

## 2018 Readership Survey Results

**Our readers have disposable income for entertainment.**

**MORE THAN HALF (53%)**  
eat three or more meals at a restaurant each week



IN THE LAST SIX MONTHS:



**75%**  
have attended  
live plays/theater  
productions



**66%**  
have attended  
live music/  
concerts/operas



**66%**  
have gone to  
museums or galleries

**JUF News ads spur them to become customers.**



**44%**  
say they attend  
events just because  
they learned about  
them in the magazine

(often 6%/occasionally 38%)



**40%**  
say they buy a product  
or service just because  
of an ad they saw  
in the magazine

(often 5%/occasionally 35%)



**20%**  
say they volunteer  
because they learned  
about an opportunity  
in the magazine

(often 2%/occasionally 18%)