

Background Information

Methodology

CHRISTIANITY TODAY magazine engaged the Market Research Department of Christianity Today, Inc. to conduct a national subscriber survey.

A random sample of 1,000 subscribers to CHRISTIANITY TODAY magazine was selected on an "nth" name basis from a list of all subscribers. An advance postcard alerting subscribers to the upcoming survey was sent one week before the survey was mailed. On July 2, 1999, a four-page questionnaire accompanied by a postage-paid return envelope, a cover letter and a \$1 incentive as a "token of our appreciation" for the respondent's cooperation were mailed to these same subscribers.

Two weeks later a follow-up postcard was sent to the entire sample explaining the importance of the study and thanking those who had already returned the questionnaire.

All returns were mailed to CTi Market Research. All surveys were tabulated by an outside service. A total of 3 post office returns for undeliverable addresses were eliminated leaving a net effective mailing of 997.

Survey returns were cut off on August 13, 1999. At that point a total of 557 usable questionnaires were tabulated for a net effective response rate of 56%.

Total sample	1000
Post office returns—undeliverables	3
Net effective mailing	997
Number of usable returned questionnaires	557
Net effective response rate (557/997)	56%

Schedule

The following is a summary of the schedule used for this study:

Advance postcard mailed	June 25, 1999
Questionnaires mailed	July 2, 1999
Follow-up postcard mailed	July 16, 1999
Cut-off of survey returns	August 13, 1999

Limitations

With a sample of completed questionnaires of this size, the sampling error is + or - 4.15 percentage points 95% of the time.

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