%
75+	7%	8%
Total	100%	100%



Life changes and reaction to the current political climate are key factors in engagement.

**37% have INCREASED
engagement over the past
three years**

Top Reasons for Increased Engagement

Family Dynamics

Personal Growth and Interests

Synagogue Involvement

**21% have DECREASED
engagement over the past
three years**

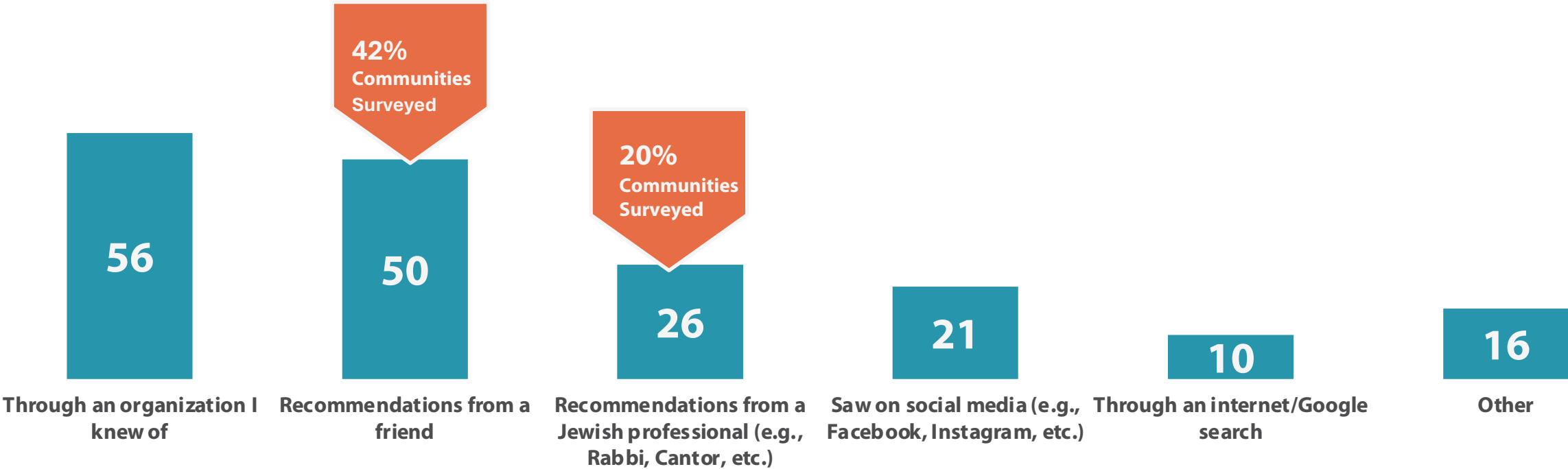
Top Reasons for Decreased Engagement

Age Related Difficulties

Political/Social Disagreements

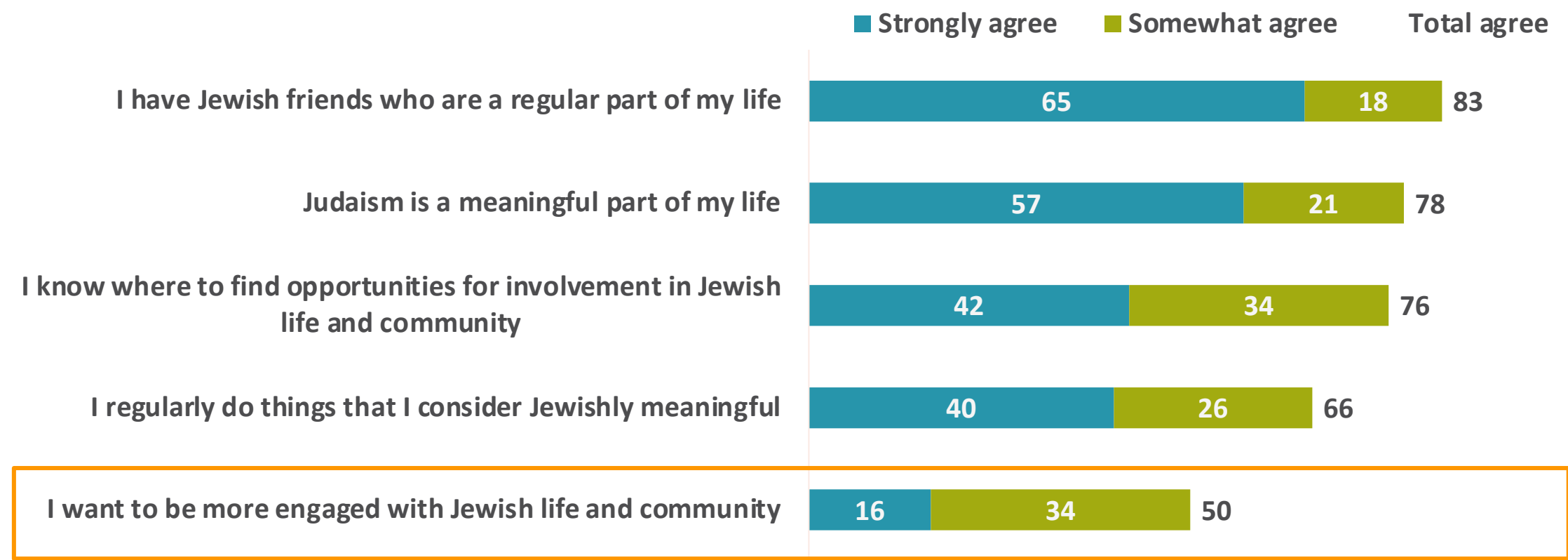
Changing Priorities

The majority of Jews in Baltimore find opportunities to engage through organizations they are familiar with and friends.



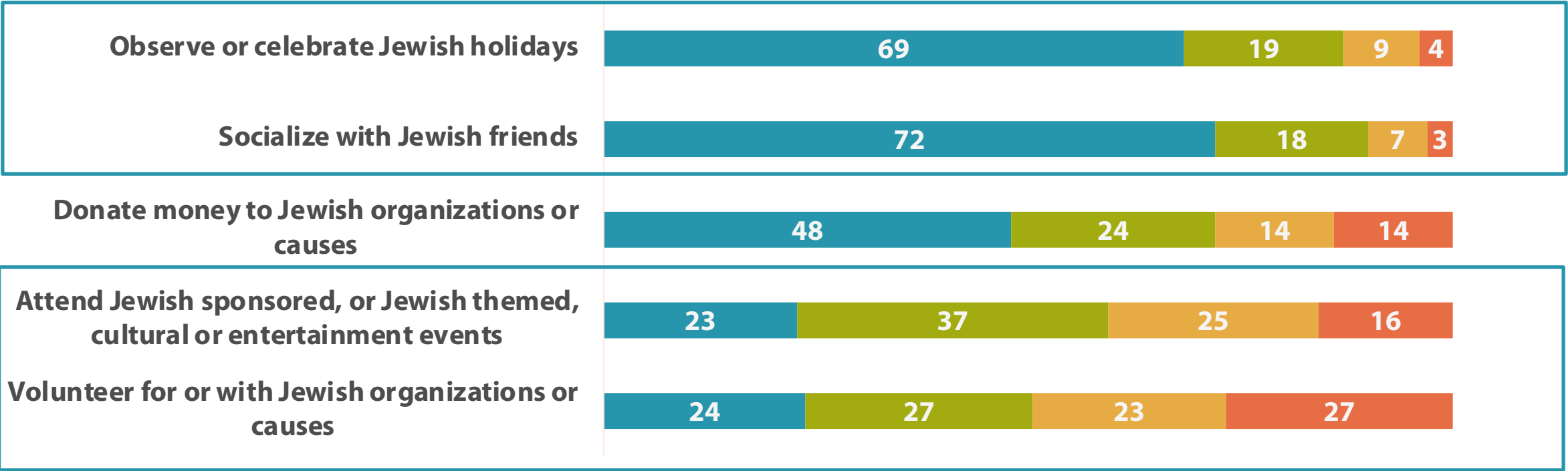
Sources for Engagement Opportunities
(Among Jewish People that "disagree" that their "engagement with Jewish life has declined in the past three years")

With strong Jewish identity and high awareness, the desire for deeper engagement among half the community presents a key opportunity.



People are more comfortable engaging in Jewish activities in personal spaces; this aligns with national Surge trends.

■ Regularly ■ Sometimes ■ Rarely ■ Never



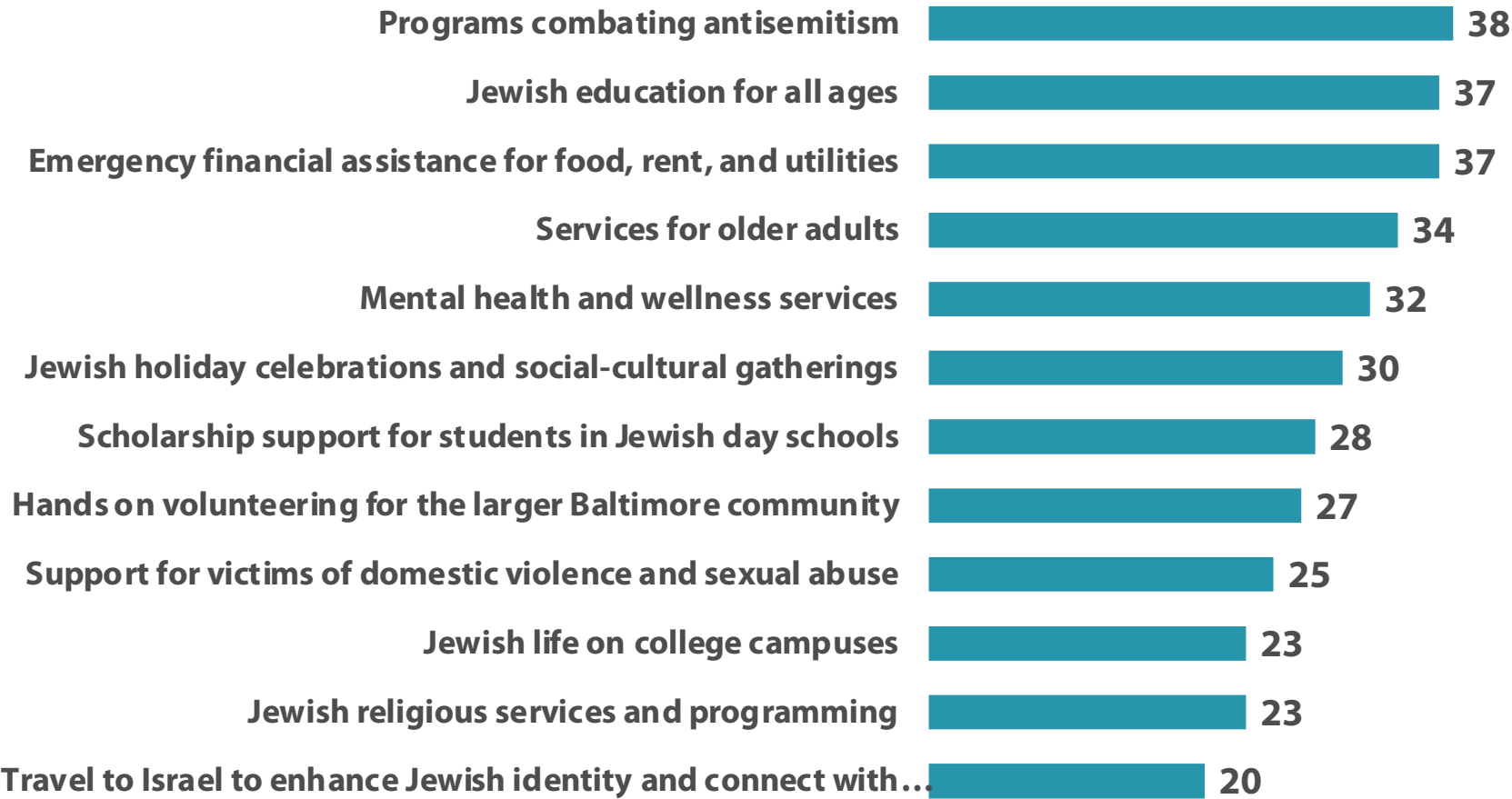
The major barrier preventing participation in the Baltimore Jewish community is lack of time, but lack of connection to the community and costs come up as well.

Factors Preventing Participation in Baltimore Jewish Community



There is strong interest in education for all ages, programs combatting antisemitism programs and programs to help Baltimore's diverse community.

Priorities Among Community Offerings



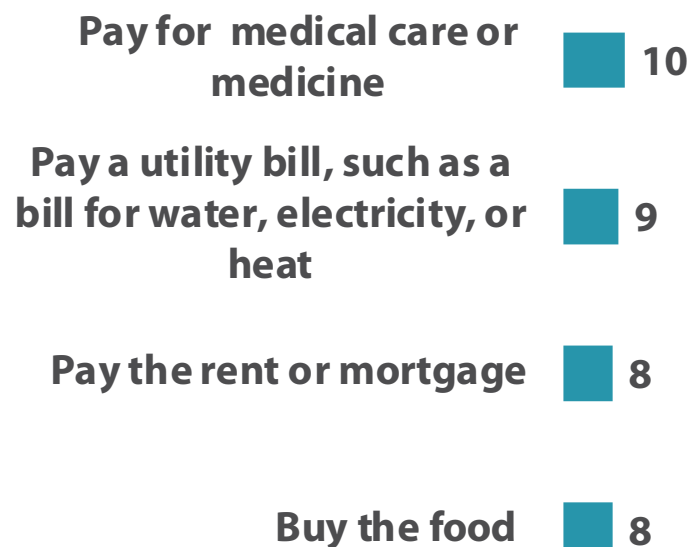


24% of Jewish households say they are just managing or cannot make ends meet

19% of Jewish people in Baltimore say they cannot afford to engage in Jewish activities at the level they would like

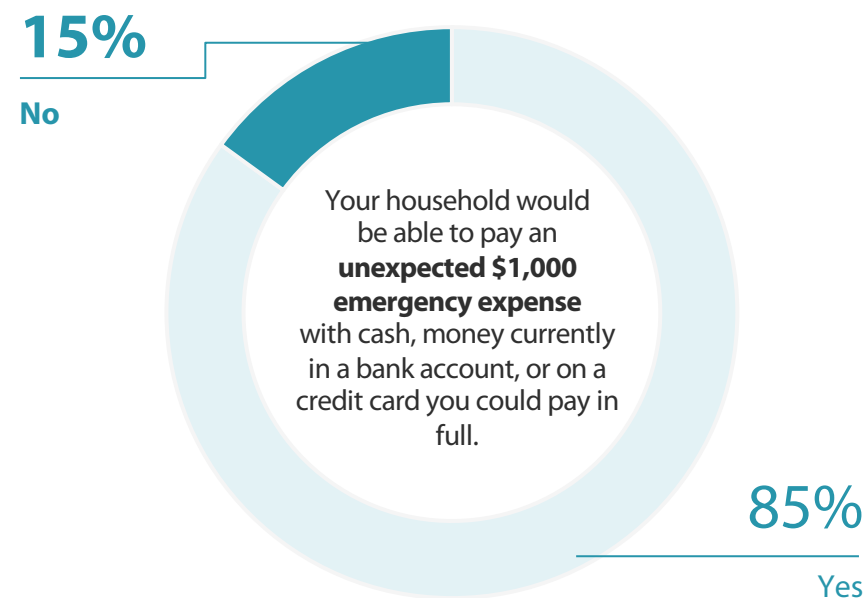
Financial Deep Dive

Financial Situation



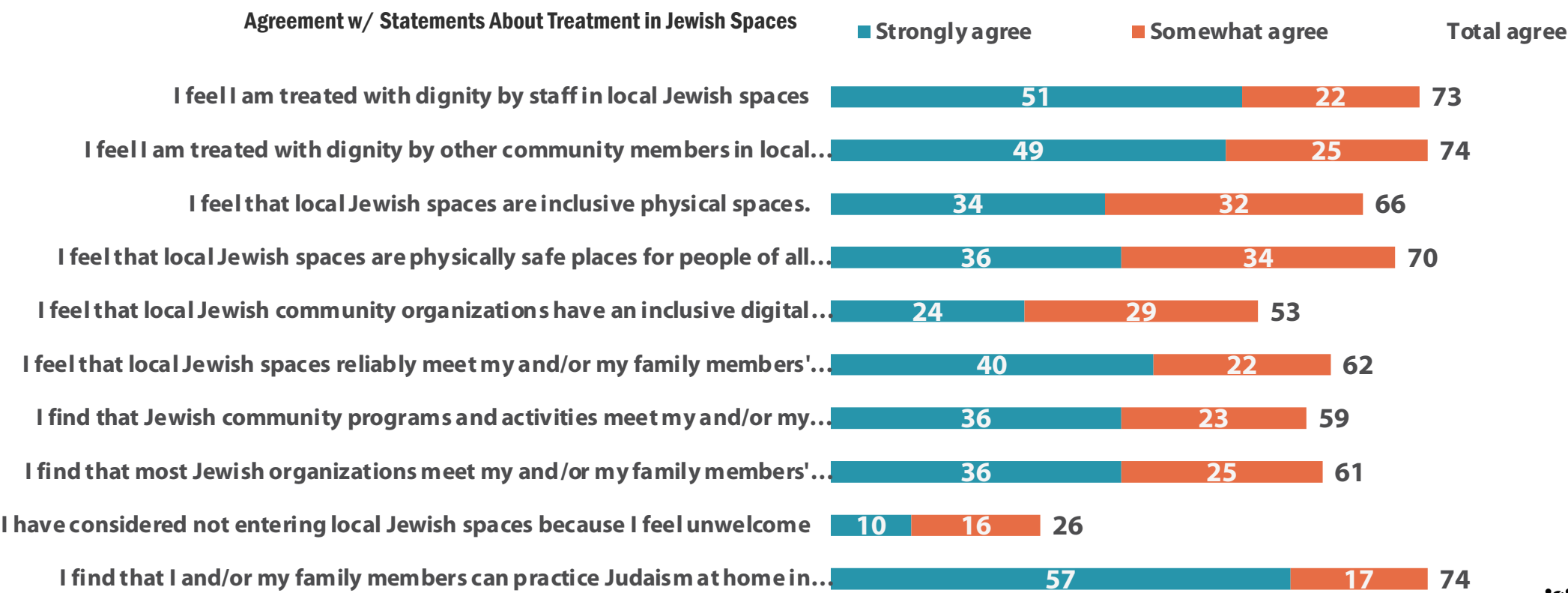
In the past 12 months, have there been times when you (or anyone in your household) did not have enough money to...

Unexpected Expenses



Almost 3 in 4 of Baltimore’s individuals with disabilities in the family feel treated with dignity in local Jewish spaces as well as feeling those spaces are inclusive.

Compared to other communities , Baltimore is doing exceptionally well in how they are treating community members with accessibility needs

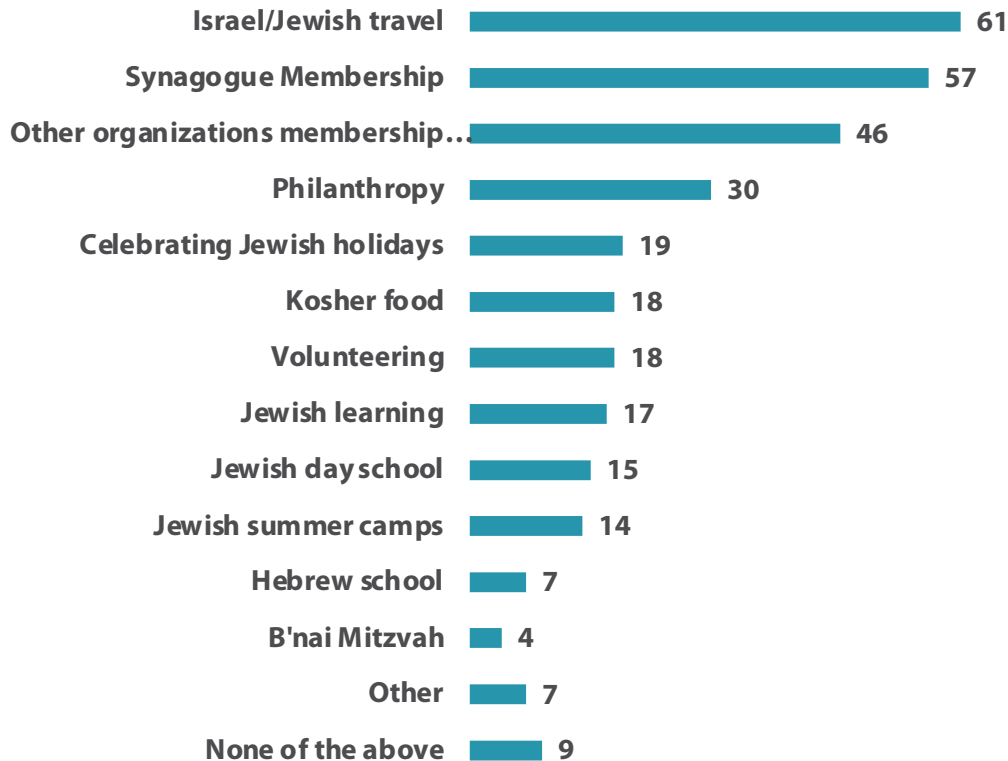


Beyond costs, donation expectations and time constraints prevent Baltimore Jewish individuals from engaging in Jewish activities at the level they would like; geographic constraints also play a role

The proportion of individuals in Baltimore unable to engage in Jewish life as much as they'd like is on par with other communities surveyed

Jewish Activities Struggling to Afford

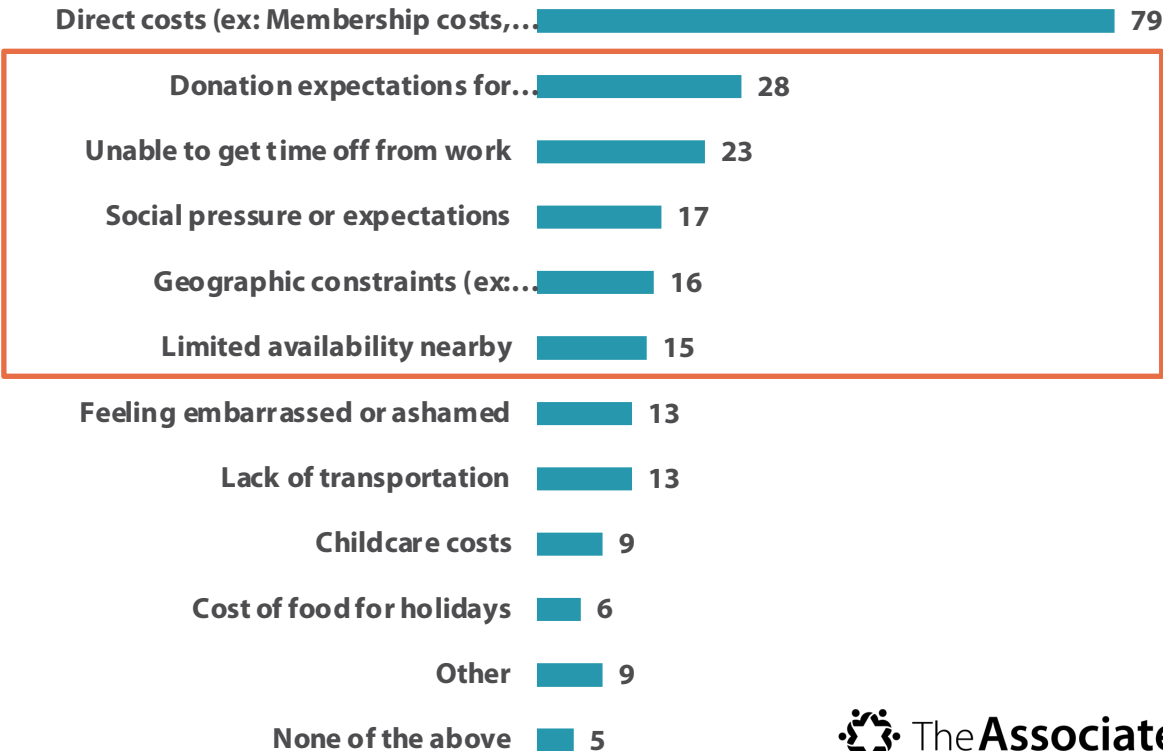
(Among 19% of Jewish people that say they “cannot engage in Jewish activities at the level they would like”)



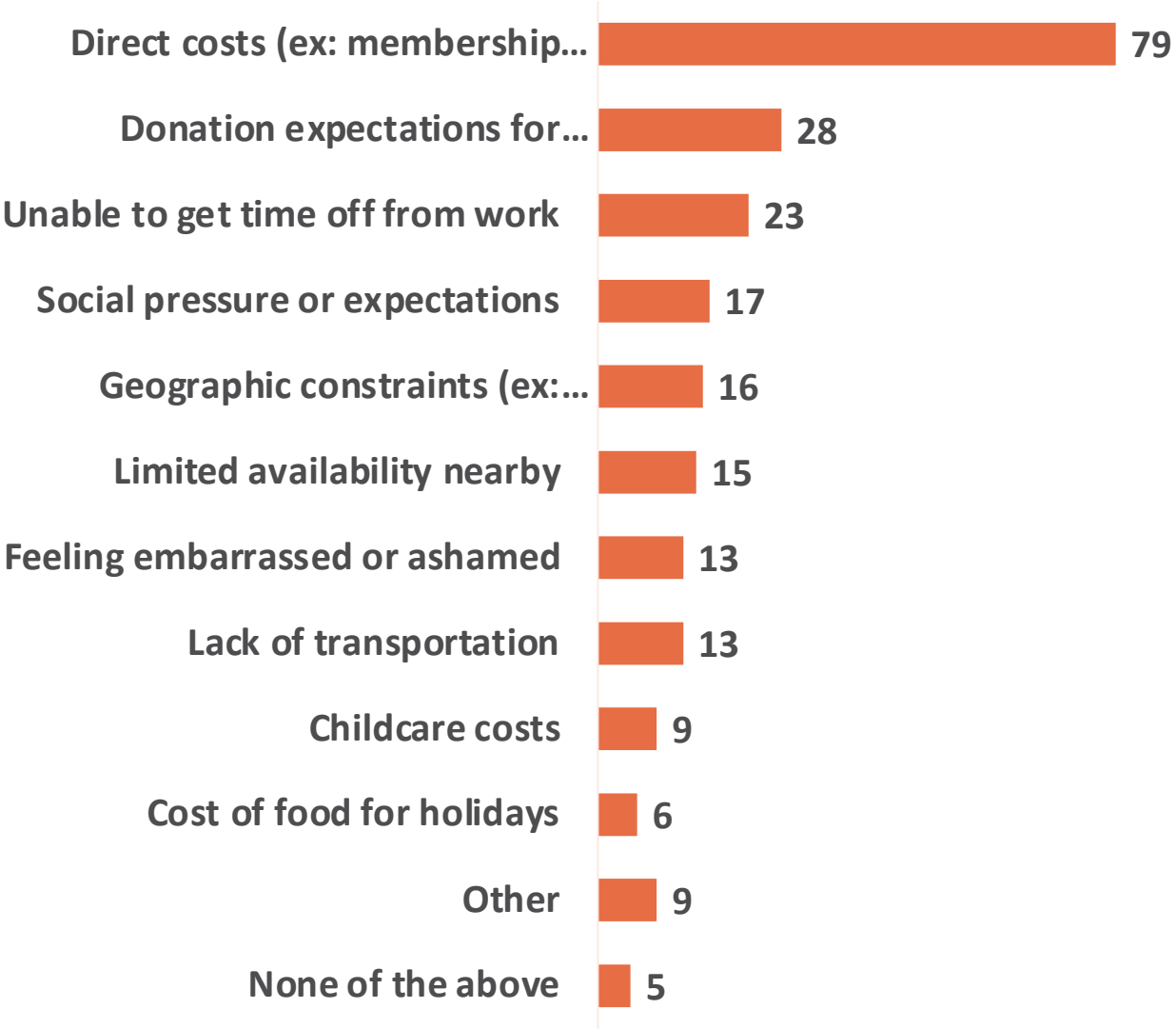
18% Across
Communiti
es Surveyed

Barriers Preventing Engagement in Such Activities

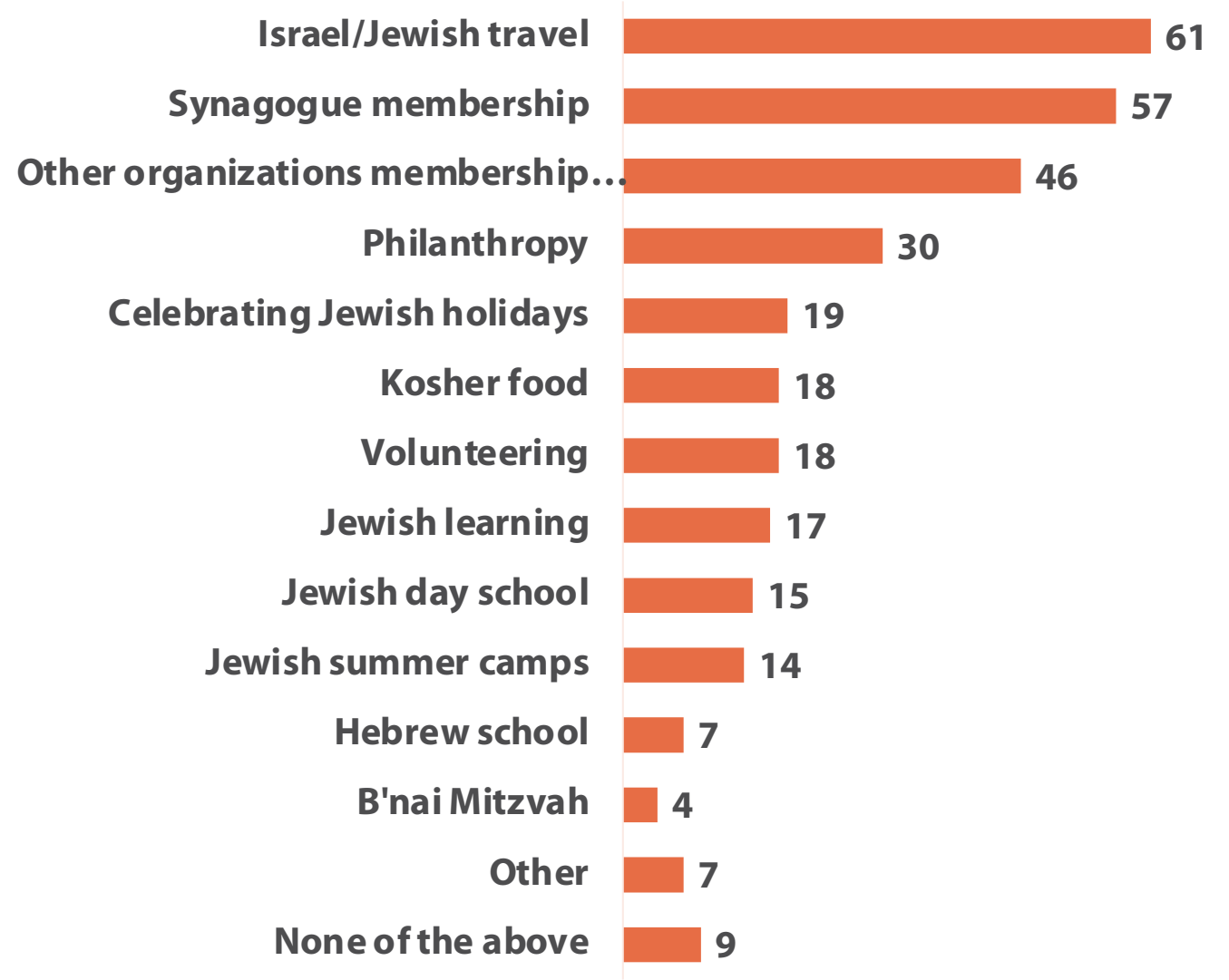
(Among 19% of Jewish people that say they “cannot engage in Jewish activities at the level they would like”)



Among Jewish people who say they cannot afford to engage at the level they would like, cost, donation expectations and time constraints are the top factors preventing participation.

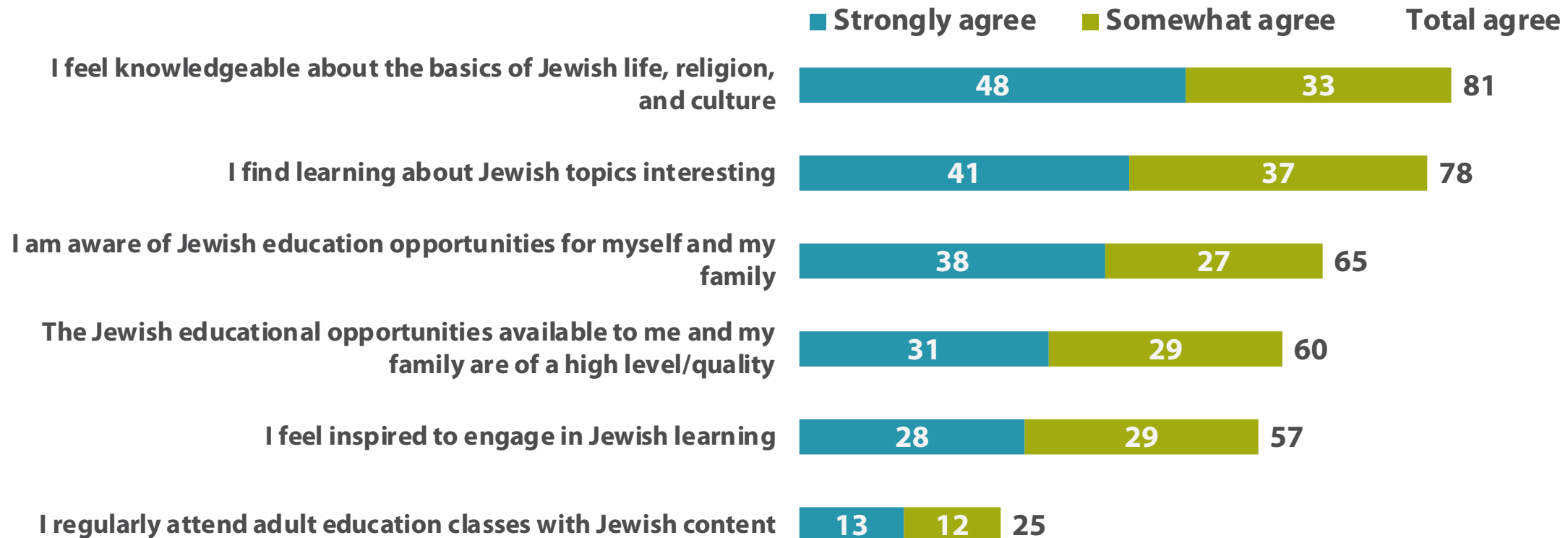


And, among Jewish people who say they cannot afford to engage at the level they would like, travel, membership costs, and philanthropy are the top activities they struggle to afford.



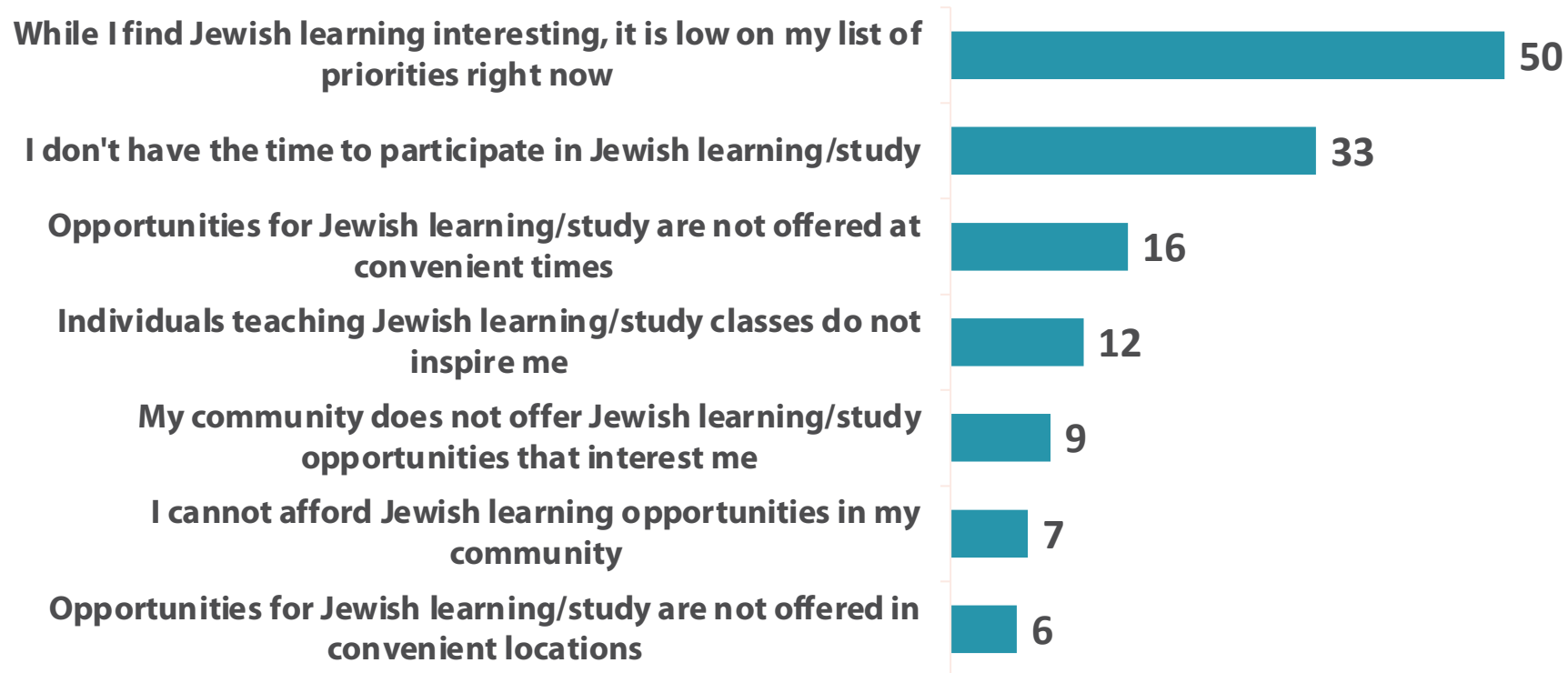
Educated

Many in Baltimore find Jewish learning interesting but are not as inspired to engage in Jewish learning; opportunity lies in bridging the gap between interest and active engagement.



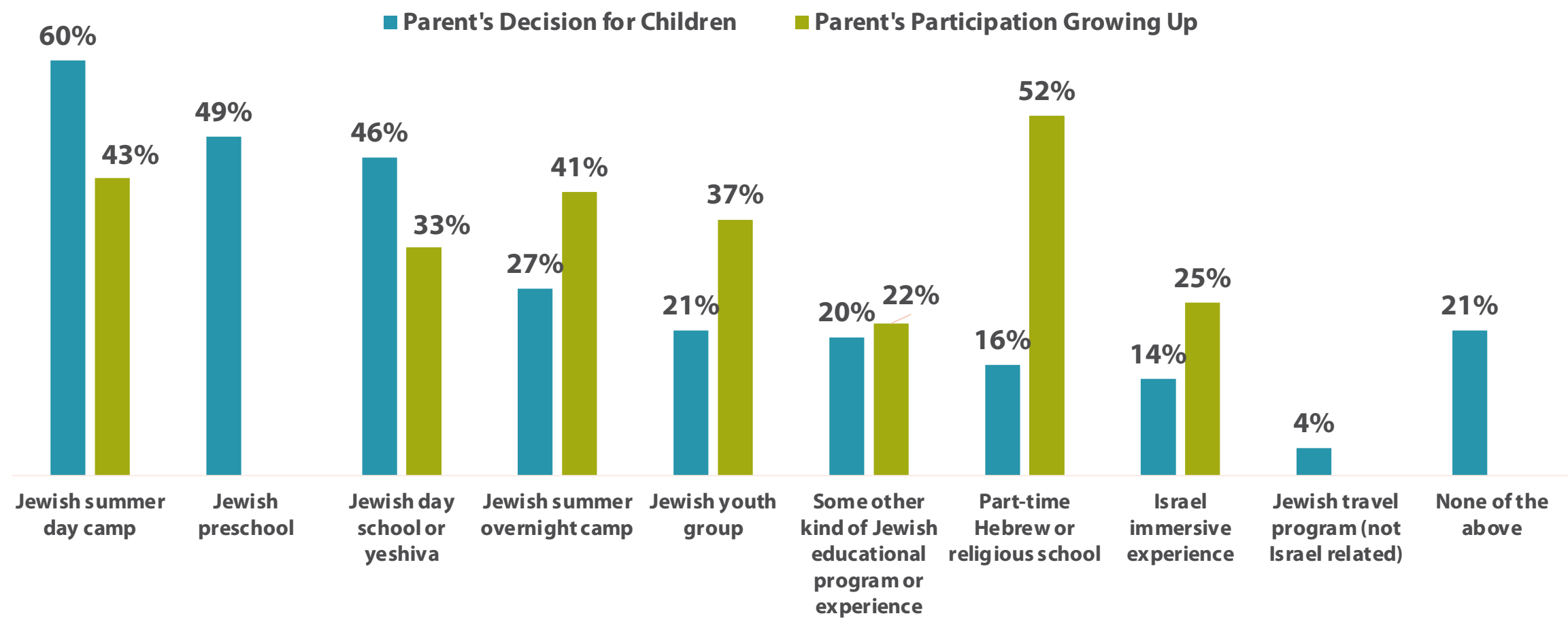
Competing priorities and time constraints are main barriers to engagement in Jewish learning, though other logistical factors (time, location, topics, cost) can be overcome.

56% Across
Communities
Surveyed



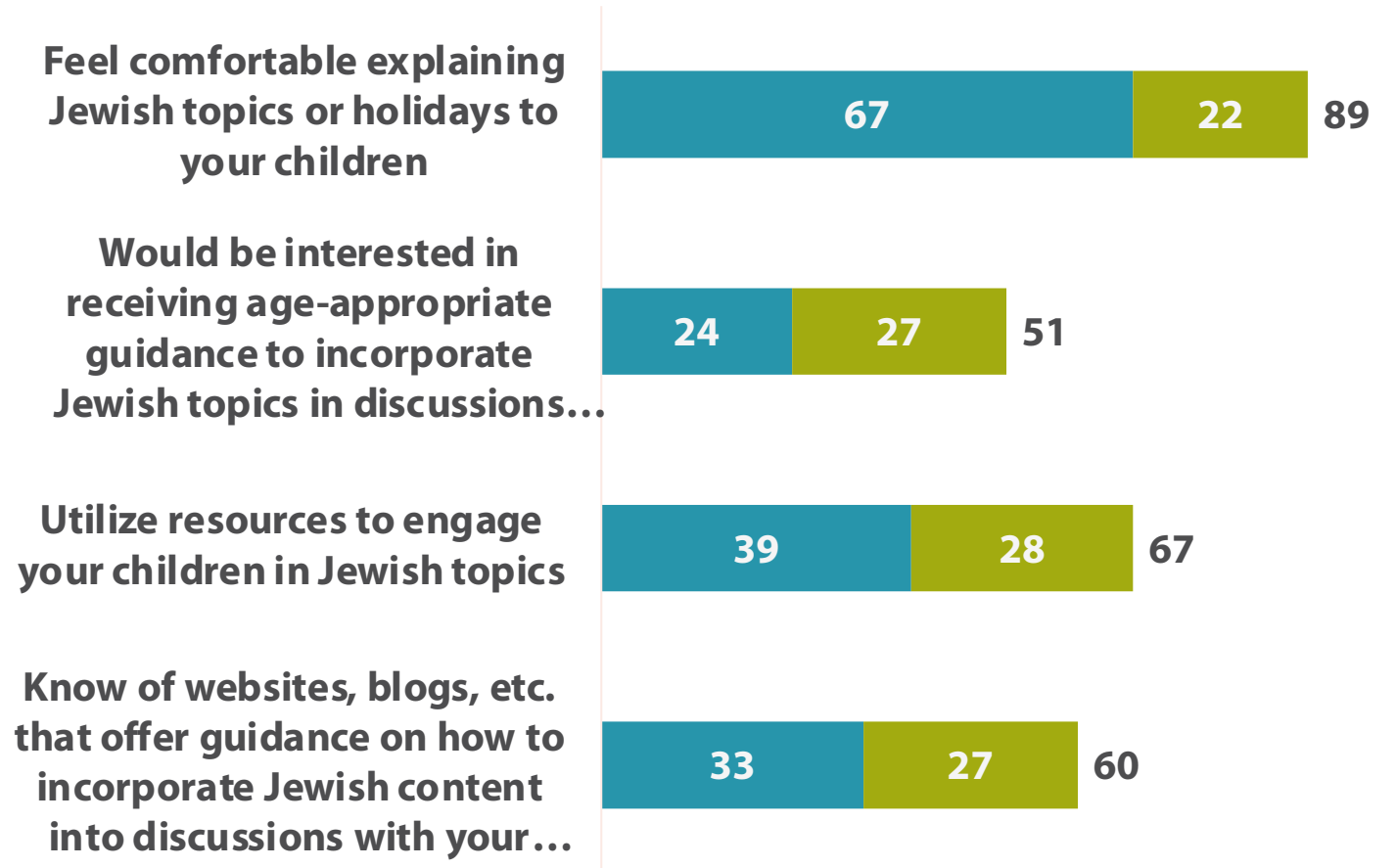
Parents

Parents are making different choices for their children's education than their experiences growing up.

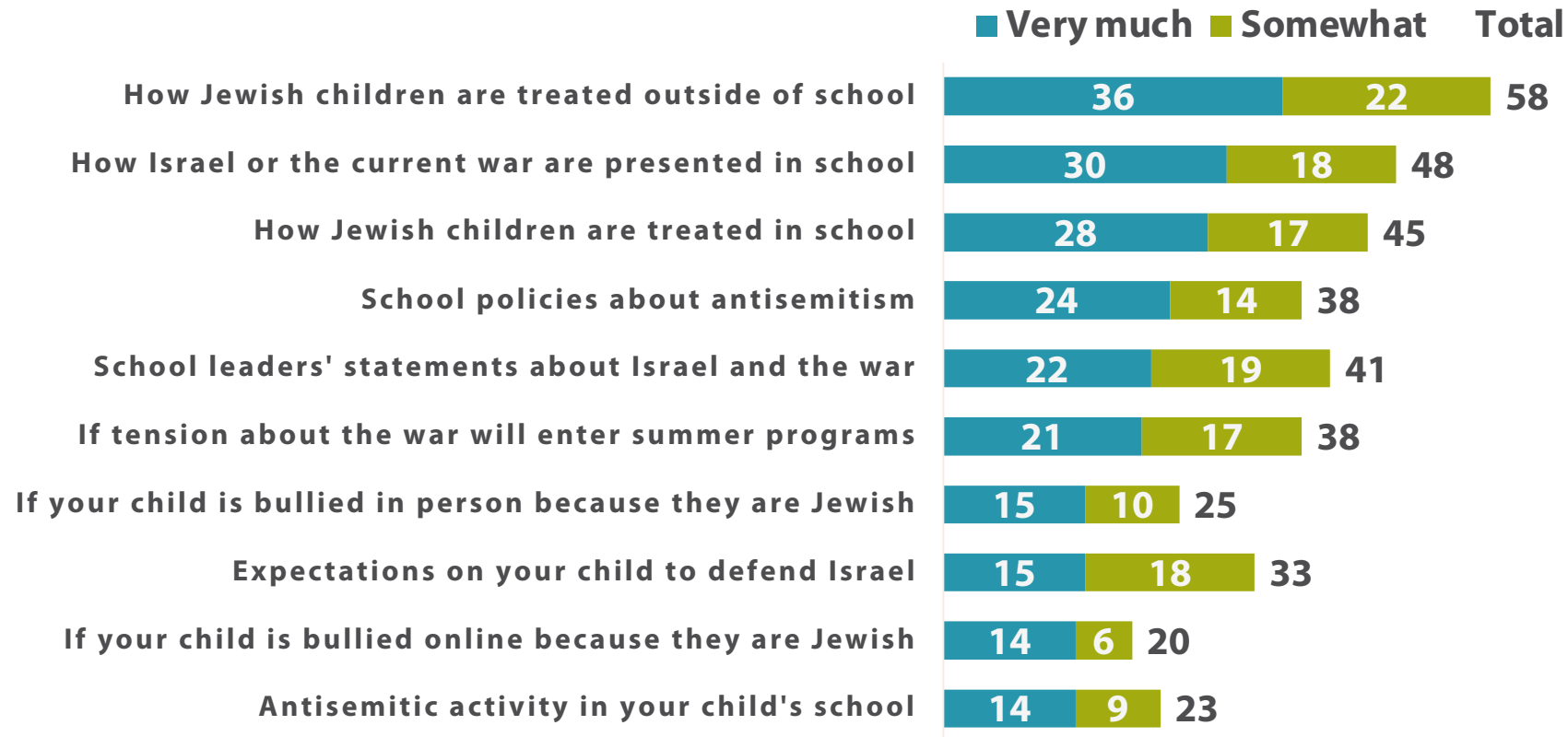


*Parent participation includes Birthright and other Israel Immersive experiences

Most parents feel comfortable discussing Jewish topics with their children and many are interested in additional resources and guidance to enhance these discussions.

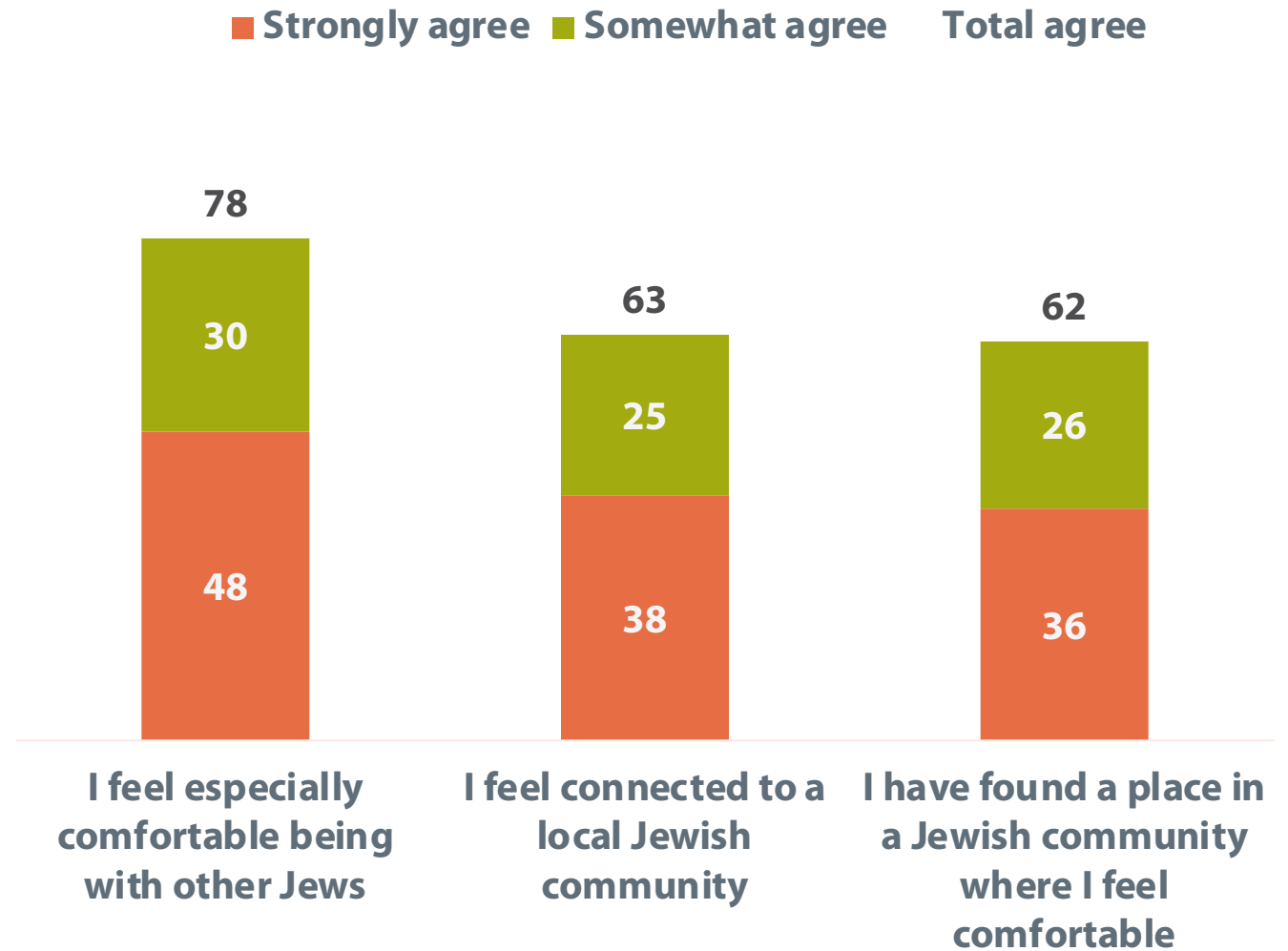


Parents express a range of school-related concerns for their children, with top worries including how Israel and the current conflict are presented and how their children are treated both inside and outside of school.

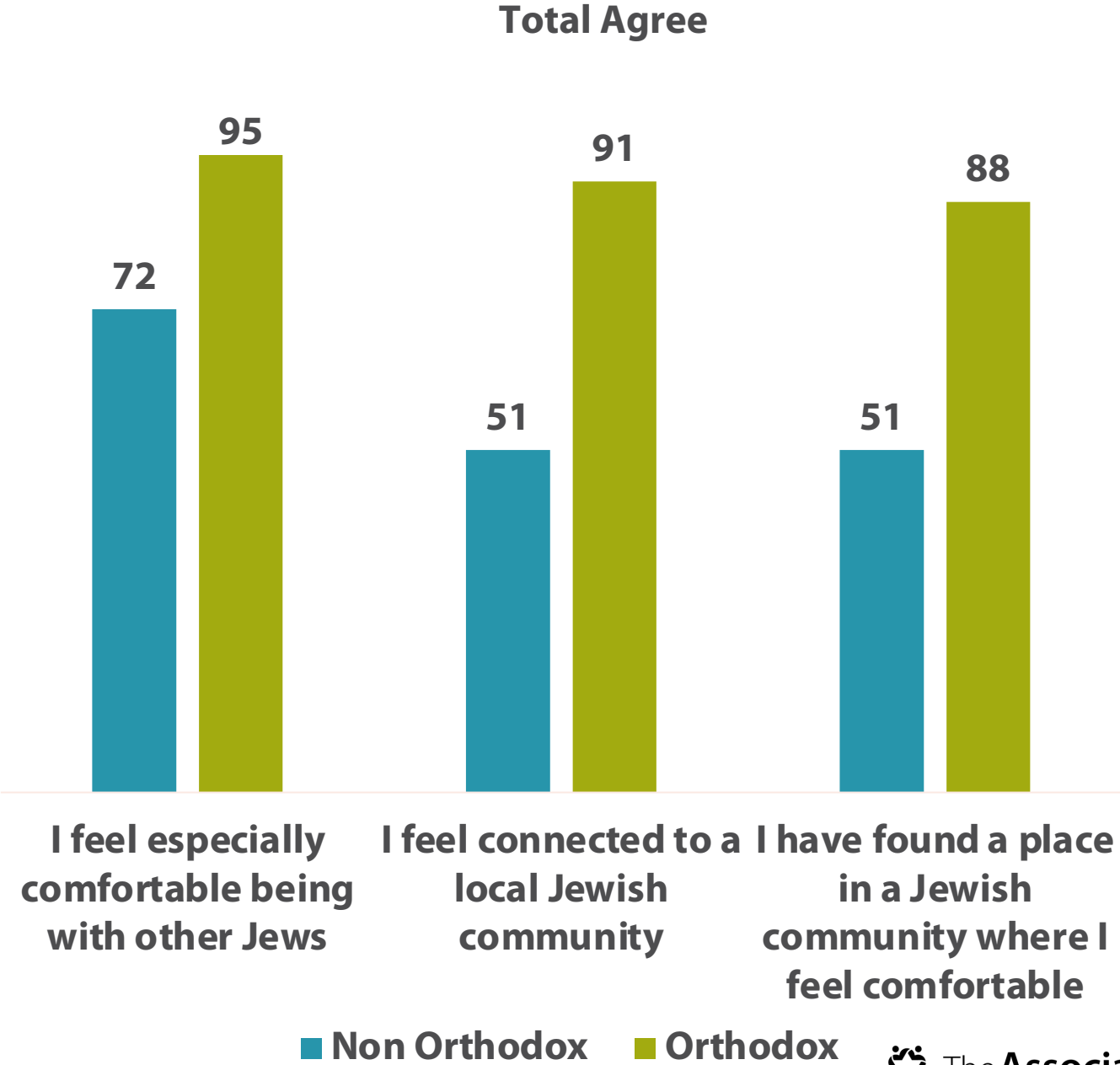


Belonging

People feel more comfortable spending time with other Jews but do not feel as connected to the larger community.



Orthodox community members are more likely to feel a strong connection to local Jewish community.



While a majority are comfortable when they show up in Jewish settings, there is opportunity to increase peoples' sense of belonging through creation of more programming geared toward community diversity.



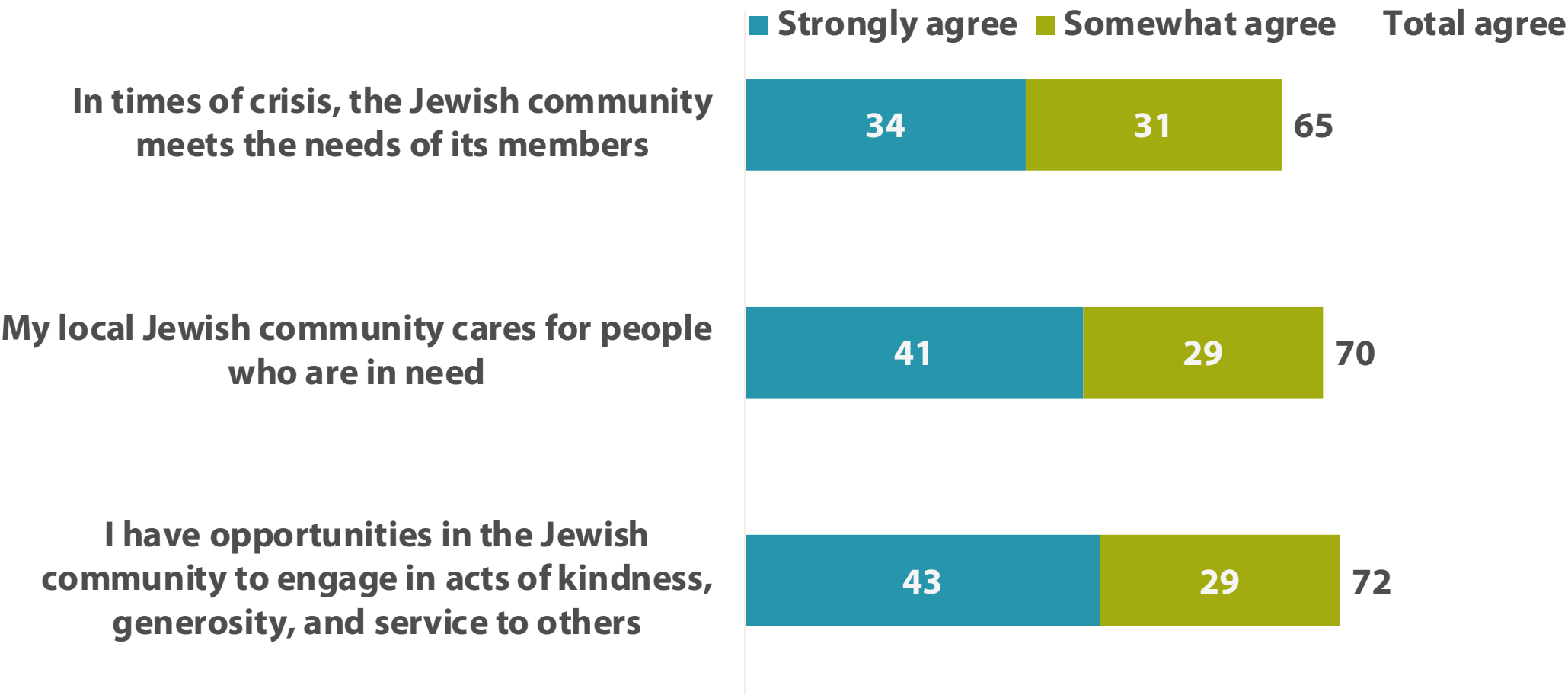
Healthy & Caring

Many Jews have strong personal support systems but are unsure where to turn in the Jewish community when facing mental or physical health challenges.

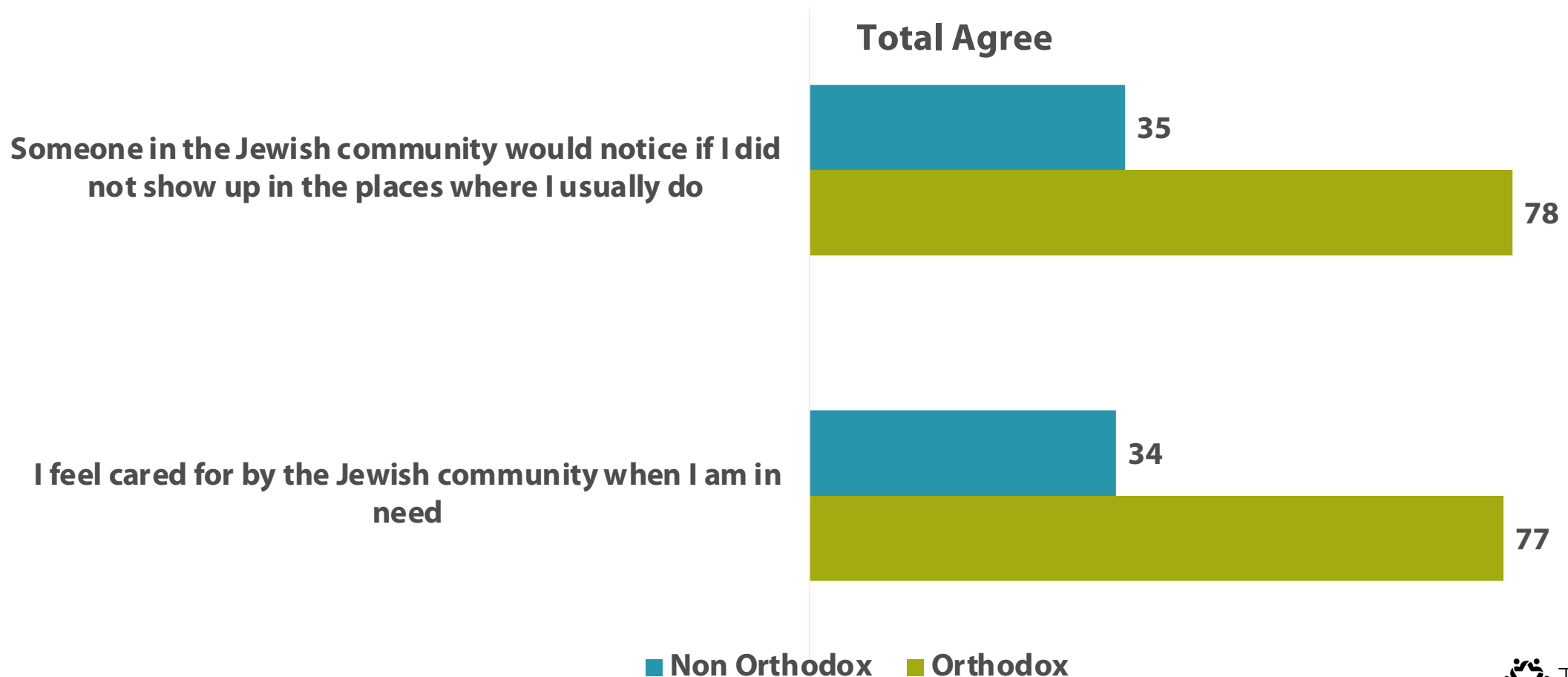
■ Strongly agree ■ Somewhat agree Total agree



The Baltimore Jewish community is perceived as charitable and caring...

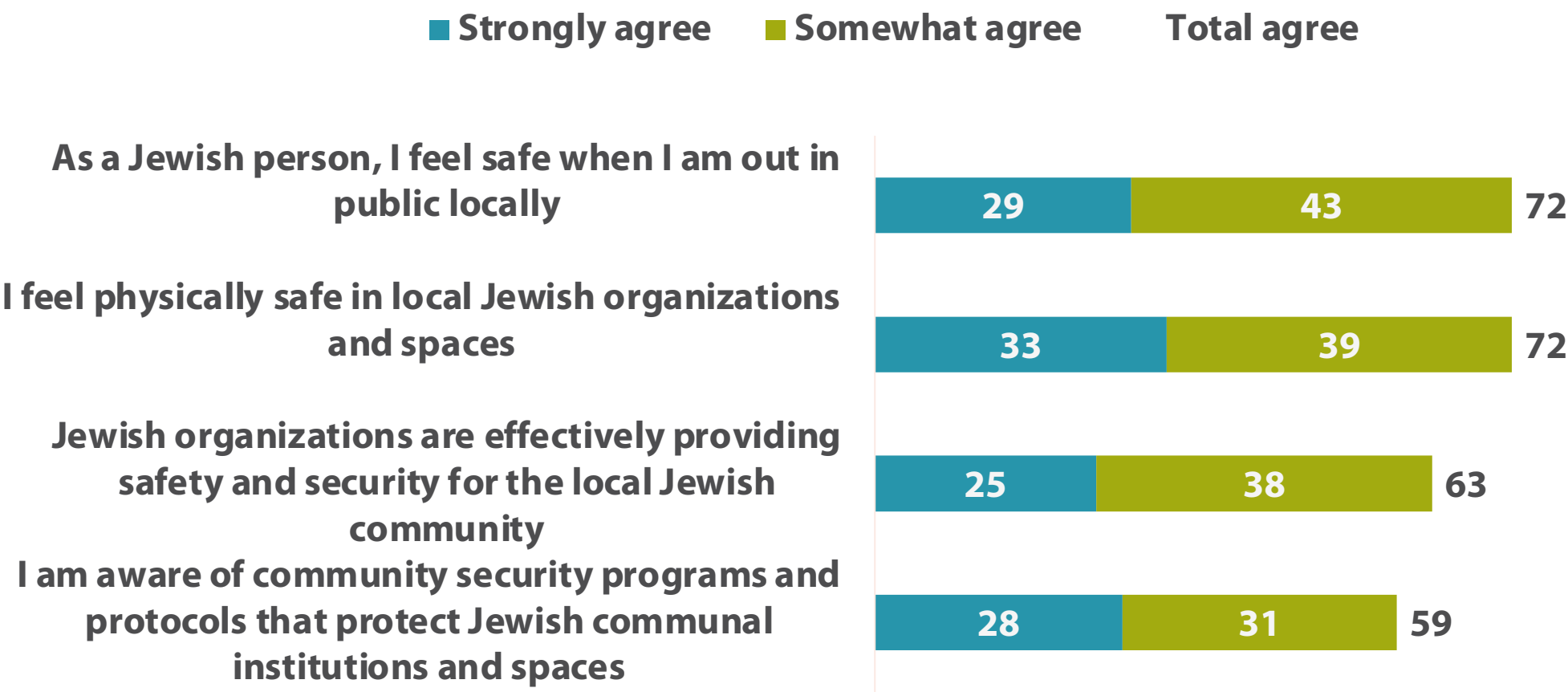


...but individuals feel less cared for personally when they are in need; awareness of existing programs can help strengthen this sentiment.



Safety: Organizational and Personal Security

Most Jews feel safe in public and in Jewish organizations; they give credit to their local Jewish institutions for providing effective safety measures.



Baltimore is significantly ahead of the curve nationally for awareness of antisemitism and security resources.



55%



46%

Know where to turn in the Jewish community if they are the target of antisemitism

59%

39%

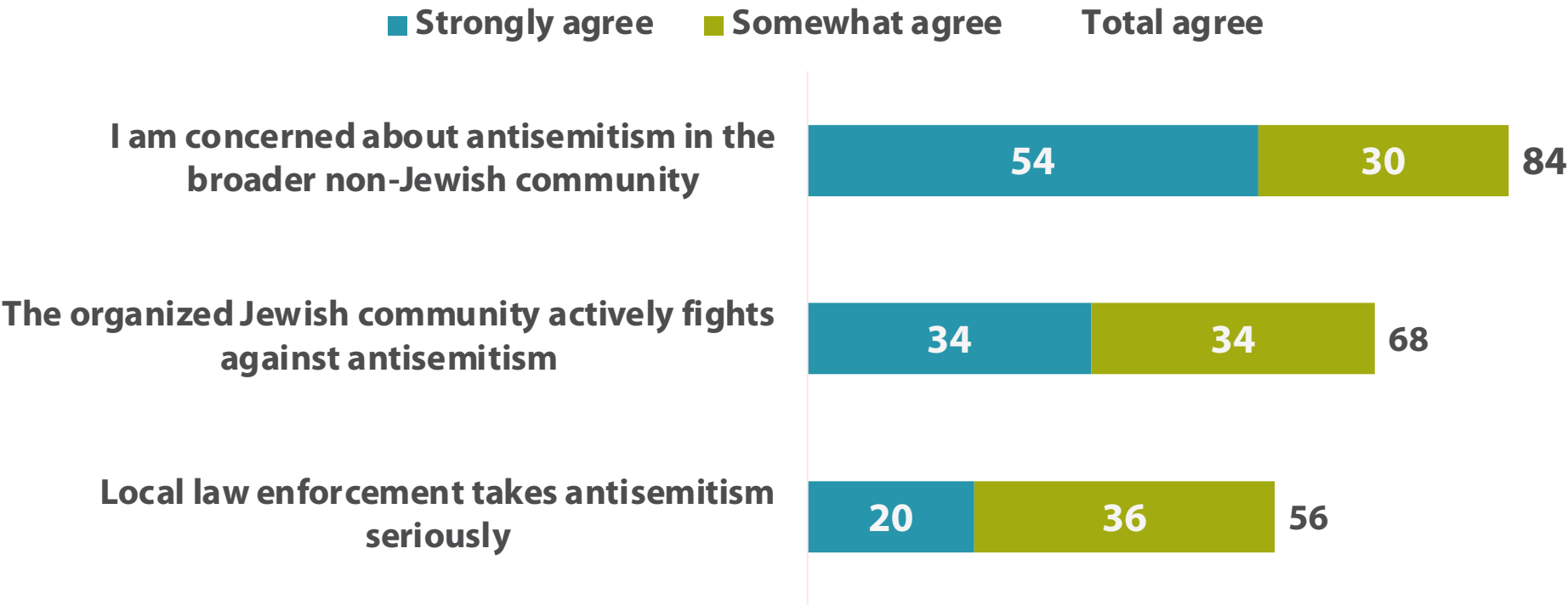
Are aware of the specific community security programs and protocols that protect Jewish communal institutions and spaces

Active: Antisemitism and Community Action

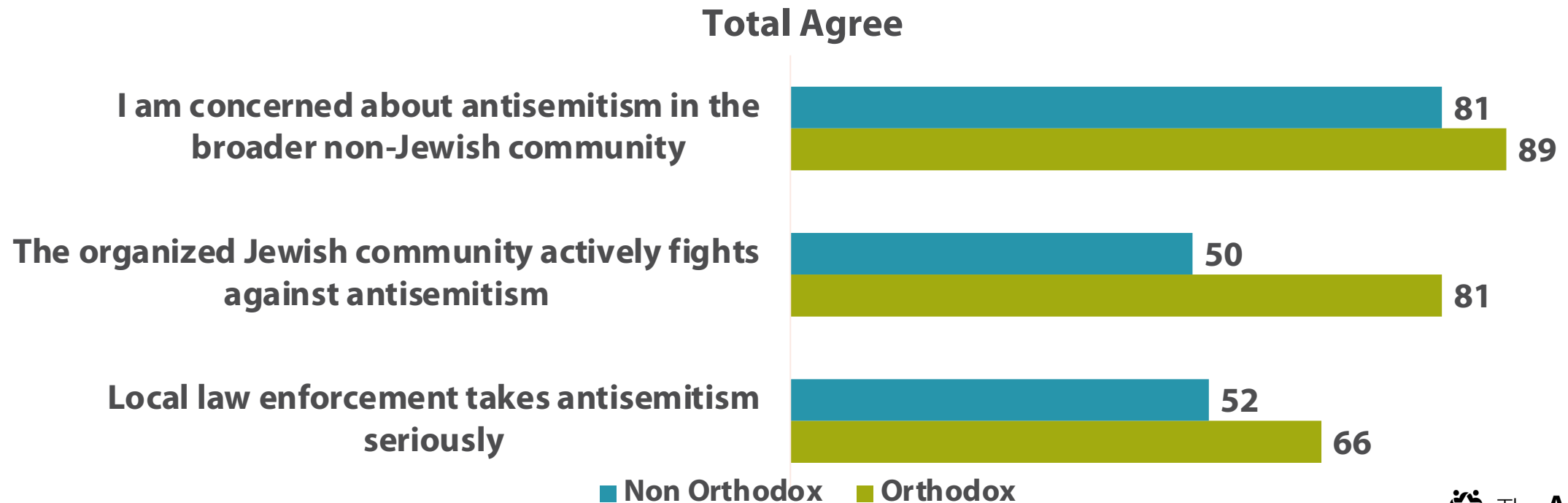


84% of Jews in Baltimore are
concerned about antisemitism in the
non-Jewish community.

In Baltimore, concerns about antisemitism are high; while people generally feel that the community actively fighting antisemitism, fewer are confident about local law enforcement.

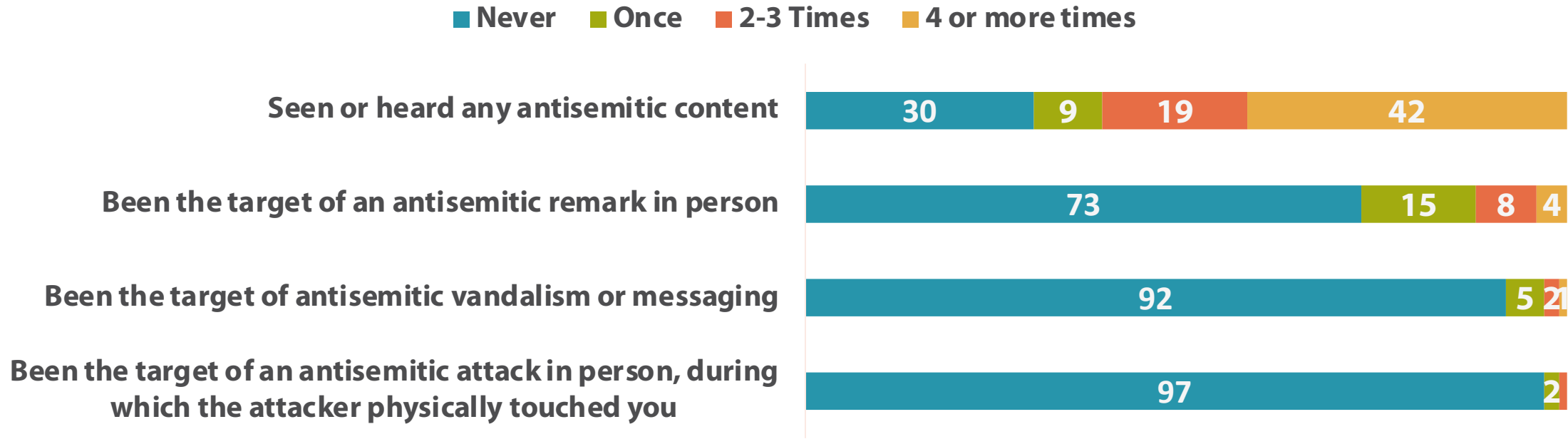


Across the community, concerns about antisemitism are high; while people generally feel similar about local law enforcement, the Orthodox community is more confident in the organized Jewish community's ability to fight antisemitism.

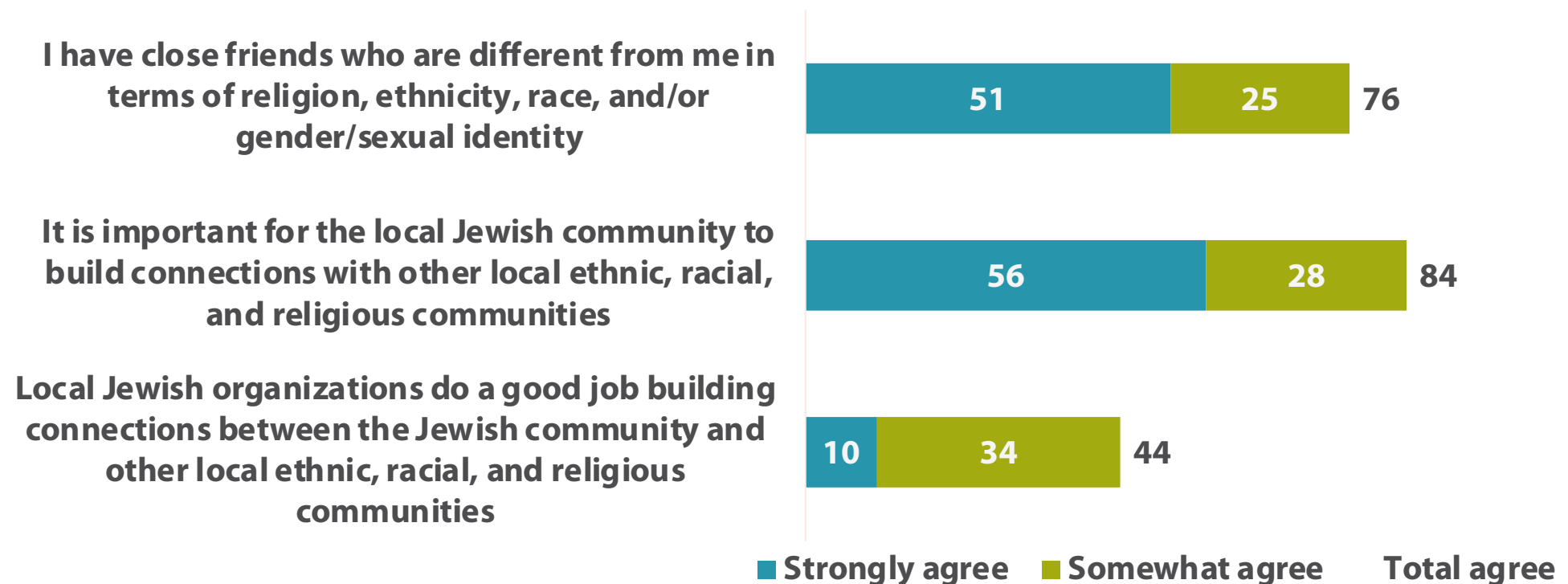


Most Jewish individuals in Baltimore have encountered antisemitic content in some capacity, vandalism and physical attacks rarely occur.

Antisemitic Experiences in Last 12 Months



Given the strong support in Baltimore for building connections across diverse communities, more can be done to demonstrate the work organizations are putting into building those connections.



It is also important to show how organizations are advocating on behalf of the community.

I know some of the issues that local Jewish organizations advocate for on the local, state and/or federal level



The positions that local Jewish organizations take on local, public, and civic issues align with my own positions on those issues



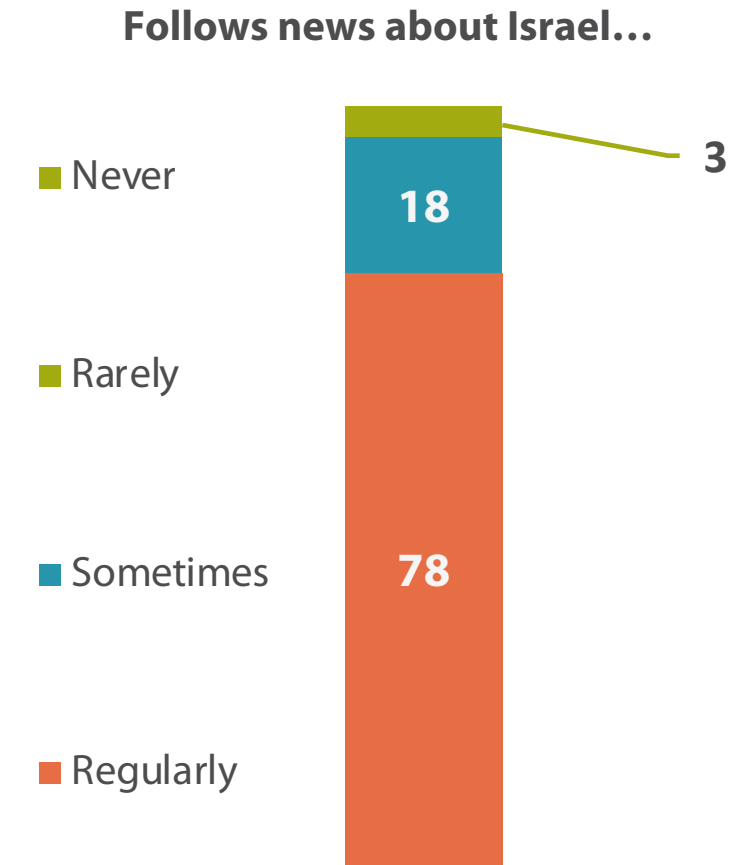
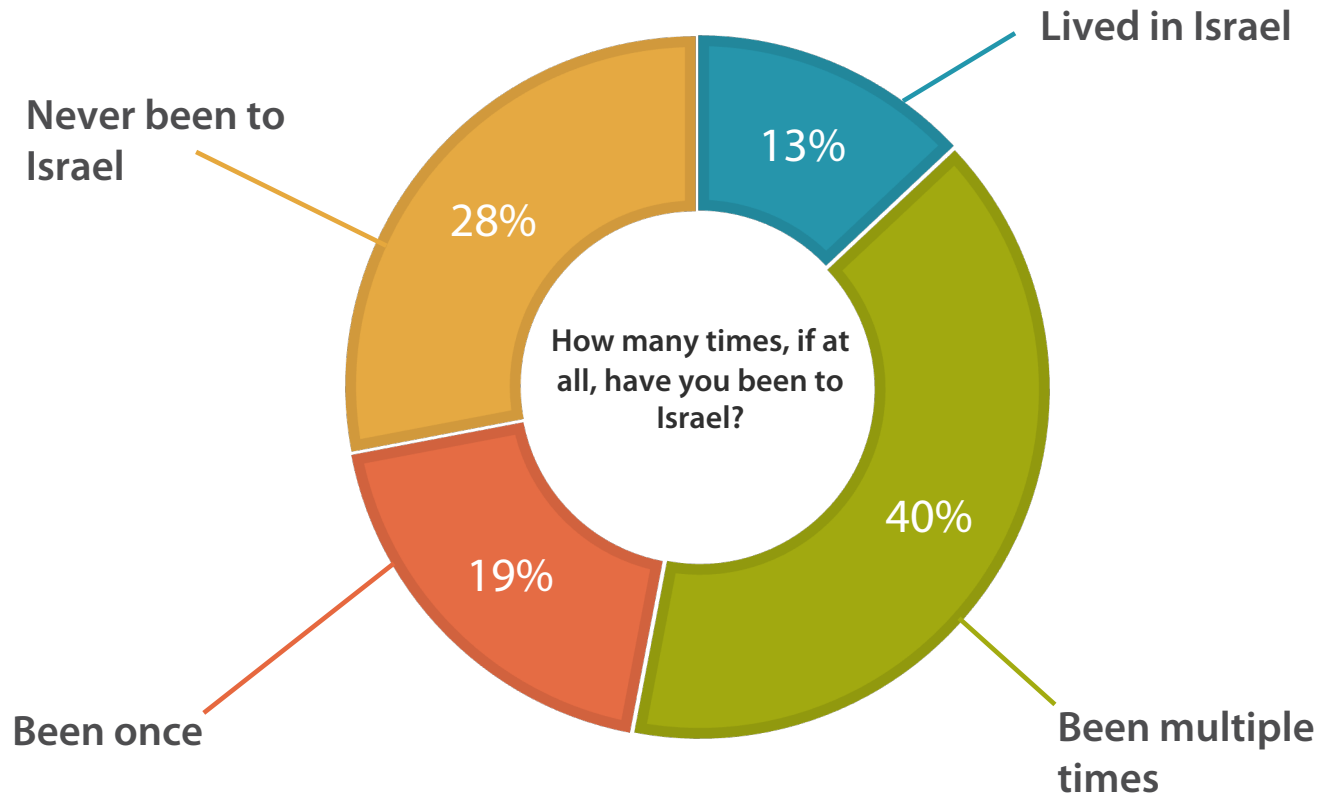
Local Jewish organizations do a good job representing the Jewish community in local, public, and civic issues



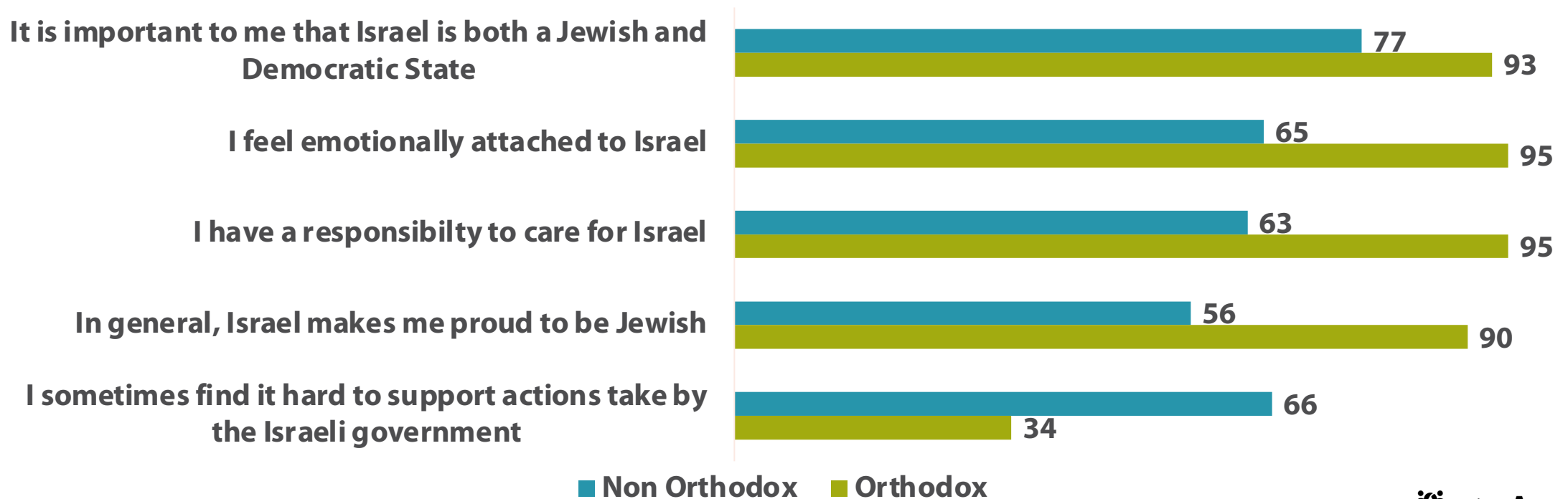
■ Strongly agree ■ Somewhat agree ■ Total agree

Connected to Israel & Global Jewry

Over half of Baltimore's Jewish individuals have visited Israel at least once, and the majority actively follow news related to the country.



Support for Israel is high across Baltimore and more pronounced in the Orthodox community. Non-Orthodox community members are more likely to sometimes find it difficult to support Israeli government actions.



**For 1 in 4 Jews in
Baltimore,
conversations about the
War are negatively
impacting community
engagement and
belonging**

19%

**Feel like if they shared their
views on Israel in their
Jewish community they
would not be welcomed.**

25%

**Feel like the American Jewish
community is so divided on
the issue of Israel and the War
that they're having trouble
finding where they belong.**

Jews in Baltimore are divided on the challenge of how the Jewish community is handling the topic of Israel.

32% of Jews feel like the American Jewish community is **too hardline** in its support of Israel

38% of Jews feel like the American Jewish community **is not strong and outspoken** enough in its support of Israel

Jews have complex critiques of the conversation in the Jewish community on Israel.

26% **don't want to be in community** with other Jews who **disagree** with their views about Israel

28% of Jews are **tired of talking about the politics of Israel** in Jewish spaces

Those struggling with conversation around Israel are continuing to surge. Even if they are tired of the conversation, they continue to seek community. It is lack of knowledge that most keeps people away.

