

Scott Vaughan Communications, LLC
2008 Church Communication Survey Results
*Without Commentary**
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How would you describe your church communication ministry?

A paid staff member has communication as one part of his or her job	43.5%
We do not have a communication ministry	18.6%
A volunteer coordinates our communication ministry	12.9%
Other*	10.5%
We have a full-time communication director	8.6%
We have a part-time communication director	4.7%
We contract our communication to an outside individual or firm	<1.0%

**Responses indicated a mixture of the above choices. A few responded that a communication team of volunteers managed communication. A few indicated the pastor is responsible for communication.*

A communication system involves your methods for communicating with audiences (members and guests) and how those methods work together. For example, is it easy to get a consistent ministry message on the website, in the newsletter and in the worship bulletin? Please choose the answer that best reflects your overall communication system.

Untrustworthy, there's always potential for a misfire	43.0%
Functional - the system works fine	34.4%
Dysfunctional - it's a mess	14.8%
Other*	7.1%

**Responses largely pointed to a functional system capable of a misfire. Some reported functional systems that need improvement to avoid becoming stale.*

Please tell me about the location of your church

Suburban community	42.5%
Small town community	23.9%
Urban community	12.9%
Rural community	9.0%
Metroplex community (adjoining metropolitan areas)	7.1%
Other*	3.8%

**The majority of these responses saw their communities as transitional between one definition and another.*

Please tell me about your community. Please check all that apply.

Growing population	21.2%
White collar	18.0%
Blue collar	11.6%
Transitional by age	10.4%
Transitional by ethnicity	8.1%
Transitional by economics	8.0%
Agricultural	5.6%
Very little change in past 10 years	4.9%
Excessive growth	4.0%
Declining population	2.4%
Other*	1.2%

**Most responses identified their community as a college town or educational center.*

Is your church aligned with a faith denomination? If yes, please identify the denomination.

Southern Baptist	28.7%
United Methodist	12.4%
Presbyterian Church USA	11.9%
Baptist	10.0%
No affiliation	7.1%
Cooperative Baptist Fellowship	3.8%
Evangelical Lutheran Church in America	2.3%
Church of Christ	2.3%
Lutheran Church Missouri Synod	1.9%
28 other identifications	19.2%

Please choose the communication methods used by your church.

Worship Bulletin or Worship Guide	96.6%
Website	89.4%
Worship Announcements	86.6%
E-Mail	85.6%
Newsletter	79.4%
Bulletin Boards	70.8%
Ministry Brochures	65.5%
Post Cards or Direct Mail	57.8%
Community Advertising	52.6%
Press Releases and Photographs (Free Publicity)	34.4%
Public Appearance (Booths or Exhibits)	20.5%
Automated Telephone	19.6%
Other*	19.1%
On-Line Social Networking (Facebook or My Space)	13.3%

**Most responses identified 'word of mouth' as a viable communication method. Signs were also briefly mentioned.*

Does your church utilize more than one website?

No	79.9%
Yes	17.7%
Other*	1.4%

Please choose the description that best fits your primary corporate church website.

Our site is very informative; information is constantly changing	40.6%
Our site is informative on the first visit, but nothing changes	24.4%
Other*	17.2%
We have a website just to say that we have one.	10.0%
We do not have a website.	7.1%

**Most answers were 'somewhere in between' the first and second choice.*

Which of the following applies to your church newsletter?

It is printed	68.4%
Mailed distribution	65.0%
Monthly distribution	52.6%
E-Mail distribution	35.4%
Distributed on the church property	33.0%
We do not have a church newsletter	16.2%
Weekly distribution	15.7%
Other*	12.4%
Twice monthly (bi-weekly) distribution	7.6%
Quarterly distribution	4.3%

**Most answers pointed to website distribution or identified distribution as bi-monthly.*

Which of the following best describes your worship bulletin?

Our worship bulletin or guide supplements our church newsletter	68.8%
Other*	16.2%
Our worship bulletin or guide is also our church newsletter	14.3%

**Answers included: no worship bulletin; worship bulletin includes no communication or promotion; newsletter supports the bulletin as the primary print communication.*

Which of the following best describes your church logo and graphic design?

Our stationery, website and all communication match in design and look	46.1%
Our print products match well in design, but do not match the website	20.0%
Nothing really matches; it is a mess	19.6%
Other*	14.1%

**Answers include: no logo or 'working toward a solution.'*

Of the following communication issues, please select those of priority to your church?

We want to improve communication within our church family	75.1%
We want to have a better system of connection with guests	69.3%
We want to improve the community's image of our church	63.6%
We want to have a communication strategy for better stewardship	52.6%
We want to have a more professional approach to communication	51.5%
Other*	0.62%

**Answers included: all of the above and an extended communication plan.*

Please select the answer that best describes your church approach to advertising.

Scattered. We buy advertising quarterly or around special events.	59.8%
We never buy advertising	24.8%
Aggressive. We buy advertising weekly.	11.0%
Simmering. We buy advertising monthly.	3.3%

Please choose which of these your church uses in its communication ministry.

Greater ministry separate from usher ministry	77.0%
Follow-up with members and guests	77.0%
Welcome Center during or beyond Sunday morning	56.4%
Intentionality to help members and guests connect with small groups	39.2%
Building and grounds focus on member and guest comfort	37.3%
Other*	8.6%

** The prevailing answers: None of the above or working on all of them, but not yet in place.*

(End) <^><

* This document *with commentary* will be available for download on Sept. 1, 2008. Subscribers to Quick Bites essay series (shopsvministry.com) will receive the document without additional fee.