

# Survey of Viewers

## HOPE Channel

Australia-New Zealand

**We're trying to better understand** the impact of HOPE Channel in Australia and New Zealand and would appreciate your help by filling out this survey. As a viewer of HOPE Channel, we'd encourage you to fill out the survey because we feel that this will not only help in our understanding, but will help HOPE Channel as it develops into the future—and particularly in the programming that comes back to you.

This survey should take about 10 to 15 minutes. Your anonymity will be maintained at all costs. Unless you give your contact details in the places indicated your name is not recorded on the survey. If you are willing to participate in the follow-up research, your identity will be known only by the researchers who will protect your privacy. There is no obligation on your part to participate and you should feel free to withdraw at any time.

**For your information:** This project is supported by Adventist Media Network and been approved by the Avondale College Human Research Ethics Committee (HREC). The researchers involved are Daniel Reynaud, Malcolm Coulson, Bruce Manners and Brenton Stacey.

Avondale College requires that all participants are informed that if they have any complaint concerning the manner in which a research project is conducted it may be given to one of the researchers (through Avondale College +61 2 4980 2222 or [bruce.manners@avondale.edu.au](mailto:bruce.manners@avondale.edu.au)) or, if an independent person is preferred, to

**Human Research Ethics Committee Secretary  
Avondale College  
PO Box19  
Cooranbong NSW 2265**

phone **+61 2 4980 2121**

fax **+61 2 4980 2117**

email **[research.ethics@avondale.edu.au](mailto:research.ethics@avondale.edu.au)**

***Return of this questionnaire indicates consent to participate in this study.***



**INSTRUCTIONS:** Please indicate the extent of your agreement/disagreement with the statements below, by **filling the box** that best corresponds to your opinion.

**PLEASE ANSWER HONESTLY.**

**PLEASE USE BLUE/BLACK PEN OR PENCIL.**



- 1 Please indicate your age  
 15-19     20-29     30-39  
 40-49     50-64     65+
- 2 Please indicate your gender  
 Female     Male
- 3 Do you attend church? If so, how often?  
 Never     Rarely     Once a month  
 Twice a month     Most weeks
- 4 Please indicate your current religious affiliation  
 Seventh-day Adventist (Adventist)  
 Other (please indicate) \_\_\_\_\_  
 None
- 5 If Adventist, how long have you been a baptised member of the Adventist Church?  
 Not baptised     1-5 years     6-10 years  
 10-20 years     20+ years
- 6 What Christian television channels do you watch besides HOPE Channel?  
 3ABN     Trinity     Daystar     Church  
 God     JCTV     EWTN     AON  
 Shine TV     Smile of a Child  
 Australian Christian TV
- 7 On average how long would you watch HOPE Channel per week?  
 Occassionally     2 hours or less     3 - 5 hours  
 6-10 hours     11-15 hours     20+ hours
- 8 On which days do you usually watch HOPE Channel?  
 Sunday     Monday     Tuesday  
 Wednesday     Thursday     Friday     Saturday
- 9 Between what times of day do you usually watch HOPE Channel?  
 Midnight to 6am     6am to midday     Midday to 3pm  
 3pm to 6pm     6pm to 9pm     9pm to midnight
- 10 In what ways do you financially support HOPE Channel?  
 None     Donations     Tithe
- 11 Do you financially support other Christian television channels?  
 Yes     No  
  
 If yes, what Christian television channel(s) do you support?  
 \_\_\_\_\_  
 \_\_\_\_\_
- 12 In what ways do you financially support these other channels?  
 None     Donations     Tithe

- 13 Which HOPE Channel programs or series do you watch on a regular basis?  
 InFocus     Music Central     Really Living  
 Edge TV     It is Written     Arnie's Shack  
 Snapshot     Mission Brother     Puppet Parade  
 Making Waves     Wahroonga Church     Let's Talk  
 Hope Sabbath School     His Story, My Story  
 Westbrook Hospital     South Pacific Classics  
 Lifestyle Magazine     Wait a Minute Pastor  
 Maranatha Mission     Footsteps of Paul  
 Smart from the Start     Outback Adventurers  
 Adventist Mission     Sabbath School U  
 Other \_\_\_\_\_

- 14 What are your favourite HOPE Channel programs?  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_

- 15 What types of local programs would you like to see added to the HOPE Channel schedule?  
 Musical     Nature     Evangelistic series  
 Church news     Reality     Mission  
 Historical     Lifestyle     Nutrition  
 Children     Sport     Youth/Pathfinder  
 Public Affairs     Agricultural     General news  
 Education/schools     Christian drama  
 Sabbath school  
 Other \_\_\_\_\_

- 16 How do you rate the following programs?

	Excellent	Good	Average	Fair	Poor
InFocus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It Is Written Oceania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It Is Written US	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapshot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digging Up The Past	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Really Living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mission Brother	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arnie's Shack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart From The Start	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westbrook Hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edge TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
South Pacific Classics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outback Adventurers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventist Mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let's Talk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hope Sabbath School	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wahroonga Church	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Thank you, only two more pages to go.**

**Please indicate whether you agree or disagree with the following statements. If any are not applicable to you, please leave them blank.**

**RESPONSE OPTIONS**

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
17 HOPE Channel affirms the fundamental beliefs of the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18 HOPE Channel makes me feel like I belong to a larger church family than my local church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19 HOPE Channel supports the Adventist lifestyle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20 I am influenced by HOPE Channel in how I live my Christian life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21 HOPE Channel helps me feel like I belong to the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22 HOPE Channel HAS NOT helped me in my spiritual life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23 HOPE Channel makes me more enthusiastic about being an Adventist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24 I find I gain more from HOPE Channel than I do from attending church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25 HOPE Channel accurately portrays the beliefs of the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26 HOPE Channel has helped me gain a broader perspective on some issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
27 HOPE Channel helps me feel connected to my local church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28 The message of HOPE Channel supports the messages I receive in my local church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29 I prefer to watch HOPE Channel than attend church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 HOPE Channel has increased my understanding of the international mission of the church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31 HOPE Channel keeps me in touch with the leaders in the church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32 HOPE Channel influenced my decision to become an Adventist.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33 HOPE Channel communicates the Adventist message in ways that appeal to non-Adventists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34 HOPE Channel DOES NOT accurately represent a biblical understanding of the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35 HOPE Channel accurately represents the doctrines of the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36 HOPE Channel accurately represents the lifestyle emphasis of the Adventist Church.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\*NOTE ON QUESTION 32**

If you mark 'strongly agree' or 'agree' and are 18 years of age or over, would you be willing for one of the researchers (Daniel Reynaud, Bruce Manners or Brenton Stacey) to contact you by phone to discover how that happened? Agreeing to this may not mean you will be contacted (numbers may make it impossible to contact everyone), but it is a possibility. If you agree, please put your name and contact number here:

Name .....

Phone number.....

**Your input is incredibly helpful, thank you. Only one more page to complete.**

37 If you watch both HOPE Channel and 3ABN, what differences do you perceive between them?

- I don't think there are any differences
- There are differences, such as (please specify):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

38 Which do you prefer to watch, HOPE Channel and 3ABN?

- HOPE Channel
- 3ABN

Why?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

39 Who are your favourite HOPE Channel presenters?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

40 If you are an Adventist, which of the following categories do you believe describes you?

- Conservative
- Middle of the road with conservative leanings
- Middle of the road
- Middle of the road with liberal leanings
- Liberal

41 If you are an Adventist, how do you feel about being a Adventist?

- Terrific
- Good
- No feelings, I just am
- Uncomfortable

42 Where do you live?

- ACT    NSW    NT    QLD    SA    TAS
- VIC    WA
- NNZ    SNZ
- City    Large town    Rural

43 In your reading (magazines, books, online etc) what percentage of your reading would you estimate is Christian?

- 10%    20%    30%    40%    50%
- 60%    70%    80%    90%    100%

44 In your listening (radio, music, podcasts, CDs etc) what percentage of your listening would you estimate is Christian?

- 10%    20%    30%    40%    50%
- 60%    70%    80%    90%    100%

45 In your viewing (television, DVDs, online etc) what percentage of your viewing would you estimate is Christian?

- 10%    20%    30%    40%    50%
- 60%    70%    80%    90%    100%

### CAN WE TALK?

If you are 18 years of age or over, would you be willing for one of the researchers (Daniel Reynaud, Bruce Manners or Brenton Stacey) to contact you by phone to talk more about your views on HOPE Channel? Agreeing to this may not mean you will be contacted (numbers may make it impossible to contact everyone), but it is a possibility. If you are willing to be involved in this way, please put your name and contact phone number here:

Name .....

Phone number.....

### COMMENTS OR SUGGESTIONS

If you wish to make any comments or suggestions, please write them here:

**Thank you for your participation in this HOPE Channel survey.**

### PLEASE RETURN TO: IF POSTED IN AUSTRALIA

Please place the completed survey in an envelope addressed as below and place it in the post. No postage stamp is required.

**HOPE Channel survey  
Avondale College  
Reply Paid 19  
COORANBONG NSW 2265**

### PLEASE RETURN TO: IF POSTED IN NEW ZEALAND

Please place the completed survey in an envelope addressed as below and place it in the post.

**HOPE Channel survey  
Attention: Greg Evans  
PO Box 5186  
PAPANUI CHRISTCHURCH 8542  
NEW ZEALAND**

Further copies of this survey can be downloaded at [www.avondale.edu.au/hope](http://www.avondale.edu.au/hope)