

Internet Usage Survey Final Results

Activity	How often I usually do this...				
	More than once a day	Once a day	A few times a week	Once a week or less	I don't do this
I use a computer.	68%	13%	15%	4%	1%
I check my email.	52%	16%	18%	9%	5%
I visit web sites.	54%	14%	20%	9%	4%
I send or receive an instant message (IM).	20%	4%	9%	15%	52%
I use text messaging on my cell phone.	24%	3%	8%	16%	49%
<i>I have done the following on the Internet in the last month (check all that apply):</i>					
75% Read news/sports/weather stories	88% Searched for information				
60% Purchased something	52% Online banking				
82% Viewed maps/got driving directions	12% Listened to a podcast				
26% Visited a social network site (MySpace, Friendster, etc)	7% Updated my social network profile				
59% Viewed pictures of family/friends	32% Uploaded pictures to share				
49% Watched a video	9% Uploaded a video				
30% Read a blog	7% Wrote a blog entry				
If your pastor or group leader had a blog or web site they updated once or more a week, would you read it?				81% Yes	19% No
If the church made registration for events available online, would you use it?				84% Yes	16% No
If the church made it possible to do regular giving online, would you do it?				48% Yes	52% No
How important is a church web site? 32% Very important 40% Important 23% Somewhat important 5% Not important					
Favorite web sites: top results were Google, Yahoo, MySpace, YouTube, MapQuest, Facebook					
Features like to see: top results were Bible study materials, calendar of events, church directory, pictures/videos of church activities, staff bois and testimonies, sermon notes, podcast/video of church, communication. Several comments stated: "make sure it is correct"					
Miscellaneous demographic detail:					
N=249		Age breakdown:		Small group breakdown:	
97 male		under 20: 35		15 in junior high	
144 female		21 to 30: 24		28 high school	
8 declined to state		31 to 40: 28		44 passage	
		41 to 50: 44		29 WOW	
37 in leadership		51 to 60: 56		19 Desperate Homemakers	
		61 to 70: 17		11 Joint Heirs	
		Over 70: 7		13 Truth Matters	

Breakdown of results by groups

		Overall (n=249)	F (n=144)	M (n=97)	Jr Hi (n=15)	HS (n=28)	Passage (n=44)	<30 (n=59)	30-49 (n=72)	50+ (n=81)
Overall importance	<i>Out of 3</i>	1.99	2.11	1.87	2.08	1.69	2.11	1.79	2.27	1.94
Use a computer	<i>Out of 4</i>	3.42	3.32	3.56	3.13	3.50	3.55	3.37	3.51	3.37
Check email	<i>Out of 4</i>	3.02	2.96	3.06	2.47	2.27	3.23	2.58	3.28	3.13
Visit web	<i>Out of 4</i>	3.04	2.83	3.32	3.20	3.37	3.23	3.21	3.25	2.70
IM	<i>Out of 4</i>	1.25	1.20	1.25	1.60	1.92	1.29	1.52	1.26	0.88
Text	<i>Out of 4</i>	1.37	1.47	1.17	2.33	2.70	2.07	2.67	1.14	0.65
Online registration	%	0.84	0.84	0.85	0.87	0.77	0.86	0.79	0.92	0.84
Online giving	%	0.48	0.43	0.54	0.54	0.73	0.67	0.59	0.53	0.38
Read Pastor blog	%	0.81	0.82	0.80	0.80	0.69	0.76	0.76	0.89	0.81
Read news/sports/weather	%	0.75	0.70	0.83	0.47	0.59	0.80	0.63	0.86	0.75
Purchased something	%	0.60	0.54	0.66	0.47	0.30	0.68	0.39	0.65	0.71
Viewed maps/directions	%	0.82	0.81	0.84	0.53	0.67	0.83	0.67	0.88	0.87
Visited social network	%	0.26	0.26	0.24	0.40	0.63	0.34	0.54	0.15	0.10
Viewed pictures	%	0.59	0.66	0.50	0.40	0.63	0.61	0.67	0.57	0.56
Watched a video	%	0.53	0.49	0.58	0.67	0.63	0.44	0.54	0.54	0.49
Read a blog	%	0.34	0.36	0.31	0.33	0.30	0.39	0.37	0.32	0.35
Searched for info	%	0.90	0.86	0.94	0.87	0.78	0.88	0.86	0.94	0.92
Online banking	%	0.54	0.50	0.61	0.20	0.22	0.78	0.41	0.58	0.62
Listed to a podcast	%	0.12	0.09	0.17	0.53	0.11	0.10	0.13	0.14	0.10
Updated social network	%	0.07	0.09	0.06	0.27	0.15	0.08	0.18	0.03	0.04
Uploaded pictures	%	0.32	0.36	0.27	0.33	0.37	0.35	0.43	0.31	0.25
Uploaded video	%	0.09	0.09	0.10	0.13	0.15	0.13	0.14	0.09	0.10
Wrote a blog entry	%	0.07	0.07	0.08	0.13	0.15	0.20	0.16	0.02	0.04

Note: highlighted cells represent values more than 25% different than the overall score for that question.

Comments

- Overall importance of web site does not vary too much across the board. Highest for 30-49 group, lowest for high school.
- Computer use high across the board (> "once a day" for all groups).
- Web site visiting greater than "once a day" for all groups except 50+.
- Use of IM highest for junior high and high school.
- Use of text messaging much higher for <30, drops off for older congregants.
- Online giving attractive to high school and Passage.
- Everyone wants to read the pastor's blog!
- Social networking sites popular for <30 and younger.