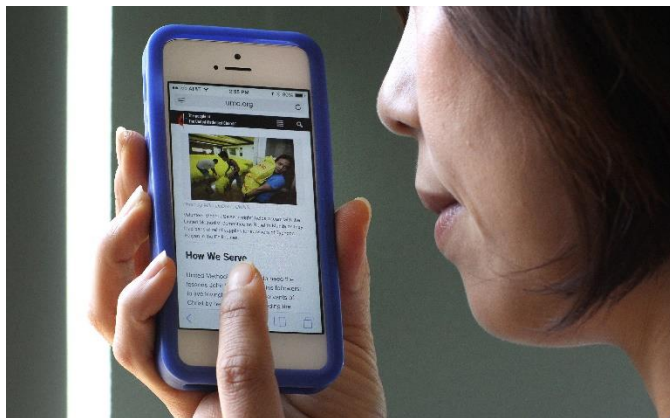


Emerging Technology Study

United Methodist pastors & leaders are “connected.”

Pastors and leaders **match or exceed** U.S. adoption rates on the majority of emerging technology categories tested.



Background & Methodology

Biennial online survey among pastors and leaders about attitudes and usage of emerging forms of digital communications. The study is fielded in the Fall (2009, 2011, 2013, 2015), with an average total sample size of approximately 900 people each year.

Overall Findings

Technology Trends & Perceptions

- ☐ Pastors and leaders match or exceed U.S. adoption rates on the majority of emerging technology categories tested: access internet on mobile phone, access a podcast, have a LinkedIn profile, watch videos on YouTube, utilize mobile apps, among others.
- ☐ Growth in digital communications continues to grow in newer media; however, Facebook and YouTube usage is approaching saturation.
- ☐ Pastors and leaders mirror America's love affair with mobile phones. Phones have become the most important digital tool available for this audience. Over half say they feel lost without their cell phones.
- ☐ Pastor attitudes toward technology remain strongly positive; however, there is a slight increase in the perception that technology is often over-rated, and a slight decrease in the statement “I like to learn how to use new technology.”

Technology Use

- ☐ Email remains a popular medium, predominantly on desktop or laptop computers.
- ☐ Church adoption of digital technology continues to grow.

Website, 79%	YouTube, 40%
Facebook Page, 79%	Twitter, 30%
Mobile-enabled Websites, 49%	Electronic Donation, 30%
Texting, 48%	Computer Projection Equipment, 71%
- ☐ Websites, e-newsletters and computer projection are key interest areas for training.

Application of Learning

Reliance on smartphones continues to escalate. Adopt a “mobile first” approach to digital communication.

Expansion of social media rapidly increases activities. Guide churches to select and use technology effectively.

Expand the use of texting in the digital strategy. Continue use of email.