

Annual Survey Highlights Influence of MyJewishLearning.com

“Powerful Impact” on Jewish Community Includes Greater Desire to Learn About Judaism and Visit Israel

Rockville, MD – December 14, 2005 – MyJewishLearning.com (MJL), the leading Jewish educational website, announced key findings from its 2005 audience survey at its annual directors meeting today.

According to the survey, the third prepared by See 3 INC. since 2003, 70% of respondents say MJL had a “powerful impact” on their desire to engage in further Jewish learning, with 45% reporting a desire to observe Shabbat and holidays, and 39% saying they desire to visit Israel.

Commenting on the survey, MyJewishLearning CEO Paul Roitman Bardack said, “The results confirm that as the Web becomes an increasingly important part of the world Jewish community, Jews and non-Jews alike are relying on MJL for information and inspiration. In the words of our users, we are having a ‘powerful impact’ on their lives.”

Among other survey highlights:

- Nearly 80% of respondents are Jewish; 21% are not Jewish.
- 29% of Jewish respondents are Reform; 29% are Conservative; 6% are Orthodox.
- 50% of respondents visit the site daily or weekly.
- 60% of the website’s audience is female.
- 11% are under the age of 24.
- 8% log on from countries outside the United States.

Based in Rockville, Maryland, MyJewishLearning.com is the world’s largest English language, pluralistic Jewish educational website and is geared toward learners of all religious and educational backgrounds. MyJewishLearning is funded by The Samuel Bronfman Foundation, The Jewish Life Network/ Steinhardt Foundation, The Charles and Lynn Schusterman Family Foundation, and The Abramson Family Foundation.

The survey, conducted online in September and October 2005, was prepared by Michael Hoffman of See3, Inc.

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