



The Presbyterian Panel

Listening to Presbyterians



REPORT

Education and Other Topics The November 2009 Survey

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RESEARCH SERVICES
A Ministry of the General Assembly Mission Council
 Presbyterian Church (U.S.A.)
 100 Witherspoon Street
 Louisville, KY 40202

What is the Presbyterian Panel?

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

For more information on methods used to draw the samples, see the technical appendix in the *Religious and Demographic Profile of Presbyterians, 2008: Findings from the Initial Survey of the 2009-2011 Presbyterian Panel* (see next page for web availability and ordering information).

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

Current Survey

The current survey is the fifth completed by the 2009-2011 Panel. Questionnaires were distributed in late November 2009. Most panelists received their copy by U.S. mail, but a subset ($n = 711$, or 21%) that had signed up for the service was notified via email. Non-respondents were sent a postcard reminder in late December. Panelists who had received email notification about the survey but had not yet responded also received two email reminders in December. Returns were accepted through early February 2010. Response rates for this survey are: members, 39%; elders, 48%; ministers, 50%. All panelists had the option to complete the survey on the web, and 27% of responding members, 37% of responding elders, 46% of responding pastors, and 44% of responding specialized clergy did so.

Sponsor and Topic

The questions on awareness of PC(USA) mission and ministries were developed with the General Assembly Mission Council Executive Leadership Team. Working with Research Services on the education questions were the General Assembly Mission Council's Child Advocacy staff and staff that work with the Advisory Committee on Social Witness Policy. Working on the questions about study resources were the staff of the Presbyterian Publishing Corporation (PPC). The 219th General Assembly (2010) was to consider a paper on public education that the advisory committee prepared. PPC began doing direct sales of products through its own toll-free phone number (800-554-4694) in January 2010, and PPC leaders were contemplating doing the same on the web.

This Report

The first half of this report uses text and graphics to summarize and explicate findings. A numerical summary of survey questions and responses follows with tables that display the percentage distribution of responses to every question for each of the four Panel groups. Results are subject to sampling and other errors. In general, differences of less than 8% are not statistically meaningful.

Some analyses in this report, including those using Bible reading (Figure 3, p. 2) and schooling (p. 9), rely on responses of panelists to the initial questionnaire they completed in the fall of 2008. For more information on this earlier survey and responses of panelists to these questions, see the *Religious and Demographic Profile of Presbyterians, 2008* (see next page for web availability and ordering information). Other analyses rely on membership figures that congregational leaders provide each year in the session annual statistical report.

A Note on Terminology

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

Suggested Citation

Research Services, Presbyterian Church (U.S.A.). *Education and Other Topics: The Report of the November 2009 Presbyterian Panel Survey*. Louisville, 2010.

Author Note

Perry Chang, Panel administrator, wrote this report and was assisted by the other staff members of the office of Research Services. Perry Chang developed the questionnaire.

Staff of Research Services

Jack Marcum, Coordinator; Joelle Anderson; Deborah Bruce; Perry Chang; Hilary Harris; Rebecca Moody; Christy Riggs; Ida Smith-Williams.

Additional Copies

Additional copies of this *Report* may be purchased for \$10 from Presbyterian Distribution Services (PDS)—call 800-524-2612 and request item #02056-09305. This *Report* is also available on the web for free download in Adobe Acrobat format; go to www.pcusa.org/research/panel/ and click on the appropriate link. Copies of a four-page *Summary* of results are available for \$2 each directly from Research Services, or for free download from the same website. Call for information on quantity discounts on printed copies of either this *Report* or its *Summary* (888-728-7228, ext. 2040).

Profile Report

The *Religious and Demographic Profile of Presbyterians, 2008* is available for free download in Adobe Acrobat format on the web (www.pcusa.org/research/panel/reports/fall08panel.pdf) or may be purchased for \$10 from PDS—call 800-524-2612 and request item #02056-09301.

Panel on the Web

A catalogue of all Panel surveys since the first Panel was created in 1973, and *Summaries* and *Reports* of surveys since 1993, are available online at the Presbyterian Church (U.S.A.) website: www.pcusa.org/research/panel.

Interested in Learning More about Your Congregation?

- ✓ *10-Year Trend Report for Congregations*—available for free: www.pcusa.org/tenyeartrends.
- ✓ Research Services can help you conduct a congregational survey. Call 888-728-7228, ext. 2040, and ask about the *U.S. Congregational Life Survey* or visit: www.USCongregations.org.

HIGHLIGHTS

- ✓ About three-quarters of ministers (pastors, 81%; specialized clergy, 70%)—but only about two in five members (36%) and elders (44%)—are *very informed* or *generally informed* about the range and scope of PC(USA) mission (p. 1).
- ✓ Significantly more members and elders are *very informed* or *generally informed* about the range and scope of PC(USA) mission today (members, 36%; elders, 44%) than were so informed in 2005 (17%; 29%). Proportions of ministers who are informed today (pastors, 81%; specialized clergy, 70%) are similar to those who were informed in 2005 (80%; 67%) (p. 1).
- ✓ More panelists are *very informed* or *generally informed* about Presbyterian Disaster Assistance (members, 36%; elders, 52%; pastors, 87%; specialized clergy, 72%) than about eight other specific PC(USA) General Assembly Mission Council ministries listed (p. 1).
- ✓ Three in ten pastors (30%)—but only about one in five members (16%), elders (19%), or specialized clergy (22%)—have at least one school-age (kindergarten through 12th grade) child living with them (p. 3).
- ✓ In more than three in five households with school-age children, at least one child attends the school assigned by the local public school district (members, 78%; elders, 85%; pastors, 76%; specialized clergy, 62%) (p. 3).
- ✓ Half of pastors (50%) report that their congregation runs or hosts a scouting program such as a Boy Scout or Girl Scout troop, and about two in five report that their congregation runs or hosts a preschool (40%) or works directly with one particular public school to provide volunteers or other resources to enhance the educational experience for children attending the school (37%) (p. 4).
- ✓ At least two-thirds of panelists in each group (members, 77%; elders, 76%; pastors, 73%; specialized clergy, 67%) are *completely satisfied* or *somewhat satisfied* with the quality of education at public schools in their community in general (p. 5).
- ✓ About five in six panelists in each group (members, 83%; elders, 84%; pastors, 83%; specialized clergy, 87%) *strongly agree* or *somewhat agree* that supporting the right of every child to have access to an affordable and high-quality public education should be a strong PC(USA) priority (p. 6).
- ✓ Fewer than one-quarter of panelists in any group (members, 16%; elders, 21%; pastors, 11%; specialized clergy, 7%) *strongly agree* or *somewhat agree* that too much government money—U.S., state, and local government money—is spent on public schools in their community (p. 6).
- ✓ Majorities of members (60%) and elders (57%) *strongly favor* or *somewhat favor* requiring states to set minimum standardized test scores that students in various racial-ethnic, language, and ability groups must achieve if local public school districts are to retain control of schools in their districts (a provision of the No Child Left Behind law). Slightly more ministers (pastors, 51%; specialized clergy, 48%) *strongly oppose* or *somewhat oppose* this testing requirement than *strongly favor* or *somewhat favor* it (43%; 45%) (p. 7).
- ✓ Majorities of panelists in each group (members, 53%; elders, 55%; pastors, 58%; specialized clergy, 59%) *strongly oppose* or *somewhat oppose* state or local governments providing parents who enroll their children in private schools with education tax credits or other financial aid to help pay their children's tuition (p. 7).
- ✓ About three in five ministers (pastors, 62%; specialized clergy, 58%)—but only one-third of members (27%) and elders (37%)—would be *extremely likely*, *very likely*, or *somewhat likely* to buy a Presbyterian Publishing Corporation (PPC) product through the PPC website (at www.ppcbooks.com) if such an option existed (p. 8).
- ✓ About two in five ministers (pastors, 46%; specialized clergy, 38%)—but only one in five members (17%) or elders (20%)—would be likely to buy a PPC product by phone from PPC if such an option existed (p. 8).

AWARENESS OF PC(USA) MISSION AND MINISTRIES

General Awareness

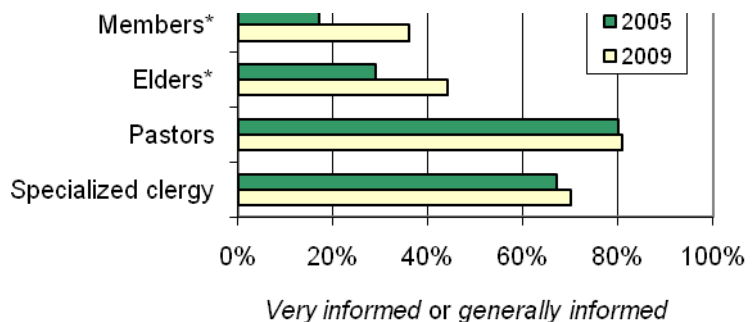
- ✓ About one-third of members (36%) and two in five elders (44%) are *very informed* or *generally informed* about the range and scope of PC(USA) mission.
- ✓ Four in five pastors (81%) and seven in ten specialized clergy (70%) are *very informed* or *generally informed* about PC(USA) mission.
- ✓ Three in five pastors (59%) and 47% of specialized clergy—but only one-quarter of members (26%) and one-third of elders (36%)—have learned *a great deal* or *a fair amount* about PC(USA) mission in the previous two years.

Comparing 2005 and 2009 Awareness of PC(USA) Mission

Twice as many members (36%) are *very informed* or *generally informed* about the range and scope of PC(USA) mission today as were so informed in 2005 (17%). About 50% more elders are informed about PC(USA) mission today (44%) than were in 2005 (29%).

Similar proportions of ministers are informed about PC(USA) mission today (pastors, 81%; specialized clergy, 70%) as were so informed in 2005 (80%; 67%).

Figure 1. Level of Awareness of the Range and Scope of PC(USA) Mission



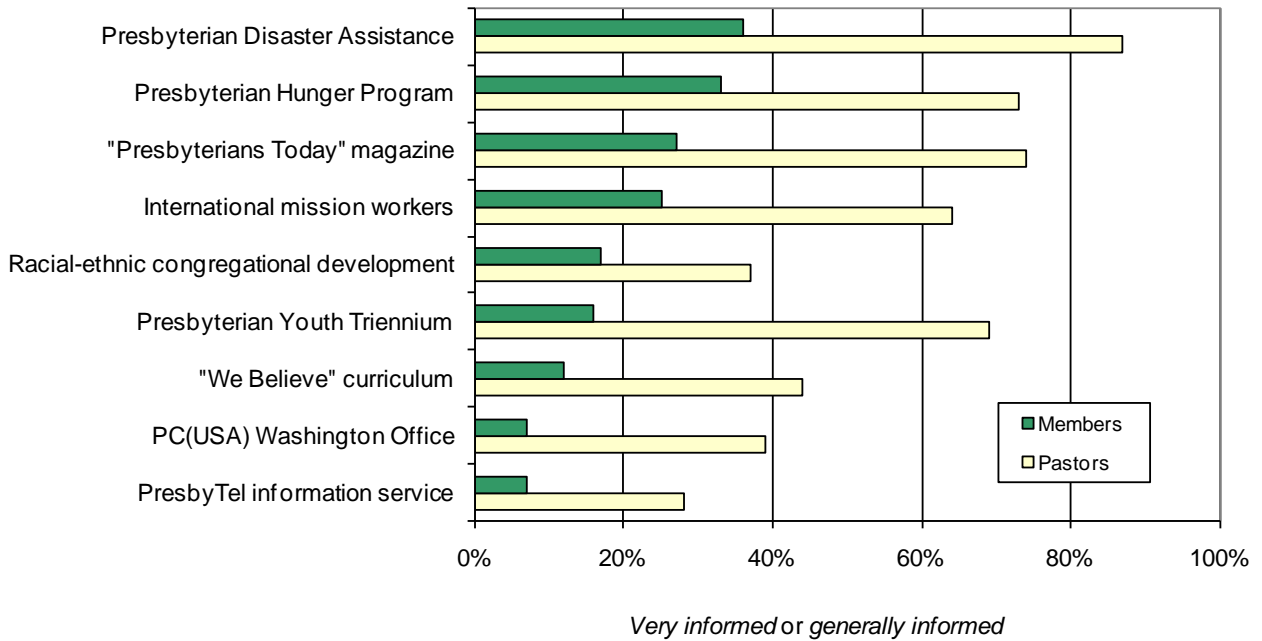
Level of Awareness of Selected Ministries

- ✓ The survey asked panelists how well informed they are about nine specific General Assembly Mission Council ministries. More ministers than members and elders are well informed about each of the nine ministries.
- ✓ Panelists are more informed about Presbyterian Disaster Assistance (PDA) than about any of the other selected ministries. Majorities of elders (52%), pastors (87%), and specialized clergy (72%)—but only one-third of members (36%)—are *very informed* or *generally informed* about PDA.
- ✓ Majorities of ministers—but fewer members and elders—are *very informed* or *generally informed* about:
 - Presbyterian Hunger Program (members, 33%; elders, 42%; pastors, 73%; specialized clergy, 65%).
 - *Presbyterians Today* magazine (27%; 35%; 74%; 54%).
 - PC(USA) long-term international mission workers (25%; 29%; 64%; 54%).
 - Presbyterian Youth Triennium (16%; 26%; 69%; 53%).
- ✓ Fewer panelists in every group are informed about the other ministries listed. (Figure 2 on the next page gives additional information.)

AWARENESS OF PC(USA) MISSION AND MINISTRIES

Level of Awareness of Selected Ministries (cont.)

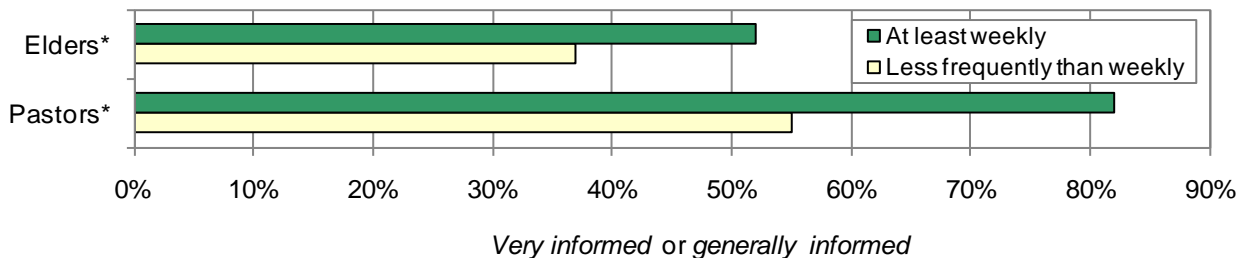
Figure 2. Level of Awareness of Selected General Assembly Mission Council Ministries



Religious Practices and Level of Awareness of PC(USA) Mission

Elders and pastors who engage more often in religious practices such as Bible reading are better informed about the range and scope of PC(USA) mission than are other elders and pastors. Four in five pastors who read the Bible at least weekly (82%)—but only about half of those who do not (55%)—are *very informed* or *generally informed* about PC(USA) mission. Half of elders who read the Bible at least weekly (52%)—but only one-third of those who read it less frequently (37%)—are so informed. (Figure 3 illustrates these results.)

Figure 3. Awareness of the Range and Scope of PC(USA) Mission, by Frequency of Bible Reading



*Statistically significant difference ($p < .01$)

This is also the case for elders who pray privately daily or almost daily. Half of these elders (49%)—but only one-third of those who pray less frequently (32%)—are informed. Pastors and elders regularly engaged in these religious practices may make an effort to find out about PC(USA) mission or may be more open to receiving news about PC(USA) mission when that news is available.

EXPERIENCES WITH SCHOOLS

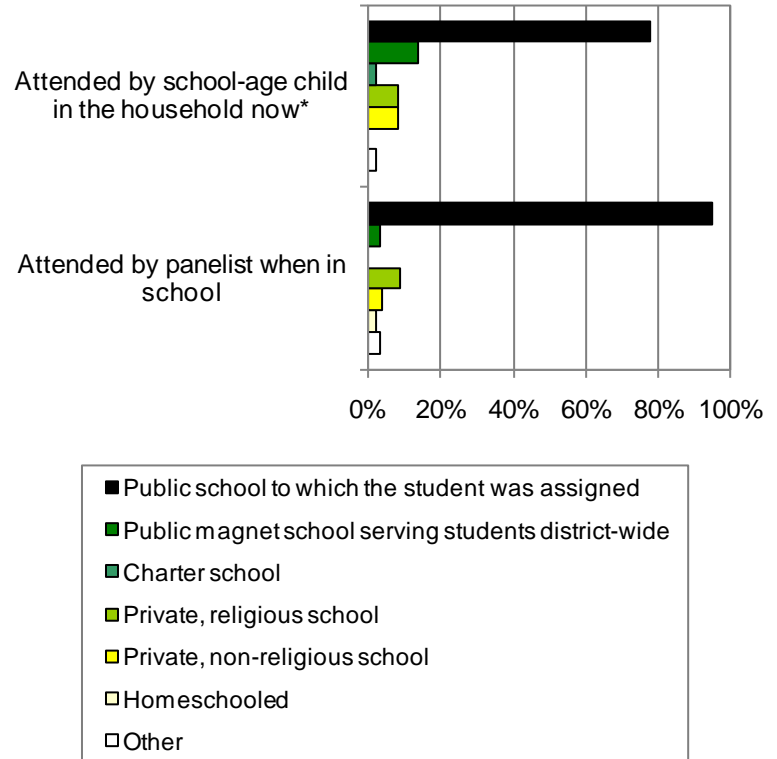
School-Age Children at Home

- ✓ Three in ten pastors (30%), one in five elders (19%) and specialized clergy (22%), and one in six members (16%) have at least one school-age (kindergarten through 12th grade) child living with them.
- ✓ Only 1% of member and elder panelists are themselves school-age children.

School Attendance

- ✓ In more than three in five households with school-age children, at least one child attends the school assigned by the local public school district (members, 78%; elders, 85%; pastors, 76%; specialized clergy, 62%).
- ✓ In one in eight member households with school-age children (14%), at least one child attends a public magnet school that draws students from across the school district. This percentage is lower in other Panel groups (elders, 4%; pastors, 7%; specialized clergy, 9%).
- ✓ Almost all panelists (members, 95%; elders, 96%; pastors, 97%; specialized clergy, 96%) themselves attend or attended public schools to which the public school district assigned them.
- ✓ In addition to or instead of a public school, about 1 in 12 panelists (9%; 7%; 8%; 9%) attend or attended a private, religious school.

Figure 4. Types of Schools in Which Members Are or Have Been Involved



* Excludes panelists without school-age children living at home

Note: Percentages total more than 100% because panelists could choose more than one response.

Households with Children in Public Schools: Comparing Presbyterians and All Americans

More than twice as many U.S. adults (36%) have a school-age child in their household than do PC(USA) members (16%). This is likely related to the fact that members are older, on average, than U.S. adults. Four in nine members (43%)—but only one in six U.S. adults (17%)—are age 65 or older. Among households that have a child in school, the same percentage of member households have a child attending public school (86%) as do households of U.S. adults (86%).

Sources: U.S. Census Bureau, American Fact Finder, 2008 Population Estimates, Sex by Age, at <<http://factfinder.census.gov>>; Time Magazine/SRBI, March 28-30, 2006 Survey, at <http://www.srbi.com/TimePoll_Final_Report-2006-03-31.pdf>.

EXPERIENCES WITH SCHOOLS

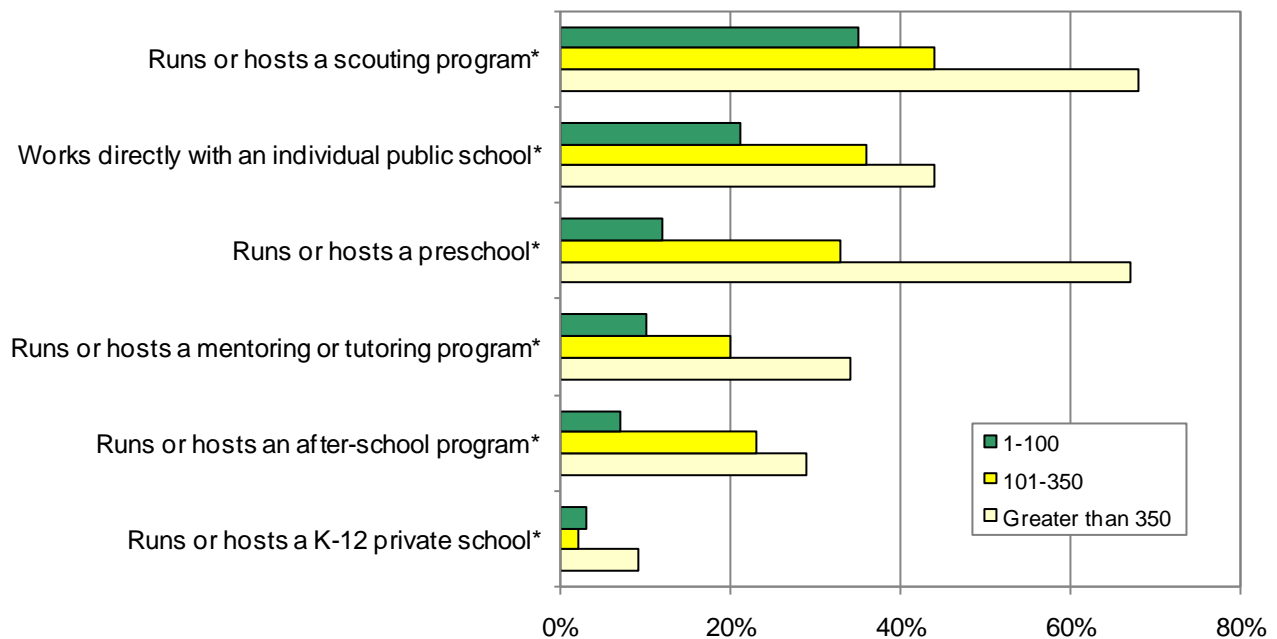
Ways Congregations Help Children Learn

- ✓ Half of pastors (50%) report their congregation runs or hosts a scouting program such as a Boy Scout or Girl Scout troop.
- ✓ About two in five pastors' congregations run or host a preschool (40%) or work directly with one particular public school to provide volunteers or other resources to enhance the educational experience for children attending the school (37%).
- ✓ One in five pastors' congregations run or host an after-school program for students (22%) or a mentoring or tutoring program for students (22%).
- ✓ A few pastors' congregations (5%) run or host a private school with some or all of kindergarten through 12th grade.

Congregational Size and Ministries for Children in the Community

More pastors of larger PC(USA) congregations than other pastors report their congregation is involved in activities that help children in their communities learn. (Figure 5 provides additional information.)

Figure 5. Congregational Involvement in Ministries to Help Children in the Community Learn by Congregational Size, Pastors' Responses



*Statistically significant difference (p < .01)

Larger congregations may have more diversified ministries and are located disproportionately in metropolitan areas, where children may have greater needs.

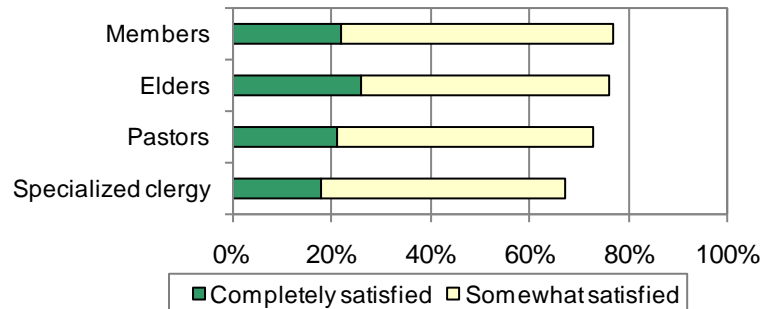
EXPERIENCES WITH SCHOOLS

Satisfaction with Local Schools

✓ At least two-thirds of panelists in each group are *completely satisfied* or *somewhat satisfied* with the:

- Training of teachers in the public schools in their community in the fields in which they teach (members, 72%; elders, 73%; pastors, 75%; specialized clergy, 68%).
- Quality of education at public schools in their community in general (77%; 76%; 73%; 67%).

Figure 6. Satisfaction with the Quality of Education at Public Schools in the Community in General

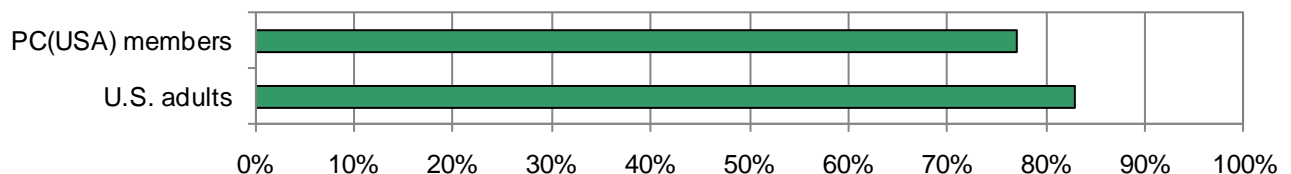


✓ Two-thirds of members (68%), elders (69%), and pastors (66%) and three in five specialized clergy (59%) are *completely satisfied* or *somewhat satisfied* with the ability of the public schools in their community to teach students who come from diverse cultural backgrounds.

Comparing Presbyterians' and Americans' Satisfaction with Their Local Public Schools

Presbyterians are satisfied with the quality of education in public schools in their community in roughly the same proportion as U.S. adults as a whole are. (Figure 7 provides additional information.)

Figure 7. Satisfaction with the Quality of Education at Public Schools in Their Community: PC(USA) Members vs. U.S. Adults



Note: Difference not statistically significant. Panelists were asked how satisfied or dissatisfied they were with the quality of education in the public schools in their community in general. Combined in Figure 7 are members' responses of *completely satisfied* or *somewhat satisfied*. U.S. adults surveyed in June 2009 were asked to give a letter grade for the quality of the work of the public schools in their community. Combined in Figure 7 are responses of A, B, or C.

Source: William J. Bushaw and John A. McNee, "Americans Speak Out: Are Educators and Policy Makers Listening? The 41st Annual Phi Delta Kappa/Gallup Poll of the Public's Attitudes Toward the Public Schools," *Phi Delta Kappan* 91, no. 1 (September 2009): 11.

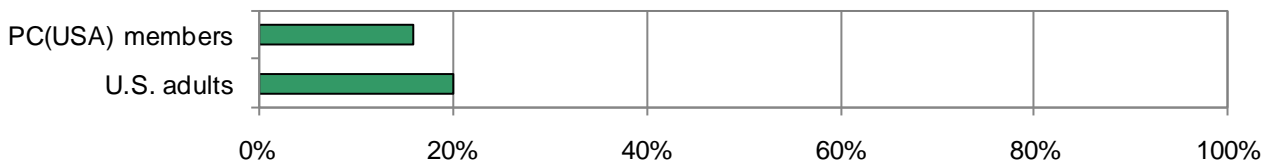
PC(USA) members' satisfaction with their local public schools is proportional with U.S. adults' satisfaction even though more PC(USA) members than U.S. adults are older adults and fewer members have children in school. In spite of evidence that Americans who are personally familiar with public schools regard those schools more favorably and those who are less familiar view them less favorably, most Presbyterians—both younger and older—still value public schools.

PERSPECTIVES ON SCHOOLING

Views on K-12 Schooling

- ✓ Almost all panelists in each group *strongly agree* or *somewhat agree* that:
 - Parent and family involvement is a key to student success (members, 98%; elders, 99%; pastors, 99%; specialized clergy, 99%).
 - Giving students critical thinking skills is a key responsibility of public schools (96%; 98%; 99%; 99%).
 - Community involvement is a key to student success (95%; 96%; 95%; 95%).
- ✓ Almost nine in ten panelists in each group *strongly agree* or *somewhat agree* that:
 - Children who attend schools with other children of diverse racial and ethnic backgrounds will be better prepared to succeed in our globalizing society (members, 91%; elders, 91%; pastors, 89%; specialized clergy, 96%).
 - Having a range of types of public and private schools available is good for children and their families (90%; 88%; 86%; 87%).
 - Children who attend schools with other children of diverse socioeconomic backgrounds will be better prepared to succeed in our globalizing society (87%; 88%; 85%; 91%).
- ✓ About five in six panelists in each group (members, 83%; elders, 84%; pastors, 83%; specialized clergy, 87%) *strongly agree* or *somewhat agree* that supporting the right of every child to have access to an affordable and high-quality public education should be a strong PC(USA) priority.
- ✓ About nine in ten members (91%), elders (93%), and pastors (86%)—but only two-thirds of specialized clergy (67%)—*strongly agree* or *somewhat agree* that giving students skills that will help them in the job market is a key responsibility of public schools.
- ✓ Three in five elders (59%) and half of members (53%) and pastors (49%)—but only one-quarter of specialized clergy (27%)—*strongly agree* or *somewhat agree* that public schools are flawed because of limits on what teachers and students can say about God and religion.
- ✓ Fewer than one-quarter of panelists in any group (members, 16%; elders, 21%; pastors, 11%; specialized clergy, 7%) *strongly agree* or *somewhat agree* that too much government money—U.S., state, and local government money—is spent on public schools in their community.
- ✓ The opinions of Presbyterian church members and U.S. adults in general about the adequacy of government spending on public schools are roughly similar. (Figure 8 provides additional information.)

Figure 8. Belief that the Government Spends Too Much Money on Public Schools



Note: Difference not statistically significant. The November 2009 Panel survey asked panelists how much they agree or disagree with the statement that too much government money—U.S., state, and local government money—is spent on public schools in their community. Combined in Figure 8 are members' responses of *strongly agree* and *somewhat agree*. The March 2010 Rasmussen survey asked adults whether the amount of money the government spends on public education (across the United States) is *too much*, *not enough*, or *about the right amount*. Shown in Figure 8 are the responses of *too much*.

Source: Rasmussen Reports, "Top Lines – Public Education – March 4-5, 2010," at: http://www.rasmussenreports.com/public_content/business/econ_survey_toplines/march_2010/toplines_public_education_march_4_5_2010.

PERSPECTIVES ON SCHOOLING

Panelist Characteristics and Support for Public Schooling as a Strong PC(USA) Priority

Compared with other members, more Democrats and more theological liberals believe promoting high-quality, affordable public education should be a strong PC(USA) priority. This is not a big surprise, since panelist opinions on policy issues often divide on political and theological lines. Somewhat more surprising is this finding: more members with less education and more Midwestern and Southern pastors view promoting quality public education as a strong denominational priority.

Nine in ten members without a bachelor's degree (92%)—but only four in five members with a bachelor's degree (82%) and three-quarters of members with a graduate degree (73%)—support public education as a PC(USA) priority. About seven in eight pastors located in the South (89%) and the Midwest (85%)—but only three-quarters of pastors in the Northeast (77%) and the West (75%)—back this as a priority for the church.

Members with less formal schooling may appreciate public schooling and want the church to support it. Southern states are among those that spend the least amount of money per capita on K-12 public schooling, and pastors in those states may see more of a role for the church in increasing support for public schools.

Educational Policy Opinions

- ✓ Three in five members (60%) and elders (57%) *strongly favor* or *somewhat favor* requiring states to set minimum standardized test scores that students in various racial-ethnic, language, and ability groups must achieve if local public school districts are to retain control of schools in their districts (a provision of the No Child Left Behind law).
- ✓ Slightly more ministers (pastors, 51%; specialized clergy, 48%) *strongly oppose* or *somewhat oppose* the No Child Left Behind testing requirement than *strongly favor* or *somewhat favor* it (43%; 45%).
- ✓ Majorities of panelists in each group (members, 53%; elders, 55%; pastors, 58%; specialized clergy, 59%) *strongly oppose* or *somewhat oppose* state or local governments providing parents who enroll their children in private schools with education tax credits or other financial aid to help pay their children's tuition.

Comparing Private-School and Public-School Parents' Level of Support for Public Schools

There are sharp differences of opinion between Presbyterians whose school-age children attend private schools or are homeschooled and Presbyterians with children in public schools when it comes to matters of money.

Significantly more elders and pastors whose school-age children do not attend public schools than elders and pastors with children in public schools *strongly agree* or *somewhat agree* that too much government money—U.S., state, and local government money—is spent on public schools in their community. More elders and pastors whose children attend private schools or are homeschooled *strongly favor* or *somewhat favor* state or local governments providing parents who enroll their children in private schools with tax credits or other aid to help pay their children's tuition.

Having a child in public school may have made some panelist parents more supportive of government financial support of public schools and less supportive of government financial support of families with children in private school. In the same vein, homeschooling a child or having a child in private school may have made other parents less supportive of government support of public schools and more supportive of aid to families with children in private schools.

STUDY RESOURCES

Use and Purchase of Presbyterian Publishing Corporation Products

- ✓ Large majorities of ministers (pastors, 81%; specialized clergy, 69%)—but fewer members (29%) or elders (44%)—*used* a Presbyterian Publishing corporation (PPC) book or resource during the previous 12 months.
- ✓ Seven in ten pastors (70%) and two in five specialized clergy (43%)—but fewer members (12%) or elders (17%)—*purchased* a PPC product in the same period.

Preferred Sources for Books and Resources

- ✓ Majorities of panelists in each group (members, 59%; elders, 63%; pastors, 72%; specialized clergy, 72%) would be *extremely likely*, *very likely*, or *somewhat likely* to purchase an individual PPC book or resource on the Amazon website (at www.amazon.com) if they wanted to make such a purchase in the 12 months after the survey.
- ✓ Half or more of ministers—but fewer members and elders—would be likely to buy a PPC product through:
 - A Cokesbury bookstore (members, 14%; elders, 27%; pastors, 56%; specialized clergy, 52%).
 - The Cokesbury website (at www.cokesbury.com) (16%; 27%; 71%; 50%).
 - Presbyterian Distribution Service by phone (16%; 23%; 62%; 50%).
 - The PPC website (at www.ppcbooks.com) if such an option existed (27%; 37%; 62%; 58%).
- ✓ Majorities of members (63%) and elders (60%)—but fewer pastors (38%) and specialized clergy (48%)—would be likely to buy a PPC product at a Barnes & Noble bookstore.
- ✓ Two in five members (41%), elders (42%), and specialized clergy (39%) and one in three pastors (32%) would be likely to buy a PPC product at a Borders bookstore.
- ✓ Majorities of pastors—but fewer panelists in other groups—would be likely to buy a PPC product through Cokesbury by phone (members, 12%; elders, 21%; pastors, 57%; specialized clergy, 39%) or through the Presbyterian Marketplace website (at www.pcusa.org/marketplace) (23%; 31%; 51%; 43%).
- ✓ About two in five ministers—but few members and elders—would be likely to buy a PPC product:
 - By phone from PPC if such an option existed (members, 17%; elders, 20%; pastors, 46%; specialized clergy, 38%).
 - At an event such as the General Assembly meeting or the Association of Presbyterian Church Educators meeting (17%; 26%; 43%; 44%).
- ✓ Three-quarters of members (66%) and elders (67%), three in five specialized clergy (58%), and half of pastors (48%) would be *not likely* to buy a PPC product from PPC by phone (if such an option existed).
- ✓ About half of members (56%) and elders (52%)—but only two in five specialized clergy (39%) and one-third of pastors (34%)—would be *not likely* to buy a PPC product through the PPC website (if such an option existed).

Factors Influencing Purchase Decisions

- ✓ If they wanted to purchase an individual PPC book or resource in the 12 months after the survey, at least seven in ten panelists in each group (members, 74%; elders, 79%; pastors, 70%; specialized clergy, 80%) would base their decision on where to make the purchase *to a very great extent* or *to a great extent* on the most convenient source or location.

STUDY RESOURCES

Factors Influencing Purchase Decisions (cont.)

- ✓ Seven in ten ministers (pastors, 74%; specialized clergy, 73%)—but only three in five members (62%) and elders (64%)—would base their decision on where to make a purchase *to a very great extent* or *to a great extent* on the best price.
- ✓ Three in five ministers (pastors, 57%; specialized clergy, 60%), five in nine elders (55%), and four in nine members (46%) of members would base their purchasing decision *to a very great extent* or *to a great extent* on the best service.

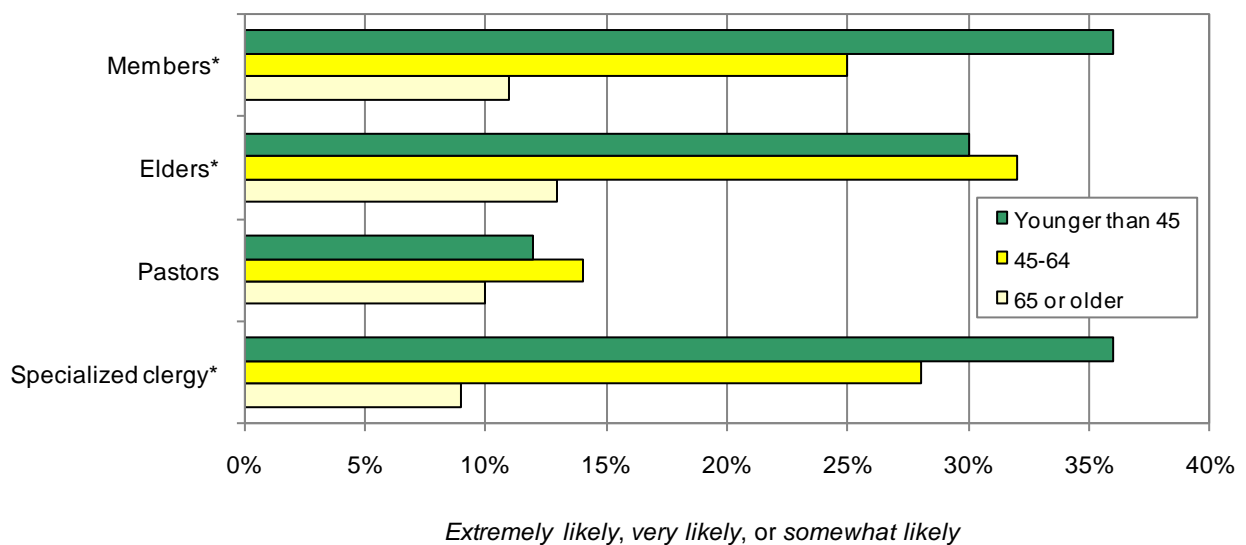
Would Using the PPC Website to Sell Products Bring in New Customers?

A promising market for direct sales through the PPC website may be people who are likely to order via the phone or website but have not otherwise been purchasing PPC books and resources. How do Presbyterians who did not buy any PPC item in the year before the survey but said they would be *extremely likely*, *very likely*, or *somewhat likely* to do so through PPC’s phone service or website if they wanted to in the future differ from other Presbyterians?

One difference is between age and likely website purchasing. More members, elders, and specialized clergy who did not buy a PPC item in the 12 months before the survey and who are younger than 65 report they are likely to buy an item through the website than those who are 65 or older.

Younger Presbyterians may be more comfortable shopping online. (Figure 9 provides additional information.)

Figure 9. Percentage Likely to Buy a PPC Product Through the PPC Website, by Age



*Statistically significant difference (p < .05)

THE PRESBYTERIAN PANEL
EDUCATION AND OTHER TOPICS

NOVEMBER 2009 SURVEY

Survey Questions and Responses

	Members	Elders	Ministers
Number of survey invitations sent.....	873	1,073	1,443
Number of undeliverable surveys and ineligible respondents.....	8	7	19
Number of surveys completed.....	338	514	718 ‡
Response rate.....	39%	48%	50%
‡ 475 pastors; 240 specialized clergy			

	Members	Elders	Pastors	Specialized Clergy
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Awareness of PC(USA) Mission and Ministries

Q1. How well informed would you say you are about the range and scope of PC(USA) mission?

Very informed	2%	3%	16%	13%
Generally informed.....	34%	41%	65%	57%
A little informed	46%	49%	19%	26%
Not informed	18%	7%	—	4%

Q2. In the last two years, how much have you learned about PC(USA) mission?

A great deal	2%	5%	11%	6%
A fair amount	24%	31%	48%	41%
A little	56%	56%	39%	44%
Nothing.....	19%	8%	2%	10%

Q3. How well informed would you say you are about the following ministries of the PC(USA) General Assembly Mission Council (the GAMC, formerly known as the General Assembly Council or GAC)?

a. PC(USA) long-term international mission workers

Very informed.....	2%	2%	15%	12%
Generally informed.....	23%	27%	49%	42%
A little informed.....	42%	44%	30%	31%
Not informed.....	34%	27%	6%	15%

b. PC(USA) Washington Office

Very informed.....	*	2%	7%	8%
Generally informed.....	7%	7%	32%	21%
A little informed.....	27%	28%	37%	37%
Not informed.....	66%	63%	24%	34%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

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

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

n = number of respondents eligible to answer this question

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

	Members	Elders	Pastors	Specialized Clergy
Q3. How well informed would you say you are about the following ministries of the PC(USA) General Assembly [cont.] Mission Council (the GAMC, formerly known as the General Assembly Council or GAC)?				
c. PresbyTel, the PC(USA) information service				
Very informed.....	—	2%	5%	6%
Generally informed.....	7%	7%	23%	21%
A little informed.....	24%	28%	44%	34%
Not informed.....	69%	64%	28%	39%
d. Presbyterian Disaster Assistance				
Very informed.....	6%	11%	45%	28%
Generally informed.....	30%	41%	42%	44%
A little informed.....	39%	33%	12%	22%
Not informed.....	25%	15%	2%	6%
e. Presbyterian Hunger Program				
Very informed.....	3%	8%	26%	22%
Generally informed.....	30%	34%	47%	43%
A little informed.....	37%	39%	23%	25%
Not informed.....	30%	19%	4%	10%
f. Presbyterian Youth Triennium				
Very informed.....	5%	4%	28%	18%
Generally informed.....	11%	22%	41%	35%
A little informed.....	29%	30%	25%	31%
Not informed.....	55%	44%	6%	16%
g. <i>Presbyterians Today</i> magazine				
Very informed.....	6%	11%	40%	26%
Generally informed.....	21%	24%	34%	28%
A little informed.....	28%	32%	19%	31%
Not informed.....	45%	33%	7%	15%
h. Racial-ethnic congregational development (supporting racial-ethnic congregations)				
Very informed.....	2%	2%	7%	9%
Generally informed.....	15%	17%	30%	30%
A little informed.....	33%	37%	45%	42%
Not informed.....	50%	44%	18%	19%
i. <i>We Believe</i> curriculum				
Very informed.....	2%	5%	15%	7%
Generally informed.....	10%	12%	29%	24%
A little informed.....	22%	24%	39%	31%
Not informed.....	66%	58%	17%	38%

Note: Percentages may not add to 100 due to rounding

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

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n = number of respondents eligible to answer this question

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**Specialized
Clergy**

Members Elders Pastors

Q3. How well informed would you say you are about the following ministries of the PC(USA) General Assembly [cont.] Mission Council (the GAMC, formerly known as the General Assembly Council or GAC)?

j. Other (please specify): _____

	+	+	+	+
Very informed.....	—	6%	22%	25%
Generally informed.....	8%	5%	14%	12%
A little informed.....	12%	7%	9%	25%
Not informed.....	79%	81%	55%	38%

Education

In this section, “schools” refers to those that serve students in any of the grades between kindergarten and 12th grade.

Q4. Is a school-age child part of your household? (Please check **all** that apply.)

	◆	◆	◆	◆
Yes, I am a school-age child	1%	1%	*	—
Yes, I have at least one school-age child (including an adopted child, foster child, or stepchild) and this child lives with me.....	16%	19%	30%	22%
Yes, at least one school-age child lives with me who is not my child (please specify the relationship): _____ ...	1%	1%	1%	*
No → Please skip to Q6.	82%	79%	70%	78%

Q5. In what type of setting is this child or are these children during the school day? (Please check **all** that apply if there is more than one school-age child in your household. Include yourself if you are a school-age child.)

	n=59	n=106	n=146	n=53
In a public school (in your neighborhood or elsewhere) to which the public school district in your community has assigned you, your child, or another child in your household.....	78%	85%	76%	62%
In a public magnet school that draws students from across the school district.....	14%	4%	7%	9%
In a charter school that is publicly funded but is not operated directly by the school district.....	2%	1%	4%	4%
In a private, religious school	8%	9%	8%	17%
In a private, non-religious school.....	8%	3%	6%	11%
Homeschooled.....	—	1%	8%	—
Other type of school setting (please specify): _____	2%	2%	4%	—
Not enrolled in school	—	—	1%	2%

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

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n = number of respondents eligible to answer this question

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	Members	Elders	Pastors	Specialized Clergy
Q6. In what type of setting(s) did you attend school between kindergarten and 12 th grade? (Please check <i>all</i> that apply if you attended school in more than one type of setting.)	◆	◆	◆	◆
In a public school (in your neighborhood or elsewhere) to which the public school district in your community assigned you.....	95%	96%	97%	96%
In a public magnet school that drew students from across the school district.....	3%	2%	4%	2%
In a charter school that was publicly funded but not operated directly by the school district.....	—	—	—	—
In a private, religious school.....	9%	7%	8%	9%
In a private, non-religious school.....	4%	2%	6%	6%
Homeschooled.....	2%	—	1%	—
Other type of school setting (please specify): _____.....	3%	2%	2%	4%
Did not attend school.....	—	—	*	*
Q7. How much do you agree or disagree with the following statements?				
a. Children who attend schools with other children of diverse <i>racial and ethnic</i> backgrounds will be better prepared to succeed in our globalizing society.				
Strongly agree.....	53%	52%	50%	64%
Somewhat agree.....	38%	39%	39%	32%
Somewhat disagree.....	4%	6%	6%	3%
Strongly disagree.....	2%	1%	2%	—
No opinion/Don't know.....	2%	2%	2%	1%
b. Children who attend schools with other children of diverse <i>socioeconomic</i> backgrounds will be better prepared to succeed in our globalizing society.				
Strongly agree.....	43%	44%	44%	53%
Somewhat agree.....	44%	44%	41%	38%
Somewhat disagree.....	8%	8%	10%	5%
Strongly disagree.....	2%	1%	3%	1%
No opinion/Don't know.....	4%	2%	2%	3%
c. Having a range of types of public and private schools available is good for children and their families.				
Strongly agree.....	43%	46%	38%	39%
Somewhat agree.....	47%	42%	48%	48%
Somewhat disagree.....	6%	9%	9%	9%
Strongly disagree.....	1%	—	1%	1%
No opinion/Don't know.....	3%	3%	4%	3%
d. Parent and family involvement is a key to student success.				
Strongly agree.....	93%	95%	94%	92%
Somewhat agree.....	5%	4%	5%	7%
Somewhat disagree.....	1%	*	*	*
Strongly disagree.....	*	*	—	—
No opinion/Don't know.....	*	*	—	*

Note: Percentages may not add to 100 due to rounding

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n = number of respondents eligible to answer this question

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

	Members	Elders	Pastors	Specialized Clergy
Q7. How much do you agree or disagree with the following statements? [cont.]				
e. Community involvement is a key to student success.				
Strongly agree	52%	57%	55%	57%
Somewhat agree	43%	39%	40%	38%
Somewhat disagree	4%	2%	4%	2%
Strongly disagree	1%	*	*	—
No opinion/Don't know	2%	1%	1%	2%
f. Public schools are flawed because of limits on what teachers and students can say about God and religion.				
Strongly agree	22%	28%	15%	8%
Somewhat agree	31%	31%	27%	19%
Somewhat disagree	21%	19%	28%	25%
Strongly disagree	22%	19%	28%	46%
No opinion/Don't know	3%	3%	2%	2%
g. Supporting the right of every child to have access to an affordable and high-quality public education should be a strong PC(USA) priority.				
Strongly agree	56%	54%	53%	56%
Somewhat agree	27%	30%	30%	31%
Somewhat disagree	9%	10%	11%	8%
Strongly disagree	6%	4%	5%	3%
No opinion/Don't know	3%	2%	1%	2%
h. Too much government money—U.S., state, and local government money—is spent on public schools in my community.				
Strongly agree	6%	7%	4%	2%
Somewhat agree	10%	14%	7%	5%
Somewhat disagree	31%	25%	27%	19%
Strongly disagree	47%	47%	58%	68%
No opinion/Don't know	5%	7%	4%	6%
i. Giving students skills that will help them in the job market is a key responsibility of public schools.				
Strongly agree	49%	51%	29%	35%
Somewhat agree	42%	42%	57%	52%
Somewhat disagree	6%	6%	12%	12%
Strongly disagree	2%	1%	1%	2%
No opinion/Don't know	1%	1%	1%	*
j. Giving students critical thinking skills is a key responsibility of public schools.				
Strongly agree	75%	78%	78%	85%
Somewhat agree	21%	20%	21%	14%
Somewhat disagree	2%	1%	1%	*
Strongly disagree	1%	*	—	—
No opinion/Don't know	*	1%	*	*

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n = number of respondents eligible to answer this question

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

Q8. How satisfied or dissatisfied are you with:

a. The ability of the public schools in your community to teach students who come from diverse cultural backgrounds

Completely satisfied	16%	17%	13%	10%
Somewhat satisfied	52%	52%	53%	49%
Somewhat dissatisfied.....	16%	15%	22%	24%
Completely dissatisfied.....	2%	2%	4%	3%
No opinion/Don't know	14%	13%	9%	13%

b. The training of teachers in the public schools in your community in the fields in which they teach

Completely satisfied	18%	25%	19%	19%
Somewhat satisfied	54%	48%	56%	49%
Somewhat dissatisfied.....	13%	13%	12%	18%
Completely dissatisfied.....	3%	2%	2%	1%
No opinion/Don't know	12%	11%	11%	13%

c. The quality of education at public schools in your community in general

Completely satisfied	22%	26%	21%	18%
Somewhat satisfied	55%	50%	52%	49%
Somewhat dissatisfied.....	12%	16%	18%	22%
Completely dissatisfied.....	4%	4%	6%	6%
No opinion/Don't know	5%	4%	3%	5%

Q9. How much do you favor or oppose:

a. Requiring states to set minimum standardized test scores that students in various racial-ethnic, language, and ability groups must achieve if local public school districts are to retain control of schools in their districts (a provision of the No Child Left Behind law)

Strongly favor	22%	20%	13%	12%
Somewhat favor	38%	37%	30%	33%
Somewhat oppose	22%	26%	33%	37%
Strongly oppose	11%	13%	18%	11%
No opinion/Don't know	7%	4%	6%	7%

b. State or local governments providing parents who enroll their children in private schools with education tax credits or other financial support to help pay their children's tuition

Strongly favor	13%	17%	16%	12%
Somewhat favor	27%	23%	23%	24%
Somewhat oppose	28%	27%	30%	29%
Strongly oppose	25%	28%	28%	30%
No opinion/Don't know	8%	4%	3%	4%

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If you are a minister of the Word and Sacrament who does *not* pastor a PC(USA) congregation and does *not* worship regularly at a particular PC(USA) congregation, please check here and skip Q10.

Checked.....			4%	34%
Not checked.....			96%	66%

Q10. Does your congregation: n=456 n=159

a. Run or host an after-school program for students?

	+	+		
Yes	24%	21%	22%	19%
No	68%	78%	78%	79%
Don't know	8%	1%	—	2%

b. Run or host a mentoring or tutoring program for students?

	+	+		
Yes	22%	20%	22%	24%
No	64%	76%	78%	71%
Don't know	13%	4%	—	5%

c. Run or host a preschool?

	+	+		
Yes	48%	42%	40%	41%
No	48%	58%	60%	57%
Don't know	4%	*	—	1%

d. Run or host a private school with some or all of kindergarten through 12th grade?

	+	+		
Yes	5%	3%	5%	5%
No	90%	97%	95%	95%
Don't know	5%	—	—	1%

e. Run or host a scouting program (Boy Scouts, Girl Scouts, etc.)?

	+	+		
Yes	56%	53%	50%	43%
No	36%	46%	50%	51%
Don't know	9%	1%	—	5%

f. Work directly with one particular public school to provide volunteers or other resources to enhance the educational experience for children attending that school?

	+	+		
Yes	23%	23%	37%	26%
No	61%	71%	63%	63%
Don't know	16%	6%	1%	11%

g. Carry out another activity that helps children in your community learn? (please specify): _____

	+	+	+	+
Yes	29%	34%	41%	35%
No	37%	51%	56%	45%
Don't know	34%	15%	3%	19%

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n = number of respondents eligible to answer this question

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Study Resources

The Presbyterian Publishing Corporation (PPC) publishes books and resources for ministry, Bible study, and Christian education for the leaders and members of PC(USA) congregations as well as for other Christians. It has two imprints: Westminster John Knox Press and Geneva Press. Books that PPC has published recently include *John Calvin: Reformer for the Twenty-first Century*, *Spiritual Leadership for Church Officers*, and volumes in the *Feasting on the Word* lectionary commentary series. PPC also publishes the devotional magazine *These Days* and—periodically—music resources such as *The Presbyterian Hymnal* and *Sing the Faith*. In addition, it develops content for two on-line resource centers: *The Thoughtful Christian* (at www.thethoughtfulchristian.com) and *The Presbyterian Leader* (at www.thepresbyterianleader.com).

Q11. During the past 12 months have you:

a. Purchased a PPC book or resource?

Yes	12%	17%	70%	43%
No	87%	80%	27%	56%
Don't remember	2%	3%	3%	1%

b. Used a PPC book or resource?

Yes	29%	44%	81%	69%
No	69%	50%	17%	28%
Don't remember	2%	6%	2%	2%

Q12. If you wanted to purchase an individual PPC book or resource in the next 12 months, how likely would you be to buy it through:

a. Amazon Web site (at www.amazon.com)

Extremely likely	16%	19%	31%	32%
Very likely	22%	23%	22%	23%
Somewhat likely	21%	21%	19%	17%
Not likely	29%	31%	26%	27%
No opinion/Don't know	12%	6%	1%	1%

b. Barnes and Noble bookstore

Extremely likely	10%	11%	4%	7%
Very likely	24%	23%	11%	10%
Somewhat likely	29%	26%	23%	28%
Not likely	26%	33%	60%	53%
No opinion/Don't know	11%	6%	2%	2%

c. Borders bookstore

Extremely likely	5%	5%	3%	3%
Very likely	15%	13%	8%	12%
Somewhat likely	21%	24%	21%	24%
Not likely	46%	51%	66%	58%
No opinion/Don't know	12%	8%	2%	3%

Note: Percentages may not add to 100 due to rounding

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

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n = number of respondents eligible to answer this question

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

	Members	Elders	Pastors	Specialized Clergy
Q12. If you wanted to purchase an individual PPC book or resource in the next 12 months, how likely would you be to buy it through:				
[cont.]				
d. Cokesbury bookstore				
	+			
Extremely likely.....	2%	6%	17%	14%
Very likely	5%	8%	17%	16%
Somewhat likely	7%	14%	22%	22%
Not likely	71%	62%	41%	47%
No opinion/Don't know	16%	11%	2%	1%
e. Cokesbury by phone				
	+	+		
Extremely likely.....	2%	5%	15%	8%
Very likely	4%	5%	18%	11%
Somewhat likely	6%	11%	24%	20%
Not likely	73%	69%	41%	59%
No opinion/Don't know	16%	11%	2%	2%
f. Cokesbury Web site (at www.cokesbury.com)				
	+	+		
Extremely likely.....	2%	5%	21%	8%
Very likely	3%	7%	22%	16%
Somewhat likely	11%	15%	28%	26%
Not likely	69%	62%	27%	47%
No opinion/Don't know	15%	11%	1%	2%
g. Presbyterian Distribution Service by phone				
	+	+		
Extremely likely.....	2%	4%	16%	9%
Very likely	2%	5%	20%	19%
Somewhat likely	12%	14%	26%	21%
Not likely	68%	65%	35%	47%
No opinion/Don't know	16%	11%	2%	4%
h. Presbyterian Marketplace Web site (at www.pcusa.org/marketplace)				
	+	+		
Extremely likely.....	1%	5%	14%	11%
Very likely	8%	8%	14%	13%
Somewhat likely	14%	18%	23%	19%
Not likely	61%	57%	46%	50%
No opinion/Don't know	16%	12%	3%	6%
i. At an event such as the General Assembly meeting or the Association of Presbyterian Church Educators meeting				
	+	+		
Extremely likely.....	*	3%	10%	7%
Very likely	4%	8%	12%	15%
Somewhat likely	13%	15%	21%	22%
Not likely	70%	63%	55%	52%
No opinion/Don't know	13%	11%	2%	4%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

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

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

n = number of respondents eligible to answer this question

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

Q12. If you wanted to purchase an individual PPC book or resource in the next 12 months, how likely would you be [cont.] to buy it through:

j. Presbyterian Publishing Corporation by phone (if such an option existed)

	+	+		
Extremely likely.....	1%	3%	9%	6%
Very likely	5%	4%	16%	14%
Somewhat likely	11%	13%	21%	18%
Not likely	66%	67%	48%	58%
No opinion/Don't know	16%	12%	5%	4%

k. Presbyterian Publishing Corporation Web site (at www.ppcbooks.com) (if such an option existed)

	+	+		
Extremely likely.....	3%	5%	17%	14%
Very likely	9%	11%	23%	23%
Somewhat likely	15%	21%	22%	20%
Not likely	56%	52%	34%	39%
No opinion/Don't know	17%	11%	4%	3%

l. Other (please specify): _____

	+	+	+	+
Extremely likely.....	10%	9%	21%	29%
Very likely	6%	8%	10%	3%
Somewhat likely	1%	5%	5%	9%
Not likely	30%	36%	25%	26%
No opinion/Don't know	52%	42%	39%	34%

Q13. If you wanted to purchase an individual PPC book or resource in the next 12 months, to what extent would your decision about the source from which you would purchase the item be based on each of the factors listed below?

a. Best price

To a very great extent	35%	34%	48%	43%
To a great extent	27%	30%	26%	30%
To some extent.....	23%	25%	21%	23%
Not at all	6%	6%	4%	3%
Not sure.....	8%	4%	1%	1%

b. Best service

	+			
To a very great extent	13%	17%	19%	24%
To a great extent	33%	38%	38%	36%
To some extent.....	38%	35%	36%	34%
Not at all	6%	6%	5%	4%
Not sure.....	9%	4%	1%	2%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

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

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n = number of respondents eligible to answer this question

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Q13. [cont.] If you wanted to purchase an individual PPC book or resource in the next 12 months, to what extent would your decision about the source from which you would purchase the item be based on each of the factors listed below?

c. Most convenient location or source

To a very great extent	36%	42%	38%	44%
To a great extent	38%	37%	32%	36%
To some extent.....	13%	15%	20%	14%
Not at all	5%	2%	9%	4%
Not sure.....	8%	4%	1%	2%

d. Other (please specify): _____

	+	+	+	+
To a very great extent	9%	16%	38%	41%
To a great extent	3%	2%	11%	15%
To some extent.....	3%	5%	3%	9%
Not at all	13%	16%	8%	9%
Not sure.....	72%	60%	40%	26%

Q14. Please use this space or another page for any additional comments.

[tabulated separately]

Response from:

Paper.....	73%	63%	54%	56%
Web	27%	37%	46%	44%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

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

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

n = number of respondents eligible to answer this question

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