

Results of 2022 Congregational Survey
Unity Church Unitarian

June 12, 2022

Agenda

- Survey Structure
- Key takeaways from the survey
- Evaluation of Ends Statements
 - Initial Evaluation of 2022 Ends
 - Tracking Ends Performance
 - Evaluation of 9 “Personalized Ends-related” Statements and 3 UCU Core-Value statements, including how they relate to the Ends
 - Ends Evaluation by: (1) family racial characteristics, (2) age, and (3) gender
- Loyalty Tracking: (1) Total, (2) by Age, (3) by Gender
- Evaluation of Programs and Activities
- What do comments tell us?
- Sample characteristics

Congregational Survey Structure

1. Ends Statements/Loyalty

- a. Evaluation of performance on 8 current Ends Statements
- b. Loyal/at-risk evaluation –“Would you recommend UCU to a friend or relative”
- c. Optimism about future
- d. Connection with “virtual” church

2. Demographic information

We asked open-ended demographic questions to elicit people’s demographic story as they themselves would tell it.

3. (Optional) Evaluation of 9 “Personalized Ends-related” Statements and 3 UCU core-value statements

4. Comments

At three points in the survey, we ask for open-ended comments:

- After the ends evaluation
- After the demographic information
- After each program/activity section

5. (Optional) Program/Activities

Evaluation of impact on spiritual well-being of UCU programs and activities

Key Takeaways from the Survey - 2022

- Sample size lower in 2022 v previous years (slide 28). Age trend continues upwards (slide 29).
- Ends rank order similar to past years (slide 5):
 - Highest: Ends 2, 5
 - Higher: Ends 3, 6, and 8
 - Lower: Ends 1, 4, and 7
- Ends evaluations improved in 2022 v 2021, are directionally flat or down v 2020, and are mostly up v 2019. Same pattern by age category and by gender. Worth noting: the 2021 results are from the Ministerial Search survey, where ends evaluations were positioned near the middle of the survey instead of at the beginning and were not the primary focus as is typical. (slides 7-11)
- Ends evaluations in 2022 by BIPOC (Black, Indigenous, People of Color) families compared to white families show small differences. BIPOC family sample very small; statistical differences do not exist even at 80% confidence level. (slides 14-15)
- Loyalty and Net Loyalty take a substantial hit in 2022 (slide 12). This is true for the total sample and by age categories and gender. (see slide13)
- The nine personalized ends-related statements, a new evaluation in 2020, are all rated lower than their associated congregational end, as in 2020. When we look at the rank order for the personalized ends statements compared to the rank order for their associated end, we see opportunity in three of those pairings for congregational education and development that could advance the ends. (see slide 23)
- Music and worship remain as the highest-ranking program impact on spiritual growth, although all ratings went down from 2020 (except for community outreach). (see slide 25)
- Key takeaways from the comments on slides 26 and 27.

Evaluation of Ends Statements – Averages



- Highest Ends are e5 and e2; lowest are e7, e1, and e4
- Ave for all Ends are in the Agree area (5.4 to 6.2), so they are all in positive territory.

Differences ≥ 0.14 are statistically sig at the 95% level of confidence.

$(e5, e2) > (e3, e8) > (e4, e7, e1)$

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.
- e8 Sustain and steward the church and our larger Unitarian Universalist movement for the future.
- e3 Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
- e7 Create brave space for racial healing and dismantling dominant culture.
- 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.

Closer Look at Distribution of 2022 Evaluations

	e1	e2	e3	e4	e5	e6	e7	e8
7	16.7	36.5	27.5	12.9	41.2	28.8	18.9	26.6
6	35.2	42.5	40.3	39.1	39.9	48.9	39.1	43.8
5	29.6	12.4	17.6	30.5	9.0	12.4	23.6	15.9
4	7.7	5.2	6.0	8.6	3.4	5.2	7.3	7.3
3	6.4	0.4	2.1	1.7	1.7	0.9	5.6	0.4
2	0.4	0.4	1.3	3.4	0.4	0.9	1.7	0.9
1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0
na	3.9	2.6	5.2	3.9	3.9	3.0	3.4	5.2
total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Modal (most frequent) response is 6 except for e5 (6 and 7 about tied).
- For the highest rated Ends (e2, e3, e5, e6 and e8) the percent rating a 7 is greater than the percent rating a 5 (in some cases by quite a bit)
- For the lowest rated Ends (e1, e4, and e7) the opposite is true; the percent rating a 7 is less than the percent rating a 5 (in some cases by quite a bit).

e1 Create a multicultural spiritual home built on authentic relationships.

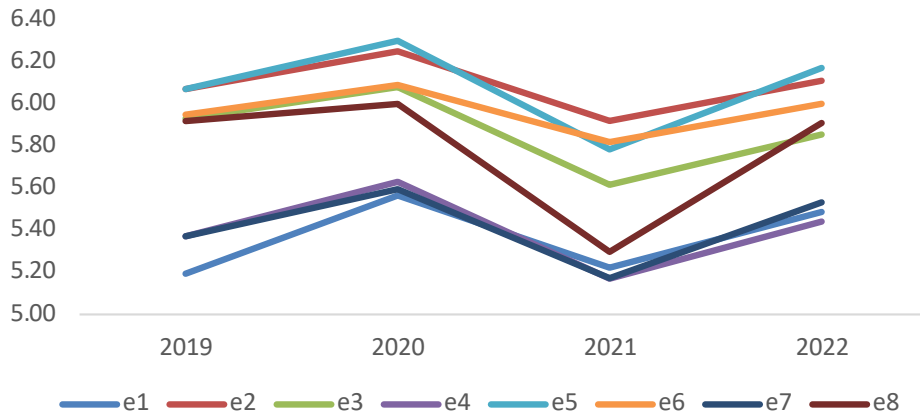
e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.

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.

Ends Tracking 2019 - 2022

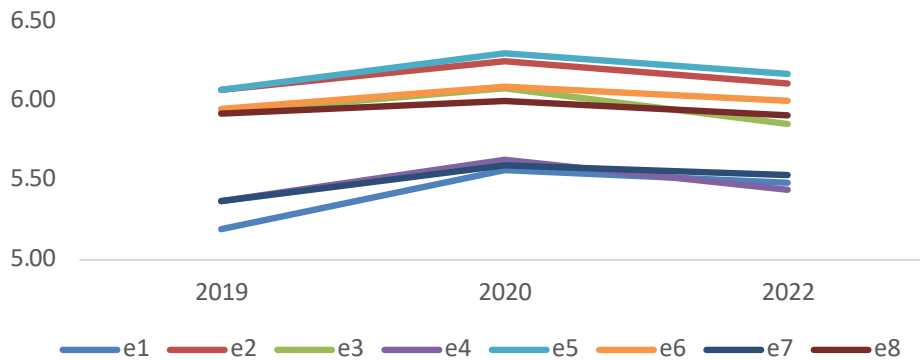
Trending Ends Evaluation w 2021



Observations

- 2021 results from MST
 - Ends evaluation not the focus
 - Transition year; Covid year.
- Ratings rebound in '22 v '21 – questionnaire back to "normal".
- 2022 ratings are directionally flat or down v 2020; mostly up v. 2019.

Trending Ends Evaluation w/o 2021



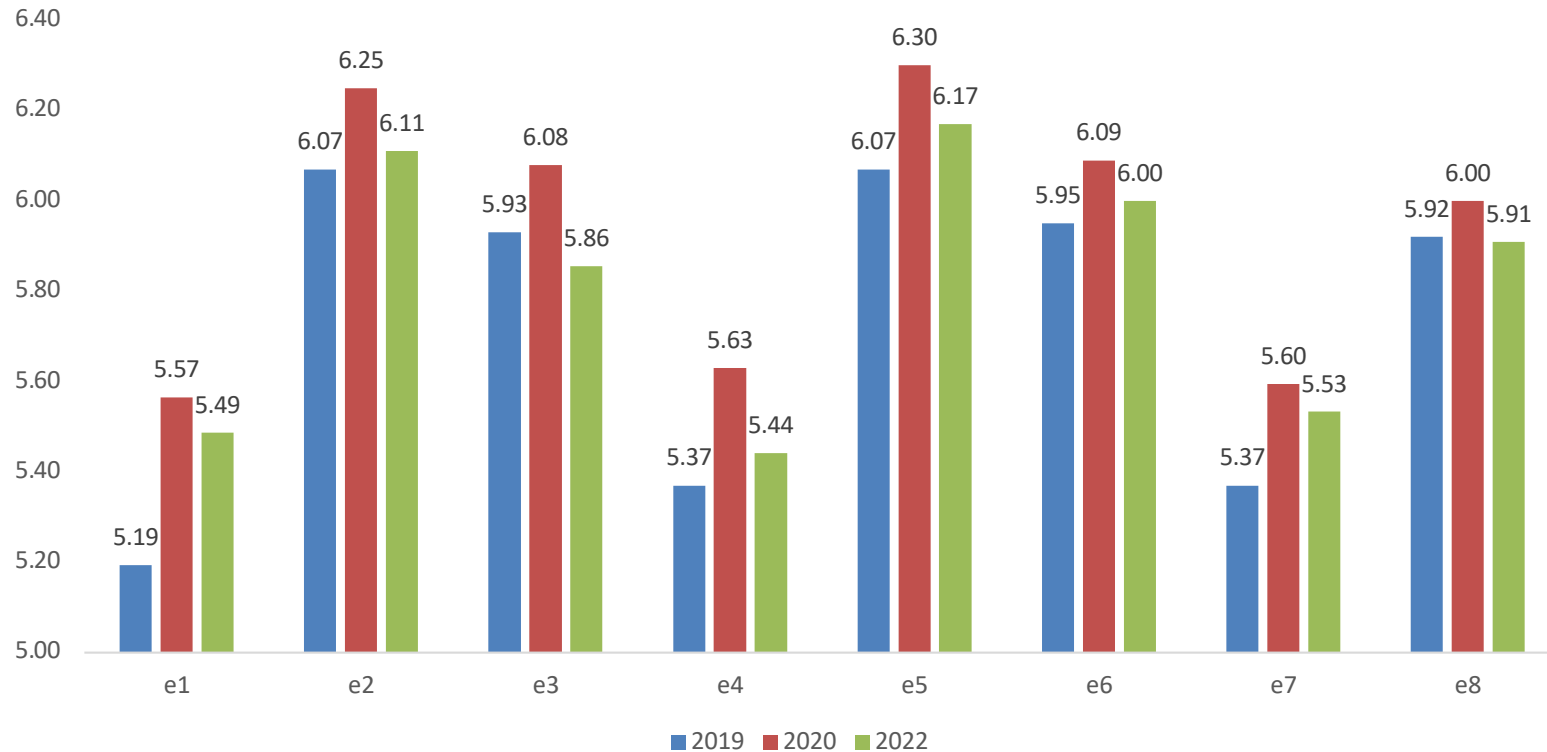
Statistically speaking...

- Between '20 and '22 no differences are significant at the 95% level of confidence.
- At the 90% level, the e3 difference between '20 and '22 is significant (the only one).

End	Statements in Rank Order by 2022 Average Rating
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.
e8	Sustain and steward the church and our larger Unitarian Universalist movement for the future.
e3	Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
e7	Create brave space for racial healing and dismantling dominant culture.
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.

Another View - I

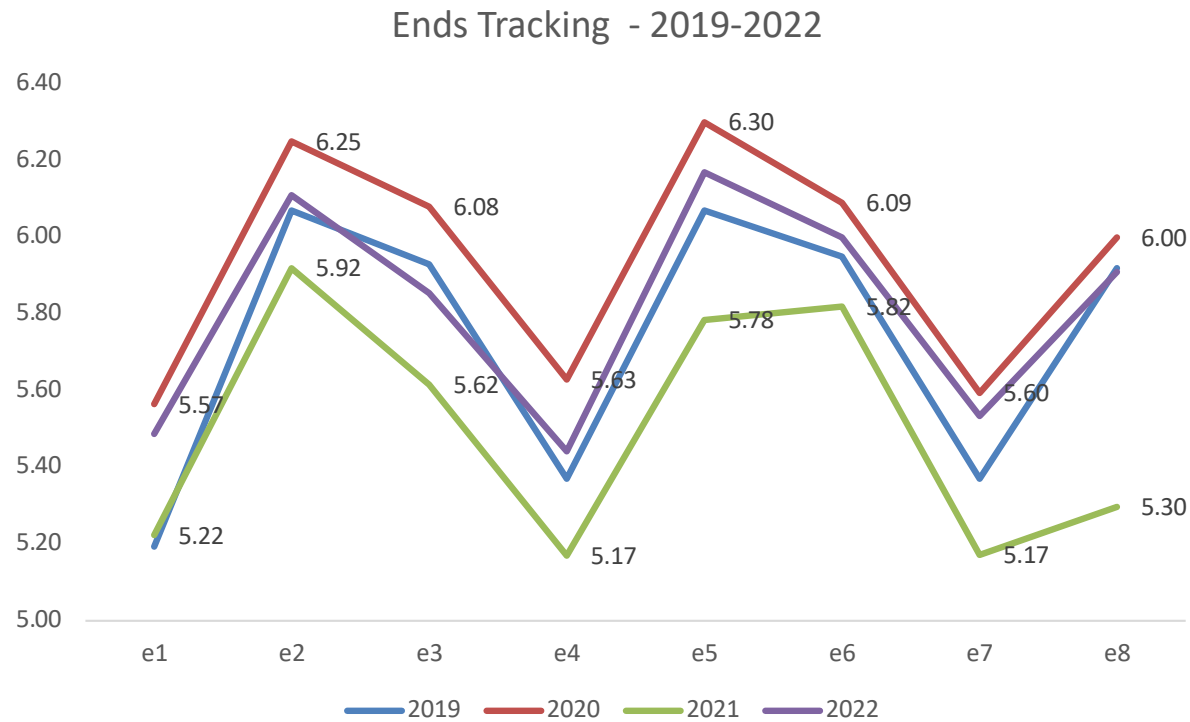
Ends Tracking 2019 - 2022 x 2019



2022 Ends ratings directionally lower for all Ends v 2020, mostly higher v 2019; biggest drops from 2020 to 2022 occur for e3 and e4.

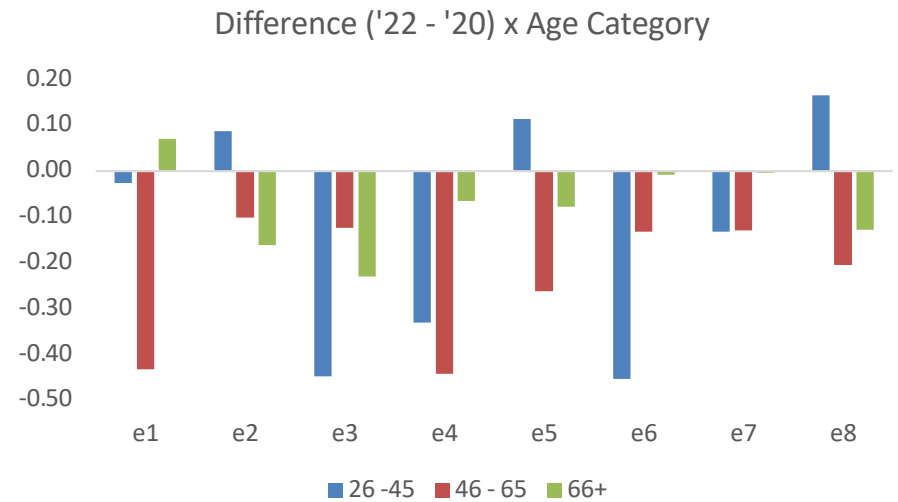
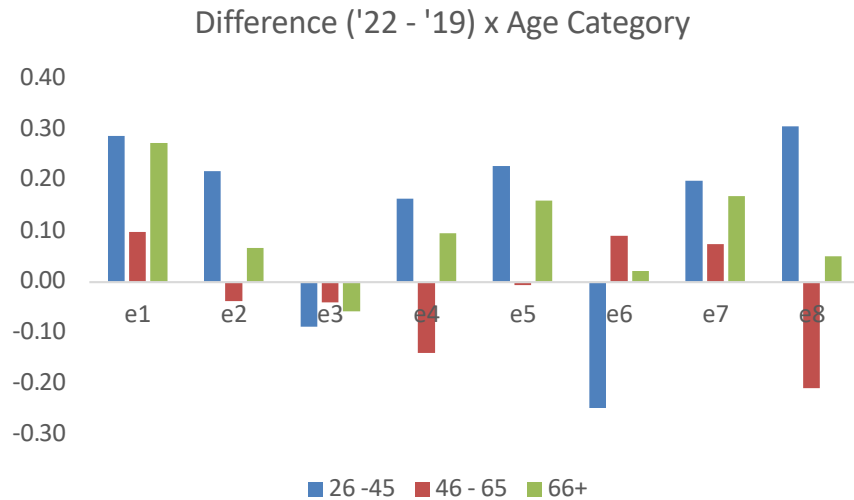
Despite Covid, despite the Senior Ministers' departure, despite a transition year, ends evaluations 2019 v 2022 are essentially the same (and e1 *Create a multicultural spiritual home built on authentic relationships* is rated higher).

Another View II



Pattern pretty much the same in all four years: e2 and e5 highest; e1, e4, and e7 lowest.

Ends Tracking 2019 – 2022 by Age Categories

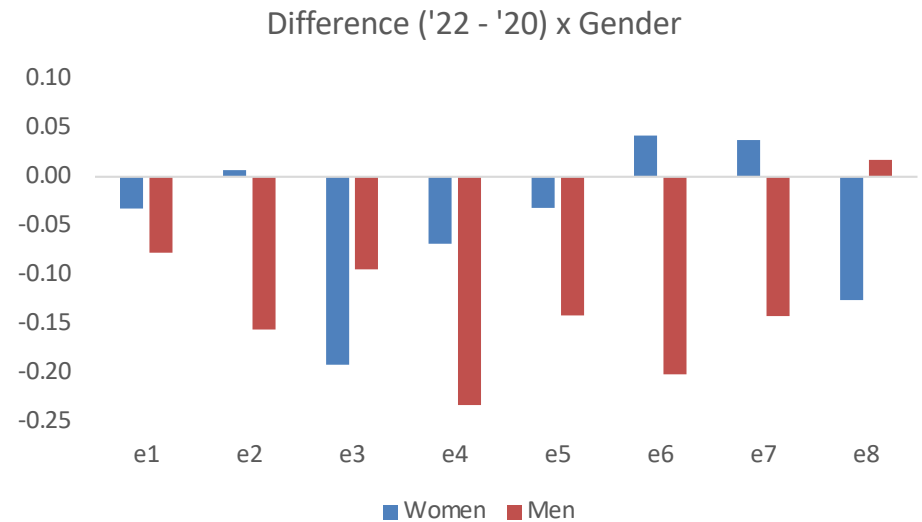


Observations...

- From '19 – '22 most age categories show directional gains for all Ends. Major exceptions: the drop for e6 for 26-45 and and the drop for e8 for 46-65.
- From '20 – '22 most age categories show directional losses (or flat) for all Ends. Major losses for 26-45 on e3 and e6 and for 46-65 on e1 and e4.

Statistically speaking for these age groups, none of these differences ('22-'20) are significant at the 80% level or above.

Ends Tracking 2019 – 2022 by Gender

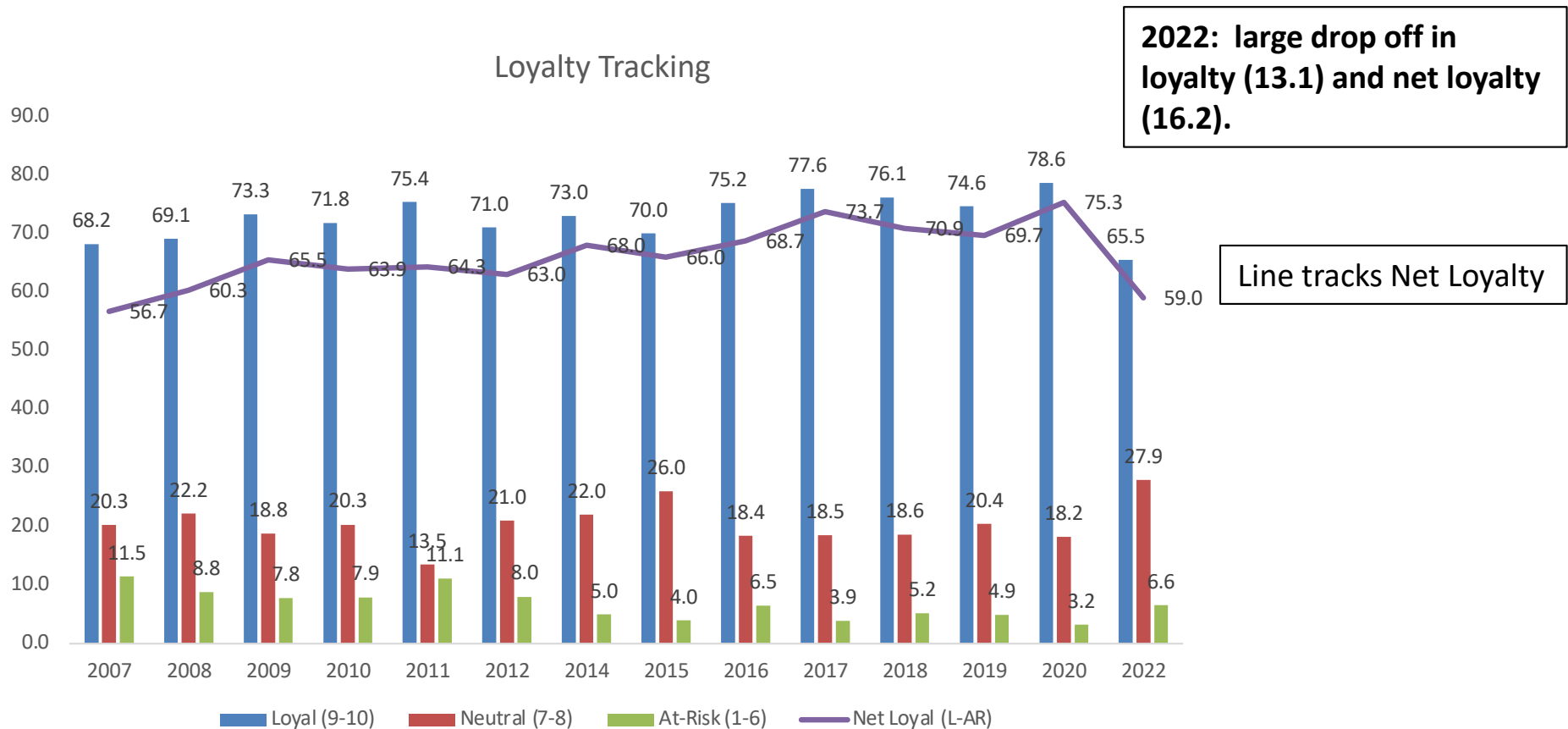


Observations...

- From '19 – '22 most both genders show directional gains (or flat) for most Ends. Also, many of the ends in this timeframe (e1, e2, e4, e6, e7) saw bigger gains for women than for men.
- From '20 – '22 both genders show directional losses (or flat) for all Ends. Major losses for women on e3 and for men on e2, e4, and e6.

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)****



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

**See “The One Number You Need to Grow,”
 Harvard Business Review,
 2003, Frederick Reichheld.
 More info on the next slide.

Background on Loyal, At-Risk, and Net Loyalty Metrics

The Loyalty metrics we have used in these reports for at least 15 years is based on the seminal article “The One Number You Need to Grow” by Fredrick Reichheld (of Bain Consulting) in the December 2003 Harvard Business Review. What is that number? Reichheld argues that it is the NPS – Net Promoter Score - that is calculated from the responses to the question, “*How likely is it that you would recommend [company X] to a friend or colleague?*”

Our congregational survey asks essentially the same question (*How likely would you be to recommend Unity Church-Unitarian to a friend or relative?*) . The calculation of our NLS – Net Loyalty Score - is the same as that for the NPS. Why then are we using the word “Loyalty” and not “Promoter”?

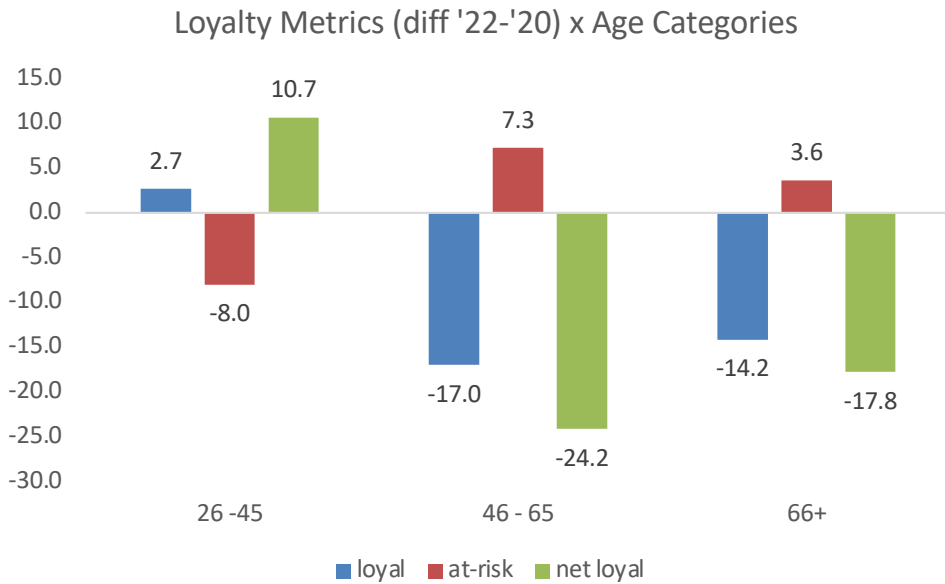
Here are a few quotes from the Reichheld/HBS article:

- *“In fact, in most of the industries that I studied, the percentage of customers who were enthusiastic enough to refer a friend or colleague—perhaps the strongest sign of customer loyalty—correlated directly with differences in growth rates among competitors.”*
- *“And loyal customers talk up a company to their friends, family, and colleagues. In fact, such a recommendation is one of the best indicators of loyalty because of the customer’s sacrifice, if you will, in making the recommendation.”*
- *“Loyalty is the willingness of someone—a customer, an employee, a friend—to make an investment or personal sacrifice in order to strengthen a relationship.”*

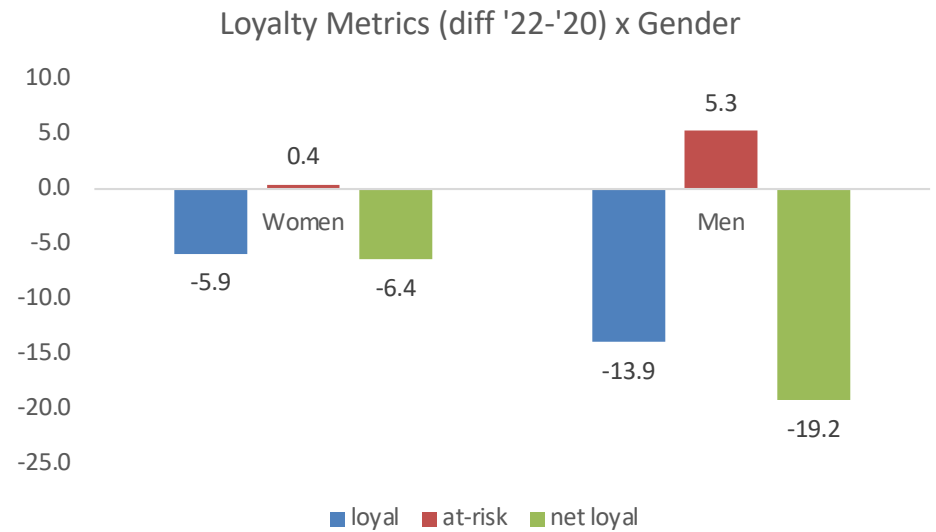
These quotes strongly associate *recommend* with *loyalty* and, in the last quote, loyalty with the willingness to make an investment or personal sacrifice in order to strengthen a relationship.

These associations and the additional consideration that many UUs are not comfortable with the idea of “promoting” (read proselytizing) are why we are using the Loyalty/At-Risk language in preference to the Promotor/Detractor language.

Loyalty Metrics Differences (2022 – 2020) by Age and Gender

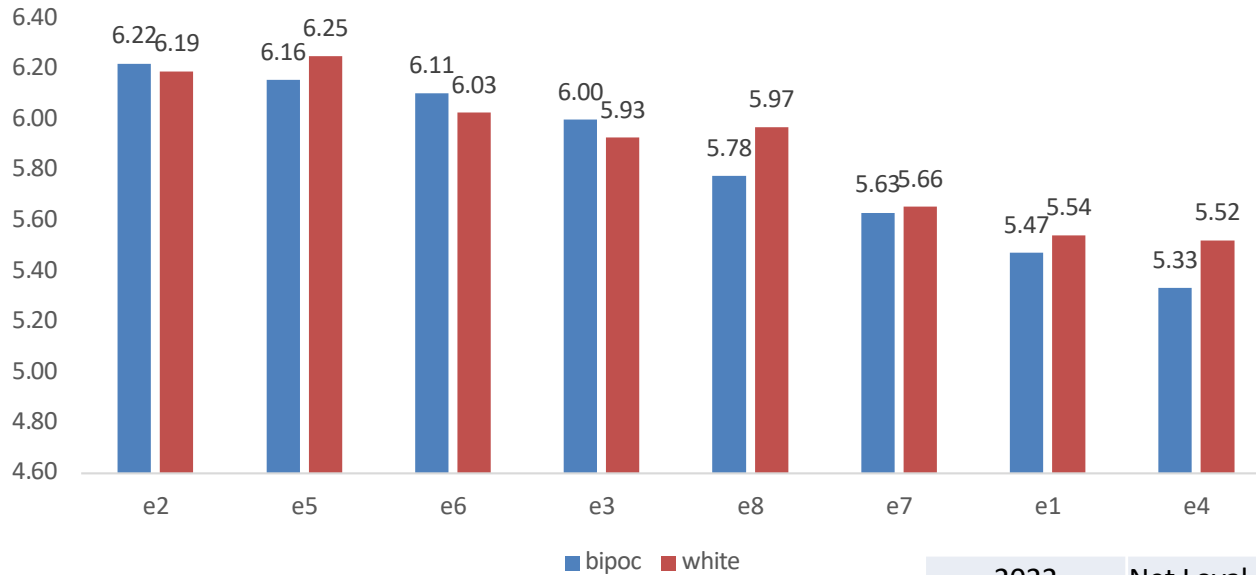


Loyal and Net Loyal differences (2022-2020) are negative for both gender categories and for two of the three age categories.



Rating Differences – BIPOC and White Families

Ends Evaluation - BIPOC Families and White Families - 2022



BIPOC family sample (n = 19) is very small. All estimates come with large confidence intervals. None of the differences are significant at the 80% level of confidence.

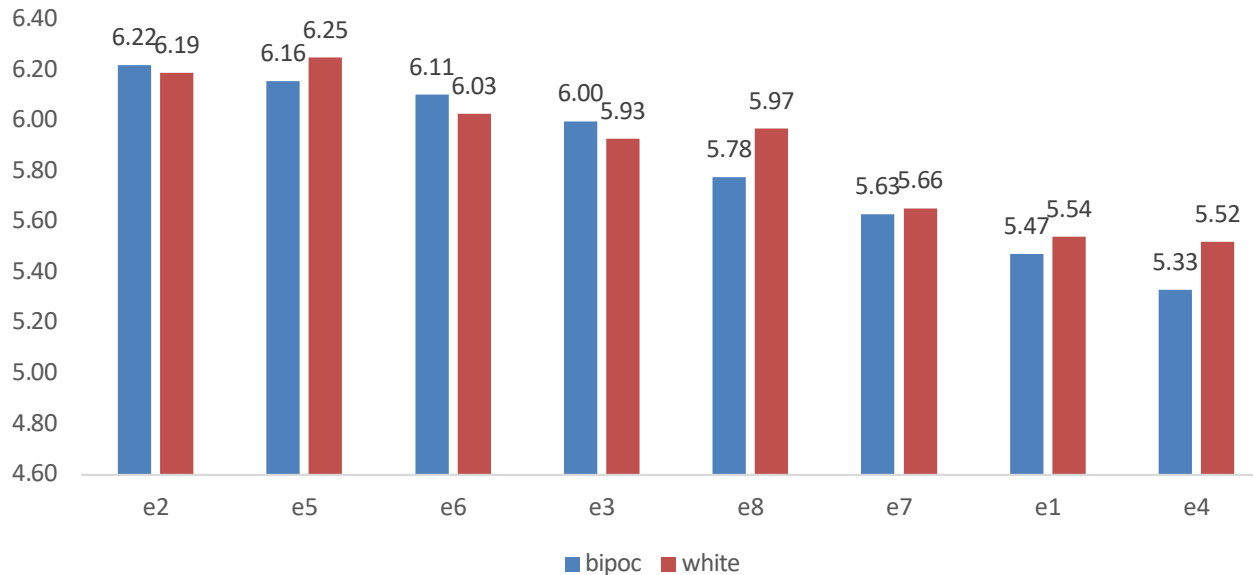
	d(w - b)		
	2022	2020	2019
e8	0.19	0.27	-0.14
e4	0.19	-0.14	0.02
e5	0.09	0.03	0.03
e1	0.07	0.28	0.09
e7	0.02	0.55	0.03
e2	-0.03	-0.07	0.08
e3	-0.07	0.05	0.12
e6	-0.08	0.14	-0.07

	2022	Net Loyal	loyalty quest ave	Optimism	Support
White (n=180)		65.4	8.99	7.47	7.20
BIPOC (n=19)		33.3	8.50	8.11	7.47

End	Statements in Rank Order by BIPOC Family Average Rating
e2	Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.
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.
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
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.

Rating Differences – BIPOC and White Families

Ends Evaluation - BIPOC Families and White Families - 2022



BIPOC	2019	2020	2022
Yes*	20.2	7.8	8.2
No	73.7	80.7	77.3
nr	6.2	11.5	14.6

Observations:

- BIPOC families rate five of the eight ends lower than white families (six in 2020). None of the differences are significant at the 80% level.
- *In 2020 and 2022, we determined BIPOC families by analyzing racial data provided on family members, which lowered the percentage of BIPOC families from 2019 when we asked if responding congregants or someone in their family identified as a person of color.

The next several slides look at how responding congregants evaluated 9 “Personalized Ends-Related” statements and 3 Unity Church core values statements, including how they related to the ends.

On the next slide, you will see the average ratings of how:

- True each statement is of them
- Important each statement is to them
- Much support the church offered them in each statement area.

We’ve sorted the statements in order from highest to lowest average rating for each of those three areas (true of you, important to you, support to you). The highlighted line shows which area to focus on.

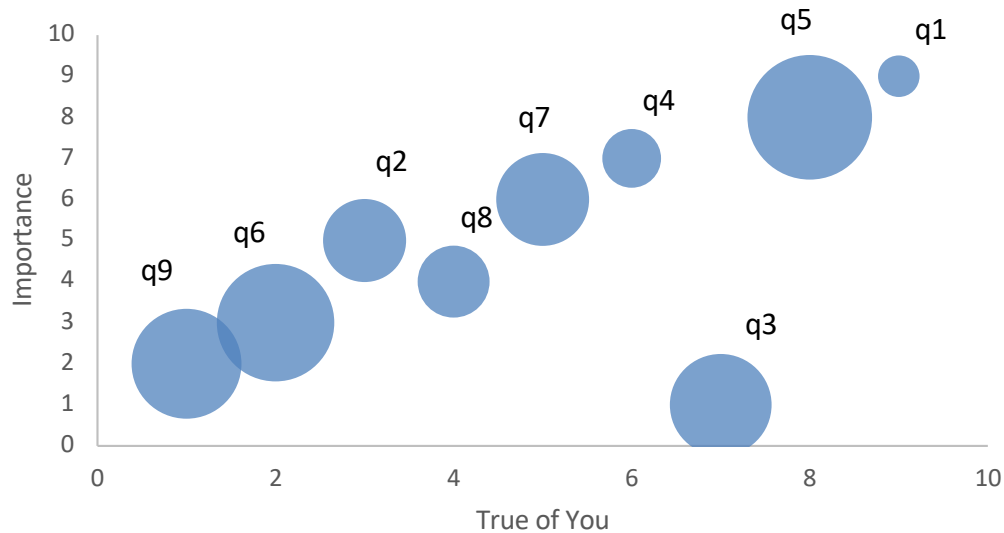
Evaluation of 12 Personalized Ends-Related Statements

sorted by		q1	q5	q3	q4	q7	q8	q2	q6	q9	range Q1-Q9	v1	v2	v3	range V1-V3
✓	True of you	5.41	5.09	4.94	4.91	4.74	4.65	4.53	4.48	4.42	0.99	5.34	5.17	4.37	0.96
	Importance	6.18	6.08	5.02	6.02	5.80	5.63	5.76	5.60	5.30		5.94	5.84	5.63	
	Support	5.43	5.90	5.73	5.54	5.58	5.55	5.56	5.75	5.74		5.75	5.75	5.57	
		q1	q5	q4	q7	q2	q8	q6	q9	q3		v1	v2	v3	
	True of you	5.41	5.09	4.91	4.74	4.53	4.65	4.48	4.42	4.94		5.34	5.17	4.37	
✓	Importance	6.18	6.08	6.02	5.80	5.76	5.63	5.60	5.30	5.02	1.16	5.94	5.84	5.63	0.31
	Support	5.43	5.90	5.54	5.58	5.56	5.55	5.75	5.74	5.73		5.75	5.75	5.57	
		q5	q6	q9	q3	q7	q2	q8	q4	q1		v1	v2	v3	
	True of you	5.09	4.48	4.42	4.94	4.74	4.53	4.65	4.91	5.41		5.34	5.17	4.37	
	Importance	6.08	5.60	5.30	5.02	5.80	5.76	5.63	6.02	6.18		5.94	5.84	5.63	
✓	Support	5.90	5.75	5.74	5.73	5.58	5.56	5.55	5.54	5.43	0.47	5.75	5.75	5.57	0.18

Q1	I am culturally self-aware and see and appreciate differences in people across cultures.			
Q2	I stay engaged with the work of confronting systems of oppression, despite discomfort and inevitable failures.			
Q3	I confidently claim my Unitarian Universalist faith and testify to its transforming power.			
Q4	I work to create an ever-widening circle of belonging for all people.			
Q5	I generously give and openly receive compassionate care in times of joy, sorrow, and transition.			
Q6	I have a regular and grounding spiritual practice that grows my capacity for wonder and spiritual deepening.			
Q7	I discover and pursue my individual work to advance justice, wholeness, and equity for people and our Earth and all life on it.			
Q8	I help create space in which brave learning, new relationships, and culture change can happen.			
Q9	In gratitude, I help steward the congregation's future.			
V1	I integrate Unity Church's core value of wonder into my life.			
V2	I integrate Unity Church's core value of open-hearted engagement into my life.			
V3	I integrate Unity Church's core value of courageous action into my life.			

Visual of Personalized Ends and Values Statements

Personal Statements - 2022 – True of You x Importance with UCU Support - Rank Orders



Note: the size of the circles reflect the rank of UCU support – larger circles equal more support. Although the circles might imply big differences, the difference in average ratings aren't always large, as you can see on slide 17.

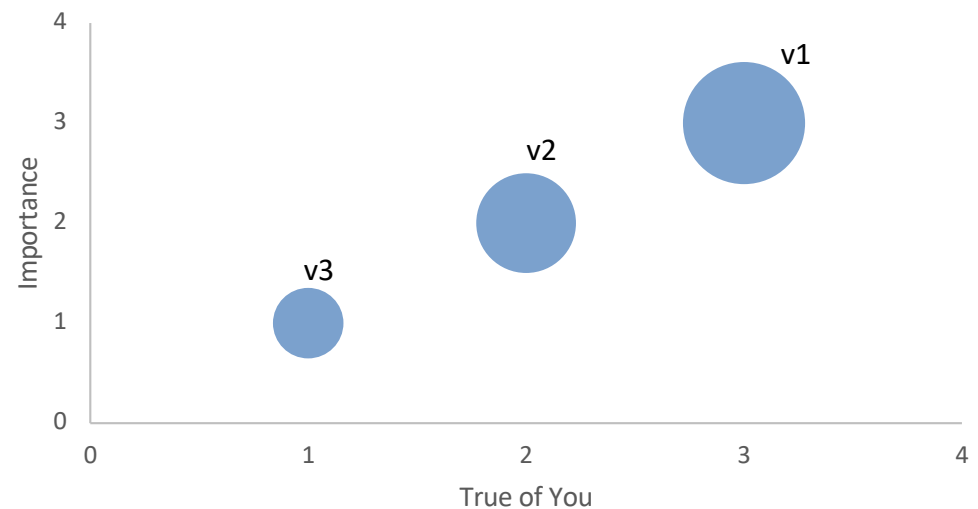
Observations - Personal Statements

- Excellent alignment between what's true of us and what's important; the one exception being q3 which is least important but ranks high as being true of us.
- UCU support is a mixed bag. The least support is perceived to go to the personal statement (q1) that is most true of us and most important to us. Two of the personal statements that are least true of us and low in ranked importance (q6 and q9) are perceived to receive higher levels of UCU support.

Observations – Values Statements

- Perfect alignment between what's true of us and what's important. The alignment continues with perceived UCU support...more support given to those values statements that are more true of us and more important to us.

Values - True of You x Importance x Support



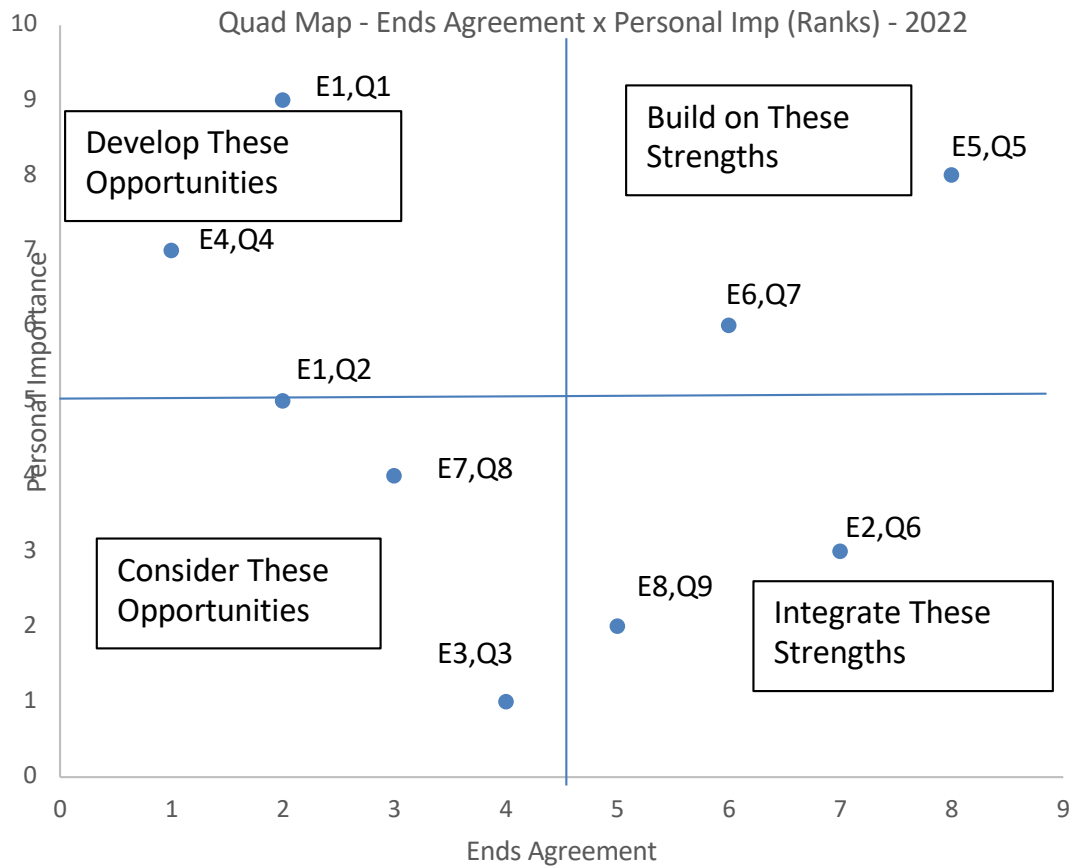
The Personalized Ends-Related Statements (q1,...,q9) form nine pairs with the Unity's Congregational Ends Statements (e1,...e8) as indicated below (end e1 is paired with two personalized questions q1 and q2):

Pair	(e)	Congregational End (e)	(q)	Personalized Statement (q)
1 (e1 q1)	1	Create a multicultural spiritual home built on authentic relationships.	1	I am culturally self-aware and see and appreciate differences in people across cultures.
2 (e1 q2)	1	Create a multicultural spiritual home built on authentic relationships.	2	I stay engaged with the work of confronting systems of oppression, despite discomfort and inevitable failure.
3 (e2 q6)	2	Ground ourselves in personal practice and communal worship that grows our capacity for wonder and spiritual deepening.	6	I have a regular and grounding spiritual practice that grows my capacity for wonder and spiritual deepening.
4 (e3 q3)	3	Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.	3	I confidently claim my Unitarian Universalist faith and testify to its transforming power.
5 (e4 q4)	4	Know each other in all our fullness and create an ever-widening circle of belonging for all people.	4	I work to create an ever-widening circle of belonging for all people.
6 (e5 q5)	5	Generously give and openly receive compassionate care in times of joy, sorrow, and transition.	5	I generously give and openly receive compassionate care in times of joy, sorry, and transition.
7 (e6 q7)	6	Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.	7	I discover and pursue my individual work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
8 (e7 q8)	7	Create brave space for racial healing and dismantling dominant culture.	8	I help create space in which brave learning, new relationships, and culture change can happen.
9 (e8 q9)	8	Sustain and steward the church and our larger Unitarian Universalist movement for the future.	9	In gratitude, I help steward the congregation's future.

On the next slide, we plot, for each pair:

- The rank order of the average performance rating for the Congregational Ends statement (horizontal axis)
- The rank order of the average importance rating for the corresponding (paired) personalized ends-related statement (vertical axis)

In this plot, we assume the importance ratings on the personalized statements give us a good approximation for how people would rate the importance of the congregational ends. This intersection of performance on the ends and their importance provides interesting possibilities for where the Executive Team and/or the Board could focus resources.



This plot suggests we...

E5Q5: Build on the the church's strength in and the importance people attach to caring for one another.

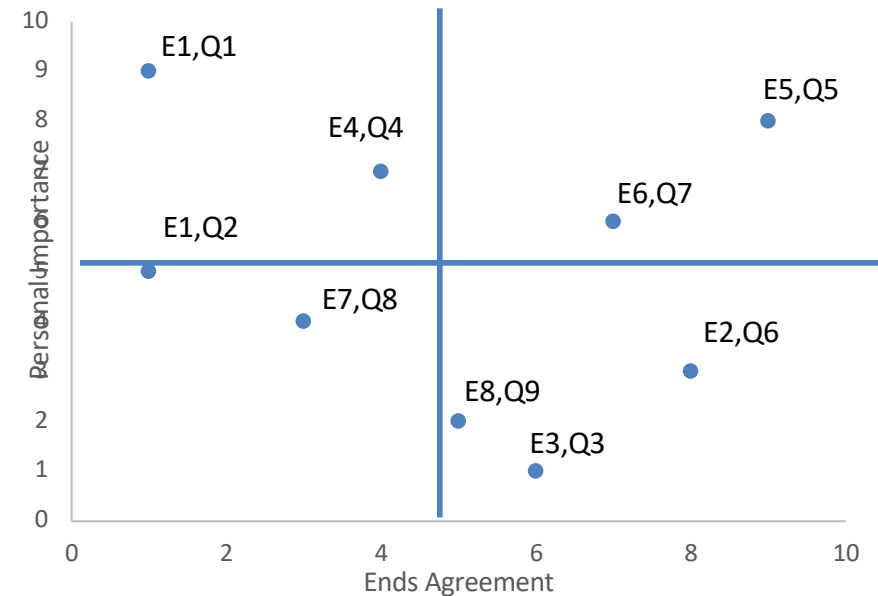
E6Q7: Build on the church's strength in and the importance people attach to finding their work for justice.

E1Q1: Develop our ability to build the multicultural spiritual home. We rate the end the second lowest, but it is the most important to us.

E4Q4: Develop our ability to create a wider circle of belonging. We rate the end lowest but its importance third highest.

2022 results and 2020 results are very similar.

Quad Map - Ends Agreement x Personal Imp (Ranks) -2020

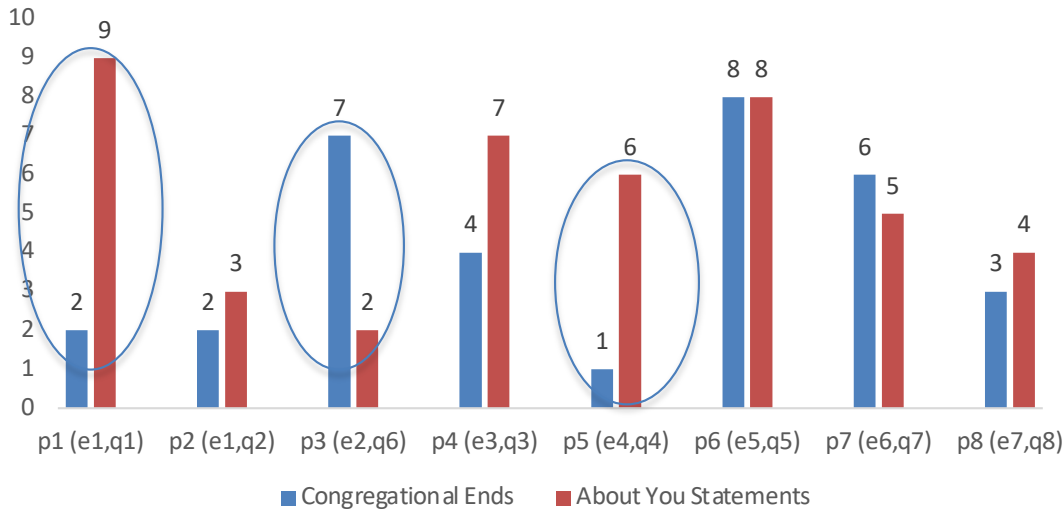


The next slide compares responding congregants' evaluations of the personalized ends-related statements (how true of you) with their evaluation (degree of agreement) with the related Congregational Ends.

Aligned Pairs 2022

Ranked Aligned Pairs - Higher Rank = Higher Rating

p1 (e1,q1)
p2 (e1 ,q2)
p3 (e2,q6)
p4 (e3,q3)
p5 (e4,q4)
p6 (e5,q5)
p7 (e6,q7)
p8 (e7,q8)
p9 (e8,q9)



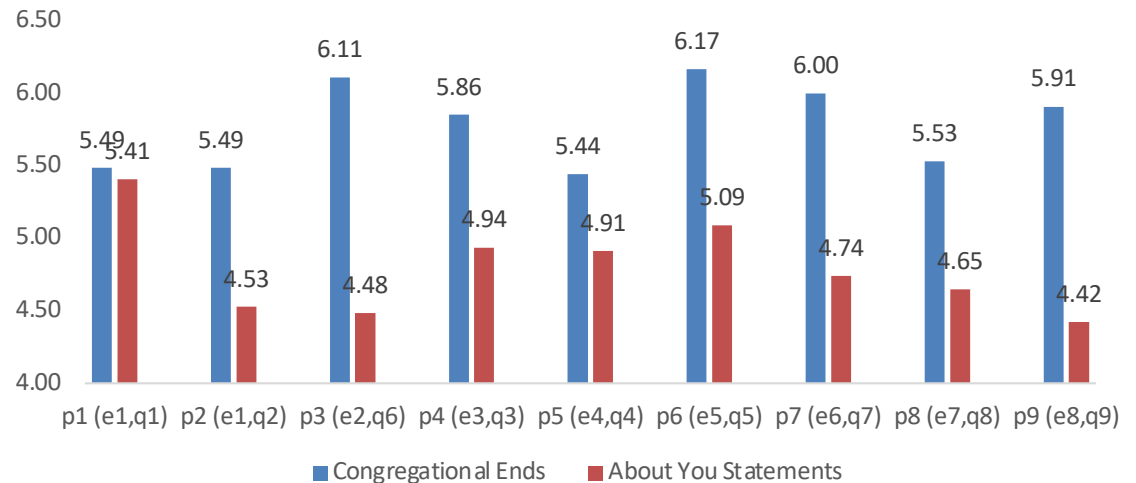
Largest ranking discrepancies (circled) -

- In the first pair (p1), q1 is the highest ranked personalized statement (true of you) and e1 is the 2nd lowest ranked congregational End.
- In the third pair (p3), essentially the opposite: q6 is the second lowest ranked personalized statement (true of you) and e2 is the second highest ranked Ends statement.
- In the fifth pair (p5), q4 is the fourth-highest ranked personalized statement (true of you) and e4 is the lowest ranked Ends statement.

Ends ratings much greater than the "about you" ratings (except for p1)

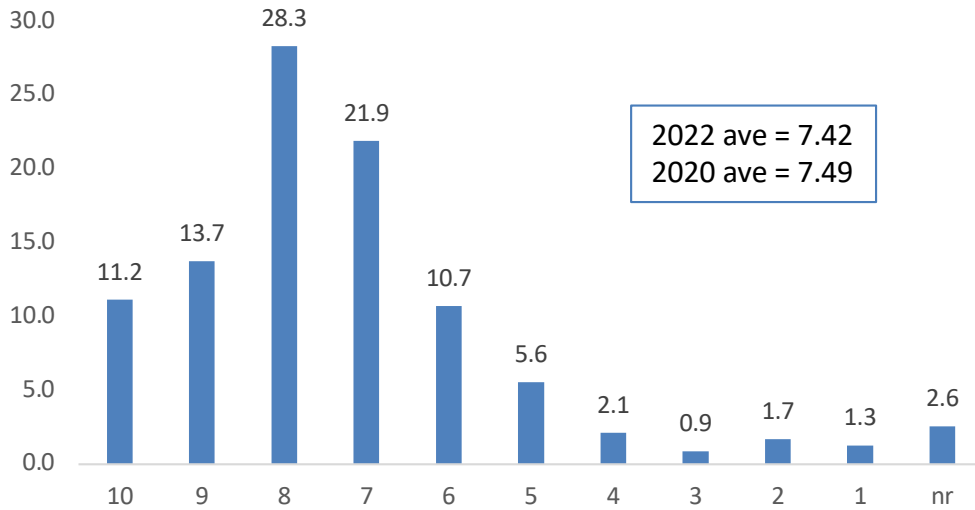
These results are very similar to those in 2020.

Ratings Aligned Pairs



Two Additional Questions in 2020 about Connection and Optimism

Optimism 2022



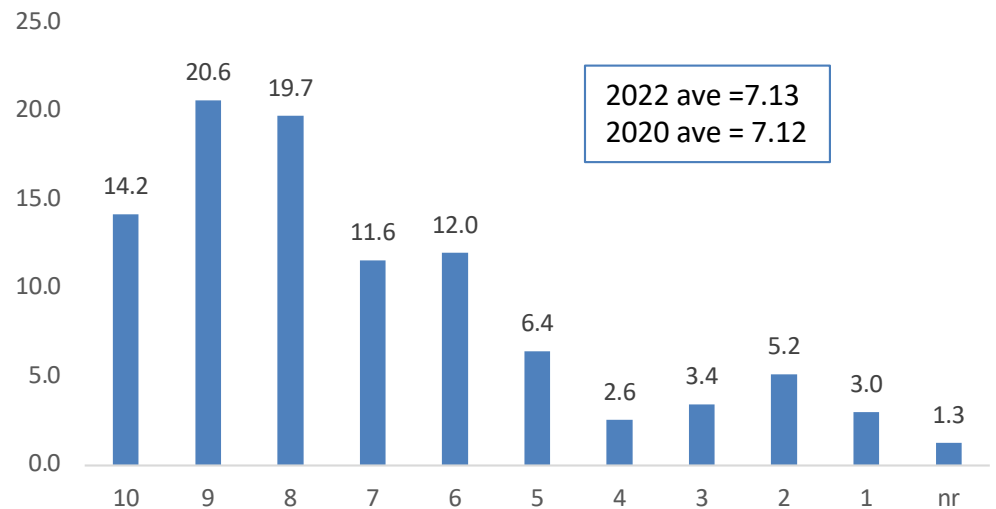
Connection Question:

As you know, in response to COVID-19, the church's ministry has included both on-line and in-person components, including live-streamed and in-person worship and on-line, in-person, and hybrid group meetings and programming. To what extent are you feeling connected to the church in this time of opportunities in multiple platforms? (1 = not at all connected and 10 = extremely connected).

Optimism Question:

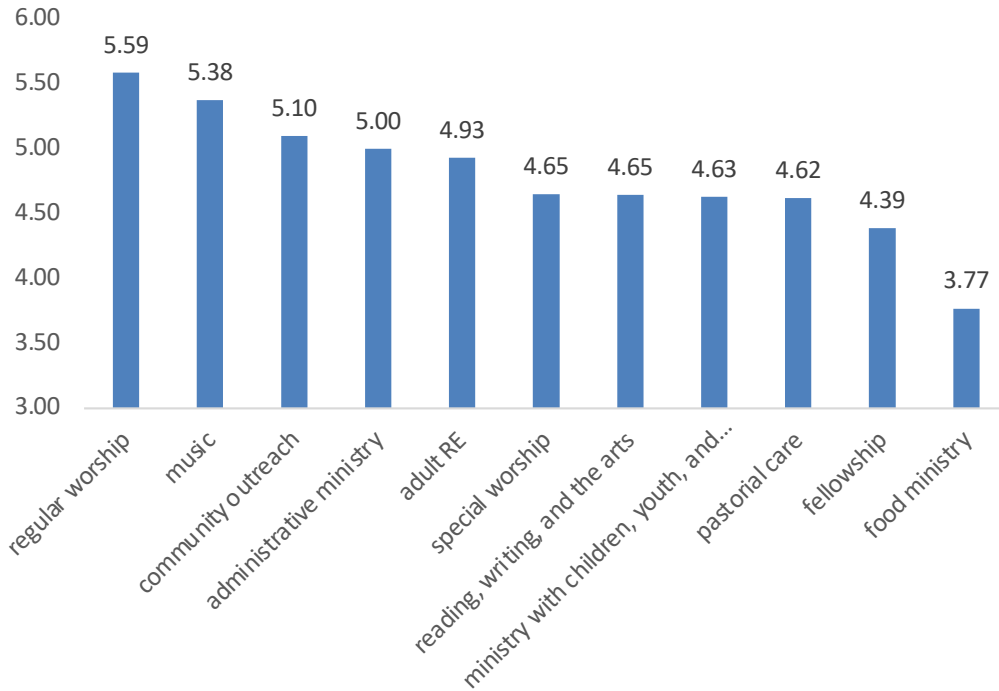
How optimistic are you about the future? (1 = not at all optimistic and 10 = extremely optimistic).

Connected 2022



Program/Activity Impact on Spiritual Well-Being – 2022/2020

Activity/Program Impact on Spiritual Well-Being 2022

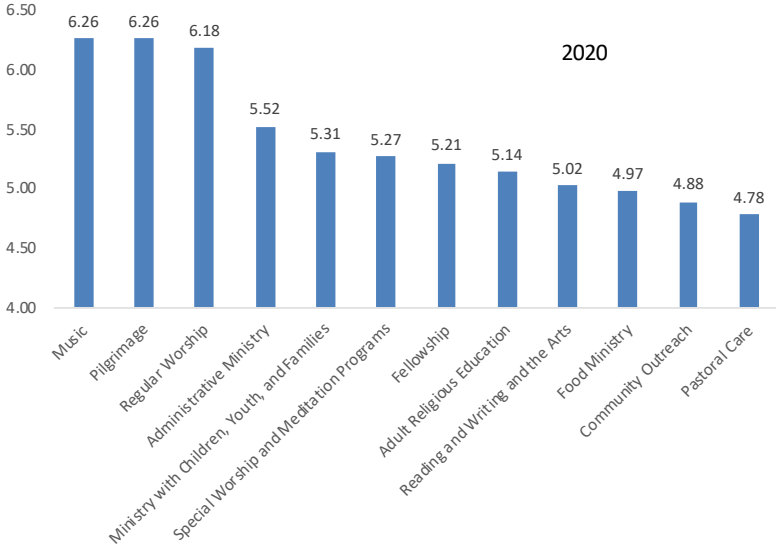


All impact ratings, except for community outreach, are lower in 2022 than in 2020. The table below shows the differences.

	diff '22-'20
Food Ministry	-1.20
Music	-0.88
Fellowship	-0.82
Ministry with Children, Youth, and Families	-0.68
Special Worship and Meditation Programs	-0.62
Regular Worship	-0.59
Administrative Ministry	-0.52
Reading and Writing and the Arts	-0.38
Adult Religious Education	-0.21
Pastoral Care	-0.16
Community Outreach	0.22

2022	
% participating	
84.5	regular worship
23.6	music
39.4	community outreach
27.4	administrative ministry
59.2	adult RE
21.0	special worship
37.8	reading, writing, and the arts
15.0	ministry with children, youth, and families
23.0	pastoral care
28.6	fellowship
10.4	food ministry

Activity/Program Impact on Spiritual Well-Being



What Do Comments Tell Us?

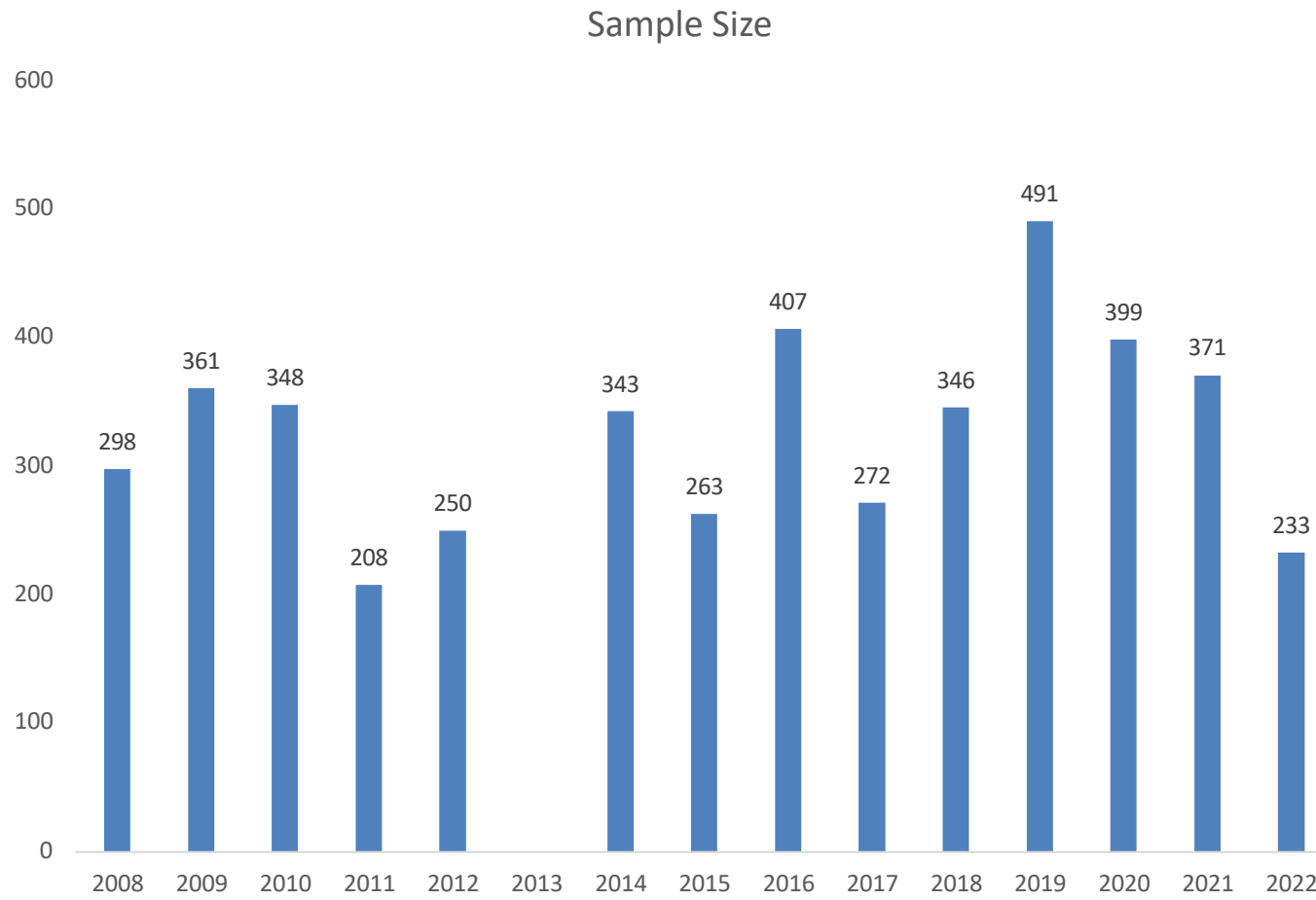
Several comments reflecting resistance to and the challenges of the church's antiracist multicultural work. A few examples:

- Much of the equity and justice work of the church seems to me to promote group identity and group conflict rather than inclusiveness and commonality. It also seems to be intolerant of disagreement.
- We talk a lot about multiculturalism, but we don't really mean it - how many from a Scots-Irish background are members? How many members shower after work, not before? What is the ratio of Prius/F-150 in a Sunday service parking lot?
- I would like to see more connection to larger UU initiatives like the 8th principal project, etc
- I think we are striving in the right direction, but I struggle to accurately measure progress or success in areas in which the more I learn, the less I know.
- I believe all are trying to be more inclusive and racially diverse. I think there has been headway but I don't think any of us know what it is like to walk in the others' shoes. I do agree that sharing the stories and being more connected is the only way to go as well as be aware that we all still have a long way to go to be more inclusive and respectful.
- Finding ways of reaching out to ethnically and racially diverse people would be advantageous.
- Unity clearly strives for the ends in its work but didn't reflect the end result of the multicultural and diversity and dismantling WDC. Lots of continuing work.
- During a time in which my main focus has been finding ways to survive the pandemic, Unity has become increasingly focused on diversity and anti-racism. Noble goals, but ones that aren't forefront for me as I work to find ways to cope.

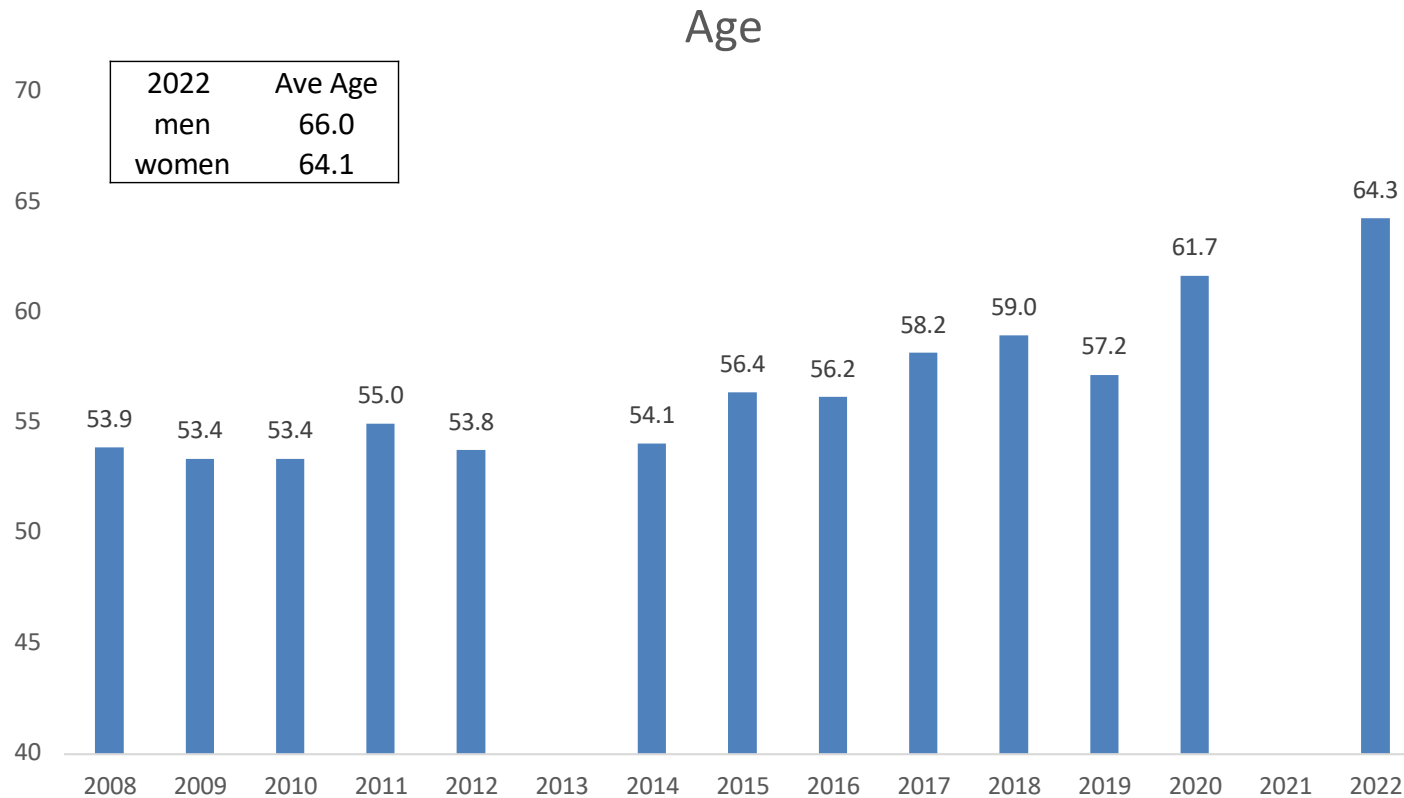
What Do Comments Tell Us?

- On-line ministry is an increasingly integrated part of the congregation's connection to the church. Some sample comments:
 - I think having the online worship available is a great service to our friends near and far who can't attend worship in person for whatever reason. I hope that continues.
 - I am SO GLAD we are back together in person, but I hope we maintain online worship and opportunities for those who are still uncomfortable with in person experiences.
 - As we age, it is absolutely wonderful to have the option of watching the service online. I didn't miss a single service this winter in spite of being out of state all winter.
 - I live in Worthington, MN, and I am not able to attend services in-person most Sundays. I also have a 2-year-old at home, so Sunday services are not always possible for my at the scheduled live-stream times. I am incredibly grateful for recorded services on YouTube. Please continue recording and posting services to YouTube.
- Two comments wanting a different experience for families.
 - Unity can and should improve the All-Family services which are supposed to include children. Often the stories for all ages are too complex for children to follow so the kids don't get the message. Those family services should include more movement, more music (especially call-and-response or memorized music), and MUCH SHORTER SERMONS. Kids deserve active engagement; not just crayons and packets to draw.
 - . . . we have those who are downstairs at the church conducting and facilitating religious education. Most of these people are parents of our young people and they are largely cut off from the service. As opposed to those in the service who are receiving something on Sunday, the teachers, who are volunteers, are serving the church on Sunday mornings. I think we need to move to a model of Sunday morning on which all congregants can receive, and all congregants can serve.
- Four comments wishing the church had put stricter Covid policies in place, including requiring vaccination.
- Despite frustration with the limitations Covid brought, people still found ways to participate in the church's program life and named several that contributed greatly to their spiritual well-being, including Sunday worship, Worship Associates, Chalice Circles, UU Wellspring, Thresholds, several Community Outreach Ministry Teams, IDI training, Finding Yourself at Unity, Generosity Ministry Team, Art Team, Wellspring Wednesday programs, and many others.

Sample Characteristics 2008 – 2022

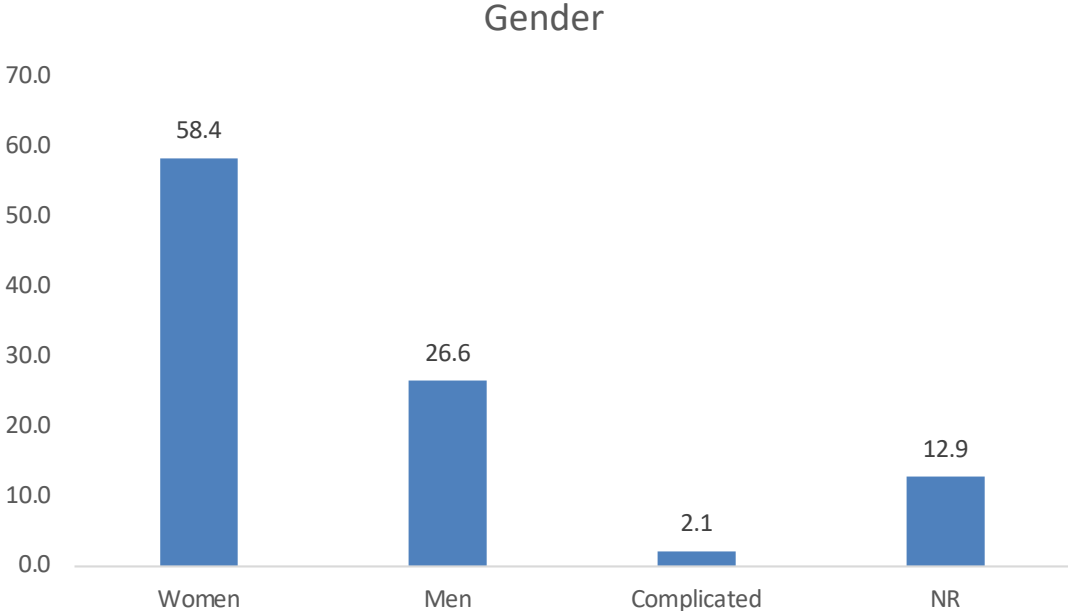


Sample Characteristics 2008 - 2022



In 2018 we added age categories 76-85 and 85+; in prior years the final category was 66+ (the age for those in this category were set at 72). In 2020 and 2022 we asked directly for birth year. Even though we've changed how we asked about age in ways that would lead to a higher average age, the trend in survey respondents is clearly older. Does this reflect the congregation's average age as a whole?

Sample Characteristics 2022

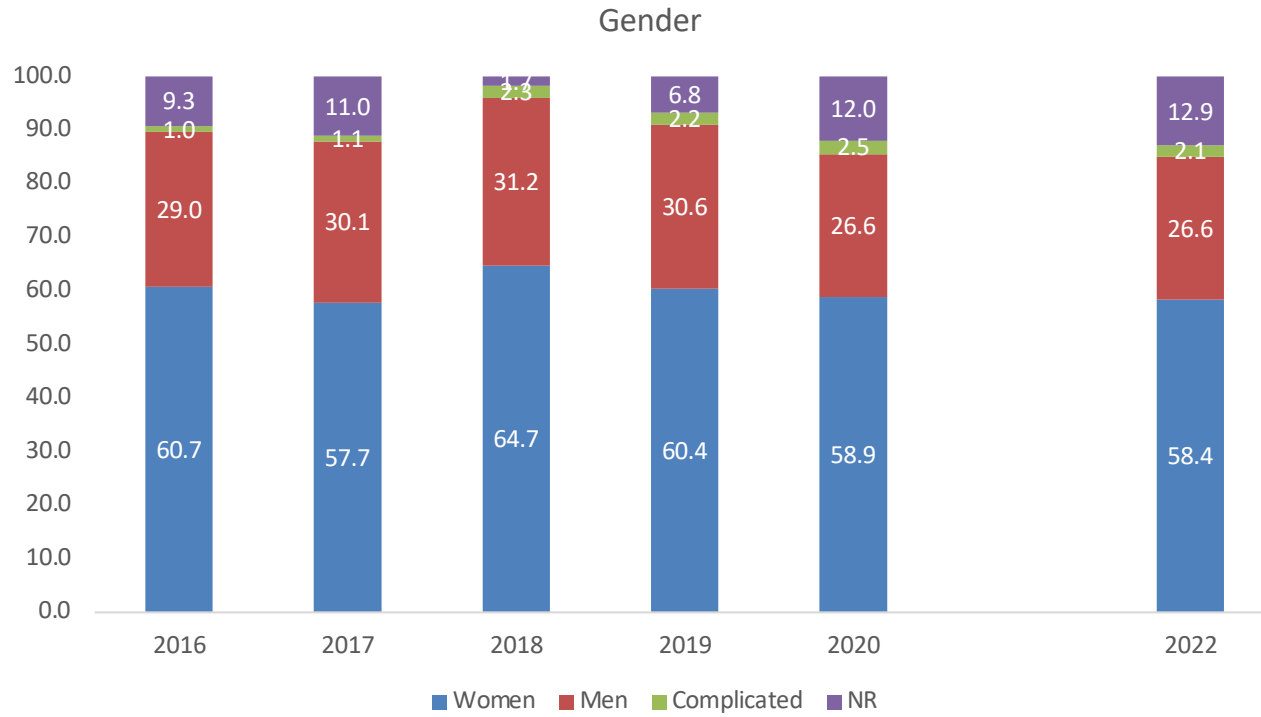


Key

Complicated Responses different from man and woman

NR No Response

Gender Tracking



Sample Responses to Gender Identity Question 2022

Numbers and % for respondents only; does not include family members

M: Man (61; 26.6%)

man; he, him—gender conforming; male; cis man; cisgender male, cisgender man

F: Woman (135; 58.4%)

female, cisgender female, woman, she/her, cisgender woman, married female, non-traditional female in approach and interests in part, androgynous cisgender woman,

C: It's Complicated (5; 2.1%) Each of these had a single response:

Queer woman

Trans

Non-binary

I don't use pronouns in my email dot.sig My given name is sufficient if someone wants to refer to me in the 3rd person

Male/man of transgender experience

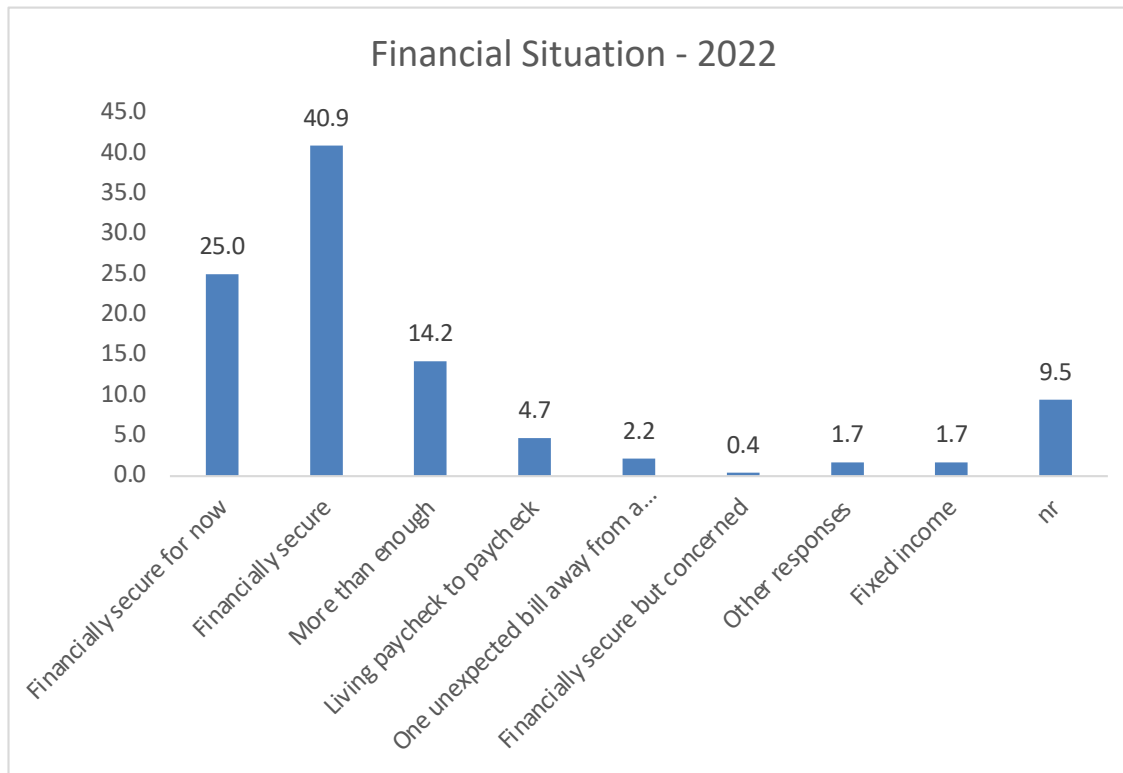
NR: No Response (30; 12.9%) which also includes the responses:

I don't describe it

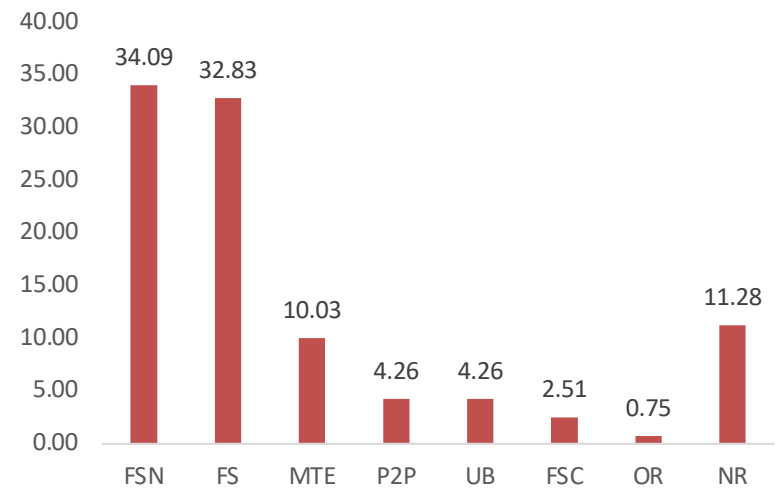
?

Cisgendered

Sample Characteristics 2022



Household Financial Situation - 2020



Key (see next slide for sample responses)

- FSN Financially secure for now
- FS Financially secure
- MTE More than enough
- P2P Living paycheck to paycheck
- UB One unexpected bill away from a problem
- FSC Financially secure but concerned
- OR Other responses
- NR No response

Sample Responses for Household Financial Situation Question 2022

FSN Financially secure for now (58; 25%)

Financially secure barring medical changes; stretched, but financially secure for now; secure for now but we'll see what inflation brings; Financially secure for now, working on ensuring the same for my extended family; fine; ok; Solidly middle class. Decent income and able to save some, but childcare costs loom; retired with security until dementia hits= no long-term care insurance; Managing ok through an unexpected early retirement

FS Financially secure (95; 40.9%)

Upper middle class comfortable; secure and comfortable; comfortable; comfortably retired; Financially secure but fairly budgeted; financially secure with pensions and capital; Financially secure with retirement funded (assuming no huge crash); Oku

MTE More than enough (33; 14.2%)

More than enough (we work 4 jobs among the 2 of us, though); very secure; well to do; more than enough but not overly; Secure and able to contribute at modest level to others; upper middle class

P2P Living paycheck to paycheck (11; 4.7%)

It's tight; Money is tight; living by grace, and the money comes, but not a lot extra; struggling financially but employed and focusing on what is going well related to this struggle; treading water; have to have pt work with SS and pension; strapped

UB One unexpected bill away from a problem (5; 2.2%)

FSC Financially secure but concerned (1; 0.4%)

financially secure but in debt for student loans, and have not yet saved for college nor retirement

F Fixed income (4, 1.7%)

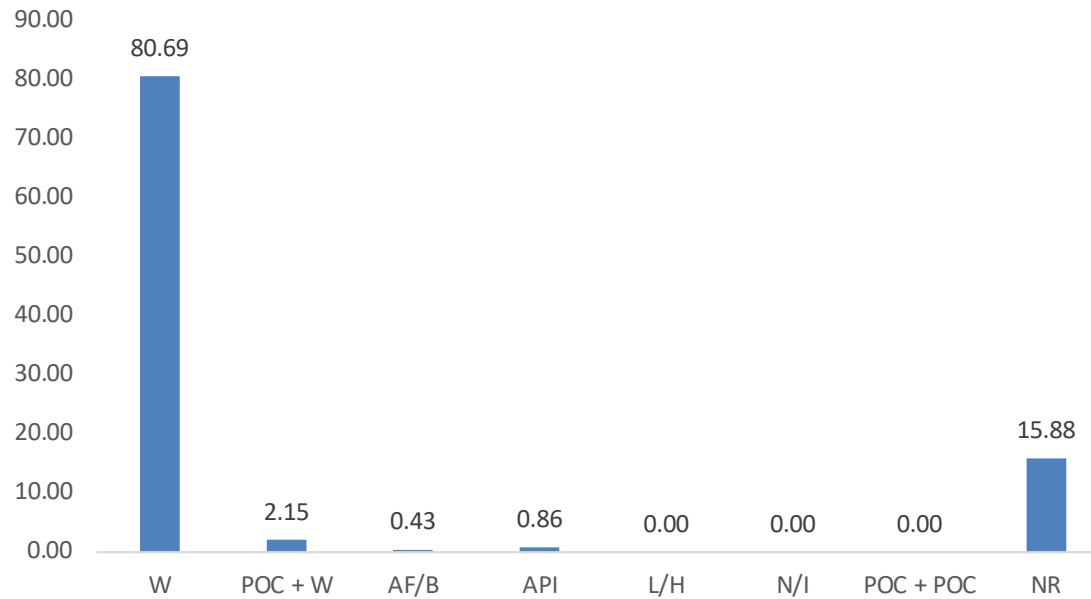
Monthly Social Security; I am retired and live on a fixed income; retired on fixed income, secure for now; restricted income

OR Other responses (4; 1.7%)

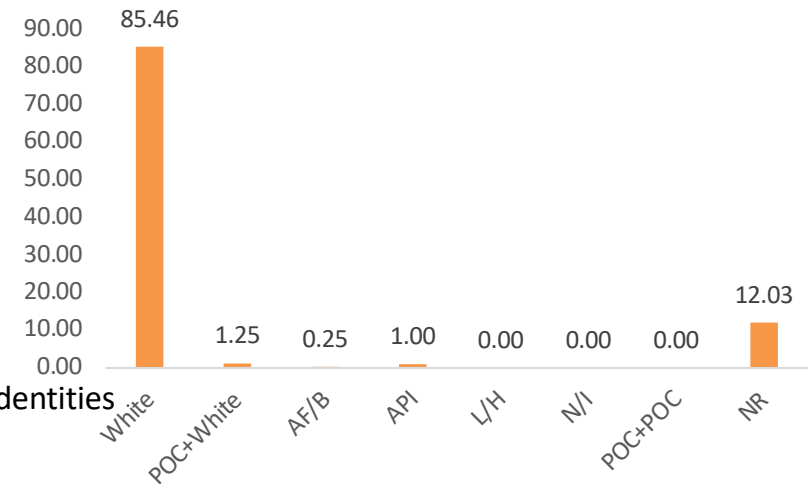
If I do my part, the Universe will provide; middle class, millennial renter; wish I knew for sure when I could quit working; living with the future in mind

Sample Characteristics 2022

Race/Ethnicity - 2022



Race/Ethnicity 2020



Key (see next slide for sample responses)

White

POC+White People who identify as part Person of Color and part white

AF/B African American/Black/African

API Asian Pacific Islander

L/H Latino/a/x and Hispanic

N/I Native and Indigenous

POC+POC People whose racial identity includes two different Person of Color identities

NR No response or Unclear response

Sample Responses for Racial Identity Question 2022

Numbers and % for respondents only; does not include family members

White (189; 81.1%)

Caucasian; White; White of British and German heritage (many variations on this response); white, dominant culture; majority – mixed whitish; Race (a construct): White / Ethnically Irish/Italian/Scottish/Norwegian/Dutch

POC + white: People who identify as part Person of Color and part white. (5; 2.15%)

2nd generation Mexican and Polish heritage; Mixed race/ethnicity. First generation American with one immigrant parent; white but have some ojibwe and latino connections

AF/B: African American/Black/African (1; 0.43%)

African American

API : Asian Pacific Islander (2; 0.86%)

Filipino-American; Asian

L/H: Latino/a/x and Hispanic (0; 0%)

Responses for family members: Latina; Latino; Guatemalan; Multiracial Latino/a;

N/I: Native/Indigenous (0; 0%)

Responses for family members: Native American

POC + POC: People whose racial identity includes two different Person of Color identities (0; 0%)

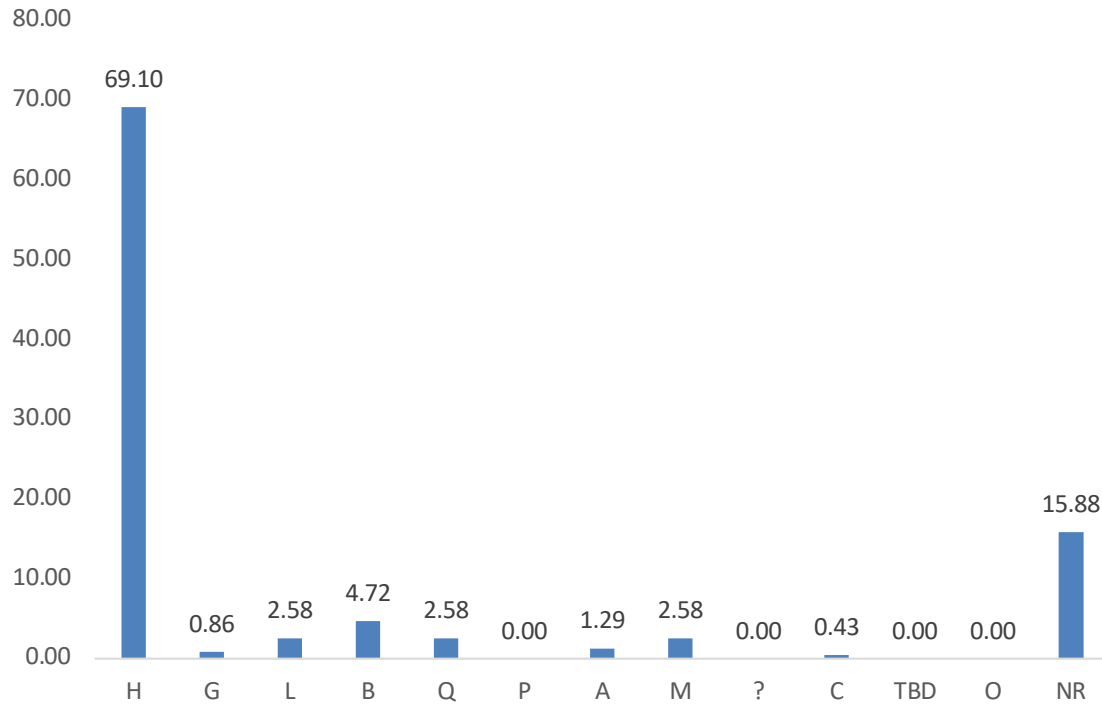
No family members identified in this way either.

NR for No or Unclear Response. (36; 15.5%) Includes such responses as:

German; European American; mixed race; ?; Scandinavian; American; Me;

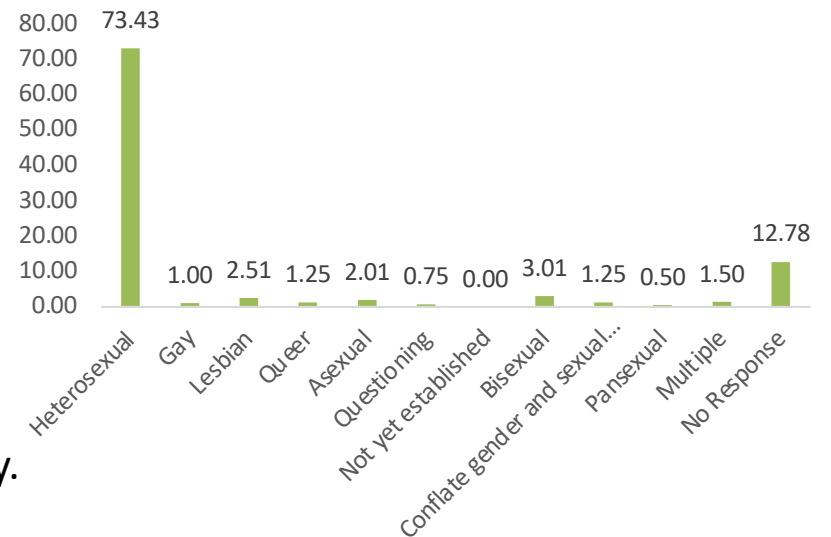
Sample Characteristics 2022

Sexual Orientation - 2022



H	Heterosexual			
G	Gay			
L	Lesbian			
B	Bisexual			
Q	Queer			
P	Pansexual			
A	Asexual			
M	Multiple			
?	Questioning			
C	Conflation of gender identity with sexual identity			
TBD	Not yet established			
O	Omnisexual			
NR	No response. Include celibate, sex positive, etc.			

Sexual Orientation 2020



See next slide for sample responses in each category.

Responses to Sexual Orientation Question 2022

Numbers and % for respondents only; does not include family members

H: Heterosexual (161, 69%)

Straight; heterosexual (both of these with and without the capital letter)

G: Gay (2, 0.8%)

Gay (with and without the capital letter)

L: Lesbian (6, 2.6%)

Lesbian (with and without the capital letter)

B: Bisexual (11, 4.7%)

Bisexual (with and without the capital letter); queer, bisexual.

Q: Queer (6, 2.6%)

queer (with and without the capital letter)

A: Asexual (3, 1.3%)

Asexual; I'm asexual in my nonage.

M: Multiple (6, 2.6%)

Mainly straight; I lean asexual; straight, demisexual; pretty straight; Queer/heterosexual

C: Conflate sexual orientation with gender identity (1, 0.4%)

male, female

Q: Questioning (0, used only for family members)

Kid—sexuality evolving; Questioning

TBD: Not Yet Established (0, used only for family members)

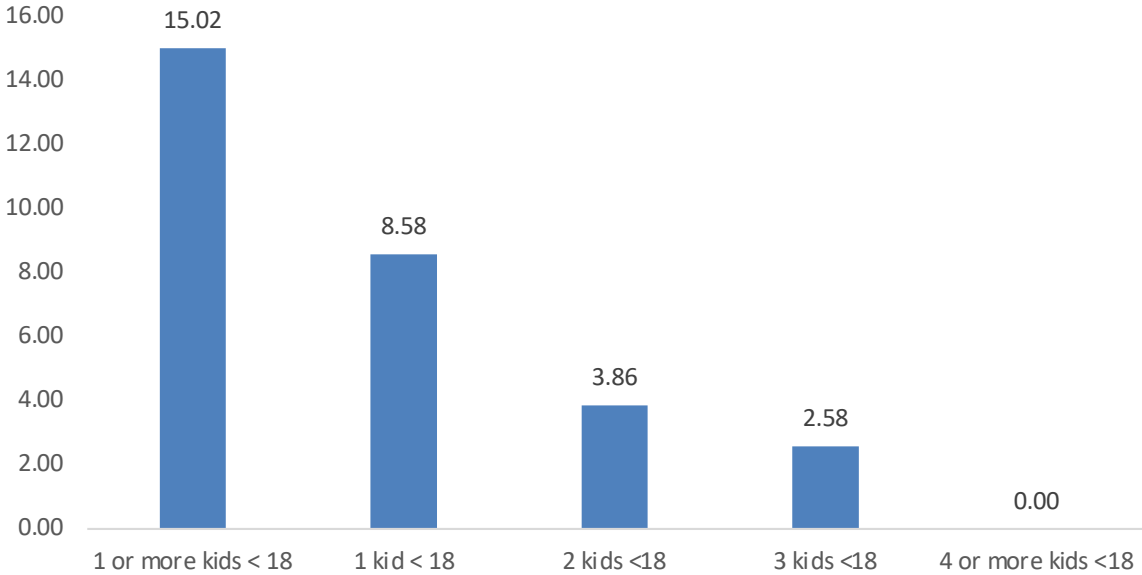
TBD; tbd; undeclared; ? (child); Unsure; kid—sexuality undeclared; NR; unknown; Has not demonstrated a preference - asexual? Ultra-shy?

NR: No Response (37, 16%)

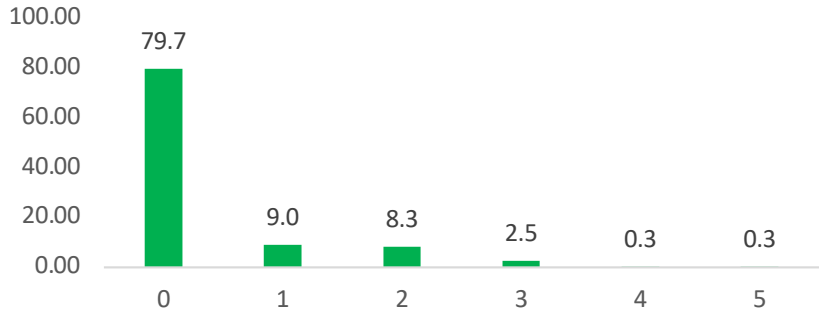
I don't because I don't think it's others business; Prefer not to share, I consider this personal and private; not interested; ?; see above; I don't describe it; sexual; no defined orientation; I don't; Prefer not to say . . .; me; and people who left it blank.

Sample Characteristics 2022

Children < 18 at Home – 2022 (Percent)



Children < 18 at Home – 2020 (Percent)



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.