

# CHAPTER 13

## THE MEDIA

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*Speak to the Israelite people and say to them..*

(LEVITICUS 25:1)

## READERSHIP OF A LOCAL NEWSPAPER

**T**able 13-1 shows that 52% of Jewish respondents in Broward do not read a local newspaper like the *Sun Sentinel*, 25% read a print version only, 12% read an on-line version only; and 11%, read both a print and an on-line version. In total, 37% read a print version and 23% an on-line version.

**Comparisons Among Population Subgroups.** Table 13-1 shows that, overall, 37% of respondents read a **print version**. The percentage is much higher for respondents (in):

- the West Central (49%)
- households in residence in Broward for 20 or more years (48%)
- age 75 and over (69%) and age 65 and over (58%)
- elderly couple households (69%) and elderly single households (48%)
- households earning an annual income of under \$25,000 (53%)
- Orthodox households (48%)  
in-married households (51%)
- synagogue member households (47%), JCC member households (49%), and Jewish organization member households (55%)
- households in which an adult visited Israel on a general trip (48%)
- households who donated to the Jewish Federation in the past year (58%) and households who were asked, but did not donate to the Jewish Federation in the past year (52%)
- households who donated under \$100 (64%), \$100-\$500 (57%), \$500-\$1,000 (51%), and \$1,000 and over (51%) to the Jewish Federation in the past year

The percentage who always/usually read a newspaper in print is much lower for respondents (in):

- The East (25%)
- households in residence in Broward for 5-9 years (22%)
- under age 35 (19%) and age 35-49 (20%)

Table 13-1 shows that, overall, 23% of respondents read an **on-line version**. The percentage is much higher for respondents (in):

- non-elderly couple households (41%)
- households earning an annual income of \$100,000-\$200,000 (35%) and \$200,000 and over (36%)
- households who donated \$500-\$1,000 to the Jewish Federation in the past year (33%)

The percentage who read a newspaper on-line is much lower for respondents (in):

- age 75 and over (11%) and age 65 and over (13%)
- elderly couple households (9%) and elderly single households (13%)
- households earning an annual income of \$25,000-\$50,000

<b>TABLE 13-1 READERSHIP OF A LOCAL NEWSPAPER</b>						
<b>BASE: JEWISH RESPONDENTS</b>						
<b>Population Subgroup</b>	<b>Print Total</b>	<b>On-Line Total</b>	<b>Do Not Read</b>	<b>Print</b>	<b>On-Line</b>	<b>Both</b>
All	36.7%	23.0%	51.6%	25.4	11.7	11.3
<b>GEOGRAPHIC AREA</b>						
Northwest	36.7%	23.0%	51.6%	25.4	11.7	11.3
North Cental	44.2%	25.2%	48.5%	26.3	7.3	17.9
East	25.1%	22.3%	61.3%	16.4	13.6	8.7
West Central	49.0%	15.7%	42.9%	41.4	8.1	7.6
Southeast	40.3%	28.0%	47.0%	25.0	12.7	15.3
Southwest	46.3%	23.0%	42.7%	34.3	11.0	12.0
<b>LENGTH OF RESIDENCE IN BROWARD</b>						
0 - 4 years	30.5%	18.3%	59.9%	21.8	9.6	8.7
5 - 9 years	21.6%	25.5%	67.5%	7.0	10.9	14.6
10 - 19 years	37.6%	19.1%	49.1%	31.8	13.3	5.8
20 or more years	48.4%	22.8%	42.1%	35.1	9.5	13.3
<b>AGE OF RESPONDENT</b>						
Under 35	19.1%	26.0%	63.3%	10.7	17.6	8.4
35 - 49	20.1%	30.3%	59.8%	9.9	20.1	10.2
50 - 64	41.4%	28.1%	46.5%	25.4	12.1	16.0
65 - 74	47.1%	14.6%	47.8%	37.6	5.1	9.5
75 and over	68.8%	10.6%	29.5%	59.9	1.7	8.9
→ 65 and over	58.3%	12.6%	38.3%	49.1	3.4	9.2
<b>SEX OF RESPONDENT</b>						
Male	43.7%	26.2%	45.5%	28.3	10.8	15.4
Female	41.7%	19.0%	48.0%	33.0	10.3	8.7

<b>TABLE 13-1 READERSHIP OF A LOCAL NEWSPAPER</b>						
<b>BASE: JEWISH RESPONDENTS</b>						
<b>Population Subgroup</b>	<b>Print Total</b>	<b>On-Line Total</b>	<b>Do Not Read</b>	<b>Print</b>	<b>On-Line</b>	<b>Both</b>
All	36.7%	23.0%	51.6%	25.4	11.7	11.3
<b>HOUSEHOLD STRUCTURE</b>						
Household with Children	27.5%	28.8%	59.2%	12.0	13.3	15.5
Household with Only Adult Children	41.2%	20.0%	44.6%	35.4	14.2	5.8
Non-Elderly Couple	32.5%	41.1%	47.7%	11.2	19.8	21.3
Non-Elderly Single	30.5%	26.2%	55.4%	18.4	14.1	12.1
Elderly Couple	69.3%	9.3%	29.3%	61.4	1.4	7.9
Elderly Single	48.4%	12.9%	45.8%	41.3	5.8	7.1
<b>HOUSEHOLD INCOME</b>						
Under \$25,000	53.4%	15.0%	46.2%	38.8	0.4	14.6
\$25 - \$50,000	40.5%	12.6%	55.0%	32.4	4.5	8.1
\$50 - \$100,000	38.4%	19.3%	50.9%	29.8	10.7	8.6
\$100 - \$200,000	40.4%	34.7%	42.1%	23.2	17.5	17.2
\$200,000 and over	39.3%	35.9%	36.5%	27.6	24.2	11.7
<b>JEWISH IDENTIFICATION</b>						
Orthodox	47.5%	24.1%	46.2%	29.7	6.3	17.8
Conservative	41.3%	20.8%	49.5%	29.7	9.2	11.6
Reform	43.0%	19.1%	47.4%	33.5	9.6	9.5
Just Jewish	41.8%	24.3%	45.5%	30.2	12.7	11.6
<b>TYPE OF MARRIAGE</b>						
In-married	50.5%	25.6%	38.5%	35.9	11.0	14.6
Conversionary	35.2%	28.7%	48.8%	22.5	16.0	12.7
Intermarried	35.2%	25.2%	52.2%	22.6	12.6	12.6

<b>TABLE 13-1 READERSHIP OF A LOCAL NEWSPAPER</b>						
<b>BASE: JEWISH RESPONDENTS</b>						
<b>Population Subgroup</b>	<b>Print Total</b>	<b>On-Line Total</b>	<b>Do Not Read</b>	<b>Print</b>	<b>On-Line</b>	<b>Both</b>
All	36.7%	23.0%	51.6%	25.4	11.7	11.3
<b>SYNAGOGUE MEMBERSHIP</b>						
Member	46.5%	28.2%	41.3%	30.5	12.2	16.0
Non-Member	40.4%	18.7%	50.0%	31.3	9.6	9.1
<b>JCC MEMBERSHIP</b>						
Member	49.1%	26.4%	39.5%	34.1	11.4	15.0
Non-Member	41.6%	21.4%	48.0%	30.6	10.4	11.0
<b>JEWISH ORGANIZATION MEMBERSHIP</b>						
Member	55.3%	22.6%	34.8%	42.6	9.9	12.7
Non-Member	39.3%	21.8%	50.1%	28.1	10.6	11.2
<b>ANY ADULT VISITED ISRAEL</b>						
On Jewish Trip	41.1%	24.8%	46.3%	28.9	12.6	12.2
On General Trip	48.0%	23.6%	39.1%	37.3	12.9	10.7
No	38.3%	18.7%	54.8%	26.5	6.9	11.8
<b>JEWISH FEDERATION MARKET SEGMENTS IN THE PAST YEAR</b>						
Donated to Federation	58.4%	28.9%	28.1%	43.0	13.5	15.4
Asked, Did Not Donate	52.4%	27.1%	37.7%	35.2	9.9	17.2
Not Asked	35.4%	19.3%	54.9%	25.8	9.7	9.6
<b>DONATED TO JEWISH FEDERATION IN THE PAST YEAR</b>						
Nothing	37.2%	20.1%	53.1%	26.8	9.7	10.4
Under \$100	63.6%	26.7%	22.1%	51.2	14.3	12.4
\$100 - \$500	56.7%	29.4%	32.0%	38.6	11.3	18.1
\$500 - \$1,000	50.8%	32.5%	32.4%	35.1	16.8	15.7
\$1,000 and over	51.2%	31.7%	36.0%	32.3	12.8	18.9

## VISITED THE LOCAL JEWISH FEDERATION WEBSITE

**T**able 13-2 shows that 18% of Jewish respondents in Broward visited the Jewish Federation of Broward County website ([www.jewishbroward.org](http://www.jewishbroward.org)) in the past year.

**Community Comparisons.** The comparisons of Internet usage with other local Jewish communities are impacted significantly by the year of the study, as Internet usage has been increasing for all purposes over the past 20 years. **Table 13-3** shows that the 18% who visited the local Jewish Federation website in the past year is the highest of about 15 comparison Jewish communities and compares to 15% in Miami, 9% in Las Vegas, 4% in West Palm Beach, and 3% in South Palm Beach.

**Comparisons Among Population Subgroups.** **Table 13-2** shows that, overall, 18% of respondents visited the Jewish Federation website in the past year. The percentage is much higher for respondents (in):

- households who earned an annual income of \$100,00-\$200,00 (28%) and \$200,00 and over (34%)
- households who attended Chabad in the past year (35%) and JCC member households (28%)
- households in which an adult visited Israel on a Jewish trip (30%)
- households who donated to the Jewish Federation in the past year (40%)
- households who donated under \$100 (36%), \$100-500 (38%), and \$1,000 and over (75%) to the Jewish Federation in the past year

The percentage is much lower for respondents (in):

- the North Central (6%)
- age 75 and over (8%)
- elderly single households (7%)

<b>TABLE 13-2</b>	
<b>VISITED THE JEWISH FEDERATION OF BROWARD COUNTY WEBSITE</b>	
<b>BASE: JEWISH RESPONDENTS</b>	
<b>Population Subgroup</b>	<b>Visited the Jewish Federation Website</b>
All	18.2%
<b>GEOGRAPHIC AREA</b>	
Northwest	19.0%
North Cental	5.9%
East	27.1%
West Central	17.4%
Southeast	23.0%
Southwest	16.7%
<b>AGE OF RESPONDENT</b>	
Under 35	21.2%
35 - 49	24.7%
50 - 64	22.7%
65 - 74	14.4%
75 and over	8.4%
→ 65 and over	11.3%
<b>SEX OF RESPONDENT</b>	
Male	16.5%
Female	19.5%
<b>HOUSEHOLD STRUCTURE</b>	
Household with Children	23.3%
Household with Only Adult Children	22.9%
Non-Elderly Couple	20.8%
Non-Elderly Single	18.0%
Elderly Couple	17.0%
Elderly Single	6.7%

<b>TABLE 13-2</b>	
<b>VISITED THE JEWISH FEDERATION OF BROWARD COUNTY WEBSITE</b>	
<b>BASE: JEWISH RESPONDENTS</b>	
<b>Population Subgroup</b>	<b>Visited the Jewish Federation Website</b>
All	18.2%
<b>HOUSEHOLD INCOME</b>	
Under \$25,000	10.7%
\$25 - \$50,000	12.3%
\$50 - \$100,000	16.2%
\$100 - \$200,000	28.1%
\$200,000 and over	34.1%
<b>JEWISH IDENTIFICATION</b>	
Orthodox	20.1%
Conservative	17.7%
Reform	22.7%
Just Jewish	14.7%
<b>TYPE OF MARRIAGE</b>	
In-married	23.3%
Conversionary	20.1%
Intermarried	10.1%
<b>SYNAGOGUE MEMBERSHIP</b>	
Member	26.0%
Non-Member	14.2%
<b>ATTENDED CHABAD IN THE PAST YEAR</b>	
Attended	34.6%
Did Not Attend	13.4%
<b>JCC MEMBERSHIP</b>	
Member	28.4%
Non-Member	16.8%



<b>TABLE 13-2</b>	
<b>VISITED THE JEWISH FEDERATION OF BROWARD COUNTY WEBSITE</b>	
<b>BASE: JEWISH RESPONDENTS</b>	
<b>Population Subgroup</b>	<b>Visited the Jewish Federation Website</b>
All	18.2%
<b>JEWISH ORGANIZATION MEMBERSHIP</b>	
Member	25.0%
Non-Member	16.6%
<b>ANY ADULT VISITED ISRAEL</b>	
On Jewish Trip	29.7%
On General Trip	19.8%
No	9.4%
<b>JEWISH FEDERATION MARKET SEGMENTS IN THE PAST YEAR</b>	
Donated to Federation	40.3%
Asked, Did Not Donate	26.9%
Not Asked	10.1%
<b>DONATED TO JEWISH FEDERATION IN THE PAST YEAR</b>	
Nothing	11.8%
Under \$100	35.6%
\$100 - \$500	37.9%
\$500 - \$1,000	27.1%
\$1,000 and over	74.8%

<b>TABLE 13-3</b> <b>VISITED THE LOCAL JEWISH FEDERATION WEBSITE IN THE PAST YEAR</b> <b>COMMUNITY COMPARISONS</b>						
<b>BASE: JEWISH RESPONDENTS</b>						
<b>Community</b>	<b>Year</b>	<b>%</b>		<b>Community</b>	<b>Year</b>	<b>%</b>
<b>BROWARD</b>	<b>2016</b>	<b>18%</b>		Tucson	2002	9%
<b>Miami</b>	2014	15%		New Haven	2010	8%
Lehigh Valley	2007	13%		Middlesex	2008	8%
Portland (ME)	2007	13%		<b>W Palm Beach</b>	2005	4%
San Antonio	2007	13%		<b>S Palm Beach</b>	2005	3%
St. Paul	2004	13%		Atlantic County	2004	1%
Detroit	2005	12%				
Minneapolis	2004	11%				
<b>Las Vegas</b>	2005	9%				

## USE OF SOCIAL MEDIA

**T**able 13-4 shows that 62% (44,400 households) of respondents use social media. Facebook, by far is the leader at 58% followed by Twitter, LinkedIn, and Instagram at 6%-7% each.

**Comparisons Among Population Subgroups.** Table 13-5 shows that, overall, 58% of respondents use **Facebook**. The percentage is much higher for respondents (in):

- households in the East (69%)
- under age 35 (93%) and age 35-49 (74%)
- households with children (75%) and non-elderly couple households (70%)
- households earning an annual income of \$100,000-\$200,000 (70%)
- households in which an adult visited Israel on a Jewish trip (68%)
- households who donated \$500-\$1,000 (72%) and \$1,000 and over (73%) to the Jewish Federation in the past year

The percentage is much lower for respondents (in):

- households in the North Central (48%)
- age 75 and over (31%) and age 65 and over (40%)
- elderly couple households (39%) and elderly single households (44%)
- households earning an annual income under \$25,000 (25%) and \$25,000-\$50,000 (47%)
- households who donated under \$100 to the Jewish Federation in the past year (45%)

Table 13-5 shows that, overall, 6% of respondents use **Instagram**. The percentage is much higher for respondents (in):

- households in the East (14%)
- under age 35 (36%)
- non-elderly single households (16%)
- JCC member households (15%)
- households who donated \$1,000 and over to the Jewish Federation in the past year (12%)

The percentage is much lower for respondents (in):

- the North Central (1%)
- age 75 and over (0%) and age 65 and over (0%)
- elderly couple households (0%) and elderly single households (0%)

Table 13-5 shows that, overall, 6% of respondents use **LinkedIn**. The percentage is much higher for respondents (in):

- under age 50-64 (12%)
- households with children (13%) and households with only adult children (13%)
- households who donated to the Jewish Federation in the past year (12%) and households who were asked but did not donate to the Jewish Federation in the past year (13%)

- households who donated \$500-\$1,000 (25%) and \$1,000 and over (16%) to the Jewish Federation in the past year

The percentage is much lower for respondents (in):

- age 75 and over (0%) and age 65 and over (0%)
- elderly single households (0%)
- households earning an annual income of \$25,000-\$50,000 (1%)

**Table 13-5** shows that, overall, 7% of respondents use **Twitter**. The percentage is much higher for respondents (in):

- households in the Southwest (14%)

The percentage is much lower for respondents (in):

- age 75 and over (0%) and age 65 and over (2%)
- elderly single households (2%)
- households earning an annual income of \$25,000-\$50,000 (1%)
- Orthodox households (1%)
- JCC member households (2%)

<b>TABLE 13-4 TYPE OF SOCIAL MEDIA</b>	
<b>BASE: JEWISH HOUSEHOLDS</b>	
<b>Social Media</b>	<b>Percentage</b>
Use one or more social media	61.7%
Facebook	57.6%
Twitter	7.0%
LinkedIn	6.4%
Instagram	6.1%
SnapChat	3.0%
Pinterest	1.0%
Google Plus+	0.4%
Vine	0.1%
Ask.fm	0.0%
Classmates	0.0%
Flickr	0.0%
Meet up	0.0%
Meetme	0.0%
MySpace	0.0%
Tagged	0.0%
Tumblr	0.0%

<b>TABLE 13-5 USE OF SOCIAL MEDIA</b>				
<b>BASE: JEWISH RESPONDENTS</b>				
<b>Population Subgroup</b>	<b>Facebook</b>	<b>Instagram</b>	<b>Linkedin</b>	<b>Twitter</b>
All	57.6%	6.1%	6.4%	7.0%
<b>GEOGRAPHIC AREA</b>				
Northwest	62.8%	6.1%	11.2%	5.7%
North Central	48.2%	0.9%	5.6%	4.9%
East	69.1%	13.9%	2.1%	11.4%
West Central	51.7%	4.9%	5.7%	2.9%
Southeast	64.2%	9.4%	6.4%	4.9%
Southwest	56.0%	4.3%	6.5%	13.6%
<b>AGE OF RESPONDENT</b>				
Under 35	92.5%	35.6%	3.9%	13.2%
35 - 49	74.4%	10.0%	10.6%	11.7%
50 - 64	61.2%	3.3%	11.5%	9.3%
65 - 74	49.8%	0.3%	2.7%	3.7%
75 and over	30.7%	0.0%	0.0%	0.1%
→ 65 and over	39.9%	0.2%	1.3%	1.8%
<b>SEX OF RESPONDENT</b>				
Male	52.6%	6.1%	7.3%	11.0%
Female	61.3%	6.2%	5.9%	4.1%
<b>HOUSEHOLD STRUCTURE</b>				
Household with Children	75.2%	11.2%	12.9%	11.5%
Household with Only Adult Children	62.0%	3.1%	13.0%	9.5%
Non-Elderly Couple	70.3%	4.2%	4.7%	3.5%
Non-Elderly Single	58.8%	15.5%	8.4%	10.5%
Elderly Couple	38.8%	0.3%	3.0%	2.4%
Elderly Single	43.8%	0.2%	0.1%	1.9%

<b>TABLE 13-5 USE OF SOCIAL MEDIA</b>				
<b>BASE: JEWISH RESPONDENTS</b>				
<b>Population Subgroup</b>	<b>Facebook</b>	<b>Instagram</b>	<b>Linkedin</b>	<b>Twitter</b>
All	57.6%	6.1%	6.4%	7.0%
<b>HOUSEHOLD INCOME</b>				
Under \$25,000	24.9%	4.1%	1.9%	3.9%
\$25 - \$50,000	47.2%	3.5%	0.7%	0.7%
\$50 - \$100,000	63.8%	10.7%	5.6%	10.1%
\$100 - \$200,000	69.7%	8.5%	8.9%	9.6%
\$200,000 and over	65.1%	6.7%	10.3%	5.0%
<b>JEWISH IDENTIFICATION</b>				
Orthodox	57.1%	7.3%	1.8%	1.3%
Conservative	60.0%	3.7%	6.6%	12.4%
Reform	63.5%	6.0%	8.3%	3.3%
Just Jewish	50.7%	7.9%	5.4%	6.1%
<b>TYPE OF MARRIAGE</b>				
In-married	58.1%	3.5%	8.8%	6.8%
Conversionary	58.0%	6.2%	4.8%	3.1%
Intermarried	62.0%	4.2%	7.0%	11.3%
<b>SYNAGOGUE MEMBERSHIP</b>				
Member	60.0%	6.5%	10.1%	7.0%
Non-Member	56.4%	6.0%	4.6%	7.0%
<b>ATTENDED CHABAD IN THE PAST YEAR</b>				
Member	66.6%	4.9%	10.5%	11.1%
Non-Member	55.0%	6.5%	5.2%	5.8%
<b>JCC MEMBERSHIP</b>				
Member	64.2%	14.6%	9.1%	2.0%
Non-Member	56.7%	5.0%	6.1%	7.7%

<b>TABLE 13-5 USE OF SOCIAL MEDIA</b>				
<b>BASE: JEWISH RESPONDENTS</b>				
<b>Population Subgroup</b>	<b>Facebook</b>	<b>Instagram</b>	<b>Linkedin</b>	<b>Twitter</b>
All	57.6%	6.1%	6.4%	7.0%
<b>JEWISH ORGANIZATION MEMBERSHIP</b>				
Member	49.9%	4.4%	7.6%	4.4%
Non-Member	59.5%	6.6%	6.2%	7.6%
<b>ANY ADULT VISITED ISRAEL</b>				
On Jewish Trip	68.3%	9.8%	8.9	8.5%
On General Trip	56.7%	3.9%	5.1	7.3%
No	51.6%	5.8%	6.2	5.7%
<b>JEWISH FEDERATION MARKET SEGMENTS IN THE PAST YEAR</b>				
Donated to Federation	57.2%	6.5%	11.7%	6.2%
Asked, Did Not Donate	52.5%	3.2%	12.6%	11.6%
Not Asked	58.8%	6.4%	4.1%	6.8%
<b>DONATED TO JEWISH FEDERATION IN THE PAST YEAR</b>				
Nothing	58.1%	6.0%	5.0%	7.3%
Under \$100	45.4%	4.7%	8.3%	2.6%
\$100 - \$500	62.5%	7.0%	9.9%	11.7%
\$500 - \$1,000	71.9%	5.8%	24.5%	3.5%
\$1,000 and over	72.7%	12.1%	16.3%	8.0%



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