

# Unity Church Unitarian 2012 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

- Survey structure
- Summary of Key Findings
- Characteristics of the sample
- Performance on Ends Statements
- Performance of “Us as individuals” items
- Loyalty
- Digging a little deeper
  - Correlates of “Believe your life has meaning and purpose”
- Anti-Racism Leadership Team questions

# Questionnaire/Survey Structure

- Questionnaire has five sections
  1. Ends Statements – 15 questions partitioned into three macro areas: (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”*
  2. “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
  3. A single Loyalty or “would you recommend UCU to a friend or relative” question
  4. 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.”*
  5. A set of demographic and behavioral questions

One question dealing with Unity Tomorrow was added to this year’s survey<sub>3</sub>

# Summary of Key Findings

Details of the summary points can be found on the slides following the summary

## **Characteristics of the Sample (see slide 11)**

- The drop in response rate the last two years is noticeable. This may represent a new “normal,” respondent fatigue, survey being “under-promoted,” or some combination of all these factors.
- Gender and age profiles this year are more similar to previous years after deviations last year.

## **Performance on Ends Statements – Macro Level (see slide 12)**

- The pattern of aggregate scores (Within items being greater than the aggregate scores for the Among items and these Among scores being greater than the aggregate scores for the Beyond items) continues in 2012 as in prior years.
- Negative trends for Among and Beyond macro scores stabilized in 2012, largely due to (statistically significant) improved performance on Ends dealing with Unity Tomorrow: facilities management (9)\* and investing in environmentally responsible ways (15); and the Marriage Amendment: advocating in the public arena for liberal religious values (11).

\*The numbers in parentheses throughout this summary refer to item numbers in the survey.

## Summary of Key Findings (cont)

### **Performance on Ends Statements – Micro Level (see slide 13)**

- At the micro level there are Ends that show statistically significant positive improvement year over year - Ends 9, 11, and 15 mentioned above.
- There are also individual Ends that show lower (statistically significant) performance year over year. These are Ends 4, 8, 10, and 14: Lifelong opportunities for growth, learning, engagement and racial healing (4), Shared ministry is actively encouraged and the circles of power, opportunity and access are intentionally widened (8), A commitment to anti-racism and racial healing in covenant with people and communities of color (10), and Full and active participation in the larger UU community (14). For each of these Ends, the 2012 score is the lowest recorded over the four measurement periods. Two of the four mention racial healing and/or commitment to anti-racism. And there is the perception that we continue to lose touch with the larger UU community.

# Summary of Key Findings (cont)

## Performance on "Us as Individuals" items (beliefs, feelings, behaviors) (see slides 15-17)

- Most scores on the individual items are lower in 2012. There are statistically significant decreases on several items and no items with year over year (statistically significant) positive change.
- The items with statistically significant year over year (y/y) decreases are the following:
  - 17 Understand the relationship between your own spiritual development and your actions in the area of social justice.
  22. Feel personally connected to Unity Church's Ends Statements (mission, vision, and goals).
  23. feel a sense of belonging to a religious community within UC.
  25. Believe your actions contribute to the well being of UC.
  28. Have experienced real transformation/transformational moments in your life
  29. Have experienced real transformation/transformational moments during the last 12 months.
  31. Live a life of service.
  32. Work on issues related to your own spiritual development on an ongoing basis.
  33. Have a sense of joy in your life.
- It seems like a "downer" of a year: lowest levels over past four years of connection to UC and its Ends (items 22, 23, and 25); living lives of service and joy are at four year lows (items 31 and 33); experiencing transformation has taken a hit (items 28 and 29 at four year lows); finally, spiritual development also suffered (items 17 and 32).
- Perhaps this down year can be explained at least in part by (1) the disruption and change as a result of the Unity Tomorrow process, and/or (2) a general level of frustration with our state and national political process and lack of civility, and/or (3) the economy.

## Summary of Key Findings (cont)

### **Loyalty (see slide 18)**

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.

The Recommend question is asked on a ten point scale (1-10). Net Loyalty (NL) is defined as the difference in the percent loyal (percent reporting 9 or 10) and the percent at-risk (percent reporting 1-6).

Following a clear gain in NL from 2007 to 2009, NL has leveled off or even declined slightly over the last four years.

## Summary of Key Findings (cont)

### **Anti-racism Leadership Team Questions (see slide 19)**

- Both non-white and white families show statistically significant year-over-year decrease in terms of “...being involved in activities that demonstrate UC’s commitment to working with people and communities of color.” Current levels are the lowest recorded for both groups. As noted above, two of the four Ends Statements showing their lowest scores to date mention racial healing and/or commitment to anti-racism.
- 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.

## Summary of Key Findings (cont)

### **Digging a little deeper (see slides 20 – 21)**

- For the last several years we have identified those items in our survey that are most associated with (correlated with) the survey item “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 are shown below, ranked from highest to lowest correlation (the numbers in parentheses are the 2011 ranks):
  33. Have a sense of joy in your life. (3)
  27. Have an appreciation of your talents and gifts. (4)
  16. Believe your actions make a difference in the lives of others. (2)
  18. Are satisfied with the positive impact you make in the lives of others. (6)
  26. Live out your religious values in the world. (7)
  19. Act in a spiritual manner. (1)

## Summary of Key Findings (cont)

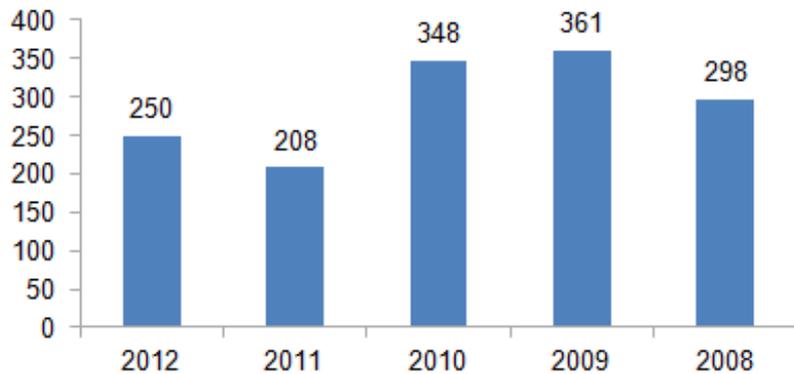
### Unity Tomorrow

- An additional question was added to this year's survey regarding communication about Unity Tomorrow: *I received timely and accurate information about the Unity tomorrow project.*
- Ninety-four percent agreed or strongly agreed with this statement, suggesting the Board of Trustees and Executive Team accomplished their goal of ensuring the congregation was kept well informed about the building project.

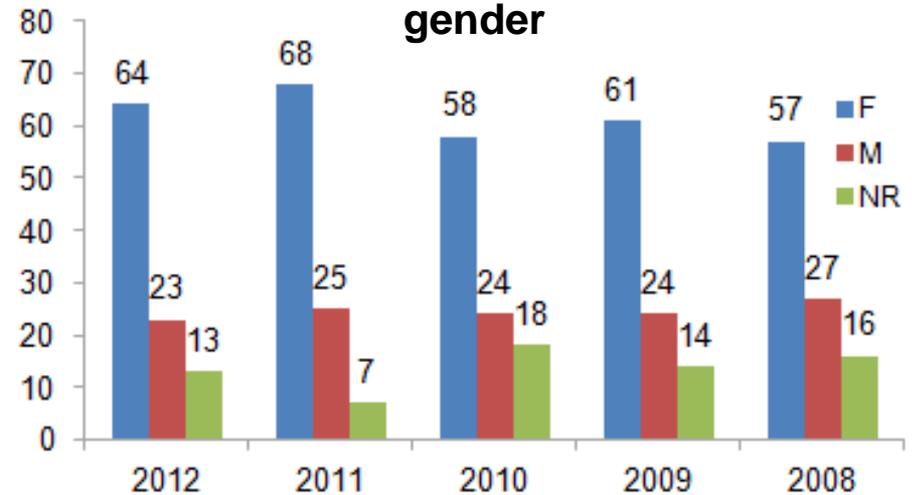
# Sample Characteristics 2008 - 2012

The drop in response rate the last two years is noticeable. Gender and age profiles this year are more similar to previous years after deviations last year.

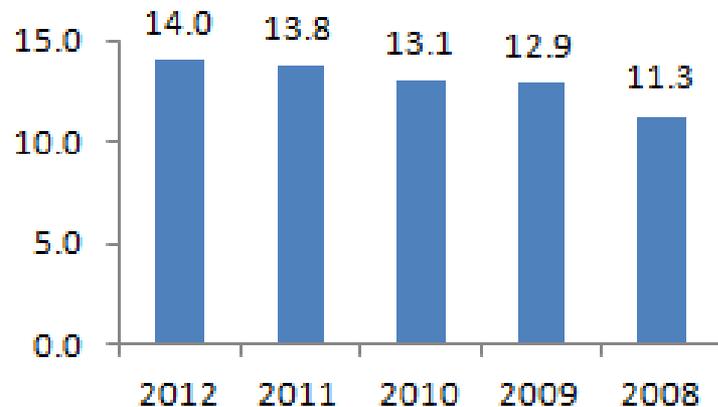
### responses



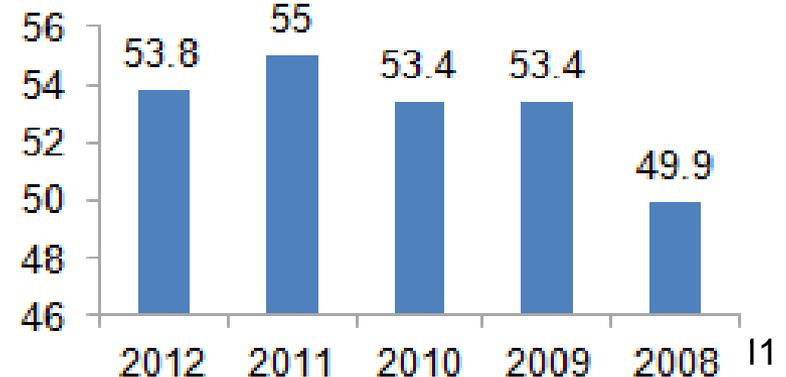
### gender



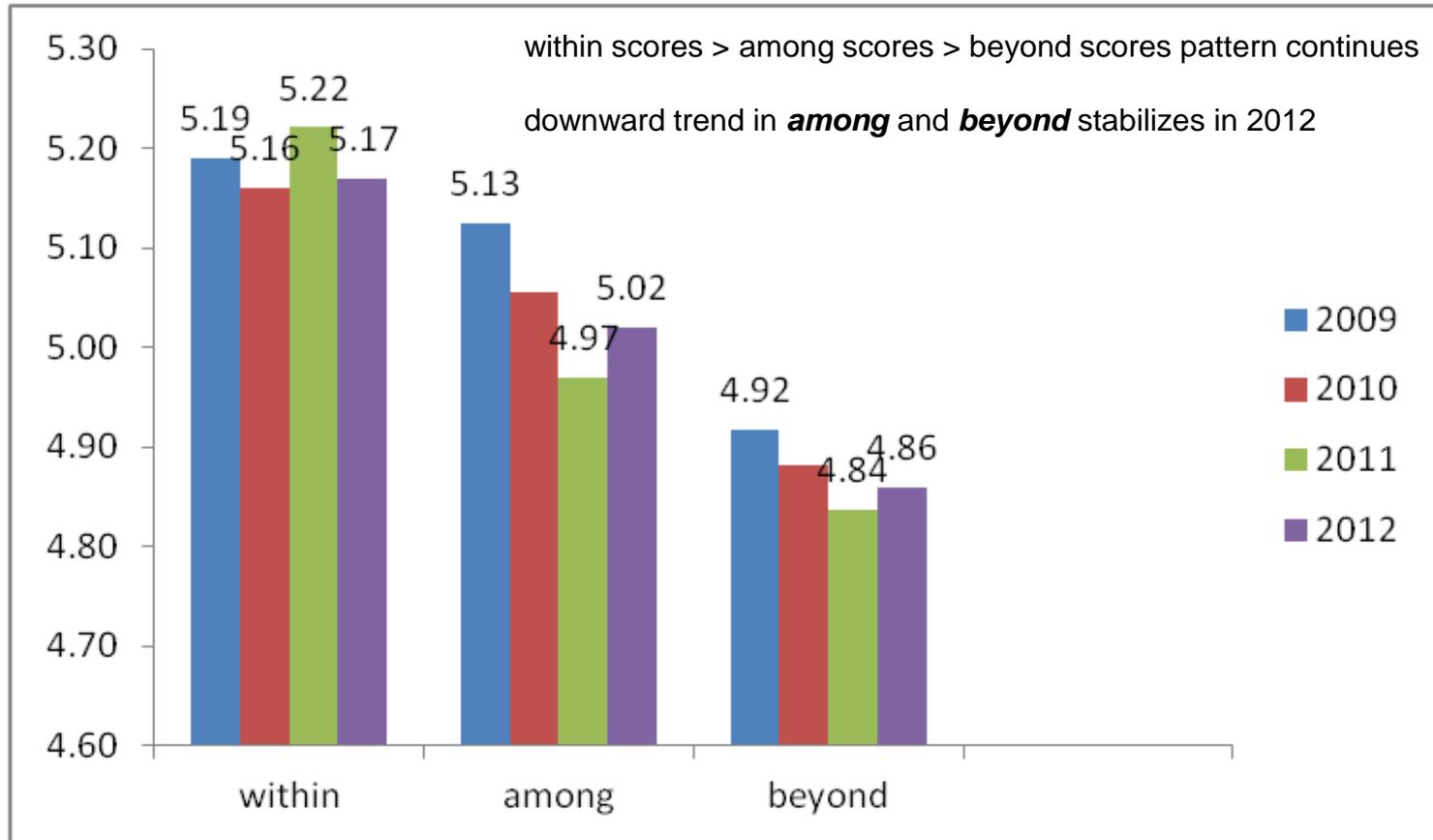
### Unity Membership (yrs)



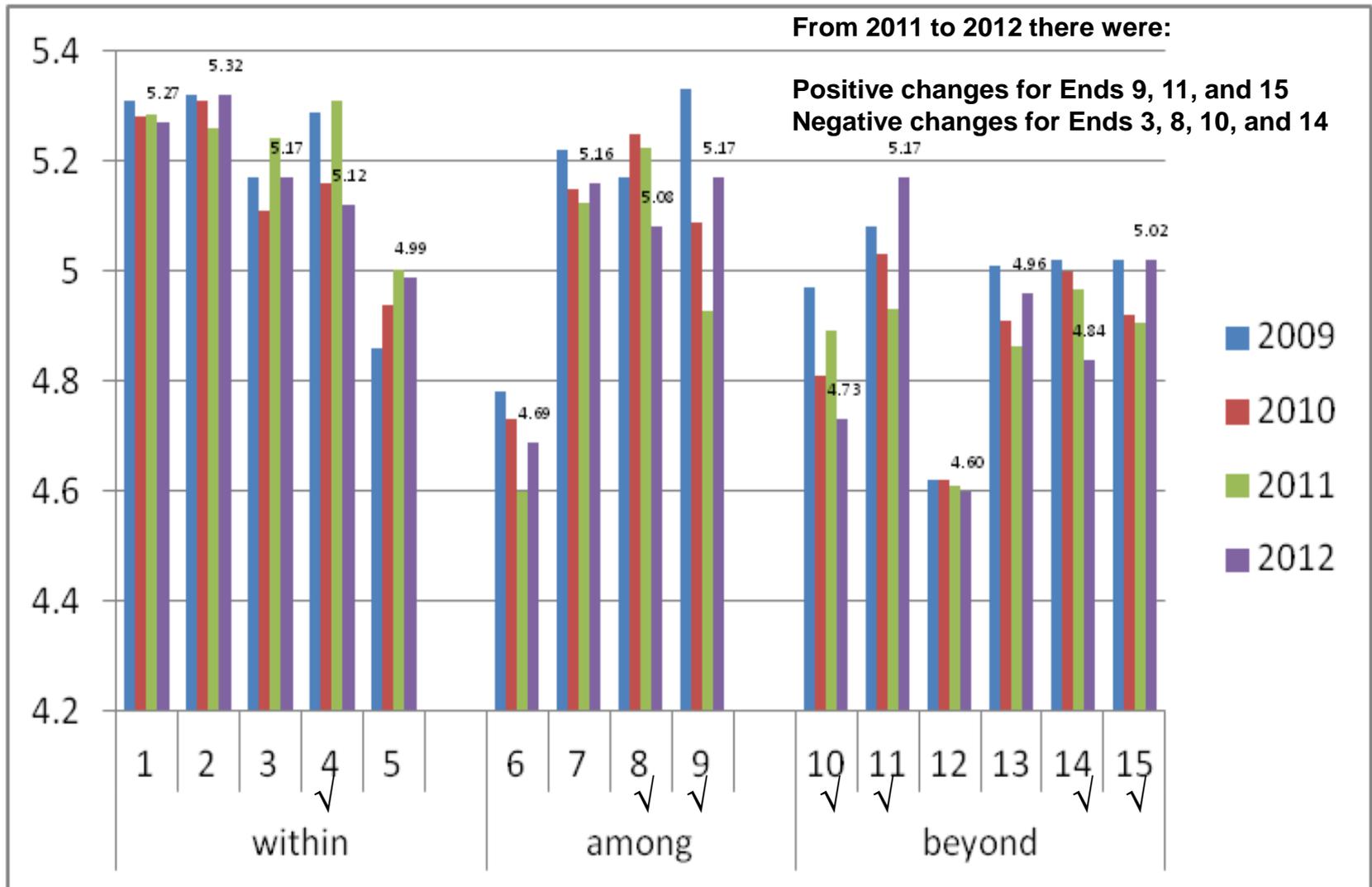
### age



# Performance on Ends Statements 2009 - 2012: Macro Level - Within, Among, Beyond (see slide 14 for items that make up macros)



# Performance on Ends Statements 2009 - 2012: Micro Level - Within, Among, Beyond. Ends Statements listed on next slide.



√ indicates performance difference ('12 v '11) significant at the 80% confidence level or higher

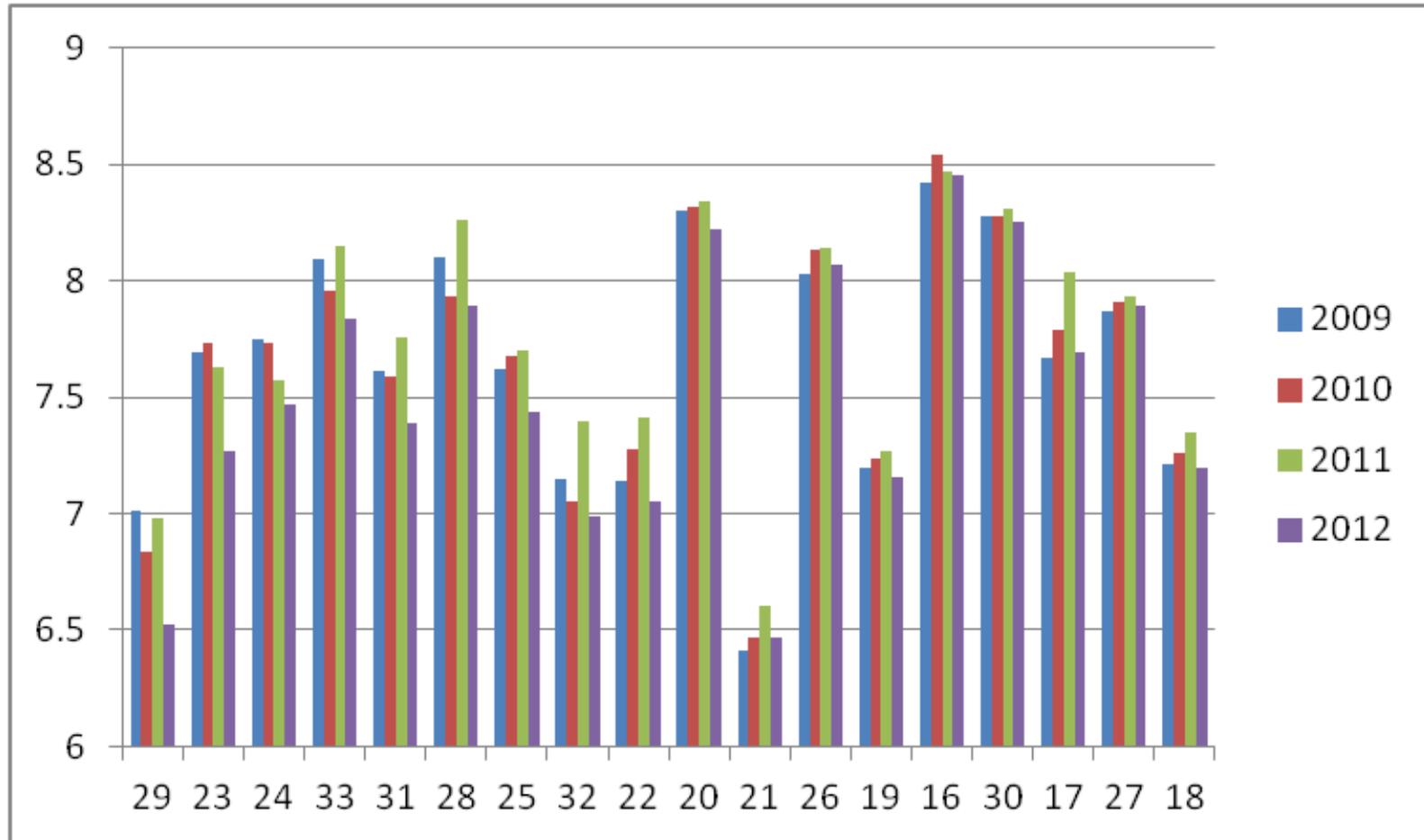
# Ends Statements

- 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

# Performance on “Us as individuals” items (beliefs, feelings, behaviors) 2009 – 2012

Items are ranked from largest 2009/2012 change to smallest

Many items show significant changes from 2011 to 2012– see next slide for details and statement descriptions on slide 17



Performance on “Us as individuals” items ( beliefs, feelings, behaviors)  
 Items are rank ordered based on magnitude of difference between score in 2012 and score in 2009  
 Highlighted scores are significantly different (80% or higher) between 2011 and 2012  
 All survey items are listed on the next page

	2009	2010	2011	2012	diff (12-09)	diff (12-11)	
29	7.01	6.84	6.98	6.52	-0.49	-0.46	Have experienced real transformation/transformational moments during the past 12 months
23	7.69	7.73	7.63	7.27	-0.42	-0.36	Feel a sense of belonging to a religious community within Unity Church
24	7.75	7.73	7.57	7.47	-0.28	-0.1	
33	8.09	7.96	8.15	7.84	-0.25	-0.31	Have a sense of joy in your life
31	7.61	7.59	7.76	7.39	-0.22	-0.37	Live a life of service
28	8.1	7.93	8.26	7.89	-0.21	-0.37	Have experienced real transformation/transformational moments in your life
25	7.62	7.68	7.7	7.44	-0.18	-0.26	Believe your actions contribute to the well-being of Unity Church
32	7.15	7.05	7.4	6.99	-0.16	-0.41	Work on issues related to our own spiritual development on an ongoing basis
22	7.14	7.28	7.41	7.05	-0.09	-0.36	Feel personally connected to Unity Church's Ends Statements
20	8.3	8.32	8.34	8.22	-0.08	-0.12	
21	6.41	6.47	6.6	6.47	0.06	-0.13	
26	8.03	8.13	8.14	8.07	0.04	-0.07	
19	7.2	7.24	7.27	7.16	-0.04	-0.11	
16	8.42	8.54	8.47	8.45	0.03	-0.02	
30	8.28	8.28	8.31	8.25	-0.03	-0.06	
17	7.67	7.79	8.04	7.69	0.02	-0.35	Understand the relationship between your own spiritual development and your actions
27	7.87	7.91	7.93	7.89	0.02	-0.04	
18	7.21	7.26	7.35	7.2	-0.01	-0.15	

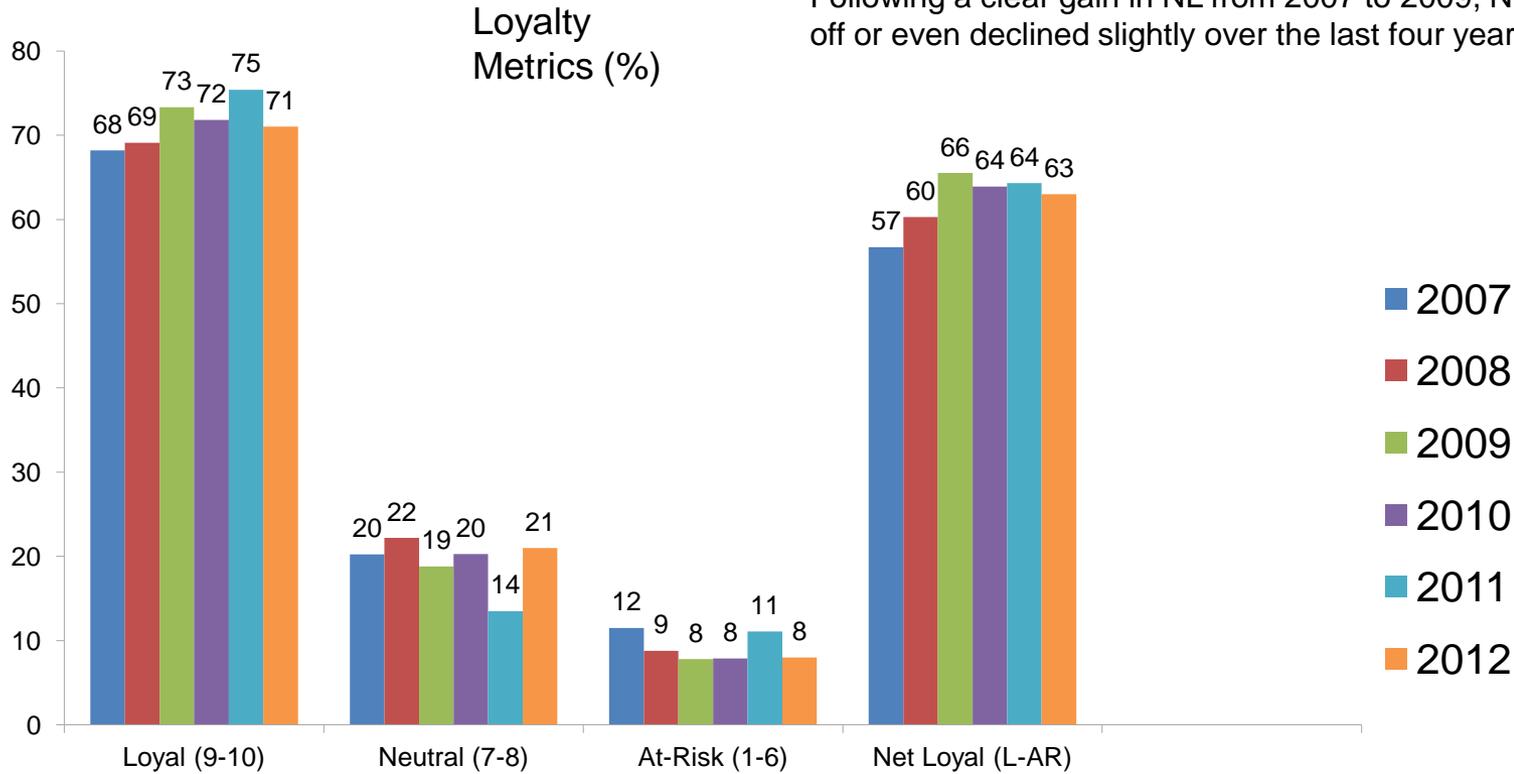
## **Us As Individuals Items (numbered as in the survey)**

16. Believe your actions make a difference in the lives of others.
17. Understand the relationship between your own spiritual development and your actions in the area of social justice.
18. Are satisfied with the positive impact you make in the lives of others.
19. Act in a spiritual manner.
20. Believe your life has meaning and purpose.
21. Are satisfied with your efforts to address issues of social justice.
22. Feel personally connected to Unity Church's Ends Statements.
23. Feel a sense of belonging to a religious community within UC.
24. Feel a sense of belonging to a community outside the walls of UC.
25. Believe your actions contribute to the well-being of UC.
26. Live out your religious values in the world.
27. Have an appreciation of your own talents and gifts.
28. Have experienced real transformation/transformational moments in your life.
29. Have experienced real transformation/transformational moments in the last 12 months.
30. Live a life of integrity.
31. Live a life of service.
32. Work on issues related to your own spiritual development on an ongoing basis.
33. Have a sense of joy in your life.

# 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

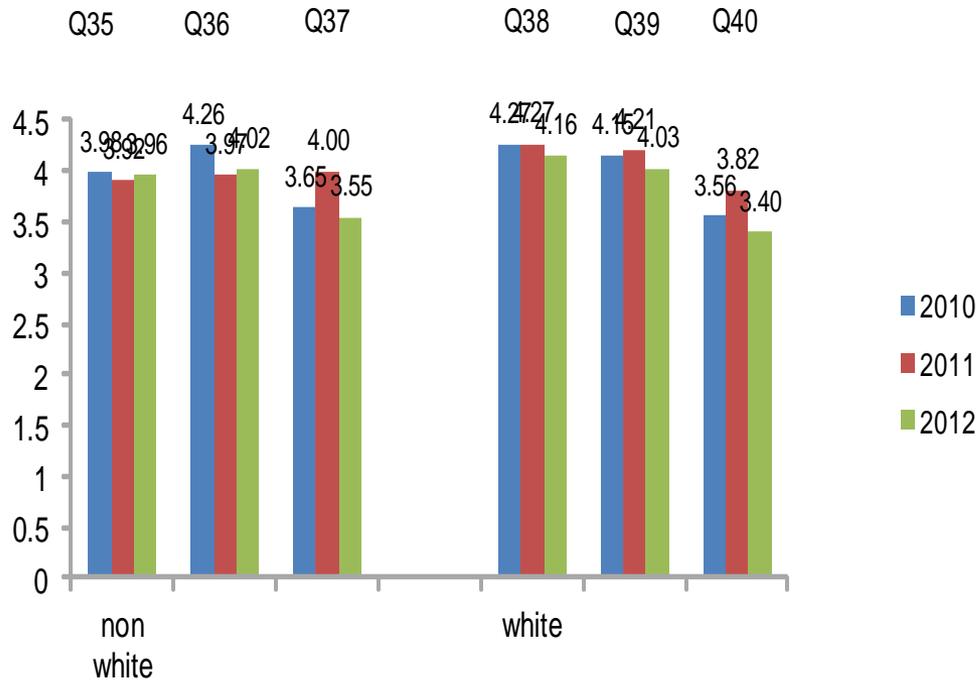
Following a clear gain in NL from 2007 to 2009, NL has leveled off or even declined slightly over the last four years.



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

# Responses to Anti-racism Leadership Team Questions

Both non-white and white families show statistically significant year-over-year decrease in terms of "...being involved in activities that demonstrate UC's commitment to working with people and communities of color." (Q37 and Q40). Current levels are the lowest recorded for both groups.



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.

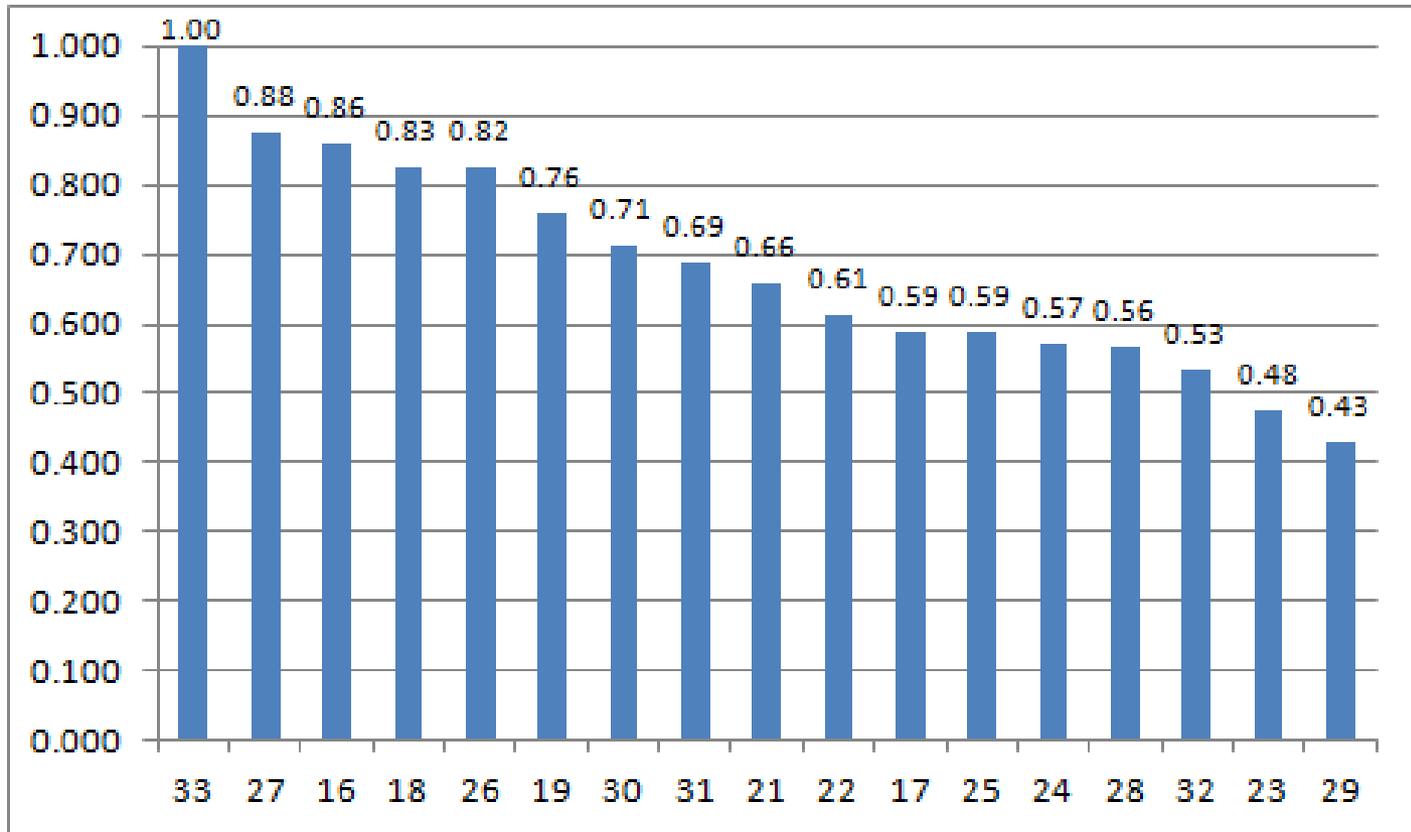
Q39 You are able to authentically relate across racial boundaries within UC or through activities the church promotes.

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.

## 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 with this item (believe our lives have meaning and purpose). The following slide shows the results of this investigation.
- There has been a fair amount of item agreement over the years.

Items correlated or associated with “Believe your life has meaning and purpose”  
 Higher the index the greater the association. Number in parentheses below indicates where  
 item ranked in 2011



- 33 Have a sense of joy in your life. (3)
- 27 Have an appreciation of your talents and gifts. (4)
- 16 Believe your actions make a difference in the lives of others. (2)
- 18 Are satisfied with the positive impact you make in the lives of others. (6)
- 26 Live out your religious values in the world. (7)
- 19 Act in a spiritual manner. (1)