



## **ANONYMOUS READERSHIP ONLINE SURVEY ANALYSIS**

PREPARED BY JEWFOLK MEDIA<sup>1</sup>

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## Study Overview

This survey analysis of the anonymous responses from TC Jewfolk readers will have two primary focuses:

- *A quantitative measurement of engagement:* The graphs below help to identify the population that engaged in taking the survey. Though not statistically valid, we hope this will provide some data points regarding the TC Jewfolk readership population.
- *A qualitative snapshot of how people engage with TC Jewfolk:* The second part of the analysis will identify major themes in response to questions about why TC Jewfolk is important to respondents and what they think is qualitatively different about TC Jewfolk from other Twin Cities Jewish organizations.

This survey was promoted by TC Jewfolk on TC Jewfolk.com and Facebook. A total of 76 people took the online survey. Of those 76 individuals, 88.16% were from the Twin Cities (Minneapolis/St. Paul metro area), 5.26% were from Greater Minnesota (outside of the Twin Cities), and 6.58% were from somewhere else in the United States.

Out of a responding population of 74 people, 94.59% had read a TC Jewfolk article and 5.41% had not. Of the responding population of 74 people, 28.38% were between the ages of 20 and 39, 45.95% were between the ages of 40 and 59 and 25.68% were over the age of 60. Out of a responding population of 75, 94.67% of individuals identified as Jewish, 4% did not identify as Jewish, and 1.33% (or 1 person) identified as other (Humanistic Jew).

The (n = \_\_\_\_ ) next to a question indicates the number of respondents that answered each question. The percentages indicated may not add up to 100% since answers were multi-dimensional and as such themes were coded multiple times depending on where they fit in the analysis. Each percentage is also rounded up or down to the nearest whole number. Finally, each theme has a percentage next to it demonstrating how prevalent it was as a whole in the responses.

## Results & Discussion

This section will identify the quantitative demographics information based on age and includes a cross tabulation between the age of respondents and their response to how TC Jewfolk has affected their lives.

Overall, most people indicated that TC Jewfolk has affected their lives. Each response was coded as a yes or no, based on whether, according to the respondent's perception, TC Jewfolk had or had not affected their lives.<sup>2</sup>

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<sup>2</sup> The limitation of the question is the qualifier "How" because that presumes that there has been some impact on a respondent's life. Therefore any responses that were negative (i.e. TC Jewfolk negatively affected their lives) or neutral (i.e. TC Jewfolk has not affected their lives) were also coded as a no to help adjust for this.

**Table 1. How has TC Jewfolk affected your life?**

<b>Age Bracket</b>	<b>20-39 (n=19)</b>	<b>40-59 (n=30)</b>	<b>60+ (n=17)</b>
Yes	63.16%	66.67%	64.71%
No	36.84%	33.33%	35.29%

**Table 2. Have you ever read a TC Jewfolk article?**

<b>Age Bracket</b>	<b>20-39 (n=21)</b>	<b>40-59 (n=34)</b>	<b>60+ (n=18)</b>
Yes	100%	97.06%	83.33%
No	0%	2.94%	16.67%

**Table 3. Where do you live?**

<b>Age Bracket</b>	<b>20-39 (n=21)</b>	<b>40-59 (n=34)</b>	<b>60+ (n=19)</b>
Twin Cities	90.48%	94.12%	78.95%
Minnesota (Not TC)	4.76%	2.94%	5.26%
Somewhere else in the US	4.76%	2.94%	15.79%
Israel	0%	0%	0%
Not the U.S. or Israel	0%	0%	0%

**Table 4. Do you identify as Jewish?**

<b>Age Bracket</b>	<b>20-39 (n=21)</b>	<b>40-59 (n=33)</b>	<b>60+ (n=19)</b>
Yes	95.24%	96.97%	89.47%
No	4.76%	3.03%	5.26%
Other	0%	0%	5.26%

## Major Themes

This section will identify major themes based on each age bracket's response to the first two questions of the online survey. Each section will identify the percentage of responses in relation to the theme and will be ordered by which theme was most common in the respondent's answers. Each question is made up of three age brackets (20-39, 40-59, 60+), popular themes within each bracket and key quotes.

### Why is TC Jewfolk important to you?

#### **20-39 Age Group (n=19)**

##### Major Themes

- Connection (42%)
- Local Information Hub (42%)
- News (11%)
- Jewish Oriented (5%)
- Enjoyment (5%)

##### Key Quotes

*“It keeps me connected to it. I'm not very active in the Jewish community currently and a little shy to try to get back into it, but I'm able to know what's going on due to TC Jewfolk.”*

*“Makes me feel a part of a Jewish community even when my very busy life inhibits me from attending religious services or events in person.”*

*“TC Jewfolk provides relevant content about things happening in our Jewish community. It is a good, efficient way to find out what is going on in the Twin Cities, and they do an admirable job of representing a lot of different viewpoints and opportunities (e.g. don't only present opportunities for one denomination of Judaism for another; the feeling is inclusive). I also find many of the articles and editorials entertaining - e.g. restaurant reviews, comments on dating, etc.:)”*

*“It keeps me informed of events happening in the community, frequently events that I didn't previously know about. Allows me to hear about people in the community in my age group and hear opinions from people in my age group.”*

*“It is the place I go to learn all about "hip"ster Jewish stuff in the Twin Cities. It helps me to connect to my Jewish culture in a way that is modern. It also is an important source for news and unbiased opinions”*

## **40-59 Age Group (n=33)**

### Major Themes

- Local Information Hub (58%)
- Connection (9%)
- Jewish Oriented (9%)
- News (9%)
- Empowering (6%)
- Collaborative Media (3%)
- Interesting (3%)
- Alternative (3%)

### Key Quotes

*“One-stop shop for what is going on.”*

*“As a parent of 2 college aged young adults, TC Jewfolk plays an important role in connecting young Jewish adults to our local Jewish community. This age is often overlooked and underserved in terms of making positive Jewish connections.”*

*“TC Jewfolk is the ONLY communications vehicle that is binding together young Jews in the Twin Cities - I find out about upcoming Jewish events and, most importantly, feel CONNECTED to other Minneapolis/St. Paul Jews via TC Jewfolk's writings. It is as vital a part of our Jewish experience as our mornings at synagogue.”*

*“As a writer, TC Jewfolk gives me the opportunity to share my thoughts on living Jewishly. As a reader, it gives me a window on how people are living Jewishly in the Twin Cities today and the richness of Jewish life here.”*

*“TC Jewfolk keeps me informed of activities happening around the TC and gives me content about interesting topics through a Jewish lens. It also keeps me informed of local and world news items that I might not see elsewhere.”*

*“It gives voice to what is often an unheard, yet outwardly facing community.”*

*“Gives me comfort that there's a place for the next generation in the community to speak to one another and to the broader community. It's a source of info although I don't use it enough. I am proud to support you and wear the shirt!”*

## **60+ Age Group (n=15)**

### Major Themes

- Local Information Hub (73%)
- Jewish Oriented (13%)
- Connection (7%)
- Enjoyment (7%)

### Key Quotes

*“Keeps me informed about Jewish events happening locally. Community-wise, I think it's a non-affiliated, non-denominational clearing house for all things Jewish.”*

*“TC Jewfolk covers many topics that are central to life in general, but from a Jewish perspective. This perspective solidifies our Jewish identity and our connections with one another.”*

*“I don't live in TC but love reading the meaningful well-written articles.”*

## **What does TC Jewfolk provide that other organizations do not?**

### **20-39 Age Group (n=18)**

#### Major Themes

- Hub (39%)
- Innovative Platform (33%)
- Dynamic (17%)
- Jewish Life (6%)
- Independent (6%)

#### Key Quotes

*“TC Jewfolk gives me a way to stay connected when I am far away. I love the articles you post and read just about everything. I think it is a great outlet.”*

*“Centralized source of information delivered via social networks and other easily accessible places, without being inundated by scores of notifications from multiple organizations.”*

*“TC Jew Folk is unique for the Jews of the TC. I like the new column of who the folk? Clever and helps us meet the Jews of the city.”*

*“There is nothing like TC Jewfolk in the Twin Cities.”*

*“Their online presence is unique. They were one of the first to create a "blog" type of online presence and they do a great job with social media updates. The communication style appeals to the generation of Jews that they target and the information is very timely. See also above re inclusiveness.”*

*“Provides unique and fresh opinions/articles, and bridges the active and not-so-active young Jewish community in the Twin Cities in a way many other organizations do not.”*

*“The incredible variety of blog articles reaches out to Jews of various religiosity levels and interests. TC Jewfolk is not just appealing to one kind of Jew, as synagogues often are, but casts a wide net to pull in people with spiritual, cultural, political and/or religious Jewish identity.”*

*“TC Jewfolk is nice because it shines the light on all aspects of being Jewish. It's not just about the synagogues and the "religious" aspects--it's about the religious, the social, the day-to-day stuff. They seem to appreciate contributions from anyone with something constructive to say about Jewish life.”*

*“TC Jewfolk is independent and the Jewish voice can be heard from many angles. It's nice to read articles that are not organizationally mission based. It's just clean, edited, thought and culture!”*

## **40-59 Age Group (n=28)**

### Major Themes

- Innovative Platform (25%)
- Dynamic (21%)
- Hub (18%)
- Articles (14%)
- Hipper (7%)
- Jewish Life (7%)
- Connection (4%)
- Independent (4%)

### Key Quotes

*“There is nothing like TC Jewfolk in the Twin Cities”*

*“Being online is unique - I can access TC Jewfolk from my iPad, iPhone and home or work Mac; it's essentially an always-available connection to local Jewish thought, events and commentary. No other Jewish communications vehicle in Minnesota even comes close to TC Jewfolk's ubiquity online - and its use of the digital medium to cement Jewish community.”*

*“I think it is very innovative and unique. As standard newspapers seem to have diminished readership the TCJewfolk's online presence is the right idea at the right time.”*

*“TC Jewfolk provides a link between the present and the past for young people and a supportive atmosphere that offers support and pride to Jews of all ages.”*

*“It's a unique central point for info about all sectors of the Jewish community.”*

*“I like light-hearted approach. Commitment to the Jewish community with the knowledge that we don't even know/what the community is and it is changing faster than we can figure.”*

*“I like that TC Jewfolk is independent and does not have an agenda other than to help people connect to what's available and important to them!”*

## **60+ Age Group (n=14)**

### Major Themes

- Innovative Platform (43%)
- Articles (14%)
- Connection (14%)
- Dynamic (14%)
- Independent (7%)
- Jewish Life (7%)

### Key Quotes

*"Yes, it is unique and innovative. I'm glad to read so many different voices and opinions, although I don't agree with all of them!"*

*"Yes ~ Unique and certainly innovative. While the target audience is young adults, the articles are well written and of interest to people of all ages. TC Jewfolk helps me connected to the wider Jewish community."*

*"I haven't read or heard of another online Jewish blog from a specific city that is as relevant as TC Jewfolk."*

*"Aimed at a 20-40 year old demographic which is unique. Interesting articles by local writers of all types, spotlight on young Jews doing interesting things (What the Folk) -- all unique."*

*"Connects younger people and people who have less traditional backgrounds and views to the community in a way that other media does not."*

*"It speaks to Jews of all walks of life."*

## **Areas of Growth**

This section will briefly address the criticisms received in the recent TC Jewfolk readership survey. Of the 76 responses, 6.5% (5) were negative. It is important to include these perspectives so that TC Jewfolk can take a balanced approach following the survey. The areas suggested by readers that TC Jewfolk is weak in are that it is too focused on Jewish institutions, not doing enough outreach to secular Jews, and not focused on East-metro Jews or the older population.

### Key Quotes

*“Information about events in and for the Jewish community. A single fairly comprehensive source. I would challenge you, however, to work on reaching the growing numbers of secular Jews who belong to no organizations, or at most a JCC.”*

*“Not a lot as it rarely seems to care about east metro Jews or anyone over 35 who isn’t independently wealthy or a big macher.”*