

## APPENDIX B



# Shine Family Survey 2025 Summary Results

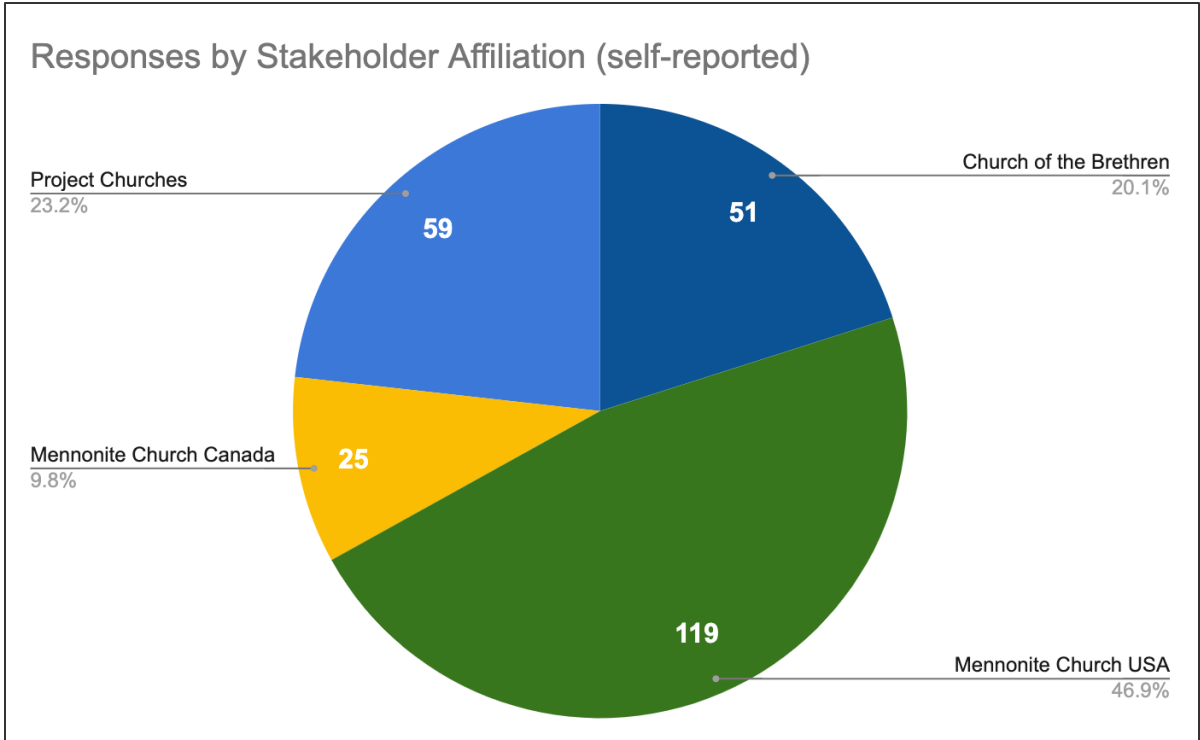
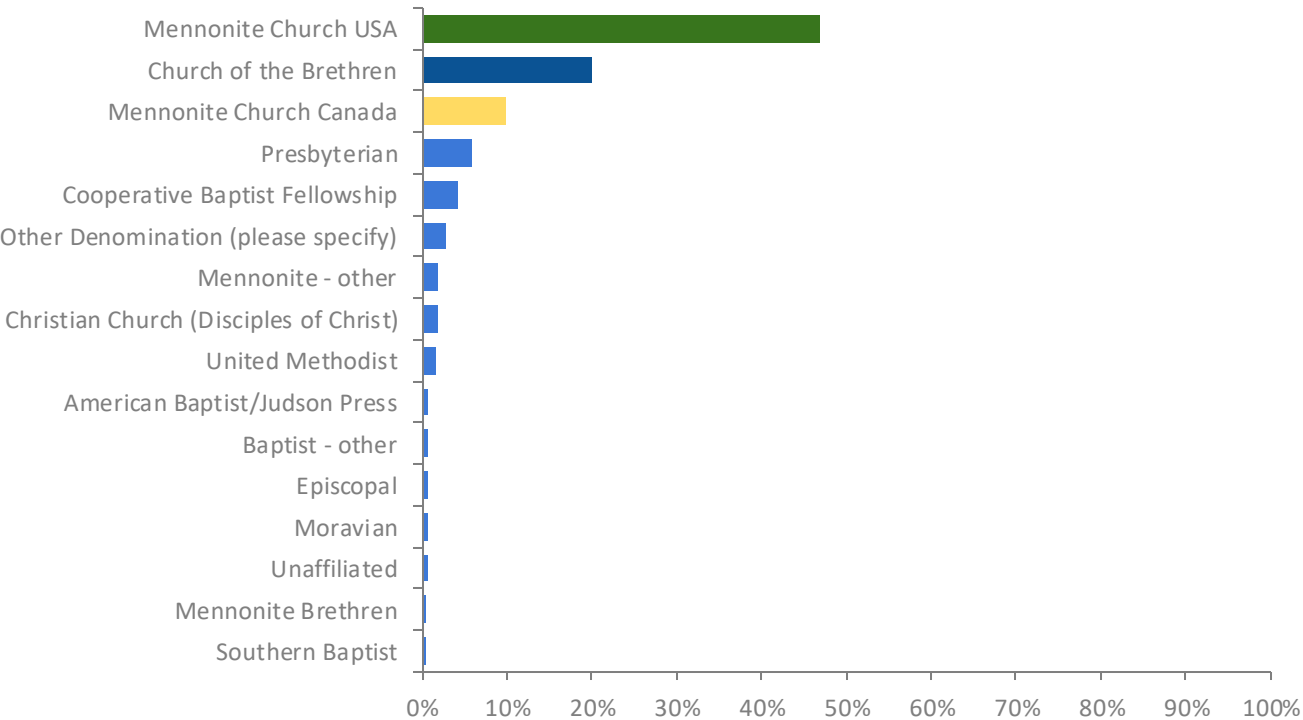
## **254 Total Responses**

Complete Responses: 189

Date Created: Wednesday, April 16, 2025

Q3: Select your congregation's affiliation from the drop down list below:

Answered: 254 Skipped: 0



### Q3: Select your congregation's affiliation from the drop down list below:

Answered: 254 Skipped: 0

ANSWER CHOICES	RESPONSES	
Mennonite Church USA	46.85%	119
Church of the Brethren	20.08%	51
Mennonite Church Canada	9.84%	25
Presbyterian	5.91%	15
Cooperative Baptist Fellowship	4.33%	11
Other Denomination (please specify)	2.76%	7
Mennonite - other	1.97%	5
Christian Church (Disciples of Christ)	1.97%	5
United Methodist	1.57%	4
American Baptist/Judson Press	0.79%	2
Baptist - other	0.79%	2
Episcopal	0.79%	2
Moravian	0.79%	2
Unaffiliated	0.79%	2
Mennonite Brethren	0.39%	1
Southern Baptist	0.39%	1
Assemblies of God	0.00%	0
Brethren in Christ	0.00%	0
Catholic	0.00%	0
Cumberland Presbyterian	0.00%	0
Evangelical Covenant Church	0.00%	0
Free Methodist Church USA	0.00%	0
Friends United Meeting	0.00%	0
Lutheran	0.00%	0
Reformed Church in America	0.00%	0
United Church of Canada	0.00%	0
TOTAL		254

# Q4. Did someone from your congregation ask you to complete this survey?

Answered: 201 Skipped: 53

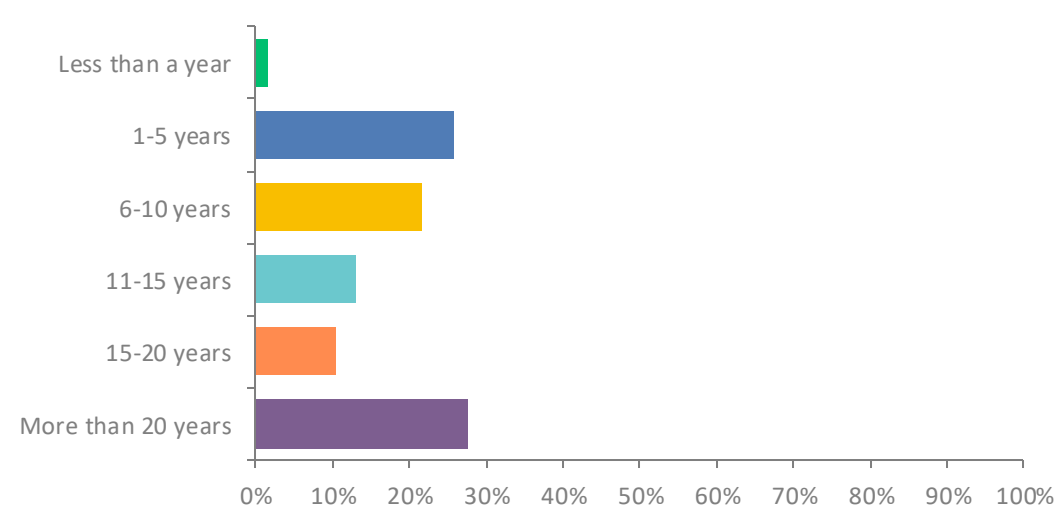
186

respondents said they were asked to complete the survey by someone from their congregation. That's approximately 73% of all respondents.

Percent of respondents who were asked by their congregation to participate, by affiliation	
Church of the Brethren	69%
Mennonite Church USA	76%
Mennonite Church Canada	64%
Project churches	75%

# Q5: How long have you been attending this congregation?

Answered: 240 Skipped: 14



ANSWER CHOICES	RESPONSES	
Less than a year	1.67%	4
1-5 years	25.83%	62
6-10 years	21.67%	52
11-15 years	12.92%	31
15-20 years	10.42%	25
More than 20 years	27.50%	66
TOTAL		240

**Q6: In the box below, please take a moment to introduce us to your family. Some of the things that you might include would be the number of adults and their role in the household, the number of generations living in your household (i.e. grandparents or great-grandparents), the number of children, and anything else that makes your family unique or special.**

Answered: 240 Skipped: 14

The following is a summary of themes found in the respondent descriptions:

### **Family Structure & Size**

- **Two-parent households dominate** - The vast majority describe traditional two-parent families (mom and dad)
- **2-3 children per family** is most common, with ages typically ranging from infants to teenagers
- **Multigenerational living** appears frequently - grandparents living nearby or in the same household, often helping with childcare

### **Work & Life Balance**

- **Dual working parents** - Many families mention both parents working full-time outside the home
- **Education professionals** - A notable number of parents work as teachers, pastors, or in educational roles
- **Healthcare workers** - Several families mention working in medical/healthcare fields

### **Church & Faith Integration**

- **Deep church involvement** - Families describe being "very active" in their congregations, with parents serving as Sunday school teachers, pastors, or on church boards
- **Intergenerational church attendance** - Multiple generations of the same family attending the same church
- **Faith formation priority** - Parents emphasize wanting their children raised in the church community

### **Diversity & Special Circumstances**

- **Blended and adoptive families** - Several mention adoption, foster care, or blended family structures
- **Multicultural families** - Biracial, bilingual, and international backgrounds (Thailand, Portugal, Zimbabwe, Puerto Rico)
- **Special needs considerations** - Autism, chronic disabilities, and other special needs mentioned across multiple families
- **Single parents and widows** - Though less common, these family structures are represented

Q6 continued from previous page.

Summary of themes from respondent description of their families.

## **Geographic & Community Connections**

- **Rural/small town living** - References to farms, acreage, living near family
- **Extended family proximity** - Many live near grandparents, siblings, or other relatives who help with childcare and community support

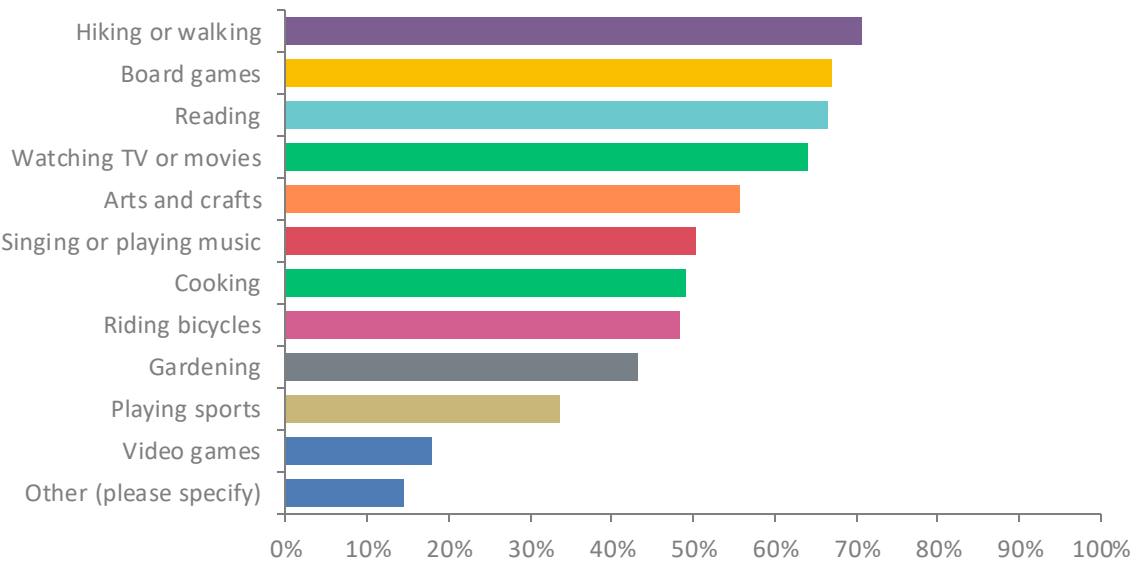
## **Life Transitions**

- **Empty nesters** - Retired couples with adult children and grandchildren
- **Military/mobile families** - Several mention frequent moves or military backgrounds
- **Seminary/ministry preparation** - Families in transition toward church leadership roles

The descriptions reveal communities where faith, family, and service are deeply intertwined, with strong emphasis on raising children within supportive church communities while navigating modern challenges of work-life balance and diverse family structures.

Q7: What are some of the activities that you enjoy doing most, together as a family? (mark all that apply)

Answered: 240 Skipped: 14

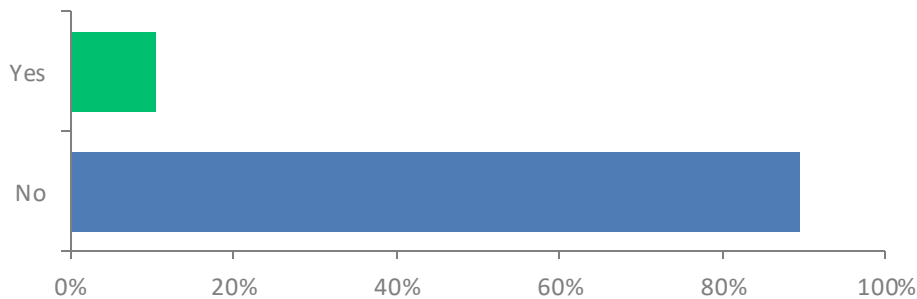


ANSWER CHOICES	RESPONSES	
Hiking or walking	70.83%	170
Board games	67.08%	161
Reading	66.67%	160
Watching TV or movies	64.17%	154
Arts and crafts	55.83%	134
Singing or playing music	50.42%	121
Cooking	49.17%	118
Riding bicycles	48.33%	116
Gardening	43.33%	104
Playing sports	33.75%	81
Video games	17.92%	43
Other (please specify)	14.58%	35
TOTAL		1397

”Other” common responses included: camping, dance, and travel.

Q8: Do you speak more than one language at home?

Answered: 240 Skipped: 14

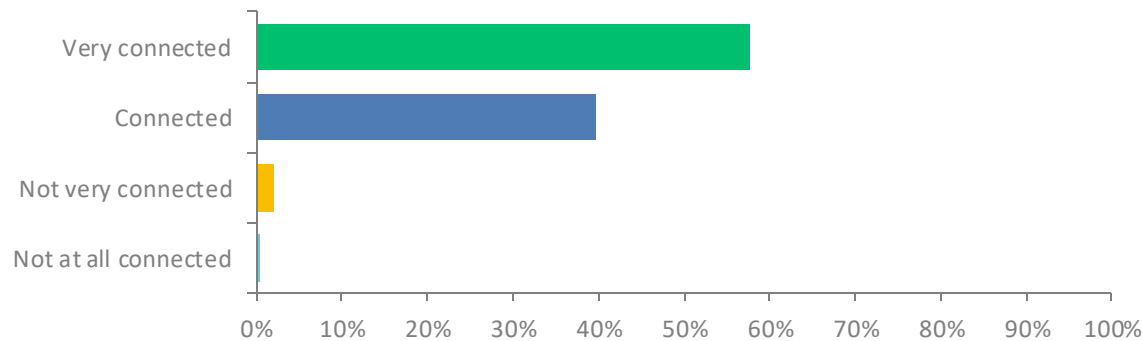


ANSWER CHOICES	RESPONSES	
Yes	10.42%	25
No	89.58%	215
TOTAL		240



**Q9: Think about how often you attend church, the relationships you have with other members there, the role(s) you play in the congregation. How connected do you feel to your congregation?**

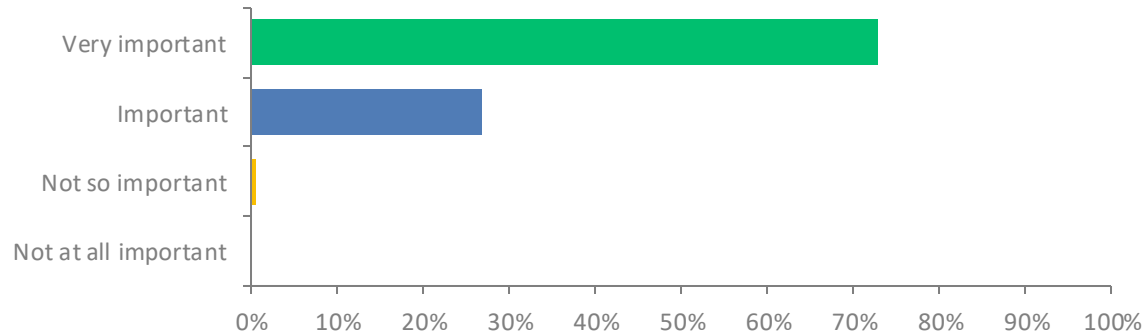
Answered: 239 Skipped: 15



ANSWER CHOICES	RESPONSES	
Very connected	57.74%	138
Connected	39.75%	95
Not very connected	2.09%	5
Not at all connected	0.42%	1
TOTAL		239

**Q10: How important is it for you to feel connected to your church congregation?**

Answered: 239 Skipped: 15



ANSWER CHOICES	RESPONSES	
Very important	72.80%	174
Important	26.78%	64
Not so important	0.42%	1
Not at all important	0.00%	0
TOTAL		239

## Q11. What benefits do these connections have for your family?

Answered: 232 Skipped: 22

### Key Highlights:

**Community and Belonging** - The most prominent theme is the deep sense of community and belonging that church connections provide. Families repeatedly mention feeling "known," having a "place to belong," and being part of "something larger than our family unit." This extends to feeling like the congregation is an "extended family" or "second family."

**Support Systems** - A major theme is the comprehensive support network churches provide - emotional, spiritual, physical, and practical support during both crises and celebrations. Many mention help during illness, surgeries, births, deaths, and other life transitions through meals, childcare, prayer, and presence.

**Intergenerational Relationships** - Families highly value the multi-generational connections their children develop with older adults beyond grandparents, creating mentorship opportunities and broader perspectives. This is especially meaningful for families living far from extended family.

**Children's Development** - Parents consistently emphasize how church connections benefit their children through friendships with peers who share similar values, positive adult role models, faith formation opportunities, and exposure to diverse people they wouldn't otherwise meet.

**Friendships and Social Connection** - Many note that their closest friendships have developed through church, providing social opportunities and reducing isolation. This includes both peer friendships for adults and children's friendships that extend beyond school networks.

**Shared Values and Faith Formation** - Families appreciate being surrounded by others who share their core Christian values and can support their family's spiritual growth and faith journey together.

**Service and Purpose** - The opportunity to serve others and be part of something meaningful beyond themselves gives families a sense of purpose and models service for children.

**Stability and Security** - Church connections provide emotional stability and security - knowing there are people who care and will be there when needed, creating a reliable foundation for family life.

## Q12. What two or three things do you most value about your congregation?

Answered: 222 Skipped: 32

### Key Highlights:

**Community and Relationships** - The most dominant theme is the deep value placed on genuine relationships and close-knit community. People repeatedly mention friendships, intergenerational connections, feeling like family, and knowing each other by name. Many appreciate the small size that allows for personal connections and the sense that everyone matters.

**Welcoming and Inclusive Nature** - A second major theme is openness and acceptance. Congregants highly value churches that are welcoming to all people, including specific mentions of LGBTQ+ affirmation, racial diversity, and creating space for different perspectives and questions without judgment.

**Children and Youth Focus** - There's strong emphasis on children's involvement and faith formation. Many responses highlight quality children's ministries, youth programs, and the meaningful ways children are included as active participants in worship rather than sidelined.

**Service and Social Justice** - Community outreach and social justice work appears frequently, with people valuing congregations that serve their broader communities, engage with peace and justice issues, and demonstrate care for others without ulterior motives.

**Music and Worship** - Musical traditions, particularly four-part harmony singing, and meaningful worship experiences are consistently mentioned as valued aspects of congregational life.

**Support and Care** - People deeply appreciate the practical support their congregations provide during difficult times, the willingness to help when needed, and the genuine care demonstrated in concrete ways.

**Faith Formation and Biblical Teaching** - Many value opportunities for spiritual growth, quality Bible study, thoughtful theology, and space for questions and spiritual exploration within their faith tradition.

**Authenticity and Genuineness** - Throughout the responses, there's appreciation for authentic relationships and people who are genuine rather than superficial in their faith and interactions.

## Q13. What are two or three things you would really like to get from your congregation that you may not be getting enough of?

Answered: 222 Skipped: 32

### Key Highlights:

**Children and Youth Programming** - The most frequent concern is the need for more children and youth in the congregation, along with stronger programming for them. Many mention wanting more kids for their children to interact with, dedicated children's ministers, youth groups, and better Sunday school curriculum. Parents also seek more support during worship services and age-appropriate spiritual formation resources.

**Adult Fellowship and Connection** - Members consistently express wanting deeper relationships beyond Sunday mornings. This includes small groups, informal fellowship opportunities, accountability partnerships, and ways to connect with peers in similar life stages. Many feel isolated and crave more meaningful social connections throughout the week.

**Intergenerational Engagement** - There's a strong desire for better integration across age groups, with many wanting their children to have relationships with trusted adults in the congregation and more opportunities for different generations to learn from each other.

**Spiritual Growth and Education** - Members want more Bible study opportunities, adult education outside business hours, spiritual mentorship, and deeper engagement with faith development. Some specifically mention wanting more theological discussion and accountability in spiritual practices.

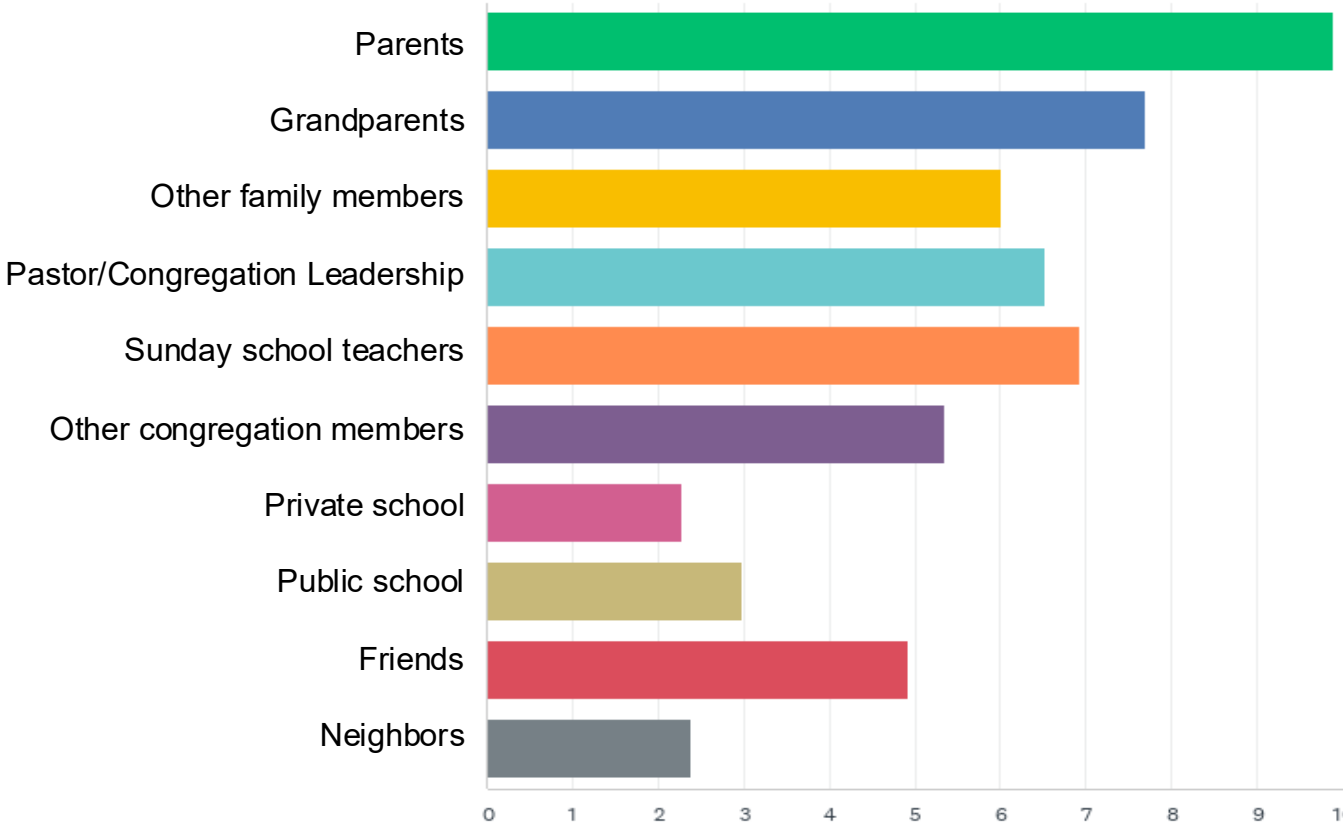
**Justice and Community Engagement** - Several responses highlight wanting more active engagement with social justice issues, peacemaking, and meaningful connections with the broader neighborhood and community.

**Practical Support Needs** - Parents, especially working mothers, seek more support that accommodates their schedules, along with resources for spiritual formation at home and help with special needs accommodation.

**Stability and Leadership** - Multiple mentions of pastoral transitions and the need for more consistent leadership and volunteers to sustain programming and reduce volunteer burnout in smaller congregations.

**Q14: Below is a list of possible influences on your child(ren)’s faith development. Please rank them by level of importance. Drag and drop the list so that those most important to you are on the top.**

Answered: 211   Skipped: 43



**Q14: Below is a list of possible influences on your child(ren)'s faith development. Please rank them by level of importance. Drag and drop the list so that those most important to you are on the top.**

Answered: 211 Skipped: 43

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Parent(s)	93.36% 197	3.79% 8	2.37% 5	0.00% 0	0.47% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	211	9.90
Grandparent(s)	3.32% 7	53.55% 113	9.95% 21	8.06% 17	9.00% 19	6.64% 14	4.74% 10	3.32% 7	0.47% 1	0.95% 2	211	7.69
Other family members	0.00% 0	5.69% 12	30.33% 64	11.85% 25	9.95% 21	15.17% 32	13.27% 28	9.48% 20	3.32% 7	0.95% 2	211	6.01
Pastor/Congregation leadership	1.42% 3	12.80% 27	15.17% 32	26.07% 55	18.48% 39	14.22% 30	6.16% 13	2.37% 5	2.37% 5	0.95% 2	211	6.53
Sunday school teachers	0.95% 2	16.11% 34	21.80% 46	24.17% 51	21.33% 45	9.00% 19	3.79% 8	1.90% 4	0.95% 2	0.00% 0	211	6.94
Other congregation members	0.47% 1	2.37% 5	6.64% 14	14.22% 30	16.59% 35	32.23% 68	17.06% 36	6.64% 14	3.79% 8	0.00% 0	211	5.35
Private school	0.00% 0	0.95% 2	3.32% 7	1.90% 4	2.84% 6	1.90% 4	10.43% 22	9.95% 21	14.22% 30	54.50% 115	211	2.29
Public school	0.00% 0	1.42% 3	1.42% 3	2.37% 5	3.32% 7	5.21% 11	10.43% 22	35.07% 74	24.17% 51	16.59% 35	211	2.99
Friends	0.47% 1	3.32% 7	9.00% 19	10.90% 23	13.74% 29	11.85% 25	26.54% 56	13.27% 28	10.90% 23	0.00% 0	211	4.92
Neighbors	0.00% 0	0.00% 0	0.00% 0	0.47% 1	4.27% 9	3.79% 8	7.58% 16	18.01% 38	39.81% 84	26.07% 55	211	2.38

## Q15. Are there other influences that affect your child's faith development? If so, please describe them below.

Answered: 88 Skipped: 166

### Recurring themes:

**Media and Technology** - This appears most frequently, with parents mentioning social media, television shows, music, YouTube videos, Christian podcasts, Bible apps, and various forms of digital content. Parents seem both concerned about negative influences and intentional about choosing positive Christian media.

**Books and Reading** - Many parents emphasize the importance of book selection, Bible stories, devotionals, and reading materials in shaping their children's faith. Libraries and reading time at home are frequently mentioned.

**Camps and Retreats** - Faith-based summer camps, church camps, youth retreats, and conference experiences are highlighted as significant influences. Specific camps like Camp Mennoscah and Camps with Meaning are mentioned multiple times.

**Educational Settings** - Both positive and challenging experiences are noted, from Christian daycares and private schools to public school influences and homeschool co-ops. Parents describe navigating different educational environments and their impact on faith.

**Community and Mentors** - The broader community, mentors, youth pastors, teachers, coaches, and family friends are recognized as important influences. Some parents specifically mention the value of having multiple adult role models.

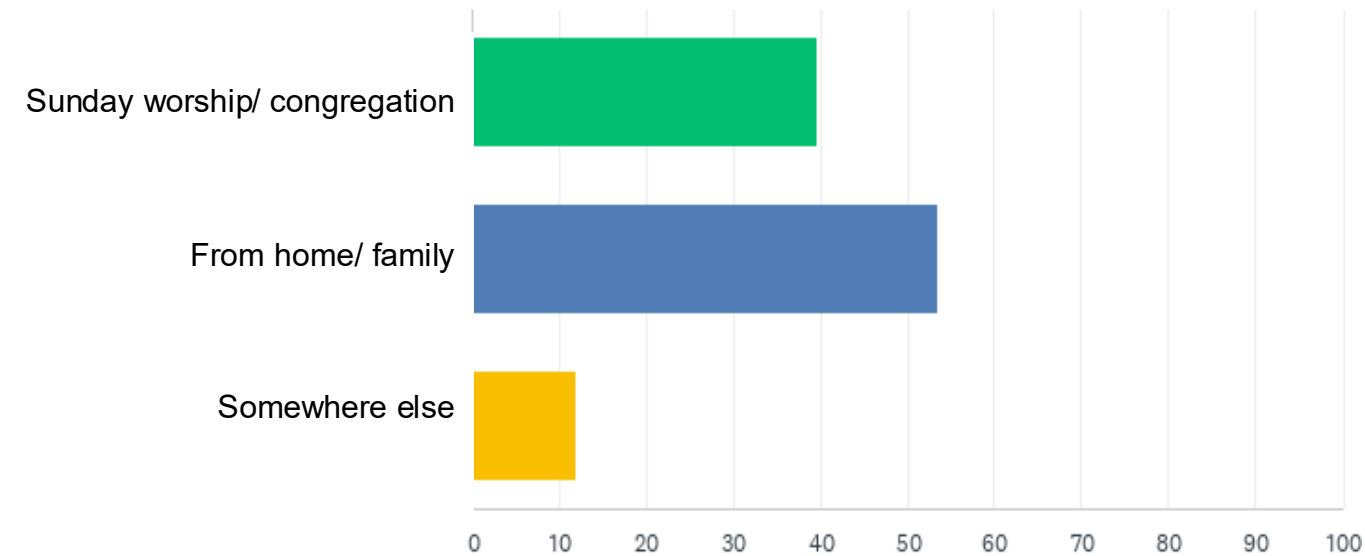
**Family Practices** - Home Bible reading, family devotions, intentional conversations about faith and current events, and music choices are emphasized as foundational influences parents can control.

**Peer Relationships** - Friends from school, church, and other activities are noted as influential, with some parents seeking out additional youth groups when their own church had limited peers.

**Life Experiences** - Both positive experiences (like missionary connections) and challenging ones (including negative church experiences and tragedy) are recognized as shaping faith development.

**Q16: Ideally, where would you like your child to learn faith-related concepts? Please indicate how much of this would you like your child to learn at church versus at home, or somewhere else. For each box below, please indicate a percentage that you would find ideal for your family.**

Answered: 211   Skipped: 43



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Sunday worship/Congregation	40	8,349	211
From home/family	53	11,224	210
Somewhere else	12	1,527	129
Total Respondents: 211			



## Q17. If you gave 1% or more to "Somewhere else" above, please describe that source of learning.

Answered: 112 Skipped: 142

### Recurring themes:

**Community and Relationships** - The most prominent theme is learning through personal connections. Friends, neighbors, and peers are mentioned repeatedly as sources of faith formation. Many respondents emphasize the importance of diverse relationships and learning from people with different backgrounds and perspectives.

**Camps and Retreats** - Summer camps, church camps, youth retreats, and similar experiential learning environments appear frequently. These intensive, immersive experiences seem to be valued as significant faith formation opportunities.

**Educational Institutions** - Various schools are mentioned, including Christian schools, Mennonite schools, homeschool curricula, and faith-based educational institutions. There's a recognition that formal education plays a role in spiritual development.

**Exposure to Diversity** - Many responses emphasize the importance of encountering different faith traditions, cultures, and worldviews. Parents want their children to understand and appreciate perspectives beyond their own while remaining grounded in their own faith.

**Integration of Faith and Daily Life** - Several responses highlight learning opportunities in everyday contexts - through news, volunteering, nature, work, and community engagement. There's a sense that faith formation happens in all aspects of life, not just formal religious settings.

**Media and Resources** - Books, podcasts, videos, and other media are mentioned as supplementary learning sources, particularly faith-based content that reinforces religious education.

**Intergenerational Learning** - Extended family members, mentors, and other significant adults are noted as important influences, suggesting that faith formation benefits from multiple adult voices and perspectives.

The overarching theme seems to be that faith development is viewed as a holistic process that extends far beyond formal religious instruction, encompassing relationships, experiences, and engagement with the broader world.

## **Q18. Do you anticipate that digital devices will play a role in delivering some of the learning, mentioned above, as coming “From home/family”? If so, how?**

Answered: 211 Skipped: 43

### **A summary:**

#### **Video Content & Shows**

The most frequently mentioned approach involves Bible-based videos and shows, with specific mentions of:

- VeggieTales (mentioned multiple times)
- Bible Project videos
- Christian movies and TV programming
- YouTube videos with biblical content
- Bible story videos and animations

#### **Music & Audio Content**

Faith-based music emerges as a major theme:

- Christian music through streaming services
- K-Love radio
- Podcasts (Adventures in Odyssey mentioned specifically)
- Audio Bible stories
- Worship songs and hymns

#### **Bible Apps & Digital Scripture**

Digital Bible resources are commonly referenced:

- Bible apps for daily devotions
- Digital scripture reading
- Bible verse-of-the-day apps
- Online Bible study materials
- Bible-based games and activities

#### **Family Engagement & Discussion**

Many responses emphasize using digital content as a catalyst for family conversations:

- Watching content together and discussing it
- Using digital resources to prompt faith discussions
- Sharing and talking about what children encounter online
- Family movie nights with faith themes

## Q18. Do you anticipate that digital devices will play a role in delivering some of the learning, mentioned above, as coming “From home/family”? If so, how?

Answered: 211 Skipped: 43

Continued from previous page

### **Supplemental Learning Tools**

Digital devices are often viewed as supplements to traditional methods:

- Supporting existing devotional practices
- Enhancing curriculum with videos or activities
- Providing resources during travel
- Offering alternatives when physical gathering isn't possible

### **Parental Guidance & Curation**

A strong theme around intentional content selection:

- Monitoring and curating what children access
- Choosing quality faith-based content
- Teaching children to find appropriate digital resources
- Balancing screen time with other faith formation activities

### **Connection & Community**

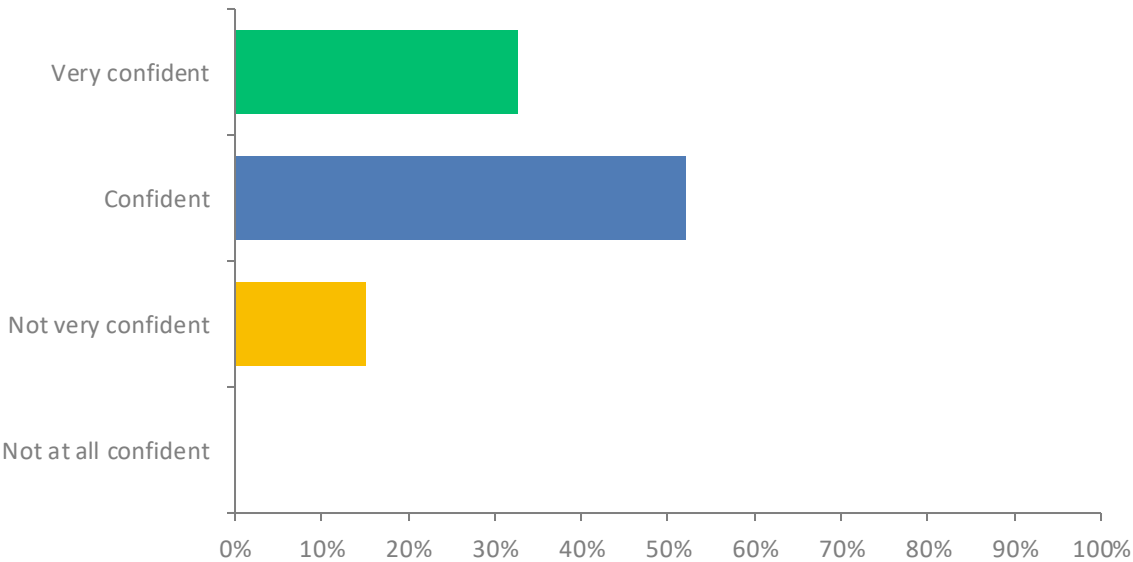
Using technology to maintain faith connections:

- FaceTime with family members
- Online church services when unable to attend
- Sharing faith content through social media
- Virtual Bible studies and group activities

The responses reveal both enthusiasm for digital faith resources and careful consideration about screen time balance, with most families viewing technology as a valuable supplement to, rather than replacement for, traditional faith formation methods.

Q19: How comfortable are you in providing your children with faith-related education and experiences at home?

Answered: 211 Skipped: 43



ANSWER CHOICES	RESPONSES	
Very confident	32.70%	69
Confident	52.13%	110
Not very confident	15.17%	32
Not at all confident	0.00%	0
TOTAL		211

## Q20. Briefly describe, in your own words, why you take your family to church:

Answered: 200 Skipped: 54

Several prominent themes emerge about why families attend church:

**Community and Relationships** - The most frequently mentioned reason centers on building connections with others who share similar faith and values. Families consistently emphasize wanting their children to be part of a broader "church family" beyond their immediate relatives, with trusted adults and peers who can provide support, guidance, and lifelong friendships.

**Faith Formation and Development** - Parents overwhelmingly want to provide their children with a foundation in Christian faith, helping them develop their own relationship with God and Jesus. Many mention wanting to pass on what has been meaningful in their own spiritual journey and give children the tools to make their own faith decisions as they mature.

**Worship and Learning Together** - Corporate worship - singing, praising, and learning about God's word collectively - appears as a central theme. Families value the experience of worshipping as part of something larger than themselves and appreciate the structured learning opportunities that come through Sunday school, sermons, and Bible study.

**Values and Moral Foundation** - Many parents see church as essential for instilling Christian values, ethics, and a moral compass. They want their children to learn principles like service, peacemaking, justice, and caring for others within a supportive faith context.

**Support During Life's Challenges** - Families frequently mention the importance of having a faith community to lean on during difficult times - providing encouragement, comfort, and practical support when facing loss, tragedy, or other hardships.

**Modeling and Routine** - Parents emphasize the importance of modeling faithful living for their children and establishing regular spiritual practices. They see consistent church attendance as creating healthy rhythms and demonstrating that faith is a priority worth dedicating time to each week.

### **Intergenerational Connection**

Many responses highlight the value of children interacting with people of all ages, learning from elders, and being part of a multigenerational community that provides different perspectives and wisdom.

## Q21. What do you hope your children gain from going to church?

Answered: 200 Skipped: 54

### Common themes:

**Community and Belonging** - This is the most frequently mentioned theme. Parents consistently want their children to experience a sense of belonging to a supportive community, build intergenerational relationships, and feel connected to something larger than themselves.

**Understanding God's Love** - Nearly every response mentions wanting children to know they are deeply loved by God, to understand God's unconditional love, and to feel secure in that relationship.

**Faith Foundation and Personal Relationship with God** - Parents hope church will help their children develop their own authentic faith, build a personal relationship with Jesus, and create a solid spiritual foundation for life.

**Christian Values and Character Development** - Many responses emphasize developing Christian virtues like compassion, kindness, service to others, peacemaking, and living according to Jesus' teachings.

**Friendships and Peer Relationships** - Parents value the opportunity for their children to build friendships with other children who share similar values and faith backgrounds.

**Biblical Knowledge and Understanding** - Learning Bible stories, understanding scripture, and gaining familiarity with Christian teachings is consistently mentioned as important.

**Service and Justice Orientation** - Many parents want their children to develop a heart for serving others, caring for those in need, and working for peace and justice in the world.

**Support System and Mentorship** - Parents appreciate having trusted adults beyond the immediate family who can guide, support, and mentor their children through life's challenges.

**Spiritual Practices and Worship** - Developing comfort with worship, prayer, and other spiritual disciplines is seen as valuable preparation for lifelong faith engagement.

**Q22: Which of the following statements best describes your family? Keep in mind that it's not likely that any one of these statements will match exactly. If none of these statements come close to describing your family, please select the "Other" box and briefly summarize your thoughts.**

Answered: 194 Skipped: 60

ANSWER CHOICES	RESPONSES	
Between a demanding job, the kids' school and social activities, and household responsibilities, finding time for intentional faith discussions feels impossible. When Sunday sports compete with church, we're forced to choose, and faith development often becomes just another item on our overwhelming to-do list.	35.05%	68
As a single parent sharing custody, I struggle to maintain consistent faith practices when my children move between households with different beliefs. I worry about the mixed messages they're receiving and how to give them meaningful experiences that will help them develop their faith.	1.03%	2
My children are bombarded with values contrary to our faith everywhere they turn. Their friends, social media, and even teachers present worldviews that challenge what we believe. I'm constantly trying to help them navigate these influences without isolating them.	22.68%	44
We've become inconsistent with church attendance. Without deep church connections, I feel the full weight of being my children's primary faith teacher without adequate support.	2.06%	4
I am challenged when my kids ask tough faith questions. I worry I'll give wrong answers or can't explain concepts in ways they'll understand. It might be easier to leave faith development to the professionals.	6.19%	12
Other (please summarize)	32.99%	64
<b>TOTAL</b>		<b>194</b>

See examples of "Other" descriptions on the next page.

**Q22: Which of the following statements best describes your family? Keep in mind that it's not likely that any one of these statements will match exactly. If none of these statements come close to describing your family, please select the "Other" box and briefly summarize your thoughts.**

Answered: 194 Skipped: 60

"Other" descriptions:

*Our family has been trying to make faith development a priority in the last year and particularly in the last 6 months. We are gaining comfort with the environment and learning as much as we can. We do struggle to make time at home for faith development but do our best to make it to church, Sunday School, or both each week. We are also trying to make it a priority to visit & help my grandparents often on the weekends, w hours away, as my grandma has severe dementia and my grandpa needs some respite. Since that is another priority we sometimes are having inconsistent attendance the past couple months.*

*My children are bombarded with competing and contradictory ideas and values everywhere they turn - some of which don't align with our beliefs. Their friends, social media, and even teachers present worldviews that challenge them or that they don't have the context for. I'm trying to help them navigate these influences and discern what feels the truest to what God is calling them to in their relationships and in their lives.*

*We've had variable church attendance over the past year, and wish we could be there more often. We feel the value of going to church when we can make it there, which reinforces our interest to go.*

*I did a better job when the kids were smaller. Now that they are older, it is hard to know if I should insist on them going to church or allow them to not attend.*

*I'm the grandparent. The families are busy. They are consistent in attending. They are influencing their children by their example. I influence the parents and grands as much as I can!*

*Opportunities for faith development are everywhere and cannot be contained just at church. We struggle to attend church regularly because of health limits and the need for deep rest on the weekends to make it possible for the kids and my husband to attend school and work during the week. We look to the interactions we can have with church as a way to process our ideas around faith that we explore at home. As a family we regularly talk about how our faith can/should/could shape our response to any number of daily situations.*



**Q22: Which of the following statements best describes your family? Keep in mind that it's not likely that any one of these statements will match exactly. If none of these statements come close to describing your family, please select the "Other" box and briefly summarize your thoughts.**

Answered: 194 Skipped: 60

Continued from previous page.

*Because I homeschool I spend a lot of time managing their education. Sometimes faith formation gets shoved aside because I feel I can only lead and teach in so many things. Life gets busy and it can be hard. We do our best to have meaningful conversations where we can.*

*Our faith is strong and we find balance of camping, relaxing, and church. Historically we found more love and acceptance on the sidelines of a soccer field for our girls so church attendance isn't a huge priority but it is a priority and we are present fairly regularly*

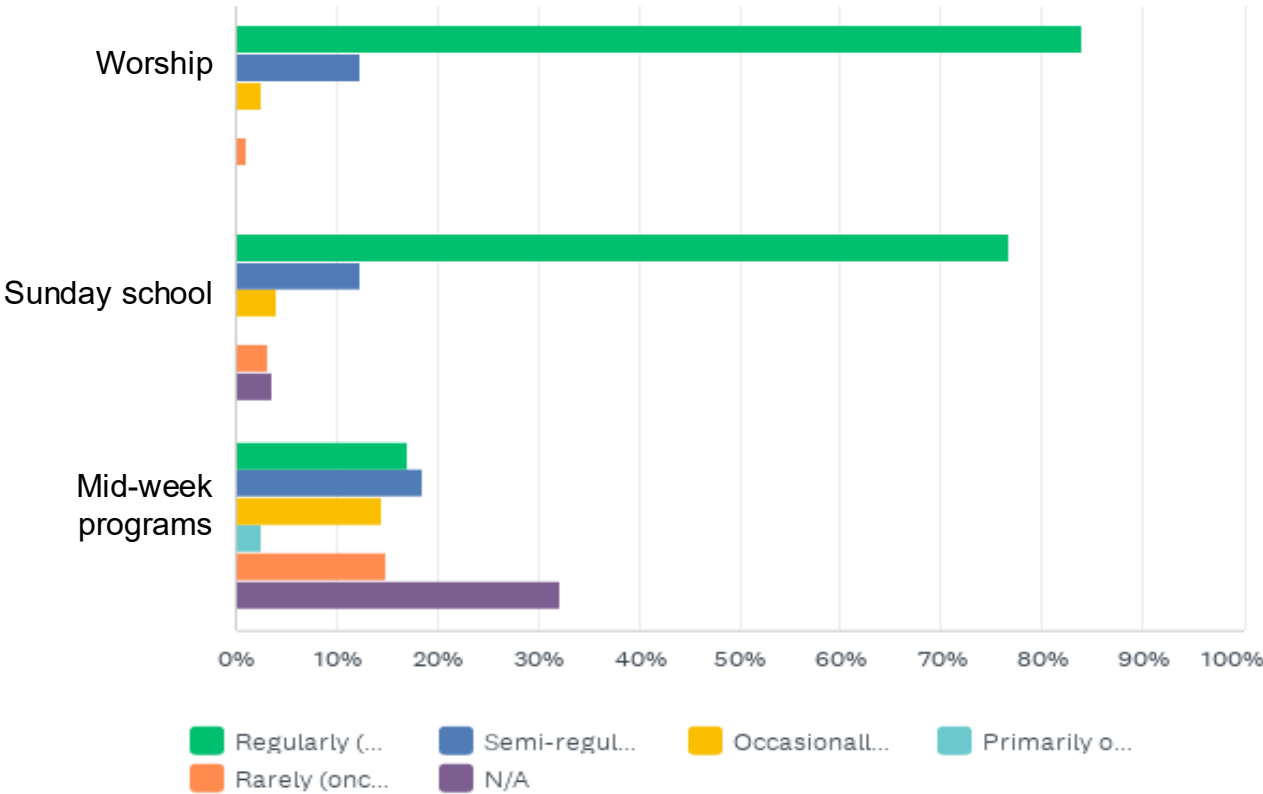
*I have been disappointed in the past and I find it upsetting when a member of the congregation tells my child they are being judged on their appearance and tells them they are committing a sin by wearing a piercing. This was very upsetting to my child and is something that can cause people to leave the church. We should never feel judged by our brothers and sisters in Christ.*

*We have made some changes in our life to have more time with the kids at home and less work stress. We are grateful for this chance and are trying to build habits around faith building at home.*

# Q23: About how often does your family attend church services?

Answered: 195 Skipped: 59

Typical Family Attendance



Typical Family Attendance							
	REGULARLY (ALMOST EVERY WEEK)	SEMI- REGULARLY (ONCE OR TWICE PER MONTH)	OCCASIONALLY (ONCE PER QUARTER)	PRIMARILY ON HOLIDAYS	RARELY (ONCE OR TWICE PER YEAR)	N/A	TOTAL
Worship	84.10% 164	12.31% 24	2.56% 5	0.00% 0	1.03% 2	0.00% 0	195
Sunday school	76.80% 149	12.37% 24	4.12% 8	0.00% 0	3.09% 6	3.61% 7	194
Mid- week programs	17.10% 33	18.65% 36	14.51% 28	2.59% 5	15.03% 29	32.12% 62	193

Q24: For each of the children under 18 in your household, please indicate their age and typical church attendance pattern.

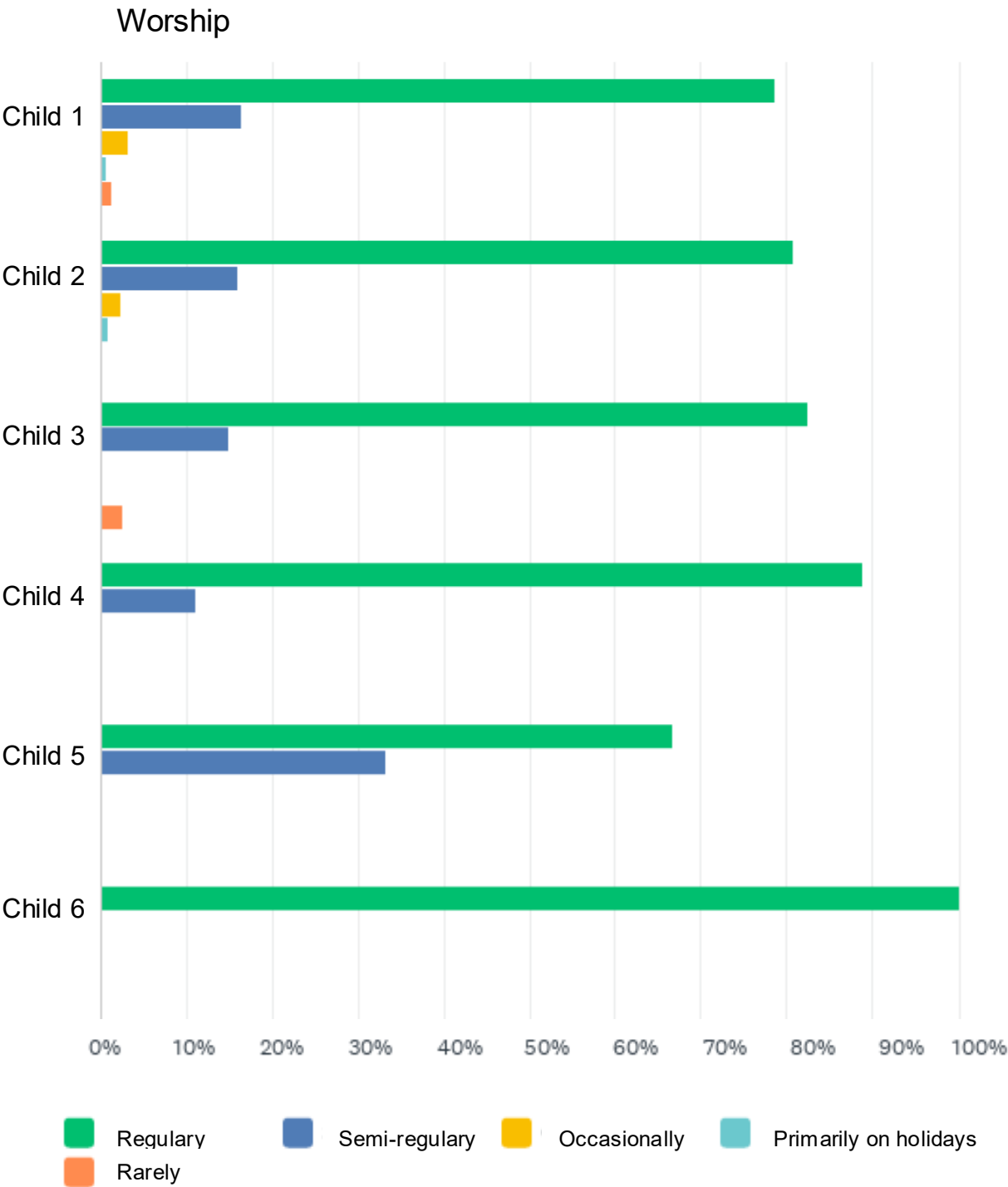
Answered: 164 Skipped: 90



Age range					
	0-5 YEARS OLD	6-10 YEARS OLD	11-13 YEARS OLD	14-18 YEARS OLD	TOTAL
Child 1	22.56% 37	40.85% 67	17.68% 29	18.90% 31	164
Child 2	23.13% 31	46.27% 62	12.69% 17	17.91% 24	134
Child 3	37.50% 15	35.00% 14	22.50% 9	5.00% 2	40
Child 4	33.33% 3	55.56% 5	11.11% 1	0.00% 0	9
Child 5	0.00% 0	66.67% 2	33.33% 1	0.00% 0	3
Child 6	100.00% 2	0.00% 0	0.00% 0	0.00% 0	2
Child 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Child 8	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0

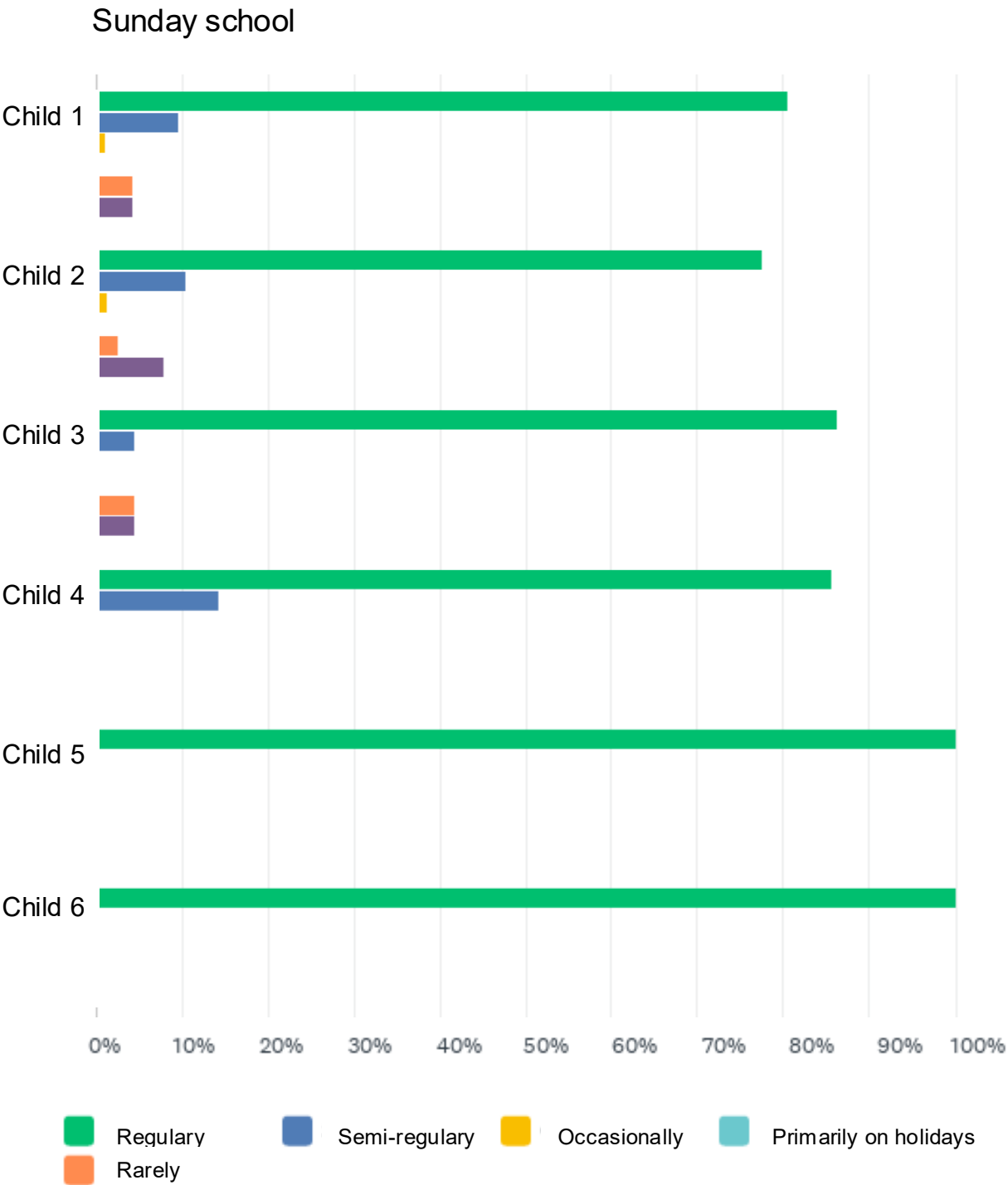
Q24: For each of the children under 18 in your household, please indicate their age and typical church attendance pattern.

Answered: 164 Skipped: 90



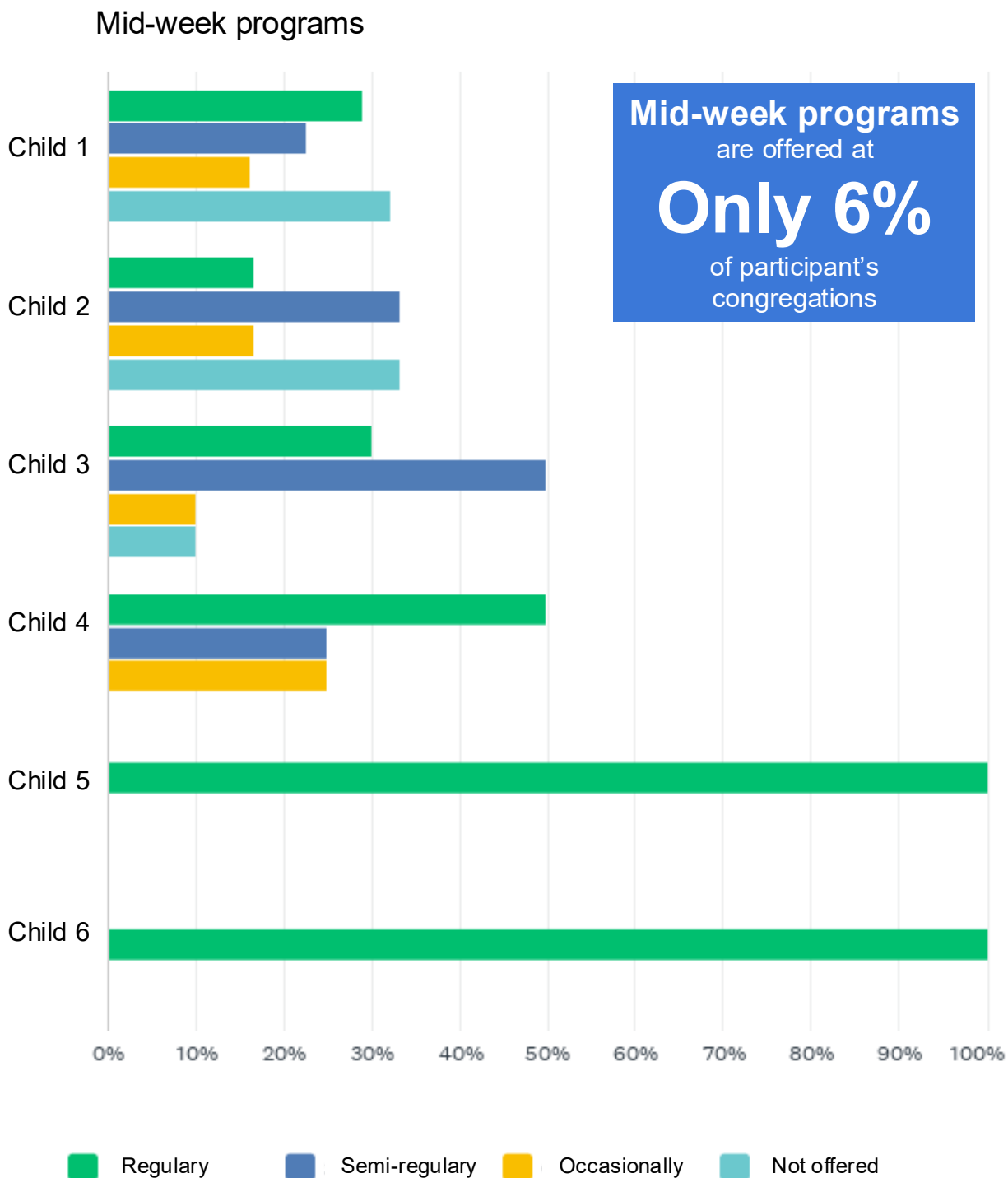
Q24: For each of the children under 18 in your household, please indicate their age and typical church attendance pattern.

Answered: 164 Skipped: 90



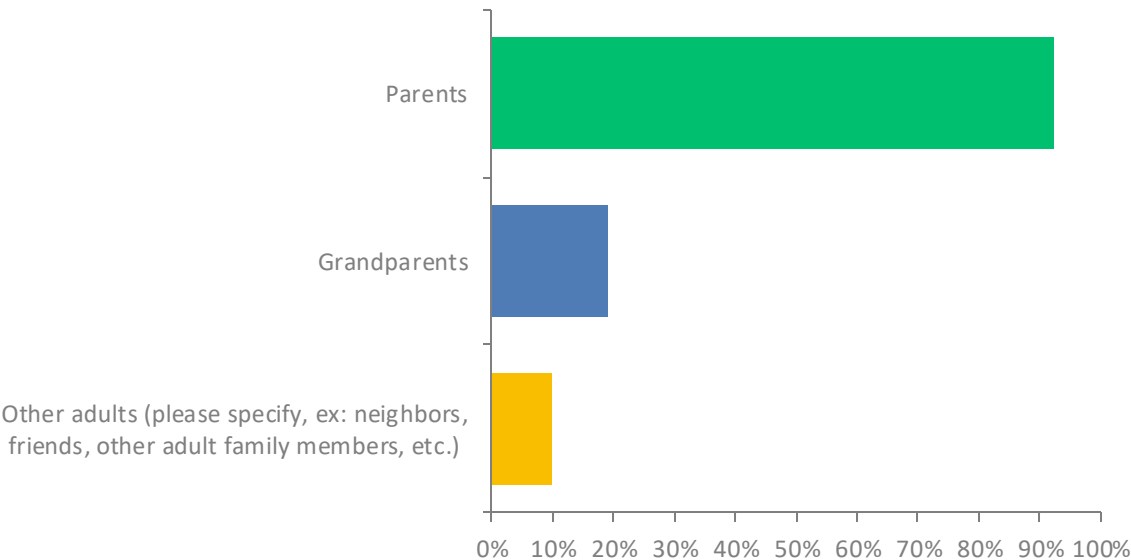
**Q24: For each of the children under 18 in your household, please indicate their age and typical church attendance pattern.**

Answered: 164 Skipped: 90



Q25: Which adults do the children in your household typically attend church services with? (Select all that apply)

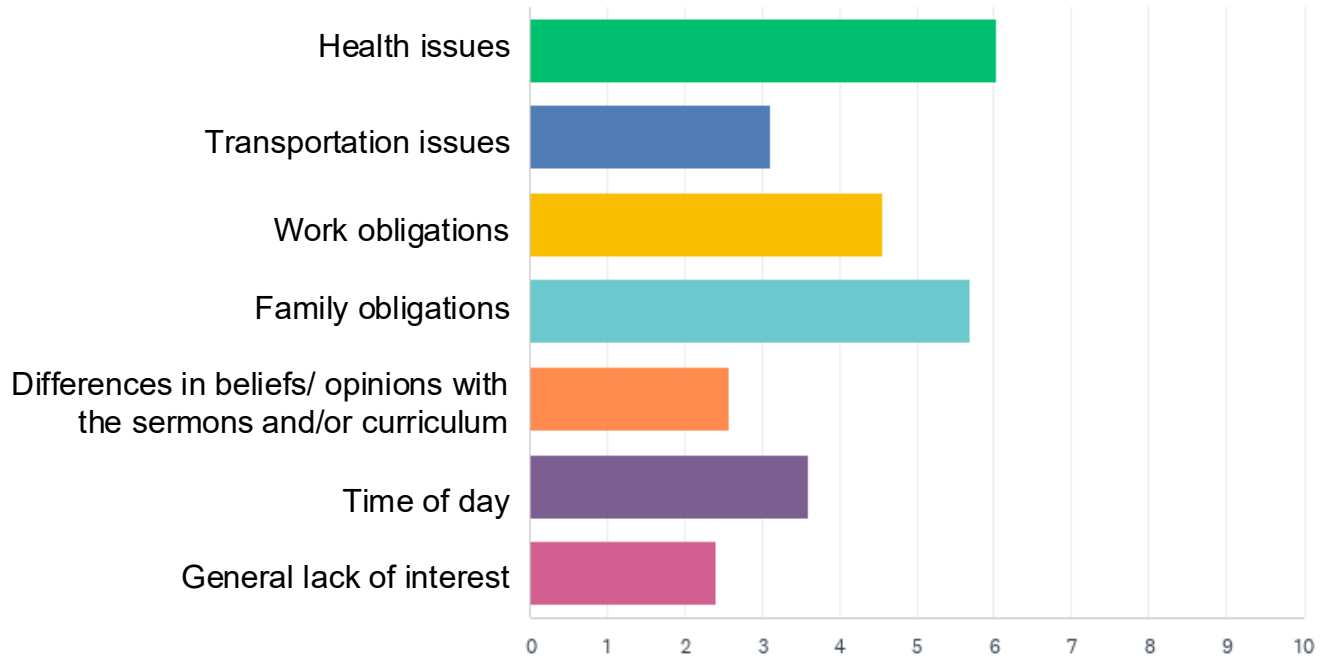
Answered: 182 Skipped: 72



ANSWER CHOICES	RESPONSES	
Parents	92.31%	168
Grandparents	19.23%	35
Other adults (please specify, ex: neighbors, friends, other adult family members, etc.)	9.89%	18
TOTAL		221

**Q26: What are the most common reasons for you/your family members to not attend worship or Sunday school? Drag and drop the possible reasons so that the ones most likely to apply to your family are at the top of your list.**

Answered: 193 Skipped: 61



	1	2	3	4	5	6	7	TOTAL	SCORE
Health issues	56.99% 110	19.17% 37	9.33% 18	6.74% 13	2.07% 4	3.11% 6	2.59% 5	193	6.03
Transportation issues	0.52% 1	8.29% 16	12.95% 25	16.58% 32	23.32% 45	18.65% 36	19.69% 38	193	3.11
Work obligations	5.70% 11	21.24% 41	31.61% 61	22.28% 43	7.25% 14	8.81% 17	3.11% 6	193	4.57
Family obligations	27.98% 54	36.79% 71	18.13% 35	12.44% 24	2.59% 5	2.07% 4	0.00% 0	193	5.69
Differences in beliefs/opinions with the sermons and/or curriculum	1.55% 3	1.04% 2	6.22% 12	13.47% 26	24.35% 47	30.05% 58	23.32% 45	193	2.59
Time of day	4.15% 8	9.33% 18	15.03% 29	20.73% 40	21.24% 41	23.32% 45	6.22% 12	193	3.60
General lack of interest	3.11% 6	4.15% 8	6.74% 13	7.77% 15	19.17% 37	13.99% 27	45.08% 87	193	2.42



## **Q27. Are there other common reasons why your family does not attend worship or Sunday school? If so, please describe them here.**

Answered: 100 Skipped: 154

### **Common themes:**

**Travel and Being Out of Town** - This is by far the most frequently mentioned reason - family trips, vacations, visiting relatives, camping, and weekend getaways consistently pull families away from regular attendance.

**Health and Energy Issues** - Many families cite illness, exhaustion from busy weeks, and the need for rest and recovery time. Parents mention being worn out from work demands, kids being too tired, and needing "slow mornings" to recharge.

**Scheduling Conflicts and Competing Activities** - Sports commitments, birthday parties, family gatherings, and other weekend activities create regular conflicts. Many note that Sunday is their only "free day" for household tasks like grocery shopping, laundry, and yard work.

**Special Needs and Accessibility Challenges** - Several families mention children with learning differences, behavioral challenges, or health issues that make traditional church attendance difficult. Some note churches lacking adequate accessibility features or childcare options.

**Family Dynamics and Relationship Challenges** - Issues include non-Christian extended family feeling neglected when church is prioritized, spouses with different levels of church commitment, and adult children making their own choices about attendance.

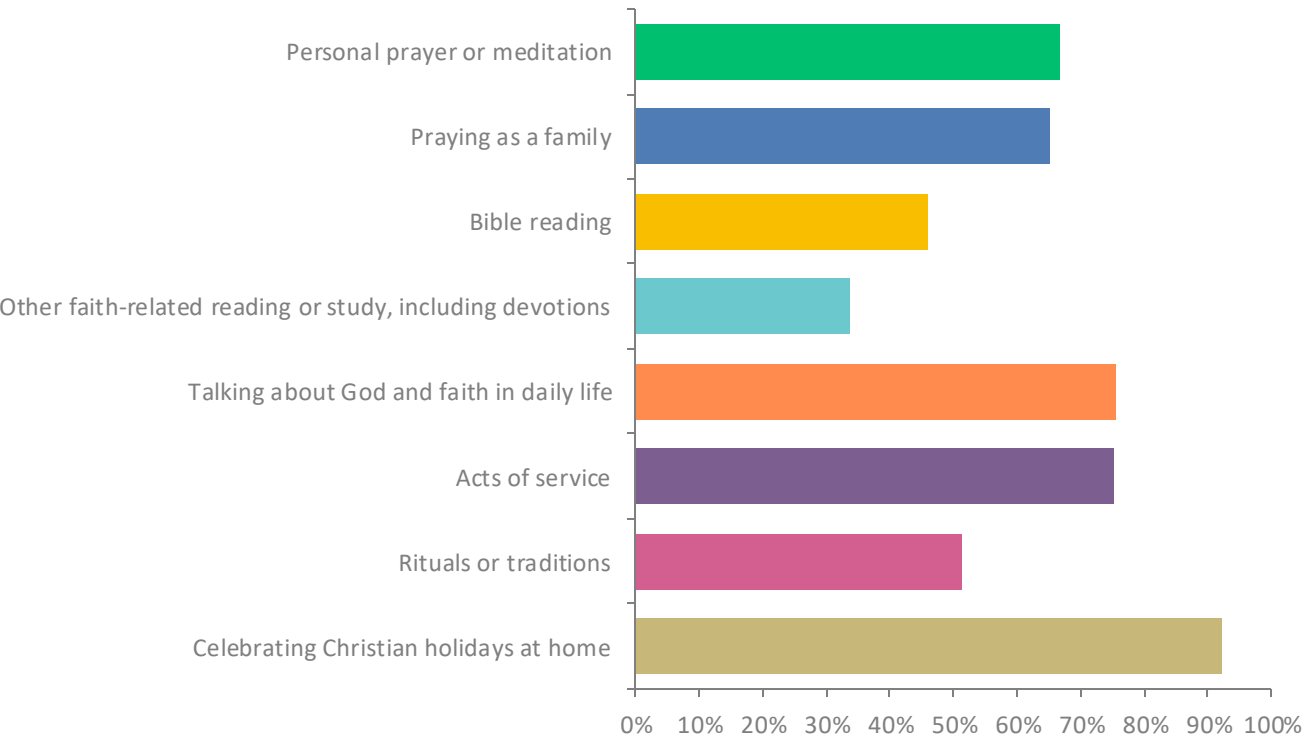
**Church Environment Concerns** - Some families mention feeling unwelcome, judged, or undervalued at their churches. Others note practical issues like distance from church, lack of age-appropriate programming, or children's discomfort with public participation elements.

**Work Obligations** - Jobs that require Sunday work, particularly for young adults, and demanding career schedules that leave families needing weekend recovery time.

**Need for Family Time** - Many families express a desire for unstructured family time together, especially after busy school and work weeks, viewing this as essential for family bonding and mental health.

Q28: Outside of church, does your family engage in the following activities? (select all that apply)

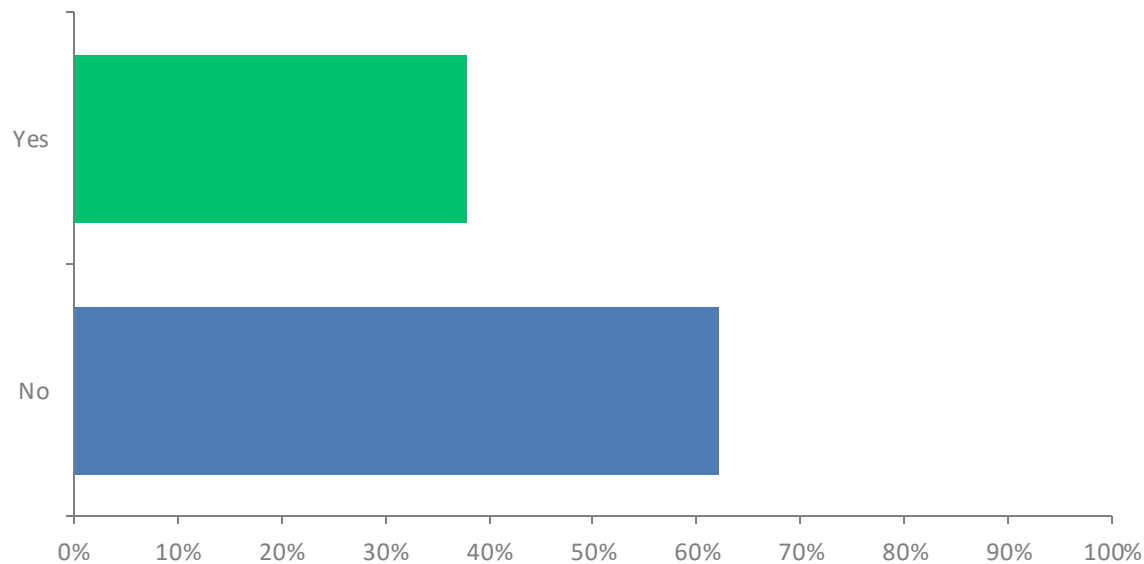
Answered: 193 Skipped: 61



ANSWER CHOICES	RESPONSES	
Personal prayer or meditation	66.84%	129
Praying as a family	65.28%	126
Bible reading	46.11%	89
Other faith-related reading or study, including devotions	33.68%	65
Talking about God and faith in daily life	75.65%	146
Acts of service	75.13%	145
Rituals or traditions	51.30%	99
Celebrating Christian holidays at home	92.23%	178
TOTAL		977

**Q29: Thinking of these faith-related activities outside of church, do you do these as often as you would like?**

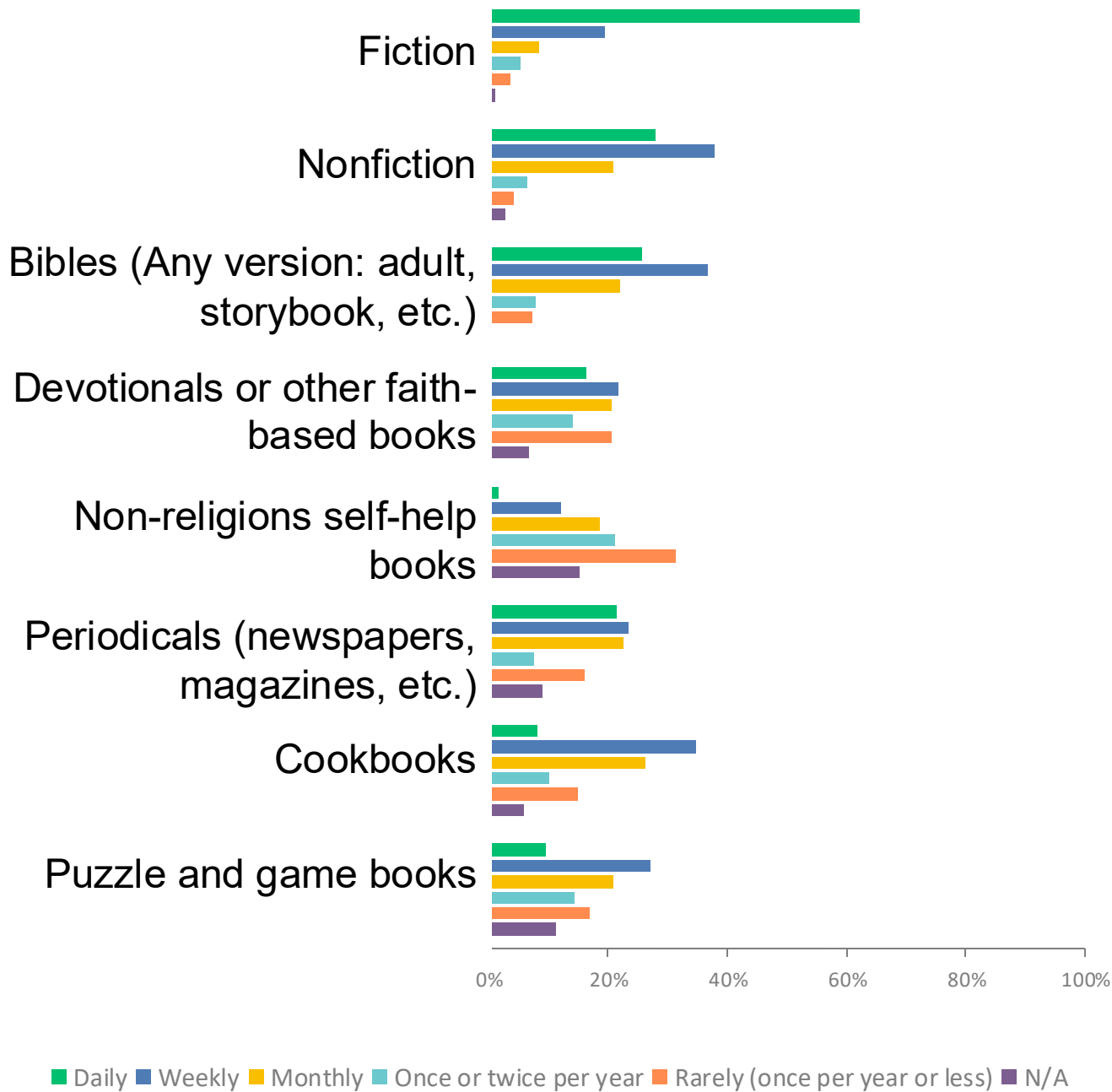
Answered: 193 Skipped: 61



ANSWER CHOICES	RESPONSES	
Yes	37.82%	73
No	62.18%	120
TOTAL		193

**Q30: What kinds of reading materials are typically in your household, and how frequently do you spend time with these materials?**

Answered: 192 Skipped: 62



## Q30: What kinds of reading materials are typically in your household, and how frequently do you spend time with these materials?

Answered: 192 Skipped: 62

	DAILY	WEEKLY	MONTHLY	ONCE OR TWICE PER YEAR	RARELY (ONCE PER YEAR OR LESS)	N/A	TOTAL	WEIGHTED AVERAGE
Fiction	62.11% 118	19.47% 37	8.42% 16	5.26% 10	3.68% 7	1.05% 2	190	1.68
Nonfiction	27.81% 52	37.97% 71	20.86% 39	6.42% 12	4.28% 8	2.67% 5	187	2.19
Bibles (Any version: adult, storybook, etc.)	25.65% 49	36.65% 70	21.99% 42	7.85% 15	7.33% 14	0.52% 1	191	2.34
Devotionals or other faith-based books	16.32% 31	21.58% 41	20.53% 39	14.21% 27	20.53% 39	6.84% 13	190	3.01
Non-religious self- help books	1.59% 3	12.17% 23	18.52% 35	21.16% 40	31.22% 59	15.34% 29	189	3.81
Periodicals (newspapers, magazines, etc.)	21.39% 40	23.53% 44	22.46% 42	7.49% 14	16.04% 30	9.09% 17	187	2.71
Cookbooks	8.02% 15	34.76% 65	26.20% 49	10.16% 19	14.97% 28	5.88% 11	187	2.89
Puzzle and game books	9.57% 18	27.13% 51	20.74% 39	14.36% 27	17.02% 32	11.17% 21	188	3.02

### Q31. Does your family prefer print or digital reading content, or different types for different purposes? Please explain in the text box below, while listing the types of technology used to access digital content:

Answered: 192 Skipped: 62

## Major Themes

**Mixed Format Preferences** - The most dominant theme is families using a combination of print and digital formats rather than exclusively one or the other. Many responses indicate "both," "mix," or "different types for different purposes."

**Age-Based Preferences** - A clear pattern emerges where children tend to prefer print materials, while adults are more open to or prefer digital formats. Several responses specifically mention kids liking physical books while parents use digital devices for reading.

**Purpose-Driven Format Selection** - Families choose formats based on specific needs:

- **Print for:** Family reading time, devotionals, children's books, fiction, materials requiring note-taking
- **Digital for:** News, research, convenience while traveling, recipes, current events

**Screen Time Concerns** - Many families actively try to limit digital reading to reduce overall screen time, especially for children. This drives intentional choices toward print materials for family activities.

**Convenience vs. Preference** - While many prefer print, they acknowledge digital's convenience for portability, travel, and on-the-go access. Cost considerations also influence choices, with digital often being cheaper or free.

**Audio Integration** - Audiobooks and podcasts are frequently mentioned as preferred alternatives, allowing multitasking during household chores, commuting, or other activities.

## Frequently Used Technology

### Most Common Devices:

**Smartphones/iPhones** - Most frequently mentioned

**iPads/Tablets** - Very common, especially for families with children

**Kindle/E-readers** - Popular among adult readers

**Laptops** - Used for various digital content access

**Q31. Does your family prefer print or digital reading content, or different types for different purposes? Please explain in the text box below, while listing the types of technology used to access digital content:**

Answered: 192 Skipped: 62

Continued from previous page.

**Secondary Devices:**

Desktop computers

Smart TVs

Chromebooks (primarily for school)

**Popular Apps/Services:**

Libby (library app)

Bible apps

Audible

NPR app

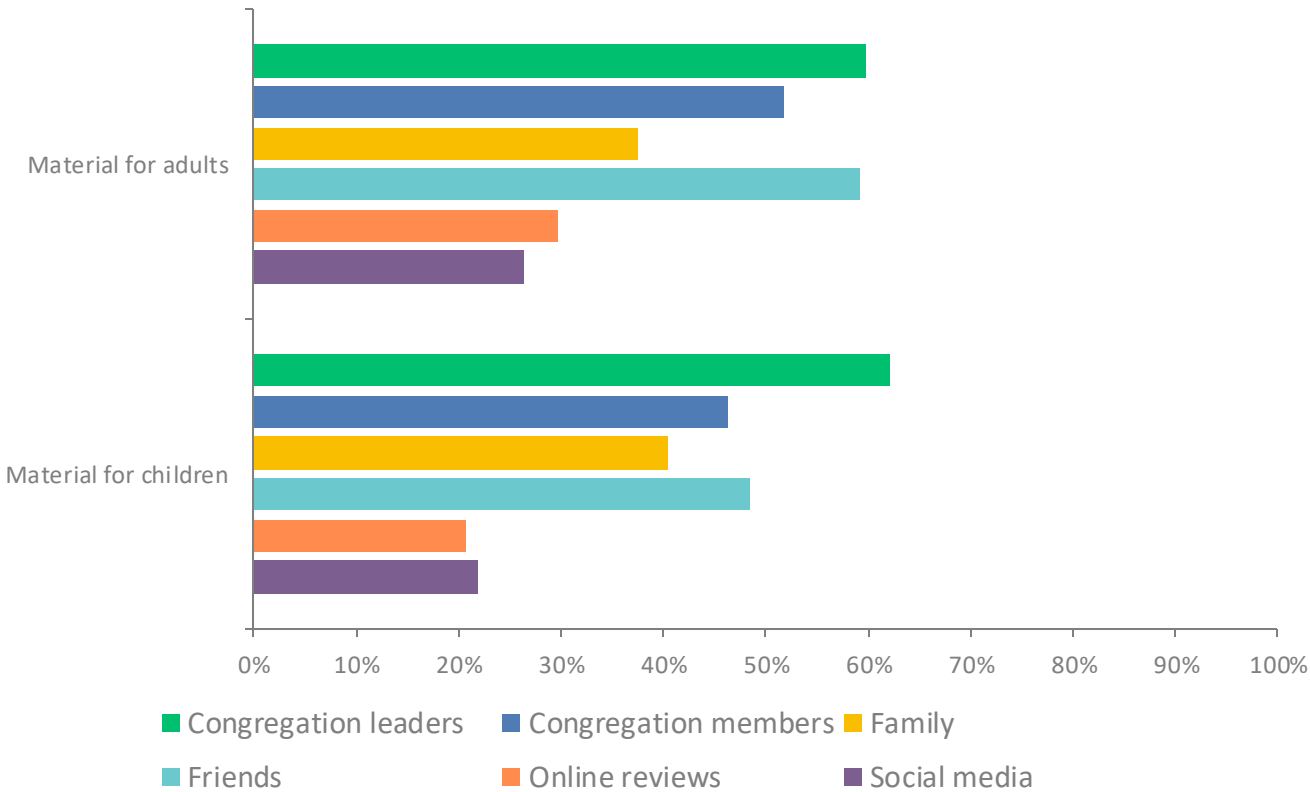
Various reading apps on tablets

**Specialized Devices:**

Yoto player (for children's audio content)

Q32: Where do you typically get recommendations for faith-related reading materials?Select all that apply for each material type.

Answered: 192 Skipped: 62

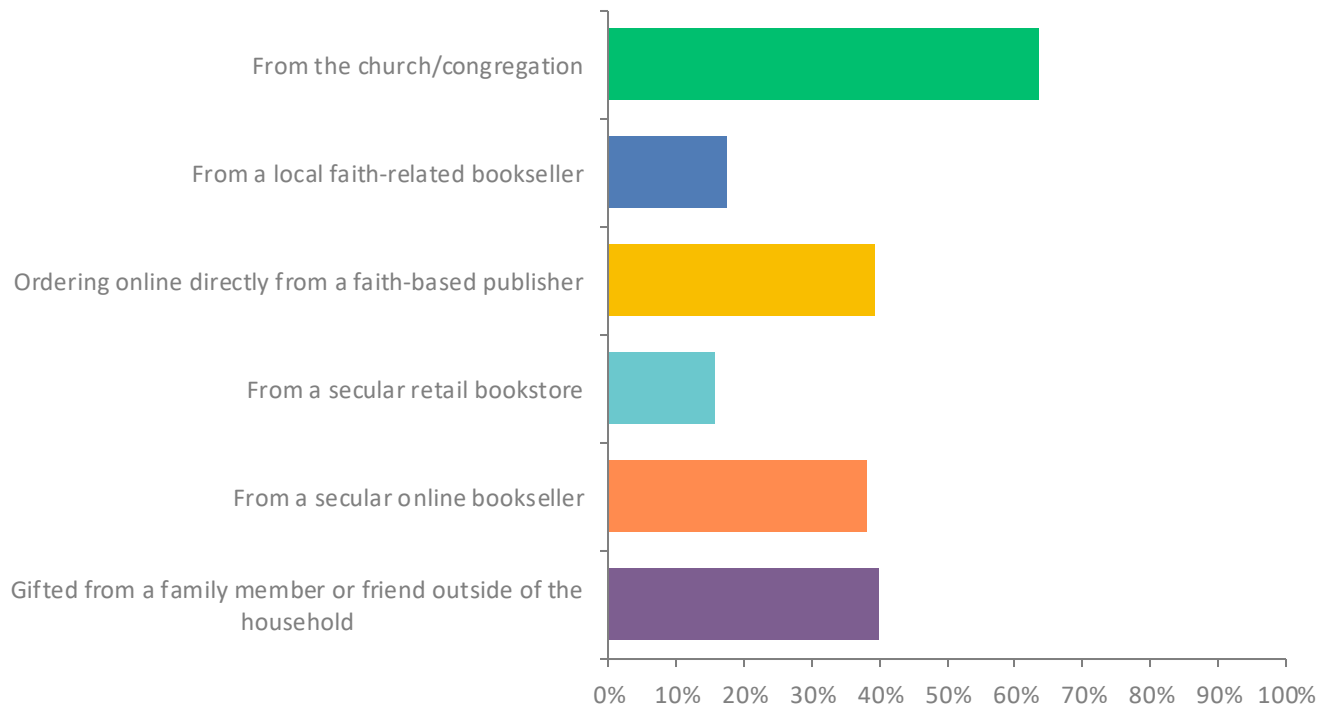


	CONGREGATION LEADERS	CONGREGATION MEMBERS	FAMILY	FRIENDS	ONLINE REVIEWS	SOCIAL MEDIA	TOTAL
Material for adults	59.79% 113	51.85% 98	37.57% 71	59.26% 112	29.63% 56	26.46% 50	189
Material for children	62.23% 117	46.28% 87	40.43% 76	48.40% 91	20.74% 39	21.81% 41	188



**Q33: Where do you usually acquire faith-related books and content?  
Select the top three most common sources from the list below then  
use the “other” box to describe any additional sources.**

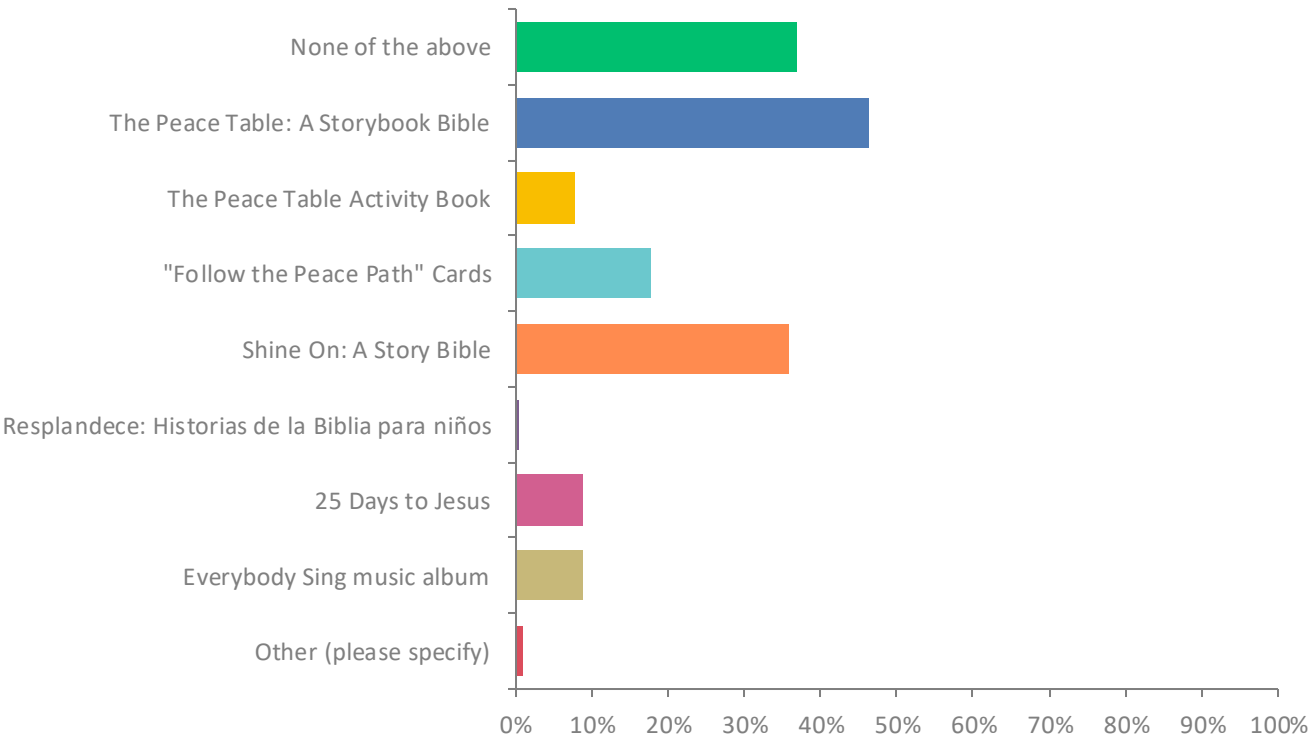
Answered: 178 Skipped: 76



ANSWER CHOICES	RESPONSES	
From the church/congregation	63.48%	113
From a local faith-related bookseller	17.42%	31
Ordering online directly from a faith-based publisher	39.33%	70
From a secular retail bookstore	15.73%	28
From a secular online bookseller	38.20%	68
Gifted from a family member or friend outside of the household	39.89%	71
<b>TOTAL</b>		<b>381</b>

# Q34: Do you/your family have any of these Shine products in your home? Select all that apply:

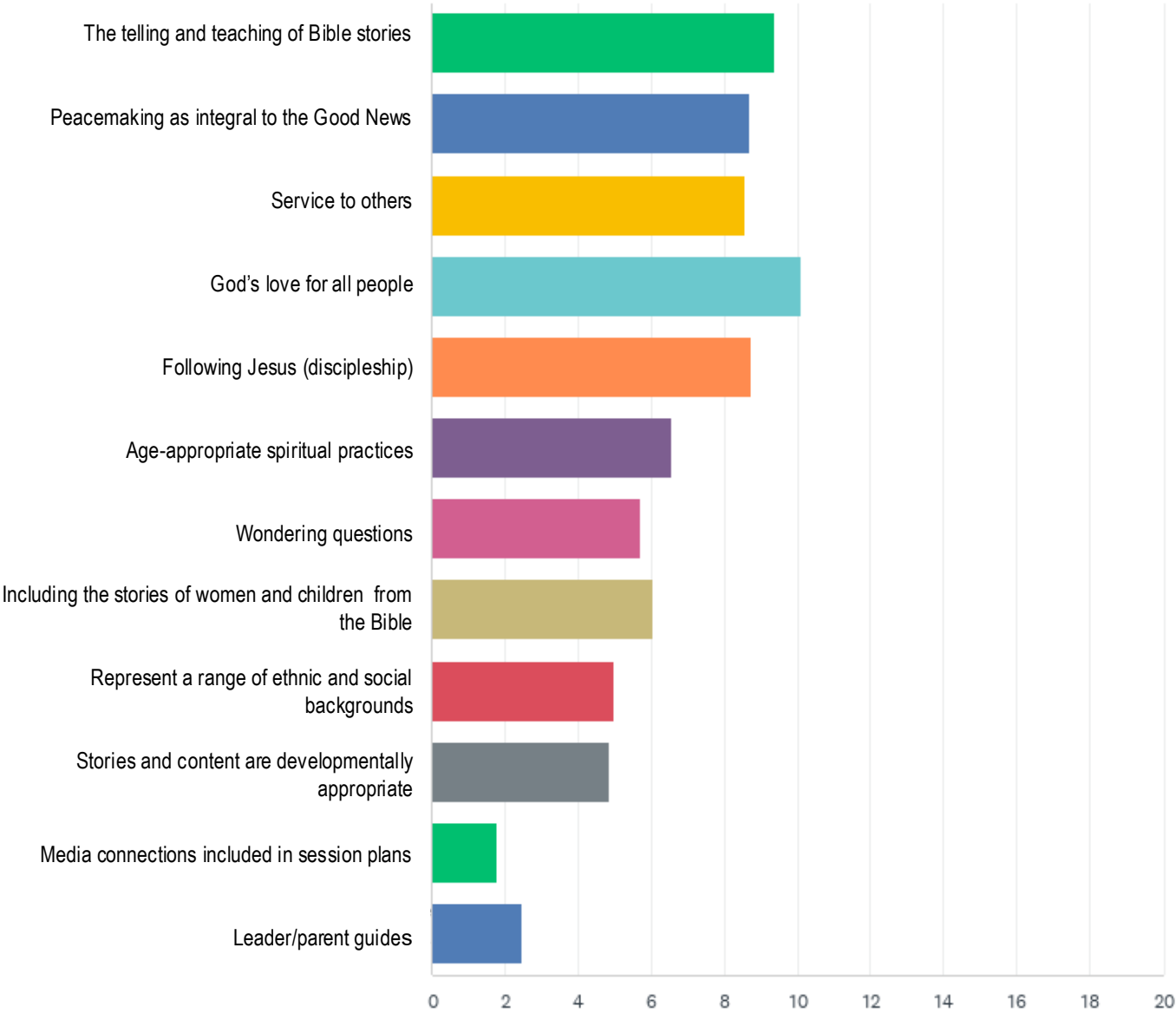
Answered: 192 Skipped: 62



ANSWER CHOICES	RESPONSES	
None of the above	36.98%	71
The Peace Table: A Storybook Bible	46.35%	89
The Peace Table Activity Book	7.81%	15
"Follow the Peace Path" Cards	17.71%	34
Shine On: A Story Bible	35.94%	69
Resplandece: Historias de la Biblia para niños	0.52%	1
25 Days to Jesus	8.85%	17
Everybody Sing music album	8.85%	17
Other (please specify)	1.04%	2
TOTAL		315

**Q35: When considering faith-related learning materials for your family, what features are most important? Please rank the things listed below by dragging and dropping those most important to the top of your list.**

Answered: 188   Skipped: 66



## Q35: When considering faith-related learning materials for your family, what features are most important? Please rank the things listed below by dragging and dropping those most important to the top of your list.

Answered: 188 Skipped: 66

	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	SCORE
The telling and teaching of Bible stories	28.19% 53	17.55% 33	12.77% 24	9.57% 18	8.51% 16	7.98% 15	6.38% 12	2.66% 5	2.66% 5	2.13% 4	0.53% 1	1.06% 2	188	9.40
Peacemaking as integral to the Good News	13.30% 25	19.68% 37	11.17% 21	10.11% 19	16.49% 31	7.98% 15	9.57% 18	6.38% 12	2.13% 4	0.53% 1	2.13% 4	0.53% 1	188	8.71
Service to others	4.26% 8	11.70% 22	20.21% 38	19.15% 36	18.62% 35	11.17% 21	7.98% 15	2.13% 4	3.19% 6	1.60% 3	0.00% 0	0.00% 0	188	8.57
God's love for all people	31.91% 60	20.21% 38	15.96% 30	15.43% 29	6.38% 12	4.26% 8	1.60% 3	2.13% 4	1.06% 2	0.53% 1	0.53% 1	0.00% 0	188	10.12
Following Jesus (discipleship)	11.70% 22	14.89% 28	14.89% 28	14.89% 28	17.02% 32	10.64% 20	4.79% 9	4.79% 9	4.79% 9	1.60% 3	0.00% 0	0.00% 0	188	8.74
Age-appropriate spiritual practices	1.06% 2	5.85% 11	3.72% 7	8.51% 16	7.98% 15	23.40% 44	18.09% 34	15.43% 29	6.38% 12	6.91% 13	1.60% 3	1.06% 2	188	6.55
Wondering questions	1.06% 2	2.66% 5	7.45% 14	4.79% 9	4.79% 9	6.91% 13	21.81% 41	21.81% 41	12.23% 23	7.98% 15	4.79% 9	3.72% 7	188	5.72
Including the stories of women and children from the Bible	1.06% 2	2.66% 5	5.32% 10	7.45% 14	6.91% 13	13.83% 26	14.36% 27	25.00% 47	13.83% 26	4.79% 9	4.79% 9	0.00% 0	188	6.05
Represent a range of ethnic and social backgrounds	1.60% 3	1.60% 3	2.66% 5	4.79% 9	9.04% 17	5.85% 11	8.51% 16	7.45% 14	32.45% 61	15.43% 29	6.38% 12	4.26% 8	188	5.01
Stories and content are developmentally appropriate	4.26% 8	2.66% 5	5.32% 10	5.32% 10	3.19% 6	4.26% 8	2.66% 5	6.91% 13	10.64% 20	46.28% 87	7.45% 14	1.06% 2	188	4.85
Media connections included in session plans	0.53% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.53% 1	1.06% 2	3.72% 7	4.26% 8	48.40% 91	41.49% 78	188	1.81
Easy-to-use leader/parent guides	1.06% 2	0.53% 1	0.53% 1	0.00% 0	1.06% 2	3.72% 7	3.72% 7	4.26% 8	6.91% 13	7.98% 15	23.40% 44	46.81% 88	188	2.47

### Q36. Are there other things not mentioned on this list that are important to you? If so, please describe them below:

Answered: 41 Skipped: 213

#### Highlights:

**Visual Appeal and Quality** - Multiple respondents emphasized the importance of good illustrations, eye-catching graphics, and visually appealing materials. There's a strong desire for high-quality artwork, good paper quality, and appealing bindings that will engage children.

**Age-Appropriate Content and Format** - Parents want materials that are appropriately sized and formatted for different age groups. Several mentioned that full storybook Bibles can be overwhelming for younger children, preferring shorter, more approachable individual books or series.

**Diversity and Representation** - Respondents value materials that show variety in people and cultures, with racially and ethnically accurate depictions. The diversity in posters, handouts, and books was specifically praised.

**Practical Application** - There's a strong theme around connecting biblical stories and faith teachings to everyday life in age-appropriate ways. Parents want materials that help children understand how faith applies to their daily experiences.

**Clear Scripture Connections** - Several respondents emphasized wanting clear connections to specific scriptures or verses, particularly on take-home materials, so parents can understand and reinforce what was taught.

**Engaging and Interactive Elements** - Many mentioned the importance of materials being action-oriented, engaging for middle schoolers, and including follow-up activities and crafts. Music was specifically highlighted as something children love.

**Quality of Content** - Parents want well-written materials that convey messages in realistic, interesting ways rather than being "preachy" or heavy-handedly moralistic. The content should reflect their values while being appealing to children.

Many respondents found it difficult to rank the previous list of elements because they view them as equally important and interconnected.

**Q37: Below are several statements that represent how you might feel about at-home faith formation resources and the needs of your family. These statements may mention attributes or features that make these resources easier to use within different family structures. For each statement, please indicate how accurately the statement represents YOUR FAMILY.**

Answered: 189 Skipped: 65

**My family needs resources that acknowledge single parents' time constraints and emotional bandwidth. The materials should be concise, require minimal preparation, and offer flexibility for irregular schedules while creating meaningful faith moments within the times we have free.**

STRONGLY AGREE	SOMEWHAT AGREE	NOT SURE/DON'T KNOW	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
19.58%	27.51%	14.81%	12.70%	25.40%	189
37	52	28	24	48	

**My family needs resources that respect complex blended-family dynamics with more than one approach to faith. We need materials that build common ground, address step-family integration sensitively, and provide language for navigating spiritual differences with grace.**

STRONGLY AGREE	SOMEWHAT AGREE	NOT SURE/DON'T KNOW	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
10.05%	19.05%	18.52%	17.46%	34.92%	189
19	36	35	33	66	

**My family needs resources that incorporate the wisdom of grandparents while respecting parents' authority. They create dialogue between generations, honor different expressions of faith, and help bridge traditional practices with contemporary applications.**

STRONGLY AGREE	SOMEWHAT AGREE	NOT SURE/DON'T KNOW	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
19.58%	37.57%	21.16%	12.70%	8.99%	189
37	71	40	24	17	

**My family needs adaptable resources that accommodate different learning styles and abilities. We wish for materials that support parents of children with special needs without requiring extensive modifications.**

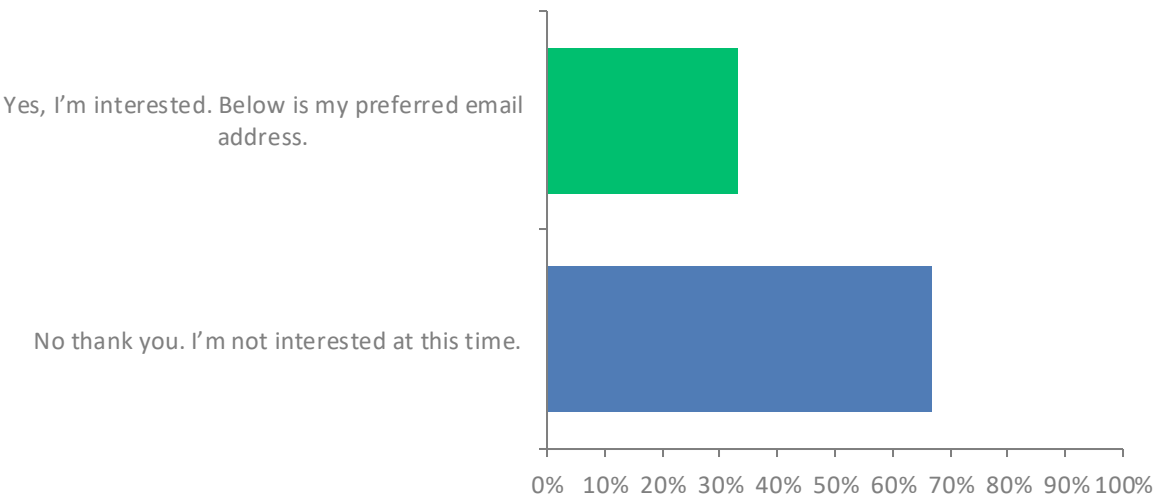
STRONGLY AGREE	SOMEWHAT AGREE	NOT SURE/DON'T KNOW	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
18.52%	29.10%	20.63%	15.87%	15.87%	189
35	55	39	30	30	

**My family needs resources that integrate digital and physical elements. Helpful materials include short video prompts, mobile accessibility for busy parents, and interactive components that transform screen time into meaningful faith conversations.**

STRONGLY AGREE	SOMEWHAT AGREE	NOT SURE/DON'T KNOW	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
20.63%	37.57%	15.87%	13.23%	12.70%	189
39	71	30	25	24	

**Q39: Would you be willing to participate in a short-term experiment we’re calling FAMILIES GROWING FAITH? Each day you would receive one question about your family’s faith-related goals. It might take 5-10 minutes of your time each day to respond to the open-ended question. We will collect and summarize feedback from all participants and share that summary with you at the end of the experiment, so you can see how your feedback compares to the larger group.If you are interested in this, please indicate below and confirm the best email address to receive your daily question.**

Answered: 187   Skipped: 67



ANSWER CHOICES	RESPONSES	
Yes, I’m interested. Below is my preferred email address.	33.16%	62
No thank you. I’m not interested at this time.	66.84%	125
TOTAL		187