FIRST WEST CHURCH

Report

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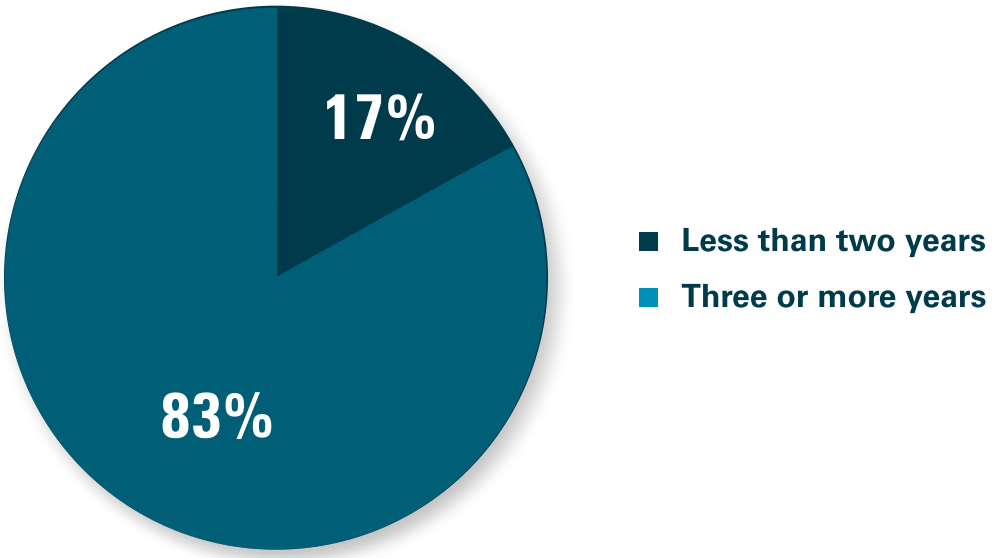
Measurable #1 | Growth Metrics: New Attendance

How long have you been attending?



Of those who have started attending in the last two years…

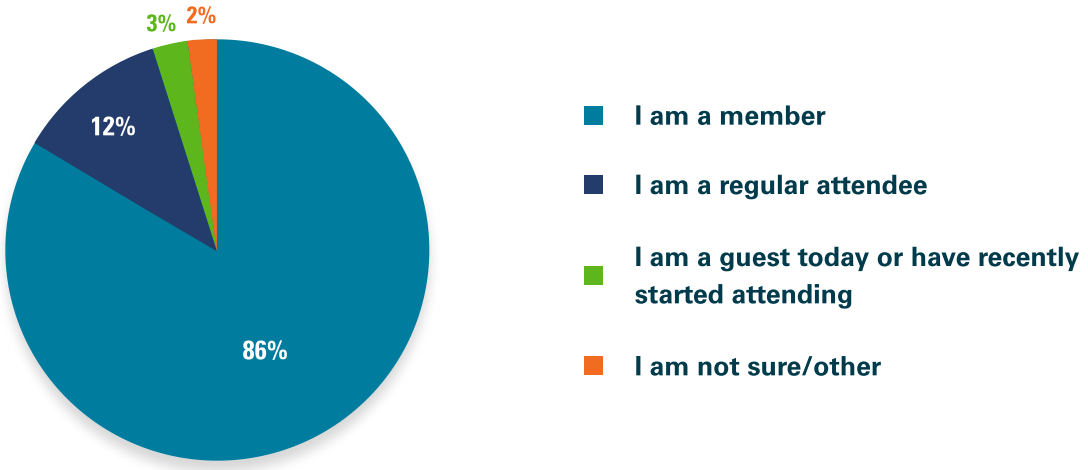
- 49% have become members
- 34% have lived in the area less than two years
- 22% have children Kindergarten-age or younger
- 23% have children in Grades 1-5
- 35% have children in Grades 6-12

Comments & Notes

- Rule of Thumb: Nationally, 24% of churchgoers have been attending their current church for two years or less.
- 57% have attended First West for 10 or more years, and 65% of those who attend from the 71291 zip code have attended for 10+ years. Of those who live in the 71225 zip code (approximately 10% of the respondents), 25% have attended for less than two years.

Measurable #2 | Growth Metrics: Guest Percentage

Which describes your connection to the church?



When it comes to guests…

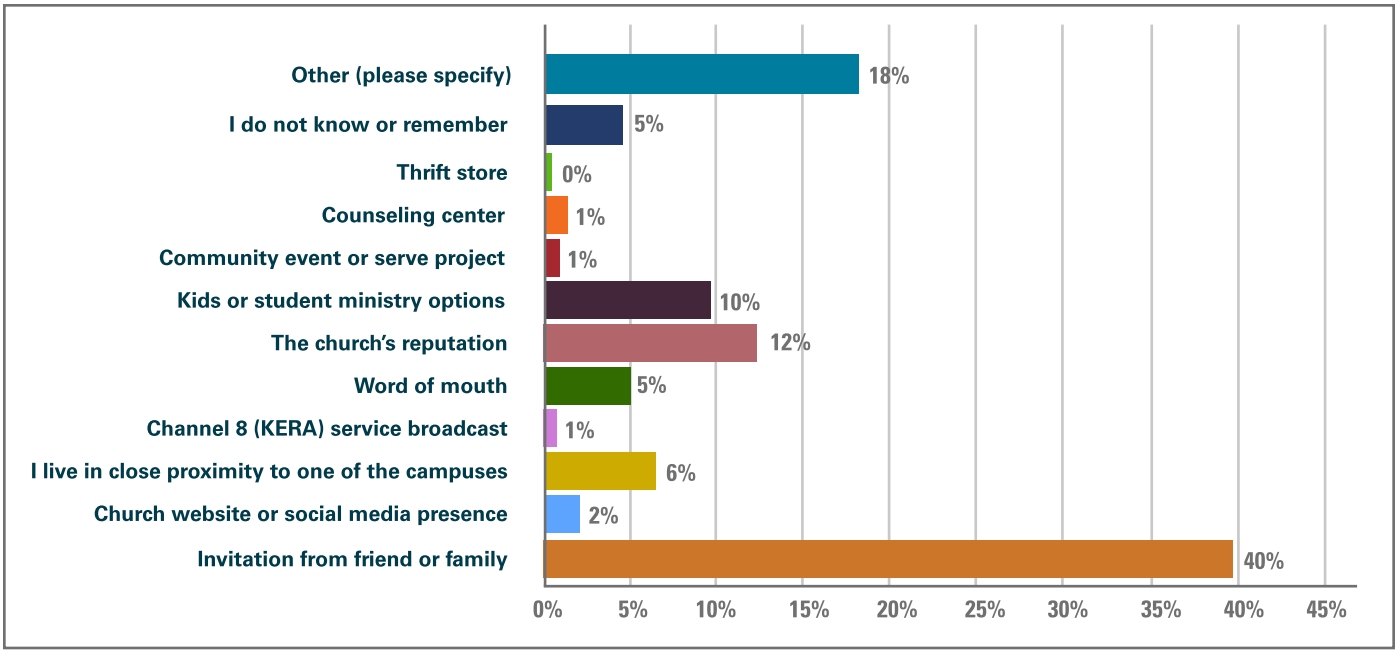
- 37% were invited by a family member or friend
- 6% have lived in the area less than a month
- 17% have lived in the area 1-2 years
- 72% have lived in the area ten or more years
- 68% do not have children living at home
- 37% have children in Grades 1-12
- 37% are under the age of 24
- 42% are between the ages of 50-69

Comments & Notes

- 30% of guests do not feel connected to anyone at First West
- 57% of guests attended in person at least two or more weeks prior
- 66% of online guests attended for the first time
- 8% of guests are regular online attenders
- 70% of the guests attend in person at West Monroe
- 100% of guests report a personal relationship with Jesus Christ prior to attending

Measurable #3 | Growth Metrics: First Time Guests

What did people come for the first time?



First Time Facts:

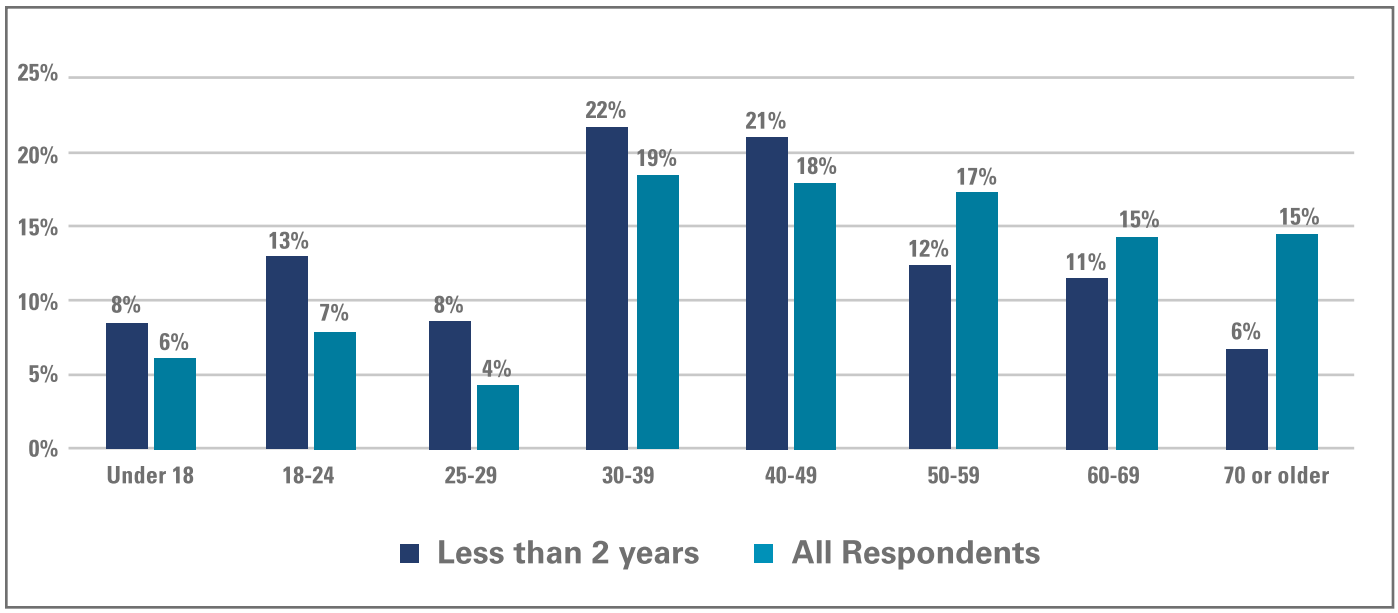
- 60% of those between the ages of 18-24 came because of the invitation of a family member or friend
- 39% of those with ministry age kids came because of the invitation of a family member or friend

Comments & Notes

- Of those who consider themselves a guest, 16% live in close proximity to a First West Campus. No guest indicated that the broadcast on Channel 8, the counseling center, or a community event was a primary influencer of first-time attendance.

Measurable #4 | Growth: Age of Church vs. New Attendees

How do the past two years track with the age of the entire church?

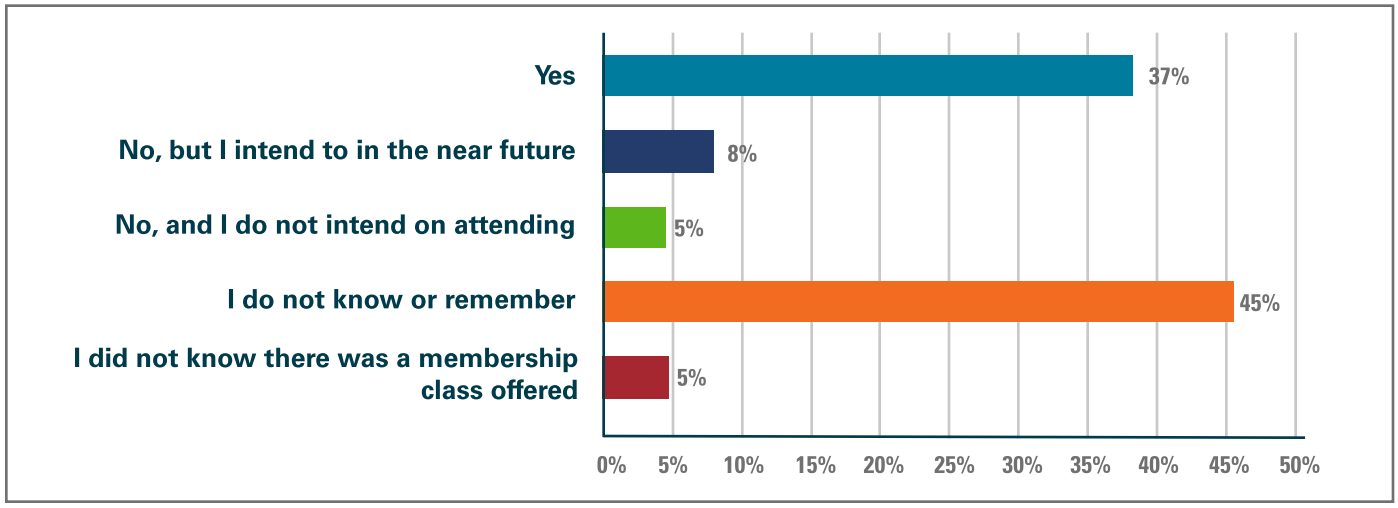


Comments & Notes

- 17% of West Monroe's population is between the ages of 20-29
- Reaching area residents of all ages, specifically new attendees younger than existing attendees as a whole, are signs of church health and sustainability.

Measurable #5 | Growth Metrics: Membership

Have you attended Lunch with the Pastor?

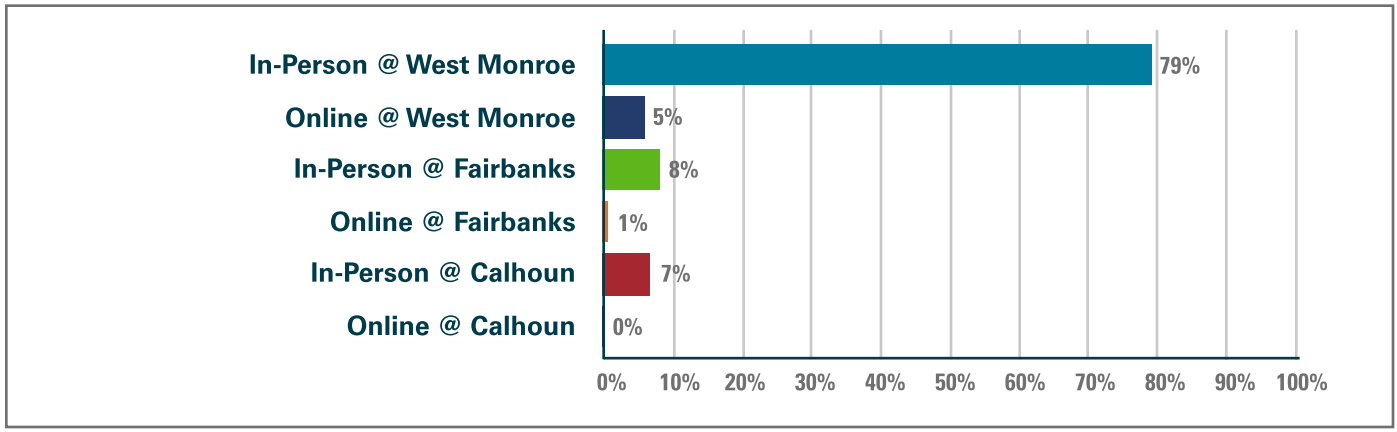


Comments & Notes

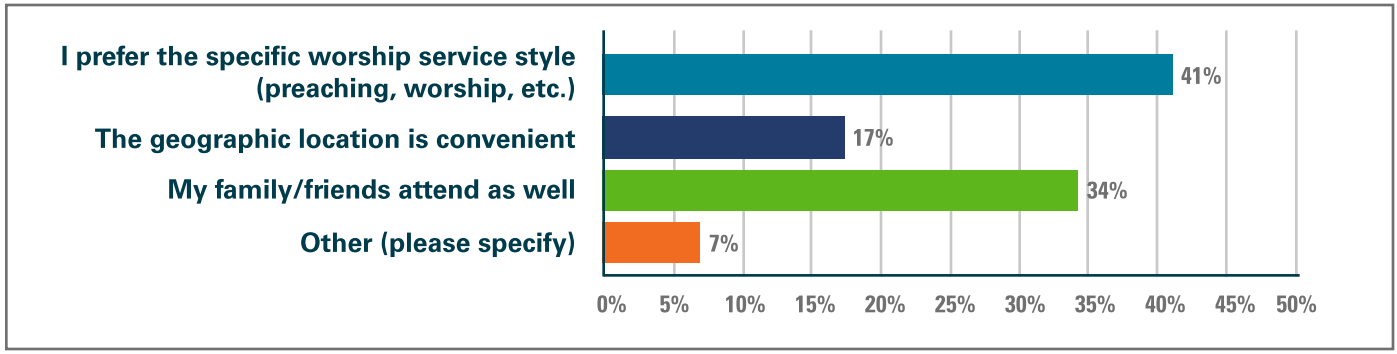
- 38% of those who have attended First West for less than a year have participated
- 43% of those who have attended for 1-2 years have participated
- 35% of those who have attended for three or more years have participated
- 9% of those who have participated made a commitment to Christ after attending First West
- 77% of those who have participated are currently in a LIFE Group
- 71% of those who have participated are serving in one or more area of ministry

Measurable #6 | Connection Points: Worship Attendance

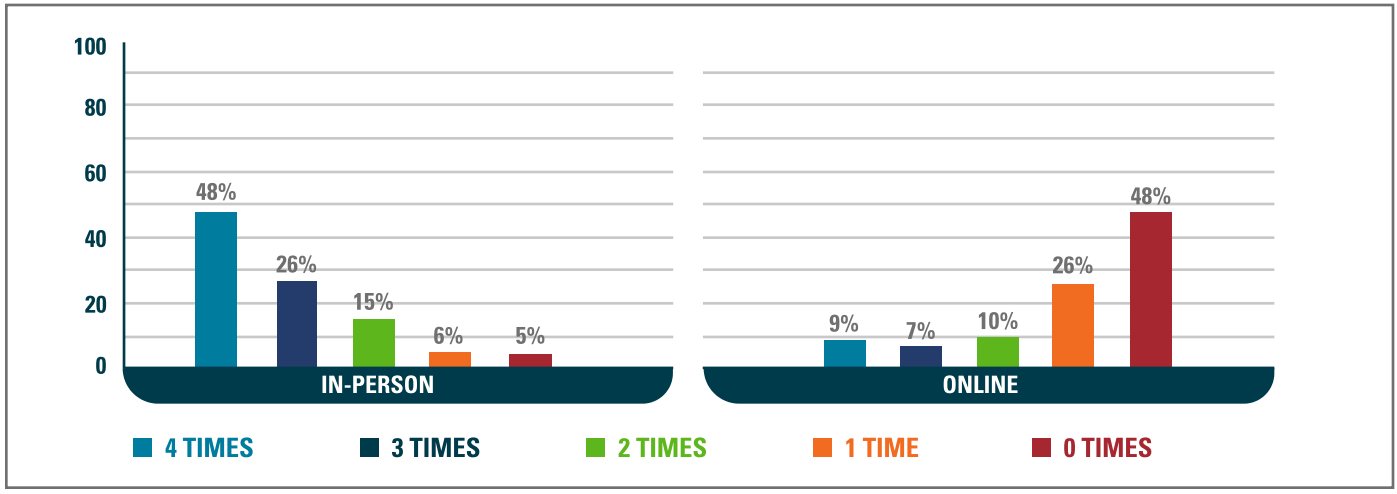
Which campus do you most often engage with?



What most influences your engagement with this particular campus?



In the four weeks before this week, how many times did you engage with a worship service at First West?



Measurable #6 | Connection Points: Worship Attendance

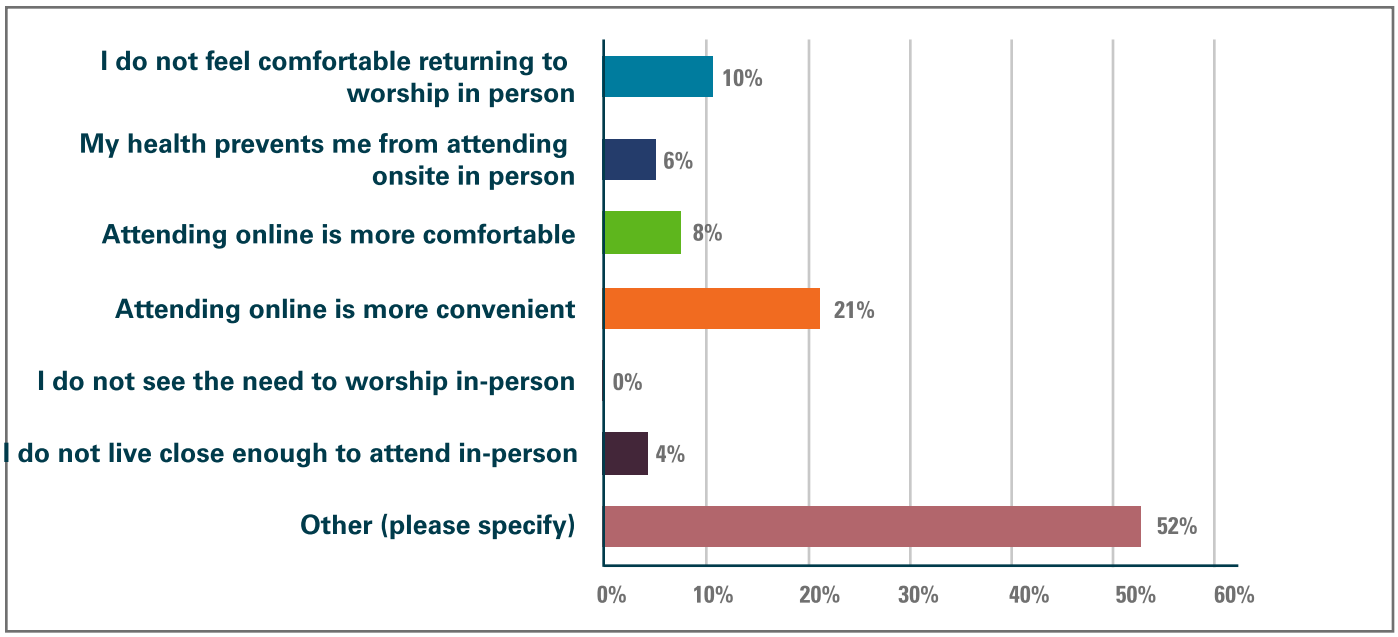
Continued

Comments & Notes

- 55% of those from Calhoun (71225) attend in-person at Calhoun and 43% attend in-person at West Monroe (a difference of 15 minutes / 12 miles)
- 35% of those from the Fairbanks area (71203) attend in-person at Fairbanks and 60% attend in-person at West Monroe (a difference of 25 minutes / 15 miles)

Measurable #7 | Connection Points: Online Worship Attendance

If you primarily attend online, what is the primary reason you engage online and not in-person?

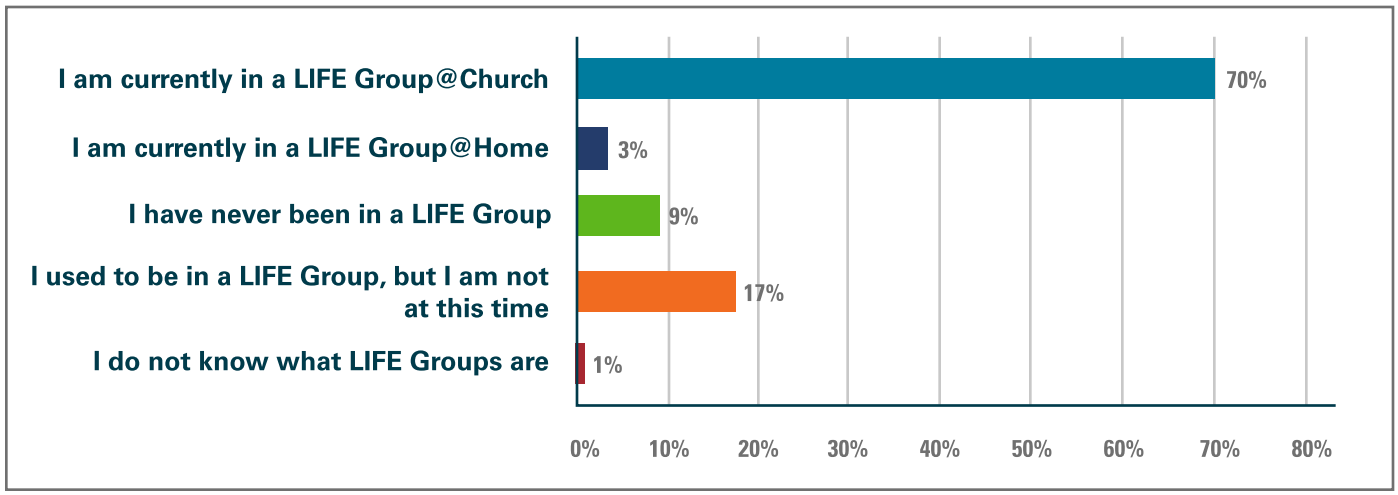


Of those who primarily attend online...

- 36% of those age 29 and under responded that attending online was more convenient
- 36% of those with ministry-age kids said it was more convenient

Measurable #8 | Connection Points: LIFE Group Participation

Which of the following describes your involvement in LIFE Groups?



LIFE Group Facts:

- 45% of those who have been attending less than a year participate
- 68% of those who have been attending 1-2 years participate
- 76% of those who have been attending three or more years participate

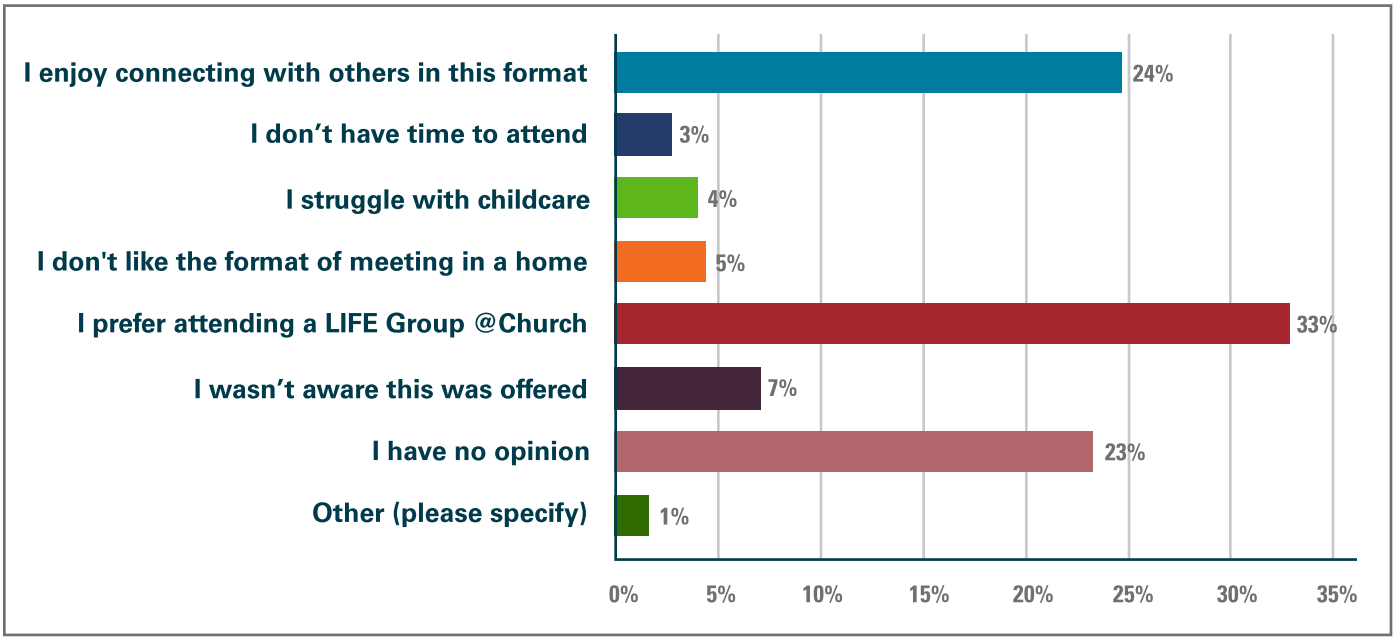
- 80% of those under 18 participate
- 47% of those 18-24 participate
- 72% of those 25-29 participate
- 70% of those 30-39 participate
- 64% of those 40-49 participate
- 75% of those 50-59 participate
- 82% of those 60-69 participate
- 89% of those 70 or older participate

- Of those who are currently in a LIFE Group, 53% report that it is the most influential activity in their spiritual growth.

Measurable #8 | Connection Points: LIFE Group Participation

Continued

Which best describes your perspective on a LIFE Group @Home?



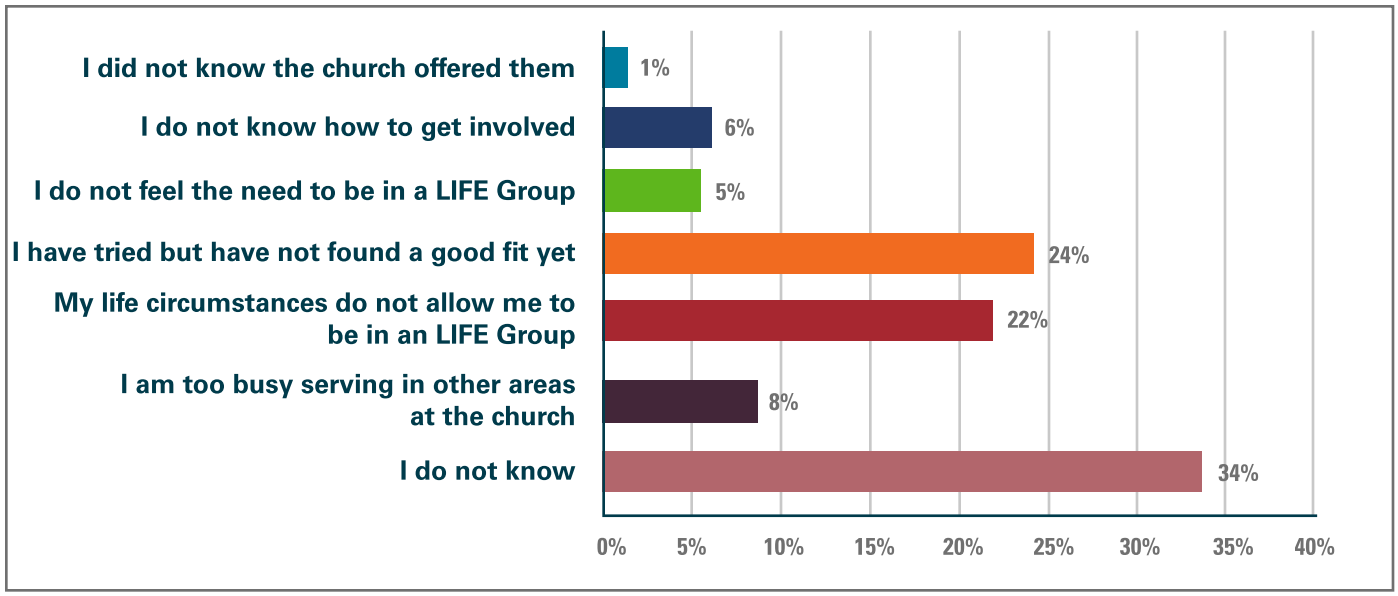
Comments & Notes

To the question "What would be your preferred discipleship option outside of LIFE Groups?"...

- In all age groups, the most popular response was "Midweek Bible Study (short-term, topical study)."
- 32% of those with ministry-age kids replied "Midweek Bible Study (short-term, topical study)."
- 29% of those who have been attending for less than two years replied "Midweek Bible Study (short-term, topical study)."

Measurable #9 | Connection Point: LIFE Group Obstacles

What is the PRIMARY reason you are NOT involved in a LIFE Group at this time?



Of those with children under age 18…

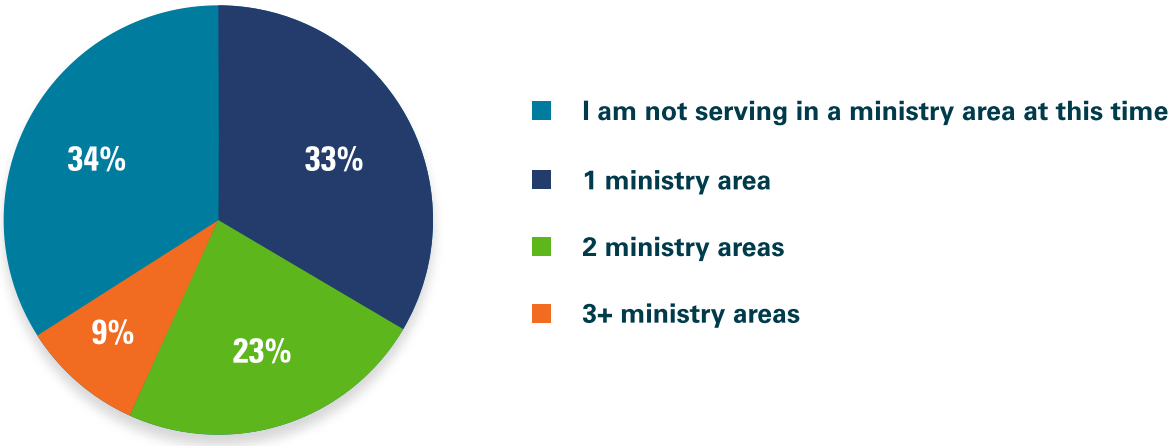
- 28% responded "I have tried by have not found a good fit yet"
- 28% responded "I do not know"
- 24% responded "My life circumstances do not allow me to be in a LIFE Group"

Of those who answered that life circumstances prevented them from participating in a LIFE Group…

- 19% are between age 18-24
- 19% are between age 30-39
- 19% are between age 50-59

Measurable #10 | Connection Points: Serving in Ministry

In how many ministry areas are you currently serving?



How long does it take for people to start serving?

- 37% of those who have been attending less than a year are serving in at least one area of ministry
- 56% of those who have been attending 1-2 years are serving in at least one area of ministry
- 70% of those who have been attending three or more years are serving in at least one area of ministry

Who is not serving?

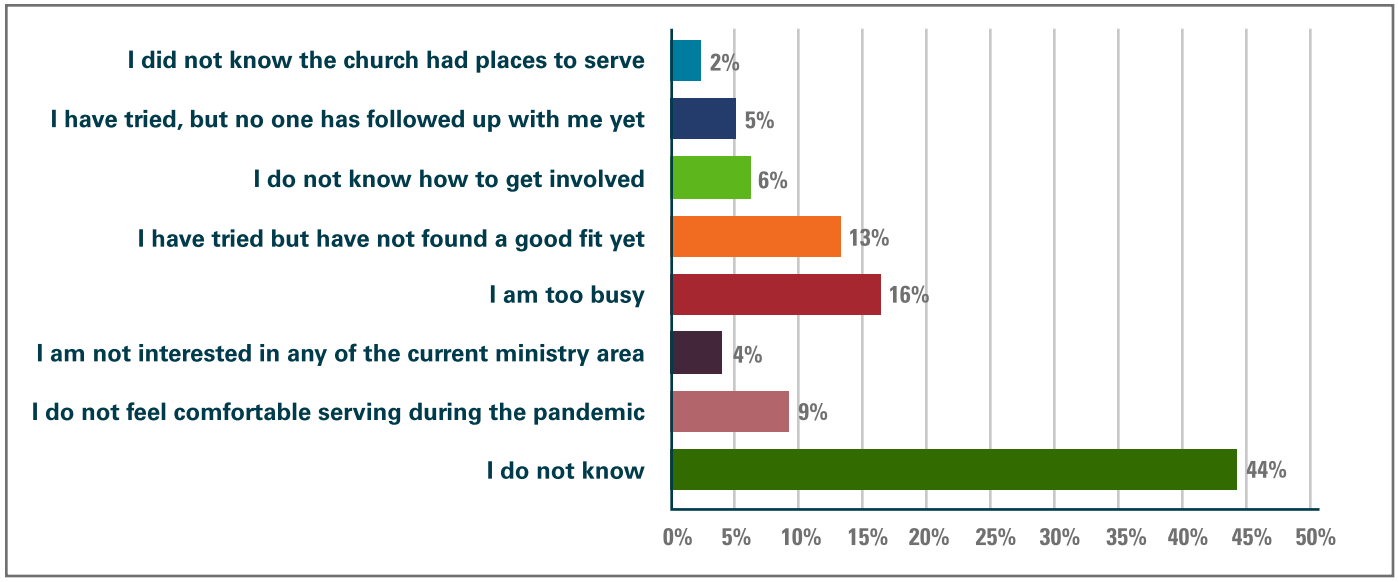
- 35% of those with ministry-age kids are not currently serving
- 48% of those age 25-29 are not serving in any ministry area
- 78% of those who primarily engage with one of the online services are not currently serving in any ministry area
- 30% of members are not currently serving in any area of ministry

Comments & Notes

- Higher-than-normal percentages of those not serving in 71203 and 71225 are likely a factor of driving distance to the West Monroe campus.

Measurable #11 | Connection Points: Obstacles to Serving

If you are NOT serving in any area of ministry, why not?

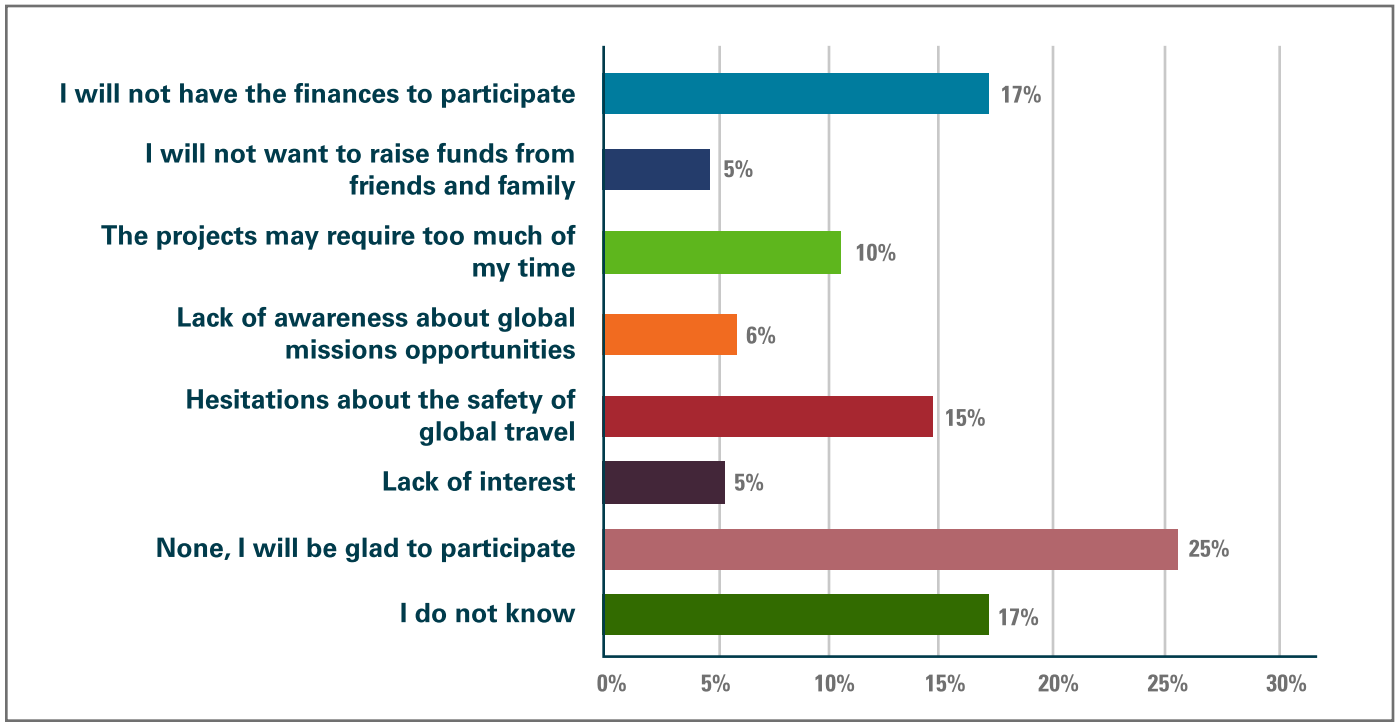


Of those who said they were too busy to serve…

- 26% are between age 30-39
- 26% are between age 40-49
- Parents with children under the age 18, 24% said they were too busy to serve.

Measurable #12 | Connection Points: Global Missions Projects

What do you anticipate will be your primary obstacle to participating in future global missions projects with First West?

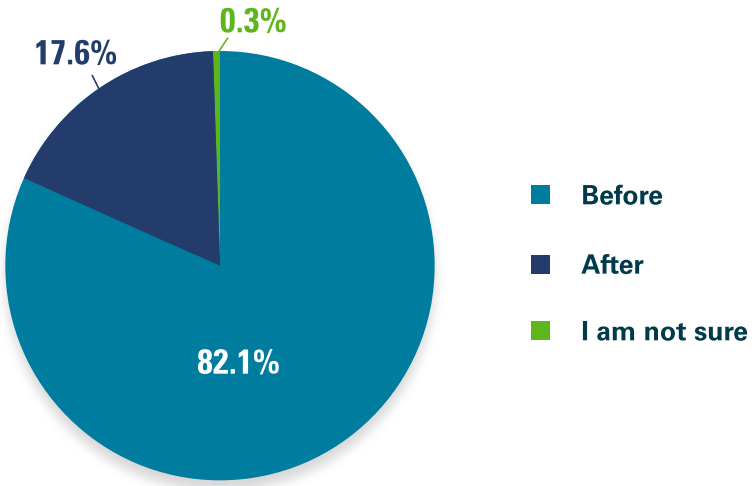


Future Global Missions Participation

- 26% of those with ministry-age kids responded, "None, I will be glad to participate"
- 21% of those with ministry-age kids responded, "I will not have the finances to participate"
- The most popular response for those under age 18, 18-24, 30-39, 40-49, 50-59 and 70 and older was, "None, I will be glad to participate"
- 27% of those age 25-29 said "I will not have the finances to participate"
- 23% of those age 60-69 said they had hesitations about the safety of global travel

Measurable #13 | Maturity Markers: Conversion Growth

Did your commitment to Christ occur before or after you started attending First West?



Of those who replied that they committed to Christ after attending First West…

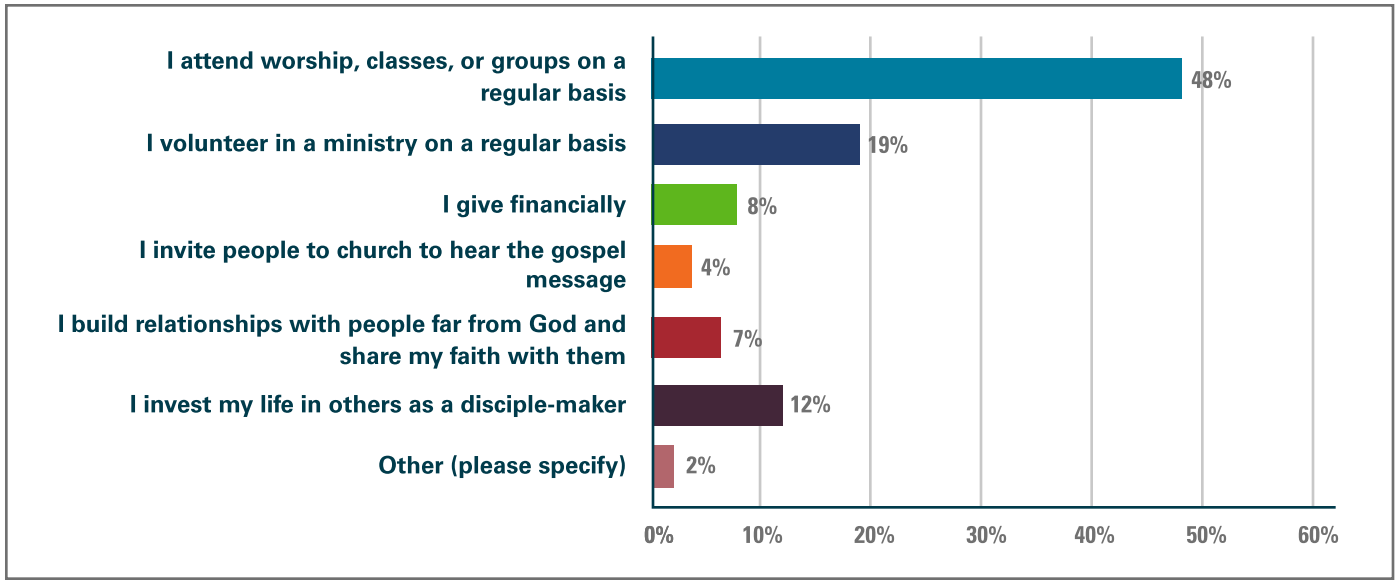
- 6% have been attending for less than two years
- 10% have been attending for 3-4 years
- 84% have been attending for more than five years

Comments & Notes

- Only five people responded "No" or "I don't know" to having made a commitment to Christ.
- 69% of those who have made a commitment to Christ made it over 20 years ago.

Measurable #14 | Maturity Markers: Living on Mission

In what way do you feel like you are MOST living the mission of First West Church?



Of those who responded "I invite people to church to hear the gospel message"...

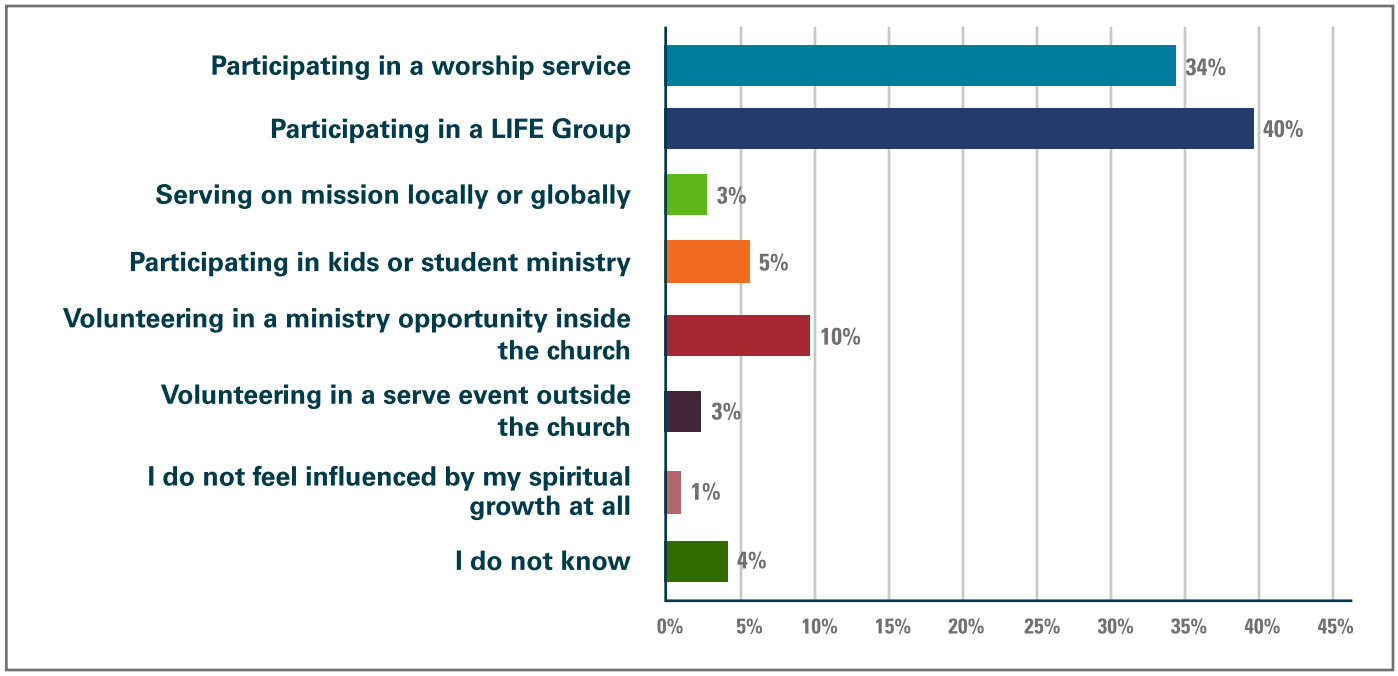
- 86% invited someone to attend or view a weekend service in the past six months
- 59% issued invitations to three or more people in the last six months

Comments & Notes

- 75% indicated living the mission as attending, serving, or giving to First West
- Approximately 20% indicated living the mission as sharing their faith or making disciples

Measurable #15 | Maturity Markers: Spiritual Growth Influences

What ONE ministry activity associated with First West, more than another, is influencing your spiritual growth the most?

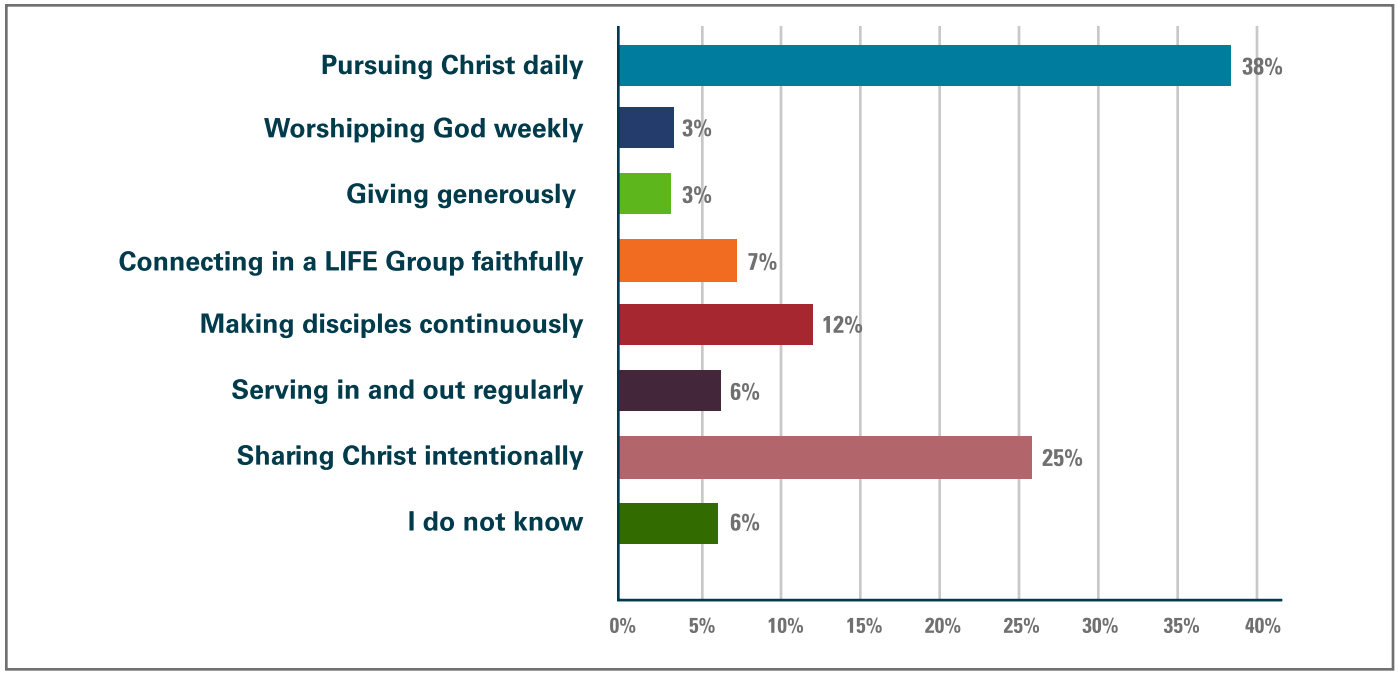


Comments & Notes

- The top answer in every age range was "Participating in LIFE Groups" except for the 18-24 age range, whose top answer was "Participating in a worship service."
- Of those currently serving in more than one ministry area, 45% said that "Participating in a LIFE Group" was most influential to their spiritual growth, 24% said "Participating in a worship service" was most most influential to their spiritual growth, and 14% said "Volunteering in a ministry opportunity inside the church" was the most influential to their spiritual growth.
- Of those who tithe 10% or more, 47% said that "Participating in LIFE Group" was most influential to their spiritual growth, and 29% said that "Participating in a worship service" was most influential to their spiritual growth.

Measurable #16 | Maturity Markers: Areas of Growth

What one aspect of living your Christ-centered purpose do you NEED THE MOST GROWTH?



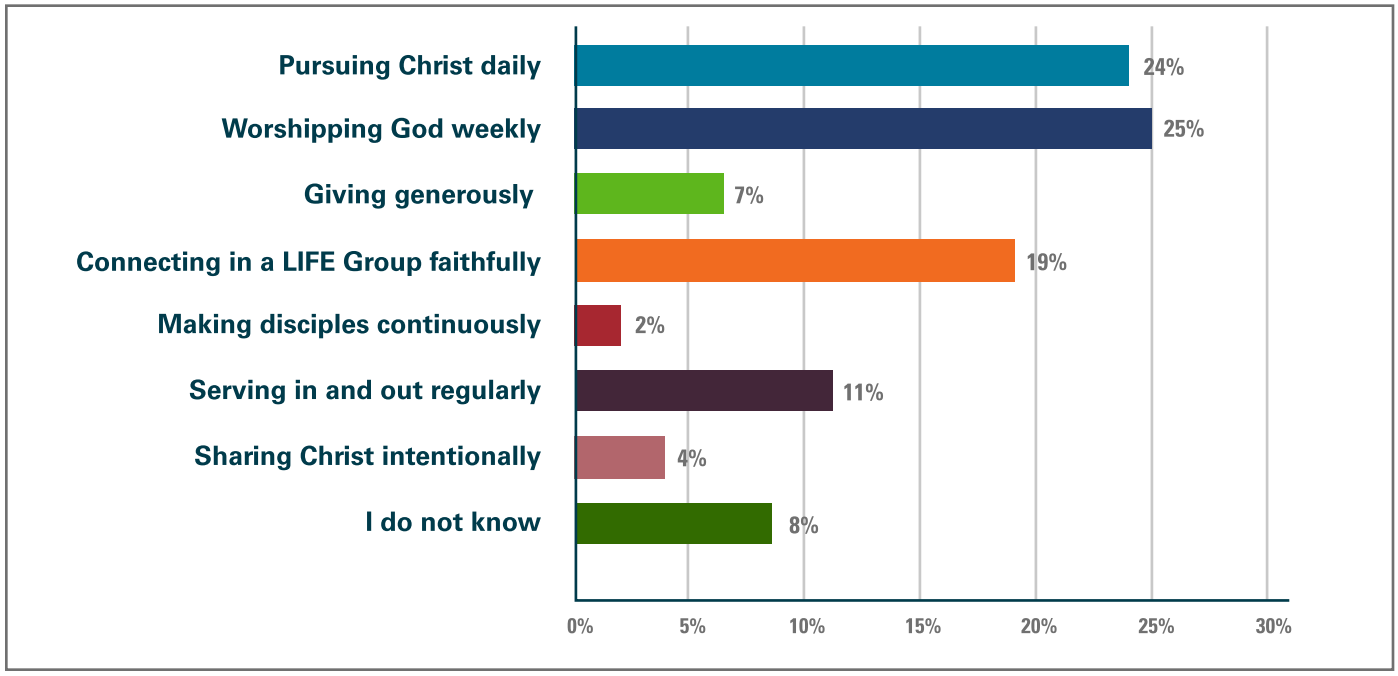
Where do people feel the need for growth?

- 42% of those with ministry-age kids said they need growth in pursuing Christ daily
- 24% of those with ministry-age kids said the need growth in sharing Christ intentionally
- 37% of those who have been attending less than two years said they need growth in pursuing Christ daily
- 46% of those age 18-29 said they need growth in pursuing Christ daily
- 48% of those who attend LIFE Group @Home said they need growth in pursuing Christ daily

Measurable #16 | Maturity Markers: Areas of Growth

Continued

In what one aspect of living your Christ-centered purpose do you FEEL MOST EQUIPPED?

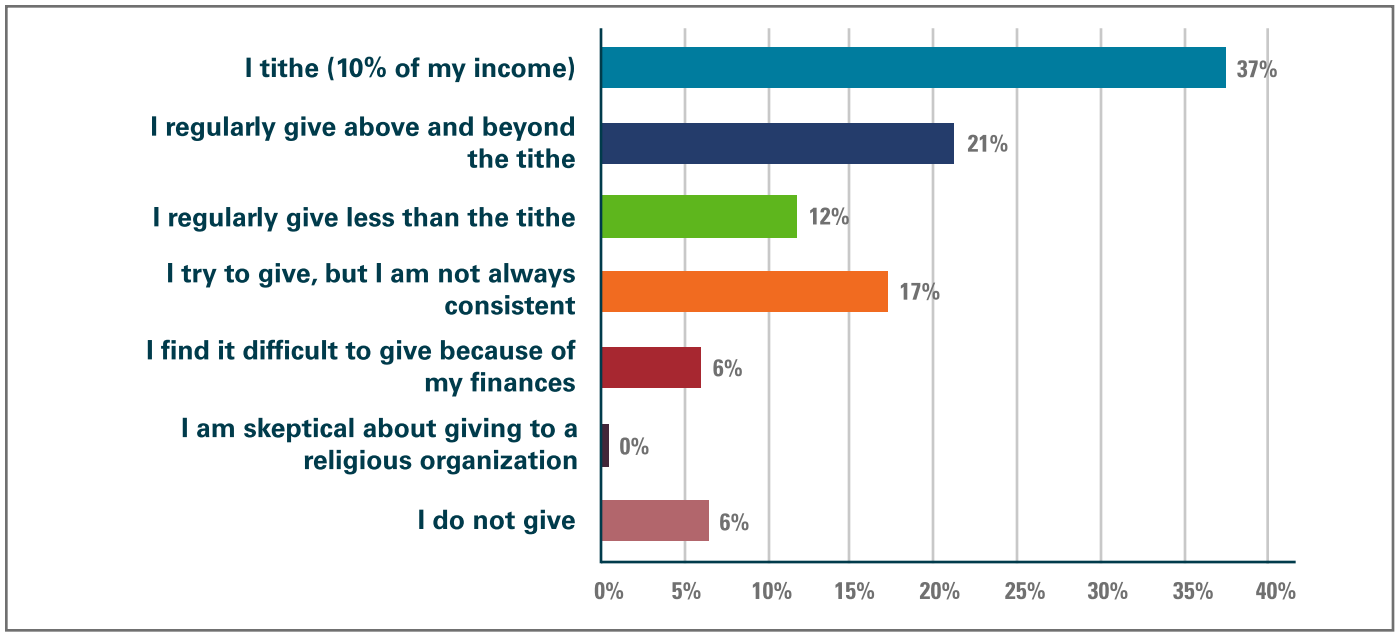


Where do people feel equipped?

- 27% of those with ministry-age kids feel equipped in worshipping God weekly
- 19% of those with ministry-age kids feel equipped in pursuing Christ daily
- 35% of those who have been attending less than two years feel equipped in worshipping God weekly
- 30% of those age 18-29 feel equipped to in worshipping God weekly
- 35% of those who attend LIFE Group @Home feel most equipped in worshipping God weekly

Measurable #17 | Maturity Markers: Generous Living

How would you describe your general giving to First West?



Comments & Notes

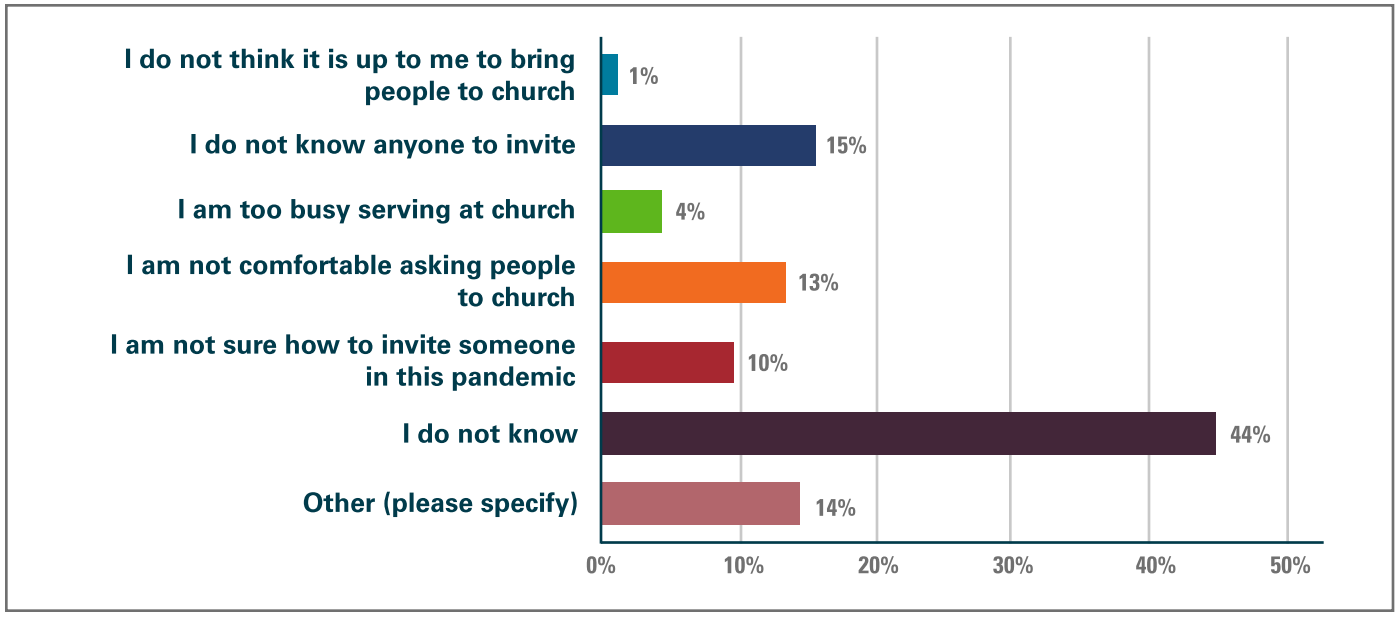
- 27% of those under 29 tithe 10% or more
- 47% of those 30-39 tithe 10% or more
- 63% of those 40-49 tithe 10% or more
- 65% of those 50-59 tithe 10% or more
- 75% of those 60-69 tithe 10% or more
- 75% of those 70 or older tithe 10% or more

- Less than 1% said they were skeptical of giving to a religious organization

- Of those who have made a commitment to Christ, 7% do not give and 17% said they try to give but are not always consistent.

Measurable #18 | Evangelistic Temperature: Inviting Culture

What is the PRIMARY reason you do NOT invite guests to attend or view a worship service more often?

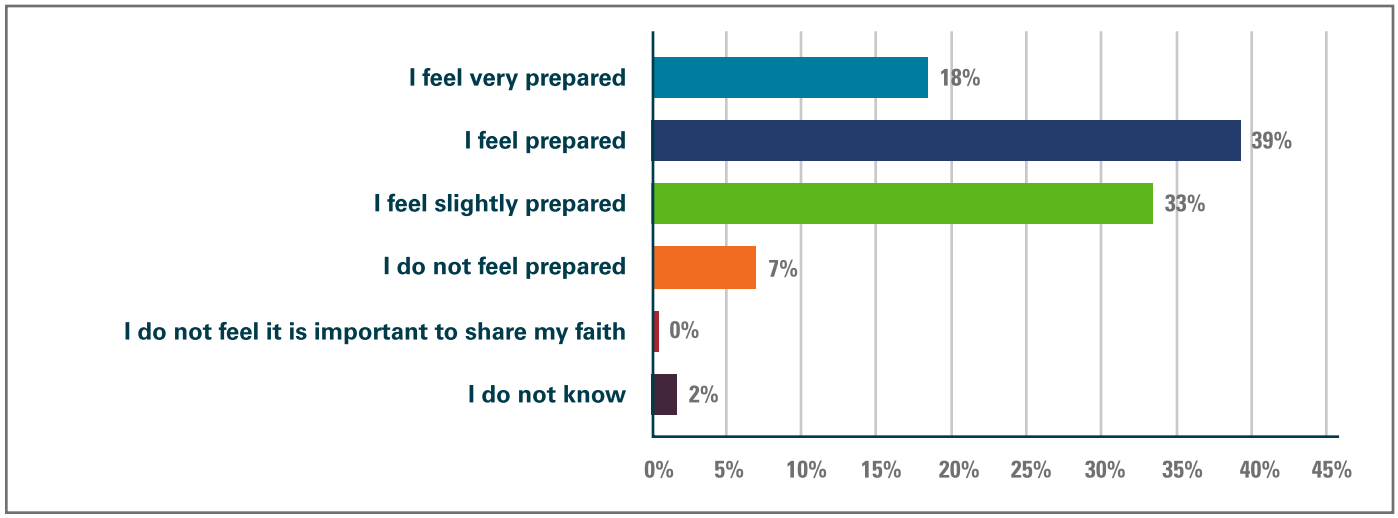


Barriers to Inviting

- 13% of those with ministry-age kids reported not knowing anyone to invite
- 20% did not invite anyone in the last six months. In non-pandemic times, 68% of churchgoers typically invite someone to church over the span of six months.

Measurable #19 | Evangelistic Temperature - Sharing Christ

How prepared do you feel to personally share your faith?



Those under age 39…

- 43% said they feel slightly prepared to share their faith
- 32% said they feel prepared to share their faith

Of those 40 and older…

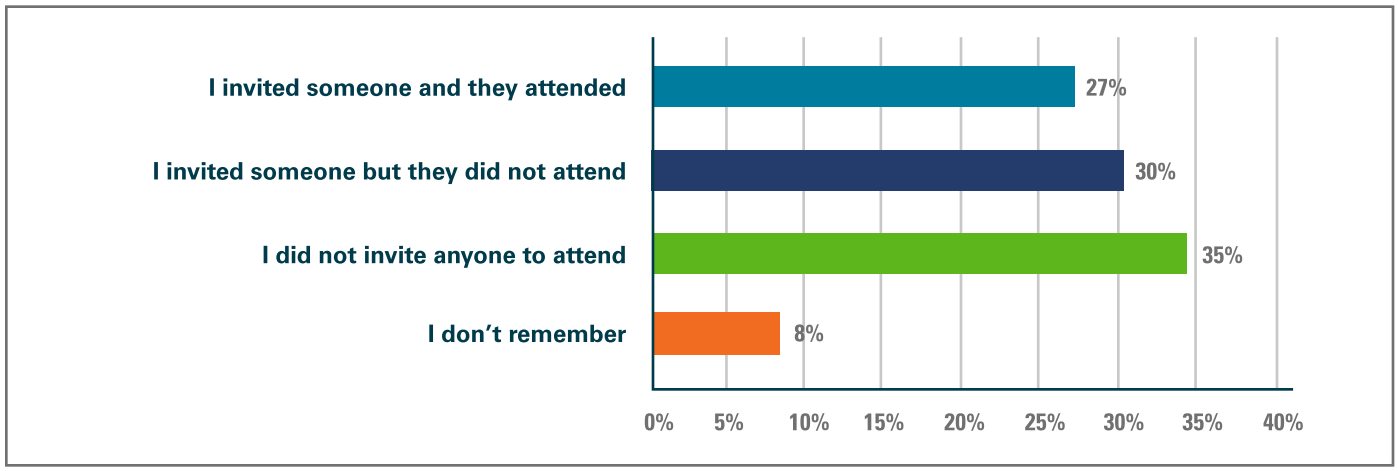
- 26% said they feel slightly prepared to share
- 45% said they feel prepared to share

- 38% of those with ministry-age kids said they feel prepared to share their faith
- 41% of members said they feel prepared to share their faith

Measurable #19 | Evangelistic Temperature - Sharing Christ

Continued

What best describes how you invited others to join you at our Easter service?

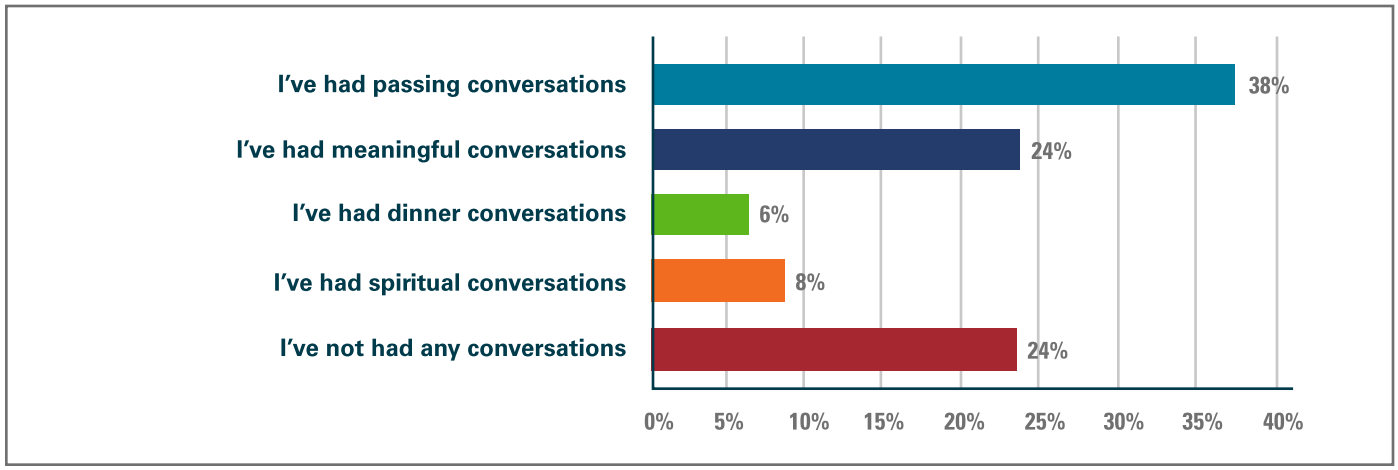


- 58% of those between the ages of 25-29 did not invite anyone to attend
- 34% of those under 18 and those 50-59 invited someone and they did attend
- 35% of those with ministry-age kids invited someone but they did not attend
- 33% of members did not invite anyone to attend the Easter service

Measurable #19 | Evangelistic Temperature - Sharing Christ

Continued

What phrase best describes your deepest level of conversations in the last month with the 2–3 families who live in closest proximity to your home?



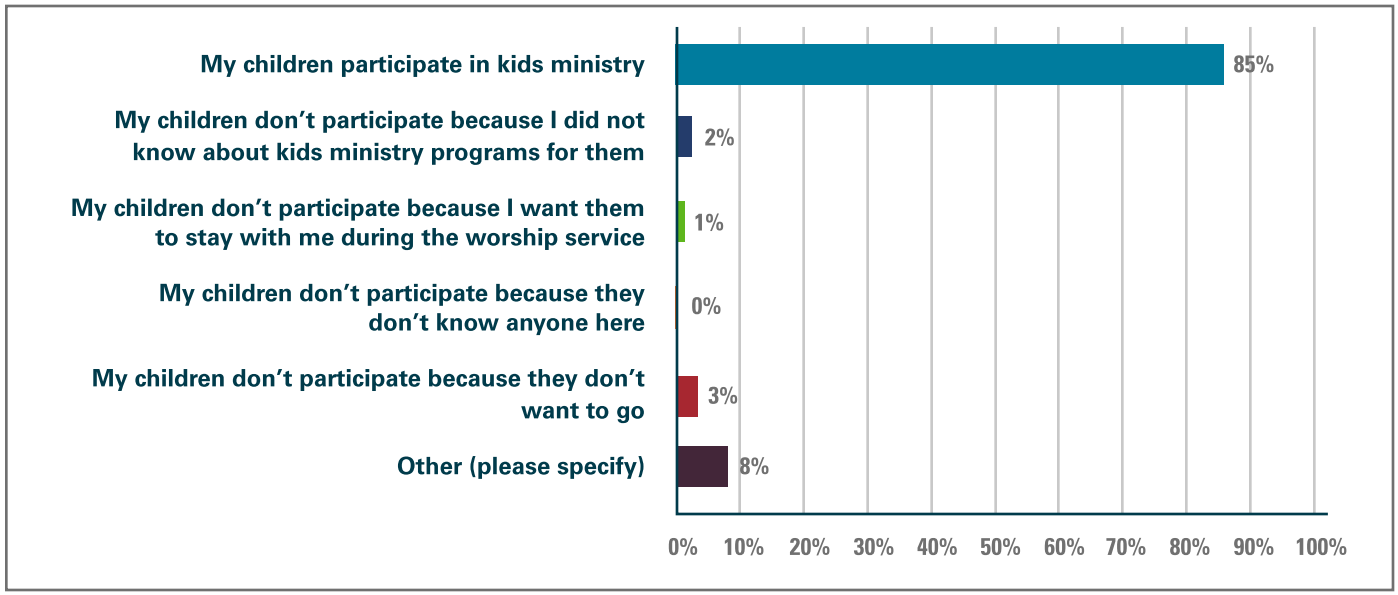
In the last month...

- 47% of those age 70 and older reported having passing conversations
- 30% of those age 18-24 reported having meaningful conversations
- 18% of those age 25-29 reported having dinner conversations
- 15% of those under age 24 reported having spiritual conversations
- 33% of those age 18-24 reported having no conversations
- 35% of those with ministry-age kids reported having passing conversations with their neighbors
- 10% of those with ministry-age kids reported having dinner conversations with their neighbors
- 40% of members report having passing conversations with their neighbors

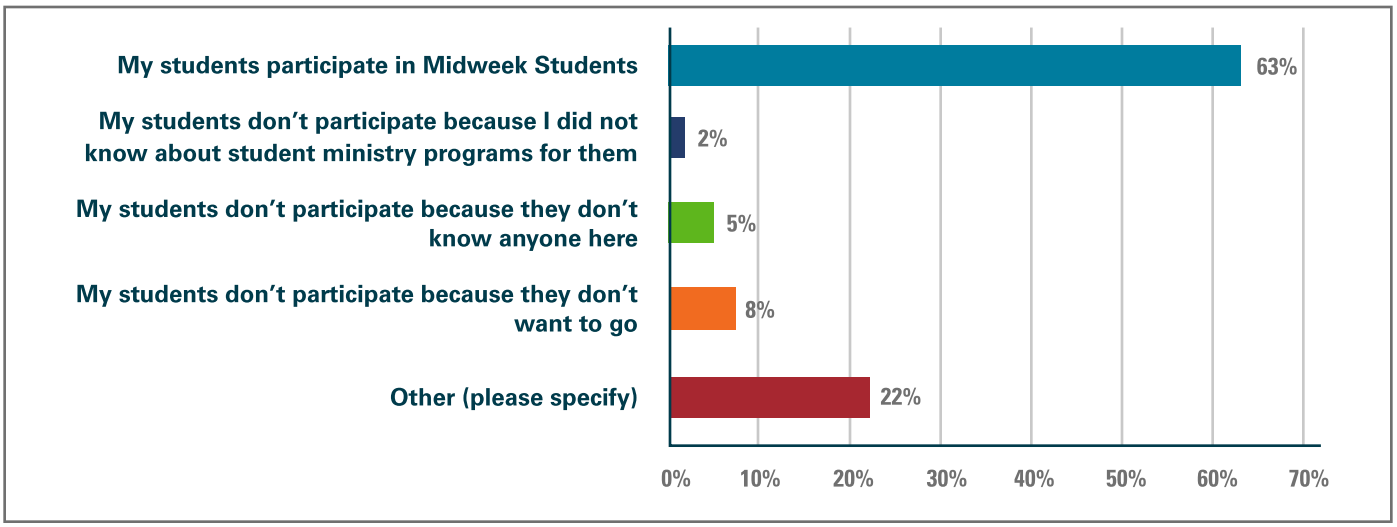
Measurable #20 | Strategic Initiative: Ministry to Families

What does participation look like in family ministry?

If you have children in Grades 1–5, which best describes their participation in First West's kids program?



If you have children in Grades 6–12, which best describes their participation in First West's student program?



Measurable #20 | Strategic Initiative: Ministry to Families

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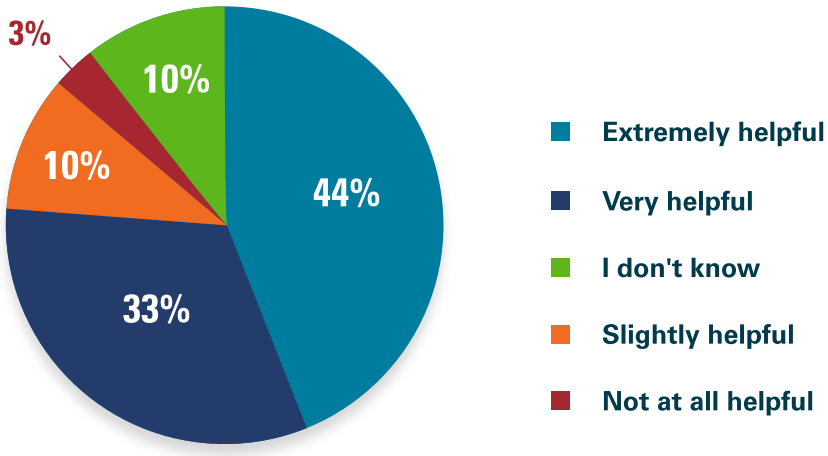
In thinking about a partnership in helping your children live out their Christ-centered purpose, would you say our NextGen ministry is....



Comments & Notes

- Many of the "other" responses indicated family busyness during midweek activities. Overall the participation rate is high.
- 77% of parents feel that the NextGen ministry is either very effective or extremely effective in partnering toward the mission of First West.