

2020 Church Curricula Market Report

National US Research conducted by
Campbell Rinker



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Introduction & Methodology

Campbell Rinker proudly introduces the 2019 Church Curricula Market Report.

An Independent Study

This study was initiated and conducted independently by Campbell Rinker, a firm that specializes in marketing research for nonprofits, including churches, and the companies that serve them. The results reflect customer provided opinions, not the product reviews and opinions of Campbell Rinker. As an independent researcher, Campbell Rinker is not biased toward or against any of the products rated or not rated in this report.

Questionnaire

The survey questionnaire was developed by Campbell Rinker and reviewed by a panel of industry professionals. These professionals contributed valuable suggestions toward more credible and useful results. Campbell Rinker extends gratitude towards the individuals and organizations that committed their time and talent.

Sample Frame and Response

This survey was conducted online from November 2019 through February 2020. Approximately 68,000 e-mail invitations were sent to targeted lists of church leaders and staff. In 2019, Campbell Rinker again increased the number of lists used for fielding (even beyond the expanded distribution of 2017). To correct an variations that new lists might have introduced into the response and prevent bias, researchers took the added step of weighting the response by church size according to the latest metrics available from list compilers, and normalizing response by list.

Respondents were entered into a drawing for a variety of prizes in return for their participation.

A total of 309 individuals completed the survey, for a response rate of 0.5%. The survey contained two main sections, one for church curricula and the other for church management solutions (the results of which are published in a separate report). Of the 309 respondents who entered the survey, 207 qualified to take the children's curricula section, agreed to participate, and provided valid responses. A sample size of 207 yields an accuracy of $\pm 6.8\%$ at the 95% confidence level.

Data Integrity and Security

Campbell Rinker establishes strict rules for responses to be considered valid, ensuring high legitimacy and quality of the data. Below are these rules and practices...

1. Respondents who had worked in Christian publishing within the past year were excluded from the survey.
2. Only respondents who either made curriculum purchase decisions or influenced such decisions were allowed to answer purchasing and marketing-related questions.
3. Responses were individually reviewed for accuracy. Those not meeting strict validity criteria were purged. Duplicate responses were disallowed.
4. Several other proprietary security measures were employed, which remain undisclosed to protect the integrity of future research projects.

Results Presentation

At the beginning of each section, survey questions appear in boxes as they appear in the questionnaire. Data from previous years' studies are presented with this year's results when possible.

The number of respondents answering each question, or represented by each breakout (i.e., the base factor), is labeled as 'N' throughout the report.

Only products/publishers with 10 or more customers responding are rated in this report.