

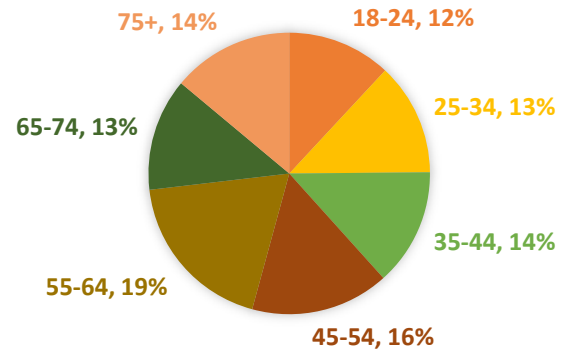


TRENDS FROM RESPONDENTS: CENTRAL AREAS

ABOUT CENTRAL AREA RESPONDENTS

- Central areas are defined as Hartford, Bloomfield, Windsor, and West Hartford. Within the region, there are occasional differences in response that may be useful but are beyond the scope of this summary. A more detailed analysis is available on request.
- Among all respondents who are aged 35-44, 75% of them live in the Central Areas.
- Respondents in the Central areas are quite evenly distributed across ages, remarkably.
- 20% of Central Area respondents are single; 12% divorced or widowed and 68% married or living with a partner.
- 91% of Central area respondents said that both of their parents are/were Jewish.

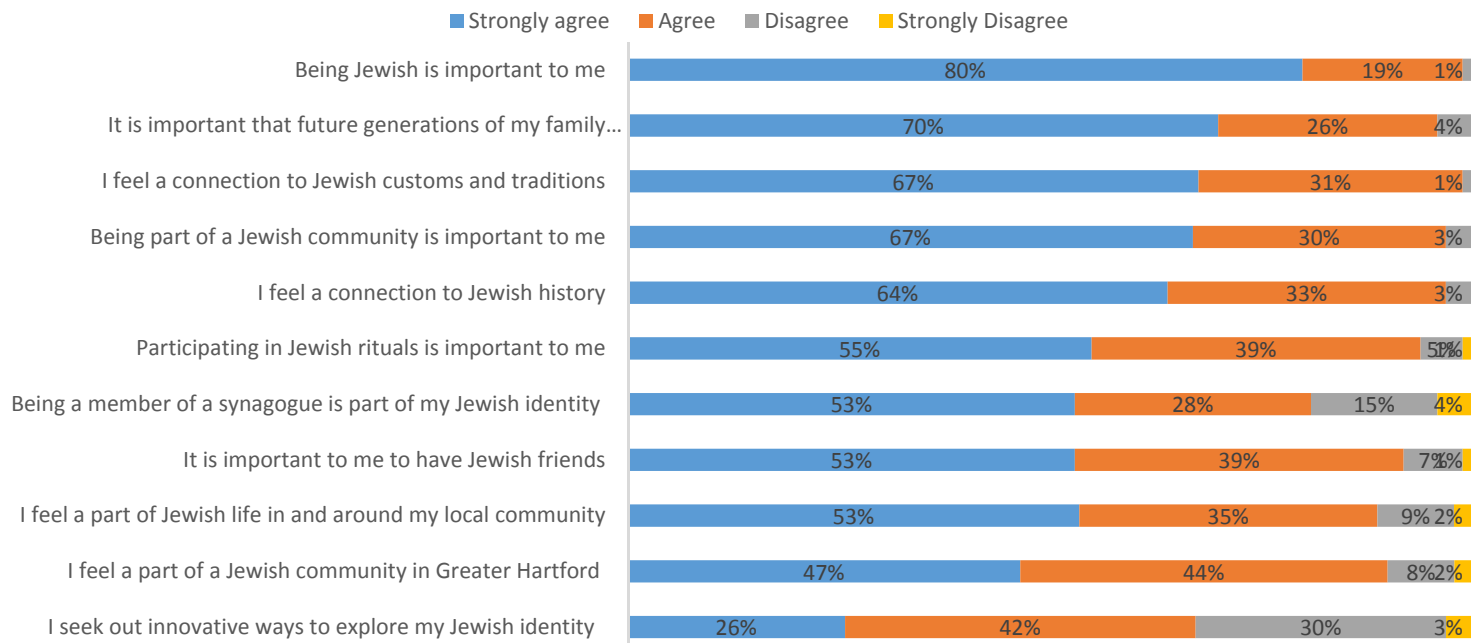
AGE, CENTRAL AREAS
(Base: Respondents Living in Central Areas, N=814)



JEWISH IDENTITY AND ENGAGEMENT: ATTITUDES AND BELIEFS

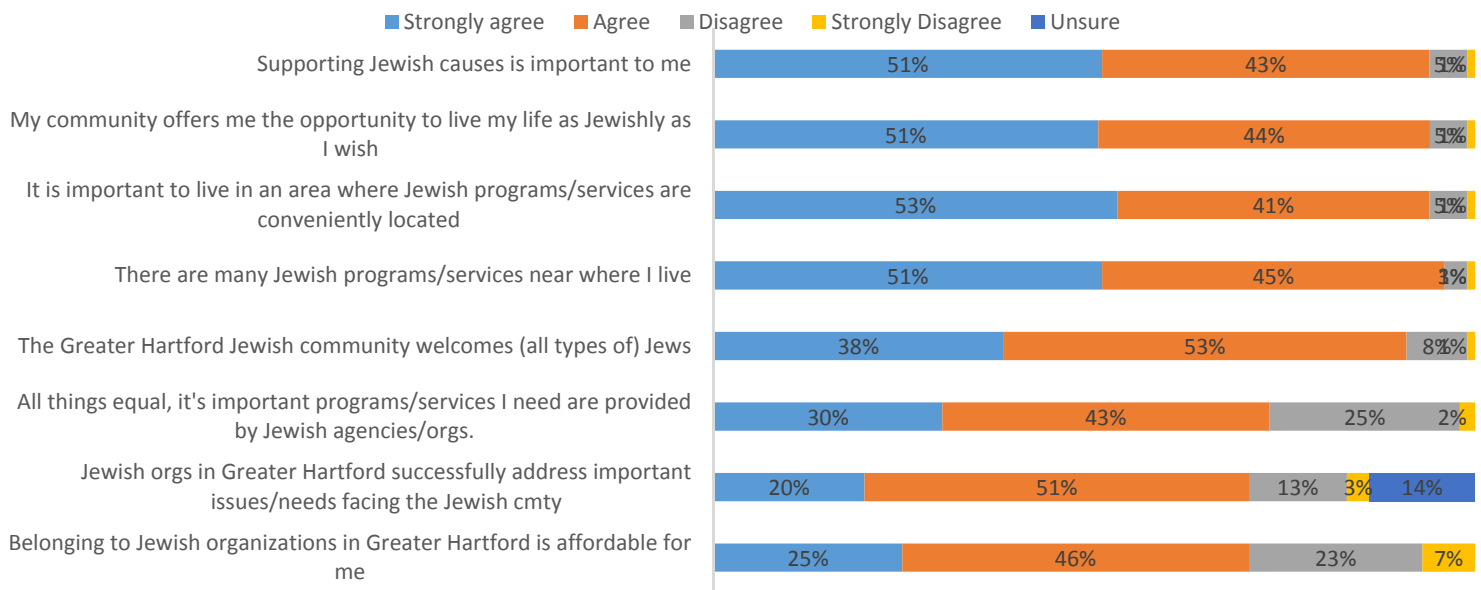
Residents in the Central areas tend to connect strongly with Jewish values and feel a sense of Jewish identity. Generally, fewer respondents seek innovative ways to explore Jewish identity.

Attitudes and Beliefs (Base respondents: Respondents living in the Central areas, n=814)



- Affordability is a concern for respondents relative to the other statements evaluated below.

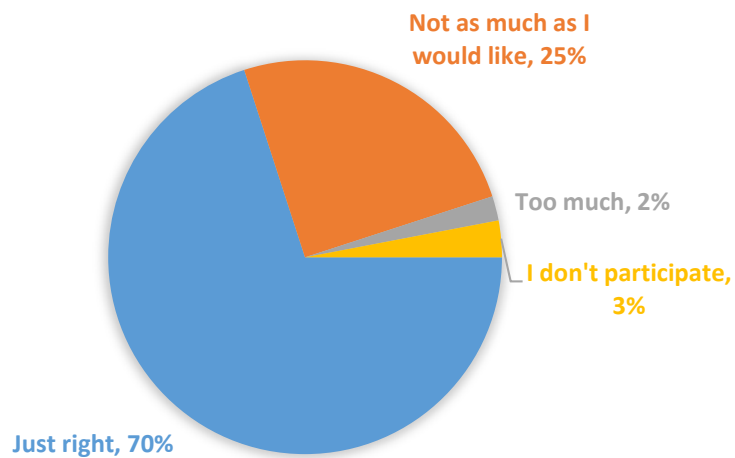
Attitudes and Beliefs about Jewish Community
(Base respondents: Respondents from Central areas, n=814)



PARTICIPATION

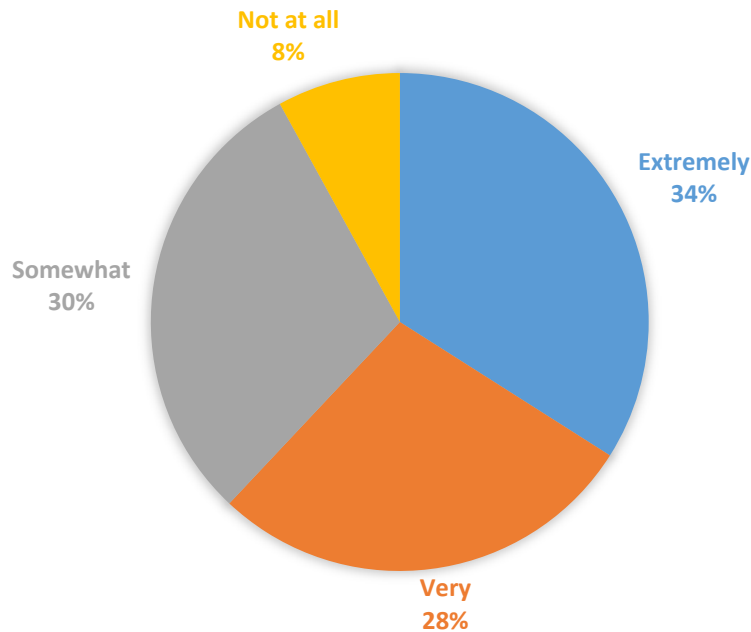
A higher percentage of respondents who live in the Central areas said their participation in the Jewish community is “just right” compared to all other regions. Still, 25% say they would like to be more involved.

HOW WOULD YOU RATE YOUR LEVEL OF PARTICIPATION IN THE JEWISH COMMUNITY?



HOW CONNECTED ARE YOU TO ISRAEL?

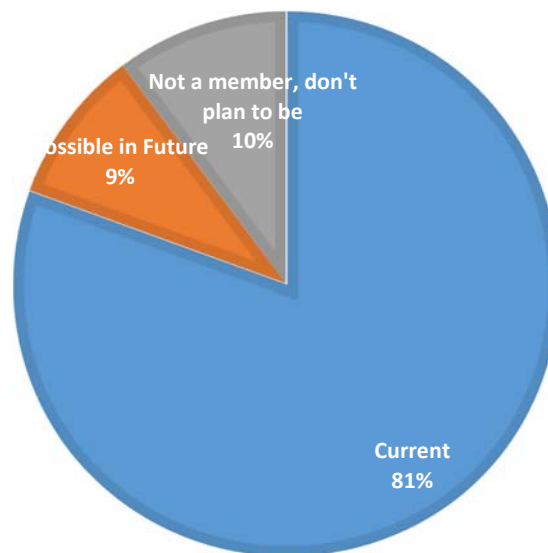
(BASE RESPONDENTS: RESPONDENTS LIVING IN CENTRAL AREAS, N=814)



- A higher percentage of respondents from Central areas replied “extremely attached” to the question “How emotionally attached are you to Israel?” (34%) than other areas.
- Approximately eight in ten Central area respondents have been to Israel, while two in ten have never traveled there.

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, CENTRAL AREAS



- The percentage of Central area respondents who are currently synagogue members is much higher than other regions.

For more information or details on particular segments, please contact us at www.JMAPCT.org or by calling 860-523-7460. We will be happy to provide a customized report and/or the entire data set for those with advanced analysis capabilities.

- Location of the synagogue was important or very important to 90% of those current synagogue members, which is higher than other regions
- Friends and family belonging to a synagogue already was also more frequently noted as important by respondents in the Central areas than other regions (75% compared to 62% in the Valley and 59% East of the River).
- This group is generally very satisfied with their synagogues, especially in terms of location, rabbis and leadership and denomination. There is generally less satisfaction with programming (50% satisfied or very satisfied), which may be an opportunity.
- For more details about Central area residents and synagogues, please read the synagogue report and/or request a custom report.

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

Top 5 Attributes	%	Top 5 Programs & Services	%	Top 5 Institutions/People	%
Welcoming	58	Jewish education	79	Synagogue	78
Accepting of Differences in Religious Observance	46	Programming for young families	72	JCC	47
Inclusive	45	Successful fundraising	54	Jewish agencies	47
Affordable	44	Programming for Jewish singles	48	Jewish day school	43
Leadership	36	Programming for interfaith families	46	Leadership	39

Across Greater Hartford, respondents generally agree on three to five of the top five responses to the question, What is most critical for a healthy, vibrant, enduring Jewish community? The variations in response indicate important differences across regions, and highlight opportunities. For example, successful fundraising is in the Central areas top 5 programs and services, but did not rise to that level in other regions.

INDICATORS IDENTIFIED MORE OFTEN BY CENTRAL AREA RESPONDENTS

Respondents from the Central area note the following attributes in their top 5 more frequently than other regions: Knowledgeable of Jewish traditions and Torah (33%); philanthropic (23%); and innovative (22%).

Respondents from the Central area note the following institutions and programs/services in their top 5 more frequently than other regions: programming for Israel (45%); a Kosher market (35%); open support for Israel (35%); the Mikveh (17%); Jewish Day camp (14%), the Eruv (10%).