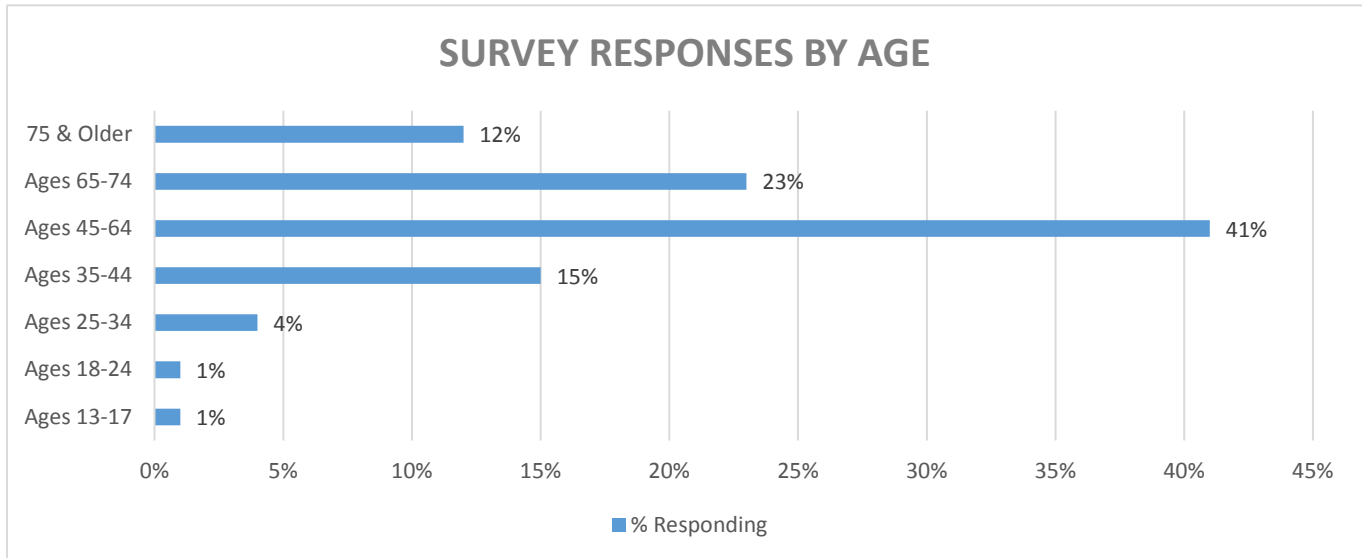


## FALL 2017 CHURCH SURVEY RESPONSES

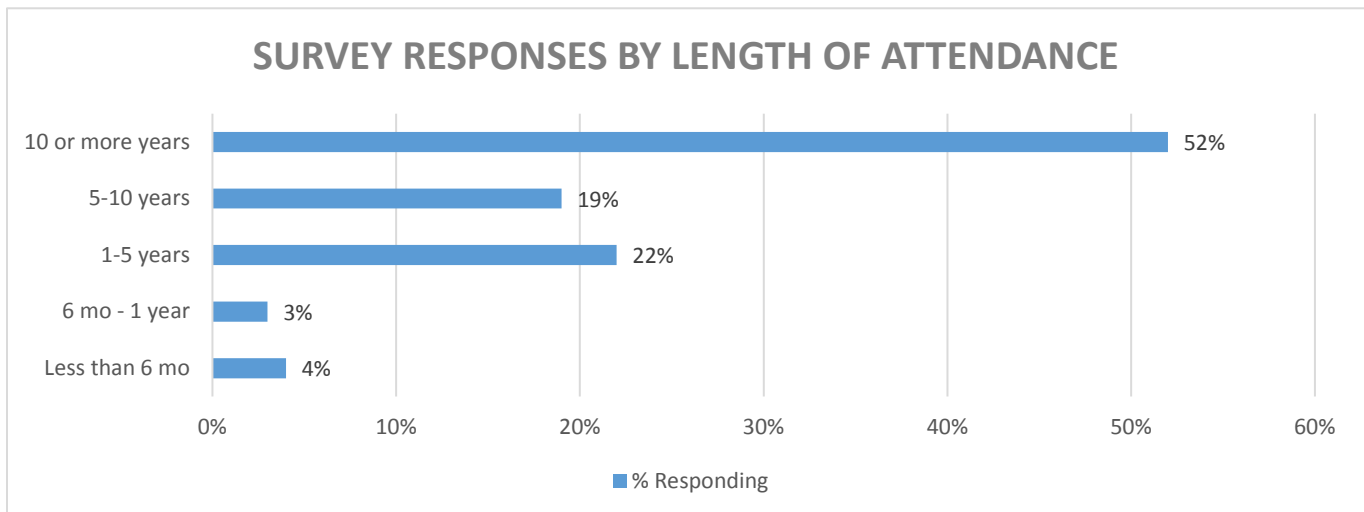
### BACKGROUND

In fall 2017 Franklin First UMC created a church-wide congregation survey to gather feedback on satisfaction with current programming. Responses were collected from August 24 – September 5, 2017. The survey was sent to our email lists online, paper copies were also made available to church members without access to a computer. Of the 478 total responses, 417 completed the entire survey. Below is a summary of the results.

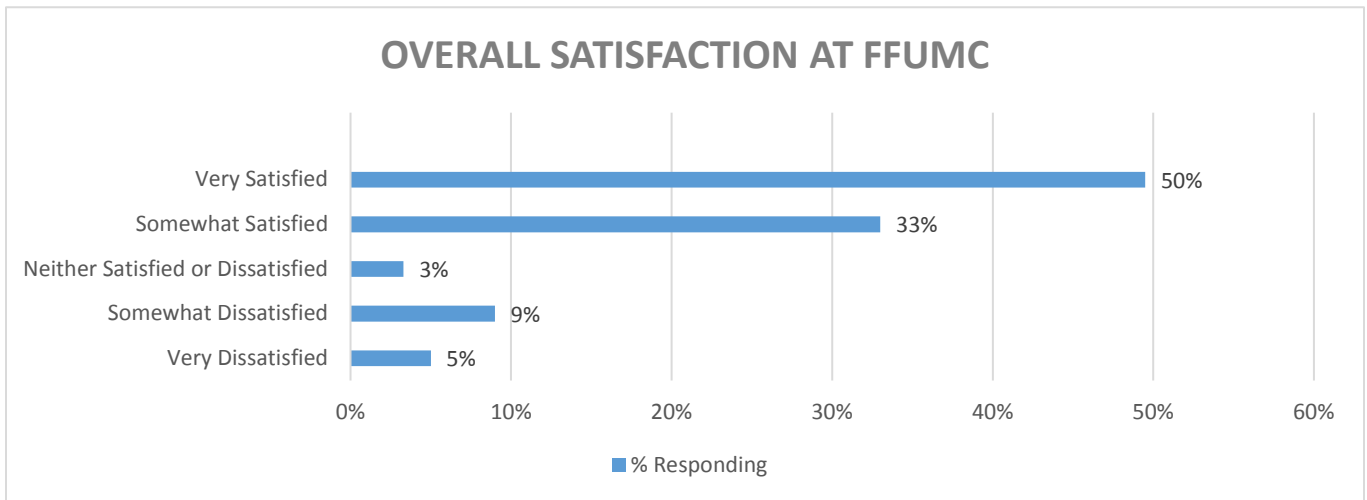
### DEMOGRAPHICS OF CHURCH RESPONDENTS



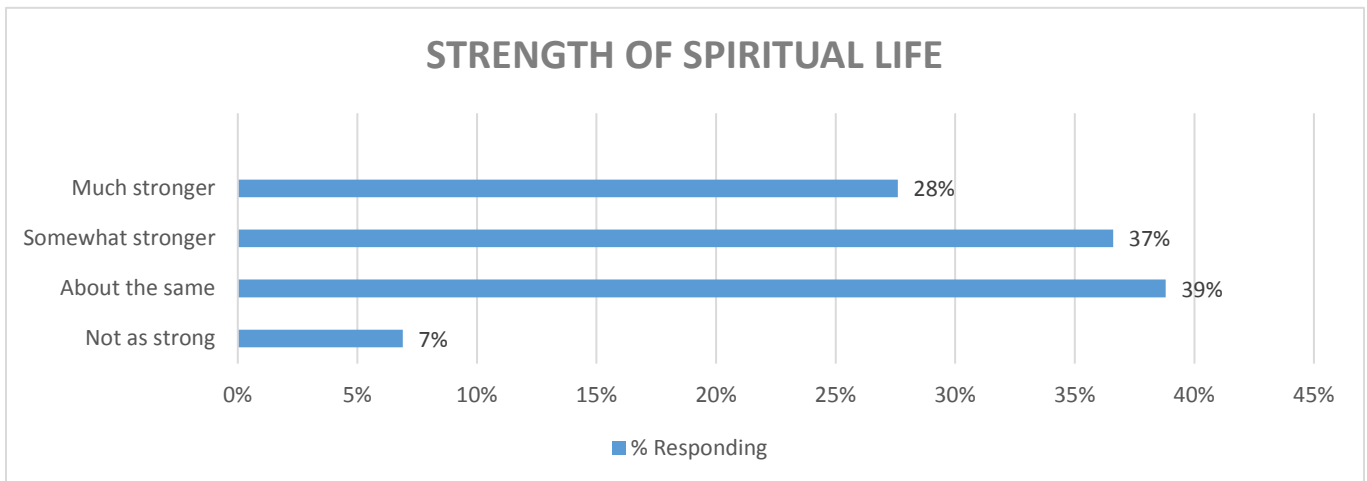
### CHURCH ATTENDANCE OF RESPONDENTS



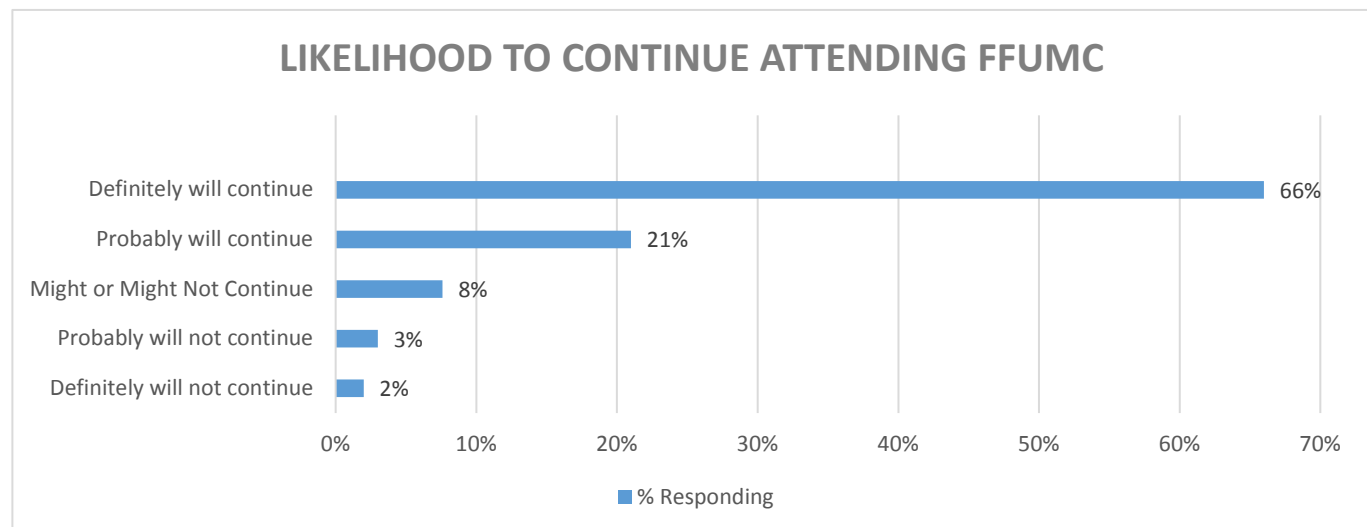
## SATISFACTION OF RESPONDENTS



## SPIRITUAL GROWTH



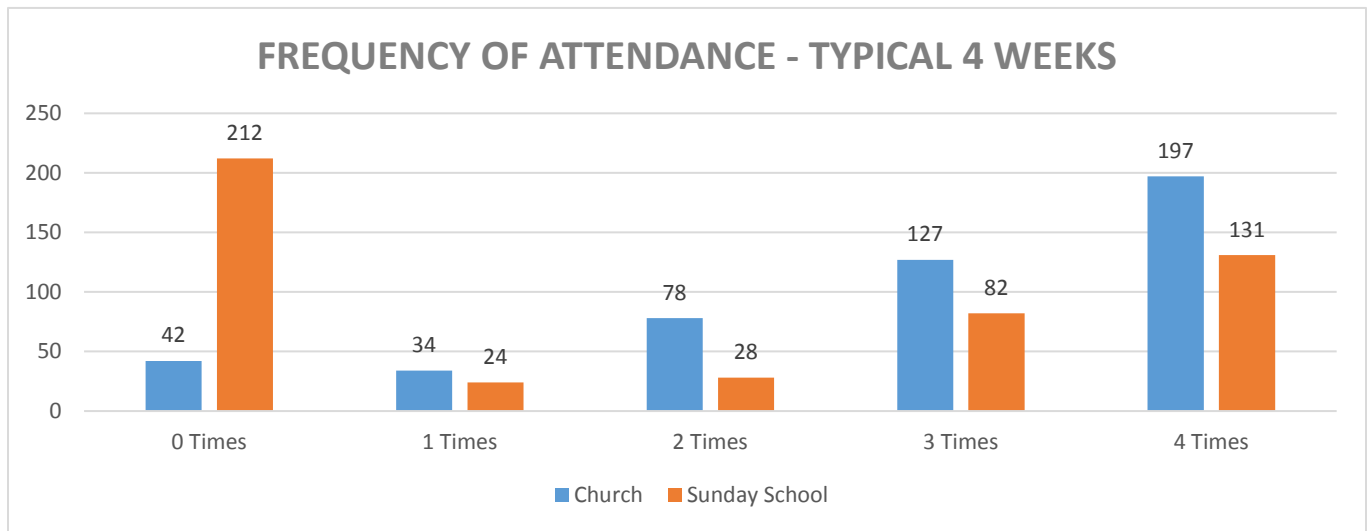
## LIKELIHOOD OF RESPONDENTS TO CONTINUE ATTENDING



## HERE'S A SUMMARY OF THE SURVEY'S BASIC DEMOGRAPHICS:

Most of the people who took the survey were 45 years and over (76%) and have attended for more than 10 years (52%). Overall our congregation feels like their spiritual life is growing (65%) While some dissatisfaction was expressed, it was very affirming that church members are generally satisfied (83.1%). Most respondents indicated this is their church home and plan to remain in this congregation (87%). And, because this is their church home, they want to see it the very best it can be, which is why we've seen nearly a 2:1 ratio in people who have submitted text responses (+700). You have a lot to tell us and we'll get to those a little later.

## FREQUENCY OF ATTENDANCE



When asked about frequency of attendance at church over the previous four-week time period, a period that stretches from the last weekend in July to Labor Day weekend, respondents reported that 41.2% attended all four weeks of worship. \*Pew Research Center and Barna research concur that roughly 38% of all Americans attended church on a weekly basis and are active churchgoers. So, our survey respondents are right in line with national averages, in fact a little above. Well done!

For Sunday school attendance, the frequency of attendance was markedly lower, with nearly half (44.7%) of respondents attending no Sunday school classes at all. Not surprising, respondents 65 years and older are most consistent with Sunday school attendance and attend at least three times in the past month (87.5%). While respondents ages 18-34 are much lower in their participation in Sunday school with an attendance on 56.5%.

\* <http://www.pewresearch.org> "What surveys say about worship attendance and why some stay at home." 2013  
<https://www.barna.com> "Church Attendance Trends Around the Country" May 2017

## SERVICE PREFERENCE OF RESPONDENTS

Franklin First UMC currently has four distinct worship times/services. Based on the responses, attendance is greatest at the 10:00 a.m. Main Campus service and least at the 11:15 a.m. Main Campus service.

<i>Service</i>	<i>Attendance</i>
8:30 a.m. Historic Sanctuary	12.8% (61)
8:45 a.m. Main Campus	26.6% (127)
10:00 a.m. Main Campus	48.2% (230)
11:15 a.m. Main Campus	9.6% (46)
Does not attend worship	2.7% (13)

*Note.* Count is in parentheses. N=477

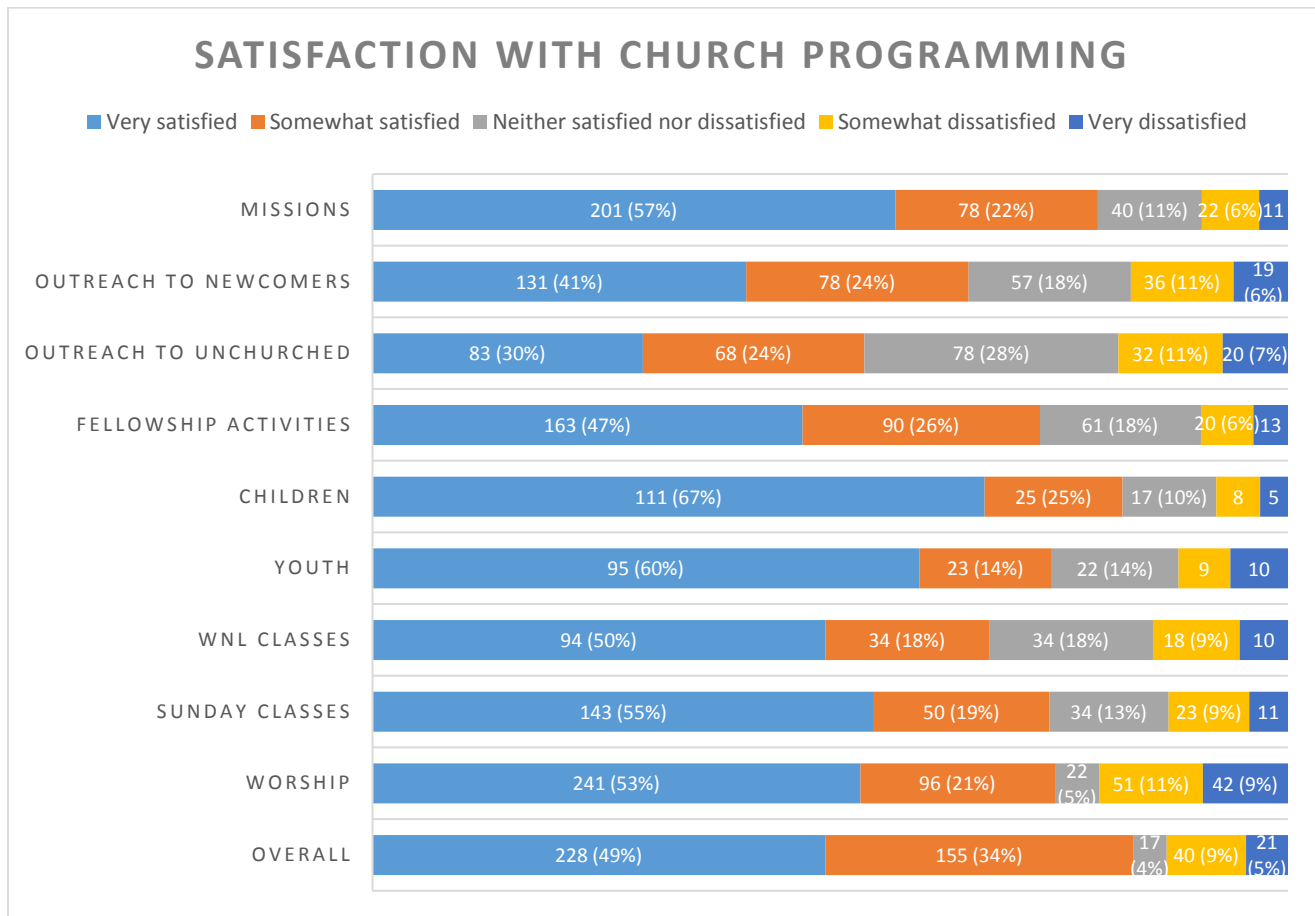
## WHY DO CHURCH ATTENDEES CHOOSE ONE SERVICE OVER ANOTHER?

There are several characteristics of respondents relating to their preference.

- Nearly half of the respondents who attend 8:30 a.m. Historic, 8:45 a.m. and 10:00 a.m. Main Campus services did so four times in the previous month. Members who attend the 11:15 a.m. Main Campus service do so at a lower frequency with half attending two times or fewer in the past month.
- Of the respondents who attend the Historic service, 77% do so because they prefer the environment. Of the respondents who attend the Main campus services, those that attend the 11:15 a.m. service claim to prefer the environment twice as frequently as those that attend the 8:45 a.m. and 10:00 a.m. services. At all three Main campus services, music style and attending Sunday school at the opposite hour are equal preferences for attendees. For those that attend the 10:00 a.m. service, 13.1% prefer to do so because their child attends youth at that hour.
- Overall, 44.4% of respondents did not attend Sunday morning class at any point, and 27.5% did so 4 times over last month. Those that attend the 11:15 a.m. service are half as likely (13% to 29.4%) to attend Sunday morning class as those that attend the other three services.
- The 8:30 a.m. Historic and 10:00 a.m. Main Campus services are the preferences of attendees over the age of 65 (37.9% and 45% of congregation, respectively). The 8:45 a.m. and 11:15 Main Campus services are the preferences of respondents 18-44 years of age (26.9% and 43.9% of the congregation, respectively).

## BELIEFS AND ATTITUDES ABOUT CHURCH PROGRAMMING

Respondents were asked about their satisfaction with Franklin FUMC overall, as well as in a variety of different aspects of church programming. Overall, 83.1% of respondents were somewhat or very satisfied with Franklin First UMC.



Based on respondents' feedback, the highest satisfaction was with programming in these areas:

1. Children Programming
2. Youth Programming
3. Missions

The lowest ranked satisfaction was with programming in these areas:

1. Worship
2. Outreach to Unchurched
3. Outreach to Newcomers

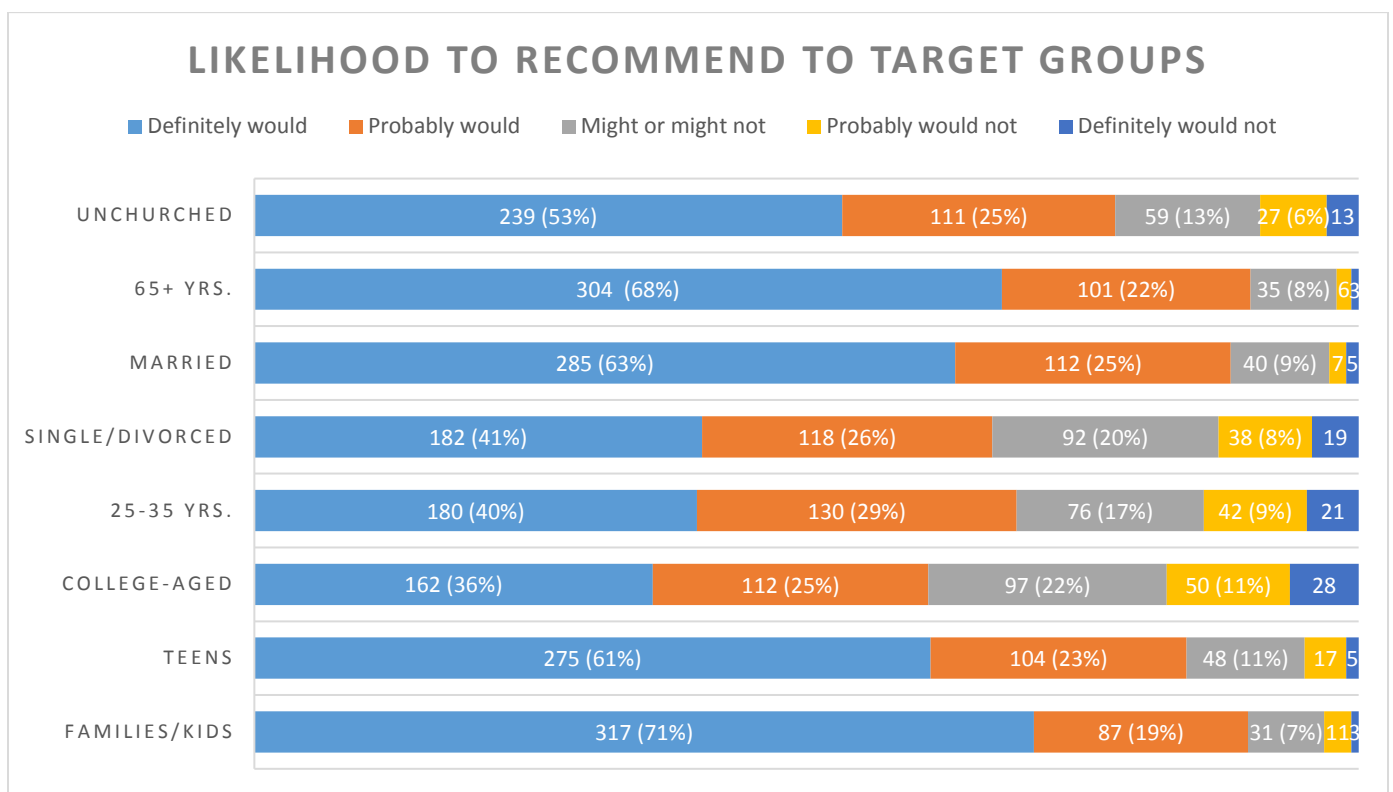
### Other items to note include:

In exploring factors that had statistically significant relationships with respondents' satisfaction, the following items were of note:

1. The greatest dissatisfaction based on service preference is the 11:15 a.m. Main Campus service and the 8:30 a.m. Historic service downtown.

2. The least satisfied age group with services were respondents between 35 – 64 years old.
3. As respondents increase in age, their satisfaction with worship increases. The most satisfied age group with services were respondents 65 years or older.
4. The service rated with the “greatest excitement” was the 10 a.m. service on Main Campus. The lowest rated service based on excitement was the 8:45 a.m. service on Main Campus.
5. For adult Sunday school classes:
  - 83% of adults older than 65 years are somewhat or very satisfied
  - 56% of adults 35 – 44 years old are somewhat or very satisfied

## RECOMMEND FRANKLIN FIRST UMC TO OTHERS



When asked how likely you are to recommend Franklin First UMC to persons in your own target group. The top groups that respondents would refer to church are:

1. 65+ years old
2. Families/Kids
3. Married

The bottom groups that respondents would refer to church are:

1. College-Aged
2. 25 to 35 years old
3. Single/Divorced

# SURVEY WRITTEN RESPONSES

We want you to know that we have listened to what you are telling us. In summary to over 400 survey responses and well over 700 written text responses, we noticed several things.

First, we noticed we have an amazing congregation that has the best interest of Franklin First UMC at heart. By taking the time to write out so many text responses shows us you care and for that we are grateful.

Second, we noticed a general thread of feeling unconnected to the church programs and worship. This was due to a number of factors that included our move, having to change service times, a shorter time period for fellowship between services as well as other factors.

Lastly, we also noticed an outpouring of responses urging us to take a long and hard look at our worship experiences with an undercurrent of needing an update if we want to reach our young adults and families. Worship is a cornerstone of any church experience. We're glad so many are also in agreement with on how important worship is to a weekend experience.

With that said, below is a snapshot of the written responses.

## GENERAL COMMENTS FROM RESPONDENTS

While Franklin First UMC offers many programs specific to the needs of children, youth and adults, the comments here point to an opportunity to discover more ways to help people feel connected through small groups, missions, and fellowship. Many commented about the physical environment feeling impersonal and cold. So, look for some improvements in those areas in 2018 to create a warmer overall space. And, regarding worship...yes, we heard you. Many commented that they struggle to engage with worship in its current format and style.

*"While the growth is important, our virtual size makes it difficult for some newcomers to find a 'fit'."*

*"I don't feel connected to the church."*

*"There is nothing that speaks the language of the younger adults. Nor is there anything that addresses their needs that are specific to their place in life. Career guidance, finding a spouse, a getting back to basics class for those that strayed in college, etc..."*

*"I think people are looking for how things apply to their lives & want to feel challenged."*

*"Our church has amazing classes/studies for kids & adults so that's a plus. But as a collective group, it does not have cohesiveness."*

*"I feel as if the music, atmosphere and sermons are out of date and would not appeal to many under the age of 50."*

*"Services don't feel as engaging in the new building."*

*“Would like to see FFUMC define who it is and who it serves. When you try to be everything to everyone, you end up serving no one.”*

*“Stronger new member connection to the staff. To enhance my spiritual journey I need to feel connected to the people that are the spirit of the church.”*

## **WHAT DO YOU THINK WOULD MAKE FRANKLIN FIRST UMC BETTER FOR NEWCOMERS AND OTHERS IN THE COMMUNITY AS THEIR SPIRITUAL HOME?**

As we think about the future of Franklin First UMC, we asked what you thought we could do differently to make this church a place where the community could find a spiritual home. Worship is one of the biggest driving factors in a church experience. We are delighted so many have the same desire to see a passionate worship experience. So, again in regard to worship...yes, we heard you. Many shared their passion for outreach and creating intentional environments for getting to know people in our community. We can't wait to bring you more of that in 2018.

*“A dynamic worship. But one that stays true to Methodism as people who choose a Methodist church are looking for the consistency of things among congregations. I like that we offer more than one style of worship.”*

*“Better times for Sunday worship.”*

*“Being excited and being more active in the community in a visible way.”*

*“An immediate place to plug in and get involved in community service, socially, with their children to help make friends.”*

*“Better orientation to becoming a member. Getting a group together that would tell about the church and what the church provides to prospective members.”*

*“Family activities. Hearing Dr. Hill's sermons. They are great.”*

*“Have more non-traditional activities like basketball teams, softball teams, youth choir that takes tours, activities that would draw younger people.”*

*“I like the new format of the bulletin that offers points to ponder about the sermon. I think maybe some Bible studies that follow the week's sermon might be welcomed. If the format was available via the church website or YouTube, where interested groups could easily access it, I think it would be popular.”*

*“People need an individual approach, someone reaching out inviting them to get connected. After my experience I have made that my goal.”*



*Thank you to those who filled out the Fall 2017 Church Survey. These results will be utilized by staff and church leaders as they evaluate and plan future ministry options at Franklin First UMC. Please feel free to contact Jody Todd in the Franklin First UMC staff offices at 615.794.2734 for additional questions or comments regarding this survey. It is our privilege to do ministry together.*