



SHERWOOD PARK
ALLIANCE CHURCH

Opinion 2020 Engagement Survey

Results

Methodology

Distribution

5,522: email

Failed 668

Reach 4,854

Distributed to all contacts within the Rock system who have at one time or another been engaged with Sherwood Park Alliance Church

- Survey link was shared on Twitter, Facebook and Instagram
- Survey opened Friday, May 15 and closed June 7 (three weeks)
- Survey was hosted on Survey Monkey to maintain anonymity and apply logic questions

Target Audience

- Anyone currently engaged with Sherwood Park Alliance Church
- Anyone who has engaged with Sherwood Park Alliance Church at some point

Objectives

- Gain a better understanding of people who currently engage with Sherwood Park Alliance Church on a regular basis and those who have at some time engaged with Sherwood Park Alliance Church.
- Provide insight on the different groups of people we serve, and then understand their varying needs, experiences, behaviours and goals.
- Prepare to empower the church to meet people exactly where they are so opportunities are created for others to collide with God's Kingdom and become disciples of Jesus.
- To generate honest, open information that reflects the attitudes and perceptions of people who are or were engaged with the church. The survey is anonymous.

Update: Results

21%

Response

Total responses: 1,033

968: email/ website embedded

65: Social Media

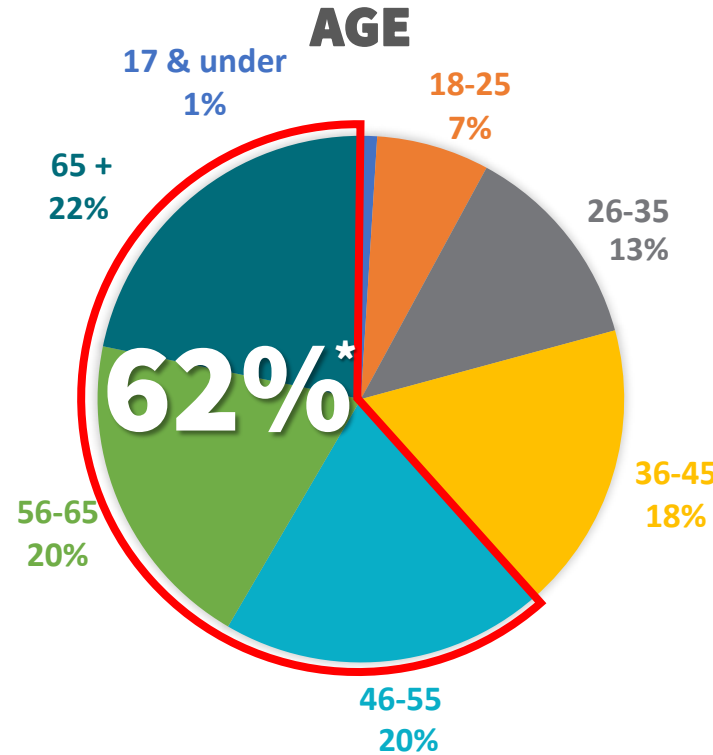
**Average time it took to complete:
6 minutes**

Demographics

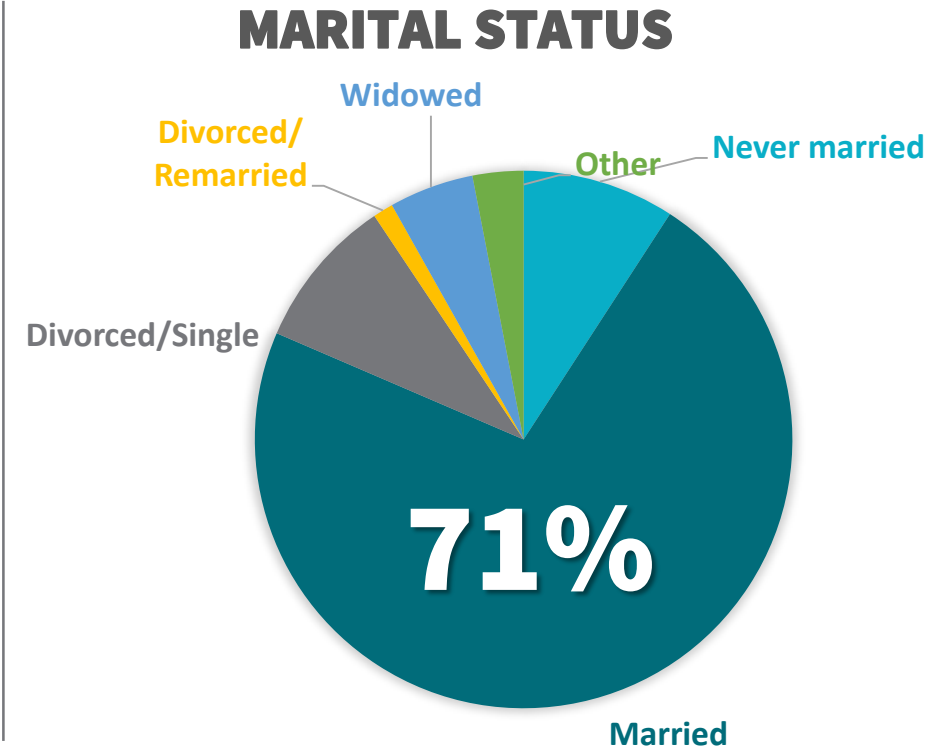
Majority respondents were female, married and over the age of 46



61% 39%

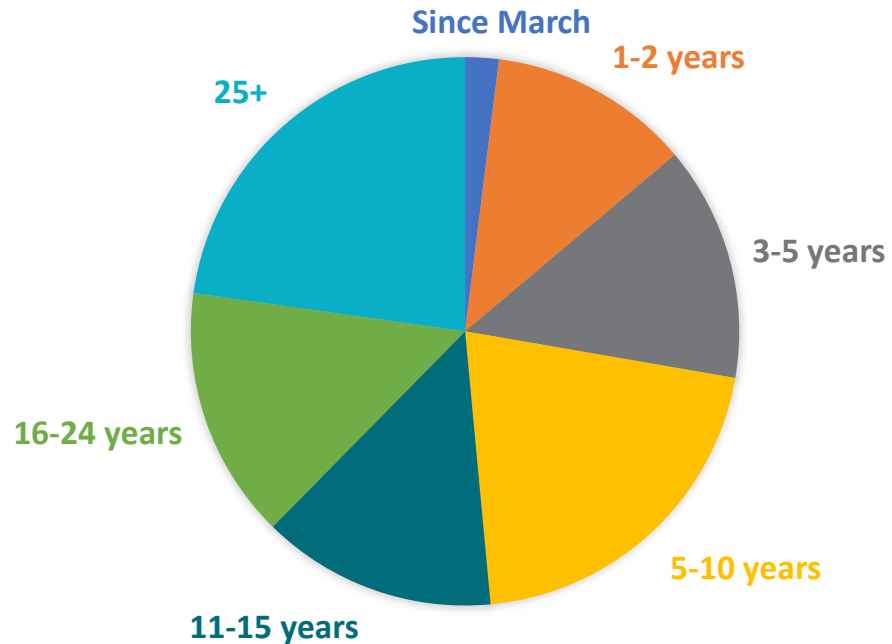


*62% of respondents were 46 years of age and over



Other includes:
Common-law, dating, engaged

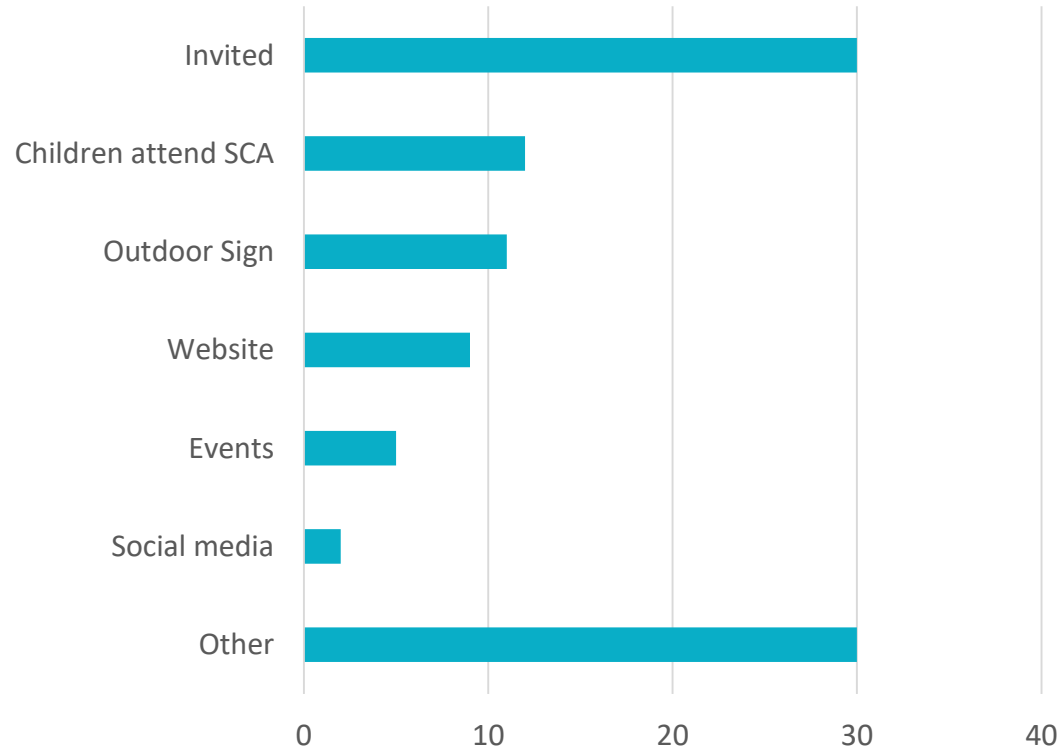
Length of time engaged with the church



Fairly equal split between the length of time people have engaged with the church. One timeframe does not necessarily surpass the other.

- New and fairly new to the church make up 14%
 - 2% started attending since COVID-19
- Those engaged with the church for 3-5 years (14%), 11-15 (14%) years and 16-24 (15%) years were equal
- Those engaging for over 25 years made up the majority of people (23%) followed closely by those who engaged for 5-10 years (21%)

How do people learn about the church



- Majority of respondents started attending because they were invited by a friend (30%)
- Followed by their children attending SCA (12%), the outdoor sign (11%) and the website (9%)
- Events and social media made up 7%
- Proximity – live near-by, drove-by and children attended preschool (Other-30%)

How people are engaging

93%

Weekend Service is the most popular way people are engaging

Programs
47%

Events
51%

Small
Groups
39%

Follow on
Social
Media
34%

Celebrated
a Wedding,
Baptism,
Child
Dedication
34%

Attended
Funeral,
Memorial
Service
44%

Socially
Distanced
25%

How often people engage

75%

Majority of people engage with us at least once a week

9% engage twice a month

4% monthly

3% once or twice a year

8% of respondents used to engage

1% never engaged

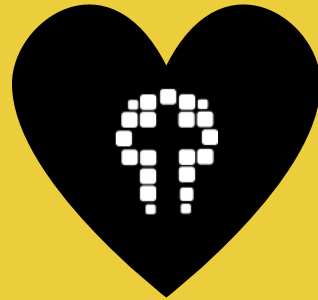
Attitude, perspective & opinion

Majority of respondents have a positive opinion of Sherwood Park Alliance Church and understand what being a missional church means (94%).



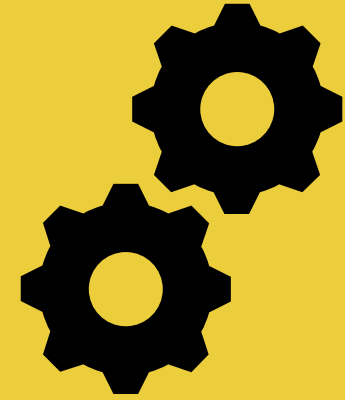
90%

would refer the church to friends or family



81%

feel like they are members and belong to Sherwood Park Alliance Church



91%

feel they are aligned with the church's beliefs and values

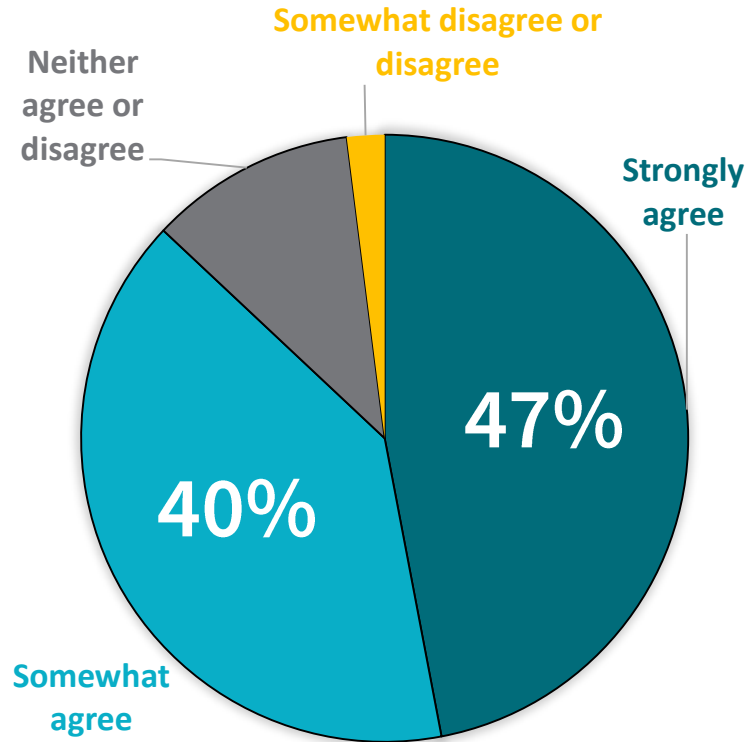
Overall attitude, perspective & opinion

Respondents have a positive attitude, perspective and opinion of Sherwood Park Alliance Church

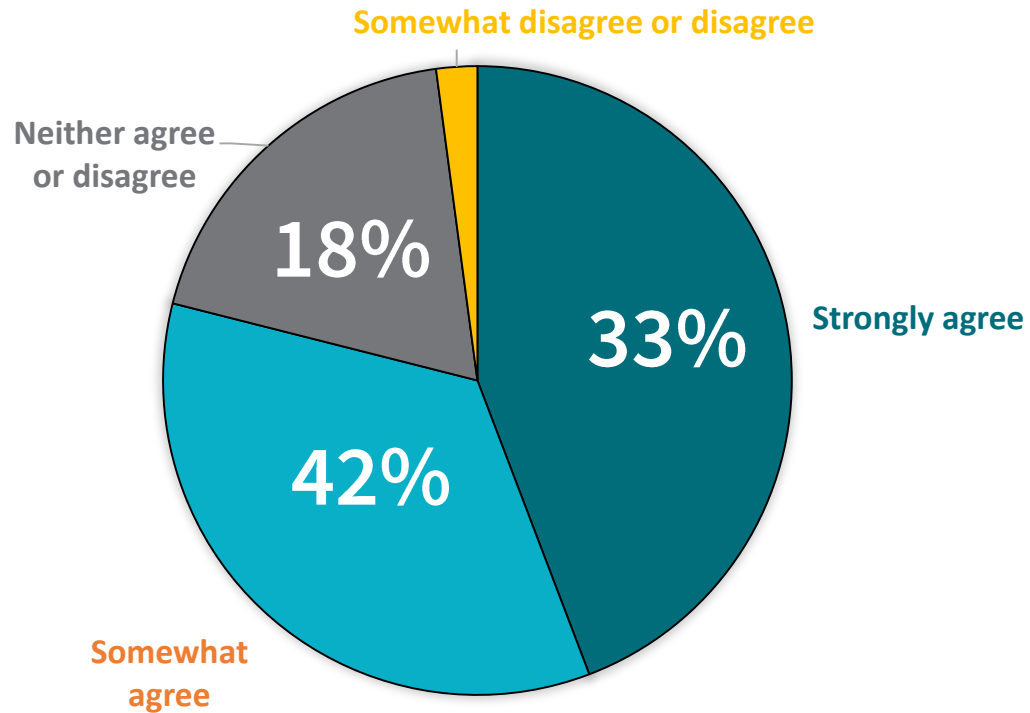
They also feel:

- Serving others is an important part of their faith journey (95%)
- Sherwood Park Alliance Church cares about them and their family (79%)
- The church understands life's challenges and can relate to them (83%)
- Sermons are relevant to them (89%)

Gifts & talents



Majority of people are using their gifts and talents to serve God, including areas not associated with Sherwood Park Alliance Church



There are opportunities within the church to use people's gifts and talents (75% agree)

Gifts & talents continued

“Don’t feel useful or they [talents/gifts] are needed.”

“Time commitments with other things.”

“Although I wanted to use my God-given talents...to serve the Lord. I cannot find a church where I am comfortable to serve in a meaningful way.”

“I am unsure of God’s plan for me...I am undefined.”

“Not confident in what I have to offer others.”

“I don’t feel like I know what they are anymore...getting lost in marriage and mothering.”

“I don’t know what my gifts and talents are. I have none.”

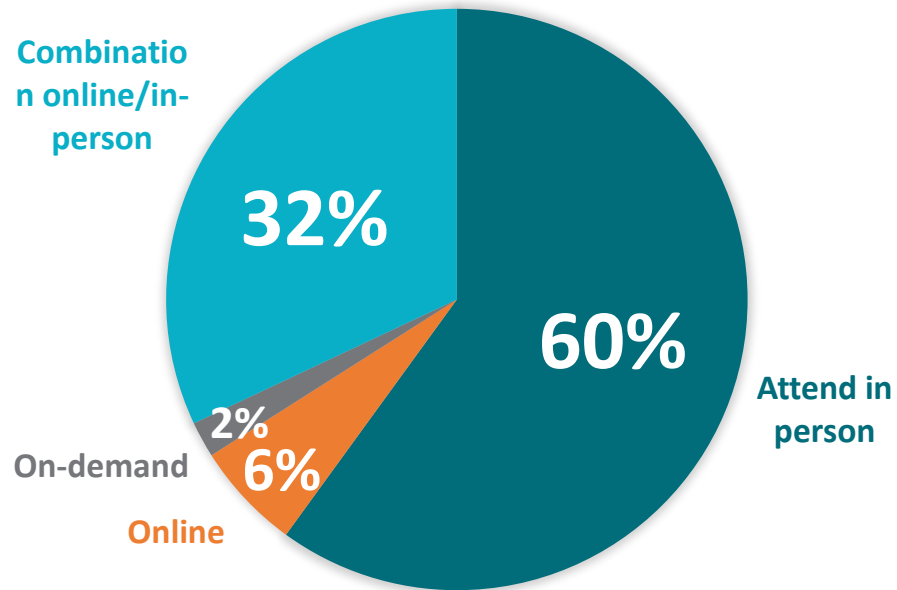
“Shy, quiet, scared to open up.”

Identified themes (based on comments)

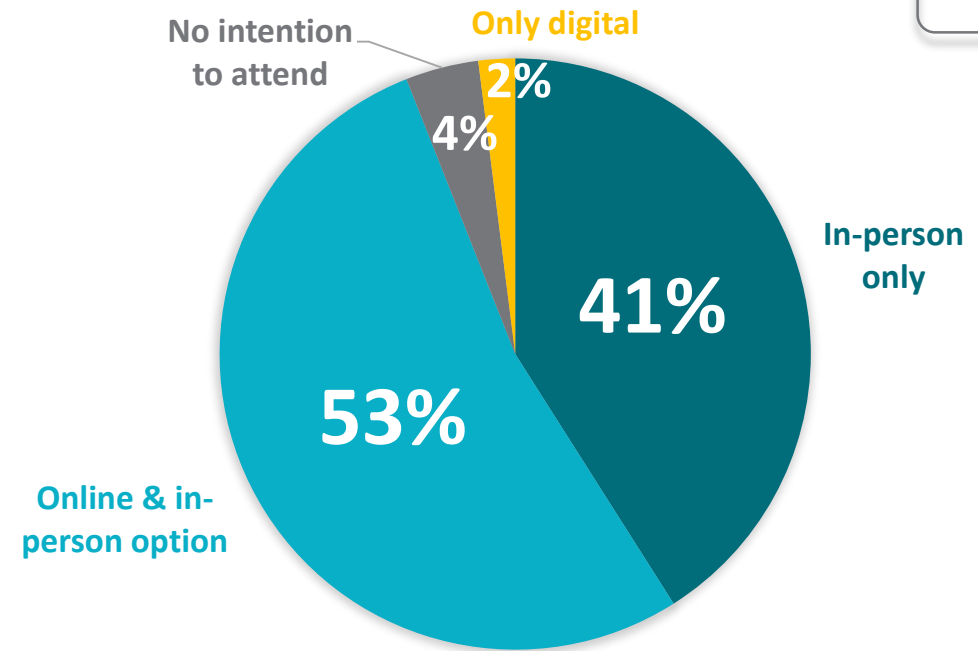
- Don’t feel they have anything to offer
- Afraid, shy
- Searching and feel they do not have purpose
- Concern about time commitment
- Procrastination – feel they *should* do more
- Health issues

Anticipating in-person gatherings

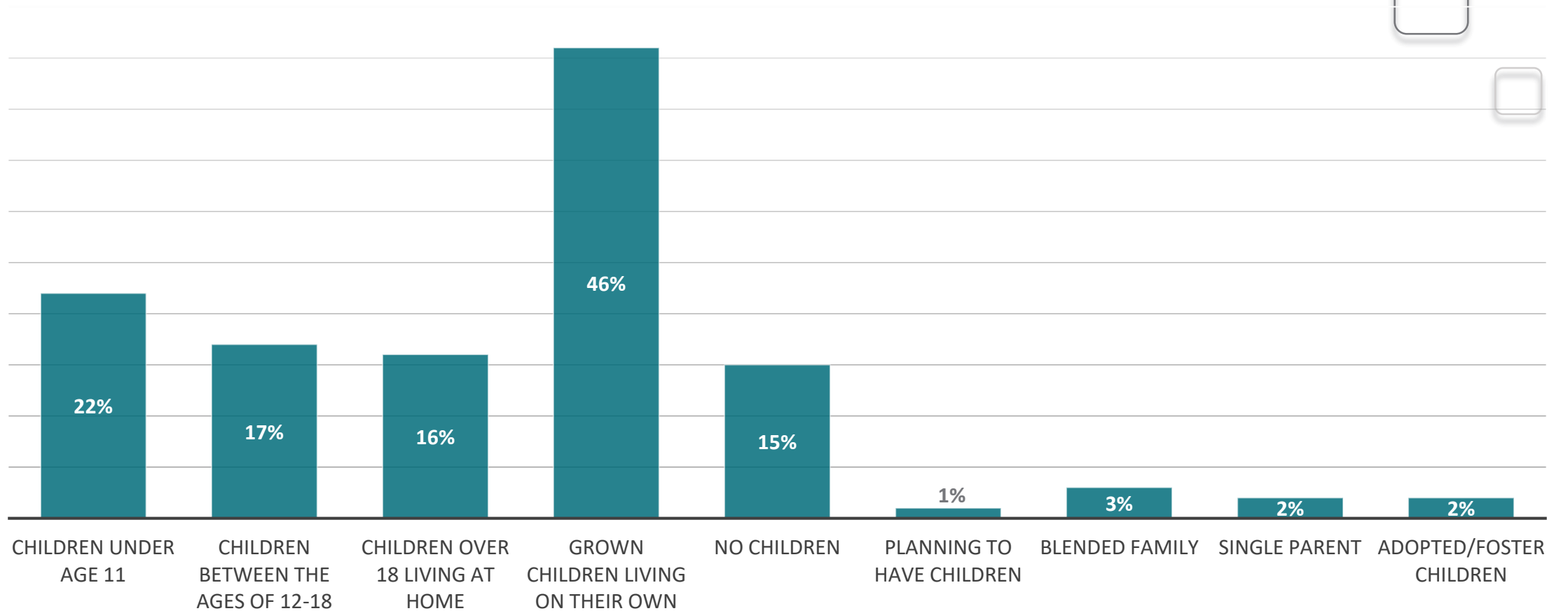
In-church services



Events & programs



Family situation



Learnings

- Provide opportunities to gain knowledge and connection through small groups digitally and in-person, once in-person gatherings resume; self-paced learning
- Awareness that closeness of some small groups can make others feel alienated and unwelcome. Continue to make an effort, as a church to make everyone feel welcome.

Learnings

- Share the rationale of our vision and mission. Share stories about how we are living our values and striving to achieve our vision and our mission. Provide real life examples of people within our church community who are doing this.
- While 75% agree the church has opportunities to use their gifts and talents, 18% feel they are not using their gifts or talents and struggle with their purpose and what they have to offer. This is an opportunity to educate people and introduce them to ways in which they can use their gifts and talents to serve others.

Learnings

- Create awareness of the various small groups and programs that do exist and what they offer. There seems to be an overall lack of awareness or misinformation of the programs that exist.
- Empower the congregation. Help people get involved and make the connection THEY are the church. The success of the church and the fulfilment of our values rests on everyone who is part of the church family. As a church family, we embody the values.
- As a church our mission is to make disciples of Jesus... to love God and to love others; this means the people of our church have a responsibility to go out and BE disciples. Empower the church family to go and become disciples of Jesus.

Thank you!

Because you have taken the time to complete the 2020 Opinion Survey, your feedback will provide critical insight into helping plan for future programs, services and ministry...thank you!