
2000 Pray! Magazine Reader Profile

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 time spent reading each issue of *Pray!* 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.
30% identify themselves as charismatic.
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.

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%