

PREACHING SURVEY RESULTS

Methodology:

PREACHING TODAY Subscribers (PT Audio):

Interviews were conducted by self-administered mail questionnaires. A random sample of paid, active PREACHING TODAY subscribers received a four-page listener survey about CD #290 and 291. The survey packet consisted of a cover letter, questionnaire, postage-paid reply envelope, and gift certificate for free one-year subscription to any CTI magazine as an incentive.

| | |
|----------------------------|------------------|
| Sample Size | 400 |
| Undeliverables | 5 |
| Net effective sample | 395 |
| Number of Responses | 92 |
| Response rate..... | 23% |
| Survey Mail Date | December 6, 2007 |
| Cut-off Date | January 16, 2008 |

NationalChristianPoll.com Active Christians Leaders who Preach (NCP Pastors):

Interviews were conducted among Active Christians. Active Christians believe salvation is through Jesus Christ. They are very active Bible readers and church attendees with a high percentage in leadership roles. They use many different types of Christian media and are very active in sharing their faith with others because they believe they have an obligation to do so.

| | |
|---|----------------|
| Sample Size Active Christian leaders | 2,452 |
| Number of Responses | 390 |
| Response rate of Active Christian preachers | 16% |
| Survey Mail Date | April 10, 2008 |
| Cut-off Date | April 16, 2008 |

Report Notes:

Results are combined and reported among 230 pastors who currently preach from NationalChristianPoll.com and 87 PT Subscribers who currently preach from PT290-291 subscriber survey. Differences between the two audiences are noted if they are significant.

Results were analyzed among those who have a degree in preaching versus those who do not. Differences between the two audiences are noted if they are significant.

With a total sample of 317 completed questionnaires, the maximum margin of error is +/- 5.5 percentage 95% of the time.

Responses that do not total 100%: due to multiple responses, rounding of numbers, or refusals.

PREACHING

How many years have you been preaching?

- Seven in ten respondents have been preaching for over 10 years.
 - On average, PT Audio respondents have preached a couple more years longer than NCP Pastors.

| Responses among those who currently preach | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| | % | % | % |
| Less than 5 years | 14 | 15 | 11 |
| 5 to 10 years | 16 | 18 | 10 |
| 11 to 20 years | 25 | 25 | 26 |
| 21 to 30 years | 22 | 19 | 29 |
| 31 years or more | 17 | 17 | 18 |
| I do not currently preach | 6 | 6 | 5 |
| Average years | 18 | 17 | 19 |
| Median years | 18 | 17 | 22 |

How many times a year do you preach or teach (not counting shorter devotionals, wedding or funeral messages, but including Sunday school classes or the like)?

- On average, respondents preach sixty times per year, or slightly more often than once a week.
 - PT Audio respondents preach 45% more often than NCP Pastors.
- Twice as many preachers who have a degree in preaching preach more than 150 times a year versus those who do not have one (16% vs. 8%).

| Responses among those who currently preach | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| | % | % | % |
| Less than 15 | 9 | 10 | 6 |
| 15 to 49 | 22 | 21 | 23 |
| 50 to 100 | 42 | 41 | 46 |
| 101 to 150 | 16 | 16 | 17 |
| More than 150 | 11 | 12 | 8 |
| Average times | 61 | 54 | 78 |
| Median times | 59 | 52 | 75 |

PREACHING (cont'd)

How much time do you generally spend preparing your main message of the week?

- Half of the respondents spend nine or more hours a week to prepare for their main message.
 - Slightly more PT Audio respondents spend more time preparing for their message than NCP Pastors.

| Responses among those who currently preach | Total 310 % | NCP Pastors 224 % | PT Audio 86 % |
|--|-------------------|-------------------------|---------------------|
| Less than 3 hours | 7 | 8 | 3 |
| 3 to 8 hours | 43 | 44 | 40 |
| 9 to 16 hours | 40 | 39 | 43 |
| 17 hours or more | 10 | 9 | 14 |
| Average hours | 10 | 10 | 11 |

If you were to rank your spiritual gifts, in what place would preaching be?

- Overall, three in ten respondents rank preaching first as their spiritual gift.
 - While four in ten PT Audio respondents rank preaching first, one-quarter of the NCP pastors rank preaching first (41% vs. 26%).
- While four in ten preachers who have a degree in preaching rank preaching first among their spiritual gifts, one-quarter of those who do not have a degree rank preaching first (42% vs. 25%).

| Responses among those who currently preach | Total 313 % | NCP Pastors 228 % | PT Audio 85 % |
|--|-------------------|-------------------------|---------------------|
| 1st | 30 | 26 | 41 |
| 2nd | 41 | 45 | 29 |
| 3rd | 20 | 19 | 21 |
| 4th | 7 | 7 | 8 |
| 5th or lower | 2 | 3 | 0 |

Have you ever had a preaching mentor who worked with you personally?

- One-third of the respondents had a preaching mentor in the past while only 6% currently have one.
- Significantly more preachers who have a preaching degree compared to those who do not have one have had a preaching mentor in the past (45% vs. 30%).

| Responses among those who currently preach | Total 313 % | NCP Pastors 227 % | PT Audio 86 % |
|--|-------------------|-------------------------|---------------------|
| Yes, in the past | 33 | 33 | 33 |
| Yes, currently | 6 | 8 | 1 |
| No | 61 | 59 | 66 |

PREACHING STYLE

What are the four items below that best describe your style of preaching? (check up to four)

- Biblical and Christ-Centered rank as the top descriptions as respondents' preaching styles.

| Responses among those who currently preach | Total 313 % | NCP pastors 228 % | PT Audio 85 % |
|--|-------------------|-------------------------|---------------------|
| Biblical | 83 | 86 | 76 |
| Christ-centered | 66 | 68 | 60 |
| Expository (aiming always to have the sermon's ideas come from text rather than getting an idea and finding text to support it.) | 42 | 40 | 48 |
| Relevant | 35 | 35 | 35 |
| Topical-expository (much care given to using Biblical texts in keeping with their original intent) | 30 | 31 | 28 |
| Expository using various forms | 26 | 25 | 29 |
| Gospel-centered | 23 | 24 | 20 |
| Textual (short texts, main ideas from the text, supporting ideas can come from anywhere) | 13 | 13 | 13 |
| Focused on felt needs | 11 | 10 | 12 |
| Expository verse-by-verse | 10 | 10 | 9 |
| Narrative | 10 | 9 | 12 |
| Topical | 10 | 11 | 7 |
| Dialogical | 7 | 8 | 4 |
| How-to | 5 | 5 | 4 |
| Postmodern | 3 | 4 | 2 |
| Seeker-friendly | 5 | 5 | 6 |
| Other | 4 | 4 | 4 |

PREACHING RESULTS

- Spiritual growth in individuals is by far the most important result that the respondents believe constitutes the positive, objective results that can occur from of their preaching.
- While body language ranked second when allowed to choose all, it dropped to the bottom half when forced to choose only two items from the list.

In your opinion, what constitutes the positive, *objective* (observable) results that occur from your preaching? (check all that apply)

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Responses among those who currently preach | 315 | 228 | 87 |
| | % | % | % |
| Spiritual growth in individuals | 92 | 92 | 93 |
| Body language in the hearers that tells me the message is connecting | 51 | 52 | 47 |
| Feedback in e-mails or calls or the like from people who say the message helped them | 49 | 50 | 45 |
| Conversions | 48 | 42 | 63 |
| Answers at the end of the message to a call for response, such as coming forward for prayer or counseling | 37 | 35 | 41 |
| Progress in corporate church life, reaching corporate goals and vision | 36 | 31 | 48 |
| Increase in church attendance | 30 | 25 | 44 |
| A commitment to church membership | 28 | 27 | 32 |
| Water baptisms | 20 | 19 | 21 |
| Increase in church income | 16 | 12 | 26 |
| Other | 8 | 9 | 7 |

From the *objective* results you selected, please check up to two that are most important to you.

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Responses among those who currently preach | 297 | 220 | 77 |
| | % | % | % |
| Spiritual growth in individuals | 85 | 86 | 81 |
| Conversions | 35 | 31 | 45 |
| Feedback in e-mails or calls or the like from people who say the message helped them | 13 | 12 | 17 |
| Progress in corporate church life, reaching corporate goals and vision | 12 | 11 | 14 |
| Answers at the end of the message to a call for response, such as coming forward for prayer or counseling | 11 | 10 | 12 |
| Body language in the hearers that tells me the message is connecting | 10 | 10 | 10 |
| A commitment to church membership | 4 | 4 | 3 |
| Water baptisms | 4 | 4 | 4 |
| Increase in church attendance | 3 | 2 | 6 |
| Other | 6 | 7 | 3 |

PREACHING RESULTS (cont'd)**On a scale of 1 to 5, how important is it to you to see positive *objective* results from your preaching?**

- It is important to three-quarters of respondents to see positive objective results from their preaching.

| Responses among those who currently preach | Total 312 % | NCP Pastors 227 % | PT Audio 85 % |
|--|-------------------|-------------------------|---------------------|
| 1 = Not at all important | 1 | 1 | 1 |
| 2 | 5 | 7 | 1 |
| 3 | 18 | 20 | 13 |
| 4 | 35 | 33 | 42 |
| 5 = Very Important | 40 | 39 | 42 |

How often do you get some positive form of *objective* indication of results from your preaching?

- About two-thirds of respondents get some positive objective results from their preaching always or often.

| Responses among those who currently preach | Total 313 % | NCP Pastors 228 % | PT Audio 85 % |
|--|-------------------|-------------------------|---------------------|
| Always | 7 | 8 | 6 |
| Often | 61 | 61 | 62 |
| Sometimes | 28 | 29 | 27 |
| Rarely | 3 | 2 | 5 |
| Never | 0 | 0 | 0 |

How often do you feel good about the message's content and delivery after you preach regardless of any objective results?

- Regardless of any objective results, three-quarters of respondents feel good often or always about the message's content and delivery.

| Responses among those who currently preach | Total 315 % | NCP Pastors 228 % | PT Audio 87 % |
|--|-------------------|-------------------------|---------------------|
| Always | 6 | 7 | 3 |
| Often | 69 | 68 | 71 |
| Sometimes | 23 | 23 | 23 |
| Rarely | 1 | 1 | 2 |
| Never | 0 | 0 | 0 |

PREACHING RESULTS (cont'd)

- Respondents report about half of those becoming followers of Christ, as a result of their preaching, actually became adherents to the church.

If you have preached for the last five years or more, how many people made what you regard as sincere conversions to become followers of Jesus Christ as a direct result of your preaching? Please think in terms of average number per year.

| | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| Responses among those who currently preach | 270 | 192 | 78 |
| | % | % | % |
| 1-4 | 26 | 28 | 22 |
| 5-10 | 29 | 30 | 27 |
| 11-20 | 13 | 15 | 8 |
| 21-49 | 11 | 9 | 15 |
| 50-200 | 10 | 9 | 12 |
| More than 200 | 5 | 3 | 9 |
| None | 5 | 5 | 6 |
| Have not preached for 5 years or more | 2 | 2 | 1 |
| Average number of conversions (excluding none) | 35 | 30 | 46 |
| Median number of conversions (excluding none) | 11 | 10 | 14 |

Of those conversions, what is the average number per year of those who actually became adherents to your church?

| | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| Responses among those who currently preach | 249 | 180 | 69 |
| | % | % | % |
| 1-4 | 42 | 44 | 36 |
| 5-10 | 29 | 31 | 22 |
| 11-20 | 12 | 12 | 12 |
| 21-49 | 9 | 7 | 16 |
| 50-200 | 5 | 3 | 12 |
| More than 200 | 0 | 0 | 1 |
| None | 3 | 4 | 1 |
| Average number of conversions (excluding none) | 18 | 14 | 28 |
| Median number of conversions (excluding none) | 6 | 5 | 9 |

PREACHING RESULTS (cont'd)

How would you evaluate results of your preaching ministry as it compares to your preaching peers?

- Slightly more than half compare their preaching ministry with their peers.
 - Those who do tend to see their preaching ministry to be about the same as their peers.

| Responses among those who currently preach | Total 308 % | NCP Pastors 225 % | PT Audio 83 % |
|---|-------------------|-------------------------|---------------------|
| I see more positive results | 15 | 13 | 20 |
| About the same | 34 | 36 | 29 |
| I see fewer positive results | 5 | 6 | 2 |
| I do not compare the results of my preaching ministry with others | 45 | 44 | 48 |

Regardless of objective signs of results, check the one statement that most closely describes what you believe or feel to be true.

- About half believe that important things happen in the lives of many of the people who hear them.

| Responses among those who currently preach | Total 309 % | NCP Pastors 224 % | PT Audio 85 % |
|--|-------------------|-------------------------|---------------------|
| Nearly every time I preach, important things are happening in the lives of many of the people who hear me. | 51 | 49 | 55 |
| Over the long haul I think my preaching is helping people, though I don't see a lot of tangible or dramatic results. | 41 | 41 | 40 |
| Neither of the above. | 9 | 10 | 5 |

PREACHING RESULTS (cont'd)**How often do you question whether anything of significance results from your preaching?**

- Three-quarters question whether anything of significance results from their preaching sometimes or more often.

| Responses among those who currently preach | Total 312 % | NCP Pastors 226 % | PT Audio 86 % |
|--|-------------------|-------------------------|---------------------|
| Always | 15 | 18 | 7 |
| Often | 17 | 18 | 16 |
| Sometimes | 42 | 40 | 48 |
| Rarely | 22 | 20 | 27 |
| Never | 3 | 4 | 2 |

Which of the following two statements better describes you?

- A very strong majority feels optimistic about seeing the results of their preaching.

| Responses among those who currently preach | Total 308 % | NCP Pastors 226 % | PT Audio 82 % |
|--|-------------------|-------------------------|---------------------|
| I feel optimistic about seeing results from my preaching. | 93 | 92 | 95 |
| I feel pessimistic about seeing results from my preaching. | 7 | 8 | 5 |

PRAYER

Do you purposely break away for a dedicated time of prayer alone each day?

- The majority purposely breaks away for dedicated time of prayer alone each day.
 - More PT Audio respondents purposely break away for dedicated time than NCP Pastors.

| | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| Responses among those who currently preach | 314 | 228 | 86 |
| | % | % | % |
| Yes | 51 | 46 | 65 |
| No, I say short prayers throughout the day | 47 | 51 | 35 |
| No | 2 | 3 | 0 |

- On average, respondents who have dedicated prayer time spend about a half hour in dedicated prayer alone.

How much time do you generally spend on dedicated prayer alone each day?

| | Total | NCP Pastors | PT Audio |
|--|-------|-------------|----------|
| Responses among those who currently preach who have dedicated prayer time | 161 | 106 | 55 |
| | % | % | % |
| Less than 15 minutes | 16 | 14 | 20 |
| 15-30 minutes | 46 | 48 | 42 |
| 31-45 minutes | 20 | 21 | 18 |
| 46-90 minutes | 18 | 17 | 20 |
| More than 90 minutes | 0 | 0 | 0 |
| Average time in prayer | 33 | 33 | 32 |
| Median time in prayer | 27 | 27 | 26 |

NATURE OF SCRIPTURE

Which of the following best describes your belief about the nature of Scripture? (check one)

- Nearly six in ten respondents believe the Bible is inerrant.

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Responses among those who currently preach | 308 | 227 | 81 |
| | % | % | % |
| Inerrant (contains no error) | 59 | 58 | 60 |
| Infallible (always achieves God's purposes but contains imprecision) | 21 | 21 | 20 |
| The Bible contains God's Word and becomes God's Word as hearers respond appropriately | 9 | 9 | 10 |
| Limited inerrancy (inerrant on what it intends to teach theologically but may err on incidental issues) | 7 | 7 | 6 |
| Other | 5 | 5 | 4 |

EDUCATION DEMOGRAPHICS**Do you have a college or graduate degree specifically in preaching?**

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Responses among those who currently preach | 281 | 192 | 89 |
| | % | % | % |
| Yes | 30 | 28 | 34 |
| No, I am currently enrolled in a degree program for preaching | 6 | 5 | 8 |
| No | 65 | 68 | 58 |

How many college or graduate courses have you taken specifically on preaching (not Bible courses)?

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Responses among those who currently preach and have a degree in preaching | 91 | 62 | 29 |
| | % | % | % |
| 1 to 2 | 22 | 23 | 21 |
| 3 to 5 | 44 | 47 | 38 |
| 6 or more | 29 | 23 | 41 |
| None | 5 | 8 | 0 |

What is your highest level of education? (Check one)

| | Total | NCP Pastors | PT Audio |
|-------------------------------|-------|-------------|----------|
| Total Responses | 318 | 226 | 92 |
| | % | % | % |
| High school graduate | 1 | 1 | 2 |
| Some college, no degree | 11 | 14 | 3 |
| Associate's degree | 3 | 4 | N/A |
| Bachelor's degree | 12 | 12 | 12 |
| Graduate study without degree | 13 | 13 | 14 |
| Graduate study with degree | 60 | 57 | 68 |

CHURCH DEMOGRAPHICS

Approximately, what is your church's average Sunday morning worship attendance?

| | Total | NCP Pastors | PT Audio |
|---------------------------|-------|-------------|----------|
| Total Responses | 312 | 224 | 88 |
| | % | % | % |
| 50 & under | 18 | 20 | 13 |
| 51-100 | 26 | 30 | 15 |
| 101-200 | 23 | 25 | 19 |
| 201-300 | 8 | 5 | 15 |
| 301-500 | 9 | 8 | 10 |
| 501-1,000 | 8 | 6 | 14 |
| 1,001-2,000 | 6 | 4 | 11 |
| Over 2,000 | 2 | 2 | 3 |
| Average church attendance | 334 | 270 | 496 |
| Median church attendance | 147 | 115 | 229 |

What is the denomination or affiliation of the church you attend most often?

| | Total | NCP Pastors | PT Audio |
|---|-------|-------------|----------|
| Total Responses | 318 | 226 | 92 |
| | % | % | % |
| Baptist (any type) | 25 | 26 | 23 |
| Non-Denominational/ Independent/Interdenominational | 18 | 18 | 18 |
| Methodist (any type) | 10 | 9 | 14 |
| Presbyterian (any type) | 10 | 8 | 16 |
| Assembly of God/Church of God/Pentecostal | 8 | 7 | 11 |
| Church of Christ/Disciples of Christ/ Christian Church | 7 | 10 | 1 |
| Lutheran (any type) | 6 | 6 | 6 |
| Other | 15 | 16 | 11 |

Are you a member of the clergy or laity?

| | Total | NCP Pastors | PT Audio |
|-----------------|-------|-------------|----------|
| Total Responses | 335 | 243 | 92 |
| | % | % | % |
| Clergy | 94 | 95 | 90 |
| Laity | 6 | 5 | 10 |

OTHER DEMOGRAPHICS**What is your gender?**

| | Total | NCP Pastors | PT Audio |
|-----------------|-------|-------------|----------|
| Total Responses | 317 | 226 | 91 |
| | % | % | % |
| Female | 9 | 10 | 7 |
| Male | 91 | 90 | 93 |

What is your age?

| | Total | NCP Pastors | PT Audio |
|-----------------|-------|-------------|----------|
| Total Responses | 318 | 226 | 92 |
| | % | % | % |
| 20-29 | 2 | 2 | 1 |
| 30-39 | 10 | 10 | 11 |
| 40-49 | 30 | 31 | 29 |
| 50-59 | 40 | 41 | 39 |
| 60-69 | 14 | 13 | 16 |
| 70 or older | 4 | 5 | 3 |
| Average age | 51.3 | 51.3 | 51.4 |
| Median age | 51.4 | 51.3 | 51.7 |