

# Results of Communications Survey

## Objectives

- Canvass the parish to assess effectiveness of Communications Commission
- Identify what works and areas that need improvement.

## Key Learnings

### **Trumpet Survey:**

- More than 75% of those surveyed receive The Trumpet over the internet.
- Trumpet content and length are acceptable.
- Favorite items are stories of members (23%), pictures (17%), and outreach articles (13%.)
- More than half the readers have followed embedded links and almost 75% have linked to the Trinity calendar.
- 73% of the readers are over 60 years old.

### **Website Survey:**

- 64% visit the website at least occasionally.
- Most of the visits are for upcoming events (28%), calendar (22%), Trumpet (21%), and church news (14%.)
- Parishioners' main internet activities are email (37%), information searches (31%), and reading news (22%.)

### **Weekly Email Survey:**

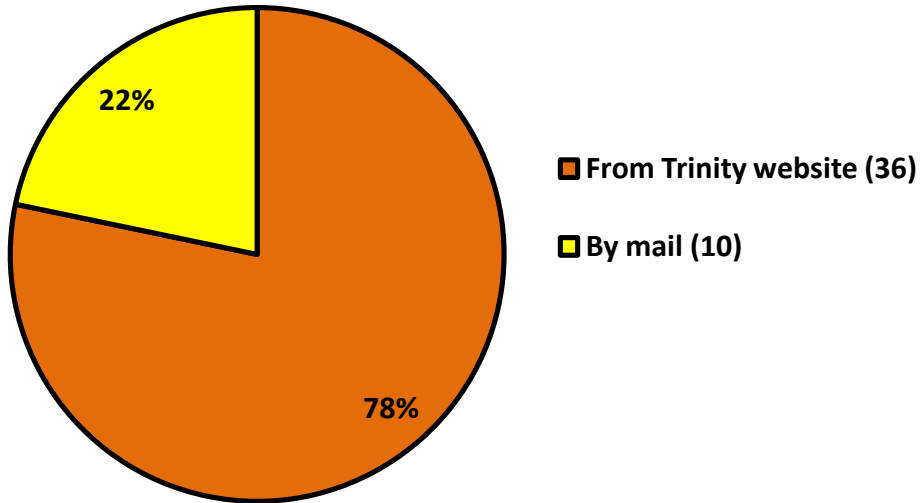
- 82% are receiving the weekly email.
- Upcoming events (45%), and Special Announcements (40%) are the favorite items in the weekly email.

### **Comments:**

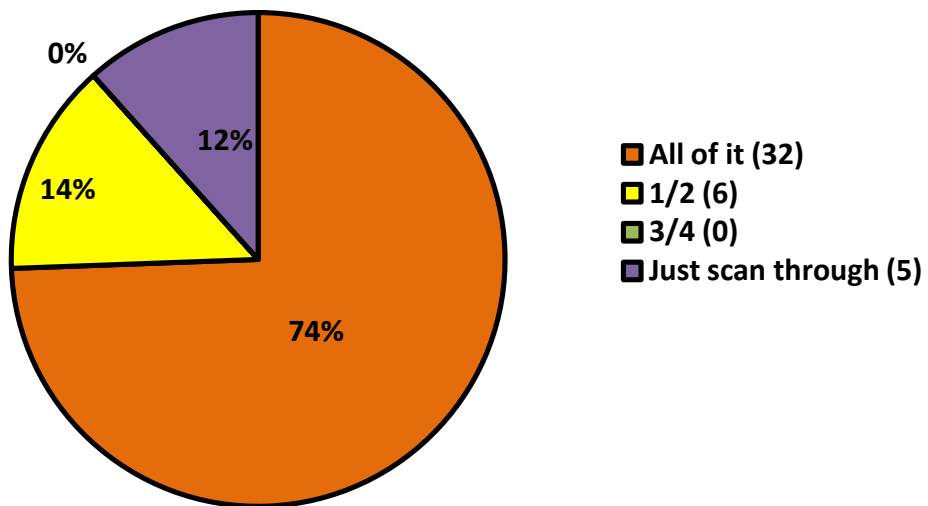
- Must not forget that several members do not communicate via computer. These people do not get the weekly email.
- Need more articles about the good works of parishioners in and out of church.
- Weekly email could include information on who is ill or in need of assistance.
- Weekly email could include list of lay ministers for the upcoming Sunday services.

# Results of Trumpet Survey

## How Do You Receive The Trumpet?

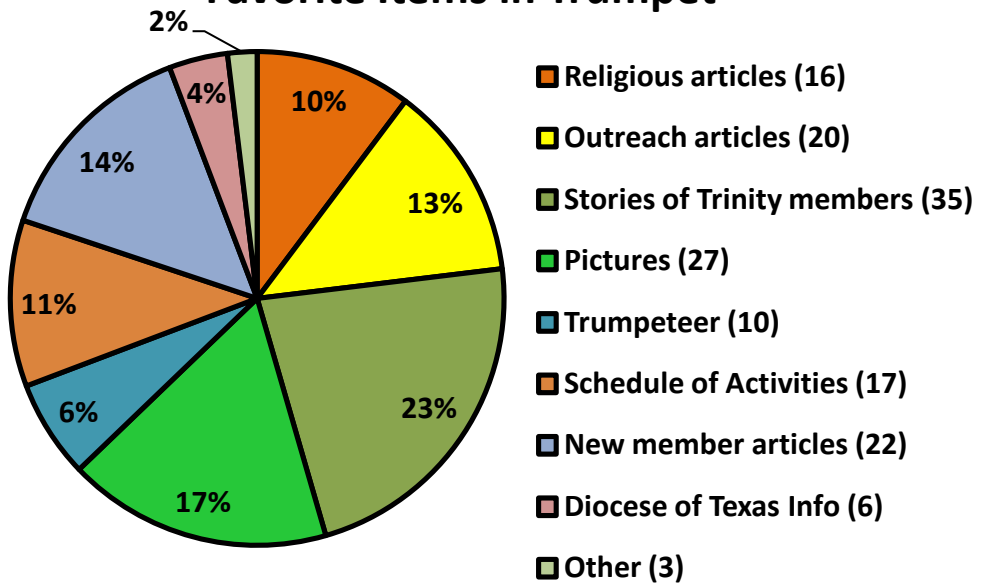


## How Much Do You Read?

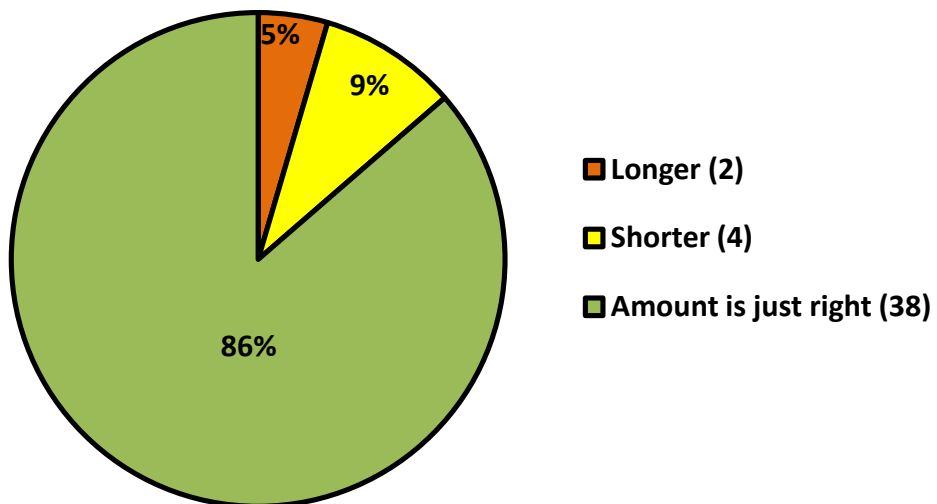


# Results of Trumpet Survey (continued)

## Favorite Items in Trumpet

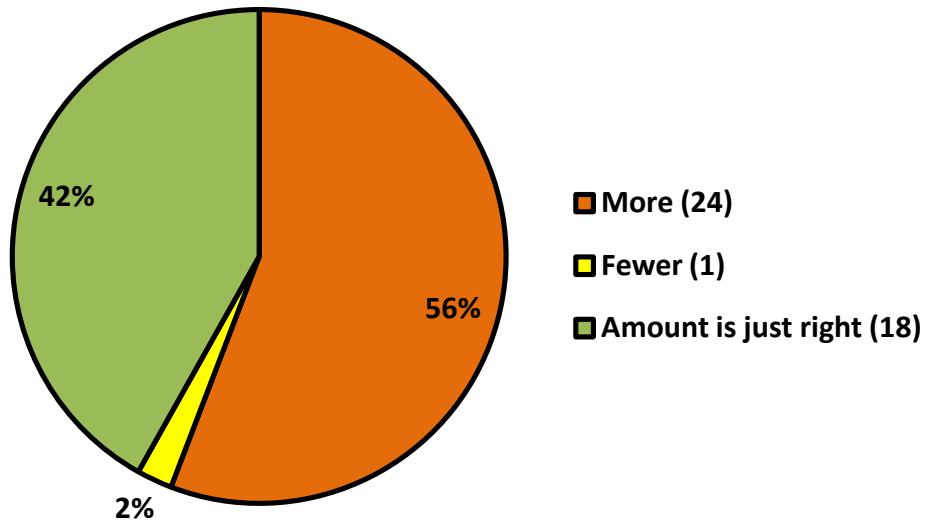


## Length of The Trumpet Should Be

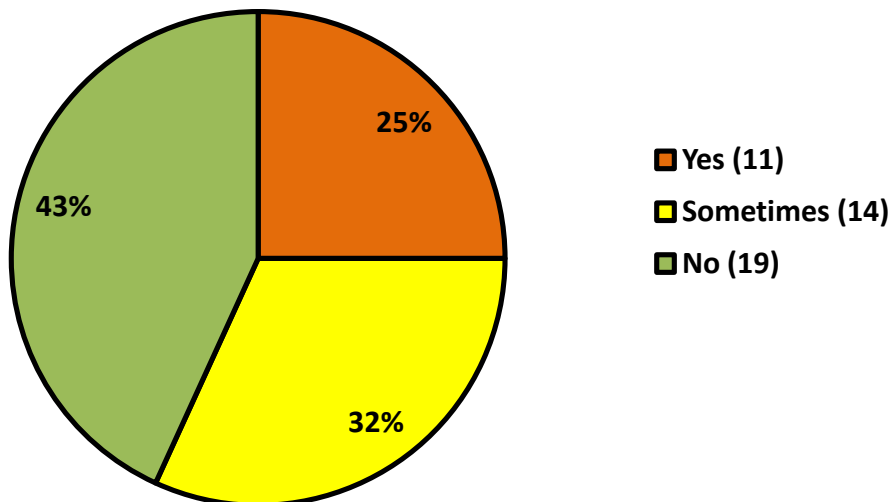


# Results of Trumpet Survey (continued)

## Number of Pictures Should Be

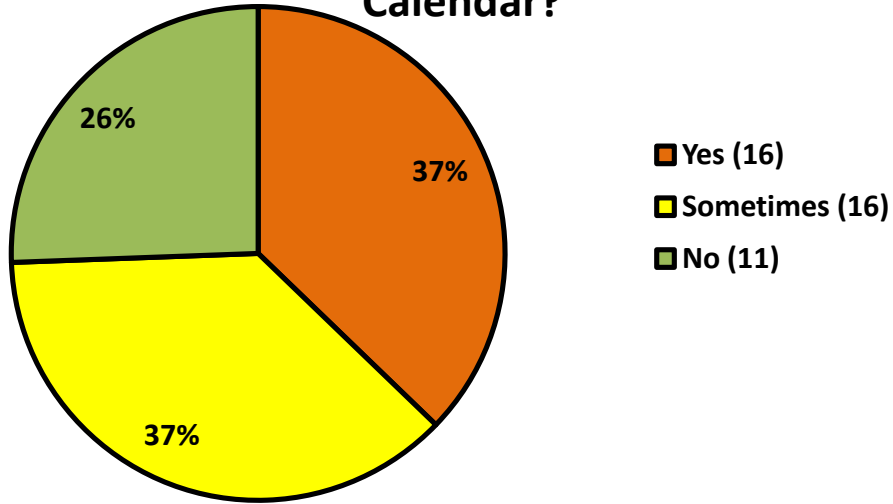


## Do You Click on Embedded Links?

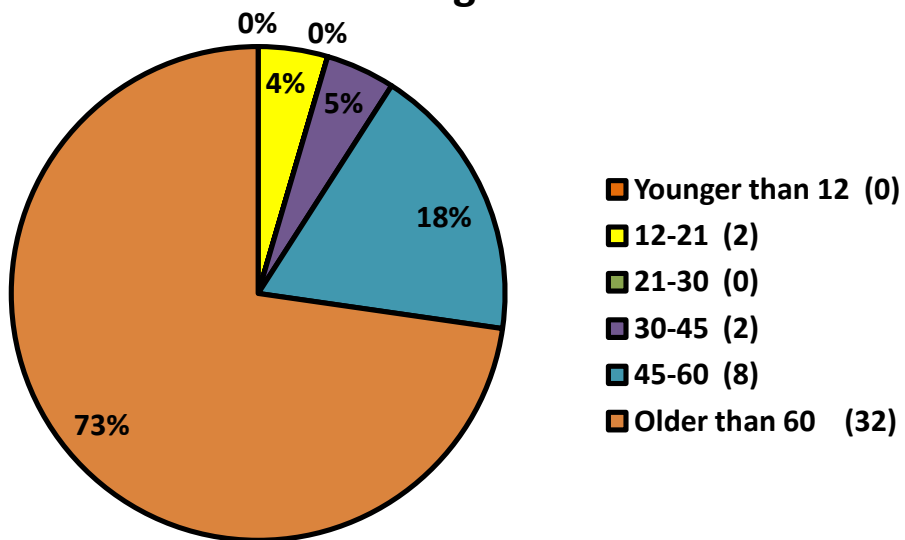


# Results of Trumpet Survey (continued)

## Do You Click on The Link to the Trinity Calendar?

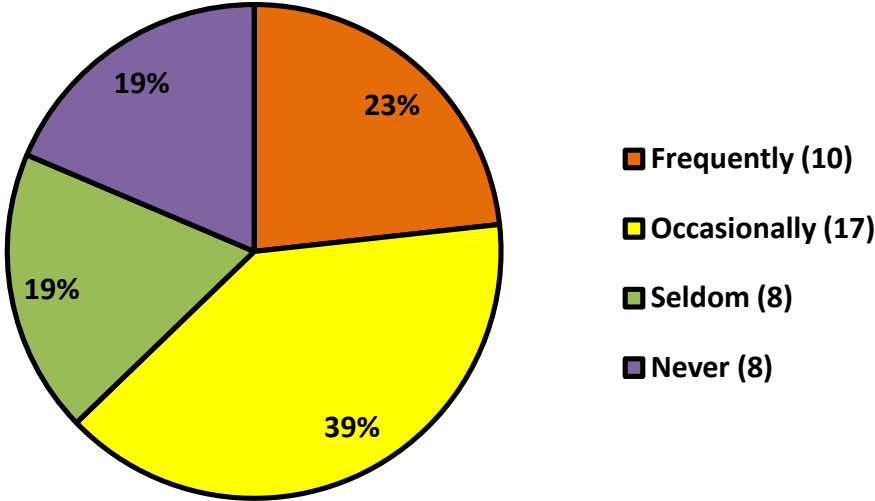


## Age

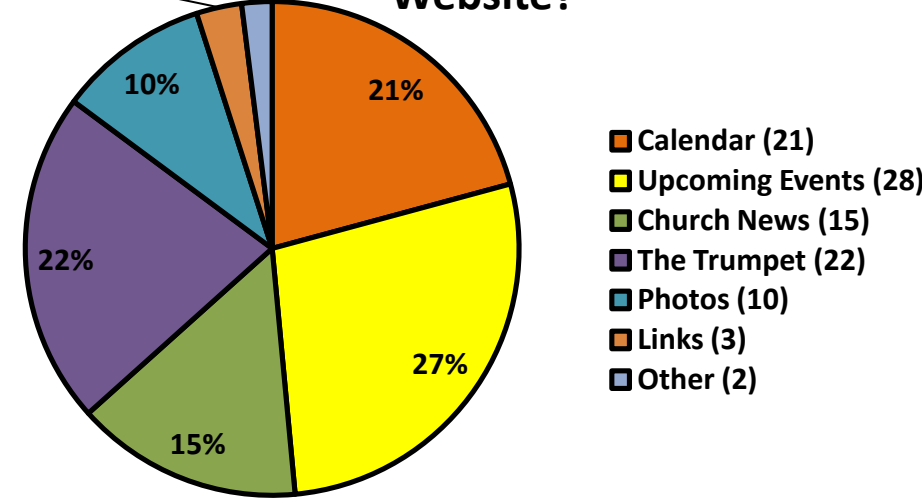


# Trinity Website Survey

## Do You Visit The Trinity Website?

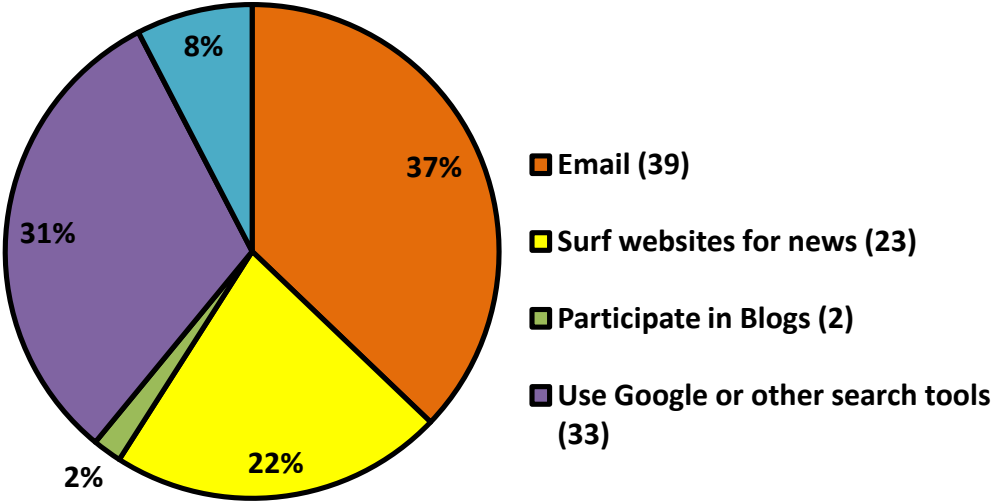


## What Do You Look for on The Trinity Website?



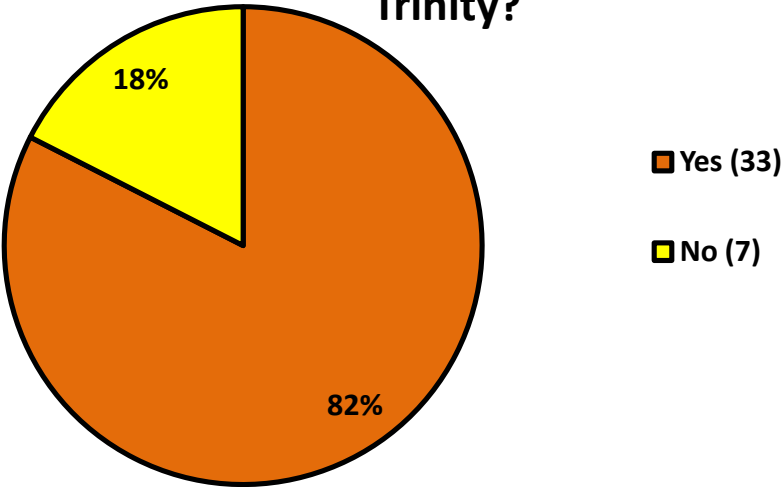
# Trinity Website Survey (continued)

## What Do You Do on the Internet?

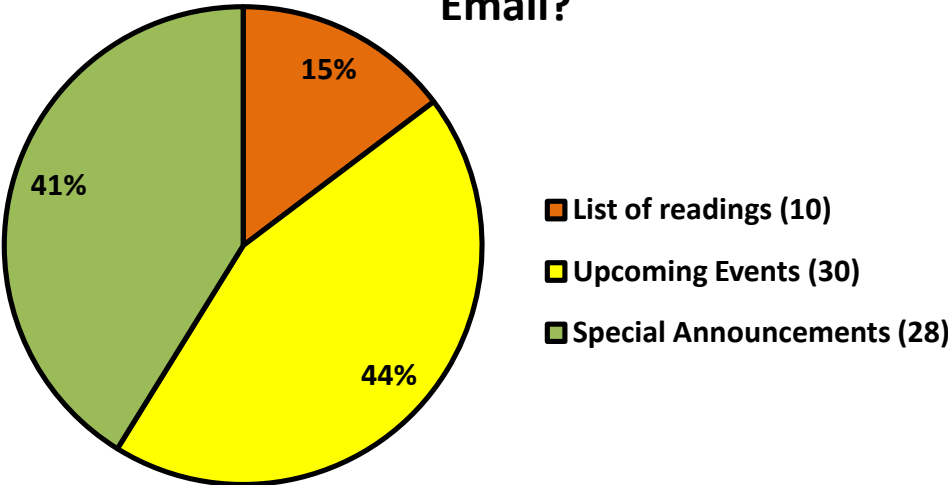


# Trinity Weekly Email Survey

**Do You Receive The Weekly Email from Trinity?**



**What Do You Look For in the Weekly Email?**



# Comments

## **Trumpet Survey**

### **3. What other items do you enjoy ?**

Birthdays

### **8. Age**

Old enough to know better (6)

### **9. Other comments or suggestions?**

Great bulletin - colorful and interesting

more about good works of parishioners in and out of church

Keep The Trumpet coming by mail!

No Computer

I think it is great and a good communications tool.

5 pages enough. October issue - lots of helpful information

### **10. Would you be interested in helping with news articles or photographs?**

Currently on commission [5]

D. Sorensen

Dorothy Book

Jim Warden

Herb Lewis

## **Trinity Website**

### **3. What things (if any) would you like to see added to the website?**

News of the national church, especially controversial subjects

Update on calendar [?]

More pictures

Schedule of layministers

### **4. How do you generally use the Internet? (Check All That Apply)**

Facebook [2]

finance

shop, research

Work [2]

No computer

## **Trinity Website – “This Week at Trinity”**

### **7. Are there any other things you would like to see in the weekly email?**

Info on who is ill or needs assistance

Attachment [?]

Layministers for Sunday.

"This week" is so useful to keep up with changes that occur and all the activities