



THE  
PRESBYTERIAN PANEL



*Listening to Presbyterians*

REPORT

# Presbyterian Historical Society



RESEARCH  
SERVICES

PC(USA) Research Services  
100 Witherspoon Street  
Louisville KY 40202  
(502)569-5014

5 / 22 / 2015

Angie Andriot, PhD  
and  
Joelle Kopacz, MA

In partnership with:

Presbyterian Historical  
Society

2015 Panel, Volume #1

# Presbyterian Historical Society Executive Summary\*

## Personal Interest and Use

- Presbyterians have a general interest in the history of the denomination. However, teaching elders are significantly more likely than members to find it important to personally know the history of the denomination.
- When asked which areas of Presbyterian history they are interested in learning about, panelists most frequently answer with theology and worship history (58%), congregational history (51%), and Reformation history (49%).
- Panelists' top source of information about the Presbyterian Church (U.S.A.) is the PC(USA) website.
- Teaching elders access more sources of information about the PC(USA) than do members.
- Overall, the older the person, the fewer sources they access for information about the PC(USA).
- Members and teaching elders agree that the main target audiences for the Presbyterian Historical Society (PHS) should be congregations, PC(USA) seminaries, and academic researchers.
- Teaching elders are more familiar with, and more likely to use, the services of the Presbyterian Historical Society than are members.

## Congregational Interest and Use

- Teaching elders are more likely than members to state that their congregation has used PHS services, while almost twice as many members as teaching elders do not know whether their congregation has used PHS services.
- Congregations in the Northeast are more likely to use the services of PHS.
- Among panelists whose congregation has used PHS, the most commonly used service is “depositing original records” (71%).
- Very few members (5%) and teaching elders (7%) report that their congregation has set aside funds in its budget for preserving its history.

## Potential Services

- From a list of 14 potential services, panelists are most willing to pay for PHS web hosting of digitized congregational records, high quality prints of PHS photographs, and oral history/living history for their congregation.
- Individuals in the South are more willing to pay for a historical site registry program than individuals in other regions. However, they are less likely to be interested in PHS staff assistance in their congregation's anniversary celebration.
- Individuals in the Northeast are more interested in high quality prints of PHS photographs (either for free or for a fee).

---

\* Because terms used in this summary are defined in the full report, please do not distribute the executive summary separately.

# Presbyterian Historical Society Full Report

---

## **Table of Contents**

Overview of Study .....	3
Personal Interest and Use .....	5
Congregational Interest and Use .....	12
Potential Services .....	14
Conclusion .....	15
Appendix A: About the Presbyterian Panel .....	16
Appendix B: Survey Questions and Responses .....	17

## **Figures**

Figure 1: Panelists' Interest in Areas of Presbyterian History .....	5
Figure 2: Panelists' Knowledge of Presbyterian Historical Society Services .....	8
Figure 3: Panelists' Use of Presbyterian Historical Society Services .....	9
Figure 4: Benefits Panelists Have Received from Using Presbyterian Historical Society Services .....	10
Figure 5: Reasons for Not Using Presbyterian Historical Society Services .....	10
Figure 6: Panelists' Interest in Presbyterian Historical Society Services .....	11
Figure 7: Presbyterian Historical Society Services Used by Congregations .....	12
Figure 8: Does the Congregation have Someone Who Studies, Tracks, or Preserves its History? .....	13
Figure 9: Have Congregations Set Aside Money in their Budgets for Preserving History? .....	13
Figure 10: How Congregations would Prefer to Pay for PHS Services .....	14
Figure 11: Willingness to Pay for Potential Services of the Presbyterian Historical Society .....	15

## **Tables**

Table 1: How Presbyterians Get Information about the PC(USA) .....	6
--	---

# Overview of the Study

---

Organized in 1852, the Presbyterian Historical Society (PHS) is the oldest denominational archive in the United States. It serves as the national archive for the Presbyterian Church (U.S.A.) and many predecessor denominations.

Research Services developed and fielded a survey of Presbyterians in the PC(USA) in order to evaluate how the Presbyterian Historical Society can better fulfill its mission to collect, preserve, and share the story of the American Presbyterian and Reformed experience.

## **Objectives**

This research is designed to give the Presbyterian Historical Society specific, actionable guidance as it seeks to revise or create relevant and helpful resources and services for the church and broader community. By surveying a representative sample of Presbyterian members and teaching elders, the Presbyterian Historical Society will gain a broader and more representative understanding of how Presbyterians are interested in using their historical services.

The Presbyterian Historical Society plans to use the results of this study to focus on providing services and products that Presbyterians want to use, and more generally to continue its tradition of resourcing the church by preserving and sharing its history.

## **Sample Definition**

This survey was scheduled to be the first Presbyterian Panel survey to use a new set of panelists. However, since panelist recruitment was not yet complete at the time of this survey, the survey was only sent to a subset of panelists who had already volunteered to take surveys via the web. This subset represents PC(USA) members by gender, race-ethnicity and region, and PC(USA) teaching elders by race-ethnicity and region.

**Response Rate:** Of the 896 panelists who were invited to participate in this survey, 703 completed the survey. The response rate is 78%.

## **Demographics:**

- **Gender:** Fifty-eight percent of the members and 41% of the teaching elders who completed the survey are women. Women teaching elders are slightly over-represented here, as women currently make up 33% of all active teaching elders in the PC(USA), and 27% of PC(USA) teaching elders overall (including those who are retired and otherwise inactive).
- **Age:** The average age of respondents is 57, and their median age is 59. The ages of respondents range from 16 to 92. The sample is slightly younger than previous panels (the median age for the last group of panelists was 63).
- **Race:** Nine in ten respondents (91%) identify themselves as White. The second largest groups of respondents identify as Hispanic (3%) or Black or African American (3%). Very few respondents identify with other racial-ethnic groups (multiracial respondents, 2%; Asian, 1%; Hispanic, 0.4%; Native American, 0.2%; “other” race, 0.6%).
- **Role:** Fifty-six percent of the respondents are members and 44% are teaching elders. In comparison, 1.2% of Presbyterians are teaching elders. In this report,

when results are shared for “Presbyterians” or for panelists as a whole, the data have been weighted to reflect the anticipated results if 1.2% of respondents were teaching elders, and 98.8% were members.

### ***Study Design and Implementation***

Angie Andriot, in collaboration with other Research Services staff and the clients, designed the study as the Principal Investigator. Joelle Kopacz implemented the study as the Co-Investigator.

Surveys were entirely web-based and distributed on March 17, 2015 via email invitation. All non-respondents were sent an email reminder on April 9, 2015. Returns were accepted through April 20, 2105.

### ***Methodology***

This is a quantitative study supported with qualitative responses. That is, the survey includes mostly closed-ended questions which are assigned numeric values, but also includes a few open-ended questions to which respondents provide answers in their own words.

### ***Data Analysis***

Survey results have been analyzed for demographic differences in respondents’ role (member vs teaching elder), region of residence (Midwest, Northeast, South, and West), and age. This analysis helps to identify patterns in who wants or uses which types of PHS resources and services, and to pinpoint the paths that PHS can take in marketing new or revised resources. Results are presented as descriptive statistics, and are at times accompanied by respondents’ remarks.

When differences between groups of respondents are noted in results, significance tests have indicated that these differences are statistically significant at the  $p \leq .05$ -level, meaning that the findings have a 95% chance of being true. Qualitative data are analyzed using content analysis.

### ***Areas of Investigation***

To know how best to develop or revise its services and resources to meet the needs of Presbyterians, the Presbyterian Historical Society needs to be aware of whether members and teaching elders are currently using any of the society’s resources in their personal or professional lives or ministries, and if so, how. The main topics to be addressed in this research are:

1. What do Presbyterians want from their historical society that the society isn’t currently offering?
2. What current or potential services of the Presbyterian Historical Society would people be willing to pay for?
3. How can the Presbyterian Historical Society be more useful to the people it serves?

These topics relate to the broader goal of PHS to equip Presbyterians to skillfully and faithfully serve in their roles.

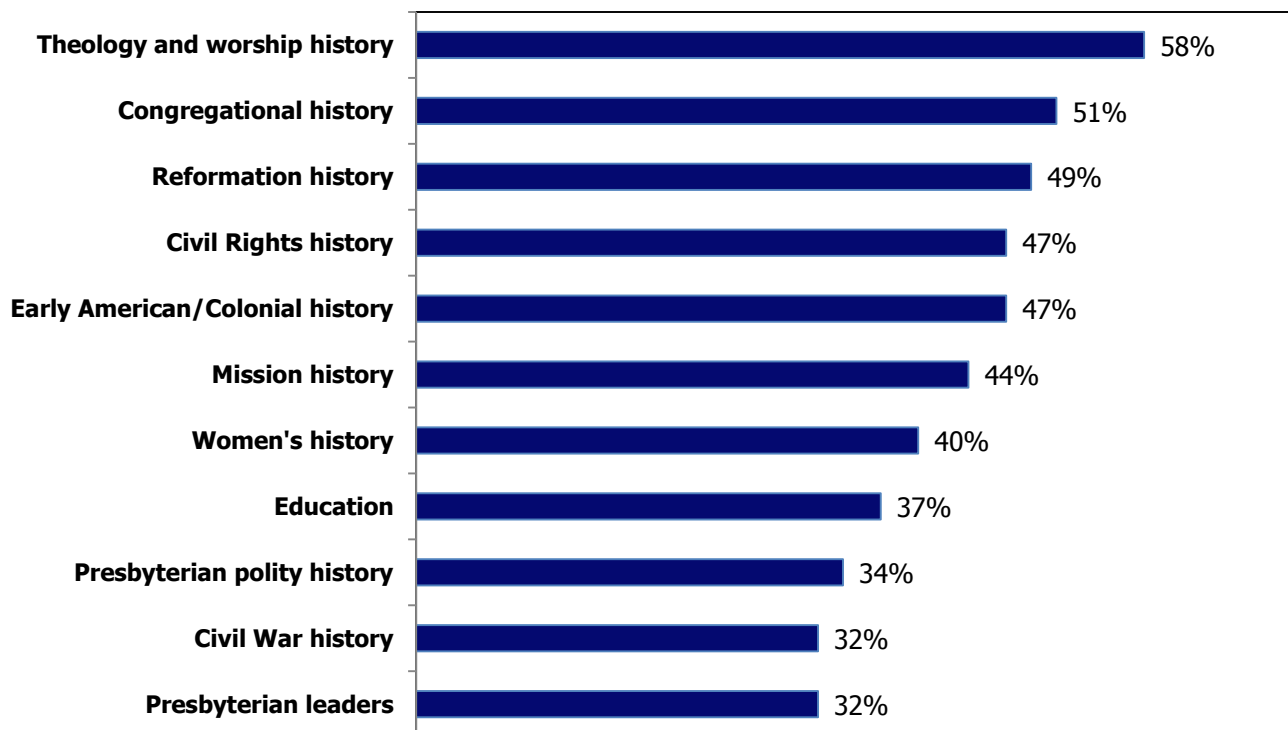
# Personal Interest and Use

## *Interest in Presbyterian History*

Presbyterians have a general interest in the history of the PC(USA). However, teaching elders are significantly more likely than members to find it important to personally know the history of the denomination. On a scale of 1-7 (with greater numbers indicating greater importance) teaching elders rate the importance of this personal knowledge at a mean of 5.42, whereas members rate it at a mean of 5.04.

In addition to a general interest question, panelists were asked which of eleven areas of Presbyterian history are of particular interest to them (Figure 1). Only 3% state that none of the areas are of any interest to them. The most frequently selected areas are theology and worship history (58%), congregational history (51%), and Reformation history (49%). Respondents are least interested in learning about Civil War history (32%) and Presbyterian leaders in business, government, or activism (32%).

**Figure 1: Panelists' Interest in Areas of Presbyterian History**



Additionally, 7% of panelists state that there are other areas of Presbyterian history of interest to them that were not listed in the survey. When panelists describe these other areas of interest, more than half of the responses refer to social justice or social witness history, including histories of specific racial-ethnic groups, LGBT history, or Presbyterians' general history with social justice and social witness.

Interest in specific areas of Presbyterian history also differs for the following demographics:

- **Role:** There are three areas of Presbyterian history that teaching elders have significantly more interest than members in learning about: theology and worship history, Reformation history, and mission history.
- **Region:** Responses differ by region for two topics:
  - *Congregational history* – Members in the Northeast have the most interest in congregational history (63%), followed by the West (54%), Midwest (49%), and South (36%).
  - *Mission history* – Teaching elders in the South have the most interest in mission history (77%), followed by the West (56%), Northeast (53%), and Midwest (42%).
- **Age:** The younger the Presbyterian, the more interested s/he is in Civil Rights history, Presbyterian polity history, education, Presbyterian leaders, and women’s history. The older the Presbyterian, on the other hand, the more interested s/he is in Civil War history.

### ***How Presbyterians Get Information about the PC(USA)***

Panelists were asked which of twelve sources they use to get information about the PC(USA), and were able to select all sources that apply. The top source of information is the PC(USA) website. Overall, teaching elders report accessing more sources of information about the PC(USA) (an average of five sources) than members (an average of four sources).

Teaching elders and members also prefer some different sources of information (Table 1). Teaching elders are significantly more likely than members to get their information from the PC(USA) website (79%), presbytery meetings (77%), the *Presbyterian Outlook* (61%), Presbyterian News Service (57%), *Presbyterians Today* magazine (54%), *The Christian Century* magazine (35%), and *The Layman Online* (14%). Members are more likely than teaching elders to get their information during or before worship services (54%) or via general press or television (44%).

<b>Table 1: How Presbyterians Get Information about the PC(USA)</b>			
<b><i>Members</i></b>	<b>%</b>	<b><i>Teaching Elders</i></b>	<b>%</b>
<b>PC(USA) website</b>	67	PC(USA) website	79
<b>During or before worship services</b>	54	Presbytery meetings	77
<b>Presbytery meetings</b>	48	<i>The Presbyterian Outlook</i>	61
<b>General press/television</b>	44	Presbyterian News Service	57
<b>Social media</b>	41	<i>Presbyterians Today</i>	54
<b><i>Presbyterians Today</i></b>	35	Social media	43
<b><i>The Presbyterian Outlook</i></b>	23	<i>The Christian Century</i>	35
<b>Presbyterian News Service</b>	22	General press/television	31
<b>E-Newsletter</b>	19	E-Newsletter	20
<b><i>Horizons</i></b>	11	<i>The Layman Online</i>	14
<b><i>The Layman Online</i></b>	7	During or before worship services	13
<b><i>The Christian Century</i></b>	6	<i>Horizons</i>	11

Presbyterians' age and region of residence also influence how they get their information about the PC(USA).

- **Region:** For four sources, use differs by region. Overall, Presbyterians in the Northeast are more likely than those in other regions to get their information about the PC(USA) from the PC(USA) website and presbytery meetings, while Presbyterians in the West are more likely than those in other regions to get their information from *The Presbyterian Outlook* and e-newsletters.
- **Age:** Overall, the older the person, the fewer sources they access for information about the PC(USA). In addition, the use of some information sources varies by age. *Horizons Magazine* and *The Layman Online* tend to reach an older demographic, whereas the PC(USA) website, social media, and *The Presbyterian Outlook* tend to attract younger readers.

If panelists indicated that they keep abreast of PC(USA) information by one or more e-newsletters, they were asked who sends the e-newsletter(s). Most commonly, panelists respond that they receive a congregation's newsletter, followed by that of a presbytery. Among panelists who indicated that they use a source of information about the PC(USA) that wasn't already listed, most cite people as this source of information (networking, friends, colleagues, fellow congregants, fellow pastors, etc.). The second most common source they name is the internet (Google searches, Facebook, blogs, and other various websites and forums).

### ***Personal Interest in the Presbyterian Historical Society***

Panelists were asked a series of questions to determine their interest in, and use of, the Presbyterian Historical Society's services. First, they were asked which three groups they felt the Presbyterian Historical Society should focus on serving. Of the eight response options (academic researchers, congregations, genealogists, general public, individual Presbyterians, national PC(USA) agencies, PC(USA) mid-councils, and PC(USA) seminaries) members and teaching elders agree that PHS should focus most on serving:

1. **Congregations** (members, 68%; teaching elders, 69%)
2. **PC(USA) seminaries** (members, 51%; teaching elders, 46%)
3. **Academic researchers** (members, 35%; teaching elders, 45%)

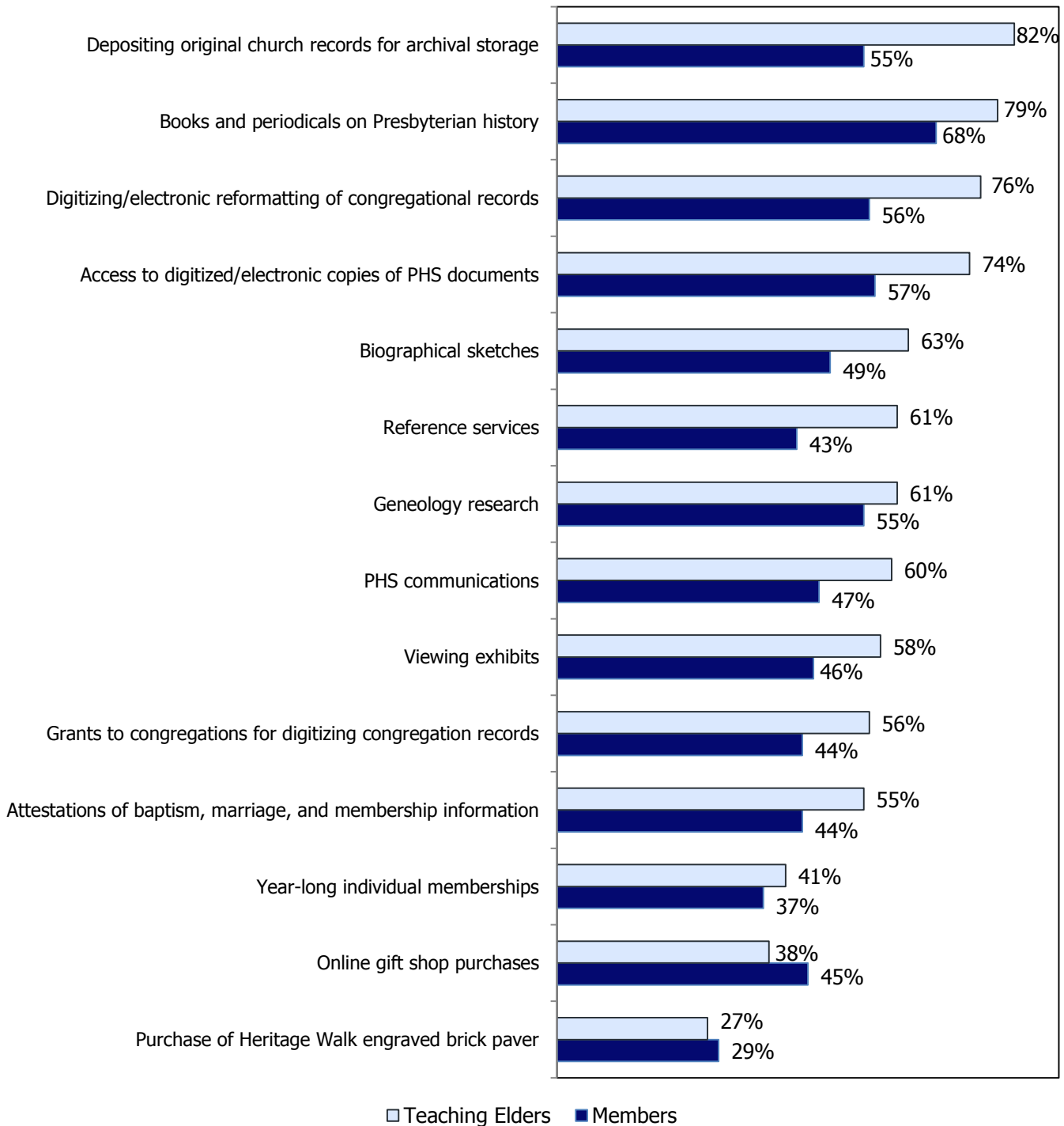
Both members and teaching elders are least likely to include genealogists and PC(USA) mid-councils in their list of top three groups that PHS should serve.

Next, panelists were given a list of fourteen services of PHS, and were asked whether they have used them, are interested in using them, are willing to pay for them, or have not heard of them.

Teaching elders are more familiar with the services of PHS than are members (see Figure 2, next page). On average, teaching elders are familiar with about eight of the fourteen services listed (57%), and members are familiar with seven (50%). The only service that members are significantly more likely than teaching elders to be familiar with is online gift shop purchases (members 45%, teaching elders 38%). Familiarity with PHS services does not differ by region or age.



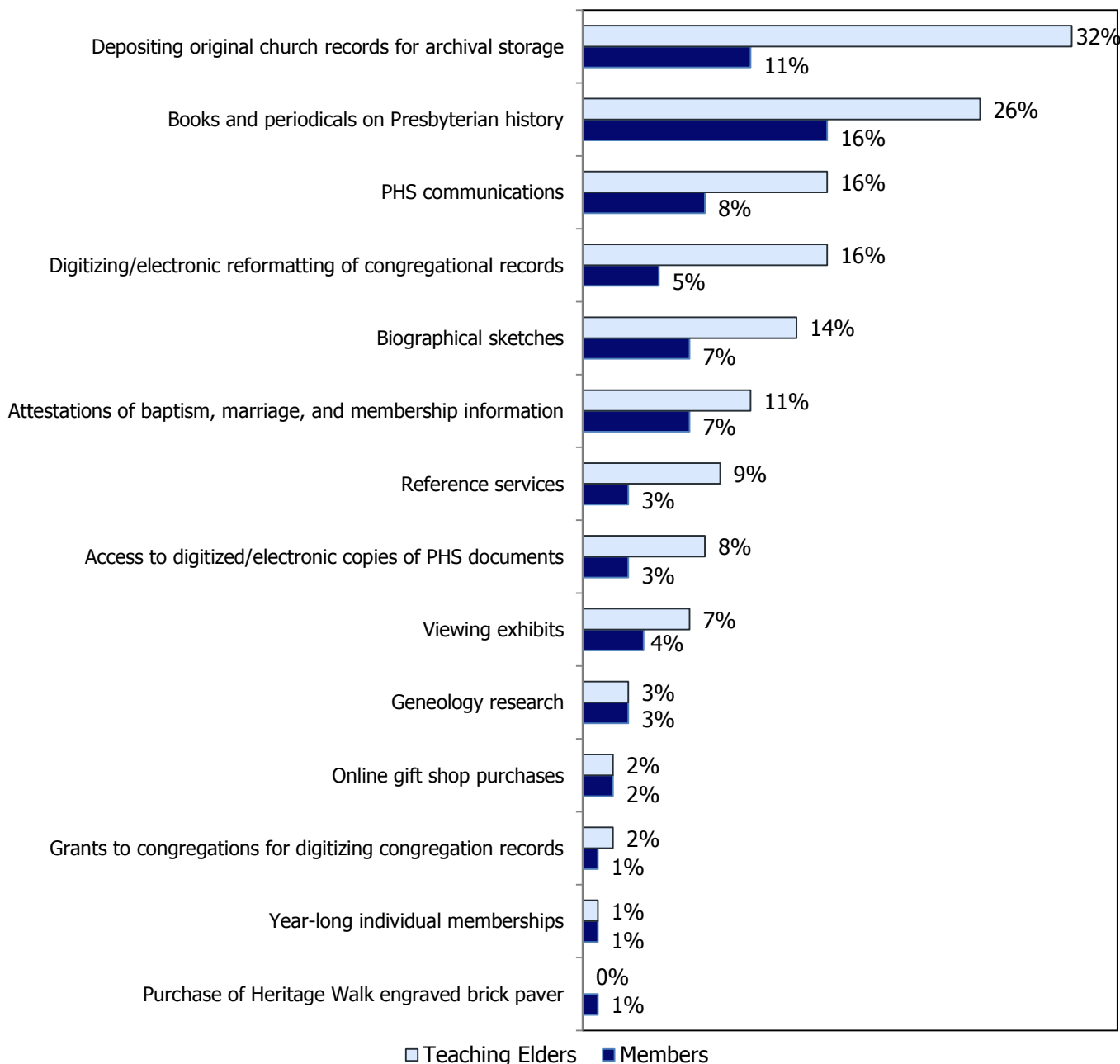
**Figure 2: Panelists' Knowledge of Presbyterian Historical Society Services**



*\*Percentages do not add up to 100% because respondents could select more than one option.*

Similarly, teaching elders use more services of PHS than do members (see Figure 3, next page). The most common service used by teaching elders is depositing original church records for archival storage (32%). Members, on the other hand, are most likely to have used books and periodicals on Presbyterian history (16%).

**Figure 3: Panelists' Use of Presbyterian Historical Society Services**

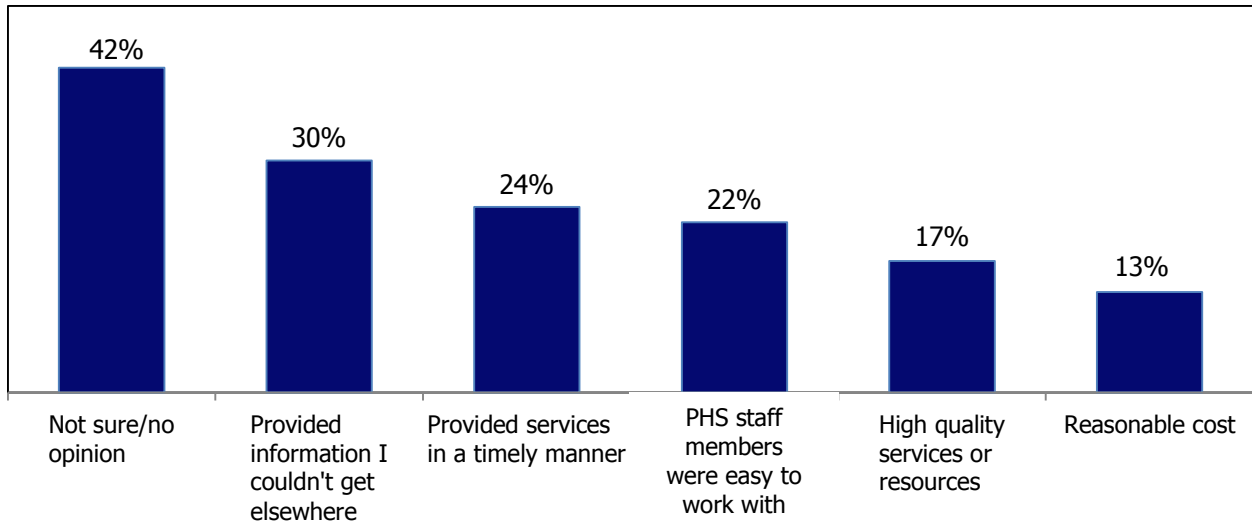


*\*Percentages do not add up to 100% because respondents could select more than one option.*

Use of PHS services does not differ by age, but they do differ by region. Individuals in the Northeast are more likely to use PHS to deposit original church records for archival storage, digitize/electronically reformat congregational records, access digitized/electronic copies of PHS documents, and use PHS reference services.

Respondents who have used any PHS services were asked about the benefits of using these services (see Figure 4, next page). The most commonly cited benefit was that PHS “provided information I could not find elsewhere” (30%). Only 2 respondents (1%) found no benefits, while 42% are not sure what the benefit was.

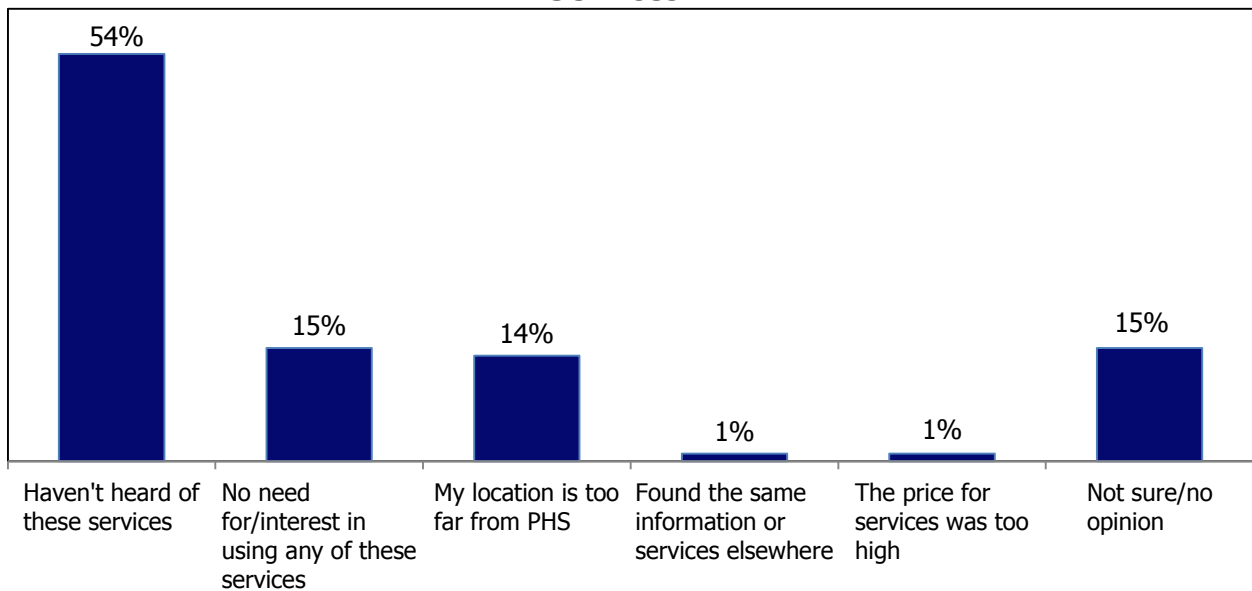
**Figure 4: Benefits Panelists Have Received from Using Presbyterian Historical Society Services**



*\*Percentages do not add up to 100% because respondents could select more than one option.*

Additionally, those who have not used any PHS services were asked why not (Figure 5). Slightly more than half state that they haven't used any Presbyterian Historical Society services because they haven't heard of them.

**Figure 5: Reasons for Not Using Presbyterian Historical Society Services**



*\*Respondents could select more than one option; responses to "Other" are not shown here.*

When asked why they haven't used PHS services, teaching elders' and members' responses differ on three items. Teaching elders are more likely to state that they haven't used PHS services because their location is too far from PHS, or because they found the same information or services elsewhere. Members are more likely to say that they haven't used PHS services because they hadn't heard of the services.

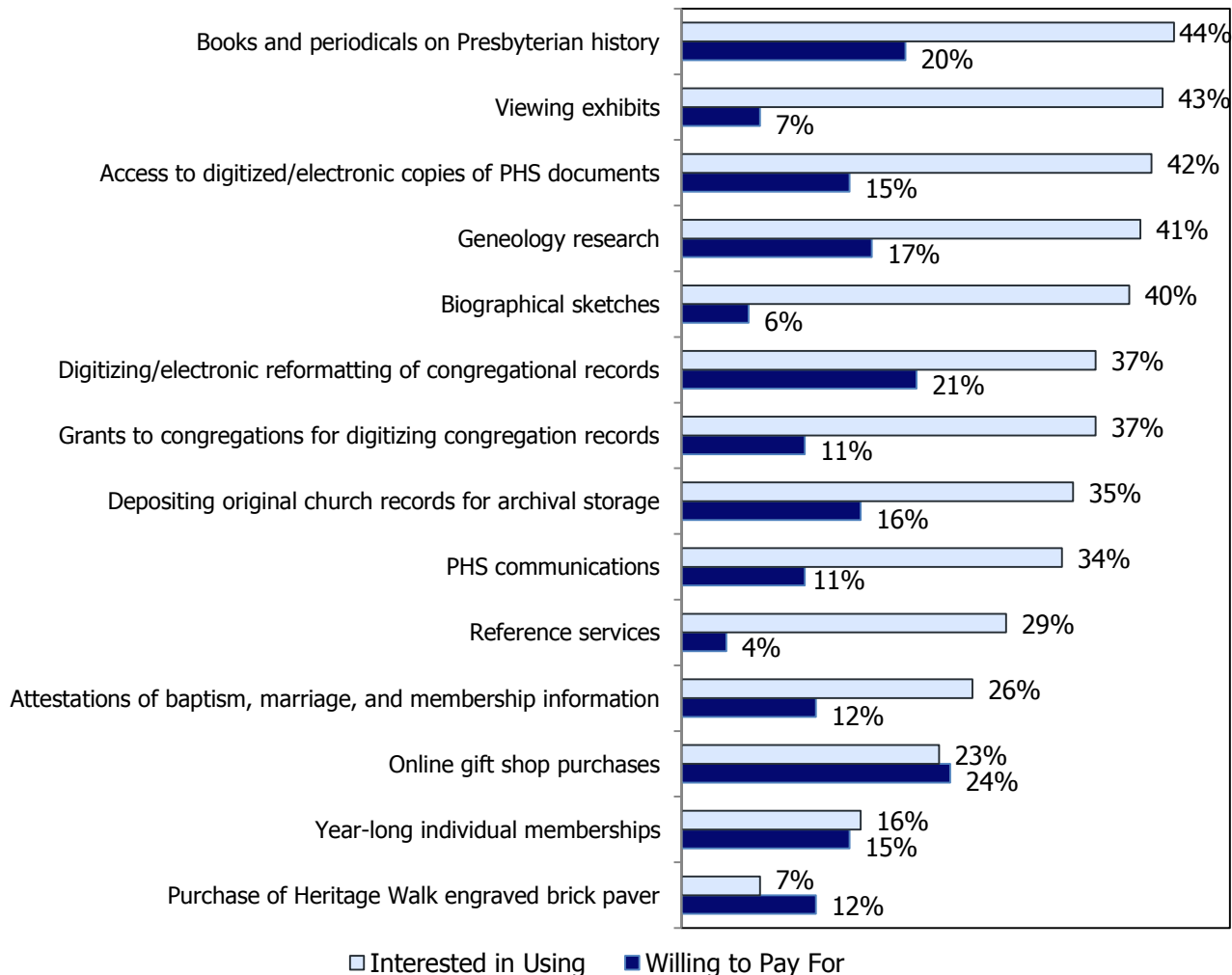
Additionally, there is a regional difference in responses to one item—people in the Northeast are least likely to state that they have not used PHS services because they are unaware of them.

Interest in Presbyterian Historical Society services is generally much higher than actual use (Figure 6), and does not differ by whether the individual is a member or teaching elder, by region, or by age.

There are three PHS services in which interest matches willingness to pay: online gift shop purchases, year-long individual memberships, and the purchase of commemorative engraved brick pavers for the Heritage Walk. Additionally, there are three services where willingness to pay is significantly lower than the others: reference services, biographical sketches, and viewing exhibits.

Although interest in PHS services does not differ by region or age, it does differ by role within the PC(USA) for three services. Teaching elders are more interested in attestations of baptism, marriage, and membership information and in reference services than are members. Members are more interested in genealogy research than are teaching elders.

**Figure 6: Panelists' Interest in Presbyterian Historical Society Services**



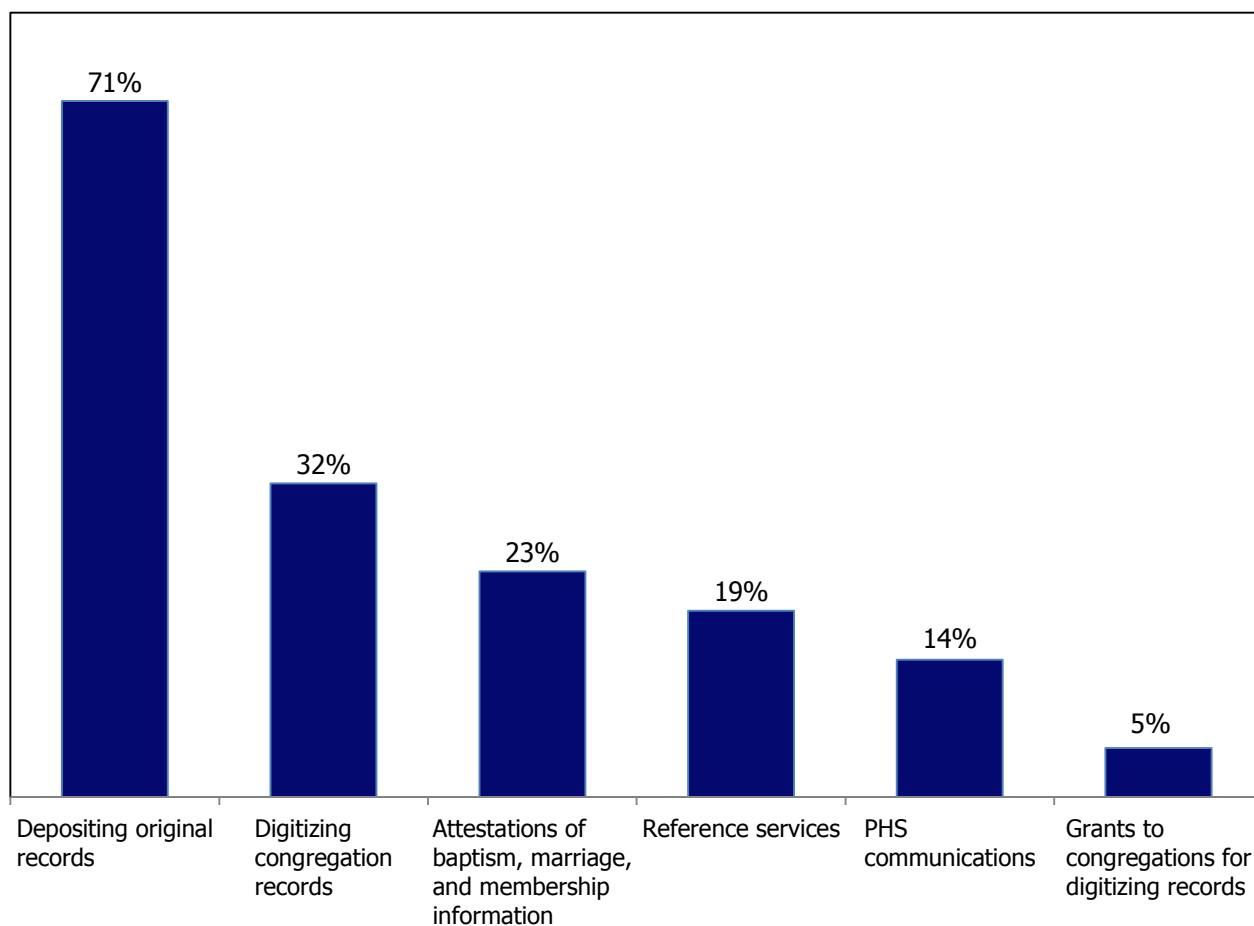
## Congregational Interest and Use

Panelists were asked whether their congregation has ever used the services of the Presbyterian Historical Society. Responses differ significantly by role in the PC(USA) and by region. Teaching elders are more likely than members to state that their congregation has used PHS services (members, 7%; teaching elders, 35%), while almost twice as many members as teaching elders do not know whether their congregation has used PHS services.

Responses also differ by region. Individuals in the Northeast (28%) are more likely than those in other regions (Midwest, 15%; South, 13%; West, 11%) to state that their congregation has used the services of PHS.

Among those whose congregation has used the services of PHS, the most commonly used service is “depositing original records” (71%) (Figure 7).

**Figure 7: Presbyterian Historical Society Services Used by Congregations**

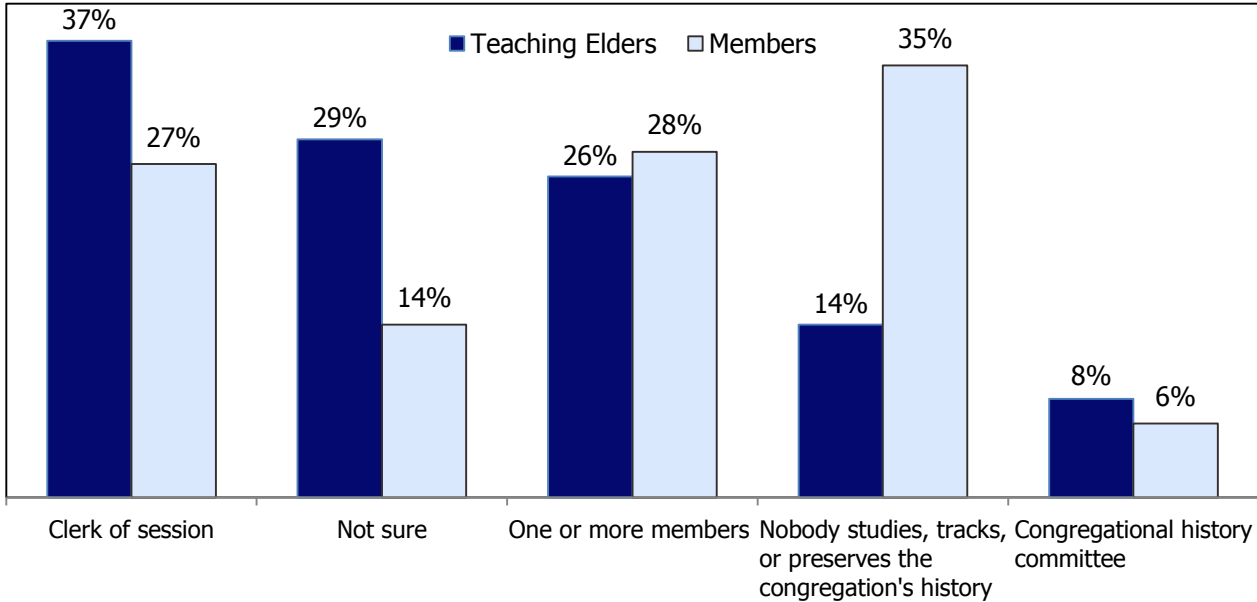


*\*Percentages do not add up to 100% because respondents could select more than one option.*

*\*\*Percentage is based on those reporting that their congregation has used PHS Services.*

When asked whether their congregation has a history committee, clerk of session, or one or more other individuals who study, track, or preserve the history of their congregation, teaching elders were most likely to select “clerk of session” (37%), and members were most likely to select “no, none of the above” (35%) (Figure 8).

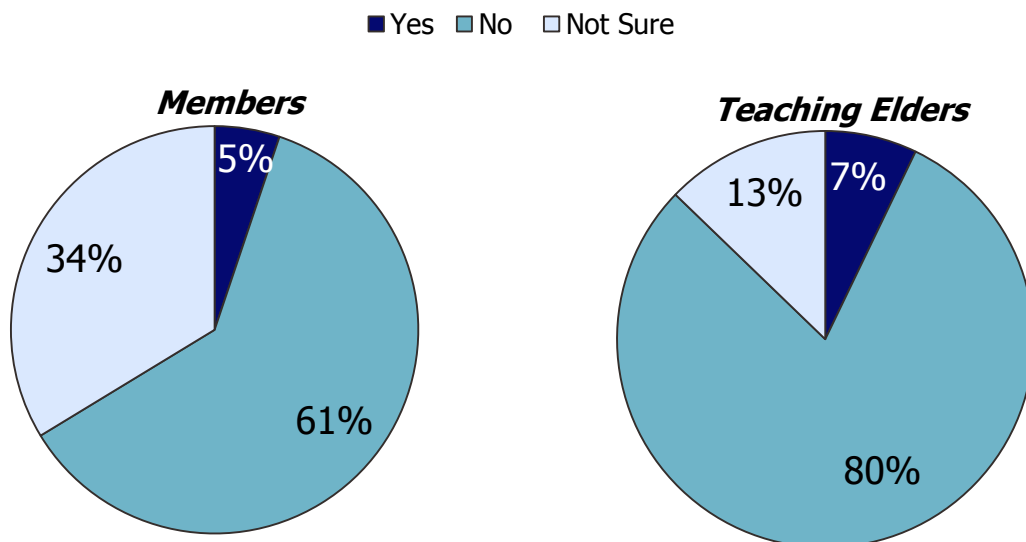
**Figure 8: Does the Congregation have Someone Who Studies, Tracks, or Preserves its History?**



*\*Percentages do not add up to 100% because respondents could select more than one option.*

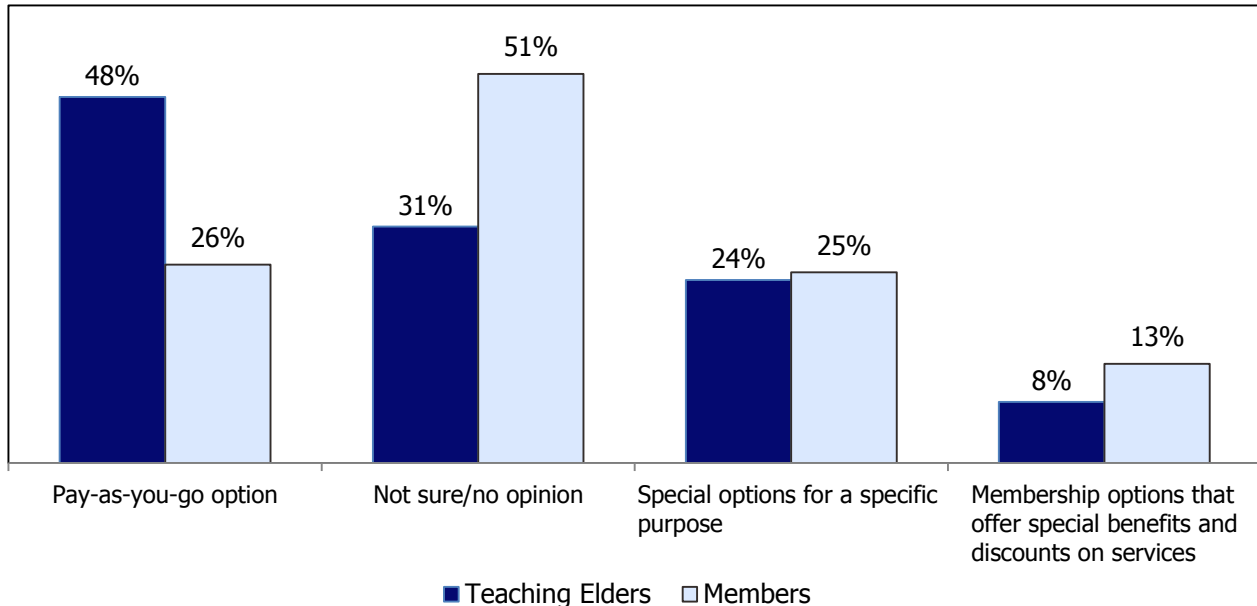
Panelists were also asked whether their congregation has set aside money in this year’s annual budget for preserving its history. Very few members (5%) and teaching elders (7%) report that their congregation has set aside such funds in its budget (Figure 9).

**Figure 9: Have Congregations Set Aside Money in Their Budgets for Preserving History?**



When asked how it would best suit their congregation to purchase services from the Presbyterian Historical Society, the most commonly selected option for teaching elders is the “pay-as-you-go option” (48%) and the most commonly selected option for members is “not sure/no opinion” (51%) (Figure 10).

**Figure 10: How Congregations would Prefer to Pay for PHS Services**



*\*Percentages do not add up to 100% because respondents could select more than one option.*

## Potential Services

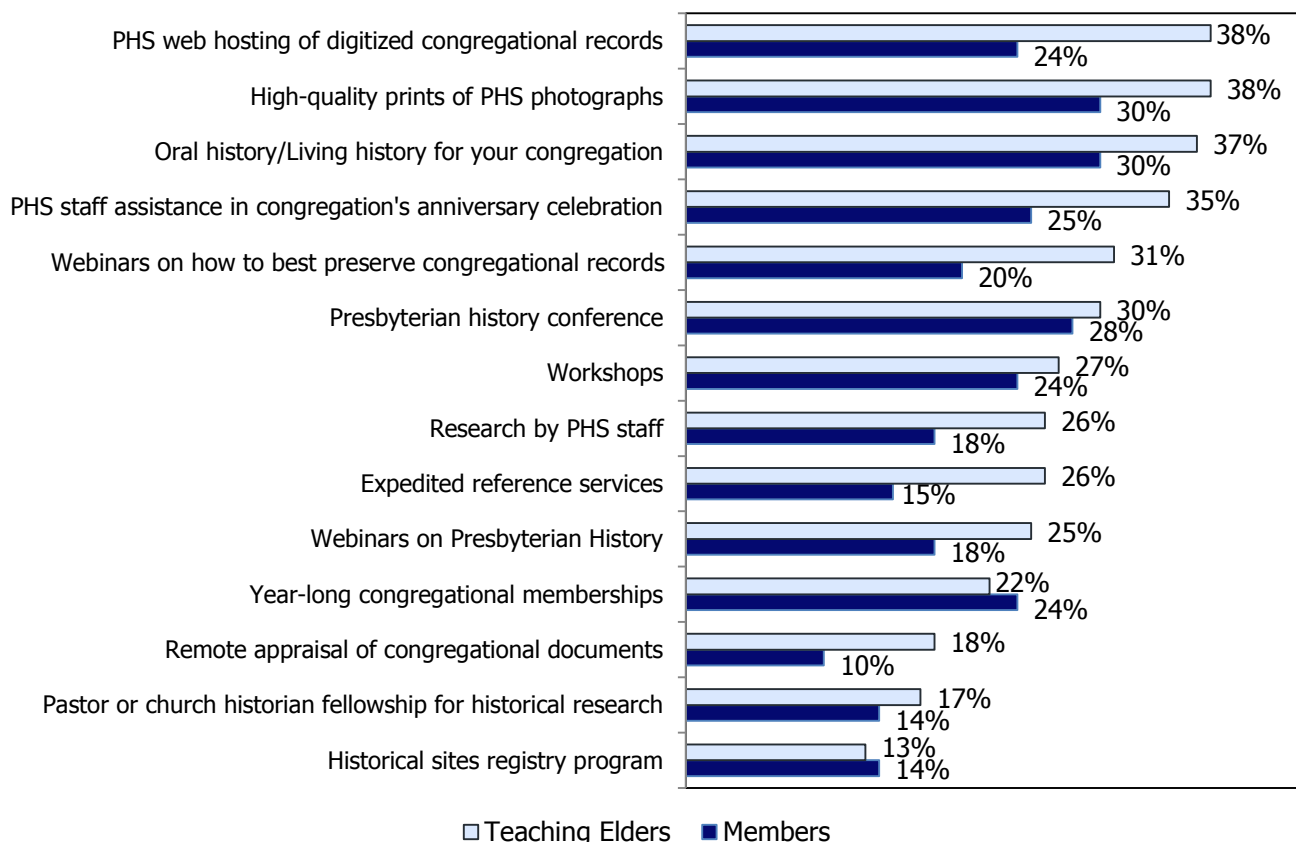
Panelists were given a list of 14 potential Presbyterian Historical Society services and asked which ones, if any, they would be interested in using and willing to pay a small fee for (see Figure 11, next page).

Teaching elders would be most willing to pay for PHS to host digitized congregational records on the web (38%), for high quality prints of PHS photographs (38%), and for oral history/living history for their congregation (37%). Members are most willing to pay for high quality prints of PHS photographs (30%) and for oral history/living history for their congregation (30%).

Responses also differ by region.

- Individuals in the **South** are more willing to pay for a historical site registry program than are individuals in other regions. However, they are less likely to be interested in PHS staff assistance in their congregation’s anniversary celebration.
- Individuals in the **Northeast** are more interested in high quality prints of PHS photographs (either free or for a fee).

**Figure 11: Willingness to Pay for Potential Services of the Presbyterian Historical Society**



## Conclusion

Although interest in Presbyterian history is higher among teaching elders, interest is high among members too. Panelists are particularly interested in learning about theology and worship history, congregational history, and Reformation history.

Teaching elders access more sources of information about the PC(USA) than do members. However, both are most likely to use the PC(USA) website as a source of information. Additionally, younger Presbyterians are accessing information via more channels than are older Presbyterians. In particular, younger Presbyterians are more likely to use find information about the PC(USA) using social media, the PC(USA) website, and *The Presbyterian Outlook*.

Congregations in the Northeast are more likely to use the services of PHS than are those in other regions. Among those whose congregation has used the Presbyterian Historical Society, the most commonly used service by these congregations is depositing original records.

Panelists are generally willing to pay for many of the proposed services of the Presbyterian Historical Society. They are most willing to pay for PHS to host digitized congregational records on the web, for high quality prints of PHS photographs, and for oral history/living history for their congregation. Willingness to pay for specific PHS services differs somewhat by region. Individuals in the South are more willing to pay for a historical site registry program than are individuals in other regions. However, those in the South are less likely to be interested in PHS staff assistance in their congregation's anniversary celebration. Individuals in the Northeast are more interested in high quality prints of PHS photographs (either free or for a fee).



## Appendix A: About the Presbyterian Panel

---

The Presbyterian Panel consists of two nationally representative samples of groups affiliated with the Presbyterian Church (U.S.A.): members of congregations and teaching elders (ministers of the Word and Sacrament). New samples are drawn every three years. Panel surveys are conducted quarterly, by mail or with an online completion option. For more information on methods used to draw the samples, see the technical appendix in the *Religious and Demographic Profile of Presbyterians, 2015: Findings from the Initial Survey of the 2015-2017 Presbyterian Panel* (forthcoming).

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 of informing leaders of the opinions and activities of Presbyterians 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.

### ***Suggested Citation***

Research Services, Presbyterian Church (U.S.A.). *Presbyterian Historical Society: The Report of the First Quarter 2015 Presbyterian Panel Survey*. Louisville, 2015.

### ***Panel on the Web***

*Summaries and Reports* of Panel surveys since 1993 and a listing of all surveys since the first Panel was created in 1973 are available on the web for free download in Adobe Acrobat (pdf) format at the Presbyterian Church (U.S.A.) website:

[www.pcusa.org/research/panel](http://www.pcusa.org/research/panel). Inquire about quantity discounts on printed copies of this *Report* by contacting 800-728-7228, ext. 2040, or [panel@pcusa.org](mailto:panel@pcusa.org).

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

- ✓ ***Ten-Year Trend Report for Congregations***—available for free: [www.pcusa.org/tenyeartrends](http://www.pcusa.org/tenyeartrends).
- ✓ ***Ten-Year Trend Report for Presbyteries***—available for free: [www.pcusa.org/tenyeartrends](http://www.pcusa.org/tenyeartrends).
- ✓ Research Services can help conduct a congregational survey to learn more about worshipers and identify congregational strengths. Call 800-728-7228, ext. 2040, and ask about the ***U.S. Congregational Life Survey*** or visit: [www.USCongregations.org](http://www.USCongregations.org).
- ✓ ***Neighborhood Demographic Report***—provides a quick look at the people who live in the area around a congregation or another location; available for free: [www.pcusa.org/research/demographics](http://www.pcusa.org/research/demographics).
- ✓ ***Religious Congregations & Membership Study***—provides information about the religious affiliations of people who live in any county in the country, including yours; available for free; see [rcms2010.org](http://rcms2010.org) or [www.thearda.com/rcms2010](http://www.thearda.com/rcms2010).



**Presbyterian Historical Society  
2015 Panel, Volume #1**

**Personal Interest and Use**

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Which areas of Presbyterian history interest you? (Mark all that apply.) (n=669)</b>
47	51	Civil Rights history
37	38	Civil War history
51	53	Congregational history
47	45	Early American/Colonial history
37	33	Education
44	53	Mission history
32	29	Presbyterian leaders in business/government/activism
34	39	Presbyterian polity history
49	58	Reformation history
58	65	Theology and worship history
40	41	Women's history
7	8	Other
3	2	None of the above

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>How important is it for you personally to know the history of Presbyterianism? (n=665)</b>
1	<1	1 (Not at all important)
4	3	2
10	5	3
16	13	4
27	23	5
25	35	6
16	21	7 (Very important)

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>How do you get information about the Presbyterian Church (U.S.A.)? (Mark all that apply.) (n=669)</b>
44	31	General press/Television
11	11	<i>Horizons</i> magazine
67	79	PCUSA.org website
22	57	Presbyterian News Service
35	54	<i>Presbyterians Today</i> magazine
48	77	Presbytery meetings
41	43	Social media
6	35	<i>The Christian Century</i> magazine

Cont...

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>How do you get information about the Presbyterian Church (U.S.A.)? (Mark all that apply.) (n=669)</b>
7	14	<i>The Layman Online</i> website
23	61	<i>The Presbyterian Outlook</i> publication
54	13	During or before worship services
19	20	E-newsletter
19	16	Other source
1	0	None of the above

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>PHS serves all of the following groups and will continue to do so. But who do you think are the TOP THREE that PHS should <i>focus</i> on serving? (Mark up to three.) (n=669)</b>
35	45	Academic researchers
68	69	Congregations
10	9	Genealogists
31	23	General public
33	28	Individual Presbyterians
28	36	National PC(USA) agencies
12	15	PC(USA) mid-councils
51	46	PC(USA) seminaries
1	1	Other
7	8	Not sure/No opinion

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Which of the following services of the Presbyterian Historical Society (PHS): have you heard of; have you used; would you be interested in using in the future; would you be willing to pay a small fee for? (Mark all that apply.) (n=669)</b>
		Attestations of Baptism, Marriage, and Membership information
7	11	<i>have used</i>
26	35	<i>interested in using</i>
12	14	<i>willing to pay for</i>
57	46	<i>have not heard of</i>
		Biographical sketches (basic biographical information about Presbyterian ministers and missionaries)
7	14	<i>have used</i>
40	44	<i>interested in using</i>
6	7	<i>willing to pay for</i>
51	37	<i>have not heard of</i>
		Viewing exhibits remotely via the web and/or in person when visiting PHS in Philadelphia
4	7	<i>have used</i>
42	44	<i>interested in using</i>
7	9	<i>willing to pay for</i>
54	43	<i>have not heard of</i>

Cont...

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Which of the following services of the Presbyterian Historical Society (PHS): have you heard of; have you used; would you be interested in using in the future; would you be willing to pay a small fee for? (Mark all that apply.) (n=669)</b>
		Viewing exhibits remotely via the web and/or in person when visiting PHS in Philadelphia
4	7	<i>have used</i>
42	44	<i>interested in using</i>
7	9	<i>willing to pay for</i>
54	43	<i>have not heard of</i>
		Books and periodicals on Presbyterian history
16	26	<i>have used</i>
44	43	<i>interested in using</i>
20	21	<i>willing to pay for</i>
32	21	<i>have not heard of</i>
		Depositing original church records for archival storage (congregations retains ownership)
11	32	<i>have used</i>
35	42	<i>interested in using</i>
16	14	<i>willing to pay for</i>
45	18	<i>have not heard of</i>
		Digitizing/electronic reformatting of congregational records (previously known as “microfilming”)
5	16	<i>have used</i>
37	43	<i>interested in using</i>
20	28	<i>willing to pay for</i>
44	24	<i>have not heard of</i>
		Access to digitized/electronic copies of PHS documents
3	8	<i>have used</i>
42	47	<i>interested in using</i>
15	17	<i>willing to pay for</i>
43	26	<i>have not heard of</i>
		Genealogy research (birth, death, and congregational membership information on deceased Presbyterians)
3	3	<i>have used</i>
41	31	<i>interested in using</i>
17	19	<i>willing to pay for</i>
45	39	<i>have not heard of</i>
		Grants to congregations for PHS to digitize their congregation’s records (previously known as “microfilming grants”)
1	2	<i>have used</i>
37	40	<i>interested in using</i>
11	8	<i>willing to pay for</i>
56	44	<i>have not heard of</i>

Cont...

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Which of the following services of the Presbyterian Historical Society (PHS): have you heard of; have you used; would you be interested in using in the future; would you be willing to pay a small fee for? (Mark all that apply.) (n=669)</b>
		Online gift shop purchases
2	2	<i>have used</i>
23	20	<i>interested in using</i>
24	18	<i>willing to pay for</i>
55	62	<i>have not heard of</i>
		PHS communications ( <i>The Journal of Presbyterian History</i> , email/print newsletter, website, social media)
8	16	<i>have used</i>
34	31	<i>interested in using</i>
11	15	<i>willing to pay for</i>
53	40	<i>have not heard of</i>
		Purchase of commemorative engraved brick pavers for the Heritage Walk (a new PHS pathway)
1	0	<i>have used</i>
7	7	<i>interested in using</i>
12	9	<i>willing to pay for</i>
71	73	<i>have not heard of</i>
		Reference Services—receiving information about or from the holdings at PHS
3	9	<i>have used</i>
29	37	<i>interested in using</i>
4	8	<i>willing to pay for</i>
57	39	<i>have not heard of</i>
		Year-long individual memberships (discounts on services and publications, available at nine different levels)
1	1	<i>have used</i>
16	17	<i>interested in using</i>
15	16	<i>willing to pay for</i>
63	59	<i>have not heard of</i>

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>If you have used PHS's services, what have been the benefits of using them? (Mark all that apply.) (n=283)</b>
17	21	High-quality services or resources
22	29	PHS staff members were easy to work with
29	41	Provided information I couldn't get elsewhere
24	23	Provided services in a timely manner
13	13	Reasonable cost
4	6	Other
1	1	There have been no benefits
42	32	Not sure/No opinion

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>If you haven't used any of PHS's services, why not? (Mark all that apply.) (n=669)</b>
1	5	Found the same information or services elsewhere
54	38	Haven't heard of these services
14	22	My location is too far from PHS
15	18	No need for/interest in using any of these services
1	2	The price for services was too high
5	8	Other
15	14	Not sure/No opinion

## Congregational Interest and Use

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Has your congregation ever used the services of PHS? (n=667)</b>
10	20	Yes
7	32	No
82	39	Not sure
1	9	I am not currently part of a congregation

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>If yes, which of PHS's services has your congregation used? (Mark all that apply.) (n=94)</b>
25	22	Attestations of Baptism, Marriage, and Membership information
69	71	Depositing original records
31	33	Digitizing/electronic reformatting of congregation records (previously known as "microfilming")
6	5	Grants to congregations for PHS to digitize their congregation's records (previously known as "microfilming grants")
19	10	PHS communications ( <i>The Journal of Presbyterian History</i> , email/print newsletter, website, social media)
17	19	Reference Services—receiving information about or from the holdings at PHS
11	5	Other service(s)
6	5	Not sure

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Does your congregation have a history committee, clerk of session, or one or more other individuals who study, track, or preserve the history of your congregation? (Check all that apply.) (n=639)</b>
8	6	Yes, congregational history committee
37	27	Yes, clerk of session
26	28	Yes, one or more other members who actively study, track, or preserve the congregation's history
14	35	No, none of the above
29	14	Not sure

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Has your congregation set aside money in this year's annual budget for preserving its history? (n=634)</b>
5	7	Yes
61	80	No
34	13	Not sure

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>How would it best suit your congregation to purchase services from PHS? (Mark all that apply.) (n=639)</b>
26	48	Pay-as-you-go option
13	8	Membership options that offer special benefits and discounts on services
25	24	Special option for a specific purpose (anniversary congregation package, for example)
2	5	Other
51	31	Not sure/No opinion

## Potential Services of the Presbyterian Historical Society

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	<b>Suppose PHS were to offer the following services. Would you be interested in using any of them? (Mark all that apply.) (n=588)</b>
		Expedited reference services
15	26	<i>interested and would pay a small fee for</i>
19	21	<i>interested but wouldn't pay for</i>
16	15	<i>not interested but know of others who might be</i>
50	39	<i>not interested</i>
		Historical sites registry program (this was a PHS service from 1970-2005)
14	13	<i>interested and would pay a small fee for</i>
25	21	<i>interested but wouldn't pay for</i>
16	18	<i>not interested but know of others who might be</i>
46	49	<i>not interested</i>
		High-quality prints of PHS photographs
30	38	<i>interested and would pay a small fee for</i>
13	9	<i>interested but wouldn't pay for</i>
16	20	<i>not interested but know of others who might be</i>
41	33	<i>not interested</i>
		Oral history/Living history for your congregation
30	37	<i>interested and would pay a small fee for</i>
28	24	<i>interested but wouldn't pay for</i>
17	15	<i>not interested but know of others who might be</i>
25	24	<i>not interested</i>
		Pastor or Church Historian fellowship for historical research
14	17	<i>interested and would pay a small fee for</i>
19	20	<i>interested but wouldn't pay for</i>
24	19	<i>not interested but know of others who might be</i>
44	44	<i>not interested</i>

Cont...

<b>Member Percent</b>	<b>Teaching Elder Percent</b>	Suppose PHS were to offer the following services. Would you be interested in using any of them? <b>(Mark all that apply.)</b> (n=588)
		PHS staff assistance in congregation's anniversary celebration
25	35	<i>interested and would pay a small fee for</i>
16	20	<i>interested but wouldn't pay for</i>
19	17	<i>not interested but know of others who might be</i>
40	28	<i>not interested</i>
		Presbyterian history conference
28	30	<i>interested and would pay a small fee for</i>
15	7	<i>interested but wouldn't pay for</i>
15	18	<i>not interested but know of others who might be</i>
43	45	<i>not interested</i>
		Remote appraisal of congregational documents by web conferencing
10	18	<i>interested and would pay a small fee for</i>
18	21	<i>interested but wouldn't pay for</i>
18	13	<i>not interested but know of others who might be</i>
55	48	<i>not interested</i>
		Research by PHS Staff
18	26	<i>interested and would pay a small fee for</i>
14	17	<i>interested but wouldn't pay for</i>
18	18	<i>not interested but know of others who might be</i>
50	39	<i>not interested</i>
		PHS web hosting of digitized congregational records
24	38	<i>interested and would pay a small fee for</i>
19	22	<i>interested but wouldn't pay for</i>
24	16	<i>not interested but know of others who might be</i>
34	25	<i>not interested</i>
		Webinars on how best to preserve congregation records, both paper and electronic
20	31	<i>interested and would pay a small fee for</i>
33	28	<i>interested but wouldn't pay for</i>
20	21	<i>not interested but know of others who might be</i>
27	21	<i>not interested</i>
		Webinars on Presbyterian history
18	25	<i>interested and would pay a small fee for</i>
48	38	<i>interested but wouldn't pay for</i>
12	15	<i>not interested but know of others who might be</i>
23	23	<i>not interested</i>
		Workshops (hands-on instructions on topics such as exhibit planning, oral history, best practices for preservation)
24	27	<i>interested and would pay a small fee for</i>
18	15	<i>interested but wouldn't pay for</i>
22	25	<i>not interested but know of others who might be</i>
36	34	<i>not interested</i>



		Year-long congregational memberships (discounts on services and publications, available at different levels)
24	22	<i>interested and would pay a small fee for</i>
10	5	<i>interested but wouldn't pay for</i>
15	19	<i>not interested but know of others who might be</i>
51	55	<i>not interested</i>