

Reader Profile

A 2008 study by the Circulation Verification Council shows that Arizona Jewish Post readers represent a dynamic consumer group:

INCOME:	49% earn \$50,000-\$100,000 annually 38% earn more than \$100,000 annually
AGE:	63% are 35-64 years of age 34% are 65 years of age and over
STABILITY:	74% have lived in Tucson for 10 or more years*
GROWTH:	An average of 500 Jewish households move to Tucson annually*

The CVC report also indicates that 78% of readers purchase products or services from ads in the Arizona Jewish Post, and that 60% keep the newspaper for five days or more.

**Based on a 2002 population study of Southern Arizona's Jewish community conducted by Dr. Ira M. Sheskin, director of the National Jewish Demography Project of the University of Miami.*