



Sunday Morning Worship Assessment
August 26, 2021

1

Assessment Details

- Assessment administered to active Covenant Partners and guests by email August 8 to August 26.
- 14 questions (one question was only asked of people who did not regularly attend).
- There were 471 respondents of which 400 completed entire survey.

2

2

Assessment Response: Gender and Age

- Females were overrepresented among respondents with 69% of total respondents versus 59% of active Covenant Partners.
- Ages 50 and over were overrepresented with 80% of total respondents versus 61% of active Covenant Partners.
- Ages 39 and under were underrepresented with 10% of total respondents versus 29% of active Covenant Partners.
- Former traditional worship attendees were overrepresented with 56% of total respondents versus 51% of 2019 attendance.

3

Assessment Response: Pre-Covid Worship Type Attendance

- Former (pre-Covid) traditional worship attendees were 56% of total respondents as compared to 51% of actual 2019 attendance.
 - The average age of respondents who were former contemporary worship attendees was 57.
 - The average age of respondents who were former traditional worship attendees was 70.

4

Assessment Results: Worship Attendance

Pre-Covid Attendance: 92% of respondents attended one or more times per month.

- 96% for former contemporary worship attendees
- 90% for former traditional worship attendees

Post-Covid Attendance: 61% of respondents attend one or more times per month.

- 73% for former contemporary worship attendees
- 52% for former traditional worship attendees

The larger drop for former traditional worship attendees most likely the combined result of the move away from a pure traditional style and the earlier start time.

5

Assessment Results: Reasons for Not Attending

The 156 Respondents who currently attend less than once a month were asked about the reasons they do not currently attend more frequently. The top five reasons for non-attendance were:

Total Respondents	Former Contemporary	Former Traditional
N=156	N=42	N=106
Worship Style	Don't Like Direction Church is Headed	Worship Style
Covid Concerns	Covid Concerns	Worship Start Time is Inconvenient
Worship Start Time is Inconvenient	More Convenient to Watch from Home	Covid Concerns
Don't Like Direction Church is Headed	Worship Style	More Convenient to Watch from Home
More Convenient to Watch from Home	Not in Town on Sunday Mornings	Don't Like Direction Church is Headed

6

Worship Values: Question

Respondents were asked to rank the following four aspects of the Sunday morning worship experience in terms of their importance to the respondent.

- Worshipping together as a combined family of Grace.
- A worship time that is convenient to me.
- A worship service that helps me grow as a disciple of Christ.
- The musical style of the worship.

7

Worship Values: Results

The total respondents ranked these values in the following order. These rankings were consistent regardless of former (pre-Covid) worship style.

1. A worship service that helps me grow as a disciple of Christ.
2. Worshipping together as a combined family of Grace.
3. The musical style of the worship.
4. A worship time that is convenient to me.

8

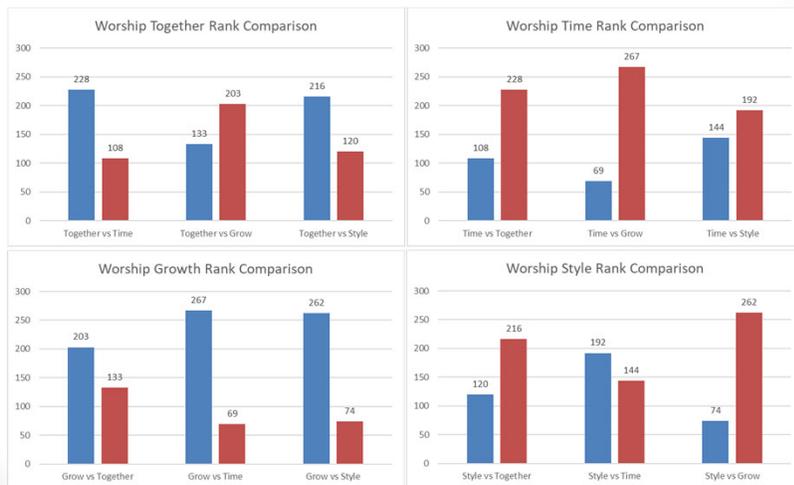
Worship Values: Paired Comparisons

A paired comparison was completed comparing each individual's ranking of each value versus their rankings of all other values. The results of these paired comparisons are included in the following charts for the 310 respondents that fully completed the rankings. Separate charts showing the results by former worship style are also included.

- The numeric values of these comparisons provide a relative measure of the strength of the importance of each value to each compared value.

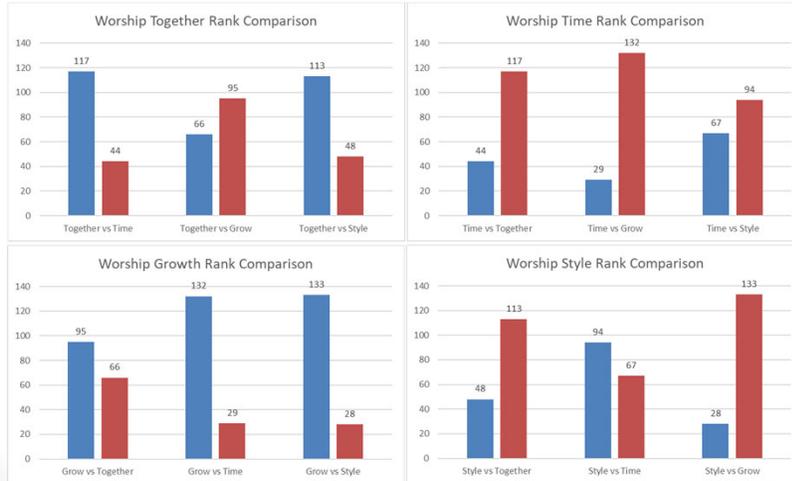
9

Paired Comparison Results: All Respondents



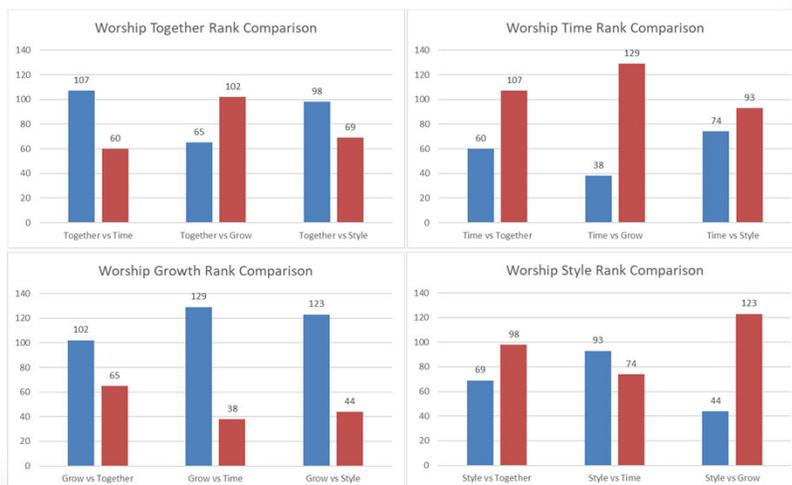
10

Paired Comparison Results: Former Contemporary Worshipers



11

Paired Comparison Results: Former Traditional Worshippers



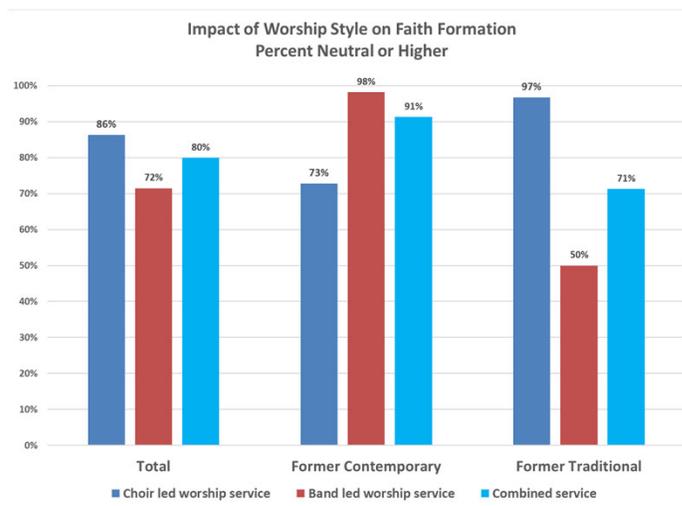
12

Impact of Worship Style on Faith Formation

- Respondents were asked to rate the effectiveness of different worship styles on their faith formation. The percentage of respondents who rated the effectiveness of a given worship style as neutral or greater is shown in the following charts.
- Both former (pre-Covid) contemporary and traditional worship attendees rate that they experience a drop in effectiveness when moving away from their preferred style but this drop is far greater for former traditional worship attendees than former contemporary attendees.

13

Impact of Worship Style on Faith Formation



14

Conclusions

Respondents, whether former traditional or former contemporary worship attendees, appear to espouse similar rankings of four different worship values, producing the same overall rankings:

- Worship service that helps me grow as a disciple.
- Worshipping together as a Grace family.
- Worship musical style.
- Convenient worship time.