

Gallup ME²⁵TM

Our Lady of Grace

Member Engagement Survey Results

November 05, 2010

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Introduction to the Gallup ME²⁵

Gallup and Measurement For over 70 years, Gallup 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 ME²⁵ Member Engagement Survey -- that measures the spiritual health of parishes.

Traditionally, parishes have measured themselves primarily by their attendance, membership, and monetary giving. While these statistics are important, they are outcomes, not causes, of a parish's spiritual health -- they can be influenced by nonspiritual factors such as demographics and location. Gallup's ME²⁵ goes to the heart of an individual's and a parish's engagement and spiritual commitment, giving parishes 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 parish life.

What the ME²⁵ Measures The ME²⁵ consists of 25 items: 9 items that measure individual spiritual commitment, 12 that measure parishioner engagement, and 4 outcome items about life satisfaction, inviting, serving, and giving. The Spiritual Commitment items are individual and personal, while the Engagement items indicate how strongly one feels a sense of belonging within the parish. Members who are highly engaged are more likely to give more money to their parishes, 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 parish. If a parish has high Spiritual Commitment scores, its scores on the 12 Engagement items will reveal whether it is a parish 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 parishioners 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 parishioners 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 parish 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 parish 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 parish 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 parish. If the parish increases the level of engagement among these individuals, it will unleash a powerhouse of potential for fulfilling its mission. Likewise, a parish 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 ME²⁵, respondents were asked a variety of demographic questions. A summary of the responses is included at the end of the report.

Conclusion Strong parishes 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 ME²⁵ provides your parish with a system to measure its progress, so that you can manage your parish 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 ME²⁵ 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 ME²⁵ 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) response

Engagement Scores The average Top Box response percentages for statements measuring each stage of the Engagement Pyramid.

Gallup 75th Percentile The score in Gallup's overall database above which 25% of all faith communities scored.

Following the Member Engagement Scorecard is a listing of response percentages and average (mean) scores for the Gallup ME²⁵ Survey items.

MEMBER ENGAGEMENT SCORECARD

•Congregation: Our Lady of Grace

Current

Gallup
75th%

•Total n: 965

Mean (Average) Score

GrandMean_{Engagement}

3.05

3.74

GrandMean_{Commitment}

4.19

4.21

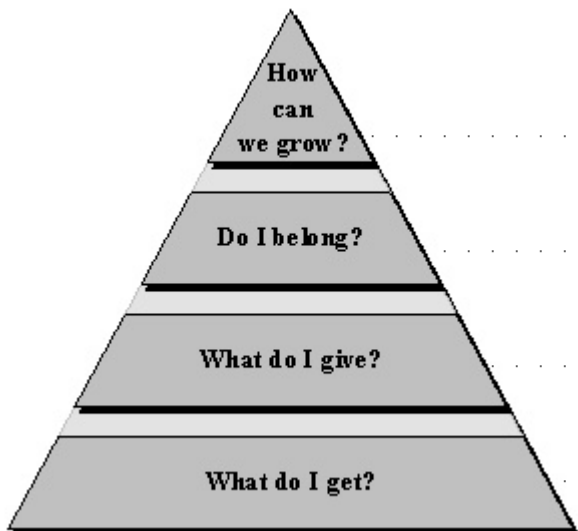
Top Box (%5)

Member Engagement



•Learn & grow	28	47
•Progress	9	18
•Best friend	26	34
•Members committed to spiritual growth	28	34
•Mission/Purpose	27	38
•Opinions count	17	28
•Encourages spiritual development	21	34
•Cares about me	25	47
•Recognition	17	32
•Opportunity to do best	23	33
•Spiritual needs met	29	39
•Know what's expected	32	39

Engagement Scores



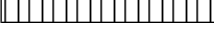


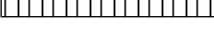


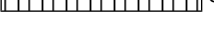
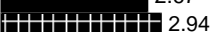

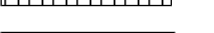




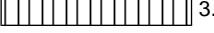


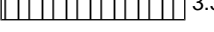


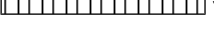


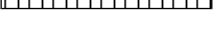




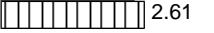










How can we grow?	19	33
Do I belong?	25	34
What do I give?	22	37
What do I get?	30	39



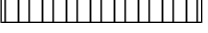


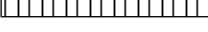


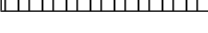
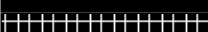

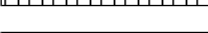




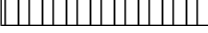


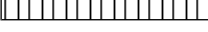


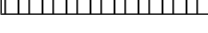


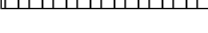

Gallup ME²⁵TM




Member Engagement Survey Results

Our Lady of Grace

Member Engagement Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
E01. As a member of my parish, I know what is expected of me.	936	21	3	14	30	32	 3.48	
	14787	2	6	23	37	32	 3.90	
	37525	2	6	21	38	33	 3.94	
E02. In my parish, my spiritual needs are met.	943	21	5	15	30	29	 3.41	
	14825	3	6	21	38	32	 3.91	
	38142	2	6	20	39	33	 3.94	
E03. In my parish, I regularly have the opportunity to do what I do best.	886	23	6	20	28	23	 3.22	
	13904	4	10	28	32	26	 3.65	
	36397	4	10	28	33	26	 3.68	
E04. In the last month, I have received recognition or praise from someone in my parish.	803	36	13	16	18	17	 2.67	
	13254	22	19	20	17	20	 2.94	
	35024	19	19	20	20	23	 3.11	
E05. The spiritual leaders in my parish seem to care about me as a person.	879	26	7	17	25	25	 3.17	
	14059	6	11	23	29	31	 3.68	
	36756	5	10	20	30	36	 3.82	
E06. There is someone in my parish who encourages my spiritual development.	836	29	13	17	20	21	 2.92	
	13847	10	15	25	26	24	 3.38	
	36486	8	14	23	27	28	 3.52	
E07. As a member of my parish, my opinions seem to count.	829	29	10	20	24	17	 2.90	
	13329	9	15	32	26	17	 3.27	
	34675	8	14	31	29	19	 3.38	
E08. The mission or purpose of my parish makes me feel my participation is important.	876	24	6	17	26	27	 3.24	
	14147	5	10	27	32	26	 3.63	
	36989	4	9	23	34	30	 3.77	
E09. The other members of my parish are committed to spiritual growth.	839	25	5	14	28	28	 3.30	
	13351	3	7	27	38	25	 3.76	
	35564	2	5	23	41	29	 3.89	
E10. Aside from family members, I have a best friend in my parish.	841	38	14	10	12	26	 2.74	
	13883	22	17	17	17	27	 3.08	
	36403	20	17	16	18	29	 3.17	
E11. In the last six months, someone in my parish has talked to me about the progress of my spiritual growth.	814	47	18	14	12	9	 2.18	
	13628	36	22	17	12	12	 2.42	
	35938	30	22	19	15	14	 2.61	
E12. In my parish, I have opportunities to learn and grow.	897	24	7	17	24	28	 3.24	
	14344	4	8	22	34	32	 3.82	
	37432	3	5	17	34	41	 4.05	

Top Line  GM_E= 3.05, Our Lady of Grace
 Middle Line  GM_E= 3.47, Catholic Overall
 Bottom Line  GM_E= 3.58, ME25 Overall



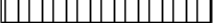


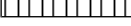
Spiritual Commitment Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
C01. I spend time in worship or prayer every day.	951	2	9	15	38	36	 3.96	
	15210	4	13	23	23	37	 3.77	
	38951	4	13	24	26	33	 3.71	
C02. My faith is involved in every aspect of my life.	948	1	5	16	44	34	 4.08	
	15161	2	7	25	32	35	 3.91	
	38859	2	7	24	34	34	 3.90	
C03. Because of my faith, I have forgiven people who have hurt me. deeply	927	2	6	13	43	36	 4.06	
	14867	2	5	20	35	37	 4.01	
	38232	2	5	17	36	41	 4.09	
C04. Because of my faith, I have meaning and purpose in my life.	945	0	2	8	42	48	 4.33	
	15006	1	3	12	31	53	 4.31	
	38609	1	2	11	30	56	 4.36	
C05. My faith has called me to develop my given strengths.	942	1	3	16	45	35	 4.09	
	14909	1	5	21	36	37	 4.03	
	38367	1	4	20	37	37	 4.03	
C06. I will take unpopular stands to defend my faith.	945	1	3	14	47	35	 4.13	
	14868	1	4	19	36	39	 4.08	
	38293	1	4	19	38	38	 4.07	
C07. My faith gives me an inner peace.	942	1	2	7	41	49	 4.36	
	15025	1	3	11	31	54	 4.33	
	38608	1	2	10	31	56	 4.37	
C08. I speak words of kindness to those in need of encouragement.	946	1	1	4	38	56	 4.47	
	15032	1	2	9	34	55	 4.40	
	38670	1	1	9	36	53	 4.38	
C09. I am a person who is spiritually committed.	945	1	2	13	45	39	 4.19	
	14947	1	4	20	37	38	 4.06	
	38489	1	4	18	37	40	 4.11	

Top Line  GM_C= 4.19, Our Lady of Grace
 Middle Line  GM_C= 4.10, Catholic Overall
 Bottom Line  GM_C= 4.12, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Our Lady of Grace

Outcomes	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	
		%1	%2	%3	%4	%5	Past	
O1. Overall, I am extremely satisfied with the way things are going in my personal life.	957	3	6	16	43	32	 3.97	
	15190	2	5	19	39	34	 3.98	
	38866	2	6	21	42	29	 3.89	
O2. In the last month, I have invited someone to participate in my parish.	822	50	15	11	10	14	 2.23	
	13472	44	20	13	10	13	 2.28	
	35903	36	20	14	12	19	 2.58	
O3. How many volunteer hours a week do you give to help and serve others in your community?		<i>None or less than 1 hour</i>	<i>1 to less than 2 hours</i>	<i>2 to less than 3 hours</i>	<i>3 to less than 4 hours</i>	<i>4 to less than 5 hours</i>	<i>5 hours or more</i>	
	926	41	16	8	5	2	28	
	15016	46	23	12	6	3	10	
O4. How much do you give per year to this parish?		<i>Less than \$500</i>	<i>\$500 to less than \$1000</i>	<i>\$1000 to less than \$2000</i>	<i>\$2000 to less than \$3000</i>	<i>\$3000 to less than \$5000</i>	<i>\$5000 or more</i>	
	924	47	27	18	4	3	1	
	14780	28	25	22	11	8	5	
	37789	25	20	19	12	11	14	

Top Line  Our Lady of Grace
 Middle Line  Catholic
 Bottom Line  ME25 Overall

Demographic Items	Sample Size	Response Categories					
		Yes	No				
D1. Did you attend Mass last week?	937	85	15				
	15224	85	15				
	38732	82	18				
D2. How long have you been a member of this parish?		<i>Less than 1 year</i>	<i>1 to less than 3 years</i>	<i>3 to less than 5 years</i>	<i>5 to less than 10 years</i>	<i>10 years or more</i>	
	904	3	4	6	12	75	
	14694	8	9	8	16	60	
	36757	13	14	12	18	44	
D3. What is your age?		<i>18-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65-74</i>
	767	2	3	17	21	17	22
	14671	6	8	22	24	18	22
	37752	8	12	23	25	17	16
		<i>75+</i>					
		18					
		0					
	0						
D4. What is your gender?		<i>Male</i>	<i>Female</i>				
	768	31	69				
	15182	40	60				
	38775	41	59				
D5. What is your marital status?		<i>Single</i>	<i>Single, but living with someone as a couple</i>	<i>Married</i>	<i>Separated</i>	<i>Divorced</i>	<i>Widowed</i>
	768	8	2	67	2	5	16
	15195	11	1	75	1	5	7
	38752	13	1	75	1	5	5
D6. What is the highest level of education you have completed?		<i>Less than high school graduate</i>	<i>High school graduate</i>	<i>Some college</i>	<i>Trade, technical or vocational training</i>	<i>College graduate</i>	<i>Post-graduate work or degree</i>
	764	5	29	22	6	22	16
	15151	4	19	20	6	29	22
	38680	3	15	21	7	32	22
D7. What is your total annual household income, before taxes?		<i>Under \$10,000</i>	<i>\$10,000 to less than \$20,000</i>	<i>\$20,000 to less than \$30,000</i>	<i>\$30,000 to less than \$40,000</i>	<i>\$40,000 to less than \$60,000</i>	<i>\$60,000 to less than \$75,000</i>
	857	4	20	11	9	13	11
	14080	5	6	7	8	15	12
	36529	5	5	7	9	16	12
		<i>\$75,000 to less than \$100,000</i>	<i>\$100,000 or more</i>				
		14	18				
		18	28				
	17	28					

Top Line ■ Our Lady of Grace
 Middle Line ■ Catholic
 Bottom Line || ME25 Overall

MEMBER ENGAGEMENT INDEX



- 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 coworkers 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 parish. Their connection to the parish 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 parish they belong to -- but may not be able to name the pastor. However, they may also be regular in their attendance. If that's the case, they are physically present but psychologically absent. They are unhappy with their parish and insist on sharing that unhappiness with just about everyone.