

Results of 2019 Congregational Survey  
Unity Church Unitarian

June 2019

# Outline

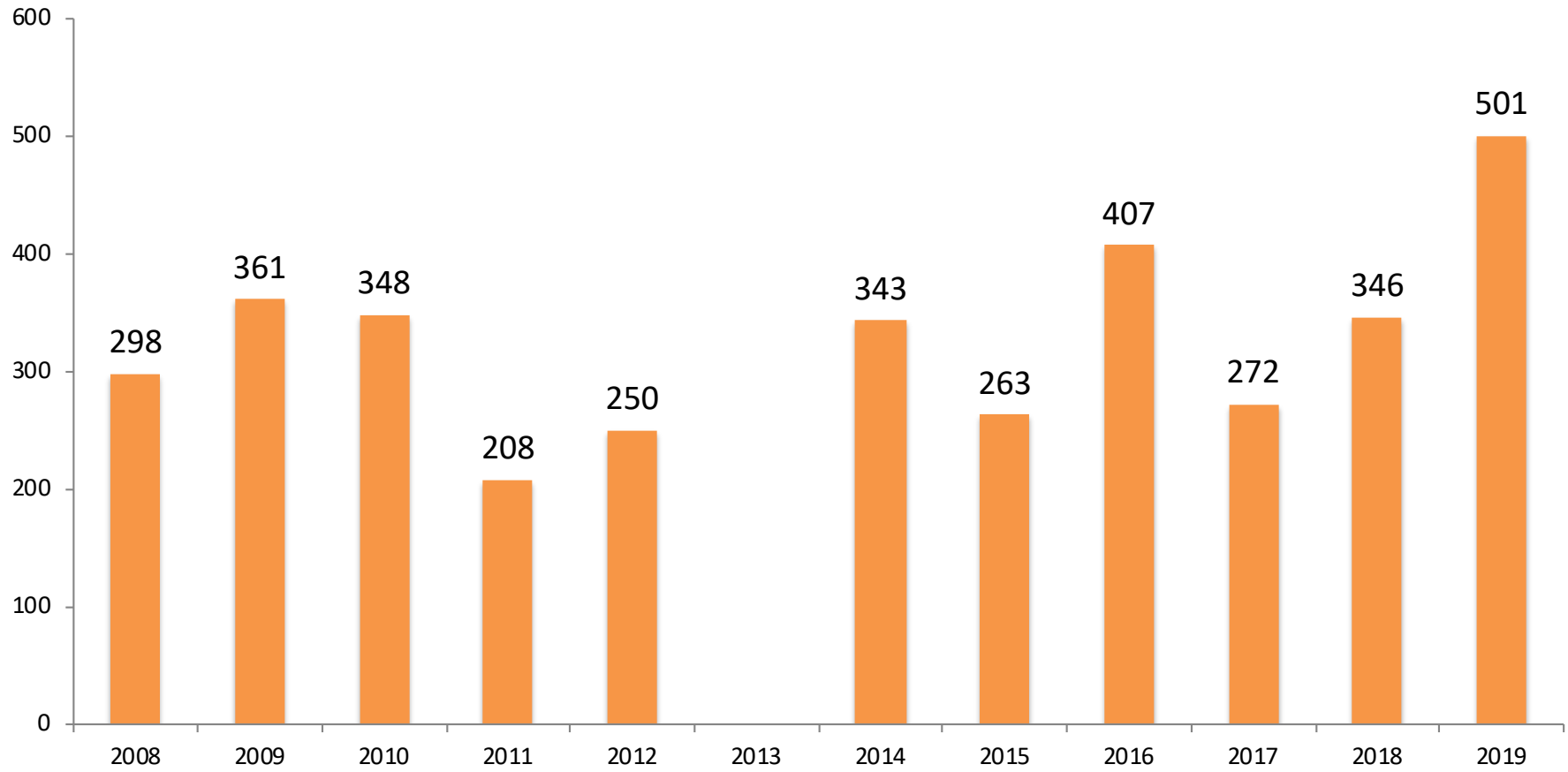
- Survey Structure
- Sample characteristics
- Evaluation of Ends Statements
  - Initial Evaluation of 2019 Ends
  - Higher Level Possibilities
  - Ends Evaluation by: (1) white v. non-white families, by (2) gender, by (3) age
- Loyalty Tracking: Total, by Gender, by Age
- Evaluation of Programs and Activities
- What do comments tell us?

# Congregational Survey Structure

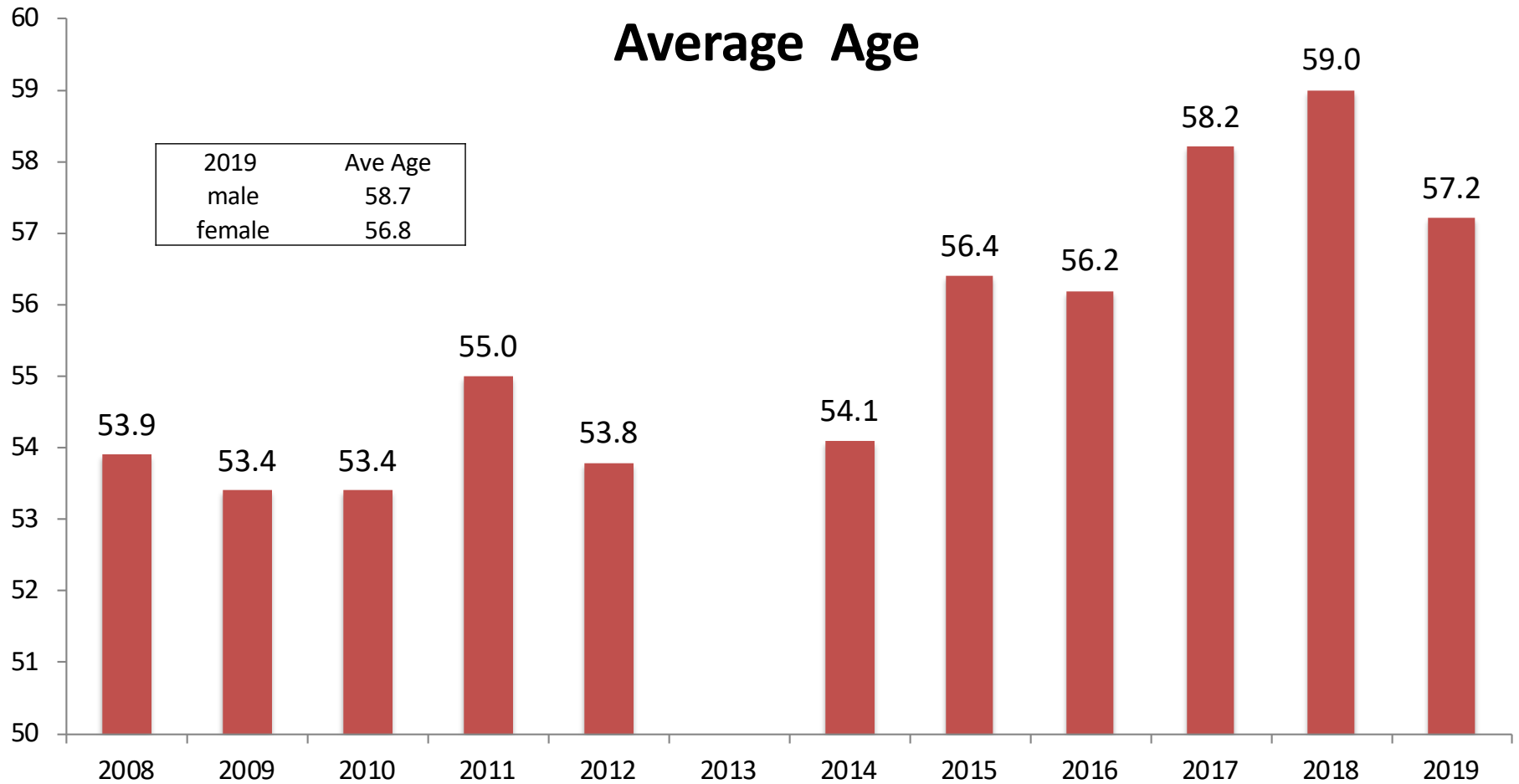
1. Ends Statements/Loyalty – Focus is on UCU (in contrast to Spirit Map where the focus is on us as individuals)
  - evaluation of performance on 8 current Ends Statements
  - loyal/at-risk evaluation – “Would you recommend UCU to a friend or relative”
2. Program/Activities
  - evaluation of impact on spiritual well-being of UCU programs and activities
3. Demographic information

# Sample Characteristics 2008 - 2019

## Sample Size



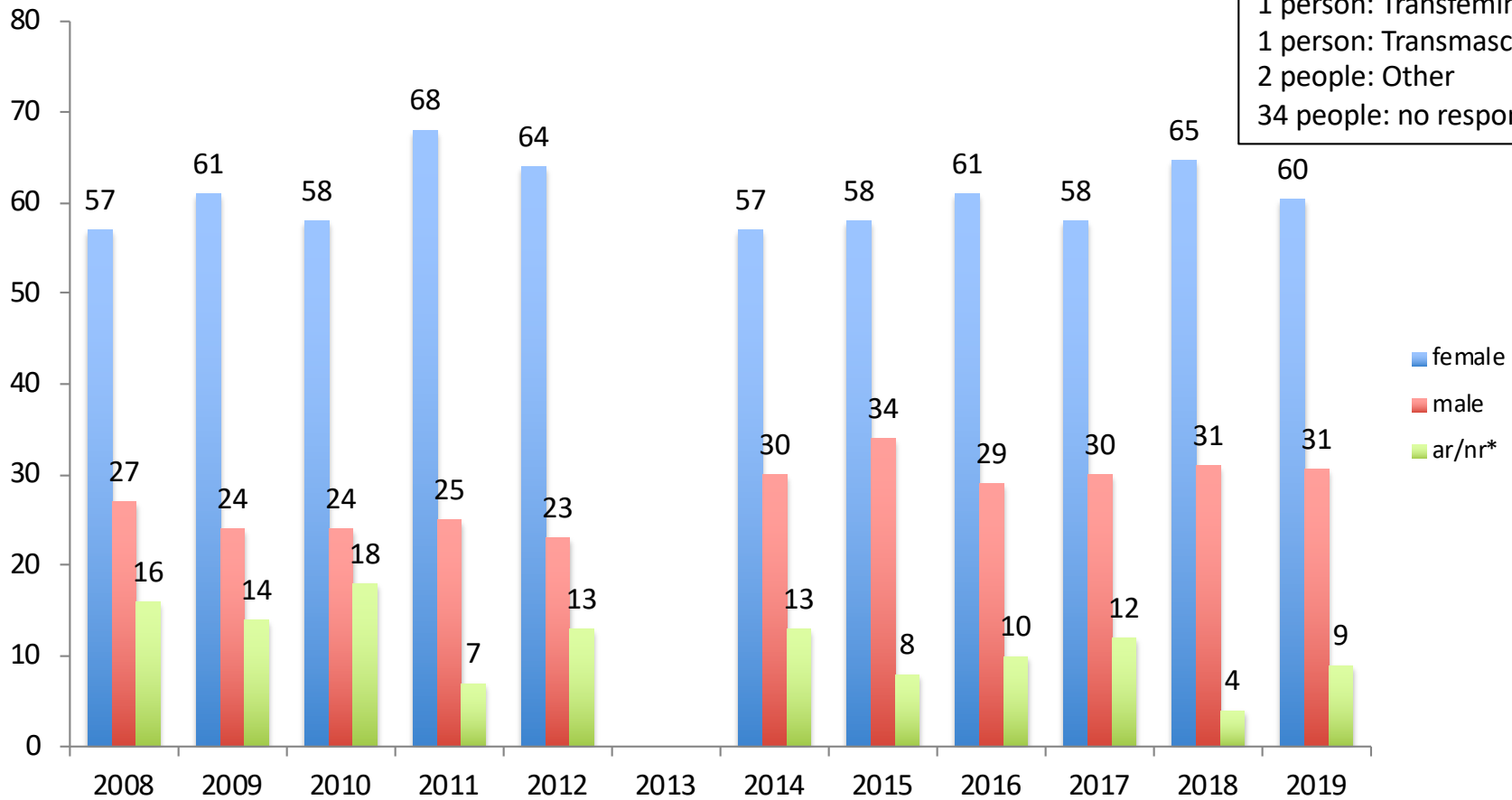
# Sample Characteristics 2008 - 2019



In 2018 and '19 we added age categories 76-85 and 85+. If we calculated the average age using the age categories in the 2017 survey and earlier, the average age in 2018 would be 57.7 and in 2019 would be 56.2.

# Sample Characteristics 2008 - 2019

## Gender Distribution

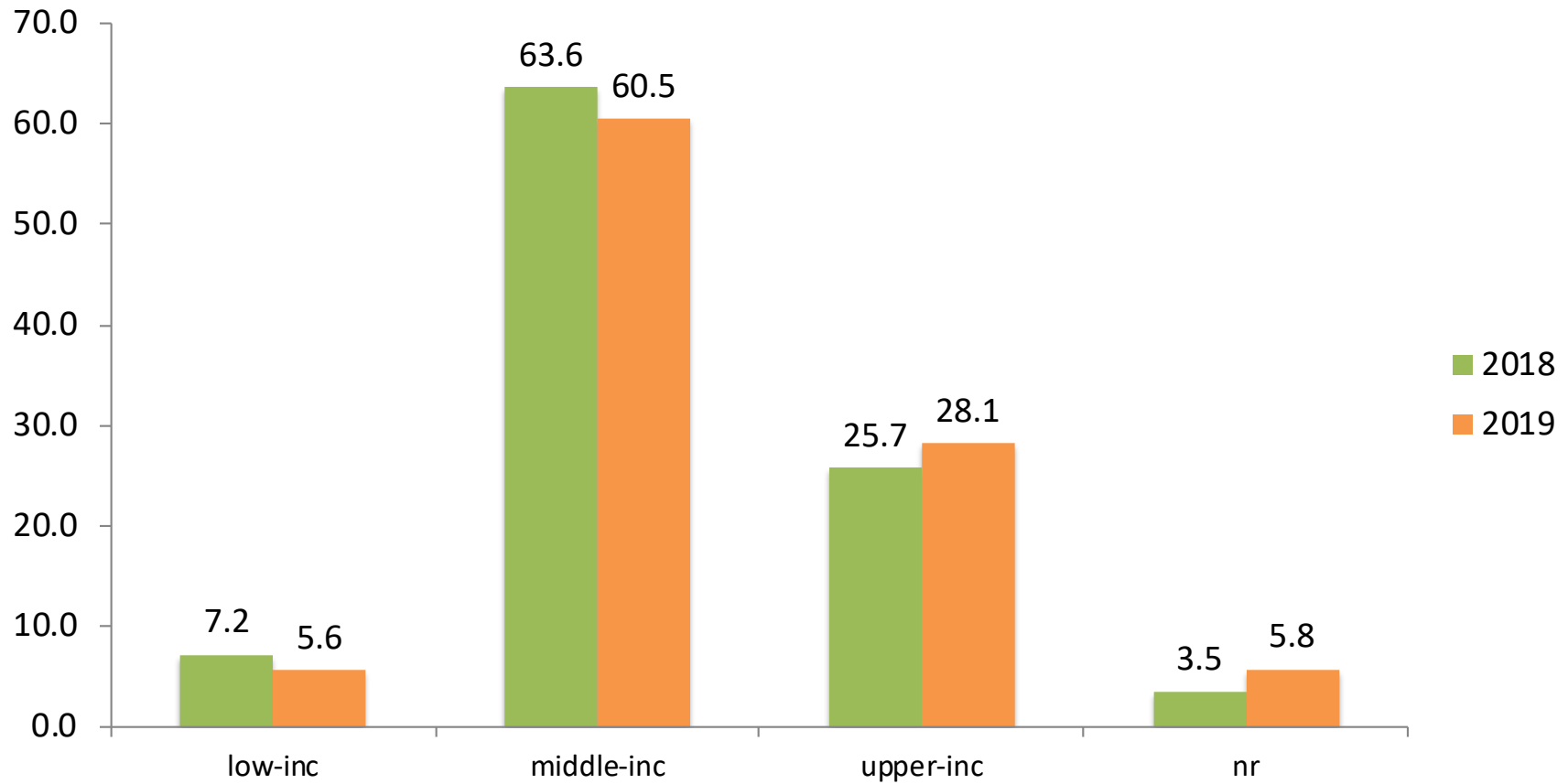


**\* Additional Gender Responses and No Response**  
4 people: Genderqueer  
3 people: Non-binary  
1 person: Transfeminine  
1 person: Transmasculine  
2 people: Other  
34 people: no response

Male response continues at approximately 30%; female at 60%.  
Data 2017 and earlier the only additional response offered was “other”.

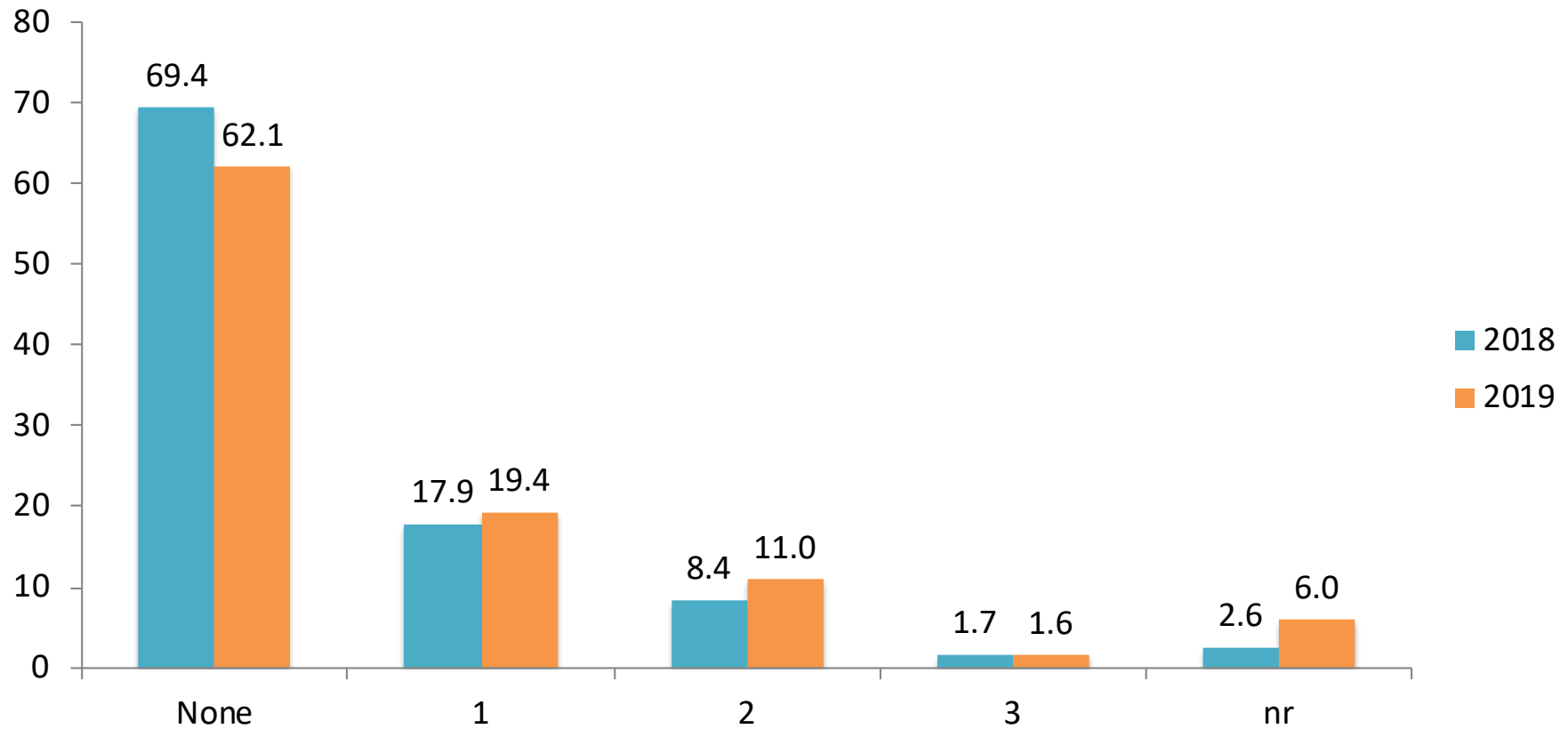
# Sample Characteristics 2018-2019

## Income Distribution



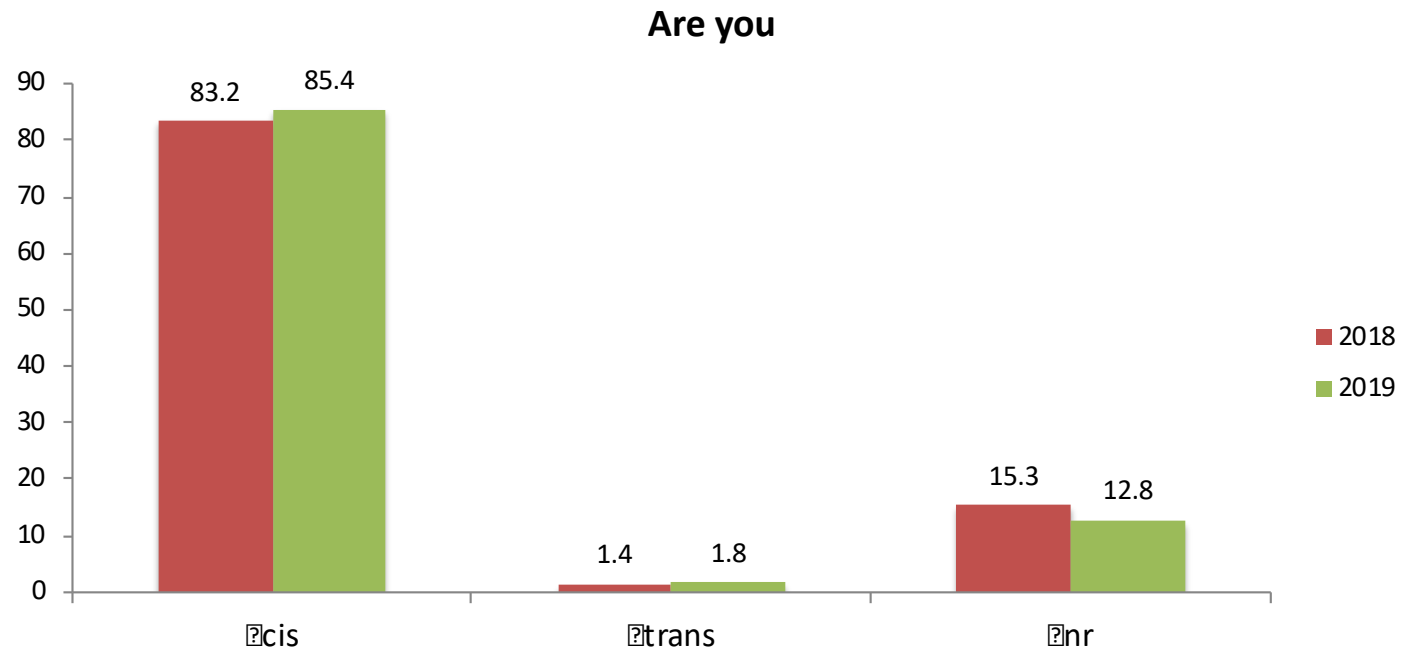
# Sample Characteristics 2018-2019

## Children $\leq 18$ at Home





# Sample Characteristics 2018 -2019



Cis: your identity exclusively matches the sex you were assigned at birth

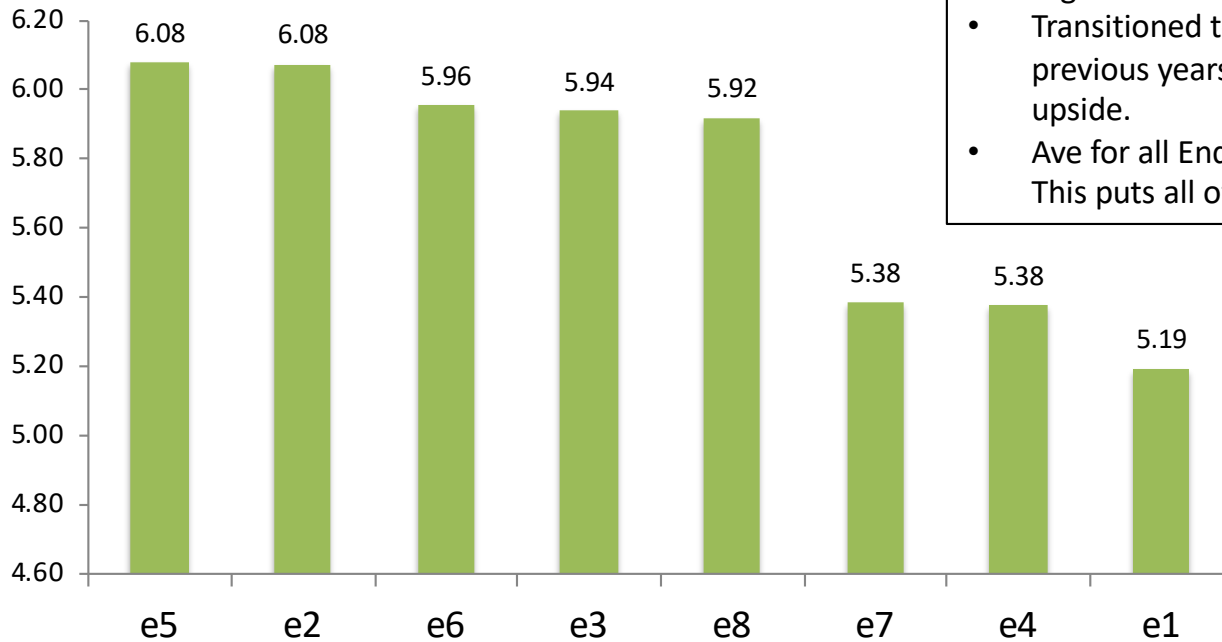
Trans: your identity does not match or exclusively match the sex you were assigned at birth

## Key Takeaways

- *Ends evaluations essentially at two rating levels:*
  - *higher: Ends 2, 3, 5, 6, and 8*
  - *lower: Ends 1, 4, and 7*
- *Some evidence that we can think of Ends as existing in two bundles which we've named subjectively:*
  - *F1: 2, 3, 5, 6, and 8 (Personal Practice)*
  - *F2: 1, 4, and 7 (Widening the Circle)*
- *Ends Evaluation by Age Categories: Response patterns are similar for all age categories. Youngest age group has the greatest range of evaluations; oldest age group the least. Youngest age group has both the highest and the lowest ratings on the ends.*
- *Ends Evaluation by Gender: Response patterns are similar by gender. Females have the greatest range of evaluations and they have both the highest and the lowest ratings on the ends.*
- *Ends evaluations in 2019 by families of color pretty much at parity with evaluations by white families as was true in 2018 (for the first time).*
- *Loyalty and Net Loyalty are down very slightly in 2019.*
  - *Loyalty profile by Age Categories: As with fine wine, loyalty metrics improve with age*
  - *Loyalty profile by Gender: Loyalty metrics better for females*

# Evaluation of Ends Statements – Averages

## Ends Evaluation - 2019



- Highest Ends are e5 and e2; lowest is e1
- Transitioned to a 7-point scale this year vs. a 5-point scale in previous years. This gives more room to move the needle to the upside.
- Ave for all Ends ranges from Mildly Agree (5.2) to Agree (6.1). This puts all of the ends in positive territory.

differences  $\geq 0.14$  are statistically sig at the 95% level of confidence

differences  $\geq 0.11$  are statistically sig at the 80% level of confidence

### Rank Order of the Ends Evaluations

- e5 Generously give and openly receive compassionate care in times of joy, sorrow, and transition.
- e2 Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.
- e6 Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
- e3 Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
- e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.
- e7 Create brave space for racial healing and dismantling dominant culture.
- e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.
- e1 Create a multicultural spiritual home built on authentic relationships.

## Closer Look at Distribution of Evaluations

	e1	e2	e3	e4	e5	e6	e7	e8
7	16.5	34.9	32.7	17.6	43.8	32.7	19.7	29.7
6	28.1	49.0	43.4	34.9	36.5	42.0	32.9	48.8
5	35.2	11.0	16.6	29.6	11.2	19.0	28.1	12.8
4	6.3	2.4	3.5	9.6	4.6	4.1	9.9	4.8
3	7.7	0.8	1.6	4.5	1.9	0.6	5.7	1.5
2	4.5	0.2	0.8	1.8	0.4	0.0	2.3	0.8
1	1.6	1.6	1.4	2.0	1.7	1.6	1.4	1.5
nr	2.0	2.2	2.4	2.2	3.8	2.2	2.8	5.2

- Modal (most frequent) response is 6 except for e1 (5) and e5 (7)
- Neutral/negative responses strongest for e1, e4, and e7- especially e1
- Lowest response (1) occurs about as often for all Ends
- e8 has the highest percentage of no response, almost double most other ends.

e1 Create a multicultural spiritual home built on authentic relationships.

e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.

e5 Generously give and openly receive compassionate care in times of joy, sorrow, and transition.

e7 Create brave space for racial healing and dismantling dominant culture.

e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.

## A Higher Level Look at Ends

Factor analysis is a statistical procedure that allows us to find ends that bundle together. Within a given bundle, ratings tend to be correlated with one another: higher ratings on one end are associated with higher ratings on other ends in the bundle, and, conversely, lower ratings on one end are associated with lower ratings on other ends in the bundle.

If it helps to think at this higher level, our new Ends bundle into two factors, with labels subjectively assigned:

### **F1: E1, E4, and E7 – Widening the Circle**

**E1: Create** a multicultural spiritual home built on authentic relationships.

**E4:** Know each other in all our fullness and **create** an ever-widening circle of belonging for all people.

**E7: Create** brave space for racial healing and dismantling dominant culture.

### **F2: E2, E3, E5, E6 and E8 – Personal Practice**

**E2:** Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.

**E3:** Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.

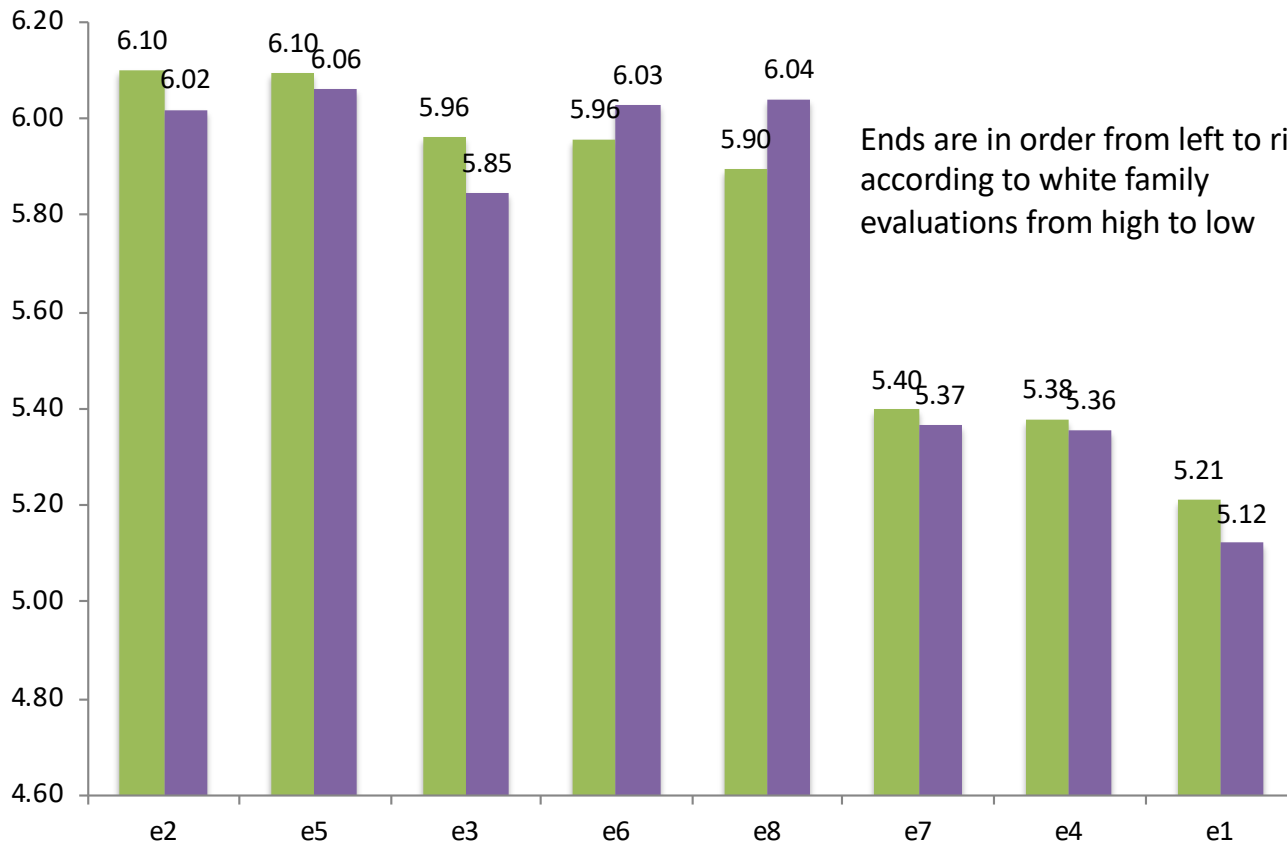
**E5:** Generously give and openly receive compassionate care in times of joy, sorrow, and transition.

**E6:** Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.

**E8:** Sustain and steward the church and our larger Unitarian Universalist movement for the future.

# Evaluation of Ends Statements by Family Type (family of color/white) - 2019

Rank order of differences

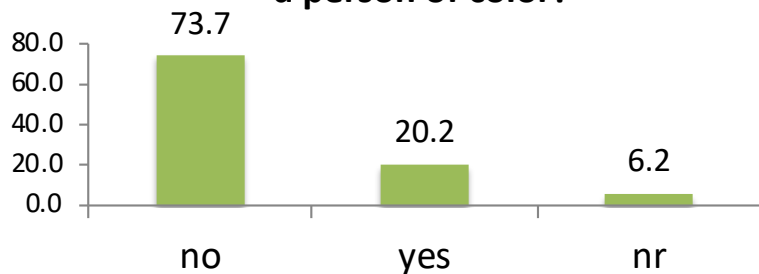


Ends are in order from left to right according to white family evaluations from high to low

	white	color	diff(w - c)
e3	5.96	5.85	0.12
e1	5.21	5.12	0.09
e2	6.10	6.02	0.08
e5	6.10	6.06	0.03
e7	5.40	5.37	0.03
e4	5.38	5.36	0.02
e6	5.96	6.03	-0.07
e8	5.90	6.04	-0.14

None of the differences are statistically significant at the 80% or 95% level of confidence.

## Do you or family member identify as a person of color?

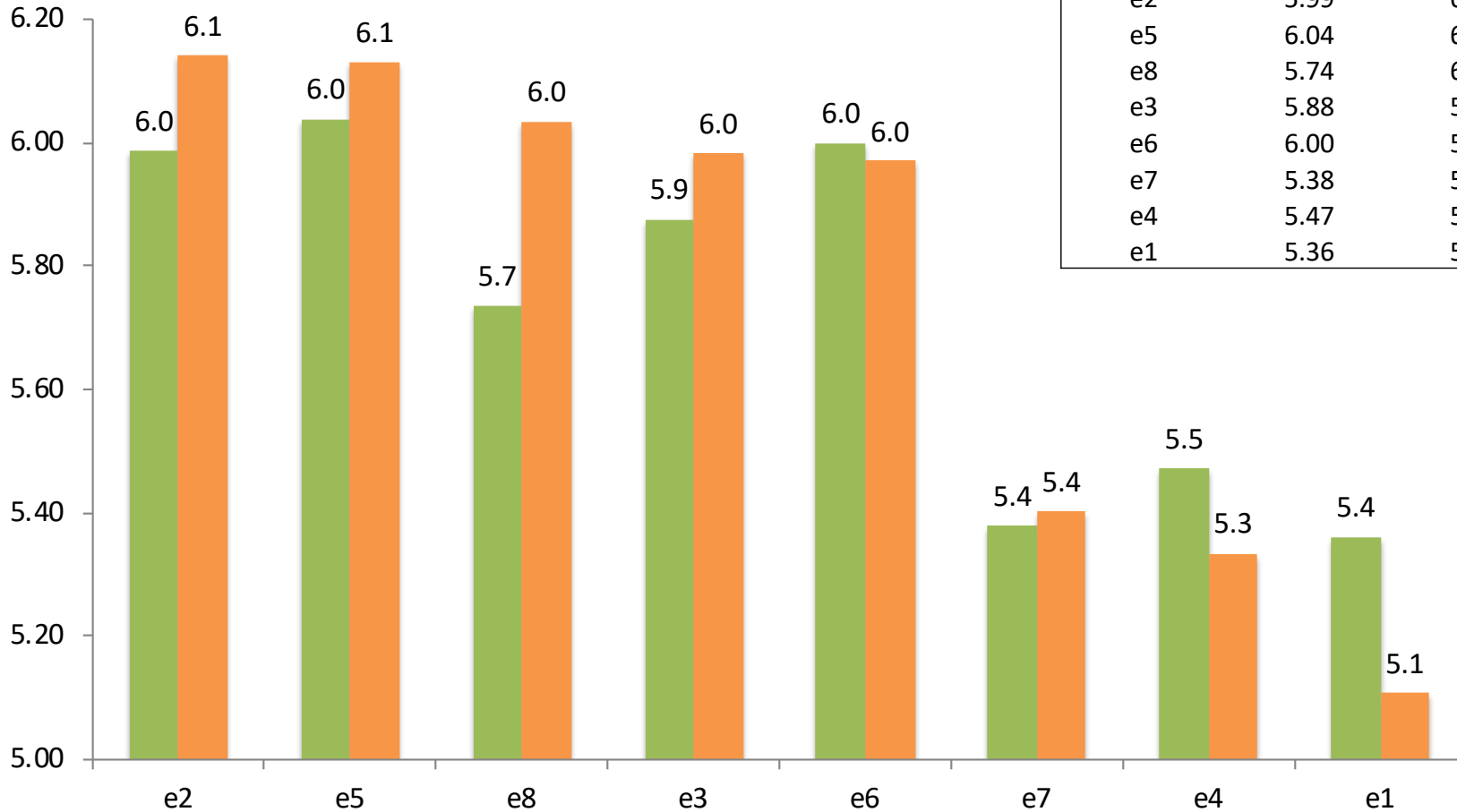


Family of color ratings essentially at parity (as was true in 2018) with white families on all Ends. All evaluations at Somewhat Agree (5.0) or higher.

Kids at home	none	1	2	3	nr
white	63.1	22.0	11.9	1.9	1.1
non-white	73.3	14.9	10.9	1.0	0.0

# Evaluation of Ends Statements by Gender

Ends are in order from left to right according to the female evaluation from high to low.



	male	female	diff(f - m)
e2	5.99	6.14	0.15
e5	6.04	6.13	0.09
e8	5.74	6.03	0.30
e3	5.88	5.98	0.11
e6	6.00	5.97	-0.03
e7	5.38	5.40	0.02
e4	5.47	5.33	-0.14
e1	5.36	5.11	-0.25

■ male  
■ female

	Ave Age
male	58.7
female	56.8

Females have the greatest range of evaluations, with both the highest and lowest evaluations [5.1, 6.1]; males range [5.4, 6.0]. The female range is 1.67 times the male range.

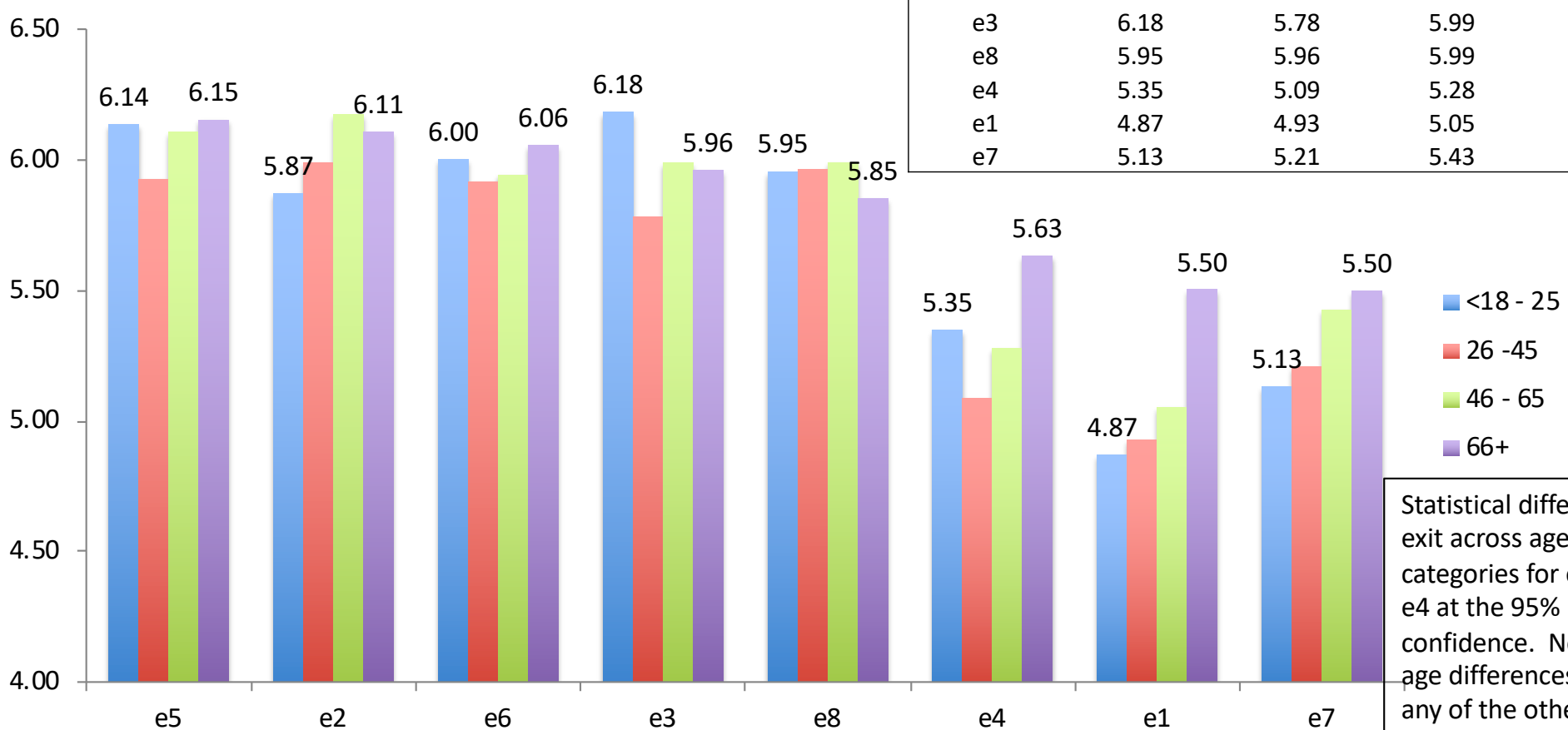
Two differences are statistically different at the 95% level of confidence:

e1: *Create a multicultural spiritual home built on authentic relationships* (M > F).

e8: *Sustain and steward the church and our larger Unitarian Universalist movement for the future* (F > M).

# Evaluation of Ends Statements by Age

Ends are in order from left to right according to the 66+ evaluation from high to low



	<18 - 25	26 -45	46 - 65	66+
e5	6.14	5.93	6.11	6.15
e2	5.87	5.99	6.17	6.11
e6	6.00	5.91	5.94	6.06
e3	6.18	5.78	5.99	5.96
e8	5.95	5.96	5.99	5.85
e4	5.35	5.09	5.28	5.63
e1	4.87	4.93	5.05	5.50
e7	5.13	5.21	5.43	5.50

Statistical differences exist across age categories for e1 and e4 at the 95% level of confidence. No other age differences exist for any of the other ends at a level of 80% or above.

Youngest age group has the greatest range of evaluations, with both the highest and lowest evaluations [4.87,6.18]; oldest age group the least range [5.50,6.15]. The youngest range is double that of the oldest group.

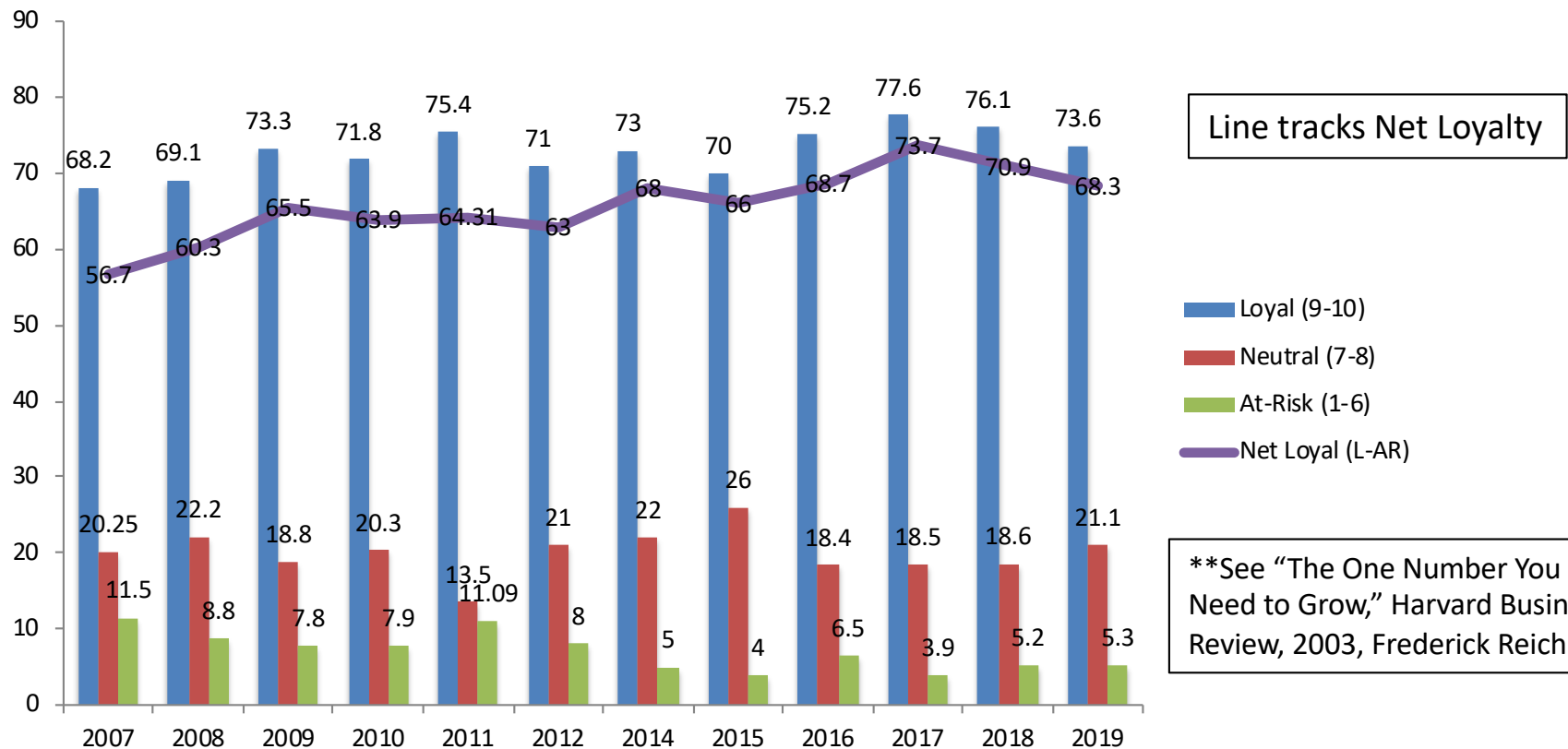
Highest evaluation is for e3: *Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.*

Lowest evaluation is for e1: *Create a multicultural spiritual home built on authentic relationships.*



# Loyalty: Respondents are asked, “Would you recommend UC to a friend or relative?”\*

Willingness to recommend is viewed in the business world as a key indicator of degree of loyalty to a brand or company – key metric is **Net Loyalty = (% Loyal - % At-Risk)\*\***



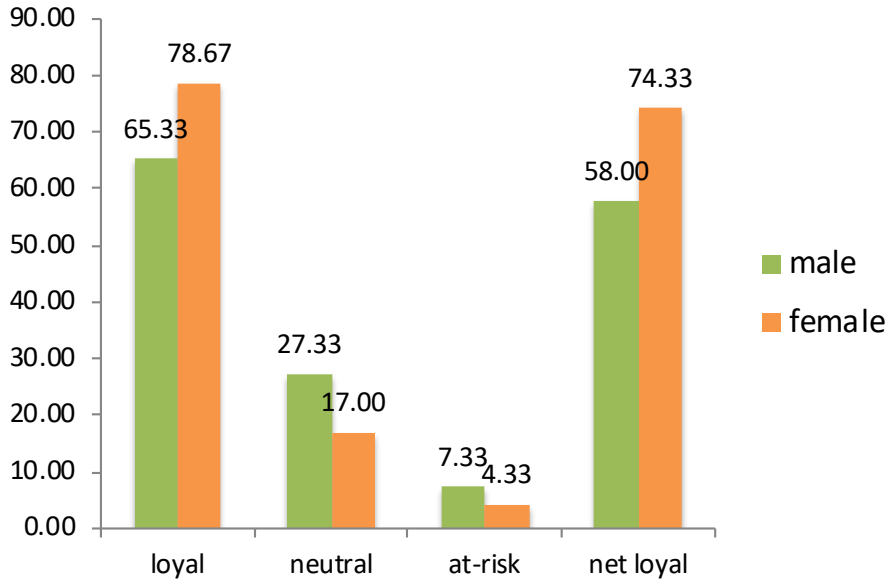
\*\*See “The One Number You Need to Grow,” Harvard Business Review, 2003, Frederick Reichheld

At least part of the net loyalty drop in 2019 is explained by the fact that this year’s sample skews younger in comparison with 2018. And as you can see in the chart on the next slide, loyalty metrics for younger people are lower. If we weight the 2019 loyalty metrics to match the age distribution from 2018, net loyalty would be 69.7; percent loyal would be 74.6; percent at-risk would be 4.9.

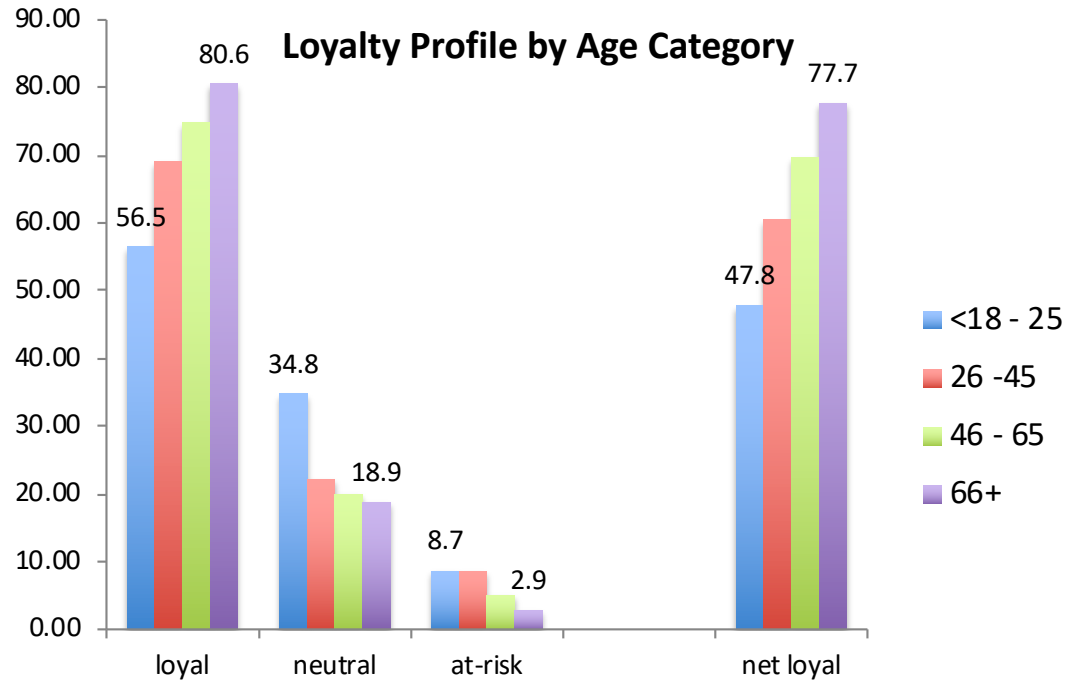
10 point scale: 1-6 = At-Risk; 7-8 = Neutral; 9-10 = Loyal  
 Net Loyalty = %Loyal - %At-Risk

# Loyalty Profile by Age Categories and Gender

## Loyalty Profile by Gender



Loyalty metrics for females are better than for males.



Like fine wine, loyalty metrics get better with age.

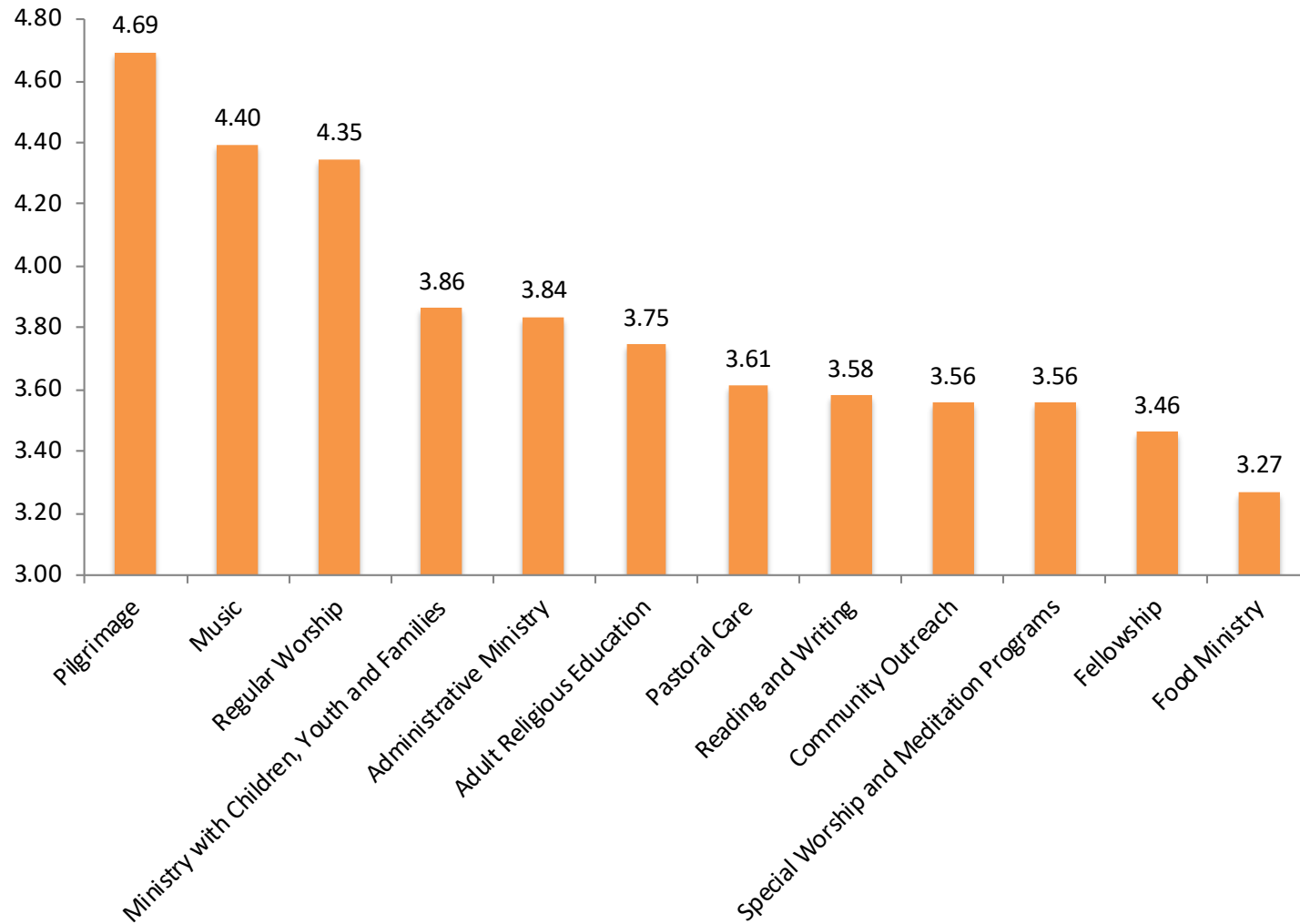
## Program/Activity Impact on Spiritual Well-Being - 2019

Pilgrimage, Music, and Regular Worship top the list.  
This is consistent with results in previous years.

ave	participation	
4.69	14.3	Pilgrimage
4.40	32.3	Music
4.35	90.8	Regular Worship
3.86	31.9	Ministry with Children, Youth and Families
3.84	26.7	Administrative Ministry
3.75	58.2	Adult Religious Education
3.61	19.5	Pastoral Care
3.58	39.8	Reading and Writing
3.56	48.6	Community Outreach
3.56	35.1	Special Worship and Meditation Programs
3.46	31.9	Fellowship
3.27	19.1	Food Ministry

Question: Is it worth considering ways to reframe or bring an added spiritual dimension to some of the lower rated activities to enhance the spiritual quality of the experience?

## Program/Activity Impact on Spiritual Well-Being - 2019



# What Do Comments Tell Us?

- People acknowledge the work of advancing the new ends will be long and slow but on the whole are committed to engaging that work.
- A few people expressed concerns about the ends language or wondered about the interpretation of the ends language and what the practical implications of the new ends would be.
- Very few people expressed anxiety about the ministerial transition. This could be because no question explicitly invited these reflections, although people in past years put those comments in the “Any other comments” field.
- Asking people about the impact of our programs on their spiritual well-being prompted several to reflect on how and whether that might be a purpose of their participation. People named many programs that contributed to their spiritual well-being, including Sunday worship, Thresholds, pilgrimages, teaching religious education, Men’s Retreat, Women’s Retreat, Dine with Nine, Cairns, mentoring Coming of Age participant, Wellspring Wednesday, Chalice Circle, and many others. A few also mentioned how programs could improve to better help them develop their spiritual well-being.

## Ends

- e1 Create a multicultural spiritual home built on authentic relationships.
- e2 Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.
- e3 Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
- e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.
- e5 Generously give and openly receive compassionate care in times of joy, sorrow, and transition.
- e6 Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
- e7 Create brave space for racial healing and dismantling dominant culture.
- e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.