



## AUDIENCE DEMOGRAPHICS

A **WCCW attendee** is typically a writer from the Western region of the United States, including the states of California, Nevada, Oregon, and Washington, and a Bible-believing Christian (with many denominations represented). The majority of attendees are on our email list of subscribers.

**Our in-person conference attendance is typically 250-300 people.**

- 75% women, 25% men
- 35-75 years old, although the majority are 40-65
- 66% nonfiction, 33% fiction
- About 1/3 are beginners (brand new to a writers conference). 1/3 are intermediate (some writing experience, have been to a conference before) and 1/3 are advanced (significant writing/publishing experience, have been to multiple conferences, are strong supporters and/or volunteers of the conference).
- Our attendees reflect the diversity of the San Francisco Bay Area, coming from urban, suburban, and rural areas.
- About 20% are pastors, nonprofit leaders or workers, missionaries, or lay ministry leaders.

