

# Unity Church Unitarian 2011 Congregational Survey

The information from this survey is of critical importance to both the Board and the Executive Team. We use the results to evaluate our progress and identify areas in which we need to dedicate additional time and resources.

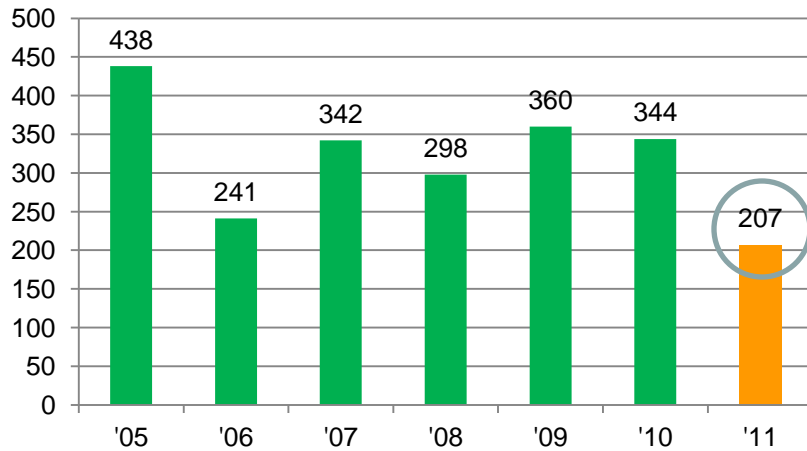
# Outline

- Sample characteristics
- Survey structure
- Summary of Key Findings
- How did we do in key performance areas?
- Digging a little deeper
  - Correlates of “Believe your life has meaning and purpose”
- Social networking participation
- Anti-Racism Leadership Team questions

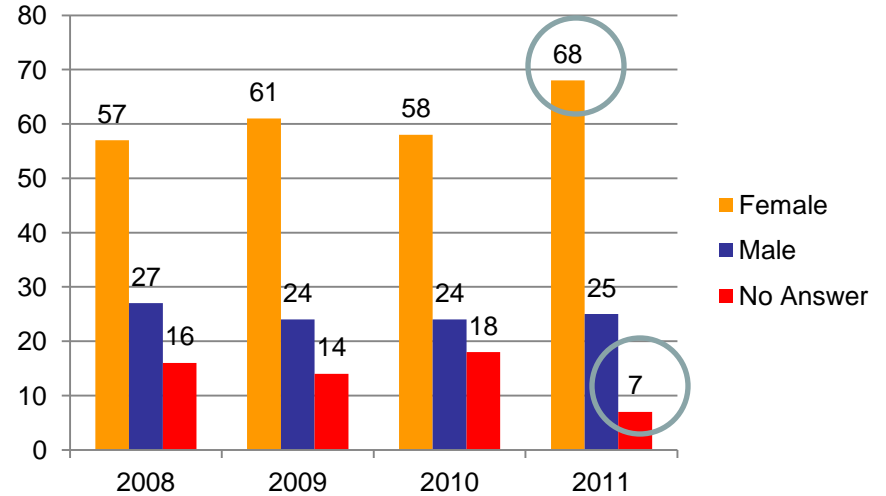
# Sample Characteristics 2011

Fewer responses this year; gender and age differences vs. previous years (see nx slide for more on age differences).

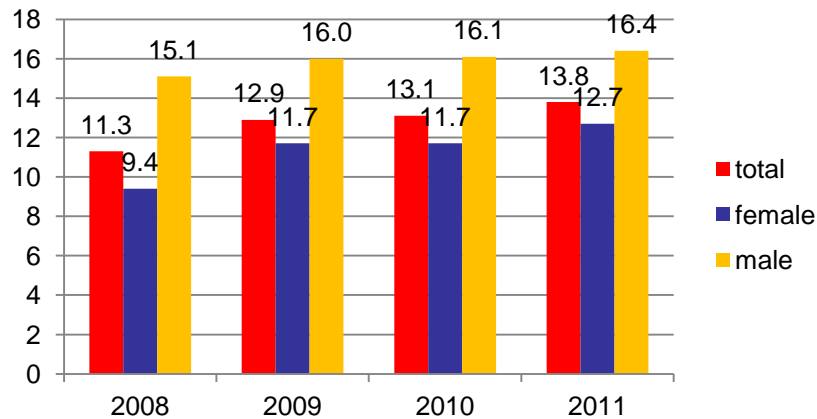
## Response



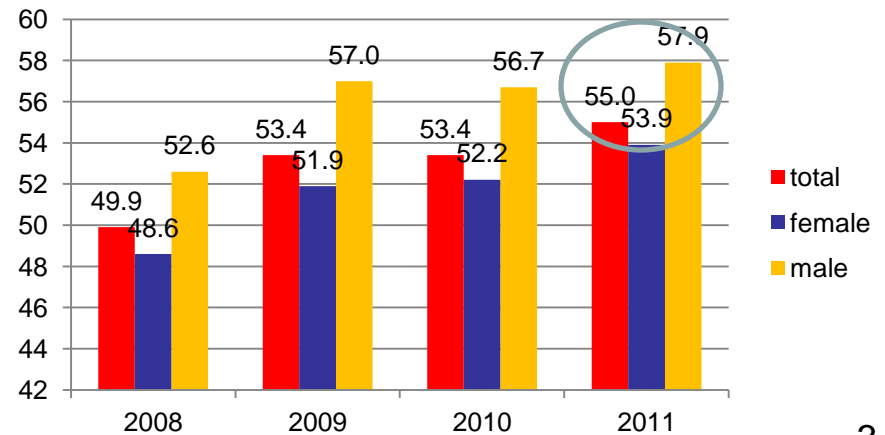
## Gender



## Time a member of UC



## Age



# Age Breaks

Over 25% of the sample this year is in the oldest age category (6) vs. less than 18% in 2010; only 7% did not assign an age category this year vs. 17% in 2010.

age						
2010	2011	category				
17.2	7.2	NA				
0.0	0.5	1				
7.6	7.7	2				
16.6	16.4	3				
20.6	18.8	4				
20.3	23.2	5				
17.7	26.1	6				
100.00	100.00					

Because of age/gender imbalances between '11 and '09/'10, current data weighted to match '09/'10 profiles. Note: none of the weighted results reported here are directionally different from the unweighted results.

# Questionnaire/Survey Structure

- Questionnaire has five sections
  - Ends Statements – 15 questions partitioned into (a) within, (b) among, and (c) beyond categories
    - For example one of the within statements is: *“You experience “spiritual and theological deepening through both personal and family-based religious practices and ritual”*
  - “Us as individuals” statements – 18 questions dealing with our beliefs, feelings, and behaviors
    - For example: You have an appreciation of your own talents and gifts
  - A single Loyalty or “would you recommend UCU to a friend or relative” question
  - New last year: a set of questions dealing with the Anti-Racism Leadership Team’s mission of *“leading the church in developing and living out an intentionally anti-racist identity in all aspects of church life”*.
  - A set of demographic and behavioral questions

# Summary of Key Findings

- Response rate
  - The response rate of 207 is the lowest we have seen in the last seven years (241 – 438; ave = 337). It's not clear why...survey "fatigue"; preoccupation with major church initiatives like Unity Tomorrow; or maybe the general state of the economy has an impact? The Board and the ET will continue to explore.
- Ends Statements (Within, Among, and Beyond)
  - For Within items, scores over the last three years show general stability or improvement (e.g., Knowledge of UC and UU).
  - For Among and Beyond items, we see stability or a downward trend in many items over the last three years (e.g., Among: *"People of all ages feel welcome..."*; Beyond: *"Working with congregations and institutions around shared values"*).
  - The item *"People of all ages feel welcome..."* receives one of the lowest scores (in each of the past three years) among our 15 Ends Statements.
  - Note: We could offer hypotheses about why these negative trends occur, but the fact is that at this time we are uncertain about the cause. The Board and the ET have launched efforts to better understand possible causes and consider action steps that might be appropriate.
- Us as Individuals
  - Significant, positive, '09 to '11 improvement seen on several items most of which are "within" type items (e.g., work on issues related to my spiritual development). One negative change occurs for an "among" type item: *"feel connected to communities within UC"*.
- Loyalty
  - A little more polarized this year. We see equal (small) gains in the percent Loyal and percent At-risk as the result of a larger drop in the percent Neutral.

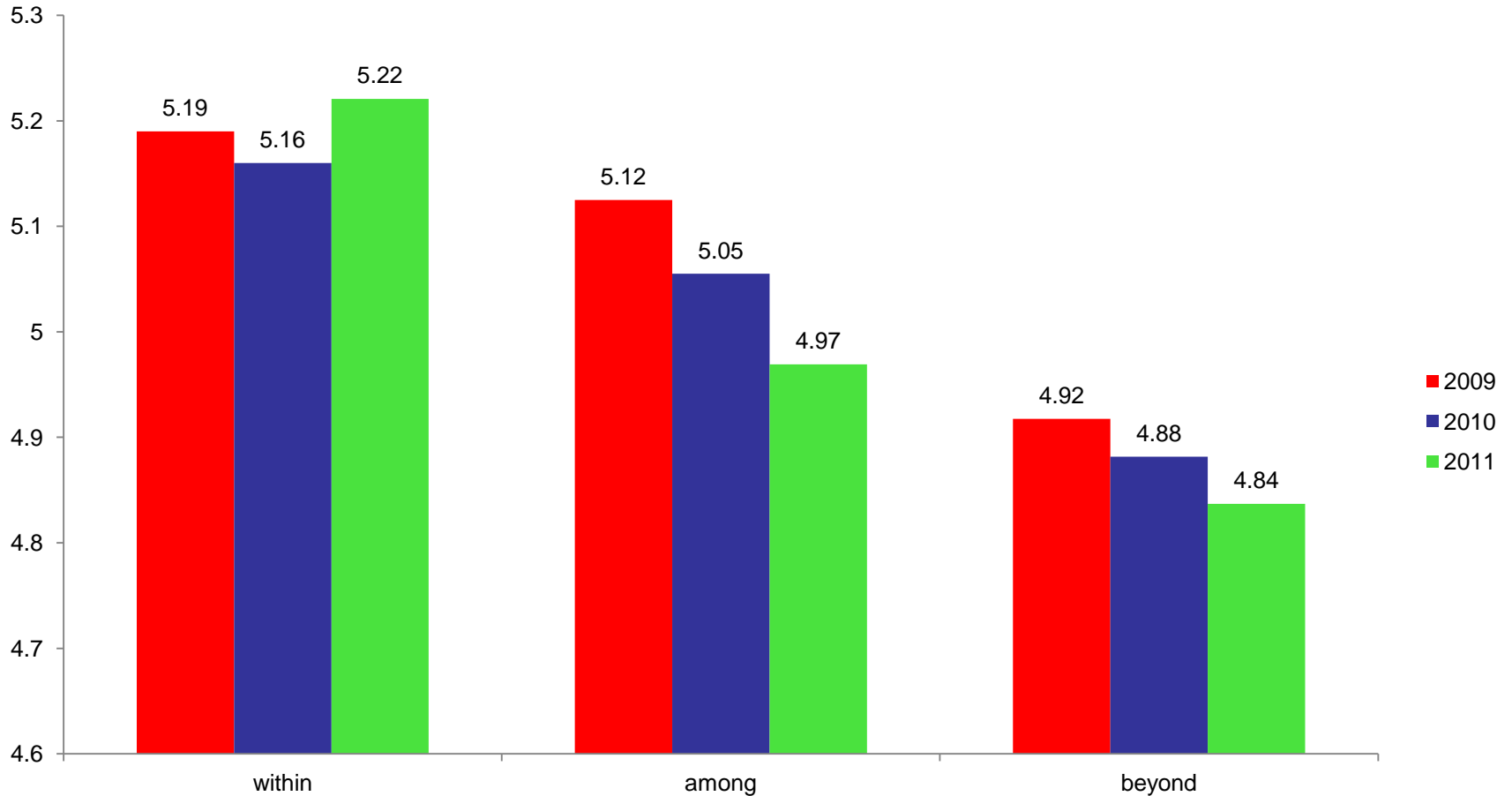
## Summary of Key Findings (con't)

- Anti-racism Leadership Team Questions
  - Both non-white and white families show statistically significant year-over-year improvement in terms of “...being involved in activities that demonstrate UC’s commitment to working with people and communities of color.” Some evidence that non-white families are less “...authentically relating across racial boundaries within UC...” this year than last.
  - In both years non-white families are more likely than white families to be involved in activities demonstrating UC’s commitment to working with people and communities of color.
- Digging a little deeper
  - For the last several years we have identified those items in our survey that are most associated with (correlated with) “a belief that our lives have meaning and purpose” believing that “...meaning and purpose...” is one of the fundamental things we all strive to achieve.
  - Key correlates this year (as in past years) are: acting in a spiritual manner, believing your actions make a difference in the lives of others, and having a sense of joy in your life.
- Social Networking
  - Facebook and Twitter use continue to grow.

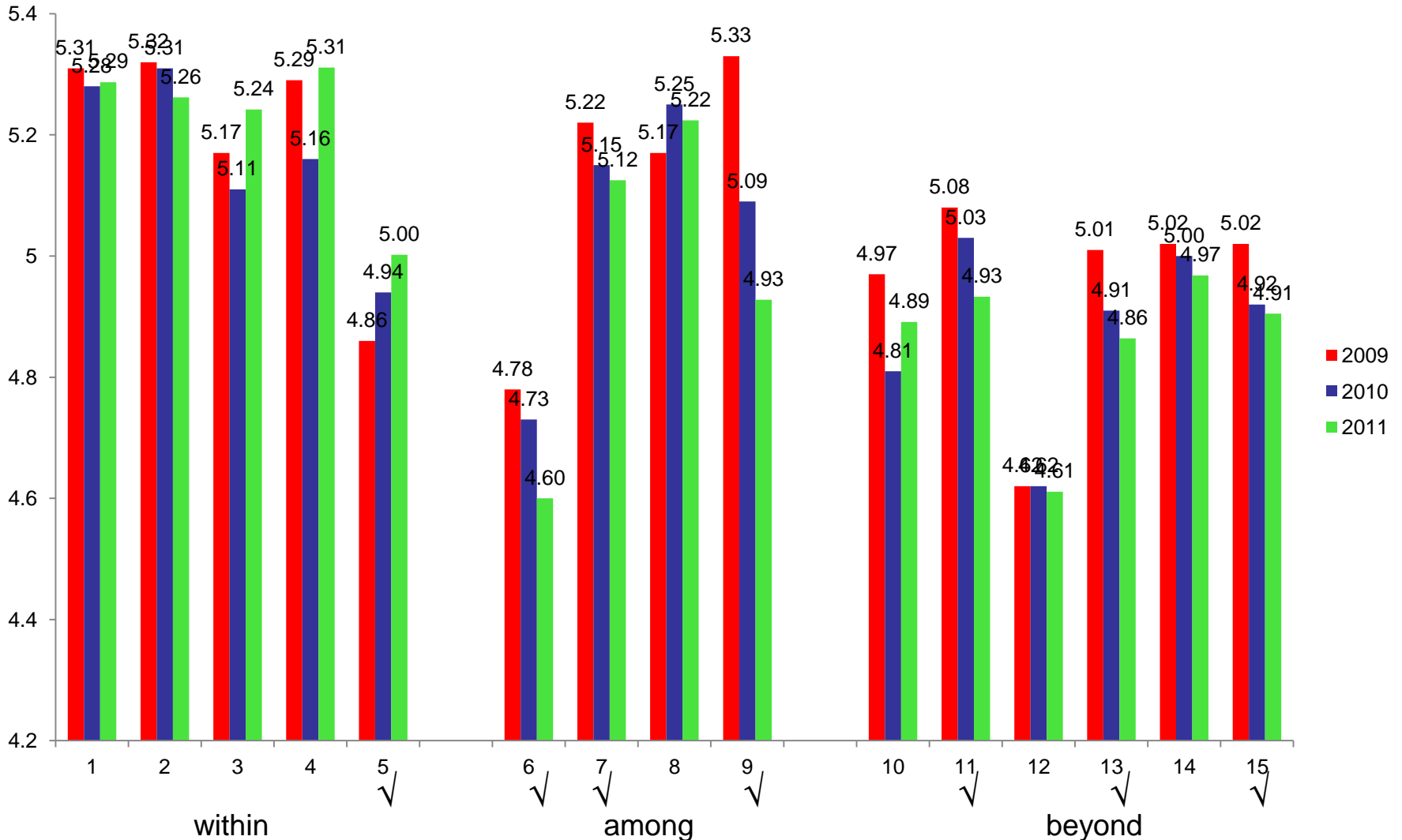
# Performance on Ends Statements 2009 - 2011: Macro Level - Within, Among, Beyond (see slide 9 for items that make up macros)

within > among > beyond pattern continues

downward trend in *among* and *beyond* continues



# Performance on Ends Statements 2009 - 2011: Micro Level - Within, Among, Beyond. Statements listed on next slide.



√ indicates performance difference ('11 v '09) significant at the 80% confidence level or higher

# Ends Statements

- **Within:** The people of UCU have a deeply meaningful, transforming liberal religious experience which includes:
  - (1) a rich and diverse worship life that nurtures, challenges and inspires
  - (2) Compassionate pastoral care in times of joy, sorrow and transition
  - (3) spiritual and theological deepening through both personal and family-based religious practices and ritual
  - (4) Lifelong opportunities for growth, learning, engagement and racial healing
  - (5) Knowledge of UCU and UU history
- **Among:** UCU is a radically hospitable, spiritually vital and supportive community where:
  - (6) People of all ages feel welcome and connected across identities including race, class, gender, sexual orientation, ability, politics and education
  - (7) People are generous with their time, talent, and resources
  - (8) Shared ministry is actively encouraged and the circles of power, opportunity and access are intentionally widened
  - (9) The resources and facilities of the church are well managed and maintained, and appropriate to the needs of the church and the community
- **Beyond:** UCU is a visible leader and partner, making a positive impact in our neighborhood and in the world through:
  - (10) A commitment to anti-racism and racial healing in covenant with people and communities of color
  - (11) Advocating in the public arena for liberal religious values in response to prejudice, injustice and oppression
  - (12) Proclaiming the transforming power of our faith
  - (13) Working with congregations and institutions around shared values
  - (14) Full and active participation in the larger UU community
  - (15) Acting and investing in environmentally responsible and sustainable ways

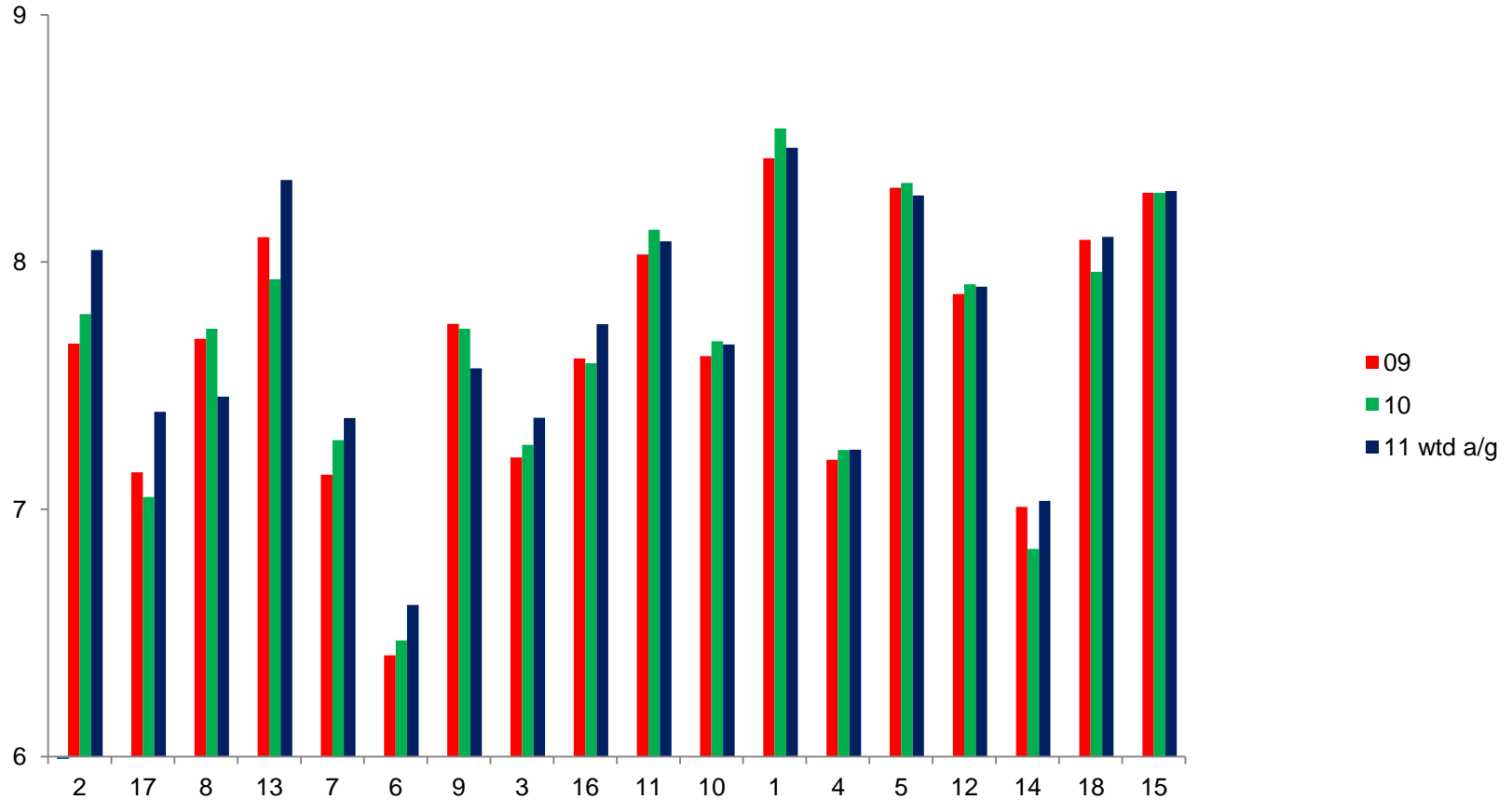
# How did we do? – Ends Statements Summary

- At the macro level we see: (1) stability to improvement in Within, downward trends in Among and Beyond; (2) in all three years the score for Within is greater than the score for Among which in turn is greater than the score for Beyond.
- For the micro items making up Within, Among, and Beyond we can make the following observations
  - For Within items, scores over the last three years show general stability or improvement. The one statistically significant trend is positive (*Knowledge of UC and UU*).
  - For Among and Beyond items, we see stability or a downward trend in many items over the last three years. All statistically significant trends are negative (e.g., Among: *People of all ages feel welcome...*; Beyond: *Advocating in the public arena for liberal religious values in response to prejudice, injustice and oppression*).
  - We would also note that the item “*People of all ages feel welcome...*” receives one of the lowest scores (in each of the past three years) among our 15 Ends Statements.
- We could offer hypotheses about why these negative trends occur, but the fact is that at this time we are uncertain about the cause. The Board and the ET have launched efforts to better understand possible causes and consider action steps that might be appropriate.

# Performance on “Us as individuals” items (beliefs, feelings, behaviors) 2009 – 2011

Items are ranked from largest 2009/2011 change to smallest

Many items show significant changes from '09 to '11 – see next slide for details and statement descriptions



How did we do? – Us as individuals: beliefs, feelings, behaviors  
 Over three yr period, '09/'11, significant changes on several items – with one exception  
 all positive \*

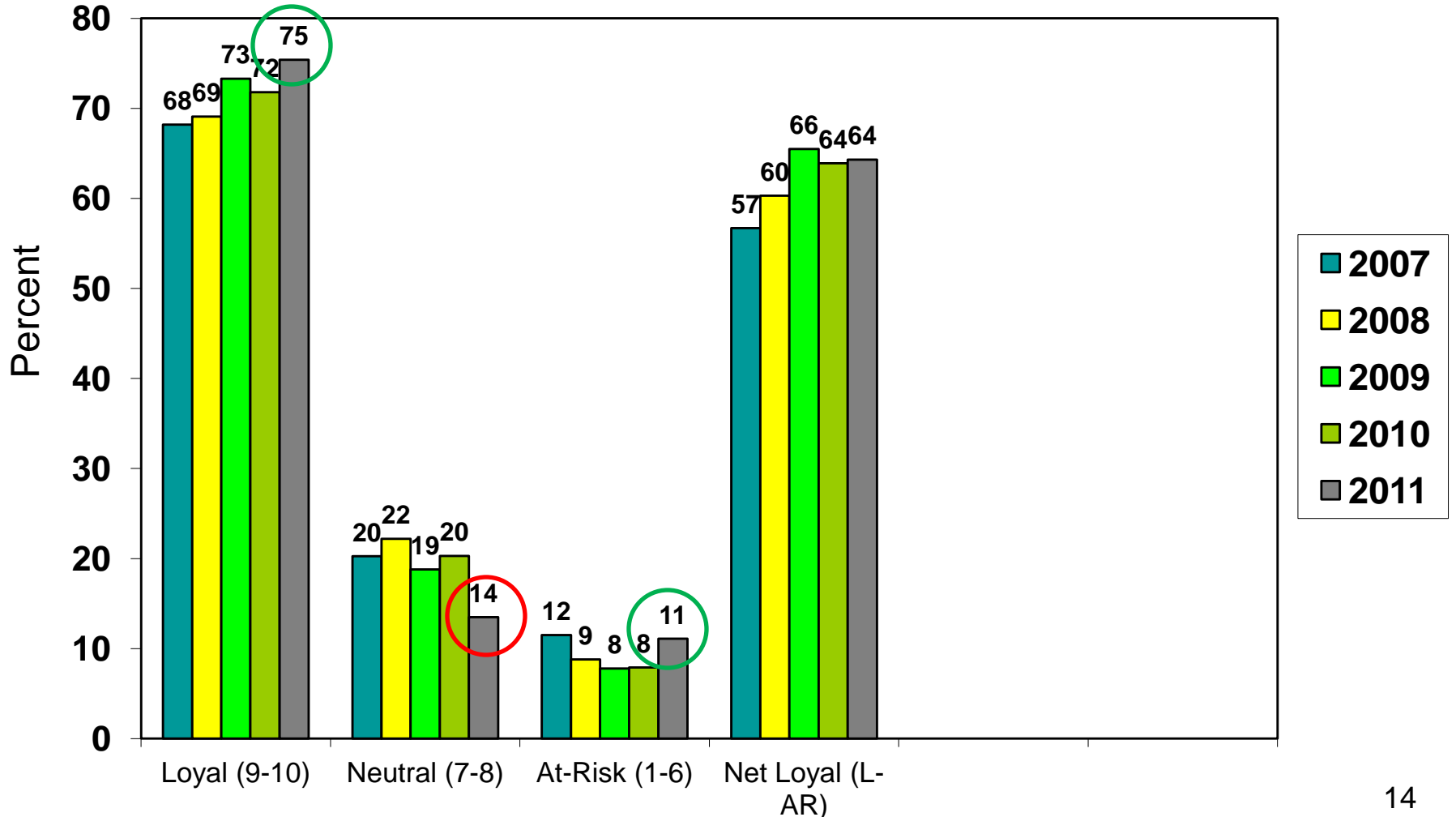
						'09	'10	11 wtd a/g	diff (11-09)
2		understand relationship betwn spiritual devel and soc just				7.67	7.79	8.048	0.378
17		work on issues related to you spiritaual development				7.15	7.05	7.394	0.244
8		feel sense of belonging to religious comm w/I UC				7.69	7.73	7.455	-0.235
13		have experienced real transf in your life				8.1	7.93	8.332	0.232
7		feel connected to UC Ends statements				7.14	7.28	7.369	0.229
6		sat w/ your efforts to address issues of soc just				6.41	6.47	6.613	0.203
9		feel sense of belonging to a comm outside UC				7.75	7.73	7.57	-0.18
3		sat w/ the positive impact you make on lives of others				7.21	7.26	7.37	0.16
16		live a life of service				7.61	7.59	7.748	0.138
11		live out your values in the world				8.03	8.13	8.084	0.054
10		believe your actions contribute to well-being of UC				7.62	7.68	7.667	0.047
1		believe actons make diff in lives of others				8.42	8.54	8.462	0.042
4		act in a spiritual manner				7.2	7.24	7.241	0.041
5		believe your life has meaning and purpose				8.3	8.32	8.269	-0.031
12		have an appreciation of your talents and gifts				7.87	7.91	7.9	0.03
14		have experienced real transf in past 12 months				7.01	6.84	7.034	0.024
18		have a sense of joy in your life				8.09	7.96	8.102	0.012
15		live a life of integrity				8.28	8.28	8.287	0.007

\* Differences greater than 0.19 are statistically significantly @ 80%.level of confidence

# How did we do? – Loyalty: 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

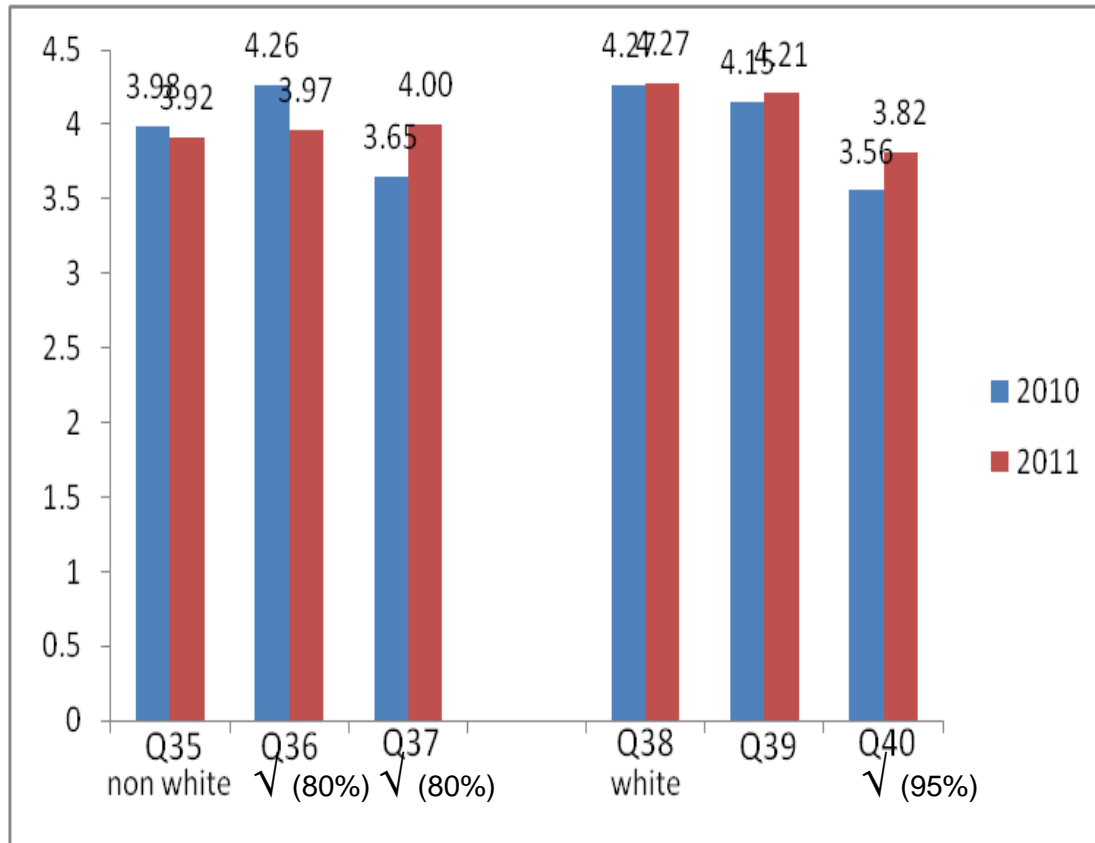
Little more polarized in 2011: drop in Neutral percent (6 points) equally divided in terms of redistribution – half going to Loyal (+3) and half to At-Risk (+3). Overall Net Loyalty remains unchanged.



\* 10 point scale: 9-10 = Loyal; 1-6 = At-Risk; 7-8 = Neutral

# Responses to Anti-racism Leadership Team Questions

- Both non-white and white families show statistically significant year-over-year improvement in terms of “...being involved in activities that demonstrate UC’s commitment to working with people and communities of color.”
- Some evidence that non-white families are less “...authentically relating across racial boundaries within UC...” this year than last.
- In both years non-white families are more likely than white families to be “involved in activities demonstrating UC’s Commitment to working with people and communities of color (Q37 v Q40).



## Questions for families w/ one or more persons of color:

- Q35 There are adequate opportunities offered for racial healing.
- Q36 You are able to authentically relate across racial boundaries within UC or through activities the church promotes.
- Q37 In the last 12 mos you have been involved in activities that you believe demonstrate UC’s commitment to working with people and communities of color.

## Questions for white families:

- Q38 In the last 12 mos you have grown in your understanding of racism and your awareness that your racial identity conveys privilege.
- Q39 You are able to authentically relate across racial boundaries within UC or through activities the church promotes.
- Q40 In the last 12 mos you have been involved in activities that you believe demonstrate UC’s commitment to working with people and communities of color.

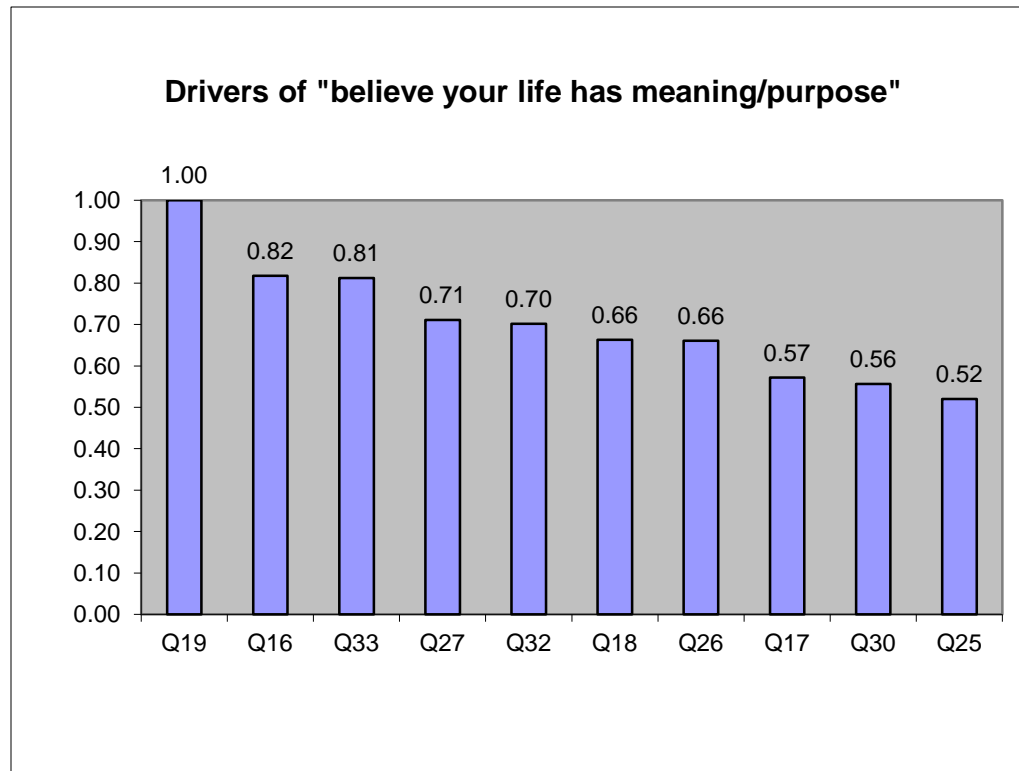
√ (p%) indicates difference is significant and probability (p) that difference is not due to chance.

# Digging a little deeper

- If we believe that one of the fundamental things we all strive for is to achieve a sense that our lives have meaning and purpose, it might be interesting to look for items in our survey that are associated or correlated this item (believe our lives have meaning and purpose). The following slide shows the results of this investigation.
- Items listed are the top ten (and ties).

# Items correlated or associated with “Believe your life has meaning and purpose”

Higher the index the greater the association; x/10 indicates where item ranked in 2010



Q19 Act in a spiritual manner; 2/10

Q16 Believe your actions make a difference in the lives of others; 4/10

Q33 Have a sense of joy in your life; 1/10

# Social Networking

## Facebook and Twitter continue to grow

