

Monte

> **During a 10-day period in late August of this year, AIM interviewers talked to:**

- **1,745 random individuals on the phone who agreed to an interview**

- **234 of these hung up on the interviewers at some point, usually when church or religions was mentioned**

- **1,511 completed interviews form the basis for this report**

- **This is the same size of sample used in all major polls today -- the error factor is 2 or 3 percentage points, plus or minus, at the 95 percentile of reliability.**

Monte

- > When asked, "What is the first thing that comes to mind when you hear the name Seventh-day Adventist? most people say "nothing".

- > Of those who did comment, the three most frequent responses have remained constant throughout all three decades.
 - * They know that Adventists observe Saturday as their Sabbath. (21% of those interviewed in the 1990 study).
 - * They know that Adventism is a religion and type of faith.
 - * They perceive that Adventists have strict, dietary laws with members vegetarians who don't eat pork.

2 + 3 TIMES AS MANY RESPONSES ABOVE
CANNT CENTERED CHRISTIAN COUNCIL!

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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
Very strict in their teachings/ devout people	Religious zealots Mormons/live in Salt Lake City	Not happy with SDA church/not interested /resent it
Specific religion or religious personality	Door-to-door solicitation General negative remarks	Names an SDA friend or relative 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)

Multiple Comments

(Ranked in order from most to least frequent mention)

They observe Sabbath/go to church on Saturday (117)

They are a religious group/church/faitth/religion (111)

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

Mormons/Church of Latter Day Saints (28)

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

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

Good people (13)

Cult/sect/David Koresh (10)

Christ/Christian/Christian church and people (9)

Come door-to-door (8)

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

They are fanatics/farfetched religion (5)

Jehovah's Witnesses (6)

Hospitals/doctors (5)

They are fundamentalists (3)

A fine people/a nice group of people (2)

Missionaries (2)

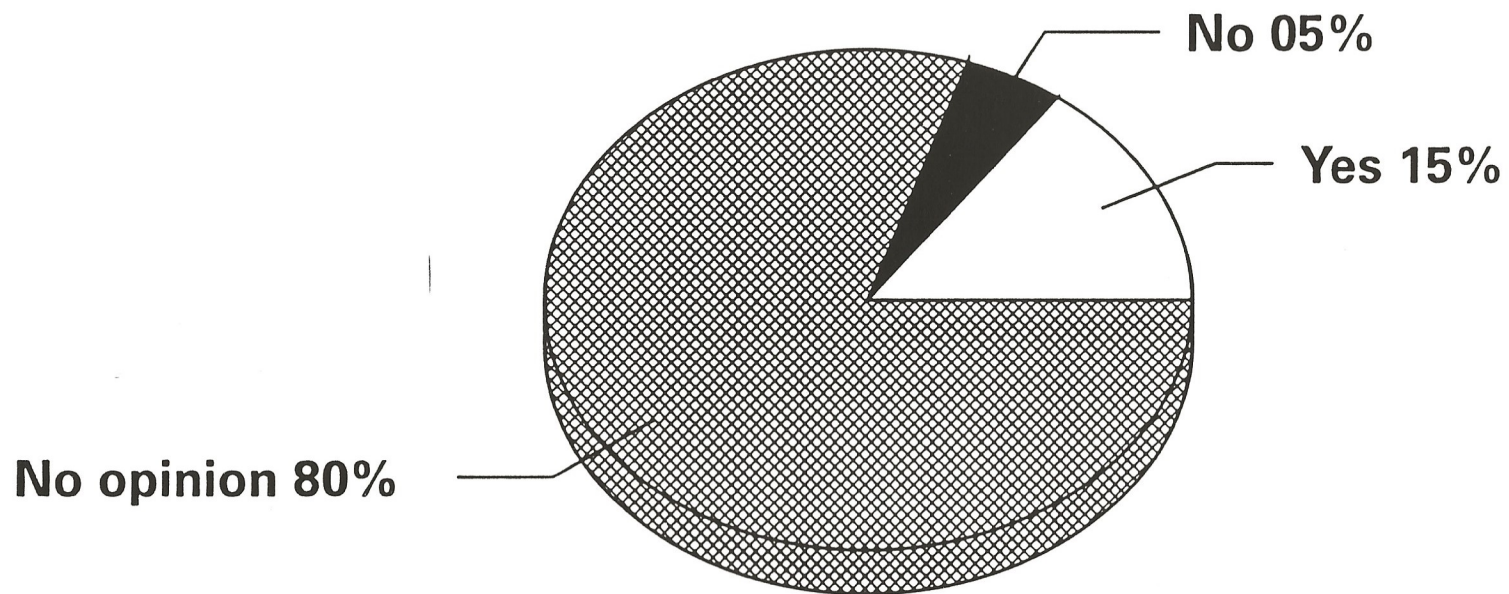
God (2)

Don't believe in Christmas (2)

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

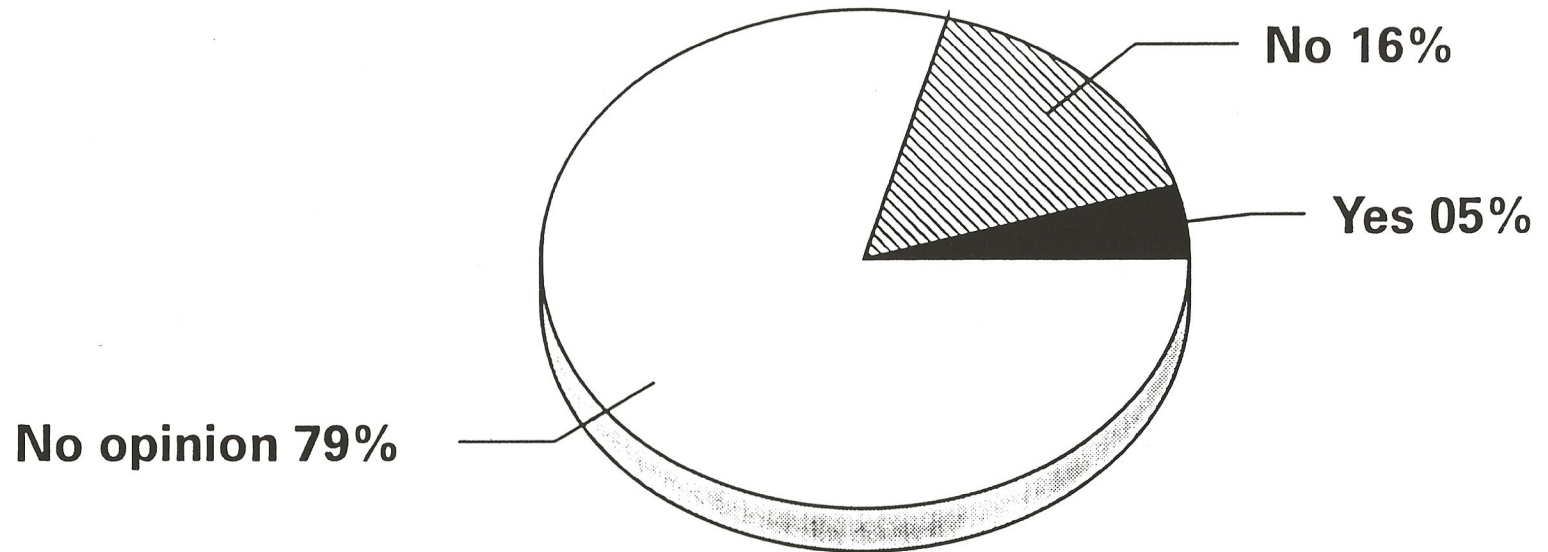
Do Adventists Preserve the Environment?

(Based on Aware Group)



Adventist Longevity

(Based on Aware Group)



Monte

> We asked a Yes or No question: "Do Seventh-day Adventist church members live longer than the general population?"

Only one in 20 correctly answered this question with a Yes.

Three times as many disagree with this claim. (16%)

Four out of five simply have no idea.

> We decided to test at least one current, popular concern in terms of how the public sees the Adventist Church relative to this need. We asked (yes or no), "Are Seventh-day Adventist Church members supportive of preserving the environment?"

One in seven, said "yes." (15%)

One in 20, said "no." (5%)

Again, four out of five simply have no idea.

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 & Health / Vibrant Life</i>	6%	8%	4%

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%

Paul

* "Signs" magazine is the most recognized of all the out-reach magazines, With 21% of the public aware of the journal, it has a 13 percent greater recognition rate than Liberty, Listen, Message or Vibrant Life magazines.

> The 1990 report is the first of the 3 decadal reports to include Canada. In general, the findings parallel that of the United States with these exceptions:

Canada

* There are more Canadians aware of the "It Is Written" telecast than Americans. *people from the states.*

* There are more Canadians (22%) than Americans (8%) who know a member of the Adventist church in their work place or neighborhood.

> Only 7% of the aware group said that they or a loved one have stayed in an Adventist hospital. Portland Adventist was the hospital mentioned most frequently. The public is also aware of Adventist hospitals outside of North America--Paraguay and Ethiopia were named by respondents.

NORTH PACIFIC DELEGATION, OR

> In general, the public has little idea of our church's name--what programming it provides, what electronic and print materials it produces, how involved its

ETC.

> We asked the public about the Adventist electronic and print medias.

Paul

- * The "Voice of Prophecy" Radio program has penetrated 21% of the public's awareness.
- * "Lifestyle Magazine" and "It is Written" are tied with 18% aware of both programs.
- * 10% of those interviewed had heard of the "Breath of Life" telecast. Of those, one in four are 29 years of age or younger. *

PERCENTAGES EXCELLENT BECAUSE:

5

OVERALL AWARENESS IS DOWN

MEDIA PROGRAMS AWARENESS UP

AUDIENCE SEGMENTATION HELPFUL
TO SURVIVAL + GROWTH

PAUL NEXT
PAGE!

Monte

- > Of those who have visited and Adventist Church, 44% are black or African American and 19% are Hispanic. Only 9% of those who said they had visited an Adventist congregation are caucasian.
- > 81% of the Asian/Pacific Islanders contacted have never heard or read about Seventh-day Adventists. Not one of the 11% who were aware had ever visited.
- > Interviewers asked the public if they knew Adventists who were active in supporting local community causes. 82% of the ~~793 individuals aware of the church~~ say they have no idea whether Adventists are involved in their communities or not.
- > Of those interviewed 89% are not aware of Adventist community health education programs. Of those aware of health programming, the majority are 50 years of age or more.
- > Only 6% of the respondents recognize the name Adventist Development and Relief Agency (ADRA).
- > Just 15% of those who are aware of Adventists know that Adventists are concerned about preserving the environment.

later

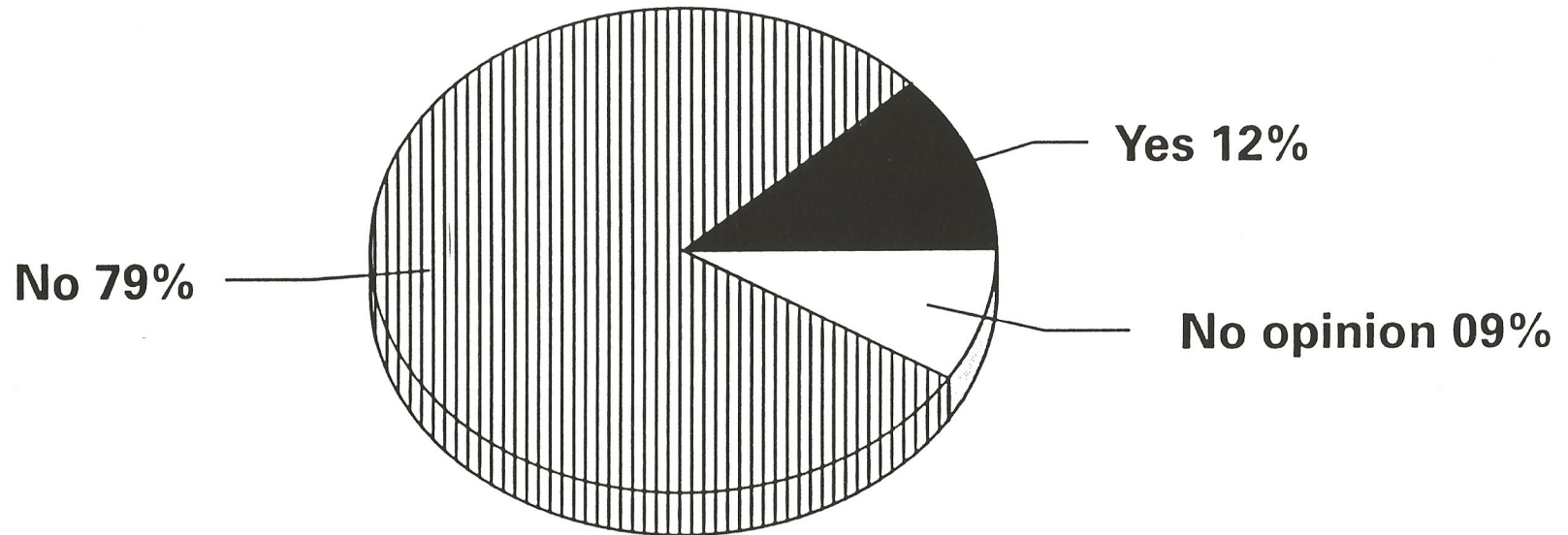
Monte

WACO
10 → 7th
place

- > The beliefs and practices of Mormons/ Latter Day Saints (LDS), and Jehovah's Witnesses are frequently confused in the minds of the public with the beliefs and practices of Adventists. This trend has increased significantly during the last decade.
- > Less than one-fourth (21%) of the aware group report that they know an Adventist at work or in their neighborhood.
- > More female respondents report having an Adventists acquaintance at work or in their neighborhood than do the male respondents.
- > The majority of those who have heard or read about the Adventist Church have never visited one.
- > Of the 12% of those who have visited the majority are females, above age 50.
- > It was particularly noteworthy that nearly 10% of the respondents reported that they had no idea whether they had visited an Adventist Church or not!
- > The majority of those who are aware of the Adventist Church have annual incomes greater than \$75,000.

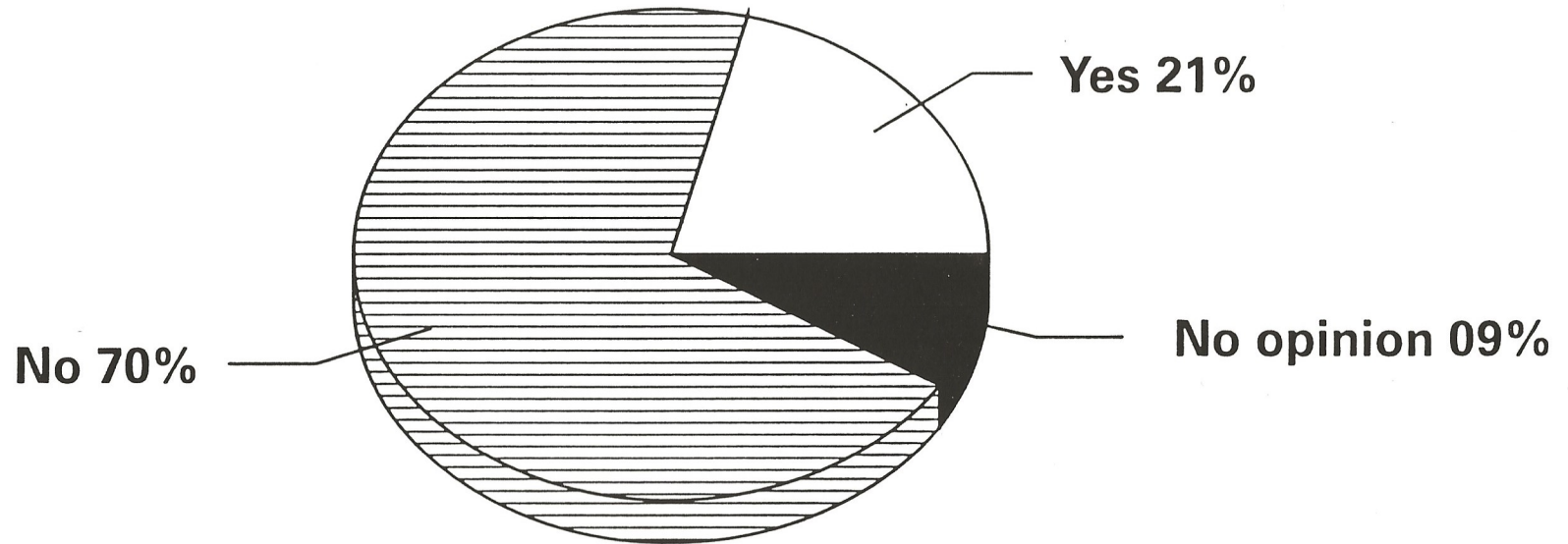
Visited an Adventist Church

(Based on Aware Group)



Do you know an Adventist?

(Based on Aware Group)



Summary
of Findings

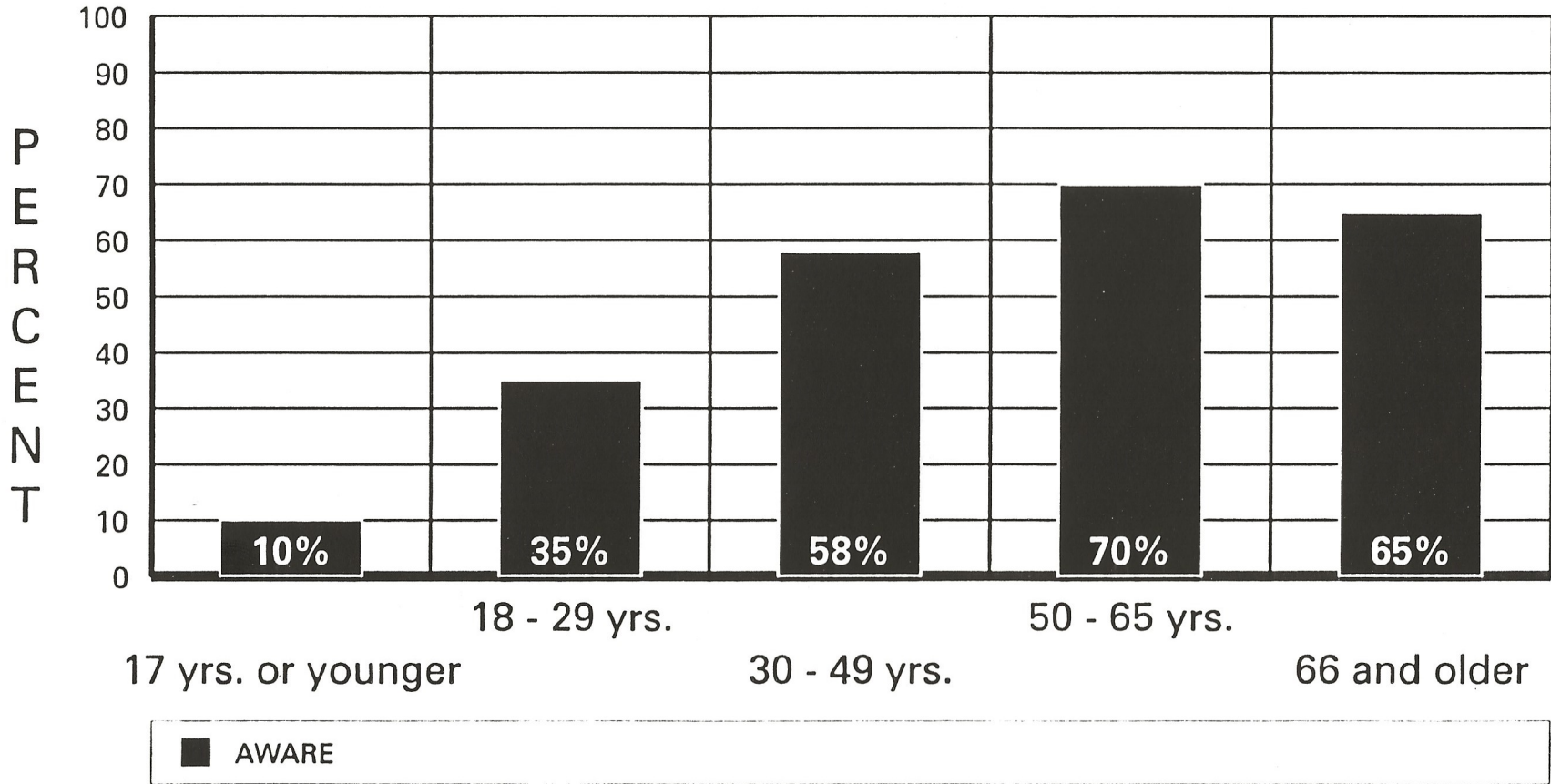
Paul

- > **53% have heard or read about the Adventist Church and 47% have not.** (MIDDLE OF WARREN!)
 - > This is a **significant decrease** from the results of the surveys conducted in the 1970s and the 1980s; we are **losing ground in terms of public recognition of the name Seventh-day Adventist.**
 - > The **loss in public awareness is largely among younger people.** Those **29 years of age and below in Canada and the U.S. have little name recognition** of the Adventist Church. Those **50 years of age and above have the greatest name recognition.**

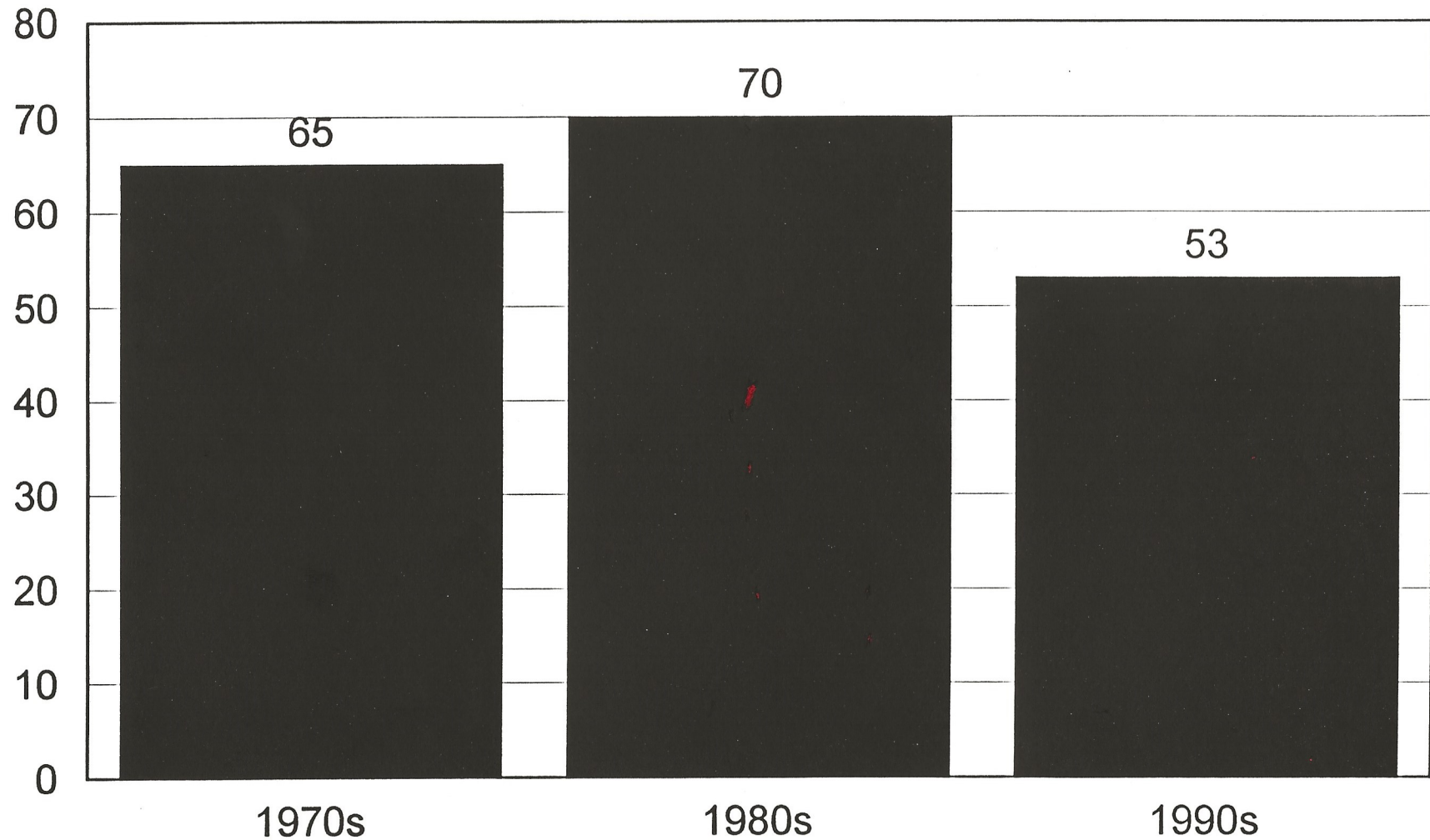
SLIPPAGE
OF THOSE
30-49

NOW REFINED WRITTEN REPORT
AVAILABLE SOON!

Age

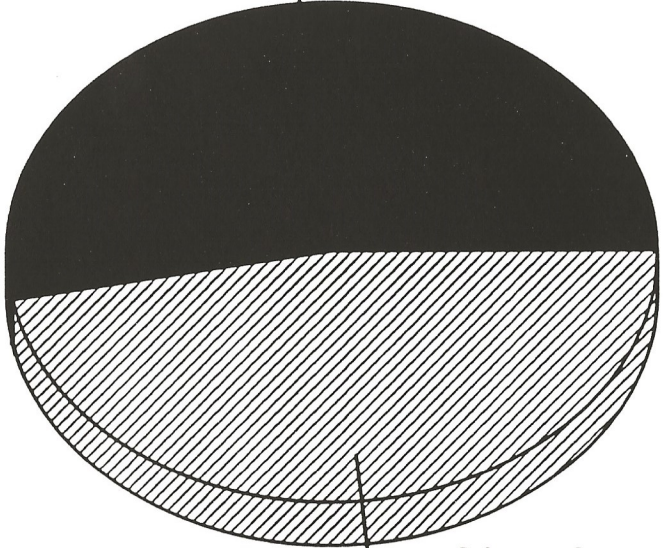


Have you ever heard or read about the Seventh-day Adventist Church?



Aware and Not Aware Group

Aware group 53%



Not Aware group 47%