



ABOUT ACTIVE NON-SYNAGOGUE MEMBERS

The respondents in this report are not affiliated with a synagogue; however, they still feel connected to the Jewish community in Greater Hartford (a total of 146 people). This group is considered to be “active non-synagogue members” and will be referred to as “the respondents” throughout the report. This report examines the survey responses of these respondents and compares these responses with those of the overall participants.

Active Non-Synagogue Members: This is the group who “agreed” or “strongly agreed” with the statement “I feel part of a Jewish community in Greater Hartford,” and selected some level of involvement (too much, not enough, just right) when asked to rate their participation.

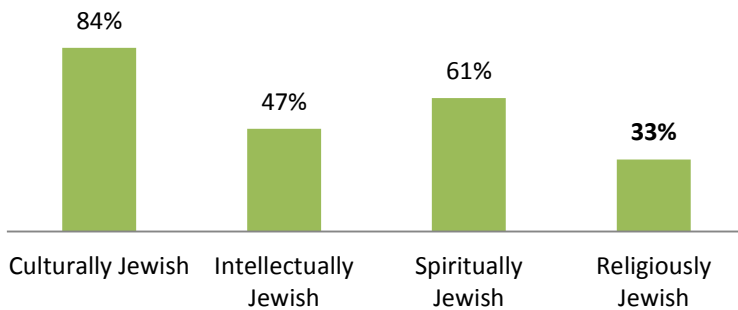
Overall participants/respondents: All respondent answers

DEMOGRAPHICS

THESE RESPONDENTS IDENTIFY AS “RELIGIOUSLY JEWISH” MUCH LESS FREQUENTLY THAN THE SURVEY RESPONDENTS OVERALL.

Jewish Identity

N=146

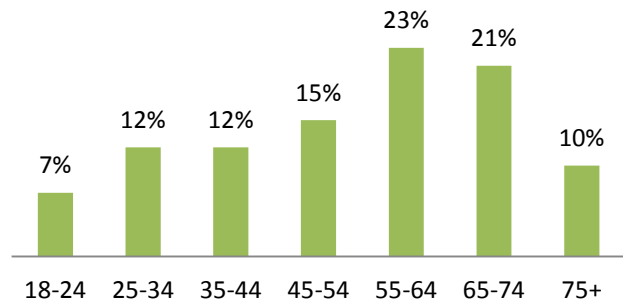


64% of the overall respondents identify as “Religiously Jewish” where as only 33% of this group identifies as “Religiously Jewish”.

Age. Distribution of age between these respondents and the overall group are generally similar with the exception of the 25-34 year age group. 12% of these respondents are 25-34 where as 6% of overall participants are 25-34.

AGE

N=146



Denomination. This group of participants concentrates among those who identify as Conservative or Reform Jewish. 90% are Reform or Conservative, compared to 73% of the survey overall.

Income. 55% of these respondents earn less than \$100,000 annually while 32% of the overall survey respondents earn less than \$100,000 annually.

Of the 27% of these participants who are currently unemployed, 9% are students and 11% are people with disabilities. This is more frequent than the overall survey respondents. Of the 32% of overall survey respondents who are unemployed, 3% are students and 5% are people with disabilities.

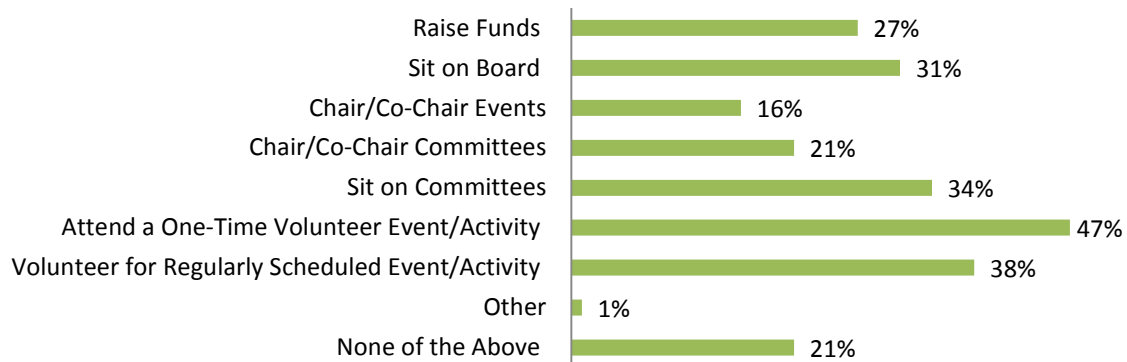
Jewish Organization Involvement. 25% of individuals in this group are employed by a Jewish Organization and 15% sit on the board of a Jewish Organization.

Childhood. As a child 16% of these respondents attended Jewish Day School and 65% attended synagogue-based religious school.

Likelihood of Moving. These respondents are more likely to move than the overall survey respondents.

Volunteerism and Philanthropy. 79% of these respondents volunteered in the past 12 months, compared to 84% of the survey respondents overall.

"In What Ways Do You Volunteer?"



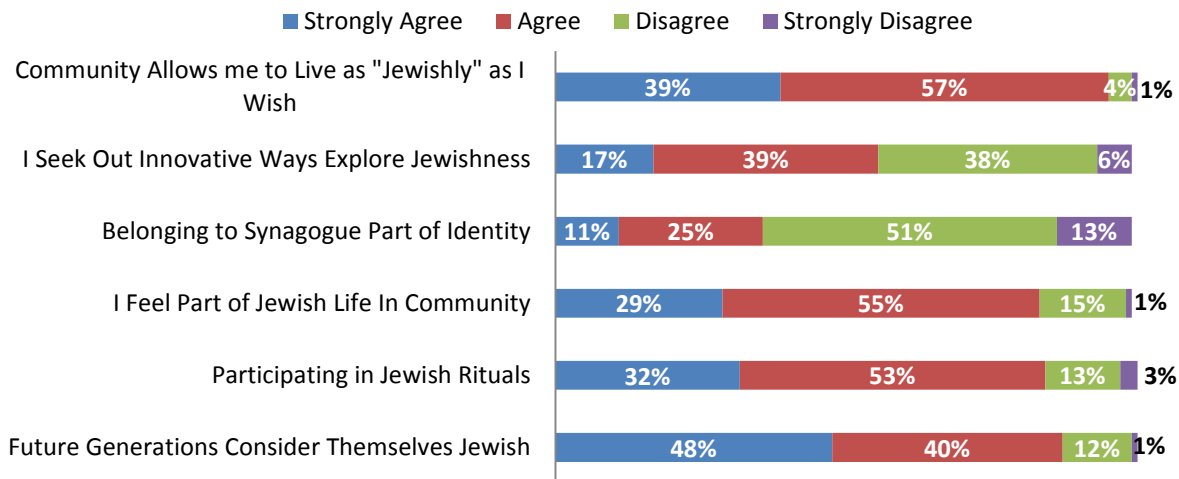
This group of respondents less frequently selected each way to volunteer than the overall survey respondents.

These respondents chose "none of the above" more frequently than the overall survey respondents (21% these respondents, 15% overall survey respondents).

IDENTITY

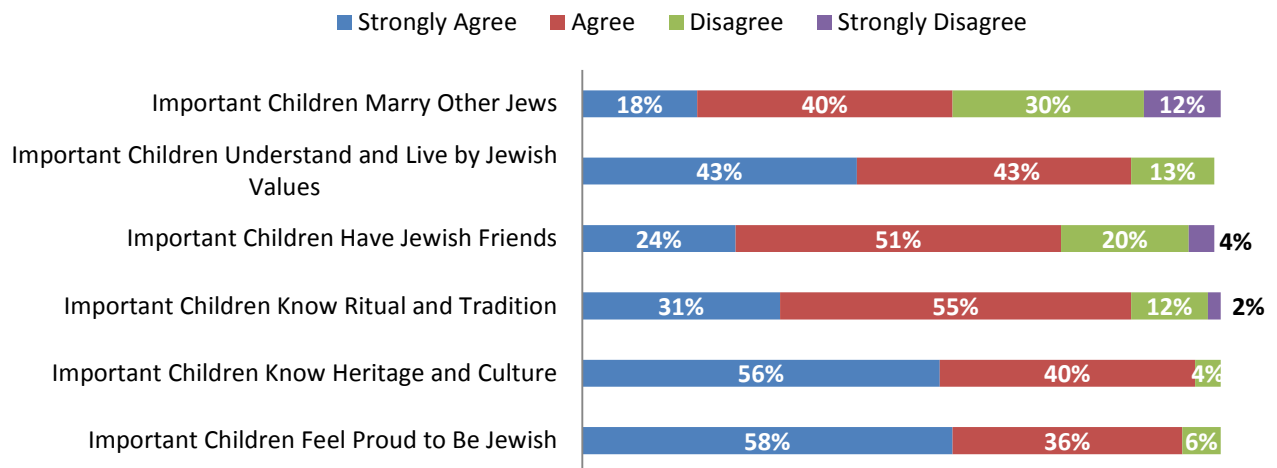
ACROSS THE BOARD, THIS GROUP LESS FREQUENTLY “STRONGLY AGREED” WITH ALL OF THE FOLLOWING STATEMENTS.

Values Regarding Identity



CHILDREN

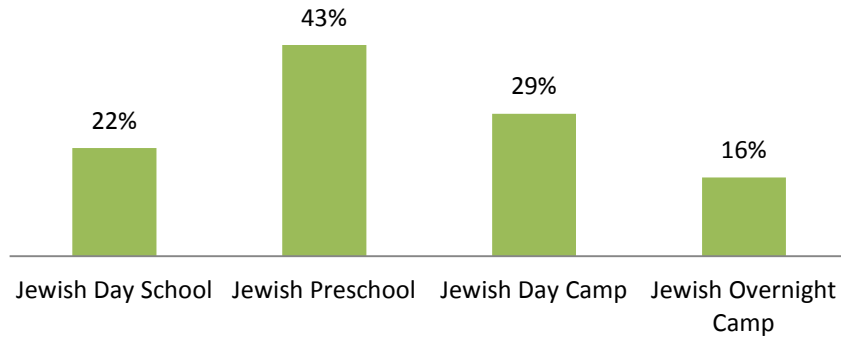
Children Living Jewishly



THESE RESPONDENTS LESS FREQUENTLY STRONGLY AGREE WITH ALL OF THESE ATTRIBUTES.

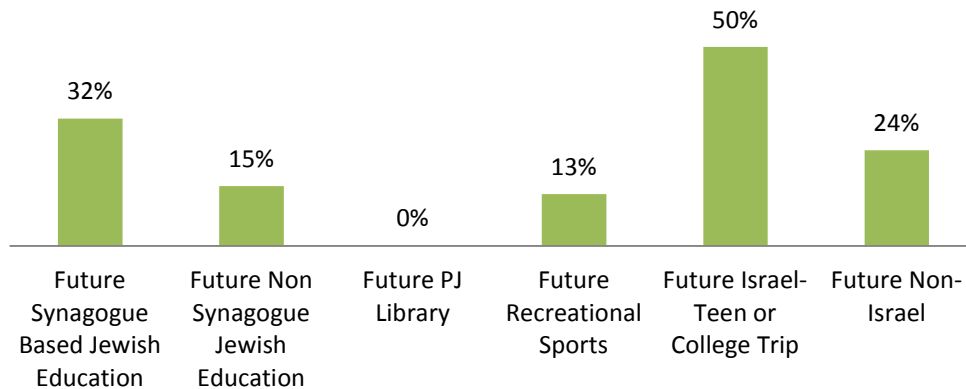
The most notable difference was in the area of in-marriage. 18% of this group strongly agreed it would be important for their child to marry another Jew, compared to 46% overall.

"Did/Does Your Child Participate in the Following Activities?"



While these respondents less frequently send their children to all of the following activities than overall survey respondents, it is still notable that 22% send their children to Jewish Day School and 43% send their children to Jewish Preschool.

"Do You Anticipate Your Child(ren) Participating in the Following Activities in the Future?"



These respondents are less likely to have children participate in Jewish education outside of the synagogue (15% of these respondents said yes to “future non-synagogue Jewish education” compared to 21% of the overall survey population).

However, these respondents are more likely to have their children participate in “future synagogue based Jewish education” (32% of these respondents, 17% of overall survey respondents).

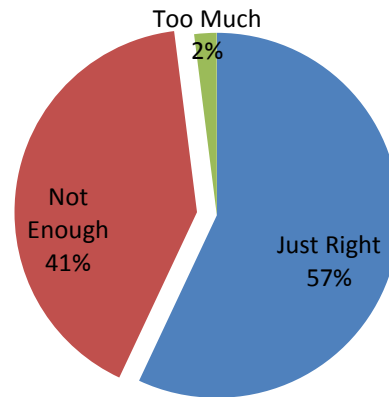
This is interesting to note because these respondents do not currently belong to a synagogue.

COMMUNITY NEEDS

THIS GROUP MORE FREQUENTLY DESCRIBES THEIR CURRENT PARTICIPATION LEVEL AS “NOT ENOUGH” RELATIVE TO THE SURVEY POPULATION OVERALL. (41% OF THESE RESPONDENTS VS. 28% OF OVERALL RESPONDENTS)

"How Would You Describe your Current Participation Level?"

It is important to note that a requirement of this analysis is that the respondent did not chose “I do not participate” when asked their participation level.



EXPANDING PROGRAMS AND AUDIENCES

When asked to indicate which “Jewish-focused program and service areas you believe need to be expanded in your local community” these respondents chose the following categories most frequently:

- **Social Programs/Activities** (30%)
- **Social Action/ Community Service** (26%)
- **Jewish Education for Adults** (26%)
- **Social Justice Advocacy*** (25%)
- **Creative Non-Traditional Worship*** (25%)

*While the other 3 programs were also in the top 5 for the overall survey respondents, Social Justice Advocacy and Creative Non-Traditional Worship are only in the top 5 for these respondents.

When asked “Is there a need to expand Jewish programs and services in your local community geared to the interests of the following audiences?” these respondents chose the following audiences most frequently:

- **Interfaith Couples/Families** (30%)
- **Jewish Singles** (29%)
- **Empty Nesters** (23%)
- **Active Older Adults** (22%)
- **None** (18%)

Notably, the fifth most frequently suggested audience to expand to among them was “none”. This was not among the most frequently chosen audiences for the survey respondents overall.

HEALTHY, VIBRANT, SUSTAINABLE JEWISH COMMUNITY

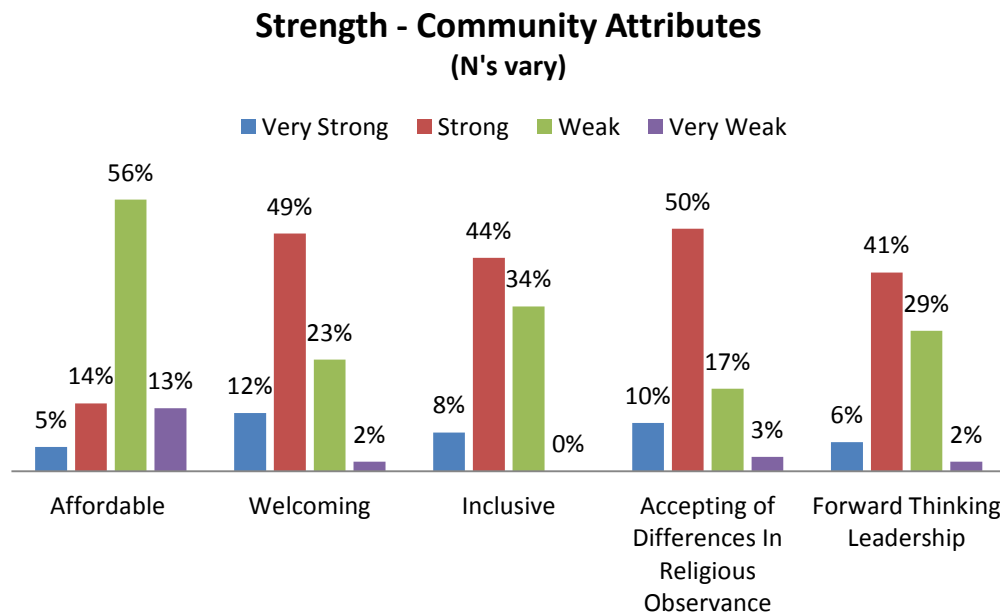
When asked to “select five community descriptors you believe are most necessary for a Jewish community to be healthy, vibrant and enduring” these respondents chose the following descriptors most frequently:

- **Affordable** (55%)
- **Welcoming** (55%)
- **Inclusive** (43%)
- **Accepting Of Differences in Religious Observance** (41%)
- **Forward Thinking Leadership** (34%)

The Top Five Community Descriptors for these respondents resembled that of the community as a whole. The largest difference was that more of this group selected “affordable” (55% of these respondents vs. 47% of overall survey respondents) relative to the survey overall.

Both these respondents and the overall survey respondents believe “forward thinking leadership” to be of equal importance. (34% of these respondents, 35% of overall survey respondents)

Respondents were then asked to rate the **strength** of the Community Descriptors they identified:



Much as with the broader survey, these respondents find that the community does poorly with affordability, with only 19% believing the community to be “strong” or “very strong” on that attribute (overall survey responses was 30% “strong” or “very strong”).

When asked to “select 5 institutions, people and organizations you believe are most critical to a Jewish community being healthy, vibrant and enduring” these respondents chose the following institutions, people and organizations most frequently:

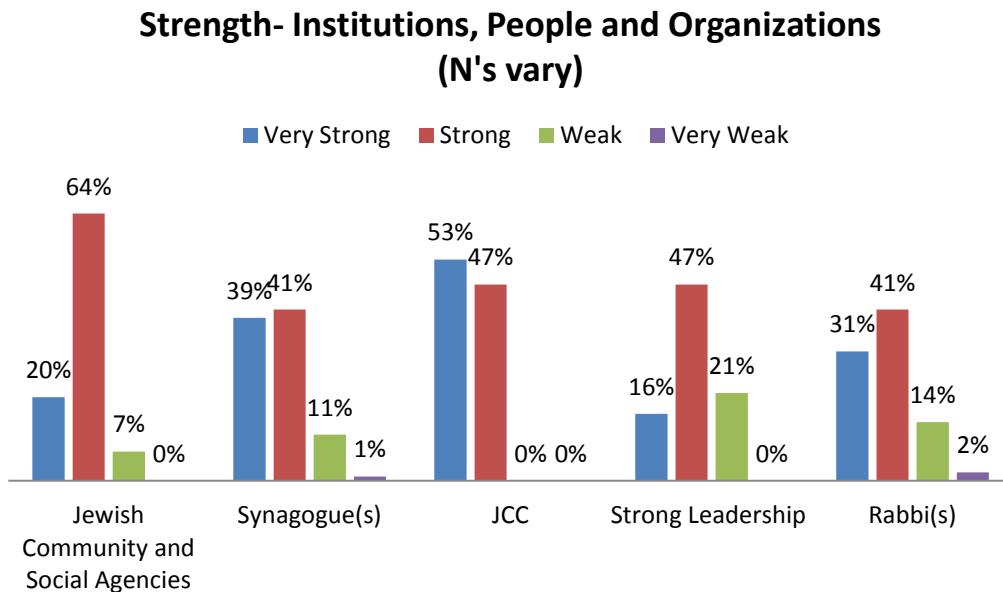
- **Jewish Community and Social Agencies** (64%)
- **Synagogue(s)** (62%)
- **JCC** (53%)
- **Strong Leadership** (39%)
- **Rabbi(s)** (35%)

62% of these participants selected synagogues as a **Top Five Institution, Person or Organization** necessary for a healthy, vibrant Jewish community.

It is notable that such a high percentage of this group still identifies the connection between synagogues and community health, when they are not affiliated with a synagogue themselves.

This group is also more likely to select **JCC** as a top 5 institution than the survey respondents overall (53% these respondents vs. 43% overall survey respondents).

Respondents were then asked to rate the **strength** of the Institutions, People and Organizations they identified:



THE JCC WAS RATED HIGHLY BY THESE RESPONDENTS, WITH **100%** OF THOSE WHO THOUGHT THE JCC WAS IMPORTANT SAYING THEY FELT ITS PERFORMANCE WAS “STRONG” OR “VERY STRONG”.

80% of these respondents that said synagogues were important said their performance was strong or very strong, although they do not belong to a synagogue.

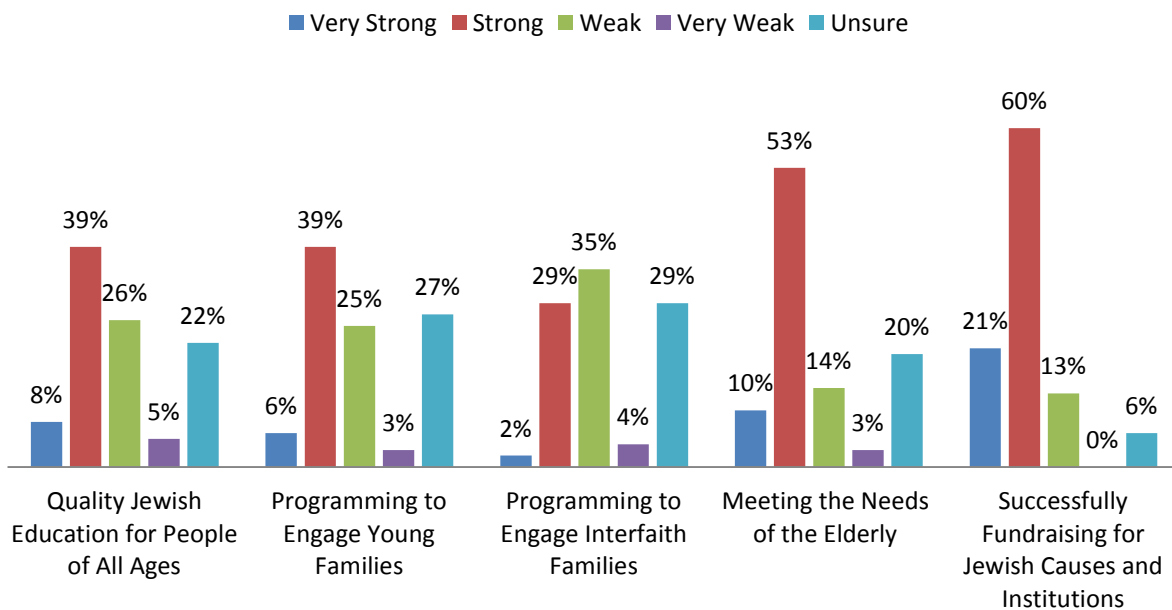
When asked to “select 5 programs and services you believe are most critical to a Jewish community being healthy, vibrant and enduring” these respondents chose the following programs and services most frequently:

- **Quality Jewish Education for People of All Ages (68%)**
- **Programming to Engage Young Families (64%)**
- **Programming to Engage interfaith Families (58%)**
- **Meeting the Needs of the Elderly (48%)**
- **Successfully Fundraising for Jewish Causes and Institutions (36%)**

The 5 programs and services believed to be most critical were the same for these respondents and the overall survey respondents.

Respondents were then asked to rate the **strength** of the Programs and Services they identified:

Strengths - Programs and Services (N's vary)



Many respondents from this group are unsure of how well the community is doing providing key programs and services. An exception is for fundraising, where only 6% were unsure.