

Survey on ELCA Publications

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Evangelical Lutheran Church in America
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In March 2002, 1201 surveys with questions about ELCA Publications were sent to a sample of those receiving the *Seeds for the Parish* publication. This sample was created from a subset of the entire *Seeds for the Parish* mailing list, which included 156,165 lay people. The entire mailing list for *Seeds for the Parish* is compiled from annual parish reports submitted to the ELCA Office of the Secretary and is comprised of pastors, associates in ministry, worship leaders, church council members, and others who hold leadership positions in their congregations.

The primary purpose of this survey was to obtain feedback from potential readers/viewers of various ELCA publications in order to determine the level and type of use these publications receive and how ELCA publications might better meet the needs of congregations.

After the initial survey mailing and one follow-up mailing to those who had not yet responded, 660 completed surveys were received for a response rate of 55 percent.

Slightly more than half of respondents, 54 percent, were female. Similarly, 54 percent of respondents were age 46 - 65.¹

Table 1

Age and Gender of Respondents*

Age Group	Female	Male	Total
18 or younger	1	0	1
19 to 25	1	2	3
26 to 45	71	71	142
46 to 65	199	139	338
Over 65	70	81	151
Total	342	293	635

* Not all respondents reported their gender and their age

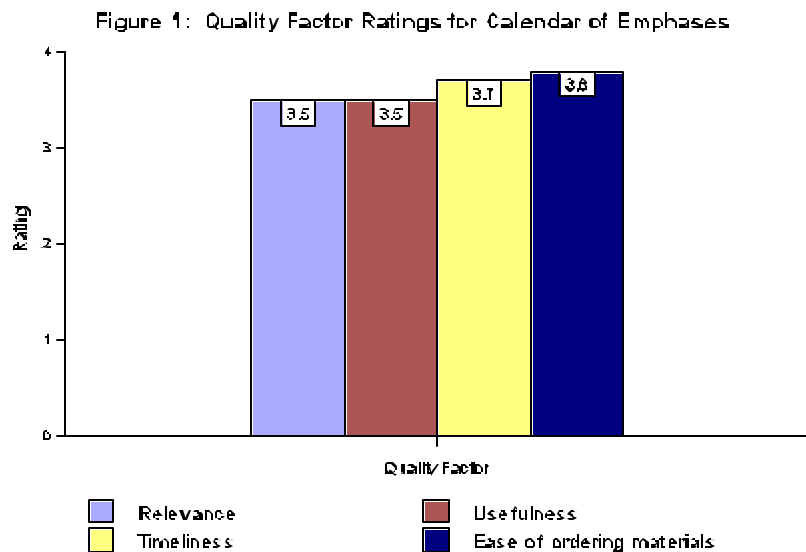
¹Please see the attached copy of the survey for all response data frequencies.

Calendar of Emphases Planning Guide
(Questions 1 - 9)

The *Calendar of Emphases Planning Guide* has been mailed as a separate item that is included in issues of the *Seeds for the Parish* three times per year. The *Calendar of Emphases Planning Guide* is designed to provide information and resource ideas for congregations based upon twelve monthly themes. One could assume that all those who receive the *Seeds for the Parish* mailing also have received the *Calendar of Emphases Planning Guide*.

Approximately 23 percent of respondents indicated being familiar with the *Calendar of Emphases Planning Guide*. As might be expected, of those who indicated familiarity with this resource, most were over the age of 45. Also, 66 percent of those indicating familiarity were female, which is a larger percentage than the total number of respondents who were female. This suggests that females are disproportionately more familiar with this resource than are males.

Slightly fewer than 20 percent of respondents rated this resource on four quality factors. Using a 5-point scale, from 'poor' to 'excellent,' respondents rated each factor with a mean score slightly above average. Given the tendency for respondents to choose '4' or '5' on these types of scales, these average scores seem low and indicate the content may not be meeting respondents' needs. 'Ease of ordering materials' was rated the highest with an average score of 3.8.



A large percentage, over 88 percent, of those familiar with this resource either indicated their congregation does not use it as a planning tool or were unsure whether their congregation uses it as a planning tool. As a result, fewer than three percent of total respondents answered the more detailed questions about this resource asked in questions 3 through 9. With such a small percentage of respondents, it is not possible to draw reliable conclusions from these questions.

It is clear that a majority of respondents are not aware how, or if, the *Calendar of Emphases Planning Guide* is being used in their congregations. And, even though there is reported uncertainty with respect to the entire congregation, we know that over 95 percent of all those responding to the

survey (including most of those who are familiar with this resource) are not themselves using the resource as a planning tool.

It is important to remember that the respondents are part of a sample and that this small percentage of respondents indicating they do use this resource represents approximately 4,600 people from the mailing list of over 156,000. Therefore, if this resource is altered or eliminated, it might be most helpful to explain the rationale and the changes broadly.

Devotional Guide for Congregation Councils and Committees

(Questions 10 - 12)

The *Devotional Guide for Congregation Councils and Committees* has been mailed as a separate item that is included in an issue of the *Action Packet* on an annual basis. The *Devotional Guide for Congregation Councils and Committees* is designed to provide examples devotions and prayers for meetings that follow the twelve monthly themes outlined in the *Calendar of Emphases Planning Guide*. One could assume that all those who receive the *Seeds for the Parish* mailing also have received the *Devotional Guide for Congregation Councils and Committees*. Also, given that the respondents are taken from a sample of congregational leaders, one could assume that these respondents might have been in situations where this resource is designed to be used.

Again, a majority of respondents either indicated their congregation does not use this resource or were unsure whether their congregation uses this resource. What we can conclude from this is that over 90 percent of the respondents, who are congregational leaders, are not themselves using this resource.

As with the previous section, the percentage of respondents answering the detailed resource questions is so small (fewer than 10 percent) that it is not possible to draw reliable conclusions from these questions. However, it is important to note that 47 of the 56 respondents who indicated they use this resource indicated they would be at least somewhat disappointed if the resource were no longer published. Given the large number of people receiving this mailing, this small percentage could represent as many as 11,000 people.

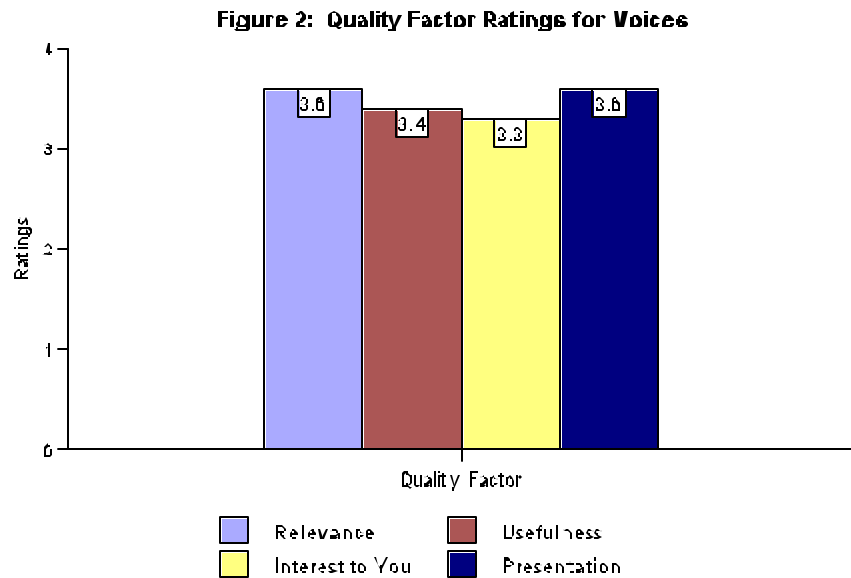
Voices of Congregational Life

(Questions 13-17)

Currently, *Voices of Congregational Life* is a magazine mailed four times per year to all ELCA congregations, approximately 11,000. *Voices of Congregational Life* is designed to provide current, practical examples of congregational ministry—such as stewardship, evangelism, and youth ministry—that can be duplicated in other congregations. Given that the mailing list for this resource is so much smaller than the mailing list for *Seeds for the Parish* and that it is comprised primarily of pastors, none of

whom are in this survey sample, one would expect familiarity with this resource to be low among survey respondents.

Approximately 10 percent of respondents indicated being at least somewhat familiar with *Voices of Congregational Life*. Since this resource is sent primarily to pastors, this result could be an indication that pastors are passing this resource on to others in their congregations. As might be expected from the sample, the largest group of respondents is between the ages of 46 and 65, slightly over half of whom are female.



Respondents rated this resource on four quality factors. Using a 5-point scale, from ‘poor’ to ‘excellent,’ respondents rated each factor with a mean score slightly above average. Given the tendency for respondents to choose ‘4’ or ‘5’ on these types of scales, these average scores seem low and indicate the content may not be meeting respondents’ needs. ‘Relevance’ and ‘Presentation’ were rated the highest, each with an average score of 3.6.

Those familiar with this resource are not accessing it via the Internet. Two respondents indicated accessing this resource via the Internet, one of whom indicated a preference for the Internet version.

The use for this resource most often chosen by respondents was to ‘Increase my knowledge of a particular topic.’ And, while the majority of respondents familiar with the resource indicated they are unsure who reads *Voices of Congregational Life*, the choice with the next highest response is the Pastor.

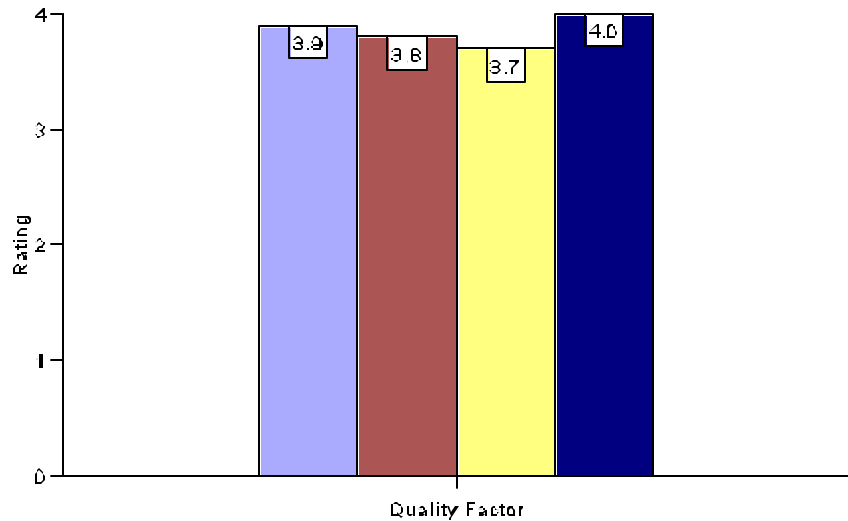
ELCA Videos
(Questions 18 - 22)

Currently, the ELCA video magazine, *MOSAIC*, is produced on VHS tape and is distributed on broadcast satellite. *MOSAIC* is sent four times per year to a mailing list of approximately 1300 people. In addition, about 200 individual copies of each issue are sold. *MOSAIC* is a 30-minute video and is designed to highlight and explain the work of the ELCA for its members, both in an individual and

congregational setting. Other ELCA video productions based upon specific programs are distributed throughout the year. The schedule for these productions varies.

Nearly 20 percent of respondents indicated being familiar with ELCA videos, including the *MOSAIC* video magazine. As expected, the largest percentage of these respondents are between ages 46 and 65. Also, 63 percent of these respondents is female, indicating females are disproportionately more familiar with this resource than are males.

Figure 3: Quality Factor Ratings for ELCA Videos



Using a 5-point scale, from poor to excellent, respondents rated each of four quality



factors with a mean score above average. ‘Presentation’ was rated the highest with an average score of 4.0. The average scores for these quality factors were the highest of the three resources rated (*Calendar of Emphases Planning Guide*, *Voices of Congregational Life*, and ELCA videos).

Respondents were also asked to describe, if possible, the characteristics of those in their congregation who are typically watching ELCA videos. Of all the categories, those with the highest responses included people aged 46 to 65, groups of 6 to 20 people, and groups comprised of both men and women.

The highest reported use for ELCA videos, 78 percent of the 90 respondents answering the question, is for adult forum/education. Approximately one-third of these respondents also indicated ELCA video use for youth group/education and for Sunday School. Of those who chose ‘Other,’ six respondents indicated using videos for Women of the ELCA groups.

Perhaps as an indication of the level of technology in most congregations, nearly all respondents indicated their congregation either could not use or would not prefer DVD format for ELCA videos.

Resource Audience

An analysis of the respondents who indicated familiarity with any of the above four resources shows there is little overlap with respect to familiarity among these resources. For example, of the 150 respondents indicating familiarity with the *Calendar of Emphases Planning Guide* and the 56 respondents indicating familiarity with the *Devotional Guide for Congregation Councils and Committees*, 24 respondents were the same, indicating familiarity with both of these resources. Analysis also shows that few of the respondents are familiar with more than one of these resources. Of the 263 respondents indicating familiarity with at least one resource, 65 percent indicated familiarity with just one resource, 22 percent with two resources, 8 percent with three resources, and 4 percent indicated familiarity with all four resources.

Table 2
Respondent Overlap of Familiarity Among Resources

Resource (number familiar)	Resource Overlap	Resource (number familiar)
<i>Calendar of Emphases Planning Guide</i> (150)	24	<i>Devotional Guide for Congregation Councils and Committees</i> (56)
<i>Calendar of Emphases Planning Guide</i> (150)	6	<i>Voices of Congregational Life</i> (66)
<i>Calendar of Emphases Planning Guide</i> (150)	58	ELCA Videos (124)
<i>Devotional Guide for Congregation Councils and Committees</i> (56)	6	<i>Voices of Congregational Life</i> (66)
<i>Devotional Guide for Congregation Councils and Committees</i> (56)	23	ELCA Videos (124)
<i>Voices of congregational Life</i> (66)	30	ELCA Videos (124)

These results could mean that the material or format of one resource is not appealing to the audience of a different resource. However, the highest percentage of respondents indicating familiarity with each of these resources is female, aged 46-65. Therefore, it may be that these resources all would appeal to women aged 46-65 but that the resources have not been marketed broadly enough. It might also be that characteristics other than gender and age are higher determinants of which resource is appealing. It could be helpful for marketing purposes and for content development to do more research about why those familiar with one ELCA publication are not familiar with other publications.

ELCA Website and Internet Usage

(Questions 23 - 25)

The vast majority of respondents do not regularly access the ELCA Website. Of all respondents, 76 percent indicated they have never accessed the ELCA Website, and another 19 percent indicated they access it occasionally, but less than once a month. Given these responses, it is not surprising that 92 percent of respondents indicated they receive and review more ELCA publications in print version rather than through the Internet.

Of the 154 respondents who access the ELCA Website at least occasionally, the majority of respondents are between ages 26 and 65. Those over age 65 have a smaller representation among these responses than in the entire sample.

Also, there were a number of reasons reported for why respondents access the Website. The top three responses included: 'To find specific information,' 'To find a particular resource,' and 'To browse.'

In 2001, this same question was asked on a web survey provided to all people accessing the ELCA Website. There are some differences in reported priorities for visiting the Website between respondents to the ELCA Publications survey (likely a more narrow audience) and respondents to the web survey. The top three responses for respondents to the web survey included: 'To find a particular resource,' 'To find news/information about the ELCA,' and 'To find specific information.' The respondents to the web survey were much less likely to choose the 'To browse' option than were the respondents to the ELCA Publications survey.

Advertising

(Questions 26 - 28)

Nearly three-fourths of all respondents indicated their congregation has advertised in some way during the past year. The highest percent of respondents, 78 percent, indicated using radio. The next highest percent, 38 percent, indicated using phonebook yellow pages. Of all the 'Other' responses listed, the top two responses were Website/Internet and Signs/Billboards/Benches.

When asked more specifically about the material they use, 40 percent indicated they were unsure where the material comes from and 58 percent indicated they were unsure their congregation would download material from the ELCA Website if it were available. Currently, 5 percent of respondents indicated using prepared advertising material from the ELCA churchwide organization in Chicago while 52 percent indicated their congregation creates its own material. Nearly 35 percent of respondents indicated it was at least somewhat likely that their congregation would download advertising materials from the ELCA Website if materials were available. Not surprisingly, most of these respondents are under age 65, with nearly one-third between ages 26 and 45.

Reading Coverage

(Question 29)

Respondents were asked how often they read at least a portion of five specific ELCA publications; whether they read the majority of each of these publications; and, whether they read at least a portion of these publications on-line. The five publications included *The Lutheran*, *Lutheran Woman Today*, *Lutheran Partners*, *Seeds for the Parish*, and the *Action Packet*.

Lutheran Partners and the *Action Packet* have significantly smaller mailing lists than the *Seeds for the Parish*, so it would not be surprising for more people to indicate they hardly ever or never read these publications than indicate this for the *Seeds for the Parish*. Nearly 90 percent of respondents indicated hardly ever or never reading these two publications. The publication that the highest percent of respondents, 36 percent, indicate they always read is *The Lutheran*. *The Lutheran* is also the publication of which the highest percent of respondents, 25 percent, indicate they read the majority. *Lutheran Woman Today* percentages increase when factoring out male responses: of the 279 female respondents for this resource, 23 percent (as compared to 14 percent) indicate always reading this publication and 19 percent (as compared to 11 percent) indicate reading a majority of the publication. Respondents do not read any of these publications on-line.

Table 3

Percent of Respondents Reading ELCA Publications

Publication	Percent of Respondents 'Always' or 'Occasionally' Reading the Publication	Percent of Respondents Reading the Majority of the Publication
<i>The Lutheran</i>	73%	25%
<i>Seeds for the Parish</i>	71%	20%
<i>Lutheran Woman Today</i>	31% (46% for women only)	11% (19% for women only)
<i>Lutheran Partners</i>	11%	5%
<i>Action Packet</i>	11%	4%

Faith and Learning

(Questions 30 - 31)

Respondents were asked to indicate all activities they had done during the past year for the primary purpose of further developing their faith. The top five responses for all ages included:

- Read a book (58 percent);
- Read a periodical (46 percent);
- Participated in a study group (43 percent);
- Watched a video (36 percent); and
- Attended a workshop/conference (31 percent).

Of the 147 respondents under age 46, the top two choices remained the same, though with different percentages. However, the next three were slightly different. The top five responses for these respondents included:

- Read a book (63 percent);
- Read a periodical (40 percent);
- Attended a workshop/conference (33 percent);
- Participated in a study group (33 percent); and
- Prepared to teach a class (33 percent) .

Respondents were also asked to indicate all topical areas that they had studied during the past year. The top five responses for all ages included:

- Bible text studies (39 percent);
- Spiritual life (38 percent);
- Family life (27 percent);
- Social concerns (25 percent); and
- Worship (22 percent).

Of the 147 respondents under age 46, the responses differed with more emphases placed on the family. The top five responses for these respondents included:

- Spiritual life (43 percent);
- Family life (38 percent);
- Bible text studies (37 percent);
- Youth and family ministry (23 percent);
- Christian education (20 percent);
- Social concerns (20 percent); and
- Work life (20 percent).

Conclusions

The reasons for sending this survey to a sample from the *Seeds for the Parish* mailing list were two-fold: 1) those receiving the *Seeds for the Parish* also should have received the *Calendar of Emphases*

Planning Guide and the *Devotional Guide for Congregation Councils and Committees*; and 2) those receiving the *Seeds for the Parish* should be congregational leaders and, therefore, might know more about the uses of ELCA Publications within their congregations and for congregational planning. Based on these assumptions, we were surprised by the low percentage of familiarity with the *Calendar of Emphases Planning Guide* and the *Devotional Guide for Congregation Councils and Committees*. We were also surprised by the high percentage of respondents indicating they were uncertain about the congregational uses of these publications.²

The resource with the highest average scores on four quality factors is ELCA videos, of which the primary video production is *MOSAIC*. All quality factor average scores are lower, though, than what is generally expected for responses on a scale of '1' to '5'. This indicates some of the resource content could be re-examined and changed to better meet the needs of congregations. More research on specific content and format ideas would be necessary to determine what changes could be made and to anticipate some of the effects of such changes.

The two resources with the highest percent of familiarity are the *Calendar of Emphases Planning Guide* and ELCA videos. However, ELCA videos had more respondents who were able to answer questions about that resource's use. It is an interesting finding that such a high percentage of respondents was familiar with only one of the four ELCA resources asked about in this survey. The reasons for this could be further explored as part of the current audit of communications. What does this finding say about the audience for each of these resources, and what does it say about the way each of these resources is marketed and distributed?

The respondents to this survey clearly do not use the Internet for reading any of these ELCA publications. As much as the Internet is potentially a useful medium for reaching some people, perhaps especially those who are young, it is clear that it is still very necessary to publish print versions to reach many of the current audiences for these resources, which does include people ages 25 to 45. Also, respondents indicated that their congregations are not yet ready to make use of the DVD format for videos.

² It also appears that not all those who received the survey are currently in leadership positions in their congregations. It might be helpful to work with Augsburg Fortress Publishers, Inc. and the Office of the Secretary to clean up the *Seeds for the Parish* mailing list to ensure that current congregational leaders are, in fact, the ones receiving this mailing.

SURVEY ON ELCA PUBLICATIONS

Department for Communication and the Department for Research and Evaluation
 Evangelical Lutheran Church in America
 March 2002

We want to know about the level and type of use you and your congregation have with various ELCA publications. This information will help us determine how to better distribute resources and meet the needs of members and congregations.

The questionnaire looks long, but not all of it may be relevant to you because you may not be familiar with a particular publication. If you don't know enough about a particular resource to answer the question, skip the question and move on. Please pay particular attention to the skip patterns noted in the shaded boxes.

When filling in the circles, please **completely** fill in the circle (●). **Please do not place a ✓ or X in or on top of the circles.** If you have any questions, please call Victoria Flood at 1-800-638-3522, ext. 2995.

1. Are you familiar with the *Calendar of Emphases Planning Guide* that is mailed with the *Seeds for the Parish* publication three times per year? [645]

[150] 23.3 yes

[495] 76.7 no If you answered 'no,' please skip to Question 10.

2. Overall, on a scale of 1 to 5, please rate the material included in the *Calendar of Emphases Planning Guide* on the following characteristics:

		Poor					Excellent	<u>Mean</u>
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>		
[126]	a. relevance	1.6	6.3	45.2	34.9	11.9	3.5	
[128]	b. usefulness	2.3	10.2	37.5	37.5	12.5	3.5	
[125]	c. timeliness	3.2	5.6	28.8	42.4	20.0	3.7	
[108]	d. ease of ordering/obtaining materials	2.8	4.6	28.7	42.6	21.3	3.8	

3. Does your congregation use the *Calendar of Emphases Planning Guide* as a planning tool? [147]

[37] 25.2 no

[93] 63.3 I am not sure

If you answered 'no' or 'I am not sure,' please skip to Question 10.

[11] 7.5 yes, as part of an annual planning process

[6] 4.1 yes, only during certain season(s) of the church year → If so, which one(s)? (Please choose all that apply)

[4] 66.7 Advent / Christmas

[5] 83.3 Lent / Easter

[1] 16.7 Pentecost

[1] 16.7 other _____

4. Who in your congregation uses the *Calendar of Emphases Planning Guide*? (Please choose all that apply) [17]

[15] 88.2 pastor

[13] 76.5 worship leaders / committee

[6] 35.3 parish education leaders / committee

[9] 52.9 stewardship leaders / committee

[5] 29.4 evangelism leaders / committee

[3] 17.6 other _____

5. On a scale of 1 to 5, please rate the importance to your congregation (as you plan in these areas) of each monthly topic highlighted in the *Calendar of Emphases Planning Guide*.

	Low Importance			High Importance	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
[14] a. Ecumenism and Global Mission	7.1	0.0	57.1	21.4	14.3
[14] b. Multicultural Outreach	7.1	14.3	57.1	7.1	14.3
[14] c. Women in Ministry	7.1	0.0	42.9	28.6	21.4
[14] d. Evangelism and Communication	0.0	0.0	28.6	42.9	28.6
[13] e. Social Ministry	0.0	0.0	46.2	23.1	30.8
[14] f. Vocations in Ministry	7.1	28.6	21.4	21.4	21.4
[14] g. Men in Ministry	21.4	14.3	35.7	14.3	14.3
[15] h. Community Life	0.0	20.0	20.0	46.7	13.3
[14] i. Learning	0.0	7.1	14.3	57.1	21.4
[15] j. Outreach	0.0	6.7	33.3	33.3	26.7
[14] k. Stewardship	0.0	0.0	21.4	35.7	42.9
[13] l. Worship	0.0	0.0	15.4	30.8	53.8

6. The *Calendar of Emphases Planning Guide* currently is mailed approximately six months in advance of the material it highlights. Does this provide adequate planning and preparation time? [17]

- [11] 64.7 Yes, this is adequate.
- [6] 35.3 Yes, this is adequate, but more time would be helpful.
- 0.0 No, this time frame does not allow us adequate time to plan.
- 0.0 It does not matter to our congregation when the material is mailed.

7. The *Calendar of Emphases Planning Guide* currently includes material for a four-month time frame in each issue. Is this an adequate amount of material to be included in each issue? [15]

- [9] 60.0 yes
- [6] 40.0 no → If not, would your congregation prefer:
 - [2] 50.0 one entire year per issue
 - [2] 50.0 six months per issue
 - 0.0 one month per issue
 - 0.0 other _____

8. In an effort to be efficient stewards with the resources of the ELCA, it may be that the *Calendar of Emphases Planning Guide* would no longer be published. Would your congregation be disappointed if this resource were no longer published? [17]

- [2] 11.8 yes, very disappointed
- [13] 76.5 yes, somewhat disappointed
- [2] 11.8 no

If you answered 'no' or 'I am not sure,' please skip to Question 13.

9. In an effort to be efficient stewards with the resources of the ELCA, it may be that the format for the *Calendar of Emphases Planning Guide* would be changed. On a scale of 1 to 5, how likely is it that your congregation would continue to use this resource if . . .

		Not at all Likely				Very Likely
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
[13] a.	it was only available on the Internet	15.4	15.4	23.1	23.1	23.1
[13] b.	it was only available in the Action Packet	0.0	7.7	46.2	23.1	23.1
[14] c.	monthly highlighted topics were related to the church year	0.0	7.1	21.4	28.6	42.9
[16] d.	information from this resource was placed directly into the <i>Seeds for the Parish</i> publication	0.0	0.0	12.5	50.0	37.5

10. Does your congregation use the *Devotional Guide for Congregation Councils and Committees*, which is based upon the topics highlighted in the *Calendar of Emphases Planning Guide*? [649]

[56]	8.6	yes	[184]	28.4	no
[409]	63.0	I am not sure			

11. Would your congregation be disappointed if the *Devotional Guide* were no longer published? [53]

[16]	30.2	yes, very disappointed
[31]	58.5	yes, somewhat disappointed
[6]	11.3	no

12. Would your congregation continue to use the *Devotional Guide* if it were only available on the Internet? [53]

[30]	56.6	yes
[23]	43.4	no

13. Are you familiar with the *Voices of Congregational Life* that is published four times per year? [644]

[11]	1.7	yes, very familiar
[55]	8.5	yes, somewhat familiar
[578]	89.8	no

If you answered 'no,' please skip to Question 18.

14. Overall, on a scale of 1 to 5, please rate the material included in the *Voices of Congregational Life* on the following characteristics:

		Poor				Excellent	Mean
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
[58] a.	relevance	3.4	1.7	43.1	39.7	12.1	3.6
[62] b.	usefulness	4.8	9.7	37.1	37.1	11.3	3.4
[63] c.	interest to you	6.3	9.5	46.0	28.6	9.5	3.3
[60] d.	presentation	3.3	3.3	33.3	48.3	11.7	3.6

15. Have you accessed *Voices of Congregational Life* on the Internet? [49]

[2]	4.1	yes	→ If yes, do you prefer to access this resource on the Internet?	[1]	50.0	yes	[1]	50.0
		no						
[47]	95.9	no						

21. **ELCA videos** are generally used in your congregation for which of the following purposes? (Please choose all that apply.) [90]
- [70] 77.8 adult forum / education
 - [31] 34.4 youth group / education
 - [29] 32.2 Sunday School
 - [11] 12.2 Church Council
 - [20] 22.2 individual member use
 - [13] 14.4 other? _____
22. **ELCA videos** are distributed on VHS tape. Could your congregation make use of DVD format? [90]
- [1] 1.2 Yes, and DVD format would be preferred.
 - [11] 13.3 Yes, but the DVD format is not preferred.
 - [71] 85.5 no
23. In the last year, how often have you accessed the **ELCA Website**? [646]
- [5] 0.8 once or more per week
 - [28] 4.3 at least once per month, but less than once per week
 - [121] 18.7 occasionally, but less than once a month
 - [492] 76.2 never If you answered 'never' please skip to Question 25.
24. For what reason do you typically access the **ELCA Website**? (Please choose all that apply) [154]
- [81] 52.6 to find a particular resource
 - [46] 29.9 to find news / information about the ELCA
 - [99] 64.3 to find specific information
 - [22] 14.3 to learn more about the ELCA in general
 - [58] 37.7 to browse
 - [4] 2.6 to make a monetary contribution
 - [13] 8.4 other? _____
25. Do you receive / review more ELCA publications in print version or on-line through the Internet? [542]
- [501] 92.4 print version
 - [41] 7.6 on-line through the Internet
26. In the last year, has your congregation advertised and, if so, what medium did it use? (Please choose all that apply) [660]
- [173] 26.2 We have not advertised in the last year.
- If you answered 'We have not advertised in the last year,' please skip to Question 28.**
- [33] 6.8 TV
 - [15] 3.1 Local Newspaper
 - [381] 78.2 Radio
 - [185] 38.0 Phonebook Yellow Pages
 - [71] 14.6 Billboards
 - [47] 9.7 Flyers / Mailings
 - [208] 42.7 Other? _____

27. Where does your congregation typically obtain the material to create its advertisements? (Please choose all that apply.) [487]
- [196] 40.2 I am not sure.
 - [253] 52.0 We create our own material.
 - [35] 7.2 We use material from Augsburg Fortress, Publishing.
 - [24] 4.9 We use prepared advertising material from the ELCA churchwide organization in Chicago.
 - [10] 2.1 Other? _____

28. Would your congregation download and use advertising materials from the ELCA if they were available on the Internet? [635]
- [371] 58.4 I am not sure.
 - [99] 15.6 Yes, it is very likely.
 - [115] 18.1 Yes, it is somewhat likely.
 - [50] 7.9 No

29. In the past six months, please estimate how often you read at least portions of the following ELCA publications? In addition, please indicate for each publication if you generally read the majority of the publication and if you generally read at least a portion of the publication on-line.

	Always	Occasionally	Hardly Ever / Never	Read Majority	Read On-Line
a. <i>The Lutheran</i> [583].	35.8 [209]	37.0 [216]	27.1 [158]	25.2 [147]	1.0 [6]
b. <i>Lutheran Woman Today</i> [499]	14.4 [72]	17.0 [85]	68.5 [342]	11.4 [57]	0.6 [3]
c. <i>Lutheran Partners</i> [440]	2.5 [11]	8.9 [39]	88.6 [390]	4.5 [20]	0.5 [2]
d. <i>Seeds for the Parish</i> [584]	25.7 [150]	45.7 [267]	28.6 [167]	20.4 [119]	0.5 [3]
e. <i>Action Packet</i> [452]	4.4 [20]	6.6 [30]	88.9 [402]	4.4 [20]	0.7 [3]

Finally a few questions about you.

30. In the last year, have you done any of the following for the **primary** purpose of further developing your faith? Include those things that you did as congregational activities. (Please choose all that apply.) [660]
- [385] 58.3 read a book
 - [306] 46.4 read a periodical
 - [52] 7.9 took a not-for-credit class
 - [16] 2.4 took a for-credit class
 - [284] 43.0 participated in a study group
 - [202] 30.6 attended a workshop / conference
 - [155] 23.5 prepared to teach a class
 - [85] 12.9 conducted research on the Internet
 - [9] 1.4 took an on-line Internet course
 - [26] 3.9 used an interactive video
 - [239] 36.2 watched a video
 - [96] 14.5 listened to an audio tape
 - [66] 10.0 went on a contemplative retreat
 - [38] 5.8 took an educationally-oriented trip
 - [54] 8.2 worked with a spiritual director
 - [21] 3.2 kept a spiritual-life journal
 - [2] 0.3 took a sabbatical
 - [27] 4.1 other?

31. Which of the following topical areas have you studied in the last year? (Please choose all that apply.) [660]

- | | |
|-------------------------------|-------------------------------------|
| [87] 13.2 work life | [69] 10.5 Christian care-giving |
| [178] 27.0 family life | [90] 13.6 youth and family ministry |
| [249] 37.7 spiritual life | [143] 21.7 worship |
| [163] 24.7 social concerns | [21] 3.2 preaching |
| [17] 2.6 languages | [108] 16.4 leadership |
| [254] 38.5 Bible text studies | [117] 17.7 stewardship |
| [100] 15.2 church history | [12] 1.8 parish nursing |
| [63] 9.5 theology | [61] 9.2 small group ministry |
| [57] 8.6 faith and science | [93] 14.1 Christian education |
| [106] 16.1 other religions | [16] 2.4 other? _____ |

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32. Are you? [645] [350] 54.3 *female* [295] 45.7 *male*

33. In what year were you born? _____ (year) [643] **THANK YOU FOR YOUR PARTICIPATION!**

If you have any comments on any of these matters, please feel free to make comments on the back page.

Please return to: Department for Research and Evaluation, Evangelical Lutheran Church in America, 8765 W. Higgins Road, Chicago, IL 60631. If you have questions, please call Victoria Flood at 1-800-638-3522, ext. 2995.

Please use this page to make any additional comments you might have:

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