

## MEDIA

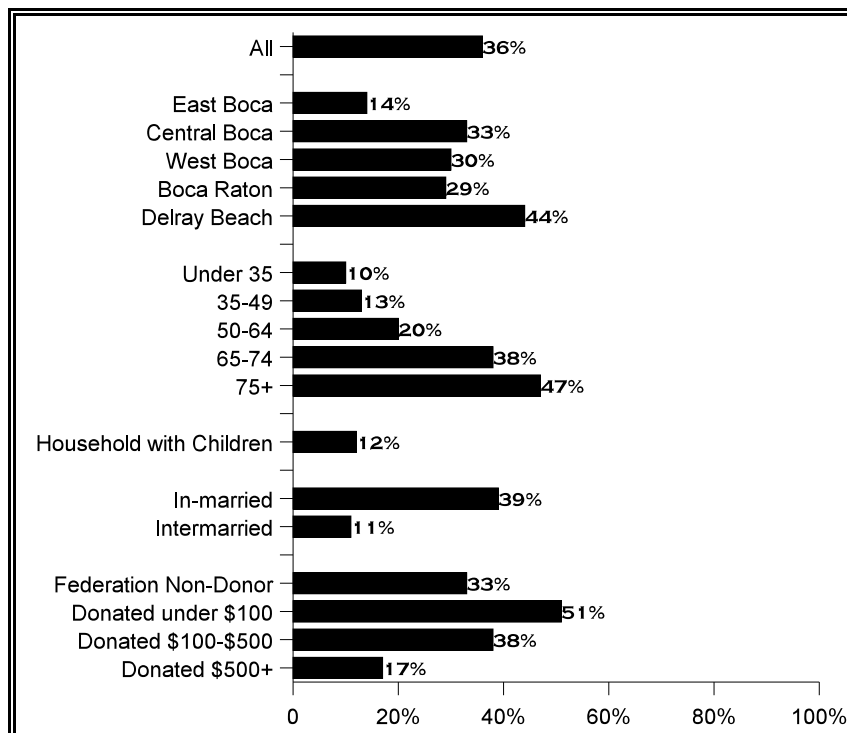
Overall, 25% of respondents in South Palm Beach always read the *Palm Beach Jewish Journal* (Jewish newspaper); 11%, usually; 23%, sometimes; and 41%, never. In total, 36% (26,353 households) of respondents always or usually read the Jewish newspaper and 59% (43,289 households) always, usually, or sometimes do. The *Palm Beach Jewish Journal*, unlike many other Jewish newspapers, is privately produced and receives no funding from the Jewish Federation.

▣ The 36% who always/usually read the Jewish newspaper is about average among about 20 comparison Jewish communities and compares to 42% in Broward and 36% in West Palm Beach. In 1995, 63% of respondents read or received the Jewish newspaper.

▣ The 41% who never read the Jewish newspaper is about average among about 30 comparison Jewish communities and compares to 39% in West Palm Beach and 31% in Broward. The 41% compares to 37% in 1995.

▣ 42% of respondents in synagogue member households and 42% of respondents in JCC member households always/usually read the Jewish newspaper.

▣ 18% of respondents who always/usually/sometimes read the Jewish newspaper perceive it as excellent; 61%, good; 18%, fair; and 4%, poor. The 18% excellent perceptions is about average among about 15 comparison Jewish newspapers and compares to 19% in West Palm Beach.



**Always or Usually Read the *Palm Beach Jewish Journal* (Respondents)**

## MEDIA

Overall, 63% of respondents in South Palm Beach always read the *Sun-Sentinel*; 9%, usually; 14%, sometimes; and 14%, never.

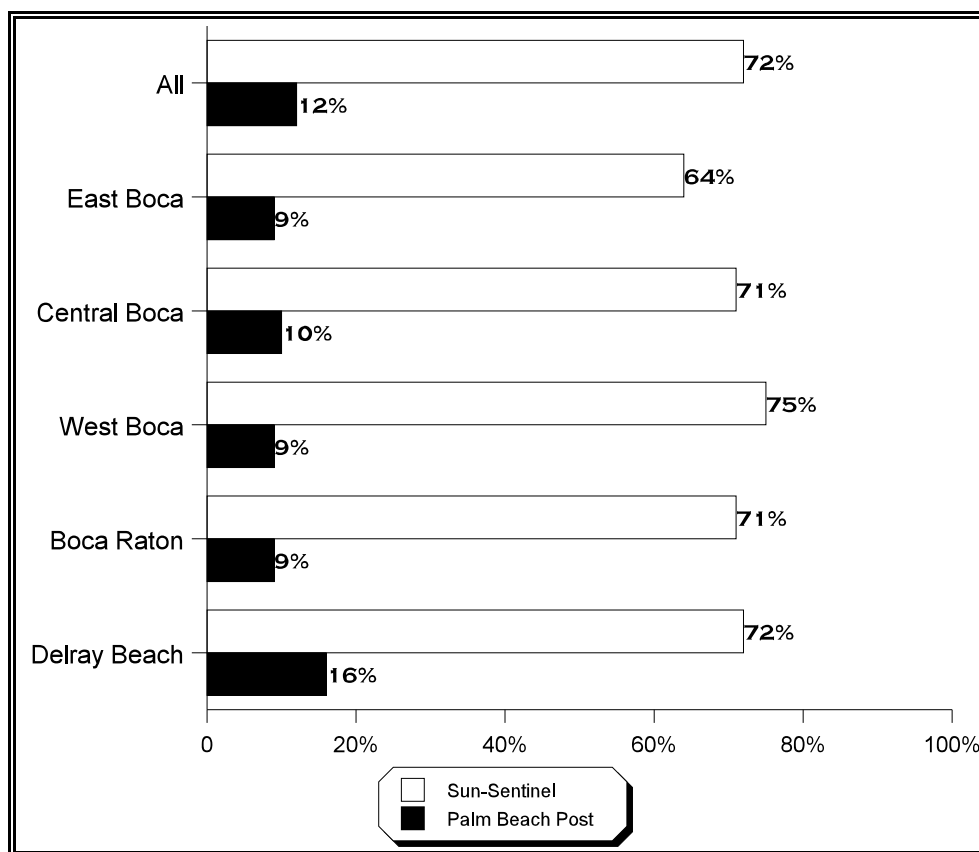
10% of respondents always read the *Palm Beach Post*; 3%, usually; 22%, sometimes; and 66%, never.

The percentage of respondents who always/usually read the *Palm Beach Post* is higher in Delray Beach (16%) than in Boca Raton (9%).

The percentage of respondents under age 50 who always/usually read a secular newspaper is lower than the percentage of respondents age 50 and over.

See the “Jewish Education of Adults-Informal” section of this report for results on the use of the Internet.

36% of Jewish respondents check their e-mail daily; 14%, a few times per week; 4%, once per week; 5%, less than once per week; and 42% do not use e-mail. The percentage of respondents who use e-mail decreases from 91% of respondents under age 50 to 81% of respondents age 50-64, 66% of respondents age 65-74, and 39% of respondents age 75 and over.



**Always or Usually Read a Secular Newspaper (Respondents)**