

# Gallup Member Engagement Survey St. Bernard's Church

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A Report to the Parish  
January, 2009

# Survey Return

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- Approximately **1300** adults attended Church the survey weekend
- **1100** written surveys were returned
- **50** surveys were completed online

*This represents an impressive **88%** return!*

# Part One:

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## Who we are

*Just a few interesting demographics...*



# Demographics:

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- 75% parishioners 10 + years
- 56% are age 55 or over
- 35% are 65 or over
- 8% are between 18 and 34

# Spiritual Commitment/Outcomes at St. Bernard's

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- Worship/Pray everyday 40%
- Faith involved in all aspects of life 41%
- Faith leads to forgiving others 40%
- Faith gives meaning/purpose 57%
- Faith calls to develop strengths 44%
- Take unpopular stands 49%
- Faith gives inner peace 62%
- Speaks words of encouragement 64%
- Spiritually Committed 45%
- Extremely Satisfied w/personal life 35%
- Invited someone in last month 15%

# Outcomes - Time, Talent, Treasure

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- 56% give zero hours or less than one hour per week to community service.
- 66% give less than \$1000 per yr to the parish.

# Part Two:

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## What is “Engagement?”



# What Is Engagement?

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Engagement describes a person's sense of **belonging & psychological connection**.

Engagement flows from a sense of feeling

- that you are **valued by others** in your community
- that you are making a **contribution** to your community

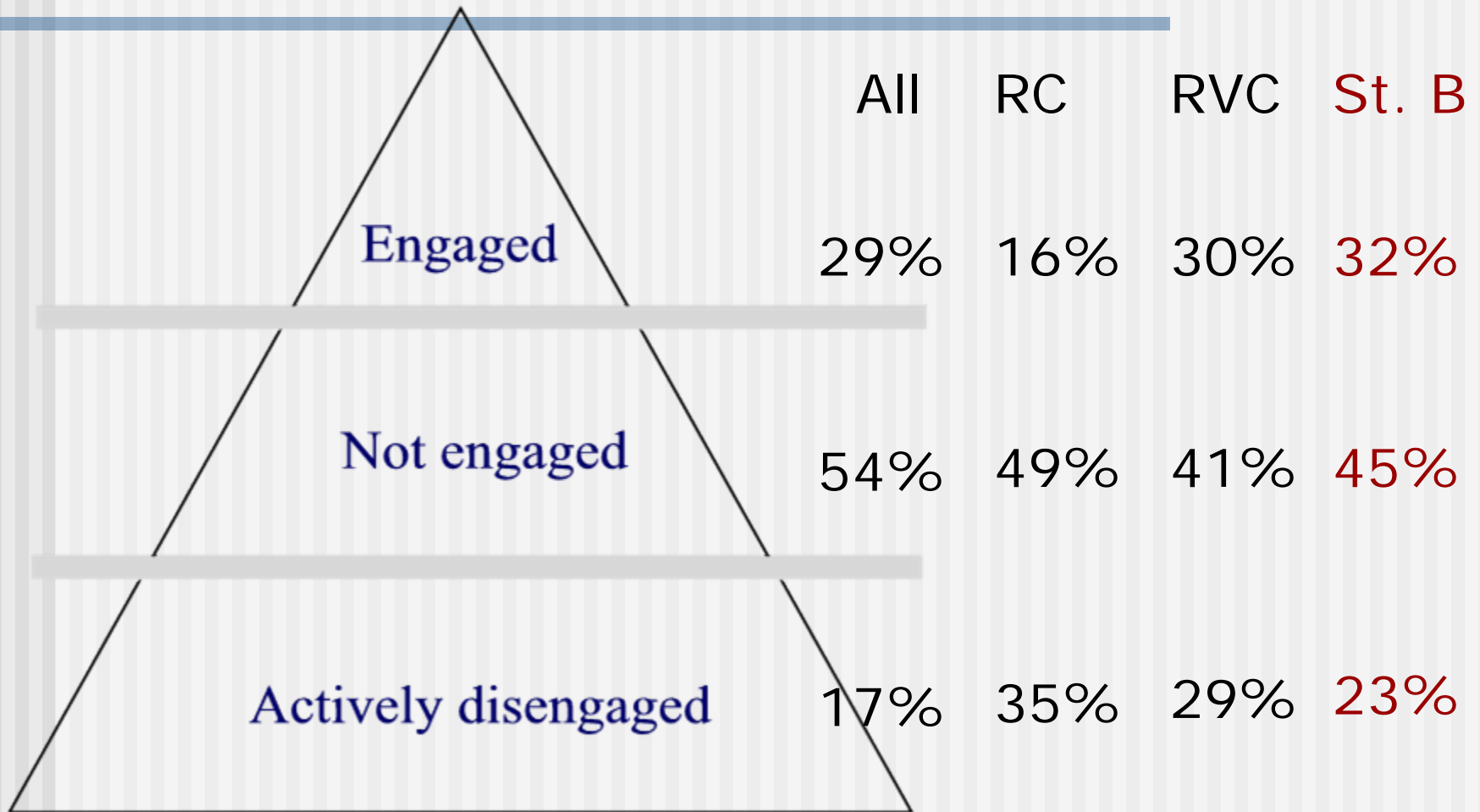
(Note that *engagement* is **not** the same as *involvement*, nor is it the same as *satisfaction*.)

# Three Types of Members

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1. **Engaged:** feel ownership, invested
2. **Not engaged:** social attendance, little felt connection / ownership
3. **Actively disengaged:** either –
  1. Rarely present; or
  2. Regularly present, but “C.A.V.E. dwelling”

# Engagement Index



# Measuring Engagement

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The Gallup survey includes 12 items that measure engagement.

They fall into 4 categories:

- *What do I get?*
- *What do I give?*
- *Do I belong?*
- *How can we grow?*

# *What do I get?*

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1. As a member of my parish I know what is expected of me.

*(At St. Bernard's, 43% strongly agree)*

2. In my parish my spiritual needs are met.

*(41% strongly agree)*

# *What do I give?*

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3. In my parish I regularly have the opportunity to do what I do best. *(31%)*
4. In the last month I have received recognition and/or praise from someone in my parish.  
*(24%; 21% strongly disagree)*
5. The spiritual leaders of my parish seem to care about me as a person. *(37%)*
6. There is someone in my parish who encourages my spiritual development.  
*(28%)*

# *Do I belong?*

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7. As a member of my parish my opinions seem to count. *(27%)*
8. The mission or purpose of my parish makes me feel that my participation is important. *(36%)*
9. The other members of my parish are committed to spiritual growth. *(36%)*
10. Aside from family members, I have a best friend in my parish. *(31%)*

## An Aside about “Other Members”

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- This one item is a **key influence** for people born after 1964
- It is an **even stronger influence** on people born after 1982
- People born after 1964 tend to come to Church *when they see other people who are committed to spiritual growth.*

# *How do we grow?*

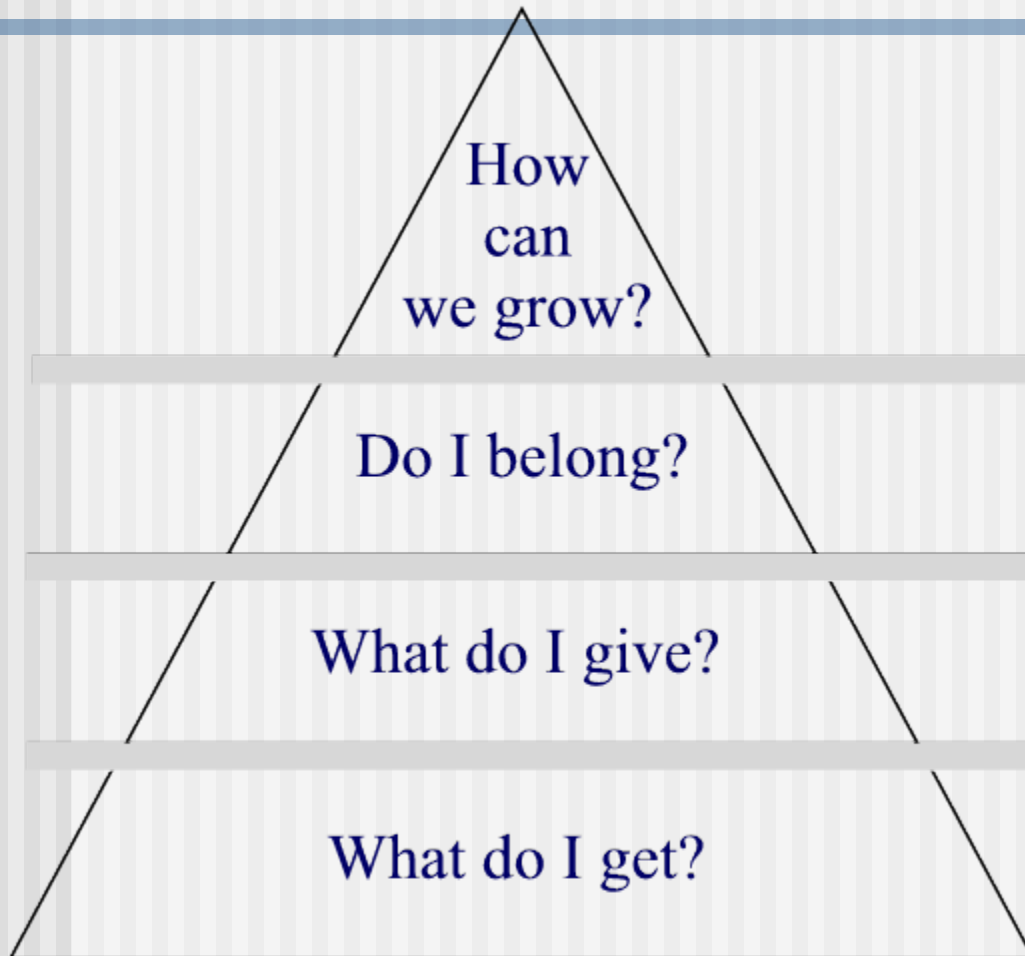
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11. In the last six months someone in my parish has talked to me about the progress of my spiritual growth.

*(13%; 35% strongly **disagree**)*

12. In my parish I have opportunities to learn and to grow. *(35%)*

# Our Scorecard



Item	G 75 <sup>th</sup>	St. B
Learn & grow	50	35
Progress	19	13
Best Friend	43	31
Members comm to sp growth	34	36
Mission/Purpose	37	36
Opinions count	29	27
Encourages sp development	36	28
Cares about me	46	37
Recognition	36	24
Can do what I do best	35	31
Spiritual needs met	36	41
Know what's expected	41	43

# Why Focus on Engagement?

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Highly engaged members –

- Are **2½ times more likely** to spend two or more hours a week serving in their communities;
- Are **3½ times more likely** to invite others to participate in their parishes;

...and...

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- **Give almost three times as much** per year to their parishes – about \$1,400 more;
- **Are 3½ times more likely to say they are “highly satisfied” with their lives;**
  - than not engaged members

...and...

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*Highly engaged members –*

- Are **ten times** more likely to invite someone to the parish than the actively disengaged (64% to 6%)

Want to “bring people back”?  
***Increase engagement!***

# Engagement, again

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1. **Engaged:** feel ownership, invested
2. **Not engaged:** social attendance, little felt connection / ownership
3. **Actively disengaged:** either –
  1. Rarely present; or
  2. Regularly present, and consistently negative

# The Engagement Pyramid

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*Fourth step:*

**Mission!**

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*Third step:*

**Being part of a  
community**

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*Second step:*

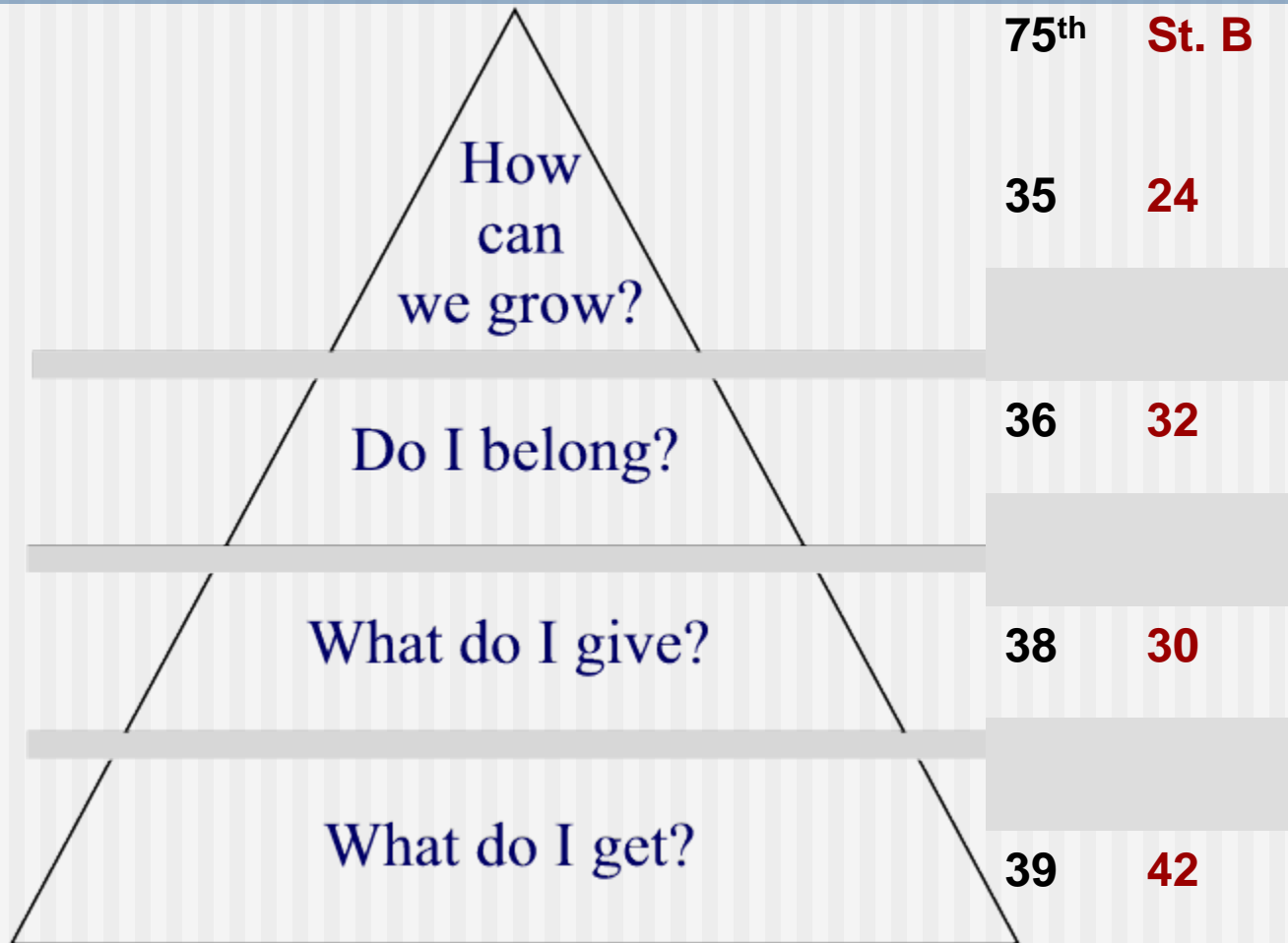
**Making a  
contribution**

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*First step:*

**Meeting needs**

# Engagement Scores: St. Bernard's 2008



NOTE:

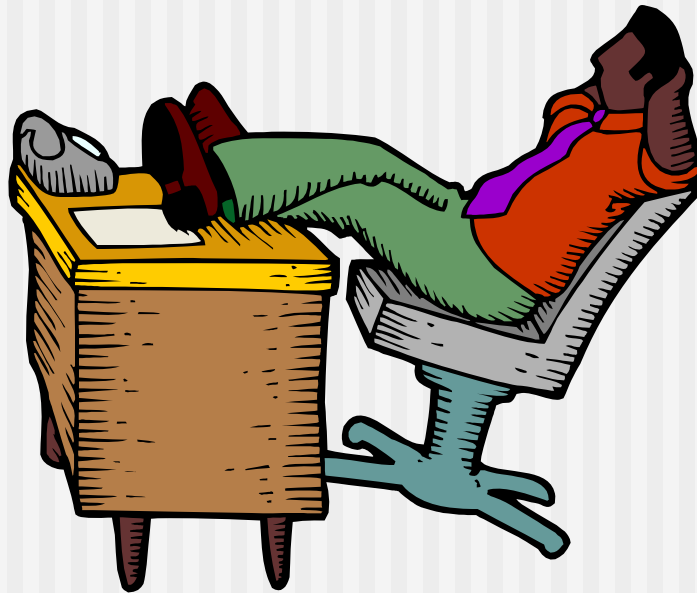
Score is percentage "strongly agree" to items in each category.

# So here's where we stand...



**32%**

Engaged



**45%**

Not Engaged



**23%**

Actively  
Disengaged

# Why Engagement Matters

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...because engagement results in --

- *Spiritual Commitment*
- *Life Satisfaction*
- *Inviting*
- *Serving*
- *Giving*

# Engagement and Spiritual Commitment

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- Of the *engaged*, **39%** are strongly spiritually committed
- Of the *not engaged*, **12%** are strongly spiritually committed
- Of the *actively disengaged*, **3%** are strongly spiritually committed

# Engagement and Life Satisfaction

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- Of the *engaged*, **61%** strongly agree that they are highly satisfied with their lives
- Of the *not engaged*, **49%**
- Of the *actively disengaged*, **23%**

# Engagement and Inviting

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*How many invited someone to a parish activity within the last six months?*

- Engaged: 64%
- Not engaged: 26%
- Actively disengaged: 6%

# Engagement and Serving

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*Median hours volunteered in the community (not just church) per week:*

- Engaged: 2.5
- Not engaged: <1
- Actively disengaged: 0
- Of the actively disengaged, 77% do NO volunteering in the community

# Engagement and Giving

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- Based on the U.S. median annual household income of \$42,300 per year, these are the average amounts given to one's church:
  - Engaged: \$2,115/yr
  - Not engaged: \$1,269/yr
  - Actively disengaged: \$635/yr
- (At St. B's, 66% give less than \$1000/yr.  
Median Levittown household income is \$78K)*

# A Parallel for Young People

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*In schools, **engaged** students have lower rates of –*

- Violence, bullying, and vandalism
- Anxiety and depression
- Drug use
- Suicide
- Truancy
- Dropping out of school

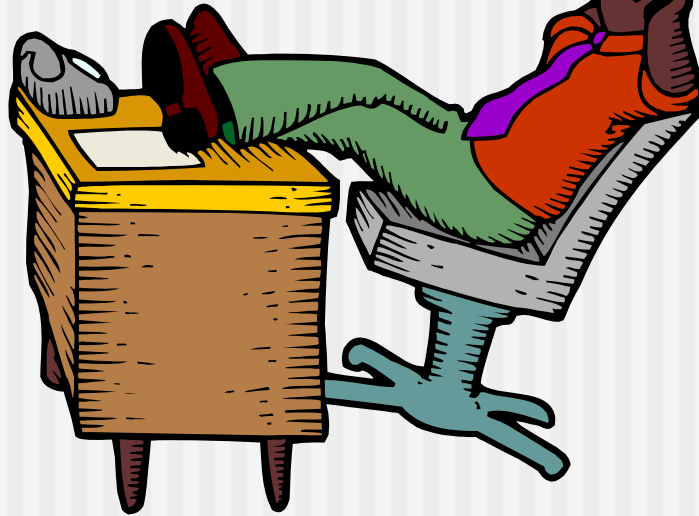
*Journal of School Health 74, 7 (Sept. 2004)*

# The Challenge at St. Bernard's:



32%

Engaged



45%

Not Engaged



23%

Actively  
Disengaged

# Our task from here

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- Devote parish resources to areas where engagement scores are weak to *build engagement*
- Ask of everything we plan and do, *“How does this build engagement?”*
- Re-survey in two years to measure change

# The Goal

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- To *bring spiritual health* to the parish and its households through building engagement
- To ensure that we're doing what we set out to do by *measuring our progress*
- To *serve the Gospel* as effectively as possible!