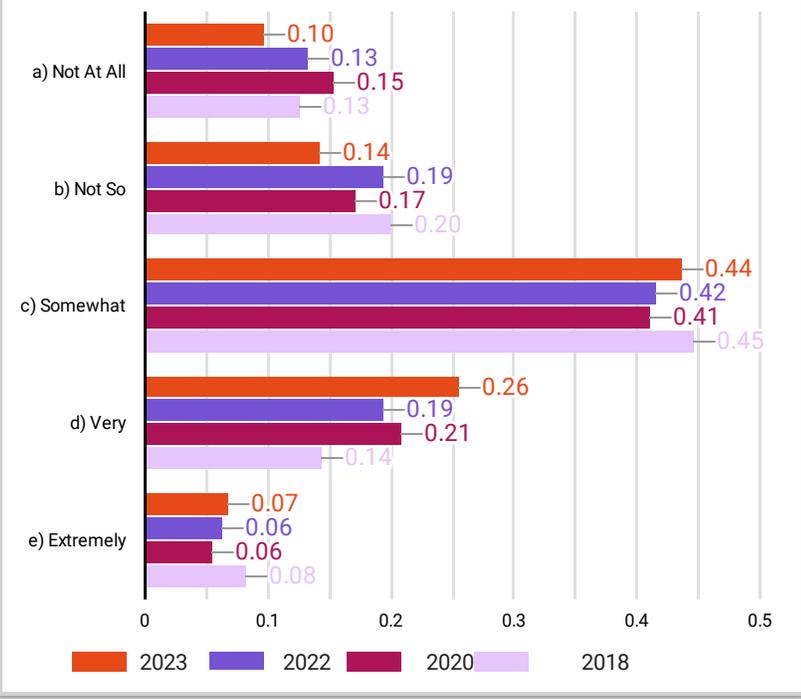


1) How familiar are you with our Ends (percentages)?

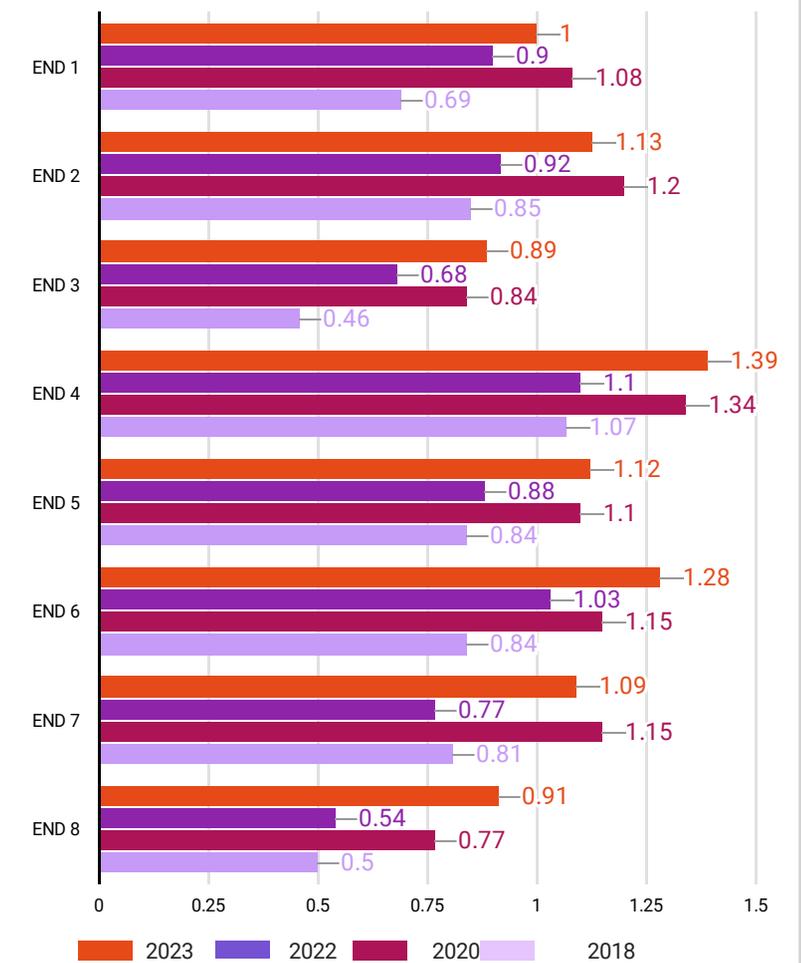


Number of Responses:

2023: 133
 2022: 159
 2020: 163
 2018: 159

Percentages and weighted averages are noted where applicable. The denominator for all percentages is the total of respondents to that question. Otherwise, all numbers are of actual survey respondents.

2) How well do we currently reflect our Ends? (weighted average)



1) Value, develop, and celebrate the gifts that come from authentic connection across difference, emphasizing racial, ethnic, and generational difference.

2) Recognize power differences and challenge injustice where it arises.

3) Follow the leadership of people most affected by injustice, partnering to move the Milwaukee community toward justice.

4) Generously give and receive support, connection, and care in times of joy and challenge.

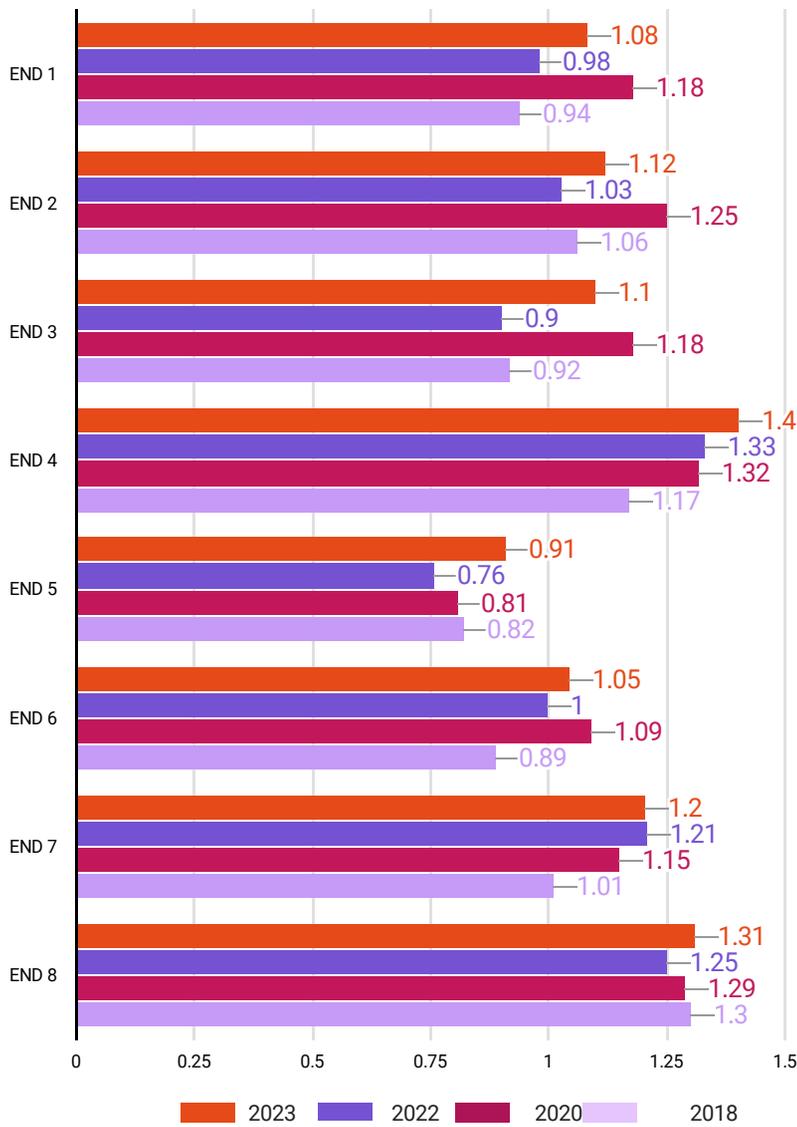
5) Promote Unitarian Universalism and our shared values in the world.

6) Open ourselves to wonder, making ourselves vulnerable and available to find meaning, inspiration, and transformation.

7) Create communal experiences celebrating our interconnectedness.

8) Create accessible, courageous, and innovative welcome to people who might find a sense of belonging and a spiritual home with us.

3) How important is each End? (weighted average)



1) Value, develop, and celebrate the gifts that come from authentic **connection across difference**, emphasizing racial, ethnic, and generational difference.

2) **Recognize power differences** and challenge injustice where it arises.

3) **Follow the leadership of people most affected by injustice**, partnering to move the Milwaukee community toward justice.

4) **Generously give and receive support**, connection, and care in times of joy and challenge.

5) **Promote Unitarian Universalism** and our shared values in the world.

6) **Open ourselves to wonder**, making ourselves vulnerable and available to find meaning, inspiration, and transformation.

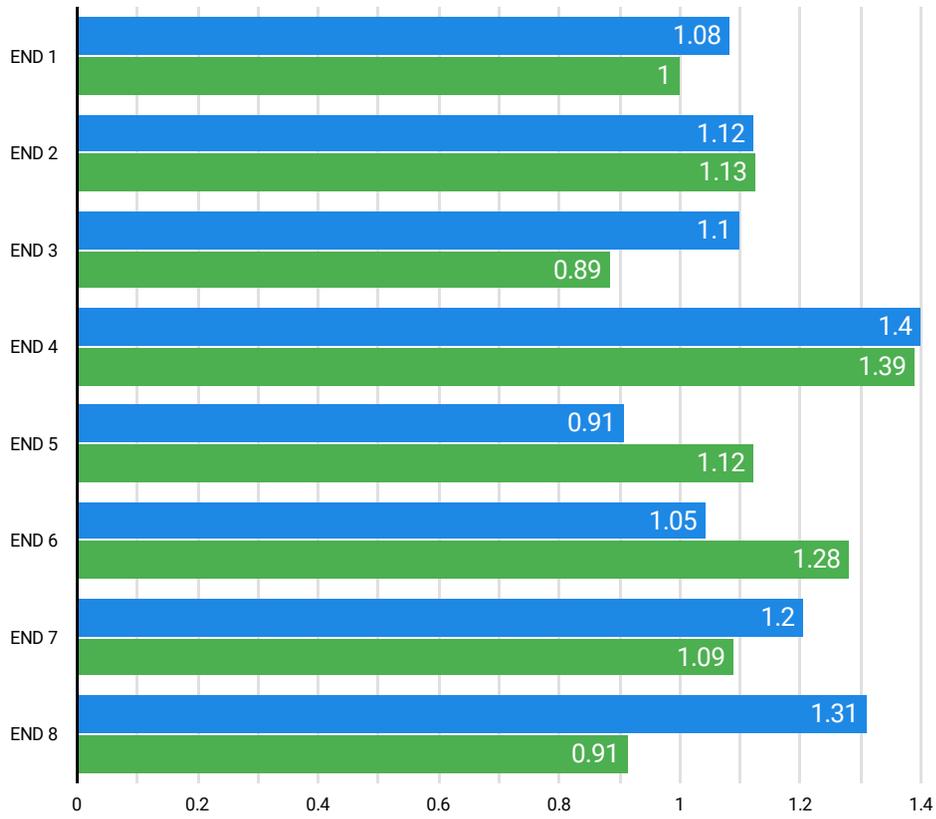
7) **Create communal experiences** celebrating our interconnectedness.

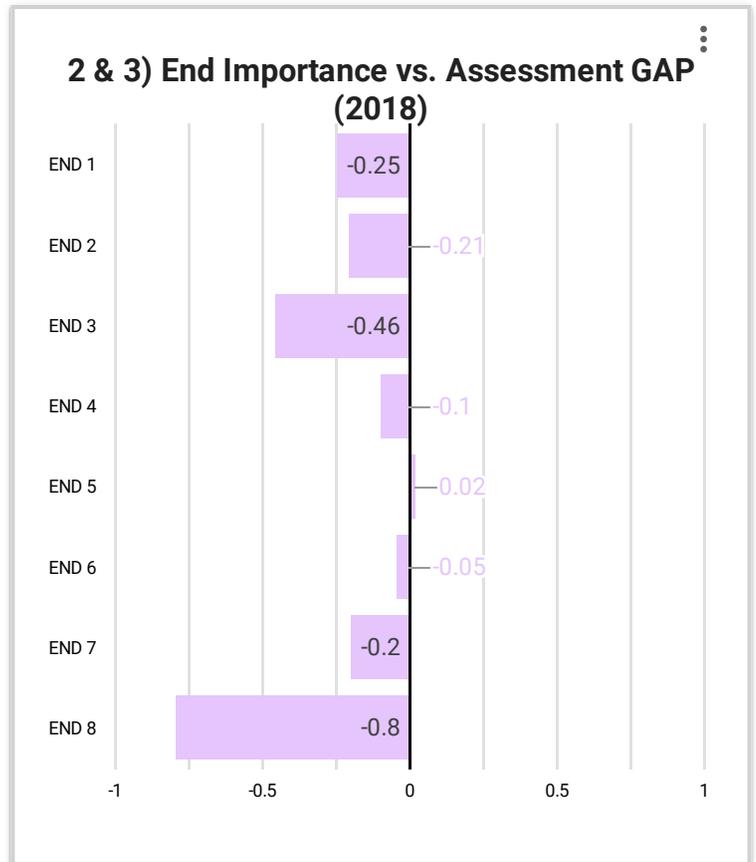
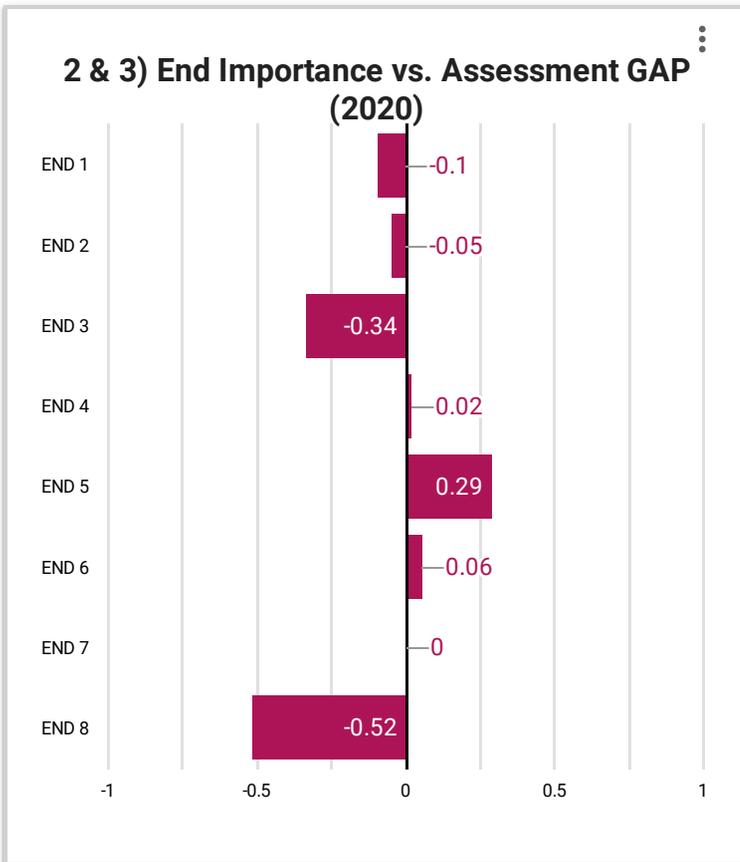
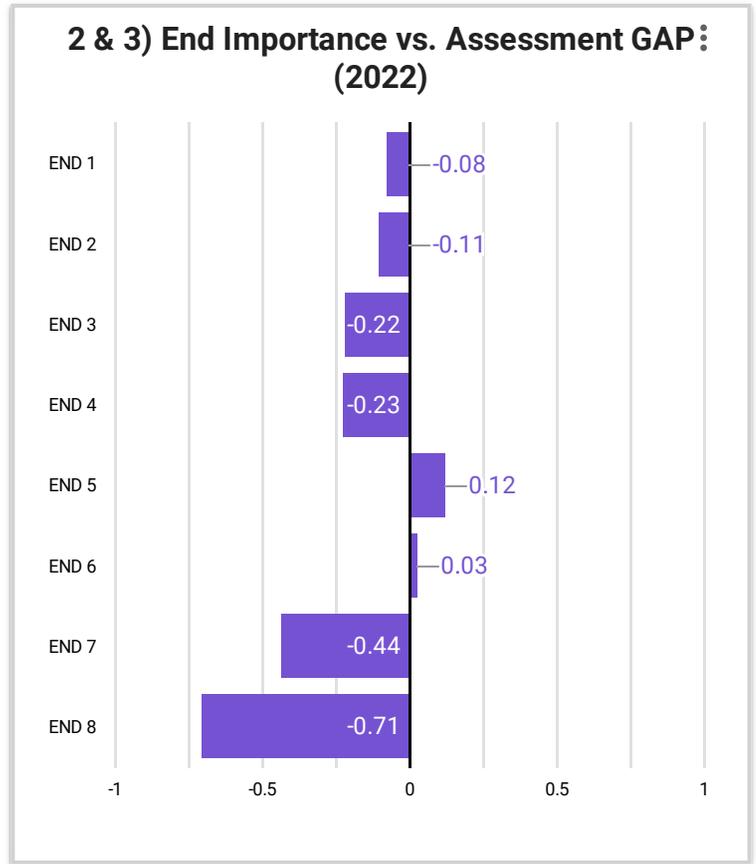
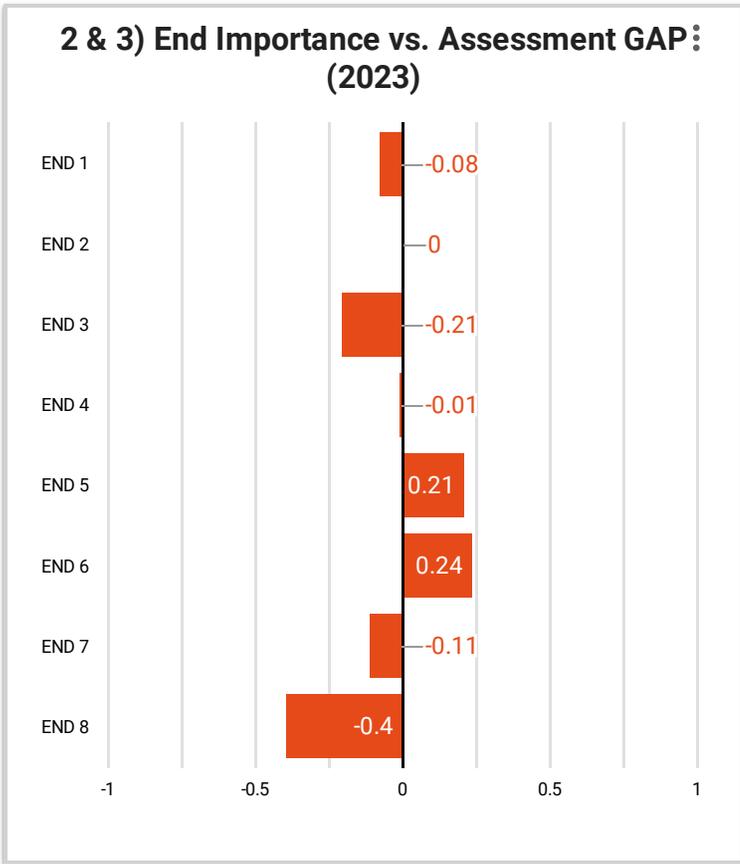
8) **Create accessible, courageous, and innovative welcome** to people who might find a sense of belonging and a spiritual home with us.

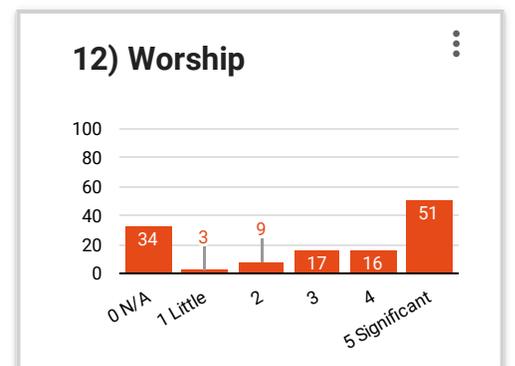
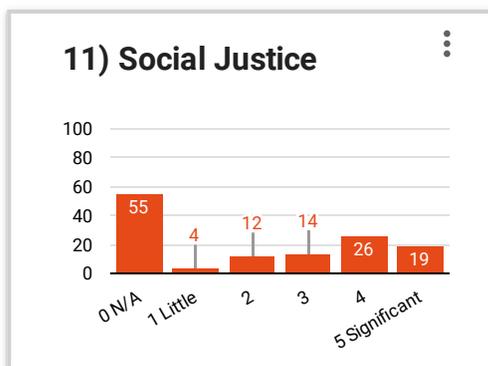
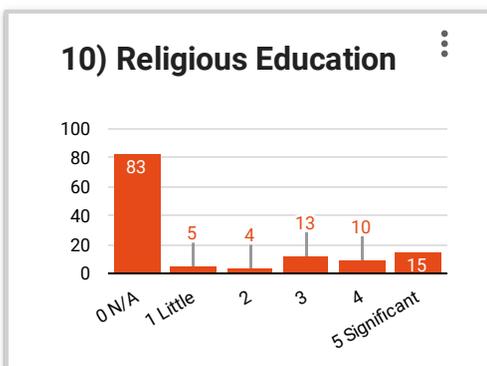
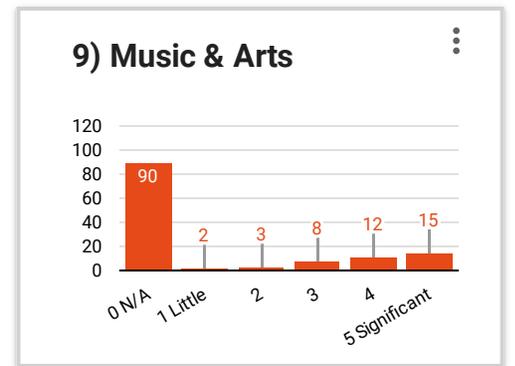
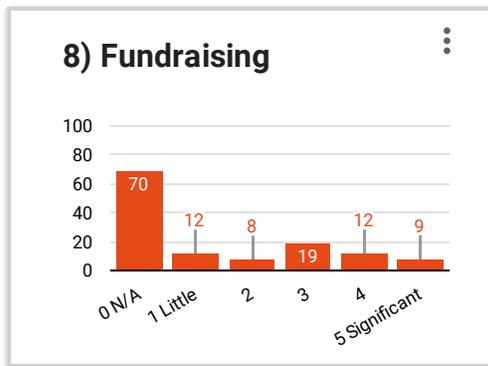
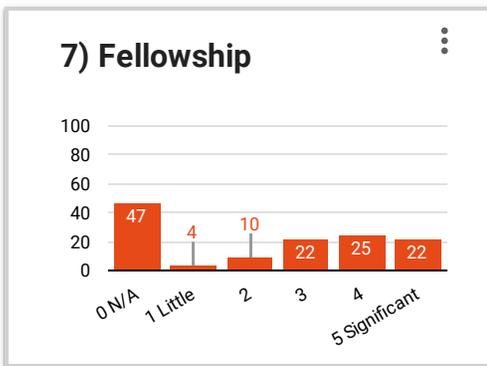
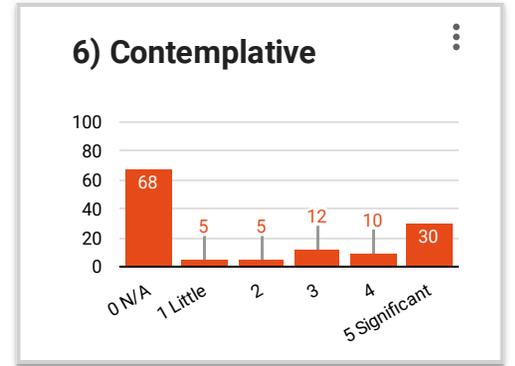
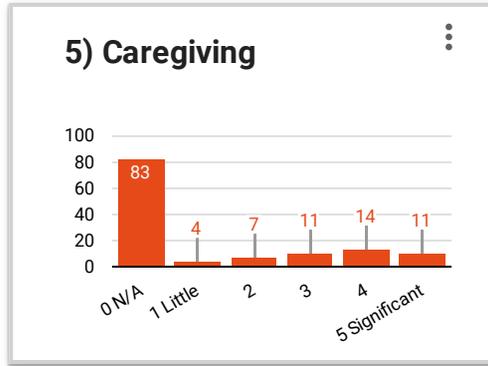
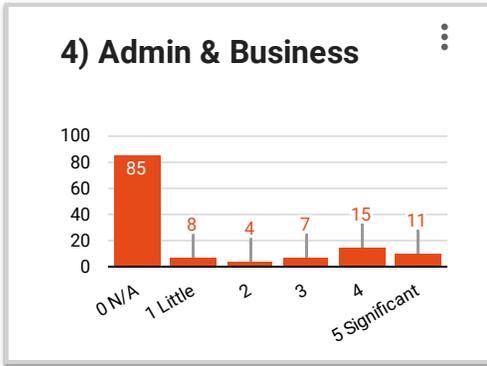
2 & 3) End Importance vs. Assessment (2023)

(gaps of weighted averages)

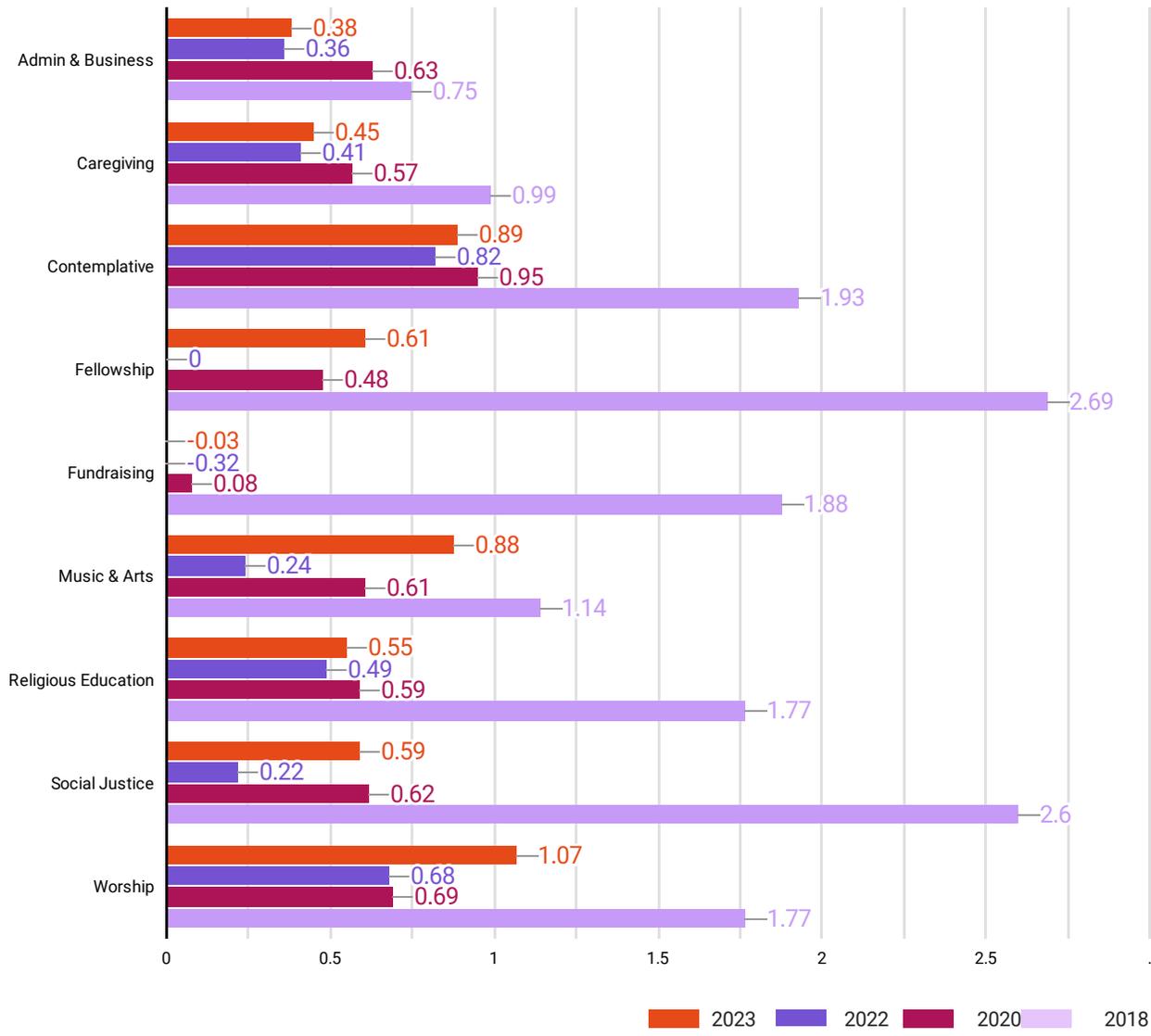
Importance Assessment



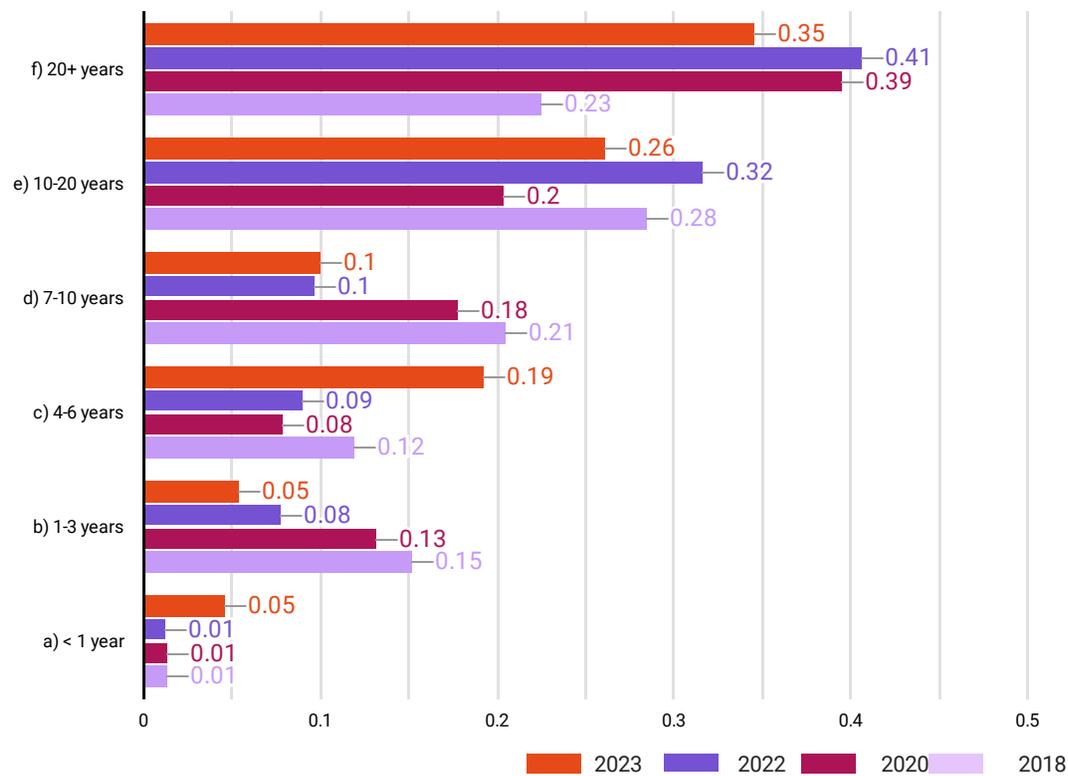




4-12) Activity Weighted Averages

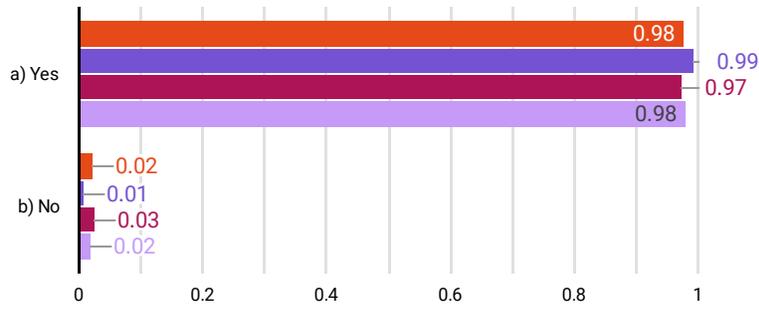


13) How long have you attended (percentages)?

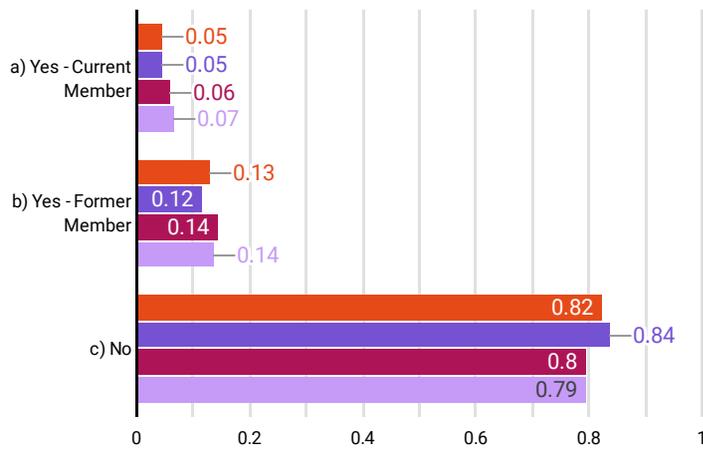


14) Are you a member? (percentages)

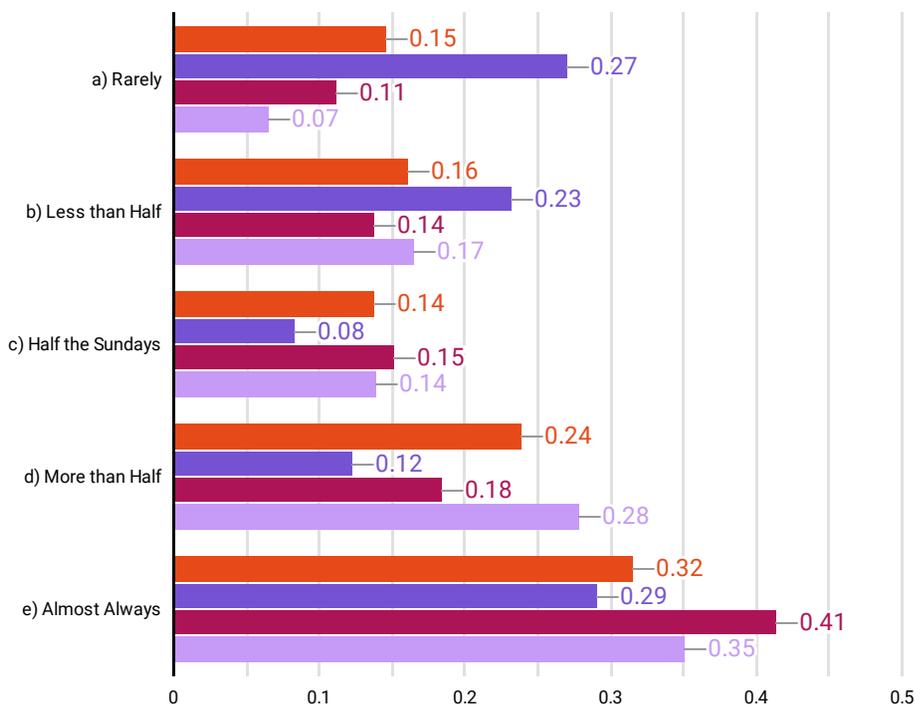
2023 2022 2020 2018



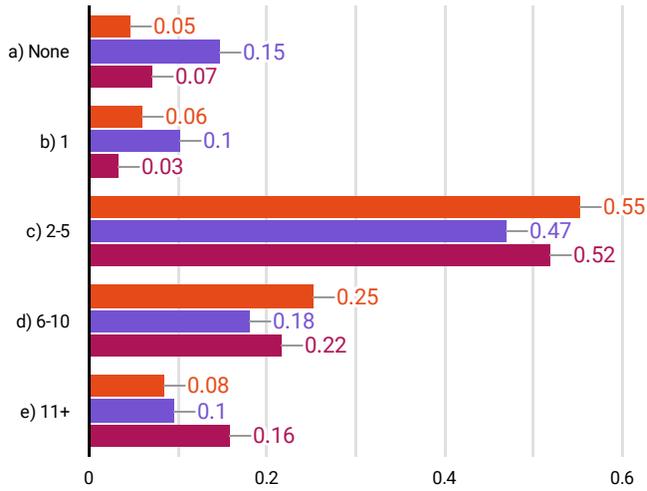
15) Board or Executive Team? (percentages)



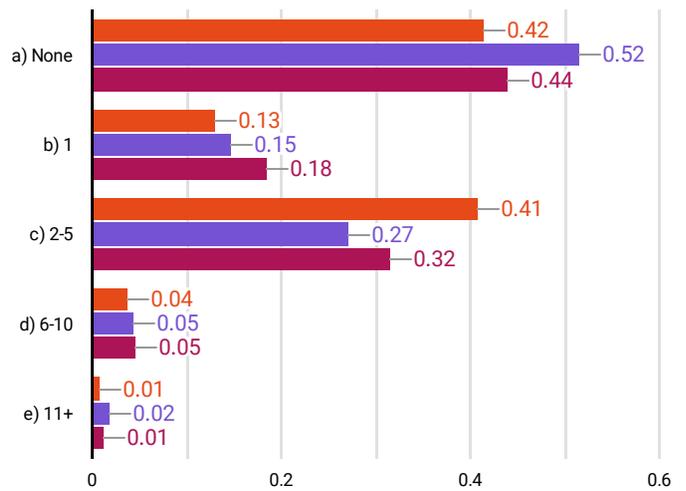
16) How often do you attend? (percentages)



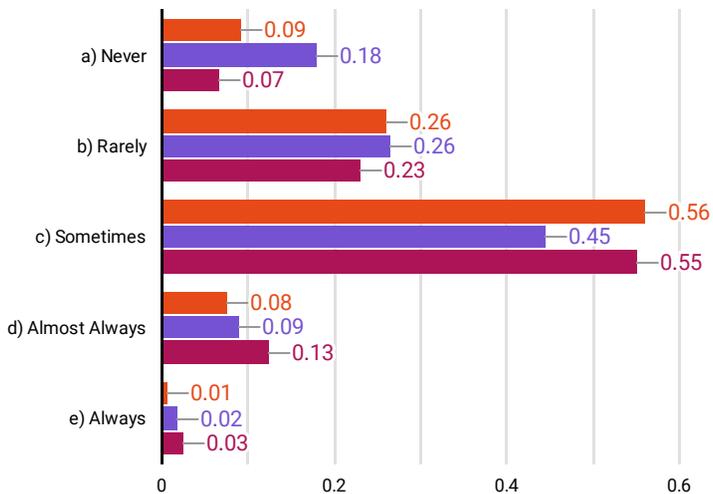
17) How many conversations have you had (percentages)?



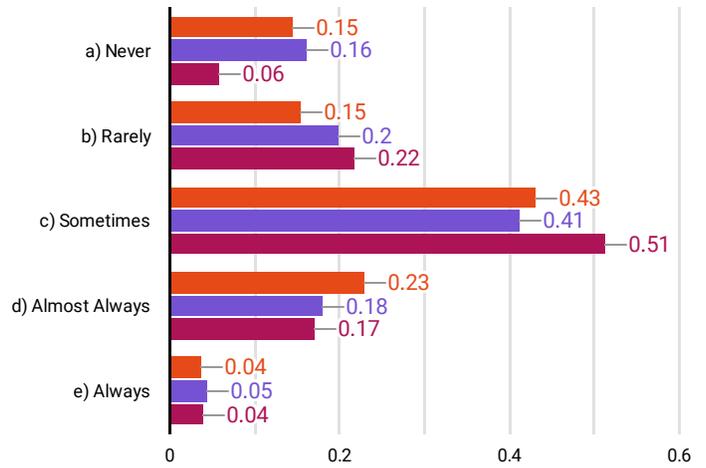
18) How many people have you invited (percentages)?



19) How often talked to a non-member (percentages)?



20) Welcomed someone different (percentages)?



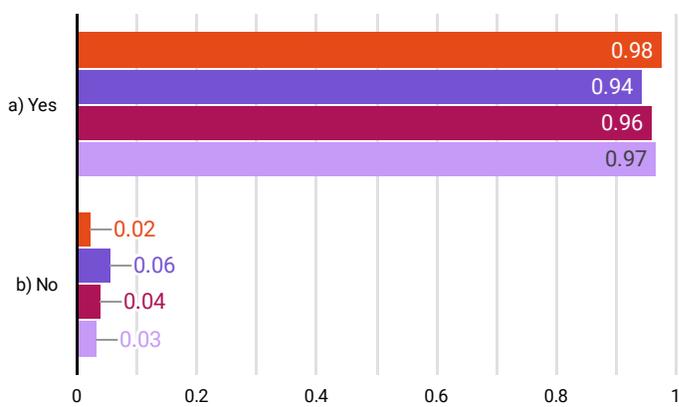
21) Able to describe patterns of power or privilege in your life (percentages)?



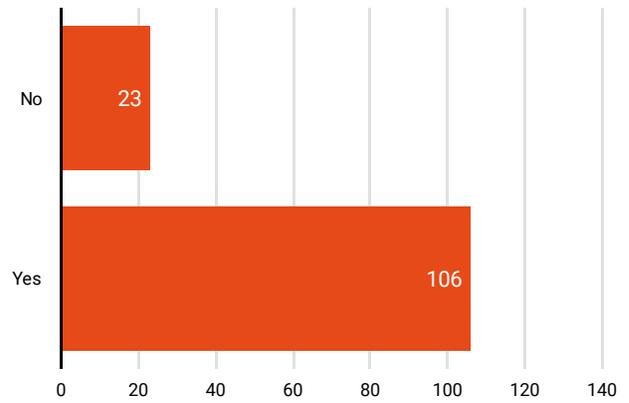
Question not asked previous to 2022

2023 2022 2020 2018

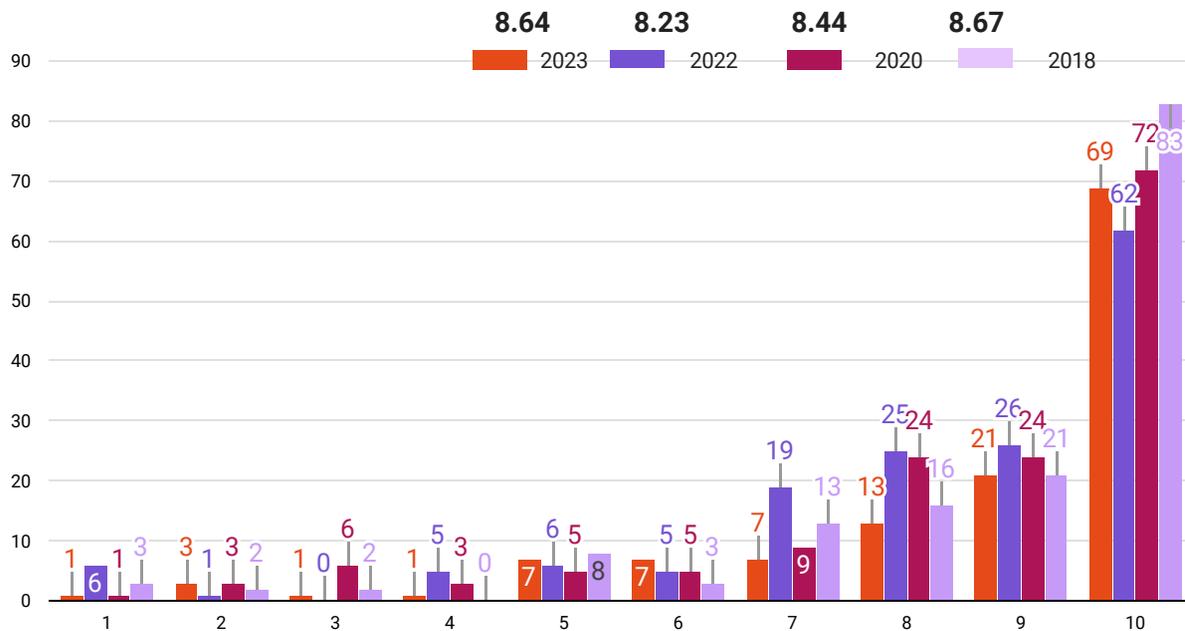
22) Do you make a pledge (percentages)?

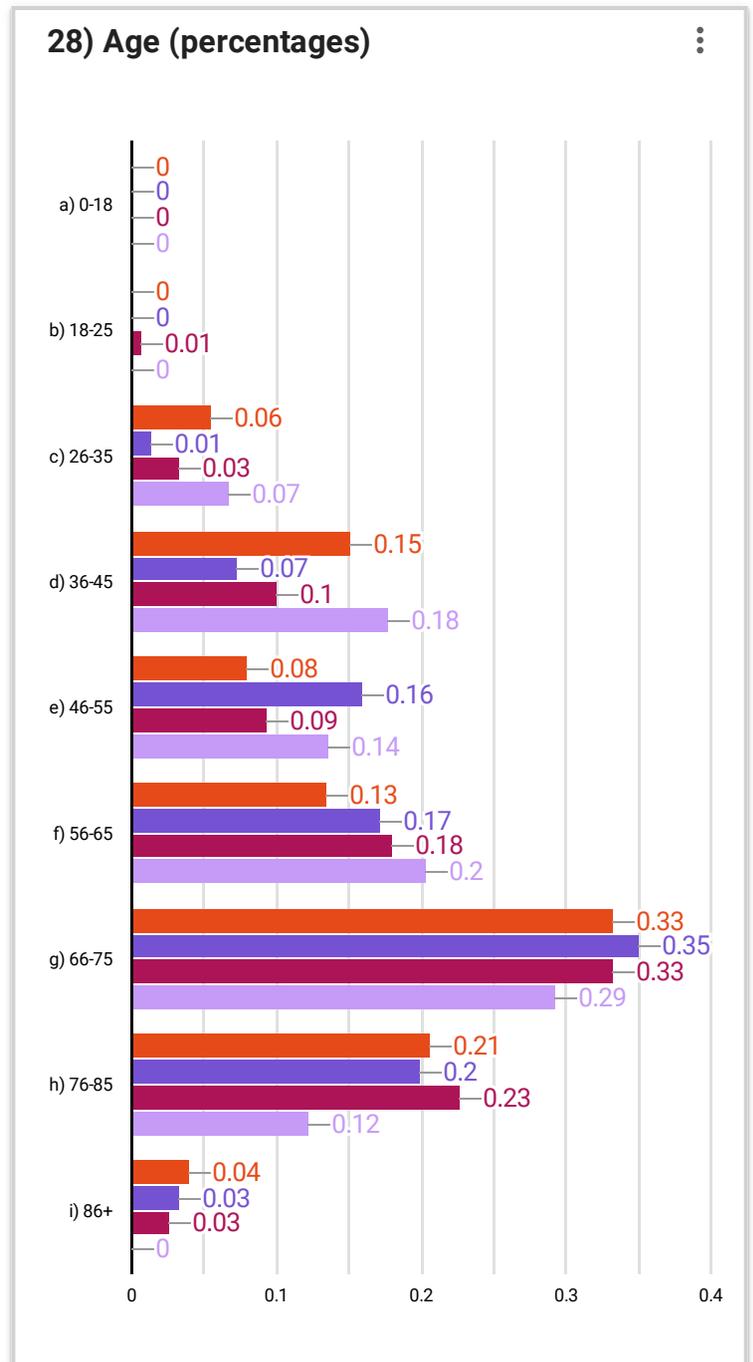
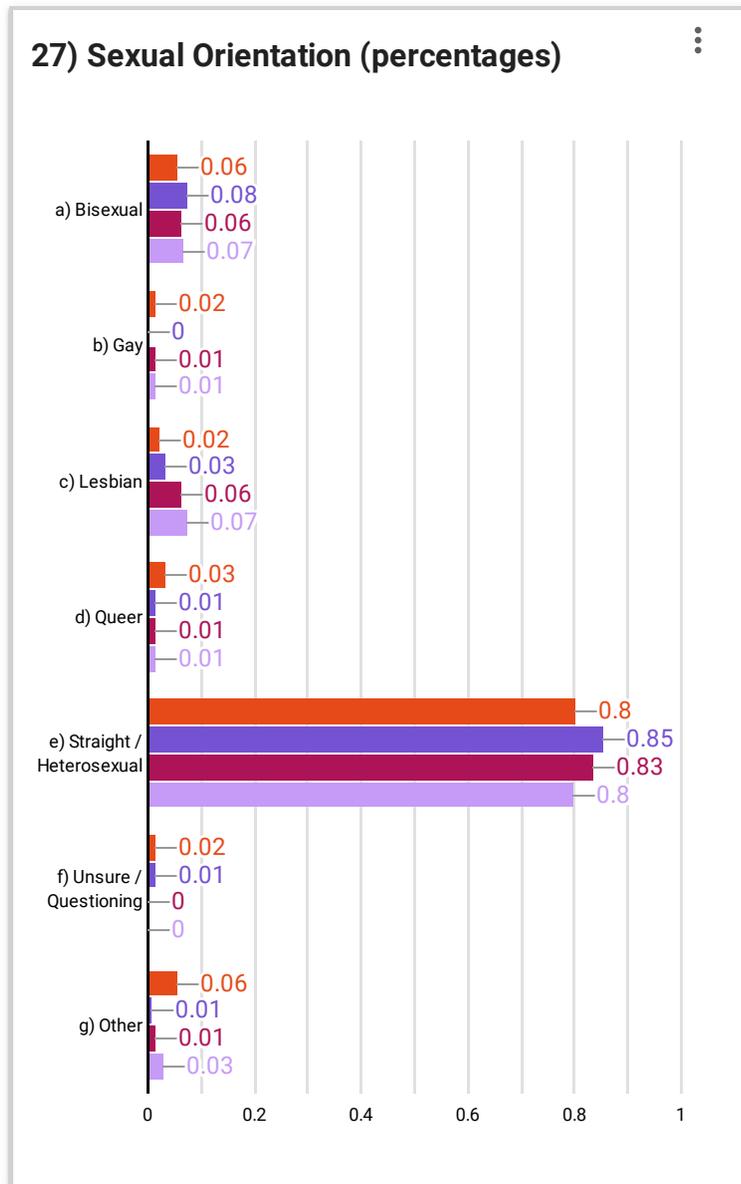
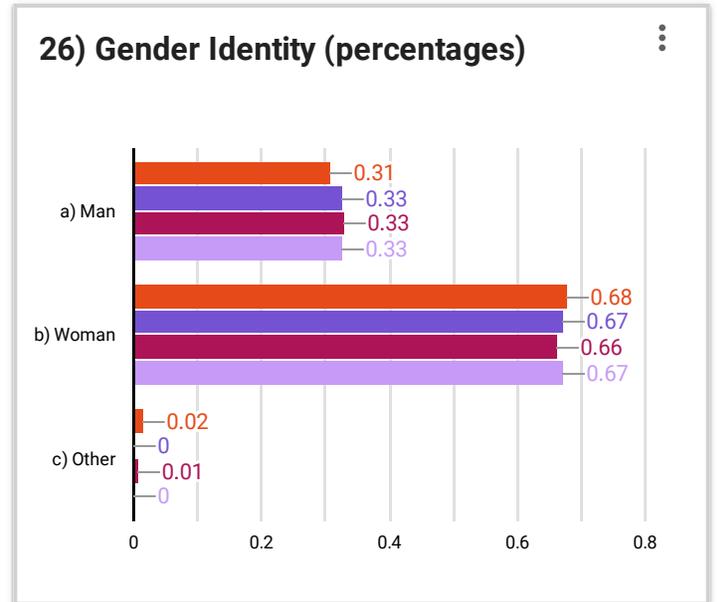
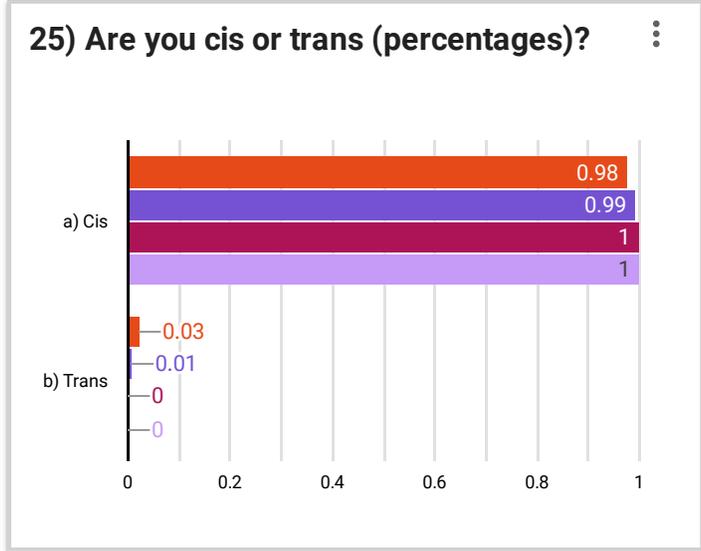


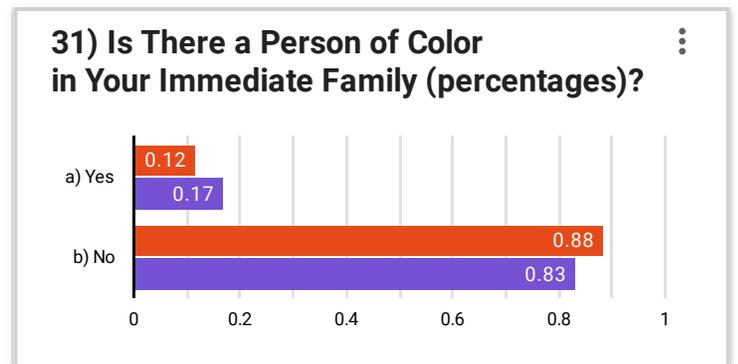
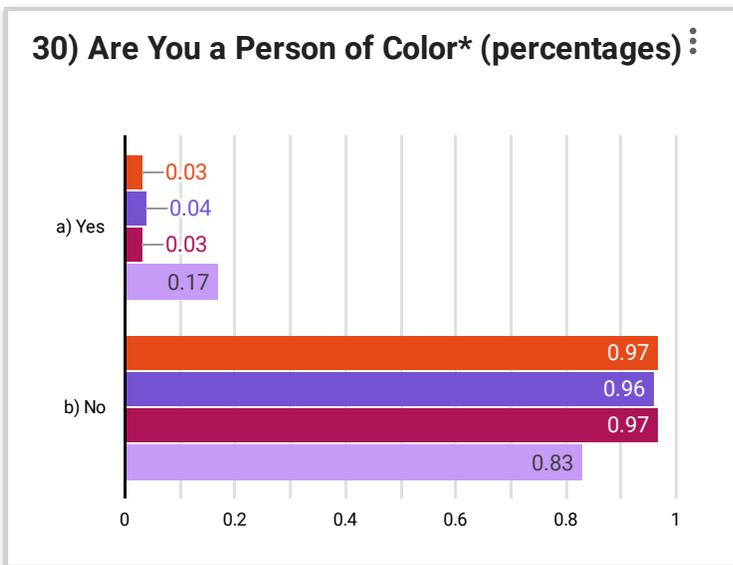
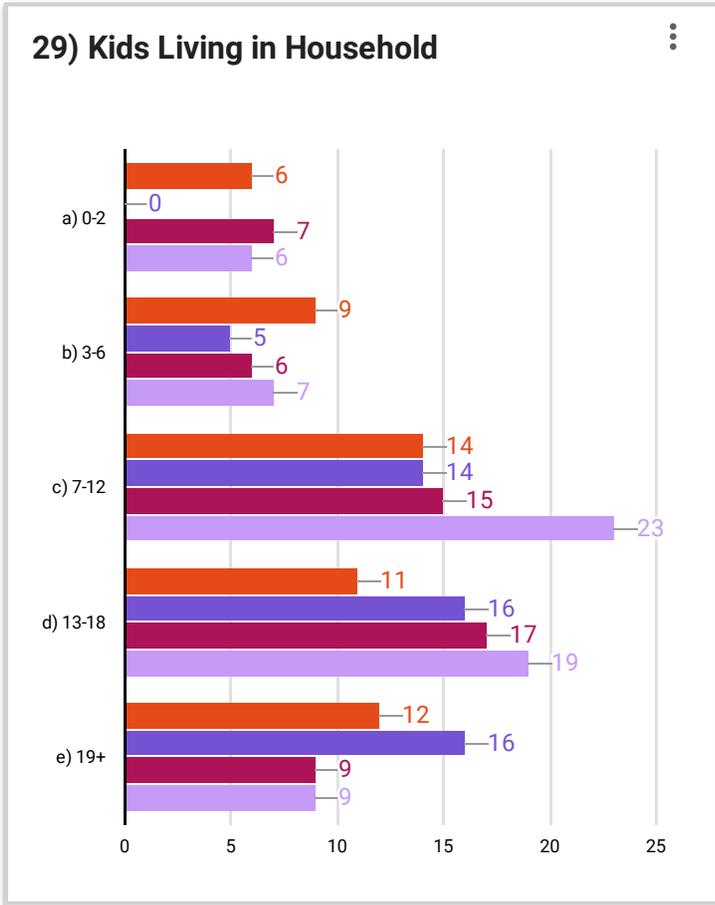
23) Did you make a pledge to the Forge Our Future campaign?



24) How likely would you be to recommend?

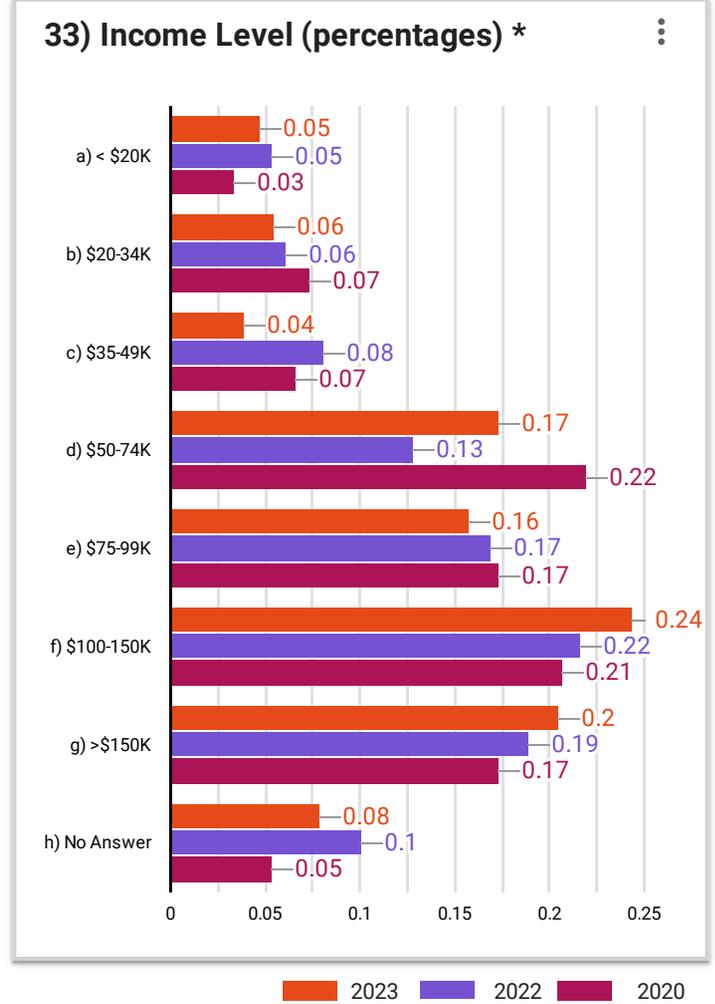
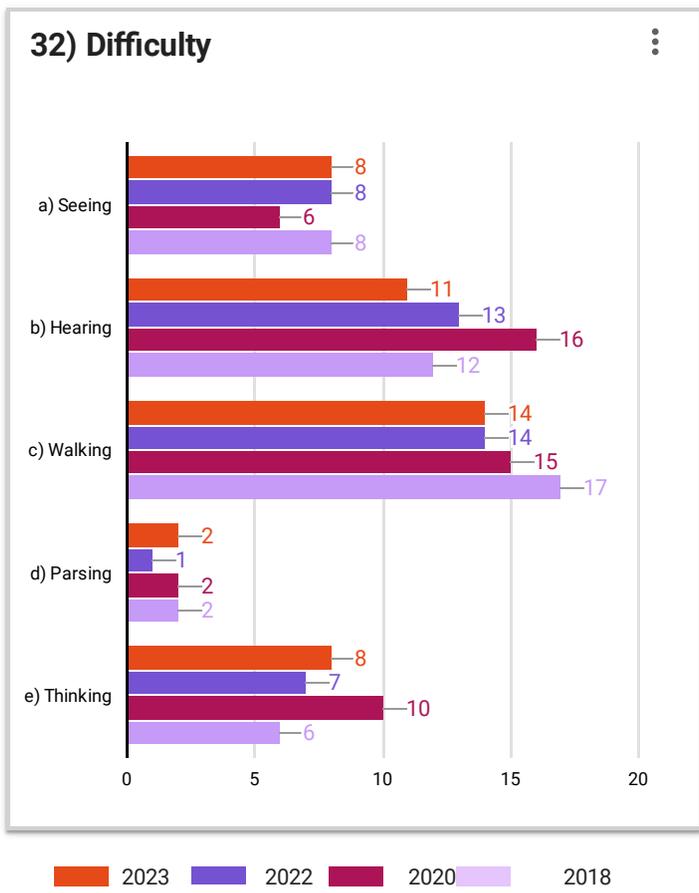






Question not asked prior to 2022

*Question has evolved over time:
 - 2018: Do you or a member of your household identify as a person of color?
 - 2020-2023: Do you identify as a person of color?



*In 2018 different options were provided for Question 32 than in later years

