



HOLY TRINITY
ORTHODOX CHURCH



Executive Summary of Survey Results

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INTRODUCTION

The survey was taken by 107 respondents, with 77 respondents answering all survey questions. Even though the number might seem too small to come to absolute conclusions, it did exceed the industry (religion) standards.

To view the survey, please refer to the Appendix, Section 1.

In this summary we will discuss:

1. Overall results by respondents, i.e. their worship preference, preferred means of communication etc.
2. The “most valuable parishioners” characteristics: We identified those by narrowing down our criteria to the ones who attend worship/ministry weekly or at least twice monthly AND contribute financially over \$1,000 a year

OVERALL RESULTS

What describes you?

- 51% **Excited about the future**
- 49% Please/Satisfied
- 40.8% Seen as a leader by other people

Biggest Fears:

- 16.3% **Diseases**
- 13.3% Loneliness
- Tie: 12.2% - Failure and The Unknown

STATEMENTS:

1. 28% would **prefer to dress more casual** than formal when attending the church
 - a. 25% neither
 - b. 23% prefer to dress formal
2. 35% **strongly agreed** that they **enjoy seeing people** from different ethnic backgrounds attend the church
 - a. 31% agreed also
 - b. 21% neither
3. 49% agreed that they **enjoy meeting new people**
 - a. 26% strongly agreed
 - b. 14% neither

4. 31% **neither agreed nor disagreed** that they would only help someone who has helped them in the past
 - a. 27% would disagree
 - b. 23% would only help someone who has helped them in the past
5. 40% **would rather keep silent** about something that is bothering them than cause a problem with a friend
 - a. 23% neither agreed nor disagreed
 - b. 20% would NOT keep silent about it
6. 44% agreed that **it is within their comfort zone to invite** someone who is hurting to church
 - a. 21% neither agreed nor disagreed
 - b. 17% strongly felt it is within their comfort zone to do so.
7. 35% agreed that **HT's ample parking is an added incentive** for going to church
 - a. 27% strongly agreed about this statement
 - b. 21% neither agreed nor disagreed
8. 30% **disagreed** that if someone doesn't fast according to the rules, then that person is not serious about their faith
 - a. 27%neither agreed nor disagreed
 - b. 26% strongly disagreed
9. 63% **have had an experience of the Divine**
10. 36% **Strongly Agreed** that Orthodox Christian theology is the most complete and historically accurate expression of Christianity
 - a. 24% also agreed
 - b. 23% neither agreed nor disagreed
11. 34% **neither agreed nor disagreed** about Holy Trinity being more "Greek"
 - a. 16% wished HT was more "Greek"
 - b. 14% disagreed about HT being more "Greek"
12. 35% would **enjoy attending a multi-cultural event** at Holy Trinity
 - a. 27% neither agreed nor disagreed
 - b. Tie: 10% Strongly agreed, 10% Disagreed

Most parishioners find out information through:

- 73.6% **web search**
- 61.5% word-of-mouth
- 52.7% email

Heard about Holy Trinity via:

- 48.4% **grew up at Holy Trinity**
- 36.3 Friend/Family

Support Groups:

- 41.8% **more likely to attend an “Active & Healthy Lifestyle”** support group if made available to Holy Trinity
- 37.4% Not interested/Do not feel comfortable attending support groups

Preferred worship style:

- 30.2% **Participatory**
- 24.4% Do not have a preference
- 18.6% Intimate

Reasons for not attending the church:

- 23.8% **lack of time**
- Family Commitments, Kid’s Athletics, Working

PERSONAS - BIGGEST VALUE CONTRIBUTION TO HT

31 out of 77 respondents meet the criteria, i.e. 40.2% of the respondents were identified as the parishioners with highest value contribution, i.e. attendance & financial contribution to Holy Trinity. We will call them, the “regulars”.

High level contributors = \$10K+



- They are 12.9% of your “regulars”
- Female
- Caucasian
- **45 – 64 years old**
- Education: **Associated Degree and higher**
- **Self-Employed**
- Average Yearly household income: **\$135K**
- **Married**
- Either **3+ or No children** living at home
- Worship Style: Prefer **Participatory or Intimate**
- Best described as:

“Excited about the future” & “Financially Comfortable”

- Biggest fear: **Failure**
- Household interests: **Physical activity**, Gourmet Food, play an instrument/sing, Bible/devotional study
- **Feel comfortable in small groups**
- Would prefer to **dress formal** at church
- 50% said that they would enjoy meeting new people. These were the ones that also mentioned that they like seeing people from different ethnic background attend the church. The other 50% said they **DID NOT** like seeing people from different ethnic backgrounds which correlated with the fact that they did **NOT** enjoy meeting new people
- They would **help anyone regardless** whether that person helped in the past or not
- Most likely to **keep silent** about something bothering them than cause a problem with a friend
- **50% feel comfortable** inviting a friend who is hurting to church. 50% did **NOT** feel comfortable about it
- They **disagreed about Holy Trinity being more “Greek”**
- They would **enjoy a multi-cultural event** at the church
- 75% did not have more than 3 speeding tickets in their life
- 25% learn best by reading, 25% by listening, 25% by being engaged/moving, 25% not applicable
- Learn information via: **Web Search & word-of-mouth**
- Active on **Facebook, LinkedIn** and 50% on Twitter

Medium level contributors - \$5k – \$10K



- They constitute 9.7% of your regulars
- Male
- Caucasian
- **55 years old and above** – includes retirees
- **Bachelors Degree and higher**
- **Employed for wages**
- Average Yearly household income: **\$141K**
- **Married**
- **No children living at home**
- Worship Style: Very high mix between participatory, intimate and

very formal

- Best described as: **“Pleased/Satisfied”**
- Biggest fear: **Failure, Loneliness, Diseases**
- Household interests: **Physical activity, Bible/Devotional study**
- **Neither agree nor disagreed** about feeling comfortable in small groups
- Would prefer to **dress formal** at church
- They would **enjoy meeting new people** and would also like seeing people from different ethnic background attend the church.
- **Neither agreed nor disagreed** about only helping someone who has helped them in the past
- **66% would keep silent** about something bothering them than cause a problem with a friend
- Inviting a friend to church who is hurting **is within their comfort zone**
- **66% disagreed** about Holy Trinity being more “Greek”. 33% agreed
- They **would enjoy** a multi-cultural event at the church
- 66% did **not have** more than 3 speeding tickets in their life
- 66% learn best by **reading**, 33% by doing
- Learn information via: **Web Search & Email**
- They are **not active** on social media

Medium-Low level contributors \$1K - \$5K



- They are 77.4% of your “regulars”
- Female
- Caucasian
- 37.5% **45-54 years old**, and 29% **65+ years old**
- **Bachelors Degree and higher**
- Average Yearly household income: **\$112K**
- 45.8% **Employed for wages**,
- 75% **Married**,
- 58% have **no children** living at home
- Worship Style: Tie: 25% Either **Participatory or Very formal**
- Best described as: **“Excited about the future”** and

“Pleased/Satisfied”

- Biggest fear: **Diseases**
- Household interests: **Bible/Devotional study, Book Reading, Physical Fitness**
- **Neither agree nor disagree** about feeling comfortable in small groups
- **50% neither agreed nor disagreed** about dressing casual when at church
- **Enjoy meeting new people** and would also like seeing people from different ethnic background attend the church.
- **Most likely to help anyone, regardless** whether that person helped them in the past or not
- **Most likely to discuss a problem** with a friend than keep silent
- **It is within their comfort zone** to invite a friend who is hurting to church
- **41.7% disagreed about Holy Trinity being more “Greek”**. 33% neither agreed nor disagreed
- Would enjoy a multi-cultural event at the church
- Have **not had more than 3 speeding tickets** in their life
- Learn best by **reading**
- Learn information via: **Web Search, Word-of-mouth and Email**
- Mostly active on **Facebook**

Conclusion

Having the above results it is safe to say that most of Holy Trinity’s parishioners are 45 years old and above, female, well educated, with a high household income (above \$100K). They are married with with the majority having no children living at home.

We also see that they are very open, they don’t like to hide in large groups, and are generally excited about the future and are pleased/satisfied with life. Most of them are not confrontational nor risk takers. They don’t seem to be very materialistic as they do not seem to be interested in having the newest phone the can afford. Their biggest fears include Failure and Diseases.

They are quite comfortable with online tools. They find out information via Web Search, WoM and via Email and are generally active on Facebook and LinkedIn, and learn best by reading.

The top 4 of their household interests include Physical Activity, Book Reading, Self-improvement, and Gourmet/fine food. This is great to know as we can use this information to share related news with them or host an event with that field of interest etc.

They are more likely to prefer a participatory style of worship and even though the majority of respondents stated that they prefer to dress more casual at church, the

“most valuable” parishioners (i.e. the “regulars”) would actually prefer to dress more formal.

They are also open to meeting new people and enjoy seeing people from different ethnic backgrounds attend the church.

They neither agreed nor disagreed about Holy Trinity being more “Greek”. Taking into consideration the comments on the survey (see Appendix, Section 2), there were comments about maintaining the Greek roots, the language in the services and the Greek traditions, but at the same time trying not to alienate others. A few felt that there should be a stronger campaign to bring Greek families back and sermons to be in both Greek and English alternating these every week.

Most of them either grew up at Holy Trinity or found out about it through a family/friend. They also feel comfortable inviting someone who is hurting to church

They have had an experience of the Divine and believe Orthodox theology is the most complete and historically accurate expression of Christianity. They are not absolute; they do not think that if someone doesn’t fast according to the rules, he/she is not serious about their faith.