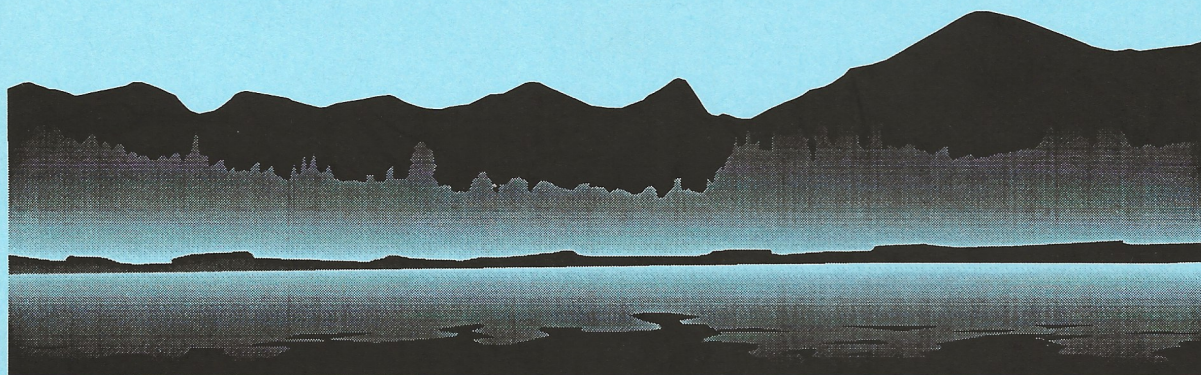

Attitudes of Northwest Adventists about *The Gleaner*



by Monte Sahlin

Monte Sahlin has conducted several major research projects for Seventh-day Adventist Church organizations each year for more than a decade. He is assistant to the president for research and development at the North American Division and senior consultant at the Center for Creative Ministry.

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Introduction

This study explores the attitudes and self-reported behavior of Seventh-day Adventist Church members in the northwest toward *The Gleaner*—the official periodical of the North Pacific Union Conference of Seventh-day Adventists. It was commissioned by Edwin Schwisow, editor of *The Gleaner*, and the study is designed to provide the information which he and his advisory committee specified.

A random sample of 274 church members were interviewed by telephone. Each of the interviewers used a script and asked questions in a defined way. The sample was drawn from the computerized church membership records located at the North Pacific Union office.

A total of 454 phone calls were attempted by the interviewers during 15 days, March 22 through April 5, 1998. Of these, 75 proved to be disconnected numbers or errors in the database. This means that the 274 completed interviews constitute 72% of the 379 total valid attempts, which is a very high response rate. Of the remaining number of attempts, 66 were not answered after the number was dialed on at least three different occasions, 36 individuals refused to be interviewed, and three others could not be interviewed because they were not sufficiently skilled in the English language.

In interpreting the findings in this report, the reader must keep in mind that all sample surveys are subject to sampling error—the extent to which the results may differ from what would be obtained if every church member in the North Pacific Union had been interviewed. The allowance for sampling error in this study is about six percentage points (plus or minus) at the 95th percentile of reliability.

The information gathered in this study can be used by *The Gleaner* staff and the officers and executive committee of the North Pacific Union to develop future plans. It enables the organization to respond to the expressed needs of church members and refine its media strategies and tools so as to better communicate with church members.

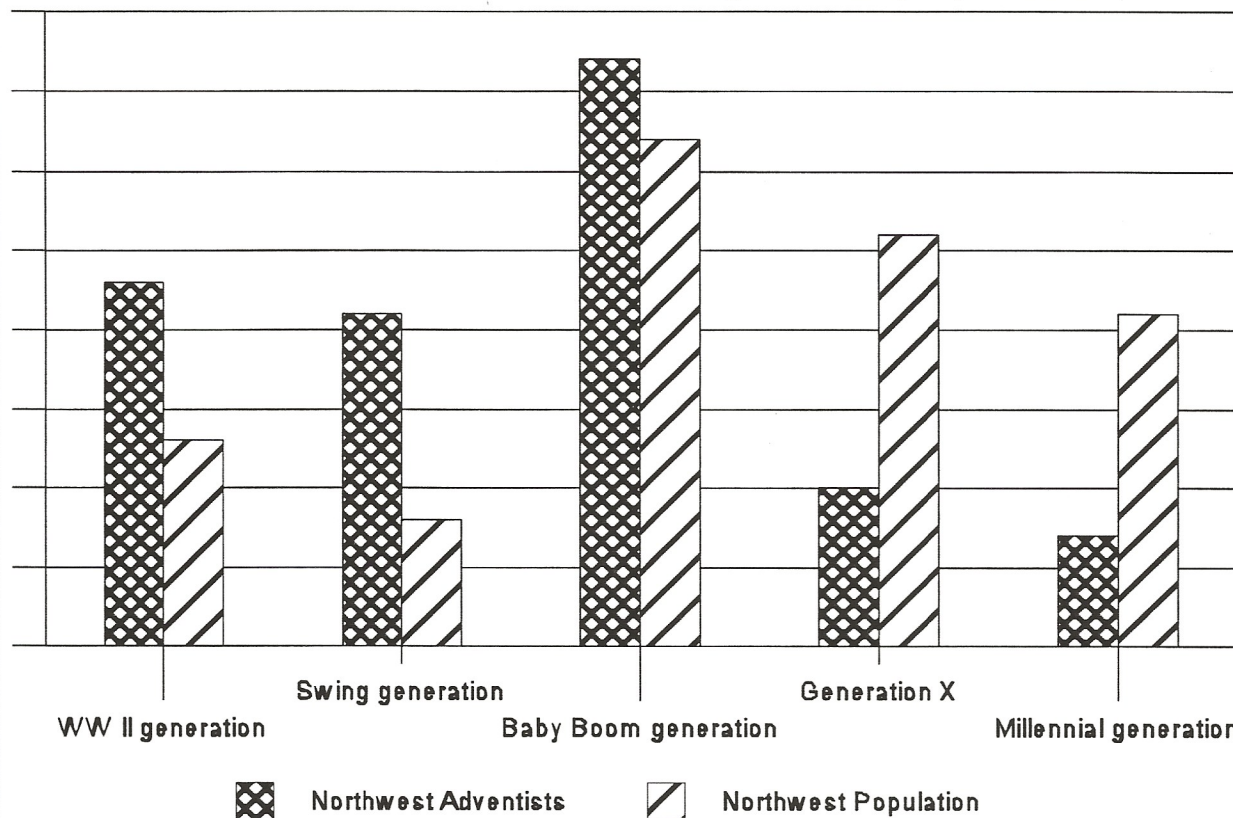
I want to acknowledge the professionalism and hard work that my team put into this study, as well as the cheerful cooperation of the North Pacific Union staff. Particularly important are the contributions made by Paul Richardson, project coordinator, and Carole Kilcher and Stephanie Sahlin, research associates.

It is my prayer that this information, together with the guidance of the Holy Spirit and the vision and creativity of the North Pacific Union staff, will help to nurture God's faithful people in the Northwest and build up Christ's church as it prepares for His coming Kingdom!

Monte Sahlin
April 1998

Age Profile

Adventist members and the general population



Older generations are over-represented among the Adventist membership in the Northwest as compared to the general population. There are about twice the proportion of Adventists in the World War II generation (now 66 to 89 years of age) and in the Swing generation (now 54 to 65 years of age) as in the general population in five states of the North Pacific Union, and less than half the proportion among Generation X (now 22 to 33 years of age) and the Millennial generation (now 21 years of age and under). Of course, among the youngest

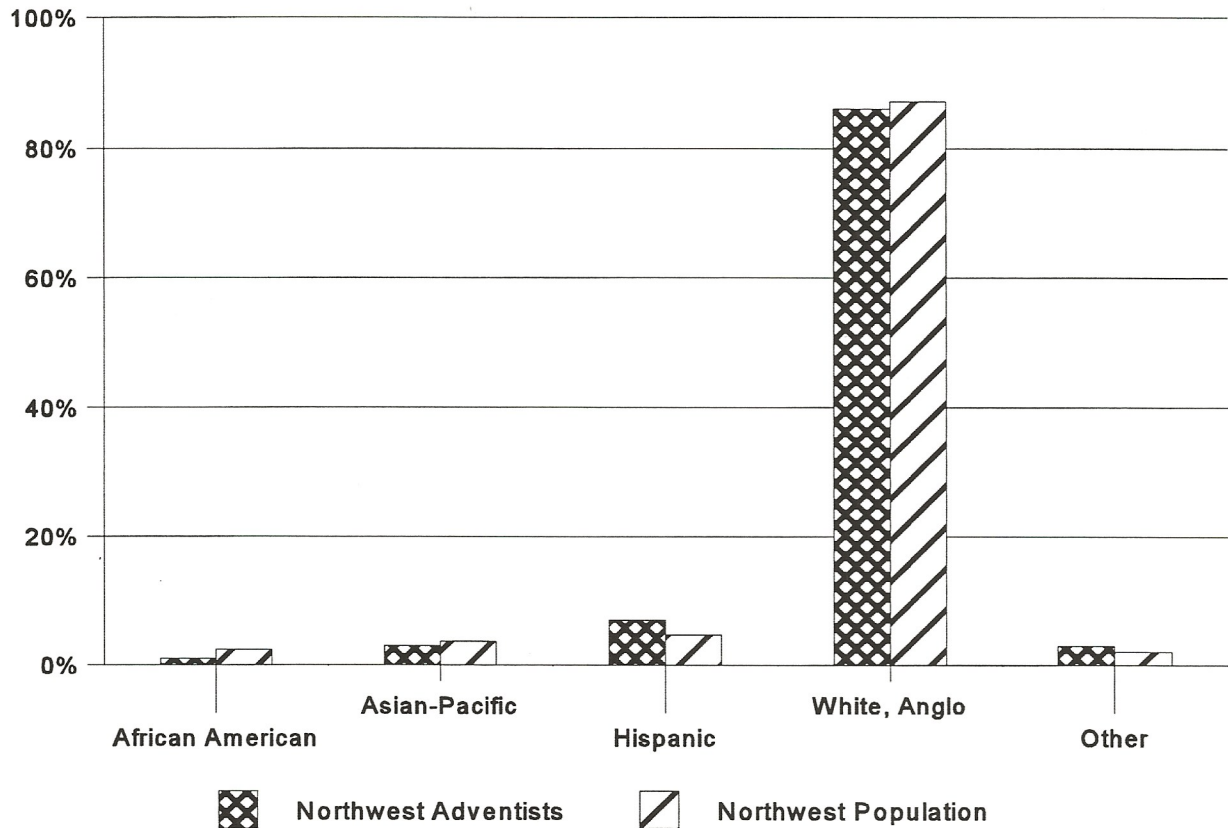
group many are not yet old enough for baptism into the church.

The interviewers also report that younger individuals were less likely to be willing to participate. On a number of occasions, when a church member under 30 years of age answered the phone, they handed the phone to an older person in the household rather than consent to be interviewed.

Source of data on the general population: Statistical Abstract of the United States, 1996 CD-ROM Edition, Table 34.

Ethnic Profile

Adventist members and the general population



The ethnic background of Seventh-day Adventists in the North Pacific Union is not significantly different than the profile of the general population in the five states of the northwest U.S. The one exception is that the Hispanic membership is significantly more than the Hispanic portion of the general population.

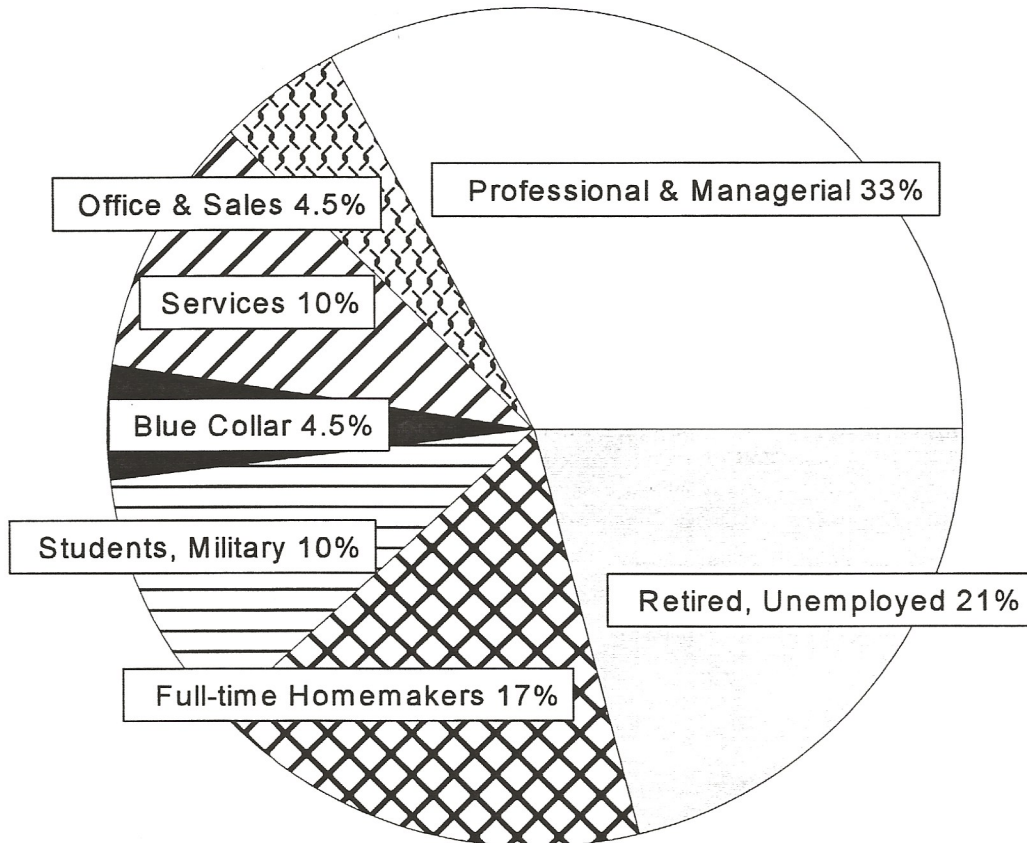
Unlike the Adventist membership in many of the other union conferences,

the Adventist membership in the Northwest is overwhelmingly made up of white, Anglo individuals. The North Pacific Union has a smaller percentage of ethnic minority members than any of the other unions in the North American Division.

Source of data on the general population: Statistical Abstract of the United States, 1996 CD-ROM Edition, Table 35.

Occupational Profile

Adventists in the Northwest



Adventist members in the North Pacific Union are overwhelmingly from the middle class. One in three are employed in professional or managerial occupations (including owners of small businesses and self-employed professionals). This is about three times the national percentage of American adults.

Surprisingly few church members are employed in office, technical and sales occupations—about one third the national rate. The same is true about

the portion of Northwest church members employed as skilled artisans, factory and agricultural workers.

Nearly two out of five (38%) are either full-time homemakers, retired or currently unemployed, with very few in the unemployed category. Another one in ten are full-time students in higher education, with a few in military service.

Source of data on the general population: Statistical Abstract of the United States, 1996 CD-ROM Edition, Table 637.

Reader Profile

✘ Heavy users—Older members from the WWII and Swing generations (born before 1946); non-Hispanics; ; retired individuals and full-time homemakers.

✘ Average users—Baby Boomers (born 1946-64) with family members who also use *The Gleaner*, ethnically diverse; White Collar workers and those in professional and managerial occupations.

✘ Low users—Younger members from the Baby Bust and Millennial generations (born since 1964) who often share *The Gleaner* with older relatives in the home; Hispanics; students.

Nine out of ten respondents (93%) report that *The Gleaner* arrives in the mail at their home regularly. Older members from the WW II and Swing generations (born before 1946) are more likely to say they get the magazine regularly. Young adults, Hispanics and those enrolled as full-time students are more likely to say they do not get *The Gleaner* or have never seen a copy.

Younger respondents also report that they spend less time looking at the periodical, and are more likely to say they only look at it once. Older respondents are more likely to say they pick it up more than once to read a little each time.

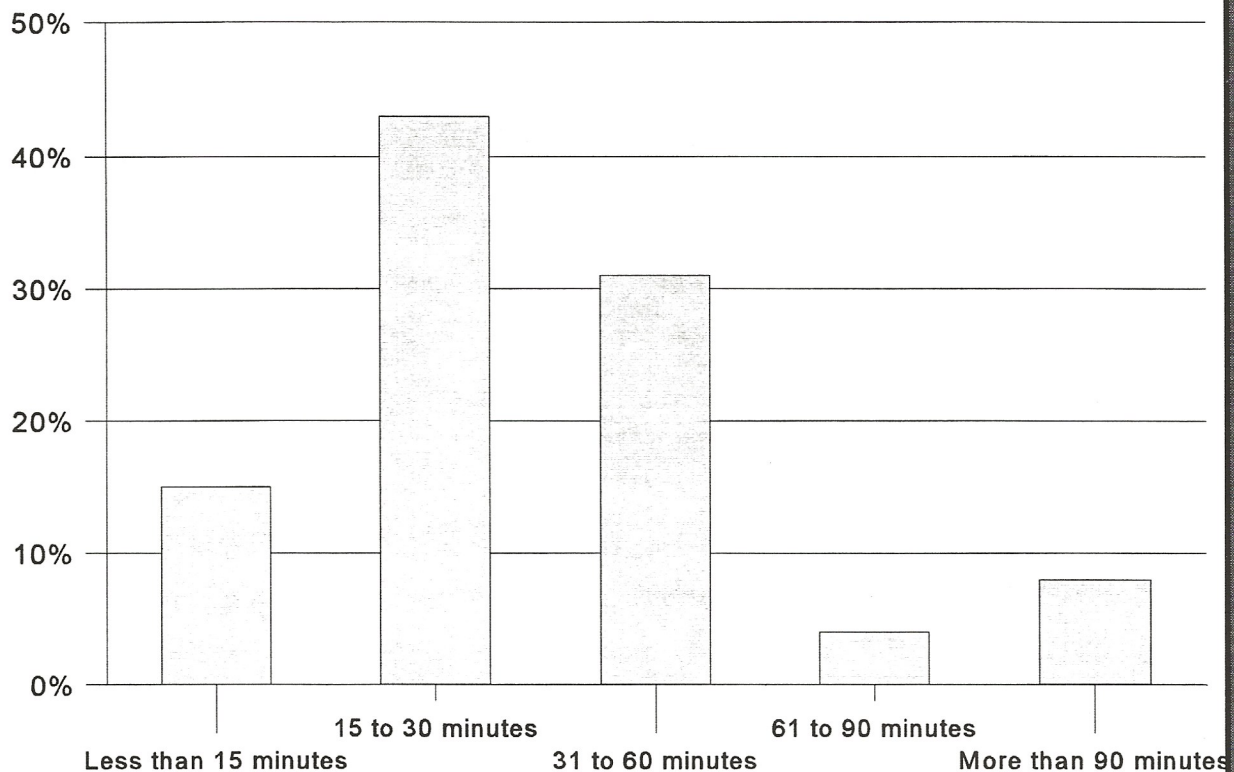
Older respondents are also more likely to have written a news item or announcement that has been published

in *The Gleaner*, or to have placed an ad. Again, younger adults, Hispanics and those with “student” as an occupation are less likely to have done so.

Hispanics have a language barrier in the use of *The Gleaner*. The periodical does not publish a Spanish language edition.

Young adults seem to be both uninterested in and uninvolved with *The Gleaner*. Perhaps this is related to a preference for electronic over print media. Maybe it is simply part of a wider pattern of young adult withdrawal from church life. Numerous studies have shown that young adults tend to be inactive in organized religion.

How much time do you spend looking at each issue?

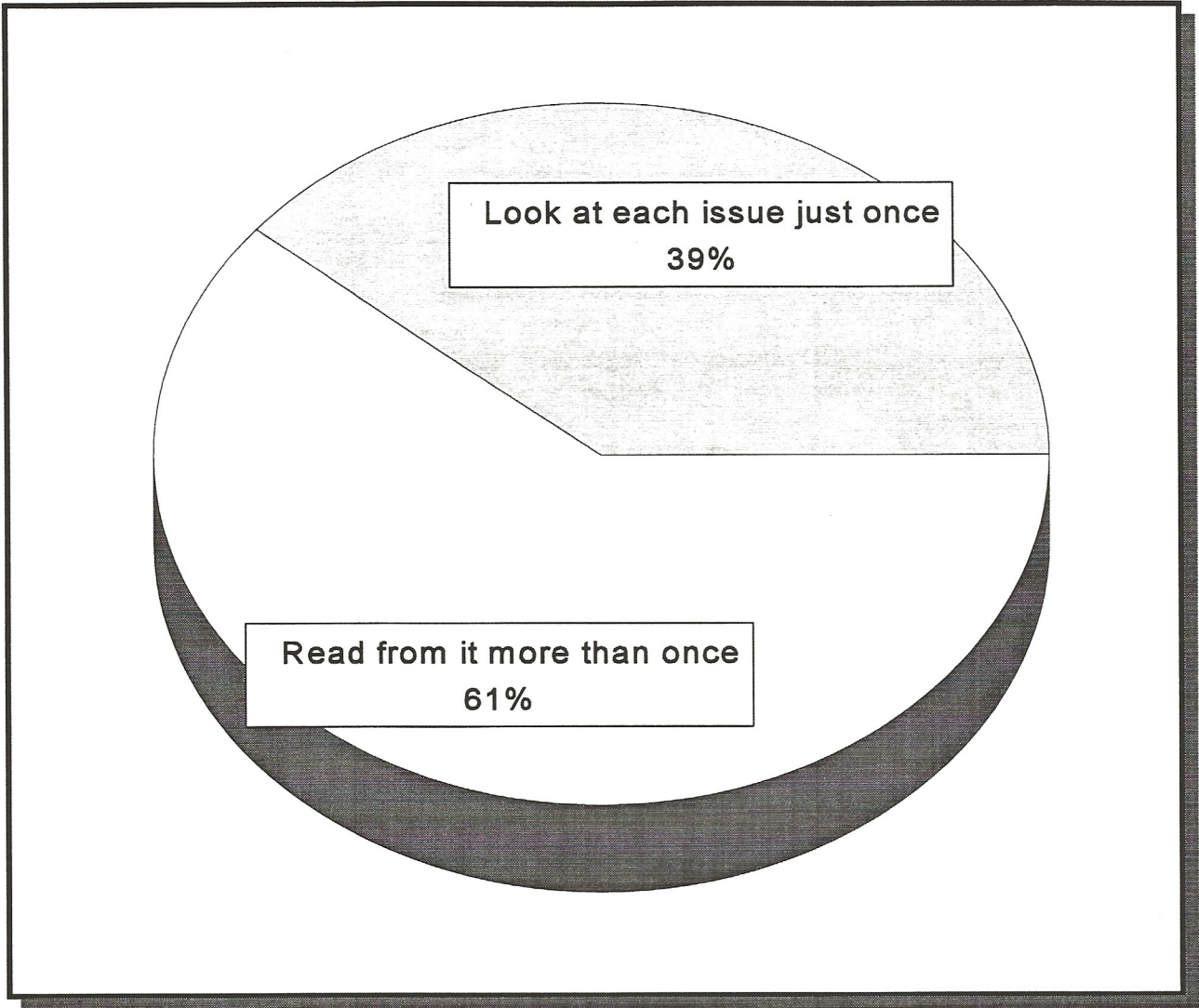


Three out of four readers (74%) spend more than fifteen minutes, but no more than an hour, reading each issue of *The Gleaner*. The median time is about 25 minutes.

Younger readers spend less time reading the magazine than do older readers. The same is true for readers from ethnic minority groups. Those under 35 years of age are twice as likely to report they spend less than 15

minutes looking at each issue. Those whose occupation is that of "student" or "military" are three times as likely to report they spend less than 15 minutes per issue.

Readers who are retired or unemployed report that they spend more time reading *The Gleaner* than do other occupational groups. They are twice as likely as other readers to spend 90 minutes or more on each issue.



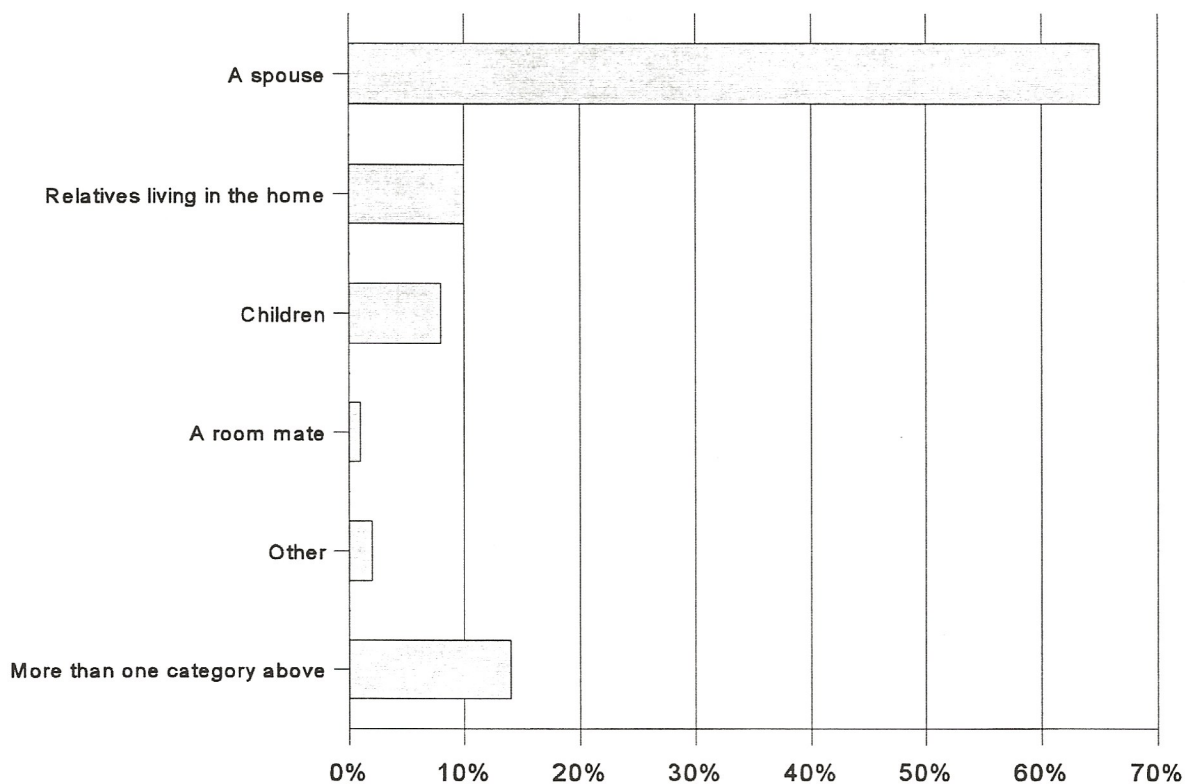
Three out of five readers (61%) pick up each issue of *The Gleaner* more than once and read from it more than once. Older readers from the WW II generation are more likely to do so, as are full-time homemakers and church members with Blue Collar occupations.

Two out of five readers (39%) look over each issue of *The Gleaner* just once. Younger readers from the Baby Bust and Millennial generations are more likely to do so, as are

Hispanics, and full-time students.

Combined with data on the previous page, a picture emerges of younger members who glance briefly at *The Gleaner* when it comes in the mail, but have little interest in it, and older members who have the time to read each issue carefully and take much more seriously the tradition of “the union paper.” Obviously individuals can be found who defy these stereotypes, but the generalization is useful.

Who else in your home reads each issue?

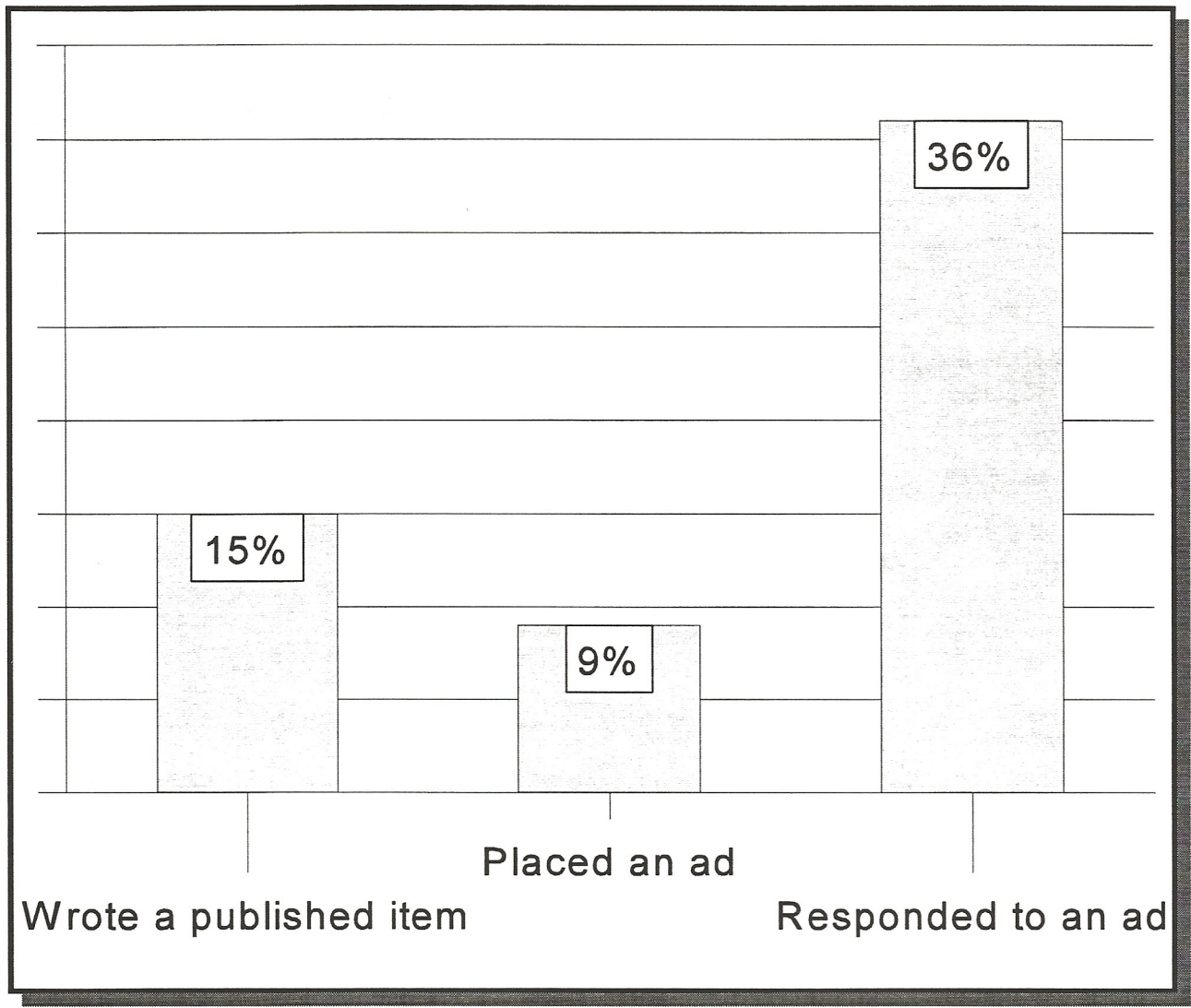


Each copy of *The Gleaner* is read by two or more individuals. Two-thirds of the respondents report that their spouse looks at each issue when it arrives in their home. Older respondents are more likely to say this, as are respondents with Blue Collar occupations and full-time homemakers.

Baby Boomers are more likely to say that their children also read *The Gleaner*. So are both White Collar and Blue Collar workers, as well as Hispanics.

One in ten respondents indicate that other relatives live in their home and regularly read their copy of *The Gleaner*. The youngest respondents (those under 21 years of age) are most likely to give this response. They refer primarily to parents.

One in six respondents (14%) indicate that multiple individuals in more than one category read *The Gleaner*. Asian respondents, full-time homemakers and Baby Boomers are more likely to give this response.



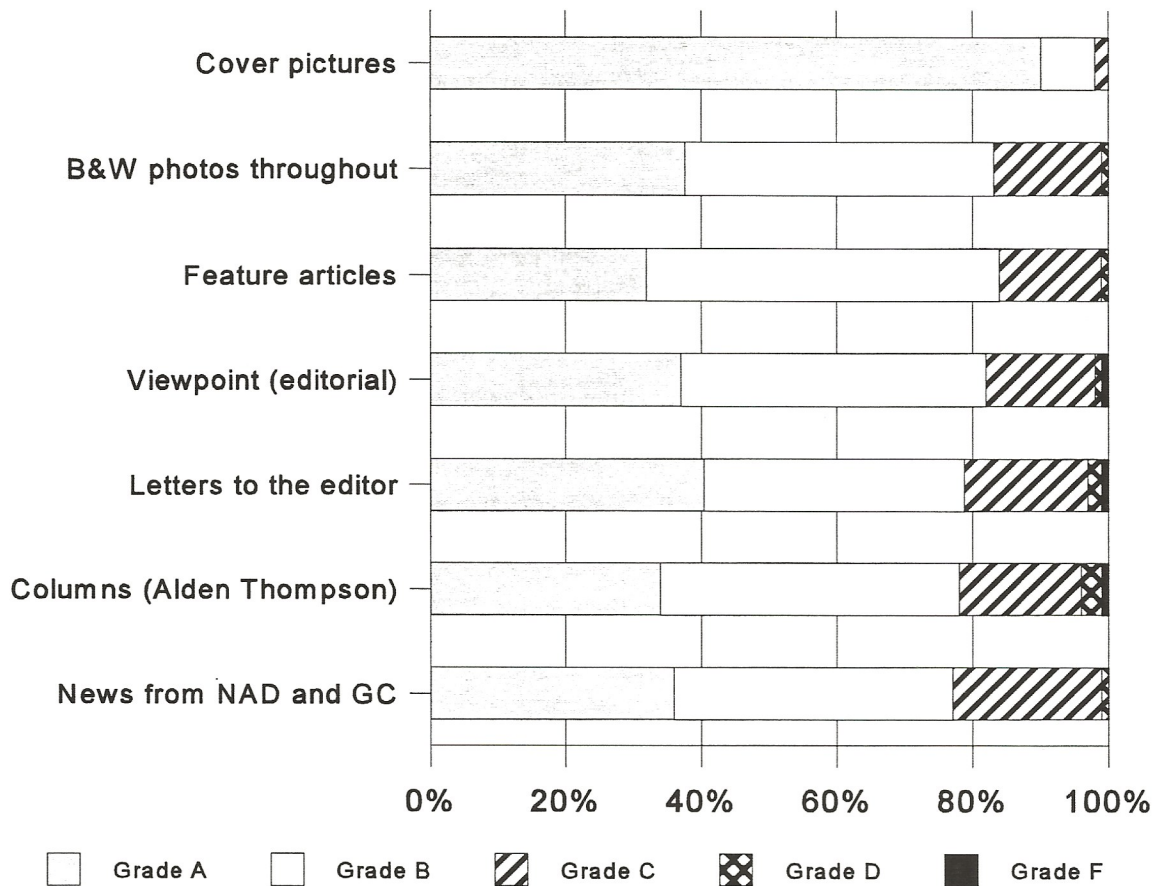
One in six church members (15%) report that they have written a news story or other item that was published in *The Gleaner*. Older respondents are more likely to say they have done so, as are those who are full-time homemakers or retired. Younger respondents and ethnic minorities are less likely to have done so.

One in ten church members (9%) indicate that they have placed an advertisement in *The Gleaner*. Again, older respondents and those who are

retired are more likely to have done so while, younger respondents are less likely.

More than a third of church members (36%) have purchased a product or service or responded in some other way to an ad in *The Gleaner*. Respondents from the Baby Boom generation are more likely to be purchasers, as are Hispanics and Blue Collar workers. The youngest respondents are the least likely to have responded.

Evaluation - Top-rated Elements



Respondents were asked to evaluate fourteen specific elements and features of *The Gleaner*. "Tell me the 'grade' you would generally give to each part of the magazine," interviewers asked, suggesting that the person use the well-known school marks of A, B, C, D and F to express their opinion about each item.

Three-quarters or more of the respondents give an "A" or "B" evaluation to seven of the fourteen items. These are displayed in the graphic above.

Cover Pictures

Almost every respondent (98%) gives a positive rating to the cover pictures featured in *The Gleaner*. This is the magazine's strongest element. No demographic segment varies from a very strong positive feeling.

Black-and-White Photos

Four out of five respondents (84%) give an "A" or "B" to the black-and-white photos used throughout each issue of the magazine. Younger respondents are a little less enthusiastic about this element of *The Gleaner*,

perhaps because the influence of television has made them sophisticated consumers of graphics and many of the photos are shot by amateurs.

The Feature Articles

The same number of readers (84%) give a positive evaluation to the longer feature articles published toward the front of each issue, although the mix includes a few more "B's" and a few less "A's" than the response to the photography. Those who spend more time reading each issue and return to it more than once are more likely to give a positive rating to the feature articles. This is also true of those respondents who have been published in *The Gleaner*, and those who are Blue Collar workers.

The Editorials

Almost as many (81%) give an "A" or "B" to the "Viewpoint" editorials. Those respondents who spend more time reading each issue and those who are full-time homemakers are even more likely to give a positive rating to the editorials.

Letters to the Editor

About three out of four readers (78%) have positive feelings about the letters to the editor. In fact, among those who only look at each issue once, the letters rank higher than any feature other than the photography. Again, those respondents who spend more time reading each issue are more likely

to rate the letters high, as are those who have placed an ad in *The Gleaner* and those who live in the state of Washington.

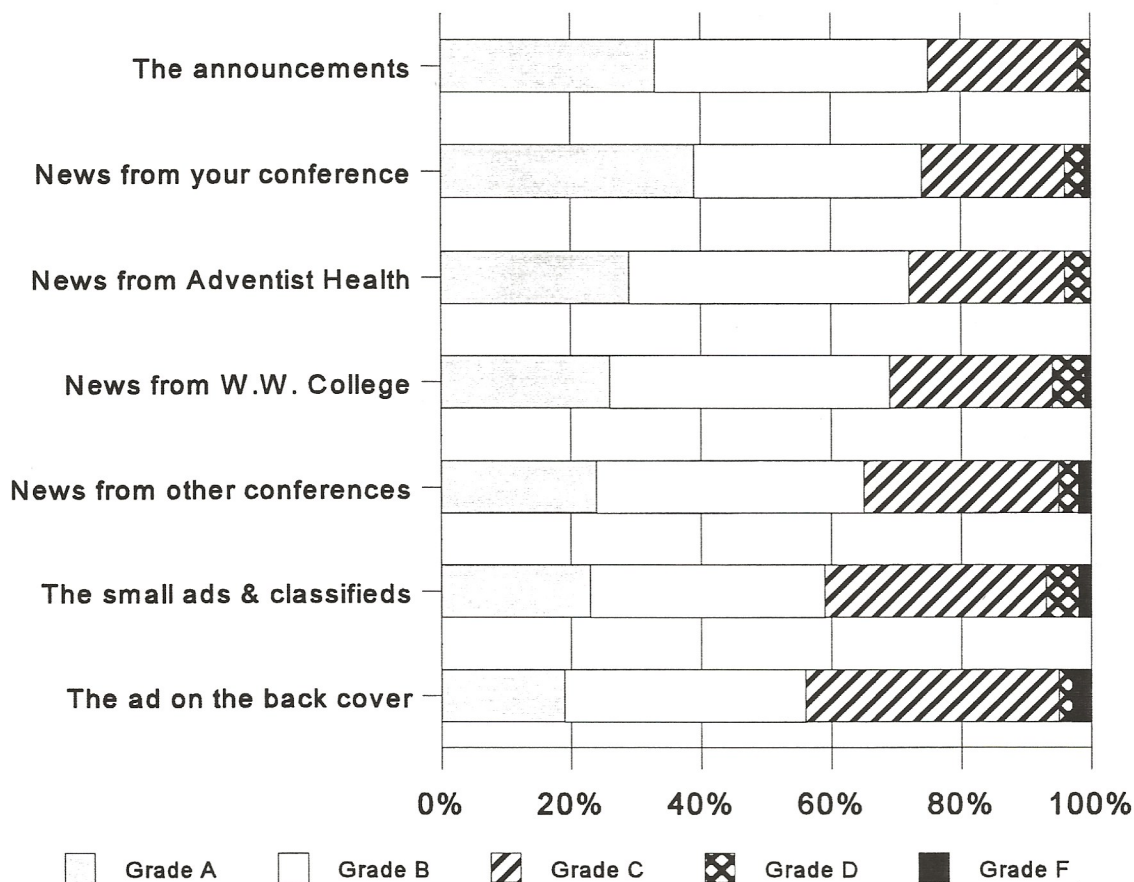
Columnists like Alden Thompson

An equal number of respondents (78%) give a high rating to the columnists published in *The Gleaner* such as Alden Thompson, although there are fewer "A's" and more "B's" in the mix than is true for the previous item. Readers who spend more time on each issue of the magazine are more likely to give high ratings to the columnists, as are respondents with children in the home who read the magazine and full-time homemakers.

News from the World Church

Almost as many respondents (77%) give an "A" or "B" to the news stories from the NAD, the GC, ADRA and other world church entities which are published in *The Gleaner*. Readers who pick up each issue more than once are more likely to give this response. So are those with children in the home, those who have written items published in *The Gleaner* or placed an ad, Hispanics, White Collar workers, retired individuals, and both the youngest and oldest respondents.

Evaluation - Lower-rated Elements



Readers are very positive about every aspect of *The Gleaner*. Asked to evaluate fourteen specific elements of the periodical, the majority give an “A” or “B” to all fourteen. Seven of these items rank the lowest with positive ratings by 75% to 56% of the respondents. These are displayed in the graphic above.

The Announcements

Three out of four respondents (75%) give a positive evaluation to the announcements which are printed near the back of each issue. Those who spend more time reading *The Gleaner*

are more likely to feel good about these announcements as are those who have been involved by writing materials for the publication, placing an ad in it, or responding to an ad. Respondents with an Asian ethnic background and those who are full-time homemakers are also more likely to give a positive evaluation.

News from Your Local Conference

Three out of four respondents (74%) give an “A” or “B” rating to the news from their local conference in *The Gleaner*. Those who spend more time reading the journal are more likely to

feel positive about the news coverage from their own conference. So are respondents who have written for *The Gleaner* or placed an ad, and older church members—those who were born before 1946 and those who are retired.

News from Adventist Health

Seven out of ten readers (72%) are positive about the news stories from Adventist Health hospitals. Those who spend more than 90 minutes reading each issue are more likely to report a positive evaluation of these stories, as are those who have written for *The Gleaner*, placed an ad, or responded to an ad. The youngest respondents also give a positive rating to these stories, as do ethnic minorities and students. This seems to be one of the elements in the magazine that catches the eye of younger adults who do not pay much attention to *The Gleaner*.

News from Walla Walla College

Almost as many readers (69%) give a positive rating to the news stories from Walla Walla College. Those who spend more than 90 minutes reading each issue are more likely to feel positive about college news, as do those who have written for *The Gleaner*. The youngest readers are also more likely to give a positive response to college news, as are ethnic minorities, Blue Collar workers, and students. This is another section of the magazine that catches the eye of young adults.

News from Other Conferences

Two out of three respondents (65%) give an “A” or “B” to the news from local conferences other than their own. Those who spend more than 30

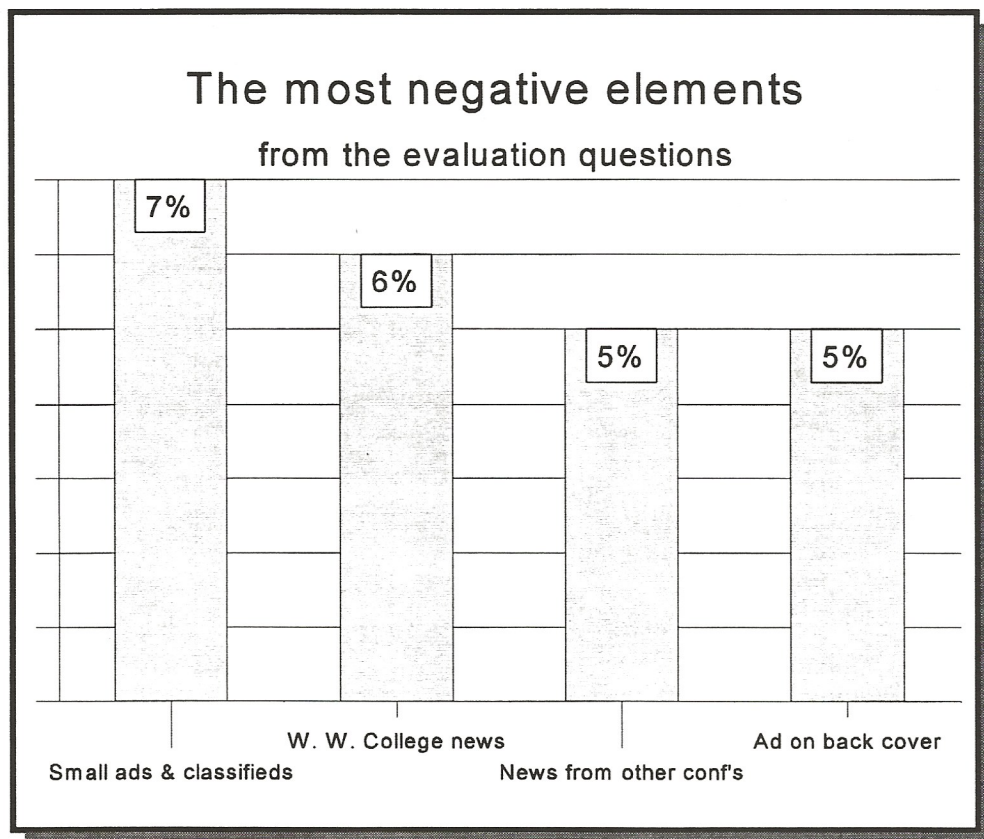
minutes reading each issue are more likely to give a high rating to these sections, as are those who have placed an ad in *The Gleaner*. The same is true for respondents who are Blue Collar workers and those from Idaho.

The Small Ads

Two out of five readers (59%) give a high rating to the small advertisements in the back of each issue, many of which are presented in the format of “the classifieds” in newspapers. Not surprisingly, those who spend more than 90 minutes reading each issue are more likely to feel positive about this feature of the magazine. The same is true for respondents who indicate that children in their home read *The Gleaner*, Hispanic respondents, and those employed in White Collar occupations.

The Ads on the Back Cover

Only 56% of respondents give a positive evaluation to the ads that appear on the back cover of *The Gleaner*. Of the fourteen elements evaluated in this study, this item gets the least support and the most ambivalent response. Readers who spend more than 60 minutes reading each issue are more likely to give these ads a positive rating, as are respondents who have written for *The Gleaner* or placed an ad. The same is true of Asian respondents and those employed in White Collar occupations.



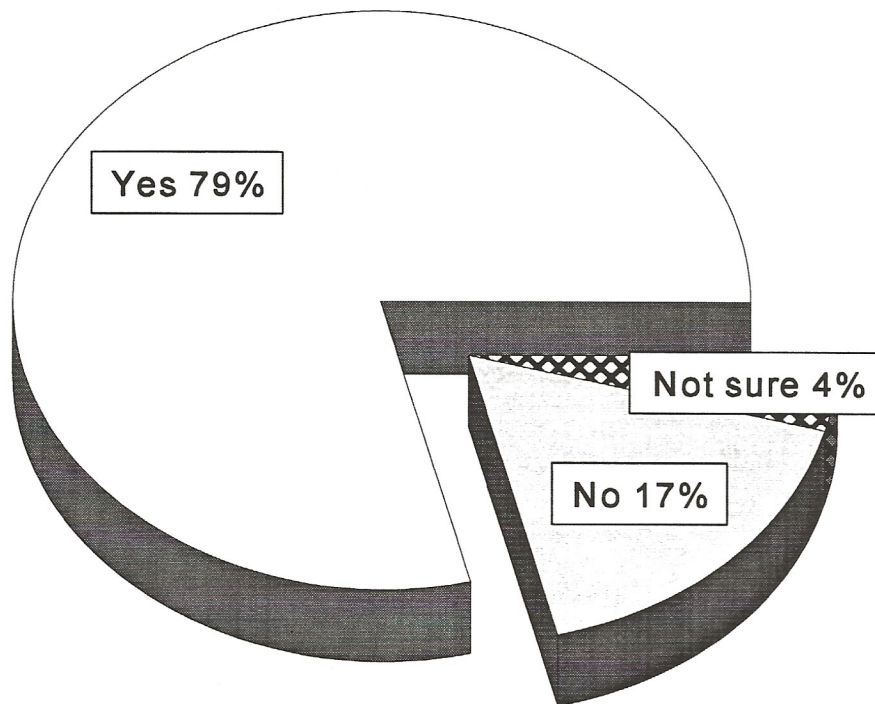
Respondents give very few negative reactions to *The Gleaner*. The largest number to give a grade of “D” or “F” to any specific element or feature of the magazine is seven percent. That item and three other items which are evaluated in the same negative way by 5% or more of the respondents are all displayed in the graphic above. The number of negative responses to other items is too few in each case to be statistically significant.

The greatest negative evaluation (7%) focuses on the small advertisements in the back of the magazine, some of which appear as “classifieds.” Young adults, respondents who list their occupation as “student,” and respondents who spend less than 15 minutes looking at each issue are those most likely to give this negative evaluation.

A similar number of respondents (6%) give a low grade to the news from Walla Walla College. Respondents who are retired are most likely to give a poor grade to this section of *The Gleaner*. It is impossible to know whether they are evaluating the format and presentation of college news, or its content. This may simply be a way for some readers to express negative feelings about the recent controversy related to the college.

One in twenty respondents (5%) also give a “D” or “F” to news from local conferences other than their own and the advertisements on the back cover of the magazine. Readers who spend less time looking at each issue, respondents with children in the home, and those whose occupation is “full-time homemaker” are more likely to feel this way.

Do you also receive the monthly Adventist Review?



Four out of five respondents (79%) get the monthly NAD Edition of the *Adventist Review* as well as *The Gleaner*. This is the current practice throughout North America.

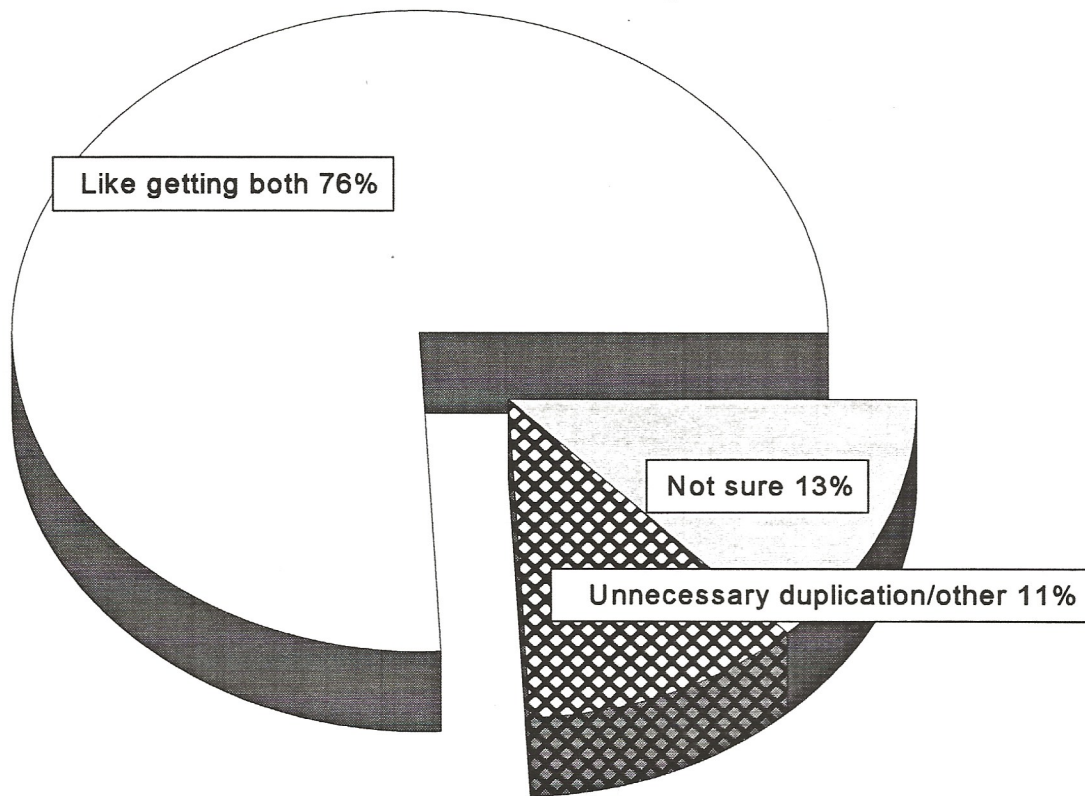
At the same time, a program that is intended to reach "every member household" is missing one in five in the North Pacific Union. The small portion of church members who report that they do not get *The Gleaner* are also much more likely to say that they do not receive the *Adventist Review* either. But this accounts for only a quarter of those who say they definitely do not receive the

Review or who are not sure if it comes to their home.

The attention span of some church members may be a key part of the problem. Respondents who spend less than 15 minutes on each issue of *The Gleaner* are more likely to say they do not get the *Review*, while those who spend more than 30 minutes on each issue of *The Gleaner* are more likely to say they also get the *Review*.

Church members born since 1946 are more likely to report not receiving the *Review*. The same is true for members from ethnic minorities.

Attitudes about two journals



Only those respondents who indicated that they definitely get both *The Gleaner* and the *Adventist Review* were asked, "Do you feel that the two magazines are an unnecessary duplication, or do you like getting both?" The one in five respondents (21%) who did not say they get the *Review* are not included in the graphic above.

There seems to be strong support for the current arrangements. Only one in twenty of those who get both journals see it as an unnecessary duplication of effort and expense. A larger number (6%) suggest various

alternative arrangements, and one in eight (13%) say they are not sure how they feel about the question.

But when the fifth of the respondents who were not asked this question are brought into the picture, one can be certain of the support of only 60% of the church members in the North Pacific Union for continued circulation of the two journals. This is not as strong a position as the graphic above appears to portray at first glance.

Table 1

Verbatim Responses to Question 19: Are there other things that you feel ought to be included in the magazine?

1. "Good job already." "Pretty comprehensive." "I like it the way it is. I read it every month. Good as a family magazine." "It does what I expect." "There is a good spectrum." "It is very thorough. I like it the way it is." "It covers what I am interested in." "It is the best union paper I've seen." "I enjoy the Gleaner. My husband reads it cover to cover." (23 respondents)

2. "More news from [my] local conference." (12 respondents; 2 mentioned "Montana," 1 mentioned "Alaska," and 2 mentioned "Idaho")

3. "Stories for children." "Something for children." "Poems for children." "A kids column." (10 respondents)

4. "Really enjoys the world news from General Conference and NAD; and would like more." "World missions updates." "More stories from General Conference." "More information on NAD included." "More world SDA news." "World news on typhoon in Pacific and Adventist World Radio station on Guam." (7 respondents)

5. "Announcements about up-coming Singles Ministries activities; articles about Singles Ministries." "More stuff for single folk." (7 respondents)

6. "More local church news." "More local churches and mission projects." (4 respondents; 1 mentioned "Wenatchee" not getting coverage)

7. "Bring back Alden Thompson." "I think it would be nice to have more Alden Thompson. Better use of space in my opinion." "I miss the academic viewpoint." "Put Alden Thompson back in regularly." (6 respondents)

8. "I would like some good 'company' recipes--low fat and low calorie. Emphasize vegetarianism." "Include veggie recipe once in awhile." (3 respondents)

9. "Color photos" [on the inside]. (3 respondents)

10. "More variety in the conference news. (2 respondents)

11. "Pastors from all conferences should write articles, as well as conference officials." "Get pastors to submit articles." (2 respondents)

12. "I would like to see articles on family/parenting issues." (3 respondents)

13. "Get to my SDA daughter and granddaughter."

13. "Feature articles on different conferences in U.S."

14. "More local conference news and editorials; a little less of feature articles."
15. "Use innovative writing techniques; be more creative, artistic and catchy."
16. "Cross advertising of other publications like *Signs of the Times* and *Vibrant Life*."
17. "More about Walla Walla College and more about Portland SDA schools."
18. "More feature articles." "More feature articles . . . from people in the Northwest about hope, Second Coming, etc." (2 respondents)
19. "I would love to see stories ahead of events so I could plan to attend functions."
20. "Constructive criticism should be welcomed. I prefer openness to varying points of view. Some of the articles about Walla Walla College, I felt were not honest. The conference seems to be hiding information."
21. "I think the lay people should be better represented."
22. "The obituaries are important."
23. "Adventist Frontier Missions stories; stories from Alex Nischuk (509-935-6847) who goes to the Ukraine."
24. "Shorter stories and more of them from each conference and from the union."
25. "I do have suggestions but I don't want to state them over the phone."
26. "Would love to see schedules for 3ABN or media center broadcasts; where and when—more comprehensive schedule than there is [now]. Also more web site addresses."
27. "Would like articles to have more of a relationship focus as opposed to a legalistic focus."
28. "More space for academy information and updates."
29. "More news on different minority groups."
30. "More health articles with [research] studies presented."
31. "Keep Alden Thompson's articles out of this magazine!" "Avoid controversial subjects such as the Alden Thompson column." (2 respondents)
32. "Glad Milo is being well covered finally and to see what other conferences are doing. It's really valuable."
33. "Personal stories." "Include more personal stories of how they met the Lord." "More personal stories and things that they are doing in the church." "Personal experiences of other church members." (4 respondents)

34. "Information on lawsuit by [former] GC auditor. [David Dennis]"
35. "I prefer *Signs of the Times*."
36. "Articles on church growth." "More short stories on outreach." (2 respondents)
37. "Be more informative."
38. "Advertisements are mostly from Walla Walla area. I would like to see more from other areas."
39. " More information or coverage on SDA students who attend non-SDA schools but have gained notoriety in some way."
40. "More listings of home remedies, herbs, and healthy diet instead of Institutional health."
41. "Would like to see more on pros and cons for different doctrines."
42. "Articles on Laurelwood academy and other self-supporting organizations, [but] not the 'far-out' ones."
43. "Articles on the relationship we should be having with Jesus. Facts of the Bible and writers such as found in *Guinness Book of World Records* would make it more interesting to study."
44. "Maybe something like a short Bible text, Bible topics or something from the Scriptures."
45. "More on the hospital system: They are struggling and most church members are not aware of it."
46. "Would enjoy a short spiritual reading for Sabbath; a devotional or story."
47. "I wasn't raised Adventist. My friends who enjoy *The Gleaner* know the people and places, and I don't. I can take it or leave it. It comes free."
48. "Addresses of [school] principals and pastors who have moved."
49. "More stories from specific churches about how Jesus is changing lives rather than reports on numbers and evangelistic meetings." "More stories on individual churches." (2 respondents)
50. "Love the pictures and stories from kids drawings and paintings."
51. "There is too little about Portland Adventist Academy."
52. "The magazine was more informative before than it is now."
53. "Short articles on prophecies."

54. "How our lives and times relate to the writing of EGW. Doesn't seem to be as much of that as there used to be; seems to be less references to her writing and I would like more."

55. "Put more information in about student missionaries."

Table 2

Verbatim Responses to Question 20: Are there any other suggestions that you would like to make to the editors?

1. "Some of the letters that put our churches down can be left out." "I don't like only negative and disgruntled [letters]. We need to focus on the positive and hopeful." "Letters to the editor are often too negative. Sometimes they are discouraging, negative, and upsetting." "I get a little tired of letters to the editor. Some seem repetitive." "I feel that the letter section is an unhealthy forum for those in Northwest who have petty issues to discuss which aren't pertinent to Christianity. Seems to be more prevalent in the Northwest than other [union] conferences." (5 respondents)

2. "I enjoy the diverse letters to the editor. Keep them in!" "Include more letters to the editors." "Keep the letters coming in." "[Publish a] synopsis of the previous letters to the editor [on a topic] when others write in with responses or comments. I can't remember what the discussion is about." (5 respondents)

3. "I would pay more attention if the magazine addressed issues rather than just being a public relations magazine." "I call this magazine 'the brag sheet' because it always is talking about how many people are coming into the church and all the great things happening. It does not have enough focus on all the people going out the back door. It focuses on quantity and not quality. God wants it the other way." "I am concerned about how we congratulate the accomplishments, the numbers of people we baptize, etc., but there needs to be more on the 'heart' of Christianity, just the simple truth of the gospel." "Don't talk about the organization so much. Focus on the Holy Spirit as the leader of the church." (4 respondents)

4. "I love the covers." (2 respondents)

5. "Print [a description of] what the cover picture is on the back side ... because I keep covers and show them to a non-Adventist friend and it would help keep record of what and where [the photo] is." "It would be nice if cover information were put on back of the cover. We save the cover pictures and when credits are on other pages, we lose record of who created [the photo]." (2 respondents)

6. "Maybe a Spanish edition." (2 respondents)

7. "Much more Bible emphasis less EGW more educational topics on the Bible."

8. "I did write a letter once about the need to put crosses on our churches and I still feel it is important."

9. "The layout is kind of drab."

10. "Be less liberal and controversial, and less opinionated on new issues in the church."

11. "Would like a magazine about end-time events."

12. "Gear it to young adults."
13. "Be sure to include the names of the people in the pictures. Sometimes we recognize old friends."
14. "*The Gleaner* kept me in touch with the church while I was out of the church for ten years! I like it very much."
15. "I wish the editors had studied their phonics! 'I or me'; I'm a crank on that."
16. "Why does it take so long for objectives to be published?"
17. "Use a different type [face] to separate information in the announcements."
18. "Keep up the good work! Accent the positive and down play the negative."
19. "Sundown chart is too small [type size] to be read by older people."
20. "Maybe some articles for youth."
21. "We need to put more emphasis on growing closer to Christ individually; suggest new ways to approach young people—its geared towards the 'old timers.' Do some soul-searching to purpose and motive for having Gleaner. Prayerfully consider sections for the different ages of our children and youth. I'm looking for spiritual uplift—something more than I'm getting. It could reach us more than it currently is."
22. "I have submitted several articles [from] Lewiston, Montana. and the editors credit Lewiston, Idaho, with the happenings. We'd like to let people know we are doing things in Montana too! I've submitted six articles and I am starting to see some get published."
23. "Some things seem a little biased, but I understand why."
24. "More articles that deal with devotional, theological issues."
25. "Need an updated photo of Ed Schwisow."
26. "Stay focused on SDA beliefs; No new theology."
27. "I like reading about new staff that are coming into the conferences and I like to know when they leave and where they are going."
28. "The announcements are not published early enough to plan."
29. "Conference news should be more up to date and not reporting on events of six months ago."
30. "There are too many baptism pictures."
31. "Keep themes of love and grace supreme."

32. "Don't hesitate to address questions of common interest, especially controversial issues."

33. "Don't forget there is a needy world out there!"

34. "Do not re-write the articles sent in."

35. "Write in theological words which others can understand."

36. "Put [*The Gleaner*] on the net."

37. "I would love to see a corner on health outreach in Seattle."

38. "This magazine is critical for church family unity; healthy communication is so important."

39. "I am more faithful to Gleaner than any other church magazine. I used to send 25 copies of *Signs of the Times* to friends, but when they stopped putting beautiful things on the cover, I quit sending them. I don't like shocking pictures."

Table 3 All Respondents

AGE / GENERATIONAL PROFILE						
	TOTAL	WW II generation	Swing generation	Baby Boom generation	Baby Bust [Gen X]	Millennial generation
1. Does a copy of the Gleaner come to your home . . . ?						
ANALYZED RESPONDENTS	273 100%	57 21%	57 21%	95 35%	27 10%	21 8%
Yes	253 93%	55 96%	56 98%	90 95%	23 85%	17 81%
No	16 6%	2 4%	1 2%	4 4%	2 7%	3 14%
Not sure	4 1%	- -	- -	1 1%	2 7%	1 5%
1-B. Have you ever seen a copy of the Gleaner?						
ANALYZED RESPONDENTS	17 100%	1 6%	1 6%	4 24%	3 18%	4 24%
Yes	5 29%	- -	1 100%	1 25%	1 33%	1 25%
No	12 71%	1 100%	- -	3 75%	2 67%	3 75%
2. How much time do you spend looking at each copy of the Gleaner?						
ANALYZED RESPONDENTS	253 100%	55 22%	55 22%	90 36%	24 9%	17 7%
Less than 15 minutes	37 15%	4 7%	3 5%	14 16%	8 33%	6 35%
15 to 30 minutes	108 43%	11 20%	24 44%	48 53%	12 50%	9 53%
31 to 60 minutes	79 31%	30 55%	20 36%	21 23%	3 13%	2 12%
61 to 90 minutes	10 4%	5 9%	3 5%	1 1%	- -	- -
More than 90 minutes	19 8%	5 9%	5 9%	6 7%	1 4%	- -
3. Do you just look at it once, or pick it up more than once to read a little each time?						
ANALYZED RESPONDENTS	251 100%	56 22%	54 22%	90 36%	23 9%	16 6%
Just look at it once	99 39%	17 30%	19 35%	39 43%	11 48%	10 63%
Pick it up more than once	152 61%	39 70%	35 65%	51 57%	12 52%	6 38%

Table 3, page 2

AGE / GENERATIONAL PROFILE

	TOTAL	WW II generation	Swing generation	Baby Boom generation	Baby Bust [Gen X]	Millennial generation
4. Who else in your home also looks at the Gleaner?						
ANALYZED RESPONDENTS	193 100%	39 20%	43 22%	72 37%	18 9%	15 8%
Spouse	125 65%	34 87%	31 72%	45 63%	11 61%	- -
Roommate	2 1%	1 3%	- -	1 1%	- -	- -
Children	16 8%	- -	5 12%	9 13%	- -	1 7%
Relatives living in home	19 10%	1 3%	- -	4 6%	4 22%	10 67%
Other	3 2%	- -	- -	- -	1 6%	2 13%
More than one category	28 15%	3 8%	7 16%	13 18%	2 11%	2 13%
21. Have you ever written a news story or announcement that was published in The Gleaner?						
ANALYZED RESPONDENTS	251 100%	56 22%	56 22%	91 36%	23 9%	17 7%
Yes	37 15%	12 21%	6 11%	17 19%	1 4%	- -
No	214 85%	44 79%	50 89%	74 81%	22 96%	17 100%
22. Have you ever placed an ad in the Gleaner?						
ANALYZED RESPONDENTS	249 100%	54 22%	56 22%	91 37%	23 9%	17 7%
Yes	23 9%	9 17%	4 7%	6 7%	1 4%	1 6%
No	226 91%	45 83%	52 93%	85 93%	22 96%	16 94%

Table 4
Church Members who Respond to Ads
or Purchase from Ads in *The Gleaner*

	AGE / GENERATIONAL PROFILE					
	TOTAL	WW II generation	Swing generation	Baby Boom generation	Baby Bust [Gen X]	Millennial generation
ANALYZED RESPONDENTS	250 100%	55 22%	56 22%	91 36%	23 9%	17 7%
Have responded/purchased	89 36%	22 40%	17 30%	40 44%	6 26%	2 12%
Have not	161 64%	33 60%	39 70%	51 56%	17 74%	15 88%

	ETHNIC PROFILE					
	TOTAL	African American	Asian & Pacific	Hispanic	White Anglo	Other
ANALYZED RESPONDENTS	250 100%	1 -	8 3%	14 6%	218 87%	9 4%
Have responded/purchased	89 36%	1 100%	4 50%	2 14%	81 37%	1 11%
Have not	161 64%	- -	4 50%	12 86%	137 63%	8 89%

	OCCUPATIONAL PROFILE						
	TOTAL	Prof'l & Manager'l	White Collar	Blue Collar	Students Military	FT Home- makers	Retired Unemployd
ANALYZED RESPONDENTS	250 100%	82 33%	35 14%	12 5%	22 9%	43 17%	53 21%
Have responded/purchased	89 36%	36 44%	12 34%	2 17%	4 18%	15 35%	19 36%
Have not	161 64%	46 56%	23 66%	10 83%	18 82%	28 65%	34 64%

Table 5-A
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	READING HABITS			
	TOTAL	Do not get The Gleaner	Look at it only once	
ANALYZED RESPONDENTS	242 100%	1 -	93 38%	147 61%
Cover pictures	238 98%	1 100%	91 98%	145 99%
B&W photos throughout	198 82%	1 100%	76 82%	122 83%
Feature articles	195 81%	1 100%	66 71%	128 87%
The Viewpoint editorial	188 78%	1 100%	64 69%	124 84%
The letters to the editor	183 76%	1 100%	67 72%	114 78%
Columns; Alden Thompson	178 74%	1 100%	60 65%	118 80%
News from NAD and GC	177 73%	1 100%	59 63%	118 80%
The announcements	173 71%	1 100%	59 63%	114 78%
News from your conference	172 71%	1 100%	60 65%	112 76%
News of Adventist Health	166 69%	1 100%	62 67%	103 70%
News from WW College	155 64%	1 100%	59 63%	96 65%
News from other conf's	148 61%	1 100%	49 53%	99 67%
Small ads & classifieds	135 56%	1 100%	50 54%	85 58%
The ad on the back cover	119 49%	1 100%	39 42%	80 54%

Table 5-B
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	HOW MUCH TIME DO YOU SPEND READING THE GLEANER?					
	TOTAL	Less than 15 min.	15 to 30 minutes	31 to 60 minutes	61 to 90 minutes	More than 90 min.
ANALYZED RESPONDENTS	242 100%	33 14%	104 43%	76 31%	10 4%	19 8%
Cover pictures	238 98%	32 97%	101 97%	76 100%	10 100%	19 100%
B&W photos throughout	198 82%	24 73%	81 78%	67 88%	7 70%	19 100%
Feature articles	195 81%	19 58%	81 78%	69 91%	9 90%	17 89%
The Viewpoint editorial	188 78%	17 52%	78 75%	67 88%	8 80%	18 95%
The letters to the editor	183 76%	23 70%	78 75%	57 75%	7 70%	18 95%
Columns; Alden Thompson	178 74%	17 52%	76 73%	58 76%	9 90%	18 95%
News from NAD and GC	177 73%	11 33%	74 71%	67 88%	9 90%	16 84%
The announcements	173 71%	20 61%	67 64%	61 80%	7 70%	18 95%
News from your conference	172 71%	14 42%	71 68%	61 80%	9 90%	17 89%
News of Adventist Health	166 69%	18 55%	64 62%	62 82%	5 50%	17 89%
News from WW College	155 64%	17 52%	63 61%	54 71%	6 60%	15 79%
News from other conf's	148 61%	11 33%	57 55%	55 72%	7 70%	18 95%
Small ads & classifieds	135 56%	14 42%	56 54%	44 58%	6 60%	15 79%
The ad on the back cover	119 49%	10 30%	49 47%	41 54%	6 60%	13 68%

Table 5-C
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	OTHERS IN HOME ALSO READ IT				INVOLVED WITH THE GLEANER		
	TOTAL	Spouse	Children	Others	Wrote a piece	Placed an ad	Responded to an ad
ANALYZED RESPONDENTS	242 100%	123 51%	16 7%	49 20%	37 15%	23 10%	88 36%
Cover pictures	238 98%	121 98%	16 100%	48 98%	36 97%	23 100%	88 100%
B&W photos throughout	198 82%	106 86%	14 88%	36 73%	30 81%	19 83%	68 77%
Feature articles	195 81%	98 80%	13 81%	41 84%	33 89%	19 83%	75 85%
The Viewpoint editorial	188 78%	96 78%	13 81%	38 78%	26 70%	18 78%	66 75%
The letters to the editor	183 76%	93 76%	9 56%	37 76%	27 73%	19 83%	70 80%
Columns; Alden Thompson	178 74%	89 72%	13 81%	37 76%	29 78%	15 65%	70 80%
News from NAD and GC	177 73%	90 73%	13 81%	37 76%	32 86%	19 83%	68 77%
The announcements	173 71%	91 74%	12 75%	33 67%	29 78%	20 87%	69 78%
News from your conference	172 71%	91 74%	11 69%	36 73%	29 78%	19 83%	63 72%
News of Adventist Health	166 69%	82 67%	12 75%	35 71%	29 78%	19 83%	67 76%
News from WW College	155 64%	77 63%	11 69%	35 71%	28 76%	16 70%	57 65%
News from other conf's	148 61%	75 61%	9 56%	31 63%	24 65%	20 87%	55 63%
Small ads & classifieds	135 56%	61 50%	13 81%	30 61%	14 38%	13 57%	52 59%
The ad on the back cover	119 49%	59 48%	8 50%	27 55%	22 59%	15 65%	47 53%

Table 5-D
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	AGE / GENERATIONAL PROFILE					
	TOTAL	WW II generation	Swing generation	Baby Boom generation	Baby Bust [Gen X]	Millennial generation
ANALYZED RESPONDENTS	242 100%	55 23%	52 21%	89 37%	23 10%	16 7%
Cover pictures	238 98%	54 98%	51 98%	88 99%	22 96%	16 100%
B&W photos throughout	198 82%	47 85%	47 90%	67 75%	19 83%	12 75%
Feature articles	195 81%	45 82%	41 79%	73 82%	18 78%	12 75%
The Viewpoint editorial	188 78%	44 80%	46 88%	66 74%	13 57%	13 81%
The letters to the editor	183 76%	39 71%	41 79%	67 75%	18 78%	13 81%
Columns; Alden Thompson	178 74%	40 73%	40 77%	66 74%	14 61%	12 75%
News from NAD and GC	177 73%	44 80%	39 75%	58 65%	17 74%	13 81%
The announcements	173 71%	41 75%	36 69%	65 73%	16 70%	9 56%
News from your conference	172 71%	44 80%	41 79%	54 61%	16 70%	11 69%
News of Adventist Health	166 69%	40 73%	37 71%	55 62%	14 61%	13 81%
News from WW College	155 64%	34 62%	34 65%	53 60%	14 61%	14 88%
News from other conf's	148 61%	34 62%	34 65%	47 53%	16 70%	10 63%
Small ads & classifieds	135 56%	26 47%	28 54%	52 58%	14 61%	9 56%
The ad on the back cover	119 49%	24 44%	27 52%	44 49%	12 52%	7 44%

Table 5-E
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	ETHNIC PROFILE					
	TOTAL	African American	Asian & Pacific	Hispanic	White Anglo	Other
ANALYZED RESPONDENTS	242 100%	1 -	8 3%	14 6%	210 87%	9 4%
Cover pictures	238 98%	1 100%	8 100%	14 100%	206 98%	9 100%
B&W photos throughout	198 82%	1 100%	7 88%	13 93%	169 80%	8 89%
Feature articles	195 81%	1 100%	6 75%	11 79%	169 80%	8 89%
The Viewpoint editorial	188 78%	1 100%	5 63%	11 79%	164 78%	7 78%
The letters to the editor	183 76%	1 100%	5 63%	11 79%	159 76%	7 78%
Columns; Alden Thompson	178 74%	1 100%	6 75%	11 79%	153 73%	7 78%
News from NAD and GC	177 73%	1 100%	6 75%	12 86%	151 72%	7 78%
The announcements	173 71%	1 100%	7 88%	9 64%	151 72%	5 56%
News from your conference	172 71%	1 100%	5 63%	9 64%	149 71%	8 89%
News of Adventist Health	166 69%	1 100%	7 88%	12 86%	140 67%	6 67%
News from WW College	155 64%	1 100%	7 88%	11 79%	129 61%	7 78%
News from other conf's	148 61%	1 100%	3 38%	7 50%	133 63%	4 44%
Small ads & classifieds	135 56%	1 100%	4 50%	9 64%	117 56%	4 44%
The ad on the back cover	119 49%	1 100%	5 63%	6 43%	103 49%	4 44%

Table 5-F
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	OCCUPATIONAL PROFILE						
	TOTAL	Prof'l & Manager'l	White Collar	Blue Collar	Students Military	FT Home- makers	Retired Unemployd
ANALYZED RESPONDENTS	242 100%	79 33%	35 14%	12 5%	21 9%	40 17%	52 21%
Cover pictures	238 98%	78 99%	35 100%	12 100%	20 95%	40 100%	50 96%
B&W photos throughout	198 82%	65 82%	26 74%	12 100%	16 76%	30 75%	46 88%
Feature articles	195 81%	65 82%	27 77%	11 92%	16 76%	33 83%	41 79%
The Viewpoint editorial	188 78%	61 77%	23 66%	7 58%	17 81%	37 93%	41 79%
The letters to the editor	183 76%	63 80%	24 69%	6 50%	17 81%	31 78%	39 75%
Columns; Alden Thompson	178 74%	55 70%	26 74%	8 67%	14 67%	34 85%	39 75%
News from NAD and GC	177 73%	52 66%	29 83%	7 58%	15 71%	30 75%	41 79%
The announcements	173 71%	57 72%	27 77%	9 75%	11 52%	31 78%	35 67%
News from your conference	172 71%	54 68%	25 71%	9 75%	15 71%	27 68%	41 79%
News of Adventist Health	166 69%	51 65%	26 74%	7 58%	16 76%	27 68%	36 69%
News from WW College	155 64%	51 65%	22 63%	9 75%	16 76%	25 63%	30 58%
News from other conf's	148 61%	45 57%	21 60%	9 75%	13 62%	26 65%	32 62%
Small ads & classifieds	135 56%	43 54%	25 71%	6 50%	11 52%	21 52%	26 50%
The ad on the back cover	119 49%	38 48%	20 57%	6 50%	8 38%	21 52%	24 46%

Table 5-G
Respondents who give a high grade
to specific elements and features of *The Gleaner*

	GENDER			GEOGRAPHIC PROFILE				
	TOTAL	Male	Female	Alaska	Idaho	Montana	Oregon	Washington
ANALYZED RESPONDENTS	242 100%	57 24%	178 74%	2 1%	36 15%	18 7%	128 53%	50 21%
Cover pictures	238 98%	54 95%	177 99%	2 100%	35 97%	18 100%	127 99%	48 96%
B&W photos throughout	198 82%	46 81%	145 81%	2 100%	30 83%	14 78%	106 83%	39 78%
Feature articles	195 81%	48 84%	143 80%	1 50%	30 83%	15 83%	102 80%	42 84%
The Viewpoint editorial	188 78%	45 79%	140 79%	1 50%	29 81%	15 83%	98 77%	40 80%
The letters to the editor	183 76%	43 75%	136 76%	2 100%	27 75%	14 78%	91 71%	42 84%
Columns; Alden Thompson	178 74%	45 79%	129 72%	1 50%	26 72%	14 78%	96 75%	36 72%
News from NAD and GC	177 73%	44 77%	129 72%	2 100%	28 78%	13 72%	90 70%	38 76%
The announcements	173 71%	33 58%	135 76%	2 100%	24 67%	13 72%	89 70%	38 76%
News from your conference	172 71%	38 67%	128 72%	1 50%	24 67%	13 72%	94 73%	34 68%
News of Adventist Health	166 69%	35 61%	126 71%	1 50%	21 58%	12 67%	91 71%	36 72%
News from WW College	155 64%	36 63%	114 64%	1 50%	23 64%	11 61%	83 65%	31 62%
News from other conf's	148 61%	35 61%	111 62%	1 50%	25 69%	12 67%	83 65%	23 46%
Small ads & classifieds	135 56%	26 46%	104 58%	1 50%	20 56%	9 50%	74 58%	26 52%
The ad on the back cover	119 49%	29 51%	89 50%	1 50%	20 56%	9 50%	65 51%	20 40%

Table 6-A
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	READING HABITS			
	TOTAL	Do not get The Gleaner	Look at it only once	Read more than once
ANALYZED RESPONDENTS	242 100%	1 -	93 38%	147 61%
Small ads & classifieds	16 7%	- -	6 6%	10 7%
News from WW College	14 6%	- -	5 5%	9 6%
News from other conf's	12 5%	- -	9 10%	3 2%
The ad on the back cover	11 5%	- -	6 6%	5 3%
News from your conference	10 4%	- -	7 8%	3 2%
News of Adventist Health	8 3%	- -	4 4%	4 3%
Letters to the editor	7 3%	- -	2 2%	5 3%
Columns; Alden Thompson	7 3%	- -	3 3%	4 3%
The Viewpoint editorial	5 2%	- -	1 1%	4 3%
The announcements	5 2%	- -	3 3%	2 1%
News from NAD and GC	2 1%	- -	1 1%	1 1%
B&W photos throughout	2 1%	- -	1 1%	1 1%
Feature articles	1 -	- -	1 1%	- -
Cover pictures	- -	- -	- -	- -

Table 6-B
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	HOW MUCH TIME DO YOU SPEND READING THE GLEANER?					
	TOTAL	Less than 15 min.	15 to 30 minutes	31 to 60 minutes	61 to 90 minutes	More than 90 min.
ANALYZED RESPONDENTS	242 100%	33 14%	104 43%	76 31%	10 4%	19 8%
Small ads & classifieds	16 7%	5 15%	6 6%	5 7%	-	-
News from WW College	14 6%	3 9%	6 6%	4 5%	-	1 5%
News from other conf's	12 5%	6 18%	5 5%	1 1%	-	-
The ad on the back cover	11 5%	3 9%	7 7%	1 1%	-	-
News from your conference	10 4%	5 15%	4 4%	1 1%	-	-
News of Adventist Health	8 3%	2 6%	1 1%	4 5%	-	1 5%
Letters to the editor	7 3%	-	3 3%	4 5%	-	-
Columns; Alden Thompson	7 3%	1 3%	2 2%	4 5%	-	-
The Viewpoint editorial	5 2%	1 3%	3 3%	1 1%	-	-
The announcements	5 2%	3 9%	1 1%	1 1%	-	-
News from NAD and GC	2 1%	-	-	2 3%	-	-
B&W photos throughout	2 1%	1 3%	-	1 1%	-	-
Feature articles	1 -	1 3%	-	-	-	-
Cover pictures	-	-	-	-	-	-

Table 6-C
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	OTHERS IN HOME ALSO READ IT				INVOLVED WITH THE GLEANER		
	TOTAL	Spouse	Children	Others	Wrote a piece	Placed an ad	Responded to an ad
ANALYZED RESPONDENTS	242 100%	123 51%	16 7%	49 20%	37 15%	23 10%	88 36%
Small ads & classifieds	16 7%	7 6%	- -	4 8%	4 11%	1 4%	6 7%
News from WW College	14 6%	9 7%	1 6%	- -	4 11%	1 4%	5 6%
News from other conf's	12 5%	7 6%	2 13%	- -	2 5%	- -	4 5%
The ad on the back cover	11 5%	8 7%	- -	- -	2 5%	- -	3 3%
News from your conference	10 4%	4 3%	2 13%	1 2%	3 8%	- -	4 5%
News of Adventist Health	8 3%	7 6%	- -	- -	1 3%	1 4%	3 3%
Letters to the editor	7 3%	6 5%	- -	1 2%	1 3%	1 4%	2 2%
Columns; Alden Thompson	7 3%	6 5%	- -	1 2%	3 8%	2 9%	3 3%
The Viewpoint editorial	5 2%	3 2%	- -	1 2%	2 5%	- -	2 2%
The announcements	5 2%	2 2%	- -	2 4%	- -	- -	- -
News from NAD and GC	2 1%	1 1%	- -	- -	- -	- -	1 1%
B&W photos throughout	2 1%	1 1%	- -	1 2%	1 3%	1 4%	2 2%
Feature articles	1 -	1 1%	- -	- -	- -	- -	- -
Cover pictures	- -	- -	- -	- -	- -	- -	- -

Table 6-D
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	AGE / GENERATIONAL PROFILE					
	TOTAL	WW II generation	Swing generation	Baby Boom generation	Baby Bust [Gen X]	Millennial generation
ANALYZED RESPONDENTS	242 100%	55 23%	52 21%	89 37%	23 10%	16 7%
Small ads & classifieds	16 7%	5 9%	3 6%	3 3%	3 13%	2 13%
News from WW College	14 6%	4 7%	2 4%	7 8%	1 4%	- -
News from other conf's	12 5%	3 5%	2 4%	6 7%	1 4%	- -
The ad on the back cover	11 5%	3 5%	1 2%	4 4%	2 9%	- -
News from your conference	10 4%	2 4%	2 4%	5 6%	1 4%	- -
News of Adventist Health	8 3%	4 7%	2 4%	2 2%	- -	- -
Letters to the editor	7 3%	3 5%	1 2%	1 1%	2 9%	- -
Columns; Alden Thompson	7 3%	1 2%	2 4%	3 3%	1 4%	- -
The Viewpoint editorial	5 2%	2 4%	- -	1 1%	1 4%	1 6%
The announcements	5 2%	2 4%	1 2%	- -	1 4%	1 6%
News from NAD and GC	2 1%	1 2%	- -	1 1%	- -	- -
B&W photos throughout	2 1%	- -	1 2%	1 1%	- -	- -
Feature articles	1 -	- -	1 2%	- -	- -	- -
Cover pictures	- -	- -	- -	- -	- -	- -

Table 6-E
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	ETHNIC PROFILE					
	TOTAL	African American	Asian & Pacific	Hispanic	White Anglo	Other
ANALYZED RESPONDENTS	242 100%	1 -	8 3%	14 6%	210 87%	9 4%
Small ads & classifieds	16 7%	- -	1 13%	- -	15 7%	- -
News from WW College	14 6%	- -	- -	- -	14 7%	- -
News from other conf's	12 5%	- -	- -	- -	12 6%	- -
The ad on the back cover	11 5%	- -	- -	1 7%	9 4%	1 11%
News from your conference	10 4%	- -	- -	- -	10 5%	- -
News of Adventist Health	8 3%	- -	- -	- -	8 4%	- -
Letters to the editor	7 3%	- -	- -	- -	7 3%	- -
Columns; Alden Thompson	7 3%	- -	- -	- -	7 3%	- -
The Viewpoint editorial	5 2%	- -	- -	- -	5 2%	- -
The announcements	5 2%	- -	- -	- -	5 2%	- -
News from NAD and GC	2 1%	- -	- -	- -	2 1%	- -
B&W photos throughout	2 1%	- -	- -	- -	2 1%	- -
Feature articles	1 -	- -	- -	- -	1 -	- -
Cover pictures	- -	- -	- -	- -	- -	- -

Table 6-F
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	OCCUPATIONAL PROFILE						
	TOTAL	Prof'l & Manager'l	White Collar	Blue Collar	Students Military	FT Home- makers	Retired Unemployd
ANALYZED RESPONDENTS	242 100%	79 33%	35 14%	12 5%	21 9%	40 17%	52 21%
Small ads & classifieds	16 7%	3 4%	2 6%	- -	3 14%	6 15%	2 4%
News from WW College	14 6%	4 5%	3 9%	- -	- -	2 5%	5 10%
News from other conf's	12 5%	5 6%	2 6%	- -	1 5%	2 5%	2 4%
The ad on the back cover	11 5%	3 4%	- -	1 8%	- -	4 10%	3 6%
News from your conference	10 4%	4 5%	- -	1 8%	1 5%	2 5%	1 2%
News of Adventist Health	8 3%	1 1%	1 3%	- -	- -	2 5%	4 8%
Letters to the editor	7 3%	1 1%	1 3%	1 8%	1 5%	1 3%	2 4%
Columns; Alden Thompson	7 3%	3 4%	1 3%	1 8%	- -	- -	1 2%
The Viewpoint editorial	5 2%	- -	- -	2 17%	1 5%	1 3%	1 2%
The announcements	5 2%	1 1%	- -	- -	2 10%	1 3%	1 2%
News from NAD and GC	2 1%	- -	1 3%	- -	- -	- -	1 2%
B&W photos throughout	2 1%	1 1%	- -	- -	- -	1 3%	- -
Feature articles	1 -	- -	- -	- -	- -	- -	1 2%
Cover pictures	- -	- -	- -	- -	- -	- -	- -

Table 6-G
Respondents who give a poor grade
to specific elements and features of *The Gleaner*

	GENDER		GEOGRAPHIC PROFILE				
	TOTAL	Male	Female	Idaho	Montana	Oregon	Washington
ANALYZED RESPONDENTS	242 100%	57 24%	178 74%	36 15%	18 7%	128 53%	50 21%
Small ads & classifieds	16 7%	4 7%	11 6%	2 6%	1 6%	6 5%	5 10%
News from WW College	14 6%	3 5%	11 6%	3 8%	1 6%	6 5%	4 8%
News from other conf's	12 5%	2 4%	10 6%	2 6%	1 6%	5 4%	3 6%
The ad on the back cover	11 5%	1 2%	8 4%	2 6%	- -	6 5%	2 4%
News from your conference	10 4%	3 5%	7 4%	2 6%	- -	4 3%	2 4%
News of Adventist Health	8 3%	2 4%	6 3%	2 6%	1 6%	4 3%	1 2%
Letters to the editor	7 3%	1 2%	5 3%	- -	- -	5 4%	1 2%
Columns; Alden Thompson	7 3%	1 2%	6 3%	1 3%	- -	2 2%	3 6%
The Viewpoint editorial	5 2%	2 4%	2 1%	2 6%	1 6%	1 1%	- -
The announcements	5 2%	1 2%	4 2%	1 3%	1 6%	2 2%	1 2%
News from NAD and GC	2 1%	- -	2 1%	- -	- -	1 1%	1 2%
B&W photos throughout	2 1%	1 2%	1 1%	- -	- -	1 1%	- -
Feature articles	1 -	- -	1 1%	1 3%	- -	- -	- -
Cover pictures	- -	- -	- -	- -	- -	- -	- -