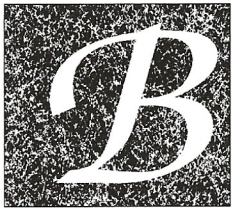

What We Learned From The 1994 General Public Survey

Public Awareness & Perceptions

*A Targeted Report For the States
in the Heartland of America*



*Prepared by the BBMRC Research Services for the
MidAmerica Union Conference of Seventh-day Adventists*



**BABY BOOMER
MINISTRIES**

RESOURCE CENTER



October 27, 1995

President Sandefur
Mid America Union Conference of SDAs
8550 Pioneers Blvd
Lincoln, NE 68520

Dear Chuck:

Thank you for the opportunity to present this research report to you and your staff. It was a pleasure developing it.

We were able to include a few more pieces of data than you requested and it can be found on the following pages.

We were not able to include some of the items you requested. Here is why:

- *Comparisons to the 1970 and 1986 studies.* These studies were conducted by the Gallup organization and they did not supply the Adventist church with breakout data for specific states in the entire sample. Therefore we were not able to make any comparisons to the 1994 survey.
- *Gender breakouts of those aware of Adventist churches or members at their workplace or in their neighborhood.* We found that there was no change in percentages from the entire sample of 1,511. For quick reference, see pages seven and 13 of the larger report.
- *Ethnic breakout of those aware of Adventist churches or members at their workplace or in their neighborhood.* The breakout data for MAUC was so small, therefore unreliable enough, that we could not make a statistically determination.
- *Age breakout of those aware of Adventist churches or members at their workplace or in their neighborhood.* Once again, the breakout data for MAUC was so small, therefore unreliable enough, that we could not make a statistically determination. You can see what the perception of the public is about the age of members in Table 9—a partial answer to your question.

If we can help in any other way, please don't hesitate to contact us. Our local phone number is 486-2575.

Sincerely,

Paul Richardson, Directory
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In 1994 BBMRC Research Services conducted a study of the public image of the Seventh-day Adventist Church in the United States and Canada for the North American Division of the denomination. A total of 1,511 households were interviewed by telephone based on a random sample provided by Survey Sampling, Inc. A full report of the study has been published in *Public Awareness: The perceptions and attitudes of the general public toward the Seventh-day Adventist Church* which is available from BBMRC.

A total of 174 of these interviews were completed in the states included in the territory of the Mid-America Union Conference -- Colorado, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wyoming. This report is based on a comparison of the results of these 174 interviews with those of the 1,511 interviews in the study of North America.

The Seventh-day Adventist Church has a higher level of name recognition in Mid-America than the overall level for North America. Where only 53% of the general public across the continent indicate that they have heard or read about the church, in Mid-America it jumps to 58%. The division-wide survey indicates that there are higher levels of name recognition as age increases, and the population of the Mid-America territory is "older" than the coastal areas of North America, so this may explain the difference. The population in Mid-America is also more involved in church membership than the population on the coasts.

The It Is Written television ministry has less name recognition in Mid-America territory than it does across North America. Where 18% of the larger sample indicated that they had heard of It Is Written, only 12% of the Mid-America sample responded affirmatively.

There is also some indication that the health ministries of the Adventist Church have less impact in Mid-America. A higher percentage of the respondents in the Mid-America sample said they did not know whether or not Adventist members live longer than the general population. Fewer have had personal contact with an Adventist hospital or heard of Adventist Church-related community health education programs.

Other differences displayed in the following tables are not statistically significant when the size of the Mid-America sample is taken into consideration. The sampling for this study was intended to provide a scientific cross-section of North American opinion, and not to provide the same level of reliability for any specific region of the U.S. or Canada studied alone.

Table 1
Have you heard or read about the Seventh-day Adventist Church?

	Mid-America Territory	North America
Yes	58%	53%
No	42%	47%

Table 2
Recognition of Various Adventist Ministries & Agencies

	Mid-America Territory	North America
Health education programs	10%	11%
ADRA	4%	6%
The Voice of Prophecy	21%	21%
It Is Written	12%	18%
Lifestyle Magazine	18%	18%
Breath of Life	13%	10%
Signs of the Times	25%	24%
Listen Magazine	12%	9%
Message Magazine	10%	8%
Liberty Magazine	8%	11%
Vibrant Life	4%	4%

Table 3

Have you personally or a relative every stayed in an Adventist hospital?

	Mid-America Territory	North America
Yes	4%	7%
No	96%	93%

Table 4

**Do you know an Adventist Church member where you work
or in your neighborhood?**

	Mid-America Territory	North America
Yes	23%	21%
No	69%	70%
Uncertain	8%	9%

Table 5

**Are the Adventist Church members you know
active in supporting community causes?**

	Mid-America Territory	North America
Don't know	79%	82%
Gave an answer	21%	18%

Table 6
**Are Adventist Church members supportive
of preserving the environment?**

	Mid-America Territory	North America
Yes	13%	15%
No	7%	5%
No idea	80%	80%

Table 7
Do Adventist Church members live longer than the general population?

	Mid-America Territory	North America
Yes	7%	5%
No	8%	16%
No idea	85%	79%

Table 8
Have you ever visited a Seventh-day Adventist church?

	Mid-America Territory	North America
Yes	15%	12%
No	79%	80%
Uncertain	9%	6%

Table 9
**Compared to people in other Protestant denominations,
 Adventist churches tend to have more**

	Mid-America Territory	North America
Young families	3%	3%
Empty nesters	1%	2%
Senior citizens	-	1%
A good mix of ages	11%	10%
Don't know	85%	84%
