

WHO READS PTM WEEKLY UPDATE?...



In the January-February issue we reported on our *Plain Truth* magazine reader survey results. In this issue we compare the reader survey of our email newsletter, the *PTM Weekly Update*. If you would like to receive the *PTM Weekly Update* in your email box every week, just go to our website at www.ptm.org, select *PTM Weekly Update* in the left column and click on the box provided.

Age: 66% of *PTM Weekly Update* readers are over 50. As you might expect, our electronic readers are generally younger than our *Plain Truth* readers, 85% of whom are over 50.

Gender: Our readers are equally divided between men and women. A few people left this question unanswered. We wonder about them!

Marital status: Most of our electronic readers are married (68%), 11% are single, 15% divorced and 6% widowed.

Occupation: As you might expect from our age statistic, retirees top our list at 24%, followed by homemakers (14%), sales, clerical or skilled labor (12%), professionals (11%), disabled or unemployed (6%), managers (5%), business owners (4%), teachers (4%), clergy (4%), government workers (2%). The rest were less than 2%, or no response.

Education: *PTM Weekly Update* readers are significantly better educated than the average American—and even better educated than *Plain Truth* readers. 38% of *Weekly Update* readers have attended some college (compared to only 19% of the U.S. population); 35% of our readers are college graduates (compared to 17% of the U.S. population); and 9% of our readers hold a post-graduate degree—equal to the U.S. average.

Location: About 43% of our readers live in rural areas or small towns, whereas 57% live in urban areas—more rural than the U.S. average—about 70% of the U.S. population live in urban areas.

Church affiliation: *PTM Weekly Update* readers reflect a wide range of backgrounds, and are far less denominationally defined than *Plain Truth* readers. 64% say they attend church weekly or more often. Of these respondents, 29% say they do not attend a geographically-located church, 17% are classified as evangelical, 14% say they attend denominational churches and 7% say they visit various churches. The rest include Baptist (10%), Methodist (4%), Roman Catholic (2%), Lutheran (2%), Presbyterian (2%). The remaining 13% were broadly distributed among various denominations and groups.

***PTM Weekly Update* reading habits:** 81% of our readers say they always read the *PTM Weekly Update* lead story. 74% read the Q and A's and 73% read the feature articles. 68% say they sometimes forward all or part of the *PTM Weekly Update* to a friend. The top two topics readers would like to see more—*how to be focused and centered on Jesus*, and *faith*. The top two subjects readers would like to see less—*parenting* and *environmental stewardship*.

To sum it up: *PTM Weekly Update* readers are generally younger and better educated than *Plain Truth* readers. More of them are married and fewer are retired.