

SAINT THOMAS CHURCH FIFTH AVENUE

Survey Results

July 1, 2019

WELLSPRING  CONSULTING

CONTENTS

Background

Church attendees

- **Current attendees**
- **Former attendees**
- **Parents of young children**

Choir School alumni / parents

Concert attendees

Friends of Music

INTRODUCTION TO THE SAINT THOMAS SURVEY

The Saint Thomas survey was conducted by Wellspring Consulting via SurveyMonkey from December 18, 2018 – January 2, 2019 to gather data from community members to aid in the development of a strategic plan for Saint Thomas Church Fifth Avenue

The survey was sent to 7,116 email addresses⁽¹⁾

- 1,126 respondents (~16% response rate)
- 47% of emails were opened
- 75% of those that started the survey finished the survey⁽²⁾

There was strong participation in the survey from various Saint Thomas community members

- 897 church attendees, including
 - 168 former attendees
 - 76 attendees with children under 18 years old
- 113 Choir School alumni and parents
- 794 concert attendees
- 168 Friends of Music

This PowerPoint contains responses to all questions from the survey

- A summary of themes contained in write-in responses is footnoted where applicable; complete write-in responses are not being released to honor confidentiality

(1) We expect that a portion of the people surveyed had more than one email address in the STC database; respondents were requested to only answer the survey once. Five people also took the survey in person with Father Moretz

(2) Data from partially completed surveys was still recorded

Source: STC survey

SUMMARY OF DEMOGRAPHICS OF SURVEY RESPONDENTS

Age

Respondents trended older, with 65% age 56 or older⁽¹⁾

Income

More than half of respondents (59%) reported an annual income of more than \$100,000⁽²⁾

Donor activity

32% of respondents do not donate to Saint Thomas, while 16% of respondents donate more than \$2,500 annually⁽³⁾

Length of attendance

Almost half of respondents who have attended church services have done so for more than ten years (48%)⁽⁴⁾

Frequency of attendance

Nearly half of respondents who attend church services do so at least once per month (46%)⁽⁵⁾

Travel time

One third of respondents who attend church services travel more than an hour to do so (36%)⁽⁶⁾

(1) n = 1079 (this excludes those who responded "I prefer not to answer" and "Under 18")

(2) n = 845 (this excludes people who responded "I prefer not to answer")

(3) n = 917 (this includes all respondents, not just church-goers, and excludes those who responded "I prefer not to answer")

(4) n = 879; We expect long-time members were perhaps more likely to take the survey than other members

(5) n = 608

(6) n = 608

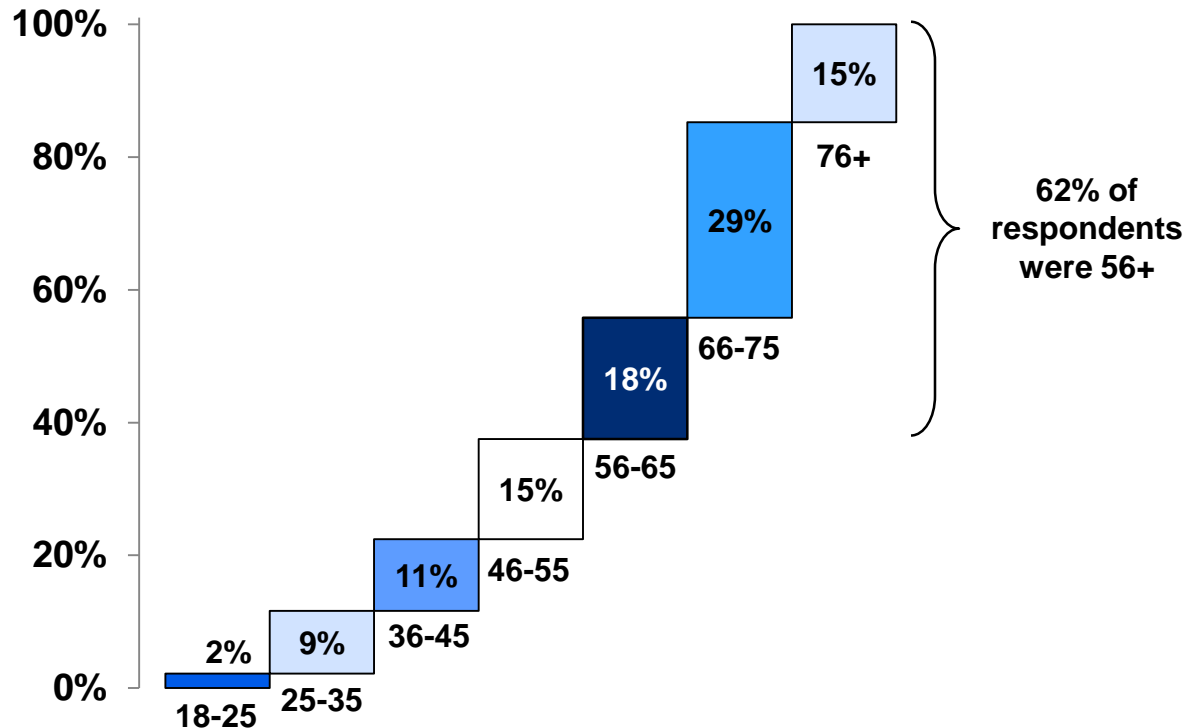
Source: STC survey

Saint Thomas survey findings

NEARLY TWO-THIRDS OF SURVEY RESPONDENTS WHO HAVE ATTENDED STC WERE 56 OR OLDER

Data From Respondents Who Have Attended STC Services

Q: What is your age group?



Age of survey respondents who have attended STC services

The median response was “56-65”.⁽¹⁾ This data suggests Saint Thomas has an aging parishioner base without a strong pipeline of younger members

(1) This skews slightly older relative to the Episcopalian population in the U.S., as Pew Research indicates the median age of Mainline Episcopalians is 56
 Note: n = 869; The age distribution of respondents may be affected by a selection bias since older individuals may be more likely to respond to survey requests; (excludes Those who responded “Under 18” and “I prefer not to answer”)

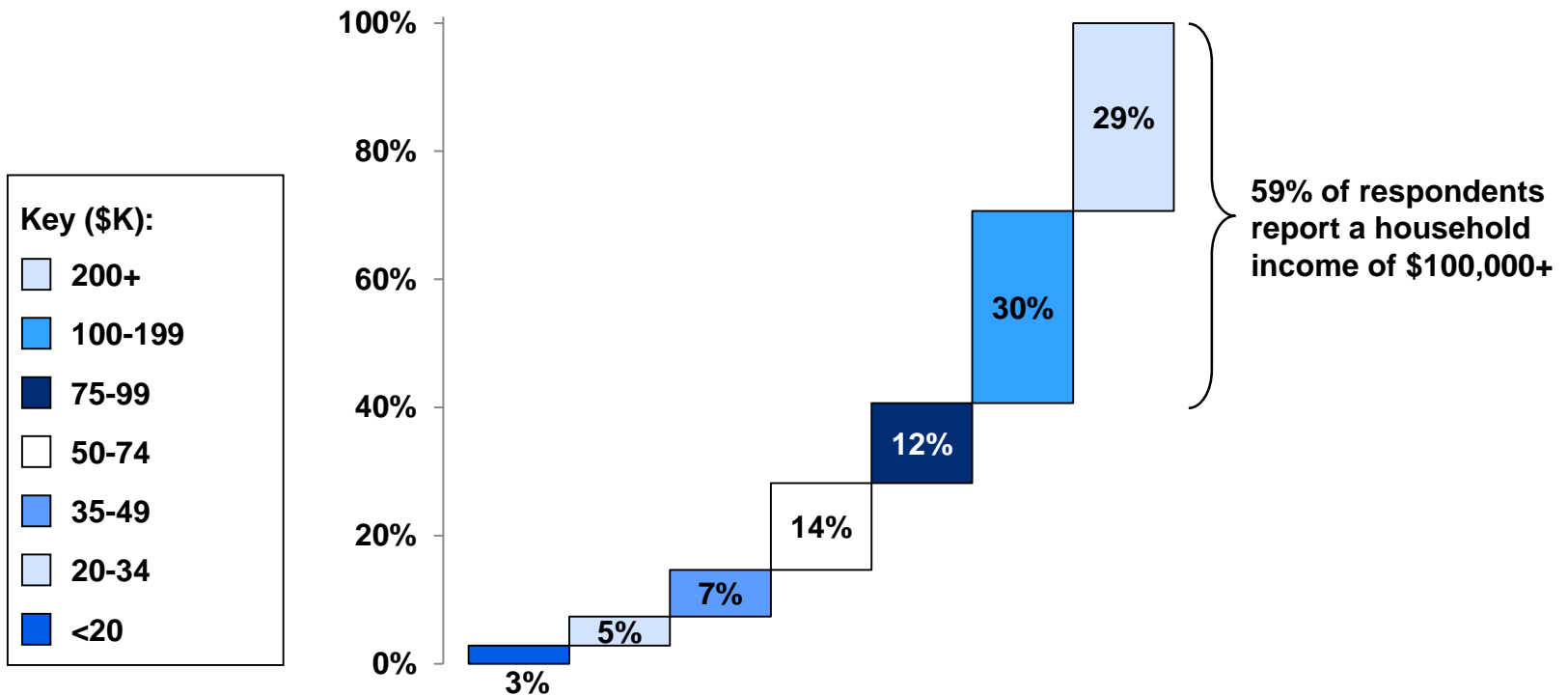
Source: STC survey

Saint Thomas survey findings

MORE THAN HALF OF RESPONDENTS REPORTED A HOUSEHOLD INCOME OF \$100K OR MORE

Data From All Respondents

Q: What was your total household income before taxes during the past 12 months?



Note: n = 845 (excludes those who responded "I prefer not to answer")

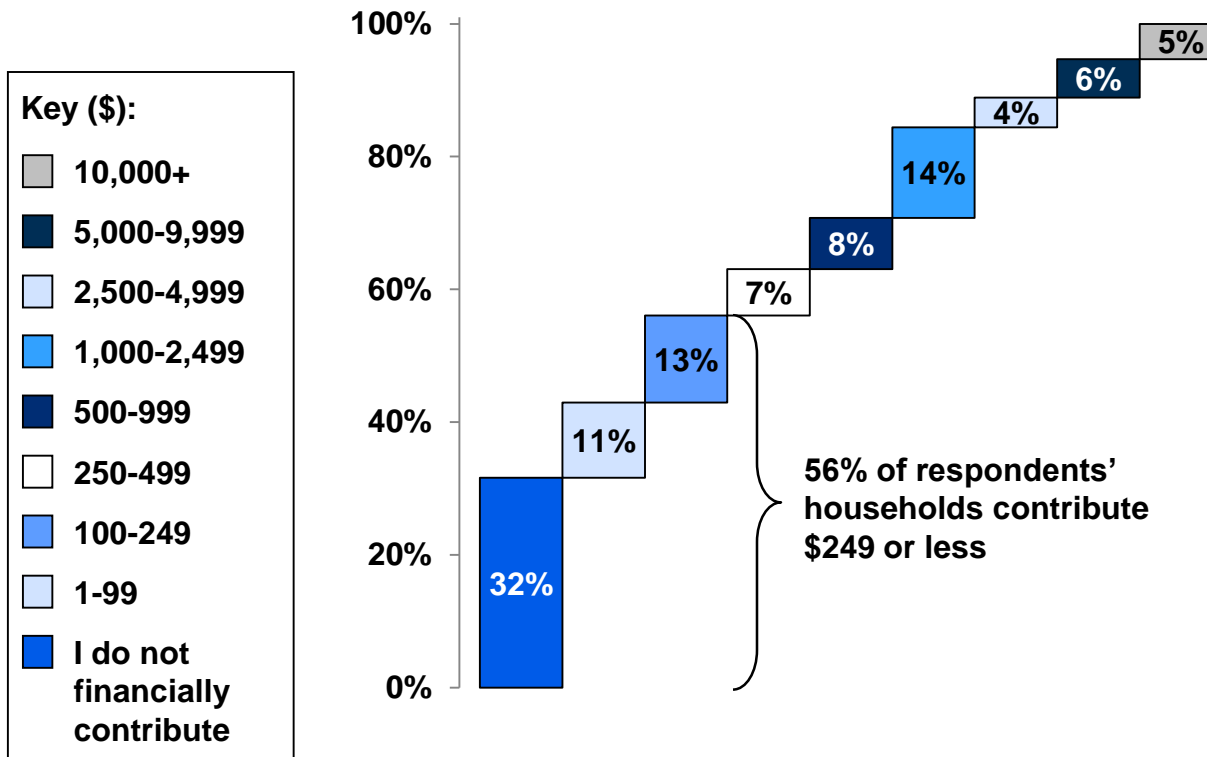
Source: STC survey

Saint Thomas survey findings

MORE THAN HALF OF RESPONDENTS' HOUSEHOLDS CONTRIBUTE \$249 OR LESS TO SAINT THOMAS

Data From All Respondents

Q: Approximately how much does your family household contribute to Saint Thomas per year? (total, across the church, Friends of Music, School, etc.) (if single or widowed, you as an individual)



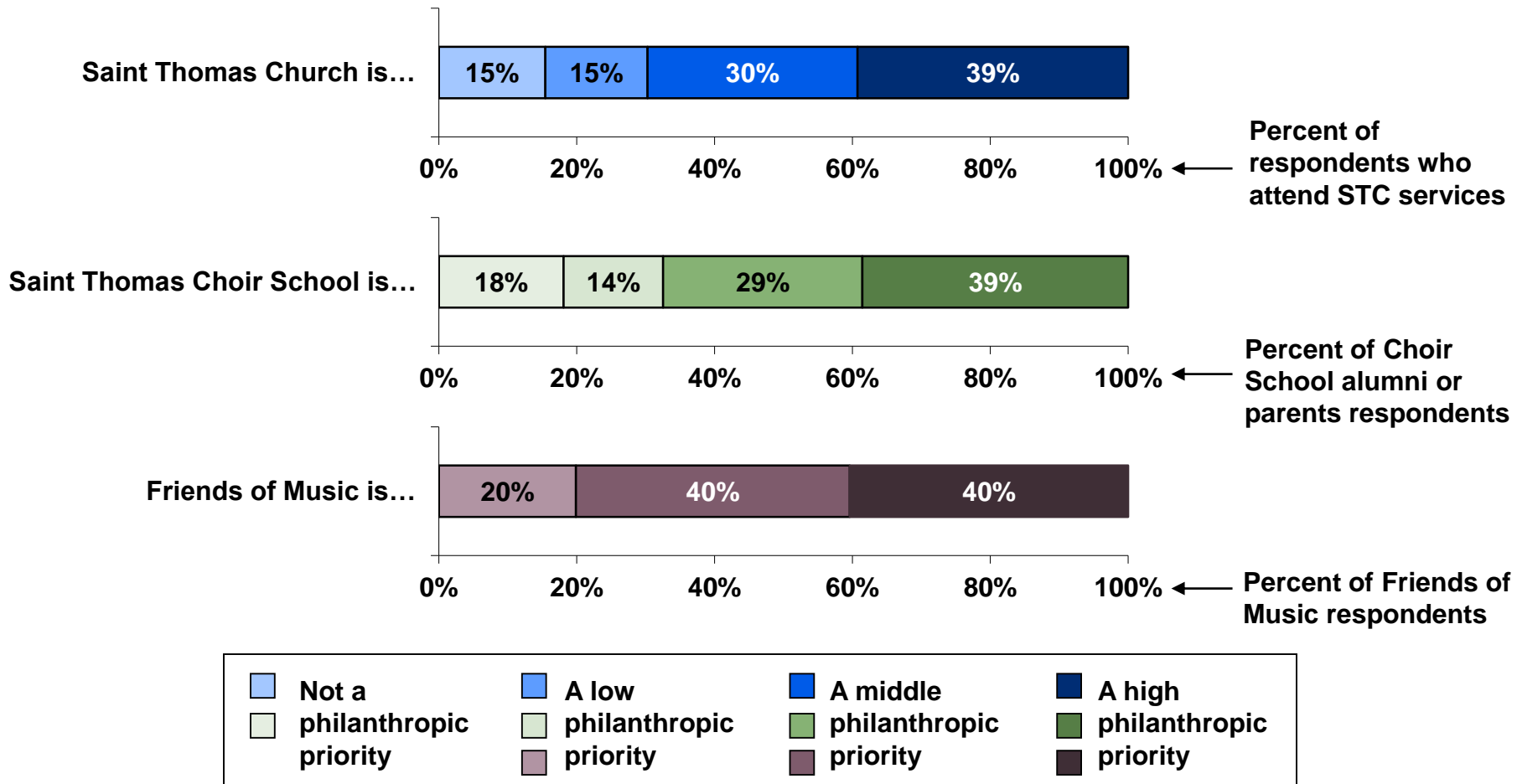
Note: n = 917 (excludes those who responded "I prefer not to answer")

Source: STC survey

Saint Thomas survey findings

THE CHURCH, SCHOOL, AND FRIENDS OF MUSIC IS A HIGH PHILANTHROPIC PRIORITY FOR NEARLY 40% OF ITS RESPECTIVE RESPONDENTS

Q: When considering your philanthropic priorities...



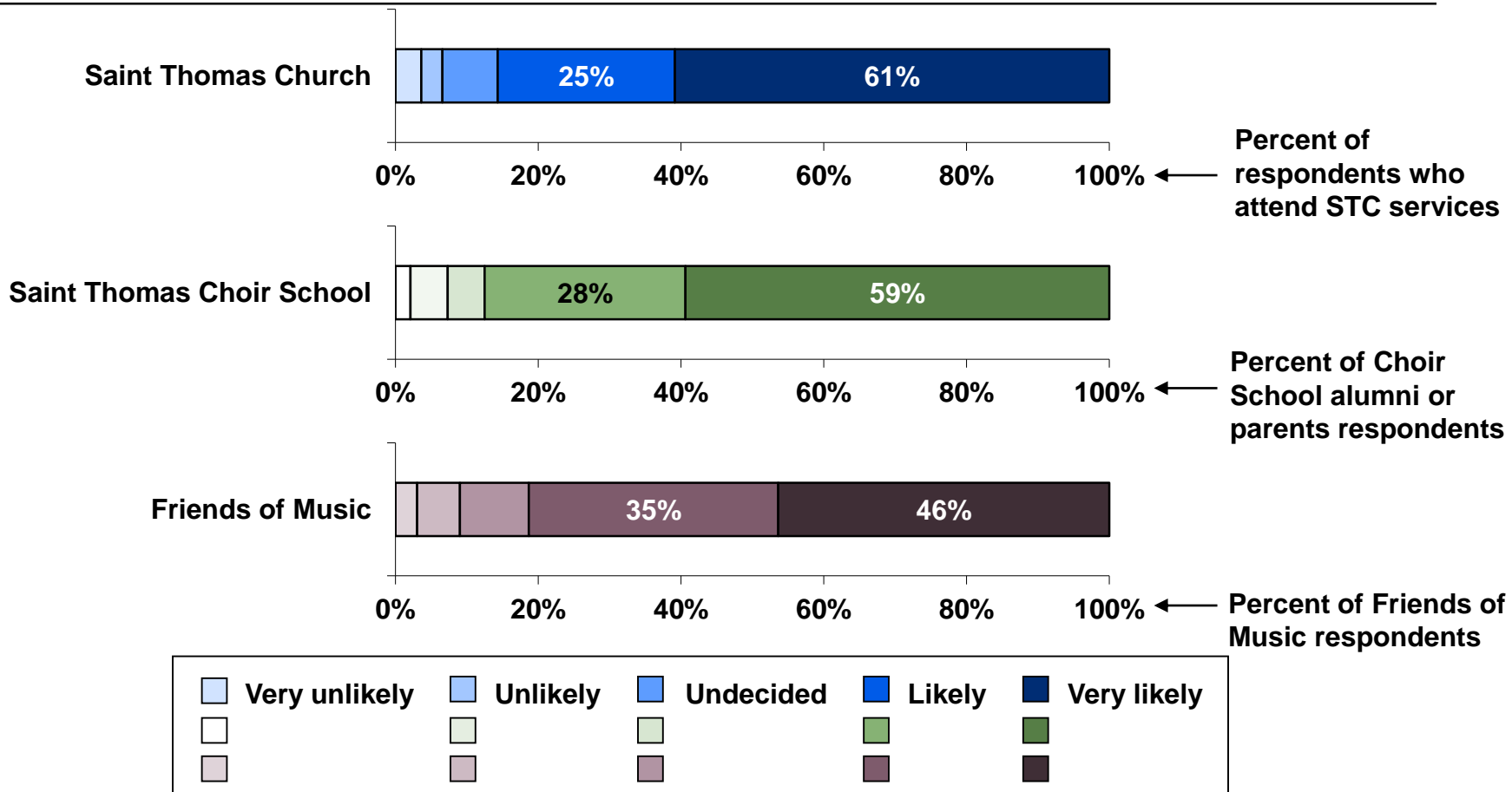
Note: n = 499 (STC); n = 83 (STCS); n = 146 (FOM) (excludes those who responded "I prefer not to answer")

Source: STC survey

Saint Thomas survey findings

SURVEY RESPONDENTS APPEAR EXTREMELY SATISFIED WITH SAINT THOMAS' OFFERINGS

Q: How likely are you to recommend...



This indicates that Saint Thomas has a strong “product” that could potentially benefit more people if they knew about it

Note: n = 608 (STC); n = 96 (STCS); n = 166 (FOM)

Source: STC survey

Saint Thomas survey findings

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Church attendees

- **Current attendees**
- **Former attendees**
- **Parents of young children**

Choir School alumni / parents

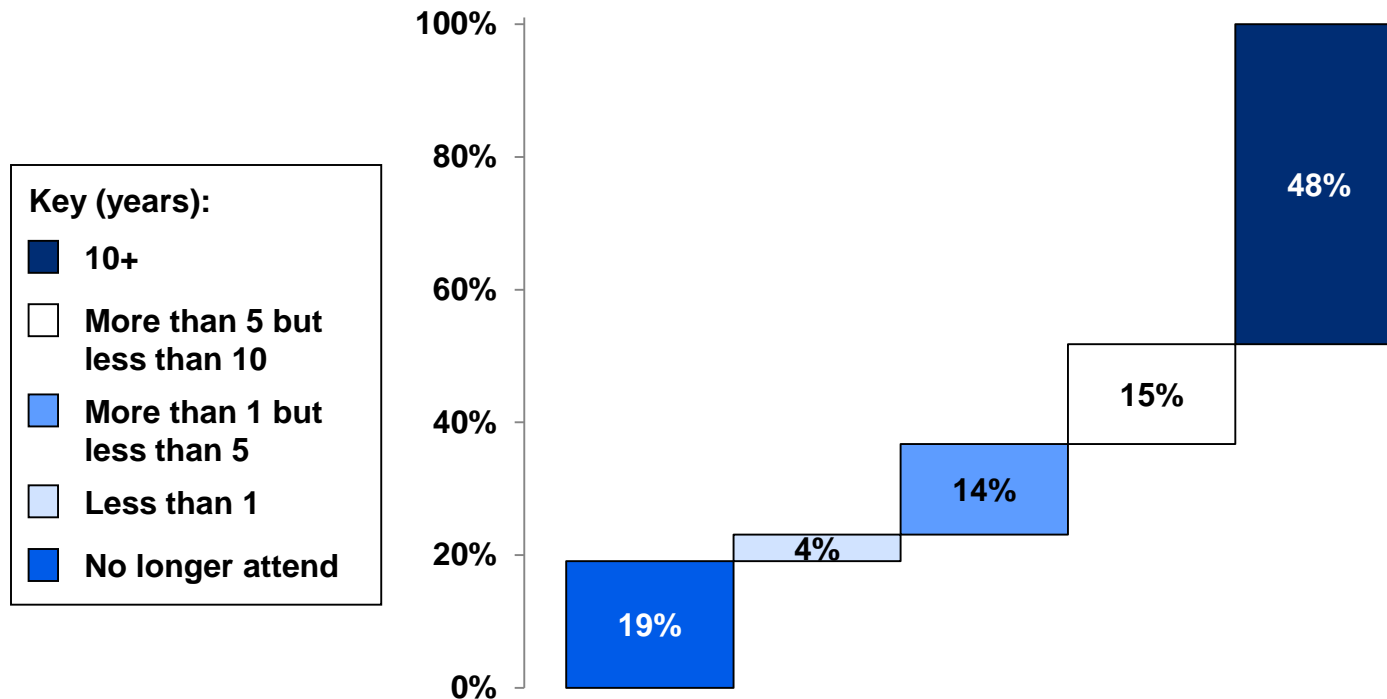
Concert attendees

Friends of Music

NEARLY HALF OF SURVEY RESPONDENTS WHO HAVE ATTENDED SERVICES HAVE DONE SO FOR 10+ YEARS

Data From Respondents Who Have Attended Services

Q: How many years have you been attending services at Saint Thomas Church?

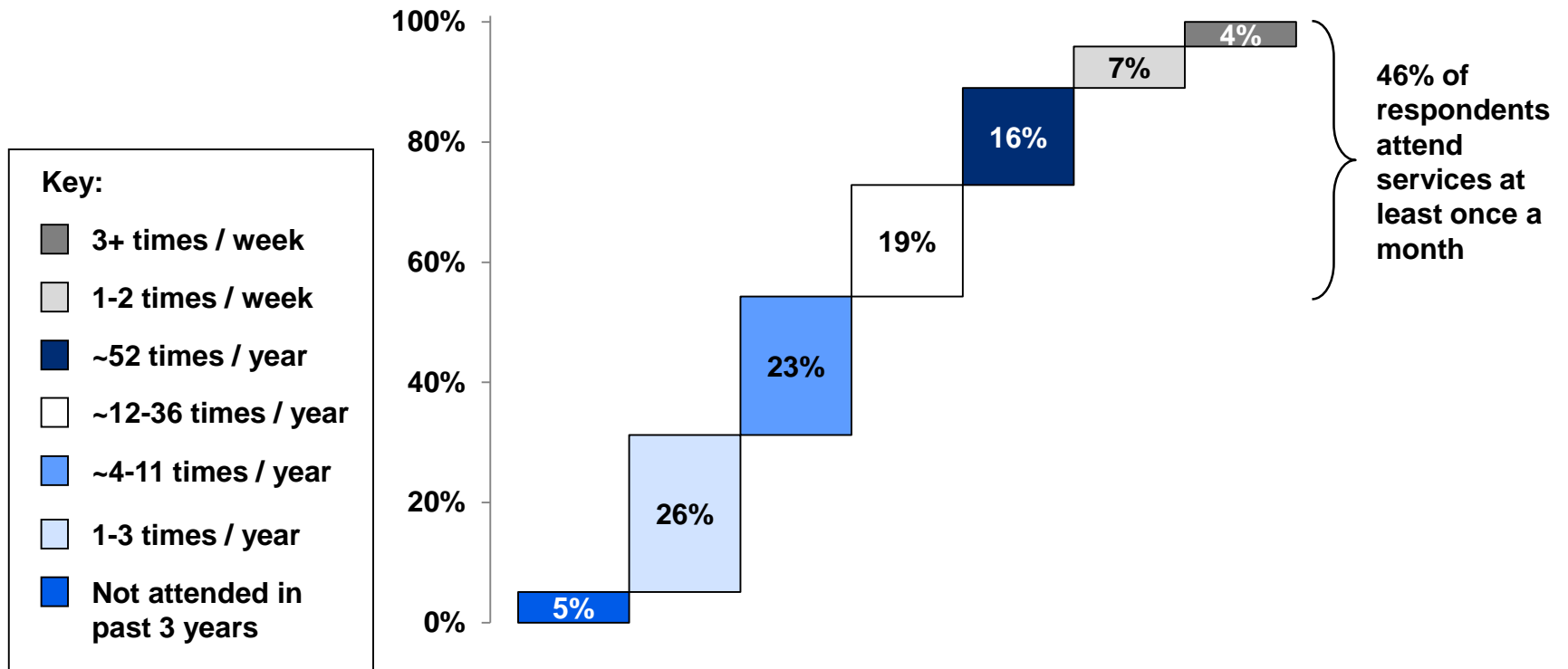


NOTE: Data on this page represents responses from all church attendees (current attendees as well as former attendees and parents of young children)

NEARLY HALF OF SURVEY RESPONDENTS WHO ATTEND SERVICES DO SO ONCE A MONTH OR MORE

Data From Respondents Who Attend Services

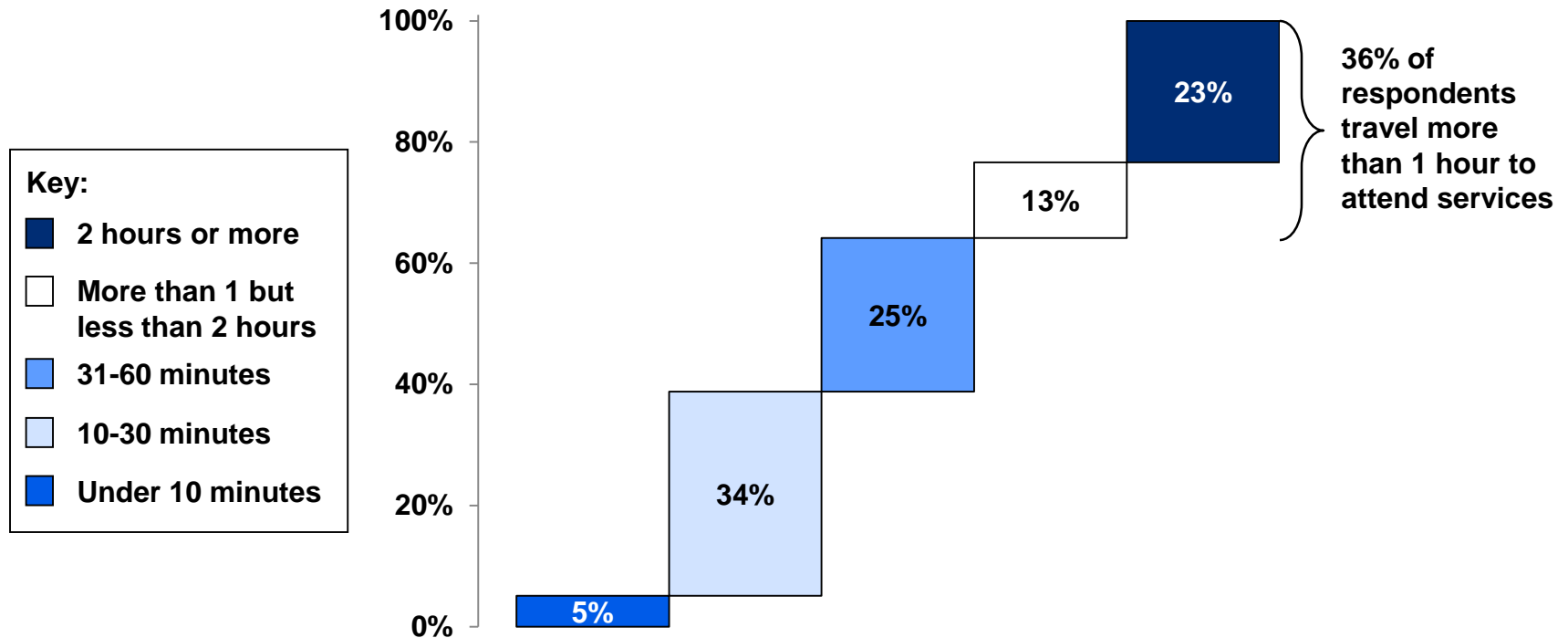
Q: How often do you typically attend Saint Thomas Church for a service or event?



ONE THIRD OF RESPONDENTS WHO ATTEND CHURCH SERVICES TRAVEL MORE THAN ONE HOUR TO DO SO

Data From Respondents Who Attend Services

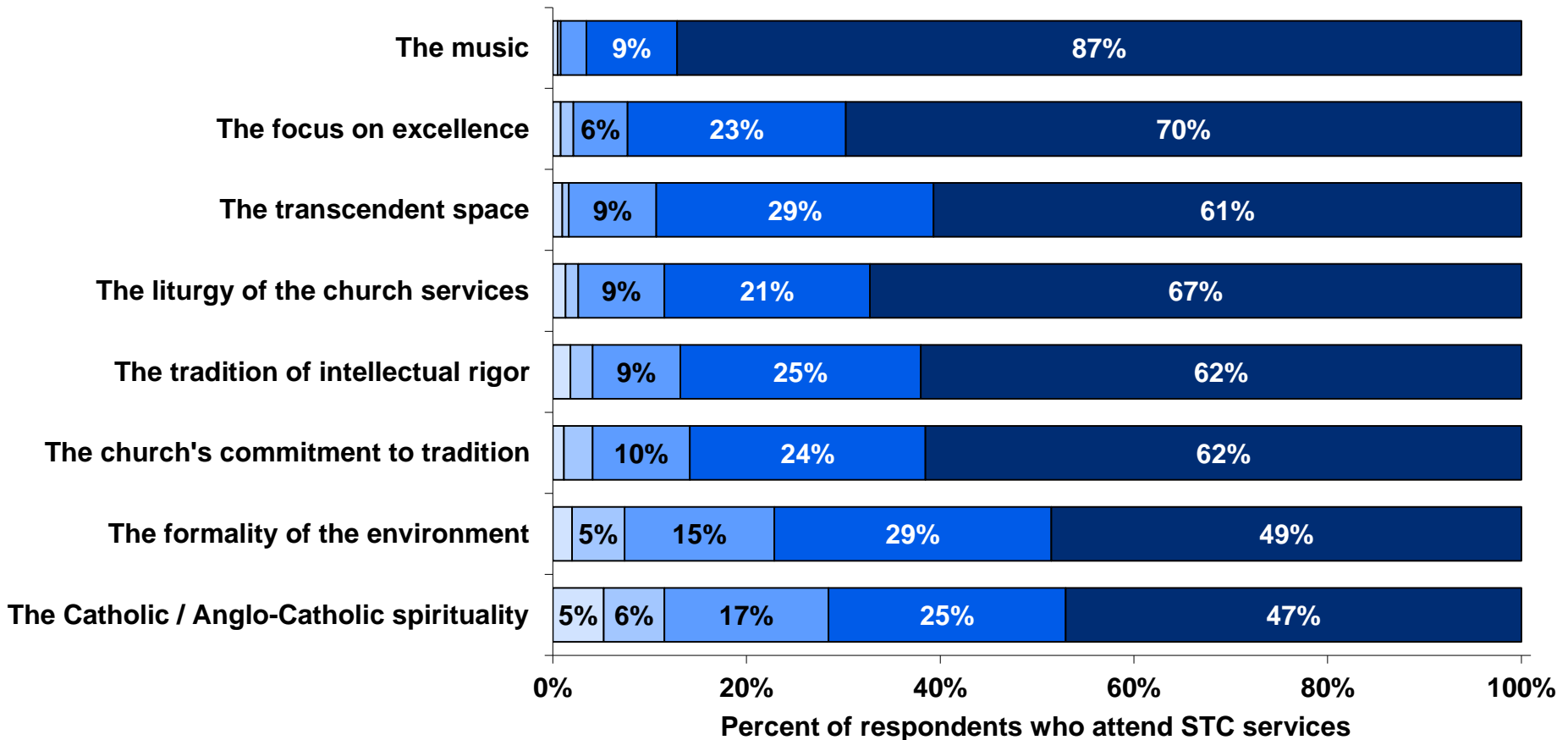
Q: How long does it usually take you to travel from home to church?



VARIOUS ASPECTS OF STC'S IDENTITY ARE IMPORTANT TO CHURCH-GOING RESPONDENTS, WITH MUSIC PARAMOUNT

Data From Respondents Who Attend STC Services

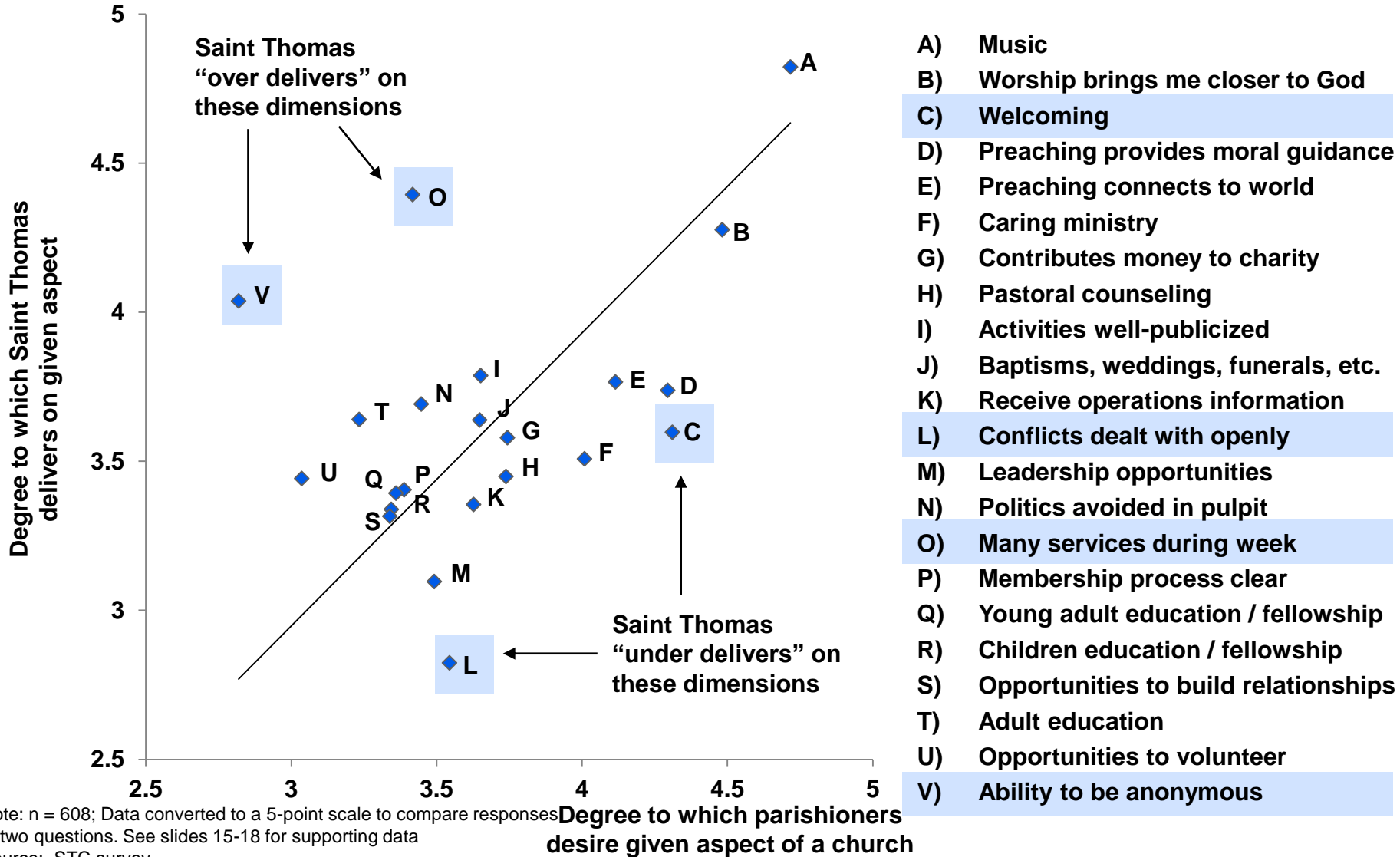
Q: How important to you are the following aspects of Saint Thomas' identity?



Note: n = 608
 Source: STC survey
 Saint Thomas survey findings

SAINT THOMAS' OFFERINGS DO NOT ALWAYS ALIGN WITH RESPONDENTS' DESIRES OF THEIR CHURCH

Data From Respondents Who Attend STC Services

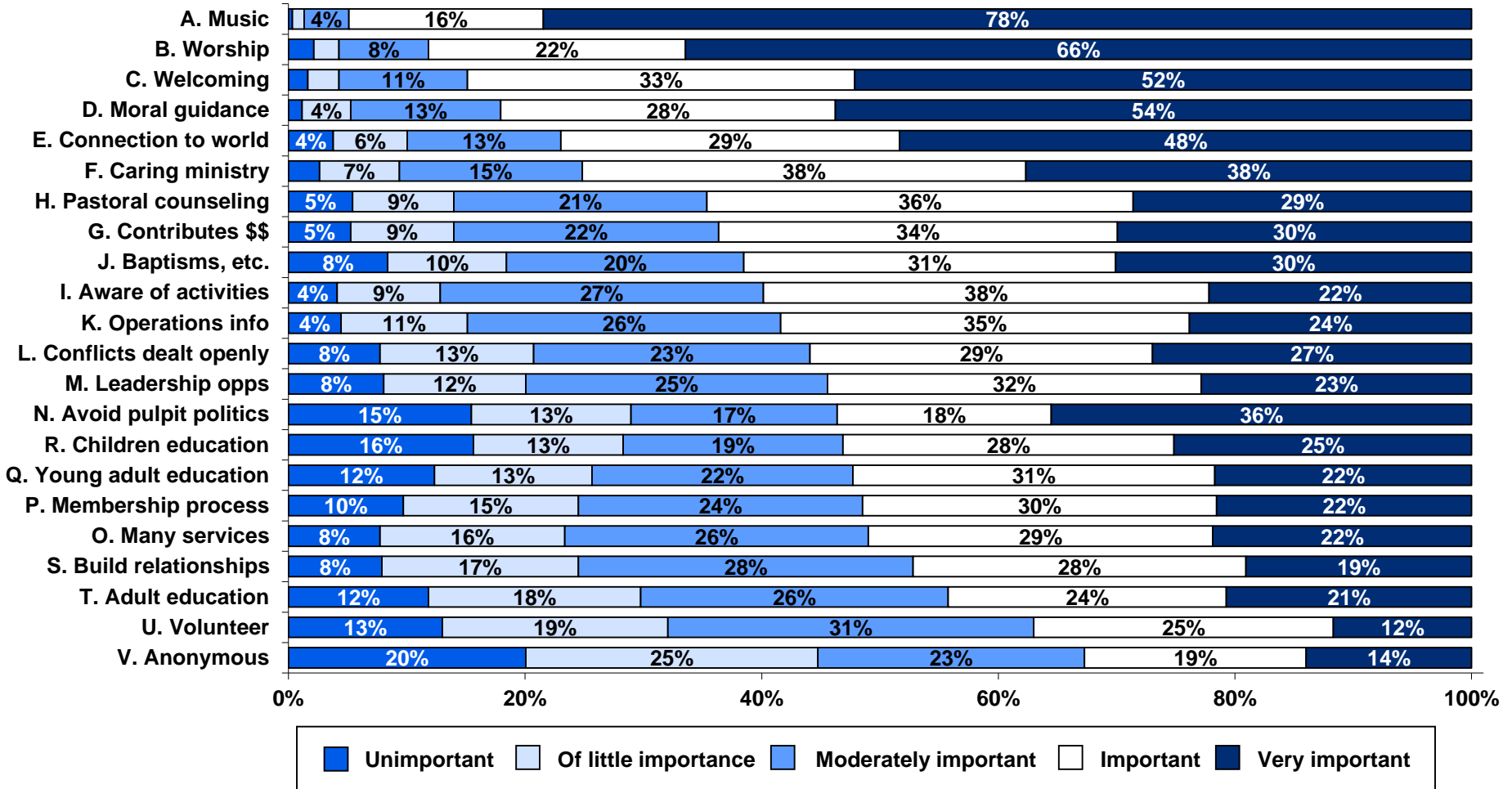


Note: n = 608; Data converted to a 5-point scale to compare responses to two questions. See slides 15-18 for supporting data
 Source: STC survey

SUPPLEMENTAL DATA FOR SLIDE 14 (1 OF 4)

Data From Respondents Who Attend STC Services

Q: When searching for a church to attend, how important are each of the following factors in your decision-making process?

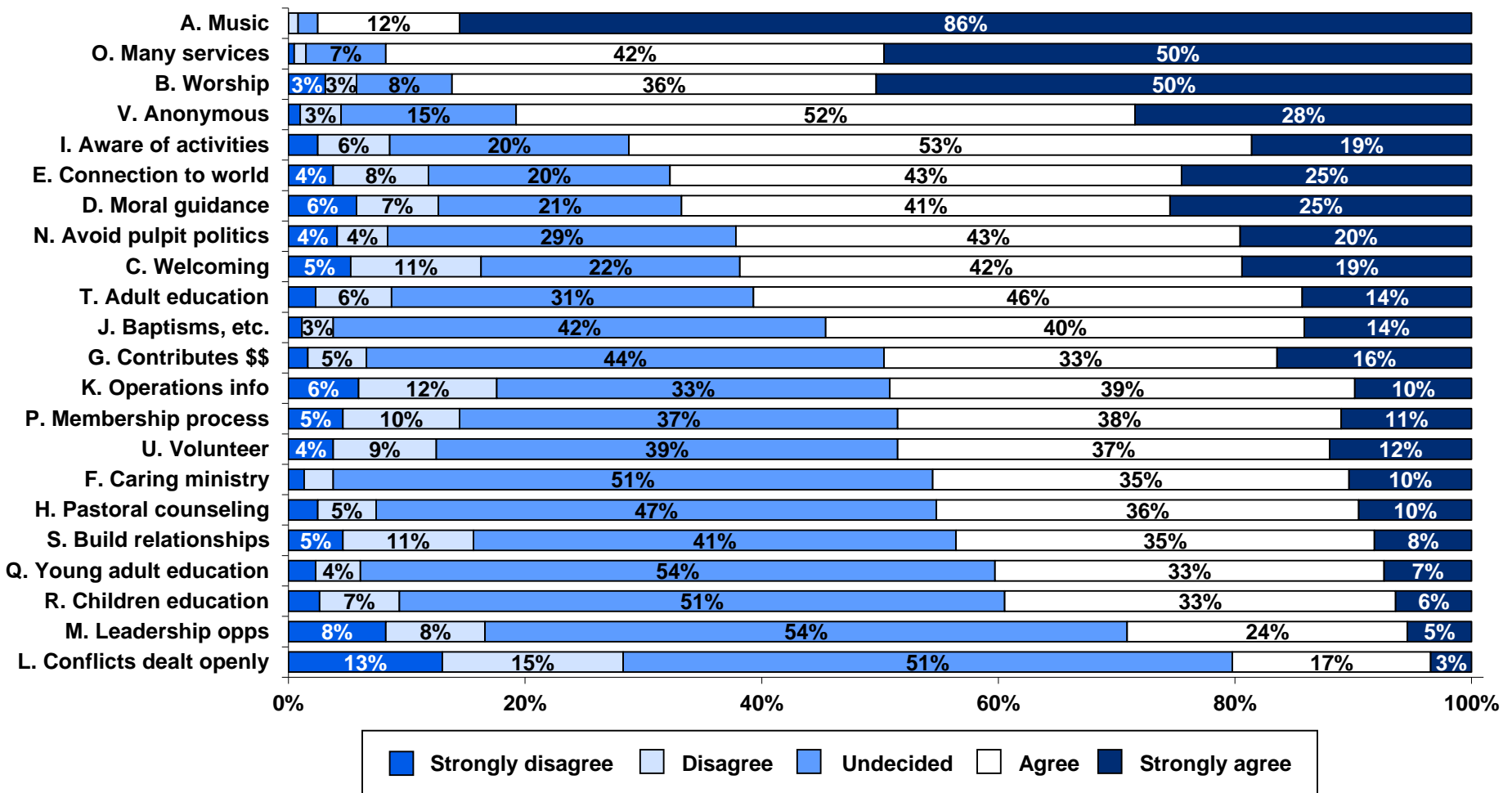


Note: n = 608
 Source: STC survey
 Saint Thomas survey findings

SUPPLEMENTAL DATA FOR SLIDE 14 (2 OF 4)

Data From Respondents Who Attend STC Services

Q: How strongly do you agree or disagree that the following statements are true about Saint Thomas Church?



Note: n = 608
 Source: STC survey
 Saint Thomas survey findings

SUPPLEMENTAL DATA FOR SLIDE 14 (3 OF 4)

Full Text for Answer Choices

**Q: When searching for a church to attend, how important are each of the following factors in your decision-making process?
(Unimportant, Of little importance, Moderately important, Important, Very important)**

- A. Excellent musical offerings**
- B. Worship services that bring me closer to God**
- C. Having an environment that is welcoming to visitors and new members**
- D. Preaching that provides spiritual, moral and ethical guidance in my life**
- E. Preaching that makes connections between the gospel and the world around us**
- F. A caring ministry for the sick, shut-ins and bereaved**
- G. Having a church that contributes money to charity and those in need**
- H. Pastoral counseling for members of the congregation**
- I. Being aware of the various activities taking place across the congregation**
- J. Opportunities to hold baptisms, confirmations, weddings and / or funerals at the church**
- K. Receiving sufficient information regarding church operations**
- L. Dealing with church disagreements and conflicts openly (as opposed to behind closed doors)**
- M. Ensuring that every member who is qualified and interested has an equal opportunity to hold key leadership positions**
- N. Avoiding politics in the pulpit**
- O. Access to many services offered throughout the week**
- P. Having a clear process for church membership**
- Q. Christian education and fellowship opportunities for young adults**
- R. Christian education and fellowship opportunities for children**
- S. Opportunities to connect and build deep relationships with other members**
- T. Christian education programs for adults (e.g., theology classes, lectures)**
- U. Opportunities to volunteer my time for charity and serve those in need**
- V. The ability to worship in an environment that allows me to be anonymous**

SUPPLEMENTAL data FOR SLIDE 14 (4 OF 4)

Full Text for Answer Choices

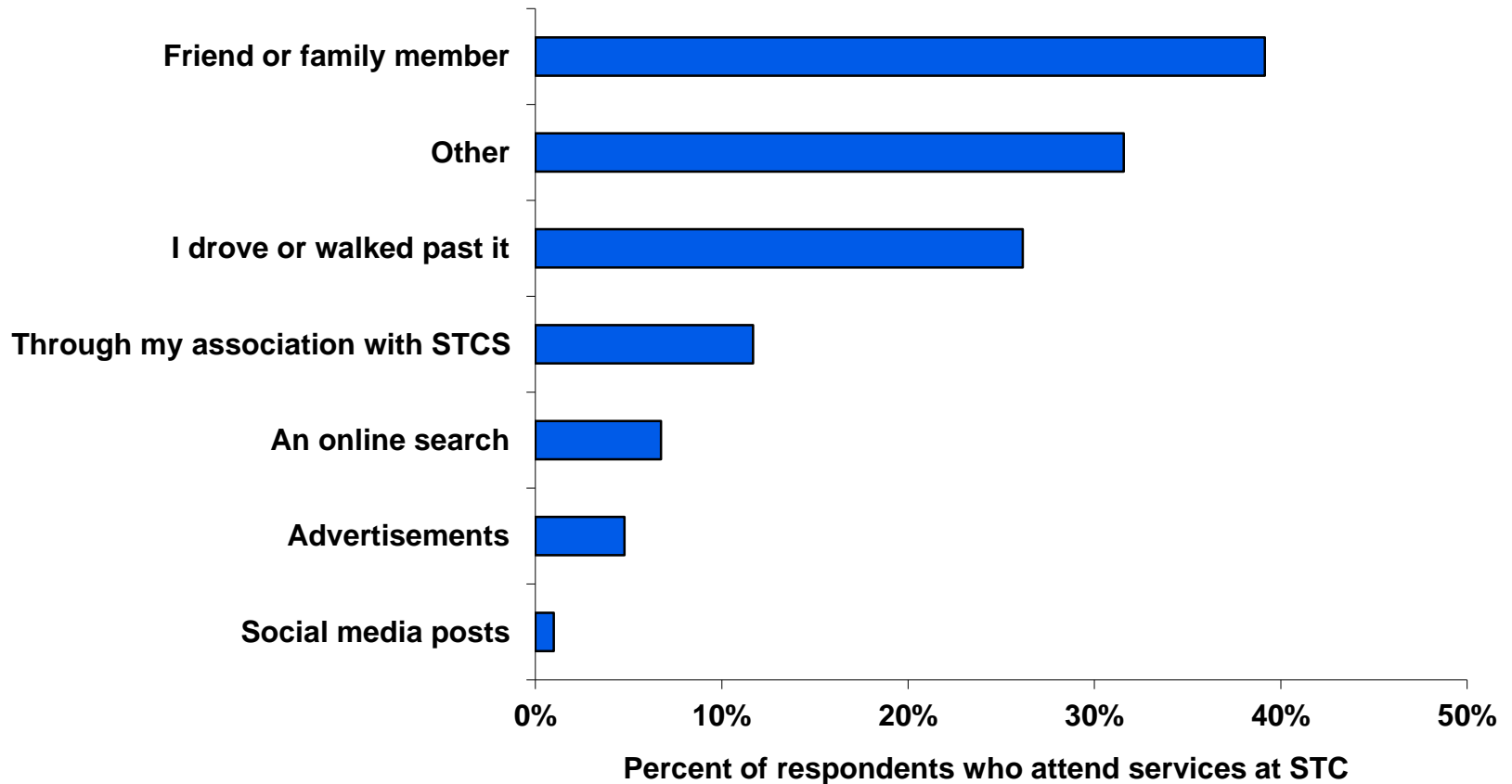
Q: How strongly do you agree or disagree that each of the following statements is true about Saint Thomas Church? (Strongly disagree, Disagree, Undecided, Agree, Strongly agree)

- A. The musical offerings are excellent**
- B. Attending the worship services at Saint Thomas brings me closer to God**
- C. The church is welcoming to visitors and new church members**
- D. The preaching provides sufficient spiritual, moral and ethical guidance in my life**
- E. The preaching makes sufficient connections between the gospel and the world around us**
- F. The church provides a caring ministry for the sick, shut-ins and the bereaved**
- G. The church contributes a sufficient amount of money to charity and those in need**
- H. The clergy provides sufficient pastoral counseling to members of the congregation**
- I. The activities taking place in the congregation are well publicized**
- J. The clergy provides sufficient opportunities for baptisms, confirmations, weddings, and / or funerals at Saint Thomas**
- K. Members receive sufficient information regarding church operations**
- L. Disagreement and conflicts are dealt with openly rather than hushed up or hidden behind closed doors**
- M. Every member who is qualified and interested has an equal opportunity to hold key leadership positions**
- N. Politics are sufficiently avoided in the pulpit**
- O. There are a sufficient number of services offered throughout the week**
- P. The process to become a member of the church is clear**
- Q. The church provides sufficient Christian education and fellowship opportunities for young adults**
- R. The church provides sufficient Christian education and fellowship opportunities for children**
- S. There are sufficient opportunities to connect and build deep relationships with other members**
- T. There are sufficient Christian education programs for adults (e.g., theology classes, lectures)**
- U. There are sufficient opportunities to volunteer my time for charity and serve those in need**
- V. I can be anonymous, if I wish**

RESPONDENTS FIRST LEARNED ABOUT SAINT THOMAS CHURCH IN A VARIETY OF WAYS

Data From Respondents Who Attend Services

Q: How did you first hear about Saint Thomas Church? (check all that apply)



Note: n = 608; Answers do not sum to 100% because respondents could select more than one answer

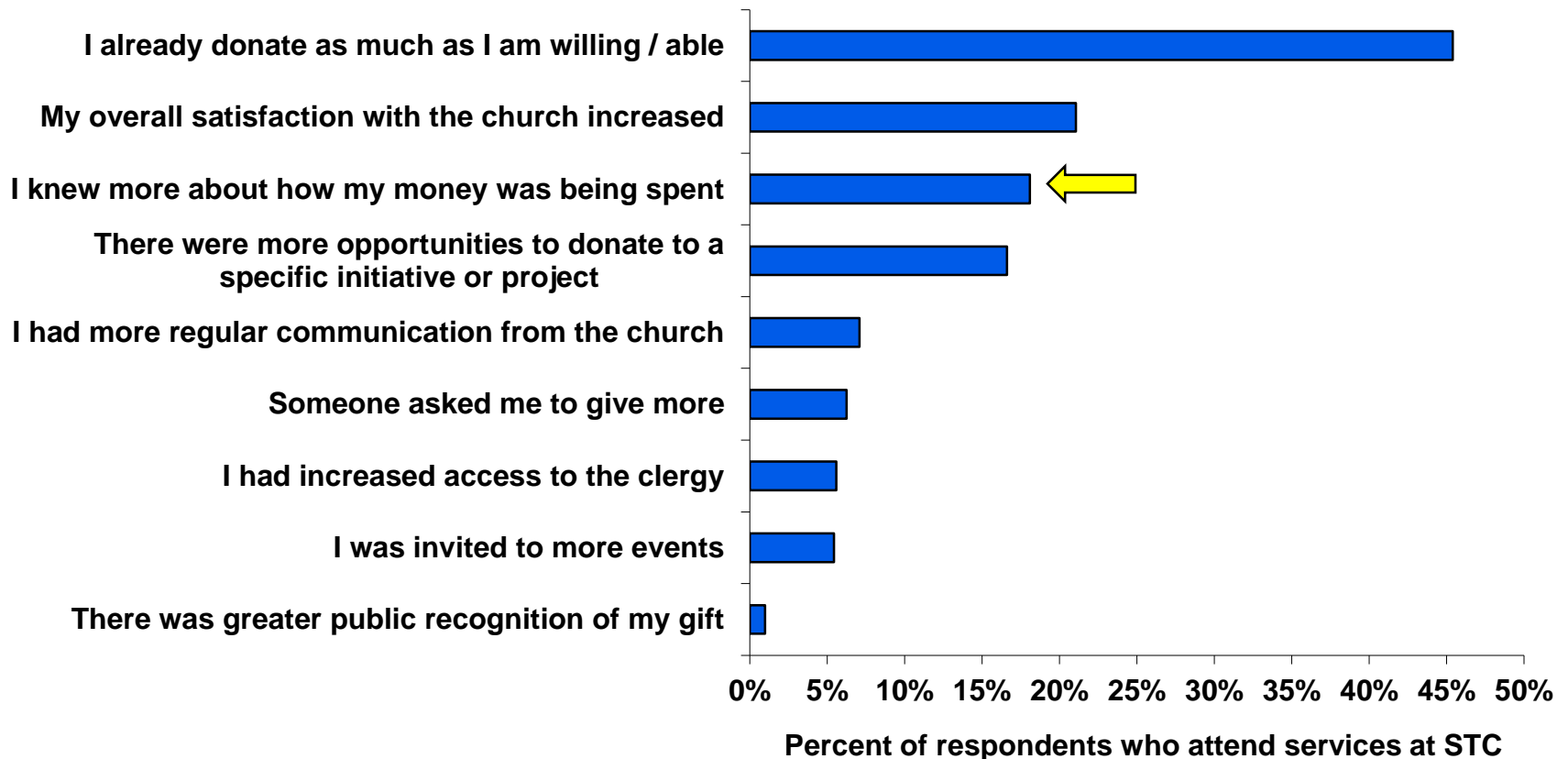
Source: STC survey

Saint Thomas survey findings

SOME RESPONDENTS INDICATED A WILLINGNESS TO INCREASE FINANCIAL SUPPORT FOR SAINT THOMAS GIVEN A GREATER UNDERSTANDING OF HOW MONEY IS SPENT

Data From Respondents Who Attend STC Services

Q: Which, if any, of the following would cause you to increase your giving to STC? (check all that apply)



Note: n = 608; Answers do not sum to 100% because respondents could select more than one answer; "Other" answers removed

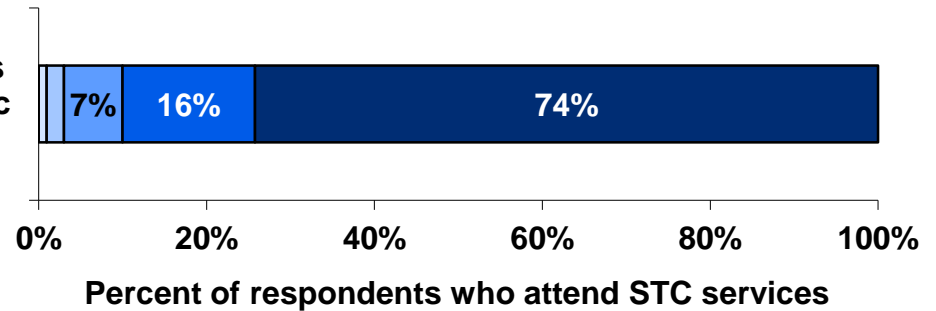
Source: STC survey

Saint Thomas survey findings

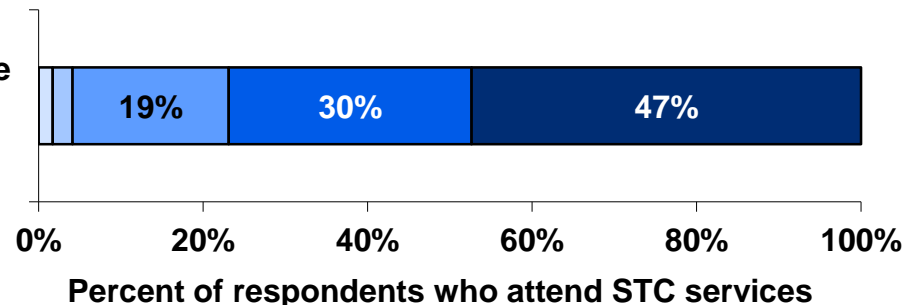
CHURCH-GOING RESPONDENTS BELIEVE IN THE IMPORTANCE OF THE CHOIR SCHOOL AND MOST FIND IT EASY TO “TALK-UP”

Data From Respondents Who Attend STC Services

Q: How important is it to you that Saint Thomas operates a boy choir school that provides music for services and concerts at the church?



Q: To what extent is it easy for you to 'talk up' the Saint Thomas Choir School to other people you know?



Note: n = 532
 Source: STC survey
 Saint Thomas survey findings

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Background

Church attendees

- Current attendees
- Former attendees
- Parents of young children

Choir School alumni / parents

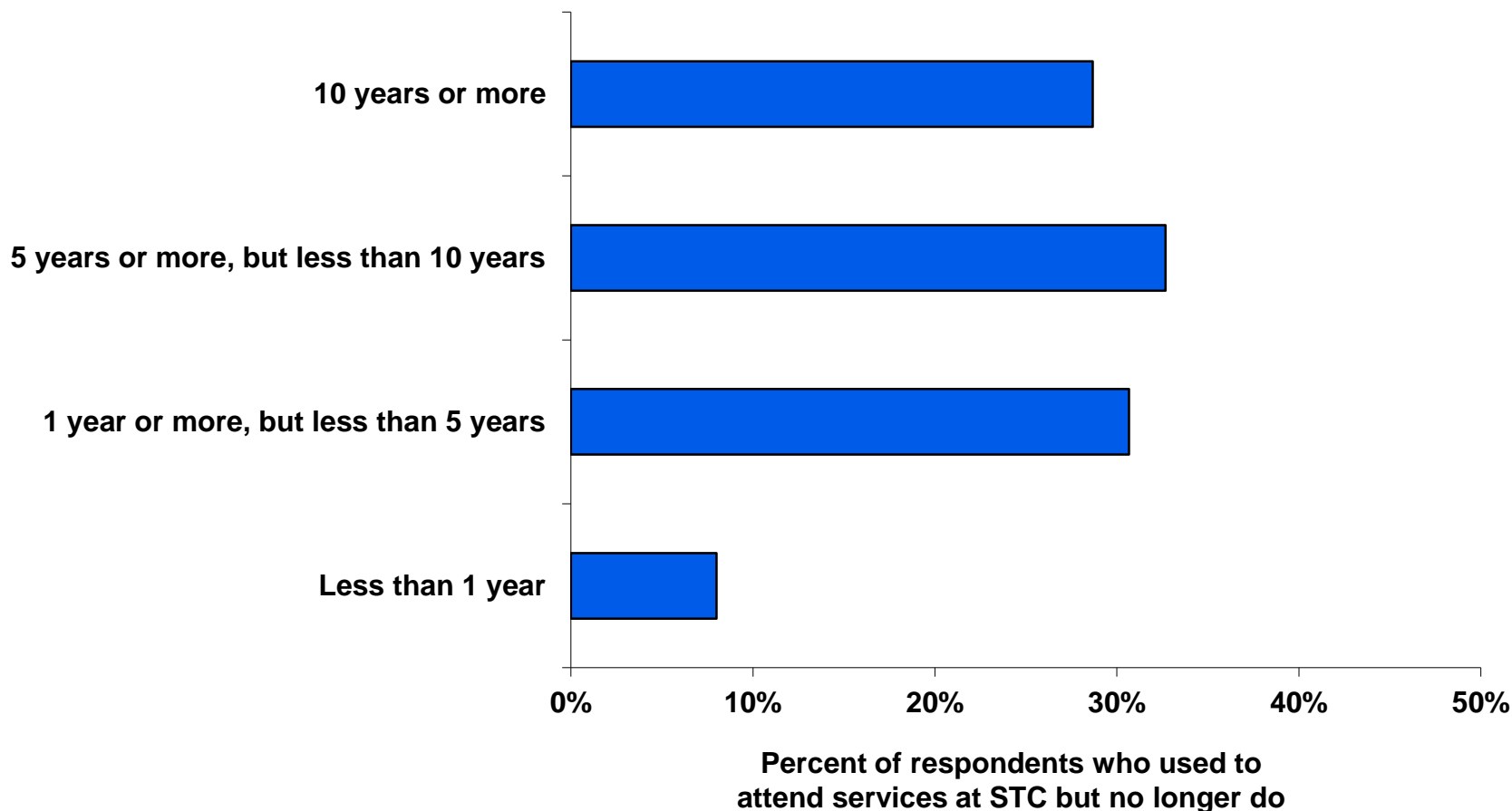
Concert attendees

Friends of Music

RESPONDENTS WHO HAVE LEFT THE CHURCH ATTENDED FOR VARIOUS PERIODS OF TIME BEFORE LEAVING

Data From Respondents Who Used to Attend Services and No Longer Do

Q: For approximately how many years had you been attending Saint Thomas Church services before you left the church?

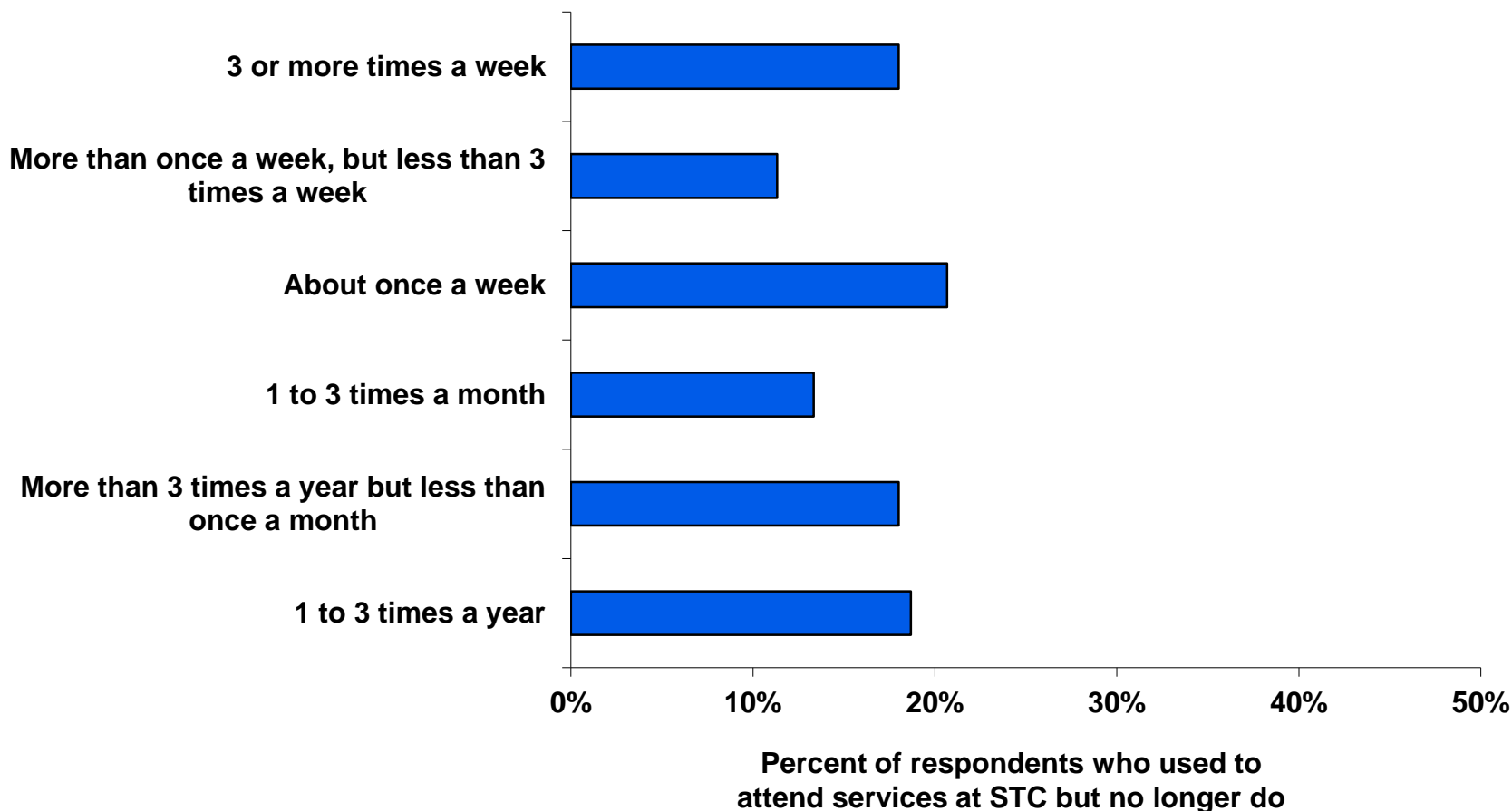


Note: n = 150
Source: STC survey
Saint Thomas survey findings

RESPONDENTS WHO HAVE LEFT THE CHURCH REPRESENT FORMER REGULAR AND INFREQUENT ATTENDEES ALIKE

Data From Respondents Who Used to Attend Services and No Longer Do

Q: Before you left the church, how often did you typically attend Saint Thomas Church for a service or event?

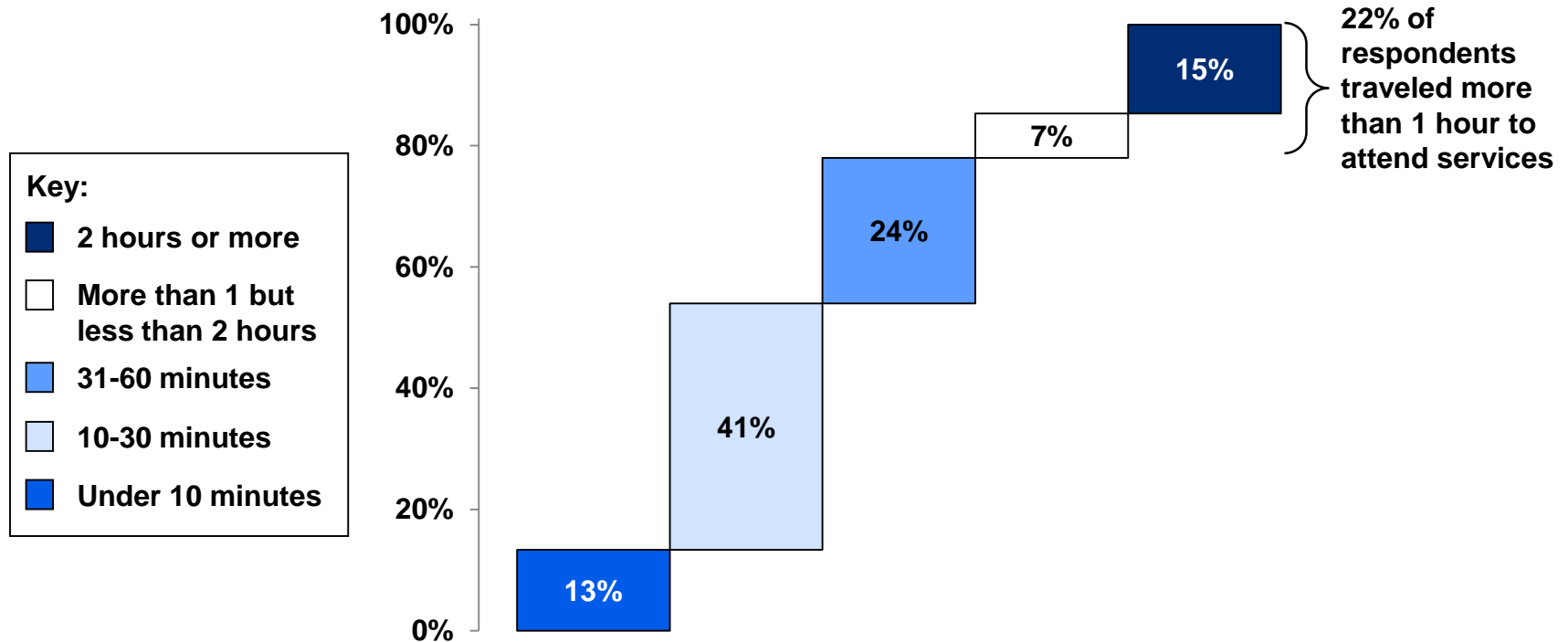


Note: n = 150
Source: STC survey
Saint Thomas survey findings

MANY RESPONDENTS WHO LEFT THE CHURCH WERE WILLING TO TRAVEL LONG DISTANCES TO ATTEND

Data From Respondents Who Used to Attend Services and No Longer Do

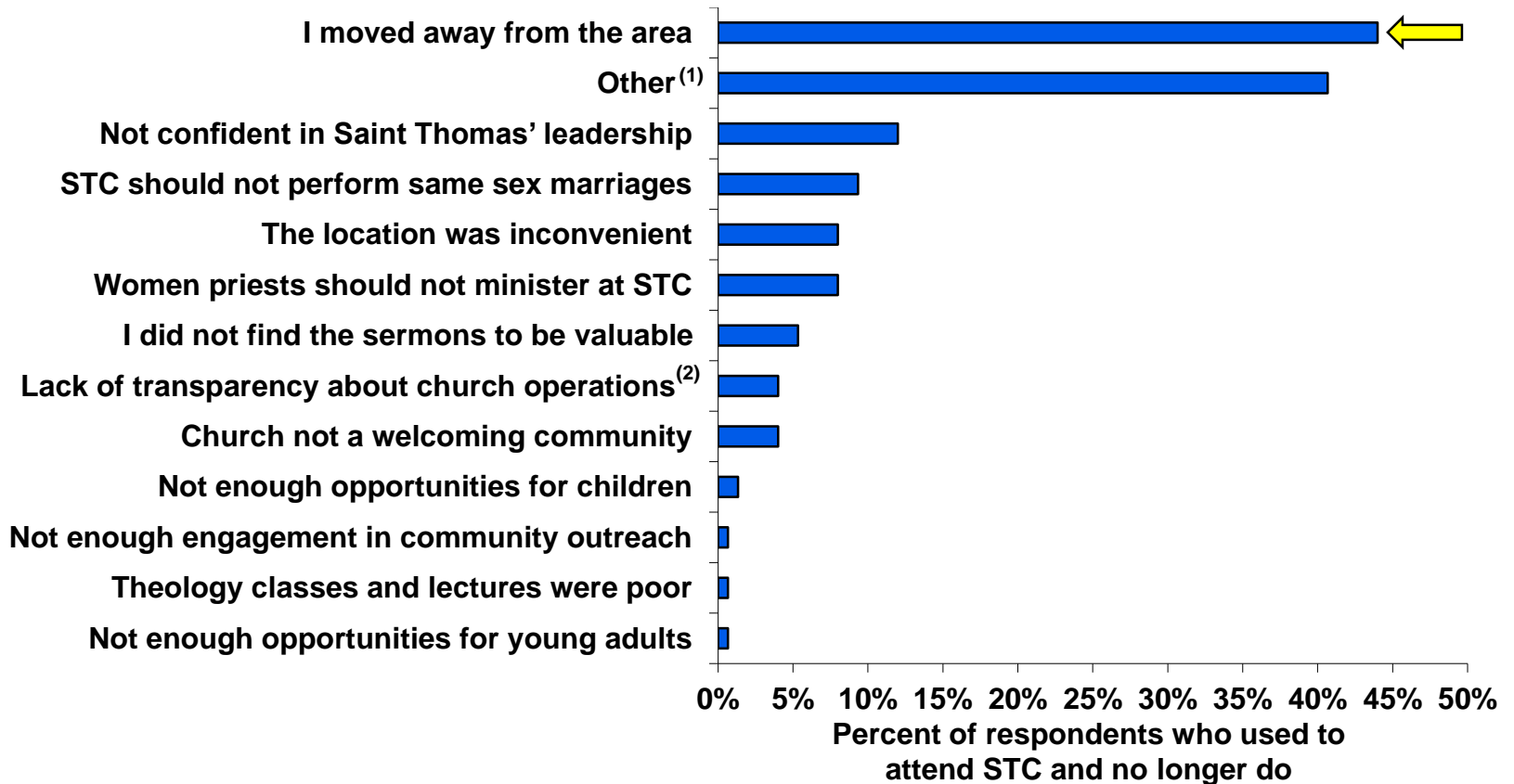
Q: How long did it usually take you to travel from home to church?



MOST RESPONDENTS WHO LEFT THE CHURCH STOPPED ATTENDING BECAUSE THEY MOVED AWAY FROM THE AREA

Data From Respondents Who Used to Attend Services and No Longer Do

Q: Which of the following factors were most important in your decision to stop attending STC? (check up to three)



(1) Common write-in responses include factors like moving away, spending more time outside of the city (weekend homes), illness, losing touch with religion, or graduating from the Choir School (alumni / parents who no longer attend)

(2) Full answer was "I was frustrated by a lack of transparency about church operations and how money was spent"

Note: n = 150; Answers do not sum to 100% because respondents could select more than one answer

Source: STC survey

Saint Thomas survey findings

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Background

Church attendees

- Current attendees
- Former attendees
- Parents of young children

Choir School alumni / parents

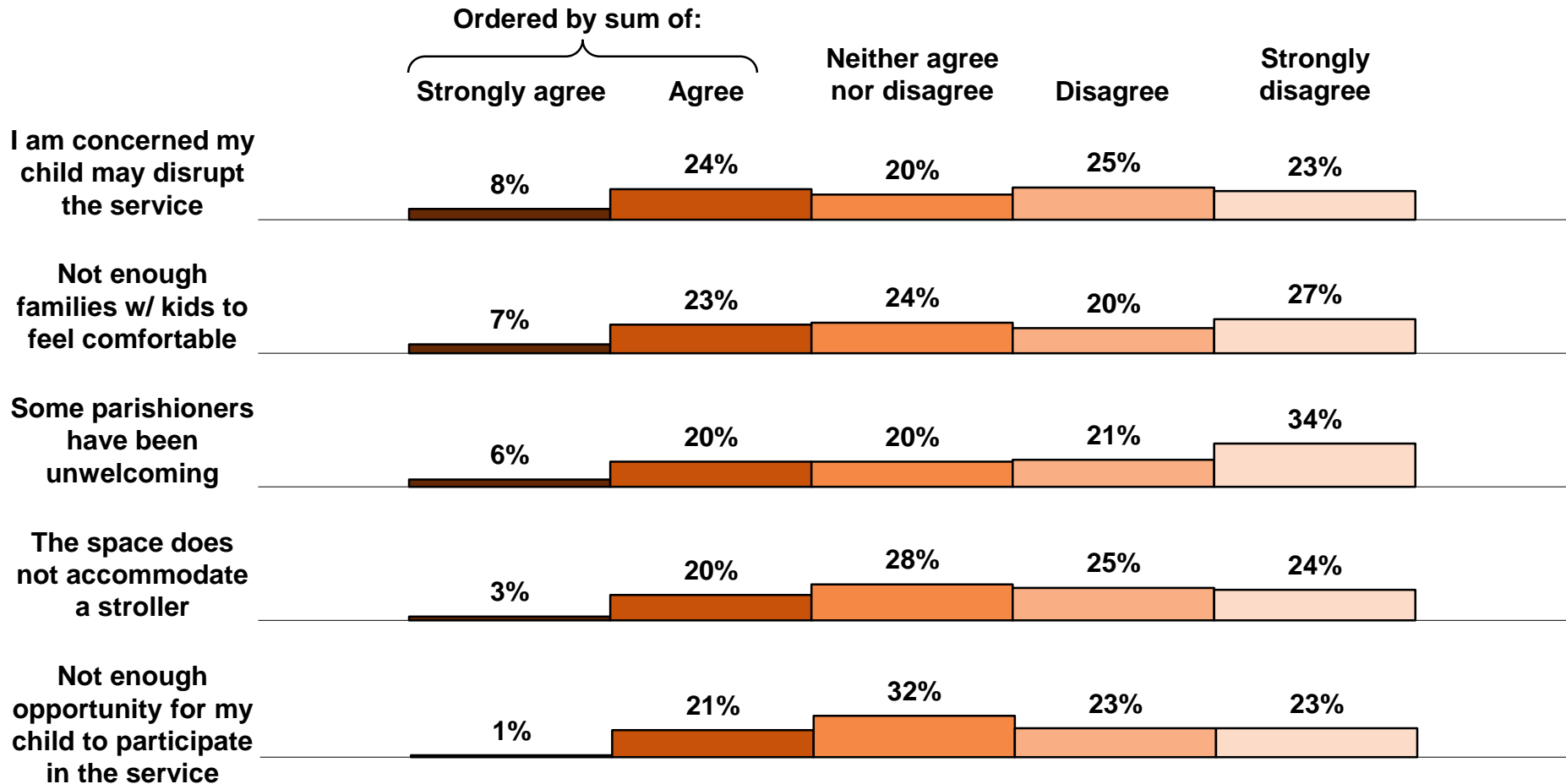
Concert attendees

Friends of Music

RESPONDENTS NOTED SOME BARRIERS TO BRINGING CHILDREN TO STC (1 OF 2)

Data From Respondents Who Have Children Under 18 in the Home

Q: To what extent do you agree that the following are barriers for bringing children to services at STC?

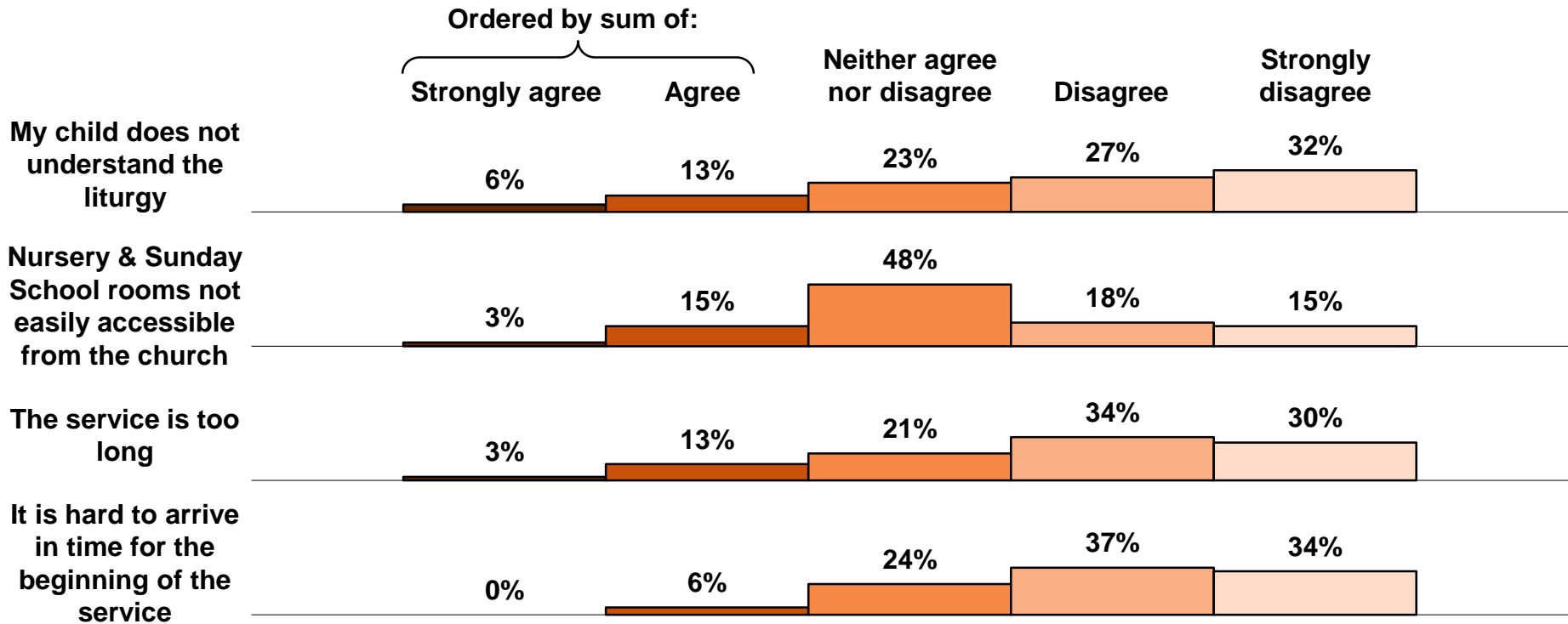


Note: n = 71
Source: STC survey
Saint Thomas survey findings

RESPONDENTS NOTED SOME BARRIERS TO BRINGING CHILDREN TO STC (2 OF 2)

Data From Respondents Who Have Children Under 18 in the Home

Q: To what extent do you agree that the following are barriers for bringing children to services at STC?

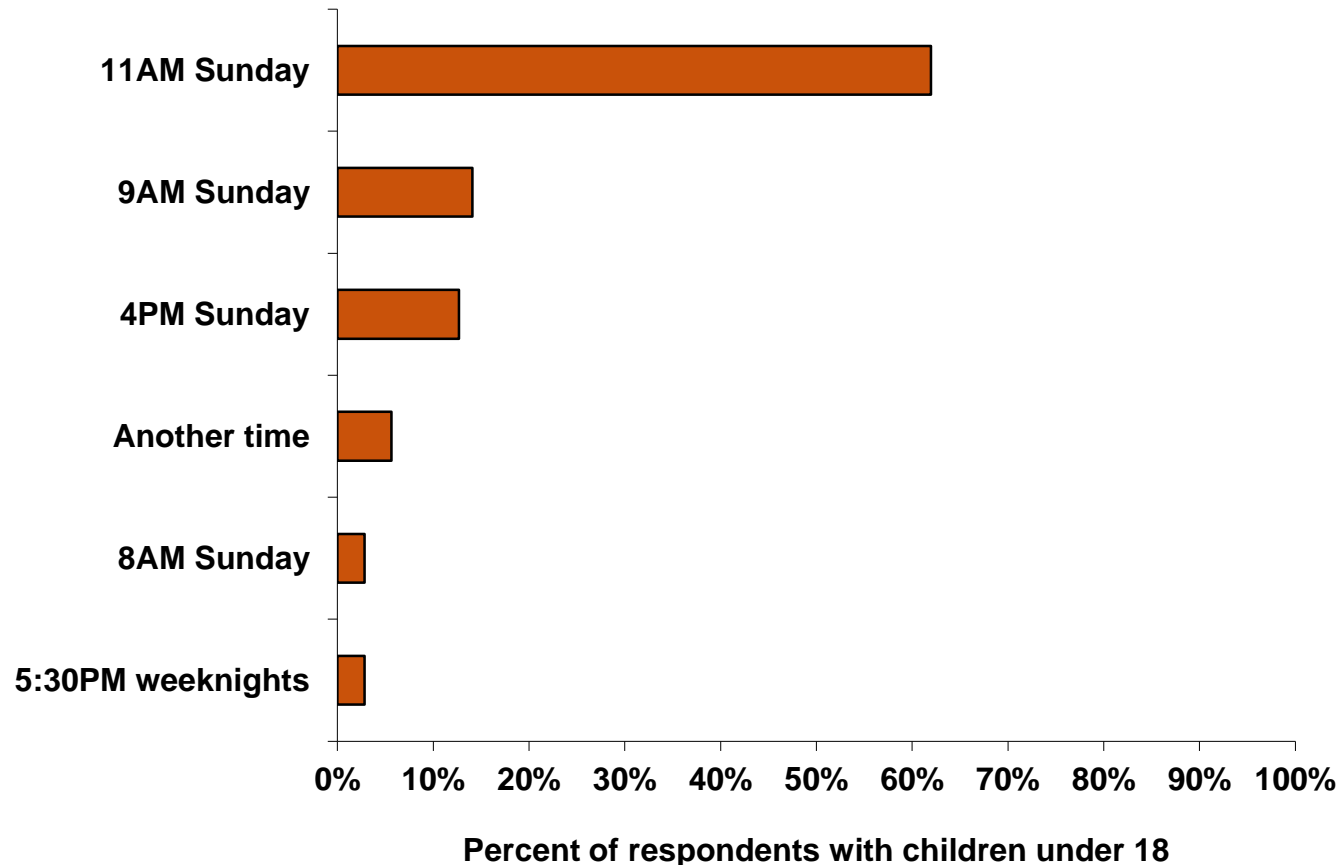


Note: n = 71
 Source: STC survey
 Saint Thomas survey findings

THE MAJORITY OF FAMILY RESPONDENTS INDICATED THE 11AM SUNDAY SERVICE AS MOST CONVENIENT

Data From Respondents Who Have Children Under 18 in the Home

Q: What is the most convenient time for you and your children to attend a church service at STC?

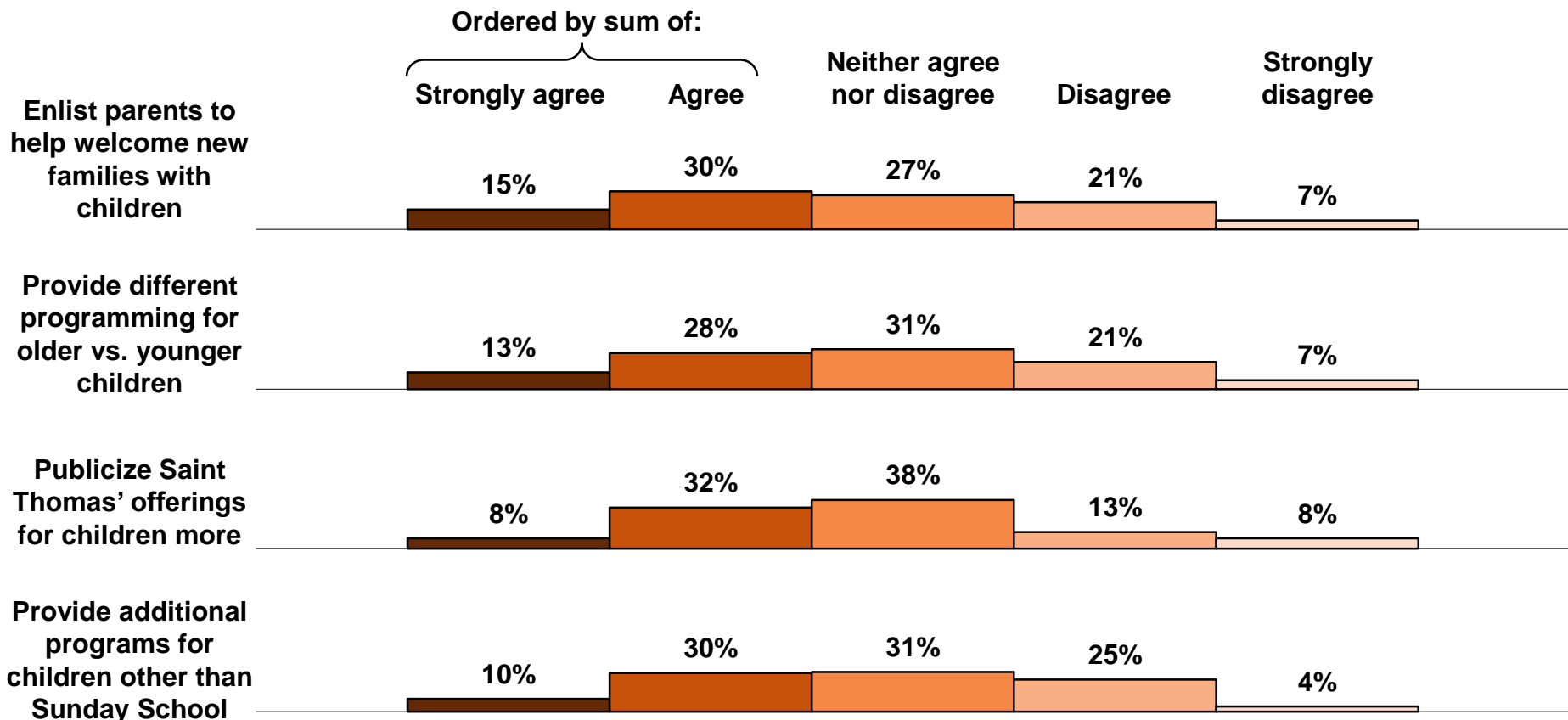


Note: n = 71
Source: STC survey
Saint Thomas survey findings

RESPONDENTS INDICATED MIXED PREFERENCES REGARDING CHANGES THAT COULD IMPROVE THE EXPERIENCE FOR FAMILIES AT STC (1 OF 2)

Data From Respondents Who Have Children Under 18 in the Home

Q: To what extent do you agree that the following changes would improve your family's experience at STC?

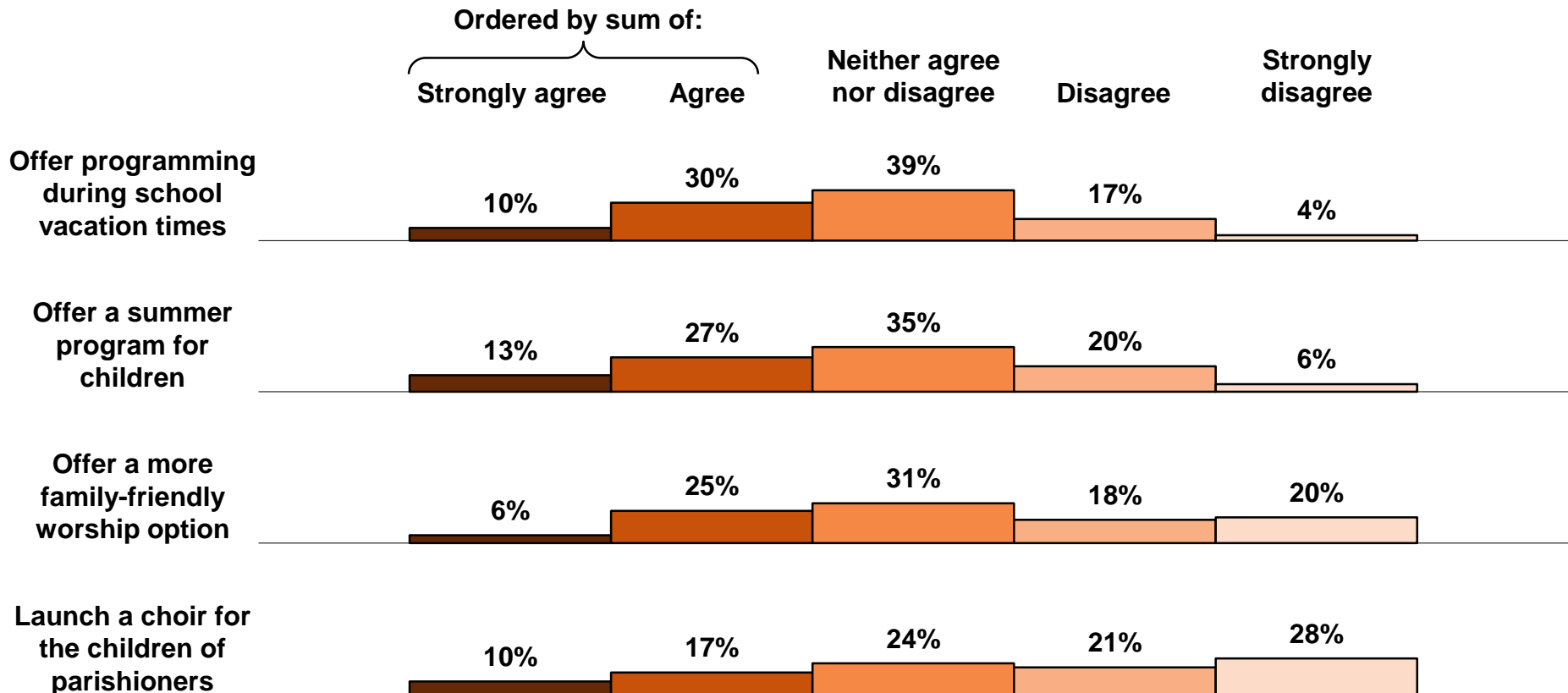


Note: n = 71
 Source: STC survey
 Saint Thomas survey findings

RESPONDENTS INDICATED MIXED PREFERENCES REGARDING CHANGES THAT COULD IMPROVE THE EXPERIENCE FOR FAMILIES AT STC (2 OF 2)

Data From Respondents Who Have Children Under 18 in the Home

Q: To what extent do you agree that the following changes would improve your family's experience at STC?



Note: n = 71
Source: STC survey
Saint Thomas survey findings

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Background

Church attendees

- **Current attendees**
- **Former attendees**
- **Parents of young children**

Choir School alumni / parents

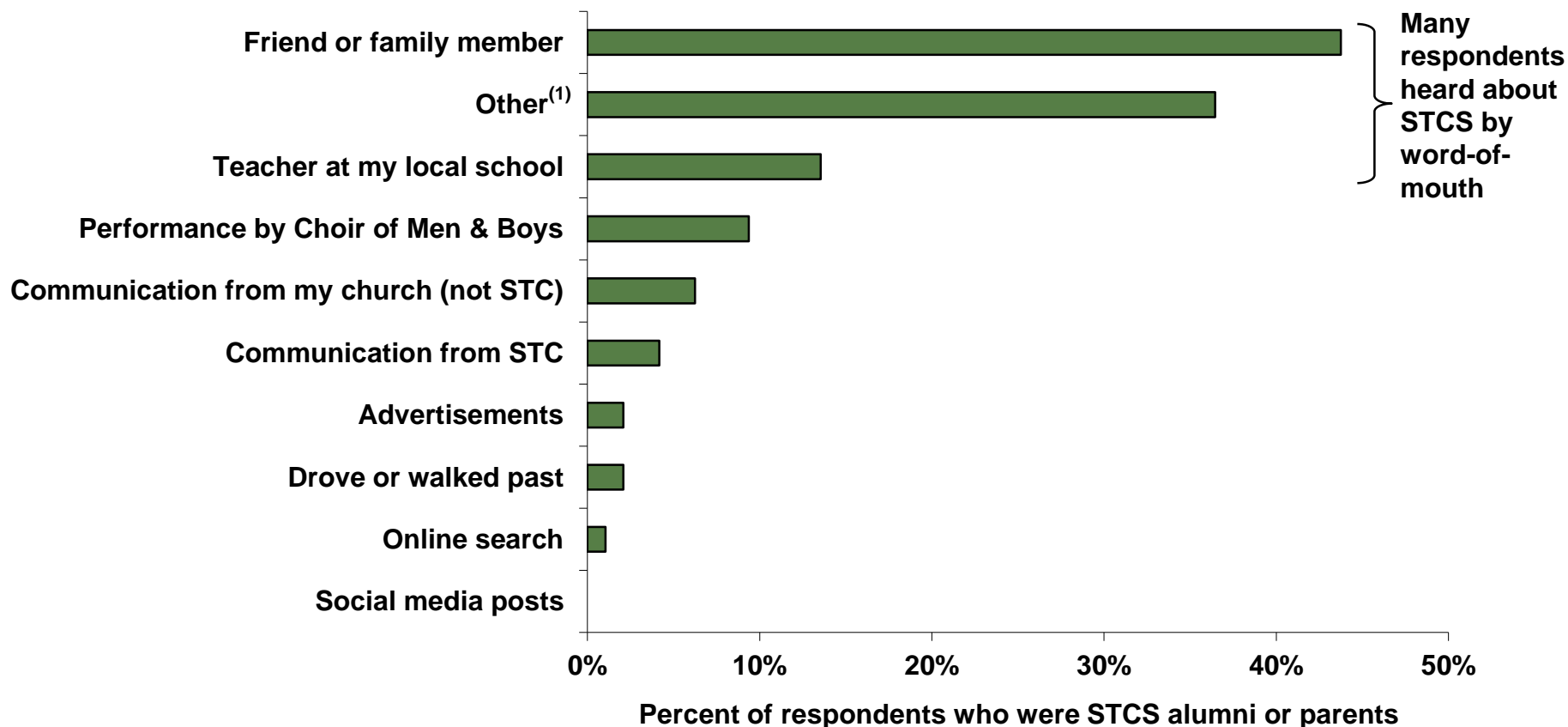
Concert attendees

Friends of Music

WORD-OF-MOUTH IS THE PRIMARY MEANS BY WHICH RESPONDENTS FIRST LEARNED ABOUT THE CHOIR SCHOOL

Data From Choir School Respondents

Q: How did you first hear about Saint Thomas Choir School? (check all that apply)



(1) Nearly all written-in answers specified they'd heard of STCS by word-of-mouth: from a friend or family member, Saint Thomas Church or another church, or a music teacher / choral director

Note: n = 96; Answers do not sum to 100% because respondents could select more than one answer

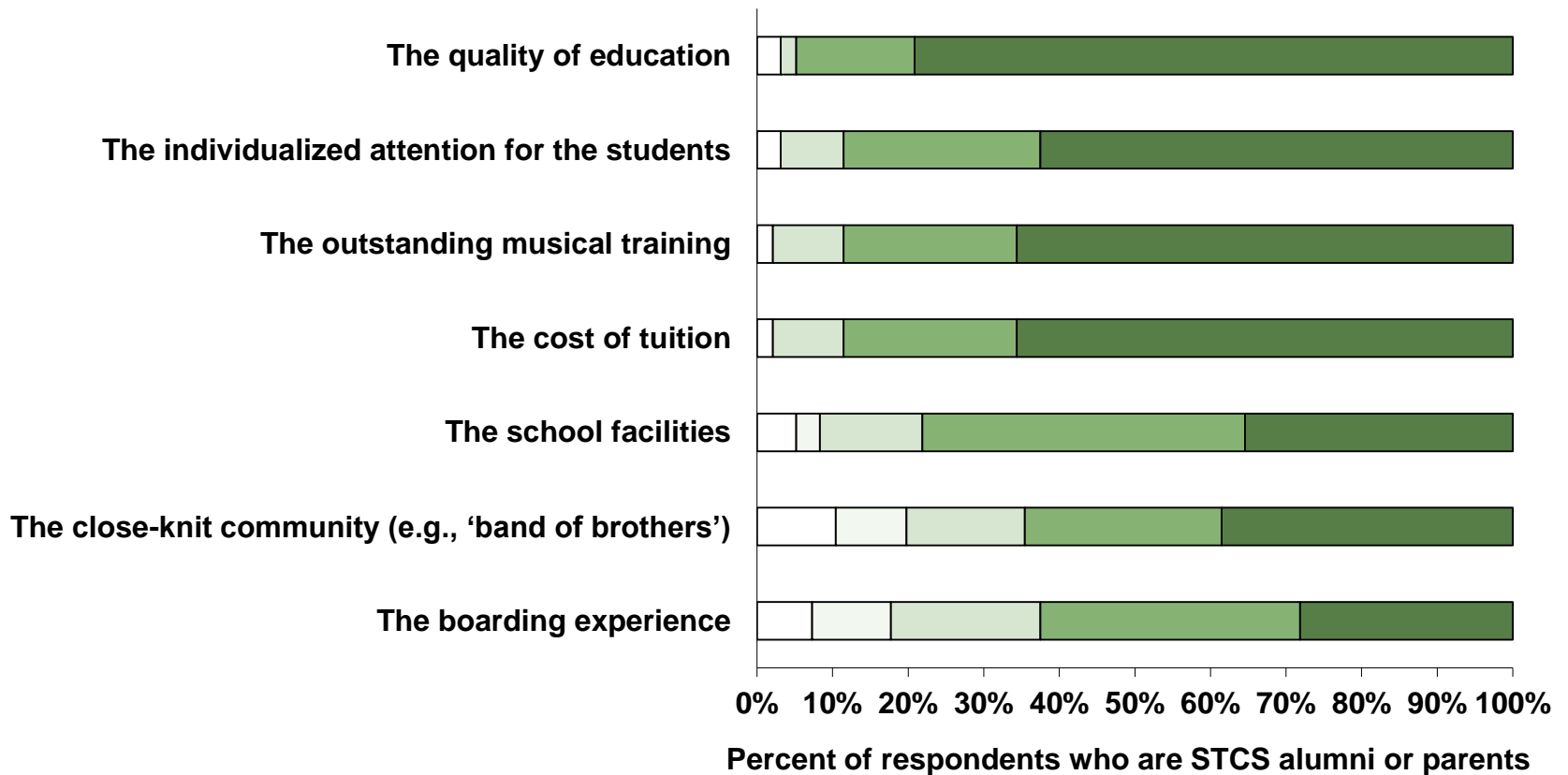
Source: STC survey

Saint Thomas survey findings

RESPONDENTS CHOSE STCS FOR ITS HIGH-QUALITY EDUCATION, INDIVIDUALIZED ATTENTION FOR STUDENTS, AND OUTSTANDING MUSICAL TRAINING

Data From Choir School Respondents

Q: How important were each of the following factors in your ultimate decision to send your child to / come to STCS?

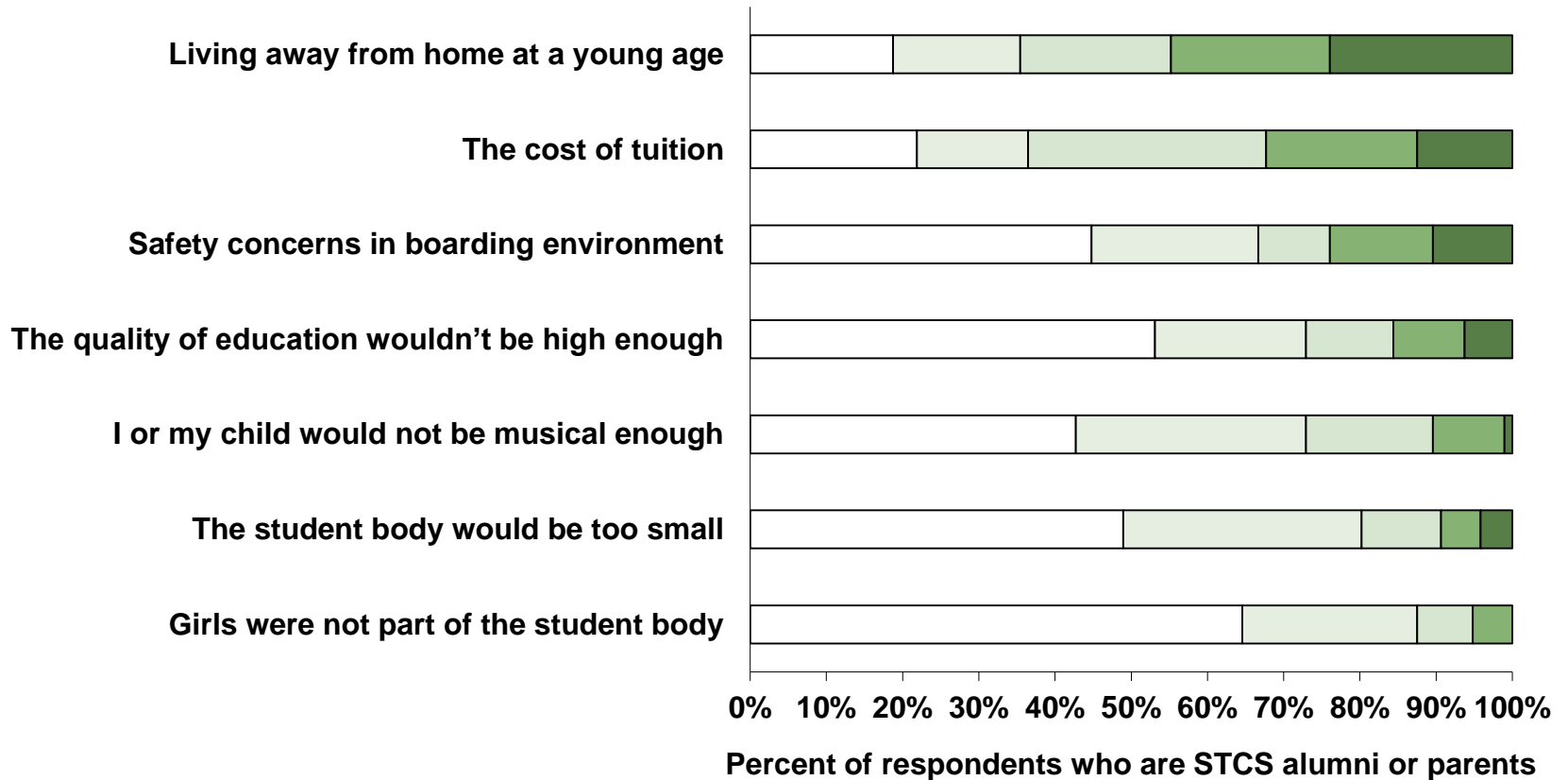


Note: n = 96
 Source: STC survey
 Saint Thomas survey findings

LIVING AWAY FROM HOME WAS THE PRIMARY HESITATION OF RESPONDENTS WHEN CONSIDERING STCS

Data From Choir School Respondents

Q: Recall the hesitations you may have had when first considering STCS. How concerning were each of the following?



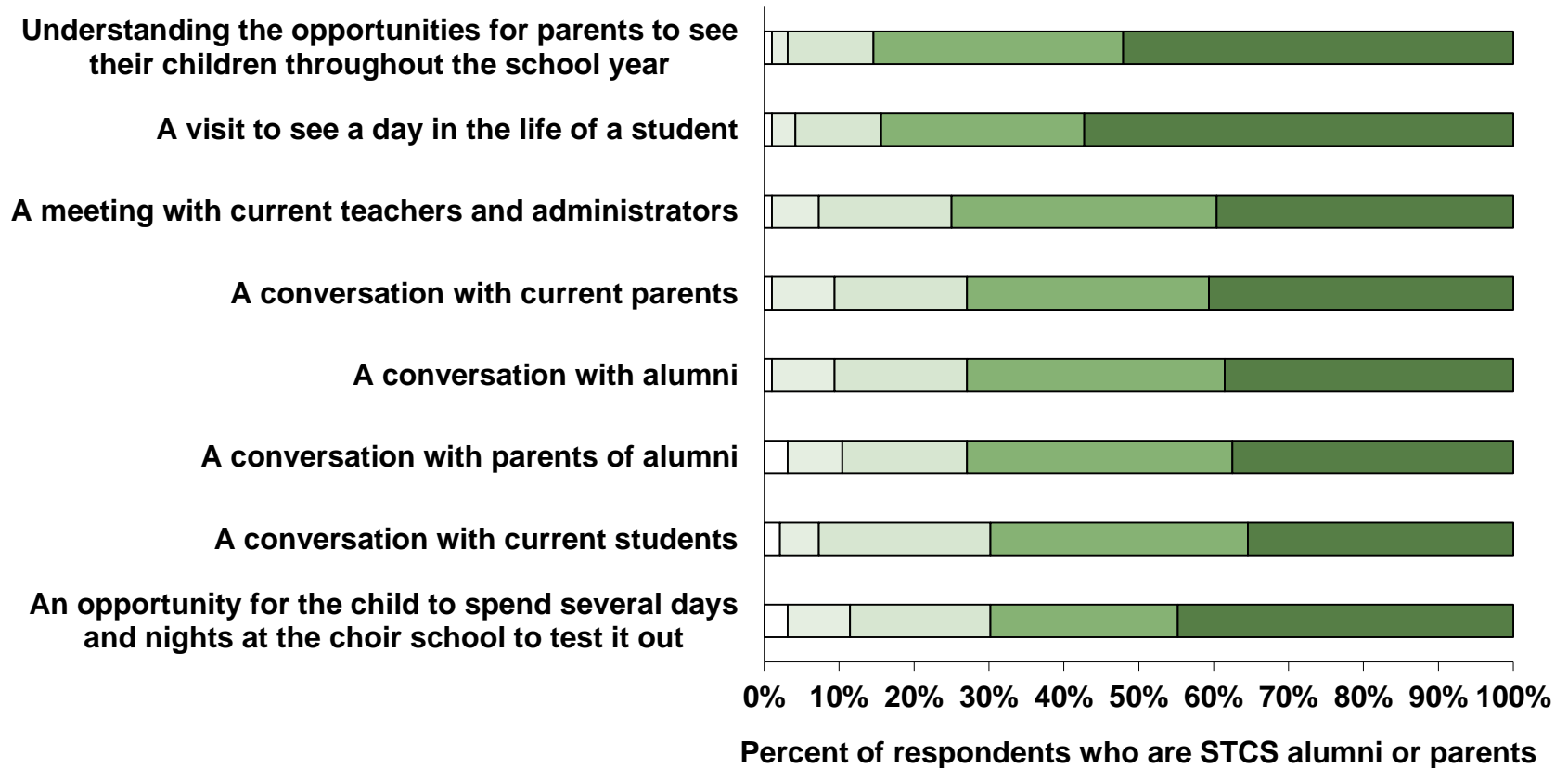
Note: n = 96
 Source: STC survey
 Saint Thomas survey findings



BUT, RESPONDENTS BELIEVE THIS HESITATION CAN BE EFFECTIVELY ADDRESSED IN MANY WAYS

Data From Choir School Respondents

Q: We know from talking to people that one of the biggest hurdles to enrolling in STCS is the fact that the boys live away from home at a young age. How helpful are the following factors in helping a parent or child overcome this hurdle?

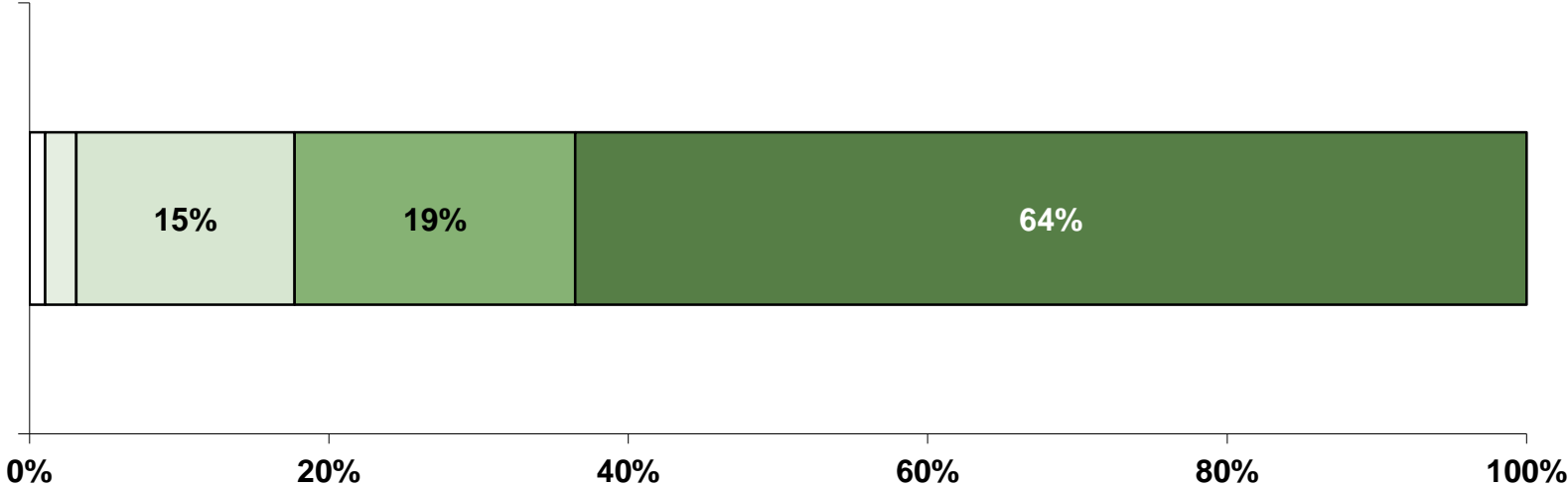


Note: n = 96
 Source: STC survey
 Saint Thomas survey findings

CHOIR SCHOOL RESPONDENTS FEEL STRONGLY THAT THE SCHOOL'S CURRENT STRUCTURE IS IMPORTANT TO ACHIEVING OUTSTANDING MUSICAL QUALITY

Data From Choir School Respondents

Q: How important to achieving outstanding musical quality is the fact that the school is built entirely around supporting, nurturing and training a small number of choristers? (e.g., as opposed to a larger school where the choristers are a subset of a larger student body)



Percent of respondents who were Choir School alumni or parents

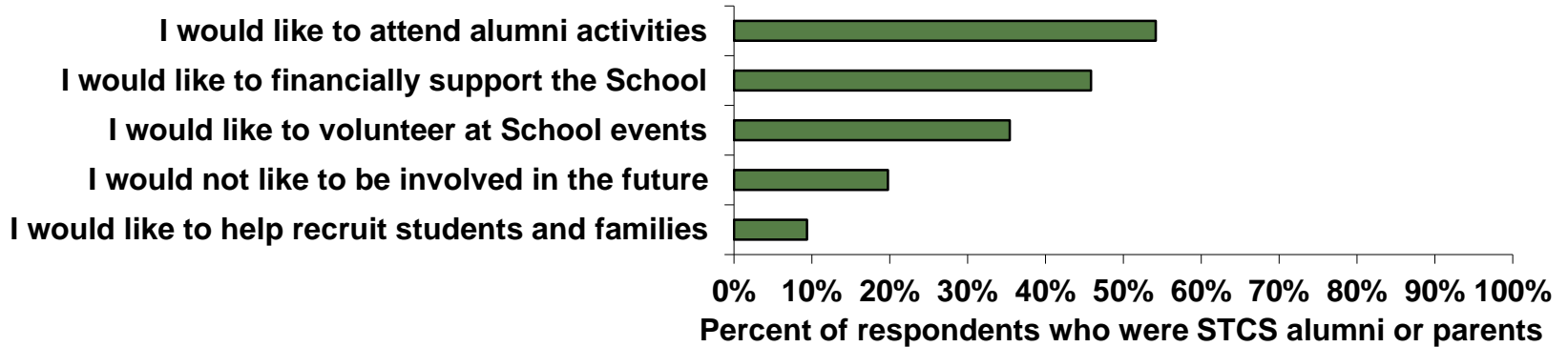


Note: n = 96
Source: STC survey
Saint Thomas survey findings

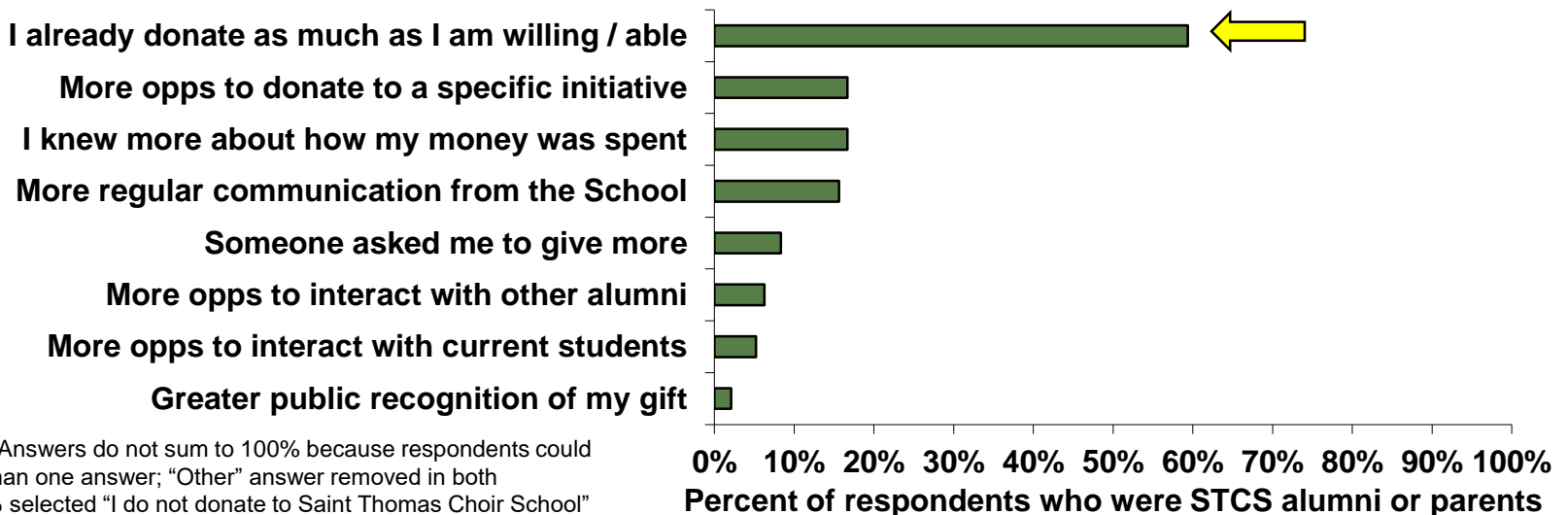
RESPONDENTS ARE INTERESTED IN BEING INVOLVED IN THE SCHOOL, BUT MANY ALREADY DONATE AS MUCH AS THEY ARE WILLING / ABLE

Data From Choir School Respondents

Q: How, if at all, would you like to be involved with the Choir School in the future? (check all that apply)



Q: Which, if any, of the following would cause you to increase your giving to STCS? (check all that apply)



Note: n = 96; Answers do not sum to 100% because respondents could select more than one answer; "Other" answer removed in both questions; 0% selected "I do not donate to Saint Thomas Choir School"

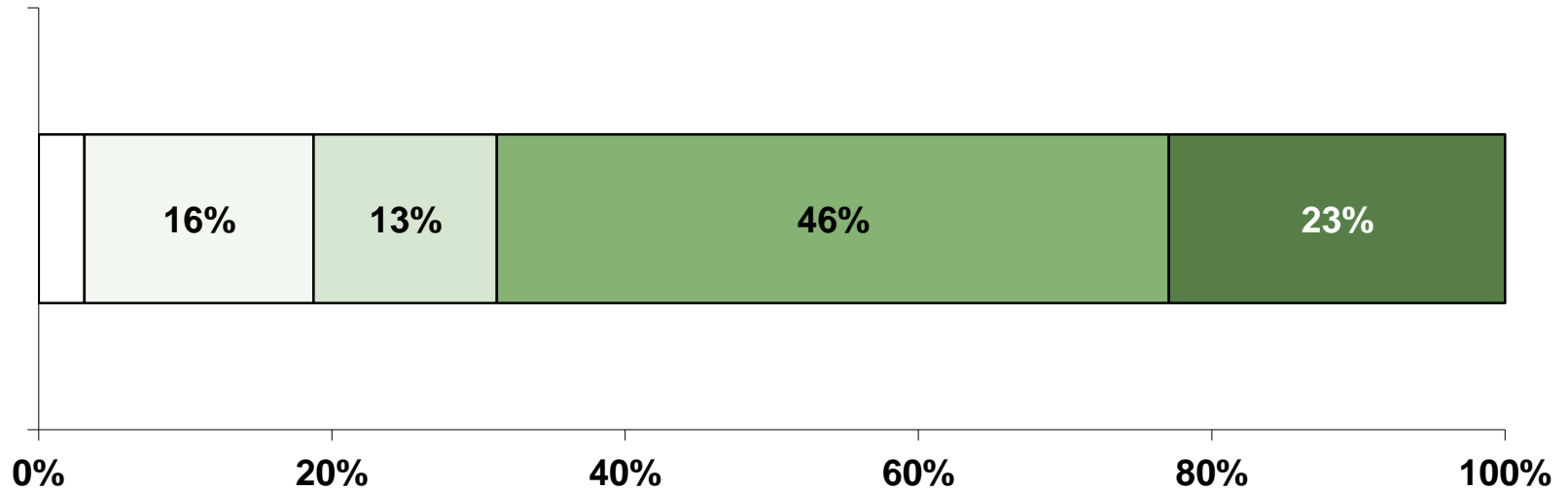
Source: STC survey

Saint Thomas survey findings

THE LEVEL OF CONNECTION TO THE SCHOOL AMONG CHOIR SCHOOL RESPONDENTS IS SOMEWHAT STRONG

Data From Choir School Respondents

Q: To what extent do you feel connected to the Choir School?



Percent of respondents who were Choir School alumni or parents

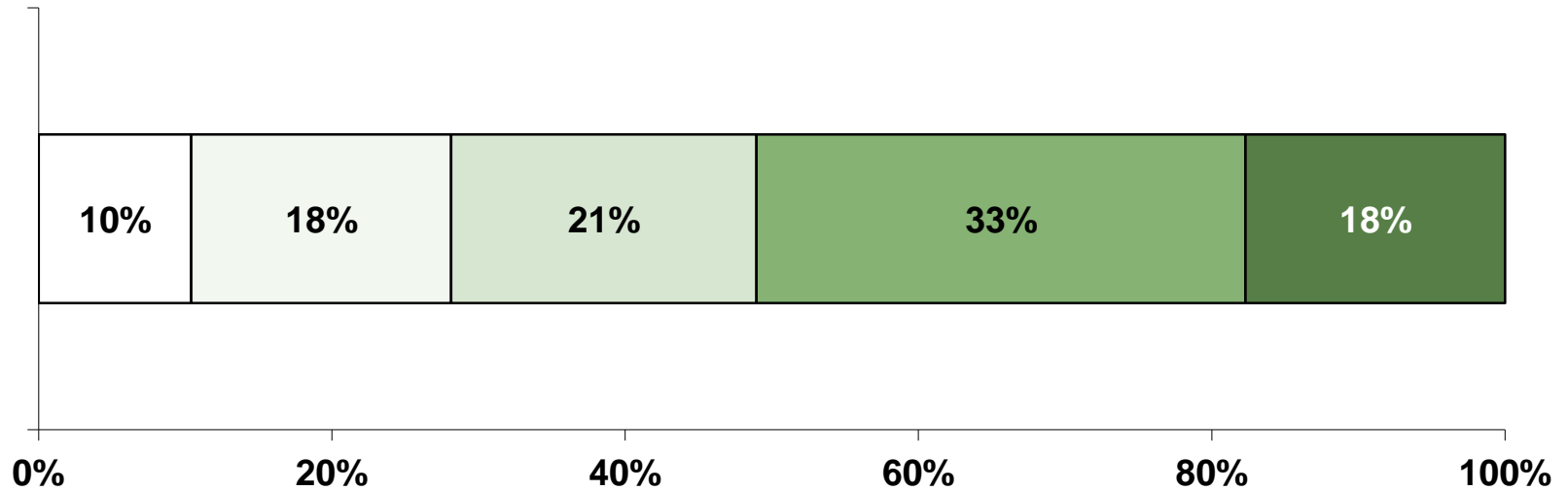


Note: n = 96
Source: STC survey
Saint Thomas survey findings

THE LEVEL OF CONNECTION TO THE CHURCH AMONG CHOIR SCHOOL RESPONDENTS IS NOT PARTICULARLY STRONG

Data From Choir School Respondents

Q: To what extent do you feel connected to Saint Thomas Church?



Percent of respondents who were Choir School alumni or parents



Note: n = 96
Source: STC survey
Saint Thomas survey findings

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- **Current attendees**
- **Former attendees**
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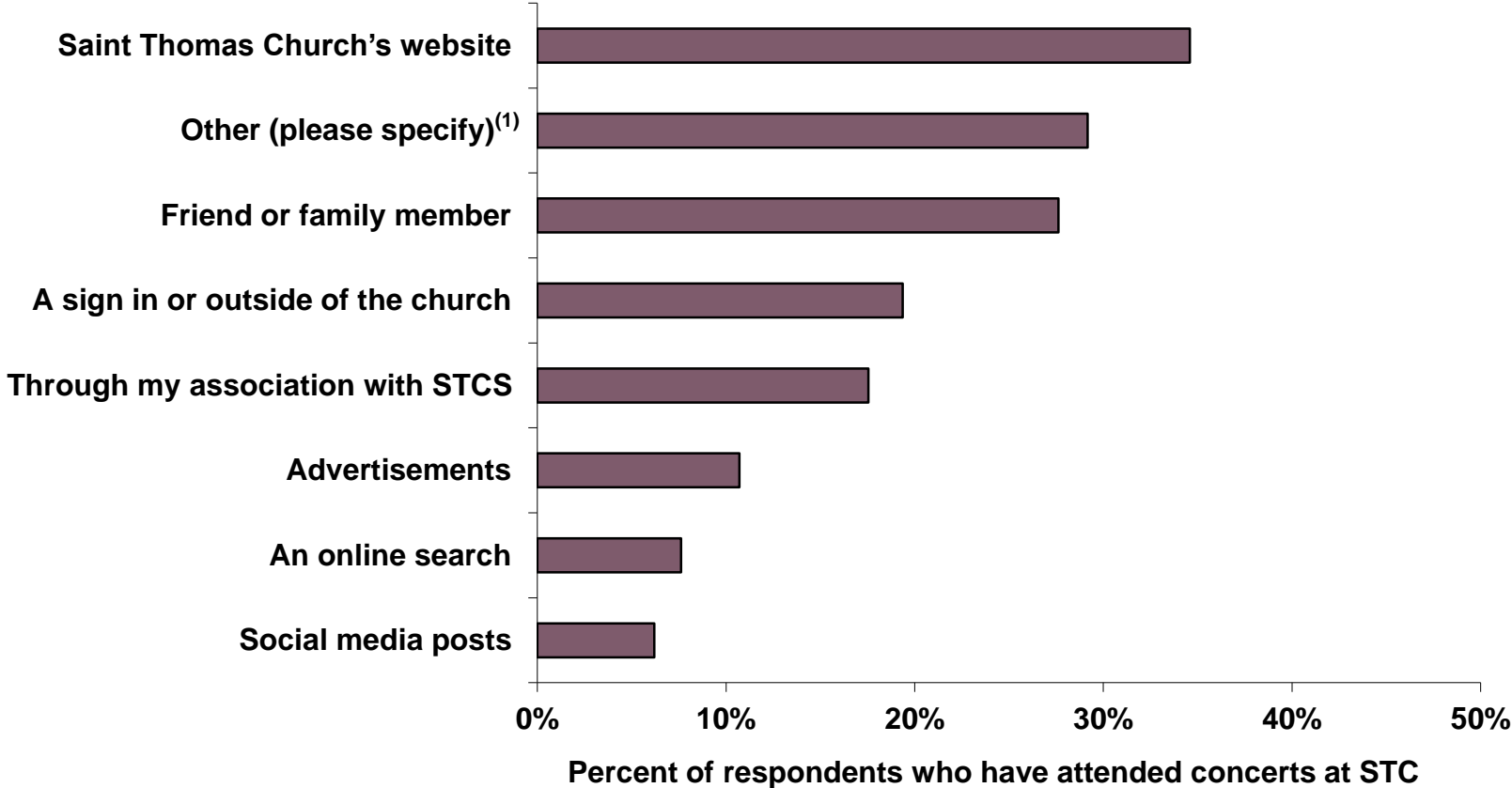
Concert attendees

Friends of Music

RESPONDENTS FIRST LEARNED ABOUT CONCERTS AT SAINT THOMAS IN A VARIETY OF WAYS

Data From Respondents Who Have Attended Concerts

Q: How did you first hear about the concerts / recitals at Saint Thomas Church? (check all that apply)



(1) Most "Other" write-in responses were related to Saint Thomas Church (e.g., respondent attends services, read about concerts in a leaflet, received an STC email)

Note: n = 775; Answers do not sum to 100% because respondents could select more than one answer

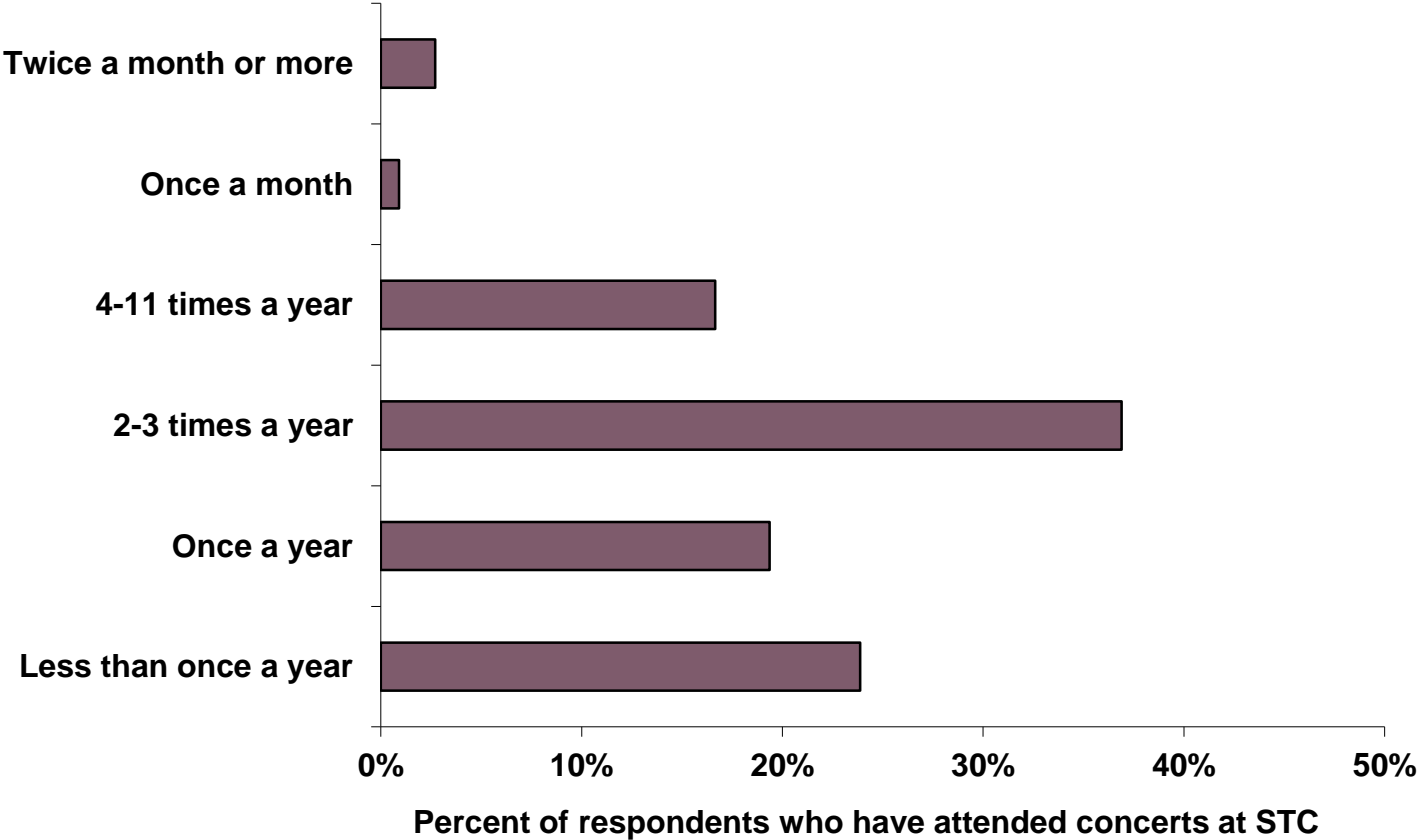
Source: STC survey

Saint Thomas survey findings

MORE THAN HALF OF RESPONDENTS WHO ATTEND CONCERTS DO SO ONCE A YEAR OR LESS

Data From Respondents Who Have Attended Concerts

Q: How often do you attend concerts / recitals at Saint Thomas Church? (during a typical season)

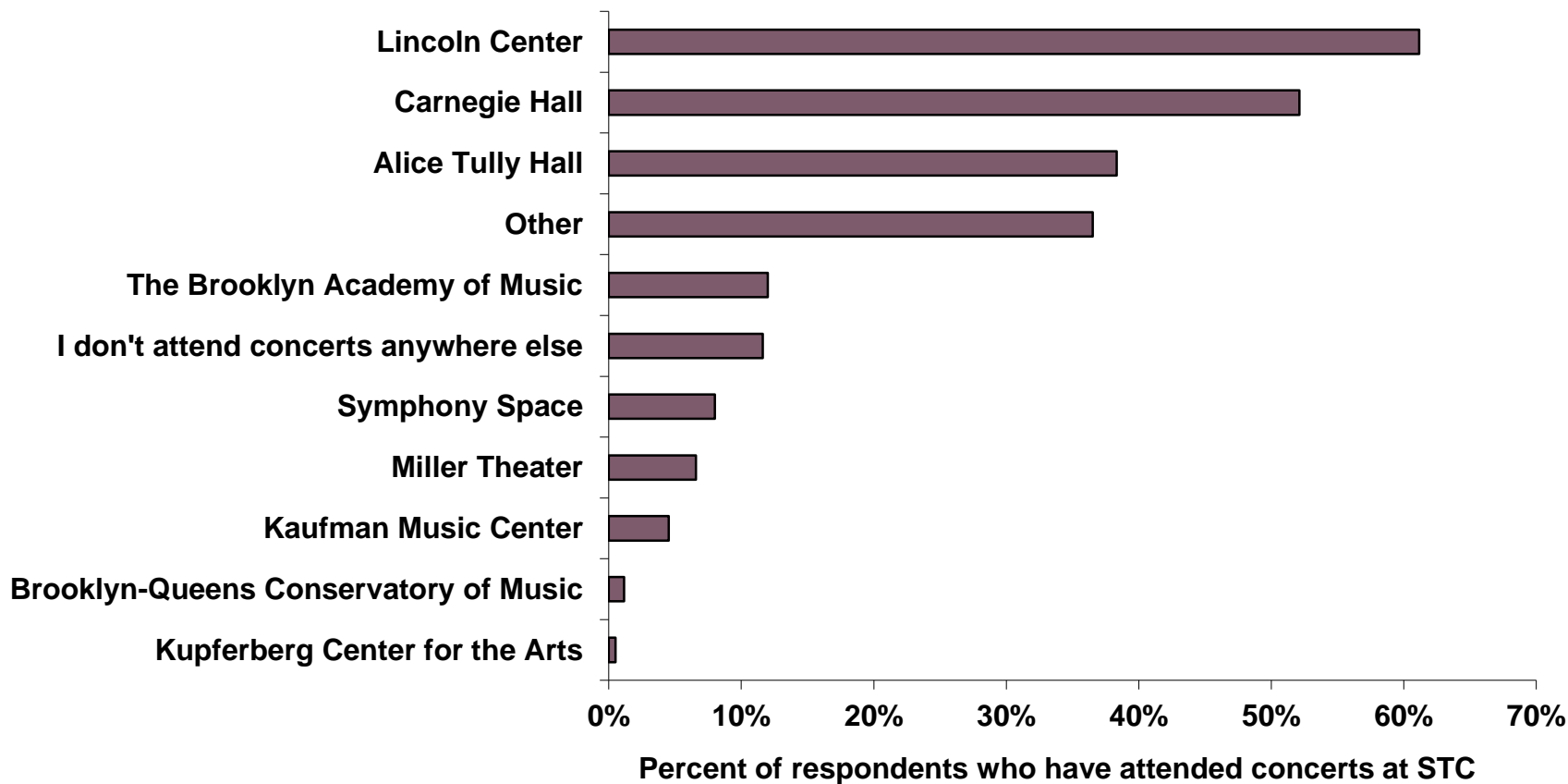


Note: n = 775
Source: STC survey
Saint Thomas survey findings

RESPONDENTS WHO ATTEND CONCERTS AT STC DO SO AT A VARIETY OF OTHER NYC VENUES

Data From Respondents Who Have Attended Concerts

Q: Where else do you visit to hear music similar to that performed at Saint Thomas Church? (check all that apply)



Note: n = 775; Answers do not sum to 100% because respondents could select more than one answer

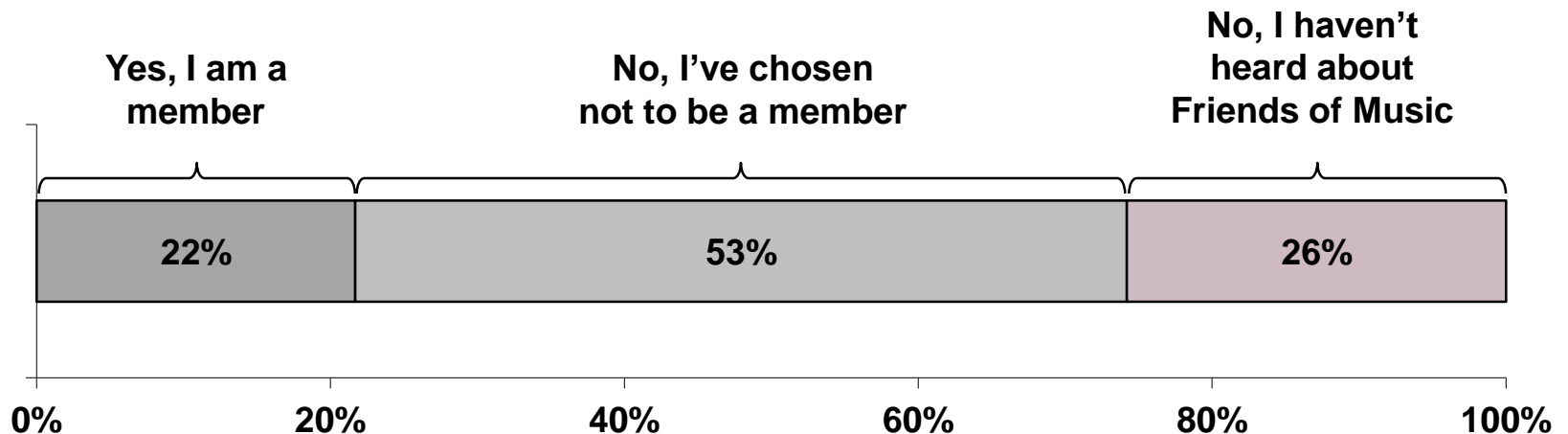
Source: STC survey

Saint Thomas survey findings

MANY CONCERT-GOING RESPONDENTS HAVE NOT HEARD ABOUT FOM AND THEREFORE ARE NOT MEMBERS

Data From Respondents Who Have Attended Concerts

Q: Are you a member of the Friends of Music, the tiered level giving program that supports Saint Thomas' concert series?



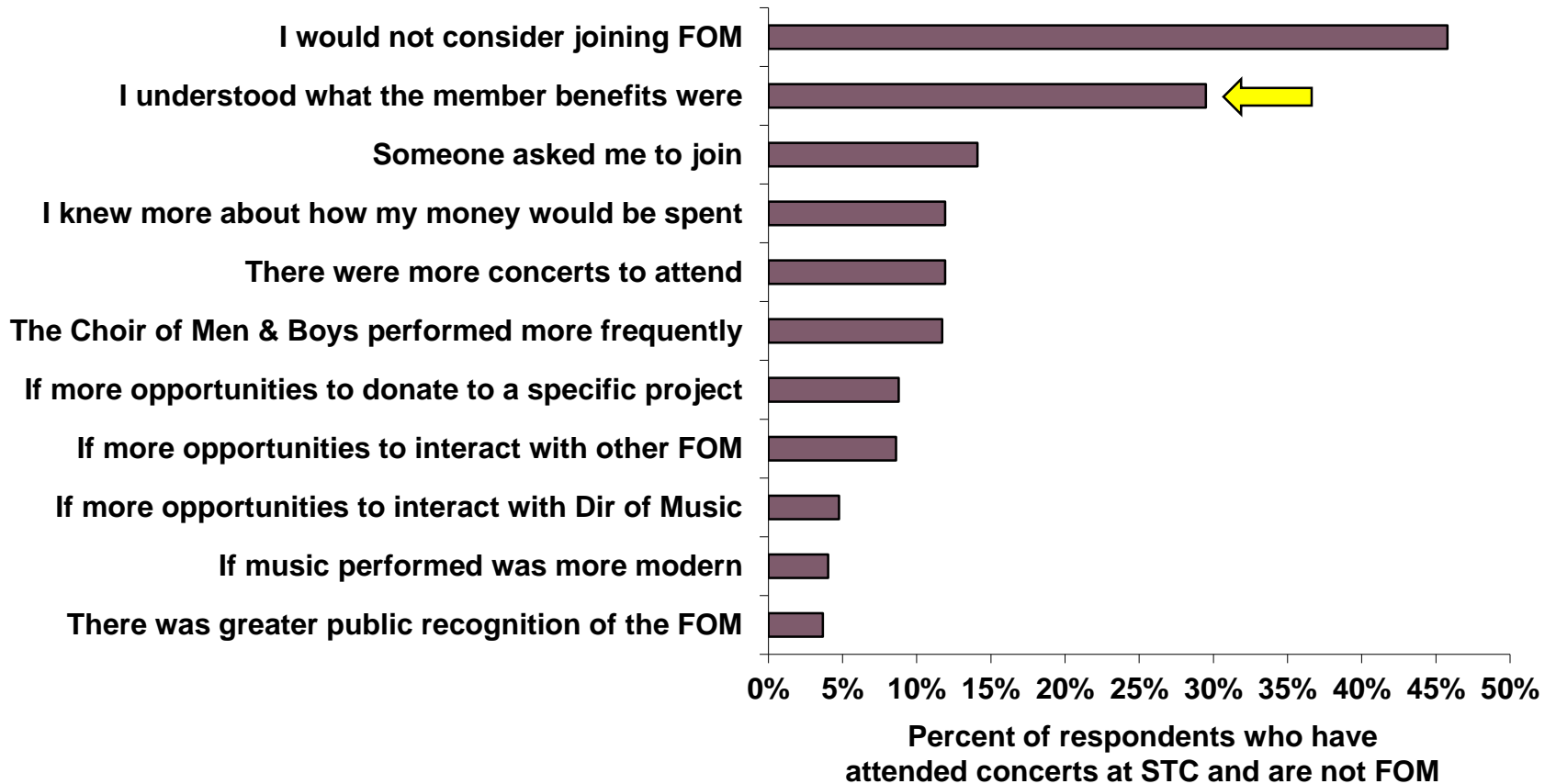
Percent of respondents who have attended concerts at STC

Note: n = 775
Source: STC survey
Saint Thomas survey findings

MANY RESPONDENTS WOULD CONSIDER JOINING FRIENDS OF MUSIC IF THEY KNEW WHAT THE BENEFITS WERE

Data From Respondents Who Have Attended Concerts and Are Not FOM

Q: Which, if any, of the following would cause you to consider joining FOM? (check all that apply)



Note: n = 598; Answers do not sum to 100% because respondents could select more than one answer

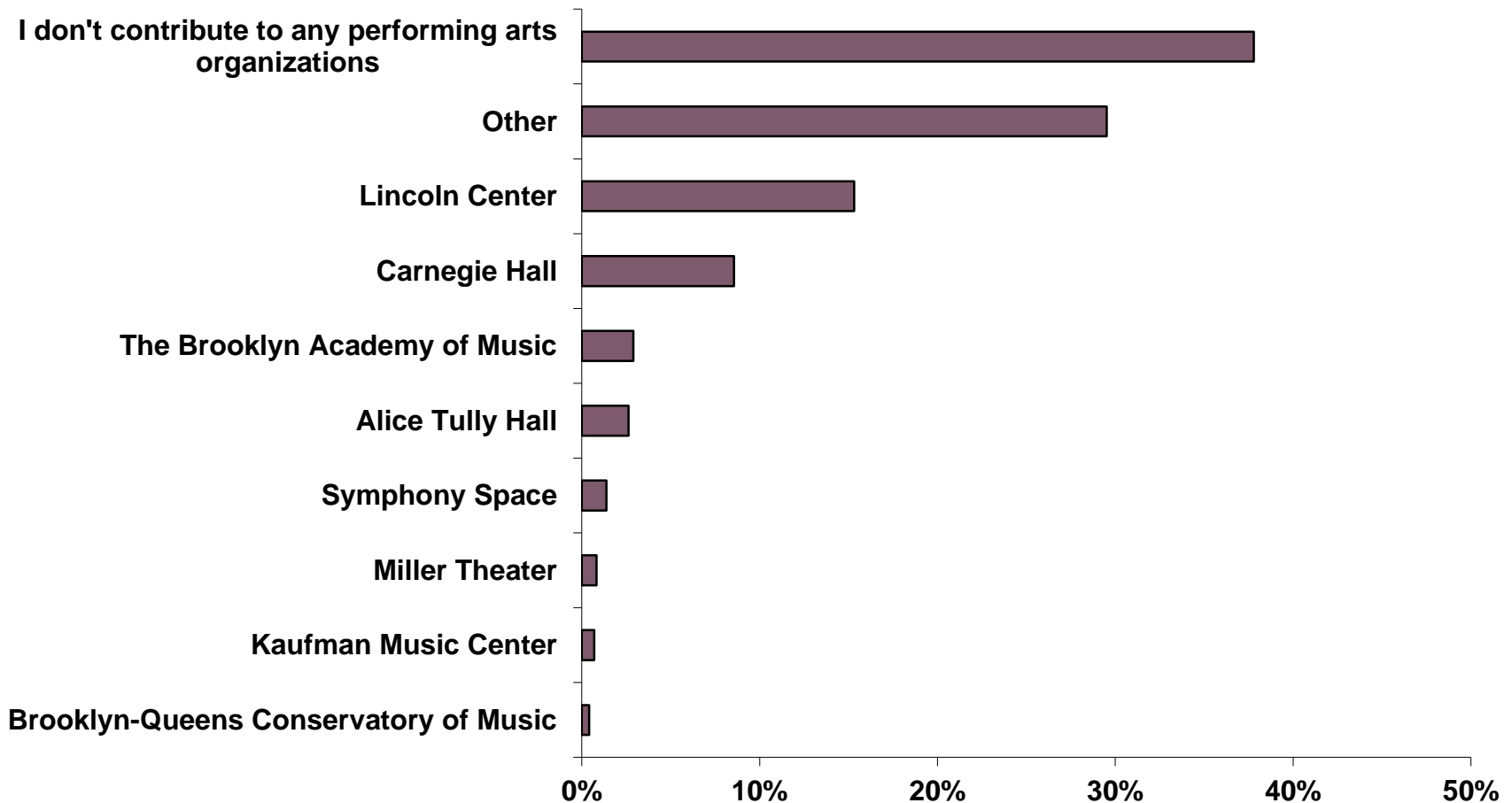
Source: STC survey

Saint Thomas survey findings

SOME RESPONDENTS WHO ARE NOT FRIENDS OF MUSIC DONATE TO OTHER PERFORMING ARTS ORGANIZATIONS

Data From Respondents Who Have Attended Concerts and Are Not FOM

Q: What other performing arts organizations do you contribute to? (check all that apply)



Note: n = 598; Answers do not sum to 100% because respondents could select more than one answer

Source: STC survey

Saint Thomas survey findings

Percent of respondents who have
attended concerts at STC and are not FOM

CONTENTS

Background

Church attendees

- **Current attendees**
- **Former attendees**
- **Parents of young children**

Choir School alumni / parents

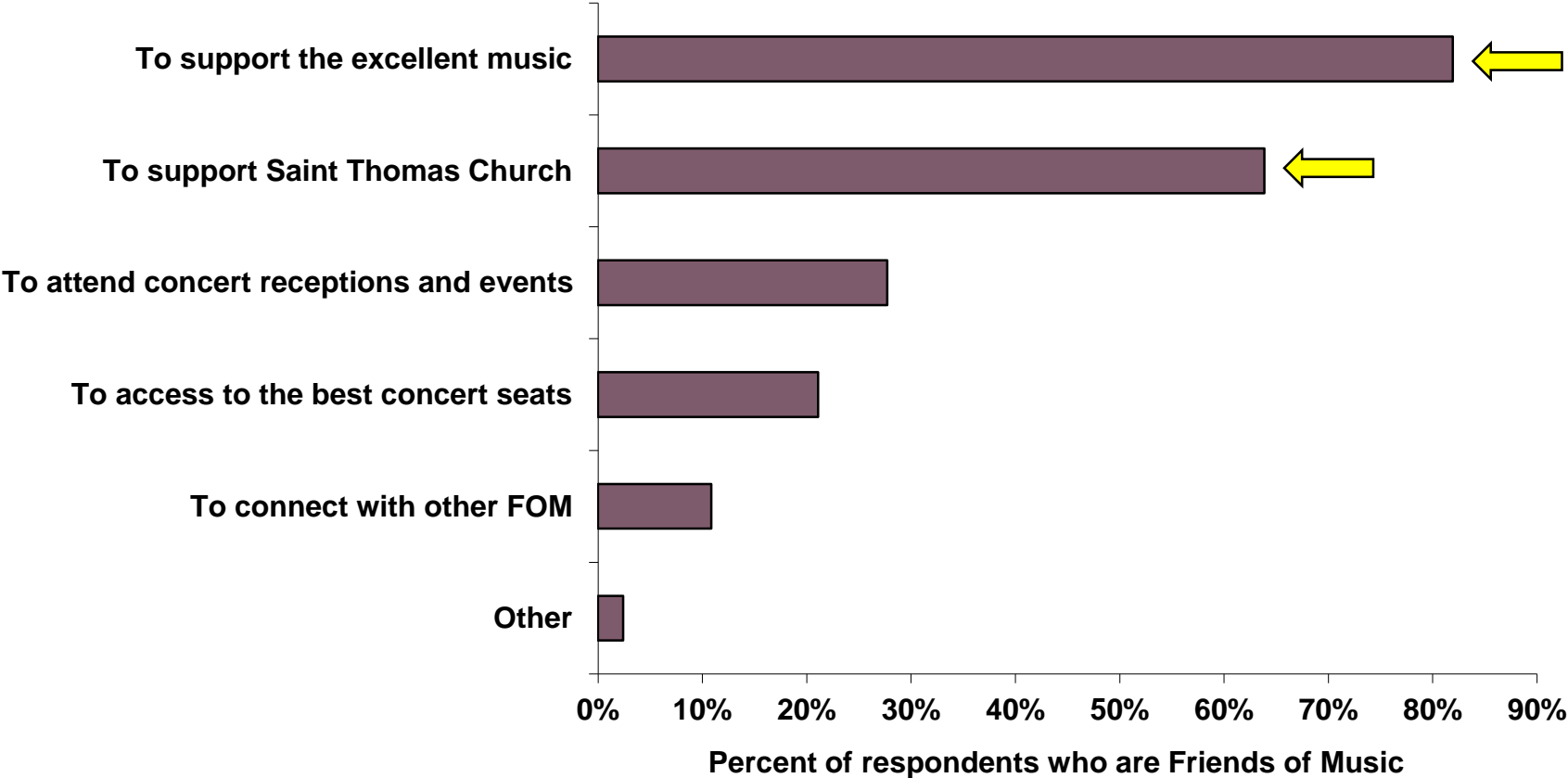
Concert attendees

Friends of Music

MOST FRIENDS OF MUSIC RESPONDENTS JOINED AS A WAY TO SUPPORT SAINT THOMAS CHURCH AND ITS MUSIC

Data From Respondents Who Are Friends of Music

Q: Why did you decide to become a member of the Friends of Music? (check all that apply)



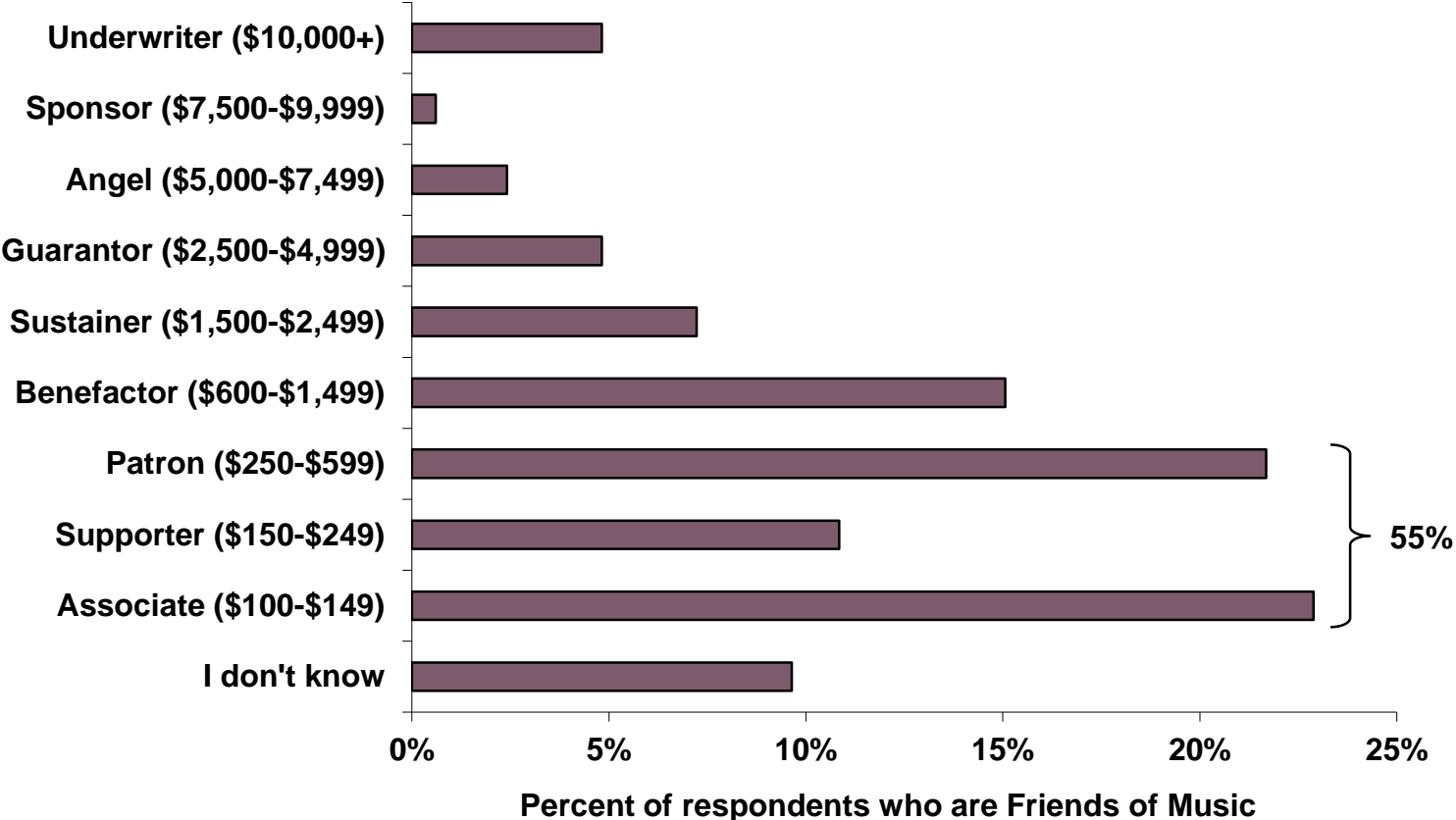
Note: n = 166; Answers do not sum to 100% because respondents could select more than one answer

Source: STC survey
Saint Thomas survey findings

MORE THAN HALF OF FRIENDS OF MUSIC SURVEY RESPONDENTS CONTRIBUTE \$599 OR LESS PER YEAR

Data From Respondents Who Are Friends of Music

Q: At what level do you support the Friends of Music?

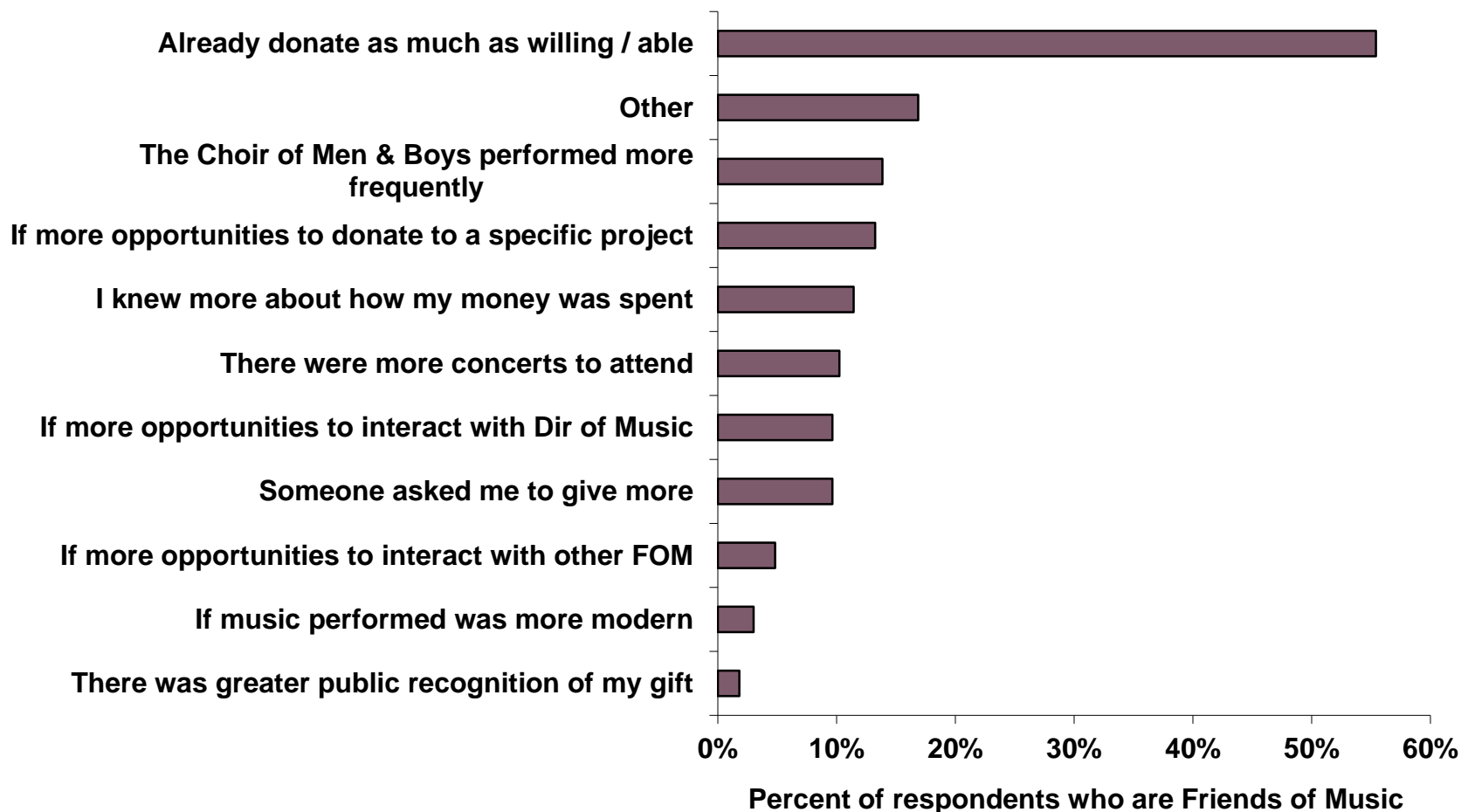


Note: n = 166
 Source: STC survey
 Saint Thomas survey findings

SOME FRIENDS OF MUSIC RESPONDENTS INDICATED THEY WOULD INCREASE THEIR GIVING IN CERTAIN SITUATIONS

Data From Respondents Who Are Friends of Music

Q: Which, if any, of the following would cause you to increase your giving to the Friends of Music? (check all that apply)



Note: n = 166; Answers do not sum to 100% because respondents could select more than one answer

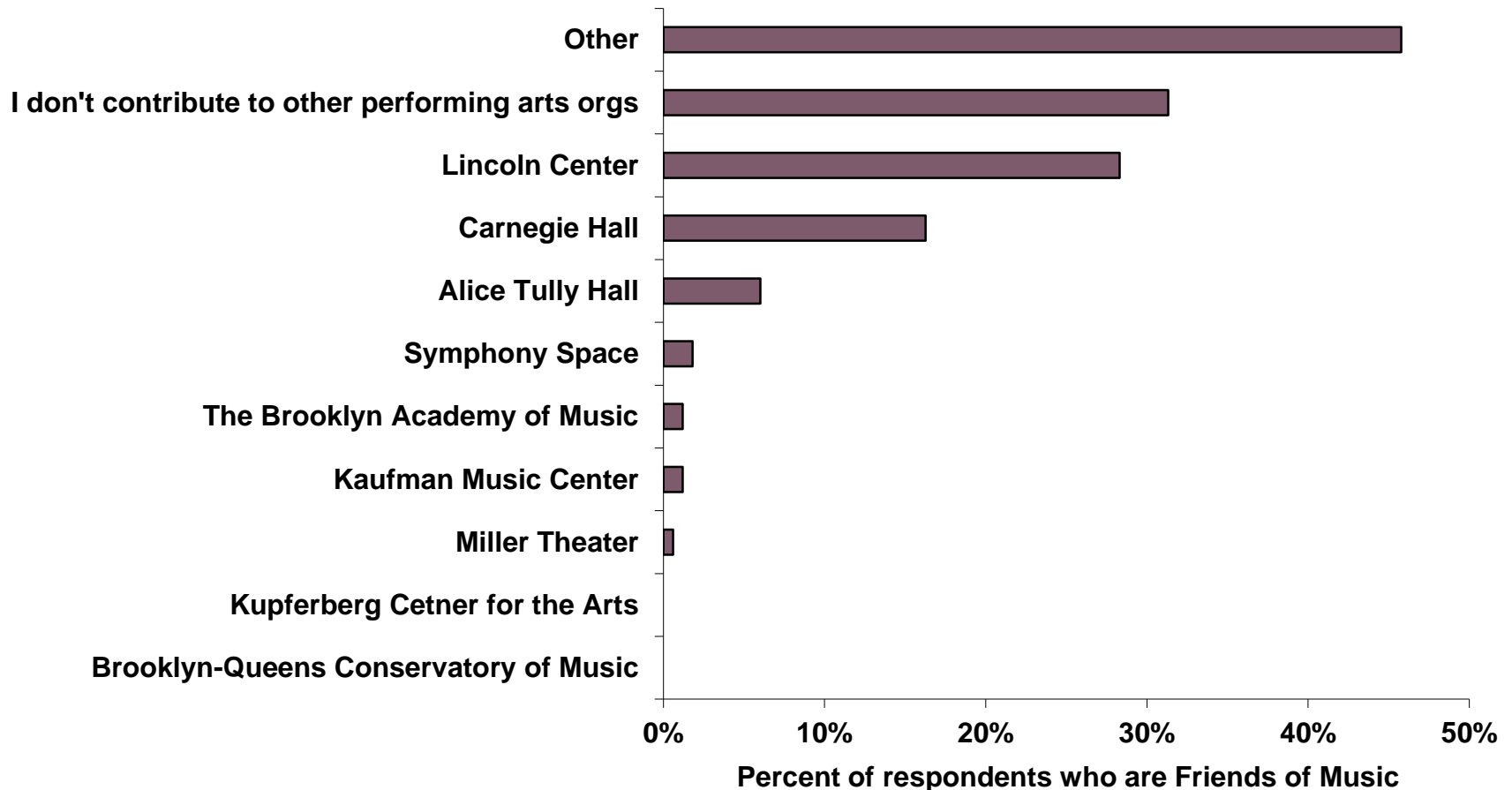
Source: STC survey

Saint Thomas survey findings

SOME FRIENDS OF MUSIC RESPONDENTS DONATE TO A VARIETY OF OTHER PERFORMING ARTS ORGANIZATIONS

Data From Respondents Who Are Friends of Music

Q: What other performing arts organizations do you contribute to? (check all that apply)



Note: n = 166; Answers do not sum to 100% because respondents could select more than one answer

Source: STC survey

Saint Thomas survey findings