

MEMBER ENGAGEMENT SURVEY RESULTS

Good Shepherd Parish (Halifax, NS) Gallup ME25 2025

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^{25TM}) — 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^{25} 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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INTRODUCTION TO THE GALLUP ME25

WHAT THE ME25 MEASURES

The ME25 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 ME25, 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 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.

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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 ME25 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

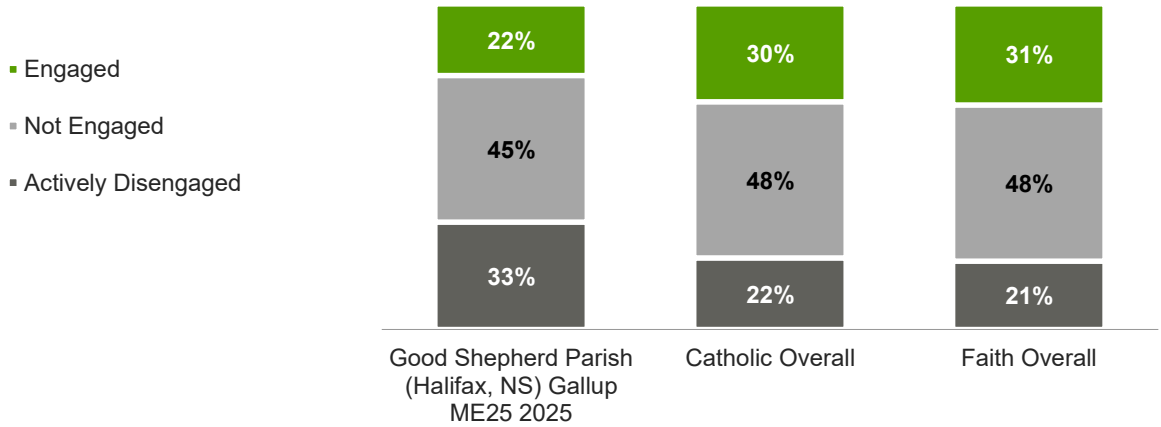
These members may attend regularly, but they are not psychologically connected to their parish. Their connection to the parish is more social than spiritual. They give moderately but not sacrificially, and they may do a minimal amount of volunteering in the community. They are less likely to invite others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



• Percent engaged not shown when n < 30. Workgroup data not shown to protect confidentiality.
Numeric values shown when percentages are 5% or higher.

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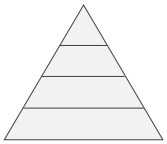
SUMMARY OF MEMBER ENGAGEMENT ITEMS

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



Your Total: 205

		Your Scores			Comparisons			
		Sample Size	Now	Past	Catholic Overall	Faith Overall	Gallup Faith 50th %	Gallup Faith 75th %
GRANDMEAN ENGAGEMENT		205	**3.39**		3.62	3.64	3.68	3.83
ME22.	Learn & grow	192	**3.64**		4.03	4.04	4.02	4.21
ME21.	Progress	186	**2.02**		2.58	2.60	2.64	2.93
ME20.	Best friend	189	**2.99**		3.17	3.20	3.28	3.50
ME19.	Members committed to spiritual growth	154	**3.65**		3.94	3.94	3.94	4.04
ME18.	Mission/Purpose	189	**3.63**		3.84	3.85	3.86	4.01
ME17.	Opinions count	176	**3.13**		3.50	3.52	3.56	3.73
ME16.	Encourages spiritual development	187	**3.34**		3.55	3.58	3.62	3.84
ME15.	Cares about me	185	**3.68**		3.87	3.90	3.93	4.16
ME14.	Recognition	171	**3.27**		3.08	3.13	3.25	3.56
ME13.	Opportunity to do best	185	**3.66**		3.78	3.78	3.79	3.90
ME12.	Spiritual needs met	202	**3.77**		4.03	4.02	4.01	4.16
ME11.	Know what's expected	199	**3.85**		3.97	3.97	3.98	4.10

DISTRIBUTION

This section shows the distribution of your results.

		Your Scores	Strongly Disagree % 1	% 2	% 3	% 4	Strongly Agree % 5
ME22.	Learn & grow	192		9	27	42	19
ME21.	Progress	186	51		17	17	11	5
ME20.	Best friend	189	27	12	20	17	24
ME19.	Members committed to spiritual growth	154		8	33	43	16
ME18.	Mission/Purpose	189		12	24	38	23
ME17.	Opinions count	176	12	18	31	24	15
ME16.	Encourages spiritual development	187	13	12	26	25	24
ME15.	Cares about me	185	6	9	25	31	29
ME14.	Recognition	171	21	11	16	24	28
ME13.	Opportunity to do best	185		11	28	35	24
ME12.	Spiritual needs met	202		7	28	41	23
ME11.	Know what's expected	199		9	22	41	28

- Item data % 1 - % 4 not shown when n < 10, % 5 and means when n < 5. Workgroup data not shown to protect confidentiality.

↑↓ Meaningful growth or decline (0.20 mean change)

Numeric values shown when percentages are 5% or higher.

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SUMMARY OF SPIRITUAL ENGAGEMENT ITEMS

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

Your Total: 205	Your Scores			Comparisons			
	Sample Size	Now	Past	Catholic Overall	Faith Overall	Gallup Faith 50th %	Gallup Faith 75th %
GRANDMEAN COMMITMENT	205	**4.09**		4.18	4.18	4.20	4.27
ME02. Time in worship or prayer every day	204	**3.67**		3.83	3.82	3.84	3.94
ME03. My faith in every aspect of my life	205	**3.89**		4.00	4.00	4.04	4.14
ME04. I have forgiven people	188	**3.95**		4.11	4.12	4.15	4.23
ME05. I have meaning and purpose	204	**4.41**		4.40	4.41	4.43	4.49
ME06. Develop my given strengths	200	**4.00**		4.12	4.12	4.13	4.23
ME07. Take unpopular stands	200	**3.88**		4.11	4.12	4.15	4.23
ME08. Faith gives me an inner peace	205	**4.32**		4.44	4.44	4.46	4.51
ME09. I speak words of kindness	200	**4.54**		4.46	4.46	4.46	4.50
ME10. Spiritually committed	204	**4.18**		4.16	4.16	4.17	4.25

DISTRIBUTION

This section shows the distribution of your results.

	Your Scores					
	Sample Size	Strongly Disagree % 1	% 2	% 3	% 4	Strongly Agree % 5
ME02. Time in worship or prayer every day	204	16	23	24	34	
ME03. My faith in every aspect of my life	205	8	21	37	32	
ME04. I have forgiven people	188	21	41	31		
ME05. I have meaning and purpose	204	11	32	55		
ME06. Develop my given strengths	200	8	19	39	35	
ME07. Take unpopular stands	200	6	25	41	28	
ME08. Faith gives me an inner peace	205	17	29	53		
ME09. I speak words of kindness	200	7	33	61		
ME10. Spiritually committed	204	16	39	42		

- Item data % 1 - % 4 not shown when n < 10, % 5 and means when n < 5. Workgroup data not shown to protect confidentiality.

↑↓ Meaningful growth or decline (0.20 mean change)

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OUTCOMES

		Response Categories	Your Scores	Comparisons: Catholic Overall	Comparisons: Faith Overall
ME01.	Overall, I am extremely satisfied with the way things are going in my personal life.	% 1 - Strongly Disagree	0%	2%	2%
		% 2	2%	5%	5%
		% 3	21%	18%	18%
		% 4	46%	38%	38%
		% 5 - Strongly Agree	30%	38%	37%
ME23.	In the last month, I have invited someone to participate in my parish.	% 1 - Strongly Disagree	51%	38%	37%
		% 2	18%	19%	19%
		% 3	14%	14%	14%
		% 4	5%	12%	12%
		% 5 - Strongly Agree	12%	17%	18%
ME24.	How much do you give per year to this parish?	Less than $500	22%	32%	31%
		$500 to less than $1,000	24%	21%	21%
		$1,000 to less than $2,000	32%	20%	20%
		$2,000 to less than $3,000	12%	11%	11%
		$3,000 to less than $5,000	6%	8%	8%
		$5,000 or more	6%	8%	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	27%	45%	44%
		1 to less than 2 hours	27%	21%	21%
		2 to less than 3 hours	12%	12%	12%
		3 to less than 4 hours	12%	7%	7%
		4 to less than 5 hours	6%	4%	4%
		5 hours or more	16%	11%	12%

- Item data % 1 - % 4 not shown when n < 10, % 5 when n < 5. Workgroup data not shown to protect confidentiality.

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DEMOGRAPHICS

		Response Categories	Your Scores	Comparisons: Catholic Overall	Comparisons: Faith Overall
D1.	Did you attend Mass last week?	Yes	83%	83%	82%
		No	17%	17%	18%
D2.	How long have you been a member of this parish?	Less than 1 year	5%	10%	10%
		1 to less than 3 years	10%	10%	10%
		3 to less than 5 years	9%	9%	10%
		5 to less than 10 years	12%	16%	16%
		10 years or more	64%	55%	54%
D3.	What is your age?	18 – 24	3%	4%	5%
		25 – 34	4%	8%	8%
		35 – 44	11%	15%	15%
		45 – 54	15%	21%	21%
		55 – 64	20%	20%	20%
		65 – 74	23%	18%	18%
		75+	21%	14%	13%
D4.	What is your gender?	Male	32%	39%	39%
		Female	68%	61%	61%
D5.	What is your marital status?	Single	16%	13%	13%
		Single, but living with someone as a couple	2%	2%	2%
		Married	68%	70%	70%
		Separated	0%	1%	1%
		Divorced	4%	6%	6%
		Widowed	9%	8%	8%
D6.	What is the highest level of education you have completed?	Less than high school graduate	0%	4%	3%
		High school graduate	7%	12%	12%
		Some college	3%	17%	17%
		Trade, technical, or vocational training	6%	6%	6%
		College graduate	38%	35%	34%
		Postgraduate work or degree	47%	27%	28%
D7.	What is your total annual household income before taxes?	Under $10,000	0%	6%	6%
		$10,000 to less than $20,000	0%	6%	6%
		$20,000 to less than $30,000	2%	7%	7%
		$30,000 to less than $40,000	5%	8%	8%
		$40,000 to less than $60,000	12%	14%	14%
		$60,000 to less than $75,000	5%	10%	11%
		$75,000 to less than $100,000	14%	15%	15%
		$100,000 or more	40%	34%	33%

- Item data % 1 - % 4 not shown when n < 30, % 5 when n < 5. Workgroup data not shown to protect confidentiality.

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DEFINITIONS

The preceding pages provide a summary of member responses to the Gallup ME25 survey.

SCORING

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

Strongly Disagree				Strongly Agree	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 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) responses.

ENGAGEMENT SCORES

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

GALLUP FAITH 50TH PERCENTILE

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

GALLUP FAITH 75TH PERCENTILE

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

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