

# SECRET GUEST SURVEY

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CHURCH NAME

Thank you for taking time to be a secret church guest at our church. You are truly providing a helpful ministry to us. While we do not expect you to answer all of these questions in your report, we provide them as a general guide for you in this process.

If you do not have sufficient space, please add space electronically, or add pages if you are completing this report manually. If you have questions after reviewing this document, feel free to contact us at \_\_\_\_\_

**A.** Prior to going to the church, review the means 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?

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

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

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

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2. 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?

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

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

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5. Are there greeters in the parking lot?

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

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

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

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C. As you enter the church, consider these questions:

1. As you enter, what are your first impressions of the entry foyer?

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

UNINVITING INVITING

1 2 3 4 5

Why?

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COLD ATMOSPHERE WARM ATMOSPHERE

1 2 3 4 5

Why?

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CLUTTERED TIDY

1 2 3 4 5

Why?

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CONFUSING STRAIGHTFORWARD

1 2 3 4 5

Why?

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UNFRIENDLY FRIENDLY

1 2 3 4 5

Why?

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

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

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

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

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D. If you attend a small group (which is strongly our preference), respond to these questions:

1. Are there greeters who help you get to the appropriate classroom?

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2. What is your first reaction to the education areas?

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3. Do the classrooms appear large enough to make them usable for various age groups and teaching methods?

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4. Are there room identification signs?

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

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6. How do you feel about leaving your children in the classrooms?

(IMPORTANT: IF YOU HAVE ANY DISCOMFORT AT ALL, DO NOT LEAVE YOUR CHILDREN).

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7. 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)?

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

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9. After attending a small group, rate the experience on the basis of:

a. quality of the teaching

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b. friendliness of the group

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c. preparedness of the group – that is, were they ready to welcome and include a guest?

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10. Would you attend a small group at this church again?

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E. In the worship center, consider these questions:

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

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2. Does this space feel welcoming? Why?

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

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

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

POOR ACOUSTICS

EXCELLENT ACOUSTICS

1 2 3 4 5

Why?

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NOT COMFORTABLE

VERY COMFORTABLE

1 2 3 4 5

Why?

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UNFRIENDLY

FRIENDLY

1 2 3 4 5

Why?

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VERY UNATTRACTIVE

VERY ATTRACTIVE

1 2 3 4 5

Why?

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ORDINARY  
ARCHITECTURE

CREATIVE  
ARCHITECTURE

1 2 3 4 5

Why?

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COLD,  
INTIMIDATING

WARM  
FRIENDLY SPACE

1 2 3 4 5

Why?

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

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7. 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?

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8. Rate the overall experience on the basis of:

a. quality of the music

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b. style of the music

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c. friendliness of the congregation

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d. quality of the preaching

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

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f. use of PowerPoint or other media to make announcements, outline sermon, etc.

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

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10. Would you return to this church to worship with this congregation?

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F. Summary

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

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

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Your goal is to provide us information that simply tells your experience in this church.  
Be honest and clear.  
Thank you again for your willingness to assist

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CHURCH NAME

