

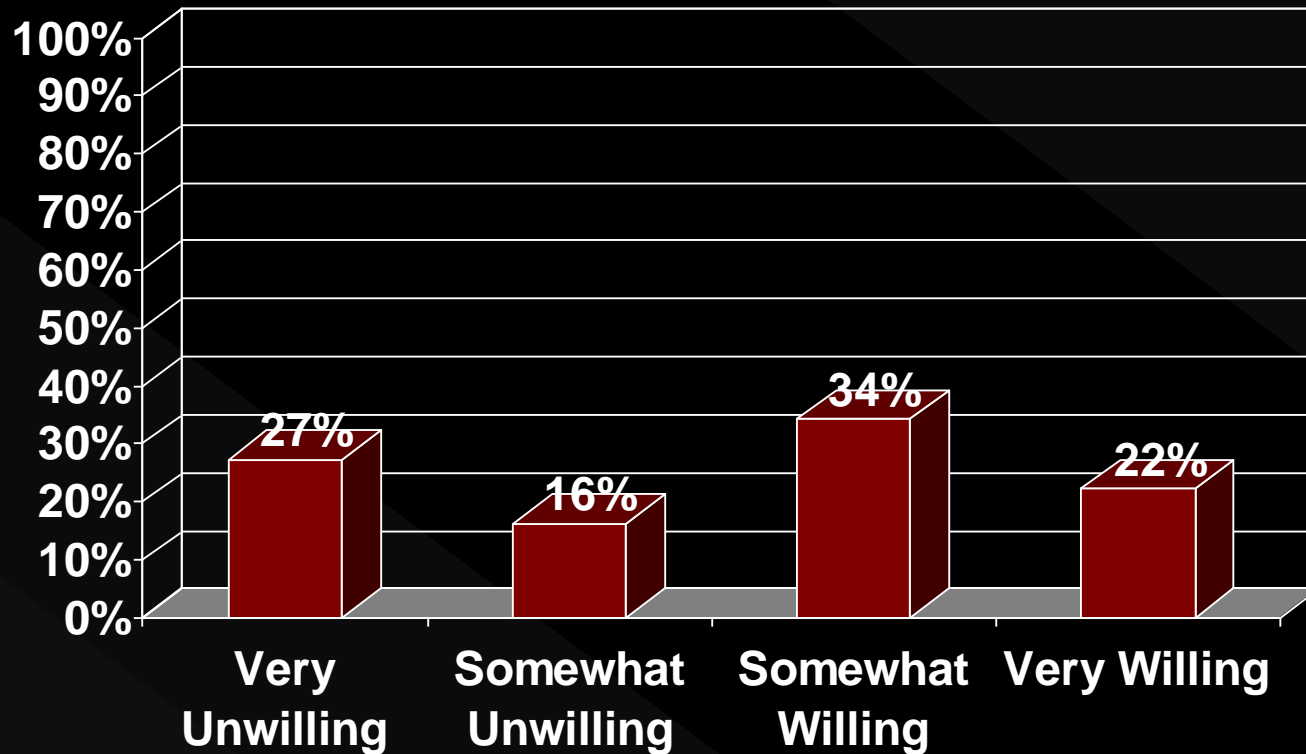
Americans' Openness to Outreach From Churches

Methodology: Sampling

- The sample for the study is a national, random, stratified sample of Americans using a demographically balanced online panel.
- The survey was administered via an internet survey interface between December 12, 2008 and December 22, 2008.
- With a total of more than 15,000 responses, the sample provides 99% confidence that the total sampling error does not exceed $\pm 1\%$.

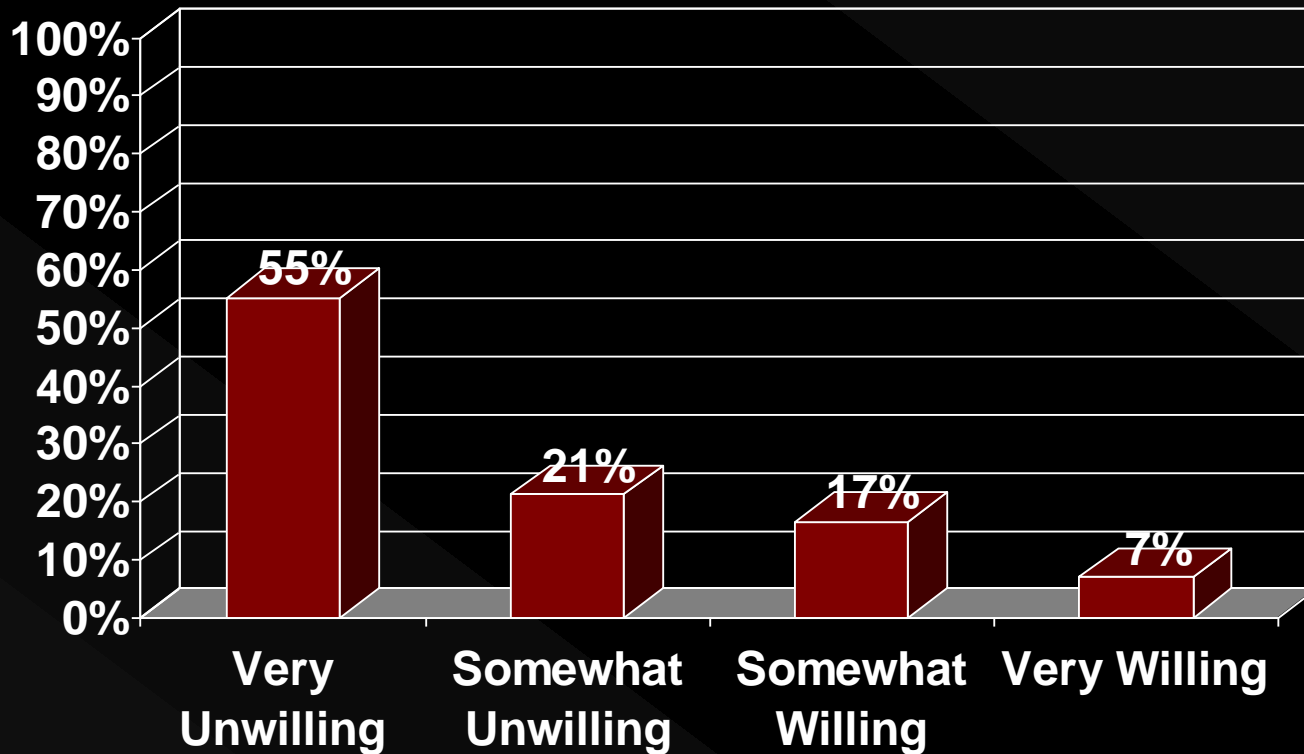
**Willingness to receive information
from a local congregation or faith
community through the following
methods**

Willingness to receive information through... personal conversation with a friend or neighbor from the church



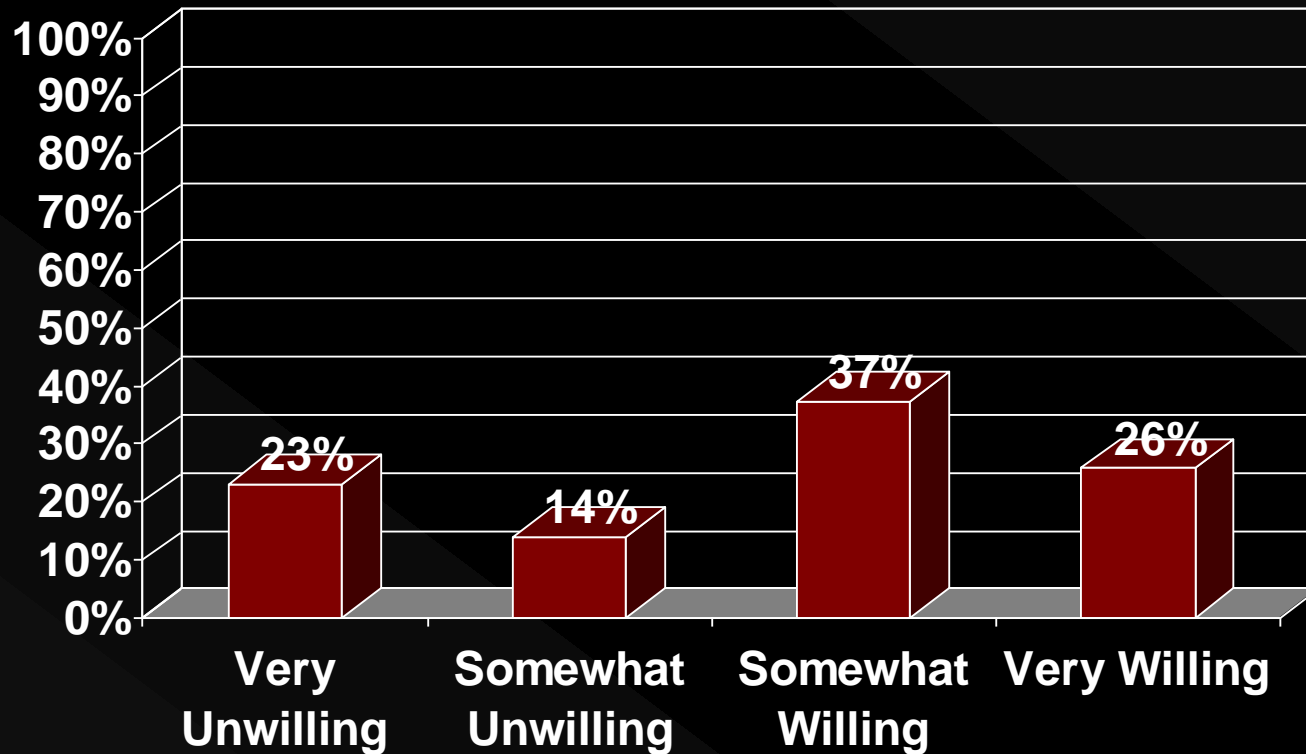
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... visit to your door by a member of that church or faith community



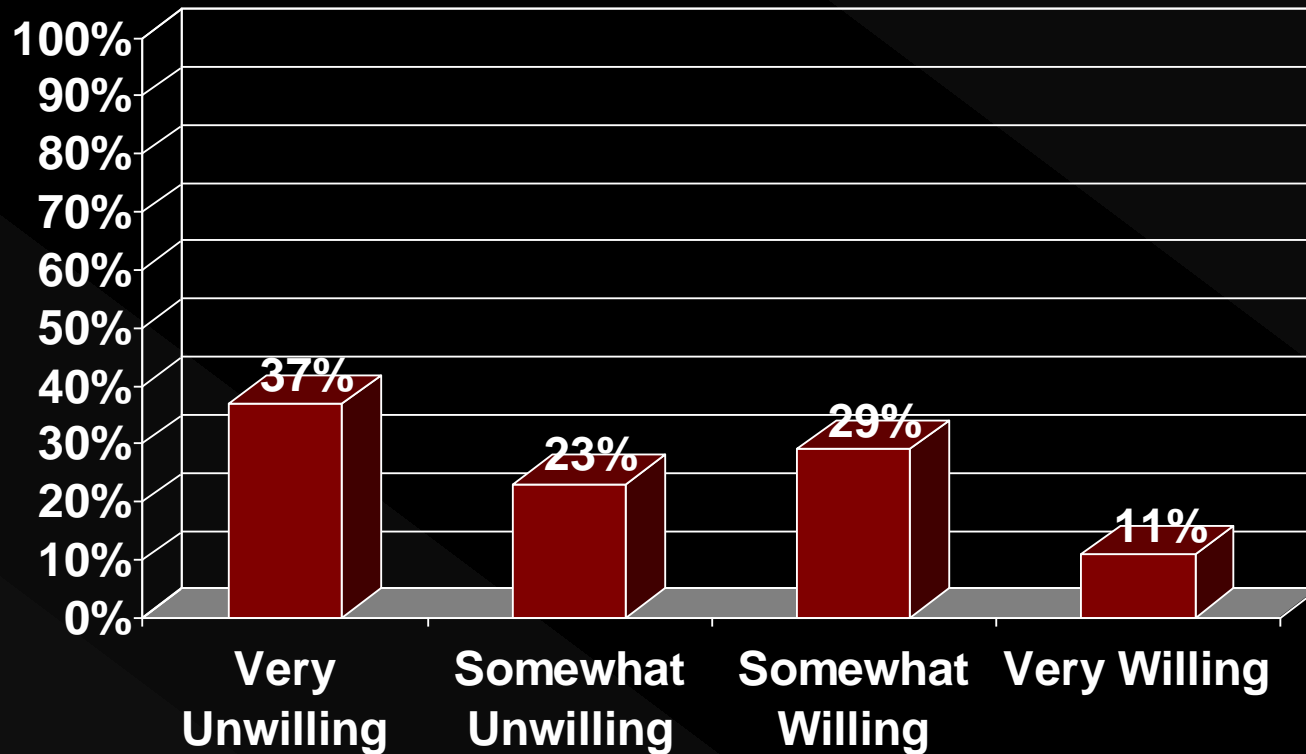
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... personal conversation from a family member



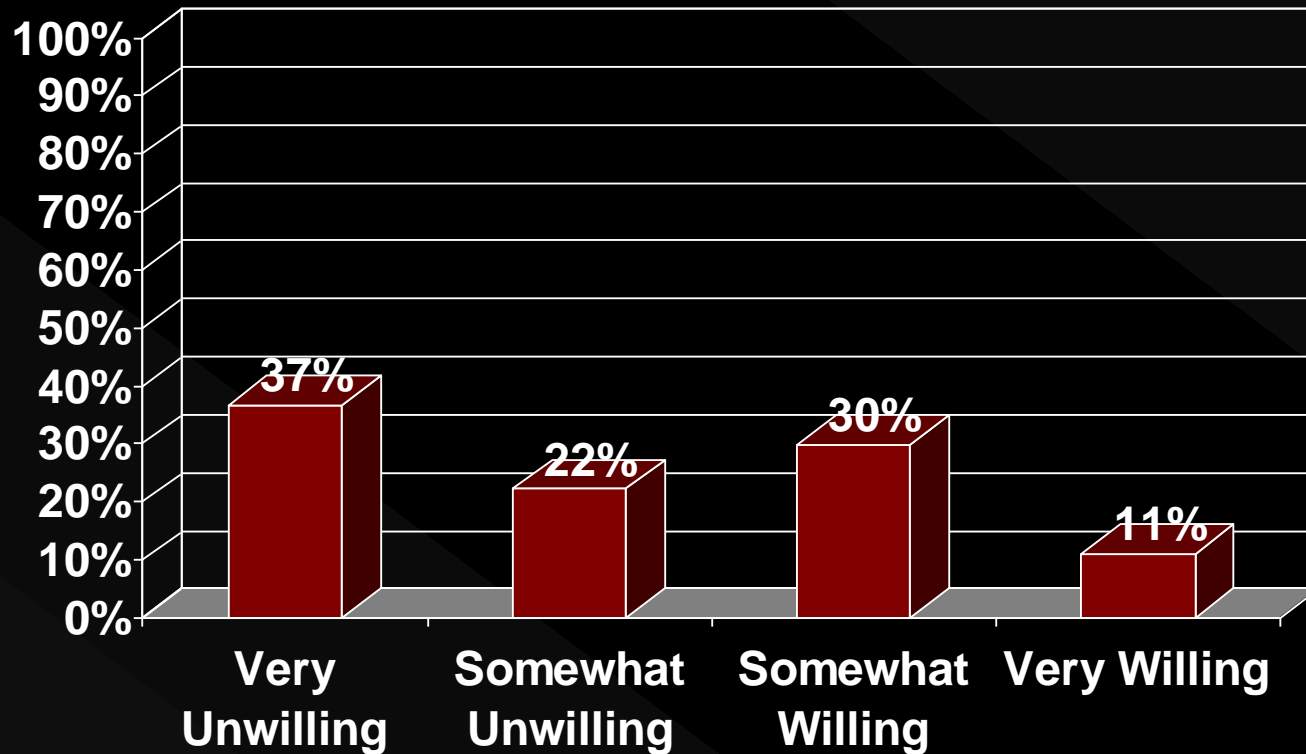
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... TV commercial



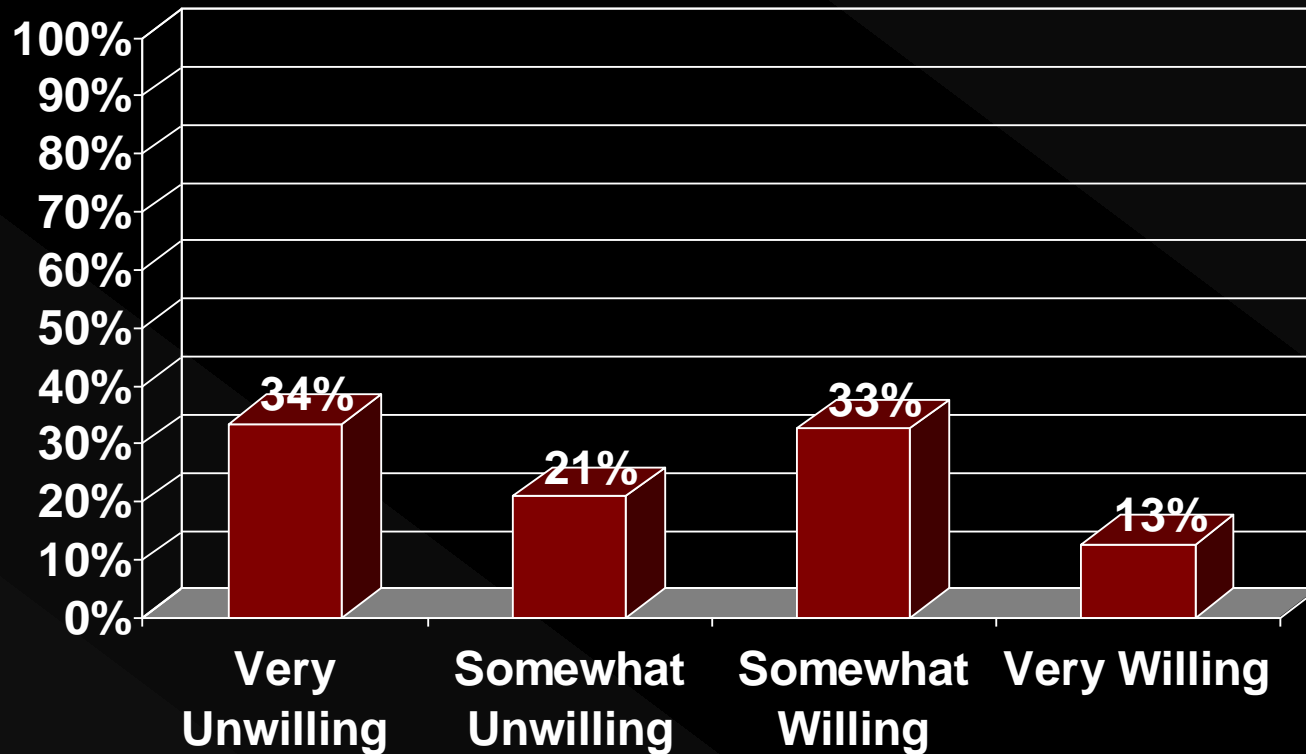
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... Radio commercial



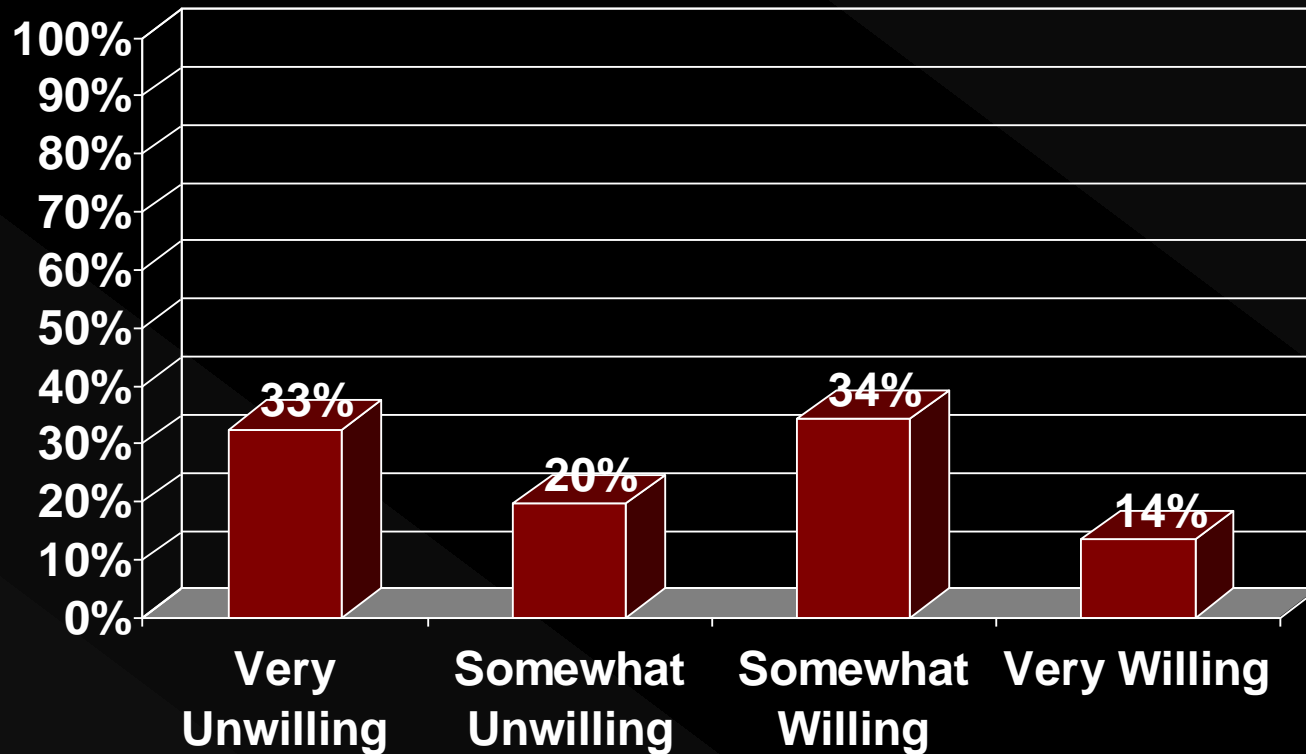
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... newspaper or magazine ad



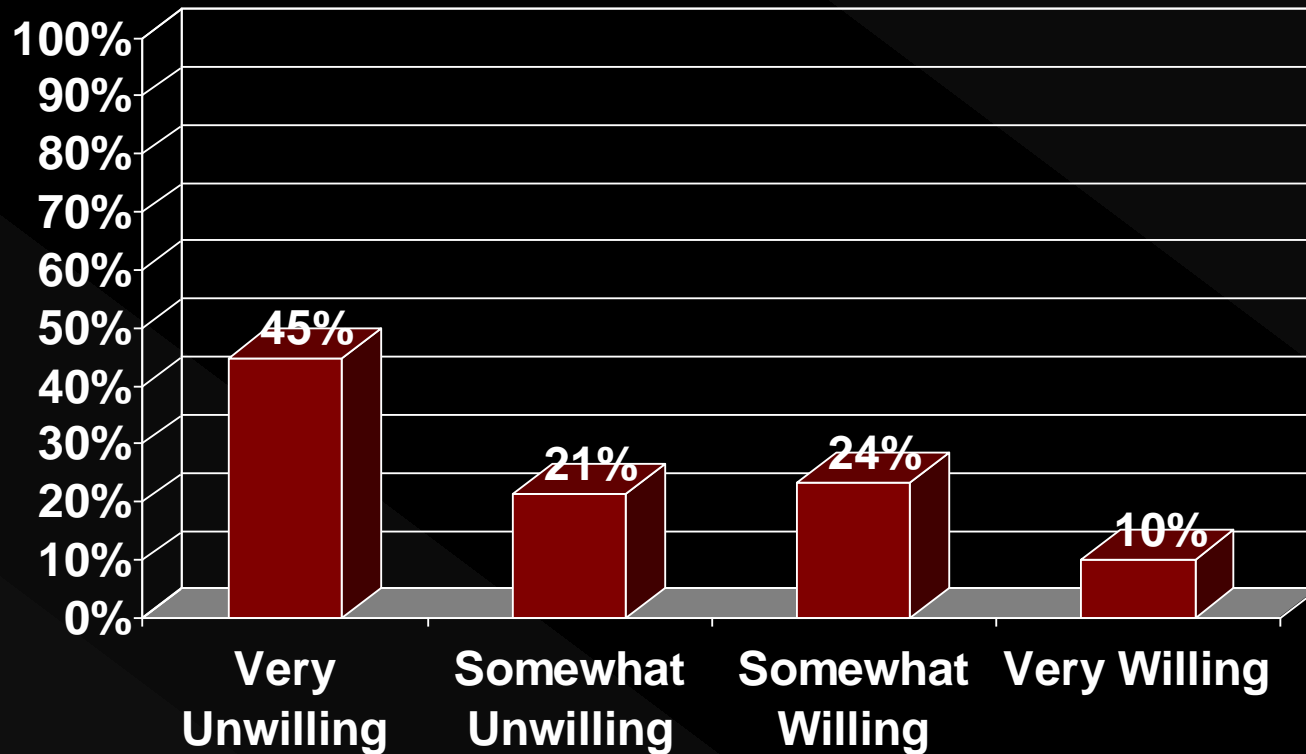
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... informative ad in the newspaper



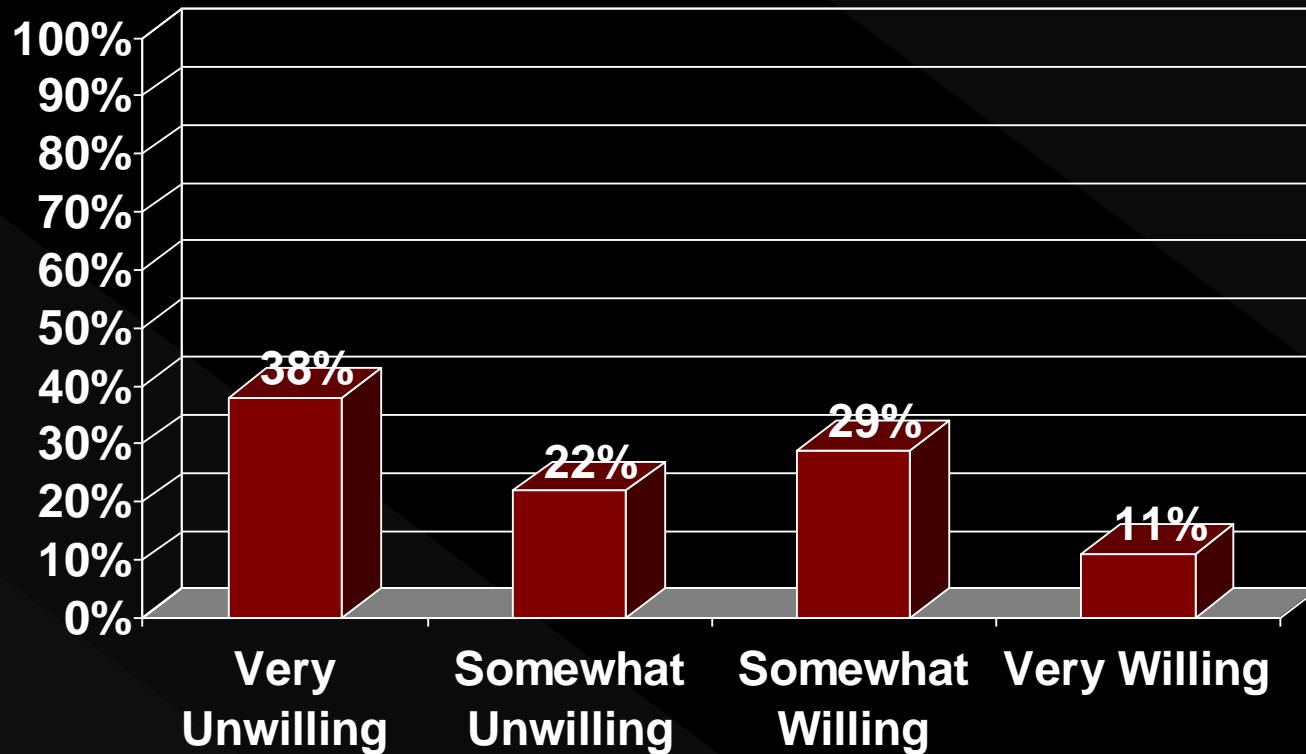
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... email message



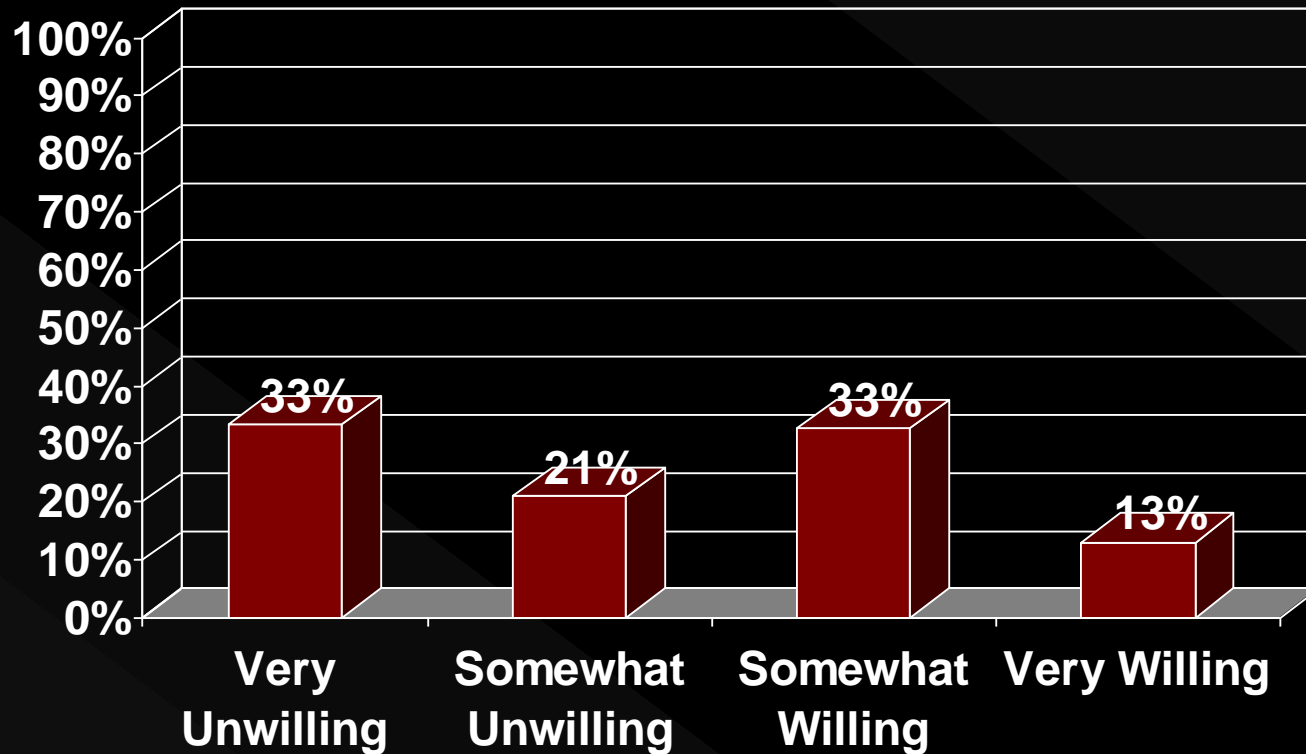
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to **receive information** through each of the following methods?

Willingness to receive information through... website listing or ad



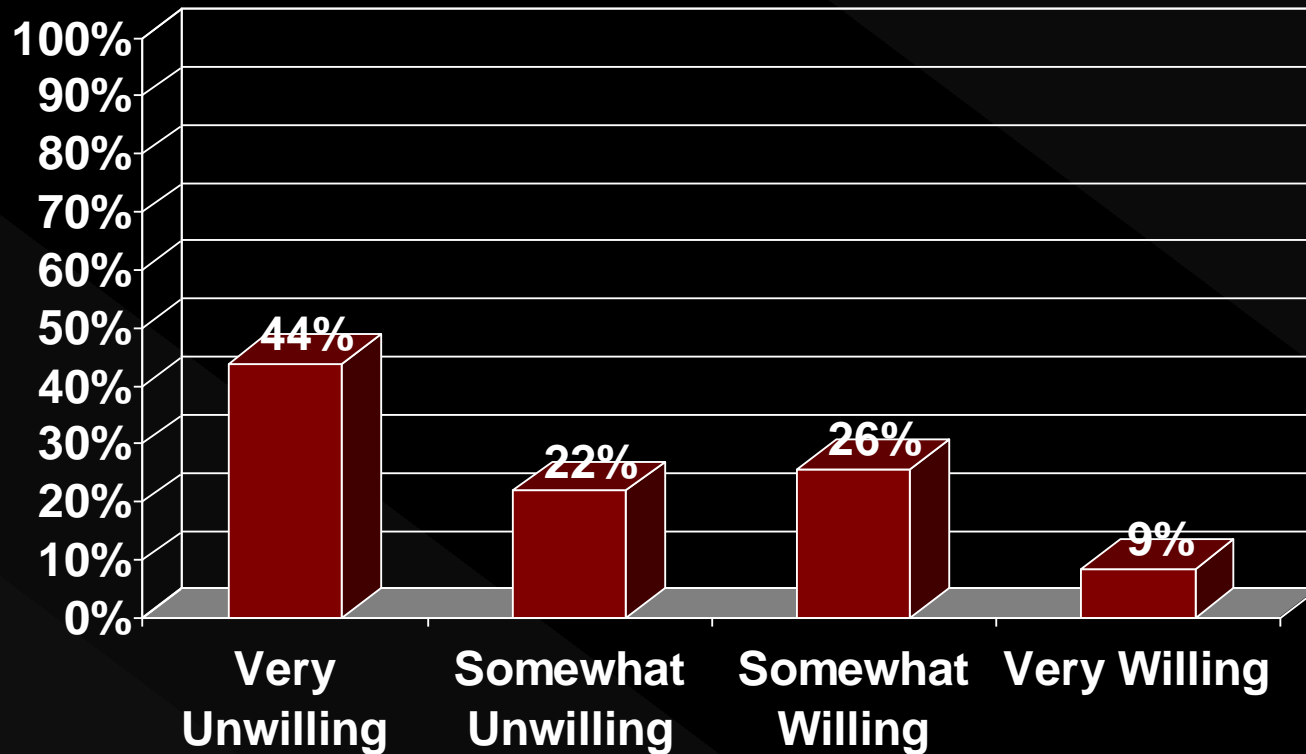
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... outdoor sign or billboard



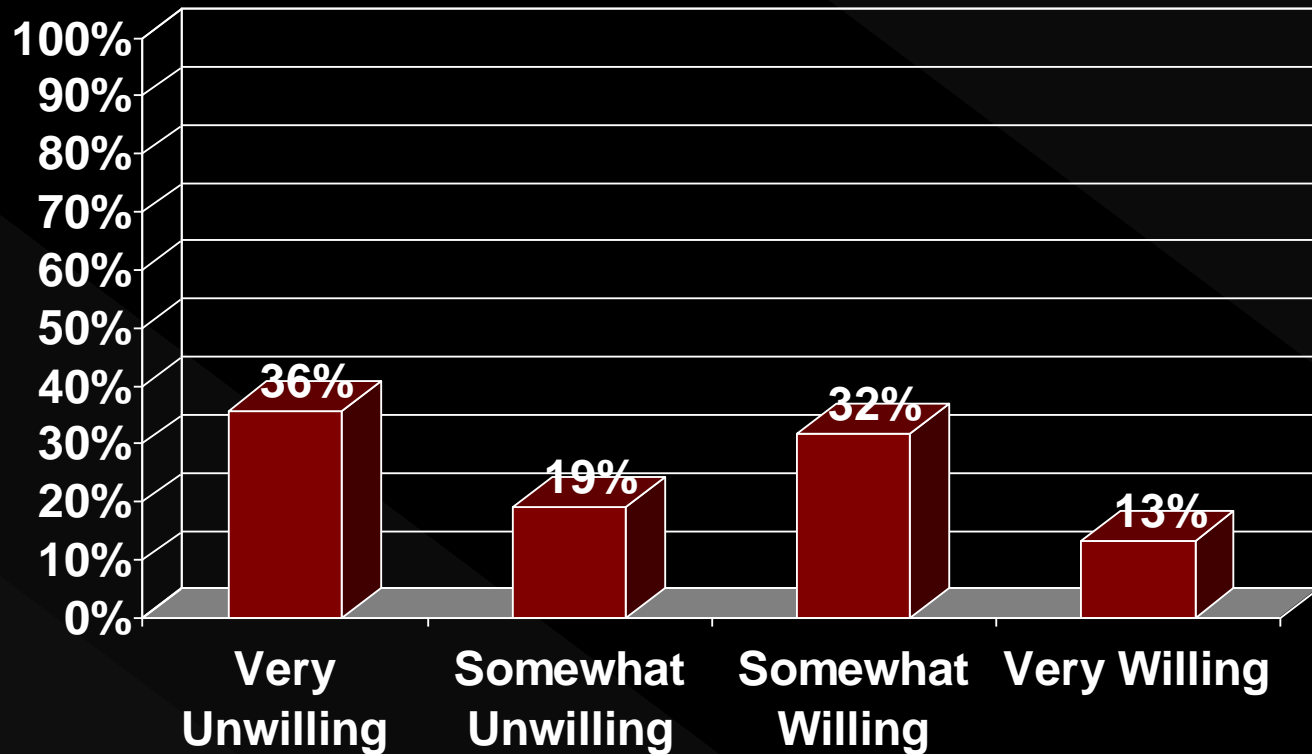
If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

Willingness to receive information through... door hanger left on your door by someone from the church



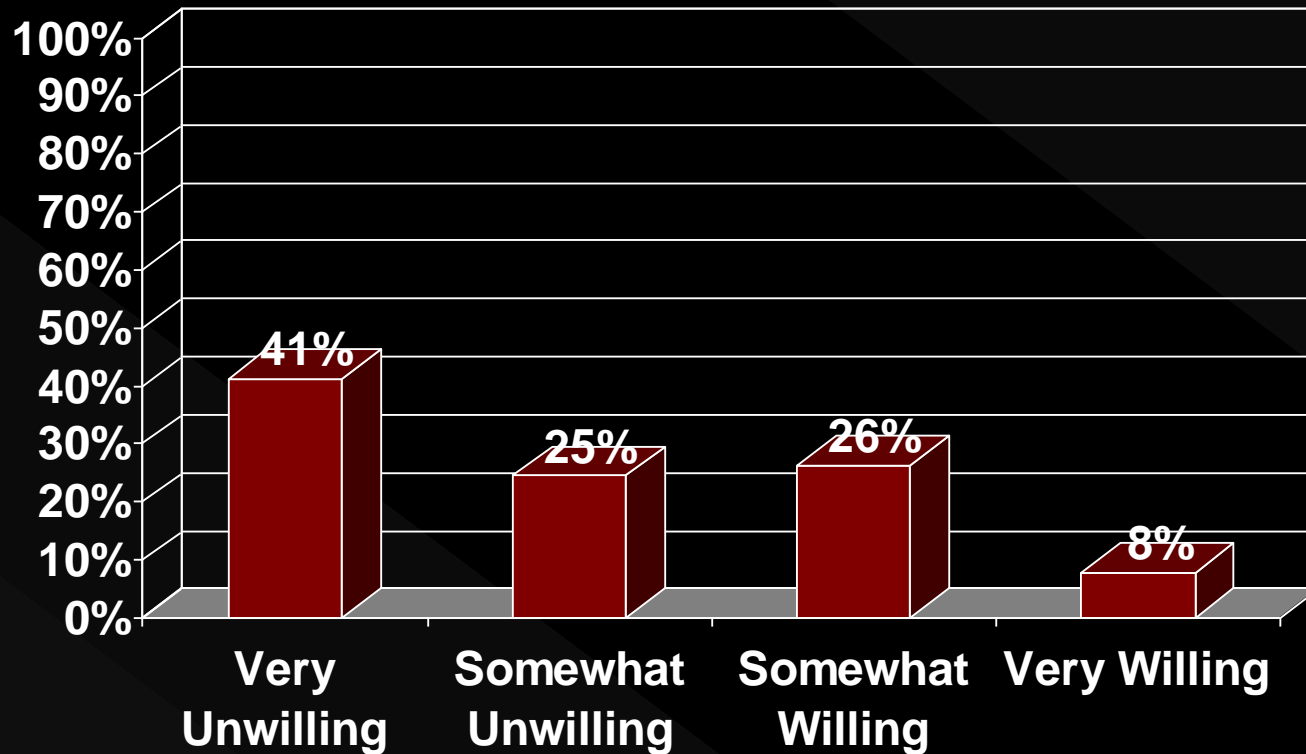
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Willingness to receive information through... letter in your mailbox



If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

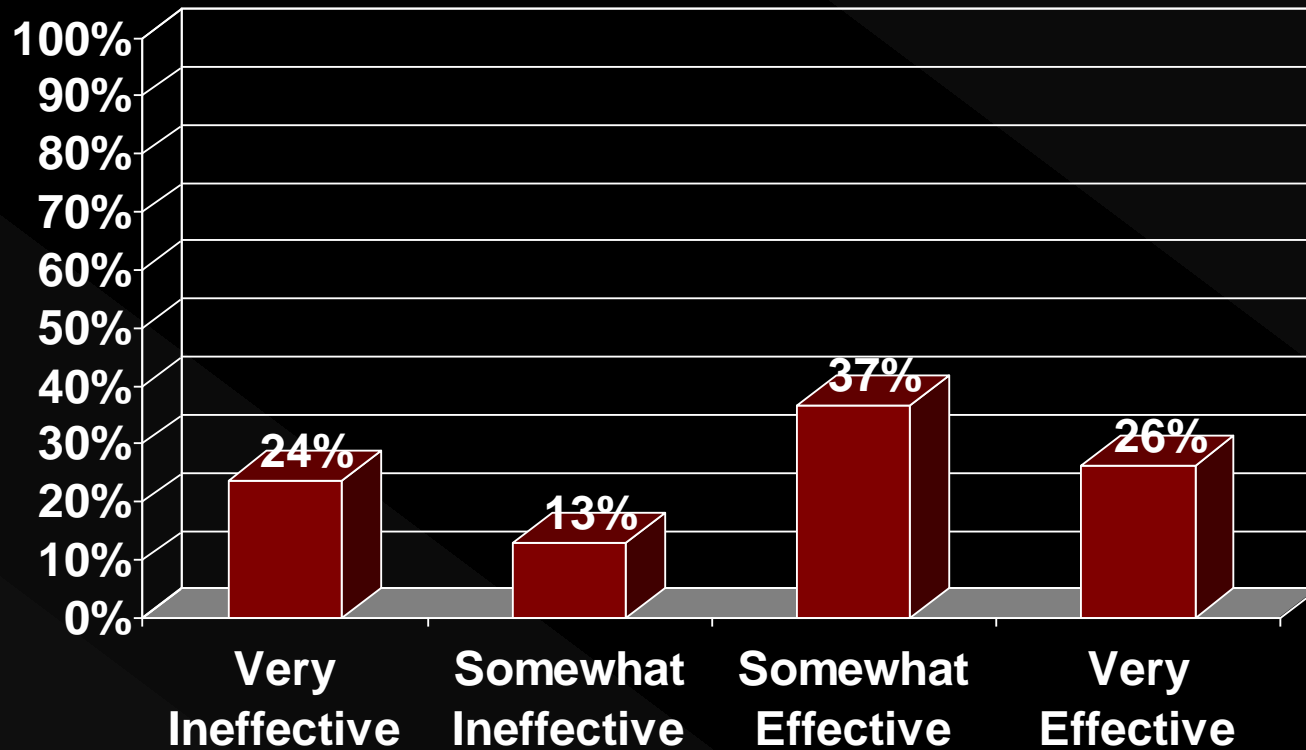
Willingness to receive information through... social networking website



If a local congregation or faith community wanted to reach out and inform you of what they have to offer, how willing would you be to receive information through each of the following methods?

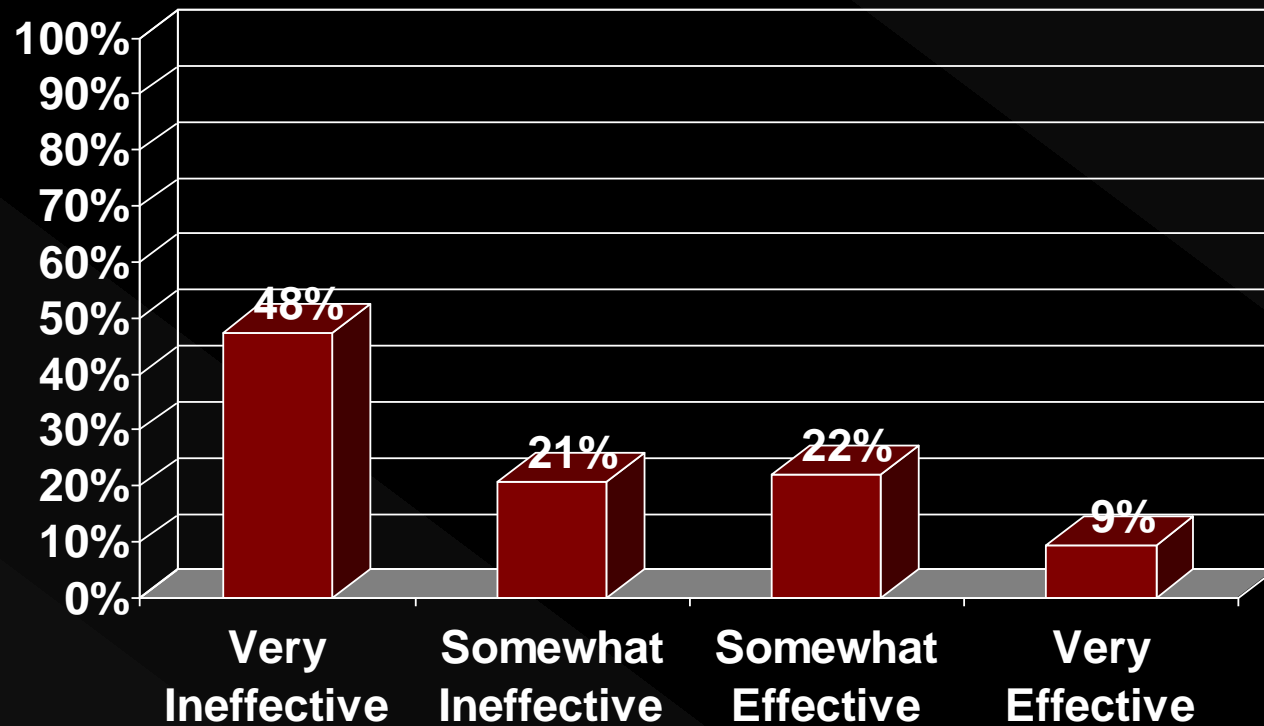
How **effective** Americans think each method would be in getting them to visit a local congregation or faith community

Effectiveness of an invitation via... personal invitation from a friend or neighbor from the church



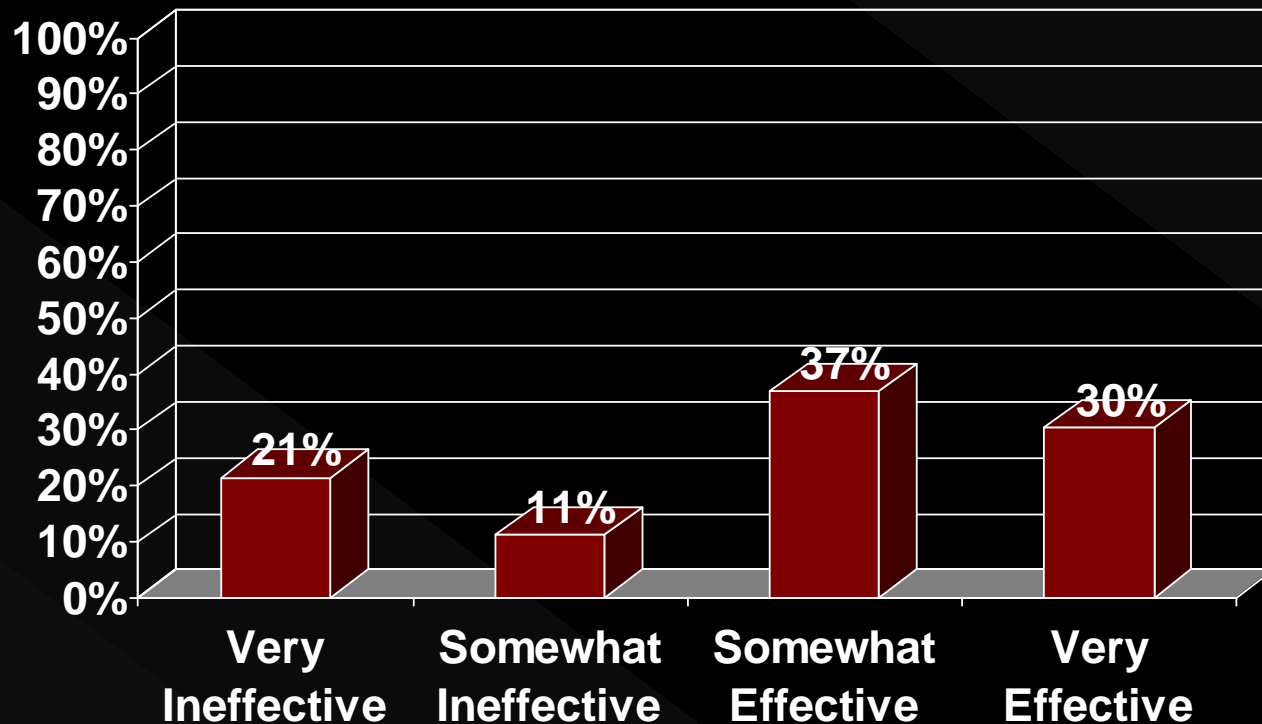
If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit.

Effectiveness of an invitation via... visit to your door by a member of that church or faith community



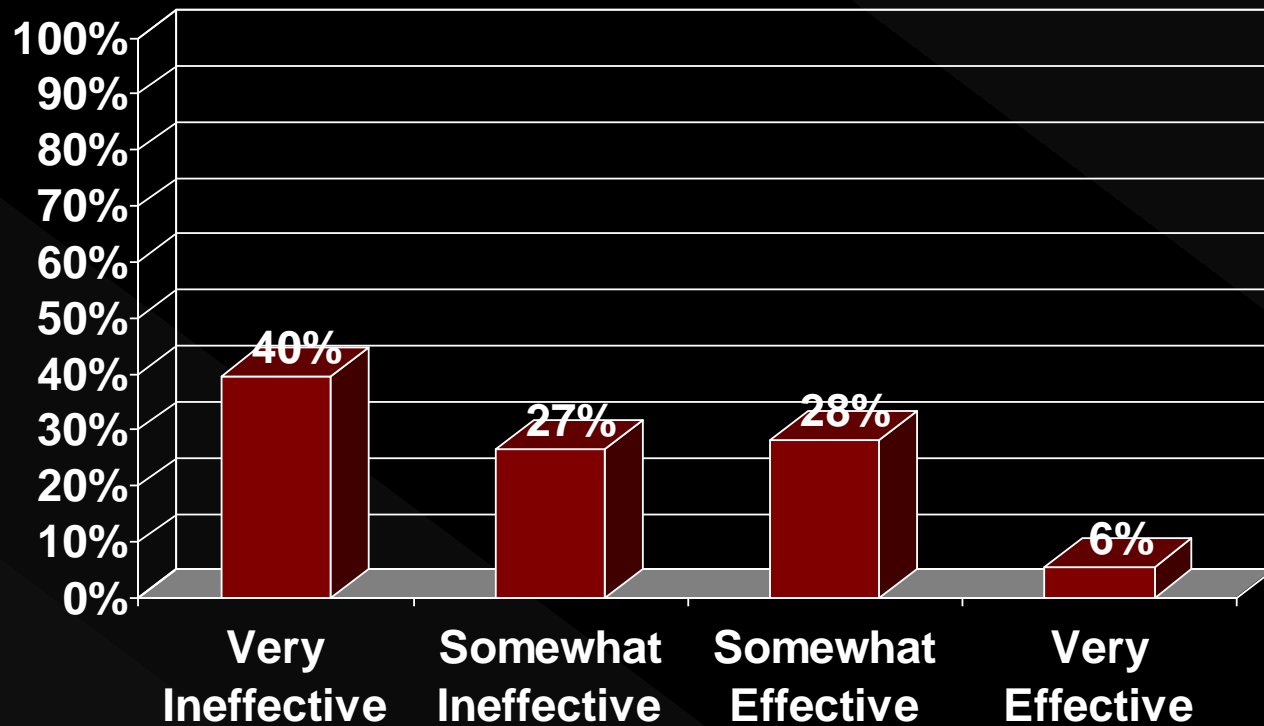
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Effectiveness of an invitation via... personal invitation from a family member



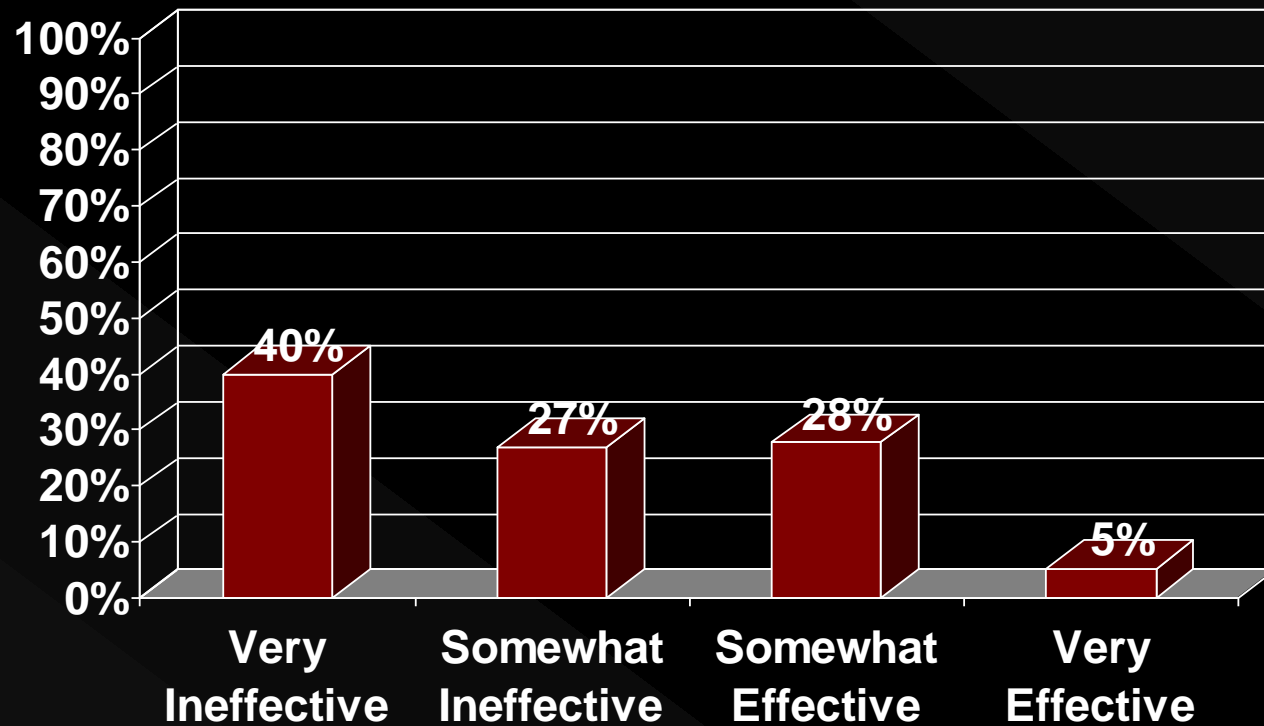
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Effectiveness of an invitation via... TV commercial



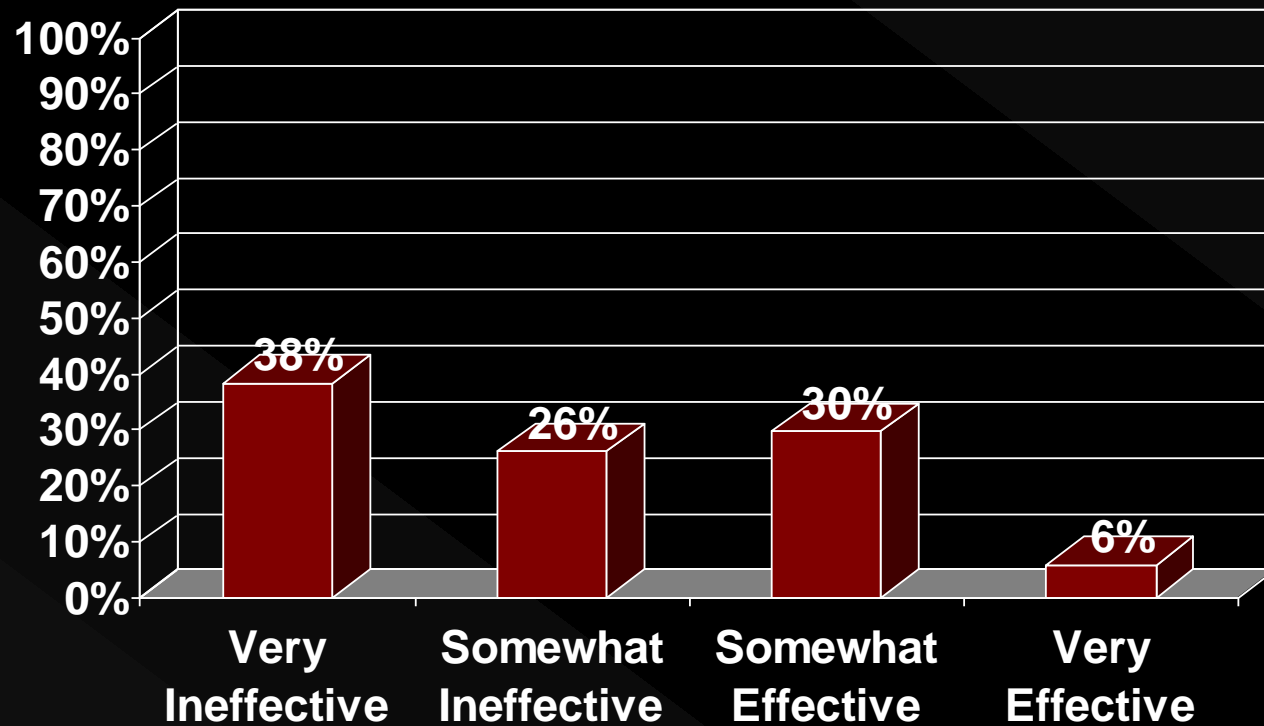
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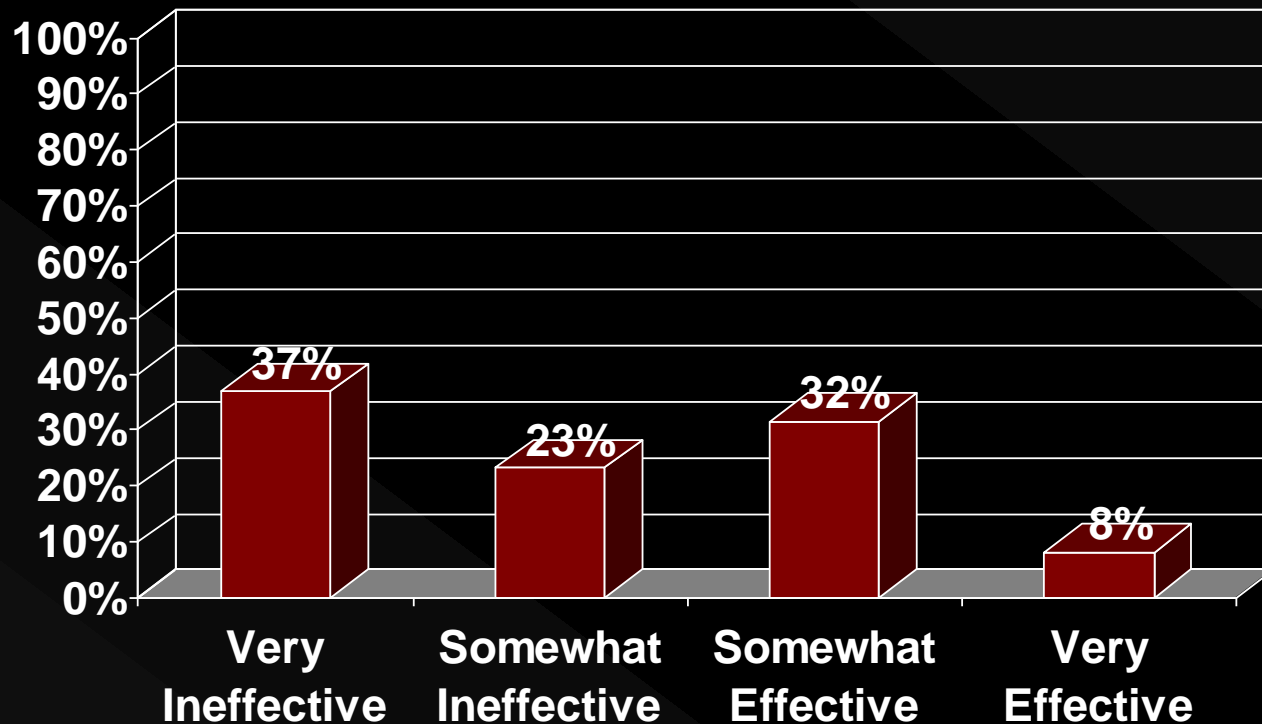
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Effectiveness of an invitation via... newspaper or magazine ad



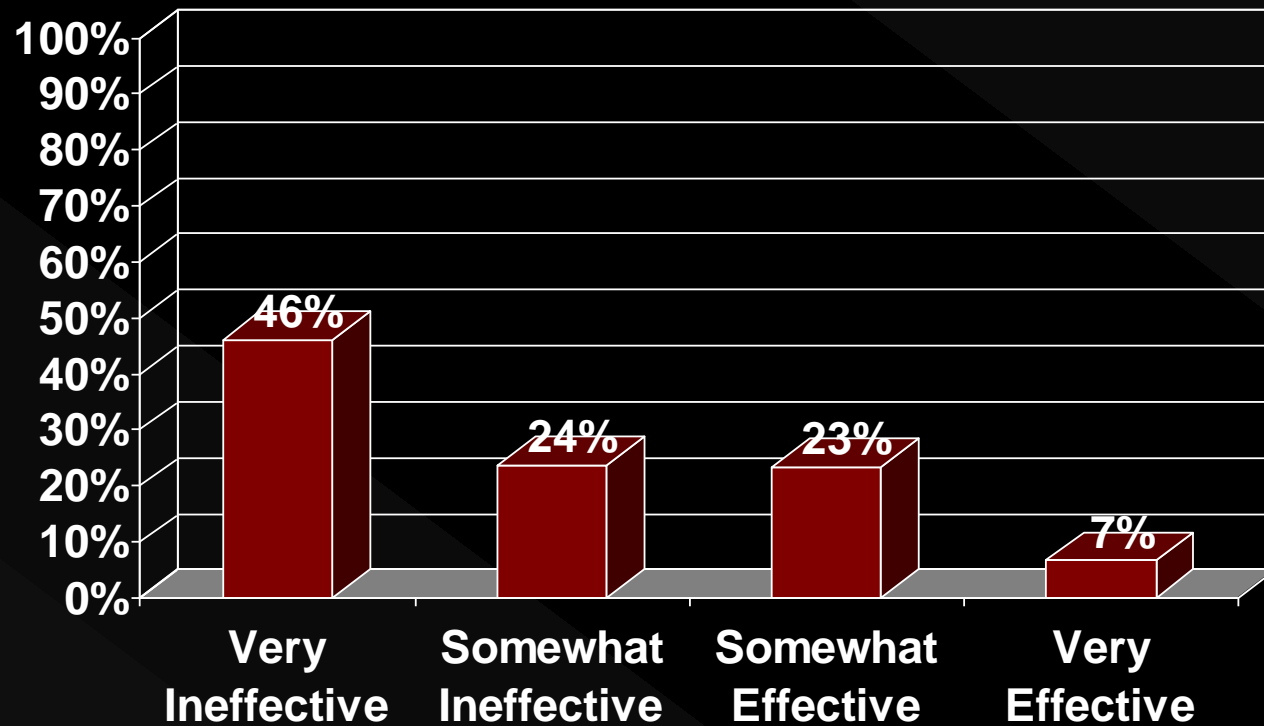
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Effectiveness of an invitation via... worship ad in the weekly religion section of the newspaper



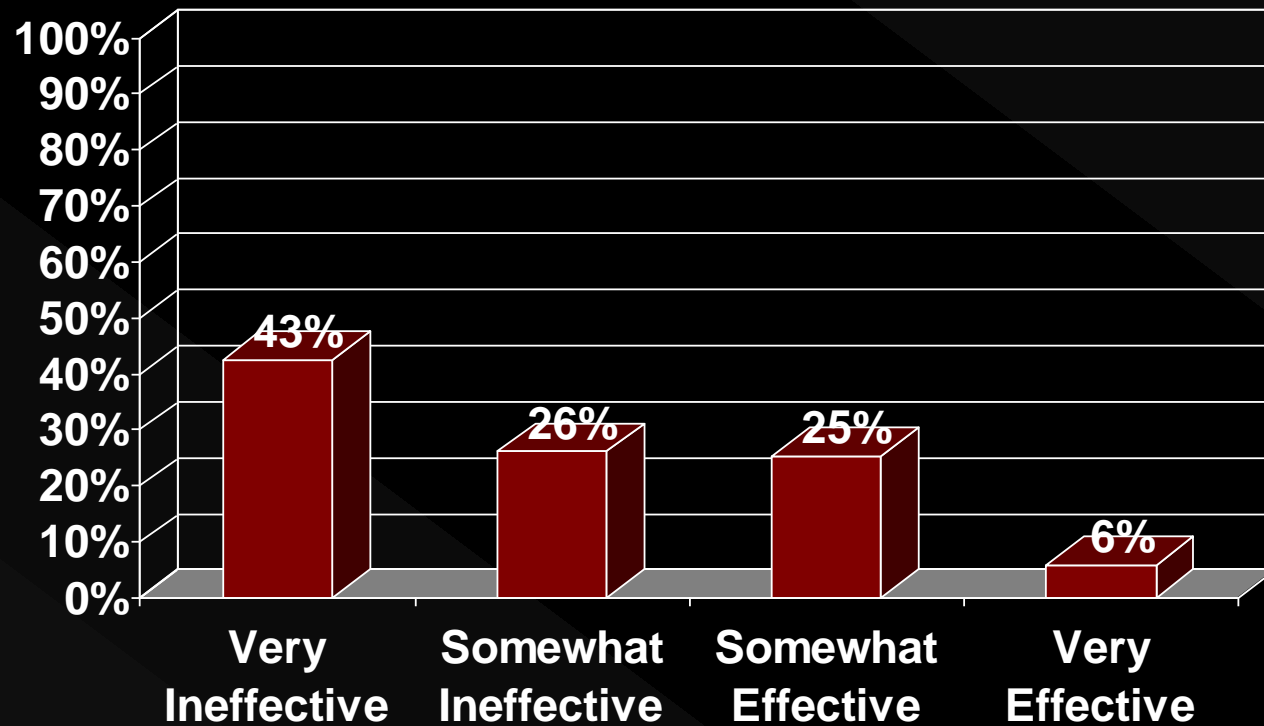
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Effectiveness of an invitation via... email message



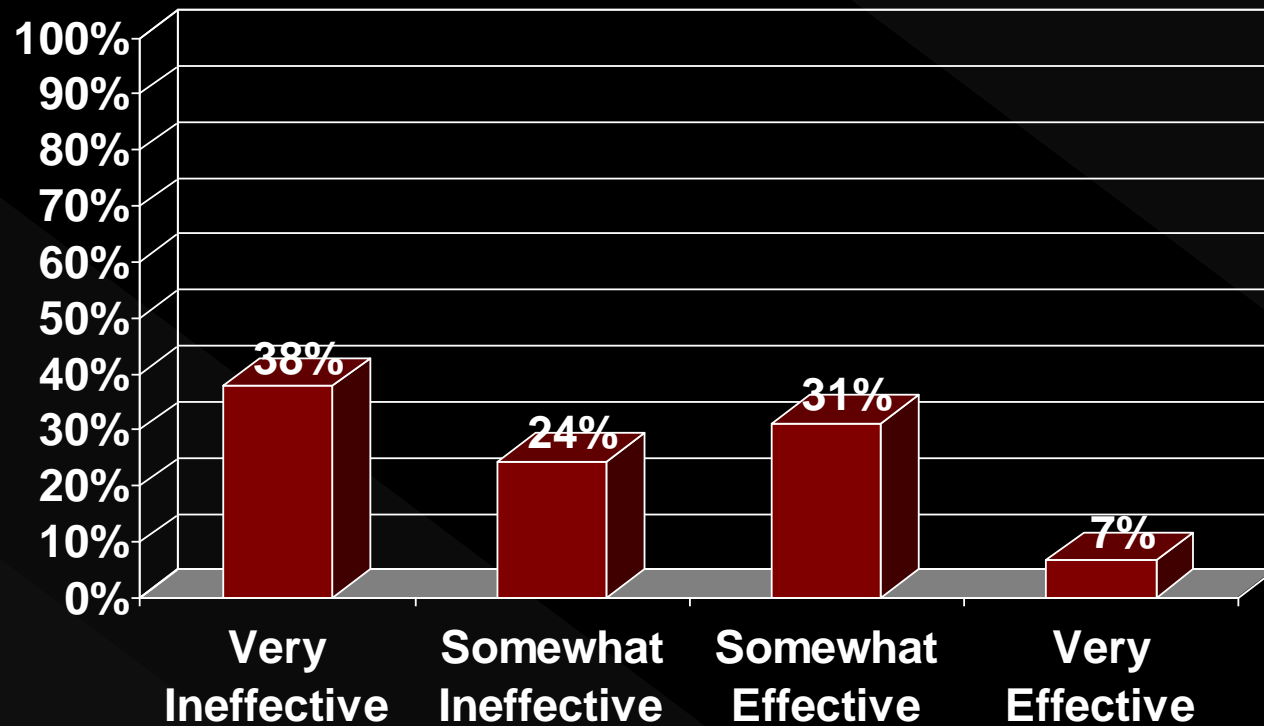
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Effectiveness of an invitation via... website listing or ad



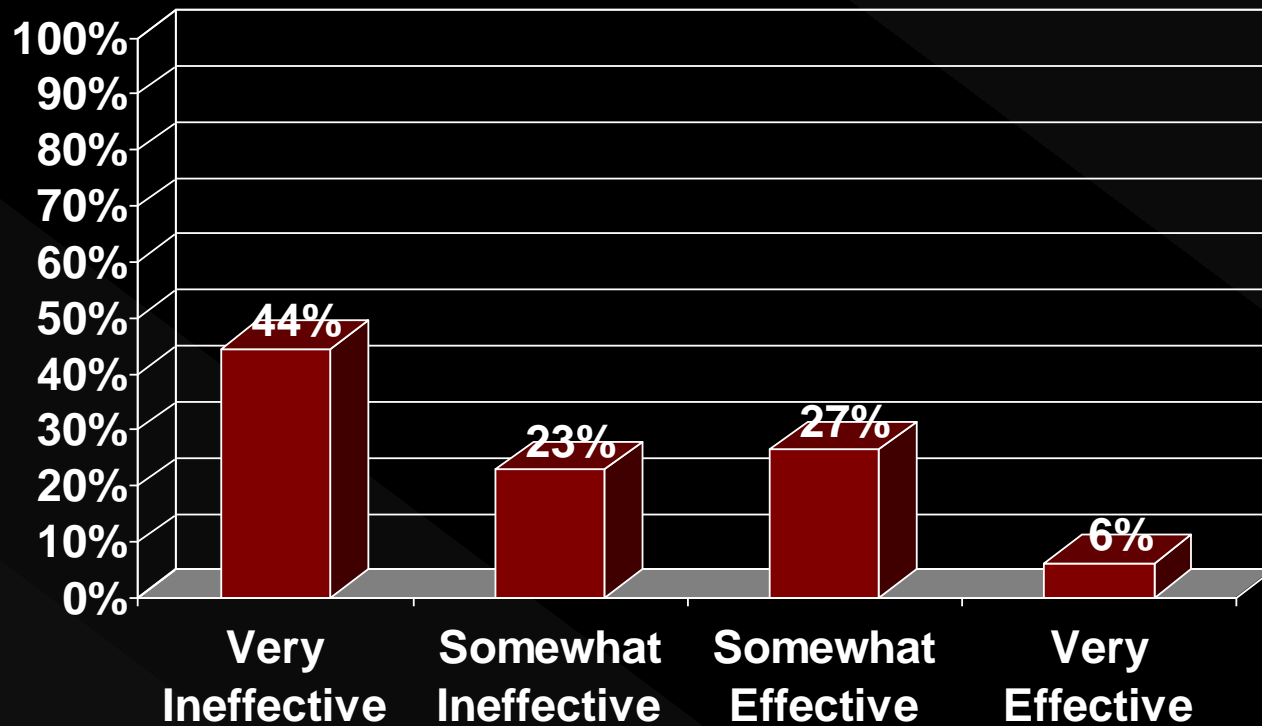
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Effectiveness of an invitation via... outdoor sign or billboard



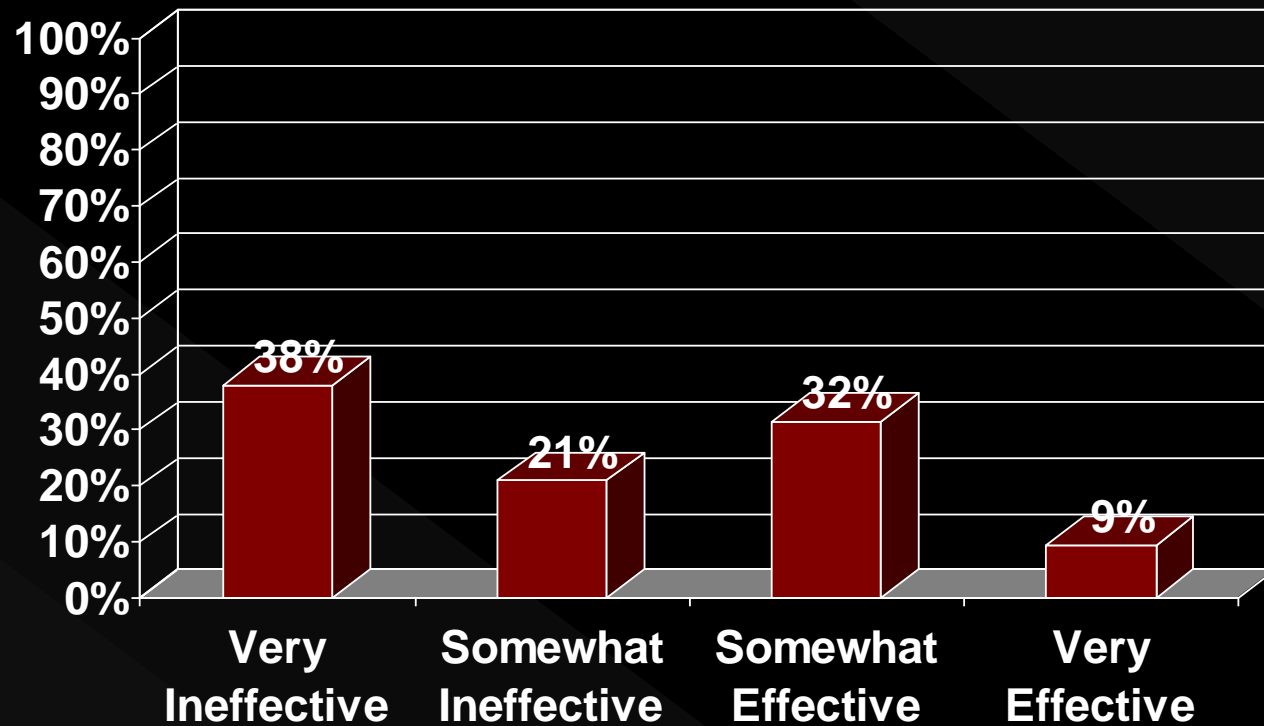
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Effectiveness of an invitation via... door hanger left on your door by someone from the church



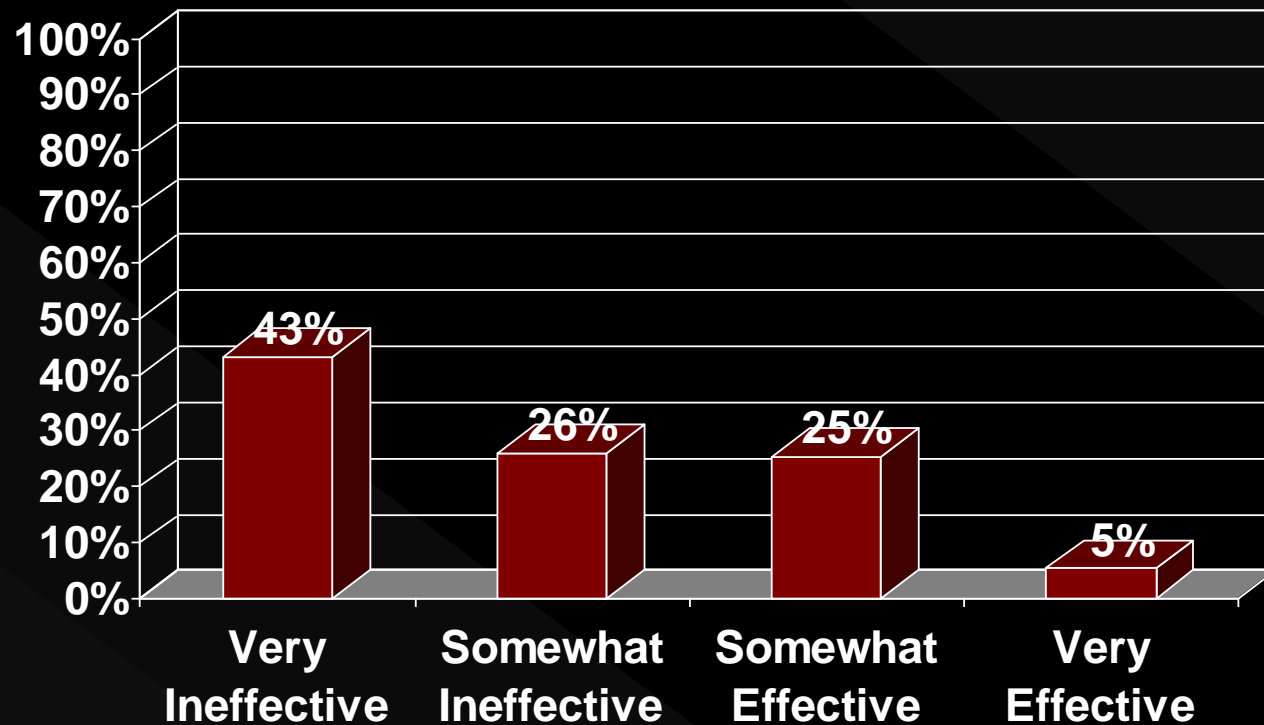
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Effectiveness of an invitation via... letter in your mailbox



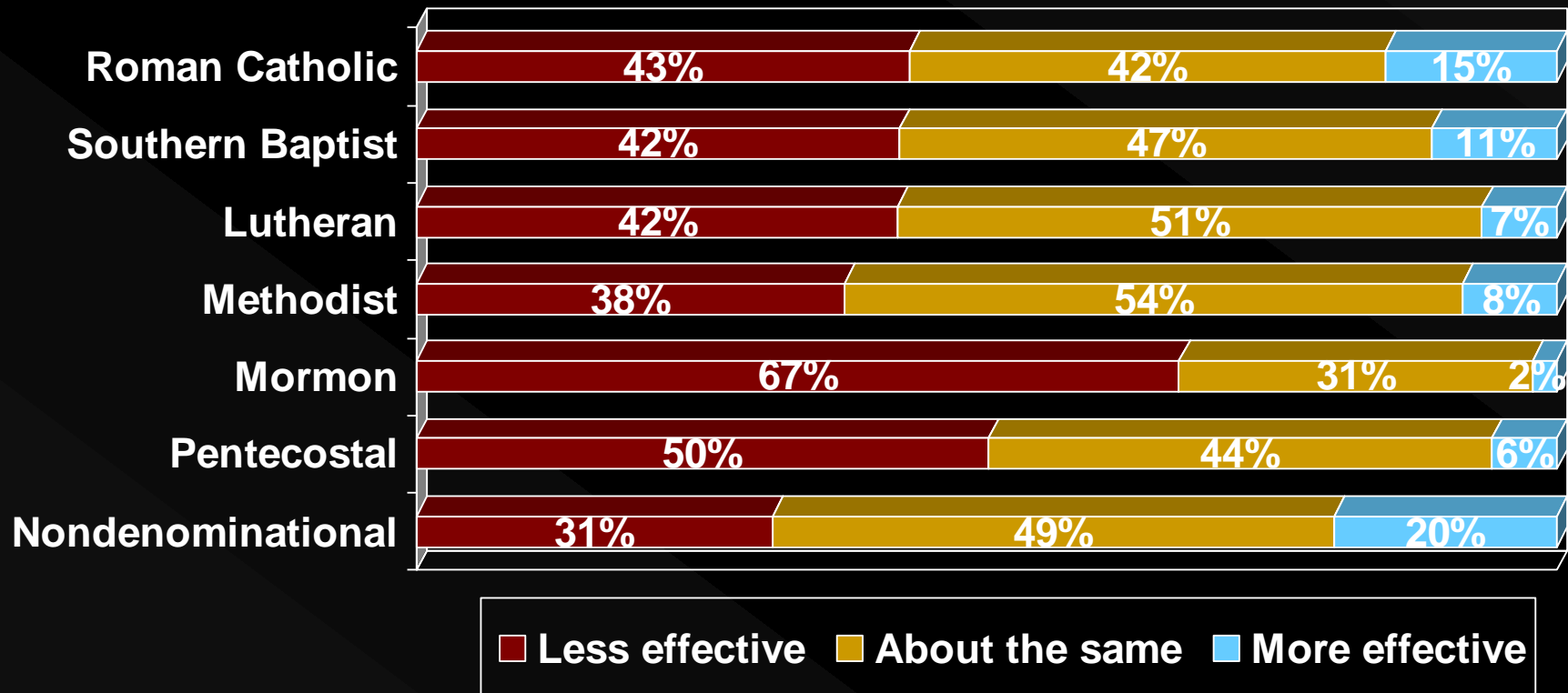
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Effectiveness of an invitation via... social networking website



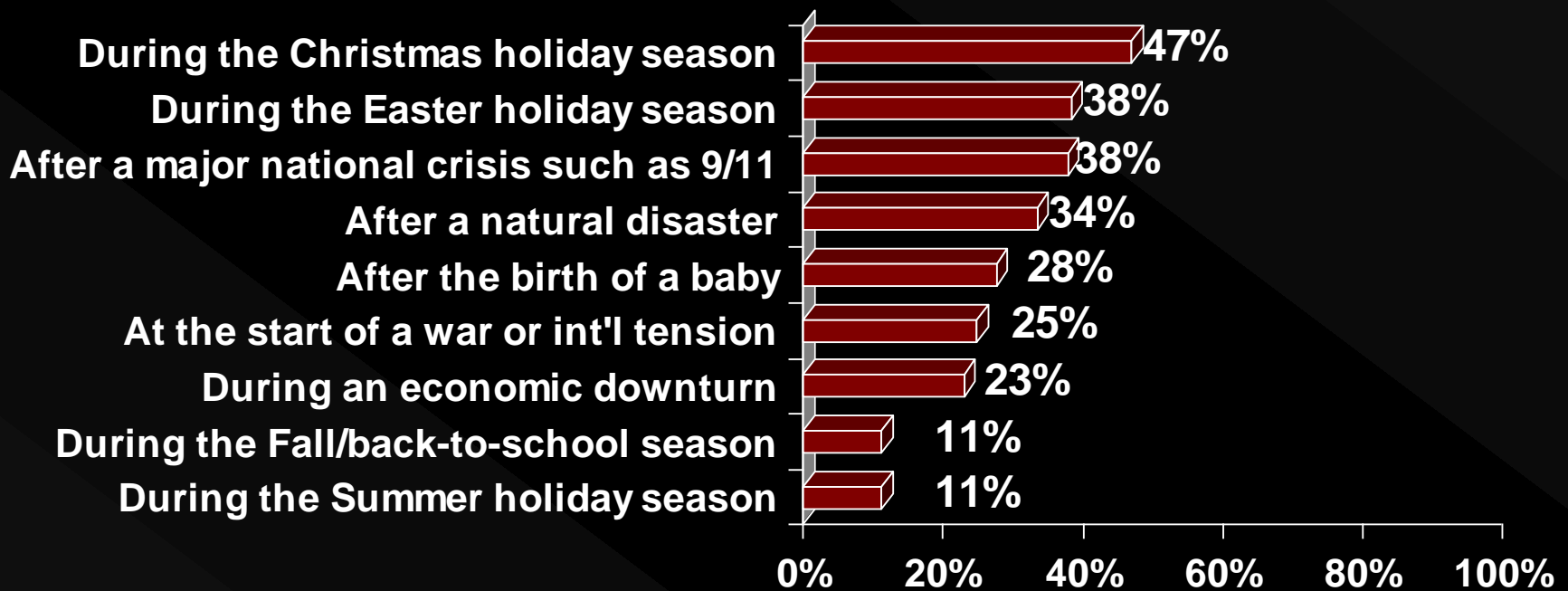
If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit.

Effectiveness if you knew the invitation was from the following type of church



Considering your responses to the methods used by a local congregation or faith community in the previous question, would the invitation be more effective, less effective or about the same if you knew the invitation was from one of the following types of churches:

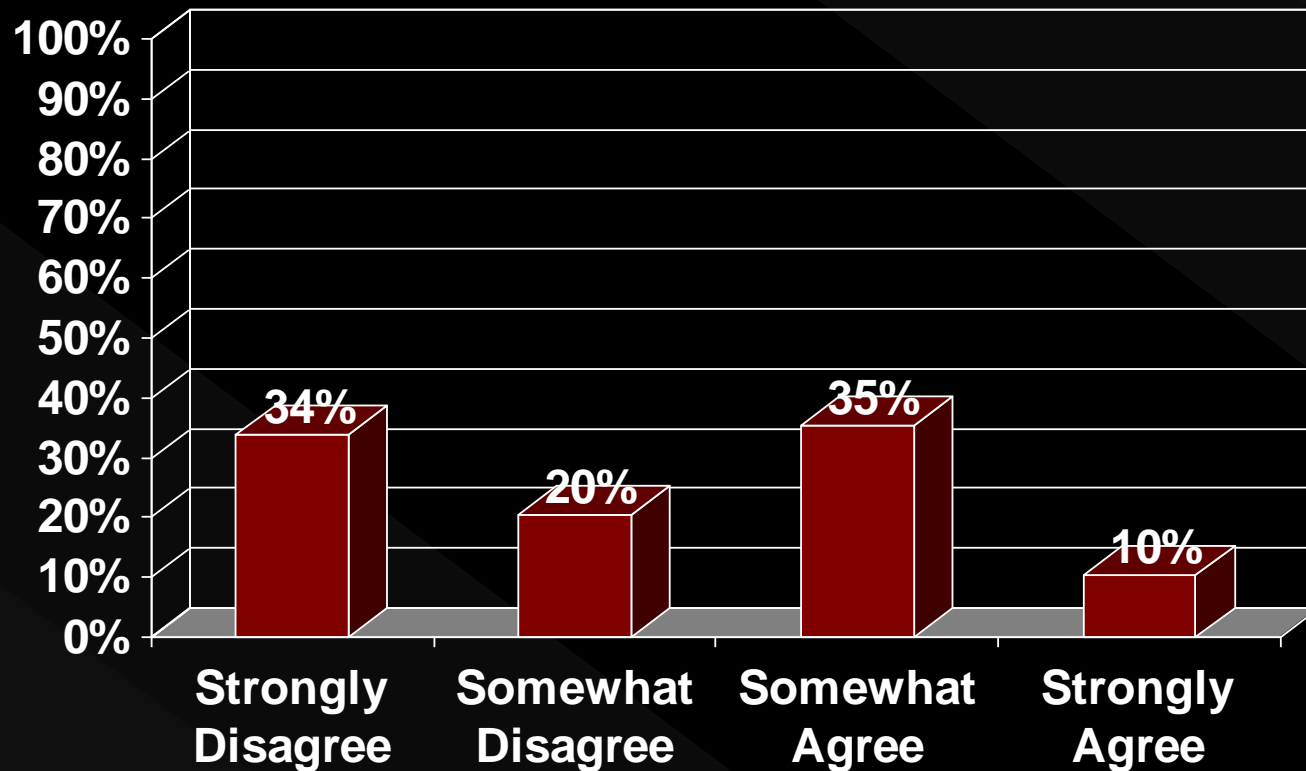
Times you have been more open to considering matters of faith



Have you been more open to considering matters of faith during any of the following times in your life?

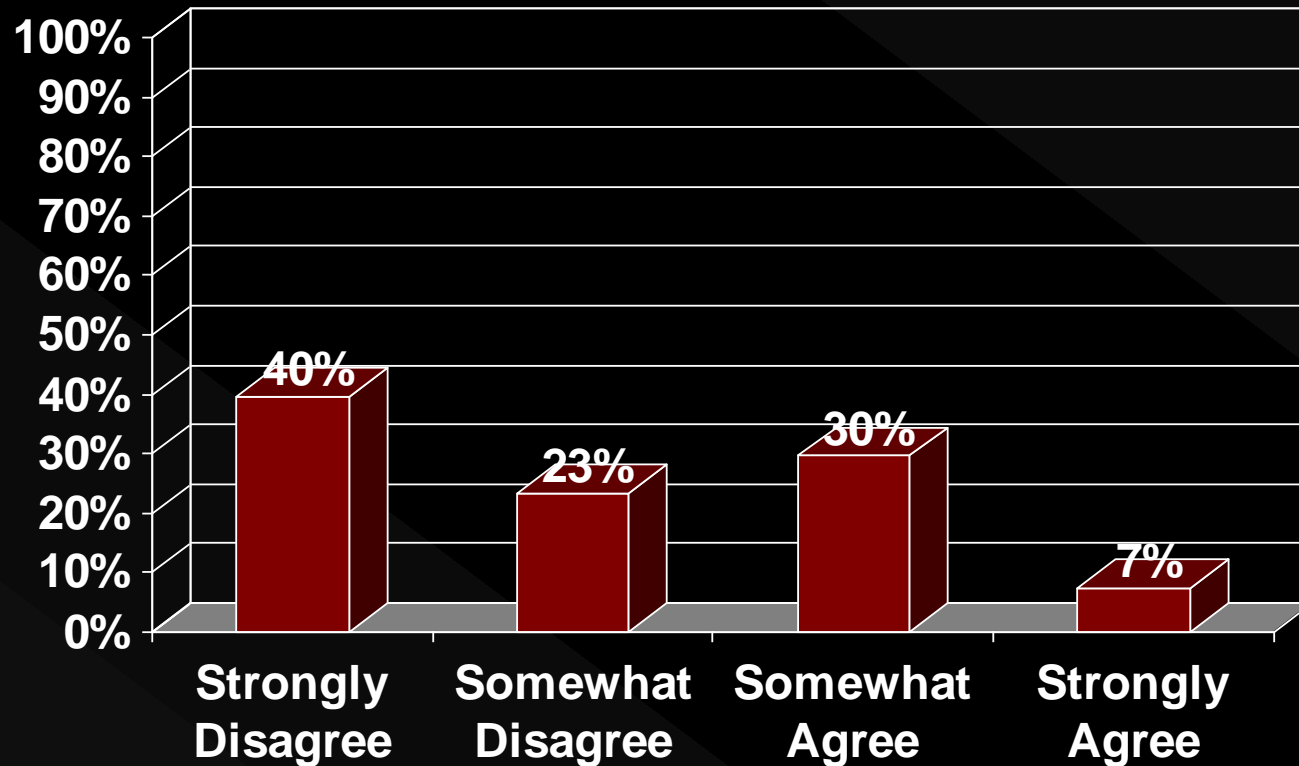
Americans' responses to specific approaches

“If a local church gave me a video to watch on my own that showed what their church services were like and what they believed, I would watch it.”



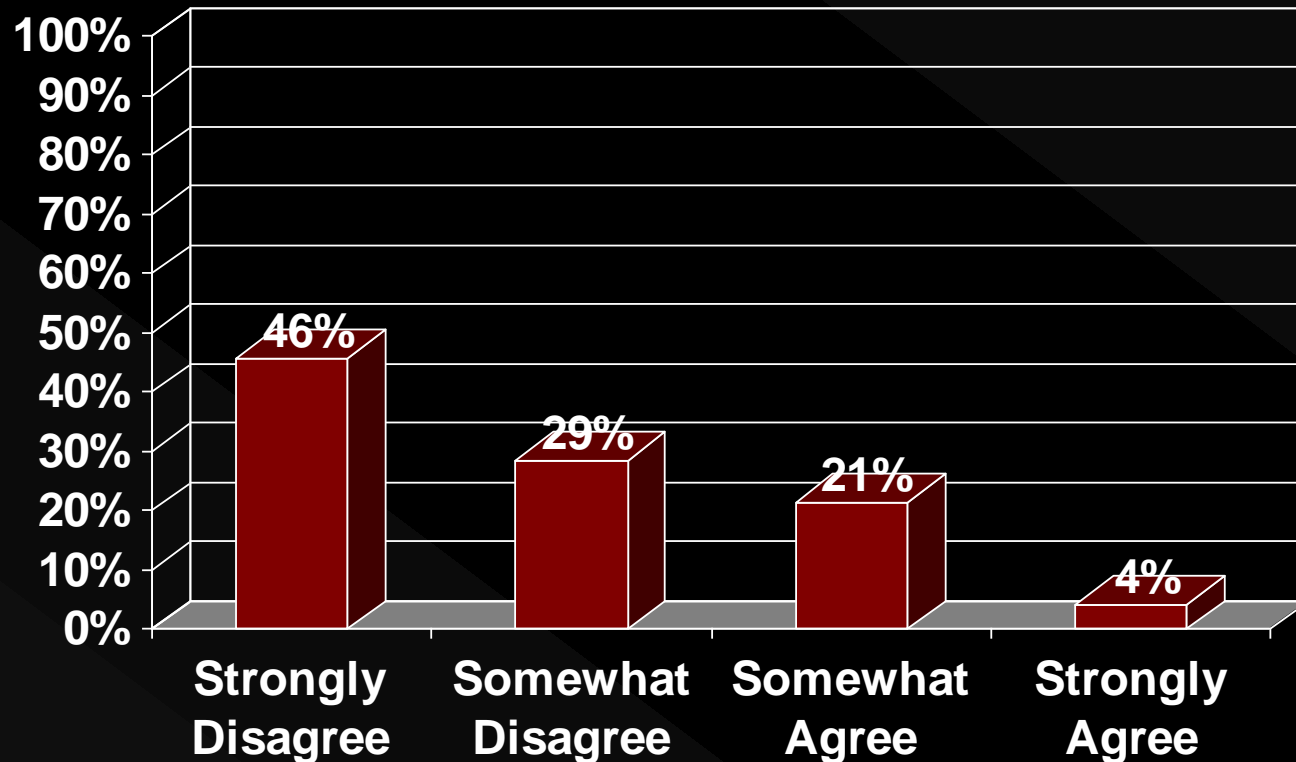
For each statement below, please indicate your level of agreement.

“I would click on a local church’s website if it appeared among links in a Google search I conducted online.”



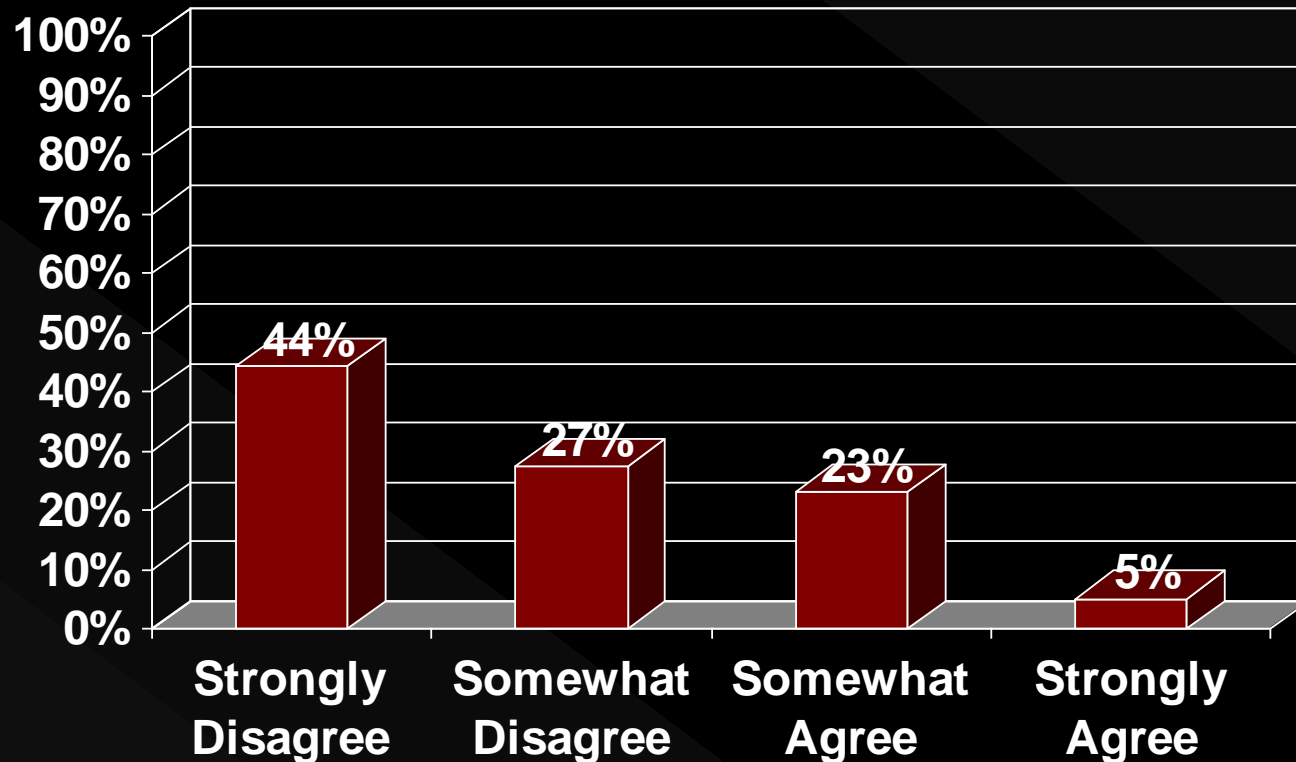
For each statement below, please indicate your level of agreement.

“I would click on a religious advertisement if it appeared among links in a Google search I conducted.”



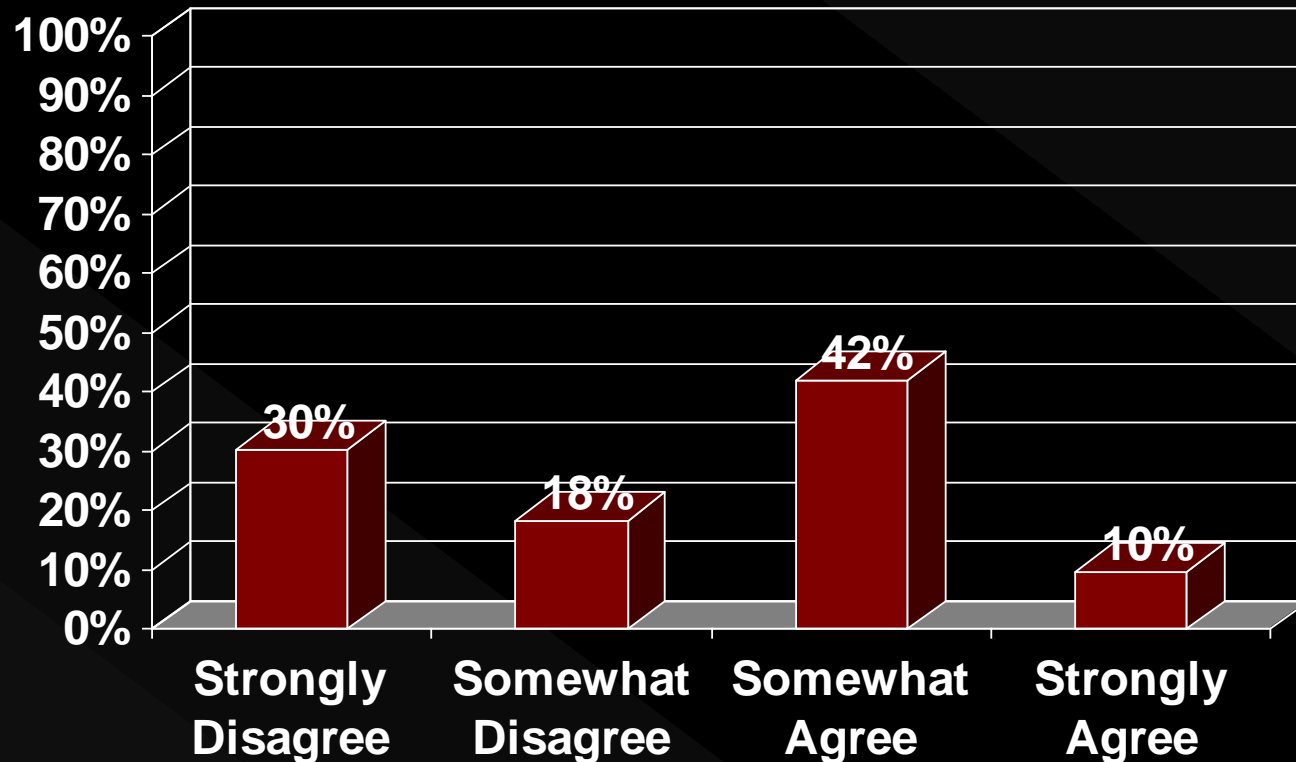
For each statement below, please indicate your level of agreement.

“I would view a religious video if it appeared among links in a Google or YouTube search I conducted online.”



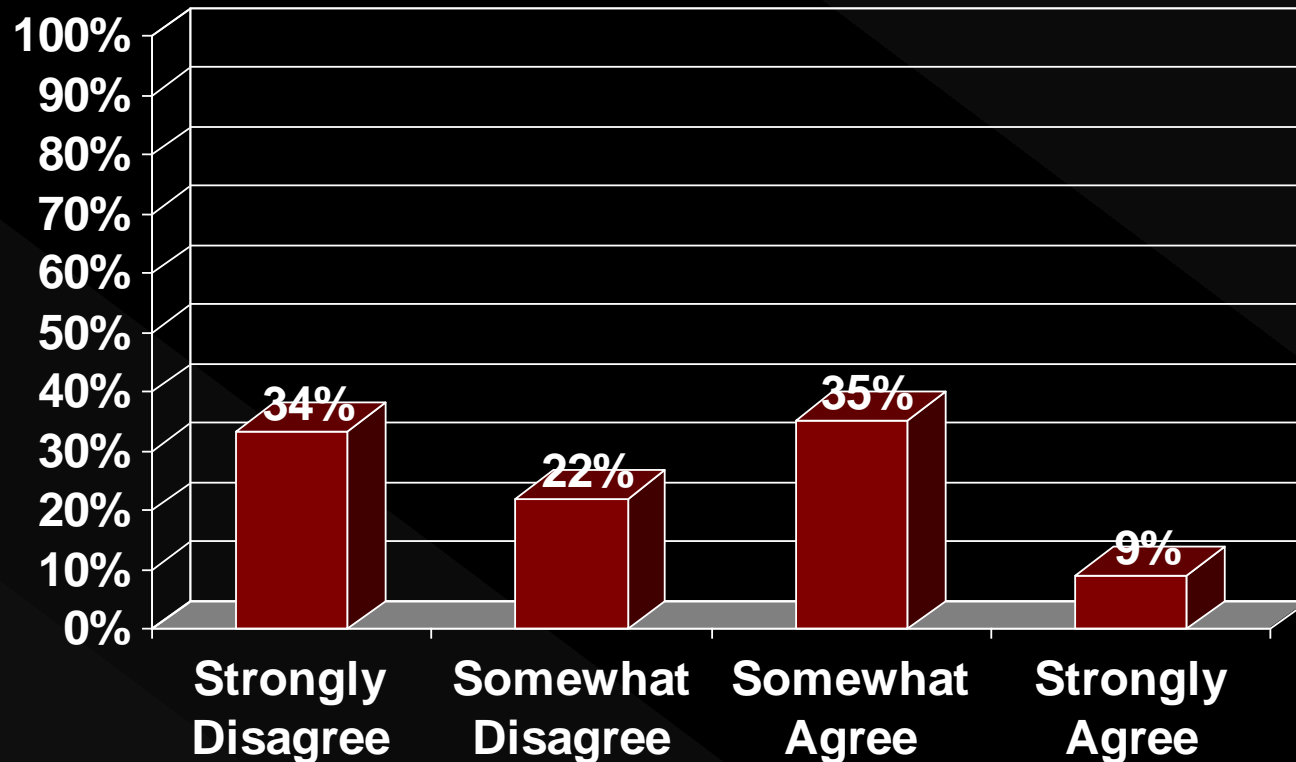
For each statement below, please indicate your level of agreement.

“If I received a postcard from a church advertising upcoming talks on topics that mattered to me, I might visit.”



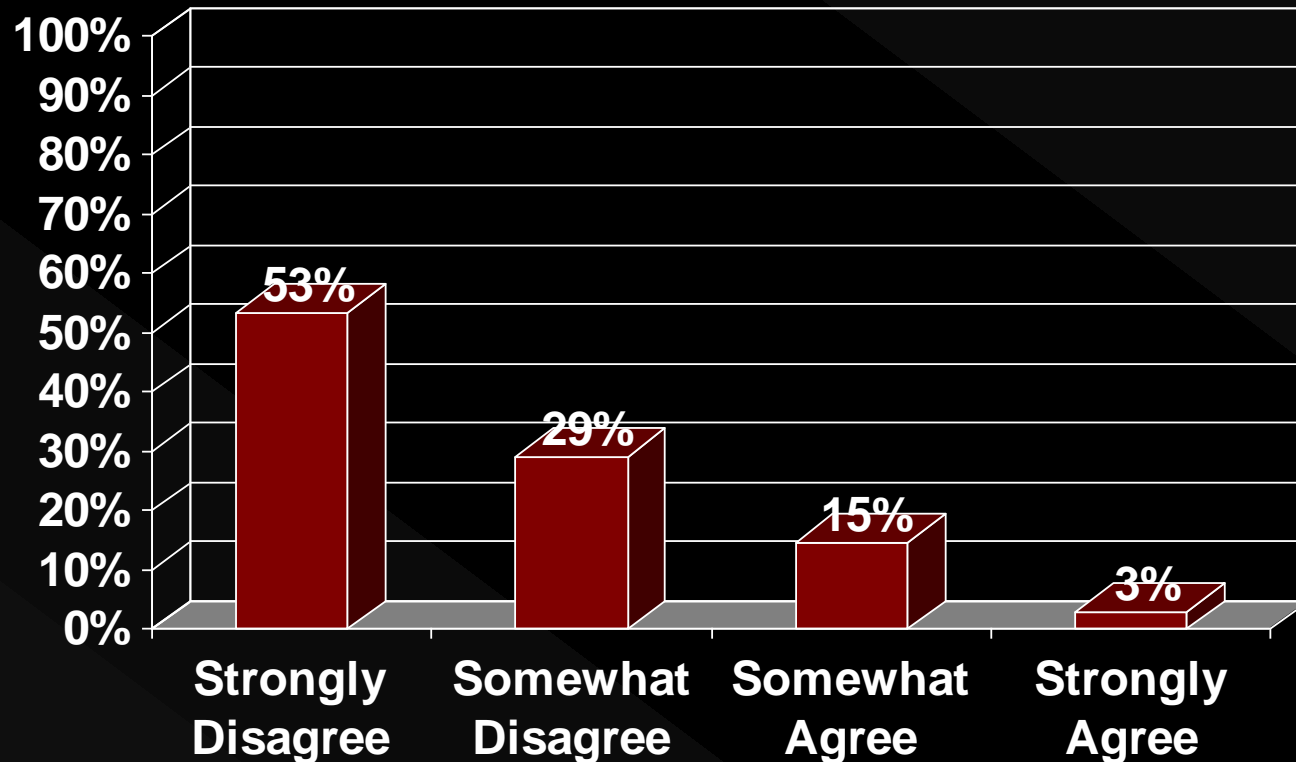
For each statement below, please indicate your level of agreement.

“If I saw an ad with interesting information about matters of faith that also listed a website, I would visit the website.”



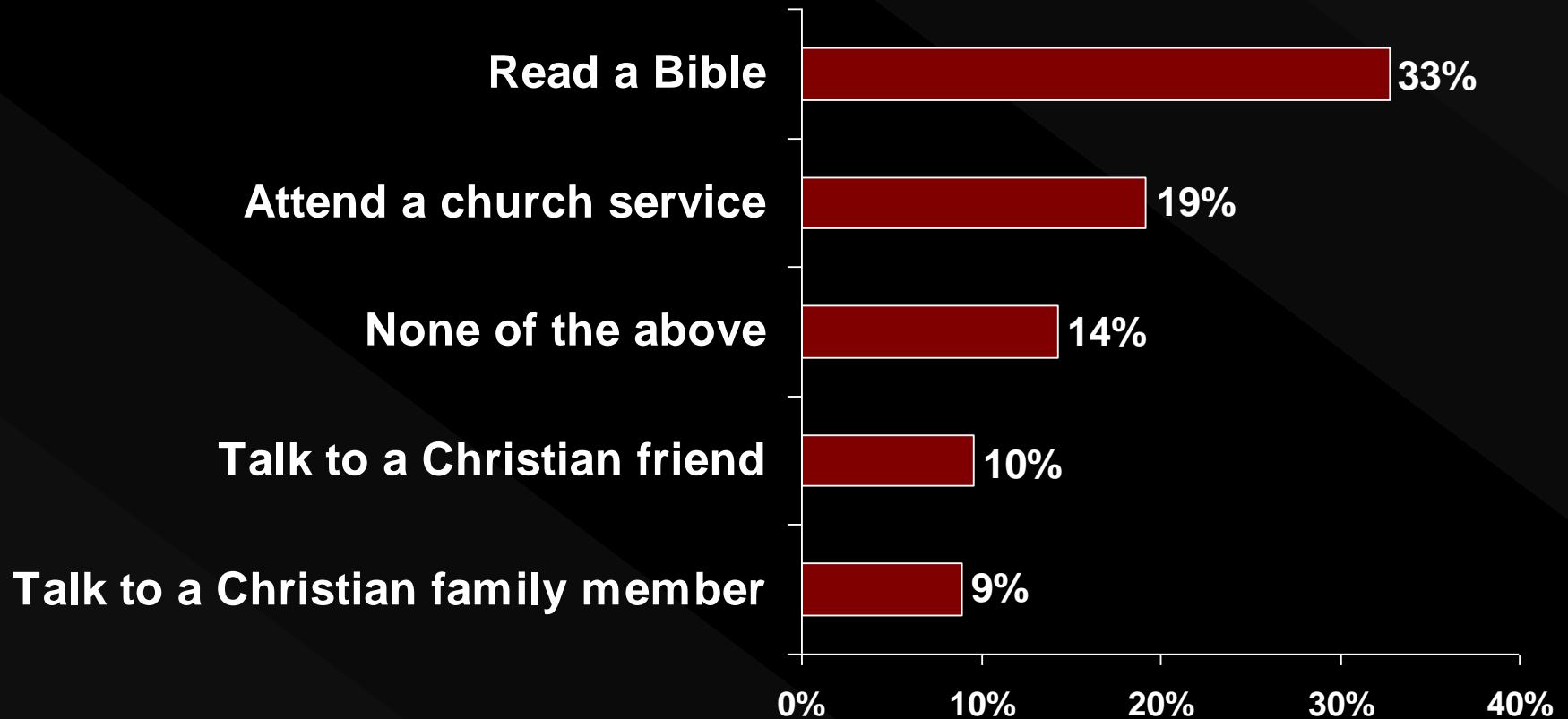
For each statement below, please indicate your level of agreement.

“If I saw an ad with interesting information about matters of faith that listed an 800 number to request information by mail, I would call the 800 number.”



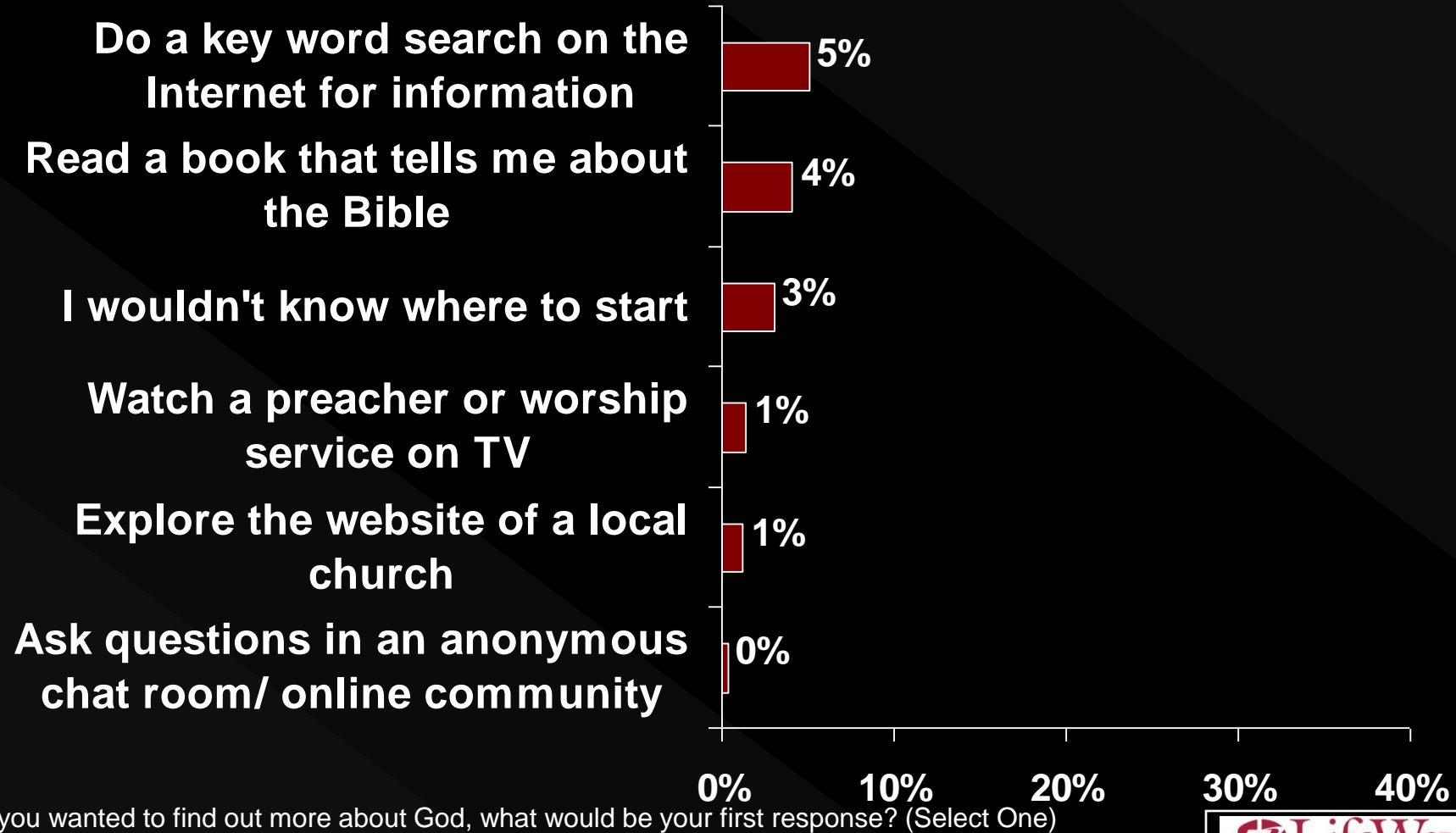
For each statement below, please indicate your level of agreement.

First response, if you wanted to find out more about God:



If you wanted to find out more about God, what would be your first response? (Select One)

First response, if you wanted to find out more about God: continued



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