



RUN Members' Survey 2006 – Summary Report

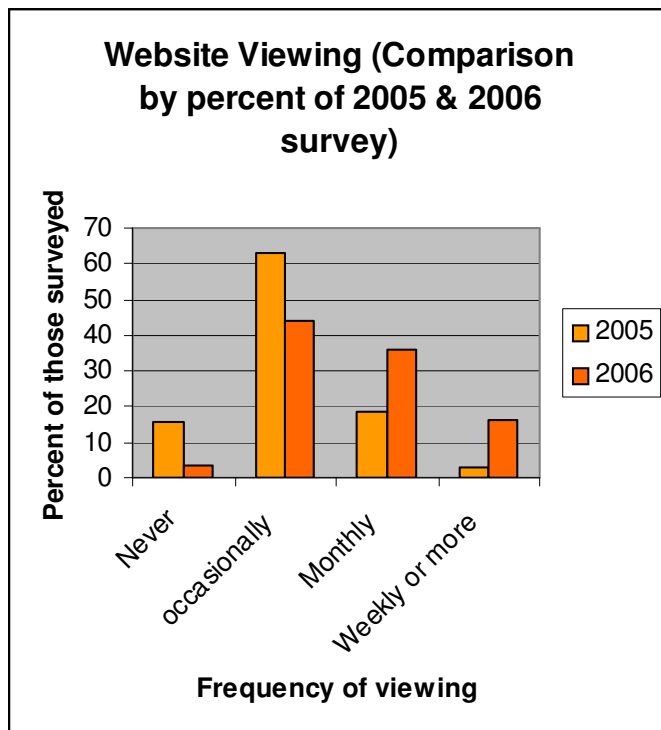
Background

The survey ran for 6 weeks from July 26th to September 10th 2006. Considering this was prime holiday time, it is pleasing to report that 342 members out of an email list of 800 responded. After adjustments, this represents around 40% of membership, and compares favourably with the 2005 survey of 322 out of 680 (44%).

Enthusiasm to respond was greatest amongst recently joined members, 58% having joined in the last 2 years (32% in the last year) 10% had been members for more than 5 years.

Those responding were principally church leaders, 57% primary leaders and a further 23% assistant leaders or on leadership teams.

The survey was conducted to gain information and comment in three particular areas: feedback on the re-launched website, networking and thoughts on ideas for a secondary website (although the latter was not made explicit to those surveyed). The survey also invited general comment on RUN membership.



FEEDBACK ON WEBSITE

Website usage

The response shows an encouraging increase in usage when compared to the 2005 survey: regular viewers (view monthly or more) have increased from 22% to 52.4%. Of these 16.4% say they look at the site once a week or more (3.1% in 2005) Occasional viewers is down from 63% in 2005 to 44% now. Non viewers from 15.5% to 3.5%

The overwhelming reason for accessing the site is to download resources (75%, no comparable

figures) followed by Viewing Conference Details (50%, roughly equal to 2005). Only 36% (125) had read Sprint articles, which was the other major change in the website. People buy resources online (26%) read old RUNway magazines (28% - surprising, was the answer distorted by confusion over 2 magazines on the site?). Only 10% had viewed forums, although contributions increased as the survey was conducted!

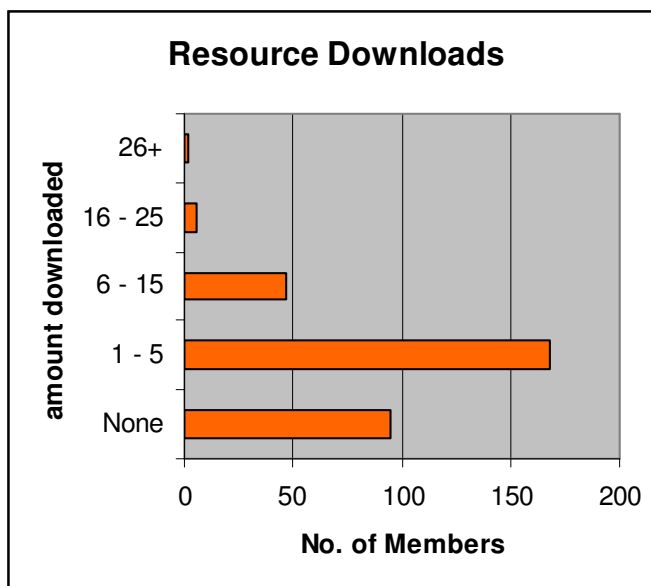
Sprint

63% of those who had viewed found the articles ‘very’ (13.5%) or ‘fairly’ (49.5%) interesting and useful. When asked to put the 4 different types of articles in order of interest: Resource Guides, Member’s Stories, Best of the Web and Beginner’s Guides. Of the 29 comments made about Sprint around 9 were positively encouraging. 3 people requested printed versions.

Downloadable resources

As backed up by usage figures, proved popular. Of the 70% who had downloaded resources in the past year, over 50% had downloaded between 1 – 5; 15% 6-15 And 2 % (6 people) 16 – 25. What people downloaded reflected the content of our resource database: 92% PowerPoints, 41% videos, 23% music. 31% said they had downloaded drama scripts.

People found the downloads useful (51% very, 45% fairly). Quality was considered Good 58% to High 30% However, some of the comments made (out of 61 in total) talked about the variability of quality. 22% said they had resources they were willing to share.



Purchased Resources

Of the 55 % who said they had bought RUN resources in the past year, 45% (80 people) had purchased ‘in motion’ similar numbers ‘expressions.’ 10% (32) stones and 12% ‘church on the edge’. These were mainly bought online (45% - 59 people) at conferences (35% - 46) by Phone (16% - 21) or by post (14% -18) The comments made about the resources (35) were overwhelmingly positive, some indicating what use they had made of them, eg *“23 copies of church on the edge purchased for a group to read. And then had an evening discussing and brainstorming our reflections”*

Website comments

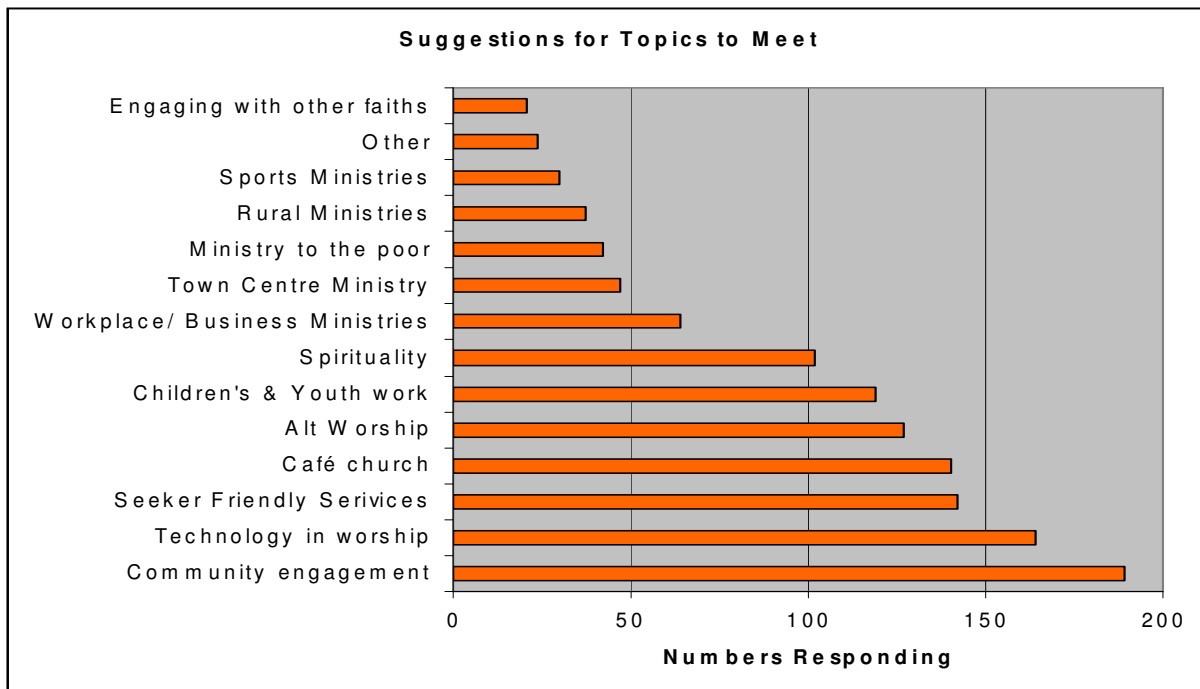
182 of the respondents made comments about the website. The majority were encouraging, many a simple “good”, “positive” or “much better”. Comments were made about time constraints, and also a good number of useful suggestions. There were a few ‘gripes’ as well. Ask a pastor for an opinion...!

NETWORKING

83.3% (259 people) were fairly (65%) or very (17.7%) interested in meeting with others.

An expressed desire to have ‘specific interest’ reasons for meeting – borne out by both comments and the fact that 84% were willing to travel further for a specific interest meeting rather than non specific reasons for meeting.

When asked to identify what specific interest / area of mission people would like to meet over the following were given:



EXPLORING WEBSITE OPTIONS (including virtual networking)

This set of questions found that:

The forum is not well used, but some useful comments were made suggesting ways of making it more accessible.

RUN members do not 'blog' in any great number at present: 22 people currently write their own blog, 46% have viewed blogs at least occasionally 14 people said they view regularly, 55% never had. When asked if they would consider contributing to a RUN 'blog' site 66% (over 200 people) said they would.

All but 6% said they would find it useful to be able to search for other RUN members by interest group.

People who commented on virtual Networking (26) wanted to make points about time (or lack of it) or to ask questions about it. Some useful suggestions made.

Comments about RUN

This open question about Membership of RUN elicited a variety of responses. (90 in total) About half were general comments about RUN, the remainder singling out one or two specific areas of RUN activity.

General Comments ranged from very encouraging (39) to neutral (14).

Although there were a few general negative comments they were usually targeted at specific areas of RUN's services.

Compiler's favourite comment: *"No very happy with all the help I have received "*

Is there a 't' missing in the first word, or a comma after it?

Trefor Williams

Communications Coordinator

May 2007