**Graceworks Millennial Personas Questions for Validation**

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| **Community Seeking Camelia** | **Grown Up**  **Gary** | **Authentic Aaron** | **Inquisitive Isabelle** | **Free-Spirited Felicia** | **Pragmatic**  **Peter** | **Visionary**  **Valerie** |
| **You believe that community, relationships and accountability are key to being a Christian.**  **1.1** | **Your first/current church was the one your parents brought you to.**  **1.2** | **You feel that church is not a safe place to be honest about your struggles and failures.**  **1.3** | **You feel that information and claims need to be questioned and challenged to prove its validity.**  **1.4** | **You feel that church can be manipulative in getting members to conform to accepted behaviours.**  **1.5** | **You feel that a vocation in the marketplace is just as “holy” as a “full-time” ministry role in church.**  **1.6** | **You believe that the current vision and work of most churches are too narrow.**  **1.7** |
| **You find it difficult to have meaningful relationships with Christians in your home church.**  **2.1** | **You feel that the older leaders in church do not take you seriously enough.**  **2.2** | **You feel that authenticity is key to forming a real community in Christ.**  **2.3** | **You feel that for the Christian faith to be valid, it must make logical sense.**  **2.4** | **You feel that being an active member of an institutional church is not important for your relationship with God.**  **2.5** | **You feel that the teachings in church are far-removed from what you face daily in your job.**  **2.6** | **You believe that the church in general can and should do much more than what it is doing now.**  **2.7** |
| Your closest Christian friends are not from your home church.  3.1 | You believe that there are many things in your church that needs to be changed.  3.2 | You feel that relationships in church tend to be shallow and superficial. | You feel that church teachings in general are quite shallow and cannot withstand scrutiny. | You feel that people in church are generally rather judgmental. | You feel that what is taught and done in church adds to the view that there is a “sacred-secular divide”. | You feel that the church needs to “out in the world” rather than simply being within our church buildings. |
| You feel that Churches in Singapore need to collaborate more for God’s kingdom. | You are still in your current church only because this is where you “grew up”. | You do not feel that “impressive Sunday services” are a good indication of the health of a church. | You feel that church leadership in general are too authoritarian and not open to being questioned. | You feel that adhering to social norms are not as important as “being true to yourself”. | You feel very strongly that God is calling you to serve Him in the marketplace. | You feel that while evangelism is very important, there are many other areas that the church should also focus on. |
| You believe that forming deep relationships with Christians in your home church is not important as long as you have such relationships with Christians beyond your home church. | You feel that older church members still treat you as if you are an “ignorant young boy”. | You feel that hierarchy and authority structures of institutional church are detrimental to the faith. | You feel that it is better to live with doubts than to repress yourself and have “blind faith”. | You tried your best in the past to fit into the expectations of being a “good Christian”, but you don’t think that is important anymore. | You feel that pastors and full-time staff in church have very little understanding of what the “real world” is like. | You feel that the church is too fixated on “telling” the world what to do and what not to do and not really “showing” the way. |

**Objectives**

* To sort respondents into the 7 different identified personas if possible (refer to Analysis Rules below).
* To identify percentage of respondent who do not identify with any of the respondents.

**Notes:**

* Each persona has 5 unique questions and are colour coded
* Questions to be answered on a 4-point system: 0 - neither agree or disagree, 1- agree slightly, 2-agree moderately, 3-agree strongly

**Analysis “Rules”:**

* Highest score for persona specific questions (in each column) will determine which persona the respondent is assigned to.
* If all answers are “neither agree or disagree” (0), no persona will be allocated.
* If specific persona related questions score is 7 (total for each column) and below, then that persona will not be allocated even if the column’s score is the highest.

**Questions:**

* What to do when there is a “tie” in score for 2 or more personas?
* Should we reveal the respondent’s persona type (or a description) at the end and ask if he/she agrees?

**Prototype Testing (1st Phase)**

* Handpick the first 20 respondents with those whom we know will identify with at least one of the personas.