Unity
Branding Research Results
January 2010

Overview

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Overall Project Goals & Objectives

- Define and communicate a compelling, credible, trusted, brand identity
- Identify the target audiences most receptive to Unity’s overall and “unified” brand identity
- Increase public awareness of Unity and its benefits
- Become more clear and effective in all marketing communications.
- Get everyone on the same page.
Survey Respondents

<table>
<thead>
<tr>
<th></th>
<th>Survey 1 Summer 09 Initial</th>
<th>Survey 2 Fall 09 Creative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total <strong>External</strong>:</td>
<td>604</td>
<td>197</td>
</tr>
<tr>
<td>Total <strong>Internal</strong>:</td>
<td>2558</td>
<td>1013</td>
</tr>
<tr>
<td>Ministers/Students/</td>
<td>329</td>
<td>294</td>
</tr>
<tr>
<td>Spiritual leaders:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congregants:</td>
<td>1102</td>
<td>328</td>
</tr>
<tr>
<td>News Subscribers:</td>
<td>750</td>
<td>180</td>
</tr>
<tr>
<td>Donors:</td>
<td>165</td>
<td>63</td>
</tr>
<tr>
<td>Board members:</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Employees:</td>
<td>187</td>
<td>128</td>
</tr>
</tbody>
</table>

- Respondents who completed the initial survey were all invited for the follow-up survey.
- Margin of error at 95% confidence level, 60/40 proportion characteristic.
- The results on everything for the external audience, with the exception of the color palettes, were very conclusive.
Results of Initial Survey

September 2009
Agreement with Unity’s Belief Statements

External and Internal Audiences

The bolded statements below are all statements that will resonate with both your internal audiences and Unity’s external target audience (two-thirds or more of the external audience agreed with these statements).

<table>
<thead>
<tr>
<th>Statement</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=3,282)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe that prayer works</td>
<td>66%/21%</td>
<td>92%/14%</td>
</tr>
<tr>
<td>I honor all paths to God</td>
<td>58%/14%</td>
<td>90%/11%</td>
</tr>
<tr>
<td>I want to live an empowered, abundant and meaningful life</td>
<td>73%/12%</td>
<td>93%/18%</td>
</tr>
<tr>
<td>I want to be a positive example and role model</td>
<td>82%/10%</td>
<td>91%/3%</td>
</tr>
<tr>
<td>I believe that we create our own reality through our thoughts and beliefs</td>
<td>60%/9%</td>
<td>85%/14%</td>
</tr>
<tr>
<td>I am open-minded about spiritual development and growth</td>
<td>69%/8%</td>
<td>93%/6%</td>
</tr>
<tr>
<td>I want to make a positive difference in the world</td>
<td>77%/8%</td>
<td>91%/8%</td>
</tr>
</tbody>
</table>
Demographics/Psychographics - Experience with Christian Church

- 62% of the external audience attended church as a child and/or teenager, but is no longer.
- Only 11% who attended church as a child/teenager are still attending church.

<table>
<thead>
<tr>
<th>Experience</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=2,482)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I attended church regularly or fairly regularly as a child/teenager, but am not attending much or not at all as an adult</td>
<td>62%</td>
<td>25%</td>
</tr>
<tr>
<td>I didn’t attend church much or at all as a child/teenager, and do not attend now</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>I attended church regularly or fairly regularly as a child/teenager, and still am currently attending regularly or fairly regularly as an as an adult</td>
<td>11%</td>
<td>52%</td>
</tr>
<tr>
<td>I attended a non-Christian spiritual center regularly or fairly regularly as a child/teenager, but am not attending much or at all as an adult</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>I didn’t attend church much or at all as a child/teenager, but am attending regularly or fairly regularly as an adult</td>
<td>4%</td>
<td>17%</td>
</tr>
</tbody>
</table>

“Which of the following best describes you in terms of your experience with a Christian church:”
The membership of Unity skews older than that of the Cultural Creatives, which is drawn from a fairly representative online panel sample.

<table>
<thead>
<tr>
<th>Age</th>
<th>INTERNAL AUDIENCE (N=2,485)</th>
<th>EXTERNAL AUDIENCE (N=599)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>25-35</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>36-45</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>46-55</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>56-65</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Over 65</td>
<td>20%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Demographics/Psychographics - Education

The education level of Unity membership skews higher than that of the external audience.

<table>
<thead>
<tr>
<th>Level</th>
<th>EXTERNAL AUDIENCE (N=595)</th>
<th>INTERNAL AUDIENCE (N=2,494)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Some college</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>College degree</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Graduate/Professional degree</td>
<td>10%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Demographics/Psychographics - Gender

- Gender is overwhelmingly female, with both the external and internal audiences at 75%.
- Given the preponderance of women in all audiences, we recommend that Unity focus on communicating to women in the way that women like to be communicated to, e.g., *Marketing to Women* by Marti Barletta.
- If you do a good job telling your story to women, men will follow.
Demographics/Psychographics - Ethnicity

The ethnicity mix of the external and internal audiences are fairly comparable. We are doing a good job at representing the diversity of our audiences.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>EXTERNAL AUDIENCE (N=589)</th>
<th>INTERNAL AUDIENCE (N=2,370)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81%</td>
<td>85%</td>
</tr>
<tr>
<td>African-American</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Mixed</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>American Indian</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Asian-American</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
External Audience Interest in Unity

There is a fairly high level of interest in Unity on the part of the respondents to the external survey—nearly 60% say they are somewhat or very interested.

<table>
<thead>
<tr>
<th>Interest</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>45%</td>
</tr>
<tr>
<td>Not interested at all</td>
<td>41%</td>
</tr>
</tbody>
</table>

*After taking this survey, what is your level of interest in Unity?*
Memories & Feelings About “Church”

- Respondents were asked to recall their earliest memories of “church,” and also their earliest memories of “Christianity.”
- Several words or themes come up repeatedly in the comments (see below). These apply to both the external and internal audiences.
  - The positive words or themes that come up repeatedly regarding earliest memories of “Church” are:
    - Family
    - Community
    - Love
    - Liked Sunday school, fun
    - Music
    - Safe/Safety
  - The negative words are:
    - Fear/Fear-based
    - Hypocritical
    - Boring
    - Judgmental
    - Guilt/Guilt-based
    - Strict, dogmatic
    - Manipulative
Memories & Feelings About “Christianity”

- The positive memories/feelings that come up repeatedly regarding “Christianity” are:
  - Jesus is my savior
  - The Golden Rule
  - Love
  - Forgiveness
  - The wisdom of Jesus’ teachings and his love for humanity.
- For “Christianity,” negative memories and feelings are similar to “church:”
  - Fear-based
  - Hypocritical
  - Judgmental
  - Guilt-based
  - Sin
  - Guilt
  - Hell
- These cultural archetypes for Church and Christianity can be used for messaging, i.e., “Looking for an alternative to fear, judgment, and guilt? Take a look at Unity.”
Emotions That Motivate Looking for Another Church - **External** Audience

<table>
<thead>
<tr>
<th>Feeling/Emotion</th>
<th><strong>EXTERNAL TOTAL (N=604)</strong></th>
<th><strong>Dissatisfied w/ Current Church (n=88)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t fit in</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Looking for like-minded people</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Different beliefs</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Lack of fulfillment</td>
<td>38%</td>
<td>53%</td>
</tr>
<tr>
<td>Seeking answers</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>Seeking a spiritual home</td>
<td>35%</td>
<td>52%</td>
</tr>
<tr>
<td>Disillusionment</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Want a stronger connection with God</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>Frustration</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>Feeling empty</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Feeling lost</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Want more out of life</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Confusion</td>
<td>24%</td>
<td>36%</td>
</tr>
<tr>
<td>Feeling alone</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>Feeling inadequate</td>
<td>19%</td>
<td>18%</td>
</tr>
</tbody>
</table>

“Thinking about yourself, or someone you know, what reasons or feelings might motivate you or them to leave your existing church or spiritual community to look for another one?” (CHECK AS MANY AS APPLY. ALSO, PLEASE TYPE IN ANY FEELLINGS/REASONS NOT LISTED HERE)
# Emotions After Joining “Ideal” Church/Unity - Internal and External Audiences

<table>
<thead>
<tr>
<th>Feeling/Emotion</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=3,048)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inner peace</td>
<td>59%</td>
<td>48%</td>
</tr>
<tr>
<td>Accepted</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Peace of mind</td>
<td>54%</td>
<td>42%</td>
</tr>
<tr>
<td>Like I belong</td>
<td>52%</td>
<td>45%</td>
</tr>
<tr>
<td>Connected</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Inspired</td>
<td>50%</td>
<td>55%</td>
</tr>
<tr>
<td>Joyful</td>
<td>50%</td>
<td>42%</td>
</tr>
<tr>
<td>Loved</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Compassionate</td>
<td>45%</td>
<td>28%</td>
</tr>
<tr>
<td>Safe</td>
<td>45%</td>
<td>34%</td>
</tr>
<tr>
<td>Like I found a family</td>
<td>44%</td>
<td>37%</td>
</tr>
<tr>
<td>Fulfilled</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>Like I’m part of a like-minded community</td>
<td>43%</td>
<td>60%</td>
</tr>
<tr>
<td>Like I have found my spiritual home</td>
<td>42%</td>
<td>57%</td>
</tr>
<tr>
<td>Empowered</td>
<td>32%</td>
<td>41%</td>
</tr>
</tbody>
</table>
# Awareness and Perception of Unity

- Among those aware of Unity, the perception of the organization is quite positive: 45% give a “very” or “somewhat positive” rating, while only 7% give a “very” or “somewhat negative” rating.
- Those **dissatisfied** with their current church are much more likely (61% positive) than other sub-groups to give Unity a positive rating.

<table>
<thead>
<tr>
<th>Perception</th>
<th>TOTAL (N=159)</th>
<th>CC’s (n=141)</th>
<th>Unity Affinity (n=97)</th>
<th>Male (n=30)</th>
<th>Female (n=129)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very positive</td>
<td>20%</td>
<td>21%</td>
<td>25%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Somewhat positive</td>
<td>25%</td>
<td>24%</td>
<td>28%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Neutral</td>
<td>48%</td>
<td>50%</td>
<td>42%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Somewhat negative</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Very negative</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>7%</td>
<td>0%</td>
</tr>
</tbody>
</table>

“From what you have heard about Unity, what is your general impression of it?”
Category Descriptor

- For the external audience, “A positive way of life” was the most frequently chosen, by a large margin, by 41%, vs. 26% for the next most frequently chosen.
- For the internal audiences, the top descriptor is, “A positive approach to spiritual living,” chosen by 42%.

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=2,558)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A positive way of life</td>
<td>41%</td>
<td>13%</td>
</tr>
<tr>
<td>A positive approach to spiritual living</td>
<td>26%</td>
<td>42%</td>
</tr>
<tr>
<td>A path for spiritual living</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Resources for spiritual living</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>A transformational spiritual movement</td>
<td>7%</td>
<td>21%</td>
</tr>
</tbody>
</table>

“The leaders of the Unity movement are looking for a simple, clear, concise and positive way of describing what Unity is to a wide variety of people. Which one of the following descriptors do you think is most compelling?”
Unity Resources

"Below is a list of Unity’s resources. These are activities, support services, information and physical amenities that Unity offers its constituents. Please choose the four resources that you think should be Unity's top priorities." (CHECK TWO)

<table>
<thead>
<tr>
<th>Unity Resource</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=2,723)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A church, spiritual center, or spiritual community in my local area</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>A beautiful place for retreats and meetings</td>
<td>50%</td>
<td>17%</td>
</tr>
<tr>
<td>Full featured web site</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Retreats, workshops and special events</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Continuing education</td>
<td>45%</td>
<td>33%</td>
</tr>
<tr>
<td>Silent Unity -- 24/7 personal prayer ministry offered via phone, mail and email</td>
<td>31%</td>
<td>74%</td>
</tr>
<tr>
<td>Daily Word - A magazine of daily affirmations</td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td>Books, DVDs and podcasts on Unity teachings and philosophy</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>CDs of spiritual music</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>Unity Magazine</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Unity.FM - free online radio network</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>A seminary where one can become a minister</td>
<td>6%</td>
<td>20%</td>
</tr>
</tbody>
</table>
## Unity Village Features

<table>
<thead>
<tr>
<th>Unity Village Feature</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=2,723)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spiritual education</td>
<td>41%</td>
<td>64%</td>
</tr>
<tr>
<td>Gardens</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Nature trails</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Workshops</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>Chapels and meditation rooms</td>
<td>31%</td>
<td>42%</td>
</tr>
<tr>
<td>Restaurant/healthy food</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Special events with well-known speakers</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>1,400 acre countryside</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Two lakes</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Campgrounds</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Meeting areas and rooms</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Labyrinth and other sacred spaces</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>“Green” hotel/motel</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Fishing</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Concerts</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Farm</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Bookstore</td>
<td>9%</td>
<td>21%</td>
</tr>
<tr>
<td>Apartments</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Auditorium</td>
<td>6%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Unity Churches and Centers’ Most Appealing Features/Services - External and Internal Audiences

<table>
<thead>
<tr>
<th>Unity Feature/Service</th>
<th>External Audience (N=604)</th>
<th>Internal Audience (N=2,702)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spiritual social action, such as feeding the homeless, building Habitat for Humanity houses or other community service</td>
<td>32%</td>
<td>13%</td>
</tr>
<tr>
<td>Inspiring minister/spiritual leader</td>
<td>23%</td>
<td>60%</td>
</tr>
<tr>
<td>Like-minded community</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Social activities, such as potlucks, picnics and church dinners</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Spiritual education and workshops</td>
<td>17%</td>
<td>34%</td>
</tr>
<tr>
<td>Prayer support</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Youth program</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Small groups for close connection</td>
<td>12%</td>
<td>--</td>
</tr>
<tr>
<td>Special events, such as concerts or speakers</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Inspiring music</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Bookstore</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Helpful written materials</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>
### Values

<table>
<thead>
<tr>
<th>Value</th>
<th>EXTERNAL AUDIENCE (N=604)</th>
<th>INTERNAL AUDIENCE (N=2,673)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage personal initiative and growth</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Be inclusive and open-minded</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Spiritual, holistic, intuitive</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Nurture, support</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Seek freedom, “don’t fence me in”</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Spirit led</td>
<td>9%</td>
<td>25%</td>
</tr>
<tr>
<td>Provide compassion and empathy</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Catalyst for change and transformation</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Alleviate suffering and pain</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

"Which of the following do you think is the most important guiding value for Unity to have? Please choose the one value that you think Unity should have as its most important guiding value.”
Respondents rated three potential Unity positioning statements:

- **Positioning Statement A:**
  
  *Unity provides resources for experiencing oneness with God and fulfilling your purpose & potential.*

- **Positioning Statement B:**
  
  *Unity offers practical, spiritual teachings that empower abundant and meaningful living.*

- **Positioning Statement C:**
  
  *Unity provides a wealth of spiritual resources and a serene destination for personal growth and enrichment.*

For both the external and internal audiences, Statement B is the top rated and the one chosen as the favorite most frequently.
Results of Second Survey (Creative Themes)

November 2009
Creative Theme Conclusions

- The idea of spiritual social action is the most compelling and appealing for the external audience.
- Having an abundant and meaningful life is most compelling for the internal audience.
- Symbols of unity and coming together are also appealing to both the external and internal audiences.
- Spiritual social action, and unity and coming together, are two ideals that can be viewed as two parts of the same piece, i.e., connecting with humans to do good. A complementary part of this overarching theme can be the idea of an abundant and meaningful life. The message would be something like the following:
  - “Come together with other positive-minded people to help make the world a better place through spiritual social action and thus lead a more abundant and meaningful life.”
Synthesized Unity Creative Theme Board
Unity offers practical, spiritual teachings that empower abundant and meaningful living.

“Where people come together to grow their life and make the world a better place through spiritual social action.”
Unity Descriptions

• Respondents were asked to choose their favorite and second favorite descriptions for Unity. By far the favorite for both the external and internal audiences was “A Positive Path for Spiritual Living.”
• “Christianity” is not the best way to describe Unity.

<table>
<thead>
<tr>
<th>Description</th>
<th>External (N=191)</th>
<th>Internal (N=1,023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Positive Path for Spiritual Living</td>
<td>49%/25%</td>
<td>46%/25%</td>
</tr>
<tr>
<td>Positive, Practical, Progressive Christianity</td>
<td>17%/19%</td>
<td>23%/21%</td>
</tr>
<tr>
<td>Practical Spirituality</td>
<td>17%/26%</td>
<td>17%/28%</td>
</tr>
<tr>
<td>Inclusive Christianity</td>
<td>5%/8%</td>
<td>4%/7%</td>
</tr>
<tr>
<td>Awakened Christianity</td>
<td>3%/8%</td>
<td>6%/9%</td>
</tr>
<tr>
<td>Non-traditional Christianity</td>
<td>6%/7%</td>
<td>1%/3%</td>
</tr>
<tr>
<td>The Original Christianity</td>
<td>2%/3%</td>
<td>2%/3%</td>
</tr>
<tr>
<td>Leading-edge Christianity</td>
<td>1%/4%</td>
<td>2%/4%</td>
</tr>
</tbody>
</table>
Unity Belief Statements

<table>
<thead>
<tr>
<th>Belief Statement</th>
<th>External (N=191)</th>
<th>Internal (N=1,023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heaven is not a place, but a state of consciousness; we create our own heaven and hell here and now.</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>There is only one presence and power in the universe, God the good.</td>
<td>24%</td>
<td>46%</td>
</tr>
<tr>
<td>We all have an innate capacity to know God through direct experience.</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>The &quot;Christ&quot; is that part of God that is in every person. There is a spark of divinity within all people, not just Jesus.</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Jesus represents the great example of our possibilities.</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>We are made in the image and likeness of God.</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>We were born in original blessing not original sin.</td>
<td>26%</td>
<td>21%</td>
</tr>
</tbody>
</table>

These four highlighted beliefs differentiate Unity from traditional Christian churches.
Terms for Unity Centers

- “Spiritual Community” is the clear favorite term for Unity’s centers. It is also the top choice among the internal audience, though “Spiritual Center” is fairly close behind.
- Replace “Church” with “Spiritual Community.”

<table>
<thead>
<tr>
<th>Term</th>
<th>External (N=191)</th>
<th>Internal (N=1,023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spiritual Community</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Spiritual Center</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Center</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Church</td>
<td>9%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Weighting of Unity Teachings

- **Internal** audiences were asked how they would like to see Unity teachings weighted, between having a heavy emphasis on Jesus’ teaching and practical Christianity, and having a heavy emphasis on interfaith and non-religious spirituality, on a 10-point scale, by giving a rating of “10” for a Jesus focus, and a “0” for an interfaith focus. On this scale, a “5” would be an equal weighting between the two.

- The findings show that Unity should go for a **balance** between Jesus’ teaching and practical Christianity and having an emphasis on interfaith and non-religious spirituality.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Ministers (n=297)</th>
<th>Congr. (n=332)</th>
<th>eNews (n=180)</th>
<th>Donors (n=64)</th>
<th>USC (n=106)</th>
<th>AUCI (n=24)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy on Jesus vs.</td>
<td>6.0</td>
<td>6.6</td>
<td>5.5</td>
<td>5.8</td>
<td>6.6</td>
<td>5.3</td>
<td>5.6</td>
</tr>
<tr>
<td>Heavy on interfaith/non-religious spirituality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.7</td>
</tr>
</tbody>
</table>
Thank you for your participation!

For more information, contact lisa@unity.org