

# SUBSCRIBER PROFILE

## CHRISTIAN RETAILING

### Reader Demographics

#### TOTAL ADULTS

Total Adults: 100%	
Men .....	43%
Women .....	57%

#### AGE

Average Age: 46.5 Years	
25-34 .....	16%
35-44 .....	23%
45-54 .....	30%
55-64 .....	16%
65+ .....	9%

#### EDUCATION

Attended College .....	34%
Grad College .....	44%

### Store Demographics

#### ANNUAL SALES VOLUME (INDEPENDENT)

\$25,000 - \$499,999 .....	63%
\$500,000 - 999,999 .....	10%
\$1,000,000 and Up .....	12%

#### ANNUAL SALES VOLUME (CHAIN)

\$1,000,000 - 25,000,000 .....	25%
\$500,000 - 999,999 .....	25%
\$100,000 - 499,999 .....	28%

#### POSITION

Owner of operation .....	46%
Store manager .....	31%
Other .....	14%
Buyer .....	7%

#### HOUSEHOLD INCOME

Average Household Income: \$54,400

#### MARITAL STATUS

Single .....	23%
Married .....	77%

#### SIZE OF OPERATION IN SQUARE FEET

Less than 1,000 sq. ft. ....	30%
1,000 - 4,999 sq. ft. ....	51%
4,999+ sq. ft. ....	14%

#### TYPE OF STORE

Independent .....	59%
Church-run operations .....	15%
Part of a small chain (2 - 5 stores) .....	13%
Part of a large chain (more than 10 stores) .....	9%
Campus .....	2%
Other .....	7%

#### EMPLOYEES

Readers stores have an average of 3.8 full-time employees. Among respondents who indicate that they are part of a chain, there is an average of 267.3 full-time employees chain-wide.



demographics **STORE**

**READER** demographics