

Age	Gender	Occupation	Education Level	Name of Pastor	Date and time attended	No. Church Attendees at Service					Element 1 - Components of Service	Scale of 1-5 (1 being poor and 5 being excellent)				Element 2 - First Impressions
						50-100	100-200	200-500	500-1000	1000+		Worship/Music	Friendliness/Welcoming	Sermon/Preaching	Overall Rating	
22	Male	Actor	Bachelor's Degree	Andy Stanley	Feb 28, 2010 at 11 am					Yes	5.0	4.0	5.0	4.0	The building is hidden among the other large Buckhead buildings, but I found it fairly easily using GPS. The traffic directors that were near the parking garage were definitely appreciated.	
32	Female	Promotional Talent/Event Staff	Bachelor's Degree	Andy Stanley	Feb 28, 2010 at 11 am					Yes	5.0	3.0	4.0	3.0	Relatively. I visited the website (with a photo of the church) first, so I knew what to look for. The building is modern, atypical of traditional church design, an asymmetrical glass building with no steeple. It blends in with its hotel and upscale retail surroundings. However, there are signs on the main road leading to the parking areas and the complex.	
23	Female	unemployed-Audio Engineer	Bachelor's Degree	Andy Stanley	Feb 28, 2010 at 11 am					Yes	5.0	4.0	5.0	4.5	It wasn't too easy to find. I walked around for a while until I saw some people who looked like they might be heading to church.	
Avg											5.0	3.7	4.7	3.8		

Age	Gender	If you drove, how was parking?	What was the first thing you noticed about this church as you walked into the building?	Once in the bldg, were you able to find your way around to common areas?	Did anyone speak to you before service?
22	Male	When I arrived there was plenty of parking space and numerous individuals directing traffic, making the whole process easy.	Actually getting to the church from the parking deck might have been a bit tricky if it were not for the crowds filtering in (I didn't see any signage). The interior of the church looked more like a generic conference center than a traditional church. The main lobby area is spacious, although sparsely decorated. It looks rather plain. There were friendly greeters (Lars Scofield welcomed me), but aside from that there seemed to be little socializing. Being somewhat of an introvert I appreciated not being hassled and remaining anonymous. There was an information desk, although I did not approach it. I can imagine with a church of this size that it is difficult to identify guests and cater to them.	Yes, it was easy to find everything.	No
32	Female	There is a large parking lot (with police directing traffic) that was quickly filling up when I arrived.	It looks more like a "Convention Center" or arena than a "church." Without the signs I would have had no idea. Very contemporary, new, sleek.	Four-floor building; a little overwhelming at first, but it got easier as I followed crowd movement around. Restrooms are clearly marked and on every floor; the "auditorium" has arena-style seating with many entrances.	Yes
23	Female	No, it was very easy to find parking.	I felt like I was walking into a mall or a stadium. I was a little nervous about where to go.	I found the restroom and drinking fountain right away. I wasn't sure where the service would be held inside the building. I just followed some adults who looked like they knew where they were going. Seating was easy because I arrived early.	No

Age	Gender	if yes, what did they say to you and how did you feel about that interaction?	Can you share their names?		As you observed the people during church, what were you thinking and feeling?	Were you able to understand why they do what they do?	Overall did the people seem to be happy to be there?	How could you tell they were happy about being there?
22	Male	n/a	n/a	Element 3 - General Observations	People did not seem very involved in the function. There were small groups in the lobby but mostly everyone quickly made their way into the main room to find seating. It didn't look like anyone was particularly bothered by being there. Mostly everyone seemed like they were going through the motions.	Yes, particularly when Billy Phenix made a note about the importance and history of baptism.	no	Mostly people seemed indifferent.
32	Female	Just the ushers. They passed a program and said "hi." It was appropriate for the scale of the church..	No. I don't think they even had name tags.		1. This is "church for people who don't like church; 'cool church'." 2. All types of people, no different than any other convention, concert, public gathering (in a middle class white urban area). 3. I bet a lot of people aren't paying attention.	Not really. The crowd was so large!	yes	Yes. I saw lots of people smiling, with a relaxed vibe, before and after the service. I overheard several comments between churchgoers focusing on positives: "something for everybody", "they don't preach to you here", informality, kid-friendliness.
23	Female	n/a	n/a		I thought about how engaged the crowd looked. I didn't feel awkward like I thought I might.	I think they do what they do because it makes them feel good, but I don't totally understand why.	yes	No one was falling asleep. All of the people seemed to be paying attention. Some people even took notes.

Age	Gender	Does this church have a formal process for identifying visitors?	If so, were you identified as a visitor?	How did you feel about this acknowledgement?	What did you think about the rituals (the liturgy or the program)?	Looking at the church bulletin/program, V was confusing about the program?
22	Male	n/a	n/a	n/a	There really weren't any rituals performed aside from the two baptisms (the raised baptism pool is ace). There was very little praying and no singing, which is contrary to what I have experienced at other churches.	I didn't find any church program, except for a brochure that was handed to me when entering the main room. It commented on the nature of the sermon, but there wasn't anything like a program. Mostly about small groups.
32	Female	no	no	(No.) A lot of visitors/first-timers come here. Anonymity is a given considering the church size, which is OK.	Overall, the program is personal, yet visually stimulating for a large audience (large video screens). Just subjective enough to be inclusive. The pastor uses the New International Version and speaks modern lingo, which fits the target audience better than King James-based language. The video baptisms at the beginning are an event, neat to watch. Collection buckets were passed around but "newcomers, this isn't for you, so just pass it on."	Little mention of services. Mostly info on intra-church events and groups. Reminds me of bulletins for non-religious organizations.
23	Female	no	no	They leave it up to the visitor to go find a guest cd and introduce themselves. I liked it this way because I prefer to think about things before getting bombarded with information.	Two people were baptized when I was there. I found their stories to be interesting, but I didn't understand the purpose of dunking someone in water.	It was not confusing at all.

Age	Gender	What did you like about the program?	How would you improve this communication	Overall, what was your impression of the music?	Did you participate in the worship?
22	Male		wasn't really a schedule/agenda of the service.	Very hip, with some hip-hop like beats in the lobby. Once the function began a band was onstage playing rock. I found the rock to be nice, with the lead singing about one's commitment and love for their faith.	There really wasn't anything to participate in aside for a couple prayers.
32	Female	Pretty design, sleek, simple, strong on symbolism (which speaks for itself: "White Flag") *Note from Elaine - I spoke with Arianna and learned that the church program actually has a white flag on it to symbolize their surrender to Jesus. She thought it was a good symbol and liked that it was not an ornate design.	Some history on the church would be good, along with a "mission statement" or philosophy behind why this church is like it is. The strong symbolism really helps though.	Average Christian Rock live band, with a big sound system. Nothing exciting.	Yes, but this mostly consisted of nodding, listening, and acknowledging "important passages."
23	Female	It tells you exactly where to go on the internet to find more information on specific parts of the church.	It might be nice to have a brief description of what the "series" will be about.	I thought the production was really great. The music sounded good, but some of the lyrics such as "condemned" and "unworthy" are a little off putting.	I did not sing or bow my head, but I did pay attention.

Element 4 - Music & Prayer

Age	Gender	Write down the feelings you had while watching or participating	What did you think of the prayers?	As you listened to the prayers, what did tell you about the people, good or bad?		What was the name of the speaker(pastor) for the service you attended?	Based on first impressions, did you find the speaker to be likeable?
22	Male	The room in which the function was held looked and felt like a concert hall. Everything is very modernized, with a large center stage, professional concert style lighting, and large screens so people can watch. By the end of the function I felt like I had just taken part in a spectators sport.	Short and to the point.	Based on what was said in the prayers, I gathered that religion is incredibly important to the members and a central part of their lives.	Element 5 - The Talk/Sermon	Andy Stanley	yes
32	Female	1. Too much...the video screens are so PowerPoint. 2. Ok, a little interactive, the preacher is a good public speaker. 3. This is like philosophy class, except with no time for questions. 4. A lot of people are not paying attention, they're talking about the church or sitting happily (in bliss, or oblivious?). 5. This is just the beginning. They must go to into more depth in the Small Groups. 6. This is actually interesting! I am not bored; the preacher's a little like a comedian, silly even.	Simple, easy to understand. Loosely guided. Non-specific. Totally appropriate for such a big church.	This audience prefers to worship on the go, and there is probably a wider range of beliefs and values between them. But there are also a lot of people who are just using that looseness, nodding along in between discussions about how great this church is.		Andy Stanley	yes
23	Female	I felt good while listening and watching. I thought the pastor did a great job of sending a message without making it sound like everyone has to believe the exact same thing. It was very refreshing and unlike any other church I have visited.	I thought the prayers were good. Religious or not, any time someone projects positive feelings and good will to others it's a good thing.	It showed me that the people aren't just thinking about themselves. They care about others.		Andy Stanley	yes

Age	Gender	Why do you think you had this impression of him?	How was the quality of his talk?	Did she/he seem engaged/sincere/condescending?	Did the talk hold your attention?
22	Male	He is a very likeable individual with great stage presence and public speaking ability. He is also humorous (without becoming a comedian) and relatable.	He isn't condescending and seems to understand who his audience is (based on crowd feedback in the form of laughter). He's easy and fun to listen to.	Andy was only on screen. I guess this church is part of a franchise of sorts, with a main preacher whose sermons are broadcast to the different churches. This lack of actual presence made the whole function feel a bit disconnected, making me feel like I was at the movies.	I can't say exactly why, but he was an engaging individual and I enjoyed listening to him.
32	Female	informal dress, laid-back voice, positive demeanor, no judgemental comments, genuinely friendly-seeming. He integrated some silly humor into his talk, which made a lot of people laugh.	Pretty general overall. As mentioned before, he appropriately referenced the NIV and used modern lingo and a little pop-culture to keep attendees interested. His talk was the first in a series on "Running away from God" in which he used the story of Jonah as a basis for a life lesson many attendees seemed to identify with. I left feeling I had learned something! However, there were parts of his sermon that left me with unanswered questions, and felt incomplete. Perhaps one needs to come to the next sermon for the rest of the series!	Engaged and sincere in public; not condescending in the least! No judgemental or discomfoting comments. I didn't get to talk with him one-on-one, though, so I really can't tell about his sincerity.	The interactive aspect: the same video screens that had annoyed me in the beginning, using maps and verses printed out for visual aids. His mix of imagery and humor, and even the acknowledgement of a humorous presence in the Bible.
23	Female	I liked him because he was funny and even as an atheist I didn't feel excluded from the messages.	I liked that he was able to speak to people in all stages of faith. He didn't exclude or condemn anyone. It wasn't a huge problem, but the only thing I didn't like was that he was talking from a big screen and not there in person.	I thought he was very sincere because he brought stories from his own life to add to the message.	It didn't last for too long, the music wasn't boring, and the talk wasn't making anyone feel bad. I think that's the problem with a lot of other churches.

Age	Gender	What part was most memorable?	Did anyone approach you and speak to you after the service?	If so, how did you feel about that?	Can you share their name	Did you feel welcomed by the people at this church?	If this church was serious about attracting you, what would they need to do?
22	Male	The baptisms. I just thought the pool raised up in the wall was pretty neat. However the testimonials that preceded the baptisms seemed critical of other faiths and non-faithful individuals.	no	n/a	n/a	I didn't necessarily feel welcomed, but I didn't feel rejected either. I think because of the churches size individuals are expected to do their own thing. There simply wasn't any factor to the church that made me feel like a part of a community.	Find a way to make the function a bit more personal and engaging.
32	Female	Jonah's story: How it relates to many youth and people of my generation, where to find it in the Bible, where the events happened on a regional map. His acknowledgement that attendees may not believe the story's literal accuracy, and that that is OK! The Baptisms and Testimonials at the beginning were memorable, too.	no	(No)	N/A	Sort of. Really, after the talk was over, most everyone left. A few families and youth were hanging around their respective floors. I was just another number while the church was closing, not welcomed or rejected.	Where's the nature? This place is modern and open to all, but closed off from the earth and water and air: contained, constructed, clean/sterile, and corporate. Too large; I'd feel closer in the Small Groups perhaps. I left with bigger questions, wondering/wandering. The 4th floor by windows, under skylight = best place in the entire church.
23	Female	The baptizing was the most memorable part for me because it was so foreign to me. There was a pool above the crowd. I still don't understand it, but it was interesting to see.	no	n/a	n/a	People said "good morning" at the entrance, so I was as welcomed as I needed to be.	They would have to continuously give talks that don't alienate people. I couldn't be in a place that made me feel good one day and then bad another. I would have to see an open minded community.

Element 6 - After the Service/Meeting

Element 7 - Additional Thoughts

Age	Gender	Do you have any other comments you want to share?
22	Male	<p>When I first entered the building, I noticed that people only seemed to be milling around and finding seats. Once the service began, Billy Phenix asked everyone to introduce themselves to the people around them. Everyone complied and seemed genuine about the introductions. I thought that was very nice. I also noticed how informal everyone was, many dressed in street clothes. That casual aspect was appealing to me. Andy's sermon, as a whole, was very enjoyable. It revolved around the trials many individuals face throughout their lives and how sometimes people run from their faith. He spoke about how god would never leave those individuals and that one day they would have a moment where they would realize that they had to return to their faith. Throughout his sermon I did note some references to the mid-east as being a godless area, with Andy even using Afghanistan and Iraq as examples in his stories. But he only insinuated this. While the general message of finding ones place in this world was something I could relate to, I found that there was also a lack of understanding and tolerance for other faiths. While people seemed to be raptly listening to the sermon, there was no form of member participation. I left feeling like everyone was very disconnected from each other. In fact when the sermon was coming to an end people were already filtering out. There really wasn't a sense of community. I got the impression that this church function was directed for those individuals who needed a quick fix. Note from Elaine*: in phone conversation after the survey was completed, Rater mentioned he was little unnerved by the attention he received from some volunteers. He sat in the back of the church taking notes for the survey. Several volunteers came by and paused and watched him. He noticed that they had earbuds-and wondered if they were security and concerned about him for some reason. they did not speak to him.</p>
32	Female	<p>There is a store at the church entrance, that sells CDs, memorabilia, and such. Also, this church appears to be part of a larger group (corporation) of churches in North-metro Atlanta. The demographics are majority white middle-class, not necessarily local to the neighborhood. No idea about acceptance of homosexuality.</p>
23	Female	<p>I was really impressed with this church. I was scared at first, but it really was a decent experience. Even as a non Christian, I could possibly consider joining this community.</p>
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