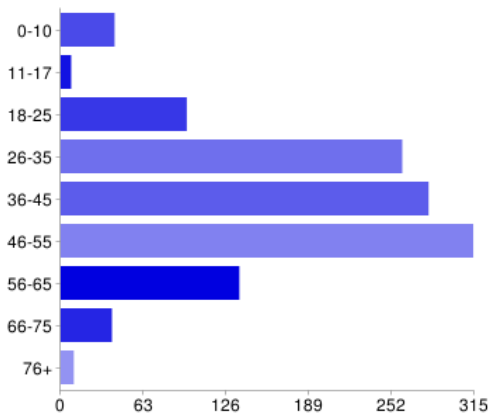


# W@W Readers' Survey December 2009 - January 2010

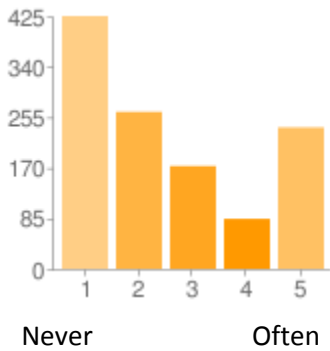
**Basis of Survey:** The survey was open to 15,080 subscribers during December 2009 to the end of January 2010. 1180 responses were received – a response rate of 8%.

## Your Age



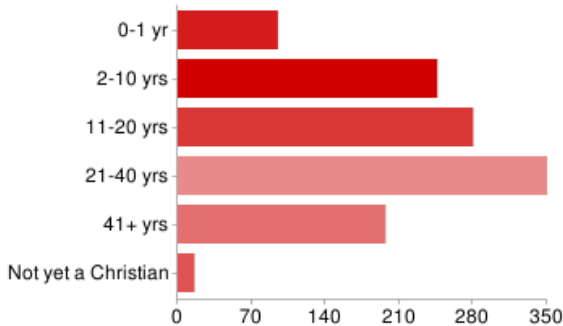
0-10	41	3%
11-17	8	1%
18-25	96	8%
26-35	260	22%
36-45	280	24%
46-55	314	27%
56-65	136	11%
66-75	39	3%
76+	10	1%

## Does your work require you to travel away from home?



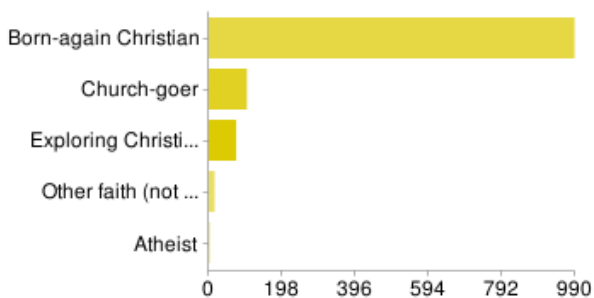
1 - Never	425	36%
2	264	22%
3	173	15%
4	84	7%
5 - Often	238	20%

## How long have you been a Christian?

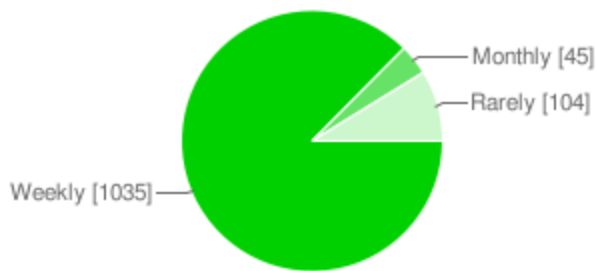


0-1 yr	95	8%
2-10 yrs	246	21%
11-20 yrs	280	24%
21-40 yrs	350	30%
41+ yrs	197	17%
Not yet a Christian	16	1%

## How would you describe your faith?

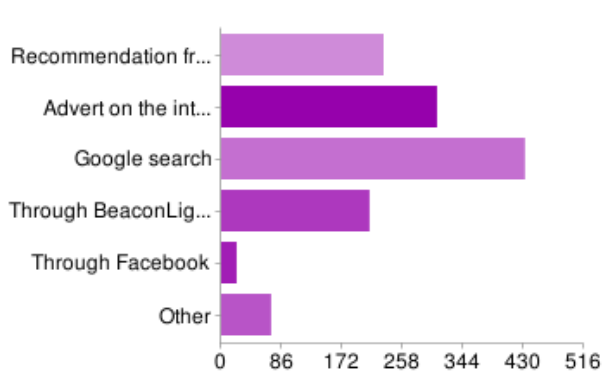


### How often do you attend church?



Weekly	1035	87%
Monthly	45	4%
Rarely	104	9%

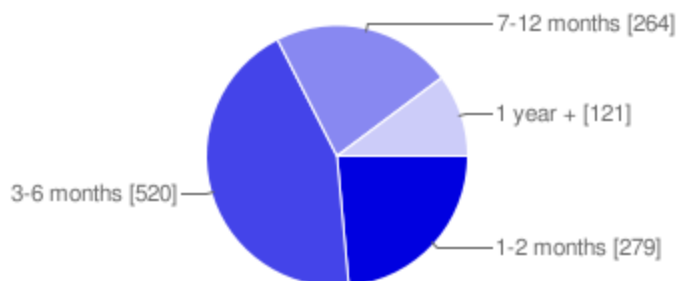
### How did you hear about W@W?



Recommendation from a friend	231	20%
Advert on the internet	307	26%
Google search	432	36%
Through BeaconLight Trust	211	18%
Through Facebook	22	2%
Other	71	6%

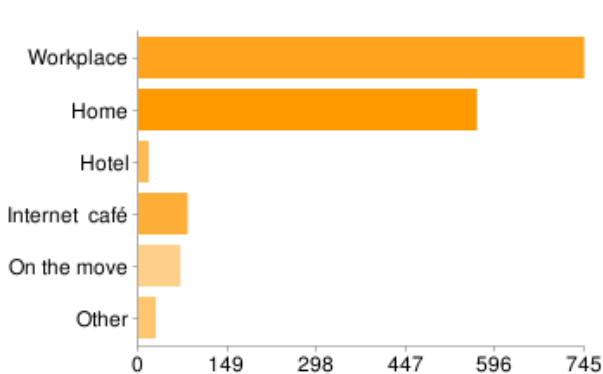
People may select more than one checkbox, so percentages may add up to more than 100%.

### How long have you been receiving Word@Work?



1-2 months	279	24%
3-6 months	520	44%
7-12 months	264	22%
1 year +	121	10%

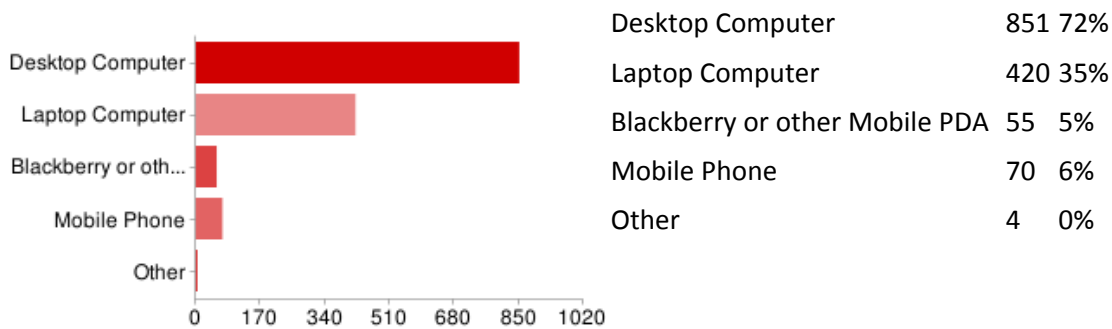
### Where do you read Word@Work?



Workplace	744	63%
Home	565	48%
Hotel	17	1%
Internet café	82	7%
On the move	70	6%
Other	29	2%

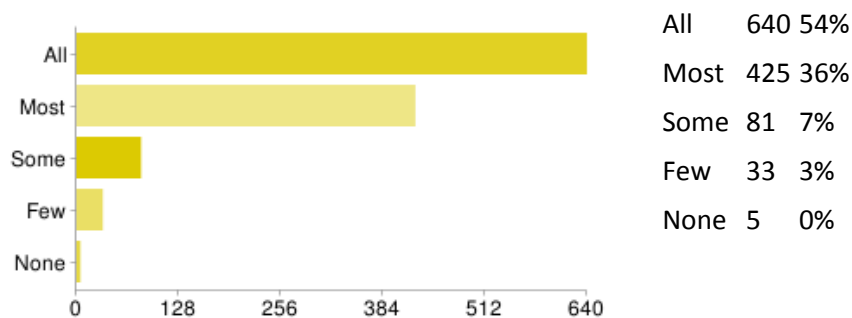
People may select more than one checkbox, so percentages may add up to more than 100%.

### What sort of device do you use to read Word@Work?

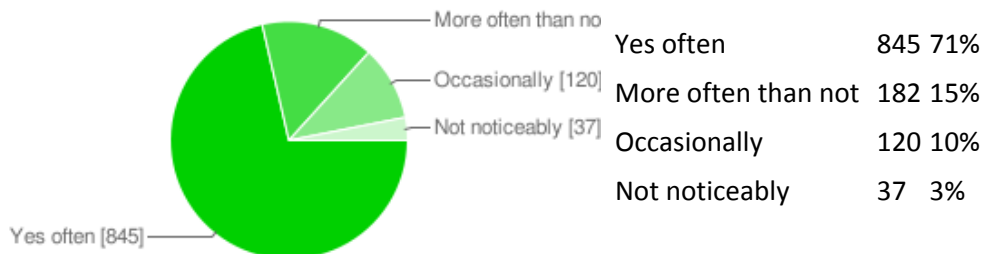


People may select more than one checkbox, so percentages may add up to more than 100%.

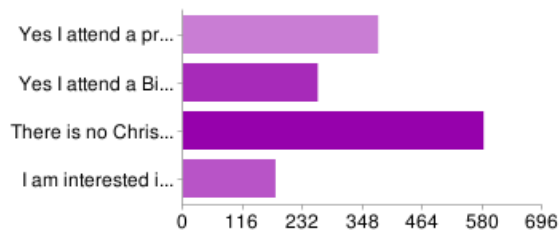
### How many Word@Work emails have you read on the day of delivery?



### Have the messages influenced your behaviour during the day?



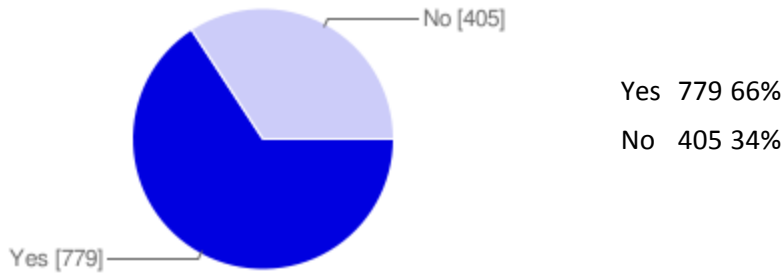
### Do you attend a Christian prayer group or Bible study group in your workplace?



Yes I attend a prayer group	378	32%
Yes I attend a Bible study group	261	22%
There is no Christian group in my workplace	582	49%
I am interested in starting a prayer or Bible study group in my workplace	179	15%

People may select more than one checkbox, so percentages may add up to more than 100%.

**Have you forwarded any Word@Work message to a friend/colleague?**



**How likely are you to recommend Word@Work to a friend/colleague in the future?**



**Please give your opinion of Word@Work overall.**

