

Marketing Presentation

The 2017 Jewish Federation of Greater Indianapolis Population Study: A Portrait of the Indianapolis Jewish Community

Ira M. Sheskin, Ph.D.

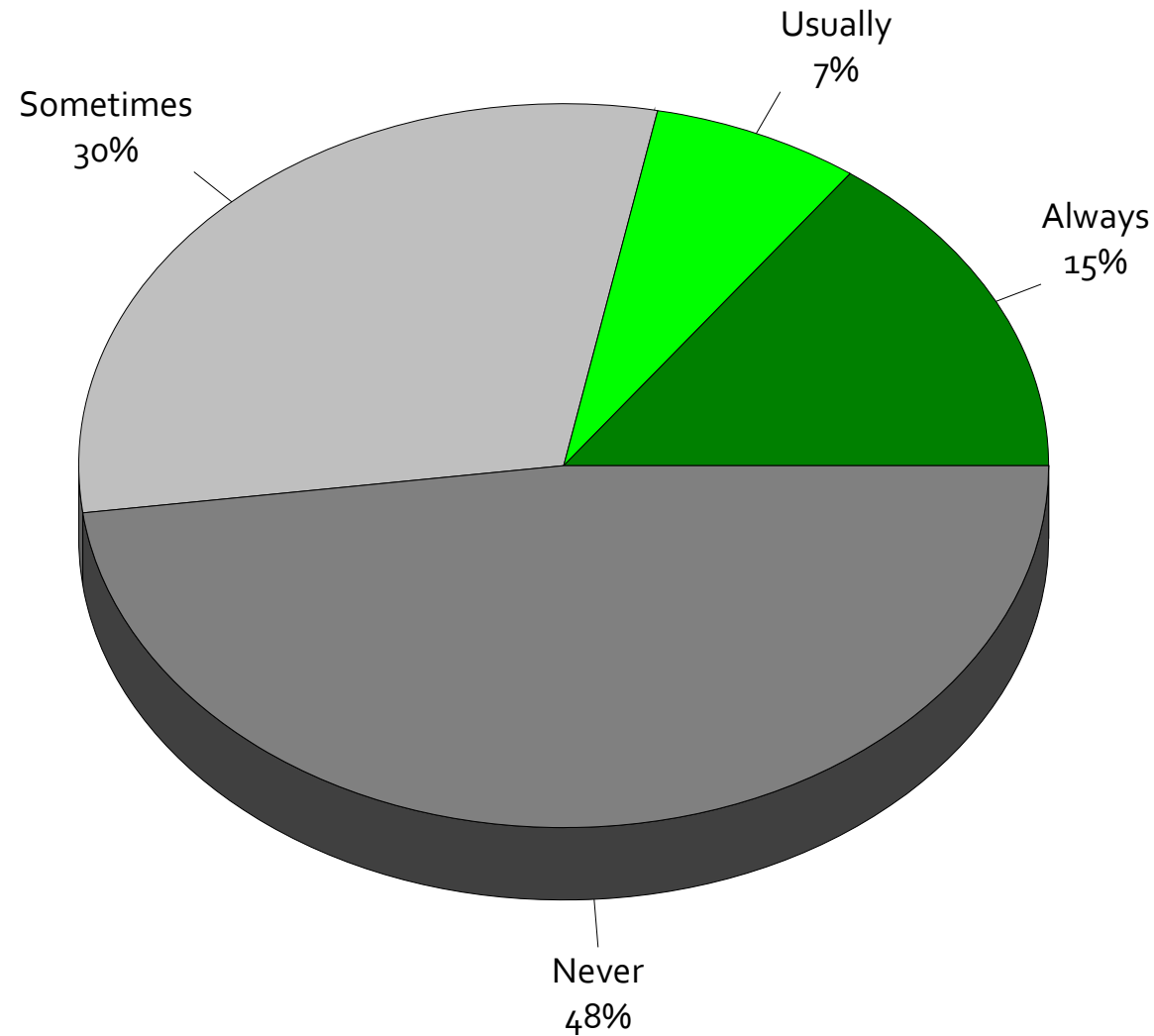
Director of the Jewish Demography Project of the
Sue and Leonard Miller Center for Contemporary Judaic Studies
and

Professor and Chair
Department of Geography
University of Miami

Readership of the *Jewish Federation News*

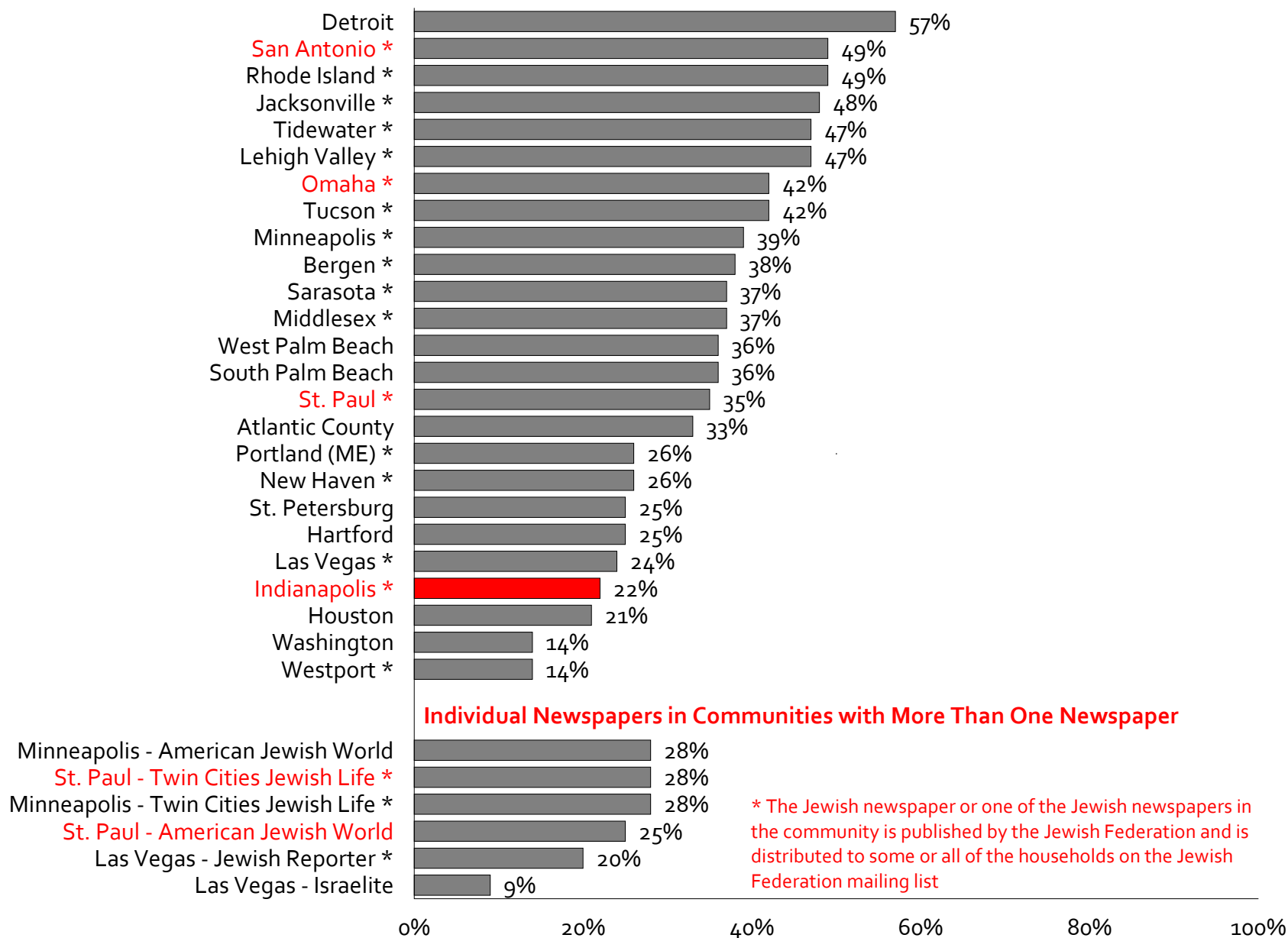
(Jewish Respondents)

The Jewish Federation News is published by the Jewish Federation of Greater Indianapolis and reaches close to 4,400 households. This is consistent with the 4,400 households in the Telephone Survey who always/usually/sometimes read the paper.



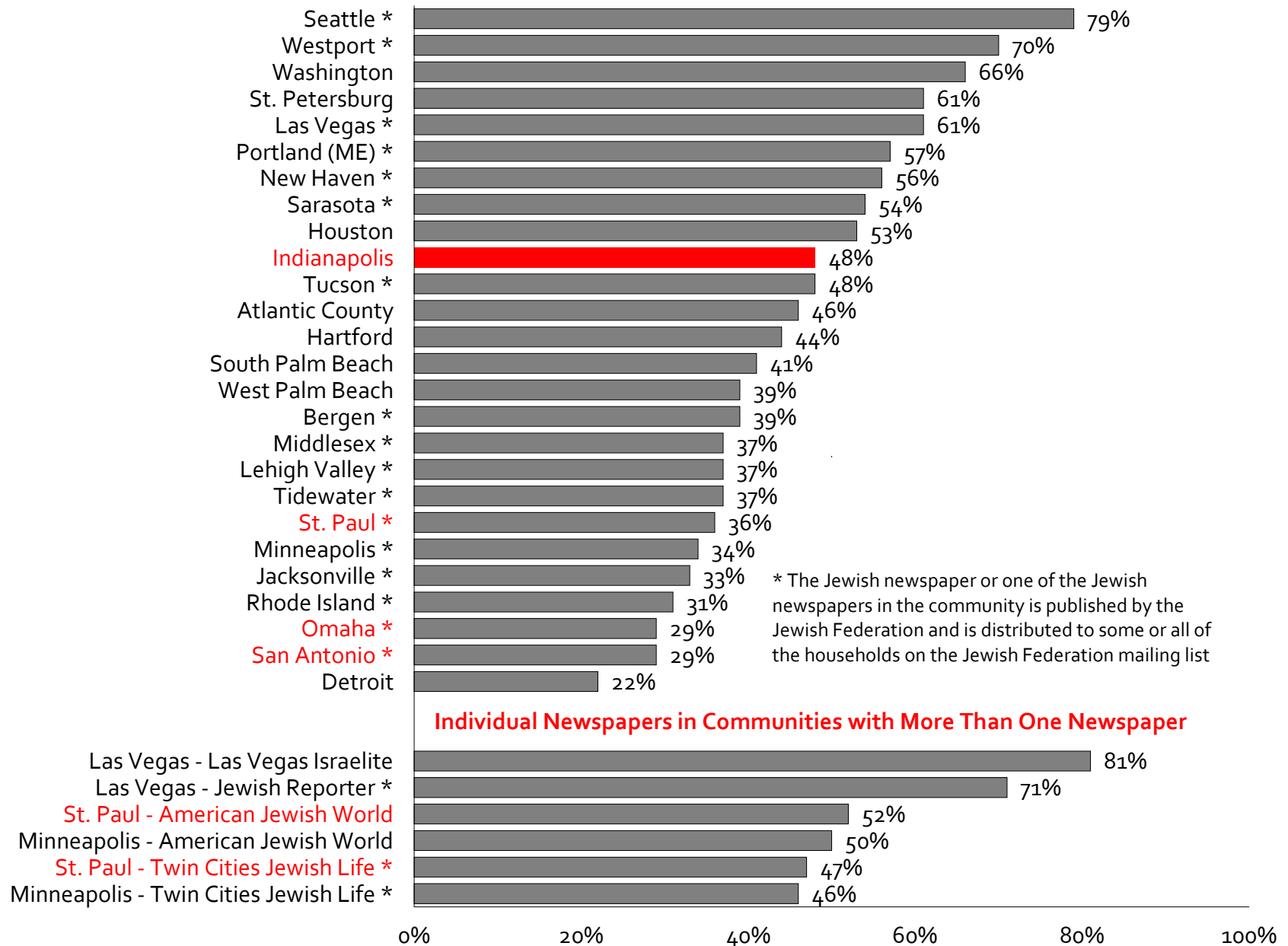
Always/Usually Read a Local Jewish Newspaper

(Jewish Respondents)



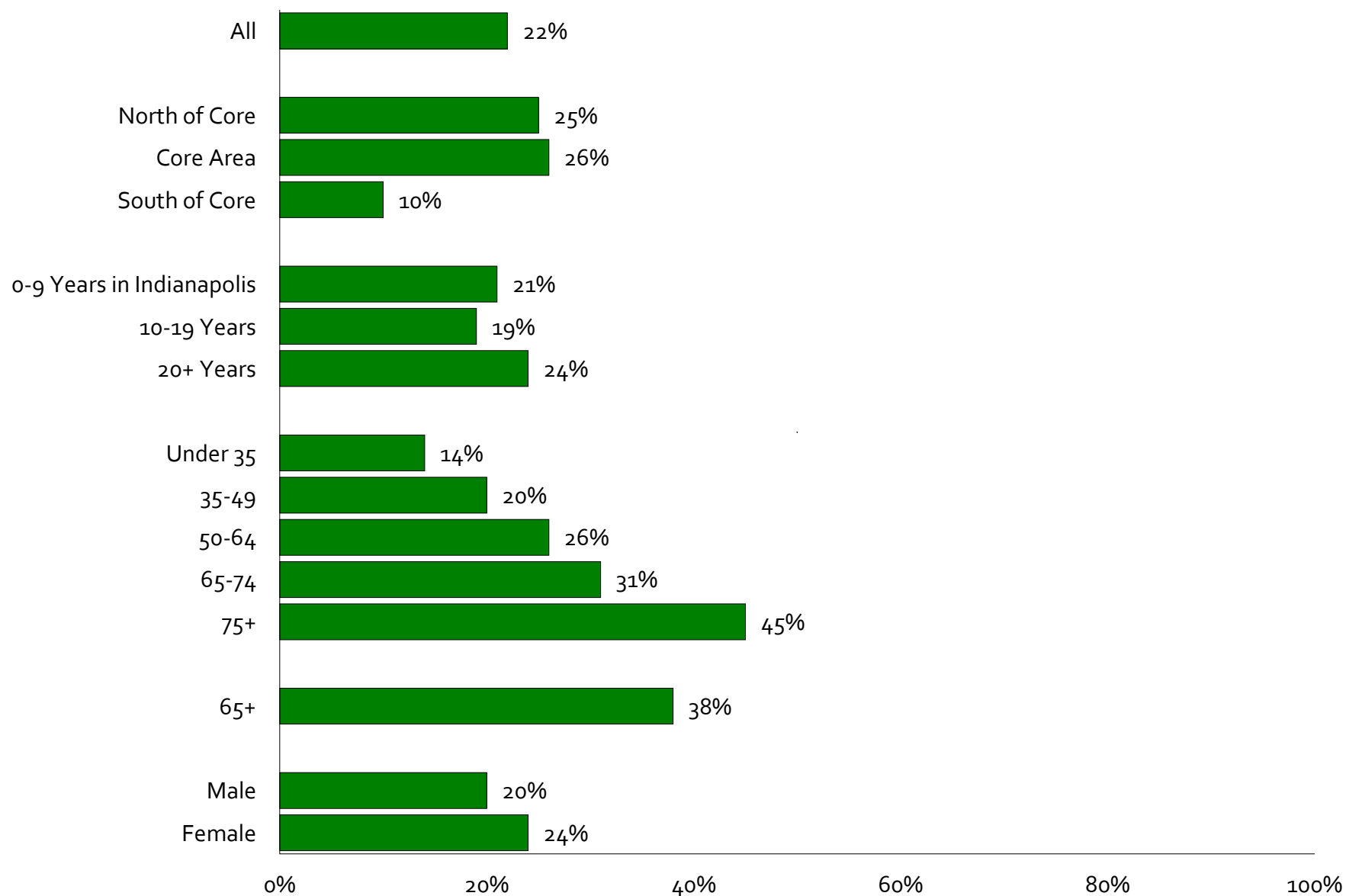
Never Read a Local Jewish Newspaper

(Jewish Respondents)



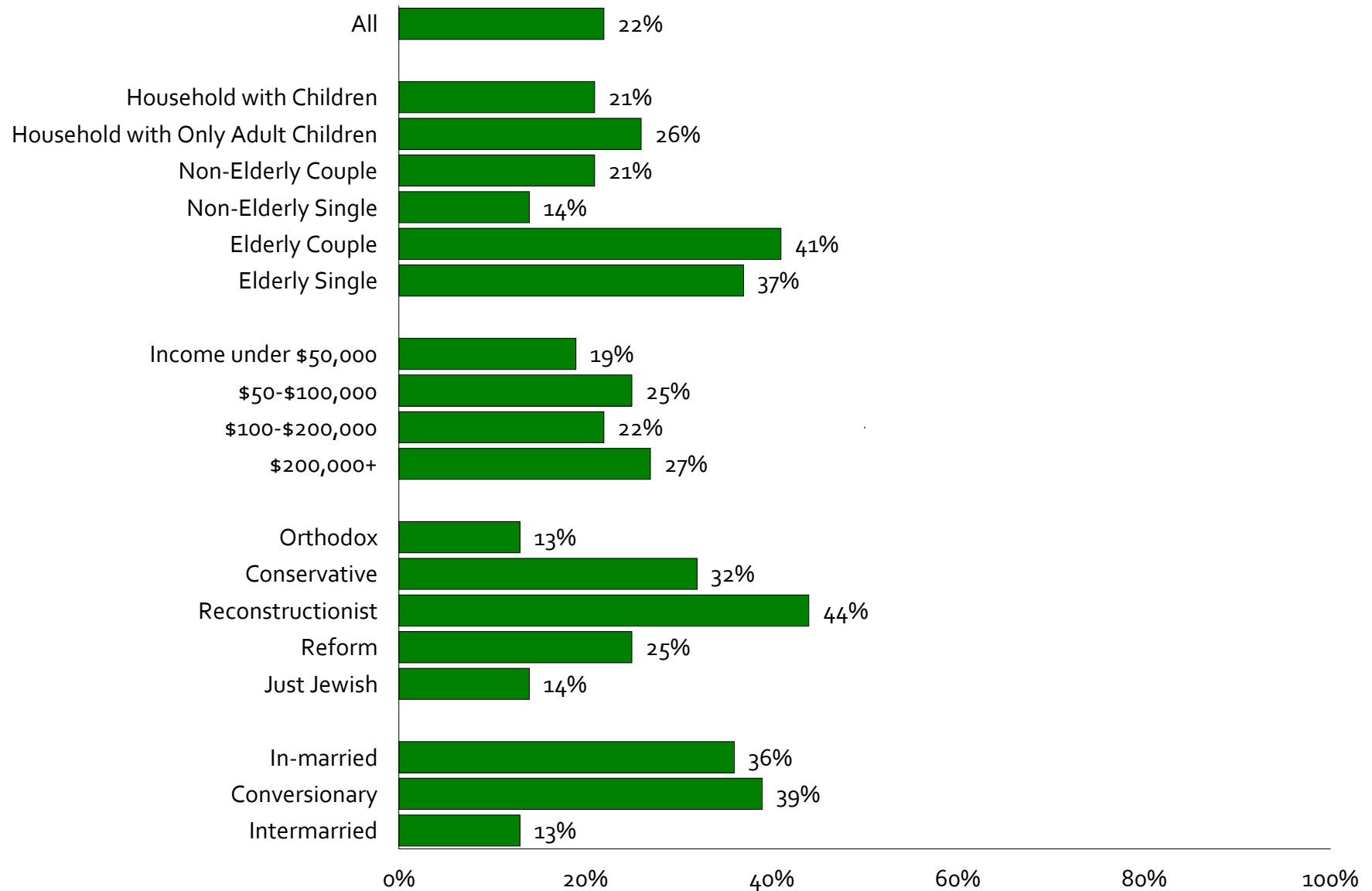
Always/Usually Read the *Jewish Federation News*

(Jewish Respondents)



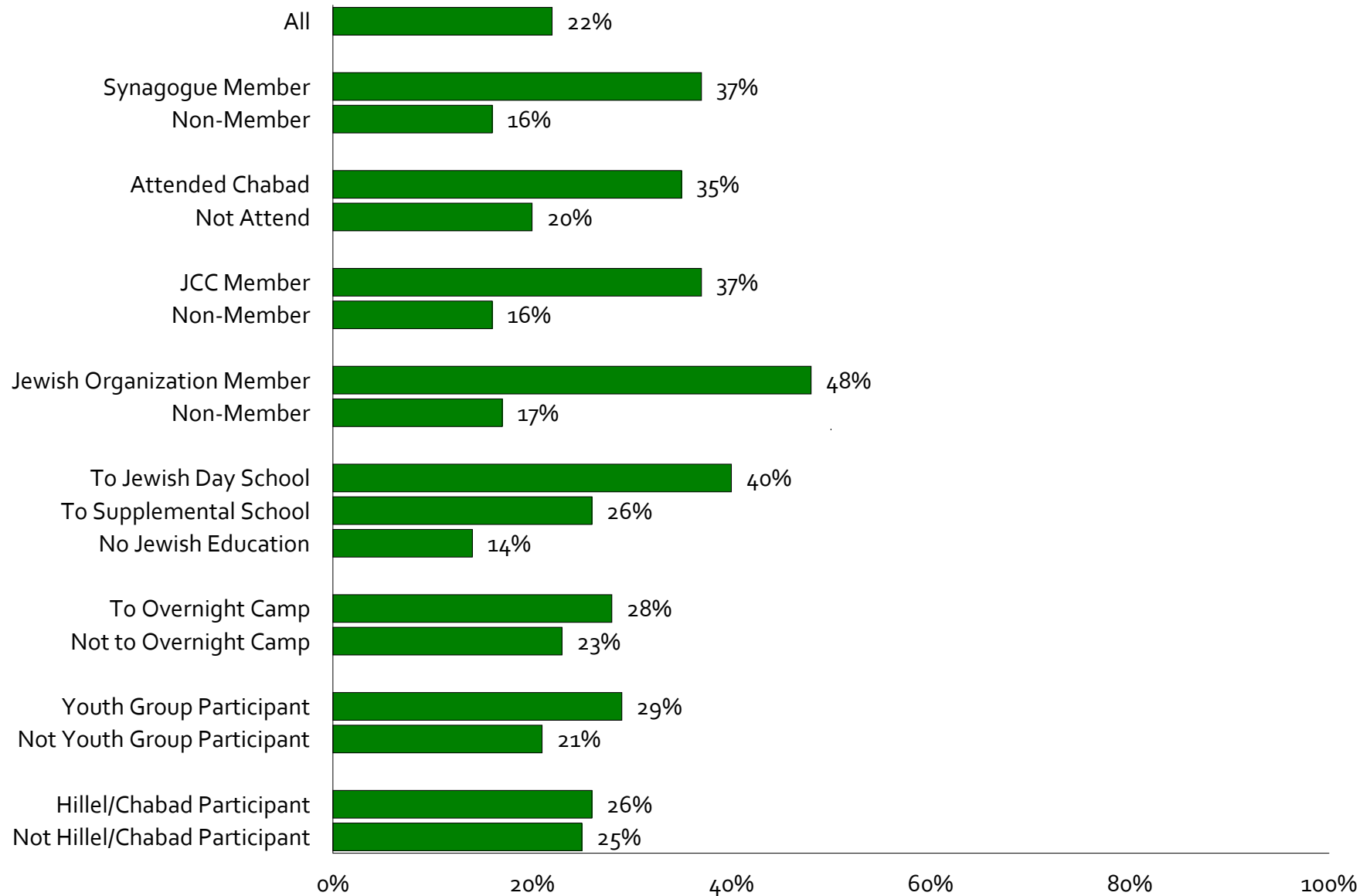
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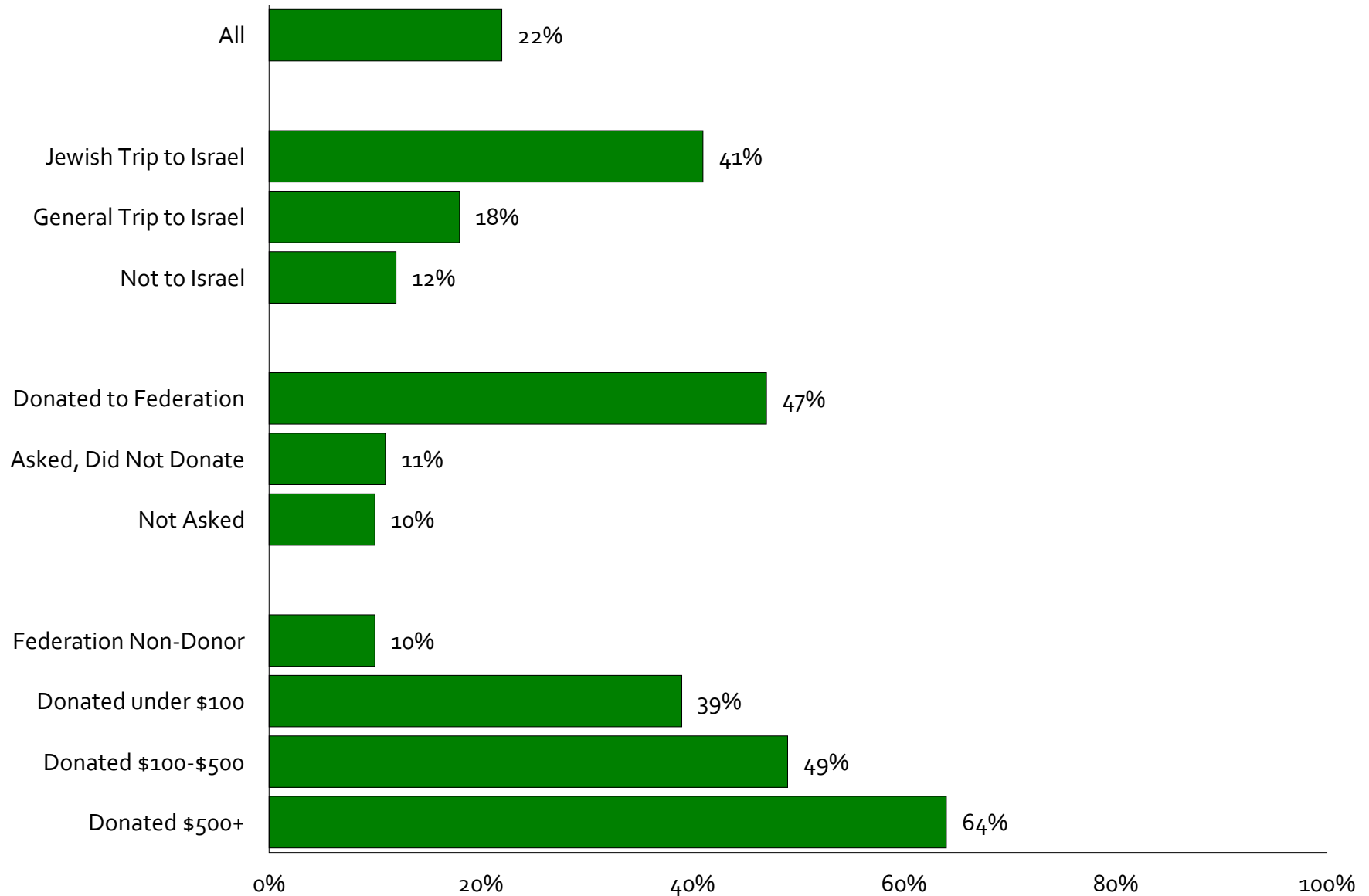
Always/Usually Read the *Jewish Federation News*

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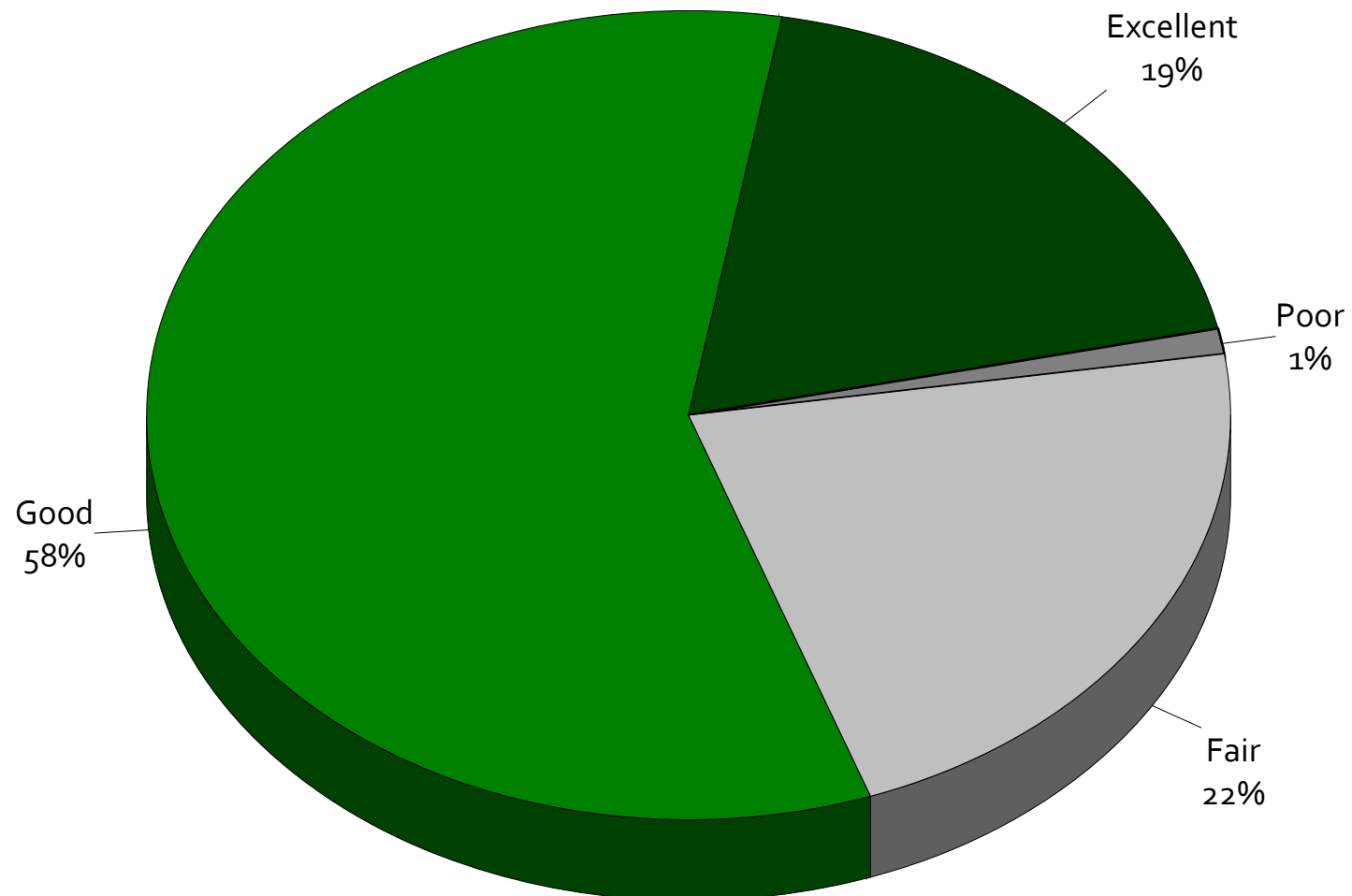
Profile of Households in Which the Jewish Respondent Is a Reader of the *Jewish Federation News*

(Always/Usually/Sometimes Read)

- 45% live in North of Core; 38%, in the Core Area; and 17% in South of Core
- 53% live in Indianapolis for 20+ years
- 24% are under age 35; 33%, age 35-49; 26%, age 50-64; 8%, age 65-74; and 8% are age 75 and over
- 38% are households with children
- 60% earn an annual household income of \$100,000 and over
- 3% are Orthodox; 14%, Conservative; 12%, Reconstructionist; 36%, Reform; and 34%, Just Jewish
- 38% of married couples are intermarried
- 41% are synagogue members and 38%, JCC members
- 26% attended Chabad in the past year
- 18% contain an adult who attended a Jewish day school as a child
- 67% contain an adult who visited Israel
- 53% donated to the Jewish Federation in the past year
- 58% donated to other Jewish charities in the past year
- 83% donated to non-Jewish charities in the past year

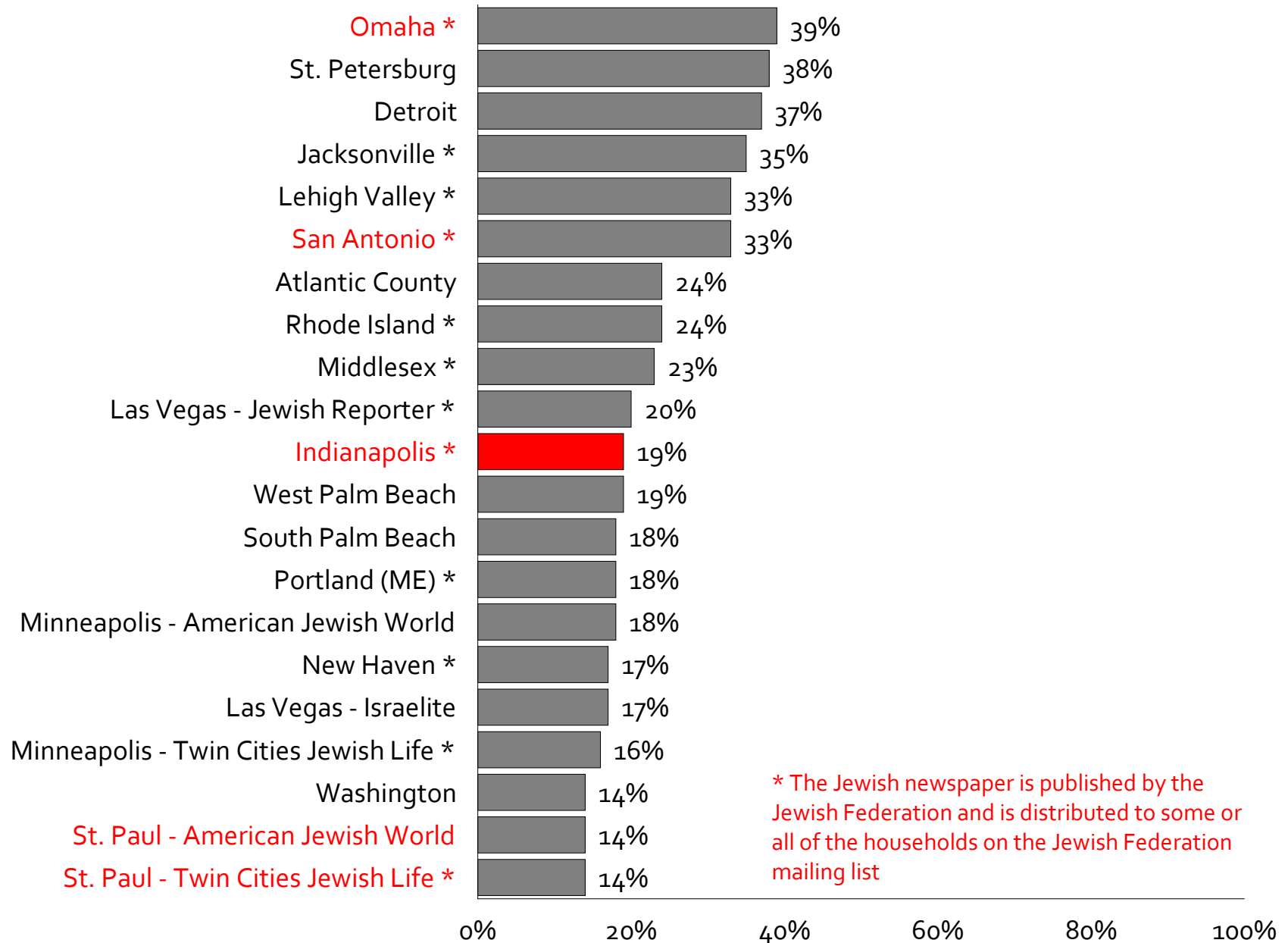
Perception of the *Jewish Federation News*

(Jewish Respondents Who Always/Usually/Sometimes Read the *Jewish Federation News*)



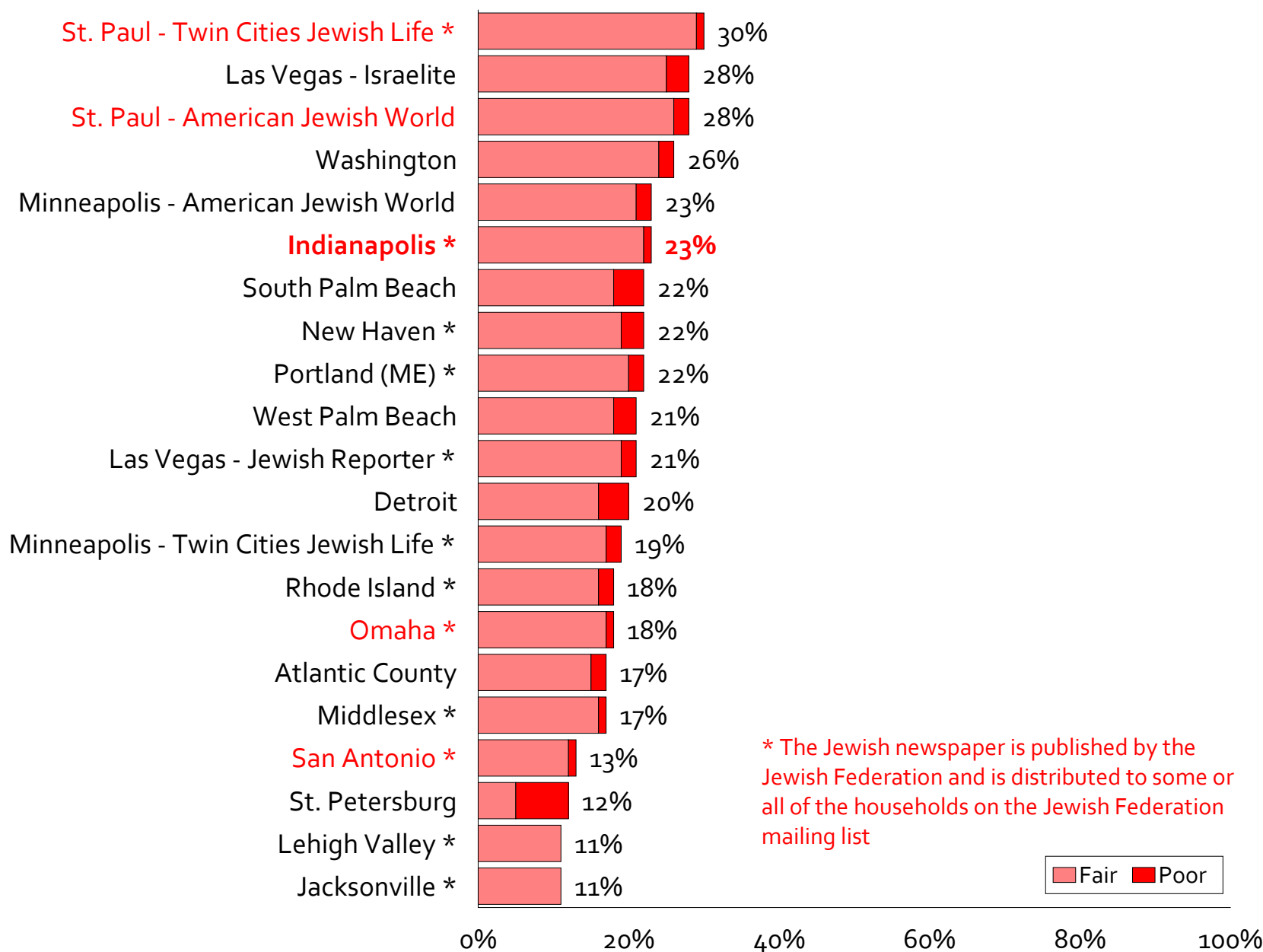
Excellent Perceptions of Local Jewish Newspaper

(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



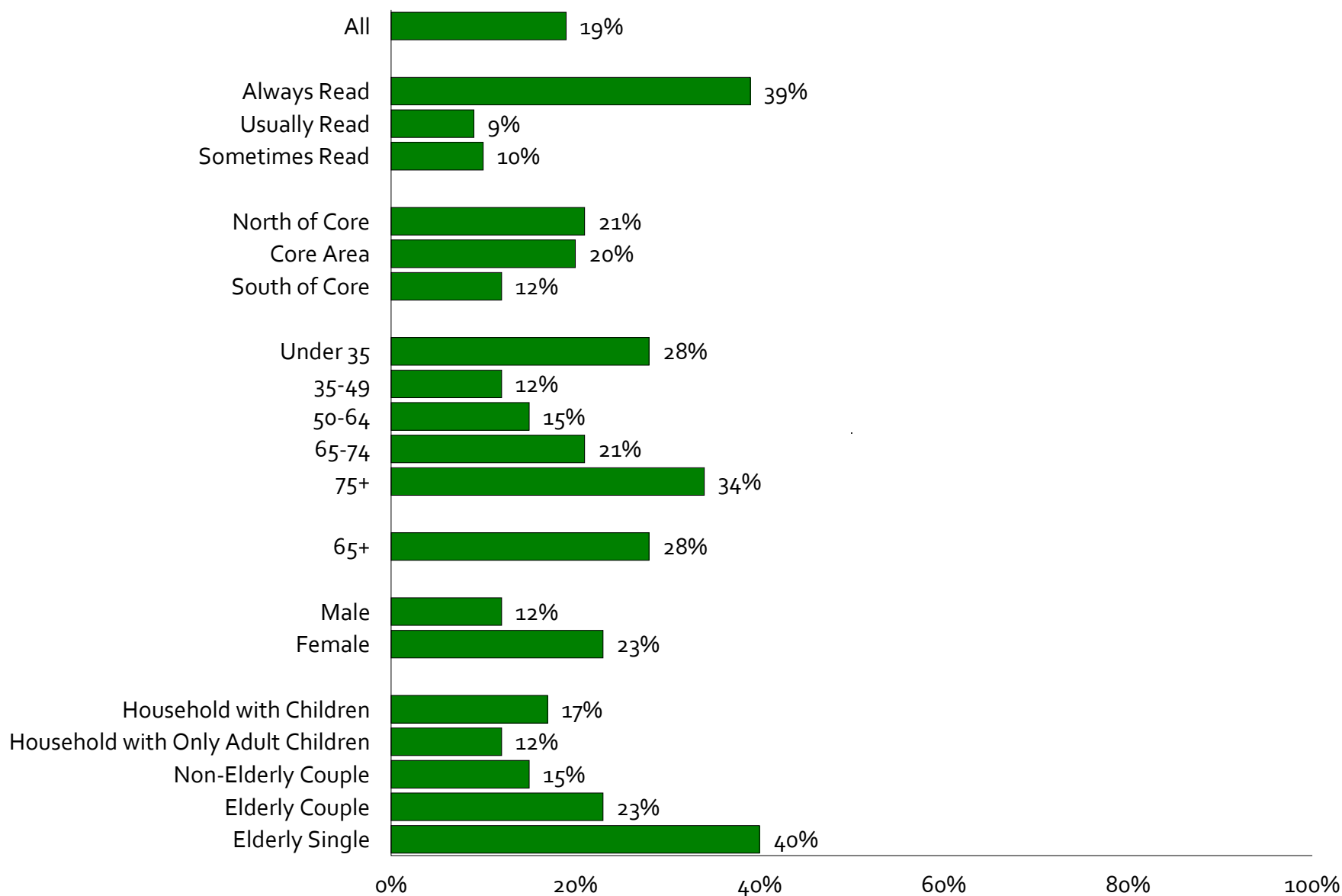
Fair/Poor Perceptions of Local Jewish Newspaper

(Jewish Respondents Who Always/Usually/Sometimes Read Local Jewish Newspaper)



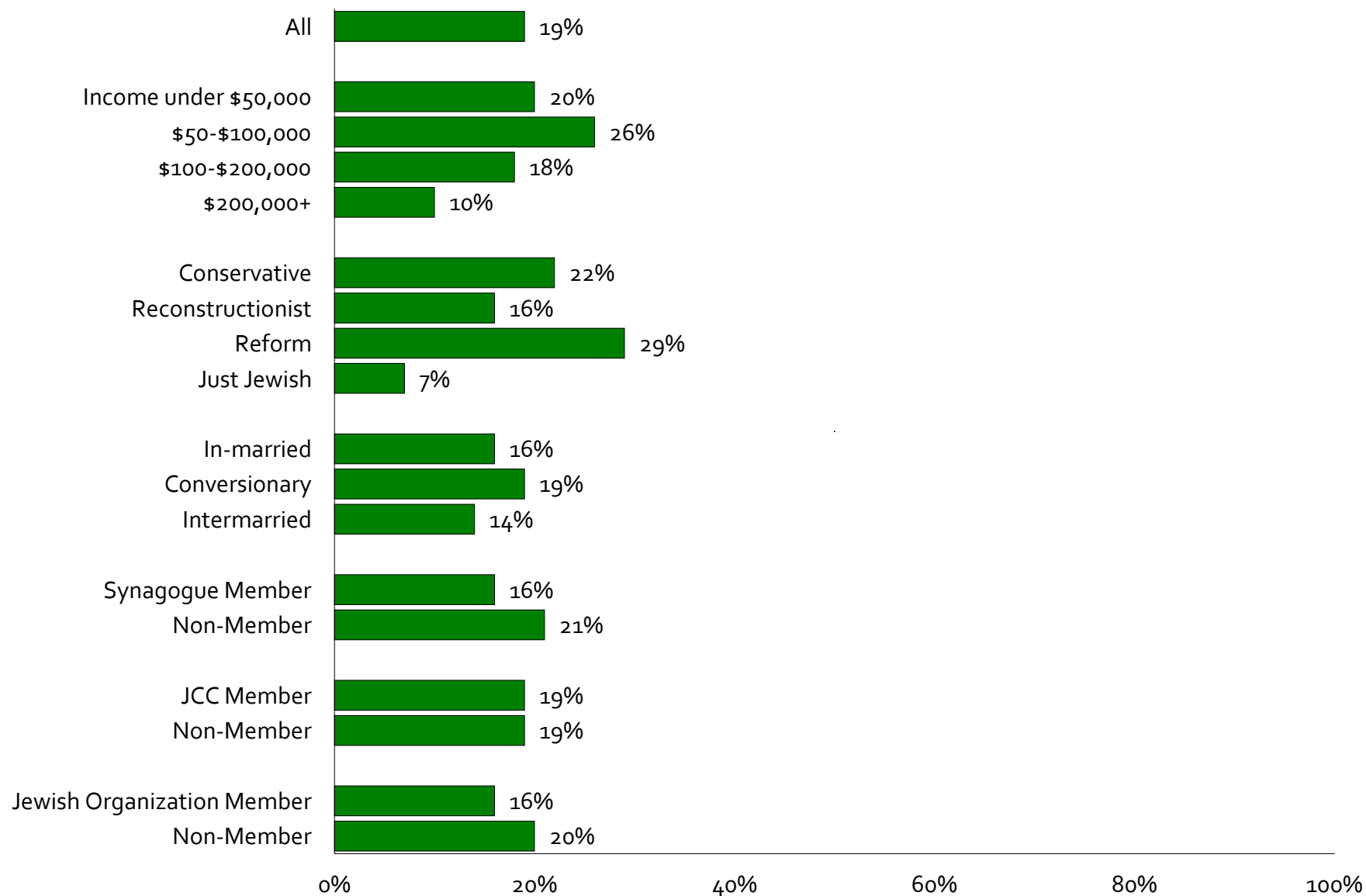
Excellent Perceptions of the *Jewish Federation News*

(Jewish Respondents Who Always/Usually/Sometimes Read the *Jewish Federation News*)



Excellent Perceptions of the *Jewish Federation News*

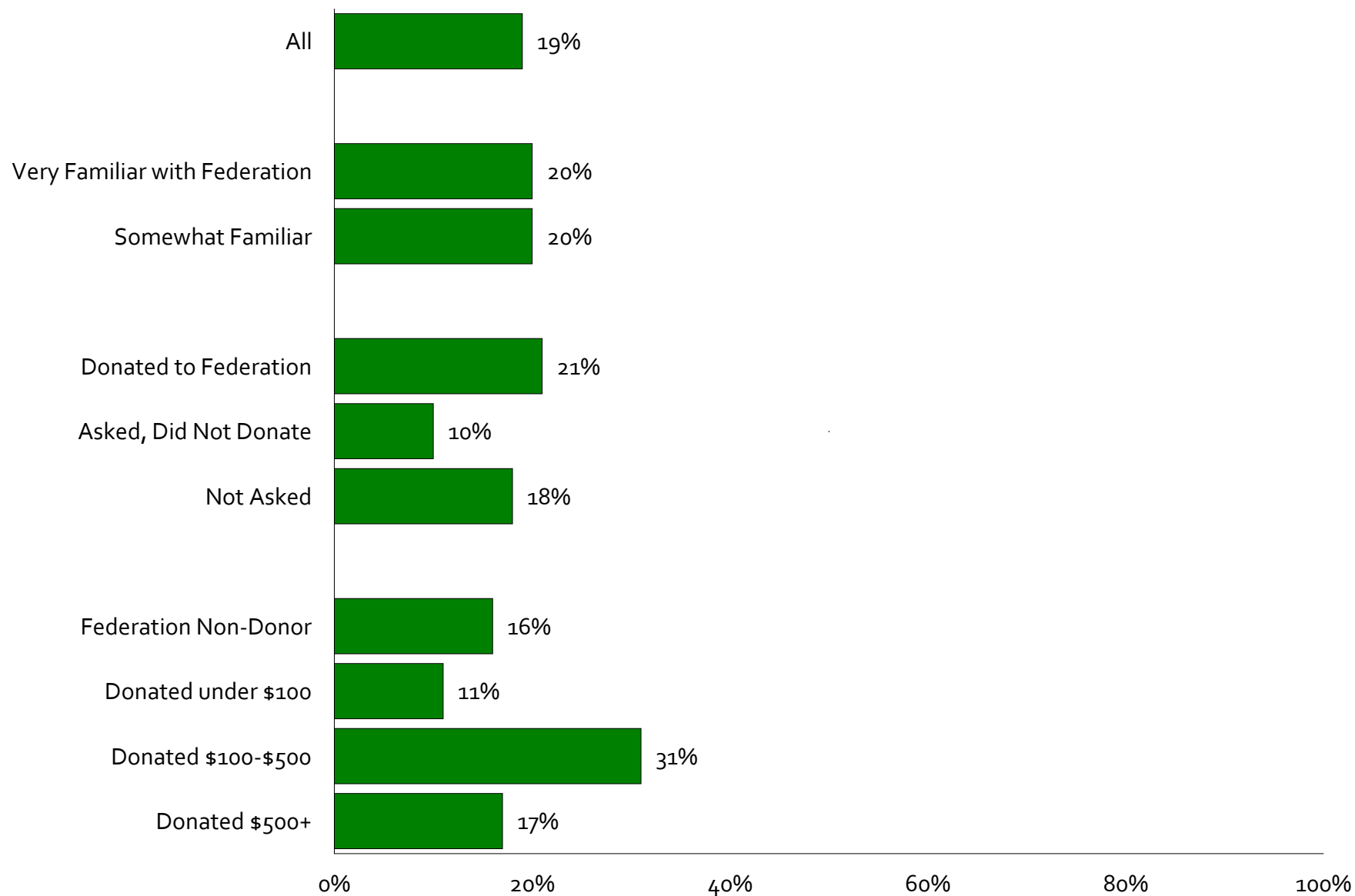
(Jewish Respondents Who Always/Usually/Sometimes Read the *Jewish Federation News*)



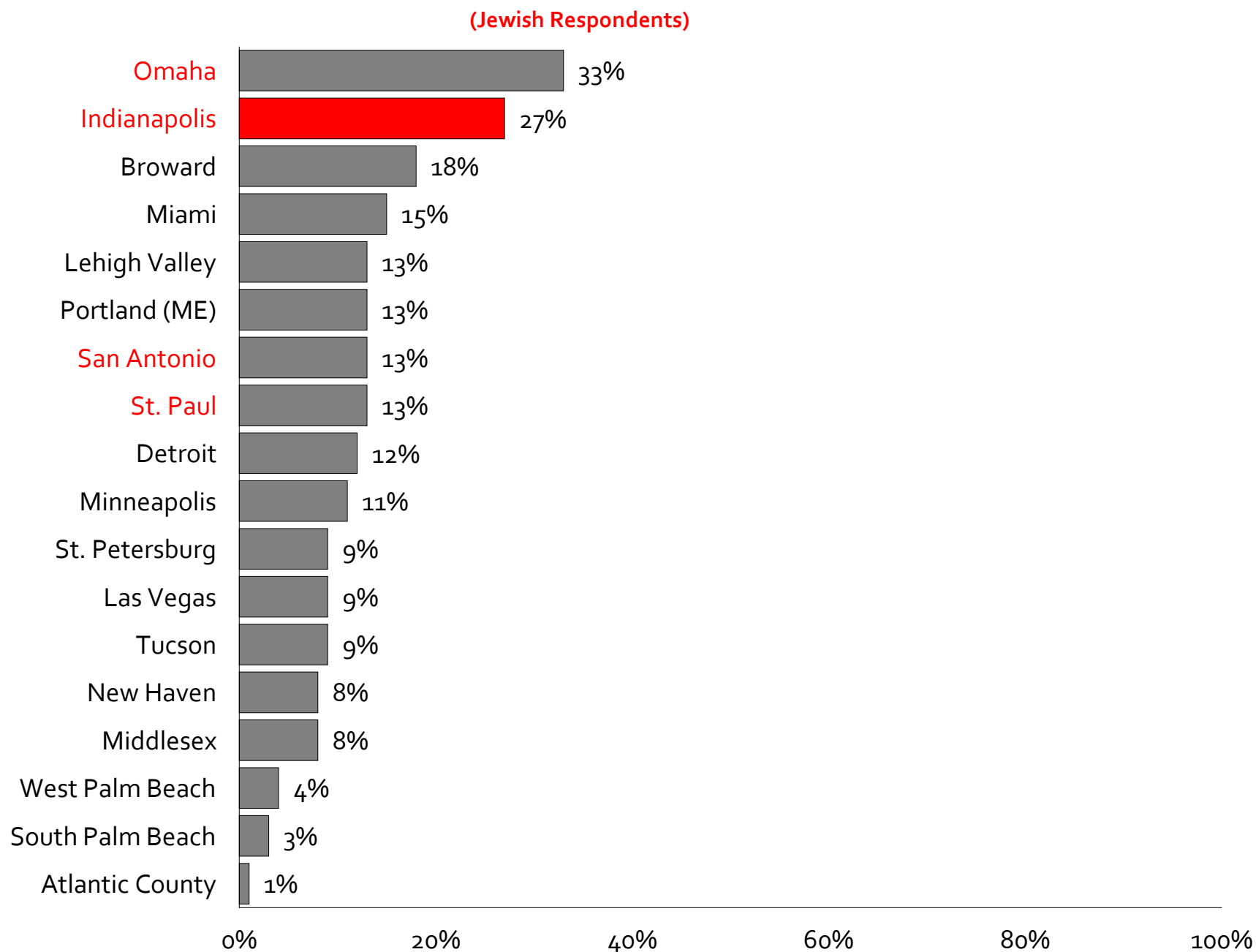
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Excellent Perceptions of the *Jewish Federation News*

(Jewish Respondents Who Always/Usually/Sometimes Read the *Jewish Federation News*)

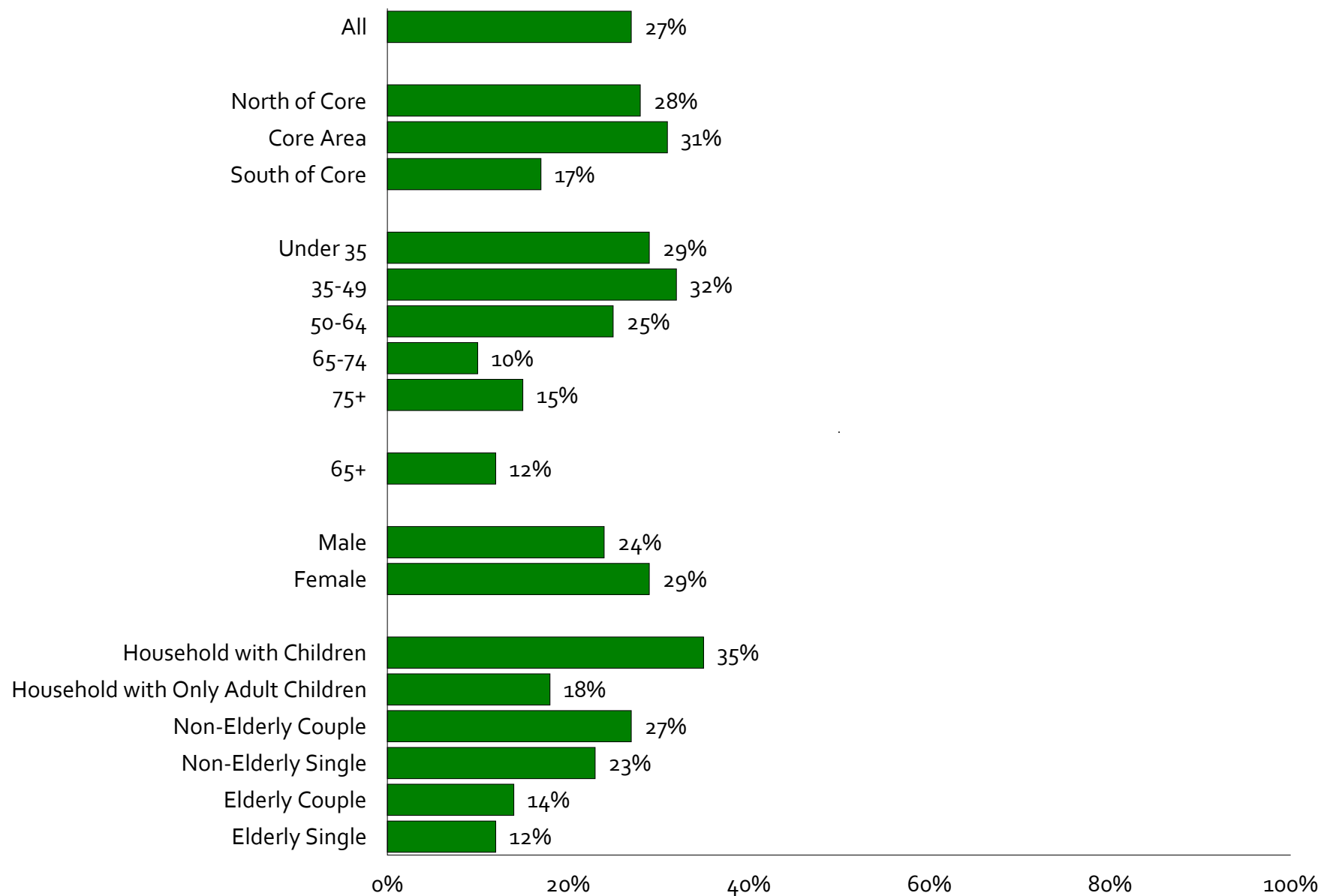


Visited the Local Jewish Federation Website in the Past Year



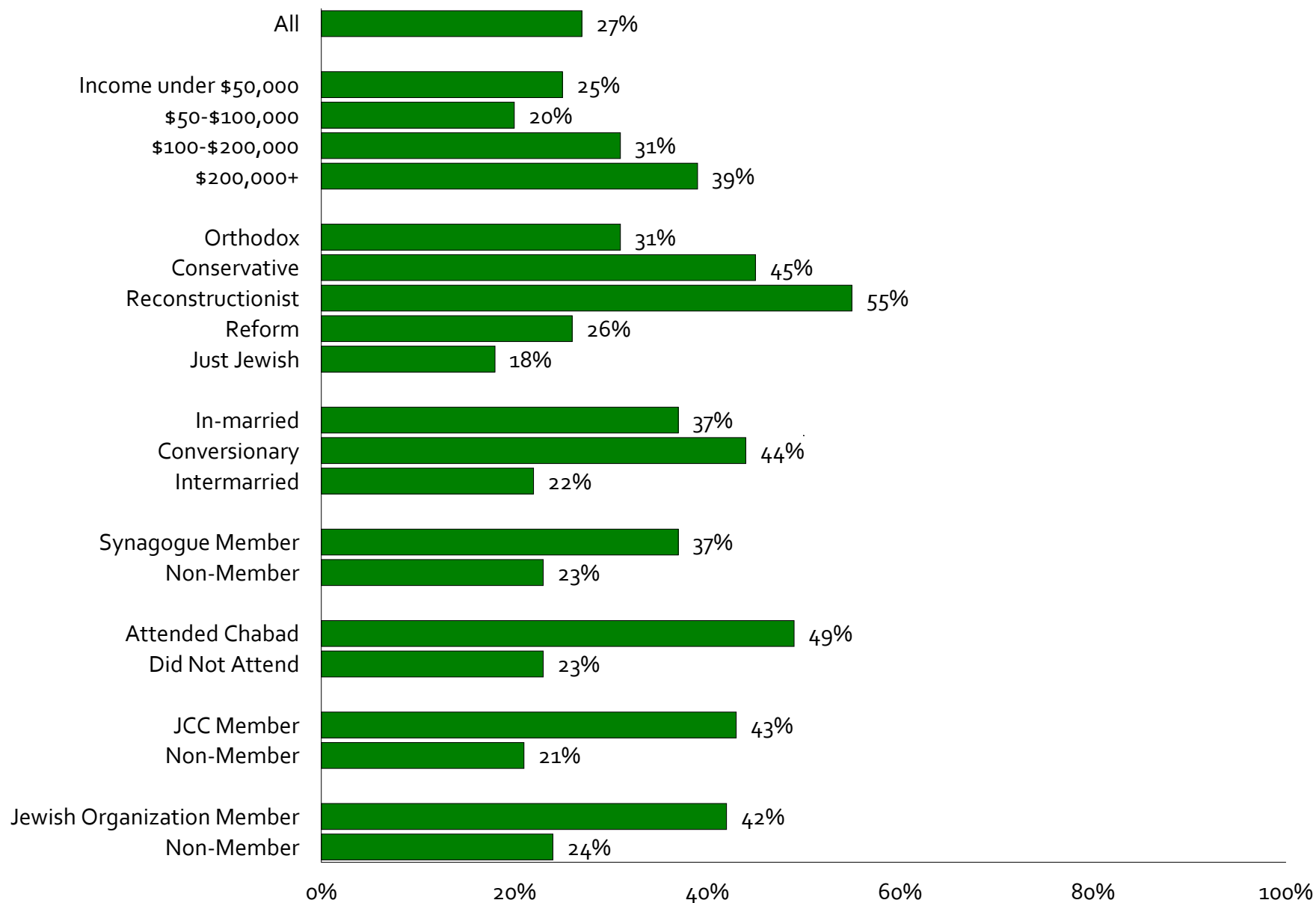
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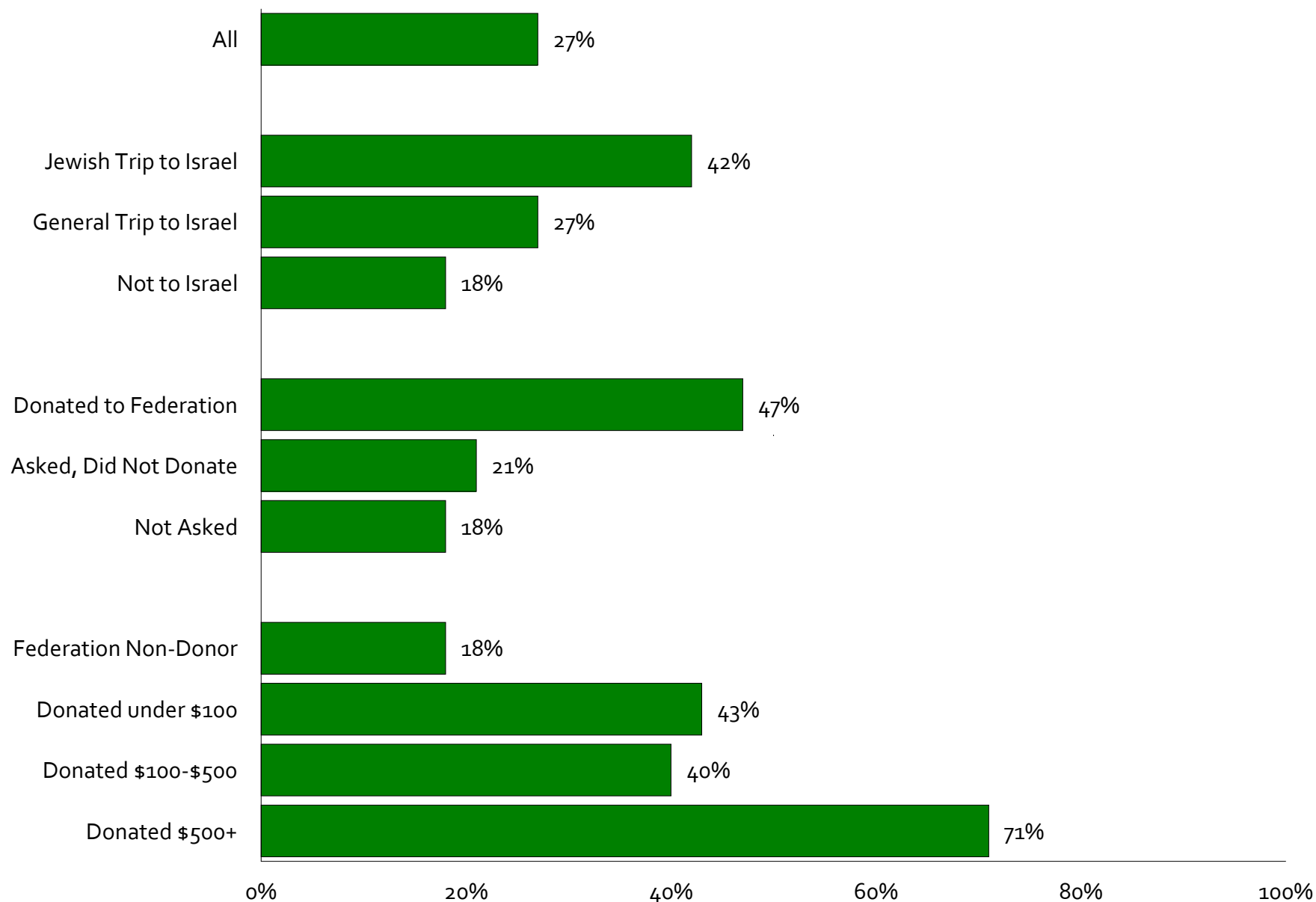
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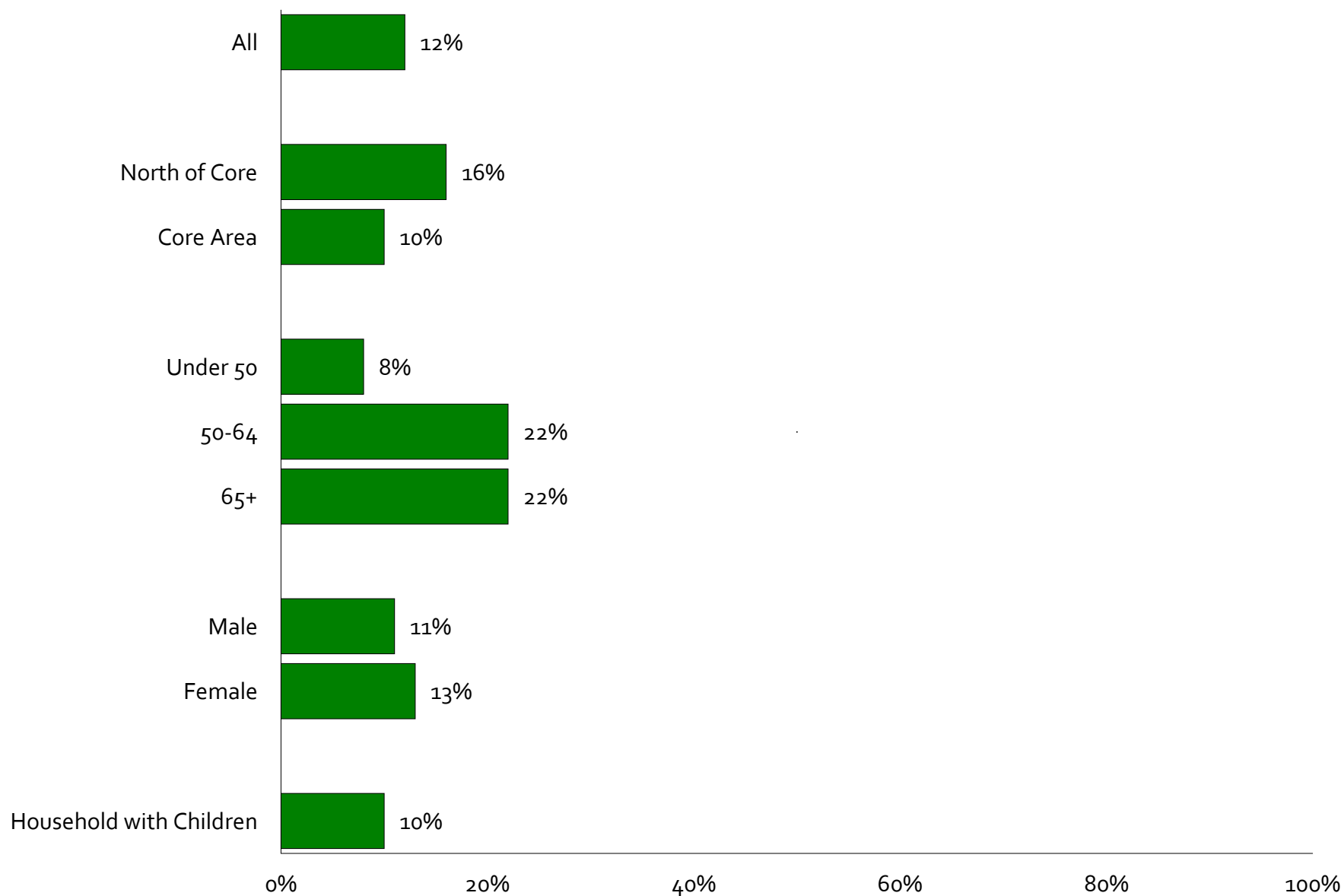
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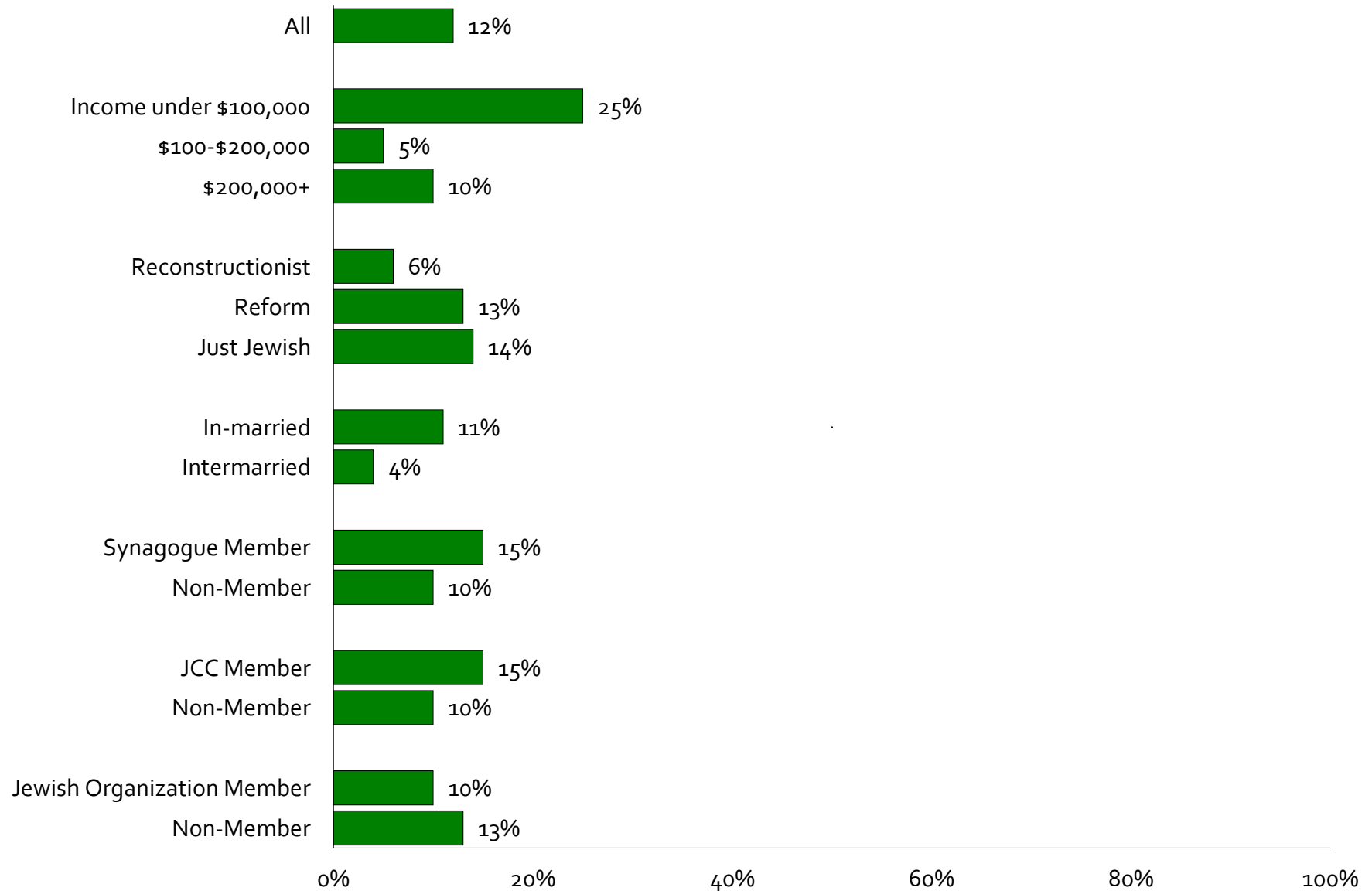
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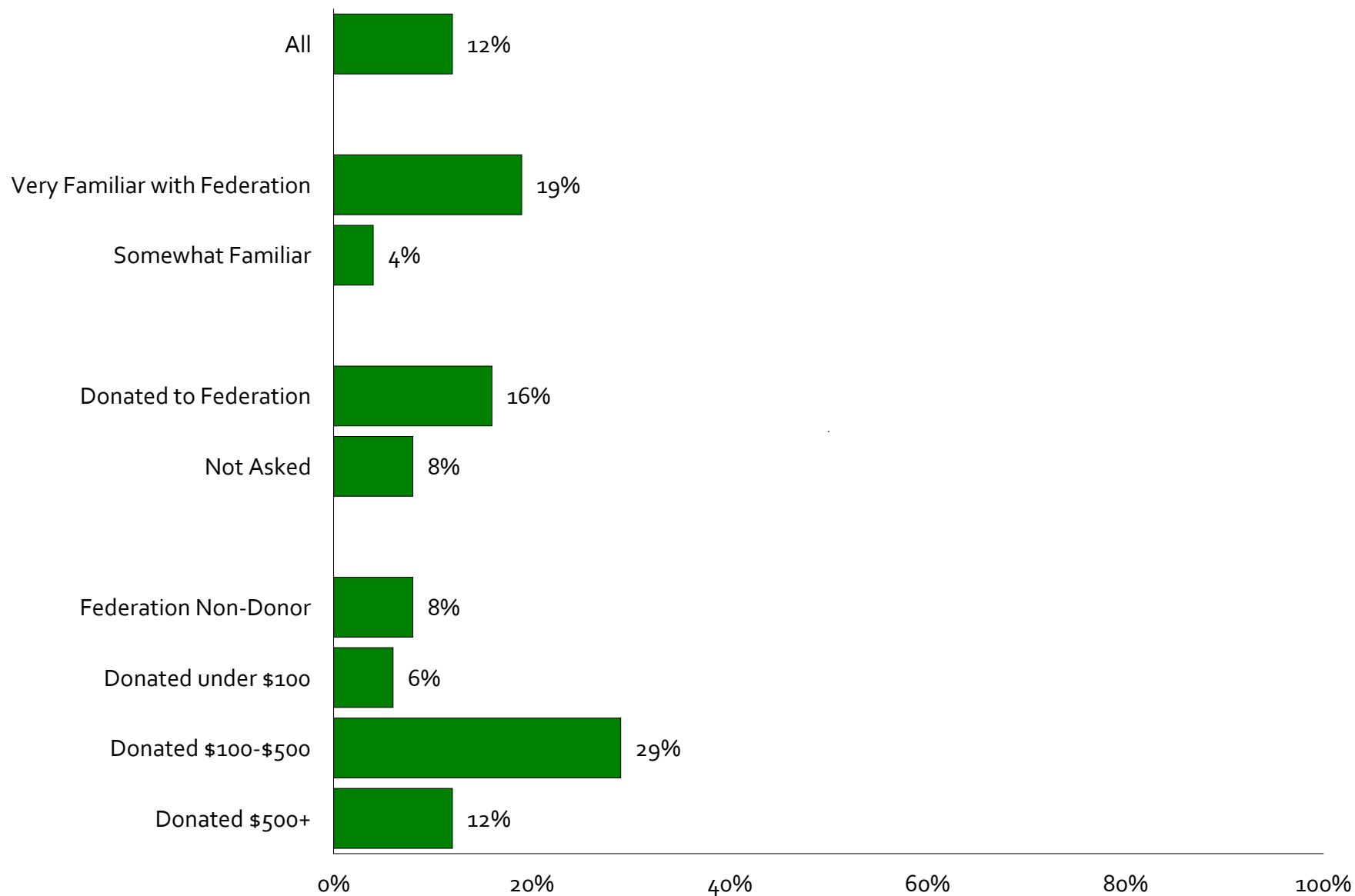
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