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# 2001 Discipleship Journal Reader Profile

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## REACH

*Discipleship Journal* delivers 140,000 subscribers who are serious about their spiritual growth and ministry to others.

Total end-readership exceeds 269,000.

Average number of hours reading each issue of *Discipleship Journal* is 1 hour 54 minutes.

## GENDER

65% Female / 35% Male

## MEDIAN AGE

44.5 years

## FAMILY STATUS

78% are married and 42% have one or more children under the age of 18 living at home.  
Of those with children:

- under 6 years old: 33%
- 6 to 12 years old: 52%
- 13 to 18 years old: 55%

## MEDIAN INCOME

Median household income is \$56,647

## EDUCATION

92% have attended college.  
65% hold a college degree.  
21% hold a post-graduate or seminary degree.

47% are interested in enrolling in a Christian/Bible college or seminary.  
30% counseled others on college, seminary, or graduate school.  
28% requested information from educational institutions last year.

## EMPLOYMENT

Over 73% are employed:

Professional or Technical	25%
Pastor/Minister/Clergy	14%

## MINISTRY INVOLVEMENT

83% are involved in a specific ministry in their church or para-church organization.

40% either lead or co-lead a small group.

32% serve as elders, deacons, or on a church board or committee.

39% teach a Sunday School class.

## GIVING

99% gave charitable contributions during the past 12 months:

Church	95%
Help support missionaries	68%
Other ministry organizations	62%
Hunger/relief organizations	39%
Child sponsorship organizations	32%
Christian educational institutions	30%

## MISSIONS

More than 83% have a personal involvement with missions:

Give financially to missions	73%
Pray regularly for missionaries	46%
Have been on a short-term mission	28%

## ACTIVITIES

69% attended a Christian conference, seminar, or retreat last year.

86% have access to the Internet.

47% attended a Christian concert last year.

## CROSSOVER READERSHIP

99% do not regularly read *Campus Life*.

97% do not regularly read *Christian Parenting*.

95% do not regularly read *Charisma*.

95% do not regularly read *New Man*.

92% do not regularly read *Today's Christian Woman*.

92% do not regularly read *Moody*.

91% do not regularly read *Leadership*.

91% do not regularly read *Christianity Today*.

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## PURCHASING HABITS

98% of *DJ* subscribers went to a Christian Bookstore an average of 11.1 times each during the last 12 months.

### • % who purchased **Christian products**:

Books	95%
Music/CDs	75%
Bibles	66%
Greeting Cards	64%
Bible Studies/Small Group	61%
Videos/Films	48%
Music/Cassettes	43%
Children's Products	43%
Bible Software	20%
CD-ROM Products	19%
Adult Curriculum	17%
Sunday Sch./Children's Church	14%

### • % who purchased **Christian books**:

Devotional/Inspirational	66%
Bible Studies/Small Group	56%
Christian Living	55%
Study Aids/Commentaries	45%
Fiction	45%
Self-Improvement/Counseling	38%
Gift Books	37%
Marriage/Family	34%
Children's	34%
Women's Issues	33%
Theology/Doctrine	32%
Men's Issues	19%
Biography/Autobiography	19%
Classics	18%
Christian Service/Lay Ministry	18%
Pastoral Ministry	18%

### • % who purchased **Christian music**:

Contemporary & Pop	65%
Contemporary Praise & Worship	59%
Traditional Praise & Worship	59%
Inspirational	36%
Christmas	34%
Pop Rock	28%
Children's	26%
Instrumental	25%
Modern Praise & Worship	22%
Traditional Gospel	22%

### • % who purchased **Christian videos/films**:

Children's	42%
Music	21%
Teaching/Preaching	20%
Full-Length Movies	20%