

Survey Summary Report 2016

The Spring/Summer 2016 issue of **The Plain Truth** featured a Reader Survey asking readers of **The Plain Truth** for details about themselves and their opinions about the contents of **The Plain Truth**.

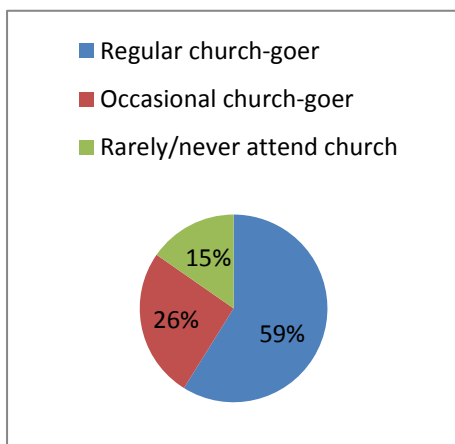
Section A: About you

72% of **Plain Truth** readers have been reading the **Plain Truth** for more than 10 years while 23% have been readers between 5 and 10 years. The largest category of readers is aged 65-74 (42%) while 95% of readers are over 55 years old. There are no readers under the age of 35.

48% of **Plain Truth** readers live alone and half of these pass the magazine on. 43% of readers live in a household of two. However, 26% of these advised that they are the only ones in those households that read **The Plain Truth**. In the remaining households approximately 50% are read by one person and 50% by 2-3 people.

Only 14% of readers are in full or part-time employment while 79% of readers are retired and 71% of these retired readers won't or can't access the **Plain Truth** website when launched.

Church attendance among **Plain Truth** readers is as the chart below shows.



Approximately 90% of readers did watch, listen and read other 'Christian' material of some sort and 52% accessed other Christian organisations' material. Out of the 10% that responded with 'None' in regards to material apart from the **Plain Truth**, half rarely or never attend Church, which suggests that the **Plain Truth** is their only source of Christian material (other than possibly the Bible).

Survey Summary Report 2016

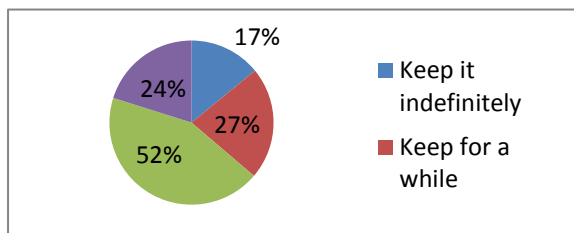
Section B: About The Plain Truth

With regards to the current contents the order of popularity is as follows:

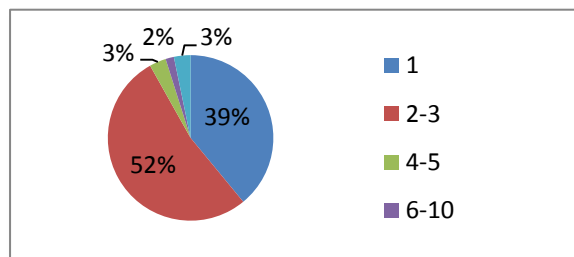
1	Testimonies & stories Factual, i.e. Historical Book Reviews	81%
2	Inspirational	79%
3	Regular columns	69%
4	Letters Page	64%
5	Interviews	59%
6	Editorial	58%
7	Hmm page	57%
8	First Break	30%

Note: 'First Break' has not appeared for a while, which may explain the low score.

- 33% (a third) of our readers will check the website when it is re-launched, but 66% (two thirds) won't or can't
- 73% have not contacted other organisations referred to in **The Plain Truth** while 23% have
- 67% read all **The Plain Truth** and 27% read most of it
- 52% passed the magazine on while 17% kept indefinitely:



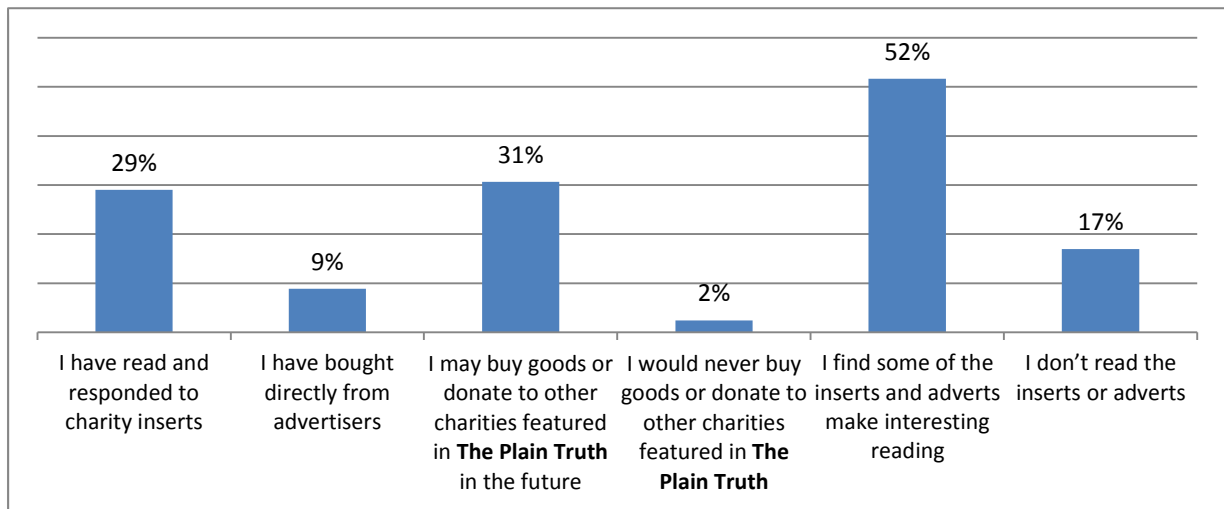
- 52% of the Plain Truth magazines sent out are read by 2-3 people while 39% are read by one person



Survey Summary Report 2016

Section C: Adverts and Inserts

The below chart shows the response with regards to adverts and inserts from other 'Christian' organisations and charities. In many cases more than one option applied and was therefore ticked:



20% of readers responded with various comments from which I have included 3, which show the general category of comments:

- "Too many which are just demands for money"
- "Very educational. Thank you!"
- "I already donate to certain of those charities"

64% of the survey responses included other comments from which I have selected the following:

- "Excellent work all round. Donation enclosed!"
- "Enjoy the variety of articles in **The Plain Truth**. Just continue your good work in the future."
- "An interesting magazine in part, but it does not answer my questions about religions."
- "I thoroughly enjoy the entire magazine and gain so much from reading it. May God bless you all."
- "I think it has something for every group - Christian or otherwise - as a guide to living and communicating - could do with more. Still feel lost sometimes."
- "Your mag is fuel for the engine of Life. Please keep up the good work. Special thanks to Mary."