
2001 Discipleship Journal Reader Profile

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*.