

*Monte*

~~1990~~ PUBLIC AWARENESS REPORT  
NOTES FOR PAUL RICHARDSON'S ORAL REPORT  
NAD 4E ~~ANNUAL COUNCIL 1990~~ 1994

*Monte:  
Intro...*

- > Every ten years since 1970, a study is conducted to determine what the general public knows about the Adventist Church.
- > The study for the 1990s was commissioned by the NAD Office of Information and Research and conducted by BBMRC Research Services.
- > Perhaps the one question that was in all of our minds was this: "Would the public associate the events of Waco with the Adventist church?" In a moment I will tell you what we found.
- > BBMRC was assisted in the research process by Adventist Information Ministry (AIM) and their telephone interviewers.
- > A national sampling company assisted in determining the number of telephone interviews that would need to be completed to make the research valid.
- > Carole Kilcher, Assistant Professor of Communication at Andrews University was the principal investigator.

# Multiple Comments

(Ranked in order from most to least frequent mention)

**They observe Sabbath/go to church on Saturday (177)**

**They are a religious group/church/faith/religion (111)**

**Mormons/Church of Latter Day Saints (28)**

**They have strict dietary laws/don't eat pork/are vegetarians (27)**

**People who named a close relative, friend or work associate (27)**

**Resent it, not interested/happy with it (22)**

**Good people/fine people/a nice group of people (5)**

**Cult/sect/David Koresh (10)**

**Christ/Christian/Christian church or people (9)**

**Come door-to-door (8)**

**They don't work or do business on Saturday (7)**

**Jehovah's Witnesses (6)**

**They are fanatics/far-fetched religion (5)**

**Hospitals/doctors (5)**

**They are fundamentalists (3)**

**Missionaries (2)**

**God (2)**

**Don't believe in Christmas (2)**

**Church down the street/a church not far away (2)**

# **Comments which Suggest a Negative Image**

(Verbatim and in random order)

**Not deep enough in the Bible  
Don't believe the Trinity  
I had a bad experience with them  
They have different services  
Blasphemy  
Bad thoughts  
Ambivalent  
Crackpots**

**A church that doesn't take the time to interact with other  
churches**

**A church that you wouldn't go to  
Charismatic**

**They read the wrong book, the Bible  
They have that fasting thing  
They are radical**

**They are people who bother you/pester you  
I wouldn't belong to it**

**Something that I don't want to know about  
Strange**

**Strict religious order  
Stupidness**

**They are off in their belief  
They have strange ideas about food**

**Rigid**

**Rip-off**

**Inconvenience**

**Time consuming**

**Fruitcake**



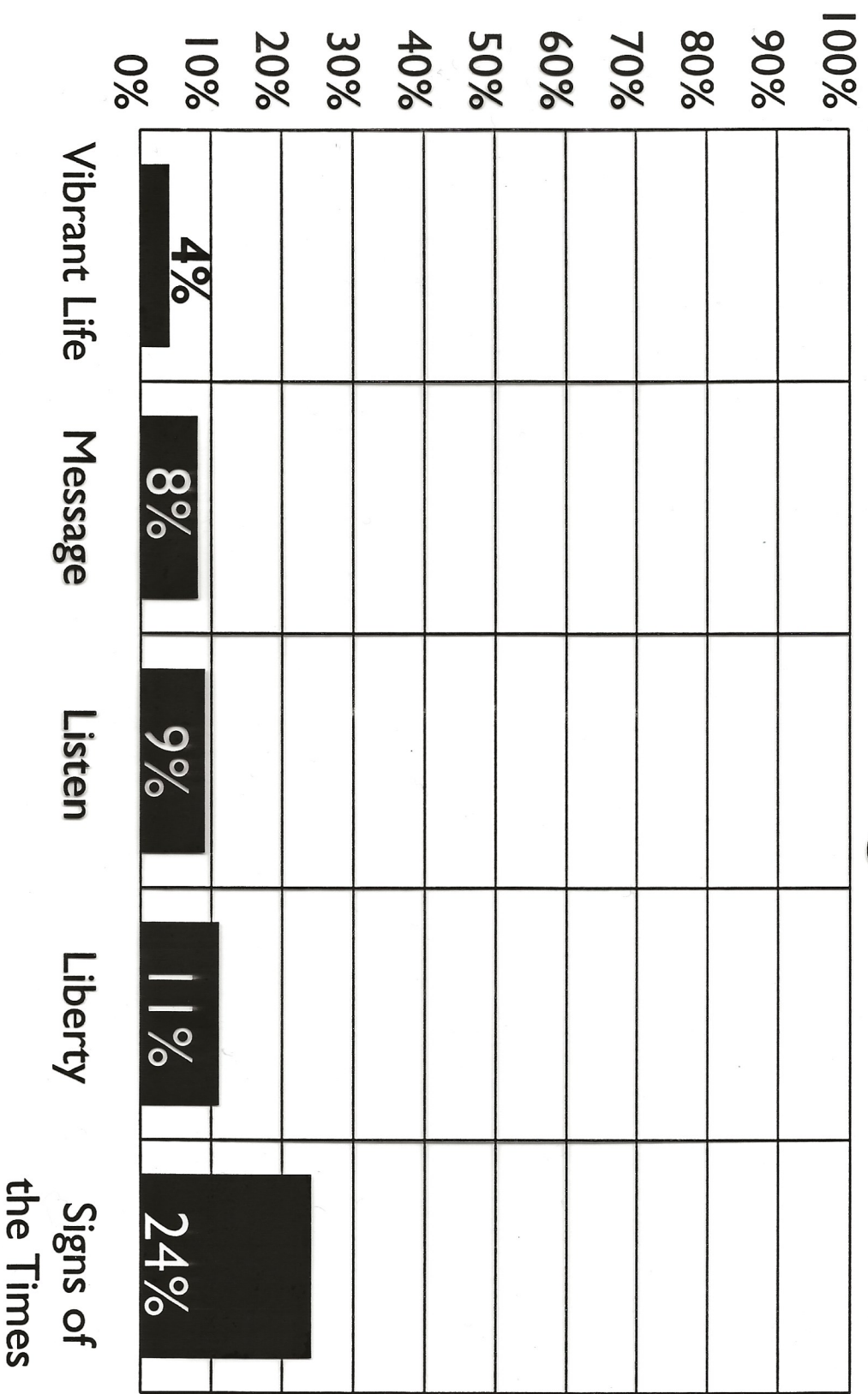
# **Single Comments which Suggest a Positive Image**

**(Verbatim and in random order)**

**Great on prophecy  
Dedicated, devout  
They are Protestants  
People who are very serious about their religion  
They are unlike anyone else  
In WWII the medics did good  
They are zealous  
A hospital  
Seven-day week  
They run book stores and health centers  
My church  
On TV  
Bible  
Believe in the end of the world  
Soon-coming Christ  
They helped me quit smoking  
A strong, active group of people  
Bible story books  
Commercials on TV  
Liking yourself  
Creation in 6 days  
Jesus  
People that are good and that you can trust  
Old people with their heads on straight  
Only one God/one devil  
Educated people  
A cross  
They do not partake in alcohol**



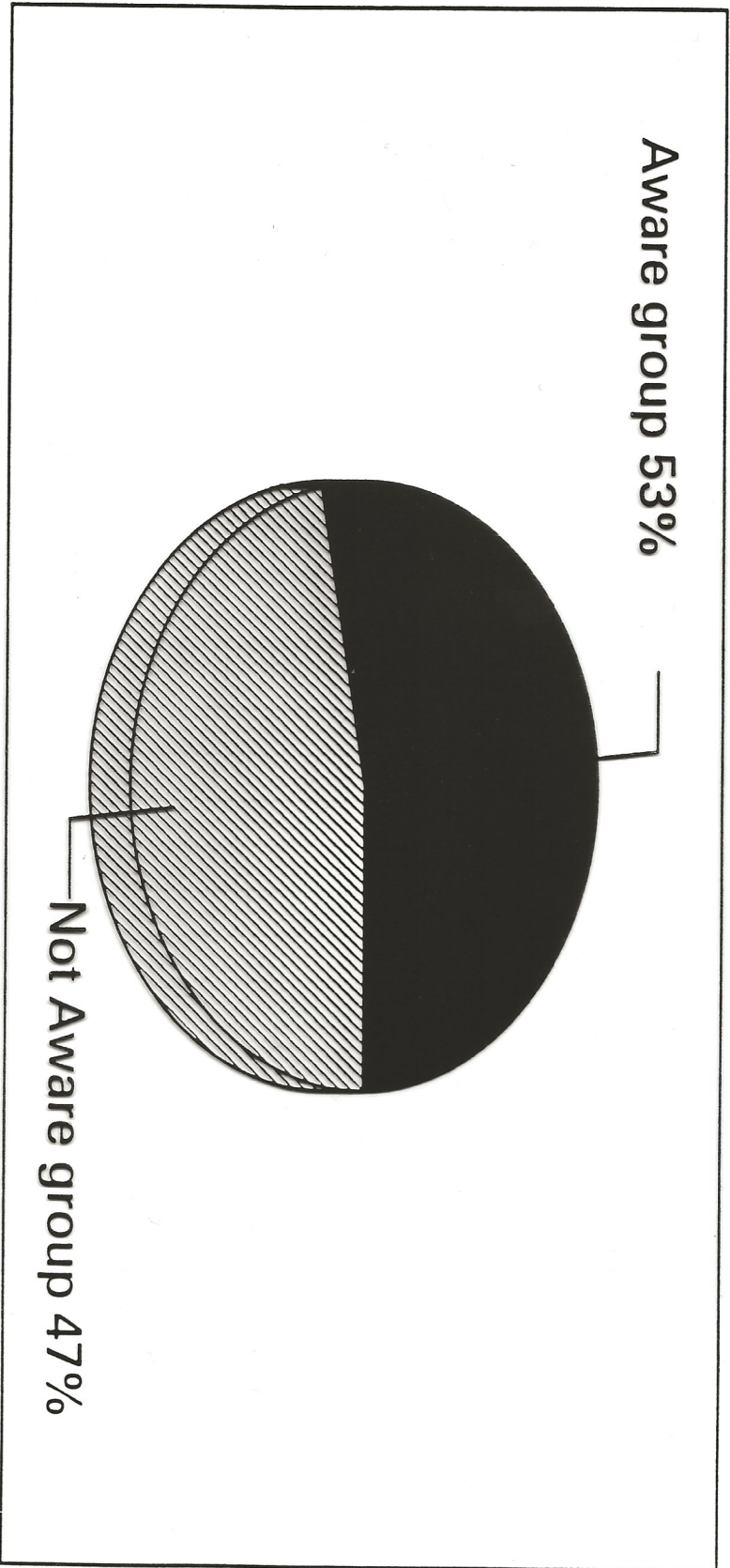
# Adventist Magazines



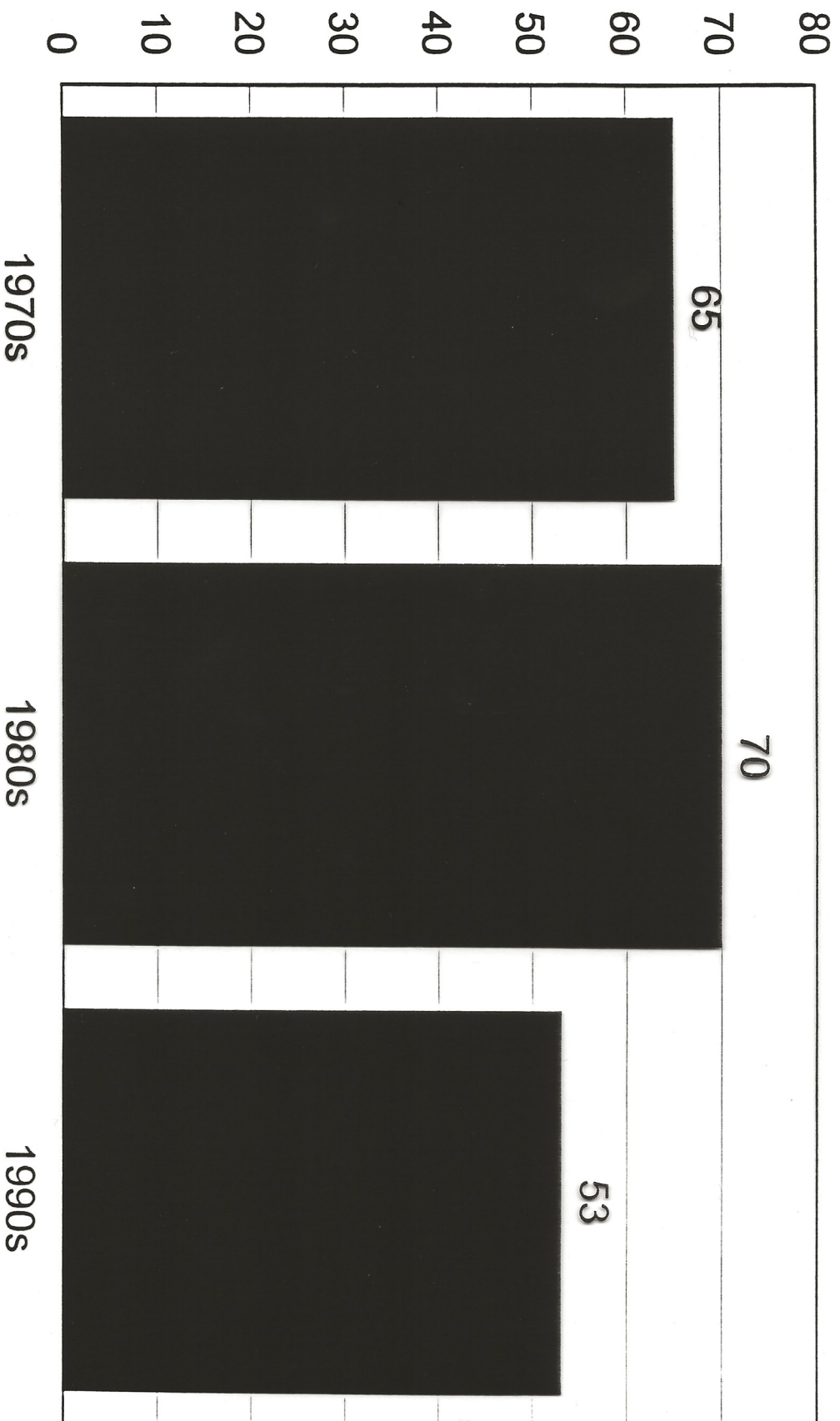
Aware

Fig. 9

# Aware and Not Aware Group



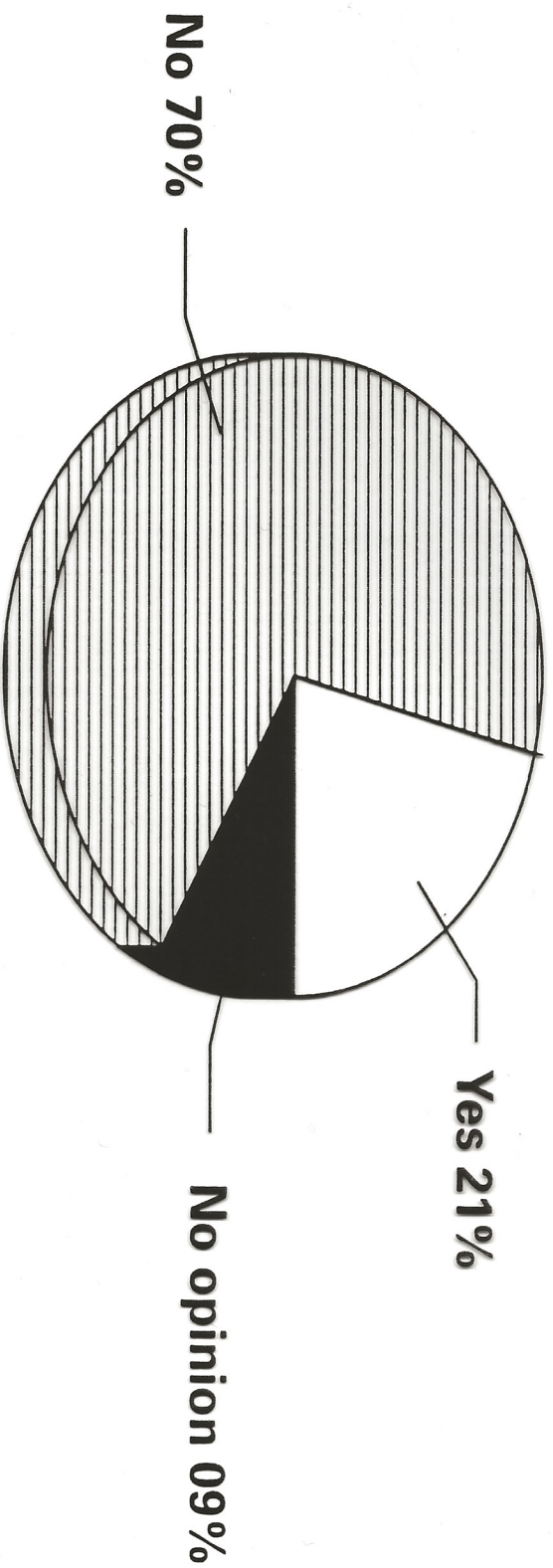
# Have you ever heard or read about the Seventh-day Adventist Church?



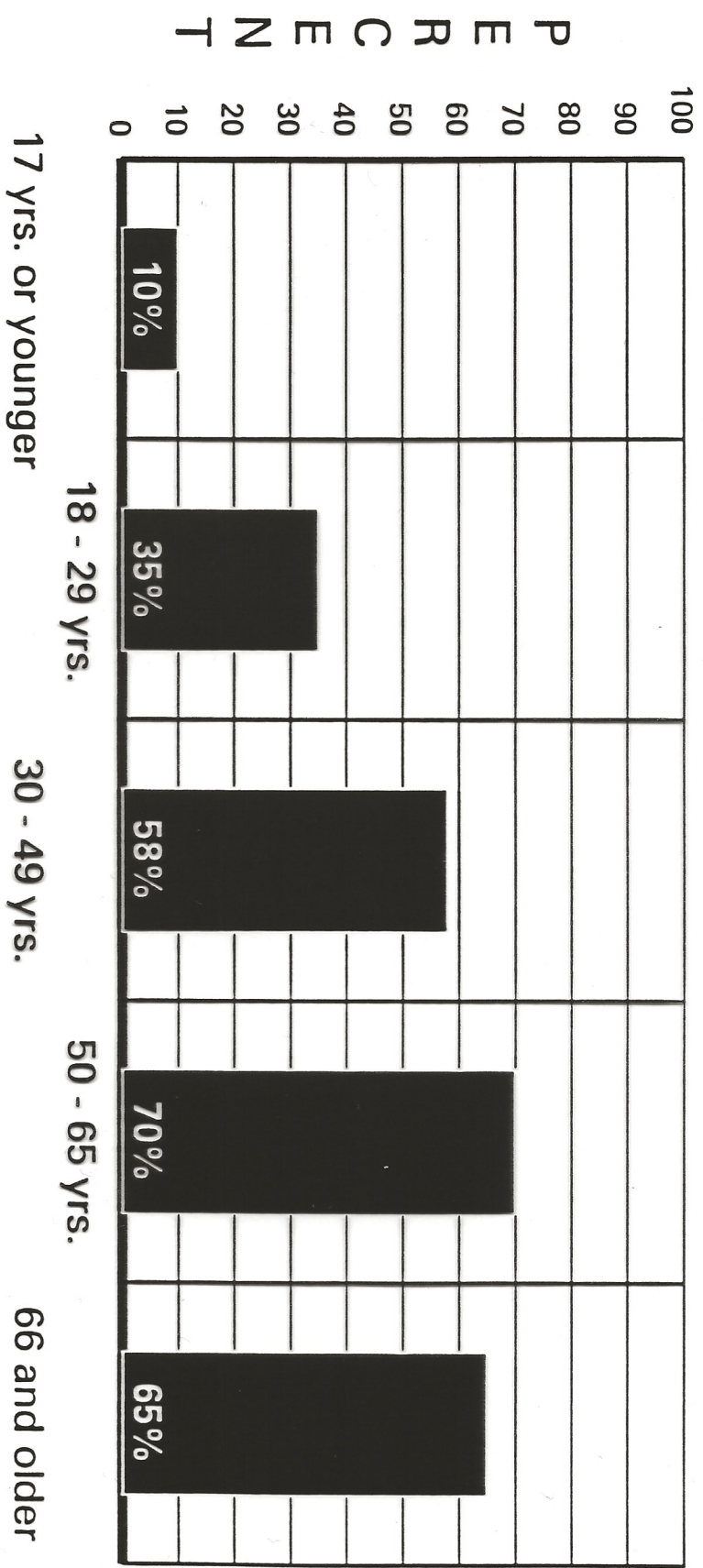


# Do you know an Adventist?

*(Based on Aware Group)*



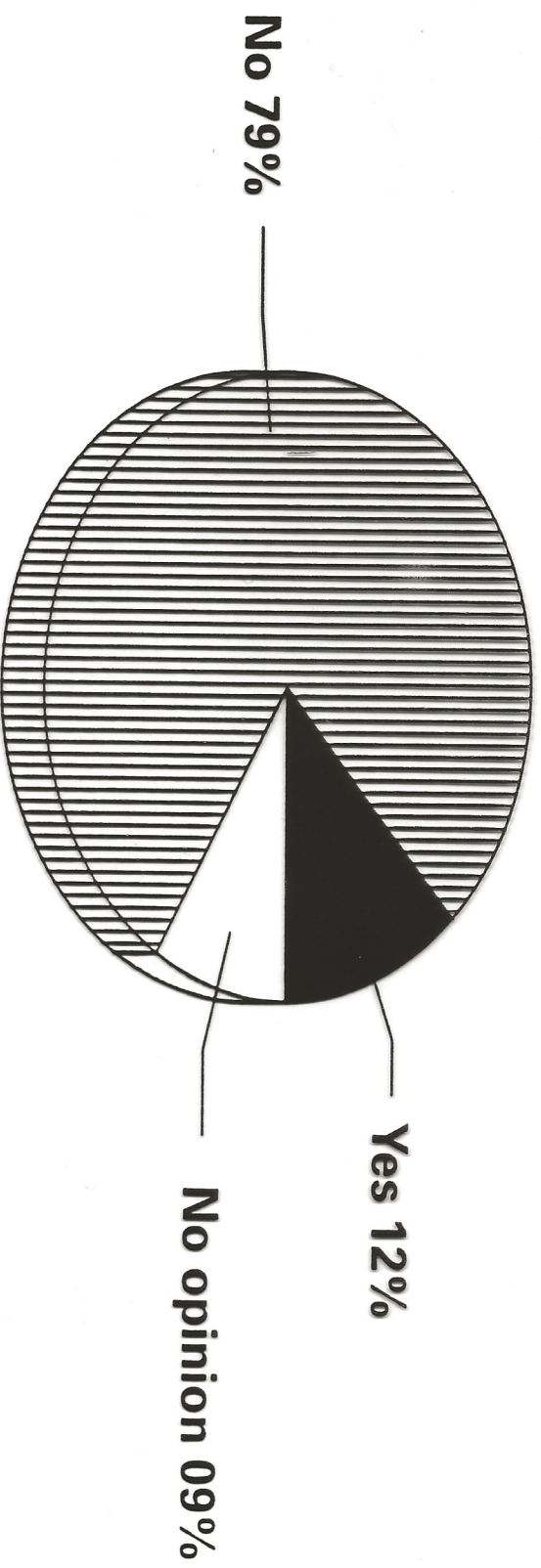
# Age



■ AWARE

# Visited an Adventist Church

*(Based on Aware Group)*





# Aware of Adventist Activities

*(Based on the Aware Group)*

	1970s	1980s	1990s
ADRA / World mission program	10%	16%	6%
Voice of Prophecy	12%	14%	21%
Adventist Hospitals / Medical School	5%	13%	7%
Health education programs	10%	12%	11%
It Is Written	5%	11%	18%
Faith For Today	11%	10%	18%
Breath of Life	--	--	10%

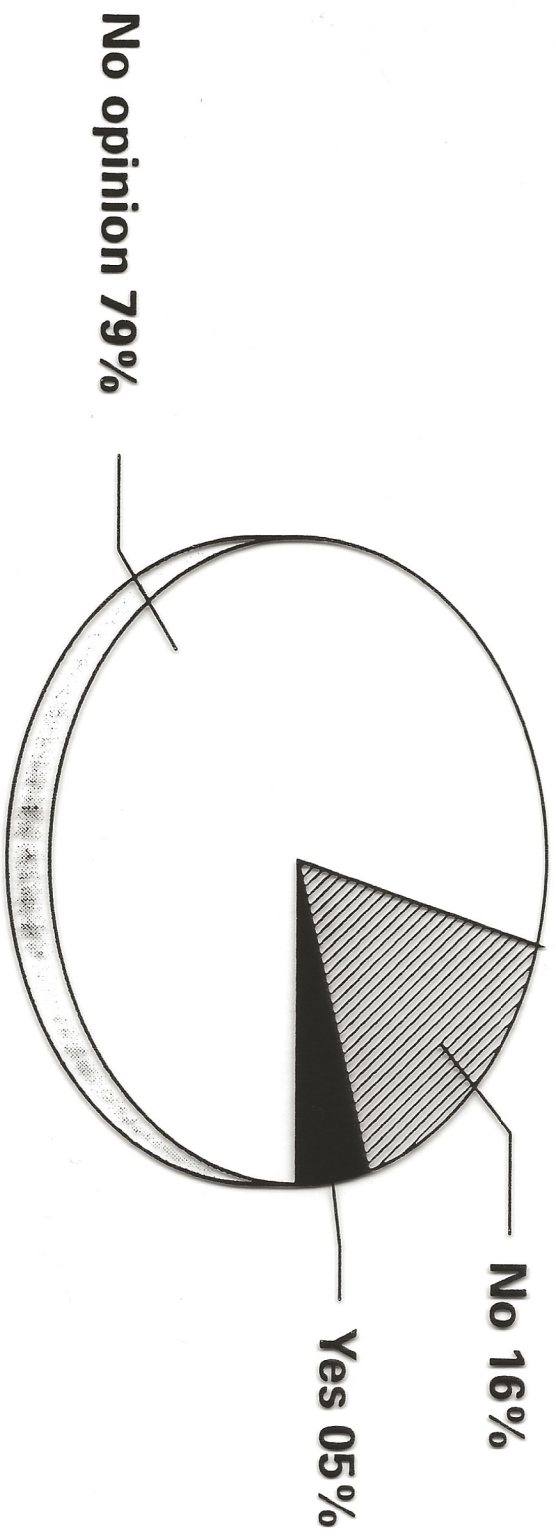
# Aware of Adventist Magazines

(Based on the Aware Group)

	1970s	1980s	1990s
<i>Signs of the Times</i>	13%	15%	24%
<i>These Times</i>	4%	6%	--
<i>Listen</i>	4%	6%	9%
<i>Message</i>	3%	5%	8%
<i>Liberty</i>	4%	5%	11%
<i>Life &amp; Health / Vibrant Life</i>	6%	8%	4%

# Adventist Longevity

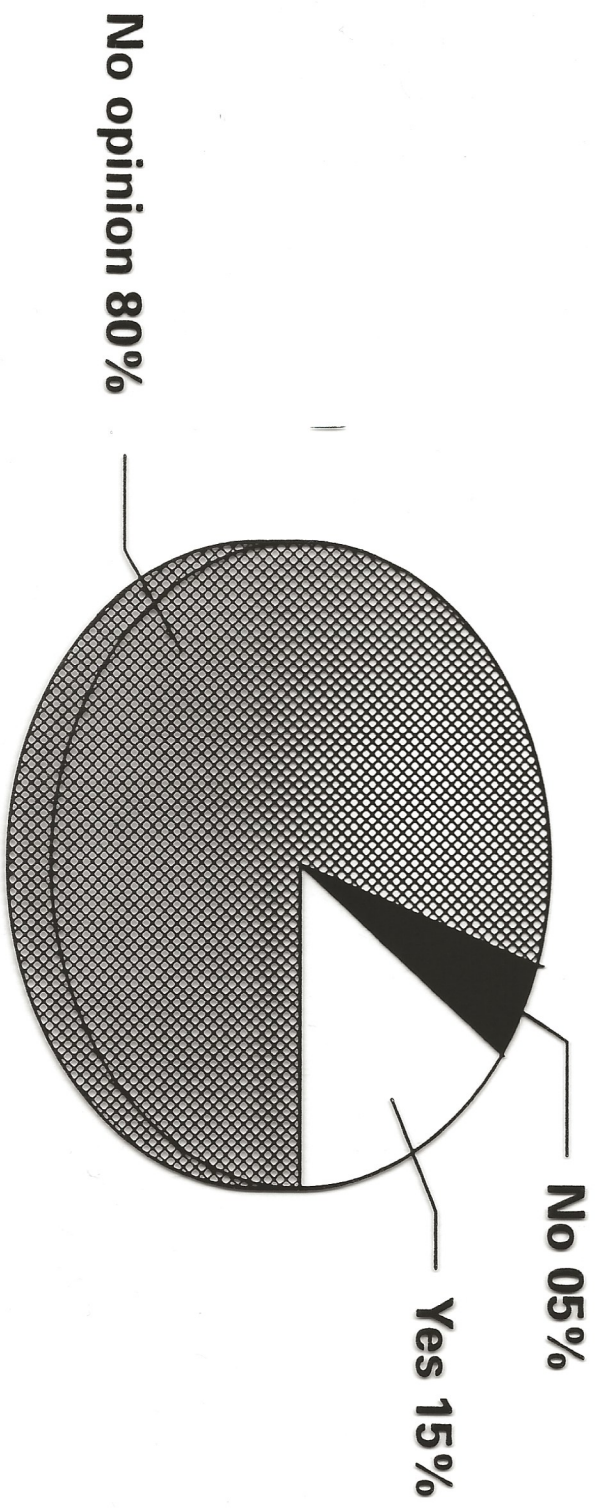
*(Based on Aware Group)*





# Do Adventists Preserve the Environment?

*(Based on Aware Group)*



# Multiple Comments

*(Ranked in order from most to least frequent mention)*

- |   |  |
|---|--|
| They observe Sabbath/go to church on Saturday (117)               | Come door-to-door (8)                            |
| They are a religious group/church/faitn/religion (111)            | They don't work or do business on Saturday (7)   |
| They have strict dietary laws/don't eat pork/are vegetarians (27) | They are fanatics/farfetched religion (5)        |
| Mormons/Church of Latter Day Saints (28)                          | Jehovah's Witnesses (6)                          |
| People who named a close relative, friend or work associate (27)  | Hospitals/doctors (5)                            |
| Resent it, not interested/ happy with it (22)                     | They are fundamentalists (3)                     |
| Good people (13)  | A fine people/a nice group of people (2)         |
| Cult/sect/David Koresh (10)                                       | Missionaries (2)                                 |
| Christ/Christian/Christian church and people (9)                  | God (2)  |
|   | Don't believe in Christmas (2)                   |
|   | Church down the street/a church not far away (2) |

# Single Comments

## Which Suggest a Positive Image

*(Verbatim and in random order)*

- Great on prophecy
- Dedicated, devote
- They are protestants
- People who are very serious about their religion
- They are unlike anyone else
- In WWII the medics did good
- They are zealous
- A hospital
- Seven-day week
- They run book stores and health centers
- My church
- On TV
- Bible
- Believe in the end of the world
- Soon coming Christ
- They helped me quit smoking
- A strong active group of people
- Bible story books
- Commercials on TV
- Liking yourself
- Creation in 6 days
- Jesus
- People that are good and that you can trust
- Old people with their heads on straight
- Only one God/one devil
- Educated people
- A cross



# Comments which suggest a Negative Image

*(Verbatim and in random order)*

Not deep enough in the Bible	They are people who bother you/pester you
Don't believe the Trinity	I wouldn't belong to it
I had a bad experience with them	Something that I don't want to know about
They have different services	Strange
Blasphemy	Strict religious order
Bad thoughts	Stupidness
Ambivalent	They are off in their belief
Crackpots	They are an unscriptural organization
A church that doesn't take the time to interact with other churches	They have strange ideas about foods
A church that you wouldn't go to	They do not partake in alcohol
Charismatic	Rigid
They read the wrong book, the Bible	Rip-off
They have that fasting thing	Inconvenience
They are radical	Time consuming
	Fruicake

# Image of Seventh-day Adventists

*(Based on Aware Group)*

*QUESTION: What is the first thing that comes to mind when you hear the name "Seventh-day Adventist?"*

1970s	1980s	1990s
Observe Sat. as the Sabbath	Observe Sat. as the Sabbath	Observe Sat. as the Sabbath
Religious group/church/religion	Religious group/church/religion	Religious group/church/religion
Have specific beliefs or customs (vegetarianism, no diets/smoking/drinking; they don't salute the flag; the girls don't wear make-up)	Different eating habits Misguided doctrines They are good people	Strict dietary laws/vegetarians Mormons/LDS Not happy with SDA church/not interested /resent it
Very strict in their teachings/ devout people	Religious zealots Mormons/live in Salt Lake City	Names an SDA friend or relative
Specific religion or religious personality	Door-to-door solicitation General negative remarks	Cult/sect/David Koresh
They try hard to convert people to their faith	Cult Highly religious	Christian church and people
Medical beliefs. (Don't believe in medicine; against blood transfusions)	A different type of church/ organization	Door-to-door sales
General negative remarks. (They are confused; have funny ideas)	Other responses	Don't work/do business on Saturday
Other responses		Far-fetched religion/ fanatics
		Other response

*(Ranked from most to least frequent comment)*



people are in today's causes or where its church buildings are located in the neighborhood.

Paul

> <sup>we</sup> I promised you that <sup>we</sup> I would report the findings of the effect of the Waco tragedy on our image among the public.

\* In response to the question, "What is the first thing that comes to mind when you hear the name Seventh-day Adventist?", the word "cult" first surfaced in the 1980 study. It was the 10th most frequent response at that time.

\* This year we find it the 7th most frequent response coming just before "Christian church and people". Perhaps the fact we are more often perceived as a cult in the minds of the public than as a Christian church gives us reason for pause and concern.

\* Yes, it is true that there are a much greater percentage of the public who know we keep Sabbath, are a religion and are vegetarian than think of us as a cult or associate us with David Koresh. But personally I wish that the name recognition of our church by the public above all else was associated first with being a

COMPASSIONATE

*Prue*

Christ-centered, Christian people.

- > How can we expect any of our beliefs, values, or theology to every be communicated, much less accepted and lived if people don't associated us with Christ?

*WE ARE LOSING GROUND WITH MY GEN — THOSE YOUNGER*

*EVALUATE >*

If what we're doing isn't working, in North America, maybe it's time to try something different!

TO MAKE PEOPLE AWARE OF ADVENTISM