



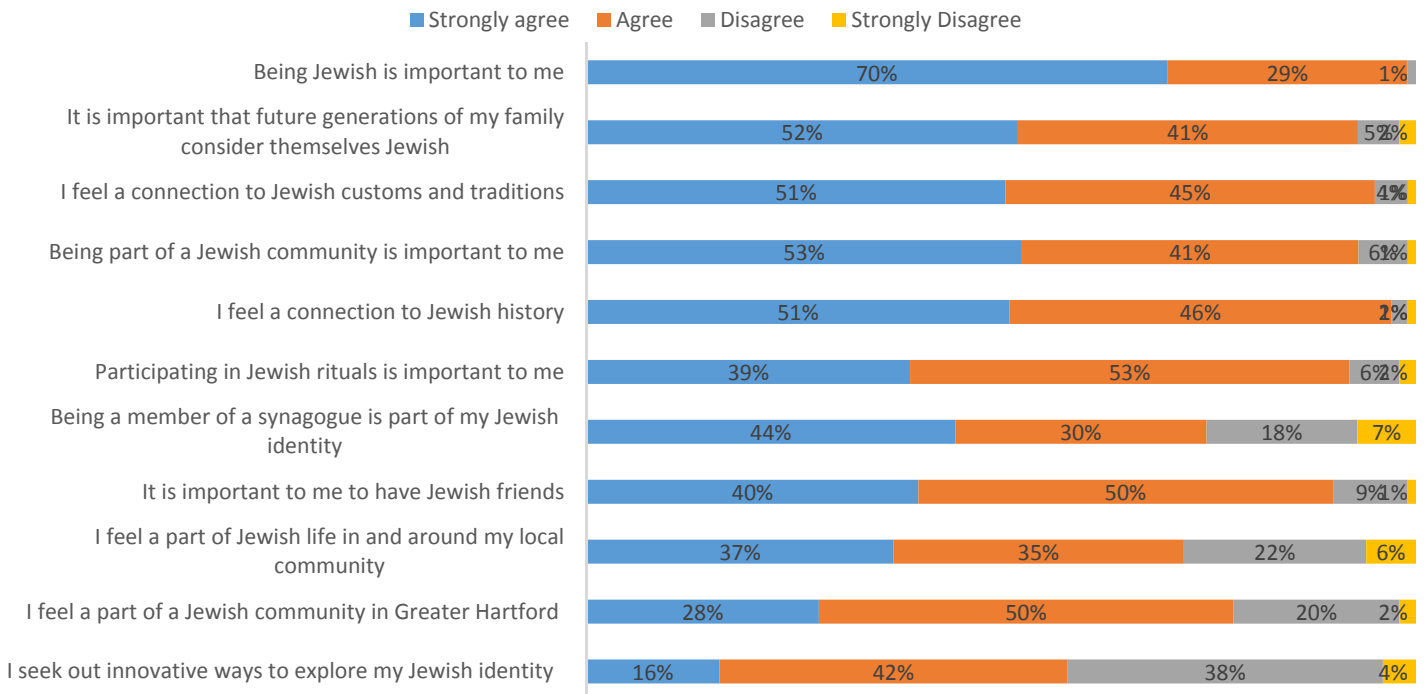
JMAP FINDINGS: VALLEY REGIONAL ANALYSIS

ABOUT THE RESPONDENTS

- 36% of Valley respondents live in Simsbury and 32% live in Avon.
- A higher percentage (40%) of Valley respondents have lived in their current household for 10-19 years; other regions have lived in their homes for more or less time, but the highest concentration in the Valley is 10-19 years.
- Children of Farmington Valley respondents are older than children from other geographic areas. 68% of Farmington Valley respondents' children are between 13 and 17 compared to 52% of Greater Hartford respondents.
- A higher percentage of Farmington Valley respondents are married than any other group (72% compared to an average of 66%).
- A greater proportion of Valley respondents identify as Reform (53%) compared to the average (28%).

ATTITUDES AND BELIEFS

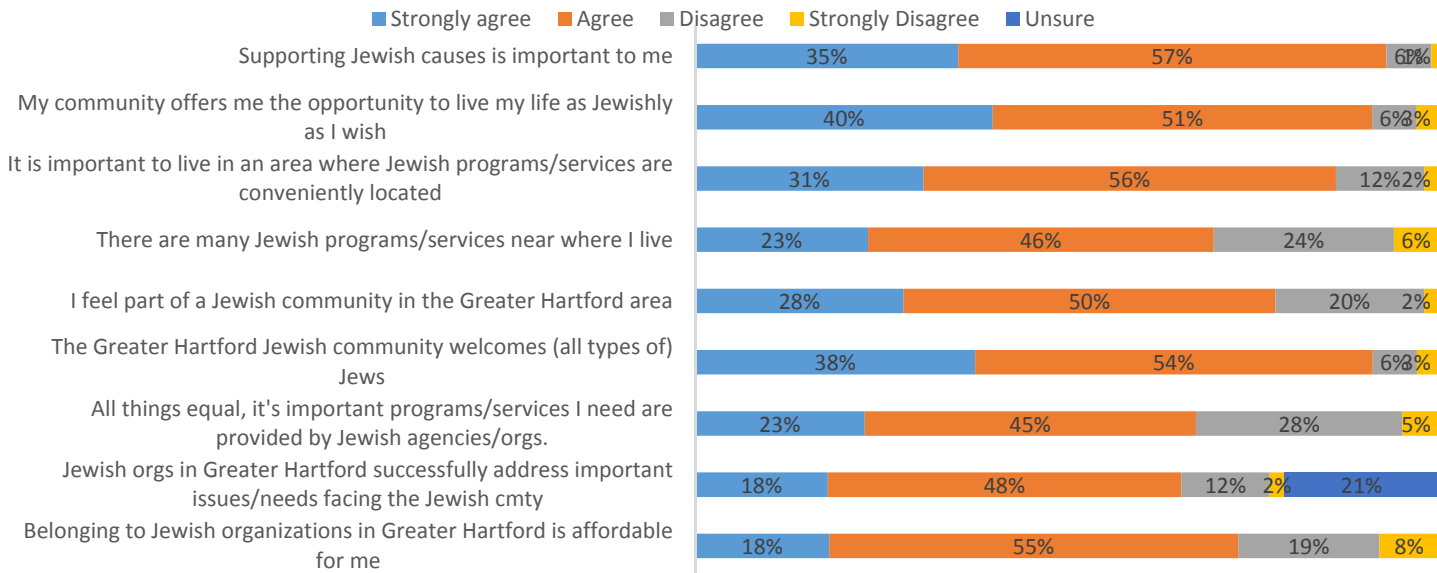
Attitudes and Beliefs (Base respondents: Respondents living in the Valley, n=168)



- Generally, Valley respondents feel connected to their Jewish identity. The analysis becomes meaningful in assessments of the strength of sentiment and the characteristics of those who don't generally agree.
- Valley respondents are more likely to disagree or strongly disagree with the statement "I feel a part of Jewish life in and around my local community" (28%) relative to West Hartford (10%). Other regions are similarly inclined.
- Valley respondents disagree or strongly disagree with the statement "There are many Jewish programs/services near where I live" (30%) in higher proportions relative to West Hartford (3%).

- Valley respondents agree or strongly agree with the statement “It is important that my child marry someone who is Jewish” in higher percentage compared to other regions (77% Valley compared to 64% East of the River and 49% South/Southwest).

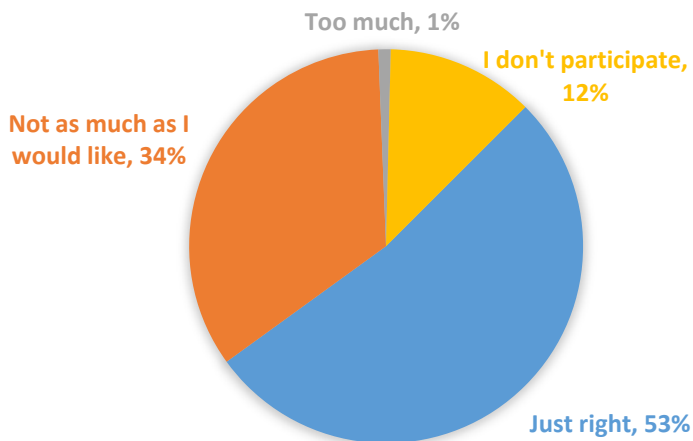
Attitudes and Beliefs about Jewish Community
(Base respondents: Respondents from the Valley, n=168)



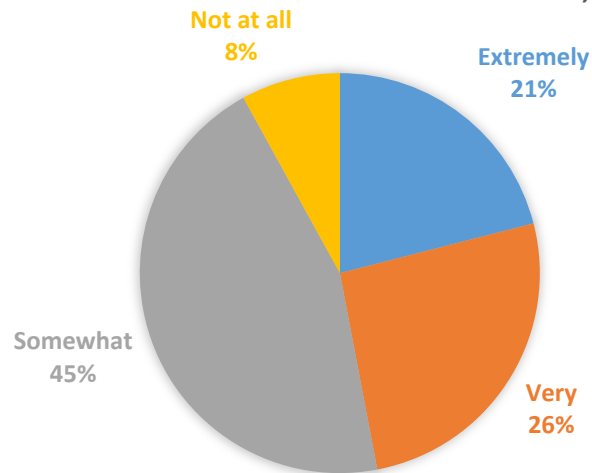
PARTICIPATION

More than one-third of all Valley respondents would like to participate in the Jewish community more than they currently do.

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



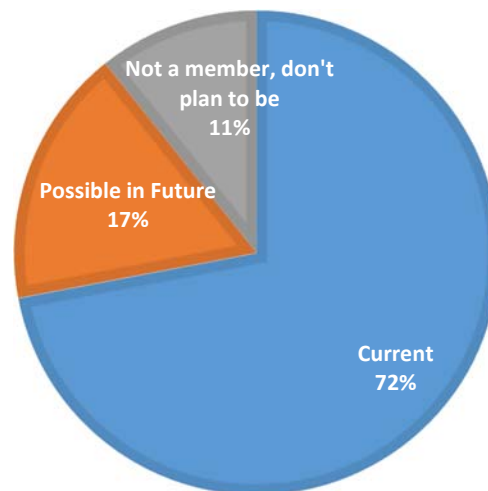
HOW CONNECTED ARE YOU TO ISRAEL? (BASE RESPONDENTS: VALLEY RESPONDENTS, N=168)



- When asked about attachment to Israel, Valley respondents are most often Somewhat Attached (45%) compared to 30% across Greater Hartford generally. One-third of Valley respondents have never been to Israel; two-thirds have been, with most having traveled more than 5 years ago.

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, VALLEY



- Synagogue-affiliated Valley respondents (along with synagogue-affiliated respondents East of the River) rate “religious school” as very important more often (57%) than other areas (no other area exceeds 39%).
- Among respondents who are not affiliated with a synagogue, Valley respondents have paid dues in the past (58%) in higher proportion than any other region’s respondents (mean 42%) AND expect to join in the future at higher rates (62%) than any other region’s respondents (mean 49%).

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

Top 5 Attributes	%
Welcoming	61
Affordable	50
Inclusive	49
Supportive of those in need in Jewish community	41
Accepting of differences in religious observance	41

Top 5 Programs/Services	%
Jewish education	76
Programming for young families	74
Programming for interfaith families	64
Successfully fundraising	48
Programing for Jewish singles	47

Top 5 Institutions/People	%
Synagogues	76
Jewish agencies	56
Strong leadership	50
JCC	50
Rabbis	49

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.

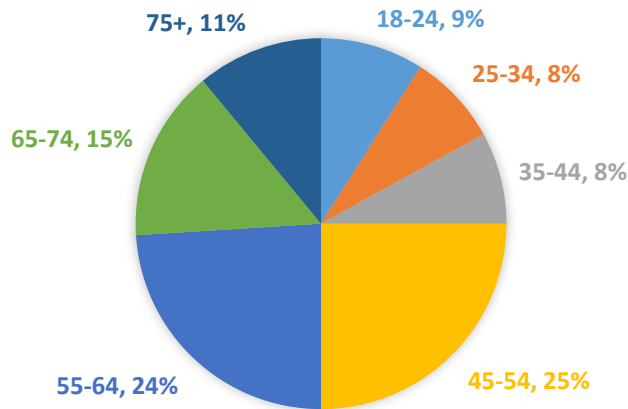
INDICATORS IDENTIFIED MORE OFTEN BY FARMINGTON VALLEY RESPONDENTS

- Farmington Valley respondents rate “**Community Outreach**” among their top five (37%) more often than average, as no other region exceeded 27% (West Hartford).
- Farmington Valley respondents rate “**Parents of Teens**” as a top five audience more frequently (21%) than any other area (West Hartford 12%).
- Valley respondents select “**Welcoming**” as their number one most critical attribute more often than any other region (45% Valley respondents, compared to next highest at 35%).
- Valley respondents cite the **Jewish Federation** as a top five institution/person/organization more often than average, at 39% compared to 29%.

AGE

- Valley respondents are the second oldest of any region, with a mean age of 54 (Bloomfield Hartford Windsor has a mean age of 57), compared to a mean age of 52 for the region as a whole.
- Valley respondents are especially clustered in the 45-64 age bracket. This age group comprises almost half (49%) of all the respondents from the Valley. This greatly exceeds the second highest regional concentration (East of the River 38% between 45-64) West Hartford (36%), and the region as a whole (38% between 45-64).

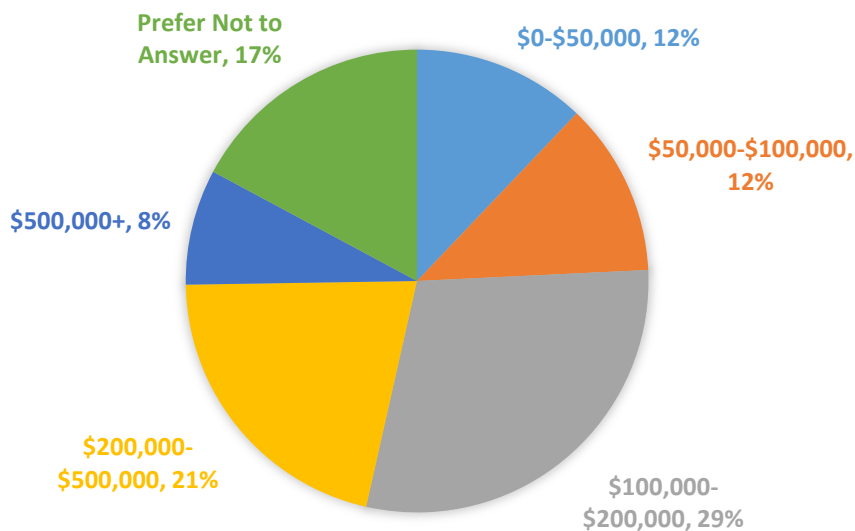
VALLEY AGE DISTRIBUTION



INCOME AND EMPLOYMENT

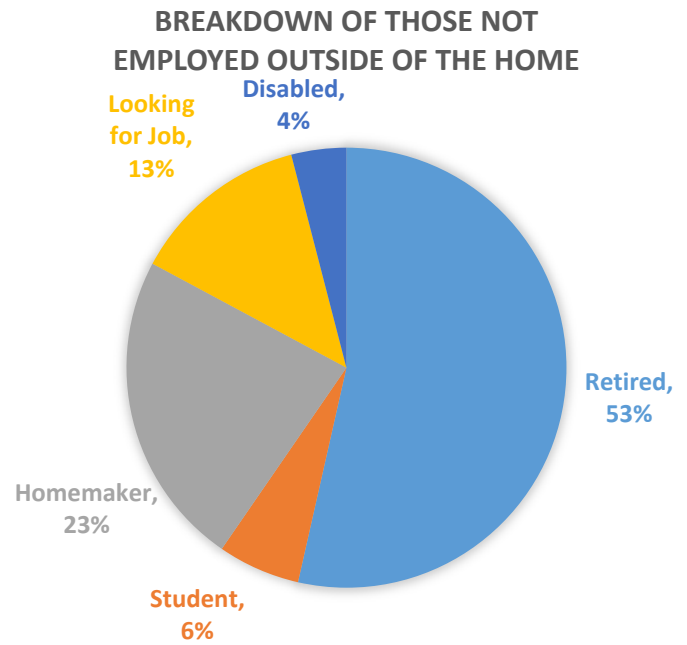
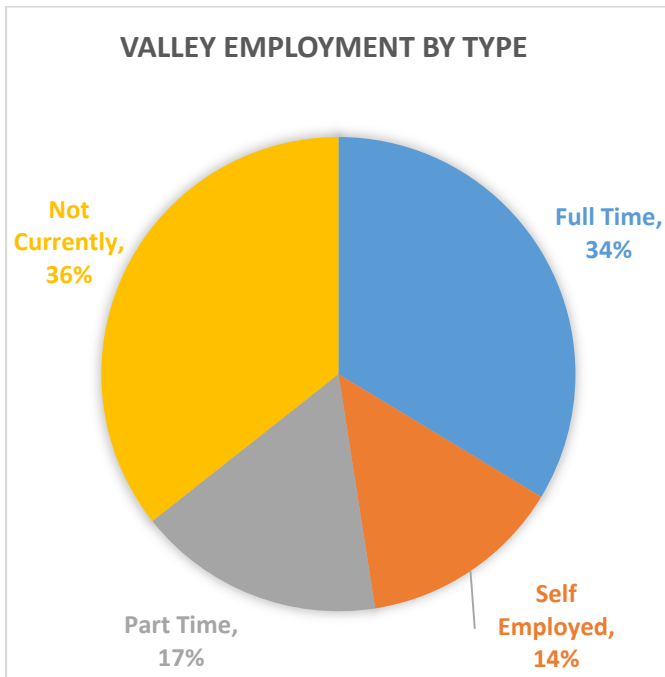
Respondents from the Farmington Valley are the wealthiest regional cohort: 27% below \$100,000, 73% above 100,000, compared to the average of 65% of respondents with income over \$100,000.

VALLEY INCOME DISTRIBUTION



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.

- The Valley has the lowest percentage of respondents currently working full time (34%) and the highest percentage of respondents not currently employed outside the home (36%) of any region. Respondents cited many reasons for not working outside of the home, with 53% retired and 23% homemakers.



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