

# 2005 FORWARD Snap Readership Survey

## The Changing Face of the FORWARD

**F**ORWARD readers are “uncommon,” to say the least. It would be easy to simply report they are successful, active, supremely well-educated and highly affluent.

We could remind you they travel the country and the world, visiting galleries and museums, attending movies and the theater. Indeed, we could stress how much subscribers value news and information, eager to keep abreast of every facet of contemporary Jewish life, both here and abroad.

All those statements are true, as the new 2005 FORWARD Snap Readership Survey proves in great detail.

As we stated, FORWARD readers are different. What sets them apart is their “commitment.” The statistics we’ve amassed point to individuals and families with strong Jewish identities, unshakable ties to the State of Israel, and deep concern for the causes and organizations that sustain the fabric of Jewish life and culture.

For example, in a comparison of research on the attitudes of the American Jewish community as a whole...

### FORWARD subscribers were revealed to be:

- More emotionally attached to Israel (94% vs. 74%).
- More likely to belong to a temple (75% vs. 51%).
- More likely to express a strong Jewish identity (98% vs. 88%).
- More liberal or moderate in their political views (85% vs. 75%).

**94%**

*More emotionally attached to Israel.*

**98%**

*More likely to express a strong Jewish identity.*

(Source: American Jewish Committee 2004 Annual Survey of American Jewish Opinion and 2005 FORWARD Snap Readership Survey).



# Meet Our Readers

## Demographics

- Close to 90% of FORWARD readers are college educated, with almost two-thirds (66%) possessing graduate degrees.
- More than half of our readers earn over \$100,000 per year.
- Our subscribers are sophisticated investors. Three-quarters (75%) invest in the stock market; half (50%) boast investment portfolios worth \$250,000 or more.
- 89% of FORWARD readers own their own homes.
- 79% of our subscribers are married.
- 57% are between the ages of 19 and 65.

**90%**  
*of our readers are college educated.*



## Travel

- Some 92% of Forward readers have taken a trip of one or more days in the US within the last 12 months.
- Nearly 80% said they have visited countries outside the continental US in the last three years.

**Forward readers make it their business to visit their “other” home.**

- Half of our readers visit Israel regularly; only 21% have never been there.
- 70% would like to visit Israel in the next 2 years.

**92%**  
*Have taken a trip in the US within the last 12 months*



**70%**  
*of our readers would like to visit Israel in the next 2 years.*

## Politics

- 84% of our readers describe themselves as “extremely liberal,” “liberal” or “moderate.”
- 88% describe themselves as Democrat or Independent.

**84%**  
*of our readers as “extremely liberal” “liberal” or “moderate.”*

## Culture

**Forward readers are culturally active.**

- 90% consider museums important.
- 83% of readers find going to the theater to be important.
- 75% told us that art galleries are important to them.
- 74% view concerts as important in their lives.

**90%**  
*Consider museums important.*



## Buying Habits

- 88% of our readers have ordered items through the mail or by phone in the last 12 months.
- 70% spent more than \$100 on their phone or mail orders.
- 84% of readers have purchased items online within the last year.
- 80% spent more than \$100 on their online orders.
- 82% of our readers have two or more credit cards in their name.

**84%**  
*Of our readers have purchased items online.*





## Understanding the Commitment

**FORWARD** readers are passionate about their Jewish heritage. Our subscribers follow topical news on Israel with more than a passing interest, and they give back to their community. See how emotionally attached they are to Israel:

- 95% follow news about Israel very closely.
- Almost 90% of our readers consider being Jewish to be very important.
- 84% contributed to Israel-related charities.
- 75% of our readers are members of a synagogue or temple.
- Over 75% made monetary contribution to a UJA-Federation campaign.
- 71% said they've always been involved with Israel.
- 79% have been to Israel at least once.
- 66% paid membership dues to a Jewish organization other than a synagogue or a Jewish community center.
- 61% have family or close friends living in Israel.

# 95%

*of our readers follow news about Israel very closely.*



# 79%

*of our readers have been to Israel at least once.*

## It's interesting to note that:

- 89% of readers told us they do, in fact, display Jewish-themed arts and crafts (Judaica) in their homes.
- 66% have given at least one or more items of Judaica as gifts in the past year.
- 60% make a special effort to buy Israeli-made products.

# 89%

*of our readers display Judaica in their homes.*



## Readership

- 70% spend at least one-half hour reading the FORWARD.
- 95% of readers agree they will probably renew their subscription.
- More than half of our readers have been subscribers for three years or more.
- Of the last four issues of the FORWARD, 91% of readers said they have read at least three.
- 74% *never* read the New Republic.
- 61% of FORWARD readers say they *never* read the Jerusalem Report.
- 60% of FORWARD readers say they *never* read USA Today.
- 55% of our readers *never* read the Jerusalem Post.
- 55% of our readers *never* read Moment.

# 91%

*of our readers said they read at least 3 of the last 4 issues.*



# FORWARD

## News they can use

- 96% agree that the Jewish community needs a paper like the FORWARD.
- 86% agree the writing in the FORWARD is excellent.
- 89% agree that the paper is a connective force for a diverse and far-flung Jewish community.

**96%**  
*of our readers agree they need a paper like the FORWARD.*

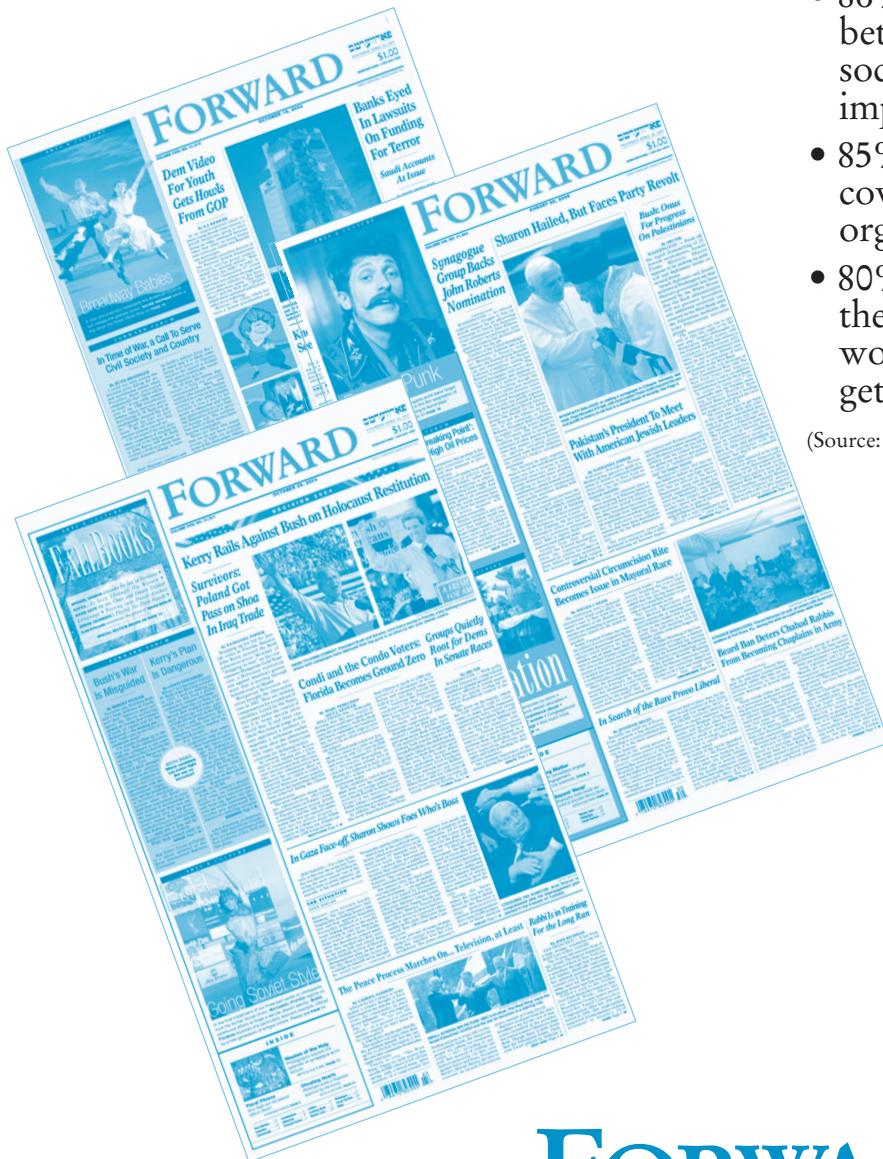
## Looking FORWARD

Our readers turn to the FORWARD because they seek news that is incisive, well written and credible.

- 91% think the FORWARD maintains a connection to the Jewish community around the world.
- 86% say we help them to better understand how various social and political issues impact the Jewish community.
- 85% believe we give them news coverage that is independent of organizational constraints.
- 80% say the paper provides them with a perspective on world news that they cannot get anywhere else.

**85%**  
*of our readers believe we give them news coverage independent of organizational constraints.*

(Source: 2005 FORWARD Snap Readership Survey)



# FORWARD