

St. Christopher Capital Campaign Survey Results

Background

The Parish Pastoral Council discussed improvements to St. Christopher Parish including the church vestibule, parking facilities, adoration chapel, restroom facilities, gymnasium and entrance canopies. A brochure/survey form was distributed to all families in late May '07 seeking parishioner feedback on the proposed improvements. As promised, the results of the survey are provided below.

Survey Stats

- **15.6%** of all parish families responded to the survey (this is 3 times the industry norm for a sponsored survey of this type).
- **84%** of the responses were complete meaning every question was answered completely; **16%** of the responses were incomplete as not every question was answered.

1. How interested are you in the parish improvements?

Very Interested		29%
Interested		48%
Neutral		16%
Not Interested		2%
Don't Need		5%
Totals		100%

2. What level of support would you give to the Capital Campaign?

High		9%
Some		59%
Neutral		15%
Little		13%
None		4%
Totals		100%

Survey Findings

- Strong level of interest from parishioners who responded – over **75%** interest level in the improvements (either “*Very Interested*” or “*Interested*” responses)
- Nearly **70%** of responders would provide “*Some*” support (“high” and “some” totals)
- Only **7%** of respondents felt the improvements were not needed or showed no interest, although **13%** of them would provide “*Little*” support

Rank Order of Importance

- **Gym** is the most popular as **31%** of responders ranked it 1st but it also got a high response (27%) as the *least important* too.
- **Parking** is very important – **46%** of responders marked it 1st or 2nd with the **Gym (39%)** and **Adoration Chapel (36%)** close behind.
- **Entrance Canopies** appear to be least popular – only named on **5%** of all responders’ 1st choice.

3. Rank the improvements in order of importance to you. (Use 1 for most important and 6 for least important.)

% of total respondents selecting the option	1	2	3	4	5	6
	Most Least					
Parking	25%	21%	14%	14%	17%	9%
Adoration Chapel	16%	20%	19%	16%	17%	11%
Restrooms	11%	19%	17%	21%	18%	15%
Vestibule	12%	20%	22%	22%	16%	7%
Gymnasium	31%	8%	11%	9%	13%	27%
Entrance Canopies	5%	12%	17%	17%	19%	29%