Quantitative Research

Online Survey Assignment

COM 601 Media Research and Analysis

Lake Pointe Church Internet Campus Survey

Wes Hartley

Regent University

March 31, 2016

Abstract

This research lays the groundwork for discovering how a church with an Internet Campus or online church venue can expect to see the resource utilized in by their congregation. A literature review has been made to show how church online has developed and a significant quantitative research project has been made to better understand how congregants of Lake Pointe Church in Rockwall, Texas are engaging with the church's Internet Campus.

Introduction

This survey is designed to provide insights for Lake Pointe Church leadership about how people utilize the church's Internet Campus. Even though the estimated weekly attendance online exceeds 3,000 people, there is little known about this audience. Since the internet creates a significant level of anonymity, there are many unknown elements related to who attends the Internet Campus, how they feel about the experience, if they interface with hosts, and why they attend.

The purpose of this survey is to provide quantitative data to help the church better communicate and engage those attending the Internet Campus. The survey also includes several opportunities for respondents to provide qualitative data via comment boxes related to a survey question.

Even though the Internet Campus of Lake Pointe Church is over four years old, this is the first in-depth survey.

Literature Review

The whole concept of "church online" is not exactly new. "Every major religious tradition, including the Amish, now has an online presence." (Merritt) But "church online" goes beyond a basic web presence or a podcast, it is typically considered a live, online, worship service. Most would attribute the first online church to The Church of England's i-church.org followed quickly by the Methodist-backed Church of Fools. (Hutchings) Neither of these two early online offerings became mainstream, but in 2006, LifeChurch.tv in Oklahoma launched their Internet Campus and began a firestorm of new online church offerings. Large, mainline churches such as Saddleback, Seacoast,

First Baptist Church Dallas, and North Point in Atlanta all now offer high-quality live-streamed services.

While church online has been available for well over ten years, there is limited research relating to how online church impacts the overall ministries of these individual churches or how people who attend online compare to those who attend physical campuses.

Many scholars have raised critical questions ranging from the theological to the emotional. I will try to highlight some of the key aspects of church online that must be considered. Can a group of Christian gather online and express their faith in an authentic way? "New technologies, when used for religious purposes, have the potential to shift values and meanings related to users' notions of authentic religious experience." (Torma & Teusner) Are these new uses for technology creating borderless, transnational expressions of faith? (Mitchell)

There seem to be two major versions of "church online" to be found. The first would be a fully virtual experience that is self-contained. Perhaps the most famous of these was Church of Fools. "A 3D virtual world was constructed in which visitors could choose to be represented by avatars able to walk, sit, perform certain liturgical actions and communicate through text." (Hutchings) This complex virtual world lasted only four months, but rendered many studies and generated much debate. The second, and most common version of "church online" is the online expression of an existing church's worship service. Rather than being self-contained, it is connected to a physical church.

The rise of churches online gives many theologians and church leaders pause. "How does this emergence of online religion offer a religious community to Christian believers? How and why do Christians become part of these communities as opposed to churches in the 'real' world?" (Ostrowski) How to administer the sacraments? It's not easy to baptize someone in cyberspace. (Byassee) How do you have people share communion together? Jesus said, "For where two or three are gathered in my name, there am I among them." (Matthew 18:20 ESV) Jesus seems to emphasize the people, not the place. "How would we react to a church that not only has no building but has no expectation regarding the physical presence of believers?" (Duff) However, there are some who feel the physical gather of people in a face-to-face environment is the only true expression of church.

Yes, there are concerns, but the tide is shifting slowly. "Online religious practice can be seen as an extension of, and a connection to, offline religiosity." (Campbell) Still, there are concerns. "What are the rapid rise of messages online and experiences online doing to the church and to people's faith? Are they acting as a front door to ministry and attracting people, or are they acting as a back door for people slowly leaving the church? In other words, is the option of church online moving people closer to Christ, or further away?" (Nieuwhof)

Christian magazines and blogs range widely on the ideological spectrum when it comes to church online. To many, only face-to-face, in-person church counts. To others, a fully virtual iteration of the church is completely acceptable. My suspicion is that the way of wisdom lies somewhere in the middle.

While there clearly are concerns and pitfalls for a church to have an Internet Campus, the leadership of Lake Pointe Church is not seeing these concerns play out in the reality of a real-life, weekly Internet Campus ministry. Through anecdotal evidence, the church leadership believes there are some surprising interactions between the Internet Campus and the various physical campuses of the church. However, there is very little empirical research to guide the church. Thus, this research sets out to begin trying to locate some of these connections that are believed to exist, but have not proven.

Even after an extensive review of scholarly literature, there are very few research projects and most data are derived from anecdotal evidence or interviews with a small group of participants. No quantitative research was found and certainly no data based on more than fifty respondents. Of course, just because research has not been published does not equate to nonexistence.

In many ways, this research, like Internet Campuses, is a new and emerging work.

Questions

Through this quantitative research, we hope to test three hypotheses and three research questions. Lake Pointe's leadership believes that members and regular attendees are using the Internet Campus as a tool for staying engaged when they are unable to attend (H1). Rather than simply missing church for the week, people who are sick or traveling will attend the Internet Campus as a way to stay connected. It is also believed that attendees are using the Internet Campus as an outreach tool and inviting

their lost friends and family members to attend the Internet Campus (H2). Lake Pointe

leadership also anticipates a higher level of satisfaction and engagement from people

who call the Internet Campus their primary campus (H3). Additionally, there are two

research questions we hope to answer that relate to specific respondent categories as

well as patterns the church leaders have seen emerge but do not fully understand.

Following are the hypotheses and research questions that this survey sought to answer.

H1- A significant percentage of Lake Pointe members and regular attendees are
using the Internet Campus as a tool to stay connected when they are unable to
attend a campus in person.

H2- A significant percentage of Lake Pointe members and regular attendees are
using the Internet Campus as an outreach tool for inviting their friends to church.

H3- Those who call the Internet Campus their primary campus will have a higher
sense of engagement with the online teaching than those who normally would
attend a physical campus.

R1- Is there a perceived higher level of engagement online from people who
report their primary campus as a video venue campus?

R2- Is the chat room an effective method of communicating to online attendees?

Methodology

This survey was exclusively offered as an online survey. The online format connects well with the intended survey respondents; Internet Campus attendees.

The survey begins with four basic questions that are useful for identifying the demographics of respondents. Additionally, there is a question related to using the Internet Campus as an outreach tool that will provide useful data even for people who may be disqualified from the remainder of the survey because they have not personally attended the Internet Campus or people who do not complete the main part of the survey. It is believed that even those who have not personally attended the Internet Campus still may use it as an outreach tool.

The survey employs rating scales, a checklist question, yes/no questions, and Likert scales. As a way to contextualize some of the answers for the church leaders, many of the questions allow respondents to add additional comments to help clarify their answers or provide feedback related to a specific area.

Two optional, open-ended, questions were used to try to discover why people enjoy the Internet Campus experience and what suggestions they might have for future improvement.

All survey questions were tested by Lake Pointe Church staff and a test group of high-capacity volunteers who serve on the Internet Campus. Feedback was given and questions were reworded for clarity and technical glitches resolved.

Selection of Participants

The selection of participants occurred in two phases. In the first phase, the survey was promoted on the Internet Campus via verbal host comments, chat room links, online Life Group teacher comments, and a banner ad on the Internet Campus page. Additionally, the survey was shared via various social channels by Lake Pointe staff and volunteers.

The second phase to recruit survey respondents was via a bulk email sent from Lake Pointe Church (Figure 1). A request to respond to the survey was emailed to a sample of 3,000 people tagged in the Lake Pointe Church database as a "member" or "regular attendee" and 18 years or older. A check of email addresses was made, and duplicate email addresses were removed to include as many individual households as possible.

Figure 1

Overall, there were 382 respondents. 11% of respondents were disqualified by answering "no" to question seven: "Have you ever personally attended the Internet Campus (online)?" However, important data was gathered from disqualified respondents. For example, 12% of respondents who were disqualified for not attending the Internet Campus still indicated that they had used the Internet Campus as a tool for inviting people to Lake Pointe Church.
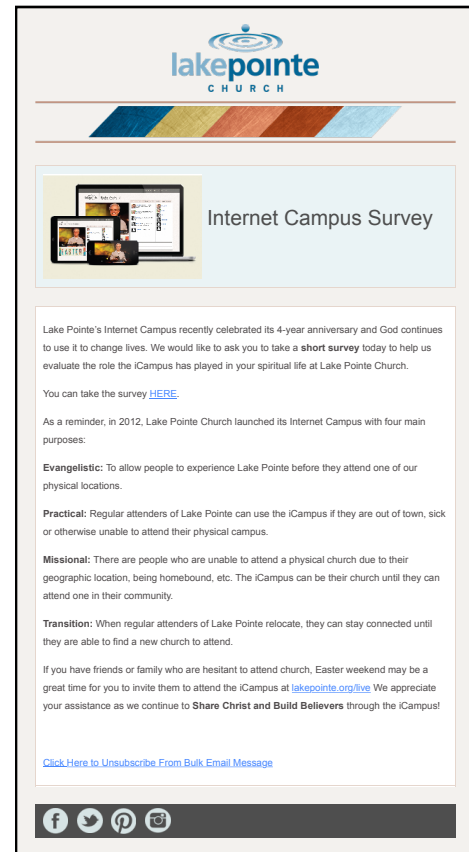
Findings

Overall, the survey reveals that the Internet Campus of Lake Pointe Church is being attended, is being used as a tool to stay connected and to invite others, and is seen as a high-quality product.
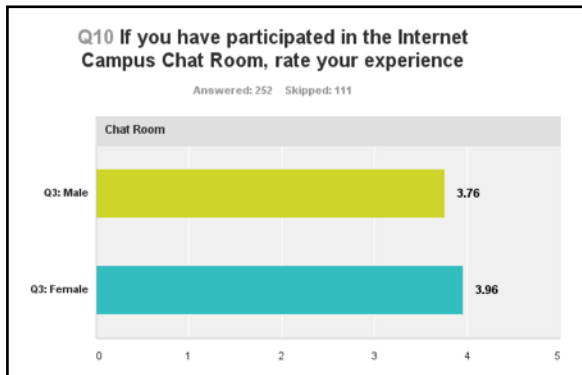
Figure 2

Demographic data reveal very little difference between the way men and women utilize and engage with the Internet Campus. For example, enjoyment of the online chat room was only 4% different between male and female (Figure 2).

One major discovery that was a bit unexpected was the media age of the online audience. 53.2% of the respondents were 50-years or older. The church leadership was expecting a somewhat younger demographic (see Figure 3). Of course, this number could be skewed by the fact that older people have more time to respond to surveys, thus, skewing the demographic data toward an older crowd. However, the largest group of respondents (24%) fell into the 50-59 category. The data does show that the Internet Campus is not just for young people.
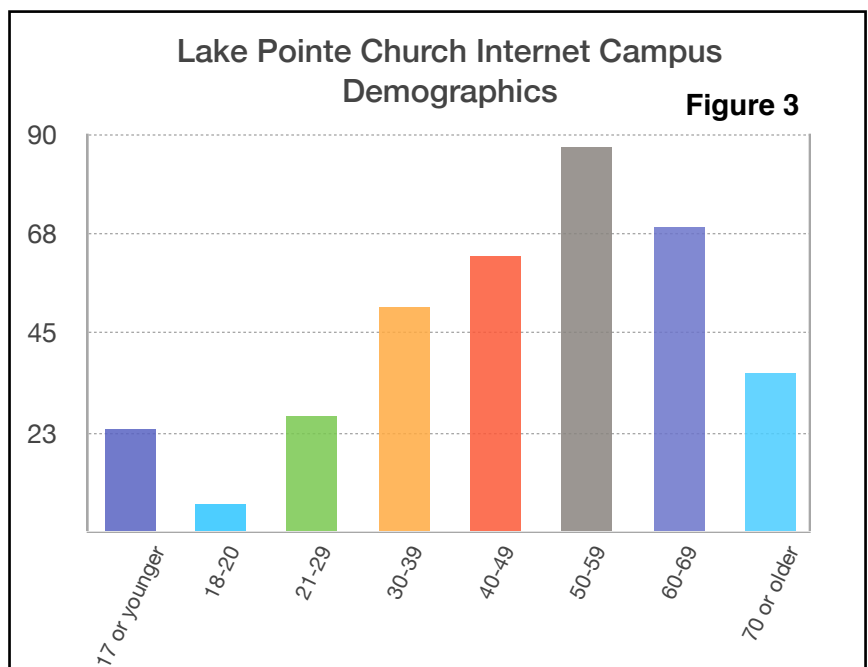
Four questions on the survey related specifically to H1. Question 7 revealed that 89% of respondents have personally attended the Internet Campus and Question 8 revealed that of that 89% a full 79% had attended the Internet Campus at least once in the past eight weeks. These numbers show that the Internet Campus is being frequently utilized. Additionally, Questions 19 and 20 related specifically to the concept of staying connected to the church through the Internet Campus and the Internet Campus being a quality alternative when unable to attend. The two questions received an average weighted score of 4.4 on a 5-point scale. The data would seem to support H1.

Two questions specifically addressed H2 and the concept that the Internet Campus was being used as a tool to invite people to Lake Pointe Church. 52% of respondents to Question 6 indicated they had used the Internet Campus as a toll to invite someone to Lake Pointe Church, thus supporting H2. Further supporting evidence came from comments made throughout the survey overtly stating that the Internet Campus was a great tool for inviting people who were hesitant to come to a church building.

Five questions were used to evaluate H3. Survey results compared those who reported the Internet Campus as their primary campus with the results from all other campuses. Using a t-test comparison, the t-statistic value was 4.3065. Based on a .05 critical value, the two-tailed distribution required a value of $t \leq -2.306$ or $t \geq 2.306$. The t-value of 4.3065 supports H3 and shows that those who view the Internet Campus as their primary campus do have a higher level of online engagement than those who attend a physical campus.

The first research question (R1) explored the differences between how a campus with live teaching and a video-venue campus engaged with the Internet Campus. Using a t-test comparison to four questions related to engagement, a two-tailed distribution with a .05 critical value required a t-value $\leq$ -2.45 or $t \geq$ 2.45 to be considered statistically significant. The t-test yielded a t-value of .7518 thus, answering R1 as no, there is not a perceived higher level of engagement by those who attend a video venue.

Three survey questions provided insight into R2. Is the chat room an effective way to communicate with online attendees? While 42% of respondents say they have viewed or participated in the chat room and the majority of those respondents say they "liked it" by rating the chat as a 3.9 out of 5, Question 13 reveals that 68.7% of respondents do not view the service in a way that allows the chat to be seen. The data paint a picture of a large group engaging exclusively with the video of the service and not engaging with the chat room. Thus, the answer to R2 would be no, chat is not an effective way to communicate since 68.7% of the audience will miss out on the chat messages.

Discussion

The data helps the church better understand that at least 91% of the current Internet Campus audience considers a physical campus their primary campus. This is important data because much objection to church online centers on the Christians being too lazy to go to church and worshipping exclusively online. The data show that people are joining online due to myriad reasons that cause them to be unable to physically attend. Sickness and travel appear as the most frequent reasons for attending online.

The audience likely is not hip, young people who just don't want to go to church, instead the audience is largely over 50-years old and want to attend a physical campus but are unable to. By supporting H1 the data show that people are using the Internet Campus to stay connected to teaching series and worship when they are unable to attend in person. Even people who rated the online experience as less engaging that going to a physical church added comments to say thank you for having a quality option when they are unable to attend.

It is encouraging to see 52% of respondents utilizing the Internet Campus to invite someone to come to Lake Pointe. Going to church online seems to be a much easier first step for a person to make and an easier "ask" for church members. Still, there could be significant improvement in this area.

The rejection of H3 was somewhat surprising, but further analysis would show that the live-teaching campus utilizes three large I-MAG screens during service. In fact, the Internet Campus feed is the exact same feed as the I-MAG screens. Thus, it stands to reason that even those who experience live-teaching are really receiving a mediated version of the message and essentially the same experience as the video-venue campuses.

Conclusions

Although this survey was extensive, there are many areas that could be and should be improved and explored in the future. I believe the survey tried to gather too many data points. Since this was the first significant survey Lake Pointe Church has ever made of those who attend the Internet Campus, there were many questions to be

asked. It might be wise to limit the questions and find solid answers to one or two key questions.

Since this was only the first survey, I am not willing to apply the results to the whole population of Internet Campus attendees. While I do feel the bulk of the data is valid, I am skeptical of the age demographic truly reflecting the audience. Perhaps other simple demographic data could be gathered via pop-up screens or a single demographic question when logging in. I am concerned the age demographic reflects people who had time to respond to the survey, not necessarily to actual audience.

Future research might address areas like the importance of streaming the service live versus on-demand or simulated live. Does the Internet Campus lead to more faithful overall attendance? How important is the quality of the service production (video & audio)? Based on the comments related to various questions and the answers to the open-ended questions, there could be some significant opportunities in the realm of qualitative research and even focus groups to better understand how people feel and experience the Internet Campus.

There are still months of data analysis remaining with this study, but I believe it has been a solid starting point to better understand how a church can use an Internet Campus to help members stay better connected.

References

Byassee, J. (2010). Synchronized worship: the rise of the multicampus church. *The Christian Century*, (2), 26.

Campbell, H. A. (2012). Understanding the relationship between religion online and offline in a networked society. *Journal Of The American Academy Of Religion*, 80(1), 64-93.

Carey. (2014, August 5). Is church online a front door—or a back door—for your church? Retrieved from http://careynieuwhof.com/2014/08/is-church-online-a-front-door-or-a-back-door-for-your-church/

Duff, N. J. (2013). Praising God online. *Theology Today*, 70(1), 22-29. doi: 10.1177/0040573612472898

The Holy Bible, English Standard Version (2001). Crossway Bibles. Retrieved from https://www.biblegateway.com/passage/?search=Matthew +18%3A20&version=ESV

Hutchings, T. (2007). Creating church online: A case-study approach to religious experience. *Studies In World Christianity*, 13(3), 243-260.

Merritt, J. (n.d.). Can "church" happen online? | *Q Ideas*. Retrieved March 12, 2016, from http://qideas.org/articles/can-church-happen-online

Mitchell, J. P. (2007). In search of online religion. S*tudies In World Christianity*, 13(3), 205-207.

Ostrowski, A. (2006). Cyber communion: finding God in the little box. *Journal Of Religion & Society*, 8.

Torma, R., & Teusner, P. E. (2011). iReligion. *Studies In World Christianity*, 17(2), 137-155. doi:10.3366/swc.2011.0017

2016 Internet Campus Survey

Thank you for participating in our survey. Your feedback is important.

The following survey is anonymous, that is, there is no way to associate your responses with your name or personal information.

We anticipate completing this survey will take 5 - 10 minutes.

PURPOSE:
The purpose of this survey is to help Lake Pointe Church better understand the dynamics of the Internet Campus and gain insights from attendees that will help the church strategically develop this campus.

POTENTIAL HARM:
We do not anticipate there being any potential harm (physical or emotional) by participating in this survey. If you have any questions or concerns related to the ethics of this survey, please contact Dr. Stephen Perry with Regent University at sperry@regent.edu

* 1. I have read the terms of this survey and consent to participating in the survey.

◯ YES

◯ NO

2016 Internet Campus Survey

* 2. What statement best describes your involvement with Lake Pointe Church?

    ◯ I am a member.

    ◯ I am a regular attender.

    ◯ I occasionally attend (1-6 times per year).

    ◯ I have never attended Lake Pointe Church.

* 3. Are you male or female?

    ◯ Male

    ◯ Female

* 4. What is your age?

    ◯ 17 or younger

    ◯ 18-20

    ◯ 21-29

    ◯ 30-39

    ◯ 40-49

    ◯ 50-59

    ◯ 60-69

    ◯ 70 or older

* 5. What campus do you consider your **primary** campus?

○ Rockwall Campus

○ Classic Service - Rockwall

○ Town East Campus

○ Firewheel Campus

○ Classic Service - Firewheel

○ Richland Campus

○ Forney Campus

○ Internet Campus

○ ESPAÑOL Campus - Town East

○ ESPAÑOL Campus - Rockwall

○ ESPAÑOL Campus - Richland

○ Real Life - Austin

○ Real Life - Hays

○ Real Life - Corpus

○ Other (please specify)

[   ]

* 6. I have used the Internet Campus as a tool for inviting someone to Lake Pointe Church.

○ YES

○ NO

○ I'm not sure

* 7. Have you ever personally attended the Internet Campus (online)?

○ Yes

○ No

2016 Internet Campus Survey

* 8. How many times in the last 8 weekends have you attended a worship service on the Internet Campus (watched the service LIVE online)?

○ 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ 7

○ 8

○ I have not attended online in the past 8 weeks

* 9. Have you ever viewed or participated in the online Chat Room when you attended the Internet Campus?

○ Yes

○ No

○ Not sure

Comments

[   ]

10. If you have participated in the Internet Campus Chat Room, rate your experience

Hated it	Didn't like it	It was fine	Liked it	Loved it	N/A
○	○	○	○	○	○

Comment on your Chat Room Experience

[   ]

2016 Internet Campus Survey

* 11. How does the teaching experience of the Internet Campus compare to attending a physical campus?

Significantly Less Engaging	Less Engaging	Somewhat Less Engaging	Equally engaging	Somewhat more engaging	Significantly more engaging	N/A
○	○	○	○	○	○	○

Comment on the engagement level of the teaching.

[text box]

* 12. How does the music/worship experience of the Internet Campus compare to attending a physical campus?

Significantly Less Engaging	Less Engaging	Somewhat Less Engaging	Equally engaging	Somewhat more engaging	Significantly more engaging	N/A
○	○	○	○	○	○	○

Comment on the engagement level of the music/worship.

[text box]

* 13. When you attend the Internet Campus, describe your primary way of viewing.

○ Full Screen on a TV - no chat window

○ Full-Screen on a computer screen - no chat widow

○ Page View - Video + Chat windows both visible

○ Other (please specify)

[text box]

* 14. What are some reasons you have attend the Internet Campus? (select **ALL** that apply)

☐ Sick Family Member (other than you)

☐ Sick (you)

☐ Travel for business - Out of Town

☐ Travel for pleasure - Out of Town

☐ Don't live near a physical campus

☐ Chronic health issues

☐ Don't like crowds

☐ Watched a friend/family member dedicate a child

☐ Watched a friend/family member get baptized

Other reasons for attending the Internet Campus (please specify)

2016 Internet Campus Survey

* 15. How would you compare the experience of attending the Internet Campus to attending any other Lake Pointe Campus?

Significantly Worse	Worse	Somewhat Worse	About the Same	Somewhat Better	Better	Significantly Better
○	○	○	○	○	○	○

Add comments about your rating to help us improve.

* 16. While attending the Internet Campus, have you participated in the offering by clicking on the GIVING tab and giving through the online giving page?

○ YES

○ NO

○ I didn't know that was an option

○ I'm not sure

Comments

* 17. Tell us about your Internet Campus experience.

	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
It was easy to to start the service	○	○	○	○	○
Everything worked as I expected	○	○	○	○	○
It was clear that I was in the right place	○	○	○	○	○
I was greeted by a host in the chatroom	○	○	○	○	○
The LIVE video comments by the host were engaging	○	○	○	○	○
The LIVE video "Talk-It-Over" time was helpful	○	○	○	○	○

Add any comments regarding any issues you had.

2016 Internet Campus Survey

* 18. Rate the Technical Experience of your Internet Campus Visit

	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
The Overall quality of the service was excellent	○	○	○	○	○
The Video Quality was excellent	○	○	○	○	○
The Audio Quality was excellent	○	○	○	○	○
The experience was glitch-free	○	○	○	○	○

Add any comments regarding any issues you had.

* 19. I believe the Internet Campus has helped me stay better connected to Lake Pointe Church.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
○	○	○	○	○

20. Rate your agreement with the following statement:*"I see the Internet Campus as a quality option when I am unable to attend a physical Lake Pointe campus."*

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
○	○	○	○	○

Share any additional comments you might have regarding the option of the Internet Campus.

21. Have you ever attended the Online Life Group that meets on Sunday mornings?

○ YES

○ NO

○ I didn't know there was something that awesome available!

22. What is your favorite part about attending the Internet Campus?

```



```

23. Is there a feature you would like to see added to the internet Campus that would make the experience more enjoyable or easier to use?

```



```

2016 Internet Campus Survey

Thank you so much for your feedback. We are always trying to improve and learn, so your comments are vitally important to helping us better serve the people of Lake Pointe Church and the world.

Sharing Christ. Building Believers.

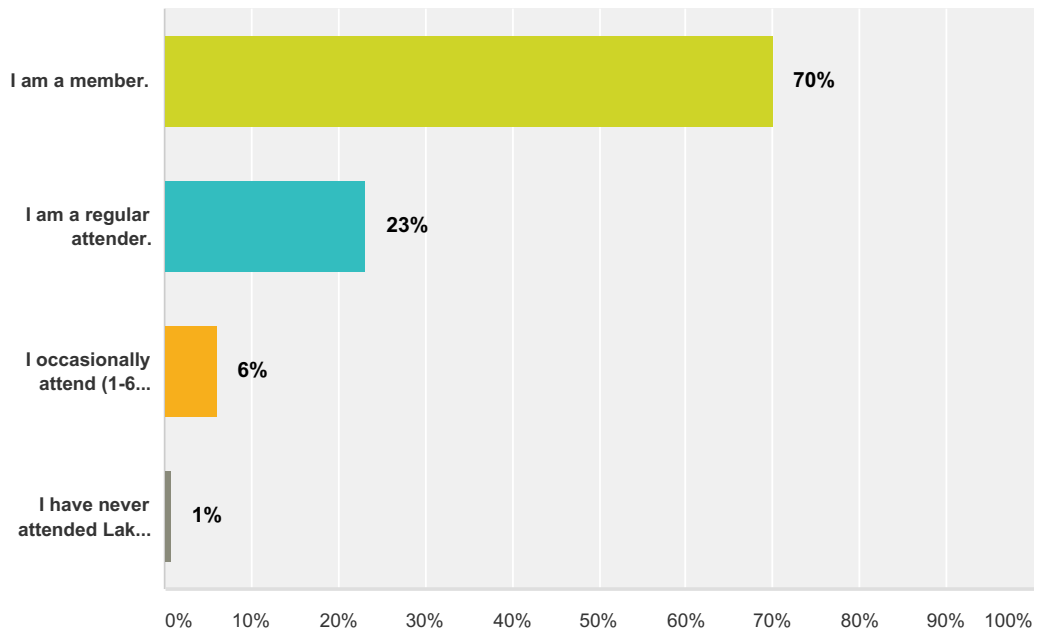## Q1 I have read the terms of this survey and consent to participating in the survey.

Answered: 383   Skipped: 0

NO

YES
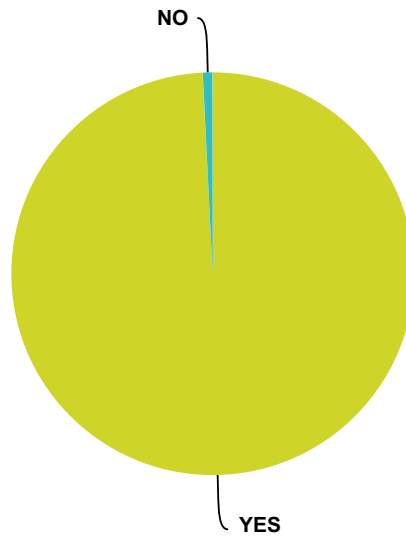
Answer Choices	Responses	
YES	**99.22%**	380
NO	**0.78%**	3
Total		**383**

Q2 What statement best describes your involvement with Lake Pointe Church?

Answered: 364   Skipped: 19

Answer Choices	Responses	
I am a member. (1)	**70%**	255
I am a regular attender. (2)	**23%**	84
I occasionally attend (1-6 times per year). (3)	**6%**	22
I have never attended Lake Pointe Church. (4)	**1%**	3
Total		**364**

Basic Statistics				
Minimum 1.00	**Maximum** 4.00	**Median** 1.00	**Mean** 1.38	**Standard Deviation** 0.64

Q3 Are you male or female?

Answered: 364   Skipped: 19
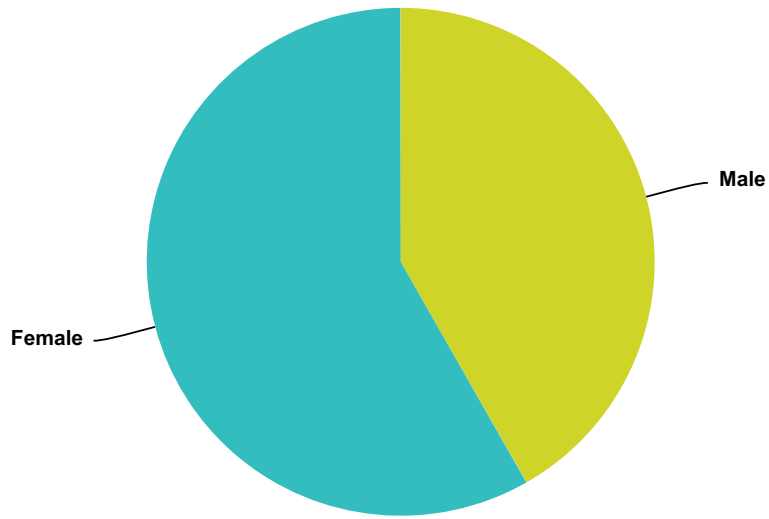
Answer Choices	Responses	
Male	**41.76%**	152
Female	**58.24%**	212
Total		**364**

Q4 What is your age?

Answered: 364   Skipped: 19
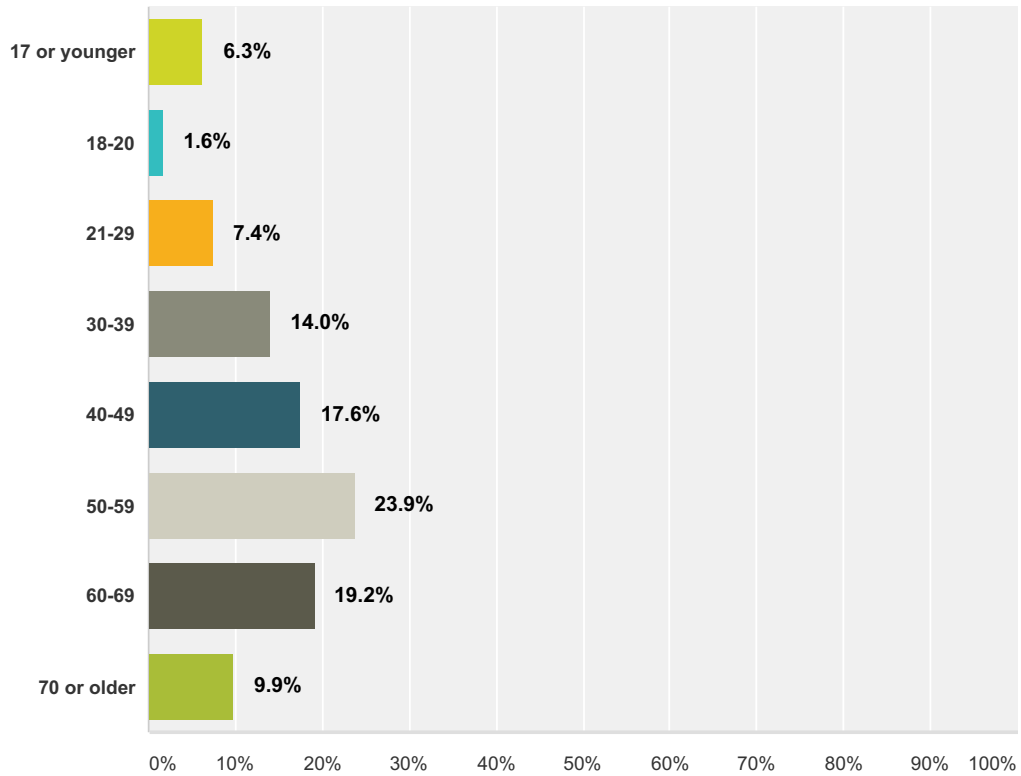
Answer Choices	Responses	
17 or younger (1)	**6.3%**	23
18-20 (2)	**1.6%**	6
21-29 (3)	**7.4%**	27
30-39 (4)	**14.0%**	51
40-49 (5)	**17.6%**	64
50-59 (6)	**23.9%**	87
60-69 (7)	**19.2%**	70
70 or older (8)	**9.9%**	36
Total		**364**

Basic Statistics				
Minimum 1.00	**Maximum** 8.00	**Median** 6.00	**Mean** 5.33	**Standard Deviation** 1.84

Q5 What campus do you consider your primary campus?

Answered: 364   Skipped: 19
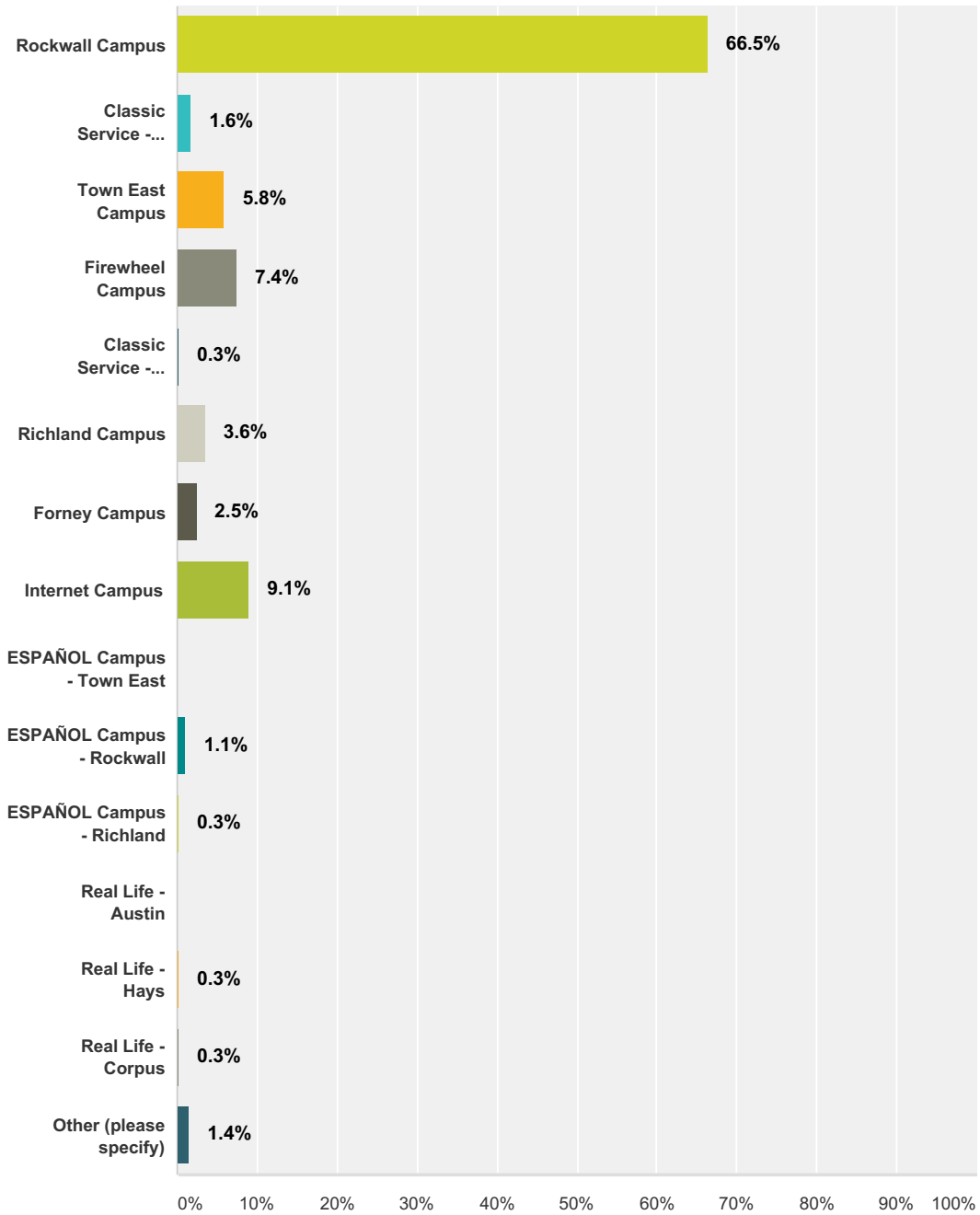
Answer Choices	Responses	
Rockwall Campus (1)	**66.5%**	242
Classic Service - Rockwall (2)	**1.6%**	6
Town East Campus (3)	**5.8%**	21
Firewheel Campus (4)	**7.4%**	27

Classic Service - Firewheel (5)	**0.3%**	1
Richland Campus (6)	**3.6%**	13
Forney Campus (7)	**2.5%**	9
Internet Campus (8)	**9.1%**	33
ESPAÑOL Campus - Town East (9)	**0.0%**	0
ESPAÑOL Campus - Rockwall (10)	**1.1%**	4
ESPAÑOL Campus - Richland (11)	**0.3%**	1
Real Life - Austin (12)	**0.0%**	0
Real Life - Hays (13)	**0.3%**	1
Real Life - Corpus (14)	**0.3%**	1
Other (please specify) (15)	**1.4%**	5
Total		**364**

Basic Statistics

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	15.00	1.00	2.71	2.99

Q6 I have used the Internet Campus as a tool for inviting someone to Lake Pointe Church.

Answered: 364   Skipped: 19

I'm not sure
6% (23)

NO
42% (153)

YES
52% (188)
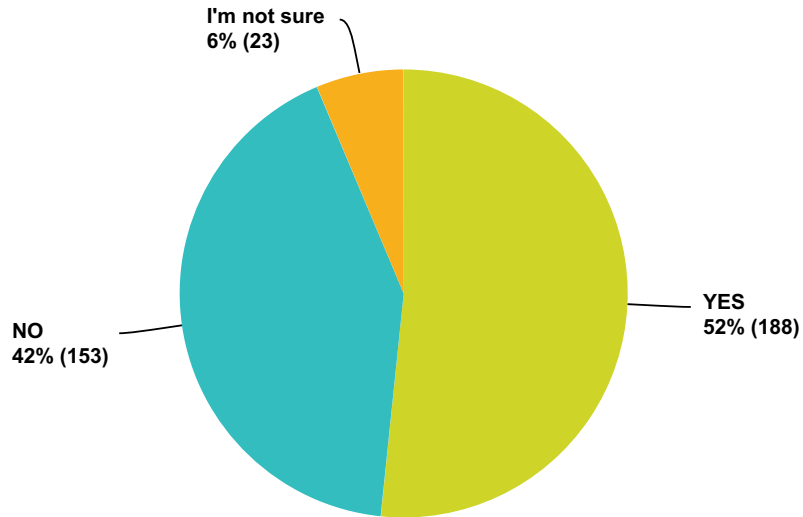
Answer Choices	Responses	
YES (1)	**52%**	188
NO (2)	**42%**	153
I'm not sure (3)	**6%**	23
Total		**364**

Basic Statistics				
Minimum	**Maximum**	**Median**	**Mean**	**Standard Deviation**
1.00	3.00	1.00	1.55	0.61

Q7 Have you ever personally attended the Internet Campus (online)?

Answered: 364   Skipped: 19
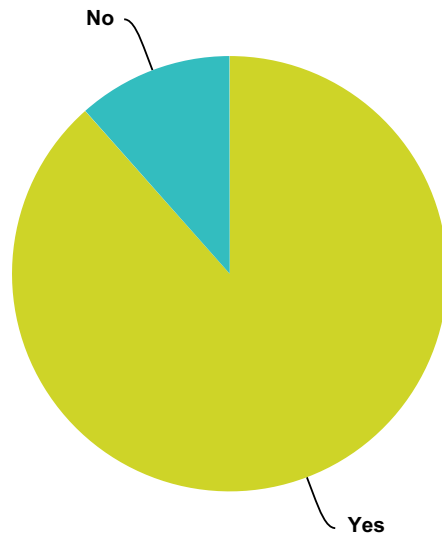
Answer Choices	Responses	
Yes	88.46%	322
No	11.54%	42
Total		**364**

Q8 How many times in the last 8 weekends have you attended a worship service on the Internet Campus (watched the service LIVE online)?

Answered: 310   Skipped: 73
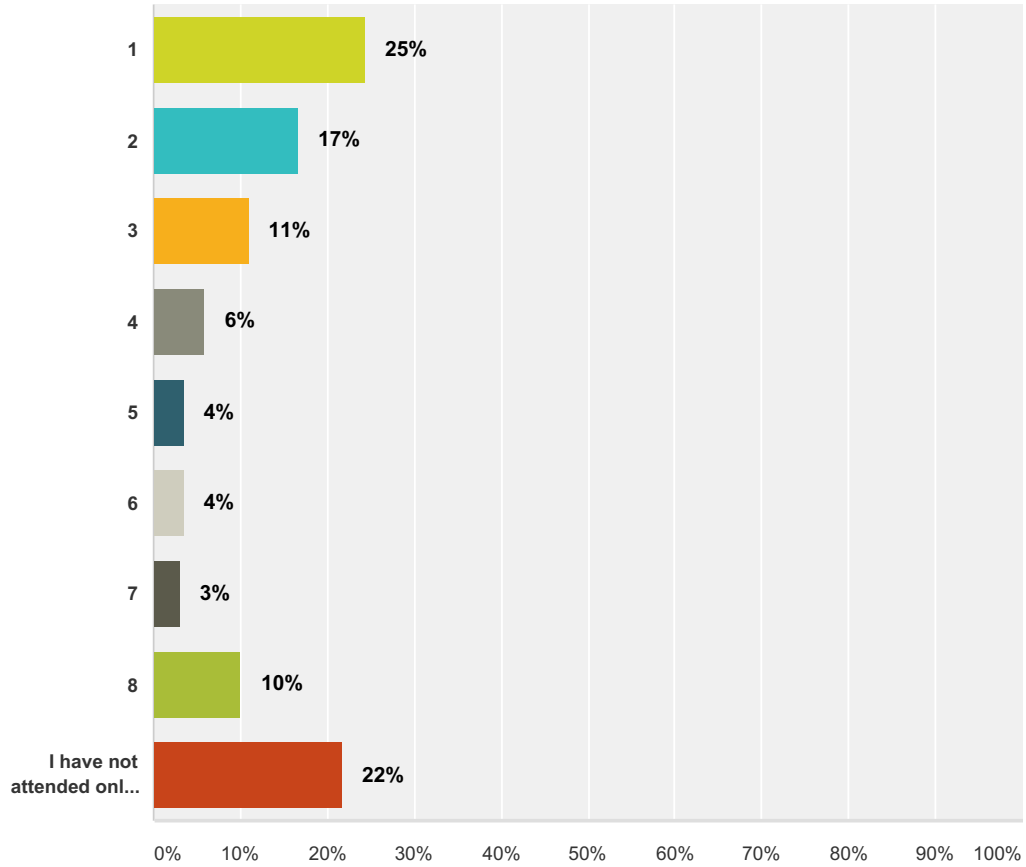
Answer Choices	Responses	
1 (1)	**25%**	76
2 (2)	**17%**	52
3 (3)	**11%**	34
4 (4)	**6%**	18
5 (5)	**4%**	11
6 (6)	**4%**	11
7 (7)	**3%**	10
8 (8)	**10%**	31
I have not attended online in the past 8 weeks (9)	**22%**	67
Total		**310**

Basic Statistics				
Minimum	**Maximum**	**Median**	**Mean**	**Standard Deviation**
1.00	9.00	3.00	4.50	3.19

Q9 Have you ever viewed or participated in the online Chat Room when you attended the Internet Campus?

Answered: 310   Skipped: 73

Answer Choices	Responses	
Yes (1)	**42.9%**	133
No (2)	**56.8%**	176
Not sure (3)	**0.3%**	1
Total		**310**

Basic Statistics				
Minimum 1.00	**Maximum** 3.00	**Median** 2.00	**Mean** 1.57	**Standard Deviation** 0.50

Q10 If you have participated in the Internet Campus Chat Room, rate your experience

Answered: 252   Skipped: 131
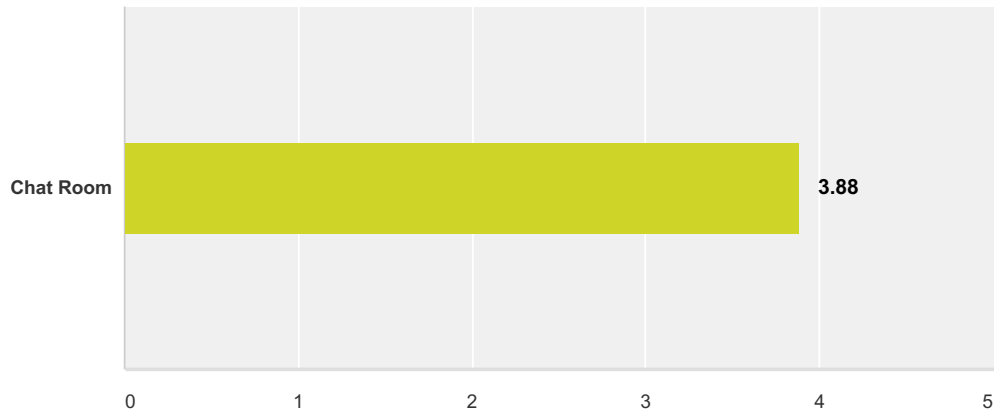
	Hated it (1)	Didn't like it (2)	It was fine (3)	Liked it (4)	Loved it (5)	N/A	Total	Weighted Average
Chat Room	0% 0	2% 6	17% 44	15% 38	16% 41	49% 123	252	3.88

Basic Statistics				
Minimum 2.00	**Maximum** 5.00	**Median** 4.00	**Mean** 3.88	**Standard Deviation** 0.91

Q11 How does the teaching experience of the Internet Campus compare to attending a physical campus?

Answered: 304   Skipped: 79
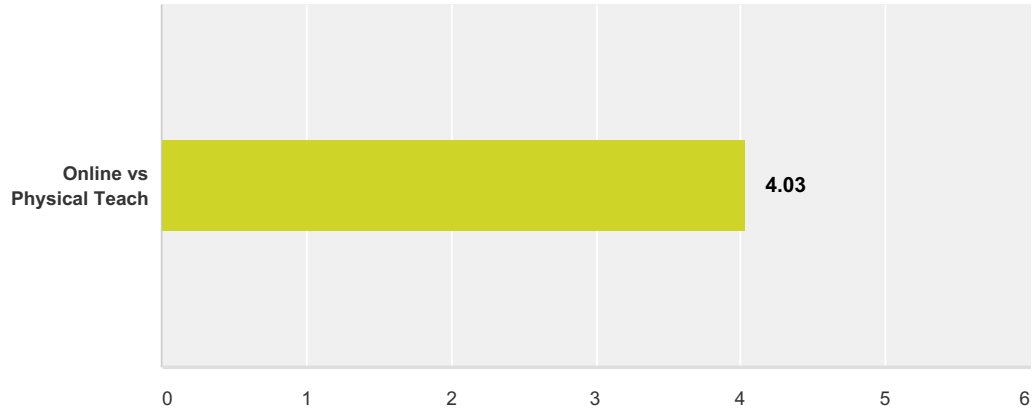
	Significantly Less Engaging (1)	Less Engaging (2)	Somewhat Less Engaging (3)	Equally engaging (4)	Somewhat more engaging (5)	Significantly more engaging (6)	N/A	Total	Weighted Average
Online vs Physical Teach	2.63% 8	9.21% 28	24.34% 74	45.72% 139	8.55% 26	3.95% 12	5.59% 17	304	4.03

Basic Statistics				
Minimum 1.00	**Maximum** 6.00	**Median** 4.00	**Mean** 3.64	**Standard Deviation** 1.01

Q12 How does the music/worship experience of the Internet Campus compare to attending a physical campus?

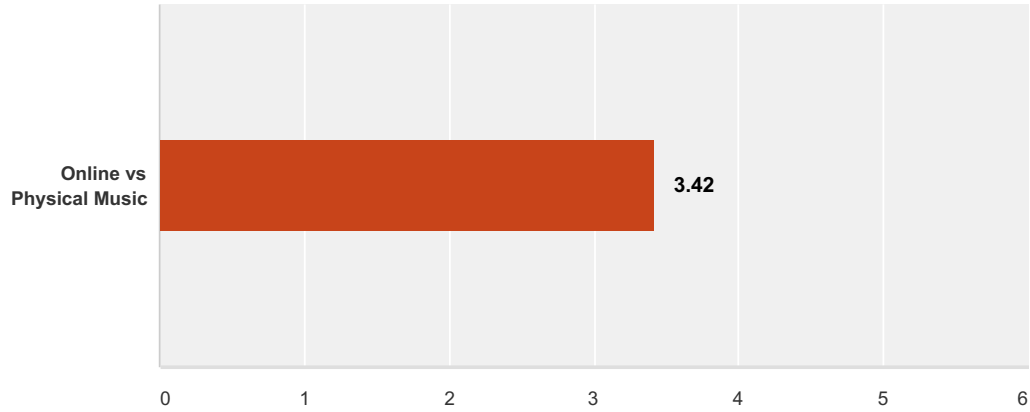**Answered: 304   Skipped: 79**

	Significantly Less Engaging (1)	Less Engaging (2)	Somewhat Less Engaging (3)	Equally engaging (4)	Somewhat more engaging (5)	Significantly more engaging (6)	N/A	Total	Weighted Average
Online vs Physical Music	7.89% 24	17.43% 53	34.54% 105	31.91% 97	2.30% 7	2.63% 8	3.29% 10	304	3.42

Basic Statistics				
Minimum 1.00	**Maximum** 6.00	**Median** 3.00	**Mean** 3.12	**Standard Deviation** 1.08

Q13 When you attend the Internet Campus, describe your primary way of viewing.

Answered: 304   Skipped: 79
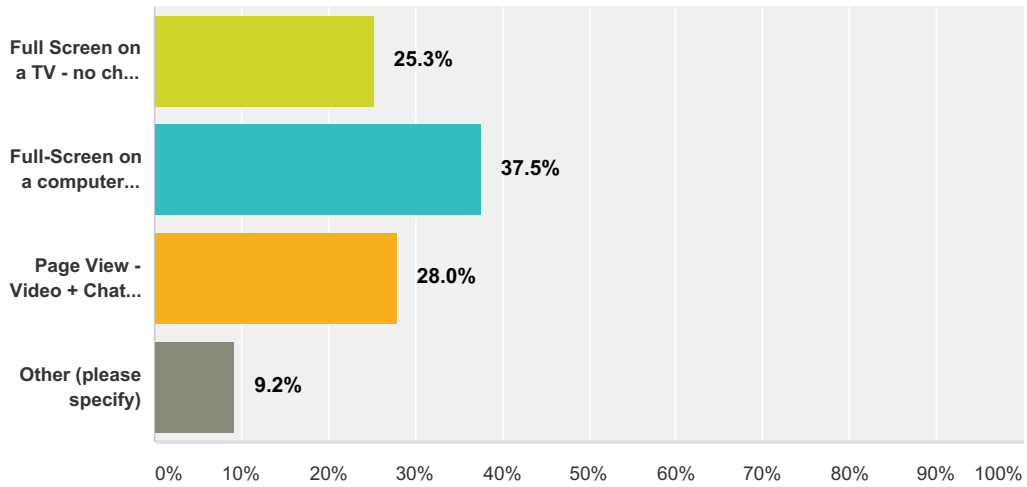
Answer Choices	Responses	
Full Screen on a TV - no chat window (1)	**25.3%**	77
Full-Screen on a computer screen - no chat widow (2)	**37.5%**	114
Page View - Video + Chat windows both visible (3)	**28.0%**	85
Other (please specify) (4)	**9.2%**	28
Total		**304**

Basic Statistics				
Minimum 1.00	**Maximum** 4.00	**Median** 2.00	**Mean** 2.21	**Standard Deviation** 0.93

Q14 What are some reasons you have attend the Internet Campus? (select ALL that apply)

Answered: 304   Skipped: 79
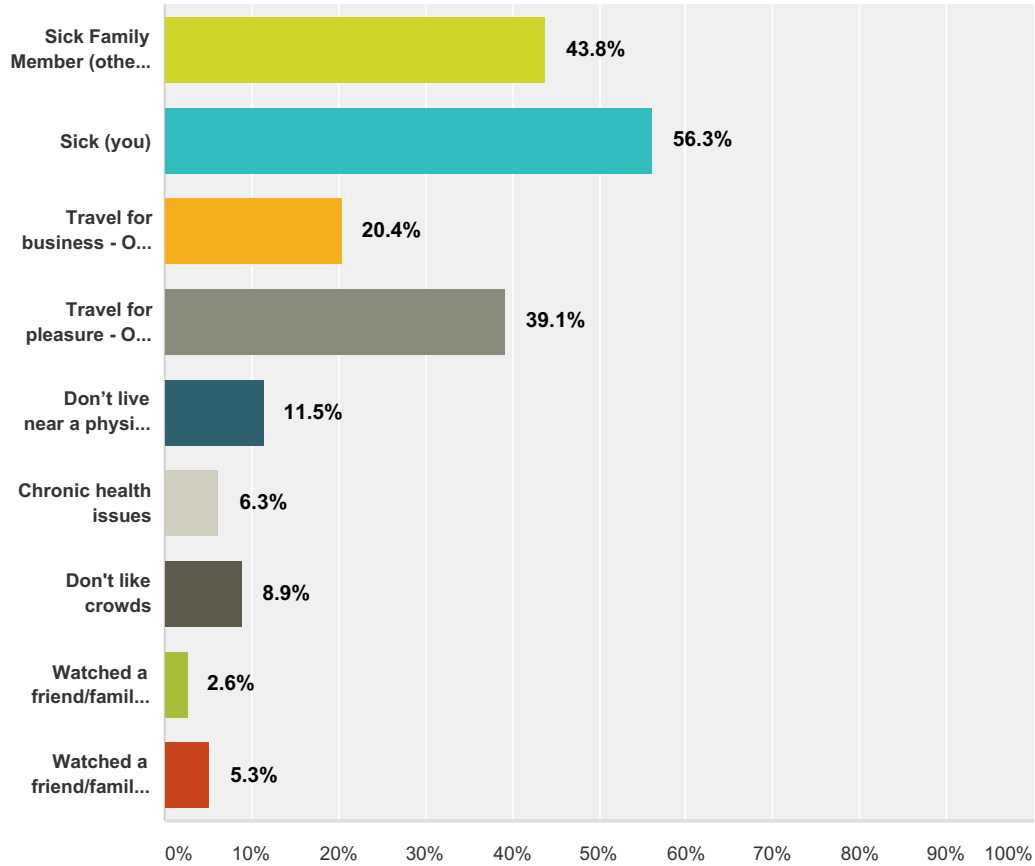
Answer Choices	Responses	
Sick Family Member (other than you) (1)	43.8%	133
Sick (you) (2)	56.3%	171
Travel for business - Out of Town (3)	20.4%	62
Travel for pleasure - Out of Town (4)	39.1%	119
Don't live near a physical campus (5)	11.5%	35
Chronic health issues (6)	6.3%	19
Don't like crowds (7)	8.9%	27
Watched a friend/family member dedicate a child (8)	2.6%	8
Watched a friend/family member get baptized (9)	5.3%	16
Total Respondents: 304		

HARTLEY - Quantitative Research

Basic Statistics				
Minimum 1.00	9.00	**Median** 2.00	**Mean** 3.09	**Standard Deviation** 1.99

Q15 How would you compare the experience of attending the Internet Campus to attending any other Lake Pointe Campus?

Answered: 301   Skipped: 82
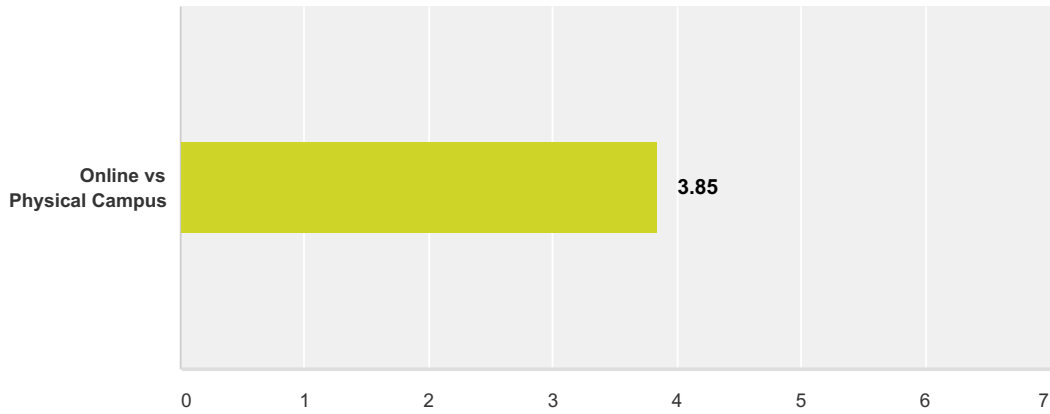
	Significantly Worse (1)	Worse (2)	Somewhat Worse (3)	About the Same (4)	Somewhat Better (5)	Better (6)	Significantly Better (7)	Total	Weighted Average
Online vs Physical Campus	0.66% 2	1.99% 6	28.24% 85	58.14% 175	5.65% 17	2.66% 8	2.66% 8	301	3.85

Basic Statistics				
Minimum 1.00	**Maximum** 7.00	**Median** 4.00	**Mean** 3.85	**Standard Deviation** 0.89

Q16 While attending the Internet Campus, have you participated in the offering by clicking on the GIVING tab and giving through the online giving page?

Answered: 301   Skipped: 82

I'm not sure
1.0% (3)

I didn't know that
was an option

15.0% (45)

YES
12.3% (37)

NO
71.8% (216)
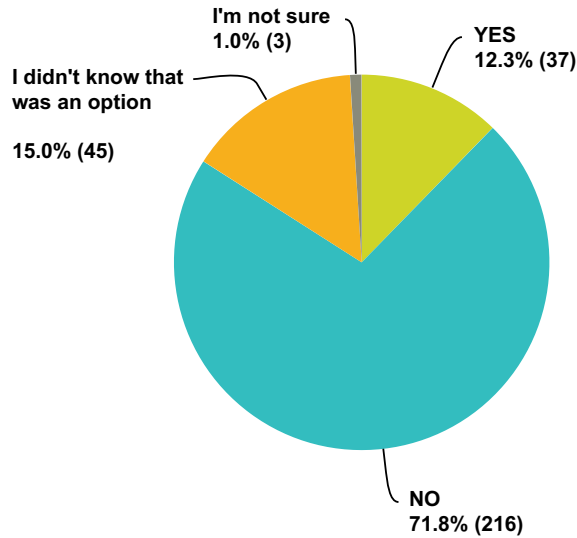
Answer Choices	Responses	
YES (1)	**12.3%**	37
NO (2)	**71.8%**	216
I didn't know that was an option (3)	**15.0%**	45
I'm not sure (4)	**1.0%**	3
Total		**301**

Basic Statistics

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	2.00	2.05	0.56

Q17 Tell us about your Internet Campus experience.

Answered: 301   Skipped: 82
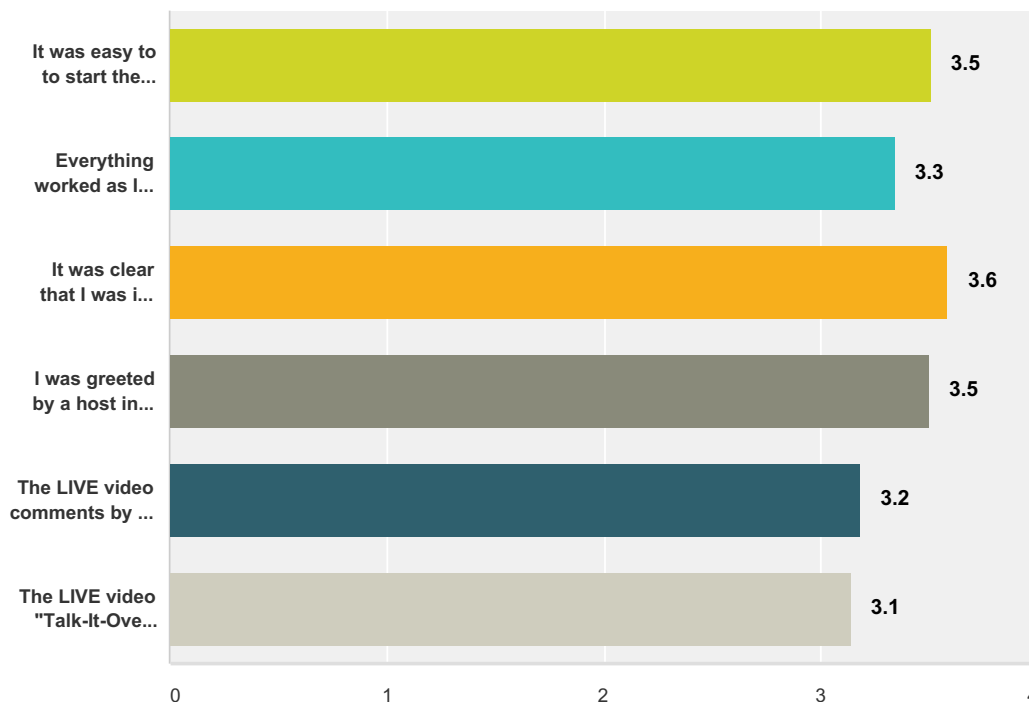
	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	N/A	Total	Weighted Average
It was easy to to start the service	1.00% 3	2.00% 6	42.00% 126	54.67% 164	0.33% 1	300	3.51
Everything worked as I expected	2.02% 6	8.42% 25	43.10% 128	46.13% 137	0.34% 1	297	3.34
It was clear that I was in the right place	0.67% 2	2.01% 6	35.45% 106	60.54% 181	1.34% 4	299	3.58
I was greeted by a host in the chatroom	1.72% 5	2.41% 7	24.48% 71	40.34% 117	31.03% 90	290	3.50
The LIVE video comments by the host were engaging	2.74% 8	10.96% 32	35.96% 105	31.16% 91	19.18% 56	292	3.18
The LIVE video "Talk-It-Over" time was helpful	2.42% 7	12.11% 35	22.84% 66	25.61% 74	37.02% 107	289	3.14

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
It was easy to to start the service	1.00	4.00	4.00	3.51	0.59
Everything worked as I expected	1.00	4.00	3.00	3.34	0.72
It was clear that I was in the right place	1.00	4.00	4.00	3.58	0.57

I was greeted by a host in the chatroom	1.00	4.00	4.00	3.50	0.69
The LIVE video comments by the host were engaging	1.00	4.00	3.00	3.18	0.79
The LIVE video "Talk-It-Over" time was helpful	1.00	4.00	3.00	3.14	0.86

Q18 Rate the Technical Experience of your Internet Campus Visit

Answered: 297   Skipped: 86
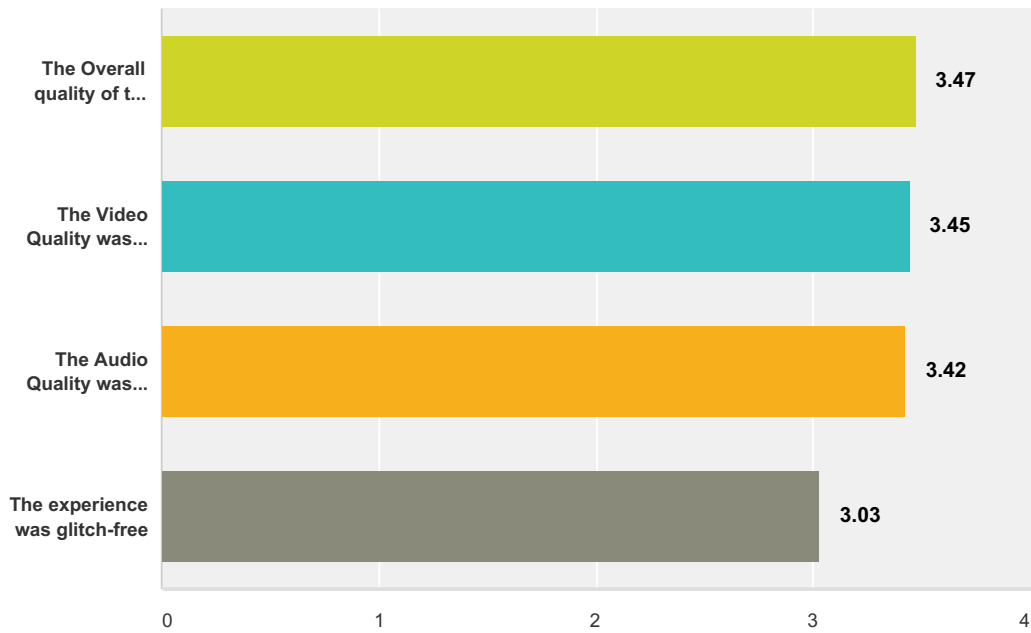
	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	N/A	Total	Weighted Average
The Overall quality of the service was excellent	0.68% 2	4.41% 13	41.69% 123	52.88% 156	0.34% 1	295	3.47
The Video Quality was excellent	0.68% 2	5.76% 17	41.02% 121	51.86% 153	0.68% 2	295	3.45
The Audio Quality was excellent	0.68% 2	6.12% 18	43.54% 128	48.98% 144	0.68% 2	294	3.42
The experience was glitch-free	2.03% 6	23.39% 69	43.39% 128	30.51% 90	0.68% 2	295	3.03

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
The Overall quality of the service was excellent	1.00	4.00	4.00	3.47	0.62
The Video Quality was excellent	1.00	4.00	4.00	3.45	0.64
The Audio Quality was excellent	1.00	4.00	3.00	3.42	0.64
The experience was glitch-free	1.00	4.00	3.00	3.03	0.79

Q19 I believe the Internet Campus has helped me stay better connected to Lake Pointe Church.
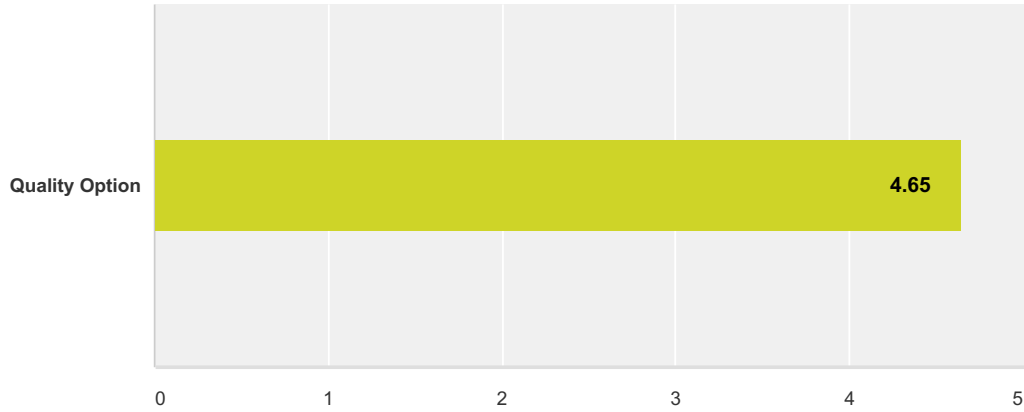
Answered: 297   Skipped: 86
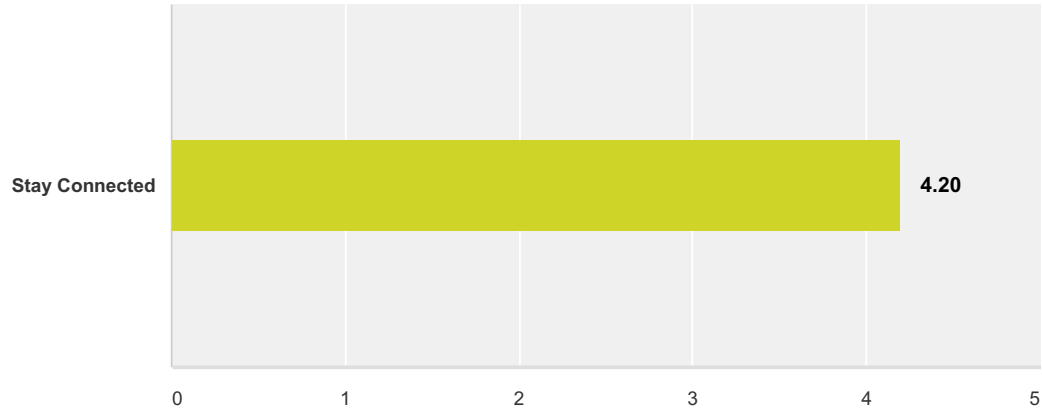
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Weighted Average
Stay Connected	0.67% 2	0.34% 1	17.17% 51	42.09% 125	39.73% 118	297	4.20

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 4.00	**Mean** 4.20	**Standard Deviation** 0.78

Q20 Rate your agreement with the following statement: "I see the Internet Campus as a quality option when I am unable to attend a physical Lake Pointe campus."

Answered: 297   Skipped: 86

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Weighted Average
Quality Option	1.35% 4	0.00% 0	0.67% 2	28.28% 84	69.70% 207	297	4.65

Basic Statistics				
Minimum 1.00	**Maximum** 5.00	**Median** 5.00	**Mean** 4.65	**Standard Deviation** 0.63

Q21 Have you ever attended the Online Life Group that meets on Sunday mornings?

Answered: 297   Skipped: 86

YES
11.8% (35)

I didn't know there was something that awesome available!

16.2% (48)

NO
72.1% (214)
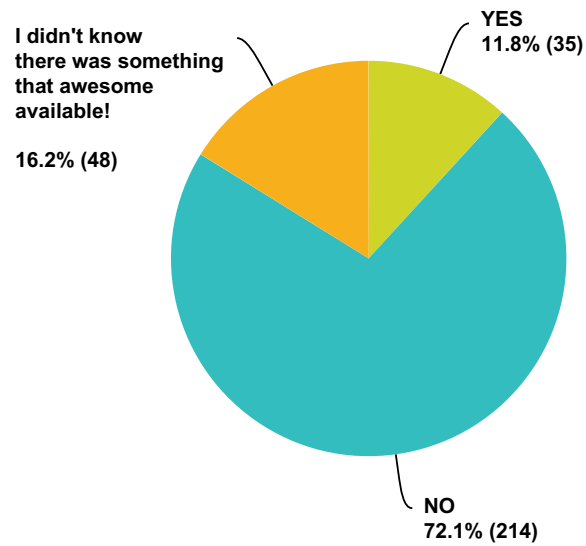
Answer Choices		Responses	
YES (1)		**11.8%**	35
NO (2)		**72.1%**	214
I didn't know there was something that awesome available! (3)		**16.2%**	48
Total			**297**

Basic Statistics				
Minimum 1.00	**Maximum** 3.00	**Median** 2.00	**Mean** 2.04	**Standard Deviation** 0.53

Q22 What is your favorite part about attending the Internet Campus?

Answered: 206   Skipped: 177

Open-ended responses removed for space

Q23 Is there a feature you would like to see added to the internet Campus that would make the experience more enjoyable or easier to use?

Answered: 113   Skipped: 270

Open-ended responses removed for space