

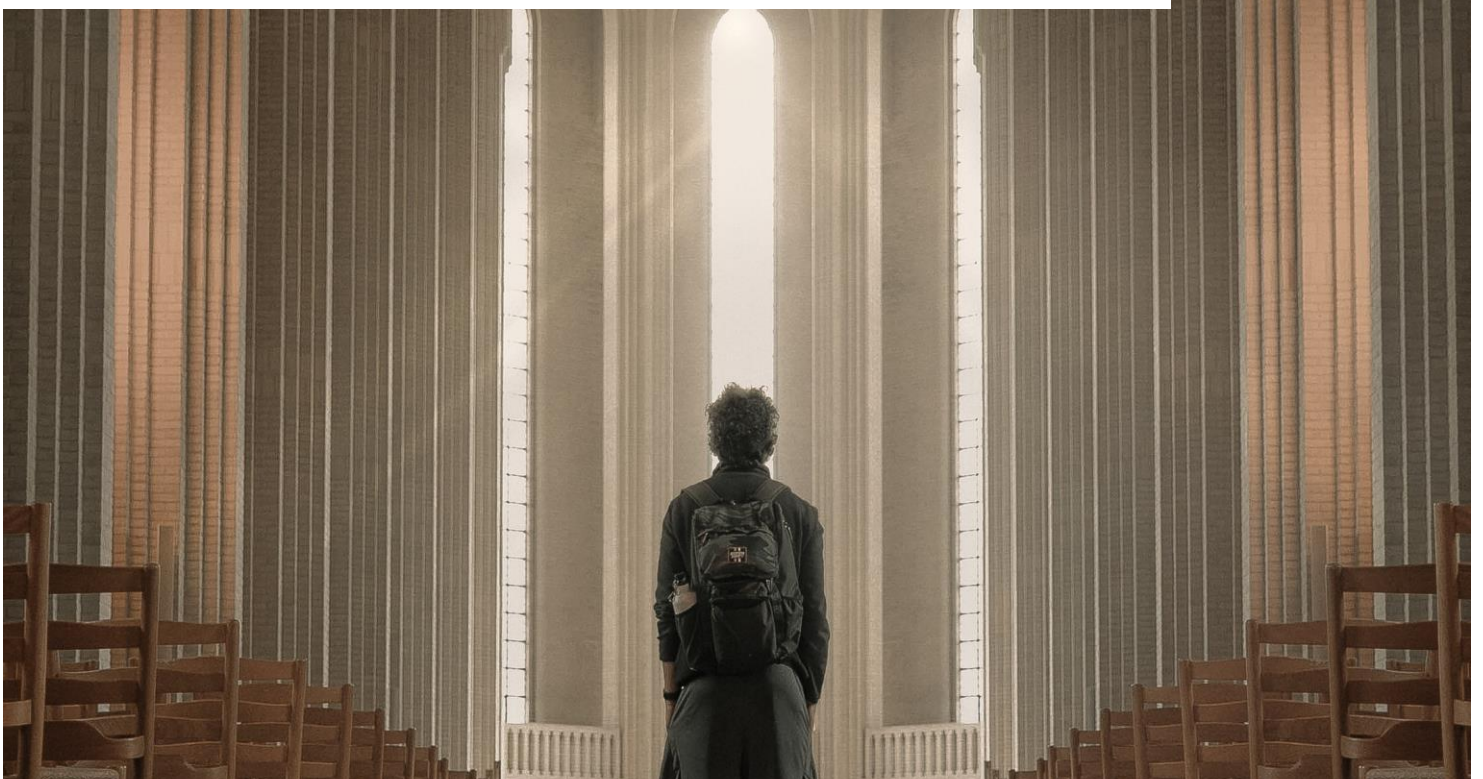


mccrindle

Church Perception Study

Seventh-day Adventist Church South Pacific

May 2022



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Research objectives

In February 2022, Seventh-day Adventist Church South Pacific engaged McCrindle to conduct research into the perceptions of Australians and New Zealanders towards the Seventh-day Adventist denomination. This research seeks to understand how individuals perceive the role of the church and their awareness of the Seventh-day Adventist denomination in Australia and New Zealand, which will inform a marketing strategy to encourage people to attend their local Seventh-day Adventist church. The objectives for this research are to:

- Gain insight into how Australians and New Zealanders perceive the church
- Explore concepts relating to the role of the church that resonate with everyday Australians and New Zealanders
- Understand individuals' sentiment towards the Seventh-day Adventist church in Australia and New Zealand
- Explore opportunities for the Seventh-day Adventist church to engage with Australians and New Zealanders today

Research methodology

The Seventh-day Adventist Church 'Church Perception Study' is the collation of quantitative data gathered through an online survey of Australians and New Zealanders, nationally representative by age, gender and state/region. The survey, developed by McCrindle, was in field from the 7th to the 24th of April 2022 and received 2,748 completed responses in total. 1,501 responses were collected from Australia and 996 responses were collected from New Zealand.

Graphs and rounding

Data labels on the graphs in this report have been rounded and may, therefore, sum to 99% or 101%. Any calculations where two data points have been added are based on raw data (not the rounded data labels on the graph) which have then been rounded once combined. Many of the graphs in this report indicate which stakeholder group the questions were asked to by noting either *Australia* or *New Zealand* under the graph title. Where this is

not mentioned, stakeholder responses are combined.

Terminology

Throughout this report, respondents from Australia are referred to as *Australians* and respondents from New Zealand are referred to as *New Zealanders*.

Segmentation

Where the number of responses allows, segmentation has been provided. These segments group responses with specific characteristics to enable greater insight.

Segmentation insights for Australia are displayed in breakout sections such as this.

Segmentation insights for New Zealand are displayed in breakout sections such as this.

Executive summary

The religious landscape of Australia and New Zealand is diverse

While Australians and New Zealanders are most likely to identify with Christianity (45% Australia, 36% New Zealand), a similar proportion do not identify with any religion or spiritual belief (35% Australia, 38% New Zealand).

When asked about their stance towards Christianity, a similar proportion of individuals have always identified as a Christian or have never identified as a Christian. In fact, the highest proportion of both Australians and New Zealanders identify as a Christian and always have done (42% Australia, 32% New Zealand) while a similar proportion (30% Australia, 33% New Zealand) have never considered themselves a Christian and still do not.

More than half of Australians and New Zealanders are not open to attending a religious service

Of those individuals who do not currently attend a religious service, most are not at all open to attending a religious service in the future (61% Australia, 54% New Zealand). Despite Australians being more likely to identify as religious, New Zealanders are more open to attending a religious service (39% Australia, 46% New Zealand).

Australians and New Zealanders are largely unfamiliar with the Seventh-day Adventist denomination

Overall, Australians and New Zealanders are unfamiliar with many Christian denominations. Australians are most unfamiliar with Pentecostal (54%), Orthodox (45%) and Seventh-day Adventist (43%). Comparatively, New Zealanders are least familiar with Uniting (76%), Hillsong (68%), Orthodox (61%) and Pentecostal (61%).

Around two fifths of Australians (43%) and New Zealanders (38%) are familiar with the Seventh-day Adventist denomination but do not feel positively towards it. Just one in seven are familiar with the Seventh-day Adventist church and feel positively towards it (14% Australia, 13% New Zealand).

The role of the church is to provide hope and connection to communities

Both Australians and New Zealanders believe a key role the church plays in the community is to help those in need (55% Australia, 57% New Zealand), providing social connection (50% Australia, 60% New Zealand) and providing people with hope (50% Australia, 54% New Zealand).

Australians are less likely to see the benefit of having churches in the community (20% Australia, 14% New Zealand).

Respect of other people's beliefs is important to Australians and New Zealanders

Three in five individuals believe that respecting others' beliefs and worldviews even if they are different to their own is extremely or very important (64% Australia, 69% New Zealand). However, fewer believe it is important to be willing to learn about what those different views are. Just over half believe an openness to learn about other peoples' beliefs and principles is extremely or very important (52% Australia, 55% New Zealand).

People struggle to define the core beliefs and practices of the Seventh-day Adventist church

When asked what the key characteristics of the Seventh-day Adventist church are, many are unsure and do not know what defines the beliefs

and practices of the denomination. In fact, individuals are likely to believe that the Seventh-day Adventist church is just like other Christian denominations (21% Australia, 24% New Zealand).

For many, the word 'unfamiliar' comes to mind when thinking of the Seventh-day Adventist denomination. While Australians and New Zealanders see a key role of the church being to help people in need (55% Australia, 57% New Zealand), just one in ten believe this to be a key characteristic of the Seventh-day Adventist church (11% Australia, 11% New Zealand). Fewer still believe the Seventh-day Adventist church is involved in local community life/events (8% Australia, 9% New Zealand).

Australians and New Zealanders question the relevance of the Seventh-day Adventist church in the 21st century

Just one in six individuals strongly or somewhat agree that the Seventh-day Adventist church is relevant in the 21st century (17% Australia, 16% New Zealand). Similarly, just one in seven agree that it is relevant to their age group (15% Australia, 16% New Zealand).

Interestingly, younger generations are more likely to recognise the relevance of the Seventh-day Adventist church today. Younger Australians are more likely to believe that the Seventh-day Adventist church is relevant to their age group (23% Gen Z, 19% Gen Y cf. 17% Gen X, 10% Baby Boomers, 6% Builders) and is relevant in the 21st century (25% Gen Z, 22% Gen Y cf. 17% Gen X, 10% Baby Boomers, 11% Builders).

The same is true for New Zealand where younger generations are more likely to agree the Seventh-day Adventist denomination is relevant to their age group (26% Gen Z, 18% Gen Y cf. 14% Gen X, 12% Baby Boomers, 7% Builders). They are also more likely to agree the church is relevant in the 21st century (25% Gen Z, 18% Gen Y cf. 16% Gen X, 12% Baby Boomers, 7% Builders). This highlights a great opportunity for the Seventh-day Adventist

church to investigate how to engage with individuals across a range of age groups.

Two in three individuals have never seen any Seventh-day Adventist marketing before

Overall, Australians and New Zealanders are unlikely to have seen any Seventh-day Adventist marketing or media before (68% Australia, 63% New Zealand). Individuals are most familiar with letter drops (12% Australia, 13% New Zealand), local church signs (9% Australia, 12% New Zealand) or printed materials (10% Australia, 10% New Zealand). However, very few individuals have seen any advertising on TV (6% Australia, 10% New Zealand), social media (6% Australia, 6% New Zealand) or radio (5% Australia, 3% New Zealand).

Younger generations are more likely to attend a Seventh-day Adventist activity

While most Australians and New Zealanders are unlikely to attend a Seventh-day Adventist activity, individuals are more inclined to attend community-focused activities such as a community service activity (35% Australia, 36% New Zealand), family social event (34% Australia, 37% New Zealand) or a social activity (34% Australia, 37% New Zealand).

Overall, younger generations are more open to attending a range of Seventh-day Adventist activities than their older counterparts. Younger Australians are particularly open to attending an online church service (52% Gen Z, 38% Gen Y cf. 24% Gen X, 9% Baby Boomers, 9% Builders) and community service events (56% Gen Z, 45% Gen Y cf. 33% Gen X, 24% Baby Boomers, 16% Builders).

Younger New Zealanders are similar, having a greater openness to attending an online church service (48% Gen Z, 31% Gen Y cf. 19% Gen X, 13% Baby Boomers, 9% Builders) and community service events (58% Gen Z, 45% Gen Y cf. 29% Gen X, 25% Baby Boomers, 14% Builders).

Key recommendations

1. Clearly communicate the core beliefs and principles of the Seventh-day Adventist church

As almost half of Australians and New Zealanders (46%) are unfamiliar with the Seventh-day Adventist church, and a further 35% believe it is just like other Christian denominations, promoting the core beliefs of the Seventh-day Adventist denomination will increase awareness and encourage engagement across all generations.

Clearly communicate the core values of the Seventh-day Adventist church to increase awareness and engagement among all generations.

2. Invest in a social media presence

While younger generations are most unfamiliar with the Seventh-day Adventist church, they are more open to learning about the denomination and attending Seventh-day Adventist activities. Being a digital generation, they are highly engaged with social media. However, just 6% of individuals have seen Seventh-day Adventist advertising through social media.

Invest in a strong social media presence by utilising platforms that younger generations frequently use and are familiar with.

3. Seek opportunities to make the local church a hub of connection

Many individuals believe a key role of the church is to help those in need (56%) and provide social connection (54%). However, just 12% of individuals believe the Seventh-day Adventist church serves those in need and only 9% believe the church is involved in local community life/events.

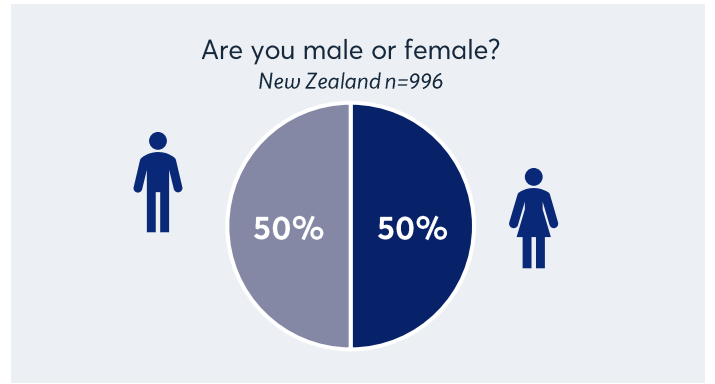
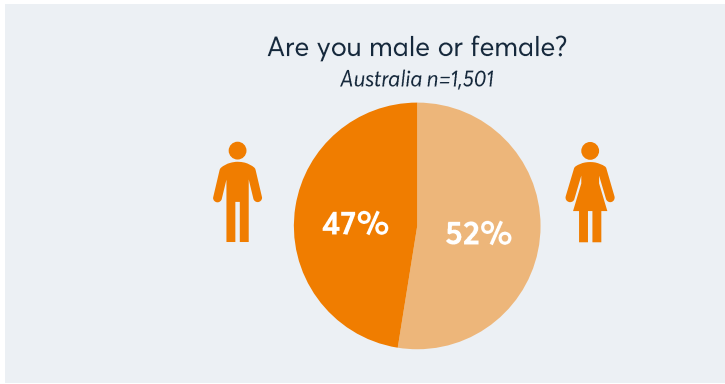
Seek opportunities to make the local Seventh-day Adventist church a hub of connection and service in local communities.

4. Help Australians and New Zealanders understand the relevance of the Seventh-day Adventist church today

A high proportion of individuals don't see how the Seventh-day Adventist church is relevant to their lives. In fact, just 16% agree that it is relevant to their age group while 4% believe the Seventh-day Adventist church is relevant in the 21st century.

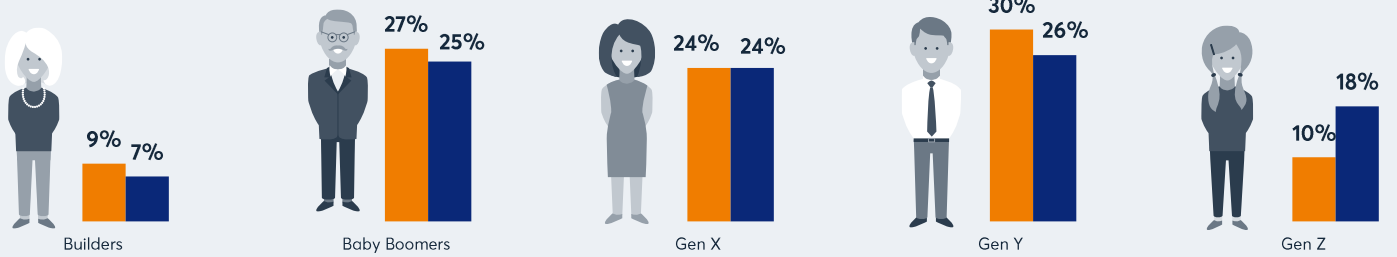
Help individuals understand why the Seventh-day Adventist church is relevant today by communicating how the church provides hope both now and in the future.

Demographic summary



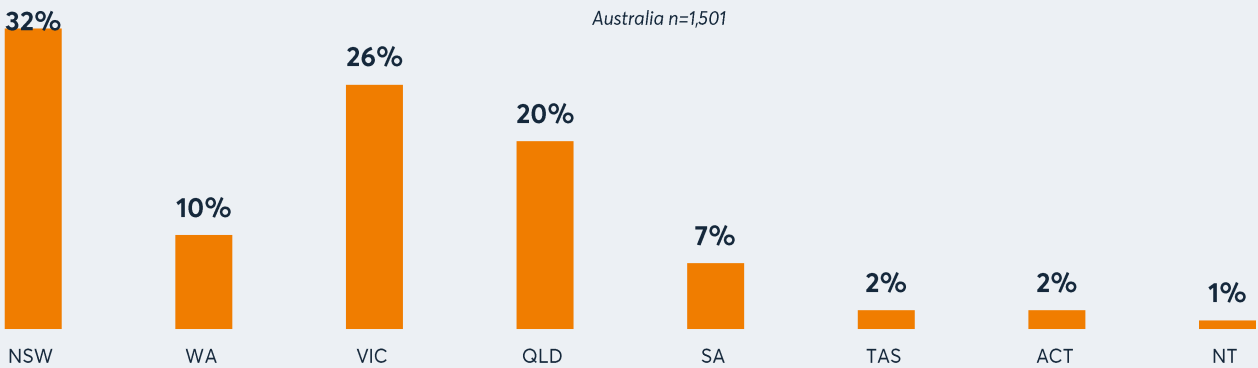
What age will you be in 2022?

■ Australia ■ New Zealand



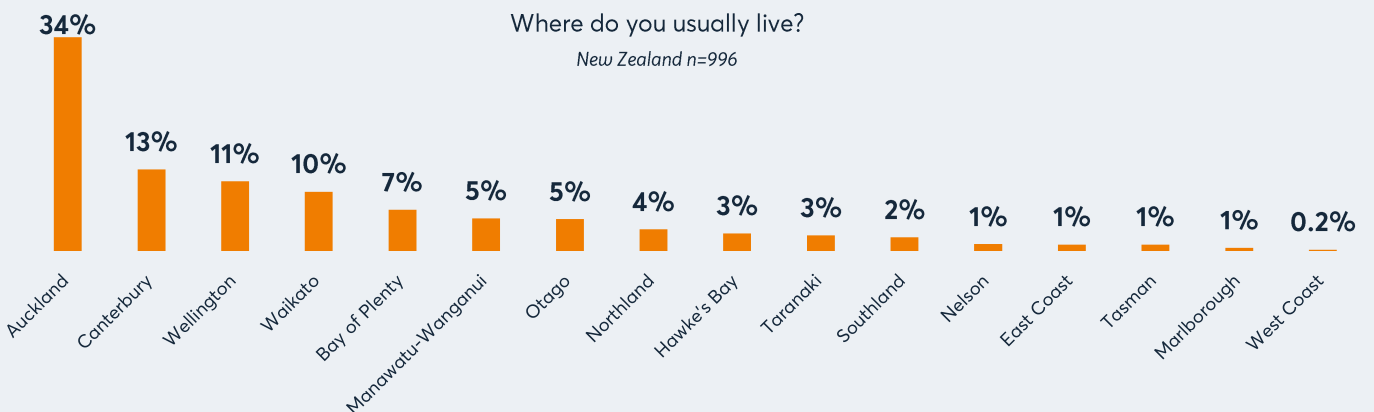
Where do you usually live?

Australia n=1,501



Where do you usually live?

New Zealand n=996



The religious landscape of Australia and New Zealand

Two in five do not identify with a religion or spiritual belief.

The religious landscape in Australia and New Zealand is diverse and evolving. While Australians and New Zealanders are most likely to identify with Christianity (45% Australia, 36% New Zealand), a similar proportion of individuals in both Australia and New Zealand do not identify with any religion or spiritual belief (38% New Zealand, 35% Australia). Evidence of a shift away from traditional religions is clear, as one in ten individuals (11% Australia, 14% New Zealand) have spiritual beliefs but do not identify with any main religion.

Younger generations in New Zealand are more likely than their older counterparts to not identify with any religion or spiritual belief (49% Gen Z, 43% Gen Y cf. 40% Gen X, 30% Baby Boomers, 20% Builders).

With a shift away from traditional religions, it is unsurprising that more than half of individuals do not attend any religious services (54% Australia, 52% New Zealand). Of those who do attend a religious service, it is interesting to note that a similar proportion attend weekly (14% Australia, 14% New Zealand) or attend less than annually (12% Australia, 15% New Zealand). This shows that even among those who identify with a religion, only a portion actively practice their beliefs regularly, highlighting how varied the religious landscape itself is and, the commitment individuals have in practicing their beliefs.

Interestingly, while older generations are more likely to identify with a religion, they are less likely than their younger counterparts to attend a religious service at least monthly in Australia (20%

Builders, 15% Baby Boomers, 18% Gen X cf. 28% Gen Y, 40% Gen Z). This is also the case in New Zealand, although to a lesser extent (19% Builders, 16% Baby Boomers, 18% Gen X cf. 26% Gen Y, 36% Gen Z). This is perhaps evidence that cultural Christianity still exists among older individuals in Australia and New Zealand, where their religious affiliation is not reflected in practice and may also reveal an openness to explore religion and spirituality in younger people.

Individuals are likely to remain in their religion

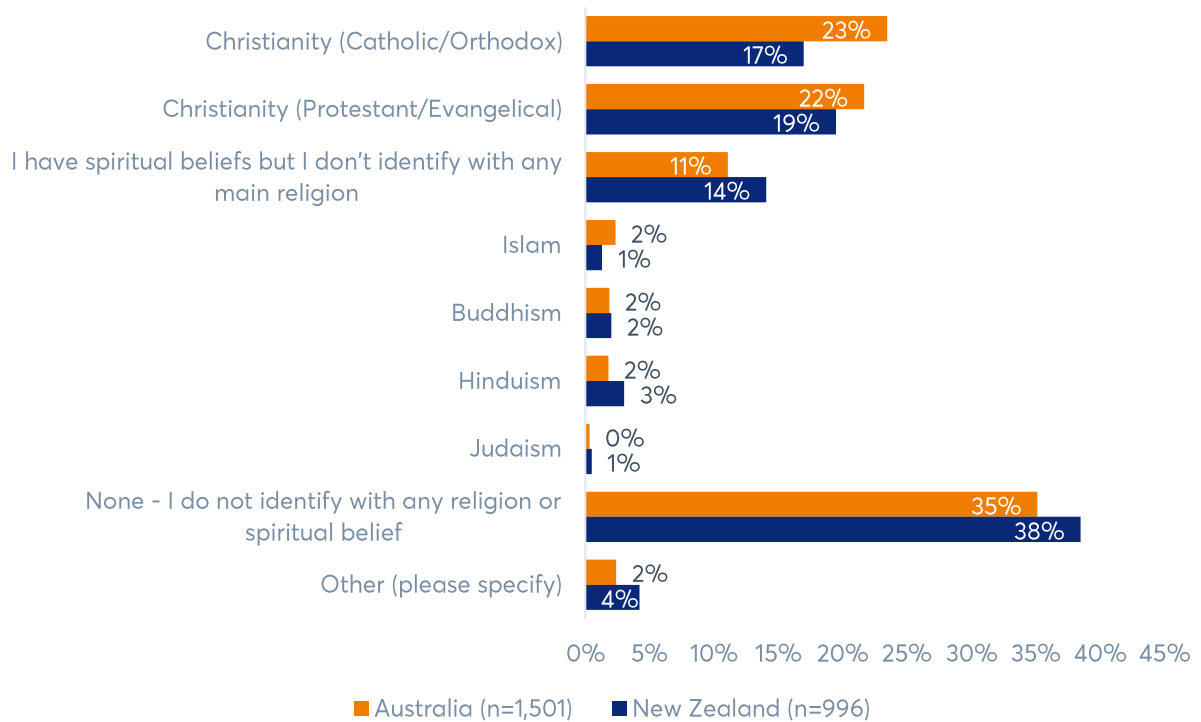
Despite a high proportion of individuals who do not identify with any main religion or attend a religious service, when asked about their attitude towards Christianity, Australians are most likely to consider themselves a Christian and to always have done (42%). One in three New Zealanders (32%) consider themselves a Christian and to always have done. A similar proportion (30% Australia, 33% New Zealand) are at the other end of the spectrum and have never considered themselves a Christian.

Reflective of the shift away from religion, one in ten individuals (11% Australia, 12% New Zealand) who used to identify as a Christian no longer identify with religion or spirituality, while a further one in ten individuals (8% Australia, 11% New Zealand) used to identify as a Christian and now identify as spiritual but not religious. Only a small proportion have never been a Christian but are open to it (3% Australia, 5% New Zealand).

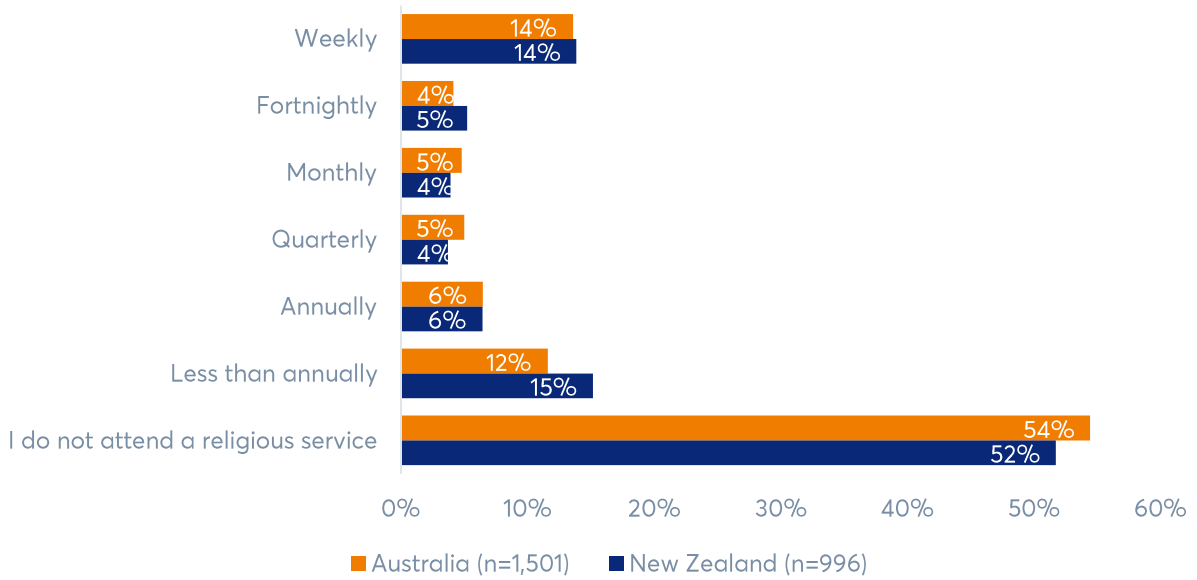
Older generations in Australia are more likely than their younger counterparts to consider themselves a Christian and to always have done (68% Builders, 53% Baby Boomers, 41% Gen X cf. 31% Gen Y, 27% Gen Z).

Similarly, older generations in New Zealand are more likely than their younger counterparts to consider themselves a Christian and to always have done (61% Builders, 46% Baby Boomers, 30% Gen X cf. 21% Gen Y, 21% Gen X).

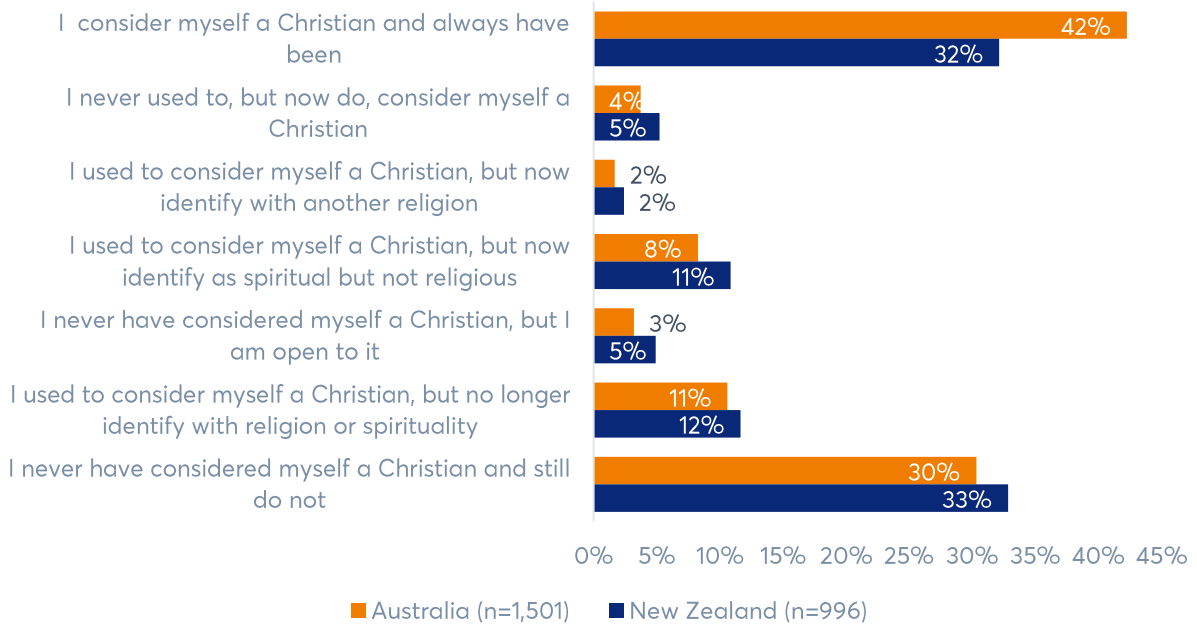
What religion do you currently practice or identify with?



How frequently do you attend a religious service (either online or in person)?



What is your personal position regarding Christianity?



Australians and New Zealanders have differing levels of openness towards attending a religious service.

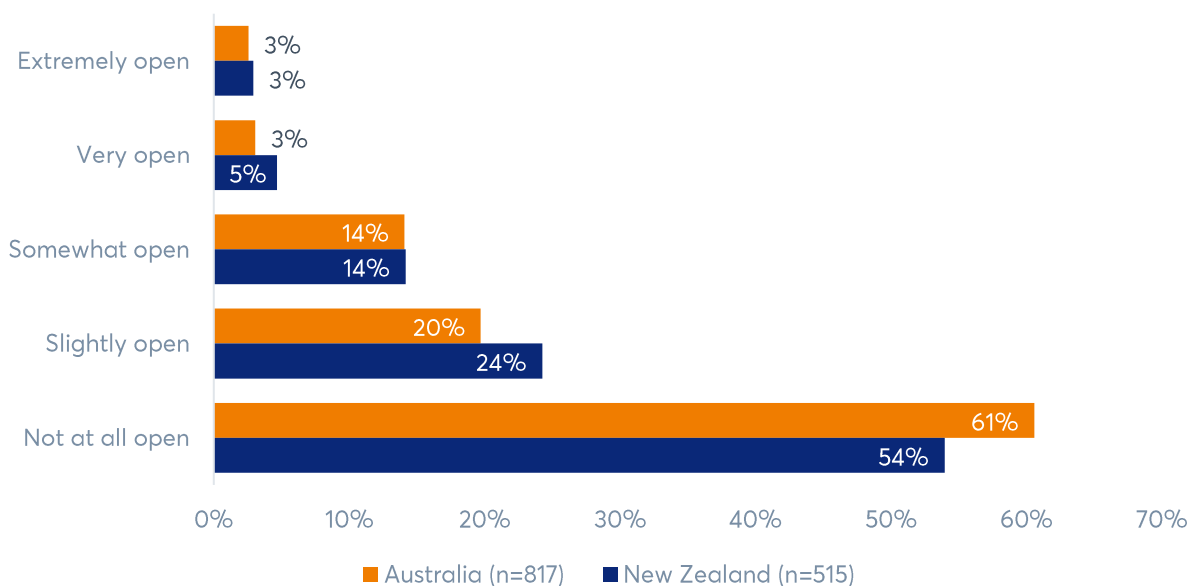
New Zealanders are more open to attending a religious service

Of those who do not currently attend a religious service, three in five Australians (61%) are not at all open to attending a religious service either online or in-person while just over half of New Zealanders feel the same (54%). Of those who are open to attending a religious service, just 6% of Australians and 8% of New Zealanders are extremely or very open. One in seven are somewhat open (14%

Australia, 14% New Zealand) while one in five (20% Australia, 24% New Zealand) are slightly open, highlighting some hesitancy in individuals who are open to attending a religious service.

Overall, New Zealanders are more open to attending a religious service, suggesting that while religion may be more commonplace in Australian society, there is a greater openness to explore Christianity in New Zealand.

How open are you to attend a religious service (in-person or online)?



Almost half of Australians and New Zealanders are unfamiliar with the Seventh-day Adventist Church.

Many individuals are unfamiliar with the breadth of denominations across Australia and New Zealand.

In Australia, individuals are least familiar with Pentecostal (54%), Orthodox (45%) and Seventh-day Adventist (43%) denominations. Australians are most familiar with and feel most positively towards the Salvation Army (45%) and the Anglican church (41%).

New Zealanders overall are less familiar with Christian denominations

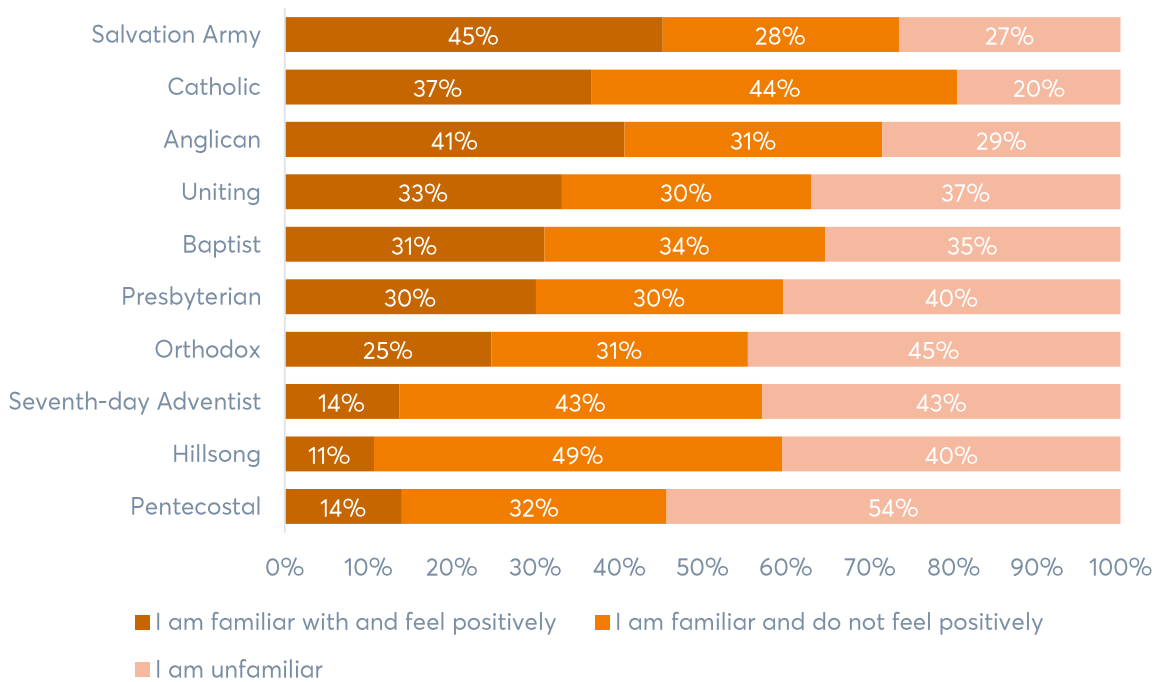
Overall, individuals in New Zealand are less familiar with the listed church denominations.

New Zealanders are least familiar with Uniting (76%), Hillsong (68%), Orthodox (61%) and Pentecostal (61%) denominations. New Zealanders are most familiar with and feel most positively towards the Salvation Army (47%) and the Anglican church (37%).

Across both Australia and New Zealand, individuals lack familiarity with the Seventh-day Adventist church and of those who are familiar, many do not feel positively. In fact, two in five individuals are familiar with the Seventh-day Adventist denomination and do not feel positively towards it (43% Australia, 38% New Zealand).

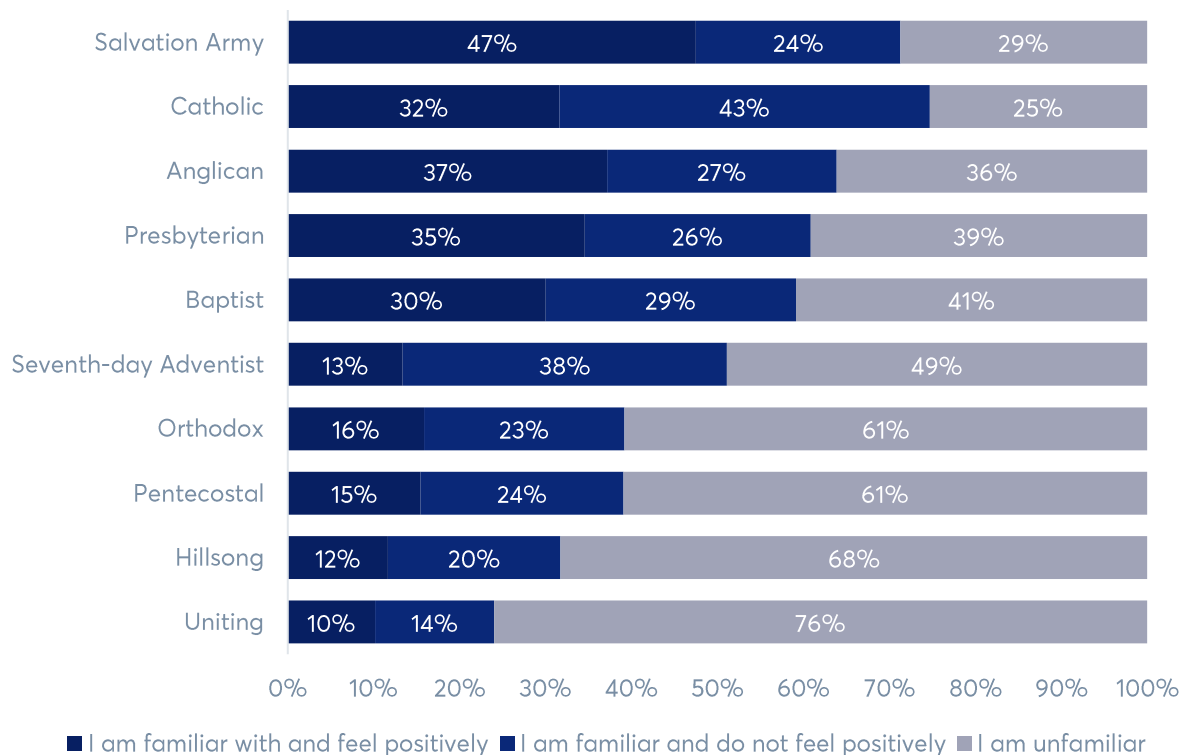
When thinking of the following church denominations, which of the following best describes you?

Australia n=1,501



When thinking of the following church denominations, which of the following best describes you?

New Zealand n=996



Perception of the church in Australia and New Zealand

The church is a place of connection and hope.

Overall, individuals perceive the church as a benefit to society, playing an important role in helping those in need and providing connection and hope. More than half of individuals (55% Australia, 57% New Zealand) believe the greatest benefit of the church to the wider community is helping those in need while a similar proportion believe the church provides a place of social connection (50% Australia, 60% New Zealand) and provides people with hope (50% Australia, 54% New Zealand). Australians and New Zealanders also believe the church plays a role in shaping the morals of younger generations (39% Australia, 44% New Zealand).

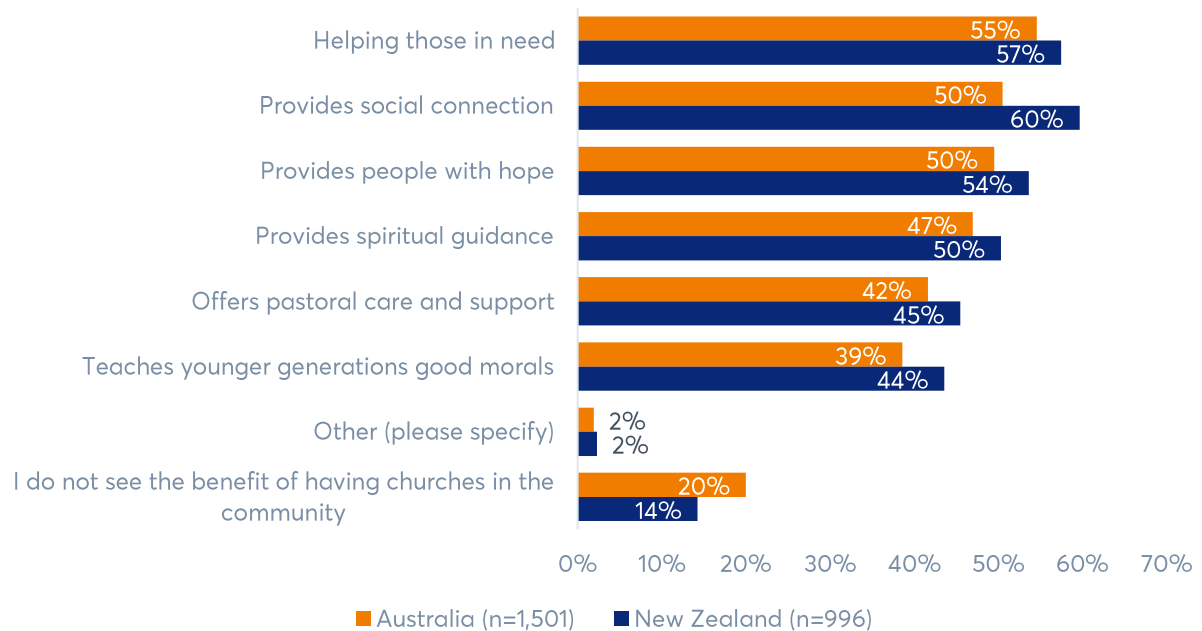
Australians are less likely to recognise the benefit of the church in the community

One in five Australians (20%) do not see the benefit of having churches in the community compared to 14% of New Zealanders. While this may be reflective of the general unfamiliarity of individuals towards the church, it also points to the fact that individuals do not see what the church does and the impact it has on the wider community.

Older Australians are more likely to believe a key benefit of the church to the wider community is that it helps people in need (67% Builders, 59% Baby Boomers, 52% Gen X cf. 52% Gen Y, 44% Gen Z).

What do you believe is the benefit of churches to the wider community?

Please select all that apply



Respecting others' beliefs and worldviews is important to Australians and New Zealanders.

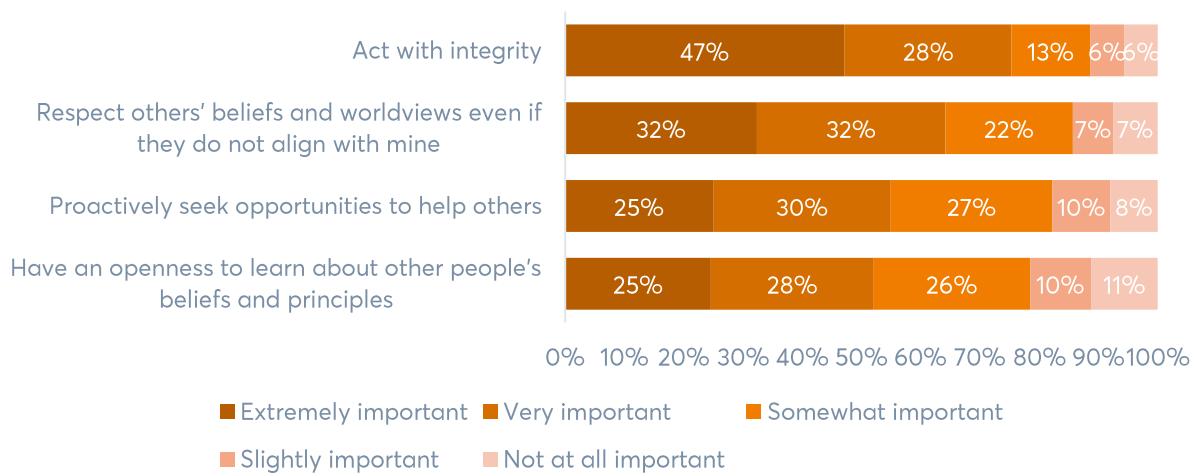
Both Australians and New Zealanders believe integrity and respect are important in society. Around three in four Australians (75%) and New Zealanders (77%) consider acting with integrity to be extremely/very important.

Intriguingly, while individuals believe that respecting others' beliefs is important, they are less likely to be open to learning about those beliefs. A

high proportion individuals (64% Australia, 69% New Zealand) believe respecting others' beliefs and worldviews is extremely or very important even if they do not align with their own. However, individuals are less likely to believe that having an openness to learn about other people's beliefs and principles is extremely or very important (52% Australia, 55% New Zealand).

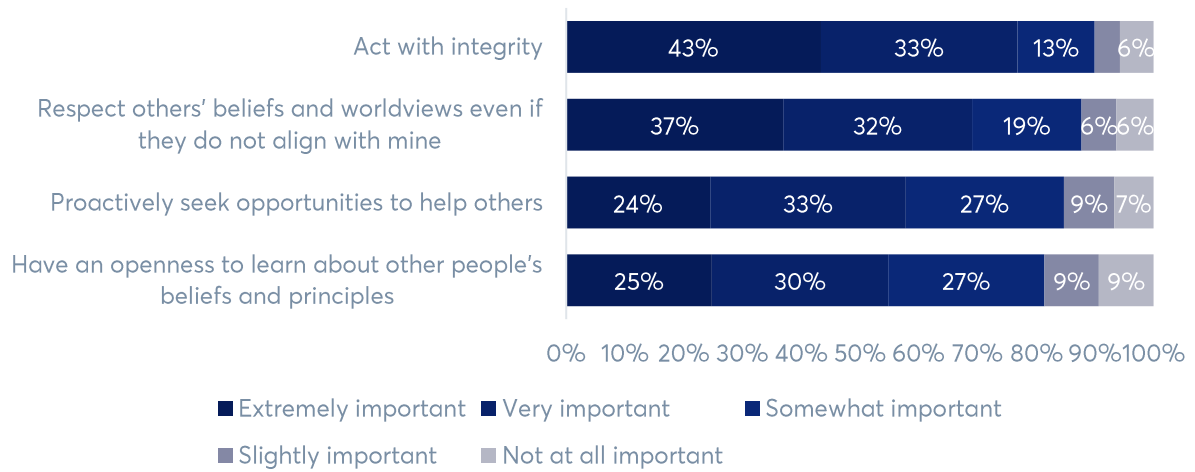
How important do you believe the following are?

Australia n=,1501



How important do you believe the following are?

New Zealand n=996



Perception of the Seventh-day Adventist Church

Many Australians and New Zealanders do not know how to describe the Seventh-day Adventist church.

When asked what three words come to mind when thinking about the Seventh-day Adventist church, many individuals do not know how to describe their understanding. In fact, the most common response was 'none' and was closely followed by 'unfamiliar' and 'different'. This highlights a general lack of understanding among Australians and New Zealanders towards the core beliefs and principles of the Seventh-day Adventist denomination.

Other key words used to describe the Seventh-day Adventist Church include restrictive, Christian and Saturday.

Australians and New Zealanders are most likely to associate the Seventh-day Adventist church as Bible-believing

Individuals are most likely to see the Seventh-day Adventist church as Bible believing (26% Australia, 31% New Zealand) while a similar proportion believe a key characteristic is having services on a Saturday (21% Australia, 28% New Zealand). Australians and New Zealanders are also likely to

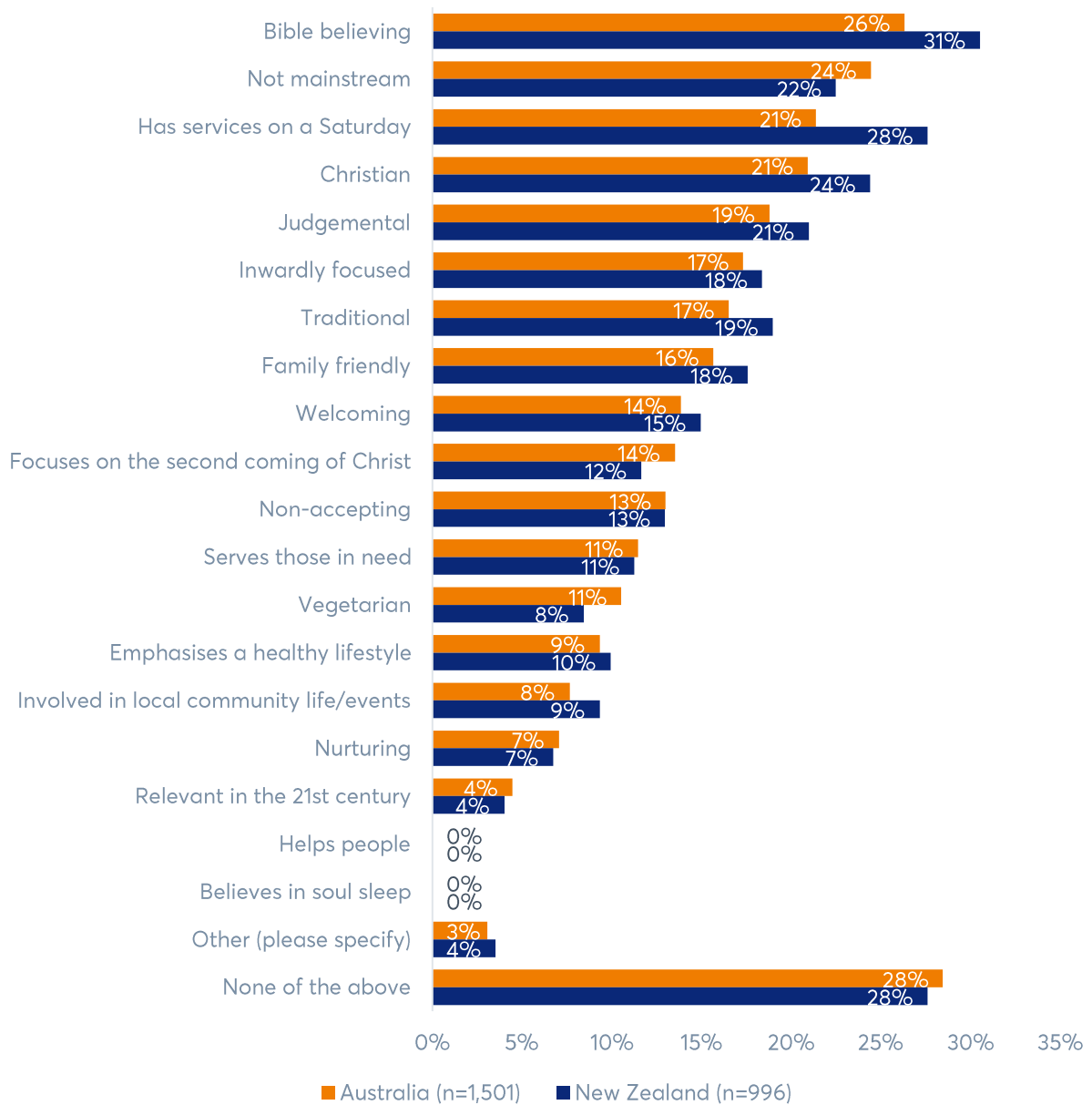
perceive the Seventh-day Adventist church as not mainstream (24% Australia, 22% New Zealand) and Christian (21% Australia, 24% New Zealand).

While Australians and New Zealanders see a key role of the church is to help people in need, just one in ten believe this to be a key characteristic of the Seventh-day Adventist church (11% Australia, 11% New Zealand). Similarly, while Australians and New Zealanders see a key role of the church as being a place of social connection, individuals are unlikely to believe the Seventh-day Adventist church is involved in local community life/events (8% Australia, 9% New Zealand) while only 4% believe the Seventh-day Adventist church is relevant in the 21st century.

It is also noteworthy that the highest proportion of Australians and New Zealanders do not know what the key characteristics of the Seventh-day Adventist church are, reinforcing the overarching unfamiliarity of many Australians and New Zealanders with this denomination (28% Australia, 28% New Zealand).

Which of the following do you see as key characteristics of the Seventh-day Adventist church?

Please select all that apply.



Individuals are most familiar with the Seventh-day Adventist movement through churches.

Churches play a key role in people’s awareness of the Seventh-day Adventist movement. Of those individuals who are familiar with the Seventh-day Adventist movement, individuals are most familiar through churches rather than other establishments (40% Australia, 48% New Zealand). Almost two in five know the Seventh-day Adventist movement through churches and other establishments equally (37% Australia, 37% New Zealand). Australians (23%) are more likely than New Zealanders (16%) to know of the Seventh-day Adventist movement through other establishments rather than churches.

Individuals do not know how the Seventh-day Adventist church differs from other Christian denominations

Compared to other Christian denominations, individuals likely do not know anything about the Seventh-day Adventist Church (34% Australia,

36% New Zealand) or believe it is just like other Christian denominations (30% Australia, 32% New Zealand), showing further work can be done to present to Australians and New Zealanders the unique characteristics of the Seventh-day Adventist church. Just one in eight (13% Australia, 12% New Zealand) believe the Seventh-day Adventist church is positively different from other Christian denominations.

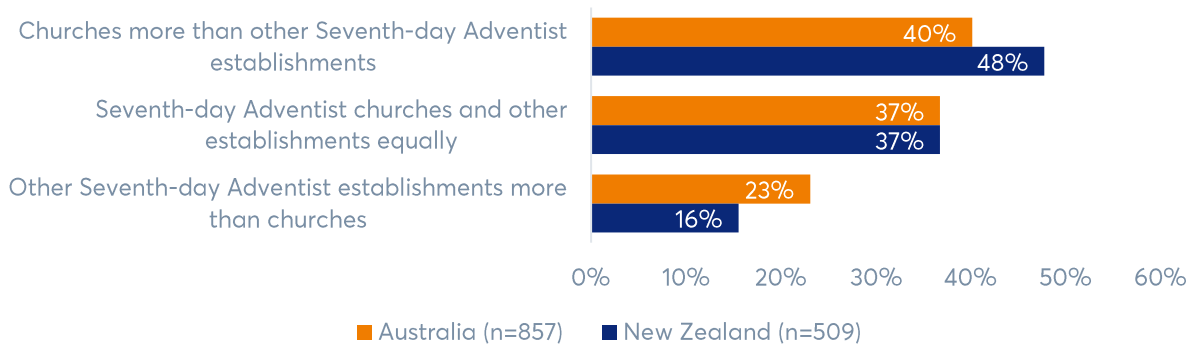
Younger generations are less likely to understand how the Seventh-day Adventist church differs from other denominations

In both Australia and New Zealand, younger generations are more likely to consider the Seventh-day Adventist church the same as other Christian denominations, while older generations are more likely to believe it is negatively different from other Christian denominations.

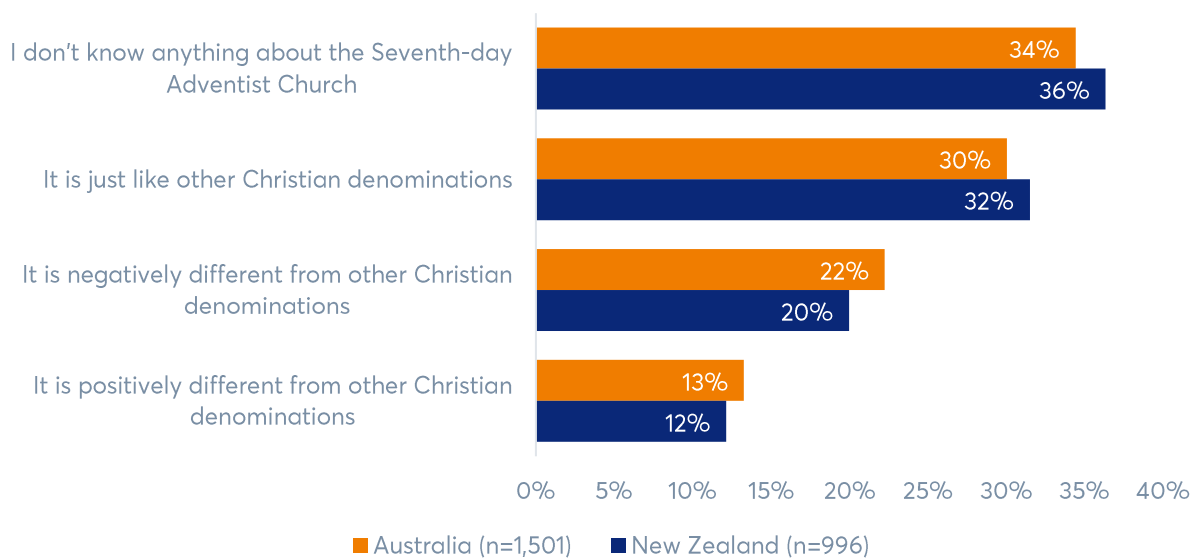
Which of the following best describes the Seventh-day Adventist Church?	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
It is just like other Christian denominations	33%	38%	32%	25%	10%
It is negatively different from other Christian denominations	17%	17%	18%	32%	27%

Which of the following best describes the Seventh-day Adventist Church?	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
It is just like other Christian denominations	41%	38%	29%	23%	22%
It is negatively different from other Christian denominations	11%	15%	16%	31%	32%

Do you know of the Seventh-day Adventist movement through its churches or through its other establishments? (e.g. schools, hospital, aged care)



Which of the following best describes the Seventh-day Adventist Church, compared with other Christian denominations?



Engagement with the Seventh-day Adventist movement

Australians and New Zealanders are unaware of the Seventh-day Adventist church in their local area.

For many Australians and New Zealanders, their awareness of the Seventh-day Adventist movement in their local area is minimal. In fact, three in four Australians (77%) and seven in ten New Zealanders (69%) do not know of a Seventh-day Adventist church in their local suburb or town. While New Zealanders are more likely than Australians to know of a Seventh-day Adventist church in their local area (23% Australia, 31% New Zealand), they are less likely to see the benefit of churches in the local community generally, posing a great opportunity for the Seventh-day Adventist church to highlight how they benefit the local communities they operate in.

Australians who live in a metro area are less likely to know of a Seventh-day Adventist church in their local suburb/town (79% metro, 73% non-metro).

In New Zealand, individuals who live in a metro area are more likely to know of a Seventh-day Adventist church in their local suburb/town (34% metro, 27% non-metro).

Having a local Seventh-day Adventist church positively influences individual's perceptions of the denomination

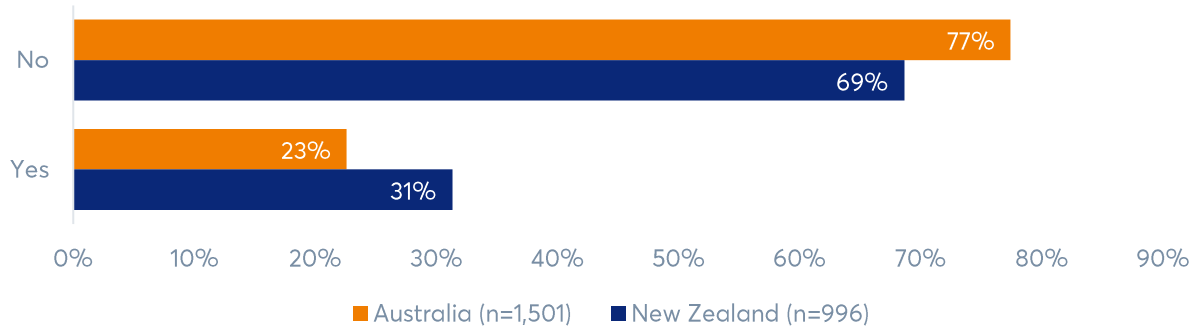
The role that the local church plays in helping people understand the Seventh-day Adventist

church is important. While almost half of those who are aware of a Seventh-day Adventist church in their local community, believe it has neither a positive nor negative influence on their perception of the denomination (44% Australia, 48% New Zealand), a similar proportion believe it has a positive influence. In fact, for one in three individuals, having a local Seventh-day Adventist church in their local suburb or town has an extremely/somewhat positive impact (31% Australia, 28% New Zealand). Just one in ten believe having a local Seventh-day Adventist church has a negative impact on their perception of the denomination (10% Australia, 8% New Zealand).

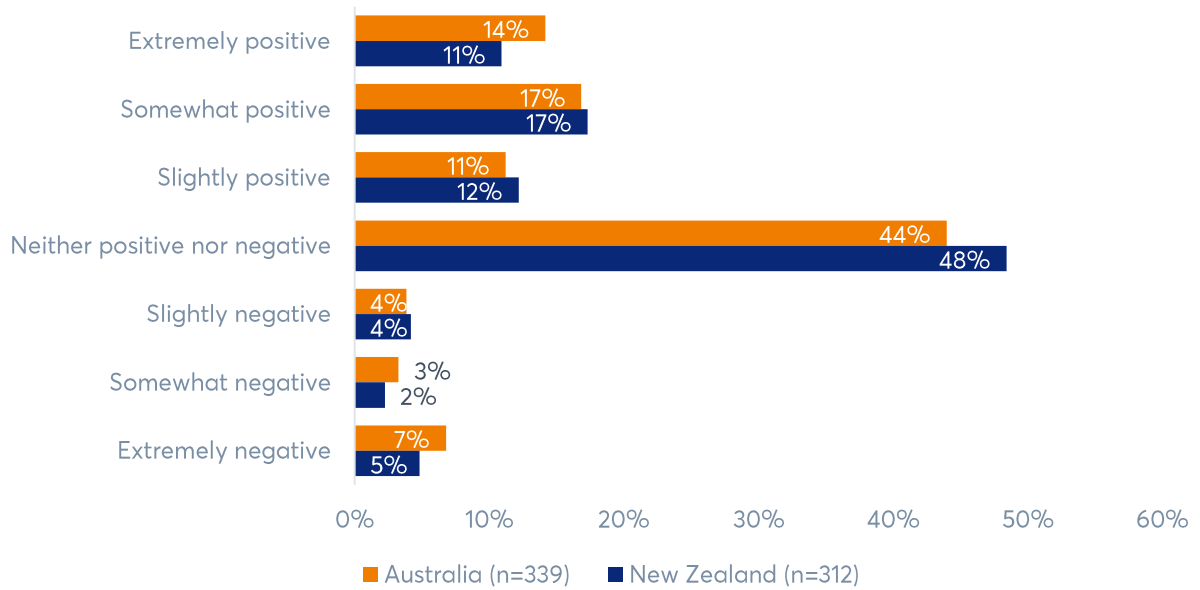
Australians who live in a metro area are more likely to believe that having a Seventh-day Adventist church in their local suburb/town has positively influenced their perception of the denomination (46% metro cf. 33% non-metro).

Similarly, individuals in metro areas in New Zealand are more likely to believe having a Seventh-day Adventist church in their local area has had a positive impact on their perception of the denomination (44% metro cf. 32% non-metro).

Do you know of a Seventh-day Adventist church in your local suburb/town?



What influence do you believe having a Seventh-day Adventist church in your local suburb/town has on your perception of the Seventh-day Adventist denomination?



Individuals are unlikely to have engaged with Seventh-day Adventist marketing and media.

Across both Australia and New Zealand, it is unlikely that individuals have seen or engaged with any Seventh-day Adventist content before. In fact, two in three individuals have never seen any Seventh-day Adventist marketing or media before (68% Australia, 63% New Zealand). Individuals who have previously seen Seventh-day Adventist content are most familiar with letter drops (12% Australia, 13% New Zealand), printed materials (10% Australia, 10% New Zealand) and local church signs (9% Australia, 12% New Zealand).

Individuals are least likely to have seen Seventh-day Adventist advertising through social media (6% Australia, 6% New Zealand) and radio (5% Australia, 3% New Zealand), which perhaps explains the low level of familiarity and engagement among younger Australians and New Zealanders toward the Seventh-day Adventist church.

Australians are unfamiliar with FaithFM

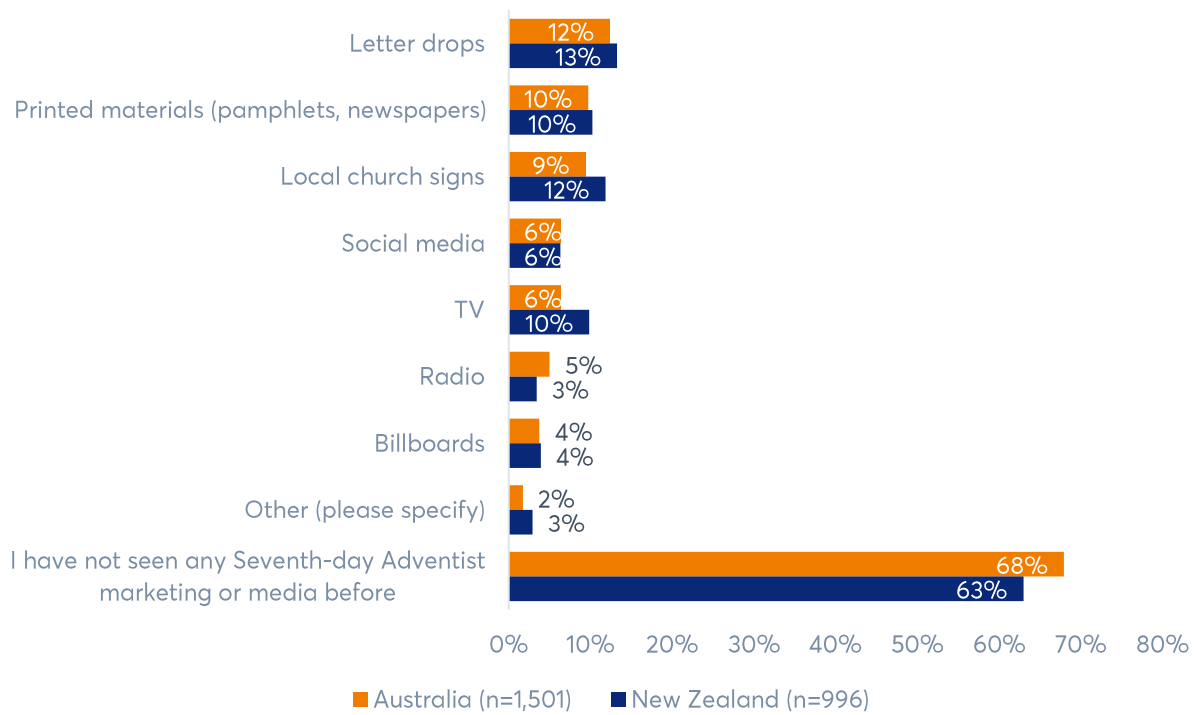
With the small proportion of individuals who have engaged with the Seventh-day Adventist church via radio before, it is unsurprising that most Australians have not heard of FaithFM (80%). Of those who have heard of FaithFM, few have engaged (13%), while just 6% have engaged with FaithFM previously.

Half of New Zealanders have not heard of Hope Channel before

Similarly, engagement with Hope Channel is low among New Zealanders. Half of New Zealanders (50%) have not heard of Hope Channel before, while 39% have heard of it but have not engaged. The high proportion of New Zealanders who have heard of but not engaged with Hope Channel before highlights that awareness of Seventh-day Adventist media does not necessarily result in engagement. One in ten New Zealanders (11%) have heard of and engaged with Hope Channel before.

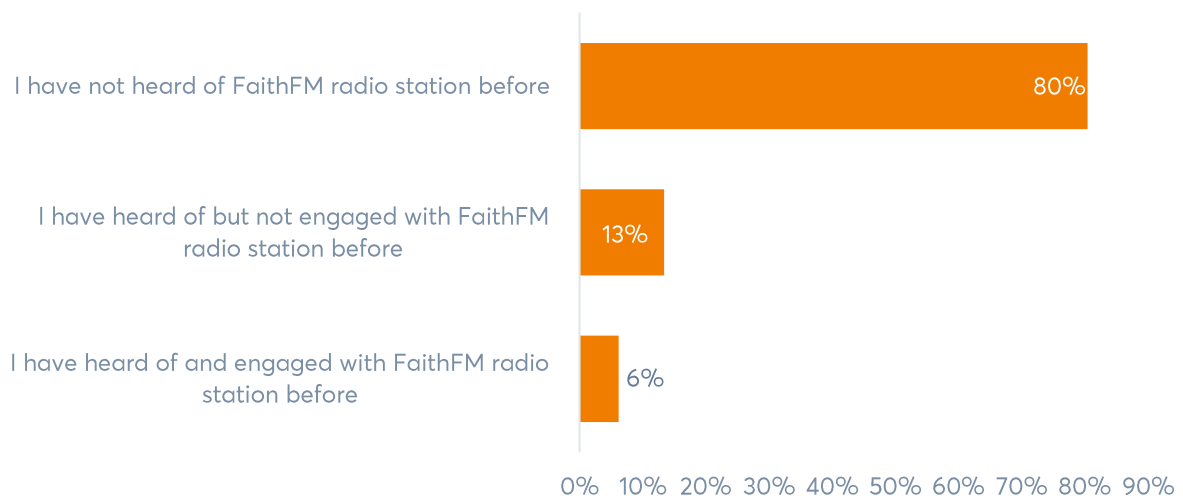
Where have you seen Seventh-day Adventist advertising or marketing before?

Please select all that apply



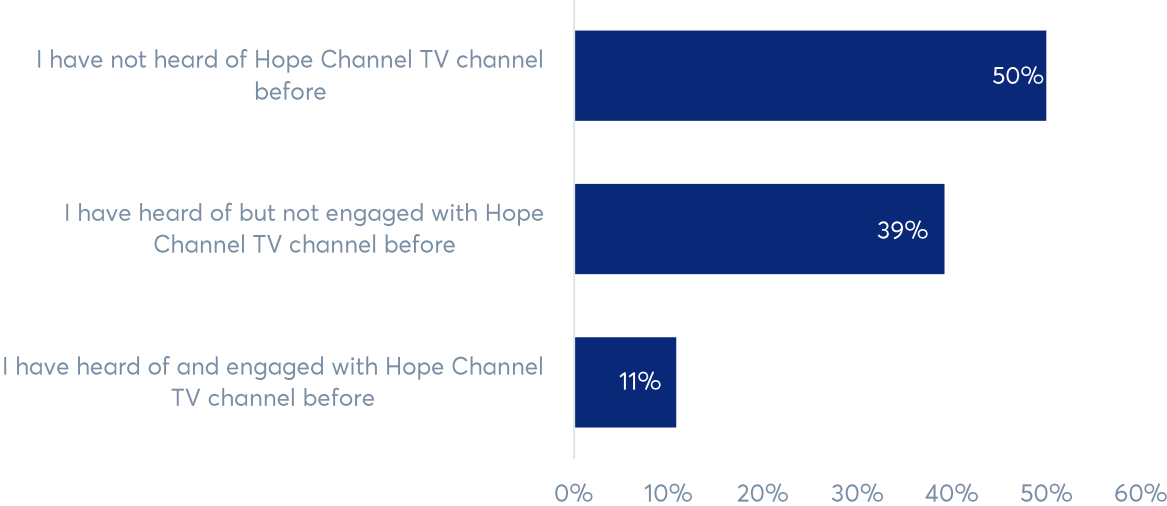
Have you heard of, or engaged with FaithFM radio?

Australian respondents n=1,752



Have you heard of, or engaged with Hope Channel?

New Zealand respondents n=996



Future sentiment

Individuals agree the church provides hope and meaning now and for the future.

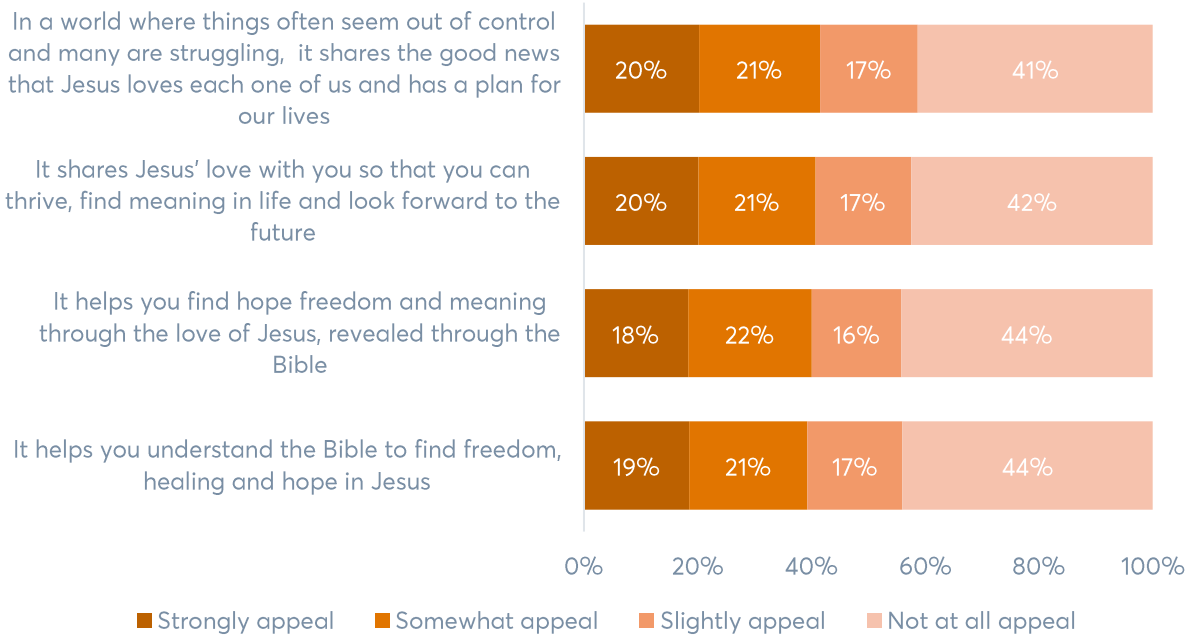
Many Australians and New Zealanders believe the church plays a role in sharing Jesus' love, giving individuals confidence that their lives have meaning now and, in the future. While the highest proportion of respondents do not find any of the statements provided appealing, individuals are most likely to find statements that point to the love of Jesus and the impact of His love most appealing.

New Zealanders find the statement *'It shares Jesus' love with you so that you can thrive, find meaning in*

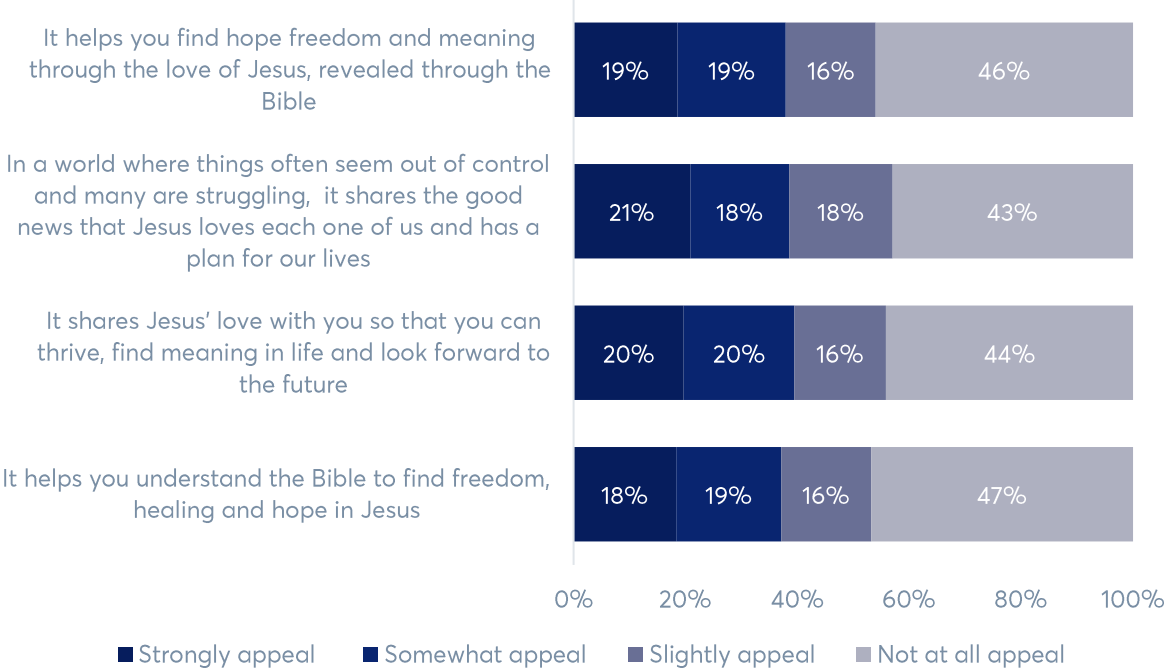
life and look forward to the future' most appealing (39%) while Australians consider the statement *'In a world where things often seem out of control and many are struggling, it shares the good news that Jesus loves each one of us and has a plan for our lives'*, most appealing (42%). The appeal of these statements to Australians and New Zealanders is perhaps reflective of the past two years and the impact the pandemic has had on how people perceive their present and their future circumstances.

To what extent do the following statements about church appeal to you?

Australia n=1,501



To what extent do the following statements about church appeal to you? New Zealand n=996



Australians and New Zealanders are unlikely to see the relevance of the Seventh-day Adventist church today.

While many Australians and New Zealanders are unfamiliar with the core beliefs of the Seventh-day Adventist church, individuals do agree that the beliefs and principles of the denomination are Bible based. In fact, two in five individuals strongly/somewhat agree that the Seventh-day Adventist church is a Bible-believing denomination (41% Australia, 42% New Zealand). One in three individuals agree the Seventh-day Adventist church is more traditional than contemporary (32% Australia, 36% New Zealand) and a similar proportion believe it emphasises doctrine more than relationships (33% Australia, 34% New Zealand).

In a world that is shifting away from tradition and becoming relationship centric, this perhaps explains why individuals are unlikely to agree that the Seventh-day Adventist church is relevant today. In fact, just one in seven individuals strongly or somewhat agree that the Seventh-day Adventist church is relevant to the 21st century (17% Australia, 16% New Zealand) and similarly, that the denomination is relevant to their age group (15% Australia, 16% New Zealand).

Younger Australians are more likely to agree that the Seventh-day Adventist Church is relevant today, particularly that it is relevant to their age group (23% Gen Z, 19% Gen Y cf. 17% Gen X, 10% Baby Boomers, 6% Builders) and that it is relevant in the 21st century (25% Gen X, 22% Gen Y cf. 17% Gen X, 10% Baby Boomers, 11% Builders).

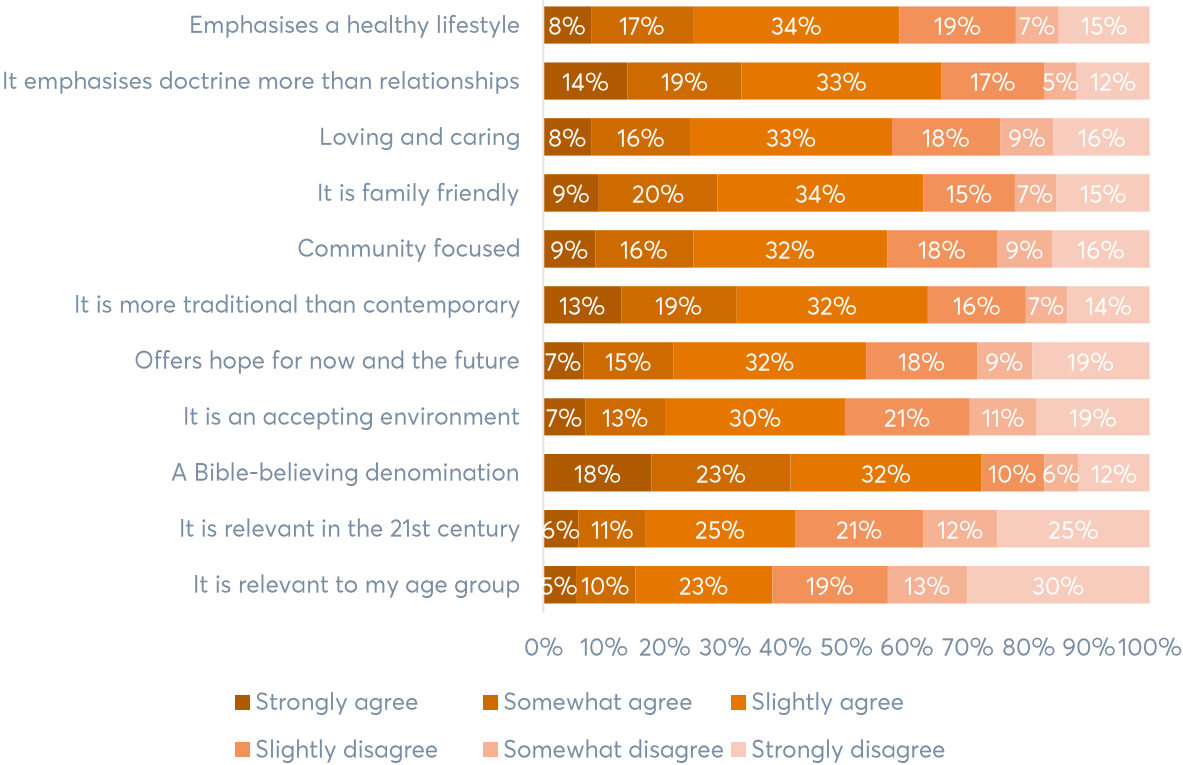
Similarly, younger New Zealanders are more likely to recognise the relevance of the Seventh-day Adventist church today. Particularly that it is relevant to their age group (26% Gen Z, 18% Gen Y cf. 14% Gen X, 12% Baby Boomers, 7% Builders) and is relevant in the 21st century (26% Gen Z, 18% Gen Y cf. 16% Gen X, 12% Baby Boomers, 7% Builders).

One in five believe the Seventh-day Adventist church is a place of community and hope

As both Australians and New Zealanders believe a key role of the church is being a place of hope, encouragingly, one in five strongly or somewhat agree that the Seventh-day Adventist church offers hope now and in the future (22% Australia, 21% New Zealand).

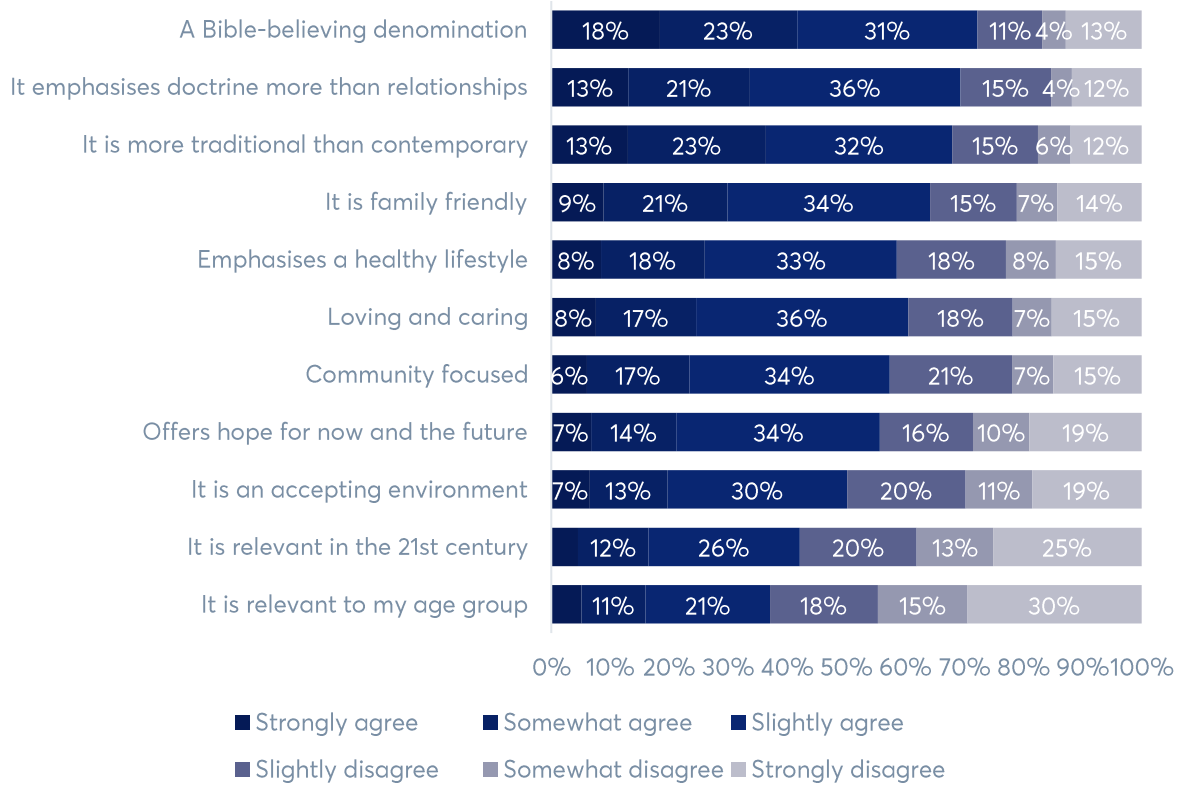
While Australians and New Zealanders are unlikely to believe the Seventh-day Adventist church is involved in community life, one in four individuals strongly/somewhat agree that the Seventh-day Adventist church is community focused (25% Australia, 23% New Zealand).

To what extent do you agree with the following statements about the Seventh-day Adventist church?
 Australia n=1,501



To what extent do you agree with the following statements about the Seventh-day Adventist church?

New Zealand n=996



Individuals are more likely to attend community-based activities.

While most Australians and New Zealanders would not attend a Seventh-day Adventist activity when asked by a family member or friend, individuals are more likely to consider attending community-based activities as opposed to a church service.

Australians are most likely to attend a community service activity (35%), family social event (34%) or a social activity (34%). Similarly, New Zealanders are most likely to attend a family social event (37%), a social activity (37%) or a community service activity (36%).

This perhaps points to the willingness of Australians and New Zealanders to actively participate in their local community but a disinterest in engaging with the Seventh-day Adventist church directly.

Younger generations are more willing to get involved in Seventh-day Adventist activities

Overall, younger generations are more likely to believe that an openness to learn about people’s beliefs different from their own is important and are more willing to attend Seventh-day Adventist activities when asked by a friend or family member.

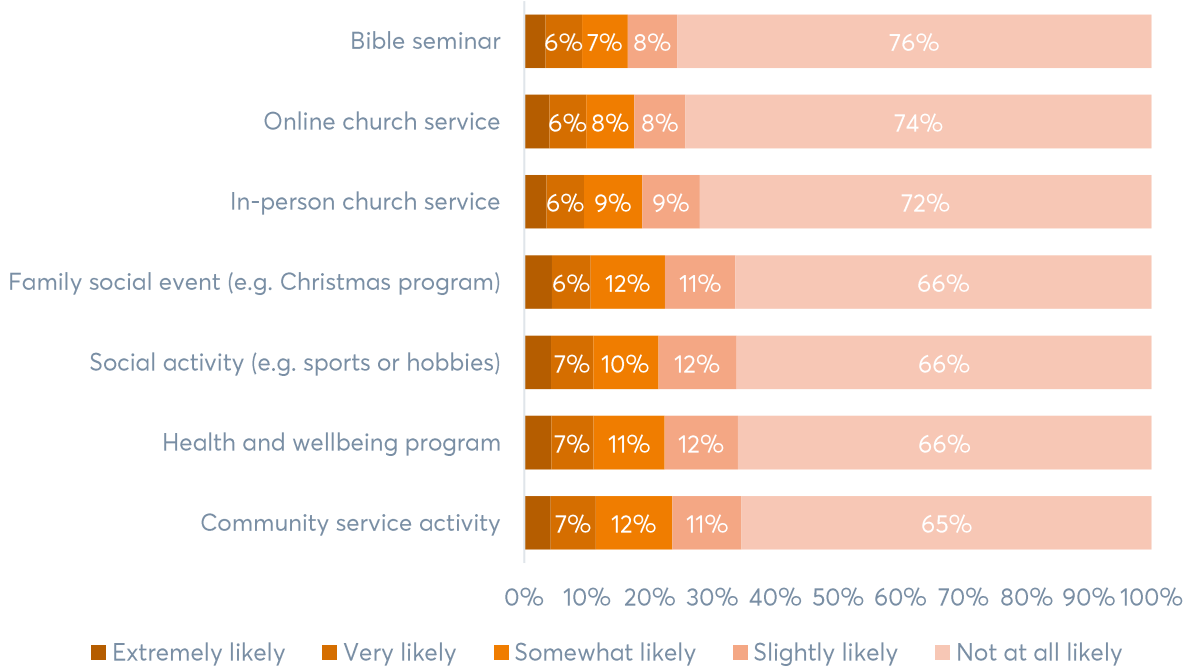
Unsurprisingly, younger individuals across Australia and New Zealand are more likely than their older counterparts to attend an online church service and are also more willing to get involved in community service and social activities.

How likely would you be to attend the following Seventh-day Adventist activities? (Extremely/very/somewhat/slightly likely)	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
Online church service	52%	38%	24%	9%	9%
Community service activity	56%	45%	33%	24%	16%
Social activity	56%	45%	32%	21%	14%

How likely would you be to attend the following Seventh-day Adventist activities? (Extremely/very/somewhat/slightly likely)	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
Online church service	48%	31%	19%	13%	9%
Community service activity	58%	45%	29%	25%	14%
Social activity	60%	44%	29%	24%	16%

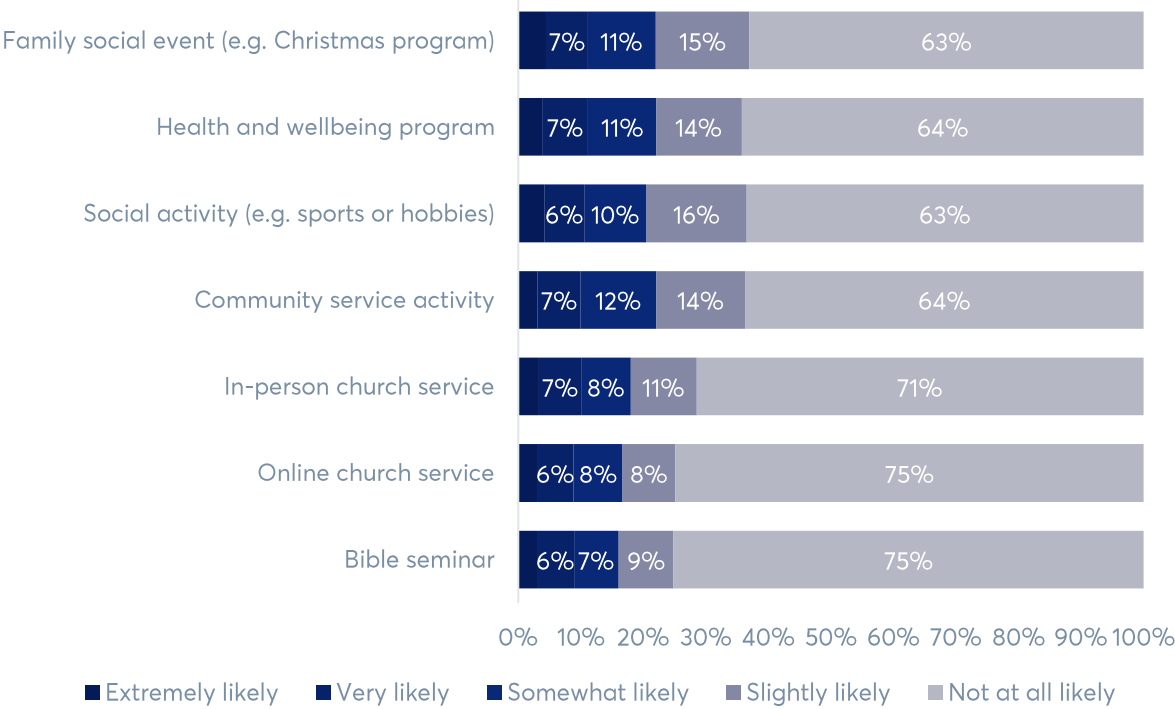
How likely would you be to attend the following Seventh-day Adventist activities if you were invited by a family member or friend?

Australia n=1,501



How likely would you be to attend the following Seventh-day Adventist activities if you were invited by a family member or friend?

New Zealand n=996



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