



First Unitarian Society of Milwaukee Highlights from the 2023 Congregational Survey

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Thank you to all who participated in First Unitarian Society of Milwaukee's 2022 congregational survey! Your responses help the Board of Trustees and staff measure progress towards meeting our Ends statements (or goals) that guide our congregational commitments and actions, and also help identify areas that may need additional time and resources. As you read the highlights below, please keep in mind that any conclusions are limited to those who answered the survey; thus, the survey may not fully represent the entire congregation.

Please also see the complete survey results, with easy-to-read visual charts and data here:
<https://uumilwaukee.org/wp-content/uploads/2023/04/Congregational-Survey-Results-DataCharts-2023.pdf>

METHODOLOGY AND REPORTING NOTE

In this report, we have made a shift from presenting data in absolute numbers to percentages due to a decrease in the number of survey respondents from previous years. This change in methodology is important to note as it affects the way we analyze and present our findings, particularly in year over year data. Due to limitations in formatting, in the accompanying report, percentages are displayed as decimals.

INSIGHTS

- 1) 133 total respondents (159 at last survey in 2022). Over half of respondents volunteering age were between 66-85, and over half have been attending for at least 10 years.
- 2) Over 33% of respondents said they are "very" or "extremely" familiar with FUSM's Ends statements, while 24% of respondents were "not so" or "not at all" familiar with the Ends, and 44% were "somewhat" familiar with them. Those responding "very" or "extremely" familiar with FUSM's Ends was notably up by 8% over last year.
- 3) Compared to the 2022 survey, the results of this survey showed an increase in all categories for how well respondents believe we currently reflect our Ends, although the scores are generally similar to the 2020 survey. This may reflect a rebound from

challenges of the pandemic and our inability to meet in person. Ends 4 (giving and receiving support) and 6 (opening ourselves to wonder) received the highest scores for reflecting Ends in the 2023 survey, same as 2022.

- 4) Respondents rated Ends 4 (giving and receiving support), 7 (creating communal experiences) and 8 (creating accessible, courageous, and innovative welcome) as most important in the 2023 survey, reflecting similar priorities for importance from previous surveys.
- 5) The only End that showed a decrease in importance was End 7 (creating communal experiences) and only nominally so. The most significant increases were in End 3 (following leadership of those impacted by injustice) followed by End 5 (promoting Unitarian Universalism).
- 6) In 2023, Ends 3 and 8 show the largest gaps between respondents' perception of the importance of these Ends and their assessment of how well these Ends are achieved by the congregation.
- 7) In response to the question asking respondents to gauge the impact of their participation in various church activities on their spiritual well-being, the largest response was in the 0 N/A category for each of the nine activity categories. The most participation came, unsurprisingly, from worship, with 51 respondents saying that worship significantly impacted their spiritual well-being.
- 8) It appears that three of the 130 respondents in 2023 chose not to respond to questions 4-12 (regarding activities); that compares to five of 159 respondents in 2022; in 2020, 17 respondents did not answer these and subsequent questions.
- 9) Attendance at Sunday worship in 2023 shows over half of respondents (56%) attend either more than half the time or almost always. This is a notable increase from the last survey when only 41% shared those responses. This is nearly back up to the 2020 and 2018 surveys with responses of 59% and 63%, respectively. The share of those attending rarely and less than half the time also decreased, intuitively.
- 10) Responses regarding talking with non-members about FUSM and inviting them to attend worship services have remained largely the same compared to the previous two surveys, with some slight increases in respondents speaking with others about FUSM, as well as respondents inviting 2-5 individuals to FUSM over the course of the year. People are more likely to talk about FUSM than invite someone they know.
- 11) On the 2023 survey, 85% of respondents answered that they either agreed or strongly agreed that they can describe how major patterns of power and/or privilege are at work

in their lives, compared to 82% the first time this question was asked in 2022. 11% of respondents replied they are neutral on this question, and 3% strongly disagreed.

12) Ninety eight percent of respondents shared that they make a pledge, with 106 respondents out of 129 (82%) also saying they made a pledge to the Forge Our Future campaign. There are a number of comments which the board will work to process with staff in regards to this gap and frustrations with the campaign.

13) Scores have increased in response to the question of how likely respondents are to recommend First Church to a friend or relative. This standard question is known in marketing parlance as the Net Promoter Score, or NPS, and is measured on a scale from 1 to 10 with 10 being the most likely to recommend. Composite scores have swung from 8.67 (2018) to 8.44 (2020) to 8.23 (2022) to 8.64 (2023).

14) Ability: Responses around different abilities look very similar to 2022. We will forward a number of comments to staff for follow-up, where respondents left their contact info.

DEMOGRAPHICS

All look similar to 2022 with the following exceptions:

- 1) A significant increase in the number of respondents between the age of 26 and 45 and a decrease between the ages of 46 and 65.
- 2) There has been a rebound in families with infants and early elementary children responding and a continued decrease in the 13 through 19+ categories of children living in household.
- 3) Three percent of respondents identify as trans, an increase from none in the 2020 and 2018 surveys.
- 4) Out of respondents, individuals with household incomes between \$35,000-\$49,000 appears to have dropped in half (from 8% in 2022 to 4% in 2023), while some higher income levels increased.

ENDS BY DEMOGRAPHICS

- 1) The following groups gave First Church a higher Net Promoter Score than average: People with Disabilities, People with Children, People with Middle/Lower Incomes, People Who Have Attended Less Than 3 Years, and Members of the Board of Trustees.

- 2) The following groups reported a lower NPS than average: People of Color (very low at 5.75), LGBTQ, People Who Have Attended More Than 10 Years.
- 3) Compared to 2022, the biggest changes in NPS were among People of Color (decreased 3.75 points) and LGBTQ (decreased 1.35 points).
- 4) The groups that reported the biggest gaps between importance and performance on various Ends were People with Disabilities and the Board of Trustees.
- 5) People of Color and People Who Have Attended Less Than 3 Years rated the church's performance most positively compared to the importance of the Ends.
- 6) The following groups saw the biggest performance/importance gaps on End 1 (Connection across difference): People of Color, LGBTQ, People with Disabilities, and the Board of Trustees.