



# The Presbyterian Panel

*Listening to Presbyterians*



**REPORT**

## *Presbyterians Today* The August 2003 Survey

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### **What is the Presbyterian Panel?**

The Presbyterian Panel consists of three nationally representative samples of groups affiliated with the Presbyterian Church (U.S.A.): members, elders (lay leaders) currently on session, and ordained ministers. (The session is the governing body in Presbyterian congregations.) For analysis, ministers are split into two groups based on current call: *pastors*, serving in a congregation, and *specialized clergy*, serving elsewhere. New samples are drawn every three years. Panel surveys are conducted quarterly, primarily by mail, but with an online completion option.

For more information on methods used to draw the samples, see the technical appendix in the *Background Report for the 2003-2005 Presbyterian Panel* (see next page for Web availability and ordering information).

The Panel is maintained and directed by the office of Research Services of the Presbyterian Church (U.S.A.). The first Panel was created in 1973 to provide a means for informing leaders of the opinions and activities of the rank and file across the church. Survey topics and questions are usually developed at the request of, and in consultation with, staff or elected members of national church entities. However, ultimate decisions on content and the disposition of Panel data are those of Research Services. Standards developed by the American Association of Public Opinion Research guide Panel surveys.

### **This Survey**

These pages summarize major findings from the fourth survey completed by the 2003-2005 Panel. The first half uses text and graphics to highlight important and useful findings. An appendix follows with comparative tables that display the percentage distribution of responses to every question for each of the four Panel groups.

Questionnaires were mailed August 11, 2003. Non-responders were sent a postcard reminder on August 29. Returns were accepted through early November 2003. Response rates for this survey are: members, 37%; elders, 44%; ministers, 51%. These response rates are lower than typically found, probably due to the inclusion in the mailing of a copy of the July/August 2003 issue of *Presbyterians Today* that panelists were asked to read before responding.

Panelists had the option to complete the survey on the Web, and 13% of members, 14% of elders, 14% of pastors, and 15% of specialized clergy did so. Results are subject to sampling and other errors. As a general rule, differences of less than 8% are not statistically meaningful.

Some analyses in this report, including those using gender, age, education, political preference, and theological stance, rely on responses of panelists to the initial questionnaire they completed in the fall of 2002. For more information on this earlier survey and responses of panelists to these questions, see the *Background Report for the 2003-2005 Presbyterian Panel* (see next page for Web availability and ordering information).

### **A Note on Terminology**

In this report, the term *median* refers to the middle number in an ordered distribution. For example, the median age for a group of people aged 12, 21, 28, 35, and 64 years would be 28 years. The term *mean* refers to the arithmetic average of values in a distribution; in the example, the mean age would be calculated as  $(12+21+28+35+64)/5$ , or 32 years.

### **Suggested Citation**

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## OVERVIEW

### **Author Note**

S. Craig This, independent researcher, and Deborah Bruce wrote this report and were assisted by the other staff members of the office of Research Services. John Marcum developed the questionnaire.

### **Staff of Research Service**

Keith M. Wulff, Coordinator; Deborah Bruce, Charlene Briggs; Perry Chang; John Marcum; Jamie McCulloch; David Prince; Christy Riggs; Ida Smith-Williams.

### **Sponsor**

The survey topic was requested by the staff of *Presbyterians Today* magazine, and the questions were written in consultation with them. For more information on *PT*, contact the editor, Eva Stimson (888-728-7228 ext. 5635; [estimson@ctr.pcusa.org](mailto:estimson@ctr.pcusa.org)), or go to the Web: [www.pcusa.org/today](http://www.pcusa.org/today).

### **Additional Copies**

Additional copies of this *Report* may be purchased for \$10 from Presbyterian Distribution Services (PDS)—call 800-524-2612 and request item #65100-03279. This *Report* is also available on the Web for free download in Adobe Acrobat format; go to [www.pcusa.org/research/panel/index.htm#2003](http://www.pcusa.org/research/panel/index.htm#2003) and click on the appropriate link. Copies of a four-page *Summary* of results are available for \$2 each directly from Research Services, or for free download from the same Web site. Call for information on quantity discounts on printed copies of either this *Report* or its *Summary* (888-728-7228 ext. 2040).

### **Background Report**

The *Background Report for the 2003-2005 Presbyterian Panel* is available for free download in Adobe Acrobat format on the Web ([www.pcusa.org/research/panel/reports/2003\\_05\\_full\\_bgndreport.pdf](http://www.pcusa.org/research/panel/reports/2003_05_full_bgndreport.pdf)), or may be purchased for \$10 from Presbyterian Distribution Services (PDS)—call 800-524-2612 and request item #65100-03276.

### **Panel on the Web**

A catalogue of Panel topics, and *Summaries* and *Reports* of surveys since 1994, are available on-line at the Presbyterian Church (U.S.A.) Web site: [www.pcusa.org/research/panel/index](http://www.pcusa.org/research/panel/index). A catalog of all surveys since the first Panel was created in 1973 is available here: [www.pcusa.org/research/panel/catalog.htm](http://www.pcusa.org/research/panel/catalog.htm).

#### **Interested in Learning More about *Your* Congregation or Presbytery?**

- ✓ **10-Year Trend Report for Congregations**—available for free: [www.pcusa.org/tenyeartrends](http://www.pcusa.org/tenyeartrends).
- ✓ **10-Year Trend Report for Presbyteries**—available from Research Services for \$95.
- ✓ **Neighborhood Demographic Report**—provides a quick look at the people who live in the area around your church; available for free: [www.pcusa.org/research/demographics](http://www.pcusa.org/research/demographics).
- ✓ Research Services can help you conduct a congregational survey to learn more about your worshipers and identify your congregation's strengths. Call 1-888-728-7228 ext. 2040 and ask about the **U.S. Congregational Life Survey** or visit: [www.USCongregations.org](http://www.USCongregations.org).

## HIGHLIGHTS

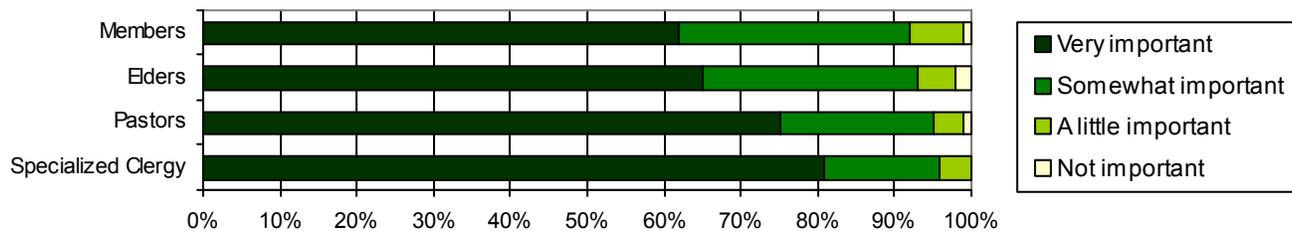
- ✓ A majority of respondents believe it is “very important” for the PC(USA) to have a regular means of communicating across the denomination. (p. 1)
- ✓ At least two-thirds in each group are interested in regularly receiving information about the PC(USA). (p. 1)
- ✓ More prefer a magazine like *Presbyterians Today* than other means of receiving information about the PC(USA). (p. 1)
- ✓ Few panelists are interested in subscribing to a monthly online publication with information about the denomination. (p. 1)
- ✓ Most pastors, but less than half of members, elders, and specialized clergy were “very familiar” with *Presbyterians Today* before receiving the survey (and the accompanying sample issue). (p. 2)
- ✓ Most laity have never subscribed to *PT*; a slim majority of pastors currently receive the magazine. (p. 2)
- ✓ Among those who previously subscribed to the magazine, the largest numbers of members and elders report that they dropped their subscription because their congregation stopped paying for it. (p. 2)
- ✓ Large majorities rate the quality of the writing, photographs, visual design, and content of the sample issue as “very high,” “high,” or “moderately high.” (p. 3)
- ✓ Of various articles and features, the largest percentage in each group express interest in the special General Assembly report that appeared in the copy they received. At least half of panelists were also interested in four monthly features: “Spiritual Fitness,” “Q&A,” “Bible Explorations,” and “Church in Society.” (p. 3)
- ✓ By large margins, more panelists describe *PT* as “attractive” rather than “unattractive,” “relevant” rather than “irrelevant,” “inspiring” rather than “uninspiring,” and “useful” rather than “useless.” (p. 4)
- ✓ Members who describe the magazine as “conservative” are more likely to report that they might subscribe than those who see it as “liberal.” (p. 4)
- ✓ One-fourth of members, a third of elders, 64% of pastors, and 57% of specialized clergy are “very likely” or “likely” to subscribe to *PT* (or renew, if already a subscriber) at the annual subscription rate of \$15.95. (p. 5)
- ✓ Many panelists believe that *PT* should “keep the same emphasis” it currently has on being an official PC(USA) publication. Of those who favor a change, more suggest “more emphasis” than “less emphasis.” (p. 5)
- ✓ Only two potential changes from a list of 24 would make at least half of members “more likely” to subscribe: more articles on Presbyterian beliefs and theology and on hot-button issues. (p. 6)
- ✓ Cost does not seem a major factor in subscription decisions: Majorities in all groups report that lowering the price to \$9.95 per year “would make no difference” in their subscription or renewal decision. (p. 6)
- ✓ More younger than older members indicate that three changes would make them more likely to subscribe: more articles on family issues, more articles on everyday living, and a children’s page. (p. 6)
- ✓ Very few laity but one-quarter of ministers visited the *PT* Web site in the previous year. (p. 7)
- ✓ The most common reason for a recent visit to the *PT* Web site is to find news about the PC(USA). (p. 7)
- ✓ Most pastors and specialized clergy and sizeable minorities of members and elders believe it is “very important” that “the PC(USA) continue to publish *Presbyterians Today*.” (p. 7)

# COMMUNICATION ACROSS THE CHURCH

## Importance of and Interest in Denominational Communication

- ✓ Most pastors (75%) and specialized clergy (80%) believe it is “very important” for the Presbyterian Church (U.S.A.) to have a regular means of communicating with individual members, elders, and ministers across the denomination. Almost as many members (62%) and elders (65%) agree (see Figure 1).

**Figure 1**  
**Importance of PC(USA) Having a Regular Means of Communicating Across the Denomination**



- ✓ Nine out of ten specialized clergy (90%) and eight out of ten elders and pastors (81% and 83%, respectively) report that they are “very interested” or “somewhat interested” in “receiving information regularly” about the Presbyterian Church (U.S.A.). Two-thirds of members (67%) are “very” or “somewhat interested” in such information.

## Preferred Forms of Denominational Communication

- ✓ While respondents agree that regular communication across the church is needed, Panel groups vary in the methods of communication they prefer. When asked to rank their preferences from a list of six options, large minorities (members, 43%; elders, 46%; pastors, 47%; specialized clergy, 46%) report that their “most preferred means of receiving information” about the denomination is through “a magazine like *PT*.”
- ✓ Combining the first, second, and third most preferred means of communication reveals that many more members than pastors are interested in using bulletin inserts for this purpose (see Table 1). Many more pastors than members prefer electronic communication—either e-mail newsletters or online at a Web site.

**Table 1**  
**Preferred Forms of Denominational Communication**

	<u>Members' Responses</u>		<u>Pastors' Responses</u>	
	<u>Most Preferred Form</u>	<u>Among Top Three</u>	<u>Most Preferred Form</u>	<u>Among Top Three</u>
In a magazine like <i>PT</i> .....	43%	75%	47%	85%
Through inserts for congregational bulletin.....	25%	77%	3%	33%
Through a print newsletter or newspaper.....	12%	55%	12%	53%
Through an e-mail newsletter.....	8%	30%	18%	63%
Online at a Web site.....	6%	25%	20%	62%
Through announcements during worship.....	5%	37%	0%	4%

- ✓ Few panelists are interested in subscribing to a monthly online publication that presents information about the denomination (“yes, definitely” or “yes, probably”: members, 13%; pastors, 28%). A few others (members, 18%; pastors, 30%) would be interested “only if free.”
- ✓ Among the few who are willing to pay for a subscription to an online publication, the median amount they would be willing to pay is \$10 per year.

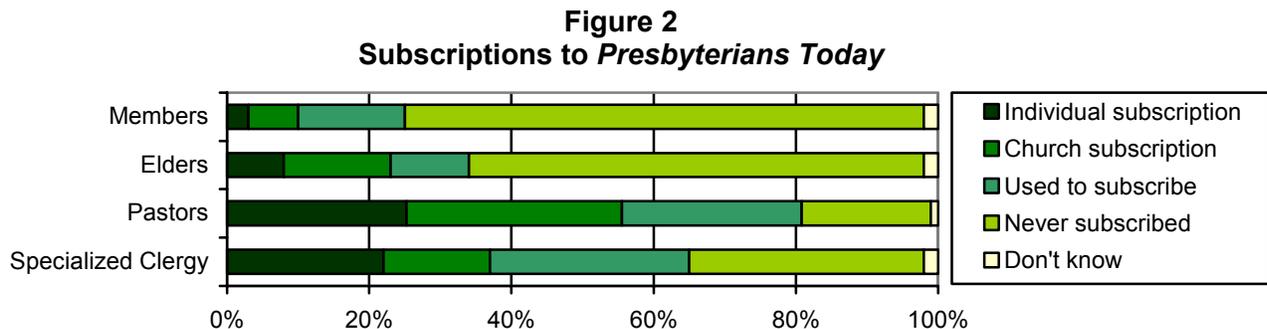
## FAMILIARITY WITH AND SUBSCRIPTIONS TO *PRESBYTERIANS TODAY*

### **Familiarity with Presbyterians Today**

- ✓ Most pastors report that before receiving the survey (and the accompanying sample issue of the magazine) they were “very familiar” with *Presbyterians Today* (70%). Far fewer members (9%), elders (19%), or specialized clergy (49%) were “very familiar.” In fact, almost half of members (45%) and three in ten elders (31%) were “not at all familiar” with the magazine.
- ✓ Not surprisingly, panelists who are current subscribers are more likely to be “very familiar” with *Presbyterians Today*. For example, 64% of members with individual subscriptions and 46% of those who receive the magazine through a church subscription, but only 2% of those who have never subscribed, are “very familiar” with *PT*. (Church subscriptions are paid by the congregation.)
- ✓ Pastors are a bit more familiar with *PT* even if they have never subscribed. Nine in ten pastors with individual subscriptions (92%), 85% with church-paid subscriptions, and 40% who have never subscribed are “very familiar” with *PT*.

### **Subscriptions to PT**

- ✓ The majority of members and elders have never subscribed to *PT* (73% and 64%, respectively; see Figure 2). Less than one-quarter report that they or someone in their household currently subscribes, either individually (3%; 8%) or as part of a church-paid subscription (7%; 15%).



- ✓ More ministers subscribe to *PT*: 25% of pastors and 22% of specialized clergy currently have individual subscriptions; 30% of pastors and 15% of specialized clergy receive the magazine through a church-paid subscription.

### **Reasons for Dropping *PT* Subscriptions**

- ✓ A few in each group do not currently subscribe, but did at some time in the past (members, 15%; elders 11%; pastors, 25%; specialized clergy, 28%).
- ✓ Among those who used to subscribe, the largest numbers of members (40%), elders (55%), and specialized clergy (40%) report that they stopped subscribing because their “church quit paying for my subscription.” Among pastors, 23% chose that reason, and 25% chose “too liberal.”
- ✓ Lack of time is the reason for some cancellations. “No time to read it” was chosen by 18% of members and 14% of pastors, while “never got around to reading it” was cited by 16% and 13%.
- ✓ Few stopped their subscriptions because the magazine was “too expensive” (members, 4%; pastors, 13%), because they were “not interested in the content” (members, 6%; pastors, 18%), or because it was “too conservative” (members, 2%; pastors, 1%).

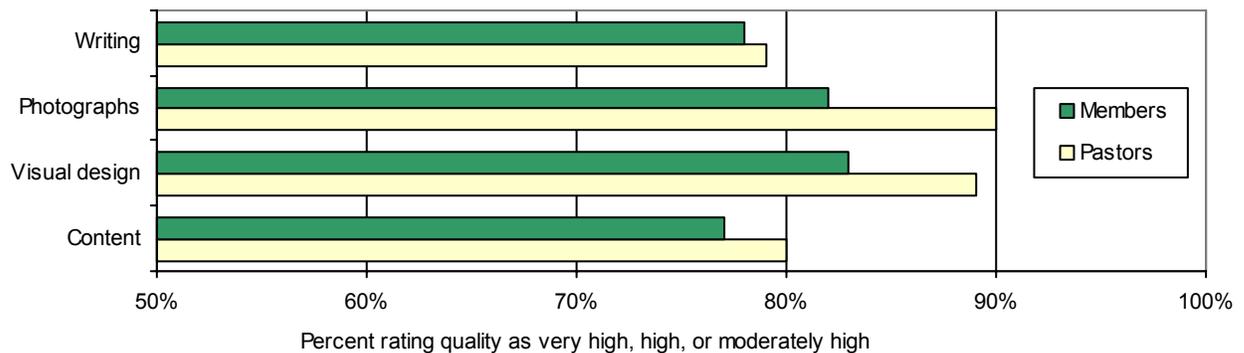
**Examination of the Sample Issue**

- ✓ About three-quarters of elders (74%), pastors (76%), and specialized clergy (79%) read “all” or “more than half” of the sample issue of *PT* included with the Panel questionnaire (the July/August 2003 issue). Two-thirds of members (67%) read as much.
- ✓ A few either “did not look at it at all” (members, 3%; pastors, 1%) or “just skimmed through it” (members, 9%; pastors, 6%).

**Evaluating the July/August 2003 Issue**

- ✓ Evaluations of the July/August 2003 issue were favorable, with more than three-quarters of respondents describing the quality of the content, visual design, photographs, and writing as “very high,” “high,” or “moderately high.” Pastors’ evaluations were slightly more favorable than those of members (see Figure 3).

**Figure 3**  
**Evaluations of the July/August 2003 Issue**



- ✓ Panelists were also asked to indicate their personal interest in 17 articles or features in the sample issue they received. In all four groups, the most interest is expressed in the special General Assembly report (“very high” or “high interest”: members, 62%; elders, 69%; pastors, 73%; specialized clergy, 76%).
- ✓ At least half of respondents in each group also has “very high” or “high interest” in four monthly features: “Spiritual Fitness,” a column on spirituality and discipleship (members, 50%; pastors, 56%); “Q&A,” featuring answers to questions submitted by readers about faith and religion (52%; 53%); “Bible Explorations,” which discusses texts from Scripture (52%; 53%); and “Church in Society,” a column on justice and compassion (55%; 51%).
- ✓ Two other monthly features are of “very high” or “high interest” to at least half of respondents in two Panel groups: “UpFront,” the editor’s monthly comments to readers (so rated by 50% of members, 54% of elders, 44% of pastors, and 48% of specialized clergy), and “SpotLight,” a compendium of short news stories about congregations, mission, schools, and people (members, 45%; elders, 47%; pastors, 52%; specialized clergy, 50%). In addition, a small majority of ministers (51% of both pastors and specialized clergy), but only 41% of members and 45% of elders, has “very high” or “high interest” in the cover story on church architecture.
- ✓ Most of the rest of the features and articles are of modest interest to a majority of panelists. About four in ten in each group, for example, have “very high” or “high interest” in the article on clergy couples (members, 41%; pastors, 33%), and in “LaughLines” (45%; 45%).
- ✓ No more than two in ten in any group have “very high” or “high interest” in the magazine’s classified advertising (members, 9%; pastors, 19%) or its other advertising (5%; 5%).

**Choosing Adjectives to Describe the Magazine**

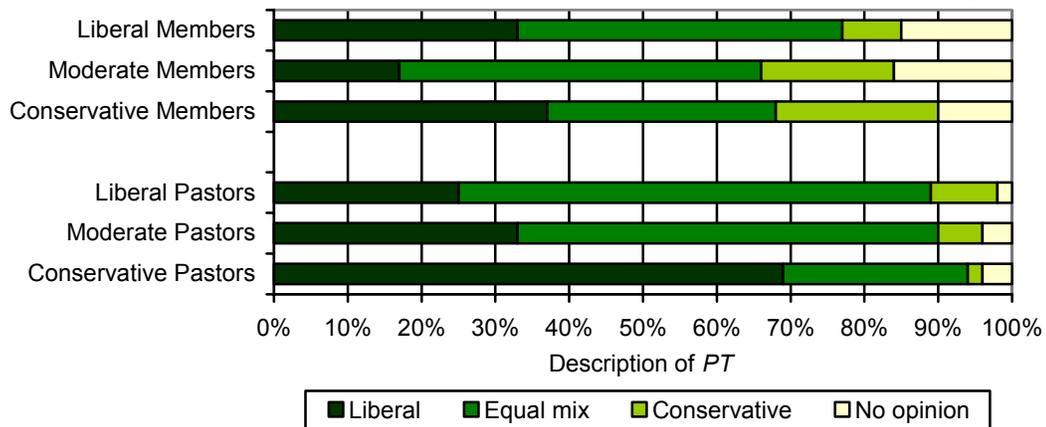
- ✓ When given pairs of words that might describe *PT*, more in each sample choose:
  - “Attractive” (e.g., elders, 68%) than “unattractive” (e.g., elders, 5%) (the rest chose “about an equal mix” or “no opinion”)
  - “Interesting” (elders, 65%) than “bland” (elders, 10%)
  - “Relevant” (60%) than “irrelevant” (9%)
  - “Contemporary” (46%) than “traditional” (9%)
  - “Inspiring” (43%) than “uninspiring” (21%)
  - “Useful” (40%) than “useless” (15%)
  - “Liberal” (28%) than “conservative” (21%)
- ✓ Younger members’ responses are less positive on two of these dimensions: “interesting”/“bland” and “attractive”/“unattractive.” One-half of the youngest group (less than 40 years) choose “interesting” (49%), while 58% of those 40-54, 55% of those 55-69, and 66% of those 70 or older do so. Similarly, four in ten members in the youngest age group (38%) but more than 60% in all other categories choose “attractive” (40-54, 63%; 55-69, 64%; 70+, 67%) over “unattractive.”
- ✓ Interestingly, younger members are just as likely as older members to describe the magazine as “liberal” (age less than 40 years, 27%; 40-54, 26%; 55-69, 31%; 70 or older, 27%).

***PT*: Liberal or Conservative?**

Responses to one word pair are particularly interesting. In every group (with the difference largest for pastors), more choose “liberal” (members, 29%; elders, 28%; pastors, 42%; specialized clergy, 31%) than “conservative” (members, 18%; elders, 21%; pastors, 5%; specialized clergy, 9%) to describe *PT*. Yet responses to this question are related to one’s own theological perspective (as shown in Figure 4 for members and pastors).

Regardless of their own perspective, a sizable percentage of members (40%) and pastors (49%) see *PT* as “an equal mix” of liberal and conservative. But a majority of liberal (64%) and moderate pastors (57%) do so, as well as 49% of moderate members. Among pastors, *PT* is rated “liberal” by many more who are conservative themselves (69%) than by those who are liberal (25%). That’s also true of members, but the differences are much smaller (37% of conservatives rate *PT* as “liberal,” as do 33% of liberals).

**Figure 4**  
**Views of the “Slant” of *Presbyterians Today* by One’s Own Stance on Theological Issues**



## INTEREST IN SUBSCRIBING TO *PRESBYTERIANS TODAY*

### **Likelihood of Subscribing to the Magazine**

- ✓ One in four members, one-third of elders, 64% of pastors, and 57% of specialized clergy are “very likely” or “likely” to subscribe to *PT* (or renew, if already a subscriber) at the annual subscription rate of \$15.95.

### **Factors Influencing the Likelihood of Subscription/Renewal**

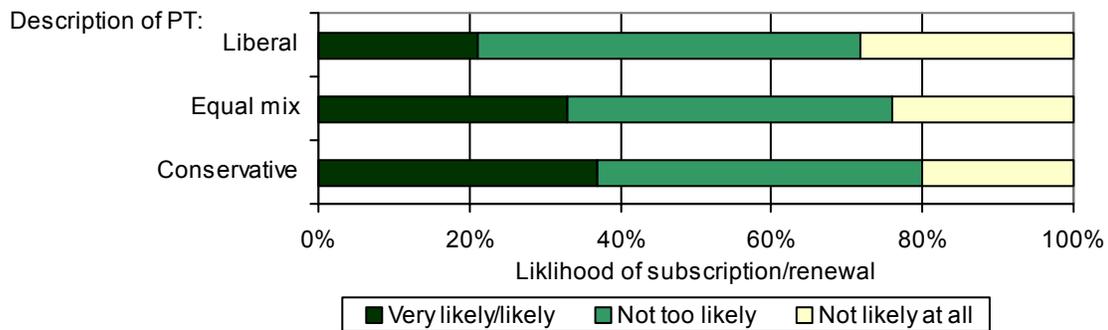
The many factors related to panelists’ stated likelihood of subscribing or renewing a subscription to *PT* include: whether panelists already subscribe; the extent to which they read the sample issue; and their view of the theological stance of the magazine.

The reported likelihood of subscribing/renewing is much greater among panelists who currently subscribe. Among members, for example, 66% of current subscribers report they are “very likely” or “likely” to subscribe (renew their subscriptions) to *PT*, yet only 23% of non-subscribers are “very likely” or “likely” to subscribe.

Similarly, the reported likelihood of subscribing/renewing is greater among panelists who read more of the sample issue enclosed with their survey. One-third of members who read more than half of the sample copy, but only 11% of those who read less, report they are “very likely” or “likely” to subscribe.

Finally, more members who describe *PT* as “conservative” indicate they would subscribe or renew than members who describe the magazine as “an equal mix” of liberal and conservative or as “liberal” (see Figure 5).

**Figure 5**  
**Likelihood of Subscribing by Perceived “Slant” of *PT*: Members’ Responses**



- ✓ At least six in ten in every group indicate that knowing that *PT* is published by the Presbyterian Church (U.S.A.) makes them “more likely” to want to read the magazine (elders, 63%; specialized clergy, 74%).
- ✓ If given a free subscription to *PT*, most respondents would read “more than half” of each issue (elders, 63%; specialized clergy, 71%), with 28% of elders and 34% of specialized clergy indicating they would read “all of it.”

### **Changing Presbyterians Today**

- ✓ When asked if *PT* should put more or less emphasis on its official status as a PC(USA) publication, the largest numbers of panelists indicate that *PT* should keep the emphasis “the same as it is now” (members, 40%; pastors, 44%). Of those favoring a change, more would encourage *PT* to put “more emphasis” on its PC(USA) linkages (17%; 28%) than would suggest “less emphasis” (10%; 16%). The remainder respond “don’t know” (33%; 12%).

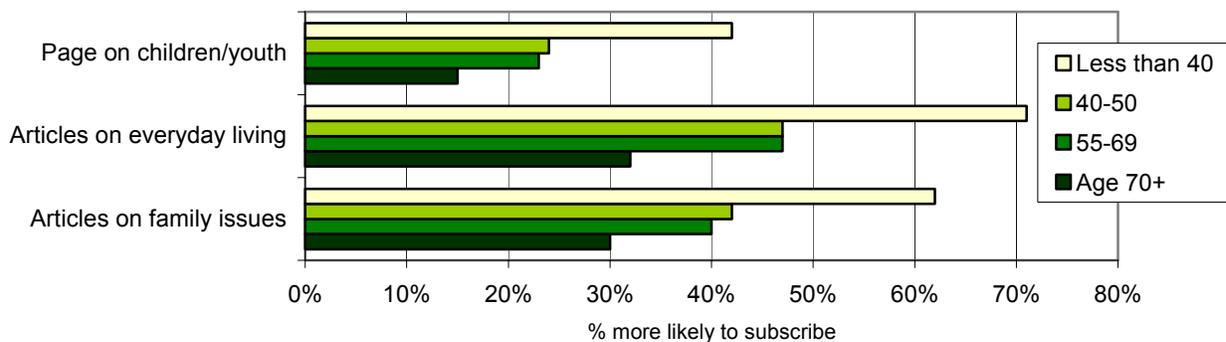
## INTEREST IN SUBSCRIBING TO *PRESBYTERIANS TODAY*

- ✓ When asked if *PT* should put more or less emphasis on programs and ministries of the PC(USA), the largest segment of elders, pastors, and specialized clergy favors “more emphasis” (43%, 44%, 48%, respectively). Members are more evenly split with 34% in favor of “more emphasis” and 37% in favor of no change (“keep the same emphasis as now”). “Keep the same emphasis” was the response of 34% of elders, 36% of pastors, and 37% of specialized clergy.
- ✓ Only two potential changes from a list of 24 would make at least half of members more likely to subscribe: “more articles on Presbyterian beliefs and theology” (57%) and “more articles on ‘hot-button’ issues” (50%).
- ✓ Sizeable numbers in all samples would be “more likely” to subscribe if there were more content on: successful church program ideas (members, 49%; pastors, 70%), everyday living (47%; 44%), spirituality and faith formation (44%; 62%), mission in the United States (41%; 57%), and family issues (41%; 44%).
- ✓ None of the 24 potential changes would make more than one-third of members “less likely” to subscribe. The theological slant of writers puts possible subscriptions most at risk among members. Three in ten members (29%) would be “less likely” to subscribe if there were “more theologically liberal writers”; 19% would be “less likely” to subscribe with “more theologically conservative writers.” Among pastors, about three in ten would be less likely to subscribe with either of these changes.
- ✓ Surprisingly, cost does not appear to be a major factor for many. Half or more in all four groups (members, 59%; elders, 52%; pastors, 51%; specified clergy; 50%) indicate that lowering the price to \$9.95 per year would “make no difference” in their subscription/renewal decision.
- ✓ Few panelists are interested in being able to buy copies of *PT* at “bookstores, groceries, drug stores, and other places where magazines are sold” (members, 23%; pastors, 24%).

### Enticing Younger Readers

Several changes might entice younger members to subscribe. Those less than 70 years—and particularly those less than 40—are more interested than older members in articles on family issues and on everyday living. They are also more interested in a page for children and youth. At the same time, few older members report that they would be “less likely” to subscribe if each of these changes were made.

**Figure 6**  
**Changes that Might Make Younger Members More Likely to Subscribe**



That is not the case for another potential change. While more younger than older members favor “more theologically liberal writers” (less than 40, 16%; 40-54, 10%; 55-64, 16%; 70+, 8%), this same change would make three in ten older members “less likely” to subscribe (55-64, 32%; 70+, 30%).

**Presbyterians Today on the Web**

- ✓ Few laity (members, 8%; elders 13%) but almost one-quarter of ministers (pastors, 24%; specialized clergy, 21%) visited the *PT* Web page ([www.pcusa.org/today](http://www.pcusa.org/today)) in the previous year.
- ✓ Those who currently subscribe to *PT* were more likely than non-subscribers to have visited the *PT* Web site (among members, 18% of subscribers and 7% of non-subscribers have visited in the last year).
- ✓ Of those who have done so, most (members, 84%; pastors, 52%) visited the Web site no more than four times in the previous year. Yet, 21% of pastors and 25% of specialized clergy report visiting ten or more times.
- ✓ The predominant reason given for their most recent visit to the *PT* Web site was to find “news about the PC(USA)” (elders, 49%; specialized clergy, 38%). Others came for “a current article or monthly feature” (14%; 26%) or “a past article or monthly feature” (8%; 21%). A few ministers also visited the Web site looking for a “job opening announcement or advertisement” (pastors, 16%; specialized clergy, 23%).

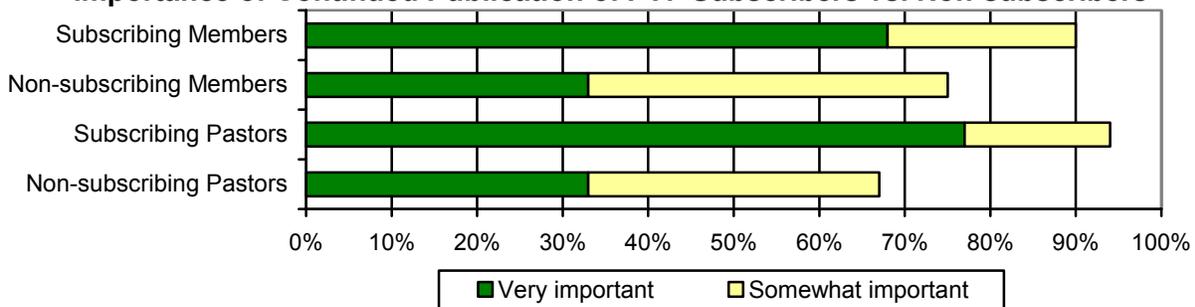
**Table 2**  
**Reasons for the Most Recent Visit to the *PT* Web Site**

	Members	Elders	Pastors	Specialized Clergy
A current article or monthly feature.....	11%	14%	22%	26%
A past article or monthly feature .....	11%	8%	28%	21%
News about the PC(USA) .....	57%	49%	34%	38%
A job opening announcement or advertisement .....	7%	7%	16%	23%
Another advertisement.....	—	—	1%	2%
The magazine in general .....	4%	10%	11%	11%
Nothing—I just happened upon it.....	7%	4%	7%	6%

**Future of Presbyterians Today**

- ✓ Majorities “strongly agree” or “agree” that “by informing Presbyterians about other parts of the church and our shared mission, *Presbyterians Today* does a good job of binding the church together” (members, 58%; elders, 56%; pastors, 66%).
- ✓ Most pastors (58%) and specialized clergy (61%) and sizeable minorities of members (37%) and elders (43%) indicate that it is “very important” that “the PC(USA) continue to publish *Presbyterians Today*.”
- ✓ Current subscribers in particular support continued publication of *PT*. Two-thirds of currently subscribing members (68%), but only one-third of non-subscribing members (33%), think it is “very important” that “the PC(USA) continue to publish *Presbyterians Today*.” Among pastors, 77% of subscribers and 33% of non-subscribers hold the same opinion.

**Figure 7**  
**Importance of Continued Publication of *PT*: Subscribers vs. Non-subscribers**



**THE PRESBYTERIAN PANEL**

***PRESBYTERIANS TODAY* —The August 2003 Survey**

**APPENDIX**

	Members	Elders	Ministers
Number of questionnaires mailed .....	1,076	1,296	1,407
Number of questionnaires returned.....	408	581	720 ‡
Percent returned .....	37%	44%	51%

‡ 474 pastors; 246 specialized clergy

Q1. In general, how important is it for the PC(USA) to have a regular means of communicating with individual members, elders, and ministers across the denomination?

	Members	Elders	Pastors	Specialized Clergy
Very important.....	62%	65%	75%	80%
Somewhat important.....	30%	28%	20%	15%
A little important.....	7%	5%	4%	4%
Not important .....	1%	2%	1%	*

Q2. Prior to receiving this questionnaire, how familiar were you with the magazine *Presbyterians Today*?

Very familiar.....	9%	19%	70%	49%
Generally familiar.....	19%	25%	26%	28%
Only a little familiar.....	26%	25%	3%	16%
Not familiar at all → → <i>Skip to Q4</i> .....	45%	31%	*	8%

Q3. Do you agree or disagree? By informing Presbyterians about other parts of the church and our shared mission, *Presbyterians Today* does a good job of binding the church together.

	n=221	n=398	n=472	n=226
Strongly agree.....	6%	10%	24%	20%
Agree.....	52%	46%	42%	43%
Both agree and disagree.....	25%	24%	19%	26%
Disagree.....	6%	6%	9%	3%
Strongly disagree.....	1%	1%	2%	1%
Not sure.....	11%	13%	4%	7%

**Please read through the enclosed copy of *Presbyterians Today* before answering Q4-Q14.**

Q4. How would you rate the overall quality of the:

a. content of this issue?

Very high.....	13%	12%	16%	16%
High.....	36%	40%	41%	42%
Moderately high.....	28%	25%	23%	22%
Mixed.....	17%	19%	17%	16%
Moderately poor.....	2%	1%	3%	2%
Poor.....	1%	1%	1%	1%
Very poor.....	*	1%	—	1%
Don't know.....	3%	1%	—	*

Note: Percentages may not add to 100 due to rounding

\* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q4. How would you rate the overall quality of the:  
(Cont.)

b. visual design?				
Very high .....	14%	16%	25%	24%
High .....	39%	43%	42%	44%
Moderately high .....	30%	27%	22%	20%
Mixed .....	14%	12%	9%	10%
Moderately poor .....	1%	1%	1%	2%
Poor .....	1%	—	*	*
Very poor .....	—	*	*	*
Don't know .....	2%	2%	*	*
c. photographs?				
Very high .....	15%	18%	27%	27%
High .....	36%	40%	41%	41%
Moderately high .....	31%	26%	22%	18%
Mixed .....	13%	11%	7%	12%
Moderately poor .....	2%	3%	2%	1%
Poor .....	1%	—	*	*
Very poor .....	*	*	*	—
Don't know .....	2%	2%	*	*
d. writing?				
Very high .....	11%	10%	15%	15%
High .....	37%	41%	37%	42%
Moderately high .....	30%	27%	27%	23%
Mixed .....	17%	19%	18%	18%
Moderately poor .....	1%	1%	2%	2%
Poor .....	1%	—	1%	*
Very poor .....	1%	1%	—	—
Don't know .....	2%	2%	*	*

Q5. How would you rate the following features in this issue in terms of their interest to you personally?

a. Cover story on church architecture (p. 12)				
Very high interest .....	8%	13%	19%	15%
High interest .....	33%	32%	32%	36%
Some interest .....	38%	39%	37%	36%
Only a little interest .....	15%	12%	10%	10%
No interest .....	6%	4%	2%	2%
b. Article on clergy couples (p. 18)				
Very high interest .....	8%	7%	11%	12%
High interest .....	33%	29%	22%	26%
Some interest .....	41%	44%	41%	41%
Only a little interest .....	14%	16%	20%	18%
No interest .....	5%	4%	6%	2%

Note: Percentages may not add to 100 due to rounding

\* = less than 0.5%; rounds to zero

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	Members	Elders	Pastors	Specialized Clergy
Q5. How would you rate the following features in this issue in terms of their interest to you personally?				
(Cont.)				
c. General Assembly report (p. 22)				
Very high interest.....	23%	28%	29%	33%
High interest.....	39%	41%	44%	43%
Some interest.....	26%	24%	22%	19%
Only a little interest.....	10%	5%	5%	5%
No interest.....	2%	2%	1%	*
d. Classified advertisements (p. 32)				
Very high interest.....	1%	2%	4%	5%
High interest.....	8%	10%	15%	15%
Some interest.....	26%	27%	37%	36%
Only a little interest.....	35%	38%	31%	29%
No interest.....	29%	24%	13%	15%
e. Other advertisements				
Very high interest.....	1%	1%	1%	1%
High interest.....	4%	5%	4%	5%
Some interest.....	29%	29%	30%	29%
Only a little interest.....	38%	40%	43%	38%
No interest.....	28%	24%	22%	28%
<i>Monthly Features:</i>				
f. UpFront (p. 2)				
Very high interest.....	15%	14%	10%	12%
High interest.....	35%	40%	34%	36%
Some interest.....	35%	36%	39%	36%
Only a little interest.....	10%	7%	14%	12%
No interest.....	4%	4%	4%	4%
g. LaughLines (p. 5)				
Very high interest.....	10%	9%	12%	14%
High interest.....	35%	36%	33%	27%
Some interest.....	42%	41%	36%	32%
Only a little interest.....	10%	10%	15%	23%
No interest.....	3%	5%	4%	3%
h. Cartoons (pp. 5, 38)				
Very high interest.....	8%	7%	9%	12%
High interest.....	27%	28%	34%	25%
Some interest.....	43%	46%	38%	36%
Only a little interest.....	15%	14%	15%	22%
No interest.....	6%	5%	3%	6%
i. Spiritual Fitness (p. 6)				
Very high interest.....	11%	15%	15%	16%
High interest.....	39%	36%	41%	36%
Some interest.....	33%	34%	27%	32%
Only a little interest.....	13%	12%	14%	13%
No interest.....	4%	2%	2%	2%

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n = number of respondents eligible to answer this question

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		Members	Elders	Pastors	Specialized Clergy
Q5.	How would you rate the following features in this issue in terms of their interest to you personally?				
(Cont.)					
j.	Go Figure (p. 7)				
	Very high interest.....	9%	11%	13%	13%
	High interest.....	30%	35%	37%	30%
	Some interest.....	43%	40%	38%	39%
	Only a little interest.....	12%	10%	9%	17%
	No interest.....	6%	4%	3%	1%
k.	SpotLight (p. 8)				
	Very high interest.....	13%	10%	16%	15%
	High interest.....	32%	37%	36%	35%
	Some interest.....	38%	39%	36%	37%
	Only a little interest.....	13%	10%	10%	12%
	No interest.....	5%	5%	2%	1%
l.	Critics' Corner (p. 30)	+			
	Very high interest.....	8%	9%	9%	10%
	High interest.....	27%	30%	31%	31%
	Some interest.....	44%	43%	42%	37%
	Only a little interest.....	15%	14%	15%	18%
	No interest.....	6%	5%	3%	3%
m.	Q&A (p. 32)				
	Very high interest.....	14%	16%	14%	16%
	High interest.....	38%	39%	39%	37%
	Some interest.....	36%	34%	34%	35%
	Only a little interest.....	8%	8%	10%	8%
	No interest.....	4%	3%	3%	4%
n.	Readers Write (p. 38)				
	Very high interest.....	11%	10%	9%	12%
	High interest.....	36%	36%	28%	30%
	Some interest.....	35%	35%	37%	38%
	Only a little interest.....	12%	13%	20%	15%
	No interest.....	6%	6%	7%	5%
o.	Bright Ideas (p. 45)				
	Very high interest.....	9%	12%	12%	13%
	High interest.....	32%	35%	36%	33%
	Some interest.....	44%	38%	37%	36%
	Only a little interest.....	11%	12%	12%	16%
	No interest.....	5%	4%	3%	3%
p.	Bible Explorations (p. 46)				
	Very high interest.....	15%	16%	16%	22%
	High interest.....	37%	44%	37%	43%
	Some interest.....	31%	30%	34%	27%
	Only a little interest.....	12%	8%	11%	7%
	No interest.....	4%	2%	3%	1%

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Q5. How would you rate the following features in this issue in terms of their interest to you personally?

(Cont.)

q. The Church in Society (p. 48)

Very high interest.....	17%	17%	19%	30%
High interest.....	38%	38%	32%	36%
Some interest.....	29%	31%	28%	21%
Only a little interest.....	11%	9%	13%	11%
No interest.....	5%	6%	7%	2%

Note: One regular monthly feature, "NewsWatch," is omitted from this issue because of the extended news report on the General Assembly meeting.

Q6. Below are several pairs of contrasting words that might be used to describe *Presbyterians Today* (PT). For each pair, indicate the extent to which one word or the other best describes PT.

For example, on the first pair of words: if you think PT is *very interesting*, ✓ box 1:  
1   2   3   4   5  
 If you think it is *very bland*, ✓ box 5:  
1   2   3   4   5  
 If you think PT is somewhere in-between, ✓ box 2 if you think it is more interesting than bland; ✓ box 4 if you think it is more bland than interesting; and ✓ box 3 if you think PT is an equal mix of interesting and bland. ✓ box 6 if you have no opinion.

*Presbyterians Today is . . .*

a.	Interesting .....	22%	22%	24%	16%
	More interesting than bland .....	37%	43%	42%	45%
	About equal.....	26%	23%	15%	20%
	More bland than interesting .....	7%	8%	14%	14%
	Bland.....	3%	2%	4%	4%
	No opinion .....	6%	2%	*	1%
b.	Inspiring .....	9%	8%	11%	7%
	More inspiring than uninspiring.....	26%	35%	31%	29%
	About equal.....	39%	32%	32%	37%
	More uninspiring than inspiring.....	14%	17%	18%	22%
	Uninspiring .....	4%	4%	7%	4%
	No opinion .....	8%	2%	1%	1%
c.	Attractive .....	20%	21%	28%	28%
	More attractive than unattractive .....	40%	47%	50%	46%
	About equal.....	27%	25%	17%	18%
	More unattractive than attractive .....	5%	4%	4%	7%
	Unattractive.....	1%	1%	1%	1%
	No opinion .....	6%	2%	1%	1%

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- = zero (0.0); no cases in this category
- + = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)
- n = number of respondents eligible to answer this question
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Q6. Below are several pairs of contrasting words that might be used to describe *Presbyterians Today (PT)*. For each (Cont.) pair, indicate the extent to which one word or the other best describes *PT*.

***Presbyterians Today is . . .***

d.	Conservative .....	3%	3%	1%	1%
	More conservative than liberal.....	15%	18%	4%	8%
	About equal.....	40%	43%	49%	57%
	More liberal than conservative.....	19%	17%	29%	27%
	Liberal.....	10%	11%	13%	4%
	No opinion .....	12%	8%	3%	3%
e.	Useful.....	10%	9%	14%	15%
	More useful than useless.....	30%	40%	43%	46%
	About equal.....	37%	33%	24%	24%
	More useless than useful.....	13%	12%	16%	13%
	Useless .....	2%	3%	4%	2%
	No opinion .....	8%	2%	*	1%
f.	Relevant .....	13%	14%	19%	18%
	More relevant than irrelevant.....	39%	46%	43%	43%
	About equal.....	28%	28%	19%	26%
	More irrelevant than relevant.....	10%	6%	15%	12%
	Irrelevant.....	2%	3%	3%	1%
	No opinion .....	7%	2%	*	1%
g.	Contemporary .....	11%	11%	13%	12%
	More contemporary than traditional .....	31%	35%	36%	37%
	About equal.....	37%	37%	34%	35%
	More traditional than contemporary .....	9%	7%	11%	10%
	Traditional.....	1%	2%	3%	2%
	No opinion .....	11%	7%	3%	2%

Q7. At the current subscription rate of \$15.95 per year (ten issues), how likely are you to subscribe to *PT* after seeing the enclosed issue? (Subscribers: answer in terms of how likely you would be to renew your subscription at this price.)

Very likely .....	7%	10%	31%	23%
Likely.....	20%	25%	33%	34%
Not too likely .....	45%	44%	24%	29%
Not at all likely .....	28%	21%	13%	13%

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n = number of respondents eligible to answer this question

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	Members	Elders	Pastors	Specialized Clergy
Q8. Would you be more likely or less likely to subscribe (or renew your subscription, if you already subscribe) to <i>PT</i> if:				
a. The price were lower, say, \$9.95 per year?				
More likely.....	33%	43%	47%	46%
Less likely.....	1%	1%	*	*
It would make no difference.....	59%	52%	51%	50%
Don't know.....	7%	4%	2%	3%
b. The individual articles were shorter?				
More likely.....	5%	6%	4%	5%
Less likely.....	12%	14%	20%	21%
It would make no difference.....	75%	74%	72%	71%
Don't know.....	9%	5%	4%	3%
c. The individual articles were more in-depth?	+			
More likely.....	24%	27%	41%	53%
Less likely.....	8%	8%	9%	3%
It would make no difference.....	58%	59%	46%	41%
Don't know.....	10%	6%	4%	2%
d. There were fewer articles?	+			
More likely.....	3%	7%	4%	8%
Less likely.....	18%	21%	32%	28%
It would make no difference.....	70%	68%	58%	57%
Don't know.....	9%	5%	6%	7%
e. There was a column by the moderator or stated clerk of the General Assembly?				
More likely.....	28%	34%	30%	41%
Less likely.....	6%	5%	11%	6%
It would make no difference.....	55%	56%	54%	49%
Don't know.....	11%	5%	4%	4%
f. There was a page for children or youth?				
More likely.....	23%	23%	39%	29%
Less likely.....	7%	7%	7%	8%
It would make no difference.....	60%	65%	51%	60%
Don't know.....	9%	5%	4%	3%
g. There was a page for opinion articles by non-staff (an "op-ed" department)?				
More likely.....	28%	33%	37%	37%
Less likely.....	7%	8%	12%	12%
It would make no difference.....	54%	52%	44%	44%
Don't know.....	12%	7%	6%	6%
h. There were more articles, in general?	+			
More likely.....	17%	20%	26%	28%
Less likely.....	11%	12%	10%	14%
It would make no difference.....	63%	59%	58%	55%
Don't know.....	9%	9%	6%	4%
i. There were more articles on "hot-button" issues?	+			
More likely.....	50%	56%	42%	53%
Less likely.....	4%	6%	14%	12%
It would make no difference.....	38%	33%	39%	30%
Don't know.....	7%	6%	4%	5%

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n = number of respondents eligible to answer this question

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		Members	Elders	Pastors	Specialized Clergy
Q8.	Would you be more likely or less likely to subscribe (or renew your subscription, if you already subscribe) to <i>PT</i>				
(Cont.)	if:				
j.	There were more articles on everyday living?				
	More likely.....	47%	47%	44%	37%
	Less likely.....	6%	6%	8%	11%
	It would make no difference.....	40%	43%	43%	46%
	Don't know.....	7%	4%	6%	5%
k.	There were more articles on family issues? +				
	More likely.....	41%	43%	44%	34%
	Less likely.....	5%	6%	7%	12%
	It would make no difference.....	46%	46%	45%	51%
	Don't know.....	7%	4%	4%	4%
l.	There were more articles about interesting Presbyterians? +				
	More likely.....	38%	43%	48%	48%
	Less likely.....	7%	6%	8%	8%
	It would make no difference.....	49%	46%	42%	40%
	Don't know.....	6%	5%	3%	3%
m.	There were more articles about Presbyterian beliefs and theology?				
	More likely.....	57%	66%	71%	66%
	Less likely.....	4%	4%	5%	6%
	It would make no difference.....	33%	26%	22%	26%
	Don't know.....	6%	4%	2%	2%
n.	There was more news about the PC(USA)? +				
	More likely.....	32%	37%	48%	49%
	Less likely.....	7%	8%	8%	9%
	It would make no difference.....	52%	50%	42%	40%
	Don't know.....	9%	5%	2%	2%
o.	There was more news about congregations? +				
	More likely.....	29%	39%	52%	46%
	Less likely.....	10%	8%	7%	8%
	It would make no difference.....	52%	48%	38%	42%
	Don't know.....	10%	5%	3%	3%
p.	There was more news about other denominations?				
	More likely.....	20%	21%	16%	23%
	Less likely.....	16%	20%	29%	25%
	It would make no difference.....	56%	53%	51%	45%
	Don't know.....	8%	6%	4%	6%
q.	There was more news about global mission? +				
	More likely.....	29%	37%	51%	55%
	Less likely.....	8%	10%	8%	9%
	It would make no difference.....	57%	47%	38%	32%
	Don't know.....	6%	7%	4%	4%

Note: Percentages may not add to 100 due to rounding

\* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

		Members	Elders	Pastors	Specialized Clergy
Q8.	Would you be more likely or less likely to subscribe (or renew your subscription, if you already subscribe) to <i>PT</i> if:				
(Cont.)	r. There were more articles about mission in the United States?				
	More likely.....	41%	47%	57%	60%
	Less likely.....	5%	6%	5%	5%
	It would make no difference.....	49%	41%	34%	33%
	Don't know.....	5%	5%	4%	2%
	s. There was more information about church resources?				
	More likely.....	26%	38%	48%	39%
	Less likely.....	9%	7%	10%	7%
	It would make no difference.....	55%	47%	40%	51%
	Don't know.....	10%	8%	3%	3%
	t. There was more information about upcoming PC(USA) events?				
	More likely.....	23%	30%	40%	48%
	Less likely.....	6%	6%	9%	3%
	It would make no difference.....	61%	58%	47%	47%
	Don't know.....	10%	6%	3%	2%
	u. There were more theologically conservative writers?				
	More likely.....	26%	30%	30%	18%
	Less likely.....	19%	24%	39%	57%
	It would make no difference.....	46%	41%	28%	23%
	Don't know.....	9%	6%	3%	2%
	v. There were more theologically liberal writers?				
	More likely.....	12%	16%	22%	37%
	Less likely.....	29%	31%	35%	21%
	It would make no difference.....	48%	46%	38%	38%
	Don't know.....	11%	6%	4%	4%
	w. There was more content on spirituality and spiritual formation?				
	More likely.....	44%	55%	62%	59%
	Less likely.....	6%	5%	7%	8%
	It would make no difference.....	41%	32%	27%	31%
	Don't know.....	9%	8%	4%	2%
	x. There was more content about successful church program ideas?				
	More likely.....	49%	69%	70%	58%
	Less likely.....	5%	4%	4%	5%
	It would make no difference.....	40%	23%	24%	34%
	Don't know.....	7%	4%	2%	3%
Q9.	Would you personally like to be able to buy copies of <i>PT</i> at bookstores, groceries, drug stores, and other places magazines are sold?				
	Yes, definitely.....	5%	7%	8%	10%
	Yes, probably.....	18%	18%	16%	15%
	No, probably not.....	47%	47%	47%	47%
	No, definitely not.....	19%	15%	18%	13%
	Not sure.....	12%	13%	12%	14%

Note: Percentages may not add to 100 due to rounding

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— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

	Members	Elders	Pastors	Specialized Clergy
Q10. Does the fact that <i>PT</i> is published by the Presbyterian Church (U.S.A.) make you more or less likely to want to read it?				
More likely.....	59%	63%	71%	74%
Less likely.....	6%	7%	11%	5%
Has little or no effect.....	32%	28%	17%	20%
Don't know.....	4%	2%	1%	1%
Q11. Would you like to see <i>PT</i> put more emphasis on its official status as a PC(USA) publication, or put less emphasis on its official status as a PC(USA) publication?				
More emphasis on official PC(USA) status.....	17%	26%	28%	32%
Less emphasis on official PC(USA) status.....	10%	13%	16%	9%
Keep the same emphasis as now.....	40%	37%	44%	47%
Don't know.....	33%	24%	12%	12%
Q12. Would you like to see <i>PT</i> put more emphasis on programs and ministries of the Presbyterian Church (U.S.A.), or less emphasis on programs and ministries of the PC(USA)?				
More emphasis on PC(USA) ministries.....	34%	43%	44%	48%
Less emphasis on PC(USA) ministries.....	3%	6%	9%	5%
Keep the same emphasis as now.....	37%	34%	36%	37%
Don't know.....	26%	18%	11%	10%
Q13. If you were given a free subscription to <i>Presbyterians Today</i> , how much of each issue would you be likely to read?				
All of it.....	25%	28%	29%	34%
More than half of it.....	34%	35%	41%	37%
About half of it.....	18%	20%	16%	16%
Some of it, but less than half.....	19%	15%	12%	12%
None of it.....	4%	2%	1%	1%
Q14. In your opinion, how important is it that the Presbyterian Church (U.S.A.) continue to publish <i>Presbyterians Today</i> ?				
Very important.....	37%	43%	58%	61%
Somewhat important.....	40%	39%	24%	26%
A little important.....	13%	10%	8%	8%
Not important.....	10%	7%	9%	4%
Q15. In general, how interested are you in receiving information regularly about the Presbyterian Church (U.S.A.)?				
Very interested.....	30%	43%	76%	70%
Somewhat interested.....	37%	38%	17%	20%
A little interested.....	16%	12%	4%	7%
Not too interested.....	10%	4%	3%	2%
Not at all interested→→Skip to Q18.....	6%	3%	—	2%

Note: Percentages may not add to 100 due to rounding

\* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q16. How would you prefer to receive information about the Presbyterian Church (U.S.A.)? Write “1” beside your most preferred means of receiving information, “2” beside your second most preferred means, and “3” beside your third most preferred means. (*Rank only 3.*)

	◆	◆	◆	◆
<b>Most preferred</b>	n=370	n=550	n=469	n=239
In a magazine like <i>PT</i> .....	43%	46%	47%	46%
Online at a Web site .....	6%	8%	20%	19%
Through an e-mail newsletter .....	8%	9%	18%	18%
Through a print newsletter or newspaper .....	12%	13%	12%	12%
Through inserts for your congregational newsletter or bulletin .....	25%	21%	3%	5%
Through announcements during worship .....	5%	3%	—	—
<b>Second most preferred</b>	◆	◆	◆	◆
	n=370	n=550	n=469	n=239
In a magazine like <i>PT</i> .....	15%	18%	22%	23%
Online at a Web site .....	11%	12%	22%	24%
Through an e-mail newsletter .....	10%	11%	24%	24%
Through a print newsletter or newspaper .....	24%	29%	22%	17%
Through inserts for your congregational newsletter or bulletin .....	26%	22%	10%	10%
Through announcements during worship .....	14%	7%	1%	2%
<b>Third most preferred</b>	◆	◆	◆	◆
	n=370	n=550	n=469	n=239
In a magazine like <i>PT</i> .....	17%	17%	16%	14%
Online at a Web site .....	8%	14%	20%	19%
Through an e-mail newsletter .....	12%	12%	21%	19%
Through a print newsletter or newspaper .....	19%	17%	19%	22%
Through inserts for your congregational newsletter or bulletin .....	26%	26%	20%	19%
Through announcements during worship .....	18%	14%	3%	7%

Q17. Would you be interested in subscribing to a monthly online publication that presented information about the Presbyterian Church (U.S.A.)?

	n=370	n=550	n=469	n=239
Yes, definitely .....	2%	2%	9%	10%
Yes, probably .....	11%	10%	19%	22%
Yes, but only if free .....	18%	23%	30%	31%
No, probably not .....	38%	41%	28%	22%
No, definitely not .....	24%	18%	8%	9%
Not sure .....	7%	6%	6%	6%

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n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q17. Would you be interested in subscribing to a monthly online publication that presented information about the  
(Cont.) Presbyterian Church (U.S.A.)?

[If “Yes, definitely” or “Yes, probably,”] How much would you be willing to pay for an annual  
subscription (ten issues)? \$ \_\_\_\_\_

	+	+	+	+
	n=48	n=66	n=130	n=75
\$0 .....	2%	4%	6%	3%
\$1 than \$10.....	10%	9%	6%	10%
\$10 .....	54%	64%	38%	39%
\$11-\$14 .....	12%	5%	8%	7%
\$15 .....	12%	5%	18%	18%
\$16-\$19 .....	—	4%	2%	—
\$20 or more .....	10%	9%	21%	23%
Mean .....	\$11	\$11	\$13	\$13
Median .....	\$10	\$10	\$10	\$10

Q18. Are you or is anyone in your household a subscriber to *Presbyterians Today*?

Yes, as an individual.....	3%	8%	25%	22%
Yes, as part of a church subscription .....	7%	15%	30%	15%
Don't know .....	2%	2%	1%	2%
No, never subscribed.....	73%	64%	18%	33%
No, but I/we subscribed in the past ( <i>Continue to Q18a</i> ).....	15%	11%	25%	28%

Q18a. If you subscribed in the past, why did you quit? (✓ *all* that apply.)

	◆	◆	◆	◆
	n=60	n=64	n=117	n=68
Too expensive .....	4%	11%	13%	10%
No time to read it .....	18%	14%	14%	10%
Never got around to reading it .....	16%	8%	13%	16%
Not interested in content .....	6%	6%	18%	9%
My church quit paying for my subscription.....	40%	55%	23%	40%
Too conservative.....	2%	2%	1%	6%
Too liberal.....	13%	6%	25%	4%
Don't know .....	9%	8%	10%	10%
Other (specify): .....	11%	14%	18%	25%

Q19. How thoroughly did you examine the enclosed copy of *Presbyterians Today* either before or while you were  
answering this questionnaire?

Read all of it.....	40%	43%	40%	45%
Read more than half of it .....	27%	31%	36%	34%
Read about half of it.....	10%	12%	11%	9%
Read some of it, but less than half .....	8%	7%	7%	7%
Just skimmed through it .....	12%	6%	6%	4%
Did not look at it at all .....	3%	1%	1%	2%

Q20. Have you visited the *Presbyterians Today* Web page in the past year ([www.pcusa.org/today](http://www.pcusa.org/today))?

Yes .....	8%	13%	24%	21%
No → → <i>Skip to Q21</i> .....	92%	87%	76%	79%

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	Members	Elders	Pastors	Specialized Clergy
Q20a. If “yes,” approximately how often have you visited this Web site in the past year? ____ times				
	+			+
	n=32	n=75	n=113	n=51
Once.....	18%	10%	8%	11%
Twice.....	25%	27%	25%	23%
Three or four times.....	39%	31%	19%	30%
Five to nine times.....	7%	14%	26%	11%
Ten times or more.....	11%	17%	21%	25%

Q20b. On your most recent visit to the site, what were you looking for?

	Members	Elders	Pastors	Specialized Clergy
	+			+
	n=32	n=75	n=113	n=51
A current article or monthly feature.....	11%	14%	22%	26%
A past article or monthly feature.....	11%	8%	28%	21%
News about the PC(USA).....	57%	49%	34%	38%
A job opening announcement or advertisement.....	7%	7%	16%	23%
Another advertisement.....	—	—	1%	2%
The magazine in general.....	4%	10%	11%	11%
Nothing—I just happened upon it.....	7%	4%	7%	6%
Other (specify):.....	11%	14%	5%	4%

Q21. If you could change one thing about *PT*, what would it be?

	Members	Elders	Pastors	Specialized Clergy
<b>Specific content suggestions:</b>	+	+	+	+
More theology, spirituality.....	4%	4%	8%	8%
More news, information on PC(USA)/current issues in PC(USA)/PC(USA) staff and elected body work.....	2%	5%	7%	3%
More content about individual churches and their programs; more content to help individual congregations.....	2%	6%	3%	5%
More focus on presbyteries/regions.....	—	*	—	—
More reviews.....	1%	*	*	—
More devotionals, Bible study, lectionary texts.....	2%	2%	2%	3%
More contemporary, relevant articles/orientation.....	3%	3%	4%	3%
More focus on evangelism/new church development.....	—	1%	2%	1%
Add a resource page.....	—	—	1%	—
More information on other denominations, church internationally.....	—	*	—	1%
More human interest stories; profiles of individual Presbyterians.....	—	1%	—	—
Change in “Reader’s Write” (more; less; fewer letters on one topic).....	—	2%	—	1%
More children/youth-oriented content.....	3%	3%	—	1%
Change in current columnists/editorial staff.....	1%	1%	1%	1%
Change regarding cartoons.....	—	*	*	1%
More emphasis on mission.....	1%	—	*	—
More guest writers/columnists/editorials.....	—	—	1%	1%
More Bible-based content/traditional content.....	1%	2%	*	—
Other comments about specific pieces of magazine.....	5%	3%	4%	1%

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Q21. If you could change one thing about *PT*, what would it be?

(Cont.)

	+	+	+	+
<b>General content/editorial suggestions:</b>				
More depth, in general; more meat; less fluff; more thought-provoking; less boring .....	5%	5%	10%	19%
More length, in general; more articles and/or longer articles ...	1%	2%	2%	4%
Become more conservative/balanced .....	11%	13%	15%	6%
Written more for laity; more accessible to laity .....	1%	1%	*	1%
More opinionated editorial stance; less wishy-washy; different tone; more opinion, commentary; more "point-counterpoint": paired articles by writers with very different takes (e.g., liberal-conservative) on same issue .....	7%	3%	5%	3%
Make it shorter .....	2%	2%	*	1%
More inclusive; more racial ethnic balance; content in another language .....	—	—	*	3%
<b>Layout/Graphics:</b>				
Better/different photographs .....	1%	1%	*	1%
Change layout/format .....	4%	3%	3%	2%
Better graphics .....	—	—	2%	—
Better cover, title .....	1%	2%	—	3%
<b>Subscription/Delivery:</b>				
Lower price .....	4%	2%	3%	3%
Change delivery/availability (Send to every PC(USA) household; send it to church libraries; make it available for purchase at bookstores, seminaries) .....	3%	3%	3%	1%
Change advertisements .....	1%	2%	1%	1%
Send it free to pastors .....	—	*	*	1%
Change frequency of issue (bimonthly; quarterly) .....	1%	1%	—	—
More Web emphasis .....	—	1%	—	2%
<b>Other:</b>				
Change nothing; good as it is; general positive comments .....	19%	11%	12%	10%
Don't know; have no idea; not sure; ? .....	7%	7%	3%	4%
Eliminate it; shut it down .....	2%	2%	2%	1%
Comment not applicable .....	8%	8%	6%	5%

Q22. Use this space for additional comments.

[Not tabulated]

Response form:

Paper .....	87%	86%	86%	85%
Web .....	13%	14%	14%	15%

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