

PRESBYTERIAN PANEL REPORT

Listening to Presbyterians



COMMUNICATIONS ISSUES THE MAY 1994 PRESBYTERIAN PANEL

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RESEARCH SERVICES
Congregational Ministries Division
Presbyterian Church (U.S.A.)
100 Witherspoon Street
Louisville, Kentucky 40202

THE PRESBYTERIAN PANEL: AN OVERVIEW

The Presbyterian Panel (1994-1996) consists of several thousand Presbyterians in the United States and Puerto Rico who agreed to respond to a quarterly mail survey beginning February 1994. The Panel contains independent, representative samples of four groups affiliated with the Presbyterian Church (U.S.A.): members, elders, pastors, and clergy in specialized ministries. (The exact number of cases in each sample may be found at the beginning of the appendix.)

Participants in each of these samples were selected according to scientific sampling procedures, a detailed description of which can be found in Appendix B of the *Background Report for the 1994-1996 Panel* (Louisville: Research Services, Division of Congregational Ministries, Presbyterian Church (U.S.A.), 1994). The member sample was drawn in two stages. First, 425 congregations were sampled, with the probability of selection proportional to membership size. Each of the 425 congregations was, in turn, requested to supply the names of eight members, based on applying a set of random numbers to its current list of active members. The elder sample was drawn from a denominationally-maintained list of all elders currently serving on sessions of Presbyterian Church (U.S.A.) congregations. To ensure geographical representation, elders were sampled proportionately according to their overall distribution across the church's 16 synods. The pastor sample is a random sample of all ordained ministers of the Word and Sacrament who, at the time of sampling, occupied a staff position in a congregation or other parish. The specialized clergy sample is a random sample of all ordained ministers in the denomination who, at the time of sampling, worked outside a parish (e.g., chaplains, counselors, teachers, church officials). Retired clergy were excluded from the Panel. Pastors and specialized clergy were both slightly oversampled to permit individuals who had served in the 1991-1993 cycle of the Panel to be excluded from the new samples.

The Office of Research Services, lodged in the Congregational Ministries Division of the national offices of the Presbyterian Church (U.S.A.), maintains the Panel as a service to the General Assembly, its agencies, councils, committees, and other entities. The primary purpose of the Panel is to aid these national bodies within the church by gathering information on Presbyterian opinions and behavior for use in planning and evaluation. Secondly, the Panel exists to provide the church as a whole and the larger society with information of general interest on Presbyterians.

All Panel data are publicly available, with the exception that no data will be released that might compromise the confidentiality of respondents. Requests for Panel data in computer-readable format for research purposes will be considered on an individual basis. Responsibility for the maintenance and disposition of Panel files ultimately rests with the Office of Research Services.

SAMPLING ERROR

Time and costs preclude inclusive surveys of all but the smallest populations. With larger populations, representative samples are drawn and the responses of smaller subsets are used to extrapolate to the total population—much as medicine draws a sample of blood to profile the entire blood supply within the human body. The values obtained from a scientifically-selected sample will not necessarily be the same ones that would have been obtained if the entire population had been surveyed, but we can know, within a certain degree of probability, the range above and below the sample value within which the actual population value is likely to fall. By convention, surveys usually report 95% “confidence intervals,” that is, the range above and below a sample value that, in 19 out of 20 samples (in other words, 95% of the time), will contain the true population value. This range is also known as sampling error.

Sampling error is dependent largely on the number of cases in the sample and, with percentages, how large or how small the particular values are. In general, the larger the sample, the smaller the sampling error, and the closer a percentage is to 50% (as opposed to 0% or 100%), the larger the sampling error. Approximate sampling errors for Panel samples are:

REPORTED PERCENTAGE	MEMBERS	ELDERS	PASTORS	SP. CLERGY
	95% CONFIDENCE INTERVAL			
50%	±4%	±4%	±4%	±5%
30% or 70%	±4%	±4%	±4%	±5%
20% or 80%	±4%	±4%	±4%	±4%
10% or 90%	±3%	±3%	±3%	±3%
5% or 95%	±2%	±2%	±2%	±2%

HIGHLIGHTS

- Of 24 types of information that Presbyterians might receive, members were interested in receiving very few. The largest percentages of members (about one-quarter) said they “yes, definitely” want to receive “success stories about Presbyterian programs,” “articles on spirituality/growth in faith,” “news of General Assembly meetings,” and “discussions of theological issues.” (p. 1)
- Pastors and specialized clergy are interested in receiving much more information from the denomination. Two-thirds of pastors definitely want “news of General Assembly meetings,” and about half want “success stories of Presbyterian programs,” “articles on spirituality/growth in faith,” “discussions about theological issues,” and “announcement of deaths, retirements, and new positions of ministers of the Word and Sacrament.” (p. 1)
- Panelists tend to prefer to receive information in print publications, distributed either for free or by subscription. There is little interest in receiving information via videotapes or computer. Two-thirds of pastors (compared to less than half of members and elders) are interested in receiving information about the denomination by personal contact with national staff persons accessible to local churches. (p. 3-6)
- Panelists are more likely to say they would watch television programs produced by the denomination than to say they would listen to radio programs produced by the denomination. Four in ten members would watch programs showing discussions of Jesus Christ and the Bible and about a third would watch discussions of our faith, public service announcements on family values and faith, documentaries about social issues, and dramas with a Christian perspective. (p. 6-7)
- Over 60% of panelists said they would recommend to their congregations that they subscribe to a video subscription service that would provide monthly tapes presenting stories of Presbyterians and other people of faith. Panelists report that such videos would most likely be used in adult church school classes or study groups or in other church group meetings. (p. 8)
- About half of pastors and a quarter of members say they would subscribe to an audio tape subscription service if the tapes provided discussions of theological issues or audio versions of books on spirituality and faith. (p. 8)
- Panelists support the idea of spending \$7 million to provide every congregation with a computer and modem that can be used to access a denominational electronic mail and conferencing system. There is no consensus among members, however, about the importance of spending \$300,000 to cover the annual costs of such a network. (p. 9)
- The majority of pastors and specialized clergy, but only 16% of elders and 9% of members, tried to or did contact a national staff office or individual in Louisville in the previous year. Of those who did, 40% to 50% said they were very satisfied with their contacts. Among those who were dissatisfied one or more times, the voice mail phone system was mentioned frequently as a source of frustrations. (p. 9)
- A journal or magazine consisting of an exchange of letters was the preferred method for information and opinion sharing among Presbyterians. In addition, many panelists (particularly clergy) preferred a ministry of dialogue in which national staff persons and elected board members would travel around the country to speak with groups of Presbyterians. (p. 10)

INTRODUCTION

The topic of the May 1994 Presbyterian Panel questionnaire was Communications. The purpose of this Panel was to obtain the opinions of members, elders, pastors, and specialized clergy about the types of information they want to receive from General Assembly entities. This study was requested by the Communication Task Force of the General Assembly to help them in their work in studying the denomination's communications. Task Force members worked with Research Services staff in developing the questionnaire.

The results of this questionnaire are just one of many pieces of information that are being gathered in the study of communication within the Presbyterian Church (U.S.A.). The May Panel questionnaire does not ask about specific denominational publications for two reasons. First, separate efforts are being made to evaluate existing publications, and second, we did not want panelists' opinions concerning present publications to influence their responses to questions concerning their interest in denominational information, in general.

Questionnaires were sent to panelists in May 1994. Response rates by sample are: members, 59%; elders, 62%; pastors, 73%; and specialized clergy, 70%. The appendix shows the complete text of each question and reports, by sample, the percentage distribution of responses to each question.

INFORMATION NEEDS

Panelists were presented first with a list of 24 types of information currently available to Presbyterians and asked to indicate for each if they personally want to receive it. They could respond with either "yes, definitely"; "yes, probably"; "no, probably not"; "no, definitely not"; or "no opinion" (Q-1).

Table 1 lists the 24 types of information and, for each, the percentage of panelists who reported they "yes, definitely" want to receive it. The types of information are listed in descending order, with the information type to which the largest percentage of members responded "yes, definitely" listed first.

These findings indicate that there is a great deal of similarity among these different groups of Presbyterians in terms of the information they want to receive. For the most part, members, elders, pastors, and specialized clergy agree on the types of information they are most interested in receiving. That is, the relative order of items in Table 1 is somewhat similar across the four groups of panelists.

There are differences among the groups, however, in the percentages who say they definitely want to receive the various types of information. While some of these differences are fairly large, for the most part they seem logical based on the different perspectives and interests of the four groups. For example, greater percentages of pastors than of members or elders are interested in news of theological institutions; announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament; and decisions of the Permanent Judicial Council.

Members tend to be interested in stories with a "personal" touch—for example, "articles on spirituality/growth in faith," "success stories about Presbyterian members," and "human interest stories about Presbyterians who are in the news." Other than members of the clergy, most Presbyterians are not interested in receiving very much information about the denomination. The largest percentage of members want to receive "success stories" about Presbyterian programs, yet nonetheless, only 28% said they definitely want such news. Compared to members, slightly larger percentages of elders want to receive the various types of information about the denomination.

Only 14% of members definitely want to receive reviews of books, movies, and television programs, and the same percentage want information about General Assembly Council Meetings and programs of the denomination. In general, members, elders, and pastors showed as much or more interest in reviews as they did for about half of the other items listed. Specialized clergy were the only group that showed less interest in reviews than in many of the other items.

Table 1

PERCENTAGE OF PANELISTS WHO DEFINITELY WANT TO RECEIVE EACH INFORMATION TYPE (Q-1)				
	Members	Elders	Pastors	Specialized Clergy
“success stories” about Presbyterian programs	28%	34%	54%	37%
articles on spirituality/growth in faith	27%	34%	52%	47%
news of annual General Assembly meetings	25%	36%	78%	70%
discussions about theological issues	24%	25%	48%	49%
“success stories” about Presbyterian members	19%	23%	38%	28%
human interest stories about Presbyterians who are in the news	17%	18%	32%	28%
information about recommendations (“overtures”) from presbyteries to the General Assembly	16%	22%	29%	32%
stories/news about Presbyterian and other Christian mission around the world	16%	20%	45%	32%
information about resources available from the national church	15%	23%	40%	35%
news of General Assembly Council meetings	14%	22%	41%	35%
information about the denomination’s financial status	14%	21%	32%	29%
information about programs of the denomination	14%	20%	35%	29%
reviews of books, movies, television programs, etc.	14%	14%	20%	17%
stories/news about Presbyterian congregations	13%	16%	40%	28%
stories/news about Presbyterian colleges and universities	11%	9%	11%	13%
opinion pieces (e.g., editorials and letters to the editor)	11%	13%	19%	18%
news of decisions of the Permanent Judicial Council	10%	13%	30%	30%
news of meetings of ecumenical groups	8%	12%	9%	16%
stories/news about staff of the national church	8%	8%	17%	14%
news of meetings of the Presbyterian Church (U.S.A.) Foundation	7%	8%	4%	5%
announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament	6%	6%	48%	41%
stories/news of Presbyterian theological institutions	6%	8%	18%	21%
news of meetings of the Board of Pensions	4%	4%	16%	17%
news of meetings of the divisions and boards of the national church	4%	6%	10%	10%

The most positive interpretation of this particular finding is to say that panelists might have been referring to reviews of books, movies, and television programs that have a religious message or reviews written from a Christian perspective. However, we did not specifically state what type of reviews we were talking about, so we do not know for sure how panelists interpreted this item.

Like for reviews, only 14% of members indicated they definitely want to receive information about the denomination’s financial status. Among members, 54% either definitely or probably want to receive news about the denomination’s financial status. This compares to 51% who definitely or probably want to receive reviews.

METHODS FOR DISTRIBUTING INFORMATION

Distribution Preferences for Specific Types of Information

In Q-4, panelists were presented with the same list of information types that was used in Q-1. This time, panelists were asked *how* they would like each type of information provided to them. The distribution methods from which they could choose were: print publications, videotapes, and a computer-based communication system. Three types of print publications were among their choices: a general interest publication distributed to *all* Presbyterians at no cost to the recipient, a general publication available by subscription, and special interest publications addressing

specific topics or concerns. Panelists could also indicate they are “not interested” in a particular type of information.

Responses to Q-4 indicate that there is little consensus among members about *how* they want to receive information in which they’re interested. Even among pastors, specialized clergy, and elders, there were few items for which panelists expressed clear agreement about the best means for distribution.

In order to understand these variations, the responses to Q-4 will be presented in several ways. First, the types of information that members are *not* interested in receiving (i.e., at least 50% of members said they were not interested in receiving these types of information) will be presented. Second, the types of information that members tend to want to receive at no cost will be discussed. Third, information for which members tend to prefer subscription or special interest publications will be presented. Finally, the distribution preferences of pastors will be discussed.

Table 2 shows the types of information that members are not interested in receiving (i.e., at least 50% of members said they were “not interested”). (For comparison, the percentages for elders, pastors, and specialized clergy are also shown.) Most of these information types also appeared at the bottom of Table 1, indicating that few members said, in response to Q-1, that they “definitely” want to receive such information. Elders are less likely to say they are not interested in these types of information. With the exception of information about meetings of the Presbyterian Church (U.S.A.) Foundation (the only type of information than a majority of clergy are not interested in), a third of pastors and specialized clergy *or less* say they are “not interested” in these information types. Pastors and specialized clergy are much more likely than members and elders to say they are interested in receiving announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament.

Table 2

TYPES OF INFORMATION THAT MEMBERS ARE <i>NOT</i> INTERESTED IN RECEIVING (Q-4)				
	Members	Elders	Pastors	Specialized Clergy
meetings of the Board of Pensions	77%	66%	30%	35%
meetings of the divisions and boards of the national church	67%	55%	32%	34%
announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament	67%	59%	10%	13%
meetings of the Presbyterian Church (U.S.A.) Foundation	64%	56%	52%	54%
decisions of the Permanent Judicial Council	61%	50%	18%	21%
meetings of ecumenical groups	56%	46%	36%	29%
stories/news about the staff of the national church	55%	45%	24%	28%
General Assembly Council (GAC) meetings	53%	37%	13%	21%

Free General Interest Publications

Table 3 shows the types of information for which a free, general interest publication distributed to all Presbyterians was the option chosen by the largest percentages of members interested in the information. It should be noted, however, that no more than a third of members want to receive any of these types of information in this manner. (An identical percentage of members reported that they want to receive two of these information types via a general publication available by subscription only: “announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament” and “news about Presbyterian and other Christian mission around the world.”) Although larger percentages of pastors and specialized clergy want to receive these types of information in a free publication, more than half of both clergy groups want free coverage of only one: “annual General Assembly meetings.”

Table 3

INFORMATION THAT MEMBERS WANT TO RECEIVE IN PRINT PUBLICATIONS DISTRIBUTED FREE OF CHARGE TO ALL PRESBYTERIANS (Q-4)				
	Members	Elders	Pastors	Specialized Clergy
"success stories" about Presbyterian programs	32%	38%	35%	32%
annual General Assembly meetings	29%	42%	65%	60%
information about the denomination's financial status	29%	40%	52%	43%
human interest stories about Presbyterians who are in the news	28%	31%	29%	28%
"success stories" about Presbyterian members	26%	30%	28%	26%
information about resources available from the national church	26%	39%	58%	46%
information about recommendations ("overtures") from presbyteries to the General Assembly	25%	36%	48%	43%
*stories/news about Presbyterian and other Christian mission around the world	24%	30%	32%	27%
information about programs of the denomination	21%	33%	46%	41%
General Assembly Council (GAC) meetings	20%	28%	37%	31%
*announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament	12%	15%	51%	46%

* an identical percentage of members said they want to receive these information types via a general publication available by subscription only

Print Publications Available by Subscription

Members want to receive other types of information in print publications available by subscription. Table 4 shows the types of information for which a subscription publication was the option chosen by the largest percentage of members interested in such information. Like for the information members want to receive for free, no more than 30% want to receive any of these types of information in a subscription publication.

Table 4

INFORMATION THAT MEMBERS WANT TO RECEIVE IN PRINT PUBLICATIONS AVAILABLE BY SUBSCRIPTION (Q-4)				
	Members	Elders	Pastors	Specialized Clergy
articles on spirituality/growth in faith	30%	32%	49%	40%
discussions of theological issues	25%	28%	44%	36%
opinion pieces	25%	25%	45%	34%
stories/news about Presbyterian congregations	25%	28%	40%	34%
reviews of books, movies, television programs, etc.	24%	25%	44%	35%
stories/news about Presbyterian colleges and universities	19%	20%	28%	27%
stories/news about the staff of the national church	18%	22%	32%	28%
stories/news about Presbyterian theological institutions	18%	19%	30%	29%

Special Interest Publications

Table 5 lists the three types of information for which special interest publications were the distribution option chosen by the largest percentages of members interested in such information (though only about one in ten). This type of print publication is not a priority for members. It is interesting that these three items are among those that more than 50% of members do not want to receive.

Table 5

INFORMATION THAT MEMBERS WANT TO RECEIVE IN SPECIAL INTEREST PRINT PUBLICATIONS (Q-4)				
	Members	Elders	Pastors	Specialized Clergy
decisions of the Permanent Judicial Council	13%	16%	22%	20%
meetings of the Presbyterian Church (U.S.A.) Foundation	12%	15%	26%	18%
meetings of Board of Pensions	10%	14%	27%	24%

It is clear that for information members want to receive, a print format is the preferred vehicle of distribution. However, in many cases members express only a slight preference for either print publications distributed at no cost or those available by subscription. No more than 6% of members want to receive any of the types of information on videotape and no more than 5% selected the computer-based system for receiving any information type. Most of the differences seen among members' preferences for the different print publications are not statistically significant.

Pastors show somewhat more agreement than members on the ways in which they want to receive information. For instance 65% of pastors, compared to 29% of members, want to receive news coverage of annual General Assembly meetings in a free print publication. In this case, as in many, pastors and members agree on the type of publication they want. The percentage of members wanting to receive information via each type of publication is almost always lower, however, because a large percentage of members report they are not interested in most types of information.

One area in which pastors and members disagree concerns information about meetings of the divisions and boards of the national church. Pastors want to receive this information in special interest publications, while members have a slight preference for a publication available by subscription. Neither group believes a free publication is appropriate for this type of information. Pastors and members also differ over news coverage of decisions of the Permanent Judicial Council. Members are almost evenly divided among the three print publication choices for this type of information, while pastors clearly want to receive this information at no cost.

Pastors want to receive some types of information in print publications available by subscription. These include: opinion pieces, discussions of theological issues, articles on spirituality/growth in faith, coverage of human interest stories about Presbyterians who are in the news, "success stories" about Presbyterian members, news about Presbyterian congregations, and information about meetings of ecumenical groups.

Pastors are only slightly more likely than members to prefer to receive information via videotapes or computer. About 10% of pastors would like to receive news about mission, stories of Presbyterians in the news, and "success stories" about Presbyterian programs on monthly or quarterly videotapes.

General Preferences for Various Media/Formats

A general question was asked of panelists about their media preferences: "To what extent would you like to get your information about the PCUSA through each of the following media/formats?" (Q-14). The specific type of information was not mentioned in this question. When asked in this manner, newsprint publications and magazine publications were panelists' clear choices for receiving denominational information. We suspect the percentages favoring these options are higher here than when specific types of information were specified (in Q-4) because in this question, panelists were not given the option of saying they did not want the information, an option selected by many members and elders for the previous items.

Fully 94% of pastors, 91% of specialized clergy, 85% of elders, and 72% of members "would like" or "would like very much" to receive information about the denomination in a newsprint publication (see Table 6). The percentages who would like or like very much to receive such information in a magazine publication are just slightly lower.

The next most popular ways of receiving information are "from national staff persons accessible to local churches" and "television." Members and elders are slightly more interested in receiving information by television compared to

personal contact, whereas pastors and specialized clergy are slightly more likely to prefer personal contact with national staff persons.

Table 6

PANELISTS' PREFERENCES FOR RECEIVING PC(USA) INFORMATION (Q-14)				
	Percentages that "would like very much" or "would like"			
	Members	Elders	Pastors	Specialized Clergy
newsprint publications	72%	85%	94%	91%
magazine publications	66%	80%	86%	86%
television	45%	52%	58%	54%
personal contact	41%	48%	67%	61%

DISTRIBUTION OF PROGRAM MATERIALS

Presently, program materials produced by the national church and distributed to congregations are typically sent only to the pastor. Panelists were asked to evaluate this method and an alternative one in which materials would be targeted to appropriate leaders in each congregation (e.g., the chairperson of a particular committee) (Q-5). One-third of members and elders and 41% of pastors prefer keeping the present distribution system, sending materials only to pastors. Similar percentages (38% of members, 37% elders, and 33% of pastors) would like materials to be sent to both pastors *and* other appropriate leaders in the congregation. Few panelists (8% or less) believe materials should be sent *only* to congregational leaders and *not* to pastors.

Support for distributing program materials to *both* pastors and other leaders—the most popular method in the view of members and elders—drops dramatically if this new method will cost 50% more than the present method of distribution (Q-6).

INTEREST IN AUDIO AND VISUAL MEDIA

PCUSA-Produced Television Programs

Another question listed 14 types of programs that the Presbyterian Church (U.S.A.) could produce for radio or for television. Panelists were asked to report if *they personally* would watch each type of program on television and if *they personally* would listen to them on the radio if available on local stations (Q-2). For all types of programs, more panelists said they would watch them on TV than would listen to them on the radio. However, in some cases these differences were insignificant.

Table 7 shows the percentages of panelists who said they personally would watch each type of program on TV. The program types are listed in descending order, with the first program listed being the one that the largest percentage of members said they would watch.

Table 7

PERCENTAGE OF PANELISTS WHO WOULD WATCH TELEVISION PROGRAMS PRODUCED BY THE DENOMINATION (Q-2)				
Program Type	Members	Elders	Pastors	Specialized Clergy
discussions about Jesus Christ and the Bible	43%	49%	45%	37%
discussions about our faith	34%	38%	46%	39%
public service announcements on family values and faith	34%	35%	48%	38%
documentaries about social issues and concerns	34%	34%	40%	40%
dramas with a Christian perspective	32%	33%	37%	28%
situation comedies with a Christian perspective	31%	29%	30%	20%
Christian education programs for children/young adults	23%	25%	28%	21%
broadcasts of PC(USA) worship services	22%	24%	23%	20%
brief announcements that describe the mission, programs, and people of the PC(USA)	21%	28%	49%	37%
discussions about other Christian denominations	20%	19%	14%	14%
talk and interview shows with Presbyterian lay leaders	18%	22%	29%	20%
news of Christians around the world	18%	20%	30%	26%
programs that highlight PC(USA) activities	17%	21%	43%	36%
discussions about other (non-Christian) religions	16%	13%	16%	20%

Members and elders are more likely to say they would watch television program showing general discussions about Jesus Christ or about their faith than to say they would watch programs specifically about the Presbyterian Church. "Programs that highlight PC(USA) activities" are the second *least likely* type of program to be watched by members, but they are the fifth *most likely* to be watched by pastors and sixth *most likely* for specialized clergy.

PCUSA-Produced Radio Programs

When panelists were asked if they would listen to similar programs on the radio, the percentages saying "yes" to each were smaller (see Table 8). However, the rank order remains relatively the same. For the most part, panelists want to listen to the same types of programs that they want to watch on television.

It is interesting that panelists' television and radio preferences do not differ according to their ages. When the responses of three groups of panelists were compared (those who are under 30 years of age, those who are 30 to 49 years of age, and those who are 50 years of age and older), no differences emerged.

Table 8

PERCENTAGE OF PANELISTS WHO WOULD LISTEN TO RADIO PROGRAMS PRODUCED BY THE DENOMINATION (Q-2)				
Program Type	Members	Elders	Pastors	Specialized Clergy
discussions about Jesus Christ and the Bible	33%	41%	37%	30%
public service announcements on family values and faith	28%	30%	45%	33%
discussions about our faith	26%	31%	38%	34%
documentaries about social issues and concerns	19%	25%	28%	30%
situation comedies with a Christian perspective	17%	18%	19%	13%
dramas with a Christian perspective	16%	20%	24%	18%
broadcasts of PC(USA) worship services	16%	20%	19%	18%
brief announcements that describe the mission, programs, and people of the PC(USA)	16%	25%	42%	34%
Christian education programs for children/young adults	15%	17%	16%	14%
talk and interview shows with Presbyterian lay leaders	15%	19%	24%	18%
discussions about other Christian denominations	14%	16%	14%	15%
news of Christians around the world	14%	17%	25%	22%
discussions about other (non-Christian) religions	13%	12%	14%	18%
programs that highlight PC(USA) activities	12%	17%	31%	29%

Subscription Video Service

Over 60% of all panelists said they would “yes, definitely” or “yes, probably” recommend that their congregations subscribe to a video service in which one or more videotapes presenting stories of Presbyterians and other people of faith would be distributed on a monthly basis to congregations (Q-7). The cost for subscribing to this service was estimated to be \$40 a year. This potential service had equal support from all groups of panelists.

Panelists also tend to agree on the type of videos that they think would be of interest to their congregations (Q-8). Videos that would be the most popular are those designed for “use in adult church school classes,” “use in adult study groups (outside of Sunday morning church school),” and “viewing during other church group meetings.” About 70% of panelists believe their congregations would be “very interested” or “interested” in videos designed for these uses.

Videos designed for “viewing on a ‘drop-in’ basis at the church either before or after worship services” received the least support from panelists. Less than 10% believe their congregations would be “very interested” in that type of video.

Panelists were also asked if *they personally* would view videos intended for these various uses (Q-9). The results are similar to those for Q-8 regarding congregational use of such videos. Panelists report they would view the same types of videos that they believe their congregations might use.

Subscription Audio Tape Service

Some panelists are interested in subscribing to an audio tape program that would provide monthly audio tapes for \$5 a tape, but interest varies depending on the content of the tapes (Q-13). Almost half of pastors and specialized clergy and about a quarter of members and elders would be interested in subscribing if the tapes provided discussions of theological issues. There is similar interest in subscribing if books on spirituality and faith were recorded on audio tapes.

There was less interest in receiving tapes that report the news of the denomination—less than 20% of members and elders and 28% of pastors and specialized clergy expressed interest in such tapes—and the least interest was expressed in taped worship services. Only 12% of members and 19% of pastors said they would subscribe to an audio tape service if worship services were provided on tape.

DENOMINATIONAL ACCESS TO COMPUTERS

One method to share information across the Presbyterian Church (U.S.A.) is by computer. A major drawback to sharing information in this manner is that not all congregations have computers. Panelists were asked what they thought of the idea of having the denomination provide money so that each congregation could have a computer and a modem that could be used to access a denominational electronic mail system (Q-10). The cost of this proposal was estimated at \$7 million. Despite this cost, 25% of members, 22% of elders, 32% of pastors, and 34% of specialized clergy think it would be an "excellent idea," and another quarter of each sample think it would be a "good idea."

Responses to subsequent questions concerning computer usage seem to present contradictory messages, unless responses are interpreted in light of the specific referent given in each question. In Q-10, panelists supported spending \$7 million dollars "for accessing a denominational electronic mail and conferencing system." With such a system, "news and minutes of meetings of the boards and agencies of the denomination could be made available on the computer-based communication system and representatives from each congregation could read or print out the stores they find relevant."

In Q-11, the denomination's existing computer-based communication system was described as being used for "horizontal" communication across the church—pastors share sermon ideas, presbyteries have their own places for discussion, members discuss issues before the General Assembly, and all users have an opportunity to voice their opinions." When panelists were asked if this type of communication is important enough that the denomination should cover the associated annual costs (\$300,000) with users (churches or individuals) paying only their monthly long distance charges, only 22% of members, 18% of elders, 27% of pastors, and 30% of specialized clergy concurred. The vast majority either were undecided (about a third of members and elders and one in six pastors and specialized clergy) or thought users should pay more of the expenses (20% to 30% of panelists).

It would seem that if panelists are willing to have the denomination spend \$7 million on computers for congregations, they would have found the \$300,000 annual fee for computer-based communications a justifiable cost, but it does not appear that way. In addition, few panelists support having the national office spend \$12,000 to link the denomination's computer communication system to other computer networks (e.g., the Internet) (Q-12).

COMMUNICATION WITH LOUISVILLE

Contacts with the National Office

Within the previous year, the vast majority of pastors (78%) tried to or did get in touch with a national staff office or individual in Louisville (Q-15). That compares to 66% of specialized clergy, 16% of elders, and 9% of members who tried or did get in touch with a national staff office or individual in Louisville.

Panelists who communicated with an office or individual in Louisville were likely to do so more than one. Only one-third of members and elders and less than a tenth of pastors and specialized clergy made only one contact or attempted contact with the national office. Among members, 14% who tried to or did contact Louisville did so six or more six times. Among pastors, 36% of those who contacted or tried to contact Louisville offices or staff did so six or more times.

Satisfaction with Contacts with the National Office

Members and elders are more likely than pastors and specialized clergy to be "very satisfied" overall with their contacts with the offices in Louisville—51% of members and 44% of elders compared to 40% of pastors and 45% of specialized clergy said they were very satisfied with their contacts. That compares to 11% of members and 14% of elders, but only 4% of pastors and 6% of specialized clergy, who said they were dissatisfied overall with their contacts with the national church.

One-half of pastors and specialized clergy, compared to 72% of members and 70% of elders, said they were “never dissatisfied” with their contacts with the national church in Louisville. Those who said they were dissatisfied one or more times were asked to write the reasons for their dissatisfaction. From their responses, it appears that use of the voice mail phone system is the major cause of dissatisfaction. Not being able to reach a “real” person and reaching only an answering machine or voice mail are major complaints. Another common complaint is that when messages are left on answering machines or voice mail, phone calls are not returned. A lack of response to written requests for information was also mentioned.

INFORMATION SHARING AMONG PRESBYTERIANS

The last two questions (Q-19, Q-20) dealt with ways Presbyterians can express their opinions, share ideas, and discuss with each other issues relevant to the denomination. Panelists were presented with four formats for such discussions and asked their opinions about denominational support for each. The four formats and the percentage describing each as an “excellent idea” or a “good idea” are given in the table below.

Table 9

PANELISTS' PREFERENCES FOR INFORMATION SHARING AMONG INDIVIDUAL PRESBYTERIANS (Q-19)				
	Percentages Saying “Excellent” or “Good” Idea			
	Members	Elders	Pastors	Specialized Clergy
ministry of dialogue in which national staff persons and elected board members travel around the country to speak with groups of Presbyterians	44%	46%	58%	55%
journal/magazine consisting of exchange of letters	41%	45%	47%	42%
denominational-sponsored computer network for electronic mail	35%	35%	47%	53%
interactive video conferences between church leaders and those attending presbytery or synod meetings	31%	27%	38%	39%

The largest percentages of panelists in each sample favor a ministry of dialogue as a means of fostering communication among Presbyterians. At least four in ten in each sample also support a journal or magazine that consists of an exchange of letters. In fact, all four methods received a fair amount of support—at least a quarter in every sample described each as an excellent or good idea.

It is challenging to interpret these results in light of responses to other questions. For example, given that panelists were willing to spend \$7 million so that every congregation could have a modem and a computer (Q-10), I expected more support for “a denominational-sponsored computer network for electronic mail and conferencing” (Q-19b), but only about a third of members think this is a good or excellent idea. Table 10 shows that of members who support spending \$7 million for computers and modems, 26% think a denominational-sponsored computer network is a fair or poor method for Presbyterians to share their opinions and 17% have no opinion about that idea. Table 11 shows similar information for pastors. About a quarter of members and pastors who support buying the computers think it is a fair or poor idea to use the computers as they were intended.

Table 10

RELATIONSHIP BETWEEN MEMBERS' SUPPORT FOR DENOMINATIONAL COMPUTER ACCESS AND THEIR SUPPORT FOR USING A COMPUTER NETWORK FOR SHARING IDEAS			
Support for denominational-sponsored computer network (Q-19b)	Support for purchasing a computer and modem for each congregation (Q-10)		
	Excellent/ Good Idea	Fair/ Poor Idea	No Opinion
excellent/good idea	57%	11%	13%
fair/poor idea	26%	69%	34%
no opinion	17%	20%	53%

Table 11

RELATIONSHIP BETWEEN PASTORS' SUPPORT FOR DENOMINATIONAL COMPUTER ACCESS AND THEIR SUPPORT FOR USING A COMPUTER NETWORK FOR SHARING IDEAS			
Support for denominational-sponsored computer network (Q-19b)	Support for purchasing a computer and modem for each congregation (Q-10)		
	Excellent/ Good Idea	Fair/ Poor Idea	No Opinion
excellent/good idea	67%	21%	20%
fair/poor idea	27%	72%	55%
no opinion	6%	8%	25%

The last question asked panelists to pick *one* of the four methods as the best way to support information sharing among individual Presbyterians (Q-20). This question was asked to force the panelists to choose among the four options. The journal/magazine format was clearly the preferred choice in that the largest percentages of panelists picked that method over the others (see Table 12). However, for pastors and specialized clergy, a ministry of dialogue was a strong second choice, selected by almost one-third of each group. No method was selected by a majority of panelists.

Table 12

PANELISTS PREFERENCES FOR INFORMATION SHARING METHODS: "WHICH ONE METHOD WOULD YOU PERSONALLY PREFER?" (Q-20)				
	Members	Elders	Pastors	Specialized Clergy
journal/magazine consisting of an exchange of letters	47%	46%	37%	32%
denominational-sponsored computer network for electronic mail	17%	18%	21%	27%
interactive video conferences between church leaders and those attending presbytery or synod meetings	13%	11%	12%	14%
ministry of dialogue in which national staff persons and elected board members travel around the country to speak with groups of Presbyterians	23%	25%	29%	26%
other [volunteered responses]	*	1%	1%	*

* = less than 0.5%; rounds to zero

CONCLUSIONS

One conclusion that can be made based on the results of this Panel, is that members do not seem to be interested in knowing much about the denomination or in receiving other information related to religion. While this fact makes it difficult to decide how information should be delivered—members often say they are “not interested” in various types of information—members express some preference for print publications.

It is interesting, though, that a majority of members favor a subscription service that would provide videotapes to their congregations. Perhaps members are more comfortable receiving information about religion and about the denomination through their own congregations rather than directly from the national offices.

Panelists' opinions regarding purchasing and using computers for denominational communication are complex or not very well formed. Some responses make it appear that panelists see little use for computers as communication tools. Other responses give just the opposite view. It is possible that panelists' support for providing computers to all congregations is linked to the uses that local congregations can make of computers, other than as vehicles for communication. Compared to members and elders, pastors and specialized clergy tend to see more value in communication by computer.

The Panel has taken a preliminary look at the complex communication issues within the denomination. Caution should be used in interpreting these results. Additional research is needed to focus on the existing publications of the denomination to understand how Presbyterians' information needs are being addressed by these publications and what changes are needed to better meet these needs.

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MAY 1994 PRESBYTERIAN PANEL — COMMUNICATIONS ISSUES

APPENDIX

	Members	Elders	Pastors	Specialized Clergy
Questionnaires sent:	1465	1348	1257	686
Questionnaires returned:	863	839	916	478
Percent returned:	59%	62%	73%	70%

This questionnaire is divided into three parts. The purpose of the first part is to obtain your opinion about the types of information you want the "national church" (i.e., the General Assembly, the General Assembly Council, and their staff offices in Louisville) to provide to you as a member, elder, or minister in the Presbyterian Church (U.S.A.). The purpose of the second part is to determine how you think the information you want should be delivered to you. The purpose of the third part is to gather information about how we as Presbyterians talk to one another.

PART I: INFORMATION NEEDS

Q-1. Listed below are many types of information that are currently available to the members, elders, and ministers of the Presbyterian Church (U.S.A.). Please think about each type of information and tell us if *you personally* want to receive it. (Think about each type of information apart from the way you might receive it. In the next section we will address how you might receive this information.) Please circle one number for each type of information.

Do you Personally Want to Receive News Coverage of . . .	Members	Elders	Pastors	Specialized Clergy
a. General Assembly Council (GAC) meetings				
yes, definitely	14%	22%	41%	35%
yes, probably	25%	31%	39%	34%
no, probably not	36%	32%	15%	24%
no, definitely not	18%	11%	4%	6%
no opinion	6%	4%	1%	2%
b. annual General Assembly meetings				
yes, definitely	25%	36%	78%	70%
yes, probably	30%	36%	18%	22%
no, probably not	26%	18%	3%	6%
no, definitely not	14%	7%	1%	2%
no opinion	5%	2%	-	*
c. meetings of the divisions and boards of the national church				
yes, definitely	4%	6%	10%	10%
yes, probably	15%	21%	29%	32%
no, probably not	50%	51%	47%	43%
no, definitely not	24%	17%	12%	13%
no opinion	8%	6%	2%	2%
d. meetings of the Presbyterian Church (U.S.A.) Foundation				
yes, definitely	7%	8%	4%	5%
yes, probably	20%	22%	15%	17%
no, probably not	44%	47%	54%	48%
no, definitely not	22%	18%	25%	26%
no opinion	8%	6%	3%	4%

* = less than 0.5%

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

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

Q-1. Listed below are many types of information that are currently available to the members, elders, and ministers of the Presbyterian Church (U.S.A.). Please think about each type of information and tell us if *you personally* want to receive it. (Think about each type of information apart from the way you might receive it. In the next section we will address how you might receive this information.) Please circle one number for each type of information.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
e. meetings of the Board of Pensions				
yes, definitely	4%	4%	16%	17%
yes, probably	7%	12%	34%	30%
no, probably not	46%	50%	36%	33%
no, definitely not	33%	27%	12%	18%
no opinion	10%	7%	1%	2%
f. decisions of the Permanent Judicial Council				
yes, definitely	10%	13%	30%	30%
yes, probably	20%	27%	39%	37%
no, probably not	39%	37%	24%	24%
no, definitely not	23%	18%	6%	7%
no opinion	9%	6%	1%	2%
g. meetings of ecumenical groups (e.g., National Council of Churches)				
yes, definitely	8%	12%	9%	16%
yes, probably	27%	31%	36%	38%
no, probably not	37%	36%	36%	29%
no, definitely not	22%	16%	16%	14%
no opinion	6%	6%	3%	2%
Other . . .				
h. announcements of deaths, retirements, and new positions of ministers of the Word and Sacrament				
yes, definitely	6%	6%	48%	41%
yes, probably	15%	19%	37%	38%
no, probably not	40%	45%	10%	14%
no, definitely not	30%	24%	4%	6%
no opinion	9%	6%	1%	2%
i. stories/news about Presbyterian congregations				
yes, definitely	13%	16%	40%	28%
yes, probably	47%	58%	49%	55%
no, probably not	24%	16%	9%	14%
no, definitely not	11%	6%	1%	2%
no opinion	5%	4%	1%	1%
j. stories/news about the staff of the national church				
yes, definitely	8%	8%	17%	14%
yes, probably	27%	35%	46%	44%
no, probably not	41%	40%	29%	32%
no, definitely not	19%	14%	6%	7%
no opinion	6%	4%	2%	2%
k. stories/news about Presbyterian and other Christian mission around the world				
yes, definitely	16%	20%	45%	32%
yes, probably	49%	55%	46%	55%
no, probably not	21%	16%	7%	10%
no, definitely not	11%	6%	1%	2%
no opinion	4%	3%	1%	1%
l. stories/news about Presbyterian colleges and universities				
yes, definitely	11%	9%	11%	13%
yes, probably	39%	42%	52%	48%
no, probably not	31%	33%	30%	32%
no, definitely not	14%	12%	4%	4%
no opinion	6%	4%	2%	2%

* = less than 0.5%

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

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

Q-1. Listed below are many types of information that are currently available to the members, elders, and ministers of the [cont.] Presbyterian Church (U.S.A.). Please think about each type of information and tell us if *you personally* want to receive it. (Think about each type of information apart from the way you might receive it. In the next section we will address how you might receive this information.) Please circle one number for each type of information.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
m. stories/news about Presbyterian theological institutions				
yes, definitely	6%	8%	18%	21%
yes, probably	32%	36%	57%	54%
no, probably not	39%	39%	20%	22%
no, definitely not	17%	13%	3%	2%
no opinion	6%	4%	1%	2%
n. human interest stories about Presbyterians who are in the news				
yes, definitely	17%	18%	32%	28%
yes, probably	47%	54%	51%	55%
no, probably not	21%	19%	13%	14%
no, definitely not	10%	7%	3%	2%
no opinion	4%	3%	1%	1%
o. "success stories" about Presbyterian programs				
yes, definitely	28%	34%	54%	37%
yes, probably	48%	52%	38%	51%
no, probably not	14%	8%	6%	10%
no, definitely not	7%	4%	1%	1%
no opinion	3%	2%	1%	1%
p. "success stories" about Presbyterian members				
yes, definitely	19%	23%	38%	28%
yes, probably	43%	44%	41%	44%
no, probably not	22%	22%	17%	24%
no, definitely not	10%	7%	2%	4%
no opinion	5%	4%	2%	1%
q. reviews of books, movies, television programs, etc.				
yes, definitely	14%	14%	20%	17%
yes, probably	37%	39%	42%	40%
no, probably not	29%	30%	29%	32%
no, definitely not	16%	13%	8%	9%
no opinion	5%	5%	2%	2%
r. discussions about theological issues				
yes, definitely	24%	25%	48%	49%
yes, probably	41%	47%	44%	43%
no, probably not	22%	18%	6%	6%
no, definitely not	10%	7%	1%	2%
no opinion	4%	3%	*	1%
s. information about the denomination's financial status				
yes, definitely	14%	21%	32%	29%
yes, probably	40%	46%	54%	52%
no, probably not	29%	23%	12%	15%
no, definitely not	12%	7%	2%	2%
no opinion	5%	3%	1%	1%
t. articles on spirituality/growth in faith				
yes, definitely	27%	34%	52%	47%
yes, probably	42%	49%	37%	40%
no, probably not	20%	12%	8%	12%
no, definitely not	7%	4%	1%	1%
no opinion	3%	2%	*	1%
u. information about resources available from the national church				
yes, definitely	15%	23%	40%	35%
yes, probably	38%	48%	48%	47%
no, probably not	32%	23%	9%	15%
no, definitely not	10%	5%	2%	2%
no opinion	4%	2%	1%	1%

* = less than 0.5%

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

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

Q-1. Listed below are many types of information that are currently available to the members, elders, and ministers of the [cont.] Presbyterian Church (U.S.A.). Please think about each type of information and tell us if *you personally* want to receive it. (Think about each type of information apart from the way you might receive it. In the next section we will address how you might receive this information.) Please circle one number for each type of information.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
v. information about programs of the denomination (e.g., peacemaking, stewardship, evangelism, etc.)				
yes, definitely	14%	20%	35%	29%
yes, probably	41%	50%	52%	52%
no, probably not	31%	23%	10%	15%
no, definitely not	10%	6%	2%	2%
no opinion	5%	2%	1%	1%
w. opinion pieces (e.g., editorials and letters to the editor)				
yes, definitely	11%	13%	19%	18%
yes, probably	36%	38%	47%	48%
no, probably not	35%	36%	29%	28%
no, definitely not	12%	8%	4%	5%
no opinion	5%	5%	2%	2%
x. information about recommendations ("overtures") from presbyteries to the General Assembly				
yes, definitely	16%	22%	29%	32%
yes, probably	35%	43%	52%	45%
no, probably not	33%	25%	15%	18%
no, definitely not	12%	6%	3%	4%
no opinion	4%	4%	1%	1%

Q-2. Listed below are different types of programs that the Presbyterian Church (U.S.A.) could produce for (A) television or (B) radio. Please indicate whether *you personally* would watch or listen to each of these types of programs if the PC(USA) produced them and if they were available on the stations you receive. For each type of program, please circle one number in the (A) set of columns, and one number in the (B) set of columns.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. programs that highlight PC(USA) activities				
would watch TV				
yes	17%	21%	43%	36%
maybe	44%	50%	41%	43%
no	39%	28%	16%	21%
would listen to				
yes	12%	17%	31%	29%
maybe	32%	40%	41%	39%
no	56%	43%	28%	32%
b. Christian education programs for children/young adults				
would watch TV				
yes	23%	25%	28%	21%
maybe	36%	39%	47%	38%
no	41%	36%	25%	41%
would listen to				
yes	15%	17%	16%	14%
maybe	29%	33%	43%	38%
no	57%	50%	41%	48%

* = less than 0.5%

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

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

Q-2. Listed below are different types of programs that the Presbyterian Church (U.S.A.) could produce for (A) television or [cont.] (B) radio. Please indicate whether *you personally* would watch or listen to each of these types of programs if the PC(USA) produced them and if they were available on the stations you receive. For each type of program, please circle one number in the (A) set of columns, and one number in the (B) set of columns.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
c. documentaries about social issues and concerns				
would watch TV				
yes	34%	34%	40%	40%
maybe	45%	47%	40%	44%
no	20%	18%	20%	16%
would listen to				
yes	+	+		+
yes	19%	25%	28%	30%
maybe	39%	39%	38%	41%
no	41%	36%	34%	29%
d. public service announcements on family values and faith				
would watch TV				
yes	34%	35%	48%	38%
maybe	40%	42%	37%	40%
no	26%	22%	14%	22%
would listen to				
yes	+	+		+
yes	28%	30%	45%	33%
maybe	31%	36%	33%	37%
no	41%	34%	22%	30%
e. brief announcements that describe the mission, programs, and people of the PC(USA)				
would watch TV				
yes	21%	28%	49%	37%
maybe	45%	45%	36%	42%
no	34%	26%	16%	21%
would listen to				
yes	+	+		+
yes	16%	25%	42%	34%
maybe	37%	39%	35%	38%
no	47%	36%	22%	28%
f. talk and interview shows with Presbyterian lay leaders				
would watch TV				
yes	18%	22%	29%	20%
maybe	42%	45%	48%	51%
no	39%	32%	24%	29%
would listen to				
yes	+	+		+
yes	15%	19%	24%	18%
maybe	35%	38%	44%	44%
no	50%	42%	31%	37%
g. situation comedies with a Christian perspective				
would watch TV				
yes	31%	29%	30%	20%
maybe	37%	41%	38%	40%
no	32%	30%	32%	41%
would listen to				
yes	+	+		+
yes	17%	18%	19%	13%
maybe	30%	33%	33%	30%
no	54%	50%	48%	58%

* = less than 0.5%

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

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

Q-2. Listed below are different types of programs that the Presbyterian Church (U.S.A.) could produce for (A) television or [cont.] (B) radio. Please indicate whether *you personally* would watch or listen to each of these types of programs if the PC(USA) produced them and if they were available on the stations you receive. For each type of program, please circle one number in the (A) set of columns, and one number in the (B) set of columns.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
h. dramas with a Christian perspective				
would watch TV				
yes	32%	33%	37%	28%
maybe	41%	45%	44%	47%
no	26%	22%	18%	26%
would listen to	+	+		
yes	16%	20%	24%	18%
maybe	31%	37%	37%	36%
no	53%	43%	39%	46%
i. broadcasts of PC(USA) worship services				
would watch TV				
yes	22%	24%	23%	20%
maybe	38%	38%	48%	46%
no	40%	38%	30%	34%
would listen to	+	+		
yes	16%	20%	19%	18%
maybe	33%	33%	42%	36%
no	51%	46%	39%	46%
j. discussions about our faith				
would watch TV				
yes	34%	38%	46%	39%
maybe	45%	45%	42%	47%
no	21%	17%	11%	14%
would listen to	+	+		
yes	26%	31%	38%	34%
maybe	37%	40%	43%	44%
no	37%	30%	20%	23%
k. discussions about other Christian denominations				
would watch TV				
yes	20%	19%	14%	14%
maybe	45%	46%	50%	53%
no	36%	35%	36%	33%
would listen to	+	+		
yes	14%	16%	14%	15%
maybe	38%	39%	43%	44%
no	48%	45%	43%	42%
l. discussions about other (non-Christian) religions				
would watch TV				
yes	16%	13%	16%	20%
maybe	42%	44%	48%	50%
no	42%	42%	35%	30%
would listen to	+	+		
yes	13%	12%	14%	18%
maybe	32%	34%	44%	43%
no	56%	53%	42%	40%
m. news of Christians around the world				
would watch TV				
yes	18%	20%	30%	26%
maybe	49%	53%	53%	52%
no	33%	27%	17%	21%
would listen to	+	+		+
yes	14%	17%	25%	22%
maybe	38%	44%	48%	48%
no	48%	39%	26%	30%

* = less than 0.5%

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

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Q-2. Listed below are different types of programs that the Presbyterian Church (U.S.A.) could produce for (A) television or [cont.] (B) radio. Please indicate whether *you personally* would watch or listen to each of these types of programs if the PC(USA) produced them and if they were available on the stations you receive. For each type of program, please circle one number in the (A) set of columns, and one number in the (B) set of columns.

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
n. discussions about Jesus Christ and the Bible				
would watch TV				
yes	43%	49%	45%	37%
maybe	37%	36%	42%	43%
no	20%	14%	13%	20%
would listen to				
yes	33%	41%	37%	30%
maybe	30%	33%	40%	42%
no	37%	26%	23%	28%

Q-3. Think about all of the information you currently receive on each of the following topics. At the present time, would you say you receive as much information as you would like to receive on each topic, or would you like to receive more or less information on each topic? (Circle *one* number for each item.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
Information currently received about . . .				
a. your own congregation				
currently receive right amount	81%	78%	77%	77%
want more	16%	19%	17%	16%
want less	1%	1%	2%	3%
not sure	1%	2%	4%	5%
b. other congregations in your presbytery				
currently receive right amount	48%	45%	50%	55%
want more	23%	33%	41%	30%
want less	6%	6%	4%	7%
not sure	23%	15%	5%	8%
c. PC(USA) congregations in other parts of the U.S.				
currently receive right amount	45%	48%	45%	49%
want more	19%	21%	40%	34%
want less	10%	10%	6%	9%
not sure	27%	21%	8%	9%
d. programs and activities of your presbytery				
currently receive right amount	55%	57%	70%	72%
want more	27%	30%	20%	19%
want less	5%	4%	9%	7%
not sure	13%	9%	2%	3%
e. programs and activities of your synod				
currently receive right amount	51%	53%	55%	59%
want more	22%	24%	17%	19%
want less	7%	7%	23%	17%
not sure	20%	16%	6%	6%
f. programs and activities of the national church (i.e., Presbyterian Women, Peacemaking, Research, World Mission)				
currently receive right amount	50%	49%	58%	54%
want more	25%	27%	21%	27%
want less	7%	8%	17%	14%
not sure	18%	16%	5%	5%

* = less than 0.5%

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PART II: DISTRIBUTION OF INFORMATION

Q-4. Below is the same list you saw in Q-1 showing types of information the church could provide. Now we would like you to indicate *how* you would like to receive such information. If you are *not* interested in receiving a particular type of information, circle the number in the last column under "not interested" for that item. Since we're also asking many other Presbyterians the same questions, please answer based entirely on how *you personally* want to receive such information. For the types of information that you are interested in receiving, please indicate which *one* of the following formats would be best for *you personally*: (Please circle only *one* number for each item.)

- Column 1: General interest publication distributed to **all** Presbyterians (at **no cost** to recipients, but a large cost to the national church)
- Column 2: More detailed general publication available **by subscription** (cost paid by subscribers)
- Column 3: **Special interest** publication—publications produced by divisions of the church which address specific issues or topics
- Column 4: **Videotapes** issued monthly or quarterly
- Column 5: **Computer-based communication system** (for electronic mail, messages, and discussions)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
News Coverage of . . .				
a. General Assembly Council (GAC) meetings				
print publications				
no cost	20%	28%	37%	31%
by subscription	16%	18%	25%	18%
special interest	8%	11%	15%	14%
videos	1%	1%	1%	2%
computer system	2%	4%	8%	14%
not interested	53%	37%	13%	21%
b. annual General Assembly meetings				
print publications				
no cost	29%	42%	65%	60%
by subscription	15%	17%	17%	16%
special interest	11%	10%	6%	3%
videos	2%	4%	5%	5%
computer system	2%	4%	4%	9%
not interested	42%	24%	3%	7%
c. meetings of the divisions and boards of the national church				
print publications				
no cost	8%	9%	10%	12%
by subscription	12%	14%	18%	16%
special interest	10%	16%	31%	25%
videos	1%	1%	1%	*
computer system	2%	5%	7%	13%
not interested	67%	55%	32%	34%
d. meetings of the Presbyterian Church (U.S.A.) Foundation				
print publications				
no cost	10%	10%	5%	10%
by subscription	11%	14%	11%	11%
special interest	12%	15%	26%	18%
videos	*	1%	1%	*
computer system	2%	4%	4%	7%
not interested	64%	56%	52%	54%
e. meetings of the Board of Pensions				
print publications				
no cost	4%	8%	26%	22%
by subscription	7%	9%	11%	10%
special interest	10%	14%	27%	24%
videos	*	*	1%	1%
computer system	1%	3%	6%	9%
not interested	77%	66%	30%	35%

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Q-4. Below is the same list you saw in Q-1 showing types of information the church could provide. Now we would like you [cont.] to indicate *how* you would like to receive such information. If you are *not* interested in receiving a particular type of information, circle the number in the last column under "not interested" for that item. Since we're also asking many other Presbyterians the same questions, please answer based entirely on how *you personally* want to receive such information. For the types of information that you are interested in receiving, please indicate which *one* of the following formats would be best for *you personally*: (Please circle only *one* number for each item.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
f. decisions of the Permanent Judicial Council				
print publications				
no cost	12%	18%	33%	30%
by subscription	11%	14%	18%	16%
special interest	13%	16%	22%	20%
videos	1%	1%	*	1%
computer system	2%	2%	8%	12%
not interested	61%	50%	18%	21%
g. meetings of ecumenical groups (e.g., National Council of Churches)				
print publications				
no cost	14%	16%	12%	16%
by subscription	12%	15%	20%	20%
special interest	13%	17%	26%	21%
videos	1%	2%	2%	2%
computer system	3%	3%	5%	12%
not interested	56%	46%	36%	29%
Other				
h. announcements of deaths, retirements, and new positions of ministers of the Word & Sacrament				
print publications				
no cost	12%	15%	51%	46%
by subscription	12%	13%	27%	26%
special interest	7%	10%	8%	7%
videos	*	-	-	-
computer system	3%	3%	4%	8%
not interested	67%	59%	10%	13%
i. stories/news about Presbyterian congregations				
print publications				
no cost	24%	30%	32%	28%
by subscription	25%	28%	40%	34%
special interest	13%	13%	10%	10%
videos	3%	4%	8%	9%
computer system	3%	3%	3%	7%
not interested	32%	21%	6%	12%
j. stories/news about the staff of the national church				
print publications				
no cost	13%	18%	20%	19%
by subscription	18%	22%	32%	28%
special interest	10%	12%	17%	15%
videos	1%	2%	2%	2%
computer system	3%	2%	4%	8%
not interested	55%	45%	24%	28%
k. stories/news about Presbyterian and other Christian mission around the world				
print publications				
no cost	24%	30%	32%	27%
by subscription	24%	26%	34%	33%
special interest	15%	14%	13%	16%
videos	5%	7%	12%	9%
computer system	3%	3%	3%	6%
not interested	30%	19%	5%	10%

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Q-4. Below is the same list you saw in Q-1 showing types of information the church could provide. Now we would like you [cont.] to indicate *how* you would like to receive such information. If you are *not* interested in receiving a particular type of information, circle the number in the last column under “not interested” for that item. Since we’re also asking many other Presbyterians the same questions, please answer based entirely on how *you personally* want to receive such information. For the types of information that you are interested in receiving, please indicate which *one* of the following formats would be best for *you personally*: (Please circle only *one* number for each item.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
l. stories/news about Presbyterian colleges and universities				
print publications				
no cost	16%	21%	18%	18%
by subscription	19%	20%	28%	27%
special interest	17%	16%	25%	20%
videos	4%	4%	7%	5%
computer system	3%	3%	3%	6%
not interested	41%	37%	20%	24%
m. stories/news about Presbyterian theological institutions				
print publications				
no cost	13%	17%	21%	20%
by subscription	18%	19%	30%	29%
special interest	16%	18%	26%	24%
videos	3%	3%	7%	5%
computer system	3%	3%	3%	6%
not interested	47%	41%	13%	16%
n. human interest stories about Presbyterians who are in the news				
print publications				
no cost	28%	31%	29%	28%
by subscription	22%	25%	35%	30%
special interest	14%	13%	12%	12%
videos	5%	6%	10%	7%
computer system	3%	3%	3%	6%
not interested	28%	23%	10%	17%
o. “success stories” about Presbyterian programs				
print publications				
no cost	32%	38%	35%	32%
by subscription	21%	25%	31%	27%
special interest	14%	12%	11%	14%
videos	6%	8%	14%	8%
computer system	3%	3%	3%	6%
not interested	23%	14%	5%	12%
p. “success stories” about Presbyterian members				
print publications				
no cost	26%	30%	28%	26%
by subscription	22%	25%	33%	28%
special interest	12%	12%	11%	13%
videos	4%	5%	10%	6%
computer system	3%	3%	3%	6%
not interested	34%	25%	14%	20%
q. reviews of books, movies, television programs, etc.				
print publications				
no cost	18%	19%	15%	15%
by subscription	24%	25%	44%	35%
special interest	11%	12%	12%	16%
videos	3%	5%	2%	1%
computer system	4%	4%	6%	8%
not interested	40%	35%	21%	25%

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Q-4. Below is the same list you saw in Q-1 showing types of information the church could provide. Now we would like you to indicate *how* you would like to receive such information. If you are *not* interested in receiving a particular type of information, circle the number in the last column under "not interested" for that item. Since we're also asking many other Presbyterians the same questions, please answer based entirely on how *you personally* want to receive such information. For the types of information that you are interested in receiving, please indicate which *one* of the following formats would be best for *you personally*: (Please circle only *one* number for each item.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
r. discussions of theological issues				
print publications	+			
no cost	19%	24%	24%	26%
by subscription	25%	28%	44%	36%
special interest	16%	15%	15%	17%
videos	5%	6%	6%	4%
computer system	2%	3%	6%	7%
not interested	33%	24%	5%	9%
s. information about the denomination's financial status				
print publications	+			
no cost	29%	40%	52%	43%
by subscription	15%	15%	16%	15%
special interest	15%	14%	17%	16%
videos	1%	1%	1%	1%
computer system	5%	4%	7%	13%
not interested	37%	26%	7%	12%
t. articles on spirituality/growth in faith				
print publications				
no cost	27%	36%	28%	27%
by subscription	30%	32%	49%	40%
special interest	13%	13%	11%	17%
videos	4%	5%	5%	3%
computer system	1%	2%	2%	3%
not interested	24%	13%	5%	10%
u. information about resources available from the national church				
print publications				
no cost	26%	39%	58%	46%
by subscription	19%	18%	14%	16%
special interest	14%	15%	14%	18%
videos	2%	3%	2%	1%
computer system	5%	6%	6%	9%
not interested	35%	20%	6%	10%
v. information about programs of the denomination (e.g., peacemaking, stewardship, evangelism, etc.)				
print publications				
no cost	21%	33%	46%	41%
by subscription	19%	21%	16%	17%
special interest	17%	16%	21%	22%
videos	3%	6%	4%	2%
computer system	4%	4%	5%	8%
not interested	36%	21%	8%	11%
w. opinion pieces (e.g., editorials and letters to the editor)				
print publications				
no cost	19%	24%	18%	22%
by subscription	25%	25%	45%	34%
special interest	10%	13%	11%	12%
videos	2%	1%	*	1%
computer system	2%	3%	5%	8%
not interested	43%	35%	21%	23%

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Q-4. Below is the same list you saw in Q-1 showing types of information the church could provide. Now we would like you [cont.] to indicate *how* you would like to receive such information. If you are *not* interested in receiving a particular type of information, circle the number in the last column under "not interested" for that item. Since we're also asking many other Presbyterians the same questions, please answer based entirely on how *you personally* want to receive such information. For the types of information that you are interested in receiving, please indicate which *one* of the following formats would be best for *you personally*: (Please circle only *one* number for each item.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
x. information about recommendations ("overtures") from presbyteries to the General Assembly				
print publications				
no cost	25%	36%	48%	43%
by subscription	18%	19%	18%	18%
special interest	13%	12%	15%	13%
videos	1%	2%	*	*
computer system	4%	5%	9%	11%
not interested	40%	26%	10%	15%

Q-5. Currently, program materials produced by the national church and distributed to congregations are typically sent only to the pastor(s). An alternative approach would be a **targeted distribution system**, in which each specific item would be sent (or **targeted**) to the appropriate individual (lay, elder, or clergy) concerned with that program. (For example, stewardship materials would be sent directly to the chairperson of the stewardship committee.) What do you think? Should we keep the current system, replace it with a targeted system, or adopt some combination of the two? (Circle only one response.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
keep the current system (materials sent to pastors only)	33%	33%	41%	28%
replace the current system with a targeted system (materials sent to appropriate leaders only)	5%	8%	7%	8%
replace the current system with a targeted system, but notify pastors of all mailings	16%	17%	16%	24%
combine the current system with a targeted system (send materials both to pastors and to other leaders)	38%	37%	33%	36%
not sure	8%	4%	3%	4%

Q-6. If you circled "2", "3", or "4" above, would you still be interested in implementing such a system if the cost were . . .

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. 25% more than the current system?				
yes, definitely	35%	40%	49%	47%
yes, probably	41%	37%	36%	37%
no, probably not	10%	9%	7%	7%
no, definitely not	4%	3%	5%	3%
not sure	10%	11%	3%	6%
b. 50% more than the current system?	+	+		+
yes, definitely	8%	9%	8%	8%
yes, probably	25%	26%	33%	32%
no, probably not	33%	32%	35%	38%
no, definitely not	23%	22%	19%	16%
not sure	10%	11%	4%	6%
c. twice the cost of the current system?	+	+		
yes, definitely	3%	3%	1%	5%
yes, probably	6%	7%	8%	8%
no, probably not	32%	31%	38%	36%
no, definitely not	46%	49%	49%	43%
not sure	13%	10%	5%	8%

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Q-6: If you circled "2", "3", or "4" above, would you still be interested in implementing such a system if the cost were . . .
 [cont.]

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
d. more than twice the cost of the current system?	+	+		+
yes, definitely	3%	2%	1%	4%
yes, probably	2%	3%	3%	6%
no, probably not	23%	23%	22%	22%
no, definitely not	60%	61%	70%	60%
not sure	12%	12%	5%	10%

Q-7. The Presbyterian Church (U.S.A.) may develop a subscription video service in which one or more videotapes (up to 30 minutes in length) presenting stories of Presbyterians and other people of faith would be distributed on a monthly basis to congregations. A subscription to the video service would cost each subscribing congregation approximately \$40.00 per year. In general would you *personally* recommend that your congregation subscribe to such a video service?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
yes, definitely	28%	27%	32%	34%
yes, probably	33%	34%	33%	30%
no, probably not	22%	22%	22%	17%
no, definitely not	6%	7%	6%	6%
not sure/not applicable	12%	9%	6%	13%

Q-8. How interested do you think people in your congregation would be in videos designed for each of the following uses?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. use in adult church school classes				
very interested	29%	29%	39%	32%
interested	48%	44%	41%	45%
not very interested	7%	14%	14%	12%
not at all interested	2%	4%	3%	3%
don't know	14%	8%	2%	8%
b. use in adult study groups (outside of Sunday morning church school)				
very interested	23%	20%	34%	30%
interested	44%	45%	43%	44%
not very interested	13%	20%	18%	14%
not at all interested	2%	5%	3%	3%
don't know	17%	10%	3%	8%
c. viewing on a "drop-in" basis at the church, either before or after worship services				
very interested	6%	5%	7%	5%
interested	24%	20%	21%	23%
not very interested	39%	47%	47%	47%
not at all interested	11%	15%	19%	13%
don't know	21%	14%	6%	12%
d. circulation among members for home viewing				
very interested	14%	12%	11%	9%
interested	40%	41%	39%	44%
not very interested	21%	25%	33%	30%
not at all interested	6%	9%	11%	6%
don't know	20%	13%	6%	11%
e. viewing by elders at session meetings				
very interested	10%	15%	19%	15%
interested	40%	37%	51%	48%
not very interested	17%	28%	21%	21%
not at all interested	5%	10%	6%	5%
don't know	28%	9%	4%	10%

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Q-8. How interested do you think people in your congregation would be in videos designed for each of the following uses?
[cont.]

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
f. viewing during other church group meetings (i.e., women's, men's, or youth groups)				
very interested	18%	18%	23%	16%
interested	54%	54%	54%	57%
not very interested	8%	14%	15%	14%
not at all interested	3%	4%	4%	4%
don't know	17%	9%	4%	9%

Q-9. How likely are you *personally* to view these videos if they are:

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. shown in adult church school classes?				
extremely likely	25%	32%	39%	32%
somewhat likely	34%	37%	36%	39%
not very likely	22%	19%	14%	18%
not at all likely	13%	10%	10%	8%
don't know	6%	3%	1%	2%
b. shown in adult study groups (outside of Sunday morning church school)?				
extremely likely	16%	21%	42%	30%
somewhat likely	32%	39%	38%	37%
not very likely	29%	26%	13%	22%
not at all likely	16%	10%	6%	8%
don't know	6%	4%	2%	2%
c. shown for "drop-in" viewing at the church, either before or after worship services?				
extremely likely	6%	7%	16%	12%
somewhat likely	18%	20%	23%	22%
not very likely	41%	41%	38%	38%
not at all likely	28%	25%	21%	24%
don't know	7%	6%	3%	4%
d. circulated among members for home viewing?				
extremely likely	18%	21%	25%	20%
somewhat likely	33%	37%	33%	37%
not very likely	23%	24%	26%	24%
not at all likely	19%	14%	14%	16%
don't know	6%	4%	3%	4%
e. shown in regular session meetings?				
extremely likely	8%	30%	54%	30%
somewhat likely	18%	29%	27%	27%
not very likely	26%	20%	11%	18%
not at all likely	31%	16%	7%	21%
don't know	17%	6%	1%	4%
f. shown during other church group meetings (i.e., in a women's, men's, or youth group)?				
extremely likely	15%	22%	29%	18%
somewhat likely	43%	43%	45%	42%
not very likely	20%	21%	17%	22%
not at all likely	14%	9%	8%	14%
don't know	9%	5%	2%	3%

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Q-13. Would *you personally* be interested in subscribing to an audio tape program that would provide you with an audio tape [cont.] each month (for a subscription fee of \$5.00 per tape) . . .

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
c. if worship services were recorded on the tapes?				
yes	12%	14%	19%	14%
no	88%	86%	81%	86%
d. if books on spirituality and faith were recorded on the tapes?				
yes	25%	31%	46%	41%
no	75%	69%	54%	59%

Q-14. To what extent would you like to get your information about the PCUSA through each of the following media/formats?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. newsprint publications				
would like very much	23%	29%	52%	46%
would like	49%	56%	42%	45%
would not like	11%	6%	3%	5%
definitely would not like	5%	2%	2%	1%
not sure	12%	6%	1%	3%
b. magazine publications				
would like very much	19%	21%	42%	33%
would like	47%	59%	44%	53%
would not like	15%	9%	8%	8%
definitely would not like	6%	3%	2%	2%
not sure	12%	8%	3%	4%
c. audio tapes				
would like very much	4%	6%	11%	9%
would like	18%	22%	32%	27%
would not like	39%	42%	35%	39%
definitely would not like	22%	16%	15%	17%
not sure	18%	15%	7%	9%
d. radio				
would like very much	4%	5%	8%	7%
would like	26%	31%	33%	31%
would not like	35%	36%	38%	39%
definitely would not like	18%	14%	12%	13%
not sure	17%	14%	10%	10%
e. videotapes				
would like very much	6%	8%	16%	12%
would like	30%	36%	47%	38%
would not like	30%	30%	22%	29%
definitely would not like	16%	11%	9%	10%
not sure	18%	15%	6%	11%
f. television				
would like very much	9%	12%	17%	14%
would like	36%	40%	41%	40%
would not like	24%	24%	25%	26%
definitely would not like	14%	10%	9%	10%
not sure	17%	14%	9%	11%
g. interactive video teleconference				
would like very much	2%	2%	5%	6%
would like	9%	12%	18%	19%
would not like	37%	40%	40%	38%
definitely would not like	24%	19%	16%	15%
not sure	28%	27%	21%	21%

* = less than 0.5%

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

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

Q-10. One way to share information throughout the PC(USA) would be to provide money so that every congregation would have a computer and modem that could be used for accessing a denominational electronic mail and conferencing system. Then, news and minutes of meetings of the boards and agencies of the denomination could be made available on the computer-based communication system and representatives from each congregation could read or print out the stories they find relevant. Implementing this proposal would cost approximately \$7 million and the monthly cost to each congregation would be about \$8.00. What do you think of this idea?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
excellent idea	25%	22%	32%	34%
good idea	26%	25%	25%	22%
fair idea	19%	20%	16%	18%
poor idea	12%	16%	21%	18%
not sure	18%	17%	6%	9%

Q-11. The denomination's existing computer-based communication system is currently being used for "horizontal" communication across the church—pastors share sermon ideas, presbyteries have their own places for discussions, members discuss issues before the General Assembly, and all users have an opportunity to voice their opinions. How important is it to the denomination that we have a computer network available for such horizontal communication?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
very important—the national office should cover the associated annual costs (about \$300,000) with churches and individuals paying only their monthly long distance charges (about \$100.00 per year)	22%	18%	27%	30%
important—but users should cover more than just their monthly long distance charges	20%	19%	28%	30%
important—but <i>all</i> costs should be covered by the users	16%	16%	21%	18%
not important—a commercial computer network should be used and the denomination should not be involved	8%	10%	8%	6%
not sure	34%	37%	16%	16%

Q-12. The denomination's computer network could, as a part of its regular service, provide linkages with other computer networks (i.e., through the Internet) that would enable Presbyterians to exchange messages with persons on other networks. The cost for this exchange system would be about \$12,000 per year. Do you think PC(USA) should set up this exchange? (Circle only one response.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
yes, if the national office pays the cost	7%	5%	9%	13%
yes, if users pay the cost	17%	17%	36%	30%
yes, if the national office shares the cost with users	18%	17%	22%	24%
no	24%	30%	16%	13%
not sure	35%	31%	16%	19%

Q-13. Would you *personally* be interested in subscribing to an audio tape program that would provide you with an audio tape each month (for a subscription fee of \$5.00 per tape) . . .

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. if the tapes provided discussion of theological issues?				
yes	23%	28%	55%	51%
no	77%	72%	45%	49%
b. if the tapes reported the news of the denomination?				
yes	13%	16%	28%	28%
no	87%	84%	72%	72%

* = less than 0.5%

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

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Q-14. To what extent would you like to get your information about the PCUSA through each of the following media/formats?
[cont.]

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
h. computer communication network				
would like very much	6%	7%	20%	20%
would like	20%	23%	32%	35%
would not like	28%	29%	24%	19%
definitely would not like	19%	16%	9%	11%
not sure	26%	24%	15%	15%
i. from national staff persons accessible to local churches				
would like very much	7%	10%	26%	20%
would like	34%	38%	41%	41%
would not like	20%	21%	16%	18%
definitely would not like	12%	8%	8%	6%
not sure	27%	22%	11%	15%

PART III: COMMUNICATION AMONG OURSELVES AND WITH STAFF

Q-15. Please think back over the last year. Did you at any time try to get in touch with a national staff office or individual in Louisville (whether by phone, by letter, in person, by electronic mail, etc.) to express an opinion, share an observation, ask for information, order resources (or for any other reason)?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
no (Skip to Q-19)	91%	84%	22%	34%
yes (write in the approximate number)	9%	16%	78%	66%

[If yes], What was the number of times you tried to get in touch with a national staff office or individual in Louisville?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
1	35%	35%	8%	9%
2	29%	29%	14%	18%
3-5	22%	24%	30%	30%
6-10	7%	6%	24%	17%
11-20	5%	-	10%	8%
more than 20	2%	1%	2%	4%

Q-16. Overall, how satisfied were you with your contacts with (or attempts to contact) the national church in Louisville?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
very satisfied	51%	44%	40%	45%
moderately satisfied	19%	23%	32%	29%
both satisfied and dissatisfied	12%	12%	19%	15%
moderately dissatisfied	7%	8%	4%	5%
dissatisfied	11%	14%	4%	6%

Q-17. Regardless of your overall satisfaction, were you at any time or in any way dissatisfied by your contacts with (or attempts to contact) the national church in Louisville?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
no, never dissatisfied (Skip to Q-19)	72%	70%	53%	53%
yes, dissatisfied once	13%	14%	24%	20%
yes, dissatisfied more than once	14%	15%	23%	27%

* = less than 0.5%

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

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Q-18. If yes, what was the basis for your dissatisfaction? Please describe the reason(s) for your dissatisfaction below:

Q-19. There are many possible ways for Presbyterians (whether ministers, elders, or members) to express their opinions, share ideas, and discuss with each other issues relevant to the denomination. What do you think of the *general idea* of the denomination supporting each of these types of formats for such discussions?

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
a. a journal/magazine consisting largely of an exchange of letters				
excellent idea	9%	9%	17%	14%
good idea	32%	36%	30%	28%
fair idea	33%	32%	29%	34%
poor idea	12%	13%	21%	22%
no opinion	14%	10%	3%	3%
b. a denominational-sponsored computer network for electronic mail and conferencing				
excellent idea	8%	8%	19%	22%
good idea	27%	27%	28%	31%
fair idea	26%	28%	29%	24%
poor idea	15%	18%	16%	14%
no opinion	24%	19%	8%	8%
c. regularly-scheduled interactive video conferences in which national church leaders and those attending presbytery or synod meetings could talk to each other				
excellent idea	7%	4%	11%	15%
good idea	24%	23%	27%	24%
fair idea	32%	34%	33%	35%
poor idea	14%	18%	23%	16%
no opinion	23%	20%	7%	9%
d. a "ministry of dialogue" in which teams of national staff persons and elected board members travel around the country to speak with groups of Presbyterians (at the invitation of those groups)				
excellent idea	11%	13%	25%	23%
good idea	33%	33%	33%	32%
fair idea	25%	28%	24%	26%
poor idea	14%	12%	16%	14%
no opinion	17%	14%	3%	5%

Q-20. If the PC(USA) could afford to support only one type of system or publication for information sharing among individual Presbyterians, which **one** of the methods listed above (in Q-19) would you personally prefer? (Write the letter corresponding to your choice on the line below.)

	<u>Members</u>	<u>Elders</u>	<u>Pastors</u>	<u>Specialized Clergy</u>
	+	+		+
journal/magazine	47%	46%	37%	32%
computer network	17%	18%	21%	27%
interactive video	13%	11%	12%	14%
ministry of dialogue	23%	25%	29%	26%
other	*	1%	1%	*

Q-21. Please make any other comments in the space below.

* = less than 0.5%

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

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