

Hope Channel Overview Survey Report

FALL 2014



CONDUCTED BY THE CENTER FOR CREATIVE MINISTRY
FOR THE GENERAL CONFERENCE OFFICE OF ARCHIVES, STATISTICS & RESEARCH

Hope Channel Overview Survey Report

CENTER FOR CREATIVE MINISTRY

OCTOBER 2014

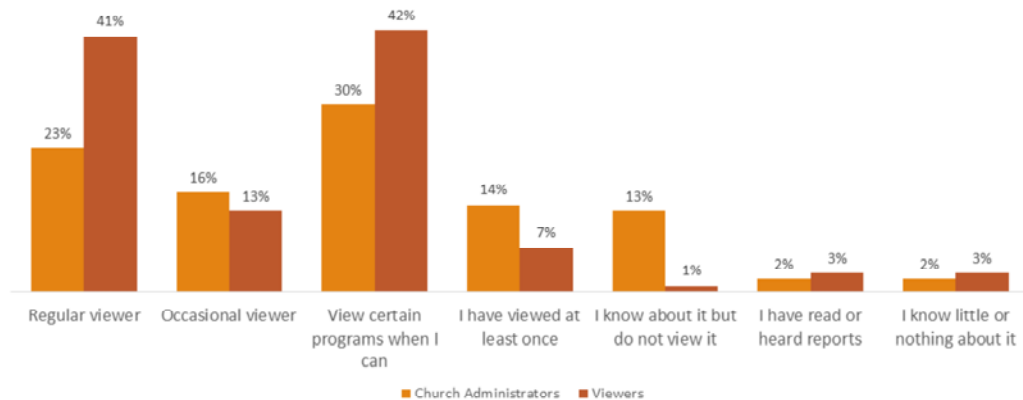
Source of Data

This report combines data from three different surveys conducted for the Office of Archives, Statistics and Research (ASTR) of the General Conference of Seventh-day Adventists by the Center for Creative Ministry. It provides an overview and comparison of responses on similar questions from

1. Church Leader Survey with a total of 304 responses from officers of the union conferences and union missions and members of the GC Executive Committee.
2. Survey of Media Center Staff with a total of 207 responses from staff members of the production centers in the Hope Channel network.
3. Survey of Viewers with a total of 18,307 responses in a weighted analysis based on the percentages of viewers identified in each of the Hope Channel centers globally.

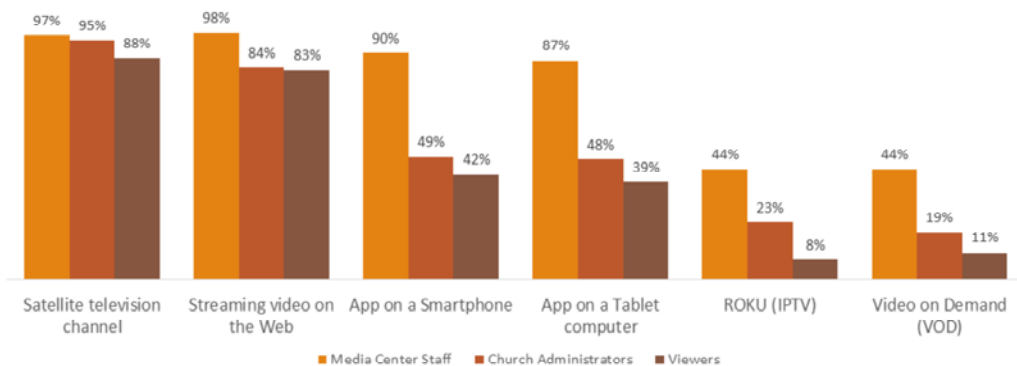
Individual reports have already been submitted for each of these surveys which provide somewhat more detail in certain respects.

Awareness of Hope Channel



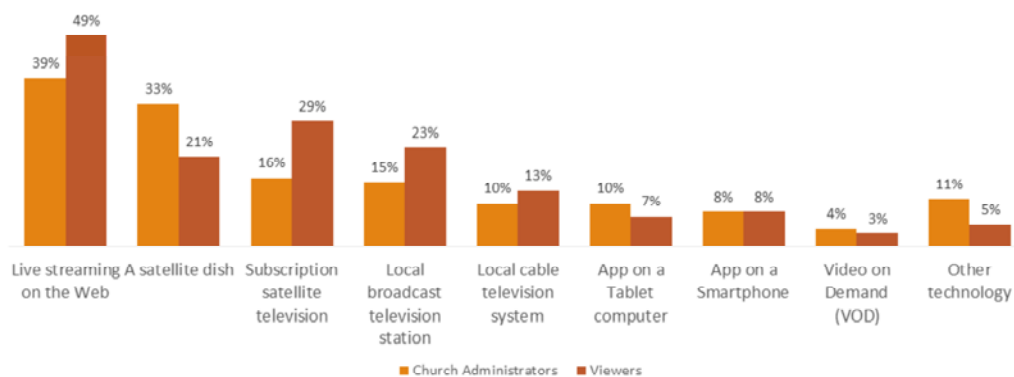
Adventist Church administrators and executive committee members are less likely to view Hope Channel programming regularly or less often than are the sample of viewers. This should be expected in terms of how the samples were arrived at, but it may account for differences of perspective and knowledge that may enter into some discussions and decision-making situations.

Awareness of Technology Used to Distribute Hope Channel



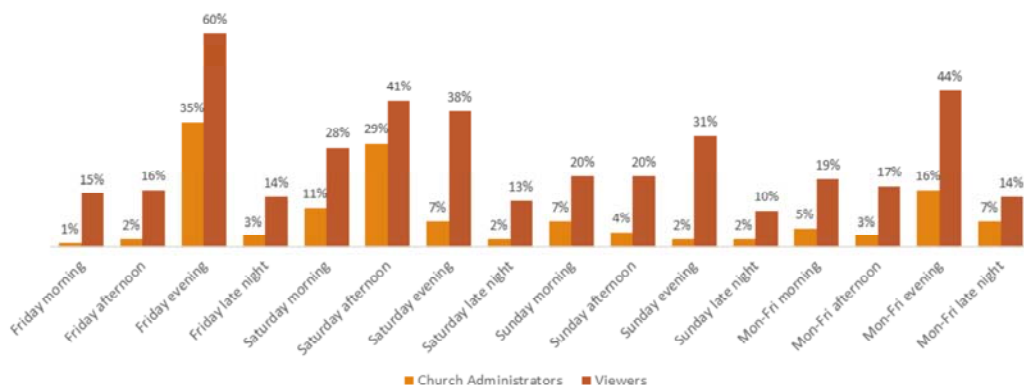
Both viewers and Adventist Church administrators are somewhat behind the media professionals in the Hope Channel network in terms of their awareness of new technology that is being introduced which provide new media for the distribution of programming. This indicates that there is an important function of educating viewers and church leaders about the new technology. Is this activity adequately staffed and included in the work plans of Hope Channel personnel?

Preferences for Viewing Hope Channel



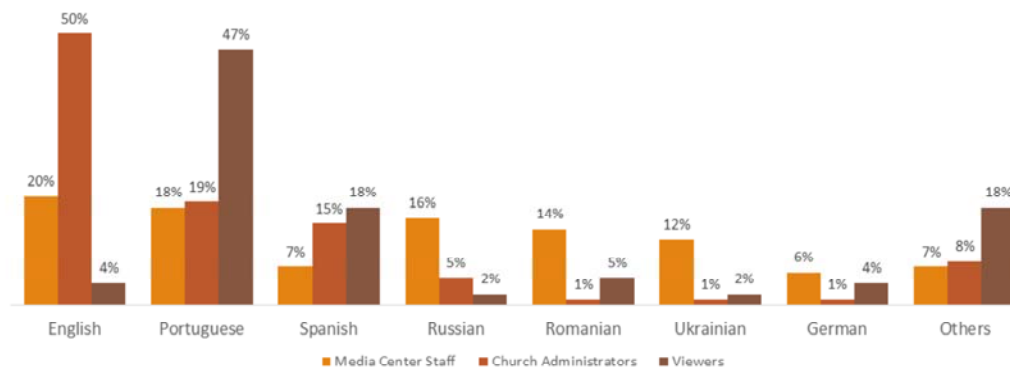
Viewers are more likely to prefer the Web, subscription satellite television services, local broadcast television stations and local cable television systems for access to the Hope Channel. Adventist Church leaders are more likely to prefer to access the Hope Channel from a satellite dish at their home or office or a local church or school or through an app on a tablet computer. There is no real difference in preferences for a mobile phone app or Video on Demand service. These differences may reflect some significant differences in perspective relative to some planning and policy issues at times.

Days & Times When Hope Channel is Viewed



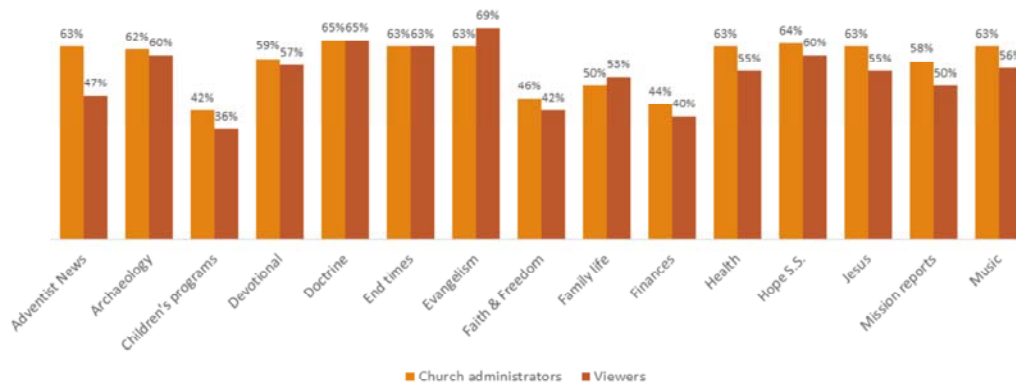
The data displayed above indicate that Adventist Church leaders do a lot less viewing of the Hope Channel than does the average participant in the viewing audience. Considering the demands of a ministry position at any level, this should not be surprising. It may result in differences in perspective. For example, there are many day parts where very few church leaders access the Hope Channel and they may tend to think that the effort and expense related to programming for these segments is not important, while almost all of those day parts have significant numbers of viewers. The largest differences are in the percentages of viewers in the evenings as compared to the percentages of church leaders. The evenings are clearly “prime time” for Hope Channel viewers in terms similar to conventional television but evenings may be seen as less important in the minds of church leaders.

Language Usually Used to View Hope Channel



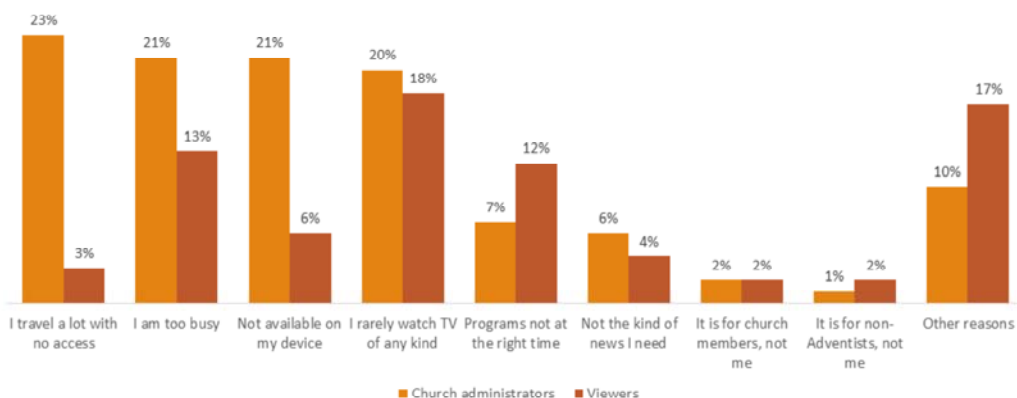
There are significant differences in the language in which the producers, policy-makers and consumers of Hope Channel generally perceive the programming. Half of the church administrators view Hope Channel in English, while only four percent of the viewers do so. Nearly half of the viewers see Hope Channel in Portuguese while less than one in five of the media center staff and church administrators do so. The percentages of media center staff working in Russian, Romanian and Ukrainian is many times greater than the percentage of the viewers in these languages. These data indicate that some consideration must be given to the skew in various items contained in this report, although it must also be said that the degree to which sampling and data collection methods may have created a picture different from the actual reality in this regard is difficult to assess.

Likely to View Each Type of Programming



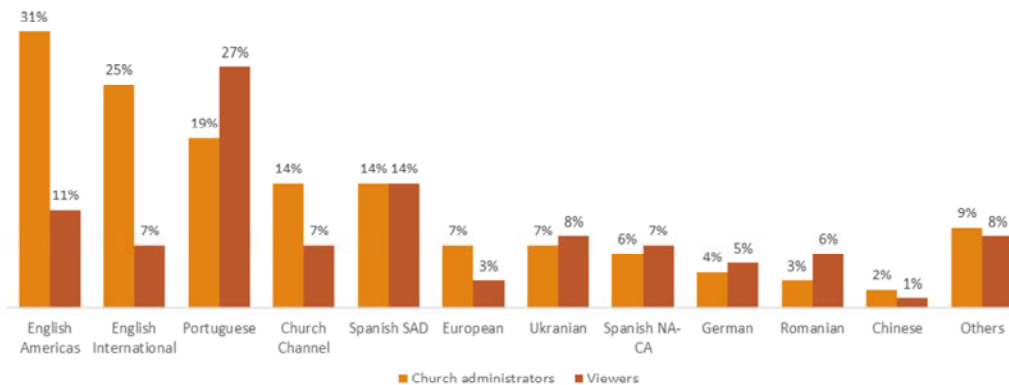
The graph above displays the percentage of church administrators and viewers who said they were either “very likely” or “likely” to view each type of programming listed. There are only two types of programming where a larger percentage of viewers expressed interest than that of church administrators—evangelism and family life. There are many types of programming where church administrators expressed more interest than viewers. The largest gap of this kind is for health programs, broadcasts about Jesus and mission reports. Three other types of programming had a smaller gap of a similar nature—music, Adventist news and children’s programs. To what extent these differences may relate to a lack of understanding of audience interests and needs on the part of church leadership is a topic that needs more exploration and discussion.

If you do not watch Hope Channel regularly in any language, why?



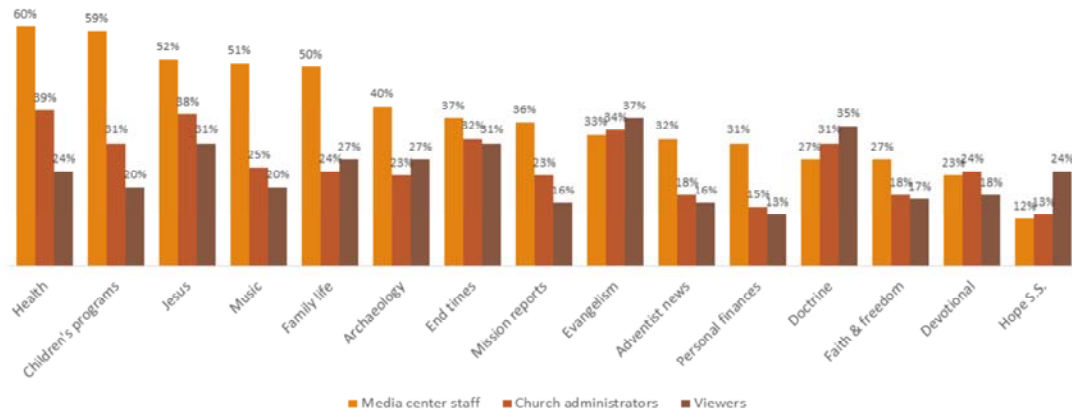
The reasons why church administrators do not view Hope Channel more regularly are clear—their travel, lack of compatible devices to receive the programming and busy schedules. These are clearly different from why others do not view Hope Channel. The schedule of particular programs and other issues are the barriers that keep viewers from watching more regularly. It is important to keep in mind one of the major limitations of this research. No attempt was made to sample the general public. The “viewer” sample was extracted from mailing lists made up of people who have responded to Hope Channel programs, who are supporters and church members. It provides no information about why the majority of the population that could tune in Hope Channel chooses not to.

Have Visited These Web Sites



Adventist Church leaders are more likely to have gone to one of the Hope Channel web sites that operate in English than are viewers, but viewers are more likely to have looked at the Hope Channel Brazil web site in Portuguese. Otherwise there is little significant difference in the percentages who have viewed the various web sites in the Hope Channel network. Is this another indicator of a difference in perspective on the part of Church administrators in terms of understanding the typical consumer of Hope Channel?

What kind of programming should be increased?



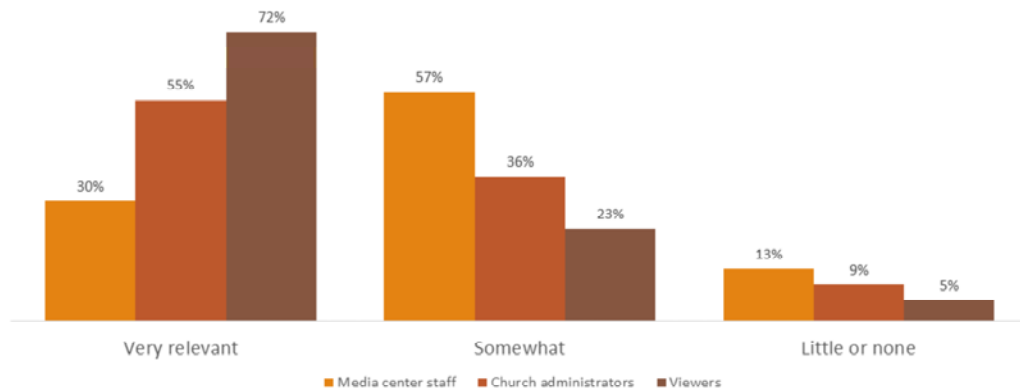
The graph above displays the percentages of respondents who indicated that the various types of programming should be increased on the Hope Channel. On these items each respondent could indicate “increase” or “decrease” or “stay the same,” and some respondents simply skipped particular items.

There are a number of areas where the media center staff are significantly more likely to want to increase the amount of programming than are either church leaders or the viewers. These include health, children’s programs, Jesus, music, family life, archaeology and the Bible, mission reports, Adventist news, and personal finances.

There are relatively few areas where the viewers are more interested in increasing the amount of programming as compared to the media center staff and church leaders. These evangelism, doctrine and Hope Sabbath School.

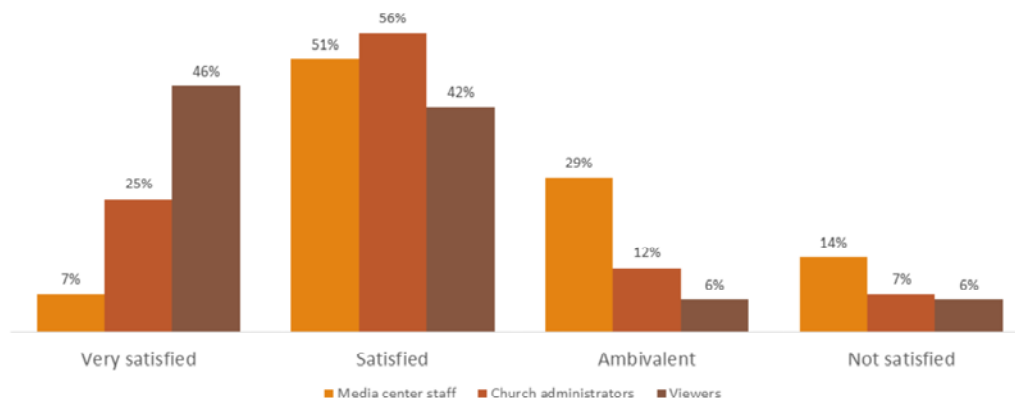
These data may be another indicator that the primary viewer group in the sample in this survey is largely made up of Adventist adherents, both members and interested believers. The nature of the sample in the viewer survey is likely more skewed to those who already have some connection with or commitment to the Adventist faith than the more secular or casual viewer.

Relevance of Hope Channel Programming



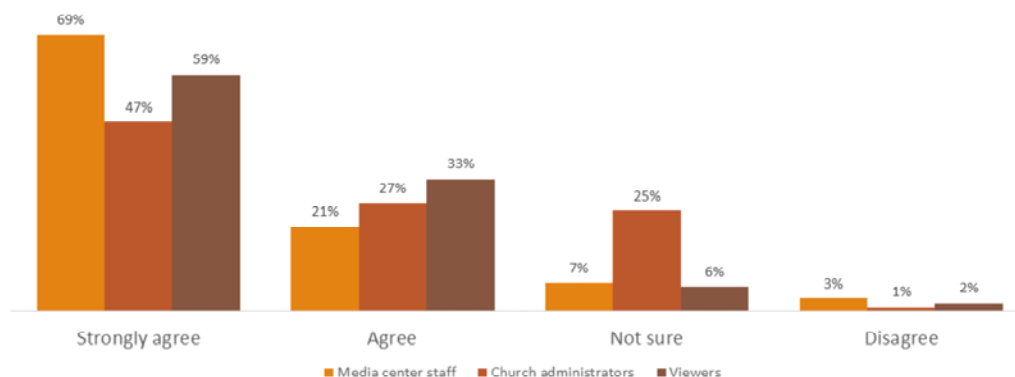
The viewer sample respondents are more enthusiastic about the relevance of Hope Channel programming than are either Adventist Church leaders or the media center staff who produce the programs. This likely reflects the fact that the producers would like to reach beyond the very small portion of the general population that is currently viewing Hope Channel, a segment that is largely made up of Adventist adherents. The producers would like to reach the much larger secular audience.

Overall Satisfaction with Hope Channel Programming



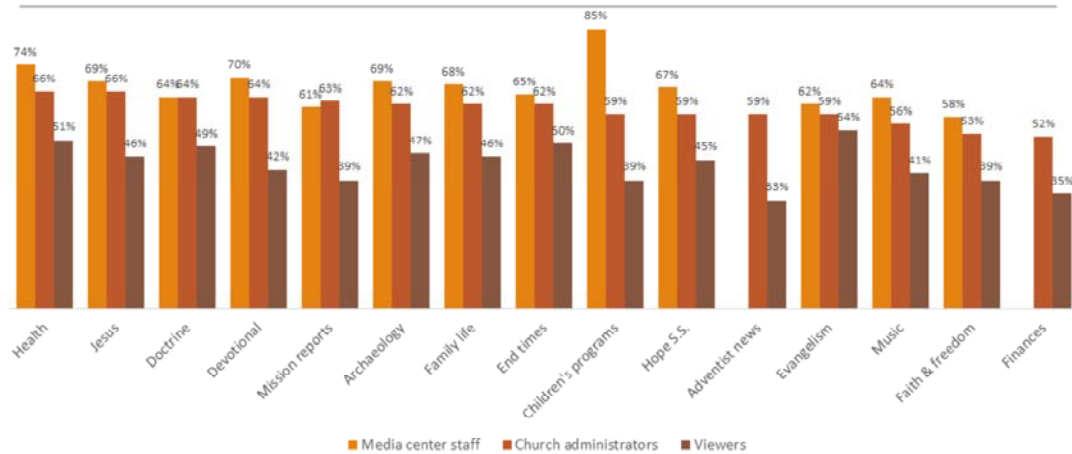
The sample of viewers is much more satisfied with the overall programming of the Hope Channel than are the producers or the Adventist Church leadership. As noted on the page about “relevance,” this is very likely a measure of how the program producers would like to greatly expand the viewing audience beyond a segment that appears to be largely made up of Adventist adherents.

Hope Channel Helps the Adventist Church Accomplish Its Mission



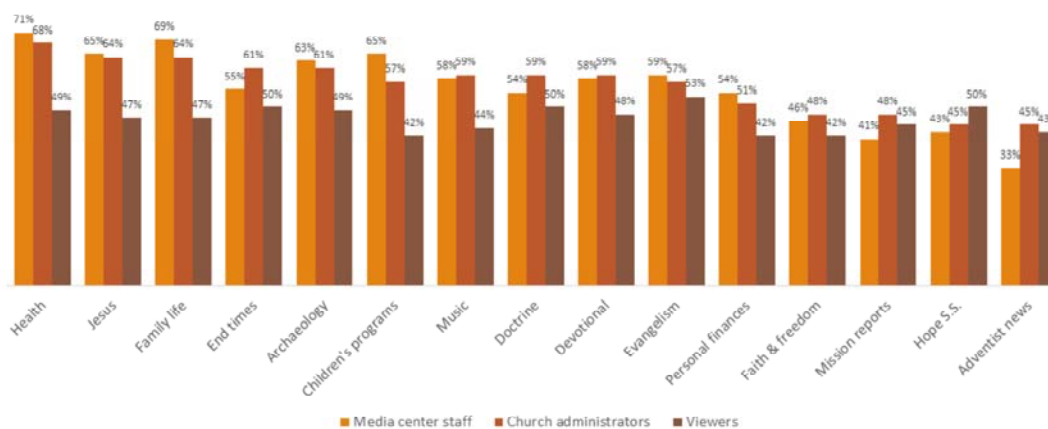
Both the staff from the media centers in the Hope Channel network and the sample of viewers are more passionate about its ability to help the Seventh-day Adventist Church accomplish its mission than are the Church administrators. The difference is the one in four Church leaders who indicated they were not sure about Hope Channels helpfulness to the mission of the church or simply skipped that question. These may be administrators from parts of the world where Hope Channel is not well developed or does not exist all, and it is generally true that when asked questions such as this Church leaders think in terms of their territory; their country or region.

Likely to Recommend Programming to Adventist Church Members



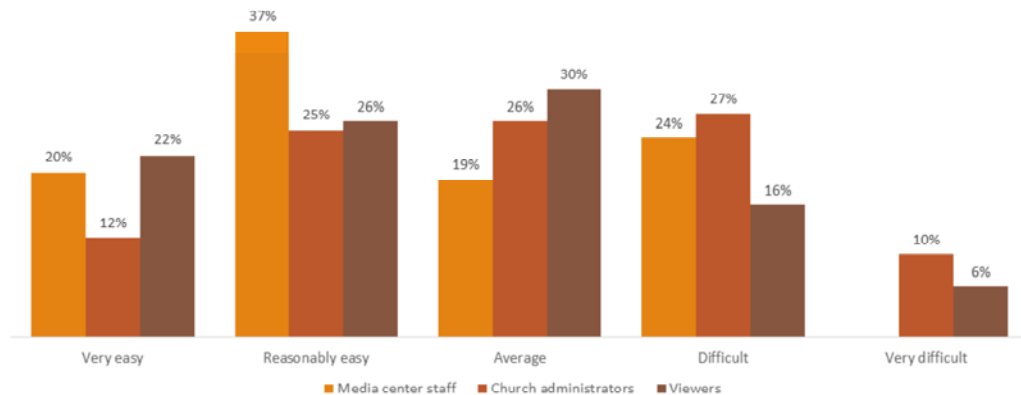
The producers and Church administrators are generally more likely to recommend specific types of Hope Channel programming to Adventist Church members than are the sample of viewers. The difference is largely due to a significant number of the respondents in the viewer sample who simply skipped this section and did not answer the question. It is unclear if these are people who are unhappy or ambivalent about what Hope Channel offers or consider themselves not knowledgeable enough to answer the question.

Likely to Recommend Programming to People Not of My Faith



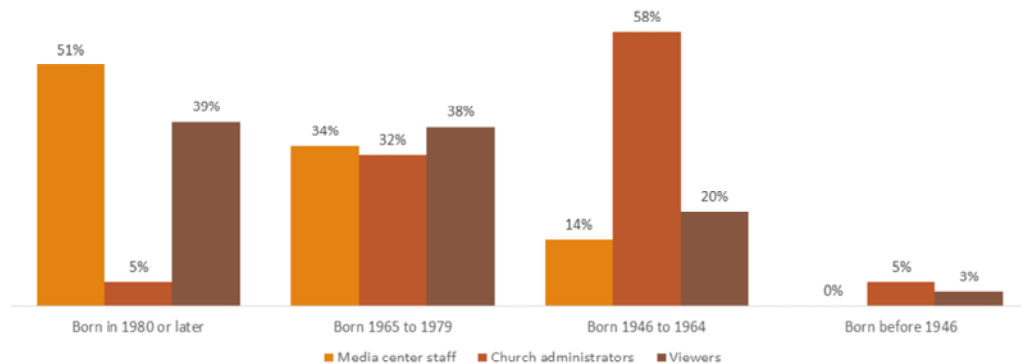
With the exception of one program media center staff and Church leaders are more likely to recommend various kinds of programming to people who are not Church members than the sample of viewers. The one exception is Hope Sabbath School. One reason for these data is that a significant number of the viewer sample skipped this entire set of questions. It is not clear if they did so because they are not enthusiastic about Hope Channel programming or because they do not consider themselves sufficiently informed to make a judgement.

How Easy for People to Watch Hope Channel in Your Area



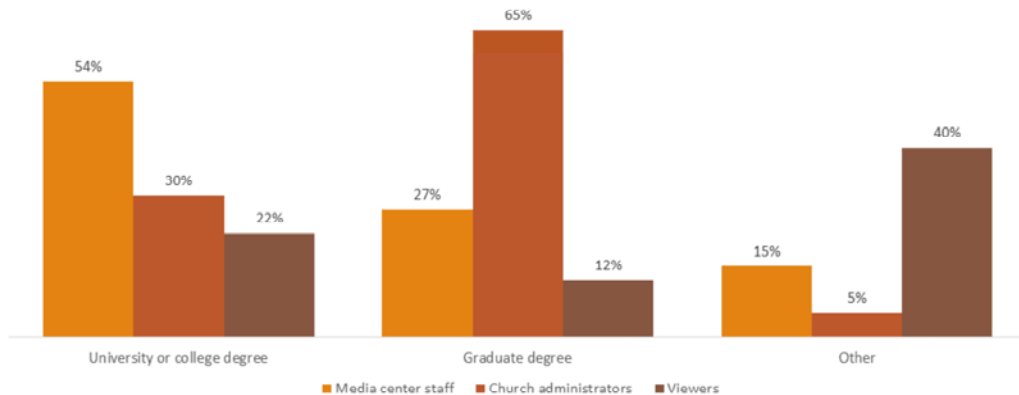
There is little pattern to the responses displayed above. The viewer sample is less likely to indicate that it is difficult to access the Hope Channel than do media center staff and Church administrators. But, the fact that they are viewers would tend to predispose them toward that view. There is no sample of members of the general public who do not view Hope Channel.

Age of Respondents



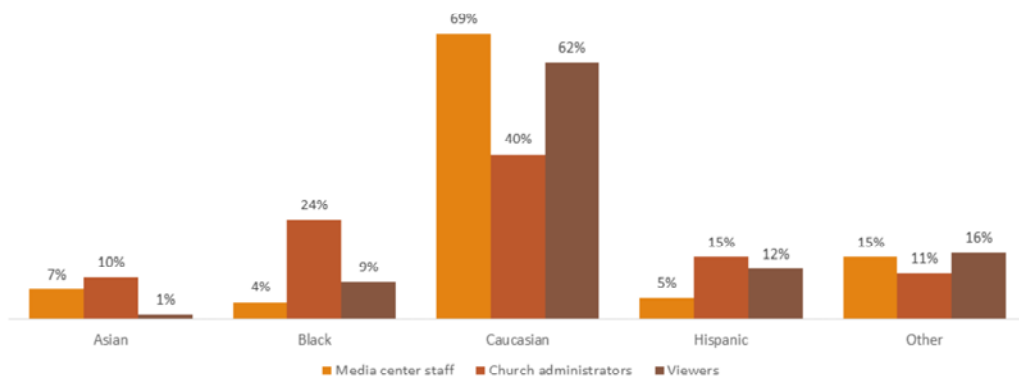
There is a significant age contrast between Church leaders and both the media center staff and the sample of viewers. The majority of the program production staff is under 35 years of age in 2014 and the three out of four viewers are under 50 years of age in 2014. The majority of Church administrators is over 50 years of age in 2014. To what extent do generational perspectives affect the opinions of these segments about Hope Channel programming?

Education of Respondents



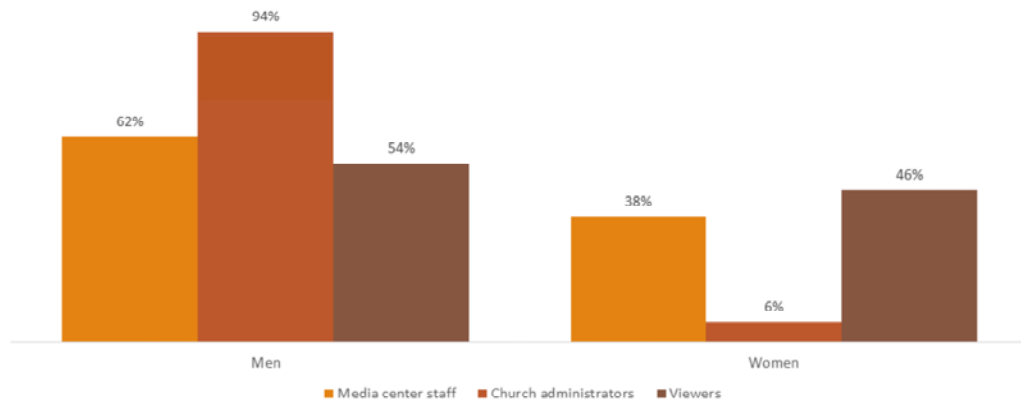
There are significant differences in education between the three categories. The sample of viewers is less educated than either the program producers at the media centers or the Church leaders. This may simply reflect the fact that Church leaders are usually seminary graduates and the younger age profile of media center staff who are not old enough to have had much opportunity for graduate education. Both segments are serving a viewing audience through the Hope Channel that is much less educated.

Ethnicity of Respondents



The Adventist Church administrators appear to be a much more diverse group than either the media center staff or the sample of viewers. Perhaps that is not surprising considering how diverse the Church is worldwide. It is also possible that these data are unreliable simply because a significant number of the respondents may not understand how these ethnic categories are defined by demographers in the United States.

Gender of Respondents



The Church leadership is overwhelmingly male and in that regard significantly different than the sample of viewers, and the program production staff. The gender profile of the producers is much closer to the profile of their audience. The sample of viewers is very close to the demographics of the general population, at least in terms of gender.

The research team that produced this study included Paul Richardson (project manager), Petr Cincala (primary investigator) and Monte Sahlin (analyst).

Center for Creative Ministry

- www.creativeministry.org

- (800) 272-4664