

# JUJ NEWS

READERSHIP DEMOGRAPHICS

Avg. Household Income	\$145,980
Avg. Value Of Investment Portfolio	\$472,680
Avg. Monthly Credit Card Purchases	\$1,693
College Graduates	73%
Own Home	87%
Own Current Model Year Car	28%
Male/Female	42.2/57.8

Credit Cards In Own Name:

Visa	84.1%
Mastercard	57.8%
American Express	32.9%

Type Of Judaism Which Best Describes Respondent:

Reform	37.9%
Conservative	37.4%
Orthodox	15.7%
Secular	5.2%
Reconstructionist	.9%
Other	2.9%

Member Of A Synagogue: 77.1%

Leisure Activities Personally Participated In During The Last 12 Months:

Reading Books	84.9%
Entertain At Home	68.3
Go To Live Theater	65
Go To Museums	56.6
Attend Music Or Dance	55.2
Adult Education Courses	39.6
Cooking For Fun	35.1
Health Club/Gym Workout	31.4
Aerobic Exercise	27.4
Photography	15.9

Monthly Print Circulation: 50,000