



THE ECPA LANDSCAPE SURVEY OF BOOK BUYING TRENDS IN THE CHRISTIAN MARKET

A new comprehensive report of data and trends from 2014 through 2016*
PRODUCED IN COLLABORATION WITH NIELSEN BOOK

WHAT IS IT?

Today's Christian Book Market is a quickly evolving ecosystem—we are facing simultaneous shifts in channels, technology, and content as new generations redefine their relationship to their Faith. In order to meet the challenges of this brave new world, we need the best insights possible.

THE ECPA LANDSCAPE SURVEY OF BOOK BUYING TRENDS IN THE CHRISTIAN MARKET is the definitive snapshot of today's Christian Book Market, commissioned by the Research Committee of the ECPA, and administered by Nielsen through Books & Consumers, the largest survey of active book buyers available today.

This is a **COMPLETELY NEW REPORT**, featuring the latest data on the **Christian Book Consumer**, including trends in content and buying behavior, insights on how Christian Books fit into the larger publishing landscape, and where our brightest opportunities lay in this quickly evolving business. (See below for complete TOC.)

ABOUT BOOKS & CONSUMERS

The Nielsen Books & Consumers tracker is the definitive monthly tracker for Book Consumers in the US.

The main body of data is collected via an online survey of 6,000 unique book buyers per month, and 72,000 unique book buyers a year who collectively make more than 150K book purchases annually.

- Drawn from nationally representative pool of Americans aged 13+
- Each month, sample is balanced to represent book buyers, on age, sex, and region
- The survey tracks demographic information including age, household composition, geographic location, income, education, ethnicity, employment status, children in the household, and more.
- The survey tracks a wide range of purchasing information including price paid, sales channels, purchase influences, reading habits, and more.
- The field surveys are managed by Harris Research, one of the most respected survey organizations in the world.

WHY YOU NEED IT

- Gain a fundamental view of the larger Christian Book Landscape
- Understand how your business fits within the larger ecosystem
- Identify new opportunities for growth and competitiveness



* The full report with commentary and summaries will be available in January 2017 with complete 2015 vs. 2014 data. A supplement with full year 2016 data and Bible analysis will be provided at no charge to report purchasers in April 2017.

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ECPA has underwritten the cost of this research so that it is accessible to member publishers at a deep discount. Report will be released in PDF format in January 2017 along with a power point version containing the report's charts. A supplement adding in data and findings from 2016 plus a Bible analysis will be provided in April 2017.

PRICING:
\$1000: ECPA member publisher size >\$10m
\$ 500: ECPA member publisher size >\$1m to \$10m
\$ 250: ECPA member publisher size <\$1m