

2022 Survey Analysis for First Unitarian Universalist Church of Austin (FUUCA)

This document covers results of the 2022 First Unitarian Universalist Church of Austin annual survey.

Summary

The 2022 FUUCA survey shows an engaged and committed spiritual community. In several areas, the sentiment expressed this year was less positive than in previous surveys as can be expected of a congregation rebuilding after a pandemic and after losing a beloved minister. This year’s survey includes summaries derived from new open questions about giving motivation (community & spiritual) and participating via remote online (Sunday in person, others hybrid).

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General Results

Survey Participation

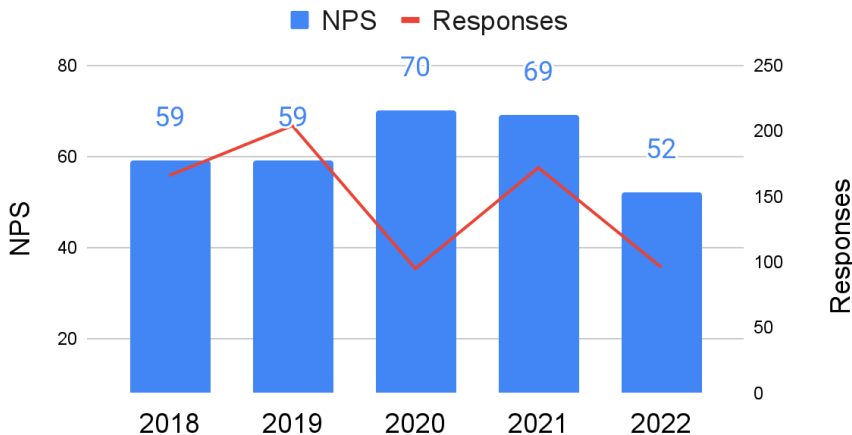
The survey was open during November 2022 and we had 97 total responses which is low compared to previous years (typically over 150). They were mainly linked from direct email (93) and other (4) requests. This is a sufficient response to consider the results useful for analysis.

Net Promoter Score (NPS)

Our survey “[net promoter score](#)” metric of 52 was our lowest recorded NPS. This measure asks how likely each respondent is to recommend First UU to a friend or relative, with 10 being extremely likely. While the number is still within a positive range, it dropped significantly from 2020-2021.

This year’s report was updated to use a traditional NPS calculation rather than an average of responses. We have recalculated the previous years results to use the same formula.

Net Promoter Score over Time



Radio Ad Word Cloud

Since we are advertising on KUT, we asked respondents to create an ad for us. We had many wonderful ideas! We took all the phrases offered and created the word cloud below.

justice work Austin everyone
music Open accepting progressive together
place **welcoming** love
liberal inclusive community friendly
action vibrant church know
social justice

Demographics

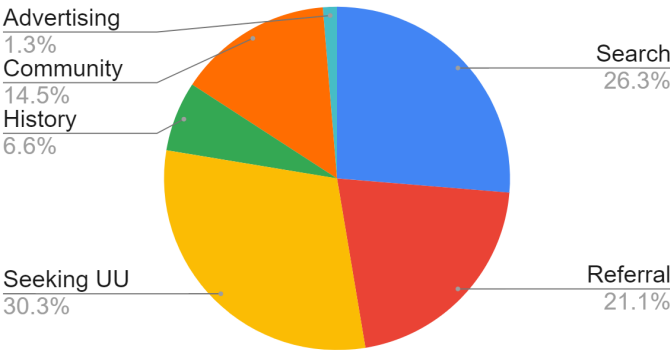
Our demographic results were consistent with previous surveys. The age distribution in 2022 was consistent with the past where 84% are 45-85 (38% 45-64 | 46% 64-85). Nearly Twenty percent of respondents had children, with most (63%) in the 7-12 age range.

For 2022, we omitted the gender field and made left racial identity open text. Most respondents answered white/Caucasian (80%) with the remainder including a mix including human, biracial, black, mixed, and more.

We have a wide range of membership longevity from months to over 20+ years (27%); refer to the appendix for more detail.

In this year’s survey, we left the “how did you learn about First UU” question open ended. We analyzed results to create general groupings. Over half of the responses showed that people rely on our online presence to locate the Church.

How did you learn about First UU?

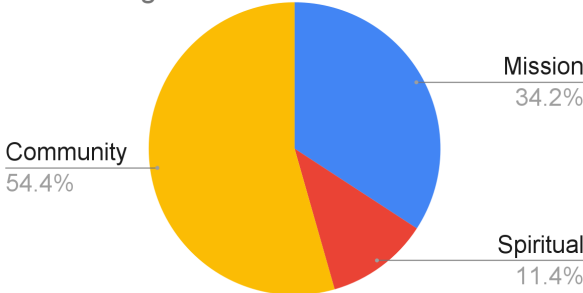


Learn about key:

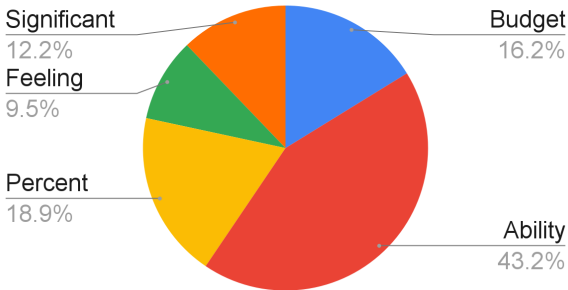
- Advertising: learned from an ad (1.3%)
- Community: was aware of church from related community activities and programs (14.5%)
- History: had a history with the church (6.6%)
- Seeking UU: was looking for a UU church in Austin (30.3%)
- Referral: had a friend or connection recommend (21.1%)
- Search: Google, phone book or similar (26.3%)

This year we asked about people’s motivations for donating to the church. Most respondents (75%) answered about their motivation for making a financial pledge to the church. The data presented is based on the charts below and reflect a grouping analysis of all responses.

Our Giving motivations



Deciding how much to donate



Deciding how much to donate key:

- Significant: the donation is a significant amount to the giver
- Feeling: the giver did not have specific metric or method
- Percent: the donation is based on a % of the giver's income (most commonly 5%)
- Budget: the donation is set based on the household budget
- Ability: the giver felt the donation was within their financial capability

Living Our Values

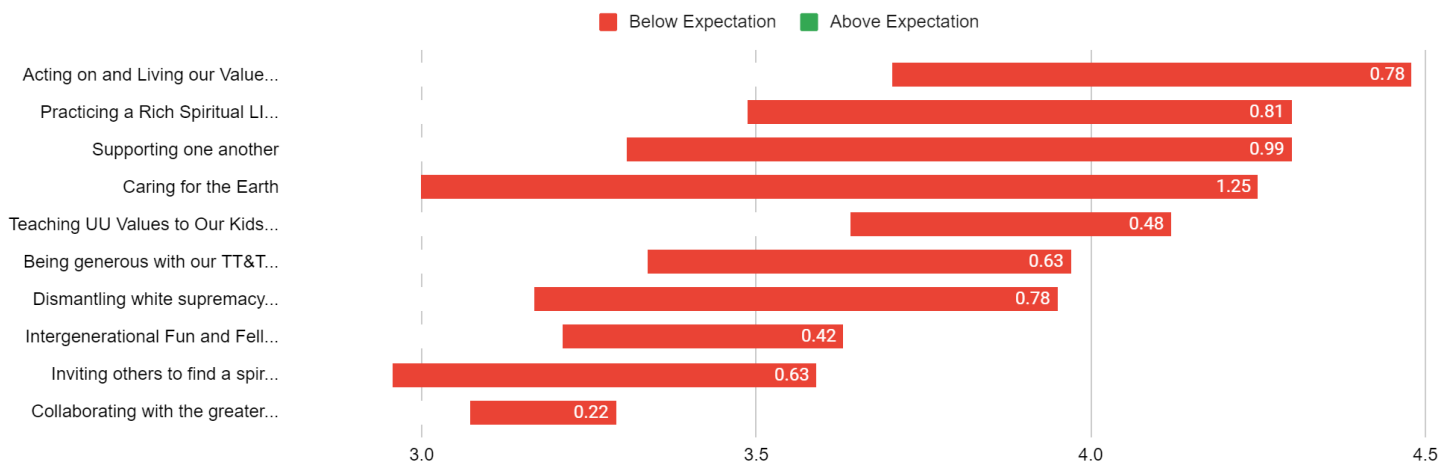
Each year, we review how the First UU Austin community values our ten stated ends and attempts to assess how we perform in meeting those ends on a 5 point scale.

We've ranked the ends here based from most critical to least in terms of this year's survey.

1. Acting on and Living our Values (4.48 average score)
2. Practicing a Rich Spiritual Life (4.30 average score)
3. Supporting one another (4.30 average score)
4. Caring for the Earth (4.25 average score)
5. Teaching Unitarian Universalist Values to Our (collective) Kids (4.12 average score)
6. Being generous with our time, talent and treasure (3.97 average score)
7. Dismantling a culture of white supremacy (3.95 average score)
8. Intergenerational Fun and Fellowship (3.63 average score)
9. Inviting others to find a spiritual home with us (3.59 average score)
10. Collaborating with the greater Unitarian Universalist Community (3.29 average score)

The following chart shows the difference between the importance and effectiveness scores where a longer bar means more room for improvement. For example, "Caring for the Earth" has the largest gap between importance to the community and our level of execution.

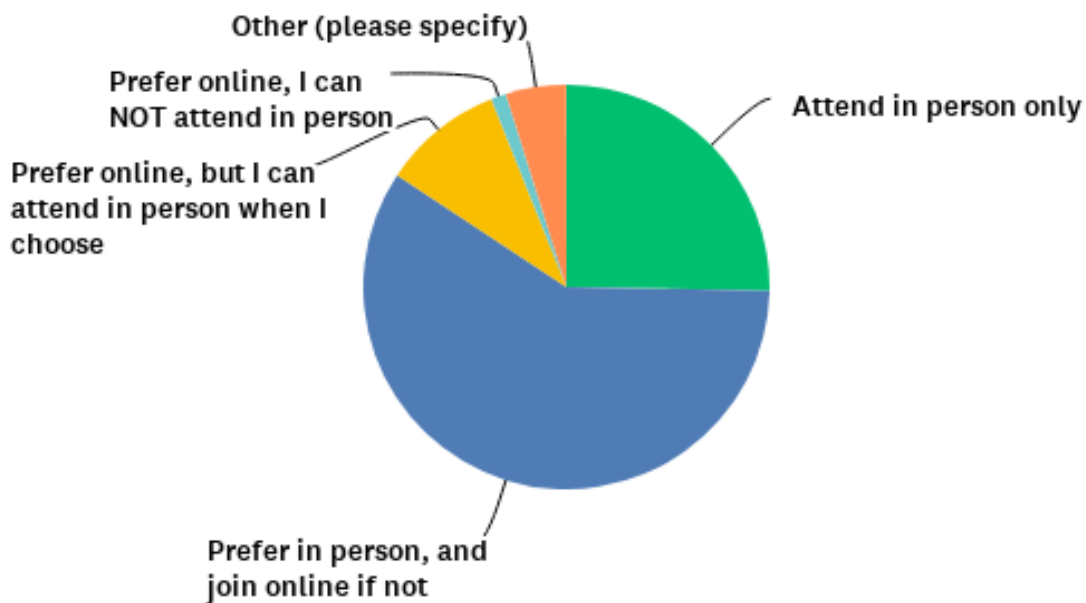
Ends Performance (left edge) vs Mission Importance (right edge)



The appendix includes charts showing how these results vary year over year. Note that we adjusted the scoring slightly this year from previous years so the lower 2022 results are likely a result of recalibrating the question. These values are highly subjective and should be used as a reference to inform action rather than an absolute critique of performance.

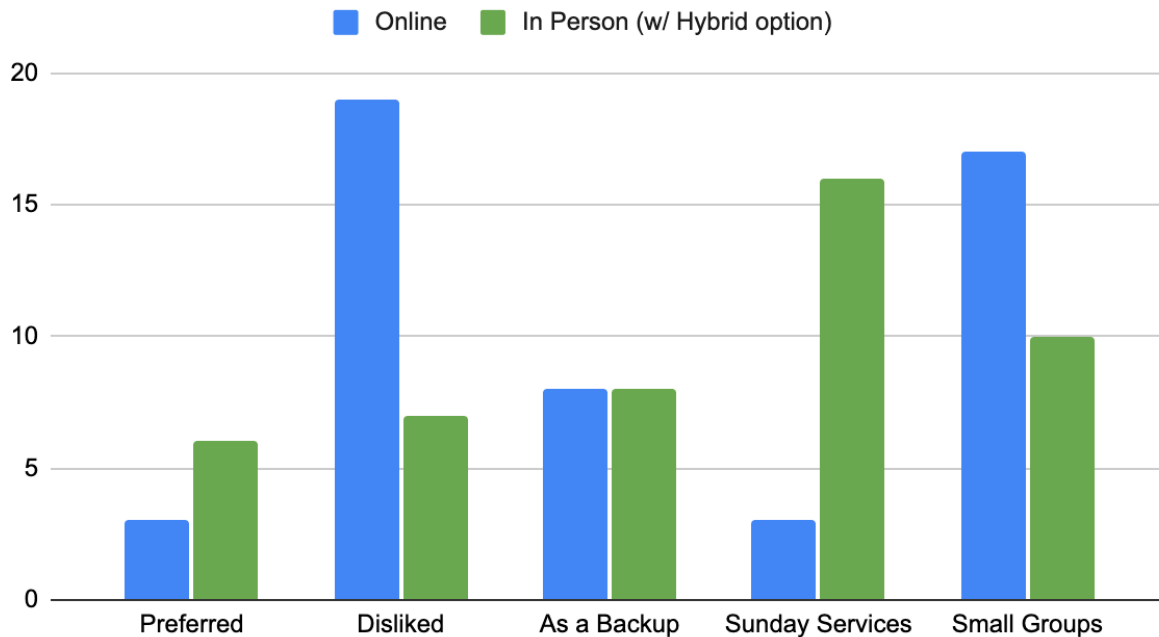
Impact of Virtual Services

As we emerge from pandemic lockdown, we wanted to better understand people's preference for online vs in-person meetings. While many people strongly prefer in person meetings exclusively, there are a significant number in the community who rely on online meetings to engage in the community.



To gauge the community preference for online vs in person activities, we asked two open ended questions about each type of meeting. We reviewed all the answers and compiled them. They fell into the general categories about all meetings (strong preference for, strong preference against, and useful as a backup) or specific feelings about services vs. other meetings. The analysis shows that the community wants the option for non-Sunday meetings to be online or hybrid.

Attending Online vs In Person



Free Form Responses

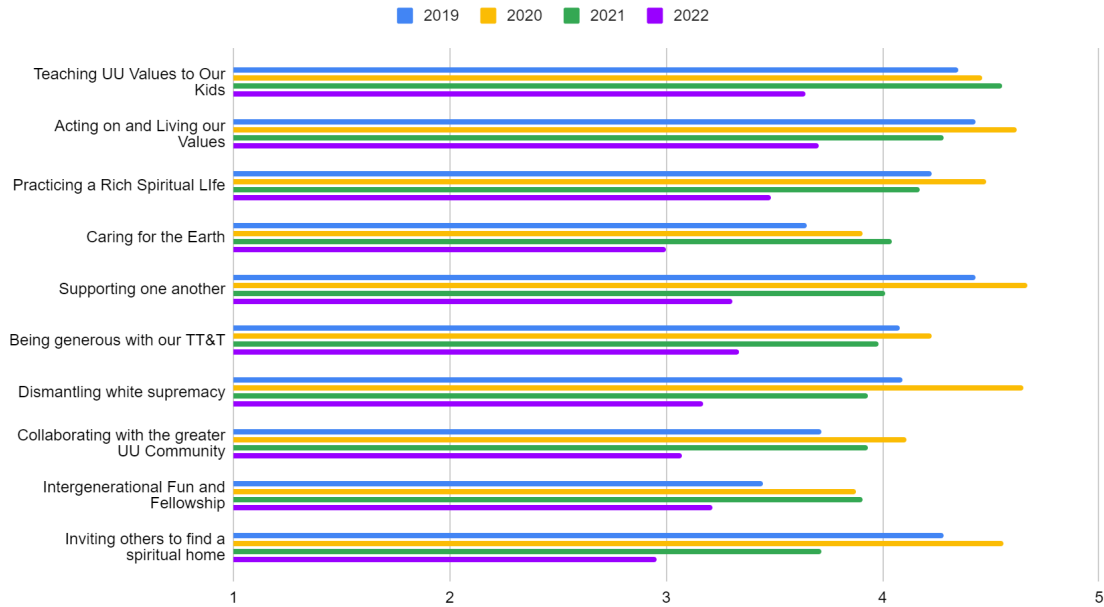
The open comments section of the survey included topics such as Religious Education, communications, ministers and staff, expanded opportunities, environment, social change, spirituality, and accessibility. These comments help the ministers, staff, and the board to investigate improvements and enhance cherished programs.

More specifically, members had a variety of views of Sunday Services; some praised more active services while others sought a more contemplative service. Many suggestions are looking for the church to resume the activities to pre-pandemic levels which are often led by volunteer leaders. Others point out areas of needed improved communications through the website, electronic messages, and personal contact. Social change was also a topic where members suggested increased focus on broader issues, challenging our beliefs, or getting involved outside church walls. The ministers and board members have met to review and discuss these comments and how to address them.

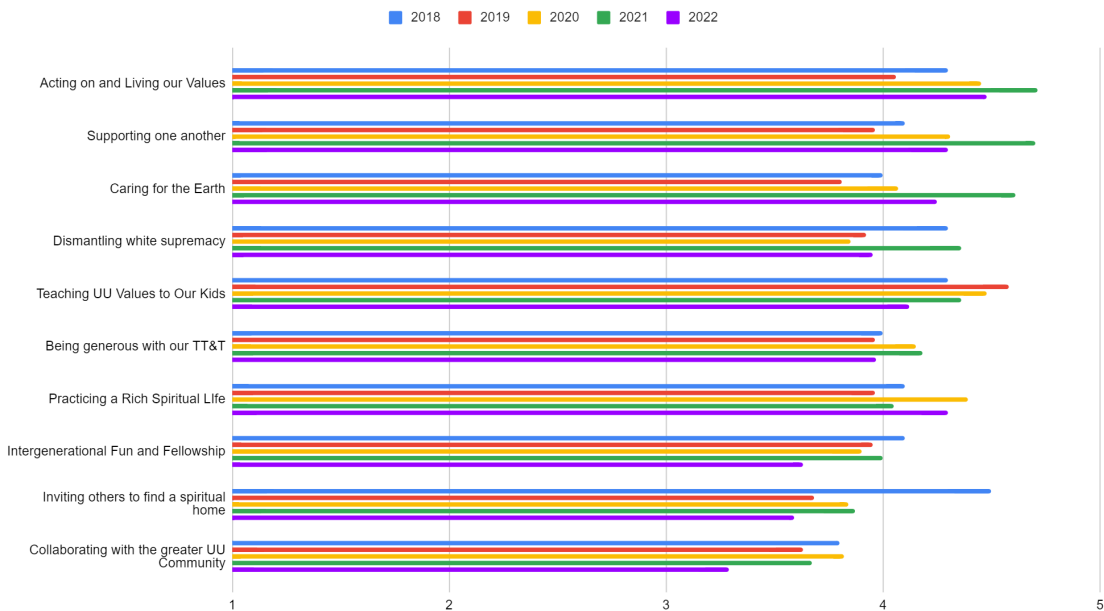
On the subject of "questions you wished we asked" members suggested that we should ask what they think about the Sunday services, the ministers, RE programs, and the transition period. These will be considered for this year's survey.

Appendix: Ends Performance over time

How well are we, as a congregation, meeting our Ends?



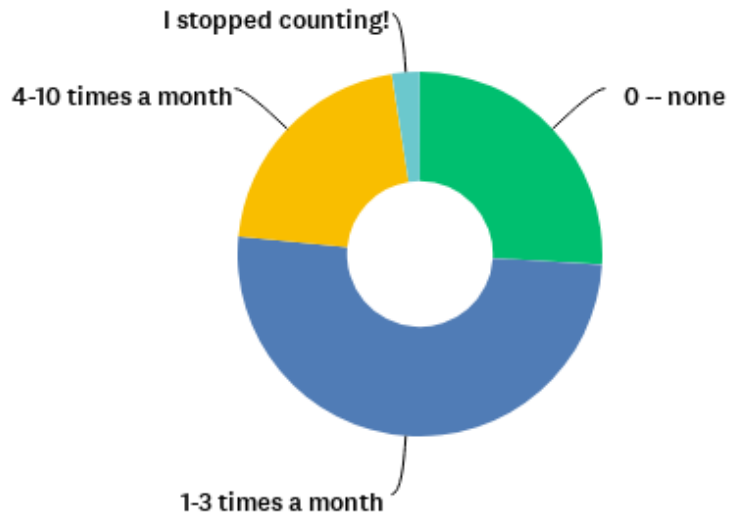
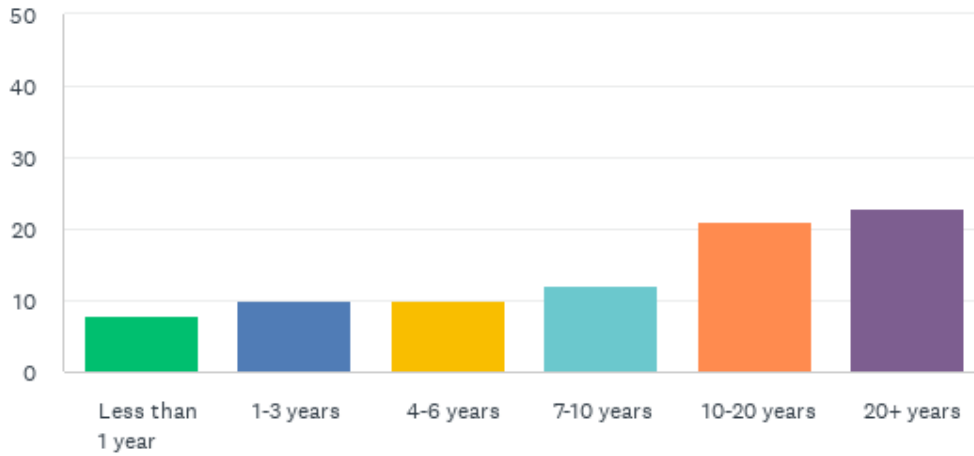
How important is each End to you and your spiritual growth?



Appendix: Demographic Charts

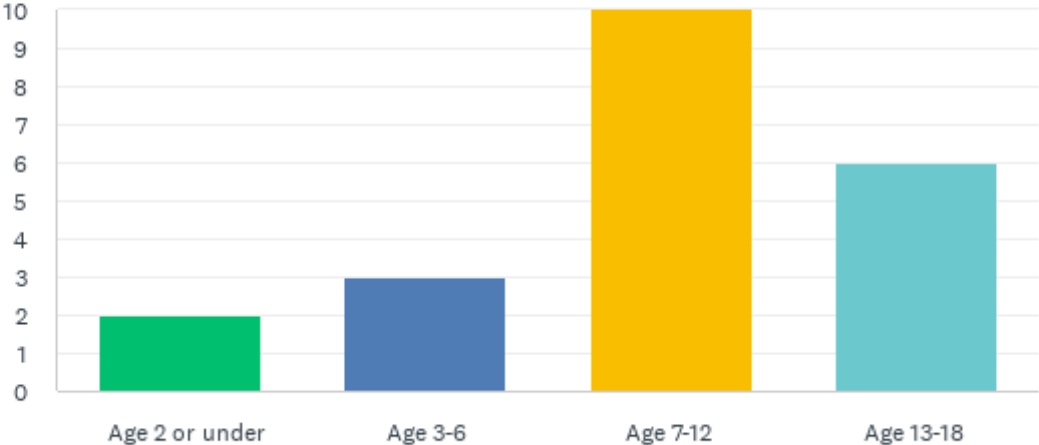
The following charts provide additional insight into the demographic answers from the survey.

How long have you attended First UU Church of Austin?



Beyond Sunday services, how often do you engage?

Do you have children under the age of 18 living at home?



Age of Respondent

