

Institute of Church Ministry
October 16, 2018



Adventist Review

Mission Effectiveness

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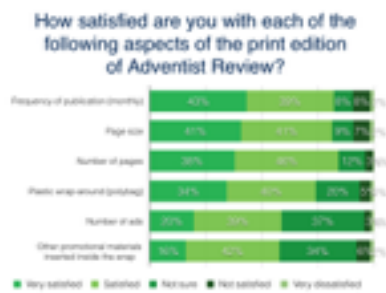
Evaluation Report

“Significant thought and experimentation must be devoted to connecting with new generations. . .

Adventist Review Assessment Survey Results

818 Respondents
January 2018

INSTITUTE of CHURCH MINISTRY



Adventist Review Assessment Survey Tables

Q. How often do you read the Adventist Review?

Do not include non-readers

Rate	Frequency	Percent	Valid Percent
Never	50	6.1	6.6
Occasionally	80	9.8	10.6
Most months	110	13.4	14.6
Every month	300	36.7	39.1
More often	311	38.1	40.5
Total	451	55.1	59.5
Missing	101	12.4	
Total	552	67.5	

Do Not Read

Rate	Frequency	Percent	Valid Percent
Never	50	10.0	14.4
Occasionally	100	10.0	14.4

Reported frequency percent of those respondents. Tables are not necessarily percent of the readers.

How often do they look at the online edition?

They do not necessarily indicate that they look at the online edition of the Adventist Review at least once a week (28 percent) or multiple times per week (22 percent). Another three percent are daily readers. Group B Younger respondents are more likely to be daily readers and those who reside in the United States are also more likely to be frequent readers.

Based on data of the respondents (21 percent) reported that they look at the online edition no more than once a month. Nearly half of these (33 percent) only look at it once to five times a year. These are occasional readers, not regular consumers. Respondents over 50 are more likely to be in this category.

A quarter of the respondents said they have never looked at the Adventist Review online (25 percent) or perhaps just one time (2 percent). Respondents over 50 are more likely to be in this category, as are women.

How long have they been receiving the paper magazine in the mail?

Seven in ten respondents indicated that they have been receiving the print edition of the Adventist Review in the mail for four years or longer (Group B). Another 13 percent said they have received it for three years or less, and those represent the new subscribers to the magazine. Yet another 10 percent indicated that they do not receive a copy of the print magazine anymore, and 2 percent said they do not receive a copy of the Adventist Review.

Petr Činčala, PhD. & ICM team

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Adventist Review Mission-Effectiveness Evaluation

Summary Report and Recommendations

Over a year ago the General Conference Office of Archives and Statistics and Research commissioned a mission-effectiveness evaluation of the Adventist Review. Petr Činčala of the Institute for Church Ministry conducted the survey research and analysis, along with a research team including John Gavin and Shannon Trecartin.

The research team, in consultation the Adventist Review leadership, developed a short survey. A total of 955 completed surveys were received from Adventist Review subscribers through a mixed sampling process to include mailed surveys, email invitations to take the survey online through the subscribers email list, the ARM eNewsletter, and printed editions. Responses were tabulated and comparisons were made between responses and demographic variables such as age/generation.

Most respondents are more than 50 years old and half are 70 years old; many are highly educated. They are long-time members of the Adventist church, active in local church leadership, and include families with at least one parent who is a member of the church. There were an equal number of men and women respondents, and most live in North America. One in six are employees of the Adventist church or an affiliated organization.

As it has added a variety of digital online media to the print magazine in recent years, the Adventist Review has developed a mixed audience of readers. Four in ten continue to prefer only the paper product, while about half that number (18 percent) read only the online services and another 41 percent regularly read both the print magazine and one or more of the digital products. Younger readers are more likely to be frequent users of the online services, while those over 50 years of age are more likely to indicate they never look at the Adventist Review online. This has created a far more complex set of realities for editorial strategy and planning as well as a much larger volume of writing, editing and graphic work; the equivalent of producing far more pages of material than the periodical has ever done in its history.

There is a loyal audience for the Adventist Review that have been subscribers for many years. Seven in ten have received the print magazine for more than four years and these are readers who are more likely to be over 50. A slim majority (51 percent) are dedicated readers of the paper edition who read half or more of the contents each month. Another third are more casual readers of the print edition.

About 61 percent of the total audience are dedicated readers of the online edition who when they receive e-mail from the Adventist Review read some or all of the articles listed. Another 16 percent are more casual readers of the online edition. About half (53 percent) spend ten minutes or more reading each time they visit the Adventist Review online.

Favorite features for a majority of the readers of the print magazine include (in rank order) news, the cover story, stories, health articles, the editorials, columnist Andy Nash, and columnist Cliff Goldstein. A third to a half of readers selected the following as favorites (in rank order): articles on Biblical studies and theology, articles by or about Ellen White, columnist Dixil Rodriguez, Adventist Life articles, Testimonies, Devotionals, In Box letters, interviews and columnist Jimmy Philips. Eight items make up the least favorite material in the Adventist Review print edition, selected by a third or less of the readers: columnist Jill Morikone, columnist Hyveth Williams, book reviews, In Other Words rotating columnists, Kids View, columnist Delbert Baker, Voices and advertising.

What they read first in the online edition (in rank order) includes news, articles in the rotating banner, and Online features, commentaries and the archives. News is the primary reason people read the online edition, ranking well above everything else across all age groups.

Readers were asked to evaluate 24 magazine features. Three of these features were rated excellent by nearly half the respondents; editorials, columnist Cliff Goldstein and columnist Andy Nash. Three more were rated as excellent by almost the same percentage as the top three: articles by or about Ellen White, columnist Dixil Rodriguez and health articles. About 15 other features make up a mid-range category in which a higher percentage of readers rated them as “good” than rated them as “excellent.” The one exception to this was Kids View, which received more “excellent” ratings than “good.” Only two features had significant negative ratings: Voices and advertising. The results of this set of questions are very similar to the question asking for readers to indicate their favorites.

Readers are generally very positive about the design and graphics of the paper magazine. A strong majority is happy with the size of the type, although readers over 70 are more likely to disagree. Nine out of ten think there is the right balance between text and graphics. Most are satisfied with a monthly production schedule, the page size, the number of pages and the plastic wrapper, but there is less satisfaction with the number of ads and the promotional materials inserted in the wrapper.

More than four out of five subscribers are happy with the price. Only 16 percent said that it was too expensive. Younger people and those who live outside the United States were more likely to say the cost was too high.

Readers have a very high level of trust in the Adventist Review. Almost all survey respondents indicated that they understand the message of the articles in the magazine and nine out of ten agreed completely or somewhat, “I trust what I read in the Adventist Review.” Very few expressed any confusion between the Adventist Review and Adventist World. Reading the Adventist Review also encourages ministry; the majority share the magazine with others and say that the magazine provides ideas for ministry.

The Adventist Review is significant to the spiritual life and religious identity of its readers. Seven in ten said it was important to their spiritual life and four in five said it was important to their connection with the Seventh-day Adventist Church. Specific ways in which the magazine impacted their lives include “testimonies of other Adventists touched my life” and articles that have “broadened my understanding of Adventist doctrine” indicated by the majority with several other impacts selected by less than a majority.

Specific assessments of Kids View, awareness of Adventist Review Television, and reader experience contacting the Adventist Review office are also included in this report. General information about how readers use the Internet and the demographics of the respondents are included in the last sections of the report.

The demographic profile indicates that the Adventist Review faces major issues in the future. Nine out of ten readers are over 50 years of age and half are over 70. Very few were under 30 years of age.

The following recommendations should be considered:

- Continue the mix of print and online editions for now, and continue reader surveys to see if interest in the print edition declines.
- Explore the interest and behavior of the casual reader to see what it takes for them to become a more regular reader.
- Significant thought and experimentation must be devoted to connecting with new generations in order to maintain the ministry of the Adventist Review into the future.
- Carefully consider respondents feedback on favorite features, what they read first, design and graphics, ads and promotional materials, and make appropriate changes as needed to enhance the experience of readers.
- Adventist Review can reach out to all denominational employees by sending their e-mail via church channels.

Petr Činčala & Research Team

Adventist Review Mission-Effectiveness Evaluation Report

Methodology and Sample

This assessment is based on input from the consumers of the Adventist Review publications and services. A total of 1168 responses were received from a mixed sampling process. (After cleaning the data off duplicates, and incomplete 955 responses remained.) A total of 1,000 randomly selected individuals (selected randomly from all subscribers) received a printed questionnaire in the mail packaged with a regular copy of the magazine, and 195 were filled out and mailed back. Another 1,196 subscribers (source: ARM's email database) were sent an email asking them to respond to an online questionnaire, and a total of 194 did so. Another 566 responses came from invitations to participate in the survey in the ARM eNewsletter and in two print issues of the magazine.

A random sample of 955 at the 95th percentile of reliability has a standard allowance for sampling error of four percentage points, plus or minus. That standard of statistical significance is widely accepted in both market research and academic work, and is used throughout this report.

Where specific demographic segments of the sample differed to a statistically significant degree with the overall responses to a given item, it is noted. Otherwise, there were no demographic segments that had a statistically significant difference on that item.

Demographics of Adventist Review Readers

Like the membership of the Seventh-day Adventist Church in North America, the respondents to this survey were predominately older people. (Graph i) Half (49 percent) were born before 1947 and in 2017 are 70 years of age or older. Another 40 percent were born from 1947 through 1966, and are 50 years of age or over, but younger than 70.

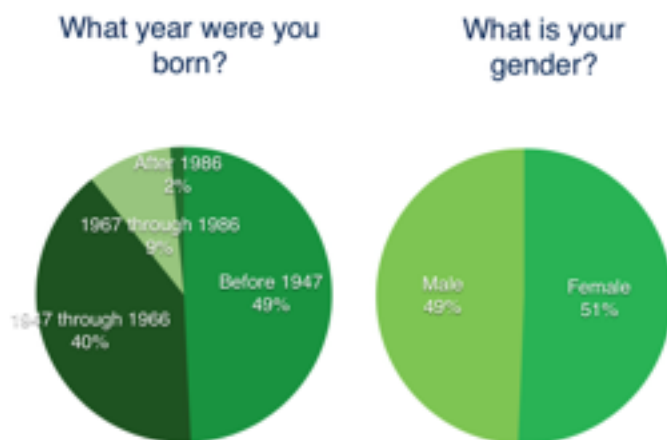
Only one in ten (9 percent) respondents indicated that they were born in 1967 or later, and are therefore under 50 years of age. A small fraction of these (1.5 percent) reported being born after 1986, and therefore 30 years of age or younger in 2017. The result is that these data reflect almost nothing about the views of young adults regarding the Adventist Review.

People over 50 constitute nine out of ten respondents in this survey, and while it is very likely true that the Adventist Review has relatively few young adult readers, it should also be noted that older people (especially retired people) tend to be much more likely to respond to surveys. For one thing, they have more time to fill out questionnaires, and they tend to feel that they understand and trust organizational processes. Younger adults are less likely to take the time to complete a survey questionnaire and more distrustful of the entire process.

The respondents are almost equally divided between men and women. In fact, a number of surveys of Adventist Church members in North America have shown a larger

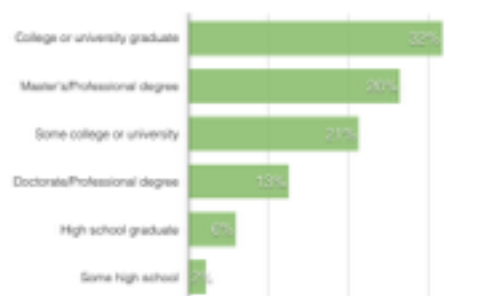
The typical reader of the Adventist Review is:

- college educated
- a life-long Adventist
- over 50 years of age
- lives in North America
- not a denominational employee
- actively involved in a local church



Graph i

What is your highest level of education?



Graph ii

percentage of women.

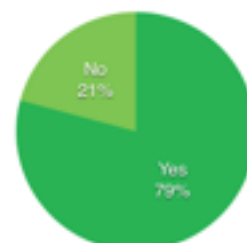
The respondents to this survey are highly educated. (Graph ii) More than seven in ten (71 percent) indicated that they have a college degree, including 39 percent who reported having a graduate degree. Another 21 percent indicated that they have completed some college classes, but not a degree. Less than one in ten reported that they have not attended college. Although repeated surveys have shown that Adventists in North America are more likely to attain higher education than the general population, the skew in this survey is remarkable.

Nine out of ten respondents indicated that they have been a baptized member of the Seventh-day Adventist Church for more than 20 years. (Graph iii) Just seven percent reported that they have been baptized in the last 20 years, while nearly two percent said they are not a baptized member. The readers of the Adventist Review are primarily long-term church members and there seem to be relatively few readers among recent converts. One element in this is the degree to which converts to the Adventist Church in North America are immigrants for whom English is not their primary language. For more than two decades, the majority of new members baptized in North America have been from immigrant communities.

How long have you been a baptized member of the Adventist Church?



Were you raised by at least one Adventist parent?



Graph iii

Nearly four out of five respondents (79 percent) reported that they were raised in a family where at least one parent was an Adventist. The majority of the active members in North America have reported the same thing in several surveys in recent years, but the skew among the readers of the Adventist Review is significantly greater.

The respondents to this survey are heavily involved in local church leadership roles. (Graph iv) Nearly a third (32 percent) report that they lead a Sabbath School class. One in four (25 percent) indicate that they are a local elder. Almost as many (22

If you are a baptized Seventh-day Adventist, what role(s) do you have in your local church?

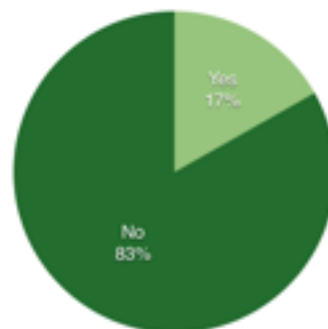


Graph iv

percent) say that they serve as a deacon or deaconess. About 16 percent report having some role in community service and 16 percent report involvement in evangelism or outreach. One in eight (13 percent) indicate that they serve as a leader or teacher in children's Sabbath School. About six percent say they are a youth leader. Another 45 percent indicate that they have some other role in their local church. Because respondents were allowed to check as many of these categories as they wished, there is clearly some degree of overlap. Nonetheless, this is a sample skewed much more toward local church leaders than the average “slice” of Adventists.

About one in six of the respondents (17 percent) identified themselves as employees of the Adventist Church or one of its affiliated institutions. (Graph v) This is another indicator of the degree to which the readers of the Adventist Review are long-term, deeply invested members of the denomination.

Are you employed by the Adventist Church or an affiliated institution?



Graph v

A total of 84.9 percent of the respondents indicated that they live in North America. (Graph vi) Small numbers were spread throughout the rest of the world and appear to be concentrated where the English language is used: 3.2 percent in Western Europe, 3.1 percent in Africa, and 2.8 percent in Australia. Smaller portions were reported elsewhere: 2.4 percent in the Caribbean basin, 1.1 percent in South America, 0.7 percent in the Pacific Islands, 0.7 percent in Eastern Europe, 0.7 percent in Asia, and 0.3 percent (literally three individuals) in the Middle East. It is generally true where small percentages of responses were received there are Adventist periodicals in languages other than English that are locally published and parallel the role of the Adventist Review.

What part of the world do you live in?



Graph vi

Report on the Findings

How is the Adventist Review delivered to respondents?

When it comes to receiving the Adventist Review, about three out of four respondents (74 percent) indicated, “it comes in the mail,” although almost two thirds also indicated that they “read it online,” use the Adventist Review app or read articles through social media. Clearly there is significant overlap between the readers of the publication on paper and through digital media. The reality of a mostly mixed media audience needs to be kept in mind to fully understand the information in this report and the overall nature of reader behavior. (Graph 1)

Again in regards to receiving the Adventist Review, small percentages of readers indicated that “it is distributed where I am employed” (2 percent) or “a relative or friend gives it to me” (2 percent). Additionally, six percent reported that the Adventist Review comes to them by “some other method,” including email notifications, Facebook, word of mouth, etc.

How do you receive Adventist Review?

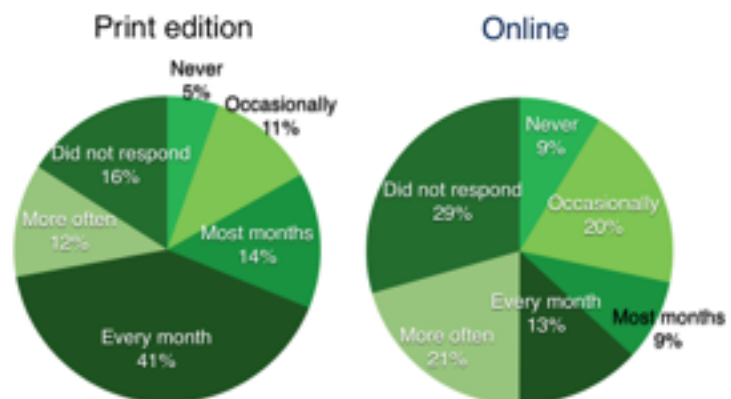


Graph 1

How often do they read?

The majority (53 percent) indicated that they read the print edition of the magazine every month or more often. (Graph 2) Another 14 percent said they read the magazine “most months,” 11 percent “occasionally,” and 5 percent “never.” Another 16 percent did not respond to this question,

How often do you read the Adventist Review?



Graph 2

evidently because they thought that their response was more appropriate in the parallel item about the online versions.

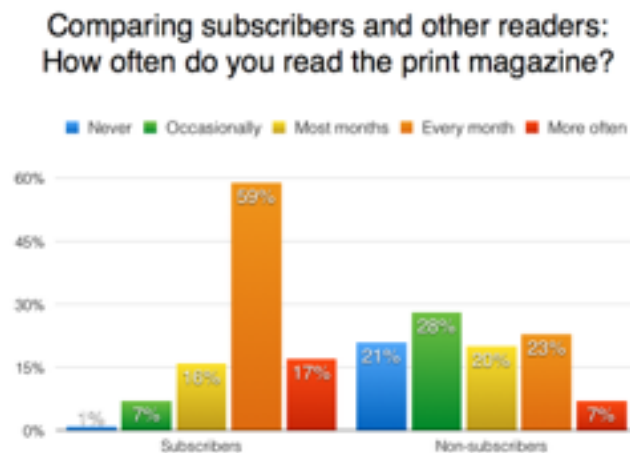
One in five respondents either skipped this item or indicated that they never read the print edition. This appears to be the portion of respondents in this survey who consume only the digital media of the Adventist Review.

When it comes to the online version, one in three (34 percent) indicated that they read the online Adventist Review every month or more often. Another nine percent said they read the online edition “most months,” 20 percent “occasionally,” and 9 percent “never.” Some 29 percent skipped this question, most likely because they thought their response was more appropriate in the parallel item about the print edition.

Four in ten (38 percent) either skipped the item about the online Adventist Review or indicated that they never read it. This appears to be the portion of respondents in this survey who consume only the print edition of the magazine.

Some 39 percent of the respondents indicated that they read both the paper edition and the Adventist Review online at least occasionally. These are the mixed media portion of the readers.

Respondents who reported that they pay for a subscription have a strong involvement with the print magazine; three out of four (76 percent) read the print version of Adventist Review every month or more often. Those who indicated that they do not pay for a subscription, even if they receive the magazine regularly because it is paid for by others, are much less likely to read the print version regularly. Clearly, those who have invested money in the Adventist Review are more likely to read it. The paid subscription has both an economic and a relational function. (Graph 2.1)

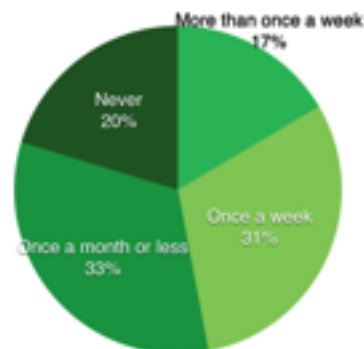


Graph 2.1

How often do they look at the online edition?

Almost every other respondent indicated that he/she looks at the online edition of the Adventist Review at least once a week (31 percent) or more often multiple times per week (13 percent). Other four percent are daily readers. (Graph 3) Younger respondents are more likely to be daily readers, and those who reside in the United States are also more likely to be frequent readers.

How often do you look at the online edition of the Adventist Review?



Graph 3

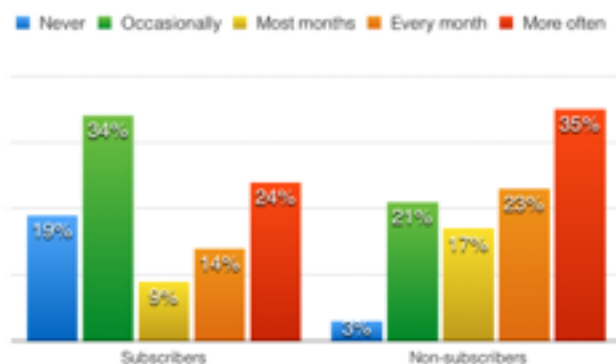
About a third of the respondents (33 percent) reported that they look at the online edition no more than once a month. Nearly half of these (13 percent) only look at it three to five times a year. These are occasional readers, not regular consumers. Respondents over 50 are more likely to be in this category.

One in five of the respondents said they have never looked at the Adventist Review online (20 percent) or perhaps just one time (2 percent). Respondents over 50 are more likely to be in this category, as are women.

Respondents who reported that they did not pay for a subscription read the online version of the Adventist Review more often than do those who pay for a subscription to the print version.

(Graph 3.1) The non-subscribers were also more likely to be located outside of North America where there may be difficulties involved with receiving the print version in the mail in a timely manner. Nonetheless, there is a significant overlap in the patterns of use of the online version when those who pay for a subscription are compared to those who do not; much more so than with the readership of the print version displayed in the graph 2.1.

Comparing subscribers and other readers: How often do you read the online magazine?



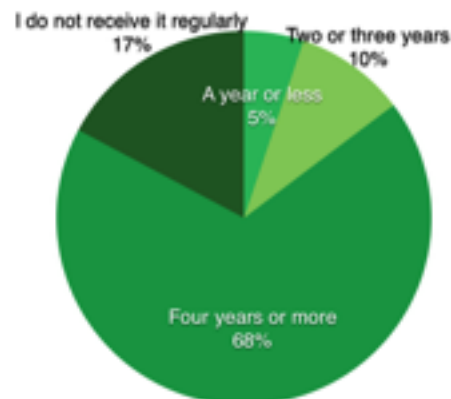
Graph 3.1

How long have they been receiving the paper magazine in the mail?

Seven in ten (68 percent) of respondents indicated that they have been receiving the print edition of the Adventist Review in the mail for four years or longer. (Graph 4) Another 15 percent said they have received it for three years or less, and these represent the new subscribers to the magazine. Yet another 17 percent indicated that they do not receive a copy of the print magazine regularly and it appears that these are largely online readers of the Adventist Review.

Those who have been receiving the magazine for four years or longer are much more likely to be over 50 years of age. Among the new subscribers, there is a significantly higher percentage of respondents under 50 years of age, as well as those with a college education, and those who live outside the United States.

How long have you been receiving the print edition of Adventist Review (on paper) through the mail?

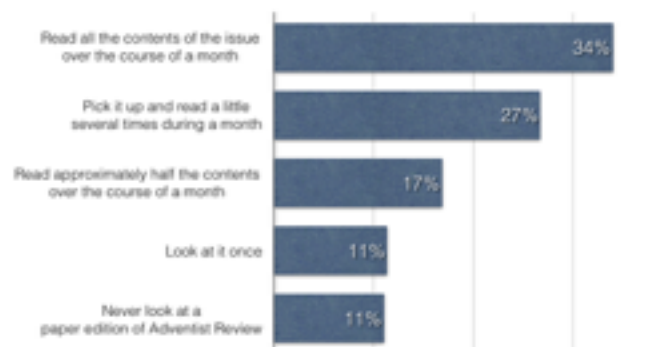


Graph 4

Reader habits with the print magazine

When respondents were asked what they do when they get an issue of the print magazine, more than a third (34 percent) indicated that they “read all the contents ... over the course of a month.” Another 17 percent reported that they read half the contents over the course of a month. These are the dedicated readers of the print magazine who make up a slim majority of the total consumers. (Graph 5) Women were more likely to be in this segment, as were respondents who have been baptized church members more than 20 years.

If and when you look at the Adventist Review print magazine, do you...



Graph 5

More than a third (37 percent) can be understood as the casual readers of the print magazine. This includes 27 percent who indicated that they “pick it up and read a little several times during a month,” and about one in ten who said that they just “look at it once.” Apparently these casual readers completely digest relatively few articles. Men were more likely to be in this segment, as were respondents who have been baptized church members more than 20 years.

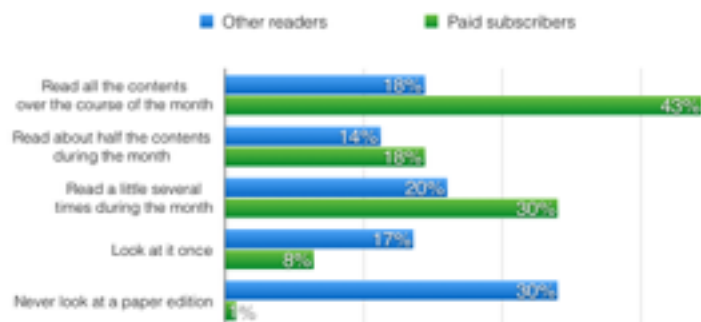
One in ten respondents (11 percent) indicated that they “never look at a paper edition of Adventist Review.” Most of these are likely among the digital audience who do not often get a print magazine. More recently baptized church members were somewhat more likely to give this response, but they do not make up the majority of the respondents in this segment. Readers who live outside the United States were more likely to give this response, perhaps indicating that they are less likely to have access to the print magazine.

Denominational employees were no more or less likely than lay members to be in any segment on this item. This indicates that their reading habits with the paper edition of the Adventist Review are, overall, the same as that of the laity.

Respondents who identified themselves as paid subscribers were more likely to invest time in reading the print magazine.

Those who indicate that they read the print magazine and also report that they do not pay for a subscription evidently receive gift subscriptions, are given copies by friends and relatives or get them where they work or are a student in an Adventist institution. The 30 percent who indicate they do not pay for a subscription and never see a paper edition of the Adventist Review are those who simply do not have access to the print magazine. (Graph 5.1)

**Comparing subscribers and other readers:
When you look at the AR print magazine ...**



Graph 5.1

Reading habits of online readers

The majority of the respondents (61 percent) indicated that when they receive e-mail from the Adventist Review, they read at least “some of the articles listed” (49 percent) or “read all the stories listed” (12 percent). These make up the dedicated readers of the online edition.

Respondents over 50 years of age were more likely to be in this segment. Women were more

likely to say they read all of the articles listed, while men were more likely to be selective. (Graph 6)

Another 16 percent of the respondents can be identified as the “casual readers” of the online edition. This includes seven percent who indicated that when the e-mail arrives they “read a little several times,” and nine percent who say they “glance at it once.” Younger readers were more likely to give this response although they do not make up the majority of this segment.

About one in four respondents reported that they do not receive e-mails from the Adventist Review (18 percent) or never look at the Adventist Review online (5 percent). Almost all of these are in the segment that consumes the magazine only on paper. Respondents over 50 were more likely to be in this category, as were residents of the United States. Denominational employees were more likely to report that they do not get e-mail from the Adventist Review, while lay members were more likely to say they do not open e-mail from the Adventist Review.

A follow-up question asked respondents how much time they spend reading the Adventist Review online. (Graph 7) Half (54 percent) indicated that they spend ten minutes per visit (21 percent) or more (33 percent). Those over 50 were more likely to give these responses as were laity.

About a quarter typically spend six or eight minutes per visit (18 percent) or less than three minutes per visit (9 percent). It is unclear how often these readers look at the Adventist Review online as compared to those who report longer visits. Those under 50 were more likely to give these responses although they did not make up the majority of this segment. Denominational

If and when you receive e-mail notifications about online Adventist Review content, do you...



Graph 6

When I read Adventist Review online, I typically spend:



Graph 7

employees and resident outside the United States were also more likely to be among these respondents.

Some 20 percent of respondents to this question indicated that they do not visit the Adventist Review online. Again, this is largely made up of the readers who consume only the paper magazine. Those over 50 were more likely to be in this segment, as were lay members and residents of the United States.

Preference for Print or Online Editions

Forty percent of respondents indicated that they prefer to read only the print version of the Adventist Review. Those over 70 years of age were more likely give this response, as were women and residents of the United States. (Graph 8)

Just 18 percent of respondents said that they prefer to read only the online version. Younger respondents were more likely to express this preference as were men, those who have been baptized members for less than 20 years and those who live outside the United States.

Another 41 percent of respondents reported that they like both the print and online versions. There was no statistically significant differences on this response with regard to age, gender, or location.

Those over 70 prefer the print magazine, while those under 50 prefer the online edition. It is helpful that a strong percentage (nearly half of those under 70) like both equally, because this provides the support base for a transitional strategy that includes both print and digital media. (Graph 8.1)

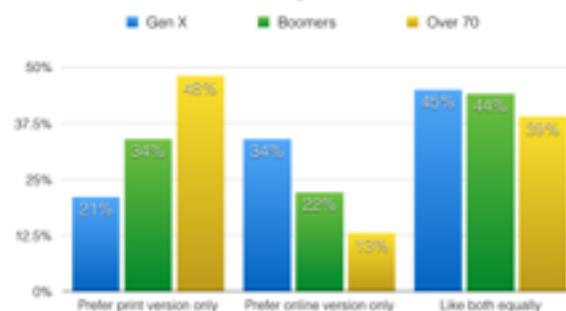
When those who prefer both versions are combined with the respective segments that prefer one version over another, a total of 82 percent are in the print segment and 60 percent in the online segment. Clearly the Adventist Review is in a transitional state with its readers and must work between an old order of print media and a future of

Which do you prefer?



Graph 8

Age groups and media preferences



Graph 8.1

entirely digital media. This is the situation for most publishers today, although some venerable newspapers and magazines have come to the point that they have ended print production.

The Adventist Review is publishing in a transitional time in terms of the media preferences of its readers.

Who else in the household looks at the Adventist Review

About half of the respondents (47 percent) reported that their spouse also reads the Adventist Review print magazine that comes to their home and 19 percent said that their spouse also looks at the online edition.

(Graph 9)

Another 21 percent reported that children of various ages, other relatives, roommates, as well as neighbors and friends also see their copy of the magazine. Just seven percent reported that others in these same categories looked at the online edition.

About one in three (38 percent) indicated that no one else sees the print magazine, while 69 percent said that no one else looks at the online edition. It is not clear how many of these are single adults living alone and how many may have others in their household who simply do not look at the magazine for various reasons.

Favorite Sections of the Magazine

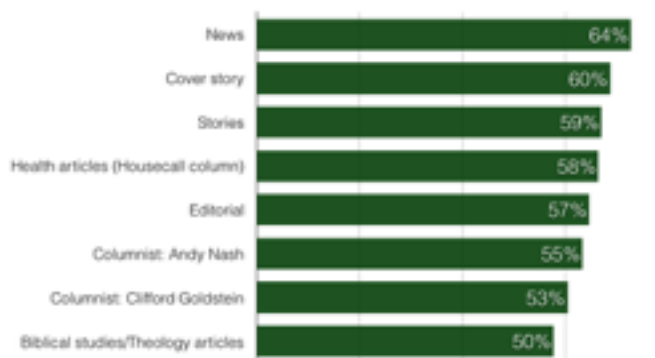
News ranked number one as the favorite section of the Adventist Review print magazine for 64 percent of the respondents. (Graph 10) The cover story

Who else in your home also looks at the printed/online edition of Adventist Review?



Graph 9

Favorite portions of the magazine...



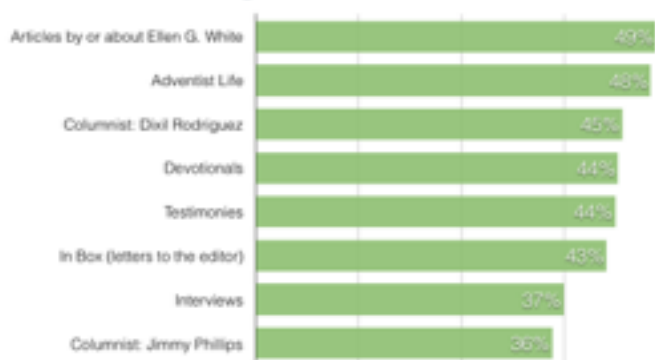
Graph 10

ranked a close second with 60 percent of respondents. Stories ranked third with 59 percent of respondents. Health articles, including the “Housecall” column, ranked fourth as the favorite of 58 percent of respondents.

Editorials ranked fifth with only one percent fewer indicating that it was their favorite (57 percent). Columnist Andy Nash had almost as many responses as Editorials column with 55 percent of respondents indicating this as a favorite section. Columnist Clifford Goldstein ranked seventh among favorite features with 53 percent of respondents selecting this item. Articles about Biblical studies and theology were selected as a favorite section by half the respondents (50.47 percent) and ranked eighth.

Less than half but more than a third of the respondents (Graph 11) indicated that eight sections are among their favorite features in the Adventist Review print magazine: Articles by or about Ellen G. White were a favorite of 49 percent; Adventist Life articles were a favorite of 48 percent; Columnist Dixie Rodriguez was a favorite of 45 percent; Testimonies and Devotionals were both favorites of 44 percent; In Box (letters to the editor) was a favorite of 43 percent. About 37 and 36 percent indicated their favorite feature Interviews and Columnist Jimmy Philips.

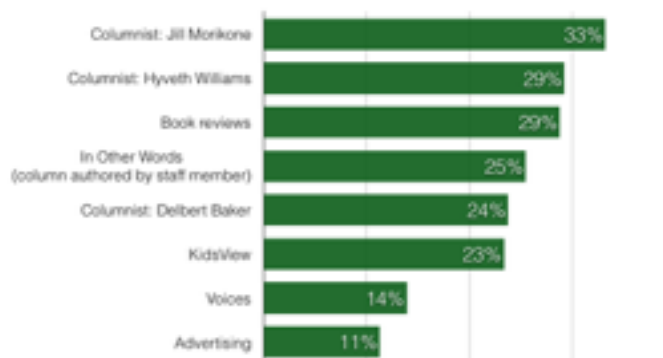
Favorite portions of the magazine...



Graph 11

Continuing on Graph 12: A third or fewer of the respondents selected another eight features as their favorite sections and these make up the least favorite elements of the Adventist Review print magazine: Columnist Jill Morikone was the favorite of 33 percent; Columnist Hyveth Williams and Book Reviews were each selected by about 29 percent; In Other Words (a column authored by a

Favorite portions of the magazine...



Graph 12

rotation of staff members) was the favorite of 25 percent; Columnist Delbert Baker was selected by 24 percent; Kids View was selected by 23 percent. Two features ranked as the least favorite of the total 24 items listed: Voices was selected by only 14 percent and advertising by just 11 percent.

What online items get the primary attention?

Respondents were asked to identify which items they read first in the online edition of the Adventist Review. (Graph 13) The stand-out response is the 43 percent who selected News. Clearly, this is the primary reason why people turn to the Adventist Review's digital service. This is consistent across all age groups, although men were more likely than women to give this response and respondents who live outside the United States were also more likely to select news.

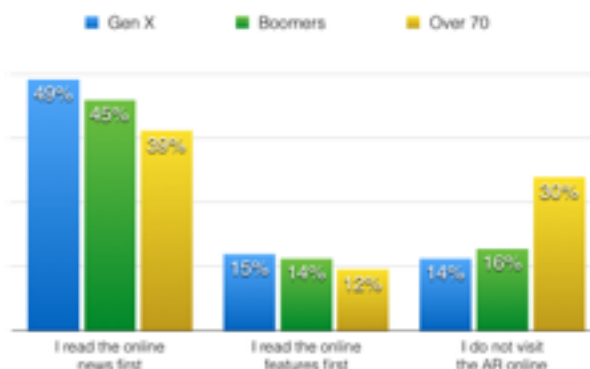
Articles that are in the rotating banner (16 percent) and Online features (13 percent) were ranked as primary features by less than half the number who read news first. Women were more likely than men to select both of these items.

Significantly smaller numbers indicated that they go first to commentaries (4 percent), the archives (1 percent), and advertising (a fraction of one percent). Respondents under 50 were more likely to indicate they read commentaries first, as were those who live outside the United States and those who are men. Those respondents who indicated that they go to the archives first were almost all middle-aged (50 to 70 years of age), while all of the respondents who selected advertising were over 70.



Graph 13

Age groups and the online version



Graph 13.1

A total of 20 percent indicated that they do not visit the Adventist Review online edition. This is consistent with other items in this survey that identify about the same portion as the audience for the paper magazine with similar demographics.

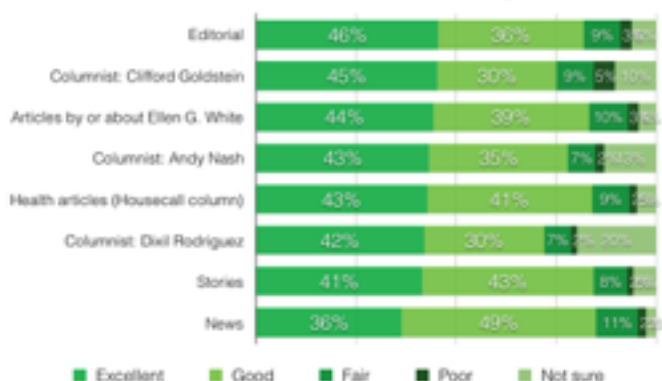
Younger respondents are more likely to read the online news first when they go to the Adventist Review online, although the portion who read the features first is not significantly different by age group; about one in seven across all ages. About twice as many of those over 70 years of age indicated that they never go to the AR website as compared to those under 70. (Graph 13.1)

Evaluation of Parts of the Paper Magazine

Respondents were asked to evaluate each of the 24 features of the print edition of the Adventist Review on a four-point scale: Excellent, Good, Fair or Poor. They could also indicate that they were “Not sure.”

Seven of the 24 items were rated excellent by more than 40 percent of the respondents and make up the most appreciated features: the editorials (46 percent), columnists Clifford Goldstein (45 percent), articles by or about Ellen G. White (44 percent), and columnist Andy Nash (43 percent) are the first four. (Graph 14) The editorials were more likely to be rated excellent by respondents over 70 years of age as well as more likely to be rated poor by the same age group, while those 50 to 70 years of age were more likely to rate editorials as just fair. Men were more likely than women to be negative about editorials. Women were more likely than men to rate articles by or about Ellen G. White as excellent. Columnist Andy Nash was more likely to be rated excellent by respondents over 70 and more likely to be rated negatively by respondents under 50; women were more likely to rate the column as excellent and men were more likely to rate it negatively.

Please evaluate each of these parts of the magazine:



Graph 14

Three other features were rated excellent by almost as many respondents: health articles (43 percent), columnist Dixil Rodriguez (42 percent), and stories (41.5 percent). Respondents over 70 were more likely to rate columnist Dixil Rodriguez as excellent, while those under 50 were

more likely to rate the column as just fair. Women were more likely than men to rate the columnist positively. Women were also more likely than men to rate articles on health as excellent.

The responses to the items that rank below these top seven have a larger percentage of respondents in each case who rated them as “Good” than rated them as “Excellent” (with one exception, noted below). This places almost all of them in a large middle-ranking range. (Graphs 14, 15 and 16) On many of these features, women were more likely than men to rate them as excellent, while men were more likely to give a negative response. Respondents under 50 years of age were more likely to give a negative response.

One exception among the middle-ranked category is Kids View with 30.5 percent of the respondents rating it as “Excellent” and 29 percent rating it as “Good.” (Graph 15) It also had one of the largest percentages of “Not sure” responses, probably because a significant share of older adults do not pay much attention to it. Women were more likely to rate Kids View as excellent, while men were more likely to give a negative response or to say they were not sure. Respondents who are residents of the United States were more likely to rate it as “Excellent,” while those outside the United States were more likely to rate it “Good” or “Fair.”

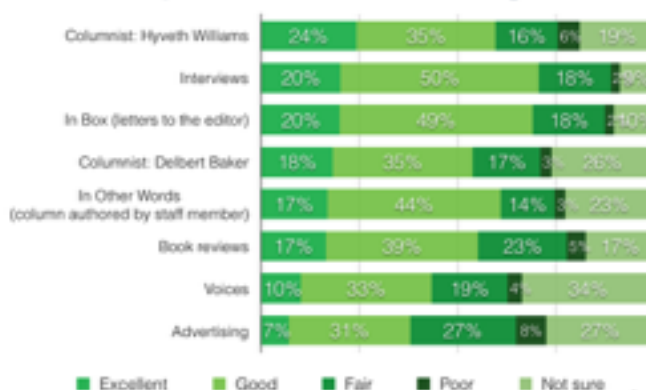
Only two of the 24 features listed had a significantly negative response. Voices was rated “Excellent” by only 10 percent of the respondents and “Good” by 33 percent, with 23 percent rating it as “Fair” or “Poor.” (Graph 16) Advertising had the most negative evaluation of any item; only 7 percent of respondents rated it “Excellent”

Please evaluate each of these parts of the magazine:



Graph 15

Please evaluate each of these parts of the magazine:



Graph 16

and 31 percent “Good,” with 35 percent rating it as “Fair” or “Poor.” Women were more likely to rate Voices as “Excellent,” while men were more likely to give a negative response. Men were also more likely to rate advertising negatively.

Graphic elements of the Adventist Review print magazine

Respondents were asked to give their opinion of two statements about the graphic elements of the paper magazine. (Graph 17) An overwhelming majority of respondents agreed completely (61 percent) or somewhat agreed (23 percent) with the statement regarding the size of print in the magazine, “I can easily see and read the print.” Only one in seven disagreed completely (7 percent) or somewhat (7 percent). Respondents over 70 year of age were more likely to disagree, as were residents of the United States.

To what extent do you agree or disagree with each of these statements?



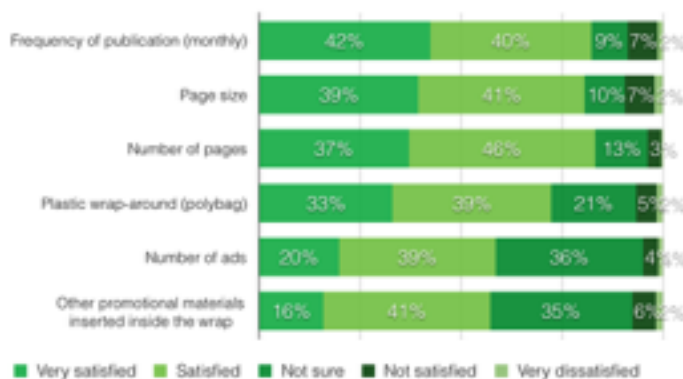
Graph 17

Nearly nine in ten respondents agreed completely (50 percent) or somewhat (37 percent) with the statement, “Adventist Review has the right balance of graphics and text.” Only eight percent disagreed. This was true for all demographic segments.

Respondents were also asked to indicate their level of satisfaction with other production aspects of the paper magazine. (Graph 18) Each of these had a five-point scale: very satisfied, satisfied, not sure, not satisfied, and very dissatisfied.

More than eight in ten indicated they were very satisfied (42 percent) or satisfied (40 percent) with the monthly publication schedule. Less than one in ten

How satisfied are you with each of the following aspects of the print edition of Adventist Review?



Graph 18

indicated that they were not satisfied (7 percent) or very dissatisfied (2 percent) with the once a month frequency of publication. Men were more likely than women to be dissatisfied.

There was much the same response to the page size of the magazine; a total of 81 percent of respondents were equally divided between very satisfied and satisfied. Less than one in ten indicated they were not satisfied (7 percent) or very dissatisfied (2 percent). Men were more likely than women to be dissatisfied and respondents who live in the United States were more likely to be dissatisfied.

Again, there was a similar response to the number of pages; 37 percent were very satisfied and 46 percent were satisfied. Only three percent were negative.

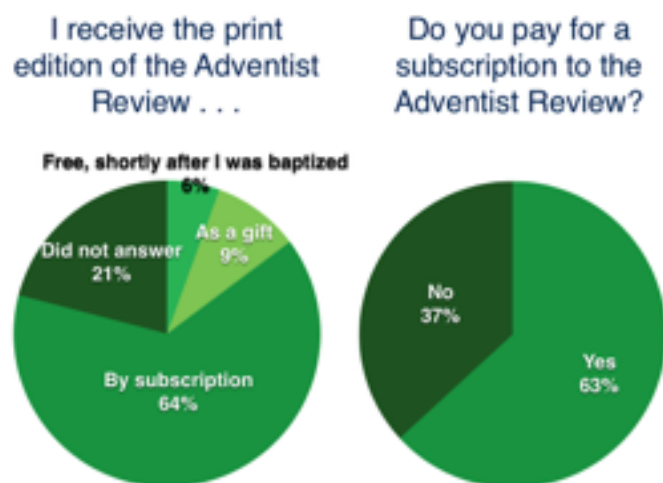
Asked about the plastic wrap the magazine is shipped in, almost three out of four (72 percent) respondents were positive, 33 percent very satisfied and 39 percent satisfied. Only seven percent gave a negative response. Men were more likely than women to be negative and respondents with graduate degrees were more likely to be negative.

There was less satisfaction with the number of ads in the magazine, although a majority of respondents indicated that they were very satisfied (20 percent) or satisfied (39 percent). Only five percent indicated a negative response and the number who said they were “not sure” had increased significantly from previous items in this section.

The other promotional materials inserted in the plastic wrap with the magazine received much the same response as the number of ads: 16 percent indicated they were very satisfied and 41 percent said they were satisfied. Only eight percent expressed dissatisfaction. Men were more likely than women to be dissatisfied.

Subscribers and the Subscription Price

A little less than two thirds of the respondents (63 percent) reported that they have a subscription to the print edition of the Adventist Review. (Graph 19) Another nine percent indicated that they received a gift subscription and another six percent said they receive the magazine free because they were recently baptized. Four out of five respondents skipped this questions evidently because they get the magazine from their



Graph 19

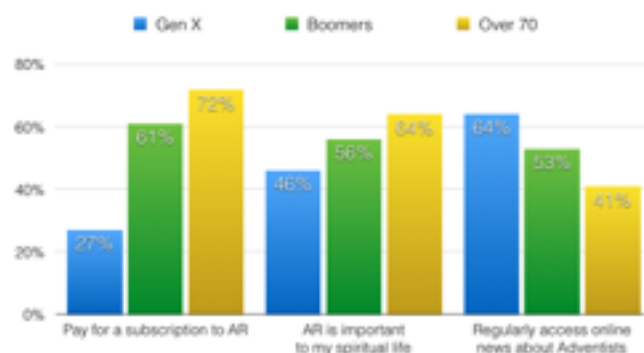
place of work or through a relative or friend, or read only the online edition and do not see the paper edition.

Almost the same number of respondents indicated in response to a separate question that they pay for a subscription. Respondents over 70 years of age were more likely to indicate that they pay for a subscription, while those under 50 were less likely to do so. Those who have been baptized members for less than 20 years were also less likely to be paid subscribers, as were those who live outside the United States.

Those who identified themselves as paying for a subscription were also asked how they felt about the current subscription price of \$19.95 a year. A strong majority (72 percent) said that it was “reasonable.” Only one in seven indicated that it was “somewhat high” (13 percent) or “far too high” (3 percent). Almost as many said it “could be higher and I would still buy” (11 percent) or it is “priced too low” (1 percent). Respondents under 50 years of age were more likely to say that the price is too high. The same was true for respondents who have been baptized members for less than 20 years and those who live outside the United States.

Respondents under 50 years of age (Gen X) are more likely to simply look for Adventist news on the Internet than to pay for a subscription to the Adventist Review. Nonetheless, nearly half report that reading the Adventist review is important to their spiritual life. Nurturing this spiritual connection may be more important to holding onto to new generations of readers than the economic and media aspects. (Graph 19.1)

Subscribers and online consumers of Adventist news by age group



Graph 19.1

Attitudes toward the Adventist Review

Although the same team produces both the Adventist Review and Adventist World, this is not a cause of confusion among most readers. (Graph 20) Nine out of ten said they “understand the difference between” the two periodicals; 70 percent agreed completely and 19 percent agreed somewhat. Just six percent disagreed. Respondents under 50 years of age were more likely to disagree, as were respondents who have been baptized church members for less than 20 years.

The Adventist Review is connecting effectively with its readers; 62 percent agreed completely and 34 percent agreed somewhat that they “understand the message of the articles.” Only three percent disagreed.

There is a high percentage of trust with readers. Nearly nine out of ten say that they “trust what I read in the Adventist Review;” 45 percent agreed completely and 43 percent agree somewhat. Only 11 percent do not agree. Respondents over 70 were more likely to agree, while younger respondents were less likely to agree. Women were more likely to agree, while men were more likely to disagree.

To what extent do you agree or disagree with each of these statements?



Graph 20

Asked if the Adventist Review “provides ideas for ministry,” 32 percent agreed completely and 45 percent agreed somewhat. Only 14 percent disagreed. Women were more likely to agree, while men were more likely to disagree. Respondents who live outside the United States were more likely to agree, while residents of the United States were more likely to disagree. Respondents with a college degree or a graduate degree were more likely to disagree, as were denominational employees.

The Adventist Review also encourages ministry among its readers. About a third agreed completely and another 27 percent agreed somewhat that they share the magazine with others, although 35 percent disagreed. Respondents under 50 were more likely to disagree and men were more likely than women to disagree.

Impact on the spiritual life and religious identity of readers

Respondents were asked, “How important is the Adventist Review to your spiritual life?” (Graph 21) Seven in ten indicated that it was “crucial” (11 percent) or “important” (59 percent). About a third indicated that they were “unsure” (11 percent), that it was of “minor importance” (14 percent) or “not important” (5 percent). The negative responses were more likely to come from younger respondents and those with graduate degrees. Women were more likely to say that the Adventist Review was crucial to their spiritual life, while men were more likely to say it was of little or no importance. Denominational employees were more likely to say they were unsure, and many evidently have some mixed emotions about this question.

Respondents were also asked how important the Adventist Review is to their sense of connection to the Seventh-day Adventist Church. Four out of five indicated that it was “crucial” (27.6 percent) or “important” (54.5 percent). Less than one in five responded that they were “unsure” (7 percent), it was of “minor importance” (9 percent), or it was “not important” (2 percent). Again, women were more likely to say that it was crucial, while men were more likely to say it was of little or no importance. Respondents who have more recently become baptized members were more likely to say it was of less importance to them.



Graph 21

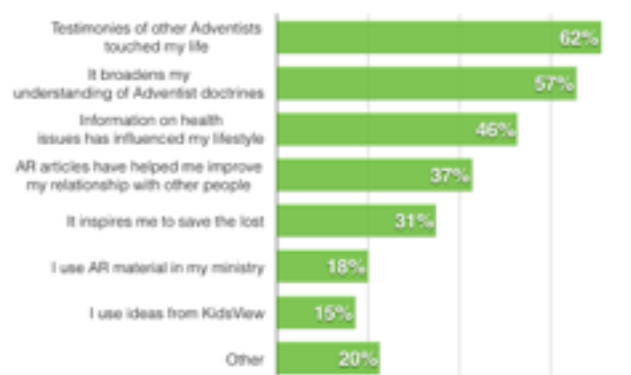
Ways the Adventist Review has impacted the lives of readers

The largest number of respondents (62 percent) reported that the “testimonies of other Adventists [have] touched my life” from reading the Adventist Review. (Graph 22) A strong majority (57 percent) also said that reading the Adventist Review “broadens my understanding of Adventist doctrines.” These two items describe the major impact of the Adventist Review on its current readers.

Close to half of the respondents (46 percent) indicated “information on health issues [in the Adventist Review] has influenced my lifestyle.” Another 37 percent reported that Adventist Review “articles have helped me improve my relationship with other people.” Nearly a third (31 percent) said, “it inspires me to save the lost.”

About one in six readers reported that the Adventist Review is a practical resource for

In what ways has Adventist Review had an impact on you?



Graph 22

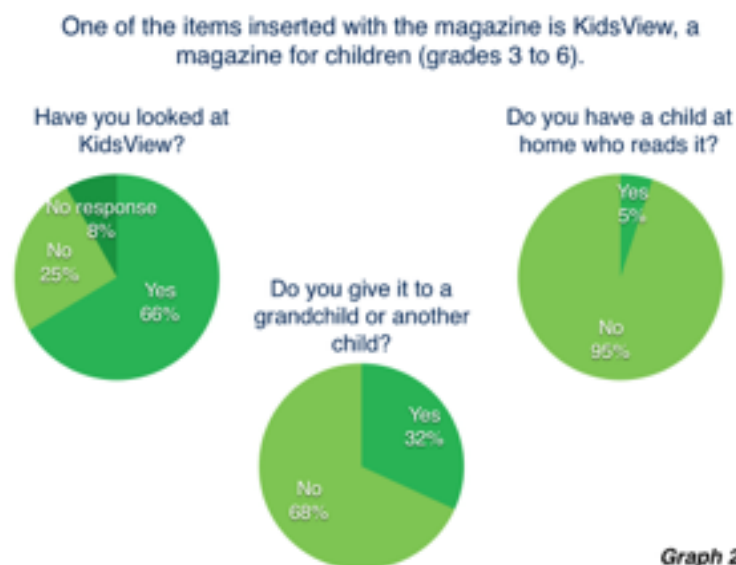
their outreach or nurture activities. Some 18 percent said, “I use AR material in my ministry.” About 15 percent reported that they “use ideas from Kids View,” evidently with their children or grandchildren, in Children's Ministries roles in their local church, or as educators in Adventist schools.

One in five listed other specific ways in which the Adventist Review has had an impact in their lives. Appendix F includes a transcript of these responses.

Kids View

Two thirds of the respondents (66 percent) indicated that they have looked at Kids View, the magazine for children that is inserted with each issue of the print magazine. (Graph 23)

Another 25 percent reported that they have not looked at it, and eight percent did not answer this question, evidently because they were not aware of the publication. Women were more likely than men to have looked at it; respondents who live outside the United States are more likely to say that have not seen it.



Graph 23

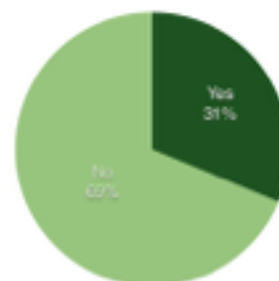
Just five percent of the respondents said that they have a child in their home that reads Kids View. It is not surprising that respondents under 50 years of age were more likely to report having children in their home.

A third said that they give their copy to a grandchild or another child they know. Those over 70 were more likely to select this response and women were more likely than men to do so.

Adventist Review Television

Just 31 percent of the respondents indicated that they have watched ARtv through one of the media where it is distributed. (Graph 24) Seven in ten

Have you ever watched Adventist Review Television (ARtv) available free on the AR website, Apple TV, Roku, and a variety of other apps?



Graph 24

reported that they have never seen it. Respondents over 70 years of age were less likely to report having viewed ARtv, while younger respondents were more likely to have done so. Men were more likely than women to have viewed it. Respondents with a Master's degree were also more likely to have viewed it, as were denominational employees.

Reader Experience with Contacting the Adventist Review Office

Over a third (35 percent) of the survey respondents answered affirmatively to the question, “Have you ever contacted the Adventist Review office for any reason?” Two thirds indicated that they have never done so or simply skipped this question. (Graph 25) This is a significant level of direct contact by readers, but the data give no indication of how recent the contacts may have been.

Have you ever contacted the Adventist Review office for any reason?



If yes, why?



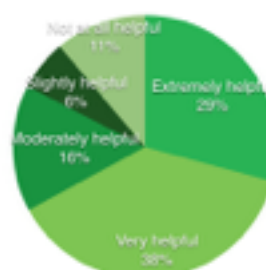
Graph 25

Of the respondents who indicated that they had called the office at some point, half (49 percent) indicated that they had questions about subscribing. Another 15 percent had questions about receiving the magazine, evidently including missing issues. One in eight (12 percent) had questions about something in a published article. About five percent called to make a donation, and the same (5 percent) had a prayer request. Two respondents (less than one percent) indicated that they asked to enroll in Bible lessons.

A total of 45 percent of the respondents who indicated that they had called the office gave another, specific reason for their call. These are included in the appendix F.

Those respondents who indicated that they had called the Adventist Review office were also asked to assess the helpfulness of their contact. (Graph 26) Nearly seven in ten reported that it was “extremely helpful” (29 percent) or “very helpful” (38 percent), while one in five indicated that it was only

If Yes, how do you assess their helpfulness in light of your experience(s) with contacting the AR Office?



Graph 26

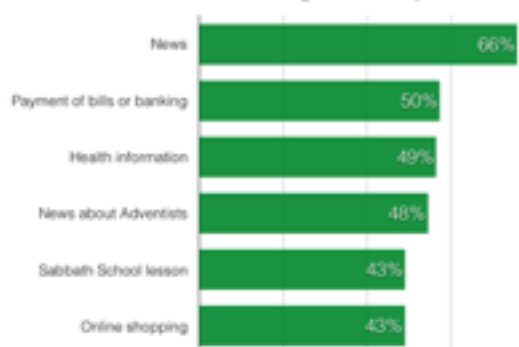
“moderately helpful” (16 percent) or “slightly helpful” (6 percent). Just one in ten gave the most negative response: “not at all helpful.”

Digital Media Usage Patterns

To get basic information about the digital media consumer patterns among the readers of the Adventist Review, respondents were asked, “What online services do you access regularly?” A list of 12 responses was included and respondents could check as many of these as were true for them. A total of 111 respondents did not answer this question, apparently in most cases because they do not use the Internet at all. They represent 12 percent of the total sample.

The only item that a majority of respondents selected was News. (Graph 27) Two thirds (66 percent) indicated that they look at a news service or news services online. Men were more likely than women to give this response. Respondents under 70 years of age were more likely to give this response, while those over 70 were less likely to do so. This age differential was true for all of the items included in this question, so it will not be repeated in the following paragraphs.

What online services do you access regularly?



Graph 27

Half of the respondents (50 percent) indicated that they use the Internet to pay bills or do banking. Nearly half (49 percent) reported that they use online services to find health information. Women were more likely than men to give this response.

A little less than half 48 percent indicated that they use online services for news about Adventists. Men were more likely than women to give this response.

Two in five (43 percent) said they use online shopping services, at least on occasion. Respondent who live in the United States were more likely to give this response.

The same number (43 percent) reported using online services to study the Sabbath School lesson. Respondents who live outside the United States were more likely to give this response.

A total of 41 percent indicated that they use online services to find information about the Bible or religion and one percent less (40 percent) to access social media. (Graph 28) Women were more likely than men to say they use social media, while men were more likely than

women to report using online sources for information about the Bible or religion. Denominational employees were also more likely to report using both.

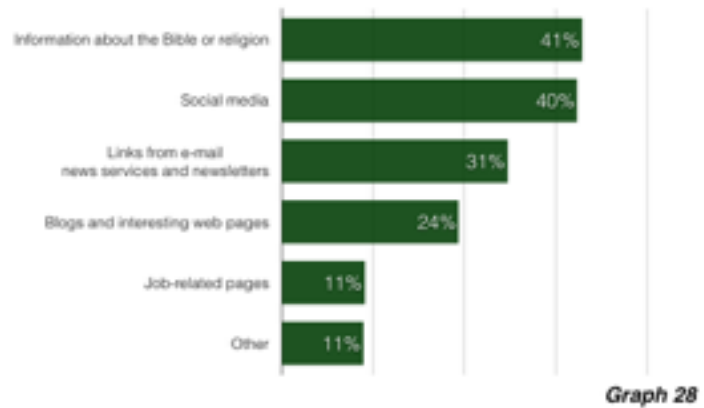
Less than a third (31 percent) reported that they use links from e-mail news services and newsletters. Those who are denominational employees were more likely to give this response.

Nearly a quarter (24 percent) indicated that they read a variety of blogs and web pages which they find interesting. Men were more likely than women to give this response. Respondents with a graduate degree were more likely to give this response, as were those who are denominational employees.

About one in ten (11 percent) reported that they use the Internet for job-related web sites, although it appears that perhaps a number of respondents simply skipped this item. Men were much more likely than women to give this response. Respondents with college degrees were more likely to indicate that they use the Internet in their work, as were denominational employees and those who live outside the United States. Respondents who have been baptized members for more than 20 years were less likely to give this response, while more recent converts were more likely.

An equal number (11 percent) listed other types of online services. The list can be seen in the appendix F.

What online services do you access regularly?



Appendices

A. Objectives of the proposed research

- Measuring the perceived value/usefulness of Adventist Review magazine (new format) and AR services
- Understanding subscribers' preferences for print edition: quantity of pages, number of issues per month, paper vs. online version
- Evaluating the quality of the material/columns
- Gauging access to online material/website/AR app
- Estimating the regularity with which subscribers receive paper version/electronic Newsletter
- Assessing the awareness of AR websites and social media
- Understanding the perceived usefulness of AR online products and presence on social media
- Measuring subscribers' perceived mission of AR
- Gauging the role AR plays in readers' awareness of Adventist doctrines and their sense of connectedness to Adventist mission
- Understanding the impact of AR on readers' spiritual life
- Identifying the readership/demographics of readership
- Identifying the demographics of those who are new readers of AR
- Assessing the dual usage of print and digital subscription use
- Identifying the primary reasons for AR subscribing
- Testing the perceived impact/value of KidsView magazine

B. Survey Instrument

Consensus Statement

Adventist Review has been the primary journal of the Seventh-day Adventist Church since before the denomination was officially formed in 1863. Please help us with your input about the Adventist Review magazine and Adventist Review online.

You must be at least 18 years of age to participate in the study. The survey will focus on your awareness of AR ministries, your preferences, and thoughts about the material.

There are no known physical or psychological risks involved in filling out the questionnaire. Your participation in this study is completely voluntary. You may discontinue your participation in this study at any time. Do NOT answer any question that causes you discomfort. The survey results will be used by researchers and AR staff to improve the quality of AR ministries.

All information provided is anonymous and confidential. There are no identification numbers of any type on the survey. Do not place your name or any identifying mark on the form. Data analysis, reports, presentations, and publications will only focus on aggregate data.

By going to the next page and filling out the questionnaire you are giving consent to participate in this study.

Adventist Review Assessment Survey

Welcome

Adventist Review has been the primary journal of the Seventh-day Adventist Church since before the denomination was officially formed in 1863. Please help us with your input about the *Adventist Review* magazine and *Adventist Review* online.

1. How often do you read the *Adventist Review*?

	Never	Occasionally	Most months	Every month	More often
Print edition (on paper)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How do you receive *Adventist Review*? (Check all that apply)

- ☐ It comes in the mail
- ☐ It is distributed where I am employed
- ☐ A relative or friend gives it to me
- ☐ I read it online
- ☐ I read it online via the *Adventist Review* app for tablets, iPad, or smartphone. I read
- ☐ articles of *Adventist Review* through social media (Facebook, Twitter).
- ☐ Some other method (please specify)

3. How long have you been receiving the print edition of *Adventist Review* (on paper) through the mail?

- ☐ A year or less
- ☐ Two or three years
- ☐ Four years or more
- ☐ I do not receive it regularly

4. How often do you look at the online edition of the *Adventist Review*?

- | | |
|---|--|
| <input type="radio"/> Two or more times per day | <input type="radio"/> Most months - 8-10 times a year |
| <input type="radio"/> Each day | <input type="radio"/> Occasionally - 3-5 times a year |
| <input type="radio"/> Multiple times per week | <input type="radio"/> Only once |
| <input type="radio"/> At least once a week | <input type="radio"/> I have never looked at it online |
| <input type="radio"/> Every month - 12 times a year | |

5. If and when you look at the *Adventist Review* print magazine, do you...

- | | |
|--|--|
| <input type="radio"/> Read all the contents of the issue over the course of a month? | <input type="radio"/> Look at it once? |
| <input type="radio"/> Read approximately half the contents over the course of a month? | <input type="radio"/> Never look at a paper edition of <i>Adventist Review</i> |
| <input type="radio"/> Pick it up and read a little several times during a month? | |

6. If and when you receive e-mail notifications about online *Adventist Review* content, do you...

- | | |
|---|--|
| <input type="radio"/> Read all the stories listed in the email update | <input type="radio"/> I never open email from <i>Adventist Review</i> when it comes |
| <input type="radio"/> Read some of the articles listed | <input type="radio"/> I never look at <i>Adventist Review</i> online |
| <input type="radio"/> Read a little several times | <input type="radio"/> I do not receive e-mail notifications about online <i>Adventist Review</i> content |
| <input type="radio"/> Glance at it once | |

7. When I read *Adventist Review* online, I typically spend:

- | | |
|--|--|
| <input type="radio"/> More than 10 minutes per visit | <input type="radio"/> 6 minutes per visit |
| <input type="radio"/> 10 minutes per visit | <input type="radio"/> Less than 3 minutes per visit |
| <input type="radio"/> 8 minutes per visit | <input type="radio"/> I don't visit <i>Adventist Review</i> online |

8. Which do you prefer?

- | | | |
|--|---|---|
| <input type="radio"/> Print version only | <input type="radio"/> Online version only | <input type="radio"/> Like both equally |
|--|---|---|

13. Please evaluate each of these parts of the magazine:

	Excellent	Good	Fair	Poor	Not sure
Editorial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cover story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Box (letters to the editor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Delbert Baker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Clifford Goldstein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Jill Morikone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Andy Nash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Jimmy Phillips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Dixil Rodriguez	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columnist: Hyveth Williams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Devotionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventist Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biblical Studies/Theology articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health articles (Housecall column)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Testimonies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles by or about Ellen G. White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews Voices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Other Words (column authored by staff member)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>KidsView</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. To what extent do you agree or disagree with each of these statements?

	Agree completely	Agree somewhat	Disagree somewhat	Disagree completely	Don't know
I trust what I read in <i>Adventist Review</i> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily see and read the print (size of print).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the message of the articles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Adventist Review</i> has the right balance of graphics and text.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share <i>Adventist Review</i> with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Adventist Review</i> provides ideas for ministry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the difference between <i>Adventist Review</i> and <i>Adventist World</i> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How important is *Adventist Review* to your spiritual life?

☐ Crucial ☐ Important ☐ Unsure ☐ Minor importance ☐ Not important

16. How important is the *Adventist Review* to your sense of connection to the worldwide church?

☐ Crucial ☐ Important ☐ Unsure ☐ Minor importance ☐ Not important

17. How satisfied are you with each of the following aspects of the print edition of *Adventist Review*?

	Very satisfied	Satisfied	Not sure	Not satisfied	Very dissatisfied
Frequency of publication (monthly)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page size Number	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of pages Number	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of ads Plastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wrap-around (polybag)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other promotional materials inserted inside the wrap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. I receive the print edition of the *Adventist Review* . . .

☐ by subscription ☐ free, shortly after I was baptized ☐ as a gift

19. Have you ever watched *Adventist Review* Television (ARtv) available free on AR website, Apple TV, Roku, and a variety of other apps?

☐ Yes ☐ No

20. Do you pay for a subscription to the *Adventist Review*?

☐ Yes ☐ No

21. If yes, how do you feel about the current subscription price (\$19.95)? It is...

☐ far too high ☐ somewhat high ☐ reasonable ☐ could be higher and I would still buy ☐ priced too low

22. In what ways has *Adventist Review* had an impact on you? (check all that apply)

- ☐ It broadens my understanding of Adventist doctrines
- ☐ Information on health issues has influenced my lifestyle I
- ☐ use ideas from *KidsView*
- ☐ Testimonies of other Adventists touched my life I
- ☐ use AR material in my ministry
- ☐ It inspires me to save the lost
- ☐ AR articles have helped me improve my relationship with other people
- ☐ Other (please specify)

23. One of the items inserted with the magazine is *KidsView*, a magazine for children (grades 3 to 6).

	Yes	No
Have you looked at <i>KidsView</i> ?	<input type="radio"/>	<input type="radio"/>
Do you have a child at home who reads it?	<input type="radio"/>	<input type="radio"/>
Do you give it to a grandchild or another child?	<input type="radio"/>	<input type="radio"/>

24. What online services do you access regularly? (Check all that apply)

- ☐ News
- ☐ News about Adventists
- ☐ Online shopping
- ☐ Social media
- ☐ Payment of bills or banking
- ☐ Health information
- ☐ Other (please specify)
- ☐ Information about the Bible or religion
- ☐ Sabbath School lesson
- ☐ Job-related pages
- ☐ Blogs and interesting web pages
- ☐ Links from e-mail news services and newsletters

25. Have you ever contacted the *Adventist Review* office for any reason?

☐ Yes ☐ No

26. If “Yes,” why? (Check all that apply)

- | | | | | | | |
|---|---|---|---|---|--|--|
| <input type="checkbox"/> Had questions about receiving <i>Adventist Review</i> magazine | <input type="checkbox"/> Had questions about subscription | <input type="checkbox"/> Had a prayer request | <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> Wanted to donate | <input type="checkbox"/> Had questions related to the published articles | <input type="checkbox"/> Wanted to enroll in Bible lessons |
|---|---|---|---|---|--|--|

27. If “Yes,” how do you assess their helpfulness in light of your experience(s) with contacting the *AR* Office?

- ☐ Extremely helpful ☐ Very helpful ☐ Moderately helpful ☐ Slightly helpful
☐ Not at all helpful

The survey is almost complete. For statistical purposes, please answer these demographic questions.

28. What year were you born?

☐ Before 1947 ☐ 1947 through 1966 ☐ 1967 through 1986 ☐ After 1986

29. What is your gender?

☐ Female ☐ Male

30. What is your highest level of education?

- | | |
|--|--|
| <input type="radio"/> Some high school | <input type="radio"/> College or university graduate |
| <input type="radio"/> High school graduate | <input type="radio"/> Master's/Professional degree |
| <input type="radio"/> Some college or university | <input type="radio"/> Doctorate/Professional degree |

31. How long have you been a baptized member of the Adventist Church?

- ☐ I am not a baptized member ☐ 1-5 years ☐ 6-10 years ☐ 11-20 years ☐ More than 20 years

32. If you are a baptized Seventh-day Adventist, what role(s) do you have in your local church? (Check all that apply)

- ☐ Sabbath School teacher ☐ Youth leader Community
☐ Children's division leader or teacher ☐ service Evangelism or
☐ Deacon/Deaconess ☐ outreach
☐ Elder
☐ Other (please specify)

33. Are you employed by the Adventist Church or an affiliated institution?

- ☐ Yes ☐ No

34. What part of the world do you live in?

- ☐ Africa ☐ Inter-America/Caribbean ☐ Pacific Islands
☐ Australia ☐ South America ☐ Southern Asia
☐ East Asia/North Asia ☐ Middle East ☐ Southeast Asia
☐ Eastern Europe ☐ North America ☐ Western Europe

35. Were you raised by at least one Adventist parent?

- ☐ Yes ☐ No

36. Do you have any other suggestions or questions for the editors of the *Adventist Review* magazine or ministries?

37. If you would be willing to answer questions in a future interview survey for the *Adventist Review*, please include your name and phone number. No contact will be made after 8:00 p.m. local time.

C. Data Tables for Age and Gender Segmentation

Only statistically significant comparisons of segments of the total sample are included here.

Q1.1 - I never read the printed edition of the Adventist Review

Total Sample	Gen X (31-50)	Boomers (51-70)	Over 70	Men	Women
5.4%	11%	8.4%	4%	7.5%	5.9%

Q1.2 - I never read AR online

Total Sample	Gen X (31-50)	Boomers (51-70)	Over 70
8.7%	5.8%	9.2%	17.6%

Q3 - I do not receive the print edition of the Adventist Review

Total Sample	Gen X (31-50)	Boomers (51-70)	Over 70	Men	Women
16.4%	37.6%	20.7%	9.7%	21.1%	13.6%

Q4 - I have never looked at the online edition

Total Sample	Gen X (31-50)	Boomers (51-70)	Over 70	Men	Women
20.0%	7.1%	12.3%	28.2%	15.3%	24.3%

D. The Level of Trust in Adventist Review

	Complete trust trust	Somewhat trust trust	Complete/some what distrust
Editorial	52.20%	41.80%	5.20%
Cover Story	52.60%	41.70%	4.20%
News	51.20%	40.40%	6.80%
Columnist Delbert Baker	59.10%	36.80%	3.20%
Columnist Clifford Goldstein	48.00%	44.30%	6.70%
Columnist Jill Morikone	55.40%	40.70%	3.60%
Columnist Andy Nash	50.80%	41.80%	6.70%
Columnist Jimmy Phillips	56.00%	38.90%	4.80%
Columnist Dixil Rodriquez	49.80%	43.60%	6.10%
Columnist Hyveth Williams	52.20%	40.70%	6.00%
Devotionals	56.30%	38.50%	4.00%
Adventist Life	55.20%	39.60%	3.80%
Biblical studies/Theology	48.30%	42.20%	8.70%
Health Articles	50.70%	40.30%	7.60%
Stories	52.00%	41.50%	5.40%
Testimonies	55.50%	38.10%	4.90%
Articles by or from EGWhite	50.70%	40.20%	7.70%
Interviews	57.30%	37.50%	4.00%
Book Reviews	54.70%	40.40%	4.40%
Voices	60.20%	33.60%	3.90%
In Other Words	57.10%	39.10%	2.50%
Advertising	57.50%	38.70%	1.90%
KidsView	56.70%	37.70%	4.20%

E. Responses of Paid Subscribers Compared to Other Readers

Q1.1 - How often do you read the print version of the Adventist Review?

	Pay for Subscription	Don't pay for Subscription
Never	0.4%	20.6%
Occasionally	7.5%	28.2%
Most months	16.0%	20.2%
Every month	59.0%	23.5%
More often	17.1%	7.5%

Q1.2 - How often do you read the online version of the Adventist Review?

	Pay for Subscription	Don't pay for Subscription
Never	19.1%	3.5%
Occasionally	34.3%	20.7%
Most months	9.0%	16.8%
Every month	13.9%	23.5%
More often	23.7%	35.4%

F. Survey Comments

Q22. In what ways has Adventist Review had an impact on you? OTHER:

- A 67 years old and Adventist Review has always been there, kind of like a distant aunt, someone I don't see but whose existence is part of my history.
- A closer connection to the church and other Adventists
- A constant reminder that we are a world wide church!
- A devotional publication, rather than keeping me up-to-date of what is happening in the SDA Church
- Adventist Review has been ichabod for many years as is Adventist World and as long as it is run by jesuits it will never be blessed by The Holt Spirit.
- AR's impact on me is mostly negative and disappointing because it reflects the moral and theological corruption of the Adventist people, especially our leadership. Ex) covertly promoting women's ordination, undermining faith Ins EGW, etc, etc.
- Articles about or on Jesus
- articles are written for scholarship, not for inspiration

- Articles on history and identity are usually very good but were not included in all the choices earlier in the survey
- Articles that bring Jesus first, grace, and not law not what I should or ought to do. Could care less about who did what where and how many baptisms. Bring me article that increase my desire for relationship with Jesus
- Attend a very small church, so helps me feel connected & informed with the larger church.
- Becoming far too political, especially this week. Sorry, but the Bible, Peter and Paul tell us the importance of obeying our civil laws. Illegal aliens are rarely persecuted, etc. as stated in the Review. Christians should especially be honoring our country's laws.
- Bill's Grace Notes these are the BEST!!!
- Commentary on news, either church news or world news, greatly stimulates my thinking and gives me "talking points" for conversation with others.
- Connection to the Adventist world & family, deepens my faith
- Connects me with Adventists across the world; makes me feel a part of the family, diverse and contentious as we are.
- connects me with the worldwide church
- Depends on spiritual content. How bible based it is.
- Dixil Rodriguez's stories touch my heart
- Doesn't really impact my life
- Don Knott's Stay in Grace is that in the Review or the other?
- don't like new AR - too much of the same content
- Don't trust. Simply a Wilson platform.
- Draws me closer to God
- Educates regarding church history
- Excellent part of my morning Devotion
- Frankly, the impact is minor. I think it is a good magazine. I look at it. I plan to continue to look at it. However, the impact of the magazine on my life is minor.
- From reading the Review, I read about a man who copied the Bible. I am doing that and it is changing my life.
- General information
- Generally bored, except for Dixil and Stephen Chavez stories and essays. Always read health information. Other essays are so 'party line' and non controversial that most often, they are without value in terms of intellectual stimulation. I read Cliff for laughs. His tangled arguments are amazingly silly.
- Get rid of Grace Notes, speak in today's English
- gives me a connection to the world church
- Grace Notes by Bill Knott
- GraceNotes always gives me a spiritual high. Thank you, Bill, for thoughtfully keeping us focused.
- Great collection of soul food
- Great contact with world church
- Has expanded my knowledge of the world field and given me insight into the work going forward.

- Help keep me connected
- help me keep in touch with the world church
- Helps me feel connected to the church
- Helps me grow in my relationship with Jesus
- helps me keep up on what is happening in the world wide church
- Helps me to relax when I read th the wonderful articles when im having a stressful day.
- I also enjoy articles that remind us of the similar struggles our pioneers faced.
- I always forward the OnlineReview to my daughter who no longer has any connection with the church. I also forward the Grace Notes that Bill Knott writes to several people. They are wonderful. I hope he has them printed in book form. I always read them first!
- I am 86 and don't go to church so need the contact. No computer. It's my sabbath reading.
- I am interested in keeping up with church politics.
- I am presented with new info to think about and fresh insights
- I appreciate the emphasis on SDA history--Bill Knott's editorials, special articles related to pioneers or doctrinal development etc
- I believe AR becoming more secular and liberal in theology. Sign of the end times.
- I do not think the Review takes a stand on issues that are important to me. I also get very weary of seeing Ted Wilson in every page.
- I don't believe the AR is a supportive of all SDA voted policies as it should.
- I enjoy reading it on Friday night and Sabbath
- I feel part of a wonderful church preparing for Jesus return
- I feel, I'm connected to the Global Church
- I find that some of the articles are too deep for the average person.
- I give it to a young person.
- I give to young family to Use kids view.
- I grew up with AR--it's a part of my life. Please don't do away with it
- I have missed the weekly review. Such a disappointment when it changed.
- I just appreciate my church more, knowing that it cares enough to write these articles for the church family. If I was a new Adventist, how else would I feel connected to my church?
- I like Adventist World; not too many stories and the print is bigger.
- I like the news
- I like the online recipes.
- I look forward to reading it and sharing what I read at church and with my non-Adventist friends
- I love creative outreach ideas
- I love it! I've been reading it for over 60 years.
- I love the Monthly magazine/book. Perfect size for putting in my purse, for when I to to hair care...etc. You are doing a Fabulous work work. God be with you, and continue blessing your continued ministry , as we are soooo very near to His Glorious Return. Thank You !!!
- I mourn over the unbiblical stances taken by some of the authors of the Review. After my husband retires, I plan to write more letters to the editor.
- I prefer email version to save money for our church
- I retired from the Educ Dept of So. CA Conf at age 75 aft 35yrs

- I use it as a devotional
- I use testimonies of other Adventist in my sermons in church.
- I use the articles on our church website and in our bulletin/news booklet
- I wonder if the on line and Adventist World should be paid subscription
- I would appreciate the address of SDA ministries reporter so I could send contribution directly.
- I'm 105 and have read it forever -- it's part of me.
- Impact means "constipate"
- important in keeping me up to date on the larger church
- In recent years, AR has had virtually no impact except frustration
- in the days of Kenneth Wood the Review had significant impact. In the years since then, it has had less and less.
- Influences my devotional life most
- informed and connected
- Informs me and challenges my thinking.
- Inspires me to reach out to my community and provides ideas of ways to do it effectively.
- interesting
- It causes me to feel part of a great organization. A family connection to the church.
- It connects me to other Adventists.
- It doesn't very much
- it gives me a view of some of what is going on in the world of Adventism, but I feel like it is too one-sided. Everything the church does is great--you don't address real issues like early Adventist Reviews did.
- It has been a part of my life all my life. It is just a part of me. I can't imagine not getting the Review. It gives me insight, information, encouragement, and inspiration. I love the Review!!
- It has broadened my understanding of the diversity in our church, and that there is room for such diversity. We cannot be uniform in all aspects of Seventh-day Adventism worldwide, only in Biblical doctrine. Differences in culture cannot make us all think the same, nor should we expect that, but we must all be united on Biblical doctrine. I have learned to appreciate the differences among us.
- It helps me be in touch with the work of the church.
- It helps me feel connected to the world church.
- It helps me know what is happening in the world church
- It helps me not feel alone in my life as a Christian.
- It helps me stay connected with the World Church--I generally read it from cover to cover. I always feel like it is hard to accurately rate how much I enjoy any given feature of the magazine, because sometime a cover story may really grab me, and other times not so much, which could be said for any of the segments. But I have been enjoying reading the Review my whole life, and am thankful for the ministry of the Review. My father, who was not a minister, also subscribed to Ministry Magazine, and to other publications as diverse as Spectrum and Firm Foundation, so we grew up reading a wide range of perspectives and voices within the Adventist Church. Praise God we are one family, even if we don't see eye to eye on everything.
- It helps me to feel connected with the worldwide church

- It helps me understand what our Church is trying to convey to its membership.
- It helps to keep me up to date with what is happening in other parts of the world, separate from what I read in Adventist World.
- It helps to know the World Church!
- It is a good Sabbath read but it hasn't had a impact on my life it keeps me in touch with the world wide church and is a good way to receive news
- It is a useful tool for creating new sermons for using in my church
- It is about MY church, 47 years. I love my church
- It keeps informed about my church. I need to know what is going on at the highest level in my church, where the needs are, who to pray for, etc
- It keeps me in touch with my fellow believers.
- It keeps me in touch with what is going on in the SDA church
- It keeps me more connected to the church at large.
- It keeps me up-to-date on what's happening in the church and helps prepare me for the return of Jesus.
- It reminds me of the great work that could be done by AR
- It shows me how've subtle our church is being programmed into accepting the ecumenical movement (Vatican's program).
- It's an excellent tool of communication.
- It's very important way to know about Adventism and what's happening in our world related to religion and Christianity. I am thankful for the online subscription. I wish more knew about its availability online.
- Just enjoy the Review for whatever interests me as an aged SDA.
- Just interesting
- Keep in touch with fellow-believers
- Keeps me connected to the SDA Church
- Keeps me in touch when I am geopratically isolated and marginalized by the church
- Keeps me in touch with what Adventists are doing elsewhere.
- Keeps me inform as to what's happening in the Adventist World.
- Keeps me informed about what is happening in the Adventist community.
- Keeps me informed of official Adventist news. I use it to supplement other sources.
- Keeps me informed where Adventist Leadership stands
- Keeps me involved
- Keeps me updated about what the Adventist establishment is up to this month
- Kept me in touch with the tone and direction of the church
- Learning about the struggles of Christians in other cultures touches my heart. I am encouraged to pray for them.
- Lets me know what the GC leadership thinks is important
- Living in a place with not many Adventists, it encourages me to read about the churches in America and the world and all that God is doing with his church. It helps me feel connected to my church as a body.
- Love Artv

- makes me think about issues from another angle.
- Makes me think!
- no impact
- no impact
- Overall, I really appreciate the Review and the Adventist World
- provides a wider perspective on the diversity of God's big family
- Put out for non- adventists to read. Give kidsvidw to a friend for his grandkids to read.
- Read AR at somebody level since upper grades in church school. Sub lapsed during my 20-30. Then renewed when William Johnson came.
- Renews my confidence. Helps me to refute some criticisms circulating about our leadership and reports of our leadership going into apostasy (taking the church with them).
- Seem philosophically geared to millenials rather than classic adventism
- Shows that the editors of the Review are willing to ignor current issues in the church
- Since I no longer trust it, especially the theology, women's ministry agenda, and the political slant that it carries, it no longer matters very much.
- Slight if any influence
- Solidifies my connection with the rest of my SDA family worldwide
- Some article should are spiritually uplifting. Others are not consistent with the world church views.
- Some articles impact me more than others; I don't see a pattern.
- Sometimes it seems to be a little bit more propagandistic than informative
- Somewhat inspirational
- Spiritual blessings, healing, devotion and guidance in my journey to salvation.
- Spiritual growth
- Stimulates my thinking on the role of the church in my life. Provides insight into priorities and programs of the church.
- Strengthens my connection with the church
- The ad warning us of satanic coloring— too small and was missed by most. Look at what you have done to “steps to Christ“! Mrs white must be rolling over in her grave Andy Satan is laughing all the way. It is not the subject matter that is wrong. It is what happens to your mind as you color it. Satan posses you. Read the copy@www.mandelas.com. Does Satan really need our help for his retirement process.
- The AR has little or no impact because it is a 19th century communication tool trying to communicate in the 21st century. You may have 50,000 subscribers in a membership of 1 million in the NAD and 20 million worldwide, but that is pathetic. If you take away the freebies--copies paid for by church entities for church administrators--how many “actual“ reader-paid subscribers would you have? The answer would be too small to print in the AR.
- The articles help sooth and heal my mind. They help lift me out of dwepression.
- The GraceNotes feature is like vitamins. I can't wait for each new one to be posted. They refresh my soul !!!
- The Review--On Social security and get Adventist World--too small print. always liked
- too political

- used to get it but haven't had it for over a year
- Very boring paper
- Very disappointed in the 'dumbing down' over last few years.
- Very up to date. Excellent
- We are blessed with a church school. I give the kids view to the teachers.
- We are not happy with the new format. It is hard to read and some issues cover the same subject article after article that may not interest us.
- We belong to this Adventist organization by choice and the Review has kept us in touch with the church, the leaders, the message advisor viewed by others and the worldwide church
- We belong to this Adventist organization by choice and the Review has kept us in touch with the church, the leaders, the message advisor viewed by others and the worldwide church
- We have had the Review for over 60 years .we used to have the print edition and then it came online
- We have received AR most of our 57 years of married life. It has been a steady influence in our lives. It keeps us plugged in to the worldwide church.
- We live in an isolated area; very few SDA, have many non-SDA friends, so the Adventist Review is our connection to the Church.
- what LITTLE news is in the Review, is usually stale coming only monthly, as I have heard it from other sources when the news is current. There are grave issues facing the church, but they are never written about in the Review. Most of the FEW letters published are praising up the editorial staff. Don't let Neal Wilson keep you from publishing how he is going to force people to do what he wants. God doesn't force people, but he is going to punish people. Expose him! I have subscribed to the Review for years, but will not renew again.
- When i feel alone i read the magazin, afterward i feel better.
- Your mag has become "intellectual" as opposed to Signs of the Times which is down to earth, health conscious, and touching the heart.

Q24. What online services do you access regularly? OTHER:

- 3ABN
- 3ABN and Hope Satthschool
- Adventist Archives.org
- Adventist Mission , It Is Written , E.G.White email daily devotional
- Adventist Today and Spectrum
- Adventist websites that publish biblically-based articles and news, and that quote more than just soothing EGW quotes. We are hungry for this type of forum. The end of the world is here, and the AR articles could lull one into thinking we will continue here for the next 1,000 years.
- Adventists Today and Spectrum websites, where I can get an idea of what the real issues are in the church and where the stories are not pre-approved by GC administration.
- Also receive "Spectrum" news on line and subscribe
- aol

- Articles about exercise and running. Articles on entertainment. Articles relating to politics. Articles relating to Christianity and religion. I surf the internet everyday looking for items of interest.
- belong to social forum where all kinds of issues are discussed/
- Bible versions, Adventist Today, Spectrum.
- Come and Reason Ministries
- Continuing Education & Misc. Study
- Cooking
- Databases of academic and professional publications
- Devotionals I subscribe to, Bible app
- educational
- EG White writings
- Ellen G White books - reading her biography now
- email
- email
- email
- email
- emails material from the church
- Facebook, emails
- Finance and travel information
- Genealogy
- General Conference News, especially about women's ordination
- General World news on major web sites
- Go Bible.
- google
- google needed info
- Happenings in the SDA church review dos not touch
- Health information.
- Hobby sites, as in knitting, sewing.
- I am hearing impaired and love all things online and accessible
- I do not go online for any of the above.
- I do not have a computer.
- I do not have online access. I'm too old.
- I do not have this system due to age and vision.
- I do not use
- I don't do computer by myself.
- I don't spend much time on line
- I don't have internet.
- I don't use online at all.
- I look up a lot of things on "google" and use email daily
- I love Jesus 101
- Information on various subjects

- Internet, maranatha
- investment info
- It is written,plus many more Adventist Webb sites
- Kindle, Pinterest
- Listening to preachers who preach the third Angels message
- Media and Entertainment
- messages from my church,,on line
- Messages to fam and friends
- Music
- Music
- My medical issues
- N/a
- Netflix and other on-deman video sites
- No computer
- no computer
- None
- None
- None
- None
- None
- None
- none
- none
- None, no computer
- On-line puzzles!
- Online information & entertainment videos
- Online streaming of various Adventist Church services.
- only AR on line
- Pinterest, Dear Abby, HGTV, Adventist ministry ideas and newsletters
- Podcasts, YouTube vlogs
- Prefer not to answer
- privacy tools, computer source code
- professionally useful info
- Recipes
- Relation between science and religion: In the old testament, religion was the science of the time!
- Research and professional databases for work
- Research articles on various topics
- Research links
- Sending and receiving emails.
- Sports information
- Vegetarian Recipes

- We don't own a computer-we stop by the library almost weekly for 30-60 mins. Nearest library is 30 min drive. So mainly read emails or look up specific items.
- We watch 3ABN and Amazing Discoveries and receive beautiful sermons we are baptised SDAs
- Weather
- weather
- weather :)
- With no TVs access, we Gervinho our weather and some limited entertainment on the internet.
- Work related
- www.adventist.com
- Q26. Have you ever contacted the Adventist Review office for any reason and why?
- About submitting an article
- about the small, unreadable print on pages that are too full
- Accessing account for online articles
- address change
- Address far too small. Feel sorry for the Postman.
- Affirmation; also serious editorial mistake (wording in the publishing of my “ letter to the editor“
- Article suggestion
- asked for larger print
- Asking about putting articles in the Review
- commented on cover material, liked it
- comments -- letters to the editor
- Comments on a article
- compliments or letters to editor
- concern regarding a writer
- Congratulations re Grace Notes!
- Contacted editor about material in his editorials
- Desire to contact an author of an article.
- Doctrines
- extended permission to print essay
- Fantastic article by Delbert Baker
- Felt compelled to respond to a letter.
- Freelance writing
- Getting damaged/ripped issues
- had a comment
- Had a comment published in Letters to the Editor
- Had a question about doctrine
- Had an article published by AR
- Had question about doctrine and a confused idea.
- Had questions about giving a gift. Manuscript submissions.
- Had to write a letter!
- Have bought subscriptions for adult children
- Have occasionally published in the Review.

- how to forward an article but got no answer, also asked about articles ju,ping and that was stopped
- I don't like the new format and binding..too hard to hold open. Adv. World format is perfect. I want to continue receivng it, but I'm not renewing my sub to the Review. I
- I had to speak up for biblical issues that were not addressed in the AR.
- I needed an issue that wasn't sent.
- I SEND MY PRAYER REQUESTS TO JUDY T FOR SOME REASON I CAN NOT GET THROUGH ON PRAYER REQUEST.
- I sent a Reader's favorable comment on an article by A Allan Martin
- I thanked them for the great they do.
- I wanted a free subscription. I am in prison in Florida.
- I was asked permission to publish a comment.
- I work in Church communication and see AR as colleagues
- I would love to have a large print or darker print edition.
- If I have to contact AR I will request a larger print and noo many advertisements.
- Incorrect titles of individuals - Pastor Wilson is NOT the President of the Seventh-day Adventist Church. He is President of the General Conference of Seventh-day Adventists. It is over time to get this right once and for all!!!!!!!!!
- Inquiring about submitted article and possibilities for the future
- Issue a month late in receiving it.
- It's about New Believers subscriptions, why some conferences don't participate?
- letter to editor
- Letter to editor about an article I liked and had a comment.
- letter to editor, etc.
- letter to the editor
- Letter to the editor
- letter to the editor
- Letter to the health editor
- letters to editor
- Letters to Editor, Articles submitted and printed in AR
- Letters to the editor
- Letters to the editor
- Letters to the editor.
- Look below. "Office" is singular! (assess its helpfulness) Yikes!
- Looking at the Archives and password problems
- Looking for missing GraceNotes in the Archives.
- made comments re Adventist lifestyle, and practices-particularly in church.
- Magazine arrived shredded, or with only the cover
- Many years ago re Romania evangelism and adoption
- My address was incorrect-Uncompleted and in the October issue they didn't put my zip code.
- Need of a large Print edition. Told that it cost too much.
- Needed to know how I could show ARtv at my church

- Never got a reply back.
- Never request
- Note on other page-written out.
- notify change of address
- Ordered magazine for family members.
- paid for complete online issue. Never got any. I just read the short versions sent to my email.
- paid for online subscription. Never received it. My money was received though.
- Pass on info to Clifford Goldstain
- permission to use material on radio
- personal visit
- Publication possibilities
- purchased gift subscriptions for family and friends
- Question about an article accepted but never published.
- re irregular delivery and huge exchange rate
- Recently it has arrived very late; about 2 weeks into the month.
- Requested a back issue.
- Responses to articles, editorials, photography
- Sent Article in that was published Is Happily surprised
- Sent in an article on tithing that was not published
- Sent in comments re articles.
- Sent letters to the editor
- Slow delivery
- Some of the actions of the church
- STOP the music from playing when people are talking! or at least reduce it to less than 25%.
- Submission of articles or photos
- Submit articles for possible publication
- submit letters and articles
- Submitted a story of our conversion
- submitted an article for publication
- Submitted article for publishing
- Submitted work for publication.
- submitting an article
- Submitting an article to be published
- submitting articles to the Review for publication
- Submitting content
- subscription to new Adventist.
- talk to an employee
- Talked with an editor about why certain subjects weren't covered in the AR. The answer wasn't comforting.
- To ask For spelling of Takoma Park to be corrected.
- to change email delivery address
- to change online AR email address

- to renew my sub to review Please go back to renewing to renewing at review, it is faster and you let me know you heard from me thanks
- Trouble getting address changed in a timely manner
- Used to write articles for AR before I retired 2 years ago
- Wanted to know the outcome of a person in a story
- Wanted to make an observation
- Was I going to be published.
- When I donate, it takes a very long time for the check to be acknowledged and cleared. Especially the donations for new believers.
- Written letters to the editor
- written to the editor
- Wrote a few letters to editor.
- Wrote for Review a few times years ago.
- Wrote letter to the editor
- Wrote letters to editor at times.
- Wrote letters to editor. Submitted article.
- wrote to editor
- Wrote to editor
- Years ago. My brother-in-law worked at the White Estate & Pacific press

Q36. Do you have any other suggestions or questions for the editors of the Adventist Review magazine or ministries?

- (1) Adventist Review should be distributed subscription free in the same manner as Adventist World. As it is only issued monthly it can be printed locally like Adventist World and distributed from local print houses.
- (2) Would like to see Adventist Review be more independent so it can compete better with Adventist Today and Spectrum magazines.
- 1. Ditch the columnists (I
- 2. Make it a teaching magazine - increase Biblical knowledge in an graphically interesting way. See Amazing Facts Magazines for a good example.
- 3. Frequent use of stories to increase faith.
- 4. Relatives would like recipes that actually actually good and healthy (talk to Weimar).
- 5. Interesting articles on health. Not same old same old.
- A once-a-month mag. means any news in it is old news, and I have read it from other sources. There are not many letters to the editor as there were in the weekly Review, and so many of them are just telling you how wonderful it is. It is plain to a reader that the Editor's column is a chore for him to write, mostly a lot of words to fill the page. My subscription is up this month, Nov. '17, and I am not renewing, this after many years. There is no news of what is REALLY happening in the church with the dictatorial attitude of the General Conference leadership. I don't feel like the Adventist church has a lot of relevance. God does, but the church just pushes doctrine, has the Roman penal view of God who punishes us. That is what the GC is doing to us. Out with Wilson

and his staff. Write the NEWS of what is REALLY happening. The average Adventist hasn't a clue what is going on.

- A return to the vigor and approach of FD Nichol and Bill Johnson.
- A single or 2 page listing of Adventist web sites for theology study, health, etc.
- An excellent magazine, keep up the good work, God bless you all.
- Any news in the monthly Review is stale news as I have already read about it online from other sources. Bill Knott fills the editorial page and says very little. It shows that it must be a chore for him to write. There is no news at all about the dictatorship of Ted Wilson. My subscription is running out and I am not renewing. The mag is just another Reader's Digest.
- Appreciate deep theological studies. Appreciate history articles. Appreciate current events and how they relate to our church or what we are doing or involved with.
- AR appears to present only “sunshine” articles, and articles in line with GC leadership ideas. This gives the journal a “party propaganda” character. With more editorial freedom, you might be able to cover the serious issues going on in the Church. Why did you not cover the very important Unity 2017 London Conference, called by many SDA unions? This lack of serious and open information, undermines the overall credibility and relevance of the AR. Unfortunately.
- AR has become a mere “house journal” and does not serve the inquiring mind.
- -AR is a high quality work. However, it is too much for me to digest in 1 month. So I quit my print subscription and read online.
-I much prefer it to ARWorld and anything from the NAD.
-Miss Andy McChesney... :(
-I look to the review for solid Adventist content since one can no longer rely on the local pulpit in NAD for that.
- AR is widely seen as simply a ‘house organ’ and cannot serve the whole church.
- AR spends pages and pages on same topic. So frustrating when the topic is not relevant to my interest. Better mix of topics would be enjoyed
- AR will be so good if it is free for all members, at least for elderly ones live with SS money!
- Ask more young persons to write about their lives, instead of old people - they are the church of today & of tomorrow. They have great new ideas.
- At times it seems like AR is more of a promotional magazine rather the addressing issues in the church representing various views. I also understand the reasons for the monthly magazine style. But after years of subscribing I let it drop.
- Baptized at La Sierra Dec 1946 by elder Varven Johns
- Be authentic; print the GOOD
While sometimes it may not make for 'pretty' reporting and a church that is made to look good, at least it is authentic and not hypocritical. Furthermore, it helps readers not to depend less on independent news channels. Also, it discounts conspiracy theories and unfounded rumors.
- Be more open with church newsyounger generation closer to center.
- Bigger or darker print
- Bigger print and less advertisement. Use other magazine for advertisement and more of stories.
- Bill Knott is doing a wonderful job. Keep on keeping on, Bill!

- Bill Knott is extremely liberal and needs to be replaced. Wrote him one letter about 6 months ago and he never responded.
- Bill Knott's editorials on the online edition are fabulous!
- Bill Knott's Grace notes are the most valuable to me as well as his editorials. More of that! On the online edition why all these recipes? Quite unnecessary.
- Both my husband & I are very pleased with the Adventist Review. Especially like the three sections, Discover, Connect & Engage. Thank you!
- continue the online AR. Continue online AR TV links
- Continue the weekly online recipes, please! The video clips are entertaining and informative. I think you're doing a great job in print and online! Carry on...
- Disabilities sharing more. Service dogs coming to church, our schools. Make people aware that church should be inclusive not exclusive of others, thank you!
- DISCUSS ABOUT THE MEANING OF FOOT WASHING THE MEANING OF COMMUNION. SOME PASTORS WOULD LIKE TO NOT HAVE ORDINANCE OF HUMILITY THAT IS VERY IMPORTANT.
- Distribute it free, like Adventist World
- Do something about the font size. The change in the number of pages and the reduced font size don't make the magazine that attractive. It's very hard for the "senior saints" to read the small type. Before these two changes I would sit down in one sitting on a Sabbath afternoon and read the whole magazine. Now I can take it or leave it for another time!!! I don't like the small font size. Other than that, I thank God for all of you who are involved in producing this magazine month after month.....
- Do you have to be very careful as to how you present the news relating to the SDA church, since the General Conference is your employer? I sometimes wonder if the whole story is being told, or just the good parts.
- doing a good job keep it up
- Doing a good job.
- Don't care for the writing styles of the associate editors. Would like to read more from Stephen Chavez.
- Don't like the stiff book binding. Prefer a stapled binding that can be turned back. Also prefer weekly.
- Don't make it any shorter! We read the whole thing cover to cover and it never seems long enough!
- Don't put the word Seventh-Day Adventist in almost every title. It seems quite navel gazing and egotistical. The magazine is very very inward looking and seems to have the purpose of convincing everyone how great the Adventist Church is. Like I said, egotistical.
- During 17 years in the mission field, the Review was my source of inspiration for God's work. Today I find little inspiration, with some issues providing none.
- Editorial slant is way too liberal.
- Encourage more of the laity / layman to write articles / news articles.
- Enjoy articles about happenings around the world in our churches such as the new WAW, Loma Linda etc. Articles by Sandra Blackmer always interesting.
- Enlarge print for us older folks!

- Enlarge the print for older readers!
- Feature really 3rd world evangelism work.
- Feel like the review has become outdated. News is slow. What is really happening is not reported.
- Fewer articles by Wilson
- First, I appreciate your

It is a shame that a grace note is a paragraph while the recipe is full fledged, text, image bullets etc. If you have good feedbacks to it, then change the paper to AR (Recipe).

I would like to see the AR as an Adventist paper. Now is only for some Adventists, more like the paper of the GC. I am not for the GC as I am not against. But whenever I read news from both angles, Spectrum / Atoday and then from AR is like reading the news belonging to opposition and power... So much difference! Too much! AR reports sound like the ones from North Korea. Or like the official papers in some Eastern European countries...

It was the same when the other Bill was there. Only that after retiring he moved to the other side. Will you?

If not, then start now writing the reality!

Thanks

- Focus more on the conviction of the heart.
- Focus on signs of the times and our
Consult EGW for health guidelines.
- For a time (a couple years ago) I submitted articles to be printed in the Review. The communication on the status of my submissions was poor and the payment very low.
- Forget adventist health systems. It is CROOKED, paying top administrators more than ONE MILLION PER YEAR. They are a deceitful bunch. They are against honesty....
- Frankly, I do not totally trust AR because of the attitude and conduct of your editor regarding those who disagree with his position on the issue of WO. Jesus gave His disciples a new Commandment to love our brethren as He loved us, so that those around us should see this and know that we had been with Him. But, your editor has expressed the need to “marginalize” those who disagree with him, thus treating them not as brethren, but as an “enemy.” This is certainly unChristian, and in my view disqualifies this man from serving as editor of this church publication. I have no idea how far his attitudes and policies have permeated the rest of the writers and staff of your organization. So, I must always view anything from AR with scepticism and wonder how much is being affected by these same attitudes and conduct. For that reason, I believe your editor should resign.
- frequently see lead articles written by the editorial staff, but not by others -- is a struggle to get my articles published
- Get back to the Gospel.Remove all Roman Catholicism from print.Carry out Third Angels message including witnessing against the beast.
- Get more stories from Africa and be reflected in the review
- Get rid of William Johnsson, Roy Adams, and Bill Knott, and replace them with faithful persons who adhere to the Bible and the Spirit of Prophecy, as in the days of Kenneth Wood
- Go back to full size magazine and not so many pages. Might not need paper but just go online

- Go back to weekly and make the print edition larger print!
- GOD bless you all.
- Great magazine! Keep the hardcopies coming! My Friday evenings are spent reading it and Christianity Today.
- great job. I love it very much
- Have a problem with Elder Ted Wilson's articles, especially in regards to women in ministry. He is too political. It bothers me to see him listed as the President of the General Conference in the Review and then in the World edition as the President of the Seventh-day Adventist Church! He was elected as President of the General Conference which is NOT the Seventh-day Adventist Church.
- Have a continued series, reviewing and giving the Bible and SOP support one of our 28 fundamentals beliefs in each issue of the review. - Many of our members need this !
- Have a hard time reading the smaller p
Too much at a time. Liked the weekly.
- Have come very close to the lapsing the subscription as, in my opinion, since the onset of TW, the AR has been muzzled and serves as his mouthpiece in areas of emphasis. Since I understand the necessity of remaining employed I sympathize. Find Adventist today & spectrum much more relevant personally.
- Have somebody double-check the grammar. Be consistently adventist
- Historically, the Review has had open, honest debate of issues. Now it seems more like a one-sided "propaganda" piece with little said about opinions other than that of church leaders. I would like to see more discussion of issues and less "party-line" materials. We do have room for honest discussion.
- Homeschooling resources would be awesome.
- How about an open and unbiased discussion on woman's or And a real discussion of the headship heresy that is creeping into our church.
Show some Godly character and don't let Ted Wilson control what is published.
Our church publications need to be totally transparent
- How can i change my physical address for purposes of receiving the print version of the magazine. I noticed the subscriber login feature on the Adventist Review website has been disabled.
- How do I access AR on line? I see what others post on social media, but not sure how to receive it on line myself.
- How would you be as a writer, without a place for your voice to be heard? That is what it is like for me; but God hears us and our time on the bench is more time to study, learning more effective witnessing techniques in the one on one discipleship with or without words.
- I am a retired church school teacher. I enjoy reading stories of other church school happenings.
- I am a senior citizen and I really miss the "old" Review.
- I am truly sick of hearing so called theologians tell me what to believe about women's ordination, and I am even more sick and tired of hearing from the North American Division that they speak for the Adventist community. They may speak for the East Coast and West Coast, but they do not speak for the Adventist community.

- I appreciate stories of our Adventist pioneers and mission. My husband and I spent 14 yrs in Africa.
Please continue to print something from Spirit of Prophecy in each issue. It is very difficult to tear out a page for my files. The World Edition is easy but not the monthly Review. Wish the print were a little larger.
- I appreciate the hard work and quality content that goes into the Review. My only suggestion would be to follow thru in responding to authors who submit freelance articles. Don't leave them (us) hanging indefinitely.
- I appreciate the new authors- many of whom are from around the world.
- I became an SDA in prison.
- I can no longer download
- I didn't know about the iPad App till I read this survey. I'll definitely try it out.
- I can't see the fine print. Please don't start doing more fine print. I can't see it.
- I do enjoy the stories of people's conversion and how they have seen God leading in their life.
- I do not like the size of the Adventist Review. It is boxy and not attractive to the eye. Do you make a big-print version of the AR?
- I don't want all smiling photos. Life is not always smiling. Thanks
- I don't really like the all one topic format--I wish there were more variety, and articles factually facing the church, even the bad news.
- I don't see much, or anything, on world events, social issues, etc in relation to "end time" events. Our church appears to be whistling past the graveyard. No apparent urgency. No, not scared, just concerned it seems church members are so complacent and not aware of the times.
- I don't like the bias I see presented. I want to see more of the pure Seventh-day Adventist message presented. Tired of rebellion. We have a great message. Let's talk more about Truth and how to get ready for Jesus to come. Tired of opinions.
- I don't like the feel of the cover, it bothers me. I think we need more world news.
- I expect the leadership of the AR to support the voted policies of the General Conference. The AR should not be the platform for theological innovation. In its treatment of controversial issues, its articles need to reflect the principle of synthesis in the theological integrity of the Three Angel's Messages--i.e., the biblical worldview--past, present and future. Post modern societal changes of a moral-ethical character should not drive us to theological accommodation.
- I feel it is not as spiritual as it used to be--getting to be like any other religious magazine. I know they have changed to attract more youth--hoping it is working!
- I feel that in cutting AR down to one issue per month there are now fewer articles by non-AR staff writers. It seems that the variety of articles has diminished. By the way, the articles by AR staff members are excellent-Thank you!
- I get very weary of so much attention given to Ted Wilson - he authors too many of the articles as well as there is too much attention given to him and his travels and perspectives- we need to hear different voices and opinions other than so much of Elder Wilson
- I hate the feel of the cover much prefer the Adventist World paper stock
-

- I have always found that the Review had articles that spoke to my needs right when I needed it. I did prefer the shiny pages of the larger magazine, and found it easier to get through. I understand that it is easier to mail once a month and more economical too, so I'm ok with that. I try to share KidsView with my Grandkids but they don't seem interested, so I take the copies to church for others.
- I have been told that there is a moratorium at the Adventist Review on articles. Please consider printing an article on the issue of the Biblical validity or non-validity of even having settled pastors over our churches, seeing as how this was not the new testament model, nor the model of our SDA church in the first 4 or 5 decades. See Pastor Shane Anderson's article "It's Time to Change the Rules--Averting an Annual Council Disaster over Women's Ordination" <https://atoday.org/its-time-to-change-the-rules-averting-a-fall-council-disaster-over-womens-ordination/>. It appeared in Adventist Today recently.

Our church is arguing about who can be a settled pastor over a church and get paid for it, whereas in the NT and in the early decades of our church, the clergy were "apostles" or evangelists who raised up churches in new territories, stayed for maybe a year or so, and then went on to raise up churches in other places, with an occasional return visit to churches that they had started, to encourage them. But not to permanently babysit them, thereby teaching them to depend on the arm of flesh, like the Israelites of old begged for a king.

Our denomination was experiencing explosive growth under the NT model of having evangelists, rather than settled pastors, then after the death of EGW and the end of the presidency of AG Daniell's, we chose to ignore the very straight counsel about how the churches will die when they come to depend on a settled pastor, and church growth dropped to close to the level of all of the other denominations who also had settled pastors over their churches.

We as laity should be able to depend on Christ and allow Him to lead us to be lights in our communities and to manage the local church, thereby freeing the paid clergy to be sent into the un-entered territories to raise up new churches. PLEASE be courageous enough to address this issue.

Shane Anderson is the lead pastor at New Market, Virginia, at Shenandoah Academy, and also has a sermon on this topic entitled Reframing Women's Ordination: <https://www.youtube.com/watch?v=3gYxA6UXsxc>.

Simply put, our church will never find a Biblical answer about the qualifications for a position that the Bible does not recognize. We need to get back to our NT roots, and to realize that God has ordained all of us for various kinds of ministry, and that those that will be supported by tithe and truly "sent" to the unentered territories need to be willing to endure hard privations, which may narrow the field of both men and woman who are called or currently equipped to do this kind of ministry. But God will equip whomever He calls, if the one called will cooperate.

I am not saying that all the settled pastors should be fired--but they could be following Shane's example in taking active steps to reduce pastor-dependency by encouraging and promoting self-managed ministry teams among the laity. This is the subject of his recent doctoral dissertation: <http://digitalcommons.andrews.edu/cgi/viewcontent.cgi?article=1319&context=dmin>. It is very well written, and documents what he did in his own church to promote this, and the surprising results.

Reducing pastoral dependency would give us as laity the opportunity to grow and develop into the kingdom of priests that God has called us to be, and would also lead us to fall on our knees to repent of our past laziness and to ask for His Holy Spirit, that we would be willing and able to do the work He has called us to do, and where we will find the true joy of service in actively serving and reaching out in our homes and communities and to whatever extent God calls us. Then the way would be cleared for God to bless us with fruit, with souls, at the same time blessing our own souls.

I apologize for such a lengthy "suggestion or question" here, but thanks for listening, and may God bless us all to be ministers for Him, and according to His plan. And to stay in Grace--thank-you to Editor Bill Knott for that frequent reminder!

- I have had access to the Review for 80 years and I have to use a magnifying glass since you changed to a Monthly paper. I have good eyesight for my age.
- I hope and pray that AR could become something other than merely a house organ. It needs to serve the whole church.
- I just wish we could go online to subscribe to the review. Now we have to go find an ABC to try to subscribe. It's a real pain
- I know it probably won't ever happen, but I miss the weekly paper. It was one of my favorite things about growing up Adventist. But more realistically, more items that are geared toward young adults (not just floaty online things and social media) would be great. We millennials are the growing present of the church, and while things shouldn't be catered for us, even more consideration would be nice. You all are great! God bless you and the Review!
- I know people in their 80s that find the print hard to read with the glare of the paper.
- I like the new review! Keep up the good work!
- I liked personal stories by other Adventist lay people. It encourages us in our walk with our God. Please keep up the wonderful job you are doing. Every month I eagerly open and am humbled by all the blessings we receive. May you all be daily blessed as you work to share all the blessings you send to us monthly.
- I love and appreciate the Review and The Adventist World. I Need to read it more. I do like the monthly theme idea! I would miss the Review if we did not get it. I also appreciate the Online Review.
- I love ARtv but have a hard time finding the segments in a format that can be shared on social media. This is how I use the online Review also - I read the print version but find the articles I like that are public on the online version & share to social media.
- I love ARtv. Thank you for the wonderful reformation articles that I have watched. They are wonderfully made. Thank you.
- I love it but I am an 85 yrmore
Seniors read the review than young folks as they are too busy. I give a weekly Bible Study to a neighbor in my new neighborhood and she is a wonderful student and interested in Prophecy and loves the studies from IIW
- I love reading articles about how to prove through the Bible about some of our Adventist doctrines, and some of the stories that I appreciate the most are ones on difficult passages that

can be explained through the Bible. Like the article a few years ago (in Adventist World) called "Looking for legalism and finding hypocrisy"

- I love the fact that you are providing plant-based recipes. Could you put them in print format so that they can be printed easily.
- I love the good ole Review but it's TOO hard to read now, print too small, close together and pages to full. I much prefer the lay out of the ADVENTIST WORLD.
- I miss Andrew McChesney!
- I miss the 'Dear Miriam' Q and A you had years ago. She as great at dealing with SDA life.
- I miss the Give and Take page. Put the author's name in a more easily visible place. I miss seeing the authors' photos, too.
- I most enjoy articles about daily living. I still miss the Miriam Wood column.
- I mostly look forward to reading the weekly grace note in your email. Thanks Bill.
- I pray for you and the responsibility you have to shape thinking and attitudes.
- I prefer reading the old
- I have also sensed a more liberal bias in the editorial and articles, especially when it comes to women's ordination.
- I prefer the larger size pages, and wish you would bring them back for the Review, as they are for Adventist World.
- I rarely read an article by theologic personel. They are too deep for me. Too long of articles I don't read.
- I really care about mission
We do so very little in NAD. Jesus was all about soul winning! Where is TMI in NAD. My local conferance did not even know about TMI! Why? Why?
- I really enjoy ARTV; however, please improve the search capabilities...it currently is exceptionally weak.
- I really liked the old Review. This is hard to keep open.
- I really love the themes
- I regret that the Review only comes once a month now, and occasionally doesn't reach me at all. I used to look forward to the weekly Review for my Sabbath evening reading.
- I sometimes read it while 'working out' on treadmill @ wwu fitness center.
- I struggles with the small print. I have read the Review all my life (85 y.o.).
- I think AR places a very high priority on protecting the church's reputation and welfare and therefore fails to print anything that might be a little bit negative. The information it presents is not is not balanced and objective. It is too propaganda oriented.
- I think it is becoming more secular
- I think it is terrific as it is.
- I think the Review is very biased to the "liberal" view point. I wish it was balanced.
- I think the Review is well done and really appreciate the dedication of all the staff.
- I think you are doing a great job. I share the Review with family who are not in the church.
- I used to get the magazine on line - then my computer will say something about the internet explorer.

- I will speak with my husband (he's a retired printer) for any input he would have and if I'm called I will gladly share and answer any further questions. The ss quarterly was mailed to my home when I was in the divorce process-I've not ever been able to get the name of the individual who did this-the pastor visited my home and was very kind and loving. I don't remember his name. Of course I appreciate the believe his prophets/revival and reformation and I'm up early...I just view, I don't write...
- I wish AR will carry more articles on distinctive Adventist message, the three angels' messages, righteousness by faith, victory over sin and preparation for the end times, especially in these last days.
- I also would wish AR would take a more balanced coverage of issues happening in the church including the hot issues. For example, leading up to GC2015, AR carried articles only from proponents of WO. If AR decides to publish anything of this nature, please give both sides a chance, let people hear both sides and reach their conviction and not appear like you are a mouth piece for one side or biased towards one side. AR should represent the whole church, not a certain group. Even politicians allow their opponents a chance to present their ideas, we can do better!
- I wish AR would tell more stories about what is actually going on in the church. I usually have to go to Spectrum or Adventist Today for that, and I wish that was not the case.
ALSO, the AR needs to stop listing Ted Wilson as "President of the Seventh-day Adventist Church." This is preposterous. He is not. He is merely the president of the General Conference of SDA. There is a difference and I don't appreciate the way his title is being misrepresented to somehow suggest that he has more power than he really has.
- I wish I could afford the Adventist Review...I live on Social Security as well as being disabled (Deaf)
- i wish I didn't have to rely on Spectrum, Adventist Today and a host of little right wing websites to get the real scoops on church news. I'd much rather rely on AR than disgruntled leakers to those other outlets. The church should be more transparent.
- I wish that Adventist world had the same positive approach as the Review.
- I wish that the Review was supportive of voted decisions by the world church in General Conference session, specifically on the issue of ordination. We have had our discussions, a decision has been made, and it is time to move on.
- I would appreciate more engagement with certain issues that the church is dealing with (and that everyone seems to know about except Adventist Review) so that my news and views regarding those issues were not so heavily influenced by Spectrum, Adventist Today, etc.
- I would appreciate more news about the church, other church entities and people in leadership.
- I would appreciate the type to be darker...easier to read.
- I would like the online version of the only. Is this possible?
- I would like to hear more from General Conference leaders on current issues.
Compare content with the Bible and Spirit of Prophecy--I know you make efforts toward this, but I think unintentionally the Review has become too worldly in issues such as entertainment (drama, music, reading), dress, outward adornment (makeup, jewelry), Sabbath keeping, Biblical application etc.

- I would like to see a little larger print. Really like the paper and format being used now.
- I would like to see fewer articles written by Ted Wilson. I no longer trust him to tell the truth.
- I would like to see larger, blacker print. Thank you.
- I would like to see more doctrinal and theological content.
- I would like to see more in-depth articles about bible stories that reflect how we live today and how society is changing in the end times as the bible teaches us to be aware and to prepare and to bring people to Christ and not to a religion.
- I would like to share some articles with others. I like sharing & PRAYING for others.
- I would love to be called! and answer questions. Or write an article or comment on a subject.
- I would love to receive the newsletter (PDF) via my email. And also, may you balance your stories. They seem to be "one-sided", very little is talked about African Adventists. For instance my country (Zambia) which has the second largest number of Adventists in the world is rarely covered. All in all, your publication is brilliant. I work for the media house in Zambia as a research officer. I truly commend your wording of your questions, they are not emotional laden ones. At a local church, I serve as a church clerk, communication director at district level and an editorial committee member for Lusaka Conference, youth department. An invested Master Guide. May the Lord of mercy bless the entire editorial team.
- I would prefer to read 'uncomfortable' news for the church at AR online rather than having to go to spectrum. The Review should be operated on solid journalism-not just be a mouthpiece for the current GC administration. I'm also very dissatisfied with the texture of cover. That being said, there are many good articles in the Review. Please run more stories by Marcos! He is a good news writer.
- I would want more Biblical Questions or Apologetics.
- I wouldn't be without the Review but I find some of the articles too hard to understand--deep to me. I have been an SDA for 77 years and am a 4th generation SDA and love my church and my God.
- I'll have to say that when the Article by the editor came out "What is a Mystic" I lost most of my trust in the AR.
- I'm 77, my spouse is 75. our eyesights are getting older and we really need bigger letters to help us read better. Could you send us the "Senior" edition (whatever edition with larger letters)?
- I'm grateful the current editor has brought more relevant content to the mag. His punchy, short weeklies on staying in grace have inspired me more than anything. It is NOT empty grace about which he writes! Very practical and gets me thinking and applying. I miss McChesney's news articles, but love what he's doing with Adventist Mission.
- I've been troubled by the absence over the years of any material which presented any evidence or viewpoint in opposition to women's ordination.
- If you want 21st century readers, reinstate the AR's 19th century editorial policy of printing all sides of issues in articles by responsible spokespersons.
- Important church issues are ignored in AR. It is "owned" by the GC Administration so I understand. I wish it could truthfully report what is going on. Because it does not, I turn to Adventist Today. I don't agree with everything published there but on church matters they share what is happening.

- In email featuring recipe, there needs to be a print button.
 - In the past opportunities for missionaries were advertised here but now, no more. Any reason?
 - In the present SDA climate, the perception is that the Review is a mouth-piece for the President and is not a valid news source.
 - In your email edition, please include the price and way of obtaining the printed version of AR
 - Include more World News regarding prophetic progression. We need to stay informed about the crucial issues going on around us that proves prophecy is being fulfilled so it can be shared with non-believers. I don't feel that people dying is really a useful tool unless it's to do with martyrs. Old age death of ministers etc is a waste of article space to me as I'm more interested in what is actually going on around us, not who's living and who's died.
 - Include politically UNBIASED articles affecting Adventism concerning the following: Unions-Politics-Voting-Creationism-Archeology-Astronomy-
 - Includes stories about seventh day adventists from other parts of the world including when some pastors and leaders are dying
 - Is there a Large Print edition?
 - It is a good magazine. I just have trouble getting it all read. It was worse with the weekly.
 - It is very hard to hold open and read the print version, especially with arthritis. It is too stiff and the print is smaller. The previous design was thinner and much more comfortable. I don't find this new one's articles to be as devotional or inspiring as the previous one.
 - It seems to me that the Review is intended to reach the younger members. I definitely approve that and hope they are all reading it! I am no longer a member of that group-I'm a healthy, happy 80 year old. Personally, I loved it when the paper came in Friday's mail and I could look forward to spending the evening reading it cover to cover!
 - It would appeal to me more personally if there were more scriptures in the writings that would emphasize what is being discussed as far as anything to do with what we believe. We are supposed to be a Bible based church. More Bible less us. From what I see in the world and what the Bible says we need to pray and study the Word like never before. We should be discussing the three angels message and the sanctuary message and not worrying about whether we should discuss things the Bible clearly says isn't right just to please "people". Example, women being ordained and homosexuality no matter how it's presented. If we just say what God says and let God handle it we would have more time to reach those in need. Thanks for your time.
 - It would be nice for the AR to be able to report on issues within the SDA church more freely. Even providing links to other lay produced material.
 - It would be nice if the Review didn't sugar coat things.
 - It would be nice to have the rest of the story even if it is not good news.
- Always publishing an Ellen White article looks like a cult.
- Nearly every article including a quote from Ellen White hints she is considered superior to the Bible.
- I don't like and now rarely read President Wilson's articles.

- It's really unclear whether AR is a North American or a world magazine - I wish it was one or the other. I don't find the inclusion of obituary profiles of long-retired US church workers particularly relevant or valuable to me in Australia.
- Just a comment--this survey was addressed to my son-in-law (who doesn't tend to read print material) (we subscribe for our daughter and him) so I answered. I miss the emotional connection to the church and the even-handed trustworthy news (as in The One Project) the Review used to be able to provide. I may be incorrect, but I seem to be missing some of the deep emotional, experiential relational articles I used to find. There seems to be more left-brained focus than I remember in the past.
- Just continue allowing God to direct how you fill the pages of this magazine
- Just keep inspiring our reading experience.
- Just love to read it!
- Just my opinion, I believe you may need the majority of articles to focus more on Jesus and his saving power, and less about us and what we are doing, if we are going to have the power of the spirit to help hurting, perishing people
- Keep all politics OUT of the AR!
- Keep doing what you are doing. Try harder to reach high school and college-age youth! Nobody is reaching them; we are losing them.
- Keep expanding the online features...but please keep the print edition
- Keep innovating, researching, extending the borders of our garment...
- Keep it simple, like the gospel.
- Keep looking up
- Keep on with your important work that keeps us connected.
- Keep the prayer line
- Keep the Review 'grace filled.'
- Keep up God's work-you're doing well!
- keep up the good work
- Keep up the good work!
- Keep up the good work!
- Keep up the good work!
- Keep up the good work!
- Keep up the good work!!!
- Keep up the good work.
- Keep up the good work.
- Keep up the good work.
- Keep up the good work. God Bless you.
- Keep up the good work. I enjoy seeing more personal stories from around the world.
- Keep up the good work. Its one of the avenues for the spreading of the gospel.
- Keep up the wonderful work !
- Keep up the wonderful work. I'm blessed.
- Keep up your good work

- Kindly consider the silent majority of our members especially with your news and articles. Please consider they are the one making this AR possible through their tithes & offerings!
- Larger print
I'd like Bill Knott and Stephen Chavez to write articles how to live in the real world with all the disasters happening, not just about eternal things!
- Larger print edition
- Larger print, please, please, please.....
- Less pat on the back and more spiritual
- Let individuals advertise
- Look for the review every month, a blessing! Thank you! Thank you!
- Make it possible to show video's in Sabbath School programs.
- Make sure that Biblical texts are interpreted correctly. This was not done for the recent article by Sylvia and Werner Renz, for example. (wrote a letter to the editor about this. This was actually in the "Adventist World".)
- Make the next survey shorter.
- Make the print bigger so older members can read it
- Making the print a little bigger. It will help those with vision problems. I have a hard time reading it sometimes.
- Many of your articles reflect an unbalanced theology corrupted by worldly thinking. What would be obvious violations of Christian standards (especially in dress) are presented as normal and acceptable. Therefore, many issues of the Review are a serious embarrassment and disappointment to loyal and conservative adventists like myself. I read it merely to keep up on what is going on in the church; certainly not as a dependable source of biblically sound theology and morality. That's why I so often feel compelled to write letters to the editor to correct articles containing subtle error and heresy.
- Many thanks for it all.
- Maybe if you had articles on Nature topics, outdoor experiences, survival, my husband might want to read it....
- Miss the weekly AR in larger format.
- More "hot topics" for example, articles about people in the world promoting race harmony, ministries reaching out to gay and lesbian Christians, articles about organizations addressing elder abuse, how-to deal with rape victims (male & female) in the church, what does a congregation come together (healing) after a minister of the flock has been accused of inappropriate sexual behavior and finally monitoring Adventist who are elected officials in city, state and federal positions. More profiles on positive, famous and no so famous people of color. African Americans are doing some amazing things in the work place and witnessing at the same time.
- More about Jesus!
- More articles about preparation for the final conflict. A series on forgiveness would be helpful to the church.
- More articles especially mission stories
- more articles on prophecy and Adventist doctrine

- More content for youth/young adults/millennials
- More coverage of news considered controversial. Examples not seen in Review: Rudeness to retired GC president on floor of 2015 GC, Investigative reporting of voting coercion and political manipulation allegations, ondon Unity Conference. Spectrum and Adventist Today should not be the only source of this type of coverage. The church press should also deal with these and other issues.
- More devotional articles.
- More meat, less milk.
- More news coverage - I have to reply on Adventist Today or Spectrum for that.
- More on Bible-based topics, such as prophecy and end time events.
- More on Jesus in my life
- More personal life stories, please.
- More stories please.
- More theology studies. I like a little heavier reading.
- More unbiased articles concerning women's ordination and openness towards ALL who come through our doors, particularly LBGQTQ
- More vegetarian meal recipes please
- My survey was interrupted by a call and I could not find my way back to it. But I needed to urge the Editors, etc. to resume the weekly format, even if it goes over the budget. In the monthly format, the Review does not have nearly the impact it should have. It is almost, as if the Review has ceased to exist! Whoever is responsible for going to the monthly edition OUGHT TO BE FIRED!!!
- My wife especially loves KidsView. I'd be in deep trouble if I were to drop our subscription. :-)
Also, I like the idea of the recipes in the online edition but they are impossible to use or save for later. I'm not going to leave my computer open while I make them. It would be nice if you'd provide some way to print or save them.
- Needs to arrive by the first of the month if not sooner.
- Needs to reflect more of what being an Adventist used to mean many years ago instead of reading like any other liberal denominational publication.
- never print in less than 10 point type, but preferably 11 or larger
- Nice if they had lg print for seniors--have to use magnifying glass.
- no questions or suggestions: just wanted to say a BIG "Thank you" for WHO you represent.
Adventist is getting better and better all the time! God bless you all at the Review! :-)
- No, but My great-grandfather, William Sanders was an minister back in 1890-1900's.
- No, but online subscription renewal be very helpful
- None at present
- None other than how I responded to questions in this survey
- Not really. Because I receive both the Adventist World & the Adventist Review online & paper I sometimes feel a bit overwhelmed with what to read where. There is some duplication & I am not sure that if I do not renew the Adventist Review if I will receive online info & articles anymore. However, I am older & it may be that I I don't understand the process as well as I should. I do love the Review in all it forms. :-)

- omit degree details for physicians. MD is adequate.
- Please continue the downloadable PDF edition. With it, I'm able to take it with me where ever I am.
Thank you!
- Please continue to print the Adventist review. Holding it in my hands as I read it is personal. Having it available at my convenience is crucial to me. Mentoring another much younger woman than me is important to both of us. Therefore, I share every issue with her. Thank you-in Jesus' name, for His glory.
- Please continue with the recipes, I enjoy them. Also please keep the EGW articles and other church history. Would enjoy articles about Sturgeon, Wilberforce, Luther, Corrie Ten Boom, Hannah More, CS Lewis etc.
- please credit artists/photographers for their work that appears throughout the magazine -
example - 1.October issue does not document who did the illustrations of Martin Luther on cover/page 44
2. October issue pg 1 photographer of photo is not credited every month there are illustrations/ photographs that do not give credit to artist that produced them
- Please do not discontinue the print edition
Thank you for including articles by Ted NC Wilson in the Adventist World edition
- Please include candid church news, including both sides of issues. I am left to compare right-wing independent ministry perspectives and Spectrum and Adventist Today because the official church outlets avoid the very real and important differences among us.
Bill Knott's grace notes are wonderful reminders of that crucial truth.
- Please let the younger generation know about your existence online
- Please mail to my new address. It is apt #20-4045 Robinson st 545-3E1, Regina Sask
- Please make the Grace Notes and the Recipes easily cullable or separately printable to download , print and file
- Please offer Recipes
- Please print articles that help members to realize that we are living in the last days. Don't make fun of or make light prophecy beasts in your articles. Don't publish articles that go against the Bible.
- Please provide a more balanced view of the Adventist church. Much of the content is very conservative and old school. How much time do you listen to members who are not on the church's payroll? Or to those younger leaders who are and hold positions of leadership but are marginalized by church politics. I would love to see the Review really tackle some of the tough issues facing our church. The series that C. Goldstein and Shawn Boonstra did related to politics was actually informative and was an example of leadership disagreeing in a positive way.
- Please publish more articles about the spirit of prophecy and make the articles more readable to a lay person.
- Please put a smooth surface on the outside cover. That rough paper is really terrible.
- please read 5 T p477-478, 491-500, particularly p499, 1st par, last sentence; 2 SM chap. 32, ;4 T p517, 2nd par. ; 4 S.G. p88 par. 2 and Lk. 17:7-10 . Seems that within our denomination when in

our services we introduce persons of higher rank, education, experience - we almost lift them up to god-like stature. Where is our humility ?

- Please stop pushing agenda for cultural trends of North America into our church.
- Please try to more fairly represent the views held by the more conservative parts of our world Church. There is a clear NAD bias in some of the reporting, which is unfortunate as there should be more equal representation of viewpoints, both conservative and liberal, progressive and traditional.
- Please use larger print for the magazine! Just because you CAN print in size 8 does not mean that it is a good idea. My eyesight does not need any help to get worse!
- please watch your colors, those of us with our eyes starting to dim, colors make a difference in being able to read some things thanks
- Please, write about the real trouble and crisis of the church, like a independent sda press!
- Prefer Adventist World
- Prefer the old Adventist Review in every way. I mail my copies to my daughter in CA. Probably wouldn't subscribe but I get to look over fist before I send to her. I think it is now more for the younger people than for us seniors. Too bad you changed it for me anyway.
- Present points of view which are not the official line of the administration. The church is big enough, strong enough, and mature enough to handle varied opinions.
- Print bad news about the church and not just good or neutral news. We usually have to go to AT or Spectrum to hear what is really happening in the church. I still am upset that AR did not print that the last GC session cost \$44M. AR needs more transparency.
- Print more hard news with analysis and interpretation of the financial figures, baptisms, etc. Write about Adventist education trends. Hold the big evangelists accountable for the people they baptize. We need the soft news as well, but hard news sells.
- Print size is a problem for some of my elderly friends--might be for me someday, sometimes I have problems with black print on dark colors--like green or blue
Editorial by Bill Knott is always great
Need more by Dixil Rodriguez
- Print too small. Articles are sometimes too long.
- Printing news in the magazine may be helpful to some, but I would say most people have already seen it in other places. Printing news 2-3 months late isn't worth the space and is an insult to the reader's intelligence.
- Promote AR in Caribbean
- Publish / reprint articles from early church thought leaders & pioneers e.g James White, Hiram Edison, EGW. others from Review archives.
- Publish more frequently with less paper; weekly or fortnightly.
Provide a variety of topics, instead of on topic per issue (ie reformation).
- Put it out weekly so any news you might have is current. Also, tell what is happening in controversy, as most people are in the dark, and think they can safely follow in higher leadership.
- Question 33: I am retired from employment at an SDA institution. I answered No because I am not currently employed except occasionally on call.
- Real news about what's happening in the church not the white-washed or fake news version.

- Relevant messages regarding social justice is desperately needed for the magazine to be relevant.
- Report on the various view points of controversial subjects; i.e. contraception, women's ordination, when abortion might be considered (rape, incest, mothers life, etc.).
- Report the views from the various sides of the issues, not only the official side. Be fair and balance. The church is too large, varied, and multigenerational to receive one side only. This is no more a "New England, Battle Creek" church. Nor is it made up of only farmer and rural people. I love the local churches everywhere I go but look at the "Corporation" with skepticism, bordering on distrust. Please note that I'm a retired worker
- Return PDF archive
- Return to the articles of Present Truth and the early Review & Herald used to be. Now you're slick with the graphics and competing with the other mags of the Christian world. Don't be. We're living in the days just before Christ REALLY returns. Your articles need to be more hard hitting on encouraging us toward studying our Bibles as never before; staying in the faith of Jesus; showing us exactly how to share our love of Jesus and the Bible's distinct end-time doctrines with others; health concerns with easy to make recipes using no more than 1-5 ingredients; environmental issues on cutting down on paper and plastics usage [like your plastic cover]; and a myriad of other issues related to end-time living and helping others. Most being brought in haven't been raised by Adventist parents or relatives...we want to know more about Jesus and how our individual churches can be more loving entities.
- Returning to the historical reason of the magazine's existence and proclaiming the soon coming of Christ would help. In the NAD we are all too comfortable and there is no sense of urgency.
- Review an Herald. What happened to the Herald? Are editors only interested in the past?
- rolling videos are disturbing the reading of articles. Very annoying.
- See note on 23. You are selling this garbage of a book (steps to Christ) at the abc. I have no computer.
- shorter articles
- Show us less from Ted NC Wilson; given his actions toward the Union Conferences that are following ancient mandates by Sister White, he has nothing to say that I want to read or hear.
- simplify your subscription process!! please . . .
- Since I am 99 years old I would really appreciate a larger print. I have enjoyed the Review all my life. My mother used to have it, also the "Youth's Instructor" a treasure!
- Some of your questions are too "black/white" like #33: I WAS employed by the church all my life, but now I am retired and NOT employed by anyone, except my wife (!!!)
- Some stories of interest are too short. You once did an article on Adventist colleges and it was somewhat superficial-I would have like more information. I love testimonies and prefer news over devotionals. Enjoy health article. Sometimes the articles are somewhat political-social issues can be sensitive and even divisive.
- Sometimes the print font is too small and hard to read through color. - my only frustration!
- Sometimes the print is on a certain colored page that is hard to read. Sorry, can't remember what color.

- Stick to Bible truths. I've been disappointed in the social gospel and nearly political bent to some recent articles. Yes, we need to reach out to the needy, I'm fine with encouraging that. But stay out of politics. We're here to spread the gospel and increase the kingdom, not advocate for any political leaning.
- Stick to scriptural truths. More and more opinion appears in articles dealing with Biblical truth.
- still trying to get used to new size
seemed like lots of articles for college age
like world edition
- Stop being Ted's 'good little boys and girls.' He is a narcissist who lives in a world of his own creation.
- Stop making each issue center on one topic. If the topic is irrelevant to me, the whole issue is wasted. Variety is better. I used to read the weekly Review almost entirely. But I read very little of the monthly one. I know this goes back decades--but I loved Deborah Afenson-Vance's editorials. They drew relevant spiritual lessons from everyday life and were applicable.
- Stress: 1.knowing Jesus personally, 2.how to grow in sanctification, 3.assurance of salvation.
- Subscription office during transition dropped the ball entirely
- Suggest you add if you are retired from an Adventist entity. I have noticed since the review changed it seems only interested in younger ones. We older folk are still here.
- Support the worldwide church, not only the opinions of the editors. The paper should represent the worldwide church and its theology, policies, and practices.
- Ted Wilson's articles are not helpful. He is wrong theologically on most issues and I skip anything by him.
It would be nice to include the author's name with the introduction of the article on the web edition.
- Telling the truth about the state of the institutional Adventist Church would be a big step forward.
- Thank you so much for the photos-they are very good. Thanks to the photographers. They are good to share with bible verses. I would like to have again 'give and take' in the Review. I don't know why I don't receive the Adventist world. I would like to receive it. In general I didn't read the editorials of bill knott because I didn't understand his English. I don't know why. I ever understand William Johnson. But I'm very glad because I understood 'his we are as him n we sing' and 'spirit of true reformation' thanks Bill! Your poem was really inspired by God. Glory be to Him! For me it's difficult to understand English poetry. But I have understood well your poem and article. I also write this type of poetry (octavas-8 verses) because each (octava) ends with a victory! I promise bill, I will read your future editorials! God bless you!
- Thanks for your calm, consistent voice despite some fractious readers. ("2 Adventists, 3 opinions.") Kudos for avoiding a self-congratulatory tone! and recognizing different sides of controversial issues without bias. It is encouraging to see articles by and about members young and old around the world. We see what anyone can do right where we are.
- That AR be more supportive of world church not just nad.
- The "new" format is pleasing, useful, and

- The 7 columnists you have, even if they are of prestige, are not representative of the world church. I suggest you have natives from India, Korea, Lebanon, Ukraine, Italy, Bolivia, Philippines. Please reduce the northamericans.
- The Adventist Review has the challenge of stimulating the deep thinkers of our churches with pertinent ideas and serious concepts while at the same time appealing to many who are seeking inspiration through reading of devotional stories and narratives. Quite a balance to maintain. Make certain to remember those who enjoy and are blessed by lighter reading. Keep on keeping on!
- The AR comes too frequently
- The articles seem to be written for the highly educated. I find them to be hard to understand at times. I consider myself educated and very well read, but still not sure what some articles are trying to convey. I do appreciate the style of writing in the Adventist world review.
- The biases of the magazine are evident when no articles appear about women's ordination or loving and accepting ALL people as Christ would have, specifically LGBTQ
- The binding is too stiff. It's hard to read comfortably. The print needs to be darker
- The binding on the Review is so stiff it will hardly stay open. The print is too light and small.
- The majority of the general population does not have a high school education but the majority of the contributors to AR hold Masters and/or PhD degree and write at a level beyond the reading level of the general world population. A reading level some what lower than University/College level would better meet the needs of the general population.
- The online 'Monday Trending' is presented with a black background, making for a rather dark effect of presentation. How about a lighter color.
- The plastic wrap is not easy to open, which encourages me to just set it down and not immediately leaf through it.
- The print has become so small, I can't read the latest copy. I won't renew my subscription.
- The print in the printed magazine is hard to read.
- The print is way too small!
- The printed page is very hard to read due to the size of the printKenneth
- The reading level is probably a barrier to those who do not have post high school degrees.
- The Review is fine. I've been dealing with it with three editors and seen many changes and improvements and have been subscribing for it for approx forty years. I pray that God continues to bless and direct the Review staff, may continue and inspire its readers.
- This questionnaire is almost impossible to read, the print is faint and small.
- To always give jehovah the glory for he gave us the breathe of life!
- to always write, and reveal the truth..
- To be fully intelligently informed, one must read spectrum and adventist today as well as adventist review. In the October issue of AR, the editor refers to 'unbiblical traditions of male domination and female subordination.' It is obvious why in the house organ of the GC he cannot elaborate at length.
- Too much bias on controversial issues...not enough balance...a tendency toward being too liberal.

- Trial subscription to print version would be helpful, or at least one free copy, to evaluate if full price for subscription would be appropriate.
- Try to avoid issues that deal totally with N American issues. You had one on Colleges etc beginning of last school year. Was of no benefit to someone who is not looking for an education in USA. Not completely crazy about an issue dedicated to one topic. Maybe better if different sections of issue were varied. Keep up the good work!
- two requests:
 1. Please use a light hand when editing the E.G. White articles. I find that with less editing, I appreciate the article more. The worst articles in the Review are the ones in which every paragraph seems to have been pulled together from a separate EGW source; those leave me suspecting that the resulting article reflects little more than the views of the compiler.
 2. I find myself disappointed in and skeptical of columns and articles that cast aspersions on the motives of others. Criticisms based on fact are fair game, whether directed at SDA conservatives or liberals, at Roman Catholics, at atheists, or whomever. But making assertions about one's opponents' "real" motives or underlying agendas, should be off-limits. It implies the ability to read the secrets of another human mind, an ability that belongs to God alone. Such assertions damage the credibility of the author and of the magazine itself.
- Unless some changes are made to make the magazine more interesting, we are considering canceling our subscription although we have received the magazine for years and years. We just don't enjoy the regular review but do enjoy the Adventist World. The format is not to our liking especially some information that is written in a very small print. We are retired but both of us have no problem with reading. I have 20/20 vision after cataract surgery. I so wish they would go back to the old format.
- Use simpler language-I see many big words.
- Used to subscribe and enjoyed it but since Mr. Knott became editor I no longer trust what is being published. Can't stand the paper on which it is printed and do NOT like the monthly format or size and wish it had continued as a weekly. I will not be a subscriber as long as Mr. Knott is editor as he is part of the One Project and that is NOT Christian but totally pagan.
- **VERY GOOD INFORMATION**
- Very much preferred the larger size soft paper. Don't care for the smaller size AT ALL. Miss pictures of the author and short description of the person. Love receiving Adventist World since it stayed the same size.
- Watch what color print on color. Some are hard to read.
- We appreciate both Adventist review and Adventist world. If budgetary restraints cause cessation of publishing both journals, please continue Adventist world. Ted and Grace Green, retired Adventist Church employees.
- We have had trouble contacting the Review about subscription issues. We get 2 copies most months because our mother has joined our family and she has a subscription too. When she came to us we let the office know but they haven't responded by making us a 1 copy family. We work play and share well, Sometimes we read each other articles . ;-)
- We should be sounding the Three Angels Message. I haven't read anything about Daniel and the Revelation in your magazines. Early Writings states on page 63: "There are many precious truths

contained in the Word of God, but it is “present truth” that the flock needs now, I have seen the danger of the messengers running off from the important points of present truth, to dwell upon subjects that are not calculated to unite the flock and sanctify the soul. Satan will here take every possible advantage to injure the cause.”

- We would like to have an advice column for issues other than theology and health; such as dealing with hugs when my hugs are reserved for family, recreation, potlucks, etc. We would prefer larger sized magazine as it used to be
- We would like to have an advice column for issues other than theology and health; such as dealing with hugs when my hugs are reserved for family, recreation, potlucks, etc. We would prefer larger sized magazine as it used to be.
- We're empty nesters, but my wife does enjoy Kid's View and works with church children every week
- WEEKLY is much better!
Leave the church politics and world politics out!
- What happened to editor Andrew McChesney? I would like to hear the truth about how things come about even if they are negative. I liked what McChesney wrote (as he saw it).
- When are you going to deal with the topic of abortion? Our church condemns rape and sexual abuse of children, but the ultimate for of abuse--abortion--we say nothing?
We have replaced the sixth commandment that forbids the killing of innocent human beings with a document created by fallible human theologians. Said document is based on tradition--not the Word of God!
Our Adventist Health System that controls the activities of our medical facilities follows the Guidelines on Abortion instead of the Bible that prohibits the shedding of innocent blood. We departed from the right path back in 1970; we started offering elective abortions, and have never repented of this great evil.
Our evangelists tell the world that we are a commandment keeping church when in fact we keep only Nine of them. This is outright deception!
- When covering major topics such as suicide, please don't put everything into one issue. These kinds of topics need attention all the time and it is boring to read article after article on the same topic.
- When I list excellent for so many things, I do mean that sometimes it is better than others but usually excellent. I find the print difficult to read especially on colored back ground pages. I wish it could be a tiny bit larger and a cleaner font such as an Arial type. I know I am older ut I have very good eyesight and read contracts etc. regularly in my work.
- Whilst I enjoy the new monthly edition's size, print format etc I am not enjoying the themed approach to each issue. A whole edition on American Colleges as was done in 2016 is of no used to someone living in South Africa or elsewhere. Some of the other themed issues have left me cold too. I would prefer an eclectic mix of articles in each issue. For this reason I am actually considering not renewing my subscription which upsets me as I have been a subscriber for almost 40 years and the family members I share it with will also miss the Review.
- Why are you placing food recipes in the order line?
- Why do you bring up Women's Ordination - It's been settled.

- Why does an issue of the Adventist Review have to have all the articles expounding on the same subject? For instance, the issue on depression was so depressing I wondered when I finished reading all the articles if I was depressed!!! It wasn't a good read.
- Why? Did the Church go away from the early pioneer brothers teachings that their is one God and one Lord the only begotten Son of God. now teaching and believing in a trinity god? witch neither Ellen or James White, Joseph Bates, Uriah Smith or any of the brothers believe. This is a false teaching of the catholic church along with the Sunday law. I employ you go back to the early teachings of SDA Church.
- Will look for ARtv and watch as possible
Miss the weekly edition which I grew up with and subscribed for for years
- Keep up the good works
AW helps me know that I belong
- Willing to participate in anonymous surveys.
- Wish that the recipes in the online edition could be printed.
- Wish the print was larger. Hard to read when printed on colored background. Some of the articles are too long. Am over 90 years old.
- Would Bill Knott please publish a book containing his brilliant Grace Notes? They are so inspiring.
- Would like more Jesus centered articles
- Would like better qualified writers. (Writers who know how to catch reader, make one point well, tell stories well.)
- Would like more theological features-maybe discussions of current church issues.
- Would like some more stories.
- would like to see MORE actual news shorts in place of some of the longer articles
- Would like to use the online more. Keep forgetting it's available online! Love the new size of the Review.
- Would love to see a darker, larger print
- Would love to see enhanced recipes for vegetarian dishes.
- Yes-much prayer for: People who claim to be Christians and work at our schools and churches really do not show any Christian part at all. They work with little kids and are so unfriendly as possible. Won't open up the gate at my driveway in back of the church. I'm 78 1/2 and my lower back is shot. 4 operations on my legs. They make me get out of my car to open the gate when they are standing 1 foot in front of the gate-where I live. I've been here a long time and only the last two years they refuse to open up my own gate. I pay to live in the parsonage and they have enough people for a few kids. Once in a while one of the ladies does open the gate! It is a real problem with my whole family why people act like this and I'm trying to bring them into the church. I've spoken to the pastor but he has small children that come to the church. So he wants not to get into anything so people won't stop coming. Pastors are young and do their way. A sincere 60+ years at church.
- Yes, fire current staff and bring in more conservatives who value our uniqueness and value Ellen White.
- Yes, the print is very small for me.

- Yes; 1) the covert support for NAD separation from the world church polices is dis-unifying. Articles presented related WO are not balanced; IOW both sides are NEVER presented 2) I purchased a book based solely upon an AR review and was keenly disappointed in the book and it's underlying messages. Upon reflection, I felt the reviewer was simply writing to be inappropriately supportive of a truly regrettable book (poorly written, no clear focal point, negative messages throughout). Now, I don't read, or trust AR book reviews.
- Yes. Continue telling how many issues we still have on the address labels
- Yes. I would request that you do not use white print on a coloured/colored background. Black print on a white page makes for faster and easier reading I find. A lot of articles I do not read because the print is on a coloured background.
- Yes. Suggestion...Since there is a void in the Church's connection with young adults and teens, AR might consider initiatives to include specific sections for their inclusion (if you build it, they will come??). Examples could include Q&A section just for teens; A social media online port for blogs and fellowship just for young adult AR readership; ...and many more...
- Yo puedo leer un poco en ingles,pero me gustaria leer en espanol la revista adventista Review .
- You are doing a great job. Not perfect, but very, very good. I dislike the negative critical spirit of the Spectrum website and blogs, but I wish the Adventist Review could be a little more competitive at the news level. For example, Spectrum had a very insightful article "The Long Day" about the recent Annual Council discussion about whether or not to enforce GC policy on divisions and unions who vary from it. The Adventist Review had almost no commentary at all on the whole conflict. Maybe that one was too close to home to touch. If so, I accept it. Yet I remain a bit wistful--wouldn't it be great if the AR could be a little more candid, at least in the online edition. (Been a reader for 50+ years).
- You are doing a great job. I like the current format!
- You can't be all things to all people. Do fewer things better.
- You do a great job!
- You do an excellent job! Unfortunately I don't get it read completely. I'll try to do better but there's only so much time and strength to get everything done. I'm 88.
- You do not have a balanced view/opinion in the articles you publish. Therefor I find I read it less than I used to. May soon stop reading altogether.
- You might set up a way to order the magazine online.
- You should NOT allow people to title themselves in any way they wish, but actually by their actual title. Also, please ensure you know beyond a shadow of doubt their actual credentials, not just accept what they say.
- You want to be positive, but soft news does not sell. Human interest features have their place, but hard news sells. That can mean telling how poorly things are going, but it will attract readers.
- Your comments on illegal immigration is incorrect. Most people want immigrants to come into the U.S. Like me, they just want them to do it legally.

G. Tables

Adventist Review Mission-Effectiveness Evaluation Survey Tables (June 2018)				
1. How often do you read the Adventist Review?				
1.1 Print edition (on paper)				
Frequency		Count	Percent	Valid Percent
Valid	Never	52	5.4	6.5
	Occasionally	109	11.4	13.6
	Most months	137	14.3	17.1
	Every month	391	40.9	48.7
	More often	114	11.9	14.2
	Total	803	84.1	100.0
Missing	System	152	15.9	
Total		955	100.0	

Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Never	4.00%	8.40%	11.00%
Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	Never	0.40%	20.60%	
	Occasionally	7.50%	28.20%	
	Most months	16.00%	20.20%	
	Every month	59.00%	23.50%	
	More often	17.10%	7.50%	
		X2=210.241; p = .000; r = -.485; N = 782		
	I never access print/online version of ARM	0.20%		
	I never access print but online version of ARM	8.90%		
	I never access online but print version of ARM	14.00%		
	I access both print and online version of ARM	76.90%		

1.2 Online				
		Frequency	Percent	Valid Percent
Valid	Never	83	8.7	12.3
	Occasionally	187	19.6	27.7
	Most months	82	8.6	12.2
	Every month	126	13.2	18.7
	More often	196	20.5	29.1
	Total	674	70.6	100.0
Missing	System	281	29.4	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Never	17.60%	9.20%	5.80%
		X2=24.488, p = .017, r = .028, N = 662		
Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	Never	19.10%	3.50%	
	Occasionally	34.30%	20.70%	
	Most months	9.00%	16.80%	
	Every month	13.90%	23.50%	
	More often	23.70%	35.40%	

2. How do you receive Adventist Review? (Check all that apply.)				
		Frequency	Percent	
Valid	It comes in the mail	706	73.9	
Valid	It is distributed where I am employed	23	2.4	
Valid	A relative or friend gives it to me	20	2.1	
Valid	I read it online	482	50.5	
Valid	I read it online via the Adventist Review app for tablets, iPad, or smartphone.	103	10.8	
Valid	I read articles of Adventist Review through social media (Facebook, Twitter).	66	6.9	
Valid	Some other method (please specify)	59	6.2	

Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	It comes in the mail	81.70%	18.30%	
	It is distributed where I am employed	21.70%	78.30%	
	A relative or friend gives it to me	10.50%	89.50%	
	I read it online	46.90%	53.10%	
	I read it online via the Adventist Review app for tablets, iPad, or smartphone.	51.00%	49.00%	

3. How long have you been receiving the print edition of Adventist Review (on paper) through the mail?

		Frequency	Percent	Valid Percent
Valid	A year or less	47	4.9	5.2
	Two or three years	87	9.1	9.5
	Four years or more	621	65.0	68.1
	I do not receive it regularly	157	16.4	17.2
	Total	912	95.5	100.0
Missing	System	43	4.5	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	I do not receive print edition of AR regularly	9.70%	20.70%	37.60%

4. How often do you look at the online edition of the Adventist Review?

		Frequency	Percent	Valid Percent
Valid	Two or more times per day	7	0.7	0.7
	Each day	30	3.1	3.2
	Multiple times per week	119	12.5	12.6
	At least once a week	287	30.1	30.5
	Every month - 12 times a year	90	9.4	9.6
	Most months - 8-10 times a year	76	8.0	8.1
	Occasionally - 3-5 times a year	123	12.9	13.1
	Only once	18	1.9	1.9
	I have never looked at it online	191	20.0	20.3
	Total	941	98.5	100.0
Missing	System	14	1.5	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	I have never looked at the online edition of AR	28.20%	12.30%	7.10%
		X2=67.968; p = .000; r = -.154; N = 917		

5. If and when you look at the Adventist Review print magazine, do you...

		Frequency	Percent	Valid Percent
Valid	Read all the contents of the issue over the course of a month	308	32.3	34.0
	Read approximately half the contents over the course of a month	153	16.0	16.9
	Pick it up and read a little several times during a month	242	25.3	26.7
	Look at it once	100	10.5	11.0
	Never look at a paper edition of Adventist Review	103	10.8	11.4
	Total	906	94.9	100.0
Missing	System	49	5.1	
Total		955	100.0	

Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	Read all the contents of the issue over the course of a month	43.10%	18.30%	
	Read approximately half the contents over the course of a month	17.90%	14.10%	
	Pick it up and read a little several times during a month	30.40%	20.30%	
	Look at it once	7.60%	17.40%	
	Never look at a paper edition of Adventist Review	1.10%	29.90%	
6. If and when you receive e-mail notifications about online Adventist Review content, do you...				
		Frequency	Percent	Valid Percent
Valid	Read all the stories listed in the email update	108	11.3	11.7
	Read some of the articles listed	454	47.5	49.1
	Read a little several times	66	6.9	7.1
	Glance at it once	80	8.4	8.7
	I never open email from Adventist Review when it comes	10	1.0	1.1
	I never look at Adventist Review online	44	4.6	4.8
	I do not receive e-mail notifications about online Adventist Review content	162	17.0	17.5
	Total	924	96.8	100.0
Missing	System	31	3.2	
Total		955	100.0	
Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	Read all the stories listed in the email update	7.10%	20.10%	
	Read some of the articles listed	45.00%	55.90%	
	Read a little several times	6.80%	8.10%	
	Glance at it once	8.90%	8.40%	
	I never open email from Adventist Review when it comes	1.20%	0.60%	
	I never look at Adventist Review online	7.30%	0.60%	
	I do not receive e-mail notifications about online Adventist Review content	23.70%	6.30%	

7. When I read Adventist Review online, I typically spend:

		Frequency	Percent	Valid Percent
Valid	More than 10 minutes per visit	292	30.6	32.6
	10 minutes per visit	186	19.5	20.8
	8 minutes per visit	54	5.7	6.0
	6 minutes per visit	103	10.8	11.5
	Less than 3 minutes per visit	79	8.3	8.8
	I don't visit Adventist Review online	182	19.1	20.3
	Total	896	93.8	100.0
Missing	System	59	6.2	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	I don't visit Adventist Review online	26.80%	14.80%	8.20%
Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	More than 10 minutes per visit	24.80%	46.10%	
	10 minutes per visit	18.50%	24.20%	
	8 minutes per visit	6.70%	5.20%	
	6 minutes per visit	11.50%	11.20%	
	Less than 3 minutes per visit	9.60%	8.20%	
	I don't visit Adventist Review online	28.90%	5.20%	

8. Which do you prefer?

		Frequency	Percent	Valid Percent
Valid	Print version only	371	38.8	40.3
	Online version only	169	17.7	18.3
	Like both equally	381	39.9	41.4
	Total	921	96.4	100.0
Missing	System	34	3.6	
Total		955	100.0	

Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Print version only	48.20%	34.50%	21.20%
	Online version only	12.80%	21.80%	34.10%
	Like both equally	39.00%	43.60%	44.70%
		$\chi^2=43.280$, $p = .000$, $r = .191$, $N = 893$		
Crosstabulation		Female	Male	
	Print version only	44.10%	35.60%	
	Online version only	14.00%	22.50%	
	Like both equally	41.90%	41.90%	
		$\chi^2=12.876$, $p = .002$, $r = .047$, $N = 893$		
9. Who else in your home also looks at the print edition of Adventist Review? (Check all that apply.)				
		Frequency	Percent	
	Spouse	453	47.4	
	Adult child(ren)	59	6.2	
	Teenager (age 13-18)	13	1.4	
	Child(ren) (age 6-12)	10	1.0	
	Roommates	5	0.5	
	Neighbors/Friends	36	3.8	
	Other relatives	69	7.2	
	No one else	365	38.2	
10. Who else in your home looks at the online edition of Adventist Review? (Check all that apply.)				
		Frequency	Percent	
	Spouse	178	18.6	
	Adult child(ren)	40	4.2	
	Teenager (ages 13-18)	5	0.5	
	Child(ren) (ages 6-12)	3	0.3	
	Roommates	3	0.3	
	Other relatives	18	1.9	
	No one else	663	69.4	

**11. Please select your favorite portions of the magazine from the following list:
(Check all that apply.)**

	Frequency	Percent
Editorial	540	56.5
Cover story	574	60.1
In Box (letters to the editor)	407	42.6
News	607	63.6
Columnist: Delbert Baker	227	23.8
Columnist: Clifford Goldstein	505	52.9
Columnist: Jill Morikone	317	33.2
Columnist: Andy Nash	529	55.4
Columnist: Jimmy Phillips	344	36.0
Columnist: Dixil Rodriguez	425	44.5
Columnist: Hyveth Williams	279	29.2
Devotionals	420	44.0
Adventist Life	458	48.0
Biblical studies/Theology articles	482	50.5
Health articles (Housecall column)	555	58.1
Stories	560	58.6
Testimonies	417	43.7
Articles by or about Ellen G. White	464	48.6
Interviews	357	37.4
Book reviews	275	28.8
Voices	133	13.9
In Other Words (column authored by staff member)	243	25.4
Advertising	108	11.3
KidsView	223	23.4

Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Q11.1. My favorite section is Editorial	65.10%	52.20%	32.60%
	Q11.3. My favorite section is In Box	52.00%	38.20%	14.00%
	Q11.5. My favorite section is Columnist Delbert Baker	28.80%	20.40%	12.80%
	Q11.7. My favorite section is Columnist Jill Morikone	40.20%	29.30%	12.80%
	Q11.8. My favorite section is Columnist Andy Nash	64.00%	52.20%	26.70%
	Q11.9. My favorite section is Columnist Jimmy Phillips	44.10%	32.30%	14.00%
	Q11.10. My favorite section is Columnist Dixil Rodriguez	53.70%	40.10%	18.60%
	Q11.11. My favorite section is Columnist Hyveth Williams	33.80%	27.20%	14.00%
	Q11.15. My favorite section is Health articles	63.10%	54.60%	45.30%
	Q11.18. My favorite section is Articles by or about EGWhite	52.00%	44.60%	41.90%
		X2=1.901, p = .051, r = .047, N = 930		
	Q11.19. My favorite section is Inrerviews	42.40%	34.10%	29.10%
	Q11.21. My favorite section are Voices	17.50%	10.50%	10.50%
	Q11.23. My favorite section is Advertising	14.40%	8.30%	8.10%

Crosstabulation		Female	Male	
	Cover story	66.20%	53.90%	
	In Box (letters to the editor)	48.30%	37.90%	
				$\chi^2=10.105$, $p = .001$, $r = -.104$, $N = 924$
	Columnist: Delbert Baker	27.10%	20.40%	
				$\chi^2=1.065$, $p = .305$, $r = -.026$, $N = 924$
	Columnist: Jill Morikone	42.30%	23.90%	
				$\chi^2=35.251$, $p = .000$, $r = -.185$, $N = 924$
	Columnist: Andy Nash	64.30%	47.10%	
				$\chi^2=27.008$, $p = .000$, $r = -.173$, $N = 924$
	Columnist: Jimmy Phillips	43.60%	28.70%	
				$\chi^2=16.655$, $p = .000$, $r = -.134$, $N = 924$
	Columnist: Dixil Rodriguez	54.10%	35.30%	
	Columnist: Hyveth Williams	36.30%	22.10%	
	Devotionals	50.60%	38.20%	
	Adventist Life	55.10%	41.20%	
	Biblical studies/Theology articles	45.10%	56.80%	
	Health articles (Housecall column)	67.70%	49.10%	
	Stories	70.10%	47.80%	
	Testimonies	53.00%	35.50%	
	Articles by or about Ellen G. White	53.40%	43.90%	
				$\chi^2=16.655$, $p = .000$, $r = -.134$, $N = 924$
	Interviews	42.70%	33.60%	
	Book reviews	32.50%	25.70%	
	Voices	18.40%	9.90%	
	In Other Words (column authored by staff member)	34.00%	17.80%	
	Advertising	14.10%	9.00%	
	KidsView	34.00%	12.70%	

12. I read the following online items first:

		Frequency	Percent	Valid Percent
Valid	News	374	39.2	42.6
	Commentaries	34	3.6	3.9
	Articles that are in the rotating banner	141	14.8	16.1
	Online features	114	11.9	13.0
	Advertising	2	0.2	0.2
	Archives	11	1.2	1.3
	I don't visit the Adventist Review online	202	21.2	23.0
	Total	878	91.9	100.0
Missing	System	77	8.1	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	News	39.30%	44.90%	48.80%
	Online features	11.90%	14.20%	15.50%
	I don't visit the Adventist Review online	30.10%	16.50%	14.30%
		X2=42.462, p = .001, r = -.136, N = 860		
Crosstabulation		Pay for Sub- scription	Don't pay for Sub- scription	
	News	35.70%	53.80%	
	Commentaries	2.30%	5.80%	
	Articles that are in the rotating banner	15.30%	17.30%	
	Online features	12.20%	14.90%	
	Advertising	0.20%	0.30%	
	Archives	1.10%	1.20%	
	I don't visit the Adventist Review online	33.20%	6.70%	

13. Please evaluate each of these parts of the magazine:**13.1 Editorial**

		Frequency	Percent	Valid Percent
Valid	Excellent	388	40.6	45.5
	Good	310	32.5	36.4
	Fair	78	8.2	9.2
	Poor	24	2.5	2.8
	Not sure	52	5.4	6.1
	Total	852	89.2	100.0
Missing	System	103	10.8	
Total		955	100.0	

13.2 Cover story

		Frequency	Percent	Valid Percent
Valid	Excellent	290	30.4	34.9
	Good	414	43.4	49.9
	Fair	75	7.9	9.0
	Poor	9	0.9	1.1
	Not sure	42	4.4	5.1
	Total	830	86.9	100.0
Missing	System	125	13.1	
Total		955	100.0	

13.3 In Box (letters to the editor)

		Frequency	Percent	Valid Percent
Valid	Excellent	159	16.6	20.1
	Good	389	40.7	49.1
	Fair	145	15.2	18.3
	Poor	19	2.0	2.4
	Not sure	81	8.5	10.2
	Total	793	83.0	100.0
Missing	System	162	17.0	
Total		955	100.0	

13.4 News				
		Frequency	Percent	Valid Percent
Valid	Excellent	298	31.2	36.4
	Good	398	41.7	48.6
	Fair	86	9.0	10.5
	Poor	17	1.8	2.1
	Not sure	20	2.1	2.4
	Total	819	85.8	100.0
Missing	System	136	14.2	
Total		955	100.0	
13.5 Columnist: Delbert Baker				
		Frequency	Percent	Valid Percent
Valid	Excellent	131	13.7	18.3
	Good	253	26.5	35.4
	Fair	124	13.0	17.3
	Poor	20	2.1	2.8
	Not sure	187	19.6	26.2
	Total	715	74.9	100.0
Missing	System	240	25.1	
Total		955	100.0	
13.6 Columnist: Clifford Goldstein				
		Frequency	Percent	Valid Percent
Valid	Excellent	366	38.3	45.2
	Good	242	25.3	29.9
	Fair	74	7.7	9.1
	Poor	44	4.6	5.4
	Not sure	83	8.7	10.3
	Total	809	84.7	100.0
Missing	System	146	15.3	
Total		955	100.0	

13.7 Columnist: Jill Morikone				
		Frequency	Percent	Valid Percent
Valid	Excellent	200	20.9	26.9
	Good	274	28.7	36.8
	Fair	81	8.5	10.9
	Poor	17	1.8	2.3
	Not sure	172	18.0	23.1
	Total	744	77.9	100.0
Missing	System	211	22.1	
Total		955	100.0	
13.8 Columnist: Andy Nash				
		Frequency	Percent	Valid Percent
Valid	Excellent	345	36.1	43.3
	Good	276	28.9	34.6
	Fair	55	5.8	6.9
	Poor	18	1.9	2.3
	Not sure	103	10.8	12.9
	Total	797	83.5	100.0
Missing	System	158	16.5	
Total		955	100.0	
13.9 Columnist: Jimmy Phillips				
		Frequency	Percent	Valid Percent
Valid	Excellent	240	25.1	32.4
	Good	253	26.5	34.1
	Fair	61	6.4	8.2
	Poor	14	1.5	1.9
	Not sure	173	18.1	23.3
	Total	741	77.6	100.0
Missing	System	214	22.4	
Total		955	100.0	

13.10 Columnist: Dixil Rodriguez				
		Frequency	Percent	Valid Percent
Valid	Excellent	321	33.6	42.0
	Good	230	24.1	30.1
	Fair	51	5.3	6.7
	Poor	12	1.3	1.6
	Not sure	151	15.8	19.7
	Total	765	80.1	100.0
Missing	System	190	19.9	
Total		955	100.0	
13.11 Columnist: Hyveth Williams				
		Frequency	Percent	Valid Percent
Valid	Excellent	182	19.1	24.2
	Good	266	27.9	35.4
	Fair	119	12.5	15.8
	Poor	42	4.4	5.6
	Not sure	142	14.9	18.9
	Total	751	78.6	100.0
Missing	System	204	21.4	
Total		955	100.0	
13.12 Devotionals				
		Frequency	Percent	Valid Percent
Valid	Excellent	248	26.0	32.1
	Good	348	36.4	45.1
	Fair	76	8.0	9.8
	Poor	22	2.3	2.8
	Not sure	78	8.2	10.1
	Total	772	80.8	100.0
Missing	System	183	19.2	
Total		955	100.0	

13.13 Adventist Life				
		Frequency	Percent	Valid Percent
Valid	Excellent	245	25.7	31.7
	Good	359	37.6	46.4
	Fair	88	9.2	11.4
	Poor	14	1.5	1.8
	Not sure	67	7.0	8.7
	Total	773	80.9	100.0
Missing	System	182	19.1	
Total		955	100.0	
13.14 Biblical Studies/Theology articles				
		Frequency	Percent	Valid Percent
Valid	Excellent	261	27.3	33.2
	Good	342	35.8	43.5
	Fair	98	10.3	12.5
	Poor	21	2.2	2.7
	Not sure	64	6.7	8.1
	Total	786	82.3	100.0
Missing	System	169	17.7	
Total		955	100.0	
13.15 Health articles (Housecall column)				
		Frequency	Percent	Valid Percent
Valid	Excellent	349	36.5	42.8
	Good	336	35.2	41.2
	Fair	77	8.1	9.4
	Poor	15	1.6	1.8
	Not sure	39	4.1	4.8
	Total	816	85.4	100.0
Missing	System	139	14.6	
Total		955	100.0	

13.16 Stories				
		Frequency	Percent	Valid Percent
Valid	Excellent	328	34.3	41.5
	Good	339	35.5	42.9
	Fair	67	7.0	8.5
	Poor	12	1.3	1.5
	Not sure	45	4.7	5.7
	Total	791	82.8	100.0
Missing	System	164	17.2	
Total		955	100.0	
13.17 Testimonies				
		Frequency	Percent	Valid Percent
Valid	Excellent	262	27.4	34.6
	Good	321	33.6	42.3
	Fair	89	9.3	11.7
	Poor	18	1.9	2.4
	Not sure	68	7.1	9.0
	Total	758	79.4	100.0
Missing	System	197	20.6	
Total		955	100.0	
13.18 Articles by or about Ellen G. White				
		Frequency	Percent	Valid Percent
Valid	Excellent	355	37.2	44.3
	Good	313	32.8	39.0
	Fair	77	8.1	9.6
	Poor	21	2.2	2.6
	Not sure	36	3.8	4.5
	Total	802	84.0	100.0
Missing	System	153	16.0	
Total		955	100.0	

13.19 Interviews				
		Frequency	Percent	Valid Percent
Valid	Excellent	154	16.1	20.2
	Good	383	40.1	50.3
	Fair	139	14.6	18.3
	Poor	18	1.9	2.4
	Not sure	67	7.0	8.8
	Total	761	79.7	100.0
Missing	System	194	20.3	
Total		955	100.0	
13.20 Book reviews				
		Frequency	Percent	Valid Percent
Valid	Excellent	122	12.8	16.5
	Good	286	29.9	38.7
	Fair	167	17.5	22.6
	Poor	35	3.7	4.7
	Not sure	129	13.5	17.5
	Total	739	77.4	100.0
Missing	System	216	22.6	
Total		955	100.0	
13.21 Voices				
		Frequency	Percent	Valid Percent
Valid	Excellent	68	7.1	10.1
	Good	222	23.2	33.1
	Fair	130	13.6	19.4
	Poor	24	2.5	3.6
	Not sure	226	23.7	33.7
	Total	670	70.2	100.0
Missing	System	285	29.8	
Total		955	100.0	

13.22 In Other Words (column authored by staff member)				
		Frequency	Percent	Valid Percent
Valid	Excellent	121	12.7	16.9
	Good	316	33.1	44.0
	Fair	99	10.4	13.8
	Poor	19	2.0	2.6
	Not sure	163	17.1	22.7
	Total	718	75.2	100.0
Missing	System	237	24.8	
Total		955	100.0	
13.23 Advertising				
		Frequency	Percent	Valid Percent
Valid	Excellent	49	5.1	7.1
	Good	213	22.3	30.8
	Fair	186	19.5	26.9
	Poor	54	5.7	7.8
	Not sure	190	19.9	27.5
	Total	692	72.5	100.0
Missing	System	263	27.5	
Total		955	100.0	
13.24 KidsView				
		Frequency	Percent	Valid Percent
Valid	Excellent	214	22.4	30.5
	Good	207	21.7	29.5
	Fair	64	6.7	9.1
	Poor	23	2.4	3.3
	Not sure	194	20.3	27.6
	Total	702	73.5	100.0
Missing	System	253	26.5	
Total		955	100.0	

14. To what extent do you agree or disagree with each of these statements?				
14.1 I trust what I read in Adventist Review.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	410	42.9	45.1
	Agree somewhat	387	40.5	42.6
	Disagree somewhat	87	9.1	9.6
	Disagree completely	12	1.3	1.3
	Don't know	13	1.4	1.4
	Total	909	95.2	100.0
Missing	System	46	4.8	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Q14.a. I trust what I read in AR (agree completely)	49.40%	38.20%	47.10%
	Q14.b. I trust what I read in AR (agree somewhat)	38.30%	49.20%	42.40%
	Q14.ab. I trust what I read in AR (agree completely and somewhat)	87.70%	87.40%	89.50%
14.2 I can easily see and read the print (size of print).				
		Frequency	Percent	Valid Percent
Valid	Agree completely	550	57.6	60.5
	Agree somewhat	212	22.2	23.3
	Disagree somewhat	66	6.9	7.3
	Disagree completely	61	6.4	6.7
	Don't know	20	2.1	2.2
	Total	909	95.2	100.0
Missing	System	46	4.8	
Total		955	100.0	

14.3 I understand the message of the articles.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	555	58.1	61.7
	Agree somewhat	310	32.5	34.5
	Disagree somewhat	24	2.5	2.7
	Disagree completely	1	0.1	0.1
	Don't know	9	0.9	1.0
	Total	899	94.1	100.0
Missing	System	56	5.9	
Total		955	100.0	
14.4 Adventist Review has the right balance of graphics and text.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	441	46.2	50.3
	Agree somewhat	325	34.0	37.1
	Disagree somewhat	54	5.7	6.2
	Disagree completely	15	1.6	1.7
	Don't know	42	4.4	4.8
	Total	877	91.8	100.0
Missing	System	78	8.2	
Total		955	100.0	
14.5 I share Adventist Review with others.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	266	27.9	31.4
	Agree somewhat	227	23.8	26.8
	Disagree somewhat	116	12.1	13.7
	Disagree completely	178	18.6	21.0
	Don't know	60	6.3	7.1
	Total	847	88.7	100.0
Missing	System	108	11.3	
Total		955	100.0	

14.6 Adventist Review provides ideas for ministry.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	272	28.5	32.2
	Agree somewhat	377	39.5	44.7
	Disagree somewhat	83	8.7	9.8
	Disagree completely	34	3.6	4.0
	Don't know	78	8.2	9.2
	Total	844	88.4	100.0
Missing	System	111	11.6	
Total		955	100.0	
14.7 I understand the difference between Adventist Review and Adventist World.				
		Frequency	Percent	Valid Percent
Valid	Agree completely	628	65.8	69.9
	Agree somewhat	173	18.1	19.2
	Disagree somewhat	38	4.0	4.2
	Disagree completely	16	1.7	1.8
	Don't know	44	4.6	4.9
	Total	899	94.1	100.0
Missing	System	56	5.9	
Total		955	100.0	
15. How important is Adventist Review to your spiritual life?				
		Frequency	Percent	Valid Percent
Valid	Crucial	103	10.8	11.0
	Important	548	57.4	58.7
	Unsure	102	10.7	10.9
	Minor importance	132	13.8	14.1
	Not important	49	5.1	5.2
	Total	934	97.8	100.0
Missing	System	21	2.2	
Total		955	100.0	

Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Crucial	11.80%	11.40%	8.10%
	Important	63.60%	55.60%	46.50%
	Unsure	7.50%	12.50%	19.80%
	Minor importance	13.30%	14.90%	17.40%
	Not important	3.80%	5.70%	8.10%

16. How important is the Adventist Review to your sense of connection to the worldwide church?

		Frequency	Percent	Valid Percent
Valid	Crucial	256	26.8	27.6
	Important	506	53.0	54.5
	Unsure	63	6.6	6.8
	Minor importance	82	8.6	8.8
	Not important	21	2.2	2.3
	Total	928	97.2	100.0
Missing	System	27	2.8	
Total		955	100.0	

17. How satisfied are you with each of the following aspects of the print edition of Adventist Review?

17.1 Frequency of publication (monthly)

		Frequency	Percent	Valid Percent
Valid	Very satisfied	360	37.7	42.4
	Satisfied	338	35.4	39.8
	Not sure	77	8.1	9.1
	Not satisfied	62	6.5	7.3
	Very dissatisfied	13	1.4	1.5
	Total	850	89.0	100.0
Missing	System	105	11.0	
Total		955	100.0	

17.2 Page size				
		Frequency	Percent	Valid Percent
Valid	Very satisfied	332	34.8	39.4
	Satisfied	347	36.3	41.2
	Not sure	84	8.8	10.0
	Not satisfied	62	6.5	7.4
	Very dissatisfied	18	1.9	2.1
	Total	843	88.3	100.0
Missing	System	112	11.7	
Total		955	100.0	
17.3 Number of pages				
		Frequency	Percent	Valid Percent
Valid	Very satisfied	311	32.6	37.1
	Satisfied	386	40.4	46.0
	Not sure	110	11.5	13.1
	Not satisfied	28	2.9	3.3
	Very dissatisfied	4	0.4	0.5
	Total	839	87.9	100.0
Missing	System	116	12.1	
Total		955	100.0	
17.4 Number of ads				
		Frequency	Percent	Valid Percent
Valid	Very satisfied	161	16.9	19.8
	Satisfied	314	32.9	38.7
	Not sure	296	31.0	36.5
	Not satisfied	31	3.2	3.8
	Very dissatisfied	10	1.0	1.2
	Total	812	85.0	100.0
Missing	System	143	15.0	
Total		955	100.0	

17.5 Plastic wrap-around (polybag)				
		Frequency	Percent	Valid Percent
Valid	Very satisfied	268	28.1	33.0
	Satisfied	319	33.4	39.3
	Not sure	170	17.8	20.9
	Not satisfied	42	4.4	5.2
	Very dissatisfied	13	1.4	1.6
	Total	812	85.0	100.0
Missing	System	143	15.0	
Total		955	100.0	
17.6 Other promotional materials inserted inside the wrap				
		Frequency	Percent	Valid Percent
Valid	Very satisfied	127	13.3	15.9
	Satisfied	331	34.7	41.4
	Not sure	280	29.3	35.0
	Not satisfied	48	5.0	6.0
	Very dissatisfied	14	1.5	1.8
	Total	800	83.8	100.0
Missing	System	155	16.2	
Total		955	100.0	
18. I receive the print edition of the Adventist Review . . .				
		Frequency	Percent	Valid Percent
Valid	by subscription	614	64.3	81.3
	free, shortly after I was baptized	53	5.5	7.0
	as a gift	88	9.2	11.7
	Total	755	79.1	100.0
Missing	System	200	20.9	
Total		955	100.0	

19. Have you ever watched Adventist Review Television (ARtv) available free on the AR website, Apple TV, Roku, and a variety of other apps?

		Frequency	Percent	Valid Percent
Valid	Yes	288	30.2	31.2
	No	634	66.4	68.8
	Total	922	96.5	100.0
Missing	System	33	3.5	
Total		955	100.0	

20. Do you pay for a subscription to the Adventist Review?

		Frequency	Percent	Valid Percent
Valid	Yes	583	61.0	63.2
	No	340	35.6	36.8
	Total	923	96.6	100.0
Missing	System	32	3.4	
Total		955	100.0	
Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	Yes	71.70%	61.30%	27.40%
		Chi-Square = 1.87, p = .390, N = 910		

21. If yes, how do you feel about the current subscription price (\$19.95)? It is...

		Frequency	Percent	Valid Percent
Valid	far too high	24	2.5	3.3
	somewhat high	93	9.7	12.9
	reasonable	518	54.2	71.9
	could be higher and I would still buy	80	8.4	11.1
	priced too low	5	0.5	0.7
	Total	720	75.4	100.0
Missing	System	235	24.6	
Total		955	100.0	

22. In what ways has Adventist Review had an impact on you? (Check all that apply.)				
		Frequency	Percent	
	It broadens my understanding of Adventist doctrines	541	56.6	
	Information on health issues has influenced my lifestyle	438	45.9	
	I use ideas from KidsView	142	14.9	
	Testimonies of other Adventists touched my life	593	62.1	
	I use AR material in my ministry	167	17.5	
	It inspires me to save the lost	291	30.5	
	AR articles have helped me improve my relationship with other people	357	37.4	
	Other (please specify)	195	20.4	
Crosstabulation		Female	Male	
	I use ideas from KidsView	20.90%	9.00%	
	Testimonies of other Adventists touched my life	70.10%	55.50%	
	I use AR material in my ministry	14.30%	21.10%	
	It inspires me to save the lost	35.00%	27.00%	
	AR articles have helped me improve my relationship with other people	41.90%	34.00%	
23. One of the items inserted with the magazine is KidsView, a magazine for children (grades 3 to 6).				
23.1 Have you looked at KidsView?				
		Frequency	Percent	Valid Percent
Valid	Yes	634	66.4	72.3
	No	243	25.4	27.7
	Total	877	91.8	100.0
Missing	System	78	8.2	
Total		955	100.0	

23.2 Do you have a child at home who reads it?				
		Frequency	Percent	Valid Percent
Valid	Yes	44	4.6	5.0
	No	829	86.8	95.0
	Total	873	91.4	100.0
Missing	System	82	8.6	
Total		955	100.0	
23.3 Do you give it to a grandchild or another child?				
		Frequency	Percent	Valid Percent
Valid	Yes	276	28.9	31.8
	No	591	61.9	68.2
	Total	867	90.8	100.0
Missing	System	88	9.2	
Total		955	100.0	
24. What online services do you access regularly? (Check all that apply.)				
		Frequency	Percent	
	News	633	66.3	
	News about Adventists	455	47.6	
	Online shopping	409	42.8	
	Social media	386	40.4	
	Payment of bills or banking	479	50.2	
	Health information	472	49.4	
	Information about the Bible or religion	392	41.0	
	Sabbath School lesson	410	42.9	
	Job-related pages	109	11.4	
	Blogs and interesting web pages	231	24.2	
	Links from e-mail news services and newsletters	295	30.9	
	Other (please specify)	107	11.2	

Crosstabulation		70+ years	Boomers (51-70)	Gen X (31-50)
	News	58.30%	74.50%	86.00%
		X2=33.724, p=.000, $\chi^2 = .181$, N = 930		
	News about Adventists	41.30%	53.00%	64.00%
	Online shopping	34.10%	52.70%	54.70%
		X2=46.526, p=.000, $\chi^2 = .204$, N = 930		
	Social media	30.80%	48.90%	62.80%
	Payment of bills or banking	44.10%	58.30%	59.30%
	Information about the Bible or religion	32.30%	51.30%	51.20%
	Sabbath School lesson	34.70%	52.20%	57.00%
	Job-related pages	2.60%	16.10%	38.40%
		X2=106.528, p=.000, $\chi^2 = .325$, N = 930		
	Blogs and interesting web pages	16.60%	29.80%	43.00%
	Links from e-mail news services and newsletters	24.70%	36.00%	46.50%

25. Have you ever contacted the Adventist Review office for any reason?

		Frequency	Percent	Valid Percent
Valid	Yes	318	33.3	35.0
	No	590	61.8	65.0
	Total	908	95.1	100.0
Missing	System	47	4.9	
Total		955	100.0	

26. If Yes, why? (Check all that apply.)				
		Frequency	Percent	
	Had questions about receiving Adventist Review magazine	49	5.1	
	Had questions about subscription	156	16.3	
	Had a prayer request	16	1.7	
	Wanted to donate	15	1.6	
	Had questions related to the published articles	39	4.1	
	Wanted to enroll in Bible lessons	2	0.2	
	Other (please specify)	144	15.1	
27. If Yes, how do you assess their helpfulness in light of your experience(s) with contacting the AR Office?				
		Frequency	Percent	
	Extremely helpful	94	9.8	
	Very helpful	122	12.8	
	Moderately helpful	50	5.2	
	Slightly helpful	20	2.1	
	Not at all helpful	36	3.8	
28. What year were you born?				
		Frequency	Percent	Valid Percent
Valid	Before 1947	458	48.0	49.2
	1947 through 1966	372	39.0	40.0
	1967 through 1986	86	9.0	9.2
	After 1986	14	1.5	1.5
	Total	930	97.4	100.0
Missing	System	25	2.6	
Total		955	100.0	

29. What is your gender?				
		Frequency	Percent	Valid Percent
Valid	Female	468	49.0	50.6
	Male	456	47.7	49.4
	Total	924	96.8	100.0
Missing	System	31	3.2	
Total		955	100.0	
30. What is your highest level of education?				
		Frequency	Percent	Valid Percent
Valid	Some high school	20	2.1	2.2
	High school graduate	55	5.8	5.9
	Some college or university	197	20.6	21.3
	College or university graduate	294	30.8	31.7
	Master's/Professional degree	245	25.7	26.4
	Doctorate/Professional degree	116	12.1	12.5
	Total	927	97.1	100.0
Missing	System	28	2.9	
Total		955	100.0	
31. How long have you been a baptized member of the Adventist Church?				
		Frequency	Percent	Valid Percent
Valid	I am not a baptized member	14	1.5	1.5
	1-5 years	14	1.5	1.5
	6-10 years	16	1.7	1.7
	11-20 years	38	4.0	4.1
	More than 20 years	843	88.3	91.1
	Total	925	96.9	100.0
Missing	System	30	3.1	
Total		955	100.0	

32. If you are a baptized Seventh-day Adventist, what role(s) do you have in your local church? (Check all that apply.)				
		Frequency	Percent	
	Sabbath School teacher	301	31.5	
	Children's division leader or teacher	125	13.1	
	Deacon/Deaconess	207	21.7	
	Elder	243	25.4	
	Youth leader	59	6.2	
	Community service	156	16.3	
	Evangelism or outreach	148	15.5	
	Other (please specify)	431	45.1	
33. Are you employed by the Adventist Church or an affiliated institution?				
		Frequency	Percent	Valid Percent
Valid	Yes	155	16.2	16.8
	No	767	80.3	83.2
	Total	922	96.5	100.0
Missing	System	33	3.5	
Total		955	100.0	

1. How often do you read the Adventist Review?

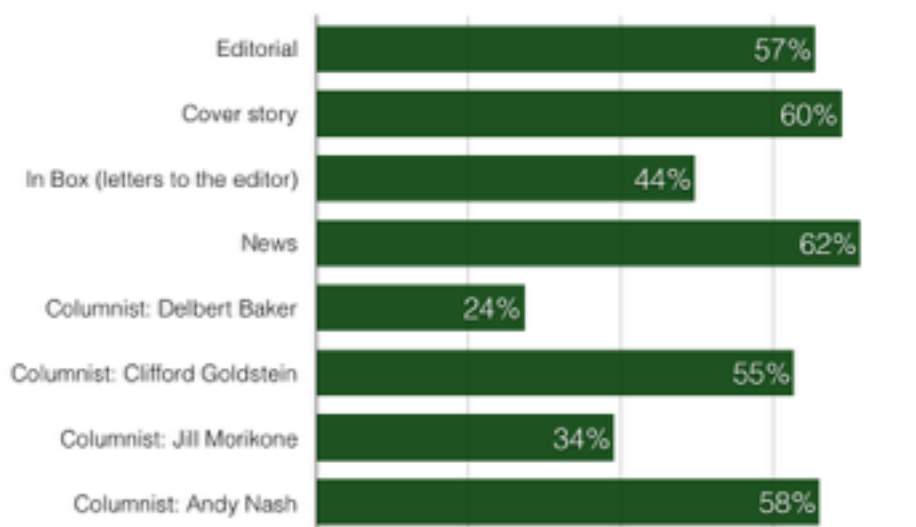
1.1 Print edition



1.2 Online



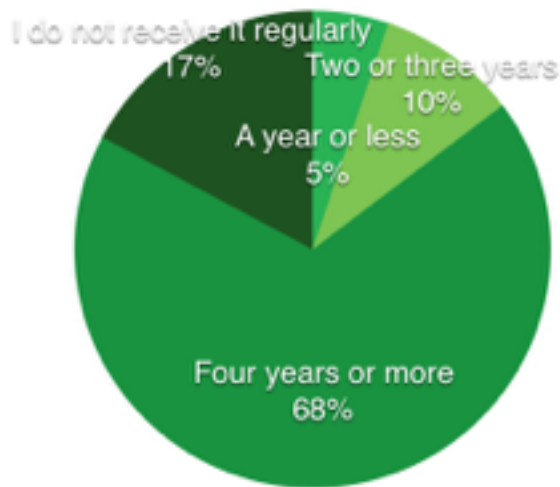
11a. Please select your favorite portions of the magazine...



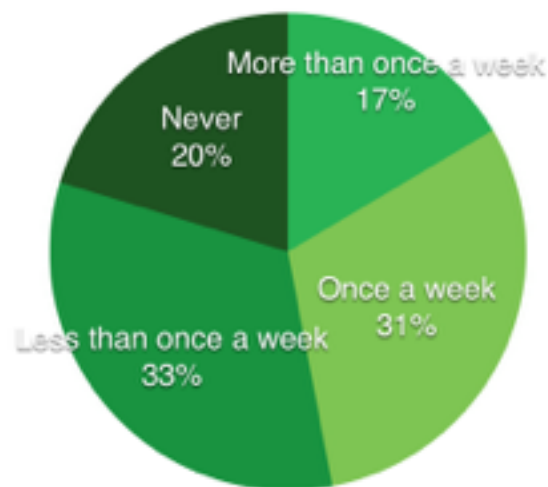
2. How do you receive Adventist Review?



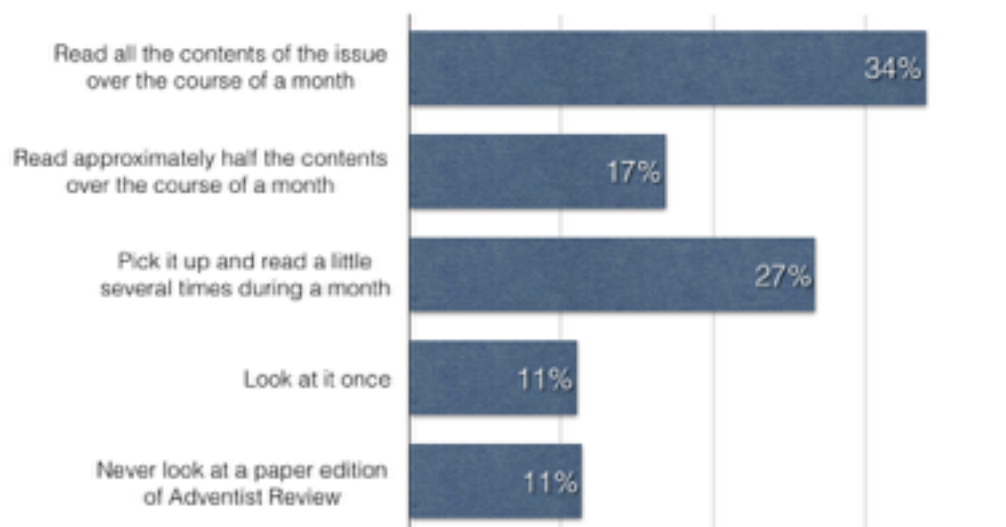
3. How long have you been receiving the print edition of Adventist Review (on paper) through the mail?



4. How often do you look at the online edition of the Adventist Review?



5. If and when you look at the Adventist Review print magazine, do you...



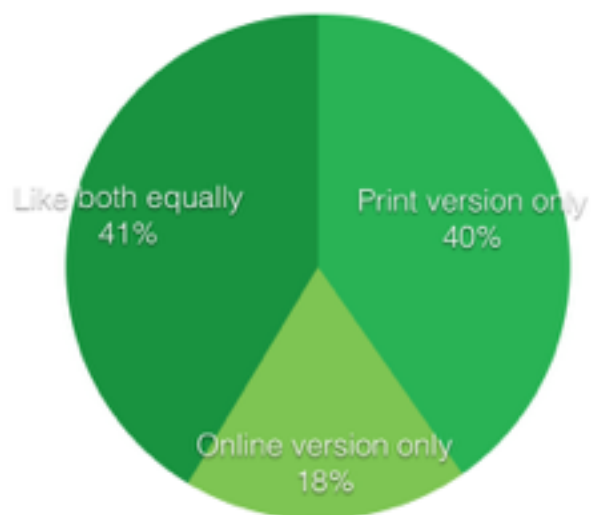
6. If and when you receive e-mail notifications about online Adventist Review content, do you...



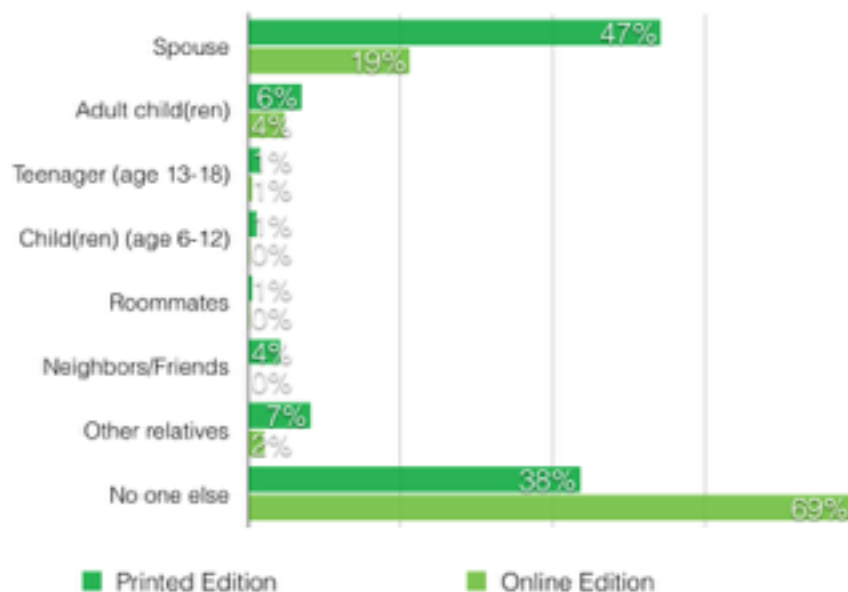
7. When I read Adventist Review online, I typically spend:



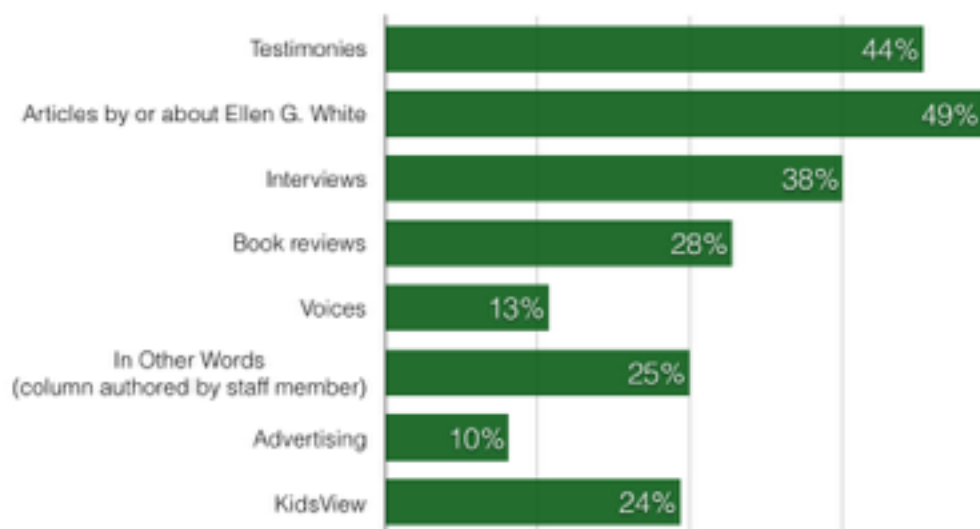
8. Which do you prefer?



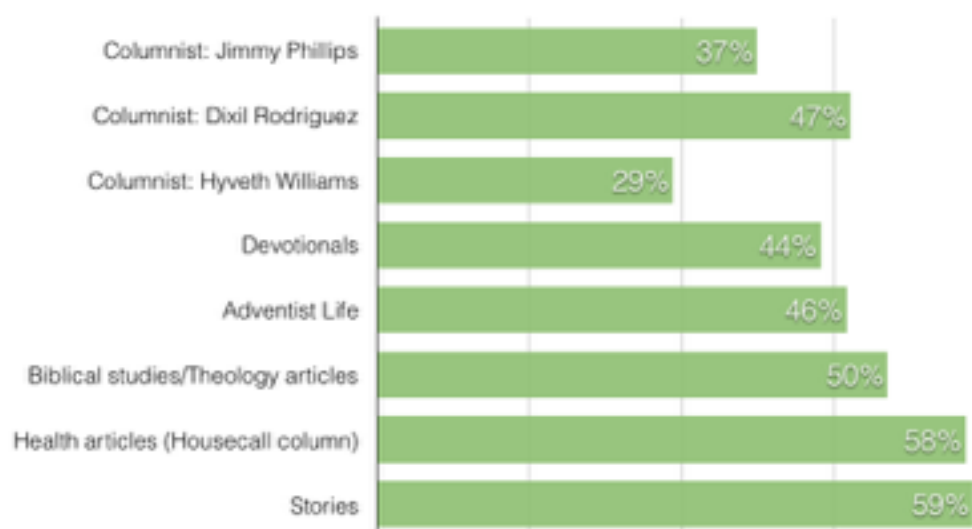
9-10. Who else in your home also looks at the printed/online edition of Adventist Review?



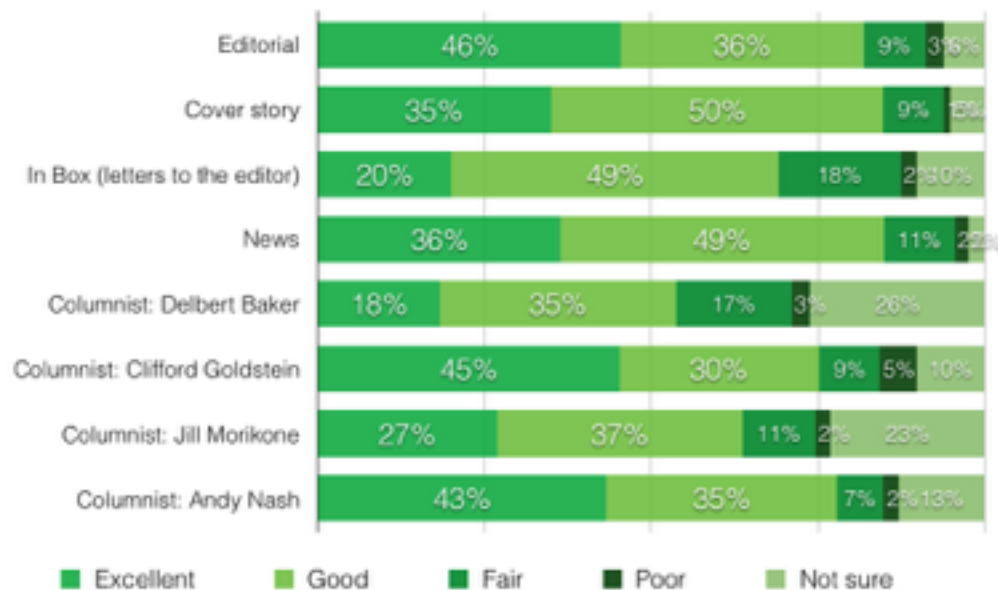
11c. Please select your favorite portions of the magazine...



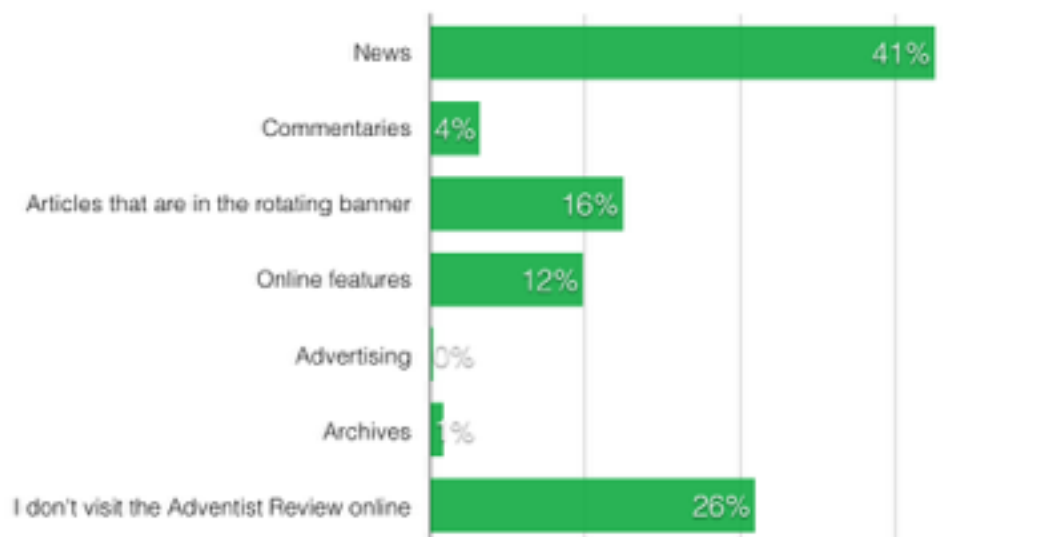
11b. Please select your favorite portions of the magazine...



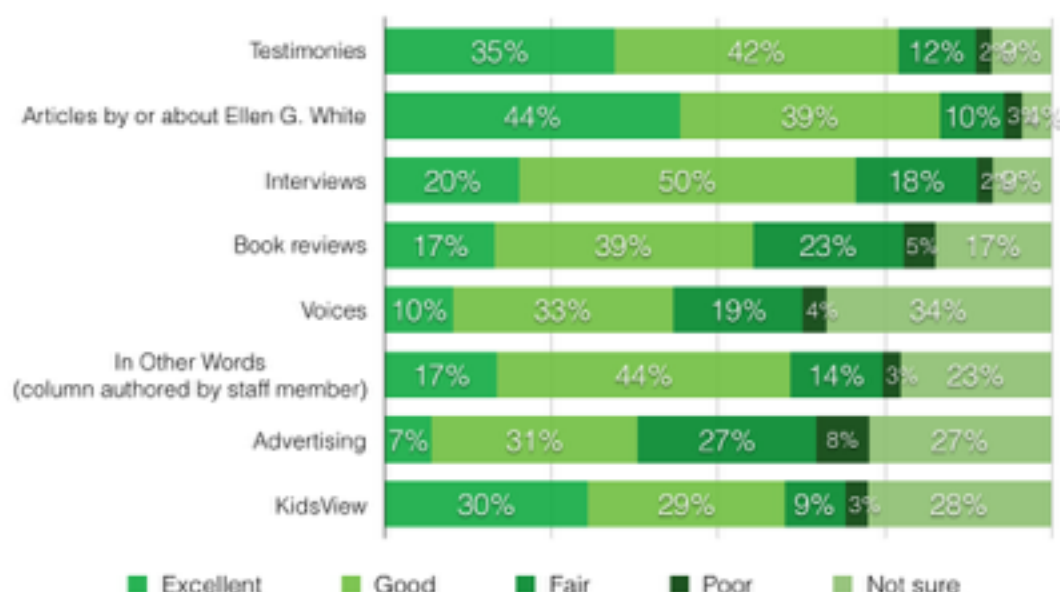
13a. Please evaluate each of these parts of the magazine:



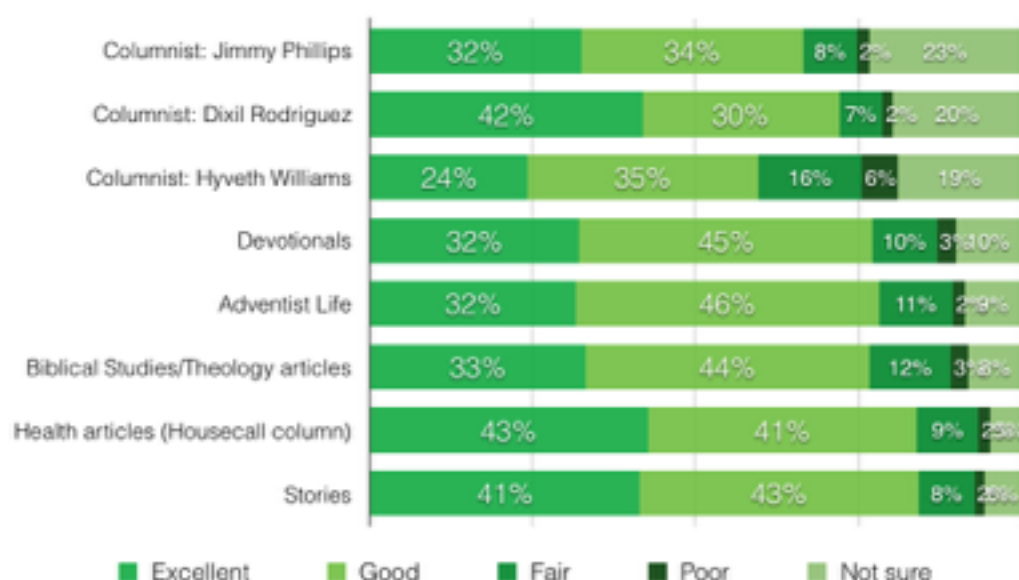
12. I read the following online items first:



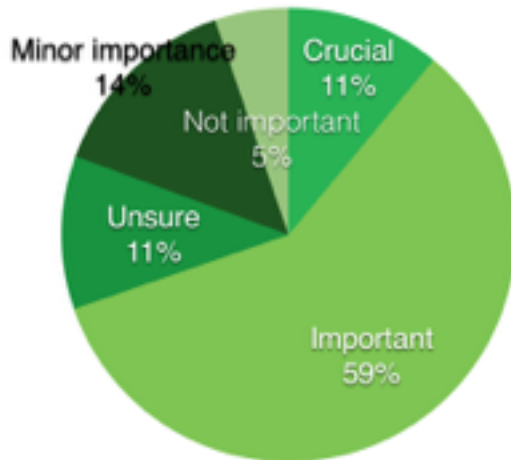
13c. Please evaluate each of these parts of the magazine:



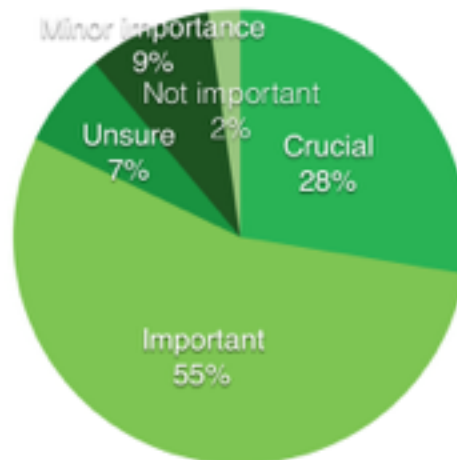
13b. Please evaluate each of these parts of the magazine:



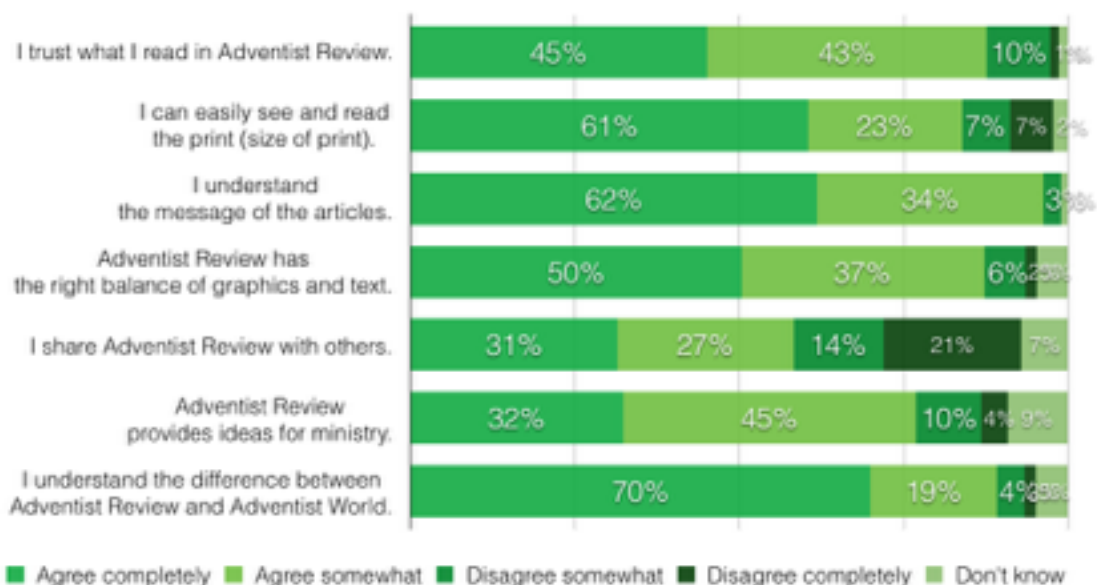
15. How important is Adventist Review to your spiritual life?



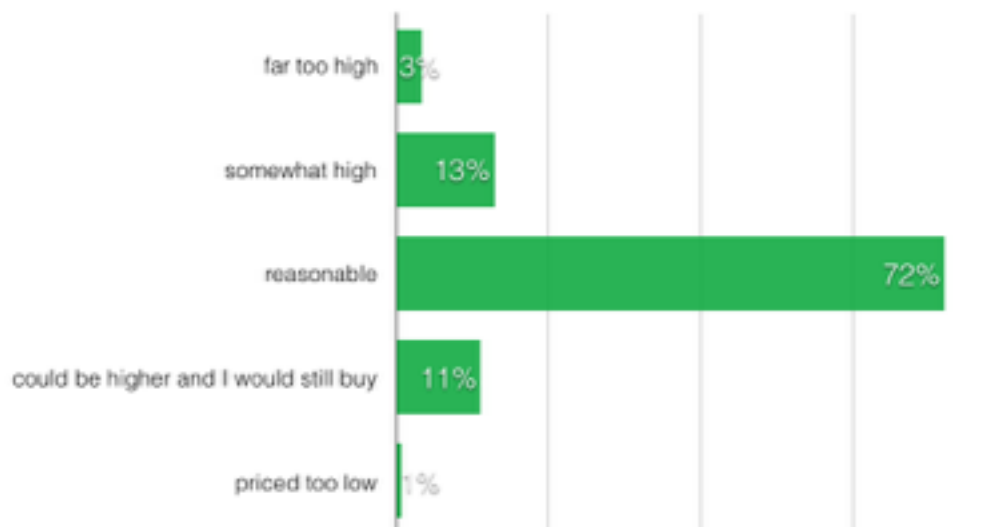
16. How important is the Adventist Review to your sense of connection to the worldwide church?



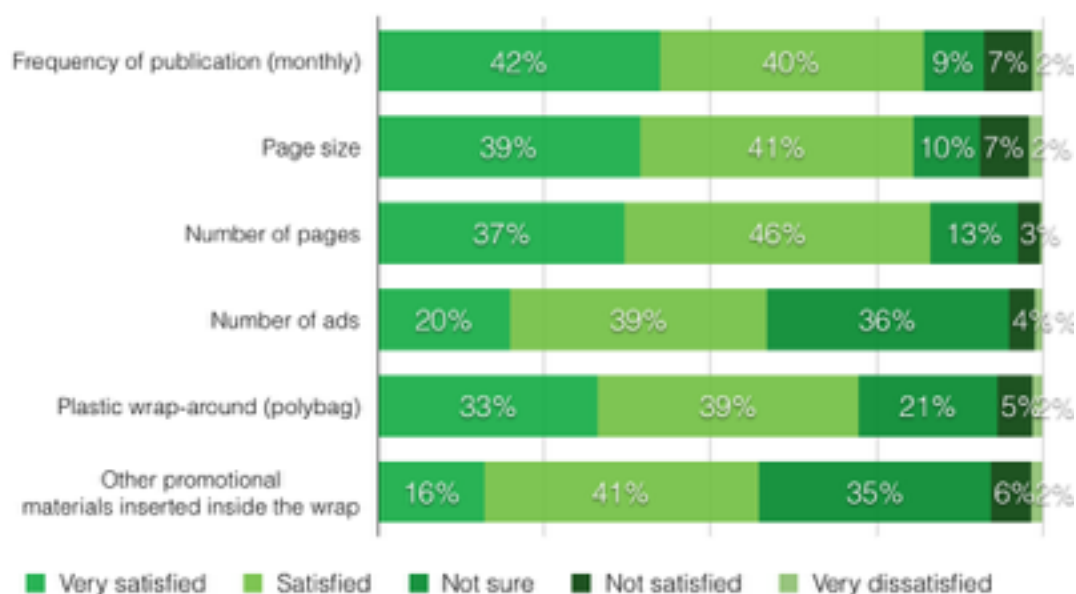
14. To what extent do you agree or disagree with each of these statements?



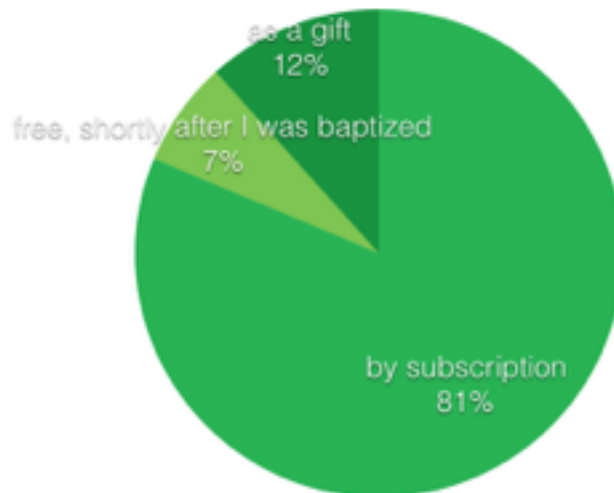
21. If yes, how do you feel about the current subscription price (\$19.95)? It is...



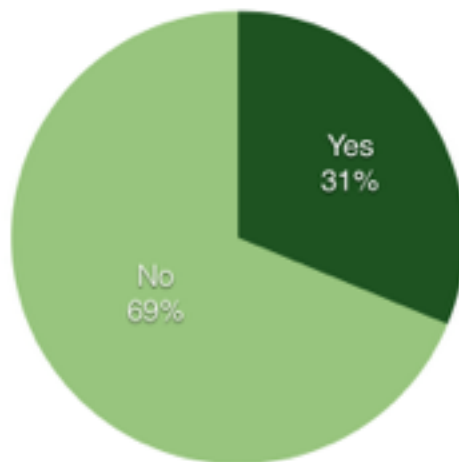
17. How satisfied are you with each of the following aspects of the print edition of Adventist Review?



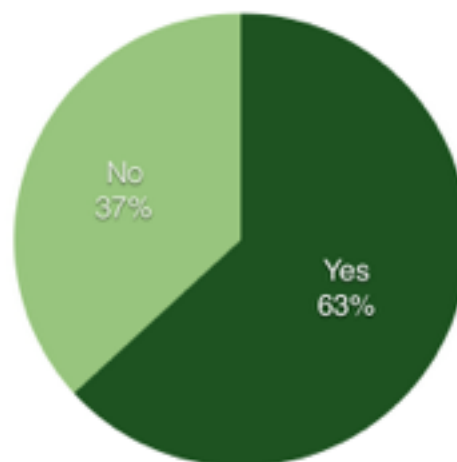
18. I receive the print edition of the Adventist Review . . .



19. Have you ever watched Adventist Review Television (ARtv) available free on the AR website, Apple TV, Roku, and a variety of other apps?



20. Do you pay for a subscription to the Adventist Review?

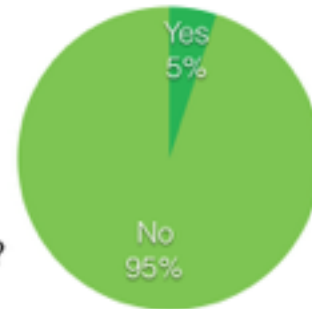


23. One of the items inserted with the magazine is KidsView, a magazine for children (grades 3 to 6).

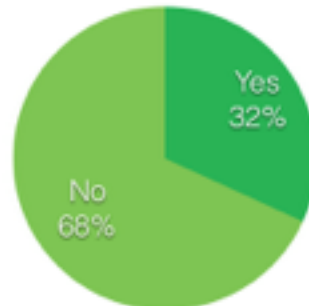
23.1 Have you looked at KidsView?



23.2 Do you have a child at home who reads it?



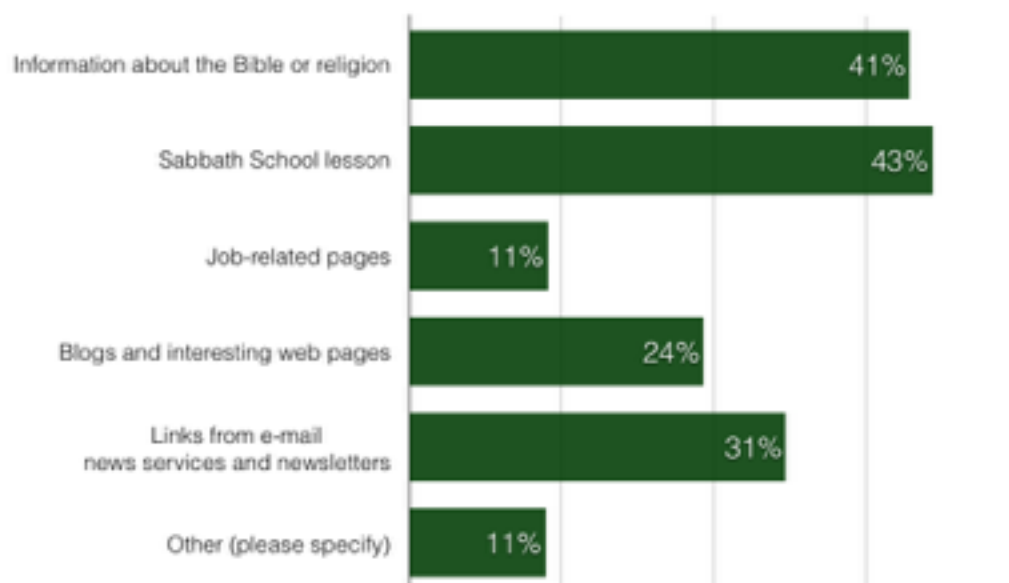
23.3 Do you give it to a grandchild or another child?



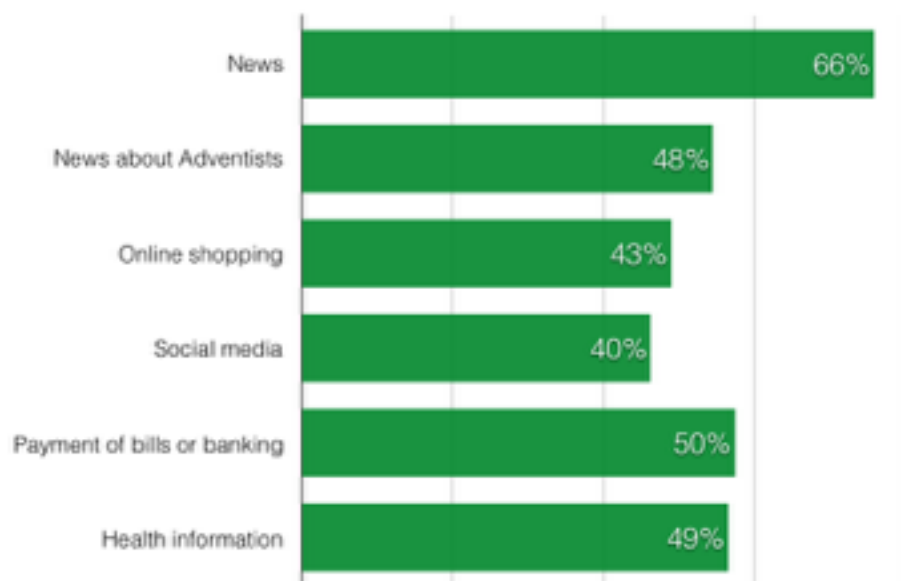
22. In what ways has Adventist Review had an impact on you?



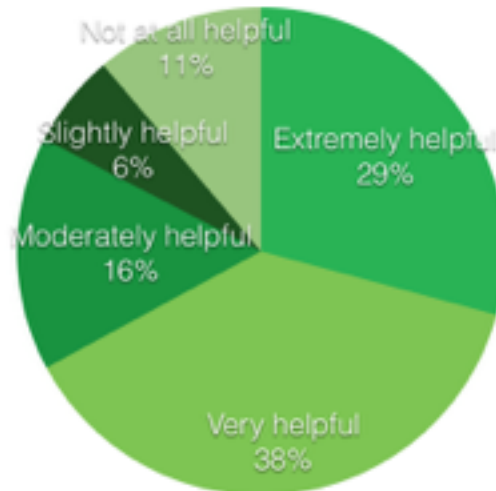
24b. What online services do you access regularly?



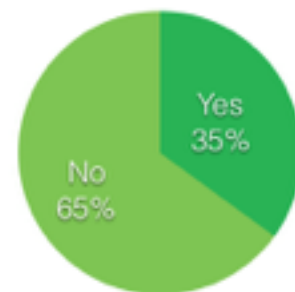
24a. What online services do you access regularly?



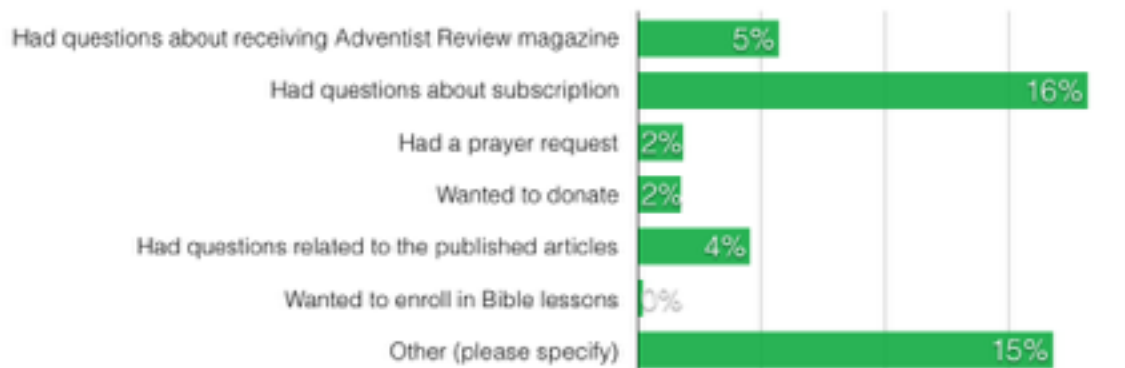
27. If Yes, how do you assess their helpfulness in light of your experience(s) with contacting the AR Office?



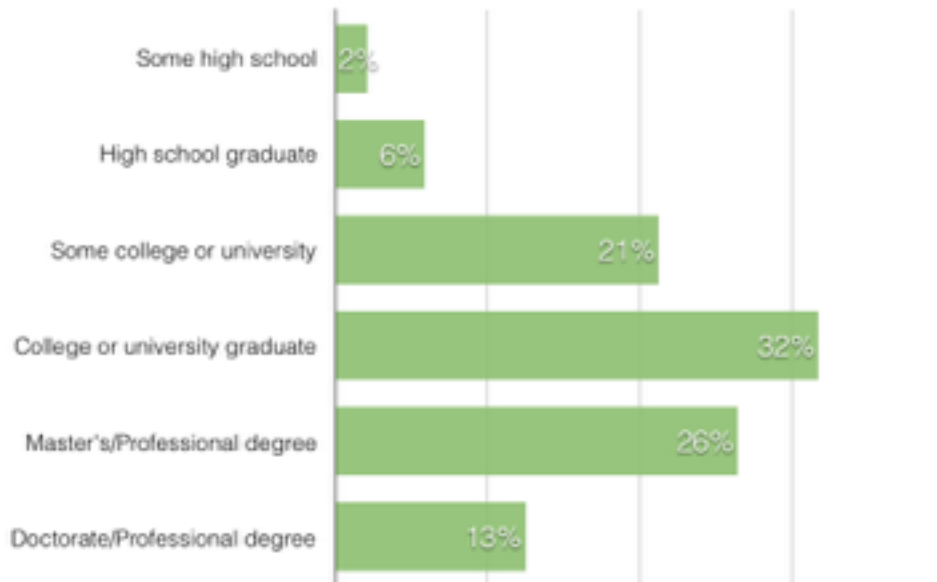
25. Have you ever contacted the Adventist Review office for any reason?



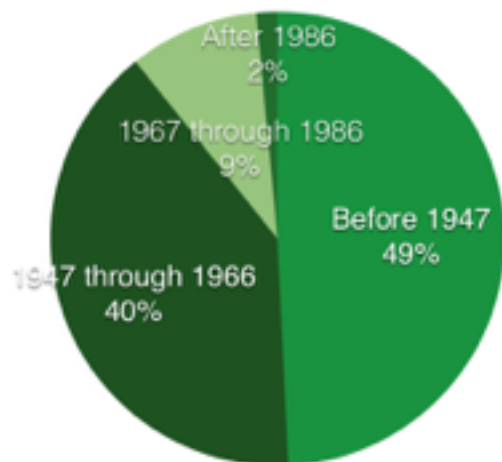
26. If yes, why?



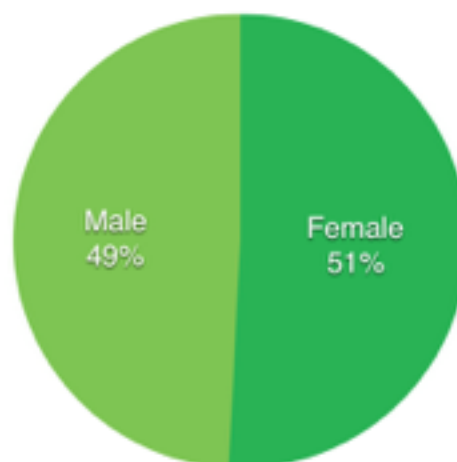
30. What is your highest level of education?



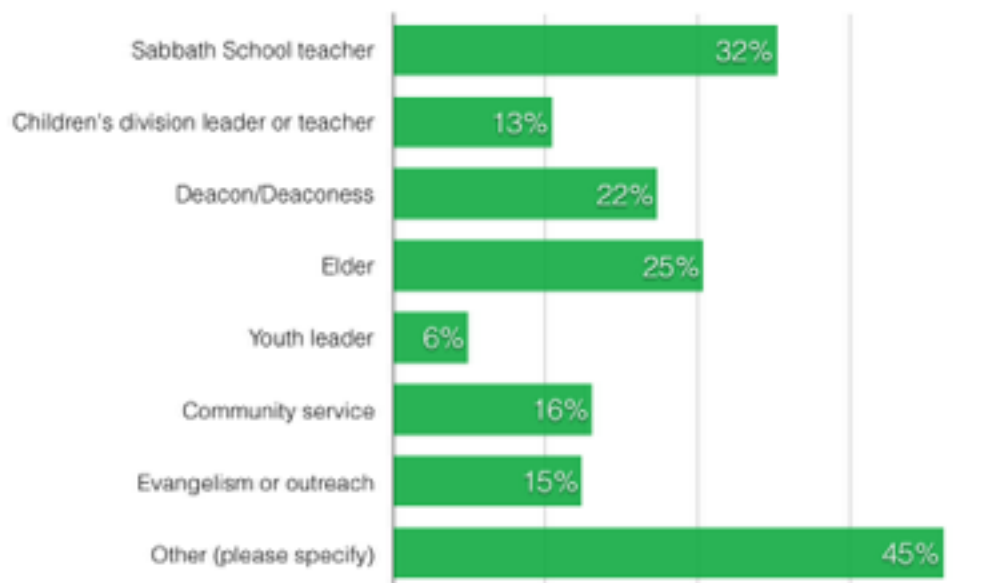
28. What year were you born?



29. What is your gender?



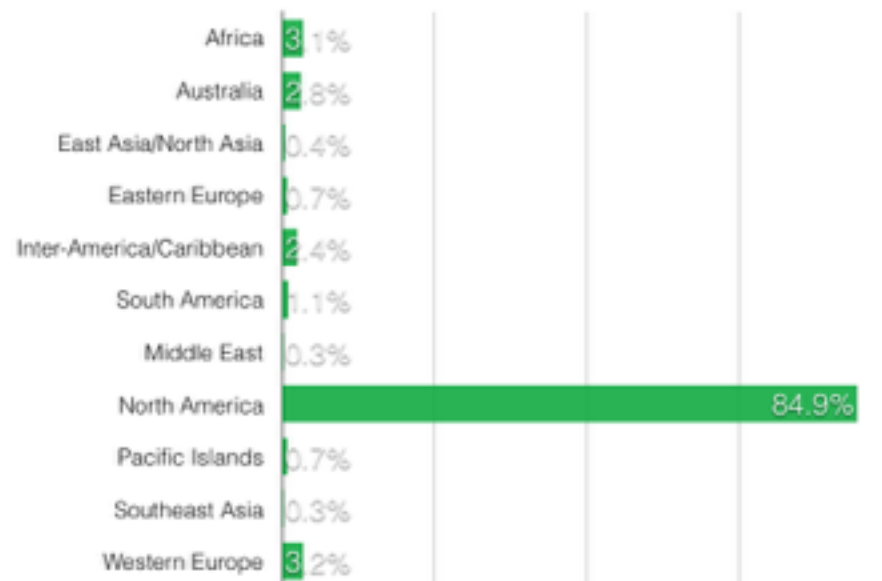
32. If you are a baptized Seventh-day Adventist, what role(s) do you have in your local church?



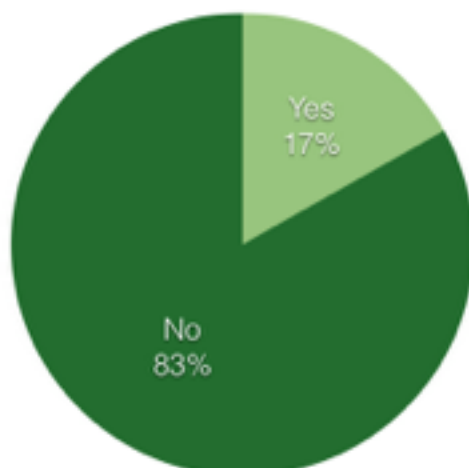
31. How long have you been a baptized member of the Adventist Church?



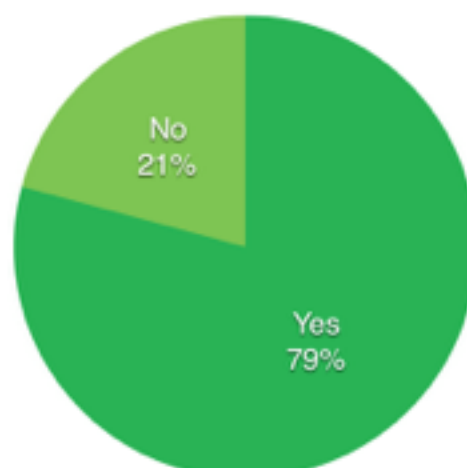
34. What part of the world do you live in?



33. Are you employed by the Adventist Church or an affiliated institution?

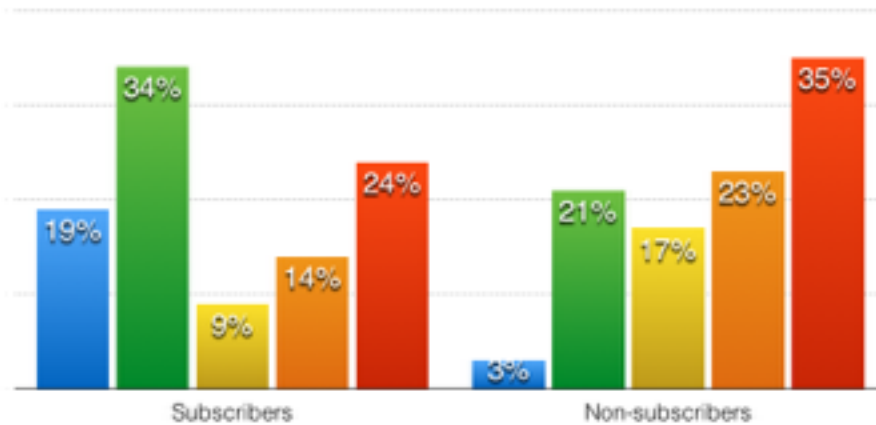


35. Were you raised by at least one Adventist parent?



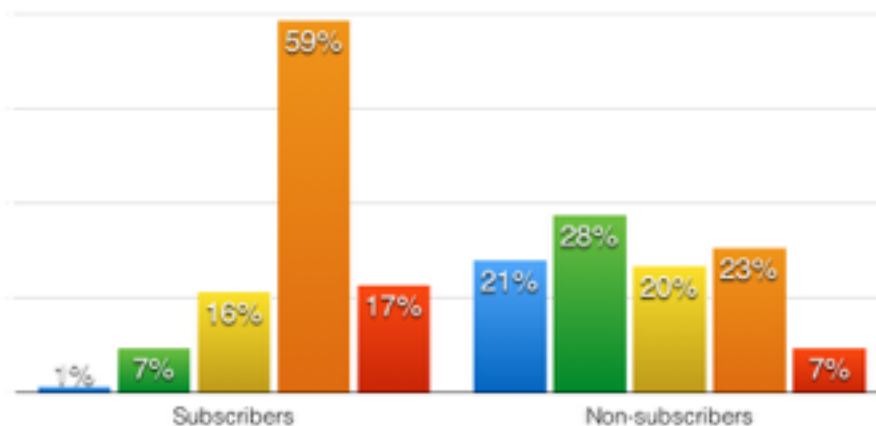
Comparing subscribers and other readers: How often do you read the online magazine?

■ Never ■ Occasionally ■ Most months ■ Every month ■ More often

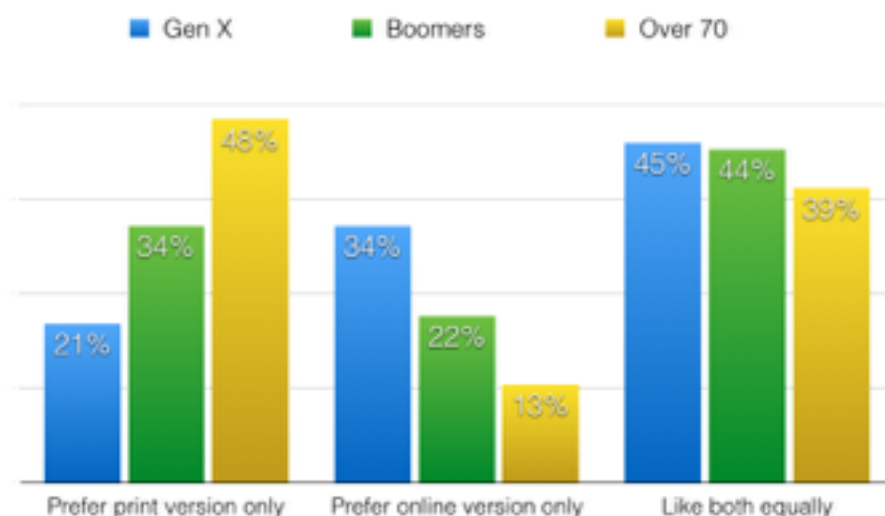


Comparing subscribers and other readers: How often do you read the print magazine?

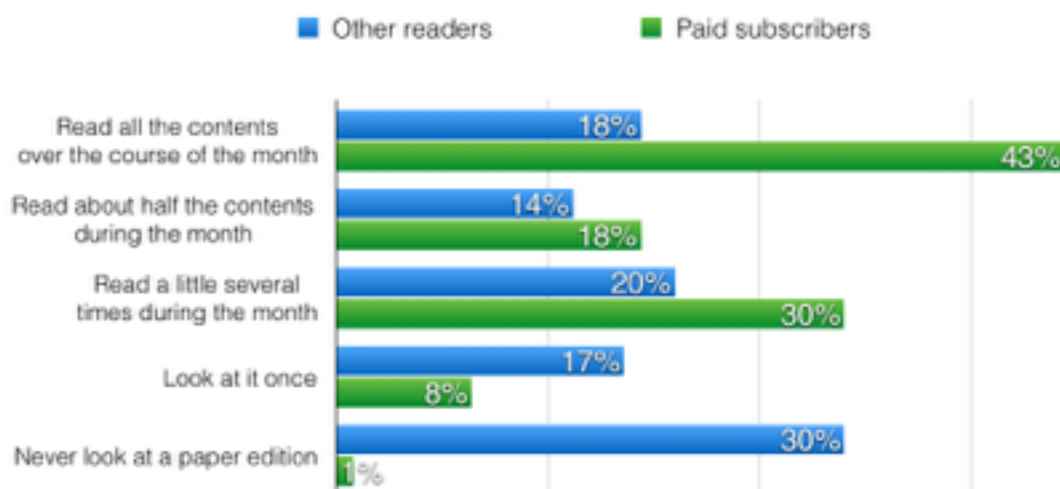
■ Never ■ Occasionally ■ Most months ■ Every month ■ More often



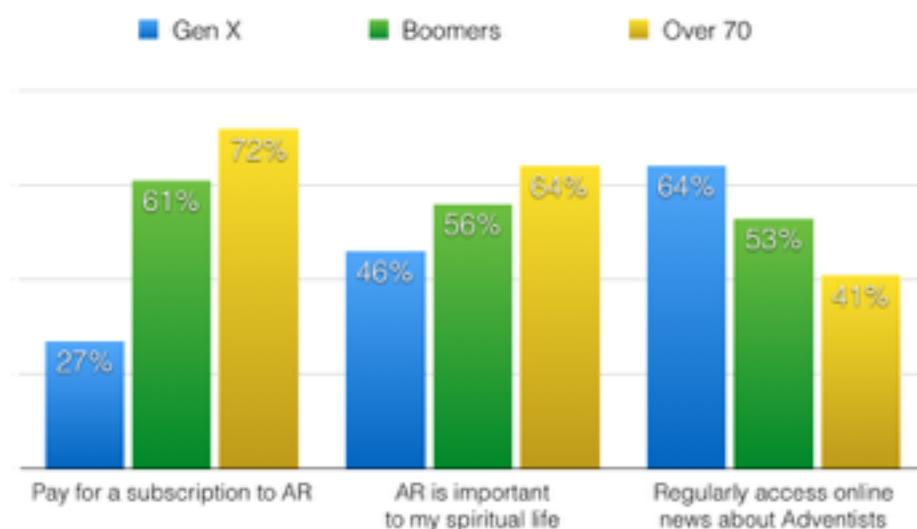
Age groups and media preferences



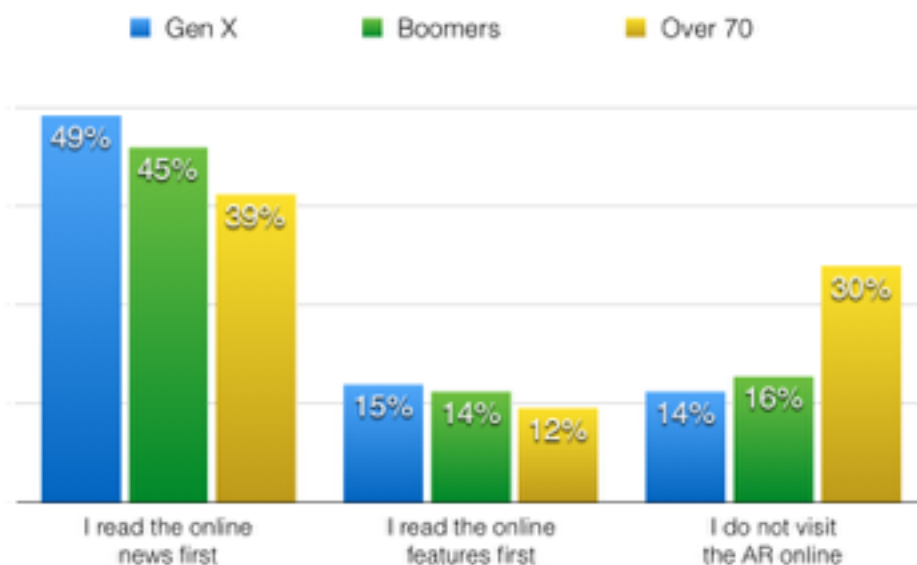
Comparing subscribers and other readers: When you look at the AR print magazine ...



Subscribers and online consumers of Adventist news by age group



Age groups and the online version



H. Charts

“I trust what I read in AR.”
by age groups

