

COR Research

Church Characteristics:
Young Adult Preferences



Respondent Info

- Age Descriptions:
 - 18-25: 498 participants (34%)
 - 26-30: 262 participants (18%)
 - 31-35: 151 participants (10%)
 - 36+: 527 participants (36%)
 - Total Young Adults (18-35): 911
 - Total Reporting Age: 1,438
 - Total Respondents: 1,842 (~400 did not report age)

Respondent Info

- Affiliated with Andrews University (Students, Faculty & Staff):
 - Yes: 175 participants (12.2%)
 - No: 1,263 participants (87.8%)
- Geographic Diversity: Respondents were from North America, Bermuda and Europe.
- Gender:
 - Female: 760 (52%)
 - Male: 678 (47%)

Survey Explanation

- Participants were asked to rate the importance of 29 items related to church attendance (5-point scale). The main question read:
 - “How important are the following items to you? That is, how much do these factors affect your desire to attend a given church?”
- Participants were also asked to describe their opinions about items that they ranked as a 5 in importance. These responses were extensive and are not included in this overview of the project.

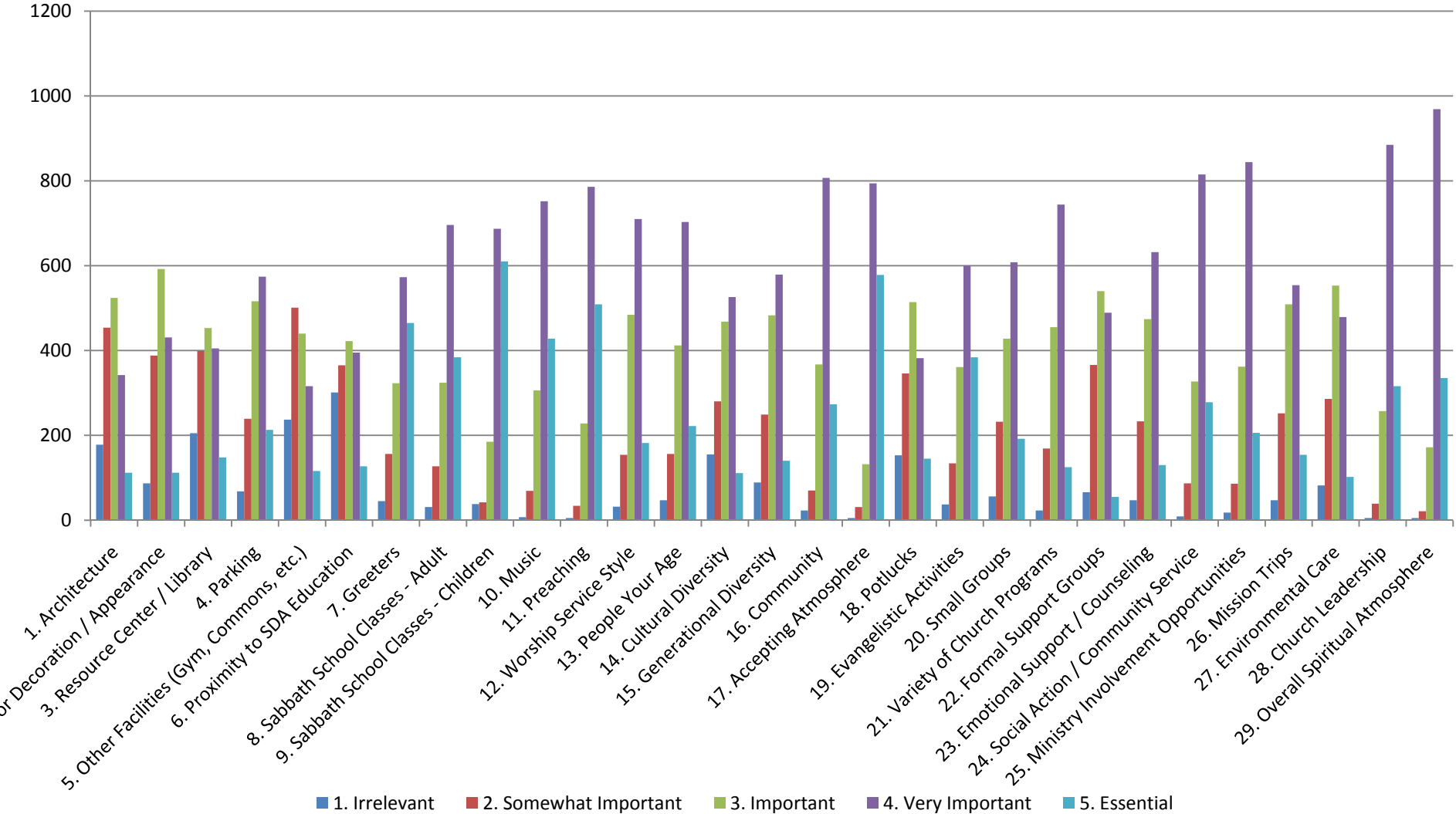
Response Details

	Responses for All Ages					Response Total**
	Irrelevant	Somewhat Important	Important	Very Important*	Essential*	
1. Architecture	178	454	524	342	112	1610
2. Interior Decoration / Appearance	87	388	592	431	112	1610
3. Resource Center / Library	205	399	453	405	148	1610
4. Parking	68	239	516	574	213	1610
5. Other Facilities (Gym, Commons, etc.)	237	501	440	316	116	1610
6. Proximity to SDA Education	301	365	422	395	127	1610
7. Greeters	45	156	323	573	465	1562
8. Sabbath School Classes - Adult	31	127	324	696	384	1562
9. Sabbath School Classes - Children	38	42	185	687	610	1562
10. Music	7	69	306	752	428	1562
11. Preaching	5	34	228	786	509	1562
12. Worship Service Style	32	154	484	710	182	1562
13. People Your Age	47	156	412	703	222	1540
14. Cultural Diversity	155	280	468	526	111	1540
15. Generational Diversity	89	249	483	579	140	1540
16. Community	23	70	367	807	273	1540
17. Accepting Atmosphere	5	31	132	794	578	1540
18. Potlucks	153	346	514	382	145	1540
19. Evangelistic Activities	37	134	361	600	384	1516
20. Small Groups	56	232	428	608	192	1516
21. Variety of Church Programs	23	169	455	744	125	1516
22. Formal Support Groups	66	366	540	489	55	1516
23. Emotional Support / Counseling	47	233	474	632	130	1516
24. Social Action / Community Service	9	87	327	815	278	1516
25. Ministry Involvement Opportunities	18	86	362	844	206	1516
26. Mission Trips	47	252	509	554	154	1516
27. Environmental Care	82	286	553	479	102	1502
28. Church Leadership	5	39	257	885	316	1502
29. Overall Spiritual Atmosphere	5	21	172	969	335	1502

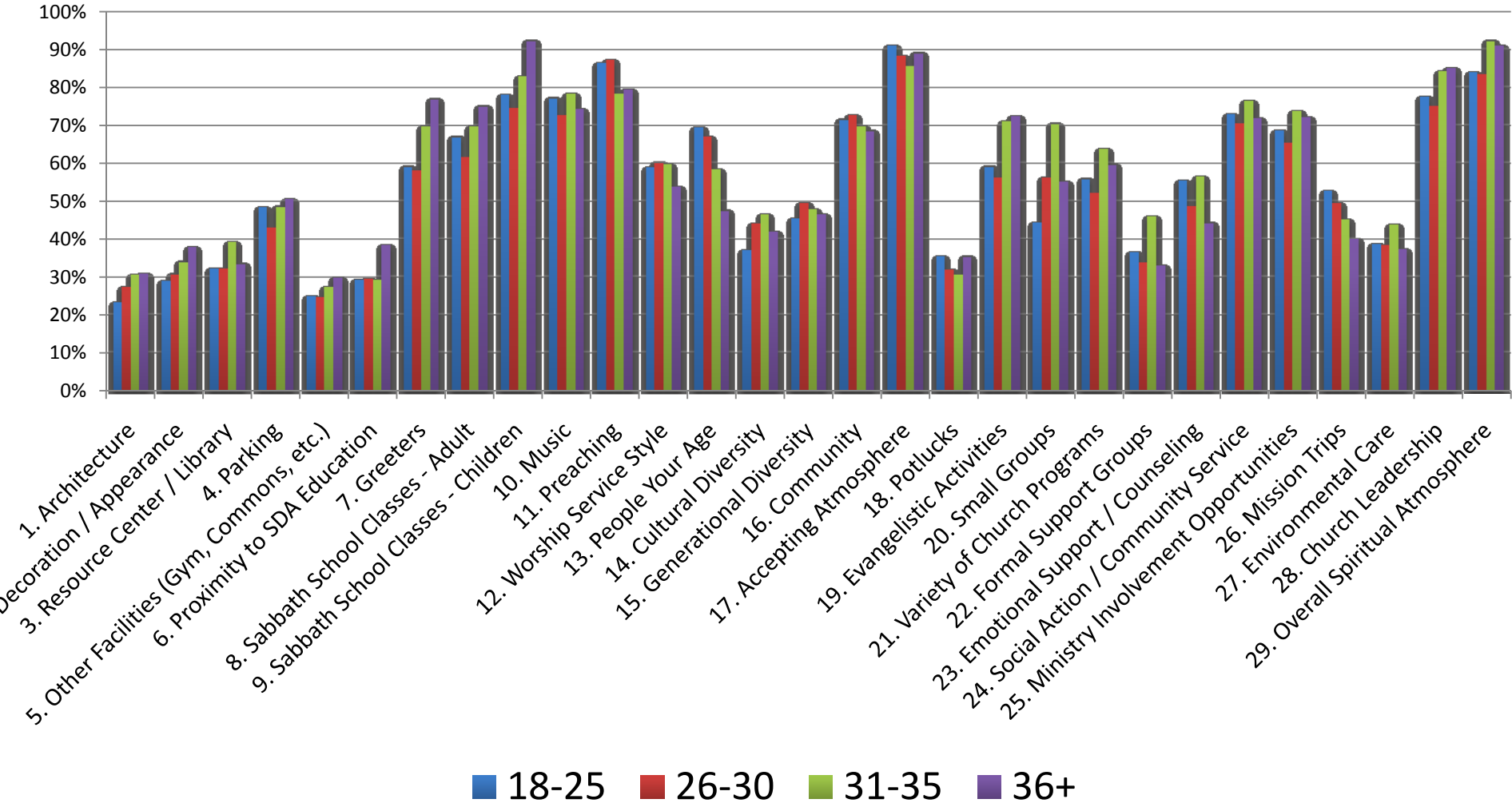
*Top 7 scores are in bold.

**These responses include all participants (18-36+ and those that did not report their ages).

Responses for All Age Groups



Responses: Essential + Very Important



Response Averages: Rank Order

2010 COR Survey						
Factor	Rank	18-35	18-25	26-30	31-35	36+
Accepting Atmosphere	1	4.26	4.30	4.23	4.19	4.24
Preaching	2	4.17	4.19	4.21	4.05	4.07
Sabbath School Classes - Children	3	4.12	4.11	4.08	4.24	4.39
Overall Spiritual Atmosphere	4	4.05	4.03	4.02	4.17	4.15
Music	5	4.00	3.98	3.99	4.07	3.96
Church Leadership	6	3.95	3.92	3.90	4.10	4.08
Community	7	3.88	3.85	3.92	3.88	3.81
Social Action / Community Service	8	3.87	3.85	3.86	3.96	3.83
Sabbath School Classes - Adult	9	3.80	3.82	3.72	3.91	3.98
People Your Age	10	3.78	3.81	3.80	3.65	3.44
Greeters	11	3.77	3.72	3.77	3.95	4.06
Evangelistic Activities	12	3.75	3.73	3.68	3.96	3.98
Ministry Involvement Opportunities	13	3.75	3.74	3.71	3.88	3.86
Worship Service Style	14	3.63	3.60	3.66	3.65	3.55
Variety of Church Programs	15	3.53	3.51	3.49	3.65	3.60
Small Groups	16	3.52	3.41	3.55	3.78	3.54
Emotional Support / Counseling	17	3.49	3.50	3.50	3.53	3.36
Mission Trips	18	3.49	3.52	3.48	3.42	3.27
Parking	19	3.44	3.44	3.37	3.53	3.52
Generational Diversity	20	3.41	3.37	3.44	3.51	3.44
Cultural Diversity	21	3.32	3.25	3.38	3.49	3.35
Environmental Care	22	3.27	3.27	3.22	3.36	3.28
Resource Center / Library	23	3.22	3.18	3.21	3.34	3.15
Potlucks	24	3.20	3.21	3.17	3.20	3.28
Formal Support Groups	25	3.19	3.17	3.14	3.30	3.10
Proximity to SDA Education	26	3.15	3.14	3.14	3.18	3.31
Interior Decoration / Appearance	27	3.08	3.04	3.08	3.24	3.29
Architecture	28	3.01	2.96	3.02	3.19	3.14
Other Facilities (Gym, Commons, etc.)	29	2.99	2.93	3.03	3.15	3.10

Respondents by Category	911	498	262	151	527
Total Respondents	1,438				

2008/2010 Comparison

Survey Rank Comparison			
Factor (Survey 2)	2010	2008	Change*
Accepting Atmosphere	1	1	0
Preaching	2	2	0
Sabbath School Classes - Children	3	11	+8
Overall Spiritual Atmosphere	4	4	0
Music	5	7	+2
Church Leadership	6	5	-1
Community	7	3	-4
Social Action / Community Service	8	9	+1
Sabbath School Classes - Adult	9	10	+1
People Your Age	10	8	-2
Greeters	11	14	+3
Evangelistic Activities	12	18	+6
Ministry Involvement Opportunities	13	15	+2
Worship Service Style	14	6	-8
Variety of Church Programs	15	17	+2
Small Groups	16	12	-4
Emotional Support / Counseling	17	20	+3
Mission Trips	18	19	+1
Parking	19	23	+4
Generational Diversity	20	13	-7
Cultural Diversity	21	13	-8
Environmental Care	22	16	-6
Resource Center / Library	23	28	+5
Potlucks	24	22	-2
Formal Support Groups	25	21	-4
Proximity to SDA Education	26	27	+1
Interior Decoration / Appearance	27	24	-3
Architecture	28	26	-2
Other Facilities (Gym, Commons, etc.)	29	25	-4

*Change of 4 or more are bolded.

NOTE: Both 2008 and 2010 only include scores for ages 18-35.

COR Name Satisfaction

- The survey also elicited respondent satisfaction with the name “Church of Refuge.”
 - Not Satisfied: 11.1%
 - Satisfied: 48.7%
 - Very Satisfied: 40.2%
- 88.9% were satisfied or very satisfied.