

2002 PITTSBURGH JEWISH COMMUNITY STUDY

Summary Report



United Jewish Federation of Greater Pittsburgh

in partnership with the

Jewish Healthcare Foundation

The 2002 Pittsburgh Jewish Community Study

SUMMARY REPORT

with

SELECTED EXHIBITS

United Jewish Federation of Greater Pittsburgh

in partnership with the

Jewish Healthcare Foundation

Ukeles Associates, Inc.

Marketing Systems Group - GENESYS

International Communications Research

October 3, 2002

LETTER OF TRANSMITTAL

October 3, 2002

Mr. James A. Rudolph, Chair
United Jewish Federation of Pittsburgh
234 McKee Place
Pittsburgh, PA 15213

Dear Jim,

I am pleased to present a Summary Report of the highlights of the 2002 Pittsburgh Jewish Community Study. The data from this study will provide a unique and valuable resource for the Federation, agencies, synagogues and organizations to plan for our community in the next decade.

This Summary Report illustrates the areas explored by the study. It is the first of many vehicles through which the information revealed in the study will be examined and shared with the community.

The Pittsburgh Jewish Community Study, the first comprehensive demographic analysis since 1984, was made possible through a partnership among the United Jewish Federation, the UJF Foundation and the Jewish Healthcare Foundation. We were fortunate to have the expertise of Dr. Jacob Ukeles and his team, including Dr. Ron Miller, whose use of cutting-edge research technology gives us great confidence in the results. In addition, we are thankful for the input of the many agency, synagogue and organizational leaders who met with us, offered insights, and helped to refine the study.

On behalf of our community, I want to thank the members of the Community Study Committee. They sought the best contractor to implement the study; they conscientiously pursued input from a wide range of community representatives; and they painstakingly chose the most critical questions to include in the survey interview. Their dedication and thoughtful guidance significantly contributed to the quality of our study.

Sincerely,

Carl Krasik, Chair

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Special credit must be given to the interviewers at ICR who displayed tireless dedication to the study, and to the 1,313 respondents who provided the survey data essential to the 2002 Jewish Community Study of Greater Pittsburgh. The interactions between the interviewers and respondents, though brief and transitory, resulted in exceptionally high quality Jewish community survey data.

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The 2002 Pittsburgh Jewish Community Study was made possible through a partnership among the following major contributors:

United Jewish Federation

UJF Foundation

Jewish Healthcare Foundation

The United Jewish Federation of Greater Pittsburgh and Ukeles Associates also wish to recognize the contributions of numerous communal leaders and professionals who helped design, develop, and execute the study.

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The 2002 Pittsburgh Jewish Community Study

EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

Introduction

In the Summer of 2000, the United Jewish Federation decided to conduct a comprehensive study of the Jewish Population of Greater Pittsburgh. A Community Study Committee was organized to guide the process, and the committee selected Ukeles Associates, Inc. (UAI) of New York to be the chief research consultant. UAI assisted the committee in defining the community's key policy issues and in then designing a survey that would provide information on these critical areas.

Why The Study Was Done

The last profile of the Pittsburgh Jewish Community was completed in 1984. Since then, significant changes have taken place in Jewish life locally, nationally and internationally. Jewish communities everywhere face enormous challenges in the areas of social services, Jewish identity, relations with Israel, philanthropy, and in the very nature and structure of the community itself.

The Community Study has several purposes:

- To develop an estimate of the size of the Pittsburgh Jewish community;
- To paint a portrait of the Pittsburgh Jewish community and its population characteristics;
- To learn how members of the community view critical community issues;
- To understand the physical and social needs of the members of the Pittsburgh Jewish community;
- To enhance the community's ability to plan for the future by focusing on critical policy issues, including vulnerable populations and human services, Jewish education and Jewish connections, community continuity, relationship to Israel, young adults, and philanthropy.

This *Summary Report* is only the first way in which we will share the information from this Jewish population study. This report will be available for all members of the community to read on the UJF web site. A more extensive *Final Report* will be developed; this report will include modules which focus on key areas of special interest, a technical appendix and a copy of the survey questionnaire.

The study's continuing value to the community will be provided through the ongoing, community-wide access of the full set of computerized data, including over 400 variables, by a specially selected and trained group of volunteers. This data set will provide the capacity for the community to continually ask new questions of the data.

How The Study Was Conducted

- Quantitative Data Estimates in this Study are based on 1,313 completed Telephone Interviews with Jewish households conducted between November 8, 2001 and February 1, 2002.
- A household was defined as Jewish if at least one adult in the household considered himself/herself to be Jewish.
- The Sampling Frame utilized a scientific combination of Random Digit Dialing (RDD) and randomly-sampled names from the United Jewish Federation of Pittsburgh's list of Jewish households. The List phone numbers were electronically unduplicated from the RDD universe, so that every phone number in Greater Pittsburgh was included in one sampling frame only.
- The Jewish Households which were interviewed were selected from a statistically representative sample of all Pittsburgh Jewish households: those Jewish households "unknown" to the Federation, as well as those "known" to the Federation.
- 95,641 different randomly selected phone numbers were called.
- A total of 288,479 dialings – phone calls – were made to try to reach eligible households:
 - 278,890 calls within the Residual RDD frames;
 - 9,589 calls to List frame phone numbers.
- 34,095 households were contacted; nearly 14,776 provided some religious identity information, including over 13,000 non-Jewish households and 1,426 Jewish households. [Response Rate: 41.6%]
- 92% of the 1,426 eligible Jewish households — 1,313 Jewish households — completed the survey interview. [Interview Completion Rate]
- Allegheny County, including the City of Pittsburgh, is the major focus of the survey, although some interviews were completed in Western Westmoreland County, Beaver County, Butler County and Washington County.

Household and Population Estimates

- ◆ Over 42,000 Jews live in almost 21,000 Jewish households in Greater Pittsburgh:
 - There are an estimated* 20,900 Jewish households in Greater Pittsburgh;
 - 42,200 Jewish Persons live in these households - either an adult who considers himself/herself to be Jewish or a child being raised Jewish;
 - An additional 12,000 non-Jewish persons live in these households; 22% of the total number of people in Pittsburgh Jewish households.

- ◆ Since 1984 (the last demographic survey), the number of Jewish households and the number of people living in Jewish households has increased:
 - from 19,000 to 20,900 Jewish households, a 10% increase;
 - from 47,700 to 54,200 people in Jewish households, a 13.6% increase.
 - But, the number of Jewish persons has declined 6% in the last 18 years, from 44,900 in 1984 to 42,200 in 2002;
 - The number of people living in Allegheny County, according to the US Census, has declined by 11.6% in the 20 years period from 1980 to 2000.
 - Jewish Households in 2002 represent just under 4% of all Allegheny County households.

*The estimate of 20,900 Jewish households in Greater Pittsburgh has a potential error range of +/- 6.1% at the traditional 95% confidence level. For the survey data, when all 1,313 survey respondents have answered a question, the 95% confidence level has a maximum potential error of +/- 3.5%. The presentation of survey results in this report necessarily assumes that bias has not been introduced because of differences between respondents and non-respondents.

Demography

- ◆ Greater Pittsburgh's Jewish community is younger than expected:
 - 21% of the people living in Pittsburgh Jewish households are under age 18;
 - 27% are between the ages of 18 and 39;
 - 34% are between the ages of 40 and 64;
 - 18% are age 65 or older.

- ◆ A Relatively Large Number of Younger People Are Newcomers
 - Over 1,700 new households have been added in the past five years;
 - Focusing on respondents ages 22-39 (the definition of young adult used by organizations within the Jewish community), 40% of these survey respondents moved to Pittsburgh during the ten years preceding the survey.

- ◆ Marital Status:
 - 59% of the Survey Respondents are married, while another 6% report that they are "living together;"
 - 8% are separated or divorced;
 - 11% of the respondents are widows or widowers (16% of the female respondents and 4% of the male respondents);
 - 16% report that they have never been married.

Geography: Community Change and Community Continuity

- ◆ **Squirrel Hill** remains the center of the Jewish community of Greater Pittsburgh — in terms of household concentration:
 - Zip Code 15217, Squirrel Hill, includes 5,900 Jewish Households, 28% of the Greater Pittsburgh total:
 - The community has remained stable; a 1993 planning study estimated 5,500 Jewish households.
 - The areas surrounding Squirrel Hill [“Squirrel Hill Adjacent Neighborhoods”] — Oakland, Shadyside, Point Breeze, Regent Square — include over 3,900 Jewish households, 19% of the Greater Pittsburgh total.
 - The East End (East Liberty, Highland Park, Stanton Park), has 5% of the total Jewish households, approximately 1,000 households.
- ◆ Several other Key Geographic Centers of Jewish life have emerged over the past several decades:
 - The South Hills area has 14% of the Jewish households, approximately 3,000 Jewish households;
 - The Eastern Suburbs, including Monroeville and Western Westmoreland County have an estimated total of 2,600 Jewish households (13%);
 - Fox Chapel / O’Hara Township and the North Hills area contain an estimated 1,900 Jewish households (9% of the total); slightly under half of these households live in the Fox Chapel designated zip codes;
 - The Western Suburbs have about 1,100 Jewish households, 5% of all Jewish households in Greater Pittsburgh.

◆ Age Patterns by Geographic Area

- Squirrel Hill and Squirrel Hill Adjacent Neighborhoods have significant proportions of “older” residents:
 - 22% of people living in Squirrel Hill’s Jewish households are age 65 or older, while 24% are under age 18;
 - 30% of people living in “Squirrel Hill Adjacent Neighborhoods” Jewish households are age 65 or older, while only 9% are under age 18;
- South Hills and Fox Chapel/North Hills are relatively young areas:
 - Only 9% of South Hills Jewish household residents are age 65 or over (while 25% are under age 18);
 - only 5% of Fox Chapel – North Hills residents are age 65 or over (while 34% are children under age 18).
- ◆ While half of Pittsburgh Jewish household respondents were born in Pittsburgh, **Newcomers** to the Pittsburgh Jewish community are a significant part of the community’s vibrancy:
 - One-in-six households have been in Pittsburgh less than ten years; over 1,700 new households have been added in the past five years;

Vulnerable Populations and Human Services

◆ Seniors Home Alone

- Approximately 4,100 seniors ages 65-74 live in Pittsburgh:
 - 800 (20%) live alone;
 - between 300 and 400 of the 65-74 seniors living alone do not have any nearby adult children.
- Approximately 5,300 seniors ages 75+ live in Pittsburgh:
 - 1,700 (32%) live alone;
 - 800 of the 75+ seniors living alone do not have any nearby adult children.

- ◆ **Income** of Jewish households spans a wide range of poor to affluent:
 - 11% of Jewish households in Pittsburgh report annual incomes under \$15,000
 - 50% of the households reporting incomes below \$15,000 are senior respondents, ages 65 and over.
 - another 10% of Jewish households report annual incomes between \$15,000 and \$25,000.
 - 17% report incomes between \$25,000 and \$50,000;
 - 30% report incomes between \$50,000 and \$100,000;
 - 18% report annual incomes of \$100,000 to \$150,000, and
 - 14% of the Jewish households report incomes in excess of \$150,000.

- ◆ **Physical Health**
 - Survey respondents judge their health status to be predominantly “excellent” (44%) or “good” (40%). 4% report themselves to be in “poor” health, while another 12% assess their health status as “fair.”
 - Respondent’s Age strongly influences health status reports:
 - “Poor” health is reported by 9% of senior respondents, ages 65 and older, while
 - Another 23% of the seniors report “fair” health.
 - 18% of seniors age 65+ report “excellent” health.
 - Poorer respondents report negative health assessments:
 - Among respondents with annual household income under \$25,000, 12% say that they are in “poor” health (only 1% of all other income groupings similarly report poor health);
 - Another 29% of under \$25,000 income respondents indicate that they are in “fair” health;
 - 38% of the lower income respondents report their health to be “good” and only 20% report “excellent” health.

- ◆ **Specific Service Needs** were analyzed:
 - **Special Needs Assistance**
 - **Serious Emotional and Behavioral Problem Assistance**
 - **Assistance for an Elderly Relative**
 - ◆ 33% of Pittsburgh Jewish households needed assistance with one of these social service needs in the year preceding the survey.
 - ◆ Special Needs Assistance for a Child or Adult was needed by 14% of survey households;
 - ◆ Serious Emotional or Behavioral Problem Assistance for a household member was needed by 13%;
 - ◆ Assistance for an Elderly Relative was needed by 19%.
- **Getting assistance** for these issues is not always easy for the household members:
 - 42% report difficulty in getting special needs assistance (14% report getting assistance “very difficult”);
 - 26% report difficulty regarding serious emotional or behavioral problem assistance (8% “very difficult”);
 - 42% report difficulty getting assistance for an elderly relative (10% “very difficult”).

Jewish Connections and Jewish Education

- ◆ **Denomination and Affiliation**
 - 41% of all Jewish Respondents self-identify as Reform Jews, 32% as Conservative, 7% as Orthodox, and 2% Reconstructionist; 14% report “No Denomination – Just Jewish;”
 - 53% of respondents report that their household paid dues to a Jewish congregation;
 - 74% of Orthodox, 68% of Conservative, 61% of Reform, and 21% of non-denominational households report paying dues to a congregation;

- Overall, 64% of Pittsburgh Jewish households are affiliated with either a Jewish communal organization, such as a JCC, or with a congregation;

◆ **Ritual Observance**

- Jewish Ritual Observance is high compared to national trends:
 - 74% usually or always participate in a Passover Seder;
 - 70% usually or always light Hanukkah candles;
 - 55% usually or always fast on Yom Kippur;
 - 25% usually or always light Friday night Sabbath candles;
 - 19% keep a kosher home.

◆ **Jewish Study and Jewish Culture**

- 19% of survey respondents report regular Jewish study during the previous two years;
- 53% of survey respondents have attended a Jewish cultural event or a Jewish museum during the two years preceding the survey;

◆ **Jewish Attitudes and Values**

- Being Jewish is “very important” to 67% of Jewish respondents;
 - Being Jewish is “very important” to 80% of Squirrel Hill and 70% of Squirrel Hill Adjacent Neighborhoods respondents;
 - Being Jewish is “very important” to 62% of South Hills, 62% of Eastern Suburb, and 52% of Fox Chapel-North Hills respondents;
 - Being Jewish is “very important” to 50% of the respondents ages 22-39, 65% of respondents ages 40-64, and 81% of respondents 65 or older.

◆ **The Cost of Being Jewish**

- Some Survey Respondents report that financial cost has prevented their household from participating in key aspects of Jewish life in Pittsburgh at some time during the preceding five years:
 - 24% say cost prevented going to Israel or sending a child;
 - 20% say cost prevented JCC membership;
 - 13% say cost prevented their joining a congregation;
 - 7% say cost prevented Federation involvement;
 - 5% say cost prevented their taking adult Jewish education courses.

- Cost also limits (somewhat) some Jewish experiences for children in Pittsburgh Jewish households:
 - 19% say cost prevented them from sending a child to a Jewish summer sleep-away camp;
 - 7% say cost prevented Jewish Day School enrollment;
 - 5% say cost prevented Jewish supplementary school enrollment; and
 - 4% say cost prevented SAJS enrollment - the School for Advanced Jewish Studies for teenagers.

◆ **The Impact of a Jewish Childhood**

- A significant percentage of survey respondents report both formal and informal Jewish educational experiences as a child or teenager:
 - 10% report Day School education, while another 66% report some other Jewish education experience;
 - 57% report having been a member of a Jewish Youth group;
 - 44% report having gone to a summer sleep-away camp with Jewish content;
 - 16% report having traveled to Israel as a child or teenager.

♦ **Intermarriage and Raising Children Jewish**

- Over one-third of currently married couples are intermarried.
- On a “marriage” basis:
 - 51% of current marriages are inmarriages: a Jewish born respondent is married to a Jewish-born spouse;
 - 13% of current respondent/spouse marriages are conversionary marriages - they involve a Jewish born spouse and a non-Jewish born spouse who is now Jewish;
 - 36% of current marriages are intermarriages between a Jewish born spouse and a non-Jewish person.
- Intermarriage rates have increased dramatically in Greater Pittsburgh for recent marriages:
 - 13% of the currently married respondents who were married prior to 1970 are intermarried;
 - 37% of the currently married respondents who were married between 1970 and 1979 are intermarried;
 - 36% of the currently married respondents who were married between 1980 and 1989 are intermarried;
 - 59% of currently married respondents who were married since 1990 are intermarried.
- Geographic area variability is strong. Among currently married Jewish respondents:
 - 16% of Squirrel Hill, and 28% of Squirrel Hill Adjacent Neighborhoods respondents are intermarried;
 - 32% of Eastern suburbs, 45% of South Hills, and 53% of Fox Chapel-North Hills respondents are intermarried.

- Marriage patterns are strongly related to the respondent's Jewish education and informal experiences as a child or teenager.
- Jewish respondents marry a **non**-Jewish born person:
 - 71% of the time when the Jewish respondent does not have any Jewish childhood experiences;
 - 43% of time when the Jewish respondent has less than five years of formal Jewish education or does not have any formal childhood Jewish education but has some informal experience as a child or teenager (Jewish camp, Israel, youth group);
 - 33% of the time when the Jewish respondent has at least five years of Jewish education as a child or teenager, but only one informal Jewish experience (camp, etc.);
 - 28% of the time when the Jewish respondent has five years of traditional Jewish education plus at least two informal Jewish experiences, or reports enrollment in a Jewish Day School for at least three years as a child or teenager.
- Approximately 11,400 children under age 18 live in Pittsburgh Jewish households:
 - 72% (9,200) of these children are being raised Jewish:
 - 67% Jewish only;
 - 5% Jewish & something else;
 - 21% are not being raised Jewish; and,
 - for 7% of the children, their status is "undecided."

- 5,600 children are being raised in inmarried and conversionary Jewish households. Almost every child is being raised Jewish.
- 4,400 children are being raised in intermarried Jewish households;
 - 36% are being raised Jewish;
 - 11% are being raised as Jewish and something else;
 - 40% are not being raised as Jewish, and;
 - 14% are “undecided.”
- Children (ages 6-17) being raised in inmarried, conversionary and non-married Jewish households almost always have received some Jewish education:
 - 42% are currently in a Jewish supplemental program;
 - 29% are currently enrolled in a Jewish Day School;
 - 10% had previously been enrolled in a supplementary program;
 - 17% had previously been enrolled in a Day School;
 - only 2% have not received any Jewish education.
- Children (ages 6-17) being raised Jewish in intermarried households are less likely to receive a Jewish education:
 - 42% are enrolled in Jewish supplementary school education now;
 - 4% are currently enrolled in a Jewish Day School;
 - another 21% had previously been enrolled in supplementary Jewish education;
 - 9% had previously been enrolled in a Day School;
 - 24% do not have any Jewish education experiences.

Philanthropy

◆ Planned Giving and Wills

- 70% of survey respondents report that they have a will:
 - 57% have a will, but do not have a provision for any charity or cause in the will;
 - 4% have a will with provisions for gifts to a non-Jewish charity only;
 - 9% have a provision for a Jewish charity or Jewish cause as part of their planned giving.
- 96% of respondents with annual incomes of at least \$150,000 annually report having a will:
 - 73% of these upper income households have a will, but do not have a provision for any charity or cause in the will;
 - 8% have a will with provisions for gifts to a non-Jewish charity only;
 - 15% have a provision for a Jewish charity or Jewish cause as part of their planned giving.

◆ Philanthropy

- 89% of the respondents report that their households have made a charitable contribution in the year preceding the survey.
- More respondents report contributions to causes that are not specifically Jewish than to Jewish causes, including the Federation:
 - 83% of the households report a charitable donation to a non-Jewish cause/charity;
 - 47% report a United Jewish Federation contribution;
 - 59% report a contribution to a Jewish cause or organization, other than the Federation.

- Younger respondents, ages 22-39, in the Pittsburgh Jewish community are overwhelmingly likely to donate to charitable causes:
 - 83% report their households made a charitable contribution in the year preceding the survey.

- Younger respondents, when they make charitable contributions, are much more likely to select a non-Jewish cause than a Jewish cause:
 - Only 18% report a gift to the Jewish Federation;
 - 36% report a gift to a different Jewish organization;
 - 78% report a gift to a non-Jewish cause/organization;

- Senior respondents exhibit a different pattern:
 - 74% report a Jewish Federation donation.

- Newcomers to Pittsburgh in the last ten years are likely to be non-donors to the Federation.
 - Only 20% report a United Jewish Federation contribution, while 65% report a contribution to a non-Jewish charity, and 34% report a contribution to a Jewish organization other than the Federation.

- Donations to the Federation vary by household income:
 - 25% of the under \$25,000 households contribute to the Federation, as do:
 - 51% of households with \$25,000 –\$50,000 incomes;
 - 40% of household reporting \$50,000-\$100,000 incomes;
 - 55% of the \$100,000- \$150,000 households; and,
 - 68% of the \$150,000 and over households.

- Thus, among Jewish households with minimum \$100,000 annual income, 40% [1,800] report that they did **not** make a contribution to the United Jewish Federation in the year preceding the survey:

Israel

- ◆ Pittsburgh's Jewish respondents have powerful connections to Israel.
 - 92% of Jewish respondents regard Israel as an important Jewish communal concern;
 - 44% report travel to Israel: 28% as an adult, 6% as a child or teenager, and 10% both as a child and as an adult;
 - 52% of the households have friends or family living in Israel;
 - Israel is a "very important" part of the Jewish identity for 51% of the survey's Jewish respondents, and a "somewhat important" for another 33%:
 - 63% of senior respondents see Israel as a "very important" part of their Jewish identity;
 - Israel is a "very important" part of their Jewish identity for 42% of the Jewish young adult respondents (ages 22-39), and is "somewhat important" to another 35%;
 - 83% of Orthodox respondents view Israel as a "very important" part of their Jewish identity;
 - 64% of Conservative, 42% of Reform, and 30% of "non-denominational" Jews view Israel as a "very important" part of their Jewish identity;
 - Jewish respondents who have traveled to Israel are twice as likely to view Israel as a "very important" part of their Jewish identity.

- ◆ Philanthropy and Israel

The more important Israel is to a respondent, the more likely the contribution to the Jewish Federation:

- 66% of respondents who feel that Israel is a "very important" part of their Jewish identity report contributions to the Jewish Federation;
- In sharp contrast, only 23% who view Israel as "not very" or "not at all important" to their Jewish identity are Federation donors.

Key Policy Issues

In reviewing the results of the 2002 Jewish Community of Pittsburgh, the authors of this report, Dr. Jacob B. Ukeles and Dr. Ron Miller, believe that the findings highlight the following key policy issues:

Community Change & Community Continuity

The slight increase in the population of the Pittsburgh Jewish community means that the organized Jewish community can focus on how to make Pittsburgh a better Jewish community and does not have to be concerned about survival.

The stability of Squirrel Hill as the geographic and cultural hub of the Jewish community may be unique in North America. The community has a major stake in monitoring this stability and being alert to any future threats.

At the same time, not all Jews in the Pittsburgh area live in or near Squirrel Hill. The organized Jewish community may want to expand its investment in, and outreach to, suburban areas (e.g., South Hills and North Hills/Fox Chapel).

Large numbers of Newcomers and younger people are not presently known to the community and seem to be disconnected from Pittsburgh's rich Jewish life. Current programs and efforts to reach out to these groups need to be systematically reviewed, with the twin goals of: (1) strengthening what currently works, and (2) devising new strategies to reach the Newcomers and younger adults who are critical to future Jewish life in Pittsburgh.

Jewish Connections

The large numbers of people for whom being Jewish and being part of the Jewish community is important is a great community-building asset.

Large numbers of highly involved Jewish respondents have had multiple Jewish experiences as children or as teens. As such, involving Pittsburgh's Jewish children in both formal Jewish education and informal Jewish experiences (Jewish camping, youth groups and trips to Israel) should remain a major communal commitment.

There are a large number of children in Intermarried households; these children, and their families, should be encouraged to participate in both Jewish formal education and informal Jewish experiences.



Vulnerable Populations and Human Services

There are significant needs in the Greater Pittsburgh Jewish community among the Jewish poor and near-poor, people with a disability, and older persons living alone (particularly those without adult children in the community). The relatively high percentage of the poorer Pittsburgh Jewish household respondents who report “poor” or “fair” health is particularly striking.

The significant numbers of respondents who report difficulty in meeting social service needs suggests that the community needs to seriously consider what can be done to improve access to services, and to assist individuals and families seeking assistance from both Jewish and non-Jewish auspices.

Philanthropy & The United Jewish Federation

The sharp disparity in giving to Federation (and other Jewish causes) between older and younger residents of the Jewish community argues for a need to find more effective ways to achieve successful fundraising with younger Jewish households in the community, with a potential focus of translating their current commitment to giving charity into a commitment to also contribute to Jewish charities and causes.

At the same time, affluent non-contributors to the Federation pose a particularly difficult challenge.

The relatively large number of people who have a will, but the small proportion who have made provisions for charitable giving, suggests opportunities to pursue an aggressive planned giving strategy. One possible strategy could be for the Jewish community to consider initiating or joining a general community effort to encourage people to put something in their wills for any charity or cause.

The 2002 Pittsburgh Jewish Community Study

SELECTED EXHIBITS

United Jewish Federation of Greater Pittsburgh

in partnership with the

Jewish Healthcare Foundation

Ukeles Associates, Inc.

Marketing Systems Group - GENESYS

International Communications Research

October 3, 2002

HOUSEHOLD & POPULATION ESTIMATES

42,200 Jewish People Live in Greater Pittsburgh

- There are an estimated 20,900 Jewish households in Greater Pittsburgh;
- 42,200 Jewish Persons live in these households - either an adult who considers himself/herself to be Jewish or a child being raised Jewish;
- An additional 12,000 non-Jewish persons live in these households; 22% of the total number of people in Pittsburgh Jewish households.

Jewish Households – At least one Jewish adult considers themselves Jewish	20,900
Jewish Persons – Adults who consider themselves Jewish and children being raised as Jewish	42,200
All People Living in Jewish Households	54,200

Exhibit 1. Number of Jewish Households, People Living in Jewish Households, Jewish Persons, Pittsburgh 2002.

HOUSEHOLD & POPULATION ESTIMATES

The Number of Jewish Households and the Number of People Living in Jewish Households has Increased Since the Last Study in 1984

- from 19,000 to 20,900 Jewish households, a 10% increase;
- from 47,700 to 54,200 people in Jewish households, a 13.6% increase;
- The number of Jewish persons has declined 6%, from 44,900 in 1984 to 42,200 in 2002.
- But, the Population of Allegheny County declined 11.6% in the twenty years from 1980 – 2000.

	1984	2002	NET CHANGE	% CHANGE 1984 - 2002
Jewish Households	19,000	20,900	+1,900	+ 10.0%
People In Jewish Households	47,700	54,200	+6,500	+ 13.6%
Jewish Persons	44,900	42,200	(-2,700)	(- 6.0%)

Exhibit 2. Jewish Households, People in Jewish Households, Jewish Persons: 1984 and 2002, Pittsburgh.

DEMOGRAPHY

Greater Pittsburgh's Jewish Community Is Younger Than Expected

- 21% of the people living in Pittsburgh Jewish households are under age eighteen;
- 18% are age 65 or older;
- The percentage of senior household members age 65+ is virtually identical with Baltimore (17%) and Cleveland (18%), and has declined from the 1984 estimate of 22%.

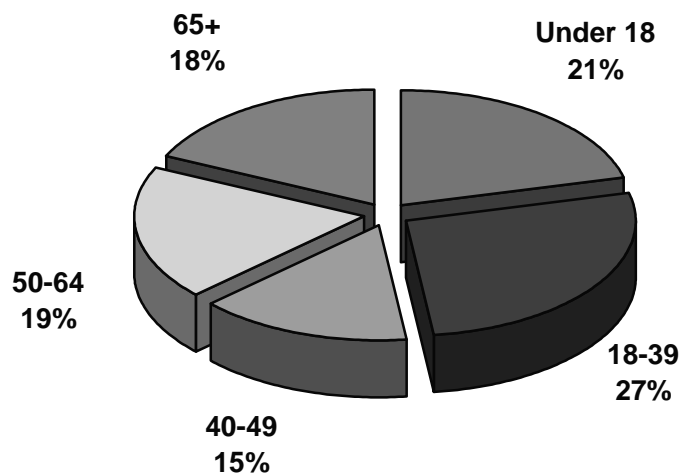


Exhibit 3. Age of All People Living in Jewish Households, Pittsburgh 2002.

DEMOGRAPHY

Younger Survey Respondents Are Less Likely to Have Been Born in Pittsburgh

- Half of the Survey Respondents Were Born in the Greater Pittsburgh Area
 - Born in Pittsburgh Area 49%
 - Born elsewhere in Pennsylvania 9%
 - Born elsewhere in the USA 32%
 - "Foreign Born" 10%
- 36% of Respondents Ages 22-39 (the young adult definition used by the United Jewish Federation) were Born in Pittsburgh, compared to 62% of Respondents Ages 75 are over.

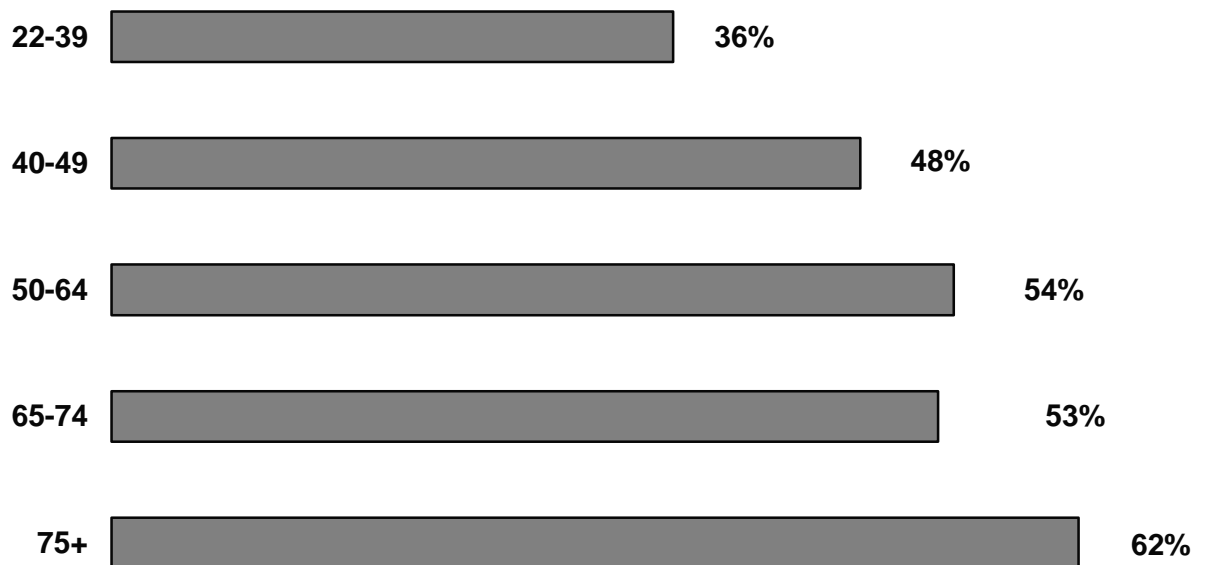


Exhibit 4. Percent of Respondents Born in Pittsburgh by Age of Respondent, Pittsburgh 2002.

DEMOGRAPHY

Household Structure is Diverse in Pittsburgh’s Jewish Households

- 59% of respondents are married, and another 6% are “living together;”
- 8% are separated or divorced;
- 11% of the respondents are widows or widowers;
- 16% report that they had never been married.

- 30% of Jewish households include at least one child under age 18;
- 4% of Jewish households are single parent households.

- 12% contain a senior, living alone:
 - 4% are between the ages of 65 and 74;
 - 8% are at least age 75.

HOUSEHOLD TYPE	ESTIMATED NUMBER	PERCENT
Single, Under Age 40, No Children	2,000	9%
Married, Under Age 40, No Children	1,300	6
Married/Single, Ages 40-64, No Children in Household	4,100	20
Single Parent, Ages 18-64, Minor or Adult Children	900	4
Married, Ages 18-64, Minor Children in Household	5,400	26
Married, Ages 18-64, Adult Children Only	1,000	5
Married Or Lives in Household With Another Person, Age 65+	3,300	16
Respondent Lives Alone, Age 65-74	800	4
Respondent Lives Alone Age 75+	1,700	8
Incomplete Data	400	2
Total	20,900	100%

Exhibit 5. Household Structure, Pittsburgh 2002.

GEOGRAPHY

Map of Geographic Areas

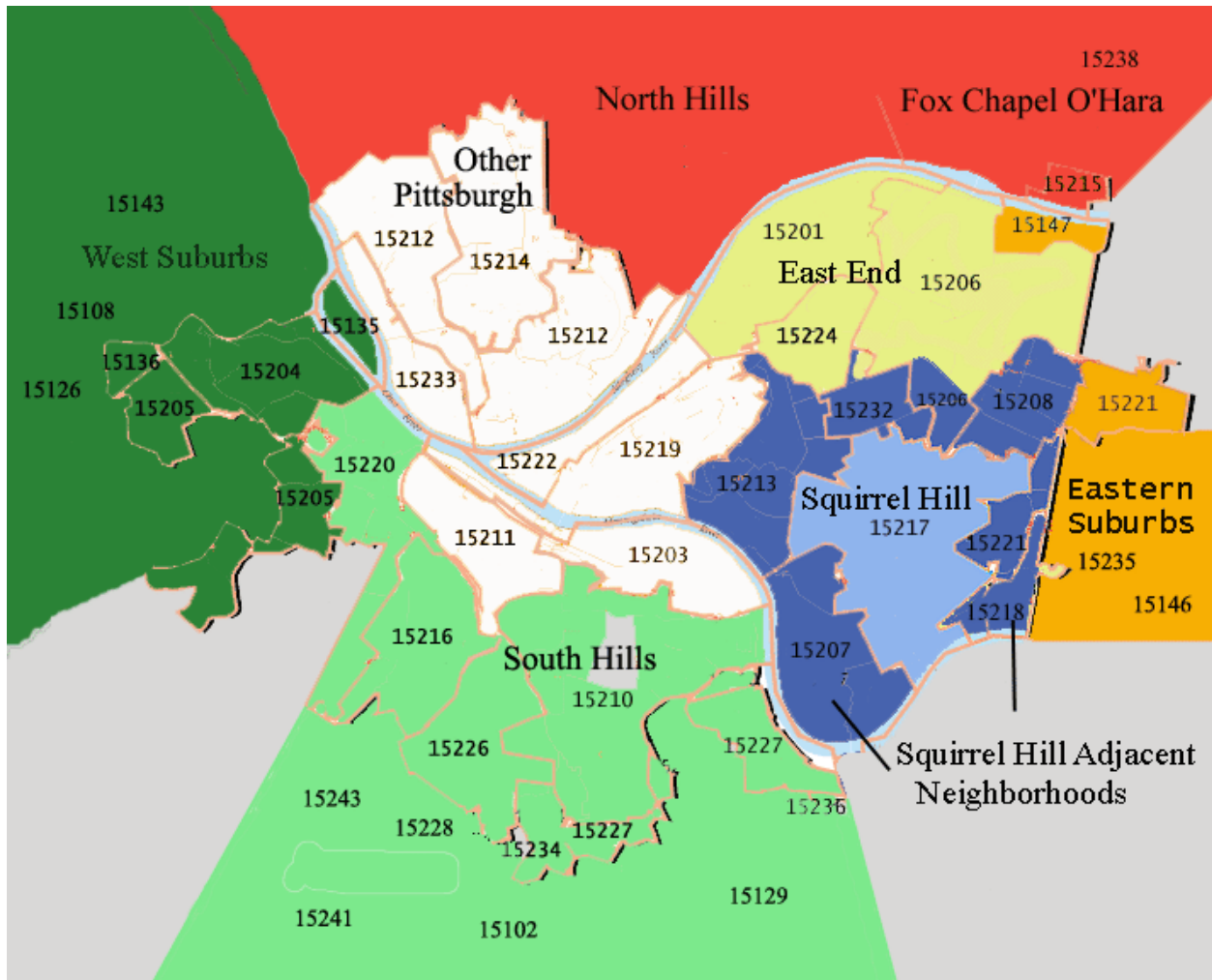


Exhibit 6. Map of Greater Pittsburgh Jewish Neighborhoods, Pittsburgh 2002.

Zip Codes and Neighborhood Areas

Area	Zip Codes Included
Squirrel Hill	15217
Squirrel Hill Adjacent Neighborhoods	15206 (part), 15207, 15208, 15213, 15218, 15221 (part), 15232
East End	15201, 15206 (part), 15224
Eastern Suburbs	15062, 15068, 15085, 15140, 15145, 15146, 15147, 15221 (part), 15235, 15239, 15601, 15632, 15642, 15644, 15650, 15658, 15666, 15668, 15697,
Fox Chapel - O'Hara - North Hills	15007, 15015, 15024, 15044, 15090, 15101, 15116, 15139, 15202, 15209, 15215, 15223, 15229, 15237, 15238
South Hills	15102, 15129, 15142, 15210, 15216, 15220, 15226, 15227, 15228, 15234, 15236, 15241, 15243
West Suburbs	15001, 15009, 15010, 15017, 15027, 15031, 15042, 15056, 15057, 15061, 15071, 15082, 15106, 15108, 15126, 15135, 15136, 15143, 15204, 15205
Misc. Pittsburgh	15203, 15211, 15212, 15214, 15219, 15222, 15233

Exhibit 7. Zip Codes and Neighborhood Areas, Pittsburgh, 2002.

GEOGRAPHY

Squirrel Hill Remains the Center of the Jewish Community of Greater Pittsburgh

- Squirrel Hill, zip code 15217, has 5,900 Jewish Households;
- “Squirrel Hill Adjacent Neighborhoods,” zip codes surrounding Squirrel Hill, has 3,900 Jewish Households.

Several Other Key Geographic Centers of Jewish Life Have Emerged

- The South Hills area: approximately 3,000 Jewish households;
- The Eastern Suburbs, including Monroeville and Western Westmoreland: an estimated total of 2,600 Jewish households;
- Fox Chapel / O’Hara Township and the adjacent North Hills area: an estimated 1,900 Jewish households;
- The Western Suburbs: about 1,100 Jewish households.

Area	Number of Jewish Households	Percent of Total
Squirrel Hill	5,900	28%
Squirrel Hill Adjacent Neighborhoods	3,900	19
South Hills	3,000	14
East Suburbs	2,600	13
Fox Chapel – North Hills	1,900	9
Western Suburbs	1,100	5
East End	1,000	5
Mon Valley	500+	3
Miscellaneous Pittsburgh	500	2
Missing Data	500	2
TOTAL	20,900	100%

Exhibit 8. Number of Jewish Households by Geographic Area, Pittsburgh 2002.

**The Importance of Squirrel Hill to Jewish Life
in Pittsburgh Varies by Geographic Area**

- All respondents were asked, “Is Squirrel Hill the focus of your / your family’s Jewish life in Pittsburgh?”
- 78% of Squirrel Hill respondents definitely view Squirrel Hill as the center of their family’s Jewish life.
- Only 9% of South Hills respondents definitely view Squirrel Hill as the focus of their Jewish life in Pittsburgh.

	Definitely Yes	Probably Yes	No	TOTAL
Squirrel Hill	78%	13	9	100%
Squirrel Hill Adjacent Neighborhoods	40%	22	38	100%
Fox Chapel – North Hills	22%	15	63	100%
Western Suburb	12%	15	73	100%
South Hills	9%	10	81	100%*

Exhibit 9. Percent of Respondents Who Say Squirrel Hill is the Focus of Their Household’s Jewish Life in Pittsburgh, 2002.

* In all tables, percentages and numbers may not add to 100% due to rounding

GEOGRAPHY

Squirrel Hill Adjacent Neighborhoods has the Highest Percentage of Jewish Older People in Greater Pittsburgh

- 9% of people living in the Squirrel Hill Adjacent Neighborhoods area are under age 18, while 35% are age 65 or older.
- In Squirrel Hill, the comparable percentages are 24% under age 18, and 22% age 65 or older.
- One-third of Fox Chapel – O’Hara Township Jewish household residents are under age 18.

% of Persons Living in Jewish Households

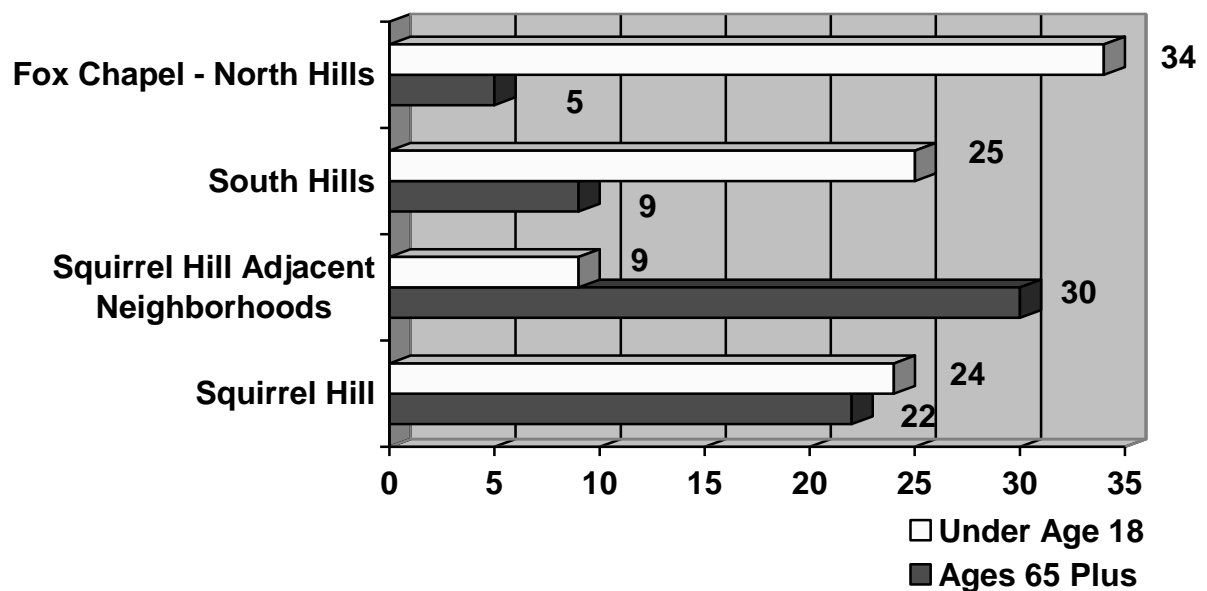


Exhibit 10. Age Patterns by Geographic Area, Pittsburgh 2002.

GEOGRAPHY

A Relatively Large Number of Younger People Are Newcomers

- Over 1,700 new households have been added in the past five years;
- 40% of respondents ages 22-39 moved to Pittsburgh during the ten years preceding the survey.

% Moved to Pittsburgh in Previous Ten Years

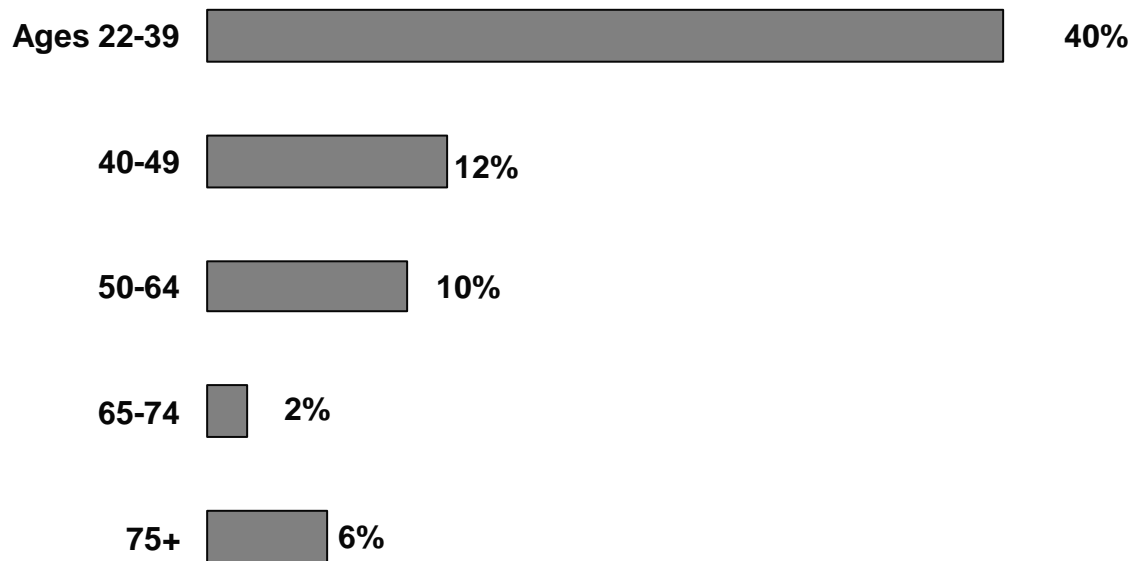


Exhibit 11. Relationship of Age and Newcomer Status. Pittsburgh 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

An Estimated 1,100 – 1,200 Senior Respondents Live Alone and Do Not Have an Adult Child in the Area

- Approximately 4,100 seniors ages 65-74 live in Pittsburgh:
 - 800 (20%) live alone;
 - between 300 and 400 of the 65-74 seniors living alone do not have any nearby adult children.
- Approximately 5,300 seniors ages 75+ live in Pittsburgh:
 - 1,700 (32%) live alone;
 - 800 of the 75+ seniors living alone do not have any nearby adult children.

	Ages 65-74	Ages 75 Plus
Estimated Number of Seniors	4,100	5,300
Estimated Number Living Alone	800	1,700
Estimated Number Living Alone Without an Adult Child in Pittsburgh	300-400	800

Exhibit 12. Number of Senior Respondents Living Alone in Pittsburgh, 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

Income Level of Jewish Households: Poor To Affluent

- 11% of Jewish households in Pittsburgh report annual incomes under \$15,000.
 - 50% of the households reporting incomes below \$15,000 are senior respondents, ages 65 and over.
- Another 10% of Jewish households report annual incomes between \$15,000 and \$25,000.
- In contrast, 14% report incomes in excess of \$150,000.

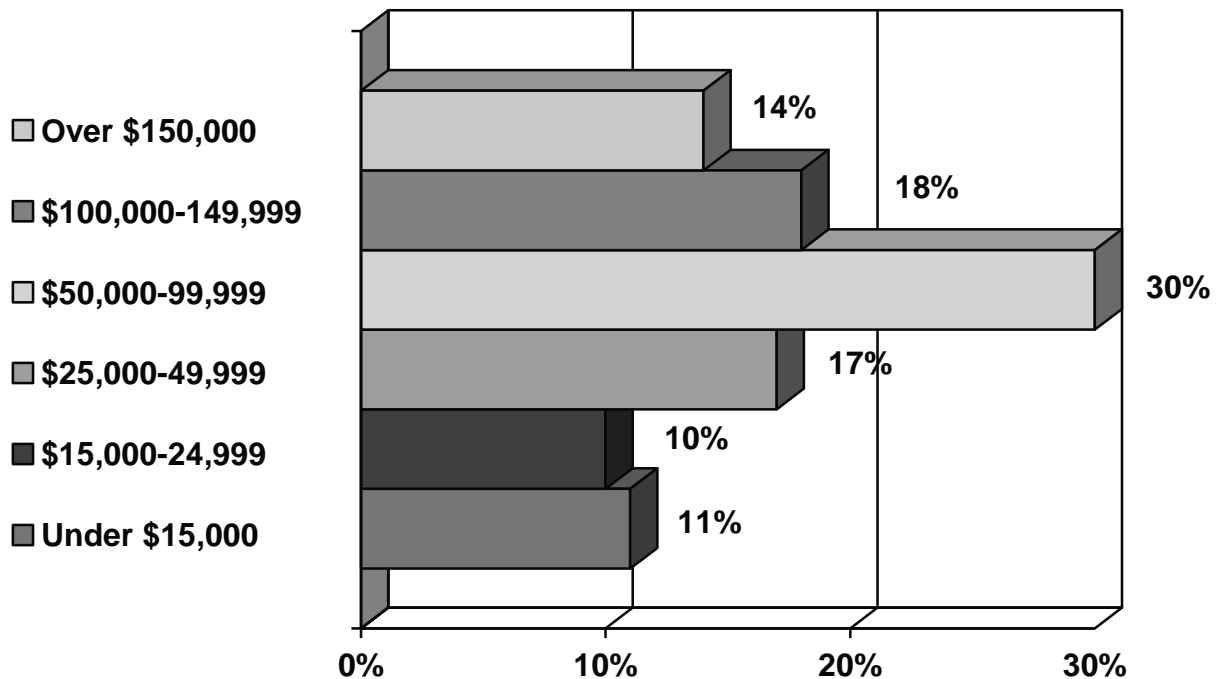


Exhibit 13. Annual Household Income, Pittsburgh 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

84% of All Survey Respondents Judge Their Health Status To Be “Good” Or “Excellent”

68% of Respondents Age 65+ Judge their Health Status “Good” or “Excellent”

**41% of Poorer Respondents Reported “Good” or “Excellent Health;”
24% report “Poor Health”**

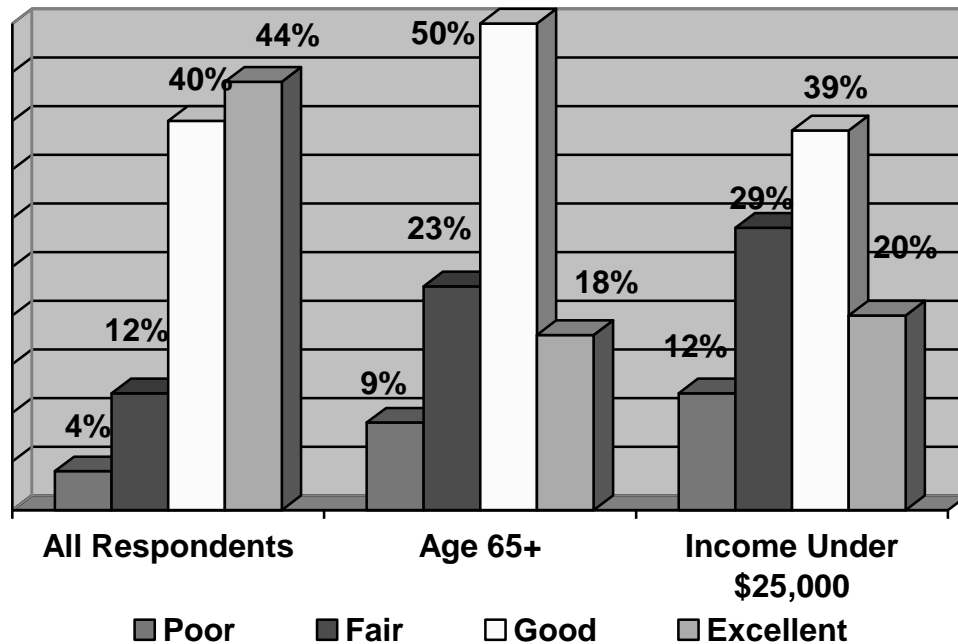


Exhibit 14. Health Status of All Respondents, Respondents Age 65+, and Poor Respondents, Pittsburgh 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

Health Insurance Coverage for Pittsburgh Jewish Households is Sufficient for the Vast Majority, but Problematic for a Significant Minority

- 85% report that health insurance coverage for their household is sufficient.
- 15% report that health care insurance was either “not sufficient,” or that they do not have any, or that there had been a temporary lapse in coverage during the year preceding the survey.

Household Members Health Insurance Status	Age of Respondent				
	22-39	40-49	50-64	65-74	75+
No Insurance	6%	6%	4%	<1%	1%
Temporary Lapse	12	6	4	3	2
Not Sufficient	2	5	4	5	11
Probably Sufficient	16	16	23	25	32
Definitely Sufficient	64	67	65	66	53
TOTAL	100%	100%	100%	100%	100%

Exhibit 15. Household Health Insurance Status by Age of Respondent, Pittsburgh 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

One-in-Three Households Needed Assistance With Human Services:

- *Special Needs Assistance*
 - Did any member of your immediate family need assistance for a special-needs child or special-needs adult, even if that person for whom the help was needed does not live Pittsburgh?
- *Serious Emotional and Behavioral Problems*
 - In the past year, did you (or any member of your household) have a serious emotional or behavioral problem, such as depression, an eating disorder or a learning disability?
- *Assistance for an Elderly Relative*
 - In the past year, did you (or any member of your household) need assistance for an elderly relative, even if that relative does not live with you or does not live in Pittsburgh?

ANY OF THESE THREE AREAS  **33%**

Special Needs Child or Adult  **14%**

Serious Emotional or Behavioral Problem  **13%**

Elderly Relative  **19%**

Exhibit 16. Percent of Households Indicating Assistance Necessary, Pittsburgh 2002.

VULNERABLE POPULATIONS AND HUMAN SERVICES

Getting Assistance For These Three Service Issues Was Not Always Easy

- 42% of Households Reported that Special Needs Assistance was Very Difficult or Somewhat Difficult To Get;
- 26% Reported that Assistance for a Serious Emotional or Behavior Problem was Difficult to Get;
- 42% Reported Difficulty in Getting Assistance for an Elderly Relative.

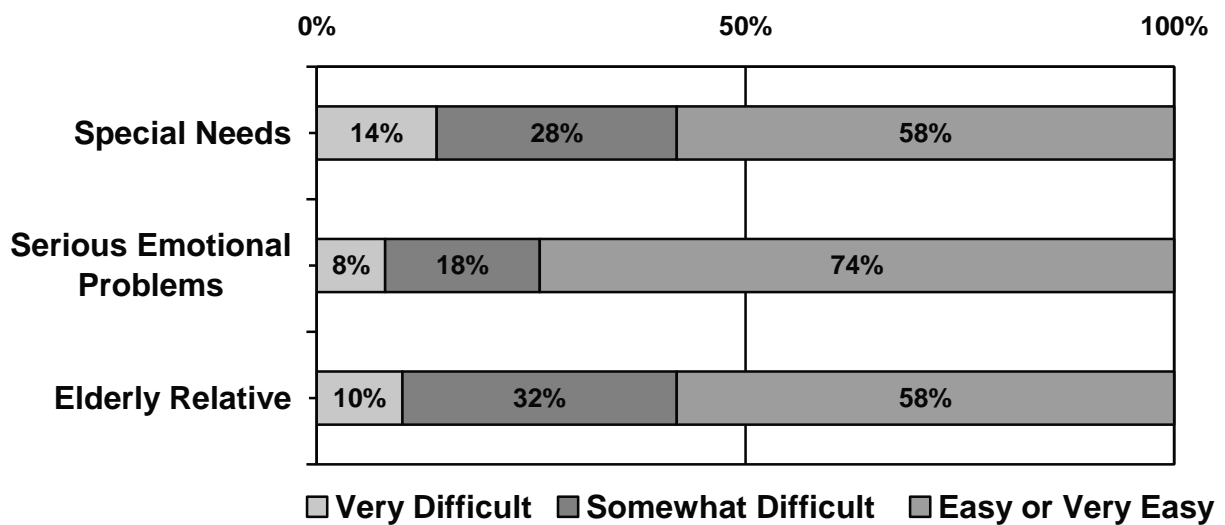


Exhibit 17. Difficulty/Ease in Getting Needed Service Assistance, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

**41% of the Jewish Survey Respondents Identify as Reform Jews,
32% as Conservative, and 7% as Orthodox**

RESPONDENT IDENTIFIES AS	JEWISH RESPONDENTS
Reform	41%
Conservative	32
Orthodox	7
Reconstructionist	2
Non-Denominational	14
No Religion [Secular Jews]	3
Miscellaneous Denominational Responses	1
Total	100%

Exhibit 18. Denomination of Respondent, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Two Thirds of Pittsburgh Jewish Households are Connected to the Organized Jewish Community

- 53% of respondents report that their household paid dues to a Jewish congregation;
- 45% of Pittsburgh Jewish households are affiliated with a Jewish communal organization, including the Jewish Community Center (JCC).
- 64% were affiliated with either a congregation or a Jewish communal organization.

AFFILIATION STATUS OF HOUSEHOLD	NUMBER	PERCENT
Jewish Congregation, JCC, and Other Jewish Organizations	2,300	11%
Congregation Plus JCC or Other Jewish Organization	4,600	22
Jewish Congregation Only	4,100	19
JCC and/or Jewish Organization	2,500	12
Not Affiliated - Does Not Belong To Any Jewish Organization	7,500	36
Total	20,900	100%

Exhibit 19. Affiliation Status of Households, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Jewish Ritual Observance is High Compared to National Trends

- 74% usually or always participate in a Passover Seder;
- 70% usually or always light Hanukkah candles;
- 55% usually or always fast on Yom Kippur;
- 19% keep a kosher home.

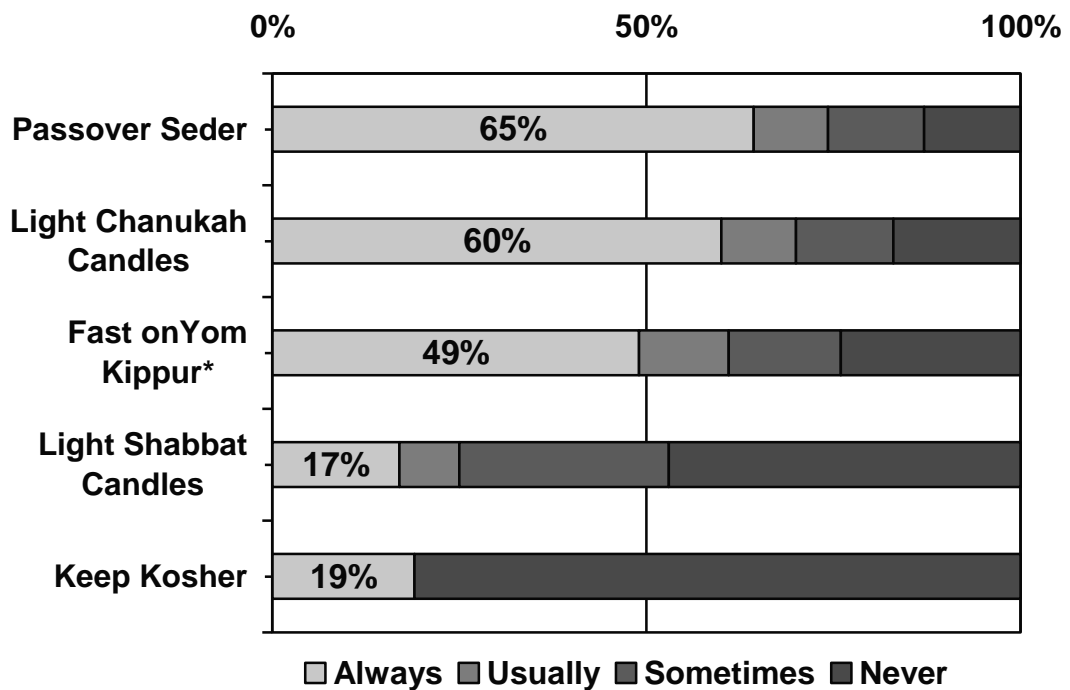


Exhibit 20. Jewish Ritual Observance Indicators, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Being Jewish is “Very Important” to a Large Percentage of Respondents

% of Jewish Respondents who say Being Jewish is Very Important

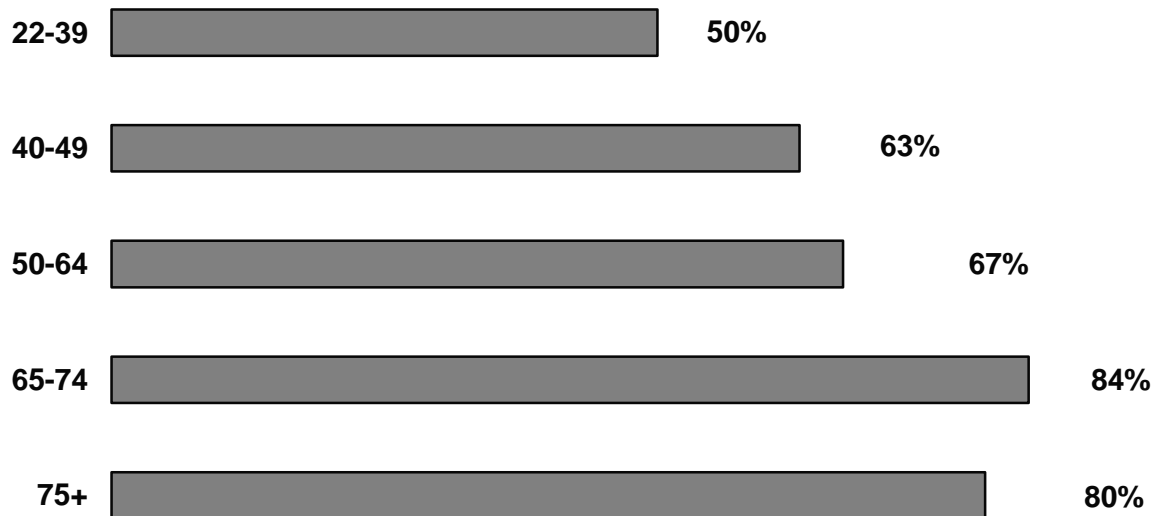


Exhibit 21. Importance of Being Jewish by Age of Jewish Respondent, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Financial Cost Limits Participation in Key Aspects of Jewish Life

- Survey Respondents report that financial cost has prevented their household from participating in several aspects of Jewish life in Pittsburgh at some time during the preceding five years:
 - 24% say cost prevented going to Israel or sending a child;
 - 20% say cost prevented JCC membership;
 - 13% say cost prevented their joining a congregation.

% of Households Reporting Financial Cost Prevented Them From ...

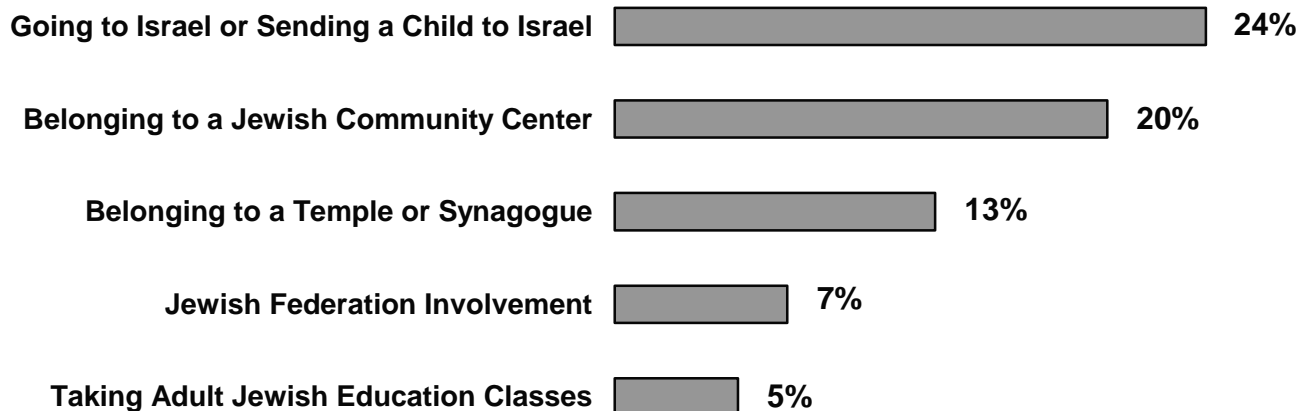


Exhibit 22. Impact of Financial Cost on Pittsburgh Jewish Household Involvement in Jewish Communal Activities, Pittsburgh 2002.

JEWISH CONNECTIONS: THE COST OF BEING JEWISH

Cost Somewhat Prevents Jewish Experiences for Children in the Pittsburgh Jewish Community

- 19% say cost prevented them from sending a child to a Jewish summer sleep-away camp;
- Only 7% say cost prevented Jewish Day School enrollment;

% of Households Reporting Financial Cost Prevented Them from ...

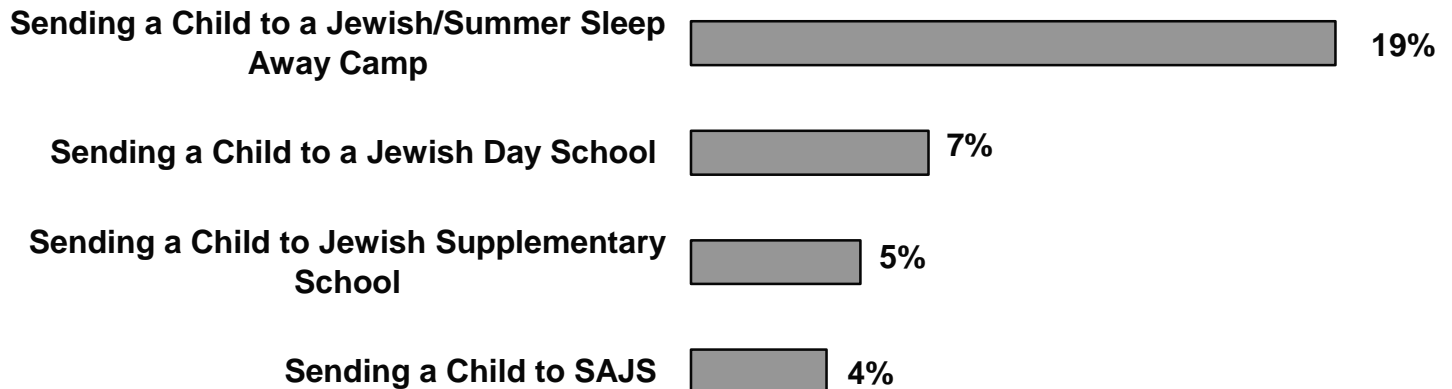


Exhibit 23. Impact of Financial Cost on Child Related Jewish Communal Activities, Pittsburgh, 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

A Significant Percentage of Respondents Report Jewish Formal and Informal Educational Experiences as a Child or Teenager

% of Respondents With Jewish Childhood - Teenage Experiences

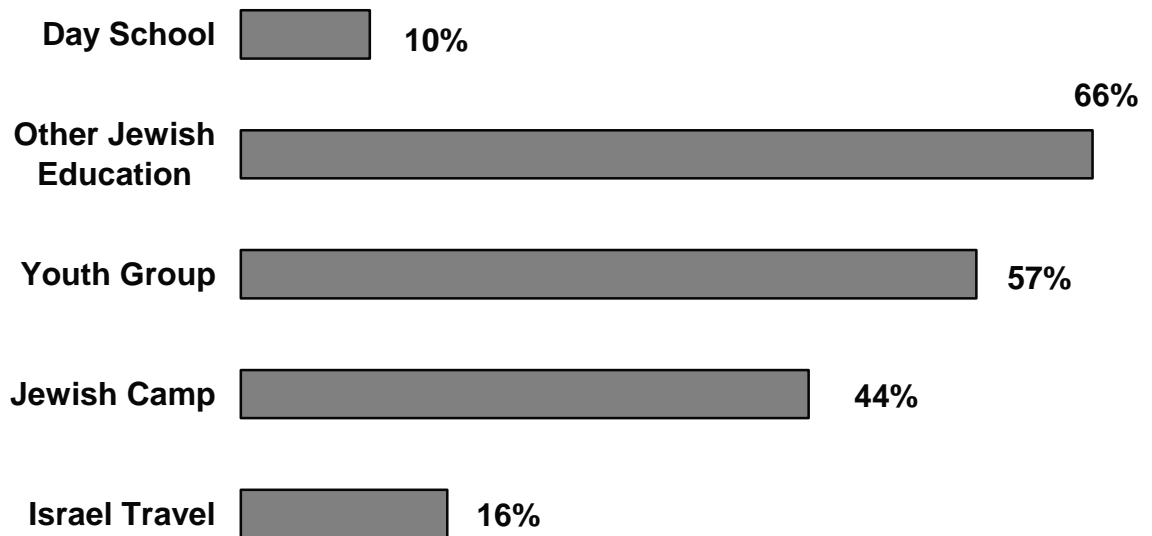


Exhibit 24. Respondent Jewish Childhood Formal and Informal Educational Experiences, Pittsburgh 2002.

One-In-Three Currently Married Couples are Intermarried

- On a “persons” basis:
 - 67% of the Jewish-born respondents/spouses in Pittsburgh are married to born-Jews (inmarried);
 - 9% are married to a non-Jewish born person who is now Jewish;
 - 24% are married to non-Jews (intermarried).

- On a “marriage” basis:
 - 51% of current marriages are inmarriages: a Jewish born respondent and spouse;
 - 13% of current respondent/spouse marriages are conversionary marriages - they involve a Jewish born partner and a non-Jewish born partner who is now Jewish;
 - 36% of current marriages are intermarriages between a Jewish person and a non-Jewish person.

TYPE OF MARRIAGE	PERCENT OF MARRIAGES	PERCENT OF JEWISH BORN PERSONS
Inmarriage	51%	67%
Conversionary Marriage	13	9
Intermarriage	36	24
Total	100%	100%

Exhibit 25. Inmarriage and Intermarriage Rates, by Persons and by Marriages, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Intermarriage Rates in Pittsburgh are Dramatically Higher for Marriages in the 1990's

- Prior to 1970, 13% of the currently married Jewish couples report intermarriages;
- From 1970 to 1979, the intermarriage rate rises to 37%;
- During the 1980s, the rate remains at 36%;
- 59% of currently married respondents, married after 1990, report that they are intermarried.

YEAR OF MARRIAGE	IN-MARRIAGES	CONVERSIONARY MARRIAGES	INTER-MARRIAGES	TOTAL
Prior To 1970	80%	7	13	100%
1970-1979	44%	19	37	100%
1980-1989	45%	19	36	100%
1990 +	29%	12	59	100%

Exhibit 26. Inmarriage, Intermarriage Rates by Year of Current Marriage, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Intermarriage Rates in Pittsburgh are Higher than in Baltimore, Cleveland and Detroit

Community, Year of Study	Inmarriages and Conversionary Marriages	Intermarriages	TOTAL
Pittsburgh, 2002	64%	36	100%
Baltimore, 1999	83%	17	100%
Cleveland, 1996	77%	23	100%
Detroit, 1990	85%	15	100%

Exhibit 27. Intermarriage Comparisons: Couples Intermarriage Rates: Pittsburgh 2002, Baltimore 1999, Cleveland 1996, Detroit 1990

JEWISH CONNECTIONS AND JEWISH EDUCATION

For Marriages in the 1990s, Intermarriage Rates in Pittsburgh are Higher than in Baltimore and Philadelphia

Community, Years of Recent Marriages	Inmarriages and Conversionary Marriages	Intermarriages	TOTAL
Pittsburgh, 1990 - 2002	41%	59	100%
Baltimore, 1990 -1999	63%	37	100%
Philadelphia, 1990 -1997	60%	40	100%

Exhibit 28. Intermarriage Comparisons: Recent Intermarriage Rates:
Pittsburgh, Baltimore and Philadelphia.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Geographic Area is Strongly Correlated With Inter marriage Patterns

- 16% of Squirrel Hill respondents are intermarried;
- 38% of Squirrel Hill Adjacent Neighborhoods respondents are intermarried;
- 45% of South Hills respondents, and 53% of Fox Chapel-North Hills respondents are intermarried.

% of Current Marriages Where Respondent/Spouse are Inter married

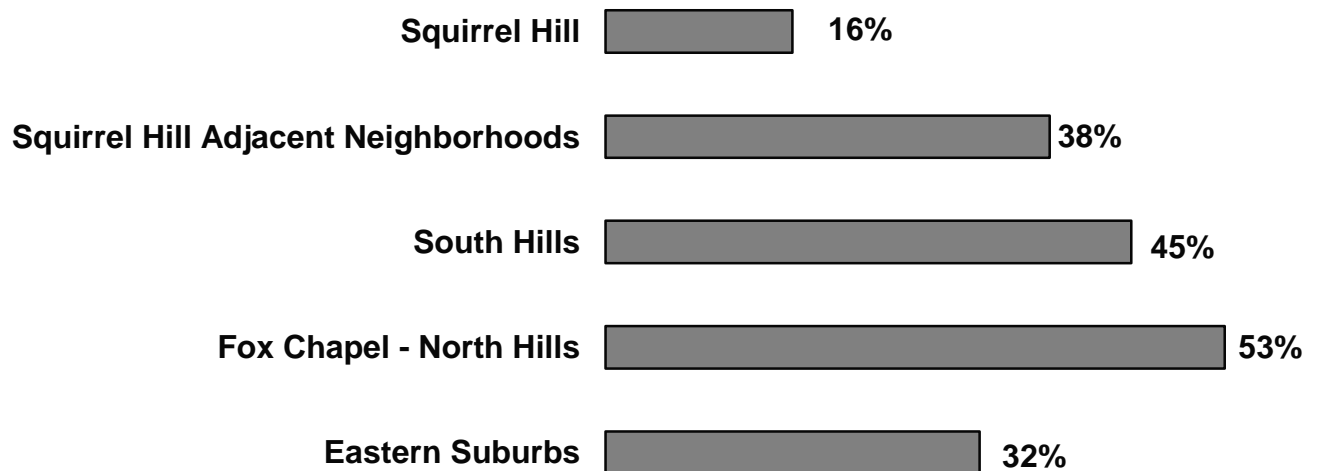


Exhibit 29. Inter marriage by Geographic Area, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

The Impact of a Jewish Childhood on Marriage Patterns is Strong

Jewish respondents marry a non-Jewish born person:

- 71% of the time when the Jewish respondent does not have any Jewish childhood experiences;
- 28% of the time when the Jewish respondent has multiple Jewish experiences or Day School enrollment for at least three years .

Respondent's Level of Jewish Childhood Experiences	% Respondents who Married a Non-Jewish Born Person
None	71%
Minimal – Less than 5 years Jewish Education, or No Jewish Education but Informal Experiences (Camp, Youth Group, etc.)	43%
Moderate – 5 years Jewish Education Plus either camp, youth group, or Israel travel.	33%
Multiple – 5 years Jewish Education plus at least <u>two</u> Informal Experiences or 3 Years of Day School	28%

Exhibit 30. Impact of Respondent Jewish Childhood Experiences on Inmarriages, Currently Married Respondents, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Of 11,400 Children Being Raised in Jewish Households, Approximately 4,400 Children Reside in Intermarried Households

Type of Marriage	Number of Children	Percent
Intermarried Households	4,400	39%
Conversionary Households	1,600	14
Inmarried Households	4,000	35
“Other Household Types”	1,400	11
TOTAL	11,400	100%

Exhibit 31. Number of Children in Pittsburgh Jewish Households by Household Marriage Status, Pittsburgh 2002.

*“Other Household Types” can include unmarried partners, divorced-separated-and widowed, and never married households. Children in these households are being raised in a manner similar to inter-faith households.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Under Half of all Children in Intermarried Households are Being Raised Jewish or “Jewish & Something Else”

- **5,600 children are being raised in inmarried and conversionary Jewish households:**
 - Almost every child is being raised Jewish.
- **4,400 children are being raised in intermarried households:**
 - 36% are being raised Jewish;
 - 11% are being raised as Jewish and something else;
 - 40% are not being raised as Jewish, and;
 - 14% are “undecided.”

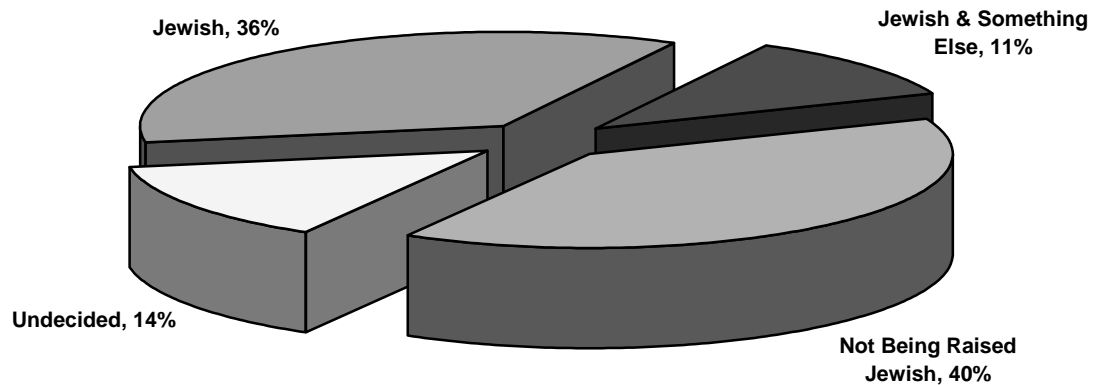


Exhibit 32. Raising Children Jewish by Intermarriage Status of Household, Pittsburgh 2002.

JEWISH CONNECTIONS AND JEWISH EDUCATION

Children in Intermarried Households Are Somewhat Less Likely to be Receiving a Jewish Education

- 24% of children ages 6-17 being raised Jewish in interfaith households have not had any Jewish education.
- Only 2% of Jewish children in all other households have not had any Jewish education.

Jewish Education of Children Ages 6-17 Being Raised Jewish	Inmarried, Conversionary, Not Married Households	Intermarried Households
Current Day School	29%	4%
Previous Day School	17	9
Current Supplemental School	42	42
Prior Supplemental School	10	21
No Jewish Education	2	24
TOTAL	100%	100%
Number of Children	[4,800]	[1,400]

Exhibit 33. Jewish Education of Children Ages 6-17 Being Raised Jewish by Inter-marriage Status of Household, Pittsburgh 2002.

PHILANTHROPY

Few Wills Include a Provision for Any Charity or Cause

- 70% of survey respondents report that they have a will;
- 4% have a will with provisions for gifts to a non-Jewish charity only;
- 9% have a provision for a Jewish charity or Jewish cause as part of their planned giving.
- 15% of respondents with annual incomes of \$150,000 and more have a provision for a Jewish charity or Jewish cause.

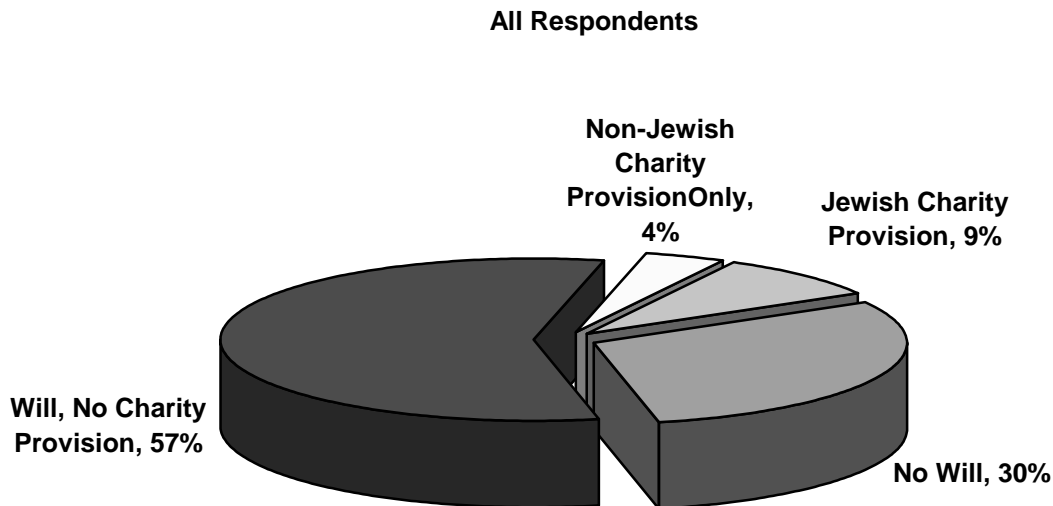


Exhibit 34. Jewish Charitable Planned Giving, Pittsburgh 2002.

PHILANTHROPY

89% of Survey Respondents Report that their Households have Made a Charitable Contribution in the Year Preceding the Survey

- More respondents report contributions to causes that are not specifically Jewish than to Jewish causes, including the Federation:
 - 83% of the households report a charitable donation to a non-Jewish cause/charity;
 - 47% report a United Jewish Federation contribution;
 - 59% report a contribution to a Jewish cause or organization, other than the Federation.

Percentage of Households that Contributed to:

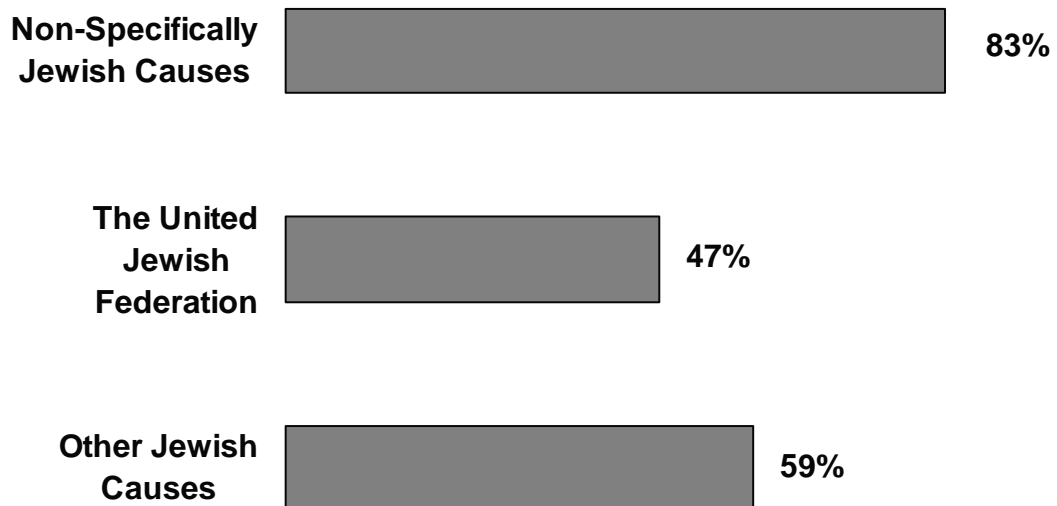


Exhibit 35. Philanthropic Patterns of Jewish Households, Pittsburgh 2002.

PHILANTHROPY

**Younger Respondents DONATE to Charitable Causes,
but NOT to Jewish Causes**

- 83% report a donation to a charity;
- Only 37% of the younger respondents report a donation to a Jewish Charity, while 46% contributed to non-Jewish causes only.

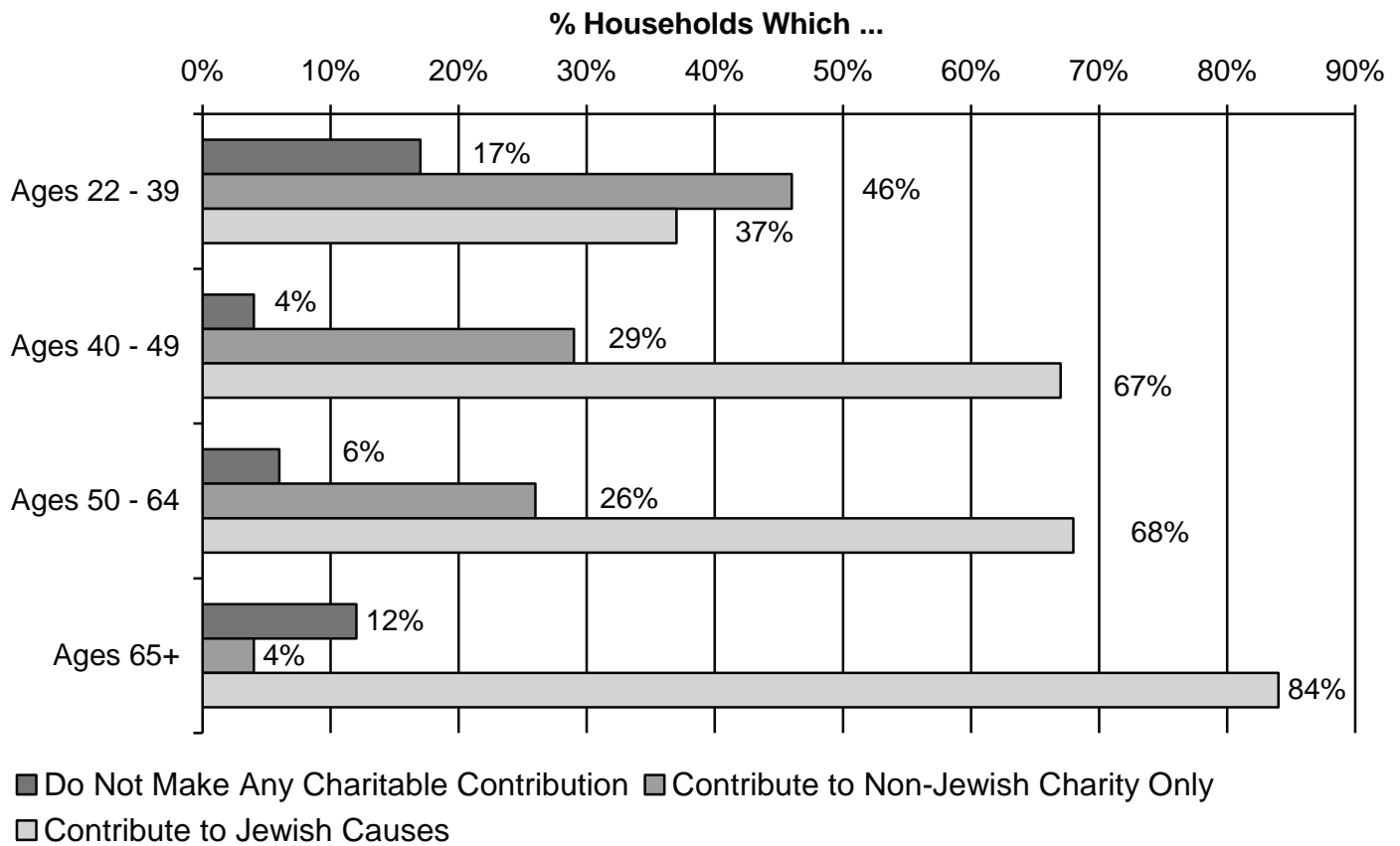


Exhibit 36. Household Patterns by Age of Respondent, Pittsburgh 2002.

PHILANTHROPY

Geography Correlates with Gifts to the Jewish Federation

- 60% of Squirrel Hill respondents report a United Jewish Federation gift;
- 45% of “Squirrel Hill Adjacent Neighborhoods” respondents report a Federation donation;
- 46% of North Hills-Fox Chapel, and 44% of South Hills respondents report a gift.

% Households which Report a United Jewish Federation Gift

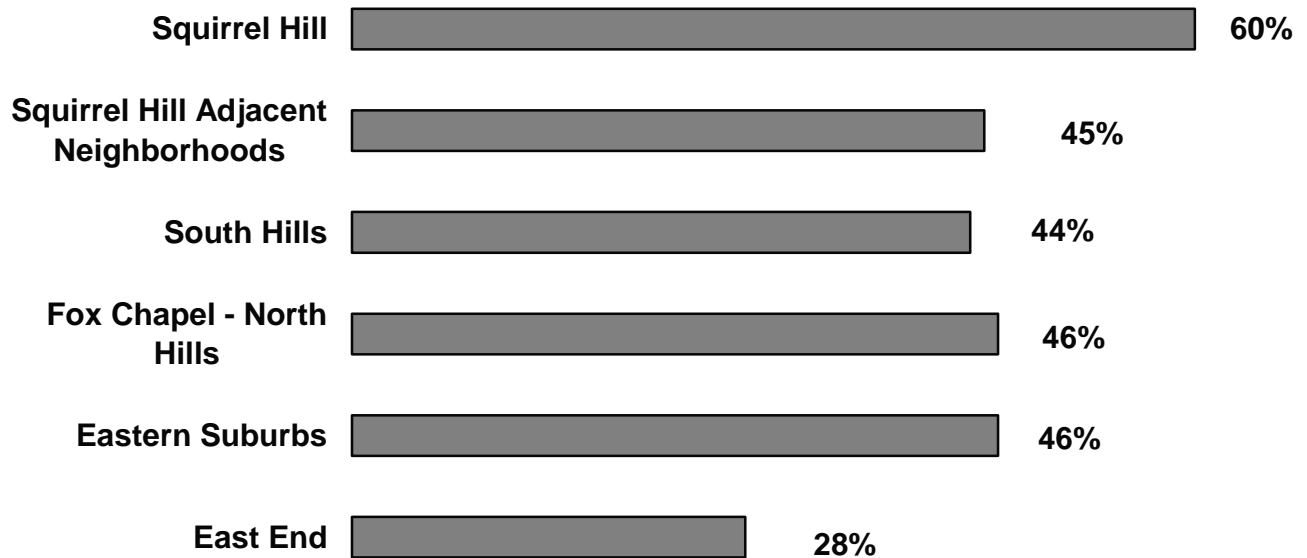


Exhibit 37. Gifts to United Jewish Federation by Geographic Area, Pittsburgh 2002.

**Income is a Powerful Factor in Charitable Giving
to the United Jewish Federation**

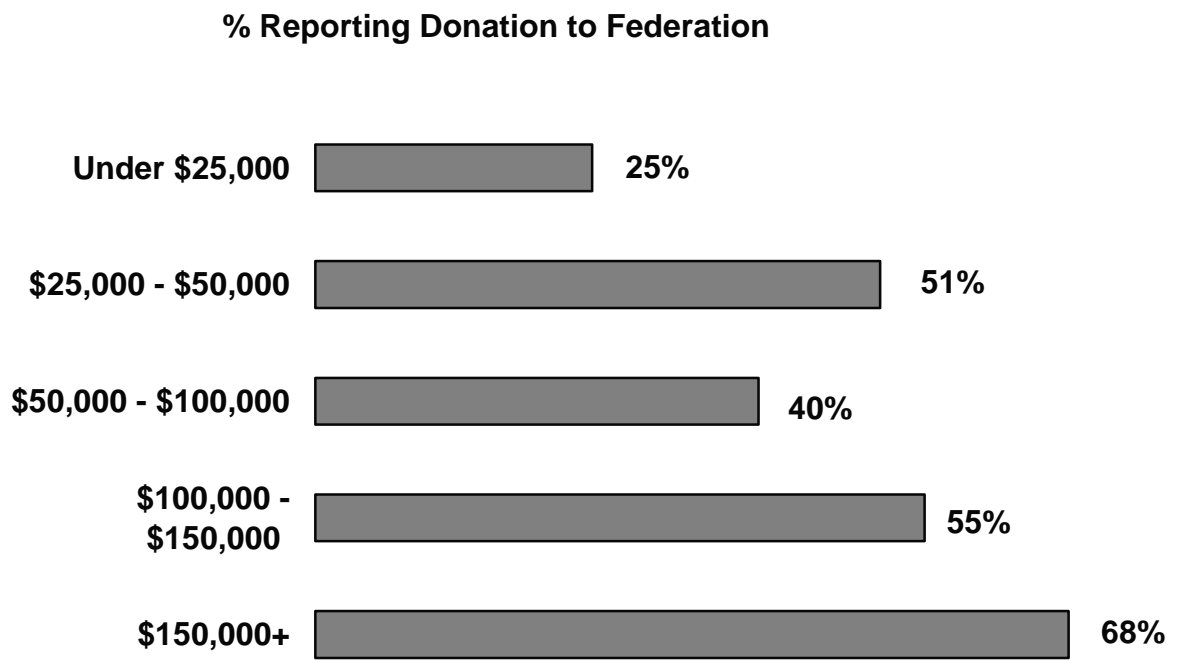


Exhibit 38. United Jewish Federation Contributions by Household Income, Pittsburgh 2002.

ISRAEL

Pittsburgh's Jewish Respondents Have Powerful Connections to Israel

- Israel is a “very important” part of their Jewish identity for half of the survey’s Jewish respondents.

How Important is Israel to the Respondent's Jewish Identity

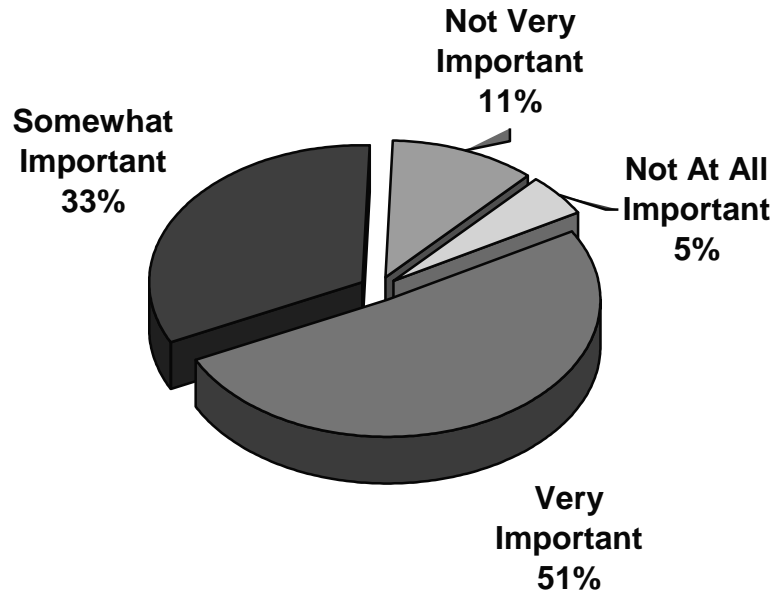


Exhibit 39. Importance of Israel to Respondent's Jewish Identity, Pittsburgh 2002.

Israel is More Important to Younger Respondents Than Expected

- Israel is a “very important” part of their Jewish identity for 42% of the Jewish young adult respondents (and “somewhat important” to another 35%).

**Percentage of Respondents Who Say Israel is a
"Very Important" Part of their Jewish Identity**

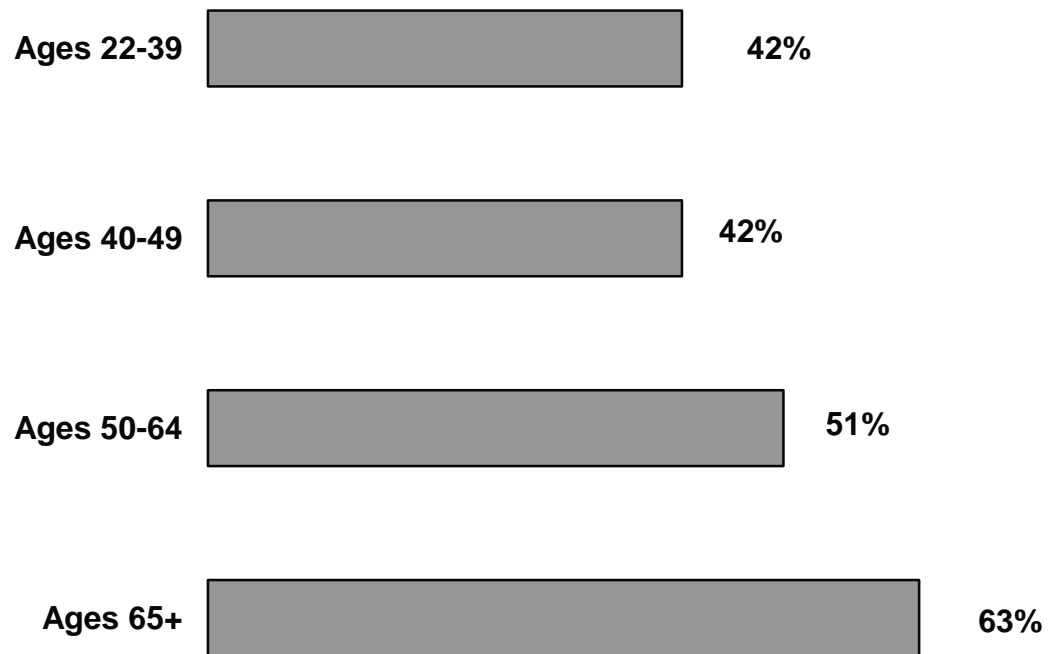


Exhibit 40. Importance of Israel to Respondent’s Jewish Identity by Age of Respondent, Pittsburgh 2002.

Jewish Respondents Who have Traveled to Israel are Twice as Likely to View Israel as a “Very Important” Part of their Jewish Identity

% of Respondents Who Say Israel is a "Very Important" Part of their Jewish Identity

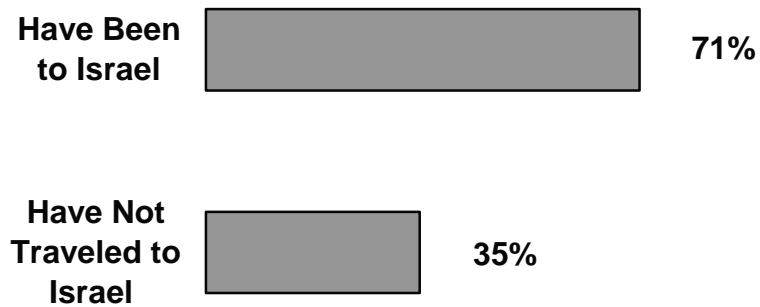


Exhibit 41. Importance of Israel to the Jewish Identity of Respondents Who Have/Have Not Traveled to Israel, Pittsburgh 2002.

Respondent Denomination Correlates Strongly With Israel Connections

**% of Respondents Who Say Israel is a "Very Important" Part of their
Jewish Identity**

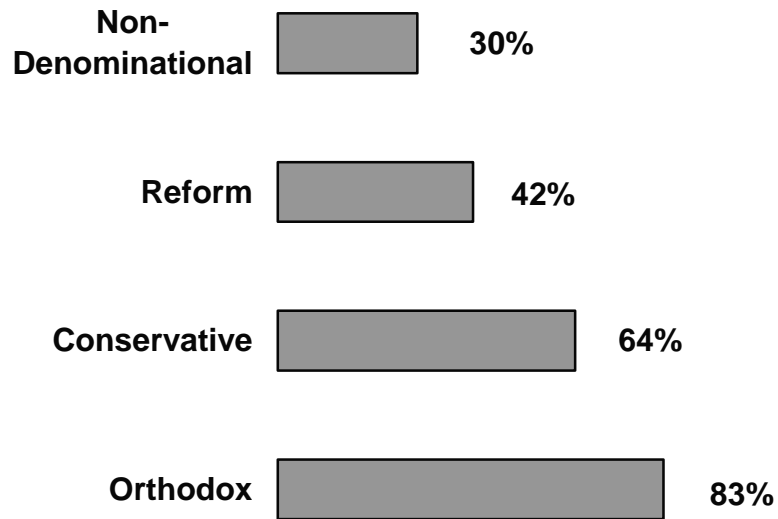


Exhibit 42. Importance of Israel to the Jewish Identity of Respondents by Denomination, Pittsburgh, 2002.

**The More Important Israel is to a Respondent's Jewish Identity,
the More Likely the Contribution to the Jewish Federation**

- 66% of respondents who feel that Israel is a "very" important part of their Jewish identity report contributions to the Jewish Federation;
- Only 10% who view Israel as "not at all" important to their Jewish identity are Federation donors.

Percentage of Households that Contributed to the Jewish Federation

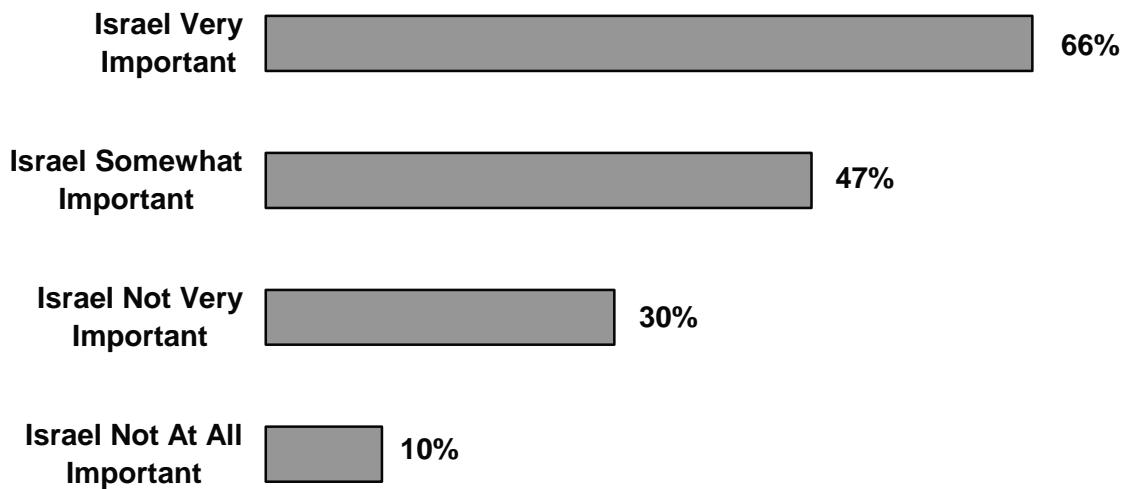


Exhibit 43. Contributions to the Jewish Federation by Importance of Israel to Respondents' Jewish Identity, Pittsburgh 2002.