



**THE
PEOPLES
CHURCH**

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4574 SHEPPARD AVE. N.

IN-PERSON WORSHIP SURVEY

FALL 2021



METHODOLOGY



SURVEY LOGISTICS

- The survey was open from July 9th – 19th
 - **** It's very important to note these opinions reflect a specific period of time. On July 16th, the number of daily new cases in Ontario was 176 with a 0.6% testing positivity rate. As of Aug. 22nd, those numbers were 639 daily new cases and a 2.8% positivity rate ****
- It was a digital survey with a link at the TPC website
- Congregants from TPC were invited to complete the survey through several channels
 - Church-wide email
 - Social Media (Facebook and Instagram)
 - Message from Sunday online service



SAMPLE FRAME & TERMINOLOGY

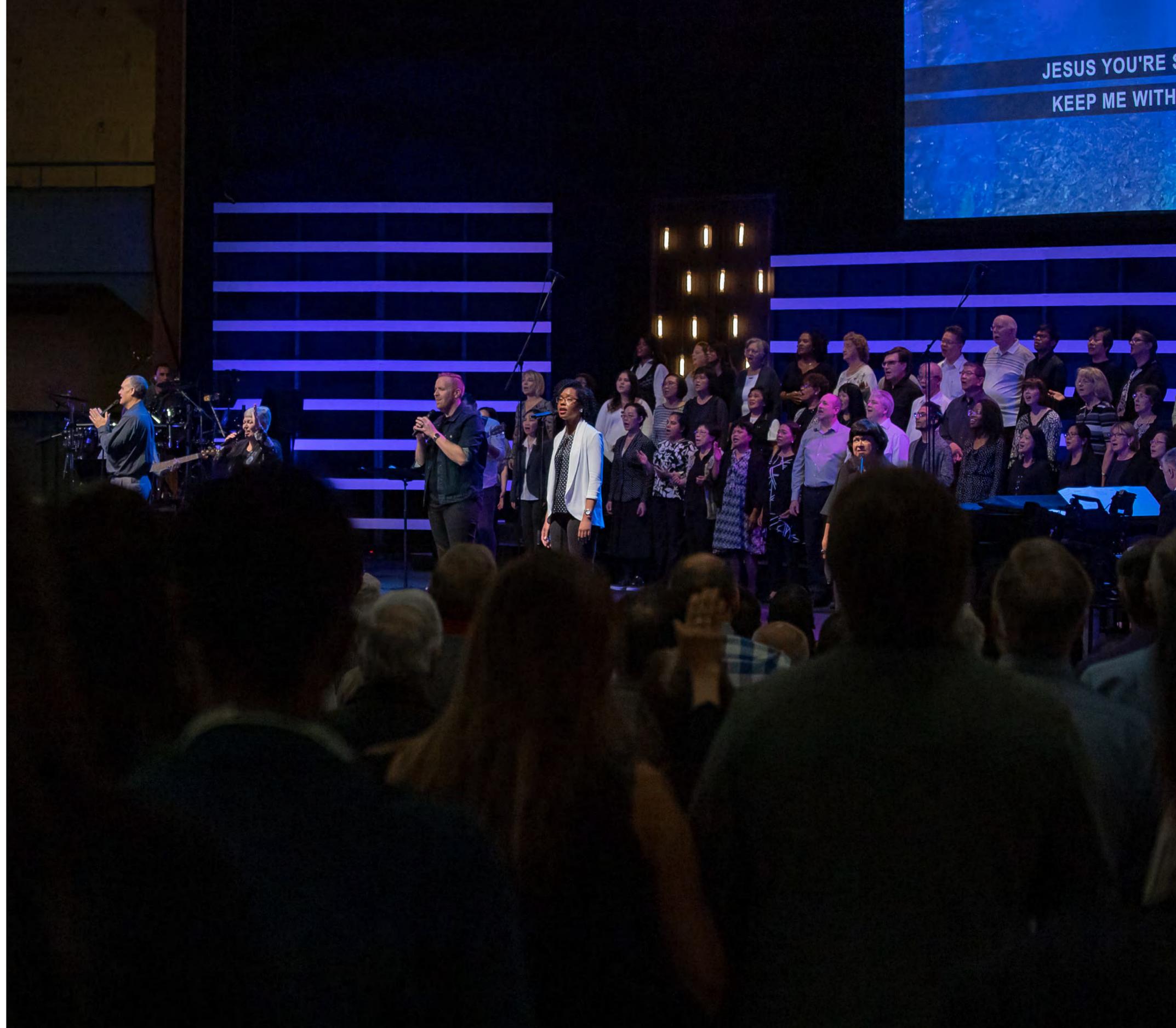
There are several groups referred to throughout the report. Below is an overview of each and the corresponding sample size of respondents.

Group	Specs	Sample Size
Congregants	<ul style="list-style-type: none">• TPC is home Church• Attended TPC at least once a year prior to pandemic or watches online services at least once a year• Lives in GTA• 13+ years of age	1,120
Parents 0-12	<ul style="list-style-type: none">• Has a child aged 0-12 years	181
Parents 13-17	<ul style="list-style-type: none">• Has a child aged 13-17 years	133
Sunday Serving Team Volunteer	<ul style="list-style-type: none">• Volunteered on at least one in-person Sunday Serving Team prior to pandemic	371

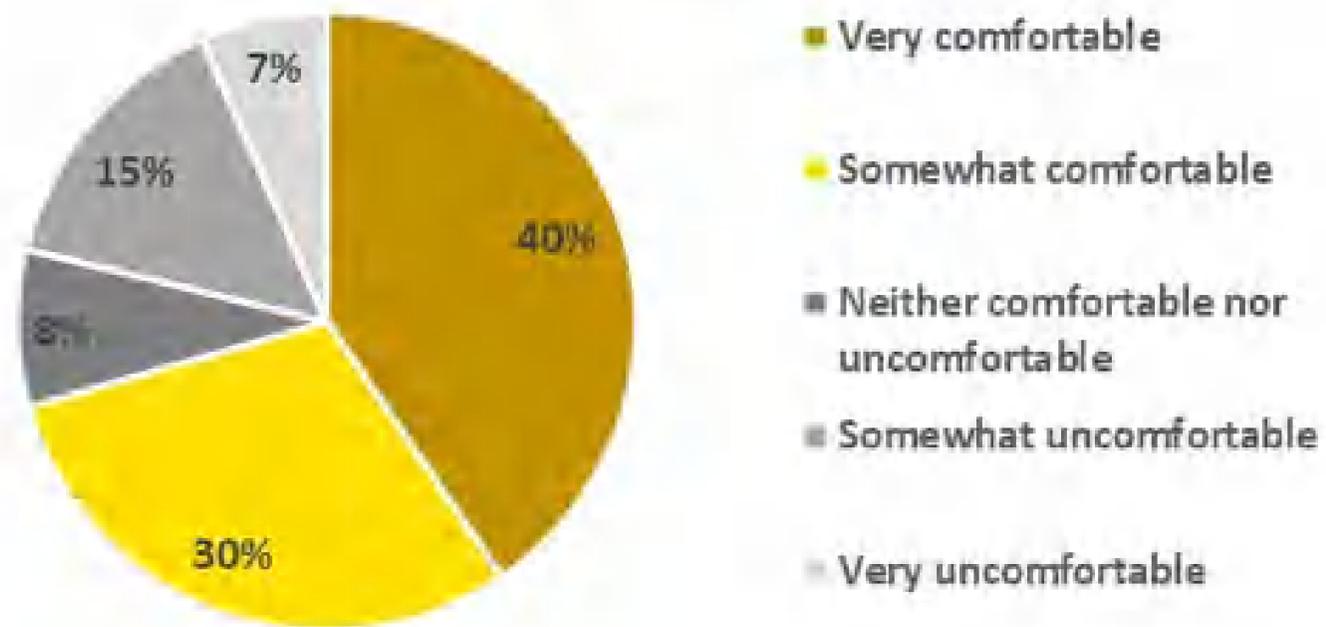
** Some numbers from the charts may not fully add up to 100% due to rounding **



ATTITUDES TOWARDS IN-PERSON ATTENDANCE IN FALL 2021



Comfort Attending In-Person in Fall 2021



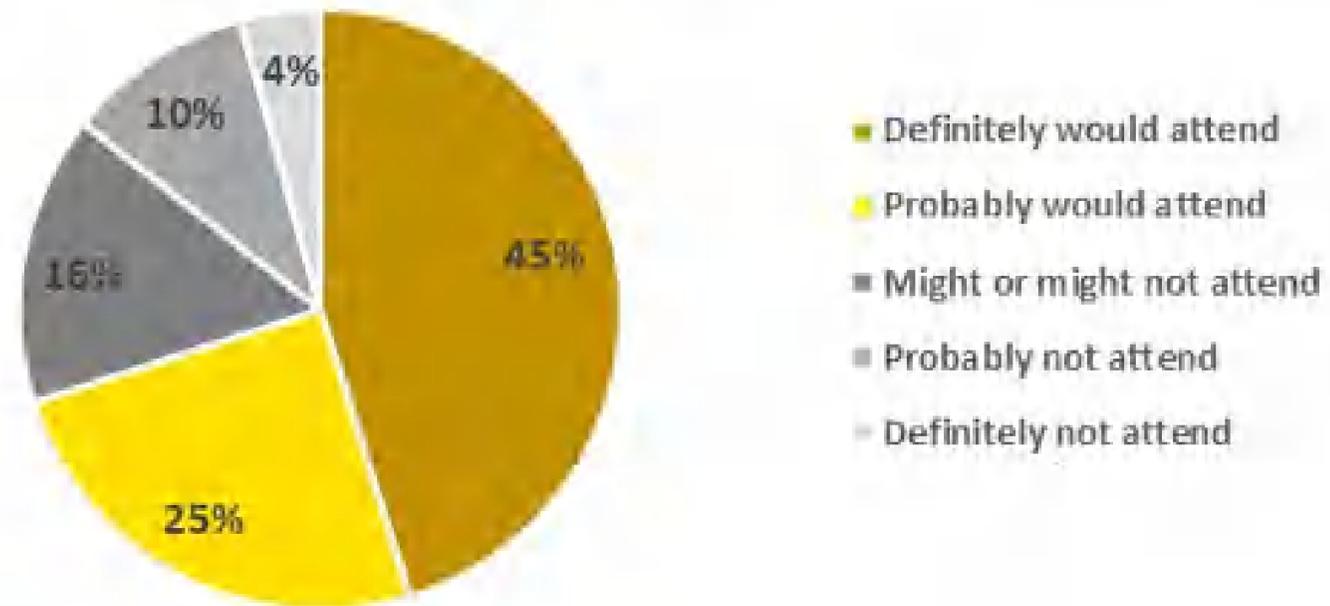
Q: If TPC were to re-open in Fall 2021, how comfortable would you personally feel about attending in-person Sunday morning gatherings?
Base: n = 1,120

The majority of Congregants feel comfortable returning to in-person gatherings in Fall 2021.

- Seven in 10 Congregants (71%, rounded) feel comfortable about attending in-person Sunday gatherings in Fall 2021.
- However, nearly one-quarter (21%, rounded) of Congregants express some level of discomfort for coming back to in-person services.



Likelihood to Attend In-Person in Fall 2021



Q: With all the information you have today, how likely are you to attend in-person Sunday morning gatherings at TPC, if it were to re-open in Fall 2021?
Base: n = 1,120

The majority of Congregants will likely attend in-person gatherings in Fall 2021.

- Intention to attend in-person reflects the level of comfort. Indeed, 7 in 10 Congregants are likely to attend in-person gatherings in Fall 2021. Moreover, close to one-half (45%) say they definitely will attend.
- Approximately 1 in 6 (16%) are unsure whether they will attend, with a similar number (14%) saying they are unlikely to return to in-person gatherings in Fall 2021.



Reasons For Not Attending In-Person Gatherings in Fall 2021

Worried about contracting COVID-19 while at the church and passing it to a friend/family member	63%
Worried about contracting COVID-19 while at the church and getting sick	52%
Worried about the level of proper sanitation (e.g., disinfecting high touch areas)	32%
Singing restrictions (e.g., having to wear a mask while singing)	19%
Not the same experience if everyone is wearing a mask	13%
Not the same experience if everyone is maintaining a physical distance	12%
Not being able to socialize (e.g., restrictions on shaking hands, time limits to chatting after the service, etc.)	12%
Worried about taking public transit to get to TPC	11%
If there were no in-person Children's Ministry program on Sunday	10%
Won't feel the same at a reduced capacity	8%
Too difficult to get children to comply with proper distancing and sanitation protocols	7%
I found a new church community	4%
Too difficult to teach while wearing a mask and maintaining distancing protocols	3%
If there were no in-person Jr. High Youth program on Sunday	1%

Q: You mentioned that you would not attend in-person Sunday morning gatherings at TPC in Fall 2021. Using the list below, please select the top 3 reasons that best represent why you would not attend. (select up to 3)
Base: n = 336

Concerns about contracting COVID-19 while at the church are the biggest driver of hesitation to attend in-person services – both for self and fear of spreading to loved ones.

- Those who said they were unsure or unlikely to attend in-person gatherings were then asked what the top reasons were for their hesitations. Respondents were shown the full list and allowed to select up to 3 reasons.
- The key drivers of concern relate to the risk of contracting COVID-19 during the gathering itself. Indeed, the biggest barrier to attending in-person is the concern that they will contract the virus and pass it along to a friend/family member (63%) or get sick themselves (52%).
- Some are turned away by the concern about what the overall experience will be like with COVID protocols, but these concerns are secondary to the overall health barriers.



What Would Make Congregants Feel More Comfortable About Attending In-Person Gatherings in Fall 2021

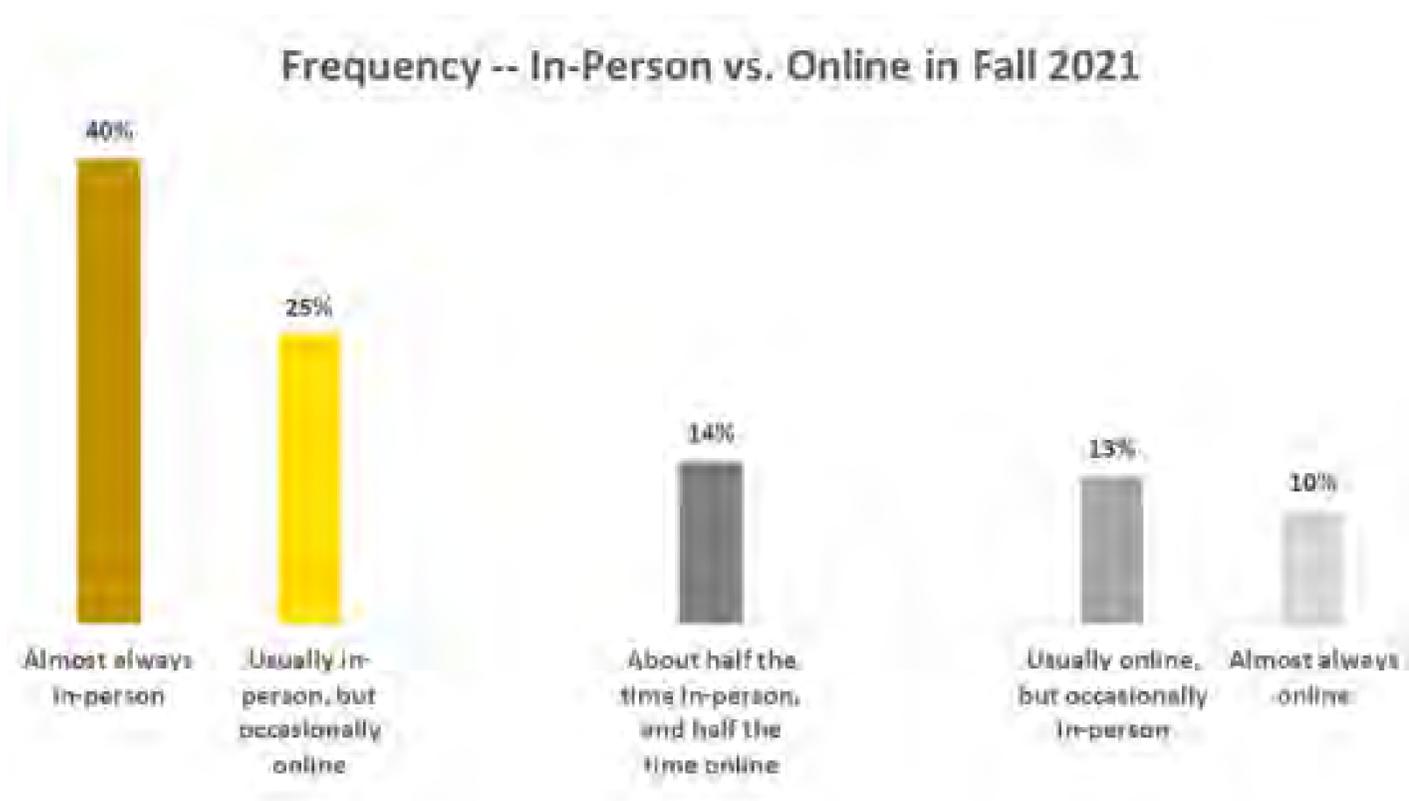
Ensuring everyone is maintaining the appropriate level of physical distance from each other	59%
Mandatory mask-wearing at all times	52%
Hand-sanitation stations throughout the church	41%
Open doors and windows for ventilation	30%
Same-day health-screening requirements for attendees	18%
Mandatory mask-wearing while singing	16%
Having no restrictions (e.g., no limitations on physical distancing and/or mask-wearing, etc.)	12%
Nothing would make me feel more comfortable	9%

Q: What, if anything, would make you feel more comfortable about attending an in-person Sunday gathering at TPC in Fall 2021? (select up to 3)
Base: n = 1,120

Highly visible and prominent safety measures would be the most effective at increasing comfort levels at in-person gatherings.

- Congregants were also asked what, if anything, would make them feel more comfortable about attending in-person gatherings in Fall 2021. Respondents were shown the full list and allowed to select up to 3 options.
- Encouragingly, there are measures that can increase Congregants' comfort levels. Indeed, only 1 in 10 (9%) say there is nothing that would make them feel more comfortable.
- The most comforting measures are the highly visible and prominent ones that show safety precautions are being taken: ensuring physical distance is being maintained (59%), mandatory mask-wearing at all times (52%), and hand-sanitation stations (41%).
- In contrast, things which may be necessary but are less visible are less effective at increasing comfort levels: open doors and windows (30%) and health-screening questionnaires (18%).





Q: Assume again that TPC is open for in-person Sunday gatherings in Fall 2021 and following all proper protocols, while also continuing with online streaming of services and posting them to YouTube. How frequently would you attend in-person Sunday gatherings at TPC vs. watching them online?

Base: n = 1,120

Most Congregants plan to attend in-person most often in Fall 2021, but a sizeable number also expect online viewing to remain a regular part of their routines.

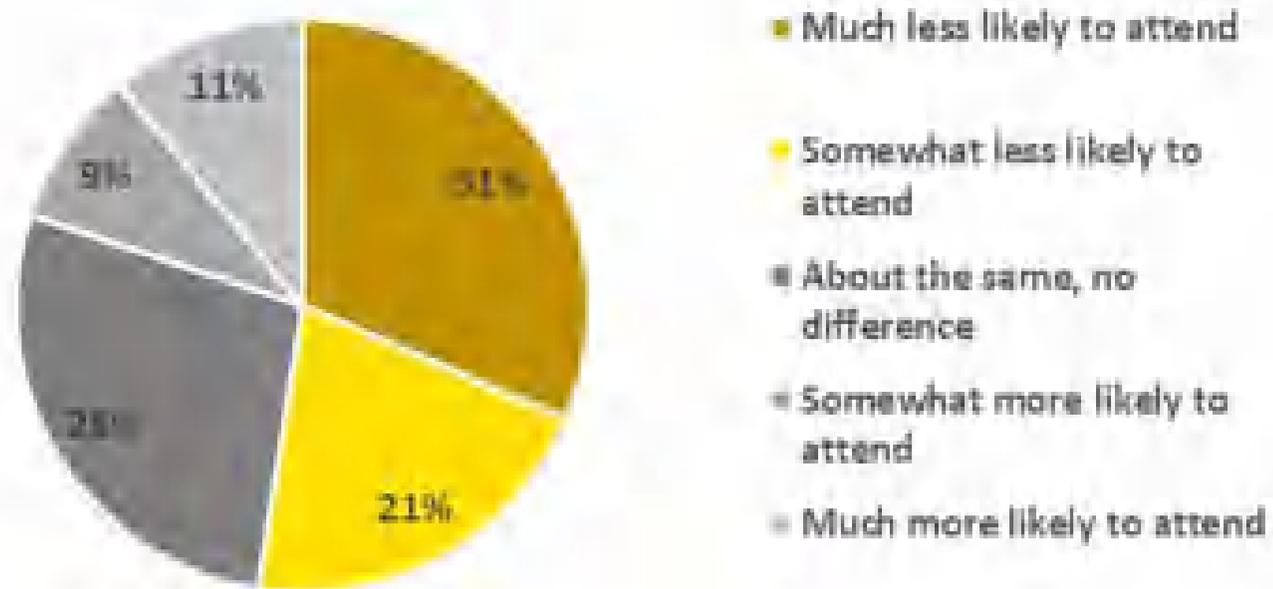
- While most Congregants are likely to attend in-person services in Fall 2021, it's also likely that viewing services online will remain part of their routines at least some of the time.
- Indeed, more than one-third (36%) of Congregants expect they'll view the services online at least half of the time in Fall 2021.
- In contrast, approximately two-thirds (64%) of Congregants plan to attend in-person most of the time in Fall 2021. Moreover, 4 in 10 would prefer to attend in-person every week (if the option were available).



PARENTS - CHILDRENS MINISTRY



Parents -- Impact of No Kid's Min



Reasons For Not Attending In-Person Gatherings in Fall 2021

Worried about contracting COVID-19 while at the church and passing it to a friend/family member	61%
If there were no in-person Children's Ministry program on Sunday	48%
Worried about contracting COVID-19 while at the church and getting sick	39%
Worried about the level of proper sanitation (e.g. disinfecting high touch areas)	29%
Too difficult to get children to comply with proper distancing and sanitation protocols	25%

Q: As mentioned earlier, we do not anticipate being able to provide in-person programming for the Children's Ministry initially in Fall 2021, but will continue to provide an online worship experience. What impact would not having in-person programming for the Children's ministry have on your likelihood to attend in-person Sunday morning gatherings at TPC in Fall 2021?

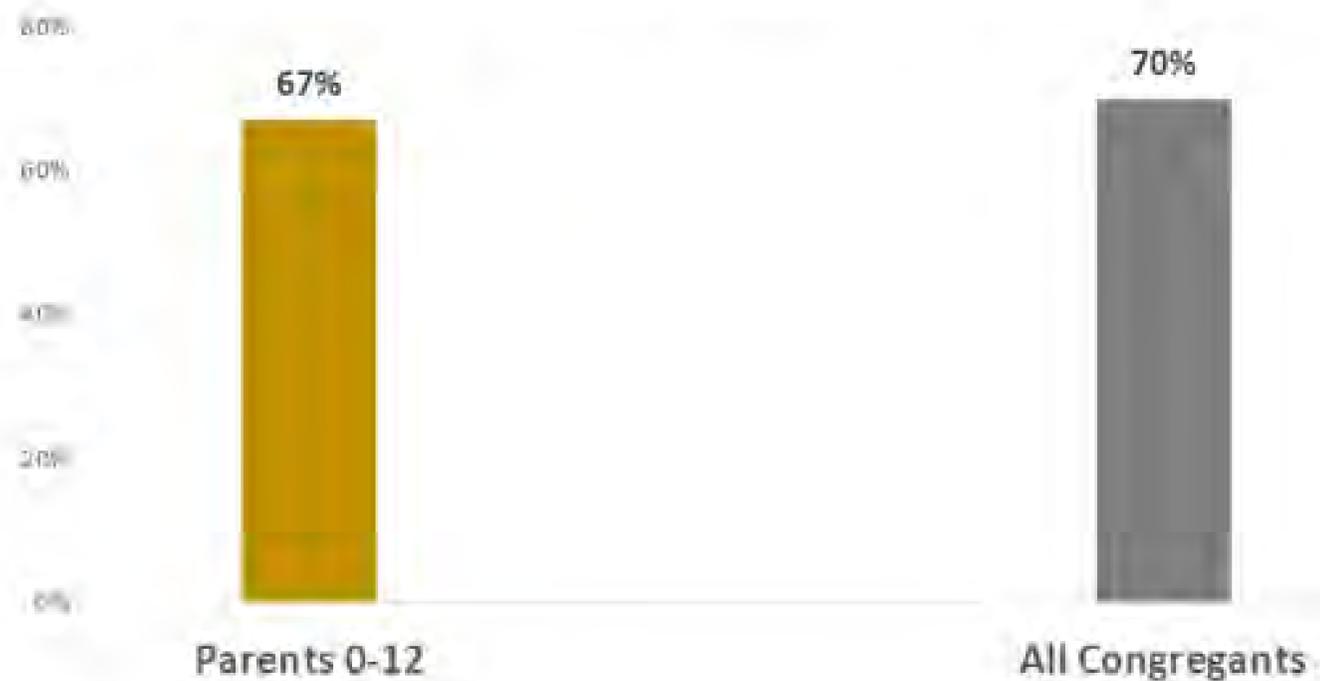
Base: n = 181; n = 48

Absence of in-person Children's Ministry plays a role in many Parents' decision-making for attending in-person for Fall 2021.

- Parents of children aged 0-12 were asked a specific question about the impact that not having in-person Children's Ministry programming in Fall 2021 would have on their intention to attend in-person gatherings.
- Clearly, this is a topic that is top-of-mind in Parents' considerations. In fact, over one-half (53%) said the absence of the in-person program would make them less likely to attend in-person services.
- Moreover, not having an in-person Children's Programming is the #2 reason (48%) cited among Parents who are unlikely to attend in-person gatherings in Fall 2021.



Definitely/Probably Will Attend In-Person



Q: With all the information you have today, how likely are you to attend in-person Sunday morning gatherings at TPC, if it were to re-open in Fall 2021?
Base: n = 181 (Parents 0-12); n = 1,120 (All Congregants)

While absence of in-person Children's Ministry is top-of-mind, Parents still plan to attend in-person at rates similar to other Congregants.

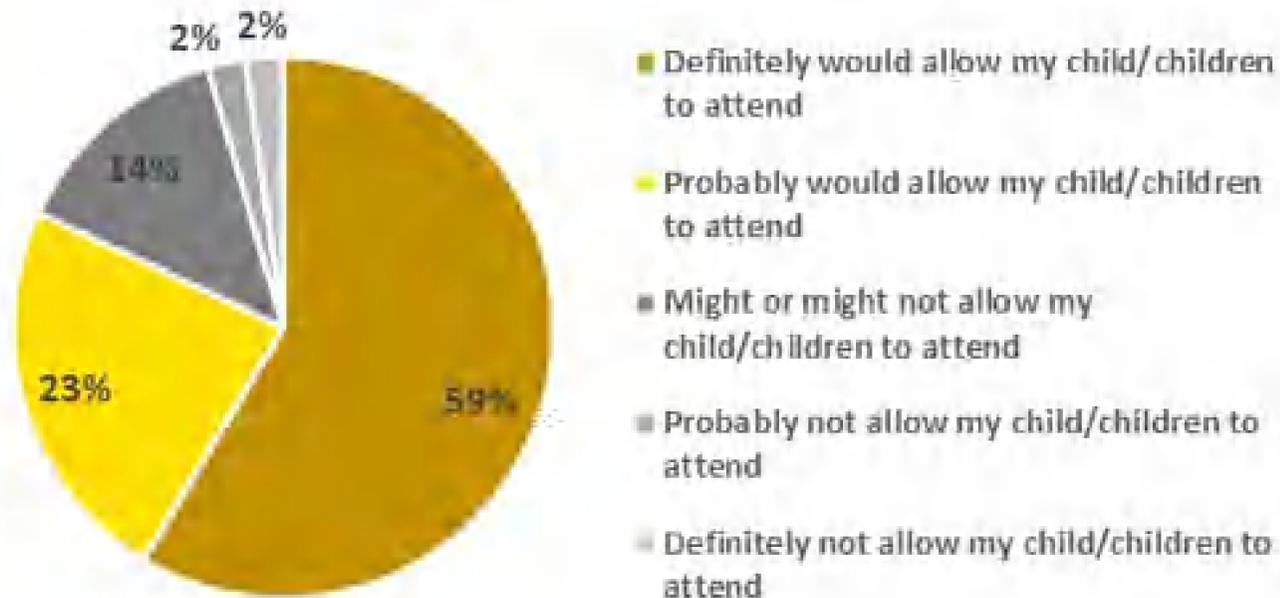
- While the absence of an in-person Children's Ministry program is top-of-mind, it does not appear to diminish the intention to attend in-person beyond that for the Congregation as a whole.
- The likelihood of attending in-person for Fall 2021 is not significantly different than it is for all Congregants (67% vs. 70%).



PARENTS - YOUTH MINISTRY



Likelihood to Allow Teen to Attend TPC Youth on Fridays



Q: Imagine now that TPC re-opens in Fall 2021 and that the TPC Youth Ministry begins in-person gatherings on Friday evenings at the church, following all proper protocols. How likely would you be to allow your child/children aged 13-17 years attend?
Base: n = 133

The vast majority of Parents plan to allow their teens to attend in-person Friday gatherings for TPC Youth in Fall 2021.

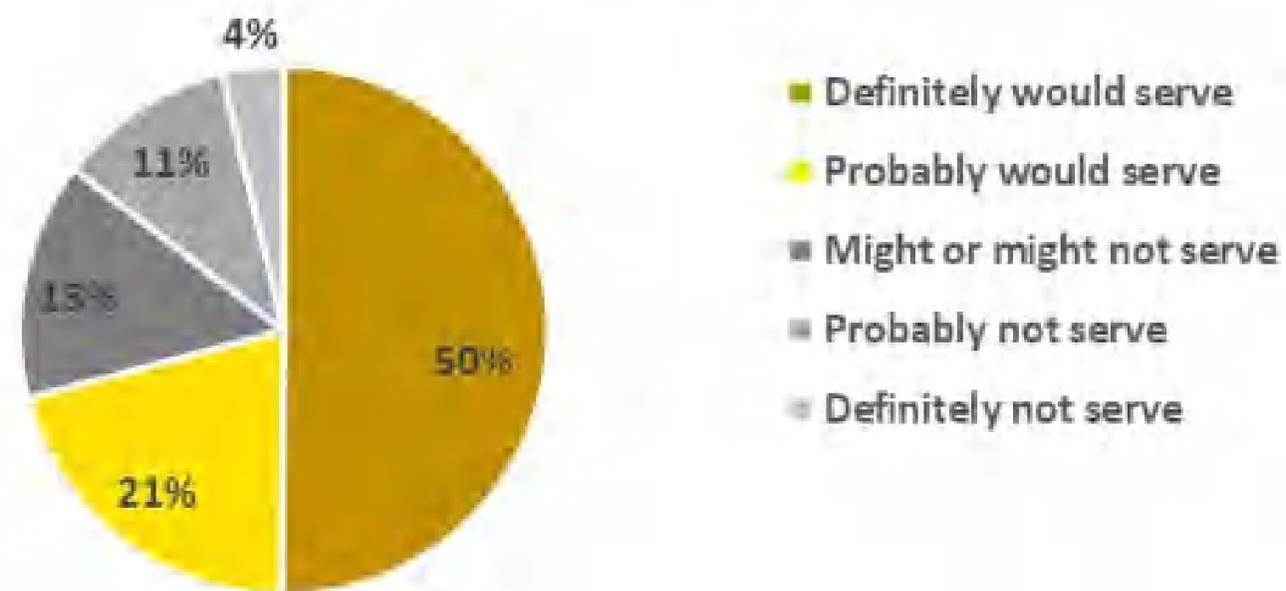
- Parents of teens aged 13-17 were asked how likely they were to allow their children to attend TPC Youth on Friday nights at the church in Fall 2021.
- Parents of teens show a high level of comfort in having their children attend in-person gatherings for TPC Youth in Fall 2021. In fact, 8 in 10 Parents (82%) would likely allow their children to attend. Moreover, 6 in 10 (59%) say they definitely would allow their child to attend.
- Hardly any parents (5%, rounded) say they are unlikely to allow their children to attend in-person gatherings for TPC Youth in Fall 2021.



SUNDAY SERVING TEAM VOLUNTEERS



Likelihood to Serve In-Person in Fall 2021 (All Volunteers)



Q: You mentioned earlier that you are currently or have in the past volunteered with at least one Sunday serving team. If TPC were to re-open in Fall 2021 and follow all proper protocols, how likely are you to serve at the church during in-person Sunday gatherings?
Base: n = 371

Most Volunteers plan to continue serving in-person in Fall 2021.

- Congregants who were part of any in-person Sunday Serving team prior to the pandemic were asked about their intentions to continue serving in-person on Sundays in Fall 2021.
- The willingness to serve in-person largely reflects sentiments towards overall in-person attendance. Nearly three-quarters of Volunteers (71%) are likely to continue serving in-person in Fall 2021. Further, one-half say they definitely plan to continue serving in-person.
- Approximately 1 in 6 (15%) remain undecided about serving in-person in Fall 2021, while a similar number (15%) are unlikely to serve in-person.



ACKNOWLEDGEMENTS

We would like to express a very special thank you to Bill van Taack. Bill created a custom survey platform, programmed the questionnaire over several iterations, and organized all of the data. We are incredibly grateful for both his generosity and his expertise.

Questions on methodology or survey design can be directed to Steve Olsen (steve.olsen85@gmail.com).

