

Worship Survey Results – Round 1

Bethel Lutheran Church

Survey Dates: May 2-15, 2008

Introduction:

- 194 total respondents, which is 51% of our average worship attendance and thus considered statistically valid.
- 59 respondents from 8:30am (30.4%), 30 respondents from 9:45am (15.5%), 93 respondents from 11:00am (47.9%) and 12 respondents who “intentionally rotate between services” (6.2%)

What We Clearly Heard:

Overall

- The vast majority of respondents are satisfied if not thrilled with all aspects of our worship services.
- Many respondents think the 8:30am service needs revitalization, the 9:45am service needs a clearer identity and the 11:00am service needs several minor tweaks.
- This first survey raised as many questions as it did answers. We need a second worship survey to help close some significant knowledge gaps raised by the first survey.

Worship Participation

- Most respondents choose one service or another to attend as their primary service, but do not rotate.
- Style of worship is the most important factor in deciding which service to attend.
- Bethel worshippers are loyal, with 76% claiming they attend worship weekly.
- 66% of worshippers report that they participate in “an organized capacity” only sometimes or never.

Worship Satisfaction

- Generally respondents are satisfied with the music at Bethel, except those at 9:45am.
8:30am respondents = 83% good or fantastic
9:45am respondents = 60% ok, needs work or awful
11:00am respondents = 89% good or fantastic
- Generally respondents are satisfied with the use of video at Bethel.
8:30am respondents = 72% good or fantastic
9:45am respondents = 70% good or fantastic
11:00am respondents = 90% good or fantastic
- Generally respondents are satisfied with the preaching at Bethel.
8:30am respondents = 80% good or fantastic
9:45am respondents = 83% good or fantastic
11:00 respondents = 88% good or fantastic
- Generally respondents are satisfied with the overall experience of worshipping at Bethel except those from the 9:45am service, which ranks lowest in satisfaction.
8:30am respondents = 80% good or fantastic
9:45am respondents = only 3% fantastic with 30% ok
11:00 = 80% good & fantastic.

Sunday Morning Education

- Almost 90% of respondents report they never or only sometimes attend adult education classes
- 66% of respondents report their school-age children are involved in Kid Connection

Future Direction

- There is a significant push to return to a two-service format on Sunday mornings.
- 68% of 8:30am respondents want piano/organ lead worship while 30% are open to blended.
- 9:45am respondents want a blended worship style.
- Respondents at 11:00am are moving in three directions for style, (band liturgical 45%, blended 35%, cutting edge 14%).
- An overwhelming majority of respondents want worship, on Sunday mornings, not other days/times.
- A large majority of respondents would like Holy Communion to continue as is (celebrated every week, but rotating between the services). There is a significant group who prefer it be served monthly.

- Video typo and lyric issues are generally annoying and should be addressed.

Next Steps:

1. Complete second worship survey asking very specific questions to close our knowledge gaps in areas where we need further clarification (June 12-23)
2. Analyze data and complete first draft of 2008-2009 "Worship Revitalization Plan" (June 24-July 10)
3. Elicit feedback on first draft from staff, ministry leads, church council and deacons (July 11-18)
4. Complete final draft of 2008-2009 "Worship Revitalization Plan" (July 18-25)
5. Council approval of final draft (July 27)
6. Public announcement of 2008-2009 "Worship Revitalization Plan" (August 1)
7. Congregational forums to discuss the 2008-2009 "Worship Revitalization Plan" (August 10 & 17)
6. Affirmation of 2008-2009 "Worship Revitalization Plan" at congregational meeting (August 24)
7. Begin implementation of changes, including potential new worship schedule (September 14)

Ongoing Issues to Address:

- Bridging the great divide between worshippers from each of the services
- Facilitating greater organized participation in worship
- Addressing the desire for increased biblical literacy and exposition in the congregation
- Addressing the mean-spiritedness that was clearly evident in some responses in the first survey
- Increasing participation in Kid Connection
- Facilitating connectedness for new and not-so-new members

To take the second worship survey, visit the link on the front page of Bethel's website (www.bethelcupertino.org). As a second choice, you can complete a paper copy (found on the information table in the entryway to the church sanctuary).