



LARGE-CHURCH CONGREGATIONAL SURVEY OPPORTUNITY

[Warren Bird, Ph.D. \(Leadership Network\)](#) and [Scott Thumma, Ph.D. \(Hartford Institute\)](#) have developed a survey that the **entire adult congregation can fill out during weekend services**. This approach captures everyone -- first-time guests, "anonymous" attenders, and long-time members. It takes roughly 10 minutes. (For a sample of the survey refer to pages 3-4 of this document.)

The survey yields a wealth of insight such as:

- Why do people keep coming to this particular church?
- What percentage of your congregation has invited a friend to church?
- How satisfied are people with their spiritual growth? Who is most satisfied? Who is least?
- What spiritual disciplines (Bible study, prayer, serving, etc.) are being practiced, and by whom?
- How many people actually become followers of Christ through this church?
- What are people's financial giving patterns?

Overview: We will print and ship the personalized survey to you, scan and tally the completed surveys, write a summary analysis along with actual response frequencies, provide a copy of the raw data so the church can do further study on its own, and offer comparison data on over 14 very large churches (30,000+ attendees)

Timing. A "must" requirement is that the survey be complete **during worship services** on a given weekend (all services, all campuses) by all adults age 18 and up in attendance. It can be done any weekend of your choice between **Sept. 7 and Nov. 16**.

Cost: Your cost to participate will be calculated based on the number of completed surveys at **\$1 each**, thus 2,500 surveys = \$2500. Therefore a church with total attendance of 3,500 may have an adult attendance of 3,000 of whom maybe 2,500 will actually fill out the survey despite their pastor's best appeals!

Reveal. For those doing Willow Creek's [REVEAL](#), there is very little overlap; this is another way of assessing your congregation.

Benefits. A number of churches have taken the survey already. They are finding good benefit in the process. For example:

“The congregational survey allowed us to see a snapshot of who we are and the subtle dynamics among our attenders. The project will be even more valuable once we see our findings in relationship to those of other large churches like us.”

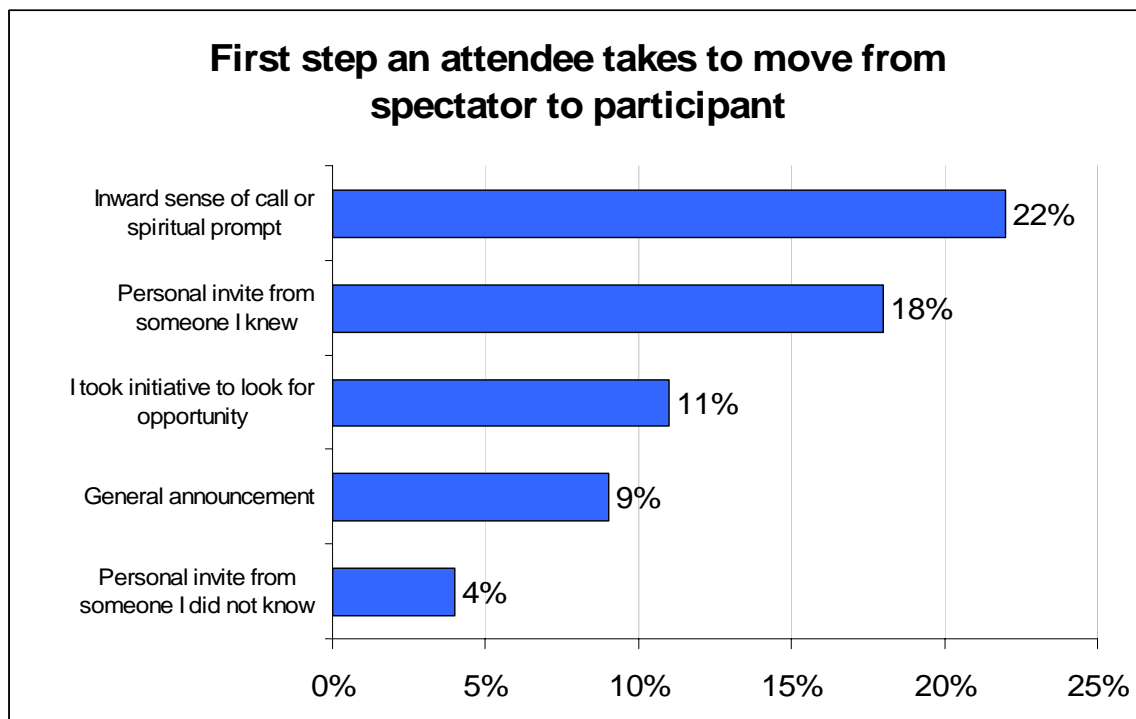
Stephen Van Dop, Pastor of Evangelism, Vineyard Church of Columbus, OH

“We want to identify and avoid slow leaks. Most churches don't deal in reality because they don't pause to get the facts. The survey will help us learn things about ourselves that we didn't previously know.”

Allan Taylor, Minister of Education, First Baptist Woodstock, GA

Example of insights surfacing in the preliminary analysis of 20,000 responses from 9 churches:

- 22% say they were unchurched -- 5% had never attended church and 17% had NOT attended regularly for several years
- 40% say their current financial giving is more than in their previous church
- 88% say they give financially to this church, 35% give a tithe or more of net income
- People follow at least 5 different paths in moving from spectator to participant (see graphic for breakdown)



To participate or for further information contact
bonnie.randle@leadnet.org or phone 214-220-5354

[YOUR CHURCH NAME] One-Day Survey

This survey is for *everyone* age 18 and older present in today's service, *including first-time guests*. Please take a few minutes to help us learn about the degree to which this church is meeting your spiritual needs. As you answer, keep in mind that the survey is anonymous.

Please fill in the appropriate boxes, one per question (preferably in black or blue ink, or pencil).

Like this Not like this or or Thanks!

1 **How long have you been going to church services (worship) or activities at this church?**

- ₁ Less than one year
- ₂ 1 - 2 years
- ₃ 3 - 5 years
- ₄ 6 - 10 years
- ₅ More than 10 years
- ₆ I am visiting from another church
- ₇ I am visiting and do not regularly go anywhere

2 **How often do you go to church (worship) services at this congregation?**

- ₁ This is my first time
- ₂ Hardly ever or on special occasions
- ₃ Less than once a month
- ₄ Once a month
- ₅ Two or three times a month
- ₆ Usually every week (or more)

3 **How has your participation in this church's activities changed in the last two years?**

- ₁ Increased
- ₂ Remained the same
- ₃ Decreased
- ₄ I haven't been here 2 years

4 **How often do you typically volunteer in any capacity at this church?**

- ₁ Never
- ₂ Occasionally (a few times a year)
- ₃ Regularly (once or twice a month)
- ₄ Often (three times a month or more)

How influential were the following in bringing you to this congregation "initially" (when you first began attending) and then in keeping you here "now"? If you are a first time visitor, please answer only for "now"

My friends and family are here

- 5a **Initially** (a lot) 5 4 3 2 1 (not at all)
5b **Now** (a lot) 5 4 3 2 1 (not at all)

Reputation of the church

- 6a **Initially** (a lot) 5 4 3 2 1 (not at all)
6b **Now** (a lot) 5 4 3 2 1 (not at all)

Senior pastor

- 7a **Initially** (a lot) 5 4 3 2 1 (not at all)
7b **Now** (a lot) 5 4 3 2 1 (not at all)

Adult programs/ministries

- 8a **Initially** (a lot) 5 4 3 2 1 (not at all)
8b **Now** (a lot) 5 4 3 2 1 (not at all)

Children & youth programs/ministries

- 9a **Initially** (a lot) 5 4 3 2 1 (not at all)
9b **Now** (a lot) 5 4 3 2 1 (not at all)

Music and/or arts

- 10a **Initially** (a lot) 5 4 3 2 1 (not at all)
10b **Now** (a lot) 5 4 3 2 1 (not at all)

Worship style

- 11a **Initially** (a lot) 5 4 3 2 1 (not at all)
11b **Now** (a lot) 5 4 3 2 1 (not at all)

Social or community outreach

- 12a **Initially** (a lot) 5 4 3 2 1 (not at all)
12b **Now** (a lot) 5 4 3 2 1 (not at all)

Self-help or support groups

- 13a **Initially** (a lot) 5 4 3 2 1 (not at all)
13b **Now** (a lot) 5 4 3 2 1 (not at all)

Denominational ties

- 14a **Initially** (a lot) 5 4 3 2 1 (not at all)
14b **Now** (a lot) 5 4 3 2 1 (not at all)

15 **Gender?** ₁ Male ₂ Female

16 **Zip/Postal Code where you live?**

17 **What is your age today?**

(remember, this is anonymous!)

18 **In the past week, how often did you practice personal devotions (times of Bible reading and prayer)?**

- ₁ Seldom: 1 time or less a week
- ₂ Often: 2-5 times a week
- ₃ Nearly daily: 6-7 times a week or more

19 **If you consider yourself a committed follower of Jesus Christ, how long have you been such a follower?**

- ₁ Less than a year ₂ 1 - 2 years
- ₃ 3 - 6 years ₄ More than 6 years
- ₅ Not a committed follower of Christ

20 **What was the first step that moved you from spectator to active participant at this church?**

- ₁ This question doesn't apply to me
- ₂ I can't remember
- ₃ I responded to a *general* announcement (such as appeal from pulpit, email, bulletin announcement, etc.)
- ₄ I responded to a *personal* invitation from someone I didn't know (sign-up booth, phone call, etc.)
- ₅ I responded to a *personal* invitation from someone I did know (a friend, acquaintance, or someone on staff)
- ₆ I responded to an inward sense of call or spiritual prompting
- ₇ I took initiative to look for opportunities

21 **How did you first find out about this church?**

- ₁ Friend, co-worker or family member
- ₂ Media (newspaper, TV, radio, mailer, Internet, etc.)
- ₃ Saw church facility and came on own

22 **Did you look at the church's website before your first visit to the church?** ₁ Yes ₂ No

23 **Do you consider this church your home church?**

- ₁ Yes (this church only)
- ₂ Yes (but I also attend other churches)
- ₃ No

24 **Marital status?**

- 1 Single, never married
- 2 Married - first marriage
- 3 Remarried
- 4 Separated or divorced
- 5 Widowed
- 6 Other

25 **Which statement best describes the people who currently live in your household?**

- 1 I live alone
- 2 A couple without children
- 3 One adult with child/children
- 4 Two or more adults with child/children
- 6 Some adults living in the same household

26 **How do you describe yourself?**

- 1 White/Caucasian/Anglo
- 2 Black/African/African American
- 3 Hispanic/Latino
- 4 Asian/Pacific Islander
- 5 Native American
- 6 Other

27 **What level of education have you finished?**

- 1 Some high school
- 2 High school diploma
- 3 Some college, trade, or vocational school
- 4 College degree
- 5 Post graduate work or degree

28 **What is your estimated total household (family or single living alone) income range before taxes for 2007?**

- 1 Under \$25,000
- 2 \$25,000 - \$49,999
- 3 \$50,000 - \$74,999
- 4 \$75,000 - \$99,999
- 5 \$100,000 - \$149,999
- 6 \$150,000 or more

29 **About how much do you give financially to this church?**

- 1 I do not contribute financially here
- 2 I give a small amount whenever I am here
- 3 I give less than 5% of net income regularly
- 4 I give about 5% to 9% of net income regularly
- 5 I give about 10% or more of net income regularly

30 **How does your answer compare to the last church you regularly attended?**

- 1 My current giving is *more* than at my previous church
- 2 My current giving is about the same
- 3 My current giving is less than at my previous church
- 4 Question does not apply to me

31 **What's the comparison between what you give financially to this church, and what you contribute to other causes/charities?**

- 1 More goes to this church
- 2 More goes to *other* causes/charities
- 3 Equal amounts (roughly) go to both

32 **Are you regularly involved in the following group activities at this church? (Fill in all that apply)**

- a 1 Sunday school or church school
- b 1 Prayer, spiritual discussion, or Bible study groups
- c 1 Fellowships, clubs or other social groups
- d 1 Support or recovery groups
- e 1 Community service or social justice groups
- f 1 Other small group activities

33 **Before you started coming to this church, were you participating at another church?**

- 1 No, I've come here for most of my life
- 2 No, before coming here I had not been attending any church regularly for several years
- 3 No, before coming here I had never regularly attended
- 4 Yes, immediately prior to coming here I was participating in another church in this area
- 5 Yes, prior to coming here I was participating in a distant church but I just moved into this area.

34 **Over the last year, how much have you grown in your faith?**

- 1 No real growth
- 2 Some growth
- 3 Much growth, mainly through this congregation
- 4 Much growth, mainly through other groups or congregations
- 5 Much growth, mainly through my own private activities

35 **During the past year, roughly how many people did you invite to your church? (Include people you invited even if they did not accept the invitation)**

- 1 0
- 2 1-2
- 3 3-5
- 4 6-10
- 5 More than 10

36 **How satisfied are you with your own spiritual growth?**

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Mixed feelings / Not sure
- 4 Somewhat dissatisfied
- 5 Very dissatisfied

To what extent do you agree or disagree with each statement as it describes your congregation?

My spiritual needs are being met in this church

37a (strongly agree) 5 4 3 2 1 (strongly disagree)

I have many close friends at this church

37b (strongly agree) 5 4 3 2 1 (strongly disagree)

Church leaders encourage me to discover and use my gifts and skills for ministry and service

37c (strongly agree) 5 4 3 2 1 (strongly disagree)

Worshipping at a large church hinders my spiritual growth

37d (strongly agree) 5 4 3 2 1 (strongly disagree)

This church makes a strong effort to help me get involved in the activities and life of the church body

37e (strongly agree) 5 4 3 2 1 (strongly disagree)

This church has not made a strong effort to train, develop or coach me in how to be a better leader in the church

37f (strongly agree) 5 4 3 2 1 (strongly disagree)

This church has encouraged me to serve the wider community, nation and world

37g (strongly agree) 5 4 3 2 1 (strongly disagree)

I have a strong sense of belonging to this church

37h (strongly agree) 5 4 3 2 1 (strongly disagree)

A recent time when I FELT closest to God was directly connected to a ministry or activity of this church

37i (strongly agree) 5 4 3 2 1 (strongly disagree)

Thank you! If you have comments on the survey, please email survey@leadnet.org or call 214-969-5950, extension 154