








# 4

## *BOOKS & VIDEOS*

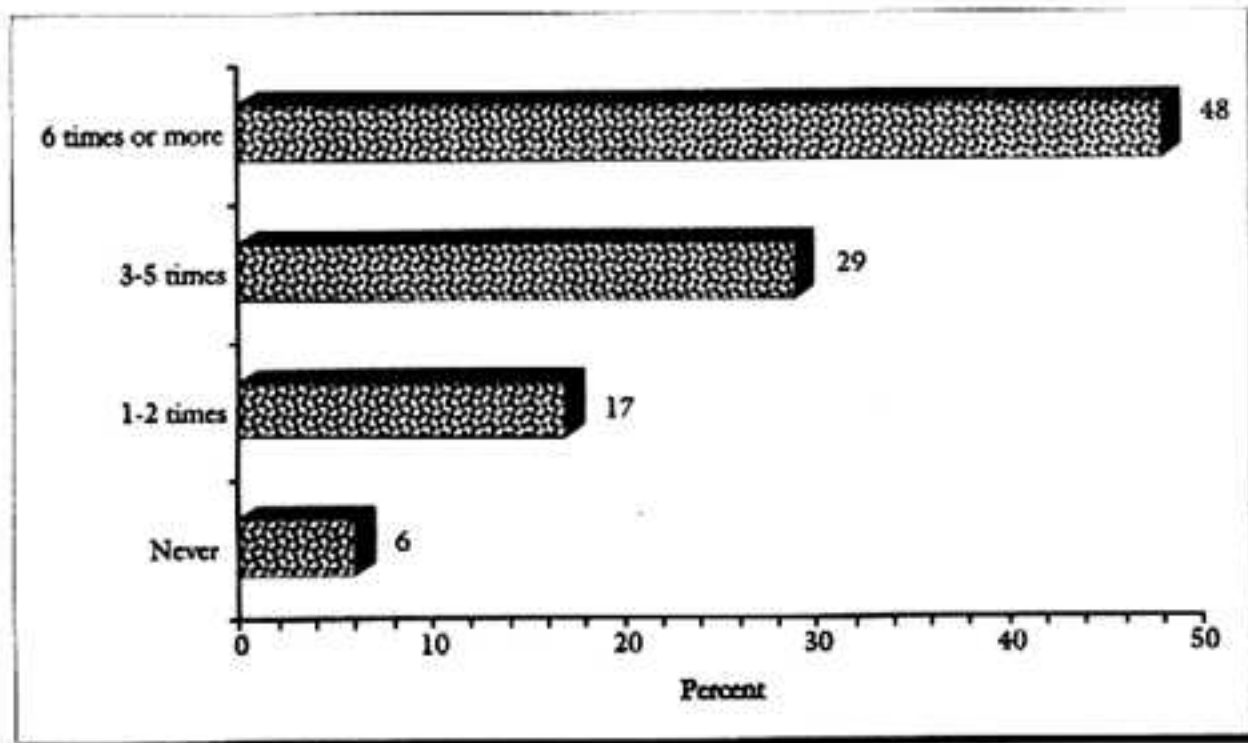
-  *Time spent each week reading books: 7.1 hours*
-  *Time spent reading Christian books: 4.7 hours*
-  *Number of books purchased a year: 20.2*
-  *Number of Christian books purchased: 12.7*
-  *Amount spent on books per year: \$247.22*
-  *Average number of Christian videos purchased in the past year: 3*
-  *Average number of visits to a Christian bookstore per year: 7.2 times*

## Christian Bookstores

### Christian Bookstore Visits

94% of CHRISTIANITY TODAY subscribers have visited a Christian bookstore within the past 12 months. CT subscribers have visited a Christian bookstore an average of 7.2 times in the past year.

### Christian Bookstore Visits by CHRISTIANITY TODAY Subscribers



# Book Reading and Purchasing Habits

### Book Reading Habits

CHRISTIANITY TODAY subscribers spend an average of more than 7.0 hours each week reading books. Two-thirds of this time is spent reading Christian books.

- 2.5 hours spent reading Christian books for study or sermon preparation.
- 2.2 hours spent reading Christian books for personal enjoyment.
- 1.8 hours spent reading secular books for personal enjoyment.
- 0.6 hours spent reading books to "my" or other children.

### Book Purchasing Habits

CHRISTIANITY TODAY subscribers bought and spent almost twice as much on Christian books than on secular books in the past 12 months.

	<u>Christian Books</u>	<u>Secular Books</u>
Total subscribers who have purchased books	93%	79%
Average number of books per subscriber	12.7 books	7.5 books
Average amount spent per subscriber	\$157.56	\$89.66

## CHRISTIANITY TODAY Book Buying

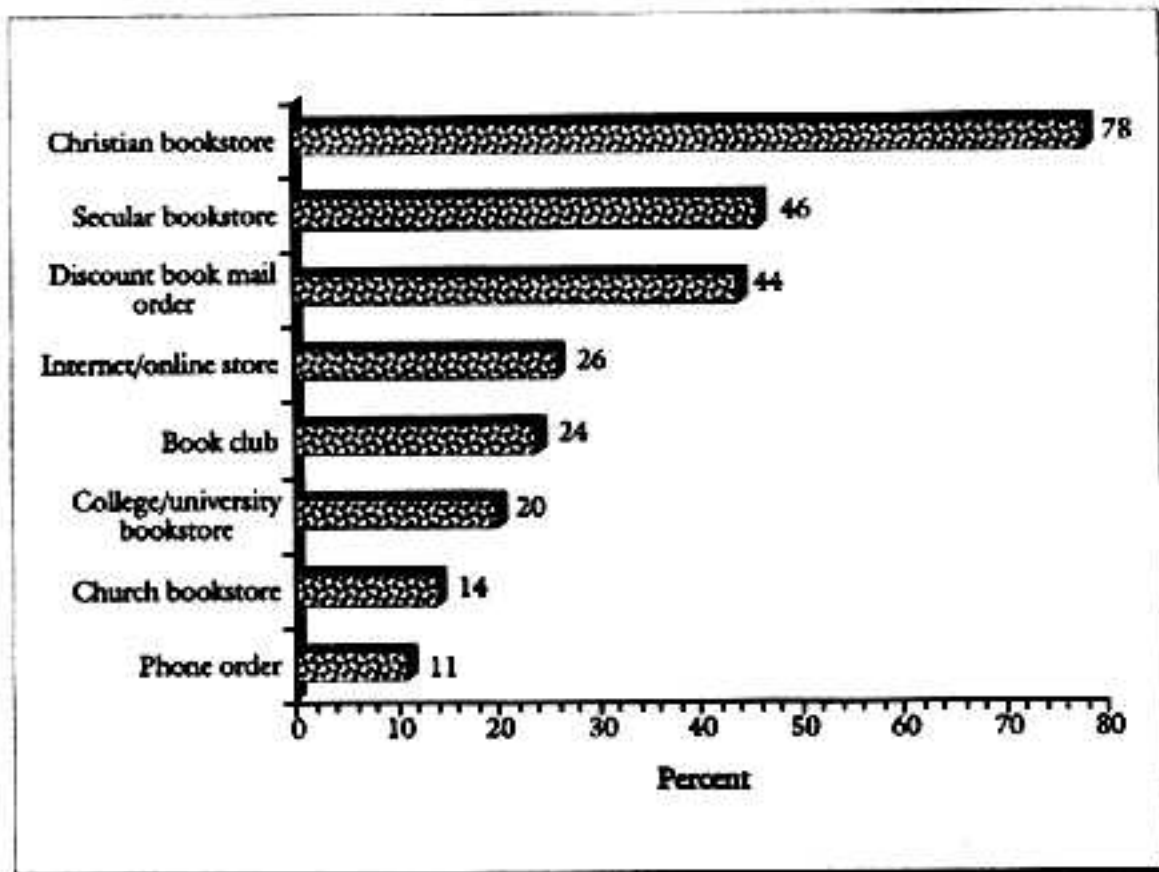
Over 9 in 10 (95%) CHRISTIANITY TODAY subscribers bought a book in the past year.

More than 9 out of 10 (93%) subscribers buy Christian books each year.

47% of subscribers bought a children's book in the past year.

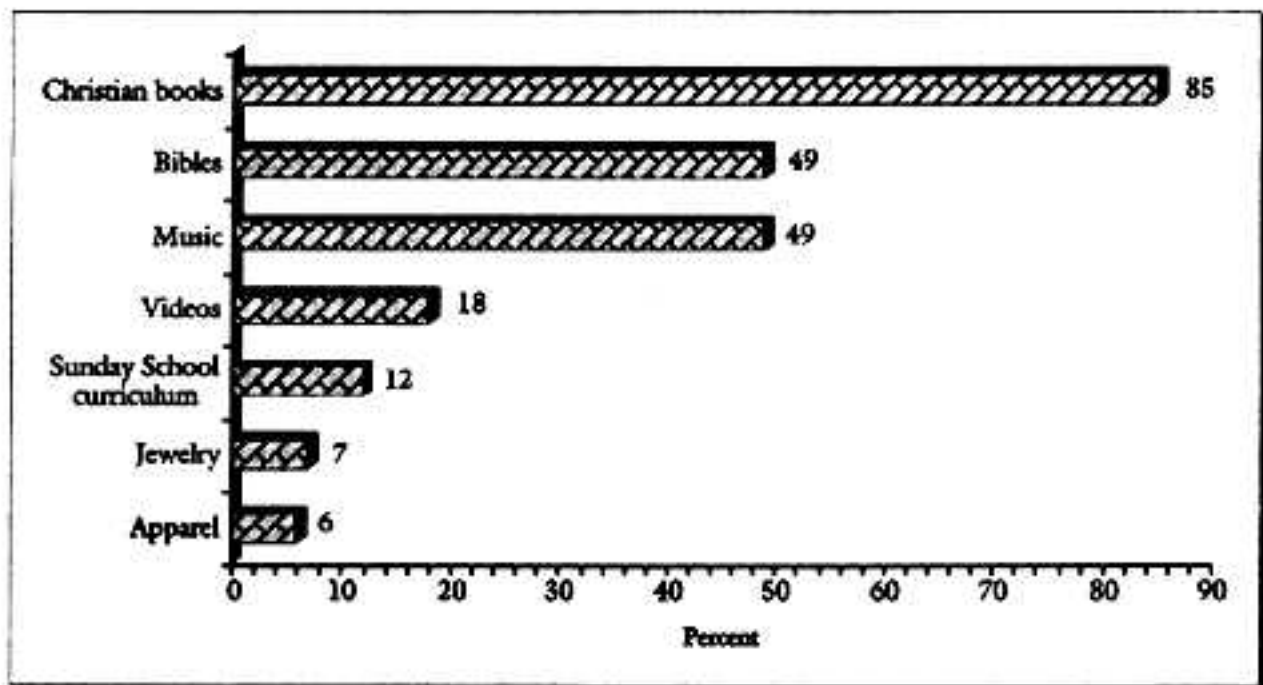
Subscribers often recommend Christian books to others (38% frequently, 48% sometimes).

Sources of Book Purchases



## Product Purchasing Habits

Types of Products Purchased by CT Subscribers at a Christian Bookstore



## Video Purchasing Habits

Over half of CT subscribers (52%) bought a video in the past year.

CT subscribers purchased an average of 3 videos in the past 12 months.

Sources in Which Subscribers Purchased Videos in Past 12 Months

