Megachurch Attendee Survey

Combined responses from 24,901 participants in 12 churches surveyed between Feb and June, 2008
Survey conducted by Leadership Network and Hartford Institute for Religion Research

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

- 19.1 % Less than one year
- 18.7 % 1 - 2 years
- 23.0 % 3 - 5 years
- 15.9 % 6 - 10 years
- 16.6 % More than 10 years
- 4.5 % I am visiting from another church
- 2.2 % I am visiting and do not regularly go anywhere

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

- 4.1 % This is my first time
- 2.3 % Hardly ever or on special occasions
- 2.2 % Less than once a month
- 3.0 % Once a month
- 18.8 % Two or three times a month
- 69.6 % Usually every week (or more)

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

- 38.4 % Increased
- 37.2 % Remained the same
- 7.3 % Decreased
- 17.1 % I haven't been here 2 years

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

- 45.3 % Never
- 26.3 % Occasionally (a few times a year)
- 12.8 % Regularly (once or twice a month)
- 15.5 % 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".

5 My friends and family are here

<table>
<thead>
<tr>
<th>Initially</th>
<th>Now</th>
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<tbody>
<tr>
<td>37.4 %</td>
<td>26.8 %</td>
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<tr>
<td>9.6 %</td>
<td>10.7 %</td>
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<td>10.1 %</td>
<td>15.9 %</td>
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<tr>
<td>10.7 %</td>
<td>15.3 %</td>
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<tr>
<td>32.2 %</td>
<td>31.3 %</td>
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<tr>
<td>1 (not at all)</td>
<td>1 (not at all)</td>
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<td>2</td>
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<td>3</td>
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<td>5 (a lot)</td>
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<tr>
<td>Category</td>
<td>Initially</td>
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<tr>
<td><strong>6 Reputation of the church</strong></td>
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<tr>
<td>Initially</td>
<td>20.2% 1 (not at all)</td>
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<td></td>
<td>8.0% 2</td>
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<td></td>
<td>16.4% 3</td>
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<td>19.1% 4</td>
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<td></td>
<td>36.3% 5 (a lot)</td>
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<td><strong>7 Senior pastor</strong></td>
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<td>Initially</td>
<td>23.3% 1 (not at all)</td>
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<td>7.0% 2</td>
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<td>12.2% 3</td>
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<td></td>
<td>13.6% 4</td>
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<td></td>
<td>44.0% 5 (a lot)</td>
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<td><strong>8 Adult programs/ministries</strong></td>
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<tr>
<td>Initially</td>
<td>42.0% 1 (not at all)</td>
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<td>11.7% 2</td>
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<td>17.0% 3</td>
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<td>12.0% 4</td>
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<td></td>
<td>17.3% 5 (a lot)</td>
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<td><strong>9 Children &amp; youth programs/ministries</strong></td>
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<td>Initially</td>
<td>52.3% 1 (not at all)</td>
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<td>7.7% 2</td>
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<td>11.0% 3</td>
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<td>10.3% 4</td>
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<td>18.6% 5 (a lot)</td>
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<tr>
<td><strong>10 Music and/or arts</strong></td>
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<td>Initially</td>
<td>28.5% 1 (not at all)</td>
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<td>9.5% 2</td>
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<td>17.0% 3</td>
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<td>16.7% 4</td>
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<td>28.2% 5 (a lot)</td>
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<td><strong>11 Worship style</strong></td>
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<td>Initially</td>
<td>15.8% 1 (not at all)</td>
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<td>8.1% 2</td>
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<td>15.2% 3</td>
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<td>19.2% 4</td>
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<td>41.7% 5 (a lot)</td>
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<td><strong>12 Social or community outreach</strong></td>
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<td>Initially</td>
<td>32.8% 1 (not at all)</td>
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<td>12.9% 2</td>
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<td>19.0% 3</td>
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<td>14.6% 4</td>
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<td></td>
<td>20.7% 5 (a lot)</td>
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13 Self-help or support groups

<table>
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<th>Initially</th>
<th>Now</th>
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<tbody>
<tr>
<td>50.5% 1 (not at all)</td>
<td>34.9% 1 (not at all)</td>
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<tr>
<td>11.5% 2</td>
<td>10.5% 2</td>
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<tr>
<td>14.7% 3</td>
<td>17.8% 3</td>
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<tr>
<td>9.1% 4</td>
<td>15.2% 4</td>
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<tr>
<td>14.2% 5 (a lot)</td>
<td>21.7% 5 (a lot)</td>
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14 Denominational ties

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<tr>
<th>Initially</th>
<th>Now</th>
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<tbody>
<tr>
<td>45.7% 1 (not at all)</td>
<td>38.8% 1 (not at all)</td>
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<tr>
<td>9.0% 2</td>
<td>8.7% 2</td>
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<tr>
<td>14.4% 3</td>
<td>15.8% 3</td>
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<tr>
<td>11.5% 4</td>
<td>14.2% 4</td>
</tr>
<tr>
<td>19.4% 5 (a lot)</td>
<td>22.4% 5 (a lot)</td>
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</tbody>
</table>

15 Gender?

39.5% Male
60.5% Female

16 Zip/Postal Code where you live? (data excluded due to number of responses)

17 What is your age today? Average respondent is 40 years old

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

- 30.2% Seldom: 1 time or less a week
- 39.6% Often: 2-5 times a week
- 30.2% 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?

- 4.2% Less than a year
- 5.8% 1 - 2 years
- 11.0% 3 - 6 years
- 77.0% more than 6 years
- 2.0% Not a committed follower of Christ

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

- 29.7% This question doesn't apply to me
- 6.0% I can't remember
- 9.4% I responded to a general announcement (such as appeal from pulpit, email, bulletin announcement, etc.)
- 4.4% I responded to a personal invitation from someone I didn't know (sign-up booth, phone call, etc.)
- 18.2% I responded to a personal invitation from someone I did know (a friend, acquaintance, or someone on staff)
- 21.4% I responded to an inward sense of call or spiritual prompting
- 10.9% I took initiative to look for opportunities
21 How did you first find out about this church?
   81.6 % Friend, co-worker or family member
   6.7 % Media (newspaper, TV, radio, mailer, internet, etc.)
   11.7 % Saw church facility and came on own

22 Did you look at the church's website before your first visit to the church?
   16.0 % Yes  84.0 % No

23 Do you consider this church your home church?
   76.2 % Yes (this church only)
   12.4 % Yes (but I also attend other churches)
   11.4 % No

24 Marital status?
   30.8 % Single, never married
   41.2 % Married - first marriage
   11.4 % Remarried
   13.0 % Separated or divorced
   2.2 % Widowed
   1.3 % Other

25 Which statement best describes the people who currently live in your household?
   16.3 % I live alone
   20.8 % A couple without children
   8.7 % One adult with child/children
   38.1 % Two or more adults with child/children
   16.1 % Some adults living in the same household

26 How do you describe yourself?
   69.8 % White/Caucasian/Anglo
   21.1 % Black/African/African American
   3.4 % Hispanic/Latino
   3.9 % Asian/Pacific Islander
   0.5 % Native American
   1.3 % Other

27 What level of education have you finished?
   3.9 % Some high school
   12.8 % High school diploma
   31.7 % Some college, trade, or vocational school
   32.8 % College degree
   18.7 % Post graduate work or degree

28 What is your estimated total household (family or single living alone) income range before taxes for 2007?
   16.7 % Under $25,000
   21.8 % $25,000 - $49,999
   20.2 % $50,000 - $74,999
   15.0 % $75,000 - $99,999
   14.7 % $100,000 - $149,999
   11.6 % $150,000 or more
29 About how much do you give financially to this church?
12.1 % I do not contribute financially here
19.9 % I give a small amount whenever I am here
15.0 % I give less than 5% of net income regularly
20.3 % I give about 5% to 9% of net income regularly
32.8 % I give about 10% or more of net income regularly

30 How does your answer compare to the last church you regularly attended?
39.9 % My current giving is more than at my previous church
31.3 % My current giving is about the same
9.0 % My current giving is less than at my previous church
19.9 % 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?
67.7 % More goes to this church
15.0 % More goes to other causes/charities
17.3 % Equal amounts (roughly) go to both

32 Are you regularly involved in the following group activities at this church? (Fill in all that apply)
25.5 % Sunday school or church school
28.1 % Prayer, spiritual discussion, or Bible study groups
13.0 % Fellowships, clubs or other social groups
6.7 % Support or recovery groups
9.5 % Community service or social justice groups
18.9 % Other small group activities

33 Before you started coming to this church, were you participating at another church?
4.0 % No, I’ve come here for most of my life
18.4 % No, before coming here I had not been attending any church regularly for several years
5.5 % No, before coming here I had never regularly attended
44.0 % Yes, immediately prior to coming here I was participating in another church in this area
27.9 % 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?
5.0 % No real growth
32.4 % Some growth
42.4 % Much growth, mainly through this congregation
8.3 % Much growth, mainly through other groups or congregations
11.8 % 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)
12.8 % 0
29.2 % 1-2
31.3 % 3-5
14.8 % 6-10
12.0 % More than 10
36 How satisfied are you with your own spiritual growth?
24.3 % Very satisfied
43.7 % Somewhat satisfied
18.1 % Mixed feelings / Not sure
10.4 % Somewhat dissatisfied
3.5 % Very dissatisfied

37 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
44.5 % 5 (strongly agree)
30.7 % 4
18.4 % 3
4.8 % 2
1.7 % 1 (strongly disagree)

I have very few close friends at this church
24.8 % 5 (strongly agree)
16.9 % 4
19.7 % 3
15.3 % 2
23.3 % 1 (strongly disagree)

Church leaders encourage me to discover and use my gifts and skills for ministry and service
35.5 % 5 (strongly agree)
24.9 % 4
22.3 % 3
10.4 % 2
6.9 % 1 (strongly disagree)

Worshipping at a large church hinders my spiritual growth
3.4 % 5 (strongly agree)
5.8 % 4
13.6 % 3
16.3 % 2
60.9 % 1 (strongly disagree)

This church makes a strong effort to help me get involved in the activities and life of the church body
42.4 % 5 (strongly agree)
25.8 % 4
20.1 % 3
8.1 % 2
3.6 % 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
4.7 % 5 (strongly agree)
7.3 % 4
19.2 % 3
19.8 % 2
48.9 % 1 (strongly disagree)
This church has encouraged me to serve the wider community, nation and world
46.0 % 5 (strongly agree)
27.3 % 4
18.3 % 3
5.6 % 2
2.7 % 1 (strongly disagree)

I have a strong sense of belonging to this church
40.1 % 5 (strongly agree)
24.8 % 4
21.6 % 3
9.4 % 2
4.2 % 1 (strongly disagree)

A recent time when I FELT closest to God was directly connected to a ministry or activity of this church
38.7 % 5 (strongly agree)
24.1 % 4
19.4 % 3
9.9 % 2
7.9 % 1 (strongly disagree)

Research conducted and compiled by Scott Thumma (sthumma@hartsem.edu) and Warren Bird (www.leadnet.org)
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