

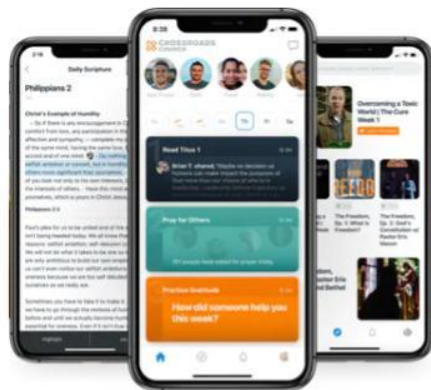


# OC MARKET ANALYSIS

Insights | 10/21

# HOW WE INTRODUCED ONLINE CHURCH

## CROSSROADS ONLINE CHURCH



I am interested in learning about God and growing in faith - but going someplace new for the first time is intimidating and I haven't found a place near me that "fits".

Introducing an online digital platform designed to help you learn and grow in faith and make real connections with real people. Joining is quick and easy, and doesn't cost a thing! We're all about building community. And when you join ours, you'll get full access to all the content and support we have to share.

Available completely digitally, wherever you are, you will receive:

- Weekly faith-based video messages to help you learn and grow
- Resources - articles, podcasts, videos, and courses - covering real topics (yes, even the hard and awkward ones)
- Request prayer or receive support in a moments notice from real mentors and pastors



# REACTION TO ONLINE CHURCH CONCEPT

**“How likely are you to use this product/service if it were available to you?”**

	Total Research Audience	Target - Gen Z
5 - Definitely use	17%	14%
4 - Probably would use	17%	24% <sup>A</sup>
<b>TOP 2 BOX</b>	<b>34%</b>	<b>37%</b>
3 - Might or might not use	24%	30%
2 - Probably would not use	15%	16%
1 - Definitely would not use	28% <sup>B</sup>	15%

\*A and B next to numbers signifies statistically significant difference from that column with 95% confidence.

WHO'S MOST LIKELY TO TRY ONLINE CHURCH?

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# KEY QUESTION - MET A FRIEND ONLINE?

- “Have you met someone online who you became friends with, and continued connecting with entirely online or remotely?”
  - Never
  - Once
  - A few times, 2-3 people
  - Frequently, 4+ people

**This question became the overwhelmingly most significant predictor of OC interest.**



# MET A FRIEND ONLINE?

**“Have you met someone online who you became friends with, and continued connecting with entirely online or remotely?”**

	Total Research Audience A	Target - Gen Z B
Frequently, 4+ people	12%	21% A
A few times, 2-3 people	27%	37% A
Once	13%	24% A
Never	47% B	18%

\*A and B next to numbers signifies statistically significant difference from that column with 95% confidence.

# MARKET SIZE

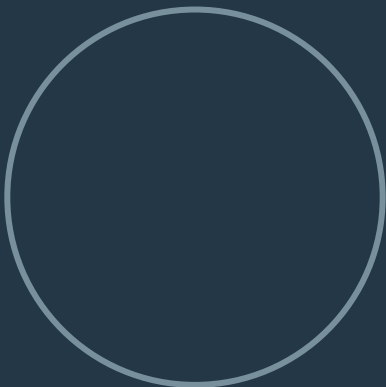




# MARKET SIZE

Total US

**328 M**



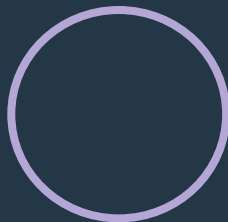
Research  
Audience:  
Adult Christians  
/No Religion

**177 M**



Adult Christians  
/No Religion  
+  
That would try OC

**134 M**



Adult Christians  
/No Religion  
+  
Met friend online  
+  
That would try OC

**73 M**



Adult Christians  
/No Religion  
+  
Adult Gen Z  
+  
That would try OC

**10.5 M**





