

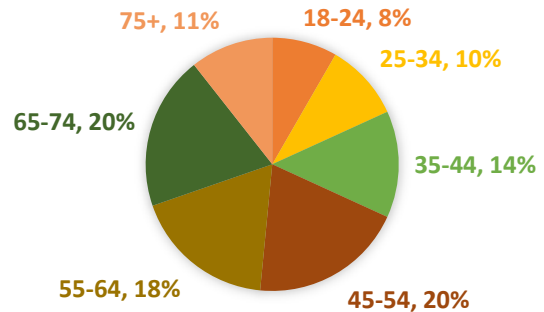


TRENDS FROM RESPONDENTS: EAST OF THE RIVER

ABOUT EAST OF THE RIVER RESPONDENTS

- Among all respondents with children, a higher percentage of respondents from East of the River have a child between the ages of 5-12 (80%) than any other region (mean of 54%).
- A higher proportion of respondents from East of the River have lived in their current home less than 1 year (16%) compared to other regions (next highest is 10%).
- A larger percentage of East of the River respondents moved to their current address from elsewhere in Connecticut (26%) compared to 15% average, 12% Valley.
- East of the River respondents reflect a bifurcation in age and stage, with a relatively large percentage of those 65+, and those with young families. These differing life stages are often evident in the data.

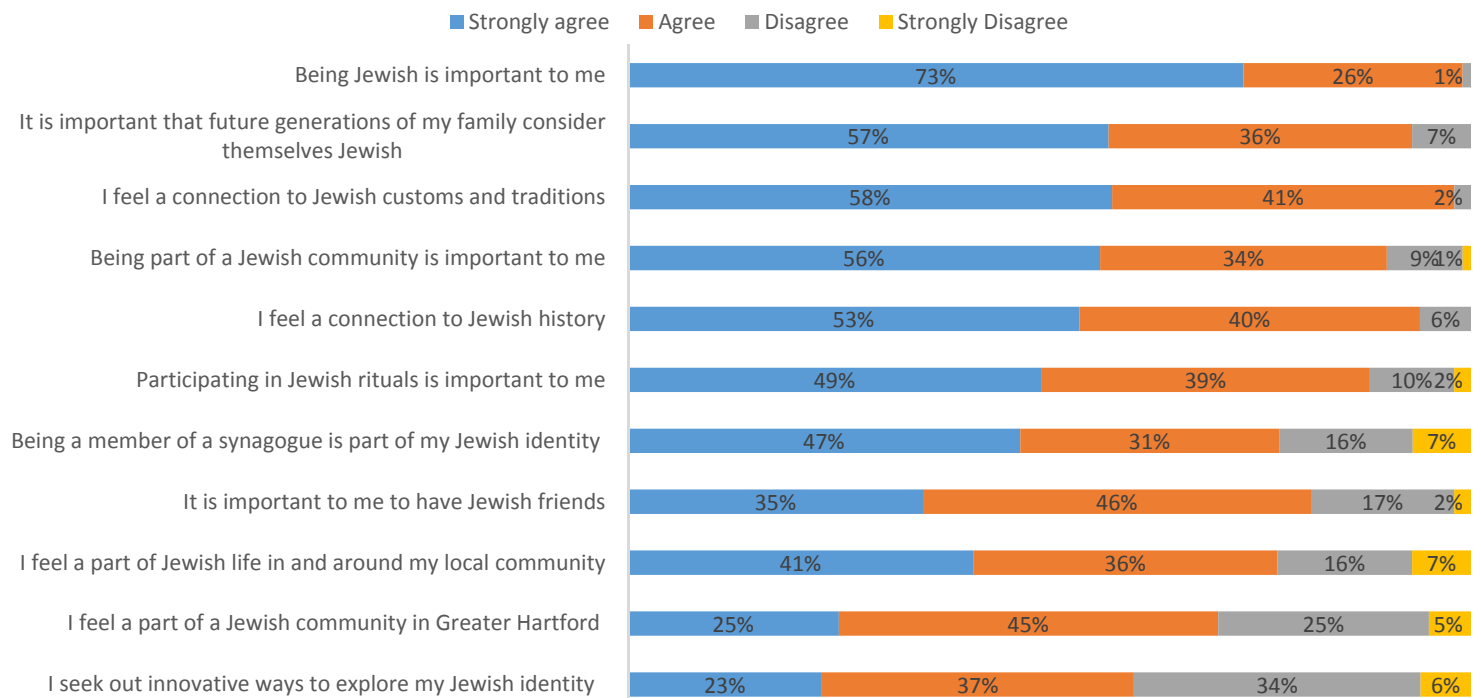
AGE, EAST OF THE RIVER
(Base: Respondents Living East Of The River, N=133)



JEWISH IDENTITY AND ENGAGEMENT: ATTITUDES AND BELIEFS

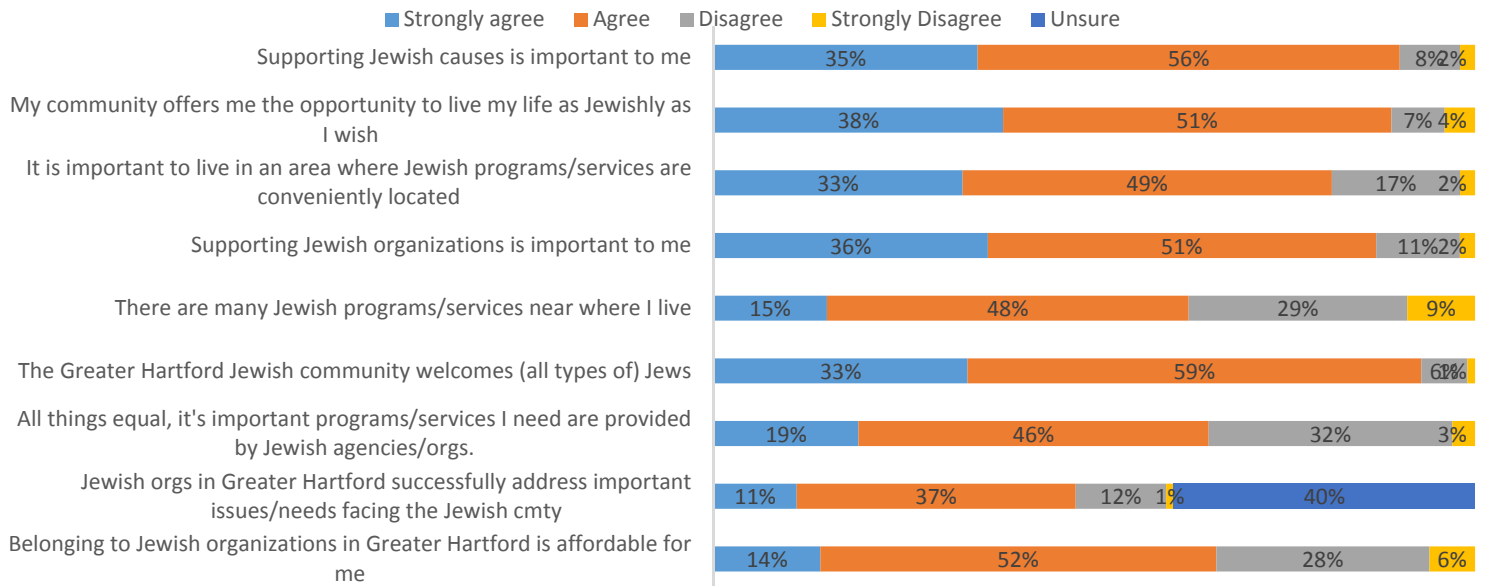
Residents living East of the River tend to connect strongly with Jewish values and feel a sense of Jewish identity. They are more likely to feel connected to a local Jewish community, and less likely to feel connected to a broader, Greater Hartford Jewish community.

Attitudes and Beliefs (Base respondents: Respondents living East of the River, n=133)



- Affordability is a concern relative to the other statements evaluated here. In addition, 40% of respondents said they were unsure how well Jewish organizations do to address the needs of the Jewish community.

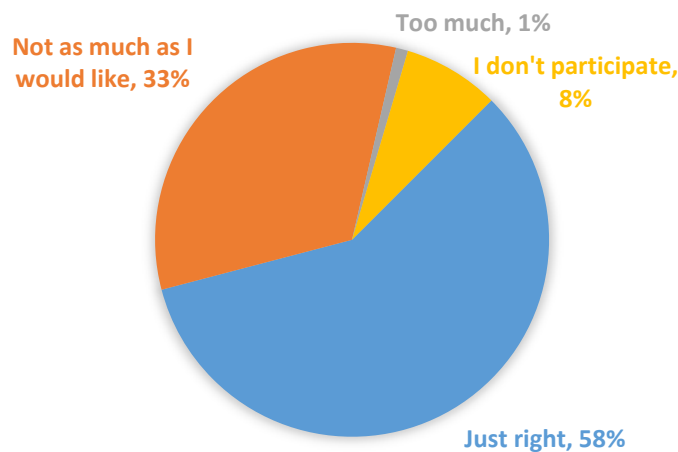
Attitudes and Beliefs about Jewish Community
(Base respondents: Respondents from East of the River, n=133)



PARTICIPATION

One-third of all respondents living East of the River would like to be more involved in Jewish community.

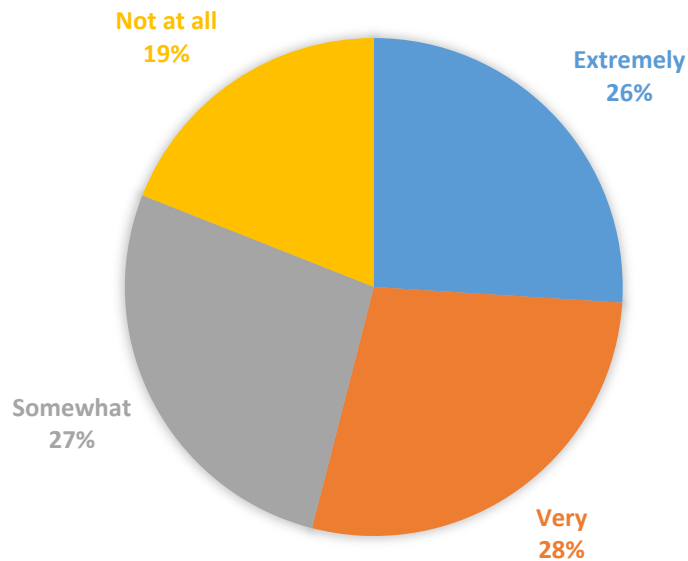
HOW WOULD YOU RATE YOUR LEVEL OF PARTICIPATION IN THE JEWISH COMMUNITY?



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.

HOW CONNECTED ARE YOU TO ISRAEL?

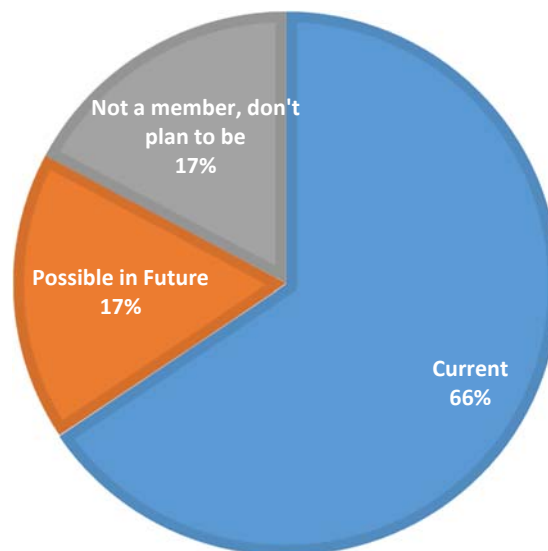
(BASE RESPONDENTS: RESPONDENTS LIVING EAST OF THE RIVER, N=133)



- A higher percentage of respondents from East of the River replied “not attached” to the question “How emotionally attached are you to Israel?” (19%) than other areas (mean 10%, South Southwest 13%, Valley 8%).
- Approximately six in ten East of the River respondents have been to Israel, while four in ten have never traveled there.

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, EAST OF THE RIVER



- Relative to all other regions, but especially other outlying regions, a larger portion of respondents from East of the River rated **“Location of synagogue”** as “Very Important” when choosing their synagogue (70% vs mean of 57%, South Southwest 49%, Valley 44%).
- Relative to all other regions, a larger portion of respondents from East of the River rated **“Needed for a life cycle event”** as “Very Important” when choosing their synagogue (48% vs mean of 35%, South Southwest 29%, Valley 39%).
- A higher percentage of respondents from East of the River responded “Very Satisfied” (81%) about **“Location of synagogue”** compared to other regions. (South/Southwest 60%, Valley 69%).
- A higher percentage of respondents from East of the River rate **“Location no longer convenient”** as “Not very/Not at all Impactful” in the decision to leave the synagogue. (85% compared to South/Southwest 41%, Valley 52%).
- Respondents from East of the River anticipate sending children to **synagogue or Chabad-based Jewish education** in higher portions than other areas (50% vs mean of 22%).

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

Top 5 Attributes	%	Top 5 Programs & Services	%	Top 5 Institutions or People	%
Welcoming	70	Jewish education	76	Synagogue	83
Affordable	51	Programming for young families	75	Rabbis	61
Accepting of differences in religious observance	48	Programming for interfaith families	62	Jewish agencies	54
Inclusive	43	Programming to engage area college students	43	JCC	45
Leadership	37	Programming for Jewish singles	43	Leadership	43

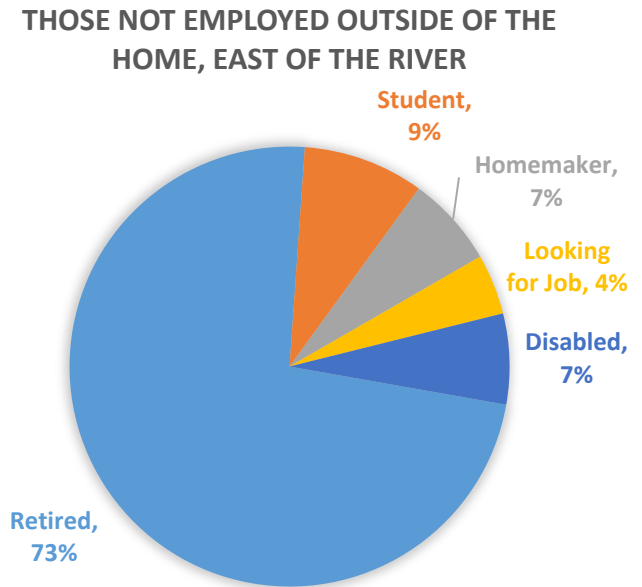
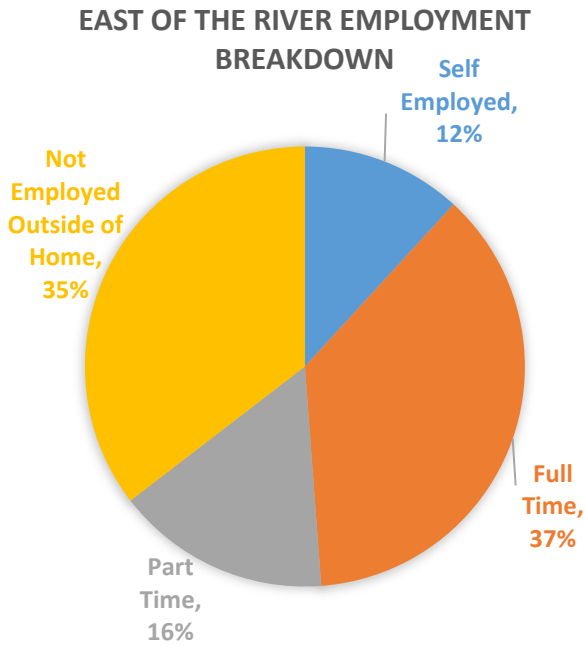
Across Greater Hartford, respondents generally agree on three to five of the top five responses to the question, What is most critical for a healthy, vibrant, enduring Jewish community? The variations in response indicate important differences across regions, and highlight opportunities for improvement.

INDICATORS IDENTIFIED MORE OFTEN BY EAST OF THE RIVER RESPONDENTS

- Respondents from East of the River rate **“Programming to engage area college students”** as a top five program and service needed to promote a healthy vibrant Jewish community more often than average (43% East of the River compared to mean of 32%, SSW 37%, Valley 31%).
- Respondents from East of the River selected **“Respectful of the Past”** as a top five indicator in higher proportion than other regions (20% East of the River compared to 12% mean, 13% South Southwest, 9% Valley).
- Respondents from East of the River selected **“Stable”** as a top five indicator more often than average at 14%, compared to 8% mean, 4% South Southwest, 7% Valley).

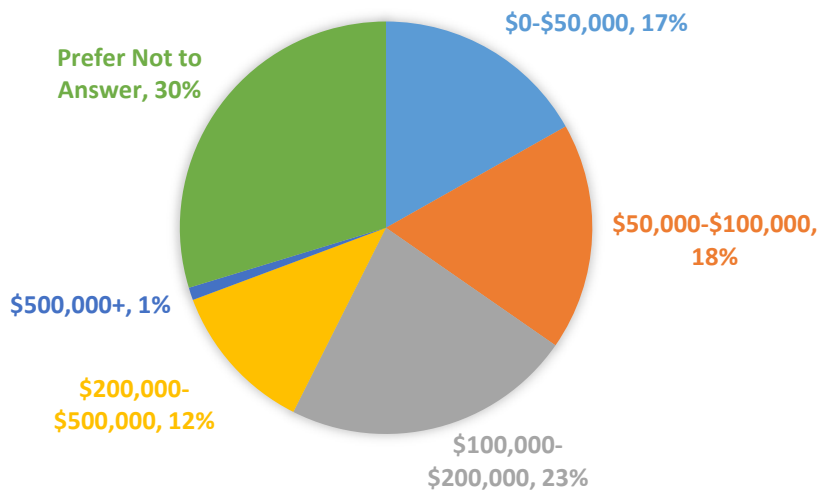
MORE ABOUT THE RESPONDENTS: EMPLOYMENT AND INCOME

35% of East of the River respondents are not currently employed outside of the home, which is high relative to other regions. Among those who are not working, 73% of East of the River respondents are retired, which is higher than other regions.



Respondents from East of the River were more reluctant to categorize their incomes relative to other regions. A higher percentage of East of the River respondents have incomes below \$100,000 compared to the overall survey respondents. Nearly a third of East of the River respondents chose not to specify income level beyond this general categorization. Of those who did specify, income levels were fairly evenly distributed.

ANNUAL HOUSEHOLD INCOME EAST OF THE RIVER



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