

PlusLine Activity Analysis

June 4, 1999

Research Overview

During a six-month period of 1998 PlusLine callers were asked to answer questions that would help PlusLine administration and consultants know more about the kinds of people who call. It was hoped that this information could be used to:

1. Evaluate the effectiveness of PlusLine's services.
2. Profile the present caller group to see which categories of individuals use the PlusLine - and to what extent.
3. Determine the degree to which callers had various technologies (i.e. fax, Internet, etc.) available for their use.
4. Gather information that might be useful in future marketing.

Executive Summary

- a. There is strong appreciation for PlusLine's service. Better than nine of ten respondents (96%) rate the service as "Helpful" or "Very Helpful".
- b. PlusLine is known, and significantly used, by members throughout the North American Division. Better than four in ten calls originate east of the Mississippi, with less than one in four callers in this survey calling from within the Pacific Union Conference.
- c. Potential growth opportunities continue to exist. One in four surveys completed in this study were from "first time" callers.
- d. The preferred hours of PlusLine's operation are early in the day. This is especially true of those living in Eastern time zones.
- e. The most effective PlusLine "awareness tool" is an advertising brochure.
- f. A large percentage of members, especially those of minority ethnic groups, do not have access to computer technology. The "high-touch" option is still needed in our "high-tech" society.

1. Who called?

Total Sample: Forty-nine Conferences

Ethnic Breakdown: Asian 13 (4%), African-American 41 (13%),
Caucasian 213 (70%) Hispanic 27 (9%), Other 12 (4%)
Age Breakdown: 1965, 63 (20%), 1946-64, 142 (46%), 1930-45,
65 (21%), 1929-36 (11%)
Pastors: 68 (22%)
Denominationally employed: 109 (35%)
Church Officers: 199 (65%)

Three-hundred six (306) individuals self-identified to the following Unions and Conferences:

- Atlantic** 20 (6.5%) Greater New York (3), New Jersey (3), New York (4), Northeastern (6), Southern New England (3)
Ethnic Breakdown: Asian 0, African-American 8 (40%), Caucasian 8 (40%), Hispanic 3 (15%), Other 1 (5%)
Age Breakdown: 1965, 6 (30%), 1946-64, 10 (50%), 1930-45, 3 (15%), 1929, 1 (5%)
Pastors: 2 (10%)
Denominationally employed: 4 (20%)
Church Officers: 14 (70%)
- Canadian** 20 (6.5%) Alberta (4), British Columbia (4), Ontario (4), Manitoba/Sas. (5), Maritime (2), Quebec (1)
Ethnic Breakdown: Asian 2 (10%), African-American 3 (15%), Caucasian 15 (75%), Hispanic 0, Other 0
Age Breakdown: 1965, 1 (5%), 1946-64, 15 (75%), 1930-45, 3 (15%), 1929, 1 (5%)
Pastors: 8 (40%)
Denominationally employed: 9 (45%)
Church Officers: 16 (80%)
- Columbia** 37 (12%) Al. East (2), Al. West (2), Chesapeake (2), Mt. View (3), N. Jersey (1), Ohio (10), Penn. (9), Potomac (7), Upper Columbia (1) - Obviously the respondent didn't know which conference they were in.
Ethnic Breakdown: Asian 2 (5%), African-American 6 (16%), Caucasian 26 (70%), Hispanic 4 (8%), Other 0
Age Breakdown: 1965, 8 (21%), 1946-64, 18 (48%), 1930-45, 10 (27%), 1929, 1 (2%)
Pastors: 13 (35%)
Denominationally employed: 15 (40%)
Church Officers: 26 (70%)
- Lake** 23 (7.5%) Lake Region (8), Ill. (5), Indiana (4)
Ethnic Breakdown: Asian 0, African-American 8 (34%), Caucasian 13 (56%), Hispanic 1 (4%), Other 1 (4%)
Age Breakdown: 1965, 4 (17%), 1946-64, 9 (39%), 1930-45, 8 (34%), 1929, 2 (8%)
Pastors: 3 (13%)
Denominationally employed: 6 (26%)
Church Officers: 14 (60%)
- Mid-America** 23 (7.5%) Al. East ((1), Ark/La. (1), Dakota (7), Iowa/Mo. (4), Kans/Neb. (3), Minn. (3), Rocky Mt. (4)
Ethnic Breakdown: Asian 0, African-American 0, Caucasian 22 (95%), Hispanic 1 (4%), Other 0
Age Breakdown: 1965, 5 (21%), 1946-64, 11 (47%), 1930-45, 5 (21%), 1929, 2 (8%)

Pastors: 5 (21%)
Denominationally employed: 10 (43%)
Church Officers: 13 (56%)

North Pacific 32 (10.4%) Alaska (6), Idaho (4), Oregon (8), Washington (9), Upper Columbia (4)
Ethnic Breakdown: Asian 0, African-American 2 (6%), Caucasian 28 (87%), Hispanic 2 (6%), Other 0
Age Breakdown: 1965, 7 (21%), 1946-64, 15 (46%), 1930-45, 7 (21%), 1929, 3 (9)
Pastors: 6 (18%)
Denominationally employed: 12 (37%)
Church Officers: 20 (62%)

Pacific 76 (24.8%) Arizona (3), Central CA. (14), Hawaii (2), Nevada/Utah (4), North. CA (18), South. CA (20), Southeast. CA. (14)
Ethnic Breakdown: Asian 8 (10%), African-American 3 (3%), Caucasian 50 (65%), Hispanic 9 (11%), Other 6 (7%)
Age Breakdown: 1965, 17 (22%), 1946-64, 25 (32%), 1930-45, 16 (21%), 1929, 18 (23%)
Pastors: 17 (22%)
Denominationally employed: 27 (35%)

Southern 57 (18.6%) Carolina (8), Florida (10), Georgia/Cum (20), Gulf States (3), Ken/Tenn. (3), South Atlantic (4), Southeast (2).
Ethnic Breakdown: Asian 0, African-American 11 (19%), Caucasian 39 (68%), Hispanic 3 (5%), Other 4 (7%)
Age Breakdown: 1965, 11 (19%), 1946-64, 30 (53%), 1930-45, 10 (17%), 1929, 6 (10%)
Pastors: 9 (15%)
Denominationally employed: 18 (31%)
Church Officers: 43 (75%)

Southwestern 18 (6%) Arkansas/La (3, Oklahoma (1), Texas (9), Texico (5)
Ethnic Breakdown: Asian 1 (5%), African-American 0, Caucasian 12 (66%), Hispanic 5 (27%), Other 0
Age Breakdown: 1965, 4 (22%), 1946-64, 9 (50%), 1930-45, 3 (16%), 1929, 2 (11%)
Pastors: 5 (27%)
Denominationally employed: 8 (44%)
Church Officers: 12 (66%)

2. How did they learn about PlusLine?

From an Advertising Brochure:	97	30%
From my Union Paper:	58	19%
From a different Church publication.	46	15%
A Church leader told me about it.	41	13%
The Pastor told me about it.	22	7%
A friend told me about it.	22	7%
From the church bulletin.	21	7%

From the Internet. 6 2%

Asian respondents were more likely to say they learned of PlusLine through their Union paper. Most Asian respondents were from the Pacific Union.

Hispanic respondents were 10% more likely than the norm to have learned about PlusLine from an Advertising brochure.

Baby Boomers were three times more likely than the norm to learn about PlusLine from a friend. *

3. For how long had they known about PlusLine?

More than a year	152	50%
Six months to a year	42	14%
Three to six months	32	10%
Just recently	80	26%

Better than one in three African-Americans report learning about PlusLine "Just recently" (36%). Half (50%) indicate they had known about PlusLine for less than six months.

More than half (56%) of Asians in this study had known about PlusLine less than six months.

Hispanics were slightly above the norm with only 29% reporting "less than six month" knowledge of PlusLine.

Callers from the Pacific Union were much more likely to report a "longer term" knowledge of PlusLine with sixty-nine percent (69%) having knowledge of the PlusLine service for greater than one year.

4. How many were "First-time" callers as opposed to "Regulars"?

This is my first call	70	22%
Called once before	55	18%
I've called two to four times	88	29%
Called five or more times	93	30%

Nearly one in three African American callers (30%) was a "First time" caller. The same numbers are true for Asian respondents.

Baby Boomers are the most frequent users of PlusLine. Fifty-eight percent (58%) reported calling more than five times. *

5. Did they call for "personal" or "church-related" purposes?

Personal	128	41%
Church-related	178	58%

MINISTRY
OFFICER RELATED

All ethnic and age groups were within the norms with the exception of the Generation X group who were more likely (52%) to call for "Personal" reasons.

6. What were they calling about?

Phone numbers/Addresses	105	34%
Materials and Resources	103	34%
Information	51	17%
Media	25	8%
Seminars and events	20	6%
Crisis and emergencies	2	

African American respondents were less likely (29%) to call for help with materials and resources, yet twice as likely (13%) to call for seminars and events.

Asian respondents were more likely (50%) to call for Phone Numbers and Addresses. None (0%) of the Asian respondents called for Seminar and/or Event information.

Caucasians were more likely than any (58%) to call for help regarding Materials and Resources.

The oldest age group was more likely than the norm, (23%), to call for General Information.

7. In which areas of Church life are they most involved?

Leadership	68	22%
Children's Ministry	34	11%
Adult Sabbath School	29	9%
Evangelism	29	9%
Youth/Young Adults	21	6%
Women's Ministry	16	5%
Health Ministry	12	3%
Community Service	5	1%
Treasury	4	
Small Groups	3	
Men's Ministry	1	
Singles Ministry	1	
Stewardship	1	
Religious Liberty	0	

One in four respondents (26%) indicated they were not involved in any of the above ministry areas. That number increases to 46% of Asian callers.

Half (50%) of those who indicated an involvement in Health ministry were African Americans.

8. What "technologies" are available to them?

Fax Machine	198	65%
E-mail	179	58%
Internet	157	51%
None of the above	73	24%

Hispanic respondents were most likely (28%) to answer, "None of the above". Better than one-third said they do not have email (34%) or Internet (37%) access. Other ethnic group percentages answering, "None of the above" are: Asians – twenty-three percent (23%), Caucasians – sixteen percent (16%), and African Americans (11%). It should be noted that this last figure is largely based on the availability of Fax machines as opposed to email (44%) and Internet (44%) availability.

9. Are they aware that PlusLine is available on the Internet?

Yes	110	35%
No	196	64%

African American and Asian respondents were slightly less likely (31%) to be aware of this fact than Hispanic (48%) and Caucasian (36%) respondents.

10. How many that knew of the Internet web site had visited it?

Have visited	23	21%
Have not visited	87	79%

None of the Hispanic respondents knowing of Internet PlusLine availability had accessed the web site. Other ethnic group usage: African American – thirty-eight percent (38%), Asian – twenty-three percent (23%), and Caucasian – nineteen percent (19%).

Though one in three (33%) of the oldest age group (G1) had knowledge of Internet PlusLine availability, none had accessed it. Other age category usage: Silent Generation – seventeen percent (17%), Baby Boomer – twenty-nine percent (29%), and Gen X – nine percent (9%).

11. What calling times are most preferred?

8 a.m. – 10 a.m.	118	39%
10 a.m. – Noon	94	31%
Noon - 3 p.m.	43	14%
3 p.m. – 5 p.m.	51	16%

African Americans indicate they most prefer the first (36%) and last (36%) time slots while Asians like the hours between noon and 3 p.m. (30%). Most Hispanics (80%) like to call before noon.

Of all Union territories the Atlantic and Columbia Unions most preferred to call during the early morning.

12. Well, how are we doing? How helpful is the PlusLine service?

Very Helpful	254	83%
Helpful	40	13%
Somewhat helpful	4	1%
Not very helpful	8	3%

Asian and Hispanic respondents were the most satisfied caller groups. No Asian or Hispanic respondent indicated a rating below "Helpful". Ninety-six percent (96%) of Hispanics answered "Very helpful". The most satisfied age category was the oldest (G.I.). Respondents in that age group answered "Helpful" or "Very helpful" in every instance.

When compared to the other ethnic and age categories African American callers found PlusLine service least helpful. African Americans were less likely (73%) to answer "Very helpful" and three times (9%) more likely than the norm to answer "Not very helpful."

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