

Analysis of 2025 Congregational Survey Unity Church Unitarian

September, 2025

Agenda - 2025

- Survey Structure
- (Key takeaways from the survey)
- Evaluation of Ends Statements
 - Separate Evaluation of Ends in terms of Performance, Importance, and Inspiration
 - Look at a Quadrant Map which combines all three evaluations
- Loyalty Tracking
- Connectivity Tracking...considering both in-person and online opportunities
- Congregational segments based on importance of Ends (2 and 3 segment solutions)
- Evaluation of Programs and Activities and their impact on spiritual well-being
- Evaluation of Ends/Loyalty by Gender and Age
- Sample characteristics
- What do comments tell us?

Congregational Survey Structure

1. Key Evaluation Measurements

- a. Baseline evaluations on three new Ends Statements: Performance, Importance, Inspiration
- b. Loyal/At-risk evaluation –“Would you recommend UCU to a friend or relative”
- c. Connectivity evaluation considering both in-person and online opportunities
- d. Evaluation of the impact of Programs/Activities on spiritual well-being

2. Demographic information

In addition to straight-forward questions, e.g., age and length of time at UCU, we also asked open-ended demographic questions to elicit people’s demographic story as they themselves would tell it, e.g., “how would describe your sexual orientation”.

3. Comments

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

- After the ends evaluation
- After the demographic information

Key Takeaways from the Survey – 2025

Ends Evaluation

- e3 (*Cultivate a multigenerational community of joy, care, and belonging*) is the star of the show. It is the end that has the highest rated performance, it ranks as the relatively most important end, and it is the end that congregants are most inspired to contribute time and energy to. (Slides 8, 9, 10)
- Regarding performance, the first component of each macro-end - e1, e3, e5 – rates higher than the second component of each macro-end (e2, e4, e6). (S8)
Also Ends where performance is rated the lowest are e2 (*Yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice*) and e4 (*Evangelize love to meet the deep and abiding hunger in all of us*) are the (S8)
- Regarding importance, E3 (e5 and e6) is the relatively least important macro-end with micro-end e6 (*Allow ourselves to be transformed*) having the relatively lowest importance. (S9)
- Regarding inspiration, E1 (e1 and e2) is the macro-end with the lowest level of inspiration with micro-end e1 (*Understand the interconnected roots of oppression*) generating the least inspiration to contribute time and energy. (S9)

Loyalty

- After a 14 year upward trend, Net Loyalty (the key metric) dropped 25% from 2020 to 2023 (Covid, ministerial transition). This metric “reset” in 2024 – up 20% and reset continues in 2025 – up 15% (a little less than in 2024). (S11)

Connectivity

- Connectivity metric is little changed year-over-year, 2025/2024, but continues the upward trend. (S12)

Segments – To help facilitate program/activity planning and communication we can partition congregants into clusters/segments based on similar patterns of importance rankings of the Ends. We highlight a two and a three segment result. (S13 - 16)

- The two-segment solution:
 - seg 1 - relatively most important End – E1; relatively least important End – E3
 - seg 2 - relatively most important End – E2; relatively least important End – E1
- The three-segment solution:
 - seg 1 - relatively most important End – E1; relatively least important End – E3
 - seg 2 - relatively most important End – E2; relatively least important End – E3
 - seg 3 - relatively most important End – E2; relatively least important End – E1

continued on next slide...

Key Takeaways from the Survey – 2025 (con't)

Program/Activity Impact on Spiritual Well-Being (S17)

- Results pretty consistent across years: Pilgrimage (when applicable), Music, Regular Worship lead the way regarding impact.
- Ministry with Children experiences a relatively large drop in impact from previous years.
- Community Outreach took a 13 percentage point jump in participation from 2024 to 2025.

Evaluation of Ends/Loyalty by Gender (S18,19)

- Small n's (42 for males, 35 for others) mean margins of error/confidence intervals are relatively large for point estimates for these groups.
- Women show a higher level of inspiration than men pretty much for all ends.
- Regarding Performance ratings for men, women, and others, as with the total sample, the first component of each macro end (e1, e3, e5) rates higher than the second component of each macro end (e2,e4, e6).
- Also regarding Performance ratings, rank order of e2 and e4 for men flip vis-vis rank order for women, but for both, men and women, e2 and e4 rank 5th and 6th (out of six).
- For both men, women, and other, as with the total sample, e3 has the highest relative importance and e6 has the lowest. Importance rank order for men of e2 (5th in imp) and e5 (2nd in imp) flip vis-vis order for women in importance rankings.
- Net Loyalty for men considerably higher than for women.
- Weighting these gender categories by more traditional percentages makes no difference in the takeaways based on the results using the sample as reported. See Sample Characteristics/Gender Balance (S23).

Evaluation of Ends/Loyalty by Age (S20,21)

- The same issue mentioned above regarding small n's for the analysis by gender applies here for the age categories <= 60 and other.
- Congregants <= 60 generally show greater inspiration for all Ends, especially E1 (e1 and e2); the one exception is e4 for "other" essentially tied with age category <=60.
- Regarding performance ratings, for both age categories, as with the total sample, the first component of each macro end - e1, e3, e5 - rates equal to or higher than the second component of each macro end (e2,e4, e6). True for E1 and E3 for "other"; for E2, e4>e3.
- Weighting these age categories by more traditional percentages, as for the gender analysis, makes no difference in the takeaways based on the results using the sample as reported. **Continued on next slide...**

Key Takeaways from the Survey – 2025 (con't)

Sample Characteristics

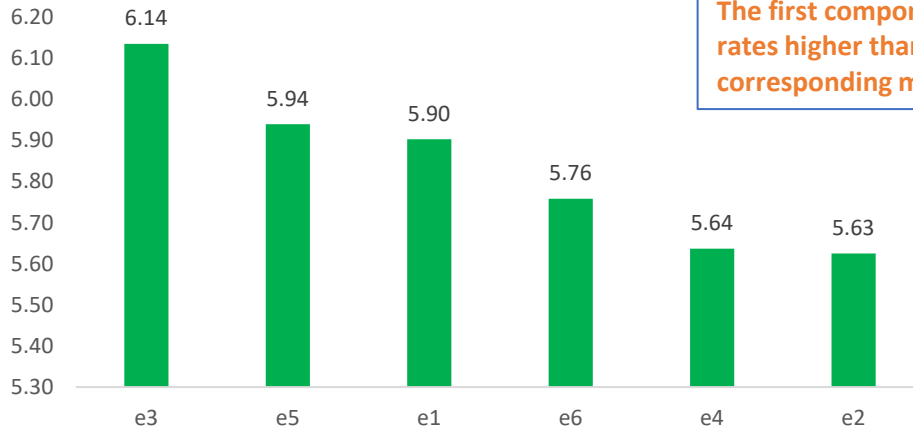
- Sample size = 199. Ave = 331 (2008 – 224). Harder to get congregant's attention during mid-summer months (mid-June to mid-July)? (S22)
- Ave age = 68.6. Continues upward trend. Hypothesis for relatively large jump this year: survey conducted mid-June to mid-July. Younger people/families have more summer distractions than older congregants with less time for surveys. (S23)
- Gender balance. Ratio W/M = 2.86 in current survey; historical ratio W/M = 2.17. It's summer...more men on the golf course? (S24)

What Do Comments Tell Us?

- See slides 25 and 26 for what ChatGPT says.

Evaluation of Ends Statements – 2025

Ends Performance Evaluation - 2025
Scale (1 - 7)



The first component of each macro end - e1, e3, e5 – rates higher than the second component of the corresponding macro end (e2,e4, e6)

Differences ≥ 0.17 are statistically sig at the 80% level of confidence.

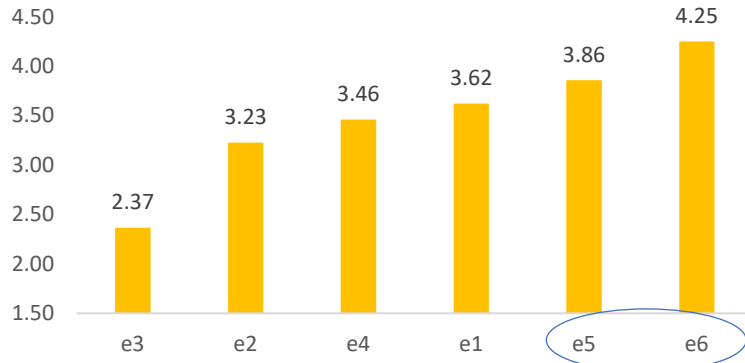
(e3) > all; (e5,e1) > (e4,e2); (e5>e6)

Rank Order of the Ends based on Performance Evaluations

e3	Cultivate a multigenerational community of joy, care, and belonging.
e5	Practice life-long faith formation, grounded in Unitarian Universalist theology that breaks us open.
e1	Understand the interconnected roots of oppression.
e6	Allow ourselves to be transformed.
e4	Evangelize love to meet the deep and abiding hunger in all of us.
e2	Yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice.

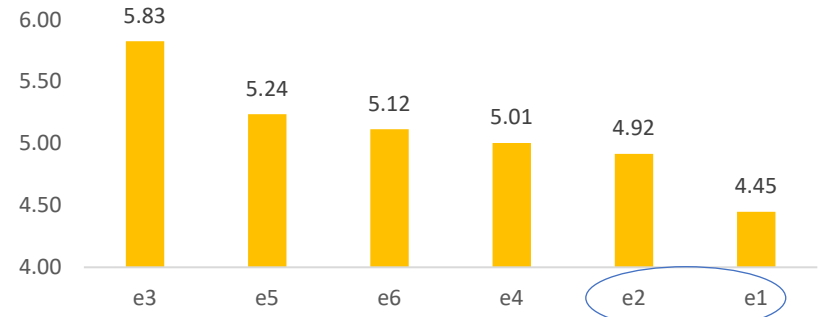
Evaluation of Ends Statements – 2025

Ends Importance - Ave Rank - 2025
Lower nbrs = relatively more important



E3 (e5 and e6) is the relatively least important macro end.

Ends Average Inspiration - 2025
Scale (1- 7)



E1 (e1 and e2) has the lowest level of inspiration.

Differences > 0.45 sig at the 80% level of confidence....listed below.

e1 vs e3

e1 vs e6

e2 vs e3

e2 vs e5

e2 vs e6

e3 vs e4

e3 vs e5

e3 vs e6

e4 vs e6

e5 vs e6

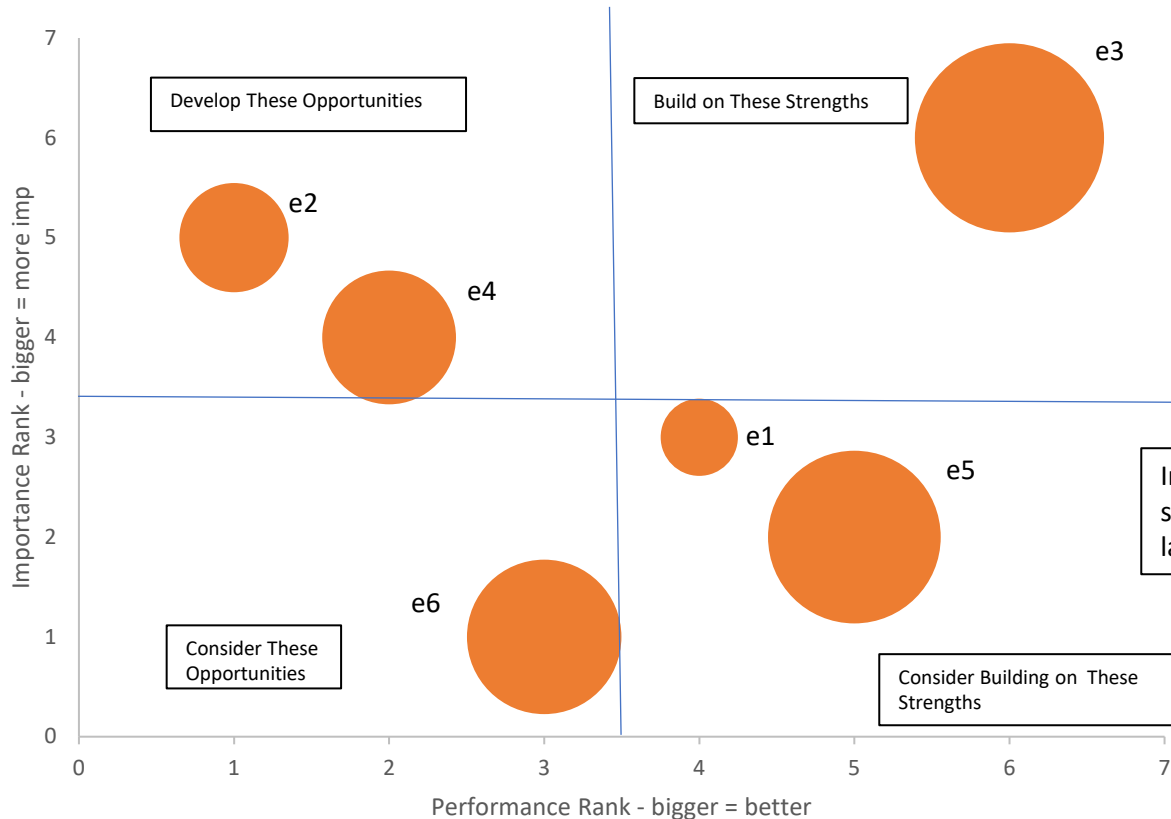
e1	Understand the interconnected roots of oppression.
e2	Yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice
e3	Cultivate a multigenerational community of joy, care, and belonging.
e4	Evangelize love to meet the deep and abiding hunger in all of u
e5	Practice life-long faith formation, grounded in Unitarian Universalist theology that breaks us open.
e6	Allow ourselves to be transformed.

We can combine all three evaluations in a
Quadrant Map



Quadrant Map - Performance x Importance x Inspiration to Contribute

Quadrant Map - Ends Performance x Importance x Inspiration*



This plot suggests we...

- E3: Build on the the church’s strength in and the importance of “*cultivating a multigenerational community of joy, care, and belonging*”. This is also where the most inspiration is.
- E2: Develop our ability to “*yoke ourselves to the demands, sacrifices, and hard work of antiracism...*”. We rate this end the lowest but its relative importance is second highest.
- E4 Develop our ability to “*evangelize love to meet the deep and abiding hunger in all of us.*” We rate the end the fifth lowest, but it is third in relative important to us.)

- e1 Understand the interconnected roots of oppression.
- e2 Yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice.
- e3 Cultivate a multigenerational community of joy, care, and belonging.
- e4 Evangelize love to meet the deep and abiding hunger in all of us.
- e5 Practice life-long faith formation, grounded in Unitarian Universalist theology that breaks us open.
- e6 Allow ourselves to be transformed.

	imp	inspiration
cor w perf	0.029	0.657*
cor imp/inspiration		0.086**

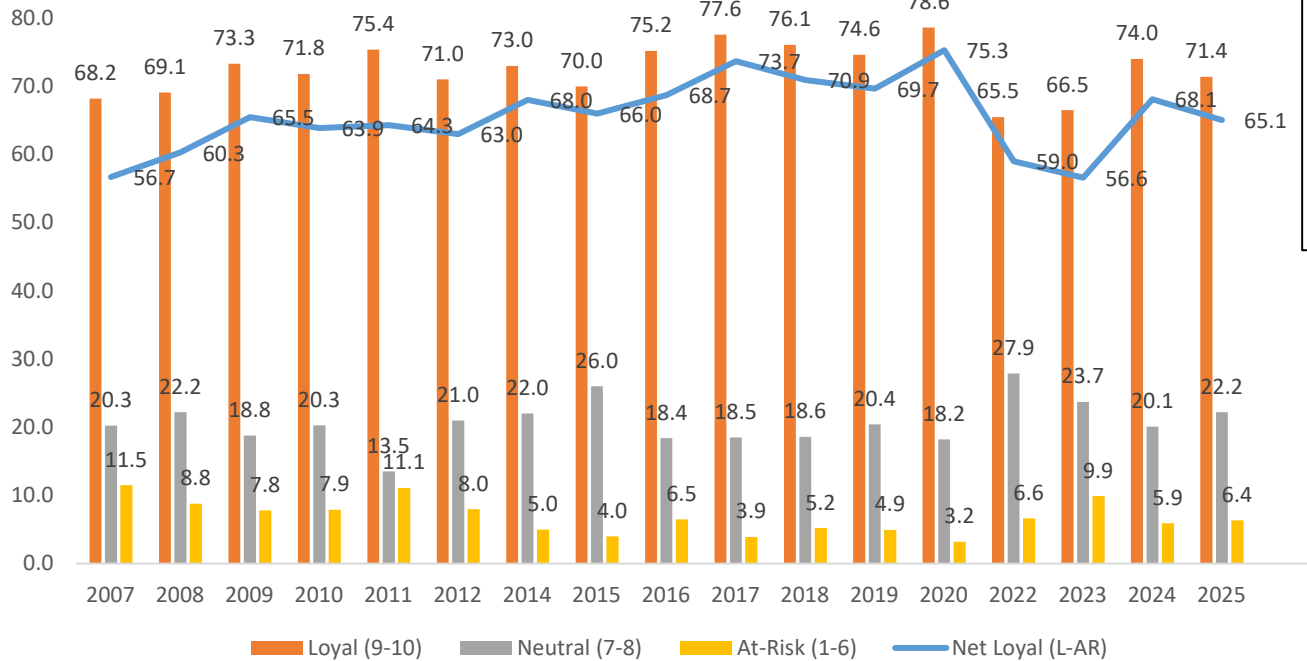
*Bubbles tend to get bigger as you move from L to R.
 **What congregants think the church should prioritize is pretty unrelated to where their inspiration is.

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

(Scale 1- 10)

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)

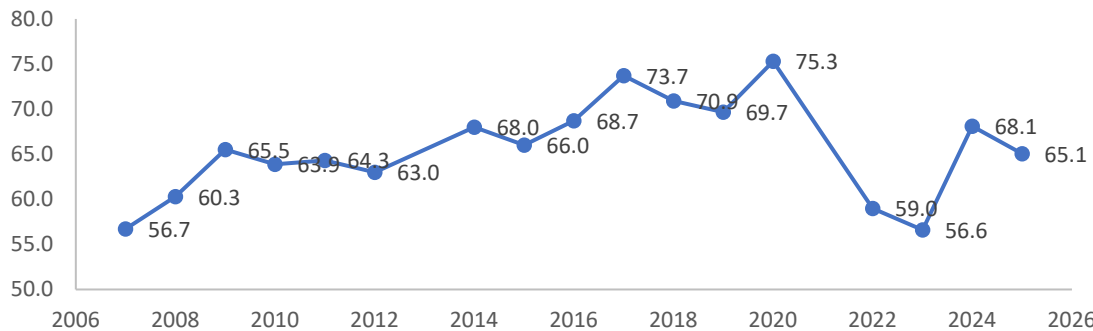
Loyalty Tracking



Net Loyalty dropped 25% from 2020 to 2023 – Covid/ministerial transition. This metric “reset” in 2024 – up 20% and reset continues in 2025 – up 15%.

Blue line tracks Net Loyalty

A More Focused Look at Net Loyalty

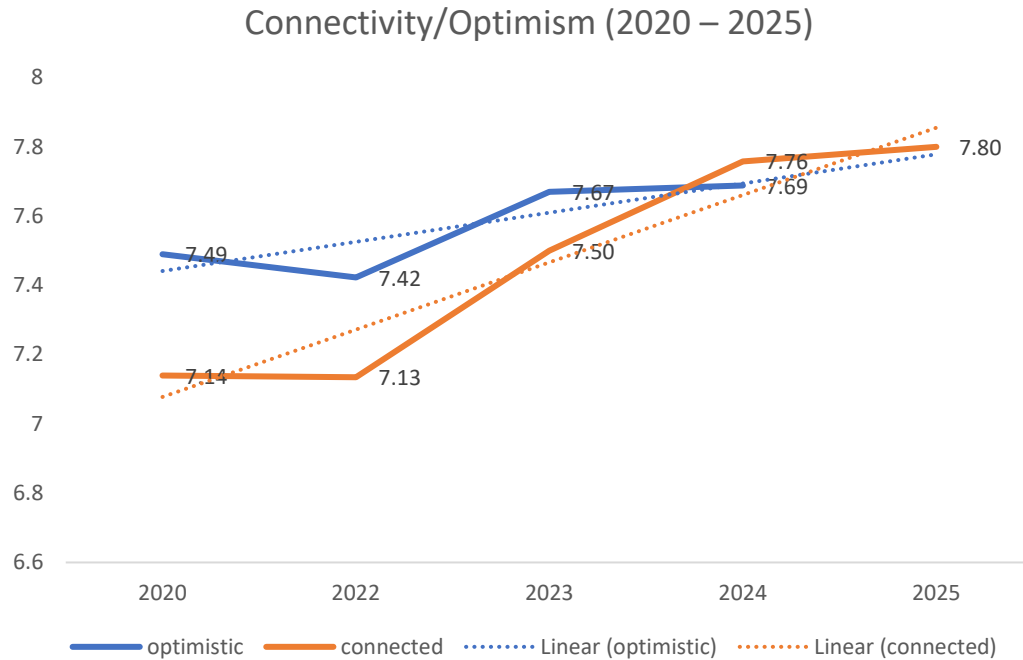


*10 point scale: 1-6 = At-Risk; 7-8 = Neutral; 9-10 = Loyal
Net Loyalty = %Loyal - %At-Risk

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

Connectivity/Optimism Tracking (2020 – 2025)

- To what extent are you feeling connected to the church considering both in-person and on-line opportunities?
- How Optimistic are you about the future? **Not asked in 2025.**



Connectivity metric is little changed year-over-year 2025/2024, but continues the upward trend. The significant increase in this metric 2024/2022 reflects the opportunity to return to in-person worship and activities/programs along with the continued improvement of our on-line offering.

Segmentation – Why Do It?


- Political campaigns want to know what issues are relatively more and relatively less important to voters. Not all voters have the same importance profile – for some the economy is most important, foreign policy least; for some health care is most important, immigration least. Knowing what segments exist and their demographics they can more effectively plan and target communications.
- Car companies want to know what product or service attributes are relatively more and relatively less important to customers. Not all customers have the same importance profile – for some price is most important, pride of ownership least; for some safety is most important, price least. Knowing what segments exist and their demographics they can more effectively plan and target communications (advertising).
- Based on how congregants rank order the importance of the six micro-Ends, are there segments/clusters of congregants that have similar rank order patterns in terms of what Ends are relatively more and less important? Knowing what segments exist, their size, and demographics can help in planning activities/programs and communications.
- Cluster analysis is an analytical procedure that lets us investigate whether segments exist and, if so, how their importance profiles differ.

Two and Three Segment Solutions

Note: Analysis done with micro ends (e1 – e6); results (discussed on the next two slides) are such that the interpretation can be done at the macro level (E1 - E3).

		Bottom Line				Gender			
		Relatively	Relatively						
2-Segments	Most Imp E		Least Imp E	Size	Age	M	W	NR	NB
S1	E1(e1*, e2*)		E3(e5, e6*)	55.6	67.8	18.2	58.6	19.2	4.0
S2	E2(e3*, e4)		E1(e1*, e2)	44.4	70.6	20.3	70.9	1.3	7.6
3-Segments									
S1	E1(e1*, e2*)		E3(e5*, e6*)	34.8	64.9	19.4	58.1	21.0	1.6
S2	E2(e3*, e4)		E3(e5, e6*)	35.4	67.8	14.3	66.7	12.7	6.3
S3	E2(e3*, e4)		E1(e1*, e2)	29.8	70.6	24.5	67.9	7.5	0.0
*Indicates which micro-end is either relative most or relatively least important.									
Notes: In the two segment solution, E1 is both relatively most and relatively least important in S1 and S2, respectively.									
The three segment solution consists of both segments from the two segment solution (now S1 and S3) and adds a third segment (S2) which is a combination of the two.									

e1	E1	Understand the interconnected roots of oppression.
e2		Yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice.
e3	E2	Cultivate a multigenerational community of joy, care, and belonging.
e4		Evangelize love to meet the deep and abiding hunger in all of us.
e5	E3	Practice life-long faith formation, grounded in Unitarian Universalist theology that breaks us open.
e6		Allow ourselves to be transformed.

The next two slides discuss “how the sausage is made”. 

Segments Based on Ends' Importance

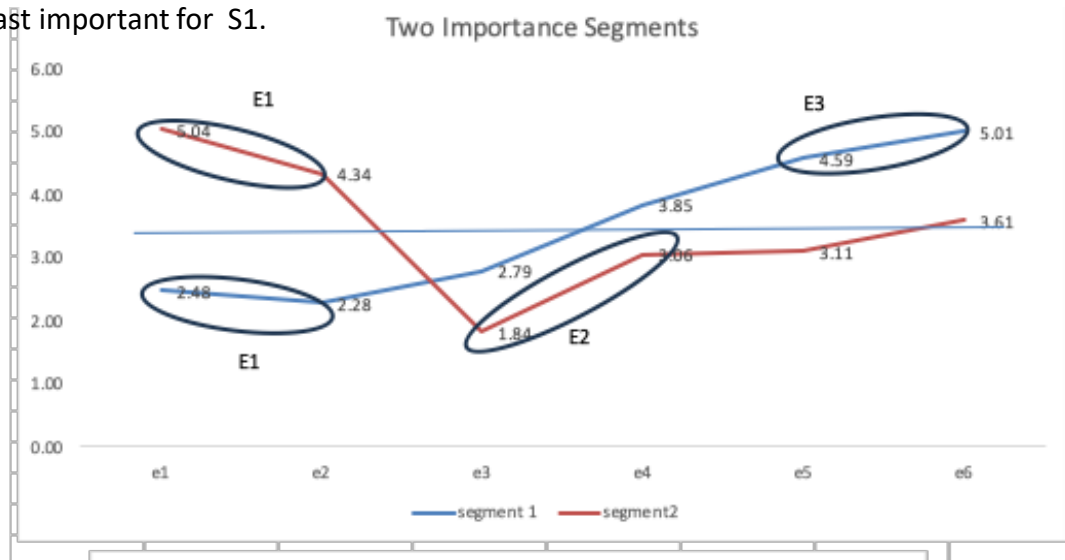
Using an analytical procedure called Cluster Analysis we can cluster/segment a sample into groups with similar response patterns, in this case similar patterns of Ends importance. Shown are 2 and 3 segment solutions. The 2 segment solution is discussed on this slide; the 3 segment solution is discussed on the next slide. Below and on the next slide, our three macro-Ends are labeled E1, E2, and E3. The six micro-Ends are labeled e1, e2,...e6. Lower numbers indicate higher ranks and vice versa.

Cluster means:	E1		E2		E3		size	age	ratio w/m	NB	NR
	e1	e2	e3	e4	e5	e6					
segment 1	2.48	2.28	2.79	3.85	4.59	5.01	55.6	65.7	3.2	4.0	19.2
segment2	5.04	4.34	1.84	3.06	3.11	3.61	44.4	70.1	3.5	7.6	1.3

In the table above, micro-ends in a given segment with ave ranks greater than the overall ave (> 3.5) are coded in a shade of red; micro-ends in a given segment with ave ranks less than the overall ave (< 3.5) are coded in a shade of green. The micro-ends that are relatively most important and relatively least important have the most intense color, green and red, respectively.

Ave ranking is 3.5. e_i 's < 3.5 are relatively more imp; e_i 's > 3.5 are relatively less imp.

For both S1 and S2, one macro-end has both of its micro ends greater than ave in importance, one macro-end with both of its micro-ends less than ave importance, and one macro-end with one micro-end above and one-micro end below ave importance. The micro-ends that are relatively most important and relatively least important are both in macro-ends where both micro-ends are on the same side of 3.5. This is also illustrated in the graph below. E1 is relatively most important for S1 and relatively least important for S2. E2 is relatively most important for S2 and E3 is relatively least important for S1.



e1 Understand the interconnected roots of oppression.
 e2. Yoke ourselves to the demands, sacrifices, and hard work of....
 e3. Cultivate a multigenerational community of joy, care, and belonging.
 e4. Evangelize love to meet the deep and abiding hunger in all of us.

e5 Practice life-long faith formation, grounded in Unitarian Universalist theology that breaks us open.
 e6. Allow ourselves to be transformed.

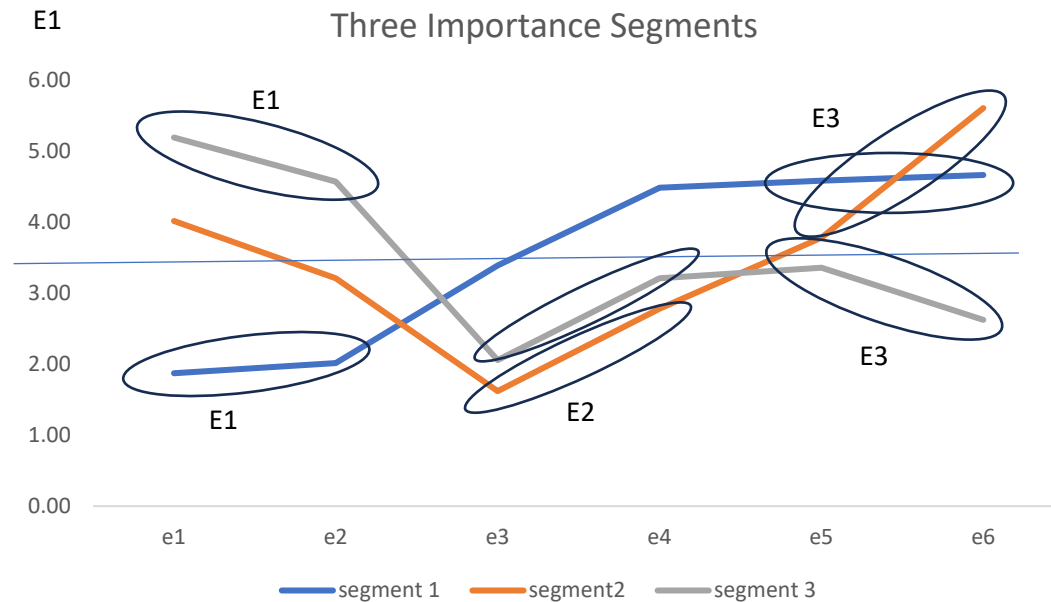
Segments Based on Ends' Importance – con't

Three Segment Solution

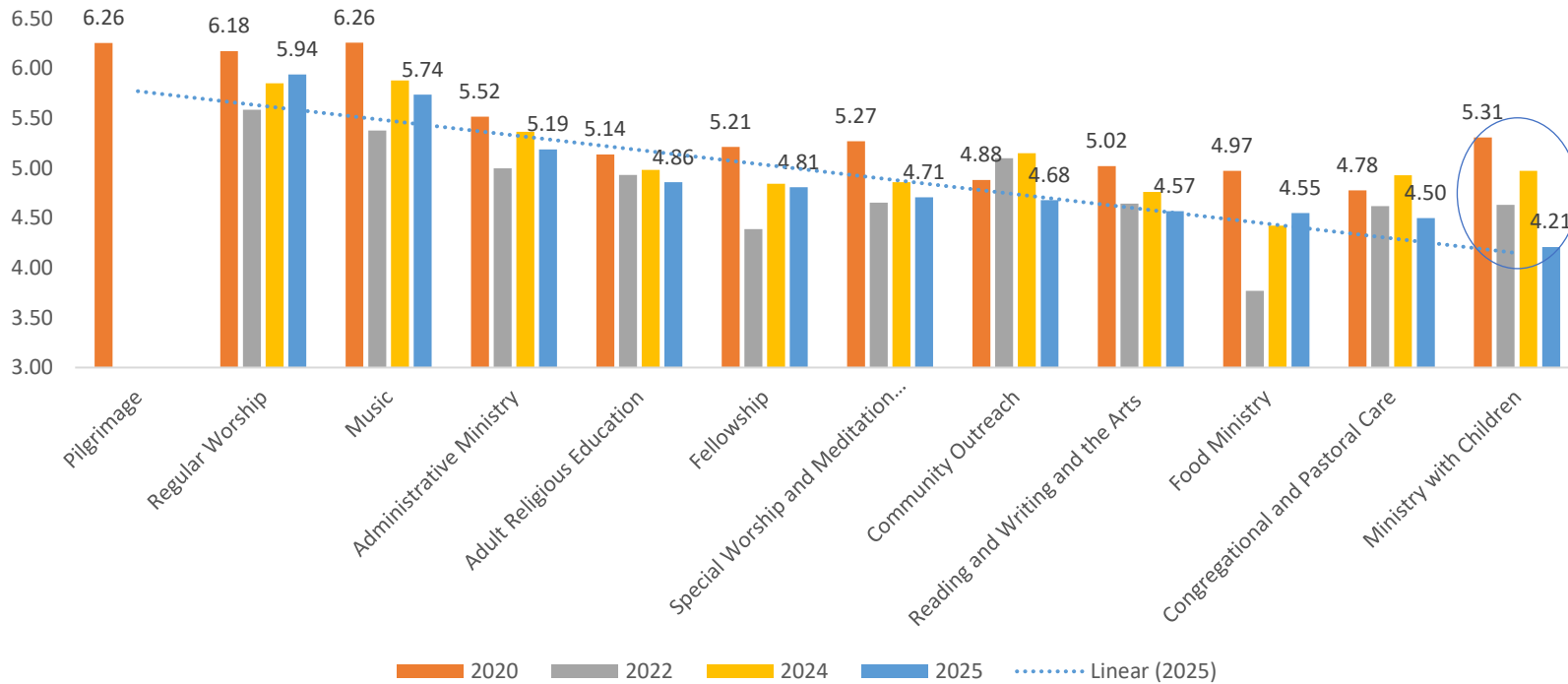
Cluster means:	E1		E2		E3		size	age	ratio w/m	NB	NR
	e1	e2	e3	e4	e5	e6					
segment 1	1.87	2.02	3.39	4.48	4.58	4.66	34.8	64.9	3.0	1.6	21.0
segment2	4.02	3.21	1.62	2.78	3.78	5.60	35.4	67.8	4.7	6.3	12.7
segment 3	5.19	4.57	2.06	3.21	3.36	2.62	29.8	70.6	2.8	0.0	7.5

In the 3 segment solution, two of the segments, S1 and S2, have structures like the two segments in the 2 segment solution. That is, for both S1 and S2, one macro-end has both of its micro ends greater than ave in importance, one macro-end with both of its micro-ends less than ave importance, and one macro-end with one micro-end above and one-micro end below ave importance. The micro-ends that are relatively most important and relatively least important are both in macro-ends where both micro-ends are on the same side of 3.5.

The third segment, S3, all three macro-ends have each of their two micro-ends either less than ave in importance (E1) or greater than ave in importance (E2 and E3). The micro-end that is relatively most important, e3, is in macro-end E2 and the relatively least important micro-end, e1, is in macro-end E1.



Program/Activity Impact on Spiritual Well-Being: 2020 – 2025 (7 point scale)



- Evaluations ordered based on 2025 results.
- Trend line is for 2025 results.
- Results pretty consistent across years: Pilgrimage (when applicable), Music, Regular Worship lead the way.
- Is there a possible issue with Ministry with Children? Impact eval lowest among all P/A in 2025...first time.
- Community Outreach experienced a big jump in participation from 2024.

	PARTICIPATION			
	2020	2022	2024	2025
Administrative Ministry	26.6	27.4	24.9	29.4
Adult Religious Education	70.2	59.2	63.0	68.2
Community Outreach	50.5	39.4	55.1	68.0
Fellowship	29.9	28.6	35.8	37.2
Food Ministry	18.8	10.4	31.9	30.7
Ministry with Children	20.8	15.0	27.4	24.2
Music	32.2	23.6	38.2	37.8
Congregational and Pastoral Care	26.7	23.0	33.9	40.0
Pilgrimage	17.4			
Reading and Writing and the Arts	47.0	37.8	39.9	48.6
Regular Worship	95.7	84.5	89.6	91.1
Special Worship and Meditation Programs	49.3	21.0	42.7	40.0

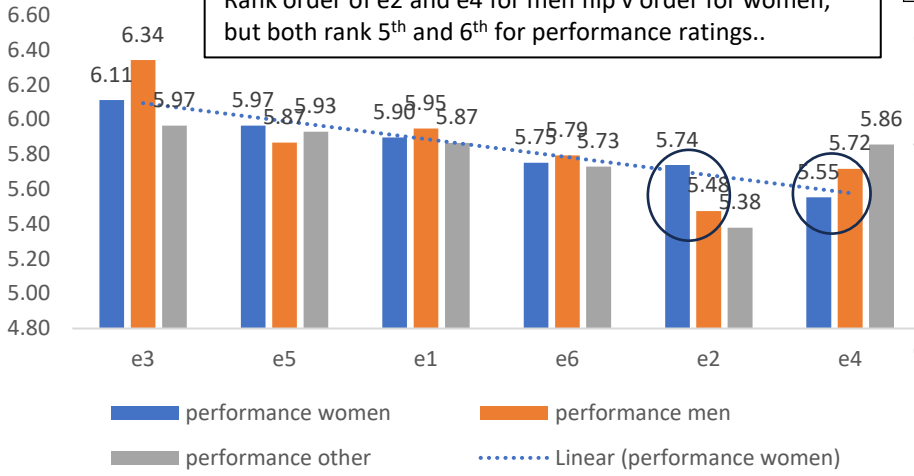
Ends/Loyalty Evaluation by Gender

	n	%
w	120	60.9
m	42	21.3
NR	30	15.2
NB	5	2.5

Small n's for men and others mean these point estimates come with relatively large margins of error.

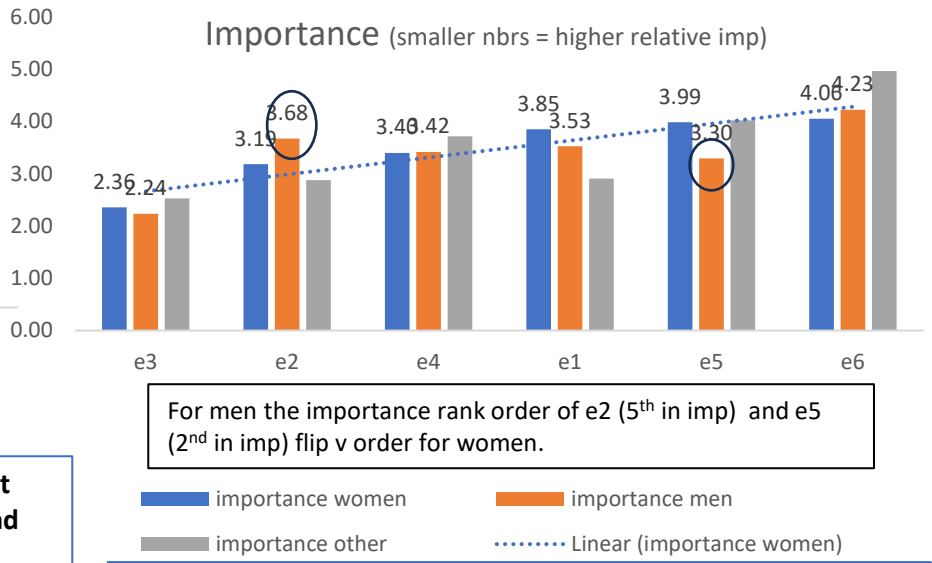
Performance

Rank order of e2 and e4 for men flip v order for women, but both rank 5th and 6th for performance ratings..



For both men and women (and other), as with the total sample, the first component of each macro end - e1, e3, e5 – rates higher than the second component of each macro end (e2,e4, e6)

Importance (smaller nbrs = higher relative imp)

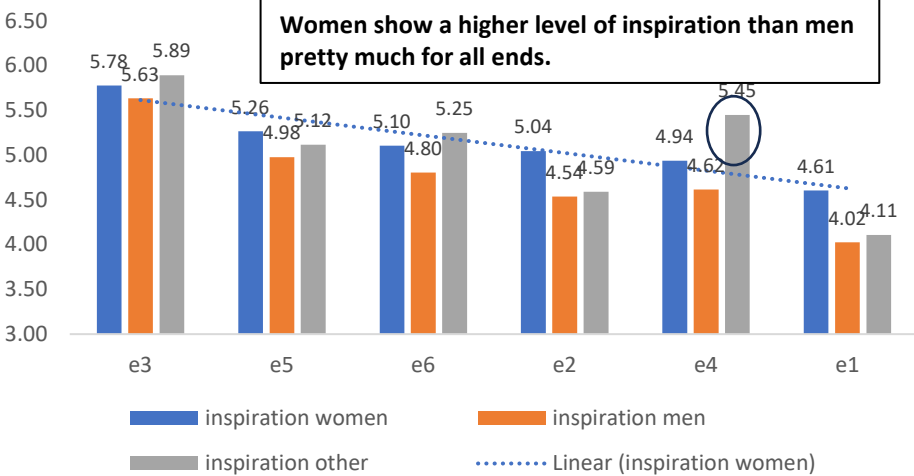


For men the importance rank order of e2 (5th in imp) and e5 (2nd in imp) flip v order for women.

For both men and women (and other), as with the total sample, e3 has the highest relative importance and e6 has the lowest.

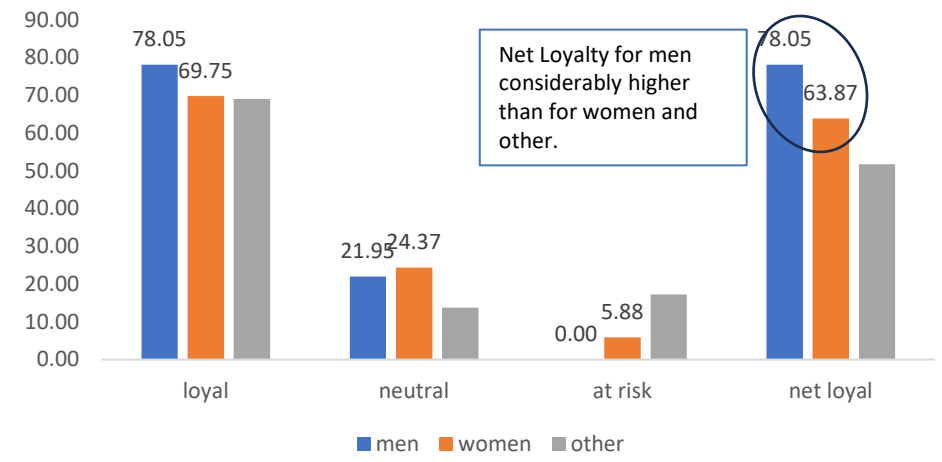
Inspiration

Women show a higher level of inspiration than men pretty much for all ends.



Loyalty

Net Loyalty for men considerably higher than for women and other.

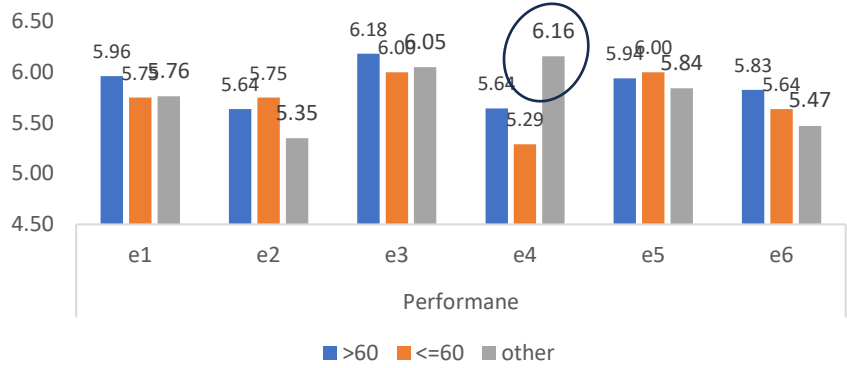


Ends/Loyalty Evaluation by Age

	n	%
>=60	138	
<60	33	
NR	25	

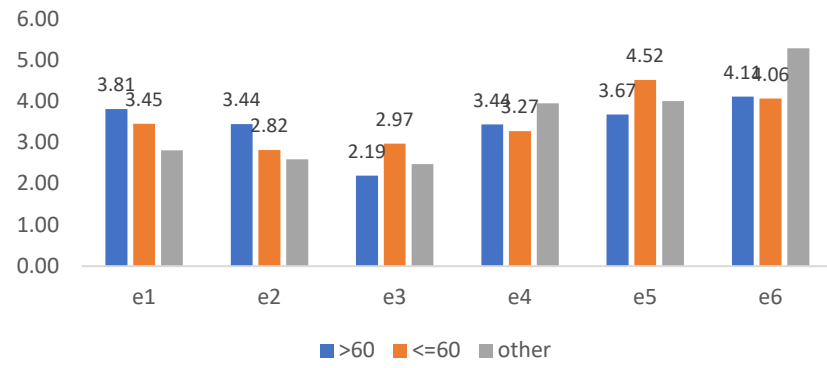
Small n's for <60 and others mean these point estimates come with relatively large margins of error.

Performance



For both age categories, as with the total sample, the first component of each macro end - e1, e3, e5 - rates equal to or higher than the second component of each macro end (e2,e4, e6). For other, true for E1 and E3; for E2, e4>e3.

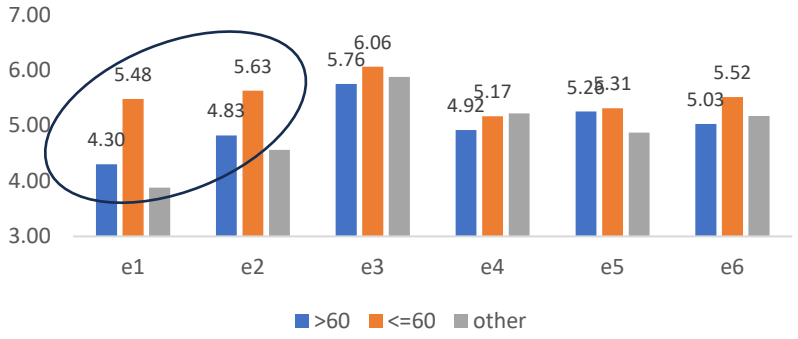
Importance



e3 is most important for those >60, as in the total sample, but for those <=60 and other, e3 and e2 have about equal importance. e5 and e6 are least important for those <=60 and other, as for the total sample, and for those >60, e6 is least important.

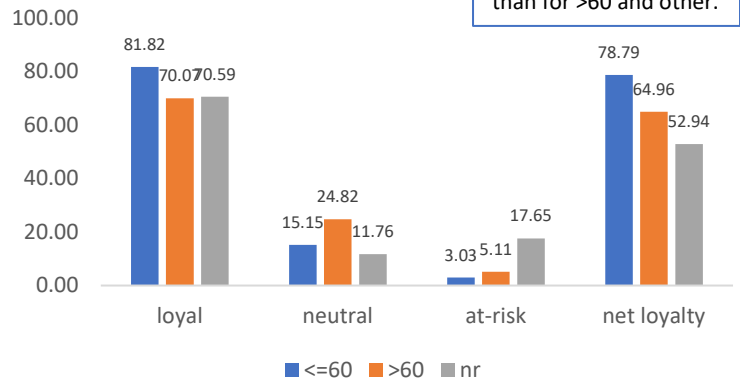
Inspiration

Congregants <= 60 (v >60) show greater inspiration for all Ends, especially E1 (e1 and e2).

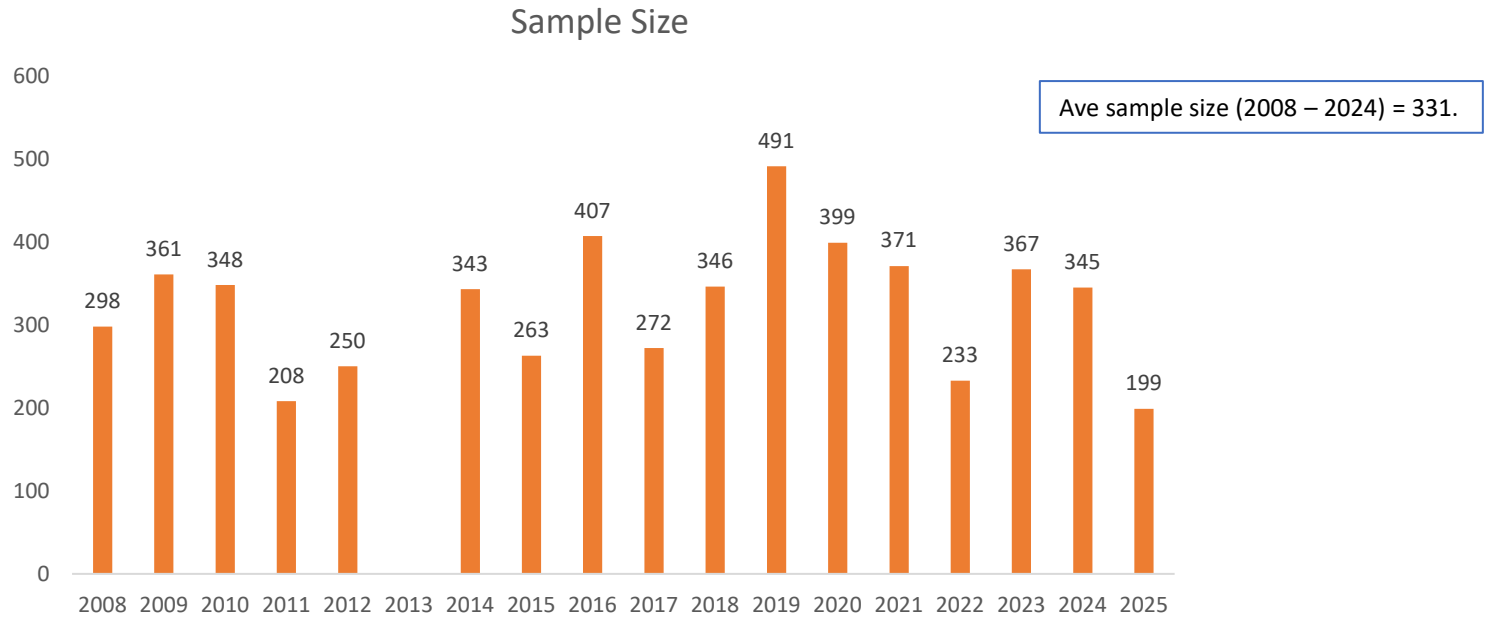


Loyalty

Net Loyalty for <= 60 considerably higher than for >60 and other.



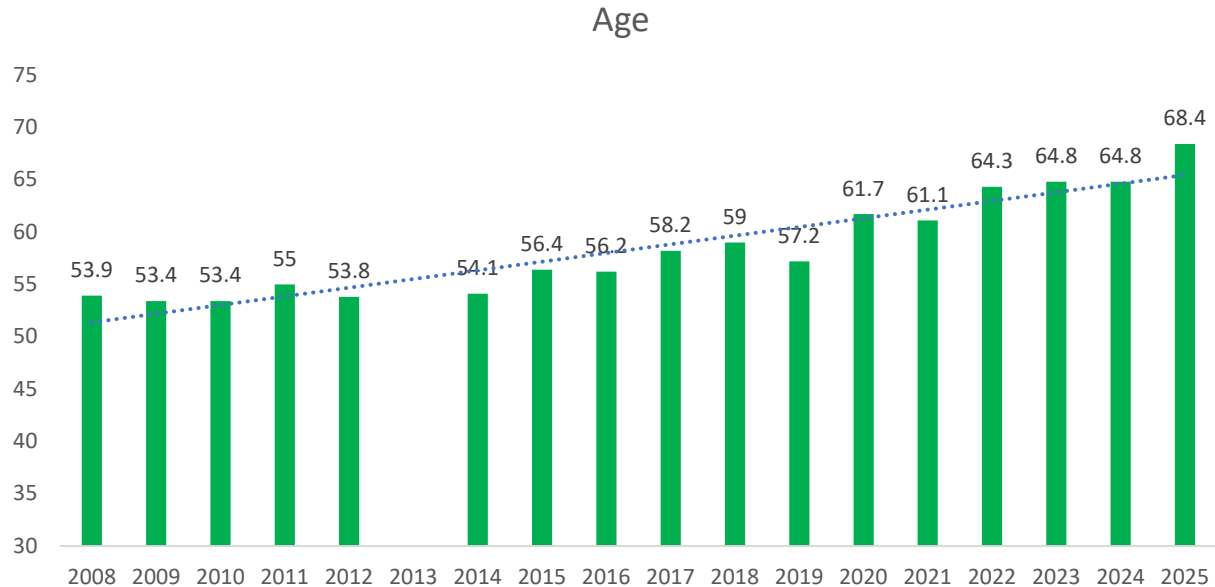
Sample Characteristics 2008 – 2025



Hypothesis for lower sample size: Survey conducted mid-June to mid-July. Harder to get congregant's attention during summer months. And there have been other years where the return has been well short of the average sample size, especially 2011.

Sample Characteristics 2008 - 2025

2025	Ave Age
men	74.5
women	67.3
other	61.2

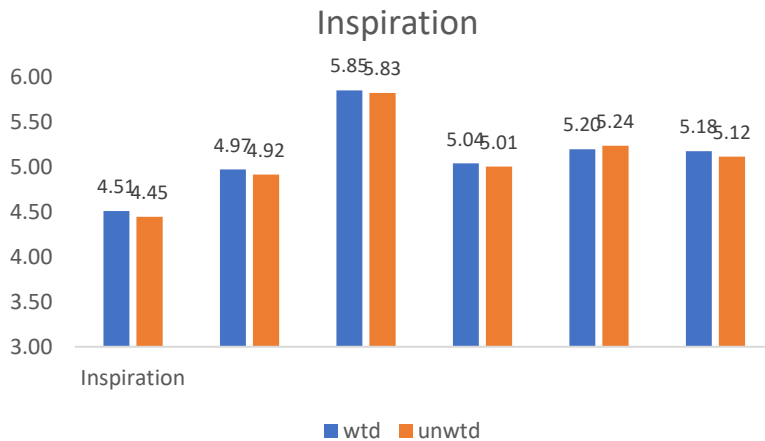
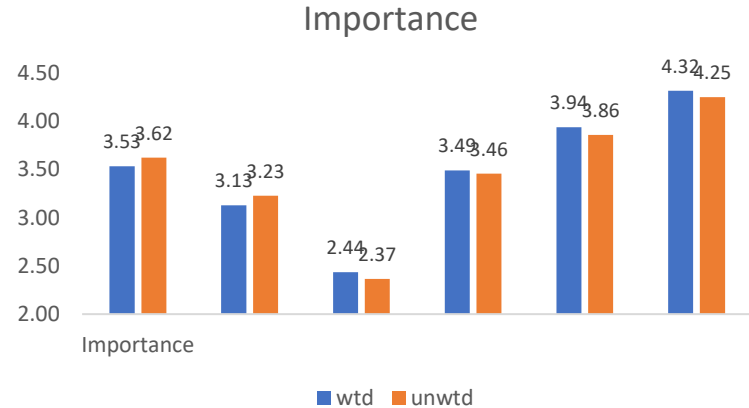
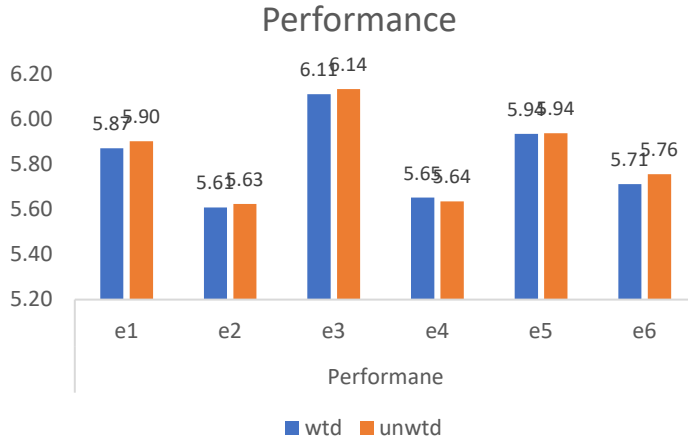


Hypothesis for big jump in ave age: Survey conducted mid-June to mid-July. Younger people/families have more summer distractions and less time for surveys than older congregants.

Note. In 2020 we started asking directly for birth year. Asking age directly would have resulted in higher average ages in the years prior to 2020. Even so, the trend in number of survey respondents appears to be older. Does this reflect an actual trend in the congregation's average age?

Other note. 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 was set at 72 which was too low).

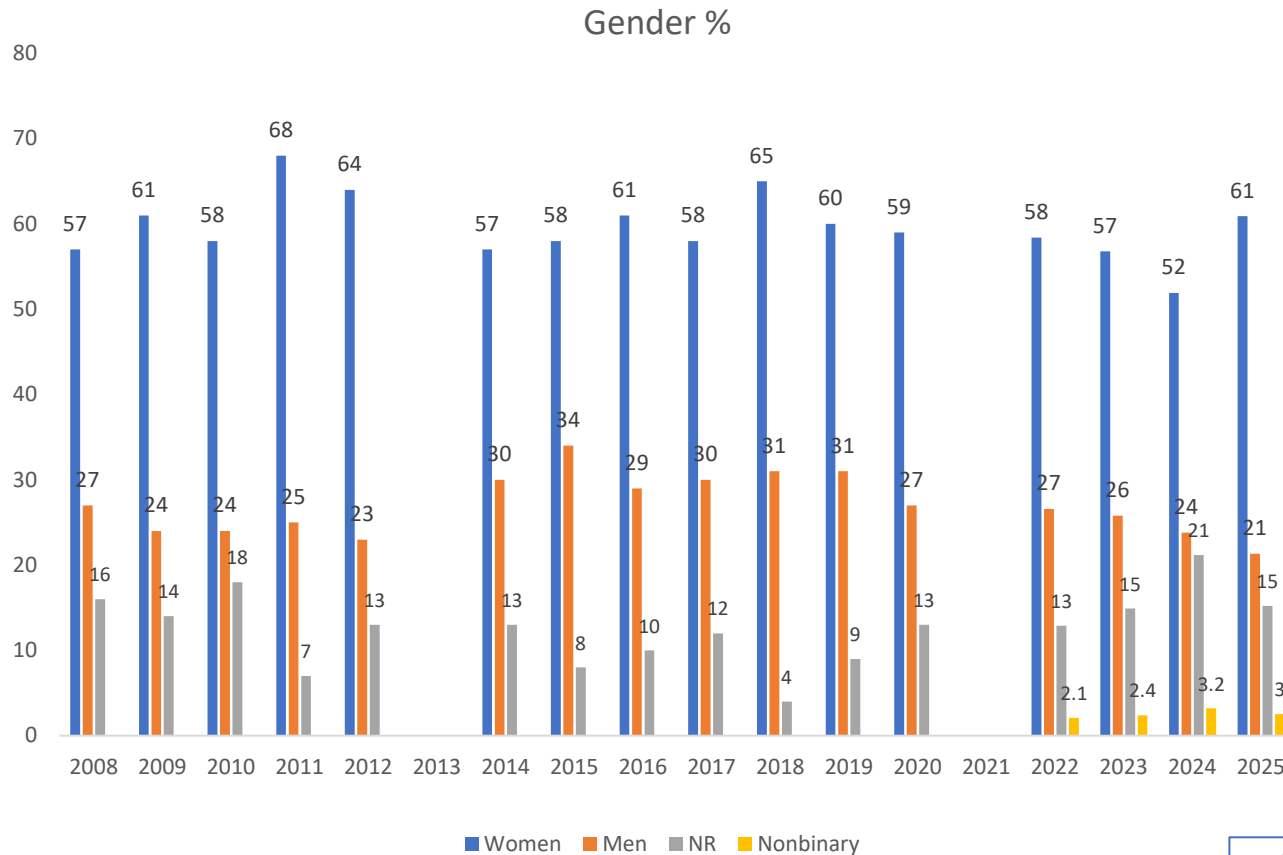
Does Age Weighting Make a Difference?*



	ave '23/'24 wts		weight ('25)
>60	56.8		60.0
<=60	24.4		27.0
other	18.8		13.0

*No, weighting the age categories based on recent history percentages makes no difference in the takeaways based on the results using the sample as reported.

Sample Characteristics 2008 -2025



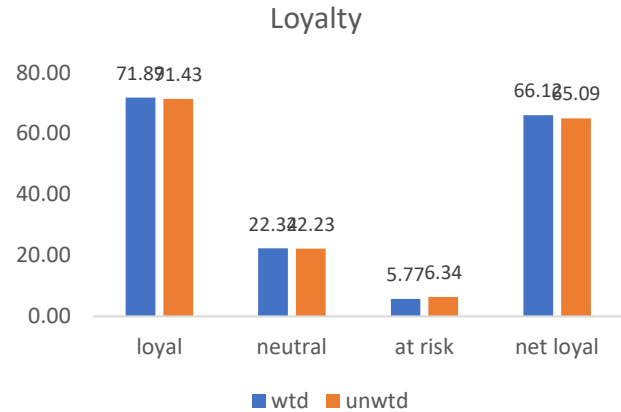
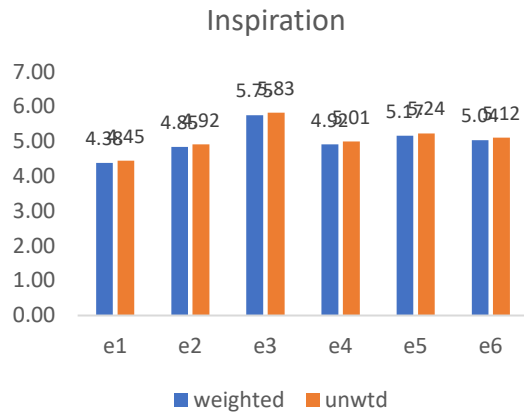
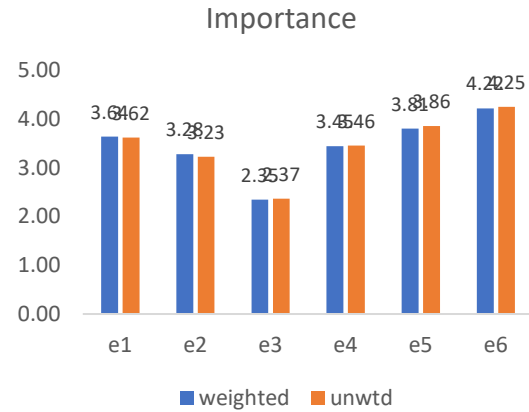
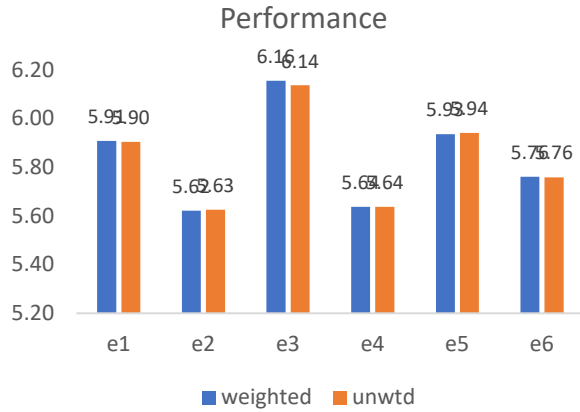
It's summer...more men on the golf course?

W/M ratio also high in 2011/12...2.72

Key
 Nonbinary: Responses different from man and woman (a category since 2022)
 NR: No Response

	% W	% M	Ratio W/M	Ratio W/M ('25)
Ave ('08 - '24)	60	27	2.17	2.86

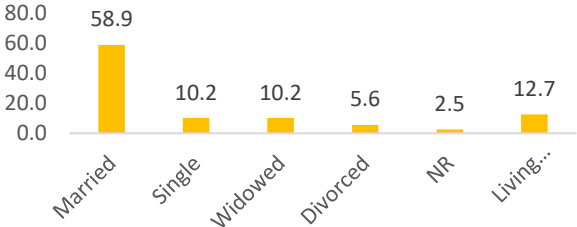
Does Gender Weighting Make a Difference?*



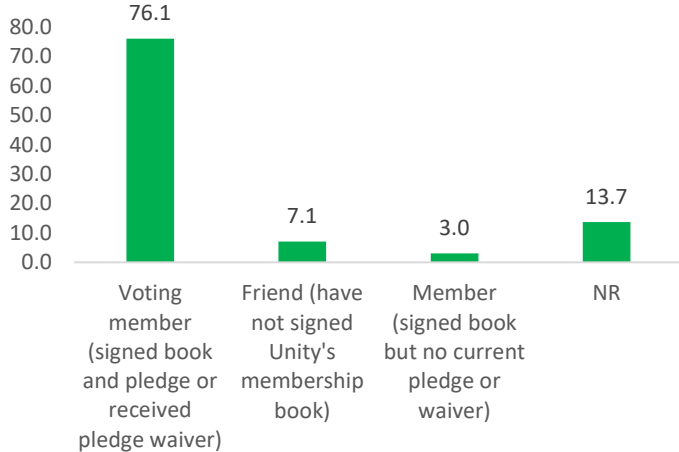
*No, weighting these gender categories by more normal percentages (w = 60%, m = 27%, other = 13%) makes no difference in the takeaways based on the results using the sample as reported.

Sample Characteristics - 2025

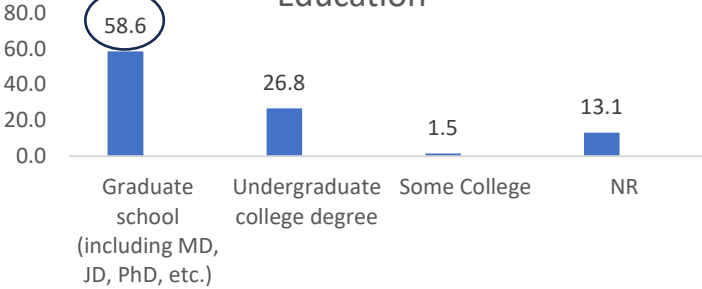
Relationship Status



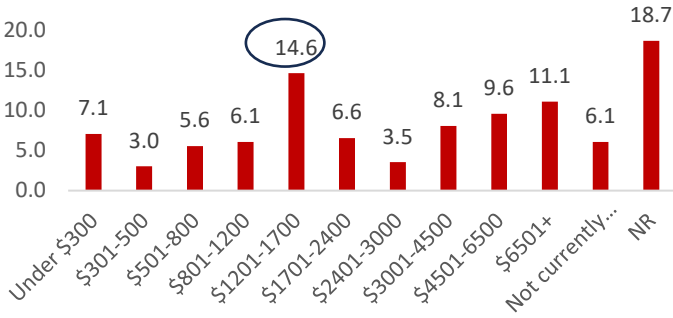
What is your membership status?



Education



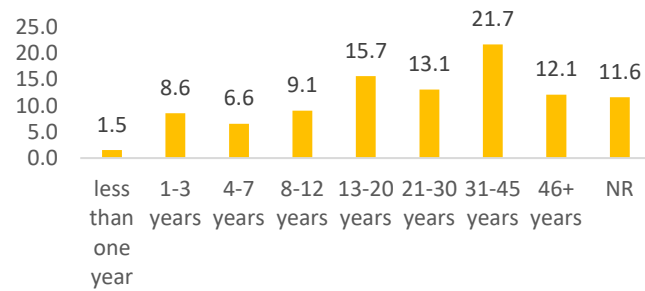
HH Annual Pledge



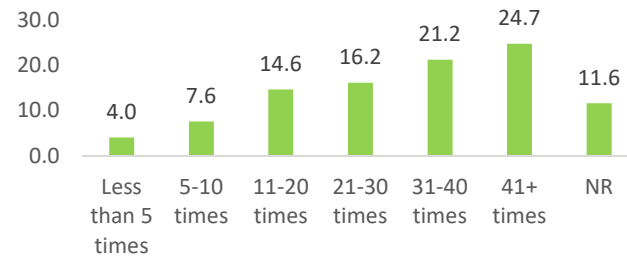
mean = \$3032
median = \$1450

Sample Characteristics - 2025

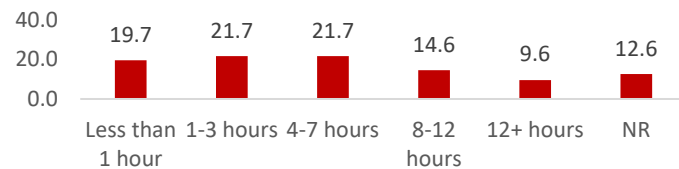
How long have you been associated with this congregation?



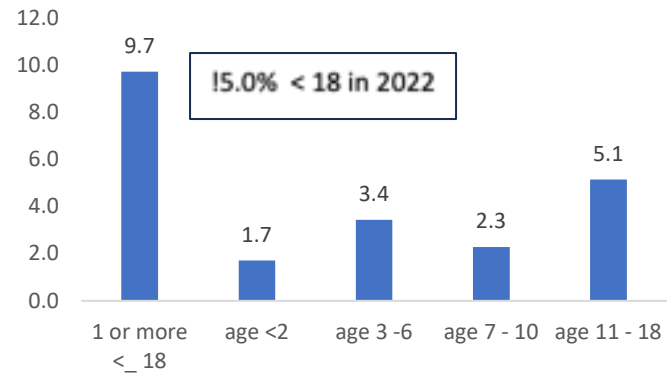
How would you characterize your annual Sunday attendance?



In a typical month, how many participation and/or volunteer hours go to Unity activities or programs other than attendance Sunday services?



Children < 18 at Home - 2025 (% of families)



What Do Comments Tell Us? Compliments of ChatGPT

This summary synthesizes 57 open-ended comments offered in response to UCU's 5-year Ends. Nine key themes emerged:

- **1. Appreciation for Boldness and Vision**

Many respondents expressed appreciation for the courageous, justice-oriented nature of the Ends. They described the statements as bold, inspiring, and aligned with UU values.

- "I'm glad to see the church articulating clear goals for racial and social justice."

- **2. Accessibility for Newcomers**

Some commenters were concerned that the Ends may feel overwhelming or too insider-focused for newcomers. They urged the church to consider how the language and framing might impact those just beginning their journey with Unity.

- "These are powerful, but might scare away someone visiting for the first time."

- **3. Complexity and Density of Language**

Several noted that the language used was dense or lengthy. They suggested simplifying and clarifying the Ends to enhance understanding and recall.

- "Can we make them shorter, plainer, and easier to internalize?"

- **4. Emphasis on Spiritual Growth**

While affirming the church's commitment to justice, some commenters noted a perceived lack of attention to spiritual nourishment, worship, and connection to mystery.

- "Let's not forget that people also come here for spiritual growth."

- **5. Support for Youth and Families**

Respondents hoped the Ends would more clearly affirm children, youth, and families. There were calls for robust religious education and stronger intergenerational community.

- "The future of the church depends on investing in young people."

What Do Comments Tell Us? (con't)

- **6. Feasibility and Prioritization**

Some questioned the church's capacity to achieve **all eight** Ends, suggesting the need to prioritize, sequence, or break them into more manageable stages.

- "There's so much here—how will we know what to focus on?"

- **7. Measurability and Accountability**

There were requests for greater clarity on how progress would be tracked and how the Ends would lead to concrete strategies and accountability structures.

- "I want to see how we'll know if we're making a difference."

- **8. Belonging and Inclusion**

Many celebrated the Ends' emphasis on belonging, equity, compassion, and the welcome extended to all. These were seen as affirming and identity-shaping for the church.

- "The focus on care and belonging makes me feel proud to be part of this community."

- **9. Language Concerns (e.g., "yoke," "evangelize")**

Several comments reflected discomfort with specific words that felt too theological, evangelical, or alienating for a UU context. Words like "yoke" and "evangelize" drew particular attention.

- "'Yoke' is a strong word—it feels burdensome, not freeing." "'Evangelize' doesn't sit right with me as a UU—it feels too much like proselytizing."

Ends Statements

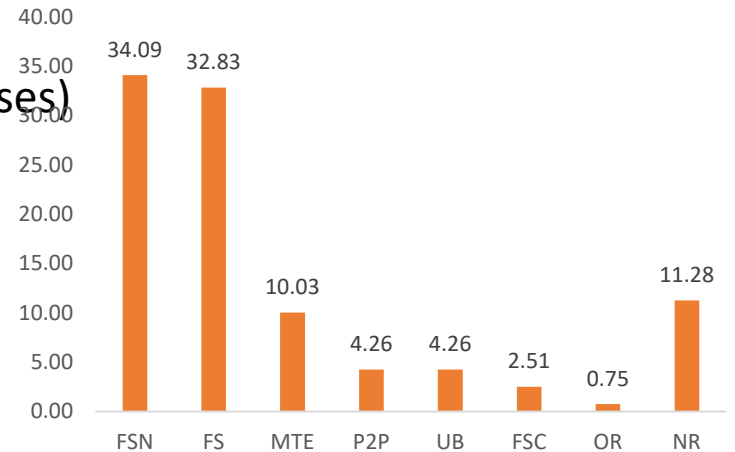
We the people of Unity Church-Unitarian, grounded in a joyous vision of beloved community, within, among, and beyond ourselves,

- understand the interconnected roots of oppression and yoke ourselves to the demands, sacrifices, and hard work of antiracism, multiculturalism, and climate and economic justice;
- cultivate a multigenerational community of joy, care, and belonging, and evangelize love to meet the deep and abiding hunger in all of us;
- practice lifelong faith formation, grounded in Unitarian Universalist theology, that breaks us open and allows us to be transformed.

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 demetia 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



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

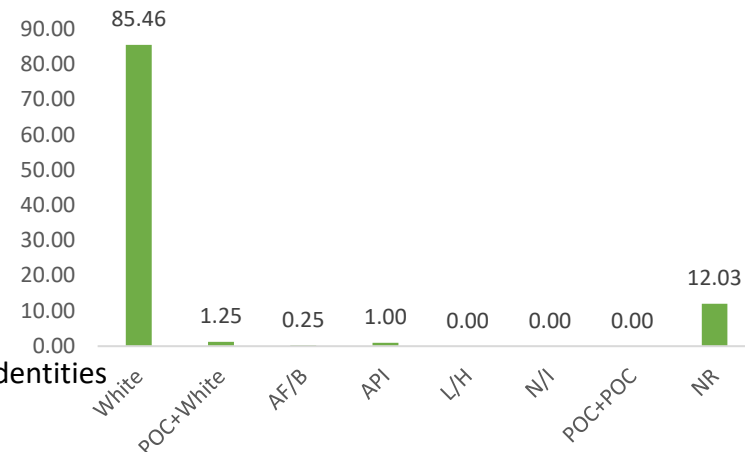
L/H Latino/a/x and Hispanic

N/I Native and Indigenous

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

NR No response or Unclear response

Race/Ethnicity 2020



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.

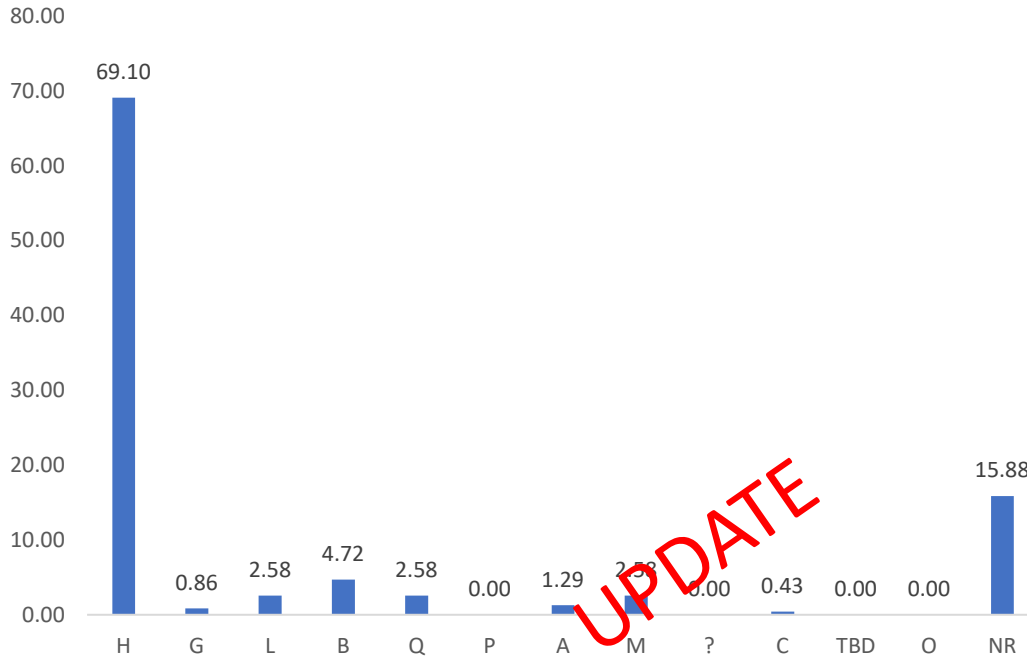
NR for No or Unclear Response. (36; 15.5%) Includes such responses as:

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

UPDATE

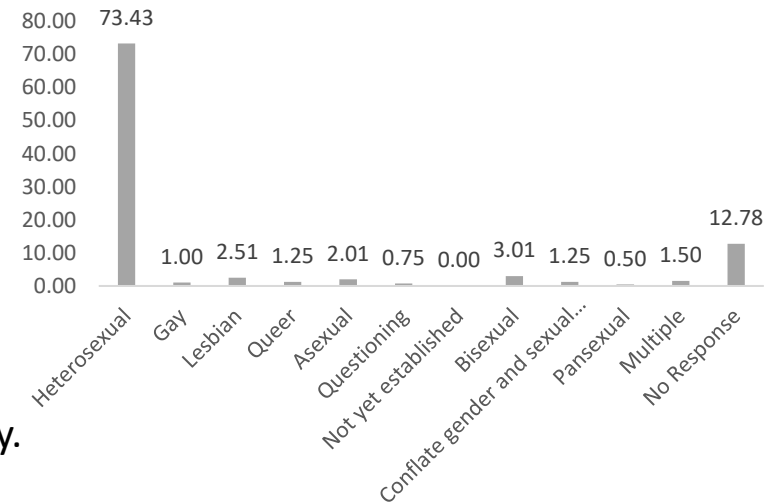
Sample Characteristics 2022

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.

UPDATE