

# the JEWISH VOICE

## 2017 READER SURVEY



## The Power of Community

It comes as no surprise that the driving force behind the success of **The Jewish Voice** is **community**. More than two-thirds of readers say that community news, community events and connection to the local Jewish community are their top reasons for reading.

While the Gallup organization reports (2016) that **only 32 percent** of Americans "trust" the media, **60 percent** of **Jewish Voice** readers view it favorably and **57 percent say it is trusted and well-regarded**.

## Unique Environment for Advertisers

We offer a unique opportunity for local advertisers: an affluent audience that's highly educated, with a high regard for companies that advertise in **The Jewish Voice**.

**Sixty-four percent** of readers believe businesses that advertise in **The Jewish Voice** "*care about the Jewish community in Rhode Island*."

Simply put, **The Jewish Voice of Rhode Island** offers advertisers a built-in *brand booster*.

Please take a few minutes to review highlights of our 2017 reader survey and contact us for more information.

**Chris Westerkamp**

C: 401-477-0610

cwesterkamp@jewishallianceri.org

**Karen Borger**

C: 401-529-2538

ksborger@gmail.com

# the JEWISH VOICE

## 2017 READER SURVEY



**The Jewish Voice** delivers a premium audience in an ideal environment for your marketing message.

**86%** **The Jewish Voice** community shares many valuable traits. Eighty-six percent say **The Voice** makes them feel more connected to the community. It's a clearly definable target market.

**64%** Advertisers are well-regarded and appreciated by **Voice** readers; **sixty-four percent** think that local companies advertising with the **Voice** care about the Jewish community.

**92%** **The Voice** audience is among the most educated cohort an advertiser can reach. **Ninety-two percent** have a college degree.

**122%** The median income of **Voice** readers is **\$125,000** / year or 122% higher than the average Rhode Island household.

**19%** Almost 20% of readers of **The Voice** cite **local advertising** as a reason they read the paper.

**60%** The majority of readers, 6 in 10, say they have a **very favorable** opinion of **The Voice**.

**70%** The percentage of readers surveyed who said they've read **The Voice** for **ten years** or more.

*Whitman Insight Strategies March 2017*