

---

# Barna Group

Examine. Illuminate. Transform.

Seventh-day Adventist Church

## **BRAND AWARENESS AND POSITIONING | 2012**

A nationwide study of U.S. adults

Research commissioned by:  
**Seventh-day Adventist Church**  
Silver Spring, Maryland

Research conducted by:  
**Barna Group**  
Ventura, California

---

Copyright 2012

This information has been produced by the Barna Group for the Seventh-day Adventist Church (SDA). The information is confidential and copyrighted information that belongs to SDA and may not be reproduced in any form or format without the written permission of SDA.

# TABLE OF CONTENTS

<b>Introduction</b> .....	4
<b>Data Analysis</b> .....	5
<b>Appendix</b> .....	25
Research Question	
Research Definitions	
Study Methodology	
Guide to Survey Data	

## INTRODUCTION

This report contains the findings from a series of questions commissioned by the Seventh-day Adventist Church in a nationwide study of adults, ages 18 and older. The study, known publicly as OmniPoll<sup>SM</sup>, is a shared-cost research study conducted by Barna Research (a division of Barna Group). OmniPoll<sup>SM</sup> included online surveys with 1,005 adults and was conducted in March, 2012.

Organizations commission questions in OmniPoll<sup>SM</sup> on a pay-per-item basis, while Barna Research includes a variety of demographic and theolographic<sup>TM</sup> variables for cross-tabulation purposes.

Based on the information needs expressed by the Seventh-day Adventist Church, questions were designed to measure aided awareness and favorability of the church, reasons for specific impressions of the church, and viewership of the HOPE Channel, 3ABN, and other faith-based or inspirational networks and programs. Where applicable, data from a similar study conducted in 2011 is included for purposes of tracking and comparison.

The remainder of this report provides a summary analysis of the survey data for this question; a description of the survey methodology; and a summary of sampling error considerations. Detailed (cross-tabulated) data tables for the question are provided in a separate document.

# DATA ANALYSIS

## Notes to Reader

A written analysis of the research findings, along with relevant graphics and data tables, are included in this section. In the tables that follow, data has been marked with a (↑) or (↓) sign, if applicable, to indicate if the data for that generational or faith segment is statistically significantly higher or lower than the total response for the general population of adults in the U.S. (or the appropriate base of respondents for each question or data table). Where these tests have been performed, differences are statistically significant at the 95% confidence level or higher.

The following research definitions are used throughout this report:

### Generations

- **Mosaics:** those currently ages 18 to 27
- **Busters:** those currently ages 28 to 46
- **Boomers:** those currently ages 47 to 65
- **Elders:** those currently ages 66 or older

### Faith Identification

- **Christian:** those who self-identify as a Christian
- **Non-Christian:** those of a non-Christian faith or no faith (atheist, agnostic, etc.)

### Faith Segment

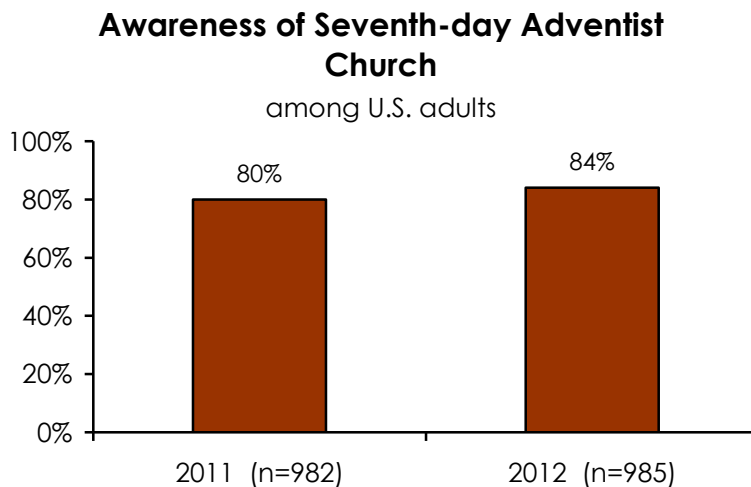
- **Evangelical:** The term “evangelical” is applied to born again Christians who also meet seven additional criteria. Those include saying their faith is very important in their life; believing they have a responsibility to share their faith in Christ with non-Christians; believing in the existence of Satan; believing that eternal salvation is gained through God’s grace alone, not through our efforts; believing that Jesus Christ lived a sinless life while on earth; believing the Bible is accurate in all that it teaches; and choosing an orthodox definition of God. To be classified as a born again Christian, an individual must say they have made a personal commitment to Jesus Christ that is still important in their life today, and that after they die they will go to Heaven because they have confessed their sins and accepted Jesus Christ as their savior. People who meet these criteria are classified as “evangelical” regardless of whether or not they would say they are evangelical Christians. This definition has no relationship to church attendance, membership, or denominational affiliation
- **Non-Evangelical Born Again:** The term “non-evangelical born again” describes individuals who meet the criteria for born again but do not meet the criteria for “evangelicals.”
- **Notional Christians:** Notional Christians are individuals who identify as Christian, but who do not meet the definition of a born again Christian.

## Awareness of Seventh-day Adventist Church

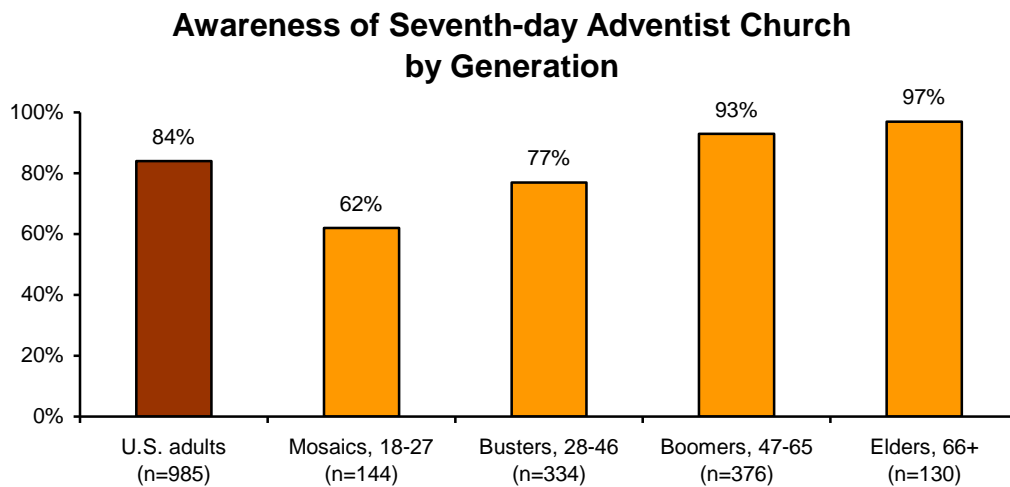
Ten out of every 12 adults in the U.S. (84%) have heard of the Seventh-day Adventist Church – up from 80% last year (a statistically significant increase).

Those who are more likely than average to know about the church include: older adults (Elders, 65 years of age or older); practicing Protestants; those with an active faith (i.e., who attend church and consider their religious faith very important); born again Christians (including evangelicals and non-evangelical born agains); those attending large churches; and registered Independents. (See complete list on page 10.)

Those not registered to vote, young adults (Mosaics, ages 18 to 27), Hispanics, economically downscale adults, atheists and agnostics, non-Christians, and those who have never married are among those least likely to have heard of the Seventh-day Adventist Church.



As was the case in 2011, younger adults (Mosaics and Busters) have far less awareness of the Seventh-day Adventist Church, while Boomers and Elders are far more likely have heard of the church. (Differences across all four of these generational segments are statistically significant.)





**TABLE 1: AWARENESS OF THE SEVENTH-DAY ADVENTIST CHURCH**

	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
aware	84%	62%↓	77%↓	93%↑	97%↑	87%↑	75%↓
never heard of	16	38↑	23↑	7↓	3↓	13↓	25↑
<i>n</i> =	985	144	334	376	130	738	218

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
aware	80%	84%↑
never heard of	20	16↓
<i>n</i> =	982	985

<b>Awareness of Seventh-day Adventist Church</b> (average 84%)	
<i>Above average awareness...</i>	<i>Below average awareness...</i>
<ul style="list-style-type: none"> <li>* Elder, age 66 plus (97%)</li> <li>* practicing faith<sup>1</sup>: Protestant (97%)</li> <li>* practicing faith<sup>1</sup>: mainline Protestant (96%)</li> <li>* practicing faith<sup>1</sup>: non-mainline Protestant (96%)</li> <li>* active faith<sup>2</sup> (95%)</li> <li>* evangelical (95%)</li> <li>* attender of a church with 500 plus attenders (95%)</li> <li>* born again (94%)</li> <li>* non-evangelical born again (94%)</li> <li>* registered Independent (94%)</li> <li>* Baby Boomer, age 47-65 (93%)</li> <li>* attended church in the past week (93%)</li> <li>* practicing faith<sup>1</sup>: Catholic (93%)</li> <li>* college graduate (92%)</li> <li>* have experienced a divorced (92%)</li> <li>* registered Republican (92%)</li> <li>* non-mainline Protestant (92%)</li> <li>* Protestant (91%)</li> <li>* attender of a church of 101-499 adults (90%)</li> <li>* economically upscale<sup>3</sup> (90%)</li> <li>* registered Democrat (89%)</li> <li>* mainline Protestant (89%)</li> <li>* married (88%)</li> <li>* politically conservative (88%)</li> <li>* do not have children under age of 18 (87%)</li> <li>* Caucasian (87%)</li> <li>* self-identified Christian (87%)</li> </ul>	<ul style="list-style-type: none"> <li>* lack an active faith<sup>1</sup> (81%)</li> <li>* notional (80%)</li> <li>* high school education, no college experience (79%)</li> <li>* not currently married (79%)</li> <li>* politically liberal (78%)</li> <li>* non-born again (78%)</li> <li>* unmarried (78%)</li> <li>* have children under the age of 18 (77%)</li> <li>* non-Caucasian (77%)</li> <li>* Buster, age 28-46 (77%)</li> <li>* unchurched (76%)</li> <li>* never married (75%)</li> <li>* non-Christian (75%)</li> <li>* atheist or agnostic (72%)</li> <li>* economically downscale<sup>3</sup> (71%)</li> <li>* Hispanic (69%)</li> <li>* Mosaic, age 18-27 (65%)</li> <li>* non-registered voter (63%)</li> </ul>

Differences are statistically significant at the 95% confidence level or higher.

<sup>1</sup> Adults with a practicing faith have attended church in the past month and say their religious faith is very important in their life today.

<sup>2</sup> Active faith is defined as having read the Bible outside of church, attended church and prayed all within in the past week.

<sup>3</sup> Upscale is defined as those who earn \$75K or more annually and who have a college degree. Downscale is defined as those who earn \$20K or less annually and who have not graduated from college.

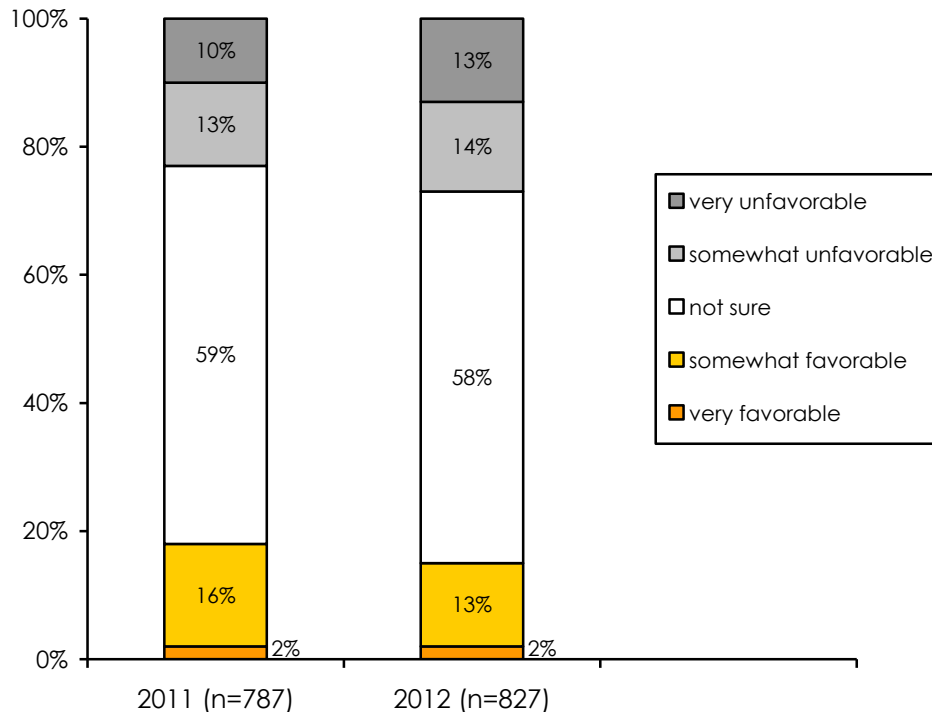
## Favorability of Seventh-day Adventist Church

Among adults nationwide who are aware of the Seventh-day Adventist Church, the majority have no definite opinion of the organization. When asked to rate the church on a scale ranging from “very favorable” to “very unfavorable,” nearly six out of every ten (58%) say they are not sure how to describe their impression of the church.

Of those adults who have a definite impression, there are nearly twice as many who view the church unfavorably. In all, 27% have a negative impression (13% very unfavorable, 14% somewhat unfavorable) compared to 15% with a positive impression (2% very favorable, 13% somewhat favorable). These results are statistically unchanged from the 2011 findings.

Interestingly, while young adults (Mosaics) have the lowest overall awareness of the Seventh-day Adventist Church, they are also more likely than average to have favorable opinions of the organization. Boomers, with higher than average awareness, are more inclined to *not* know how to characterize the church.

**Favorability of  
Seventh-day Adventist Church**  
among adults aware of SDA Church



**TABLE 2: FAVORABILITY OF SEVENTH-DAY ADVENTIST CHURCH**

Which of the following best describes your impression of the Seventh-day Adventist Church?

% aware of the SDA church	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
very favorable	2%	5%↑	2%	1%↓	4%	2%	4%
somewhat favorable	13	17↑	8↓	13	16	13	7↓
somewhat unfavorable	14	11	17	12	18	16	11
very unfavorable	13	12	19↑	12	7↓	11↓	17
not sure	58	55	55	62↑	55	59	61
<i>n=</i>	824	90	256	351	127	642	163

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults. Differences are statistically significant at the 95% confidence level or higher.

% aware of the SDA church	2011	2012
very favorable	2%	2%
somewhat favorable	16	13
somewhat unfavorable	13	14
very unfavorable	10	13
not sure	59	58
<i>n=</i>	787	824

## Reasons for Impressions of Seventh-day Adventist Church

Adults who heard of the Seventh-day Adventist Church and had definite opinions about it were asked why they had their specific favorable or unfavorable impressions of the organization. This question was asked in an open-ended manner.

### *Favorable Impressions*

Among adults with favorable opinions, one in five (22%) say it is because those in the church are good people or people who do good things. Nearly the same proportion (18%) hold the church in high regard because those who go there are Christians or because they believe in God or the Bible. Some note that those in the Seventh-day Adventist Church are committed to their faith.

A total of 17% of these adults have favorable opinions based on their own personal knowledge or experience, while 8% think favorably of the rules or practices of the church.

*[Note: A few of the reasons for favorable impressions (noted on the chart and tables that follow) might initially appear negative. One possible explanation is that they were the reasons for a “somewhat favorable” instead of a “very favorable” rating for the church.]*

### *Unfavorable Impressions*

Self-reported personal knowledge or experience is also the primary reason for unfavorable impressions of the Seventh-day Adventist Church. More than one in four of those who gave the church a negative rating (28%) cited this reason.

One in five of those who don't have a favorable impression (20%) think the church (or members): are not Christians, do not follow the Bible, have a different interpretation of the Bible or “unbiblical beliefs,” do not believe in Jesus, or are “a cult.”

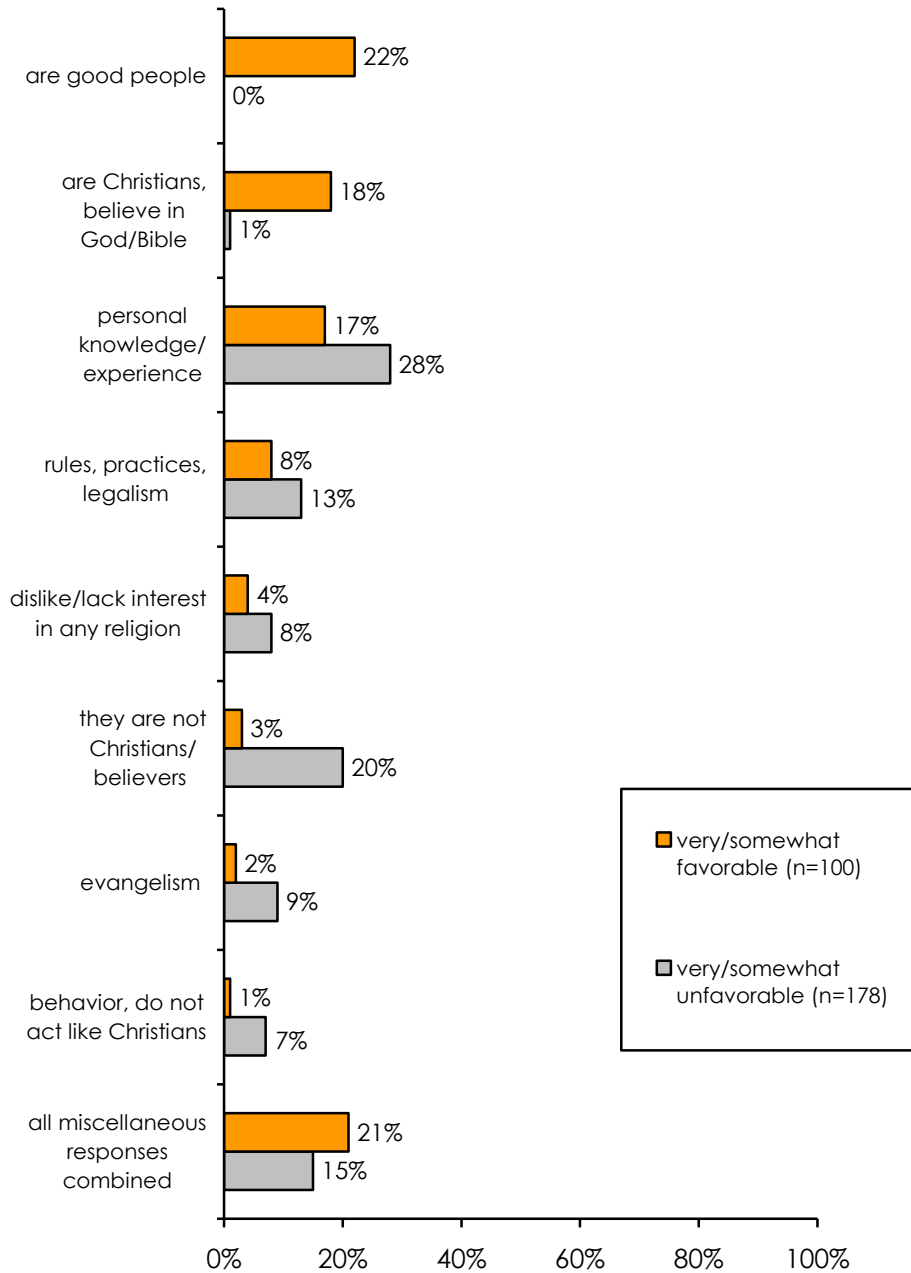
A total of 13% say the church has too many rules or is legalistic. These adults also commented on the church being strict, having worship on a “different day”, or expressed dislike for the dietary rules.

Evangelism was noted by one in eleven adults with a negative impression of the Seventh-day Adventist Church (9%) – especially when it is done “door-to-door”. It is perceived as too pushy or aggressive. Another 7% say that those in the church do not act like Christians and remarked about judgmental, narrow-minded, hypocritical, and misleading behavior.

One in 12 of these adults (8%) say they have a lack of interest or a dislike for any religion at all (i.e., it was not specific to a church).

## Reasons for Specific Impressions of Seventh-day Adventist Church

among U.S. adults with favorable or unfavorable opinions  
multiple responses allowed



**TABLE 3: REASONS FOR FAVORABLE IMPRESSIONS**

Question: Why do you say you have a [very/somewhat] unfavorable impression of the Seventh-day Adventist Church?

%favorable impression	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
<b>good people</b>	<b>22%</b>	<b>28%</b>	<b>4%</b>	<b>27%</b>	<b>25%</b>	<b>26%</b>	<b>9%</b>
-they are good people / do good things	22	28	4	27	25	26	9
<b>Christians / believe in God, the Bible</b>	<b>18</b>	<b>6</b>	<b>21</b>	<b>7↓</b>	<b>43↑</b>	<b>23</b>	<b>0</b>
-they are Christians / believe in God	12	6	16	7	21	15	0
-they have Biblical teachings	6	0	5	0	20	7	0
-they are committed to their faith	1	0	0	0	2	1	0
<b>personal knowledge / experience</b>	<b>17</b>	<b>5</b>	<b>11</b>	<b>22</b>	<b>23</b>	<b>18</b>	<b>9</b>
-I have friends / family involved with them	12	5	11	14	16	14	0
-I feel this way about SDA based on the knowledge I have about their beliefs	3	0	0	4	7	4	0
-my experience with the church	1	0	0	3	0	0	9
<b>rules, practices, legalism</b>	<b>8</b>	<b>0</b>	<b>26</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>14</b>
-they worship on a different day	7	0	26	3	2	2	7
-dislike their dietary rules	1	0	0	3	0	0	7
<b>dislike, lack of interest in any religion</b>	<b>4</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>28</b>
-dislike all religion / churches	4	24	0	0	0	0	28
<b>they are not Christians</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>0</b>
-they don't follow the Bible / different interpretation of the Bible	2	0	2	4	0	2	0
-they have unbiblical beliefs	1	0	0	0	4	1	0
<i>n=</i>	<i>100</i>	<i>17</i>	<i>21</i>	<i>38</i>	<i>24</i>	<i>80</i>	<i>15</i>

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults with favorable ratings. Differences are statistically significant at the 95% confidence level or higher. Statistical significance was tested on categories (not subgroups).

**TABLE 3: REASONS FOR FAVORABLE IMPRESSIONS (CONTINUED)**

Question: Why do you say you have a [very/somewhat] unfavorable impression of the Seventh-day Adventist Church?

%favorable impression	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
<b>evangelism</b>	<b>2%</b>	<b>0%</b>	<b>10%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>0%</b>
-they are too aggressive / pushy with evangelizing	2	0	10	0	0	3	0
<b>behavior, do not act like Christians</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>
-they are judgmental / narrow minded	1	0	0	1	1	1	0
<b>all other responses</b>	<b>21</b>	<b>23</b>	<b>19</b>	<b>30</b>	<b>7↓</b>	<b>19</b>	<b>37</b>
-I believe in freedom of religion / worship	3	0	3	3	5	3	3
-I don't feel negative towards them / haven't heard anything negative about them	3	0	0	8	1	4	2
-from the media / TV	1	0	0	2	0	1	0
-other	14	23	16	18	1	12	32
<b>not sure</b>	<b>8</b>	<b>15</b>	<b>11</b>	<b>8</b>	<b>2</b>	<b>10</b>	<b>3</b>
-don't know much about SDA	3	0	9	3	0	4	0
-don't know / no reason	7	15	9	5	2	8	3
<i>n=</i>	<i>100</i>	<i>17</i>	<i>21</i>	<i>38</i>	<i>24</i>	<i>80</i>	<i>15</i>

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults with favorable ratings. Differences are statistically significant at the 95% confidence level or higher.

Statistical significance was tested on categories (not subgroups).



**TABLE 4: REASONS FOR UNFAVORABLE IMPRESSIONS**

Question: Why do you say you have a [very/somewhat] unfavorable impression of the Seventh-day Adventist Church?

% unfavorable impression	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
<b>personal knowledge / experience</b>	<b>28%</b>	<b>49%</b>	<b>31%</b>	<b>19%↓</b>	<b>33%</b>	<b>30%</b>	<b>21%</b>
-I feel this way about SDA based on the knowledge I have about their beliefs	24	43	24	18	32	28	15
-my experiences with the church	4	6	7	1	0	3	6
-I have friends / family involved with them	1	0	1	0	1	1	1
<b>they are not Christians</b>	<b>20</b>	<b>16</b>	<b>24</b>	<b>17</b>	<b>16</b>	<b>23↑</b>	<b>7↓</b>
-they don't follow the Bible / different interpretation of the Bible	7	0	12	4	3	7	5
-they don't believe in Jesus / are not Christians	7	0	11	7	1	10	0
-they have unbiblical beliefs	6	16	7	4	3	7	0
-they are a cult	5	0	4	4	10	5	5
<b>rules, practices, legalism</b>	<b>13</b>	<b>4</b>	<b>11</b>	<b>17</b>	<b>10</b>	<b>14</b>	<b>9</b>
-they are legalists / strict / have too many rules	6	0	7	7	4	6	5
-they worship on a different day	5	0	3	9	6	6	4
-dislike their dietary rules	2	4	2	3	1	3	0
<b>evangelism</b>	<b>9</b>	<b>0</b>	<b>3↓</b>	<b>15↑</b>	<b>17</b>	<b>9</b>	<b>10</b>
-they are too aggressive / pushy with evangelizing	6	0	2	11	8	5	10
-they go door to door	4	0	1	5	11	5	2
n=	178	13	69	67	29	134	42

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults with unfavorable ratings. Differences are statistically significant at the 95% confidence level or higher.

Statistical significance was tested on categories (not subgroups).

**TABLE 4: REASONS FOR UNFAVORABLE IMPRESSIONS (CONTINUED)**

Question: Why do you say you have a [very/somewhat] unfavorable impression of the Seventh-day Adventist Church?

% unfavorable impression	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	non-Christian
<b>dislike, lack of interest in any religion</b>	<b>8%</b>	<b>5%</b>	<b>7%</b>	<b>10%</b>	<b>8%</b>	<b>1%↓</b>	<b>29%↑</b>
-dislike all religion churches	6	5	7	4	5	0	22
-I'm not interested in religion	3	0	0	6	3	1	8
<b>behavior, do not act like Christians</b>	<b>7</b>	<b>15</b>	<b>9</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>8</b>
-they are extremists / radicals / fanatics	4	15	5	2	0	4	5
-they are hypocrites / frauds / misleading	2	0	2	*	3	2	*
-they are judgmental / narrow minded	1	0	2	1	3	1	2
<b>Christians / believe in God, the Bible</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>
-they are Christians / believe in God	1	0	3	0	0	1	0
-they have Biblical teachings	*	0	0	0	2	0	1
<b>all other responses</b>	<b>15</b>	<b>9</b>	<b>20</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>19</b>
-from the media / TV	1	0	2	0	0	1	0
-other	14	9	18	14	9	13	19
<b>not sure</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>0</b>
-don't know / no reason	3	0	1	6	3	4	0
-don't know much about SDA	1	1	0	1	4	2	*
<i>n=</i>	<i>178</i>	<i>13</i>	<i>69</i>	<i>67</i>	<i>29</i>	<i>134</i>	<i>42</i>

\* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults with unfavorable ratings. Differences are statistically significant at the 95% confidence level or higher.

Statistical significance was tested on categories (not subgroups).

## Viewership of Faith-Based Television Networks and Programs

Based on this study, more than three out of every four adults (77%) receive their television service through cable or satellite dish. Those adults who receive their television service by cable or satellite were asked whether or not they had seen or watched the HOPE Channel or 3ABN (Three Angels Broadcasting Network). To provide some additional context for these findings, other faith-based or inspirational networks and programs were also assessed.

Of the eight programs and networks included in this series, the HOPE Channel (at 3%) and 3ABN (at 1%) have the lowest levels of viewership among adults with television access through cable or satellite dish. (When calculated among the base of U.S. adults, HOPE Channel holds a 2% share, while 3ABN maintains a 1% share.)

The most frequently viewed programs among those assessed included The 700 Club (29%) and Joel Osteen (26%). The most-watched networks are OWN, the Oprah Winfrey Network, seen by one in four of these adults (25%), and TBN, the Trinity Broadcasting Network (18%).

One in nine cable or satellite television viewers (11%) have watched In Touch with Dr. Charles Stanley, while 6% have seen Daystar.

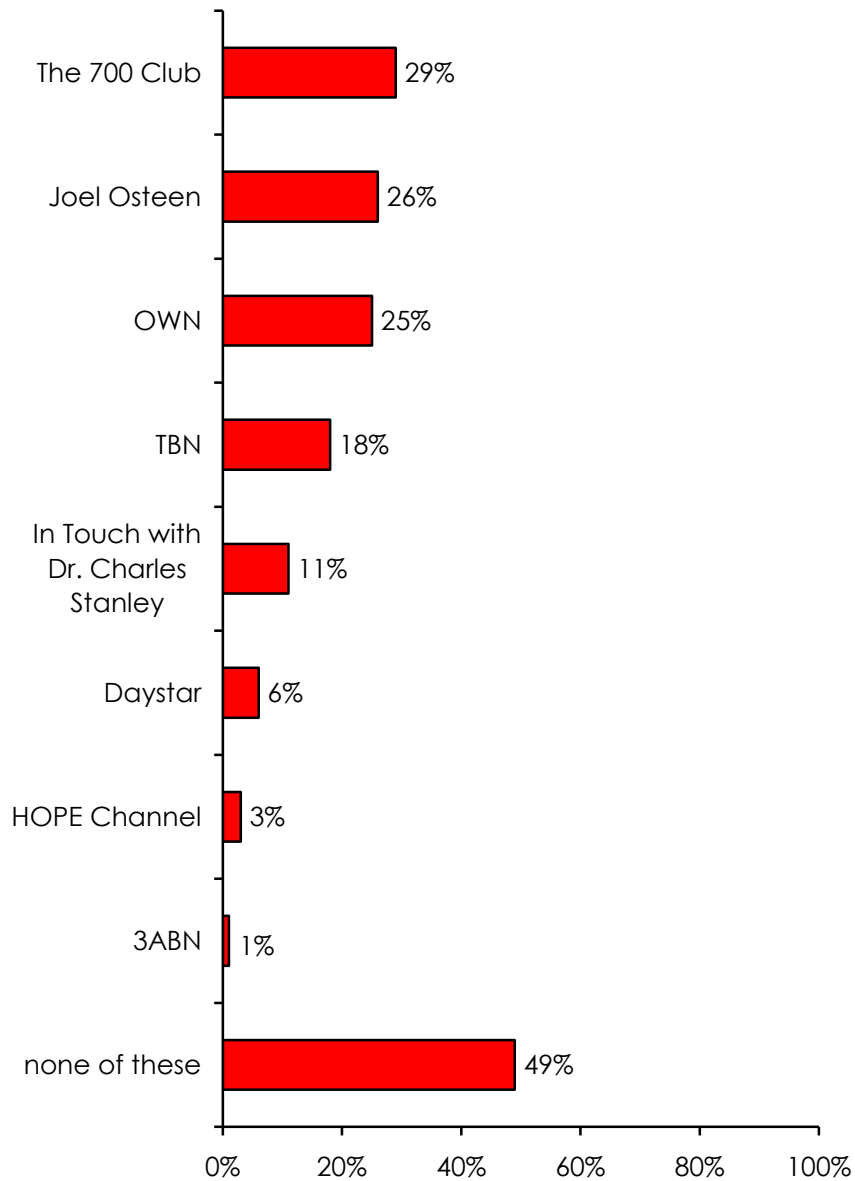
One-half of these adults have not watched any faith-based or inspirational programming.

Those adults more likely than average to watch the HOPE Channel include: those attending a small church, young adults (Mosaics, ages 18 to 27), those with a lower total household income, born again Christians, Protestants, and self-identified Christians.

Cable or satellite television viewers who are more inclined to watch 3ABN include: young adults (Mosaics, ages 18 to 27), those who are economically downscale (i.e., with total household income under \$20,000 and no college degree), residents in the western U.S., and those with no religious faith (i.e., atheists and agnostics).

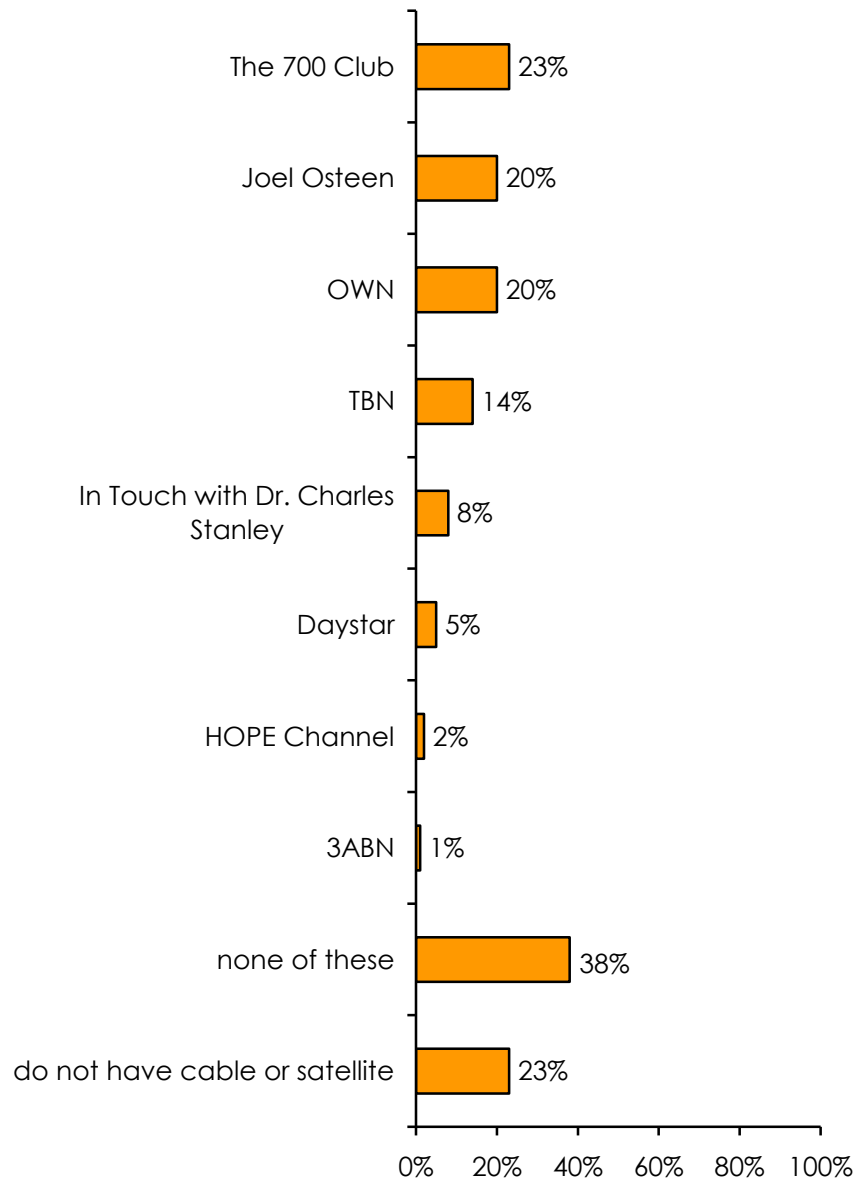
## Viewership of Inspirational/Faith-Based Television Programs or Networks

among U.S. adults with television through cable or satellite dish  
n=774



## Viewership of Inspirational/Faith-Based Television Programs or Networks

among U.S. adults  
n=1005



**TABLE 5: VIEWERSHIP OF INSPIRATIONAL/FAITH-BASED PROGRAMS/NETWORKS**

Question: Listed below are television programs or networks that offer inspirational, educational, or faith-based content. Please select each program or network that you, personally, have seen or watched.

% cable and satellite subscribers	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	Non-Christian
The 700 Club	29%	20%↓	24%↓	33%↑	37%↑	34%↑	10%↓
Joel Osteen	26	14↓	22	29	37↑	30↑	11↓
OWN (Oprah Winfrey Network)	25	21	23	30↑	22	30↑	10↓
TBN (Trinity Broadcasting Network)	18	9↓	17	20	23	21↑	6↓
In Touch with Dr. Charles Stanley	11	3↓	7↓	12	23↑	13↑	2↓
Daystar	6	2	6	6	8	7↑	2↓
HOPE Channel	3	6↑	2	2	3	3↑	*↓
3ABN (Three Angels Broadcasting Network)	1	3↑	*	*	1	1	2
none of these	49	62↑	51	43↓	48	41↓	77↑
<i>n</i> =	774	102	243	320	109	599	158

\* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults. Differences are statistically significant at the 95% confidence level or higher.

**TABLE 5: VIEWERSHIP OF INSPIRATIONAL/FAITH-BASED PROGRAMS/NETWORKS (CONT.)**

% all adults	US adults	Generation				Faith identification	
		Mosaic 18-24	Buster 28-46	Boomer 47-65	Elder 66 plus	Christian	Non-Christian
The 700 Club	23%	13% ↓	17% ↓	28% ↑	30% ↑	27% ↑	7% ↓
Joel Osteen	20	9 ↓	16	24 ↑	30 ↑	24 ↑	8 ↓
OWN (Oprah Winfrey Network)	20	14	16	25 ↑	18	24 ↑	7 ↓
TBN (Trinity Broadcasting Network)	14	6 ↓	12	17	19	17 ↑	4 ↓
In Touch with Dr. Charles Stanley	8	2 ↓	5 ↓	10	19 ↑	11 ↑	2 ↓
Daystar	5	1	4	5	7	6 ↑	1 ↓
HOPE Channel	2	4	1	2	2	3 ↑	*
3ABN (Three Angels Broadcasting Network)	1	2	*	*	1	*	1
none of these	38	42	37	36	39	33 ↓	56 ↑
do not subscribe to cable / satellite	23	33	29	16	18	20	28
<i>n=</i>	1005	151	341	380	133	745	219

\* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for U.S. adults. Differences are statistically significant at the 95% confidence level or higher.

<b>Segmentation Analysis: Viewership of HOPE Channel (among cable or satellite subscribers) (average 3%)</b>	
<i>above average awareness...</i>	<i>below average awareness...</i>
<ul style="list-style-type: none"> <li>* attend a church of 100 or less adults (7%)</li> <li>* Mosaic, age 18-27 (6%)</li> <li>* household annual income is less than \$35K (6%)</li> <li>* non-evangelical born again (6%)</li> <li>* born again (5%)</li> <li>* Protestant (4%)</li> <li>* Protestant, non-mainline (4%)</li> <li>* self-identified Christian (3%)</li> </ul>	<ul style="list-style-type: none"> <li>* lack an active faith<sup>1</sup> (2%)</li> <li>* household annual income above \$60K (1%)</li> <li>* attend a church of 101 to 499 adults (1%)</li> <li>* non-born again (1%)</li> <li>* non-Christians (&lt;1%)</li> <li>* unchurched (&lt;1%)</li> </ul>

<b>Segmentation Analysis: Viewership of 3ABN (among cable or satellite subscribers) (average 1%)</b>	
<i>above average awareness...</i>	<i>below average awareness...</i>
<ul style="list-style-type: none"> <li>* Mosaic, age 18-27 (3%)</li> <li>* economically downscale<sup>2</sup> (3%)</li> <li>* reside in the West (3%)</li> <li>* atheist or agnostic (2%)</li> </ul>	No statistical differences

Differences are statistically significant at the 95% confidence level or higher.

<sup>1</sup> Active faith is defined as having read the Bible outside of church, attended church and prayed all within in the past week.

<sup>2</sup> Downscale is defined as having a total household income of \$20K or less without a college degree.



# APPENDIX

## RESEARCH QUESTIONS

1. Which of the following best describes your impression of the Seventh-day Adventist Church?

1. very favorable
2. somewhat favorable
3. somewhat unfavorable
4. very unfavorable
5. heard of, not sure how favorable
6. never heard of

2. Why do you say you have a [INSERT RESPONSE] impression of the Seventh-day Adventist Church?

---

3. Listed below are television programs or networks that offer inspirational, educational, or faith-based content. Please select each program or network that you, personally, have seen or watched.

1. HOPE Channel
2. 3ABN (Three Angels Broadcasting Network)
3. TBN (Trinity Broadcasting Network)
4. Daystar
5. OWN (Oprah Winfrey Network)
6. Joel Osteen
7. In Touch with Dr. Charles Stanley
8. The 700 Club

## STUDY METHODOLOGY

The OmniPoll<sup>SM</sup> included 1,005 online surveys conducted among a representative sample of adults, ages 18 and older, throughout the United States. The survey was conducted from March 14, 2012 through March 21, 2012. The margin of error for a sample of this size is +/-3 percentage points, at the 95% confidence level.

This study used an online research panel called KnowledgePanel<sup>®</sup> based on probability sampling that covers both the online and offline populations in the U.S. The panel members are randomly recruited by telephone and by self-administered mail and web surveys. Households are provided with access to the Internet and hardware if needed. Unlike other Internet research that covers only individuals with Internet access who volunteer for research, this process uses a dual sampling frame that includes both listed and unlisted phone numbers, telephone and non-telephone households, and cell-phone-only households. The panel is not limited to current Web users or computer owners. All potential panelists are randomly selected to join the KnowledgePanel; unselected volunteers are not able to join.

The response rate among these online OmniPoll<sup>SM</sup> participants was 55%. In every survey there are a variety of ways in which the accuracy of the data may be affected. The response rate is one such potential cause of error in measurement: the lower the response, the less representative the respondents surveyed may be of the population from which they were drawn, thereby reducing the accuracy of the results. Other sources of error include question-design bias, question-order bias, sampling error and respondent deception. Many of these types of errors cannot be accurately estimated. However, having a high cooperation rate does enhance the reliability of the information procured.

Minimal statistical weighting was used to calibrate the sample to known population percentages in relation to demographic variables.

## GUIDE TO SURVEY DATA

Do you remember reading the results of a survey and noticing the fine print that says that the results are accurate within plus or minus three percentage points (or some similar number)? That figure refers to the "range of sampling error." The range of sampling error indicates the accuracy of the results and is dependent upon two factors: 1) the sample size and 2) the degree to which the result you are examining is close to 50 percent or the extremes, 0 percent and 100 percent.

You can estimate the accuracy of your survey results using the table below. First, find the column heading that is closest to your sample size. Next, find the row whose label is closest to the response percentages observed for a particular question from your survey. The intersection of the row and column displays the number of percentage points that need to be added to, and subtracted from, the observed result to obtain the range of error. There is a 95 percent chance that the true percentage of the group being sampled is in that range.

Result	Sample Size											
	<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>800</u>	<u>1000</u>	<u>1200</u>	<u>1500</u>	<u>2000</u>	<u>2500</u>
05% or 95%	4.4	3.1	2.5	2.2	2.0	1.8	1.5	1.4	1.3	1.1	.96	.87
10% or 90%	6.0	4.3	3.5	3.0	2.7	2.5	2.1	1.0	1.7	1.6	1.3	1.2
15% or 85%	7.1	5.1	4.1	3.6	3.2	2.9	2.5	2.3	2.1	1.9	1.6	1.4
20% or 80%	8.0	5.7	4.6	4.0	3.6	3.3	2.6	2.5	2.3	2.1	1.8	1.6
25% or 75%	8.7	6.1	5.0	4.3	3.9	3.6	3.0	2.8	2.5	2.3	1.9	1.7
30% or 70%	9.2	6.5	5.3	4.6	4.1	3.8	3.2	2.8	2.7	2.4	2.0	1.8
35% or 65%	9.5	6.8	5.5	4.8	4.3	3.9	3.3	3.1	2.8	2.5	2.1	1.9
40% or 60%	9.8	7.0	5.7	4.9	4.4	4.0	3.4	3.1	2.8	2.5	2.2	2.0
45% or 55%	9.9	7.0	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0
50%	10.0	7.1	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0

Note that the above statistics only relate to the sampling accuracy of survey results. When comparing the results of two subgroups (e.g., men versus women), a different procedure is followed and usually requires a greater sample size. Further, there is a range of other errors that may influence survey results (e.g. biased question wording, inaccurate data tabulation) – errors whose influence cannot be statistically estimated.