

Secret Guest Survey

Thank you for your willingness to take a secret guest survey! Your honest feedback will be a help to us as we look to provide individuals with an incredible church experience.

Prior to going to the church, review the website to determine the location of the church and times for the church services.

1. Does the church have a website? If so, is it helpful? User-friendly? Does it provide the information you need to get to the church on time?

2. What conclusions do you reach about the church based on its website?

Having driven to the church and entered the parking lot, consider these questions:

3. Was it difficult to find the building? Would a person naturally drive by this building, or must you intentionally go to this building to find it?

4. What are your thoughts as you view this church from the road? Based upon your first view of the buildings, what is your impression of the church?

5. Is there a church sign? If so, is it helpful?

6. Is guest parking available? If so, how is it marked? Are there signs directing you to guest parking?

7. Are there greeters in the parking lot?

8. Is the parking lot adequate? Convenient to the main entrance?

9. Is there a convenient auto passenger loading/unloading area? Is it covered for use in inclement weather?

10. Is it easy to locate the main entrance? Do you immediately know where to go to enter for church services?

As you enter the church, consider these questions:

As you enter, what are your first impressions of the entry foyer? Rate the following characteristics on a scale of 1 to 5:

11. On a scale of 1 (uninviting) to 5 (inviting), how would you rate it and why?

12. On a scale of 1 (cold atmosphere) to 5 (warm atmosphere), how would you rate it and why?

13. On a scale of 1 (cluttered) to 5 (tidy), how would you rate it and why?

14. On a scale of 1 (confusing) to 5 (straightforward), how would you rate it and why?

15. On a scale of 1 (unfriendly) to 5 (friendly), how would you rate it and why?

16. Is there adequate space in the foyer for people to talk and fellowship before and after worship services without blocking the main circulation path?

17. Is the circulation pattern clear? Do you know how to get to various areas of the building?

18. Is there a clearly marked guest/welcome center?

19. Are there adequate signs to help you find your way?

20. Are there greeters who help you bring your children to the appropriate classroom?

21. What is your first reaction to the children's areas?

22. Are there room identification signs?

23. If you have children, is there a security/identification process in place to help identify your child/children?

24. How do you feel about leaving your children in the classrooms? (IMPORTANT: If you have ANY discomfort at all, do not leave your children).

25. Do the classroom leaders secure needed information from you (e.g., name, address, allergies for children, your location in the building if needed in an emergency)?

26. Do preschool and children's rooms communicate a sense of security and warmth?

In the worship center, consider these questions:

27. What are your first feelings and thoughts as you enter? Why?

28. Does this space feel welcoming? Why?

29. Does the worship space say anything to you about this congregation and its priorities?

30. Is there appropriate quality in materials and craftsmanship? Does anything look cheap, too showy, out of place?

Rate the worship space on the following characteristics, on a scale of 1 to 5:

31. On a scale of 1 (poor acoustics) to 5 (excellent acoustics), how would you rate it and why?

32. On a scale of 1 (uncomfortable) to 5 (very comfortable), how would you rate it and why?

33. On a scale of 1 (unfriendly) to 5 (friendly), how would you rate it and why?

34. On a scale of 1 (ordinary architecture) to 5 (creative architecture), how would you rate it and why?

35. On a scale of 1 (cold, intimidating) to 5 (warm, friendly space), how would you rate it and why

36. As a guest, did you feel uncomfortable in any way? Affirmed in any way?

37. If the church provided you any documents (e.g., bulletin, worship guide, etc.), are the documents high quality? Did they facilitate worship for you in any way?

Rate the overall experience on the basis of:

38. Quality of the music

39. Style of the music

40. Friendliness of the congregation

41. Quality of the preaching

42. Clarity in instruction – did you know and understand what the church expected participants to do at all points in the service?

43. Use of PowerPoint or other media to make announcements, outline sermon, etc.

44. What one improvement would you suggest regarding the worship service?

45. What are your overall impressions of this church based on this visit?

46. Would you return to visit this church? Why or why not?

Thank you again for your willingness to help our church with this survey!

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