

Gallup ME²⁵TM

St. Francis of Assisi - Traverse City
ME25 Overall

Member Engagement Survey Results

October 2008

THE GALLUP ORGANIZATION

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Introduction to the Gallup ME^{25™}

Gallup and Measurement For over 65 years, The Gallup Organization has been developing instruments that measure the “unmeasurable.” Gallup has developed systems that accurately measure the “soft numbers” -- including customer and employee engagement and other former “intangibles” -- that are keys to business success.

Several years ago, Gallup confronted the challenge of measuring another “unmeasurable” -- spiritual engagement. Through its extensive research on the subject, Gallup has designed an instrument -- the ME^{25™} Member Engagement Survey -- that measures the spiritual health of congregations.

Traditionally, congregations have measured themselves primarily by their attendance, membership, and monetary giving. While these statistics are important, they are outcomes, not causes, of a congregation’s spiritual health -- they can be influenced by nonspiritual factors such as demographics and location. Gallup’s ME^{25™} goes to the heart of an individual’s and a congregation’s engagement and spiritual commitment, giving congregations a clear picture of their spiritual health. Such a picture is crucial, for Gallup’s research confirms that spiritual health drives all other factors -- including attendance and financial commitment -- in a congregation’s life.

What the ME^{25™} Measures The ME^{25™} consists of 25 items: 9 items that measure individual spiritual commitment, 12 that measure member engagement, and 4 outcome items about life satisfaction, inviting, serving, and giving. The Spiritual Commitment items are individual and personal, while the Member Engagement items indicate how strongly one feels a sense of belonging within the congregation. Members who are highly engaged are more likely to give more money to their congregations, and to volunteer more hours per week to help and serve others. They are also more likely to invite others to participate, and to be more satisfied with the conditions of their lives. The same is true of members who are more spiritually committed.

Member Engagement. Items E01 through E12 measure how engaged members are in the life of the congregation. If a congregation has high Spiritual Commitment scores, its scores on the 12 Engagement items will reveal whether it is a congregation of excellence or one that is just average. Engagement is divided into four areas, each building upon the other, in a hierarchy of Engagement. The first area is “What do I get?” and includes items E01 and E02. It is important that these two items receive high scores, because they form the base of the pyramid. The base must be strong if the rest of the pyramid is to stand. The second level is “What do I give?” and includes items E03 through E06. The third level is “Do I belong?” and includes items E07 through E10. The top of the pyramid is “How can we grow?” and includes items E11 and E12.

It is natural for new members to look to fulfill their engagement needs at the bottom of the pyramid before they look to fulfill needs at the middle and the top. As members move toward greater engagement, they will look to fulfill needs toward the top of the pyramid. However, there is interplay between the items at various levels, and individuals identify and prioritize needs on different areas of the pyramid as their engagement level changes. From the congregational perspective, the Engagement items are the most actionable items on the survey, and steps taken to improve scores on these items will have a positive impact on spiritual commitment as well.

Spiritual Commitment. The real “bottom line” of a congregation is producing spiritually committed individuals. Items C01 through C09 measure a person’s spiritual commitment, in terms of both attitudes and behaviors. Members of a congregation with high scores on spiritual commitment and low scores on member engagement have limited ways to express and live out their spirituality in the midst of their congregation. If the congregation increases the level of engagement among these individuals, it will unleash a powerhouse of potential for fulfilling its mission. Likewise, a congregation of highly engaged yet moderately committed members would do well to focus on the basics of expectations and meeting spiritual needs in order to increase the commitment level of its members, thereby dramatically increasing its potential.

Outcomes. Items O1 through O4 are the measurable outcomes of life satisfaction, inviting, serving, and giving. Strong engagement and commitment are more likely to lead to high scores on these four items; weaker engagement and commitment are more likely to lead to low scores.

Demographics. Following the ME^{25™}, respondents were asked a variety of demographic questions. A summary of the responses is included at the end of the report.

Conclusion Strong congregations produce spiritually mature individuals whose lives have a positive influence on our society and world. However, you can manage only what you can measure. The ME^{25™} provides your congregation with a system to measure its progress, so that you can manage your congregation with greater care and clarity -- in order to create positive change in people’s lives. At Gallup, it is our pleasure to be your partner in this endeavor.

The following pages provide a summary of member responses to the Gallup ME²⁵TM Member Engagement Survey. The survey statements were rated on a scale which required a response from among six response categories:

5	Strongly Agree
4	
3	
2	
1	Strongly Disagree
	Does Not Apply or Don't Know

The statement or dimension averages are based on a 5-point scale, with "1" being the lowest possible average and "5" being the highest average. "Does Not Apply" or "Don't Know" responses are not scored.

The Gallup ME²⁵TM Survey includes Member Engagement, Spiritual Commitment, Outcome, and Demographic items. Note the following term definitions.

GrandMean_{Engagement} The average, on a 5-point scale, across Member Engagement items.

GrandMean_{Commitment} The average, on a 5-point scale, across Spiritual Commitment items.

Member Engagement The 12 items that Gallup has found to consistently link to outcomes.

Top Box The percentage of "5" (Strongly Agree) responses.

Engagement Scores The average top box response percentages for statements measuring each stage of the Engagement Pyramid.

Gallup 75th Percentile The score above which 25% of all congregations of this religion scored.

Following the Member Engagement Scorecard is a listing of response percentages and average (mean) scores for the Gallup ME²⁵TM Survey items.

MEMBER ENGAGEMENT SCORECARD

• *Congregation:* St. Francis of Assisi - Traverse City

• *Total n:* 887

Congregation *Gallup
75th%*

Mean (Average) Score

GrandMean _{Engagement}	3.71	3.71
GrandMean _{Commitment}	4.23	4.29

Top Box (% 5)

Member Engagement

• Learn & grow	50	50
• Progress	17	19
• Best friend	33	43
• Members committed to spiritual growth	34	34
• Mission/Purpose	40	37
• Opinions count	26	29
• Encourages spiritual development	38	36
• Cares about me	50	46
• Recognition	27	36
• Opportunity to do best	30	35
• Spiritual needs met	44	36
• Know what's expected	39	41

Engagement Scores

How can we grow?	33	35
Do I belong?	33	36
What do I give?	36	38
What do I get?	42	39

Gallup ME²⁵TM

Member Engagement Survey Results

St. Francis of Assisi - Traverse City

Member Engagement Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
E01. As a member of my parish, I know what is expected of me.	850	2	5	18	35	39	4.03
	20292	2	7	22	36	34	3.92
E02. In my parish, my spiritual needs are met.	841	2	5	16	32	44	4.10
	20290	3	7	23	37	30	3.83
E03. In my parish, I regularly have the opportunity to do what I do best.	817	3	10	25	32	30	3.77
	19448	5	10	26	31	27	3.66
E04. In the last month, I have received recognition or praise from someone in my parish.	771	18	18	20	18	27	3.19
	18908	20	16	17	20	27	3.19
E05. The spiritual leaders in my parish seem to care about me as a person.	818	4	7	14	25	50	4.09
	19795	6	10	20	28	36	3.78
E06. There is someone in my parish who encourages my spiritual development.	804	7	13	17	25	38	3.75
	19481	10	14	21	25	29	3.49
E07. As a member of my parish, my opinions seem to count.	785	7	12	26	29	26	3.57
	19122	9	13	27	29	22	3.41
E08. The mission or purpose of my parish makes me feel my participation is important.	824	4	6	20	30	40	3.95
	19733	6	9	23	32	30	3.70
E09. The other members of my parish are committed to spiritual growth.	763	2	5	22	38	34	3.96
	18933	2	6	26	38	27	3.81
E10. Aside from family members, I have a best friend in my parish.	799	19	17	14	16	33	3.27
	19421	22	15	15	17	31	3.18
E11. In the last six months, someone in my parish has talked to me about the progress of my spiritual growth.	785	30	20	18	14	17	2.67
	19160	35	20	17	14	14	2.53
E12. In my parish, I have opportunities to learn and grow.	812	2	5	14	29	50	4.20
	19997	3	6	17	32	42	4.04

Top Line ■ GM_E=3.71, St. Francis of Assisi - Traverse City

Bottom Line ■ GM_E=3.55, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

St. Francis of Assisi - Traverse City

Spiritual Commitment Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
C01. I spend time in worship or prayer every day.	869	3	11	19	25	41	3.90
	20524	4	12	22	24	37	3.78
C02. My faith is involved in every aspect of my life.	867	2	6	23	28	41	4.01
	20546	2	7	23	32	36	3.93
C03. Because of my faith, I have forgiven people who have hurt me deeply.	849	2	5	15	30	48	4.16
	20061	2	5	18	36	39	4.04
C04. Because of my faith, I have meaning and purpose in my life.	856	2	2	9	25	62	4.41
	20448	1	3	12	30	54	4.34
C05. My faith has called me to develop my given strengths.	851	2	3	17	34	43	4.14
	20262	2	5	21	35	37	4.01
C06. I will take unpopular stands to defend my faith.	857	2	3	14	30	51	4.25
	20220	2	5	21	37	36	4.01
C07. My faith gives me an inner peace.	861	2	1	7	23	67	4.50
	20492	1	2	11	30	55	4.36
C08. I speak words of kindness to those in need of encouragement.	858	1	2	6	28	63	4.49
	20519	1	1	8	35	54	4.41
C09. I am a person who is spiritually committed.	853	2	4	13	33	48	4.22
	20403	1	4	20	36	39	4.07



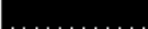

Top Line ■ GM_C=4.23, St. Francis of Assisi - Traverse City

Bottom Line ■ GM_C=4.10, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

St. Francis of Assisi - Traverse City

Outcomes	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
O1. Overall, I am extremely satisfied with the way things are going in my personal life.	870	2	6	20	37	34	 3.94
	20585	2	6	22	42	28	 3.88
O2. In the last month, I have invited someone to participate in my parish.	777	36	23	12	11	18	 2.51
	19093	40	17	12	12	19	 2.54

Top Line ■ St. Francis of Assisi - Traverse City

Bottom Line ■ ME25 Overall

<i>Outcomes</i>	Sample Size	<i>Response Categories</i>				
O3. How many volunteer hours a week do you give to help and serve others in your community?	842	<u><i>0 or < 1 hour</i></u>	<u><i>1 to < 2 hours</i></u>	<u><i>2 to < 3 hours</i></u>	<u><i>3 to < 4 hours</i></u>	<u><i>4 to < 5 hours</i></u>
	20412	44	23	10	7	4
		37	24	15	8	5
		<u><i>5 hours or more</i></u>	13			
		12				
O4a. Do you give 10% or more of your income to your parish each year?	839	<u><i>Yes</i></u>	<u><i>No</i></u>			
	19220	28	72			
O4b. How much do you give per year to this parish?	838	<u><i>< \$500</i></u>	<u><i>\$500 to < \$1000</i></u>	<u><i>\$1000 to < \$2000</i></u>	<u><i>\$2000 to < \$3000</i></u>	<u><i>\$3000 to < \$5000</i></u>
	19124	24	28	26	11	7
		22	21	21	13	11
		<u><i>\$5000 or more</i></u>	4			
	12					

Top Line ■ St. Francis of Assisi - Traverse City

Bottom Line ■ ME25 Overall

Demographic Items	Sample Size	Response Categories				
		<u>Yes</u>	<u>No</u>			
D01. Did you attend Mass last week?	868	87	13			
	20413	87	13			
D02. How long have you been a member of this parish?	846	<u>< 1 year</u>	<u>1 to < 3 years</u>	<u>3 to < 5 years</u>	<u>5 to < 10 years</u>	<u>10 years or more</u>
	20418	7	11	11	16	55
D03. What is your age?	852	<u>< 25</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>
	17955	3	5	12	21	21
D04. What is your gender?	863	<u>65 and older</u>				
	20413	38				
D05. Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?	852	<u>Male</u>	<u>Female</u>			
	20331	34	66			
D06. What is your race?	859	<u>Yes</u>	<u>No</u>			
	20439	2	98			
D07. If Hispanic, Do you consider yourself to be white-Hispanic or black-Hispanic?	5	<u>White</u>	<u>African-American or Black</u>	<u>Asian or Pacific Islander</u>	<u>Native American or American Indian</u>	<u>Hispanic</u>
	910	98	0	0	1	1
		86	8	1	0	5
		<u>Some other race</u>				
		0				
		1				
		<u>White-Hispanic</u>	<u>Black-Hispanic</u>			
		100	0			
		97	3			

Top Line ■ St. Francis of Assisi - Traverse City

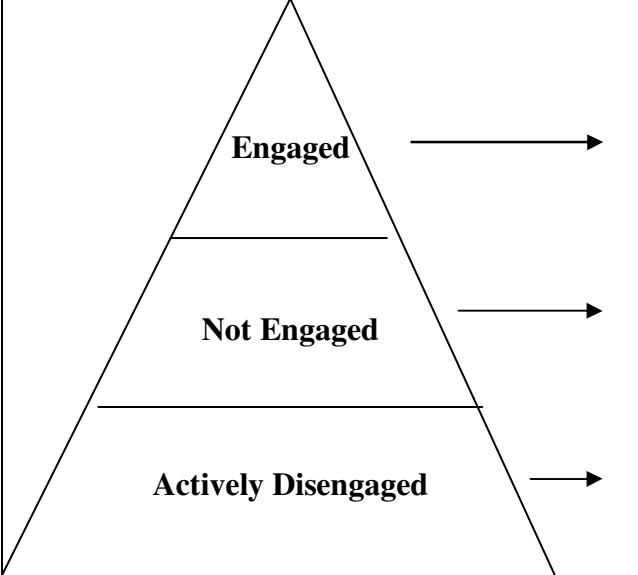
Bottom Line ■ ME25 Overall

<i>Demographic Items (Continued)</i>	Sample Size	Response Categories				
D08. Including parents and children, how many people are in your household?	864	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
	20424	21	43	12	13	7
		15	34	14	22	11
		<u>6 or more</u>				
		5				5
D09. What is your marital status?	869	<u>Single</u>	<u>Single, but living with someone</u>	<u>Married</u>	<u>Separated</u>	<u>Divorced</u>
	20449	11	1	68	0	7
		12	1	74	1	5
		<u>Widowed</u>				
		11				7
D10. What is the highest level of education you have completed?	863	<u>Less than high school graduate</u>	<u>High school graduate</u>	<u>Some college</u>	<u>Trade, technical or vocational training</u>	<u>College graduate</u>
	20387	4	19	22	8	28
		4	12	19	6	30
		<u>Post-graduate</u>				
		21				29
D11. What is your current occupation?	862	<u>Student</u>	<u>Homemaker</u>	<u>Retired or disabled</u>	<u>Professional or managerial</u>	<u>Secretarial or clerical</u>
	20052	2	9	35	27	4
		3	13	20	38	6
		<u>Services or labor</u>				
		5	<u>Sales or retail</u>	<u>Farmer or rancher</u>	<u>Military</u>	<u>Self-employed</u>
		5	4	0	0	7
			4	0	0	5
		<u>Unemployed</u>				
		2	<u>Other</u>			
		1	4			
D12. What is your total annual household income, before taxes?	801	<u>Under \$10,000</u>		<u>\$10,000 to < \$20,000</u>	<u>\$20,000 to < \$30,000</u>	<u>\$30,000 to < \$40,000</u>
	19637	7	12	12	11	17
		5	6	9	10	17
		<u>\$60,000 to < \$75,000</u>		<u>\$75,000 to < \$100,000</u>	<u>\$100,000 or more</u>	
		9	13	18		
		12	17	24		

Top Line ■ St. Francis of Assisi - Traverse City

Bottom Line ■ ME25 Overall

Member Engagement Index

	St. Francis Parish	National Overall	National Catholic
 <p>Engaged</p>	37%	29%	16%
<p>Not Engaged</p>	44%	54%	49%
<p>Actively Disengaged</p>	19%	17%	35%

Engaged These members are loyal and have a strong psychological connection to their parish. They are more spiritually committed, more likely to invite friends, family members, and co-workers to parish events, and give more both financially and in commitment of time.

Not Engaged These members may attend regularly, but they are not psychologically connected to their congregation. Their connection to the congregation is more social than spiritual. They give moderately, but not sacrificially, and they may do a minimal amount of volunteering in the community. They are less likely to invite others and more likely to leave.

Actively Disengaged These members usually show up only once or twice a year, if at all. They are on the membership rolls, and can tell you what congregation they belong to – but may not be able to name the pastor. However, they may be regular in their attendance. If that’s the case, they are physically present but psychologically absent. They are unhappy with their congregation and insist on sharing that unhappiness with just about everyone.