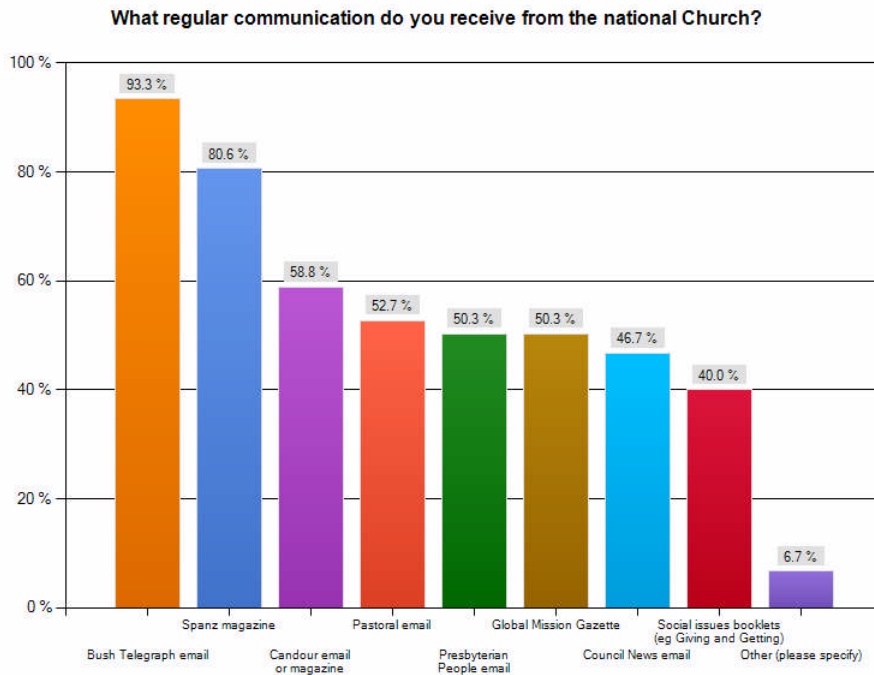


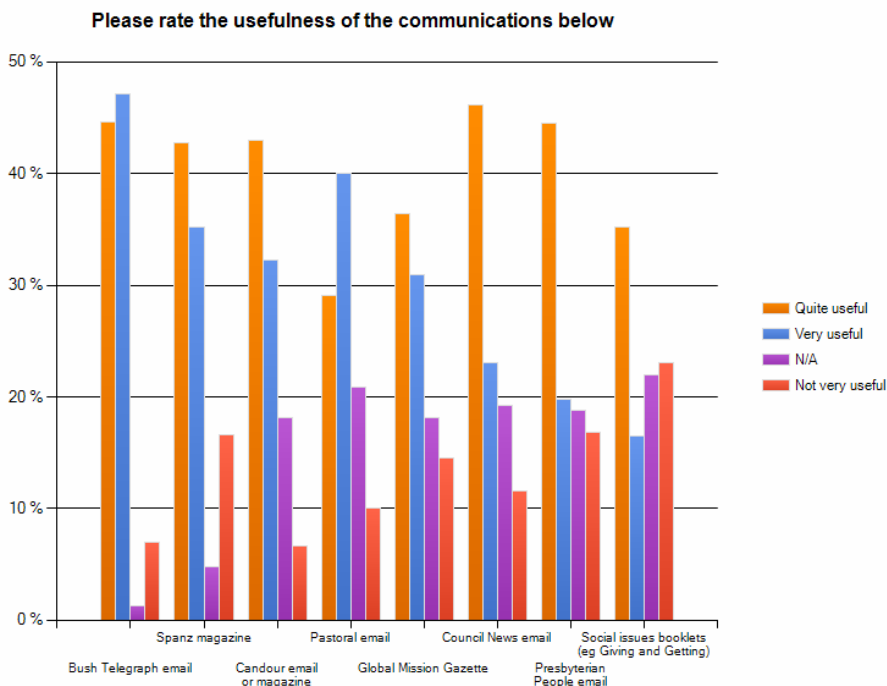
Survey 2009: How can we improve our communication?

151 people filled in the survey, which was accessed through links in Bush Telegraph and Candour emails.

All of our publications had significant readership among the group that responded.



The ratings of different publications' usefulness were generally favourable, with BT clearly seen as the most useful, and the social issues booklets ranked least useful.



Half of the respondents read BT in its entirety, while 37 percent read only the sections they are interested in. The most common use of the information is to discuss at parish council (41 percent), while 33 percent discuss it in conversation. A significant proportion read BT but don't use the information in any way (33 percent).

Most comments about BT were extremely positive. There were some suggestions of how to improve it:

- having a table of contents and/or more summaries that could easily be pasted into other local communications
- a better printable version
- increase its distribution to more people in parishes

The vast majority of people prefer to receive information in email form (80 percent). Less than 10 percent prefer paper.

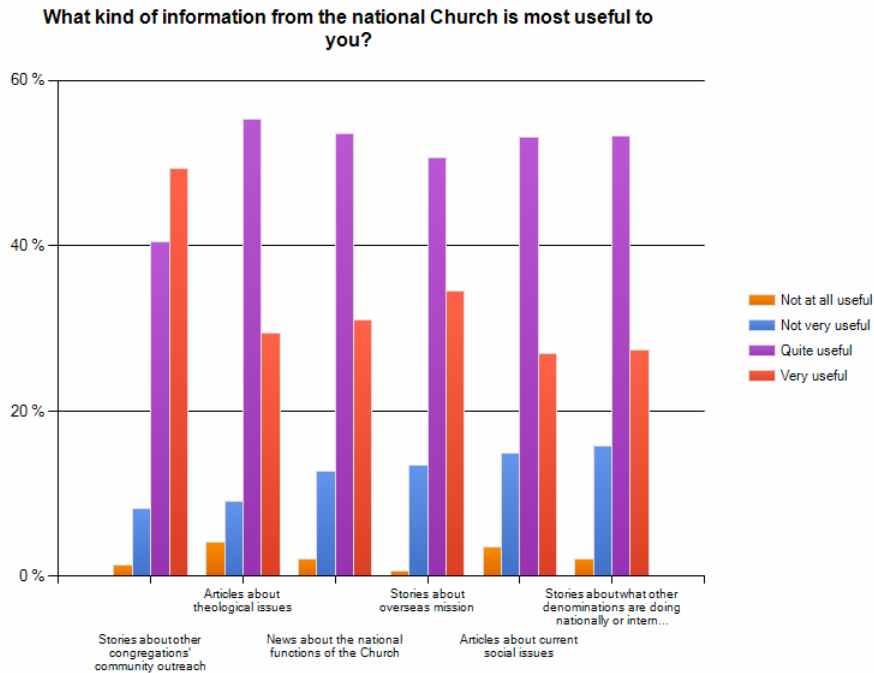
Of the 77 percent of respondents who receive our less-regular emails (eg about Going Further, presbytery reform or Press Go), 54 percent appreciate them while 46 percent do not.

When asked about changes that would improve our email communications, the vast majority of respondents make only positive comments and say no change is needed. The few suggestions of improvement included:

- having clear headings and summaries
- better 'print friendly' options
- more widely publicising our range of email newsletters and how to sign up to them

When asked about how their church communicates with its members, 87 percent of respondents say a printed weekly newsheet is used. 21 percent say their church sends out a regular email; 28 percent says they use a website.

Most people think that stories about other congregations' community outreach is the most useful kind of information we can provide, rating it on average "very useful". All other options offered earned an average rating of "quite useful".



When asked what we could do to make our communication more useful, most people provided responses that were supportive of our existing work. Some suggested ensuring we had a clear summary at the start of pieces of communication that could easily be shared with parishes. Several people wanted communication that was more targeted at particular interest groups, eg retirees, elders, or those interested in progressive Christianity. Improving the look of Candour and providing “more in depth content” in Spanz were other suggestions.

When asked if they had any other comments, most people made general positive comments.

About the respondents

The largest group of respondents attended churches with 25-50 people (26 percent). Another 22 percent had 50-75 people, while 19 percent had 75-100 people. A total of 27 percent of respondents went to churches where more than 100 people attended. 36 percent of respondents were ministers; 10 percent were elders. 72 percent were male.