This paper explores the religious behavior of the inhabitants of Bucaramanga from the analytical perspective known as economics of religion. By considering religious practice as a rational choice made by individuals, we analyze beliefs, the level of prayer, and the frequency of church attendance. The empirical results allow us to conclude that: (i) age and religious compatibility between couples are positive determinants of church attendance and prayer; (ii) education and income are factors that affect negatively the levels of individual religious practice.

Key words: ordered choice models, rational choice, economics of religion, church attendance, prayer, Bucaramanga. JEL: C35, D12, Z12.