

# Summary Profile: The Typical CHRISTIANITY TODAY Subscriber

*The following is a generalized profile based on the majority response from subscribers. The findings in the body of this report illustrate the full diversity of CHRISTIANITY TODAY subscribers.*

The typical CHRISTIANITY TODAY subscriber is a 54 year-old married man with a post graduate degree. He works full-time in a professional occupation. His total household income is over \$63,000 (average in 1999).

His general theological or doctrinal preference is evangelical. He holds a position of responsibility and is an active leader in his church, which has over 260 people at Sunday morning worship service (median attendance). He rarely misses a Sunday morning worship service. Besides supporting the local church, he and his family also give to non-church, Christian organizations and missions. Annual giving to these forms of outreach is over \$1,700.

Among the variety of Bibles he owns, he usually reads the New International Version. He is not hesitant in recommending specific Bible translations to others. He reads his Bible every day in a typical week and regularly uses Bible study or devotional materials. The average amount he spent on Bibles this past year was \$37. He currently participates in a Bible study or small group, which he has led at some time or another.

He counsels an average of 1.3 seminary/graduate school prospects as to which school to attend. He or someone he knows is interested in becoming involved in a short or long-term missions trip, and thus would like to see more information about short-term missions in CHRISTIANITY TODAY.

Each week he spends more than seven hours reading books. Two-thirds of this time is spent reading Christian books either for study, sermon preparation, or personal enjoyment. Each year he spends an average of \$157 on over 12 Christian books and \$89 on 7 secular books. He is most likely to buy Christian books, devotionals, and videos at Christian bookstores, which he visits an average of 7 times per year. He often recommends Christian books to others.

The typical CT subscriber personally owns a computer. His church owns one or more computers, which is well equipped with CD-ROM and modem. Other church products owned include Bibles, church chairs, copiers/digital duplicators, digital pianos/keyboards, films/videos, speakers video/data projectors, and wireless microphones. His church conducts Vacation Bible School and uses other Sunday school curriculum.

He has been subscribing to CHRISTIANITY TODAY for almost five years and plans on renewing his subscription to the magazine. Hardly any issue ever goes by entirely unread. Altogether, he spends an average of over two hours reading each issue. One other person, most likely his spouse, also picks up and reads each of the issues he receives.