



2025 GALLUP SURVEY RESULTS ARE IN!!

NRUMC closed out its second Gallup Member Engagement Survey on March 20, and the results are already in!

The pages below include both an introduction from Gallup to the core ideas behind the survey along with the actual results from our 2025 survey – question by question.

As the Gallup introduction (Page 3) explains, the survey takes measures along three dimensions:

1. **Member engagement**, which measures how engaged each of us is in the life of NRUMC faith family – the degree of connection and ownership we feel in that family
2. **Spiritual commitment**, which measures each individual's attitudes and behaviors that reflect their personal spiritual dedication and faithfulness
3. **Outcomes**, which measures the beneficial life consequences of living an engaged and spiritually committed life.

This being our second member engagement survey (the first was done in September of 2023), we now have the luxury of comparing our current results to our 2023 results. Here are just a few of the highlights from that comparison:

- Our average score (“grandmean”) across the 12 *Member Engagement* questions increased from 3.5 to 3.71 (on the 1 to 5 scale). A year-over-year grandmean improvement of 0.2 is considered exceptional; we improved by an amazing 0.21. See Page 5 below.

- Based on an established Gallup analysis of individual survey responses, each member is placed into one of three engagement categories (explained on Page 4). The number of NRUMC members in the **Engaged** category has increased by 25% since 2023!

We will be diving more deeply into these results in the weeks ahead – discerning more detailed conclusions and determining focus areas and next steps for the upcoming year. But the overarching message here is clear:

- Through the grace of God guiding the efforts of many, we are building at NRUMC a more engaged church.

* * *

Heartfelt thanks to all who completed the Member Engagement Survey this year and, more importantly, to all who took personal steps to become more engaged/help others to become more engaged over the past year.

Grace and Peace,

The NRUMC Engagement Team

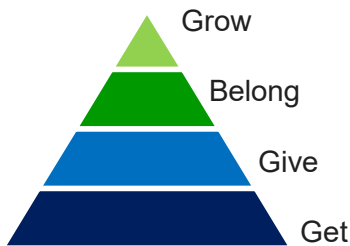
INTRODUCTION TO THE GALLUP ME²⁵

WHAT THE ME²⁵ MEASURES

The ME²⁵ consists of 25 items: a) 12 that measure **member engagement**, b) 9 items that measure **individual spiritual commitment**, and c) 4 items that measure **outcomes** about life satisfaction, inviting, serving, and giving. The Engagement items indicate how strongly one feels a sense of belonging within their church, while the Spiritual Commitment items are individual and personal. Members who are highly engaged are more likely to support their churches generously, 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 church. 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. Belong
- The top of the pyramid is "How can we grow?" and includes items ME21 and ME22.

It is natural for new members to look to fulfill their engagement needs at the bottom of the pyramid. As members 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 church 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 church 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 church 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 church. If the church increases the level of engagement among these individuals, it will unleash a powerhouse of potential for fulfilling its mission. Likewise, a church 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 churches 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 church with a system to measure its progress so that you can manage your church 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.

MEMBER ENGAGEMENT INDEX

The Member Engagement Index is a macro-level indicator of a church's health that allows church 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 church. They are more spiritually committed, more likely to invite friends, family members, and coworkers to church events, and give more both financially and in commitment of time.



Not Engaged

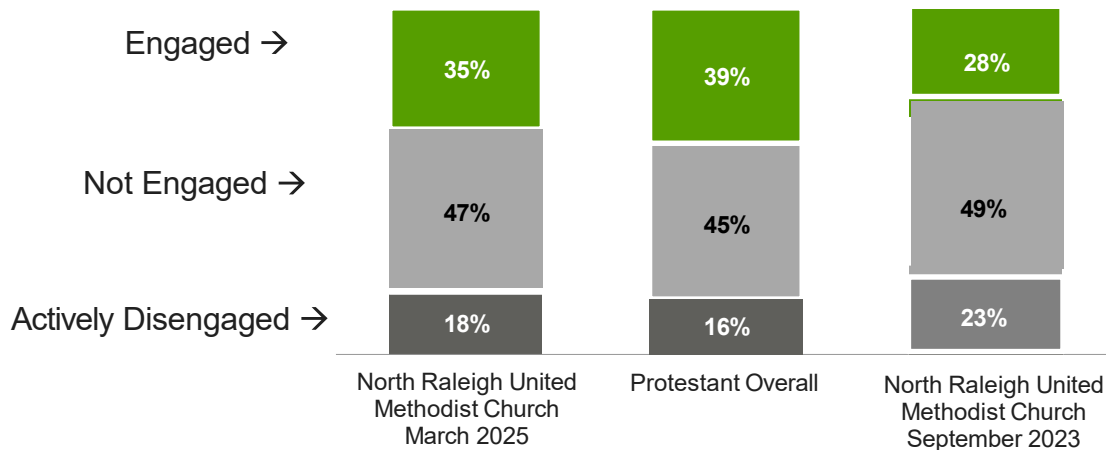
These members may attend regularly, but they are not psychologically connected to their church. Their connection to the church is more social than spiritual. They give moderately but not sacrificially, and they may do a minimal amount of volunteering in the community. They are less likely to invite others 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 church 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 church and insist on sharing that unhappiness with just about everyone.

ENGAGEMENT (%)



SUMMARY OF MEMBER ENGAGEMENT ITEMS

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

	NRUMC Scores			Comparisons	
	March 2025	*	Sept 2023	Protestant Overall	Faith Overall
GRANDMEAN ENGAGEMENT	3.71	↑	3.50	3.79	3.64
ME22. In my congregation, I have opportunities to learn & grow.	4.14		3.95	4.20	4.04
ME21. In the last six months, someone in my congregation has talked to me about the progress of my spiritual growth.	2.59	↑	2.26	2.84	2.60
ME20. Aside from family members, I have a best friend in my congregation.	3.16		3.07	3.44	3.20
ME19. The other members of my congregation are committed to spiritual growth.	3.90		3.80	3.98	3.94
ME18. The mission or purpose of my congregation makes me feel my participation is important.	3.90	↑	3.70	3.94	3.85
ME17. As a member of my congregation, my opinions seem to count.	3.68	↑	3.42	3.66	3.52
ME16. There is someone in my congregation who encourages my spiritual development.	3.76	↑	3.49	3.83	3.58
ME15. The spiritual leaders in my congregation seem to care about me as a person.	3.99		3.90	4.12	3.90
ME14. In the last month, I have received recognition or praise from someone in my congregation.	3.54	↑	3.30	3.56	3.13
ME13. In my congregation, I regularly have the opportunity to do what I do best.	3.88	↑	3.67	3.80	3.78
ME12. In my congregation, my spiritual needs are met.	3.90	↑	3.64	4.01	4.02
ME11. As a member of my congregation, I know what is expected of me.	4.04	↑	3.79	4.01	3.97




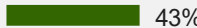


















* ↑↓ Exceptional year-over-year growth or decline (0.20 mean change)

SUMMARY OF SPIRITUAL ENGAGEMENT ITEMS
































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	NRUMC Scores		Comparisons	
	March 2025	Sept 2023	Protestant Overall	Faith Overall
GRANDMEAN COMMITMENT	4.13	4.09	4.21	4.18
ME02. I spend time in worship or prayer every day.	3.82	3.76	3.76	3.82
ME03. My faith is involved in every aspect of my life.	3.88	3.86	4.02	4.00
ME04. Because of my faith, I have forgiven people who have hurt me deeply.	4.00	4.02	4.21	4.12
ME05. Because of my faith, I have meaning and purpose in my life.	4.34	4.29	4.46	4.41
ME06. My faith has called me to develop my given strengths.	4.02	3.94	4.14	4.12
ME07. My faith has called me to develop my given strengths.	3.99	3.92	4.18	4.12
ME08. My faith gives me an inner peace.	4.34	4.33	4.46	4.44
ME09. I speak words of kindness to those in need of encouragement.	4.54	4.56	4.47	4.46
ME10. I am a person who is spiritually committed.	4.20	4.15	4.23	4.16

OUTCOMES

	Response Categories	Your Scores	Comparisons	
			Protestant 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	 3%	6%	5%
	% 3	 19%	19%	18%
	% 4	 43%	42%	38%
	% 5 - Strongly Agree	 34%	31%	37%
ME23. In the last month, I have invited someone to participate in my congregation.	% 1 - Strongly Disagree	 34%	26%	37%
	% 2	 17%	20%	19%
	% 3	 14%	16%	14%
	% 4	 20%	16%	12%
	% 5 - Strongly Agree	 16%	23%	18%
ME24. How much do you give per year to this congregation?	Less than \$500	 16%	20%	31%
	\$500 to less than \$1,000	 12%	12%	21%
	\$1,000 to less than \$2,000	 14%	15%	20%
	\$2,000 to less than \$3,000	 12%	12%	11%
	\$3,000 to less than \$5,000	 12%	14%	8%
	\$5,000 or more	 34%	27%	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	 33%	34%	44%
	1 to less than 2 hours	 21%	22%	21%
	2 to less than 3 hours	 17%	15%	12%
	3 to less than 4 hours	 8%	10%	7%
	4 to less than 5 hours	 6%	6%	4%
	5 hours or more	 14%	13%	12%

DEMOGRAPHICS

				Comparisons	
		Response Categories	Your Scores	Protestant Overall	Faith Overall
D1.	Did you attend Worship last week?	Yes	 66%	76%	82%
		No	 34%	24%	18%
D2.	How long have you been a member of this congregation?	Less than 1 year	 10%	10%	10%
		1 to less than 3 years	 8%	12%	10%
		3 to less than 5 years	 6%	12%	10%
		5 to less than 10 years	 12%	18%	16%
		10 years or more	 60%	48%	54%
D3.	What is your age?	18 – 24	 2%	5%	5%
		25 – 34	 1%	10%	8%
		35 – 44	 6%	16%	15%
		45 – 54	 14%	19%	21%
		55 – 64	 26%	21%	20%
		65 – 74	 24%	18%	18%
D4.	What is your gender?	Male	 35%	40%	39%
		Female	 63%	60%	61%
D5.	What is your marital status?	Single	 6%	15%	13%
		Single, but living with someone as a couple	 1%	2%	2%
		Married	 72%	69%	70%
		Separated	0%	1%	1%
		Divorced	 7%	7%	6%
		Widowed	 12%	7%	8%
D6.	What is the highest level of education you have completed?	Less than high school graduate	 1%	3%	3%
		High school graduate	 2%	11%	12%
		Some college	 9%	21%	17%
		Trade, technical, or vocational training	 1%	7%	6%
		College graduate	 43%	30%	34%
		Post-graduate work or degree	 42%	28%	28%
D7.	What is your total annual household income, before taxes?	Under \$10,000	0%	5%	6%
		\$10,000 to less than \$20,000	0%	5%	6%
		\$20,000 to less than \$30,000	0%	8%	7%
		\$30,000 to less than \$40,000	 2%	9%	8%
		\$40,000 to less than \$60,000	 5%	16%	14%
		\$60,000 to less than \$75,000	 9%	12%	11%
		\$75,000 to less than \$100,000	 10%	16%	15%
		\$100,000 or more	 52%	29%	33%

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.