

Confidential

Name: \_\_\_\_\_



29129 Lime City Road  
Perrysburg, OH 43551

info@aroundthecreek.com

Phone: 419.661.8661  
Fax: 419.661.8665

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

**Instructions:** Below and on the following pages we have included a list of statements that may be used to describe various aspects of your experience at **CedarCreek Church**. The questions will help us in understanding how we can create a better experience for our guests. Please read each statement carefully and then respond by indicating the degree to which feel that each statement accurately describes your perceptions. Circle the appropriate number to indicate whether you feel the statement is **(1) Very Inaccurate**, (2) Mostly Inaccurate, (3) Slightly Inaccurate, (4) **Uncertain (or, Not Applicable)**, (5) Slightly Accurate, (6) Mostly Accurate, or **(7) Very Accurate**.

**PARKING**

	<i>Very Inaccurate</i>											<i>Uncertain</i>							<i>Very Accurate</i>
1. The location of the church was easy to find.	1	2	3	4	5	6	7												
2. The entrance to the parking lot was clear.	1	2	3	4	5	6	7												
3. The parking attendants were helpful to me in finding a parking spot.	1	2	3	4	5	6	7												
4. The parking attendants were energetic and friendly.	1	2	3	4	5	6	7												

Comments:

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**BUILDING AND EXTERIOR GROUNDS**

1. The landscape around the church was very appealing to the eye.	1	2	3	4	5	6	7												
2. The appearance of the building was inviting.	1	2	3	4	5	6	7												
3. Exterior signs were properly positioned and gave clear directions.	1	2	3	4	5	6	7												
4. The front of the building was clean and attractive.	1	2	3	4	5	6	7												

Comments:

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**LOBBY**

1. Signs in the lobby were properly positioned and gave clear directions.	1	2	3	4	5	6	7												
2. The coffee area was clean, neat, and organized.	1	2	3	4	5	6	7												
3. The coffee area was well stocked.	1	2	3	4	5	6	7												
4. The "Around the Creek" handout (legal size paper found in the lobby) was informational and beneficial.	1	2	3	4	5	6	7												
5. The lobby was easy to navigate and walk through.	1	2	3	4	5	6	7												

Comments:

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**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:

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**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:

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**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:

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**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:

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