

FIRST UNITARIAN UNIVERSALIST CHURCH OF SAN DIEGO

Board of Trustees

Communications Action Group

**RESULTS OVERVIEW:**  
**CONGREGATIONAL SURVEY - FALL 2009/BASELINE**  
**May 3, 2010**

**Introduction**

A baseline Congregational Survey was developed and administered in November 2009 as a precursor to an annual survey to be administered near the end of each church year. The Board believes information collected via an annual survey of the congregation is of critical importance in their work to monitor and evaluate progress and identify areas in which additional time and resources need to be dedicated.

The survey focuses on four specific areas:

- meeting our Outcome/Ends Statements (16 questions),
- implementing major Strategic Plan initiatives (7 questions),
- personal spirituality and how we live our life in the world (19 questions), and
- recommending the church to a friend or relative (3 questions).

**Overview of Survey Process**

Survey Administration:

- Administration Dates: The online survey (available in hard copy as needed) was made available to members November 9 through 21, 2009.
- Overview of Survey Respondents:
  - A total of 212 members responded with 174 (82.1%) surveys completed. Hard copy responses were input into the online system to become part of the total response data analyzed.
  - Demographic Findings: Of those who responded to specific demographic items:
    - > Where Attend: 96.6% = Hillcrest
    - > Time Involved at First Church (including South Bay):
      - 19.43 years = Average time attending.
      - 15.48 years = Average time as a member.
    - > Gender Identity:
      - 65.7% of respondents identify as female
      - 33.7% as male
      - 0.6% as “Other”
      - No respondents identified as transgender.
    - > Sexual Orientation:
      - 85% of respondents self-identify as heterosexual
      - 13.9% self-identify as bisexual, gay, lesbian, or queer;
      - 1.1% self-identify as “Other”
    - > Racial/Ethnic Background:
      - 95.5% of respondents indicated White
      - 4% indicated “Other”
      - 1.7% indicated American Indian/Alaska Native
      - 1.7% indicated Hispanic/Latino(a)
      - 0.6% indicated African American/Black
      - 0.6% indicated Asian
      - No respondents indicated being Asian Pacific Islander
      - There was no option to indicate being multi-racial except in “Other.” Note: How to write the item was discussed with JTW co-chairs.

- > Family Structure: 22.2% of respondents consider their families to be interracial/multicultural
- > Age: 61.11 years = average age of respondents
- Response Data:
  - For each item/question, the following following data are available:
    - > rating average;
    - > number and percent of each rating category (1 to 10); and
    - > number of “Not Applicable” responses (for questions 1 through 42 only).
  - For each section:
    - > an overall rating was calculated and
    - > respondents’ comments are available.
- Overall Average Ratings by Section (out of 10):
 

- <u>Section 1 - Outcome/Ends Statements</u> :	8.13
- <u>Section 2 - Strategic Plan Initiatives</u> :	7.09
- <u>Section 3 - Personal Spirituality/How Live Life</u> :	7.78
- <u>Section 4 - Recommending the Church</u> :	7.61

(NOTE: This item included the Saturday Service which was terminated shortly after the survey was administered.)
- Selected Findings:
  - Reasons to celebrate:
    - > 43 (48.9%) of the 88 survey respondents to the group membership question are currently involved in a Spiritual Friendship Group. This is more than twice as many as in the next highest group participation indicated.
    - > 93.3% of 180 respondents have made a financial pledge to the annual operating budget in the past 12 months. Of those, 44.3% indicated they increased their pledge over the previous year.
    - > 79.7% of those who indicated making a financial pledge to the Capital Campaign indicated having made at least 1 payment on that pledge.
  - Of concern:
    - > Only 6 respondents indicated being Board of Trustees members. This means half of our elected church leaders did not participate in the survey or chose not to indicate their Board membership.
    - > 40.0% (72) of the 180 who responded to the question have not made a financial pledge to the Capital Campaign.
  - Of interest:
    - > Group Membership:
      - 124 respondents chose not to respond to this item.
      - This compares with 30-38 respondents who chose not to respond to the majority of demographic items.
      - For the items on:
        - family identity (interracial or not), 45 respondents skipped the item and
        - age, 52 skipped the item.
    - > Internet Use:
      - 92.3% of respondents have an email account
      - 50.8% have a Facebook account
      - 10.7% have a Twitter account
      - 21.5% listen or subscribe to Pod Casts
    - > The Window newsletter:
      - 74.4% read online.
      - 15.6% read in print.
      - 10.0% don’t read it at all.

**RESULTS OVERVIEW: CONGREGATIONAL SURVEY**

**Administered November 9 through 21, 2009**

**Section 1 - Outcome/Ends Statements - Questions 1 – 16:**  
**OVERALL AVERAGE RATING FOR SECTION = 8.13 out of 10**

**Average Ratings - High to Low:**  
**Degree to Which “We, the People of First Church”**

<b><u>By Question:</u></b>			<b><u>#NA:</u></b>
<b>Q3</b>	<b>Welcome/celebrate a variety of spiritual paths</b>	<b>8.65</b>	<b>4</b>
Q8	Support all family configurations	8.56	11
Q12	Affirm UU Principles CONGREGATIONAL	8.49	8
Q9	Encourages compassionate relationships	8.45	4
Q13	Affirm UU Principles CLUSTER	8.34	77
Q15	Affirm UU Principles CONTINENTAL	8.22	77
Q7	Fosters personal growth in a safe environment	8.18	3
Q14	Affirm UU Principles DISTRICT	8.17	<b>88</b>
Q1	Comforted & challenged by WORSHIP	8.15	6
Q16	Generous with resources, time, & talents	8.15	9
Q5	Are a WELCOMING community	8.01	3
Q10	Help produce a more just, equitable, compassionate society	7.94	2
Q4	Are a DIVERSE, MULTICULTURAL community	7.83	5
Q2	Comforted & challenged by SUPPORTING PROGRAMS	7.82	7
Q6	Identify & challenge oppression	7.76	6
Q11	Ensure facilities are well maintained, etc.	7.28	3

(Difference between Highest & Lowest Rating = 1.37)

**Section 2 - Support for Major Strategic Plan Initiatives - Questions 17 – 23**

**OVERALL AVERAGE RATING FOR SECTION = 7.09 out of 10**

**Average Ratings - High to Low: Degree to Which “You”**

<b><u>By Question:</u></b>			<b><u>#NA:</u></b>
<b>Q23</b>	<b>Understand how financial support helps attain mission/vision</b>	<b>8.81</b>	<b>15</b>
Q22	Are satisfied with structures/integrated program for youth	8.23	73
Q19	Believe South Bay campus contributes to SOUTH BAY COMMUNITIES	8.07	65
Q17	Are satisfied w/progress establishing a South Bay campus	7.38	67
Q18	Believe South Bay campus contributes to FIRST CHURCH	7.16	49
Q21	Are satisfied with Saturday afternoon worship service	6.06	<b>97</b>
Q20	Feel personally connected to the South Bay campus	3.95	43

(Difference between Highest & Lowest Rating = 4.86)

**Section 3 - Personal Spirituality & How You Live Your Life in the World -**  
**Questions 24 – 42**  
**OVERALL AVERAGE RATING FOR SECTION = 7.78 out of 10**

**Average Ratings - High to Low: Degree to Which “You”**

<b><u>By Question:</u></b>		<b><u>#NA:</u></b>
<b>Q28</b>	<b>Believe your life has meaning &amp; purpose</b>	<b>8.52</b> 3
Q24	Believe your actions make a difference in lives of others	8.51    2
Q39	Live a life of INTEGRITY	8.45    2
Q27	Act more wisely & compassionately as result of experiences at First Church	8.38    5
Q34	Live out your religious values in the world	8.31    4
Q25	Understand relationship between your own spiritual development & your own social justice actions	8.29    4
Q42	Have sense of joy in your life	8.25    2
Q35	Have appreciation of your own gifts & talents	8.16    1
Q36	Have experienced transformation/transformational moments IN YOUR LIFE	7.96    6
Q40	Live a life of SERVICE	7.73    1
Q33	Believe your actions contribute to well-being of First Church	7.68    5
Q32	Feel sense of belonging to community OUTSIDE of First Church	7.59    8
Q31	Feel sense of belonging to religious community WITHIN First Church	7.55    6
Q41	Work on issues related to your spiritual development on on-going basis	7.52    5
Q26	Are satisfied with positive impact you make on lives of others	7.38    2
Q30	Feel personally connected to First Church’s Outcome/Ends Statements	7.13    10
Q29	Are satisfied with your efforts to address social justice issues	6.96    5
Q38	Have experienced transformation/transformational moments AS RESULT OF YOUR EXPERIENCES AT FIRST CHURCH	6.72    9
Q37	Have experienced transformation/transformational moments IN PAST 12 MONTHS	6.64    16

(Difference between Highest & Lowest Rating = 1.88)

**Section 4 - Recommending the Church - Questions 43 – 45**  
**OVERALL AVERAGE RATING FOR SECTION = 7.61 out of 10**

**Average Ratings - High to Low: How Likely Would You Be To . . .**

<b><u>By Question:</u></b>		<b><u>#NA:</u></b>
<b>Q43</b>	<b>Recommend FIRST CHURCH to a friend or relative</b>	<b>8.70</b> na
Q44	Recommend the SOUTH BAY CAMPUS to a friend or relative	7.36    na
Q45	Recommend the STURDAY AFTERNOON WORSHIP SERVICE to a friend or relative	6.78    na

(Difference between Highest & Lowest Rating = 1.92)