

Inspired Mobility Survey Results

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Methodology

- **Online survey with 1,000 U.S. adult 18 and older**
- **Survey fielded December 9-17, 2014 by ResearchNow**
- **Qualification criteria: must use a desktop/laptop computer, tablet/eReader and/or cellphone/smartphone to access the Internet**

Other Methodology Notes

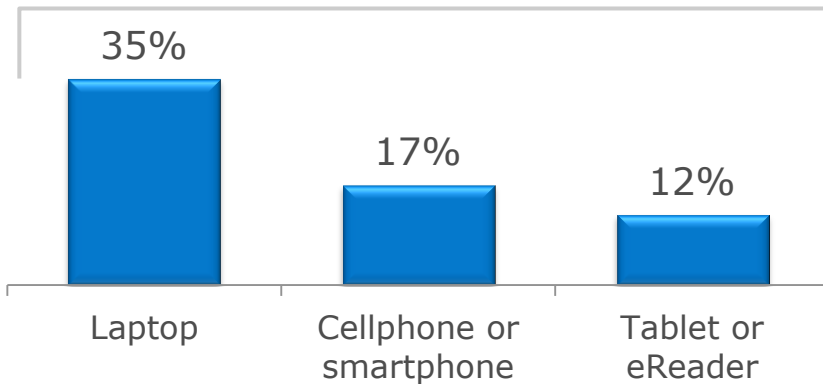
- Quotas were established for gender, age, race and region to mirror U.S. Census data and make the online sample as representative as possible. The demographic data was then weighted to more accurately reflect the U.S. adult population.
- Blacks and Hispanics were oversampled (n=200 each) for the purpose of a more direct comparison with Caucasians. The data were weighted by race so that the total sample represents the actual distribution of race in the population.

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Four in 10 participants (41%) use a mobile phone, tablet or laptop to connect to a faith-based organization or other inspirational site. Nearly one-third (32%) regularly attend worship services.

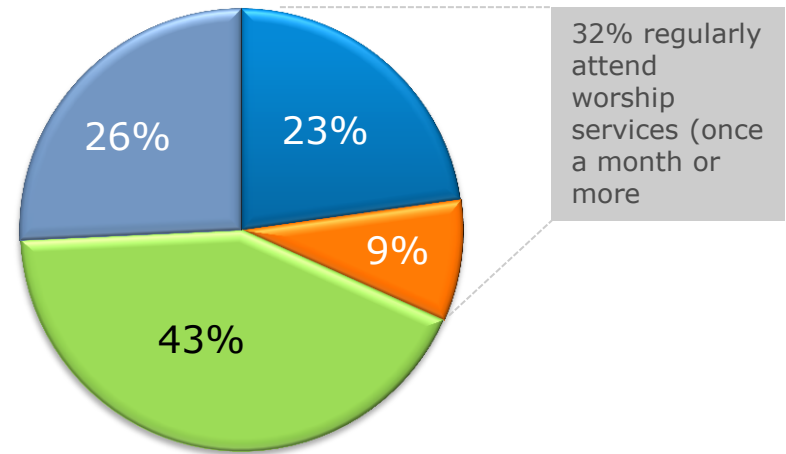
USE OF MOBILE DEVICES TO CONNECT TO FAITH-BASED ORGANIZATIONS OR INSPIRATIONAL SITES

41%: total who use devices to connect



BASE: All respondents (n=1,000)

FREQUENCY OF ATTENDING WORSHIP SERVICES

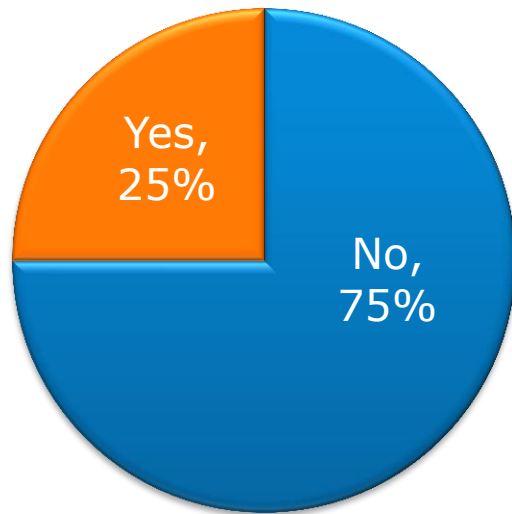


- Once a week or more
- At least once a month but less than weekly
- Occasionally
- Never

BASE: All respondents (n=1,000)

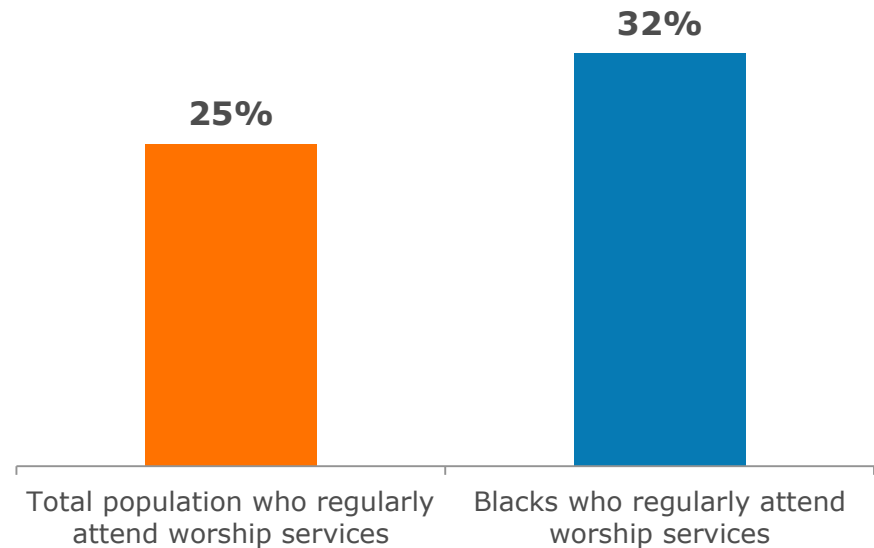
Among those who regularly attend worship services, 1 in 4 report using a mobile device as part of that worship service. Blacks are more likely than the total surveyed population to use mobile devices as part of the service.

EVER USED A MOBILE DEVICE/INTERNET TO CONNECT WITH FAITH OR INSPIRATION DURING WORSHIP SERVICES



BASE: Those who regularly attend worship services (n=330)

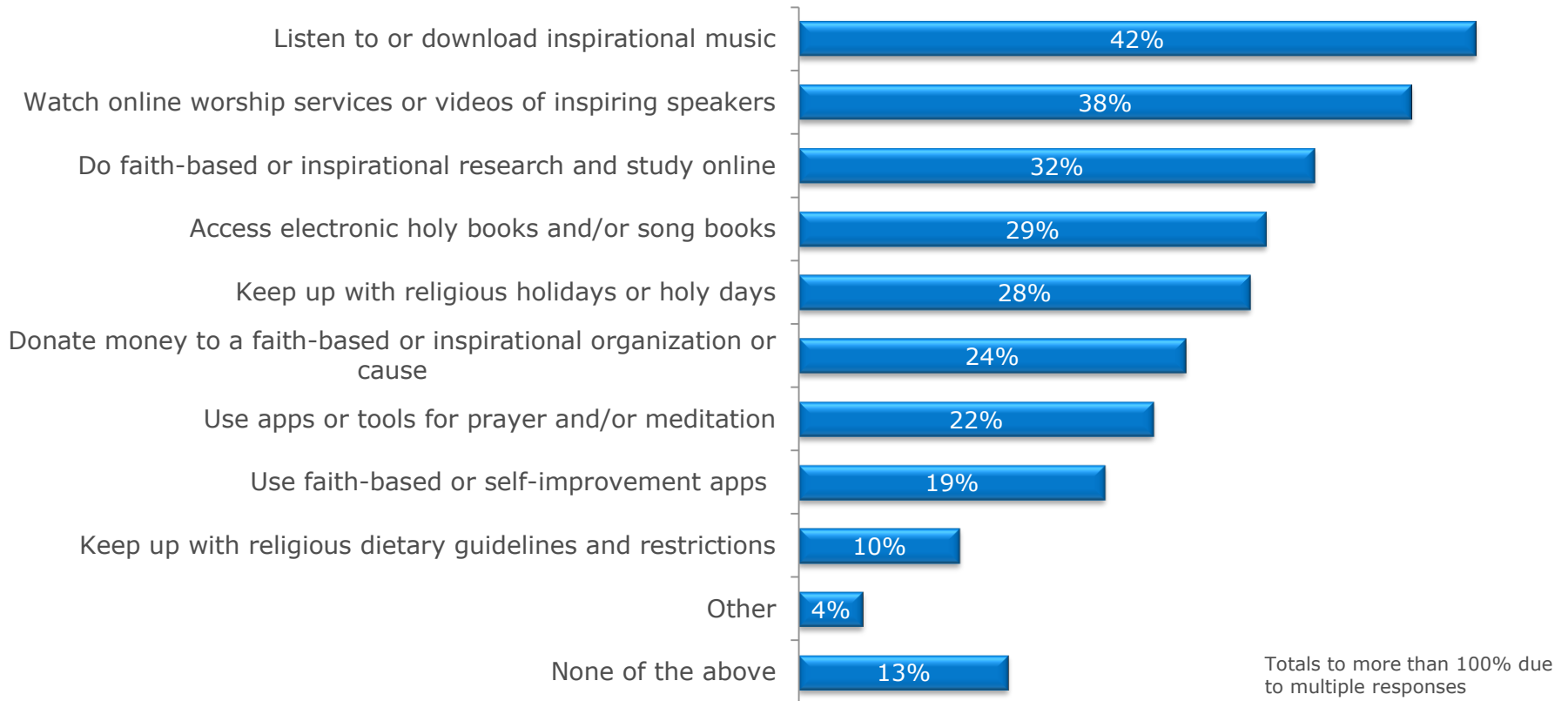
EVER USED A MOBILE DEVICE/INTERNET TO CONNECT WITH FAITH OR INSPIRATION DURING WORSHIP SERVICES



32% of Blacks surveyed have used mobile devices during worship services

Listening to or downloading inspirational music or watching online worship services or videos are the most common ways to connect to faith-based organizations.

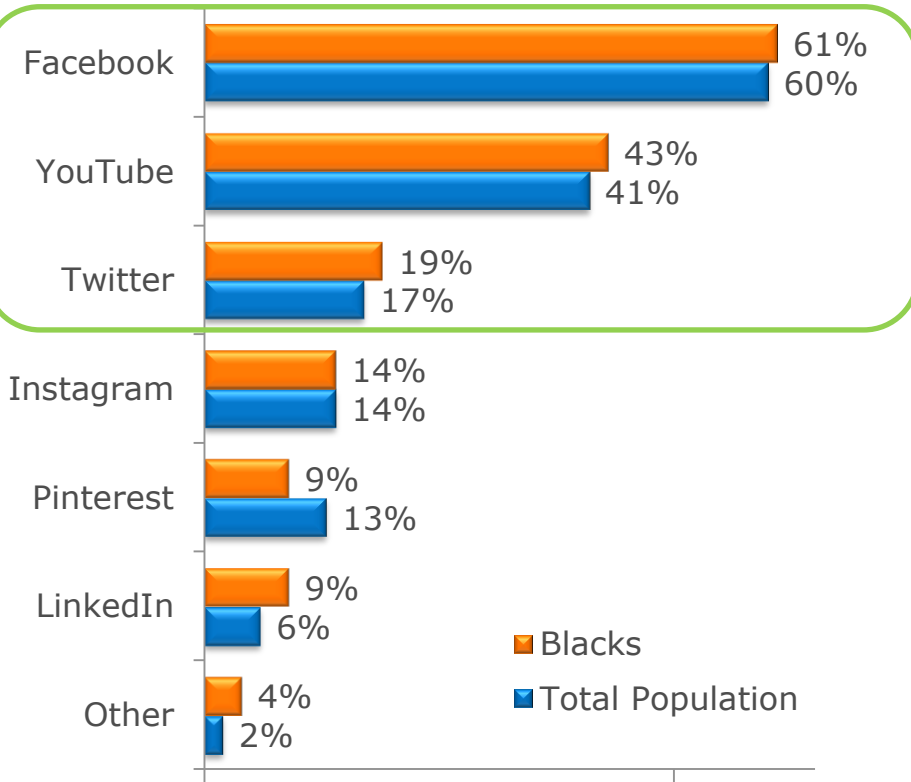
HOW MOBILE DEVICES ARE USED TO CONNECT TO FAITH-BASED ORGANIZATIONS OR INSPIRATIONAL SITES



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Of those connecting, most of those surveyed (72%) use social media to connect and are most likely to use Facebook and YouTube to do so.

SOCIAL MEDIA SITES USED TO CONNECT TO FAITH-BASED ORGANIZATIONS OR INSPIRATIONAL SITES



Among those who use mobile devices to connect to faith-based organizations or inspirational sites:

76% Of Blacks connect using social media

vs.

72% Of the total population connects using social media

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Most use social media to connect and they are most likely to use Facebook and YouTube to do so.

Percentages are reduced base. Based on respondents who use mobile devices to connect to faith-based organizations or inspirational sites.

- The younger the person, the more likely they are to use social media to connect with faith-based organizations or to get inspired.

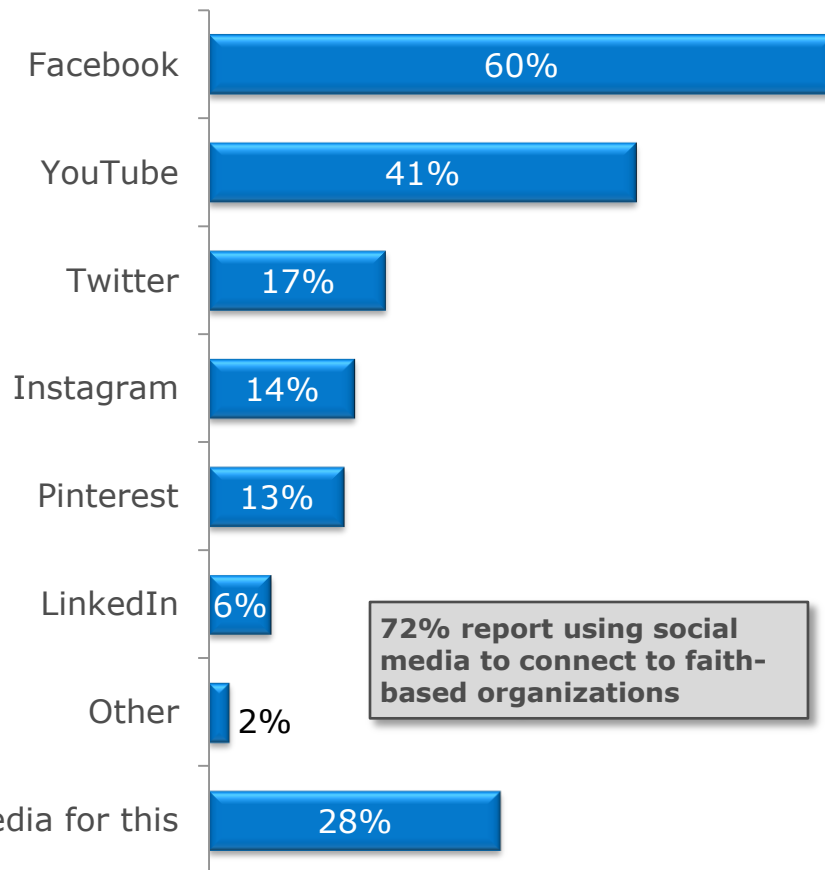
18-24	25-34	35-44	45-54	55-64	65+
85%	82%	74%	73%	58%	45%

- Women are significantly* more likely than men to use Instagram (17% vs. 10%) and Pinterest (17% vs. 8%) to connect with faith-based organizations or to get inspired.
- Whites are the least likely of the racial and ethnic groups to use social media to connect with faith-based organizations or to get inspired.

Black	Hispanic	Asian	White
77%	74%	71%	69%

Social media sites used to connect to faith-based organizations or inspirational sites

Multiple responses are allowed



72% report using social media to connect to faith-based organizations

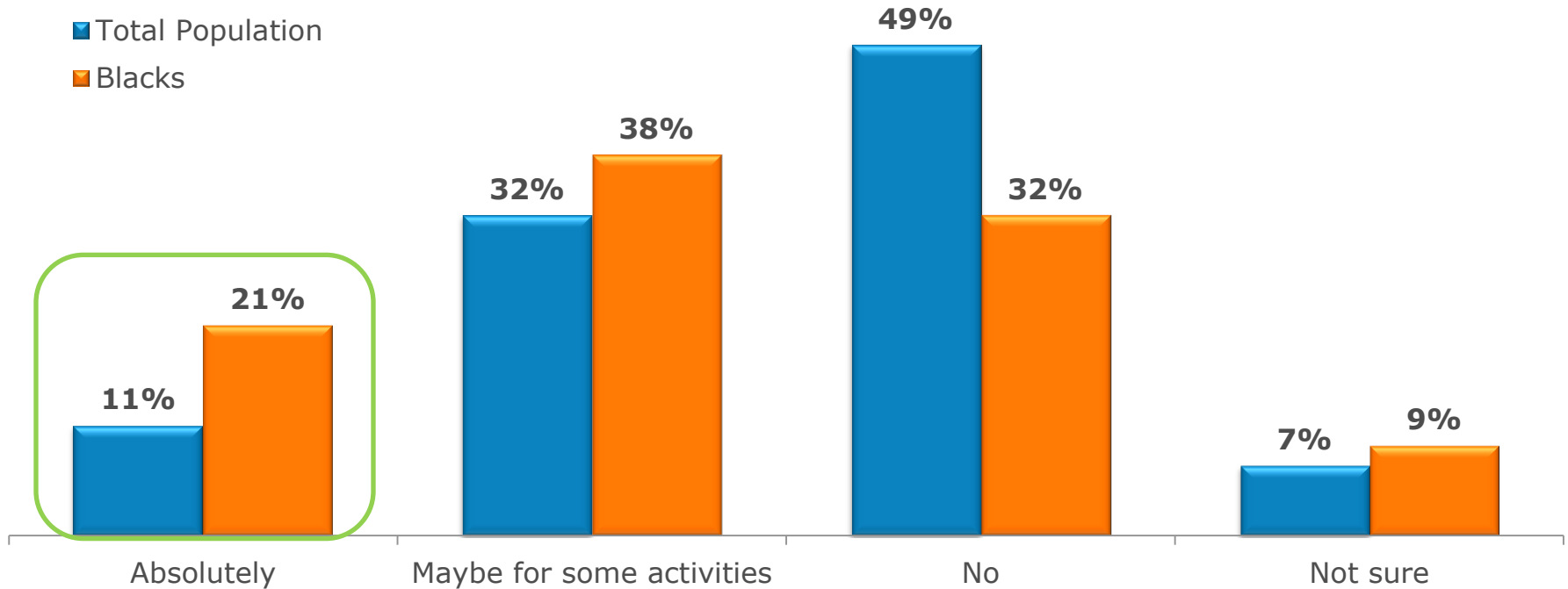
BASE: Respondents who use mobile devices to connect to faith-based organizations or inspirational sites (n=424)

* Difference is statistically significant.

Among those surveyed who attend a house of worship, Blacks are nearly twice as likely as the total population to say mobile devices/Internet technology “absolutely” has a place during worship services.

DO MOBILE DEVICES AND INTERNET TECHNOLOGY HAVE A PLACE DURING WORSHIP SERVICES?

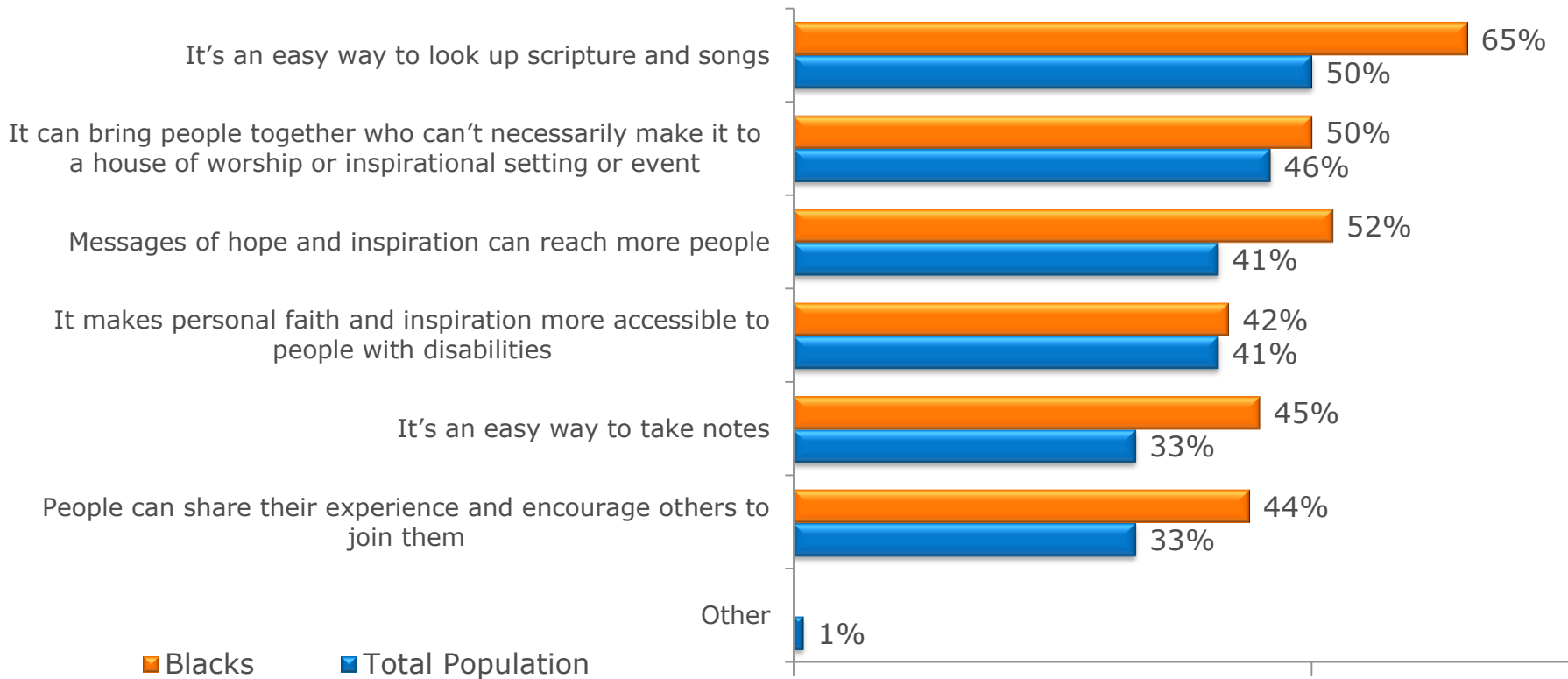
(May not equal 100% due to rounding)



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Among those surveyed who have used a mobile device during a worship service, Blacks are more likely than the general population to view technology as playing a positive role during the service.

POSITIVE ASPECTS OF USING MOBILE AND INTERNET TECHNOLOGY DURING WORSHIP SERVICES

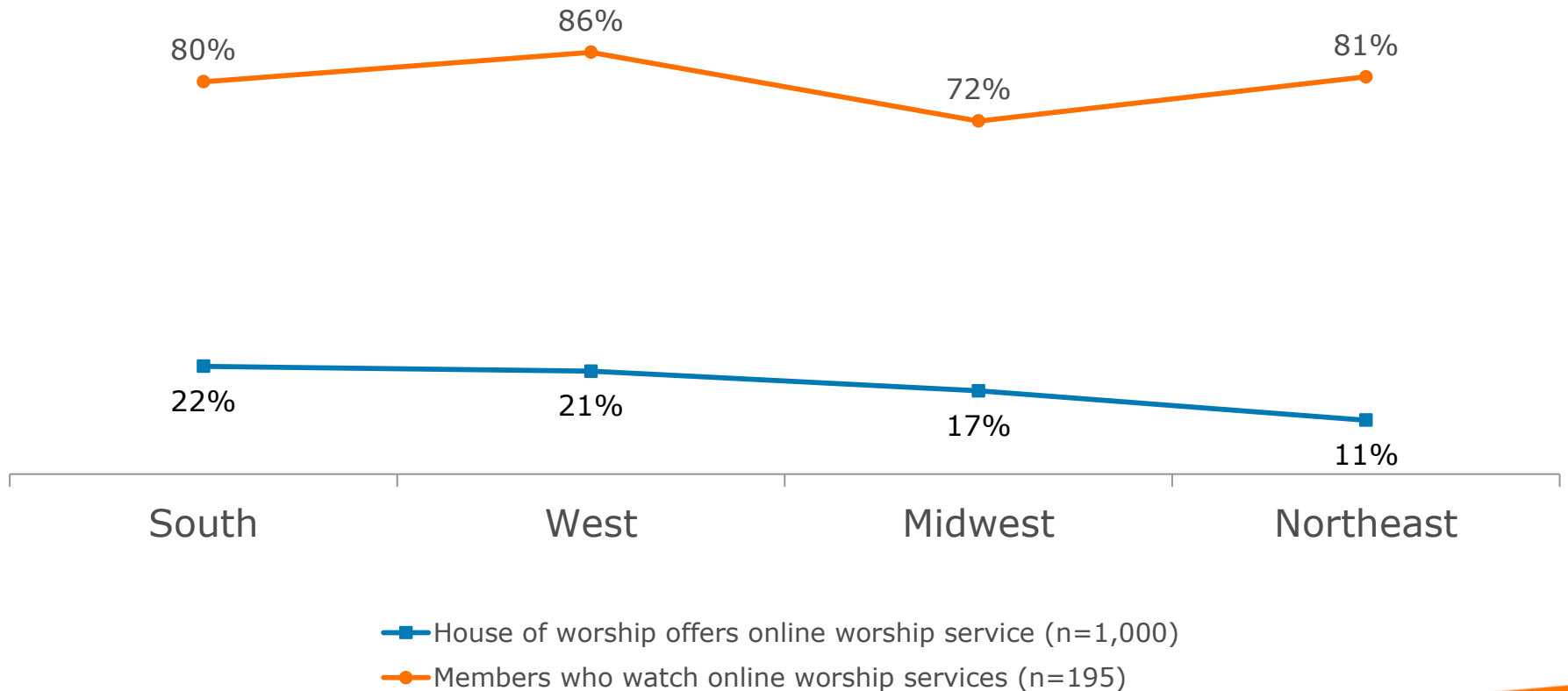


Totals to more than 100% due to multiple responses

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The percentage of houses of worship that offer online worship services varies by region, as does the percentage of members who say they watch online worship services.

Offering and watching online worship services



More people have used their mobile device to engage in activities unrelated to the worship than used them for worship-related activities.

Percentages are reduced base. Based on respondents who attend a house of worship.

- Forty-four percent of the 25-34 year olds have used their mobile device to engage in activities unrelated to the worship they are attending. This is highest among all age groups.
- Seventeen percent of 18-24 year olds have posted to social media during a worship service, highest among all age groups.
- One-fourth (25%) of 18-34 year olds have texted a friend during a worship service, highest among all age groups.
- Based on location, those attending worship services in urban settings are the most likely to engage in online activities unrelated to the worship they are attending.

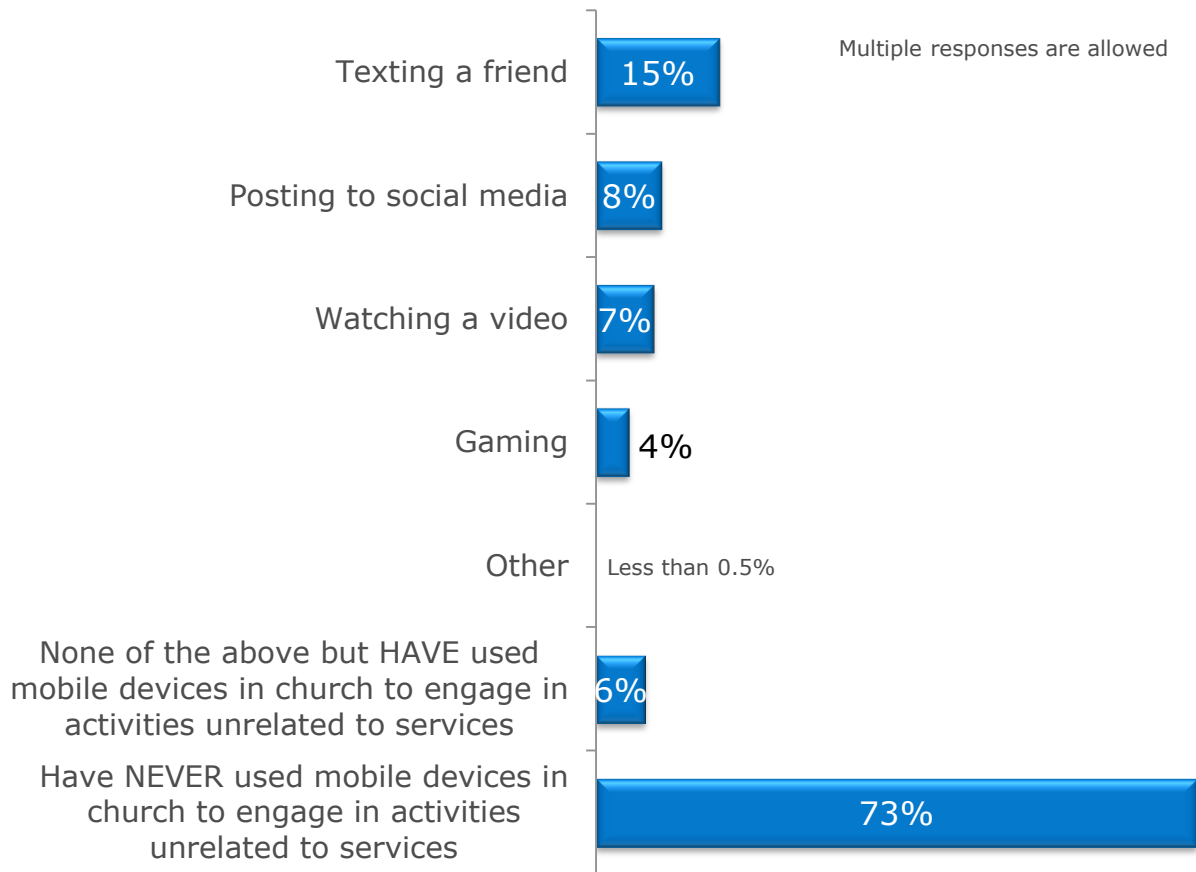
Urban	Suburban	Rural
36%	28%	16%

- Asians, followed by blacks and Hispanics, are significantly* more likely than whites to engage in online activities unrelated to the worship they are attending.

Asian	Black	Hispanic	White
47%	37%	33%	21%

* Difference is statistically significant.

Activities engage in with mobile device during the worship service



BASE: Respondents who attend a house of worship (n=755)