

2016 SURVEY RESULTS

On Easter Sunday, March 27, Holy Covenant launched a survey to create a picture of its existing congregation: demographics, preferences and dreams. The survey intended both to capture information for the present ministry in north Charlotte, and draw a baseline to help locate a ministry in south Charlotte. The survey was offered online and as a paper document for those unable to use the online option, and was promoted throughout the month of April. Results were downloaded after May 1, with 39 surveys completed representing 63 adults; 95% of respondents are church members.

OUR DEMOGRAPHICS

We're **really white** at 95% Caucasian,
middle-aged given 83% are over 45,
 and **well-educated** with 83%

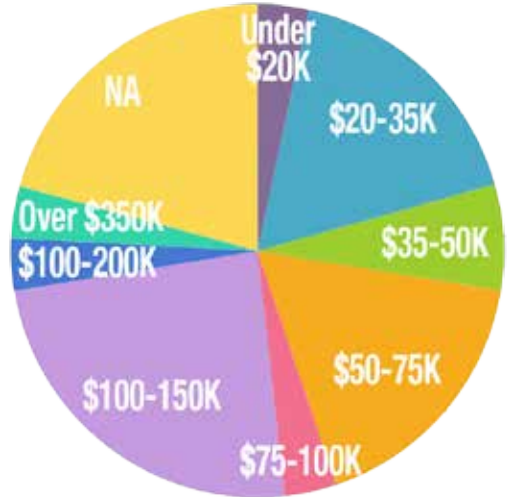
college grads and 54% holding advanced degrees.

We're 65% **partnered**,
 62% **female**,
 95% politically **progressive**,
 60% **straight**, and
 59% **working full-time**

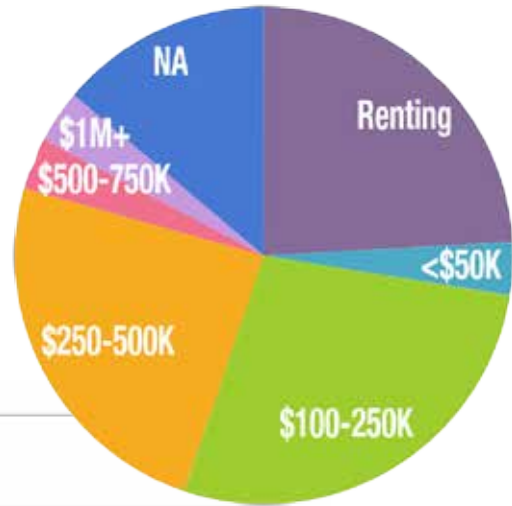
with another 25% retired. Two-thirds of us have lived in

Charlotte for 10+ years, a
 third have a **UCC background**.

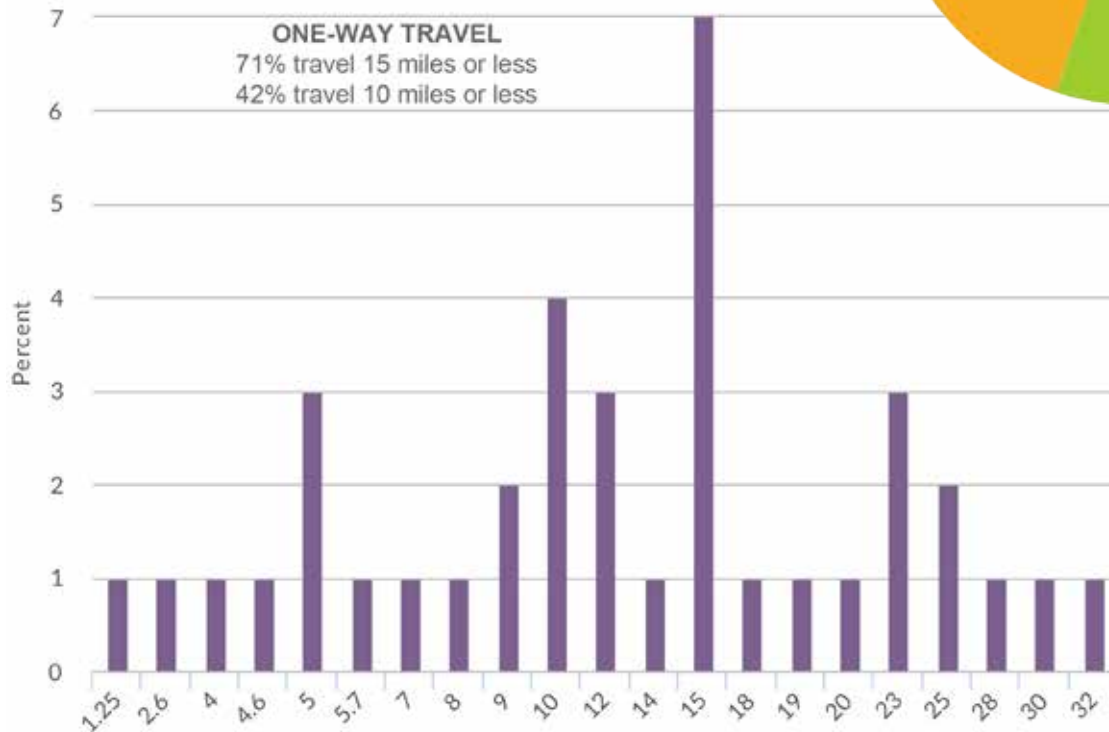
We range in household income



...and home value



We travel a bit to get to church



Frequent attenders travel an average of 14.7 miles each way, while infrequent attenders travel an average of 25 miles one-way. Average distance traveled appears to increase with age, with those 45-64 traveling 16 miles and those over 55 traveling at least 24 miles.

OUR CHURCH CONNECTION

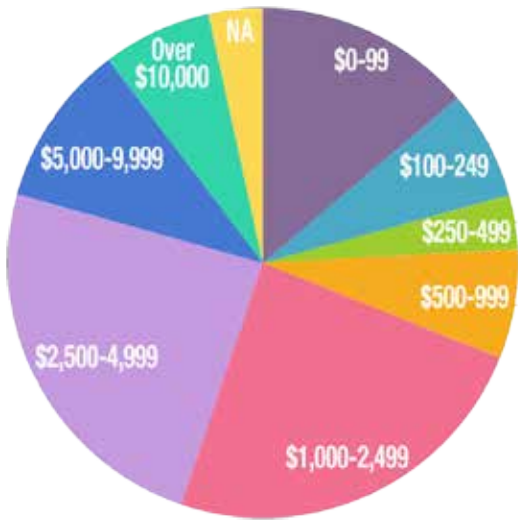
Half of Holy Covenant's members come from a mainline Protestant background (33% UCC), while another 24% hail from an evangelical tradition. Two-thirds of members who attend at least two or three times a month are aged 45-64 and come from a UCC background.

The top reasons people identify for attending Holy Covenant —

1. Caring **community**
2. Meaningful **worship**
3. UCC identify/progressive **theology**



OUR GIVING



How our annual giving generally breaks down —

\$0-249	20.0%
\$250-999	10.0%
\$1,000-2,499	26.7%
\$2,500-4,999	23.3%
\$5,000-9,999	13.3%
Over \$10,000	6.7%

Our members who give \$5,000 or more each year —

- Attend often: 60% attend 2-3/month, 40% attend weekly
- Mostly travel under 15 miles each way
- Claim UCC background for the most part
- Rank our UCC identity as their top reason for attending, followed by community and then by preaching
- Are predominantly over 55, but with income that ranges across the spectrum at Holy Covenant

WHAT WE'D LIKE TO SEE

More community-building activities, more opportunities for engagement “outside the four walls,” more children and young people. With a predominantly middle-aged community, Holy Covenant must find ways to draw in or engage families in the neighborhood — helping them get to know us outside Sunday morning.



A FEW OBSERVATIONS

- Respondents appreciate worship, finding the experience centering, stress-reducing and important to maintaining a healthy spiritual balance. Many who attend regularly value the habit of Sunday attendance, though most find Sunday School too early.
- Fully a third of frequent attenders grew up in the UCC, and frequent attenders comprise 90% of all respondents.
- Many respondents remarked on the need to develop a (strong) program for children/youth — a very common desire among churches looking to expand. With HCUC's base of middle-aged to senior members, however, such a goal may not be realistic.
- Many also remarked on the value of "fellowship" — also the top-scoring reason people attended HCUC — and indicated a desire for more community-building opportunities.
- As one might expect in an anonymous forum, music proved a topic of discussion, though no consensus emerged — with the possible exception of a preference for lower volume. Comments included less music, more singing, fewer hymns, more choir and organ, splitting worship into two services with distinct styles — in other words: lots of interest in music, but not a ton of consensus. The essence of several comments suggested more attention be paid to ensuring all music work well together for each service.
- Several respondents expressed concern about committee work and insufficient volunteers.
- Communion and the Lord's Prayer were mentioned by several: greater frequency of use being the primary interest, although the use of wine and chocolate in communion were also recommended.
- In a variety of ways, respondents expressed interest in "outside the four walls" and traditions of the church: finding community opportunities outside worship, involvement in ministries in the city; a "defining community-related ministry"; offering transportation; greater emphasis on other cultures and on dealing with social issues (eg, violence) from a perspective of faith; Bible studies and book discussions. Several suggested environmental work.
- A number of respondents identified HCUC as being very close to their dream church!

