



NORTH AMERICAN MISSION BOARD, SBC
NAMB

Memorandum

To: Carolyn Curtis, Mike Ebert

From: Bob Rennier

Date: January 15, 2002

Re: On Mission Readership

Methodology

On November 26, 2001, a questionnaire was sent to a sample of 1,000 readers of *On Mission* magazine. This sample was drawn from a list of individual paid subscribers. The original list of subscribers contained 7,117 records. However, removing institutional and foreign addresses reduced the list. Additionally, records listed without names in any field were removed. Therefore, the sample of 1,000 readers was drawn from an effective universe of 6,629 paid subscribers. One record was removed from the sample due to an incomplete address.

Because of time constraints in completing this project, only one mailing was conducted. Returned questionnaires were opened until December 27, 2001. At that time, there were 196 completed questionnaires. Two of these questionnaires were unusable due to damage in the mail. Also, 44 questionnaires were undeliverable by the postal service due to bad addresses. Nine completed questionnaires were received after the cut-off date and are not included in this analysis.

The effective response rate for this survey is 20.3 percent. This low response rate may be due to the timing of the survey at the end of the year. However, the rate is not out of line with surveys conducted with only a single mailing.

Findings

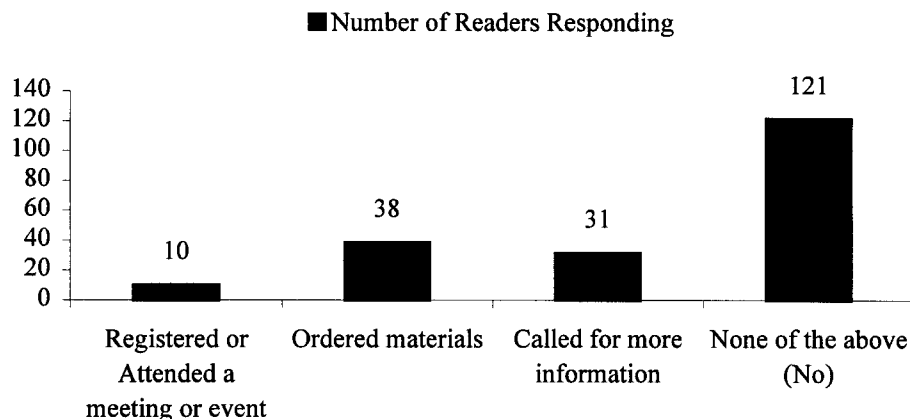
Almost all (94.7%) respondents normally read *On Mission* both “cover to cover” (34.2%) or simply “read articles of interest and looked through remaining pages” (60.5%). It is obvious these readers are engaged with the magazine.

When asked to give their opinion of the various aspects of *On Mission*, these readers again gave favorable marks. The following table summarizes their responses:

	Either Loved it or Liked it	n=
Appearance/ Style	95.1 %	175
Subject matter	93.4	170
Quality of Writing	94.4	170
Use of Illustrations	88.3	158
Use of photographs	90.5	161
Overall opinion of the publication	95.2	177

The next series of questions examined reader behavior concerning advertisements and announcements published in *On Mission*. The question and chart of responses follow.

Have you registered for events or bought materials you've seen publicized in On Mission, or called for information related to something you saw in the publication?



The next question that examined reader behavior asked about the number of Christian and secular books and CDs they had purchased within the past twelve months. A typical respondent purchased 7 Christian books and only 1 secular book within the past year. Respondents were less apt to purchase CDs. The typical respondent purchased 3 Christian CDs and no secular ones.

The respondents were extremely active in their religious life. Six of every 7 respondents (85.4%) attended church two or more times a week. Almost all (99.5%) have talked to someone about believing in Jesus Christ or accepting him as personal savior in the hopes [sic] of leading that person to Christ.

When asked about their witnessing experiences in the past year, most respondents (n=152) were likely to share written materials with an unsaved person. However, the passive approach was not the only approach. They were just as likely to talk with an unsaved person about becoming a Christian (n=146) or cultivate the friendship of an unsaved person with the aim of helping him/her to find Christ (n=131). Yet, only 74 respondents were successful in their efforts by actually leading a person to make a commitment to Christ in the past year.

Seven out of every 10 respondents had participated as a volunteer in a church-related mission project in their local community within the past year. Only 17.5 percent of respondents did not participate in a missions project in the preceding 12 months.

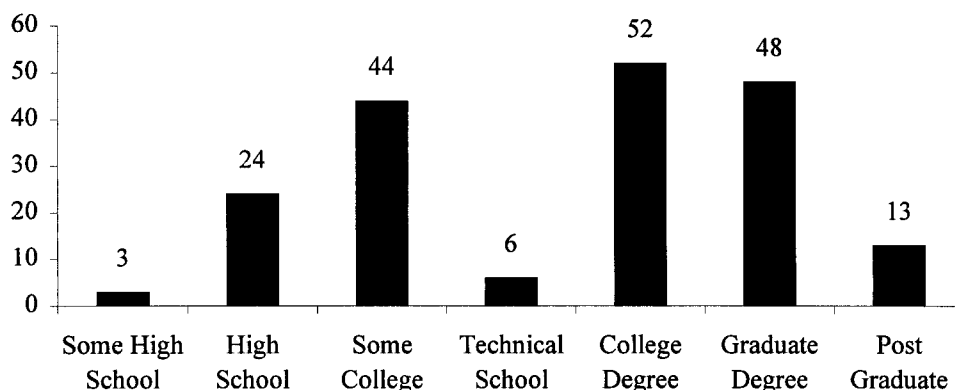
Within the past 6 months, about 4 out of every 9 respondents (43.7%) were prompted to visit a website by an advertisement they had seen in a magazine.

Demographic Characteristics

- Slightly more than half (52.6%) of all respondents were female.
- About half (49.2%) of all respondents were age 46 and older. Two-thirds (67.4%) of all respondents were age 36 and older.
- Three-quarters (76.2%) of respondents were married.
- Nearly 10 percent (9.8%) were widowed.
- Seven out of 10 (71.8%) respondents did not have children under age 18 living in the home.

The following chart breaks down the educational attainment of respondents.

What is the highest level of education you have completed?



Over one-third (37.9%) of respondents lived either in a large city (a place with 50,000 or more residents) or in suburban areas near a large city. Over one-fifth of respondents lived in rural (open country) areas.

Income categories were chosen that closely mirror the income quartiles of households in the United States. The median household income for the year 2000 in the United States is nearly \$40,000. That means half of all U. S. households make more than \$40,000 and half make less than that amount. Nearly 6 out of every 10 respondents (59.7%) reported household incomes of \$40,000 or more. Therefore, these respondents may represent a more affluent group than the general population.

Summary

These respondents are committed to *On Mission*. They like the magazine and they have been willing to pay to receive it. These respondents may not be representative of all readers of *On Mission*, however, they probably are very representative of readers who have purchased a subscription.

These readers are married, middle-aged empty-nesters with middle-income lifestyles who are committed to their church and local missions, and want to share their faith with others.

Final Notes

I am attaching a copy of the questionnaire along with the frequencies (raw data) for each question. If you have any questions or would like to discuss any of this material, please feel free to contact me at x6575.