

# Public Perceptions of the Adventist Church

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## Source of Data

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- A random sample of 1,284 telephone interviews with the general public in the United States and Canada
- Allowance for sampling error is 3% (+/-) at the 95<sup>th</sup> percentile of reliability.
- Conducted by the Center for Creative Ministry under contract with the NAD Office of Information, Research and Strategic Planning

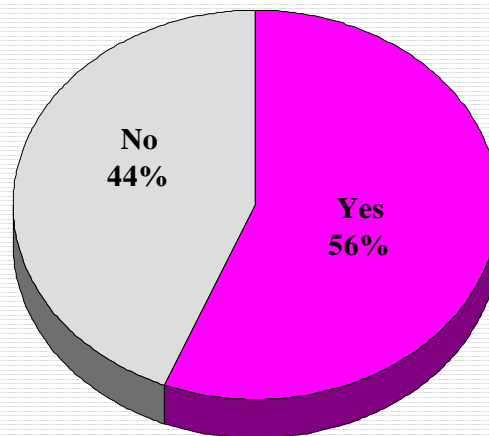
## Additional Sources

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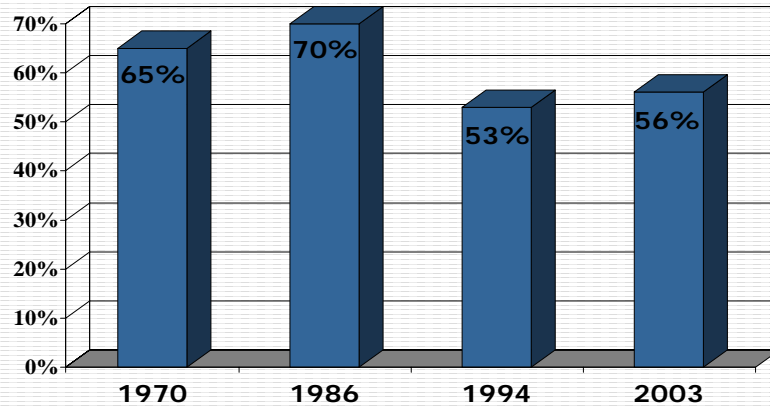
- A survey using the same methods and sampling conducted in 1994 by the Center for Creative Ministry under contract with the NAD
- Surveys conducted in 1970 and 1986 by Gallup Poll using the same questions
- Surveys conducted in 2000, 2001, 2002 and 2003 by the Center for Metropolitan Ministry using the same questions

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

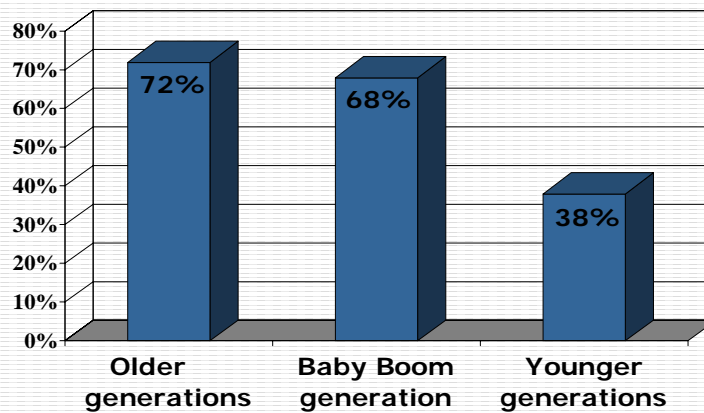
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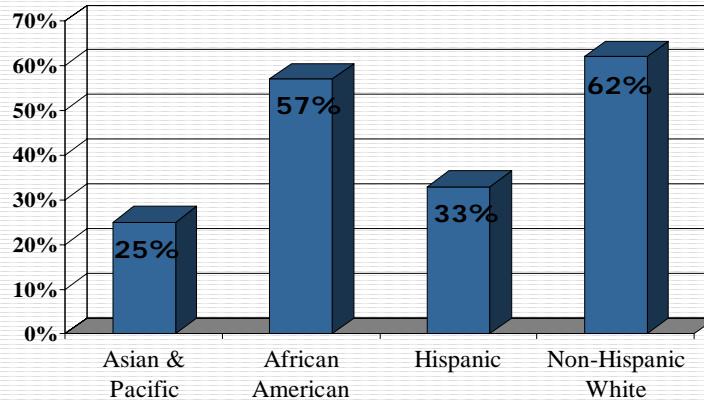
## History of name recognition of the Adventist Church by the general public



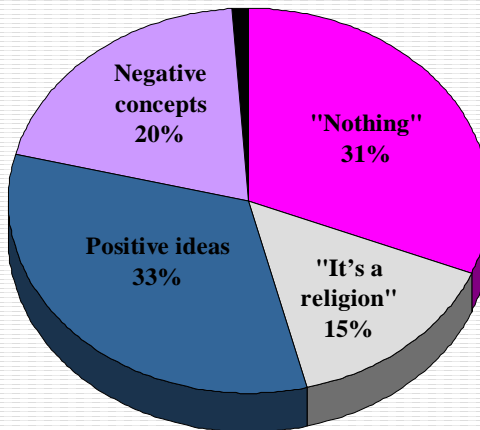
## Name recognition of the Adventist Church by generation



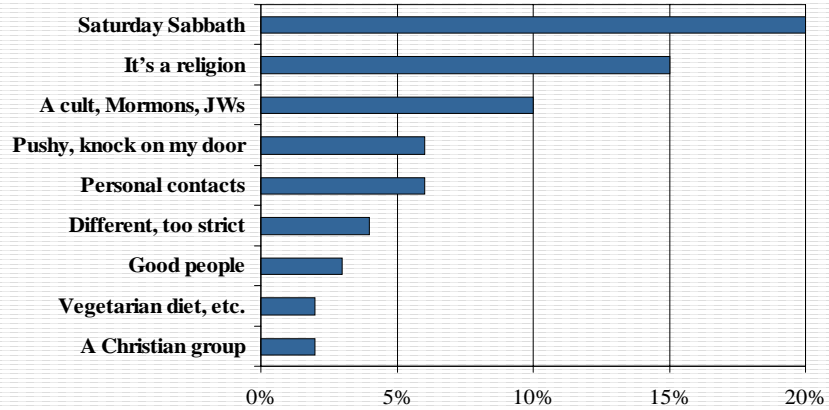
## Name recognition of the Adventist Church by ethnicity



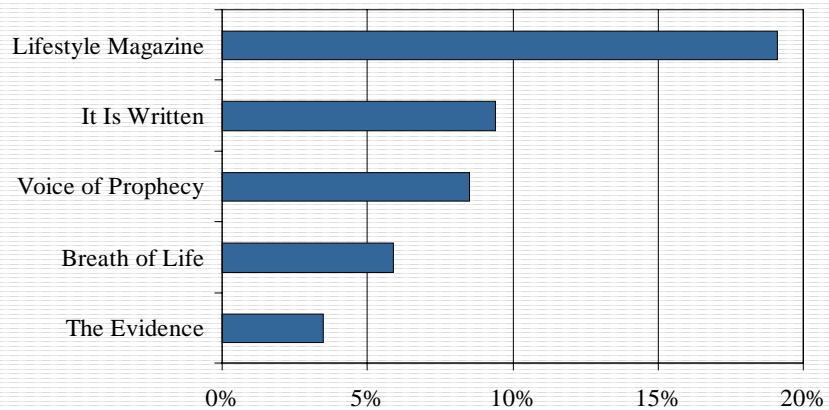
## What comes to mind?



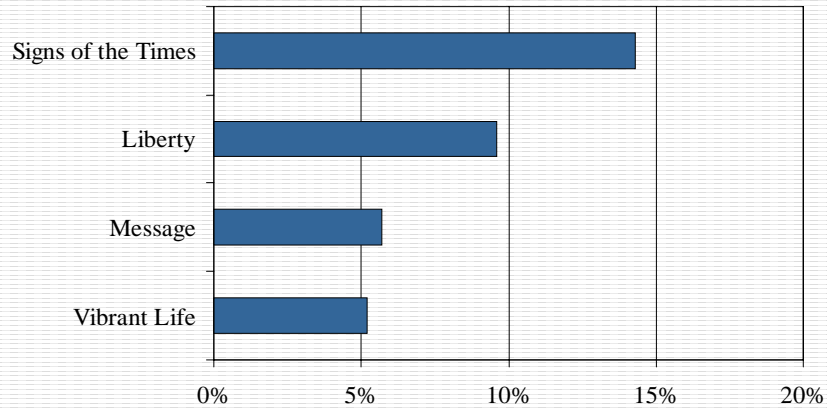
## What comes to mind?



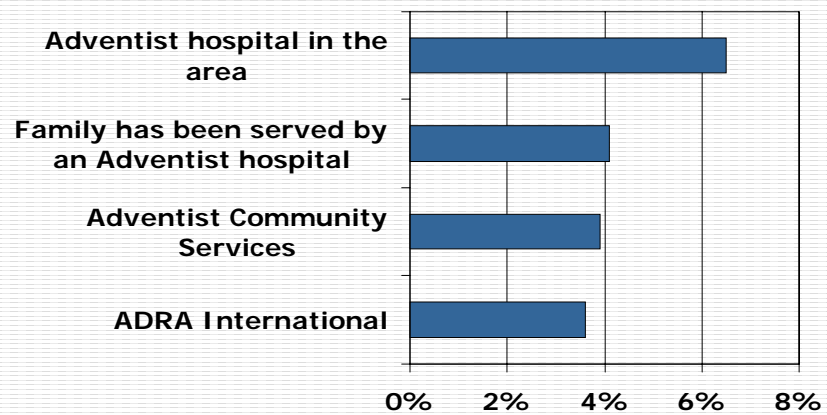
## Name recognition of Adventist media ministries



## Name recognition of Adventist publications

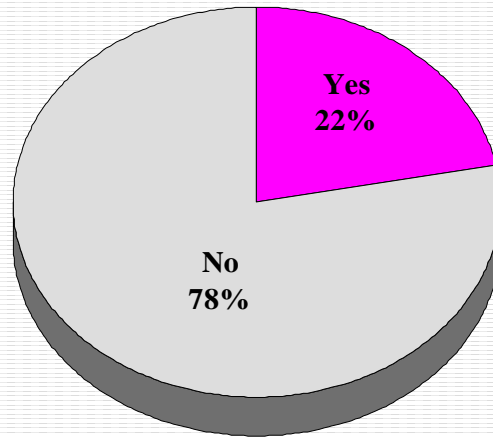


## Name recognition of Adventist health and service organizations



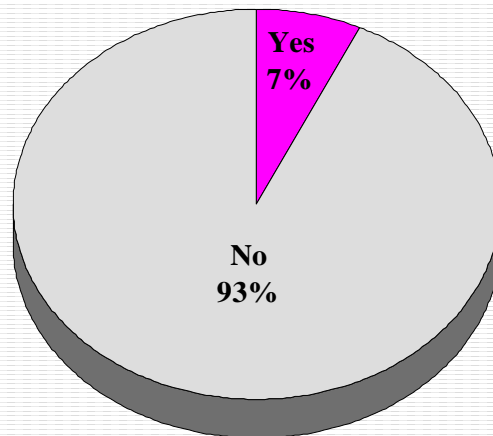
Do you know anyone who is an Adventist?

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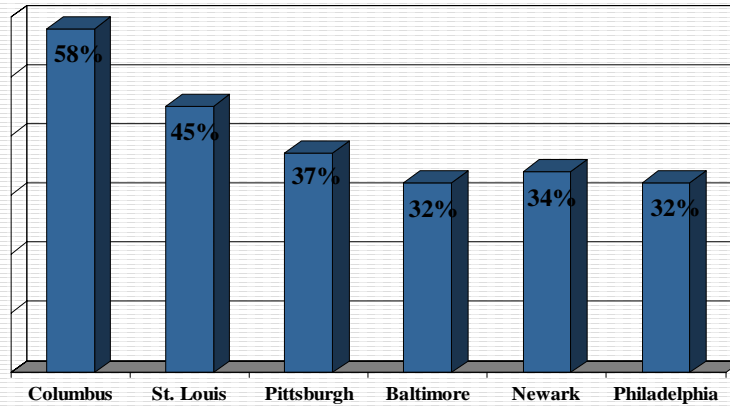


Have you ever visited an Adventist church?

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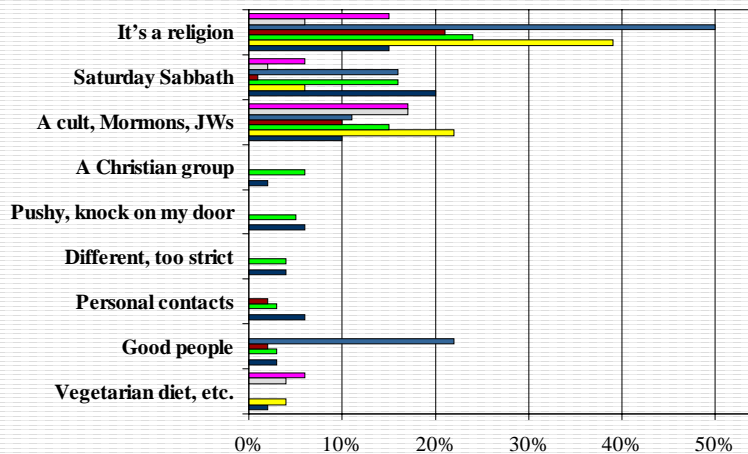


## Name recognition in major metropolitan areas, 2000-2004



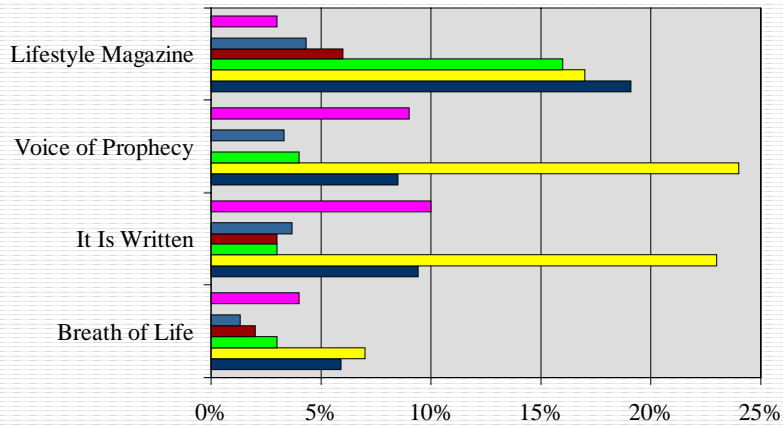
Source: Center for Metropolitan Ministry

## What comes to mind?



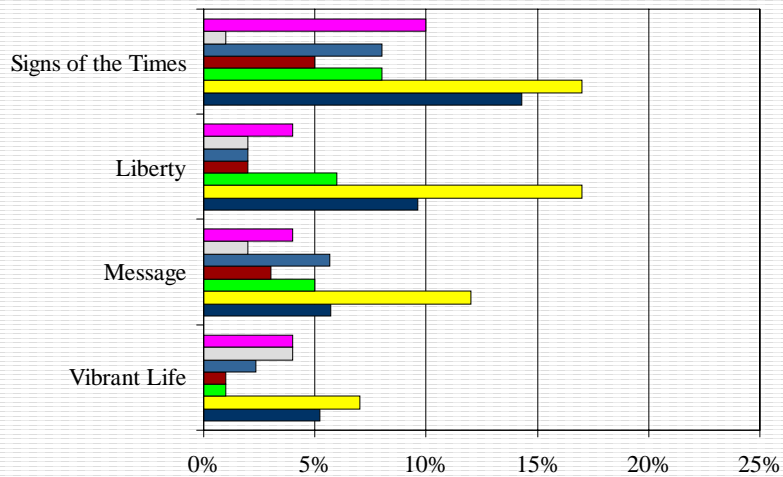


## Name recognition of Adventist media ministries

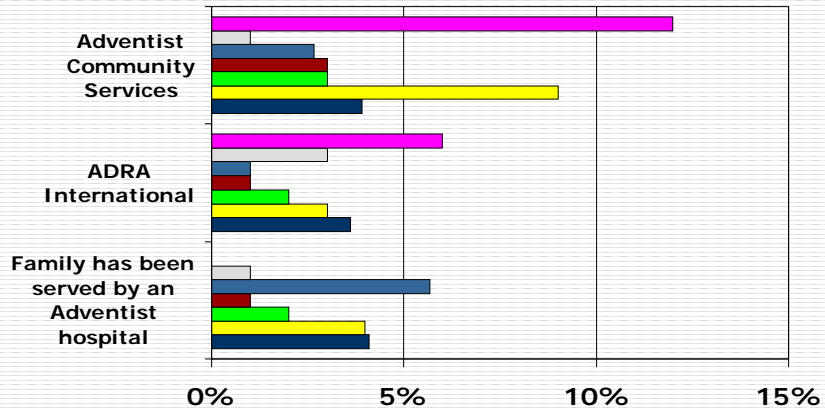


Source: Center for Metropolitan Ministry

## Name recognition of Adventist publications

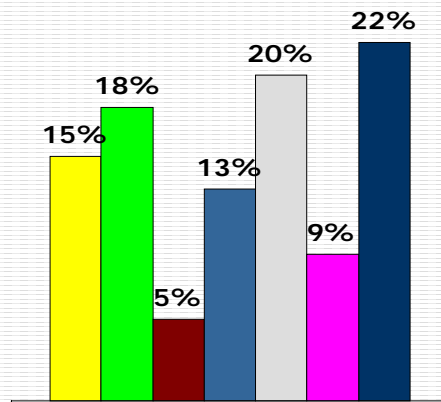


## Name recognition of Adventist health and service organizations



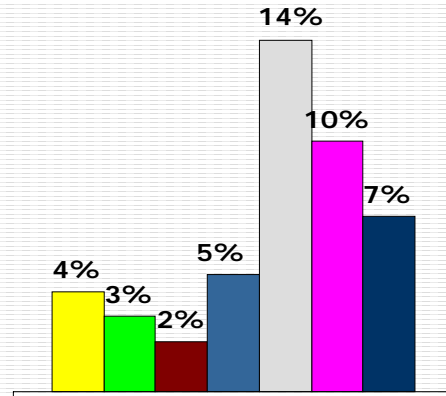
Source: Center for Metropolitan Ministry

## Know someone who is an Adventist



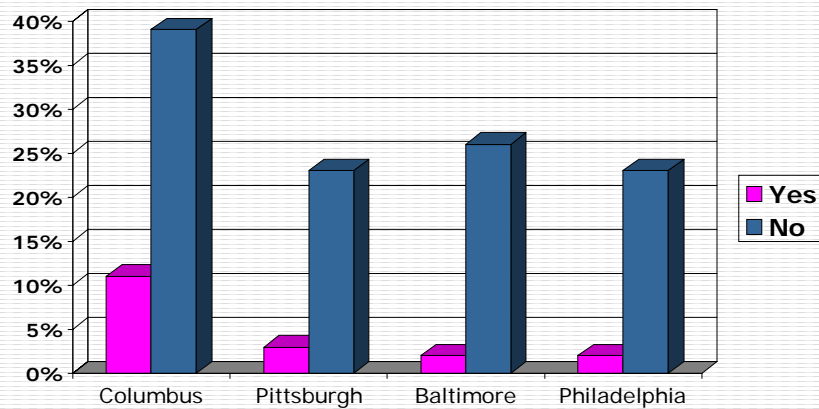
Source: Center for Metropolitan Ministry

## Have ever visited an Adventist church



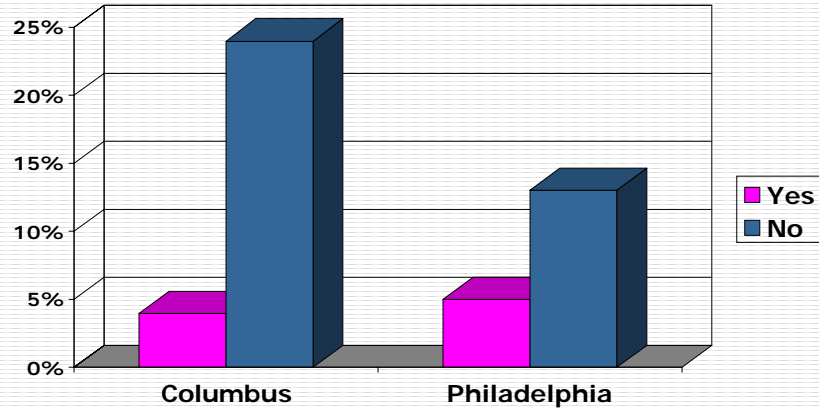
Source: Center for Metropolitan Ministry

## Is the Adventist Church active in local community causes?



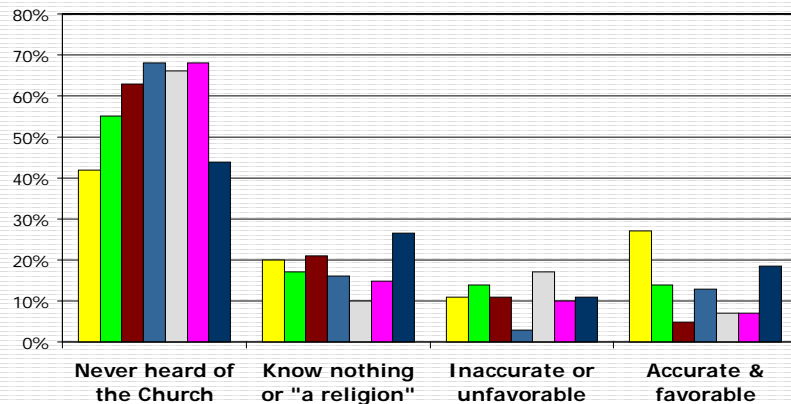
Source: Center for Metropolitan Ministry

## Do Adventists live longer than the average person?



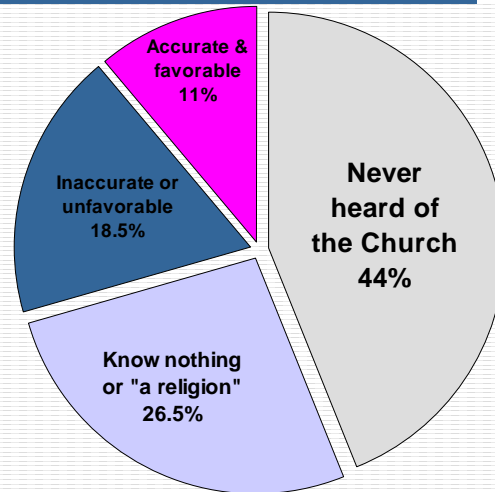
Source: Center for Metropolitan Ministry

## Summary of Public Perception Data



Source: Center for Metropolitan Ministry

## Summary of Public Perception of the Adventist Church



## What do these data mean?

- The Adventist Church is largely invisible in North America today
- The problem is greater in the cities of the Northeast than it is in the Midwest or the Sunbelt
- The average person is not likely to respond to a message coming from an organization they don't know

## What do these data mean?

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- Media ministries and literature have less impact than do personal relationships
- The Adventist Church is increasingly marginalized and “preaching to the choir”

## What can be done about public perceptions?

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- Break out of the “religious ghetto” into mainstream, secular media
- What the Mormons are doing
- NAD has experimented with public awareness spots in Tulsa, Spokane and Indianapolis
- Major barrier; cannot raise money in a spot strategy

## What can be done about public perceptions?

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- Increased community involvement by local churches, **not** individual members
- Establish Adventist public service/ public affairs agencies in major metro areas
- Make contributions that gain media attention and “street cred”

## What can be done about public perceptions?

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- The credibility of a church and the plausibility of its message is judged differently by new generations than in the past
  - Past: institutional strength, education of the clergy, substantial publications
  - Now: significant humanitarian activities in the local community, creativity of worship experience, authenticity

## Your local church

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- How often is it mentioned in the local news?
- What would civic leaders say is its contribution to human needs in the city where it is located?
- What percentage of the members live in the same neighborhood where the church building is?

## Your local church

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- How often does the church board discuss non-religious needs in the city or neighborhood?
- How many civic groups do the pastor and elders participate in?
- If you randomly picked 12 GenXers from the nearest mall and brought them to church, what kind of score would they give you for creativity and authenticity?



## Resources

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- *Understanding Your Community* from Center for Creative Ministry
- Personalized demographic profiles from the Center for Metropolitan Ministry – (800) 438-9600
- Adventist Media Productions - (805) 955-7770
- Transda - (805) 955-7606
- NAD and Union Conference offices of communication

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  - [www.creativeministry.org](http://www.creativeministry.org)
  - (800) 272-4664