Lydia Subscriber Profile:

Age:
25-34: 7 %
35-44: 20 %
45-54: 35 %
55-64: 18 %
65+: 20 %

Family status:
Married: 79 %
Separated or divorced: 8 %
Widowed: 7 %
Unmarried: 6 %

Household size:
7 people: 4 %
6 people: 4 %
5 people: 10 %
4 people: 18 %
3 people: 13 %
2 people: 39 %
1 person: 12 %

Children:
No children: 14 %
1 child: 13 %
2 children: 29 %
3 children: 22 %
4 children: 13 %
5 children: 5 %
6 children: 2 %
7 and more children: 2 %

Residential area:
Rural area: 55 %
Small town: 29 %
City: 16 %

Employment status:
Working full-time: 24 %
Working part-time: 27 %
Housewife: 26 %
Retired: 16 %

Church attendance:
Once per week: 74 %
Once per month: 20 %
Once per year: 20 %