

Pray!

A Confidential Survey Among Our Subscribers

Thank you in advance for participating in this important survey for *Pray!* magazine. 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 10-15 minutes to complete. Please return your completed questionnaire in the pre-addressed, postage-paid envelope before June 4, 2001.

FEEDBACK ON PRAY!

- On average, how much time do you personally spend reading each issue of *Pray!*?
 Under 30 minutes At least 1 hour but less than 2 hours
 At least 30 minutes but less than 1 hour More than 2 hours
- On average, how much of each issue of *Pray!* do you read?
 One quarter or less From half to three-fourths
 From one-quarter to one-half From three-fourths to all
- Which of the following best describes what you typically do with *Pray!* 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
- How many other people (e.g., spouse, family members, friends, small group members) usually read your copy of *Pray!*? (DO NOT count yourself.)
 1 person 3 persons 5 or more persons
 2 persons 4 persons No additional persons
- Please indicate how often you read the following regular features in *Pray!*

	Almost Always	Sometimes	Rarely	Never	Not Familiar With It
Articles in Theme Section (topic on front cover)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feature articles after Theme Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ideas Section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toward Revival Column (David Bryant)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Editor's column	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
World Insight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prayers of the Bible Column (Lee Brase)	<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"/>

- Do you agree or disagree with the following statements?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
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"/>
The design and layout of <i>Pray!</i> make it easy to read.	<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 would like to see more photos in <i>Pray!</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The articles are well written and easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The articles in <i>Pray!</i> 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"/>
It is clear that the articles in <i>Pray!</i> are based on Scripture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have used material from the Ideas Section in my prayer life or ministry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- How have you used PrayKids!? (Check ALL that apply.)
 Purchased packet for my church.
 Reviewed it with appropriate person at my church (Christian Education Director, Children's Pastor, Sunday School Teacher).
 I personally used it or gave it to a child I know.
 Other _____
 None of the above, I have never used PrayKids!.
- Overall, how would you rate the quality of *Pray!*?
 Excellent Good Fair Poor
- I have renewed my subscription to *Pray!* at least once. Yes No

10. Do you currently plan to renew your subscription to *Pray!* when your present term expires?

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

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

11. How satisfied are you with the level of service you receive on your subscription to *Pray!*? (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. Listed below are several other Christian publications. Please check ALL that you currently receive and/or read.

	<i>Regularly Receive</i>	<i>Regularly Read</i>
Charisma	<input type="radio"/> 01	<input type="radio"/> 01
Christian Parenting	<input type="radio"/> 02	<input type="radio"/> 02
Christian Reader	<input type="radio"/> 03	<input type="radio"/> 03
Christianity Today	<input type="radio"/> 04	<input type="radio"/> 04
Current Thoughts & Trends	<input type="radio"/> 05	<input type="radio"/> 05
Discipleship Journal	<input type="radio"/> 06	<input type="radio"/> 06
Focus on the Family	<input type="radio"/> 07	<input type="radio"/> 07
Leadership Journal	<input type="radio"/> 08	<input type="radio"/> 08
Marriage Partnership	<input type="radio"/> 09	<input type="radio"/> 09
Ministries Today	<input type="radio"/> 10	<input type="radio"/> 10
Moody	<input type="radio"/> 11	<input type="radio"/> 11
New Man	<input type="radio"/> 12	<input type="radio"/> 12
Spirit-Led Woman	<input type="radio"/> 13	<input type="radio"/> 13
Today's Christian Woman	<input type="radio"/> 14	<input type="radio"/> 14
Worship Leader	<input type="radio"/> 15	<input type="radio"/> 15
Youthworker Journal	<input type="radio"/> 16	<input type="radio"/> 16
Other _____	<input type="radio"/> 17	<input type="radio"/> 17

13. What other prayer ministry newsletters/publications do you regularly receive?

PRAYER HABITS, ATTITUDES, AND NEEDS

- How much time do you generally spend praying daily?

1 I don't pray every day 4 31 to 60 minutes a day
 2 Up to 15 minutes a day 5 More than 60 minutes a day
 3 15 to 30 minutes a day
- Please rank the following by how much time you spend on each area in your prayer time. Rank the area where you spend the most time #1, the second most time #2 and so on. Please rank the following from 1 to 7 using each number only once.

Petition-praying for personal needs
 Intercession-praying for the needs of others
 Prayer for revival
 Praying for the lost
 Adoration/Thanksgiving/Worship
 Communing (Listening)
 Meditating
- My personal feeling toward prayer is that it is: (Check ONE best answer.)

1 A spiritual discipline 2 A ministry calling 3 An inner burden
- Besides my personal prayer time, I am involved in the following: (Check ALL that apply.)

01 A weekly church prayer meeting 06 I am involved in a home cell prayer group
 02 A regular multi-church prayer gathering 07 I am in a community prayer group
 03 I have a prayer partner 08 I pray in a same-gender prayer group
 04 I pray in a triplet 09 Other _____
 05 I am a part of a lighthouse of prayer 10 None of the above
- I believe that manifestational gifts (tongues, prophecy, healing, etc.) have ceased in this day and age. 1 Yes 2 No
- Which of the following describes where you attend church? (Check ONE best answer.)

1 I attend a church where manifestational gifts are used.
 2 I attend a church where manifestational gifts are acknowledged, but not openly practiced.
 3 I attend a church that does not believe in the manifestational gifts.
- Which of the following describes *your* feeling about manifestational gifts? (Check ONE best answer.)

1 If I witnessed the use of manifestational gifts in a prayer gathering, I would be uncomfortable.
 2 Though I do not practice manifestational gifts, I am comfortable around those who do.
 3 I practice manifestational gifts.
- My relationship to prayer can best be described as: (Check ONE best answer.)

1 I'm a novice who wants to learn more 3 I'm a seasoned intercessor
 2 I'm a developing intercessor 4 I'm a prayer mobilizer

9. Does your church have any organized prayer ministries? 1 Yes 2 No
10. What prayer ministries does your church have? (Check ALL that apply.)
- | | |
|--|--|
| 01 <input type="radio"/> Weekly prayer meeting | 09 <input type="radio"/> A pastors' prayer partner program |
| 02 <input type="radio"/> House prayer groups | 10 <input type="radio"/> An adopted people group to pray for |
| 03 <input type="radio"/> Prayer teams | 11 <input type="radio"/> A missions-based prayer group |
| 04 <input type="radio"/> A prayer room | 12 <input type="radio"/> Other _____ |
| 05 <input type="radio"/> A deliverance team or ministry | |
| 06 <input type="radio"/> A prayer partner program | |
| 07 <input type="radio"/> Prayer time before Sunday services | |
| 08 <input type="radio"/> A prayer team that prays while the service is in progress | |
11. Have you attended a seminar, retreat, spiritual growth conference, or religious convention related to prayer within the past 12 months 1 Yes 2 No

CHRISTIAN BOOKS AND PRODUCTS

1. How many times did you go to a Christian bookstore in the past 12 months?
1 1-2 2 3-5 3 6-11 4 12-19 5 20 or more 6 None
2. How many individual Christian books did you purchase for yourself or as a gift in the past 12 months?
1 1-5 2 6-12 3 13-19 4 20 or more 5 None
3. Check ALL types of Christian books that you purchased for yourself or as a gift in the past 12 months.
- | | |
|--|--|
| 01 <input type="radio"/> Bible studies/small-group discussion guides | 12 <input type="radio"/> Issues/political |
| 02 <input type="radio"/> Biography/autobiography | 13 <input type="radio"/> Marriage/family |
| 03 <input type="radio"/> Books on prayer | 14 <input type="radio"/> Men's issues |
| 04 <input type="radio"/> Children's | 15 <input type="radio"/> Pastoral ministry |
| 05 <input type="radio"/> Christian living | 16 <input type="radio"/> Self-improvement/counseling |
| 06 <input type="radio"/> Christian service/lay ministry | 17 <input type="radio"/> Study aids/commentaries |
| 07 <input type="radio"/> Devotional/inspirational | 18 <input type="radio"/> Theology/doctrine |
| 08 <input type="radio"/> Fiction | 19 <input type="radio"/> Women's issues |
| 09 <input type="radio"/> Gift books | 20 <input type="radio"/> Youth-oriented |
| 10 <input type="radio"/> History/documentary | 21 <input type="radio"/> Other _____ |
| 11 <input type="radio"/> Humor | 22 <input type="radio"/> None |
4. 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.
- | | |
|--|--|
| 01 <input type="radio"/> Adult education curriculum | 10 <input type="radio"/> Junior high/high school youth group materials |
| 02 <input type="radio"/> Bible software | 11 <input type="radio"/> Pre-recorded music on cassettes |
| 03 <input type="radio"/> Bible studies or small-group materials | 12 <input type="radio"/> Pre-recorded music on CDs |
| 04 <input type="radio"/> Bibles | 13 <input type="radio"/> Single's ministry materials |
| 05 <input type="radio"/> Books | 14 <input type="radio"/> Sunday school/children's church curriculum |
| 06 <input type="radio"/> CD-ROM products | 15 <input type="radio"/> Support/recovery group resources |
| 07 <input type="radio"/> Children's products | 16 <input type="radio"/> Videos/films |
| 08 <input type="radio"/> College-age/young adults ministry resources | 17 <input type="radio"/> Other _____ |
| 09 <input type="radio"/> Home-schooling materials | 18 <input type="radio"/> None of the above |

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 <input type="radio"/> Adult Contemporary (Steven Curtis Chapman, Michael W. Smith) |
| 02 <input type="radio"/> Middle-of-the-Road/Soft Rock (4 Him, Point of Grace) |
| 03 <input type="radio"/> Contemporary Rock (Petra, Third Day) |
| 04 <input type="radio"/> Youth-Oriented Contemporary (DC Talk, The Newsboys) |
| 05 <input type="radio"/> Praise/Worship (Integrity, Vineyard Music) |
| 06 <input type="radio"/> Inspirational (Twila Paris, Steve Green) |
| 07 <input type="radio"/> Traditional Gospel (The Gaithers, Shirley Caesar) |
| 08 <input type="radio"/> Black Gospel (Shirley Caesar, Mahalia Jackson) |
| 09 <input type="radio"/> Contemporary Gospel (Kirk Franklin, The Winans) |
| 10 <input type="radio"/> Country (Bruce Carroll, Susie Luchsinger) |
| 11 <input type="radio"/> Children's (Integrity's Just-For-Kids, Veggie Tales) |
| 12 <input type="radio"/> Instrumental (Smokey Mountain Music, Brentwood Jazz Praise) |
| 13 <input type="radio"/> Other _____ |
3. 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

THE INTERNET

1. Do you have access to the Internet? 1 Yes 2 No
2. Have you visited *Pray!*'s web site at <http://www.praymag.com>? 1 Yes 2 No
- 2a. If yes, what areas of the site have you found most valuable? (Check ALL that apply.)
- | | |
|--|--|
| 1 <input type="radio"/> Article archives | 4 <input type="radio"/> Customer service and information |
| 2 <input type="radio"/> Sample issues | 5 <input type="radio"/> Other _____ |
| 3 <input type="radio"/> Online subscription services | |
3. Does your church or ministry currently have a website? 1 Yes 2 No
- 3a. If yes, what is the site address (URL)?

ADVERTISEMENTS IN *PRAY!*

1. Which of the following have you done after seeing an ad in *Pray!*? (Check ALL that apply.)
- | |
|---|
| 1 <input type="radio"/> Looked for the product at a local Christian bookstore. |
| 2 <input type="radio"/> Called the 800# listed in the ad and ordered it by phone. |
| 3 <input type="radio"/> Clipped out a coupon in the ad and mailed it in. |
| 4 <input type="radio"/> Tore out a response card near the ad and mailed it in. |
| 5 <input type="radio"/> Ordered the product from a direct-mail catalog. |
| 6 <input type="radio"/> Checked the product on <i>Pray!</i> 's readers service card and sent it in. |
| 7 <input type="radio"/> None of the above. |

NEW PRODUCTS

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

	Very Interested	Somewhat Interested	Not Interested
Books on prayer compiled from the best <i>Pray!</i> articles	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
A topical index of all <i>Pray!</i> articles ever printed	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
A topically indexed/searchable <i>Pray!</i> back issue library on CD-ROM	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Internet-accessible and searchable <i>Pray!</i> article archives	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
A daily devotional journal that would incorporate material from <i>Pray!</i> to help you develop a deeper relationship with Christ	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Unique <i>Pray!</i> Quiet Time and Worship CD (combined vocal and inspirational music) with short 10-minute tracks helping you enhance your Quiet Time	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
<i>Pray!</i> Work & Ministry Day Planner (Departments: Daily Bible Reading Plan, Ministry, Quotes, Prayer and Praise, etc.)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
Bookmark cards of specific points to pray on various subjects	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
A Bible Study book based on our Prayers of the Bible Column	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3

YOU AND YOUR FAMILY

1. What is your gender? 1 Male 2 Female
2. What is your race?
 1 African-American 3 Caucasian 5 Native American
 2 Asian 4 Hispanic 6 Other _____
3. What is your marital status?
 1 Single (never married) 3 Divorced/separated
 2 Married 4 Widow/widower
4. What is your age?
 01 Under 21 05 36-40 08 51-55
 02 21-25 06 41-45 09 56-60
 03 26-30 07 46-50 10 61 or over
 04 31-35
5. Write in the number of children in each age group that currently live in your household.
- | | | |
|---------------------|---------------------|---|
| _____ Under 6 years | _____ 13-18 years | <input type="radio"/> 1 No children in my household |
| _____ 6-12 years | _____ Over 18 years | |

6. What is the highest level of education you have completed? (Check ONE best answer.)
 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
7. Which of the following best describes your primary occupation? (Check ONE best answer.)
 01 Pastor, minister, or clergy 07 Professional or technical job profession
 02 Full-time Christian worker or missionary 08 Government or civil service
 03 Full-time homemaker 09 Military personnel
 04 Educator, teacher, or administrator 10 Student
 05 Business owner, manager, or supervisor 11 Retired
 06 Sales, clerical, or skilled labor position
8. What type of church do you normally attend?
 01 Assemblies of God 12 Lutheran
 02 Baptist (Southern) 13 Mennonite/Brethren/Anabaptist
 03 Baptist (Other) 14 Nazarene
 04 Christian & Missionary Alliance 15 Pentecostal
 05 Church of Christ/Christian Church 16 Presbyterian/Reformed
 06 Church of God (Anderson) 17 Roman Catholic
 07 Church of God (Cleveland) 18 United Methodist
 08 Episcopal 19 Other _____
 09 Evangelical Free 20 Do not attend church
 10 Independent/Nondenom. (Charismatic)
 11 Independent/Nondenom. (Non-Charismatic)
9. In which of the following types of ministry are you currently involved? (Check ALL that apply.)
 1 Small-group participant 5 Involved in a prayer ministry
 2 Small-group leader/co-leader 6 Church lay leader (board, committee member, elder, deacon, etc.)
 3 Sunday school teacher for adults 7 None of the above
 4 Sunday school teacher for children
10. 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
11. What was your total household gross income (before taxes) in 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 June 4, 2001 to Davison Dietsch McCarthy, 100 Grandville Ave SW, Suite 600 Grand Rapids, MI 49503