

MID-AMERICA
UNION
ADVENTIST
REVIEW
SURVEY

Final Report

May, 1987

6109
The
Research
Department



Review and Herald
Publishing Association

RESEARCH & DEVELOPMENT

**THE MID-AMERICA UNION
ADVENTIST REVIEW SURVEY**

By Gail Hunt & Candace Pohle

Research & Development
Review & Herald Publishing Association

May, 1987

TABLE OF CONTENTS

Executive Summary & Recommendations	3
Foreword	7
Purpose	8
Methodology	9
Findings	12
Questionnaire with statistics	14

EXECUTIVE SUMMARY & RECOMMENDATIONS

This is a synopsis of the information contained in this report:

Number of surveys mailed:	600
Number responding:	301
Gross response rate:	50.2%
Number not able to respond:	20
Number responding with no data:	15
Net response rate:	53.2%

If this study were repeated, 19 times out of 20, the results of any given question would be within a plus or minus 6.0% of the results of this survey.

BREAKDOWN OF RESPONDENTS

Of those who responded:

27%	are from the Rocky Mountain Conference	11%	are from the Minnesota Conference
27%	are from the Iowa-Missouri Conference	6%	are from the Dakota Conference
24%	are from the Kansas-Nebraska Conference	5%	are from other conferences
34%	receive the ADVENTIST REVIEW on a weekly basis.		
63%	receive the ADVENTIST REVIEW on a monthly basis only.		
3%	do not receive the ADVENTIST REVIEW at all.		

WHO READS THE ADVENTIST REVIEW?

90% of the respondents read some part of the ADVENTIST REVIEW.

HOW EFFECTIVE IS THE ADVENTIST REVIEW?

Of those who responded:

54%	say that the ADVENTIST REVIEW very effectively increases their spiritual growth.
69%	say that the ADVENTIST REVIEW very effectively increases their knowledge of the world-wide church.
51%	say that the ADVENTIST REVIEW very effectively increases their knowledge of the church organization and it's policies.
52%	say that the ADVENTIST REVIEW very effectively increases their awareness of the church's needs.
73%	say that the ADVENTIST REVIEW positively influences their attitudes toward the SDA church.

WHAT IS THE VALUE OF THE ADVENTIST REVIEW?

Of those who responded:

82% are very pleased to be receiving a free issue of the ADVENTIST REVIEW on a monthly basis.

79% are willing to give a freewill offering to help maintain the program of giving an ADVENTIST REVIEW to everyone free once a month.

The two magazines considered as the best source of SDA information are:

1. ADVENTIST REVIEW 79%
2. OUTLOOK 44%

RECOMMENDATIONS

The ADVENTIST REVIEW is a publication that reaches a tremendous cross-section of ethnic groups, ages and cultures and appears to be doing an excellent job at it. In addition, it continues to be a major resource for Seventh-day Adventists.

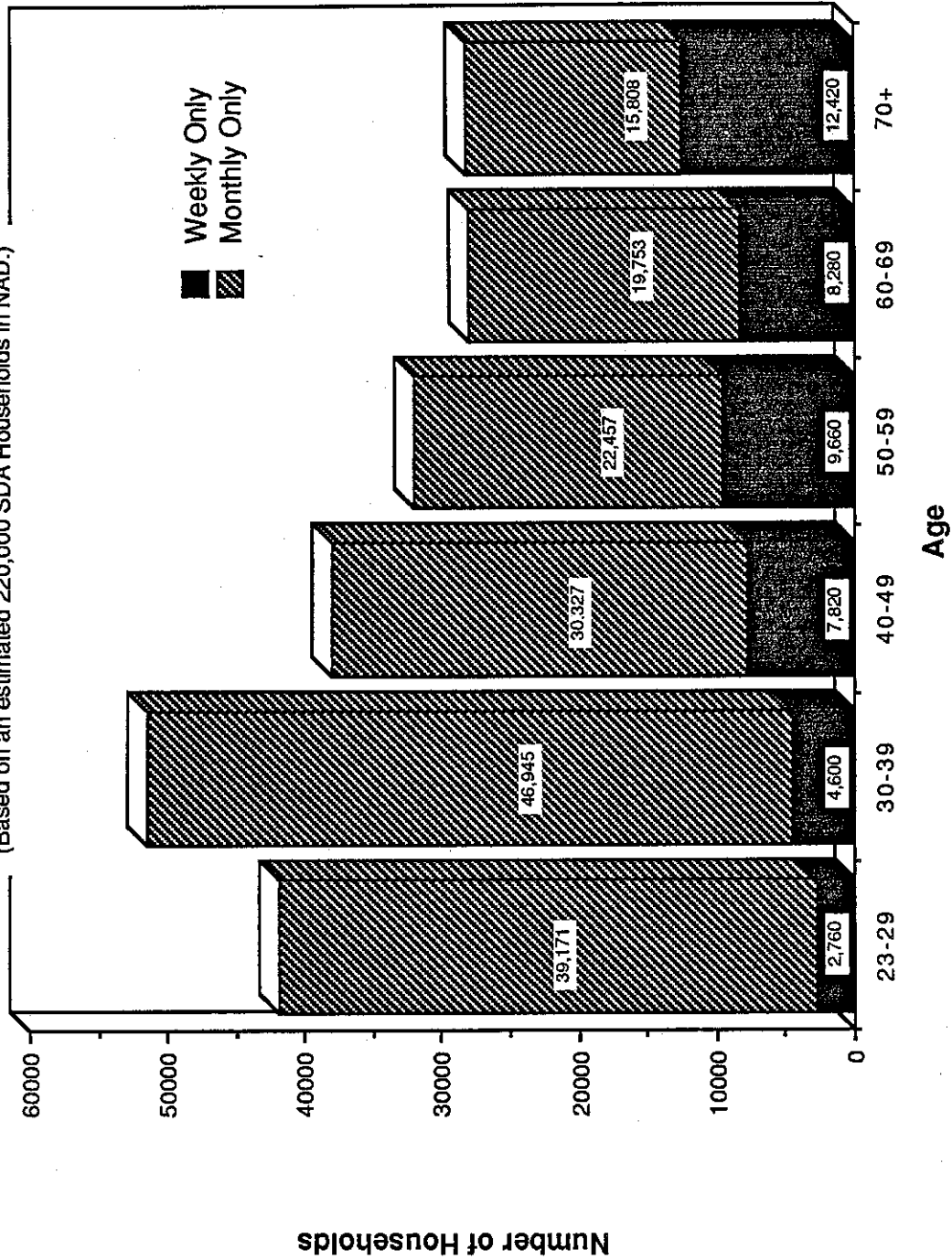
The program to place the ADVENTIST REVIEW into every Seventh-day Adventist home in the North American Division has worthwhile ideals. This study indicates the program is working and working well. Some recommendations would be:

1. Remove all weekly subscribers being duplicated on the mailing list of the monthly issue.
2. Create awareness of the "free monthly issue program" to the ADVENTIST REVIEW readers. A significant number of people appear to be unaware of the program. Two indicators are: The percent of non-response to questions 6 & 7 on the survey and secondly, handwritten "memos" on a number of questionnaires indicating unawareness.
3. Increase cross-advertising using the monthly issue as a promotional tool of the idea of receiving the ADVENTIST REVIEW every week.
4. According to the Mid-America Adventist Review Survey more younger to mid-family cycle readers are reading the ADVENTIST REVIEW than this age group in the Atlantic Union. We need to identify the causes for the shift in the two sets of data regarding age distribution of readers (Mid-America Union ADVENTIST REVIEW SURVEY and Atlantic Union ADVENTIST REVIEW SURVEY). Two probable explanations could be geographic differences and editorial repositioning to younger readers. Two recommendations which may help our understanding of the shift are as follows:
 - 1) Repeat some of the questions contained in this survey in 1-2 years from now as a "time-study", particularly looking at age.
 - 2) Conduct focus groups as qualitative research to gather insight, perceptions, needs, and opinions of young to mid-family readers of the ADVENTIST REVIEW. (If SDA age population were to parallel national U.S. population, the swell of readership would be "Baby Boomers"-ages 20-35. See graph next page.)

We can see in comparison of the weekly versus monthly-only readers that the monthly program is the primary credible source of information for the young to mid-family cycle readers. These focus groups will help us understand the value this important segment of our church population places on the monthly program and further how we can make the weekly ADVENTIST REVIEW more directed to their needs.

ADVENTIST REVIEW Distribution by Age

(Based on an estimated 220,000 SDA Households in NAD.)



* Age distribution of 220,000 SDA households is based on U.S. Population Distribution, 1984 data. Total receiving weekly-45,540. Total receiving monthly-174,460.

FOREWORD

For almost as long as there has been a Seventh-day Adventist denomination, there has been a paper providing inspiration for this denomination's people.

In 1851 this paper was called SECOND ADVENT REVIEW AND SABBATH HERALD. Later this paper would be called ADVENT REVIEW AND SABBATH HERALD, the ADVENT REVIEW AND HERALD OF THE SABBATH, then THE ADVENT REVIEW AND SABBATH HERALD. Later, it became THE REVIEW AND HERALD. Today that paper is called the ADVENTIST REVIEW.

In its first years the SECOND ADVENT REVIEW AND SABBATH HERALD was given free to all for the asking. As the number of readers grew, it became necessary to ask the people who could afford to, to subscribe so as to cover the cost of the publication for them as well as for the other people receiving it who could not afford the subscription. The yearly subscription fee to the ADVENT REVIEW AND SABBATH HERALD was one dollar. The general attitude of the day was that the ADVENT REVIEW AND SABBATH HERALD belonged in every Seventh-day Adventist home. If a home could not afford it, then other readers and the Seventh-day Adventist Publishing Association would pick up the cost. This same attitude is reflected today in the program co-sponsored by the North American Division, the Union Conferences and the Local Conferences. One of the program's primary objectives is to get an issue of the ADVENTIST REVIEW into every Seventh-day Adventist home once a month and free of charge.

Many years have passed since the first issue of what was to become the ADVENTIST REVIEW came off the press. Today, the Seventh-day Adventist church is a large organization with many members. The ADVENTIST REVIEW is a periodical with a large circulation.

There are many sources of information about the Seventh-day Adventist church for the Seventh-day Adventist member. The general social climate has dramatically changed, but the message printed in the pages of the ADVENTIST REVIEW has not changed nor is it necessary for it to change.

In today's complex society, questions arise concerning our ability to reach the members of the Seventh-day Adventist church and about the proper and/or most effective use of funds for such purposes. For the purposes of the program in which the ADVENTIST REVIEW is being placed free once a month in the homes of Seventh-day Adventists, questions arise about the magazine and its usability in this program.

PURPOSE

The Research & Development Department of the Review & Herald Publishing Association was asked by the President of the Mid-America Union Conference to do a study to determine the effectiveness of the program of sponsoring an ADVENTIST REVIEW for every Seventh-day Adventist home. The study was to determine if the program were effective in the following ways:

1. Helping to create an environment for better spiritual growth among its readers.
2. Increasing the general knowledge of the church organization and its policies.
3. Increasing the Seventh-day Adventist Christian's awareness level of the church's needs.
4. Influencing in a positive way the attitudes of its readers towards the Seventh-day Adventist church.
5. Determining the value placed on the ADVENTIST REVIEW (North American Division monthly issue) by those people who receive it. (e.g., Is the money which is used to supply the free N.A.D. edition of the ADVENTIST REVIEW being used wisely when it is used for this program.)

It should be noted that the information contained in this report pertains only to the church members of the Mid-America Union Conference and that all references to the Seventh-day Adventist church pertain only to the churches located within the Mid-America Union Conference.

METHODOLOGY

After conferring with the President of the Mid-America Union Conference and the Associate Editor of the ADVENTIST REVIEW, it was determined that the most appropriate method of collecting the information desired would be in a quantitative manner, through the use of mailed questionnaires. The results from those questionnaires would be tabulated by members of the Research & Development Department of the Review & Herald Publishing Association.

QUESTIONNAIRE CONSTRUCTION

Included in the back of this report is a copy of the survey instrument which was used. (The copy includes the statistical response for each question.) The survey instrument was the same design as the Atlantic Union ADVENTIST REVIEW survey which was completed in September, 1986 by the Research & Development Department of the Review & Herald Publishing Association. In addition, three questions concerning the Mid-America Union Paper, the OUTLOOK, were included. This was arranged per the editor of the OUTLOOK. A copy of the survey instrument was sent to the President of the Mid-America Union Conference and also to the Associate Editor of the ADVENTIST REVIEW for review.

The final draft of the questionnaire contains fifteen basic questions falling into the following categories:

1. Demographic (question 1 & questions 11-15)
2. Comparison with other SDA magazines (questions 2 & 8)
3. Effectiveness of information received (questions 3,4 & 8)
4. Value of the magazine (questions 5-7)

* Questions 9 & 10 pertain to the OUTLOOK.

The reason for the demographic questions was to provide a constant with which all of the other information could be cross-tabulated. With the demographic information, the impressions and ideas of those people who receive the ADVENTIST REVIEW weekly could be identified from those who receive the ADVENTIST REVIEW monthly and from those who do not receive the ADVENTIST REVIEW at all. The ideas of those from different age groups, church sizes, and different ethnic backgrounds could be identified.

The reason for the questions comparing other magazines with the ADVENTIST REVIEW is three-fold. First, to determine whether the ADVENTIST REVIEW is being read. Second, to identify how much of the ADVENTIST REVIEW is being read and by whom. Third, to determine the level of credibility the ADVENTIST REVIEW has as a source of information about the Seventh-day Adventist church.

The reason for the questions about the effectiveness of information received is to determine whether the ADVENTIST REVIEW is a motivating force, and if it is, to try and measure to some extent both its span and its depth.

The reason for the questions concerning the value of the ADVENTIST REVIEW is two-fold. First, to try to determine whether the ADVENTIST REVIEW is appreciated. Second, to place a value on the ADVENTIST REVIEW itself. It should be noted that the term value does not just denote a value to the receiver of the ADVENTIST REVIEW, but also the value this periodical has when being given as a gift to unknown people.

SAMPLE SELECTION

In the selection, an Nth name select was taken of the Mid-America Union Conference mailing list for the ADVENTIST REVIEW (North American Division) edition, producing a sample of 600 names.

MAILING AND HANDLING

One week prior to the mailing of the survey instrument, a lead card was mailed to all the members involved in the survey. The lead card described the survey which was coming.

In addition to the questionnaire, three other pieces of material were inserted in the envelopes which were mailed. 1) a cover letter, 2) a postage-paid return envelope, 3) and an incentive (a crisp one-dollar bill).

One week following the mailing of the survey, a follow-up card was mailed to all the members involved in the survey reminding them about the survey and asking them for their speedy reply. One week following the first follow-up card, a second follow-up card was mailed. This time the card went only to those who had not returned the survey.

The returning surveys were collected and the data entered into the computer by members of the Research & Development staff of the Review & Herald Publishing Association.

SURVEY ANALYSIS

After the data was collected and entered into the computer, crosstabs were pulled in the following areas:

- Age
- Church size
- Race
- Church attendance
- Sabbath School attendance
- The frequency which they received the ADVENTIST REVIEW

It was felt that these areas would supply the information needed for the purposes of this study.

OTHER INFORMATION ABOUT THIS SURVEY

In this survey, 600 questionnaires were sent out. By the cut-off date of May 4, 1987, 266 questionnaires had been filled out and returned, 20 questionnaires had been returned as undeliverable, and 15 questionnaires were returned because the recipient was deceased or for some reason unable to answer the questionnaire. The net response to this survey was 53.2 percent (301 divided by 565).

According to the HANDBOOK OF MARKETING RESEARCH Robert Ferber editor in chief, McGraw-Hill 1974 and the SURVEY RESEARCH HANDBOOK by Pamela Alreck and Robert B. Settle, Richard D. Irwin Inc. 1985, our net response rate is higher than the normal response rate of similar surveys.

Those who did not send completed surveys back contribute to the survey's non-response bias. To qualify non-response bias is not easy to do. In identifying non-response bias, usually those who feel strongly about an issue either one way or the other are more likely to respond than those who are neutral on the issue or have less experience dealing with the issue. Furthermore, some demographic groups may be less likely to respond than others.

Included in each questionnaire envelope was a one-dollar incentive. The incentive was included for a number of reasons. First, it is a token of appreciation. Second, it catches the recipients' attention. Third, it puts the recipient in a more positive mood, making them more likely to respond.

The response rate for this survey indicates that the incentive was a safe investment. Comparing the response rate for this survey with that of the Atlantic Union ADVENTIST REVIEW survey, which did not have an incentive, denotes the impact of the incentive.

	<u>Mid-America Union</u> (incentive)	<u>Atlantic Union</u> (no incentive)
Number of surveys mailed:	600	1000
Number Responding:	301	236
Gross Response Rate:	50.2%	23.6%

Also noteworthy was the amount of money which was returned by those who received questionnaires. A total of \$102, 17% of the incentives, was returned. Many people felt honored to have their opinion(s) heard by the editors/publisher of the ADVENTIST REVIEW and sent the incentive back. Most of those who did return the incentive also returned a completed questionnaire. A number of people stated that they were thankful for the gift and were going to put it into the offering plate the next Sabbath.

FINDINGS

In order for a publication to have credibility, it is necessary to prove its validity. In this study, there are two questions which make that effort. The first question's objective was to determine which two SDA periodicals are the best sources of SDA information, (according to our readers). Second, which publications identified were most likely to be read the most and which were most likely to be read the least.

The results of the first question were: The two publications that were felt to be the best sources of SDA information were first, the ADVENTIST REVIEW and second, the OUTLOOK. The ADVENTIST REVIEW tended to be read by a far greater number of people than the OUTLOOK. (It may be noted that the SIGNS OF THE TIMES was close behind OUTLOOK as being a source people turned to for SDA information.)

The next part of the question was to determine how much of the publication was read. Of those people who receive the ADVENTIST REVIEW, 98% picked it up and read part or all of it. Of those receiving the OUTLOOK, 96% picked it up and read part or all of it.

From these findings it can be stated that the ADVENTIST REVIEW is read the most by SDA's in the Mid-America Union Conference (as compared to other SDA magazines). In addition, the ADVENTIST REVIEW is considered by this same group of people to be the best source of SDA information.

Having established the credibility of the ADVENTIST REVIEW, the next step was to answer questions about the effectiveness of the program of sponsoring an ADVENTIST REVIEW into every SDA home in the North American Division.

1. It's effectiveness in helping to create an environment for better spiritual growth among Seventh-day Adventists.
2. It's effectiveness in increasing the general knowledge of the church organization and it's policies.
3. It's effectiveness in increasing the Seventh-day Adventist Christian's awareness level of the church's needs.
4. It's influence on attitudes of it's readers towards the Seventh-day Adventist church.
5. To determine the value placed on the ADVENTIST REVIEW (North American Division monthly issue) by those people who receive it.

Does the ADVENTIST REVIEW help to increase spiritual growth?

95% of those responding indicated that they had been to some extent aided by the ADVENTIST REVIEW in their spiritual growth and 54% of those who responded indicated that the ADVENTIST REVIEW had helped to increase their spiritual growth significantly. Those who receive the ADVENTIST REVIEW on a weekly basis tended to be more positive in their responses than those who receive the ADVENTIST REVIEW on a monthly basis.

Does the ADVENTIST REVIEW help to increase knowledge of the worldwide church?

96% of those responding indicated that to some extent the ADVENTIST REVIEW had helped to increase their awareness of the worldwide church. 69% of those responding indicated that the ADVENTIST REVIEW helped to increase their knowledge of the worldwide church significantly. Those who receive the ADVENTIST REVIEW on a weekly basis tended to be more positive than those receiving it on a monthly basis.

Does the ADVENTIST REVIEW help to increase knowledge of the church organization and its policies?

96% of those responding indicated that to some extent the ADVENTIST REVIEW had helped to increase their knowledge of the church organization and its policies. 51% of those responding indicated that the ADVENTIST REVIEW had helped to increase their knowledge of the church organization and its policies significantly. Those who receive the ADVENTIST REVIEW on a weekly basis tended to be more positive than those receiving it on a monthly basis.

Does the ADVENTIST REVIEW help to increase awareness of the church's needs?

96% of those responding indicated that to some extent the ADVENTIST REVIEW had helped to increase their awareness of the church's needs. 52% of those responding indicated that the ADVENTIST REVIEW had helped to increase their awareness of the church's needs significantly. Again, those who receive the ADVENTIST REVIEW on a weekly basis tended to be more positive than those who receive it on a monthly basis.

Does the ADVENTIST REVIEW influence people's attitudes towards the Seventh-day Adventist church?

73% of those responding indicated that to some extent the ADVENTIST REVIEW had positively influenced their attitudes towards the Seventh-day Adventist church. 21% of those responding indicated that the ADVENTIST REVIEW had not influenced their attitudes towards the Seventh-day Adventist church significantly and 6% indicated that the ADVENTIST REVIEW had negatively influenced them towards the Seventh-day Adventist church. Those who indicated that the ADVENTIST REVIEW had a negative influence on them toward the church were not in any specific group of people but appeared to be randomly located throughout the demographic spectrum.

What is the perceived value of the ADVENTIST REVIEW?

82% of those responding were very to extremely pleased to receive the ADVENTIST REVIEW free, 8% were somewhat pleased, and 10% were slightly pleased to not at all pleased. There seemed to be some confusion about the free issue. Some people did not understand why they were receiving an extra issue of the ADVENTIST REVIEW once a month. 82% of those responding indicated a desire to continue receiving the N.A.D. issue of the ADVENTIST REVIEW. 18% indicated a desire to not continue this issue.

Due to a research oversight on the question concerning people's willingness to give a freewill contribution to this program, the information will not be explained in detail in this report. The complete set of ADVENTIST REVIEW SURVEY crosstabs are available for your reference in the Research & Development Department at the Review & Herald Publishing Association.

ADVENTIST REVIEW SURVEY

[Base 301]

[Base 236]

[The percentages in **bold print** represent the results of the MID-AMERICA UNION ADVENTIST REVIEW SURVEY while the percentages in regular print represent the results of the ATLANTIC UNION ADVENTIST REVIEW SURVEY completed in September, 1986. The objective of including both unions' percentages is for comparative purposes and to facilitate understanding of the surveys.]

1.) How often do you receive your issue of the ADVENTIST REVIEW? 268

34% --Weekly	63% --Monthly only (free issue)	3% --Do not receive at all
36%	55%	10%

194

2.) Of all of the SDA magazines you receive, how much of each magazine do you read? (For each of the magazines listed below, please check the response that best represents your reading habits.)

	All of it (5)	Half of it (4)	1 or 2 articles (3)	Only skim through it (2)	None of it (1)	
ADVENTIST REVIEW	45%	33%	12%	9%	2%	283
	56%	24%	11%	7%	2%	203
EI CENTINELA	0	0	0	0	100%	35
	28%	0	13%	0	59%	39
LIBERTY	35%	17%	16%	13%	19%	112
	40%	14%	17%	15%	15%	88
MESSAGE	8%	5%	3%	0	84%	38
	48%	15%	9%	5%	23%	65
REGIONAL VOICE	10%	3%	5%	0	83%	40
	38%	14%	10%	6%	32%	50
SIGNS OF THE TIMES	52%	23%	10%	6%	10%	157
	55%	15%	12%	5%	14%	108
OUTLOOK (GLENER)	51%	27%	11%	7%	4%	242
	51%	11%	7%	14%	17%	87
VIBRANT LIFE	29%	20%	6%	6%	39%	80
	21%	13%	17%	4%	46%	48
Other _____	63%	8%	5%	5%	18%	38
	45%	23%	9%	5%	18%	22

3.) What do you think about the ADVENTIST REVIEW in the following aspects? (For each of the statements below, please check the response which best represents your feelings.)

	Extremely (5)	Very much (4)	Somewhat (3)	Slightly (2)	Not at all (1)	
Increases my spiritual growth	9%	45%	33%	8%	5%	276
	16%	39%	33%	9%	4%	199
Increases my knowledge of the world wide church	17%	52%	22%	5%	4%	279
	24%	52%	17%	5%	2%	198
Increases my knowledge of the church organization and its policies	10%	41%	35%	10%	4%	275
	18%	42%	30%	7%	3%	194
Increases my awareness of the church's needs	11%	41%	37%	7%	3%	273
	21%	44%	24%	7%	4%	199
Increases my awareness of my own needs	18%	34%	33%	10%	5%	261
	21%	41%	23%	11%	5%	200

4.) Has the ADVENTIST REVIEW influenced my attitudes towards the Seventh-Day Adventist church? (Check one.)

	Very	Somewhat	Neutral	Somewhat	Very	
						277
Positively	34%	39%	21%	5%	1%	Negatively
	44%	28%	24%	4%	1%	
						200

5.) How satisfied are you with the ADVENTIST REVIEW in the following areas? (For each of the following areas, please check the response which best represents your feelings)

	Extremely Satisfied (5)	Very Satisfied (4)	Somewhat Satisfied (3)	Slightly Satisfied (2)	Not at all Satisfied (1)	
Overall content	16%	59%	21%	3%	1%	269
	17%	56%	21%	3%	2%	204
Articles	13%	62%	20%	4%	2%	263
	15%	57%	22%	5%	2%	190
News	18%	55%	21%	3%	2%	261
	20%	54%	21%	4%	1%	193
Special Series	18%	56%	21%	4%	2%	256
	26%	48%	19%	7%	1%	180
Editorials	20%	51%	25%	2%	2%	254
	19%	51%	21%	6%	3%	187

Covers	27%	50%	18%	4%	1%	259
	23%	47%	22%	6%	2%	187
Illustrations/ Photographs	23%	53%	18%	3%	2%	261
	22%	46%	23%	7%	2%	188
Advertising	12%	45%	32%	7%	4%	250
	13%	35%	35%	12%	6%	188

6.) The issues of the ADVENTIST REVIEW that come to you free each month are paid for by your Local Conference, Union Conference, and the North American Division. How do you feel about receiving the ADVENTIST REVIEW free? (Circle one.)

45%--Extremely Pleased	4%--Slightly Pleased	249
55%	4%	184
37%--Very Pleased	6%--Not At All Pleased	
28%	3%	
8%--Somewhat Pleased		
10%		

7.) Regarding the ADVENTIST REVIEW which is sent to you free each month (N. A. D. edition), What would you prefer? (Check only one please)

18%--Not to receive it at all.	230
17%	145
82%--Continue to receive it free. (Provided by the Local Conference, Union Conference and North America Division.)	
83%	

**** Due to a research oversight, the following question concerning a freewill contribution is not included in the survey analysis.****

Willing to give a freewill contribution of:

31% \$1 - \$3 per year.	44% \$1 - \$3 per year	203
27% \$4 - \$6 per year.	30% \$4 - \$6 per year	124
21% \$7 - \$10 per year.	28% \$7 - \$10 per year	
21% Nothing		

8.) Which of the following periodicals do you consider to be the best source of SDA information? (Please circle two.)

79%--ADVENTIST REVIEW	40%--SIGNS OF THE TIMES	200,111
81%	45%	204,167
0%--EL CENTINELA	44%--OUTLOOK	
7%	17% [GLENER]	

14%--LIBERTY
21%

2%--VIBRANT LIFE
5%

1%--MESSAGE
10%

2%--Other
4%

0%--REGIONAL VOICE
7%

[The following section pertains only to the MID-AMERICA UNION. It was not included in the ATLANTIC UNION SURVEY.]

9.) How satisfied are you with the OUTLOOK in the following areas? (For each of the following areas, please check the response which best represents your feelings.)

	Extremely Satisfied (5)	Very Satisfied (4)	Somewhat Satisfied (3)	Slightly Satisfied (2)	Not at all Satisfied (1)	
The President's Outlook	18%	55%	21%	4%	2%	250
The Reader's Outlook	11%	59%	24%	4%	1%	246
The Editor's Outlook	14%	53%	27%	4%	2%	242
Feature Articles	22%	58%	16%	4%	2%	251
Outlook on Conferences	17%	50%	24%	6%	3%	241
Outlook on Hospitals	14%	45%	28%	8%	4%	242
Outlook on Union College	12%	49%	28%	8%	4%	239
A Broader Outlook	12%	50%	29%	7%	3%	224

10.) Please tell me all the things that you do like and all the things that you do not like about the OUTLOOK.

a. Things I do like about the OUTLOOK. (PLEASE BE AS SPECIFIC AS POSSIBLE.)

172

25%-conference updates
20%-human interest stories/articles
17%-church updates
15% covers/pictures

6%-other sections (want ads, sunset cal.)
5%-evangelism success stories
5%-informative
5%-other "Outlook" sections
1%-editorials

b. Things I do not like about the OUTLOOK. (PLEASE BE AS SPECIFIC AS POSSIBLE.)

53

38%-covers too large of a region
 28%-not enough local news
 9%-not enough about young people/schools
 8%-too few articles on "local"missionaries

6%-limited amount of self-help articles
 6%-large advertisement on back cover
 2%-no question & answer section
 2%-paper too shiny (makes it hard to read)
 2%-not enough about our hospitals

11.) Approximately how many members do you estimate your church to be? (Circle one.)

40% 37% 1-99
 19% 29% 100-199
 9% 12% 200-299
 7% 12% 300-399

7% 5% 400-499
 4% 0% 500-599
 14% 5% 600 or more

270
 211

compare articles

12.) How old are you, please?

12% 1% 2% Under 22 years
 11% 6% 23 - 29 years
 18% 19% 30 - 39 years
 20% 13% 40 - 49 years

50% 17% 18% 50 - 59 years
 16% 19% 60 - 69 years
 17% 22% 70 or more years

280
 217

compare ICM study

13.) Do you attend church?

77% 82% Regularly
 9% 9% Frequently
 6% 5% Occasionally

5% 4% Not able to attend
 3% 0% Do not attend

280
 217

14.) Do you attend Sabbath School?

69% 78% Regularly
 8% 9% Frequently
 10% 8% Occasionally

5% 5% Not able to attend
 8% 1% Do not attend

281
 219

15.) Please, would you indicate your ethnic origin?

1% 29% Black
 1% 10% Hispanic
 0% 0% Oriental
 95% 60% Caucasian

0% 0% Latin
 0% 1% Asian
 1% 1% Other

278
 208