

Appendix

AN EXPLANATION OF THE POST-MEETING SURVEY

The questionnaire on the page preceding the area reports is the final copy we used in conducting the post-meeting survey over a period of a year and a half.

You can analyze the survey yourself as it follows this explanation. It is best if you go over it person by person, category by category according to area. Read the whole profile of each person clear to the end. For example one person said that he was a brain surgeon for occupation, but in the remarks section I put, “eccentric.” You would know what I was thinking if you talked with him, but yet he is one for whom Christ died and we need to take people like him seriously.

The final survey form evolved after I informally questioned people during the preliminaries of open air meetings I held in the survey territory. I found that people in specific areas said similar things, but different from the other areas. From the information gained from the informal survey, I then divided the preaching/survey area into three areas: Area One is the financial area of San Francisco, which might be comparable to the Wall Street area of New York City; Area Two I have categorized as a middle class and Area Three as a lower middle and poor class.

In Area Two, person fourteen is missing. This was a duplication of thirteen when I was inputting the data into my computer. It was eliminated when I was editing the material, but the sequence had to remain because of the computer program.

If you conduct a survey, I found that people were very receptive when I said that it would take about six minutes. If you intend to conduct one, which I suggest, keep it short. Items nine through eleven, on the survey form, could be eliminated to shorten the survey time. These last three items were to help me know about the best way to follow-up people. My response to these questions are found in the chapter on Preserving the Fruit.

Question five would be good to ask people if you have a feeling of

wanting to improve your skill in the delivery of a message. I would consider the most important questions as: one, two, six, seven, and eight when coordinated to questions twelve and thirteen. Be sure to read Chapter Six before looking over the survey reports that follow.

The survey reports formats are all the same for each area, but the identifying report numbers are different. Area (Zone) One goes from Report 0 to Report 9b, plus Report 41 and Report 51, 61, 71, 81. Area Two goes from Report 20 to 29b, plus Report 42, 52, 62, 72, 82. Area Three goes from Report 30 to 39b, plus 43, 53, 63, 73, 83. The last two reports of each area were designed to find out what different races thought about church words such as Sin and God.

OPEN AIR MEETING QUESTIONNAIRE

1. Occupation _____ Employed () yes
() no
Male () Female () Age _____
CA () BL () AS () SP () Other _____
2. First language _____ Second _____
3. At what level of importance would you consider the message content? 1 2 3 4 5
most least
4. What was the first impression of the message content?

5. How would you rate the message presentation?
1 2 3 4 5
excellent good bad
6. What is most important to you? _____

7. What is the most pressing problem in your life? _____

8. What is the first positive or negative thing you think of when you hear:
work _____ morals _____
leisure _____ God _____
honesty _____ church _____
sin _____ love _____
9. If you wanted more information about Christianity, to whom would you turn? (circle one)
1. Relative 2. Friend 3. Pastor Other _____
10. If you were to meet with me to find out more about Christianity, where would it be? _____
11. Can I keep in touch with you? () yes () no
If yes circle one. 1. In person 2. Mail 3. Phone
12. Message Title _____
13. Location _____ Date _____ Time _____

Figure 10 Suggested Post-Meeting Survey Form.

REPORTS EXPLANATIONS

Report numbers: Report 0 (Zone 1), Report 20 (Zone 2), Report 30 (Zone 3).

= Is the number of the particular person in that area or zone.

Occupation = Is the stated occupation of the person.

E

M =Is the designation of whether or not the person is employed.

P T= yes, they are employed, F= No, they are not employed.

S =Is the designation of male or female, M= Male, F= Female.

E

X

A =Is the age of the person.

G

E

R =Is the race designation of the person. 1=Caucasian,

A 2=Black, 3=Asian, 4=Spanish, 5=Other.

C Other = Is the person's race if not one of the above.

E

Reports: Report 1 (Zone 1), Report 21 (Zone 2), Report 31 (Zone 3).

= Is the number of the person for each of the zone reports.

Language = Is the first language of the person interviewed.

Impression = Is the response to the question, "What was the first impression of the message content?"

C =Is the degree of importance of the message content.

O 1 is most important and 5 is the least important.

N

T

P =Is the person's judgment of the message presentation on a scale of 1 to 5.

R 1= Excellent, and 5=bad.

E

S

Reports numbers: Report 2, Report 22, Report 32.

= The number of the individual person interviewed.

Important = Is the answer to the question: "What is most important to you?"

Reports numbers: Report 4, Report 24, Report 34.

= Is the number of the person interviewed.

Problem = Is the answer to the question, "What is the most pressing problem in your life?"

Reports 5, 6, 7 (Zone 1), are responses to what they think of the words mentioned.

Reports 25, 26, 27 (Zone 2), are responses to what they think of the words mentioned.

Reports 35, 36, 37 (Zone 3), are responses to what they think of the words mentioned.

Report numbers: Report 8, Report 28, Report 38.

Follow-up, included in statistical analysis.

Report numbers: Report 9, Report 29, Report 39.

These reports are eliminated.

Report numbers: Report 9a, Report 29a, Report 39a.

These reports are eliminated.

Report numbers: Report 9b, Report 29b, Report 39b.

These reports are eliminated.

Report numbers: Report 41, Report 51 (Zone 1), Report 42, 52 (Zone 2), Report 43, 53 (Zone 3).

= Is the number of the person interviewed.

R Is the race of the person interviewed. 1=Caucasian, 2=Black, 3=Asian, 4=Spanish, 5=Other.

A Other = Is the person's race if not one of the above.

C The race of the person is used in conjunction with the church words, Sin, God, Church, Love.

E

Reports 61 through 83 are reports that were sorted according to race and different topics.

A zero (0) indicates the person's race was not identified. The interview was held before the heading was added to the questionnaire. Each of the category headings is explained in the previous notations.

1=Caucasian, 2=Black, 3=Asian, 4=Spanish, 5=Other.

POST-MEETING SURVEY STATISTICAL COMPILATION

Report	<u>AREA 1</u> Report 0	<u>AREA 2</u> Report 20	<u>AREA 3</u> Report 30
Employed			
yes	15	12	16
no	4	11	13
Sex			
M=male	11	16	26
F=female	8	6	1
Race			
1=Cau	8	9	5

2=Blk	0	5	3
3=Asian	0	0	1
4=Spanish	1	1	3
5=Other	4	6	7

Report 31	Report 1	Report 21	Report
Impression			
1. Art	2	3	2
2. Spiritual	7	10	7
3. Curious/ creative	2	1	4
4. Preacher trait	3	1	2
5. Presentation	2	3	2
6. Self inflection	3	1	6
Impression of content			
Excellent, 1	12	18	20
Excellent, 2	3	3	3
Good, 3	3	1	1
Good, 4	0	1	1
Bad, 5	0	0	1
Message presentation			
Excellent, 1	9	14	22
Excellent, 2	5	6	4
Good, 3	4	0	3
Good, 4	0	1	0
Bad, 5	0	0	0
Report 32			
What is most important			
1. Health	2	0	2
2. Family/others	3	2	2
3. God	7	9	11
4. Job	4	0	0
5. Self	3	8	10
What is the most pressing problem?			
1. Health	1	0	1
2. Family	2	3	2
3. Money	4	1	1
4. Self	8	7	12
5. Job	2	2	5
6. Dwelling need	1	1	0
7. Spiritual	0	2	0
8. None	1	4	4

FOLLOW-UP TABULATION

Who would you contact to find out more about Christianity?	<u>AREA 1</u> Report 8	<u>AREA 2</u> Report 28	<u>AREA 3</u> Report 38
Number questioned	18	22	29
Who would you contact			
1. Relative	2, 11%	2, 9%	2, 7%
2. Friend	5, 28%	4, 18%	4, 14%
3. Pastor	6, 33%	11, 50%	9, 31%
4. Other	4, 22%	5, 22%	13, 45%
Where can we meet?	<u>Zone #1</u>	<u>Zone #2</u>	<u>Zone #3</u>
Church	2, 11%	11, 50%	11, 38%
Street	5, 28%	4, 18%	5, 17%
Business	1, 5%	0	0
My Home	0	2, 9%	2, 7%
Any Where			3, 10%
Can we keep in touch?			
Yes	9, 50%	15, 68%	16, 55%
No	9, 50%	7, 32%	13, 45%
If yes, by			
1. Person	1, 5%	3, 14%	6, 21%
2. Mail	4, 22%	7, 32%	3, 10%
3. Phone	3, 16%	3, 14%	2, 7%

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