

DISCIPLESHIP JOURNAL

October 2000

Dear Friend,

Here's the survey I wrote you about a few days ago.

We would greatly appreciate your taking time to fill out this important, confidential survey. Its purpose is to give us a clear picture of your interests, opinions, and concerns so we can continue to present you with a relevant, inspiring, and challenging magazine.

Because you are part of a scientifically selected sample of DISCIPLESHIP JOURNAL subscribers, your response is vital to the survey's success. For the results to serve as a reliable guide, we need a high rate of response. I'm counting on you.

This questionnaire has been designed to be as easy as possible for you to complete. Your answers will be treated in absolute confidence and used only in combination with those of others to form a composite picture.

Please complete the questionnaire as soon as you can and return it in the enclosed postage-paid envelope. Thanks for partnering with us!

Cordially,



Sue Kline
Editor

P.S. The enclosed \$1 bill is a small gift of appreciation for your help!

DISCIPLESHIP JOURNAL

A Confidential Survey Among Our Subscribers

Thank you in advance for participating in this important survey for *Discipleship Journal*. This questionnaire has been designed to be as easy as possible for you to complete. Nearly all questions can be answered with a simple check mark. All your answers will be confidential. The survey should take about 15-20 minutes to complete. Please return your completed questionnaire in the pre-addressed, postage-paid envelope before **December 1**.

FEEDBACK ON DISCIPLESHIP JOURNAL

1. On average, how much time do you personally spend reading each issue of *Discipleship Journal*?

- Under 30 minutes At least 2 hours but less than 3 hours
 At least 30 minutes but less than 1 hour At least 1 hour but less than 2 hours
 At least 1 hour but less than 2 hours 3 hours or more

2. On average, how much of each issue of *Discipleship Journal* do you read?

- One-quarter or less From one-half to three-fourths
 From one-quarter to one-half From three-fourths to all

3. Which of the following best describes what you typically do with *Discipleship Journal* after you have finished reading it? (Check ONE best answer.)

- I save most or all issues I give the issue away
 I save some issues I throw the whole issue away
 I tear out and file some articles

4. How many other people (e.g., spouse, family members, friends, small-group members, church staff) usually read your copy of *Discipleship Journal*? (DO NOT count yourself.)

- 1 person 3 persons 5 or more persons
 2 persons 4 persons No additional persons

5. Please indicate how often you read the following regular features in *Discipleship Journal*.

	Almost Always	Sometimes	Rarely	Never	Not Familiar With It
Articles in Special Section (topic on front cover)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommended resources in Special Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1- to 2-page Bible study at end of Special Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feature articles before and after Special Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting into God's Word column	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"On Your Own" questions at end of articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leader's Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Almost Always	Sometimes	Rarely	Never	Not Familiar With It
Editor's column	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Letters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Currents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the Home Front	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DJ Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One-To-One column	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you agree or disagree with the following statements?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The design and layout of <i>Discipleship Journal</i> (DJ) make it easy to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is clear that the articles in DJ are based on Scripture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many of the articles in DJ are too long.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cover usually makes me want to pick up the magazine and read it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DJ repeats the same topics and themes too often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The articles in DJ are too basic—the ideas are seldom new to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see more articles about personal spiritual growth and fewer about ministry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The photographs and artwork add to my understanding of the articles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have used ideas from DJ Plus in my ministry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Overall, how would you rate the quality of *Discipleship Journal*? (Check ONLY ONE.)
 Excellent Good Fair Poor

8. List one to three topics for articles or themes you would like to read in *Discipleship Journal*.

.....

9. Indicate your level of interest in each of the following possible changes in *Discipleship Journal*.

	Very Interested	Somewhat Interested	Not Interested
More articles by well-known authors	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
More articles that are only 1-2 pages long	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
More profiles of inspiring modern-day Christians	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
More profiles of inspiring men and women of the past	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Add book reviews	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
More interviews with prominent Christian leaders	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3

10. In question #9 directly above, indicate your **top 3** choices by numbering only 3 items (1, 2, 3) using each number only once.

11. How satisfied are you with the level of service you receive on your subscription to DJ? (i.e., no duplicate or missing issues, address information correct, issues received undamaged, changes made quickly, etc.) 1 Very satisfied 2 Satisfied 3 Dissatisfied 4 Very dissatisfied

If you answered "Dissatisfied" or "Very dissatisfied," please tell us why.

12. Please complete the following statement: *Discipleship Journal* would better serve my needs if ...

13. Based upon the artwork and visual graphics, rank the following DJ covers (1 through 4) in the order you find them most appealing, 1 being most appealing and 4 being least appealing. Use each number (1, 2, 3, 4) only once.

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___ Option 1 ___ Option 2 ___ Option 3 ___ Option 4

14. Tell us what you liked or disliked about some of the DJ covers in question #13.

15. Do you currently plan to renew your subscription to *Discipleship Journal* when your present term expires?

1 Definitely yes 2 Probably yes 3 Not sure 4 Probably not 5 Definitely not

If you answered "probably not," or "definitely not," please tell us why.

16. EXCLUDING DISCIPLESHIP JOURNAL, what other Christian publication do you like the best? (That is, what publication do you read regularly and find most interesting or useful?) (Please write in ONE NAME ONLY.)

17. Listed below are several other Christian publications. Please check ALL that you currently receive and/or read.

	Regularly Receive	Regularly Read
Campus Life	<input type="radio"/> 01	<input type="radio"/> 01
Charisma	<input type="radio"/> 02	<input type="radio"/> 02
Children's Ministry	<input type="radio"/> 03	<input type="radio"/> 03
Christian Computing	<input type="radio"/> 04	<input type="radio"/> 04
Christian History	<input type="radio"/> 05	<input type="radio"/> 05
Christian Parenting Today	<input type="radio"/> 06	<input type="radio"/> 06
Christian Reader	<input type="radio"/> 07	<input type="radio"/> 07
Christianity Today	<input type="radio"/> 08	<input type="radio"/> 08
Contemporary Christian Music (CCM)	<input type="radio"/> 09	<input type="radio"/> 09
Current Thoughts & Trends	<input type="radio"/> 10	<input type="radio"/> 10
Focus on the Family	<input type="radio"/> 11	<input type="radio"/> 11
Group	<input type="radio"/> 12	<input type="radio"/> 12
Leadership	<input type="radio"/> 13	<input type="radio"/> 13
Marriage Partnership	<input type="radio"/> 14	<input type="radio"/> 14
Ministries Today	<input type="radio"/> 15	<input type="radio"/> 15
Moody	<input type="radio"/> 16	<input type="radio"/> 16
New Man	<input type="radio"/> 17	<input type="radio"/> 17
Pray!	<input type="radio"/> 18	<input type="radio"/> 18
Rev.	<input type="radio"/> 19	<input type="radio"/> 19
Spirit-Led Woman	<input type="radio"/> 20	<input type="radio"/> 20
Today's Christian Woman	<input type="radio"/> 21	<input type="radio"/> 21
World	<input type="radio"/> 22	<input type="radio"/> 22

SPIRITUAL HABITS AND NEEDS

1. How long have you been a believer?

1 Less than 1 year 2 1-5 years 3 6-15 years 4 More than 15 years 5 Not sure

2. Check the most common obstacles to your spiritual growth. (Check ALL that apply.)
- 1) Not enough contact with/help from other believers 6) Too busy
 2) Doubt God's love or personal involvement 7) Not disciplined enough
 3) Struggle with recurring sin 8) Too tired
 4) Don't know how to grow 9) Other _____
 5) Not motivated enough
3. Approximately, how often do you have devotions or a "quiet time"?
- 1) Less than once a month 3) About once a week 5) 5 or more times a week
 2) 1-3 times a month 4) 2-4 times a week

4. How are you currently doing in the following areas of Christian living?

	Need Help	Doing OK	Doing Great	Not Applicable
Loving others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forgiving others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staying on fire for Christ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having healthy relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining a pure thought life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping my thoughts and heart focused on God	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcoming fear and anxiety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcoming recurring temptations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding God's will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a good marriage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing God's love	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a good steward of my finances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balancing work, family, ministry, and time with God	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising my children to love God	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living as a Christian in my workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting God during difficult times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining a vital prayer life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding key Christian doctrines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Overall, what would you say is the single, most difficult spiritual problem you face in your life today? _____

MINISTRY INVOLVEMENT

1. What is your personal or family involvement with The Navigators? (Check ALL that apply.)
- 1) No involvement 4) Formerly involved in Navigator ministry
 2) Have donated money 5) On Navigator staff
 3) Currently involved in Navigator ministry
2. In which of the following types of ministry are you now involved? (Check ALL that apply.)
- 1) Small-group participant 6) Ministry to the poor
 2) Small-group leader/co-leader 7) Community service
 3) Sunday school teacher for adults 8) None of the above
 4) Sunday school teacher for youth or children
 5) Church lay leader (board, committee member, elder, deacon, etc.)

3. In the past three months, how often have you talked to a nonChristian about your faith? 1) None 2) 1-3 times 3) 4 or more times
4. How are you doing with the following aspects of witnessing?

	Need a Lot of Help	Could Use Some Help	Don't Need Any Help
Building relationships with nonChristians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building spiritual matters into conversations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responding biblically to people's questions about or objections to Christianity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing my salvation testimony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explaining the gospel using a tool such as Evangelism Explosion, the Four Spiritual Laws, or the Bridge Illustration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leading an evangelistic small group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking to people with New Age beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking to members of cults (Mormons, Jehovah's Witnesses, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking to members of other major religions (Buddhists, Muslims, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Which of the following statements describes your involvement in discipling others (meeting one-on-one with someone to help them grow spiritually)? (Check ONE best answer.)
- 1) I am not discipling anyone now, but I would like to.
 2) I meet regularly with a younger Christian to disciple them.
 3) I meet occasionally with a younger Christian when they ask for help.
 4) None of the above.
6. If you are discipling someone, or would like to, what kind of help do you need with the following aspects of discipling?

	Need a Lot of Help	Could Use Some Help	Don't Need Any Help
Knowing how to start a discipling relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing where to begin with a new Christian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting a new Christian started in personal devotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping the disciple develop biblical priorities for living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping the disciple develop a hunger for God	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping the disciple deal with temptation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping the disciple with dating or marriage issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confronting sin in the disciple's life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing how to encourage a disciple who is experiencing pain/trials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. What other challenges do you face in discipling others? _____

8. If you lead a small group, how are you doing in each of the following areas?

	<i>Need a Lot of Help</i>	<i>Could Use Some Help</i>	<i>Don't Need Any Help</i>
Ideas for study materials	1	2	3
Ideas for group exercises/activities	1	2	3
Training others to lead	1	2	3
Handling people problems	1	2	3
Promoting openness and intimacy	1	2	3
Encouraging outreach	1	2	3
Other _____	1	2	3

9. What is your involvement with missions? (Check ALL that apply.)

- I pray regularly for missionaries I minister cross-culturally in the U.S.
 I write letters to missionaries I am a full-time, cross-cultural missionary
 I give financially to missions None of the above.
 I receive prayer letters from missionaries
 I have been on a short-term mission (1 week to 1 year)

10. Did you or your household make any charitable contributions in the past 12 months? (Check ALL that apply.)

- To your church To Christian educational institutions
 To child sponsorship organizations To other ministry organizations
 To hunger or poverty relief organizations To other non-profit organizations
 To help support missionaries None of the above

CHRISTIAN BOOKS AND PRODUCTS

1. How many times did you go to a Christian bookstore in the past 12 months?
 1-2 3-5 6-11 12-19 20 or more None

2. How many individual **Christian** books did you purchase for yourself or as a gift in the past 12 months?
 1-5 6-12 13-19 20 or more None

3. Where and/or how did you purchase any of these **Christian** books? (Check ALL that apply.)

- Christian bookstore Secular book club
 Secular bookstore (Border's, Barnes & Noble, etc.) Christian website
 Discount store (Wal-Mart, K Mart, etc.) Secular website
 Christian book club Other _____

4. Check ALL types of **Christian** books that you purchased for yourself or as a gift in the past 12 months.

- Bible studies/small-group discussion guides Self-improvement/counseling
 Fiction History/documentary
 Children's Devotional/inspirational
 Youth-oriented Theology/doctrine
 Women's issues Pastoral ministry
 Men's issues Study aids/commentaries
 Christian living Issues/political
 Christian service/lay ministry Biography/autobiography
 Marriage/family Humor
 Gift books Classics
 None of the above

5. When have you made **Christian** book purchasing decisions? (Check ALL that apply.)

- While visiting a bookstore While listening to a sermon/speaker
 While reading a magazine While talking with a friend
 While listening to the radio While browsing on the Internet
 While watching television None of the above
 While looking at a store ad flyer/catalog

6. Do you currently belong to a Christian book club? Yes No

7. When have you made purchasing decisions for Bible studies? (Check ALL that apply.)

- After receiving input from a Christian bookstore clerk
 After receiving a recommendation from a pastor/minister
 After reading an advertisement in a trusted Christian magazine
 After receiving input from fellow small-group members
 After reading an ad flyer/catalog from a Christian bookstore
 After receiving a recommendation from a close friend
 After browsing through the Bible study section in a Christian bookstore
 After browsing on the Internet
 None of the above

8. Which translation or version of the Bible do you use most often? (Please write in ONE VERSION ONLY.) _____

9. Which translation or version of the Bible would you be most likely to purchase next for yourself or for others? (Please write in ONE VERSION ONLY.) _____

10. Check ALL types of Christian videos and/or films that you purchased for yourself or as a gift in the past 12 months.

- Children's Issues Sports
 Music Exercise/aerobics Other _____
 Preaching/teaching/devotional Full-length movies
 Evangelistic Comedy None

11. Check ALL of the following categories of **Christian** products, resources, and materials that you purchased for yourself or for others in the past 12 months.

- Books VBS/children's clubs resources
 Bibles Junior high/high school youth group materials
 Bible studies or small-group materials College-age/young adults ministry resources
 Children's products Singles' ministry materials
 Home-schooling materials Adult education curriculum
 Greeting cards Support/recovery group resources
 Pre-recorded music on cassettes Church/office equipment or supplies
 Pre-recorded music on CDs Bible software
 Videos/films CD-ROM products
 Sunday school/children's church curriculum Other _____
 None

CHRISTIAN MUSIC

1. How many individual **Christian** music recordings did you purchase in the past 12 months? (Include ALL gift and personal use purchases.)
 1 1-5 2 6-12 3 13-19 4 20 or more 5 None

2. Check ALL types of **Christian** music recordings that you purchased for yourself or as gifts in the past 12 months. Examples for each are included in parentheses.

- 01 Contemporary & Pop (Michael W. Smith, Crystal Lewis)
- 02 Pop Rock (Burlap to Cashmere, Newsboys)
- 03 Hard Rock (Massivivid, Grammatrain)
- 04 Alternative & Modern (The W's, Audio Adrenaline)
- 05 Traditional Praise & Worship (Hosanna Music, Maranatha!)
- 06 Contemporary Praise & Worship (Integrity, Vineyard Music)
- 07 Modern Praise & Worship (Sonic Flood, Passion)
- 08 Inspirational (Ray Boltz, Steve Green)
- 09 Traditional Gospel (The Gaithers, Shirley Caesar)
- 10 Contemporary Gospel (Kirk Franklin, The Winans)
- 11 Country (Jeff and Sheri Easter, Susie Luchsinger)
- 12 Children's (Integrity's Just-For-Kids, Veggie Tales)
- 13 Instrumental (Smokey Mountain Music, Jazz Praise, Classical)
- 14 Accompaniment tracks
- 15 Christmas
- 16 Other _____

3. Do you currently belong to a Christian music club? 1 Yes 2 No

4. How many Christian concerts have you attended in the past 12 months?
 1 One 2 Two 3 Three 4 Four 5 Five or more 6 None

CHRISTIAN EDUCATION

1. Did you or anyone in your household request information from any of the following types of institutions in the past 12 months? (Check ALL that apply.)

- 1 Bible college
- 2 Christian liberal arts college or university
- 3 Christian graduate school or seminary
- 4 Christian correspondence course or degree completion program
- 5 None of the above

2. Write in the number of individuals you have counseled in the past 12 months about where to attend college, seminary, or graduate school.

_____ College _____ Seminary _____ Graduate School

3. In which of the following Christian/Bible college or seminary programs would you be interested in enrolling in the next 18 months?

- 1 Continuing education (just a few courses)
- 2 Certificate program
- 3 Bachelor degree program
- 4 Master's degree program
- 5 Other _____

3a. How would you prefer to complete these courses?

(Check ALL that apply.)

- 1 On campus (traditional format throughout the year)
- 2 On campus (modules that meet several times a year)
- 3 Through distance learning (a location near you via satellite)
- 4 Online

THE INTERNET

1. Do you have access to the Internet? 1 Yes 2 No

2. Have you visited DJ's website at <http://www.discipleshipjournal.com>?
 1 Yes 2 No

2a. If yes, what areas of the site have you found most valuable? (Check ALL that apply.)

- 1 Article archives
- 2 Sample issues
- 3 DJ Bible reading plan
- 4 Online subscription services
- 5 Customer service and information
- 6 Other _____

3. Does your church or ministry currently have a website? 1 Yes 2 No

3a. If yes, what is the site address (URL)?

CONFERENCES

1. Have you attended a Christian seminar, retreat center, spiritual growth conference, or religious convention within the past 12 months?
 1 Yes 2 No

2. What types of conferences would you be most interested in attending in the future? (Check ALL that apply.)

- 1 Summer family conference
- 2 Marriage retreat
- 3 Personal spiritual growth retreat
- 4 Men's conferences
- 5 Women's conferences
- 6 Business/professional conference
- 7 Personal retreat
- 8 None of the above

ADVERTISEMENTS IN DISCIPLESHIP JOURNAL

1. Which of the following have you done after seeing an ad in *Discipleship Journal*? (Check ALL that apply.)

- 1 Looked for the product at a local Christian bookstore
- 2 Called 800# listed in the ad and ordered it by phone
- 3 Clipped a coupon in the ad and mailed it in
- 4 Tore out a response card near the ad and mailed it in
- 5 Ordered the product from a direct-mail catalog
- 6 Checked the product on DJ's reader's service card and sent it in
- 7 Visited the advertiser's website
- 8 None of the above

2. How would you rate the quality of companies, products, and services advertised in *Discipleship Journal* as compared to other Christian magazines?

1) Generally superior 2) No difference 3) Generally inferior

If you marked "Generally inferior" on the previous question, please tell us why.

NEW PRODUCTS

1. How interested would you be in purchasing any of the following products or services?

Very Somewhat Not
Interested Interested Interested

A daily devotional journal that would incorporate material from DJ to help you develop a deeper relationship with Christ

1 2 3

Limited special edition reprints of popular DJ art

1 2 3

Unique DJ Quiet Time and Worship CD (combined vocal and inspirational music) with short 10-minute tracks helping you enhance your Quiet Time

1 2 3

Local day seminars featuring NavPress authors or DJ writers speaking on discipleship and spiritual growth topics

1 2 3

DJ Work & Ministry Day Planner (Departments: Daily Bible Reading Plan, Ministry, Quotes, Prayer and Praise, etc.)

1 2 3

2. What types of tools would you find helpful for your ministry outreach that are not currently available?
-

YOU AND YOUR FAMILY

1. What is your gender? 1) Male 2) Female
2. What is your marital status? 1) Single (never married) 3) Divorced/separated
2) Married 4) Widow/widower
3. What is your age?
- 01) Under 20 05) 36-40 09) 51-55
02) 21-25 06) 41-45 10) 56-60
03) 26-30 07) 46-50 11) 61 or over
04) 31-35
4. Write in the number of children in each age group that currently live in your household. 1) No children in my household

_____ Under 6 years _____ 13-18 years
_____ 6-12 years _____ Over 18 years

5. What is highest level of education you have completed?
(Check ONLY ONE.)
- 1) Some high school or less 4) Graduated from college/university
2) Graduated from high school 5) Some post-graduate or seminary
3) Some college or technical school 6) Post-graduate or seminary degree

6. Have you ever attended a Christian college/university or Bible college?
1) Yes 2) No

7. Which of the following best describes your primary occupation?
(Check ONLY ONE.)

01) Pastor, minister, or clergy 07) Professional or technical job
02) Full-time Christian worker or missionary profession
03) Full-time homemaker 08) Government or civil service
04) Educator, teacher, or administrator 09) Military personnel
05) Business owner, manager, or supervisor 10) Student
06) Sales, clerical, or skilled labor position 11) Retired

8. What type of church do you normally attend?

01) Assemblies of God 11) Lutheran
02) Baptist (Southern) 12) Mennonite/Brethren/Anabaptist
03) Baptist (Other) 13) Nazarene
04) Christian & Missionary Alliance 14) Pentecostal
05) Church of Christ/Christian Church 15) Presbyterian/Reformed
06) Church of God 16) Roman Catholic
07) Episcopal 17) United Methodist
08) Evangelical Free 18) Other _____
09) Independent/Nondenom. (Charismatic)
10) Independent/Nondenom. (NonCharismatic) 19) Do not attend church

9. What is the size of your church? (average Sunday morning attendance)

1) Under 50 3) 100-199 5) 500-999
2) 50-99 4) 200-499 6) 1,000 or more

10. In what state is your home located? _____

11. Which of the following best describes the area where your home is located? (Check ONE best answer.)

1) Rural area (open country, away from village, town, or city)
2) Village or town (population less than 10,000)
3) Small or medium city (population from 10,000-99,999)
4) Large city (population from 100,000-999,999)
5) Metropolitan city (population of 1,000,000 or more)

12. What is your total household gross income (before taxes) for 2000?

1) Under \$20,000 4) \$40,000 - \$49,999 7) \$75,000 - \$99,999
2) \$20,000 - \$29,999 5) \$50,000 - \$59,999 8) \$100,000 - \$249,999
3) \$30,000 - \$39,999 6) \$60,000 - \$74,999 9) \$250,000 or more

Thank you very much!

Please return your completed questionnaire in the postage-paid envelope before **December 1** to Davison Dietsch McCarthy, 100 Grandville Ave SW, Suite 600, Grand Rapids, MI 49502-3409