



The PULSE of San Diego

Comparison of local data to JFNA's National Study

The Trends



- Increased Attendance / Participation
- Engaging New Participants
- Significant Increases in Budget for Security
- Focusing on Wellbeing

In San Diego:



59% of organizations reported an increase in people served

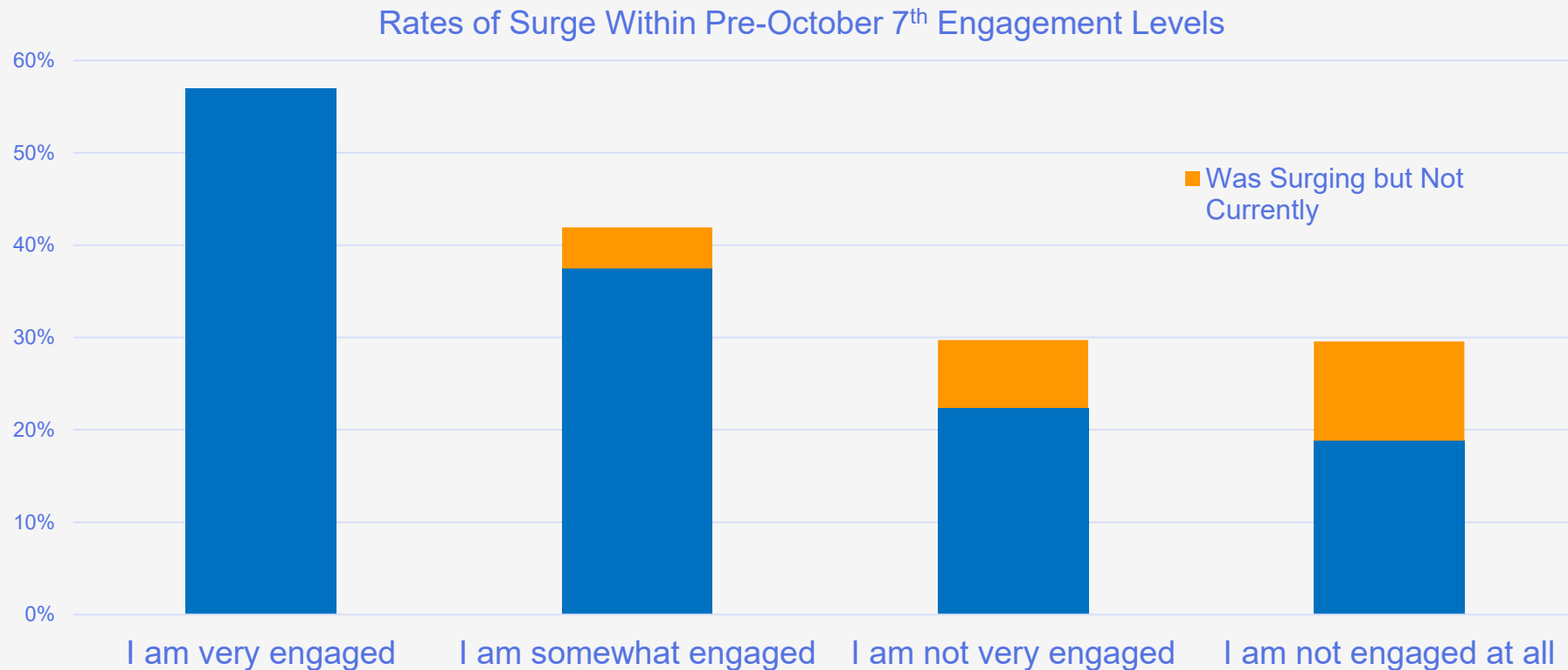
72% reported increased attendance / participation

Increased
Attendance &
Participation



In 2024, nationally, 43% of the Jewish community was seeking to or engaging more in Jewish life.

Today, 31% of the Jewish community is Surging.





Individuals who increased engagement post October 7th
are

**more than TWICE
as likely**

to report* that they are part of the Jewish community in
their area today.

*Respondents strongly agree or agree to the statement “I feel like I am part of the Jewish community in my area”

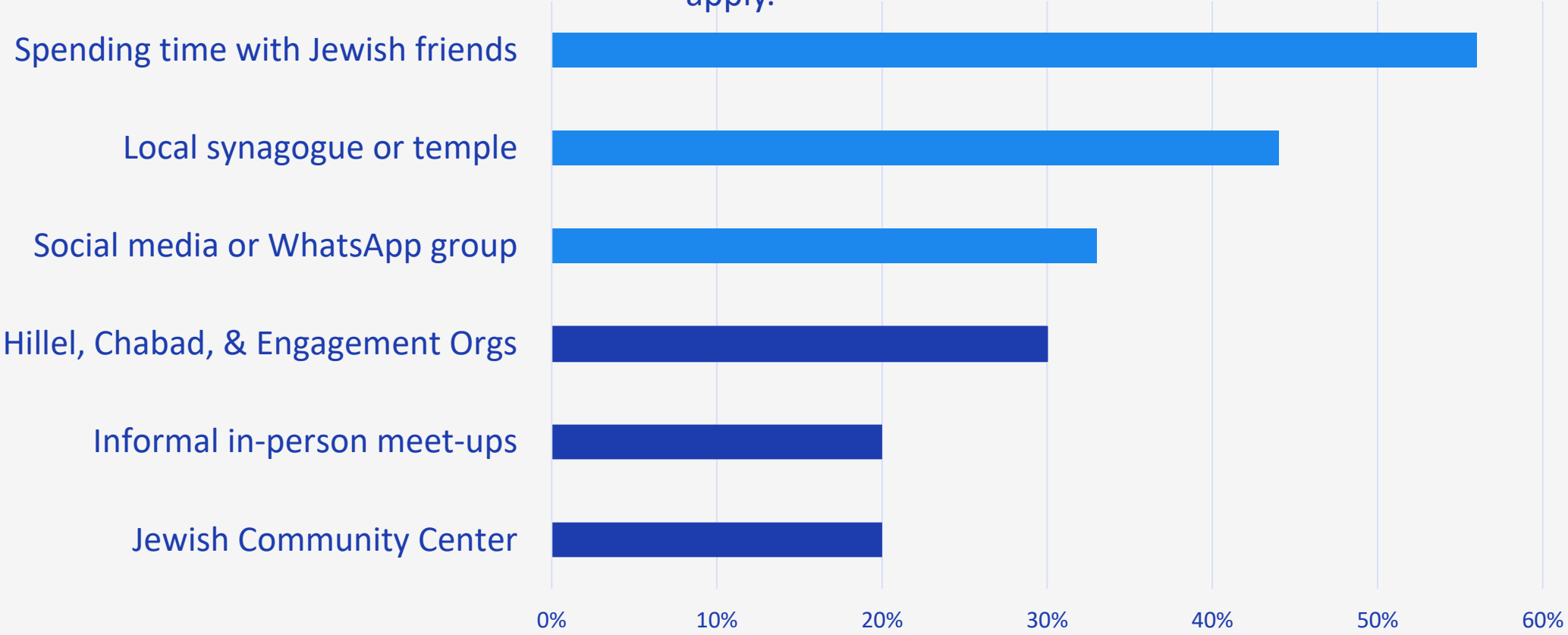
Controlling for engagement levels before October 7th, and demographics: age, race, gender, marital status, financial status, having children, political ideology, and denominational identification

The Surge is
connecting
individuals to
local Jewish
communities

Those engaging more with community are spending time with Jewish friends, showing up to their local synagogue, and connecting on social media.



Which best describe the organization(s) or group(s) you engaged with. Please select all that apply.



New Participants

In San Diego:



New programs were introduced for young adults, teens, and families.

Organizations report stronger sense of community and increased involvement across age groups.

54% of organizational leaders report that 35-49 year olds are showing up more than others.



Individuals across life stages are showing up in the Surge, with **Mid-Life** and **Young Adults** still the largest segments.

Life Stage	Without "Very Engaged"	
	2024	2025
18-34 Single	21%	22%
18-34 Married	12%	5%
18-34 With Children	2%	7%
35-54 Single	6%	11%
35-54 Married	5%	5%
35-54 With Children	16%	10%
55-74 With Children	6%	2%
55-74 Mid-Life	25%	31%
75+	7%	7%
Total	100%	100%



The segments with the greatest surges proportionately today are Young Families and Young Adults

Parents with young kids have shown growth in the last year.

	2024	2025	Change
18-34 No Kids	52%	41%	-11%
Oldest Kid 0-5	37%	55%	18%
Oldest Kid 6-13	15%	40%	25%
Oldest Kid 14-17	43%	27%	-16%
35-54 No Kids at Home	31%	27%	-4%
55-74 No Kids at Home	28%	26%	-2%
75+	19%	15%	-4%
Overall	43%	31%	-12%

Security & Sense of Safety

In San Diego:



\$7M

collectively spent on security,
reported

41%

of organizations are spending
10%+ of their budget on security

84%

of leaders are confident in their
organization's ability to respond to
antisemitic threats



70%

of Jews still feel
physically safe in
local Jewish spaces*

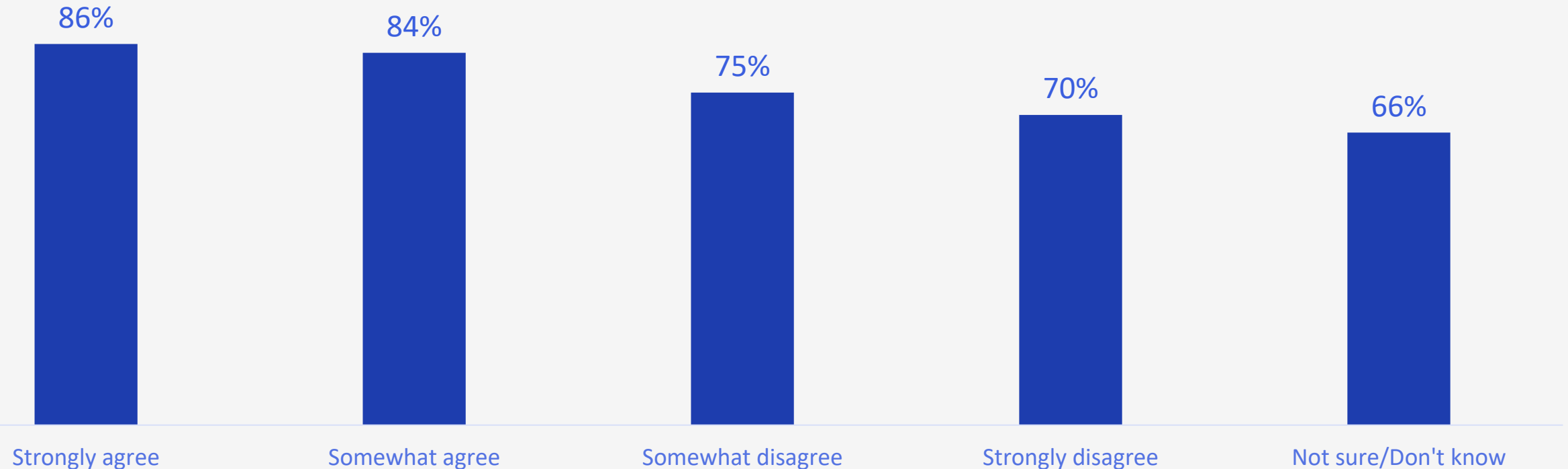
As of March 2025,
rising antisemitism
has not stopped
Jews from engaging
more with Jewish
community

*No meaningful change from 2024



Knowledge of security precautions make people feel safer in Jewish organizations.

Percent who feel safe in local Jewish organizations and spaces by their awareness of community security programs.



Margins from logistic regression controlling for demographic variables as well as experiences of antisemitism

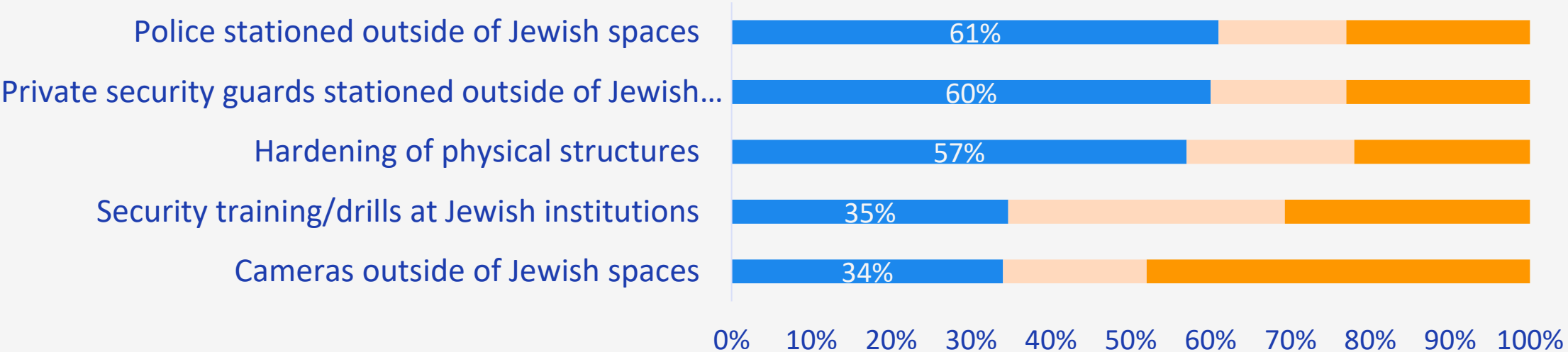
60% of Jews say that security precautions taken by the Jewish community make them feel safer.



Police, security guards, and hardening of buildings are perceived as the most effective.

How safe do each of the following security precautions make you feel?

■ Safe ■ Don't know about it ■ Not safe



Focusing on Wellbeing

In San Diego:



69% of organizations report staff turnover is stable

90% report increased stress and mental health among constituents

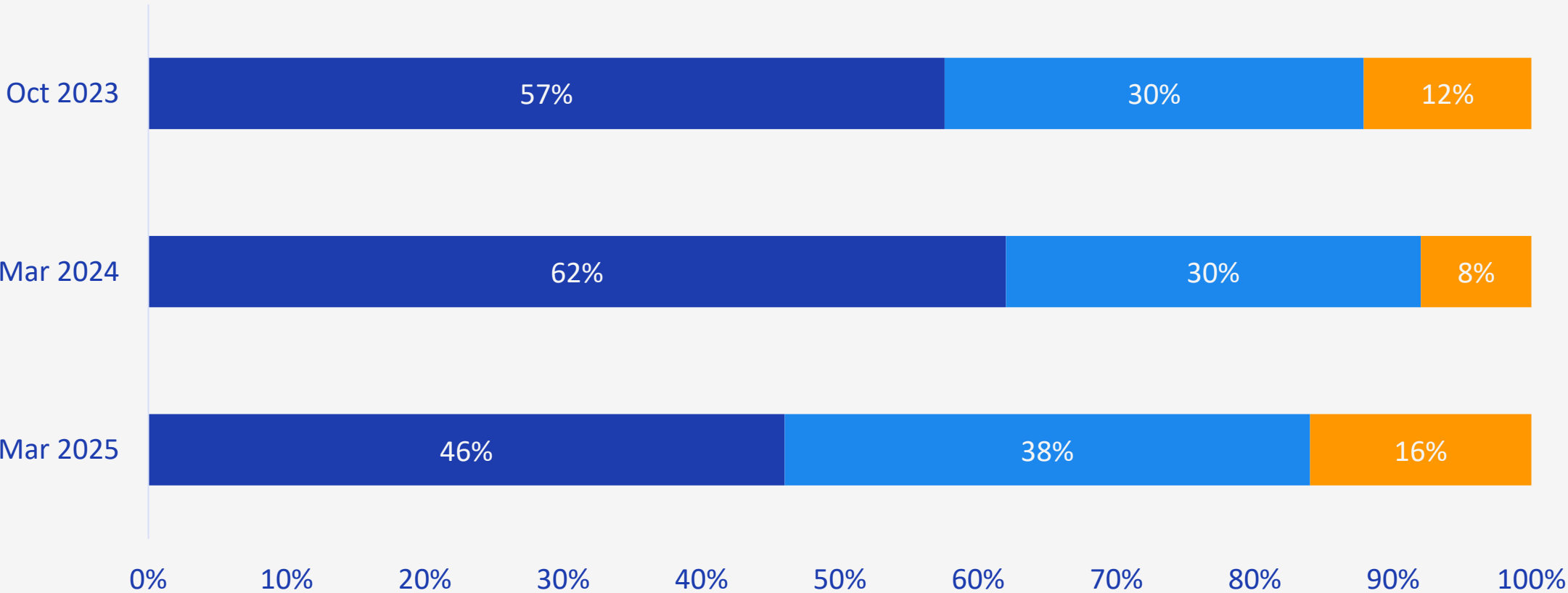
98% report increased concern about antisemitism

American Jews continue to feel emotionally impacted since 10/7



How much, if at all, is the news about the war between Israel and Hamas emotionally affecting you?

■ A great deal ■ Somewhat ■ Not much/at all





79%* of Jews are concerned about
antisemitism in
the non-Jewish community

*11% less than the same time last year



Still, for 1 in 3
Jews,
conversations
about the War are
negatively
impacting
community
engagement and
belonging.

35%

feel like if they shared their
views on Israel in their Jewish
community they would not
be welcomed

29%

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

San Diego in Context



The Good News:

San Diego's Jewish community continues to surge, with sustained engagement and participation—highlighting how timely and relevant this moment is to the broader conversation about Jewish identity, belonging, and communal vitality.

The Opportunity:

As national trends begin to show signs of a declining Surge, this is a critical window to act to ensure continued growth in San Diego.

Thank you!



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