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# 2000 Pray! Magazine Reader Profile

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## REACH

*Pray! Magazine* reaches 35,000 subscribers including pastors, intercessors, and prayer mobilizers – anyone who prays or motivates others to pray.

Total end-readership exceeds 60,000.

Average number of hours reading each issue of *Pray! Magazine* is 1 hour 21 minutes.

## GENDER

64% Female / 36% Male

## MEDIAN AGE

50.1 years

## FAMILY STATUS

74% are married and 44% have one or more children under the age of 18 living at home. Of those with children:

- under 6 years old: 27%
- 6 to 12 years old: 48%
- 13 to 18 years old: 64%

## MEDIAN INCOME

Median household income is \$57,725

## EDUCATION

88% have attended college.  
57% hold a college degree.  
25% hold a post-graduate or seminary degree.

## MINISTRY INVOLVEMENT

58% are involved in a weekly church prayer mtg.  
45% have a prayer partner.  
24% are pastors/clergy/ministers.  
22% are involved in a regular multi-church prayer gathering.  
20% are involved in a home cell prayer group.  
14% are a part of community group prayer.

## PRAYER HABITS

34% pray between 15 to 30 minutes each day.  
28% pray between 31 to 60 minutes each day.  
18% pray more than 60 minutes each day.

51% are developing intercessors.  
24% are seasoned intercessors.  
13% are beginners who want to learn more.  
12% are prayer mobilizers.

## PRAYER MINISTRY

88% attend churches that have an organized prayer ministry.  
74% attend churches that have weekly prayer meetings.  
57% attend churches that have prayer time before Sunday services.  
40% attend churches that have prayer teams.

## CHURCH AFFILIATION

77% Denominational churches  
23% Independent churches

70% Non-Charismatic  
30% Charismatic

## CROSSOVER READERSHIP

99% do not regularly read *Youthworker Journal*.  
98% do not regularly read *Marriage Partnership*.  
96% do not regularly read *Christian Parenting*.  
95% do not regularly read *Global Prayer Digest*.  
93% do not regularly read *New Man*.  
93% do not regularly read *Virtue*.  
92% do not regularly read *Christian Reader*.  
92% do not regularly read *Today's Chr. Woman*.  
92% do not regularly read *Worship Leader*.  
91% do not regularly read *Ministries Today*.  
91% do not regularly read *Moody*.  
87% do not regularly read *Spirit-Led Woman*.  
84% do not regularly read *Leadership*.  
81% do not regularly read *Christianity Today*.

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45% have a prayer partner.  
30% identify themselves as charismatic.  
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20% are involved in a home cell prayer group.  
14% are a part of community group prayer.

## INTERNET HABITS

Have Internet Access 66%  
Access the Web weekly or more 53%  
Access the Web daily 31%

## PURCHASING HABITS

More than 98% of *Pray!* subscribers went to a Christian Bookstore an average of 9.6 times each during the last 12 months.

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

Greeting Cards	68%
Books	66%
Music/CDs	62%
Bibles	61%
Music/Cassettes	52%
Bible Studies/Small Group	44%
Videos/Films	43%
Children's Products	32%
Adult Curriculum	25%
CD-ROM Products	24%
Bible Software	23%
Church/Office equip/supplies	21%
Jr High/Sr High yth grp materls	15%
Sunday Sch./Children's Church	14%

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

Books on Prayer	69%
Devotional/Inspirational	59%
Bible Studies/Small Group	55%
Christian Living	39%
Study Aids/Commentaries	39%
Gift Books	37%
Fiction	28%
Biography/Autobiography	28%
Self-Improvement/Counseling	28%
Children's	28%
Marriage/Family	27%
Theology/Doctrine	26%
Pastoral Ministry	23%
Women's Issues	20%
Christian service/lay ministry	19%
Men's Issues	15%
Youth-Oriented	14%

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

Praise/Worship	74%
Adult Contemporary	52%
Inspirational	39%
Soft Rock (MOR)	31%
Traditional Gospel	23%
Instrumental	22%
Youth-Oriented/Contemporary	19%
Children's	16%
Contemporary Rock	12%
Contemporary Black Gospel	12%
Black Gospel	9%