

RESEARCH REPORT

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*An Analysis of Subscribers' Readership of the
November–December 1999 Issue of On Mission*

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North American Mission Board

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Introduction

In early 1999, recipients of *On Mission*, the North American Mission Board's flagship magazine, were surveyed in order to measure their awareness of the magazine, the extent to which they read it and the impact of the publication.¹ This first survey was sent to a sample of recipients of *On Mission* from the entire mailing list.²

This overall mailing list contains addresses of churches that had requested bulk mailing, churches and individuals that received unsolicited mailings, and also individuals and a few churches that requested single subscriptions. Therefore, these requestors or subscribers of *On Mission* are a subset of the entire mailing list. Subscribers are individuals and churches that have personally requested, by calling or sending a subscription card, to receive *On Mission*. Since this list of subscribers increased over the course of the year Mike Ebert, Director and Editor/Chief of Publishing at the North American Mission Board (NAMB), requested a second survey targeting only subscribers—those who specifically asked for a free subscription to *On Mission*.³

This second survey was conducted in late 1999 and early 2000 and targeted subscribers of the November–December 1999 issue of *On Mission*. This report presents results from the second survey and, where appropriate, includes comparative data from the first study.

Methodology

A questionnaire was designed and mailed to selected subscribers three weeks after shipment of the November–December 1999 issue of *On Mission* magazine. (See appendix A.) It was a slightly modified version of the questionnaire used to evaluate the January–February 1999 issue of *On Mission*. This second survey was conducted from December 1999 through February 2000.

A sample of 1,000 subscribers of *On Mission* was systematically selected from the subscriber list to receive the mail survey. The universe for the survey began with 35,557 individual subscribers who requested the publication; however, removal of duplicates and postal addresses outside the United States reduced this number to 35,113 subscribers.⁴ The following table compares sample and universe size for both *On Mission* readership surveys.

	Sample	Universe
<i>On Mission</i> November–December 1999	1,000	35,113
<i>On Mission</i> January–February 1999	1,000	92,922

This second survey mailing consisted of the questionnaire, a letter of introduction, an 8½" x 11" glossy reproduction of the front cover of *On Mission* featuring Billy and Ruth Graham, and a postage-paid business reply envelope. The initial mailing of the second questionnaire was sent approximately three weeks after the November–December 1999 issue of *On Mission* was shipped. In the last week of January 2000, a follow-up mailing was sent to all persons who did not respond to the first mailing.

¹ Robert A. Rennie, *An Analysis of the Readership Surveys of On Mission*, OnSite and studentz.com, October 1999.

² The mailing list is composed only of addresses to where *On Mission* is to be delivered. Circulation is the total number of copies that are distributed through both mail, singly or in bulk, and personally distributed copies.

³ The few churches that were in the sample but did not have an individual's name on the mailing record were sent a survey addressed to "Pastor."

⁴ Note that the November-December issue of the magazine was also distributed to a large number of people not specifically requesting the magazine and multiple copies of the magazine were shipped in bulk to churches which had requested it. These audiences were not included in this survey.

Response Rates

All total, 325 people responded to the survey. After making allowances for bad addresses and the resulting undeliverable questionnaires, there was an adjusted response rate of 34.1 percent. A comparison of response rates with the earlier *On Mission* survey is summarized below.

	First Mailing Response Rate	Follow-up Mailing Response Rate	Adjusted Response Rate
<i>On Mission</i> November–December 1999	21.4%	11.1%	34.1%
<i>On Mission</i> January–February 1999	11.1	10.3	23.2

As can be seen in the above table, the response rate rose 11 points from the first more inclusive survey to the second limited readership survey. People requesting the magazine were more interested in it and thus more willing to participate in its evaluation.

While each survey had problems with postal returns, the most recent survey experienced those returns at less than half the rate of the earlier survey. Since subscriber lists are expected to have current address information, it was expected that this latter survey would not have the high postal returns seen earlier. Below are the postal return rates for each survey.

	Postal Return Rate
<i>On Mission</i> November–December 1999	4.6%
<i>On Mission</i> January–February 1999	9.5

Even though the postal return rate is lower for the most recent survey, it still represents the possible loss of more than 1,600 copies of *On Mission* as undeliverable. This is interesting given that most of these subscribers should have been recent additions to the database of magazine subscribers.

Readership

The first question asked if the person had received the November–December issue of *On Mission*. Nearly all (93.5%) respondents reported they had received this particular issue. Although only 6.5 percent said they did not receive the magazine or were not sure if they had received it, this number potentially represents nearly 2,300 subscribers who either overlooked having received it or did not receive their copy in the mail. (See below.)

Did you receive a copy of the November–December 1999 issue of On Mission?

	n=	Percent
Yes	304	93.5%
No	13	4.0
I'm not sure	8	2.5

Of the respondents who did recall receiving *On Mission*, nearly all (95.3%) read or glanced through the issue. Since this survey had been sent only to persons who had requested *On Mission*, it was expected that readership levels would be high.

If yes, did you read or glance through this issue of On Mission?

	n=	Percent
Yes	285	93.8%
No	14	4.6
Non-Response	5	1.6

One out of every 5 respondents reported that they took the time to read *On Mission* “cover to cover.” Another 3 out of 5 “read articles of interest and looked through remaining pages.” A combined 81 percent of respondents indicated a high level of reading involvement. The remaining 19 percent who indicated they read the magazine actually skimmed it or “barely glanced inside the magazine.”

If yes, how did you read or look through it?

	n=	Percent
Read it cover to cover	55	19.4%
Read articles of interest and looked through remaining pages	173	61.6
Skimmed through entire issue	35	12.4
Only skimmed through articles of interest	9	3.2
Just barely glanced inside the magazine	11	3.9

The few respondents who did not read this issue of *On Mission* cited time constraints as the primary factor. The most frequently cited reasons for not reading this issue of *On Mission* are summarized below. (See appendix A for a full list of response, and appendix B for “other” responses.)

If you received the magazine but did not read or look through it, please indicate why not.

	Number of respondents
I didn’t have time.	5
I meant to look through it but didn’t get around to it.	3
I already get too much other reading material	3

When all respondents were asked if they had received previous issues of *On Mission*, 85.8 percent reported that they had. Almost all (96.5%) of the respondents who had received prior issues, had read them.

Respondents were asked what they did with *On Mission* after reading it. Two of every 5 (41.0%) said they save their issues for future reference, while nearly one-fifth (18.3%) give their issues to friends or relatives. Only 1 out of 10 discard *On Mission* when finished reading it.

What best describes what you do with your issues of On Mission after you finish with them?

	n=	Percent
Discard them	31	10.3%
Save them for future reference	123	41.0
Clip articles of interest	27	9.0
Use them in programs at church	25	8.3
Give them to church library	18	6.0
Give them to friends and relatives	55	18.3
Other ⁵	21	7.0

Evaluation

Elements of *On Mission* were listed, such as the use of photographs, subject matter, quality of writing, etc., and respondents were asked to rate them as well as give an overall rating of the publication. Each attribute was measured on a Likert-type scale ranging from “loved it” to “hated it.” Overwhelmingly,

⁵ See appendix C for “other” uses of *On Mission*.

respondents either “loved” or “liked” most all aspects of the publication. The rating for each element is listed below along with ratings from the first survey of the January–February issue of *On Mission* magazine. Note that the lowest positive rating was for the number of ads or promotions—even here the non-positive response (not shown) was primarily neutral rather than negative.

Please give us your opinion of On Mission...loved or liked

	November–December 1999 <i>On Mission</i>	January–February 1999 <i>On Mission</i>
Appearance/style	94.0%	88.5%
Use of illustrations	88.3	78.0
Subject matter	88.4	76.7
Quality of writing	89.2	78.7
Use of photographs	90.9	84.4
Number of pages	80.2	66.6
Number of ads/promotions	58.8	44.3
Overall opinion	89.7	79.6

Overall, nearly 9 out of 10 respondents (89.7%) “loved” or “liked” the publication as a whole. No one indicated they disliked or hated the magazine. From the January–February 1999 survey to the November–December 1999 survey, the overall rating of *On Mission* increased 10 percentage points. This rise is expected because the respondents to the second survey had requested subscriptions to the publication and thus already demonstrated their approval of the magazine. There are some interesting similarities between the two survey groups. Both groups rated the number of pages and the number of ads or promotions as the least appealing elements of *On Mission*, and the use of photographs and the quality of writing as the most appealing elements of the publication.

The purpose of *On Mission* is to encourage Christians to share their faith—to be on mission with God in reaching their communities with the gospel and establishing effective congregations. Survey Participants were given the purpose and asked to respond to a series of questions concerning it. The first question, asked about the need for this type of publication. Respondents were overwhelmingly affirmative, 98.6 indicated there is a need for this type of publication. In a similar vein, 96.6 percent indicated that NAMB is accomplishing its intended purpose with the magazine.

Another question asked if they thought laypersons would be interested in the publication. More than 9 out of 10 (92.5%) answered “yes.” In still other questions, 99.6 percent of respondents reported that *On Mission* presents a positive image for the North American Mission Board and 9 out of 10 want to continue receiving the magazine. This series of questions and responses along with comparable results from the earlier survey are detailed in the following tables.

Is there a need for this type of publication?

	Yes	No
<i>On Mission</i> November–December 1999	98.6%	1.4%
<i>On Mission</i> January–February 1999	96.2	3.8

Do you think that laypersons in your congregation will be interested in this type of publication?

	Yes	No
<i>On Mission</i> November–December 1999	92.5%	7.5%
<i>On Mission</i> January–February 1999	79.8	20.2

Are we accomplishing our intended purpose with the magazine?

	Yes	No
<i>On Mission</i> November–December 1999	96.6%	3.4%
<i>On Mission</i> January–February 1999	91.3	8.7

Does this magazine present a positive image for the North American Mission Board?

	Yes	No
<i>On Mission</i> November–December 1999	99.6%	0.4%
<i>On Mission</i> January–February 1999	98.8	1.2

Do you personally want to continue getting this magazine?

	Yes	No
<i>On Mission</i> November–December 1999	89.7%	10.3%
<i>On Mission</i> January–February 1999	82.1	17.9

It was expected that positive responses would be a little higher for the most recent survey since all its respondents had requested the publication. It is certain that both groups have a favorable view of *On Mission* and agree that it presents a positive image for the North American Mission Board. The question eliciting the greatest variance between the two surveys was “Do you think laypersons in your congregation will be interested in this type of publication?” Since the largest classification of the subscribers in the second survey is layperson, it is not surprising that this question received especially high affirmation. This particular question was also examined by breaking out respondents into the categories of pastor, laymen, and WMU. Although pastors strongly believed laypersons would be interested in *On Mission* (84.9%), the response from laymen and WMU was even more enthusiastic (92.5% and 97.9%, respectively).

Another evaluation question asked participants if they would be willing to pay \$14.95 for a subscription to *On Mission*. About 3 out of 5 (58.8%) said that indeed they would be willing to pay. This rate is 8.5 points higher than found in the previous *On Mission* survey.⁶

Would you be willing to pay \$14.95 for a subscription to On Mission when your complimentary subscription expires?

	Yes	No
<i>On Mission</i> November–December 1999	58.8%	41.2%

Those answering the previous question were further analyzed by category (laymen, WMU, and pastors). Pastors were least willing to pay for a subscription (38.5%), while more than three-fifths of laymen (63.6%) and WMU (68.6%) were willing to pay for their subscriptions.

Would you be willing to pay \$14.95 for a subscription to On Mission when your complimentary subscription expires? (by category)

	Laymen	WMU	Pastors
Yes	63.6%	68.6%	38.5%
No	36.4	31.4	61.5

⁶ In the earlier survey, respondents were asked if they would be willing to pay for a subscription; however, no specific subscription cost was given.

One final evaluation question was asked to see if respondents had taken action on anything they had seen in the magazine. When asked if they had registered for events or ordered materials publicized in *On Mission*, most respondents said “no” (74.1%). Conversely, 18.1 percent of respondents indicated they ordered materials as a result of seeing them advertised in the magazine, 12.8 percent called for more information concerning something they saw, and 2.9 percent registered for or attended a meeting or event publicized in *On Mission*.

Suggestions for *On Mission*

When respondents were asked for suggestions regarding the publication, two matters dominated. First, some respondents felt the publication is too long and required too much of their time. As one person wrote: “[I receive] so many publications that I don’t take the time to read them all. I wish we had less SBC periodicals or some consolidation of the current ones (i.e. alternate months with *On Mission* and *Commission*).” Second, respondents would like the magazine to be more focused on missionaries. As one person stated, “[I] would like to see more in-depth text and photographs of the ministries of your missionaries.” Most comments were not suggestions for change. Many respondents had a great deal of praise to offer *On Mission* and offered their comments in place of suggestions. The suggestions and comments are detailed in appendix D.

Demographics

Respondents were asked to classify themselves using 14 different categories. They were allowed multiple responses. The top four classifications were laypersons, WMU leader or member, pastor, and missions volunteer. The resulting classification for the most recent and earlier study can be seen in following table.

	November–December 1999 <i>On Mission</i>	January–February 1999 <i>On Mission</i>
Layperson	44.6%	21.3%
WMU leader/member	24.3	19.3
Pastor	19.7	40.1
Missions volunteer	16.6	16.8
Other church staff	13.2	10.4
Missionary or former missionary	6.8	10.4
Brotherhood or Baptist men	5.8	7.9
Student work leader	4.0	2.0
Associational DOM	3.1	5.5
Other associational staff	1.8	3.5
Chaplain	1.5	6.9
Seminary professor	1.2	1.0
State convention staff	1.2	1.0
SBC staff/employee	0.6	1.5

The biggest changes between the two surveys occurred for the classifications of pastor and layperson. Because pastors were particularly targeted for distribution of the magazine when it first started, they accounted for 40.1 percent of respondents in the earlier survey—the largest single classification. In the second survey, laypersons were the largest group comprising 44.6 percent of respondents. This change in composition of the subscriber list should be noted; however, any interpretation of this change must be done cautiously. The change may have nothing to do with interest level of pastors but merely be due to the fact that laypersons ask to be added to the subscriber list as they find out about the publication, and pastors may assume that they will continue receiving it.

About three-fifths (57.3%) of all respondents to the second phase of the survey were female, while the earlier survey had about one-third (34.9%) female respondents. Nearly half (48.4%) of male respondents in this survey were pastors.

What is your sex?

	Female	Male
<i>On Mission</i> November–December 1999	57.3%	42.7%
<i>On Mission</i> January–February 1999	34.9	65.1

Over half of all respondents were ages 55 and over. (See the table below.) With the exception of the 35 to 44 age cohort, females outnumbered male respondents. Even when pastors were removed from analysis, there were more men than women responding from the 35 to 44 age cohort. There is no apparent reason for men outnumbering women in this particular age group. The major change in age structure from the earlier survey is that there are more than twice as many respondents age 34 and under in the second survey.

What is your age?

	Under 25	25-34	35-44	45-54	55-65	65+
<i>On Mission</i> November–December 1999	4.8%	9.6%	15.1%	23.1%	20.8%	26.6%
<i>On Mission</i> January–February 1999	1.5	5.0	16.8	22.8	23.3	30.7

Distribution of respondents across church size categories was fairly uniform. When compared to the percentage of resident members (derived from the 1998 Annual Church Profile), for each church size category, there are interesting differences. For instance, respondents to the survey were about three times more likely to come from churches in the smallest category—1 to 99, than would be expected based on a distribution of resident members by church size. At the same time, respondents were about half as likely to come from the largest size category of church—1000+ members. It would seem, based on the table below, that respondents from smaller churches may have a greater interest in missions than persons from other size churches.

What is your church's membership?

	1-99	100-199	200-299	300-499	500-999	1000+
<i>On Mission</i>	18.2%	20.2%	14.8%	14.1%	14.8%	17.8%
1998 ACP Resident	6.7	12.5	11.9	18.2	23.0	27.6

Conclusion

As NAMB's flagship magazine, *On Mission* is carrying the banner well—it presents a very positive image of the North American Mission Board. Subscribers think it accomplishes its purpose and see the need for this type of publication. The overwhelming majority of respondents indicate that they read the magazine extensively. Nine of ten respondents like or love the publication.

Subscribers like the format and the content, and while they may not always appreciate the ads or promotions, or even take advantage of registering for an event or buy materials publicized in the magazine, they like the resource of *On Mission* itself. After reading the magazine, most subscribers either keep their copies of the magazine for further use or reference, or pass them along to another interested party.

Nine out of 10 respondents want to continue receiving *On Mission*. Six of 10 respondents indicate they would be willing to pay \$14.95 for a subscription to the magazine.

APPENDIX A

Survey of *On Mission* n=325

Did you receive a copy of the November–December 1999 issue of *On Mission*?

93.5% n=304 Yes
 4.0% n=13 No
 2.5% n=8 I'm not sure



If yes, did you read or glance through this issue of *On Mission*?

95.3% n=285 Yes
 4.7% n=14 No



If yes, how did you read or look through it? (Please check only one.)

19.4% n=55 Read it cover to cover
 61.1% n=173 Read articles of interest and looked through remaining pages
 12.4% n=35 Skimmed through entire issue
 3.2% n=9 Only skimmed through articles of interest
 3.9% n=11 Just barely glanced inside the magazine

If you received the magazine but did not read or look through it, please indicate why not. (Check all that apply.)

n=1 It didn't look appealing.
 n=1 I wasn't interested in the topics.
 n=5 I didn't have time.
 n=3 I meant to look through it but didn't get around to it.
 n=3 I already get too much other reading material.
 n=1 I looked through earlier issues of *On Mission* and was not impressed.
 n=3 Other (Please specify.) _____

Have you received previous issues of *On Mission* magazine?

85.8% n=265 Yes
 14.4% n=44 No



If yes, did you read or glance through any of them?

96.5% n=248 Yes 3.5% n=9 No

What **best** describes what you do with your issues of *On Mission* after you finish with them? (Please check only one.)

10.3% n=31 Discard them
 41.0% n=123 Save them for future reference
 9.0% n=27 Clip articles of interest
 8.3% n=25 Use them in programs at church
 6.0% n=18 Give them to the church library or reference center
 18.3% n=55 Give them to friends and relatives
 7.0% n=21 Other (Please specify.) _____

Please give us your opinion of *On Mission*.

	Loved it	Liked it	It's okay	Didn't like it	Hated it	No opinion
Appearance/style	46.1% n=130	47.9% n=135	5.7% n=16	—	—	0.4% n=1
Use of illustrations	35.3% n=95	55.0% n=148	7.4% n=20	0.4% n=1	—	1.9% n=5
Subject matter	41.5% n=114	46.9% n=129	10.2% n=28	—	—	1.5% n=4
Quality of writing	39.6% n=110	49.6% n=138	9.0% n=25	—	—	1.8% n=5
Use of photographs	44.0% n=121	46.9% n=129	8.7% n=24	—	—	0.4% n=1
Number of pages	32.4% n=88	47.8% n=130	16.2% n=44	0.4% n=1	—	3.3% n=9
Number of ads/ promotions	22.9% n=60	35.9% n=94	34.7% n=91	1.1% n=3	—	5.3% n=14
<u>Overall opinion of the publication</u>	40.9% n=119	48.8% n=142	9.6% n=28	—	—	0.7% n=2

The purpose of *On Mission* magazine is to encourage Christians to share their faith—to be on mission with God in reaching their communities with the gospel and establishing effective congregations.

Is there a need for this type of publication?

98.6% n=285 Yes 1.4% n=4 No

Do you think that laypersons in your congregation will be interested in this type of magazine?

92.5% n=246 Yes 7.5% n=20 No

Are we accomplishing our intended purpose with the magazine?

96.6% n=259 Yes 3.4% n=9 No

Does the magazine present a positive image for the North American Mission Board?

99.6% n=282 Yes 0.4% n=1 No

Do you personally want to continue getting this magazine?

89.7% n=261 Yes 10.3% n=30 No

Would you be willing to pay \$14.95 for a subscription to *On Mission* when your complimentary subscription expires?

58.8% n=151 Yes 41.2% n=106 No

Have you registered for any events or ordered any materials you've seen publicized in *On Mission* magazine, or called for additional information related to something you saw in the magazine? (Check all that apply.) **n=243**

n=7 Yes, I have registered for or attended a meeting/event I saw publicized in the magazine.

n=44 Yes, I have ordered materials as a result of them being advertised in the magazine.

n=31 Yes, I have called for more information relating to something I saw in the magazine.

n=180 No

Are there any suggestions that you would like to make concerning the magazine? (Are there changes we need to make?)

For classification purposes, please check all that apply to you.

- n=145 Layperson
- n=64 Pastor
- n=43 Other church staff
- n=79 WMU leader/member
- n=19 Brotherhood or Baptist Men leader/member
- n=22 Missionary or former missionary
- n=5 Chaplain
- n=54 Missions volunteer
- n=10 Associational director of missions/associational missionary
- n=6 Other associational staff/employee
- n=4 State convention staff/employee
- n=2 Southern Baptist Convention staff/employee (agencies, boards, seminaries, etc.)
- n=4 Seminary professor
- n=13 Student work leaders (BSU director, minister of youth, etc.)

What is your age?

under 25	25–34	35–44	45–54	55–65	65+
4.8% n=15	9.6% n=30	15.1% n=47	23.1% n=72	20.8% n=65	26.6% n=83

What is your sex?

57.3% n=177 Female 42.7% n=132 Male

What is your church's membership?

Fewer than 100	100–199	200–299	300–499	500–999	1,000 and up
18.0% n=55	21.6% n=66	14.7% n=45	14.1% n=43	14.4% n=44	17.3% n=53

APPENDIX B

If you received the magazine but did not read or look through it, please indicate why not.

It was getting a little too cluttered. Less is better.

Haven't had time yet but will read all of it.

I haven't had time. I use Missions Mosaic, but I plan to read On Mission.

Visually handicapped.

A special busy month.

I enjoy On Mission, I have been in WMU work since 1951.

APPENDIX C

*What best describes what you do with your issues of On Mission after you finish with them?
(Other Responses)*

Clip out pictures.

Put at doctors office.

Discard after 1 year.

Sent it with other magazine to county jail.

Share with friends.

Give to prison ministry.

We have a food pantry ministry. I pass my copies of On Mission as well as Open Windows and Journey to the recipients of groceries.

Used pictures and articles in Bible school, GA's and WMU.

Give to volunteer community center.

Take them to the jail.

Use as Lord leads. I don't throw away any Christian material that can be used by people or bless someone.

Take to local laundromat.

Leave on table for church members to pick up.

Give to members of WMU missions group.

Take to nursing home.

Put them on display or give to people who could profit from the articles.

Take to doctors' offices.

Hospital waiting areas.

Nursing home.

Normally discarded, but keeping this issue.

Give copies to home Bible study leaders.

Place them like tracts in hospital/Dr. offices etc.

Share some of the articles.

Use them in mission achievements for GA's.

Place in lobby of my business.

Put them in the study/dayroom for others.

Put on magazine rack in office.

Doctors office.

Share with teachers and leaders.

Take to Christian ministries in our city.

Give to nursing home, or prison ministry.

APPENDIX D

Are there any suggestions that you would like to make concerning the magazine? (Are there changes we need to make?)

Sometimes the background colors or texture makes the reading difficult as the letters do not stand out enough. Otherwise a wonderful magazine.

If the magazine is aimed at lay people, the real issue is how to get it into their hands.

I have liked Phil Roberts' column....thought provoking and good illustrations. I also read Henry Blackaby.

Make it ½ its present length and cost because I've discovered most folks just aren't that avid a readers anymore (except of pop novels).

We are getting too many in our bulk shipment (25 is enough). Sierra Heights Baptist Church, 6385 North Fresno St., Fresno, CA 93710.

I wanted to comment about the last question. I am interested in contacting NAMB's volunteer mobilization.

I have only received this magazine twice. So far it is great. Thank you.

My younger family (children and grand children) are so busy with family jobs, church responsibilities, there's no time for them to read even fine articles.

I always took and enjoyed the Home Mission magazine which concentrated on articles and stories of home missionaries. That's where my interest is. This magazine is not like that.

It is great, keep up the excellent work.

Keep at least one complimentary subscription for each SBC church. Otherwise some will never see it.

I don't have anything negative to say about *On Mission*. I like it, every bit of it.

I think it is great as is.

More about personal needs of the missionaries. More about the cross-cultural barriers they need to attend.

Make it shorter. Have more tracts available with quick ordering available. Real life illustrations are fabulous!

Would like more articles on prayer and how God worked through prayer. How about articles on Jim and Kaye Johns of Dallas, TX – Wrote "Praying to Make a Difference".

I think our literature is the best denominational literature I've encountered.

It has a school, old guard appearance overall. Without compromise, sow some new life, catchy pictures and stories that will inspire young people to be spiritually hip to the times and move off God and that will tactfully reach out to various ethnic groups. (note that I am white). Also, any articles that would teach on current moves of the Holy Spirit or maybe some fold out or cut out short concise basic teachings that could be shared or copied (colorful) that could be given to new converts.

We really like and use it.

This magazine is very informative for me and as I am into my senior year it seems mostly as a prayer guide. We do not have an active WMU in our church.

My responses result from getting so many publications that I don't take the time to read them all. I wish we had less SBC periodicals or some consolidation of the current ones (i.e. alternate months with *On Mission* and *Commission*).

Less focus on the mega churches and what they accomplish. The vast majority of SBC churches are small congregations and all those articles about what large, well staffed churches are doing just makes the smaller churches feel bad. There is no way in the world we can do all those things. There needs to be more stories from what other medium to smaller churches are having success with. You all seem to have forgotten who the backbone of the SBC is.

I wanted to let you know, the denomination of NAMB clashes with my current non-denominational status church body, but I do and have enjoyed reading *On Mission*. Thank you.

It is very well done! Thanks for sending the free issue. I always fill out the send back card with names/addresses of friends far and near to receive a free issue. I never throw the publications away but pass on to others.

Needs more interfaith evangelism, more on small churches in pioneer areas.

More issues and information regarding evangelizing children (methods etc.)

Please keep up your good work for Christ.

I enjoy your magazine very much.

I like it just the way it is.

I enjoy *On Mission*. Is your price higher than the *Commission*?

I love the magazine.

As a pastor of a small rural church, I need information to help me tell my church about NAMB and its work and its missionaries.

I was called today with a survey about *On Site*. Could that information be combined with this information into one magazine? I have a stack of magazines beside my desk that is more than a foot high. I must have received ten in the last week. This is too much.

I would not subscribe at \$14.95 because I am on a fixed income.

Had an opportunity the other day and took my magazine with me. I enjoyed the articles that I read. It is a good magazine. I ordered copies for our church to use. I enjoyed the Billy Graham article.

It is very informative. I enjoy the contents. Finding ample time to go through a copy is limited at times. I do appreciate receiving it.

I have ordered subscriptions for my children.

Keep up the good work. I wish I had more time to read.

The shiny paper reflects light and makes reading with poor eyesight difficult!

I love your magazine! I look forward to reading it cover to cover. Unfortunately my church does not have a very active missions program for young adults (25-40). This fills my cup each month. I am a "fact" person and really enjoy seeing statistics or figures that relate to populations, growth rates (or lack thereof) and denominational numbers. It seems to give some concreteness to what we are actually about and dealing with.

A great magazine. Could easily be used for on going support groups at church. I used it a lot in Sunday School class. Bulk group distribution to other classes.

Include more student mission stuff.

More suggestions for volunteer mission opportunities.

It is so much better, so attractive that it pulls ones attention to it. You are doing a beautiful and meaningful job with the magazine. Great magazine!

I am so sorry I could not give an opinion. I honestly should have skimmed the magazine. The cover grabbed me with the Grahams on it. Please continue your magazine and work for the Lord. Soon our time will be through and what we have done for Christ will matter most. God bless you all.

The magazine is good but there is so much material (magazines) that I can not read them all.

No changes. It's been an excellent reference and encouragement to us! It would be great if you could include specific missionary families who we could pray for! Thank you and God bless you.

I do like the *On Mission* magazine.

You have done a good quality job.

Even issued every other month, the magazine is too large. Time is limited to read all the articles and even these become lengthy/wordy. I have read briefly 3 issues sent me.

I have too much other material, books and papers that I subscribe to. I could not afford to order this magazine.

Spend less money and space on big pictures, reduce the price.

If all issues are as informative as Nov. and Dec. was.

This questionnaire is an excellent tool, even for me to be more aware of what comes in the mail for it has made me more interested in *On Mission*. Just knowing that you take the feedback so seriously. Thank you!

I sent names and addresses of the ladies in our church whom aren't WMU members to receive *On Mission*.

Focus too narrow.

Would like to see more in-depth text and photographs of the ministries of your missionaries. Often it seems too much like a Sunday School publication, etc.

Your understanding of what/how to share faith and who is *On Mission* is too narrowly focused to those who verbally share the Gospel.

I really haven't found other "mission" magazines very interesting. Yours is superb! Every issue is excellent!

I have not read enough to make a decision.