

**EVERYTHING YOU
ALWAYS WANTED TO
KNOW ABOUT THE JC'S
READERS ...BUT WERE
AFRAID TO ASK**

**READERSHIP
SURVEY**

**THE
JC**

THE JEWISH CHRONICLE

Jewish people have an idiosyncratic view of the world, which is reflected in their own unique brand of humour.

Enjoy a taste of this humour in this research report as you appreciate how this very special audience can be valuable to you as an advertiser.

The Jewish Chronicle has a particularly close relationship with its readership, and as an advertiser you can be part of that.

You'll also be communicating with an audience with very high disposable income and a propensity to spend.

But you don't need to take our word for it – read the book!

50% of JC readers are in the AB socio-economic group.
81% of JC readers are ABC1.

40% of JC readers are either running their own business or self-employed.

60% of JC readers have a private pension plan.

78% of JC readers donate regularly to charities.

75% of JC readers save with a building society, 40% invest in the Stock Market.

80% of JC readers keep kosher at home.

50% of JC readers have moved property in the last 10 years.

41% of JC readers own their own home outright.
12% own a second property.

90% of JC readers take at least one holiday per year, with 30% taking three or more.

80% of JC readers visit a restaurant once a month;
40% once a week.

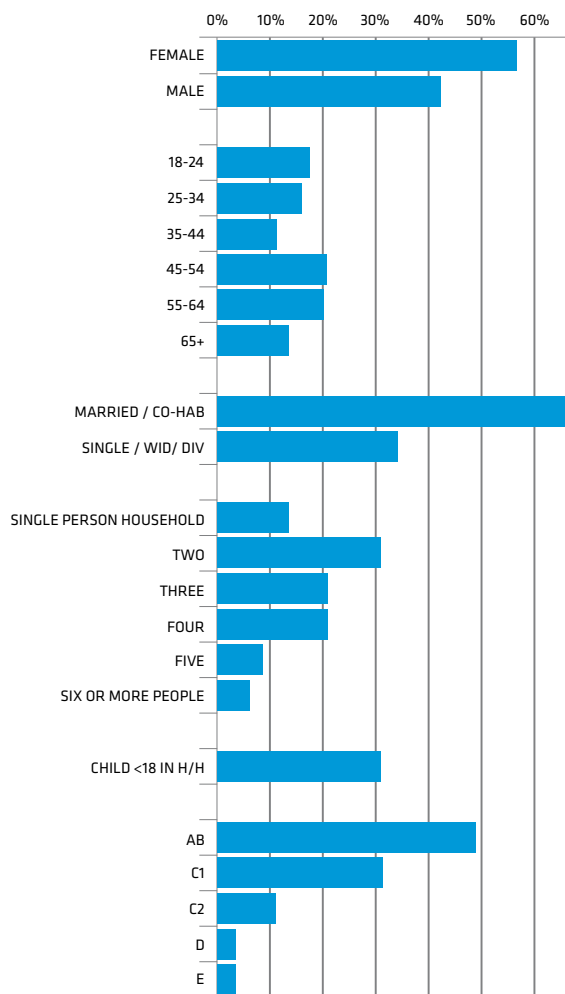
90% of JC readers have one car;
60% have two or more.

14% of JC readers will have a major family celebration in the next two years with over 100 guests.

OUR READERSHIP

The Jewish Chronicle is the world's oldest, most renowned Jewish newspaper, and is the only national weekly serving the Jewish community in the UK.

Our circulation is c.35,000 with an above average readership of 180,000, reaching 80% of Jewish households in the UK.



THEIR APPROACH TO THE JC

59% of our readers take every issue of the paper.

Most of these households will have a copy of The JC available most of the time, and around half of them will always have a copy available.

How do you get The JC?	%
From the newsagents/shop	56
Delivered to home	34
From a relative/friend	9
At work	1

Annual subscription	13
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How long do you keep each issue?	%
4-6 days	14
One week/until next issue	43
More than one week	11

TRAVEL

THE JEWISH WAY

A Jewish mother is walking with her small son on holiday, enjoying the beach. Suddenly, without warning, a huge wave comes in and washes the boy out to sea. The woman screams, but no one is nearby, and she can't swim.

Desperate, she sinks to her knees in the sand. Pleading with God for mercy, she swears she will devote herself to good causes and be faithful in attending synagogue if God will spare her only child.

Suddenly another huge wave crashes in, and deposits her son, wet but unhurt on the sand. She lifts her face to the heavens, extends both arms and cries...

"He had a hat."

90% of readers take at least one holiday or short break each year, 30% take three or more.

Number of holidays per year	%
One holiday/Short break overseas	27
Two	32
Three	18
Four	8
Five or more per year	4

Travel class	%
Business class	11
Travel first class	3

Booking	%
In person at a travel agent	48
Over the phone	43

Destination	%
Israel	51
USA/N America	41
Spain	39
France	30
Italy	27
Elsewhere in Western Europe	25

FINANCE

THE JEWISH WAY

Maurice walks into a central London bank and says he's going to America for two weeks and needs to borrow £5,000.

For collateral, he offers his new Rolls Royce. The bank is satisfied and parks it in their secured underground garage.

Two weeks later to the day, Maurice returns to the bank and repays the £5,000 plus interest of £9.41.

The loan officer says enquiringly, *"Sir, we were delighted to have your business but checking your credit, we learned you are a multimillionaire. Why ever did you need to borrow £5,000?"*

"Where else in central London could I park my car for two weeks for £9.41?"

Half of the AB readers invest in the stock market, as do a quarter of the relatively few C2DE readers.

Around a third of the over-65s receive income from a private pension, while approaching two-thirds of all respondents have a private pension plan.

46% of the men interviewed and 37% of the women either run their own business or are self-employed.

Savings	%
Bank savings or deposit account	88
Save with a building society	76
Invest in the Stock Market	40

Pension	%
Contribute to a private plan	63

Employment	%
Own business	33
Self-employed	36
Either of above	41

DINING THE JEWISH WAY

A Jewish man and a Chinese man were having a conversation.

The Jewish man commented upon what a wise people the Chinese are.

“Yes,” replied the Chinese, “Our culture is over 4,000 years old. But, you Jews are a very wise people, too.”

The Jewish man replied, *“Yes, our culture is over 5,000 years old.”*

The Chinese man was incredulous, *“That’s impossible,”* he replied. *“Where did your people eat for a thousand years?”*

EATING OUT

In areas around North London most eat out locally. However three-quarters are prepared to travel 5 miles or more to visit a good restaurant, half are prepared to travel 10 miles or more.

80% of JC readers eat out at a restaurant at least once a month.

Half of the under 35 readers eat out at least once a week.

Ever eat out	%
Kosher	70
Italian / Pizza	60
Chinese	43
Indian	32
French	23
Greek	20
Refused /not stated	10

Ever eat out	%
Usually local	85
West End	14
Out of town	7

Prepared to travel...	%
No more than a mile	2
1 mile	3
2 miles	6
3-4 miles	14
5 miles	14
6-9 miles	11
10 miles	14
More than 10 miles	36

MARRIAGE THE JEWISH WAY

Q: Why did Adam and Eve have a perfect marriage?

A: He didn't have to hear about all the men she could have married, and she didn't have to hear about the way his mother cooked.

BANQUETING

One fifth of these households plan a major celebration over the next two years, most will be local or in the West End, most will use a licensed kosher caterer. Two-thirds expect upwards of 100 people to attend.

All	%
Plan major celebration in next 2 years	22
Plan major celebration	%
Fewer than 50 people	13
50-100 people	19
Over 100 up to 300 people	57
Over 300 people	11
Local venue	47
West End	21
Country hotel	15
Abroad	11
At home	10
Will use a licensed kosher caterer	79
Will not	21

PROPERTY THE JEWISH WAY

Q: What is a Jewish princess's idea of a dream home?

A: 6,000 sq. ft; no kitchen and no bedrooms.

PROPERTY

A quarter of JC readers (and 36% of the AB readers) live in a detached house, while one-in-five live in a flat or apartment. A few are renting their flats, but otherwise properties are usually owned outright or mortgaged. 44% of these properties have four bedrooms or more.

All	%
Detached house	26
Semi-detached house	38
Terraced house	13
Bungalow	3
Flat / apartment	18
1 bedroom	4
2	18
3	33
4	29
5+ bedrooms	15
Owned outright	41
Mortgage	42
Renting	12
Not stated / refused	5
Moving Into Current Property	%
Moved here in last 2 years	17
3-4 years	9
5 years	4
6-9 years	12
10 years	5
11-19 years	21
20+ years	31

MOTORING THE JEWISH WAY

David is driving down the North Circular when a policeman pulls him over.

He runs over to the car in a hurry motioning for him to roll down his window and screaming *“Sir, sir, your wife fell out of the car two miles ago.”*

David sighs a huge sigh of relief and says *“Thank goodness, I thought I’d gone deaf.”*

CARS

90% of the households run a car, three-fifths have two or more cars, and one-in-five run three or more cars.

All	%
No car	10
One	29
Two	42
Three or more	18

Households with car	%
Change car every year	1
Every 2 years	4
Every 3-4 years	36
Every 5 years	29
Less often	29

Households with car	%
Serviced by main dealer	42
Service station	38
Other - mechanic	18
Other - garage	6
Less often	29

Households with car	%
Always buy same make	13
Usually the same	8
It varies	78

Households with car	%
Buy new	54
Used	68

Households with car	%
Always the same dealer	11
Usually the same	6
It varies	82

HEALTH THE JEWISH WAY

Solly goes to his doctor with an ailment, and after many tests, the doctor says, *“I’ve got good news, and I’ve got bad news.”*

Solly replies, *“Give me the good news first, Doc.”*

“OK,” says the doctor, *“they’re going to name the disease after you.”*

PRIVATE MEDICAL ARRANGEMENTS

Three-quarters of the ABC1 households have medical insurance, while a fifth of the ABC1s are a member of a private GP plan.

87% use an optician.

A quarter of those with children in their household say they have used or would use private maternity services.

All	%
Use an optician	87
Have medical insurance	72
Member of a private GP plan	18
Have or would use private maternity services	18

EDUCATION THE JEWISH WAY

Before sending her son off for his first day at school, his mother hugged him and said: *“Good luck, my sweet bubbeleh. Be good, dear bubbeleh, and work hard. And remember, my bubbeleh, at lunch time eat all of your food and play nicely with the other children. Oh, bubbueleh, I’m so proud of you!”*

That afternoon, when the boy returned home, his mother cried: *“Bubbeleh, my sweet bubbeleh, give your mother a hug! So, tell me, what did you learn at school today?”*

“Well,” said the boy, *“I learned that my name is Jonathan.”*

CHILDREN’S EDUCATION

A very high proportion are opting for private education, particularly among the AB households.

Overall three-fifths choose private nurseries, half private schools, and around three-quarters have children who have attended or will attend university.

All	%	Child <18
Private nursery		
Have attended	48	47
Will do	11	20
No	38	32
Private school		
Have attended	32	23
Will do	14	27
No	51	49
University		
Have attended	45	24
Will do	24	49
No	28	25

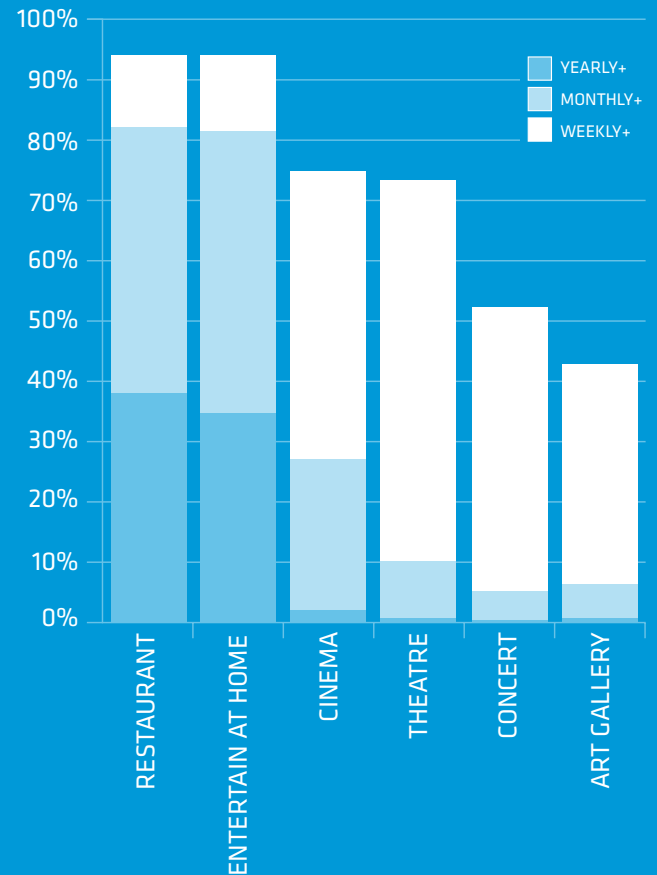
THE ARTS THE JEWISH WAY

I don't want to achieve immortality through my work. I want to achieve immortality through not dying.

Woody Allen

LEISURE ACTIVITIES

41% of JC readers go to the cinema/theatre at least once a month.



FOOD THE JEWISH WAY

Two elderly Jewish women are at a holiday resort, and one of them says, *“Boy, the food at this place is really terrible.”*

The other one says, *“Yes, I know; and such small portions.”*

GROCERY SHOP

80% of JC readers entertain guests at home at least monthly – and half of the under 35’s entertain guests at home at least weekly.

80% keep Kosher at home.

A quarter of the 18-54s also shop on-line.

On-line grocery shopping appears to most popular among families, 35% of those with children in their household shop on-line.

CHARITY THE JEWISH WAY

An old gentleman's dear old dog passed away. He was so attached to that dog that he went to his Rabbi and asked if the Rabbi would say Kaddish (the mourner's prayer) for the dog.

The Rabbi said, *"No, we only say Kaddish for humans, not animals. However there is a new congregation two blocks down the street from here. You can go there and ask if they will bless your dog."*

The man thanked the Rabbi and said, *"Do you suppose they would also accept my donation of £75,000?"*

The Rabbi said, *"Come back – you didn't tell me the dog was Jewish."*

CHARITY DONATIONS

84% of the ABs, and 83% of all readers between the ages of 35-54 regularly donate to charity.

All	%
Donate	78
Donate	%
Other Jewish charities	52
Cancer charities	20
Other medical charities	8
NSPCC	2
Others	9
Too many to name / not stated	24

FOR A 170 YEAR-OLD, WE'RE SURPRISINGLY NIMBLE ...

As it approaches its 170th birthday, the Jewish Chronicle is not showing any signs of resting on its laurels – indeed its longevity is an indication of its constant ability to change as the world and our community also change.

From its very first edition, the JC has always been a voice that records, reflects and informs the Jewish community. And over its 17 decades, it has been a respected and appreciated guide through turbulent periods of Jewish history.

Today the JC has a bright modern design, new magazines and a burgeoning online presence which includes 167 years of accessible archive history. But what remains unchanged is our centrality to Britain's Jewish community.



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