

Zoom Evaluation



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

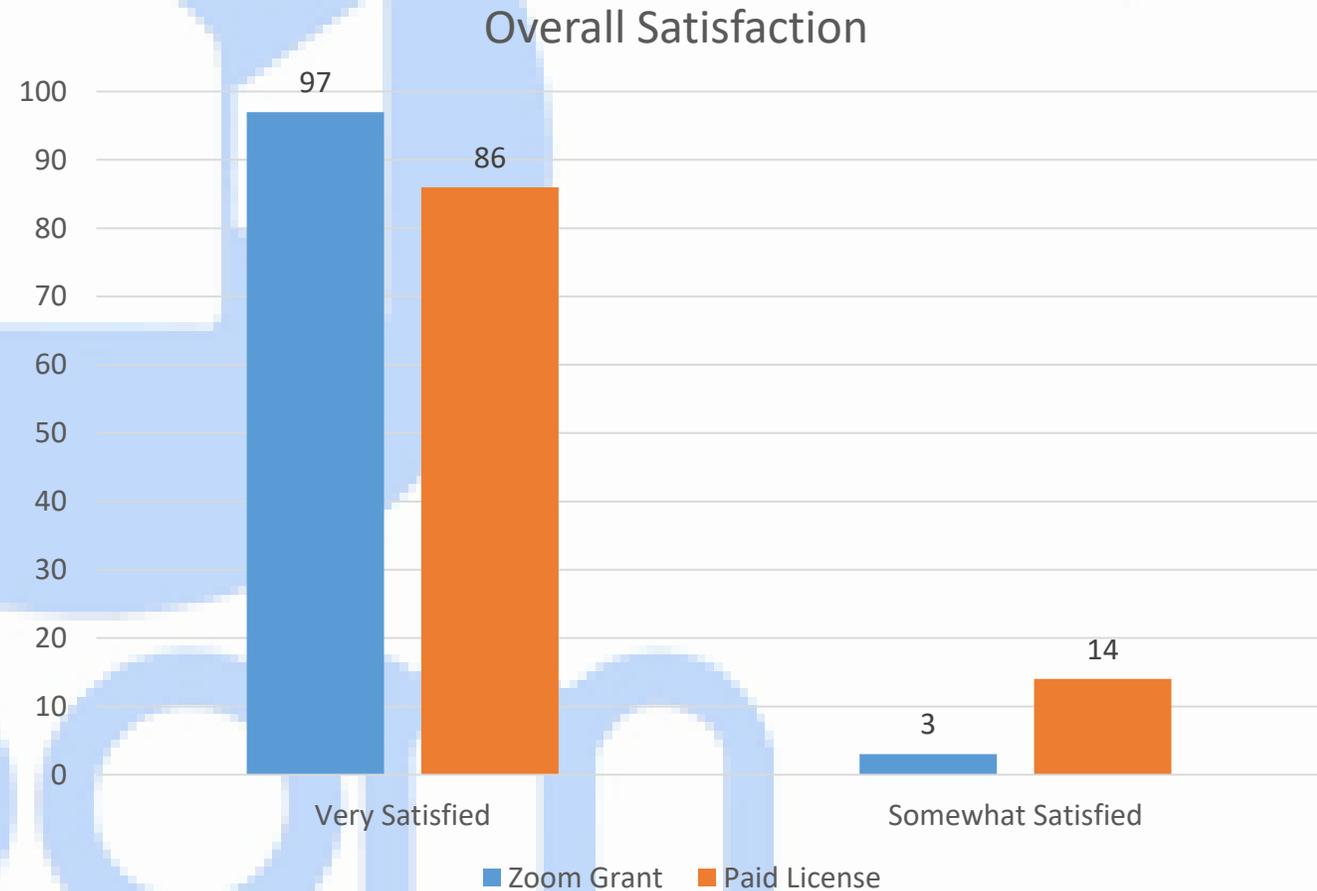
Methodology

- In early 2020, in response to COVID-19 and the demand for digital worship, United Methodist Communications offered Zoom grants and discounted subscriptions to local churches.
- This study is designed to inform the agency if and how to extend Zoom grants and offer Zoom licenses in 2021.
- Using the Survey Monkey platform, the study was launched on January 28. The study closed on February 4 with 407 responses, an amazing 45% response rate. Nearly half of our clients provided feedback.

Respondents are very satisfied with Zoom.

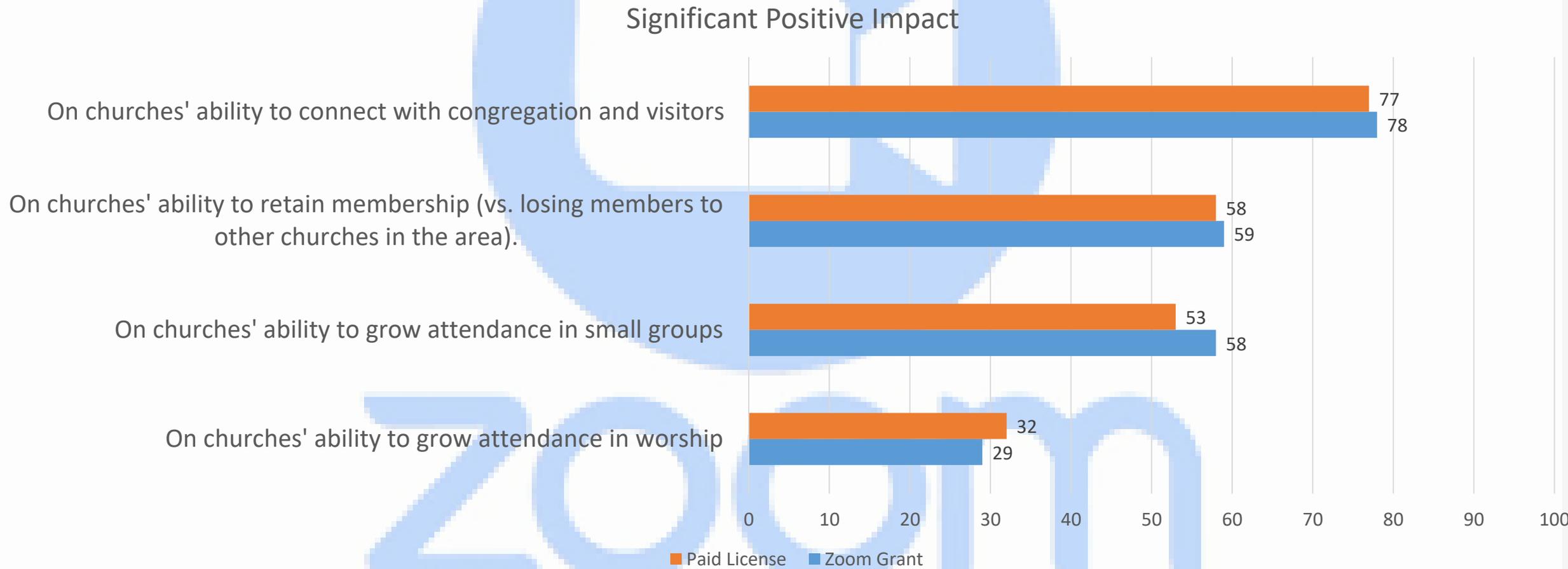
Most of the sample were free Zoom grant recipients.

Half of the respondents say their average worship attendance (AWA) is less than 50, and 84% say it is less than 100.



Question: Overall, how satisfied are you with your Zoom Grant/Paid License?

Zoom has had a significant positive impact.



Question: How would you describe the impact Zoom has had on ...

A discounted rate is appealing.

Likely to subscribe at a discounted rate of \$12.50/mo.	Grant Recipients	Paid Licensees
Very Likely	36%	85%
Somewhat Likely	39%	15%
Somewhat Unlikely	22%	0%
Very Unlikely	3%	0%

Among those who received the grant, 35% said they would not be able to afford Zoom and we would stop using it.



Question: If an Enterprise Zoom license were available via United Methodist Communications for a discounted rate of \$12.50/month (\$150 annually), how likely would you be to subscribe/continue your license?

Study Participant Comments

Keep on training. Offer courses such as: “How to use Zoom” and “Zoom Features”.

Help with the features, such as backgrounds, captions, translations, breakout rooms, webinar, more hosts, and so on.

Many described the grant as a blessing and/or a lifeline. It maintained connection and security, especially for older or at risk folks. The Zoom grant helped grow churches and keep our doors open “virtually”.

Question: What suggestions would you offer to the Local Church Services team at United Methodist Communications to improve this grant? We want to hear from you so we can improve the experience.



Teresa Faust
*Senior Manager, Market Research
& Metrics*

tfaust@umcom.org

615.742.5478



RESEARCH TEAM