

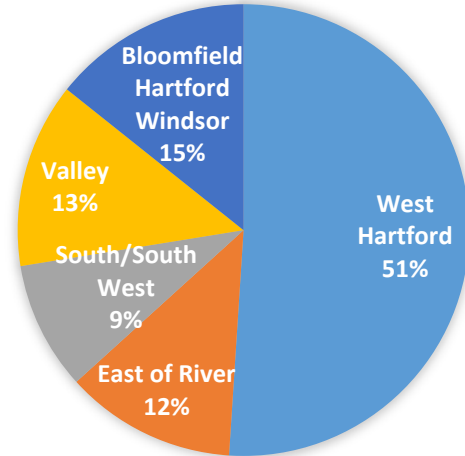


TRENDS FROM RESPONDENTS: SENIORS

ABOUT SENIOR RESPONDENTS

- Senior respondents refers to all respondents aged 65 and over. These responses can be further subdivided into two groups: 65-74 year olds and respondents over 75.
- Nearly one-third of all respondents over age 75 live alone; two-thirds live with one other person; for 65-74 year olds, 72% live with one other person, while 19% live alone.
- 58% of Bloomfield respondents are seniors.
- 6% of those 65-74, and 27% of 75+ respondents are widowed.
- 93% of seniors are inmarried couples, with 7% interfaith.
- 95% of senior respondents (65+) had two Jewish parents; no group under 55 exceeded 85%.

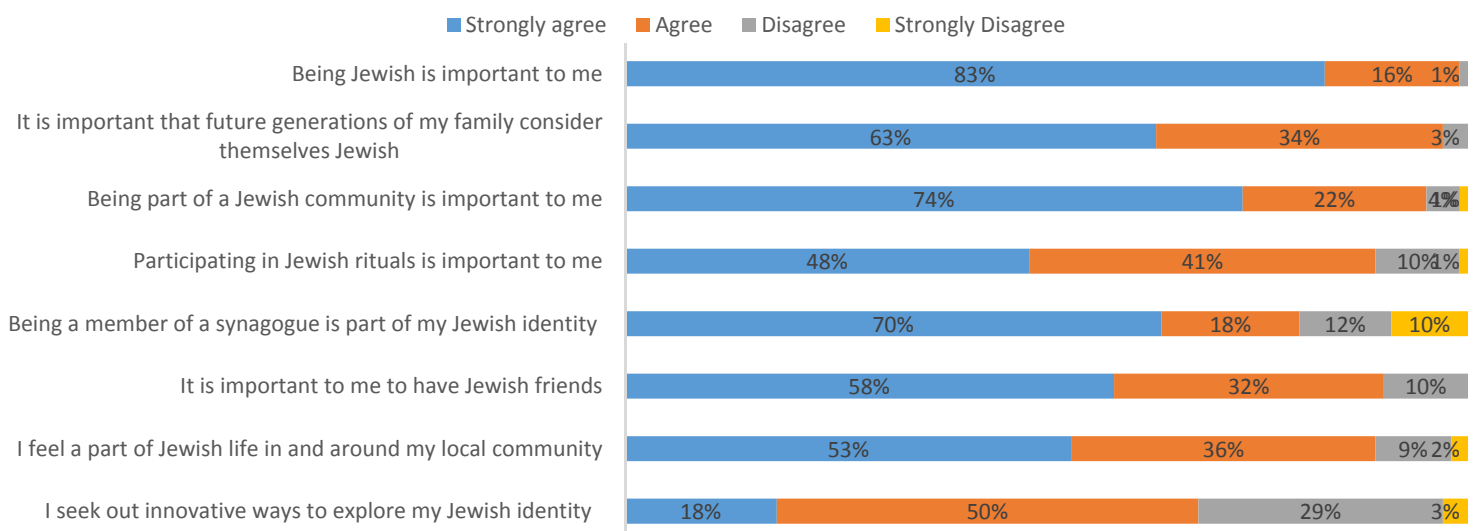
RESPONDENTS AGED 65 AND OVER, BY REGION



JEWISH IDENTITY AND ENGAGEMENT: ATTITUDES AND BELIEFS

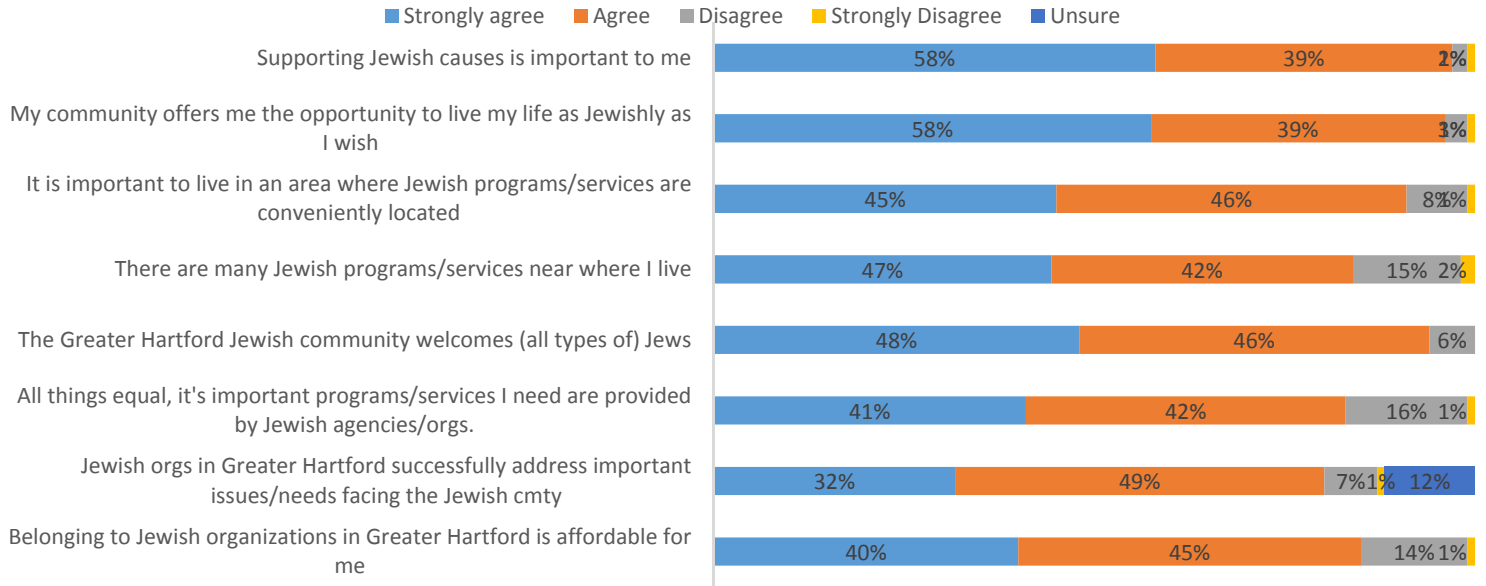
Respondents over age 75 generally strongly agree with the following values statements more often than most other age groups. A small percentage of these respondents do not feel that participating in Jewish rituals or being a synagogue member are important to their Jewish identity. Like many other age groups, respondents less frequently seek out innovative ways to explore their Jewish identity as compared to other values.

Attitudes and Beliefs (Base respondents: Respondents age 75+, n=162)



Respondents over age 75 show a stronger preference for Jewish agencies than other age groups, and generally feel that belonging to Jewish organizations is affordable in higher proportions than other age groups.

Attitudes and Beliefs about Jewish Community
(Base respondents: Respondents aged 75+, n=162)



PARTICIPATION

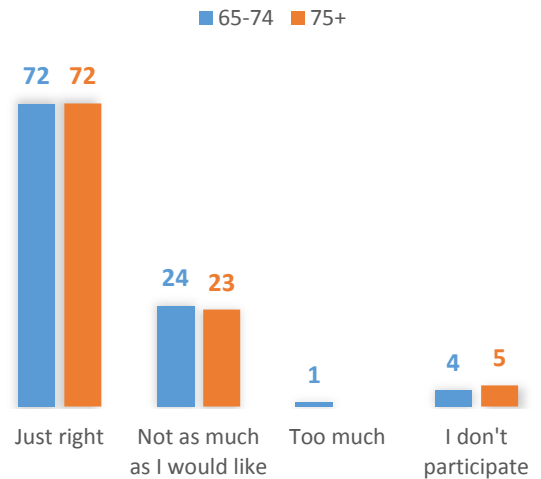
Generally, seniors say that their level of participation in Jewish life is “just right,” but nearly a quarter of respondents would like to participate more than they are.

Senior respondents strongly agree that attending the last Jewish event made them more likely to attend another in higher proportion than other age groups (38% vs mean of 33%).

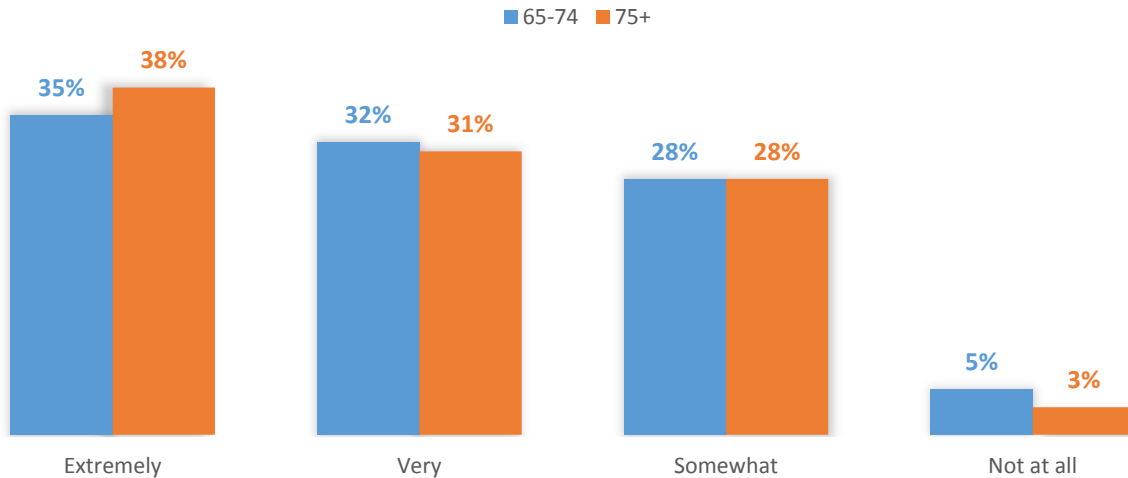
38% of respondents over 75 cite “lack of transportation” as a top five barrier to participating in Jewish community life as much as they would like, compared to a mean of 8%.

28% of respondents over 75 say their ability to participate in Jewish communal activities is either “very” or “somewhat” impacted by the availability of transportation to them.

LEVEL OF PARTICIPATION, SENIORS (%)



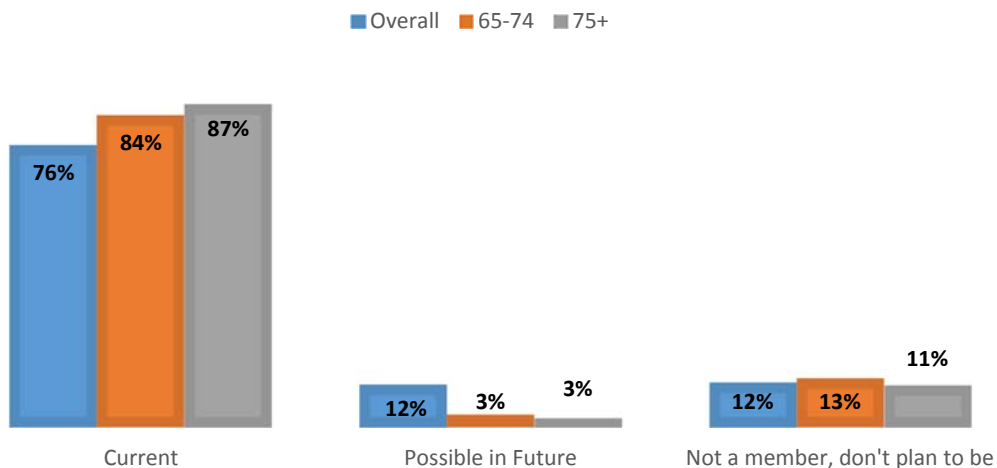
HOW CONNECTED ARE YOU TO ISRAEL? (BASE RESPONDENTS: RESPONDENTS AGED 65+, N=162)



- Respondents aged 65 and over more frequently say they are connected to Israel, with 5% of 65-74 years olds and 3% of those over 75 saying they are not at all connected, compared to 10% overall.
- 68% of senior respondents are “extremely” or “very” attached to Israel, compared to 54% of those under 65.
- Most respondents aged 65 and over have traveled to Israel (73% of respondents aged 65-74; 80% of those over 75)

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, SENIORS



85% of senior respondents are affiliated with a synagogue, compared to 73% of those under 65.

The need for senior housing is expected to grow.



Six in ten respondents over the age of 65 (62%) plan on remaining in their current homes as they age. That leaves a significant proportion who predict that they will, or that they might, need senior housing. There are some differences by segment:

Age. Respondents over age 75 now are more confident than those under 75 that they will remain at home.

Community engagement. Interestingly, people who feel that they are connected to a Jewish community in Greater Hartford are more likely than those who do not feel connected to foresee that they will age in their current homes (67% and 49%, respectively). Perhaps this is because those who feel connected are more confident that they will have the community support they will need to age in place.

The majority of respondents want to move to a 55+ active adult community, or an assisted living facility run by a Jewish organization. Only a few respondents anticipate moving in with family members.

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

Top 5 Attributes (65-74)	%
Welcoming	63
Affordable	50
Accepting of differences in religious observance	45
Inclusive	42
Supportive of those in need in the Jewish community	37

Top 5 Programs & Services (65-74)	%
Quality Jewish education	78
Programming to engage young families	74
Programming to engage interfaith families	57
Meeting the needs of the elderly	49
Programming to engage young singles	44

Top 5 Institutions/People (65-74)	%
Synagogues	81
Jewish community and social agencies	55
Rabbis	50
Strong Leadership	42
JCC	40

Top 5 Attributes (75+)	%
Welcoming	58
Accepting of differences in religious observance	49
Affordable	44
Inclusive	37
Supportive of those in need in the Jewish community	36

Top 5 Programs & Services (75+)	%
Quality Jewish education	75
Programming to engage young families	59
Programming to engage interfaith families	58
Successfully fundraising	55
Meeting the needs of the elderly	54

Top 5 Institutions/People (75+)	%
Synagogue	79
Rabbis	52
Jewish community and social agencies	51
Strong Leadership	43
Jewish Federation & Kosher Market	40

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, senior respondents more frequently rated “accessibility to programs and services” as a top five community descriptor necessary for a healthy vibrant community (28%) than middle aged respondents (35-64: 17%).