

LUTHERAN PARTNERS QUESTIONNAIRE- CLERGY RESPONSES
October 2004

This questionnaire is designed to gather information about your use and thoughts of the magazine *Lutheran Partners*. Please complete as much of this questionnaire as possible.

Responses bases on N=611 unless otherwise noted.

CONTENT

1. For each issue of *Lutheran Partners*, how much of the magazine do you **typically** read?

13.9 I read none of the magazine ➔ [Please go to Question #17]

64.6 I page through the magazine and read whatever catches my attention

19.8 I consistently read certain departments of the magazine

5.2 I read the magazine from cover to cover

2. Below is a listing of the various departments of *Lutheran Partners*. For each department, please indicate whether you think the magazine carries 'Too Few', 'Too Many', or 'An Adequate Number' of articles.

	<u>Too Few</u>	<u>Too Many</u>	<u>An Adequate Number</u>	<u>No Opinion</u>
a. 'Pastor Loci' (Steve McKinley) N=495	12.7	2.2	68.7	16.4
b. 'Handiwork'/Faith-Science (George Murphy) N=468	8.1	5.1	51.3	35.5
c. 'Church Computer'(Charles Austin) N=464	5.4	8.2	41.8	44.6
d. 'Book Reviews' (Carl Linder) N=476	14.1	5.0	55.7	25.2
e. 'Video Reviews' (Anne Lee) N=465	9.5	7.3	43.4	39.8
f. 'Some Words About'(Terence Mullins) N=469 ..	4.7	8.7	53.9	32.6
g. 'Comment' N=465	6.0	3.9	58.3	31.8
h. 'Letters' N=486	10.9	8.8	57.6	22.6
i. 'Facets' (rostered lay ministers) N=457	2.0	4.2	38.3	55.6

3. Of the following ministry issues that *Lutheran Partners* could address, please indicate up to three that you are most concerned about in your ministry. (Please choose no more than three issues)

6.9 Chaplaincy Work	8.8 Christian education of children/adults	9.7 Church growth
5.7 Counseling	7.4 Ecumenism	18.7 Evangelism
1.6 Feminism	7.0 Global mission	13.6 Leadership skills
14.2 Liturgy	18.8 Lutheran identity	11.1 Mngement of parish life
12.1 Ministerial health/self care	6.5 Multicultural	14.4 New parish min models
9.7 Pluralism and diversity	25.9 Preaching	7.2 Poverty and wealth
9.3 Rural	23.2 Scripture and theology	14.1 Social justice
1.5 Suburban	4.4 Theological education	2.0 Urban
4.3 Working w/ children in the church	4.3 Workplace ministry	6.1 Youth and family

4. How important is *Lutheran Partners* to you in keeping you informed about current issues of ministry in the church? N=516

14.3 Very important 63.0 Somewhat important
 14.9 Not at all important 7.8 Unsure

5. *Lutheran Partners* seeks to be a magazine that one can easily read. Please indicate whether you think the following items enhance or detract from the magazine's readability.

	<u>Enhances Readability</u>	<u>Detracts from Readability</u>	<u>No Opinion</u>
a. General layout N=485	58.1	7.4	34.4
b. Size of type N=481	63.6	1.9	34.5
c. Placement of advertising N=479	24.2	14.4	61.4
d. Number of columns N=475	46.3	4.2	49.5
e. Length of articles N=481	57.8	6.2	36.0
f. Size of magazine N=481	63.8	1.2	34.9
g. Length of magazine N=479	58.5	2.1	39.4

6. Have you, in the past year, used the Internet to read articles that are related to your ministry?
 N=509 65.8 Yes 34.2 No

7. Have you visited the *Lutheran Partners* Web site? N=518
 94.8 No, I have not visited this Web site → [\[Please go to Question #9\]](#)
 1.5 Yes, I have visited this Web site once
 3.3 Yes, I visit this Web site occasionally (a few times during the year)
 0.4 Yes, I visit this Web site regularly (at least every month or so)

8. What would you like to see offered on the *Lutheran Partners* Web site? (Please choose all that apply)
 26.2 The exact same content that is in the print version
 3.6 Just certain parts of the content that is in the print version - Please describe:

14.7 More content for certain subjects that adds to the content in the print version - Please describe:

5.4 Different content than what is in the print version - Please describe:

USE

9. Have you, in the past year, participated in a group that used *Lutheran Partners* for discussion material?N=519

4.0 Yes 96.0 No

10. Is there an article in a recent *Lutheran Partners* that you found particularly helpful? N=398

32.7 Yes 67.3 No

If yes, please describe:

11. Have you, in the past year, discussed/shared a *Lutheran Partners* article with a non-ELCA-rostered person?N=515 18.8 Yes 81.2 No

12. Have you, in the past year, encouraged a non-ELCA-rostered person to subscribe to *Lutheran Partners*?

N=515 2.5 Yes ➡ Please specify: 15.4 Spouse 38.5 Lay ELCA member(s)
97.5 No N=13 38.5 Non-ELCA Clergy 15.4 Non-ELCA lay person

13. In the past year, have you purchased or inquired about products or services because of an advertisement you saw in *Lutheran Partners*? N=510

9.4 Yes ➡ Please specify which products:
90.6 No

14. Of the following types of ads that could be included in *Lutheran Partners*, please indicate which are most relevant to you in your ministry. (Please choose all that apply)

- | | | |
|--|---|------------------------------|
| 12.3 Bibles, please list translations: | | 3.3 choir |
| 3.3 church furniture | 29.8 church-related conferences | 3.9 columbaria |
| 10.3 computers | 32.2 continuing education opportunities | 8.2 counseling |
| 20.0 educational curriculum | 12.3 ELCA churchwide units | 1.8 electronic/pipe organ |
| 7.9 health-related services | 1.1 insurance companies | 5.6 moving van co. |
| 12.1 music | 21.4 religious book publishers | 28.5 sermon preparation |
| 4.9 sound systems | 9.3 Thrivent Financial for Lutherans | 12.4 travel, guided tours |
| 11.5 vestments, altar ware | 10.3 youth ministry | 2.6 Other - Please describe: |

15. In the past year, have you used the Internet to purchase items for your congregation?N=511 46.6 Yes 53.4 No

16. In the past year, have you used the Internet to purchase items for yourself? N=517 69.4 Yes 30.6 No

ABOUT YOU

17. For the following publications, please indicate which statements are true. (Please choose all that apply)

	I typically read at least a portion	I like the following items...				I Subscribe
		<u>Layout</u>	<u>Article Content</u>	<u>Advertising</u>	<u>Internet Options</u>	
a. <i>Christian Century</i>	32.4	12.3	25.2	4.3	2.5	21.9
b. <i>Christian Computing</i>	1.6	0.2	0.8	0.2	0.7	0.7
c. <i>Christianity Today</i>	10.5	1.5	5.6	0.3	0.7	4.3
d. <i>Clergy Journal</i>	13.7	3.9	8.0	0.8	0.8	7.0
e. <i>Context</i>	6.1	2.6	4.4	0.0	1.3	3.4
f. <i>Currents in Theology and Mission</i>	12.3	2.8	7.4	0.0	0.2	8.2
g. <i>Dialog</i>	7.2	2.0	4.4	0.3	0.7	2.9
h. <i>Interpretation</i>	6.7	2.1	4.6	0.7	0.3	3.3
i. <i>Leadership</i>	7.5	2.1	3.9	0.2	0.7	3.4
j. <i>Lutheran Forum / Forum Letter</i>	14.1	2.9	6.4	0.5	0.3	6.7
k. <i>Lutheran Quarterly</i>	6.4	0.7	3.3	0.2	0.2	2.1
l. <i>Preaching</i>	3.9	0.5	1.1	0.3	0.2	1.1
m. <i>Pulpit Resources</i>	11.0	2.9	4.7	0.5	0.7	6.5
n. <i>Rev. Magazine</i>	2.9	1.6	1.5	0.5	0.5	1.6
o. <i>Word and World</i>	14.6	4.6	9.2	0.8	0.2	9.3
p. <i>Your Church</i>	5.1	1.1	1.5	1.1	0.2	1.3

18. Do you have access to the Internet? N=606
90.6 Yes 9.4 No

22. Please share any additional comments that you have. (Use an additional sheet of paper, if necessary)

19. Are you retired? N=607 36.7 Yes 63.3 No
If yes, are you doing any of the following?

17.0 Part-time ministry work

13.9 Volunteer ministry work

20. What is your current ministry setting? N=602

12.8 Urban 18.9 Suburban

19.3 Small City 14.8 Rural

17.3 Other _____

16.9 I am not currently in a ministry setting

21. What is your current marital status? N=597

12.2 Single 87.8 Married



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