



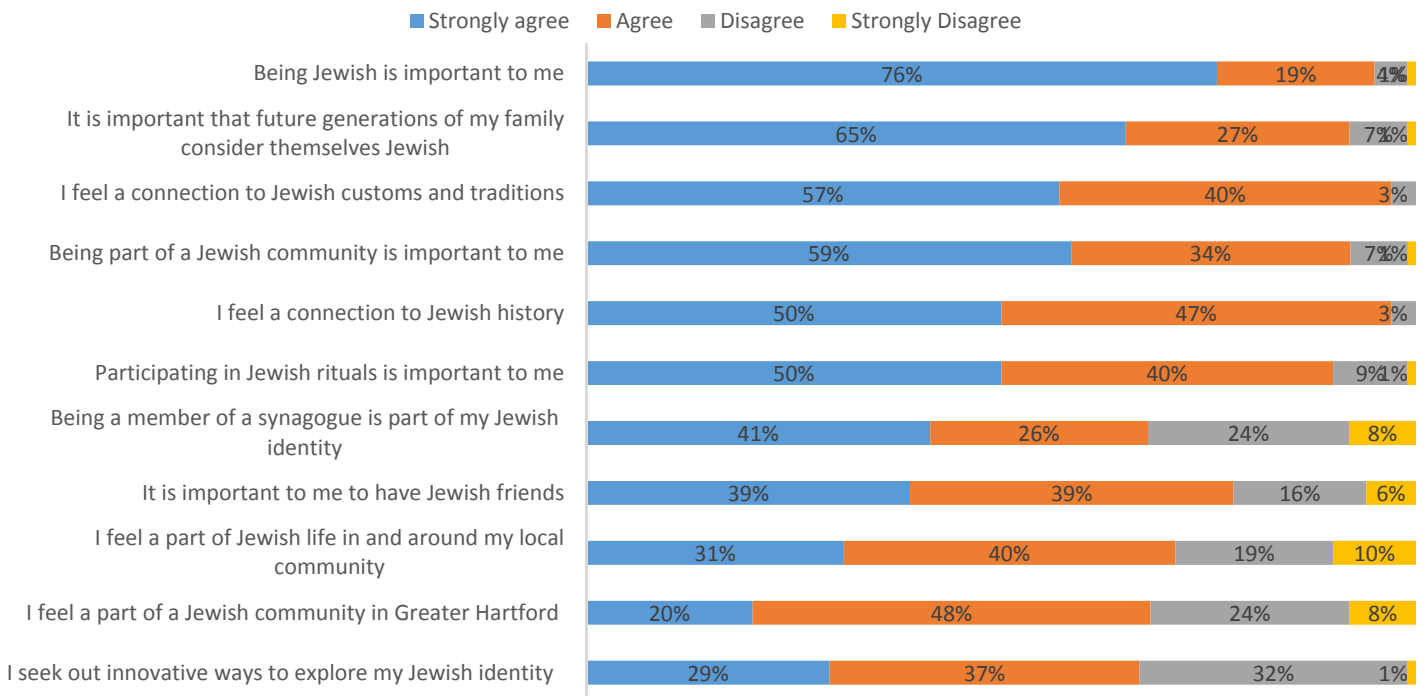
TRENDS FROM RESPONDENTS: SOUTH AND SOUTHWEST REGIONAL ANALYSIS

ABOUT SOUTH/SOUTHWEST RESPONDENTS

- 11% of South/Southwest respondents considered themselves “secular,” while no other region exceeded 4%.
- Respondents from the South/Southwest consider themselves as “living with a partner” in much higher proportion (12%) than the average (2%).
- Compared to other outlying areas, a higher percentage of South/Southwest respondents are in interfaith relationships (34% compared to 22% East of River and 17% Valley).
- South/Southwest respondents live in two person households in higher proportions than other outlying regions (46% vs 31% East of River and 29% Valley).
- Compared to other outlying regions, the South/Southwest respondents are more geographically dispersed. Whereas 68% of Valley respondents live in Simsbury or Avon, and 64% of East of the River respondents live in Glastonbury or Manchester, only 40% of South Southwest respondents live in the two towns with the highest percent of South/Southwest respondents (Newington and Middletown).
- 32% of South Southwest respondents responded “definitely” to the question “how likely are you to move from your current address in the next three to five years.” No other geographic region exceeded 22 percent.

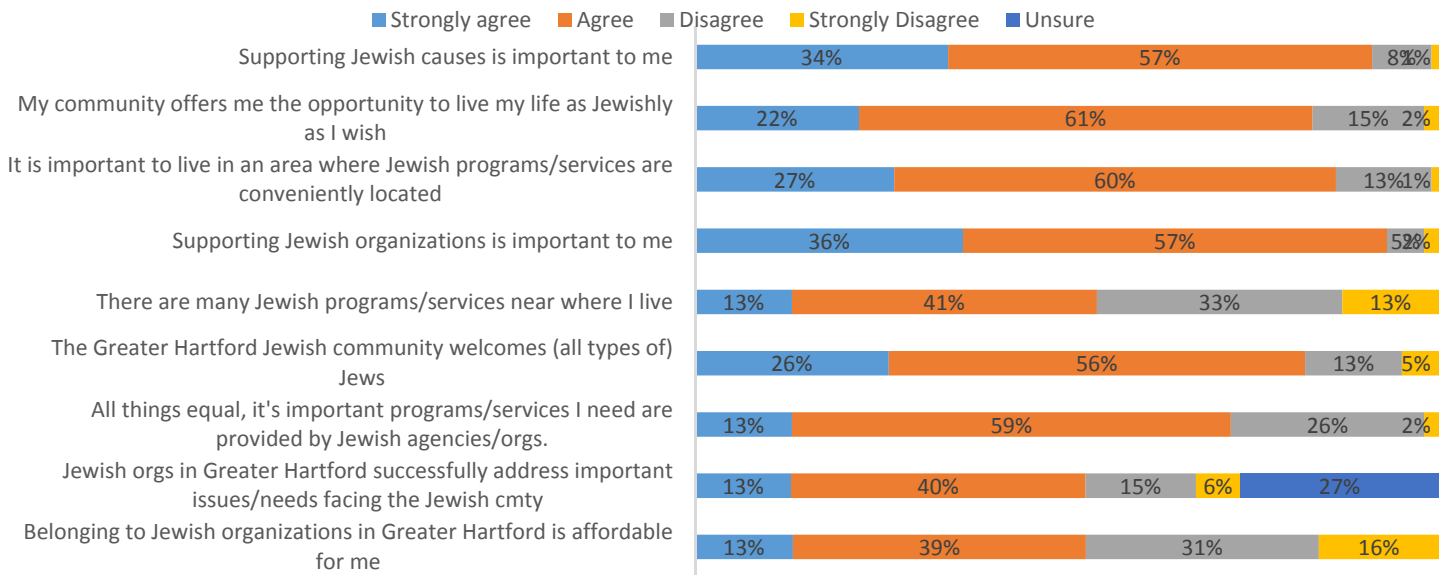
JEWISH IDENTITY AND ENGAGEMENT: ATTITUDES AND BELIEFS

Attitudes and Beliefs (Base respondents: South/Southwest respondents, n=98)



- Relative to respondents in the Valley and Core areas, South Southwest respondents answer Disagree or Strongly Disagree in response to **“It is important to me to have Jewish friends”** in higher proportions (22%) than the average (11%).
- South/Southwest respondents disagree or strongly disagree with the statement **“It is important to me that my children marry someone who is Jewish”** in higher proportions than other areas (51% compared to 22% mean, 37% East of River and 24% Valley).

Attitudes and Beliefs about Jewish Community (Base respondents: South/Southwest Respondents, n=98)

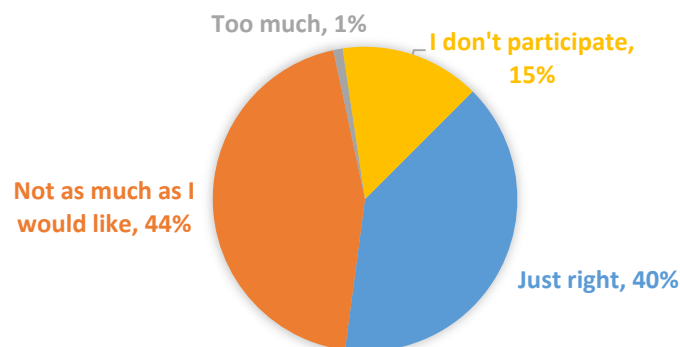


- 47% of South/Southwest respondents disagree or strongly disagree with the statement **“Belonging to Jewish organizations in Greater Hartford is affordable for me.”** No other region exceeds 34 percent.
- Relative to all areas, South/Southwest respondents disagree or strongly disagree with the statement **“The Greater Hartford Jewish Community welcomes all types of Jews”** more often (18%) than the average (10% mean).
- South/Southwest respondents more often disagreed or strongly disagreed with the statement **“I felt connected to the other people there”** regarding the last time they attended an event or activity sponsored by a Jewish organization (22% compared to 11% mean, 15% East of River and 9% Valley).

PARTICIPATION

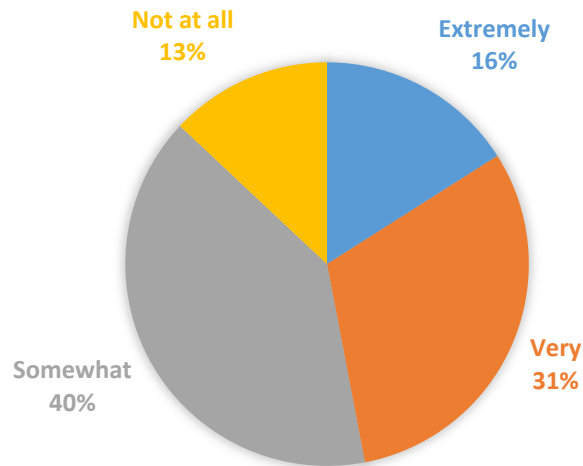
South Southwest respondents are less likely to participate in Jewish life as much as they would like, and disproportionately cite “I don’t find out about things until it is too late” and “takes too long to get there” as reasons why they do not participate as much as they would like.

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.

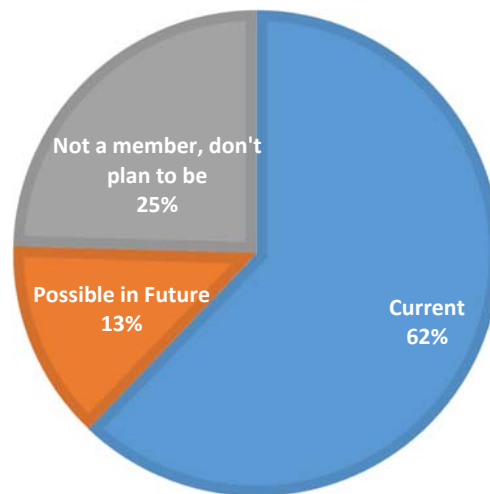
HOW CONNECTED ARE YOU TO ISRAEL? (BASE RESPONDENTS: SOUTH/SOUTHWEST RESPONDENTS, N=98)



South/Southwest respondents most often say they are somewhat attached to Israel (40%), and nearly half of South/Southwest respondents have not traveled to Israel.

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, SOUTH/SOUTHWEST



- South/Southwest respondents rated “religious school” as “Not Very/Not at all Important” in their decision to join a synagogue more often than other outlying areas (55% vs 35% East of River and 28% Valley).
- South/Southwest respondents respond “Not Very/Not at all Satisfied” when asked about the importance of “location of synagogue” more often (10%) than the average (3%).
- 52% of South Southwest respondents cited “location no longer convenient” as “very impactful” in their decision to leave the synagogue compared to an average of 21%, 9% East of River and 17% Valley.

- 96% of South Southwest respondents cited “rabbi/leadership” as “**Not Very/not at all impactful**” in their decision to leave a synagogue (vs mean of 63%, 50% East of River and 62% Valley).

PROGRAM AND SERVICE NEEDS

- South Southwest respondents are more likely to select “Social justice advocacy” as a top five Jewish focused program and service to expand in the community, than other regions (30% vs mean of 19%, East of River 17%, Valley 19%).
- Relative to other outlying areas, South Southwest respondents are more likely to identify “Jewish singles” as a top five audience to expand Jewish programs and services to (46% vs 29% East of the River and 34% Valley).

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

	%
Top 5 Attributes	
Welcoming	64
Accepting of different religious observance	53
Inclusive	50
Affordable	47
Knowledgeable of Jewish values and Torah	34

Top 5 Programs/Services	%
Jewish education	78
Programming for young families	75
Programming for interfaith families	58
Programming for Jewish singles	50
Meeting the needs of the elderly	50

Top 5 Institutions/People	%
Synagogues	75
Rabbis	58
Jewish agencies	51
Strong leadership	46
JCC	44

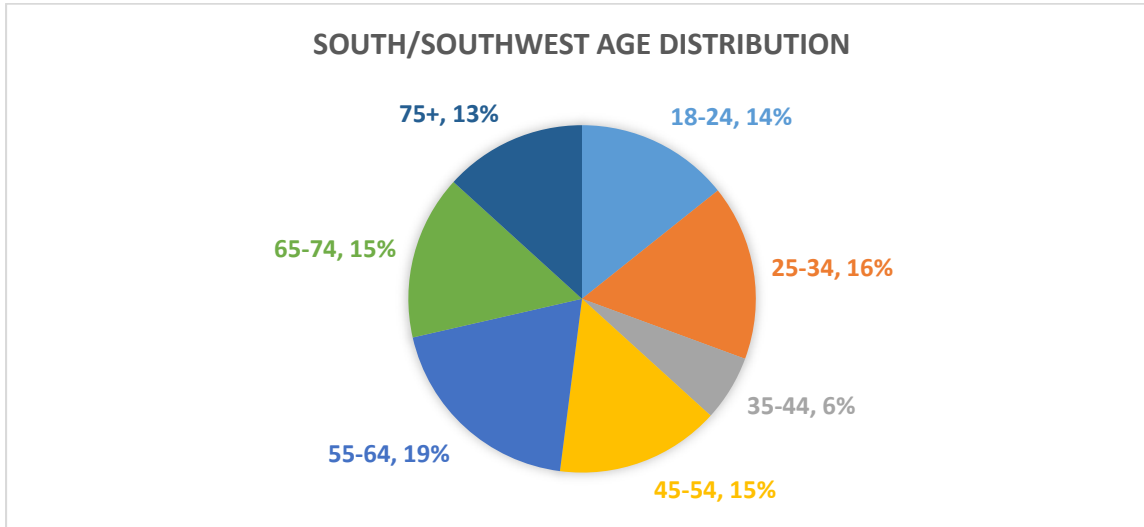
Across Greater Hartford, respondents generally agree on three to five of the top five responses to the question, What is most critical for a healthy, vibrant, enduring Jewish community? The variations in response indicate important differences across regions, and highlight opportunities for improvement.

INDICATORS IDENTIFIED MORE OFTEN BY SOUTH/SOUTHWEST RESPONDENTS

- South/Southwest respondents select “**Mikveh**” as a top five institution in higher percentages than other outlying areas (12% compared to 2% East of River and 2% Valley).
- South/Southwest respondents cite “**Accessibility to programs and services**” as the most important single indicator of a healthy community more frequently than any other region (9% vs 3% average, 3% East of River and 1% Valley).
- One-tenth of South/Southwest respondents replied “very much so” to the question “Is your participation in programs/activities offered by the Jewish community limited by the **availability of transportation** to them?” (compared to an average 3.7%, East of River 4% Valley 0.5%).
- South/Southwest respondents identified “**programming to engage young singles**” as the single most important programming more frequently than others (12% South/Southwest where no other region exceeded 5%).

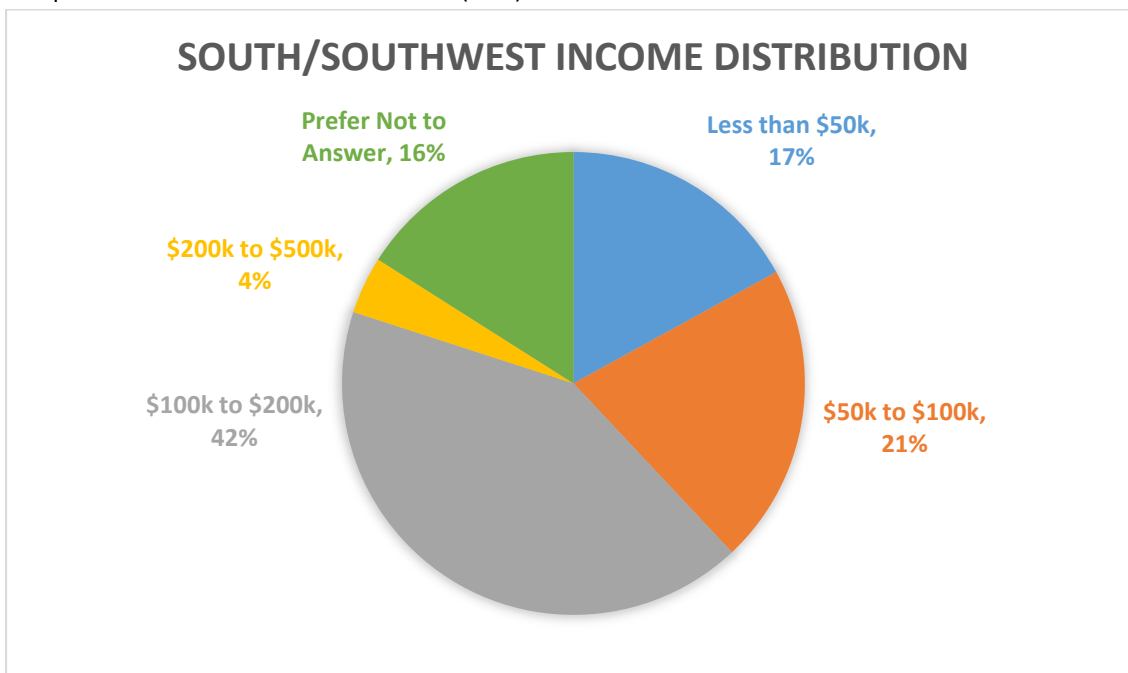
AGE

- Relative to other outlying areas, and Greater Hartford as a whole, South/Southwest respondents had a high concentration of young people. 30% of South Southwest respondents are between 18 and 34 years old.



INCOME AND EMPLOYMENT

- 42% of South Southwest respondents reported earning between \$100,000 and \$200,000, far higher than any other region (Valley 29% was second). The South Southwest has a higher percentage of its respondents working full time (48%), compared to Greater Hartford as a whole (41%).



Relative to Greater Hartford as a whole, South/Southwest respondents who are not currently working outside the home, are more likely to be retired (67% vs 61%), and less likely to be homemakers (7% vs 12%).

