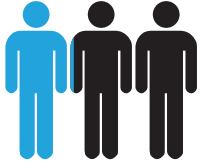


# JUF NEWS

READERSHIP DEMOGRAPHICS & STATISTICS

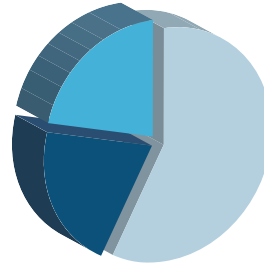
## MARKET PENETRATION



More than 1 in 3 Jews in Chicago get JUF News every month

44% OF CHICAGO JEWISH HOUSEHOLDS DONATE TO JUF – ALL JUF DONORS RECIEVE JUF NEWS

## JUF NEWS DISTRIBUTION & CIRCULATION, 2017



- 58% North Suburbs
- 21% Lakefront and Northside Chicago
- 21% Rest of Illinois

Monthly Print Circulation 40,200  
Circulation in North Shore Suburbs Alone 23,300+

## JEWISH GEOGRAPHY IN CHICAGO



24.04% City North  
7% increase since 2000



7.98% Western Suburbs  
43% increase since 2000



22.14% Near North  
28% increase since 2000



6.55% Rest of Chicago  
4% increase since 2000



19.29% North/Far North  
1% increase since 2000



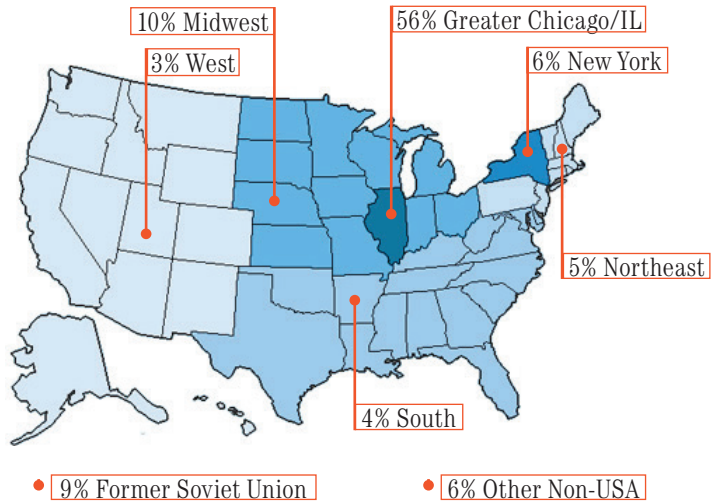
2.19% Southern Suburbs  
47% decrease since 2000



17.80% Northwest Suburbs  
<1% increase since 2000

*City North: from the Loop through West Rogers Park. Includes north lakefront.  
Near North: from Evanston and Skokie through Park Ridge, including Glenview.  
North/Far North: from Wilmette to Wisconsin, west to include Northbrook, Deerfield, etc.  
Northwest Suburbs: parts of Lake County, all of McHenry County, northwest of Cook County  
Western Suburbs: Oak Park and River Forest, plus all of DuPage and Kane counties  
Southern Suburbs: south and southwest Cook County, beyond Chicago to Indiana and Will County*

## WHERE ARE CHICAGO'S JEWS FROM?



## HOW MANY YEARS HAVE YOU LIVED IN THE CHICAGO AREA?

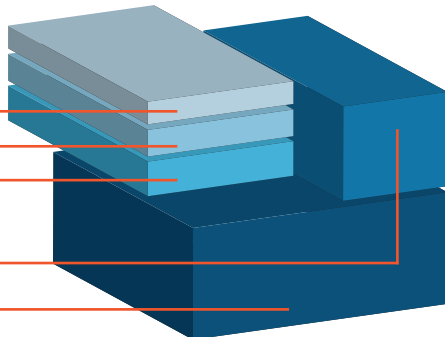
7% 6-10 YEARS

8% 5 OR LESS

10% 11-20 YEARS

21% 20+YEARS

54% BORN HERE



## A GROWING POPULATION

1982

2013

Chicago Jewish households have increased by 38% since 1982

381,900 total people in Jewish households (276,800 in 1982)