

Results of 2020 Congregational Survey
Unity Church Unitarian

August 2020

Agenda

- Survey Structure
- Sample characteristics
- Key takeaways from the survey
- Evaluation of Ends Statements
 - Initial Evaluation of 2020 Ends
 - Comparison to 2019
 - 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?

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 (new question)
- d. Connection with “virtual” church (new question)

2. Demographic information

We asked open-ended demographic questions this year 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

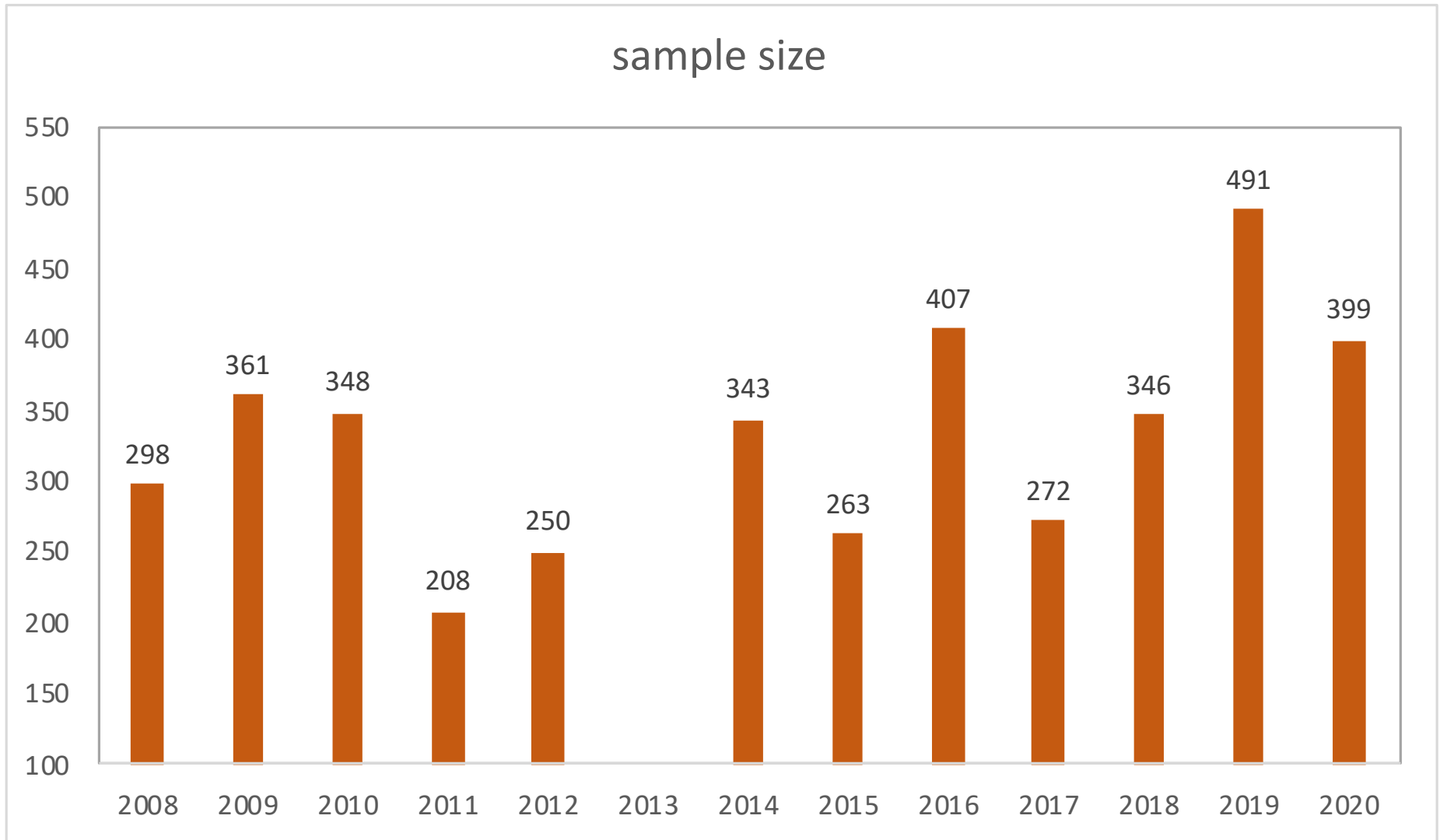
At three points in the survey, we ask for open-ended comments:

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

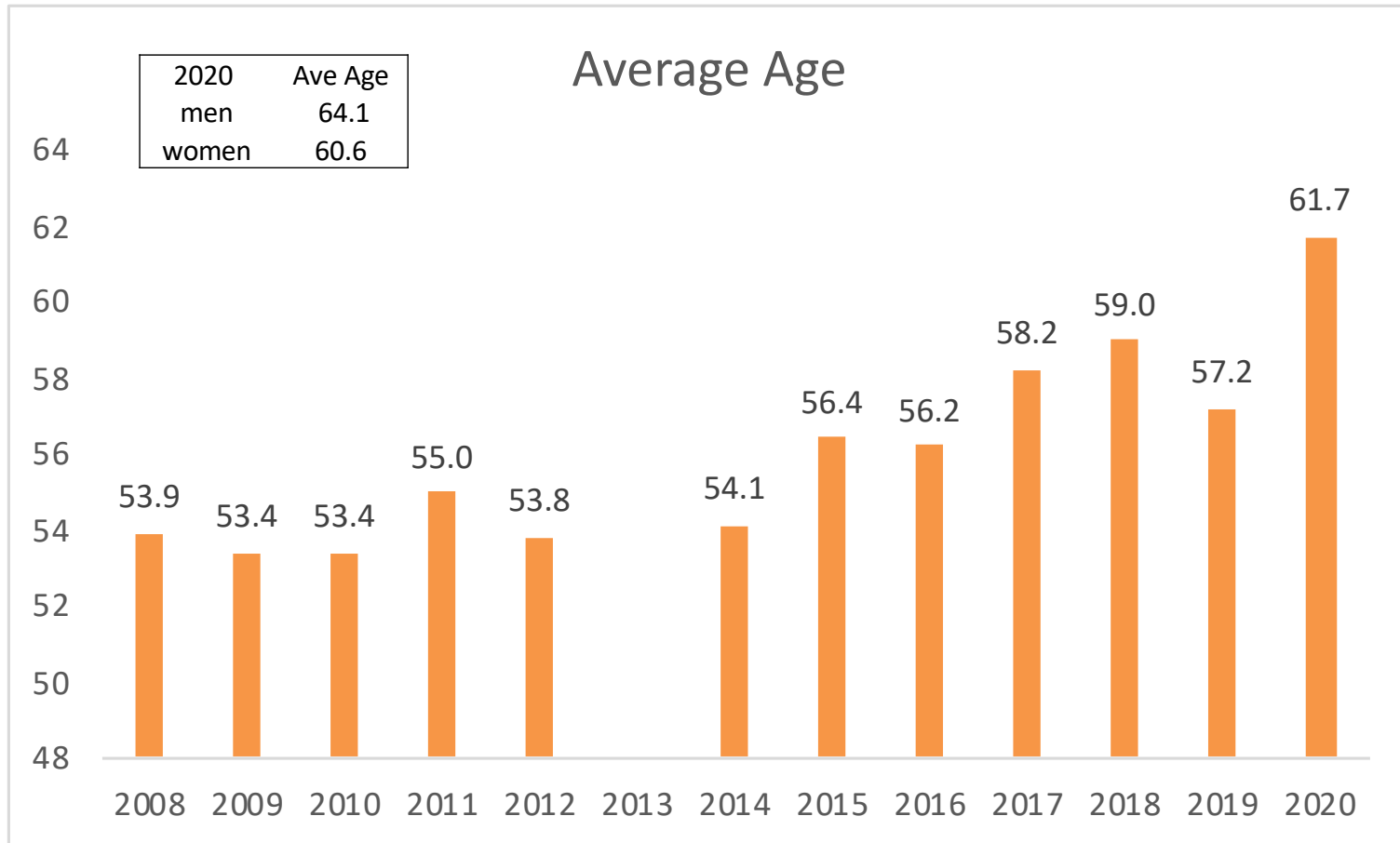
5. (Optional) Program/Activities

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

Sample Characteristics 2008 - 2020



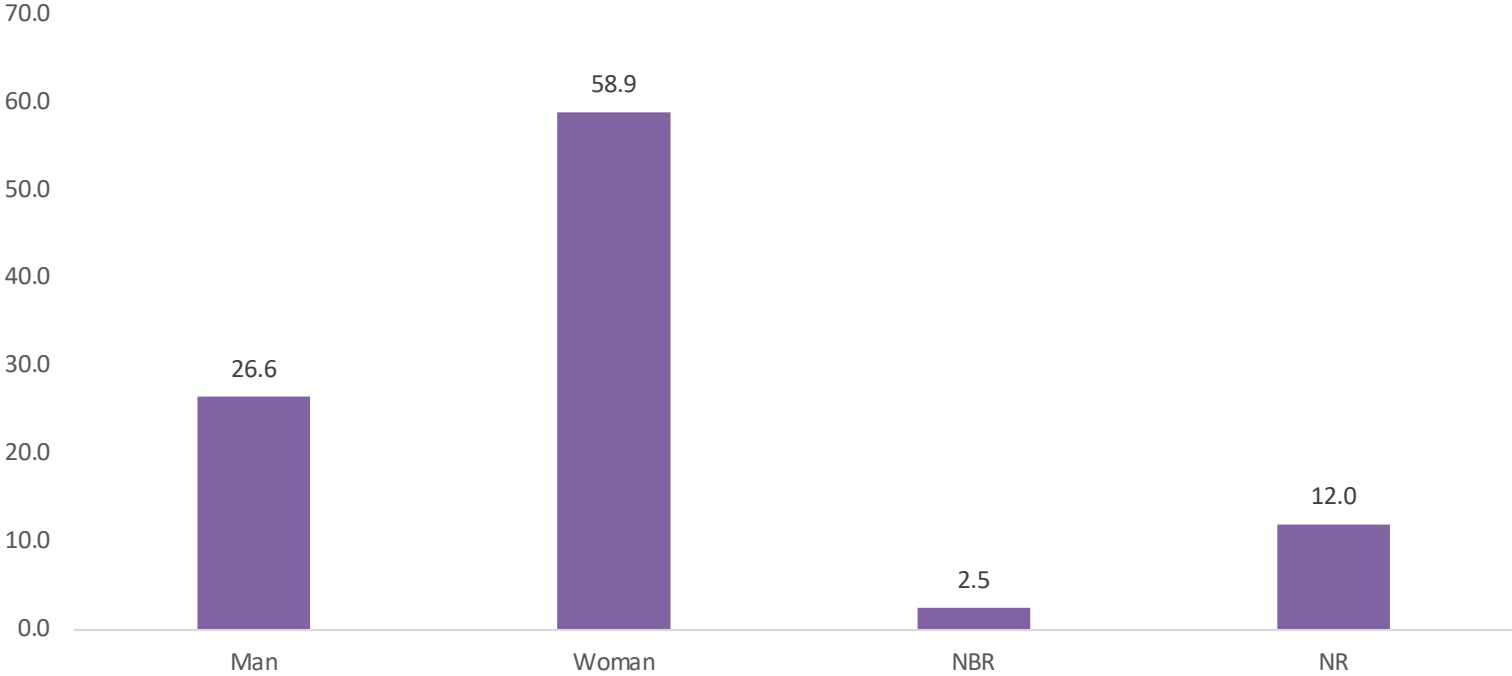
Sample Characteristics 2008 - 2020



In 2018 we added age categories 76-85 and 85+; in prior years the final category was 66+. In 2020 we asked directly for birth year. No response in 2020: 12.0%; 2019: 7.2%; 2018: 4.0%. Even though we've changed how we asked about age, the trend in survey respondents is clearly older. Does this reflect the congregation's age as a whole?

Sample Characteristics 2020

Gender



Key

- M Man
- F Woman
- NBR Non-Binary Responses.
- NR No Response

Sample Responses to Gender Identity Question 2020

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

M: Man (106; 26.6%)

man, cisgender male; cisgender man; cis-man; heterosexual male; male; cis boy; Toddler, probably cis boy; masculine;

F: Woman (235; 58.9%)

woman, womyn, cisgender female, cisgender woman, she/her, straight woman, heterosexual woman, female, feminine

NR: No Response (48; 12%) which also includes the responses bisexual and baby, since they don't respond to the question.

NBR: Non-Binary Responses (10; 2.5%) Each of these had a single response:

Genderqueer

Cosmosexual

Androgynous

female, somewhat gender fluid

5 yo female (I don't assume to know her gender)

non-binary

non-binary person

nonbinary (agender)

Non-binary // androgynous

Agender/ demiwoman

male transitioning to female

trans + MTF

trans/nonbinary/gender questioning

questioning female

questioning

Unsure child with shifting gender identity

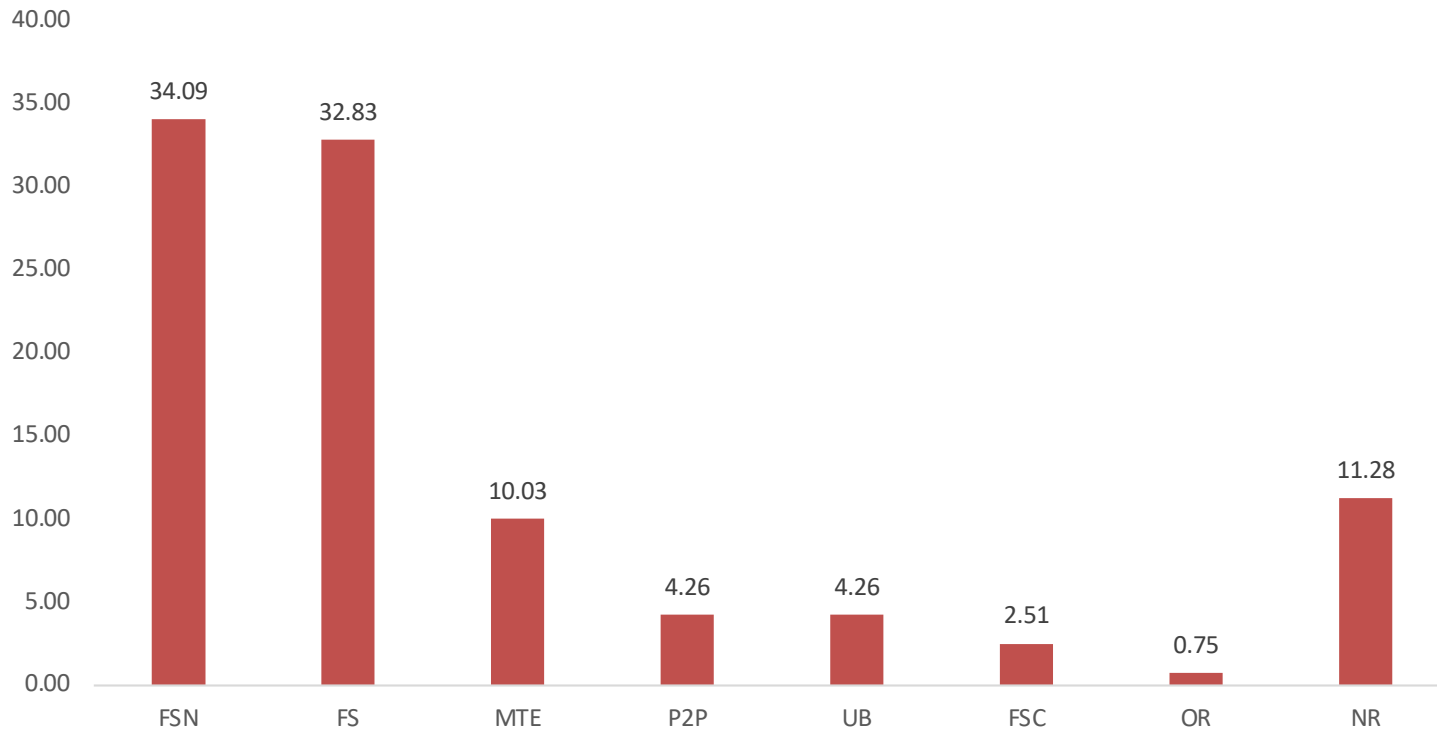
etc!!!

On the spectrum, somewhere between one end and the middle. As of now there's no label for it which I feel is good

Cisgender

Sample Characteristics 2020

Household Financial Situation



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 2020

FSN Financially secure for now (136; 34.1%)

I am unemployed- my partner has stable work as a nurse; Secure, frugal, able to save each year; financially secure for now; reasonably secure for now; Retired, financially secure at least for now; Cautiously secure for now; Financially annoyed; Retired on fixed income. Hopefully secure; Middle class, limited retirement benefits; Secure, but with 2 years of slowly phasing in retirement savings (so not as 'wealthy' as we were and will be); Enough -- most of the time but not always; upper middle class, but will likely lose my job due to COVID; in pretty good shape

FS Financially secure (131; 32.8%)

Upper income; middle class; financially secure; Blessed to be financially secure; comfortable retirement; comfortable, upper middle; very good; comfortable; Retired on secure mid-level income; somewhat financially secure; comfortably modest. However debt free

MTE More than enough (40; 10.0%)

More than I need; more than enough; well off; Affluent

P2P Living paycheck to paycheck (17; 4.3%)

low-income; poverty level; struggling; fixed income; paycheck to paycheck one of us is on disability; Living slightly above paycheck to paycheck; living paycheck to paycheck and 20,000+ student loan debt, but I can lean on parents and grandparents if I need; retired but need a part time job to stay stable; on a month to month budget

UB One unexpected bill away from a problem (17; 4.3%)

unexpected bill away from a problem; on the edge of comfort; low income but, have some savings for retirement; able to meet basic needs, uncertain for the future, buried in debt; Underemployed, depending on retired parent; Rapidly depleting all retirement funds; One large medical bill away from difficulties; my income is just a little above the cutoff for affordable housing, but it is secure; Money is tight, but so far, I'm still able to pay bills. No savings left and one unexpected bill could create a major problem; Recently divorced single mom. I have savings and I break even every month. I will likely not be able to contribute more to my saving for a year or two.

FSC Financially secure but concerned (10; 2.5%)

Enough to pay the bills today but don't feel secure long term; retired and financially secure for now but health problems mounting along with expenses to solve them; OK for now, but will pandemic change things; currently stable but worried; ok til bottom falls out of stock market w this great depression; currently secure but worried; Living comfortably enough with a low income for now, but facing unemployment

OR Other responses (3; 0.8%)

Unemployed; trying to rebuild from a divorce; still reeling from an unwanted early retirement

Sample Characteristics 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 2020

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

White (341; 85.5%)

White; w; White of English and Canadian heritage; white of Irish, Swedish, Finnish heritage; White of mixed heritage; white of western European heritage; White (European descent); Caucasian; White with Swedish and Lithuanian Jewish ethnicity

POC + white: People who identify as part Person of Color and part white. (4; 1%)

79%White, 21% African and Native American; Hybrid (French, Irish, Scottish, some unknown middle- eastern unknown; Mixed race European and Asian; Filipino and white - "Mixed"; mixed white and black... predominantly white though strongly identify with black family members; mixed white-Asian Indian; Japanese and white - "White"

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

One response for a family member: Latino; Native American

AF/B: African American/Black/African (1; 0.25%)

African- American- Descendant of Enslaved Africans; African American; Black

API : Asian Pacific Islander (4; 1%)

Asian-American; asian; Asian; Chinese American; Vietnamese

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

Responses for family members: Latinx and brown; Latino, Peruvian ancestry; Mexican

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

Responses for family members: native; Central American Indigenous

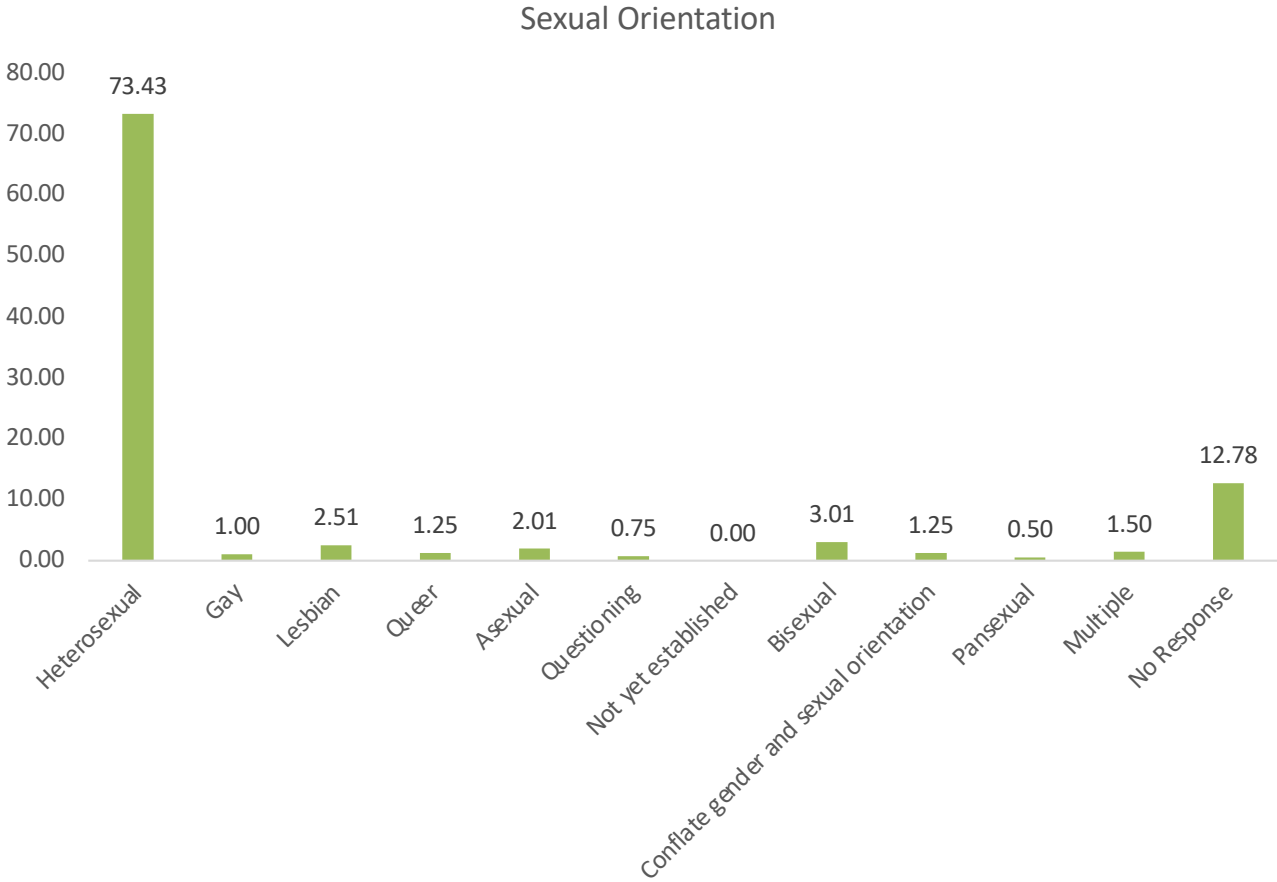
NR for No or Unclear Response. (48; 12.0%) Includes such responses as:

Human	Swedish Irish
American	Mexican/Irish
Blended	Greek
etc !!!	Dutch

European American

Parents were both second-generation immigrants, farmers in the Midwest.

Sample Characteristics 2020



See next slide for sample responses in each category.

Responses to Sexual Orientation Question 2020

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

H: Heterosexual (293, 73%)

Straight, Heterosexual, Straight/heterosexual, over the hill straight, straight ally, traditional, and the very long response "I'm a monogamous heterosexual, but honestly I don't care AT ALL what another person's sexual orientation is (except for my spouse) since it's irrelevant to my relationship with them."

G: Gay (4, 1%)

Gay (with and without the capital letter) and irretrievably gay

L: Lesbian (10, 2.5%)

Lesbian (with and without the capital letter)

B: Bisexual (13, 3.2%)

bi, bisexual, bisexual in a linear way, and bisexual in a straight marriage.

Q: Queer (5, 1.3%)

queer (with and without the capital letter) and Not straight, don't like the term bi

P: Pansexual (2, 0.5%)

pansexual and pan

A: Asexual (8, 2%)

asexual (with and without the capital letter); panromantic, asexual; queer and asexual; and straight, asexual.

M: Multiple (6, 1.5%)

Bi/pan-sexual queer man; bisexual and/or queer; bisexual, queer; moving target; questioning, pansexual; On a spectrum; Bisexual/queer; etc!!!

?: Questioning (3, 0.8%)

questioning, straight/questioning (a youth), and straight/gay curious

C: Conflate sexual orientation with gender identity (5, 1.3%)

See above (since the previous question was about gender identity), male, female, m, f, and Already answered that question.

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

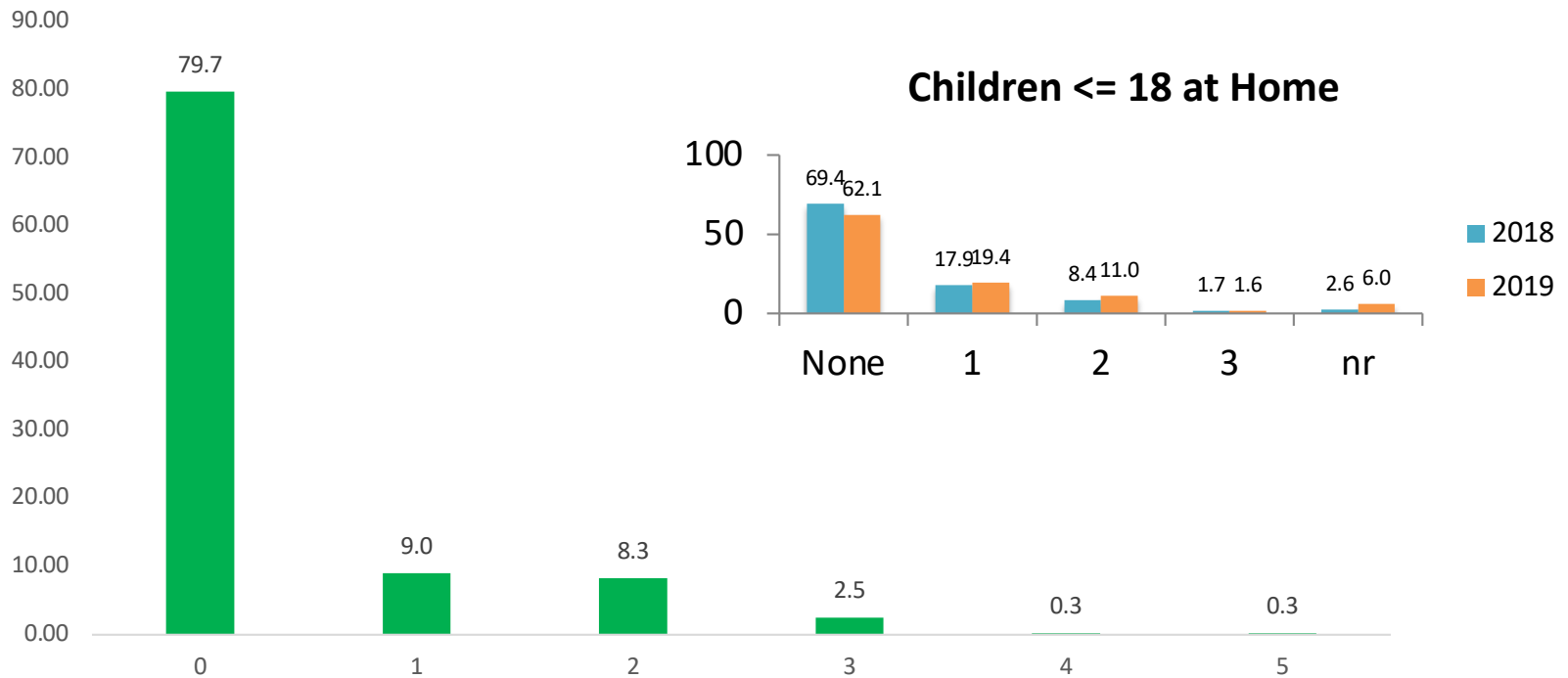
Unknown, Unknown!, Straight indicating, Nothing, or ? (for family members other than the respondent), tbd, child, child-unknown, unknown/developing, Not yet determined, and too young.

NR: No Response (50, 12.5%)

Sex positive, celibate, and people who left it blank.

Sample Characteristics 2020

Children <= 18 at Home – 2020 (Percent)

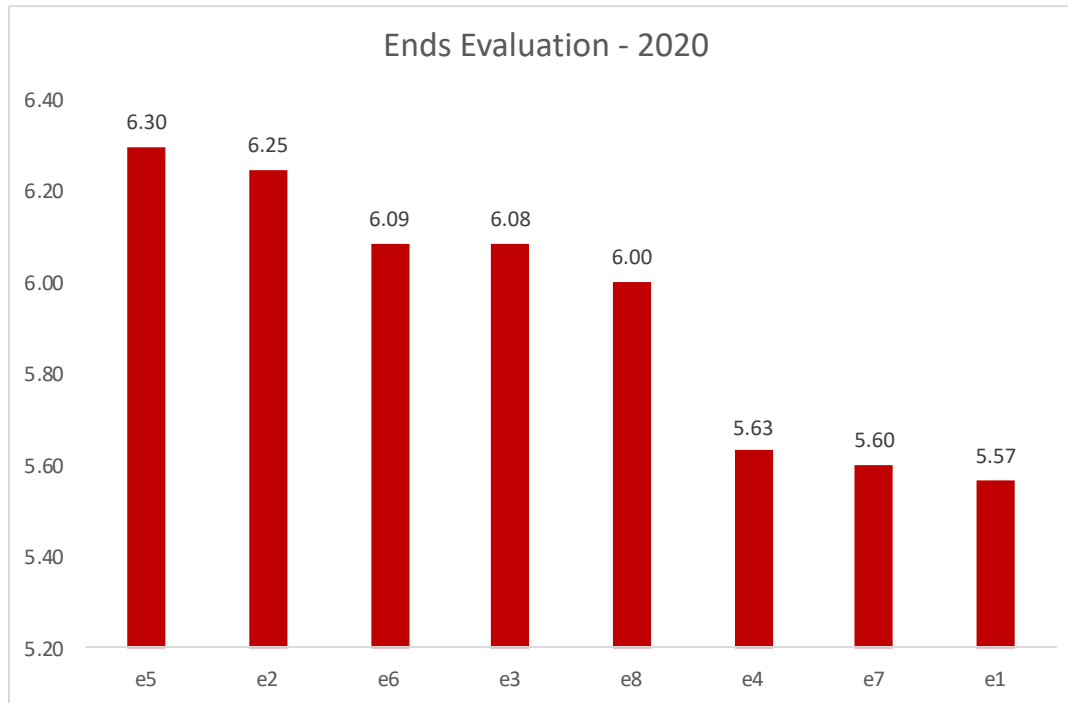


Note: The question asked people to respond only if they had children at home. Thus, the 79.7% of responding congregants who have 0 children at home includes an unknown percent of responding congregants who simply skipped the question.

Key Takeaways from the Survey

- Ends evaluations essentially at three rating levels:
 - Highest: Ends 2, 5
 - Higher: Ends 3, 6, and 8
 - Lower: Ends 1, 4, and 7
- Ends evaluations improved year-over-year for each of the eight ends. This is true in aggregate and by age category and by gender.
- Ends evaluations in 2020 by BIPOC (Black, Indigenous, People of Color) families compared to white families are mostly lower, with the exception of two ends, also true in 2019. However, only one of these differences is statistically significant.
- Loyalty and Net Loyalty are at their highest level since we've been tracking this metric. The same is true for all age categories and genders.
- The nine personalized ends-related statements, a new evaluation this year, are all rated lower than their associated end, except for one. 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 two of those pairings for congregational education and development that could advance the ends.
- There's stability at the top of the Program/Activity response rankings. We note one downward trend in Pastoral Care.
- Comments greatly appreciate the direction of the ends and also note the personal and institutional challenges of making them real.

Evaluation of Ends Statements – Averages



- Highest Ends are e5 and e2; lowest are e1, e7, and e4
- Transitioned to a 7-point scale in 2019 vs. a 5-point scale in previous years. This gives more room to move the needle to the upside.
- Ave for all Ends are in the Agree area (5.6 to 6.3), so they are all in positive territory.

Differences ≥ 0.16 are statistically sig at the 95% level of confidence.

(e5,e2) > (e6,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.
- e3 Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
- 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.
- 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.
- e1 Create a multicultural spiritual home built on authentic relationships.

Closer Look at Distribution of 2020 Evaluations

	e1	e2	e3	e4	e5	e6	e7	e8
7	20.1	42.4	35.3	22.1	48.9	36.6	23.6	30.1
6	42.4	44.4	44.1	39.6	37.6	44.9	36.1	48.4
5	21.8	9.0	13.5	24.8	6.5	11.3	22.3	12.3
4	6.0	1.8	3.3	7.0	2.8	3.5	9.3	4.8
3	6.3	1.0	1.5	3.0	1.0	1.8	2.8	1.0
2	1.3	0.0	0.0	2.0	0.3	0.5	2.0	0.0
1	1.0	0.5	0.5	0.5	0.8	0.5	1.0	1.0
na	1.3	1.0	1.8	1.0	2.3	1.0	3.0	2.5
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 (7); for e2 the modal response is about tied between 6 and 7.
- Neutral/negative responses strongest for e1, e4, and e7.
- Lowest response (1) occurs about as often for all Ends
- e7, e8, and e5 have the highest percentage of no response.

e1 Create a multicultural spiritual home built on authentic relationships.

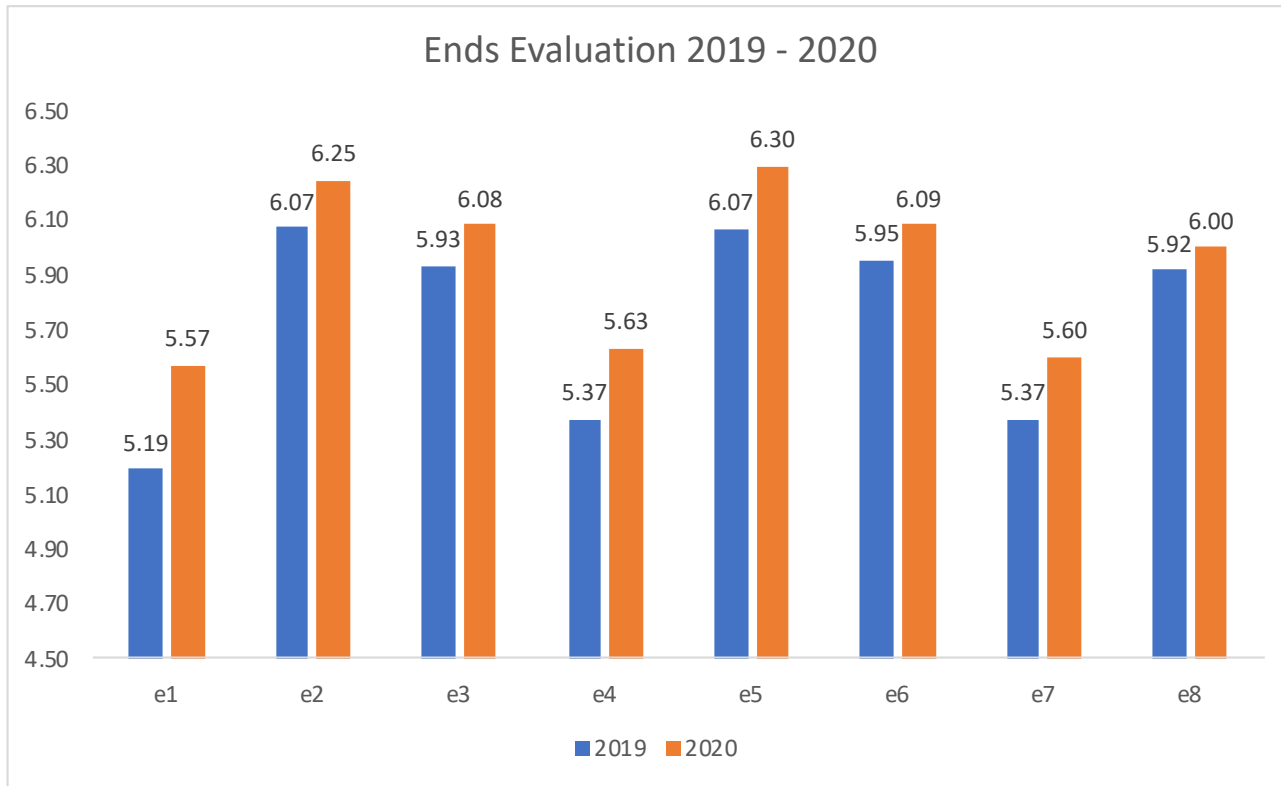
e4 Know each other in all our fullness and create an ever-widening circle of belonging for all people.

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.

Ends Tracking 2019 - 2020



Observations

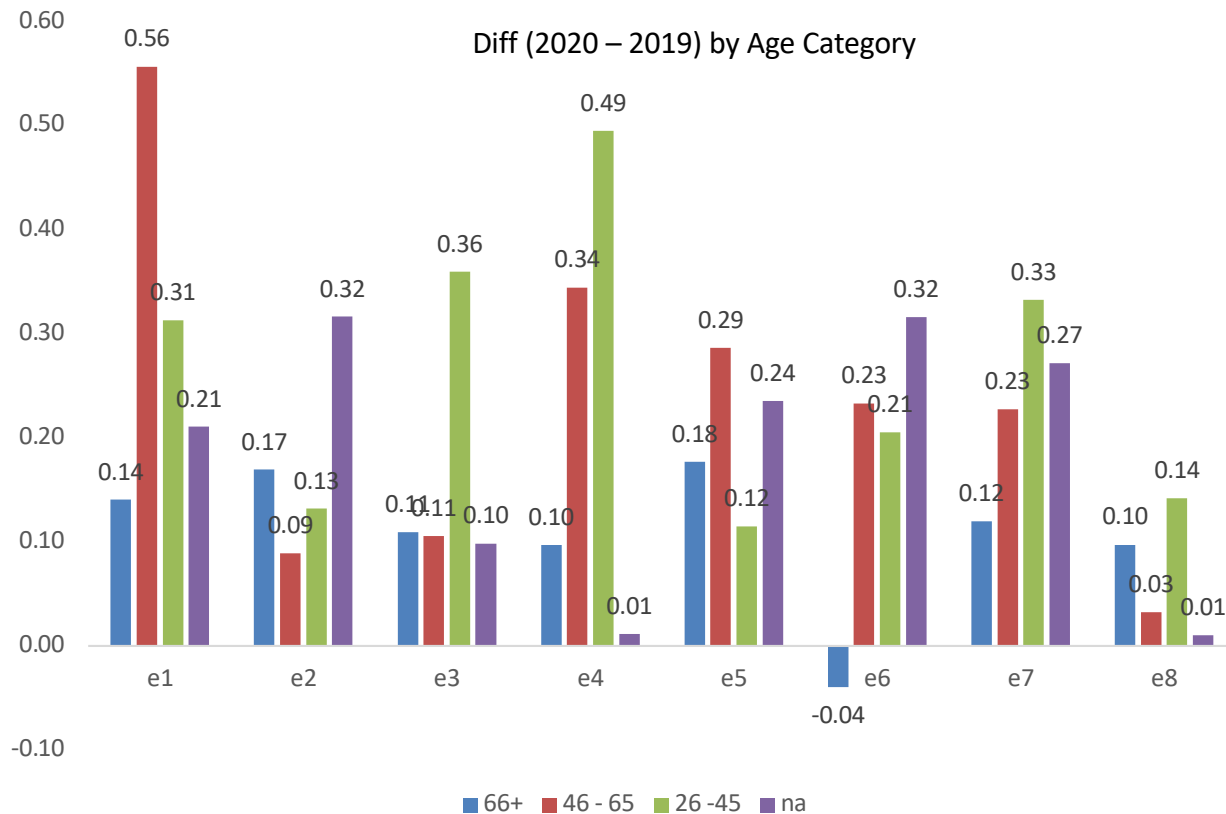
- 2020 ratings directionally greater for all Ends.
- Rank order of Ends' ratings essentially the same in both years (e5, e2, ... e4,e7,e1).

Statistically speaking...

- e1 and e4 differences are significant at the 95% level of confidence.
- All differences are significant at the 90% level except e3, e6, and e8.

End	Statements in Rank Order by 2020 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.
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.
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.
e1	Create a multicultural spiritual home built on authentic relationships.

Ends Tracking 2019 – 2020 by Age Categories



Observations...

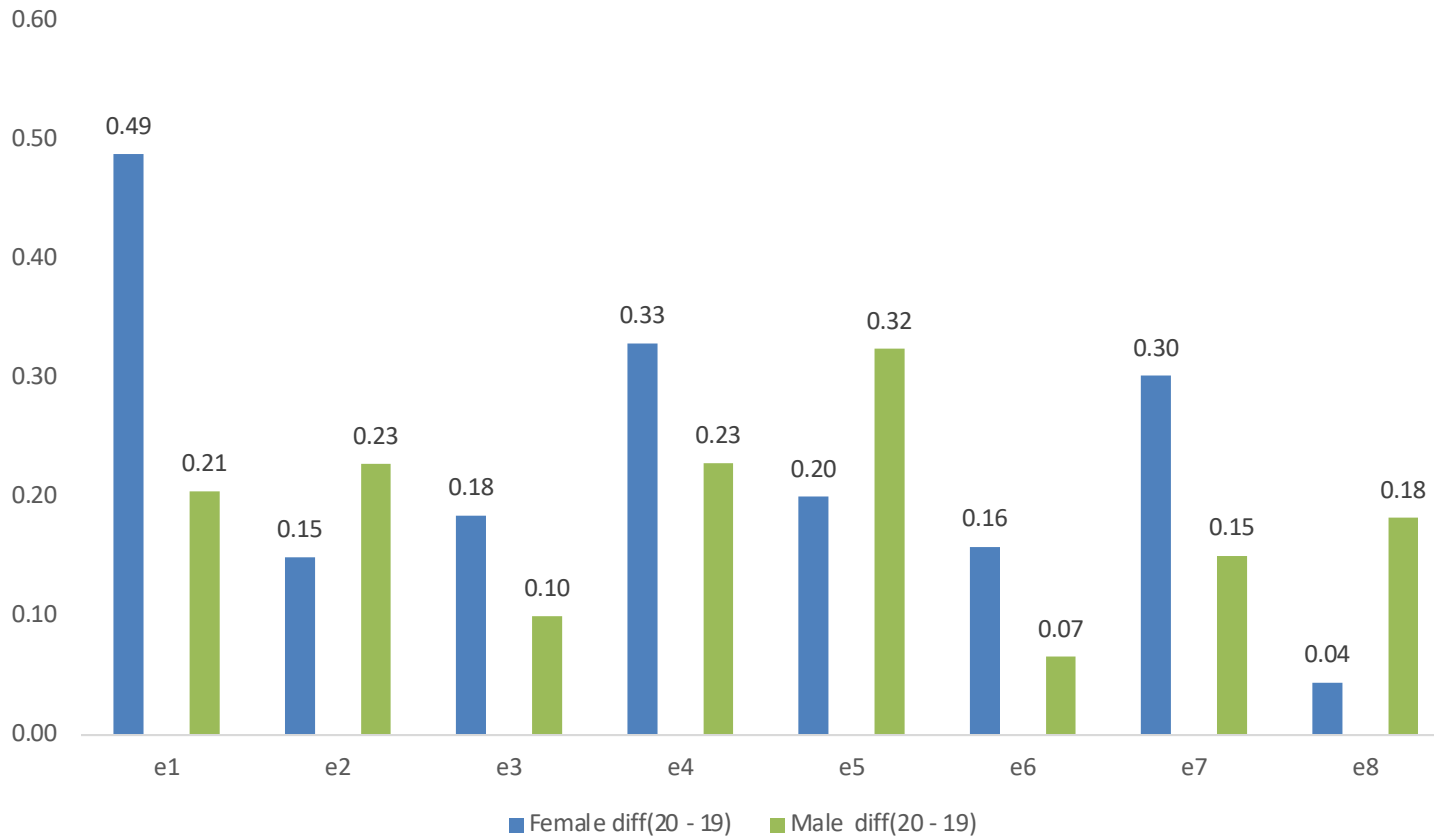
- All differences for all Ends in each age category show year over year gains (exception is e6 for 66+ category).
- Largest difference (0.56) is for e1 in the 46-65 age category.

Statistically speaking for the 46-65 age group only:

- e1 difference is significant at the 90% level of confidence.
- None of the other end differences for the 46-65 age group are significant at the 90%; e4 and e5 differences are sig at the 80% level.
- Stats not run for other age categories.

Ends Tracking 2019 – 2020 by Gender

Diff (2020 – 2019) by Gender

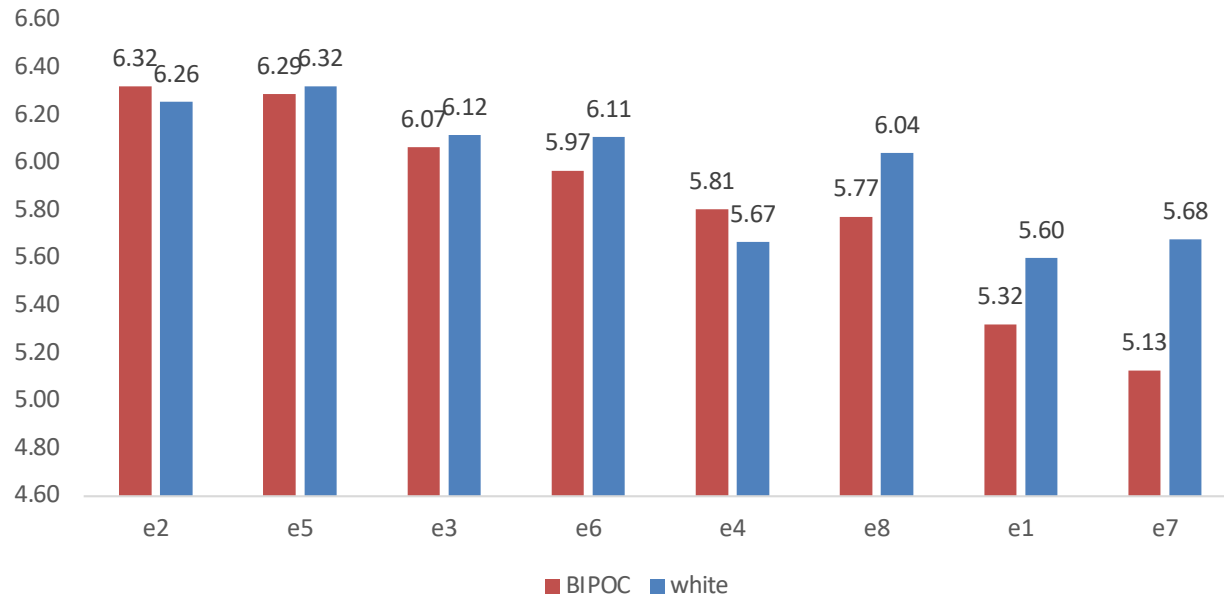


Observations...

- All differences for all Ends for each gender show year-over-year gains.
- Largest difference (0.49) is for e1 for Females.
- The Female year-over-year gains tend to be greater than the year-over-year gains for Males with a couple of exceptions: e2, e5, and e8.

Rating Differences – BIPOC and White Families

Ends Evaluation - BIPOC Families and White Families - 2020



	$\Delta(W-B)$	
	2020	2019
e7	0.55	0.03
e1	0.28	0.09
e8	0.27	-0.14
e6	0.14	-0.07
e3	0.05	0.12
e5	0.03	0.03
e2	-0.07	0.08
e4	-0.14	0.02

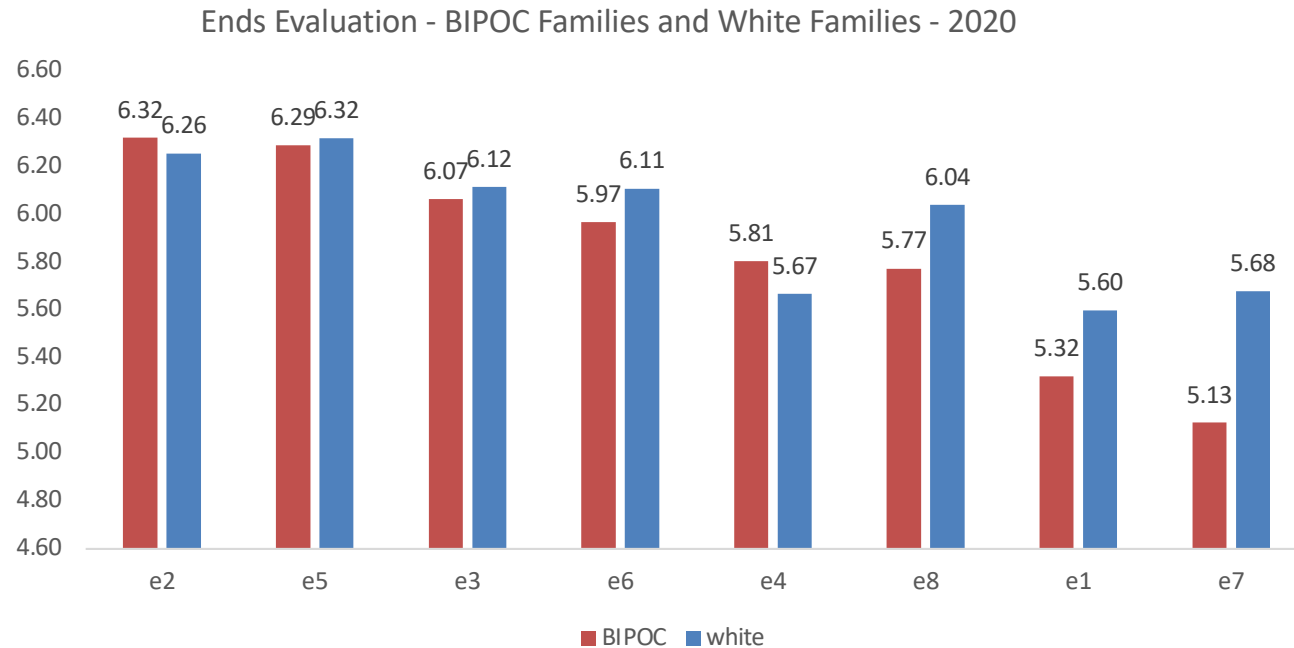
	Net Loyalty	Optimism	Support
White	75.94	7.55	7.26
BIPOC	67.74	7.16	6.77

BIPOC	% 2020	% 2019
yes	7.8	20.2
no	80.7	73.7
nr	11.5	6.2

e7 diff significant at 90% level of confidence.

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.
e3	Articulate our Unitarian Universalist faith identity, teach it to our children, share it with others, and live it courageously in the world.
e6	Discover and pursue our individual and collective work to advance justice, wholeness, and equity for people, our Earth, and all life on it.
e4	Know each other in all our fullness and create an ever-widening circle of belonging for all people.
e8	Sustain and steward the church and our larger Unitarian Universalist movement for the future.
e1	Create a multicultural spiritual home built on authentic relationships.
e7	Create brave space for racial healing and dismantling dominant culture

Rating Differences – BIPOC and White Families



Observations:

- BIPOC families rate six of the eight ends lower than white families (same as last year). However, only the difference on e7 is statistically significant at the 90% level (none of the other differences are significant at even the 80% level).
- In 2020, 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 difference in ratings between responding congregants who self-identified as being from a family of color and white families in 2019 tended to be smaller than the difference in ratings between BIPOC families identified from family racial data in 2020 and white families.

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.

The column between the personalized statements and the values statements shows the range in response. For the personalized statements, the range is largest for the true of you responses and smallest for the support responses. For the values statements, the range is largest for the true of you responses; the other two ranges are much smaller and similar.

Notice how “I integrate Unity Church’s core value of courageous action into my life” is rated least true in responding congregants’ lives. This seems consistent with how responding congregants rated “I stay engaged with the work of confronting systems of oppression, despite discomfort and inevitable failure” as least true in their lives.

Evaluation of 12 Personalized Ends-Related Statements

Sorted by		Q1	Q5	Q3	Q4	Q7	Q8	Q9	Q6	Q2	range(QH-QL)	V1	V2	V3	range(VH-VL)
✓	True of you	5.65	5.38	5.34	5.17	4.93	4.87	4.81	4.70	4.46	1.18	5.65	5.46	4.55	1.10
	Importance	6.36	6.15	5.39	6.08	6.02	5.91	5.63	5.80	5.99		6.06	6.11	5.88	
	Support	5.69	6.01	6.12	5.79	5.74	5.69	5.91	5.94	5.66		5.98	5.99	5.73	
		Q1	Q5	Q4	Q7	Q2	Q8	Q6	Q9	Q3		V2	V1	V3	
	True of you	5.65	5.38	5.17	4.93	4.46	4.87	4.70	4.81	5.34		5.46	5.65	4.55	
✓	Importance	6.36	6.15	6.08	6.02	5.99	5.91	5.80	5.63	5.39	0.97	6.11	6.06	5.88	0.22
	Support	5.69	6.01	5.79	5.74	5.66	5.69	5.94	5.91	6.12		5.99	5.98	5.73	
		Q3	Q5	Q6	Q9	Q4	Q7	Q1	Q8	Q2		V2	V1	V3	
	True of you	5.34	5.38	4.70	4.81	5.17	4.93	5.65	4.87	4.46		5.46	5.65	4.55	
	Importance	5.39	6.15	5.80	5.63	6.08	6.02	6.36	5.91	5.99		6.11	6.06	5.88	
✓	Support	6.12	6.01	5.94	5.91	5.79	5.74	5.69	5.69	5.66	0.46	5.99	5.98	5.73	0.26

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.			

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

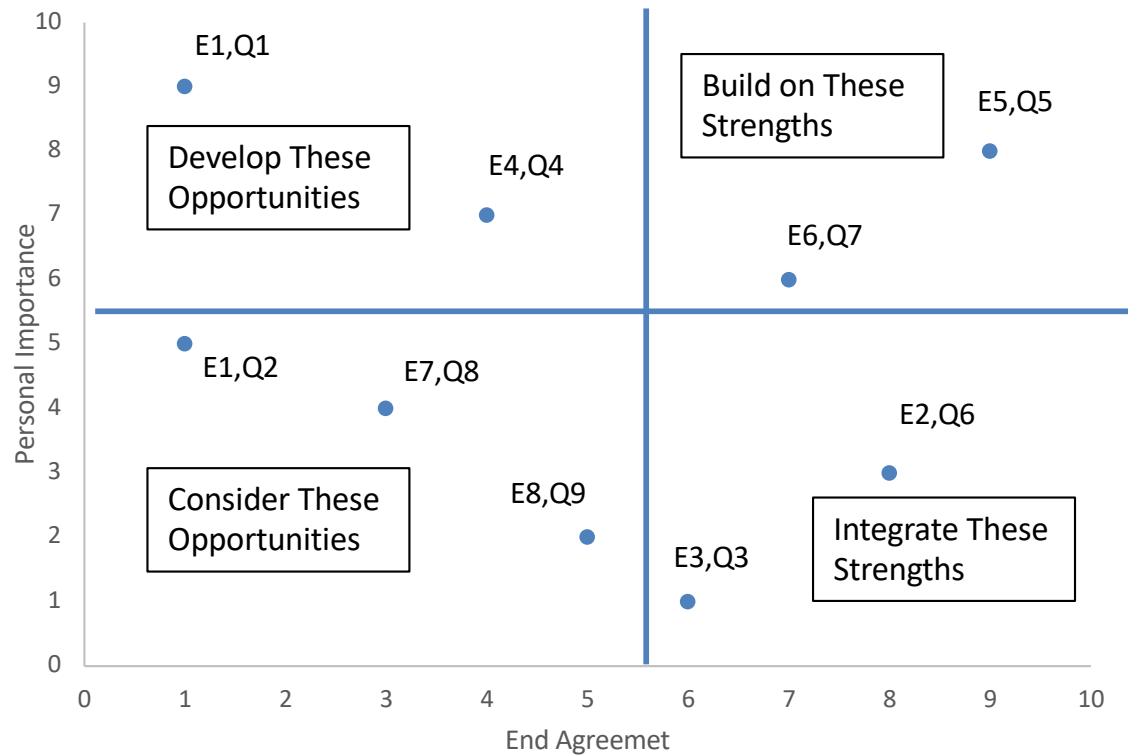
Pair	(e)	End (e)	(q)	Personalized Statement (q)
1 (e1 q1)	1	Create a multicultural spiritual home built on authentic relationships.	1	I am culturally self-aware and see and appreciate differences in people across cultures.
2 (e1 q2)	1	Create a multicultural spiritual home built on authentic relationships.	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 average performance rating for the Ends statement (horizontal axis)
- 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 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.

Quad Map - Ends Agreement x Personal Imp (Ranks)



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 lowest, but it is the most important to us.

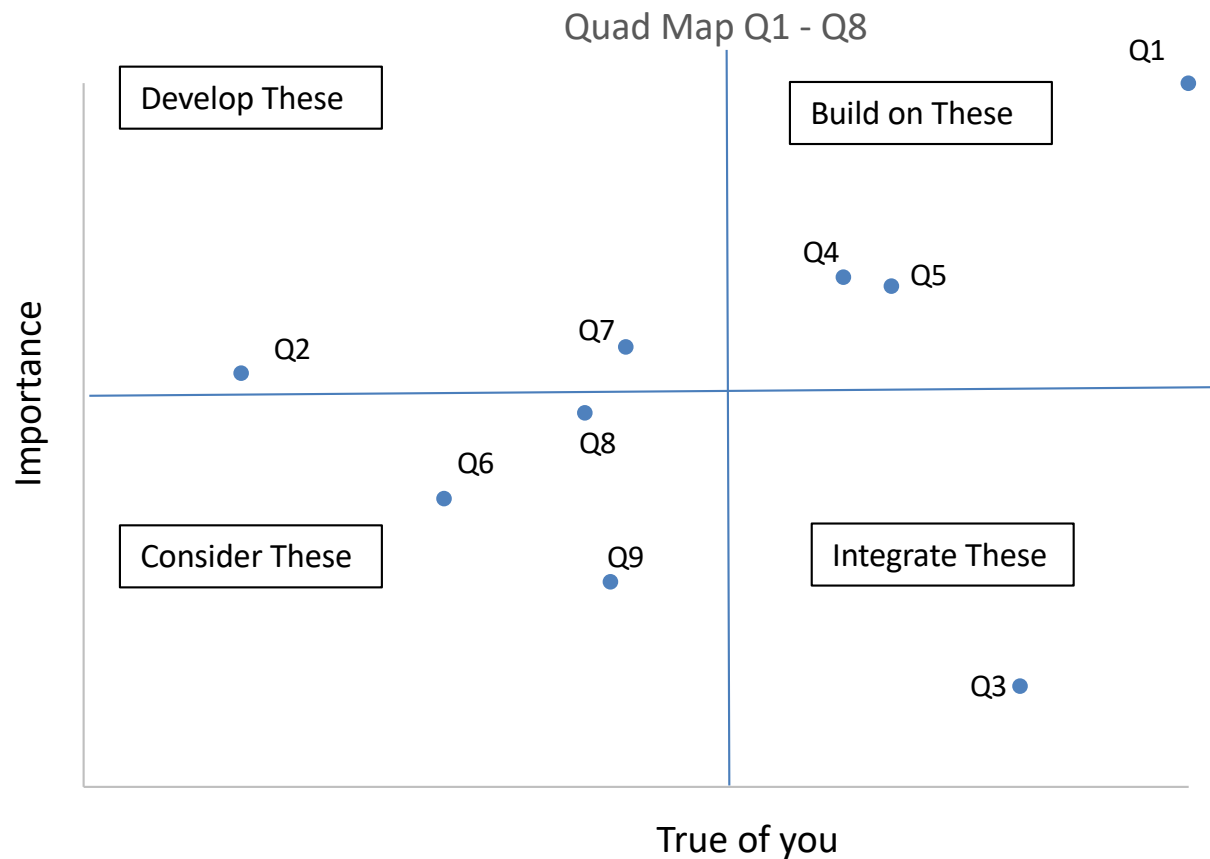
E4Q4: Develop our ability to create a wider circle of belonging. We rate the end lower but its importance higher.

The next slide has a different quadrant map where we plot each personalized ends-related statement according to its average:

- “True of you” rating (horizontal axis)
- Importance rating (vertical axis)

This map highlights what responding congregants as a group see as their strengths and where they might find opportunity for personal growth. We could enhance existing programs and ministries by building on these strengths and developing these opportunities. This could enhance our programs’ impact on spiritual well-being (see slide 35).

Quadrant Map of 9 “Personalized Ends-related” Statements – 2D: True of you x Importance



Opportunities...

Q1: Build on people’s perceived strength in seeing and appreciating difference, especially because it is also important to them

Q4 and Q5: Consider how these strengths of creating belonging and offering care can support work in other areas.

Q2: Focus on helping people stay engaged with the work of confronting racism, because they don’t feel good at it but it’s more important.

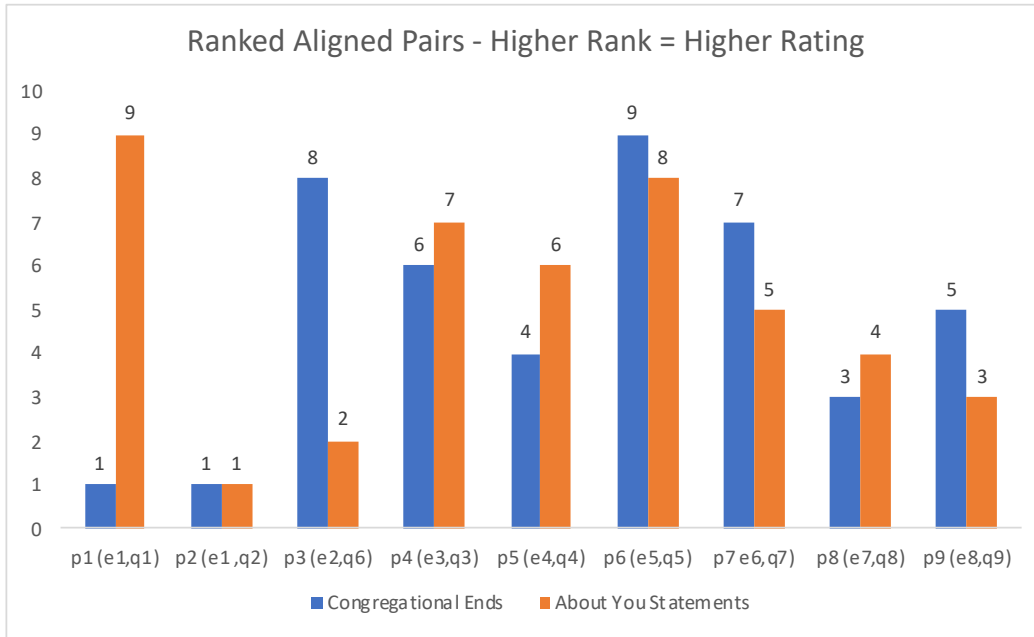
Q3: Help people make the connection between being articulate about their faith and their ability to confront racism and find their work for justice in the world.

	Question in order according to “Support from the church” ratings	Support
Q3	I confidently claim my Unitarian Universalist faith and testify to its transforming power.	6.12
Q5	I generously give and openly receive compassionate care in times of joy, sorrow, and transition.	6.01
Q6	I have a regular and grounding spiritual practice that grows my capacity for wonder and spiritual deepening.	5.94
Q9	In gratitude, I help steward the congregation’s future.	5.91
Q4	I work to create an ever-widening circle of belonging for all people.	5.79
Q7	I discover and pursue my individual work to advance justice, wholeness, and equity for people and our Earth and all life on it.	5.74
Q1	I am culturally self-aware and see and appreciate differences in people across cultures.	5.69
Q8	I help create space in which brave learning, new relationships, and culture change can happen.	5.69
Q2	I stay engaged with the work of confronting systems of oppression, despite discomfort and inevitable failures.	5.62

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 Ends.

Aligned Pairs

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)

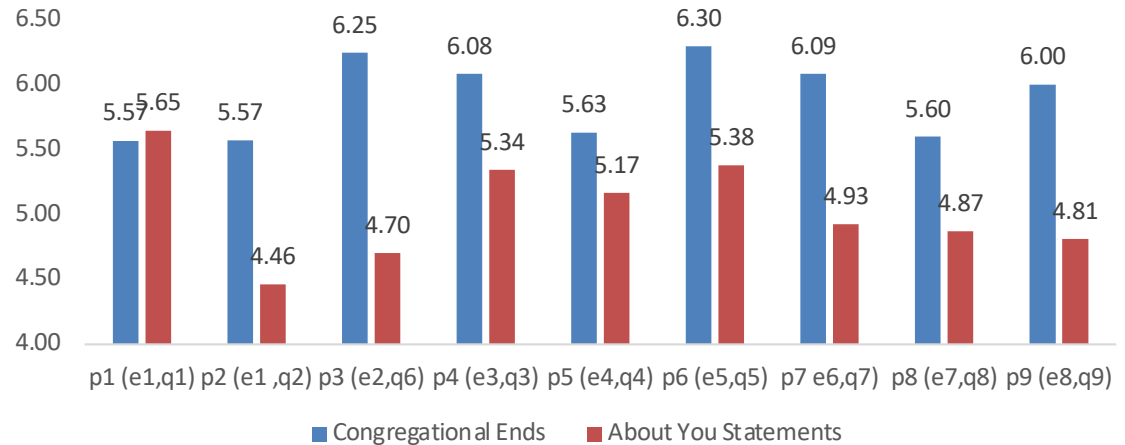


Largest ranking discrepancies -

- In the first pair (p1), q1 is the highest ranked personalized statement (true of you) and e1 is the 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.

congregational ratings >> about you ratings (except for p1)

Ratings - Aligned Pairs

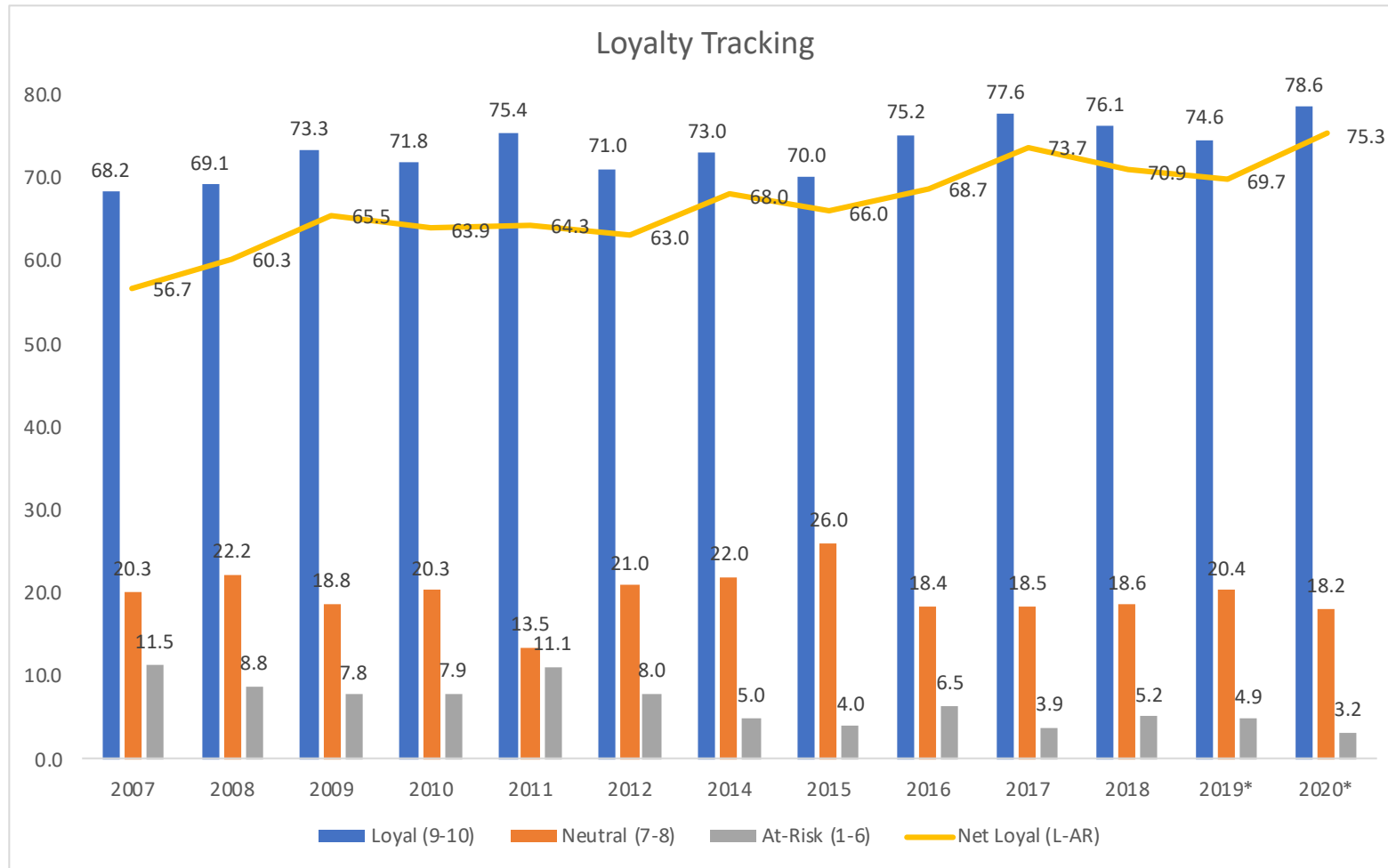


Q1	I am culturally self-aware and see and appreciate differences in people across cultures.		
Q6	I have a regular and grounding spiritual practice that grows my capacity for wonder and spiritual deepening.		

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.		

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)****



Line tracks Net Loyalty

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

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

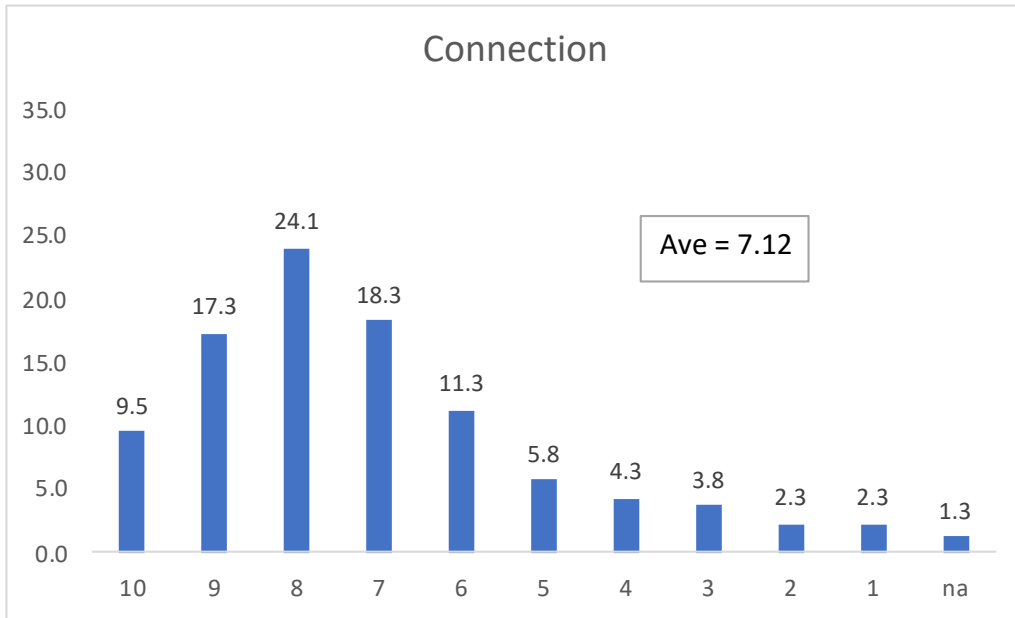
2020 best loyalty metrics to date.

Loyalty Metrics by Age, Gender and Year (2020 v 2017 as the Previous Best)

2020		2017		net loyalty diff (2020 - 2017)
	66+			
83.2	% loyal	83.5		
1.7	% at-risk	1.1		
81.5	net loyalty	82.4		-0.9
	46 - 65			
81.5	% loyal	76.4		
2.4	% at-risk	3.8		
79.0	net loyalty	72.6		6.4
	25 - 45			
64.0	% loyal	59.5		
8.0	% at-risk	10.8		
56.0	net loyalty	48.6		7.4

2020		2017		net loyalty diff (2020 - 2019)
	Female			
80.3	loyal	78.7		1.6
2.6	at-risk	3.2		-0.7
77.8	net loyal	75.5		2.3
	Male			
76.2	loyal	74.1		2.1
2.9	at-risk	4.9		-2.1
73.3	net loyal	69.1		4.2

Two Additional Questions in 2020 about Connection and Optimism



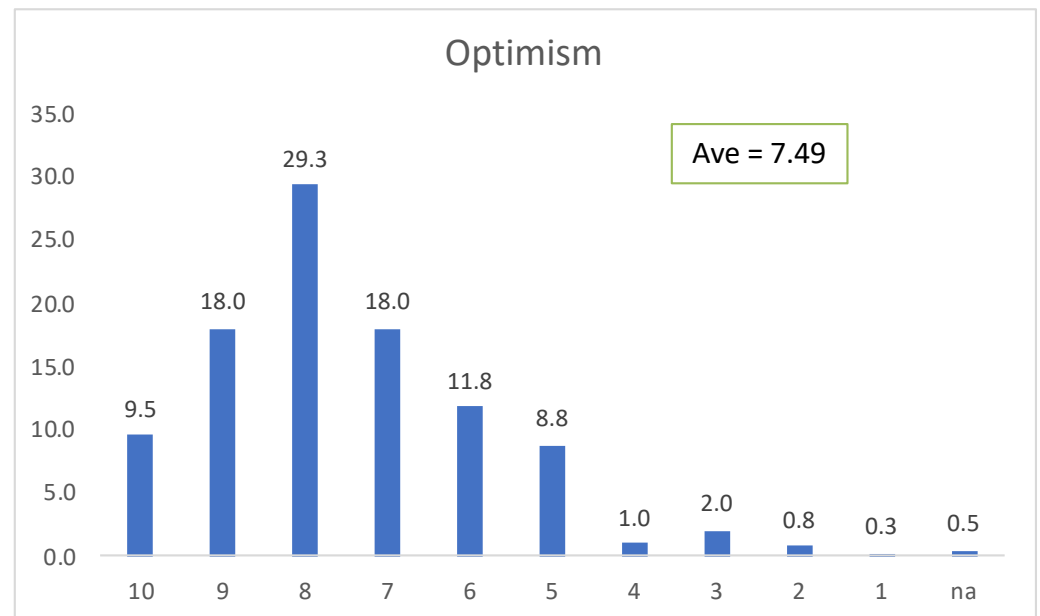
See the slide with survey comments for more information on how people are currently feeling about connection to the church.

Connection Question:

As you know, we have moved much of the church's ministry on-line, in response to COVID-19, and now provide daily minister messages, live-streamed worship, on-line group meetings, congregational connectors, recorded Wellspring Wednesday worship, and more. To what extent are you feeling connected to the church in this time of social distancing? (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).



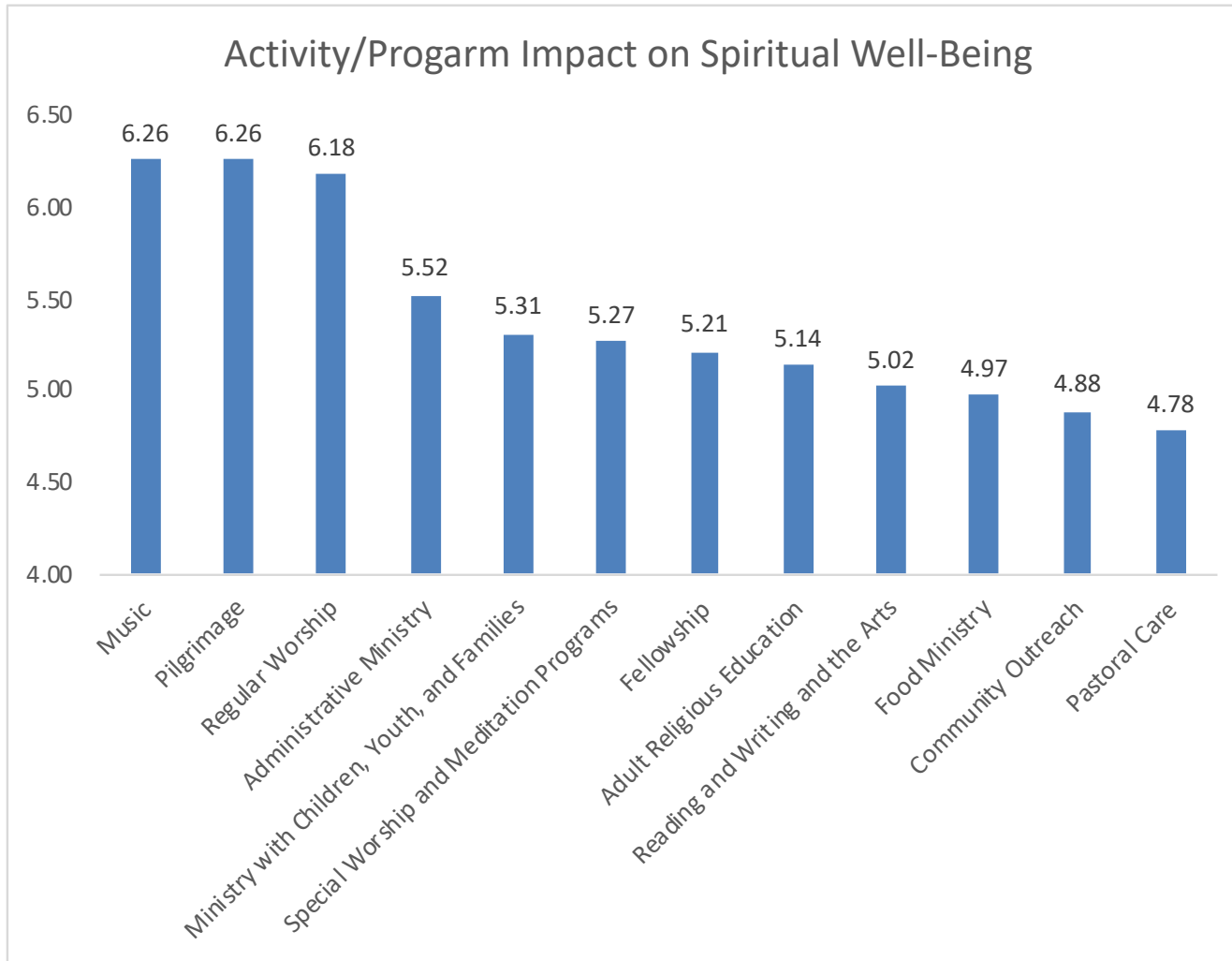
Program/Activity Impact on Spiritual Well-Being - 2020

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

ave	% participate				
6.3	32.2	Music			
6.3	17.4	Pilgrimage			
6.2	95.7	Regular Worship			
5.5	26.6	Administrative Ministry			
5.3	20.8	Ministry with Children, Youth, and Families			
5.3	49.3	Special Worship and Meditation Programs			
5.2	29.9	Fellowship			
5.1	70.2	Adult Religious Education			
5.0	47.0	Reading and Writing and the Arts			
5.0	18.8	Food Ministry			
4.9	50.5	Community Outreach			
4.8	26.7	Pastoral Care			

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? For example, the Pastoral Care rank is trending lower. 12th in 2020, 7th in 2019, 5th in 2018, 5th in 2017. While programs are not in competition for higher rank, could this indicate an opportunity to enhance the program?

Program/Activity Impact on Spiritual Well-Being - 2020



What Do Comments Tell Us?

- Although comments about feeling disconnected from the church while the building is closed slightly outnumber those about still feeling connected, for the most part people deeply appreciate the church's work to maintain what contact is possible through technology and would like to see at least some of it continue once the building is open again. People from across the country noted how livestreamed worship allowed them to participate once again in a beloved ritual. People particularly appreciate the minister messages, many saying that they feel even more connected through them.
- Many comments noted the lack of diversity in the congregation as evidence we have a long way to go before we can truly call ourselves a multicultural church. At the same time, many comments honored the church's efforts in that direction, and expressed a commitment to those aims.
- Many comments noted that as individuals they feel they fall short of the lofty goals of the ends but continue to work on it and appreciate the church's support.
- A few comments of discomfort with the phrase "dismantling dominant culture."
- An interesting suggestion: offer more asynchronous offerings, where participants can choose their time to engage and still interact with others. For example, videos with forum discussions to unpack what participants view.
- An interesting challenge: what if we have permanent difficulties gathering in person? Are we looking far enough out about potential impacts?
- This was the first year no one wondered whether program participation should impact their spiritual well-being. 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, Women in Retirement, Dine with Nine, Cairns, mentoring Coming of Age participant, Wellspring Wednesday, Chalice Circle, IDI training, and many others.

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.