

**St. Joseph's**  
**Mission Driven Parish**  
**2009 Focus Group**  
**Survey Results**

August 24, 2009

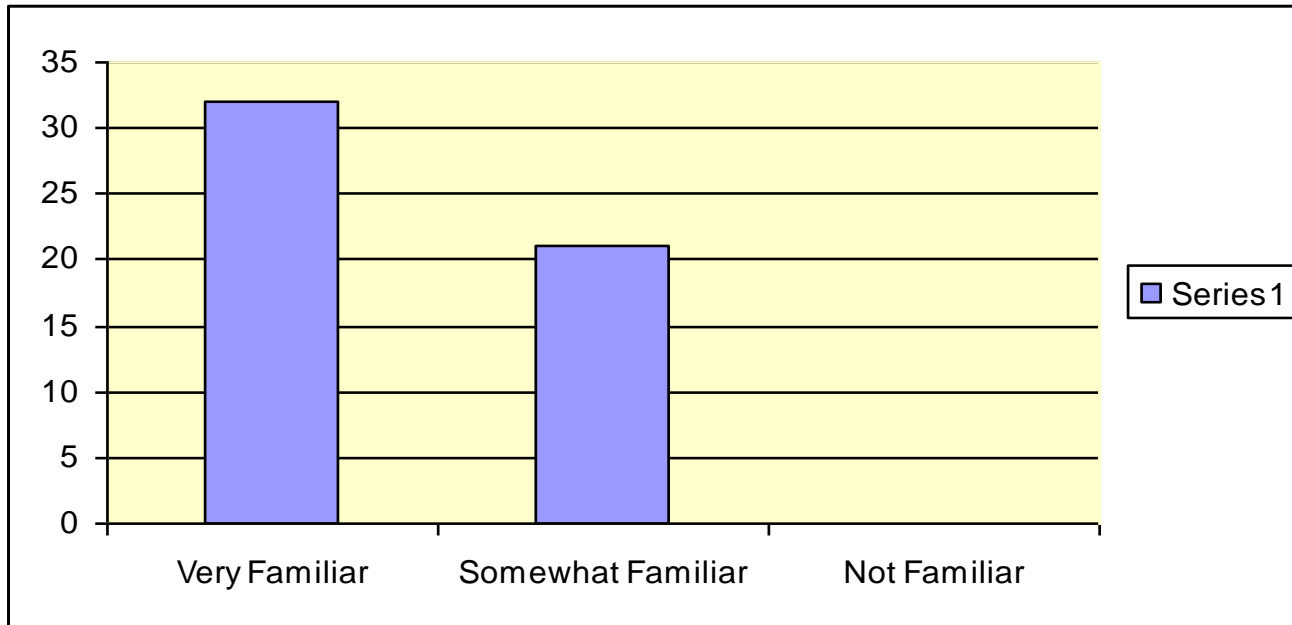
# Overview

- 2550 households as of 2009
  - 300 individuals invited to attend focus groups
  - 127 individuals (42%) attended, representing 100 households
  - 59 focus group surveys completed
    - 46% of focus group attendees provided feedback via the survey
    - Some respondents did not complete all survey questions
- 2473 households as of 2008
  - 1553 (63%) households completed the census

# Focus Group Survey Insights

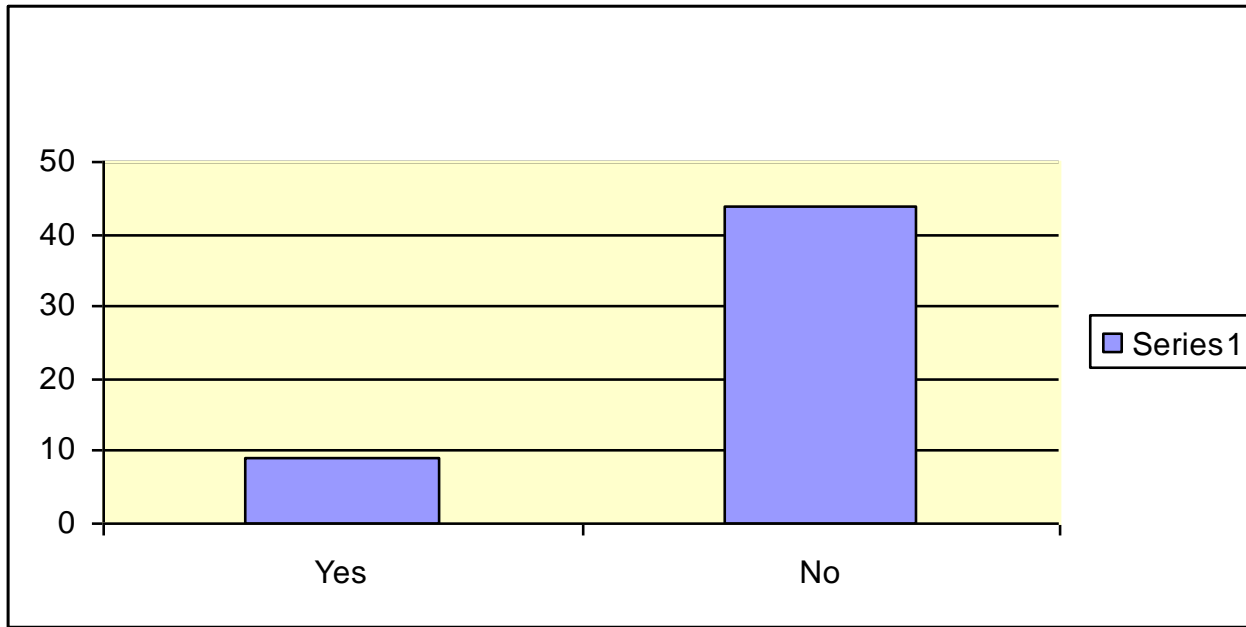
- The majority of focus group attendees 60% feel very familiar with the plan yet, 40% of the attendees remain only somewhat familiar
  - This presents a possible opportunity to engage the 40% to gain understanding for improving messages and communications strategy
- Most likely the focus group attendees are the most involved parishioners however, 86% of the survey respondents were unaware of the parish growth
  - Projecting this to the parish-at-large presents a significant opportunity to develop a “welcome” program that increases awareness within the parish and possibly engages “tenured” parishioners with new ones
- Input from the Census seems to correlate very well to the current proposed plan with one exception – the baptismal font
  - Updating the church, parish resource center, need for gathering space / meeting rooms were identified as parish needs from census surveys
  - There were no comments, positive or negative, regarding the baptismal font
- A number of ideas and improvements identified in the census with relatively low or no cost implications and short lead times have been implemented

# Familiarity With Proposed Plan



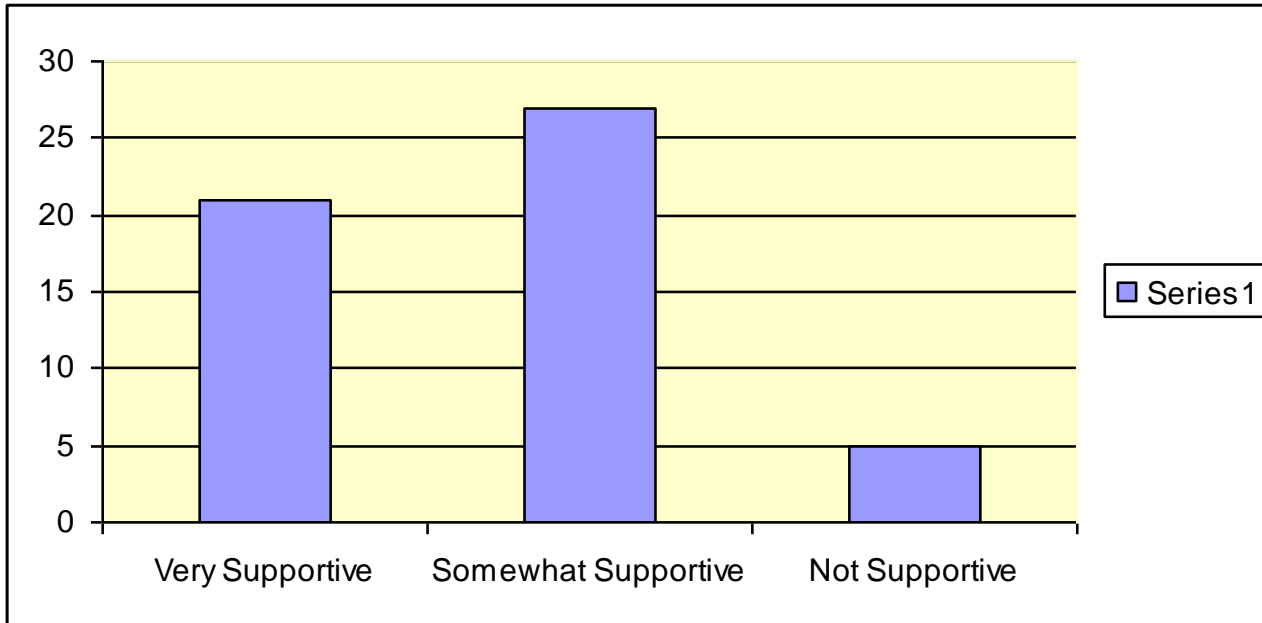
- Following the focus group presentation 60% of the attendees that completed the survey considered themselves very familiar with the proposed plan and 40% somewhat familiar.

# Parish Growth Awareness



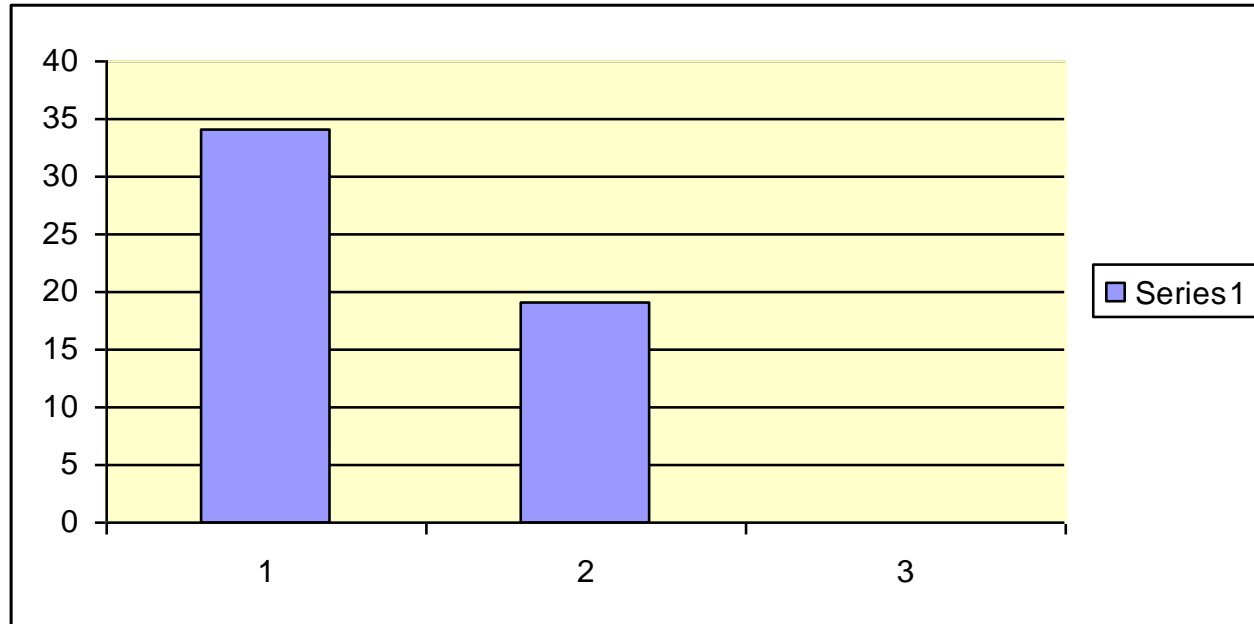
- 83% of the survey respondents were not aware the number of registered households increased by 270 over past three years

# Church Renovations



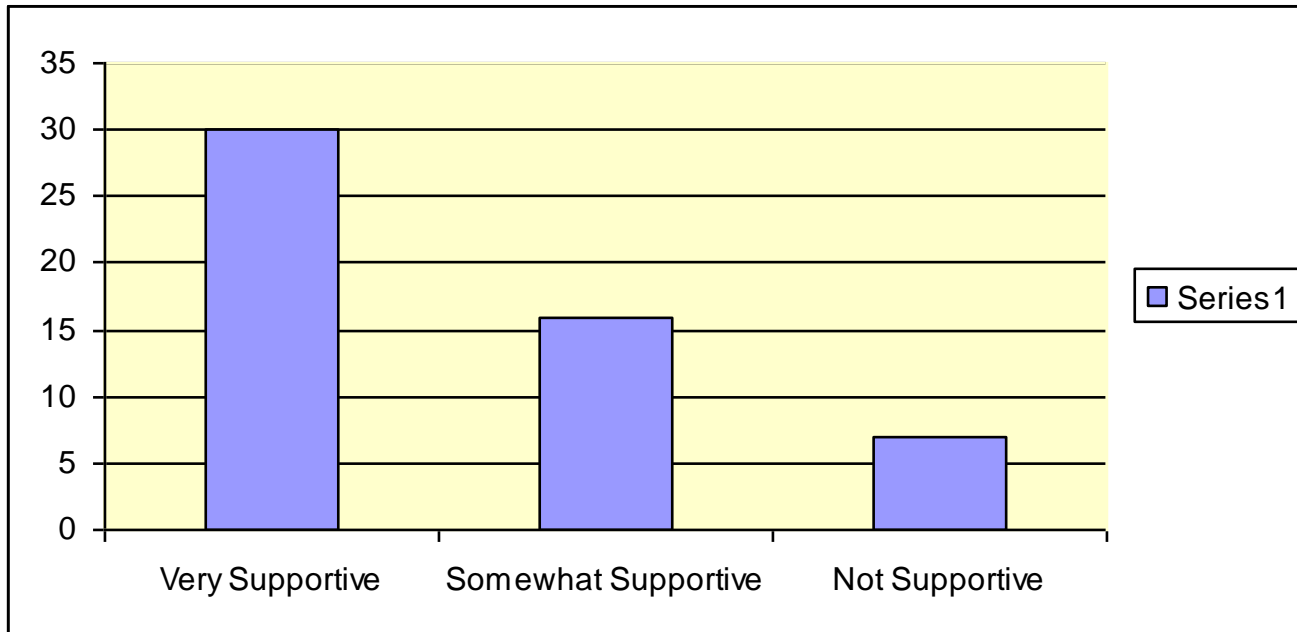
- 39% Very Supportive
- 49% Somewhat Supportive
- 2% Not Supportive

# PRC Renovations



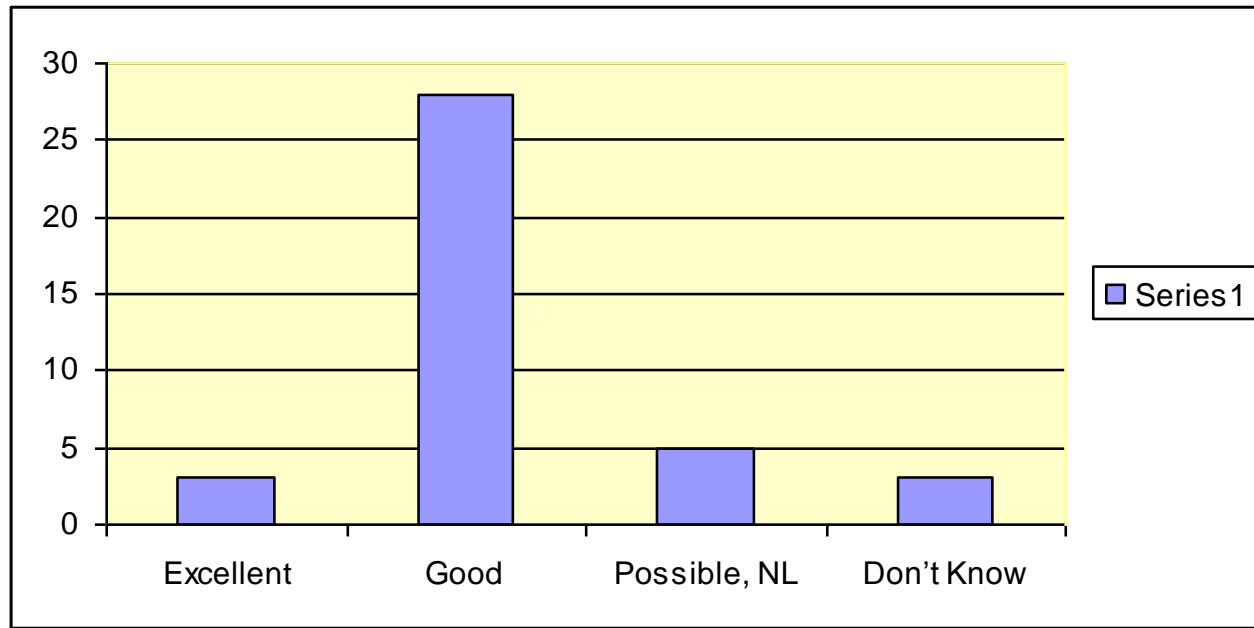
- 64% Very Supportive
- 36% Somewhat Supportive

# Atrium Gathering Space



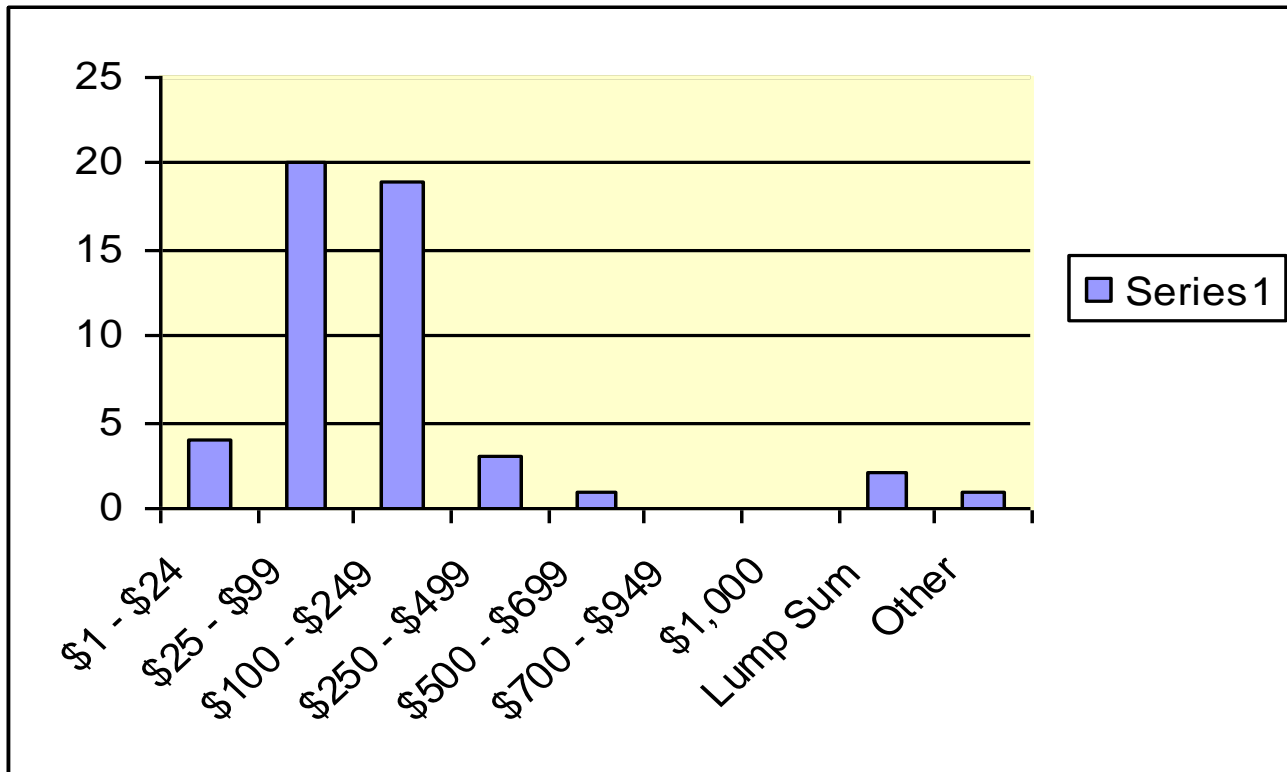
- 57% Very Supportive
- 30% Somewhat Supportive
- 13% Not Supportive

# Chance of Funding Success



- 6% Excellent
- 52% Good
- 26% Possible, but not likely
- 6% Poor

# Support Level Considerations



40% of respondents would consider \$25 - \$99 / month  
38% of respondents would consider \$100 - \$249 / month  
8% at \$1 - \$24 / month  
6% at \$240 - \$499 / month  
4% Other level  
2% \$500 - \$699 or Lump Sum

*Note: 50 out of 59 respondents answered this question*

# Social Outreach Ministry

- **Parish Ministry:** Orphan Care, Intern Program, Community Service Programs
- **Continuation of Local Projects**
- **Initiate a “steady” overseas project**
- **Meet basic human needs of poor**
- **Water For Sudan**
- **Habitat For Humanity**

# Social Outreach Ministry

- **Christmas Tree Gifts**
- **Gift Cards for Parish Poor**
- **Penfield Food Cupboard**
- **Backpack & School Supplies**
- **Doctors Without Borders**

*Thank You!*