

ALPHA'S GLOBAL IMPACT

A HIGHLY EFFECTIVE TOOL FOR EVANGELIZATION

SYNOPSIS

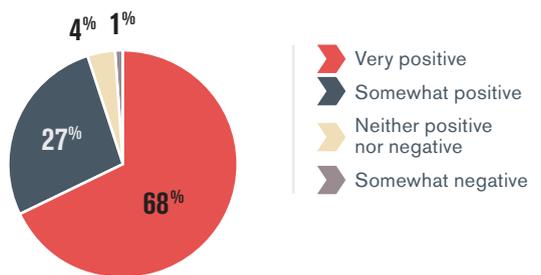
In 2016, Alpha International commissioned the Barna Group, a US-based research company, to conduct a global study on the impact of Alpha. The research was carried out in 11 countries (Argentina, Australia, Egypt, France, Ghana, India, Malaysia, Mexico, South Africa, UK and US), where online surveys were completed by church leaders, course administrators, hosts and helpers, and guests at the end of their course. Over 200 churches across all major denominations participated in this study including Anglican, Baptist, Catholic, Independent, Pentecostal and Presbyterian. After a comprehensive review of the results, Barna has produced the following summary to demonstrate the impact that Alpha has been making around the world.

GUEST IMPACT & EVALUATION

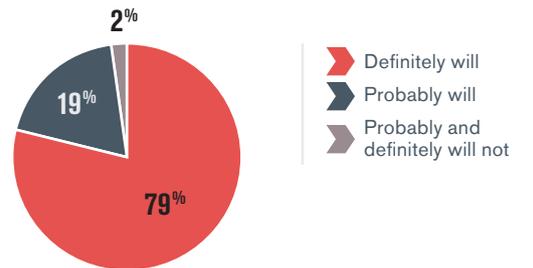
Looking at promoter scores, an indicator of overall satisfaction levels, from the 670 guests who completed this survey, Barna found that 95% of guests said Alpha had a very or somewhat positive impact on their lives, and 79% of guests will definitely recommend Alpha to their friends.

PROMOTER SCORES

What impact did Alpha have on your life?



Would you recommend Alpha to your friends?



Considering that Alpha guests come from a variety of religious and cultural backgrounds, Barna grouped the responses into three segments based on how the guests described themselves *before* Alpha: non-Christian (people who self identify with a religion other than Christianity, or no religion), Christian, non-active church goer, and Christian, regular church-goer.

KEY HIGHLIGHTS

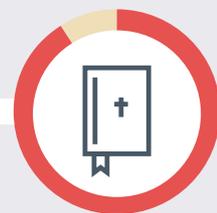
Since doing Alpha...



82% of non-Christians described themselves as followers of Jesus



78% of Christian, non-active church goers became more committed to regularly attending Christian church service or Mass



91% of Christian, regular church goers have a more intimate relationship with Jesus

Although becoming a follower of Jesus does not necessarily equate to conversion to Christianity, a variety of data points demonstrate significant spiritual impact, and even radical life change, among the 82% of non-Christians who described themselves as followers of Jesus since doing Alpha. For example, 88% of non-Christians became more committed to growing their knowledge of the Bible after Alpha, and 80% became more committed to sharing their faith in Jesus with others (next section).

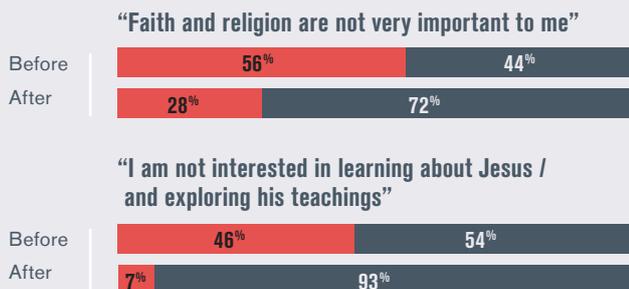
FURTHER INDICATORS OF SPIRITUAL TRANSFORMATION...

Since 95% of the churches who participated in this study said Alpha is an effective tool for evangelization, Barna specifically looked at what change had occurred among the non-Christians and Christian, non-active church-goers. The data below suggests that both groups of people had significantly changed their views and commitment levels after Alpha, which provides support for the churches' perception of Alpha.

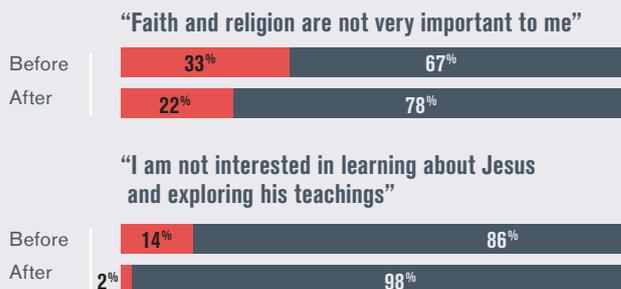
CHANGES IN VIEWS AFTER ALPHA

➤ Accurate of Me ➤ Not Accurate of Me

Non-Christians



Christian, non-active church goers



CHANGES TO COMMITMENT LEVELS AFTER ALPHA

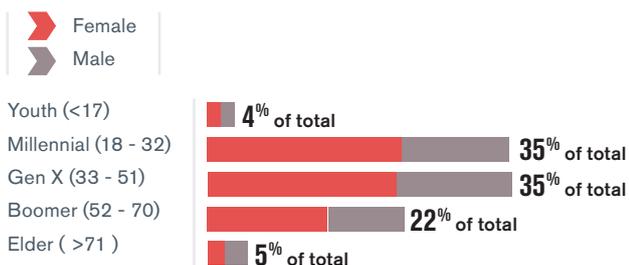
Guests indicating that they are more committed in the following statements since Alpha...	Non-Christians		Christian, non-active church goers	
	A lot more + somewhat more committed	A lot more committed	A lot more + somewhat more committed	A lot more committed
Having a personal relationship with Jesus Christ	88%	62%	88%	48%
Growing my knowledge of the Bible	88%	60%	83%	39%
Sharing my faith in Jesus with others	80%	50%	79%	28%
Serving in the church	69%	48%	59%	27%
Supporting a charity by volunteering or donating	68%	36%	56%	22%

Readers should note that the guests who completed the survey were likely those who continued until the end of the course, and therefore the results may not represent those who dropped out. The guest retention rate of Alpha for the churches who took part in this study was 78%, as measured by the number of guests at the last week of Alpha compared to the first week.

GUEST DEMOGRAPHICS

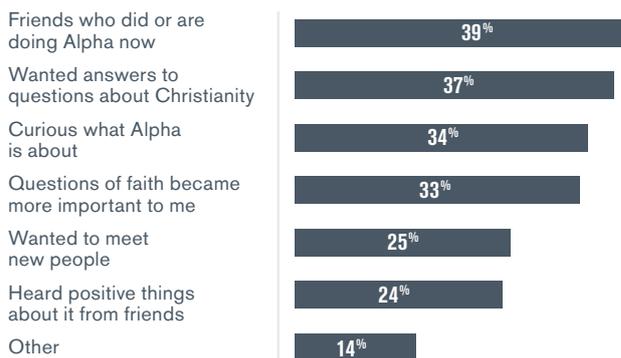
Age Segment By Gender

The gender composition was 61% female, 39% male.



Why did you decide to participate in Alpha?

Guests could select up to 3.

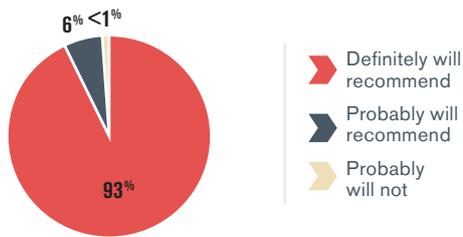


CHURCH EVALUATION

Looking at the overall satisfaction levels from churches i.e. 278 church leaders and course administrators who completed the surveys, Barna found that 93% of churches will definitely recommend another organization to run Alpha, and 99% of churches agree that Alpha has created a safe place for people to come ask questions about the Christian faith.

PROMOTER SCORES

How likely are you to recommend or encourage another organization to run Alpha?

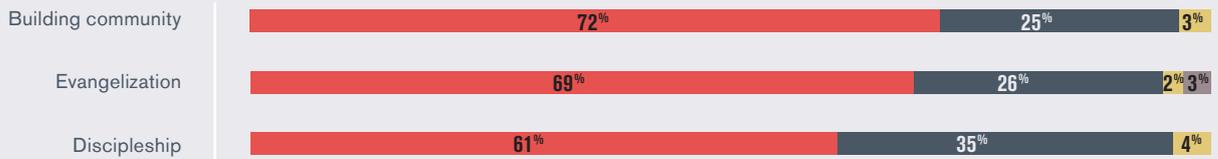


How likely are you to continue supporting or running Alpha?



How effective do you think Alpha is as a tool for each of the following?

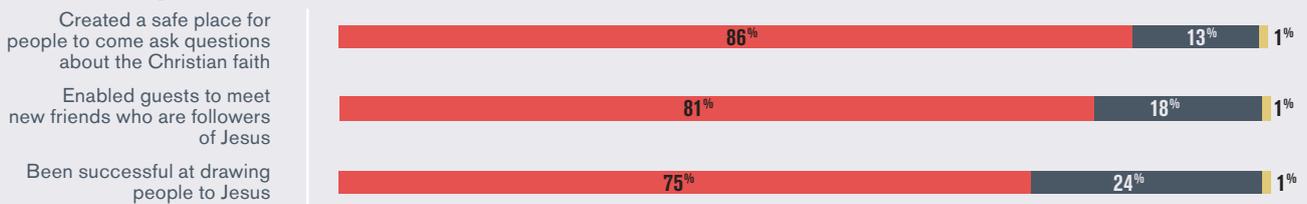
Very effective Somewhat effective Somewhat ineffective Not sure



Do you agree or disagree with the following statements?

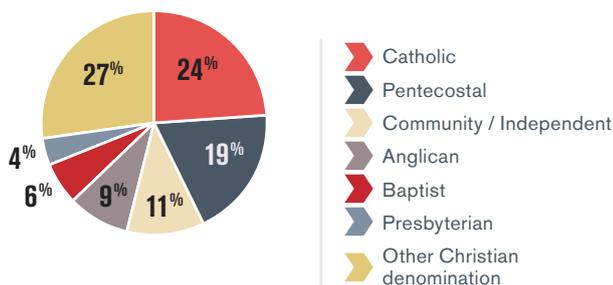
Strongly agree Tend to agree Tend to Disagree or Unsure

Alpha has...



BREAKDOWN OF CHURCHES

By Denomination



By Congregation Size

