

*Robert W. Nigh*  
4/86

U.S. PUBLIC'S AWARENESS OF,  
AND ATTITUDES TOWARD,  
THE SEVENTH-DAY ADVENTIST CHURCH

Conducted for:

THE SEVENTH-DAY ADVENTIST CHURCH

Conducted by:

THE GALLUP ORGANIZATION, INC.  
53 Bank Street  
Princeton, New Jersey 08542

G086029

April 1986

*The Gallup Organization, Inc.*

## TABLE OF CONTENTS

	Page
I. OBJECTIVE OF THE SURVEY.....	1
II. METHOD AND SCOPE.....	2
IIIa. EXECUTIVE SUMMARY.....	3
IIIb. EXPANDED SUMMARY.....	5
1. Awareness of the Seventh-Day Adventist Church.....	5
2. Source of Information About Seventh-Day Adventists.....	7
3. Image of Seventh-Day Adventists.....	9
4. What People Like BEST About Seventh-Day Adventists.....	12
5. What People Like LEAST About Seventh-Day Adventists.....	15
6. Awareness of Seventh-Day Adventist Activities.....	18
7. Awarness of Seventh-Day Adventist Magazines.....	20
8. Typical Verbatim Quotes: A. Images of Seventh-Day Adventists.....	22
B. Like BEST About Seventh-Day Adventists..	23
C. Like LEAST About Seventh-Day Adventists.....	24

	Page
IV. DETAILED TABULAR ANALYSIS.....	25
V. TECHNICAL APPENDIX.....	26
A. Composition of Sample.....	27
B. Design of Sample.....	29
C. Sampling Tolerances.....	31
D. The Questionnaire.....	35

## I. OBJECTIVE OF THE SURVEY

The overall objective of the survey was to measure the current level of awareness of the Seventh-Day Adventist Church and its activities, as well as to measure positive and negative attitudes toward this denomination. Wherever possible, current findings are compared with those from a 1970 survey.

Specifically, the survey measured the following:

- \* Overall awareness of the denomination
- \* Where respondents receive information about Seventh-Day Adventists
- \* The public's image of this denomination, as well as perceived positive and negative qualities of Seventh-Day Adventists
- \* Awareness of Seventh-Day Adventist activities
- \* Awareness of Seventh-Day Adventist magazines

## II. METHOD AND SCOPE

The following study has been prepared on behalf of the Seventh-Day Adventist Church. A total of 1,570 adults, 18 and older, were interviewed in-person in more than 300 scientifically selected localities across the nation during the period January 10-13, 1986.

The Gallup national probability sampling procedure (see design of the sample) produces a sample that is representative of the adult civilian population living in private households in the United States. This sample base or "universe" currently approximates one hundred seventy-one million persons. Survey results can be applied to this population for the purpose of projecting percentages into numbers of people.

All sample surveys, however, are subject to sampling error -- that is, the extent to which the results may differ from those which would be obtained if the whole population had been interviewed (see sampling tolerances). The composition of the sample is given to determine the error margins which may apply.

The sample composition, design of the sample, sampling tolerances, and a copy of the questionnaire may be found in the technical appendix of this report.

### IIIa. EXECUTIVE SUMMARY

The results of the 1986 survey offer both good news and a challenge in the two areas covered in the survey -- awareness of, and attitudes toward, the Seventh-Day Adventist Church.

Overall national awareness of the denomination has grown since 1970, and with the exception of young adults (21 to 29), among whom a worrisome 10-point decline in awareness of the Church has occurred, is pretty much "across-the-board" in terms of basic population groups.

Clearly the decline between surveys in the awareness among adults in their twenties is a cause for concern. In this respect, it is interesting to note that television is currently far and away the chief source of information about the Church among persons in this age group.

Awareness among persons with a college background is somewhat higher than the national average -- 79% compared to 70% -- but the fact that this figure has not changed since 1970 perhaps merits attention.

Related to the increase in overall awareness of the Seventh-Day Adventist Church is the growth in the percentages of Americans who have received information about the Church from various sources, the increase in those acquainted with the activities of the Church, and with Seventh-Day Adventist magazines.

The growth of awareness in the Church's practice of temperance is of particular significance in view of the current "neo-temperance" mood of the public regarding the use and abuse of alcoholic beverages.

### 1. Awareness of the Seventh-Day Adventist Church

Seven in 10 adults (70%) say they have heard or read about the Seventh-Day Adventist Church while 30% have not.

Awareness is highest among persons living in the west (82%), citizens 50 years of age and older (81%), those with a college background (79%), and Protestants (78%).

The current level of national awareness represents a 5-point increase over the 1970 figure of 65%. Awareness has grown most sharply since 1970 among persons 50 and older (up 16 points), among those in the 30 to 49 age bracket (up 10 points) and among Catholics (also an increase of 10 percentage points).

Statistically equal increases are recorded for men (5 points) and women (6 points). The current figure for those with a college background matches that recorded in the earlier survey.

The sharpest decrease is recorded for persons in the 21 to 29 age bracket (down 10 points).

NOTE: It is important to bear in mind that the results for persons, 18 to 20 years old, in the following tables, are subject to wide sampling fluctuation due to the small sample base for this age group. Percentages for the total young adult group, 18 to 29, will be found in the supplement to the computer printouts in the back of the report.

AWARENESS OF THE SEVENTH-DAY ADVENTIST CHURCH  
 (Based on aware group)

QUESTION: Have you ever heard or read about the Seventh-Day Adventist Church?

	<u>1986</u> <u>"Yes"</u>	<u>1970</u> <u>"Yes"</u>	<u>Point Change</u>
NATIONAL	70%	65%	+ 5
Men	70	65	+ 5
Women	71	65	+ 6
18-20 years	37	NA	NA
21-29 years	50	60	-10
30-49 years	78	68	+10
50 & older	81	65	+16
East	63	55	+ 8
Midwest	73	69	+ 4
South	66	63	+ 3
West	82	82	0
College	79	79	0
High school	65	67	- 2
Grade school	60	49	+11
\$25,000 & over	80	NA	NA
Under \$25,000	65	NA	NA
\$15,000 & over	75	79	- 4
Under \$15,000	64	NA	NA
Protestants	78	71	+ 7
Catholics	59	49	+10

NA=Not applicable.

## 2. Source of Information About Seventh-Day Adventists

In both the 1986 and 1970 surveys, survey respondents (who are aware of the denomination) say they have gotten most of their information about Seventh-Day Adventists from "a friend" and "literature handed out."

Gains have been registered for the media as a primary source of information, particularly television. In the 1970 survey only 4% named television as the key source of information on the denomination; today the figure is 18%.

Of particular note is the finding that television is now named as one of the two primary sources of information among the 21-29 age group, with 31% giving this response. Also of interest is the finding that Catholics are twice as likely as Protestants (28% to 15%) to say that their chief source of information about the Seventh-Day Adventist Church comes from newspapers.

Of the eleven items tested in both surveys, a gain since 1970 has been registered in the case of eight. On the other three items, there has been either a slight loss or a statistically insignificant change.

SOURCE OF INFORMATION ABOUT SEVENTH-DAY ADVENTISTS  
 (Based on aware group)

QUESTION: (Respondents are given a card and asked): How have you gotten most of your information about Seventh-Day Adventists? (Respondents are asked to read off number(s) from card.)

	<u>1986</u>	<u>1970</u>	<u>Point Change</u>
A friend	36%	41%	- 5
Literature handed out	25	17	+ 8
Newspapers	19	12	+ 7
Television	18	4	+14
Magazines	13	9	+ 4
Relative	10	11	- 1
Literature through the mail	9	4	+ 5
Radio	8	4	+ 4
Annual solicitation for funds by Seventh-Day Adventist Church	7	4	+ 3
Institution such as a school or hospital	7	6	+ 1
My church	6	2	+ 4
*Other (respondent is asked to specify)	6	8	- 2
No opinion	5	9	- 4
	<u>169%</u>	<u>132%</u>	

\*Includes 2% in the current survey who say "word of mouth."

NOTE: Totals exceed 100% due to multiple responses.

### 3. Image Of Seventh-Day Adventists

When survey respondents (who have heard or read about the denomination) are asked what comes to mind when they hear the name "Seventh-Day Adventists," the two lead responses today are the same as those in the 1970 survey -- "they observe Saturday as the Sabbath," and "they are a religious group, church or religion."

The percentage who gives these responses, however, are down somewhat from the earlier survey -- down 15 points (from 38% to 23%) in the case of the first response (keeping the Sabbath) and down 12 points (from 25% to 13%) in case of the second (religious group).

The responses that arise next most often in the current survey are "they have different eating habits" (named by 6%), "their doctrines are misguided" (by 5%). Next are four sets of responses, each cited by 4%: "they are good people," "they are religious zealots," "they are Mormons (or from Salt Lake City)," and "they go door-to-door, handing out literature."

It is extremely difficult to develop trends from open-end, free-response questions, but the table from 1970 is included to give some indication of the nature and dimension of changes on this question.

IMAGE OF SEVENTH-DAY ADVENTISTS  
(Based on aware group)

1970 Survey

Aware group

Observe Saturday as the Sabbath	38%
A religious group/church/religion	25
They have specific beliefs or customs ("vegetarianism, no smoking or drinking; they don't salute the flag; the girls don't wear makeup.")	9
Very strict in their teachings; devout people	5
Specific religion or religious personality	4
They try hard to convert people to their faith	4
Medical beliefs. ("Don't believe in medicine;" "against blood transfusions")	2
General negative remarks	3
Other responses	2
No answer/no opinion	18
	110%

NOTE: Total exceeds 100% due to multiple responses.

4. What people like BEST about Seventh-Day Adventists

The strongest positive image that comes from the current survey is "the strong faith and beliefs, the disciplined nature, and good moral character" of Seventh-Day Adventists. Responses in this category total 11%. (In the earlier survey, "loyalty to their church" and "I have friends of this faith" were the top responses.)

The responses cited next most frequently in the current survey are "they help people in need" (by 4%), "they are family oriented" (by 3%), "they are good people" (general) (also by 3%), "have specific health habits -- vegetarianism, don't smoke or drink: (by 2%).

One-fifth (21%) volunteer that there is "nothing in particular" that they like best about Seventh-Day Adventists.

WHAT LIKE BEST ABOUT SEVENTH-DAY ADVENTISTS  
(Based on aware group)

QUESTION: Everybody has certain things they like and certain things they dislike about various churches. First of all what do you like best about the Seventh-Day Adventist Church?

1986 Survey

Aware group

Strong faith, beliefs, disciplined Christians, good moral character	11%
They help those in need	4
Family oriented, strong fellowship/friendship	3
They are good people (general)	3
Specific health habits -- vegetarianism, don't smoke/drink	2
Other responses (1% or less)	7
Nothing in particular	21
No answer/no opinion/not familiar with this denomination	<u>52</u> 103%

NOTE: Total exceeds 100% due to multiple responses.

WHAT LIKE BEST ABOUT SEVENTH-DAY ADVENTISTS  
(Based on aware group)

1970 Survey

Aware group

Seventh-Day Adventists are loyal to their church	9%
Like the people/have friends of this faith	8
Missionary work/help others/civic activities/care for the aged	4
Strict morals/following their teachings closely	3
Strong ties among members -- "they stick together"	3
Hospitals, medical work, doctors	2
Other responses	2
Nothing in particular	8
No answer/no opinion/not familiar with this denomination	65
	104%

NOTE: Total exceeds 100% due to multiple responses.

5. What people like LEAST about Seventh-Day Adventists

In this "free response" question, survey respondents who have heard or read about the denomination name most frequently as something they dislike "the religious beliefs, teachings and doctrines" of the Church (by 8%) and "house-to-house proselytizing" (by 7%).

The next highest responses are "Saturday is the day of worship" (3%), the belief that Seventh-Day Adventists think "theirs is the only church" (2%), "the solicitation of funds" (2%), "strictness and rigidity" (2%).

These findings closely reflect those recorded in the earlier survey.

WHAT LIKE LEAST ABOUT SEVENTH-DAY ADVENTISTS  
(Based on aware group)

QUESTION: And what do you like least about this church?

1986 Survey

Aware group

Religious beliefs/teachings/doctrines	8%
Agressiveness/house-to-house proselytizing	7
Saturday is Sabbath	3
Think theirs is the only church	2
Soliciting funds	2
Strictness and rigidity	2
Dietary regulations	2
Don't dislike anything in particular	20
Other responses (1% or less)	9
No answer/no opinion/not familiar with them	51
	106%

NOTE: Total exceeds 100% due to multiple responses.

WHAT LIKE LEAST ABOUT SEVENTH-DAY ADVENTISTS  
(Based on aware group)

1970 Survey

Aware group

Dislike methods or idea of converting members	5%
Strict/narrow-minded/old-fashioned	4
Saturday is Sabbath	4
Religious beliefs/teachings/doctrines	3
Discriminate against other faiths/think they have only true faith	2
Dietary regulations	2
Other responses (1% or less)	2
Don't dislike anything in particular	20
No answer/no opinion/not familiar with denomination	58
	100%

## 6. Awareness of Seventh-Day Adventist Activities

Nearly half of all survey respondents (of the aware group) are not acquainted with any of the 9 activities covered. Yet this proportion has declined since the earlier survey (in which the same list was employed), with uptrends noted for virtually all activities.

One-fourth (25%) of all aware survey respondents in the current survey were acquainted with the religious body's practice of temperance, the highest score of the 9 activities tested. Next were the WORLD MISSION PROGRAM (16%), and the radio broadcast, VOICE OF PROPHECY. Thirteen percent are acquainted with the health food products of this denomination; and a like percentage with the LOMA LINDA MEDICAL SCHOOL.

The Five-day Plan to Stop Smoking was familiar to 12%. The television shows, IT IS WRITTEN and FAITH FOR TODAY are named by 11% and 10%, respectively.

Eight percent were acquainted with the community service work of the Seventh-Day Adventist Church.

AWARENESS OF SEVENTH-DAY ADVENTIST ACTIVITIES  
 (Based on aware group)

QUESTION: Here is a list of activities of the Seventh-Day Adventist Church. With which, if any, of these activities are you acquainted?

	Total aware <u>1986</u>	Total aware <u>1970</u>	Point Change
The practice of temperance	25%	14%	+11
World Mission Program	16	10	+ 6
Voice of Prophecy (radio broadcast)	14	12	+ 2
Health food products	13	8	+ 5
Loma Linda Medical School	13	5	+ 8
Five-day plan to stop smoking	12	10	+ 2
It Is Written (TV broadcast)	11	5	+ 6
Faith for Today (TV broadcast)	10	11	- 1
Community service work	8	5	+ 3
None of these/no opinion (volunteered)	<u>47</u> 169%	<u>57</u> 137%	-10

NOTE: Totals exceed 100 percent due to multiple responses.

## 7. Awareness of Seventh-Day Adventist Magazines

Seven in 10 (70%) of survey respondents (again among the aware group) are not acquainted with any of the magazines published by the Seventh-Day Adventists, but this percentage represents a 7-point decline since the 1970 survey.

Most familiar to the public at this time is SIGN OF THE TIMES, with 15% acquainted with this magazine. Next are LIFE AND HEALTH (8%), LISTEN (6%), THESE TIMES (5%), MESSAGE MAGAZINE (5%), and LIBERTY (5%). The newest magazine, VIBRANT LIFE, is known to 2% of the aware group.

The current figures represent marginal increases over those recorded in the 1970 survey.

AWARENESS OF SEVENTH-DAY ADVENTIST MAGAZINES  
(Based on aware group)

QUESTION: Here is a list of Seventh-Day Adventist magazines. With which, if any, of these magazines are you acquainted?

	Total aware <u>1986</u>	Total aware <u>1970</u>	Point Change
Signs of the Times	15%	13%	+ 2
Life and Health	8	6	+ 2
Listen	6	4	+ 2
These Times	5	3	+ 2
Message Magazine	5	3	+ 2
Liberty	5	4	+ 1
Vibrant Life	2	NA	NA
Other responses	2	*	+ 2
No opinion/none (volunteered)	<u>70</u> 118%	<u>77</u> 110%	- 7

\*Less than one percent.

NA=Not applicable

NOTE: Totals exceed 100 percent due to multiple responses.

IMAGE OF SEVENTH-DAY ADVENTISTS  
(Based on aware group)

QUESTION: What is the first thing that comes to mind when you hear the name Seventh-Day Adventist?

- Typical Verbatim Quotes -

"They are a kind of strict religion and go by the Bible." (White man, 55, college graduate, retired, Annandale, VA)

"They don't eat meat or drink coffee or alcoholic beverages." (Hispanic man, 54, high school graduate, skilled worker, San Diego, CA)

"It's an unusual religion -- very different from other faiths." (White man, 21, college incomplete, full-time student, Sound Beach, NY)

"It's a cult -- they deny the deity of Christ, therefore making that religion a cult." (White woman, 27, high school graduate, homemaker, Marshall, WV)

"I think of them as missionaries." (White man, 84, less than high school education, retired, Ellis, TX)

"Seventh-Day Adventists take the seventh day off to worship." (White man, 20, high school graduate, laborer, Great Falls, Michigan)

"They have strict religious rules." (White man, 32, college incomplete, owner of a business, Lafayette, CA)

"Their members abstain from eating certain foods, like meats." (White man, 48, high school graduate, professional, Ocoee, FL)

"They take the Sabbath on Saturday." (White man, 34, college incomplete, skilled worker, Grand Rapids, Michigan)

LIKE LEAST ABOUT SEVENTH-DAY ADVENTISTS  
(Based on aware group)

QUESTION: And what do you like least about this church?

"Seventh-Day Adventists lack spiritual and personal liberty." (Black man, 30, college incomplete, service worker, Riverside, NY)

"There's too much brain washing and they're too narrow-minded." (White woman, 39, college incomplete, skilled worker, Valley Stream, NY)

"They're too strident in their missionary efforts." (White woman, 27, high school graduate, homemaker, Marshall, WV)

"They're not broad-minded enough to do things on the Sabbath." (White man, 50, college incomplete, manufacturer's representative, Ellis, TX)

"The fundamentalist approach of this group doesn't appeal to me." (White woman, 39, college graduate, professional worker, St. Paul, Minnesota)

"The thing that bothers me most is their misinterpretation of the Scriptures." (White man, 46, college graduate, professional worker, Onsted, Michigan)

"They don't believe in the biblical format of salvation." (White man, 19, high school graduate, skilled worker, Manatte, FL)

"I'm turned off by their evangelism and solicitation in approaching people." (White woman, 73, graduate of technical school, managerial work, St. Louis, Minnesota)

"They don't take 'no' for an answer." (White woman, 59, high school graduate, homemaker, Lombard, IL)

IV. DETAILED TABULAR ANALYSIS

9-10C HAVE YOU EVER HEARD OR READ ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

JANUARY, 1986  
G086029

		AGE		REGION		RACE		EDUCATION											
SEX		18-20	21-29	30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE									
TOTAL	WOMEN	YEARS	YEARS	YEARS	YEARS	SOUTH	BLACK	ANICS	EGE	SCHL.									
WEIGHTED BASE	2935	1410	1525	175	643	1098	1007	752	728	869									
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
RESPONSE																			
YES		2065	983	1082	64	324	857	813	477	534	576	478	1871	162	962	918	174		
		70.4	69.7	71.0	36.6	50.4	78.1	80.7	63.4	73.4	66.3	81.7	71.8	57.9	35.8	79.4	64.8	60.2	
NO		852	417	435	111	312	241	184	263	193	294	103	71.7	118	110	247	487	111	
DON'T KNOW		18	10	8	6	1	11	13	2	4	18	1	1	3	11	4	.2	.8	1.4
NUMBER OF INTERVIEWS		1569	786	783	50	276	618	620	404	393	459	313	1419	132	83	697	715	149	

THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1966  
G066029

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

4.10C HAVE YOU EVER HEARD OR READ ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

		RELIGION		
		PROTE-	CATHO-	
		STANTS	LICS	
		-----	-----	-----
WEIGHTED BASE		2935	1688	859
		100.0	100.0	100.0
RESPONSE		-----	-----	-----
YES		2065	1314	510
		70.4	77.8	59.4
NO		852	369	340
		29.0	21.9	39.6
DON'T KNOW		18	5	9
		.6	.3	1.0

NUMBER OF INTERVIEWS

1569 932 436

(PERCENTAGES ROUNDED)  
0009

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1956  
6086029

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

BASED ON AWARE OF SEVENTH-DAY ADVENTISTS  
Q.13D HOW HAVE YOU GOTTEN MOST OF YOUR INFORMATION ABOUT SEVENTH-DAY ADVENTISTS?

	AGE		REGION			RACE		EDUCATION									
SEX	TOTAL	MEN	WOMEN	YEARS	YEARS	18-20	21-29	30 &	MID-	HISP-	COLL-						
						100.0	100.0	100.0	WEST	ANICS	HIGH						
									SOUTH	BLACK	ECE						
									WHITE	ANICS	SCHL.						
WEIGHTED BASE	2065	983	1082	64	324	857	813	477	534	576	478	1871	162	62	962	918	174
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER	90	57	33	5	13	34	38	14	23	27	26	85	2	4	59	27	1
	4.4	5.8	3.0	7.8	4.0	4.0	4.7	2.9	4.3	4.7	5.4	4.5	1.2	6.5	6.1	2.9	.6
DON'T KNOW	102	53	49	7	23	23	49	20	16	43	24	84	18	7	40	48	15
	4.9	5.4	4.5	10.9	7.1	2.7	6.0	4.2	3.0	7.5	5.0	4.5	11.1	11.3	4.2	5.2	8.6
NUMBER OF RESPONDENTS	1160	575	585	18	153	486	499	270	300	325	265	1063	84	35	579	487	89

(PERCENTAGES ROUNDED)  
0010

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10D HOW HAVE YOU GOTTEN MOST OF YOUR INFORMATION ABOUT SEVENTH-DAY ADVENTISTS?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

INCOME  
WEIGHTED BASE  
RESPONSE

	INCOME						OCCUPATION OF CHIEF WAGE EARNER									
	\$15K AND OVER	\$50K UNDER \$15K	\$35K TO < \$50K	\$25K TO < \$35K	\$15K TO < \$25K	\$10K \$15K OVER	\$25K UNDER AND \$25K OVER	CLER. & PROF.	MAN-UN-	SKILD WORKR	FARM-UN-	LABOR WORKR	NON-FORCE			
TOTAL	2065	1377	599	272	255	382	469	282	317	908	1068	623	154	769	356	412
WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RESPONSE																

RELATIVE

RELATIVE	196	119	70	21	22	54	31	39	65	124	45	11	89	41	47	1	36
RELATIVE	9.5	8.6	11.7	7.7	8.6	5.8	11.5	11.0	12.3	7.2	7.2	7.1	11.6	11.5	11.4	2.8	9.0

FRIEND

FRIEND	745	503	203	97	91	128	187	86	118	315	391	220	54	311	148	163	20	104
FRIEND	36.1	36.5	33.9	35.7	35.7	33.5	39.9	30.5	37.2	34.7	36.6	35.3	35.1	40.4	41.6	39.6	55.6	25.9

RADIO

RADIO	156	109	46	22	18	31	38	16	30	71	84	38	11	64	34	30	3	38
RADIO	7.6	7.9	7.7	8.1	7.1	8.1	8.1	5.7	9.5	7.8	7.9	6.1	7.1	8.3	9.6	7.3	8.3	9.5

TELEVISION

TELEVISION	378	244	124	39	42	81	81	62	61	163	205	94	34	162	79	83	9	69
TELEVISION	18.3	17.7	20.7	14.3	16.5	21.2	17.3	22.0	19.2	18.0	19.2	15.1	22.1	21.1	22.2	20.1	25.0	17.2

NEWSPAPER

NEWSPAPER	393	307	85	76	51	93	87	43	42	220	172	130	23	149	79	70	6	78
NEWSPAPER	19.0	22.3	14.2	27.9	20.0	24.3	18.6	15.2	13.2	24.2	16.1	20.9	14.9	19.4	22.2	17.0	16.7	19.4

MAGAZINE

MAGAZINE	264	205	55	30	47	61	67	29	27	138	122	75	22	99	38	61	2	61
MAGAZINE	12.8	14.9	9.2	11.0	18.4	16.0	14.3	10.3	8.5	15.2	11.4	12.0	14.3	12.9	10.7	14.8	5.6	15.2

LITERATURE

LITERATURE	178	129	42	30	25	33	41	25	17	88	83	63	11	67	28	39	1	33
LITERATURE	8.6	9.4	7.0	11.0	9.8	8.6	8.7	8.9	5.4	9.7	7.8	10.1	7.1	8.7	7.9	9.5	2.8	8.2

HANDED OUT

HANDED OUT	520	352	140	84	79	99	90	64	76	262	230	171	33	216	102	115	3	88
HANDED OUT	25.2	25.6	23.4	30.9	31.0	25.9	19.2	22.7	24.0	28.9	21.5	27.4	21.4	28.1	28.7	27.9	8.3	21.9

SCHOOL

SCHOOL	144	119	24	28	19	40	32	10	14	87	56	68	1	49	33	16	22
SCHOOL	7.0	8.6	4.0	10.3	7.5	10.5	6.8	3.5	4.4	9.6	5.2	10.9	.6	6.4	9.3	3.9	5.5

SCHOOL

SCHOOL	146	94	45	16	16	30	32	26	18	62	77	41	13	48	24	1	37
SCHOOL	7.1	6.8	7.5	5.9	6.3	7.9	6.8	5.2	5.7	6.8	7.2	6.6	8.4	6.2	6.7	5.8	2.8

ADVENTIST

ADVENTIST	127	98	23	20	14	25	38	7	15	59	61	51	10	44	26	18	5	13
ADVENTIST	6.2	7.1	3.8	7.4	5.5	6.5	8.1	2.5	4.7	6.5	5.7	8.2	6.5	5.7	7.3	4.4	13.9	3.2

WORD

WORD	41	24	13	4	9	5	6	7	6	18	20	15	1	10	6	5	1	12
WORD	2.0	1.7	2.2	1.5	3.5	1.3	2.5	1.3	2.5	1.9	2.0	1.9	.6	1.3	1.7	1.2	2.8	3.0

THE NAME

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
GO66029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10D HOW HAVE YOU GOTTEN MOST OF YOUR INFORMATION ABOUT SEVENTH-DAY ADVENTISTS?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

INCOME

	INCOME						OCCUPATION OF CHIEF WAGE EARNER					
	\$15K	\$50K	\$35K	\$25K	\$15K	\$10K	\$25K	CLER.	MAN-	UN-	NON-	
	\$15K	UNDER AND TO <	TO <	TO <	TO <	OVER	UNDER AND OVER	PROF. AND \$25K	PROF. AND \$25K	SKILD	FARM-	
TOTAL	2065	1377	599	272	255	382	469	282	317	908	1068	623
OVER	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER	90	66	22	21	12	21	12	7	15	54	34	31
DON'T KNOW	4.4	4.8	3.7	7.7	4.7	5.5	2.6	2.5	4.7	5.9	3.2	5.0
NUMBER OF RESPONDENTS	102	58	37	19	11	12	16	16	21	42	53	25
	4.9	4.2	6.2	7.0	4.3	3.1	3.4	5.7	6.6	4.6	5.0	4.0
	1160	774	333	152	146	217	259	156	177	515	592	357

(PERCENTAGES ROUNDED)  
2011

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
\$100 HOW HAVE YOU GOTTEN MOST OF YOUR INFORMATION ABOUT SEVENTH-DAY ADVENTISTS?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION				
	TOTAL	PROTESTANTS	CATHOLICS	
WEIGHTED BASE	2065 100.0	1314 100.0	510 100.0	100.0
RESPONSE				
RELATIVE	19.6 9.5	14.0 10.7	34 6.7	
FRIEND	745 36.1	492 37.4	157 30.8	
RADIO	156 7.6	82 6.2	45 8.8	
TELEVISION	378 18.3	231 17.6	110 21.6	
NEWSPAPER	393 19.0	195 14.8	143 28.0	
MAGAZINE	264 12.8	149 11.3	88 17.3	
LITERATURE THROUGH THE MAIL	178 8.6	98 7.5	56 11.0	
LITERATURE HANDED OUT	520 25.2	326 24.8	144 28.2	
INSTITUTION SUCH AS A SCHOOL OR HOSPITAL	144 7.0	96 7.3	20 3.9	
ANNUAL SOLICITATION FOR FUNDS BY THE SEVENTH-DAY ADVENTIST	146 7.1	88 6.7	43 8.4	
MY CHURCH	127 6.2	116 8.8	12 2.4	
WORD OF MOUTH/PEOPLE TALKING/HEARD THE NAME	41 2.0	25 1.9	5 1.0	

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1960  
6086029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10D HOW HAVE YOU GOTTEN MOST OF YOUR INFORMATION ABOUT SEVENTH-DAY ADVENTISTS?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION

	PROTE-	CATHO-	
TOTAL	STANTS	LICS	
WEIGHTED BASE	2065	1314	510
	100.0	100.0	100.0

OTHER	90	58	23
	4.4	4.4	4.5
DON'T KNOW	102	77	6
	4.9	5.9	1.2
NUMBER OF RESPONDENTS	1160	753	276

(PERCENTAGES ROUNDED)  
0012

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10E. WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

SEX	AGE			REGION			RACE			EDUCATION		
	TOTAL		18-20	21-29	30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE	
	MEN	WOMEN	YEARS	YEARS	OLDER	EAST	SOUTH	BLACK	ANICS	EGE	SCHL.	
TOTAL	983	1082	64	324	857	813	477	534	576	478	1871	162
WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	174
RESPONSE												
RELIGION	274	124	150	6	49	98	119	73	101	56	45	246
"SATURDAY" IS THEIR WORSHIP DAY	13.3	12.6	13.9	9.4	15.1	11.4	14.6	15.3	18.9	9.7	9.4	13.1
DIFFERENT EATING HABITS	472	224	248	18	49	192	210	56	115	192	109	433
MORMON	22.9	22.8	22.9	28.1	15.1	22.4	25.8	11.7	21.5	33.3	22.8	23.1
JEHOVAH WITNESS	121	46	75	19	56	46	16	28	32	44	109	112
CULT	5.9	4.7	6.9	5.9	6.5	5.7	3.4	5.2	5.6	9.2	5.8	7.4
RELIGIOUS FANATICS	37	21	16	2	7	11	10	4	1	15	5	1
DOOR-TO-DOOR PASSING OUT BOOKLETS	1.8	2.1	1.5	5.6	1.2	1.0	4.0	.7	1.0	.2	.8	3.7
MONEY SCHEME	80	40	40	4	9	53	14	21	29	14	16	79
CONCEPT OF FUNDAMENTALS/ DOCTRINES ARE MISGUIDED	3.9	4.1	3.7	6.3	2.8	6.2	1.7	4.4	5.4	3.3	3.5	4.2
DIFFERENT TYPE OF CHURCH/ORGANIZATION	107	42	65	8	2	7	5	6	2	6	12	2
(CONTINUED)	5.2	4.3	6.0	7.8	6.5	5.8	3.8	6.3	6.7	4.9	2.7	5.5

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1936  
G066029

BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
4.1UE WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

SEX	AGE	REGION						RACE						EDUCATION		
		TOTAL		18-20	21-29	30-49	50 &	MID-	COLL-	HISP-	EGE	HIGH	GRADE	SCHL.	SCHL.	SCHL.
		MEN	WOMEN	YEARS	YEARS	YEARS	OLDER	EAST	WEST	SOUTH	WHITE	BLACK	ANICS	SCHL.	SCHL.	SCHL.
WEIGHTED BASE		2065	983	1082	64	324	857	813	477	534	576	478	1871	162	962	918
		1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	100.0	100.0	100.0
AGAINST DOCTORS	15	2	13			3	12	2	6	2	5	9	2	6	7	2
	.7	.2	1.2			.4	1.5	.4	1.1	.3	1.0	.5	1.2	.6	.8	1.1
GOOD PEOPLE (IN GENERAL)	91	33	57	2	9	28	51	10	14	24	43	75	15	33	49	9
	4.4	3.4	5.3	3.1	2.8	3.3	6.3	2.1	2.6	4.2	9.0	4.0	9.3	3.4	5.3	5.2
HAVE THEIR OWN INSTITUTIONS	18	5	14			2	17			7	12	16	3	1	7	11
	.9	.5	1.3			.2	2.1			1.2	2.5	.9	1.9	1.6	.7	1.2
SALT LAKE CITY	6	6			2	1	3	5	1				4	2	3	3
	.3	.6			.6	.1	.4	1.0	.2				.2	1.2	.3	.3
UNFAVORABLE (IN GENERAL)	67	23	44	5	12	22	28	13	24	13	17	63	6	29	31	7
	3.2	2.3	4.1	7.8	3.7	2.6	3.4	2.7	4.5	2.3	3.6	3.4	2.5	3.0	3.4	4.0
FREEDOM OF CHOICE	21	5	17			4	17	8	1	9	3	17	4	1	10	11
	1.0	.5	1.6			.5	2.1	1.7	.2	1.6	.6	.9	2.5	.1	1.1	6.3
NOT INTEREST IN THIS FAITH	17	9	8			7	10	7	3	4	17			6	8	3
	.8	.9	.7			.8	1.2	1.5	.6	.5	.8	.9		.6	.9	1.7
HIGHLY RELIGIOUS	38	13	25			4	14	20	7	10	18	2	37	1	15	16
	1.8	1.3	2.3			1.2	1.6	2.5	1.5	1.9	3.1	.4	2.0	.6	1.6	7
MISCELLANEOUS	184	101	83	1	25	113	45	64	34	42	63	176	8	92	87	4
	8.9	10.3	7.7	1.6	7.7	13.2	5.5	9.2	6.4	7.3	13.2	9.4	4.9	9.7	9.6	2.3
NOTHING	186	104	81	3	31	84	68	53	47	17	166	14	12	79	80	26
	9.0	10.6	7.5	4.7	9.6	9.8	8.4	16.3	9.9	8.2	3.6	8.9	8.6	19.4	8.2	14.9
DON'T KNOW	242	126	115	20	47	81	94	65	51	66	60	212	19	14	100	116
	11.7	12.8	10.6	31.3	14.5	9.5	11.6	13.6	9.6	11.5	12.6	11.3	11.7	22.6	10.4	12.6
NUMBER OF RESPONDENTS	1160	575	585	18	153	486	499	270	300	325	265	1063	84	35	579	487

(PERCENTAGES ROUNDED)

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10E WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

	INCOME										OCCUPATION OF CHIEF WAGE EARNER									
	\$15K AND OVER	\$50K UNDER \$15K	\$25K TO < \$50K	\$15K TO < \$25K	\$10K TO < \$15K	\$25K \$10K OVER	\$25K UNDER AND \$10K OVER	\$25K PROF. AND SKILLED LABOR	\$25K & BUS SALES	CLER. AND UNSKILLED WORKER	MAN-SKILLED LABOR	UNSKILLED LABOR	FARMER	NON-FARM FORCE	CLER. AND UNSKILLED WORKER	MAN-SKILLED LABOR	UNSKILLED LABOR	FARMER	NON-FARM FORCE	
WEIGHTED BASE	2065	1377	599	272	255	382	469	282	317	908	1068	623	154	769	356	412	36	402		
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
RESPONSE	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
RELIGION	274	181	87	33	40	43	65	39	47	117	152	62	17	111	41	70	2	59		
"SATURDAY" IS THEIR WORSHIP DAY	472	350	109	72	56	91	131	47	61	219	240	137	43	166	87	79	13	91		
DIFFERENT EATING HABITS	121	87	29	24	15	28	20	13	16	66	49	61	8	35	18	17	1	15		
MORMON	80	67	13	16	15	22	9	4	45	36	28	6	36	15	21	1	10	3.7		
JENOVAH WITNESS	20	7	13	1	1	1	5	9	6	15	3	2	13	3	10	3	3	3		
CULT	37	31	3	6	6	15	5	2	1	27	8	20	14	11	3	7	3	7		
RELIGIOUS FANATICS	80	46	29	14	7	11	14	15	14	32	43	30	35	18	17	4	10	10		
DOOR-TO-DOOR PASSING OUT BOOKLETS	80	54	25	11	13	11	19	10	14	35	44	29	8	22	11	11	18	4.5		
MONEY SCHEME	14	10	2	1	2	.5	1.3	.7	.3	3	8	1	10	1	9	3	3	3		
CONCEPT OF FUNDAMENTALS / DOCTRINES ARE MISGUIDED	107	85	18	7	24	29	25	13	5	60	43	40	2	48	28	19	13	3.2		
DIFFERENT TYPE OF CHURCH/ORGANIZATION	38	24	11	2	5	8	10	5	5	15	20	18	11	4	7	9	1.7	2.2		

(CONTINUED)

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10E WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

OCCUPATION OF CHIEF WAGE EARNER

	INCOME				\$15K				\$25K				\$10K				\$25K				CLER. MAN-				NON-					
	\$15K AND OVER	\$25K UNDER AND OVER	\$10K TO < \$25K	\$10K \$25K	\$15K AND OVER	\$25K OVER	\$10K \$25K	\$15K OVER	\$15K AND OVER	\$25K OVER	\$10K \$25K	\$15K OVER	\$10K \$25K																	
WEIGHTED BASE	2065	1377	599	272	255	382	469	282	317	908	1068	623	154	769	356	412	36	402	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0			
1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0			
AGAINST DOCTORS	15	12	2	5	7	7	7	7	2	12	2	5	2	5	2	1	1	1	1	1	1	1	1	1	1	1	1	1		
.7	.9	.3	1.8	1.8	1.8	1.8	1.8	1.8	.6	1.3	.2	.8	.1	.3	.1	.3	.1	.3	.1	.3	.1	.3	.1	.3	.1	.3	.1	.3		
GOOD PEOPLE (IN GENERAL)	91	63	27	17	5	31	15	12	31	58	29	3	30	11	19	3	30	11	19	3	30	11	19	3	30	11	19	3	24	
HAVE THEIR OWN INSTITUTIONS	4.4	4.6	4.5	6.3	2.0	2.4	6.6	5.3	3.8	3.4	5.4	4.7	1.9	3.9	3.1	4.6	8.3	6.0	3.1	4.6	8.3	6.0	3.1	4.6	8.3	6.0	3.1	4.6		
SALT LAKE CITY	6	4	2	2	2	2	2	2	2	4	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
.3	.3	.3	.7	.7	.5	.7	.7	.7	.4	.4	.2	.3	.6	.4	.3	.6	.4	.3	.6	.4	.3	.6	.4	.3	.6	.4	.3	.5		
UNFAVORABLE (IN GENERAL)	67	56	12	11	10	8	25	4	9	29	37	18	11	26	13	13	13	13	13	13	13	13	13	13	13	13	13	13	11	
FREEDOM OF CHOICE	3.2	3.9	2.0	4.0	3.9	2.1	5.3	1.4	2.6	3.2	3.5	2.9	7.1	3.4	3.7	3.2	3.7	3.2	3.7	3.2	3.7	3.2	3.7	3.2	3.7	3.2	3.7	3.2	2.7	
NOT INTEREST IN THIS FAITH	21	1	17	1	17	1	9	8	8	18	17	17	11	26	13	13	13	13	13	13	13	13	13	13	13	13	13	13	11	
1.0	1	2.8	1	2.8	1	2.8	.2	3.2	2.5	1.7	1.7	1.7	1.7	2.6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
HIGHLY RELIGIOUS	38	20	14	4	6	7	3	3	11	17	15	3	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	8	
1.8	1.5	2.3	1.5	2.4	1.8	1.8	1.8	1.8	1.1	3.5	1.9	1.6	2.4	1.9	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	2.0		
MISCELLANEOUS	184	129	46	36	23	45	25	21	25	105	71	60	10	83	51	33	33	33	33	33	33	33	33	33	33	33	33	33	22	
8.9	9.4	7.7	13.2	9.0	11.8	5.3	7.4	7.9	11.6	6.6	9.6	6.5	10.8	14.3	8.0	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	5.5	
NOTHING	186	107	64	29	20	32	26	33	30	81	90	51	12	71	38	33	33	33	33	33	33	33	33	33	33	33	33	33	37	
9.0	7.8	10.7	10.7	7.8	8.4	5.5	11.7	9.5	8.9	8.4	8.2	7.8	9.2	10.7	8.0	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	8.3	9.2	
DON'T KNOW	242	136	95	10	28	36	62	37	58	74	158	58	29	82	27	55	55	55	55	55	55	55	55	55	55	55	55	55	55	61
11.7	9.9	15.9	3.7	11.0	9.4	13.2	13.1	18.3	8.1	14.8	9.3	18.8	10.7	7.6	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	15.2
NUMBER OF RESPONDENTS	1160	774	333	152	146	217	259	156	177	515	592	357	78	414	196	218	21	245	245	245	245	245	245	245	245	245	245	245		

(PERCENTAGES ROUNDED)  
Q14

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10E WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION				
		TOTAL	PROTESTANTS	CATHOLICS
"SATURDAY" IS THEIR WORSHIP DAY		472	380	64
DIFFERENT EATING HABITS		121	76	28
MORMON		80	45	24
JEHOVAH WITNESS		20	13	6
CULT		37	26	7
RELIGIOUS FANATICS		80	23	41
DOOR-TO-DOOR PASSING OUT BOOKLETS		80	45	26
MONEY SCHEME		14	7	3
CONCEPT OF FUNDAMENTALS / DOCTRINES ARE MISGUIDED		107	75	14
DIFFERENT TYPE OF CHURCH/ORGANIZATION		38	28	9

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1965  
G086329

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.13E WHAT IS THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE NAME "SEVENTH-DAY ADVENTISTS"?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION			
	TOTAL	PROTESTANTS	CATHOLICS
WEIGHTED BASE	2065 100.0	1314 100.0	510 100.0
AGAINST DOCTORS	15 .7	10 .8	1 .2
GOOD PEOPLE (IN GENERAL)	91 4.4	56 4.3	26 5.1
HAVE THEIR OWN INSTITUTIONS	18 .9	13 1.0	5 1.0
SALT LAKE CITY	6 .3	2 .2	4 .8
UNFAVORABLE (IN GENERAL)	67 3.2	40 3.0	17 3.3
FREEDOM OF CHOICE	21 1.0	17 1.3	5 1.0
NOT INTEREST IN THIS FAITH	17 .8	6 .5	9 1.8
HIGHLY RELIGIOUS	38 1.8	19 1.4	17 3.3
MISCELLANEOUS	184 8.9	118 9.0	43 8.4
NOTHING	186 9.0	97 7.4	55 10.8
DON'T KNOW	242 11.7	149 11.3	64 12.5
NUMBER OF RESPONDENTS	1160	753	276

(PERCENTAGES ROUNDED)  
3015

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10F EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE  
BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RESPONSE	SEX	AGE			REGION			RACE			EDUCATION		
		TOTAL		18-20	21-29	30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE	
		MEN	WOMEN	YEARS	YEARS	YEARS	OLDER	EAST	WHITE	BLACK	ANICS	EGE	SCHL.
WEIGHTED BASE	TOTAL	2065	983	1082	64	324	857	813	477	534	576	1871	162
	MEN	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	962
	WOMEN	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	918
	WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	174
"HELP THOSE IN NEED"		85	39	46	7	2	36	41	13	21	19	33	80
"STRONG FAITH/BELIEFS"		4.1	4.0	4.3	10.9	.6	4.2	5.0	2.7	3.9	3.3	4.3	4.8
"GOOD MORAL CHARACTER"		146	62	84	10	73	64	32	28	51	35	129	118
"FAMILY ORIENTED"		7.1	6.3	7.8	3.1	8.5	7.9	6.7	5.2	8.9	7.3	6.9	11.1
"CHRISTIAN"		26	12	15	2	18	7	5	10	1	18	46	2
"GOOD PEOPLE"		1.3	1.2	1.4	.6	2.1	.9	1.0	1.9	.2	10	24	2
"FELLOWSHIP/FRIENDSHIP"		12	8	4	7.8	.3	.2	.4	1	1	1.3	1.2	6.5
"DISCIPLINED/FOLLOW THE RULES"		60	31	29	2	21	36	10	25	11	13	57	3
"FREEDOM OF BELIEF"		2.9	3.2	2.7	.6	2.5	4.4	2.1	4.7	1.9	2.7	3.0	1.9
"NO PRESSURE TO JOIN"		1.8	1.4	2.3	2.2	2.0	1.7	.2	2.2	1.2	1.7	33	5
"VEGETARIAN DIET"		14	7	7	1	5	7	1	1	9	11	21	1
"NOT FAMILIAR WITH THEM"		.7	.7	.6	.3	.6	.9	.2	1.7	1.9	1.1	1.6	1.2

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
G08d029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10F EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

	SEX	AGE	REGION			RACE			EDUCATION		
			18-20		21-29	30-49	50 &	MID- WEST	SOUTH	WHITE	BLACK
			TOTAL	MEN	WOMEN	YEARS	YEARS	OLDER	EAST	SOUTH	WEST
WEIGHTED BASE	2065	983	1082	64	324	857	813	477	534	576	478
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RELIGION IN PERSON'S RIGHT/BUSINESS	17	4	13	.4	1.2	.8	1.1	.4	1.1	.9	.8
DON'T DRINK OR SMOKE	12	10	2	.2	.6	.8	.2	1.0	.2	.5	.4
MISCELLANEOUS	107	53	54	1	11	61	33	15	23	46	98
NOTHING	435	211	224	81	208	144	133	76	152	74	399
DON'T KNOW	808	401	407	38	134	306	325	171	235	219	183
NUMBER OF RESPONDENTS	1160	575	585	18	153	486	499	270	300	325	265

(PERCENTAGES ROUNDED)  
0016

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10F EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RESPONSE	WEIGHTED BASE	INCOME	OCCUPATION OF CHIEF WAGE EARNER															
			\$15K AND OVER	\$50K UNDER \$15K	\$35K TO \$50K	\$25K TO \$35K	\$15K TO \$25K	\$10K TO \$15K	\$10K TO \$10K	\$25K UNDER \$10K	UN- DER \$25K	CLER. PROF. & BUS.	MAN- UAL LABOR	NON- SKILLED FARM- WORKER				
HELP THOSE IN NEED	85	67	16	14	5	14	35	4	12	33	50	30	9	32	15	16	12	
STRONG FAITH/BELIEFS	146	116	26	28	25	28	35	18	8	81	61	57	8	45	22	23	3.0	
GOOD MORAL CHARACTER	48	39	9	11	5	16	7	3	6	32	17	17	5	19	15	4	3	
FAMILY ORIENTED	26	24	2	3	6	7	7	2	17	10	13	5	8	4	1.0	8.3	.7	
CHRISTIAN	12	10	3	1.1	2.4	1.8	1.5	.7	1.9	2.1	3.2	1.0	1.1	1.0			3	
GOOD PEOPLE	60	32	28	12	7	7	6	12	16	26	34	19	3	12	3	2	.7	
FELLOWSHIP/FRIENDSHIP	38	25	13	4	9	11	9	5	14	25	10	5	20	8	9	2	16	
DISCIPLINED/FOLLOW THE RULES	21	18	1	1	8	3	5	1	1.1	6	5	1	13	3	9	1	1	
FREEDOM OF BELIEF	14	7	7	2	3	2	1	1	4	1.4	.6	.8	.6	1.7	.8	2.2	2.8	.2
NO PRESSURE TO JOIN	5	3	1			1	2	1		1	3		1	3	2	1	1	
VEGETARIAN DIET	28	15	12	3	5	4	1	11	11	16	18	5	2	3		4		
NOT FAMILIAR WITH THEM	267	168	90	32	35	44	56	49	41	112	145	69	24	101	51	14.0	22.4	13.7

(CONTINUED)

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q. 10F EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

OCCUPATION OF CHIEF WAGE EARNER

	INCOME				OCCUPATION OF CHIEF WAGE EARNER			
	\$15K AND UNDER OVER	\$50K TO \$15K	\$25K TO \$50K	\$15K TO \$25K	\$10K UNDER \$10K	\$25K OVER	CLER. UNDER PROF. \$25K & BUS	MAN- UAL SKILD SALES LABOR WORKR ER
TOTAL	2065	1377	599	272	255	382	469	282
WEIGHTED BASE	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0
RELIGION IN PERSON'S RIGHT/BUSINESS	17	9	6	1	2	5	3	4
DON'T DRINK OR SMOKE	.8	.7	1.0	.4	.5	1.1	1.3	.4
MISCELLANEOUS	107	76	29	24	8	25	19	17
NOTHING	435	298	119	75	53	78	92	59
DON'T KNOW	808	515	245	80	97	151	187	103
NUMBER OF RESPONDENTS	1160	774	333	152	146	217	259	156
							177	515
							592	357
							78	414
							196	218
							21	245

(PERCENTAGES ROUNDED)  
0017

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10F EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION	TOTAL	PROTESTANTS	CATHOLICS	
WEIGHTED BASE	2065 100.0	1314 100.0	510 100.0	
RESPONSE				
HELP THOSE IN NEED	.85 4.1	.45 3.4	.24 4.7	
STRONG FAITH/BELIEFS	146 7.1	101 7.7	34 6.7	
GOOD MORAL CHARACTER	48 2.3	33 2.5	13 2.5	
FAMILY ORIENTED	26 1.3	14 1.1	11 2.2	
CHRISTIAN	12 .6	10 .8	3 .6	
GOOD PEOPLE	60 2.9	50 3.8	8 1.6	
FELLOWSHIP/FRIENDSHIP	38 1.8	31 2.4	6 1.2	
DISCIPLINED/FOLLOW THE RULES	21 1.0	10 .8	10 2.0	
FREE DOM OF BELIEF	14 .7	8 .6	4 .8	
NO PRESSURE TO JOIN	5 .2	1 .1	3 .6	
VEGETARIAN DIET	28 1.4	21 1.6	5 1.0	
NOT FAMILIAR WITH THEM	267 12.9	164 12.5	60 11.8	

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
G0665029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
4. TOF EVERYBODY HAS CERTAIN THINGS THEY LIKE AND CERTAIN THINGS THEY DISLIKE ABOUT VARIOUS CHURCHES. FIRST OF ALL, WHAT DO YOU LIKE  
BEST ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION	TOTAL	PROTESTANTS	CATHOLICS
WEIGHTED BASE	2065	1314	510
	100.0	100.0	100.0
RELIGION IN PERSON'S RIGHT/BUSINESS	17	5	9
	.8	.4	1.8
DON'T DRINK OR SMOKE	12	11	1
	.6	.8	.2
MISCELLANEOUS	107	76	19
	5.2	5.8	3.7
NOTHING	435	264	110
	21.1	20.1	21.6
DON'T KNOW	808	518	202
	39.1	39.4	39.6
NUMBER OF RESPONDENTS	1160	753	276

(PERCENTAGES ROUNDED)  
0018

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10G AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

	AGE		REGION			RACE			EDUCATION			
SEX	18-20	21-29	30-49	50 & YEARS	MID- WEST	SOUTH	WHITE	BLACK	HISP-	COLL- EGE	HIGH SCHL.	
TOTAL	MEN	WOMEN	YEARS	OLDER	EAST	WEST	ANICS	ANICS	COLL-	EGE	SCHL.	
WEIGHTED BASE	2065	983	1082	64	324	857	813	477	534	576	1871	162
RESPONSE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGGRESSIONESS	85	29	56	11	44	30	28	27	16	15	79	6
	4.1	3.0	5.2	3.4	5.1	3.7	5.9	5.1	2.8	3.1	6.2	3.7
HOUSE TO HOUSE PROSELYTIZERS	67	26	41	11	39	17	15	9	14	30	63	4
	3.2	2.6	3.8	3.4	4.6	2.1	3.1	1.7	2.4	6.3	3.4	2.5
SOLICITING FUNDS	31	13	18	3	20	8	16	6	5	3	26	4
	1.5	1.3	1.7	.9	2.3	1.0	3.4	1.1	.9	.6	1.4	2.5
LITERATURE DISTRIBUTION	13	6	7	1.2	5	4	2	7	2	2	13	.7
	.6	.6	.6	.6	.5	.4	1.3	.3	.4	.7	7	.7
THEY THINK THEIRS IS THE ONLY CHURCH	39	21	17	5	14	15	1	22	12	3	39	3
	1.9	2.1	1.6	7.8	1.5	1.6	1.8	.2	4.1	.6	2.1	4.8
CULTIST	16	8	8	7	6	4	4	1	4	7	16	.3
	.8	.8	.7	2.2	.7	.5	.8	.2	.7	1.5	.9	.3
SATURDAY IS THEIR DAY OF WORSHIP	56	22	34	5	23	27	8	15	17	15	50	6
	2.7	2.2	3.1	1.5	2.7	3.3	1.7	2.8	3.0	3.1	2.7	3.7
VEGETARIANS/DON'T EAT MEAT	31	16	15	12	12	7	7	4	7	13	30	1
	1.5	1.6	1.4	3.7	1.4	.9	1.5	.7	1.2	2.7	1.6	.6
DON'T BELIEVE JESUS IS LORD	11	7	4	5	6	8	1	2	3	9	2	.5
	.5	.7	.4	.6	.7	1.7	.2	.3	.5	1.2	4	.4
INTERPRETATION OF SCRIPTURE	37	20	17	5	10	11	7	15	7	8	37	.3
	1.8	2.0	1.6	7.8	3.1	1.3	1.4	1.5	2.8	1.2	1.7	1.1
THEIR TEACHINGS/ DOCTRINE (UNSPECIFIED)	75	32	43	2	10	46	17	13	21	17	66	9
	3.6	3.3	4.0	3.1	5.4	2.1	2.7	3.9	3.0	4.8	3.5	5.6
LACK OF BELIEF IN HEAVEN/HELL	19	10	9	5	2	8	4	2	9	6	19	.5
	.9	1.0	.8	7.8	.6	.9	.5	.4	1.7	1.0	1.0	.5

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
G0886029

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10G AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH?

	SEX	AGE			REGION			RACE			EDUCATION		
		18-29		30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE			
		MEN	WOMEN	YEARS	YEARS	WEST	SOUTH	WHITE	BLACK	ANICS	EGE	SCHL.	SCHL.
TOTAL		21	12	8	1	3	6	11	5	5	21	3	17
WEIGHTED BASE		2065	983	1082	64	324	857	813	477	534	478	1871	162
RADICALISM		1.0	1.2	.7	1.6	.9	.7	1.4	1.0	.9	1.0	1.1	4.8
BELIEFS ABOUT BLOOD TRANSFUSIONS		1.4	12	2		1	4	9	1.1	1.5	2	3	1.1
STRICTNESS/RIGIDITY		.7	1.2	.2		3	5	1.1	1.5	4	3	.6	1.7
THEY AREN'T CHRISTIANS		34	14	21		3	23	8	10	4	7	14	31
DIFFERENT/STRANGE PEOPLE		1.6	1.4	1.9		.9	2.7	1.0	2.1	.7	1.2	2.9	1.7
WAY THEY DO THINGS (UNSPECIFIED)		.3	.1	.5		1	3	3	3	2	3	5	1
NOT FAMILIAR WITH THEM		18	4	14		5	12	7	6	1	4	15	3
MISCELLANEOUS		.9	.4	1.3		.6	1.5	1.5	1.1	.2	.5	.8	1.9
NOTHING		9.2	9.4	9.2	18.8	9.9	7.7	9.8	11.1	9.7	9.2	6.9	8.8
DON'T KNOW		81	50	31		5	50	26	13	15	24	29	5
NUMBER OF RESPONDENTS		3.9	5.1	2.9		1.5	5.8	3.2	2.7	2.8	4.2	6.1	3.8
(PERCENTAGES ROUNDED)		413	194	219		67	177	169	116	89	136	72	375
		20.0	19.7	20.2		20.7	20.7	20.8	24.3	16.7	23.6	15.1	20.0
		41.7	42.2	41.3		34	139	317	366	170	239	248	205
		861	615	447									
		4160	575	585		18	153	486	499	270	300	325	265

0319

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10s AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

	INCOME										OCCUPATION OF CHIEF WAGE EARNER									
	\$15K AND UNDER	\$50K TO \$15K	\$35K OVER	\$25K TO \$50K	\$15K TO \$25K	\$10K OVER	\$25K TO \$15K	\$10K OVER	\$25K TO \$15K	\$10K OVER	\$25K TO \$15K	CLER. PROF. & BUS.	MAN- UAL LABOR	UNI- SKILD SALES	FARM- WORKR	FARM- WORKR	NON- LABOR			
TOTAL OVER \$15K																				
WEIGHTED BASE	2065	1377	599	272	255	382	469	282	317	908	1068	623	154	769	356	412	36	402		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
RESPONSE																				
AGGRESSION	85	74	6	16	18	15	25	3	3	49	31	37	10	21	7	14	4	11		
HOUSE TO HOUSE PROSELYTIZERS	4.1	5.4	1.0	5.9	7.1	3.9	5.3	1.1	.9	5.4	2.9	5.9	6.5	2.7	2.0	3.4	11.1	2.7		
SOLICITING FUNDS	67	43	24	17	8	5	13	11	30	37	32	24	9	15	3.1	2.5	3.6	8	2.0	
LITERATURE DISTRIBUTION	3.2	3.1	4.0	6.3	3.1	1.3	2.8	4.6	3.5	3.3	3.5	5.1	3.1	2.5	3.6	3.0				
THEY THINK THEIRS IS THE ONLY CHURCH	31	15	1.5	1	6	3	5	12	2	10	20	10	1	23	7	13				
CULTIST	1.5	1.1	2.5	.4	2.4	.8	1.1	4.3	.6	1.1	1.9	1.6	.6	2.6	2.0	3.2				
SATURDAY IS THEIR DAY OF WORSHIP	1.9	2.7	5	.6	1	3	2	3	3	5	8	5	.7	.8	.6	1.0				
VEGETARIANS/DON'T EAT MEAT	1.9	1.2	.8	2.4	1.6	1.6	1.5	1.5	1.3	2.1	1.7	1.2	1.3	1.6	1.6	1.6				
DON'T BELIEVE JESUS IS LORD	1.5	1.4	2.0	3.9	1.3	.9	1.4	2.5	1.7	1.5	1.0	1.1	1.1	1.3	2.2	.5	1.0			
INTERPRETATION OF SCRIPTURE	37	33	4	2.6	1	3	23	3	1	10	27	14	4	10	7	3	6			
THEIR TEACHINGS/DOCTRINE (UNSPECIFIED)	61	61	2.4	.7	2.2	.4	.8	4.9	1.1	.3	1.1	2.5	2.2	2.6	1.3	2.0	.7	1.5		
LACK OF BELIEF IN HEAVEN/HELL	19	15	4	2	2	3	8	.8	1.7	1.3	.6	1.1	1.1	1.3	1.0	1.4	.7	2	.5	

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
GD80029

**BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
106 AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH**

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

OCCUPATION OF CHIEF WAGE EARNER												
INCOME	\$15K AND UNDER \$15K	\$50K AND OVER \$50K	\$25K TO \$35K	\$15K TO \$35K	\$10K TO \$15K	\$25K OVER \$10K	\$10K TO \$15K	\$25K OVER \$10K	UN- DER PROF. & BUS	CLER. SKILD SALES	MAN- UAL LABOR	NON- FARM- WORKER
TOTAL	1.0	1.0	.8	.8	.4	.4	.4	.4	.7	.7	.9	.8
WEIGHTED BASE	1.0	1.0	.8	.8	.4	.4	.4	.4	.7	.7	.9	.8
RADICALISM	.21	.16	.5	.5	1	7	2	1	4	14	7	3
BELIEFS ABOUT BLOOD TRANSFUSIONS	.14	.8	.6	2	3	3	1	5	5	9	2	3
STRICTNESS/RIGIDITY	.34	.27	.5	.6	4	11	6	5	22	10	19	4
THEY AREN'T CHRISTIANS	.6	.6	3	3	1	1.8	2.9	1.3	2.4	.9	3.0	1.3
DIFFERENT/STRANGE PEOPLE	.7	.6	1.2	.8	.2	2	2	2	.6	1	2	1
WAY THEY DO THINGS (UNSPECIFIED)	.18	.7	12	3	4	4	7	7	12	3	1	1
NOT FAMILIAR WITH THEM	.91	.130	.58	.19	.31	.29	.52	.28	.78	.109	.46	.79
MISCELLANEOUS	.81	.58	.21	.31	.8	11	6	15	.48	.32	.38	.25
NOTHING	.413	.261	.133	.63	.34	.80	.84	.61	.71	.177	.124	.20
DON'T KNOW	.861	.551	.261	.95	.99	.164	.193	.116	.145	.358	.454	.222
NUMBER OF RESPONDENTS	1160	774	333	152	146	217	259	156	177	515	592	357

(PERCENTAGES ROUNDED)

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
6,106 AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION	TOTAL	PROTESTANTS	CATHOLICS
AGGRESSION	85 4.1	40 3.0	41 8.0
HOUSE TO HOUSE PROSLEYTIZERS	67 3.2	34 2.6	19 3.7
SOLICITING FUNDS	31 1.5	20 1.5	8 1.6
LITERATURE DISTRIBUTION	13 .6	5 .4	8 1.6
THEY THINK THEIRS IS THE ONLY CHURCH	39 1.9	27 2.1	4 .8
CULTIST	16 .8	16 1.2	0 0
SATURDAY IS THEIR DAY OF WORSHIP	56 2.7	43 3.3	7 1.4
VEGETARIANS/DON'T EAT MEAT	31 1.5	27 2.1	3 .6
DON'T BELIEVE JESUS IS LORD	11 .5	6 .5	5 1.0
INTERPRETATION OF SCRIPTURE	37 1.8	27 2.1	0 0
THEIR TEACHINGS/DOCTRINE (UNSPECIFIED)	75 3.6	54 4.1	13 2.5
LACK OF BELIEF IN HEAVEN/HELL	19 .9	12 0	9 0

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1966  
6056029

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q. 105 AND WHAT DO YOU LIKE LEAST ABOUT THIS CHURCH?

RELIGION

	TOTAL	PROTESTANTS	CATHOLICS
WEIGHTED BASE	2065 100.0	1314 100.0	510 100.0
RADICALISM	.21 1.0	.11 .8	.8 1.6
BELIEFS ABOUT BLOOD TRANSFUSIONS	.14 .7	.3 .2	.8 1.6
STRICTNESS/RIGIDITY	.34 1.6	.20 1.5	.8 1.6
THEY AREN'T CHRISTIANS	.6 .3	.6 .5	
DIFFERENT/STRANGE PEOPLE	.7 .3	.5 .4	.2 .4
WAY THEY DO THINGS (UNSPECIFIED)	.18 .9	.14 1.1	.3 .6
NOT FAMILIAR WITH THEM	.191 9.2	.119 9.1	.46 9.0
MISCELLANEOUS	.81 3.9	.52 4.0	.12 2.4
NOTHING	.413 20.0	.258 19.6	.114 22.4
DON'T KNOW	.661 41.7	.553 42.1	.213 41.8
NUMBER OF RESPONDENTS	1160	753	276

(PERCENTAGES ROUNDED)  
0.021

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
W.10M HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

RESPONSE	SEX	AGE			REGION			RACE			EDUCATION		
		TOTAL		18-20	21-29	30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE	
		MEN	WOMEN	YEARS	YEARS	YEARS	OLDER	EAST	WEST	WHITE	BLACK	ANICS	SCHL.
WEIGHTED BASE		2065	983	1082	64	324	857	813	477	534	576	478	1871
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	162
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	918
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	174
VOICE OF PROPHECY (RADIO BROADCAST)		285	132	154	4	34	139	108	45	74	97	69	253
		13.8	13.4	14.2	6.3	10.5	16.2	13.3	9.4	13.9	16.8	14.4	13.5
FAITH FOR TODAY (TELEVISION BROADCAST)		209	94	115	52	85	72	50	69	44	46	19.1	18
		10.1	9.6	10.6	16.0	9.9	8.9	10.5	12.9	7.6	9.6	10.2	11.1
IT IS WRITTEN (TELEVISION BROADCAST)		219	102	118	5	43	94	77	34	54	62	70	204
		10.6	10.4	10.9	7.8	13.3	11.0	9.5	7.1	10.1	10.8	14.6	10.9
FIVE-DAY PLAN TO STOP SMOKING		254	104	149	10	52	98	94	32	76	56	89	237
		12.3	10.6	13.8	15.6	16.0	11.4	11.4	6.7	14.2	9.7	18.6	12.7
HEALTH FOOD PRODUCTS		268	121	146	11	39	121	92	40	74	64	90	237
		13.0	12.3	13.5	17.2	12.0	14.1	11.3	8.4	13.9	11.1	18.8	12.7
THE PRACTICE OF TEMPERANCE		513	236	277	18	81	249	162	95	139	133	146	471
		24.8	24.0	25.6	28.1	25.0	29.1	19.9	19.9	26.0	23.1	30.5	25.2
LOMA LINDA MEDICAL SCHOOL		260	105	154	6	41	129	80	27	50	32	150	239
		12.6	10.7	14.2	9.4	12.7	15.1	9.8	5.7	9.4	5.6	31.4	12.8
COMMUNITY SERVICES WORK		166	71	94	3	28	77	57	25	55	48	39	145
		8.0	7.2	8.7	4.7	8.6	9.0	7.0	5.2	10.3	8.3	8.2	7.7
WORLD MISSION PROGRAM		336	155	180	10	59	162	105	65	97	79	96	306
		16.3	15.8	16.6	15.6	18.2	18.9	12.9	13.6	18.2	13.7	20.1	16.4
NONE (VOLUNTEERED)		953	472	481	23	142	363	423	265	253	284	152	860
		46.2	48.0	44.5	35.9	43.8	42.4	52.4	55.6	47.4	49.3	31.8	46.0
DON'T KNOW		17	8	9	9	2	6	6	4	6	7	1.0	1.5
		.8	.8	14.1	.6	.7	.7	.7	.7	1.0	.8	1.2	.5

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1966  
3086029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10H HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

AGE  
SEX  
TOTAL MEN WOMEN YEARS YEARS  
18-20 21-29 30 &  
MID-  
WEST  
SOUTH WEST  
WHITE BLACK ANICS  
HISP-  
COLL- HIGH GRADE  
EGE SCHL. SCHL.

WEIGHTED BASE	2065	983	1082	64	324	857	813	477	534	576	478	1871	162	62	962	918	174
NUMBER OF RESPONDENTS	1160	575	585	18	153	486	499	270	300	325	265	1063	84	35	579	487	89
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

(PERCENTAGES ROUNDED)  
0022

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)

\*.10H HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

	INCOME				OCCUPATION OF CHIEF AGE EARNER													
	\$15K AND OVER	\$15K UNDER AND OVER	\$25K TO < \$35K	\$10K TO < \$25K	\$25K UNDER AND OVER	\$25K PROF. AND UN-PROF.	CLERY & SALES	MANUAL & BUS LABOR	SKILLED WORKR	FARM WORKR	NON-LABOR ER							
TOTAL	2065	1377	599	272	255	382	469	282	317	908	1068	623	154	769	356	412	36	402
WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RESPONSE																		
VOICE OF PROPHECY (RADIO BROADCAST)	285	198	82	40	22	58	78	43	40	120	160	85	19	112	58	54	12	50
FAITH FOR TODAY (TELEVISION BROADCAST)	209	127	80	27	18	35	49	42	38	79	129	49	10	83	33	50	10	43
IT IS WRITTEN (TELEVISION BROADCAST)	219	147	62	29	24	44	50	29	33	97	112	54	13	100	39	60	14.6	7.7
FIVE-DAY PLAN TO STOP SMOKING	254	167	73	24	18	65	61	30	43	106	134	79	14	92	50	42	1	50
HEALTH FOOD PRODUCTS	268	186	71	41	25	52	67	33	38	119	138	91	13	101	62	39	7	35
THE PRACTICE OF TEMPERANCE	513	388	103	75	76	117	120	53	51	268	223	215	15	170	88	83	8	86
LOMA LINDA MEDICAL SCHOOL	260	189	60	53	29	62	45	23	37	144	105	107	21	85	45	40	7	34
COMMUNITY SERVICES WORK	166	124	40	29	31	36	14	25	88	76	51	14	54	22	32	4	32	8.5
WORLD MISSION PROGRAM	336	251	75	47	49	72	83	40	34	168	158	121	29	114	49	65	4	53
NONE (VOLUNTEERED)	953	603	305	129	103	149	222	130	175	381	527	249	74	365	157	208	16	216
DON'T KNOW	.8	.7	10	1	5	2	8	1	6	11	6	5	2	2	3.2	.3	.5	

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
GJ86Q29

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.1UH HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

		INCOME										OCCUPATION OF CHIEF WAGE EARNER									
		\$15K	\$25K	\$15K	\$10K	\$25K	UNDER AND TO <	UNDER AND OVER \$10K	CLER. AND PROF. AND \$25K	UN- DUAL SKILD FARM- SALES LABOR WORKR ER FORCE	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR	NON- LABOR
TOTAL	AND OVER \$15K	UNDER AND OVER \$15K	\$35K	\$35K	\$15K	\$10K	OVER \$10K	OVER \$25K	& BUS	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER	WORKR ER
WEIGHTED BASE	2065	1577	599	272	255	382	469	282	317	908	1068	623	154	769	356	412	36	402			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF RESPONDENTS	1160	774	333	152	146	217	259	156	177	515	592	357	78	414	196	218	21	245			

(PERCENTAGES ROUNDED)  
0023

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10H HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION	PROTESTANTS	CATHOLICS
TOTAL	13.8	17.3
WEIGHTED BASE	2065 100.0	1314 100.0
RESPONSE		
VOICE OF PROPHECY (RADIO BROADCAST)	285 10.6	227 12.2
FAITH FOR TODAY (TELEVISION BROADCAST)	209 10.1	146 11.1
IT IS WRITTEN (TELEVISION BROADCAST)	219 10.6	160 12.2
FIVE-DAY PLAN TO STOP SMOKING	254 12.3	194 14.8
HEALTH FOOD PRODUCTS	268 13.0	180 13.7
THE PRACTICE OF TEMPERANCE	513 24.8	332 25.3
LOMA LINDA MEDICAL SCHOOL	260 8.0	173 9.0
COMMUNITY SERVICES WORK	166 8.0	118 9.0
WORLD MISSION PROGRAM	336 16.3	220 16.7
NONE (VOLUNTEERED)	953 46.2	554 42.2
DON'T KNOW	17 .8	11 .8

(CONTINUED)

(CONTINUED)  
THE GALLUP ORGANIZATION, INC.  
PRINCETON, NEW JERSEY

JANUARY, 1986  
G386029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10H HERE IS A LIST OF ACTIVITIES OF THE SEVENTH-DAY ADVENTIST CHURCH. WITH WHICH, IF ANY, OF THESE ACTIVITIES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION	TOTAL	PROTESTANTS	CATHOLICS
WEIGHTED BASE	2065	1314	510
	100.0	100.0	100.0
NUMBER OF RESPONDENTS	1160	753	276

(PERCENTAGES ROUNDED)  
0024

BASED ON AWARE OF SEVENTH-DAY ADVENTISTS  
101 HERE IS A LIST OF SEVENTH-DAY ADVENT

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

...UI HERE IS A LIST OF SEVENTH-DAY ADVENTIST MAGAZINES- WITH WHICH, IF ANY, OF THESE MAGAZINES ARE YOU ACQUAINTED?

SEX	AGE	REGION						EDUCATION		
		18-20	21-29	30-49	50 &	MID-	HISP-	COLL-	HIGH	GRADE
	WOMEN	YEARS	YEARS	OLDER	EAST	WEST	COLL-	HIGH	COLL-	SCHL-
	100.0	100.0	100.0	100.0	100.0	100.0	COLL-	HIGH	COLL-	SCHL-
WEIGHTED BASE	2065	983	1082	64	324	857	813	477	534	576
RESPONSE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIFE AND HEALTH	159	56	103	39	77	43	32	55	35	36
	7.7	5.7	9.5	12.0	9.0	5.3	6.7	10.3	6.1	7.5
LISTEN	116	65	50	10	32	56	18	19	37	21
	5.6	6.6	4.6	15.6	9.9	6.5	2.2	4.0	6.9	3.6
THESE TIMES	105	46	59	2	16	56	32	19	34	33
	5.1	4.7	5.5	3.1	4.9	6.5	3.9	4.0	6.4	5.7
SIGNS OF THE TIMES	311	135	176	6	49	157	98	51	72	70
	15.1	13.7	16.3	9.4	15.1	18.3	12.1	10.7	13.5	12.2
MESSAGE MAGAZINE	110	54	57	5	19	47	39	21	35	21
	5.3	5.5	5.3	7.8	5.9	5.5	4.8	4.4	6.6	3.6
LIBERTY	97	35	62	5	16	40	37	16	29	13
	4.7	3.6	5.7	7.8	6.9	4.7	4.6	3.4	5.4	3.8
VIBRANT LIFE	43	13	29	5	11	23	3	3	10	10
	2.1	1.3	2.7	7.8	3.4	2.7	4	6	1.9	1.7
OTHER	33	14	18	5	19	9	5	7	14	7
	1.6	1.4	1.7	1.5	2.2	1.1	1.0	1.3	2.4	1.5
NONE (VOLUNTEERED)	1431	698	733	28	214	564	618	365	353	413
	69.3	71.0	67.7	43.8	66.0	65.8	76.0	76.5	66.1	71.7
DON'T KNOW	23	12	11	9	3	9	3	7	10	5
	1.1	1.2	1.0	14.1	.9	1.1	.4	1.3	1.7	1.0
NUMBER OF RESPONDENTS	1160	575	585	18	153	486	499	270	300	325

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q. 101 HERE IS A LIST OF SEVENTH-DAY ADVENTIST MAGAZINES. WITH WHICH, IF ANY, OF THESE MAGAZINES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

OCCUPATION OF CHIEF WAGE EARNER

	INCOME						OCCUPATION OF CHIEF WAGE EARNER					
	\$15K	\$50K	\$35K	\$25K	\$15K	\$10K	\$25K	UNDER AND OVER \$25K	UNPROF. AND BUS. SALES	CLER.	MANUAL	NON-SKILLED FARM WORKER
TOTAL	AND UNDER \$15K	OVER \$50K	TO < \$35K	TO < \$25K	TO < \$15K	OVER \$10K	UNDER AND OVER \$25K	UNPROF. AND BUS. SALES	CLER.	MANUAL	NON-SKILLED FARM WORKER	LABOR FORCE
WEIGHTED BASE	2065	1377	599	272	255	382	469	282	317	908	1068	154
RESPONSE	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	1000.0	402
LIFE AND HEALTH	159	85	64	18	5	29	32	36	28	52	96	40
LISTEN	7.7	6.2	10.7	6.6	2.0	7.6	6.8	12.8	8.8	5.7	9.0	5.8
THESE TIMES	116	81	28	15	17	25	24	20	9	57	53	40
SIGNS OF THE TIMES	105	63	42	24	15	29	13	68	57	25	12	54
MESSAGE MAGAZINE	110	67	43	21	7	19	20	22	47	63	34	3
LIBERTY	5.3	4.9	7.2	2.7	5.0	4.3	7.1	6.9	5.2	5.9	5.5	1.9
VIBRANT LIFE	97	59	37	11	9	15	24	20	16	35	61	32
OTHER	4.7	4.3	6.2	4.0	3.5	3.9	5.1	7.1	5.0	3.9	5.7	5.1
HOME (VOLUNTEERED)	1431	938	628	183	192	237	326	192	236	612	754	417
DON'T KNOW	23	9	13	9	9	10	10	6	17	26	8	2
NUMBER OF RESPONDENTS	1160	774	333	152	146	217	259	156	177	515	592	357

(PERCENTAGES ROUNDED)  
0026

196 218 21 245

JANUARY, 1966  
G0886029

(BASED ON AWARE OF SEVENTH-DAY ADVENTISTS)  
Q.10F HERE IS A LIST OF SEVENTH-DAY ADVENTIST MAGAZINES. WITH WHICH, IF ANY, OF THESE MAGAZINES ARE YOU ACQUAINTED?

\*\*\* SEVENTH-DAY ADVENTISTS \*\*\*

RELIGION			
		PROTE-	CATHO-
		STANTS	LICS
WEIGHTED BASE		2065	1314
		100.0	100.0
RESPONSE			
LIFE AND HEALTH		159	103
		7.7	7.8
LISTEN		116	74
		5.6	5.6
THESE TIMES		105	71
		5.1	5.4
SIGNS OF THE TIMES		311	207
		15.1	15.8
MESSAGE MAGAZINE		110	71
		5.3	5.4
LIBERTY		97	57
		4.7	4.3
VIBRANT LIFE		43	26
		2.1	2.0
OTHER		33	31
		1.6	2.4
NONE (VOLUNTEERED)		1431	900
		69.3	68.5
DON'T KNOW		23	14
		1.1	1.1
NUMBER OF RESPONDENTS		1160	753
			276
(PERCENTAGES ROUNDED)			
		0027	

TOTAL NO. ACCEPTED = 0027      TOTAL NO. REJECTED = 0000  
NO. OF VALID MACRO CALLS = 0024      NO. OF INVALID (\$) CARDS = 0000      E.O.J.

V. TECHNICAL APPENDIX

A. COMPOSITION OF SAMPLE  
 (Aware group)

	<u>Weighted percent</u>	<u>Number of interviews</u>
NATIONAL	100%	1,060
Men	48	575
Women	52	585
18-20 years	3	18
21-29 years	16	153
30-49 years	42	486
50 & older	39	499
East	23	270
Midwest	26	300
South	28	325
West	23	265
Whites	91	1,063
Blacks	8	84
Hispanics	3	35
College	47	579
High school	44	487
Grade school	9	89

	<u>Weighted percent</u>	<u>Number of interviews</u>
\$15,000 & over	67	774
Under \$15,000	29	333
\$25,000 & over	44	217
Under \$25,000	52	259
Professional & business	30	357
Clerical & sales	7	78
Skilled workers	17	196
Unskilled workers	20	218

## B. DESIGN OF THE SAMPLE

The design of the sample used by the Gallup Poll for its standard surveys of public opinion is that of a replicated area probability sample down to the block level in the case of urban areas and to segments of townships in the case of rural areas.

After stratifying the nation geographically and by size of community in order to insure conformity of the sample with the 1980 Census distribution of the population, over 350 different sampling locations or areas are selected on a mathematically random basis from within cities, towns, and counties which have in turn been selected on a mathematically random basis. The interviewers have no choice whatsoever concerning the part of the city, town, or county in which they conduct their interviews.

Approximately five interviews are conducted in each randomly selected sampling point. Interviewers are given maps of the area to which they are assigned and they are required to follow a specified travel pattern on contacting households. At each occupied dwelling unit, interviewers are instructed to select respondents by following a prescribed systematic method. This procedure is followed until the assigned numbers of interviews with male and female adults have been completed.

After the survey data have been collected and processed, the demographic characteristics of survey respondents are balanced to match the latest U.S. Census Bureau estimates of the adult populations demographic characteristics. The data are also weighted by the probability of finding individual respondents at home. These weighting procedures ensure the representativeness of the sample.

Since this sampling procedure is designed to produce a sample which approximates the adult civilian population (18 and older) living in private households (that is, excluding those in prisons and hospitals, hotels, religious and educational institutions, and on military reservations), the survey results can be applied to this population for the purpose of projecting percentages into numbers of people. The manner in which the sample is drawn also produces a sample which approximates the population of private households in the United States. Therefore, survey results can also be projected in terms of numbers of households.

### C. SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance For Sampling Error  
of a Percentage

In Percentage Points  
(at 95 in 100 confidence level)\*

	Sample Size						
	1200	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	3	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	4	4	4	5	6	8	11
Percentages near 50	4	4	4	5	6	8	11
Percentages near 60	4	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	3	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

\*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

The table would be used in the following manner: Let us say a reported percentage is 33 for a group that includes 1000 respondents. First we go to the row headed "percentages near 30" and go across to the column headed "1000." The number at this point is 4, which means that the 33 percent obtained in the sample is subject to a sampling error of plus or minus 4 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 29 and 37, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the following tables, the

number of points that must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

In Percentage Points (at 95 in 100 confidence level)*				
<u>Percentages near 20 or percentages near 80</u>				
TABLE A Size of sample	750	600	400	200
	750	5		
600		5	6	
400		6	6	7
200		8	8	10

  

<u>Percentages near 50</u>				
TABLE B Size of sample	750	600	400	200
	750	6		
600		7	7	
400		7	8	8
200		10	10	12

\*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Here is an example of how the tables would be used: Let us say that 50 percent of men respond a certain way and 40 percent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 600 men and 600 women.

Since the percentages are near 50, we consult Table B, and since the two samples are about 600 persons each, we look for the number in the column headed "600" that is also in the row designated "600." We find the number 7 here. This means that the allowance for error should be 7 points, and that in concluding that the percentage among men is somewhere between 3 and 17 points higher than the percentage among women we should be wrong only about 5 percent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 3 percentage points.

If, in another case, men's responses amount to 22 percent, say, and women's 24 percent, we consult Table A because these percentages are near 20. We look in the column headed "600" that is also in the row headed "600" and see that the number is 6. Obviously, then, the 2-point difference is inconclusive.

D. QUESTIONNAIRE

- 1a. Have you ever heard or read about the Seventh-Day Adventist Church?

1[ ]Yes

2[ ]No (SKIP TO Q.1j)

- 1b. (HAND RESPONDENT CARD E.) How have you gotten MOST of your information about Seventh-Day Adventists? Please read off your answer by number or numbers. (INTERVIEWER: CIRCLE NUMBER OR NUMBERS.)

1    2    3    4    5    6    7    8    9    10    11

12[ ]Other (Please specify) \_\_\_\_\_

- 1c. What is the first thing that comes to mind when you hear the name "Seventh-Day Adventists?"  
\_\_\_\_\_  
\_\_\_\_\_

- 1d. Everybody has certain things they like and certain things they dislike about various churches. First of all, I'd like to ask you what you like BEST about the Seventh-Day Adventist Church?  
\_\_\_\_\_  
\_\_\_\_\_

1e. And what do you like LEAST about this church?

---

---

1f. (HAND RESPONDENT CARD F.) Here is a list of activities of the Seventh-Day Adventist Church. With which, if any, of these activities are you acquainted? Please read off your answer by number or numbers. (INTERVIEWER: CIRCLE NUMBER OR NUMBERS.)

1      2      3      4      5      6      7      8      9

0 [ ] None (Volunteered)

1g. (HAND RESPONDENT CARD G.) Here is a list of Seventh-Day Adventist magazines. With which, if any, of these magazines are you acquainted? Please read off your answer by number or numbers. (INTERVIEWER: CIRCLE NUMBER OR NUMBERS.)

1      2      3      4      5      6      7

8 [ ] Other (Please specify) \_\_\_\_\_

0 [ ] None (Volunteered)