**Analysis Plan for QQQ Strategic Planning Survey**

Version 1.2

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| Analysis # | Analysis | Questions | Notes | Core vs.  Non-Core |
| 1-37 | Simple marginals for each Q | Q1-Q38, except Q26 | * % response to each Q choice * Q26 is open-ended text question | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 38 | Verbatim list of responses | Q26 | * Formatted list of response to “anything else you would like SPT to consider” |  |
| 39 | Word Cloud for open-ended responses | Q26 | * Visually display frequency of concepts cited in open-ended question |  |
| 40 | Sorted histogram of “View of QQQ” responses | Q2 | * Analyze most to least frequently cited identity characteristic |  |
| 41 | Categorization analysis of “View of QQQ” responses | Q2 | * Analyze percent positive, neutral and negative identity responses |  |
| 42 | Current Involvement vs. Involvement Changing | Q3 and Q4 | * Examines where increased (and decreased) involvement likely to come from (i.e., already involved becoming more so, or less involved becoming more) | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 43 | Current Involvement vs. Weekday and Weekend Commuting Times (for those who say commute is a significant barrier | Q3, Q5 and Q36 | * For people who say commute is a significant barrier to involvement, break down commuting times to see specifically what commuting time threshold diminishes involvement | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 44 | Member/Regular/Guest vs. Current Involvement | Q1 and Q3 | * Examine share of regular attenders who are heavily involved (future members?) | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 45 | GIS mapping analysis and histogram of zip codes | Q35 | * Examine geographic clusters of QQQ members and regular attenders * May have impact for local mission projects, small group formation based on neighborhood, etc. |  |
| 46 | Leadership Willingness vs. Leadership Preparedness | Q7 and Q6 | * Examines relationship between leadership willingness and leadership preparedness * If we work on training potential leaders, will that increase willingness to lead? |  |
| 47 | Leadership Willingness vs. Commuting Distance | Q36 | * Examines leadership willingness and commuting distance (hypothesis – those with shorter commuting distances may be more willing to lead) |  |

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| 48 | How Well Does QQQ Care for X Group (Target Group vs. General QQQ Population) | a) Q12 and Q31 (Children, Teens and Families w/Children)  b) Q12 and Q32 (College/Univ students)  c) Q12 and Q30 (Singles and Married Couples)  d) Q12 and Q32 (Working Adults)  e) Q12 and Q29 (Seniors) | * Examine whether there are any significant difference in view of care of various groups between the target groups being cared for and the perceptions of the church as a whole |  |
| 49 | How likely to say “yes” to tithing vs. Household Income | Q8 and Q33 | * Examine potential financial impact of higher formal expectation on tithing |  |
| 50 | Willingness to contribute to capital campaign, operating budget and inclusion of QQQ in estate planning by Income | Q24 and Q33 | * Examine potential for increases above normal faith giving by income (provides rough idea of total potential financial impact) |  |
| 51 | Willingness to contribute to capital campaign, operating budget and inclusion of QQQ in estate planning by Current Involvement | Q24 and Q3 | * Examine potential for increases above normal faith giving by level of involvement | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 52 | Preferred Worship Style by Significance of Style in attendance decision | Q15 and Q16 | * Examines relationship between preferred worship style and particular service attendance (esp. for 8:15 am service, how much of a factor is the time vs. the style of worship) |  |
| 53 | Worship option outside of Sunday mornings vs. Age | Q17 and Q29 | * Examines what age groups are most interested in non-Sunday am worship (hypothesis is that this will skew younger) |  |
| 54 | Preferred Worship Style vs. Age | Q15 and Q29 | * Examines relationship between worship style and age (hypothesis that contemporary will skew younger, traditional older) |  |
| 55 | Understanding of Bible vs. Interest in Classes | Q18 and Q19 | * Examines where interest in classes most likely to come from (i.e., those already knowledgeable or those less knowledgeable) |  |
| 56 | Understanding of Bible vs. Current Involvement | Q18 and Q3 | * Examines whether there’s significant differences in knowledge of bible among more/less involved members/attenders | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 57 | Interest in Classes vs. Current Involvement | Q19 and Q3 | * Examines whether classes likely to draw from those already heavily involved or a way to get the less involved more so? | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 58 | Interest in age-based small groups by Age | Q21 and Q29 | * Examines whether there are certain age groups more interested in age-based small groups than others |  |
| Analysis # | Analysis | Questions | Notes | Core vs.  Non-Core |
| 59 | Interest in small groups by Current Involvement | Q21 and Q3 | * Examines whether small groups likely to draw from those already heavily involved or a way to get the less involved more so? | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 60 | How well QQQ equips you for Christian living by Knowledge of the Bible | Q20 and Q18 | * Examines relationship between knowledge of the bible and QQQ equipping for Christian living (hypothesis is that those more knowledgeable will feel better equipped) * May be a way to make Q20 actionable |  |
| 61 | How well QQQ equips you for Christian living by Frequency of Worship | Q20 and Q13 | * Examines relationship between worship attendance and QQQ equipping for Christian living (hypothesis is that those attending more frequently will feel better equipped) * May be a way to make Q20 actionable |  |
| 62 | How well QQQ equips you for Christian living by Current Involvement | Q20 and Q18 | * Examines relationship between knowledge of the bible and QQQ equipping for Christian living (hypothesis is that those more knowledgeable will feel better equipped) * May be a way to make Q20 actionable | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 63 | View of QQQ facilities vs. willingness to contribute to capital campaign | Q22 and Q24 | * Examines relationship between views on accessibility and how well facilities serve the needs of QQQ ministries vs. willingness to contribute to capital campaign (hypothesis – those most dissatisfied with facilities will be most willing to contribute) |  |
| 64 | View of QQQ facilities vs. Current Involvement | Q22 and Q3 | * Examines whether there are significant differences in views on suitability of current facilities by level of involvement | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 65 | Confidence in groups to do the “right” thing vs. Current Involvement | Q25 and Q3 | * Looks at relationship between confidence in church staff and leadership and level of involvement (hypothesis – highly involved members will have different views than the general population) | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 66 | How long attended QQQ vs. Age | Q27 and Q29 | * Examines age demographics of our newest attenders/members |  |
| 67 | Current involvement vs. Age | Q3 and Q29 | * Examines age demographics of our most/least involved attenders/ members | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 68 | Current involvement vs. Gender | Q3 and Q28 | * Examines gender of our most/least involved attenders/ members | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |

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| 69 | Current involvement vs. employment status | Q3 and Q32 | * Examines employment status of our most/least involved attenders/ members | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |
| 70 | Current Involvement vs. Income | Q3 and Q33 | * Examines income status of our most/least involved attenders/ members | C:\Users\Brian\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EMZ0Y3EN\MC900442139[1].png |