A photograph of the Our Lady of the Lake Parish Center building. The building is a modern structure with large glass windows and brick accents. In the foreground, there is a white statue of the Virgin Mary standing on a stone pedestal. The statue is positioned on a lawn area. To the right, there is a paved walkway with a bench and a tall lamp post. The sky is overcast.

Our Lady of the Lake Church

Community Survey
May 2023

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Community Survey 2023



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Objectives

- The key objectives for parishioner feedback included an in-depth look at the following:
 - **Liturgy and Prayer (specifically the Mass)** Research questions focused on understanding how parishioners ranked church and Mass/Prayer attributes and to measure OLL performance on these same attributes. 10 characteristics were measured.
 - Follow-up questions explored ways for OLL to improve on all metrics.
 - The music programs and parishioner preferences for music styles were measured.
 - **Faith Formation (Adult & Youth programs)** Measure awareness and satisfaction with religious education programs and gain feedback on opportunities to improve.

Methodology

- The survey was designed with input from Father John, Tom Tomaszek and the Liturgical staff.
- OLL did a substantial amount of promoting the survey beginning Easter weekend with an announcement in the Bulletin, announcements at Mass and by providing a way for non-registered parishioners to sign-up (opt-in) to take the survey. There was a random drawing for an incentive of five \$100 gift cards for those completing the survey.
- The survey was sent to 5,535 emails (dedupped) coming from the parish, school and the opt-in lists. The survey was deployed on May 11th, reminders were sent to unfinished respondents on May 16th and 19th. There was a “bounce rate” of 10%. **806 individuals within the OLL community completed surveys for a 15% response rate.**

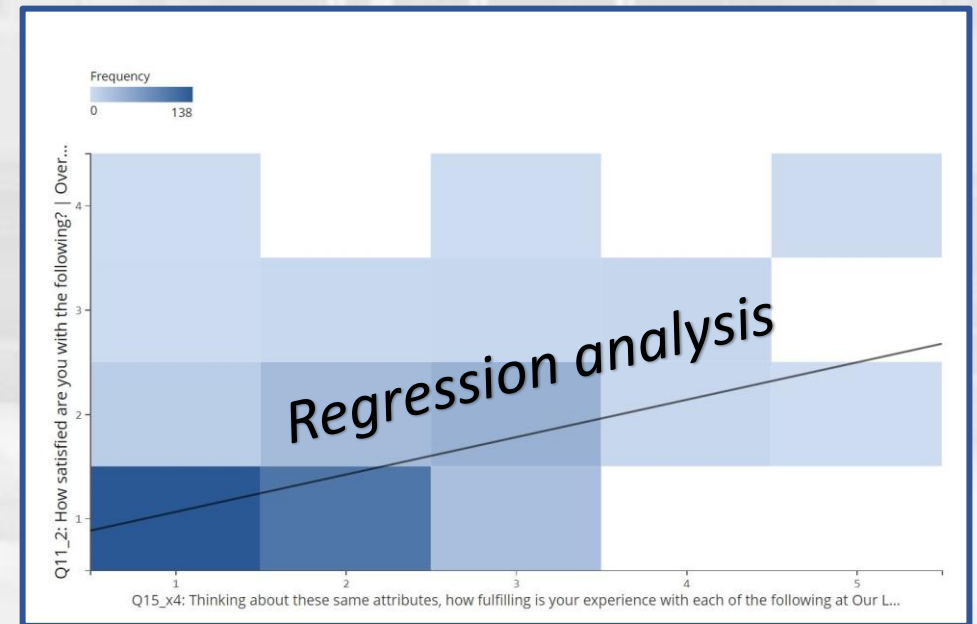
OLL Community Survey



Coming soon: an OLL Community Survey! We will be conducting a parish-wide, online survey to better understand the needs and concerns of OLL parishioners like you! Your input and feedback in this process is essential. **If you are not currently receiving regular emails** from the parish/school, please use this QR code to opt-in to participate in the survey.

Highlights

- **69% of respondents are “Extremely satisfied” with the experience at the Mass they attend most often, 26% are “Somewhat satisfied” for a total of 95% satisfaction** and leaving only 5% dissatisfied.
- **Regression analysis** determines which characteristics of the Mass are the key drivers to satisfaction, they are:
 1. Meaningful & inspiring homilies
 2. Music program that is engaging and uplifting
 3. A Mass experience that helps me feel closer to God
- **60% of respondents “regularly” attend one of the Saturday/Sunday masses.**
 - Most are satisfied with the mass times; some would benefit from the return of Sunday 5 PM mass.
- **Parishioners describe “beautiful music”** when evaluating the individual mass ensembles/choirs. Nearly one-in-five individuals suggest the “mix of music styles” could be improved.



WHO RESPONDED

Community Survey 2023

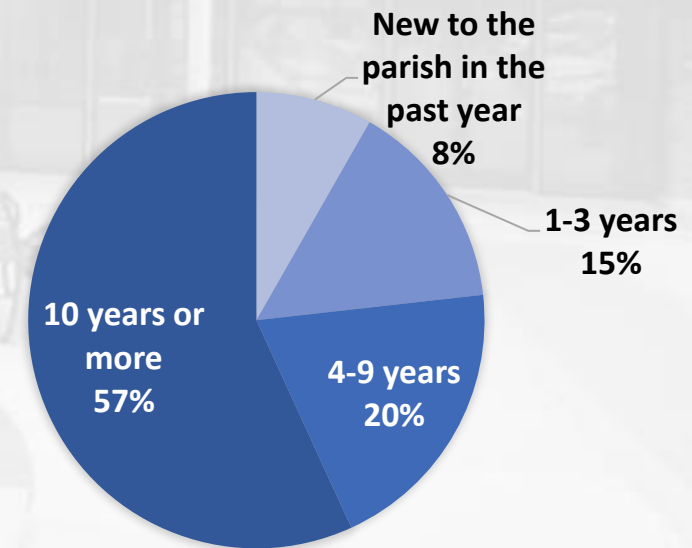


Relationship to OLL
Tenure
Age
Gender
Children/Ages
Agree/Disagree Involvement
Preferred method of Communication

Who Responded

Registered parishioner at OLL	82%
Church/School volunteer	22%
Liturgical Minister (serve/volunteer at Mass)	16%
Involved in parish councils/committees	16%
Family, friend, spouse of parishioner(s)	13%
School parent	11%
Involved in Adult Faith Formation	10%
Not a registered parishioner at OLL	9%
No relationship currently, I've moved, Former parishioner, etc.	6%
Music minister for Mass	3%
Visiting from another parish or church (please specify)	2%
Church/School staff or teacher	2%
Other relationship (please describe)	10%
Average person selected 3 items (MULTIPLE MENTION ALLOWED)	295%

- **Relationship:** Most respondents to the survey are “registered parishioners at OLL” and many completing the survey are involved in other ways as volunteers, and on councils or committees.
- **Tenure:** More than half of respondents (57%) have been with the parish for 10+ years. “New this past year” is 8% and within “1-3 years” is 15%.



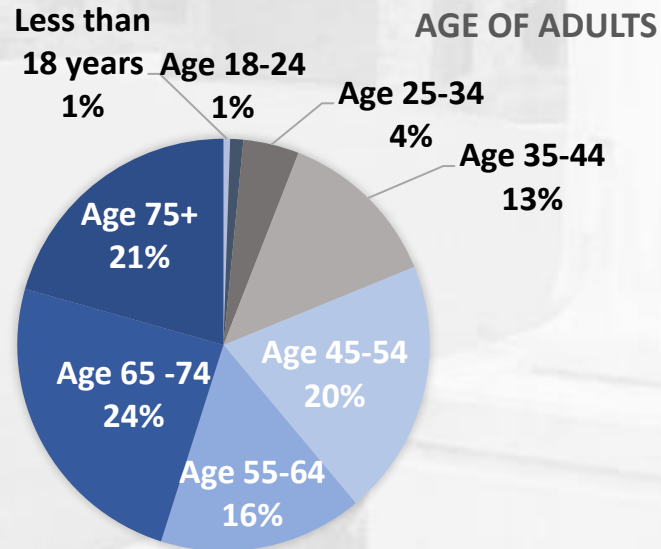
Q - Welcome and thank you for clicking in. What is your relationship to Our Lady of the Lake community. From the list below, please select ALL THAT APPLY.

Q- How many years have you been attending Our Lady of the Lake Masses or been in some way involved with parish activities?

Who Responded

Adults in the Household	%
1	17%
2	70%
3	9%
4 or more	4%
Total	100%

- **Adults:** 70% of those responding represented 2-person households.
- **Gender:** 67% of respondents were female, 31% male and 2% prefer not to say.
- **Children:** 70% of the parish responding does NOT have children in the household.
- **Age of Adults:** 19% of those responding are under age 45; 45% are Age 65+.
- **Households with children (30% of total):** 22% have children Less than 4 years old [these parents were later asked about the Nursery.]

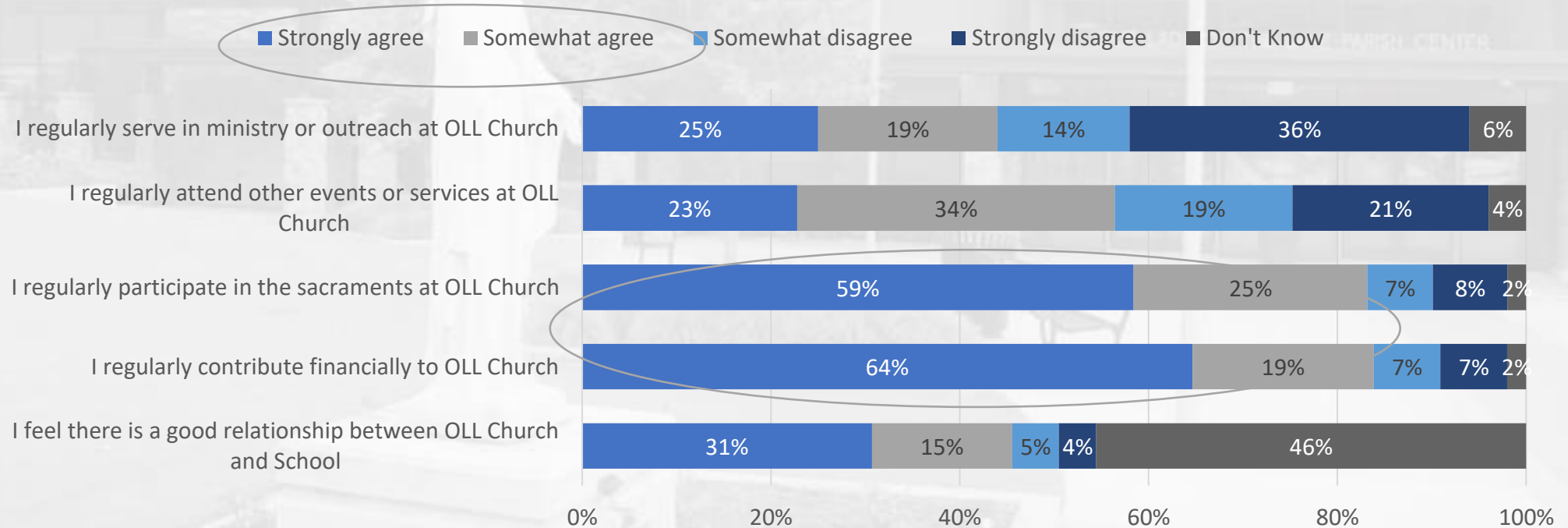


Children in the Household	%
1	11%
2	11%
3	6%
4 or more	2%
NONE	70%

Age of Children	%
Less than 1 year old	5%
1-2 years old	7%
3-4 years old	10%
5-7 years old	15%
8-12 years old	27%
13-17 years old	35%

Who Responded

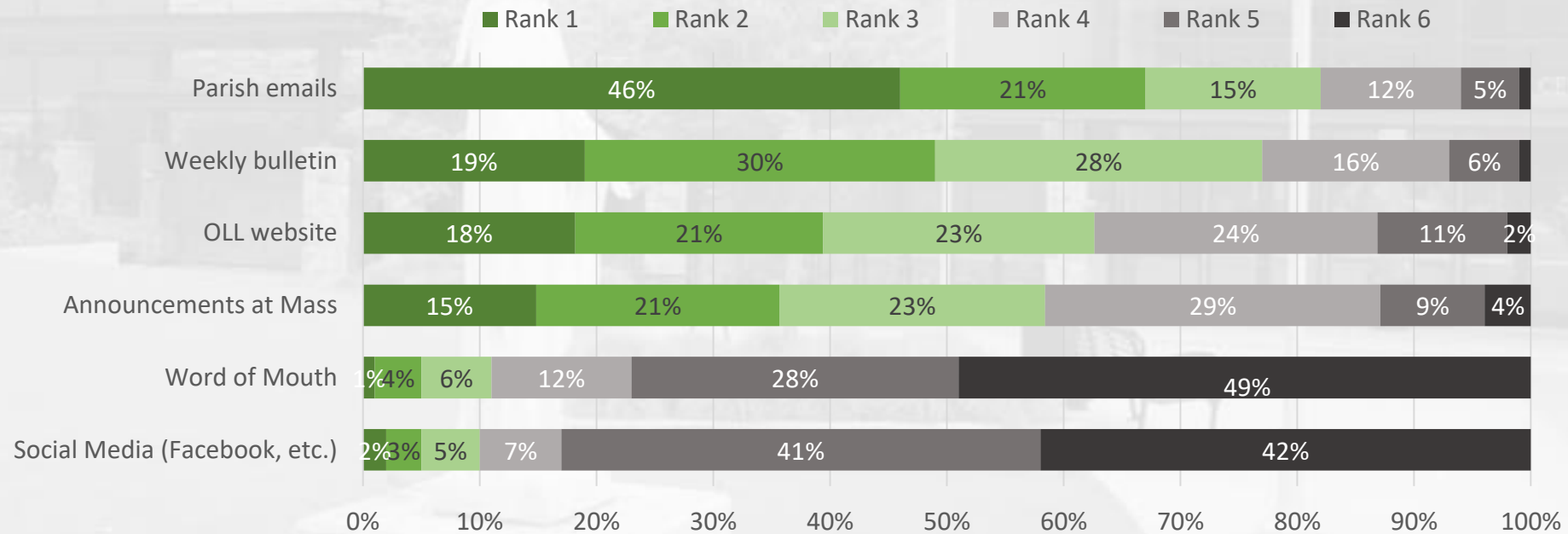
- **Overall, the survey represents a group of parishioners who are very involved and engaged with church activities.**
- One-in-four responding to the survey “strongly agree” they regularly serve in parish ministry or outreach and regularly attend other events or services at the church; 59% regularly participate in the sacraments, 64% contribute financially. These two characteristics increase to 84% agreement when including “somewhat agree.”
- Most feel there is a good relationship between OLL Church and School; however, 46% “don’t know.”



Q - For each statement below, please indicate if AGREE or DISAGREE with the statement and to what degree?

Preferred communication method

- **The preferred method of communicating with parishioners is via “parish emails” and the “weekly bulletin.”**
- The ranking does NOT change for younger v. older parishioners or for “regular” v. “not regular” Sunday Mass attendees.



Q - Following is a list of ways you might hear about the upcoming events, classes, council and committee updates, messages from Father John and staff, outreach programs, etc. Please RANK the most effective way of communicating with you about church activities. Grab and drag the #1 most effective to the top and rank the ones below with least effective on the bottom.

Summary – Who Responded

- The community that responded to this survey is largely very engaged with OLL with 84% saying they regularly receive sacraments at the Mass and contribute financially to support the parish.
- Similarly, 82% report they are registered parishioners.
- Only 2% of those responding indicate they are church or school staff, but a relatively large group, 25%, indicate they are music/liturgical ministers or involved in parish councils.
- Most have been with the parish for 10 or more years (57%.)
- Many (45%) are age 65+.
- 70% of those responding do not have children in the household.

CONVERSELY,

- 30% of those responding do have children.
- 39% are under age 54.
- 40% report they do not regularly attend services or events at OLL.

The next layer of understanding parishioner habits comes from evaluating reported Mass attendance.

LITURGY/PRAYER/MASS

Community Survey 2023



Mass Attendance

Overall Satisfaction

Importance of Attributes

Is OLL Fulfilling these Attributes

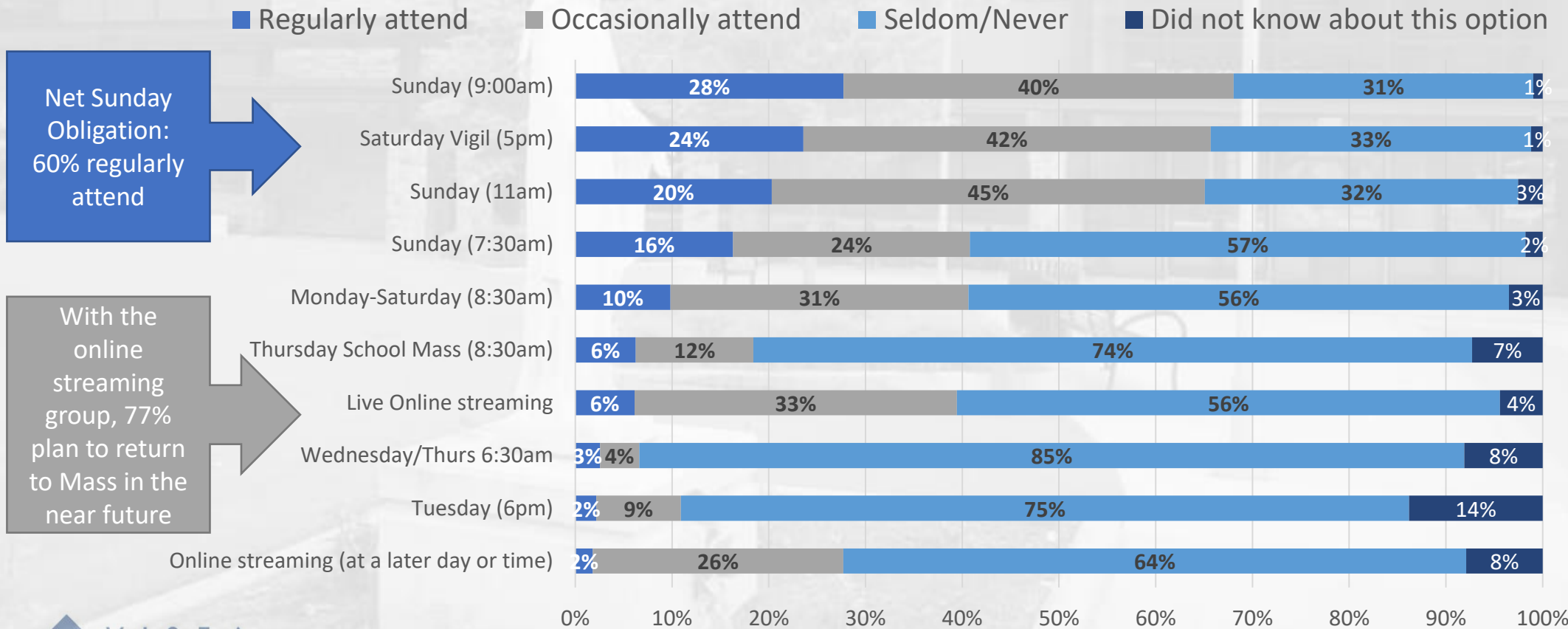
Regression Analysis

Gap Analysis

Open-End Follow-up

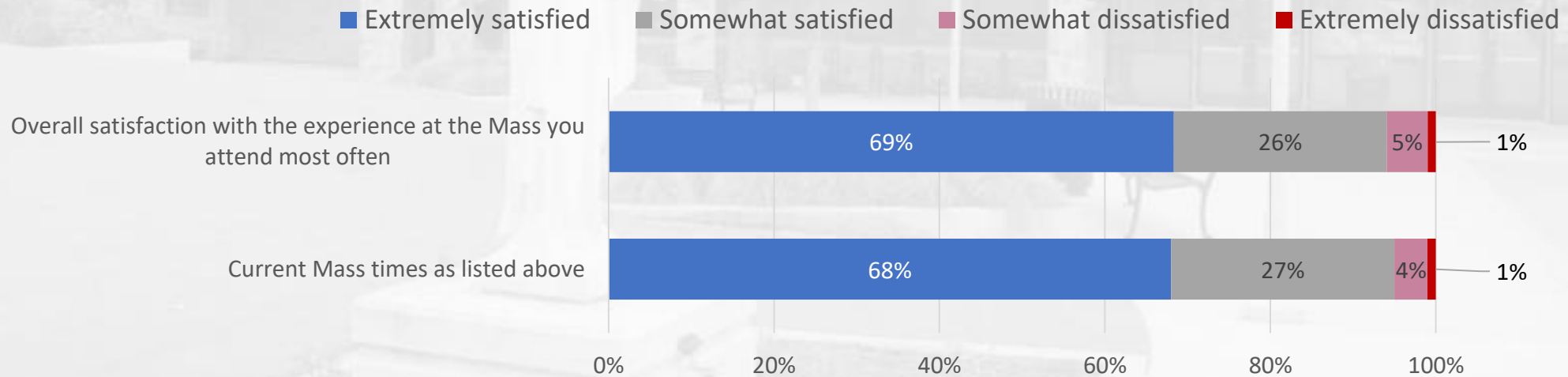
Mass Attendance

- 60% of those responding to the survey regularly attend one of the four masses fulfilling a Sunday obligation. The remaining 40% is largely made up of those “occasionally attending” making up the largest group. About 12% are in the “seldom/never” group for all 4 masses.
- Online Streaming “Live” as well as at a later day/time is reaching nearly 40% of parishioners.
- The Thursday School Mass increases from 6% “regularly attend” overall to 14% when looking at the group most likely to be “seldom/never” for Sunday obligations.



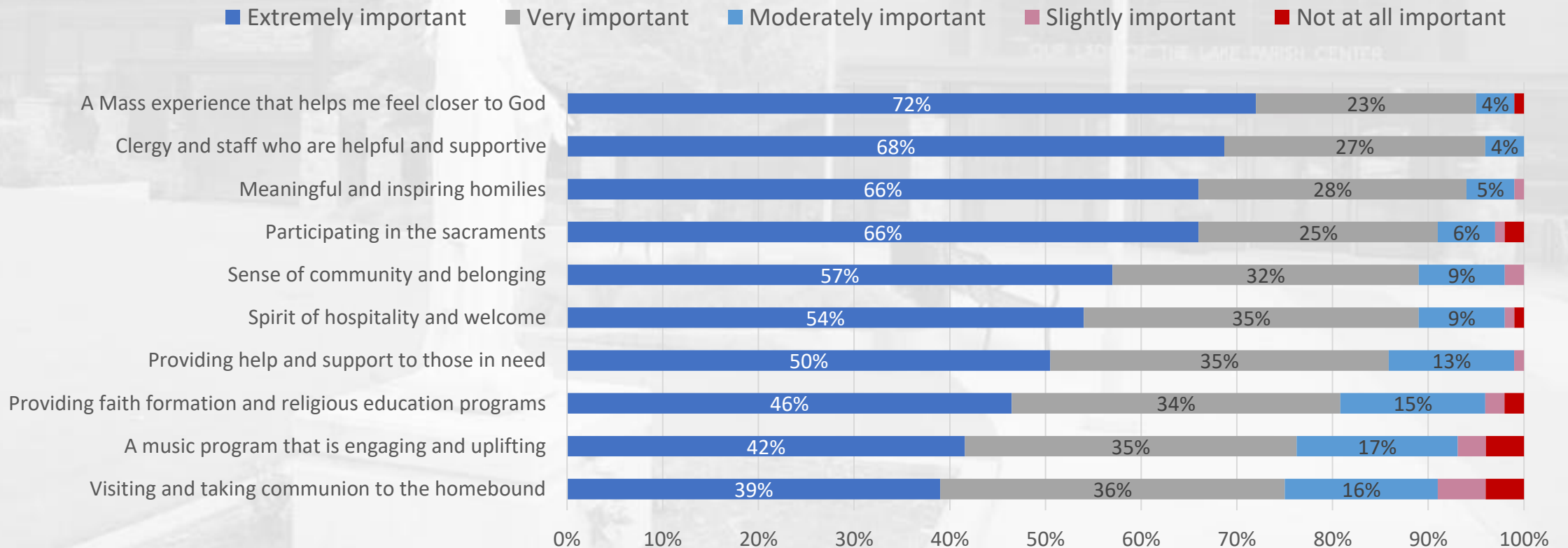
Overall Satisfaction

- **Most parishioners (69%) are extremely satisfied and 26% “somewhat satisfied” with the mass experience.**
- Only 6% overall express some dissatisfaction.
- **Mass times listed in the previous question have similar satisfaction scores overall with only 5% expressing dissatisfaction.**



Importance Attributes

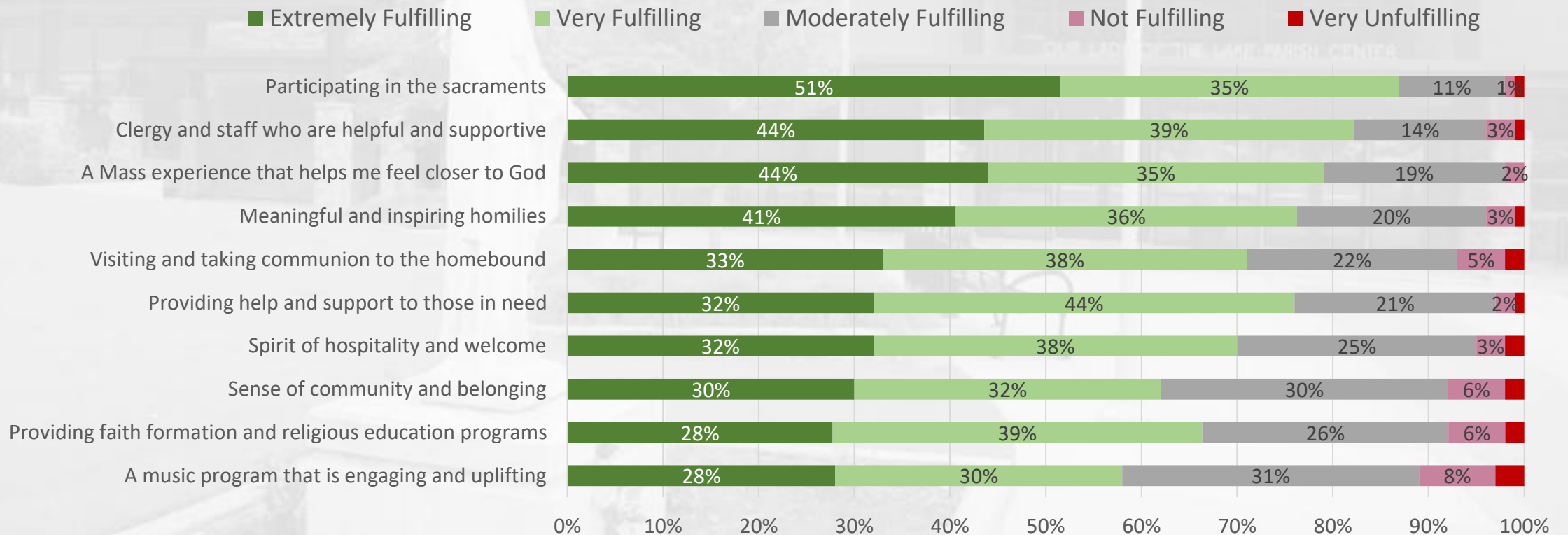
- **"A Mass experience that helps me feel closer to God" is the MOST IMPORTANT attribute** followed by "Clergy and staff who are helpful and supportive," and "Meaningful and inspiring homilies."
- Even though the music program ranked lower in importance its "importance" rating was 77%.



Q - Following is a list of attributes that might be used to describe a parish. How important are each of the following to you?

Is OLL Fulfilling....

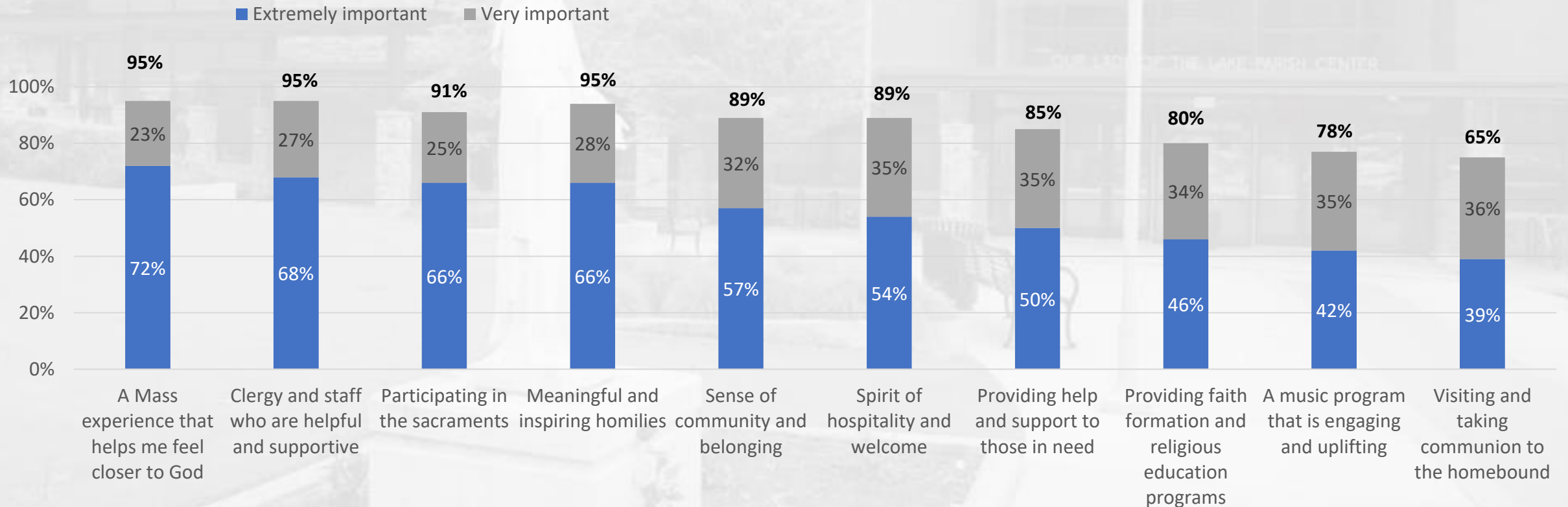
- All characteristics have at least 90% of respondents indicating the OLL experience is fulfilling. Ranked below are the 10 attributes ranked from highest to lowest.
- **Rating highest for OLL is “Participating in the sacraments.”**



Q - Thinking about these same attributes, how fulfilling is your experience with each of the following at Our Lady of the Lake?

Gap Analysis

- **Step 1: Combining extremely important + very important.**



In-depth Gap Analysis

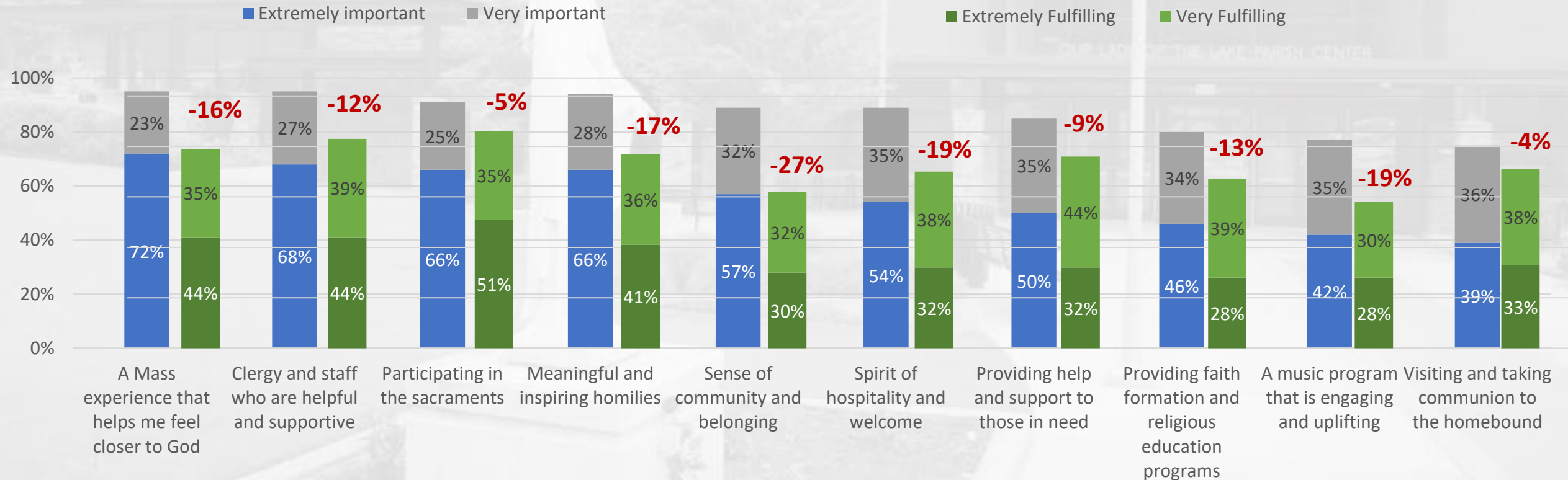
- Step 2: Combine “extremely fulfilling” and “very fulfilling evaluations” of OLL



Gap Analysis: Comparing Importance to OLL Fulfilling expectations.

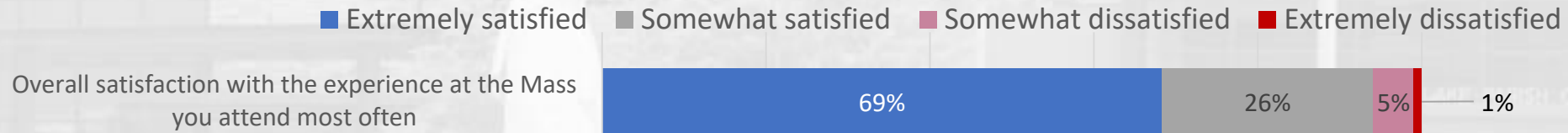
In-depth Gap Analysis [Gap is calculated in Red]

- **Step 3: Side-by-side – Calculate difference, compare for strengths/weaknesses.**
- **While all attributes are in a negative position, that’s not uncommon, expectations are high from those who really care.**
- **OLL largest negative gap is for the two statements of “community & belonging” and “hospitality & welcome.”** Other attributes requiring some attention include the music program, the homilies and the Mass experience that helps one to feel closer to God.”

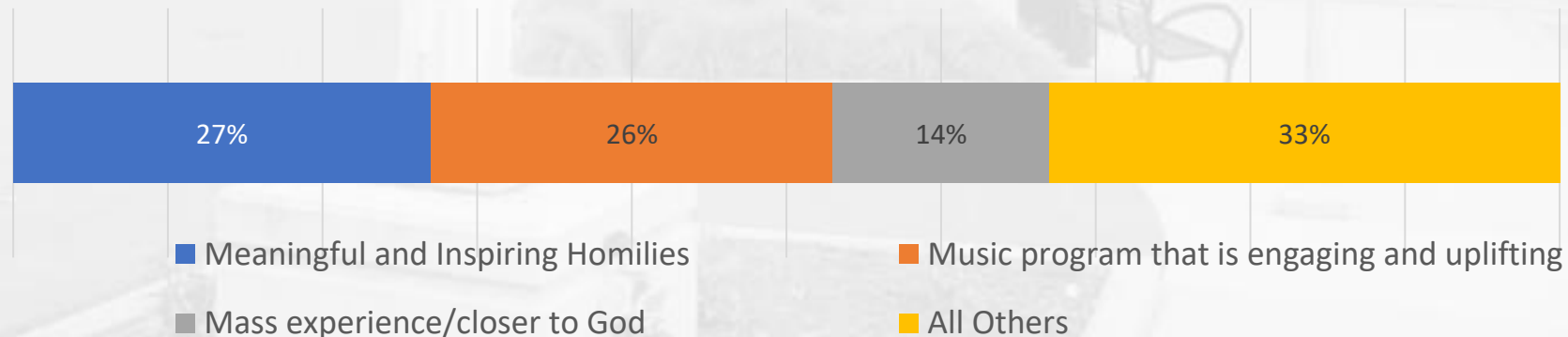


Regression Analysis

- Regression analysis is a reliable method of identifying which variables have impact on another variable. The process of performing a regression identifies which factors matter the most. In this scenario which of the 10 characteristics are the most significant **“drivers” of SATISFACTION?**



- Regression tells us that “meaningful and inspiring homilies accounts for 27% relative importance when evaluating ones’ satisfaction with the overall mass experience. “Music program” accounts for 26% and “a mass experience that helps me feel closer to God is highly correlated but not statistically significant. These three variables account for 67% of the relative importance



MUSIC PROGRAMS

Community Survey 2023



Mass music evaluated

Saturday 5pm/Sunday 7:30am

Sunday 9am and 11am

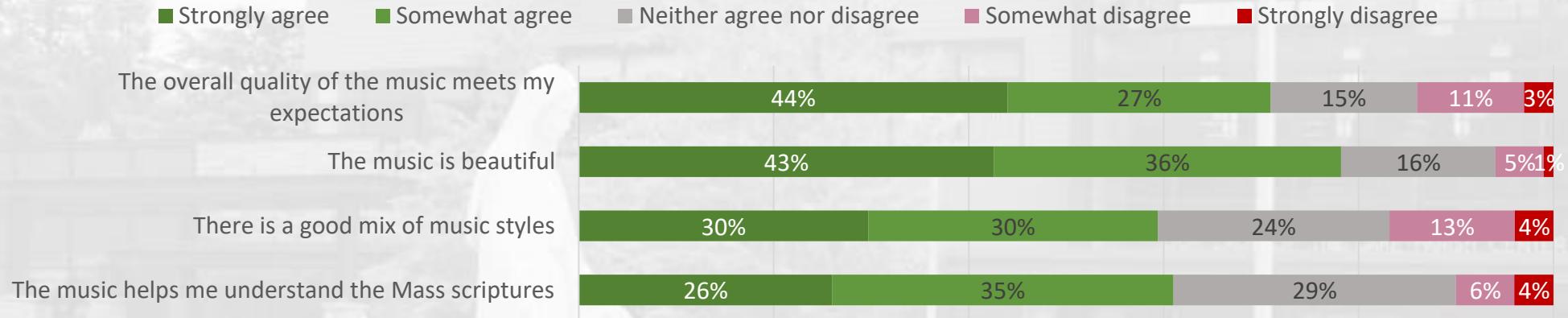
Preference for Church music

Children's/Teen Choir

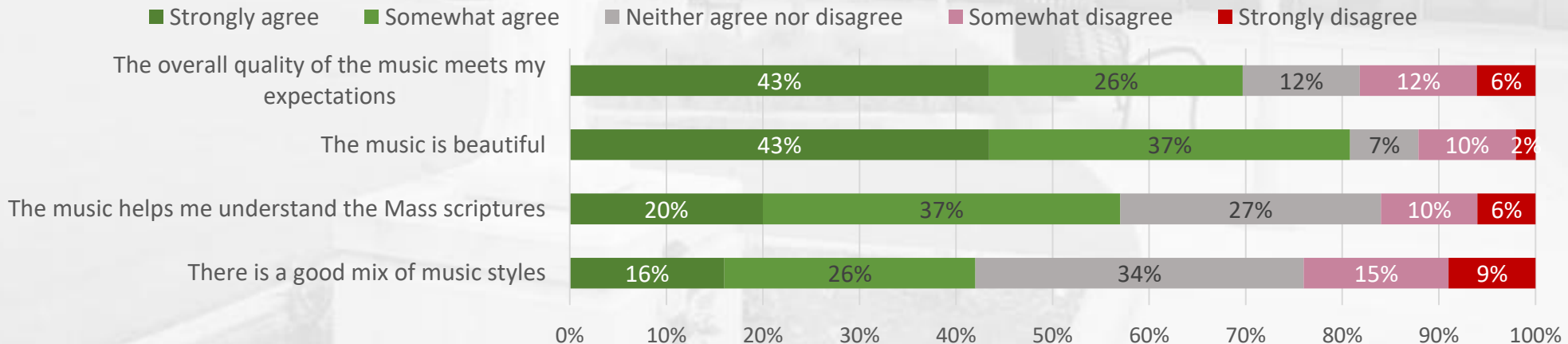
Open-End comments about music

Music Evaluations 5:00 pm Saturday Choir

- **“The music is beautiful” and “the overall quality meets expectations” rates highest.**



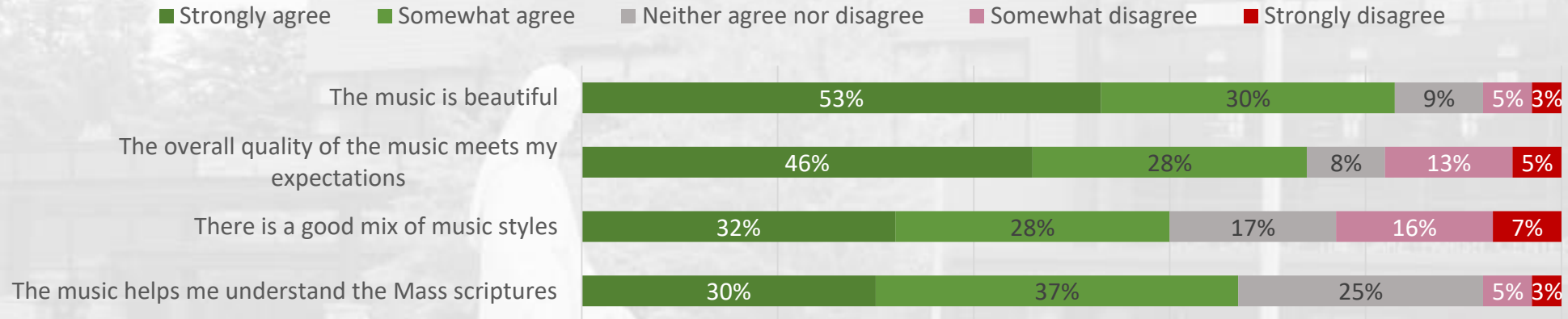
Sunday, 7:30 am Cantor-led Music



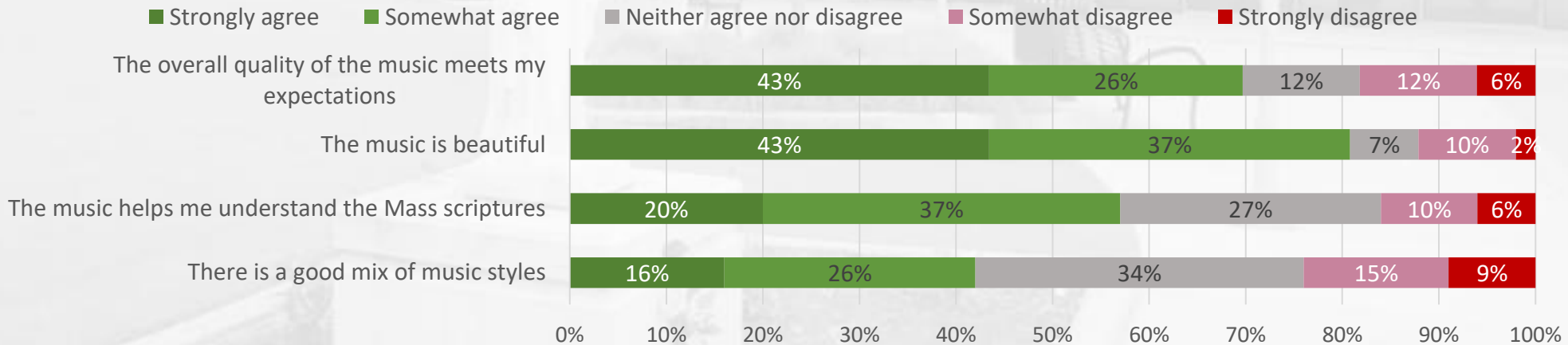
Q -- Do you agree or disagree with the following statements when thinking specifically about the Saturday 5:00 pm Choir?

Music Evaluations: 9:00 am Music Ensemble

- Areas needing improvement across all four music group is improving the “mix of music styles.”



11:00 am Music Ensemble



Q -- Do you agree or disagree with the following statements when thinking specifically about the Saturday 5:00 pm Choir?

Church Music Attributes

- **“Music that is uplifting” is the preference for many, followed by “traditional hymns and a “contemporary ensemble of instruments and voices.”**

The kind of Mass music I prefer

MUSIC THAT IS UPLIFTING, 63%

TRADITIONAL HYMNS AND CHOIR, 47%

CONTEMPORARY ENSEMBLE OF INSTRUMENTS AND VOICES, 39%

PRAISE AND WORSHIP MUSIC, 36%

CONTEMPLATIVE MUSIC FOR REFLECTION AND THANKSGIVING, 36%

MUSIC ACCOMPANIED BY THE ORGAN, 19%

***MUSIC IS NOT, 8%**

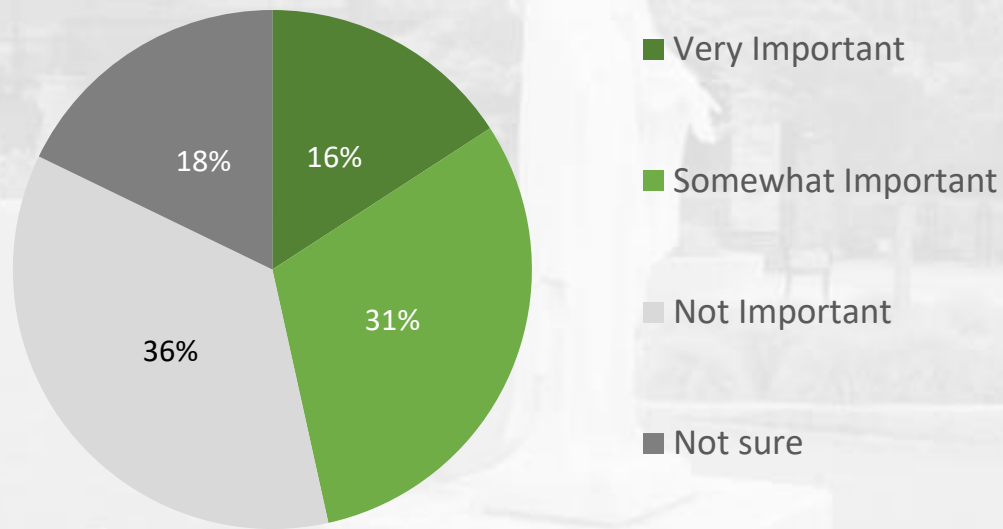
Q - Following is a list of attributes that might be used to describe church music. Please select a couple that are most important to you. You can grab and drag the items into the box "The kind of Mass music I prefer" or leave them behind if they are less important to you personally. Once you drag them, note you can rank them with #1 at the top, etc.

***MUSIC AT MASS IS NOT A PRIORITY TO ME**

Children's/Teen Choir

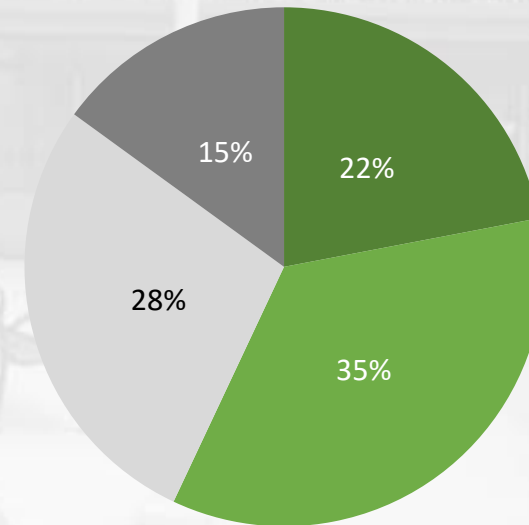
- 47% of all respondents felt a children's choir would be important.
- 57% express it would be important to have teen musicians & singers.
- These percentages do not change significantly for households with children, a slight increase of 1-2% points.

Children's Choir



Q - How important would it be to have a children's choir that participates at Sunday Mass?

Teen musicians & singers



Q- How important would it be to have teen musicians and singers at Sunday Mass?

FAITH FORMATION

Community Survey 2023



Awareness of Children's Religious Education Programs

- Satisfaction with Children's Programs

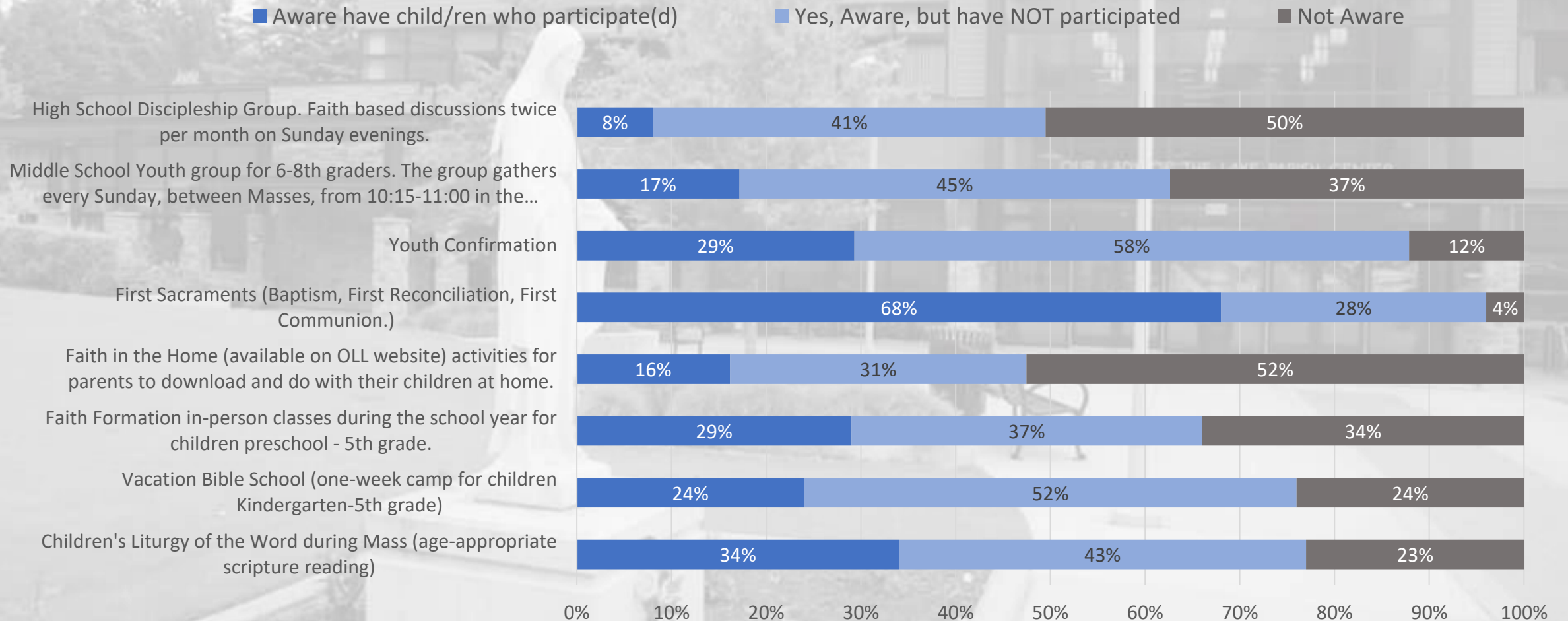
Likelihood to use a nursery during Mass

Awareness of Religious Education Programs for Adults

- Satisfaction with Adult programs

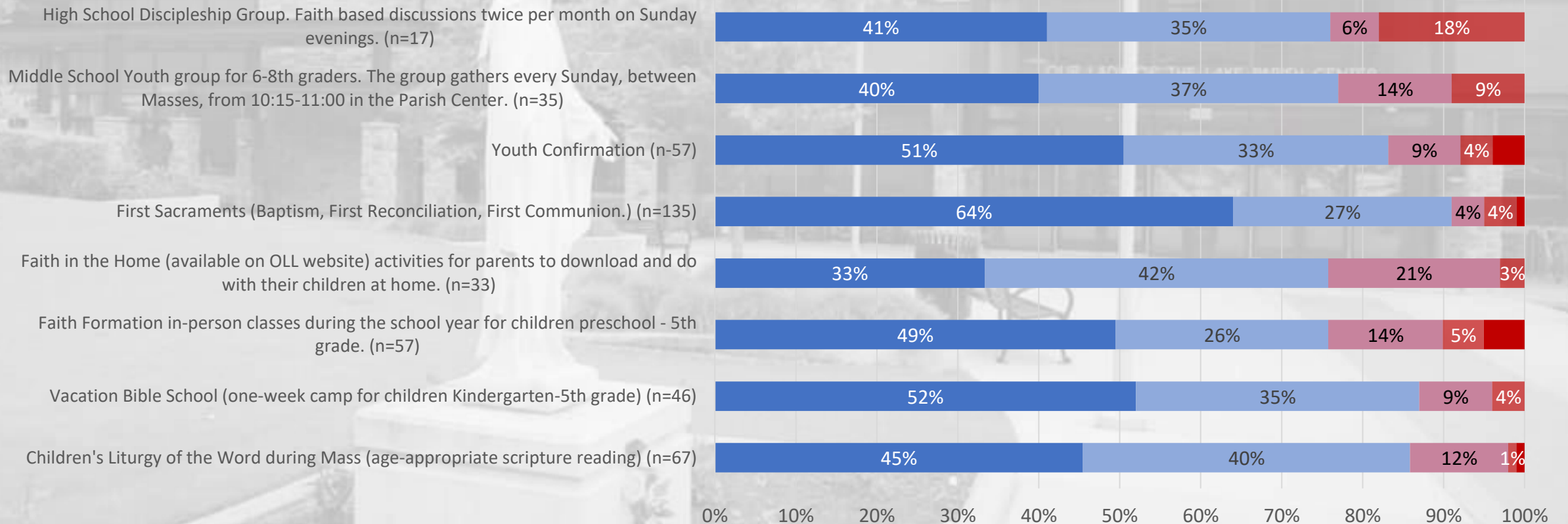
Open-end comments on Faith Formation

Awareness of faith formation and religious education programs for children and families. *[ASKED OF HOUSEHOLDS WITH CHILDREN (n=201)]*



Satisfaction – religious education for children *[ASKED OF HOUSEHOLDS SAYING “AWARE & HAVE PARTICIPATED” [sample size (n) is noted next to each statement. Caution: Small sample]*

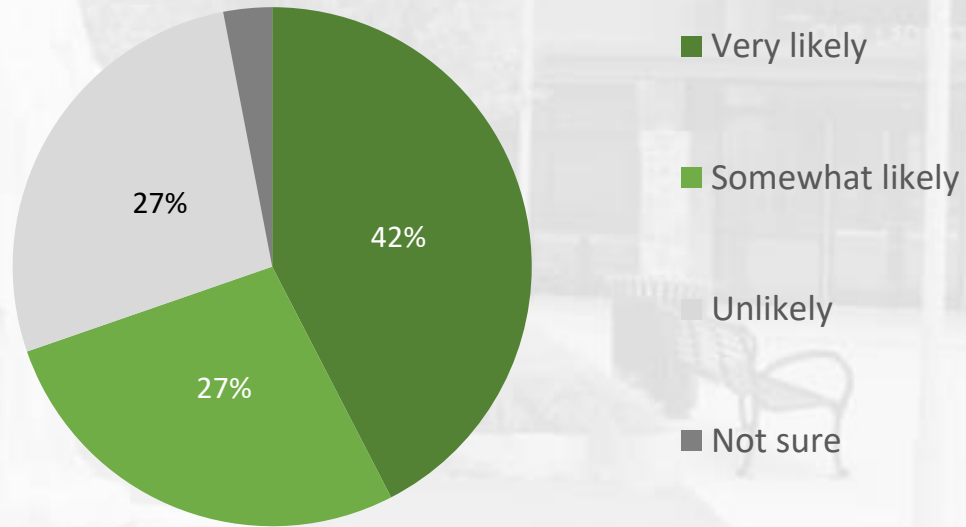
■ Extremely satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Somewhat dissatisfied
 ■ Extremely dissatisfied



Interest level in a Nursery for 0-4 year olds [Only asked of those with children under 4 [n=59]

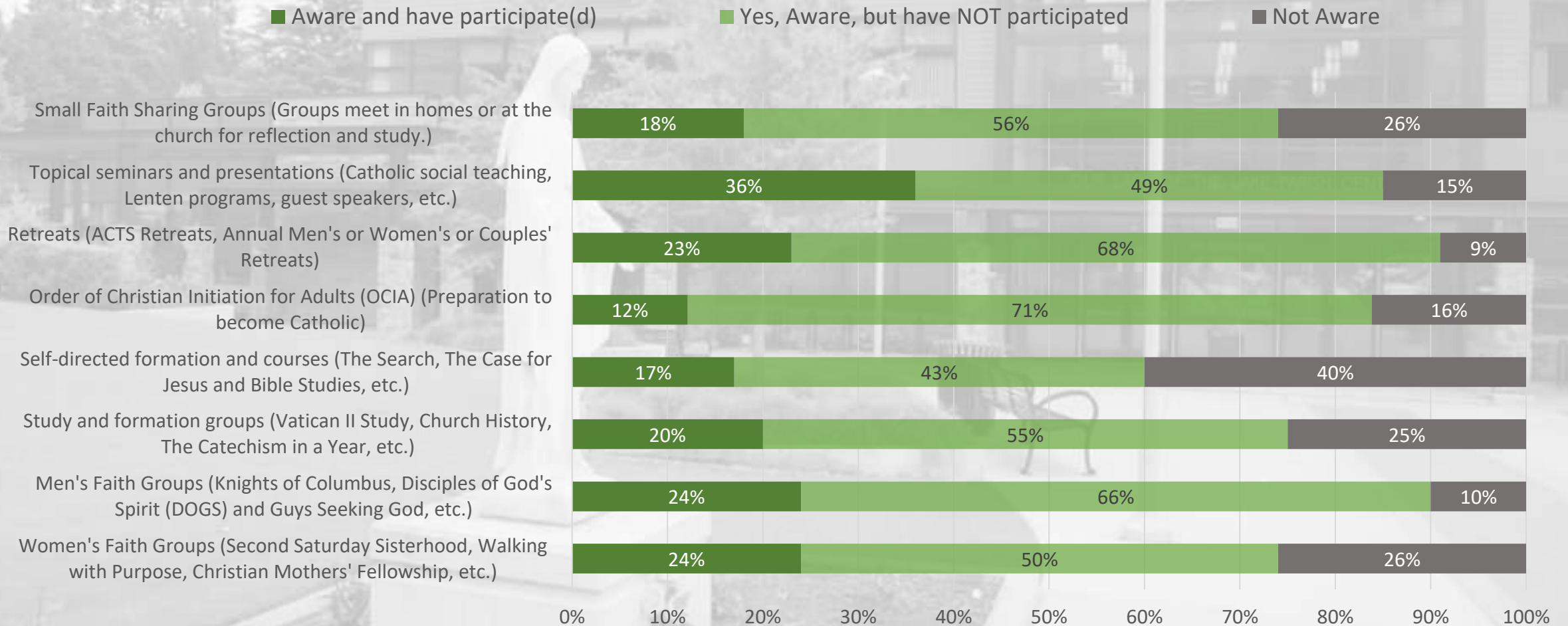
- Re-opening the Nursery has positive response with 69% of those with age-appropriate children expressing likelihood to use?

Nursery



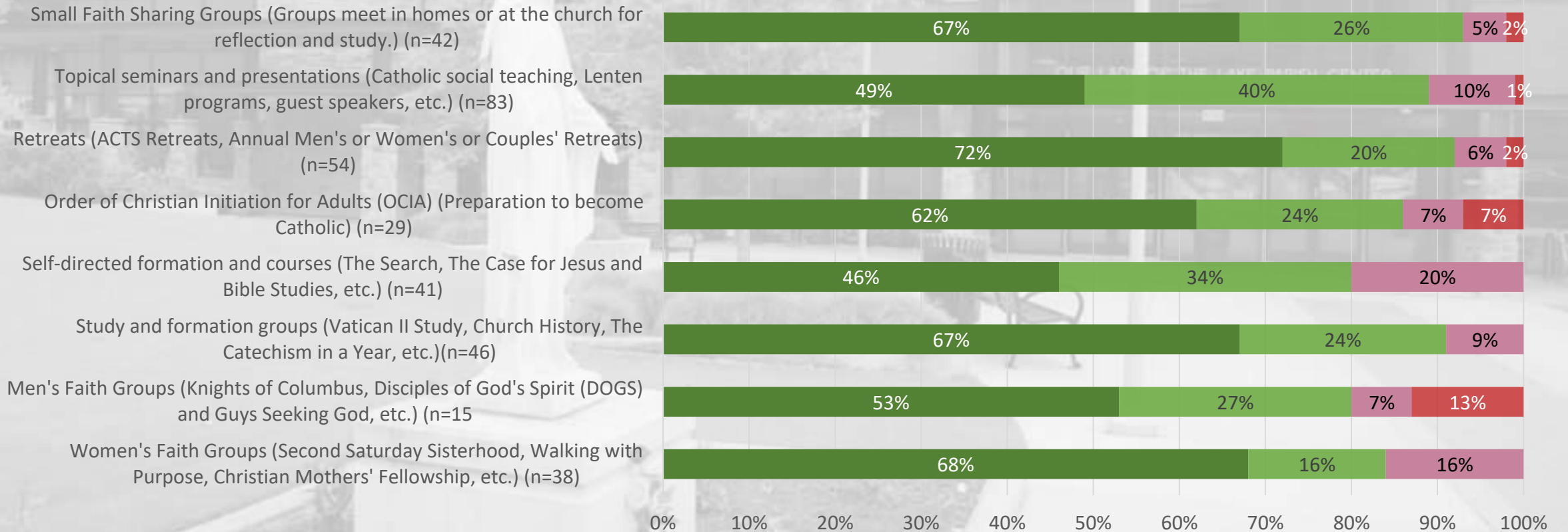
Q - We are re-opening our Nursery for 0–4-year old's during Mass (beginning in August 2023), how likely are you to use this service during Mass?

Awareness of faith formation and religious education programs for adults



Satisfaction – religious education for adults *[ASKED OF HOUSEHOLDS SAYING “AWARE & HAVE PARTICIPATED” [sample size is noted next to each statement]*

■ Extremely satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Somewhat dissatisfied
 ■ Extremely dissatisfied



WHY OCCASIONAL/SELDOM ISSUES FACING CATHOLICS

Community Survey 2023



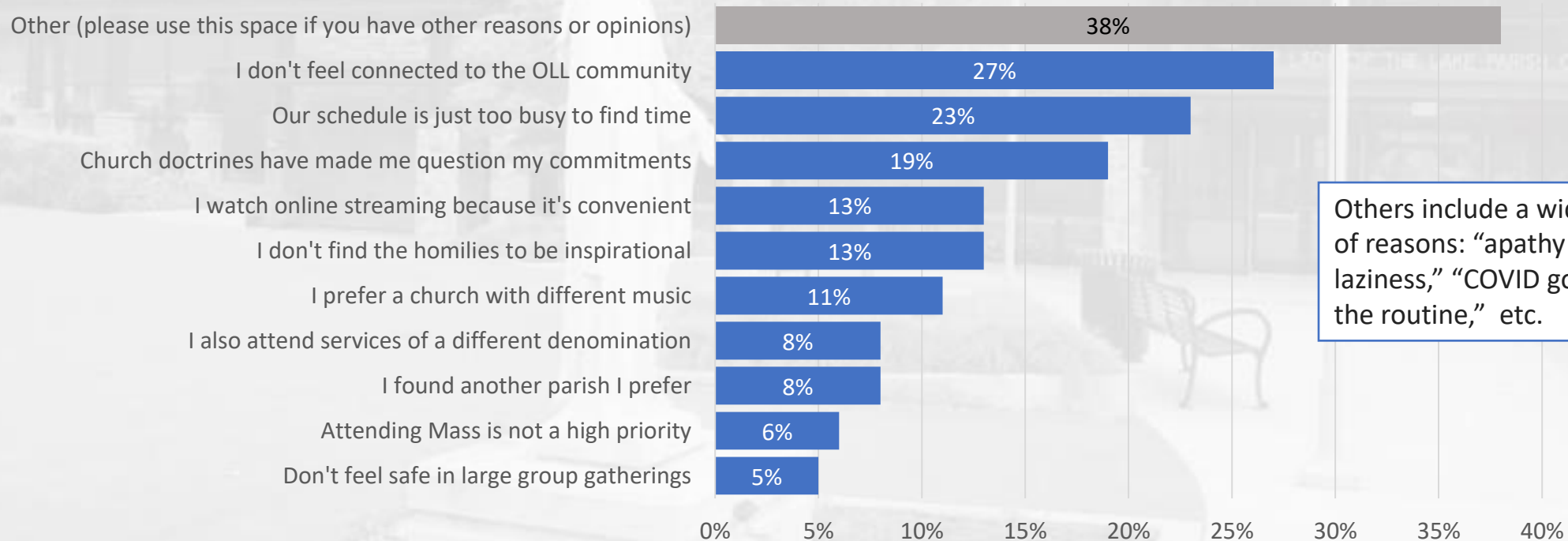
(Asked only of those not attending mass on a regular basis) Why not more frequent?

Issues facing Catholics

Final comments

Why not attending Mass more often? (Shown to those who are not regularly attending Mass)

- Apart from “Other” 27% indicate they “don’t feel connected to the OLL community” and 23% “have schedules that are too busy.”
- Church doctrines have made 19% of parishioners question their commitments to the faith.

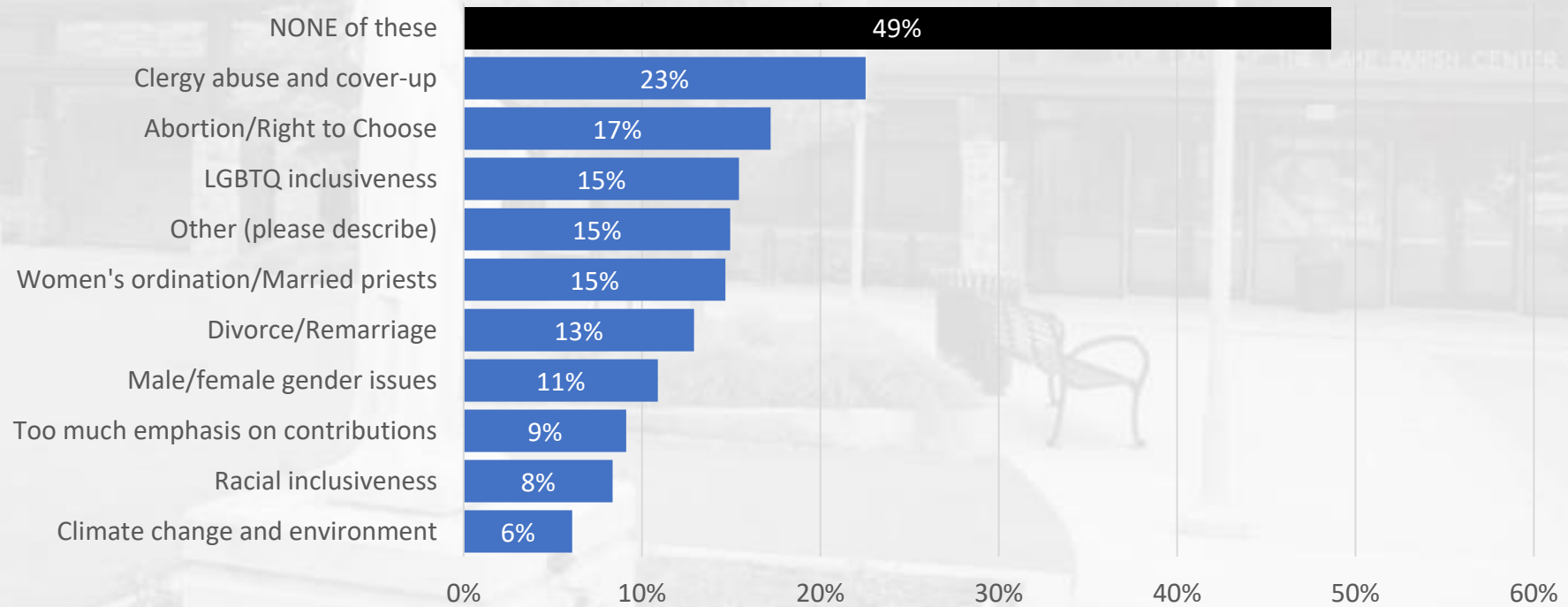


Others include a wide variety of reasons: “apathy and laziness,” “COVID got us out of the routine,” etc.

Q - The following issues are sometimes mentioned as reasons why people don't attend services in the Catholic Church. Which, if any, are issues that concern you or influence your participation at OLL Church? - Selected Choice

Issues facing Catholics

- **49% of those responding to the survey DO NOT have concerns that are influencing their participation at OLL Church.**
- **Issues are listed below in order of mention.**



Q - The following issues are sometimes mentioned as reasons why people don't attend services in the Catholic Church. Which, if any, are issues that concern you or influence your participation at OLL Church? - Selected Choice

SUMMARY

Community Survey 2023



Most outstanding attributes

Areas needing attention

Most outstanding attributes

- 95% of Parishioners are satisfied with Our Lady of the Lake Mass experience.
- When asked to evaluate attributes of OLL, parishioners gave giving the highest ratings to Participating in the sacraments:

- I. Participating in the sacraments
- II. Clergy and staff who are helpful and supportive
- III. A Mass experience that helps me feel closer to God
- IV. Meaningful and inspiring homilies

- OLL performs highest (using Gap analysis) on the following 4 attributes:

- I. Participating in the Sacraments
- II. Visiting and taking communion to the homebound *(ranked lowest in Importance)*
- III. Providing help and support to those in need
- IV. Clergy and staff are helpful and supportive

- The key drivers of satisfaction include:

- I. Meaningful and inspiring homilies,
- II. A music program that is engaging and uplifting,
- III. A Mass experience that helps me feel closer to God.

Attributes are color-coded for easy reference to Gap Analysis and Key Drivers. For Example, "Participating in the sacraments is #1 in fulfillment ratings and also OLL performs best on this attribute in the Gap Analysis **(both highlighted in blue.)**

Areas for Attention

- Among the attributes scoring lowest on the fulfillment scale are:
 - I. **A music program that is engaging and uplifting**
 - II. Providing faith formation and religious education programs
 - Awareness of everything OLL provides for children, families and adults could be improved upon.
 - III. **Sense of community & belonging**
 - IV. **Spirit of hospitality and welcome**
- The attributes with the largest gap from importance include:
 - I. **Sense of community and belonging**
 - II. **Spirit of hospitality and welcome**
 - III. **A music program that is engaging and uplifting**
 - IV. **Meaningful and inspiring homilies**