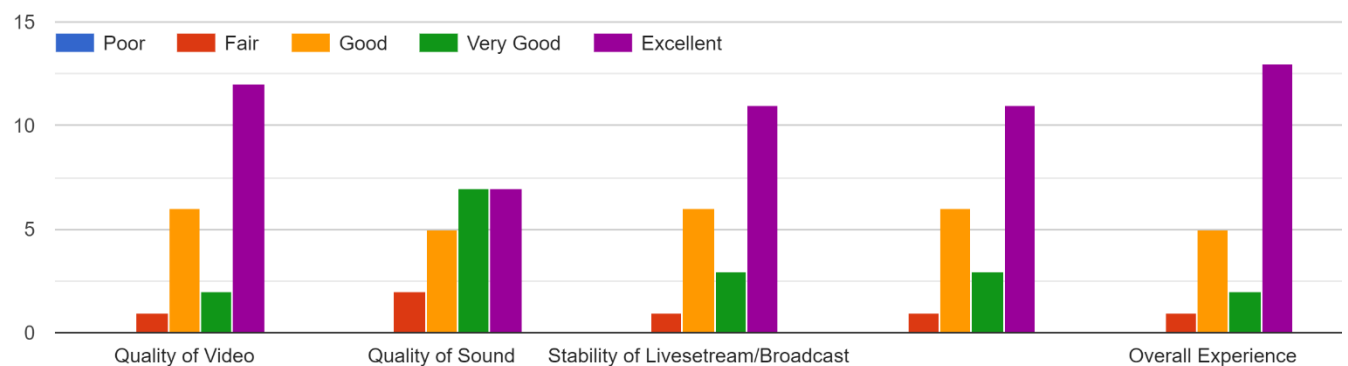


# McAllister's Livestreaming Survey Results

Please rate the following aspects of your online Sunday Worship Service experience



The unlabeled set of bars shows ratings for "Ease of Access." More charts highlighting the results of the survey can be found on McAllister's Facebook page. Look for the post titled, "McAllister's Livestreaming Survey Results" pinned to the top of the page.

## Most Respondents Watch At 11 O'Clock on Sunday

Just over 95% of survey respondents watch our Sunday morning worship service online.

Seventy one percent of those who watch are watching during the 11 o'clock hour on Sunday. Just under 48% watch during the live service and again later. Nearly 30% watch outside the 11 o'clock hour when it works with their schedule.

Most respondents report watching the service from start to end, while 19% prefer to skip around watching different parts of the service but do not watch straight through.

## Satisfaction Is High Despite Varied Quality Ratings

The survey showed respondents to be generally very satisfied with the quality of the experience with the livestreamed Sunday worship service. However, when asked to rate the quality of video, sound, stability, ease of access, and overall experience with the broadcast, the responses

were more varied ranging from fair to excellent.

## Sound Can Be Wonky

Sound appears to show the greatest variability in ratings based on responses.

"Sometimes, the sound is wonky. It is like [like] someone is in a barrel," says one respondent. Another adds, "Sound quality seems to drop on a regular basis partway through the message (i.e., feedback or an echo effect) but returns to normal before the end of the service."

## Facebook Audio Issues

Researching ways to improve sound quality online one quickly finds that sound quality on Facebook is often a point of dissatisfaction. People commonly say it's a Facebook problem and not an equipment problem due to how Facebook handles and processes live feeds. Facebook is not alone in this as people also report similar issues with livestreaming on YouTube. Still, the research has brought to light a few things to try that might help the sound. The fact that we are using OBS software to

stream appears to be a positive as many reported better sound quality using OBS than other options. We understand from the feedback that sound is an area where we can continue to look for improvement.

## Quality Is A Result Of Many Variables

Personally, we have experienced poor sound when watching one of our livestreamed services at home only to find the sound quality to be good when next watching the same service. Sound can vary viewing to viewing. Bandwidth, speed, buffering and the quality of service provided by the internet provider may also be a factor affecting not only the quality of sound but also the quality of the overall experience.

## Can View When I Want

One respondent says, "I enjoy the ability to view the worship service wherever I am and at any time that fits my schedule."

**For a complete summary of survey results go to the church's Facebook page and look for the post**

“pinned” to the top of the page’s posts headed “McAllister’s Livestreaming Survey Results” which includes this link:

<https://docs.google.com/forms/d/1Op3-KvDlcVIA5Hhh1L8ZayUsnQdOUbVQNCwrvHllj9A/viewanalytics>



**Thank you to the 21 church members and friends who took the time to complete this survey and provide feedback.**

**Your engagement and support of McAllister’s Livestreaming Ministry is very appreciated.**

**engagement** – a decision to move beyond the crowd and take a step in faith and explore or get involved (at some level) in the mission of the church.

## **Pentecost Moments**

**“The movement of the Holy Spirit starts with a small group of people... Are we prepared to recognize our Pentecost moments?”**

**--Rev. James E. Moss**

## **Thank you for your faithful support of McAllister Memorial Presbyterian Church!**



**We have several ways to support the many ministries at McAllister Memorial. Please pick the one that is most convenient for you. Thank you!**

### **GIVE ONLINE**

It’s easy to give online at McAllister. You can make a one-time gift or a recurring gift using tithe.ly. Scan the QR code below with your phone or go to this link <https://tithe.ly/give?c=898167>

### **GIVE IN-PERSON**

Simply stop by the office any weekday to drop off your check. Collection plates can also be found at the back of the sanctuary.

### **GIVE BY MAIL**

If you would like to give by mail, you can mail your checks to the following address:

McAllister Memorial Presbyterian Church  
900 N. Alleghany Avenue  
Covington, VA 24426



**Tithe.ly**

### **How to scan our Tithe.ly QR code with your phone**

Open the camera app from your device's **Home** screen, **Control Center**, or **Lock** screen. Hold your device so that the QR code appears in

the camera app's viewfinder. Your device recognizes the QR code and shows a notification. Tap the notification to open the link associated with the QR code.

### **Give Online It's Easy**