

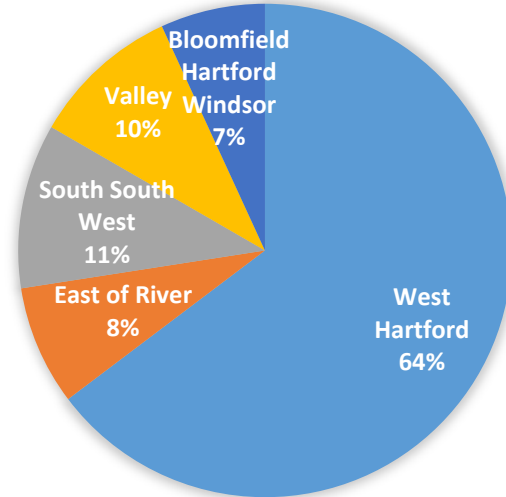


TRENDS FROM RESPONDENTS: YOUNG ADULTS

ABOUT YOUNG ADULT RESPONDENTS

- A higher percentage of young adult respondents were born in CT (64% 18-24 year olds and 53% 25-34 year olds) compared to the mean of 42%.
- Young adults responded that they were either definitely or probably going to move from their current house in the next 3-5 years in higher numbers than others (84% 18-24 and 74% 25-34 compared to 37% mean).
- Young adult respondents live in West Hartford, South/Southwest and East of the River in higher percentages than the Valley or Bloomfield/Hartford/Windsor.

YOUNG ADULT RESPONDENTS BY REGION

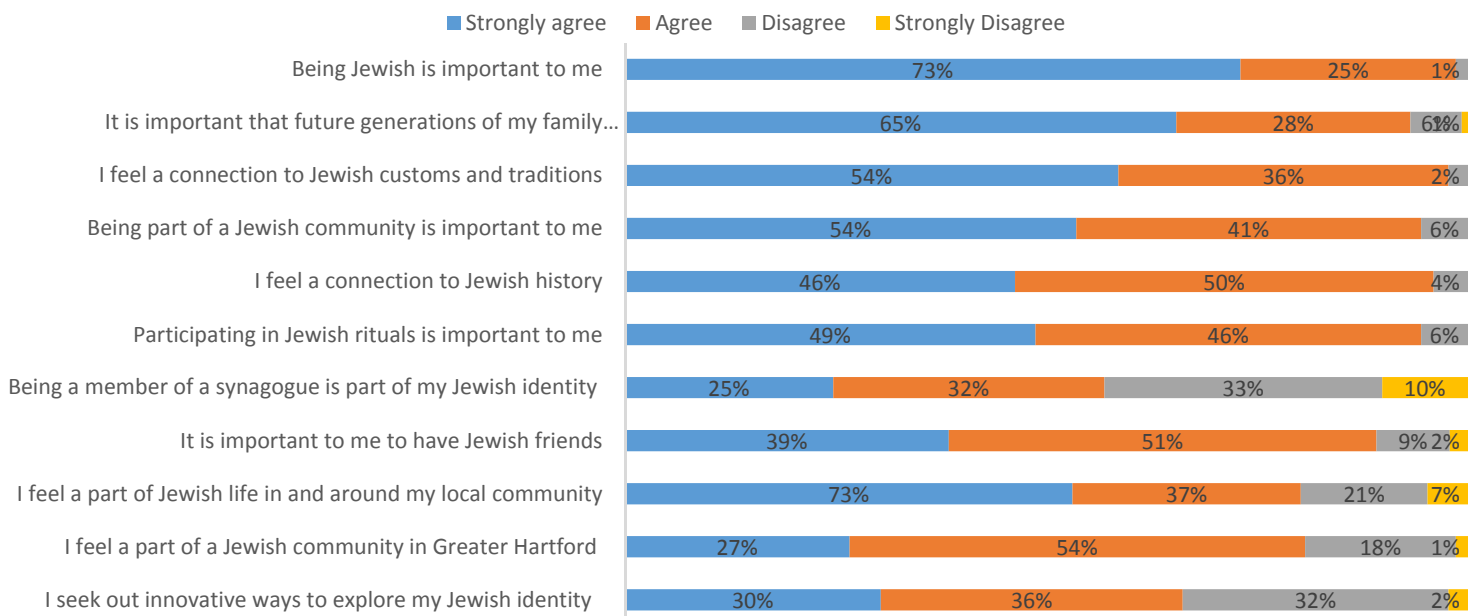


JEWISH IDENTITY AND ENGAGEMENT: ATTITUDES AND BELIEFS

Young adults are more likely to disagree or strongly disagree they feel a **part of Jewish life in the local community** compared to older adults (24% 18-24 and 31% 25-34 compared to mean of 16%).

When asked to evaluate their agreement with **“being a member of a synagogue is part of my Jewish identity,”** 49% of 18-24 year olds and 39% of 25-34 year olds disagree or strongly disagree with this statement compared to 21% of overall respondents.

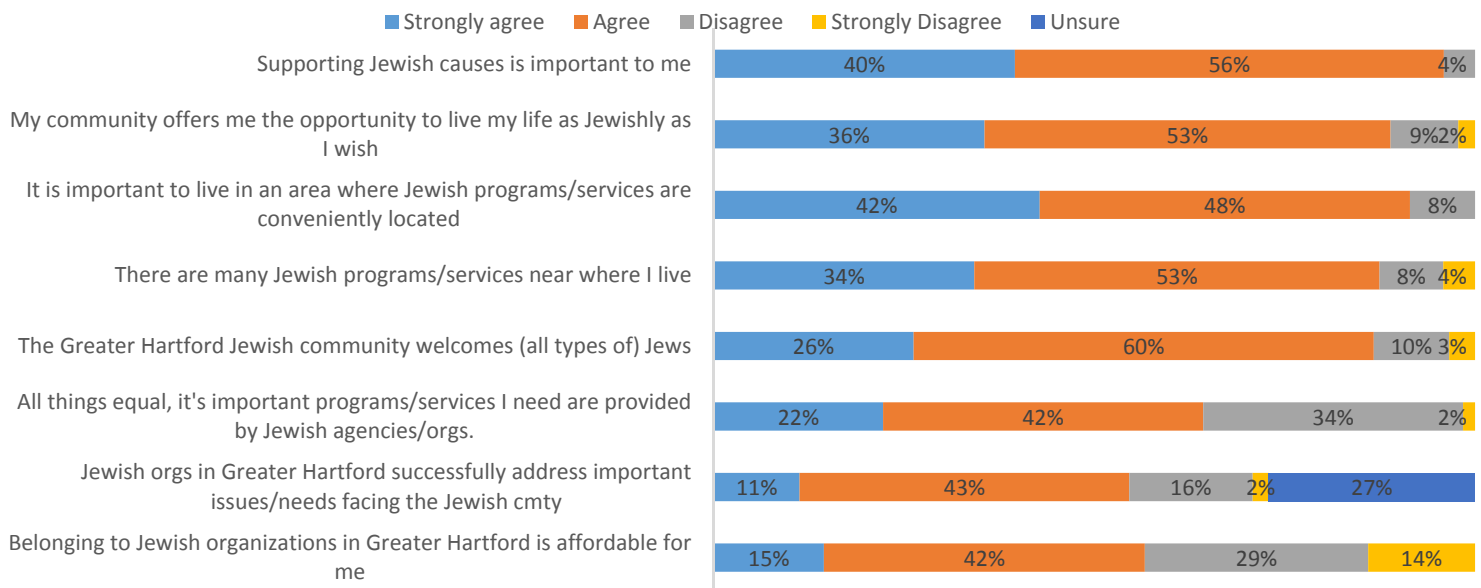
Attitudes and Beliefs (Base respondents: Respondents aged 18-34, n=268)



Young adults reflect the same generally positive attitudes about Jewish community as other cohorts, with a few notable differences in strength of their feeling.

When asked to evaluate a statement about affordability, 25-34 year olds disagreed or strongly disagreed in higher percentage (61%) versus 31% of the survey respondents as a whole.

Attitudes and Beliefs about Jewish Community
(Base respondents: Respondents aged 18-34, n=268)



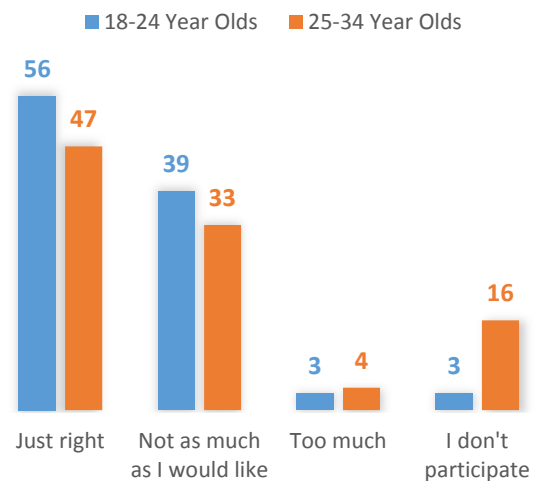
PARTICIPATION

A higher percentage of young adult respondents are not participating as much as they would like (39% and 33% compared to the overall 29%). A higher percentage of 25-34 year olds do not participate than any other respondent segment.

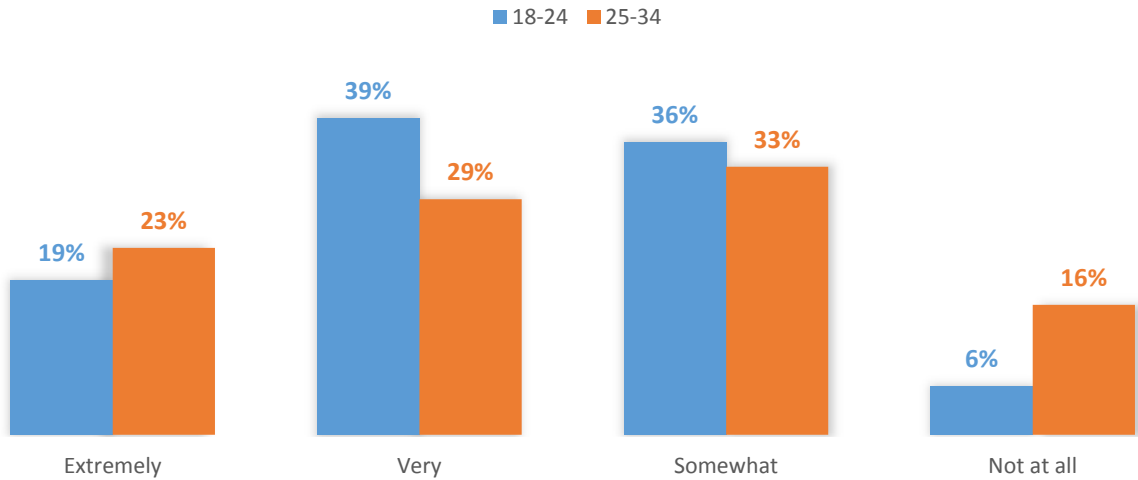
When asked about barriers to participation, young adults cite the following in higher numbers than other age groups:

- “Lack of time” (57% and 70% vs mean of 47%).
- “I don’t have anyone to go with me” (71% and 70% vs mean of 45%).
- “I don’t find out about things until it is too late” (43% and 48% vs mean of 29%).

LEVEL OF PARTICIPATION, YOUNG ADULTS (%)



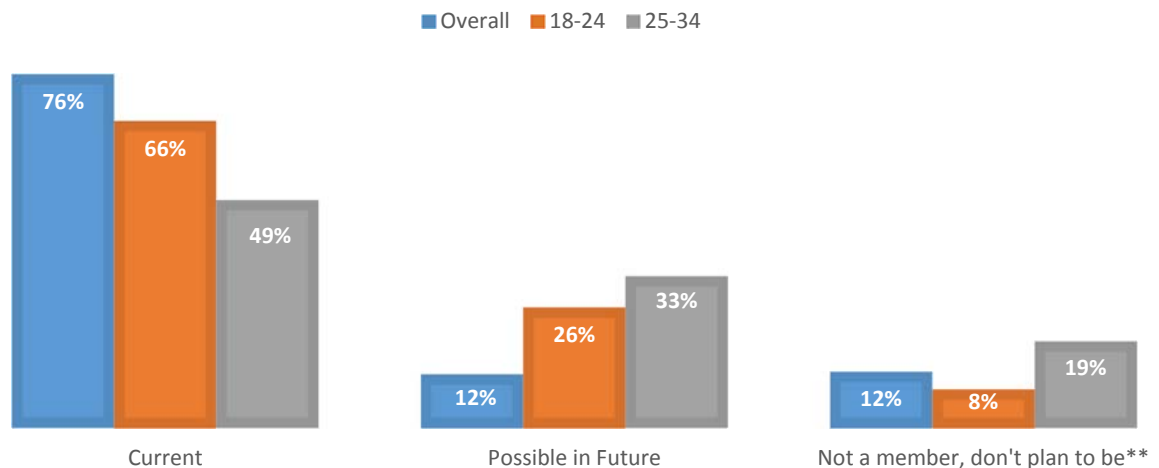
HOW CONNECTED ARE YOU TO ISRAEL? (BASE RESPONDENTS: RESPONDENTS AGED 18-34, N=268)



- Overall, young adults express a connection to Israel, although the number of young respondents who feel “extremely connected” is lower than some other age groups.
- Respondents aged 18-24 had the highest percentage of people who had been to Israel (84%) compared to the average of 73%
- Among those who made a trip to Israel, 67% of 18-24 year olds and 55% of 25-34 year olds did so with an organized Jewish group while no other age bracket reached more than 45% (65-74).

SYNAGOGUES

SYNAGOGUE MEMBER RESPONDENTS, YOUNG ADULTS



Nearly one-third (34%) of 18-24 year olds and half (51%) of 25-34 year olds are not affiliated compared to 24% of overall respondents. However, among those who are not affiliated, higher percentages of young unaffiliated adults desire joining in the future (75% 18-24, 64% 25-34 and 67% 35-44) than older respondents (highest is 45-54 years olds at 33%).

INDICATORS OF A HEALTHY, VIBRANT, ENDURING COMMUNITY

Top 5 Attributes (18-24)	%
Welcoming	57
Inclusive	54
Accepting of differences in religious observance	46
Accepting of lifestyle differences	40
Positive relationship with non-Jewish community & Supportive of those in need in the Jewish community	37

Top 5 Programs & Services (18-24)	%
Quality Jewish education	76
Promoting strong connection to Israel	61
Programming to engage area college students	58
Programming to engage young singles	58
Programming to engage young families	55

Top 5 Institutions/People (18-24)	%
Synagogues	73
JCC	64
Jewish community and social agencies	49
Strong Leadership	46
Jewish day school	42

Top 5 Attributes (25-34)	%
Welcoming	57
Affordable	54
Inclusive	46
Leadership	40
Accepting of differences in religious observance	37

Top 5 Programs & Services (25-34)	%
Programming to engage young families	78
Quality Jewish education	77
Programming to engage young singles	66
Successfully fundraising for Jewish causes	53
Promoting strong connection to Israel	46

Top 5 Institutions/People (25-34)	%
Synagogue	72
JCC	49
Jewish community and social agencies	46
Jewish day school	44
Rabbi	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 example, 18-24 year olds cite a positive relationship with the non-Jewish community as a top 5 attribute, which did not rise to the top 5 in any other age group. Also, 18-24 year olds prioritized programs promoting strong connection to Israel even more than 25-34 year olds (a priority also shared by 45-54 year olds but no other age group).

INDICATORS IDENTIFIED MORE OFTEN BY YOUNG ADULT RESPONDENTS

Young adults are more likely to name the following indicators as important, compared to other age cohorts:

- Programming for Jewish singles
- LGBTQ programming
- Accepting of lifestyle differences
- Meeting the needs of the disabled

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.