
THE GLOBAL DATA INITIATIVE SURVEY OF MISSION INFORMATION USERS

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Executive Summary

During 2019, we surveyed mission leaders and other mission information users about the information they need and use. Eighty-two users responded from sixty-eight different organizations and most regions of the world.

A high response rate (59%) suggests that this is an important topic for both mission leaders and information workers. Their answers reveal few significant differences between different regions, and, on most topics, no significant differences were evident between end-users such as mission leaders and intermediaries such as mission information workers and academics.

Among those who responded, people group thinking is widespread, and the reached / unreached paradigm is important in spite of some discomfort with the terminology.

Respondents consult a wide variety of information sources. They identified an average of about five sources of useful information that included

databases, books, publications, organizations and people. Christian-curated global data sources are useful in the work of most, alongside secular sources. Thirty of these Christian sources were mentioned by more than one respondent. Joshua Project was mentioned most frequently by far. Nearly half of our respondents cited it as a useful source.

Most respondents report satisfaction with the information they have to do their job. However, most also identify data quality problems, especially to do with timeliness, accuracy and accessibility. In addition, the answers suggest there are gaps in current data provision, especially in the area of facilitating contact and cooperation between ministries.

This survey is not an end in itself, but part of a global data initiative (GDI). This project team does not offer a plan of action in response to the specific insights. Instead we propose a number of interrelated steps by which the mission community in general and global data custodians in particular can respond to those specific findings and through the Holy Spirit take wise action.

This is an important topic for both mission leaders and mission information workers.

- to the glory of God -

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Chapter 1: Introduction

Background

Larry Kraft and Chris Maynard¹ have felt for many years that improvements could be made in the provision of data for decisions in global mission. We have not been alone in thinking this. Both we and others had ideas for improvement, but how could anyone tell what would improve decision-making in mission? It occurred to us to ask users of missions data what they thought and what they needed. So, the idea of this survey was born around the end of 2017.

A Global Data Initiative is Launched

This Global Data Initiative (GDI) began with informal discussions during the Lausanne International Researchers Conference in Nairobi in the first half of 2018. At that time the current project team with Larry Kraft, Chris Maynard and Gordon Bonham was formed². By this time Chris was formally affiliated with the Global Research Team of One Challenge of which Larry and Gordon are longstanding members.

In the second half of 2018 we circulated a project proposal to a limited audience and then conducted a feasibility survey among mission leaders. Following an enthusiastic response, we formed an Advisory Team of:

- Dan Scribner (Joshua Project)
- Dave Hackett (VisionSynergy)
- Reuben Ezemadu (Movement for African National Initiatives)
- Patrick Johnstone (Operation World, emeritus)
- Ronaldo Lidório (Associação de Missões Transculturais Brasileiras)
- Michael Oh (Lausanne Movement)
- Matthews Ojo (Obafemi Awolowo University).

In our Project Plan in April 2019 set out our ABC. This remains a simple expression of our goal, our starting point and our means to keep the initiative close to the purposes of God.

- **A**iming to improve the availability of **useful data** to support the Church throughout the world as she makes major **decisions** about ministry **strategy and direction**.
- **B**eginning by **asking questions** about decisions, data, people and communication.

¹ **Chris Maynard** leads this initiative. Following a secular career in corporate data management he has worked since 2005 in global church information, serving a number of global mission networks and facilitating mission information work in general, especially through the Community of Mission Information Workers (CMIW).

Larry Kraft is the Global Director of Research for One Challenge (OC). He served in OC as a researcher in Brazil for 17 years. He moved to England in 2004 where he served as Senior Research Consultant for North Africa, Middle East and Central Asia until 2011. He currently serves in CMIW and is Lausanne Catalyst for Church Research.

² **Gordon Bonham** is a semi-retired sociologist who has run his own social science research firm for 17 years after 27 years at Towson University, University of Louisville, and the National Center for Health Statistics. He has focused on sampling, web surveys and statistical analysis during his 10 years with OC.

- Continually **seeking God in prayer** for the data and people that we need to support the Church’s mission to the world.

This Survey and Report

We designed this survey for mission information users. We wanted to find out what data they use to make decisions or influence people and their evaluation of that data. We also wanted to understand more about the flow of that data involving various “Information Brokers”, both “Mission Information Workers” and “Mission Thought Leaders”. Our first-draft survey in late 2018 was tightly structured and most of the questions were “multiple choice”. The feedback from our Advisory Team was that this was too tight for a first survey and too much influenced by our own Western, data-driven pre-suppositions. We reworked it to be more open, embracing all types of “information”, not just “data”, and with more questions requiring free text answers than selecting from several pre-defined options. During 2019 we consulted individually by video with 12 Christian global data curators including asking what *they* would want to ask information users.

Throughout this time, we gathered names of people, organizations and data sources that are of significance to global data for mission. We excluded people who curate global data from this survey. Our primary respondents are in the six boxes outlined in red and within the dotted line on Figure 1. These are the people we wanted to include and most of the survey respondents are in these categories.

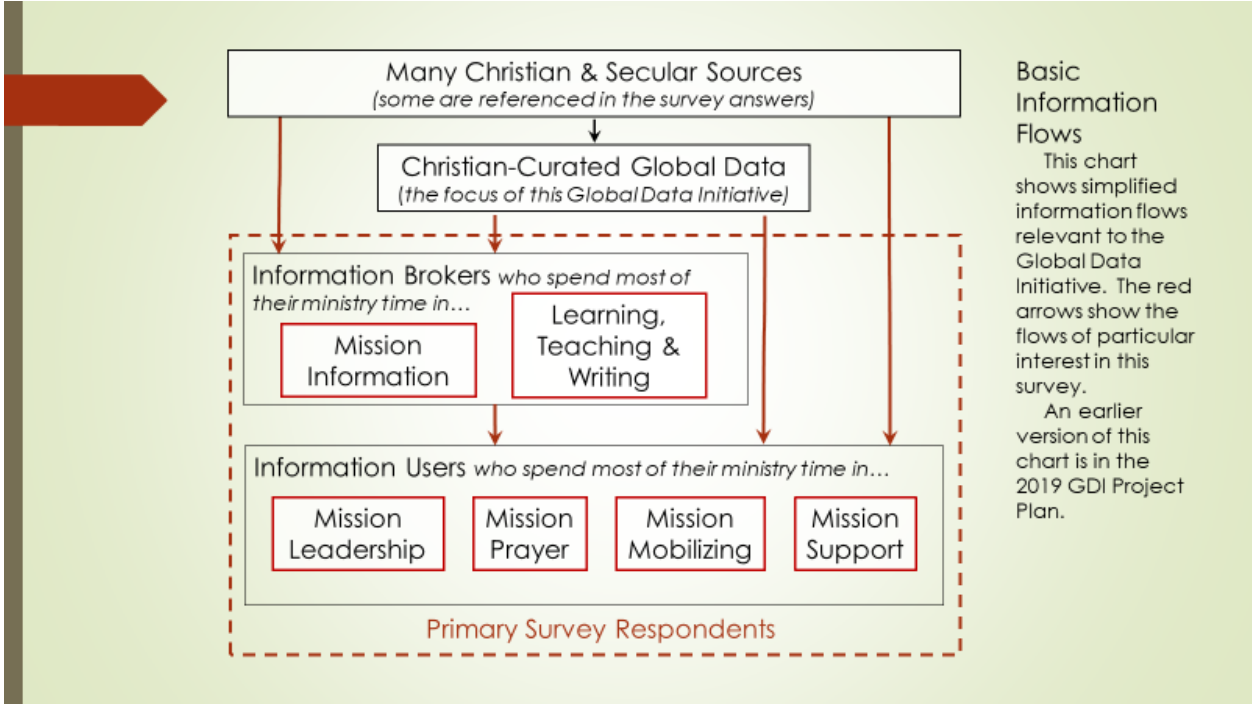


Figure 1. Basic information flows

Below is a synopsis of the rest of this report. You may not wish to read the whole of this report. Chapters 2 and 3 are probably of interest to most people. Which chapters most interest you?

“Chapter 2: Important Insights” highlights our key discoveries from the survey. Chapters 3 to 6 look at the answers to each question in turn.

“Chapter 3: Next Steps” outlines what we propose should follow this survey.

“Chapter 4: Ministry Challenges” begins our detailed analysis and looks at the challenges faced by mission information users.

“Chapter 5: Need and Availability of Information” considers what information respondents need and the availability of mission information.

“Chapter 6: Respondent Differences” describes the significant correlations we found between different answers.

“Chapter 7: Sources of Information” lists the sources of information that respondents found useful.

“Chapter 8: Looking to the Future” describes advice for GDI going forward and the willingness to learn together.

“Chapter 9: Methodology” is for people who want to understand more of this survey’s research methodology and data analysis process.

“Appendix A. The Global Data Initiative Information User Survey” contains the actual questions asked in the survey.

We are glad we did this survey. It may be the first multi-country, multi-agency and multi-role survey of mission data needs. It has given us many insights already, which we share with you now. Some cherished ideas for improvement have been challenged. We thought that problems with counting evangelical Christians and the lack of missionary statistics would be widespread concerns. That is not borne out by these survey results. We believe that this report can provide a shared understanding of the status quo, and the motivation to make improvements.

The survey has given us many insights already.

Chapter 2: Important Insights

There is much to think about from the answers to the survey. Because we used many open questions, the answers gave us about 25,000 words to consider. Here are key insights we have gained, with an emphasis on lessons that apply to global data.

Bear in Mind when Interpreting Survey Answers

Our sample is wide

We had at least some response from 82 people in 68 organizations. This represents a good spread of roles as we had hoped.

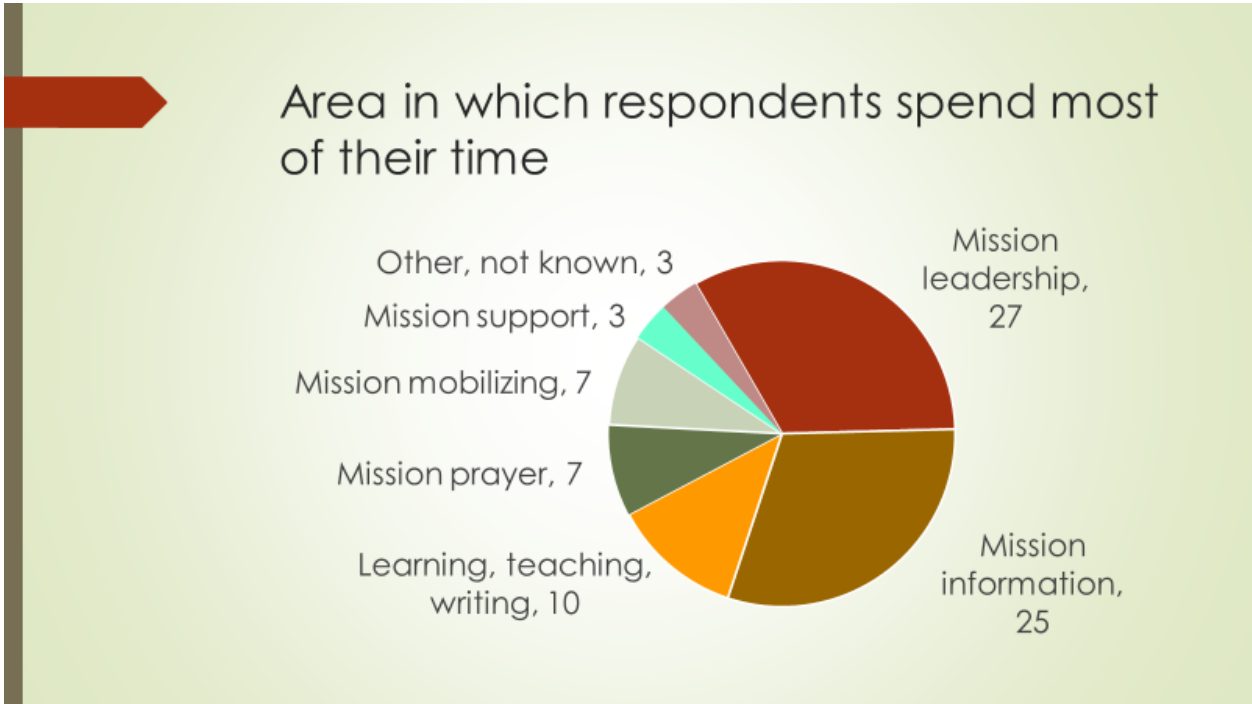


Figure 2. How respondents spend most time

Our Sample is biased towards people from the USA, but not unreasonably

Nearly half of those filling out the survey are from the United States of America (USA). This is to be expected because of the USA’s interest in and support for data-oriented decision-making in the mission world. The USA is (and probably should still be) the biggest sender of workers abroad. It is those who send abroad who are most in need of global data to support their decision-making. However, we can rejoice that more than half of our responders are from outside of the USA. The representation from the rest of the Americas, Asia and Africa is reasonably proportionate to evangelical Christian numbers in those regions. Europe is somewhat over-represented. See the section “We classified respondents by geographical area” in Chapter 9 for more geographical information.

Our sample is surely biased towards people with a strong interest in data

We ran this survey and we have a strong interest in data. The survey was sent out first to people that we know or that were recommended to us by people that we know. We tended to choose people that we know have an interest in data. The survey was then probably taken up more by people who already have an interest in data, and they probably gave us further leads biased in that direction.

So overall, in the results of this survey we are mainly “listening” to people who think data is important, especially global data curated by Christians. This is not necessarily a bad thing, but we must remember that it may not accurately represent potential users.

Our sample is probably biased towards those who are people group oriented

This observation is based largely on the internal evidence of answers within the survey. People groups are referenced time and again³. Much current Christian-curated data is oriented to people groups and languages, so the same factors identified in the previous paragraph may also have contributed to this bias.

General Highlights

Respondents value this attention to global data and are ready to help

This is shown by the high response rate, the high number of those wanting to be informed about the results, and even many within that number prepared to be further engaged with follow-up. We now have a considerable pool of people, including decision-makers, who are prepared to engage with us further (see “Future Participation” in Chapter 8).

Many prepared to be further engaged with follow-up.

People group thinking is widespread

Well over half of respondents included this as one of their most important ways to view the world. (See Figure 3). More selected this than any other perspective. Accepting the probable bias in our sample noted above, the prominence of people group thinking is nevertheless striking. It is the type of information most often found useful. When asked what data they have found useful, respondents frequently cite sources oriented to people groups. A number of mission thought leaders today say that the era of “people group thinking” is over. It is not. Across a wide range of people and organizations this paradigm is very much alive and even prominent.

³ See response to questions C1, H2 and particularly C2, E1, G2. Chapters 3, 4 and 6.

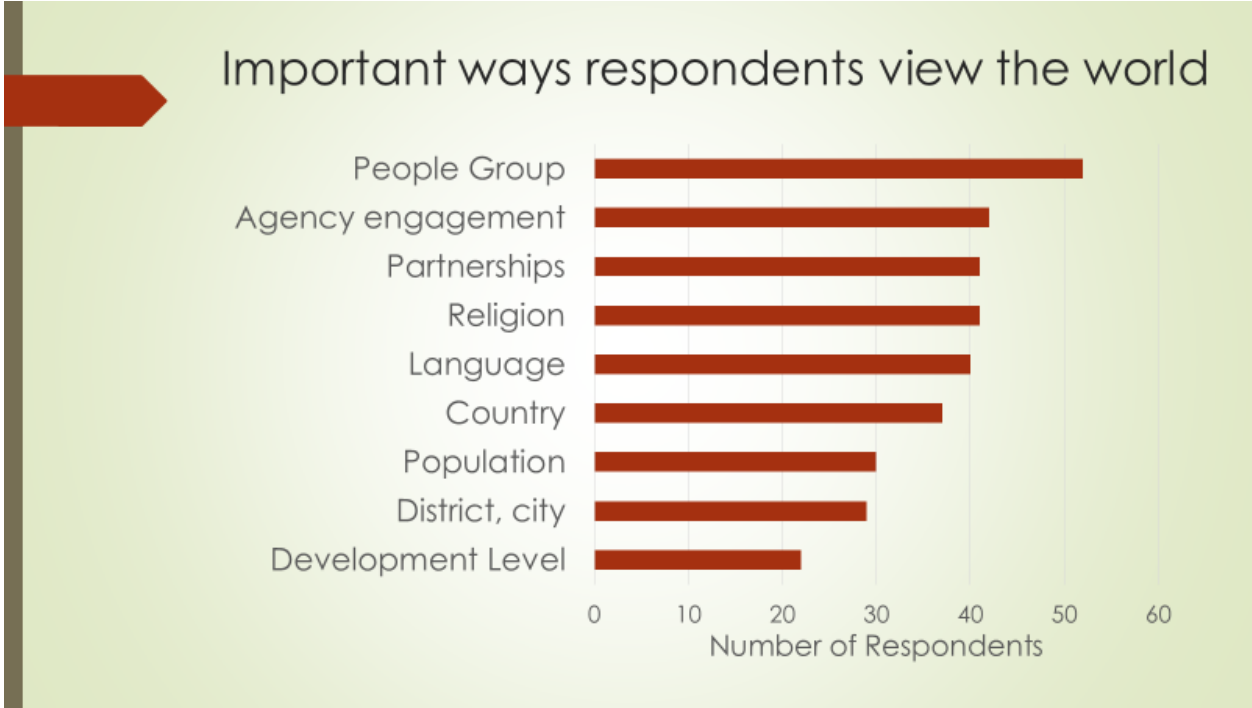


Figure 3. Ways to view the world

The reached / unreached paradigm is important

The concepts and the data on this topic are important to the decision-making of many respondents. It came through several questions as an unsolicited response. It was frequently mentioned in reference to the type of data found useful (Question G2, 16 respondents). Mostly, but not always, the reached / unreached concept was linked to people groups.

Respondents consult and value a wide range of data sources

Respondents identified an average of about five sources of the data. These include databases, books, publications, organizations and specific people. This suggests a breadth in individuals’ search for understanding, and the overall breadth is very impressive. Table 1 (found in Chapter 7) lists the 30 Christian-related sources of information that were cited by more than one person as one of their “best sources”. An additional 45 information sources were cited just once.

This provides some background to an insight elaborated on later in this report: “Many respondents want us to collaborate more or to centralize data”.

Joshua Project is the most widely cited data source

Joshua Project is mentioned most frequently as one of the best sources. Nearly half of respondents mention Joshua Project. More respondents mention Joshua Project than all secular news sites put together. (For more detail, see Chapter 7: Sources of Information.)

Perceptions of Data Quality

Respondents are generally happy with the information they have...

Figure 4 illustrates that a majority feel they have the information they need to do their job.

This is something to celebrate and give thanks for.

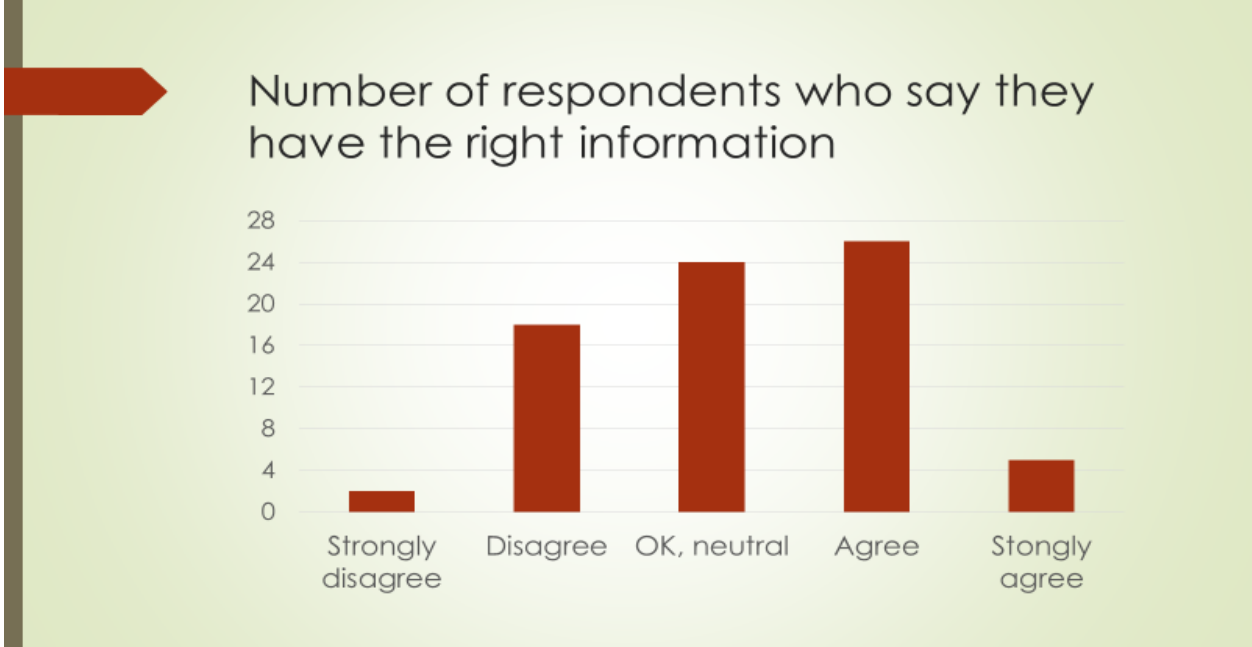


Figure 4. Having the right information

...But there is much room for improvement

Respondents indicated widespread concerns about data quality. Another look at Figure 4 shows that very few *strongly* agree with the proposition and many disagree. Answers to question B1 reveal that 25% of respondents consider data problems to be one of the main challenges to their ministry, mission leaders as well as information workers. When asked the open question “How would you like to see decision-making influenced by data in the future?” (H1) many mission information workers took this as an opportunity to express criticisms or concerns about current data. When we asked explicitly about limitations in the data that they had identified as useful, nearly 70% of people responded, 20% with more than one concern. (See Limitations in Data for more detail.) Sometimes these “limitations” were expressed in strong terms *e.g. impossible to confirm and may be very incomplete, very incomplete and out of date, and tied to unhelpful definitions, outdated and inaccurate.* One experienced mission information worker made a weary request for quality in one of the most basic figures: *Quality global info on number of Christians for each country if possible.* (Our emphasis.)

Timeliness, accuracy and accessibility are widespread concerns

When we asked for advice in taking GDI forward, accessibility came through as a prime aspect of quality that we should bear in mind. (See “Suggestions to Improve Global Data” in Chapter 8.) This also came up when we asked about limitations with current information sources. However, the most frequent complaint about existing data sources was that they were not up

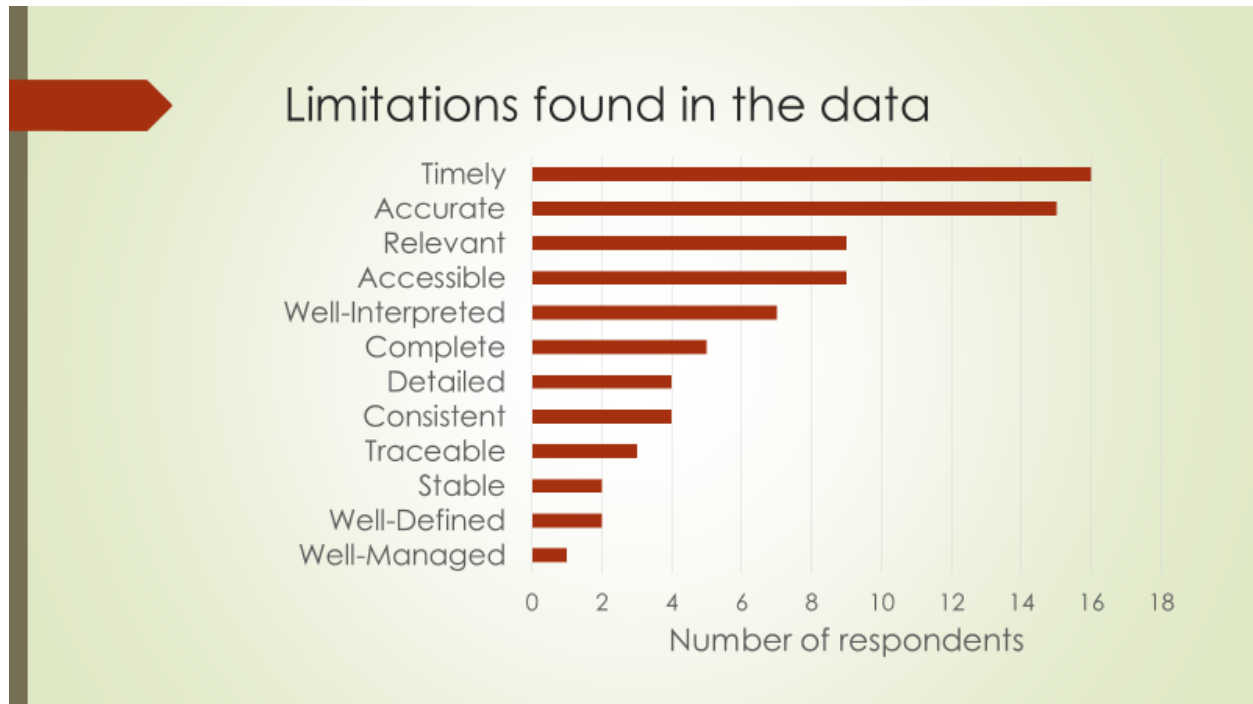


Figure 5. Limitations found in the data

to date and/or not accurate. (See **Error! Reference source not found.**) Respondents called for *a accurate, verified and authentic statistics and as much accurate and timely data as you can about the progress of the gospel.*

Many respondents want us to collaborate more or to centralize data

Many suggested specific actions for us. Most frequent among these were suggestions for more and better collaboration and the centralization of data, *e.g., collaborate together, speak the same language in terms of statistics and a combined database that is collaborative and accessible for all organizations.* Much of this seems to be linked to concerns about accessibility, compatibility and consistency between existing data sources. See “Suggestions to Improve Global Data” in Chapter 8.

Possible Holes in Current Data

Some see big gaps in current data. One academic research leader wrote: *But, honestly there isn't a significant flow of useful data. We really don't as a mission community collect much data.*

Others gave a list of their requirements. Here are a two of the more comprehensive:

By country data that includes % Christian, number of churches People group information (UUPG and UPG) Language translation: who has JFilm or Scripture in their language. Where ministries, organizations, and denominations of all kind are currently located and where they are reaching out with evangelism, discipleship, and church planting strategies.

1) Story of the country (political, economic, social and spiritual) 2) Population make up 3) Political make up 4) Poverty issues, injustice issues, conflict issues 5) Who is responding 6) Church and mission story and who is doing what 7) Platforms existing to address issues 8) Colleges and universities 9) Urban stats 10) Ecological status 11) Health and well-being status.

Information may be lacking to support key ministry questions

“Will Help” versus “Found Useful”

We did detailed analysis to compare and contrast the answers to two questions. The first question was in a section about the respondent’s current ministry challenges. We asked what information “will help” with those challenges.⁴ The second question was much later when the questionnaire was focusing on the way they use data. We asked what types of data they had “found useful”⁵.

By comparing the answers from these two questions we get an indication of types of data where we may be “under serving” the mission community. “Will Help” can be seen as an indicator of the demand for information, “Found Helpful” as an indicator of supply. We highlight the biggest deficits in the following two sections. Further detail on this topic can be found in Chapter 5: Need and Availability of Information.

Information about Cooperation and Connection

Data about cooperation and connections among ministries will help answer many key questions that ministries have. People are looking for connection with other ministries and people with whom they can cooperate, *e.g. Who is interested in collaboration? and I believe that collaboration is key for missions as it moves into this next phase.*

But people don’t find information about cooperation and connection that would help. Seventeen respondents indicated that this information would help with key ministry challenges. However, not one

People are looking for connection with other ministries and people with whom they can cooperate.

⁴ These were the actual questions in sequence:

B1. When you look at your ministry and where you believe God wants it to go, what are the main challenges you face?

B2. Thinking about these challenges, what are the key questions that you have about the world?

C1 **What information will help you to answer those questions?**

⁵ This was the second question and its context:

F1. Now think about data and statistics about the world. How does your organization handle mission data?

G1. Why do you use global data?

G2. **What types of data have you found useful?**

of those 17 respondents reported finding useful information in this area. See the third bar of Figure 6. Possible Missing Data. Note that it has no orange for “reported useful data”.

Information about the World, the Workers and the Work

We see other potential gaps in information about the world, the workers and the work. (See the top two bars of **Error! Reference source not found.**) Here our respondents’ questions are seldom as simple as *Where are the workers?*. They want to know things like *How can we work with God? How is the work proceeding? ...strategies that work. ...stories of strategies.*



Figure 6. Possible Missing Data

What People Didn't Tell Us

“Evangelical” hardly figured as a word or a concept

The word “evangelical” occurred in only two responses. There was no obvious alternative terminology used to distinguish Bible-Jesus-Conversion-Action people from any others who might call themselves Christian. We don’t know whether our respondents are not interested in the distinction or whether they assume that “Christian” is in some way equivalent to “evangelical Christian”. It seems likely that when some used terms like Christian, Gospel, Disciple and Reached, they are thinking in evangelical terms.

“Missionary” hardly figured as a word

The word “missionary” figured in only one response. The words “foreign” and “cross-cultural” occurred occasionally, sometimes linked to the word “workers”. This is certainly a terminology shift. We think it suggests an underlying shift of conceptual thinking as well. “Foreign workers” may still have an important part to play, but it seems that “missionaries” are no longer central to much “mission” thinking.

Your origin or current location do not make much difference ...

We deliberately included people from different parts of the world in our survey and wondered if people from different areas would give different answers. We found only a few correlations between respondents' origin or current location and their answers. Those we did find don't seem to offer any important insights. We have noted them in Chapter 6: Respondent Differences.

... But your role does

However, people with different roles sometime gave statistically distinctive answers. Usually those differences make intuitive sense. For details see Ministry Focus in Chapter 6.

Conclusion

Many mission leaders and information workers value data about “people groups” and about “the unreached” and those fit into their frameworks. On the other hand, the terms “evangelical” and “missionary” are no longer prominent when mission people think about the information they need. Further study may tell us if this is just about words, or about the concepts as well.

Data about “people groups” and about “the unreached” fit into their frameworks.

There may be significant hidden need for different data about the world, the work and the workers, and data that supports cooperation between agencies and people in particular. These areas could be explored further. What exactly is needed and how can it reasonably be provided?

There is criticism of the quality of existing data, especially its timeliness, accuracy and availability. What could be done to improve this? Many want more cooperation, and many mission leaders in particular would value more consolidation.

In Chapter 4: Ministry Challenges, we will begin to analyze the survey answers in more detail, question by question. But first we outline the “next steps” for the Global Data Initiative.

Chapter 3: Next Steps

This survey is not an end in itself, but part of a global data initiative (GDI). This project team makes no attempt here to offer a plan of action in response to the specific insights of the last chapter. The wider community must decide what to do, as individuals, as organizations, and (as many of our respondents hope) in collaboration across organizations. So we propose a number of interrelated steps by which the mission community in general and global data custodians in particular can respond to the specific findings and through the Holy Spirit take wise action.

For All Involved in Mission Information

We turn again to our basic ABC from Chapter 1: Introduction.

Aiming to improve the availability of **useful data** to support the church throughout the world as she makes major **decisions** about ministry **strategy and direction**.

Remember that our aim is to improve data for decisions. If you think you could help with that, let us know. This report is not an end in itself, but part of a process.

The wider community must decide what to do, as individuals, as organizations, and (as many of our respondents hope) in collaboration across organizations.

Beginning by **asking questions** about decisions, data, people and communication.

We haven't finished asking questions. Please share your own insights with us. We are the Body of Christ and individually members of it. This is a rich and complex survey and you may see things that we are blind to. If what we have written here raises further questions, we may be able to answer some of them from further analysis on the survey answers.

Continually **seeking God in prayer** for the data and people that we need to support the Church's mission to the world.

Please pray! Pray for useful global data for the church. Pray for more good people, inspired by the Holy Spirit to curate that data. Pray for good fruit from this report. Apart from our Lord Jesus Christ we can do nothing.

For the Current Project Team

Encourage more prayer (and thinking)

Chris Maynard intends to form a GDI Pray Tank, a multi-generational prayer meeting and think tank about the future of continuous global data to serve the mission of the Church. It will be a limited group of people who share a concern for data to support decision-making and a passion

for prayer. We will come together regularly by video conference for a little fellowship, for some discussion and most of all for prayer. If you want to be part of this, let him know.

Facilitate discussions

We have not finished asking questions. We started with individual global data curators. Then (with this survey) we turned to information users. Next, we intend to query data curators and discuss next steps together. We are glad to see that in preparing this survey we did already consult with all of the Christian ministries that appear in “Figure 17. Sources of information”. We will be getting back to them and talking to some of the ones listed in “Table 1. Best Sources of Information” in Chapter 7. Whether you are on that list or not, if you want to engage, please let us know.

Try out some network analysis

Gordon Bonham will lead an exploration of what the survey answers can tell us about the current mission information network. We are using network analysis software. At this point we don’t know if this will tell us anything useful beyond our analysis so far, but we think it worth a go.

Respond to requests for clarification

We expect that some will have questions for us arising from this report. Some of those will need simple clarification where we have expressed ourselves poorly. But we expect that in other cases we can dig into the survey answers for further insights in response to specific questions. If it needs new research, then the 12 other members of the OC Global Research Team are well-equipped to respond to help if need be.

Our Prayers

This initiative is not a mechanical exercise, and we depend on God’s guidance. The project team usually prays when we meet. But for the last year we have taken this a little further. We aim to include a written prayer in every significant email between us.

For instance, this was a prayer two weeks ago, as we made the first draft of these “Next Steps”: *Dear Father, please help me with this important section. I want to help our readers to grasp the fullness of what they can do and not put them off by being “prescriptive” or “patronizing”. What do you want? Amen.*

Now we pray for you: *Father in heaven, thank you for your help as we have planned and carried out this survey. Thank you for the insights you have given us through the cooperation of our respondents. Now give favor to our readers. May these narratives, charts and tables lead others to find further insights for themselves. Thank you for your wonderful love. Amen.*

May these narratives, charts and tables lead others to find further insights for themselves.

Chapter 4: Ministry Challenges

We opened the survey with questions to get respondents thinking about their own understanding and the specific ministry challenges that they face. We did not want to start the survey with questions about existing global mission data. So, we led them from specific past experience and present challenges, to what questions those challenges raise, and what information could address those questions, and finally to the more general question about how they view the world. Only in the last question did we constrain their answers with a multiple choice.

This section gives us valuable insights into the world and the worldview of the people who use global mission data.

Insights into the world and the worldview of the people who use global mission data.

How Information Changed Understanding

The first question (A1) in the survey asked respondents to tell us how information changed their understanding in a significant way. (See Appendix A. The Global Data Initiative Information User Survey for all survey questions.) This question both introduced the focus of the survey and encouraged them to think personally about information and data. Seventy-eight of the 82 respondents described how information changed their understanding. Every response was unique, yet they tended to include themes that we categorized in four ways.

Impact. Sixty-two (79%) of the respondents included words that indicated the impact or effect the information had on them:

- Informed (31) - used general terms, *e.g. Information about the world helped me form the frame of my perspective.*
- Motivated (20) - inspired them in a particular direction, *e.g. Inspired/challenged me to commit myself to serve God in missions.*
- Life changing (11) - frequently to pursue fulltime ministry, *e.g. Changed the entire direction of my life for the last 40+ years.*

Subject Matter. Forty-nine (63%) indicated the subject matter of the information that affected them:

- Unreached people groups (18) - *e.g. Understanding the inequality in missions spending/going to UPGs.*
- Geographical distribution (17) of the harvest field or harvest workers, *e.g. After decades of sending people to the world, it came as a shock to find out how little had changed in many parts of the world.*
- Context (14) - saw the need to consider the religious, ethnolinguistic, cultural, political or economic context of the community, *e.g. Radicalism and cosmopolitanism are both increasing and self-supporting.*

Format. Forty-one (53%) indicated the format of the information that changed their understanding:

- Visual presentation (20) - might have been a pie chart, a map or some other type of graphic, *e.g. I saw the GSEC map for the first time.*
- Stories (14) - verbal or written, *e.g. Reading mission biographies about the growth of missions in various areas.*
- Demographic (7) - country or regional data, such as the growth of cities, the size of the population unreached by the gospel, *e.g. The impact of simple demographics on socio-political trends.*

Timing. Thirty-seven (47%) of their responses indicated when this change in their understanding took place:

- During ministry (23) - after they were already in ministry, *e.g. When I started ministry of planting churches.*
- Formative years (14) – during youth at their church, college, seminary or graduate studies, *e.g. I was in my first year at college.*

Key Challenges

All 82 respondents provided answers to key challenges they face as they pursue the way they believe God wants their ministry to go (question B1). We detected sixteen themes with many responses including more than one theme. More respondents reported Raising Finances as a key challenge than reported any other challenge(15 respondents which is 18%). The eight most frequently reported challenges are: (see **Error! Reference source not found.7**)

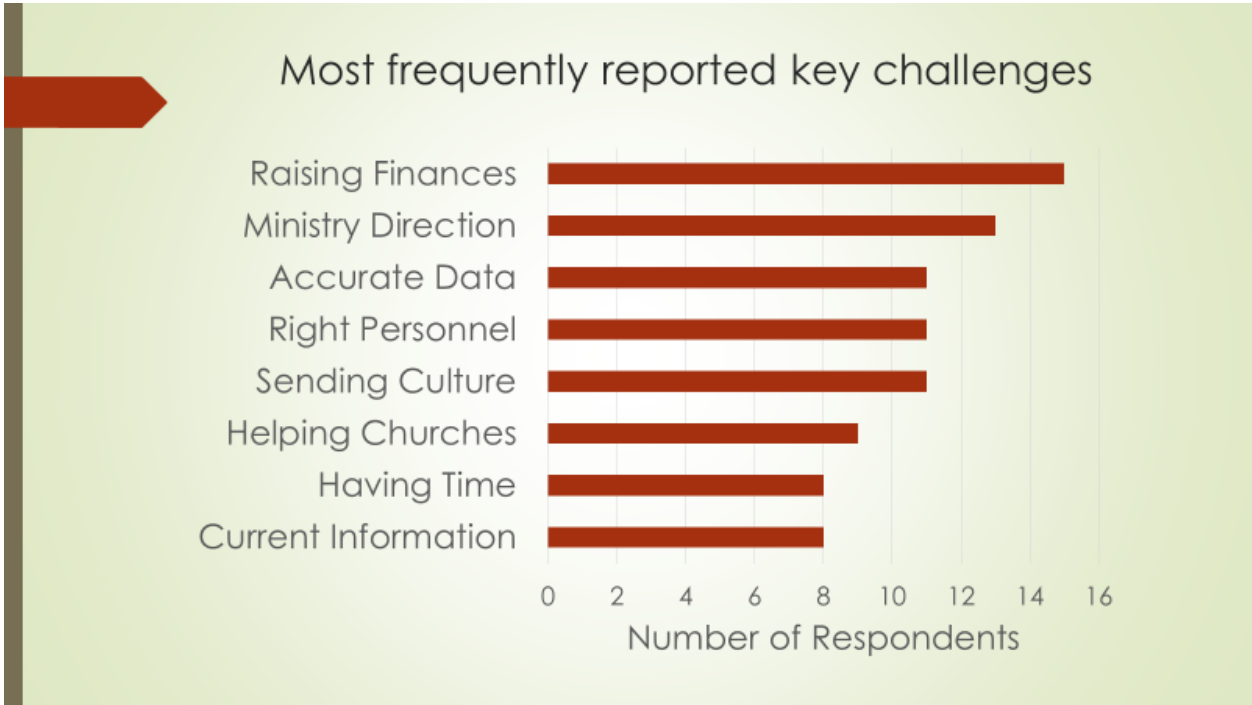


Figure 7. Key challenges

- Raising Finances (15)—*e.g. Funding is the major challenge.*
- Ministry Direction (13)—*e.g. Wisdom and discernment in a complex, rapidly changing world.*
- Right Personnel (11)—*e.g. In recruiting committed staff with clear vision.*
- Sending Culture (11)—*lack of concern or understanding of current mission opportunities and needs, e.g. The basic challenge has to do with getting opportunities to serve in my target country due to migration issues a country like mine often have.*
- Accurate Data (11)—*e.g. Getting accurate data in front of people who can do something about it.*
- Helping Churches (9)—*e.g. Helping churches, mission agencies and missionaries to discover what God wants them to do regarding the missions in this complex generation.*
- Time (8)—*having enough time, e.g. There are countless opportunities and invitations, but the capacity to achieve these is lacking.*
- Current information (8)—*e.g. Trying to track the rapid changes occurring due to urbanization, globalization, consolidation of languages, changing social fabric.*
- Helping individuals (7)—*e.g. The main challenge is knowing how to spread vision and to motivate the next generation.*
- Partners (6)—*e.g. Working in partnership with other like-minded people and ministries.*
- Cooperation (5)—*e.g. Better connection & communication between field workers and Intercessors and Using information technology to foster collaboration.*
- Local cultural context (4)—*e.g. The ministry of the Church as whole has not been able to keep pace with the fast-paced, very fluid and rapidly changing world, and its negative effects on humans.*
- Comprehensive data (4)—*e.g. Inter-organizational collaboration between credible datasets.*
- Evaluation (3)—*e.g. Providing metrics for accountability that are understandable, accessible and meaningful across the huge number of different contexts.*
- Security issues (2)—*e.g. Our major challenges are radical Islam, security, communication, access & trust.*

“Funding is the major challenge.”

Some respondent characteristics had an effect of how they answered this question. These are detailed in Chapter 6: Respondent Differences.

Key Questions

The next question (B2) in the survey asked what key questions they had about the world that would help them in their key challenges. Seventy-five respondents answered the question, identifying an average of 2.2 key questions. We classified their answers in two ways: the **theme** in the answer (How, What, Where, Why and Who and Impact) and the **subject** in the answer.

We found it important to focus on the type of question rather than just the beginning word. The How themes (action) may be expressed beginning with the word “what”, such as “what can be done” and “what works?” Conversely, some What themes (situation) may be expressed beginning with the word “how,” such as “how is it changing” and “how many?” The frequencies of the question **themes** were:

- How? (52 questions by 37 respondents) -- related to actions such as: *How can or should we do something?* Although it could be worded, *What is the best way to do something?*
- What? (44 questions by 29 respondents) – related to situations: *e.g. What is? What kind? What difference do we have? What is the level or number?*
- Why? (19 questions by 13 respondents) – related to reasons: *e.g. Why are? Why don't? Reasons why?*
- Where? (19 questions by 14 respondents) – related to location: *e.g. Where are? What areas? Gaps? Villages?*
- Who? (17 questions by 13 respondents) – related to actors: *e.g. Who does? Who to approach? Who are the best people?*

We also classified the answers into nine **subject** areas. (See **Error! Reference source not found..**)

- Workers or the Work (37 questions by 33 respondents) -- these include ministry approach, the enormity of the task, opportunities we are missing, sending approaches,

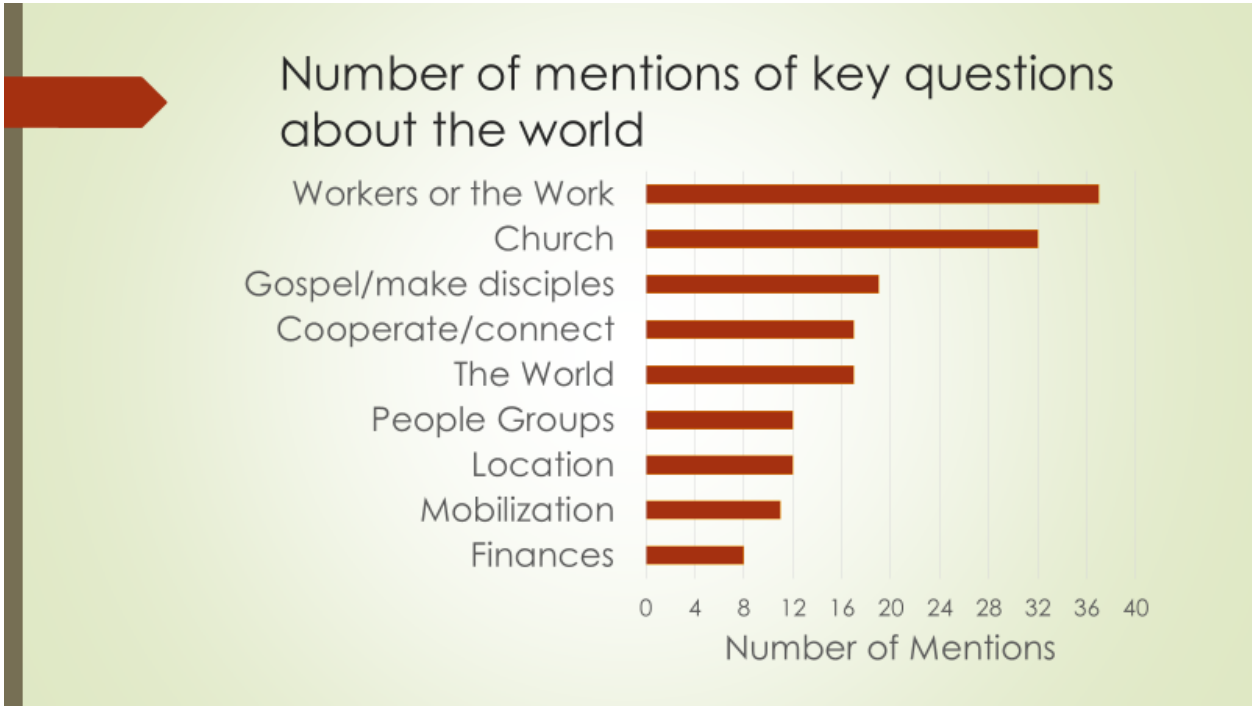


Figure 8. Key questions about the world

kind of leaders and personnel challenges, *e.g. How does leadership in the global south make a decision? What are the real needs of the mission field?*

- Church (32 questions by 23 respondents) -- these include the global Church, local churches, harnessing gifts and meaningful discipleship, *e.g. What is the state of the church in the cities? and Why are those who grew up in the Church leaving in such large numbers?*
- Gospel and Making Disciples (19 questions by 16 respondents) -- includes the spread of the Gospel, witnesses for Christ, church planting and making disciples, *e.g. Why disciple-making movements are happening? And Gaps/holes in spread of the Gospel?*
- Cooperation and Connection (17 questions by 15 respondents) -- includes bringing ministry leaders together, collaboration, unity, share information and who to approach, *e.g. Does every ministry really have as much unique process/culture as they think they do? And How do we make global partnership and networking work?*
- The World (17 questions by 12 respondents) -- includes people, perspectives, global trends, conflicts, closed countries and immigration, *e.g. How do we carry out programs of redemption and nurture to people in the context of Islamic aggression, pluralistic ideology and post-modern taught? and What does the world understand by conversion to Christ?*
- People Groups (12 questions by 10 respondents) – *e.g. The real number, location and context of people groups without a Christian influence? and People group missiology is fading--what will replace it?*
- Location (12 questions by 8 respondents) – *e.g. What is the purpose of God in moving peoples into the cities? and How do we reach them in the most difficult places?*
- Mobilization (11 questions by 10 respondents) -- includes mobilizing personnel, communicating to the Church, who should be sent and moving hearts of believers, *e.g. How can we better share information and mobilize personnel and resources? and I am trying to understand how everyday people want to connect with global causes in new ways.*
- Finances (8 questions by 8 respondents) – *e.g. What happens when the dollar comes from the global northwest but most of God's work is in the global south and east? and Why is it so difficult for the donor world to support Prayer Networks?*

“How do we make global partnership and networking work?”

Questions with different **themes** tend to have different **subjects**:

- How? questions tended to focus on Cooperation-Connection ($r=0.24$)⁶ and Mobilization ($r=0.24$).
- What? questions related to all subjects.
- Where? questions mostly focused on Location ($r=0.54$).
- Why? questions tended to focus on the Church ($r=0.30$).

⁶ Correlation (r) provide a statistical measure of a relationship where $r=0.00$ means no relationship and $r=\pm 1.00$ means a perfect relationship. All correlations have less than a 5% chance of error. See Chapter 9: Methodology for more details.

- Who? questions related to all subjects.
- Evaluation questions tended to focus on People Groups (r=0.24).

The subjects of questions differ some by the location and type of ministry of the respondents. These are further explored in Chapter 6: Respondent Differences.

Ways of Viewing the World

The survey asked respondents which of nine ways to view the outside world are important to them (question C2). 76 of the 82 respondents marked at least one way and 58 checked more than the three requested—nine checked all nine. People Group was chosen by 63 respondents (83%), and 54 (71%) identified Religion as important ways that they view the outside world. (See Error! Reference source not found.9.) More than half of those who answered the question also indicated Language (46), Agency Engagement (46), Partnerships (45) and Country (45) as important ways they view the world. Geographically related criteria of District or City/Rural, Population size and Developmental Level were less important but still identified as important by at least one-third of the respondents.

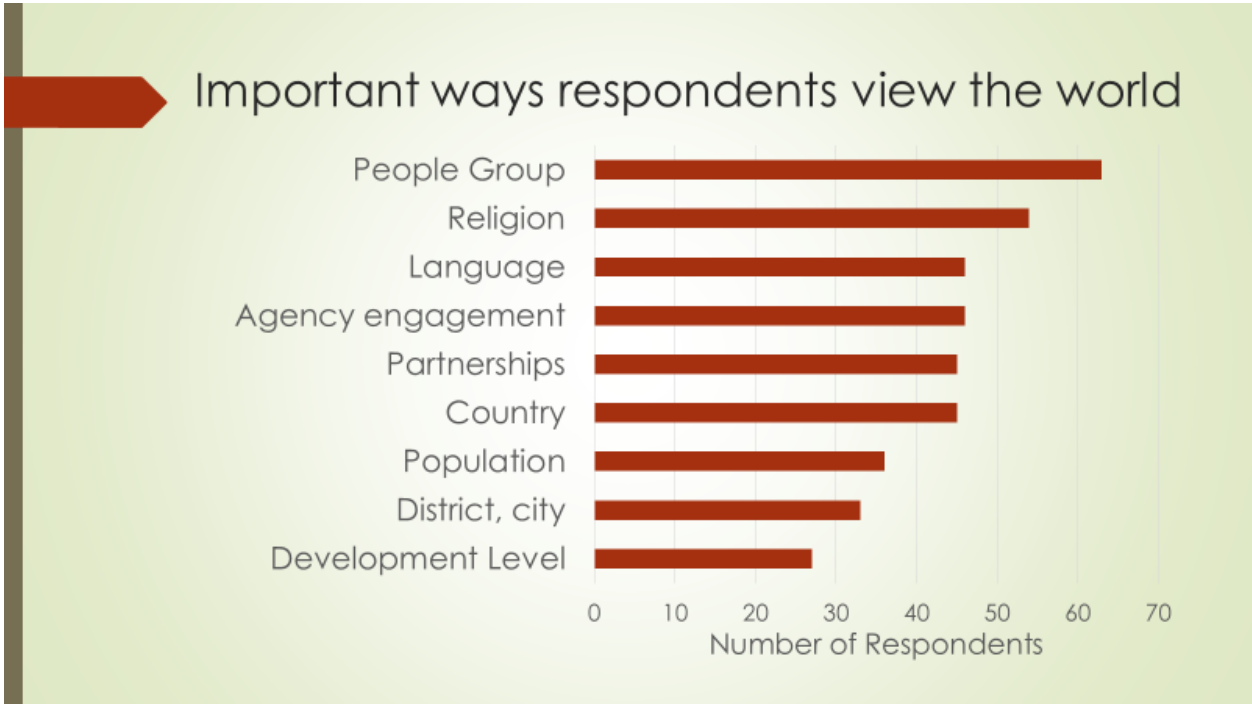


Figure 9. Ways to view the world

Respondents varied greatly in how many of the nine pre-defined options they chose. We detected no frequent themes among 19 respondents who also selected “other” so we believe that the nine options fairly represent the key ways that missions people view the world.

We chose these nine as conceptual “frameworks”, independent of data per se. Yet each of these directly affects the structure and content of data that our respondents will find useful and “intuitive” to support them in their work.

Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.

Chapter 5: Need and Availability of Information

The survey included seven questions that explored aspects related to the need and availability of global mission information. This chapter will make little distinction between “information” and “data” since it does not appear that respondents made much distinction between these two terms. The answers here give us more direct insight into what mission information users think about data – what they need, what they find useful, where they find limitations.

Information for Effective Decisions

Do you have it now?

In response to question D1, *How strongly do you feel that you have the right information now about the world to make effective decisions in your ministry?* More respondents agreed than disagreed: Two strongly disagreed (3% of the 75 who answered the question), 18 disagreed (24%), 26 agreed (35%) and five strongly agreed (7%). (See Figure 10.) The remaining 24 (32%) neither agreed nor disagreed. Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.



Figure 10. Having the right information

Is the situation better?

Most respondents (58% of the 77 who answered question D2) felt that the information now available was better (33) or much better (12) than five years ago. In contrast, 14% said it was worse (10) or much worse (1). The remaining 27% (21) said it was about the same. The responses to this and the preceding question are related. 100% of those who strongly agreed

that they had the right information felt that the information had become better during the past five years and 69% of those who agreed that they had the right information thought the information had become better. Half of those who are neutral (50%) or disagree (47%) about having the right information now still think the information is better now than five years ago and most of the rest say it is the same as five years ago. These two questions related to each other and related to where the respondent is from and how they spend most of their ministry time, a complex interaction that is discussed in Chapter 6: Respondent Differences.

Information that will Help Answer Questions

We placed this question (C1) in the survey immediately following the question about the key questions respondents have about the world (question B2). This question came before any of the questions about the availability of information, and we therefore used it as a measure of information need or desire—what information will help whether or not it is currently available. We coded the **Subject** of responses into nine main areas. (See Figure 11.) Sixty-six respondents gave answers and many of their answers included multiple subjects.



Figure 11. Information will help or found useful

- **The World**—Twenty-one respondents (32%) indicate information on worldviews, religion, migration, socioeconomic conditions, historical development, urbanization, government policies and conflicts in the countries and regions of the world would help answer key ministry questions, *e.g. Are there areas that have greater passion for specific types of ministry or social action?*
- **Workers or the Work**—Twenty respondents (30%) say information about indigenous and expat workers, church planters, catalysts and coaches in different types training, ministries, strategies, engagement and the impact on their communities would help,

e.g. How can we communicate to the Church in the West the enormity of the task and the amazing things that God is doing?

- **Cooperation or Connections**—Seventeen (26%) say information on what others are doing that would enable connecting, sharing, cooperating and collaborating would help rather than having their personnel working alone or in competition, including words such as partnerships, networks, synergize, gatherings and key players, *e.g. I think having a data base of global networks will help.*
- **Church**—Fourteen (21%) say information about the global and local church would help, including numbers, location, health, affiliations as well as where the Church is NOT, *e.g. Believers, leaders, churches in specific locations (down to village level in India). Church health metrics based on Acts 2 Church habits/practices.*
- **People Groups**—Ten (15%) or respondents say additional information on the identity of different groups of people that may require localize ways of communicating the gospel, frequently identified by language, location, ethnicity, social status and with words like UPGs, UUPGs, ethnographic, hidden people and the unreached would help, *e.g. UPG's, hidden people, forgotten people - what are the real numbers?*
- **Gospel or Making Disciples**—Seven (11%) would like information on the spread of the gospel and making disciples, using words and phrases like evangelism, CPM, DMM, multiplying churches, new believers, movements and level of access to the Gospel.
- **Location**—Five (8%) include geographic areas as information that would help, often defined by political, social and economic boundaries like region, country, province, city, towns, villages and neighborhood frequently identified through maps, *e.g. Village-by-village surveys with enough metadata to substantiate the existence of the reported church.*
- **Finances**—Three (5%) included phrases such as missions funding, support system, measurement of impact as the type of information that would help them, *e.g. Data on missions funding - especially innovative ideas.*
- **Mobilization**—Two (3%) say information about engaging the Church in global missions and the recruitment, training and sending of individuals and teams to share the gospel and disciple believers using best practices would help, *e.g. Stories of international organizations innovating ways of bringing in people from the Global South into their organizations to become co-workers in the mission fields.*

C1. What information will help you to answer those questions?

Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.

Data Found Useful

A question later in the survey (G2) asked respondents: *What types of data have you found useful?* We coded the answers to this question in the same way as we coded the answers to question about what information would help them answer the questions they have about the

world. This allowed us to compare the responses. The first question (C1) relates to future desire or need—what information will help if available. The second question (G2) relates what is currently available and useful. Even though the first question asks about *information* and the second question asks about *data*, we have concluded from analysis that respondents did not make any major distinction between the two terms. The number of respondents for both questions are shown on the figure in the previous section, however fewer respondents wrote answers to G2 (57) than C1 (66). (Refer back to **Error! Reference source not found..**)

- **The World**—Eighteen respondents (32%) indicate they had found useful data about The World, three fewer than the number that say would find information about the world helpful in answering their questions, although the same percent of those who answered;
- **Workers or the Work**—Eleven respondents (19%) have found data in this area useful, less than the 20 (30%) who say it would be helpful;
- **Cooperation or Connections**—Five respondents (9%) have found useful data compare to 17 (26%) who say the information would be helpful;
- **Church**—Eleven respondents (19%) have found useful data about the Church compare to 14 (21%) people) of those who say the information would be helpful;
- **People Groups**—Thirty-five (61%) have found useful data about in this area in contrast to 10 (15%) who say information in this area would be useful;
- **Gospel or Making Disciples**—Seven (12%) have found useful data, about the same as who would find it helpful (Seven or 11%);
- **Location**—Seven (12%) have found useful data on Location, slightly more than the five (8%) who say they would find this information useful;
- **Finances**—No one found useful data on Finances although three (5%) say that such information would be useful;
- **Mobilization**—One respondent (2%) found useful data on mobilization, about the same as those who say such information would help them answer ministry questions (two responses or 3%).

This does not mean that data on People Groups and Location are merely useful but not needed to answer ministry questions. The respondents the figure shows would be helped by the information are not necessarily the same respondents that the figure shows have found useful data in the subject area. Data with these subject areas may already have met the needs of respondents who did not identify them as information needed in their answer to question C1. We will have a much clearer idea on potential information gaps by considering only those respondents who say in C1 that information in a subject area would help them. If they report in question G2 that they have found useful information in the subject area, it suggests that their information need may have been partially met. However, the gap in data is probably much greater if they do not report in G2 that they have found useful data in the subject area. We now limit our comparison to those who reported that information in the subject area would be useful. Then divide them by whether they did or did not report finding information in that subject area as useful.

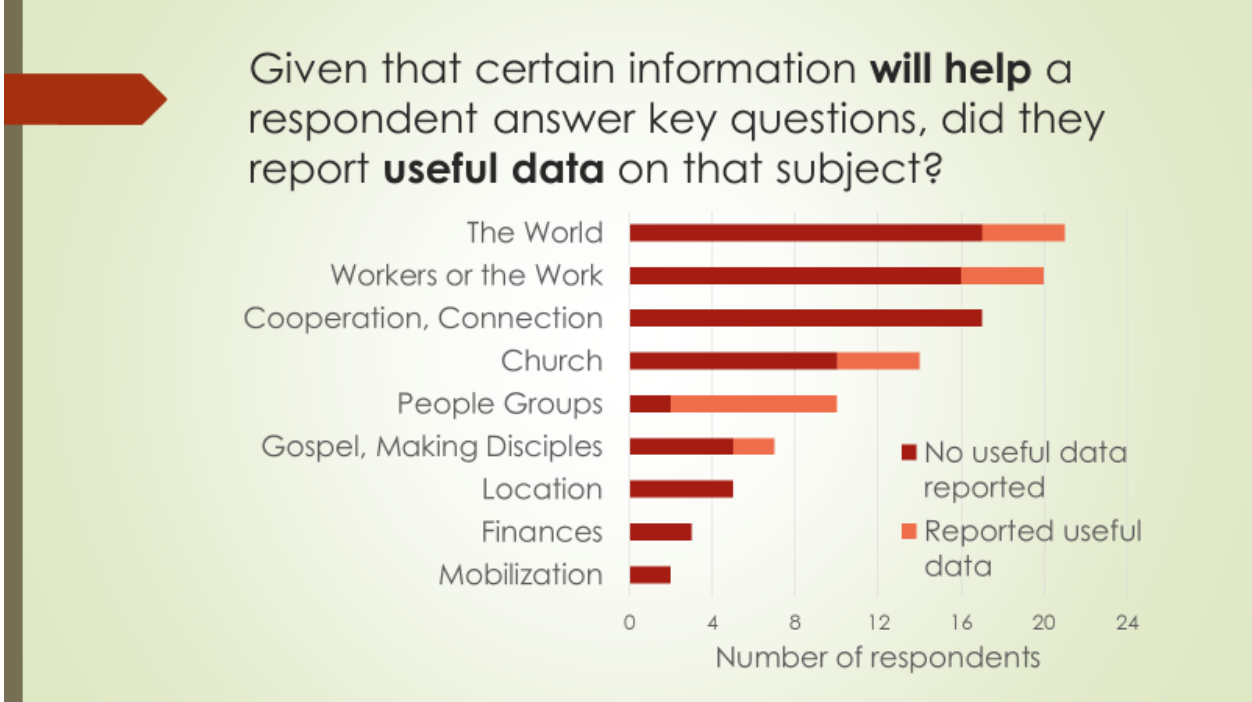


Figure 12. Useful data for key questions

The three areas most frequently mentioned by respondents that would help them answer their ministry questions all show 16-17 people who did not report finding useful data in these areas. (See Figure 12.). This represents a different percentage in each related to the number who say it would be helpful. Ordering the five subject areas where 10 or more respondents say information would help them by the percent who do not report finding useful data in the area would make the order of need as follows:

- **Cooperation and Connections**—100% did not report useful data (17 of 17);
- **The World**—81% did not report useful data (17 of 21);
- **Workers or the Work**—80% did not report useful data (16 of 20);
- **Church**—71% did not report useful data (10 of 14);
- **People Groups**—20% did not report useful data (2 of 10).

This suggests efforts to provide needed data should focus on the ones with the greatest needs. It does not diminish the need for People Groups data, but that need is largely met.

In addition, we identified some **Prominent Themes** that cut across the subject areas in respondents’ answers to both C1 and G2. We found six Prominent Themes in answers to question C1 about what information would help answer key questions. We looked at whether or not those who had mentioned these Prominent Themes in C1 also mentioned the same theme in G2. (See **Error! Reference source not found.13.**)

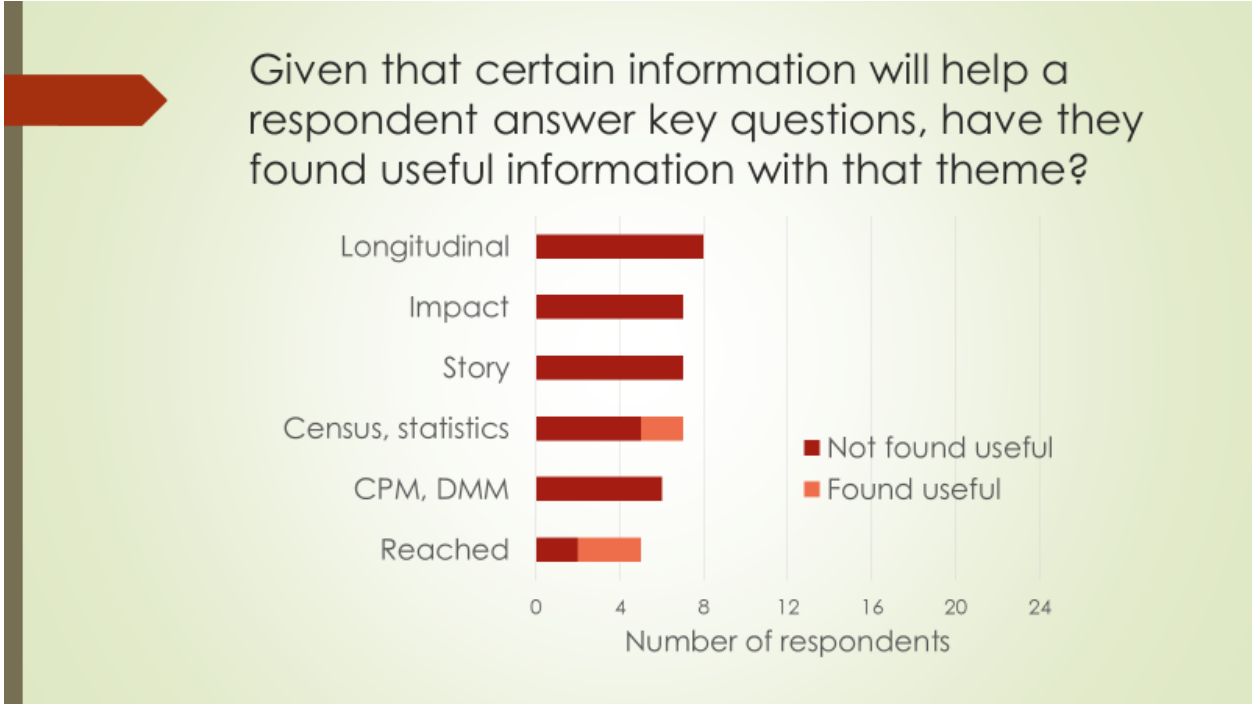


Figure 13. Themes of useful data

- **Longitudinal**—None of eight who say that longitudinal data would help them answer key questions has found useful data with this theme. They included words and phrases like trends (religion, migration, global, social, time), change (demographic, sociopolitical), continuity in collection process, comparative data over time.
- **Impact**—None of seven who would find information on results, lasting effectiveness, what is working and what is transforming society helpful have found useful data with this theme.
- **Story**—None of seven who would find it helpful to have narratives about experiences, stories of innovative and biblical strategies, and reports of God moving among his people report finding useful data with this theme.
- **Census or Statistics**—Two of seven who would find it helpful to have demographic and socio-economic information for countries and their divisions have found useful data with this theme.
- **CPM or DMM**—None of six who would find it helpful to have information on church planting movements and on discipling new believers have found useful data with this theme.
- **Reached**—Three of five who would find it helpful to have useful information on the reached and unreached peoples (UPG, UUPG) have found useful data.

Some respondent characteristics effected how they answered this question. These are shown in Chapter 6: Respondent Differences.

Why Global Data

The survey asked respondents why they used global data and gave them with six options (question G1). The 62 who answered the question marked an average of 3.1 of the six options. Using global data to pray and encourage prayer was marked most often (45 respondents or 73%). Three categories all had 41 responses(66%): where to go and to whom to minister; to mobilize support and recruit for the mission field; and to learn what does and does not work. (See Figure 14.) Even the least reason is given by 30 (48%) of the respondents. Respondent characteristics related to answers for this question are shown in Chapter 6: Respondent Differences.



Figure 14. Why use global data

Use of Data

Fifty-six respondents described how they use the data that they had found useful (question G3). A few of them expressed multiple themes.

- **Strategy**--Nineteen (34%) use data to develop mission strategy;
- **Research**--Fourteen (25%) use data in analyzing, evaluating and reporting data without a specific purpose mentioned;
- **Mobilize**--Thirteen (23%) use data to mobilize the mission force--the deployment and advising of mission personnel, and motivating churches and individuals for missions;
- **Publications**--Twelve (21%) use data to prepare publications and training material;
- **Need**--Six (11%) use data to identify the greatest need for the gospel message--where and among whom is the gap that needs to be filled.

The relationships of respondent characteristics with their use of data are shown in Chapter 6: Respondent Differences.

Limitations in Data

Fifty-five people answered question G4 with 75 problems that we coded into 12 theme clusters that are close to industry-accepted dimensions of data quality. (See Figure 15.)

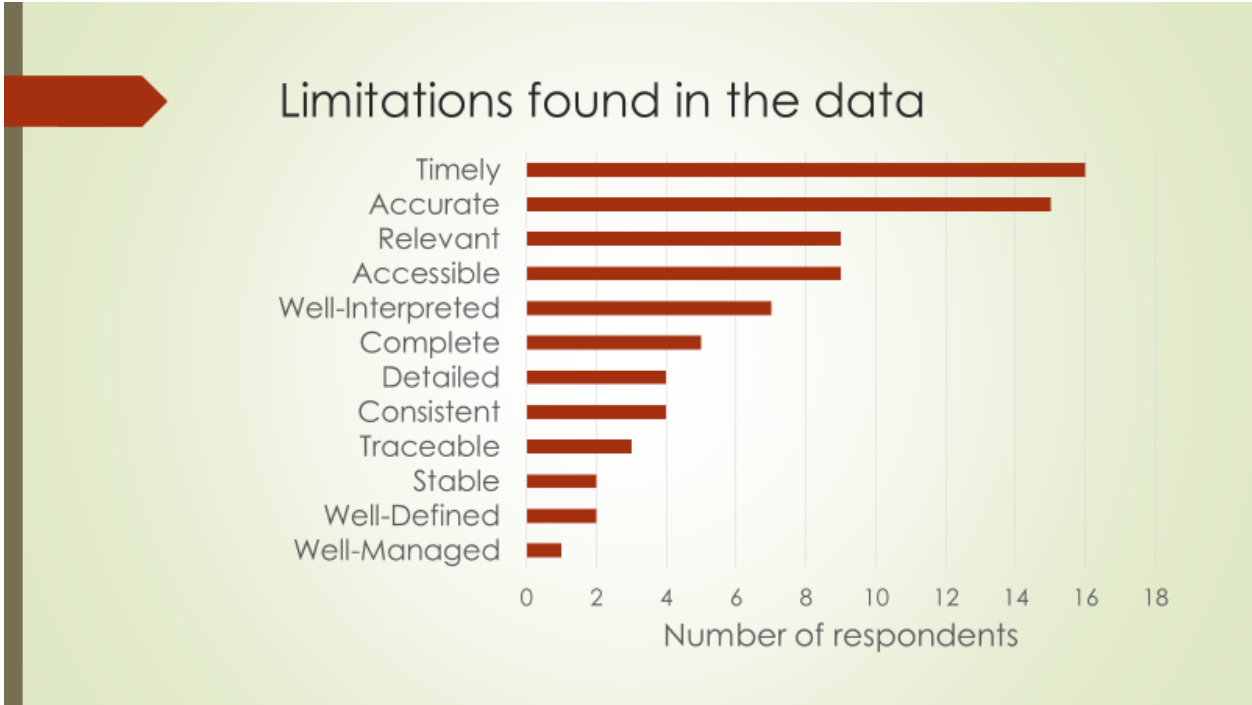


Figure 15. Limitations found in the data

- **Timely**--Sixteen respondents (29% of those who answered the question), used words like stale, old, outdated and historic;
- **Accurate**--Fifteen respondents (27%), using words like “not accurate”, “gap in reality”, inaccuracies, wrong and exaggeration. Timely and Accurate were often mentioned together;
- **Relevant**--Nine (16%) say the data have no relationship with the advancement of the gospel, do not have a faith perspective, do not reflect anything value or do not contain enough information to know from where the data came;
- **Accessible**--Nine (16%) view data as hard to find and time consuming when they are found; they are not easily available in one location and dependent on a trusting relationship;
- **Well-Interpreted**--Seven (13%) say data lacks explanation so responses of experts are useful; often data are taken as presented; there are better ways to sort the data.
- **Complete**—Five (9%) say the data do not take everything into account, very incomplete and have gaps in data because some groups don't post their information;
- **Detailed**—Four (7%) say that no data bases exist that provide church and population data down to the local level. This is not specific enough nor fine-grained enough for application to local situations;
- **Consistent**—Four (7%) find inconsistency and a lack of standardization across countries, including different perspectives on reached and unreached people;

- **Traceable**—Three (5%) find it difficult to know how up to date the data are and are not able to verify whether the information is current and true--impossible to confirm;
- **Stable**—Two (4%) say the information is always changing, adding new concepts and definitions;
- **Well-Defined**—Two (4%) say common definition of units of measure are needed; tied to unhelpful definitions;
- **Well-Managed**—one (2%) want apps built and systems developed rather than focusing effort on content management.

Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.

Conclusion

Most respondents feel positive about the information they need to fulfil their ministry. However, there does seem to be a mismatch between the information they identify to help with their current ministry challenges and the data they have found useful. And they see many limitations in the available data.

Most respondents feel positive about the information they need to fulfil their ministry.

Chapter 6: Respondent Differences

This chapter explores inter-relationships between characteristics of respondents and their answers to the survey questions. It identifies all those that are statistically significant. There are more differences evident between those engaged in different ministries than between those who come from different regions.

Ministry Focus

The survey included a question (I6) that asked respondents in which of six ministry areas they spend most of their time. (See Our sample is wide in Chapter 2.) We thought it possible that respondents who spend most of their time in different areas of ministry would respond differently to survey questions. We calculated bi-variate correlations between each ministry time classification and all question response categories, whether chosen by the respondent or coded by the research team from the written responses. Some of the responses did differ by ministry time classifications and are listed below under the time classification. Most of the question responses did not differ significantly by how respondents spent their ministry time.

The sources that respondents provide differ in both number and type. (See **Error! Reference source not found.6.**) Those who focus on Thinking, Writing and Teaching identify the most sources overall (5.6), primarily relying on Data Stores (4.0). Those who focus on Mission Prayer Encouragement identify almost as many sources overall (5.5) as those focusing on thinking, writing and teaching but identify fewer Data Stores (2.2) and more Organizations (2.5). Few respondents identified individuals as a source of global data but those in Mission Mobilization

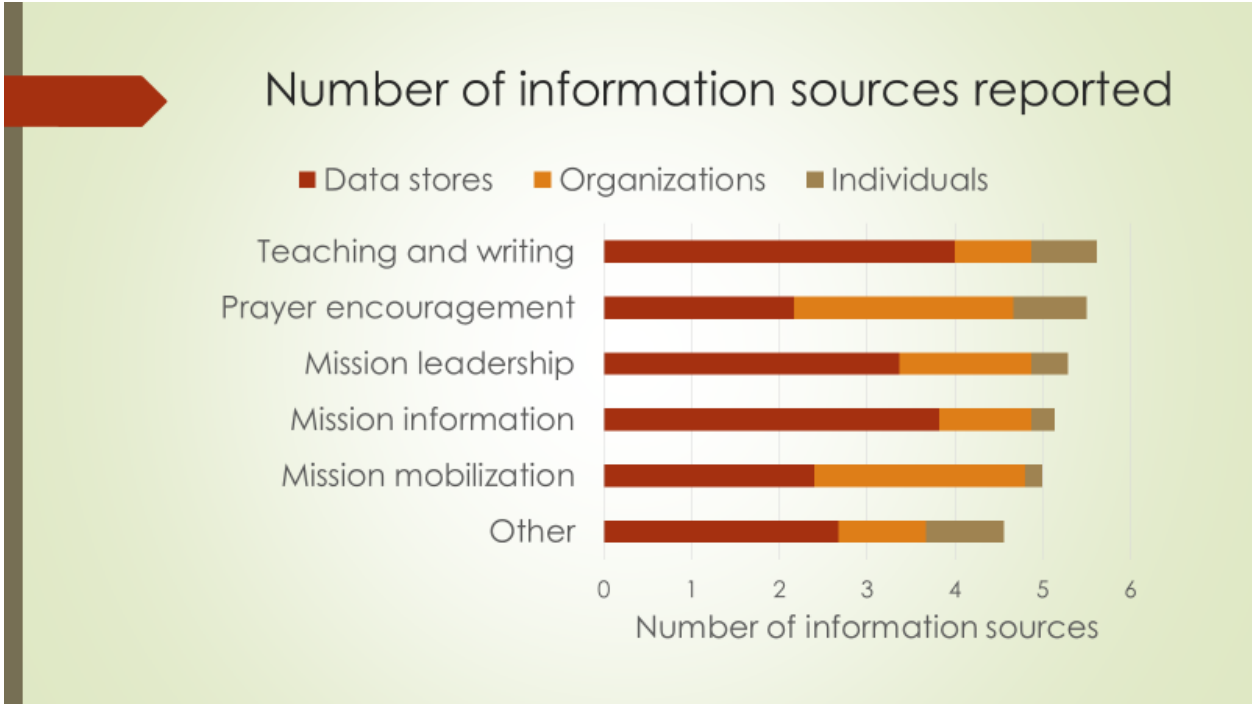


Figure 16. Number of sources by ministry time are the least likely.

Learning, Teaching, Writing (10 respondents)

Respondents who spent most of their time in learning, teaching and writing differed the most from the others. The statistical differences we did find, with their correlation coefficients, are as follows. We have ordered them with the most statistically significant first.

- Question E1--Identify the most sources overall and primarily rely on Data Stores (see Figure 16);
- Question C2—Are more likely than others to say that Development Level is one of the important ways they view the world ($r=0.34$);
- Question G1—Are the least likely to use data for mobilizing and recruiting ($r=-0.32$).
- Question H2—Are more likely than others to suggest that location should be the subject of global data ($r=0.31$) and the technique to do this is through linking global data with local data ($r=0.40$).
- Question G2—Are more likely than others to say that data about the world has been useful ($r=0.30$);
- Question H1—Are more likely than others to suggest greater use of data to guide decisions ($r=0.28$);
- Question B2—Are more likely than others to say ask questions about The World as a whole ($r=0.28$)⁷;
- Question D1—Agree more strongly than others that they have the right information to make effective decisions ($r=0.26$);
- Question D2—Give higher ratings than others that information is better now than five years ago ($r=0.24$);

Mission Prayer (7 respondents)

- Question E1--Identify about the same number of sources of information overall as those who spend most of their time on learning, writing and teaching, but identify fewer Data Stores and more Organizations among their sources (see Figure 16);
- Question C1—Are more likely than others to say that information on impact would be helpful ($r=0.46$);
- Question B1—Are more likely than others to say that involving other people is a major challenge ($r=0.34$);
- Question G4—Are more likely than others to say that lack of accessibility limits the use of global data ($r=0.22$).

⁷ A correlation coefficient of zero ($r=0.00$) would mean no relationship and a correlation of one ($r=\pm 1.00$) would mean a perfect relationship. A positive correlation means that a higher value on one variable is related to a higher value on the other variable. A negative correlation means that a higher value on one variable is related to a lower value on the other. Most of the variables discussed are dichotomous, meaning that the characteristic or answer was present (1) or not present (0).

Mission Mobilization (7 respondents)

- Question H1—Are more likely than others to focus on greater use of data to mobilize the Church ($r=0.41$).
- Question G2—Are more likely than others to say that story data has been useful ($r=0.39$) and to use data for deciding where and to whom to go ($r=0.26$);
- Question C2—Are more likely than others to say country is an important way to view the world ($r=0.26$);
- Question G3—Are more likely than others to use global data for writing ($r=0.26$);

Mission Information (25 respondents)

- Question H2—Are the least likely to suggest the centralization of data ($r= -0.25$).
- Question H1—Are more likely than others to suggest focusing on the quality of data ($r=0.24$) and less likely to say it should guide decisions ($r= -0.24$);
- Question C1—Are more likely than others to say that longitudinal information would help answer ministry questions ($r=0.22$);

Mission Leadership (27 respondents)

- Question H1—Are more likely to suggest better presentation of data ($r=0.26$);
- Question H2—Are most likely to suggest the centralization of data ($r=0.24$).
- Question G4—Are more likely than others to say that global data is limited by not being well-interpreted ($r= -0.23$);

Region

The research assigned two geographical identifiers to each person prior to drawing the sample in order to obtain responses from all parts of the world. The region or country of the person's origin and the region or country in which the person is currently based are strongly related. All the respondents from Nigeria and South Korea are currently based in their country of origin as far as we know. All but one of the respondents from Eurasia is based in Eurasia. Five of eight non-Nigerian African-origin respondents, three of five Brazilian-origin respondents, 15 of 16 Eurasia-origin respondents and 32 of 39 USA-origin respondents are currently based in their country of origin. We did not aim at field workers, but at mission leaders and mission information workers, so this is not surprising.

The region of the person's origin and the region in which the person is currently based are strongly related.

We thought that the regions of respondents' origins would more likely affect their answers than the regions in which they are currently based. We further decided that tabulations of data would be limited to groups of at least five respondents in order to provide meaningful information and to protect the confidentiality of the respondents. This meant that we could analyze differences among only four regional clusters. We included South Korean respondents with the others in Eurasia since fewer than five South Korean respondents responded to the survey. We made separate tabulations for Nigeria and the rest of Africa since each group had

more than five respondents and might have different perspectives. The Americas included 39 respondents from the United States of American, five respondents from Brazil, one from Canada and one from Latin America. We thought it best to keep Brazilian respondents as their own group. The remainder from the United States, Canada, Latin American (excluding Brazil) and the four with unknown region of origin were combined into a fifth grouping from which the others might be compared. Overall, respondents from different regions of the world answer questions in about the same way. The following are the few places where they differ:

Eurasia, including South Korea (19 respondents)

- Question G2—Are less likely than those from other regions to say that data about people groups have been useful ($r = -0.32$).
- Question G1—Are more likely than those from other areas to use data to determine what works and what doesn't ($r = 0.26$);
- Question B2—Are more likely than those from other regions to say that the subject of Workers or the Work is a key question they have about the world ($r = 0.23$);

Respondents from Eurasia are less likely to say that data about people groups has been useful.

Brazil (5 respondents)

- Question C1—Are more likely than those in other regions to say that census and statistical information ($r = 0.29$) and longitudinal information ($r = 0.26$) would help them answer ministry questions;
- Question B2—Are more likely than those in other regions to say the subject of The World is the subject of the key questions they have ($r = 0.28$);
- Question B1—Are less likely than those in other regions to say that involving others is a main challenge their ministry faces ($r = -0.22$);
- Question H2—Are more likely than those in other regions to suggest collaboration in global data ($r = 0.22$).

Africa other than Nigeria (8 respondents)

- Question G2—Are more likely than those from other regions to say that data about churches have been useful ($r = 0.23$).

Nigeria (5 respondents)

- Question I6—Are more likely than those from other regions to spend most of their ministry time on learning, teaching and writing ($r = 0.28$);
- Question D2—Give the lowest ratings of any region on information being better now than five years ago ($r = -0.27$).

These two findings from Nigerians puzzled us since analysis by ministry time had shown that respondents who spend most of their time in learning, teaching and writing give the highest ratings to information being better than five years ago. We therefore employed multiple regression to separate the independent effects of ministry time and geography on reporting

information being better now. This showed that Nigerian respondents, independent of their ministry time, are less likely to think information had gotten better ($\beta = -0.31$) while respondents in learning, teaching and writing ministries, independent of region, were more likely to report information had gotten better ($\beta = 0.33$). In Nigeria these two effects cancel each other. We interpret this as showing three distinct groups. Respondents not from Nigeria who spend most of their time learning, teaching and writing give the highest rating to information being better now than five years ago. Those from Nigeria not in learning, teaching and writing ministries give the lowest rating to information being better. Those from Nigeria in learning, teaching and writing ministries give an intermediate rating to information getting better along with those from other regions in other types of ministries.

One Answer with Another

It may be that many of the questions in the survey are associated with each other. We did not systematically investigate these possible inter-relationships, but only when we had a strong reason to believe they were inter-related. Two that we did investigate turned out to be highly related:

- Question D1 and D2--the higher respondents rate information as being better now than five years ago, the more they agree that they have the right information ($r = 0.41$).
- Question E1 and G1--Overall, people identify an average of 4.8 sources of information. Those who use global data for deciding where and to whom to minister reported significantly more sources than those who use data only for other purposes (5.1 versus 4.3). Some differences are observed in the types of resources people use. People who use data for writing and teaching identified significantly more data stores than those who don't use data for this purpose (3.7 vs. 2.6) and those who use data for encouraging prayer identified more organizations as sources of the global data than those who do not use data for encouraging prayer (1.9 vs. 0.8).

Conclusion

There are some statistically significant differences in the answers to questions of people with different ministry roles and from different regions. While these are *statistically* significant, we could not see that any of them are of major significance to global mission data or the way we should go about things. Let us know if you see something.

We could not see that any of these differences are of major significance to global mission data.

Chapter 7: Sources of Information

We asked people to name their best information sources and tell us their organization dealt with data. Their answers revealed a very wide range of sources, but also some clear favorites.

Best sources of information

The question E1 asked respondents to record the names of books, periodicals, websites, people or organizations to which or whom they turn for help in answering questions. Space was provided for them to list up to six sources and 74 respondents identified 384 sources, an average of 4.8 sources per person. We classified these sources into three categories:

- 201 Data Stores -- data bases, books, publications.
- 92 Organizations – without any reference to data stores they might provide.
- 29 People -- actual names or generic groups such as field workers.

Respondents who focused their time in different areas identified various numbers and sources of information used. These are discussed in Chapter 6: Respondent Differences.

Thirty-nine respondents mentioned the Joshua Project and its datasets, 23 respondents mentioned Operation World, and 20 mentioned IMB Global Research. (See Figure 17.) A few other Christian organizations received mention by seven or more individuals: Center for the

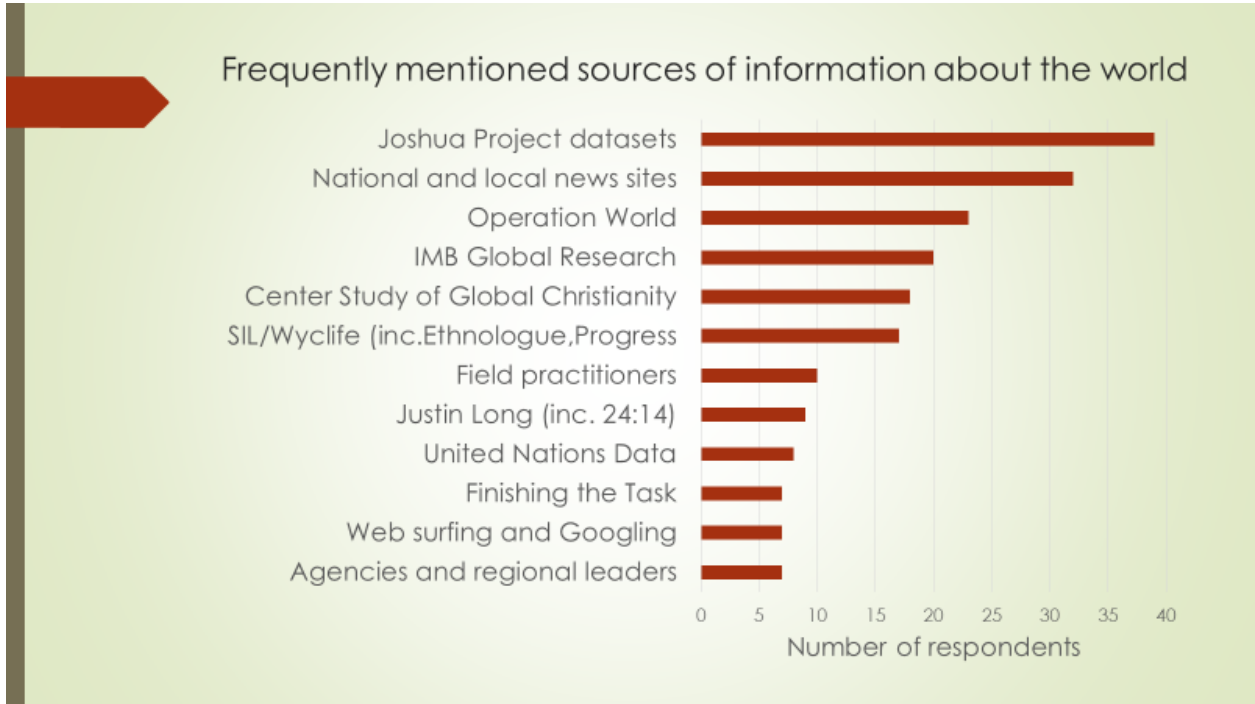


Figure 17. Sources of information Study of Global Christianity (18), SIL/Wycliffe (including Ethnologue and Progress Bible--17), Justin Long (including 24:14) (9) and Finishing the Task (7). Other specific sources were mentioned by fewer respondents. In addition, respondents mentioned generic Christian groups such as field practitioners, mission agencies and regional leaders without identifying specific names. National and local news sites provided information about the world for 32

respondents, with the BBC and Aljazeera specifically mentioned. The United Nations and the World Wide Web round out the list of sources reported by seven or more respondents. This information will be used for future phases of the Global Data Initiative and to better understand the network of data flows throughout the mission community.

The following alphabetical list shows all 30 of the identifiable Christian sources quoted as a best source by more than one person. (See Table 1.) This indicates the breadth of useful information available. It could also be taken to suggest fragmentation.

Table 1. Best Sources of Information	
Source of information	Frequency
Asia Harvest	4
Associação de Missões Transculturais Brasileiras (AMTB)	2
Center for the Study of Global Christianity (inc. Atlas & database)	15
Chris Maynard	4
Cooperación Misionera Iberoamericana (COMIBAM)	2
Ethnologue	10
Etnopedia	2
Evangelismo a Fondo España (EVAF)	2
Finishing the Task (FTT)	7
Frontier Ventures (excl. IJFM, Joshua Project and Mission Frontiers)	2
Global Alliance for Church Multiplication (GACX)	2
Global Church Planting Network (GCPN)	4
International Mission Board (IMB) (inc. Peoplegroups.org)	18
International Journal of Frontier Mission (IJFM)	3
International Prayer Council	2
iShare	2
Joshua Project	39
Justin Long (inc.24:14 data)	8
Lausanne Movement	5
Missio Nexus (inc. Evangelical Missions Quarterly)	3
Mission Frontiers (periodical)	2
Mobilization Index	2
Open Doors (inc. Watch List)	3
Operation World	23
Progress.Bible	3
SIL (excl. Ethnologue and Progress.Bible)	3
The Future of the Global Church (book)	5
Vision 5:9	2
World Evangelical Alliance (inc. WEA Mission Commission)	4
Wycliffe	2

Organizational Handling of Data

Half (50%) of the people who responded to the invitation to complete the survey handle mission data themselves (question F1). (See **Figure 18.**) One-third (33%) have someone else in their organization who handles mission data.



Figure 18. How data is handled by organizations

Links to Other Information Users

The survey included space for respondents to provide names and email addresses of other decision makers and thought leaders that should receive the survey (questions I1 to I3). The original 13 pretest respondents suggested 21 additional names to whom we sent invitations during the final survey. That round of the survey resulted with respondents suggesting 84 people. We then sent invitations to 31 of them who had not already been invited to complete the survey.

Chapter 8: Looking to the Future

Finally, we asked about the future – about data in decision-making, improving global data and the respondents own future interest in this initiative. Even at the end of a long survey, engagement remained high, and contributions significant.

Use of Data in the Future

Seventy-two respondents answered question H1 about how they would like to see decision-making influenced by data in the future. Some of their responses gave suggestions to decision makers about doing more with data and other responses addressed the data itself. We grouped the responses into seven categories:

- Twenty-seven respondents said that organizations and ministries should do more with data as they make decisions about their ministry, *e.g. I think if more orgs could see the data in ways that connect to their mission, then they can make more informed decisions;*
- Ten respondents mentioned the need for consensus and cooperation among organizations to both provide and use data to plan for the most effective use of God’s resources, *e.g. I would like there to be a trusted inter organizational data set which transparently shows where we are not working and what is left to reach all peoples and all places;*
- Twelve discussed the existing quality and the need to be up-to-date, accurate and adequately reflecting the situation on the field, *e.g. Having the right data in a timely manner is critical to making the right decisions. Sometimes the right data isn't always available at the right time;*
- Nine reflected on the importance of understanding the inherent limitations of data to understand how God is at work and wants to work;
- Five felt that raw data are hard to understand and need to be assembled and analyzed with presentations in ways that can be better understood and acted upon by decision-makers, *e.g. Getting the right data into the hands of the strategic thinkers and activists who will use it. It needs to be presented in a simple and helpful way;*
- Three respondents identified the importance of evaluating what is working so that ministries can become more effective, *e.g. Examples shared Stories of Results impacted and decisions altered by data;*
- The other one-third gave themes relating to data Issues, even though that was not our intent in asking this question.

Organizations and ministries should do more with data as they make decisions.

Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.

Suggestions to Improve Global Data

Sixty-two people gave suggestions to the research team at the end of the survey for improving global data (question H2). Some of these reinforced ideas already expressed in other parts of the survey and some were completely new. They tended to recommend a technique (such as centralizing data), attention to certain data qualities (such as accessibility), or a data subject to pay more attention to (such as human need). Each respondent's answer may have included suggestions that could be classified in more than one way. The more frequent suggestions included:

- Ten respondents suggested **Centralize Data**, such as a research data bank, a global data hub, combining database, and sharing data, *e.g. I believe that we need to look at a combined database that is collaborative and accessible for all organizations;*
- Ten suggested **Collaboration**, such as speaking the same language, being trusted, developing a culture of sharing, bring different research initiatives together and acknowledging local research, *e.g. Collaborate together, speak the same language in terms of statistics, focus on completing the task & seeing gaps filled;*
- Nine suggested **Accessible**, making data from many sources of information available in one place to any person in any mission organization through accessible technology, *e.g. We need many sources of information available for mission leaders;*
- Seven focused on **Location**, including localized data from national churches within the context of each nation, *e.g. Get field practitioners involved in every aspect of data collection and dissemination with verification being an essential aspect of the process;*
- Six suggested data on **Needs** such as socio-economic conditions, mental health issues, needs of those who are suffering, identified needs and identifying successful efforts;
- Six suggested **Global-Local** data linkage, *e.g. Include data and information requested, gathered, analyzed, and presented by Global South researchers and mission information workers;*
- Six suggested **Accurate Data** that is real, reliable, verifiable and gives a clearer picture of what God is doing;
- Five discussed the issues of **Privacy and Security**, *e.g. Some stuff needs to be out there for everyone's sake. Some stuff does not, but we don't have an alternative model of ethically stewarding information in a context that acknowledges that some people are actively seeking to use information to hurt God's people and God's kingdom;*
- Five indicated data should be **Understandable**, *e.g. Interpret it in personal ways, consider how to communicate it clearly. Most people do NOT understand our "unreached" terminology and cannot meaningfully relate to the huge numbers we talk about;*

“Collaborate together, speak the same language in terms of statistics, focus on completing the task & seeing gaps filled.”

- Five suggested a focus on **Presentation** that could include charts, videos, infographics and knowledge graphs to provide valuable information for Kingdom work;
- Five suggested **Surveys** to review past attempts to collect global data, identify specific audiences for data, and undertake country church censuses;
- Less frequent suggestions related to publicizing, using technology, decentralizing data, encouraging others, considering new types of data and clarifying what the data mean, making data timely and complete, about workers and their work, people group terminology, the way to quantify discipleship and opportunities for impact.

Some characteristics of respondents had an effect of how they answered this question. These are shown in Chapter 6: Respondent Differences.

Future Participation

All 75 respondents who completed the survey said they want to receive the summary (question I4). Most (64 or 85%) are willing to answer follow-up questions or identified a person in their organization for us to contact, providing name and email address.

85% are willing to answer follow-up questions.

Conclusion

There were many helpful suggestions for the future and a widespread desire to keep in touch with the results of the survey and with the GDI initiative going forward. We hope people are not disappointed. This brings to an end our detailed, question-by-question look at the survey answers. What follows is more about our methodology and an appendix with the survey wording in full.

Chapter 9: Methodology

This chapter tells you more about who we invited to take this survey and why and how we carried out the analysis.

Population and Sample

We built a people list and conducted a test survey

The project team has developed a list of 203 individuals up to this point. We believe these are people in Christian Mission, relevant to global mission data. We began with people we knew. (See Figure 19, central red circle.) Seven people agreed to advise us on the project. Together with Larry and Chris, these form the Advisory Team (other red circles). We asked the Advisory Team and nine more people to test the survey in September and October 2019. The 12 of the those who completed the survey suggested no major changes. So, we continued to invite a larger number of people (blue and green circles).

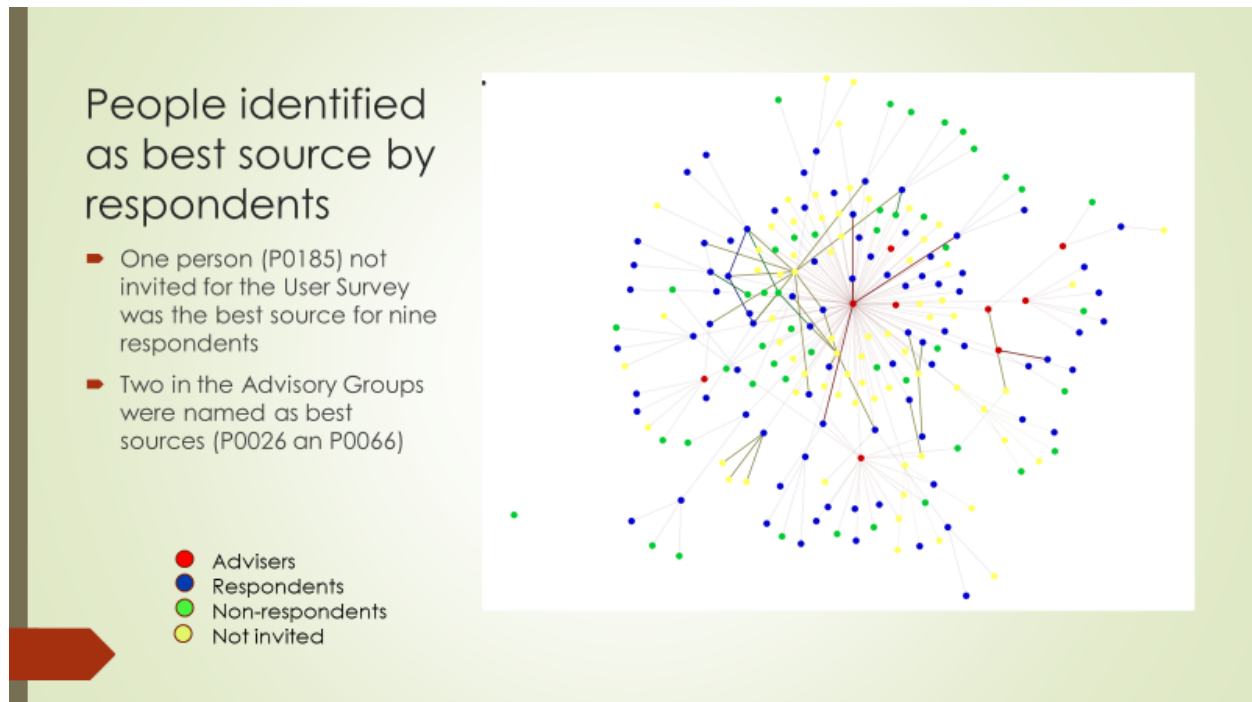


Figure 19. Identification of the survey population

A number of people on our final list did not receive invitations to complete the survey (yellow circle) for a number of reasons. We identified 29 we would want to include, but we had no email address. Eleven were identified by responders too late to be sent a survey themselves. And 25 were identified as curators of data whom we deliberately excluded from the survey.

We conducted the main survey with “snowball” additions

We sent invitations to 97 more people on October 25, 2019, primarily people we classified as information user or processors. We excluded all known global data curators. Responses came in with recommendations for other people to be included, and so additional invitations were

sent to 24 people. The last invitations went out on November 26 and the survey closed on December 15, 2019. Sixty-nine people completed the main survey.

We aggregated results from two surveys

Since the test and main surveys differed little, we combined them in the analysis that went into this report. Thus, we sent surveys to 140 individuals of whom 82 completed it. The overall survey response rate was 59% which is high for a web survey. Only a few sub-groups had response rates less than 50%. (See Table 2.)

The survey was conducted mainly in English

The survey went out in English. We had one response in Spanish (translated into English by a contact of the respondent) and one in Portuguese (translated into English by the project team). We incorporated both of these into the analysis for this report.

We had one response in Spanish and one in Portuguese.

We classified respondents by role

We pre-classified the people on our original list by our understanding of their roles in order to select a sample of diverse users of global data. We asked in the main survey about the area in which they spend most of their time. This enabled us to confirm the accuracy of our pre-classifications. For instance, all eight respondents we thought of as “deployment decision-makers” reported spending most of their time in mission leadership, and 18 out of the 27 we considered information brokers reported spending most of their time on mission information work.

We classified respondents by geographical area

We divided the world into three regions – the Americas, Africa and Eurasia – knowing that roughly one third of evangelicals live in each region. We generally did not attempt to identify countries, to make things simpler for ourselves. However, we made four exceptions – Brazil, Nigeria, South Korea and USA. (See Table 2.) The primary reason was to push ourselves to get good representation from these countries. They are in different cultural regions and they are (and by their demographics should be) significantly engaged in international mission. We believe that it is those who are engaged in *international* mission who have most need of *global* data. In hindsight, it has also been useful to identify USA separately as the home of most global missions data curators.

We classified the personal area of origin and the current area in which they are based for most people prior to sampling. In analysis, we decided to use the region or country of the respondent’s origin as we thought it more likely to affect the respondent’s answers than the region or country in which they are currently is based. To protect confidentiality, we decided that all analysis would be based on groupings of five or more respondents. This meant that we could analyze differences among only four regional clusters. We had fewer than five South Korean respondents, so we grouped them with Eurasian respondents. We analyzed Nigeria respondents separately from those with origins in the rest of Africa since each group had more

than five respondents. We keep the five Brazilian respondents as their own group. Finally, we combined the 39 respondents from the United States, the two from other parts of the Americas and the four with unknown region of origin as the large default group to which the other four groups would be compared. Overall, respondents from different regions of the world answer questions in about the same way. The few places where they differ are found in Chapter 6: Respondent Differences.

Characteristics	Survey status			
	Invited	Incomplete	Complete	% Complete
Total	140	58	82	59%
Main classification				
Processor	73	24	49	67%
User	50	26	24	48%
Curator	3	1	2	67%
Introducer	5	4	1	20%
Academia	3	1	2	67%
Unknown	6	2	4	67%
Sub-classification				
Thought Leader	39	18	21	54%
Information Broker	33	6	27	82%
Global Data Curator	1	0	1	100%
Sub-Global Data Curator	2	1	1	50%
Mission Mobilizer	7	3	4	57%
Prayer Strategist	7	1	6	86%
University	3	1	2	67%
Mission Funder	1	0	1	100%
No sub-class or unknown	47	28	19	40%
Area of origin				
USA	68	29	39	57%
Eurasia (ex. South Korea)	27	12	15	56%
Africa (ex. Nigeria)	10	2	8	80%
Americas (ex. USA, Brazil)	5	3	2	40%
South Korea	9	5	4	44%
Nigeria	8	3	5	63%
Brazil	7	2	5	71%
Unknown	5	1	4	80%
Area of current base				
USA	60	26	34	57%
Eurasia (ex. South Korea)	43	18	25	58%
Africa (ex. Nigeria)	7	2	5	71%
Americas (ex. USA, Brazil)	4	1	3	75%
South Korea	8	4	4	50%
Nigeria	8	3	5	63%
Brazil	5	2	3	60%
Unknown	5	2	3	60%

Survey Instrument and Procedures

We developed an initial survey with about 20 fixed-response questions in September of 2018 and sent to a few advisors. The comments that we received suggested we should ask users of information what they needed rather than making assumptions based on our thinking. We had a substantial revision ready in September 2019 and invited an initial list of 19 advisors to test the survey and comment upon it. The 13 who completed the test provided useful comments but did not suggest any changes to the survey questions. We did add a question about the area in which they spent most of their ministry time. We sent invitations to complete the slightly revised survey on October 25, 2019 to 97 other people. The survey asked respondents to recommend other people we should invite. On the basis of those recommendations, we invited an additional 24 people to complete the survey before it closed on December 15, 2019.

The survey included 19 questions, eight of which had pre-defined options for the respondent to select and 11 provided opportunity for the respondent to answer in their own words. We used LimeSurvey software to develop the web survey on our secure server. (The questions can be found in Appendix A.) Respondents spent an average of 40 minutes on the survey, although some stopped responding after 10 minutes while others responded over a period of several days. We included everyone who answered at least two questions in this analysis.

Data Processing and Analysis

We downloaded LimeSurvey data from both the test and main survey in Excel format and combined the two files. This file became the basis for both the qualitative and quantitative analysis. The file also became the basis for the network analysis when combined with the master list of names.

Qualitative analysis

Gordon input the open-response texts in the combined Excel file into QDAminer Lite, an open source qualitative data analysis program. He initially identified several categories of response with several codes within each for each question and coded the relevant phrases within each answer. After refining the categories and codes, he exported the phrases associated with each code back into Excel file for that question, along with the response IDs. Chris linked the complete text of each response with Gordon's coded phrases, sorted by Gordon's codes, and did his own semi-independent coding within Excel. He sometimes added one or two new dimensions for coding phrases and developed the definition for each final code. These Excel files with the response phrase as the unit of analysis became the base files for tabulating the number of mentions. Gordon then added the codes from the qualitative analysis to the file he had prepared for the quantitative analysis.

Quantitative analysis

Gordon used PSPP, the open source version of SPSS for quantitative analysis. He used an ODS translation of the final Excel file to create the basic PSPP data file with variables for all the questions in the survey. He recoded the text of fixed response codes into numeric values with labels. The first 50 characters of open-response text were also read to verify the correct

matching of the subsequent codes from the qualitative analysis codes. He processed the multiple response codes per respondent's open-response answer through several steps before final linkage the respondents' records in the quantitative file:

1. Records sorted by respondent ID, question, response theme and response code that had been first converted into numeric format;
2. Duplicate records deleted;
3. Response code order number added within each question response theme for a respondent;
4. New variables created for question themes to handle the maximum order number;
5. Response question-theme-code order variables aggregated to the respondent level and added to the quantitative analysis file.

This file produced frequencies and cross-tabulations for respondent-level analysis in this report. Nominal-level variables cannot be analyzed using higher order procedures like bi-variate correlations and multiple regressions. For this level of analysis, we created dichotomous variables for key categories of nominal variables using 1 if the respondent is in the category and 0 otherwise.

Bi-variate correlations (r) provide statistical measures of the extent of the relationship between two interval variables, although the procedure is robust and is used for the analysis in this report to indicate the relationship between ordinal variables or dichotomous variables. The correlation coefficient can vary between -1.00 and $+1.00$. A zero coefficient ($r=0.00$) means no relationship exists and a correlation of one ($r=\pm 1.00$) means a perfect relationship. A positive correlation means that a higher value on one variable is related to a higher value on the other variable. Correlations assume no causal relationship: variable A may affect variable B, B may affect A, they may both be affected by a third variable C or their relationship may be due to chance with no possible identification of a reason. Since this chance relationship can always be possible, only relationships strong enough to have a 5% of less chance ($p \leq 0.05$) of error are discussed in this report. The chance of their having none of the three types of causal relationships is dependent on the size of the correlation and the number of respondents upon which it is based. A correlation of ± 0.25 is likely to be statistically significant based on 70 respondents but not based on 10 respondents. A correlation of ± 0.40 is probably statistically significant even if based on only 10 respondents. The amount of variability in the score on one variable that could be predicted by knowledge of the score on the second variable is the square of the correlation coefficient (r^2).

We produced a correlation matrix with all survey variables and noted correlations with $p \leq 0.05$. We focused on relationships with respondent country of origin and the area in which respondents spend most of the ministry time. We found only a few of these correlations that met that criteria for statistical significance. When more than one independent variable was related to the same dependent variable, we used multiple regression to identify the independent contribution of each. The multiple regression coefficient (β) identifies the size of each relationship and is equal to the bi-variate correlation coefficient if it is the only independent variable that was found to be related to the dependent variable. The R^2 statistic tells how much of the variation in the dependent variables can be explained, or predicted, the combination of the independent variables together.

Network analysis preparation

The research team thought social network analysis might be a useful tool as this project developed. Therefore we developed procedures to capture data needed to input into ORA-Lite Trial Version. This involved:

- Assigning a unique ID number for each person (“agent node” in ORA) identified during our project that is linked to the ID of the person who identified the person;
- Assigning a unique ID number to each organization (“organization node” in ORA) identified during our project that is linked with the person IDs of all people who are part of that organization and with the organization ID of its parent organization if it should be part of one;
- Assigning a unique ID number to each Christian-based data store, publication, website or information source (“resource node” in ORA) linked to the person IDs who identified this source of information and with any organization IDs associated with the provision of this information.

Figure 19 **Error! Reference source not found.** is a simple output from this software. There is much more that can be done.

Appendix A. The Global Data Initiative Information User Survey

The OC Global Research Team is planning a Global Data Initiative. We want to get a better picture of what global information we really need on an ongoing basis. What information do we need to understand the world, to pray with understanding, to make good strategic decisions and to mobilize and motivate the Church? Your response to this survey will greatly help us to know how to proceed.

Section A: Your Past

A1. Please describe how some information about the world changed your understanding in an important way. (This can be from any time in your life.)

Section B: Your Challenges

B1. When you look at your ministry and where you believe God wants it to go, what are the main challenges you face?

B2. Thinking about these challenges, what are the key questions that you have about the world?

Section C: Your Strategies

C1. What information will help you to answer those questions?

C2. What are the most important ways you view the outside world?

- By Population (*e.g.* large numbers of people have more significance)
- By Religion (*e.g.* percentage or growth/decline of Christian, Muslim or evangelical Christian)
- By Language (may include dialect)
- By People Group (*e.g.* Ethnolinguistic peoples, Caste, Unimax peoples)
- By Economic or Development Level (*e.g.* Human Development Index or clean water access)
- By Country (may include continents, *e.g.* *You want to understand how Myanmar is different from Thailand*)
- By Areas smaller than country (*e.g.* Districts or Cities)
- By Engagement (are other agencies already involved?)
- By Partnership opportunities (*e.g.* is there someone we could partner with to do this?)
- Other (please state)

Section D: Right Information

D1. How strongly do you feel that you have the right information now about the world to make effective decisions in your ministry?

- Strongly agree
- Agree
- OK, neutral
- Disagree
- Strongly disagree

D2. Is this situation better or worse than five years ago?

- Much better
- Better
- About the same
- Worse
- Much worse

Section E: Information Source

E1. What are your best sources of information about the world? Please provide us names of books, periodicals, websites, people or organizations to whom you have turned, or would likely turn, for help in answering questions? (*Space provided for six.*)

Section F-G: Data and Statistics

F1. Now think about data and statistics about the world. How does your organization handle mission data?

- I handle data and statistics myself
- We have someone else within our organization who is good with data and statistics

F2. What is the name and email of this person?

- We are not in a position to make good use of outside data and statistics

G1. Why do you use global data?

- Knowing where to go and who to minister to
- Learning what works and what doesn't
- Mobilizing or recruiting
- Reporting to funders or supporters
- Praying and encouraging others to pray
- Writing and teaching
- I don't use global data
- Other (please state)

G2. What types of data have you found useful?

G3. How have you used them?

G4. What limitations have you found in these data?

Section H: Looking to the Future

H1. How would you like to see decision-making influenced by data in the future?

H2. Are there any suggestions that you have for us as we seek to improve global data for the whole Church?

Section I: Future Assistance

I1-3. We are interested in hearing from as many decision makers and thought leaders as possible. Who else should we ask these questions? (Please provide names and email addresses and whether we can identify you as the source of our information.)

- Person 1
- Person 2
- Person 3

I4. We will summarize the findings from this survey and then decide what the next steps should be. We may want to ask you further questions. Would you prefer to:

- Receive the summary and any follow-up questions or communications resulting from it at {TOKEN:EMAIL}?
- Have further communication be sent to someone else?
 - I5. Please provide name, email address, and position/relation to you.
- Receive only the summary of the immediate results at {TOKEN:EMAIL}? (No follow-up.)
- Receive no further communication about this project

I6. Please identify the area you currently spend most of your ministry time:

- Mission Leadership (strategy, operations, etc.)
- Mission Mobilizing (facing outside mission)
- Mission Prayer (encouraging, organizing prayer)
- Mission Information (data, research, etc.)
- Mission Support (technology, funding, etc.)
- Learning & Teaching (Learning, writing, lecturing, etc.)
- Church Leadership
- Other (please specify)

Thank you for your help. We hope that your answers will help us to improve global data to serve God's global mission.

If you would like a copy of the questions and your responses, you may print them now before closing this window.