



**CHURCH  
MINISTRIES**

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**MID-AMERICA UNION**

**CONFERENCE**

**SURVEY**

CHURCH MINISTRIES SURVEY  
MID-AMERICA UNION CONFERENCE  
PARTIAL REPORT

Prepared by  
Union College Office of Institutional Research  
H. LeVerne Bissell, Director  
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CHAPTER 1  
INTRODUCTION AND RESEARCH PROCEDURES

INTRODUCTION

In an age of sophisticated marketing research designed to aid businesses and other organizations target market segments and develop procedures to sell every conceivable product and service, Seventh-day Adventists have recognized the need to employ market research techniques to further the mission of the Church. This mission is to preach the gospel to "every kindred, tongue, and people" in order to prepare them for the soon return of our Lord and Savior.

The North American Division has been in the Adventist forefront of adapting marketing research procedures as an important tool for accomplishing Church goals. In consultation with the Institute of Church Ministry centered at Andrews University, they have employed Donnelley Marketing Information Services to assist the Church in identifying the types of people (market segments) to whom Adventism especially appeals and to advise the Church regarding ways to attract those to whom it does not especially appeal. (1)

Purpose of the Mid-America Union Conference Church

Ministries Survey

One important aspect of marketing is the determination of consumer opinion regarding the specific product or service under study. In the case of the Seventh-day Adventist Church, members are both consumers and producers. They are consumers in the sense that they use or benefit from the many services provided by the Church and its agencies (schools, hospitals, publishing houses, et cetera), beginning at the local church level and extending through each organizational level to the General Conference. They are also consumers in the sense that they pay for some of these services directly and provide voluntary financial support for many more of the services they use. (For example, service of the local pastor is supported voluntarily by Conference members as a whole.)

Church members are producers as well as consumers. They are producers in the sense that the Church is largely dependent upon their voluntary efforts to accomplish our outreach goals. And they are producers in the sense that they provide financial support for the Church's outreach programs directed toward nonmembers.

One important principle of marketing is that consumers will continue to use a service or product as long as they are satisfied with it. If they find a

company that provides better service or a better product at the same cost, they will switch services or products; in fact consumers are often willing to pay more for a superior service or product.

Extending this principle to the Church, members will continue to pay for church services and provide both voluntary service and financial support to the extent that they are satisfied with these services. They will be involved in outreach programs as their time and abilities permit if they perceive these as benefitting others and as contributing in some way to their own personal satisfaction. But if they become dissatisfied with the Church or some of its services, members may become consumers only rather than being both producers and consumers, either of the particular service with which they are dissatisfied or in the Church as a whole. Member dissatisfaction may reach the level where members are no longer consumers and eventually may even lead them to relinquish church membership.

The purpose of the Church Ministries Survey was to determine the level of member satisfaction in the Mid-America Union Conference with the services and products provided by the Church Ministries Department of the Church. These encompass both members and nonmembers. Services and products focused primarily toward members include Sabbath School activities and materials, promotion

of Christian Stewardship, youth activities and materials, enhancement of satisfying Christian family relationships and development of effective programs for training lay members to share their faith with nonmembers. Services directed mainly toward nonmembers fall under the general term "Community Services" programs. The survey consisted of a number of questions concerning each of these service areas.

#### Importance of the Church Ministries Survey

The ultimate goal of the survey was to provide information that would aid the Union Church Ministries Director improve the services of this department in Mid-America. The survey pinpointed areas where church members perceived a need for improvement as well as areas with which they were satisfied.

In a consumer oriented society, the importance of member satisfaction can hardly be overestimated. As was pointed out above, continued dissatisfaction may eventually lead church members to abandon their church membership. Thus a survey that can help identify areas of perceived dissatisfaction before they become critical can enable church leaders to make changes to alleviate the sore spots. It can also help to identify strengths upon which we can capitalize.

### Organization of the Survey Report

The rest of this chapter will focus on the research procedures that were used in designing and conducting the survey and analyzing the data that were obtained.

Chapter II will focus on survey findings. Results for the total group of respondents will be discussed first. Then findings for various subgroups of respondents will be presented.

Chapter III will summarize the main survey findings and will give conclusions and recommendations based on these findings.

Finally, the Appendix will contain samples of the questionnaire, cover and followup letters that were used in conducting the survey.

### RESEARCH PROCEDURES

This section describes the population that was surveyed and sampling procedures, the questionnaire and its development, explains the statistical procedures that were used in analyzing the data that were obtained and discusses research design limitations.

#### Population and Sample

The population for the survey consisted of the 27,250 names on the Mid-America Union Conference OUTLOOK mailing list. Many of these represented families with more than

one church member, so nearly every Adventist home in Mid-America made up the target population for the survey.

The following procedure was used to select a sample from the target population. In order to secure an adequate sample that would be representative of the Union constituency as a whole, a sample size of 1,180 was chosen. The sample was randomly selected from the OUTLOOK mailing list using a random number table from Handbook of Sampling for Auditing and Accounting. (2) The response rate is discussed in Chapter II.

#### The Questionnaire and Its Development

The Union Church Ministries Director developed the survey instrument. He used many ideas from a Pacific Union Conference Church Ministries Survey (3), but he changed the format of that survey considerably. That survey was designed to be conducted as a telephone interview; this was designed as a mail response survey. The survey format was patterned after one part of an educational survey designed by Dean L. Hubbard and Associates for the Southern California Conference. (4)

The survey instrument consisted of 80 statements followed by eight demographic questions. The 80 statements covered all the service areas included in the Church Ministries Department: Sabbath School, Youth Activities, Personal Ministries, Family Life, Christian



Stewardship and Community Service. There were also questions on church standards and the "Caring Church" concept. Respondents were to mark each statement in two ways. In the column to the left they were to indicate their level of agreement with the statement by placing a checkmark under one of the following categories: "Strongly Agree," "Agree," "Neutral," "Disagree," or "Strongly Disagree." In the column to the right they were to rate the importance of the statement by placing a checkmark under one of the following categories: "Extremely Important," "Very Important," "Moderately Important," "Slightly Important," or "Unimportant."

The eight demographic questions identified respondents by age, sex, marital status, race, type of employment, type of residential area of respondents' church, length of church membership and recency of involvement in local church leadership responsibility. One additional demographic characteristic was obtained by an asterisk (\*) placed on questionnaires sent to Central States Conference members. Returned surveys thus enabled the researcher to identify responses from this Conference. These questions provided data needed to analyze responses by various subgroups of respondents and helped to identify the types of people who responded to the survey.

A sample of the survey questionnaire is found in the Appendix.

Procedures for Survey Distribution, Collection and  
Processing

After the survey was duplicated, it was mailed in March 1988 to the 1,180 addresses that had been randomly selected from the OUTLOOK mailing list together with a cover letter that explained the purpose of the survey and a return-addressed postage-paid envelope. About the same time, letters were sent to the conference presidents and church pastors in the Mid-America Union Conference along with a copy of the survey form asking them to encourage members who received questionnaires to complete and return them. About a month after the surveys were mailed, a followup letter was sent to encourage those who had received surveys to complete and return them if they had not yet done so. Copies of the cover letter, followup letter and letters to conference presidents and church pastors are found in the Appendix.

As survey forms were returned to the Union office, they were collected then opened weekly and information was entered in the Church Ministries Department computer. After several months, when it appeared that no more surveys would be received, the Union Church Ministries Director tallied up the responses for each question to obtain preliminary results from the survey.

In February 1989, survey questionnaires were delivered to the Union College Director of Institutional

Research for him to do an indepth analysis of the data. The survey question response categories were given numerical codes, and two college students entered these into the college administrative computer system. Demographic data were entered before responses for the 80 survey questions.

#### Procedures for Survey Analysis

As data were being entered and after data entry was completed, the Union College Director of Institutional Research wrote an SPSSx computer program to use in analyzing the data. SPSSx (Statistical Package for the Social Sciences, version x) is a widely used package for analyzing social research data. It is capable of a wide range of statistical analytical procedures from very simple frequency distributions to very complex multivariate and discriminant analyses.

Two basic types of research were used in analyzing survey results. The first type was descriptive research. This simply tells the number of responses for each category to a question and gives the mean or average response to that question and the standard deviation from that response. These terms will be explained in greater detail in Chapter II, where they are used extensively. For example, the SPSSx frequency program for data from this survey shows the following for question 1 on the

survey:

Strongly Agree	82 persons
Agree	139 persons
Neutral	19 persons
Disagree	16 persons
Strongly Disagree	2 persons
No response	2 persons

with a mean or average response of 4.097 and a standard deviation of .838. This simply describes the information that resulted from the survey.

The second type of research used in analysis of this survey was comparative. Two types of comparisons were done. The first was nonstatistical in nature. The 80 survey items were ranked for level of agreement and for perceived importance in the order of their means with the largest mean at the top and the smallest mean at the bottom for each group. Then the two lists were compared visually for changes in rank between the two lists of means. Survey questions were also grouped into the Church Ministries Department service areas and these areas were compared visually for level of agreement and for perceived importance. Procedures for this will be explained in more detail when survey findings are presented in Chapter II.

Statistical comparisons were used for two purposes. First, each of the 80 survey items was analyzed to see if

there were any statistically significant differences between the means of various subgroups of respondents. Second, the means of each of the 80 questions were compared to see if differences between the level of agreement and the importance means were statistically significant. The T-Test for independent means and ANOVA (analysis of variance) were used as appropriate for these statistical comparisons. These will be explained in more detail when the findings are presented.

#### Research Design Limitation

This research was subject to the limitations of most survey research. One key concern of survey research is response rate. Social science researchers always hope that response rate will be adequate enough to say that the responses received represent the whole population from which they were drawn. Although this is the ideal, it often is not achieved in survey research.

This was true for this survey. For a population of 27,250, the OUTLOOK mailing list, 379 responses were needed to be 95 percent certain that survey opinions reflect opinions of the Mid-America Union constituency as a whole. This is the confidence level usually accepted by conservative researchers. A total of 260 responses were received, which is less than the desired 379.

Thus, we cannot be 95 percent or more certain that the survey response truly reflects our Union constituency as a whole. We can be certain that it reflects the opinions of those who took time to respond to the survey and can be reasonably sure that an additional 119 responses from respondents who would probably have been similar in most ways to the 260 who did respond would probably not have significantly changed survey findings.

Since every reasonable effort was made to select an adequately large sample and to secure respondent participation through letters to the pastors and followup letters to survey recipients, we must accept this limitation as part of our research and treat the results as representing the opinions of all our constituents.

Chapter II will present the actual findings from the survey.

#### Sources for Chapter I

1. Institute of Church Ministry. THE NORTH AMERICAN DIVISION MARKETING PROGRAM, Volume 1. Berrien Springs, Michigan: Andrews University, 1986.
2. Hebert Larkin. HANDBOOK OF SAMPLING FOR AUDITING AND ACCOUNTING, Volume 1. McGraw-Hill, 1963.
3. Pacific Union Conference Church Ministries Department. "Church Ministries Survey," (xerox). Westlake Village, California, 1987.
4. Dean L. Hubbard and Associates. "Southern California Conference Educational Information Survey." Lincoln, Nebraska: College View Printers, 1984.

CHAPTER II  
REPORT OF CHURCH MINISTRIES SURVEY FINDINGS

This chapter and the conclusions and recommendations chapter will probably be of most interest to the majority of those who read this report. Since many may not read the previous chapter or may read it only prefunctorily, a brief summary of the purpose and procedures of the survey seems appropriate here.

The purpose of this survey was to determine church members' satisfaction with the services provided by the Church Ministries Department of the Church at the local, conference and Mid-America Union Conference (MAUC) levels. Survey results will be used to improve the nurture and outreach activities of this Department and thus better meet church members' needs.

The survey was sent to a sample of 1,180 members, randomly selected from the MAUC OUTLOOK mailing list of 27,250 addresses. A total of 260 usable questionnaires was received, giving a response rate of 22 percent. This compares very favorably with the 12.5 percent response rate to an educational survey done of all Southern California Conference constituents.

The survey questionnaire was described in considerable detail in Chapter I. The main part of the survey consisted of 80 statements that respondents were to mark in two ways. In the columns to the left of the statements, they were to indicate their level of agreement with each statement; in the columns to the right they were to mark how important they thought each statement was. The last eight questions provided demographic information that was needed to identify characteristics of respondents and was used to divide them into subgroups for purposes of survey analysis.

The rest of this chapter is organized as follows:

1. First, general guidelines for interpreting findings are given. These explain some of the important statistical terms used in this chapter.

2. Then findings for the 80 survey items are discussed. The discussion begins with the level of respondent agreement on the 80 statements, continues with findings on respondent rating of the importance of these items, and concludes with a discussion of the mean differences between the agreement and importance of the statements and a comparison of the ranking of the statements by level of agreement and by perceived importance.



3. Next the 80 statements are grouped into the various Church Ministries Department service areas and these areas are ranked by level of agreement and by perceived importance.

4. Finally, the demographic characteristics of respondents are presented and the various subgroups are examined to see if there are significant mean differences between them for any of the 80 survey items.

#### Guidelines for Interpreting Survey Findings

The following guidelines should be useful in helping readers understand the statistical information that is presented below. Before discussing these, however, an explanation of coding procedures that were used in converting responses to numerical data is needed.

The response categories for the 80 items were converted to numerical data as follows:

<u>Level of Agreement</u>		<u>Number</u>		<u>Level of Importance</u>
Strongly Agree	=	5	<-- =	Extremely Important
Agree	=	4	<-- =	Very Important
Neutral	=	3	<-- =	Moderately Important
Disagree	=	2	<-- =	Slightly Important
Strongly Disagree	=	1	<-- =	Unimportant

1. Throughout this chapter the term mean will be used. The mean refers to the average response to a survey question. Means are based on the five-point scale above that was used to convert level of agreement or importance to numbers. The number of "Strongly Agree" responses to an item was multiplied by 5, the number of "Agree" responses by 4 and so on, then these totals were added together and divided by the number of responses for that item. The number of no responses for an item was not used in calculating the mean. Thus means must range between 1 and 5. If all respondents strongly agreed to an item, the mean response would be 5.000; if all strongly disagree, the mean would be 1.000. Of course this did not happen for any of the 80 survey items. A similar procedure was used for calculating means by importance level.

2. In converting means to levels of agreement or importance, it should be understood that these levels have a range of possible means rather than a fixed point on the five-point scale. The ranges for levels of agreement or importance are as follows:

<u>Range</u>	<u>Level of Agreement</u>	<u>Level of Importance</u>
≥4.500	Strongly Agree	Extremely Important
3.500-4.499	Agree	Very Important
2.500-3.499	Neutral	Moderately Important

1.500-2.499	Disagree	Slightly Important
<1.500	Strongly Disagree	Unimportant

For example, respondents generally feel neutral toward an item with a mean of 3.229 or feel that it is only moderately important, since the mean for this item falls within the 2.500-3.499 range.

3. The mean of an item is its most important statistic. Survey items can only be compared with one another by comparing or ranking the means. The difference between respondent agreement on an item and their perception of its importance can be determined by comparing the agreement and importance means for the item and by examining the ranking of those means in comparison with the ranking of other agreement and importance means. Finally, respondent subgroups can be compared with one another by examining the mean response of each subgroup to an item on either agreement or importance scales.

4. Means need to be studied in conjunction with the survey questions. Some questions are stated positively, and a high mean indicates satisfaction with those items. Other questions are stated negatively; here a high mean indicates dissatisfaction with the item under consideration.

5. The term standard deviation is used occasionally

in this chapter. This indicates the range of agreement among respondents. About 68 percent of item responses lie above or below one standard deviation from the mean. For example, reference to Table 1 shows that the average or mean response for item 1 on the agreement scale is 4.097 and that the standard deviation for that item is .838. This means that about 68 percent of all the responses to item 1 fall within  $4.097 \pm .838$  or between 4.935 and 3.259. The important thing to understand about the standard deviation is that it shows the range of opinion among respondents to a particular survey item. A small standard deviation indicates considerable agreement in opinion; a large standard deviation shows a wide range of opinion. Standard deviations are most important in conjunction with high or low means.

6. Means on a survey of this type tend to run a bit high, especially when opinions regarding the importance of an item are requested. The expected average mean on a five-point scale is 3.000. The left-hand column or level of agreement scale average mean for the 80 items was 3.100, which conforms quite closely to the expected average. But the right-hand column or importance scale average mean for the 80 items was 3.981. This illustrates the tendency of respondents to perceive an item as deserving of greater importance than it is presently

receiving.

Total Group Findings for the 80 Survey Items

Findings for the total group are shown in Table 1. This table is an actual copy of the major portion of the survey which has been reduced slightly to fit within regular page margins.

The following information has been added to the survey to the left and right of each survey item:

1. The numbers "(5)," "(4)," "(3)," "(2)," "(1)," at the top of each column. These numbers show the numerical code that was used for each response category (5 for "Strongly Agree" or "Extremely Important," 4 for "Agree" or "Very Important," et cetera).

2. The letter "R" for rank. This shows how the item ranked among the 80 items for level of agreement (far left column) and importance (far right column). For example, item 5, "It is easy to witness when approaching someone with our health message," ranked 22nd on level of agreement and ranked 55th on perceived importance.

3. The word "Mean" in left-hand columns (2), (3), and (4) and in right-hand columns (5), (4), and (3). This is the average response for the item as explained in Guidelines for Interpreting Survey Findings, number 1, above. The mean has been written in under the proper

level of agreement (left side) or of importance (right side) for each specific item. Thus the mean for item 2, "Our church should take a position on abortion," of 3.428 appears in column (3), the "Neutral" category for level of agreement, and the mean of 3.591 appears in column (4), the "Very Important" category, for level of importance. It should be pointed out that no item means fell within the "Strongly Agree" or "Strongly Disagree" columns on the left and that none fell within the "Slightly Important" or "Unimportant" columns on the right.

4. The letter "SD" left-hand column (1) and right-hand column (2). This is the standard deviation for the item on the agreement and importance scales. As explained in guideline 5 above, this shows the range of respondent opinion with a smaller standard deviation showing less divergence of opinion and a larger standard deviation showing greater divergence of opinion.

Table 1 presents in capsule form the major findings of the survey. Careful study of this table will show where an item ranked on either agreement or importance scales, where the item fell within the agreement or importance ranges, how widely respondent opinions varied regarding their agreement on or perceived importance of the item, and the difference in the ranking of the item on the agreement and importance scales.

TABLE 1  
CHURCH MINISTRIES SURVEY  
ITEM RANKS, MEANS, & STANDARD DEVIATIONS

(5) R	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	Respond to each statement according to your present knowledge or opinion in the left-hand column. Then tell how important you think the statement to be in the right-hand column.	EXTREMELY IMPORTANT	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	UNIMPORTANT
	(4) MEAN	(3) MEAN	(2) MEAN	(1) MEAN	(5) SD		(4) SD	(3) SD	(2) SD	(1) SD	
	3.097				.938	1.Many Adventist families lack the understanding of how to cope with today's youth.	3.552			.620	1
32		3.428			1.188	2.Our Church should take a position on abortion.		3.591		1.281	71
50		3.066			1.195	3.Adventists are more concerned with holding up the standards than with helping people.		3.950		.847	50
80				1.539	.913	4.The Adventist Church should change its teachings if it is to attract more people to membership.		3.757		1.585	64
22	3.542				.956	5.It is easy to witness when approaching someone with our health message.		3.855		.826	55
20	3.558				1.065	6.Most local church Sabbath services have little appeal to today's youth.		4.289		.858	10
73				1.942	1.070	7.I measure my commitment to God by the amount I give in offerings.			3.239	1.344	77
71				2.209	1.014	8.I tend to socialize only with Adventists.			3.022	1.255	80
28				3.480	1.036	9.More time should be given to the lesson study in the Adult Sabbath School.		3.725		1.064	66
25	3.510				1.108	10.I study my Sabbath School lessons regularly day by day and week by week.		4.124		.960	32
23	3.533				1.176	11.Sabbath observance is a greater problem for Adventist youth than Adventist adults.		4.272		.859	12
66				2.369	.996	12.Adventist churches are too old-fashioned for today's youth.		3.729		1.082	65
17	3.632				1.072	13.My personal financial support of the Church in tithes and offerings is what it should be.		4.253		.851	14
19	3.573				1.020	14.Many Adventist youth feel they are not a part of the Church.		4.399		.748	6
55.5		2.901			1.175	15.My local Sabbath School program spends enough time in Bible study.		4.172		.742	25
78				1.665	.827	16.With so many government programs for the poor our Church doesn't need to be involved.		4.163		.821	28
54		2.907			1.268	17.Adventists should never consider divorce as an alternative to marriage problems.		4.070		.914	38
42		3.251			1.373	18.The Church has lowered its standard with its present position on the wedding ring.			3.288	1.406	76
35		3.386			.956	19.I believe in the "Social Gospel" approach in helping the poor.			3.497	1.049	74

TABLE 1 (continued)					EXTREMELY IMPORTANT	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	UNIMPORTANT
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE					
53		2.947		1.172	20. Our youth do not attend church services because they are not converted.	4.070		.890	39
11	3.744			.818	21. Local Adventist churches should have what used to be called the "MV Society."	3.681		1.088	68
55.5	2.901			1.185	22. My local church is doing an adequate job to motivate its membership to share their faith.	4.212		.829	21
44		3.235		1.109	23. The Personal Ministries period motivates church members to share their faith.	4.058		.844	40
14	3.685			.930	24. The Sabbath School Quarterly is addressing itself to practical daily issues in my life.	4.237		.687	16
70			2.262	1.102	25. Our Church needs no family counseling literature other than what is provided through the Spirit of Prophecy.	4.224		.828	17
52		2.988		1.104	26. Adventist youth are as committed to Christ and the Church as the adult members of the Church.	4.329		.678	8
36		3.355		1.118	27. My Church conducts a regular program to help the poor and unfortunate.	4.192		.760	24
75			1.925	1.951	28. Our church is located too far from the poor to be of any help.	3.649		1.136	70
72			2.112	1.097	29. An Adventist can marry "out of the Church" if the other person is a Christian.	4.174		1.075	26
74			1.937	1.110	30. Being a Seventh-day Adventist makes me feel out of place with other Christians.		3.447	1.420	75
15	3.680			1.139	31. I feel better about giving my offerings when I know how they will be used.	3.915		.983	52
46		3.153		.936	32. Most Adventist young adults marry other Adventists.	4.140		.931	32
40		3.277		1.067	33. My local Sabbath School program meets my spiritual needs.	4.168		.751	27
29		3.458		1.067	34. I am comfortable bringing non-Adventists to my local Church.	4.161		.823	29
34		3.412		1.113	35. I feel that the Adventist Church handles its finances in a satisfactory manner.	4.413		.614	5
4	3.976			.747	36. I feel good helping others through the Community Service program.	4.053		.818	42
64		2.635		1.218	37. Adventist families have different family problems than other Christians.	3.780		.990	63
61		2.693		1.015	38. My local Sabbath School program is an effective means of getting people to join the Church.	4.077		.808	37
2	4.036			.866	39. Stewardship has to do with my commitment to God.	4.256		.732	13



STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TABLE 1 (continued)				
					EXTREMELY IMPORTANT	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	UNIMPORTANT
30		3.446		1.216	40. The youth who attend church school and academy are more faithful to the Church than youth who attend public school.		4.219	.893	20
6	3.858			.852	41. Our local church should have more family life seminars.		4.081	.871	36
41		3.268		1.157	42. Adventist standards on Christian music have been lowered.		4.014	.900	44
68			2.342	2.896	43. The "Caring Church" concept does not work in Adventist churches.		4.024	.850	43
38		3.311		1.165	44. Stewardship is my financial obligation to the Church.		3.958	.854	49
45		3.208		1.024	45. Adventist youth would know what to do if put in charge of a local youth church program.		3.913	.746	53
27	3.500			.919	46. A Community Service program operates better away from the church building.		3.537	1.065	72
67			2.345	1.049	47. The Adventist Church is too conservative.		3.537	1.039	61
31		3.429		.990	48. I understand the "Caring Church" concept.		3.865	.904	54
12	3.728			.996	49. Ingathering is a means to share what my Church is doing to help others.		3.841	1.022	58
59		2.765		1.041	50. Local churches put too much emphasis on collecting money for various Church needs.		3.516	.918	73
63		2.642		1.073	51. My busy schedule does not allow the time to help in a Community Service program.		3.703	.908	67
3	4.036			.744	52. More open discussion on family relationships would help youth better relate to their parents.		4.205	.794	22
5	3.932			.823	53. The Sabbath School Quarterly is a help in meeting my spiritual needs.		4.194	.739	23
69			2.264	1.039	54. Ingathering cannot be a means of witnessing because we ask for donations.		3.674	1.035	69
26	3.508			1.183	55. I give my tithes and offerings because the Bible teaches that I am supposed to.		4.279	.815	11
79			1.657	.776	56. The urban areas of the big cities are too sinful for us to do any good through a Community Service program.		4.109	.980	34
77			1.735	.937	57. Adventists have more important Church matters to attend to than family matters.		4.244	.981	15
39		3.281		1.032	58. Sabbath School teachers understand the importance of their position.		4.223	.753	19
65		2.574		1.147	59. People leave the Adventist Church simply because they were not converted.		4.224	.814	18
8	3.760			.887	60. I support the Personal Giving Plan.		3.971	.908	48

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE		EXTREMELY IMPORTANT	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	UNIMPORTANT
76				1.760	.663	61. Family Life programs are only for those having marriage problems.		3.991		.934	47
57		2.843			1.089	62. Other Christian groups have more to say about Christian marriage than do Adventists.		3.834		1.054	59
37		3.351			1.099	63. The purpose of having a Sabbath School in my local church has been explained to me.		3.834		1.038	62
48		3.100			1.309	64. The Adventist Church has the same "urgency" to finish the work as it did twenty years ago.		4.491		.728	3
33		3.417			1.125	65. My family conducts regular family worship.		4.419		.718	4
10	3.754				.868	66. A Community Service program should be aggressively looking for people to help.		3.923		.855	51
13	3.689				.870	67. I need to know more about the "Caring Church" concept.		3.826		.913	60
60		2.752			1.061	68. People join the Adventist Church only because they have found the "truth."		4.057		.754	41
58		2.831			1.178	69. The Adventist Church is putting forth a good effort to keep its youth from leaving the Church.	4.522			.649	2
9	3.758				.862	70. Prison ministry should be included in the Community Service program.		3.849		.906	56
62		2.660			1.225	71. Television is the main source of entertainment in my home.			3.028	1.350	79
18	3.583				.940	72. The local Sabbath School Council of my Church keeps our Sabbath School well supplied with various materials.		4.000		.766	45.5
16	3.655				1.017	73. I have a good understanding of Stewardship principles.		4.147		.740	30
21	3.548				.971	74. Adventist youth moral standards are higher than most non-Adventist youth.		4.374		.673	7
7	3.762				.832	75. I practice Adventist teachings of proper eating habits.		4.089		.830	35
43		3.243			.983	76. My local church implements the "Caring Church" concept.		4.000		.816	45.5
47		3.123			1.183	77. It is alright for women to wear some make-up.			3.065	1.307	78
49		3.076			1.043	78. Sabbath School teachers are adequately trained in Bible teachings of the Church.		4.145		.749	31
24	3.520				1.027	79. Adventists tend to have higher Christian standards than other Christians.		4.315		.776	9
51		3.008			1.182	80. The Sabbath School class should limit its discussion to topics of the lesson Quarterly.		3.848		.891	57

These findings are discussed in greater detail below. This discussion begins with the findings shown in the left-hand or agreement columns, continues with those in the right-hand or importance columns, and concludes with a discussion of the difference in means and item rankings between the two columns.

#### Present Perceptions of the 80 Survey Items

The left-hand columns of the table above show how church members presently view the 80 items. These can be referred to as "Is Now" items, meaning that this is the situation as members see it now. The right-hand columns show how members feel regarding the importance of the items. These can be referred to as "Should Be" items, meaning that this is how members feel the situation should be. As will be shown in the section that discusses differences between the item means and rankings below, comparison of these two scales can be used to show where improvement is needed and areas where less emphasis may be needed.

The "Is Now" items are shown again in Table 2. In this table only the agreement levels are shown together with their ranks, means and standard deviations. The items have been rearranged by rank and in some cases have been abbreviated to save space.

Table 2 does not need extensive comment about specific survey questions. It is very easy to tell from the table where a survey item ranked among the 80 items with regard to level of respondent agreement. It is also easy to identify the items that respondents were most agreed upon and those about which they disagreed most. Some general observations about Table 2 may be helpful. As the table shows, there were 27 items that fell within the "Agree" range (means from 3.400 to 4.499). Another 38 items fell within the "Neutral" range (means of 2.500 to 3.499). Fifteen items fell within the "Disagree" range (means of 1.500 to 2.499). There was most agreement with the statement that "Many Adventist families lack the understanding of how to cope with today's youth" (item 1). Respondents disagreed most strongly with the statement "The Adventist Church should change its teachings if it is to attract more people to membership" (item 4). One needs to read the statements carefully, especially those in the "Agree" and "Disagree" ranges, to determine level of respondent satisfaction with the particular product or service as it is now. Some of the statements that ranked high on the "Agree" range indicate dissatisfaction with the situation as it is now. For example, question 1 shows rather strong respondent opinion on the need for Adventist families to have a better understanding of how to cope

TABLE 2  
CHURCH MINISTRIES SURVEY ITEMS  
ARRANGED BY LEVEL OF AGREEMENT

Rank	Item Number		Mean	Standard Deviation
<u>Agree Range</u>				
1	1	Many Adventist families lack the understanding of how to cope with today's youth.	4.097	.838
*2	52	More open discussion on family relationships would help youth better relate to their parents.	4.036	.744
*3	39	Stewardship has to do with my commitment to God.	4.036	.866
4	36	I feel good helping others through the Community Service program.	3.976	.747
5	53	The Sabbath School Quarterly is a help in meeting my spiritual needs.	3.932	.823
6	41	Our local church should have more Family Life seminars.	3.858	.852
7	75	I practice Adventist teachings of proper eating habits.	3.762	.832
8	60	I support the Personal Giving Plan.	3.760	.887
9	70	Prison ministry should be included in the Community Service program.	3.758	.862
10	66	A Community Service program should be aggressively looking for people to help.	3.754	.868
11	21	Local Adventist churches should have what used to be called the "MV Society."	3.744	.818
12	49	Ingathering is a means to share what my Church is doing to help others.	3.728	.966
13	67	I need to know more about the "Caring Church" concept.	3.689	.870
14	24	The Sabbath School Quarterly is addressing itself to practical daily issues in my life.	3.685	.930
15	31	I feel better about giving my offerings when I know how they will be used.	3.680	1.139
16	73	I have a good understanding of Stewardship principles.	3.655	1.017
17	13	My personal financial support of the Church in tithes and offerings is what it should be.	3.632	1.072
18	72	The local Sabbath School Council of my Church keeps our Sabbath School well supplied with various materials.	3.583	.940
19	14	Many Adventist youth feel they are not a part of the Church.	3.573	1.020
20	6	Most local church Sabbath services have little appeal to today's youth.	3.558	1.065
21	74	Adventist youth's moral standards are higher than most non-Adventist youth's.	3.548	.971
22	5	It is easy to witness when approaching someone with our health message.	3.542	.956

\* Item 52 mean was slightly larger than item 39 mean when carried beyond three decimal places.

TABLE 2 (Continued)

Rank	Item Number		Mean	Standard Deviation
23	11	Sabbath observance is a greater problem for Adventist youth than Adventist adults.	3.533	1.176
24	79	Adventists tend to have higher Christian standards than other Christians.	3.520	1.027
25	10	I study my Sabbath School lessons regularly day by day and week by week.	3.510	1.108
26	55	I give my tithes and offerings because the Bible teaches that I am supposed to.	3.508	1.183
27	46	A Community Service program operates better away from the church building.	3.500	.919
<u>Neutral Range</u>				
28	9	More time should be given to the lesson study in the adult Sabbath School.	3.480	1.036
29	34	I am comfortable bringing non-Adventists to my local church.	3.458	1.067
30	40	The youth who attend church school and academy are more faithful to the Church than youth who attend public school.	3.446	1.216
31	48	I understand the "Caring Church" concept.	3.429	.990
32	2	Our Church should take a position on abortion.	3.428	1.188
33	65	My family conducts regular family worship.	3.417	1.125
34	35	I feel that the Adventist Church handles its finances in a satisfactory manner.	3.412	1.113
35	19	I believe in the "Social Gospel" approach in helping the poor.	3.386	.956
36	27	My Church conducts a regular program to help the poor and unfortunate.	3.355	1.118
37	63	The purpose of having a Sabbath School in my local church has been explained to me.	3.351	1.099
38	44	Stewardship is my financial obligation to the Church.	3.311	1.165
39	58	Sabbath School teachers understand the importance of their position.	3.281	1.032
40	33	My local Sabbath School program meets my spiritual needs.	3.277	1.067
41	42	Adventist standards on Christian music have been lowered.	3.268	1.157
42	18	The Church has lowered its standard with its present position on the wedding ring.	3.251	1.373
43	76	My local church implements the "Caring Church" concept.	3.243	.983
44	23	The Personal Ministries period motivates church members to share their faith.	3.235	1.109
45	45	Adventist youth would know what to do if put in charge of a local youth church program.	3.208	1.024
46	32	Most Adventist young adults marry other Adventists.	3.153	.936
47	77	It is all right for women to wear some make-up.	3.123	1.183
48	64	The Adventist Church has the same "urgency" to finish the work as it did twenty years ago.	3.100	1.309
49	78	Sabbath School teachers are adequately trained in Bible teachings of the Church.	3.076	1.043

TABLE 2 (Continued)

Rank	Item Number		Mean	Standard Deviation
50	3	Adventists are more concerned with holding up the standards than with helping people.	3.066	1.195
51	80	The Sabbath School class should limit its discussion to topics of the lesson quarterly.	3.008	1.182
52	26	Adventist youth are as committed to Christ and the Church as the adult members of the Church.	2.988	1.104
53	20	Our youth do not attend church services because they are not converted.	2.947	1.172
54	17	Adventists should never consider divorce as an alternative to marriage problems.	2.907	1.268
55.5*	22	My local church is doing an adequate job to motivate its membership to share their faith.	2.901	1.185
55.5*	15	My local Sabbath School program spends enough time in Bible study.	2.901	1.175
57	62	Other Christian groups have more to say about Christian marriage than do Adventists.	2.843	1.089
58	69	The Adventist Church is putting forth a good effort to keep its youth from leaving the Church.	2.831	1.178
59	50	Local churches put too much emphasis on collecting money for various Church needs.	2.765	1.041
60	68	People join the Adventist Church only because they have found the "truth".	2.752	1.061
61	38	My local Sabbath School program is an effective means of getting people to join the Church.	2.693	1.015
62	71	Television is the main source of entertainment in my home.	2.660	1.225
63	51	My busy schedule does not allow the time to help in a Community Service program.	2.642	1.073
64	37	Adventist families have different family problems than other Christians.	2.635	1.218
65	59	People leave the Adventist Church simply because they were not converted.	2.574	1.147
<u>Disagree Range</u>				
66	12	Adventist churches are too old fashioned for today's youth.	2.369	.996
67	47	The Adventist Church is too conservative.	2.345	1.044
68	43	The "Caring Church" concept does not work in Adventist churches.	2.342	.896
69	54	Ingathering cannot be a means of witnessing because we ask for donations.	2.264	1.039
70	25	Our Church needs no family counseling literature other than what is provided through the Spirit of Prophecy.	2.262	1.102
71	8	I tend to socialize only with Adventists.	2.204	1.014
72	29	An Adventist can marry "out of the Church" if the other person is a Christian.	2.112	1.097
73	7	I measure my commitment to God by the amount I give in offerings.	1.942	1.070
74	30	Being a Seventh-day Adventist makes me feel out of place with other Christians.	1.937	1.110

\* Tied ranks with the same mean

TABLE 2 (Continued)

Rank	Item Number		Mean	Standard Deviation
75	28	Our church is located too far from the poor to be of any help.	1.925	.951
76	61	Family Life programs are only for those having marriage problems.	1.760	.663
77	57	Adventists have more important Church matters to attend to than family matters.	1.735	.937
78	16	With so many government programs for the poor our Church doesn't need to be involved	1.665	.827
79	56	The urban areas of the big cities are too sinful for us to do any good through a Community Service program.	1.657	.776
80	4	The Adventist Church should change its teachings if it is to attract more people to membership.	1.539	.913

the 80 items, shows a need for more family life seminars at the local church level. On the other hand, some of the statements that fell within the "Disagree" range show considerable satisfaction with the present situation. For example, the finding on question 4 shows that members are quite satisfied with the teachings of the Church; those on question 47 show that generally members do not feel the Adventist Church is too conservative. In summary some of the items that fell within the "Agree" range show that members agree that change is needed in these areas; some that fell within the "Disagree" range show that members disagree that change is needed in these areas.

With regard to questions that fell within the "Neutral" range, for the most part one can conclude that there is no strong member satisfaction or dissatisfaction with these areas. Perhaps scripture describes us best as being lukewarm here!



The standard deviations on the right show the range of respondent opinion regarding the items. Members were most closely agreed on question 61, that family life programs are not just for those who have marriage problems (standard deviation of .663). Respondent opinion was most widespread on question 18 which concerned our stand on the wedding ring (standard deviation of 1.373), and question 54, which concerned our present urgency to finish the work as compared to our urgency 20 years ago (standard deviation of 1.309), (perhaps another evidence that we are indeed laodiceans!). For the most part, there was less spread in opinions of respondents on questions that ranked highest in the "Agree" range and lowest in the "Disagree" range, and more spread in opinions on items that ranked in the "Neutral" range.

#### Perceptions Regarding Importance of the 80 Survey Items

The right-hand columns of Table 1 show respondent opinion regarding the importance of the 80 items. As was mentioned above, these can be referred to as "Should Be" items. Table 3 shows these "Should Be" items arranged in the order of their perceived importance. This table is similar to Table 2 in showing item ranks, means and standard deviations. This time, however, these statistics refer to the items' level of importance. Once again, some

items have been abbreviated slightly to save space.

Like Table 2, Table 3 is quite easy to understand. It is very easy to tell where an item ranked in importance among the 80 items, and which items respondents felt were most or least important.

Some general observations about Table 3 should be pointed out. Only two items fell in the "Extremely Important" range (means of 4.500 and above). And only seven fell in the "Moderately Important" range (means of 2.500 to 3.499). This leaves 71 items in the "Very Important" range (means of 3.500 to 4.499).

Respondents perceived the statement "Many Adventist families lack the understanding of how to cope with today's youth" (question 1) as the most important of the 80 survey questions. Table 2 showed that this was also the question that ranked highest on level of agreement. The only other question whose mean fell within the "Extremely Important" range also concerned youth. This was question 69, "The Adventist Church is putting forth a good effort to keep its youth from leaving the Church." However, respondents did not perceive us as doing a particularly effective job in keeping our youth in the church as the level of agreement on this statement was quite low; it ranked 58th among the 80 survey items on the agreement scale. It is very apparent from the survey that

TABLE 3  
CHURCH MINISTRIES SURVEY ITEMS  
ARRANGED BY LEVEL OF IMPORTANCE

Rank	Item Number		Mean	Standard Deviation
<u>Extremely Important Range</u>				
1	1	Many Adventist families lack the understanding of how to cope with today's youth.	4.552	.620
2	69	The Adventist Church is putting forth a good effort to keep its youth from leaving the Church.	4.522	.649
<u>Very Important Range</u>				
3	64	The Adventist Church has the same "urgency" to finish the work as it did twenty years ago.	4.491	.728
4	65	My family conducts regular family worship.	4.419	.718
5	35	I feel that the Adventist Church handles its finances in a satisfactory manner.	4.413	.614
6	14	Many Adventist youth feel they are not a part of the Church.	4.399	.748
7	74	Adventist youth's moral standards are higher than most non-Adventist youth's.	4.374	.673
8	26	Adventist youth are as committed to Christ and the Church as the adult members of the Church.	4.329	.674
9	79	Adventists tend to have higher Christian standards than other Christians.	4.315	.776
10	6	Most local church Sabbath services have little appeal to today's youth.	4.289	.858
11	55	I give my tithes and offerings because the Bible teaches that I am supposed to.	4.279	.815
12	11	Sabbath observance is a greater problem for Adventist youth than Adventist adults.	4.272	.859
13	39	Stewardship has to do with my commitment to God.	4.256	.732
14	13	My personal financial support of the Church in tithes and offerings is what it should be.	4.253	.851
15	57	Adventists have more important Church matters to attend to than family matters.	4.244	.981
16	24	The Sabbath School Quarterly is addressing itself to practical daily issues in my life.	4.237	.687
17	25	Our Church needs no family counseling literature other than what is provided through the Spirit of Prophecy.	4.224*	.828
18	59	People leave the Adventist Church simply because they were not converted.	4.224*	.814
19	58	Sabbath School teachers understand the importance of their position.	4.223	.753

\*Means are not the same when carried beyond three decimal places.

TABLE 3 (Continued)

Rank	Item Number		Mean	Standard Deviation
20	40	The youth who attend church school and academy are more faithful to the Church than youth who attend public school.	4.219	.893
21	22	My local church is doing an adequate job to motivate its membership to share their faith.	4.212	.829
22	52	More open discussion on family relationships would help youth better relate to their parents.	4.205	.794
23	53	The Sabbath School Quarterly is a help in meeting my spiritual needs.	4.194	.739
24	27	My Church conducts a regular program to help the poor and unfortunate.	4.192	.760
25	15	My local Sabbath School program spends enough time in Bible study.	4.172	.742
26	29	An Adventist can marry "out of the Church" if the other person is a Christian.	4.171	1.075
27	33	My local Sabbath School program meets my spiritual needs.	4.168	.931
28	16	With so many government programs for the poor our Church doesn't need to be involved.	4.163	.921
29	34	I am comfortable bringing non-Adventists to my local church.	4.161	.823
30	73	I have a good understanding of Stewardship principles.	4.147	.740
31	78	Sabbath School teachers are adequately trained in Bible teachings of the Church.	4.145	.749
32	32	Most Adventist young adults marry other Adventists.	4.140	.931
33	10	I study my Sabbath School lessons regularly day by day and week by week.	4.124	.960
34	56	The urban areas of the big cities are too sinful for us to do any good through a Community Service program.	4.109	.980
35	75	I practice Adventist teachings of proper eating habits.	4.089	.830
36	41	Our local church should have more Family Life seminars.	4.081	.871
37	38	My local Sabbath School program is an effective means of getting people to join the Church.	4.077	.808
38	17	Adventists should never consider divorce as an alternative to marriage problems.	4.070*	.914
39	20	Our youth do not attend church services because they are not converted.	4.070*	.890
40	23	The Personal Ministries period motivates church members to share their faith.	4.058	.844
41	68	People join the Adventist Church only because they have found the "truth".	4.057	.754
42	36	I feel good helping others through the Community Service program.	4.053	.818
43	43	The "Caring Church" concept does not work in Adventist churches.	4.024	.850
44	42	Adventist standards on Christian music have been lowered.	4.014	.900

\*Means are different when carried beyond three decimal places.

TABLE 3 (Continued)

Rank	Item Number		Mean	Standard Deviation
45.5**	72	The local Sabbath School Council of my Church keeps our Sabbath School well supplied with various materials.	4.000	.766
45.5**	76	My local church implements the "Caring Church" concept.	4.000	.816
47	61	Family Life programs are only for those having marriage problems.	3.991	.934
48	60	I support the Personal Giving Plan.	3.971	.908
49	44	Stewardship is my financial obligation to the Church.	3.958	.854
50	3	Adventists are more concerned with holding up the standards than with helping people.	3.950	.847
51	66	A Community Service program should be aggressively looking for people to help.	3.923	.855
52	31	I feel better about giving my offerings when I know how they will be used.	3.915	.983
53	45	Adventist youth would know what to do if put in charge of a local youth church program.	3.913	.746
54	48	I understand the "Caring Church" concept.	3.865	.904
55	5	It is easy to witness when approaching someone with our health message.	3.855	.826
56	70	Prison ministry should be included in the Community Service program.	3.849	.906
57	80	The Sabbath School class should limit its discussion to topics of the lesson Quarterly.	3.848	.891
58	49	Ingathering is a means to share what my Church is doing to help others.	3.841	1.022
59	62	Other Christian groups have more to say about Christian marriage than do Adventists.	3.834	1.054
60	67	I need to know more about the "Caring Church" concept.	3.826	.913
61	47	The Adventist Church is too conservative.	3.813	1.039
62	63	The purpose of having a Sabbath School in my local church has been explained to me.	3.794	1.038
63	37	Adventist families have different family problems than other Christians.	3.780	.990
64	4	The Adventist Church should change its teachings if it is to attract more people to membership.	3.757	1.585
65	12	Adventist churches are too old fashioned for today's youth.	3.729	1.082
66	9	More time should be given to the lesson study in the adult Sabbath School.	3.725	1.064
67	51	My busy schedule does not allow the time to help in a Community Service program.	3.703	.908
68	21	Local Adventist churches should have what used to be called the "MV Society."	3.681	1.088
69	54	Ingathering cannot be a means of witnessing because we ask for donations.	3.674	1.035
70	28	Our church is located too far from the poor to be of any help.	3.649	1.136

\*\*Tied rank with same means.

TABLE 3 (Continued)

Rank	Item Number		Mean	Standard Deviation
71	2	Our Church should take a position on abortion.	3.591	1.281
72	46	A Community Service program operates better away from the church building.	3.537	1.065
73	50	Local churches put too much emphasis on collecting money for various Church needs.	3.516	.918
<u>Moderately Important Range</u>				
74	19	I believe in the "Social Gospel" approach in helping the poor.	3.497	1.049
75	30	Being a Seventh-day Adventist makes me feel out of place with other Christians.	3.447	1.420
76	18	The Church has lowered its standard with its present position on the wedding ring.	3.288	1.406
77	7	I measure my commitment to God by the amount I give in offerings.	3.239	1.344
78	77	It is all right for women to wear some make-up.	3.065	1.307
79	71	Television is the main source of entertainment in my home.	3.028	1.350
80	8	I tend to socialize only with Adventists.	3.022	1.251

this an area where much improvement is needed.

Respondents saw the statement "I tend to socialize only with Adventists" (question 8) as least important among the 80 items. Three other items with means the fell in the "Moderately Important" category concerned Church standards. These were question 71 on television as a main source of entertainment, question 77 on use of makeup for women, and question 18 on the wedding ring. Respondents clearly saw these items as relatively unimportant.

The comments on Table 2 above concerning the care with which the statements need to be read apply to Table 3 as well. On Table 3, however, determining the positive or

negative direction of the question is less important than it was for Table 2. In Table 3, members were responding to instructions to tell how important they thought the statement to be. Because of this, statements can be compared directly with one another without concern for the direction in which they are stated. It is the particular service or product that was being assessed for its importance. For example, question 7 assesses the importance of offerings as a measure of commitment to God, question 19 assesses the importance of the "Social Gospel" approach to helping the poor; question 64 assesses the importance of a sense of urgency to finish the work.

Table 3 is particularly important from the "Should Be" aspect mentioned above. It reveals members' opinions of what is most important and least important for Church Ministries Department focus. Those items that rank high in importance need either greater emphasis or continued emphasis. This will be discussed in greater depth when the findings in Tables 2 and 3 are compared and in the conclusions and recommendations of Chapter III.

Once again the standard deviations on the right show the range of opinion regarding the importance of the items. Smaller standard deviations show considerable unanimity of opinion; larger ones show much more divergence in opinion. For the most part, there was

greater unanimity regarding the importance of the items than there was in level of agreement. There were several notable exceptions to this, however, as will be mentioned below.

Respondents were most agreed on the importance of the Church's handling its finances satisfactorily (question 35, standard deviation of .614), the importance of understanding how to cope with today's youth (question 1, standard deviation of .620), and the importance of putting forth a good effort to keep youth from leaving the Church (question 69, standard deviation of .649).

For the most part, divergence in respondent opinion was considerably greater for the items they perceived as least important than for those they regarded as most important. There was least agreement on the importance of changing the Church's teaching to attract more members (question 4, standard deviation of 1.585, the greatest spread in opinion for any item on either the agreement or importance scales), the importance of feeling out of place as an Adventist when in the company of other Christians (question 30, standard deviation of 1.420), and the importance of our position on the wedding ring (question 18, standard deviation of 1.406).



Differences Between Present Perceptions and Importance of the 80 Survey Items--Areas for Greater Emphasis

It has already been mentioned that a comparison of the "Is Now" items on the agreement scale and the "Should Be" items on the importance scale can be used to show areas where improvement is needed and areas where less emphasis may be needed. This section will present such a comparison and will point out areas for greater emphasis.

Two methods were used for comparing the agreement and importance scales. The first method was a statistical comparison. The means of the "Is Now" items and "Should Be" items were compared using the t-test, a standard procedure for testing the difference in means between two groups or two sets of data, in this case. A confidence level of  $\geq .05$  was set for the difference between means to be considered significant. This means that we want to be 95 per cent sure that the difference did not occur because of chance factors, but that it was indeed an actual difference.

This method was not satisfactory for the results of this survey because of the comparatively large number of cases (260), and because respondents tended to rate the items much higher on the importance scale than on the agreement scale. The average mean for all 80 items on the agreement scale was 3.100; the average mean on the

importance scale was 3.981, a difference of .881. With 260 cases, a mean difference of less than .170 was significant beyond .05. Reference to Table 4 will show that the majority of mean differences were significant beyond .001, which means we can be 99.9 certain that the difference did not result from chance. However, it is difficult to interpret data when most of the mean differences are highly significant.

Because of this, a nonstatistical method of comparison was used. The ranks of the items on the two scales were compared to look for changes in rank. These comparisons are shown in Table 4 along with the mean differences between the two scales and the significance levels of these differences. The survey questions are arranged in the order of changes in rank from the greatest positive change in rank from the agreement to the importance scale to the greatest negative change in rank between the two scales. This means that when an item moved up in rank from the agreement scale to the importance scale, the change in rank was considered positive; when it moved down, the change was considered negative.

A large positive change in rank means that respondents feel that an item should be given greater emphasis than it is presently receiving. A large negative

change in rank may mean that less emphasis is needed.

Table 4 shows that respondents prefer more emphasis in the following areas:

1. More importance should be given to family matters than to Church matters (question 57).
2. Much more effort is needed to keep youth from leaving the Church (question 69).
3. There is considerable need for family counseling literature beyond what is provided in the Spirit of Prophecy (question 25).
4. Although respondents feel neutral about the statement that people leave the church because they are not converted, they feel more effort is needed to keep them in the Church (question 59).
5. We need to develop an increased sense of urgency to finish the work (question 64).
6. We need to encourage greater commitment on the part of Adventist youth (question 26).
7. Local churches need to increase efforts to motivate members to share their faith (question 22).
8. The Sabbath School program needs to allow more time for Bible study (question 15).
9. Families need to be encouraged to conduct regular family worship (question 65).
10. Church procedures for handling finances need to be improved (question 35).
11. Sabbath School teachers need to better understand the importance of their position (question 58).

TABLE 4  
CHANGES IN RANK AND MEAN DIFFERENCES  
FOR 80 SURVEY ITEMS

Item number	Means				Ranks		
	Is now Agreement	Should be Importan.	Mean Differ.	Sign. Level	Is now Agreement	Should be Importan.	Change in Rank
57 Church matters more important than family matters	1.735	4.244	2.509	*.001	77	15	62
69 Effort to keep youth from leaving the Church	2.831	4.522	1.691	*.001	58	2	56
25 More family counseling literature not needed beyond SP	2.262	4.224	1.962	*.001	70	17	53
16 Church doesn't need to be involved in programs for the poor	1.665	4.163	2.498	*.001	78	28	50
59 People leave church because they aren't converted	2.574	4.224	1.650	*.001	65	18	47
29 An Adventist can marry Christians of other faiths	2.112	4.171	2.059	*.001	72	26	46
64 Urgency to finish the work	3.100	4.491	1.391	*.001	48	3	45
56 Urban areas are too sinful for CS programs to be effective	1.657	4.109	2.452	*.001	79	34	45
26 Adventist youth as committed as adult members	2.988	4.329	1.341	*.001	52	8	44
22 Local church giving adequate motivation for sharing faith	2.901	4.212	1.311	*.001	55.5	21	34.5
15 SS program spends enough time on Bible study	2.901	4.172	1.271	*.001	55.5	25	30.5
65 Family conducts regular family worship	3.417	4.419	1.002	*.001	33	4	29
35 Adventist Church handles finances satisfactorily	3.412	4.413	1.001	*.001	34	5	29
61 Family life programs only for those with marriage problems	1.760	3.991	2.231	*.001	76	47	29
43 "Caring Church" concept doesn't work	2.342	4.024	1.682	*.001	68	43	25
38 SS Program is effective in attracting new members	2.693	4.077	1.384	*.001	61	37	24
58 SS teachers understand importance of their position	3.281	4.223	0.942	*.001	39	19	20
68 People become Adventists because of the "truth"	2.752	4.057	1.305	*.001	60	41	19
78 SS teachers are adequately trained in Bible teachings	3.076	4.145	1.069	*.001	49	31	18
17 Divorce should not be considered as an alternative to marriage problems	2.907	4.07	1.163	*.001	54	38	16
4 Adventist Church should change its teachings	1.539	3.757	2.218	*.001	80	64	16
79 Adventists have higher standards than other Christians	3.520	4.315	0.795	*.001	24	9	15
55 I give tithes and offerings because of Bible teachings	3.508	4.279	0.771	*.001	26	11	15
74 Adventist youth moral standards are higher than other youth	3.548	4.374	0.826	*.001	21	7	14
32 Most Adventist young adults marry other Adventists	3.153	4.140	0.987	*.001	46	32	14

\* Significant beyond .001

TABLE 4 (Continued)

Item number	Means				Ranks		
	Is now Agreement	Should be Importan.	Mean Differ.	Sign. Level	Is now Agreement	Should be Importan.	Change in Rank
20 Youth don't attend Church service because they aren't converted	2.947	4.070	1.123	*.001	53	39	14
14 Many SDA youth feel they are not part of the Church	3.573	4.399	0.826	*.001	19	6	13
33 Local SS program meets spiritual needs	3.277	4.160	0.891	*.001	40	27	13
27 Local Church conducts regular programs to feed the poor	3.355	4.192	0.837	*.001	36	24	12
11 Sabbath observance is greater problem for youth than adults	3.533	4.272	0.739	*.001	23	12	11
6 Most local Sabbath services don't appeal to youth	3.558	4.289	0.731	*.001	20	10	10
40 Adventist school attendance helps youth remain faithful	3.446	4.219	0.773	*.001	30	20	10
47 Adventist Church is too conservative	2.345	3.813	1.468	*.001	67	61	6
28 Church location too far from poor to help them	1.925	3.649	1.724	*.001	75	70	5
23 Personal Ministries period effectively motivates for sharing faith	3.235	4.058	0.823	*.001	44	40	4
13 Personal financial support is what it should be	3.632	4.253	0.621	*.001	17	14	3
37 Adventist family problems differ from those of other Christians	2.635	3.780	1.145	*.001	64	63	1
12 Adventist Churches are too old fashioned for youth	2.369	3.729	1.36	*.001	66	65	1
1 Adventist families lack understanding of how to cope with youth	4.097	4.552	0.455	*.001	1	1	0
34 I am comfortable bringing non-SDAs to local Church	3.458	4.164	0.706	*.001	29	29	0
3 More concern with upholding standards than helping people	3.066	3.950	0.884	*.001	50	50	0
54 Ingathering can't be a means of witnessing	2.264	3.674	1.410	*.001	69	69	0
30 Being SDA makes me feel out of place	1.937	3.447	1.510	*.001	74	75	-1
24 SS Quarterly is addressing practical issues	3.685	4.237	0.552	*.001	14	16	-2
62 Other Christian groups say more about marriage than SDAs	2.843	3.834	0.991	*.001	57	59	-2
76 Local church implements "Caring Church" concept	3.243	4.000	0.757	*.001	43	45.5	-2.5
42 Adventist Church is too conservative	3.268	4.014	0.746	*.001	41	44	-3
51 Too busy to help in Community Service programs	2.642	3.703	1.061	*.001	63	67	-4
7 Measure commitment to God by offerings	1.942	3.239	1.297	*.001	73	77	-4
80 SS class should stick to Quarterly topics	3.008	3.848	0.840	*.001	51	57	-6

TABLE 4 (Continued)

Item number	Means				Ranks		
	Is now Agreement	Should be Importan.	Mean Differ.	Sign. Level	Is now Agreement	Should be Importan.	Change in Rank
10 I study SS lessons regularly	3.510	4.124	0.614	*.001	25	33	-3
45 SDA youth could lead in a local Church youth program	3.208	3.913	0.705	*.001	45	53	-8
8 I socialize only with Adventists	2.204	3.022	0.818	*.001	71	80	-9
39 Stewardship relates to commitment to God	4.036	4.256	0.220	.003	2	13	-11
44 Stewardship is my financial obligation to Church	3.311	3.958	0.647	*.001	38	49	-11
73 I understand stewardship principles	3.655	4.147	0.492	*.001	16	30	-14
50 Local Churches put too much emphasis on collecting money	2.765	3.516	0.751	*.001	59	73	-14
71 TV is the main source of SDA entertainment	2.660	3.028	0.368	.002	62	79	-17
53 SS Quarterly helps meet spiritual needs	3.932	4.194	0.262	*.001	5	23	-18
52 More open discussion on parent/ youth relationships is needed	4.036	4.205	0.169	.017	3	22	-19
48 I understand the "Caring Church" concept	3.429	3.865	0.436	*.001	31	54	-23
63 Purpose of local SS has been explained	3.512	3.794	0.282	*.001	37	62	-25
72 Local SS Council keeps SS well supplied	3.583	4.000	0.417	*.001	18	45.5	-27.5
75 I practice SDA proper eating habits	3.762	4.089	0.327	*.001	7	35	-28
41 Local church needs more family life seminars	3.858	4.081	0.223	.005	6	36	-30
77 Women may wear a little makeup	3.123	3.065	-0.058	** .613	47	78	-31
5 It is easy to use the health message in witnessing	3.542	3.855	0.313	*.001	22	55	-33
18 Church has lowered its standard on wedding ring	3.251	3.288	0.037	** .770	42	76	-34
31 I feel better about giving when I know how funds are spent	3.680	3.915	0.235	.015	15	52	-37
36 I feel good helping others through CS programs	3.976	4.053	0.077	** .284	4	42	-38
9 More time is needed for lesson study in adult SS	3.481	3.725	0.244	.010	28	66	-38
2 We should take a stand on abortion	3.428	3.591	0.163	** .146	32	71	-39
19 I believe in "Social Gospel" approach	3.386	3.497	0.111	** .285	35	74	-39
60 I support Personal Giving plan	3.760	3.971	0.211	.014	8	48	-40
66 CS programs should be looking for people to help	3.754	3.923	0.169	.034	10	51	-41
46 A CS program operates better away from church building	3.500	3.537	0.037	** .687	27	72	-45

\*\* Difference in means is not statistically significant

TABLE 4 (Continued)

Item number	Means				Ranks		
	Is now Agreement	Should be Importan.	Mean Differ.	Sign. Level	Is now Agreement	Should be Importan.	Change in Rank
49 Ingathering is a way to share what Church is doing for others	3.728	3.841	0.113	** .210	12	58	-46
70 Prison ministry should be part of CS programs	3.758	3.849	0.091	** .274	9	56	-47
67 More knowledge about "Caring Church" concept needed	3.689	3.826	0.137	** .101	13	60	-47
21 Local churches should have an MV society	3.744	3.681	-0.063	** .489	11	68	-57

All of the above questions showed positive changes in rank of 20 steps or more; all their means fell among the upper 25 of the 80 items in importance; and all were in the "Neutral" or "Disagree" ranges on the agreement scale and in the "Extremely Important" or "Very Important" ranges on the importance scale.

To a lesser extent, the following items may also be considered as areas for greater emphasis. They all showed positive changes in rank of 10 steps or more, and their means also fell in the "Neutral" or "Disagree" range on the agreement scale and in the upper half of questions on the importance scale. However, they did not rank among the top 25 items in importance.

12. The Church needs to be more involved in programs for the poor and unfortunate (question 16).
13. Adventist young adults need greater encouragement to marry within the Adventist Church (questions 29 and 32).
14. We should not neglect urban areas in our Community Service programs because we think they

are too sinful (question 56).

15. We need to emphasis that Family Life programs are for all married couples, not just for those with marriage problems (question 61).
16. The Sabbath School program needs improvement to make it more effective in attracting new members (question 38).
17. Sabbath School teachers need more training in the teachings of the Bible (question 78).
18. Divorce as an alternative for solving marriage problems needs to be deemphasized (question 17).
19. Greater emphasis is needed on conversion as a motivation for youth to attend church services (question 20).
20. The local Sabbath School program needs improvement in order to more effectively meet members' spiritual needs (question 33).
21. Local churches need to implement or improve programs for feeding the poor (question 27).
22. Attendance of Adventist children and youth in church schools and academies needs to be encouraged as a means of keeping them faithful to the Church (question 40).

Although the following items fell within the "Agree" range on the agreement scale, they should be added to the above list because the direction in which they were stated indicates that members agree that change is needed:

23. More effort needs to be made to help Adventist youth feel that they are part of the Church (question 14).
24. Adventist youth need encouragement in solving their problems with Sabbath observance (question 11).



25. Local Sabbath services need to be made more appealing to youth (question 6).

One other very important item needs to be included here. This item showed no change in rank between the two scales. But it needs to be included because of the way it was worded. This is question 1. Respondents ranked this as the most important item. But their agreement level was also highest. In this case, they agreed that many Adventist families lack understanding about how to cope with today's youth. Thus, although this question did not change in rank, its high rank on the agreement scale shows this to be an area of great need, based on the way the question was worded; its high rank in importance adds double emphasis for including it as an area needing greater emphasis.

Several more items showed positive changes in rank of more than ten steps and ranked very high on the importance scale. However, these items also ranked among the upper 30 items on the agreement scale. For these items, respondents seem to be saying, "You are doing a good job in these areas, and it is important that you continue a strong emphasis in them." These questions were

1. Question 79, Adventists have higher standards than other Christians. Respondents generally felt this to be true, but they also ranked this among the top ten items in

importance, showing that they feel a continuing emphasis on maintaining such standards is needed.

2. Question 74, Adventist youths' moral standards are higher than those of other youth. Again, respondents generally felt this was true, and also ranked this among the top ten items in importance.

3. Question 55, I give tithes and offerings because the Bible teaches this. Once more, respondents generally agreed with the statement and felt that an important emphasis on Biblical principles as the motivation for giving should be continued.

Three more statements showed positive changes of 16 to 25 steps in rank. Even though this was a sizable change, they still ranked among the bottom half of the items on the importance scale, which indicates that respondents' opinion probably does not warrant strong refocus in these areas. In fact, respondents disagreed with two of the three statements, which were worded in such a way that disagreement specifically shows that change was not needed. The mean for one of these fell in the "Neutral" range. These three questions were numbers 43, 68, and 4. They disagreed with the statements that the "Caring Church" concept doesn't work (43) and that the Adventist Church should change its teachings (4); they were neutral toward the statement that people become

Adventists because they have found the "truth."

There were many rather large negative changes in rank between the agreement and importance scales. These are more difficult to interpret than the positive changes, especially since a number of these ranked rather high on the agreement scale. These could be seen as areas where less emphasis is needed. It would probably be better, however, to view them as areas of lesser priority to be given less emphasis only if tough decisions in allocation of resources require refocus on areas of higher priority. In interpreting these changes in rank we need to remember again the tendency of respondents to rate items higher in importance than they presently perceive them and that all but seven of the items fell in the "Extremely" or "Very Important" ranges. Thus items that fell in the "Moderately Important" range ranked among the bottom ten items in importance. We can't properly say such items are unimportant; rather they are of lesser priority or less importance than other items.

Discussion here will be limited to those questions that ranked among the top 15 items on the agreement scale, that showed negative changes in rank of more than 30 steps, and that ranked among the bottom half of items on the importance scale. These will be listed beginning with the greatest changes in rank.

1. While respondents agreed that local churches

should have an MV society (question 21), they did not feel that having such a society was a strong priority.

2. They agreed that more knowledge about the "Caring Church" concept was needed (question 67), but ranked this knowledge as a rather low priority.

3. They agreed that prison ministry should be part of the Community Service program (question 70), but did not see this as a high priority item.

4. Their feelings toward Ingathering as a way of sharing what the Church is doing for others (question 49) were similar.

5. They felt that Community Service programs should be looking for people to help (question 46), but did not rate this as of high priority.

6. They supported the Personal Giving plan (question 60), but rated it among the bottom 30 items on the importance scale.

7. They felt good about helping others through Community Service programs (question 36), but ranked it among the bottom half of the items in importance.

8. Finally, they felt better about giving when they knew how the funds would be used (question 31), but did not feel that such knowledge was an important priority.

Other questions that fell near the bottom of the

"Agree" range or in the "Neutral" range on the agreement scale showed large negative changes in rank on the importance scale. These included questions 46, 19, 2, 9, 18, and 77. All of these ranked among the bottom 20 items on the importance scale, and none ranked among the top 20 items on the agreement scale. Two of these (questions 19 and 74) fell within the "Moderately Important" range on the importance scale. If scarce resources of time or money should require less emphasis for any of these items, reduction should begin with those services that ranked lowest on the importance scale. Questions 5 and 41 also showed negative changes in rank of 30 or more steps. Respondents agreed that it is easy to use the health message in witnessing (5), but did not view it as a priority focus for witnessing. They ranked the need for Family Life seminars (41) very high on the agreement scale, but also ranked it among the top half of the items in importance, so that change in rank is not particularly meaningful.

#### Findings Regarding Church Ministries Department Service Areas

The 80 survey items can be grouped into the various service areas of the Church Ministries Department. In fact, in an early draft of the questionnaire, the Church Ministries Director did group them into these areas.

Social science researchers will often develop a series of questions about a particular concept (for example, an attitude, a personality trait, et cetera). Collectively, these questions are called a scale, which is given a single score. Usually the separate item means are averaged to form a single mean for the scale. A person's average score on the scale reflects a particular attitude or personality trait or the strength of this attitude or trait.

The same procedure was used here. A level of agreement scale and a level of importance scale were developed for each Department service area, then these areas were compared with one another on the agreement and importance scales and between the two scales. The scales for each area were developed by regrouping the items into the various service areas and calculating the average means for each area. For the most part, the original grouping of the Department Director was used. A few items were shifted into other areas where such a shift seemed appropriate. There were four questions in a "Summary" section, all of which concerned the "Caring Church" concept. These were included in the Personal Ministries scale. Question 65, which concerned family worship, was moved from the youth area to the Family Life area. Tables 5 through 11 show the various scales.

In some cases, the agreement means were recalculated using a reverse coding system as follows:

Strongly Disagree	= 5
Disagree	= 4
Neutral	= 3
Agree	= 2
Strongly Agree	= 1

Recoding was done in order to be able to compare the scale means among the departmental service areas. It has already been mentioned that the wording of questions must be studied carefully. It was appropriate for respondents to disagree with some statements. For example, we would desire them to disagree with the statement "I tend to socialize only with Adventists" (question 8) or "The 'Caring Church' concept doesn't work in Adventist churches" (question 43). We would probably not want them to agree that the Church should change its teachings to attract more members (question 4). Disagreement with such statements can properly be considered as indicating member satisfaction rather than dissatisfaction. In other cases, agreeing with a statement may be an indication of member dissatisfaction. For example, "I need to know more about the 'Caring Church' concept" (question 67) indicates a lack in this area. Means for questions where agreement might be considered to have a negative connotation or

disagreement a positive connotation have been recalculated. Some of the service areas include more such statements than others. The low (or high) means for such statements would affect the average mean for those scales, thus resulting in an unfair comparison with scales that included fewer such statements. Questions whose means have been recalculated are starred (\*) in Tables 5 through 11.

It was not necessary to recalculate the importance means. Here members were not agreeing or disagreeing with the statements. Rather they were indicating how important they thought the statements were. The discussion which follows will include comments on specific scale questions as well as comments on the scale as a whole.

Table 5 presents the questions that made up the Personal Ministries scale with their agreement and importance means. Including the four questions on the "Caring Church" concept from the Summary section of the Department Director's earlier questionnaire that grouped items by Department service areas, there were 16 items in this scale. This was the largest scale. Six of the agreement means have been recoded for reasons explained above. The average mean of the 16 items on the agreement scale was 3.374; the average mean on the importance scale was 3.907. The difference between the average means of



TABLE 5

## PERSONAL MINISTRIES SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
*4.461	4	The Church should change its teachings in order to attract more members.	3.757
3.542	5	It is easy to witness when approaching someone with our health message.	3.855
*3.796	8	I tend to socialize only with Adventists.	3.022
2.901	22	The local church is doing an adequate job of motivating members to share their faith.	4.212
3.235	23	The Personal Ministries Period motivates members to share their faith.	4.058
*4.063	30	Being an SDA makes me feel out of place with other Christians.	3.447
3.458	34	I am comfortable bringing non-Adventists to my local church.	4.161
*3.658	43	The "Caring Church" concept doesn't work in Adventist churches.	4.024
3.429	48	I understand the "Caring Church" concept.	3.865
3.728	49	Ingathering is a way to share what my Church is doing for others.	3.841
*3.736	54	Ingathering cannot be a means of witnessing because we ask for donations.	3.674
2.574	59	People leave the Adventist Church simply because they aren't converted.	4.224
3.100	64	The Church has the same "urgency" to finish the work as it had 20 years ago.	4.491

TABLE 5 (Continued)

Agreement Mean	Item Number		Importance Mean
*2.311	67	I need to know more about the "Caring Church"	3.826
2.752	68	People join the Adventist Church only because they have found the "truth."	4.057
3.243	76	My local church implements the "Caring Church" concept.	4.000
<u>3.374</u>	AVERAGE MEAN		<u>3.907</u>

\* Mean recalculated using reverse coding

the two scales was .533. Respondents felt most strongly about the statement that the Church should change its teachings in order to attract new members (question 4). In this case, the reverse coding shows that they disagreed with the statement. They felt that their greatest lack was knowledge about the "Caring Church" concept (question 67). Again the reverse coding shows that their agreement with the statement indicates an area of dissatisfaction or need. The Personal Ministries item that they felt was most important was a sense of urgency to finish the work (question 64). They felt it was least important for Church members to associate only with Adventists (question 8).

Table 6 shows the questions that made up the Stewardship scale. There were ten items in this scale.

TABLE 6

## STEWARDSHIP SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
1.942	7	I measure my commitment to God by the amount I give in tithes and offerings.	3.239
3.632	13	My personal financial support of the Church is what it should be.	4.253
3.680	31	I feel better about giving my offerings when I know how they will be used.	3.915
3.412	35	I feel the Adventist Church handles its finances satisfactorily.	4.413
4.036	39	Stewardship has to do with my commitment to God.	4.256
3.311	44	Stewardship is my financial obligation to the Church.	3.958
*3.235	50	Local churches put too much emphasis on raising money for Church needs.	3.516
3.508	55	I give my tithes and offerings because the Bible teaches I am supposed to.	4.279
3.760	60	I support the Personal Giving Plan.	3.971
3.655	73	I have a good understanding of Stewardship principles.	4.147
<u>3.417</u>		AVERAGE MEAN	<u>3.995</u>

\* Mean recalculated using reverse coding

The average mean of the agreement items was 3.417; the average mean of the importance items was 3.995. The average difference in means between the two scales was .578. Only one agreement item in this scale was recoded.

Interestingly, respondents agreed most strongly that stewardship was related to their commitment to God (question 44), but they disagreed that they measured their commitment to God by the amount they gave in tithes and offerings (question 7). This apparent contradiction may well illustrate the all too frequent difference between our beliefs and our practices. Or respondents may be saying that financial support is only one evidence of commitment. This statement (question 7) was also the least important of the stewardship items. Respondents felt that the way the Church handles its finances (question 35) was most important.

Questions that made up the Youth Ministry scale are shown in Table 7. There were 13 items in this scale, six of which were recoded. The agreement mean for this scale was 2.988; the importance mean was 4.191. The difference between average means for the two scales was 1.203.

There was most agreement among respondents that many Adventist families don't know how to cope with today's youth (question 1). The recoding shows that this lack has a negative connotation. Respondents also saw this as the most important Youth Ministries item. In fact, this ranked first in importance among all 80 items.

Respondents felt least strongly that the church is putting forth a good effort to retain its youth (question

TABLE 7

## YOUTH MINISTRY SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
*1.903	1	Many Adventist families don't understand how to cope with today's youth.	4.552
*2.442	6	Most local church Sabbath services have little appeal to today's youth.	4.289
*2.467	11	Sabbath observance is a greater problem for Adventist youth than for Adventist adults.	4.272
*3.631	12	Adventist churches are too old-fashioned for today's youth.	3.729
*2.427	14	Many Adventist youth feel they are not a part of the Church.	4.399
*3.053	20	Our youth don't attend church services because they aren't converted.	4.070
3.744	21	Local churches should have an "MV Society" or its equivalent.	3.681
2.988	26	Adventist youth are as committed to Christ and the Church as adult members.	4.329
3.153	32	Most Adventist young adults marry other Adventists.	4.140
3.446	40	Youth who attend Adventist schools are more faithful to the Church than those who attend public schools.	4.219
3.208	45	Adventist youth would know what to do if put in charge of a local church youth program.	3.913
2.831	69	The Adventist Church is putting forth a good effort to retain its youth.	4.522

TABLE 7 (Continued)

Agreement Mean	Item Number		Importance Mean
3.548	74	Adventist youth's moral standards are higher than those of most non-Adventist youth.	4.374
<u>2.988</u>	AVERAGE MEAN		<u>4.191</u>

\* Means recalculated using reverse coding

69). But this question ranked very high in importance (second among the 80 items). Although they agreed that local churches should have an "MV Society" or its equivalent (question 21), this was the least important Youth Ministries item.

The ten items that formed the Community Services scale appear in Table 8. The average mean for the agreement scale was 3.784; the average importance scale mean was 3.868. This gives an average difference of .084 between the two scales. Four Community Services questions were recoded.

The recoded means show that respondents disagreed most strongly that urban areas of the city are too sinful for us to accomplish anything through Community Service programs (question 56) and that government programs for the poor make Church efforts unnecessary (question 16). They agreed most strongly that they felt good about

TABLE 8

## COMMUNITY SERVICES SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
*4.335	16	With so many government programs for the poor our Church doesn't need to be involved.	4.163
3.386	19	I believe in the "Social Gospel" approach in helping the poor.	3.497
3.355	27	My Church conducts a regular program to help the poor and unfortunate.	4.192
*4.075	28	Our church is located too far from the poor to be of any help.	3.649
3.976	36	I feel good helping others through the Community Service program.	4.053
3.500	46	A Community Service program operates better away from the church building.	3.537
*3.358	51	My busy schedule does not allow time to help in a Community Service program.	3.703
*4.343	56	Urban areas of big cities are too sinful for us to do any good through a Community Service program.	4.109
3.754	66	A Community Service Program should be aggressively looking for people to help.	3.923
3.758	70	Prison Ministry should be included in the Community Service program.	3.849
<u>3.784</u>	AVERAGE MEAN		<u>3.868</u>

\* Means recalculated using reverse coding

helping others through Community Service programs (question 36). They saw regular Church programs to help the poor and unfortunate (question 27) as most important and their belief in the "Social Gospel" approach in helping the poor (question 19) as least important.

Table 9 contains the Family Life scale questions. The average mean for the 11 agreement items was 3.433; the average for the importance items was 4.004. Seven questions were recoded. The difference between average agreement and importance means was .571.

Respondents agreed most strongly that more open discussion on family relationships would improve youth/parent relationships (question 52). They disagreed most strongly that Adventists have more important Church matters than family matters (question 57) and that Family Life seminars are only for those with family problems (question 61). They saw regular family worship (question 65) as most important, although the agreement mean fell in the "Neutral" range for this item. This is another example that our practice doesn't always match our ideal. Television as the main source of Adventist home entertainment (question 71) was seen as least important.

Questions that comprised the Church Standards scale are displayed in Table 10. With eight items, this is the smallest service area scale. Actually, this is not a



TABLE 9

## FAMILY LIFE SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
2.907	17	Adventists should never consider divorce as an alternative to marriage problems.	4.070
*3.738	25	The family counseling literature provided through the Spirit of Prophecy is adequate for our Church.	4.224
*3.888	29	An Adventist can marry "out of the Church" if the other person is a Christian.	4.171
2.635	37	Adventist family problems are different from those of other Christian families.	3.780
*2.142	41	Our local church should have more Family Life seminars.	4.081
4.036	52	More open discussion on family relationships would help youth to relate better to their parents.	4.205
*4.265	57	Adventists have more important Church matters to attend to than family matters.	4.244
*4.240	61	Family Life programs are only for those having marriage problems.	3.991
*3.157	62	Other Christian groups have more to say about Christian marriage than do Adventists.	3.834
3.417	**65	My family conducts regular family worship.	4.419
*3.340	71	TV is the main source of entertainment in most Adventist homes.	3.028
3.433	AVERAGE MEAN		4.004

\* Means recalculated using reverse coding

\*\* Included with the Youth Ministries service area in the Department Director's original grouping of items.

TABLE 10

## CHURCH STANDARDS SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
3.428	2	Our Church should take a stand on abortion.	3.591
*2.934	3	Adventists are more concerned with upholding standards than with helping people.	3.950
3.251	18	The Church has lowered its standard with its present position on the wedding ring.	3.288
3.268	42	Adventist standards on Christian music have been lowered.	4.014
*3.655	47	The Adventist Church is too conservative.	3.813
3.762	75	I practice Adventist teachings of proper eating.	4.089
3.123	77	It is all right for women to wear some makeup.	3.065
3.520	79	Adventists tend to have higher Christian standards than other Christians.	4.315
<u>3.368</u>	AVERAGE MEAN		<u>3.766</u>

\* Means recalculated using reverse coding

Church Ministries service area, except as this Department bears partial responsibility for maintaining these standards. The average agreement mean for the eight items was 3.368; the average importance mean was 3.766. This yields a difference between average means of .398. Two items in this scale were recoded.

Adventist standards regarding eating (question 75) rated highest among the items on this scale. Respondents disagreed that the Adventist Church is too conservative (question 47). Maintenance of high Christian standards (question 79) was seen as most important; women's use of makeup (question 77) was seen as least important.

Questions about Sabbath School and Sabbath School materials made up the last scale. The 12 items of this scale are shown in Table 11. The average agreement for the 12 questions was 3.235. The average importance mean was 4.059. The difference between these average means was .824. Only one question was recoded.

The two questions about the Sabbath School Quarterly (questions 53 and 24) elicited strongest agreement among the Sabbath School items. Respondents were least agreed that their local Sabbath School programs were effective in attracting new members (question 38). Question 24 about the practicality of the Sabbath School Quarterly in meeting the daily issues of life (question 24) and the need for Sabbath School teachers to understand the importance of their position (question 58) ranked highest among the importance items. Although rated among the "Very Important" items, the need for more time for the Sabbath School lesson study (question 9) was seen as the least important Sabbath School item.

TABLE 11

## SABBATH SCHOOL SCALE ITEMS

Agreement Mean	Item Number		Importance Mean
*2.520	9	More time should be given to the lesson study in the adult Sabbath School.	3.725
3.510	10	I study my Sabbath School lessons regularly.	4.124
2.901	15	My local Sabbath School program spends enough time in Bible study.	4.172
3.685	24	The Sabbath School Quarterly addresses the practical daily issues of my life.	4.237
3.277	33	My local Sabbath School programs meet my spiritual needs.	4.168
2.693	38	My local Sabbath School program is effective in attracting new members.	4.077
3.932	53	The Sabbath School Quarterly helps meet my spiritual needs.	4.194
3.281	58	Sabbath School teachers understand the importance of their position.	4.223
3.351	63	The purpose of having a local church Sabbath School has been explained to me.	3.794
3.583	72	The local Sabbath School Council keeps our Sabbath School well supplied with needed materials.	4.000
3.076	78	Sabbath School teachers are adequately trained in the Bible teachings of the Church.	4.145
3.008	80	The Sabbath School class should limit discussion to lesson quarterly topics.	3.848
<u>3.235</u>		AVERAGE MEAN	<u>4.059</u>

\* Means recalculated using reverse coding

These scales can be compared with one another in several ways. Such a comparison can show the service areas in greatest need of improvement and those with which constituents are satisfied. The average scale means on the agreement scales and importance scales can be compared by ranking them. The differences between the average agreement and importance scale means and rankings can be compared. All of the above comparisons were made.

Figure 1 and Table 12 show these comparisons. Figure 1 displays graphically the average agreement and importance means for each service area and the average agreement and importance means for the seven areas. It is arranged from the smallest difference in means for the Community Services area to the largest difference in means for the Youth Ministries area. It shows that there was very little difference between the agreement and importance means for the Community Services scale. And it shows the large discrepancy between the two means for the Youth Ministries and Sabbath School scales.

Table 12 shows the actual difference in means between the two scales and the agreement and importance ranks for each service area. The service areas are arranged by their average importance means. Perhaps the most striking column of this Table is the one that shows changes in rank between the agreement and importance service area scales.

# FIGURE 1

## AVERAGE MEANS CHURCH MINISTRIES

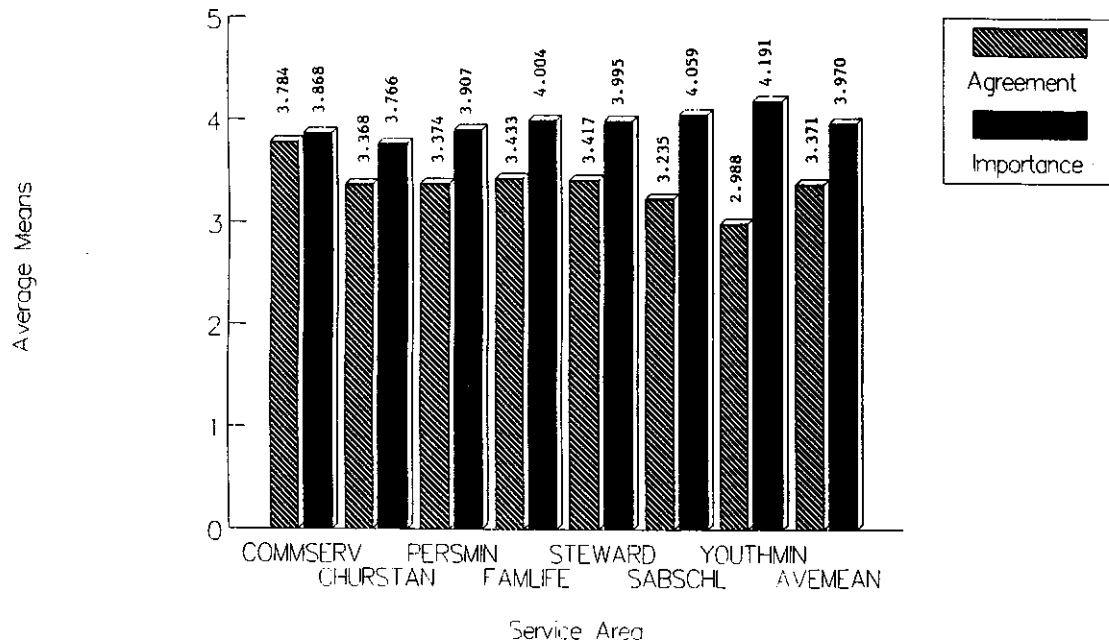


TABLE 12

## COMPARISON OF CHURCH MINISTRIES SERVICES AREAS

Agreement Mean	Scale Rank	Service Area	Importance Mean	Scale Rank	Mean Difference	Change in Rank
2.988	7	Youth Ministry	4.191	1	1.203	6
3.235	6	Sabbath School	4.059	2	.824	4
3.433	2	Family Life	4.004	3	.571	-1
3.417	3	Stewardship	3.995	4	.578	-1
3.374	4	Personal Ministries	3.907	5	.533	-1
3.784	1	Community Services	3.868	6	.084	-5
3.368	5	Church Standards	3.766	7	.398	-2
<u>3.371</u>		AVERAGE MEAN/MEAN DIFFERENCE	<u>3.970</u>		<u>.599</u>	

The procedure used here was similar to that used to show changes in rank for the 80 survey questions. A move from a lower rank on the agreement scale to a higher rank on the importance scale was seen as positive; a move in the opposite direction was seen as negative.

Four of the seven service areas showed very little change in rank, but for three of the areas the change in rank was quite marked. Two of these, Youth Ministry and Sabbath School, were positive; the change for Community Services was negative.

The rather obvious question is, what do these findings mean? First, one can conclude that constituents are generally satisfied with the emphasis being given to four of the service areas. Second, it is apparent that there is considerable concern in three of these areas. Referring to the "Is Now" and "Should Be" perceptions mentioned above, respondents saw the Youth Ministries area as most important of the seven areas, or the area that should have greatest emphasis. But the "Is Now" mean was lowest of the seven, indicating that they perceived that we are presently doing poorly in this area. This area moved from lowest on the "Is Now" scale to highest on the "Should Be" scale, a rather dramatic change in rank, and the greatest possible change in rank for seven areas. The situation is similar for the Sabbath School area. This

area moved from next to the bottom on the "Is Now" scale to next to the top on the "Should Be" scale. Here again it seems that respondents may prefer greater emphasis in this area. The reverse is true for the the Community Services area. Respondents placed this area at the top of the "Is Now" scale and next to the bottom on the "Should Be" Scale. It seems apparent that respondents feel we are doing well in this area, but that they may prefer that we refocus our priorities to other areas they see as more important.

This concludes the presentation of findings from the total group of constituents. The last section of this chapter will look at the various subgroups into which the 260 respondents may be divided, with particular emphasis on significant differences between subgroups.

#### Significant Difference Between Respondent Subgroups

The survey concluded with eight demographic questions. These identified respondents by age, sex, marital status, number of children living at home, race, type of employment, type of area in which respondents' churches are located, length of church membership and recency of involvement in church leadership responsibility.

In a sense these various subgroups represent different market segments of the Adventist Church



population. Just as a knowledge of the characteristics of different market segments has enabled businesses and institutions to target specific groups to whom they wish to sell their goods or services, a knowledge of the special needs of our subgroups can enable the Church to better meet the needs of specific groups of members.

A full report of the findings for each of the various subgroups mentioned above would result in an unnecessarily lengthy report and is outside the scope of this report. This part of the report will focus on the significant differences between subgroups. Differences between groups are considered as significant only when we can be 95 percent or more certain that they are actual differences that did not occur because of chance or other unrelated factors.

Two statistical procedures were used for this part of the analysis. When there were only two subgroups for a given characteristic (for example sex), the t-test for means of independent samples was used. When there were three or more subgroups, analysis of variance (ANOVA) was used.

We will look at each subgroup for significant differences on the agreement and importance survey items first. Then we will look at each of the Church Ministries service area scales to see if there are important differences in the way they rank these scales.

### Significant Differences by Age Groups

Figure 2 shows how the respondents are distributed by age. The largest subgroup were in the 45-54 age bracket. The smallest group were in the 18-24 bracket. Seven respondents did not indicate their age.

Table 13 displays the significant differences for the agreement and importance questions by age. The questions that showed significant differences on level of agreement are listed first, followed by those questions that showed significant differences on level of importance. In each section of the table, questions are arranged from greatest significant level to least significant. The .0000 significance level for question 40 means that there is less than one chance in 10,000 that the differences among the age groups resulted from chance factors; the .0543 for question 22 means that there are only 543 chances in 10,000 (or about 5%) that the differences among the age groups resulted by chance. Thus, we can be 95 percent or more sure the differences shown in this table are actual differences in opinion among the groups.

The N values at the bottom of each column are the total number of people in each group, not necessarily the number who responded to each question. The number of actual respondents for each question varied from one question to another. The group means for each question, however, are based only on the responses to that question, not on the total possible responses.

## FIGURE 2 RESPONDENTS BY AGE

73

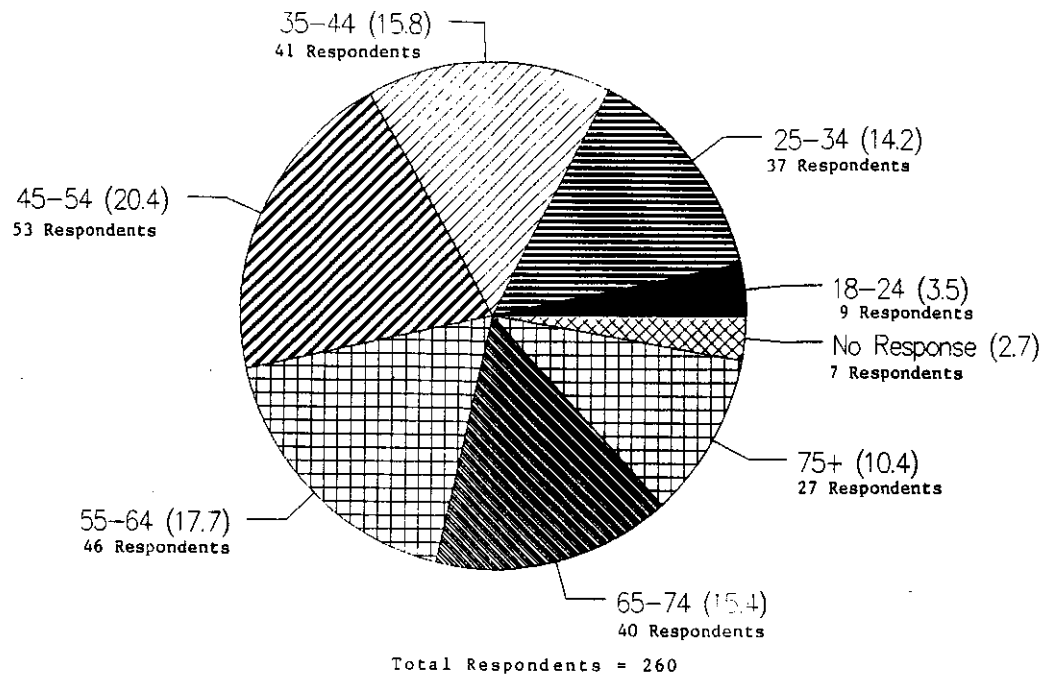


Table 13 shows that there were many more significant differences on the agreement questions (28) than there were on the importance questions (8). It also shows that many of the differences for the agreement questions were more pronounced as evidenced by the smaller number in the significance level column for the agreement questions.

Most of the more important differences are discussed below. This discussion is limited to those questions where the mean of one or more age groups fell in a different response category from the means of other age groups.

TABLE 13  
SIGNIFICANT MEAN DIFFERENCES BY AGE

Age Group							Question Number	Signif. Level	
18-24	25-34	35-44	45-54	55-64	65-74	75+			
Agreement Means									
1.667	3.297	3.268	3.359	3.546	3.650	4.037	40	Youth who attend Adventist schools are more faithful to the Church than those who attend public school.	.0000
2.222	3.611	3.439	3.962	3.595	3.973	3.692	73	I have a good understanding of stewardship principles.	.0001
2.333	2.676	2.390	3.115	3.114	3.472	3.520	80	The SS class should limit discussion to Quarterly topics.	.0001
2.500	2.946	3.390	3.532	3.705	3.897	3.889	10	I study my SS lesson regularly.	.0002
2.889	2.297	2.610	3.000	2.546	3.162	3.583	69	The Church is putting forth a good effort to keep its youth in the Church.	.0002
2.556	3.054	3.175	2.429	2.614	3.000	3.741	17	Adventists should never consider divorce as a solution in marriage problems.	.0003
2.500	3.314	3.842	3.615	3.756	3.865	3.963	24	The SS quarterly addresses practical daily issues in my life.	.0004
2.667	3.471	3.889	3.792	3.718	3.974	4.083	60	I support the Personal Giving Plan.	.0005
3.000	3.757	3.868	3.811	4.022	4.189	4.280	53	The SS quarterly is a help in meeting my spiritual needs.	.0006
3.222	3.118	3.439	3.735	3.535	3.895	3.957	72	The local SS Council keeps the Sabbath school well supplied.	.0021
2.625	3.371	3.512	3.706	3.500	4.079	3.962	13	My personal financial support of the Church is what it should be.	.0025
2.111	3.556	3.171	3.723	3.548	3.618	3.864	65	My family conducts regular family worship.	.0025
2.000	2.800	2.925	2.667	2.978	3.114	3.680	20	Our youth don't attend church services because they aren't converted.	.0027
2.000	3.111	3.368	3.188	3.128	3.567	3.524	76	My local church implements the "Caring Church" concept.	.0029
1.889	2.528	2.250	2.423	2.636	2.735	3.333	59	People leave the SDA Church because they aren't converted.	.0037
2.556	3.216	3.175	3.113	3.250	3.447	4.000	58	SS teachers understand the importance of their position.	.0039
1.556	2.111	1.925	2.132	2.356	2.757	2.556	25	Family counseling literature in the Spirit of Prophecy is adequate for our Church.	.0040
4.556	3.703	3.900	4.173	4.304	4.125	4.222	1	Many Adventist families lack understanding of how to cope with today's youth.	.0089
3.889	4.054	4.150	3.918	3.667	3.487	3.792	41	Our local church should have more Family Life seminars.	.0103
2.333	2.472	2.463	2.608	2.773	2.850	3.320	38	My local SS program is effective in getting people to join the church.	.0114
3.222	2.297	2.641	2.679	2.698	3.000	3.191	68	People join the SDA Church because they have found the "truth."	.0201
1.875	1.676	1.756	1.943	1.848	1.872	2.593	7	I measure my commitment to God by the amount I give.	.0228
2.625	3.027	3.293	3.306	3.125	3.487	3.958	44	Stewardship is my financial obligation to the Church.	.0273
3.444	3.649	2.951	3.250	2.886	3.026	2.760	77	It is all right for women to wear some makeup.	.0323
3.444	2.639	2.707	3.000	2.366	2.514	2.292	71	Television is the main source of entertainment in my home.	.0411
2.000	1.432	1.390	1.706	1.711	1.737	1.880	56	The big city urban areas are too sinful for CS programs to be effective.	.0467
3.125	2.865	2.537	3.039	2.587	3.108	3.308	15	My local SS program spends enough time in Bible study.	.0474
3.000	2.514	2.732	2.923	2.848	3.056	3.500	22	My local church is doing an adequate job to motivate members to share their faith.	.0543

TABLE 13 (cont.)  
SIGNIFICANT MEAN DIFFERENCES BY AGE

18-24	25-34	Age Group					Question Number	Signif. Level	
		35-44	45-54	55-64	65-74	75+			
Importance mean									
3.286	4.029	4.051	4.280	4.429	4.500	4.480	13	My personal financial support of the Church is what it should be.	.0023
3.500	3.500	3.973	4.000	4.111	4.100	4.318	44	Stewardship is my obligation to the Church.	.0055
2.833	3.306	3.865	3.911	3.795	4.000	4.158	63	The purpose of having a local SS has been explained to me.	.0072
4.200	3.546	3.947	4.229	4.027	4.088	3.950	72	The local SS Council keeps our Sabbath School well supplied.	.0082
3.000	3.563	4.029	3.978	4.054	4.125	4.368	60	I support the Personal Giving Plan.	.0085
4.333	4.139	4.308	4.111	3.895	3.686	4.350	41	Our local church should have more Family Life seminars.	.0267
4.167	3.743	4.237	4.313	4.162	4.147	4.238	73	I have a good understanding of stewardship principles.	.0277
3.000	3.143	3.333	3.800	3.684	3.656	3.700	46	A community service program operates better away from the church building.	.0529
N= 9	37	41	53	46	40	27			

#### Differences on the Agreement Questions

As might be expected, youth in the 18-24 age group disagreed most strongly that youth who attend Adventist schools are more likely to remain faithful to the Church than those who attend public school (question 40). Responses from those in the 25-54 age groups tended to fall in the neutral range. Respondents in the 55 and older age groups were more likely to agree with the statement.

Respondents in the 18-24 age groups were least likely to have a good understanding of stewardship principles (question 73). Except for the 35-44 group with a mean that fell in the neutral category, the other age groups agreed that they had a good understanding of these principles.

Only those 75 and over agreed that the Sabbath School class should limit discussion to topics in the Quarterly (question 80). Respondents in the 18-24 and 35-44 age groups disagreed with this statement.

Age again appeared to have a definite influence on regularity of study of the Sabbath School lesson (question 10). The steady increase in means from 2.500 for the 18-24 group to 3.889 for the 75 and over group shows that regularity in lesson study increased with each advance in age level.

Only those 75 and over agreed that the Church is putting forth a good effort to keep youth in the Church (question 69). Most other group responses fell in the neutral range. But those in the 25-34 group disagreed with the statement.

With regard to divorce as a solution to marriage problems (question 17) only those 75 and older agreed that divorce should never be considered as an alternative. Those in the 45-54 age group disagreed with the statement. This is particularly significant, as it indicates that Adventist opinion seems to agree with the prevailing sociological trend of mid-life divorce. The low mean for the 18-24 age group, which is very near the disagree range level bodes ill for future trends in our Church as this is the most likely age group for marriage. This low mean may

indicate a lack of commitment to marriage as a once-for-a-lifetime relationship.

Youth and young people in the 18 to 34 age groups were least likely to see the Sabbath School Quarterly as meeting practical issues in their lives (question 24). Perhaps this is why these groups do not seem to study regularly as indicated for question 10 alone. Respondents in the 35 and over age groups agreed that the Quarterly does address practical issues.

Responses concerning support of the Personal Giving Plan (question 60) show that youth and young people in the 18 to 34 age groups are least likely to support this plan. All other groups support it.

Only those in the 18-24 group did not agree that the Sabbath School Quarterly was meeting their spiritual needs (question 53).

Respondents in the 45 and older age groups agreed that their local Sabbath School Council keeps their Sabbath School well supplied with needed materials (question 72). The other groups were neutral. This may indicate that the children's Sabbath School divisions do not receive the same attention from the local Sabbath School Councils as the adult division, since those in the younger age groups (ages 18 to 44) are most likely to have children in these divisions.

Responses concerning personal financial support of the Church (question 13) show that those in the 34 and under age groups are least likely to provide such support. Those 35 and above agreed that their support of the Church is what it should be.

Most groups agreed that their family conducts regular family worship (question 65). But the average response for the 35-44 group fell in the neutral category, and youth ages 18-24 disagreed with the statement. Again this may bode ill for the future of the Church as the age group most likely to have school-age children is less likely to have regular family worship than most other groups, and those most likely to be establishing houses of their own are least likely to have family worship.

As might be expected, youth aged 18-24 disagree that our youth don't attend church services because they aren't converted (question 20). Most other group responses fell in the neutral range; however, those 75 and over agreed with the statement.

Only those in the 65 and over age groups agreed that their local churches implement the "Caring Church" concept (question 76). Most other group responses fell in the neutral range. Those in the 18-24 group disagreed that their churches implement this concept.



Three groups, those in the 35-54 age groups and especially those age 18-24 disagreed that people leave the Adventist Church because they aren't converted (question 59). Average responses from the other groups fell in the neutral range.

Only respondents in the 75 and over group agreed that Sabbath School teachers understand the importance of their position (question 58). Other groups were neutral on this issue, and those in the 18-24 group were least likely to agree with the statement.

All but two groups (those age 65 and over) disagreed that the family counseling literature in the Spirit of Prophecy is adequate (question 25). Youth 18-24 were least likely to agree that it is adequate.

Although all groups agreed that many Adventist families lack understanding of how to cope with today's youth (question 1), youth themselves agreed most strongly concerning this lack. The response for the 18-24 group fell in the strongly agree range.

The responses for all but one group (the 65-74 group) indicate a need for more Family Life seminars in the local churches (question 41). Responses for this group fell in the neutral range.

Although no groups agreed that their local Sabbath School programs are effective in attracting new members

(question 38), respondents in the 18-44 age groups saw these programs as particularly ineffective.

Respondents in the 25-34 group disagreed that people join the Adventist Church because they have found the "truth" (question 68). All other group responses fell in the neutral range.

All but those age 75 and over disagreed that they measure their commitment to God by their giving (question 7); this group response fell in the low neutral category.

Again only the 75 and over age group saw stewardship as their financial obligation to the Church (question 44); all other groups were neutral. Those age 18-24 were least likely to agree with this statement.

Only respondents in the 25-34 group agreed that it is all right for women to wear some makeup (question 77); responses from the 18-24 group fell near the agree category also. All other groups were neutral on this issue.

Respondents in the 55-64 and 75 and over age groups disagreed that television is the main source of entertainment in their homes (question 71). Other group responses fell in the neutral range, although responses from the 18-24 group were near the agree category.

All groups disagreed that big city urban areas are too sinful for Community Service programs to be effective

(question 56). The 24-34 age group strongly disagreed with this statement.

Differences on the Importance Questions

Respondents in the 65-74 age group saw their personal financial support of the Church as extremely important (question 13). Those in the 18-24 group saw it as moderately important; all other group responses fell in the very important range.

Those in the 18-34 age groups felt that having the purpose of the Sabbath School explained to them (question 63) was moderately important. Responses from all other groups fell in the very important category.

All but the 18-24 group saw their support of the Personal Giving Plan (question 60) as very important; this group saw it as moderately important.

Respondents in the 45 and above age groups believed that it is very important for a Community Service program to operate away from the church building (question 46); those under 45 saw this as moderately important.

Although differences in means for the other importance questions in this table were large enough to be significant, responses for all seven groups fell within the same response category.

### Differences in Ranking Scale Means

Scales for each of the seven Church Ministries areas were developed for both the agreement and importance questions for each age group. The questions that made up each scale are shown in Tables 5 through 11, so those questions will not be repeated here. The procedures for developing these scales were similar to the procedures for developing the scales for the total group. These procedures were explained on pages 52 to 54 above.

Two kinds of comparisons were made. First the agreement and importance rankings of the seven scales were compared for each age group. Table 14 shows the results of these comparisons. It shows the agreement and importance scale means for each age group, the rankings of these scales for each age group, and the changes in rank between the agreement and importance scales for each group.

This table reveals some rather interesting findings. Looking at the agreement scale rankings, one can see that all groups ranked Community Services as number one among the seven service areas. All groups ranked Youth Ministry at the bottom of the seven service areas. All but the 75 and over age group ranked the Sabbath School area sixth among the seven areas. Looking at the importance scale rankings, one can see that all groups

TABLE 14  
SCALE MEANS AND SCALE RANKINGS BY AGE

18-24	25-34	35-44	45-54	55-64	65-74	75+	Scale	18-24	25-34	35-44	45-54	55-64	65-74	75+
<u>Agreement Means</u>								<u>Importance Means</u>						
3.198	3.210	3.309	3.370	3.434	3.469	3.538	Personal Ministries	4.058	3.787	3.942	3.925	3.972	3.954	3.807
2.926	3.278	3.348	3.486	3.289	3.578	3.689	Stewardship	3.667	3.715	3.993	4.061	4.078	4.059	4.156
2.630	2.942	2.929	3.008	2.983	3.058	3.110	Youth Ministry	4.141	4.086	4.220	4.217	4.248	4.204	4.192
3.552	3.765	3.758	3.805	3.824	3.817	3.838	Community Service	3.838	3.733	3.806	3.937	3.977	3.846	3.965
3.197	3.482	3.453	3.346	3.441	3.472	3.579	Family Life	4.032	3.972	3.969	4.063	4.041	3.954	3.987
3.155	3.443	3.281	3.266	3.330	3.520	3.454	Church Standards	3.511	3.634	3.709	3.782	3.799	3.829	3.911
2.659	3.038	3.098	3.211	3.267	3.425	3.618	Sabbath School	3.841	3.884	4.053	4.087	4.107	4.099	4.216
<u>Agreement Ranks</u>								<u>Importance Ranks</u>						
2	5	4	3	3	5	5	Personal Ministries	2	4	5	6	6	4.5*	7
5	4	3	2	5	2	2	Stewardship	6	6	3	4	3	3	3
7	7	7	7	7	7	7	Youth Ministry	1	1	1	1	1	1	2
1	1	1	1	1	1	1	Community Service	5	5	6	5	5	6	5
3	2	2	4	2	4	4	Family Life	3	2	4	3	4	4.5*	4
4	3	5	5	4	3	6	Church Standards	7	7	7	7	7	7	6
6	6	6	6	6	6	3	Sabbath School	4	3	2	2	2	2	1
								<u>Changes in Rank</u>						
							Personal Ministries	0	+1	-1	-3	-3	+5	-2
							Stewardship	-1	-2	0	-2	+2	-1	-1
							Youth Ministry	+6	+6	+6	+6	+6	+6	+5
							Community Service	-4	-4	-5	-4	-4	-5	-4
							Family Life	0	0	-2	+1	-2	-5	0
							Church Standards	-3	-4	-2	-2	-3	-4	0
							Sabbath School	+2	+3	+4	+4	+4	+4	+2

\* Tied ranks

except those 75 and over ranked Youth Ministry as the most important service areas; this group ranked it second. And all but this age group ranked Church Standards last among the service area. The changes in rank part of the table shows that there were fewest changes in rank for the Family Life area and most changes for the Youth Ministry area. The Community Service area showed negative changes in rank of four or five steps for all groups. The Sabbath

School area showed positive changes in rank of two to four steps for all groups.

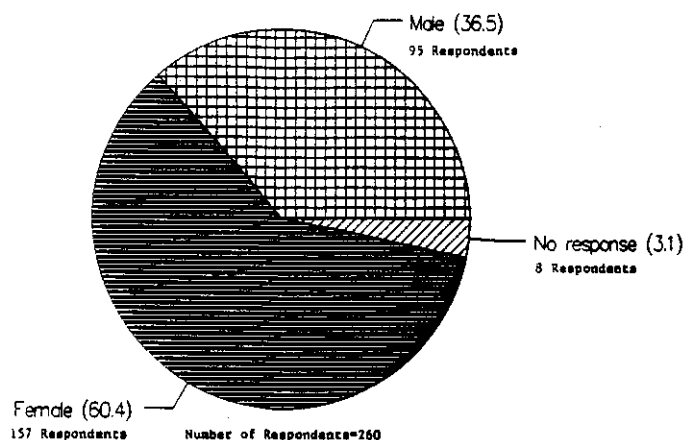
The second comparison was among the seven age groups to see if there were significant differences in ranking the scales. The Kruskal-Wallis One-Way Analysis of Variance for ranked data was used. On the agreement scale rankings, differences among groups were significant with a probability level of .0469. This means that we can be 95 percent certain that the differences among groups in the agreement scale rankings did not result from chance. A glance at the Table 14 agreement ranks shows that, except for the Youth Ministry and Community Services areas, some groups tended to rank other service areas at opposite ends of the scale. This tendency is not quite as noticeable for the importance rankings. The difference among age groups for importance rankings was not statistically significant.

In summary these findings tell us that all groups would like to see more emphasis in the Youth Ministry area and less emphasis in the Community Services area. Most groups would prefer more emphasis in the Sabbath School area and less emphasis on Church Standards. Respondents in the 45 to 64 age groups would probably prefer somewhat less emphasis in the Personal Ministries area. The present emphasis in the Stewardship and Family Life areas appears to be satisfactory.

### Significant Differences by Sex

Figure 3 shows how respondents are distributed by sex. There were 157 female and 95 male respondents. Eight respondents did not indicate their sex.

FIGURE 3  
RESPONDENTS BY SEX



The significant differences for the agreement and importance questions by sex are shown in Table 15. The significant differences for the agreement questions are listed first, followed by the significant differences for the importance questions. These are arranged from greatest significant level to least significant for both sections of the table. The .000 for questions 65 and 66 in the importance section mean that there is less than one chance in one thousand that the difference between males and females for these questions resulted from chance

TABLE 15  
SIGNIFICANT MEAN DIFFERENCES BY SEX

Male	Female	Question number		Signif. level
-----				
Agreement Means				
3.117	3.597	35	I feel that the Adventist Church handles its finances satisfactorily.	.001
3.200	3.658	55	I give financially because the Bible teaches me to.	.005
2.548	2.892	50	Local churches give too much emphasis to collecting money.	.011
3.891	4.140	52	More open discussion on family relationships would improve youth/parent relations.	.012
3.517	3.799	67	I need to know more about the "Caring Church" concept.	.016
3.011	3.361	23	The Personal Ministries period motivates members to share their faith.	.018
3.696	3.952	41	Our local church needs more Family Life seminars.	.024
3.479	3.140	42	Adventist standards on Christian music have been lowered.	.026
3.213	3.509	19	I believe in the "Social Gospel" approach in helping the poor.	.034
3.032	3.309	45	Adventist youth would know how to lead out in a local church youth program.	.041
4.172	3.940	39	Stewardship has to do with my commitment to God.	.044
-----				
Importance Means				
4.195	4.587	65	My family conducts regular family worship.	.000*
3.634	4.079	66	A community Service program should be looking for people to help.	.000*
3.827	4.269	56	The big city urban areas are too sinful for CS programs to be effective.	.001
3.613	3.992	67	I need to know more about the "Caring Church" concept.	.003
3.286	3.714	46	A CS program operates better away from the church building.	.004
3.871	4.214	41	Our local church needs more Family Life seminars.	.005
4.073	4.394	55	I give financially because the Bible teaches me to.	.005
3.857	4.169	36	I feel good helping others through the CS program.	.006
3.675	3.992	70	Prison ministry should be included in the CS program.	.013
2.966	3.393	7	I measure my commitment to God by the amount I give.	.019

\* Significant beyond .001



TABLE 15 (Continued)

Male	Female	Question number		Signif. level
3.532	3.831	51	My busy schedule doesn't allow time to help in a CS program.	.021
4.048	4.281	27	My Church conducts a regular program to help the poor and unfortunate.	.027
4.070	4.321	25	The family counseling found in the Bible and Spirit of Prophecy is adequate for our Church.	.028
3.955	4.233	10	I study my SS lesson regularly.	.033
3.866	4.091	72	The local Sabbath School Council keeps our SS well supplied.	.036
3.952	4.193	75	I practice Adventist proper eating habits.	.036
4.446	4.616	1	Many Adventist families don't understand how to cope with today's youth.	.037
4.071	4.299	52	More open discussion on family relationships would improve youth/parent relations.	.041
3.853	4.097	76	My local church implements the "Caring Church" concept.	.042
3.718	3.975	48	I understand the "Caring Church" concept.	.050
N=95		157		

factors; the .050 for question 48 in the same section means that there is only a 5 percent chance that the difference between the sexes on question 48 resulted by chance. Thus we can be 95 percent or more certain that the difference for the questions in this table are actual differences in opinion between the sexes.

The N values at the bottom of Table 15 are the total number of male and female respondents, not necessarily the number who responded to each question. The group means for each question are based on the number of male or female responses for that question.

A glance at Table 15 shows that females rated most agreement items higher than males. The only exception was question 42, where females were less likely to agree that Adventist standards on Christian music had been lowered. Responses for both groups fell within the neutral range, however. Females rated all of the importance items higher than did males.

The discussion of specific items which follows is limited to those items where the difference in means put average male and female responses in different response categories.

#### Differences on the Agreement Questions

Females were more likely to agree that the Adventist Church handles its finances satisfactorily (question 35). Their average response fell within the agree category. The average male response fell in the neutral range.

Females were somewhat more likely than males to give financially because of Biblical support for such giving (question 55). Again their average response was in the agree range, while the male average fell in the neutral range.

Females were also more likely to believe in the "Social Gospel" approach in helping the poor (question 19). Their average response fell just within the agree category; the average for males was neutral.

### Differences on the Importance Questions

Females saw regular family worship as extremely important (question 65); males saw it as very important.

Females were more likely to feel that it was very important for a Community Service program to operate away from the Church building (question 46); males saw this as moderately important.

Although there were many other significant differences between the sexes for both agreement and importance sections, the above questions were the only ones where their average means fell within different response categories.

### Differences in Ranking Scale Means

Scales for each of the seven Church Ministries service areas were developed for both the agreement and importance questions for both sexes. Questions that comprised each scale are shown in Tables 5 to 11, and procedures for developing the scales are explained on pages 52 to 54. The average scale means, scale rankings and changes in rank between the agreement and importance scales are shown in Table 16.

The average agreement means were higher for females than for males for five of the agreement scales and for all of the importance scales. Male agreement scale means were higher for only the Youth Ministries and Church Standards areas.

TABLE 16  
SCALE MEANS AND SCALE RANKING BY SEX

Male	Female	Scale	Male	Female
<b>Agreement Means</b>			<b>Importance Means</b>	
3.326	3.402	Personal Ministries	3.856	3.948
3.402	3.421	Stewardship	3.964	4.012
2.994	2.982	Youth Ministry	4.136	4.226
3.733	3.814	Community Service	3.682	3.994
3.423	3.447	Family Life	3.927	4.060
3.423	3.335	Church Standards	3.698	3.825
3.213	3.246	Sabbath School	3.992	4.104
<b>Agreement Ranks</b>			<b>Importance Ranks</b>	
5	4	Personal Ministries	5	6
4	3	Stewardship	3	4
7	7	Youth Ministry	1	1
1	1	Community Service	7	5
2.5*	2	Family Life	4	3
2.5*	5	Church Standards	6	7
6	6	Sabbath School	2	2
			<b>Change in Rank</b>	
		Personal Ministries	0	-2
		Stewardship	+1	-1
		Youth Ministry	+6	+6
		Community Service	-6	-4
		Family Life	-1.5	-1
		Church Standards	-3.5	-2
		Sabbath School	+4	+4

\* Tied ranks

Both males and females ranked Community Service highest among the seven areas and Youth Ministries lowest on the agreement rankings. The Sabbath School area ranked next to the bottom for both groups. Males ranked Church Standards higher than females. Differences in ranking the agreement items were only slight for the other areas.

Males and females both agreed that Youth Ministry was the most important service area and that the Sabbath School area was next in importance. But males saw Community Service as least important, while females saw Church Standards as least important.

Youth Ministry showed the greatest positive change in rank for both groups. The Sabbath School area also showed a large positive change in rank for both. Community Service showed the largest negative change in rank for both males and females.

A statistical test (Mann-Whitney U) was run to see if the differences in ranking the agreement and importance scales were statistically significant between the two groups. Neither agreement rankings nor importance rankings were statistically significant between the two groups; however, the difference in ranking the importance scales was much closer to being significant than the difference in ranking the agreement scales.

In summary, both males and females would prefer more emphasis in the Youth Ministry and Sabbath School areas and less emphasis in the Community Service area. Males would probably prefer somewhat less emphasis on Church Standards. The present emphasis in the Personal Ministries, Stewardship and Family Life areas appears to be satisfactory to both males and females.

#### Significant Differences by Marital Status

Figure 4 shows the distribution of respondents by their marital status. By far the largest percentage (63.1%) were married. Nearly 14 percent were widowed; more than 10 percent were unmarried; and less than 10 percent were divorced. Eight respondents failed to indicate their marital status.

FIGURE 4  
RESPONDENTS BY MARITAL STATUS

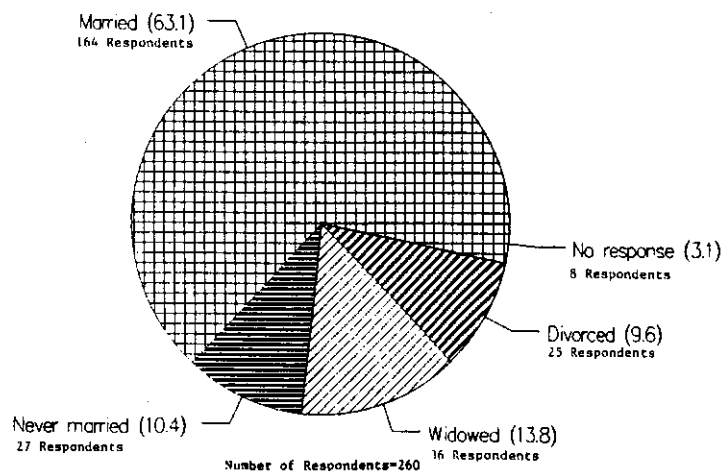


Table 17 displays the significant differences for the agreement and importance questions by marital status. As in previous tables, the agreement questions are listed first from most to least significant mean differences. These are followed by the importance questions. The .0000 for question 10 means that there is less than one chance in 10,000 that the differences among groups resulted from chance factors. We can be 95 percent certain that all the differences in this table represent actual differences in opinion among the groups.

The N values at the bottom of each column are the total number of people in each marital status group. The group means for each question are based on the number of responses for that question, not on the total number of people in the group.

This table shows that there were more significant agreement differences (24) than significant importance mean differences (14).

The discussion which follows is limited to those questions whose group means fell within different response categories.

#### Differences on the Agreement Questions

Widowed and married respondents were more likely to study their Sabbath School lessons regularly (question 10) than those who were divorced or had never married.

TABLE 17  
SIGNIFICANT MEAN DIFFERENCES BY MARITAL STATUS

Married	Never Married	Widowed	Divorced	Question Number		Signif. Level
----- Agreement Means -----						
3.618	2.741	3.943	2.870	10	I study my SS lessons regularly.	.0000*
2.671	2.519	3.294	2.160	38	My local SS program is effective in attracting new members.	.0001
3.800	2.885	3.807	3.360	73	I have a good understanding of stewardship principles.	.0001
3.749	3.320	3.765	2.773	13	My personal financial support of the Church is what it should be.	.0003
3.344	2.960	3.600	2.560	33	My local SS program meets my spiritual needs.	.0006
2.810	2.731	3.424	2.167	69	The Adventist Church is putting forth a good effort to hold our youth.	.0009
3.531	2.778	3.694	3.080	40	Youth who attend SDA schools are more faithful than those who attend public schools.	.0056
3.994	3.462	4.094	3.760	53	The SS quarterly is a help in meeting my spiritual needs.	.0088
3.833	3.440	4.000	3.333	60	I support the Personal Giving Plan.	.0093
1.460	1.259	1.886	1.800	4	The Church should change its teaching in order to attract members.	.0110
2.975	2.462	3.394	2.625	20	Our youth don't attend church services because they aren't converted.	.0114
4.113	3.760	4.212	3.640	39	Stewardship has to do with my commitment to God.	.0149
2.888	2.889	3.314	2.318	15	My local SS program spends enough time in Bible study.	.0202
2.692	2.500	3.267	2.560	68	People join the Adventist Church because they have found the "truth."	.0204
3.308	3.083	3.519	2.760	76	My local church implements the "Caring Church" concept.	.0253
3.601	3.375	3.903	3.174	72	The local Sabbath School Council keeps our SS well supplied.	.0282
3.535	3.500	3.303	4.120	6	Most local church Sabbath services have little appeal to today's youth.	.0297
2.567	2.333	3.033	2.200	59	People leave the Adventist Church because they aren't converted.	.0335
2.912	2.926	3.194	2.292	22	My local church is doing an adequate job of motivating members to share their faith.	.0350
2.873	3.269	3.086	2.273	17	Adventists should never consider divorce as a solution to marriage problems.	.0379
3.392	3.250	3.964	3.167	65	My family conducts regular family worship.	.0382

\* Significant beyond .0001



TABLE 17 (continued)

Married	Never Married	Widowed	Divorced	Question Number		Signif. Level
3.373	3.080	3.677	2.909	63	The purpose of having a SS in my local church has been explained to me.	.0513
3.134	2.885	3.543	3.375	45	Adventist youth would know how to lead a local youth program.	.0528
3.707	3.269	3.886	3.500	24	The SS Quarterly is addressing the practical issues of my daily life.	.0541
Importance Means						
3.728	3.708	4.346	4.136	80	The SS class should limit discussion to topics of the lesson quarterly.	.0030
3.871	3.840	4.094	4.524	3	Adventists are more concerned with upholding standards than with helping people.	.0060
3.744	3.810	4.000	4.429	48	I understand the "Caring Church" concept.	.0104
3.881	4.095	4.292	4.381	76	My local church implements the "Caring Church" concept.	.0122
4.322	4.375	4.172	4.762	26	Adventist youth are as committed to Christ and Church as are adult members.	.0124
3.422	3.542	4.031	4.143	2	Our Church should take a position on abortion.	.0148
3.588	3.792	4.046	4.091	51	My busy schedule doesn't allow time to help in a CS program.	.0222
3.811	4.227	4.080	4.227	66	A CS program should be looking for people to help.	.0310
3.497	3.292	3.500	4.048	50	Local churches put too much emphasis on collecting money.	.0346
4.260	4.080	3.939	4.546	22	My local church is doing an adequate job of motivating members to share their faith.	.0368
3.750	3.909	4.273	4.100	70	Prison ministry should be included in the CS program.	.0415
4.059	4.231	4.182	4.636	16	With so many government programs for the poor, our Church doesn't need to be involved.	.0507
3.718	4.000	4.040	4.200	67	I need to know more about the "Caring Church" concept.	.0541
4.192	4.130	4.333	4.773	57	Adventists have more important church matters than family matters to attend to.	.0546
N= 164	27	36	25			

Most groups were neutral toward the effectiveness of their local Sabbath School programs in attracting new members (question 38). Divorced respondents disagreed with this statement.

Married and widowed respondents agreed that they had a good understanding of stewardship principles (question 73). Divorced and especially respondents who had not married were neutral in this regard.

Widowed and married respondents agreed that their personal financial support of the Church is what it should be (question 13). Those who had never married and especially those who were divorced were more likely to be neutral in their response to this question.

Only widowed respondents agreed that their local Sabbath School program met their spiritual needs (question 33). The mean response for divorcees was just above the disagree response category; other group means were neutral.

Divorced respondents disagreed that the Adventist Church is putting forth a good effort to hold its youth (question 69). Other groups were neutral.

Widowed respondents agreed that youth who attend Adventist schools are more likely to remain faithful to the Church than those who attend public schools (question 40); married respondents also agreed, but their response was barely in the agree range. Those who had never married and the divorced were neutral.

Only those who had never married did not agree that the Sabbath School Quarterly is a help in meeting their

spiritual needs (question 53); their mean response fell in the neutral range.

Widowed and married respondents were most likely to support the Personal Giving Plan (question 60).

Respondents who had never married and married respondents strongly disagreed that the Church should change its teachings in order to attract members (question 4). Widowed and divorced respondents also disagreed with the statement.

Unmarried respondents disagreed that our youth don't attend church services because they aren't converted (question 20); all other group mean responses fell in the neutral category.

Divorced respondents disagreed that their local Sabbath School program spends enough time in Bible study (question 15). Other group mean responses were in the neutral range.

Only widowed respondents agreed that their local churches implement the "Caring Church" concept (question 76); their response barely fell in the agree category. Other group means fell in the neutral category.

Widowed and married respondents agreed that their local Sabbath School Council kept their Sabbath Schools well supplied (question 72). Unmarried and divorced respondent means fell in the neutral range.

All but widowed respondents agreed that most local church Sabbath services have little appeal to today's youth (question 6); their average response fell in the neutral range.

Divorced and unmarried respondents disagreed that people leave the Adventist Church because they aren't converted (question 59). Average responses for the other two groups were neutral.

Divorced respondents disagreed that their local church is doing an adequate job of motivating members to share their faith (question 22). Other group means fell in the neutral range.

As might be expected, divorced respondents disagreed that Adventists should never consider divorce as a solution to marriage problems (question 17). Other group responses were in the neutral category.

Only widowed respondents agreed that their families conducted regular family worship (question 65). Other group means fell in the neutral range.

Most group responses fell in the neutral range concerning the purpose of having a Sabbath School in their local church explained to them (question 63); widowed respondents agreed with the statement.

Widowed respondents also agreed that Adventist youth would know how to lead a local youth program (question

45); their response fell just within the agree range. Other group responses fell in the neutral range.

Only the unmarried did not agree that the Sabbath School Quarterly is addressing the practical issues of their daily lives (question 24); their mean response to this question was neutral.

#### Differences on the Importance Questions

Divorced respondents felt it was extremely important for Adventists to be more concerned with helping people than with upholding the standards (question 3). Other groups felt that this was very important.

Divorced respondents also felt that it was extremely important that Adventist youth be as committed to Christ and the Church as adult members (question 26). Other group responses fell in the very important range.

Married respondents felt that it was moderately important that our Church should take a position on abortion (question 2); other group means were in the very important range.

Divorced respondents and, to a much lesser extent, widowed respondents felt it was very important that local churches not put too much emphasis on collecting money for various Church needs (question 50). The other two groups felt this was moderately important.

Divorced respondents felt it was extremely important that their local churches do an adequate job of motivating members to share their faith (question 22); all other groups felt that this was very important.

Divorced respondents also felt that it was extremely important that our Church be involved in programs to help the poor, even though there are many government programs for this purpose (question 16). The other three group means fell in the very important range.

Finally, divorced respondents were more likely to see putting family matters above Church matters (question 57) as extremely important than the other groups, all of whom saw this as very important.

One may notice that divorced respondents differed from most other groups on six of the above seven questions. In each case, they tended to rate the items as more important than the other groups.

Although there were three other agreement questions and seven more importance questions with significant mean differences among the marital groups, all group responses for these questions fell within the same response category.

#### Differences in Ranking Scale Means

Table 18 shows the scale means, scale rankings and changes in rank for the four marital status groups.

TABLE 18  
SCALE MEANS AND SCALE RANKING BY MARITAL STATUS

Married	Never Married	Widowed	Divorced	Scale	Married	Never Married	Widowed	Divorced
Agreement Means					Importance Means			
3.349	3.348	3.535	3.262	Personal Ministries	3.845	3.924	3.976	4.239
3.458	3.132	3.565	3.208	Stewardship	3.985	3.812	4.075	4.187
2.991	2.989	3.079	2.812	Youth Ministry	4.157	4.199	4.211	4.422
3.758	3.745	3.882	3.893	Community Service	3.778	3.906	4.091	4.235
3.432	3.448	3.468	3.396	Family Life	3.967	3.939	4.087	4.275
3.372	3.316	3.465	3.264	Church Standards	3.690	3.863	3.935	3.999
3.251	2.996	3.549	2.872	Sabbath School	4.024	3.958	4.207	4.199
Agreement Ranks					Importance Ranks			
5	3	4	4	Personal Ministries	5	4	6	3
2	5	2	5	Stewardship	3	7	5	6
7	7	7	7	Youth Ministry	1	1	1	1
1	1	1	1	Community Service	6	5	3	4
3	2	5	2	Family Life	4	3	4	2
4	4	6	3	Church Standards	7	6	7	7
6	6	3	6	Sabbath School	2	2	2	5
					Change in Rank			
				Personal Ministries	0	-1	-2	+1
				Stewardship	-1	-2	-3	-1
				Youth Ministry	+6	+6	+6	+6
				Community Service	-5	-4	-2	-3
				Family Life	-1	-1	+1	0
				Church Standards	-3	-2	-1	-4
				Sabbath School	+4	+4	+1	+1

Procedures for developing these scales were similar to those already described above.

On the agreement scales, all groups ranked Community Service at the top of the seven service areas and Youth Ministry at the bottom. All but the widowed ranked Sabbath School sixth among the seven areas; this group ranked it third.

On the importance scales, all groups ranked Youth Ministry as most important. All but the divorced ranked Sabbath School second; this group ranked it fifth among the seven areas. All but the unmarried ranked Church Standards at the bottom of the importance scales; this group ranked it sixth and ranked stewardship as least important.

With regard to changes in rank, Youth Ministry showed the greatest positive change in rank from lowest on the agreement scale to highest in importance for all four groups. Community Service showed the most negative changes in rank.

In order to see if there were significant differences among the groups in ranking the agreement and importance scales, Kruskal-Wallis One-Way Analysis of Variance for ranked data was used. This showed that there was no significant difference in ranking the agreement scales. The difference in ranking importance scales was



significant with a probability level of .0027. This means that we can be 97.7 percent certain that the differences among groups in ranking the importance scales did not result by chance. A glance at Table 18 shows why this is so. Except for the Youth Ministry and Church Standards Areas, importance rankings tend to vary more among the groups than agreement rankings.

In summary, all groups would prefer much more emphasis in the Youth Ministry area, and most groups would prefer less emphasis in the Community Service area. Married and unmarried respondents would prefer more emphasis in the Sabbath School area. The widowed would prefer somewhat less emphasis on Stewardship. Divorced and married respondents would prefer less emphasis on Church Standards. The present emphasis in the Personal Ministries and Family Life areas appears to be about satisfactory.

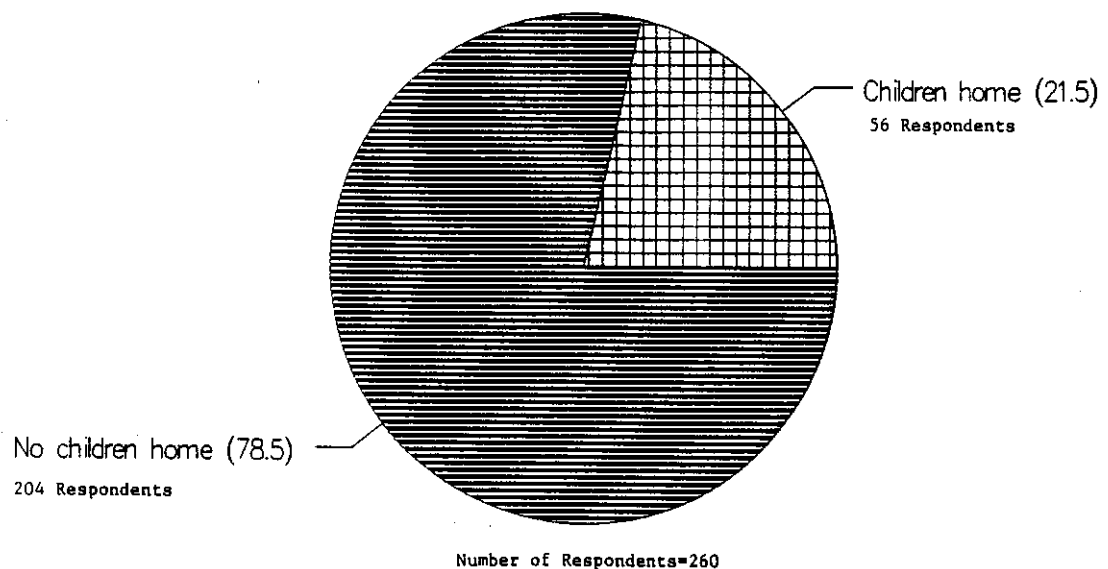
#### Significant Differences by Children at Home

In addition to requesting respondents' marital status, demographic question 3 asked them to indicate the number of children living at home. Fifty-six respondents indicated that they had children living at home as

follows:	1 child	18 respondents
	2 children	23 respondents
	3 children	9 respondents
	4 children	2 respondents
	5 children	1 respondent
	8 children	3 respondents

For purposes of analysis, respondents were divided into two groups, those who reported having children at home and those who did not report this. Figure 5 shows how respondents were distributed between these two groups.

FIGURE 5  
RESPONDENTS BY CHILDREN AT HOME



There were only four agreement questions and six importance questions that showed significant mean differences between the two groups. These are shown in Table 19.

TABLE 19  
SIGNIFICANT DIFFERENCES BY CHILDREN AT HOME

No Children at Home	Children at Home	Question number		Signif. level
-----				
Agreement Means				
-----				
3.686	4.019	70	Prison ministry should be included in the CS program.	.013
3.569	3.245	46	A CS program operates better away from the church building.	.023
2.575	2.963	71	TV is the main source of entertainment in my home.	.040
3.802	4.056	41	Our local church should have more Family Life seminars.	.053
-----				
Importance Means				
-----				
4.281	3.804	29	An Adventist can marry "out of the Church" if the other person is a Christian.	.005
4.324	3.957	57	Adventists have more important Church matters to attend to than family matters.	.023
4.379	4.100	79	Adventists tend to have higher standards than other Christians.	.025
4.317	4.020	13	My personal financial support of the Church is what it should be.	.027
4.043	3.711	60	I support the personal giving plan.	.030
3.856	3.511	37	Adventist families have different family problems than other Christians.	.034
-----				
N= 204	56			

#### Differences on the Agreement Questions

Although four agreement questions showed significant mean differences between respondents with children at home and those with none at home, mean responses for only one question fell within different response categories. Respondents with no children at home agreed that a Community Service program operates better away from the church building (question 46). The average response from those with children at home fell in the neutral range.

Except for this question, respondents with children at home showed higher means on the agreement questions than those with no children at home.

#### Differences on the Importance Questions

Although there were six importance questions with significant mean differences, none of the average means fell within different response categories for the two groups. However, respondents with no children at home tended to rate all six questions higher than those with children at home, as the average means for the two groups show.

#### Differences in Ranking Scale Means

The agreement and importance scale means, scale rankings and changes in rank are shown in Table 20. For the most part, the scale rankings are quite similar for the two groups. On the agreement side, both groups ranked Community Service at the top of the seven service areas and Youth Ministry at the bottom. Both groups ranked Sabbath School sixth among the seven areas. On the importance side Youth Ministry ranked at the top and Sabbath School second among the service areas. Church Standards ranked at the bottom, Community Service next to last and Personal Ministries fifth among the seven areas. Youth Ministry showed the greatest positive change in rank. Sabbath School showed positive changes in rank of

TABLE 20  
SCALE MEANS AND SCALE RANKING BY CHILDREN AT HOME

No Children at Home		Children at Home	Scale	No Children at Home		Children at Home	
Agreement Means				Importance Means			
3.387	3.326		Personal Ministries	3.921	3.857		
3.425	3.390		Stewardship	4.017	3.917		
2.987	2.989		Youth Ministry	4.202	4.156		
3.776	3.812		Community Service	3.874	3.844		
3.459	3.342		Family Life	4.041	3.878		
3.378	3.330		Church Standards	3.806	3.623		
3.254	3.165		Sabbath School	4.051	4.088		
Agreement Ranks				Importance Ranks			
4	5		Personal Ministries	5	5		
3	2		Stewardship	4	3		
7	7		Youth Ministry	1	1		
1	1		Community Service	6	6		
2	3		Family Life	3	4		
5	4		Church Standards	7	7		
6	6		Sabbath School	2	2		
				Change in Rank			
			Personal Ministries	-1	0		
			Stewardship	-1	-1		
			Youth Ministry	+6	+6		
			Community Service	-5	-5		
			Family Life	-1	-1		
			Church Standards	-2	-3		
			Sabbath School	+4	+4		

four steps for both groups. Community Service showed the greatest negative change in rank for both groups.

As might be expected from observation of the agreement and importance rankings for the two groups, neither set of rankings was significantly different between the two groups as revealed by the Mann-Whitney U test of statistical significance.

In summary, both respondents with children at home and those with no children at home would prefer much more emphasis in the Youth Ministry and Sabbath School areas and less emphasis on Community Service. Respondents with children at home might prefer somewhat less emphasis on Church Standards. The present emphasis in the other areas appears to be satisfactory.

#### Significant Mean Differences by Race

On page 7 of this report, it was mentioned that in addition to the eight demographic questions from the survey, another characteristic was identified by placing an asterisk (\*) on the questionnaires sent to Central States Conference members. This enabled the researcher to run analyses by both race and by membership in the Central States or white conferences.

After running analyses by both race and conference membership, we decided not to include the analysis by conference because of the considerable overlap between

Blacks and Central States Conference membership. Figure 6 shows that 63 respondents identified themselves as black and that two did not respond to this question. There were 65 respondents that could be identified as Central States Conference members. Thus, it did not seem necessary to include analyses for both groups.

Figure 6 also shows that there were four Hispanic respondents, one native American, and four who marked "Other" for race. Because the Hispanic and native American groups were so small and because the "Other" group could not be identified by race and was small also, we included all these groups with Blacks as a "Minorities" group and ran analysis between this group and Whites.

FIGURE 6  
RESPONDENTS BY RACE

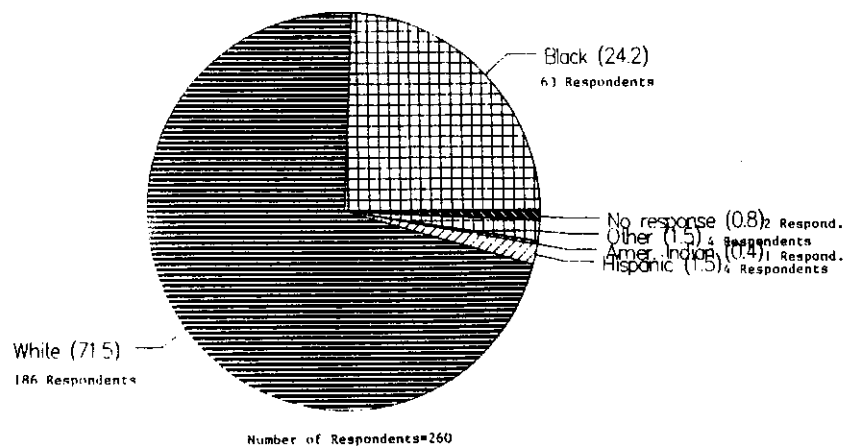


Table 21 shows the agreement and importance questions whose means were significantly different between the two racial groups. There were 23 agreement and 34 importance questions with significant mean differences.

The .000 significance level for questions 9 and 19 in the agreement section and for questions 66 and 70 in the importance section mean that there is less than one chance in 1,000 that the differences in means happened by chance. We can be 95 percent or more certain that all the differences listed in this table are actual differences in opinion between the two groups.

In many cases both in the agreement and the importance sections, the mean responses for both groups fell within the same response category. The following discussion omits such questions.

#### Differences on the Agreement Questions

A careful study of the agreement means shows that, for the most part, the minority group tended to respond more conservatively than Whites and that they also tended to be more supportive of the Church and its programs. Specific questions whose differences in means fell within different response categories follow.

Minorities agreed that more time should be spent in study of the Adult Sabbath School lesson (question 9). Whites were neutral on this issue.



TABLE 21

## SIGNIFICANT MEAN DIFFERENCES BY RACE

Minorities	White	Question Number		Signif. Level
Agreement Means				
3.899	3.317	9	More time should be given to lesson study in the adult Sabbath School.	.000*
3.828	3.199	19	I believe in the "Social Gospel" approach in helping the poor.	.000*
4.048	3.627	21	Local Adventist churches should have MV societies.	.001
4.130	3.741	41	Our local church should have more Family Life seminars.	.001
4.030	3.651	70	Prison ministry should be included in the CS program.	.002
3.576	3.096	23	The Personal Ministries period motivates members to share their faith.	.003
2.565	3.028	15	My local SS program spends enough time in Bible study.	.005
3.735	3.341	34	I am comfortable bringing non-Adventists to my local church.	.009
1.985	1.639	57	Adventists have more important Church matters to attend to than family matters.	.009
3.686	3.294	35	I feel the Adventist Church handles its finances satisfactorily.	.013
1.588	1.822	61	Family Life programs are only for those having marriage problems.	.013
2.824	3.238	77	It is all right for women to wear some makeup.	.014
3.957	3.630	49	Ingathering is a way to share what my Church is doing to help others.	.017
2.382	2.752	51	My busy schedule doesn't allow time to help in a CS program.	.017
4.209	3.972	52	More open discussion on family relationships would improve youth/parent relations.	.026
4.145	3.909	36	I feel good about helping others through the CS program.	.027
2.900	2.590	38	My local SS program is an effective way of attracting new members.	.029
3.696	3.332	2	Our Church should take a position on abortion.	.031
3.369	3.657	72	The local Sabbath School Council of my church keeps the SS well supplied.	.035
3.939	3.687	66	A CS program should be looking for people to help.	.044
3.746	3.411	55	I give tithes and offerings because the Bible teaches me to.	.049
3.567	3.260	63	The purpose of having a SS in my local church has been explained to me.	.053
3.304	2.978	3	Adventists are more concerned with upholding standards than with helping people.	.054

\* Significant beyond .001

TABLE 21 (continued)

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Minorities	White	Question Number		Signif. Level
Importance Means				
4.373	3.758	66	A CS program should be looking for people to help.	.000*
4.220	3.702	70	Prison ministry should be included in the CS program.	.000*
4.453	4.086	27	My Church conducts a regular program to help the poor.	.001
4.339	3.938	36	I feel good about helping others through the CS program.	.001
4.361	3.962	38	My local SS program is effective in attracting new members.	.001
4.385	3.955	41	Our local church should have more Family Life seminars.	.001
4.283	3.838	44	Stewardship is my financial obligation to the Church.	.001
4.000	3.429	2	Our Church should take a position on abortion.	.002
4.153	3.707	49	Ingathering is a way to share what my Church is doing for others.	.003
3.864	3.400	46	A CS program operates better away from the church building.	.004
4.356	3.994	75	I practice Adventist teachings of proper eating.	.004
4.516	4.186	55	I give tithes and offerings because Bible teaches me to.	.006
4.431	4.157	24	The SS Quarterly is addressing practical daily issues in my life.	.007
3.800	3.362	19	I believe in the "Social Gospel" approach in helping the poor.	.010
4.403	4.117	53	The SS Quarterly is a help in meeting my spiritual needs.	.010
3.982	3.567	54	Ingathering cannot be a means of witnessing because we ask for donations.	.010
4.082	3.752	80	SS class should limit discussion to topics in the Quarterly.	.013
4.266	3.962	23	The personal ministries program motivates members to share their faith.	.015
4.354	4.092	33	My local SS program meets my spiritual needs.	.017
4.105	3.769	48	I understand the "Caring Church" concept.	.017
3.937	3.572	21	Local Adventist churches should have MV Societies or their equivalent.	.026
4.230	3.926	42	Adventist standards of Christian music have been lowered.	.027
4.081	3.838	45	Adventist youth would know how to lead out in a local church youth program.	.030
4.054	3.748	67	I need to know more about the "Caring Church" concept.	.030

\* Significant beyond .001

TABLE 21 (continued)

113

Minorities	White	Question Number		Signif. Level
4.033	3.703	63	The purpose of having a SS in my local church has been explained to me.	.034
3.531	3.120	7	I measure my commitment to God by the amount I give in offerings.	.036
3.750	3.319	30	Being an SDA makes me feel out of place with other Christians.	.041
4.067	3.738	62	Other Christian groups have more to say about Christian marriage than Adventists.	.042
4.270	3.994	17	Adventists should never consider divorce as a solution to marriage problems.	.043
4.550	4.364	35	I feel that the Adventist Church handles its finances satisfactorily.	.043
3.925	3.617	9	More time should be given to the lesson study in the adult SS.	.046
4.035	4.331	57	Adventists have more important Church matters to attend to than family matters.	.049
3.273	2.913	8	I tend to socialize only with Adventists.	.050
4.441	4.201	11	Sabbath observance is a greater problem for Adventist youth than for Adventist adults.	.054
-----				
N= 72	186			

Minorities were more likely to believe in the "Social Gospel" approach in helping the poor (question 19) than the Whites.

They were more likely to agree that the Personal Ministries period motivates members to share their faith (question 23) than Whites.

Minorities felt more comfortable bringing non-Adventists to their local churches (question 34) than Whites.

They were also more satisfied with the way the Church handles its finances (question 35) than Whites.

Minorities disagreed that their busy schedules didn't allow time to help in a Community Service program (question 51); the average White response fell in the neutral range.

Minorities were more likely than Whites to feel that the Church should take a position on abortion (question 2).

Whites were more satisfied with the way their local Sabbath School Councils kept their Sabbath Schools supplied with materials (question 72) than were minorities.

But minorities were more likely to agree that they supported the Church financially based on the teachings of the Bible (question 55) than were Whites.

Finally, minorities were more likely to agree that the purpose of having a local Sabbath School had been explained to them (question 63) than were Whites.

#### Differences on the Importance Questions

Examination of the means in the importance section shows that minorities rated every question of greater importance than did Whites. The questions for which the means fell within different response categories follow.

Minorities felt that it was very important for the Church to take a position on abortion (question 2); Whites saw this as moderately important.

Minorities felt that it was more important for a Community Service program to operate away from the Church building (question 46) than did Whites.

Minorities believed it was extremely important to give tithes and offerings based on Biblical teachings (question 55); Whites believed this was very important.

They believed more strongly in the importance of the "Social Gospel" approach to helping the poor (question 19) than Whites.

Minorities felt more strongly the importance of measuring their commitment to God by the amount of offerings they gave (question 7) than did Whites.

They were more likely to feel that being a Seventh-day Adventist should not make them feel out of place with other Christians (question 30) than Whites.

Finally, minorities saw the way the Church handles its finances as extremely important (question 35); Whites saw this as very important.

Once again, there were many more questions in both the agreement and importance sections with significant mean differences. However, these were not discussed here because the means of both groups fell in the same response category.

Differences in Ranking Scale Means

Table 22 shows the differences between minorities and Whites in ranking the seven Church Ministries service areas for both the agreement and importance scales.

With regard to the agreement scales, both groups felt that Community Service was being given greatest emphasis and that Youth Ministry was being given least emphasis. Both groups also ranked Sabbath School next to last and Stewardship third among the seven service areas. The two groups differed more in ranking the Personal Ministries area than in ranking any other area.

Both groups felt that Youth Ministry should be given the most emphasis, and both groups felt that Church Standards should receive least emphasis. Both groups also ranked Sabbath School as the second most important service area. Although they differed in ranking the other areas, the differences were not great.

Youth Ministry showed the greatest positive change in rank for both groups. The Sabbath School area also showed a large positive change in rank for both. Community Service showed the largest negative change in rank for Whites; Personal Ministries showed the largest negative change for Minorities.

The rankings of the two groups were compared statistically using the Mann-Whitney U test for

TABLE 22  
SCALE MEANS AND SCALE RANKING BY RACE

Minorities		White	Scale		Minorities	White
Agreement Means					Importance Means	
3.460	3.334		Personal Ministries	4.053	3.848	
3.448	3.399		Stewardship	4.149	3.937	
2.976	2.987		Youth Ministry	4.281	4.156	
3.890	3.742		Community Service	4.115	3.772	
3.411	3.443		Family Life	4.109	3.966	
3.371	3.365		Church Standards	3.961	3.691	
3.187	3.245		Sabbath School	4.218	3.995	
Agreement Ranks					Importance Ranks	
2	5		Personal Ministries	6	5	
3	3		Stewardship	3	4	
7	7		Youth Ministry	1	1	
1	1		Community Service	4	6	
4	2		Family Life	5	3	
5	4		Church Standards	7	7	
6	6		Sabbath School	2	2	
				Change in Rank		
			Personal Ministries	-4	0	
			Stewardship	0	-1	
			Youth Ministry	+6	+6	
			Community Service	-3	-5	
			Family Life	-1	-1	
			Church Standards	-2	-3	
			Sabbath School	+4	+4	

significant differences in ranked data. This revealed that the difference in ranking the agreement scales was not significant. But the difference in ranking the importance scales was significant with a probability level of .0262. This means that we can be quite certain (97.4 percent sure) that the difference in ranking did not happen by chance. A glance at the importance means in Table 22 explains why this is so. The Mann-Whitney U procedure compares the means of one group for each scale with the means of the other group. The value of U is the number of comparisons in which the mean of one group is greater than the mean of the other group. In Table 22 every Minority scale mean is greater than every White scale mean.

To summarize these findings, both Minorities and Whites would prefer much more emphasis in the Youth Ministry and Sabbath School areas. Minorities would prefer somewhat less emphasis on Community Service; Whites would prefer much less emphasis in this area. Minorities would prefer less emphasis in the Personal Ministries area. Whites would prefer a bit less emphasis on Church Standards. The present emphasis in the Stewardship and Family Life areas is about right.



### CHAPTER III

#### PRELIMINARY RECOMMENDATIONS AND IMPLICATIONS BASED ON CHURCH MINISTRIES SURVEY FINDINGS

The recommendations which follow are based on an analysis of Church Ministries Survey data that is nearing completion. These recommendations are based 1) on total group findings for the 80 survey items on the agreement and importance scales, especially on those items that were ranked considerably higher on the importance scale than on the agreement scale of the Survey, 2) on a grouping of survey items into the various Church Ministries service areas (for example Personal Ministries, Family Life, Sabbath School, et cetera, and 3) on findings for some of the subgroups of respondents. Analyses are now complete for respondents grouped by age, sex, marital status, whether or not they had children at home, and race.

A few more recommendations will be added when data analysis has been completed. Analyses yet to be done include a look at several respondent subgroups to see if there are significant differences between these groups. Subgroups still to be examined include respondents by employment status, the type of location of their churches (downtown, suburban, rural, et cetera), length of church membership, and recency of church leadership involvement.

## RECOMMENDATIONS

### Recommendations Based on Specific Survey Questions

The recommendations below are grouped into the various service areas of the Church Ministries Department. These are derived from specific survey items, especially those that respondents ranked much higher on the importance scale than on the agreement scale.

#### Personal Ministries

1. Greater effort is needed to ensure that members are truly converted when they join the Church (question 59).
2. More emphasis is needed to increase our sense of urgency to finish the work (question 64).
3. Local churches need to become more effective in motivating members to share their faith (question 22).

#### Stewardship

4. The Church needs to improve its handling of its finances (question 35).

#### Youth Ministry

5. Strong efforts need to be made to help Adventist families know how to cope with today's youth (question 1). This item ranked highest among the 40 Survey items on both agreement and importance scales.
6. The problem of youth leaving the Church needs to be studied and effort to keep them from leaving the Church is greatly needed (question 69).

7. Greater effort is needed to increase commitment of Adventist youth to Christ and the Church (question 26).
8. Young Adventist adults need more encouragement to marry within the Church (questions 29 and 32).
9. More emphasis should be placed on conversion as the basis for youth to attend church services (question 20).
10. Efforts to encourage attendance of youth at church schools and academies need to be increased as one effective means for keeping them in the Church (question 40).
11. The Church needs to improve its efforts to help Adventist youth feel that they are part of the Church (question 14).
12. Study needs to be given to creative ways of helping youth solve their problems of Sabbath observance (question 11).
13. Local churches need to make their Sabbath services more appealing to youth (question 6).

#### Community Service

14. Although there are many Government programs for the poor, the Church also needs to be involved and to implement or improve programs for feeding the poor and unfortunate (questions 16 and 27).
15. We need to continue to provide Community Service programs in urban areas despite the sinfulness of those areas (question 56).

#### Family Life

16. Adventists need to understand that family matters should be considered of greater importance than Church matters (question 57).

17. Adventists need more family counseling literature than that provided in the Spirit of Prophecy (question 25).
18. There needs to be greater emphasis on encouraging families to conduct regular family worship in the home (question 65).
19. Adventists need continued encouragement to marry within the Church (questions 29 and 32).
20. Greater emphasis should be given to Family Life programs as being for all members rather than just for those having marriage problems (question 61).
21. Divorce as an alternative for solving marriage problems needs to be discouraged (question 17).

#### Sabbath School

22. Local Sabbath School programs need to be changed to allow more time for Bible study (question 15).
23. Sabbath School teachers need better training to help them understand the importance of their position and the Bible teachings of the Church (questions 58 and 78).
24. Local Sabbath School programs need to be improved so that they more effectively meet members' spiritual needs and are more effective in attracting new members (questions 33 and 38).

#### Recommendations Concerning Church Ministries Service Areas

As explained in Chapter II, the 80 Survey items can be grouped into seven Church Ministries service areas. The questions that comprised each service area are shown in Tables 5 to 11 of that chapter. An average or grand mean was calculated for the agreement and importance questions of each service area, and the service areas were

ranked by agreement and by importance. The recommendations that follow are based on a comparison of the two rankings.

1. Youth Ministry needs to become a top priority. This ranked at the bottom of the service areas on the agreement scale and at the top in importance. Constituents perceive that we are doing poorly in this area and feel that we need to greatly improve our efforts in behalf of youth.
2. The Sabbath School area needs much improvement also. Respondents ranked this area next to last among the service areas on the agreement scale and next to the top in importance.
3. Priorities need to be refocused from the Community Service area to the above two areas. Community Service ranked at the top of the service areas on the agreement scale, but it ranked at the bottom of the importance scale.
4. The present emphasis on the Personal Ministries, Stewardship, Family Life and Church Standards areas should continue about as is. These areas ranked about the same on both the agreement and importance scales.

#### Recommendations Based on Subgroup Findings

For the most part, most subgroup findings are similar to findings for the total group. This is especially true in the ranking of the seven Church Ministries service areas. Almost without exception, all subgroups would prefer more emphasis in the Youth Ministry and Sabbath School areas and less emphasis in the Community Service area. This is true regardless of the demographic

characteristic used to divide respondents into subgroups, whether this be age, sex, marital status, or race.

There were some minor differences among subgroups in ranking the Personal Ministries, Stewardship, Family Life and Church Standards areas. But none of these differences begins to approach the differences in ranking between the agreement and importance scales for the three areas mentioned above.

Perhaps future analyses of the remaining subgroups will reveal such differences. But for the time being, the recommendations found in the above section are equally appropriate for this section.

#### IMPLICATIONS

The findings from this Survey have strong implications for the Church Ministries Department at both the Union and local Conference levels. These implications can and should impact two general areas.

1. First, Survey findings should impact selection of personnel to fill departmental vacancies at the Union and Conference levels. Leaders are needed that will give strong focus to the Youth Ministry and Sabbath School areas.
2. Second, Survey findings should impact prioritization of Church Ministries departmental goals and use of departmental resources, both human and material. Goals and use of resources directed toward strengthening services in the Youth Ministry and Sabbath School areas are needed at both Union and local Conference levels.

1) Check your appropriate age group:

- 18-24                       55-64
- 25-34                       65-74
- 35-44                       75 and over
- 45-54

2) Sex:  Male     Female

3) Marital Status:

- Married
- Never Married
- Widowed
- Divorced
- Number of Children living at home.

4) Race:

- Black                       American Indian
- White                       Other \_\_\_\_\_
- Hispanic

5) Check all appropriate status items:

- Church Employed Worker
- Professional
- Parent
- Management
- Blue Collar Worker
- Farmer
- Government Employee
- Other \_\_\_\_\_

6) The Church I attend regularly is located in:

- Suburb                       City (Downtown)
- Rural                         City (Urban)
- Small Town                 College/Univ.

7) How long have you been an SDA member? \_\_\_\_\_

8) Level of Church involvement in an elective Church office or as a Sabbath School teacher.

- Currently serving
- Within the last 5 years
- 5 to 10 years ago
- More than 10 years ago
- Never