

**mccrindle**

PRESENTATION






# Church perception tracking study 2026

**Seventh-day Adventist Church**

April 2026



# Research objectives

-  *Gain insight into how Australians and New Zealanders perceive the church today, comparing key shifts against the 2022 data*
-  *Explore concepts regarding the church's role that actively resonate with everyday Australians and New Zealanders*
-  *Understand current sentiment and awareness towards the Seventh-day Adventist church across both nations*
-  *Compare the gap between the church's perceived relevancy and desired impact*
-  *Explore opportunities for the Seventh-day Adventist church to better understand and respond to community needs*

# Research methodology



*The survey was in field from the 26<sup>th</sup> February to the 18<sup>th</sup> March 2026.*



*The survey collected 1,530 responses from across Australia, and 1,008 responses from across New Zealand.*

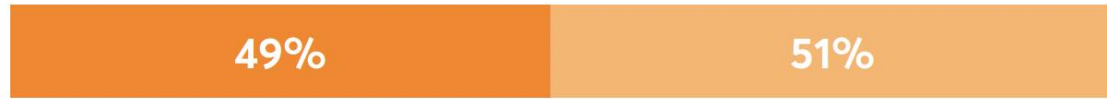


*For the purposes of analysis in this presentation, Australian responses are recorded in **orange**, and New Zealand responses in **blue**.*

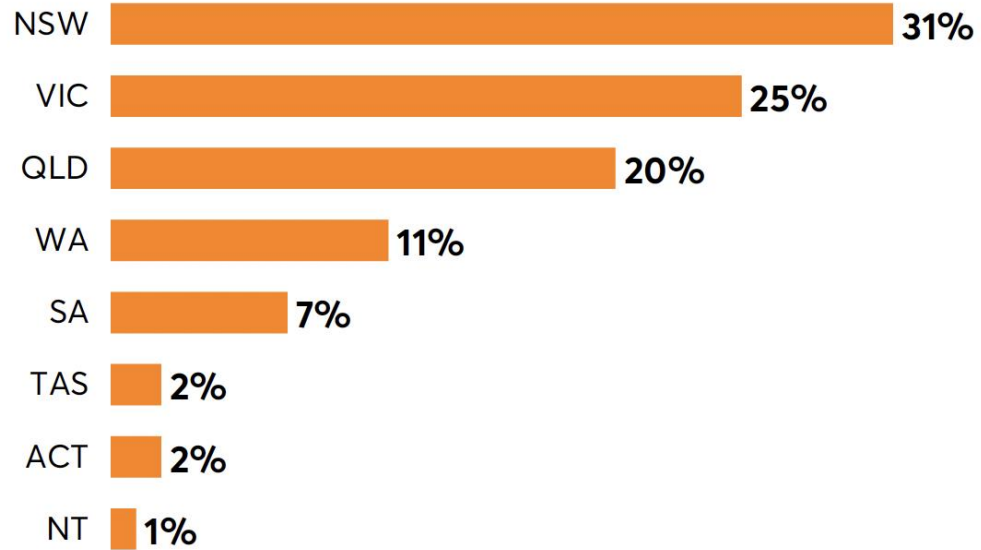
# Respondent demographics - Australia

## Gender

● Male ● Female



## State



## Generation



**Gen Z**  
18-30



**Gen Y**  
31-45



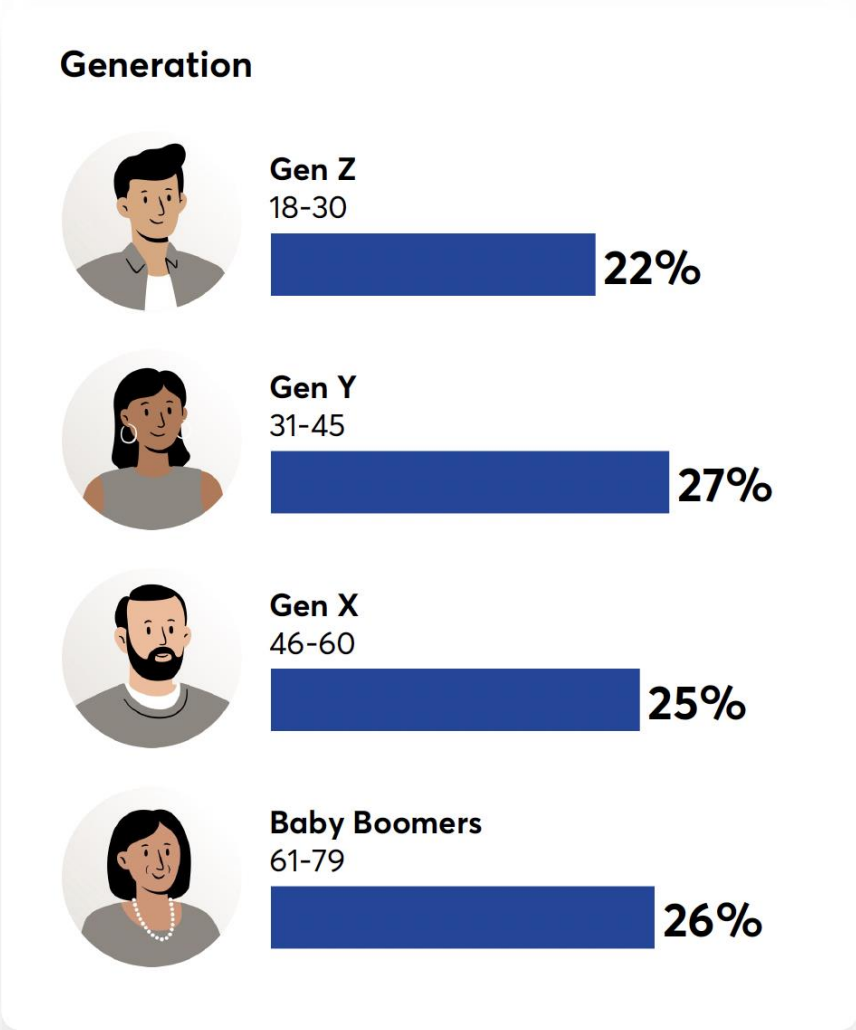
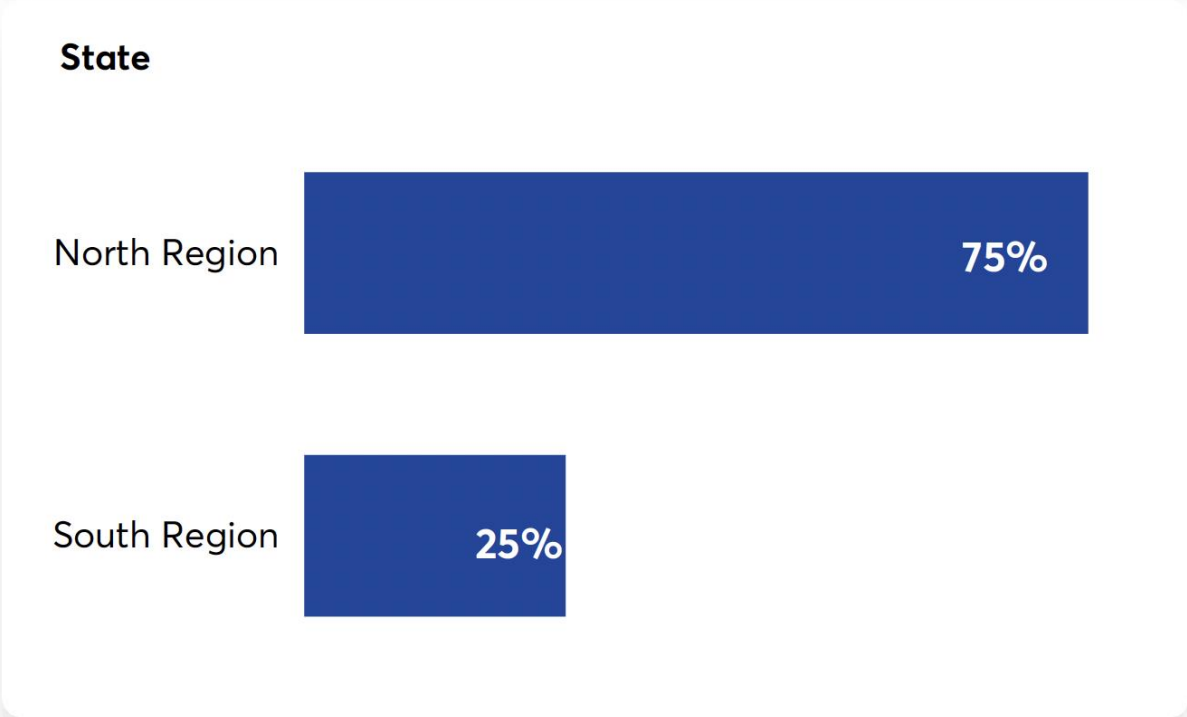
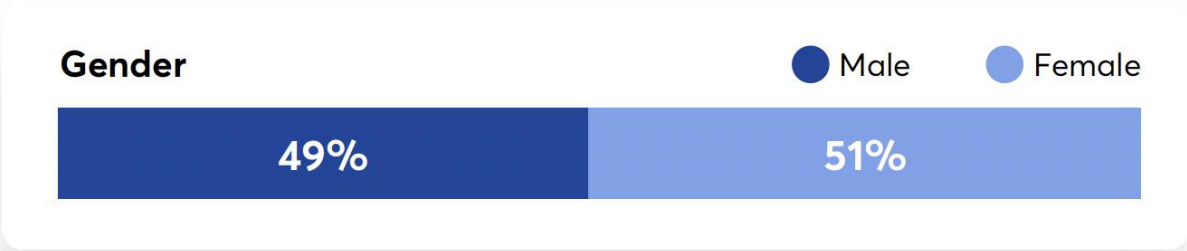
**Gen X**  
46-60



**Baby Boomers**  
61-79



# Respondent demographics – New Zealand





# **The religious landscape of Australia and New Zealand**

# WHAT RELIGION DO YOU CURRENTLY PRACTICE OR IDENTIFY WITH?

AUSTRALIA

● 2026 (n=1,530)

● 2022 (n=1,501)

None - I do not identify with any religion or spiritual belief

31%

35%

Christianity (Catholic/Orthodox)

26%

23%

Christianity (Protestant/Evangelical)

25%

22%

I have spiritual beliefs but I don't identify with any religion

10%

11%

Buddhism

2%

2%

Islam

2%

2%

Hinduism

2%

2%

Judaism

0.5%

0.3%

Other (please specify)

0.8%

2%

## AUS - 31% no religion

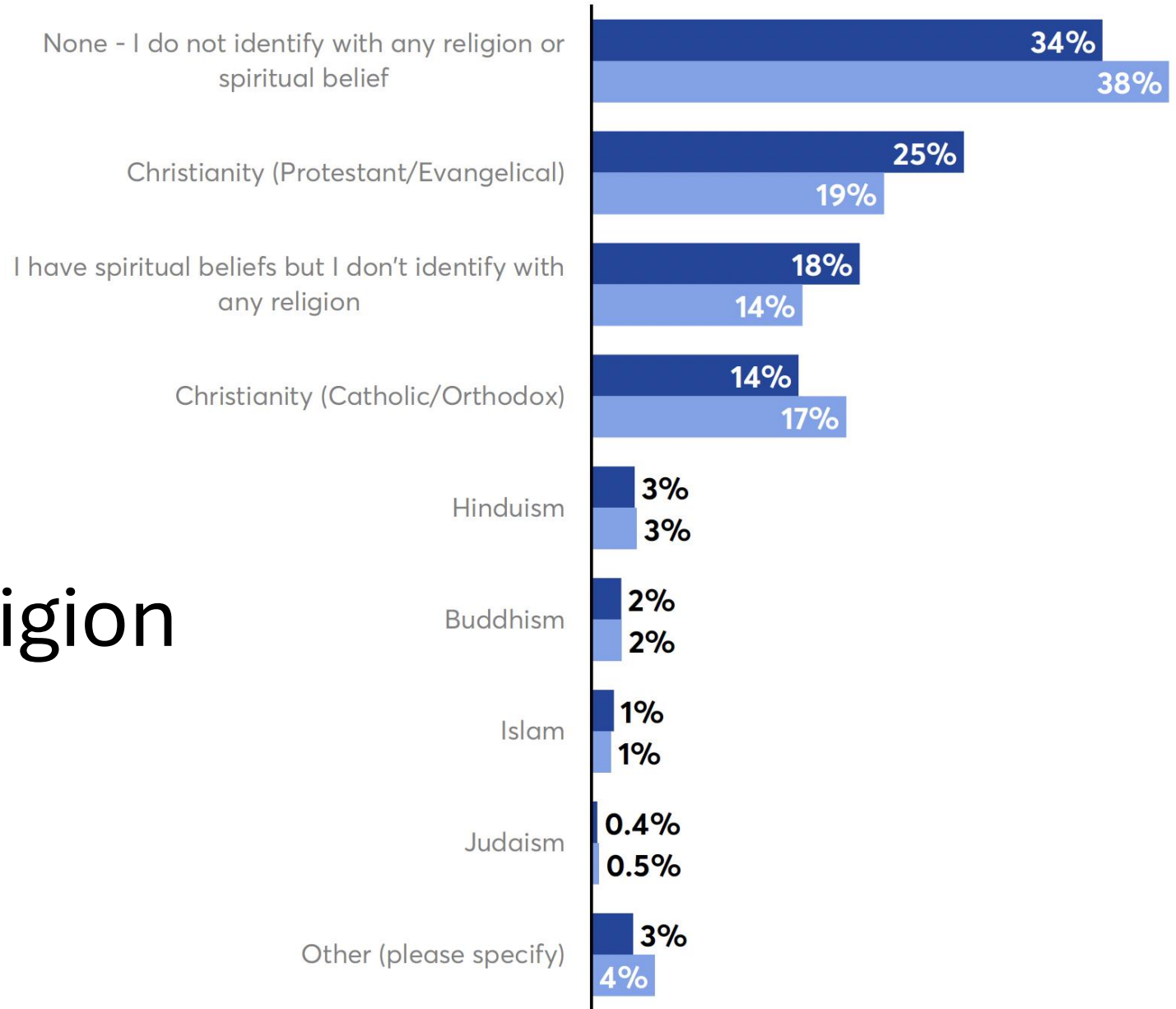
# WHAT RELIGION DO YOU CURRENTLY PRACTICE OR IDENTIFY WITH?

NEW ZEALAND

● 2026 (n=1,008)

● 2022 (n=996)

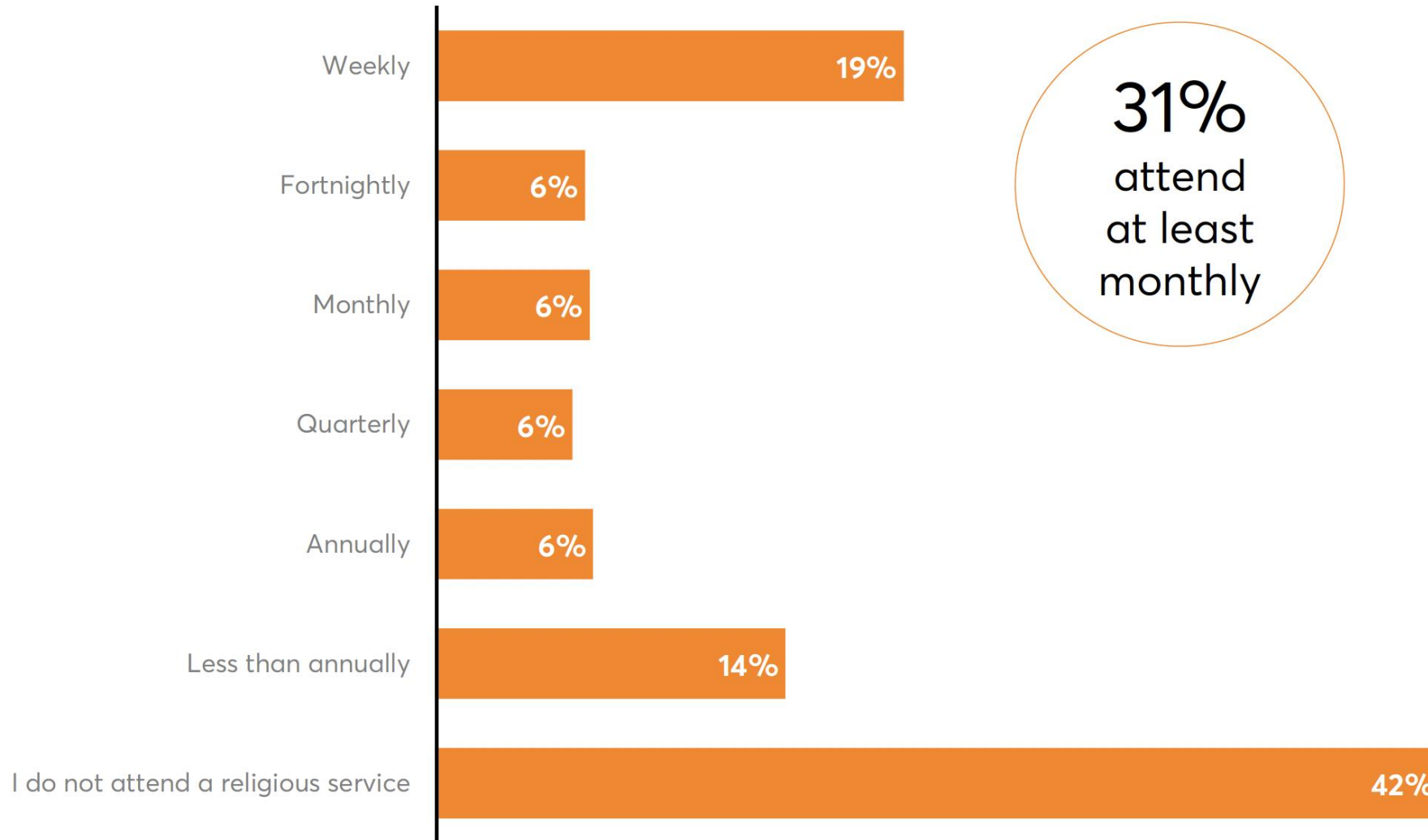
## NZ - 34% no religion



# HOW FREQUENTLY DO YOU ATTEND A CHRISTIAN RELIGIOUS SERVICE (EITHER ONLINE OR IN PERSON)?

AUSTRALIA

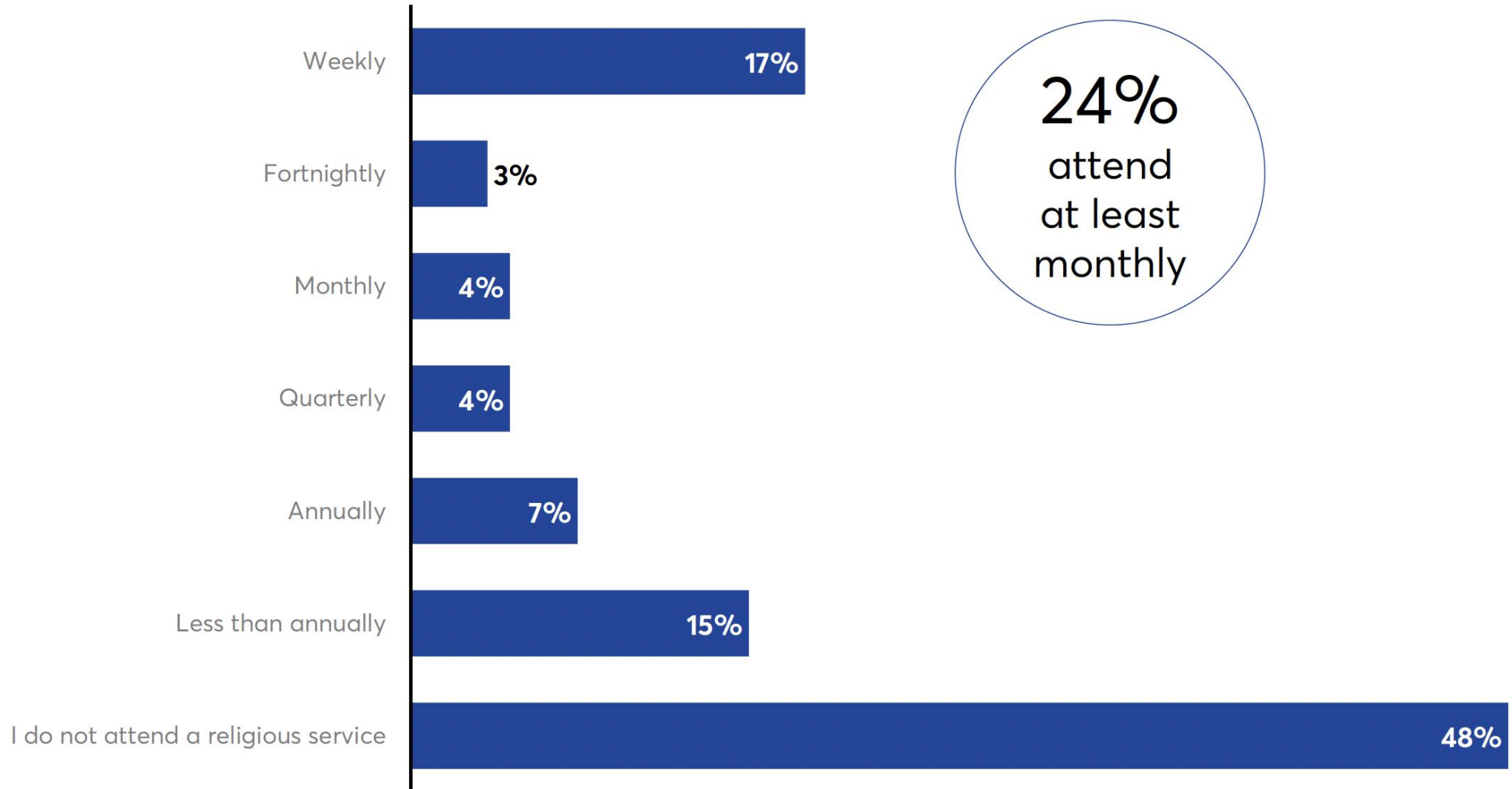
● 2026 (n=1,530) ● 2022 (n=1,501)



# HOW FREQUENTLY DO YOU ATTEND A CHRISTIAN RELIGIOUS SERVICE (EITHER ONLINE OR IN PERSON)?

NEW ZEALAND

● 2026 (n=1,008) ● 2022 (n=996)



# Younger generations are more likely to attend Christian religious services

HOW FREQUENTLY DO YOU ATTEND A CHRISTIAN RELIGIOUS SERVICE (EITHER ONLINE OR IN PERSON)?

At least monthly

Australia (n=1,530) New Zealand (n=1,008)



Gen Z



Gen Y



Gen X



Baby Boomers

Australia

44%

42%

21%

17%

New Zealand

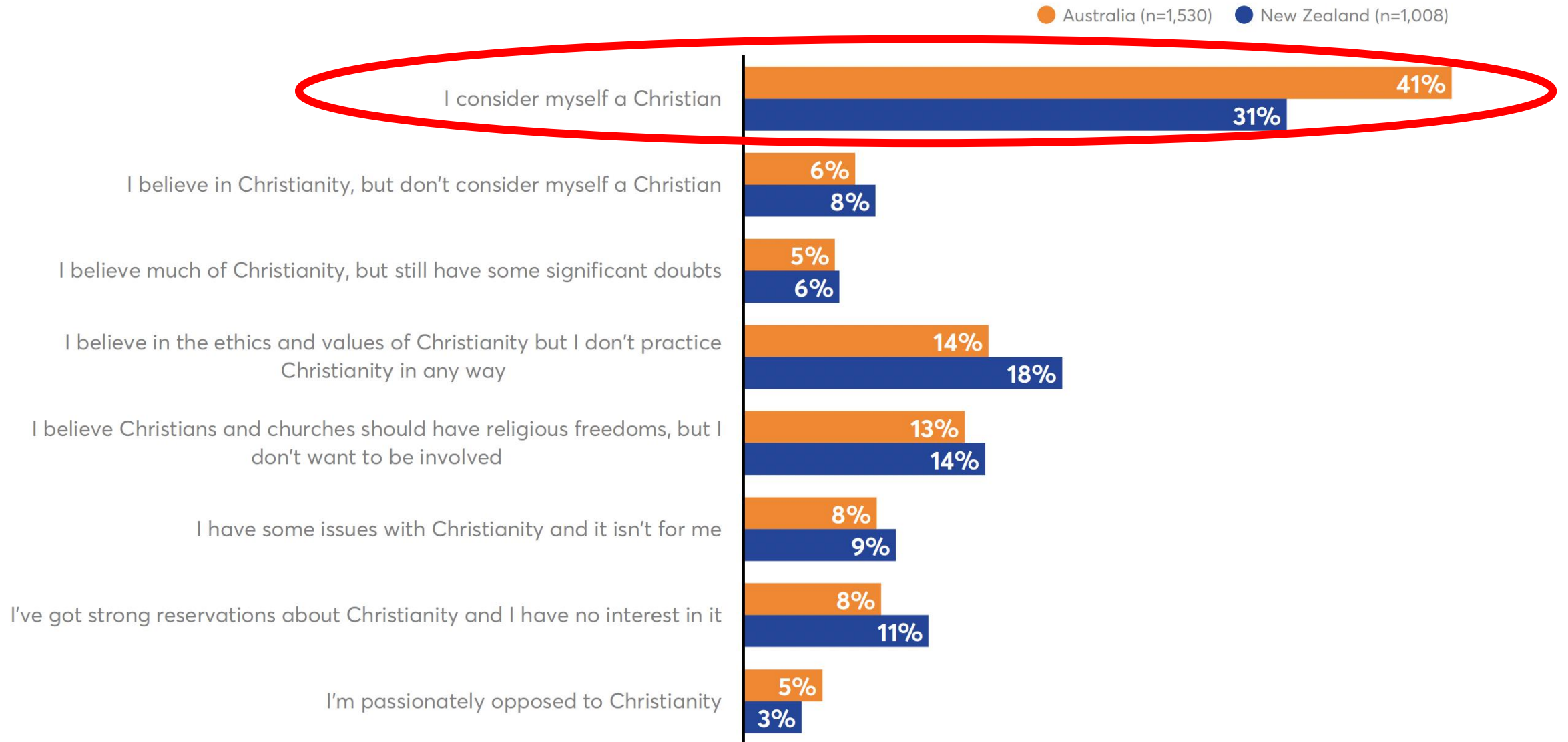
35%

27%

22%

18%

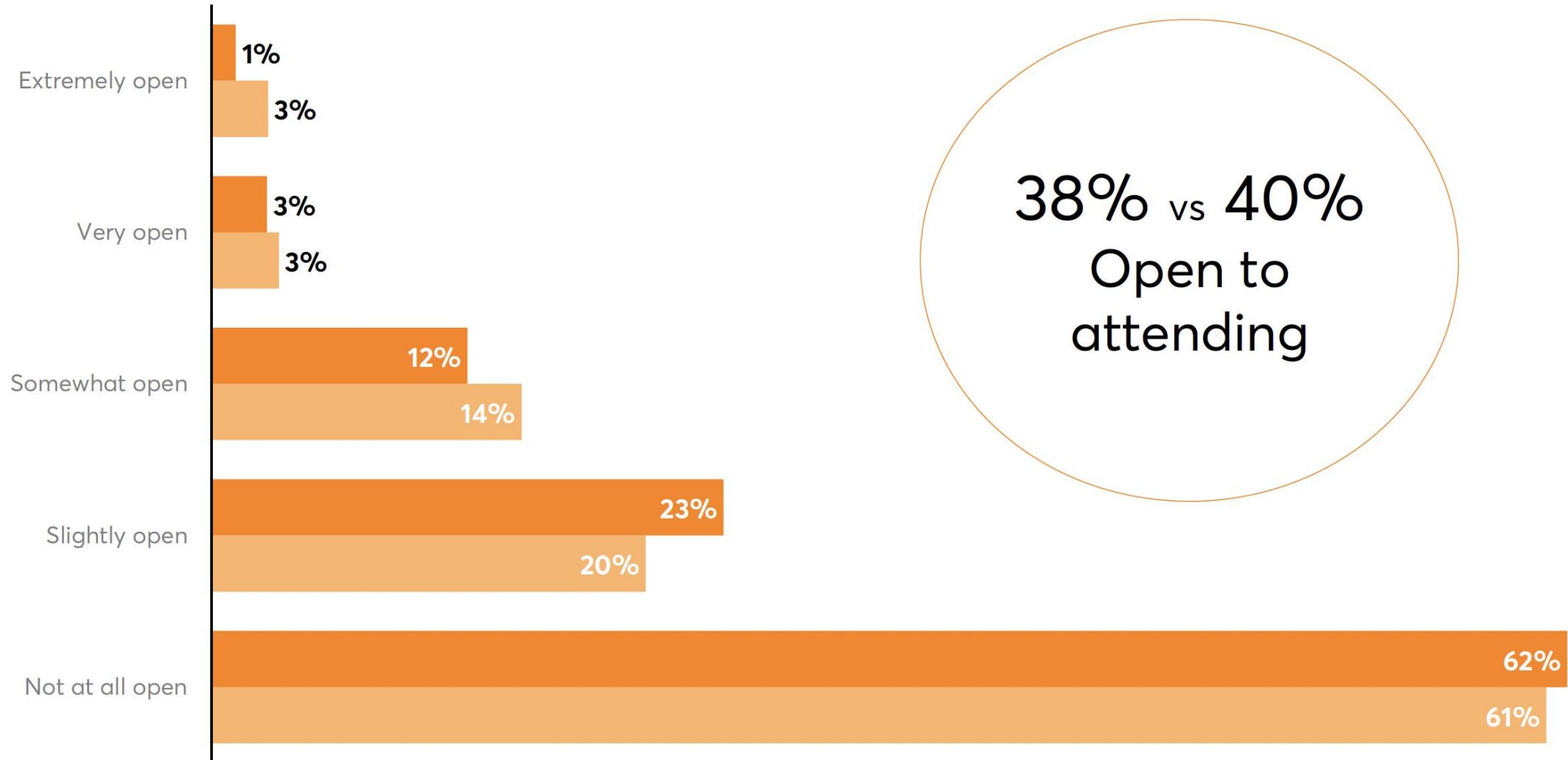
# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT ATTITUDES TOWARDS CHRISTIANITY?



# HOW OPEN ARE YOU TO ATTENDING A CHRISTIAN RELIGIOUS SERVICE (IN-PERSON OR ONLINE)?

AUSTRALIA

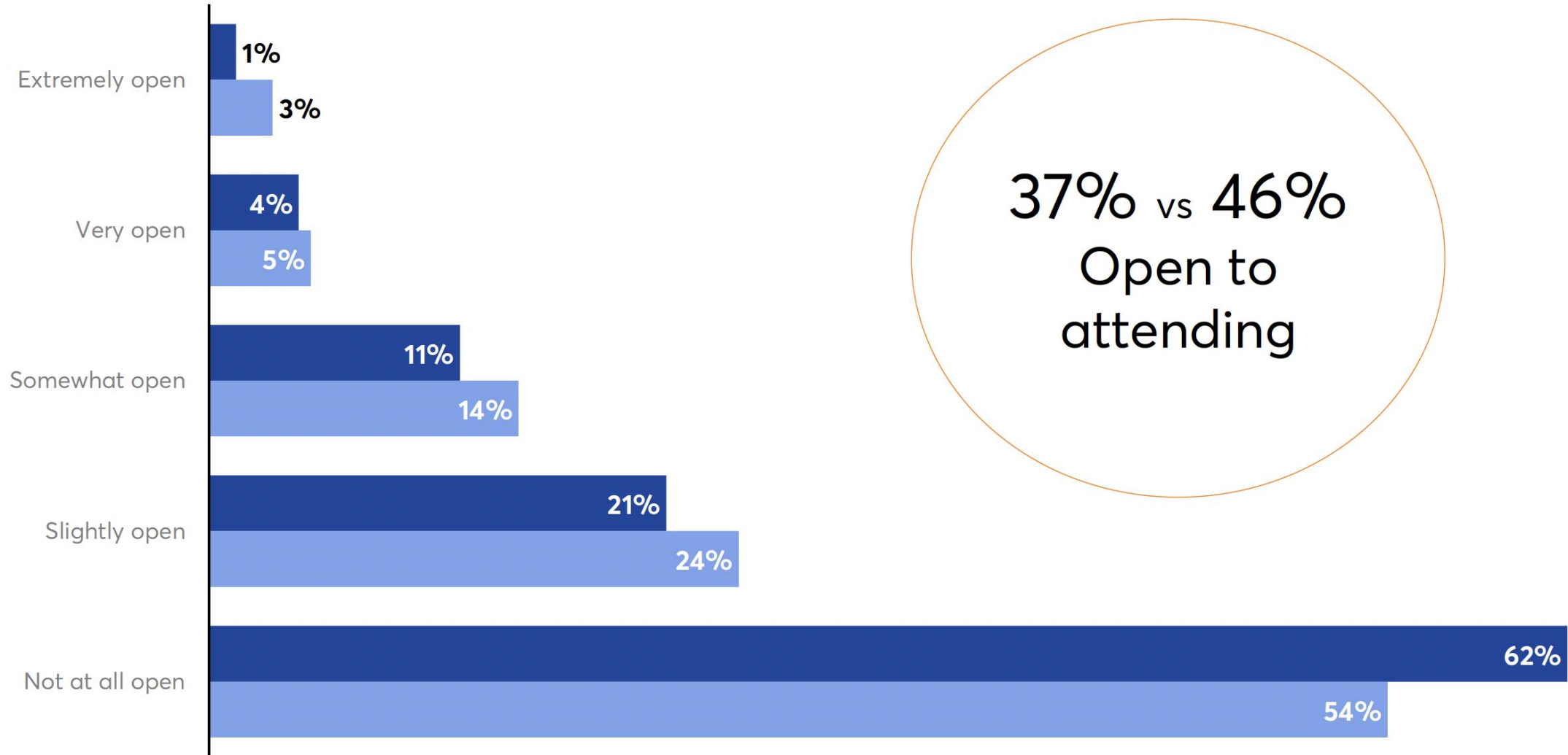
● 2026 (n=637) ● 2022 (n=817)



# HOW OPEN ARE YOU TO ATTENDING A CHRISTIAN RELIGIOUS SERVICE (IN-PERSON OR ONLINE)?

NEW ZEALAND

● 2026 (n=487) ● 2022 (n=515)



# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

AUSTRALIA (N=1,530)

● I am familiar with and feel positively ● I am familiar and do not feel positively ● I am unfamiliar

Highest % feel positive



Catholic

50%

36%

14%

Salvation Army

51%

25%

25%

Anglican

46%

27%

27%

Baptist

36%

29%

35%

Uniting

35%

26%

38%

Jehovah's Witnesses

14%

56%

30%

The Church of Jesus Christ of Latter-day Saints (Mormons)

16%

46%

38%

Seventh-day Adventist

17%

39%

44%

Pentecostal

20%

28%

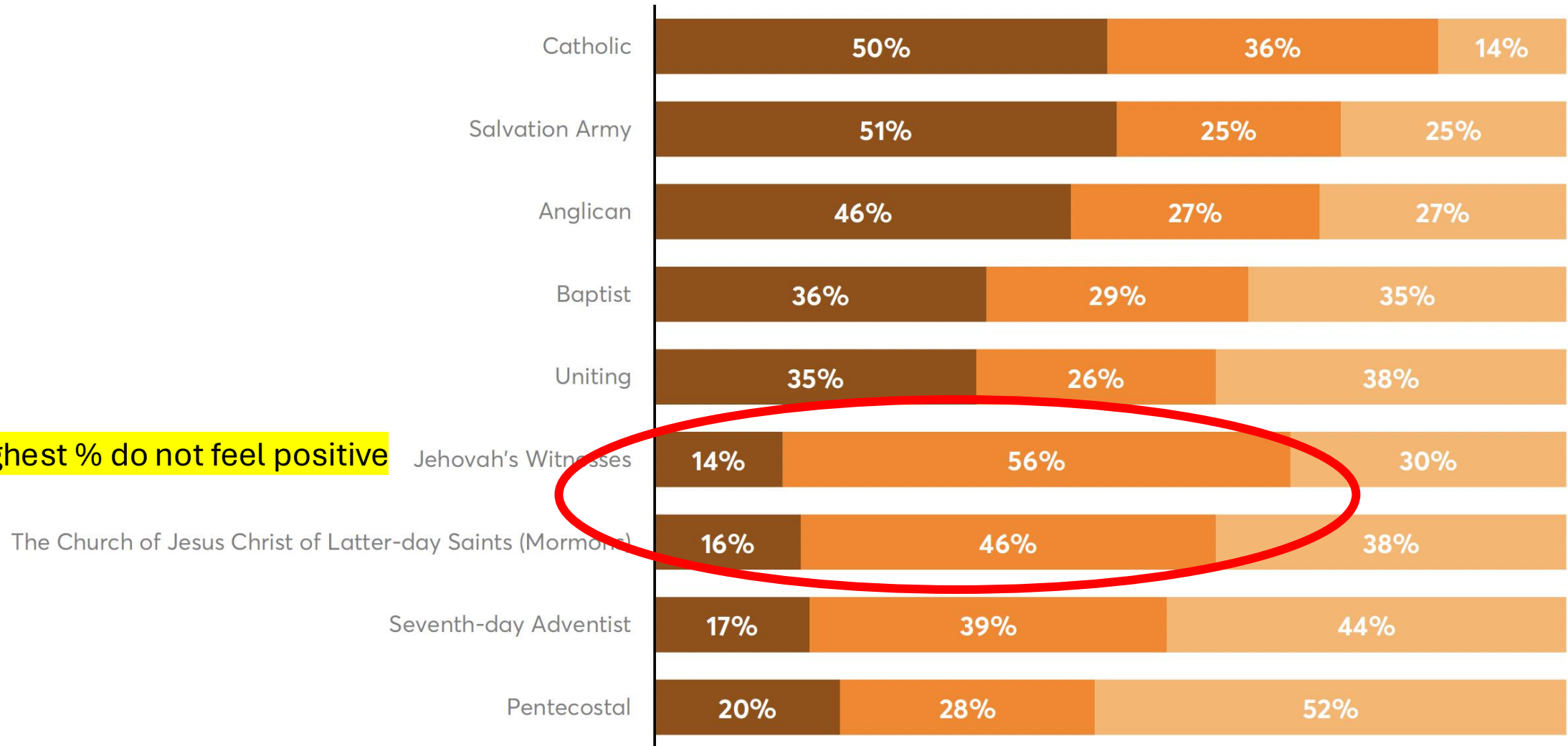
52%

# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

AUSTRALIA (N=1,530)

● I am familiar with and feel positively    ● I am familiar and do not feel positively    ● I am unfamiliar

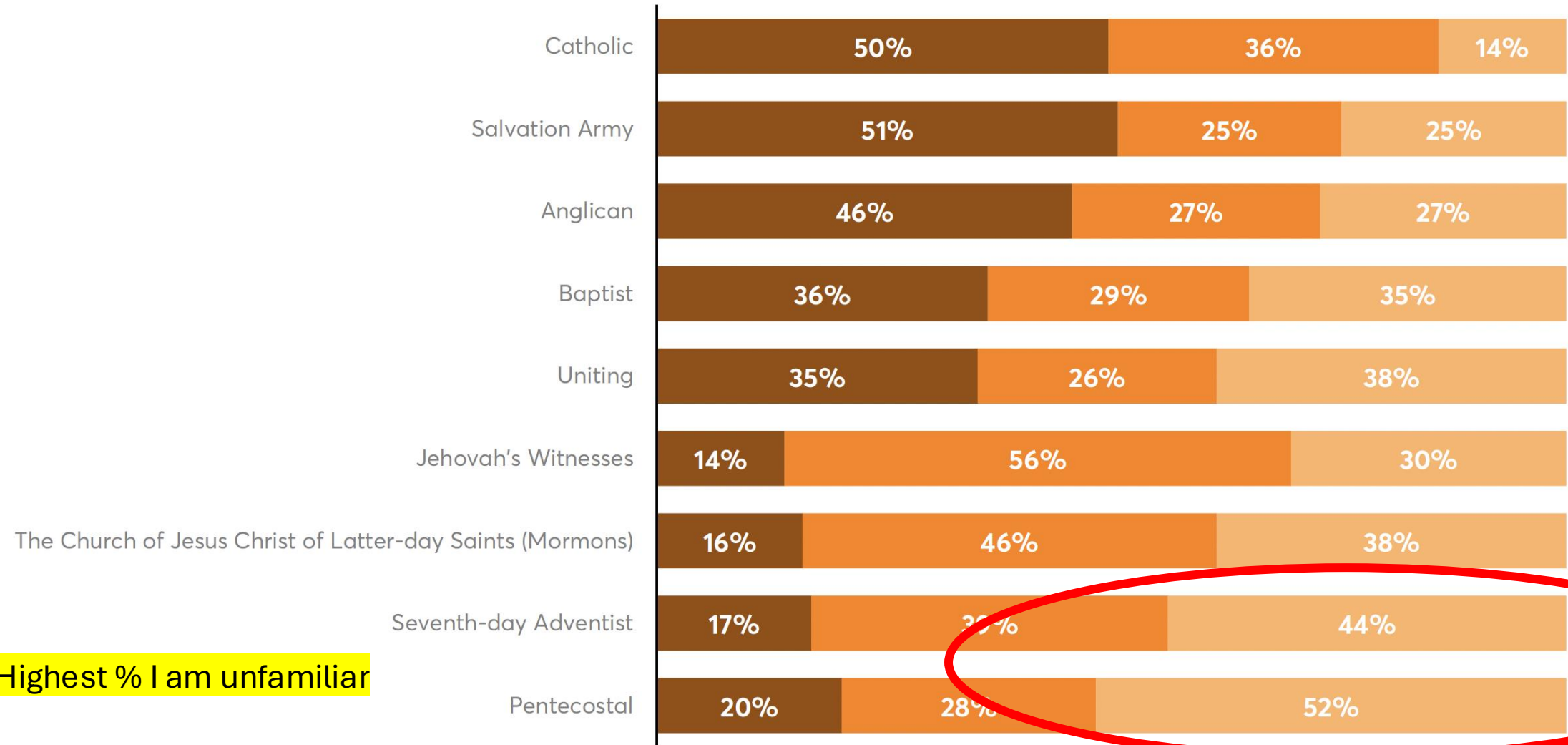
Highest % do not feel positive



# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

AUSTRALIA (N=1,530)

● I am familiar with and feel positively   ● I am familiar and do not feel positively   ● I am unfamiliar



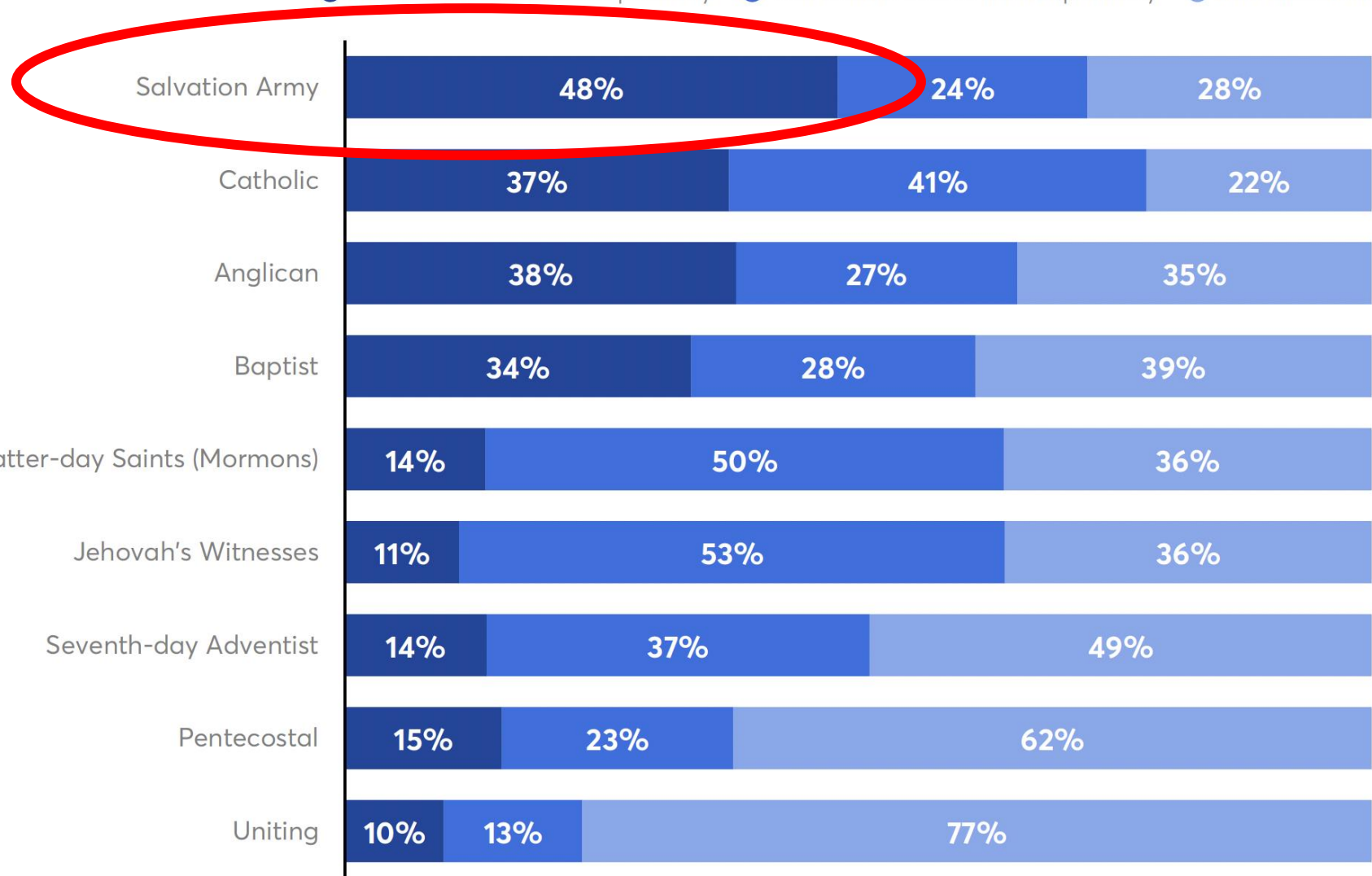
Highest % I am unfamiliar

# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

NEW ZEALAND (N=1,008)

● I am familiar with and feel positively ● I am familiar and do not feel positively ● I am unfamiliar

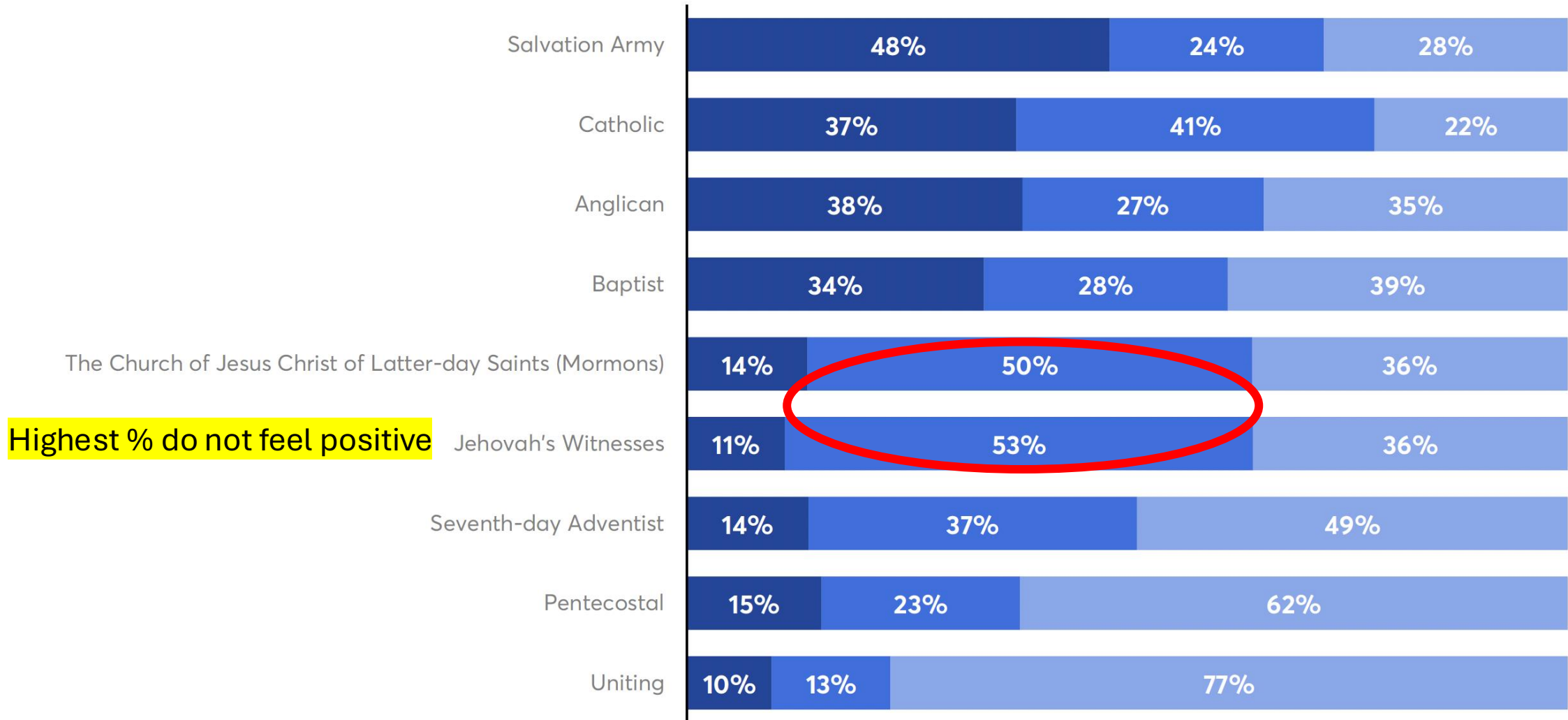
Highest % feel positive



# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

NEW ZEALAND (N=1,008)

● I am familiar with and feel positively ● I am familiar and do not feel positively ● I am unfamiliar

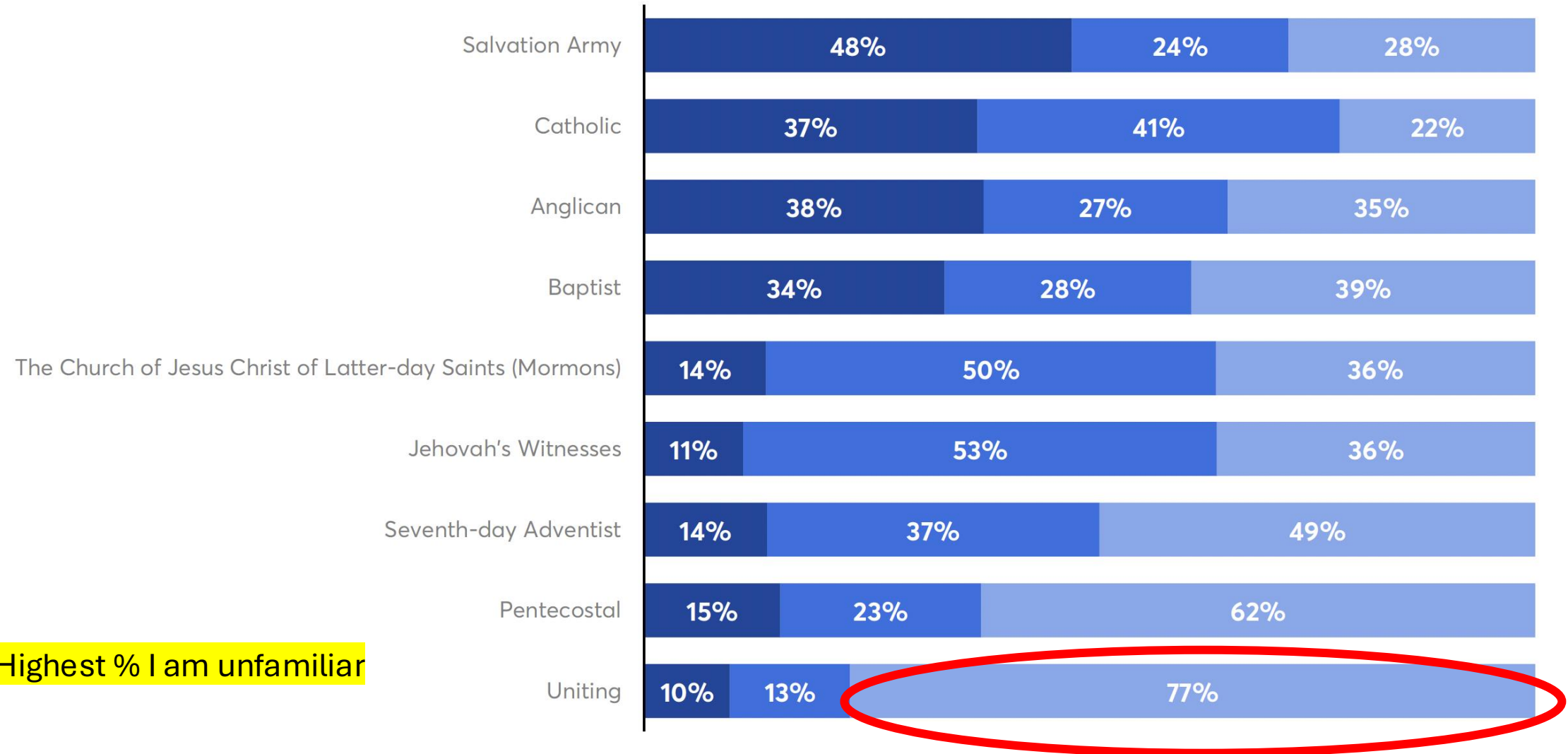


Highest % do not feel positive

# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

NEW ZEALAND (N=1,008)

● I am familiar with and feel positively ● I am familiar and do not feel positively ● I am unfamiliar



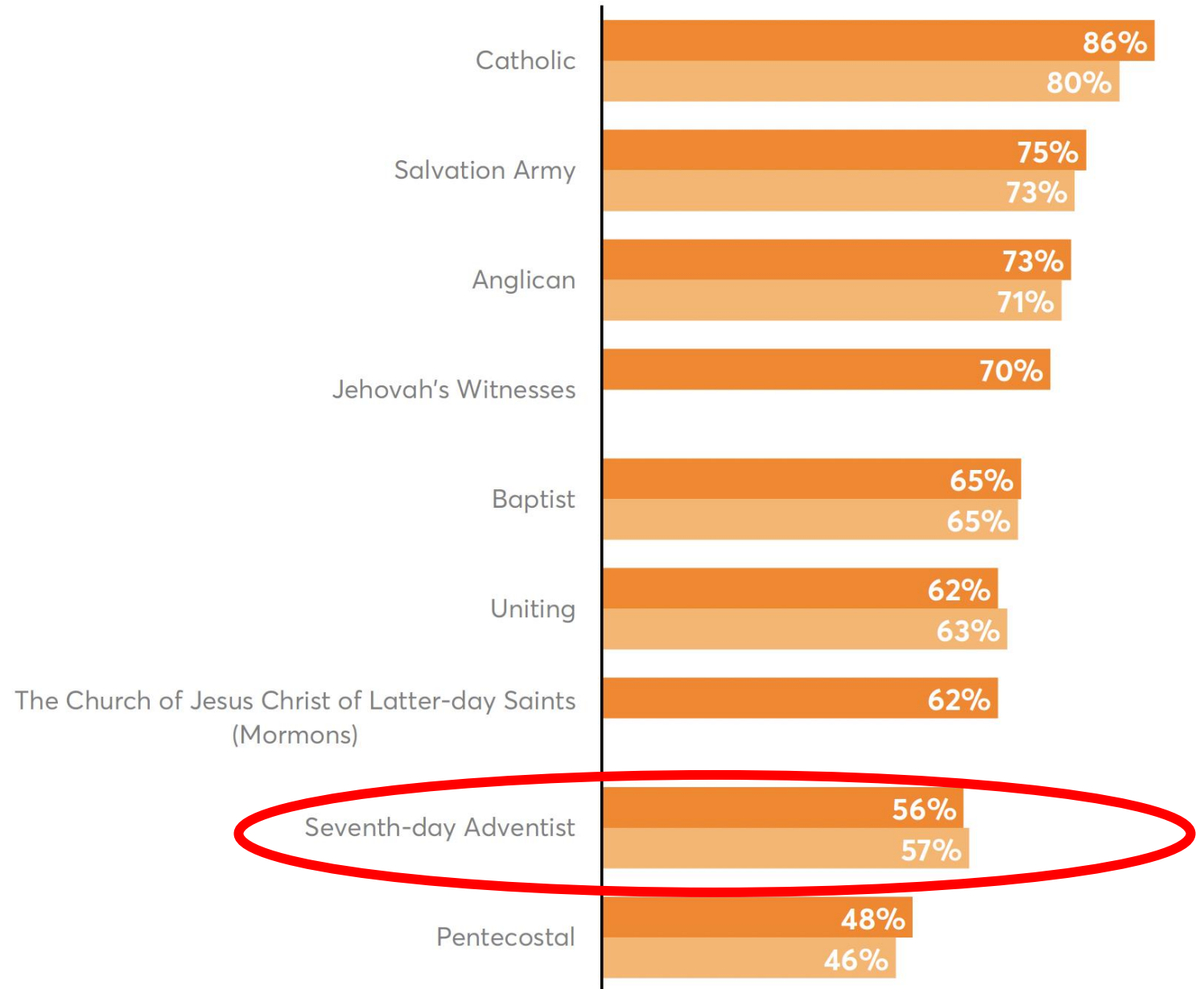
Highest % I am unfamiliar

# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

I AM FAMILIAR WITH AND FEEL POSITIVELY/  
I AM FAMILIAR AND DO NOT FEEL POSITIVELY  
AUSTRALIA

- 2026 (n=1,530)
- 2022 (n=1,501)

56% of population are familiar with Adventist church in Australia.

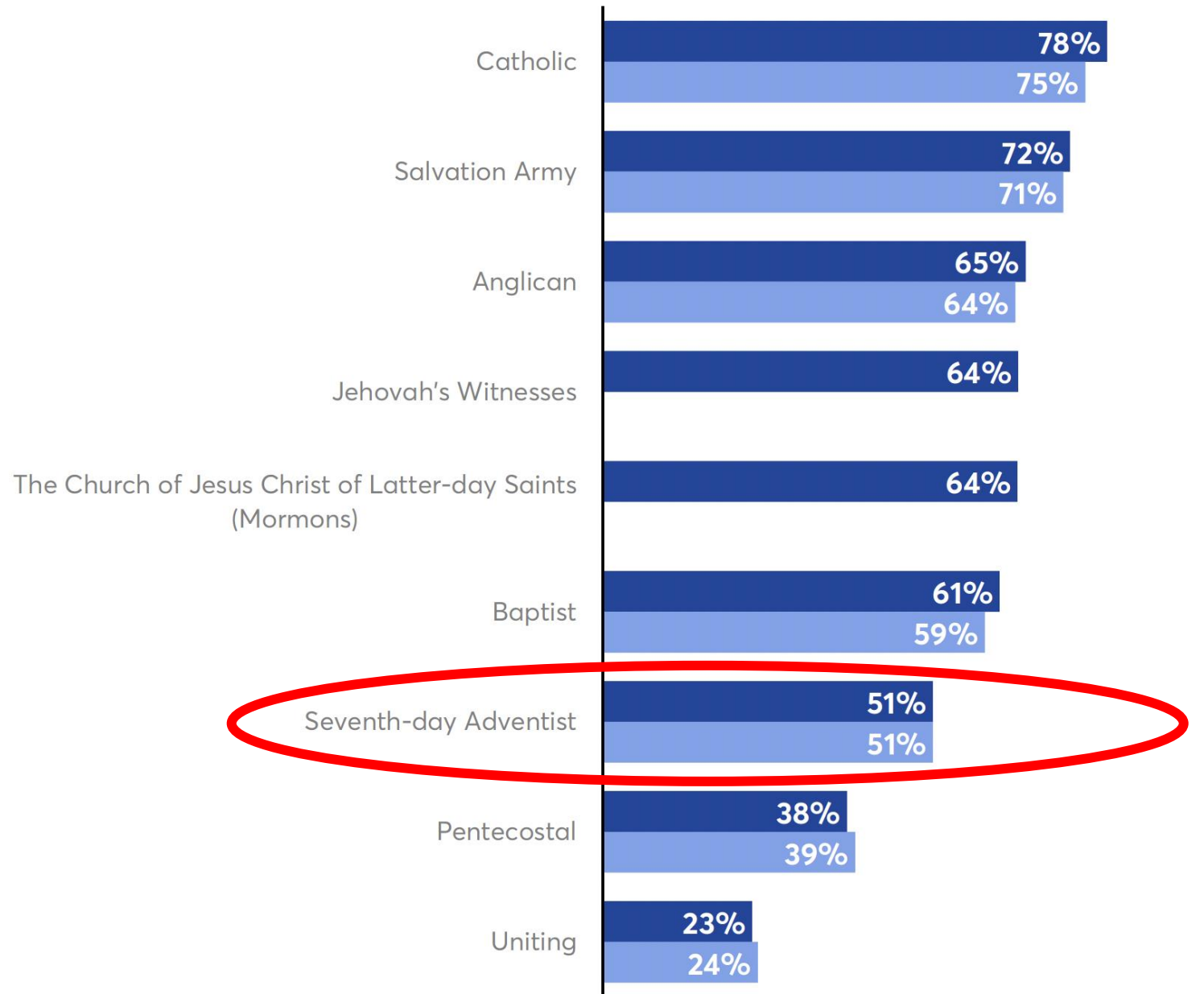


**WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?**

I AM FAMILIAR WITH AND FEEL POSITIVELY/  
I AM FAMILIAR AND DO NOT FEEL POSITIVELY  
NEW ZEALAND

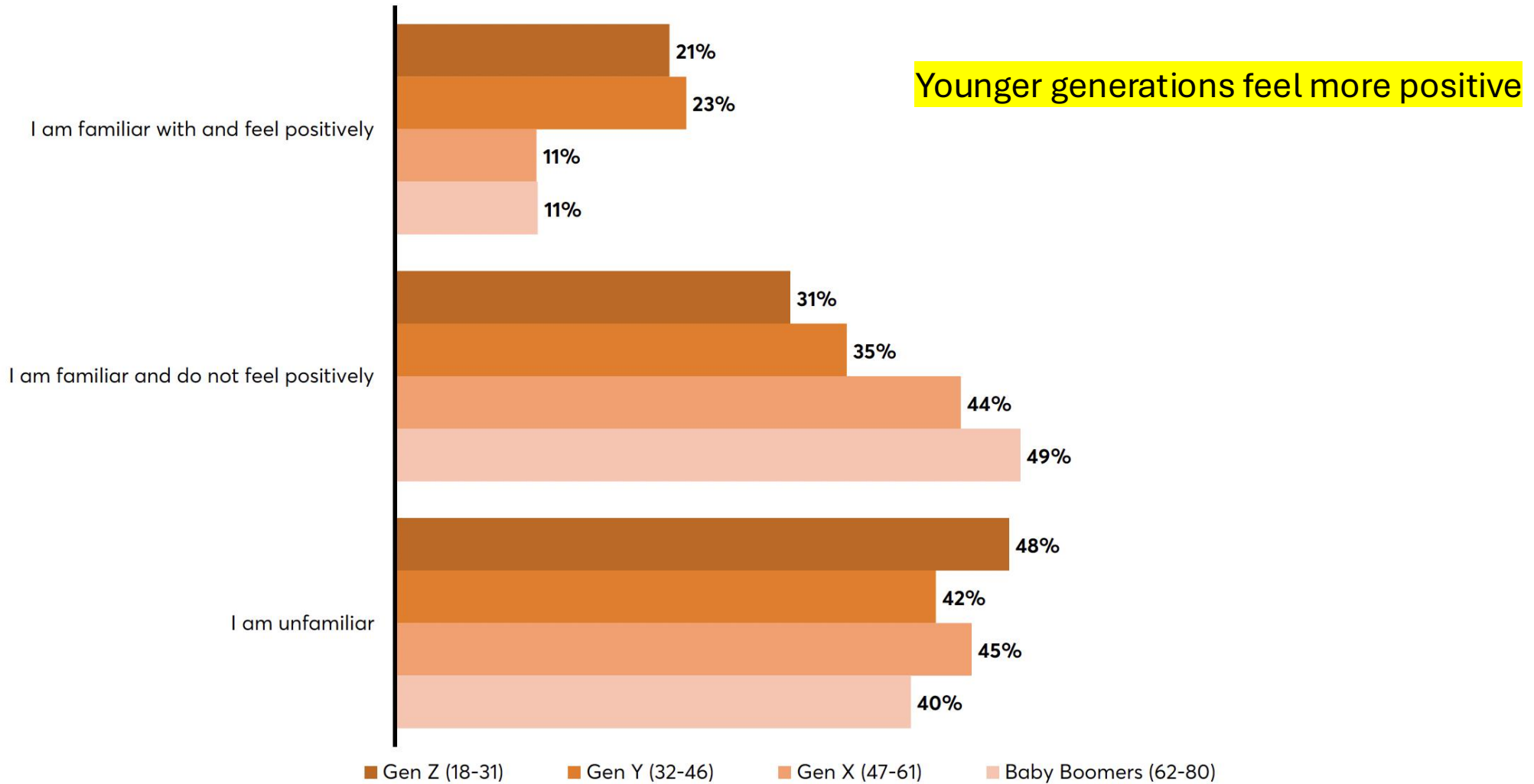
- 2026 (n=1,008)
- 2022 (n=996)

**51% of population are familiar with Adventist church in New Zealand.**



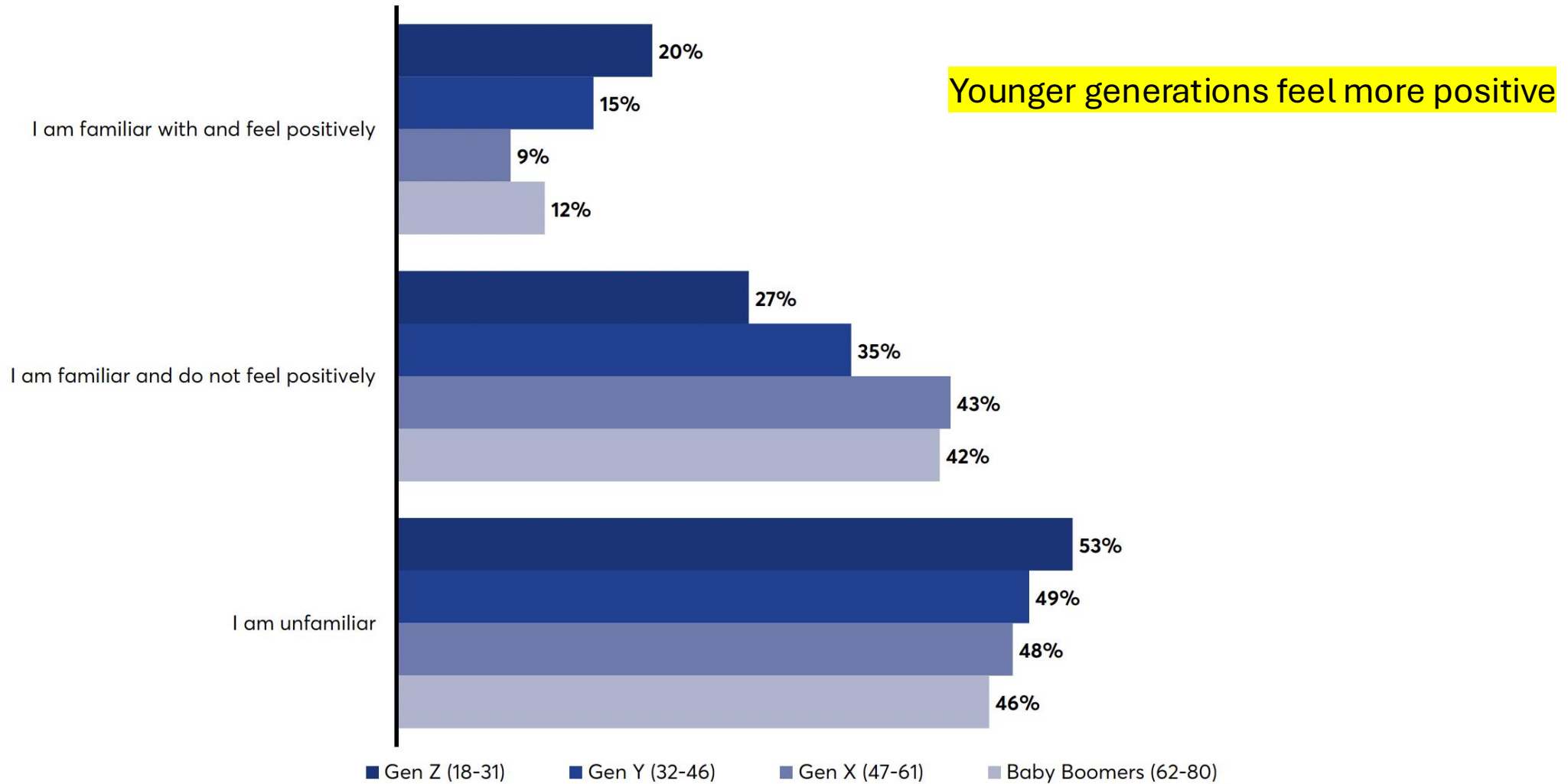
# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU? - SEVENTH-DAY ADVENTIST

N=1,530



# WHEN THINKING OF THE FOLLOWING CHURCH DENOMINATIONS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU? - SEVENTH-DAY ADVENTIST

N=1,008



POLL Q1 & Q2



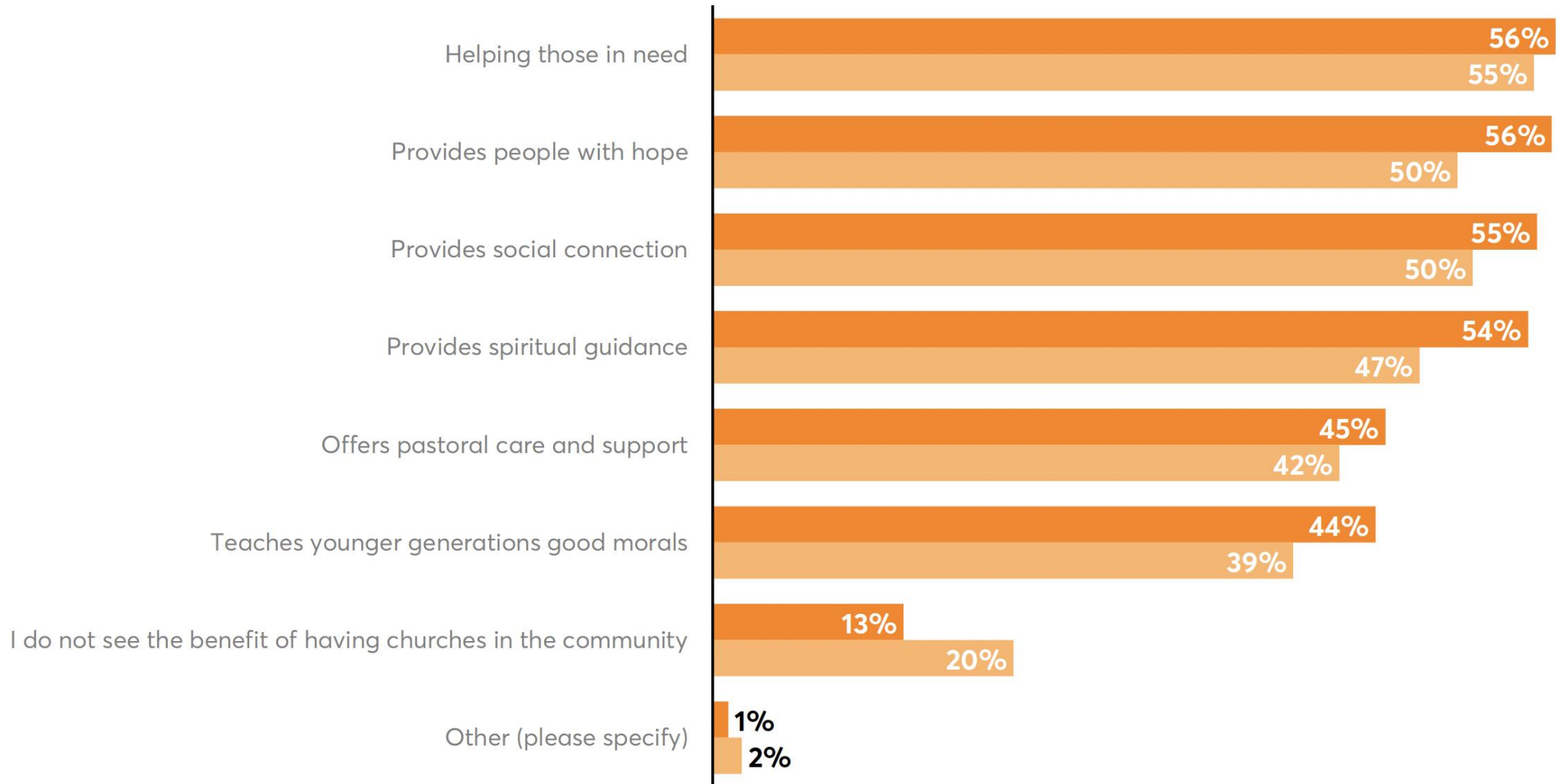
**Perceived benefits of the church**

# WHAT DO YOU BELIEVE IS THE BENEFIT OF CHURCHES TO THE WIDER COMMUNITY?

AUSTRALIA

PLEASE SELECT ALL THAT APPLY.

● 2026 (n=1,530) ● 2022 (n=1,501)

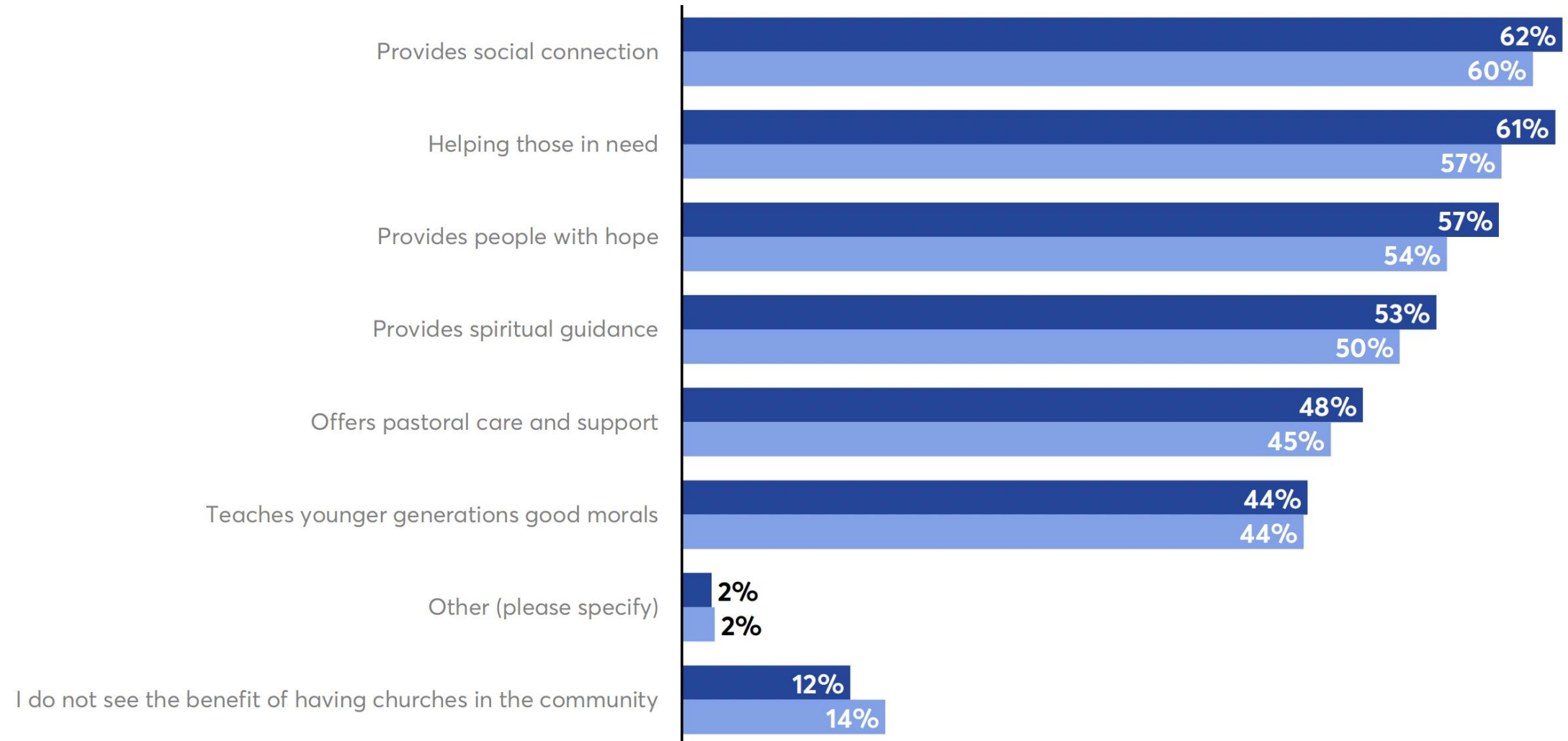


# WHAT DO YOU BELIEVE IS THE BENEFIT OF CHURCHES TO THE WIDER COMMUNITY?

NEW ZEALAND

PLEASE SELECT ALL THAT APPLY.

● 2026 (n=1,008) ● 2022 (n=996)



# Older generations are more likely to believe social connections & pastoral support are a benefit

WHAT DO YOU BELIEVE IS THE BENEFIT OF CHURCHES TO THE WIDER COMMUNITY?

AUSTRALIA

Australia (n=1,530)



Gen Z



Gen Y



Gen X



Baby Boomers

Provide social connections

47%

53%

58%

62%

Offers pastoral care and support

35%

45%

46%

53%

# Older generations are more likely to believe social connections & teaching good morals are a benefit

WHAT DO YOU BELIEVE IS THE BENEFIT OF CHURCHES TO THE WIDER COMMUNITY?

NEW ZEALAND

New Zealand (n=1,008)



Gen Z



Gen Y



Gen X



Baby Boomers

Offers pastoral care and support

39%

41%

52%

59%

Teachers younger generations good morals

33%

44%

46%

51%



# **Perception of the Seventh-day Adventist Church**

# Most often shared words related to Saturday/Saturday Sabbath

WHAT THREE WORDS COME TO MIND, WHEN YOU THINK ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

● Australia (n=1,530) ● New Zealand (n=1,008)

**Saturday/Saturday Sabbath**

**Christian/Jesus**

**Focused on God**

**Religious/religion**

**Church**

**Community minded**

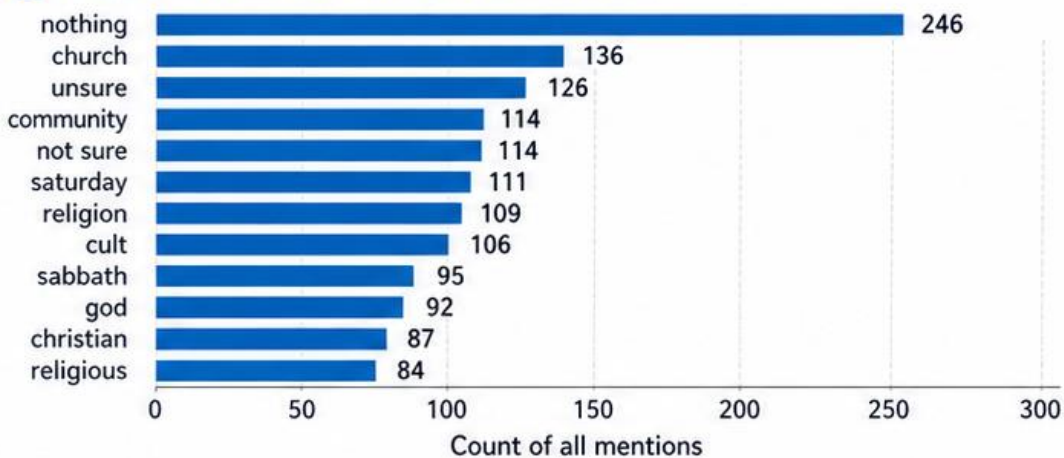
# What 3 words come to mind about the Seventh-day Adventist Church?

Analysis of free-text responses in columns AW-AY (2,538 respondents: 7,462 total word mentions)

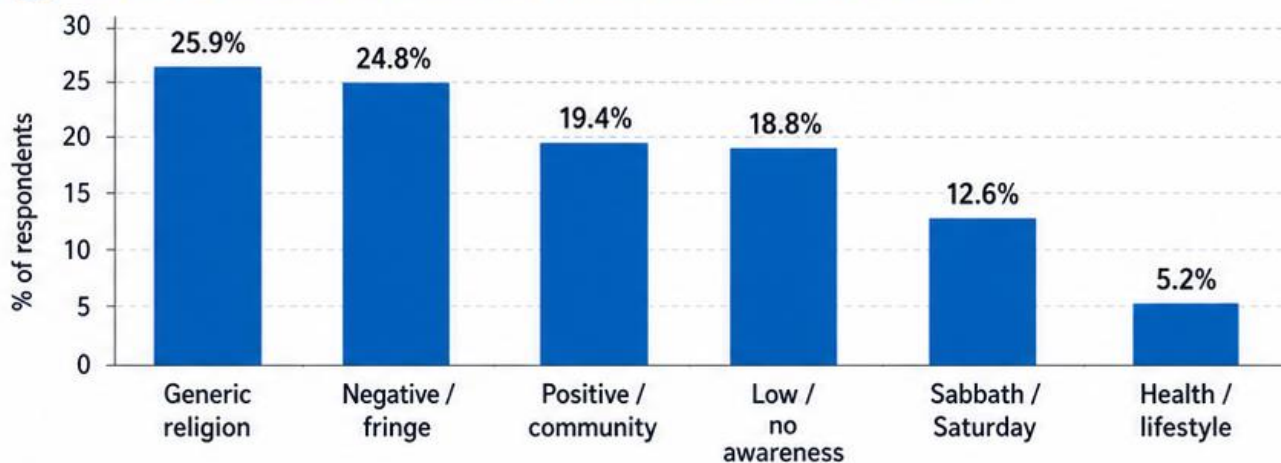


**Sabbath is visible, but it is not the biggest overall association. It is the clearest distinctive association.**

## 1 Top exact words (count of all mentions)



## 2 Broader themes (% mentioning at least one term; non-exclusive)

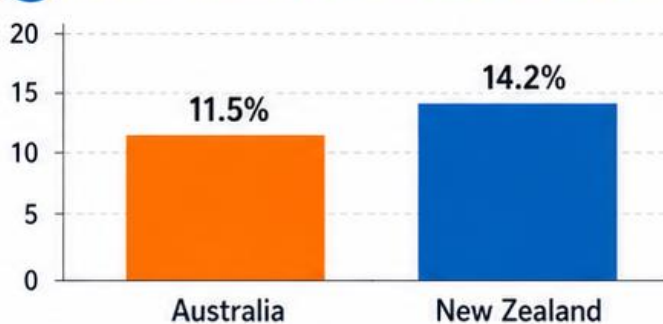


## 3 Why the percentages look different



- “Saturday” and “Sabbath” are single exact words, so each has a lower share on its own.
- When combined into a broader Sabbath/Saturday cluster, they become more visible.
- Exact words only: “Saturday” (111) + “Sabbath” (95) = 206 mentions (2.8% of all words).
- Broader Sabbath/Saturday cluster: 333 mentions (4.5% of all words), mentioned by 319 respondents (12.6%).

## 4 Sabbath/Saturday cluster (% of respondents)



## Interpretation

- 1 The largest overall patterns are broader than Sabbath: generic religion, negative/fringe perceptions, positive/community ideas, and low awareness all appear more often.
- 2 Sabbath matters because it is the clearest distinctive association – the one thing that most clearly sets Adventists apart from “church in general”.
- 3 Best conclusion: Sabbath is a visible brand marker, but not the dominant overall mental picture.



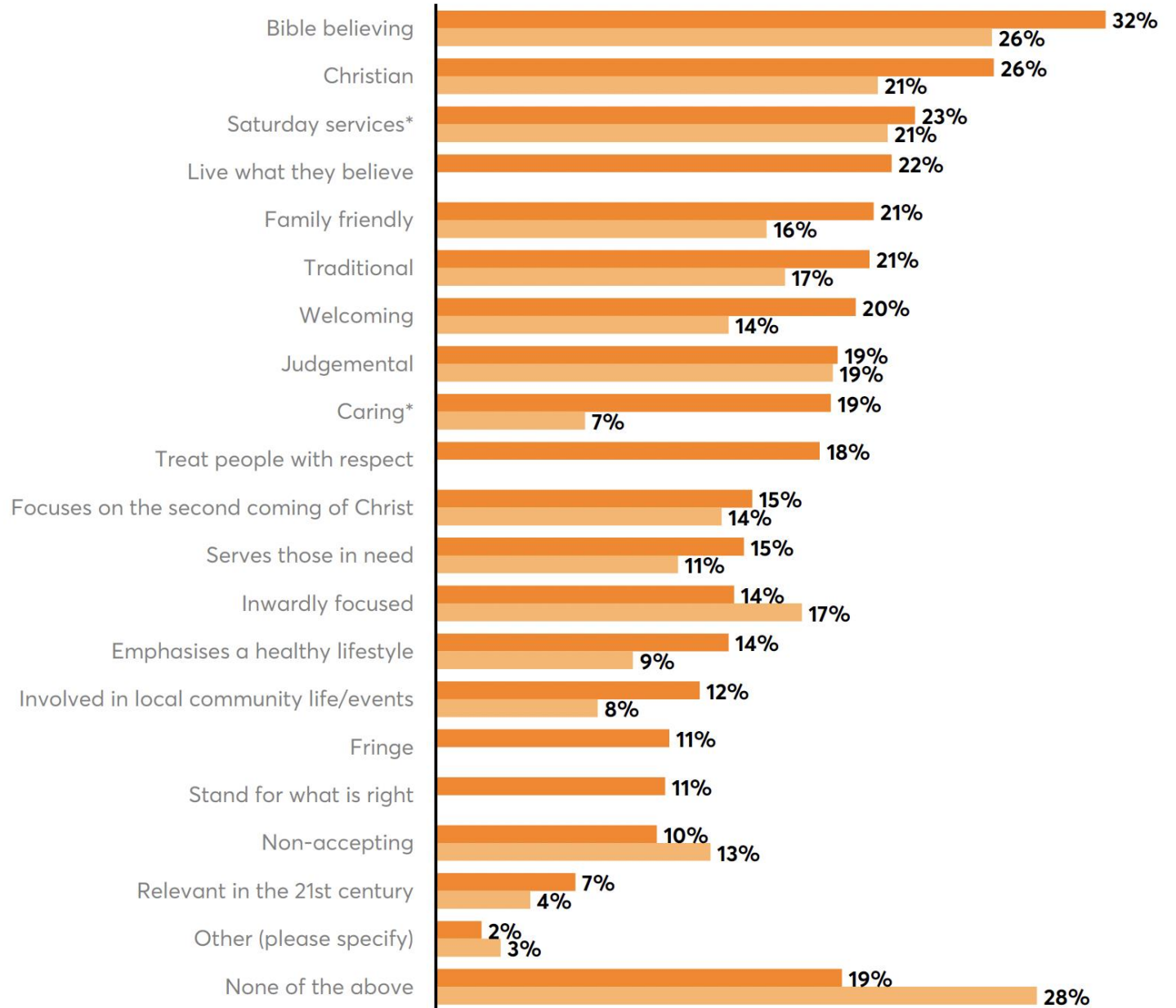
**Suggested presenter line:** “Sabbath is one of the clearest distinctive signals, but it is not the main overall association. People are at least as likely to think generic religion, uncertainty, positivity, or negative stereotypes.”

# WHICH OF THE FOLLOWING DO YOU SEE AS KEY CHARACTERISTICS OF THE SEVENTH-DAY ADVENTIST CHURCH?

PLEASE SELECT ALL THAT APPLY.

AUSTRALIA

- 2026 (n=1,530)
- 2022 (n=1,501)



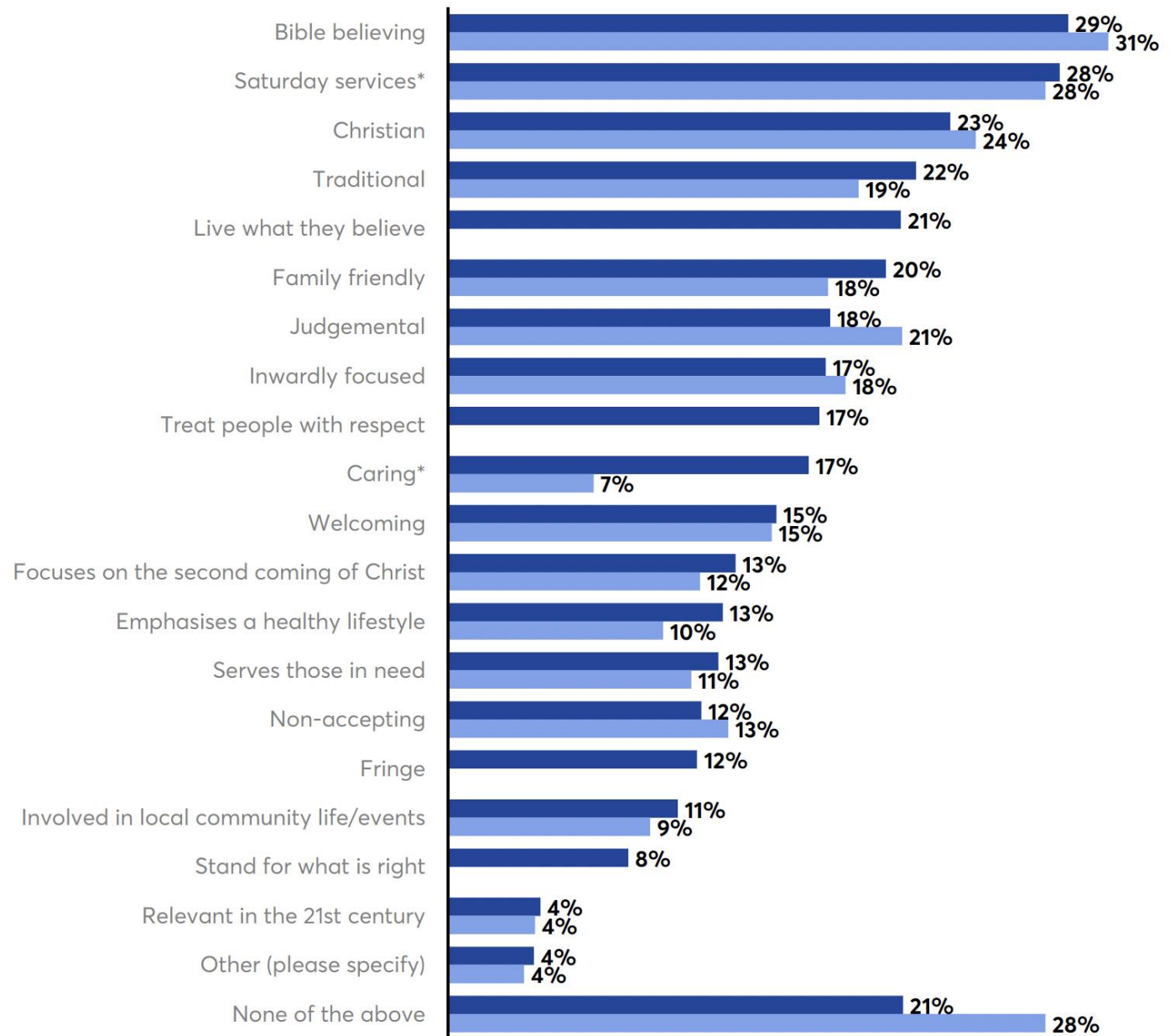
\*Statements were adjusted in 2026

# WHICH OF THE FOLLOWING DO YOU SEE AS KEY CHARACTERISTICS OF THE SEVENTH-DAY ADVENTIST CHURCH?

PLEASE SELECT ALL THAT APPLY.

NEW ZEALAND

- 2026 (n=1,008)
- 2022 (n=996)

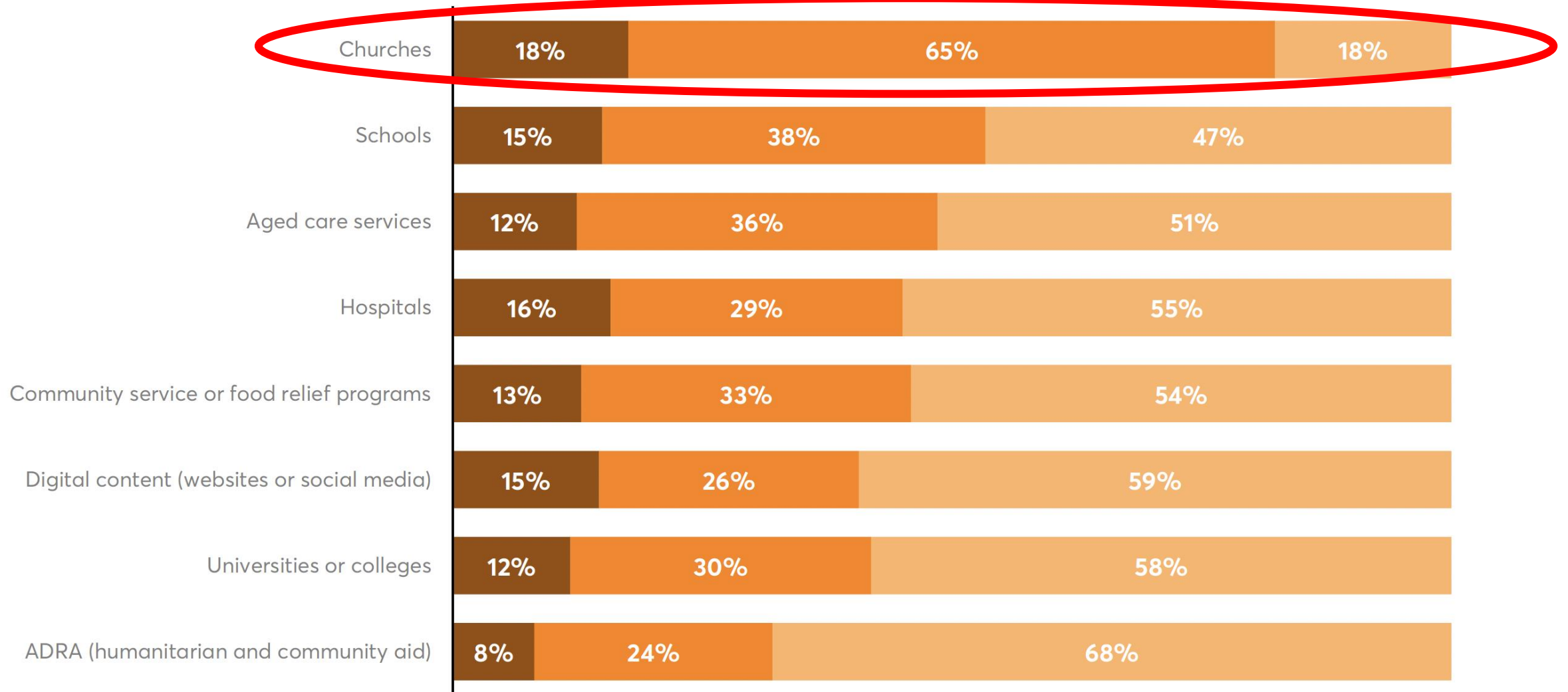


\*Statements were adjusted in 2026

# WHICH OF THE FOLLOWING SEVENTH-DAY ADVENTIST ESTABLISHMENTS ARE YOU AWARE OF?

AUSTRALIA (N=1,530)

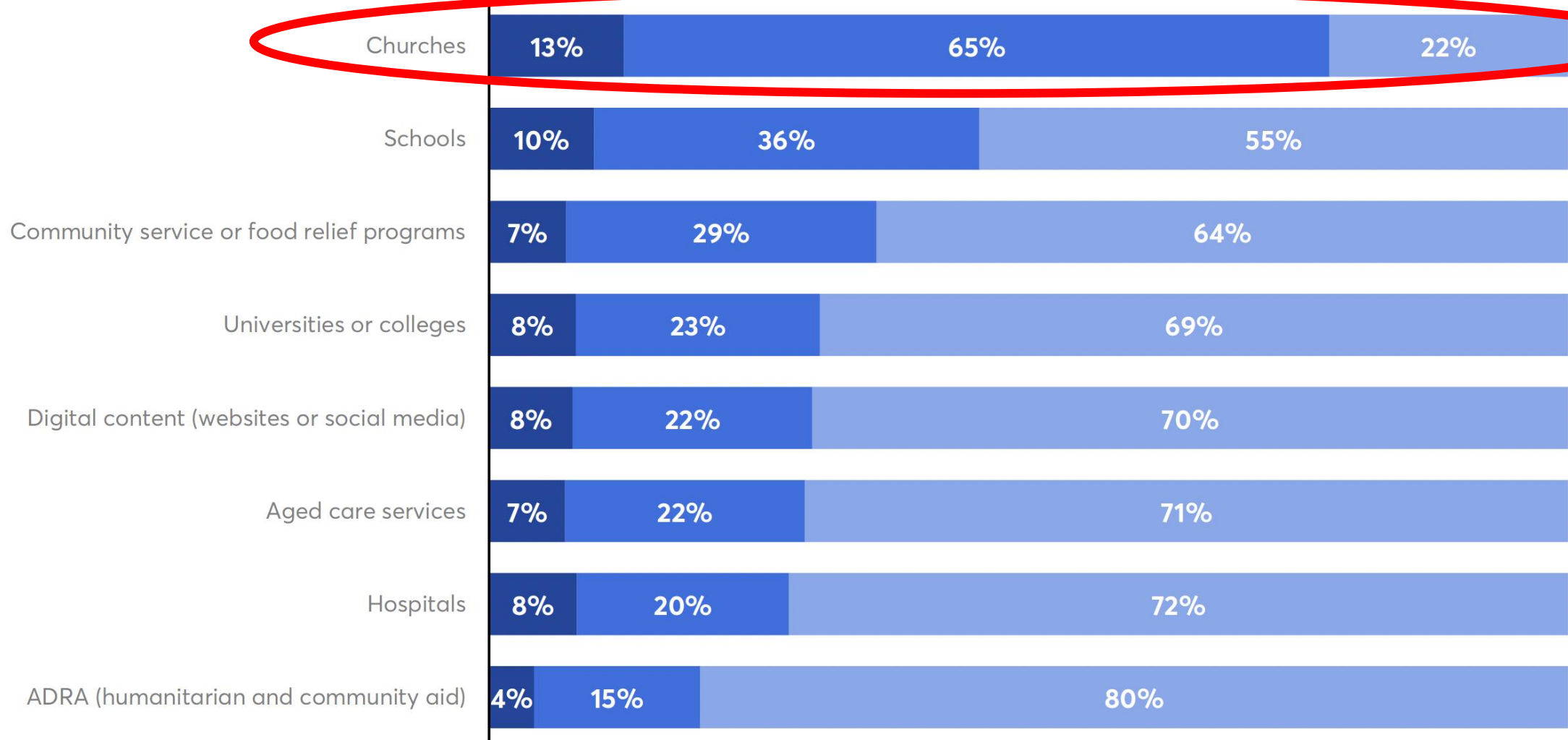
● I have heard of and engaged with this ● I have heard of this, but never engaged with this ● I have never heard of this



# WHICH OF THE FOLLOWING SEVENTH-DAY ADVENTIST ESTABLISHMENTS ARE YOU AWARE OF?

NEW ZEALAND (N=1,008)

● I have heard of and engaged with this ● I have heard of this, but never engaged with this ● I have never heard of this



# Older Australians know about the Church, younger Australians are engaging with it

WHICH OF THE FOLLOWING SEVENTH-DAY ADVENTIST ESTABLISHMENTS ARE YOU AWARE OF?

Churches

● Australia (n=1,530)



Gen Z



Gen Y



Gen X



Baby Boomers

I have heard of, but never engaged with this

50%

55%

76%

81%

I have heard of and engaged with this

24%

27%

10%

6%



# Engagement with the Church belongs to New Zealand's youth

WHICH OF THE FOLLOWING SEVENTH-DAY ADVENTIST ESTABLISHMENTS ARE YOU AWARE OF?

Churches

● New Zealand (n=1,008)



Gen Z



Gen Y



Gen X



Baby Boomers

I have heard of, but never engaged with this

52%

59%

71%

78%

I have heard of and engaged with this

23%

14%

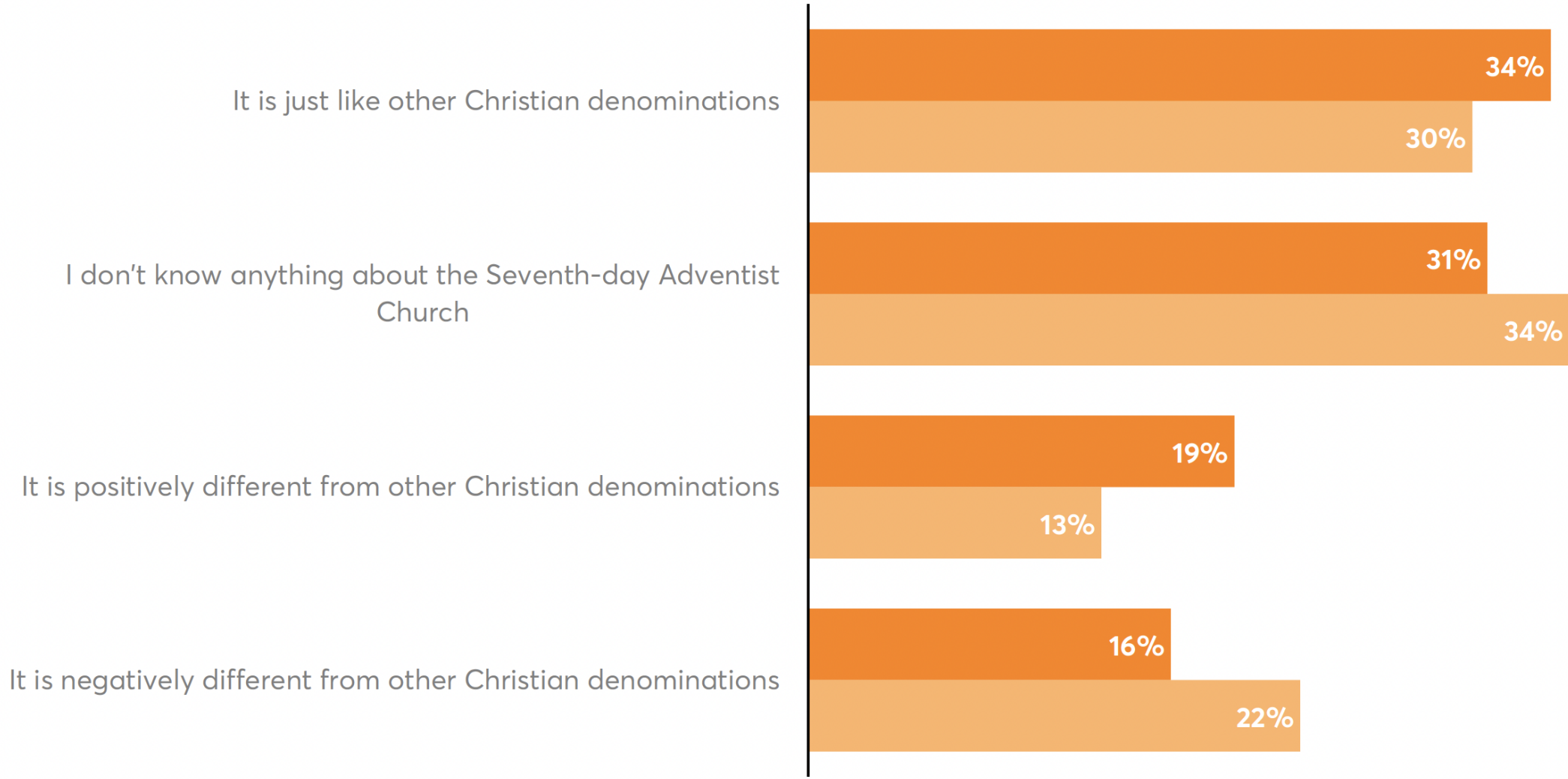
7%

7%

# WHICH OF THE FOLLOWING BEST DESCRIBES THE SEVENTH-DAY ADVENTIST CHURCH, COMPARED WITH OTHER CHRISTIAN DENOMINATIONS?

AUSTRALIA

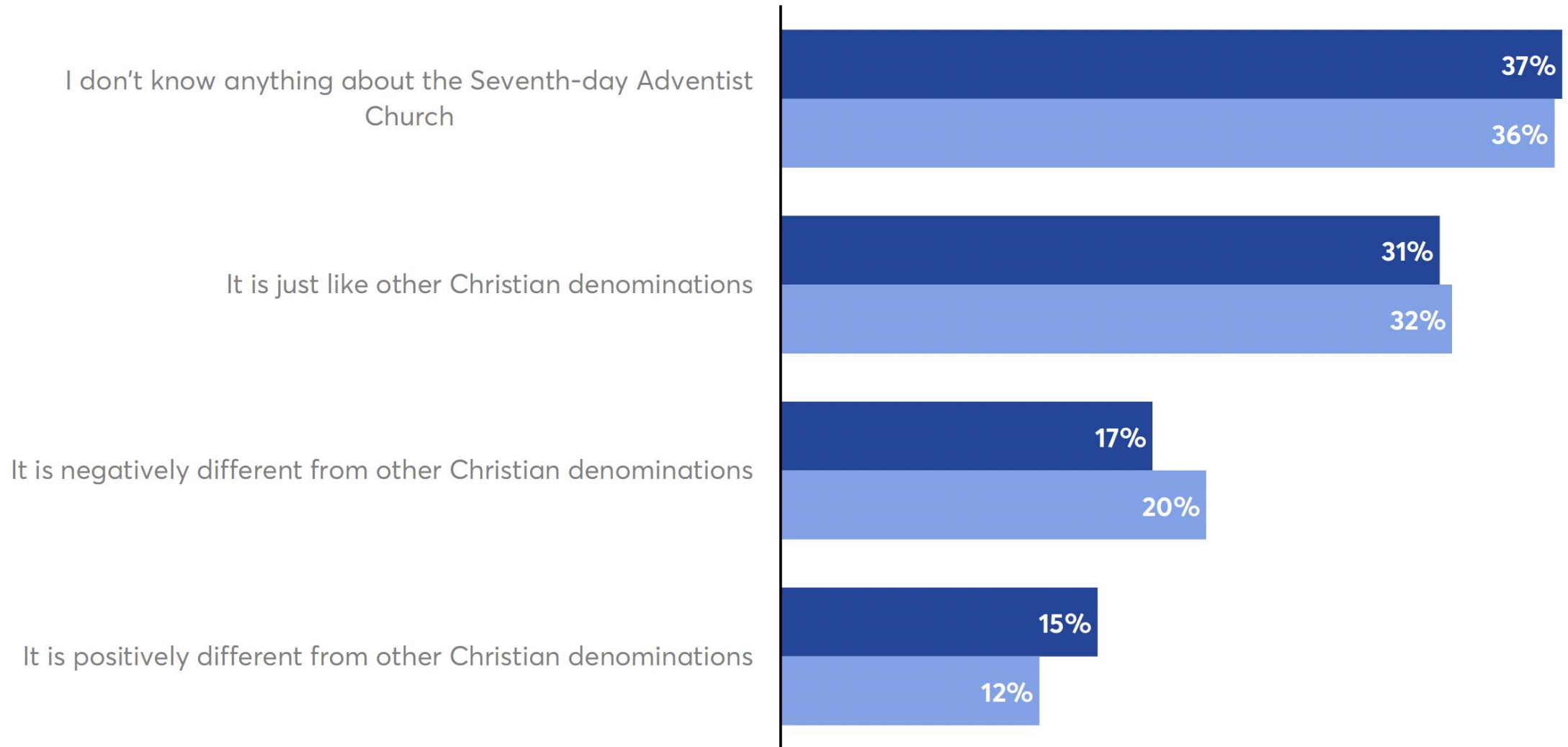
● 2026 (n=1,530) ● 2022 (n=1,501)



# WHICH OF THE FOLLOWING BEST DESCRIBES THE SEVENTH-DAY ADVENTIST CHURCH, COMPARED WITH OTHER CHRISTIAN DENOMINATIONS?

NEW ZEALAND

● 2026 (n=1,008) ● 2022 (n=996)



# Depending on the country, the Seventh-day Adventist Church is more positively different to different generations

WHICH OF THE FOLLOWING BEST DESCRIBES THE SEVENTH-DAY ADVENTIST CHURCH, COMPARED WITH OTHER CHRISTIAN DENOMINATIONS?

It is positively different from other denominations

● Australia (n=1,530) ● New Zealand (n=1,008)



Gen Z



Gen Y



Gen X



Baby Boomers

Australia

24%

27%

12%

13%

New Zealand

13%

14%

17%

26%

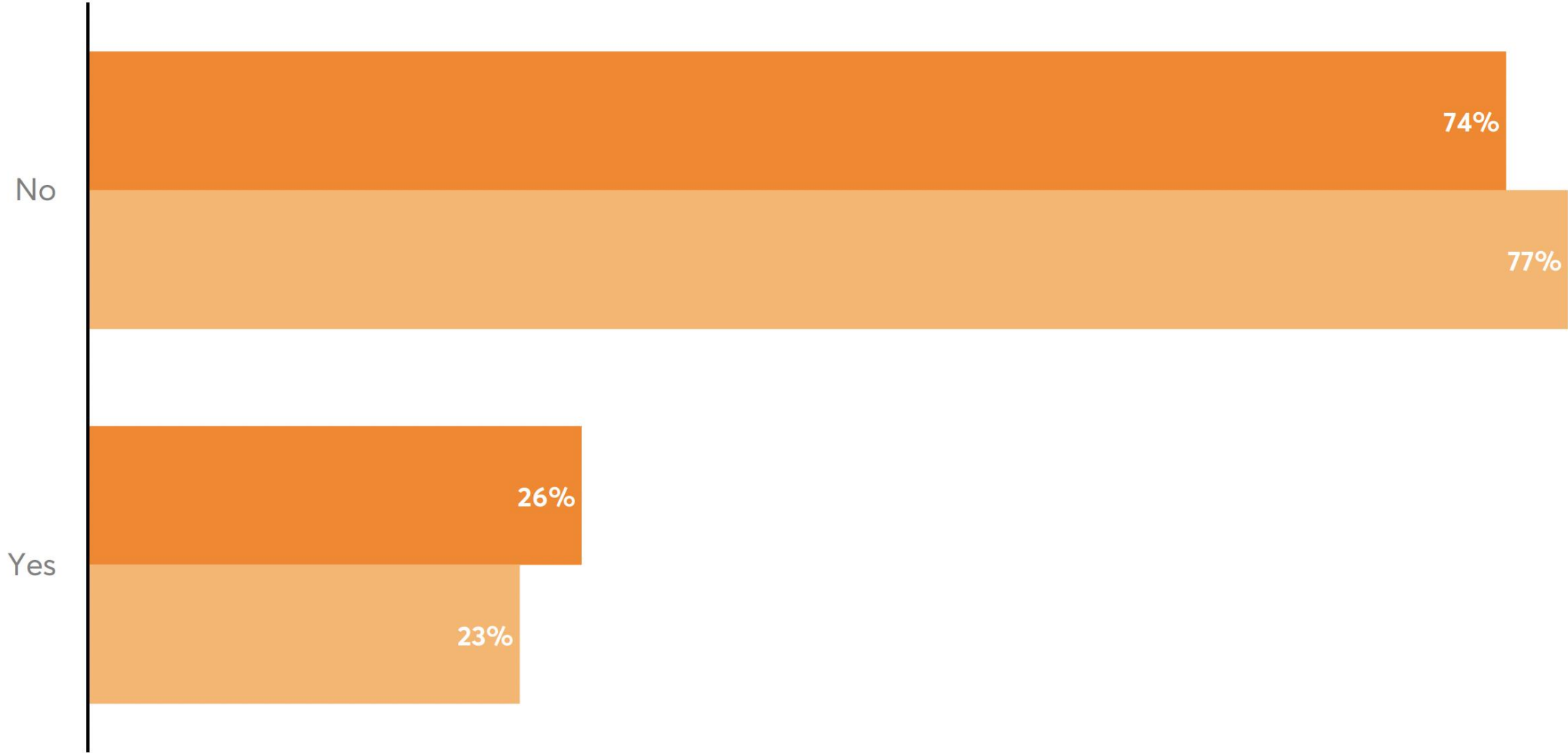


# Engagement with the Seventh-day Adventist movement

# DO YOU KNOW OF A SEVENTH-DAY ADVENTIST CHURCH IN YOUR LOCAL SUBURB/TOWN?

AUSTRALIA

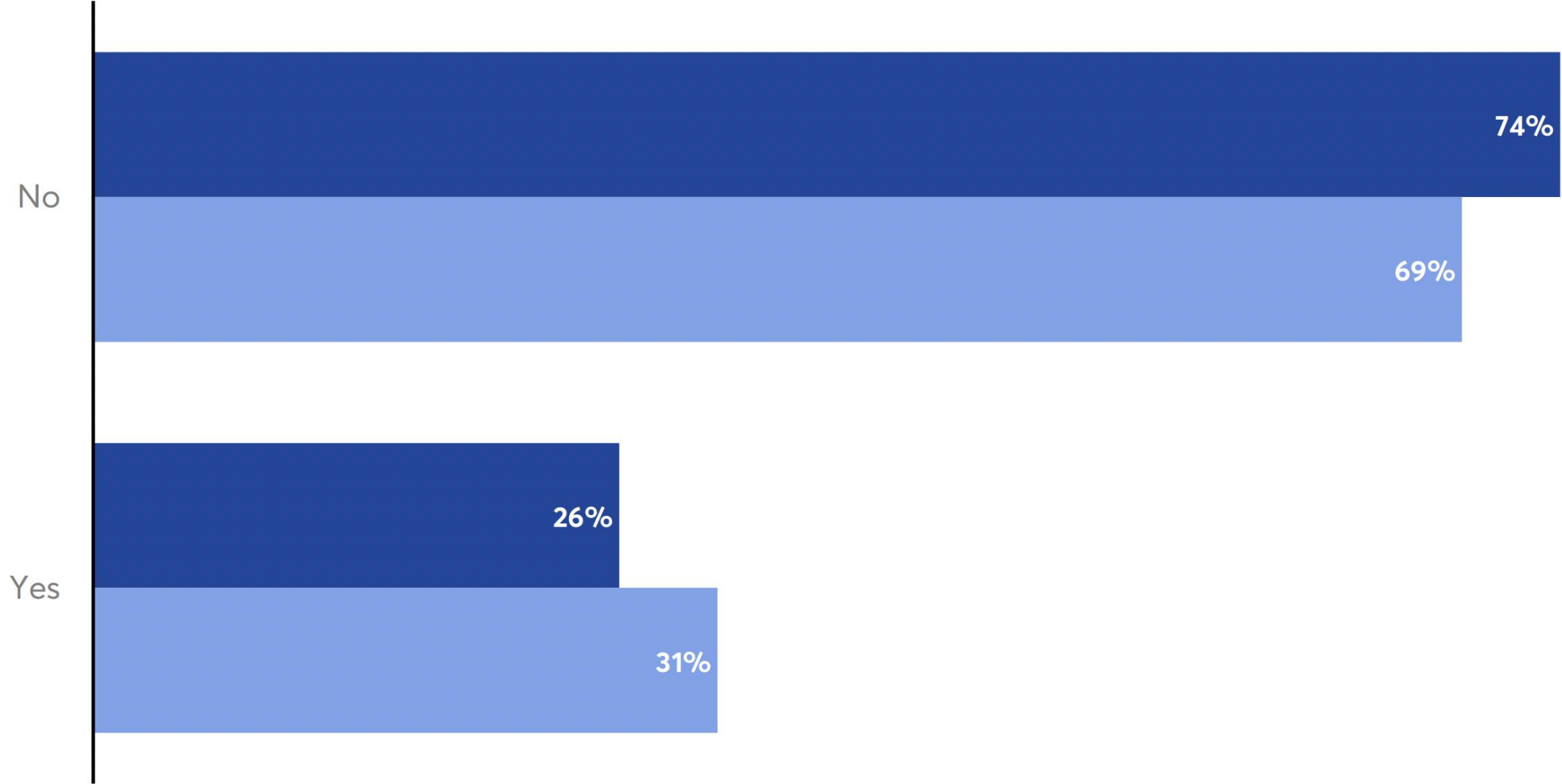
● 2026 (n=1,530) ● 2022 (n=1,501)



# DO YOU KNOW OF A SEVENTH-DAY ADVENTIST CHURCH IN YOUR LOCAL SUBURB/TOWN?

NEW ZEALAND

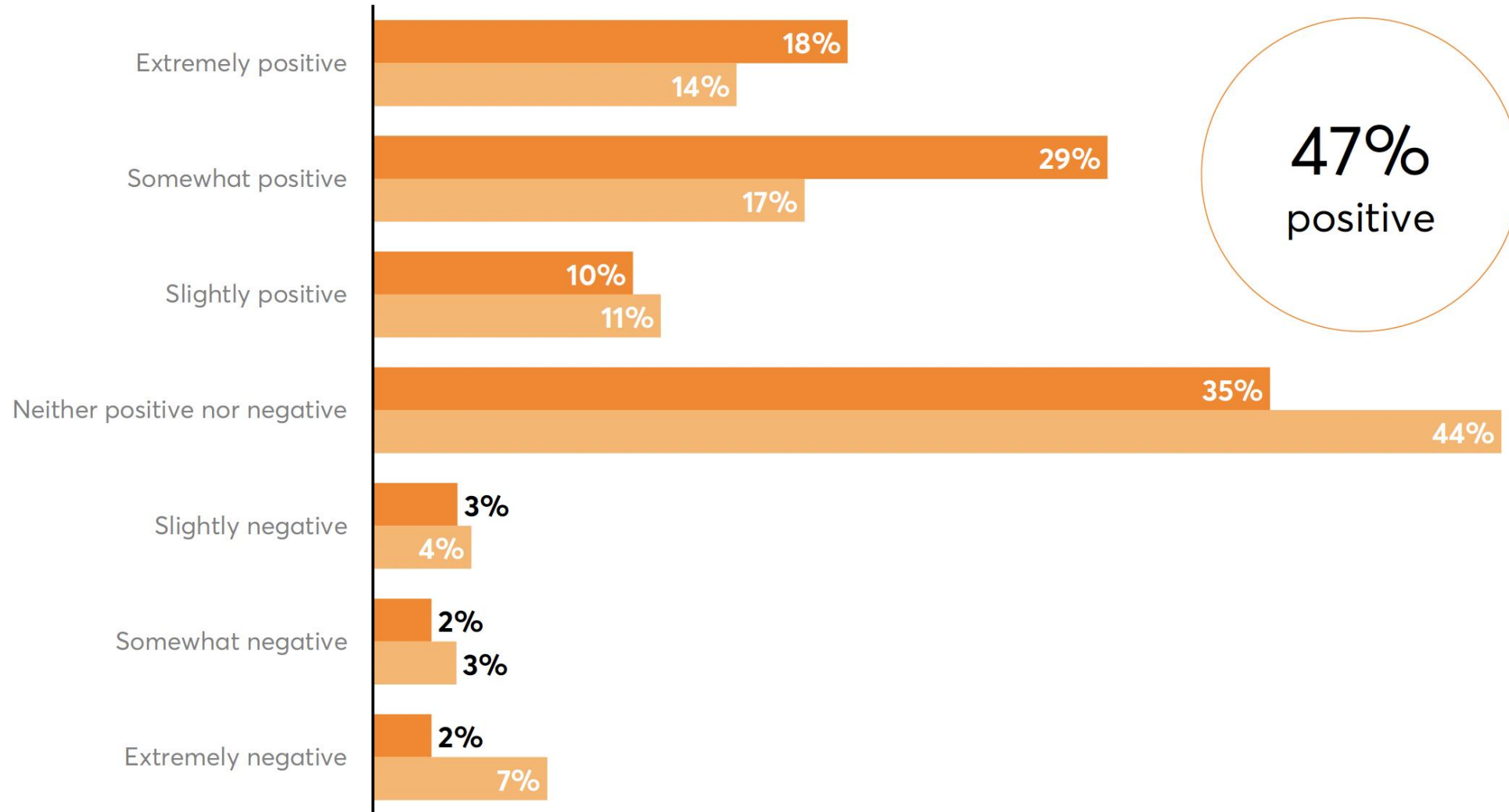
● 2026 (n=1,008) ● 2022 (n=996)



# WHAT INFLUENCE DO YOU BELIEVE HAVING A SEVENTH-DAY ADVENTIST CHURCH IN YOUR LOCAL SUBURB/TOWN HAS ON YOUR PERCEPTION OF THE SEVENTH-DAY ADVENTIST DENOMINATION?

AUSTRALIA

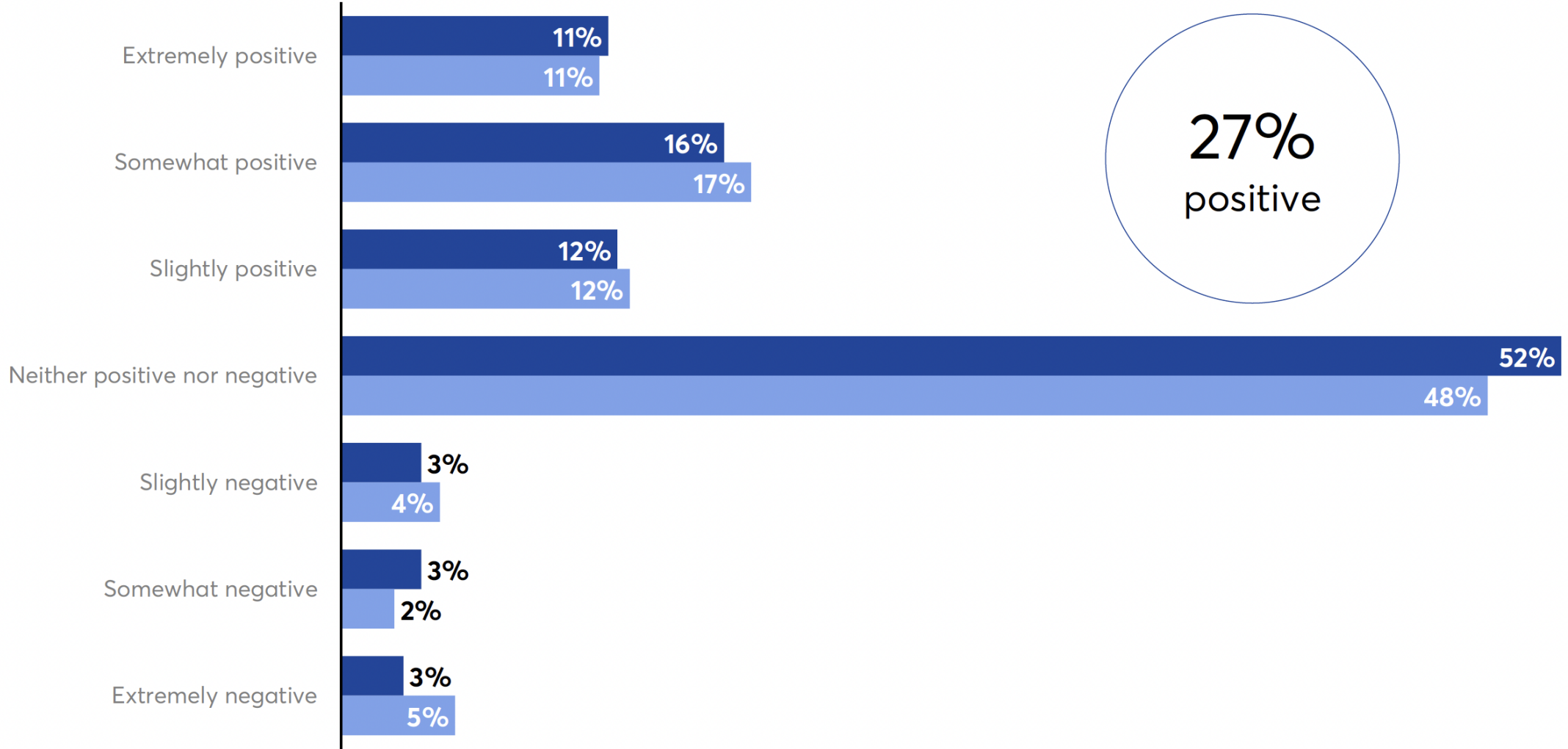
● 2026 (n=395) ● 2022 (n=339)



# WHAT INFLUENCE DO YOU BELIEVE HAVING A SEVENTH-DAY ADVENTIST CHURCH IN YOUR LOCAL SUBURB/TOWN HAS ON YOUR PERCEPTION OF THE SEVENTH-DAY ADVENTIST DENOMINATION?

NEW ZEALAND

● 2026 (n=266) ● 2022 (n=312)



# Metropolitan residents are almost twice as likely to believe Seventh-day Adventist churches have a positive influence, compared to regional residents

WHAT INFLUENCE DO YOU BELIEVE HAVING A SEVENTH-DAY ADVENTIST CHURCH IN YOUR LOCAL SUBURB/TOWN HAS ON YOUR PERCEPTION OF THE SEVENTH-DAY ADVENTIST DENOMINATION?

EXTREMELY/SOMEWHAT POSITIVE

 Australia (n=395)  New Zealand (n=266)



Metro

52%

34%



Regional

31%

18%

Difference

1.7x

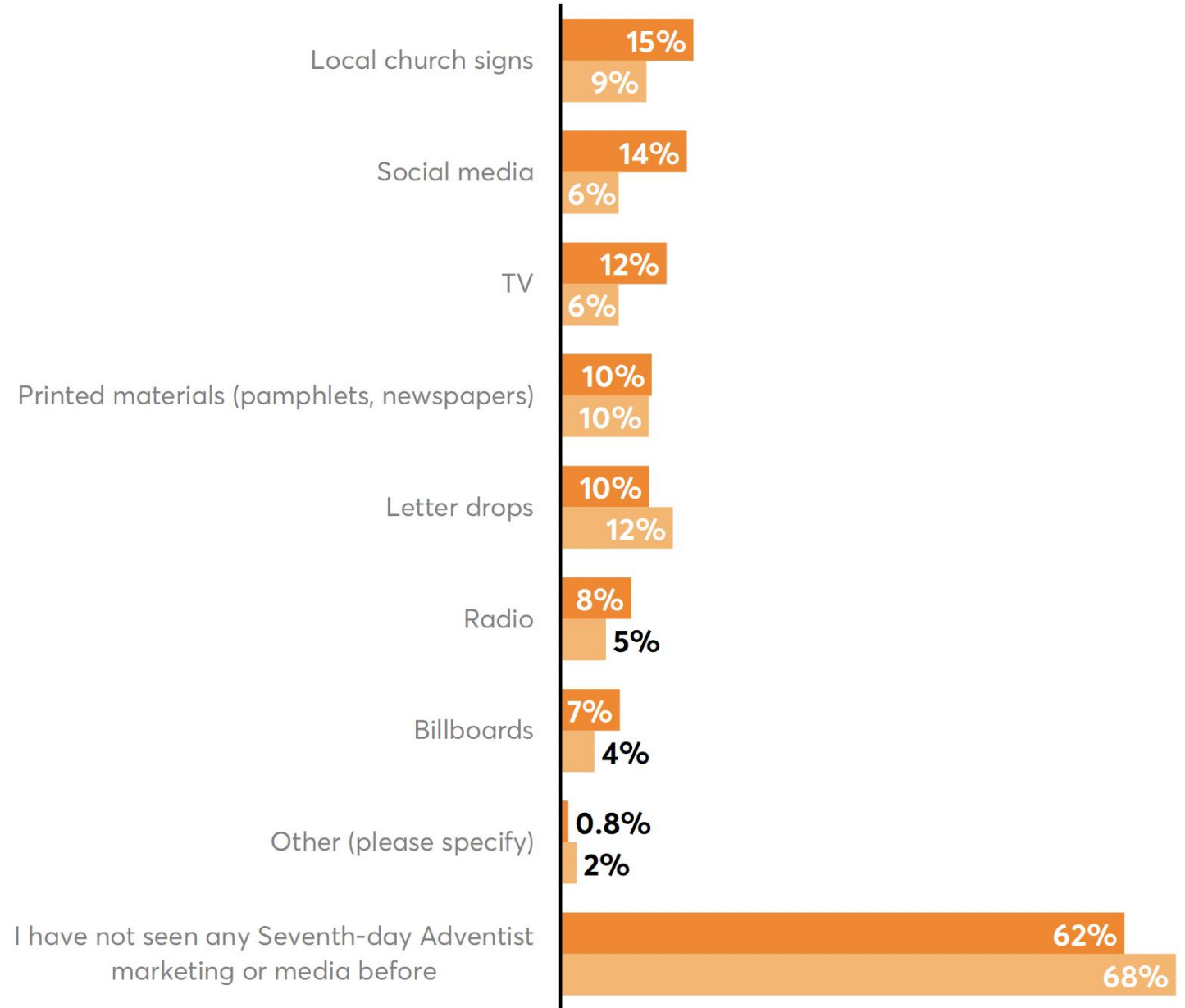
1.9x

# WHERE HAVE YOU SEEN SEVENTH-DAY ADVENTIST ADVERTISING OR MARKETING BEFORE?

PLEASE SELECT ALL THAT APPLY.

AUSTRALIA

- 2026 (n=1,530)
- 2022 (n=1,501)

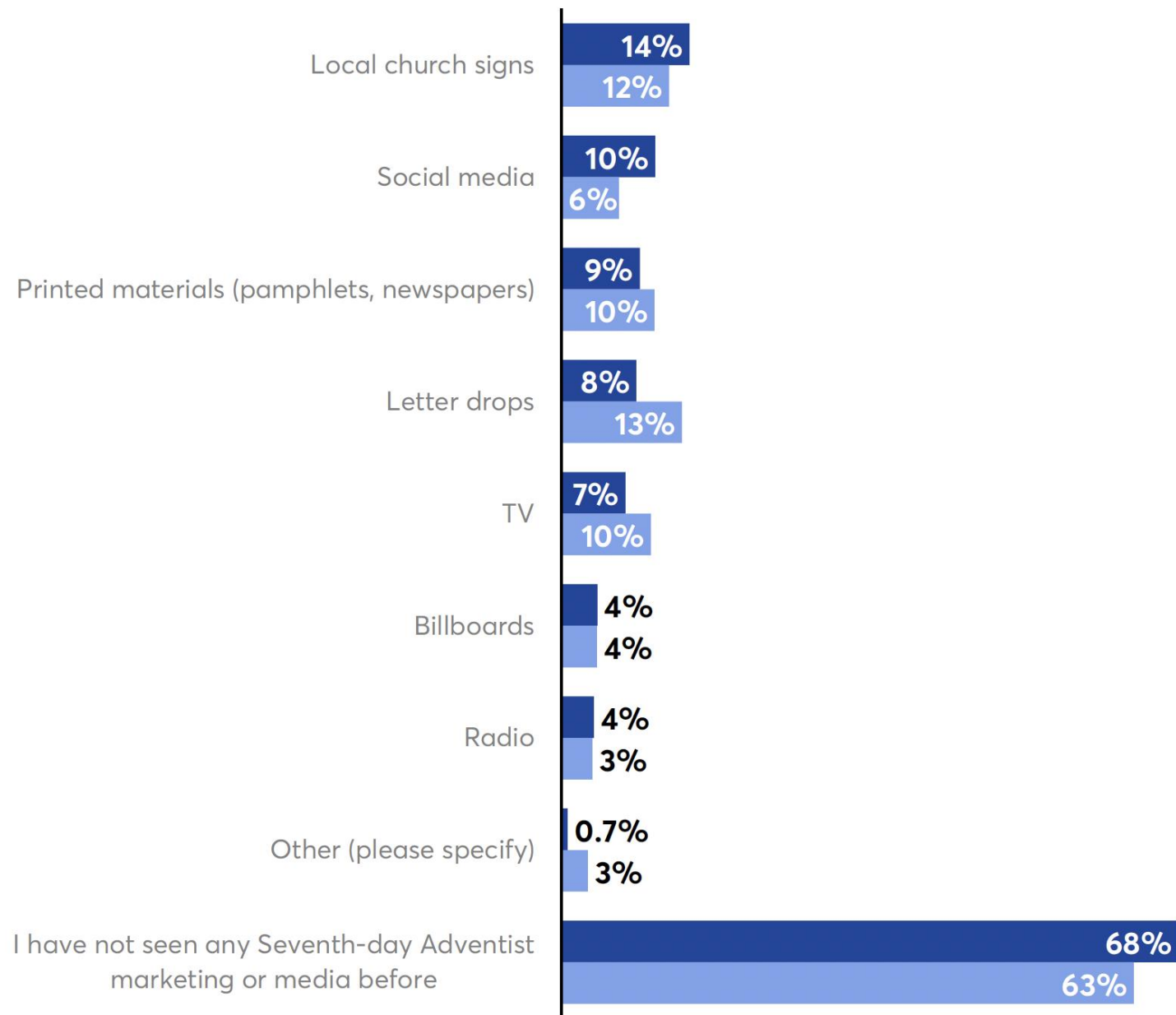


## WHERE HAVE YOU SEEN SEVENTH-DAY ADVENTIST ADVERTISING OR MARKETING BEFORE?

PLEASE SELECT ALL THAT APPLY.

NEW ZEALAND

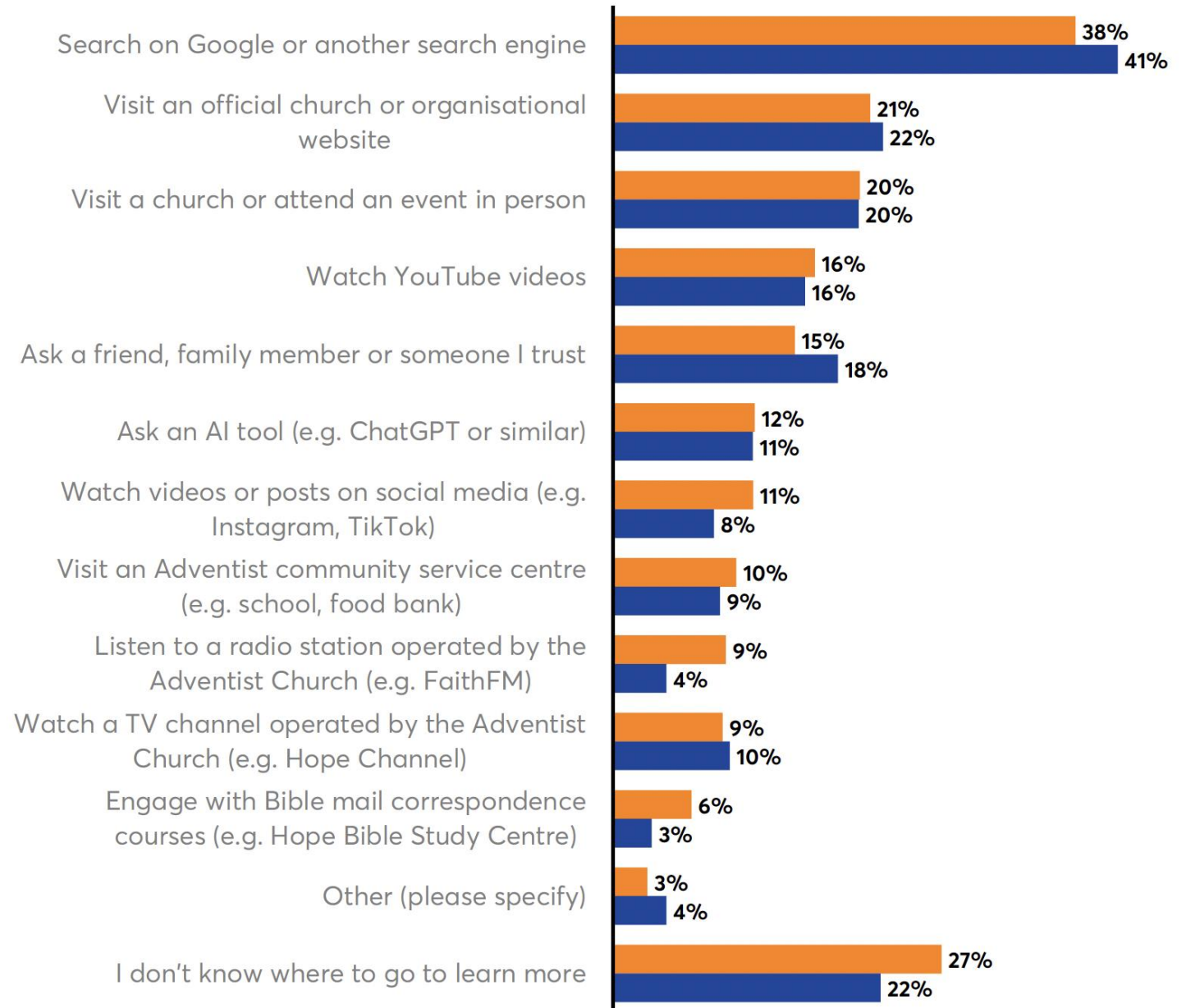
- 2026 (n=1,008)
- 2022 (n=996)



# IF YOU WERE CURIOUS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH, WHERE WOULD YOU MOST LIKELY GO TO LEARN MORE?

PLEASE SELECT ALL THAT APPLY.

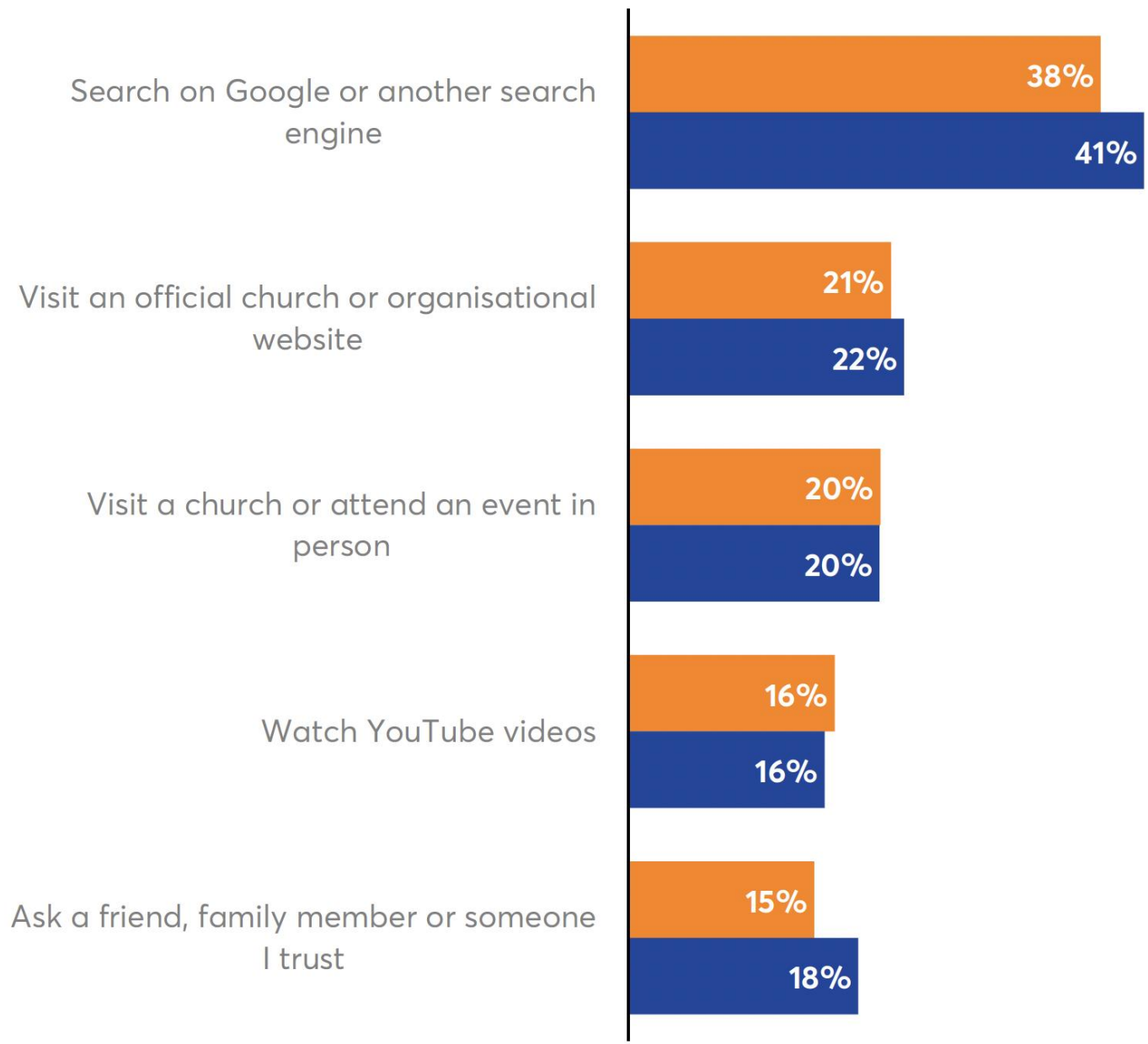
- Australia (n=1,530)
- New Zealand (n=1,008)



**IF YOU WERE CURIOUS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH, WHERE WOULD YOU MOST LIKELY GO TO LEARN MORE?**

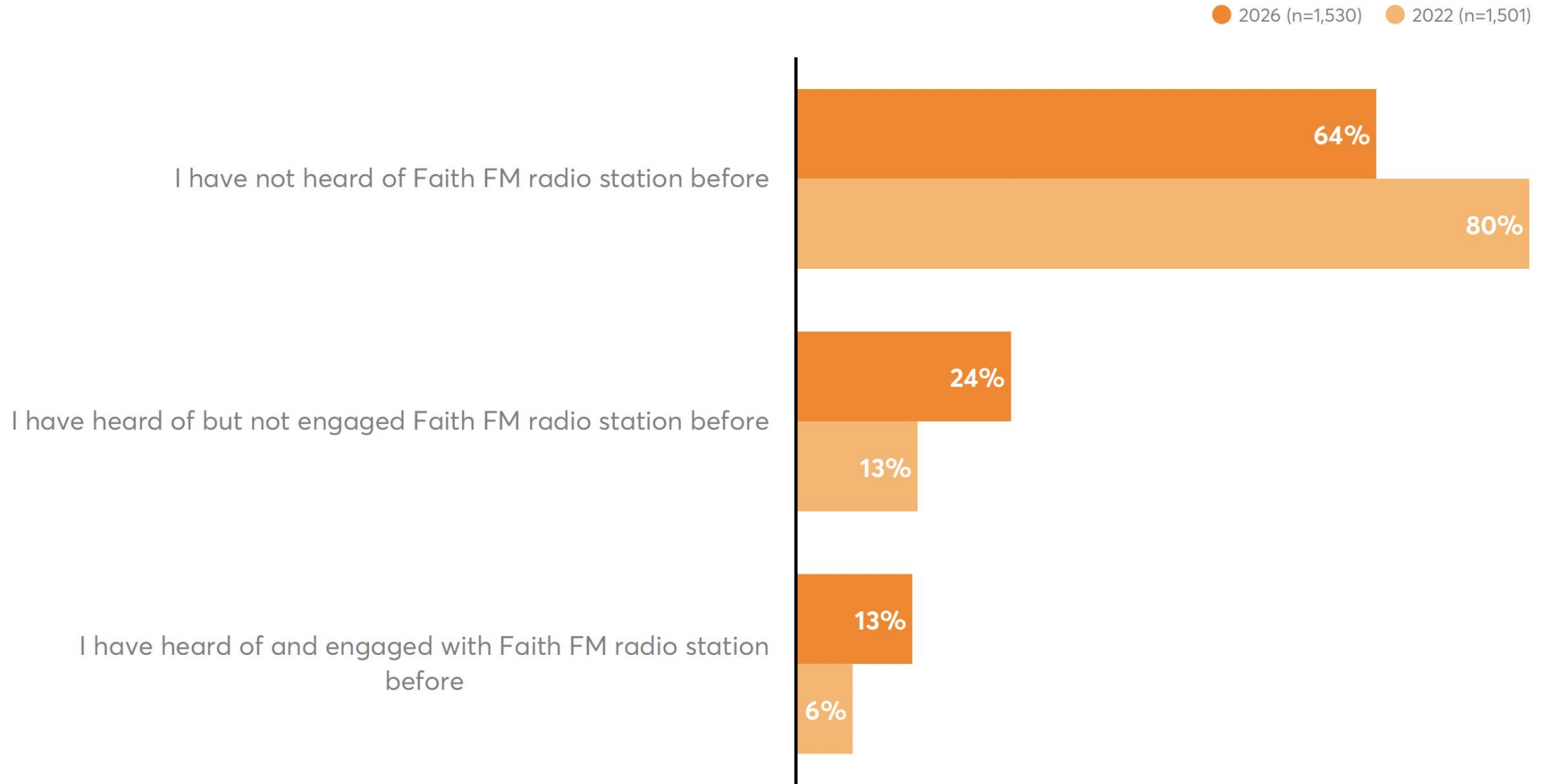
PLEASE SELECT ALL THAT APPLY.

- Australia (n=1,530)
- New Zealand (n=1,008)



# HAVE YOU HEARD OF, OR ENGAGED WITH FAITH FM RADIO?

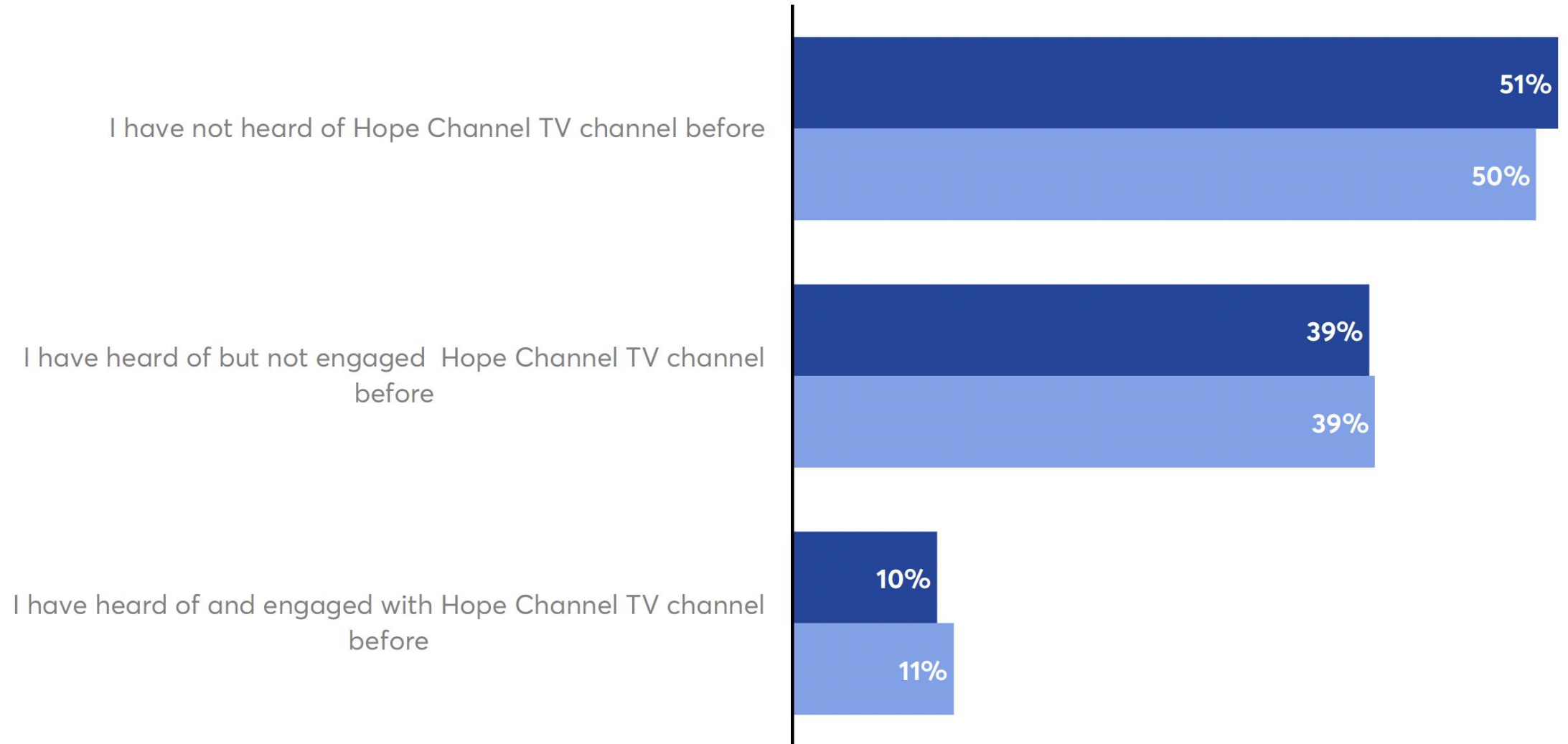
AUSTRALIA



# HAVE YOU HEARD OF, OR ENGAGED WITH HOPE CHANNEL?

NEW ZEALAND

● 2026 (n=1,008) ● 2022 (n=996)



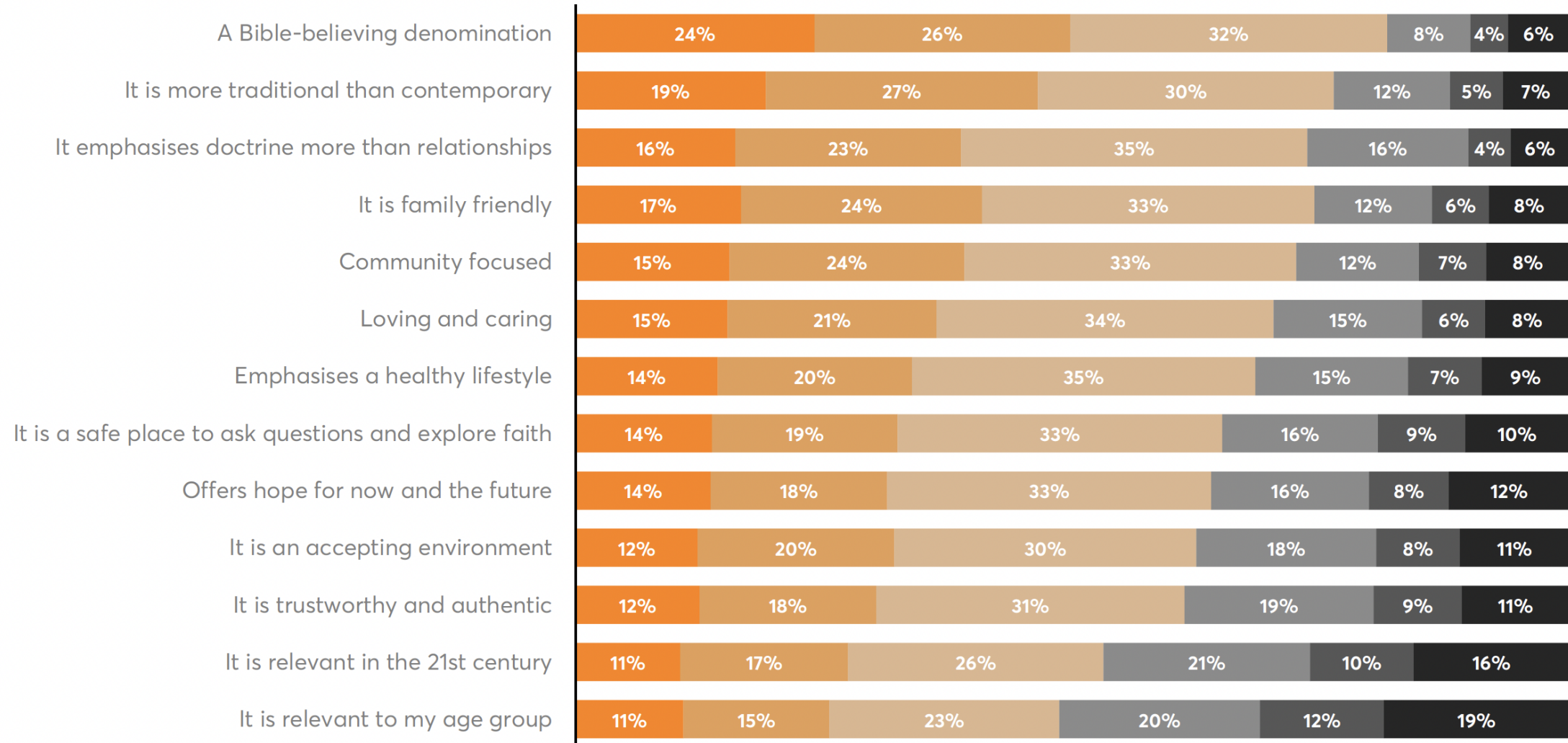
5

**Future sentiment**

# TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

AUSTRALIA (N=1,530)

● Strongly agree 
 ● Somewhat agree 
 ● Slightly agree 
 ● Slightly disagree 
 ● Somewhat disagree 
 ● Strongly disagree

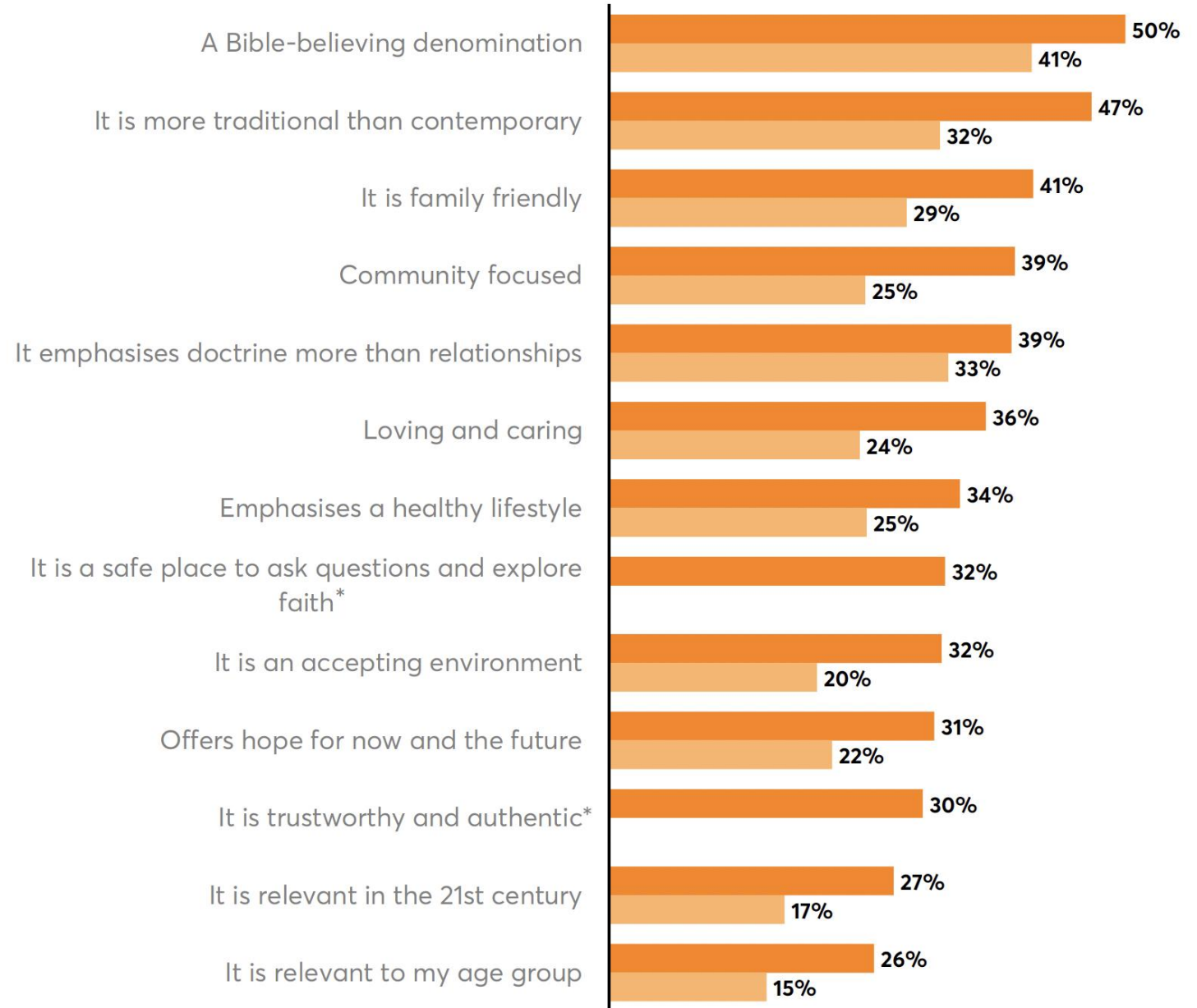


# TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

STRONGLY/SOMEWHAT AGREE  
AUSTRALIA

● 2026 (n=1,530)  
● 2022 (n=1,501)

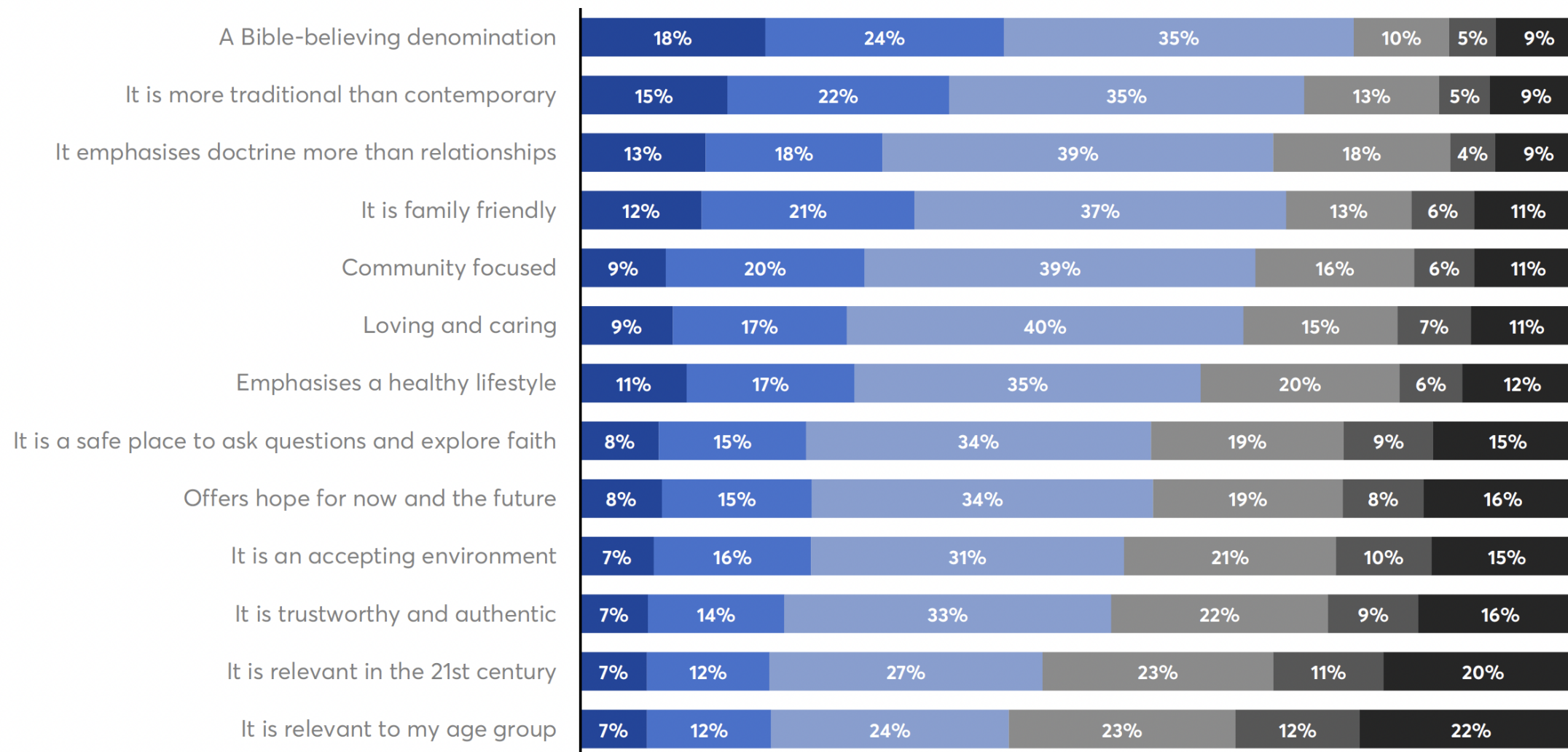
\*Statements were added in 2026



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NEW ZEALAND (N=1,008)

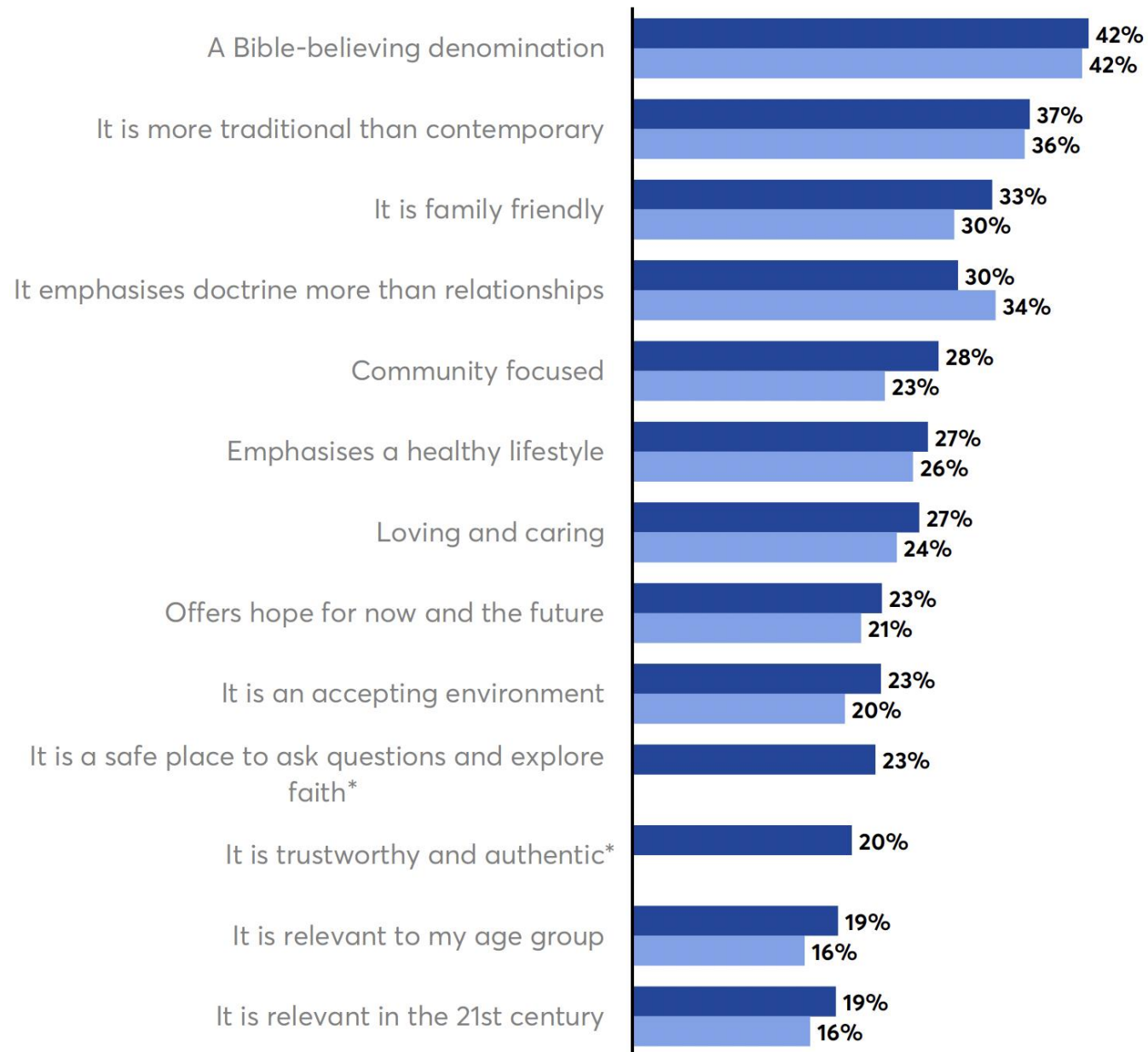
● Strongly agree  
 ● Somewhat agree  
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 ● Slightly disagree  
 ● Somewhat disagree  
 ● Strongly disagree



# TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

STRONGLY/SOMEWHAT AGREE  
NEW ZEALAND

- 2026 (n=1,008)
- 2022 (n=996)



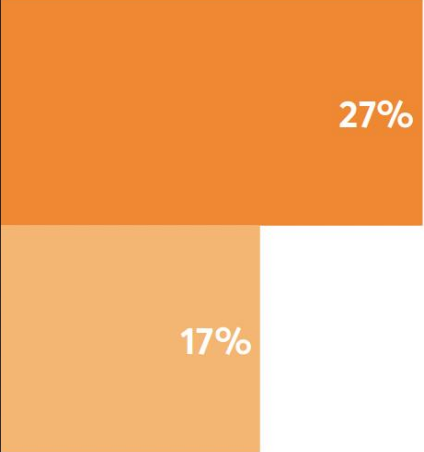
\*Statements were added in 2026

**TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?**

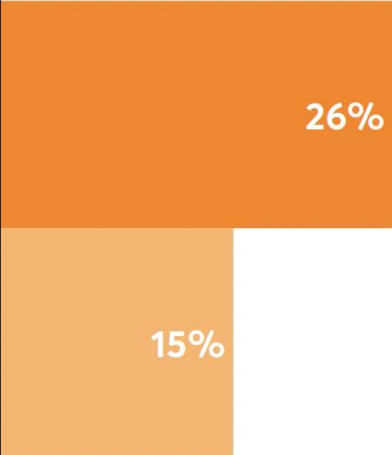
STRONGLY/SOMEWHAT AGREE  
AUSTRALIA

- 2026 (n=1,530)
- 2022 (n=1,501)

It is relevant in the 21st century



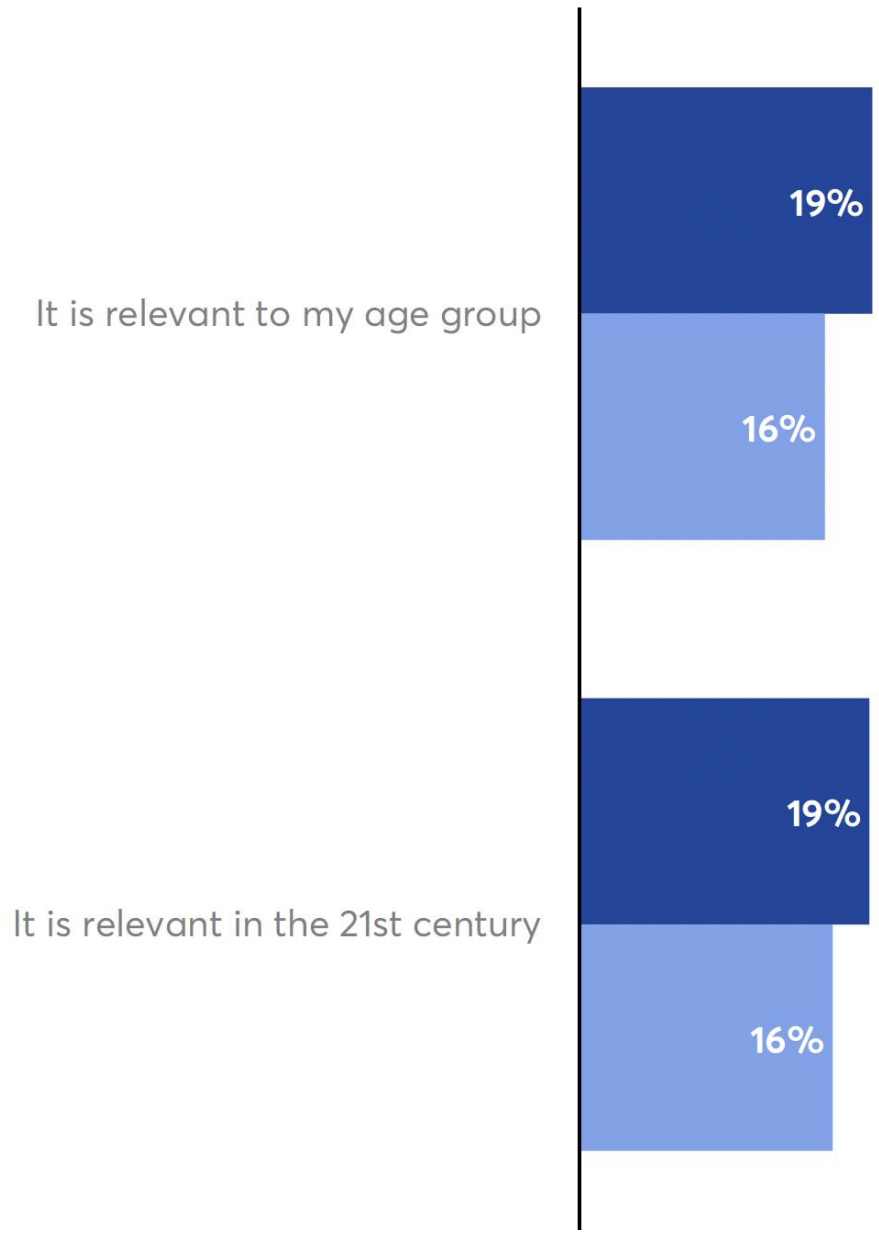
It is relevant to my age group



# TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH?

STRONGLY/SOMEWHAT AGREE  
NEW ZEALAND

- 2026 (n=1,008)
- 2022 (n=996)

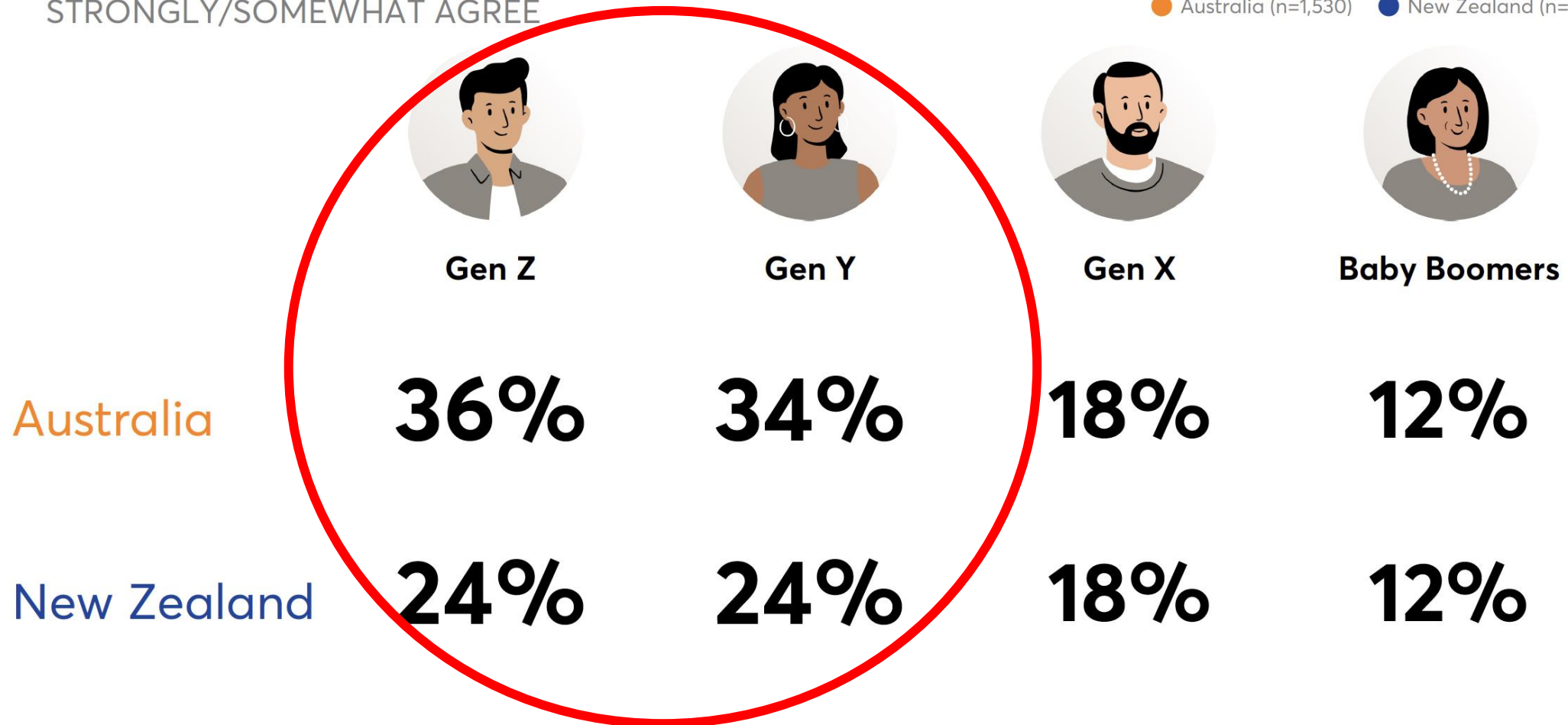


# Younger generations are more likely to find the Church relevant to their age group

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH? - It is relevant to my age group

STRONGLY/SOMEWHAT AGREE

● Australia (n=1,530) ● New Zealand (n=1,008)

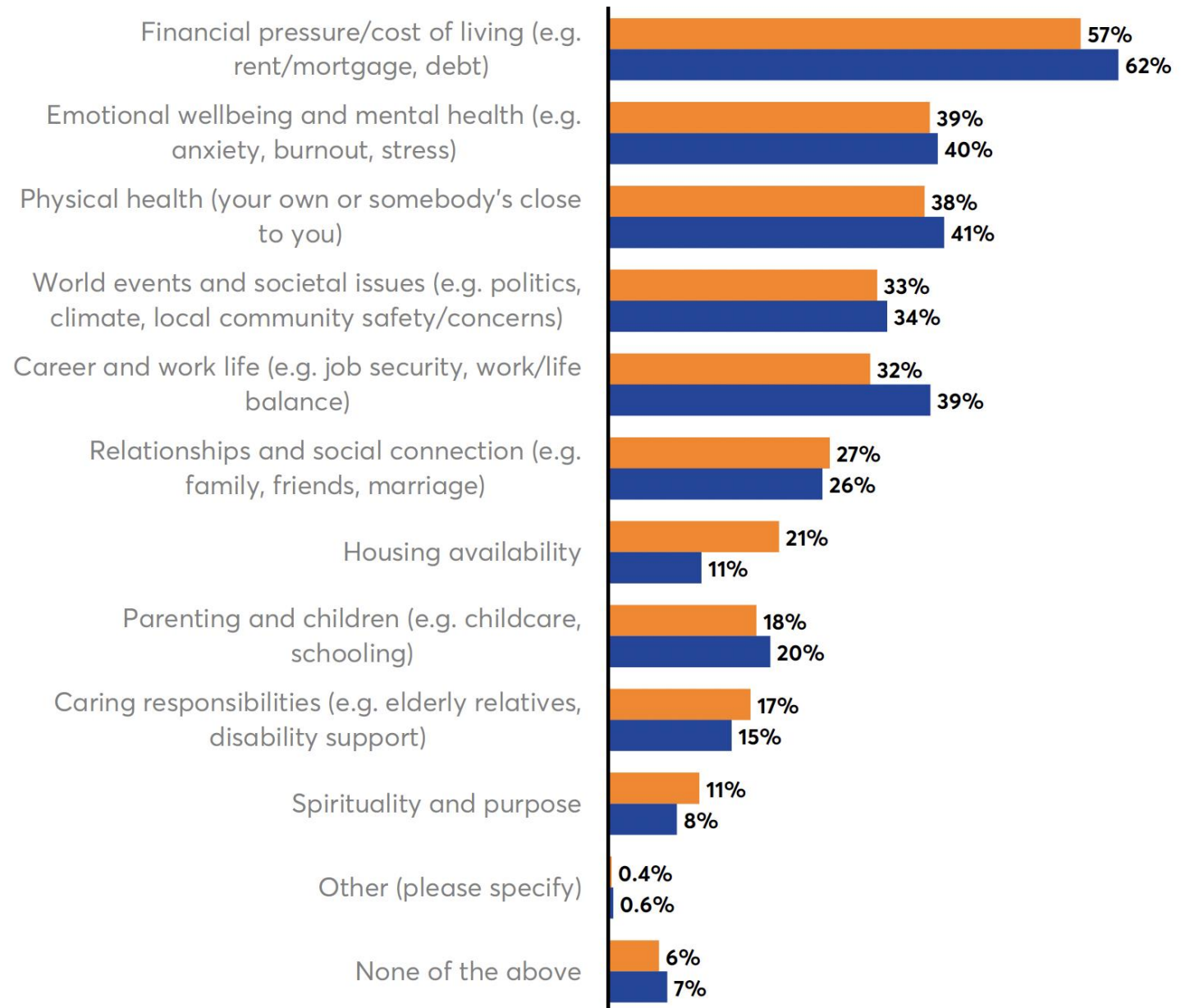


POLL Q3

## THINKING ABOUT THE YEAR AHEAD, WHICH OF THE FOLLOWING AREAS DO YOU EXPECT TO BE YOUR PRIMARY SOURCE(S) OF STRESS?

PLEASE SELECT ALL THAT APPLY.

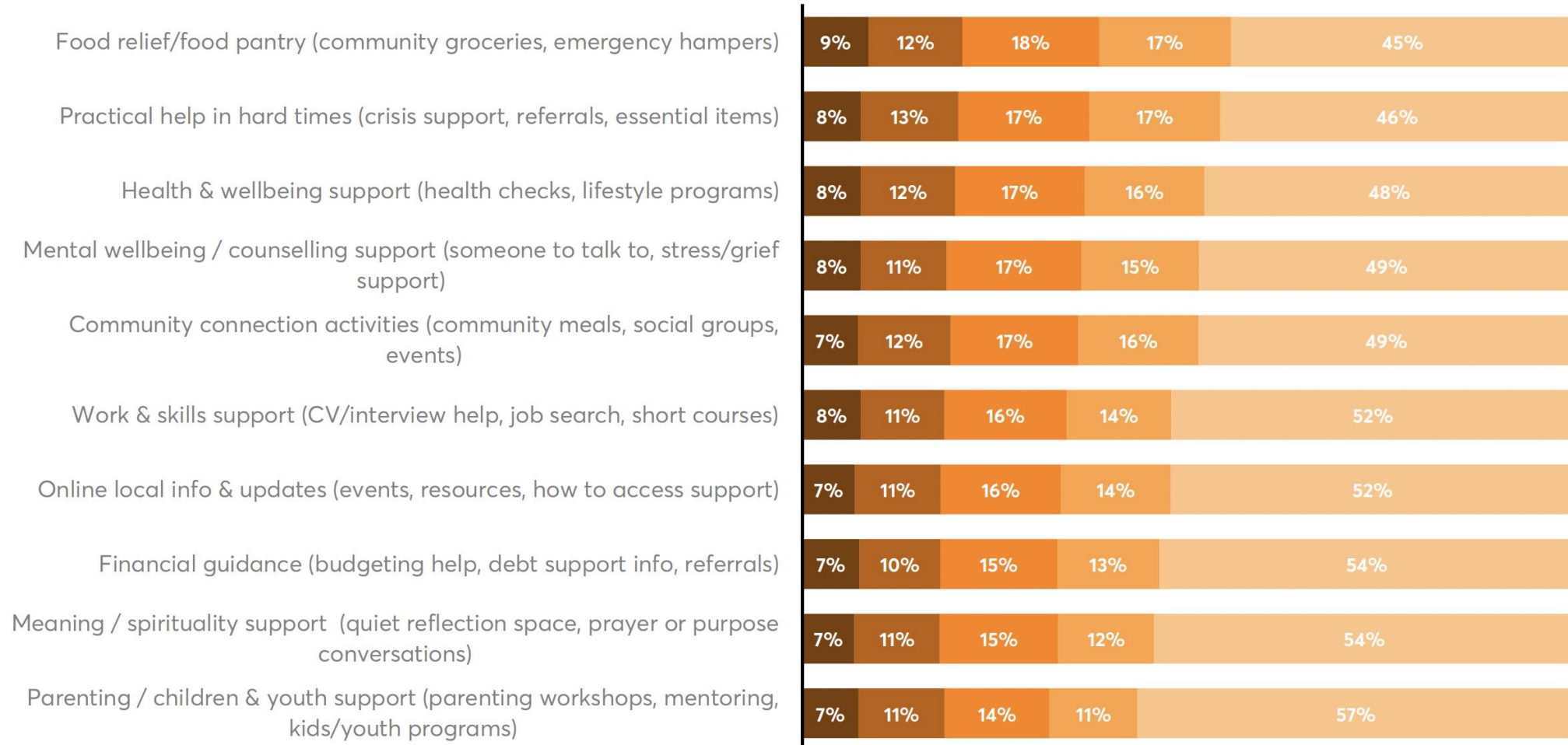
- Australia (n=1,530)
- New Zealand (n=1,008)



## IF THE FOLLOWING SUPPORT SERVICES WERE AVAILABLE LOCALLY THROUGH THE SEVENTH-DAY ADVENTIST CHURCH, HOW LIKELY WOULD YOU BE TO USE THEM IF NEED AROSE?

AUSTRALIA (N=1,530)

Extremely likely   Very likely   Somewhat likely   Slightly likely   Not at all likely

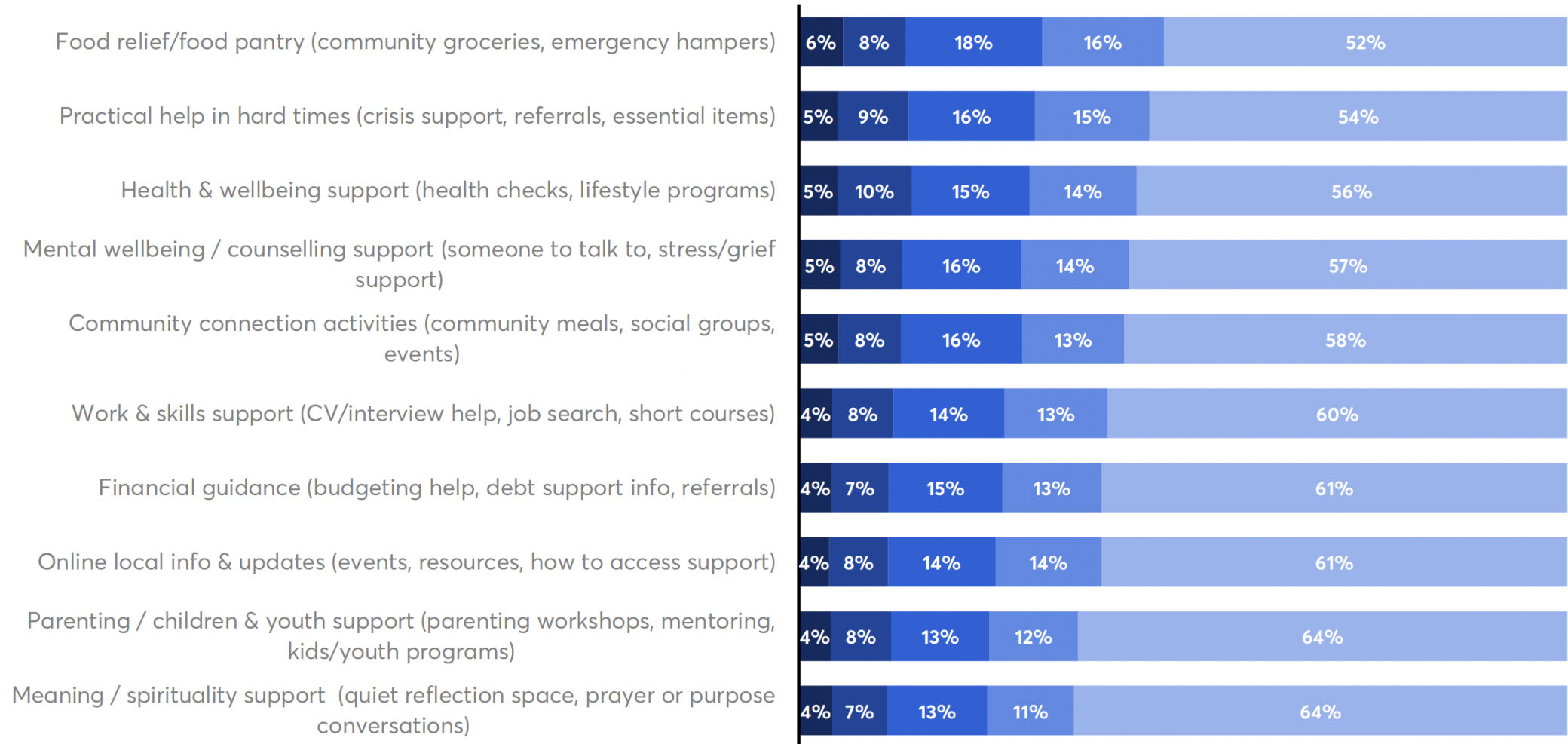


Similar potential engagement for the top services

# IF THE FOLLOWING SUPPORT SERVICES WERE AVAILABLE LOCALLY THROUGH THE SEVENTH-DAY ADVENTIST CHURCH, HOW LIKELY WOULD YOU BE TO USE THEM IF NEED AROSE?

NEW ZEALAND (N=1,008)

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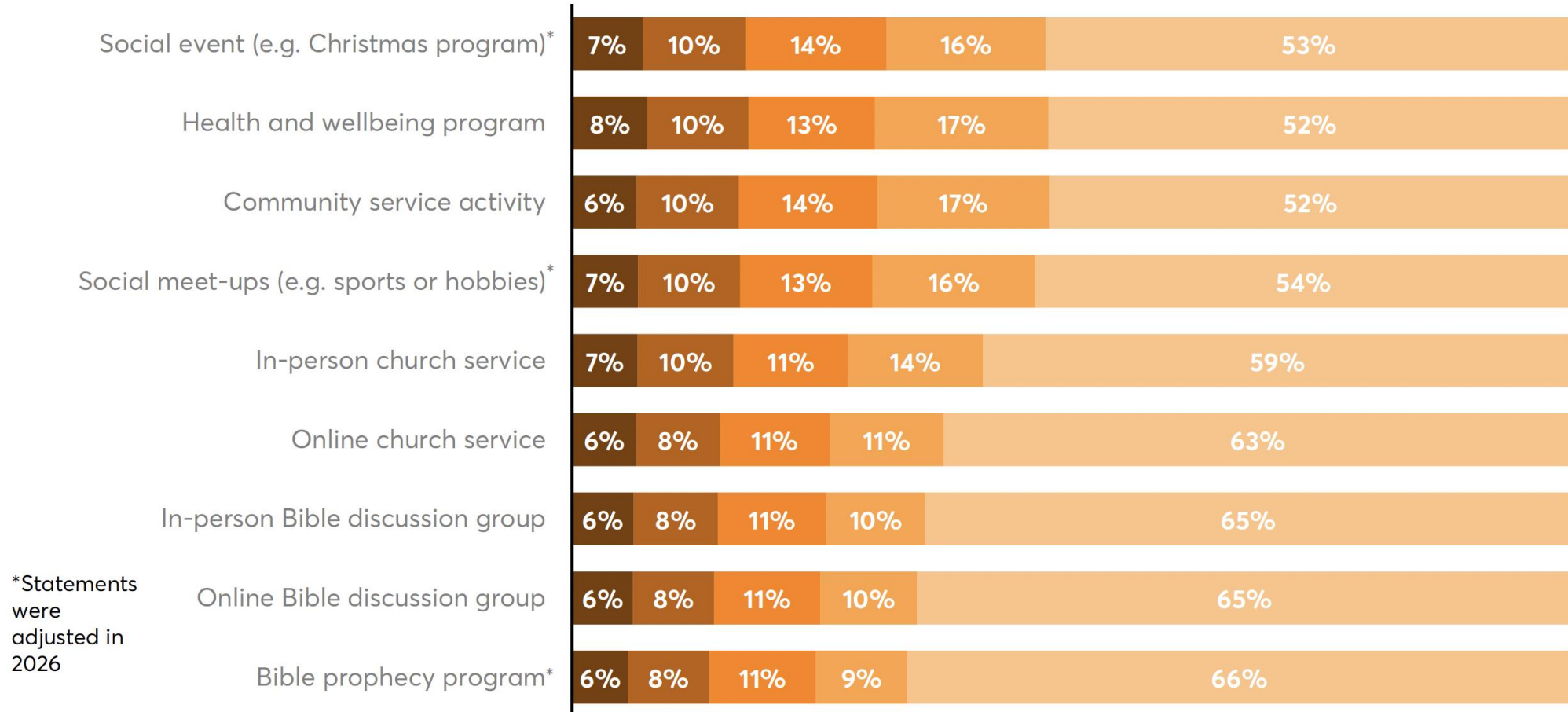


**Similar potential engagement for the top services**

## HOW LIKELY WOULD YOU BE TO ATTEND THE FOLLOWING SEVENTH-DAY ADVENTIST ACTIVITIES IF YOU WERE INVITED BY A FAMILY MEMBER OR FRIEND?

AUSTRALIA (N=1,530)

● Extremely likely ● Very likely ● Somewhat likely ● Slightly likely ● Not at all likely



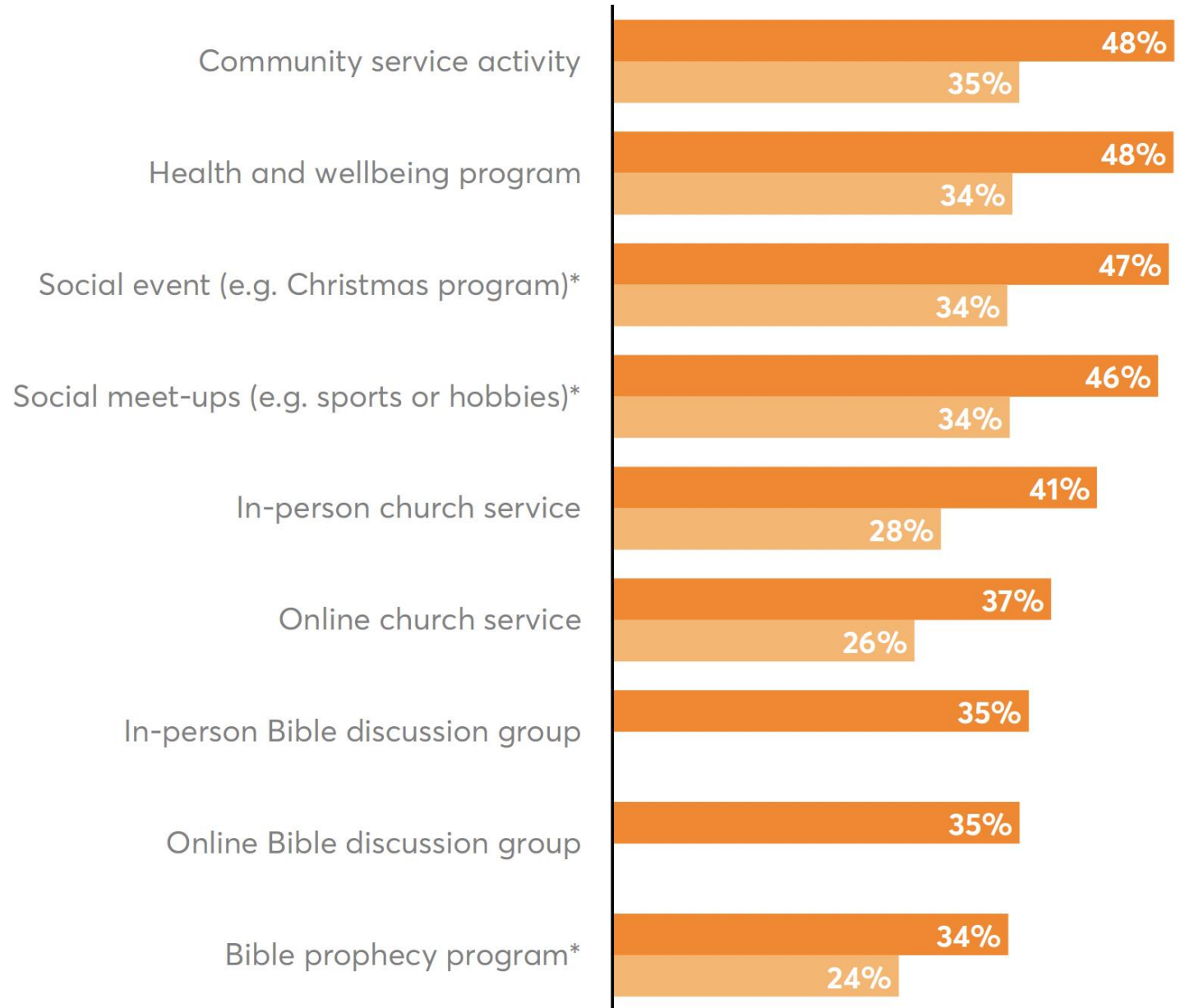
\*Statements were adjusted in 2026

Almost 1 in 3 would attend a social event or health/wellbeing event (extremely – somewhat likely = 31%)

**HOW LIKELY WOULD YOU BE TO ATTEND THE FOLLOWING SEVENTH-DAY ADVENTIST ACTIVITIES IF YOU WERE INVITED BY A FAMILY MEMBER OR FRIEND?**

NET: LIKELY  
AUSTRALIA

● 2026 (n=1,530)  
● 2022 (n=1,501)

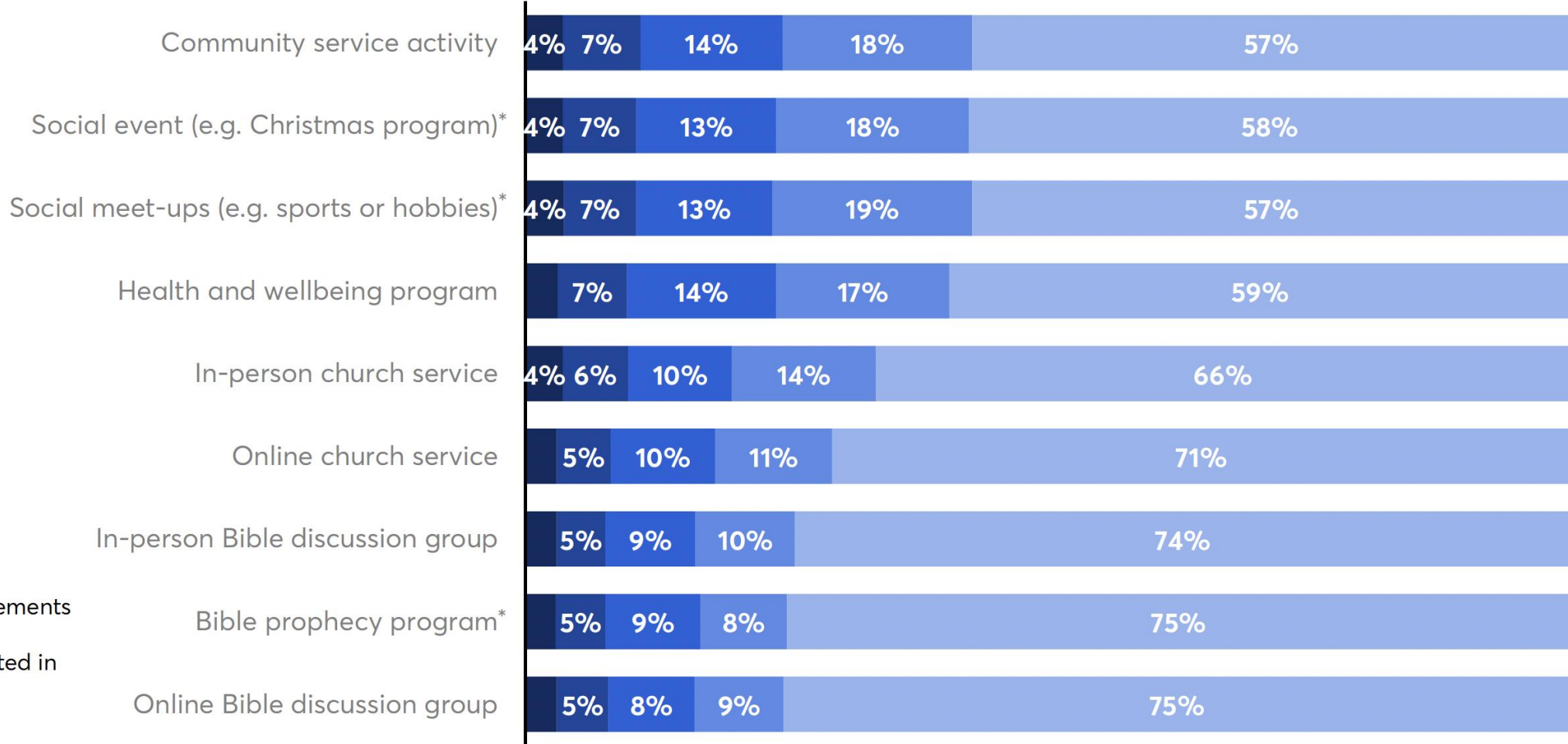


\*Statements were adjusted in 2026

**HOW LIKELY WOULD YOU BE TO ATTEND THE FOLLOWING SEVENTH-DAY ADVENTIST ACTIVITIES IF YOU WERE INVITED BY A FAMILY MEMBER OR FRIEND?**

NEW ZEALAND (N=1,008)

● Extremely likely ● Very likely ● Somewhat likely ● Slightly likely ● Not at all likely



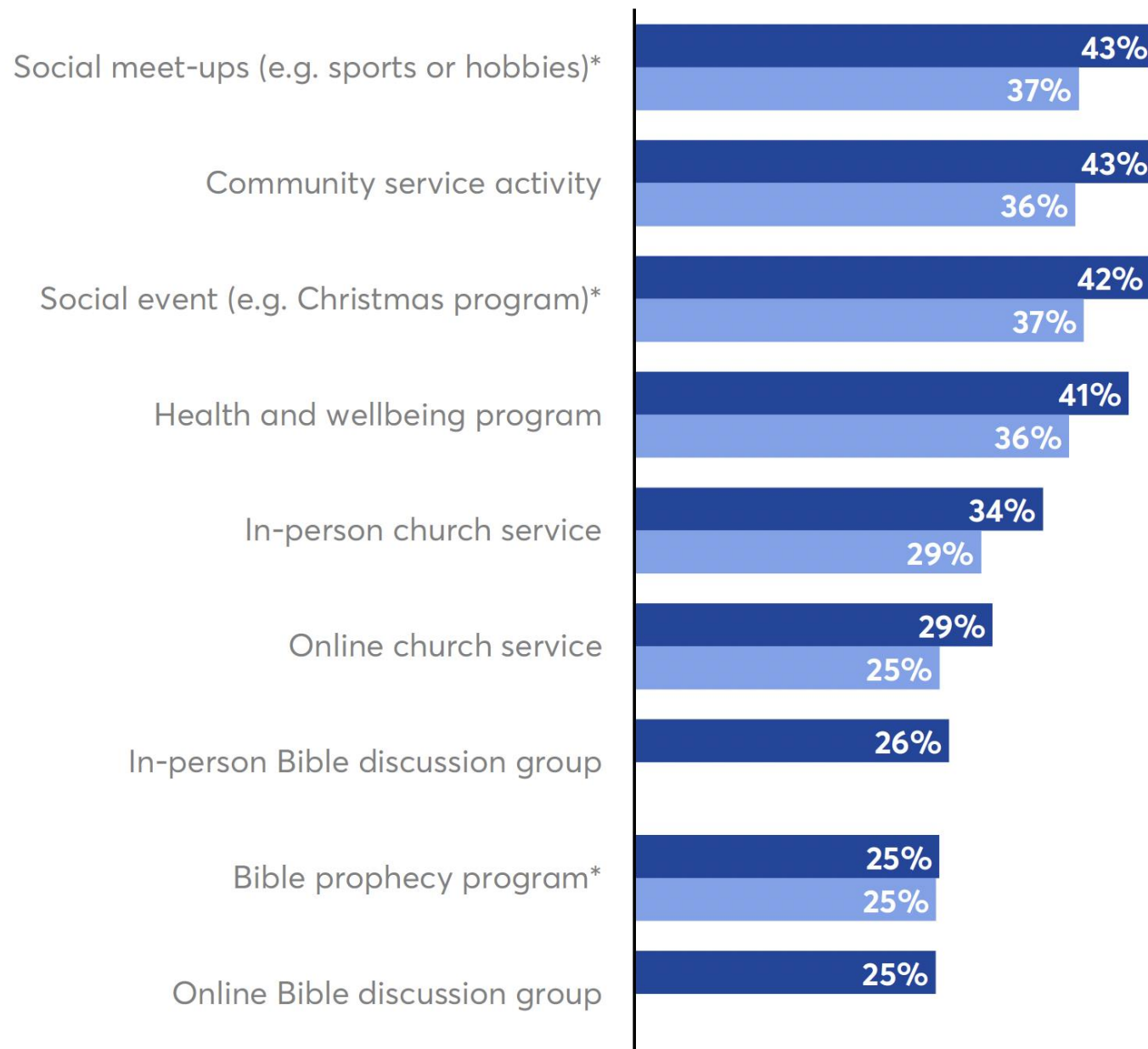
\*Statements were adjusted in 2026

Almost 1 in 4 would attend community/social/health events (extremely – somewhat likely = 31%)

**HOW LIKELY WOULD YOU BE TO ATTEND THE FOLLOWING SEVENTH-DAY ADVENTIST ACTIVITIES IF YOU WERE INVITED BY A FAMILY MEMBER OR FRIEND?**

NET: LIKELY  
NEW ZEALAND

- 2026 (n=1,008)
- 2022 (n=996)



\*Statements were adjusted in 2026

How can the church be  
relevant in the 21st century?

# HOW DO YOU THINK THE SEVENTH-DAY ADVENTIST CHURCH CAN BECOME MORE RELEVANT IN THE 21ST CENTURY?

● Australia (n=1,530) ● New Zealand (n=1,008)

"Creating **authentic community where questions and doubts are welcomed.**  
**Connecting beliefs to real-world** issues like burnout, justice, and the environment."

Australian, Male, Gen Y

"By making **more people aware of them and their key beliefs**, e.g. through social media."

New Zealander, Female, Gen Z

The church can enhance relevance by **digitising its religious education and community services.**"

New Zealander, Female, Gen Z

"By **engaging more with modern issues like mental health, community service, and youth development**, while using **digital platforms to reach wider audiences.** Staying connected with society's needs while keeping its core values can help the church remain relevant."

New Zealander, Male, Gen Y"

# How can the Seventh-day Adventist Church become more relevant?

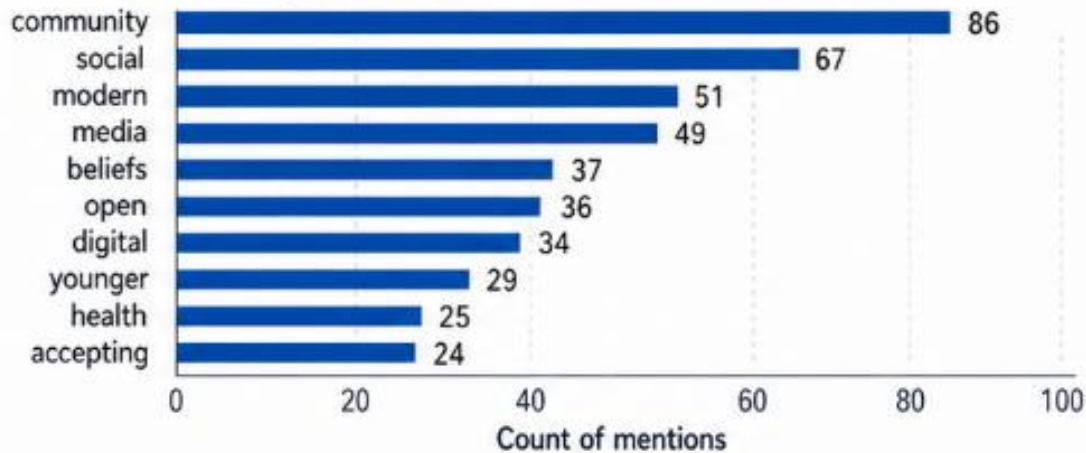
Analysis of free-text responses in column EM (1,523 valid Australian responses).



**Biggest pattern: many Australians are unsure. Among clear suggestions, the strongest calls are visibility, community connection, and a more modern, less judgmental approach.**

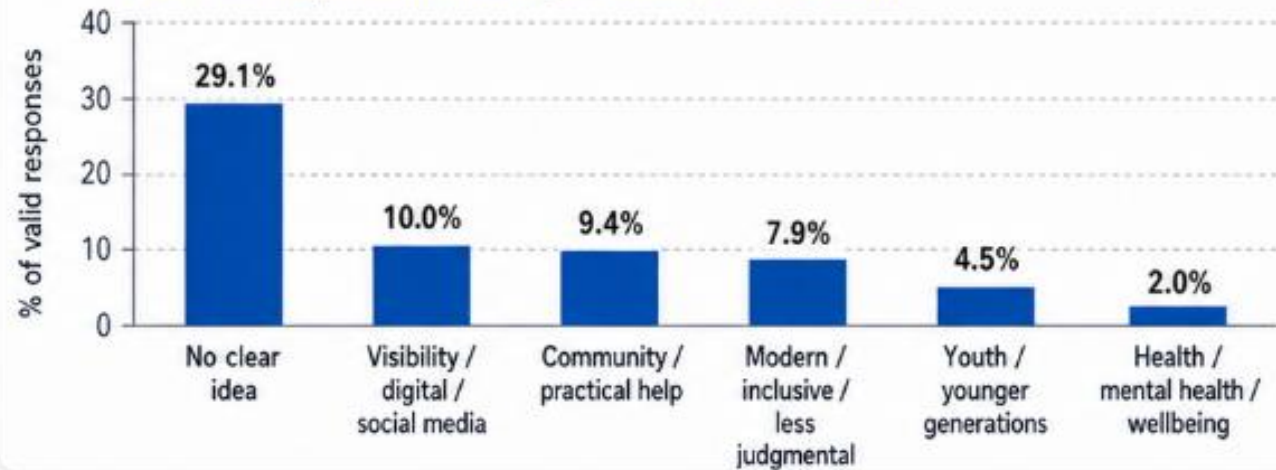
## 1 Top repeated keywords

(after removing filler words)



## 2 Broader themes

(% of valid responses mentioning the theme; non-exclusive)



## 3 What respondents seem to be asking for



- Be easier to find through social media, advertising, and online presence.
- Be more involved in everyday community life and practical help.
- Feel more open, current, and less judgmental.
- Connect better with younger people and modern issues.

## 4 Interpretation



- 1 Many respondents could not name a clear suggestion, which itself points to low brand salience.
- 2 Among those with an opinion, relevance is mostly about visibility, community impact, and tone — not theology alone.
- 3 The opportunity is not one program, but a clearer, more accessible public presence.



**Suggested presenter line:** In Australia, the biggest issue is not just disagreement — it is low clarity. When people do have ideas, they most often ask for stronger visibility, more community engagement, and a more open, current feel.

# How can the Seventh-day Adventist Church become more relevant?

New Zealand

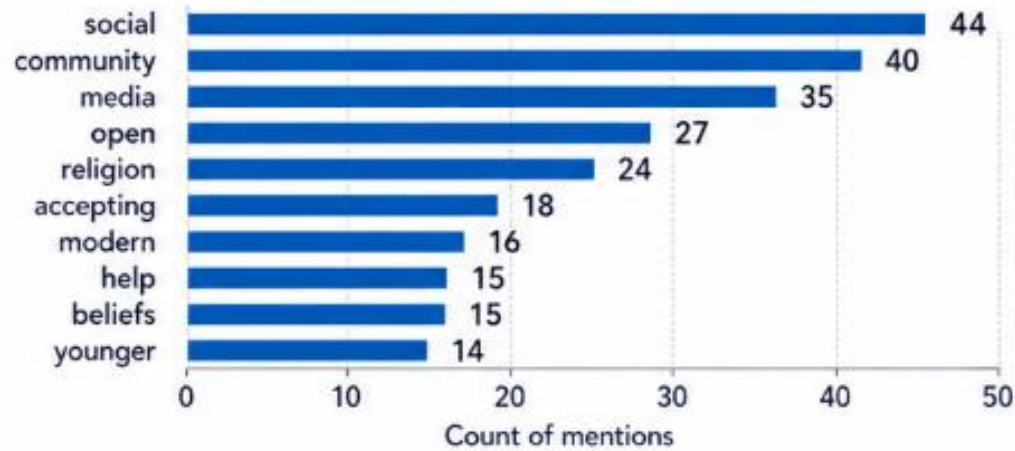
Analysis of free-text responses in column EM (1,005 valid New Zealand responses)



**Biggest pattern: many New Zealanders are unsure. Among clear suggestions, the strongest calls are visibility, community connection, and a more open, modern approach.**

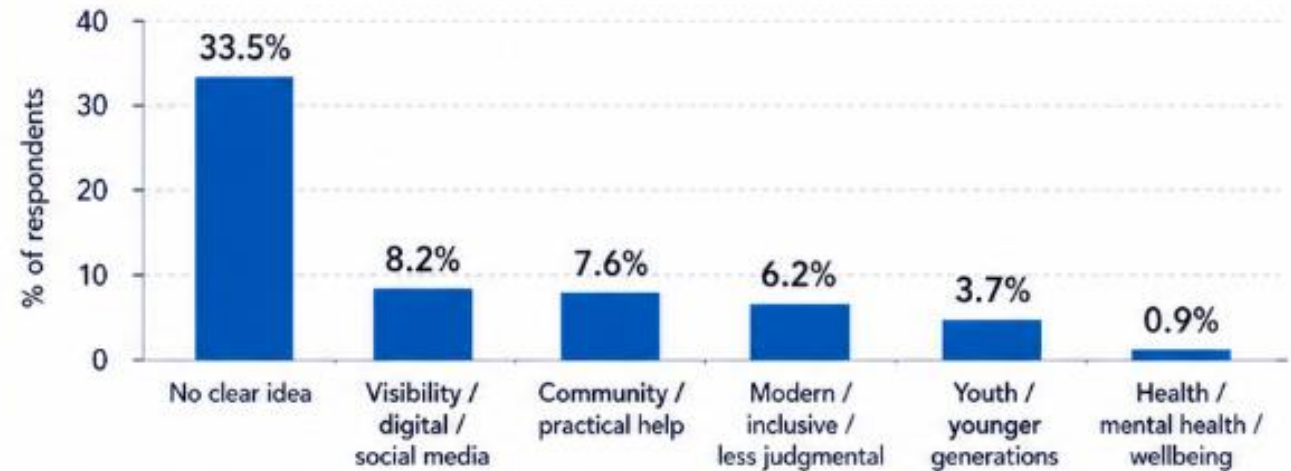
## 1 Top repeated keywords

(after removing filler words)



## 2 Broader themes

(% of valid responses mentioning the theme; non-exclusive)



## 3 What respondents seem to be asking for

- Be more visible through social media, advertising, and public presence.
- Be more connected to community life and everyday needs.
- Feel more open, modern, and accepting.
- Do more to reach younger people.



## 4 Interpretation

- 1 The biggest pattern is uncertainty, suggesting low awareness or low engagement with the Adventist brand.
- 2 Among clear answers, relevance is tied more to communication, accessibility, and tone than to doctrine alone.
- 3 In New Zealand, visibility is a major need, but community engagement and a more open posture also matter.



**Suggested presenter line:** In New Zealand, the first challenge is visibility and clarity. When people do have ideas, they most often ask for stronger public presence, more community engagement, and a more open, modern feel.

The public is asking for a church that is easier to find, easier to understand, more connected to community needs, more approachable in tone, and more relevant to younger generations.

# Summary



# Summary

**A positive shift in the religious landscape across Australia and New Zealand**

**Serving those in need remains central to positive church perception**

**The 'Saturday' identity remains prominent as Australia's public perception strengthens**

**Proximity drives positivity, but digital discoverability remains a persistent barrier**

**Younger generations drive a substantial rise in the Church's perceived relevancy**

# Key recommendations





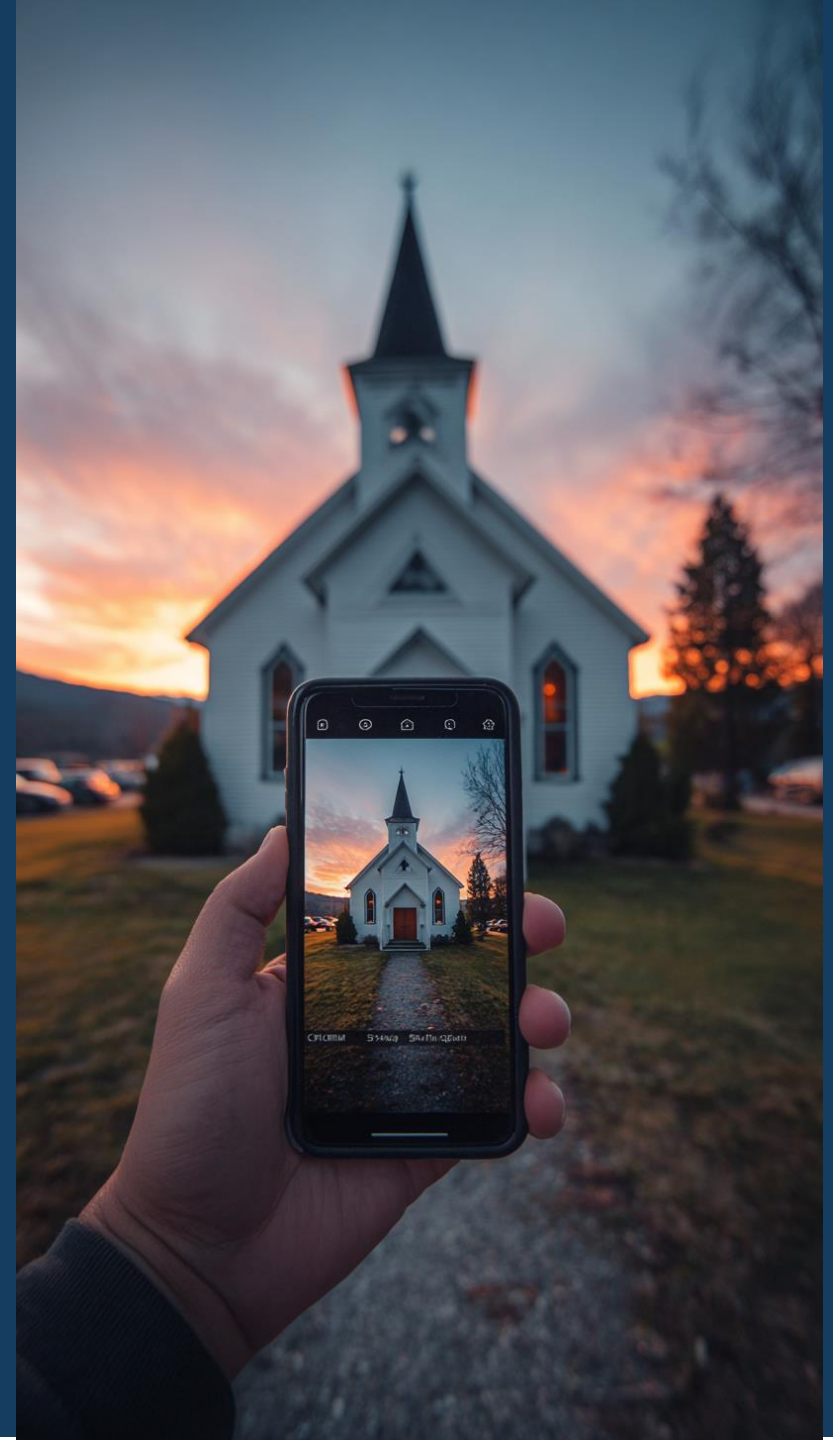
**Localise strategies across both  
countries**



**Expand the digital discoverability of  
the Church**

# Fix visibility and discoverability before launching OneVoice

The Church needs to become much easier to **find, understand, and engage** — especially online.



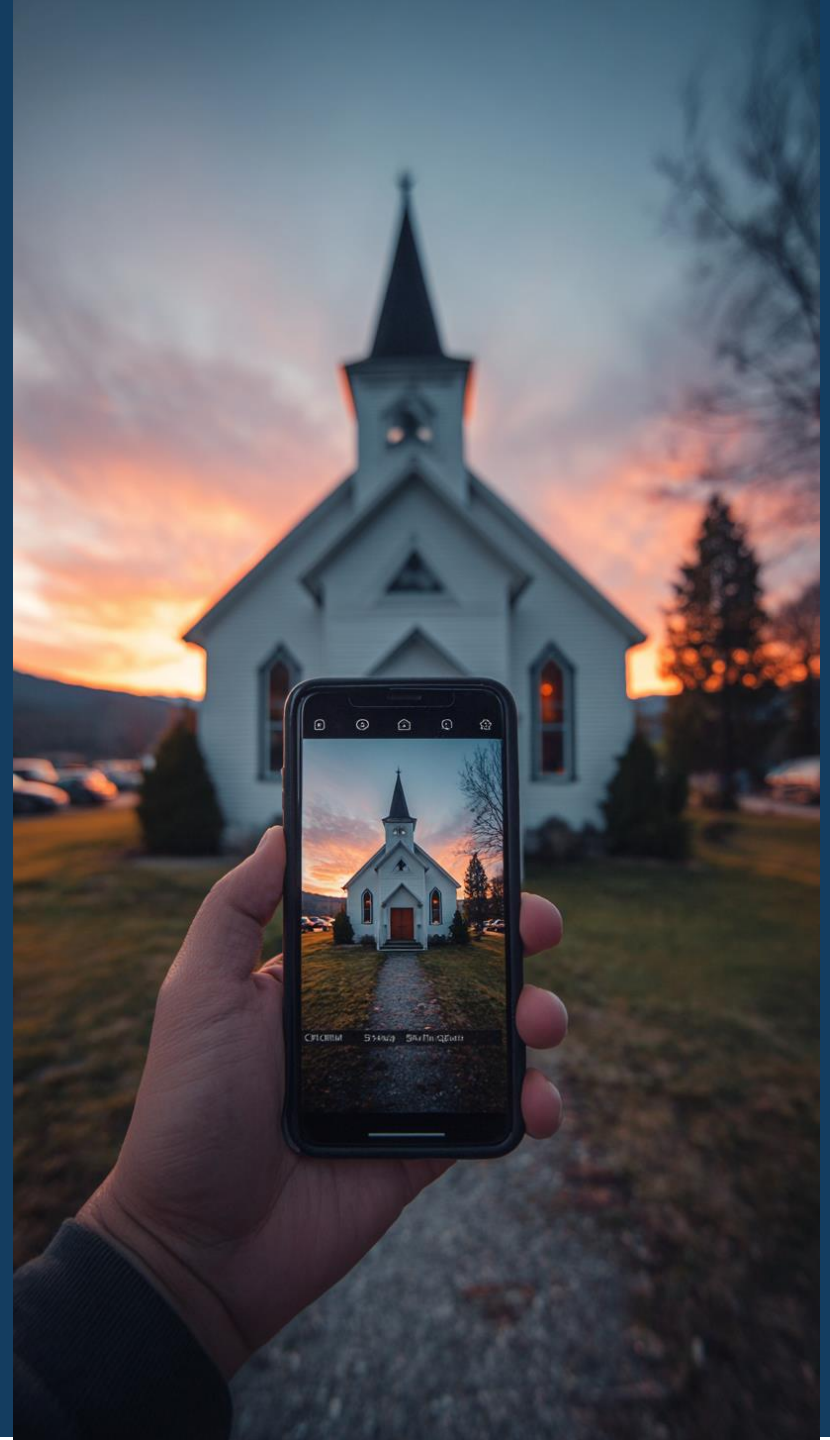


**Position the Church as practical  
support**

# 4

**Use generational engagement to  
bridge the relevancy gap**

Reframe mission around  
younger generations — not  
just as a retention  
problem, but as the front  
edge of opportunity



POLL Q4

# Mission Labs



## Mission Labs: Quick Summary

- Expected to begin August 2026
- Short online sessions: 20 minutes + 10 minutes Q&A
- Recordings available later on demand
- Focus: equipping churches to be more effective in building visibility and engagement with their community



**MISSION LABS**

— EQUIPPING CHURCHES. IMPACTING COMMUNITIES. —

We can help...

Innovation Fund  
August – Mission Labs  
Digital Discipleship NZ  
ADRA - community prog.  
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A moving story of answered prayer and purpose

15K views · 4 weeks ago



What Happened Next? Need Called

209 views · 1 m



"I Married a Devil, Not a Man." What Happened Next when Ruth gave a...

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The angel said... hear how it c

8.6K views · 3