

Gallup ME²⁵TM

Holy Spirit

Member Engagement Survey Results

November 10, 2009

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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 ME²⁵TM 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: Holy Spirit

Current

Gallup
75th%

•Total n: 382

Mean (Average) Score

GrandMean_{Engagement}

3.65

3.74

GrandMean_{Commitment}

4.25

4.21

Top Box (%5)

Member Engagement



•Learn & grow	42	47
•Progress	20	18
•Best friend	32	34
•Members committed to spiritual growth	34	34
•Mission/Purpose	31	38
•Opinions count	22	28
•Encourages spiritual development	31	34
•Cares about me	34	47
•Recognition	28	32
•Opportunity to do best	31	33
•Spiritual needs met	38	39
•Know what's expected	37	39

Engagement Scores



How can we grow?	31	33
Do I belong?	30	34
What do I give?	31	37
What do I get?	38	39

Gallup ME²⁵TM

Member Engagement Survey Results

Holy Spirit



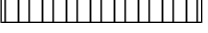


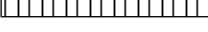


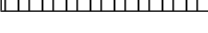
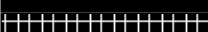

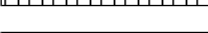




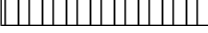


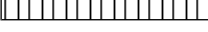


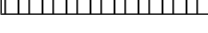


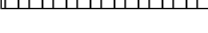

Member Engagement Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
E01. As a member of my parish, I know what is expected of me.	365	2	6	18	37	37	4.03	
	14787	2	6	23	37	32	3.90	
	37525	2	6	21	38	33	3.94	
E02. In my parish, my spiritual needs are met.	359	1	5	17	39	38	4.09	
	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.	331	4	9	25	31	31	3.76	
	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.	324	18	18	20	16	28	3.19	
	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.	351	4	10	22	30	34	3.79	
	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.	344	7	13	22	27	31	3.63	
	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.	327	11	10	28	29	22	3.40	
	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.	347	4	7	30	28	31	3.74	
	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.	330	2	2	23	39	34	4.00	
	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.	342	20	19	13	16	32	3.20	
	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.	341	31	19	16	14	20	2.74	
	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.	350	1	5	18	34	42	4.10	
	14344	4	8	22	34	32	3.82	
	37432	3	5	17	34	41	4.05	




Top Line GM_E= 3.65, Holy Spirit
 Middle Line GM_E= 3.47, Catholic Overall
 Bottom Line GM_E= 3.58, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Holy Spirit



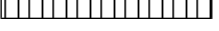


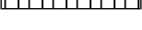
Spiritual Commitment Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
C01. I spend time in worship or prayer every day.	373	2	13	23	22	40	 3.85	
	15210	4	13	23	23	37	 3.77	
	38951	4	13	24	26	33	 3.71	
C02. My faith is involved in every aspect of my life.	378	0	6	23	30	41	 4.05	
	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	374	1	4	14	35	46	 4.20	
	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.	375	0	2	10	27	61	 4.47	
	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.	370	0	3	19	35	43	 4.17	
	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.	373	0	2	13	36	49	 4.33	
	14868	1	4	19	36	39	 4.08	
	38293	1	4	19	38	38	 4.07	
C07. My faith gives me an inner peace.	371	0	1	9	28	62	 4.50	
	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.	376	0	2	9	30	59	 4.44	
	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.	372	0	3	15	35	47	 4.25	
	14947	1	4	20	37	38	 4.06	
	38489	1	4	18	37	40	 4.11	




Top Line  GM_C= 4.25, Holy Spirit
 Middle Line  GM_C= 4.10, Catholic Overall
 Bottom Line  GM_C= 4.12, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Holy Spirit

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.	377	1	4	14	33	48		4.22											
	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.	337	37	14	14	13	22		2.68											
	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?	366	<table border="1"> <thead> <tr> <th>None or less than 1 hour</th> <th>1 to less than 2 hours</th> <th>2 to less than 3 hours</th> <th>3 to less than 4 hours</th> <th>4 to less than 5 hours</th> <th>5 hours or more</th> </tr> </thead> <tbody> <tr> <td>44</td> <td>20</td> <td>10</td> <td>6</td> <td>3</td> <td>17</td> </tr> </tbody> </table>						None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more	44	20	10	6	3	17
	None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more													
	44	20	10	6	3	17													
15016	<table border="1"> <thead> <tr> <th>None or less than 1 hour</th> <th>1 to less than 2 hours</th> <th>2 to less than 3 hours</th> <th>3 to less than 4 hours</th> <th>4 to less than 5 hours</th> <th>5 hours or more</th> </tr> </thead> <tbody> <tr> <td>46</td> <td>23</td> <td>12</td> <td>6</td> <td>3</td> <td>10</td> </tr> </tbody> </table>						None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more	46	23	12	6	3	10	
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None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more														
44	24	13	7	4	10														
O4. How much do you give per year to this parish?	361	<table border="1"> <thead> <tr> <th>Less than \$500</th> <th>\$500 to less than \$1000</th> <th>\$1000 to less than \$2000</th> <th>\$2000 to less than \$3000</th> <th>\$3000 to less than \$5000</th> <th>\$5000 or more</th> </tr> </thead> <tbody> <tr> <td>29</td> <td>21</td> <td>25</td> <td>11</td> <td>7</td> <td>7</td> </tr> </tbody> </table>						Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more	29	21	25	11	7	7
	Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more													
	29	21	25	11	7	7													
14780	<table border="1"> <thead> <tr> <th>Less than \$500</th> <th>\$500 to less than \$1000</th> <th>\$1000 to less than \$2000</th> <th>\$2000 to less than \$3000</th> <th>\$3000 to less than \$5000</th> <th>\$5000 or more</th> </tr> </thead> <tbody> <tr> <td>28</td> <td>25</td> <td>22</td> <td>11</td> <td>8</td> <td>5</td> </tr> </tbody> </table>						Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more	28	25	22	11	8	5	
Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more														
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Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more														
25	20	19	12	11	14														

Top Line  Holy Spirit
 Middle Line  Catholic
 Bottom Line  ME25 Overall

Demographic Items	Sample Size	Response Categories					
		Yes		No			
D1. Did you attend Mass last week?	373	80	20				
	15224	85	15				
	38732	82	18				
D2. How long have you been a member of this parish?	363	Less than 1 year	1 to less than 3 years	3 to less than 5 years	5 to less than 10 years	10 years or more	
	14694	17	19	14	20	30	
	36757	8	9	8	16	60	
		13	14	12	18	44	
D3. What is your age?	371	18-24	25-34	35-44	45-54	55-64	65-74
	14671	6	7	19	21	17	17
	37752	6	8	22	24	18	22
		8	12	23	25	17	16
		75+					
		13					
		0					
D4. What is your gender?	373	Male	Female				
	15182	44	56				
	38775	40	60				
D5. What is your marital status?	369	Single	Single, but living with someone as a couple	Married	Separated	Divorced	Widowed
	15195	8	3	77	1	3	8
	38752	11	1	75	1	5	7
		13	1	75	1	5	5
D6. What is the highest level of education you have completed?	367	Less than high school graduate	High school graduate	Some college	Trade, technical or vocational training	College graduate	Post-graduate work or degree
	15151	3	15	24	6	29	23
	38680	4	19	20	6	29	22
		3	15	21	7	32	22
D7. What is your total annual household income, before taxes?	351	Under \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$30,000	\$30,000 to less than \$40,000	\$40,000 to less than \$60,000	\$60,000 to less than \$75,000
	14080	3	5	6	10	20	13
	36529	5	6	7	8	15	12
		5	5	7	9	16	12
		\$75,000 to less than \$100,000	\$100,000 or more				
		19	24				
		18	28				
	17	28					

Top Line ■ Holy Spirit
 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.