

PERCEPTIONS OF AGENCY IMPORTANCE

Supplementary Report #3

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Perceptions of Agency Importance

All respondents were read a list of nine institutions and agencies which receive support from the Greater Hartford Jewish Federation, and asked to indicate the importance of each. Importance was defined as, "how great a loss there would be to the Hartford area Jewish population if this agency were not here." Respondents were asked to choose one of the following alternatives: very important, somewhat important; very little or no importance; or not familiar enough with the agency to have an opinion.

In addition to the nine agencies or organizations, the list also included the Golda Meir Service League. This is, of course, an entirely fictitious organization, but it provided a useful control. If a respondent were included to regard every Jewish agency as being very high or low in importance, he or she would probably similarly regard this fictitious agency. Respondents who are both knowledgeable and un-bias should give the unfamiliar response to the Golda Meir agency.

In total, about 85 percent of the respondents claimed to be unfamiliar with this agency. In the following tables they are identified as the "control" group and their evaluations of agencies are presented to the right of each slash (/). On the left are the evaluations of all respondents.

Presented in table one are the evaluations of all respondents and the control group, of every agency, by town or town grouping. The somewhat important category has been excluded, but it can be deduced by subtracting the sum of other responses from 100 percent. To illustrate, among all respondents in the entire area, 79 percent rate the Hebrew Home as very important, 1 percent say little or no importance, and 15 percent are unfamiliar. The total $(79 + 1 + 15) = 95$; thus, 5 percent $(100 - 95)$ said somewhat important.

Overall, the smallest number of people thought the Jewish Association for Community Living was very important. Especially among the more knowledgeable or less biased control respondents, few considered it very important and many were unfamiliar with it. (This finding is hardly surprising in light of the newness of the agency.) Two other agencies -- the Paul and Bess Sigel Hebrew Academy and the Midrasha Community Hebrew High School -- also received few "very important" nominations, but did receive relatively large numbers of "little or no importance" ratings. Working up from the bottom, the Solomon Schechter Day School is next. Thus, school-related organizations are generally perceived as being less important to the community. At the very top of the "very important" list are the Hebrew Home and Hospital and Mt. Sinai Hospital. Similarly numbers of people perceive each as being "very important," but a larger number of people are unfamiliar with the Hebrew Home, while a larger number perceive Mt. Sinai as being of "little or no importance." In the second category from the top are: the Jewish Community Center (and its camps), Jewish Family Service and the Greater Hartford Jewish Federation.

The above descriptions refer to the entire Hartford area. From town to town, however, table one indicates that there are some pronounced differences in people's perceptions of agencies.

TABLE ONE

Perceived Importance of Agencies

Entire Greater Hartford Area	% Very Important all / control	% Little or No Importance all / control	% Unfamiliar all / control
Agency			
Hebrew Home & Hospital	79 / 80	1 / 1	15 / 16
Jewish Com. Center (& its camps)	66 / 65	2 / 1	9 / 9
P. & B. Sigel Hebrew Academy	24 / 23	8 / 7	49 / 51
Jewish Family Service	67 / 65	1 / 1	14 / 16
Midrasha Com. Hebrew H.S.	21 / 20	5 / 5	51 / 52
Greater Hartford Jewish Fed.	66 / 63	2 / 2	14 / 15
Jewish Assoc. for Com. Living	16 / 11	2 / 1	73 / 80
Mount Sinai Hospital	80 / 81	4 / 4	3 / 4
Solomon Schechter Day School	33 / 32	7 / 7	33 / 34
Ayon - Farmington			
Hebrew Home & Hospital	63 / 71	0 / 0	19 / 24
Jewish Com. Center (& its camps)	48 / 43	0 / 0	11 / 14
P. & B. Sigel Hebrew Academy	11 / 14	4 / 5	70 / 71
Jewish Family Service	67 / 67	0 / 0	11 / 14
Midrasha Com. Hebrew H.S.	11 / 14	7 / 10	56 / 57
Greater Hartford Jewish Fed.	59 / 52	4 / 5	4 / 5
Jewish Assoc. for Com. Living	15 / 10	4 / 5	78 / 86
Mount Sinai Hospital	85 / 86	7 / 5	0 / 0
Solomon Schechter Day School	22 / 29	7 / 10	33 / 29
Bloomfield			
Hebrew Home & Hospital	92 / 94	1 / 1	4 / 4
Jewish Com. Center (& its camps)	62 / 63	2 / 1	3 / 3
P. & B. Sigel Hebrew Academy	37 / 37	8 / 7	25 / 26
Jewish Family Service	62 / 62	4 / 4	14 / 15
Midrasha Com. Hebrew H.S.	24 / 25	8 / 8	46 / 46
Greater Hartford Jewish Fed.	73 / 73	11 / 1	9 / 8
Jewish Assoc. for Com. Living	13 / 13	1 / 1	73 / 74
Mount Sinai Hospital	87 / 87	3 / 3	1 / 1
Solomon Schechter Day School	34 / 35	10 / 10	25 / 25
East			
Hebrew Home & Hospital	73 / 72	2 / 3	22 / 22
Jewish Com. Center (& its camps)	59 / 53	2 / 3	15 / 17
P. & B. Sigel Hebrew Academy	22 / 22	10 / 11	63 / 64
Jewish Family Service	63 / 64	0 / 0	24 / 25
Midrasha Com. Hebrew H.S.	15 / 15	10 / 8	59 / 58
Greater Hartford Jewish Fed.	56 / 56	2 / 3	22 / 25
Jewish Assoc. for Com. Living	29 / 22	2 / 3	63 / 69
Mount Sinai Hospital	83 / 81	5 / 6	7 / 8
Solomon Schechter Day School	37 / 33	7 / 8	34 / 39

Perceived Importance of Agencies - 2 -

Hartford Agency	<u>% Very</u> <u>Important</u>	<u>% Little or</u> <u>No Importance</u>	<u>%</u> <u>Unfamiliar</u>
	<u>all / control</u>	<u>all / control</u>	<u>all / control</u>
Hebrew Home & Hospital	87 / 85	0 / 0	4 / 5
Jewish Com. Center (& its camps)	57 / 55	4 / 0	9 / 10
P. & B. Sigel Hebrew Academy	27 / 26	5 / 0	46 / 53
Jewish Family Service	65 / 60	0 / 0	17 / 20
Midrasha Com. Hebrew H.S.	22 / 20	4 / 0	52 / 60
Greater Hartford Jewish Fed.	70 / 75	9 / 5	13 / 15
Jewish Assoc. for Com. Living	22 / 15	4 / 0	70 / 80
Mount Sinai Hospital	83 / 85	4 / 5	4 / 5
Solomon Schechter Day School	52 / 50	9 / 5	26 / 30
North-West			
Hebrew Home & Hospital	75 / 80	0 / 0	17 / 20
Jewish Com. Center (& its camps)	42 / 30	0 / 0	33 / 40
P. & B. Sigel Hebrew Academy	8 / 0	17 / 10	50 / 60
Jewish Family Service	50 / 50	0 / 0	17 / 20
Midrasha Com. Hebrew H.S.	17 / 20	0 / 0	67 / 60
Greater Hartford Jewish Fed.	33 / 20	0 / 0	33 / 40
Jewish Assoc. for Com. Living	33 / 30	0 / 0	58 / 70
Mount Sinai Hospital	67 / 80	0 / 0	0 / 0
Solomon Schechter Day School	8 / 10	0 / 0	58 / 60
Simsbury - Canton			
Hebrew Home & Hospital	72 / 71	7 / 5	21 / 24
Jewish Com. Center (& its camps)	66 / 62	10 / 10	3 / 5
P. & B. Sigel Hebrew Academy	11 / 10	18 / 14	54 / 57
Jewish Family Service	73 / 75	4 / 0	8 / 10
Midrasha Com. Hebrew H.S.	11 / 14	11 / 10	50 / 52
Greater Hartford Jewish Fed.	64 / 57	4 / 0	18 / 24
Jewish Assoc. for Com. Living	21 / 10	4 / 0	68 / 91
Mount Sinai Hospital	68 / 67	4 / 5	4 / 5
Solomon Schechter Day School	14 / 10	11 / 5	46 / 52
South-East			
Hebrew Home & Hospital	63 / 60	0 / 0	27 / 28
Jewish Com. Center (& its camps)	77 / 76	0 / 0	3 / 4
P. & B. Sigel Hebrew Academy	23 / 24	3 / 4	70 / 68
Jewish Family Service	73 / 68	0 / 0	13 / 16
Midrasha Com. Hebrew H.S.	20 / 16	3 / 4	60 / 60
Greater Hartford Jewish Fed.	63 / 56	0 / 0	17 / 20
Jewish Assoc. for Com. Living	10 / 0	0 / 0	83 / 92
Mount Sinai Hospital	80 / 80	7 / 8	0 / 0
Solomon Schechter Day School	37 / 36	10 / 8	37 / 36

Perceived Importance of Agencies - 3 -

South-West Agency	<u>% Very</u> <u>Important</u>	<u>% Little or</u> <u>No Importance</u>	<u>%</u> <u>Unfamiliar</u>
	<u>all / control</u>	<u>all / control</u>	<u>all / control</u>
Hebrew Home & Hospital	81 / 78	0 / 0	13 / 15
Jewish Com. Center (& its camps)	59 / 59	0 / 0	16 / 19
P. & B. Sigel Hebrew Academy	16 / 15	3 / 4	72 / 78
Jewish Family Service	75 / 70	0 / 0	13 / 15
Midrasha Com. Hebrew H.S.	13 / 11	3 / 4	63 / 63
Greater Hartford Jewish Fed.	66 / 67	0 / 0	16 / 19
Jewish Assoc. for Com. Living	13 / 7	3 / 4	72 / 82
Mount Sinai Hospital	81 / 82	6 / 4	9 / 11
Solomon Schechter Day School	25 / 26	6 / 7	41 / 44
 West Hartford			
Hebrew Home & Hospital	82 / 83	1 / 1	13 / 14
Jewish Com. Center (& its camps)	71 / 73	1 / 1	4 / 4
P. & B. Sigel Hebrew Academy	28 / 27	8 / 7	33 / 35
Jewish Family Service	68 / 67	2 / 2	11 / 13
Midrasha Com. Hebrew H.S.	29 / 26	4 / 2	34 / 38
Greater Hartford Jewish Fed.	70 / 68	2 / 1	9 / 10
Jewish Assoc. for Com. Living	15 / 14	2 / 1	74 / 77
Mount Sinai Hospital	77 / 78	2 / 1	3 / 3
Solomon Schechter Day School	35 / 32	3 / 3	24 / 26

In table two we focus upon agencies and areas, examining the ratings of each agency in three areas: core (Bloomfield, Hartford and West Hartford); other towns west-of-the-river; and towns east-of-the-river.

For most agencies, the greatest number of "very important" ratings are in the core, followed by east towns, than other west towns. Included in this group are: Paul and Bess Sigel Hebrew Academy, Midrasha Community Hebrew High School, the Greater Hartford Jewish Federation, the Jewish Association for Community Living, Mt. Sinai Hospital, and the Solomon Schechter Day School.

It is only in the perceived importance of the Hebrew Home and Hospital and Jewish Family Services that west-of-the-river non-core towns do not have the lowest percentage of "very important" ratings. (For these agencies they are intermediate between core and east.)

There are also two agencies that receive the highest percentage of "very important" ratings from east-of-the-river towns. Included here are the Jewish Community Center (where inter-area differences in perceived importance are large) and Jewish Family Services (where differences are very small.)

All of these inter-area differences are described in greater detail in table two, on the following page.

TABLE TWO

Agency Perceptions by Areas

<u>Agency</u>	<u>Area</u>	<u>% Very Important All / Control</u>	<u>% Little or No Importance All / Control</u>	<u>% Unfamiliar All / Control</u>
Hebrew Home and Hospital	Core ¹	86 / 87	1 / 1	9 / 9
	Other West ²	74 / 76	1 / 1	19 / 20
	East ³	67 / 64	1 / 1	26 / 25
Jewish Comm. Center (+ camps)	Core ¹	66 / 67	2 / 1	5 / 5
	Other West ²	55 / 51	2 / 2	16 / 16
	East ³	76 / 75	1 / 1	9 / 10
P. & B. Sigel Hebrew Academy	Core ¹	31 / 30	8 / 7	33 / 35
	Other West ²	14 / 11	9 / 9	64 / 69
	East ³	23 / 24	5 / 6	68 / 67
Jewish Family Service	Core ¹	66 / 64	2 / 2	13 / 15
	Other West ²	68 / 66	1 / 0	12 / 15
	East ³	70 / 67	0 / 0	17 / 19
Midrasha Commun. Hebrew H.S.	Core ¹	26 / 24	5 / 3	41 / 44
	Other West ²	13 / 14	5 / 6	59 / 58
	East ³	18 / 16	6 / 5	60 / 59
Greater Hartford Jewish Federation	Core ¹	71 / 71	3 / 2	10 / 10
	Other West ²	58 / 53	2 / 1	17 / 21
	East ³	61 / 56	1 / 1	19 / 22
Jewish Assoc. for Comm. Living	Core ¹	16 / 12	2 / 1	73 / 77
	Other West ²	14 / 13	3 / 3	70 / 82
	East ³	16 / 7	1 / 1	76 / 84

¹Core includes: Bloomfield, Hartford and West Hartford.

²Other West includes: Avon, Canton, Farmington, Granby, New Britain, Newington, Rocky Hill, Simsbury, Suffield, Wethersfield, Windsor and Windsor Locks.

³East includes: East Hartford, Ellington-Tolland, Glastonbury, Manchester, South Windsor and Vernon.

Agency Perceptions by Areas - 2 -

<u>Agency</u>	<u>Area</u>	<u>% Very Important All / Control</u>	<u>% Little or No Importance All / Control</u>	<u>% Unfamiliar All / Control</u>
Mt. Sinai Hospital	Core ¹	38 / 36	6 / 7	25 / 26
	Other ³ West ²	19 / 20	6 / 6	44 / 46
	East	37 / 35	9 / 8	36 / 37
Solomon Schechter Day School	Core ¹	38 / 36	6 / 5	25 / 26
	Other ³ West ²	21 / 22	7 / 7	43 / 45
	East ³	37 / 35	9 / 8	36 / 37

¹Core includes: Bloomfield, Hartford and West Hartford.

²Other West includes: Avon, Canton, Farmington, Granby, New Britain, Newington, Rocky Hill, Simsbury, Suffield, Wethersfield, Windsor and Windsor Locks.

³East includes: East Hartford, Ellington-Tolland, Glastonbury, Manchester, South Windsor and Vernon.