

Seventh-day Adventist

Brand Awareness & Perceptions | Spring 2014 OmniPoll

Barna Group

Knowledge to Navigate a Changing World

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

Research conducted by:
Barna Group
Ventura, California

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Introduction

This report contains the findings from questions commissioned by Seventh-day Adventist Church in a nationwide study of 1,002 adults ages 18 and older. The study – known publicly as OmniPollSM – is a shared-cost research study conducted by Barna Research (a division of Barna Group).

Organizations commission questions in OmniPollSM on a pay-per-item basis, while Barna Research includes a variety of demographic variables for cross-tabulation purposes. The Spring 2014 OmniPollSM was conducted during March 2014.

Methodology

- national sample of adults ages 18 and older 1,019 completes
- online surveys
- March 21 – March 23, 2014

- sample error of +/- 3.1 percent points at the 95% confidence level

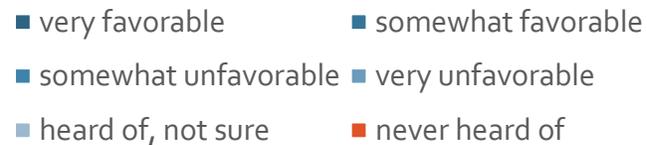
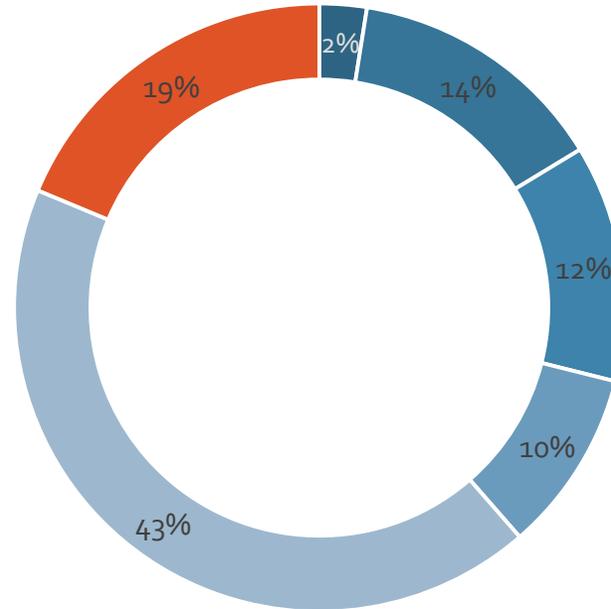
Research Findings

- Overall, four out of five adults say they are aware of the Seventh-day Adventist church (81%).
- A large proportion of U.S. adults say they have heard of the Seventh-day Adventist Church, but they do not know enough about it to form an opinion of it (43%).
- Of adults aware of the Seventh-day Adventist church, one out of five have a favorable opinion of the church (20%).
- Just over one out of four adults aware of the church have an unfavorable opinion of it (28%).
- A majority of adults aware of the Seventh-day Adventist church say they have not formed an opinion about it (52%).
- The number one reason adults gave for having a favorable opinion the SDA church is having family or friends who are members of the church (16%).
- The number one reason adults gave for having an unfavorable opinion of the SDA church is a general disapproval of all religions (10%).

Question:

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

base: all respondents



Overall, four out of five adults say they are aware of the Seventh-day Adventist church.

81% : aware of SDA

- residents of the South are more likely than respondents from other regions to be aware of the church, **88%**
- adults who are married are more likely than other respondents to be aware of the church, **87%**
- young adults, ages 18 to 29, are less likely than other respondents be aware of the church, **64%**

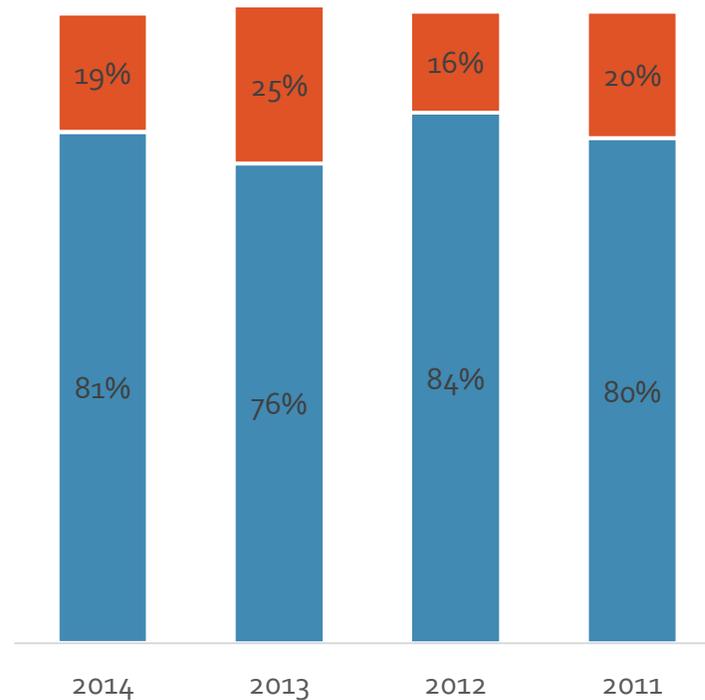
Question:

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

Yearly Comparisons

base: all respondents

■ aware ■ never heard of



↑ From 2013 to 2014 there has been a significant increase in the level of awareness for the SDA church.

81% compared to 76%

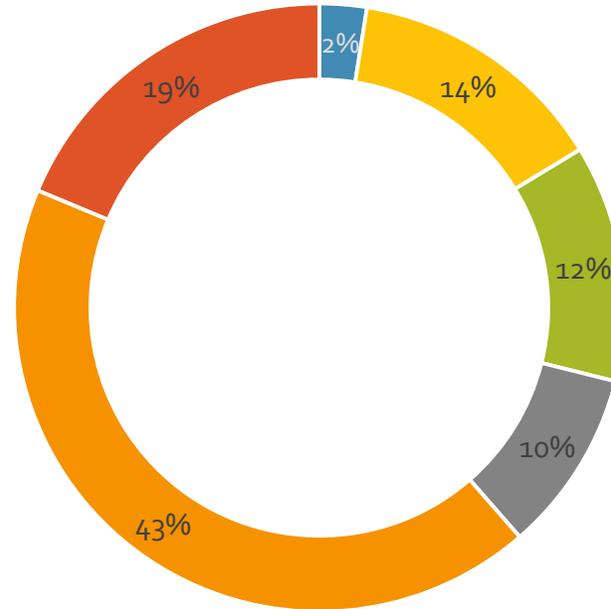
However, since the study was first conducted in 2011, there has not been a significant change in awareness for the SDA church among U.S. adults.

81% compared to 80%

Question:

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

base: all respondents



- very favorable
- somewhat favorable
- somewhat unfavorable
- very unfavorable
- heard of, not sure
- never heard of

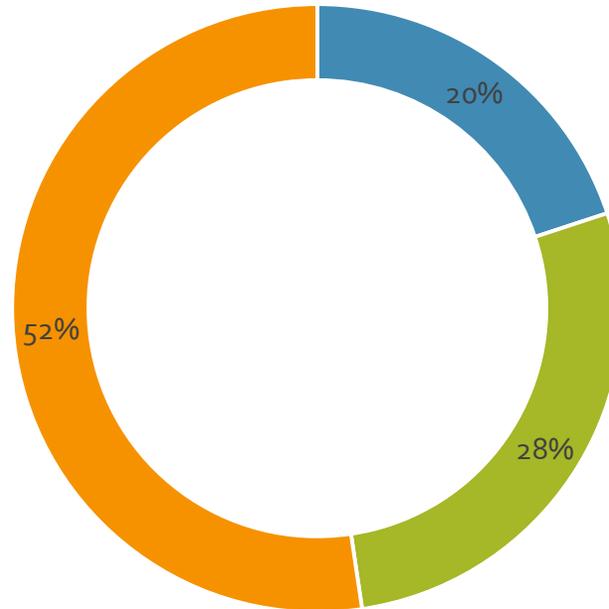
A large portion of all U.S. adults say they have heard of the Seventh-day Adventist Church, but they do not know enough about it to form an opinion of it.

43% : heard of, not sure

Question:

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

base: aware of SDA



■ favorable ■ unfavorable ■ not sure

Of adults aware of the Seventh-day Adventist church, one out of five have a favorable opinion of the church.

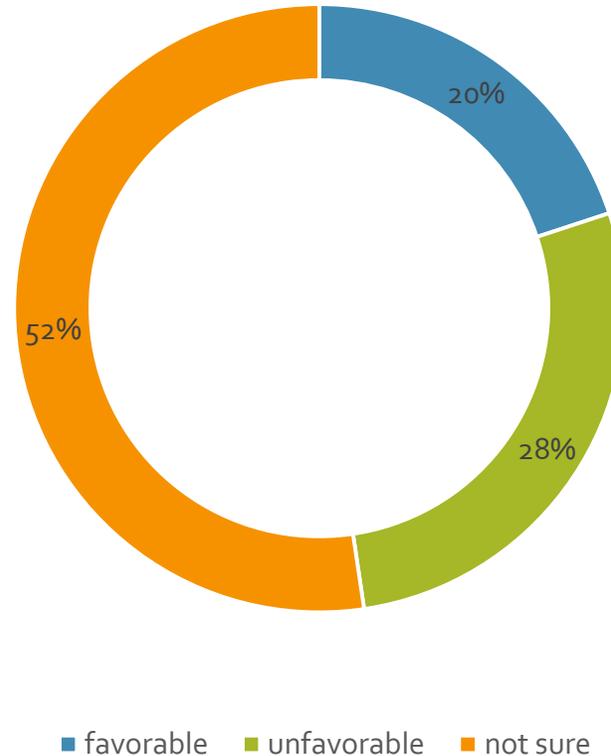
20% : favorable towards SDA

- adults ages 70 and over are more likely than respondents under the age of 70 to have a favorable opinion of the SDA church, **32%**

Question:

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

base: aware of SDA



Just over one out of four adults aware of the church have an unfavorable opinion of it.

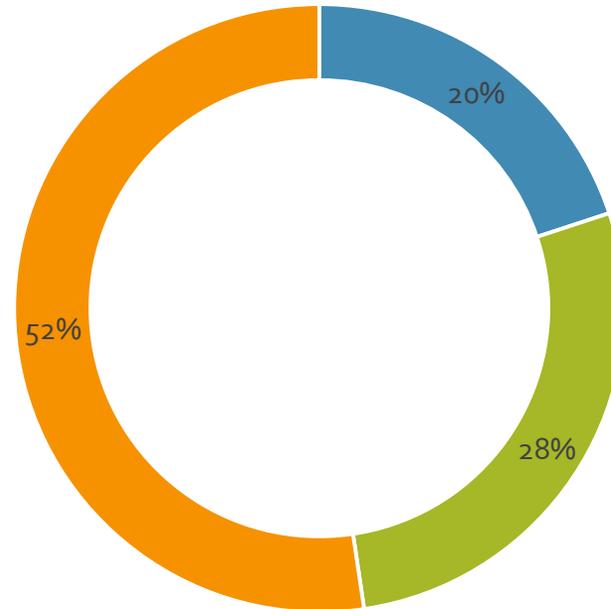
28% : unfavorable towards SDA

- blacks are the least likely ethnicity to have an unfavorable opinion of the SDA church, **12%**
- households earning \$75K or more annually are more likely than households earning below \$75K to have an unfavorable opinion of the SDA church, **33%**

Question:

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

base: aware of SDA



■ favorable ■ unfavorable ■ not sure

A majority of adults aware of the Seventh-day Adventist church say they have not formed an opinion about it.

52% : no opinion of SDA

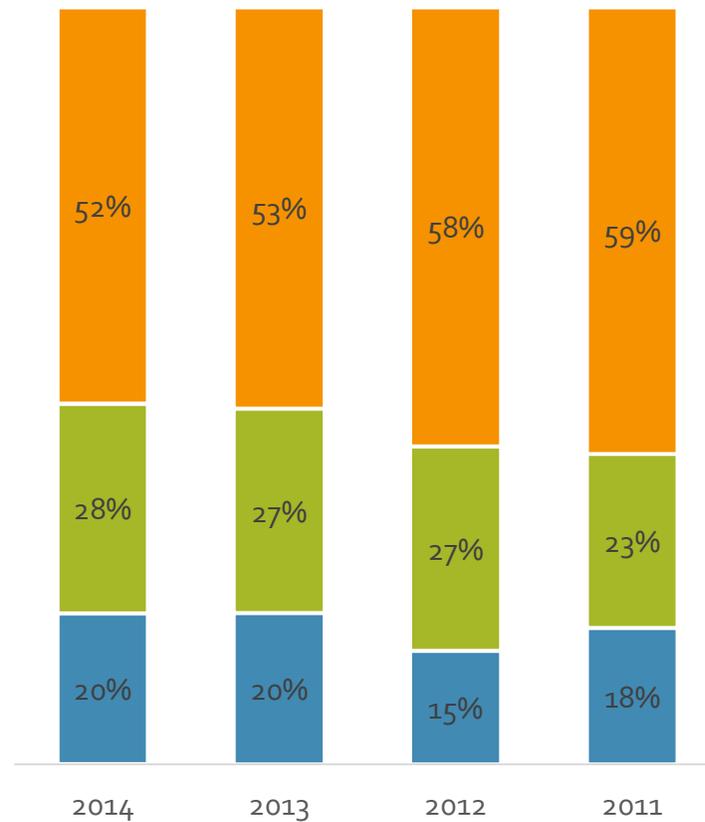
- residents of the South are less likely than adults from other regions of the U.S. to say they do not have an opinion of the SDA church, **45%**

Question:

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

Yearly Comparisons *base: aware of SDA*

■ favorable ■ unfavorable ■ not sure



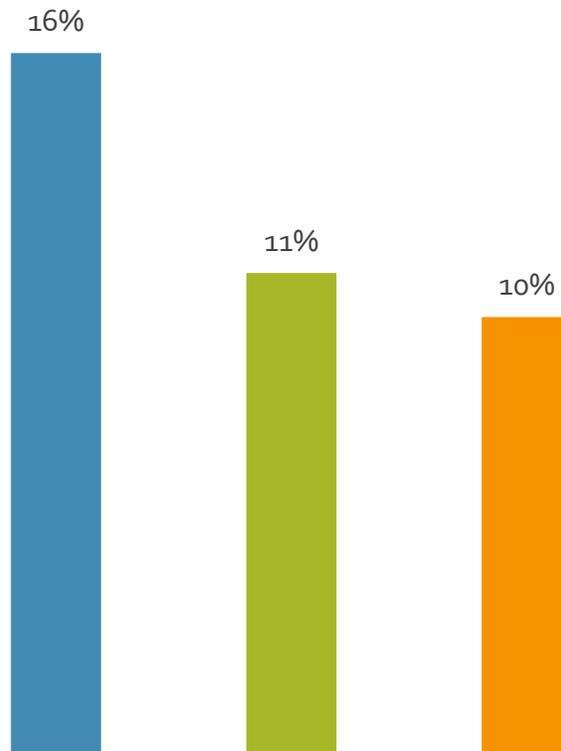
There have been no significant changes in levels of favorability towards the SDA church since last year.

Since the study was first conducted in 2011 levels of favorability have remained consistent among adults aware of the church.

Question:

Why do you say you have a *favorable* impression of the Seventh-day Adventist Church?

base: aware of SDA, have a *favorable* opinion of it



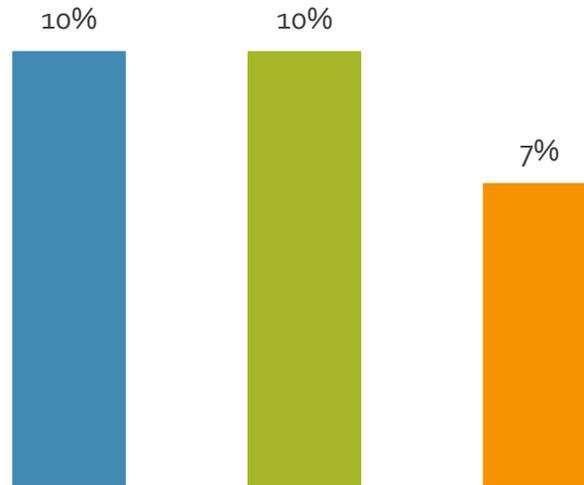
Top 3 Reasons for Favorable Opinion of the SDA church:

1. have family or friends who are members, **16%**
 2. they are good, nice, moral people, **11%**
 3. good church, I like the church, **10%**
- **15%** of adults who have a favorable opinion of the SDA church cannot give a reason as to why

Question:

Why do you say you have a *unfavorable* impression of the Seventh-day Adventist Church?

base: aware of SDA, have a *unfavorable* opinion of it



Top 3 Reasons for Unfavorable Opinion of the SDA church:

1. disapprove of all religions, **10%**
2. disagree with their beliefs, **10%**
3. not my religion, I belong to a different faith, **7%**

○ Nearly one out of five adults who have a favorable opinion of the SDA church cannot give a reason as to why, **19%**

Detailed Methodology

The data contained in this report originated through a research study conducted by Barna Group of Ventura, California. The questions were commissioned by the Seventh-day Adventist church. The OmniPollSM included 1,002 online surveys distributed among a representative sample of adults ages 18 and over from within the continental U.S. The telephone interviews were conducted from March 21 to March 23, 2014. The sampling error for OmniPollSM is +/-3 percentage points, at the 95% confidence level.

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

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

Guide to Survey Data

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

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

Sample Size

Result	100	200	300	400	500	600	800	1000	1200	1500	2000	25000
05% or 95%	4.4	3.1	2.5	2.2	2.0	1.8	1.5	1.4	1.3	1.1	.96	.87
10% or 90%	6.0	4.3	3.5	3.0	2.7	2.5	2.1	1.0	1.7	1.6	1.3	1.2
15% or 85%	7.1	5.1	4.1	3.6	3.2	2.9	2.5	2.3	2.1	1.9	1.6	1.4
20% or 80%	8.0	5.7	4.6	4.0	3.6	3.3	2.6	2.5	2.3	2.1	1.8	1.6
25% or 75%	8.7	6.1	5.0	4.3	3.9	3.6	3.0	2.8	2.5	2.3	1.9	1.7
30% or 70%	9.2	6.5	5.3	4.6	4.1	3.8	3.2	2.8	2.7	2.4	2.0	1.8
35% or 65%	9.5	6.8	5.5	4.8	4.3	3.9	3.3	3.1	2.8	2.5	2.1	1.9
40% or 60%	9.8	7.0	5.7	4.9	4.4	4.0	3.4	3.1	2.8	2.5	2.2	2.0
45% or 55%	9.9	7.0	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0
50%	10.0	7.1	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0

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