



READERSHIP SURVEY 2006

DEMOGRAPHICS: TCJ Readers are Diverse and Well Educated

- 40% claim American Indian heritage.
- 89% are over the age of 35.
- 64% are female.
- 81% possess at least a bachelor's degree.
- 22% possess a PhD.
- 47% have an individual income of more than \$60,000.

READING HABITS: TCJ Readers are Loyal, In-Depth Readers

- 59% read TCJ cover-to-cover.
- 83% save TCJ for future reference.
- 74% share TCJ with family, friends, and colleagues.

BUYING HABITS: TCJ Readers Devote Time and Money into Their Passion

- 76% have donated to Native charities in the last year.
- 47% buy 4 or more Native American books or CD's each year.
- 45% have attended 4 or more Native events (including conferences, shows, and pow-wows) in the last year.
- 80% have attended at least 1 Native-related event in the last year.

ADVERTISING INTERESTS: TCJ Readers Trust TCJ Advertisers

- 35% have responded directly to an ad they saw in TCJ in the last year.
- 75% say they look to TCJ advertisers for opportunities in academic and career advancement.
- 61% look to TCJ advertisers for information on upcoming Native events.
- 62% want TCJ to feature more advertisements on Native crafts, books, and music.