

PRODUCT PURCHASING

Household Items Owned

| | |
|-------------------------------|-----|
| Cassette Recorder/Player | 77% |
| 35mm camera | 75% |
| Video Cassette Recorder (VCR) | 72% |
| Portable Radio/Tape Player | 70% |
| Answering Machine | 64% |
| Personal Computer | 52% |
| Compact Disc Player | 51% |
| Cellular Telephone | 34% |
| Camcorder | 25% |
| Telephone Pagers/Beepers | 19% |
| Fax Machine | 19% |
| Large-Screen Television | 18% |
| Accessory Lenses | 17% |
| Rock System | 16% |
| Miniature TV | 15% |
| Projection TV | 8% |

LEISURE & SPORTS PARTICIPATION

Charisma readers engaged in a variety of activities during the past 12 months.

| Activity | Respondent | Others in Household |
|-----------------------------|------------|---------------------|
| Reading Books | 75% | 42% |
| Walking for Exercise | 66% | 35% |
| Attended Music Performances | 48% | 39% |
| Photography | 18% | 15% |
| Bicycling | 15% | 17% |
| Fishing | 13% | 15% |
| Jogging, Running | 13% | 9% |
| Backpacking/Hiking | 12% | 11% |
| Aerobics | 11% | 7% |
| Golf | 11% | 12% |
| Attended Dance Performances | 10% | 8% |
| Boating(power)/Sailing | 7% | 8% |
| Tennis | 6% | 7% |

TRAVEL

77% of readers have taken overnight trips within the United States in the last twelve months.

Hotel and Motel Stays

71% of readers have stayed one or more nights in a hotel or motel in the last 12 months.

Travel Outside the United States

29% of readers have traveled outside the continental United States in the last three years.

Travel Within the United States

77% of readers have taken overnight trips within the United States in the last twelve months. The readers in this group have taken an average of 4.8 overnight trips, and 52% of them indicate that one or more of these trips included plane travel.

Seminars and Conferences

56% of Charisma readers have attended one or more conferences in the past twelve months. The average number of seminars/conferences attended was 2.4.

VEHICLES

45% of readers own pick-up trucks, vans and sports utility vehicles.

Vehicles Owned By Charisma Readers

| | |
|---------------------------------|-----|
| Full size pick-up | 32% |
| Mini Van | 30% |
| Compact Pick-up | 22% |
| Full Size Sport Utility Vehicle | 19% |
| Full Size Van | 18% |
| Compact Sport/Utility Vehicle | 8% |

80% of readers own at least one car; most common make:

| | |
|------------|-----|
| Ford | 15% |
| Chevrolet | 9% |
| Buick | 8% |
| Oldsmobile | 7% |
| Honda | 6% |
| Toyota | 6% |
| Chrysler | 5% |
| Dodge | 5% |
| Mercury | 5% |

Most Common Models:

| | |
|--------------|----|
| Ford Taurus | 3% |
| Honda Accord | 3% |

SUBSCRIBER PROFILE

Charisma & CHRISTIAN LIFE

TOTAL ADULTS

| | |
|--------------------|-----|
| Total Adults: 100% | |
| Men | 30% |
| Women | 70% |

MARITAL STATUS

| | |
|------------|-----|
| Single | 19% |
| Married | 66% |
| All Others | 15% |

AGE

| | |
|-----------------------|-------|
| Average Age: 50 Years | |
| 25-34 | 7.3% |
| 35-44 | 22.6% |
| 45-54 | 26.4% |
| 55+ | 38.6% |

EDUCATION

| | |
|---------------------|-------|
| Attended College | 31.1% |
| Grad 4-Year College | 17.0% |
| Master's Degree | 9.8% |

OCCUPATION

| | |
|-------------------------|-------|
| Professional/Managerial | 54.0% |
| Clergy/Church | 10.0% |
| Homemakers | 13.8% |

HOUSEHOLD INCOME

| | |
|--|-------|
| Average Household Income: \$51,000 | |
| Average Household Net Worth: \$240,700 | |
| HHI \$75,000+ | 15.3% |
| HHI \$50,000+ | 32.6% |
| HHI \$40,000+ | 46.0% |

CHILDREN AT HOME

| | |
|-----------------------------|-------|
| Average Children at Home: 2 | |
| One | 14.5% |
| Two+ | 20.7% |
| Three + | 9.5% |
| None | 59.8% |



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STRANG
COMMUNICATIONS COMPANY

Research conducted by Lewis & Clark Research, Raleigh, NC

MAGAZINE READERSHIP

Issues Read

80% of *Charisma* readers have read all four of the last four issues.

Years as Subscriber

Charisma readers are loyal; on average, they have been *Charisma* subscribers for 3.7 years.

Pass-Along Readership

Average readership per issue is 3.2 people.

Time Spent Reading *Charisma*

Subscribers to *Charisma* magazine pick up a typical issue of *Charisma* four times before they are finished with it and spend a total of 2 hours and 13.8 minutes reading it!

Charisma Still Has Life After the Subscriber Is Finished With It

| | |
|---------------------------------|-----|
| Save Entire Issue | 53% |
| Give to Friend/Relative | 48% |
| Clip and Save Items of Interest | 17% |
| Give to Hospital/Institution | 6% |
| Place in Waiting Room/Office | 5% |
| Give to Business Associate | 1% |

Actions Taken After Reading *Charisma*

| | |
|---------------------------------------|-----|
| Had Discussion with Someone | 71% |
| Marked/Clipped Articles | 38% |
| Bought Advertised Christian Resource | 35% |
| Called/Mailed for Info | 25% |
| Bought Recommended Christian Resource | 20% |
| Marked/Clipped Ads | 18% |
| Called Toll-Free #/Returned Coupon | 11% |
| Visited Retailer/Dealer/Dist. | 11% |

Other Publications Received

Exclusive Audience—You cannot effectively reach the *Charisma* audience with print advertising in any other publications.

| | |
|-----------------------------|-----|
| Focus on the Family | 32% |
| Guideposts | 31% |
| New Man | 11% |
| Christianity Today | 8% |
| Ministries Today | 8% |
| Biblical Archaeology Review | 5% |
| Today's Christian Woman | 5% |
| Your Church | 5% |

CHURCH ACTIVITY

Charisma readers are involved in a variety of church activities and positions and a significant number influence purchasing decisions.

Church Affiliation

| | |
|-------------------|-----|
| Nondenominational | 36% |
| Assemblies of God | 22% |
| Baptist | 6% |
| Methodist | 5% |
| All others | 31% |

Size

The average size of Sunday morning service at the church *Charisma* readers regularly attend is 601 people, including children.

Church Involvement

| | |
|-----------------------------|-----|
| Preach on Sunday morning | 11% |
| Lead Worship | 10% |
| Board member/Elder/Deacon | 13% |
| Teach Sunday School | 21% |
| Lead Bible Study/Home Group | 16% |
| Church Committee | 22% |

Attendance Frequency

Most respondents (84%) report that they have attended Sunday services for at least three of the last four weeks.

Preferred Bible

| | For Reading | For Study |
|-----------------------|-------------|-----------|
| King James | 32% | 27% |
| New International | 27% | 28% |
| New King James | 19% | 15% |
| New American Standard | 8% | 10% |

Contributions

98% of *Charisma* readers have contributed to one or more religious organizations during the past twelve months. The most frequently mentioned organization was:

| | |
|----------------------------|-----|
| Own Church | 84% |
| Christian TV/Radio Station | 29% |

Other organizations to which 5% or more of respondents contributed were:

| | |
|--------------------------------------|-----|
| TBN | 24% |
| 700 Club/CBN | 16% |
| Billy Graham Evangelical Association | 15% |
| Kenneth Copeland | 13% |
| World Vision | 9% |
| Marilyn Hickey Ministries | 8% |
| Easter Seals | 8% |
| Food for the Hungry | 8% |
| Kenneth Hagin | 7% |

PRODUCT PURCHASING

Charisma readers are family-oriented, active consumers who have the means to purchase many products and services. 98% of readers household have purchased at least one Christian-related item in the past twelve months.

Products Purchased

| | |
|------------------------|-----|
| Christian Books | 88% |
| Christian Music | 82% |
| Greeting Cards | 68% |
| Christian Gift Items | 56% |
| Christian Videotapes | 53% |
| Bibles | 48% |
| Stationery & Calendars | 31% |
| Christian Clothing | 29% |
| Artwork and Prints | 18% |
| Bible Study Software | 12% |
| Other | 4% |

Spending on Christian Products

Overall, the average level of spending on Christian products and services (excluding tuition and tours) during the past twelve months was \$570.

| | |
|-----------------|-----|
| \$1 - 49 | 6% |
| \$50 - 99 | 12% |
| \$100 - 249 | 26% |
| \$250 - 499 | 19% |
| \$500 - 999 | 11% |
| \$1,000 - 2,499 | 7% |
| \$2,500 - 4,999 | 4% |
| \$5,000 or More | 1% |

Visits to Christian Bookstores

43% of readers visit a Christian retailer at least once a month.

| | |
|-----------------------|-----|
| About once a quarter | 29% |
| About once a month | 22% |
| About twice a month | 18% |
| Two times | 11% |
| None | 6% |
| Once | 3% |
| About once a week | 3% |
| More than once a week | 1% |

Audio/Video

Readers that have purchased pre-recorded material in the last 12 months:

| | |
|--------------------|-----|
| Audio Material | 85% |
| Audio Tapes | 77% |
| Compact Disc (CDs) | 57% |
| Albums | 9% |

Books Purchased

88% indicate that they have read or purchased a book during the past twelve months.

| | |
|-------------------------|-----|
| Bible/Bible Study | 62% |
| Devotionals | 47% |
| Chromatic | 42% |
| Christian Living | 28% |
| Biography/Autobiography | 26% |
| Fiction | 22% |
| End Times | 21% |
| Children | 19% |
| Family Life | 19% |
| Self-Help | 19% |
| Women | 19% |
| Leadership | 17% |
| Christian Education | 16% |
| Commentary | 16% |
| Classics | 11% |
| Men | 10% |
| Reference | 10% |
| Parenting | 9% |
| Christianity & Society | 8% |
| Recovery | 7% |

Shopping From Home/Items Purchased by Mail

80% of readers have ordered merchandise by mail or by phone during the past 12 months. On average, readers who order merchandise by mail spend an average of \$737.

| | |
|-------------------------------|-----|
| Books | 77% |
| Records/Tapes/Cassettes/CDs | 57% |
| Clothing | 52% |
| Videos | 39% |
| Computer Software | 17% |
| Seeds/Plants/Garden Supplies | 16% |
| Shoes | 15% |
| Credit Cards | 14% |
| Film/Film Processing | 11% |
| Jewelry/Watches | 11% |
| Home Exercise Equipment | 10% |
| Automotive Parts and Supplies | 7% |
| Computer Peripherals | 7% |
| Financial/Banking Accounts | 6% |
| Workshop Tools | 6% |
| Computers | 5% |
| Sports Equipment | 5% |
| Stereo Equipment | 5% |
| Sports Apparel/Memorabilia | 4% |

PROFILE SUMMARY

■ The readers of *Charisma* are engaged with this cutting-edge Christian magazine. On average, readers spend over two hours reading an issue, pick it up four times, and are very likely to discuss it with someone else. 98% of readers household have purchased one or more Christian-related item in the past twelve months.

■ *Charisma* readers are loyal—on average, they have been *Charisma* subscribers for 3.7 years. Our readers are involved in a variety of church activities and positions and significant number influence purchasing decisions.

■ Average contribution to Christian ministries other than their own church during the past twelve months: \$1,465.

■ 98% of readers household have purchased at least one Christian-related item in the past twelve months, spending an average of \$570 annually.

■ 44% of readers have purchase influence or authority for their church.

SUBSCRIBERS TO *Charisma* magazine PICK UP A TYPICAL ISSUE FOUR TIMES BEFORE THEY ARE FINISHED WITH IT.