Young Adult Survey

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POLL #1

ARE YOU A:
Minister/Spiritual Leader
Staff/Board Member
Lay Leadership/Volunteer
Young Adult
Other
AGES OF PARTICIPANTS
Q2 Are you currently pursuing any kind of formal education beyond high school?

Answered: 77  Skipped: 0

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62.34%</td>
</tr>
<tr>
<td>I was, but am no longer</td>
<td>16.88%</td>
</tr>
<tr>
<td>No</td>
<td>20.78%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>77</strong></td>
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Unity Young Adult Survey

Q3 What formal education are you pursuing?

Answered: 77  Skipped: 0

- 33.77% Bachelor's Degree (26 respondents)
- 28.57% N/A (22 respondents)
- 16.88% Graduate Degree (13 respondents)
Full Time - 36.36%

Not Employed - 31.17%
Out of 76 Responses that were counted-

- 71.43% are single and/or cohabitating
- 16.88% are married
88.31% of respondents currently have no children.

11.69% have children or are pregnant.
POLL #2

WHAT DO YOU THINK ARE THE TOP 3 INTERESTS/PASSIONS OF YOUNG ADULTS?

● ENVIRONMENTALISM
● EDUCATION
● UNITY
● COMMUNITY BUILDING/FITNESS/HEALTH
● SOCIAL ACTIVISM
TOP FIVE INTEREST AND PASSIONS OF YOUNG ADULTS

- UNITY: 63.64%
- EDUCATION: 54.55%
- SOCIAL ACTIVISM: 53.25%
- COMMUNITY BUILDING/ FITNESS/HEALTH: 51.95%
- ENVIRONMENTALISM: 50.65%
Q8 Do you currently attend a Unity Church/Center?

Answered: 77  Skipped: 0

- Yes: 42.86%
- No (If you checked this...): 38.96%
- I want to but cannot get...: 0%
- I watch a live streamed...: 0%
Q10 If you watch a live streamed service, which do you watch:

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
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<tbody>
<tr>
<td>Live service</td>
<td>44.44%</td>
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<tr>
<td>Recording of the service</td>
<td>5.56%</td>
</tr>
<tr>
<td>Both</td>
<td>50.00%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
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</table>
LET’S TALK - BREAKOUT #1

WHAT DO YOU THINK PROHIBITS YOUNG ADULTS FROM ATTENDING UNITY CHURCHES/CENTERS?
What currently prohibits you from participating at your Unity Church/Center or a Unity Church/Center nearby?

- NOT ENOUGH PEOPLE MY AGE 53.85%
- FEEL LEFT OUT, EXCLUDED OR ABANDONED 33.33%
- UNITY MESSAGE NO LONGER RESONATES 30.77%
- PRESENTATION STYLE DOES NOT RESONATE 28.21%
- TIMING A SERVICE OR EVENTS 28.21%
GREAT ANSWERS!
LET’S TALK AGAIN

BREAKOUT #2

WHAT DO YOU THINK YOUNG ADULTS WISH WAS PRESENT IN UNITY CHURCHES/CENTERS?
What they wish was present in their church/center. All are quotes from the survey:

- I do wish there were more people my age.
- *Better/Current music.*
- *More experiential/ Interactive type of worship during Sunday Service.*
- Welcome everyone equally. Greet people with a smile and engage them in conversation.
- There is a disconnect with young adults.
- Multiple Services – cannot always attend on Sunday.
- *Speak less of God and more of Spirituality and Meditation.*
- Create a culture of personal development where vulnerability is honored.
- Use guest speakers that are under the age of 50.
- *More workshop or discussion-based service options.*
What they wish was present in their Churches/Centers continued:

- Make it seem like they actually care about their volunteers and treat everyone that is able to help equally regardless of age.

- A better balance of references/jokes/music from different generations. More small groups to meet people. More engagement on social media to reinforce message and make Unity's message shareable. Use language directed at me, my issues, my age group in the weekly message and in communications more broadly.

- Bring more diversity to the forefront of services.

- Reach out to graduates to keep them engaged.

- I feel pretty welcome. There is a “women of unity group” where I am which I like, because it’s hard to get to know a 50+ congregation in one go. Having a few people I know and talk to has made me feel welcome and involved. I would feel more welcome if they could write on name tags for “newcomers”.

- Maintain an environment free from judgement, cliques and hierarchical dynamics.

- Treat me as if I am an adult. That is, distinguish me as a part of the congregation if I am no longer allowed in Y.O.U.
Q13 Is there another day/time, besides Sunday morning that would be more convenient for you to attend church?

Answered: 77   Skipped: 0

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<tbody>
<tr>
<td>Yes</td>
<td>31.17%</td>
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<tr>
<td>No</td>
<td>68.83%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>77</td>
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Q14 Do you currently participate in any activities outside of Unity specifically for young adults?

Answered: 77  Skipped: 0

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<tbody>
<tr>
<td>Yes</td>
<td>23.38%</td>
</tr>
<tr>
<td>No</td>
<td>76.62%</td>
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<tr>
<td>TOTAL</td>
<td></td>
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POLL #3

What age grouping would you prefer for a Young Adult Ministry?

- 18 - 20
- 18 - 25
- 21 - 25
- 26 - 35
Q15 What age grouping would you prefer for a young adult ministry within Unity?

Answered: 77  Skipped: 0

53.25% said they prefer Young Adult Ministry to be ages 18 - 25

32.47% said they prefer Young Adult Ministry to be ages 26 - 35
Q16 Could there be more than one age based young adult ministry within Unity?

87.01% said there could be more than one age group in Young Adult Ministry
Activities Young Adults would like to participate in as a Young Adult Ministry
Q18 If you were to attend a young adult retreat, either regionally or nationally, what length of time would work best for you? (Check all that apply)

<table>
<thead>
<tr>
<th>Answer Choices</th>
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<tbody>
<tr>
<td>Saturday</td>
<td>29.87%</td>
</tr>
<tr>
<td>Saturday &amp; Sunday</td>
<td>51.95%</td>
</tr>
<tr>
<td>Friday-Sunday</td>
<td>71.43%</td>
</tr>
<tr>
<td>Weeklong</td>
<td>23.38%</td>
</tr>
<tr>
<td>Not interested in attending retreats</td>
<td>6.49%</td>
</tr>
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</table>

Answered: 77  Skipped: 0
Q19 If you were to attend a young adult retreat, either regionally or nationally, what time of year is best?

Answered: 75  Skipped: 2

**Answer Choices**

<table>
<thead>
<tr>
<th>Season</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Fall</td>
<td>37.33%</td>
</tr>
<tr>
<td>Winter</td>
<td>26.67%</td>
</tr>
<tr>
<td>Spring</td>
<td>42.67%</td>
</tr>
<tr>
<td>Summer</td>
<td>62.67%</td>
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<tr>
<td>Not interested</td>
<td>6.67%</td>
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</table>

Total Respondents: 75
TOP ITEMS TO CONSIDER WHEN CREATING RETREAT FOR YOUNG ADULTS:

1. **COST**
2. **LOCATION**
3. **STYLE OF RETREAT**
4. **ACTIVITIES**

Q20 If you were to attend a young adult retreat, either regionally or nationally, what factors are important to you? (Check all that apply)

[Bar chart showing the importance of various factors with "Cost" being the most important and "Not interested in attending" being the least important.]

Answered: 77  Skipped: 0
56% of respondents are aware of what UWM AND UWH has to offer them.
POLL #4

WHAT IS THE BEST METHOD OF REACHING YOUNG ADULTS TO LET THEM KNOW THAT UNITY EXISTS?

- WEBSITE
- FRIENDS/FAMILY
- FACEBOOK
- INSTAGRAM
- COLLEGE FORUM
Q22 What is the best method of reaching young adults to let them know that Unity exists? (Check all that apply)

TOP 3 WAYS TO REACH YOUNG ADULTS:

1. INSTAGRAM
2. FACEBOOK
3. FRIENDS & FAMILY
Q23 How would you most likely find a Unity Church/Center? (Check all that apply)

Answered: 77   Skipped: 0

- Website @64.81%  
- Facebook @58.12%  
- Google search @57.14%  
- Instagram @40.53%  
- App @28.37%  
- Mapping App/Online Map @28.37%  
- Print Media/Materials @14.47%  
- Friends/Family @61.04%  
- College Forum @5.19%

**YOUNG ADULTS**
ASK FRIENDS/FAMILY  
@61.04%  
AND  
GOOGLE SEARCH  
@57.14%  
TO FIND YOU!
Becoming a community that welcomes and celebrates young adults:

- Is your information accessible?
- Is the environment safe and engaging?
- Is there representation?
- Is there something to get behind?
- Are young adults made to feel valued and appreciated?
- Does the message resonate?