
Conducting a Survey in Your Local Church

You can conduct a survey to discover the attitudes and behavior in your local church, district or field. Included here is a master copy of the survey questionnaire that you can reproduce and distribute. It was created by the Center for Creative Ministry and can be adapted to fit the needs of your local church.

One of the key issues in conducting a local survey: Will we get enough responses to have statistically valid results? As a general guideline, you should try to have a number of completed questionnaires equal to about half or more of the average attendance on the Sabbaths when you distributed the questionnaires. In other words, if the average attendance was 100 on the two or three Sabbaths that the questionnaires were handed out and collected, then you need to get at least 50 filled-out questionnaires back to have valid survey results.

How to get a good response: Hand out the questionnaires on at least two Sabbaths, because on any given Sabbath a number of regular attenders will not be present. Ask everyone to fill out the questionnaire, whether or not they are members of this congregation or visitors, or even non-Adventists. Generally, a few children under 16 years of age will be able to answer the questions, but don't make any arbitrary cut-off in age.

While the questionnaires are distributed, the pastor or someone should make a brief announcement asking everyone to fill out the questionnaire. On the second and additional Sabbaths, they should remind those who filled it out last week to "not vote twice." Assign deacons or ushers to collect the questionnaires from people after the service, as people are leaving.

How to process the numbers: A worksheet is included here that you can photocopy and use to count and calculate the responses on the questionnaires. This can be a lot of work if it is done by hand. Contact your conference stewardship director for additional help.

Stewardship Survey Questionnaire

1. How long have you been a member of the Seventh-day Adventist Church?

- ☐ I am not a member
- ☐ From childhood
- ☐ Less than five years
- ☐ Six to ten years
- ☐ Eleven to 20 years
- ☐ More than 20 years

2. Please indicate the degree to which you agree or disagree with each of the following statements:

	Definitely agree	Agree somewhat	Not sure	Disagree somewhat	Definitely disagree
A. The Bible teaches generosity, including giving money.					
B. Jesus set an example of generosity for Christians to follow.					
C. The Bible teaches tithing (ten percent of income).					
D. The Bible teaches giving offerings in addition to tithing.					
E. Giving is a demonstration of trust in God.					
F. The Bible teaches that sacred tithe should be placed in the Tithe Fund at church.					
G. If you practice tithing, God will bless you.					
H. Not giving is a violation of God's commands.					

3. What does the word "stewardship" mean to you? (Check as many as are true for you.)

- ☐ Giving money to the church
- ☐ Exercising responsibility
- ☐ Giving time to church activities
- ☐ How I manage my time, money, abilities, relationships and resources
- ☐ Everything I do after accepting Jesus
- ☐ Other: _____

4. How effective, in your opinion, are each of the following methods for teaching stewardship?

	Definitely agree	Agree somewhat	Not sure	Disagree somewhat	Definitely disagree
A. Sermons on stewardship by the pastor					
B. Sermons on stewardship by guest speakers					
C. Seminars or classes on related topics					
D. Personal stories shared by church members					
E. Regular reports on how funds are used by the church					
F. Clear reports on financial needs					
G. Teaching the children about tithe and offerings					
H. Generous members who set a good example					
I. The organization sets an example of generosity					
J. A broad concept of stewardship beyond just money					
K. Teaching members that they will be blessed if they give					
L. Small group Bible studies and discussion					

5. To what extent, in your opinion, would each of the following factors motivate church members to give time and money to the mission of the church?

	Top motivator	Some motivation	Not sure	Less motivation	No motivation
A. Visionary leaders who focus on mission					
B. Contemporary communication media					
C. Up-to-date marketing strategies to promote the mission					
D. Getting more members involved in volunteer ministry					
E. A way for members to give to specific projects					
F. Better communication of the needs					
G. A link between each local church and a missionary					
H. Thank-you's sent to members for their giving					
I. Forget about money, and focus on spiritual nurture					
J. Mission reports and appeals					
K. The convenience of giving online					
L. Greater transparency about church finances					

6. How do you usually calculate your tithe?

- ☐ Gross income before taxes
- ☐ Net income after taxes
- ☐ Amount left over after major living expenses
- ☐ Do not give tithe

7. During the last year, about what percentage of your annual income did you give to non-tithe offerings?

- ☐ Less than 1%
- ☐ 1% to 4%
- ☐ 5% to 9%
- ☐ 10% to 14%
- ☐ 15% or more

8. How did you determine the amount of your non-tithe offerings?

- ☐ Gave a set amount of money each time
- ☐ Gave a percentage of my income
- ☐ It depended on the offering appeal
- ☐ It depended on the project
- ☐ It depended on how much money I had with me

9. What is your most important reason for giving money to the church and related ministries?

- ☐ To win people to Christ
- ☐ To help suffering people
- ☐ A sense of obligation for my blessings
- ☐ To help poor people become self-sufficient
- ☐ Because God commands it
- ☐ To fund the mission of the church
- ☐ As an act of worship to God

10. What are your top three reasons for returning tithe? Select your top two or three choices from the statements below.

- ☐ It is a good habit I've formed in my life; it's almost "automatic"
 - ☐ God means so much to me that I can't do enough for Him
 - ☐ I want to be honest before God in doing what He requires
 - ☐ When I give to God, He "opens the storehouse" with blessings
 - ☐ It is a better way to compensate ministers than the alternatives
 - ☐ Tithing is a solidly Biblical principle; it's a basic Christian belief
 - ☐ My heart goes out to those in mission lands who need help
 - ☐ I value our church organization, and tithing helps keep it strong
 - ☐ Other
-

11. In the past year, have you given any of your tithe to these “non-tithe” categories?

Please check as many as are true.

- ☐ For local church ministries or building fund
- ☐ For a worthy student
- ☐ To an overseas organization of the Adventist Church
- ☐ To an Adventist radio or television ministry
- ☐ To independent (self-supporting) Adventist ministries
- ☐ To an Adventist school
- ☐ To public evangelism
- ☐ To non-Adventist ministries or charities
- ☐ Other: _____

12. For each of these church activities, please indicate whether you believe it should be funded from the tithe or only from other funds.

	Should be funded from tithe	Should not be funded from tithe	OK to fund from tithe or other	I am not sure
A. Pastor's salary and benefits				
B. Church building, utilities and insurance				
C. Church ministries				
D. Evangelism and outreach				
E. Community service activities				
F. Church school budget				
G. Secondary schools (Academy)				
H. Adventist colleges and universities				
I. Conference office staff salaries, etc.				
J. Conference office facilities, etc.				
K. Summer camp and camp meetings				
L. Local church secretary				
M. World missions				

13. Have you attended a seminar about managing your personal or family finances in the last year?
☐ Yes ☐ No ☐ I am not sure

14. Have you heard of the Adventist seminar, *Faith and Finance*?
☐ Yes ☐ No ☐ I have attended one

15. How often does your pastor preach about stewardship?
☐ About once a month ☐ About once a quarter ☐ Once or twice a year ☐ Almost never

16. How effective is your pastor in teaching stewardship?
☐ Very effective ☐ Not sure ☐ Somewhat ineffective
☐ Somewhat effective ☐ Very ineffective

17. What kind of ministry do you prefer to support with donations or offerings?

	Very important	Somewhat important	Low priority	Would not give to
A. Disaster and famine relief				
B. Public evangelism campaigns				
C. Inner city ministries				
D. Community development (well-drilling, agriculture, etc.)				
E. Planting new local churches				
F. Orphans and child survival				
G. Radio & TV with direct evangelistic approach				
H. Radio & TV aimed at the secular population				
I. Distribution of literature				
J. Using social media on the Internet, Twitter, etc.				
K. Christian education				
L. Health care and health education				
M. Innovative, experimental outreach				
N. An overall world budget				

18. How do you prefer to give to missions?

- ☐ By giving regularly to the World Budget
- ☐ Through Sabbath School offerings
- ☐ Making contributions directly to projects
- ☐ Through personal involvement
- ☐ Through special offerings at church

19. How well has the Personal Giving Plan been explained to you?

- ☐ I have never heard of it
- ☐ I know very little about it
- ☐ I have some awareness of it
- ☐ I know a lot about it
- ☐ I participate in it

20. Have you ever gone on a mission trip either in North America or overseas?

- ☐ Yes, in the last year
- ☐ Yes, more than a year ago
- ☐ Never

21. What type of community do you live in?

- ☐ Large city
- ☐ Suburb of a city
- ☐ Small town
- ☐ Rural area

22. When were you born?

- ☐ Before 1946
- ☐ 1946 to 1964
- ☐ 1965 to 1980
- ☐ After 1980

23. What is your marital status?

- ☐ Now married
- ☐ Never married
- ☐ Divorced single
- ☐ Widowed

24. What is the highest level of education you have completed?

- ☐ Less than a secondary diploma
- ☐ Secondary diploma
- ☐ Some college (no degree)
- ☐ Two-year college degree
- ☐ Four-year college degree
- ☐ Graduate degree

25. What is your primary ethnic background?

- ☐ Asian or Pacific Islander
- ☐ African American or Caribbean
- ☐ Hispanic or Latino
- ☐ White and not Hispanic
- ☐ Multi-ethnic and other

26. Were you born as a citizen of the country where you now live?

☐ Yes

☐ No

27. What is your gender?

☐ Male

☐ Female

28. Do you have any other comments or suggestions?

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Stewardship Survey Analysis Worksheet (as of 2013)

1. How long have you been a member of the Seventh-day Adventist Church?

	North America	Your church
I am not a member	2%	
From childhood	36%	
Less than five years	47%	
Six to ten years	8%	
Eleven to 20 years	4%	
More than 20 years	3%	

2. Please indicate the degree to which you agree or disagree with each of the following statements:

A. The Bible teaches generosity, including giving money.

	North America	Your church
Definitely agree	91%	
Agree somewhat	7%	
Not sure	1%	
Disagree somewhat	1%	
Definitely disagree	1%	

B. Jesus set an example of generosity for Christians to follow.

	North America	Your church
Definitely agree	91%	
Agree somewhat	7%	
Not sure	1%	
Disagree somewhat	1%	
Definitely disagree	1%	

C. The Bible teaches tithing (ten percent of income).

	North America	Your church
Definitely agree	92%	
Agree somewhat	5%	
Not sure	1%	
Disagree somewhat	1%	
Definitely disagree	1%	

D. The Bible teaches giving offerings in addition to tithing.

	North America	Your church
Definitely agree	85%	
Agree somewhat	9%	
Not sure	3%	
Disagree somewhat	1%	
Definitely disagree	1%	

E. Giving is a demonstration of trust in God.

	North America	Your church
Definitely agree	87%	
Agree somewhat	8%	
Not sure	1%	
Disagree somewhat	2%	
Definitely disagree	1%	

F. The Bible teaches that sacred tithe should be placed in the Tithe Fund at church.

	North America	Your church
Definitely agree	50%	
Agree somewhat	13%	
Not sure	16%	
Disagree somewhat	9%	
Definitely disagree	12%	

G. If you practice tithing, God will bless you.

	North America	Your church
Definitely agree	78%	
Agree somewhat	13%	
Not sure	3%	
Disagree somewhat	3%	
Definitely disagree	3%	

H. Not giving is a violation of God's commands.

	North America	Your church
Definitely agree	65%	
Agree somewhat	14%	
Not sure	9%	
Disagree somewhat	6%	
Definitely disagree	6%	

3. What does the word "stewardship" mean to you? (Check as many as are true for you.)

	North America	Your church
Giving money to the church	58%	
Exercising responsibility	68%	
Giving time to church activities	59%	
How I manage my time, money, abilities, relationships and resources	91%	
Everything I do after accepting Jesus	56%	
Other		

4. How effective, in your opinion, are each of the following methods for teaching stewardship?

A. Sermons on stewardship by the pastor

	North America	Your church
Most effective	19%	
Somewhat effective	57%	
Not sure	10%	
Less effective	10%	
Not effective	5%	

B. Sermons on stewardship by guest speakers

	North America	Your church
Most effective	13%	
Somewhat effective	49%	
Not sure	15%	
Less effective	15%	
Not effective	7%	

C. Seminars or classes on related topics

	North America	Your church
Most effective	22%	
Somewhat effective	45%	
Not sure	20%	
Less effective	9%	
Not effective	4%	

D. Personal stories shared by church members

	North America	Your church
Most effective	59%	
Somewhat effective	31%	
Not sure	5%	
Less effective	3%	
Not effective	2%	

E. Regular reports on how funds are used by the church

	North America	Your church
Most effective	38%	
Somewhat effective	44%	
Not sure	10%	
Less effective	5%	
Not effective	2%	

F. Clear reports on financial needs

	North America	Your church
Most effective	41%	
Somewhat effective	44%	
Not sure	9%	
Less effective	4%	
Not effective	1%	

G. Teaching the children about tithe and offerings

	North America	Your church
Most effective	60%	
Somewhat effective	32%	
Not sure	5%	
Less effective	2%	
Not effective	1%	

H. Generous members who set a good example

	North America	Your church
Most effective	33%	
Somewhat effective	39%	
Not sure	16%	
Less effective	8%	
Not effective	4%	

I. The organization sets an example of generosity

	North America	Your church
Most effective	40%	
Somewhat effective	39%	
Not sure	15%	
Less effective	4%	
Not effective	2%	

J. A broad concept of stewardship beyond just money

	North America	Your church
Most effective	63%	
Somewhat effective	29%	
Not sure	6%	
Less effective	1%	
Not effective	1%	

K. Teaching members that they will be blessed if they give

	North America	Your church
Most effective	24%	
Somewhat effective	41%	
Not sure	17%	
Less effective	11%	
Not effective	7%	

L. Small group Bible studies and discussion

	North America	Your church
Most effective	36%	
Somewhat effective	40%	
Not sure	16%	
Less effective	6%	
Not effective	2%	

5. To what extent, in your opinion, would each of the following factors motivate church members to give time and money to the mission of the church?

A. Visionary leaders who focus on mission

	North America	Your church
Top motivator	43%	
Some motivation	44%	
Not sure	8%	
Less motivation	2%	
No motivation	2%	

B. Contemporary communication media

	North America	Your church
Top motivator	9%	
Some motivation	50%	
Not sure	25%	
Less motivation	10%	
No motivation	4%	

C. Up-to-date marketing strategies to promote the mission

	North America	Your church
Top motivator	13%	
Some motivation	43%	
Not sure	27%	
Less motivation	11%	
No motivation	6%	

D. Getting more members involved in volunteer ministry

	North America	Your church
Top motivator	44%	
Some motivation	41%	
Not sure	11%	
Less motivation	2%	
No motivation	2%	

E. A way for members to give to specific projects

	North America	Your church
Top motivator	36%	
Some motivation	49%	
Not sure	10%	
Less motivation	3%	
No motivation	1%	

F. Better communication of the needs

	North America	Your church
Top motivator	43%	
Some motivation	45%	
Not sure	8%	
Less motivation	2%	
No motivation	1%	

G. A link between each local church and a missionary

	North America	Your church
Top motivator	33%	
Some motivation	39%	
Not sure	21%	
Less motivation	5%	
No motivation	2%	

H. Thank-you's sent to members for their giving

	North America	Your church
Top motivator	16%	
Some motivation	33%	
Not sure	28%	
Less motivation	15%	
No motivation	8%	

I. Forget about money, and focus on spiritual nurture

	North America	Your church
Top motivator	26%	
Some motivation	31%	
Not sure	23%	
Less motivation	13%	
No motivation	7%	

J. Mission reports and appeals

	North America	Your church
Top motivator	18%	
Some motivation	52%	
Not sure	16%	
Less motivation	11%	
No motivation	3%	

K. The convenience of giving online

	North America	Your church
Top motivator	18%	
Some motivation	41%	
Not sure	26%	
Less motivation	7%	
No motivation	7%	

L. Greater transparency about church finances

	North America	Your church
Top motivator	45%	
Some motivation	38%	
Not sure	12%	
Less motivation	2%	
No motivation	1%	

6. How do you usually calculate your tithe?

	North America	Your church
Gross income before taxes	48%	
Net income after taxes	30%	
Amount left over after major living expenses	2%	
Do not give tithe	3%	
Skipped this question and were included in the report with the percentage that said they do not tithe	18%	

7. During the last year, about what percentage of your annual income did you give to non-tithe offerings?

	North America	Your church
Less than 1%	8%	
1% - 4%	29%	
5% - 9%	34%	
10% - 14%	18%	
15% or more	9%	

8. How did you determine the amount of your non-tithe offerings?

	North America	Your church
Gave a set amount of money each time	25%	
Gave a percentage of my income	41%	
It depended on the offering appeal	2%	
It depended on the project	3%	
It depended on how much money I had with me	18%	

9. What is your most important reason for giving money to the church and related ministries?

	North America	Your church
To win people to Christ	15%	
To help suffering people	5%	
A sense of obligation for my blessings	4%	
To help poor people become self-sufficient	1%	
Because God commands it	12%	
To fund the mission of the church	11%	
As an act of worship to God	52%	

10. What are your top three reasons for returning tithe? Select your top two or three choices from the statements below.

	North America	Your church
It is a good habit I've formed in my life; it's almost "automatic"	21%	
God means so much to me that I can't do enough for Him	44%	
I want to be honest before God in doing what He requires	59%	
When I give to God, He "opens the storehouse" with blessings	28%	
It is a better way to compensate ministers than the alternatives	6%	
Tithing is a solidly Biblical principle; it's a basic Christian belief	69%	
My heart goes out to those in mission lands who need help	10%	
I value our church organization, and tithing helps keep it strong	35%	

11. In the past year, have you given any of your tithe to these “non-tithe” categories?

Please check as many as are true.

	North America	Your church
For local church ministries or building fund	32%	
For a worthy student	17%	
To an overseas organization of the Adventist Church	12%	
To an Adventist radio or television ministry	11%	
To independent (self-supporting) Adventist ministries	12%	
To an Adventist school	18%	
To public evangelism	10%	
To non-Adventist ministries or charities	16%	

12. For each of these church activities, please indicate whether you believe it should be funded from the tithe or only from other funds.

A. Pastor's salary and benefits

	North America	Your church
Should be funded from tithe	84%	
Should not be funded from tithe	4%	
OK to fund from tithe or other	9%	
I am not sure	3%	

B. Church building, utilities and insurance

	North America	Your church
Should be funded from tithe	17%	
Should not be funded from tithe	57%	
OK to fund from tithe or other	18%	
I am not sure	8%	

C. Church ministries

	North America	Your church
Should be funded from tithe	30%	
Should not be funded from tithe	34%	
OK to fund from tithe or other	27%	
I am not sure	9%	

D. Evangelism and outreach

	North America	Your church
Should be funded from tithe	44%	
Should not be funded from tithe	22%	
OK to fund from tithe or other	27%	
I am not sure	7%	

E. Community service activities

	North America	Your church
Should be funded from tithe	15%	
Should not be funded from tithe	54%	
OK to fund from tithe or other	23%	
I am not sure	9%	

F. Church school budget

	North America	Your church
Should be funded from tithe	15%	
Should not be funded from tithe	53%	
OK to fund from tithe or other	22%	
I am not sure	10%	

G. Secondary schools (Academy)

	North America	Your church
Should be funded from tithe	15%	
Should not be funded from tithe	50%	
OK to fund from tithe or other	23%	
I am not sure	12%	

H. Adventist colleges and universities

	North America	Your church
Should be funded from tithe	13%	
Should not be funded from tithe	53%	
OK to fund from tithe or other	21%	
I am not sure	13%	

I. Conference office staff salaries, etc.

	North America	Your church
Should be funded from tithe	40%	
Should not be funded from tithe	26%	
OK to fund from tithe or other	21%	
I am not sure	12%	

J. Conference office facilities, etc.

	North America	Your church
Should be funded from tithe	23%	
Should not be funded from tithe	46%	
OK to fund from tithe or other	18%	
I am not sure	13%	

K. Summer camp and camp meetings

	North America	Your church
Should be funded from tithe	14%	
Should not be funded from tithe	52%	
OK to fund from tithe or other	22%	
I am not sure	12%	

L. Local church secretary

	North America	Your church
Should be funded from tithe	16%	
Should not be funded from tithe	55%	
OK to fund from tithe or other	17%	
I am not sure	12%	

M. World missions

	North America	Your church
Should be funded from tithe	40%	
Should not be funded from tithe	26%	
OK to fund from tithe or other	25%	
I am not sure	8%	

13. Have you attended a seminar about managing your personal or family finances in the last year?

	North America	Your church
Yes	19%	
No	81%	
I am not sure	1%	

14. Have you heard of the Adventist seminar, *Faith and Finance*?

	North America	Your church
Yes	24%	
No	75%	
I have attended one	2%	

15. How often does your pastor preach about stewardship?

	North America	Your church
About once a month	3%	
About once a quarter	18%	
Once or twice a year	51%	
Almost never	28%	

16. How effective is your pastor in teaching stewardship?

	North America	Your church
Very effective	18%	
Somewhat effective	32%	
Not sure	34%	
Somewhat ineffective	8%	
Very ineffective	7%	

17. What kind of ministry do you prefer to support with donations or offerings?

A. Disaster and famine relief

	North America	Your church
Very important	47%	
Somewhat important	42%	
Low priority	10%	
Would not give to	1%	

B. Public evangelism campaigns

	North America	Your church
Very important	32%	
Somewhat important	35%	
Low priority	24%	
Would not give to	9%	

C. Inner city ministries

	North America	Your church
Very important	24%	
Somewhat important	49%	
Low priority	24%	
Would not give to	3%	

D. Community development (well-drilling, agriculture, etc.)

	North America	Your church
Very important	24%	
Somewhat important	45%	
Low priority	25%	
Would not give to	5%	

E. Planting new local churches

	North America	Your church
Very important	28%	
Somewhat important	42%	
Low priority	26%	
Would not give to	5%	

F. Orphans and child survival

	North America	Your church
Very important	43%	
Somewhat important	42%	
Low priority	14%	
Would not give to	1%	

G. Radio & TV with direct evangelistic approach

	North America	Your church
Very important	23%	
Somewhat important	36%	
Low priority	30%	
Would not give to	10%	

H. Radio & TV aimed at the secular population

	North America	Your church
Very important	24%	
Somewhat important	39%	
Low priority	28%	
Would not give to	8%	

I. Distribution of literature

	North America	Your church
Very important	21%	
Somewhat important	35%	
Low priority	32%	
Would not give to	12%	

J. Using social media on the Internet, Twitter, etc.

	North America	Your church
Very important	15%	
Somewhat important	36%	
Low priority	35%	
Would not give to	14%	

K. Christian education

	North America	Your church
Very important	60%	
Somewhat important	30%	
Low priority	8%	
Would not give to	2%	

L. Health care and health education

	North America	Your church
Very important	38%	
Somewhat important	43%	
Low priority	16%	
Would not give to	3%	

M. Innovative, experimental outreach

	North America	Your church
Very important	22%	
Somewhat important	40%	
Low priority	29%	
Would not give to	8%	

N. An overall world budget

	North America	Your church
Very important	24%	
Somewhat important	41%	
Low priority	27%	
Would not give to	8%	

18. How do you prefer to give to missions?

	North America	Your church
By giving regularly to the World Budget	22%	
Through Sabbath School offerings	20%	
Making contributions directly to projects	37%	
Through personal involvement	7%	
Through special offerings at church	13%	

19. How well has the Personal Giving Plan been explained to you?

	North America	Your church
I have never heard of it	21%	
I know very little about it	18%	
I have some awareness of it	21%	
I know a lot about it	16%	
I participate in it	23%	

20. Have you ever gone on a mission trip either in North America or overseas?

	North America	Your church
Yes, in the last year	6%	
Yes, more than a year ago	30%	
Never	64%	

21. What type of community do you live in?

	North America	Your church
Large city	14%	
Suburb of a city	33%	
Small town	35%	
Rural area	18%	

22. When were you born?

	North America	Your church
Before 1946 [Seniors]	21%	
1946 to 1964 [Baby Boom generation]	51%	
1965 to 1980 [Generation X]	21%	
After 1980 [Millennial generation]	7%	

23. What is your marital status?

	North America	Your church
Now married	78%	
Never married	8%	
Divorced or separated and single	9%	
Widowed	6%	

24. What is the highest level of education you have completed?

	North America	Your church
Less than a secondary diploma	2%	
Secondary diploma	6%	
Some college (no degree)	17%	
Two-year college degree	10%	
Four-year college degree	27%	
Graduate degree	37%	

25. What is your primary ethnic background?

	North America	Your church
Asian or Pacific Islander	7%	
African American or Caribbean	27%	
Hispanic or Latino	12%	
White and not Hispanic	50%	
Multi-ethnic and other	4%	

	North America	Your church
Yes [native-born]	69%	
No [immigrants]	31%	

	North America	Your church
Male	47%	
Female	53%	