

SOUTH HILLS COMMUNITY STUDY

of the United Jewish Federation



234 McKEE PLACE
PITTSBURGH, PA. 15213
681-8000

March 2, 1967

Dr. Joseph Markowitz, President
Beth Israel Center
5133 Leona Drive
Pittsburgh 27, Pennsylvania

Dear Dr. Markowitz:

It gives me great pleasure to enclose a copy of the conclusions and recommendations of the United Jewish Federation South Hills Study Committee. You will note that it includes the report which was issued to the United Jewish Federation Board and a summary of the study data.

On behalf of the Committee and the Federation, I thank you for your very extensive and extremely helpful cooperation during the Study. Obviously, the Study could not have taken place without your help.

I believe that we have taken a major step forward in making much-needed services available to the South Hills Jewish community. I also believe that we have enriched both the Federation and the South Hills Jewish community by our very close and successful involvement.

We will be very glad to make available to you personally any information that you may desire, or to discuss in any way the Study and its conclusions. Again, let me express our sincere appreciation.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Irving Levitt".

Irving Levitt, Chairman
South Hills Study Committee

/dk
Enc.

PARTICIPATING ORGANIZATIONS: Ahavath Achim Synagogue, Carnegie / Ahavath Achim Men's Club / Ahavath Achim Sisterhood / Beth El Synagogue / Beth El Men's Club / Beth El Sisterhood / Beth Israel Center / Beth Israel Center Men's Club / Beth Israel Center Sisterhood / B'nai B'rith Women, Eden, B'nai B'rith Women, South Hills / B'nai B'rith Men, South Hills Lodge / B'nai B'rith Men, South Suburbia Lodge / Hadassah, Group 5 / Hadassah, Group 10 / National Council of Jewish Women, South Hills / ORT, Evening, South Hills / ORT, Afternoon, South Hills / ORT, Whitehall / Pioneer Women, South Hills / Temple Emanuel / Temple Emanuel Men's Club / Temple Emanuel Sisterhood.

SOUTH HILLS STUDY

- I. Report to the Board of the United Jewish Federation
- II. Summary of Data

South Hills Study Committee

Irving Levitt, Chairman

Philip Baskin
Harold S. Bigler
Max L. Bluestone
Sidney Feldman
Robert Frankel
Dean J. Hirschfield
Irving Isaacs
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Dr. J. E. Rosenberg
Bernard Samuels
Dr. Harry Seltzer
Joel Smalley
Mrs. John Wolf
Milton Porter - Ex-Officio
Arnold I. Levine - Ex-Officio

COOPERATING SOUTH HILLS ORGANIZATIONS AND INSTITUTIONS

Ahavath Achim Synagogue
Ahavath Achim Men's Club
Ahavath Achim Sisterhood

Beth El Men's Club
Beth El Sisterhood
Beth Israel Center
Beth Israel Center Men's Club
Beth Israel Center Sisterhood

B'nai B'rith Women, Eden
B'nai B'rith Women, South Hills
B'nai B'rith Men, South Hills Lodge
B'nai B'rith Men, South Suburbia Lodge

Hadassah, Group 5
Hadassah, Group 10

National Council of Jewish Women, South Hills

ORT, Evening, South Hills
ORT, Afternoon, South Hills
ORT, Whitehall

Pioneer Women, South Hills

Temple Emanuel
Temple Emanuel Men's Club
Temple Emanuel Sisterhood

TO: Board Members, United Jewish Federation February 28, 1967 - 8:15 P.M.
UJF Building

FR: Irving Levitt, Chairman
South Hills Study Committee

THE SOUTH HILLS STUDY

Although there have been periodic reports to this Board on the progress of the South Hills Study, tonight, with your indulgence, I will report on the total study from beginning to end.

The needs of suburban communities in this country have been of growing concern and interest to Jewish Federations everywhere. The drift and the movement into suburbia are evident to all of us as are the many problems that have been created. Pittsburgh has not had the rush from the central city that other major urban areas have faced. Nevertheless, our suburban Jewish communities have grown steadily and this has been especially true of South Hills. Federation has been aware of the expansion of South Hills but the Federation and its agencies have been giving only minimal service to South Hills residents. As it became obvious that the South Hills Jewish community was steadily growing, its relationship to Federation became increasingly important.

Federation and South Hills have questioned the nature and extent of the services provided in South Hills, the desire in the community for access to such services, and the use of programs which are available. However, our knowledge of these issues has been inadequate.

When the newly-merged YM&WHA-IKC requested the United Jewish Federation to review leisure-time services and capital needs in the community it included a request for an examination of the South Hills Jewish community. Thereafter, in December, 1964, the Federation's Social Planning and Budgeting Committee established a special 22-member ad hoc South Hills Study Committee. That Committee determined that only a complete and elaborate survey would be sufficient and undertook to carry out a complete analysis of the South Hills Jewish community.

The Graduate School of Sociology of the University of Pittsburgh agreed to act as consultant to the study. University professionals assisted in the development of a questionnaire to obtain information about a wide range of needs and services. The committee agreed on personal interviews and determined to reach directly the greatest possible number of heads of household in the South Hills Jewish community. The South Hills Jewish community responded enthusiastically to our call. The South Hills Chapter of the Council of Jewish Women volunteered to handle the interviews. The Federation and this group sponsored a meeting with representatives of the various womens' organizations in the South Hills and about 80 women agreed to be interviewers. We were fortunate to obtain a professional supervisor of interviewing who held training sessions with the volunteer interviewers.

Interviewing took place during the last part of 1965. 408 families were personally visited, and another 144 families were contacted by mail or telephone. The total number of families in the South Hills Jewish community was identified to be 1,224. Therefore, 45% of the known South Hills Jewish families were directly contacted during the survey.

The study encompassed the collection of a wide and extensive array of data. The questionnaire included many questions on a variety of subjects including education, background, interests, income, movement from one location to another, and so forth. When the questionnaires were returned and the data was assembled, we recognized that we possessed a very substantial amount of important and interesting sociological information. We believed that we could develop an important document analyzing suburban Jewish population - a document of interest and significance to Jewish and non-Jewish organizations and experts throughout the country. We also recognized, however, that the development of such a sociological document would be a very time-consuming and elaborate task.

We decided that we should divide our Committee's objectives into two parts. First, we must fulfill our responsibilities as a planning body within the Federation. We must analyze the data of the study, come to our conclusions, and make our considered recommendations to the Federation. After we acted as a planning body, then, second, we could attempt to complete the analysis of all the data to develop our sociological conclusions.

The Federation planning process can be seen as comprehending three steps. First, there must be a determination and examination of the need. Second, there should be an assessment of the response to meet that need. Third, there should be the creation of a mechanism to undertake the response - that is, to deliver the service. Our Committee was charged with the first step in the planning process, that is, to determine need. Obviously, the planning process is enhanced by as much examination, knowledge, and information as possible. However, all of the study data was not directly relevant to the first task of our Committee. Therefore, we extracted from the mass of study data only that information which was clearly relevant to the determination of need. We then arrived at conclusions and recommendations to be presented to this Board to lead to the next step in the planning process.

I will now state to you the conclusions which our Committee distilled from the study data.

1. The South Hills Jewish community is stable, growing, middle-class, relatively young, with above-average income.
2. The South Hills Jewish community has limited Jewish sponsored programs.
3. The South Hills Jewish community expresses a felt need for programs. These programs include recreational, cultural, educational, religious, and "other". The community expects to make significant use of the programs if made available.
4. The South Hills Jewish community desires the programs to be Jewish sponsored.
5. The South Hills Jewish community indicates a specific need for a Jewish community center and its programs.
6. The South Hills Jewish community believes there should be joint financing in the development of these programs.

The Board should understand that these 6 conclusions represent merely a summary of the data. All of that data has not yet been assembled into tabular form, but nevertheless we have 75 statistical tables, and a very considerable assembly of other summaries. Obviously, it is not possible to make any detailed report to this Board. I think it necessary, however, to mention highlights which support the conclusions which I have stated. In addition, I will have distributed after the meeting copies of a summary of the data which give additional statistical information.

Twelve hundred and twenty-four Jewish Families now live in South Hills. In 1960 a Federation study identified 897 Jewish heads of household. Very significant growth is clearly taking place.

The 1,224 South Hills families compares with about 2,000 families in the East End-Stanton Heights area. Thus, South Hills is not only growing, it represents a significant block of Jewish population.

The families include over 2,000 children under 20 years of age. That number of children warrant our very careful attention and our very intense consideration.

The respondents are well-educated. Forty-three percent of heads of household have one or more college degrees. Forty-two percent are self-employed. Another 41% are engaged in professional or technical occupations.

The income level is high. Ten percent of the families have incomes in excess of \$25,000; 63% have incomes of between \$10,000 and \$25,000; 15% possess incomes of between \$7,000 to \$10,000; only 12% have incomes under \$7,500.

The community is stable. Twenty-three percent of the families have lived at their present address for at least 10 years and two-thirds for at least several years.

Affiliation with temples and synagogues is extensive. Almost half of the South Hills residents are members of Temple Emanuel, 16% belong to Beth El, 9% belong to Beth Israel, 6.5% belong to Ahavath Achim, and 14% are unaffiliated.

Thus, we must conclude that the South Hills Jewish community is vital, growing, prosperous, and important. Connections between the central community and South Hills will be enriching to both.

It was essential to inventory existing services available to the South Hills Jewish residents. Extensive questionnaires were developed and the many organizations in South Hills were contacted. We put together a general profile of the resources of the total South Hills community. We also itemized the programs and services offered by Jewish organizations. Finally, we carefully reviewed the nature and extent of use of any and all programs by Jewish residents.

The Committee concluded that Jewish sponsored programs are limited and therefore the Jewish residents do not have access to desired programs and services. As one member of our Committee said, he "would like South Hills to have the kind of facilities and services which enable Jewish children to meet and to be with other Jewish children; such activities and programs are not in operation in South Hills to any extent at this time."

Data supporting the conclusion as to the need for programs includes such statistics as the following:

Sixty-eight percent of the sample indicated that additional recreational programs, facilities, and agencies are needed. About half of the respondents said they would participate in various group activities that made it possible for them to meet other adults.

Substantial numbers of the sample indicated that their children would use programs and services if made available. For example, in the case of children under 5 years of age, 65% could be expected to attend nursery school and 69% of children between the ages of 5 to 9 would attend day camp. Fifty-three percent of children of age 10 to 14 would participate in club groups, while 52% of adolescents aged 15 to 19 would join in group activities.

There is definite interest in cultural programs. Thus, 50% of the sample see the need for arts and crafts programming, and 37% expressed a need for additional cultural activities generally.

Fifty-two percent of the sample see a need for programs for teen-agers and 43% see a need for programs for sub-teens. Finally, 49% see a need for programs for children.

The desire for additional educational programs was also expressed. Twenty-six percent of the respondents want more programming in this area. In addition, 37% said that there was a need for programs to foster Jewish identification in children.

Finally, a considerable number of the sample expressed their belief in the need for a wide array of additional services, including family counseling, health facilities, psychological testing, etc.

I listed before as one of the major conclusions the desire of the South Hills Jewish community that programs should be Jewish sponsored. This is verified by the statistic that 85% of the sample want programs to be Jewish sponsored.

The Study Committee concluded that the community believes there is a specific need for a Jewish community center and its programs.

Fifty-eight percent of the sample specifically indicated a need for recreational programs usually offered by a community center. Sixty-four percent stated a need for cultural programs of a community center. Thirty-eight percent mentioned a need for community center educational programs.

The Committee probed the attitude of the South Hills Jewish community to the financing of new programs that may be developed. It is apparent that the community believes there should be joint financing with participation by South Hills residents along with Federation, Government, and Community Chest resources.

I have listed the conclusions which the Committee formulated from its review of the data. On the basis of these conclusions we have developed recommendations. Before submitting our recommendations to this Board, I want to express our Committee's appreciation to the many individuals and organizations who cooperated so vigorously with us in pursuing this important study. Many individuals and groups were extremely generous with their time, their energy, and their knowledge during the course of this study.

First I want to express my appreciation, and that of my Committee's, to the Federation staff for their professional guidance and administration of the study. You will remember that James Bronner and the staff at the Federation originally served as our professional staff, setting forth the format and goals of the study, and worked on this project for many months until Jim left the Federation office and the community.

However, the accolades for this study must go to Saul Weisberg and the present staff, since it was Saul who had to pick up the project in mid-stream. He had the horrendous task of culling through the tremendous data, studying its questions and answers, correlating the facts, and analyzing the data with an aim toward setting forth a clearly defined, logically documented list of understandable facts.

I don't know if the original staff members could have concluded this study as well, but I must again complement Saul Weisberg, Ralph Klopper and Rob Weis, without whose time, effort, professional guidance, and personal devotion beyond the ordinary call of their responsibilities - this report could not have been given tonight - if ever.

I am sure the Board of the Federation joins with me in expressing its appreciation to the members of my Committee who gave unstintingly of their time, contributed much toward the analysis and understanding as to the meaning of the study, and attended many long, thought provoking meetings during this three year period. The names of these Committee members are listed on the cover sheet of the detailed report you will receive tonight.

The methodology and structure of this study required the involvement of the South Hills Jewish community. From the time I first addressed the South Hills gathering of the Presidents of the constituent organizations to ask for their cooperation, to the final meeting of our Committee last week, the South Hills community has cooperated in every way to make this study not only possible, but also more thought provoking and more meaningful. The enthusiastic involvement of the South Hills people with the study itself is ample evidence of their keen interest in Jewish affairs and indeed speaks well for the degree of their Jewish consciousness. I believe that Federation and the South Hills are already more aware of their community and interests.

Mr. President, I said before that our task was to determine need. We have found that there are needs. The second step in the planning process requires an assessment of the nature of the response to meet that need.

The Committee wrestled long and diligently with the problems inherent in making such an assessment. They were mindful of the seriousness and importance of their original charge and as we conclude our work with this report tonight, we pass on the implementation responsibility of the next step to the Federation Board, with the following recommendations:

1. The Federation should consider undertaking appropriate steps to make available Jewish sponsored programs to the South Hills Jewish community. Such steps should include discussions with organizations in the South Hills Jewish community, the Y-IKC, and other appropriate groups. Any further steps leading to implementation of the study should utilize the data resulting from the answers to the questionnaire.
2. Such undertakings should include consideration of the type of facilities required, if any, to furnish Jewish sponsored programs. Location, sponsorship, method of financing and other essential matters shall be considered.
3. The Federation should consider further expenditure of money to investigate those researchable questions of this study which are related to the providing of services.

The third recommendation can make it possible for us to have a documented sociological study which should be of great value to Jewish and non-Jewish programs for many years to come.

Mr. President, I move the acceptance of the report of the South Hills Study Committee.

February 10, 1967

SOUTH HILLS STUDY

DATA CONCLUSIONS

The following are the principal conclusions developed from the data of the South Hills Study:

1. The South Hills Jewish community is stable, growing, middle class, relatively young with above average incomes.
2. The South Hills Jewish community has limited Jewish sponsored programs.
3. The South Hills Jewish community expresses a felt need for programs. These programs include recreational, cultural, educational, religious, and "other". The community expects to make significant use of the programs if made available.
4. The community desires the programs to be Jewish sponsored.
5. The community indicates a specific need for a Jewish community center and its programs.
6. The community believes there should be joint financing in the development of these programs.

SOUTH HILLS STUDY

OUTLINE OF DATA SUPPORTING THE CONCLUSIONS

All percentages used in the following statements are based upon the number of respondents in the total sample who answered the question.

1. THE SOUTH HILLS JEWISH COMMUNITY IS STABLE, GROWING, MIDDLE CLASS, RELATIVELY YOUNG, WITH ABOVE AVERAGE INCOMES.

- A. There are 1,250 Jewish families currently residing in the South Hills area. The sample included 568 of these families. Of the sample, the majority of interviewed Jewish families (45.4%) lived in Dormont - Mt. Lebanon. The second largest cluster (18%) lived in Scott Township. The balance of the sample was spread throughout other areas. A majority of the children (51%) resided in Dormont - Mt. Lebanon and 25.8% lived in Scott Township.
- B. 71% of the heads of household were in the age range of 30 - 49. The median ages were 40 for men and 37 for spouses. The average number in a family unit was 4.
- C. The great majority (81%) lived previously in Allegheny County. Of this group, 22.6% had lived in Squirrel Hill and 5.8% in East End.
- D. Stability is indicated by the fact that 71% of the families had lived at their present address during 1956-65; while an additional 23% had lived at their present

address since 1946-55. Some 19% indicated an intention of moving within 5 years, but a majority of this 19% expect to remain in the South Hills. There is considerable affiliation with temples and synagogues. Almost half (48%) belong to Temple Emanuel, 16% belong to Beth El, 9% belong to Beth Israel, 6.5% belong to Ahavath Achim, and 14% are unaffiliated.

E. The Federation Population Study of 1963 identified 897 Jewish heads of household. Three years later the present study identified 1,250.

F. A high level of education is indicated by the fact that 43% of the heads of household had one or more college degrees, and 80% had more than high school education. It is also significant to note that 42% of the heads of household were self employed. Of the respondents, 41% were engaged in professional or technical occupations. 17% were managers - officials, 16% were salesmen, and 12% were proprietors.

G. The relatively high income level is illustrated by the following statistics of family income:

Below \$7,500	12%
\$7,500 to \$10,000	15%
\$10,000 to \$25,000	63%
Above \$25,000	10%

2. THE SOUTH HILLS JEWISH COMMUNITY HAS LIMITED JEWISH

SPONSORED PROGRAMS.

A. A listing of the Jewish sponsored program facilities is contained in an August 2, 1966 outline description of all South Hills services and programs. The listing includes limited programs under Jewish sponsorship as follows: Figures in parentheses are approximate average attendance.

(1) ADULTS

(a) Art (painting, decorative art, flower arranging, drawing, ceramics)

(1) Temple Emanuel - Sisterhood painting class
(\$15.00 per ten week session) (10)

(b) Group Sports (baseball, bowling, basketball, tennis, volley ball, badminton, shuffleboard, horse shoes)

(1) Beth El. Men's bowling. Members only (12)

(2) Beth Israel - Bowling. Members only
\$1.00 per week (15)

(3) B'nai B'rith Womens Chapters - Womens bowling
(\$1.00 - \$1.75 fee) (32)

(4) B'nai B'rith Men's Chapters - men's bowling
and couples (60)

(5) South Hills Evening ORT - Bowling \$1.70 fee

(c) Civic

(1) Temple Emanuel quarterly programs

(d) Sectarian Volunteer

- (1) Temple Emanuel Sisterhood projects
- (2) Beth-El Sisterhood Social Action Committee
- (3) Council of Jewish Women (54)

(e) Cultural

- (1) Discussion and Book Review Groups
 - a. Temple Emanuel quarterly programs
 - b. Council of Jewish Women (25)
 - c. B'nai B'rith Women's Chapters (35)
 - d. Hadassah (35)
 - e. South Hills ORT

(f) Social and Recreational Activities

- (1) Bridge and Mah-Jongg
 - a. Temple Emanuel Sisterhood (40)
 - b. Beth El Sisterhood (60)
 - c. Beth Israel Sisterhood (60)
 - d. B'nai B'rith Womens - South Hills
Chapter (12)
 - e. Ahavath Achim (30)

(g) Dancing

- (1) Temple Emanuel - lessons (35)

(h) Dinner Dances

- (1) Temple Emanuel Mens Club
- (2) B'nai B'rith (Womens) South Hills Chapter (50)
- (3) B'nai B'rith (Mens) - quarterly

(i) Miscellaneous Affairs

(1) B'nai B'rith Womens Chapters

(2) Whitehall ORT (15)

(2) CHILDREN AND TEENAGERS

(a) Arts

(1) Glee Club

(a) Temple Emanuel (5th to 10th grade) (50)

(2) Cantor's Club

(a) Beth El

(b) Athletic Activities

(1) Group Sports (Baseball, wrestling, basketball,
volley ball, tennis, ping pong

(a) Temple Emanuel Temple Youth (mainly
volley ball) (75)

(c) After School Clubs and Activities

(1) Temple Emanuel Youth (75)

(2) Beth El United Synagogue Youth Group (30)

(3) Beth Israel Youth

(d) Education

(1) Temple Emanuel - through twelfth grade

(2) Beth El - through confirmation (10th grade)

(3) Beth Israel - through confirmation (10th grade)

(4) Ahavath Achim - combined Sunday school -
Hebrew School program

- (e) Nursery Schools
 - (1) Temple Emanuel (open enrollment)
 - (2) Beth Israel (open enrollment) (40)
 - (3) Ahavath Achim - Sunday only (10)
- (f) Social Activities
 - (1) Dancing
 - (a) Temple Emanuel Youth (75)
 - (b) Beth El (United Synagogue Youth Group)
 - (c) Beth Israel (AZA and BBG groups) (20)
 - (2) Games, etc.
 - (a) Temple Emanuel Youth (75)
 - (b) Beth El (United Synagogue Youth Group)
 - (c) Beth Israel (AZA & BBG Groups) (20)
 - (d) Ahavath Achim - "fun" days (11)

3. THE SOUTH HILLS JEWISH COMMUNITY EXPRESSES A FELT NEED FOR PROGRAMS. THESE PROGRAMS INCLUDE RECREATIONAL, CULTURAL, EDUCATIONAL, RELIGIOUS, AND "OTHER". THE COMMUNITY EXPECTS TO MAKE SIGNIFICANT USE OF THE PROGRAMS IF MADE AVAILABLE.

A. Recreational

- (1) 68% of the sample felt that additional recreational programs, facilities and agencies are needed.

(a) Opportunity to Meet Others

26% indicated that such programs are needed, while 31% said that more programs are needed to develop friendships and companionship. 40% of the heads of household and 51% of the spouses anticipated using mass activities (dances, parties, etc.) if they were made available. 13% indicated they would participate in social groups. 61% of the heads of household and 72% of the spouses responded positively when asked if they currently participated in social get-togethers.

(b) Adult Organizations

13% felt there should be more adult organizations available. If a Health Club were available, 21% indicated they would use it. 20% of the sample presently utilized a health club.

(c) Club Groups - Social Groups

9% and 13% respectively of heads of household felt there should be more club groups and social groups. 16% of the heads of household and 24% of the spouses indicated they would participate in club groups if they were made available.

(d) The anticipated use of other recreational programs was as follows:

	<u>Heads of Household</u>	<u>Spouses</u>
Seasonal games and Sports	21%	10%
Tournaments & Leagues	12%	6%
Physical Education Classes	9%	16%
Indoor and Outdoor Swimming	34%	31%

(e) Some of the activities in which there is current participation are: bowling 41%, swimming 33%, golf 17%, and television 14%.

(f) The felt need in regard to children breaks down as follows:

Opportunity to Meet Others	25%
Social Groups	12%
Club Groups	9%

The leading activities the various age groups would participate in included: (The following percentages to the middle of page 11 are based on the total children sample).

Under Age 5

Nursery School	65%
Playground	45%
Play Groups	43%

Age 5 - 9

Day Camp	69%
Playground	58%
Play Groups	52%

Ages 10 - 14

Club Groups	53%
Lounge & Canteen Activities	47%
Mass Activities	46%

Age 15 - 19

Mass Activities	52%
Lounge & Canteen Activities	45%
Club Groups	42%

In reviewing the present use of programs,

the following is a ranking in order of use:

Active

1. Recreational Swim	33%
2. Participation in general sports	26%
3. Summer Camp	24%
4. Music Instruction	19%
5. Instructional Swim	14%
6. Baseball	14%

Sedentary:

Watching Television	51%
Reading	32%
Social Get-togethers	24%

In breaking down the use of these active programs by age group, the following is a ranking in order of participation:

Age 5 to 9

1. Swimming	43%
2. Summer Camp	22%
3. Music Instruction	9%
4. Dancing Instruction	8%

Age 10 to 14

1. Swimming	76%
2. Summer Camp	48%
3. Music Instruction	42%
4. Baseball	29%

(g) In reference to older adults, 28% felt the need for a Day Center, 23% for special events, and 10% for meetings in homes.

(h) In looking at programs, 23% felt there was a need for programs for young marrieds, 31% saw a need for programs for adults, 52% for teens, 43% for sub-teens, and 49% for children.

B. Cultural

(1) 37% of the sample felt that additional programs, facilities, and agencies are needed in this area. 50% see the need for a fine arts and crafts program;

37% for discussion groups, and 31% for dramatics.

69% of the heads of household and 77% of the spouses anticipate using concerts, lectures, forums, etc.

Regarding the present utilization of cultural resources, 26% are now participating in discussion groups on current issues.

(2) The felt need for children is:

Dramatics 34%

Programs to Develop Friendship and Companionship 30%

C. Educational

26% felt the need for programs, facilities, and agencies in this area.

	<u>Heads of Household</u>	<u>Spouses</u>
Education for Career Counseling	36%	25%
Special Interest Groups	36%	51%
Leadership Development	9%	9%

37% of the respondents expressed a need for children to develop Jewish identification.

D. Religious

The religious preferences of the South Hills Jewish community were as follows:

Reform	54%
Conservative	39%
Orthodox	4%
Other	3%

11% felt there was a need for additional programs and facilities in this area. In addition, 28% of the heads

of household and 33% of spouses indicated their willingness to participate in Jewish festivals and celebrations.

E. Other Services

The sample indicated there should be more services for the following:

Career Counseling	36%
Psychological Testing	29%
Individual Counseling	26%
Mental Health Programs	26%
Health Facilities	26%
Family Counseling	25%
Vocational Services	25%
Preventive Medicine	18%
Home Medical Services	17%
Visiting Nurses	16%
Physio-therapy	16%
Dental Care	13%

4. THE COMMUNITY DESIRES THE PROGRAMS TO BE JEWISH SPONSORED.

A. 85% of the sample felt these programs should be Jewish sponsored.

5. THE COMMUNITY INDICATES A SPECIFIC NEED FOR A JEWISH COMMUNITY CENTER AND ITS PROGRAMS.

A. Recreational

(1) 37% specifically mentioned the Y-IKC as a needed agency.

(2) An additional 58% specifically indicated a need for programs normally offered by a community center. These

include:

Swimming	16%
Health and Physical Education	10%
Childrens Programs	9%
Sports	6%

B. Cultural

(1) 23% specifically mentioned a Y-IKC as a needed agency.

(2) An additional 64% specifically indicated a need for programs normally offered by a community center.

These include:

Music lessons and programs	24%
Lectures	13%
Arts and crafts	11%
Theater and dance	11%

C. Education

(1) 16% specifically mentioned a Y-IKC as a needed agency.

(2) An additional 38% specifically indicated a need for programs normally offered by a community center.

These include:

Adult Education	23%
Deeper Jewish Education	17%

D. Other

(1) 35% specifically mentioned the Y-IKC as a needed agency.

(2) An additional 45% specifically indicated a need for programs normally offered by a community center.

These include:

Health Club 9%

Youth Activities 6%

E. Use of Y-IKC with Transportation

64% of the respondents expressed willingness to use the Y-IKC if transportation were provided.

6. THE COMMUNITY BELIEVES THERE SHOULD BE JOINT FINANCING

IN THE DEVELOPMENT OF THESE PROGRAMS.

FINANCING OF PROPOSED SERVICES

	<u>Totally</u>	<u>Partially</u>	<u>None</u>
Financed by South Hills Jewish Community	7%	84%	9%
Financed by the Government	2%	61%	37%
Financed by the Community Chest	1%	74%	25%
Financed by the Federation	4%	85%	11%