

Confidential

Name: _____



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Thank you for taking the time to assist us to ensure CedarCreek Church is meeting the excellence we strive for. The mission of Our First Impressions Ministry is to "WOW" attendees, creating a desire to find out what's behind the excellence...CHRIST.

We want to know what people are experiencing from parking, walking in, to sitting in the auditorium, and then back out again.

Please familiarize yourself with the questions. Do not let anyone see the survey during your visit. For this survey to be most effective, you should be anonymous to the church staff, volunteers, members, and attendees. Please note we are striving for excellence. Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more than others think is practical, and expecting more than others think is possible.

Any opportunity to give us details will be beneficial to us. Feel free to make any personal comments on any questions asked.

First, note the date and service you completed the survey and then answer the questions that follow.

Date: _____ Saturday: 5:15 p.m. or 7:00 p.m. or Sunday: 9:00 a.m. or 10:45 a.m. or 12:30 p.m.

1. How was your day going before you started off to visit CedarCreek?
Comments:

A bad day. 1 2 3 4 5 6 7 A great day!

2. How interested were you in visiting CedarCreek prior to your arrival?
Comments:

Not at all interested 1 2 3 4 5 6 7 Somewhat curious Extremely interested

3. What religious background, if any, do you have? _____

4. How often do you normally attend a religious service?

Never 1 2 3 4 5 6 7 Once a month Weekly Daily

GREETERS

| | <i>Very Inaccurate</i> | | | <i>Uncertain</i> | | | <i>Very Accurate</i> | | |
|--|------------------------|---|---|------------------|---|---|----------------------|--|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
| 1. The people who greeted me as I went through the church were friendly. | | | | | | | | | |
| 2. The greeters were appropriately dressed and easily identifiable. | | | | | | | | | |
| 3. It was clear where to get a program for the service. | | | | | | | | | |

Comments:

INFO CENTER

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
|--|---|---|---|---|---|---|---|--|--|
| 1. The people at the Information Center were approachable and friendly. | | | | | | | | | |
| 2. When I asked for information, they gave me the name of a contact. | | | | | | | | | |
| 3. When I asked for information, they gave me the information I asked for. | | | | | | | | | |
| 4. When I asked for directions, someone walked me to my destination. | | | | | | | | | |

Comments:

RESTROOMS

| | <i>Very Inaccurate</i> | | | <i>Uncertain</i> | | | <i>Very Accurate</i> | | |
|--|------------------------|---|---|------------------|---|---|----------------------|--|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
| 1. My first impression of the restroom was positive. | | | | | | | | | |
| 2. The entire restroom (floor, sink, counter, mirror, toilets, trash cans) was clean. | | | | | | | | | |
| 3. All of the items I might need in a restroom (i.e., toilet paper, hand towels, soap) were available. | | | | | | | | | |

Comments:

ONCE INSIDE THE AUDITORIUM

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
|--|---|---|---|---|---|---|---|--|--|
| 1. Ushers were readily available for assistance. | | | | | | | | | |
| 2. I was assisted in finding a seat. | | | | | | | | | |
| 3. The sermon notes inside the program were helpful. | | | | | | | | | |
| 4. The sermon was clear, understandable, and easy to follow. | | | | | | | | | |
| 5. The sermon was relevant and applicable to my life. | | | | | | | | | |
| 6. The music impacted me. | | | | | | | | | |
| 7. I found the multimedia (visuals on the screen, live videos, slides, etc.) beneficial. | | | | | | | | | |

Comments:

TOUR

| | | | | | | | | |
|---|---|---|---|---|---|---|---|--|
| 1. It was clear where to meet for the tour after the service. | | | | | | | | |
| 2. The tour guide seemed knowledgeable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 3. I found the tour, led by _____, to be beneficial. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 4. The tour guide provided me with the information I wanted to know about the church. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

Very Inaccurate Uncertain Very Accurate

Comments:

EXIT FROM CHURCH

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| 1. It was easy to exit the auditorium after the service finished. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. It was easy to exit the parking lot after the service was finished. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. I was able to get on with the rest of my day as quickly as I wanted once I left the church parking lot. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Comments:

OVERALL PERCEPTIONS

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| 1. My overall experience at CedarCreek was positive. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. The church service was about what I expected it would be. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Taking into account my overall experience, I am likely to visit CedarCreek again. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. I am likely to tell others about my experience at CedarCreek. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Comments:

FINAL THOUGHTS

1. What one thing will you remember most about your visit to Cedar Creek?

2. What could CedarCreek do to improve the experience for other visitors?

3. If someone asked you to describe the CedarCreek Church experience, what would you say?
