



# MEMBER ENGAGEMENT SURVEY RESULTS

## St Mary Parish

For more than 70 years, Gallup has been developing instruments that measure the "unmeasurable." Gallup has created tools that accurately measure the soft numbers — including customer and employee engagement and other former intangibles — that are key to business success.

Over a decade ago, Gallup confronted the challenge of measuring another unmeasurable — spiritual engagement. Through extensive research on the subject, Gallup has designed an instrument — the Member Engagement Survey (ME<sup>25™</sup>) — that measures the spiritual health of parishes.

What Gallup found is that engagement drives spiritual commitment, which has an impact on specific spiritual health outcomes. When purposefully addressed, engagement translates into positive outcomes both inside and outside the local faith community.

Gallup research has shown that engaged members are:

- 10 times as likely to invite someone to participate in their parish
- three times as likely to say they are extremely satisfied with their lives
- likely to spend more than two hours per week serving and helping others in their communities
- likely to give three times more to their faith communities annually

The ME<sup>25</sup> gets to the heart of a parish's engagement and spiritual commitment, giving parishes a clear indication of their spiritual health.

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**GROWING AN  
ENGAGED CHURCH**

MEMBER ENGAGEMENT

**GALLUP®**

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## INTRODUCTION TO THE GALLUP ME<sup>25</sup>™

### WHAT THE ME<sup>25</sup> MEASURES

The ME<sup>25</sup> consists of 25 items: nine items that measure individual spiritual commitment, 12 that measure member engagement, and four 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 their lives. The same is true of members who are more spiritually committed.

### MEMBER ENGAGEMENT

Items ME11 through ME22 measure how engaged members are in the life of the parish. 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 ME11 and ME12. It is important that these two items receive high scores because they form the base on the engagement hierarchy. 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 ME13 through ME16.
- The third level is "Do I belong?" and includes items ME17 through ME20.
- The top of the pyramid is "How can we grow?" and includes items ME21 and ME22.

It is natural for new parishioners to look to fulfill their engagement needs at the bottom of the pyramid. As parishioners move toward greater engagement, they want to fulfill their needs toward the top of the pyramid. However, there is interplay between the items at various levels, and individuals identify and prioritize their needs on different levels of the pyramid as their engagement 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 ME02 through ME10 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 to increase the commitment level of its members, thereby dramatically increasing its potential.

### OUTCOMES

Items ME01, ME23, ME24, and ME25 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<sup>25</sup>, respondents are asked a variety of demographic questions. A summary of the responses is included at the end of the report, and the responses are labeled D1 through D7.

### 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 ME<sup>25</sup> 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.

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## MEMBER ENGAGEMENT INDEX

The Member Engagement Index is a macro-level indicator of a parish's health that allows parish leaders to track engagement levels. This analysis identifies the percentage of members who are engaged, not engaged, and actively disengaged based on their responses to the ME<sup>25</sup> survey.



### 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

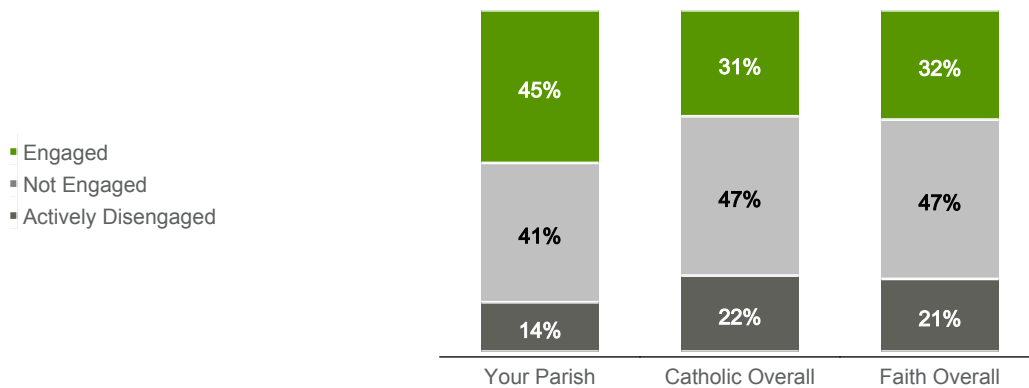
These members may attend regularly, but they are not psychologically connected to their parish. Their connection to the parish is more social than spiritual. They give moderately but not sacrificially, and they may do a minimal amount of volunteering in the community. They are less likely to invite others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

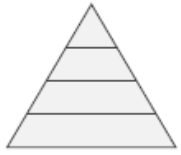
## ENGAGEMENT (%)



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## SUMMARY OF MEMBER ENGAGEMENT ITEMS

This section shows how your mean scores compared against others and Gallup's Faith Database.



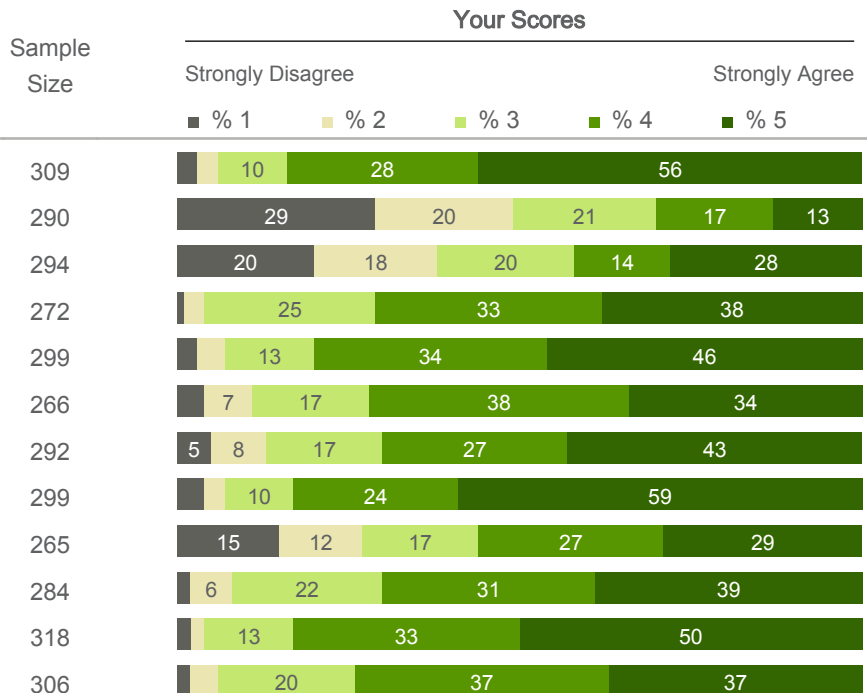
Grow  
Belong  
Give  
Get

Your Total n: 331

	Your Scores			Comparisons			
	Sample Size	Now	Past	Catholic Overall	Faith Overall	Gallup Faith 50 <sup>th</sup> %	Gallup Faith 75 <sup>th</sup> %
<b>GRANDMEAN ENGAGEMENT</b>	318	<b>3.86</b>	-	3.63	3.65	3.7	3.84
ME22. Learn & grow	309	<b>4.31</b>	-	4.05	4.07	4.05	4.21
ME21. Progress	290	<b>2.67</b>	-	2.61	2.65	2.67	2.96
ME20. Best friend	294	<b>3.14</b>	-	3.18	3.21	3.28	3.50
ME19. Members committed to spiritual growth	272	<b>4.05</b>	-	3.94	3.95	3.95	4.04
ME18. Mission/Purpose	299	<b>4.16</b>	-	3.85	3.86	3.89	4.00
ME17. Opinions count	266	<b>3.93</b>	-	3.51	3.53	3.58	3.75
ME16. Encourages spiritual development	292	<b>3.95</b>	-	3.56	3.59	3.64	3.86
ME15. Cares about me	299	<b>4.30</b>	-	3.86	3.89	3.96	4.17
ME14. Recognition	265	<b>3.43</b>	-	3.10	3.15	3.29	3.61
ME13. Opportunity to do best	284	<b>3.99</b>	-	3.77	3.77	3.79	3.90
ME12. Spiritual needs met	318	<b>4.27</b>	-	4.03	4.03	4.02	4.13
ME11. Know what's expected	306	<b>4.04</b>	-	3.98	3.98	4.00	4.10

## DISTRIBUTION

This section shows the distribution of your results.



↑↓ Meaningful growth or decline (0.20 mean change)

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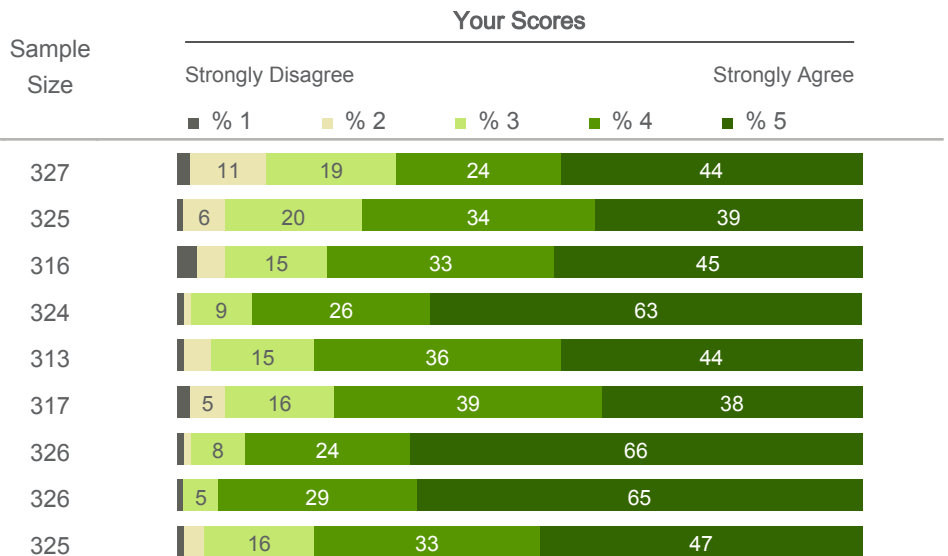
## SUMMARY OF SPIRITUAL COMMITMENT ITEMS

This section shows how your mean scores compared against others and Gallup's Faith Database.

	Your Scores			Comparisons			
	Sample Size	Now	Past	Catholic Overall	Faith Overall	Gallup Faith 50 <sup>th</sup> %	Gallup Faith 75 <sup>th</sup> %
Your Total n: 331							
<b>GRANDMEAN COMMITMENT</b>	327	<b>4.25</b>	-	4.18	4.18	4.2	4.27
ME02. Time in worship or prayer every day	327	<b>3.98</b>	-	3.81	3.80	3.82	3.91
ME03. My faith in every aspect of my life	325	<b>4.04</b>	-	4.00	4.00	4.03	4.12
ME04. I have forgiven people	316	<b>4.14</b>	-	4.12	4.13	4.16	4.26
ME05. I have meaning and purpose	324	<b>4.50</b>	-	4.40	4.41	4.43	4.49
ME06. Develop my given strengths	313	<b>4.18</b>	-	4.12	4.12	4.13	4.23
ME07. Take unpopular stands	317	<b>4.07</b>	-	4.13	4.13	4.17	4.25
ME08. Faith gives me an inner peace	326	<b>4.51</b>	-	4.44	4.44	4.46	4.51
ME09. I speak words of kindness	326	<b>4.57</b>	-	4.44	4.45	4.45	4.50
ME10. Spiritually committed	325	<b>4.21</b>	-	4.15	4.16	4.17	4.24

## DISTRIBUTION























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**OUTCOMES**

				Comparisons	
		Response Categories	Your Scores	Catholic Overall	Faith Overall
ME01	Overall, I am extremely satisfied with the way things are going in my personal life.	% 1 - Strongly Disagree	 1%	2%	2%
		% 2	 4%	5%	5%
		% 3	 15%	18%	18%
		% 4	 35%	37%	38%
		% 5 - Strongly Agree	 45%	38%	37%
ME23	In the last month, I have invited someone to participate in my parish.	% 1 - Strongly Disagree	 33%	37%	36%
		% 2	 22%	19%	19%
		% 3	 13%	14%	14%
		% 4	 12%	12%	12%
		% 5 - Strongly Agree	 20%	18%	19%
ME24	How much do you give per year to this parish?	Less than \$500	 24%	32%	31%
		\$500 to less than \$1,000	 27%	21%	21%
		\$1,000 to less than \$2,000	 27%	21%	20%
		\$2,000 to less than \$3,000	 13%	11%	11%
		\$3,000 to less than \$5,000	 5%	8%	8%
		\$5,000 or more	 4%	7%	9%
ME25	How many volunteer hours a week do you give to help and serve others in your community?	None or less than 1 hour	 45%	45%	44%
		1 to less than 2 hours	 20%	21%	21%
		2 to less than 3 hours	 13%	12%	12%
		3 to less than 4 hours	 6%	7%	7%
		4 to less than 5 hours	 3%	4%	4%
		5 hours or more	 13%	11%	12%

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**DEMOGRAPHICS**

		Response Categories		Your Scores	Comparisons	
					Catholic Overall	Faith Overall
D1	Did you attend Mass last week?	Yes	No		83%	82%
D2	How long have you been a member of this parish?	Less than 1 year	1 to less than 3 years		10%	10%
D3	What is your age?	18 – 24	25 – 34		5%	5%
D4	What is your gender?	Male	Female		39%	39%
D5	What is your marital status?	Single	Single, but living with someone as a couple		13%	14%
D6	What is the highest level of education you have completed?	Less than high school graduate	High school graduate		4%	4%
D7	What is your total annual household income, before taxes?	Under \$10,000	\$10,000 to less than \$20,000		6%	6%
		\$20,000 to less than \$30,000	\$30,000 to less than \$40,000		8%	8%
		\$40,000 to less than \$60,000	\$60,000 to less than \$75,000		9%	9%
		\$75,000 to less than \$100,000	\$100,000 or more		14%	14%
					10%	11%
					15%	15%
					32%	32%



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## DEFINITIONS

The preceding pages provide a summary of member responses to the Gallup ME<sup>25</sup> survey.

### SCORING

The survey statements were rated on a scale that required a response from among six response categories:

Strongly Disagree Extremely Dissatisfied			Strongly Agree Extremely Satisfied		Does Not Apply or Don't Know
1	2	3	4	5	6

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 ME<sup>25</sup> survey includes Member Engagement, Spiritual Commitment, Outcomes, 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/Extremely Satisfied) responses.

### ENGAGEMENT SCORES

The average Top Box response percentages for statements measuring each stage of the engagement hierarchy.

### GALLUP FAITH 50<sup>TH</sup> PERCENTILE

The score in Gallup's faith database above which 50% of all faith communities scored.

### GALLUP FAITH 75<sup>TH</sup> PERCENTILE

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