

20 March 1995

Elder M O Sahlin  
Assist. to President  
North American Division  
12501 Old Columbia Pike  
SILVER SPRINGS MD 20904-6600

Seventh-day Adventist Church  
Western Australian Conference  
PO Box 134  
44-60 Station Street  
Gosnells, WA 6110, Australia  
Telephone: (09) 398 7222

Cables: "Adventist," Perth  
Facsimile: (09) 398 5164

Dear Elder Sahlin

**RE: ADVENTIST REVIEW ARTICLE:  
"WHAT DOES THE PUBLIC THINK OF US" (FEBRUARY 1995)**

The Officers of the Western Australian Conference read the above article with a great deal of interest. This Conference in April 1994, undertook a similar survey using a commercial research organisation. Though the questions used were obviously different, we were somewhat surprised to note the similarity of the results (and less than happy to know that the situation in Western Australia is no different to America).

Truly for God's remnant church, this is a terrible indictment. The battle to share God's love, from the unique Adventist perspective is made harder by our lack of a creditable public image.

We are enclosing an "original" copy of our Survey report. Knowing that credible surveys within the church are rather scarce, we have had additional copies prepared and have been selling them for \$AUST 100 each and putting the gain into our following advertising fund. Please do not feel under any obligation to pay for this copy.

In a bid to address the lack of knowledge revealed by the survey, an advertising program was planned and the church members challenged to fund the campaign.

The plan was to place a special kind of advertisement in the printed media every month for 12 months then redo the survey to measure any change in public knowledge. We intended to use a colour TV magazine (on the basis that it "lived" in homes for a full week and was frequently spot read during TV advertisements) every second month, and local community newspapers on the alternative months and Sunday Times circulation of 475,000 to potential 600,000 homes.

As our advertisements were designed as educational rather than sales and bearing in mind that in Australia the secular mind asks more about what is done (practise) than what is believed (theory) we opted for a highly visual informational format. It was designed to lay a foundation of fact and build a positive image to allow for a more ready reception by others of the personal and corporate work and witness of the church members. At the same time we saw it as a positive opportunity to raise the self image of church members.

I wish I could report that the church members responded and give the \$150,000 projected cost. The church and members gave in excess of \$55,000. With this money we have had 4 insertions in the colour TV magazine one in the local community newspapers and one country newspaper special edition.

Funds are still coming in and we are seeking assistance from Global Mission Funds to complete the project, but this is looking less and less likely. We are reluctant to re-do the survey with such a truncated program as the advertising style requires long term for maximum impact.

At the last minute we added to the advertisement a response coupon. The response from these coupons has been a little icing on the cake. Below is the coupon response information:

**STATISTICS**

Number of Coupons returned	257
<u>Information Requests Received</u>	
Nutrition Education Service	128
School System	29
Camp Logue Brook	42
Lifestyle Seminars	7
Adventist Development and Relief Agency	19
Bible Seminars and Videos	31
Seventh-day Adventist Beliefs	74
Bible Correspondence Courses	39
Home Health Education Service	53
Christian Services for Blind and Hearing Impaired	11
Quit Now	115
Adventist Retirement Villages	<u>43</u>
	<b>591</b>

Upon receipt of a coupon, a form letter, individually addressed together with various brochures is despatched. In addition, interests in Nutrition Education Service, Home Health Education Service and Quit Now are referred to coordinators of these programs.

Respondents requesting Seventh-day Adventist Beliefs are given the book "Seventh-day Adventists Believe. . . . . ." We have had a couple returned but anecdotal evidence suggests that the book is well received. There has been one baptism and evidence of attendance at church as a result of the advertising.

It must be stressed that the primary aim is education and that will only be measured by re-surveying and comparing with the initial survey.

We are also enclosing a copy of the advertisement as well as the whole TV magazine so you can see our strategy.

We would be interested in your comments. We would also welcome any information you are able to share with us on other strategies local churches, Conference, Union and Division are using to respond to the reality these surveys have highlighted.

Sincerely for a finished work,



Kenneth L Vogel  
President



The Marketing Centre Pty Ltd

A.C.N. 009 081 261

**AWARENESS, IMAGE AND  
POSITIONING OF THE  
SEVENTH-DAY ADVENTIST  
CHURCH VIS-A-VIS OTHER  
CHURCH ORGANISATIONS**

**~ STAGE I ~**

**BENCHMARK STUDY**

*Prepared On Behalf Of:*  
**SEVENTH-DAY ADVENTIST CHURCH**

*By:*  
**THE MARKETING CENTRE**

**30 May 1994**

**C O P Y I N G   O F   T H I S  
D O C U M E N T  
A N D   P A R T S   T H E R E O F**

**This research report has been paid for by members of the Seventh-day Adventist Church in Western Australia through donations given specifically to a public advertising project.**

**Therefore we ask that no-one photocopy or copy by any other means this report or parts thereof without first sending a royalty of \$10 for every copy made to :**

**WA Conference Office  
Attention: Pastor K L Vogel  
PO Box 134  
GOSNELLS WA 6110**

**Such monies will be put straight into the public advertising project that is aimed at responding to the results of this research.**

**p.s.**

**We understand that anyone having purchased an original copy or paid a royalty for a photocopy would be able to reasonably use this for educational purposes such as the making of overhead transparencies but not passing on of copies to others without first paying a royalty for those copies.**

**CONTENTS**

**Page No.**

1.0 INTRODUCTION..... i

2.0 OBJECTIVES.....ii

3.0 RESEARCH APPROACH .....iii

4.0 EXECUTIVE SUMMARY .....iv

    4.1 *Summary of Key Findings* .....iv

    4.2 *Conclusions And Areas For Consideration*.....vi

**DETAILED FINDINGS**

1.0 AWARENESS AND INVOLVEMENT WITH CHURCH ORGANISATIONS .....1

    1.1 *Spontaneous And Prompted Awareness Of Church Organisations* .....1

    1.2 *Involvement With Church Organisations* .....3

2.0 IMAGE AND POSITIONING OF THE SEVENTH-DAY ADVENTIST CHURCH AND OTHER CHURCH ORGANISATIONS .....4

    2.1 *Perceptual Map Based On The Total Sample* .....5

    2.2 *Factors Associated With The Seventh-day Adventist Church* .....6

3.0 AWARENESS OF THE SERVICES PROVIDED BY THE SEVENTH-DAY ADVENTIST CHURCH .....8

4.0 SERVICES THE SEVENTH-DAY ADVENTIST CHURCH COULD PROVIDE AS AN ENCOURAGEMENT TO ATTEND CHURCH .....9

5.0 SUGGESTED IMPROVEMENTS WHICH COULD BE MADE WITHIN THE SEVENTH-DAY ADVENTIST CHURCH ..... 10

6.0 DEMOGRAPHIC PROFILE OF THE SAMPLE..... 11

---

---

## 1.0 INTRODUCTION

In recent years church organisations have begun to play a less active role in people's lives. This is reflected in that only a small proportion of the Australian community regularly attend church services.

In addition to this, it is believed that the general public does not have a thorough understanding of the Seventh-day Adventist Church, and its role within the community. Consequently, the perception exists that the Seventh-day Adventist Church is confused with other church organisations, eg, Jehovah's Witnesses.

The desire to correct the misconceptions the general public holds about the Seventh-day Adventist Church and to increase the relevance the Church has in people's lives, motivated the Seventh-day Adventist Church to undertake a research study to provide valuable input into its advertising and public relations campaign, which is planned for mid 1994.

To this end, The Marketing Centre was commissioned to undertake a two-staged research study which addressed awareness and perceptions of church organisations and identified factors important to the community in selecting a church.

The research is in two inter-linked stages. The first being conducted prior to the advertising and public relations campaign and the second undertaken subsequently to the completion of the campaign. The second stage results would be compared with stage one, ie, the benchmark study, in order to measure any movement in perceptions.

This report documents the results of the first stage of the research conducted.



---

---

## 2.0 OBJECTIVES

The strategic objectives of the research study were:

***'To assist the Seventh-day Adventist Church in determining the content of its proposed advertising and public relations campaign so that the Organisation can move towards its desired positioning in the market.'***

***'To develop a benchmark against which public perceptions, after the advertising and public relations campaign, can be compared.'***

In order to achieve these strategic objectives, the following informational objectives needed to be met:

- ◇ To quantify the general public's awareness of the Seventh-day Adventist Church, vis-a-vis other church organisations.
- ◇ To understand the general public's perceptions of the Seventh-day Adventist Church, vis-a-vis other (specified) church organisations.
- ◇ To reveal those misconceptions about the Seventh-day Adventist Church which the general public hold.
- ◇ To identify possible improvements to the services provided by the Seventh-day Adventist Church.



### 3.0 RESEARCH APPROACH

The research approach elected was that of a telephone survey.

In total, 300 interviews were undertaken with a representative sample of the general public, covering both the Perth metropolitan and country areas. The country is defined as the area between Geraldton, Kalgoorlie and Esperance.

Furthermore the sample size for the geographical areas were as follows:

	SAMPLE SIZE
Peter Metropolitan area	200
Country (ie, the area between Geraldton, Kalgoorlie and Esperance)	100

All interviews were conducted between Friday 29 April 1994 and Saturday 30 April 1994.

Each interview took approximately ten minutes to complete.

A copy of the questionnaire is appended to this report.





## 4.0 EXECUTIVE SUMMARY

The Seventh-day Adventist Church recently commissioned The Marketing Centre to conduct a pre and post advertising awareness, image and positioning study.

The first stage of the study has now been completed with the aim of providing the Church with information which will assist them in the development of its advertising and public relations campaign which is scheduled for mid-1994.

In total 300 telephone interviews were undertaken with 200 interviews being conducted in the Perth metropolitan region and 100 interviews undertaken in the country covering the area within the Geraldton, Kalgoorlie and Esperance boundary.

All interviews were conducted between Friday 29 April 1994 and Saturday 30 April 1994.

### 4.1 SUMMARY OF KEY FINDINGS

- ◇ The Seventh-day Adventist Church suffers from low 'top-of-mind' awareness within the community (25.0%), but enjoys a good prompted recall level (89.3%).  
Awareness of the Seventh-day Adventist Church is at a similar level to that of Jehovah's Witnesses, the Baptist Church and the Mormons.
- ◇ The Seventh-day Adventist Church is positioned in the market between two key groups, with these being:
  - Uniting and Catholic Churches;
  - Mormons and Jehovah's Witnesses.

The first group, ie, the Uniting and Catholic Churches, would seem to be more 'accepted' in the market and the Mormon's and Jehovah's Witnesses the exact opposite.

Furthermore, the Seventh-day Adventist Church is perceived to be, along with the Uniting Church, albeit to a far lesser extent, modern, ie, a church for the 1990's.

The Seventh-day Adventist Church is also perceived to:

- Care about people;
- Be open to everyone;
- Be approachable.

## 4.1 Continued

- ✧ Reflecting on this relatively weak position in the market is the fact that the community is largely ignorant as to what services the Seventh-day Adventist Church provides.

The highest (prompted) recalled services were:

- Youth work, ie, youth camps and Pathfinders (45.3%).
- Schools (primary and secondary/college) (39.0%).
- Sanitarium Health Food Company (38.7%).
- Counselling services (37.3%).

Furthermore, 17.3% of the sample perceived the Seventh-day Adventist Church to be over-zealous and pushy with its ideas and 10.0% related the Church organisation with being 'door-knocking nuisances'.

- ✧ Those services and activities the general community sought in a church organisation largely comprised;
  - Services and activities appropriate for different age groups (43.3%).
  - Family activities (39.3%).
  - Discussions of current issues (37.0%).



---

## 4.2 CONCLUSIONS AND AREAS FOR CONSIDERATION

The following points can be concluded from the research study undertaken and should be considered by the Seventh-day Adventist Church.

- ✧ The Seventh-day Adventist Church does not hold a strong position in the community relative to other church organisations, particularly the Uniting and Catholic Churches.
- ✧ The Church is clearly positioned in the community between the following two groups:
  - Uniting and Catholic Churches;
  - Mormons and Jehovah's Witnesses.

This should be used as a benefit in the advertising and public relations campaign as it indicates a degree of differentiation - particularly from the Mormons and Jehovah's Witnesses.

- ✧ There is very little awareness of the services the Seventh-day Adventist Church provides and as such, this should be an area for inclusion in the proposed advertising and public relations campaign in order to educate the general public.
- ✧ The Seventh-day Adventist Church should consider undertaking and promoting the following, if it is to increase its number of members:
  - Services and activities appropriate for different age groups;
  - Family activities;
  - Discussions of current topics.



# DETAILED FINDINGS

**SPONTANEOUS AND PROMPTED AWARENESS OF CHURCH ORGANISATIONS**

	TOTAL SAMPLE	
	Spontaneous Awareness (300) (%)	Prompted Awareness (300) (%)
Catholic Church	67.0	98.0
Anglican Church	56.3	96.3
Uniting Church/Methodist/Presbyterian	43.7	91.0
Jehovah's Witness	28.7	95.3
<b>Seventh-day Adventist Church</b>	<b>25.0</b>	<b>89.3</b>
Baptist Church	24.0	87.7
Mormons	21.0	90.0
Church of Christ	15.3	76.7
Salvation Army	11.7	-
Muslim	5.3	-
Lutheran	4.3	-
Jewish	3.0	-
Potters House	2.7	-
Buddhism	2.7	-
Pentecostal	6.0	-
St Vincent de Paul	6.0	-
Other	19.0	3.0
None	9.7	56.3
<i>Other: all mentioned by less than 2.0%</i>		



---

---

<b>1.0 AWARENESS AND INVOLVEMENT WITH CHURCH ORGANISATIONS</b>
--

**1.1 SPONTANEOUS AND PROMPTED AWARENESS OF CHURCH ORGANISATIONS**

The Catholic Church gained the highest spontaneous awareness level (67.0%). This was followed by the Anglican Church with 56.3% and the Uniting Church/Methodist/ Presbyterian with 43.7%.

The Seventh-day Adventist Church reached a reasonable spontaneous awareness level - 25.0%. This being on a par with:

- Jehovah's Witnesses (28.7%).
- Baptist Church (24.0%).
- Mormons (21.0%).

Prompted awareness levels of all church organisations was high, particularly for:

- Catholic Church (98.0%).
- Anglican Church (96.3%).
- Jehovah's Witnesses (95.3%).
- Uniting Church/Methodist/Presbyterian (91.0%).
- Mormons (90.0%).
- **Seventh-day Adventist Church (89.3%).**
- Baptist Church (87.7%).

However, only 28.0% of those respondents who recalled the Seventh-day Adventist Church when prompted also had 'top-of-mind' (spontaneous) awareness of the Organisation.

In comparison, this percentage was higher for the Catholic Church (68.4%), the Anglican Church (58.4%) and the Uniting Church/Methodist/Presbyterian (48.0%). (Please refer to the chart overleaf).

---

**Q.2** *Which church organisation/s, if any, are you aware of? (Spontaneous response).*

**Q.3** *...And which of these church organisation/s I am about to read out are you aware of? (Prompted response).*

---

---

**THE PROPORTION OF RESPONDENTS WHO WHEN PROMPTED WERE AWARE OF ONE OR MORE CHURCH ORGANISATIONS AND WHO WERE AWARE OF THESE SPONTANEOUSLY**

	<b>TOTAL SAMPLE (300) %</b>
Catholic Church	68.4
Anglican Church	58.4
Uniting Church/Methodist/Presbyterian	48.0
Jehovah's Witnesses	30.1
Seventh-day Adventist Church	28.0
Baptist Church	27.4
Mormons	23.3
Church of Christ	19.9

## 1.0 Continued

All age groups had high prompted awareness levels of the different church organisations. However, those respondents aged between 16 and 24 years were noticeably *less* likely than their older counterparts to be aware (when prompted) of the following church organisations:

- Church of Christ (62.8% prompted [18.6% spontaneous]).
- **Seventh-day Adventist Church (72.1% prompted [14.0% spontaneous]).**
- Uniting Church/Methodist/Presbyterian (74.4% prompted [16.3% spontaneous]).
- Mormons (79.1% prompted [20.9% spontaneous]).

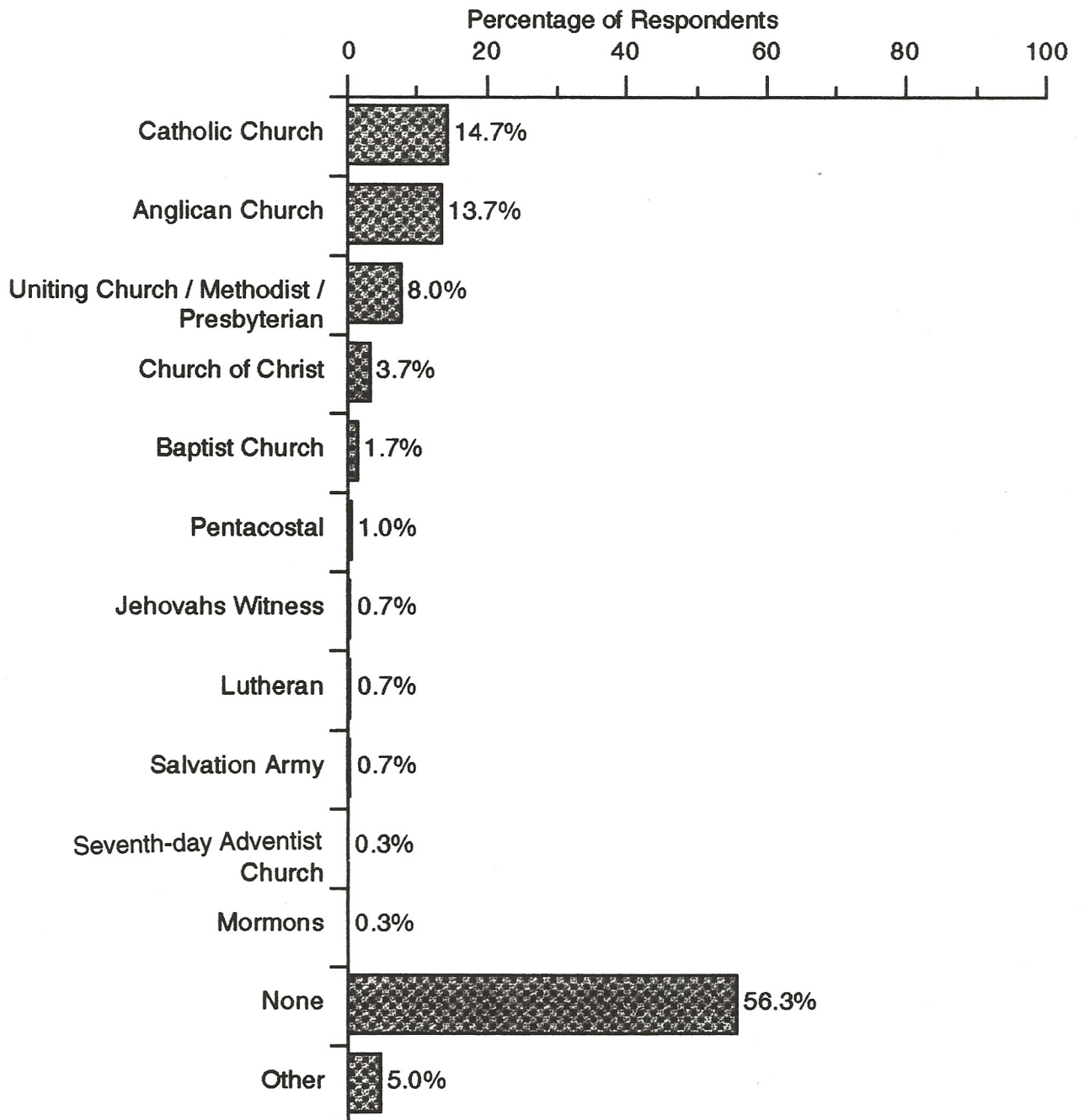
No significant variations in awareness levels were revealed when analysed by geographical location (ie, metropolitan and country regions).

PROMPTED AWARENESS	AGE GROUP				
	16-24 Years (43) %	25-34 Years (60) %	35-44 Years (81) %	45-54 Years (48) %	55+ Years (68) %
Catholic Church	97.7	98.3	98.8	95.8	98.5
Anglican Church	97.7	96.7	95.1	95.8	97.1
Uniting Church/Methodist/ Presbyterian	74.4	95.0	91.4	95.8	94.1
Jehovah's Witness	97.7	96.7	93.8	93.8	95.6
Seventh-day Adventist Church	72.1	95.0	90.1	91.7	92.6
Baptist Church	79.1	95.0	85.2	91.7	86.8
Mormons	79.1	90.0	92.6	95.8	89.7
Church of Christ	62.8	75.0	77.8	79.2	83.8



## INVOLVEMENT WITH CHURCH ORGANISATIONS

Base : 300





---

## 1.2 INVOLVEMENT WITH CHURCH ORGANISATIONS

Generally speaking, involvement with church organisations was minimal. Indeed, the majority of respondents were not involved with any church (56.3%). However, concerning those who were involved the most common churches mentioned were the:

- Catholic Church (14.7%).
- Anglican Church (13.7%).
- Uniting Church/Methodist/Presbyterian (8.0%).

No significant differences were apparent when analysed by demographics.



---

***Q.4 Which church/es, if any, are you involved with?***



---

---

## 2.0 IMAGE AND POSITIONING OF THE SEVENTH-DAY ADVENTIST CHURCH AND OTHER CHURCH ORGANISATIONS

The image and positioning of the Seventh-day Adventist Church relative to other church organisations was analysed by using correspondence analysis and subsequently portraying this on a perceptual map. This form of analysis provides a clear understanding of the position of the Seventh-day Adventist Church, vis-a-vis other church organisations in the community.

Five church organisations were included in the perceptual mapping exercise and these were:

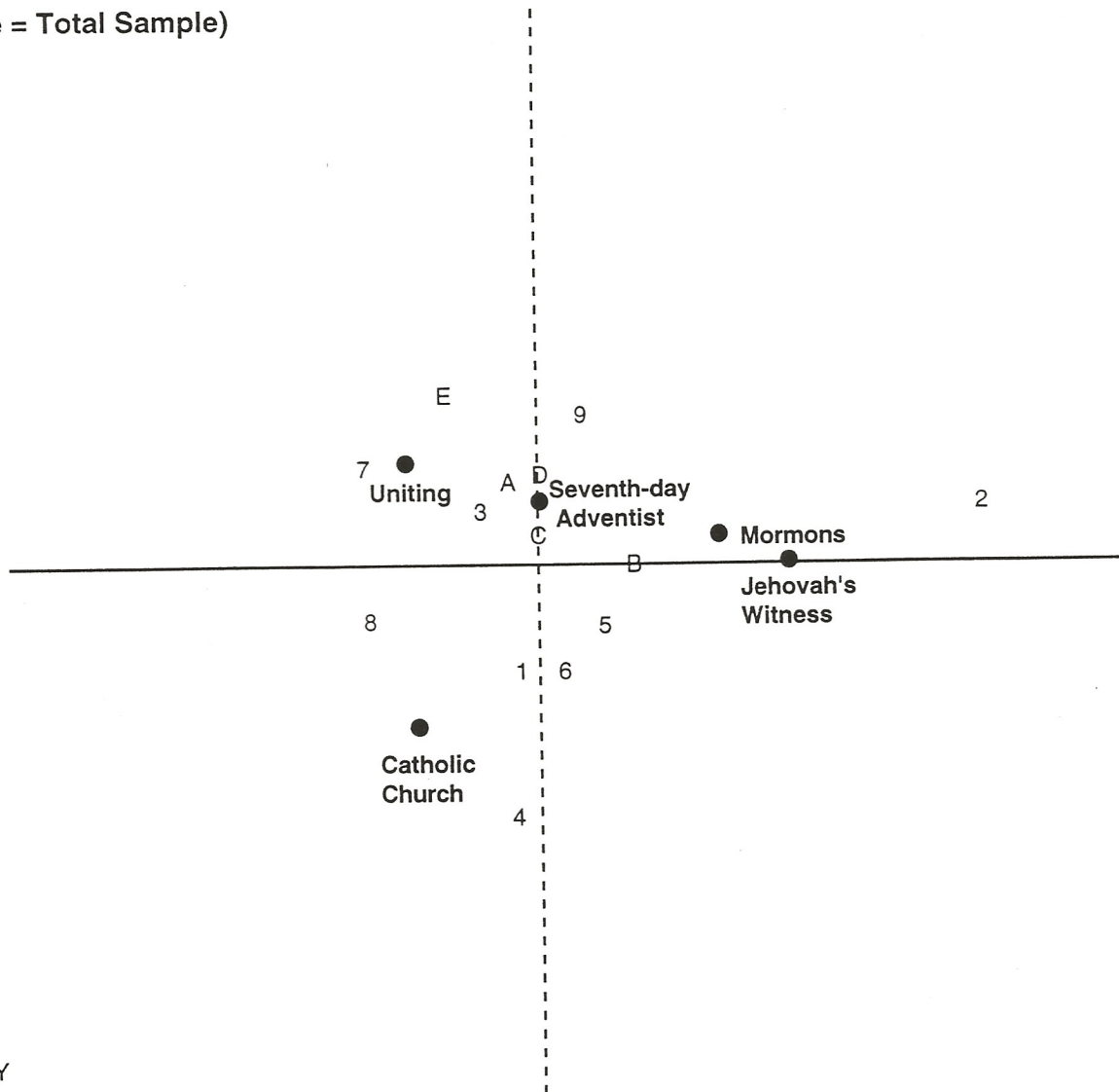
- Uniting Church;
- Catholic Church;
- Seventh-day Adventist Church;
- Mormons;
- Jehovah's Witnesses.

The image and positioning statements used for the perceptual map were as follows:

- Is well known in the community;
- Push their religion upon others;
- Are fun loving people;
- Is old fashioned;
- Believe they are better than everyone else;
- Is a world-wide organisation;
- Is a church for the 1990's;
- Its teachings are based on the standard Christian bible;
- Cares about people;
- Is approachable;
- Is after my money;
- Is active in the community;
- Is open to everyone;
- Perceives men and women as equals.

# IMAGE AND PERCEPTIONS OF THE SEVENTH-DAY ADVENTIST CHURCH VIS-A-VIS OTHER ORGANISATIONS (PERCEPTUAL MAP)

(Base = Total Sample)



## KEY

- 1 Is well known in the community.
- 2 Push their religion upon others.
- 3 Are fun loving.
- 4 Is old fashioned
- 5 Believe they are better than everyone else.
- 6 Is a world wide organisation.
- 7 Is a church for the 1990's.
- 8 Its teachings based on the standard Christian bible.
- 9 Cares about people.
- A Is approachable.
- B Is after my money.
- C Is active in the community.
- D Is open to everyone.
- E Perceives men and women as equal.

## 2.1 PERCEPTUAL MAP BASED ON THE TOTAL SAMPLE

The perceptual map opposite reveals that the Seventh-day Adventist Church does not hold strong perceptions in the community relative to the other church organisations researched. It does, however, have the perception that it:

- Cares about people;
- Is open to everyone.

Basically, the map indicates that the Uniting and Catholic Churches are more 'accepted' than the other church organisations, particularly the Jehovah's Witnesses and the Mormons. However, there is a clear difference between the Uniting Church and the Catholic Church. Specifically, whilst the Catholic Church is viewed as being:

- Old fashioned;
- Well known in the community;

the Uniting Church is perceived to be more modern, ie:

- Fun loving;
- A church for the 1990's;
- Approachable;
- Open to everyone.

In contrast to the perceptions of both the Uniting and Catholic Churches, the Mormons and Jehovah's Witnesses are perceived very differently. Specifically:

- After my money (particularly Jehovah's Witnesses);
- Pushy (particularly Mormons);
- Believe they are better than everyone else (particularly the Jehovah's Witnesses).

Within these two extremes, ie, between the Uniting and Catholic Churches and the Mormons and Jehovah's Witnesses, lies the Seventh-day Adventist Church. This organisation furthermore, lies within the more modern area (along with the Uniting Church and to a lesser extent, the Mormons).

When a perceptual map is developed for the different age groups very little differences are apparent.

**POSITIVE FACTORS ASSOCIATED WITH THE SEVENTH-DAY  
ADVENTIST CHURCH**

	<b>TOTAL SAMPLE (300) %</b>
Provide care/assistance to community followers	9.0
Healthy life style/health foods/vegetarian	9.0
Friendly/straight/comforting/sincere people	8.7
Dedicated followers/enjoy their communal activities	7.7
Moral fibre/family aspect orientation	5.0
Saturday is their Sabbath day	4.3
Active missionary work/aid	3.0
Good sellers of their religion	1.3
Youth projects/groups	0.7
None	38.3
<i>Others: all mentioned by less than 0.5%</i>	

---

---

## 2.2 FACTORS ASSOCIATED WITH THE SEVENTH-DAY ADVENTIST CHURCH

### 2.2.1 POSITIVE FACTORS ASSOCIATED WITH THE SEVENTH-DAY ADVENTIST CHURCH

Whilst 38.3% of the sample could not provide any positive feedback concerning the Seventh-day Adventist Church, concerning those who did, their responses were far-reaching. The most commonly recalled positive factors were:

- Provision of care/assistance to community followers (9.0%).
- Healthy life style/health foods/vegetarian (9.0%).
- Friendly/straight/comforting/sincere people (8.7%).
- Dedicated followers/enjoy their communal activities (7.7%).

In total, 4.3% spontaneously recalled that the Seventh-day Adventist Church has Saturday as their Sabbath day.

---

---

*Q.6A What positive factors come to mind when you think of the Seventh-day Adventist Church?*

---

---

**NEGATIVE FACTORS ASSOCIATED WITH THE SEVENTH-DAY  
ADVENTIST CHURCH**

	<b>TOTAL SAMPLE (300) %</b>
Over zealous/pushy with their ideas	17.3
Dislike their door knocking/nuisances	10.0
Limited in scope and outlook/focused strictly on the Bible	7.0
Cliquey/self righteous/insular assistance	6.3
Disrupt families/try to over influence members' lives	5.0
They don't work on Saturdays/Sabbath Saturday	3.3
False doctrine/hypocrites/prey on gullible	2.7
The Chamberlains	2.7
Medical outlook and beliefs are very negative	2.7
Have to contribute percentage of their income to the Church	2.7
Preach Old Testament/no Christmas or Easter	2.3
Negative publicity/weird cult	2.3
Eating beliefs/they don't look well	2.0
Won't go to war/defend themselves	0.7
None	28.3
Other	1.0
Don't know	22.3





---

---

### 2.2.2 NEGATIVE FACTORS ASSOCIATED WITH THE SEVENTH-DAY ADVENTIST CHURCH

Negative factors which were most likely to be associated with the Seventh-day Adventist Church consisted of the Organisation being perceived to be:

- Over zealous and pushy with their ideas (17.3%).
- Door knocking nuisances (10.0%).

These results show a lack of public awareness of the Seventh-day Adventist Church.



---

---

*Q.6B ...And what negative factors come to mind when you think of the Seventh-day Adventist Church?*

---

---

**AWARENESS OF SERVICES PROVIDED BY THE SEVENTH-DAY  
ADVENTIST CHURCH**

	TOTAL SAMPLE	
	Spontaneous Awareness (300) (%)	Prompted Awareness (300) (%)
Counselling services	5.0	37.3
Youth work, i.e. youth camps and Pathfinders	5.0	45.3
Saturday services	4.7	48.7
Provision of overseas aid programmes	3.3	27.3
Schools (primary and secondary/college)	3.3	39.0
Provision of food parcels to the poor	3.3	24.3
Sanitarium Health Food Company	3.0	38.7
Health education	3.0	18.7
Clothing for distribution to the poor	1.7	28.7
Quit smoking campaign	1.7	18.3
Aged care (e.g. retirement villages and nursing homes)	1.7	32.0
Hospitals	1.7	18.7
ADRA	1.3	5.3
Furniture distribution to the poor	0.3	18.3
Quality books and literature	-	25.7
Help for migrants	-	8.7
Other	6.0	0.7
Don't know	74.3	18.7
<i>Other: all mentioned by less than 1.0%</i>		



### 3.0 AWARENESS OF THE SERVICES PROVIDED BY THE SEVENTH-DAY ADVENTIST CHURCH

Spontaneous awareness of the services provided by the Seventh-day Adventist Church was extremely low. Approximately three-quarters of the sample - 74.3% - claimed they were unaware of any services offered by the Seventh-day Adventist Church.

However, concerning those respondents who were aware of what the Seventh-day Adventist Church provided, they were most likely to recall the following spontaneously:

- Counselling services (5.0%).
- Youth work, i.e. youth camps and Pathfinders (5.0%).
- Saturday services (4.7%).
- Provision of overseas aid programmes (3.3%).
- Schools (primary and secondary/college) (3.3%).

Prompted recall of the services provided by the Seventh-day Adventist Church were reasonable. However, none of the services mentioned possessed outstanding prompted awareness levels, with the highest being for Saturday services - 48.7%. This service was followed by:

- Youth work, i.e. youth camps and Pathfinders (45.3%).
- Schools (primary and secondary/college) (39.0%).
- Sanitarium Health Food Company (38.7%).
- Counselling services (37.3%).

This indicates that the general public possesses only a small amount of knowledge about the Seventh-day Adventist Church and the services it provides.

In addition to this, females were more likely than their male counterparts to be aware of the services offered by the Seventh-day Adventist Church. Furthermore, younger respondents, i.e. under 35 years of age, were least likely to be aware of Saturday services, the Sanitarium Health Food Company and aged care. Older respondents, particularly the 45-54 age group, were most likely to be aware of counselling services, aged care and the provision of overseas aid programmes.

Furthermore, respondents from country areas were most likely to be aware of Saturday services (58.0%), when compared to respondents in the metropolitan area (44.0%).

---

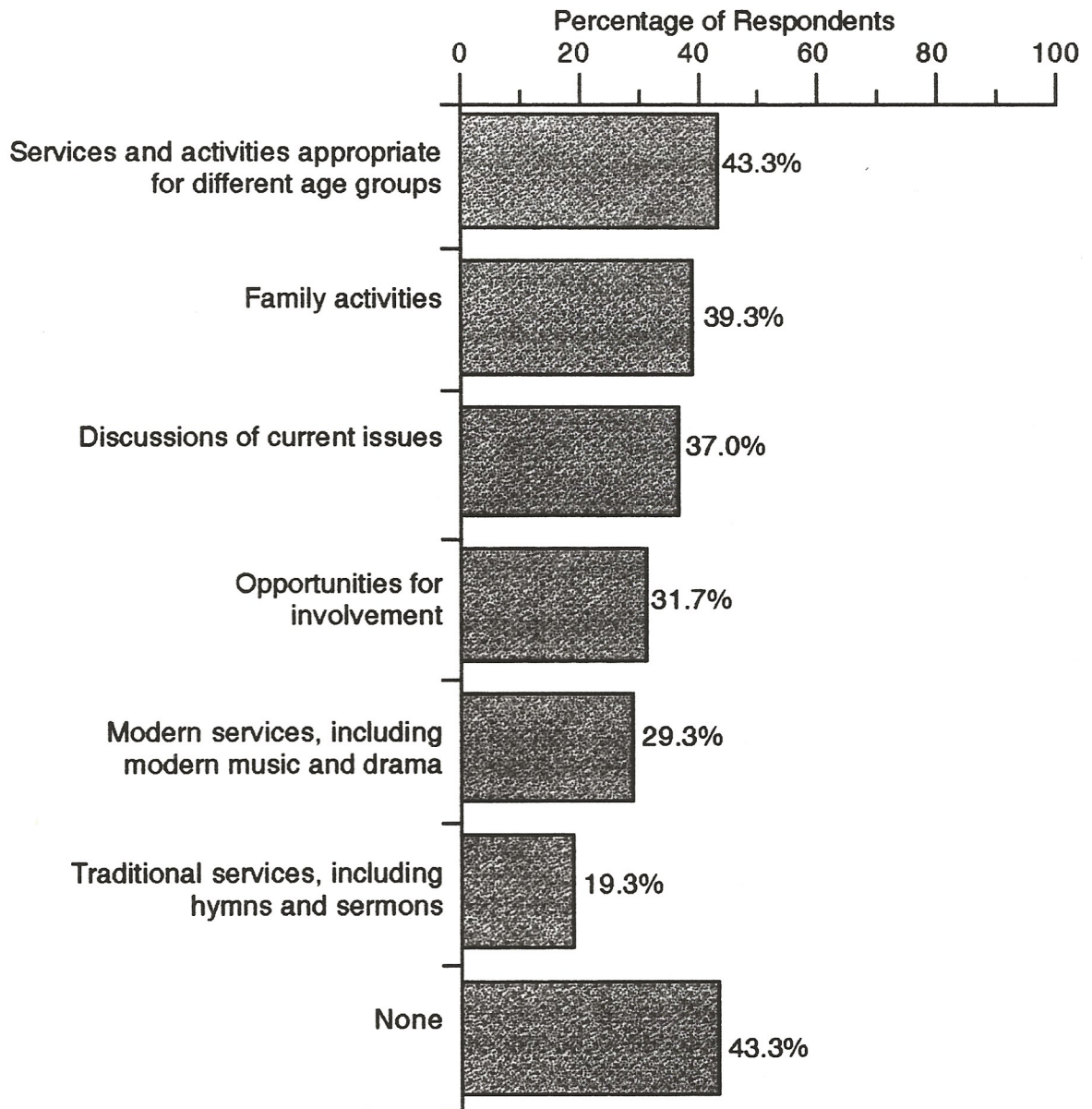
*Q.7 Which services are you aware of that the Seventh-day Adventist Church offers?*

*Q.8 ...And of the services I am about to read out, which are you aware of that the Seventh-day Adventist Church offers?*

---

**SERVICES THE SEVENTH-DAY ADVENTIST CHURCH COULD PROVIDE  
AS AN ENCOURAGEMENT TO ATTEND CHURCH**

Base : 300



**4.0 SERVICES THE SEVENTH-DAY ADVENTIST CHURCH COULD PROVIDE AS AN ENCOURAGEMENT TO ATTEND CHURCH**

Respondents were most likely to claim that the provision of services and activities appropriate for different age groups would encourage them to attend the Seventh Day Adventist Church (43.3%).

Furthermore, reasonable proportions of respondents also sought the following services:

- Family activities (39.3%).
- Discussions of current issues (37.0%).
- Opportunities for involvement (31.7%).
- Modern services, including modern music and drama (29.3%).

Younger aged respondents, ie, 16 to 34 year olds, were most likely to seek services and activities appropriate for different age groups, discussions of current issues, opportunities for involvement in the Church and modern services, as encouragement to attend the Seventh-day Adventist Church. Furthermore, those respondents in the 25 to 34 years age group were more likely to seek family activities than either their younger or older counterparts (56.7%).

	AGE GROUP				
	16-24 Years (43) %	25-34 Years (60) %	35-44 Years (81) %	45-54 Years (48) %	55+ Years (68) %
Services and activities appropriate for different age groups	55.8	55.0	40.7	35.4	33.8
Family activities	39.5	56.7	39.5	35.4	26.5
Discussion of current issues	51.2	50.0	25.9	37.5	29.4
Opportunities for involvement	39.5	45.0	28.4	29.2	20.6
Modern services, including modern music and drama	48.8	38.3	27.2	29.2	11.8
Traditional services, including hymns and sermons	18.6	15.0	16.0	27.1	22.1
None	37.2	30.0	49.4	41.7	52.9

**Q.9 Which of these services I am about to read out, should the Seventh-day Adventist Church provide to encourage you to consider attending its church?**

**SUGGESTED IMPROVEMENTS WHICH COULD BE MADE WITHIN THE SEVENTH-DAY ADVENTIST CHURCH**

	<b>TOTAL SAMPLE (300) %</b>
Modernised attitude and activities	6.0
Don't push so hard/don't door knock	5.0
Advertise what they are about/inform	4.7
Be less dogmatic/more receptive to other views	4.7
Getting back to right foundation/Christ's teaching	2.0
More youth orientation/assistance	1.7
More family emphasis	1.7
Environmental activities/global view needed	1.0
Open up/welcome other groups	1.0
Greater community awareness	1.0
Nothing	67.0
Other	1.0
<i>Other: all mentioned by less than 1.0%</i>	

---

---

**5.0 SUGGESTED IMPROVEMENTS WHICH COULD BE MADE WITHIN THE SEVENTH-DAY ADVENTIST CHURCH**

Respondents identified a wide variety of improvements for the Seventh-day Adventist Church. However, none of the identified improvements were suggested by a large proportion of respondents. Indeed, two-thirds of the sample could not suggest (spontaneously) any improvements (67.0%).

Improvements however, suggested by respondents included:

- A modernised attitude and activities (6.0%).
  - Don't push so hard/don't door knock (5.0%).
  - Advertise what they are about/inform (4.7%).
  - Being less dogmatic and more receptive to others' views (4.7%).
- ◆

---

---

*Q.10 What improvements could the Seventh-day Adventist Church make in order to encourage you to visit its church?*

---

---

## 6.0 DEMOGRAPHIC PROFILE OF THE SAMPLE

<b>TOTAL SAMPLE (300) %</b>	
<b>GENDER OF RESPONDENTS</b>	
Male	50.0
Female	50.0
<b>AGE OF RESPONDENTS</b>	
16 - 24 years	14.3
25 - 34 years	20.0
35 - 44 years	27.0
45 - 54 years	16.0
55+ years	22.7
<b>OCCUPATION OF RESPONDENTS</b>	
Professional/upper management	12.7
Lower management	6.7
Clerical/sales	12.0
Skilled trade	11.0
Semi-skilled/unskilled	13.7
Retired	13.0
Student	9.7
Home duties	21.3
<b>GEOGRAPHICAL AREA OF RESIDENCE</b>	
Metro	66.6
Country	33.3

RA 4548  
25 May 1994



# **APPENDIX**

Metro 1  
Country 2

THE MARKETING CENTRE  
CHURCH QUESTIONNAIRE  
APRIL 1994

(J4548)

Male 1  
Female 2

GOOD MORNING/AFTERNOON/EVENING, I'M .....FROM AN OPINION POLLING COMPANY CALLED THE MARKETING CENTRE. WE ARE CONDUCTING A SHORT SURVEY IN YOUR AREA CONCERNING CHURCH ORGANISATIONS.

COMPUTER  
COLUMN

Q.1 FIRSTLY, DO YOU OR ANY OF MEMBER OF YOUR HOUSEHOLD WORK IN ... (READ OUT LIST)

- Marketing/marketing research 1 )
- Advertising 2) THANK AND CLOSE
- A church or religious organisation 3)
- None of the above 4) GO TO Q.2

Q.2 WHICH CHURCH ORGANISATION/S, IF ANY, ARE YOU AWARE OF? (DO NOT PROMPT. PROBE 'ANY OTHERS?' MULTIPLE RESPONSE. CODE IN COLUMN Q.2. )

Q.3 ...AND WHICH OF THESE CHURCH ORGANISATION/S I AM ABOUT TO READ OUT ARE YOU AWARE OF? (READ OUT LIST. ALWAYS ROTATE ORDER. MULTIPLE RESPONSE. CODE IN COLUMN Q.3)

	<u>Q.2</u>	<u>Q.3</u>
Jehovah's Witness	01	01
Catholic Church	02	02
Seventh Day Adventist Church	03	03
Church of Christ	04	04
Baptist Church	05	05
Mormons	06	06
Uniting Church/Methodist/Presbyterian	07	07
Anglican Church	08	08

Other (Please specify).....

Q.4 WHICH CHURCH/ES, IF ANY, ARE YOU INVOLVED WITH? (DO NOT PROMPT. PROBE: 'ANY OTHERS?' MULTIPLE RESPONSE.)

Jehovah's Witness	01
Catholic Church	02
Seventh Day Adventist Church	03
Church of Christ	04
Baptist Church	05
Mormons	06
Uniting Church/Methodist/Presbyterian	07
Anglican Church	08

Other (Please specify).....

None

97

Q.5 I AM NOW GOING TO READ OUT A LIST OF STATEMENTS WHICH CAN BE USED TO DESCRIBE CHURCH ORGANISATIONS. I WOULD LIKE TO KNOW WHICH CHURCH ORGANISATION/S YOU THINK EACH OF THESE STATEMENTS BEST DESCRIBE. YOU MAY MENTION AS MANY OR AS FEW CHURCH ORGANISATIONS AS YOU LIKE. (READ OUT LIST. ALWAYS ROTATE ORDER. MULTIPLE RESPONSE)

THE LIST OF CHURCHES IS:

- CATHOLIC CHURCH
- SEVENTH DAY ADVENTIST CHURCH
- MORMONS
- UNITING CHURCH
- JEHOVAH'S WITNESS

		Catholic Church	Seventh Day Adventist Church	Mormons	Uniting Church	Jehovah's Witness	None of these/don't know
1	<i>Is well known in the community</i>	1	2	3	4	5	9
2	<i>Push their religion upon others</i>	1	2	3	4	5	9
3	<i>Are fun-loving people</i>	1	2	3	4	5	9
4	<i>Is old-fashioned</i>	1	2	3	4	5	9
5	<i>Believe they are better than everyone else</i>	1	2	3	4	5	9
6	<i>Is a world-wide organisation</i>	1	2	3	4	5	9
7	<i>Is a church for the 1990's</i>	1	2	3	4	5	9
8	<i>Its teachings are based on the standard Christian Bible</i>	1	2	3	4	5	9
9	<i>Cares about people</i>	1	2	3	4	5	9
10	<i>Is approachable</i>	1	2	3	4	5	9
11	<i>Is after my money</i>	1	2	3	4	5	9
12	<i>Is active in the community</i>	1	2	3	4	5	9
13	<i>Is open to everyone</i>	1	2	3	4	5	9
14	<i>Perceives men and women as equals</i>	1	2	3	4	5	9

Q.6A WHAT POSITIVE FACTORS COME TO MIND WHEN YOU THINK OF THE SEVENTH DAY ADVENTIST CHURCH? (DO NOT PROMPT. PROBE: 'ANYTHING ELSE?' MULTIPLE RESPONSE.)

.....  
 .....  
 .....  
 .....

Q.6B ...AND WHAT NEGATIVE FACTORS COME TO MIND WHEN YOU THINK OF THE SEVENTH DAY ADVENTIST CHURCH?(DO NOT PROMPT. PROBE: 'ANYTHING ELSE?' MULTIPLE RESPONSE.)

.....  
 .....  
 .....  
 .....

Q.7 WHICH SERVICES ARE YOU AWARE OF THAT THE SEVENTH DAY ADVENTIST CHURCH OFFERS? (DO NOT PROMPT. PROBE 'ANYTHING ELSE'. MULTIPLE RESPONSE. CODE IN COLUMN Q.7)

Q.8 ...AND OF THE SERVICES I AM ABOUT TO READ OUT, WHICH ARE YOU AWARE OF THAT THE SEVENTH DAY ADVENTIST CHURCH OFFERS? (READ OUT LIST. ALWAYS ROTATE ORDER. MULTIPLE RESPONSE. CODE IN COLUMN Q.8)

	<u>Q.7</u>	<u>Q.8</u>
<i>Provision of overseas aid programmes</i>	01	01
<i>Youth work, ie, youth camps and Pathfinders</i>	02	02
<i>Provision of food parcels to the poor</i>	03	03
<i>Help for migrants</i>	04	04
<i>Clothing for distribution to the poor</i>	05	05
<i>ADRA</i>	06	06
<i>Sanitarium Health Food Company</i>	07	07
<i>Health education</i>	08	08
<i>Counselling services</i>	09	09
<i>Furniture distribution to the poor</i>	10	10
<i>Quality books and literature (e.g. medical and childrens)</i>	11	11
<i>Schools (primary and secondary/college)</i>	12	12
<i>Aged care (e.g. retirement villages and nursing homes)</i>	13	13
<i>Quit smoking programmes</i>	14	14
<i>Hospitals</i>	15	15
<i>Saturday services</i>	16	16
<i>Other (please specify).....</i>		
<i>Don't know</i>	99	99

COMPUTER  
COLUMN

Q.9 WHICH OF THESE SERVICES I AM ABOUT TO READ OUT, SHOULD THE SEVENTH DAY ADVENTIST CHURCH PROVIDE TO ENCOURAGE YOU TO CONSIDER ATTENDING ITS CHURCH? (READ OUT LIST. ALWAYS ROTATE ORDER. MULTIPLE RESPONSE.)

- Traditional services, including hymns and sermons* 1
- Modern services, including modern music and drama* 2
- Discussions of current issues* 3
- Family activities* 4
- Opportunities for involvement* 5
- Services and activities appropriate for different age groups* 6

Q.10 WHAT IMPROVEMENTS COULD THE SEVENTH DAY ADVENTIST CHURCH MAKE IN ORDER TO ENCOURAGE YOU TO VISIT ITS CHURCH? (DO NOT PROMPT. PROBE 'ANYTHING ELSE?')

.....  
 .....  
 .....

*Nothing* 97

FINALLY, JUST A FEW QUESTIONS ABOUT YOURSELF, TO ENSURE WE HAVE A REPRESENTATIVE SAMPLE.

Q.11 WHICH AGE GROUP DO YOU BELONG TO? WOULD YOU SAY ... (READ OUT LIST)

- 16 to 24* 1
- 25 to 34* 2
- 35 to 44* 3
- 45 to 54* 4
- 55+* 5

Q.12 WHAT IS YOUR OCCUPATION AND POSITION?

OCCUPATION: .....

POSITION: .....

INTERVIEWER RECORD:

- Professional/upper management* 1
- Lower management* 2
- Clerical/sales* 3
- Skilled trade* 4
- Semi-skilled/unskilled* 5
- Student/unemployed/supporting parent* 6
- Home duties* 7

RECORD SEX OF RESPONDENT: *Male* 1  
*Female* 2

**READ OUT:**

**THANK YOU FOR PARTICIPATING IN THE SURVEY**

FOR VALIDATION PURPOSES I REQUIRE YOUR NAME, ADDRESS AND TELEPHONE NUMBER.

RESPONDENT'S NAME..... TELEPHONE NO.....

ADDRESS: .....

WOULD YOU BE WILLING TO PARTICIPATE IN AN INFORMAL GROUP DISCUSSION ON THIS AND OTHER TOPICS? REFRESHMENTS AND A TOKEN PAYMENT WILL BE PROVIDED.

<i>Yes</i>	<i>1</i>	(IF YES, RECORD NAME ABOVE)
<i>No</i>	<i>2</i>	

---

**INTERVIEWER**

**I HEREBY DECLARE THAT I HAVE COMPLETED THIS QUESTIONNAIRE FULLY IN ACCORDANCE WITH MY INSTRUCTIONS**

NAME.....

SIGNATURE ..... DATE .....