

Survey of Viewers Hope Channel

FALL 2014



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

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AUGUST 2014

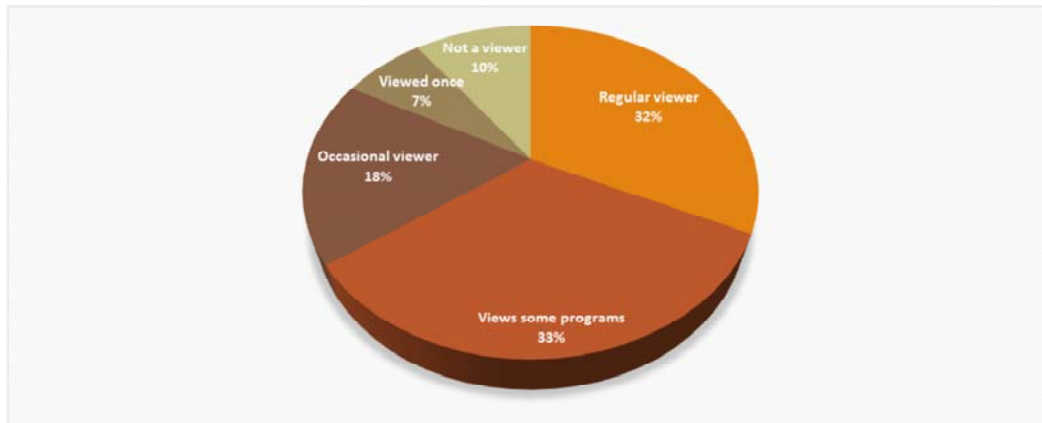
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Source of Data

An online survey of viewers of the Hope Channel was conducted during the spring of 2014. An Email was sent to mailing lists of individuals who have contacted the various Hope Channel operations around the world through their web sites and other means, requesting to be placed on a newsletter mailing list, asking for prayer or materials, etc. There were a total of 18,307 responses of which 14,625 were in a survey conducted in Portuguese for the Hope Channel in Brazil. This report includes the responses from the 3,682 individuals who responded in other languages outside of Brazil. The standard allowance for sampling error for a survey of this size is less than two percentage points, plus or minus.

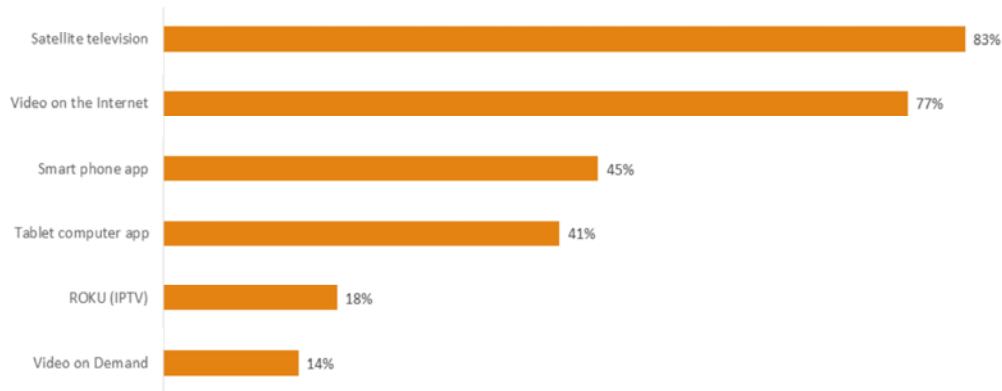
Experience with the Hope Channel



Two thirds of the respondents identified themselves as top consumers of Hope Channel programming, about equally split between those who regularly view a broad range of programs and those who view a narrower range of specific programs as often as they can. Another one in five watch the Hope Channel only occasionally and seven percent have just viewed it once.

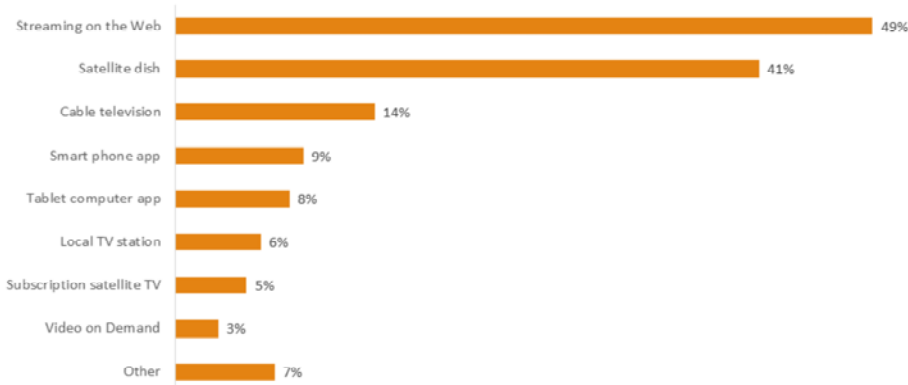
Ten percent of the respondents are actually not Hope Channel viewers. Half of these indicated that they have never watched Hope Channel programming. Three percent know about the Hope Channel only from reading or hearing reports about it. Two percent said simply that they know little or nothing about it. It is unclear why some of these individuals are included on the Email lists that were used in this survey. Perhaps the lists include church members who have not had any contact with the media center in their part of the world.

Awareness of Hope Channel Availability



The vast majority of the respondents know that the Hope Channel is distributed over satellite and the Internet. Less than half are aware of the apps that enable viewing the Hope Channel on smart phones and tablet computers. About one in five know that it can be accessed through ROKU and about one in six are aware of it being distributed as Video on Demand through cable television systems. It appears that the newer technology is largely unknown to viewers.

Usually Watch Hope Channel On ...

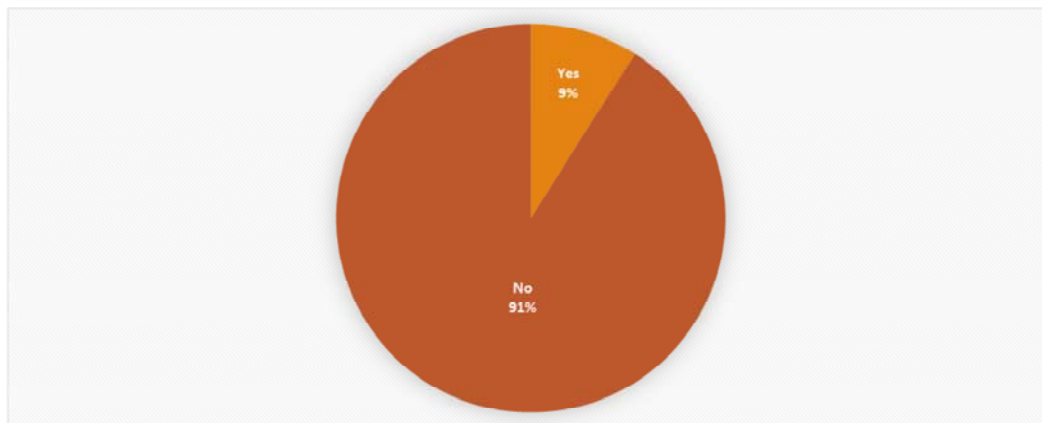


Nearly half of the viewers responding to this survey reported that they usually watch the Hope Channel via the Internet. Together with the nine percent who usually watch on a smart phone and the eight percent who use an app on a tablet compute, the Web provides the largest Hope Channel audience. The majority of viewers experience the Hope Channel as a Web service.

A total of 41 percent usually watch the Hope Channel with a private satellite dish. This means they have gone to some expense to have a downlink installed in their home or place of business, or that their connection with the Hope Channel is through a local church or school or denominational office. Another five percent are using the satellite TV subscription services that are available to homes in some parts of the world, but may be too expensive for many consumers in some nations.

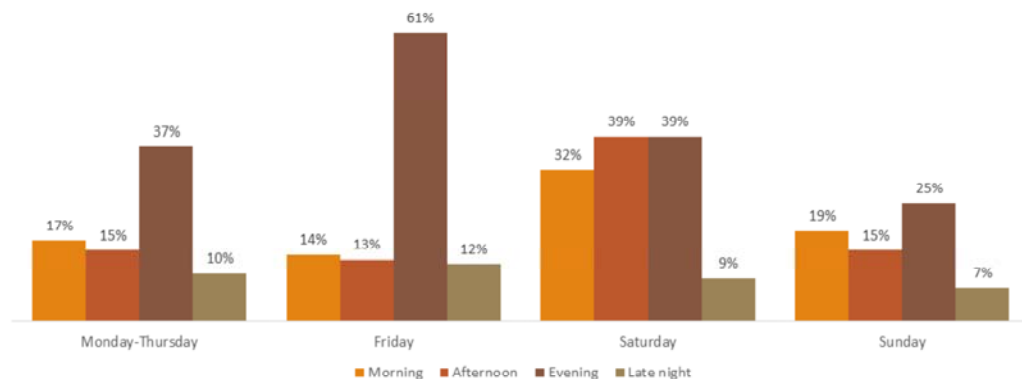
Just 14 percent of the respondents indicated that they usually watch the Hope Channel through a local cable television system and three percent reported that they usually watch it via Video on Demand (VOD) on a cable television system. Another six percent said that they usually watch the Hope Channel on a local television broadcasting station. All together less than one in four viewers usually watch the Hope Channel through the most common means of television distribution.

Have Ever Watched Hope Channel on Video on Demand via Cable TV



Three percent of respondents indicated that they usually watch the Hope Channel via a Video on Demand (VOD) channel provided by a local cable television system. When the question was broadened to ask, “Have you ever watched the Hope Channel via VOD?” then three times as many respondents answered positively. One conclusion that can be drawn from these data is that about two-thirds of those who know they could get the Hope Channel through VOD usually choose to consume it through other technology.

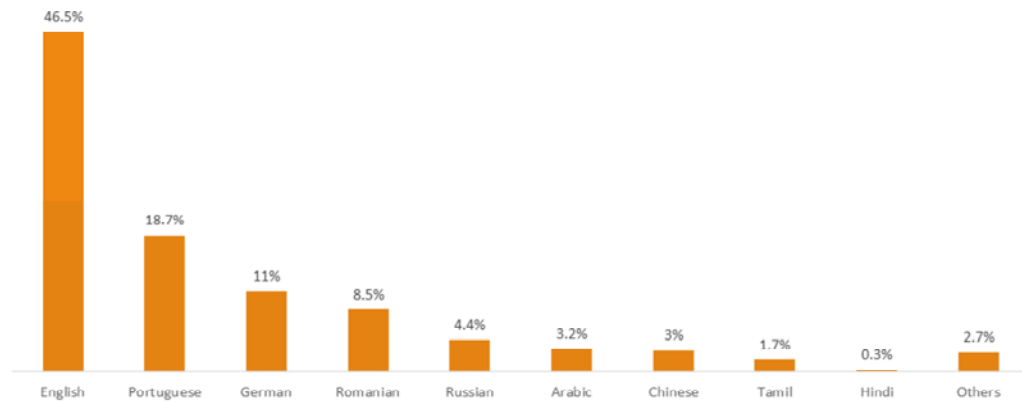
Day Part When Usually Watch



The majority of viewers indicated that they usually watch the Hope Channel on Friday evening. The second major cluster was reported as usually viewing on Sabbath afternoon and Saturday evening. Almost as many reported usually watching the Hope Channel during the evenings through the week, with a smaller number on Sunday evening.

Together with the fact that nearly a third of the respondents indicated that they watch the Hope Channel on Sabbath morning, this raises an interesting question about the nature of the Hope Channel audience. To what degree is it made up of Adventists and people who are “fellow travelers,” that is with an Adventist orientation although not currently actually baptized members. This category would include former members, people who were raised by Adventists but never baptized, and those who have an interest in the Adventist message. Is the Hope Channel used more by viewers as a nurture mechanism or an outreach activity?

Language Usually Watched

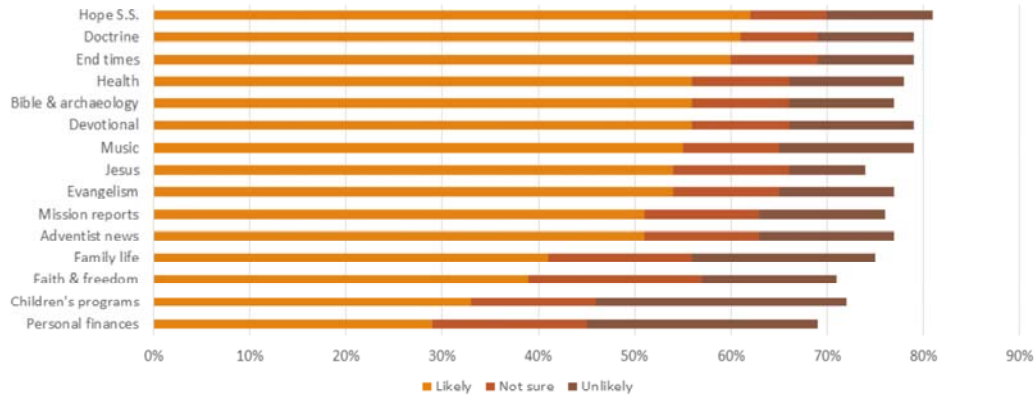


Despite the fact that respondents from the Hope Channel operation in Brazil are not included in this report, still a significant number reported that they usually view in Portuguese. They make up nearly one in five of the respondents in this survey.

The largest number of respondents indicated that they usually watch the Hope Channel in English. This is nearly half the total sample. Significant numbers reported that they usually view the Hope Channel in German, Romanian, Russian, Arabic, Chinese and Tamil. Very small numbers of respondents reported a number of other languages.

The significant issue in interpreting these data is to what degree this represents the actual proportion of listeners around the world in various languages and to what extent it represents the difficulty in obtaining data from viewers in some parts of the world. Did all of the Hope Channel offices have significant Email lists of viewers? Did they all make a similar effort to implement the data collection for this survey? Do some language groups have disproportionate access to the Internet and therefore could not be equally accessed for this survey?

Type of Programming Usually Watched

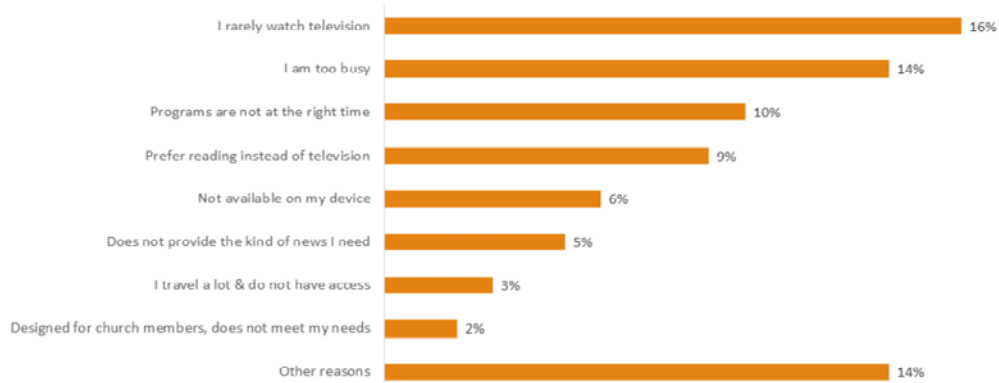


The most popular programming among the viewers in this survey were Hope Sabbath School, doctrinal presentations and end times. Each was indicated as something they usually watch by 60 percent or more of the respondents.

A majority of the respondents said they usually watch programming about health, Bible history and archaeology, the life and teachings of Jesus, as well as devotional programming, music, evangelism programs, mission reports and Adventist news. Less popular were programs about family life, faith and freedom, and personal finances, as well as children's programs.

The programming preferences do not appear to be those of a general or secular audience. The preferences appear to be that of people who have some connection with or affinity for the Adventist message.

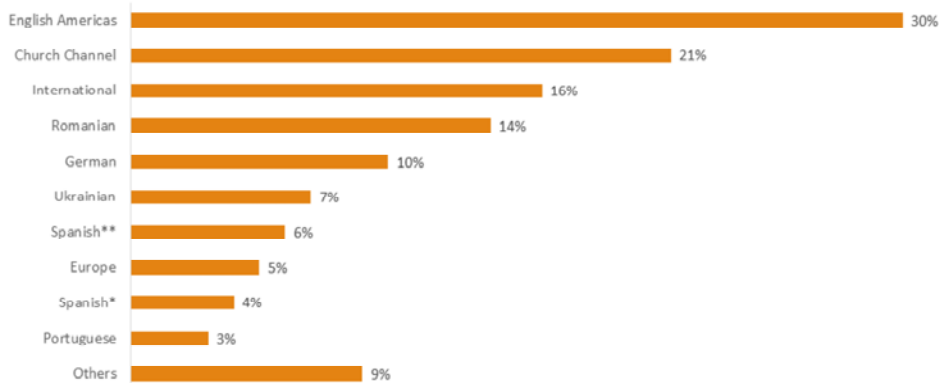
Non Viewers: Why They Do Not Watch the Hope Channel



On page 3 ten percent of respondents indicate that they are not viewers of the Hope Channel. The respondents on this page include a larger overall share of the respondents and the difference is likely among those who have viewed on occasion, but do not think of themselves as regularly engaged with Hope Channel programming. The responses displayed above include multiple responses from some of the respondents because they were allowed to indicate more than one answer to the question.

The largest number of non-viewers do not watch the Hope Channel because they simply do not spend the time on television or they cannot schedule time to watch specific programs that might be of interest. Very few respondents indicated that they do not watch the Hope Channel because the programming does not meet their needs. This is most likely because this survey did not reach deeply into the general population or secular audience.

Ever Viewed Other Hope Channels

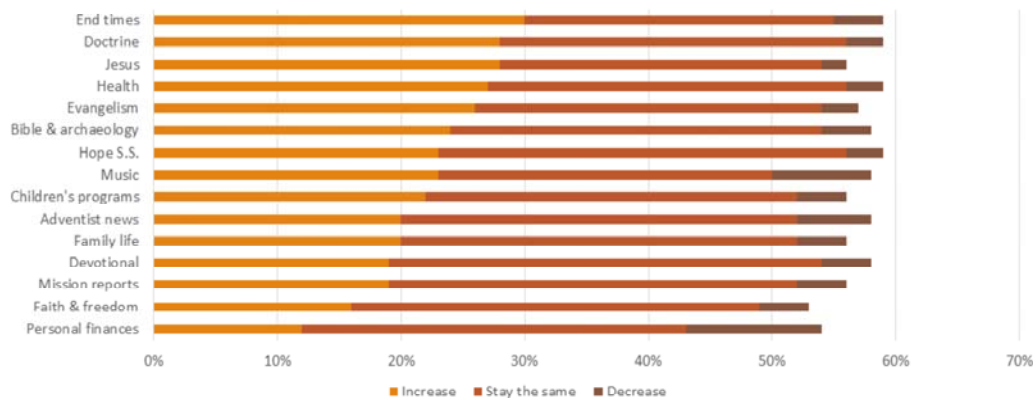


*NORTH & CENTRAL AMERICA, **SOUTH AMERICA

The largest number of respondents reported that they have seen the three channels that use the English language. Significant percentages indicated that they have seen the channels that use the Romanian, German, Spanish and Ukrainian languages. Three percent of this sample said they have had some exposure to the Hope Channel produced in Portuguese from Brazil which has a very large audience covered in another report.

Very small percentages of the respondents reported having seen the other Hope Channel services. One percent said they had seen the Hope Channel programming produced in languages from India and another one percent the languages from the Middle East. Less than one percent in each case indicated the Polish, Norwegian, Czech, Slovak and Chinese languages. A total of 3.8 percent of the respondents, smaller numbers in each case, wrote in a variety of other languages.

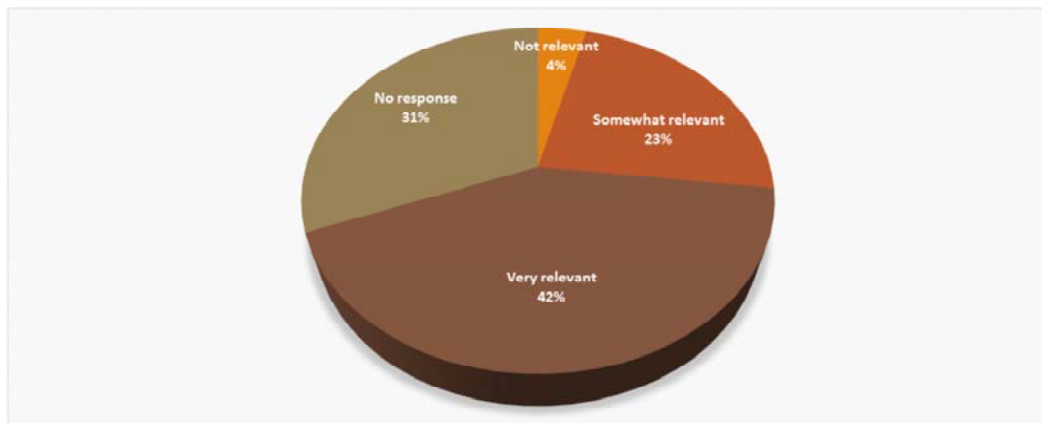
Recommendation to Increase/Decrease types of Programming



The majority of respondents did not indicate that any type of programming should be increased. In each case the percentage who indicated that each type of programming should stay the same together with the percentage that indicated it should decrease constitutes the majority of respondents. This means that the mandate for changes in programming is weak in these data, but the limitations of the sampling could be a basis for ignoring this finding. There are other reasons, beyond these data to increase various kinds of programming in different parts of the Hope Channel networks.

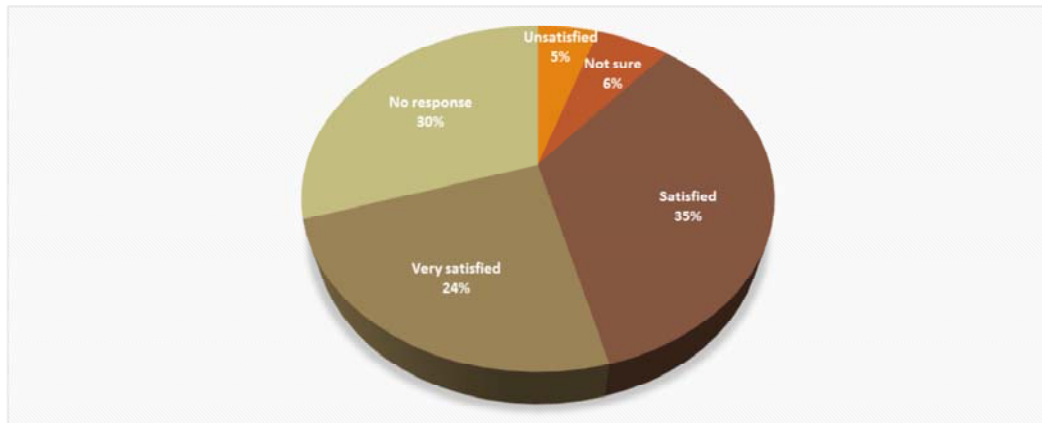
Again, the largest number of the respondents in this report display programming preferences that appear to be those of people who have an affinity for the Adventist message and not reflective of a more general or secular audience. Programming about end times, doctrine and the life and teachings of Jesus rank the highest among recommendations for increased programming. Health programming also ranks quite high, but family life, human rights (faith and freedom) and personal finances all rank quite low.

Relevance of Hope Channel Programming



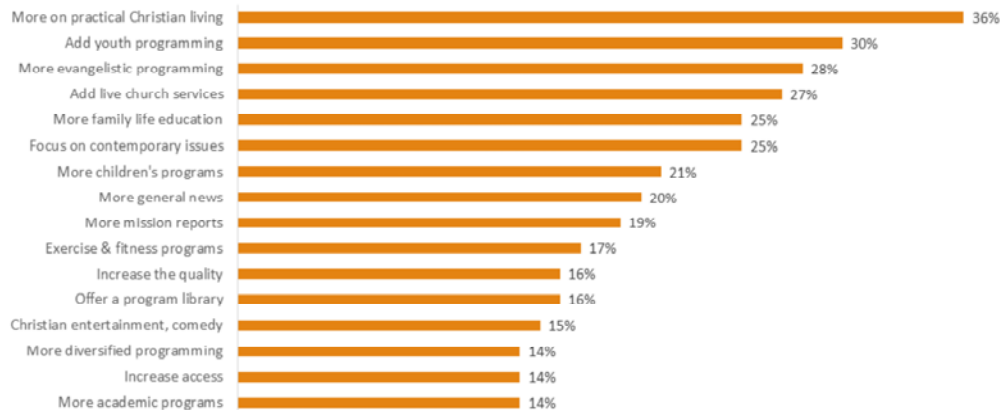
Among those respondents who answered this question a strong majority indicated that Hope Channel programming is “very relevant” in their opinion. When the nearly one third of respondents who skipped this question are combined with those who gave less positive responses, then the majority shifts to a negative perspective. It is unclear if those who skipped the question did so because they felt they did not know enough about Hope Channel programming to answer it, or if they have negative feelings about the programming and did not want to be blatant in registering those negative views. Whatever the reasons, it is clear that the majority of this sample are not strongly invested in the relevance of Hope Channel programming.

Quality of Hope Channel Programming



The majority of the respondents indicated that they are satisfied with the quality of programming they have seen on the Hope Channel. About six in ten selected with “satisfied” or “very satisfied.” Only five percent said they were not satisfied. But, another 30 percent skipped this question, and it is uncertain as to whether these are people who have not viewed much of the programming and therefore feel that they are not in a position to give a valid opinion on this item or these are people who simply are not very invested in the Hope Channel programs.

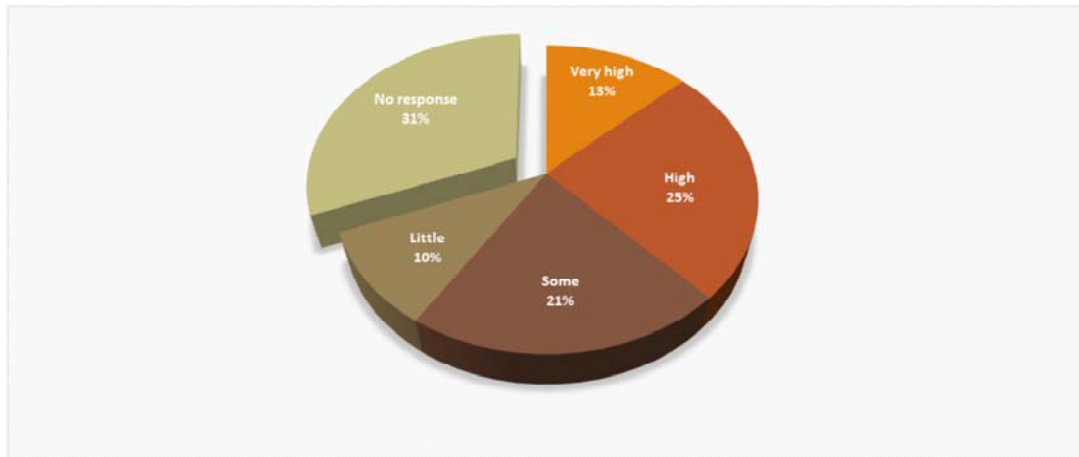
Suggestions to Improve the Hope Channel



Asked to give suggestions for improving the Hope Channel, more than a third of respondents asked for more programming on practical Christian living. A total of 30 percent of respondents suggested adding programming for youth and young adults, and almost as many asked for more evangelistic programming and adding the live-streaming of church worship services or sermons. One in four respondents asked for more family life education programs and a greater focus on contemporary issues.

About one in five respondents suggested more children's programming, coverage of general news from a religious perspective and more reports on mission projects. Smaller numbers said they would like to see exercise and fitness programs, suggested the need to increase the overall quality of the programming on the Hope Channel, said they would like access to a program library, suggested Christian entertainment such as situation comedies and cartoons, expressed a need for more diversity in the programming, asked for greater accessibility such as Hope Channel apps on smart phones, and suggested more academic programming.

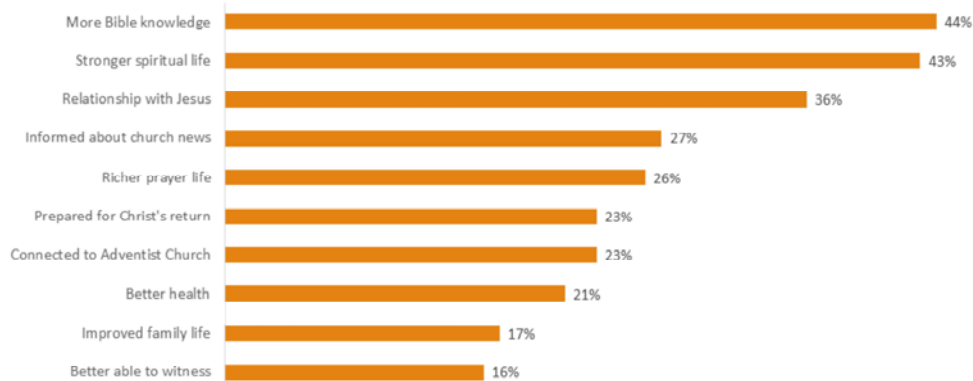
How much positive impact has the Hope Channel had on your life?



Nearly a third of the respondents did not answer this question. It is unclear if these represent people who have actually viewed little or no Hope Channel programming or they represent people who feel they are not really in a position to critique the Hope Channel because they do not feel they are constituents.

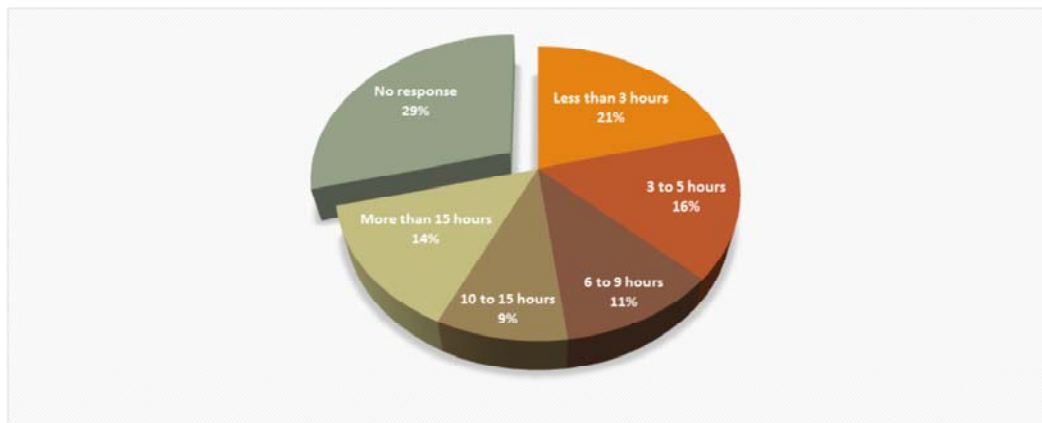
Nearly half the respondents gave the Hope Channel a positive evaluation. Another third were less enthusiastic about the impact of the Hope Channel on their lives. If the 31 percent who skipped this question were actually expressing a negative evaluation of the Hope Channel, then a strong majority do not feel that the programming has had a very positive impact on their lives.

What areas of your life have been impacted by the Hope Channel?



The dissemination of Bible knowledge was the impact of the Hope Channel reported by the largest number of respondents. Almost as many indicated that their “spiritual life” had been strengthened by the Hope Channel. More than a third said that their “relationship with Jesus” was positively affected by Hope Channel programming. One in four respondents indicated that they were “better informed about church news and issues” by viewing the Hope Channel and that their “prayer life” was made richer by the programming. Smaller numbers reported that they have been better “prepared for Christ’s second coming,” have a connection with the Seventh-day Adventist Church, have found “better health,” improved family life and are “better able to witness” because of Hope Channel programming.

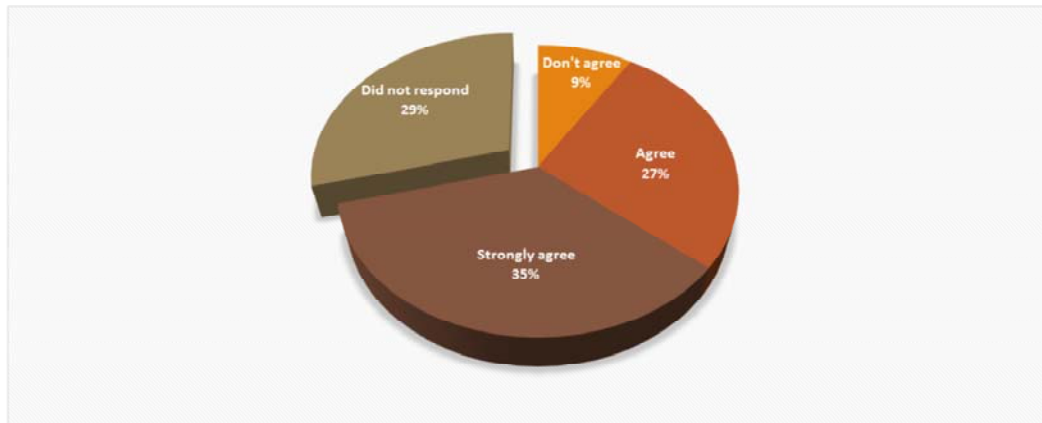
Number of Hours Viewing Hope Channel in the Last Month



The median hours per month for viewers of the Hope Channel is about six hours. That is about an hour-and-a-half per week. Together with the data on page ----, these data lead to the conclusion that the largest viewing audience is made up of people who view certain programs on a weekly basis rather than daily viewers, which is more typical of secular television.

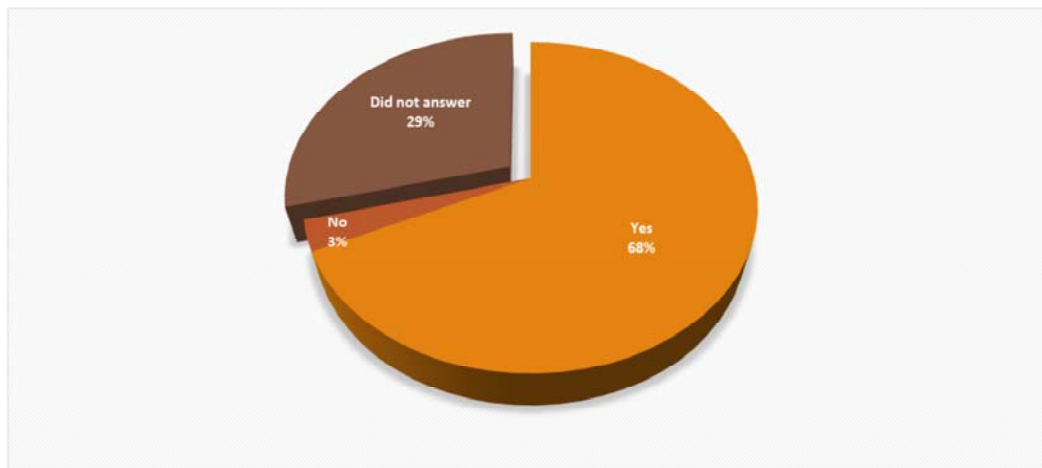
Nearly a quarter of the respondents are heavy viewers, watching about three hours a week or more. Nearly half view less often. Nearly a third skipped this question, most likely because they do not watch the Hope Channel regularly if at all. Around the world much of the Hope Channel audience is fragmentary and marginalized.

Hope Channel Helps the Adventist Church Accomplish its Mission



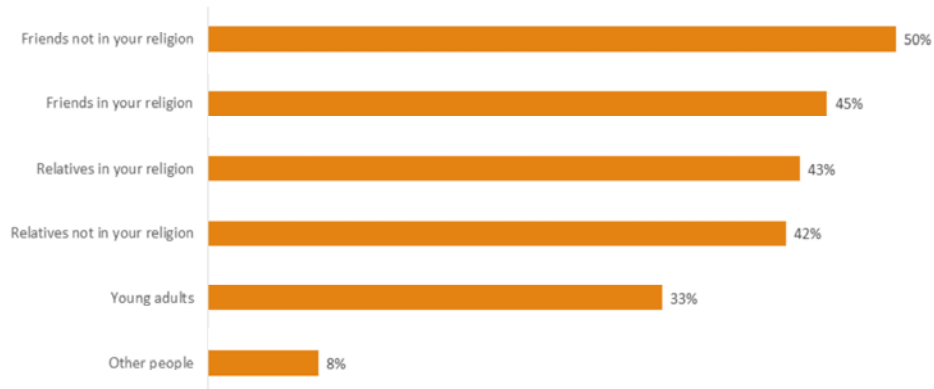
Nearly two thirds of viewers of the Hope Channel (62 percent) believe that the television operation helps the Seventh-day Adventist Church achieve its God-given mission. Less than ten percent of the respondents disagreed or said they neither agreed nor disagreed. A total of 29 percent of the respondents skipped this question. It is unclear if this is primarily due to Adventist Church members who have little or no opportunity to view the Hope Channel or to non-members who may feel unable to answer this question because of their lack of knowledge related to it.

Would Recommend the Hope Channel to Others



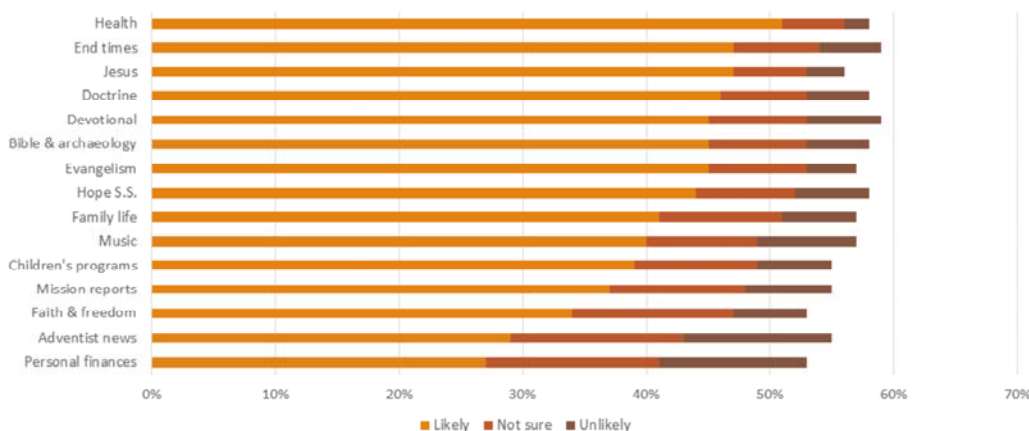
More than two thirds of the viewers of the Hope Channel said they feel positive enough about the programming that they would recommend it to other people. Less than three percent responded negatively and a total of 29 percent skipped this question.

Who would you recommend the Hope Channel to?



Viewers of the Hope Channel are more likely to recommend it to friends than to relatives, regardless of religious affiliation. The assumption is that most of the references to “your religion” means Adventist, but that is likely not true for a small percentage of respondents. Half of the respondents would recommend the Hope Channel to acquaintances outside of their faith, which is perhaps the most important kind of word-of-mouth advertising. Only a third of the respondents would recommend the Hope Channel to young adults, which may indicate a general attitude that the programming is not designed to catch the attention and interest of viewers under 30 years of age.

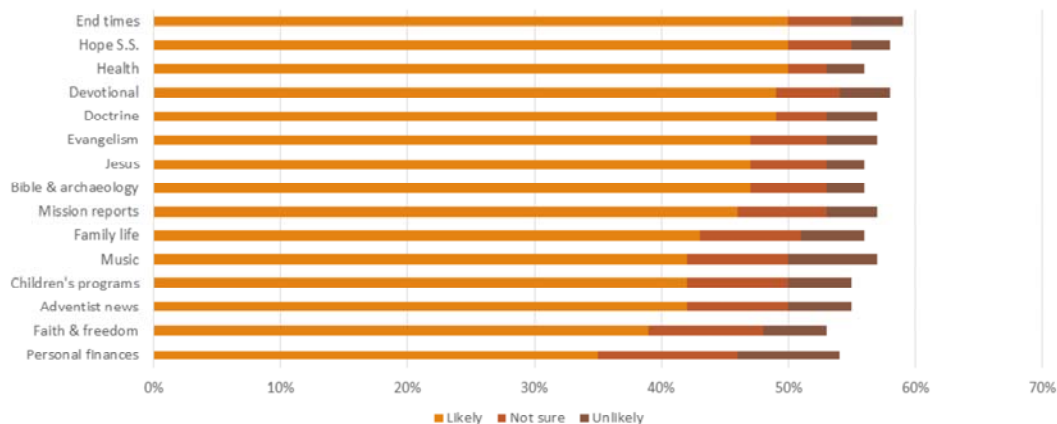
Programming Likely to be Recommended to Acquaintances of Another Faith



The one type of programming that a majority of the viewers indicated they would recommend to friends and relatives of a different religion than their own is health programming. About 45 percent would recommend programming about end times, the life and teachings of Jesus, doctrine, devotional topics, Bible history and archaeology and evangelism programs, as well as Hope Sabbath School. About 40 percent would recommend programming on family life and parenting and the music programs. A third or more of the respondents indicated they would likely recommend children's programs, mission reports and Global Faith and Freedom. Less than a third would recommend the Adventist news programming and the program(s) on personal finances.

About 45 percent of the respondents skipped this set of questions. Again, the comparison of perspectives suggests that those who skipped these questions are either Adventists who do not view enough of the Hope Channel programming to feel they can recommend it to others or non-members who do not feel enfranchised or aware to express an opinion on this question.

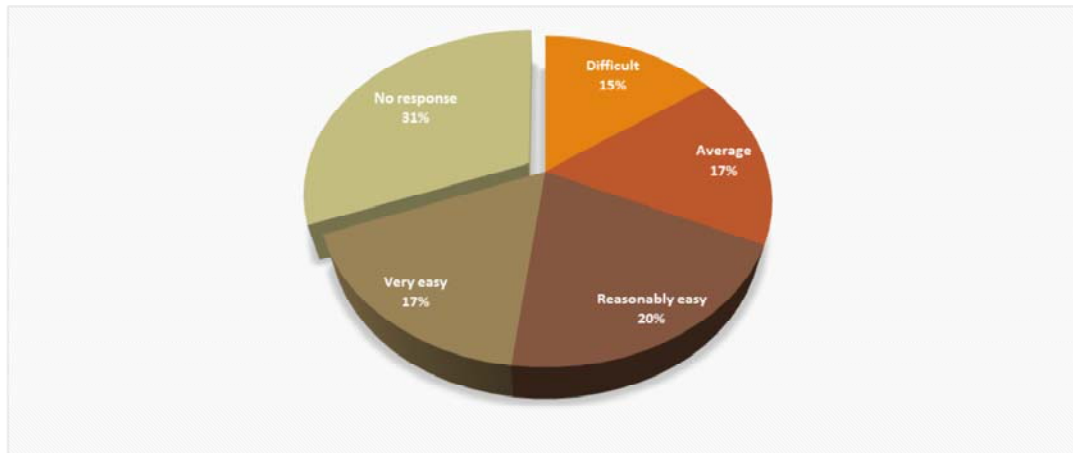
Programming Likely to be Recommended to Acquaintances of Same Faith



There are three types of programs that half the respondents indicated they would recommend to relatives and friends who are from their religion—programs on end times, health programs and the Hope Sabbath School program. Less than a majority indicated that they would recommend each of the other types of programming listed. At the same time, the ranking of program types has a few significant changes from the information displayed on the previous page, while many things are the same. For example, the majority of respondents indicated (on the previous page) that they would recommend the health programming on the Hope Channel to acquaintances not of their faith, while here only 50 percent say the same thing and it drops from the top item to third place.

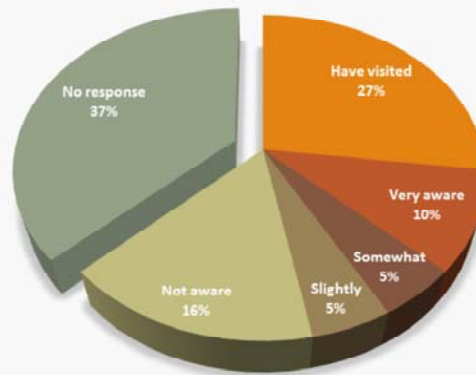
More than 40 percent of the respondents skipped this cluster of items and did not answer at all. It is unclear if these are largely Adventists who have not viewed enough Hope Channel programming to answer these questions or non-Adventists who feel that they are not qualified or disenfranchised from giving input on the Hope Channel.

How easy is it for people to watch the Hope Channel in your area?



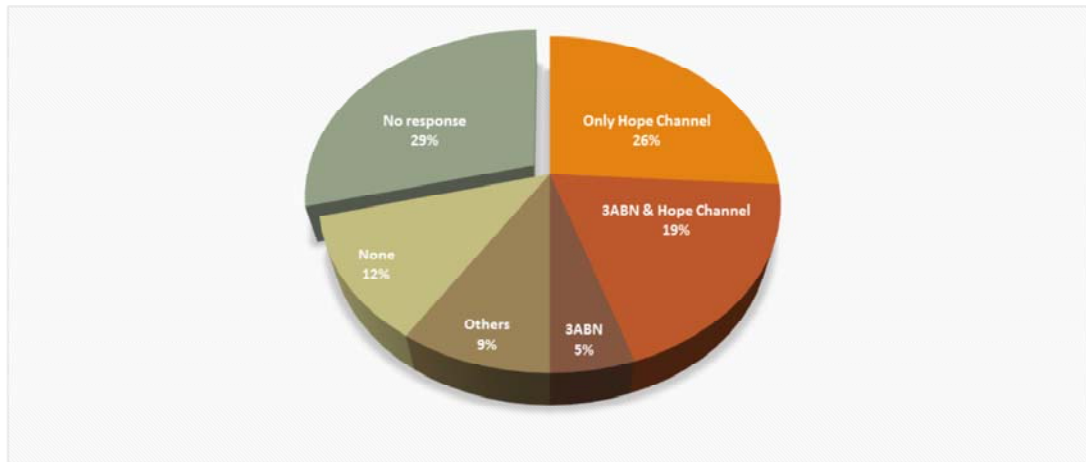
The largest number of respondents reported that it is easy to access the Hope Channel in their area. A majority (54 percent) indicated that it is easy or just “average” difficulty, while only 15 percent said it is difficult. Clearly many respondents have good access to the Hope Channel, although nearly a third skipped this question. These may be people who rarely view the Hope Channel, perhaps only at meetings of various kinds where a video clip is shared as part of a report about the Hope Channel or occasionally when they find it on the Internet. If these respondents are not regularly watching the Hope Channel because of difficulty in getting access, it seems most logical that they would have selected a response in the “difficult” category. The fact that they skipped the question may mean that they usually do not try to view the Hope Channel.

Aware of the Hope Channel Web Site



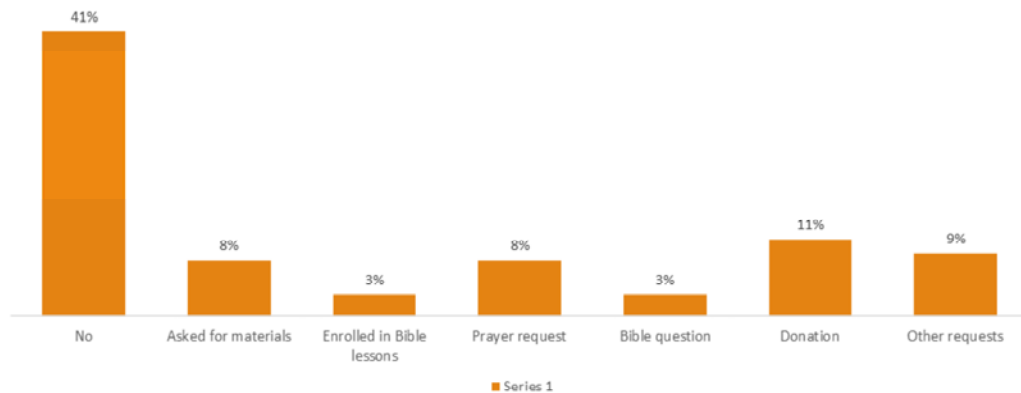
Only about one in four respondents indicated that they have visited the Hope TV English-language Web site, www.hopetv.org. All together 47 percent of respondents said they had some awareness of the Web site and about one third that number (16 percent) said they were not aware of it. Another 37 percent skipped this question. It is likely that the non-response is largely from individuals who do not have any awareness of the Web site.

Adventist Television Channels Watched Regularly



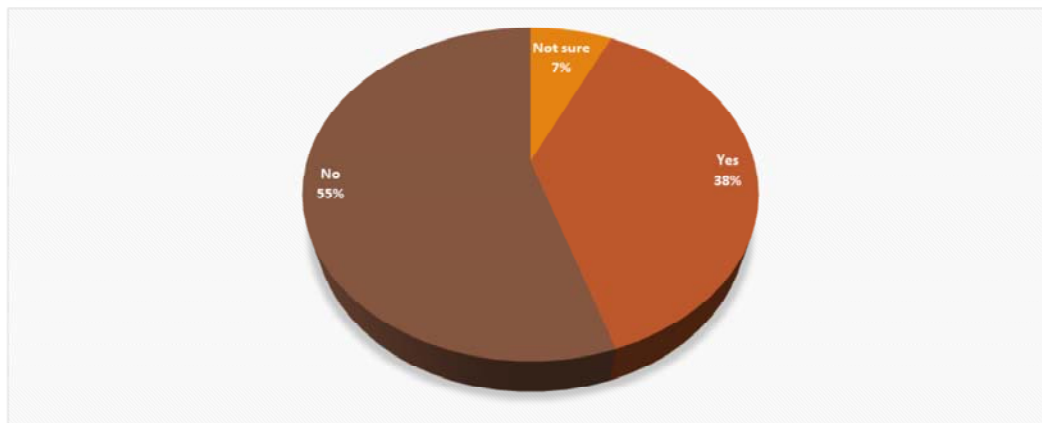
A total of 45 percent of the respondents indicated that they watch the Hope Channel regularly, compared to 24 percent who said that they regularly watch the Three Angels Broadcasting Network (3ABN). A total of nine percent indicated that they regularly watch other Adventist television channels (with no way to count overlapping viewers as there was for the Hope Channel and 3ABN). This includes four percent who said they regularly view Amazing Facts, four percent who said they regularly view Amazing Discoveries and one percent who said they regularly view the Loma Linda Broadcasting Network. Twelve percent said they do not regularly watch any of these channels and another 29 percent skipped this question. One way to interpret the non-response factor is to see it as people who have little or no opportunity to watch any of the listed channels. Another interpretation is to see the 29 percent as made up largely of non-members who have no real interest in answering a question about Adventist television options.

Have Ever Contacted the Hope Channel



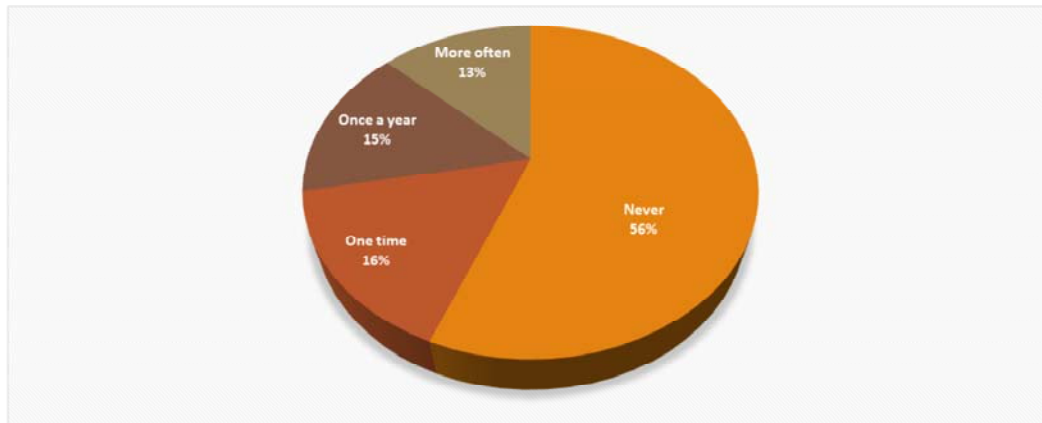
A total of 42 percent of the respondents indicated that they have at some point contacted the Hope Channel with some type of request or response to the programming. Almost an equal number said that they have never contacted the Hope Channel. The largest number of contacts were people making donations, which is a good indicator for building a strong support base but may also be an indicator that the Hope Channel is being related to more by adherents than potential converts.

Receive a Regular Newsletter from the Hope Channel



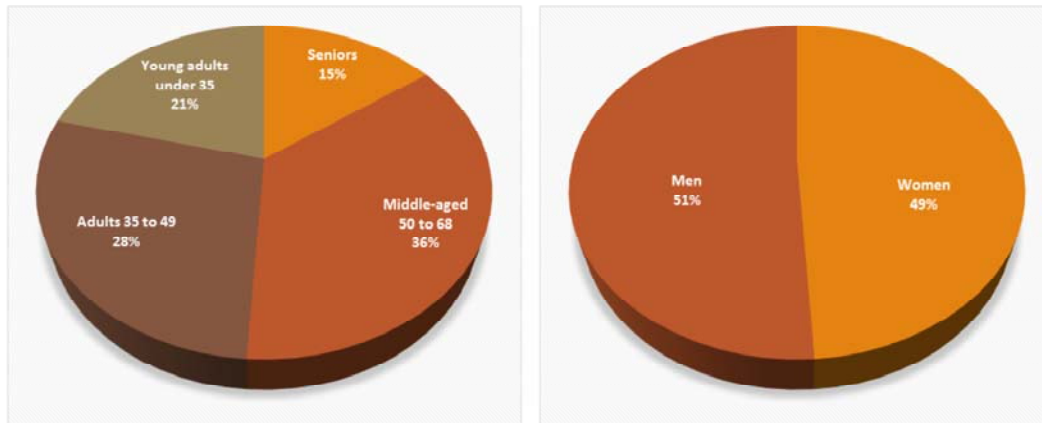
About two in five respondents indicated that they receive some kind of regular communication from the Hope Channel, which is a strong level of interaction compared to many Adventist media ministries over the years. It is possible that one of the reasons why this percentage is so high is that the primary source for the survey was the mailing lists maintained by the various media centers in the Hope Channel system. At the same time, the majority of respondents indicated that they do not receive either an Email or paper newsletter or regular appeals, which means that there is considerable opportunity to build a closer relationship with viewers.

How often do you make a donation to support the Hope Channel?



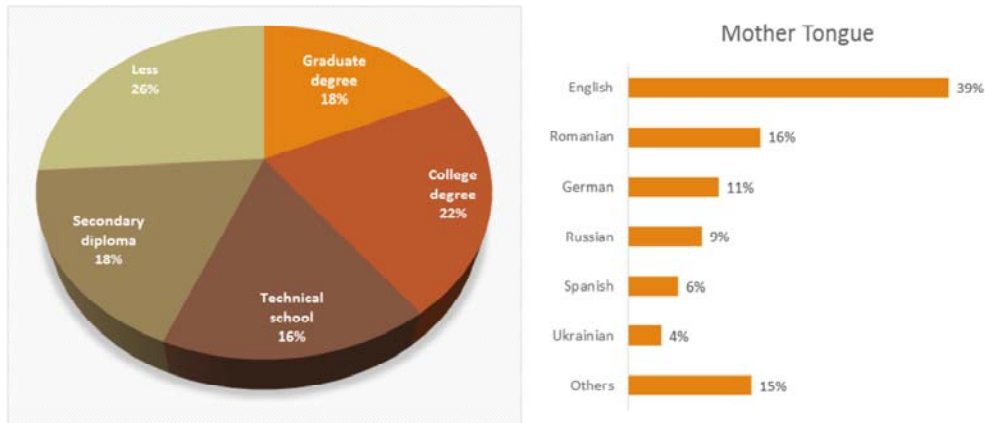
A total of 44 percent of the respondents indicate that they are donors. These are about equally divided among those who have given only a one-time donation, those who see themselves as once-a-year donors and those who are more regular givers. This is a very strong support base for the Hope Channel, although it may vary significantly from one country or language group to another. It is also an indication that this survey was conducted largely through the use of donor lists instead of samples of viewers from the general public.

Demographics: Age and Gender



The majority of the respondents to this survey are mid-life adults, 35 to 68 years of age. They are almost evenly split between men and women. A middle-aged perspective would make up the dominant view in this sample which may not be the most helpful to Hope Channel producers because global census data clearly indicate that the general public has a much younger tilt.

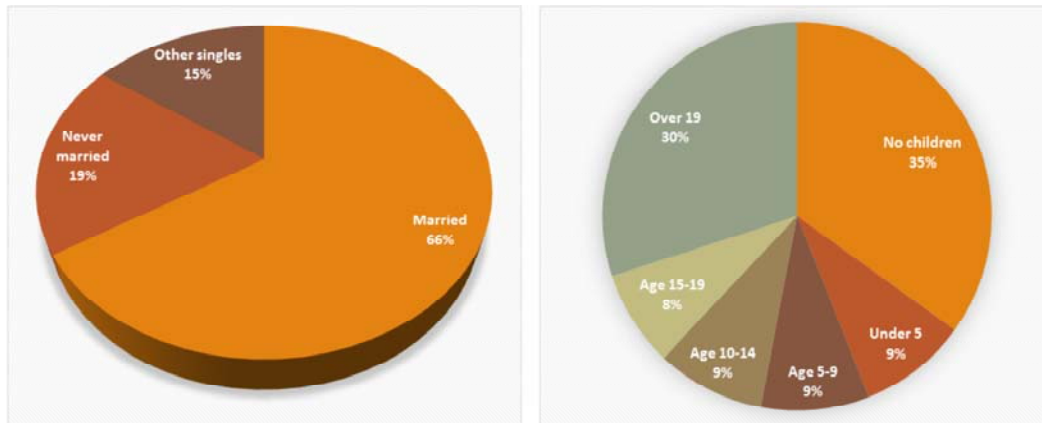
Demographics: Education & Language



The majority of respondents have at least some higher education, including those with two-year college degrees, trade school certificates, four-year college degrees and graduate degrees. This represents a relatively well-educated viewing audience for the Hope Channel.

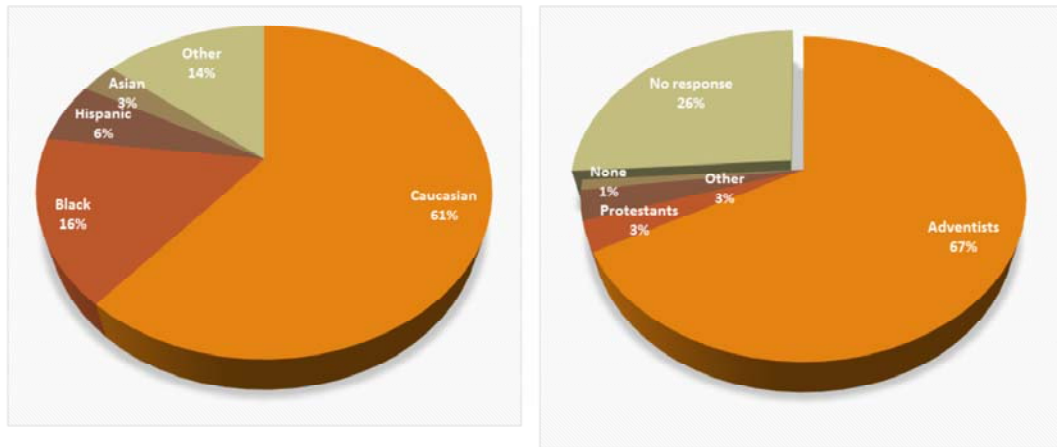
The language background of the respondents is diverse. Less than two in five indicated that their mother tongue is English. Significant numbers reported that their mother tongue is Romanian, German, Russian, Spanish and Ukrainian. Small numbers indicated that their mother tongue is Portuguese, French, Arabic/Farsi, Tamil/Telugu and Chinese. Clearly this sample leans toward people who grew up with European languages and cultures.

Demographics: Family & Children



Two thirds of the respondents to this survey are married and the same proportion have children living with them. There would seem to be a much larger audience for family life education programming than is reflected in some of the other items in this survey. Does the Adventist faith tend to attract people who are more interested in doctrine, end time events, etc., than in Christian principles for relationships? Is that a tilt that would help the Hope Channel reach the unreached or a bias to be avoided in program development?

Demographics: Ethnicity & Religion



Six in ten respondents identified their ethnicity as Caucasian. There is no uniform understanding of these terms around the globe. It may help to compare the data above left with the place of residence of the respondents: 43% in Europe, 33% in North America, 10% in Africa, 6% in Australia, 5% in Latin America, 3% in Asia, and less than one percent in each case in the Middle East and the Pacific Islands.

Adventists constitute a very large majority of the respondents. If the non-response is removed, more than nine out of ten identified themselves as Adventists. This sample has double the proportion of the sample from the Hope Channel in Brazil. Perhaps a significant number of those who skipped this question are not currently Adventists, but the fact that less than one percent of the respondents stated that their religion is “none” suggests that the Hope Channel outside of Brazil is not penetrating the secular, general market. There are many indications among the data in this report that it is largely serving as an internal communication medium for Adventist adherents. This may be an artifact of the sampling method used in this survey. The lists used may be largely donor or constituent mailing lists. Audience research is needed that reaches beyond the internal data bases, sampling the general public to draw conclusions about the reach and impact of the Hope Channel as a missionary enterprise.

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