

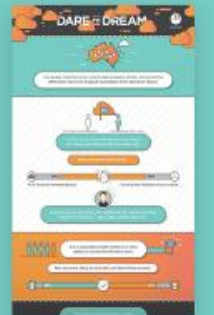
Adventist Church New Zealand

# Faith and Belief Study 2017

Research Proposal



# mccrindle



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# WHAT WE DO



## FORECASTS

*Understanding the times,  
tracking the trends*



## STRATEGY

*Engaging communities,  
advising organisations*



## RESEARCH

*Insightful research,  
innovative communications*

At McCrindle we are engaged by some of the leading brands and most effective organisations across Australia and internationally to help them understand the ever-changing external environment in which they operate and to assist them in identifying and responding to the key trends.

For us research is not a list of survey methods but a passion to find answers. It is more than a matter of questionnaires and focus groups – it is a quest to make the unknown known.

Our expertise is analysing findings and effectively communicating insights and strategies. Our skills are in designing and deploying world class social and market research. Our purpose is advising organisations to respond strategically to the trends and so remain ever-relevant in changing times. As social researchers we help organisations, brands and communities know the times.

# HOW WE DO IT

Our Strategic Research Model takes a holistic approach to research which ensures that the findings are actionable and the insights have strategic impacts.

The McCrindle approach combines the input of a research agency with the output forms of a design agency and importantly assists in the form of an advisory consultancy in turning key insights into strategy. We deliver strategic research, visually presented and effectively facilitated so that it can be organisationally implemented.



# RESEARCH SOLUTIONS



Industry wide studies



Product & market  
research



Consumer segmentation



Stakeholder  
engagement research



Demographic analysis



Brand tracking &  
engagement



Trends forecasting



Strategic planning  
research



Consumer ratings  
instruments



# SOME OF OUR CLIENTS



# MEDIA COMMENTARY

As Australia's leading social researchers, the senior research team at McCrindle are actively involved in media commentary. From demographic analysis and future forecasts, to communication of key research findings and the identification of social trends, at McCrindle we are passionate about communicating insights in clear, accessible and useable ways. We assist our clients in identifying newsworthy media angles in their research to enable them to communicate the insights effectively with the broader public.





# RESEARCH-BASED COMMUNICATIONS

Our best-selling books, award winning research presentations, renowned infographics, and widely accessed blog are provided as content-rich resources to help leaders and teams know the times and respond to the trends.

As a research-based communications agency we deliver research that tells a story to assist clients in understanding their environment and communicate their message.



# mccrindle SPEAKERS



**MARK MCCRINDLE**

Mark McCrindle is an award-winning social researcher, demographer, best-selling author, influential thought leader, and a prominent media commentator.



**ELIANE MILES**

Eliane Miles is a social researcher, trends analyst and Director of Research at McCrindle. As a data analyst she is in demand for her robust, research-based presentations, advising organisations of the mega trends transforming the workplace, household, and consumer landscapes.



**ASHLEY FELL**

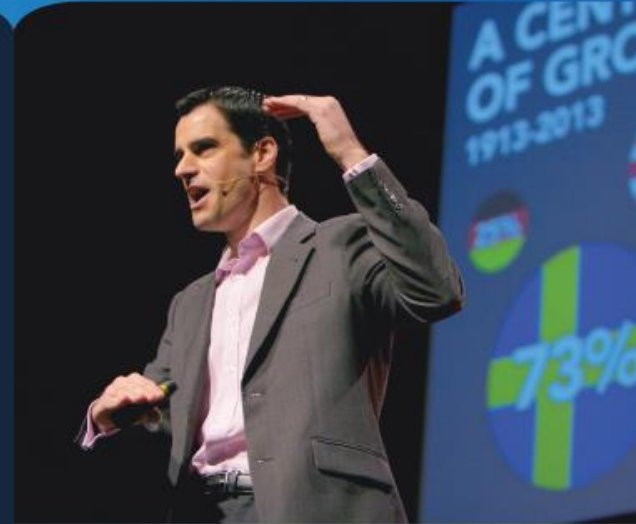
Ashley Fell is a social researcher, communications expert and Team Leader of Communications at McCrindle. Her expertise is training and equipping teams to achieve cut-through in message saturated times and effectively communicate to the emerging generations.



# PRESENTATIONS

*Topics of Expertise*

- ✓ Environmental scans, trends analysis
- ✓ Demographic shifts, social trends, future forecasts
- ✓ Understanding the Global Generations
- ✓ Communication skills for the 21st Century
- ✓ Leading teams in changing times
- ✓ Future-proofing careers





# RECENT NFP PROJECTS

At McCrindle we are regularly commissioned to conduct research for many of Australia's largest Christian not-for-profit organisations as well as corporate clients. All of our researchers have experience and familiarity in working with faith-based organisations.



**The Salvation Army:** Longitudinal brand tracking and public perception study conducted on an annual basis to measure sentiment from the Australian public over time.



**Scouts Australia:** Comprehensive qualitative and quantitative member engagement and public perception analysis, testing the needs and desires of Australian parents for a children's and youth program and conducting analysis of today's emerging generations. [The full reports are available here.](#)



**Christian Venues Association:** Analysis and visualisation of pre-existing quantitative data, including the delivery of a splash-page, visualised summary report, and infographic. [See the research here.](#)



**CBM:** Awareness and engagement study, testing the attitudes of the Australian public aged over 30 who identify their religion as Christian with two quantitative surveys.



**Tear Australia:** Quantitative supporter research including segmentation analysis.



**Compassion Australia:** Church engagement studies interviewing pastors and ministers across Australia on Compassion's offerings.



**World Vision.** Church engagement and perception research among the Australian public.



**Olive Tree Media: Australian Communities Report.** Detailed analysis of attitudes towards faith and Christianity in Australia. [Full visualised report available here.](#)



**Bible Society:** Conducted quantitative research and qualitative focus groups to better understand key stakeholders as well as comprehensive donor survey to profile key donors.



**Alpha:** Quantitative and qualitative project to quantify the impact of Alpha across Australia and present findings in a summarised infographic and report



**Christian Media Australia:** Longitudinal Christian radio study comparing community to commercial radio listeners.



# RECENT PROJECTS



**Parramatta City Council:** Longitudinal brand and perception tracking on Parramatta City Council.



**McCrindle Baynes Villages Census:** The world's largest quantitative [census of retirement village residents](#), conducted in 2008, 2011 and 2013-14. 2013-14 project involved over 5,000 completed pen and paper surveys as well as online surveys and a 162 page report.



**3M:** Product testing, consumer engagement and brand perception research among the public.



**Freedom Foods:** Development of [Good Food Karma Index](#), algorithm, segmentation personalities and media report.



**CUA:** Consumer segmentation profiling.



**FKP:** Workplaces of the future research and report.



**Hornsby Shire Council:** Analysis of major trends affecting the region [with visualised report](#).



**Real Estate.com.au:** We developed the [Housing Affordability Sentiment Index](#) – measuring consumer sentiment.



**RedBalloon:** Consumer segmentation analysis, brand perception and target market insight research



**Woolworths:** [Future of Fresh Report](#) – Involved conducting research, analysing existing data sets, working with multiple stakeholders, writing the “Future of Fresh” report, design and report layout including infographics and Mark McCrindle involved as a media spokesperson.



**Anglicare.** Brand tracking and engagement study specific to rural NSW and the ACT.



**Achieve Australia.** Testing Australian attitudes and perceptions towards people with disabilities and their needs through qualitative and quantitative research.



**Newcastle City Council:** Analysis of Newcastle region and urbanisation.

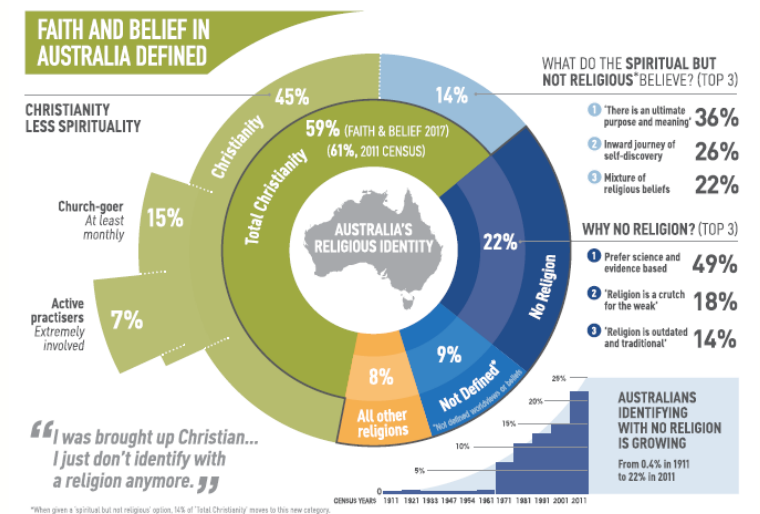
# RESEARCH OVERVIEW

The following research methodologies are recommended to understand the perceptions about Christianity amongst New Zealanders, particularly identifying the belief blockers among those who do not believe in Christianity. Our approach would include:

- 1) **Quantitative research**
  - Survey of New Zealanders
- 2) **Qualitative research**
  - Focus groups of New Zealanders
- 3) **Scoping research on nationally collected data and publicly available datasets that relate to religion in New Zealand.**

Topics to be explored in the research would include:

- Perceptions about Christianity, the Gospel, the Bible and the Church
- Exploring 'belief blockers'
- Attitudes and 'brand issues' pertaining to Christianity and the Church in New Zealand
- Fears, major stressors and hopes of New Zealanders
- Significant worldview influencers, particularly the influencers that might have changed in the last 5 years
- Opinions on social issues.



The Australian infographic can be seen [here](#) and the New Zealand research would use similar methodologies and outputs as the 2017 Faith and Belief Australian research project.

# RESEARCH METHODOLOGY

## Online survey

### 1) Quantitative research

**An 8-minute online survey of 1,000 New Zealanders that are aged 18 years or older.** The existing Australian survey would be refined to contextually suit the New Zealand culture and issues. In this survey we will explore the 'faith and belief' blockers of New Zealanders.

### Pricing

The cost of the 8 minute online survey of 1,000 New Zealanders would come to \$18,250AUD, however as part of the overall project we would be happy to reduce this to **\$18,000AUD**.

### INCLUSIONS

**In conducting this quantitative survey we provide:**

- Expertise in shaping survey questions for your objectives
- Hosting of online survey
- Panel recruitment and incentivisation
- Provision of raw data in various output forms
- Segmentation analysis by demographic and socio-economic variables
- Full analysis of results in a written presentation with insights and recommendations.



# RESEARCH METHODOLOGY

## Focus groups

### 2) Qualitative Research

**a) Three focus groups:** We recommend focus groups **to better understand the perceptions, belief blockers and attitudes of New Zealanders that do not identify with Christianity** across the following three generations:

- Group 1 - Gen Y (aged 22-36)
- Group 2 - Gen X (aged 37-51)
- Group 3 - Baby Boomers (aged 52-70)

#### Recruitment Guide

We would conduct three focus groups containing between 8-10 participants who meet the following criteria:

- Balance of male and female participants
- Meet the generation age bracket (Gen Y, Gen X and Baby Boomer)
- Who do not currently identify with Christianity
- Who do not attend a church.

#### Pricing

The cost of professionally moderating 3x focus groups would usually cost \$6,000AUD per group, however as part of the overall research project we would be happy to reduce this to \$5,700AUD per group, totalling **\$17,100AUD**.

#### Focus groups include:

- Development and drafting of the moderator's guide
- Recruitment of focus group participants
- Incentives for participants (up to \$80 cash)
- Professional moderation of the groups
- Basic catering for all groups and clients (sandwiches and dips)
- Audio and video recordings of the groups provided on USB
- Full analysis of results in a written presentation with insights and recommendations

# RESEARCH OUTPUT

**As part of this project, the results could be published in a comprehensive report and an infographic.**

We understand that as well as conducting world class research, it's important that the insights are communicated in innovative, usable ways. We produce high quality written reports that are comprehensive, engaging and easy to read. We also produce a variety of other outputs and formats including [infographics](#), [summary cards](#), [animated videos](#) and [media reports](#). More information and examples of our work can be found at our [portfolio page](#) as well as [on our blog](#) and on our [resources page](#).

## COMPREHENSIVE RESEARCH REPORT OUTLINING KEY FINDINGS

Included in the survey cost and focus groups is a comprehensive report of the data with analysis and segmentation by demographics and openness to spirituality.

## PRINT-READY DOUBLE SIDED A4 INFOGRAPHIC

For the design of a two page A4 infographic (or other size depending on your output needs) we would normally charge \$6,000AUD for the consolidation of the data, story development, and design of all visual elements. As part of this project we would reduce this to **\$5,000AUD**.

*Examples: [Australian Communities](#), [Healthy Futures](#), [Dare to Dream](#).*

## PRESENTATIONS

Results from the study could be presented in a series of 3x launch events in Auckland, Wellington and Christchurch. These events could be organised by SDA New Zealand, with a McCrindle Speaker (Mark, Eliane or Ashley – depending on availability) presenting the results in a 60-minute session, including discussion time. The cost per session would be **\$4,500AUD per session**, totalling **\$13,500AUD** for three keynotes delivered.

### Travel costs additional

Travel and accommodation costs for McCrindle researchers and speakers would be additional to the prices quotes in this proposal.

# RESEARCH COSTS

## COST BREAKDOWN

Item	Number	Normal price	Total normal price	Discounted price	Total reduced item price
Online survey (6-8 mins, up to 1,000 responses)	1	\$18,250AUD	\$18,250AUD	\$18,000AUD	<b>\$18,000AUD</b>
3x Focus Groups	3	\$6,000AUD	\$18,000AUD	\$5,700AUD	<b>\$17,100AUD</b>
A4 double-sided infographic	1	\$6,000AUD	\$6,000AUD	\$5,000AUD	<b>\$5,000AUD</b>
3x keynotes by a McCrindle Speaker (Mark, Eliane or Ashley)	3	\$5,000AUD	\$15,000AUD	\$4,500AUD	<b>\$13,500AUD</b>
		Total normal price	\$57,250AUD	Total package price	<b>\$53,600AUD</b>

## TOTAL COST

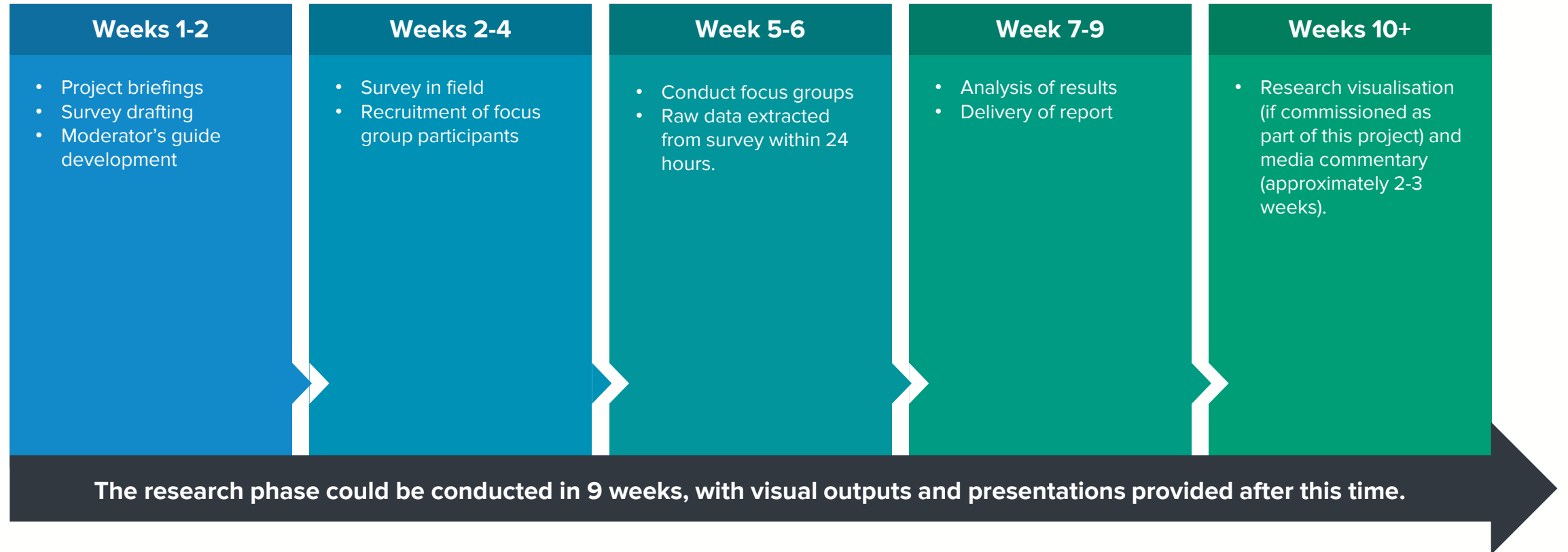
If all of the above components were to be commissioned, the total project cost would come to \$57,250AUD, however with an investment of \$3,650AUD from McCrindle, the total price would be reduced to **\$53,600AUD**. *Pricing excludes travel and accommodation for McCrindle researchers and speakers.*

*Project elements can be refined, or removed to suit budget requirements.*

**McCrindle would be delighted to partner with the Seventh-Day Adventist Church New Zealand in conducting this research.**



# RESEARCH TIMEFRAMES



### Understanding the role of camps in evangelism



Christian Venues Australia commissioned McCrindle to conduct demographic analysis on the impact of Christian camps and the role of the camps in faith conversion.

Analysis of National Church Life Survey and Australian Bureau of Statistics data, married with visualisation and story-telling, resulted in an engaging thought leadership piece on evangelism and faith in Australia.

[VIEW REPORT](#)

[VIEW INFOGRAPHIC](#)

### Engaging with stakeholders for future educational delivery

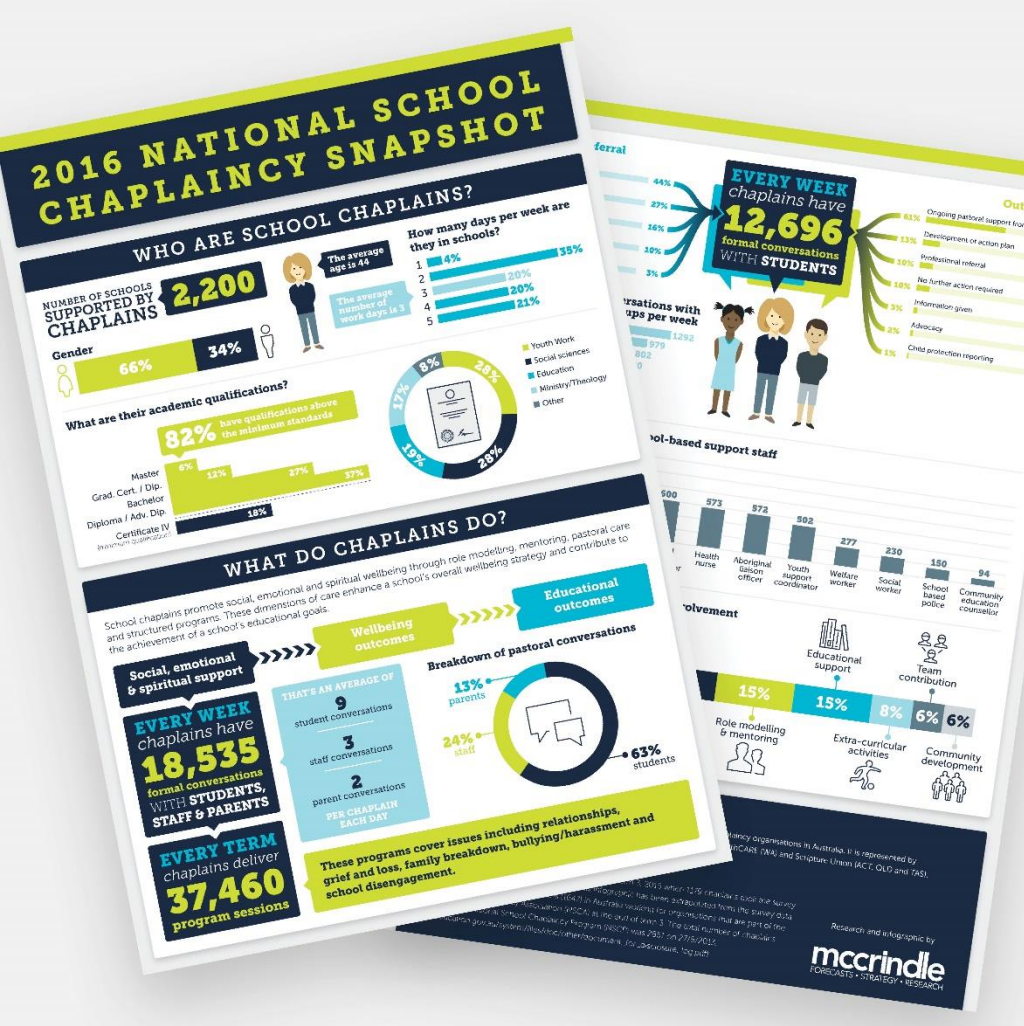


Morling College engaged McCrindle to conduct research among current students, faculty and staff, and Christian influencers in the community.

The results have allowed Morling to make confident decisions about its future strategic directions.



## Quantifying the work of Chaplains in Australian Schools



In partnership with various state-based organisations working in Australian schools and the National Chaplaincy Association, we delivered a national snapshot of individuals providing Chaplaincy services in Australian schools.

The results have been pivotal in helping state-specific chaplaincy organisations share the story of the impact of chaplaincy in schools in Australia.

[VIEW INFOGRAPHIC](#)

# WOOLWORTHS CASE STUDY

*The Shopper's Pick*

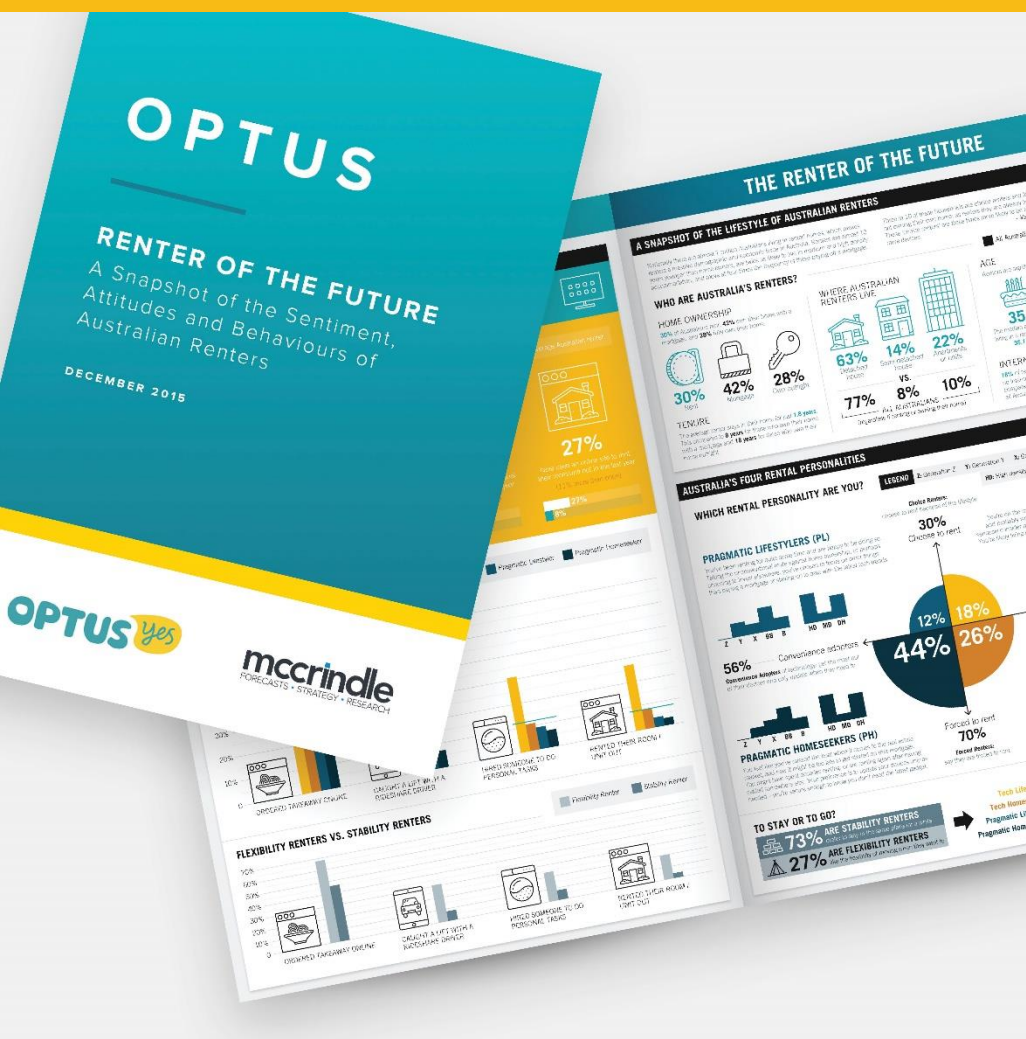
## Understanding Australia's New Village Green



Woolworths commissioned McCrindle to conduct robust consumer research through a national survey of 2,000 grocery buyers, analysis of market data, and trend mapping of ABS data. The visualised report and infographic outputs delivered the insightful, easy-to-consume third edition of the Trolley Trends Series generating significant media cut-through.

[VIEW REPORT](#)

### Measuring the sentiment, attitudes, and behaviours of Australian renters



There are now more Australians who rent (30%) than own their home outright. To understand the profile of these renters, McCrindle partnered with Optus through a national study of 1,007 Australian renters.

The Renter of the Future report highlights the lifestyle of Australian renters, their renter 'personalities', and their behaviour and expectations regarding technology.

[VIEW REPORT](#)

[VIEW MEDIA COVERAGE](#)



Encouraging Australians to dream again about their financial futures



McCrindle worked with the Financial Planning Association of Australia (FPA) to develop an industry-first thought leadership piece on Australia's financial hopes and fears. The campaign assets – a visualised report, digital infographic, and shareable web quiz – were supported by commentary from McCrindle spokesperson Eliane Miles and assisted in generating national news headlines.

[VIEW REPORT](#)

[VIEW INFOGRAPHIC](#)

[VIEW MEDIA COVERAGE](#)



### Analysing the demographics of aged care planning regions



McCrindle conducted demographic analysis on a key set of variables connected with disadvantage for Wesley Mission in 2015. Some of the variables analysed demographically and geomapped included:

- SEIFA (Index of Relative Socio-economic Advantage and Disadvantage (IRSD), Index of Relative Socio-economic Disadvantage (IRSD)
- ENGLP (Proficiency in Spoken English / Language)
- ATSI (Aboriginal and Torres Strait Islander population)
- Dwelling Tenure including rental accommodation of those aged 60+
- Population growth by age, projections to 2032

National study of the trends influencing the future of education in Australia



The annual Education Future Forum is an opportunity for educational leaders and practitioners to engage in the dialogue around the future needs, trends and directions in education.

The event brings together the best of McCrindle's research and analytics with the Sydney Centre for Innovation's hands-on experience in education practice.

[VIEW REPORT](#)

[VIEW EVENT RECAP](#)

# MCCRINDLE RESEARCH TEAM



**MARK McCRINDLE: MA, BSc(Psych)**  
**PRINCIPAL RESEARCHER**

Mark is a social analyst with an international renown for tracking emerging issues, researching social trends and analysing customer segments. McCrindle Research counts amongst its clients more than 100 of Australia's largest companies and Mark is regularly commissioned to deliver strategy and advice to the boards and executive committees of some of Australia's leading organisations. His highly valued research and reports have developed his regard as an expert demographer, futurist and social commentator.



**ELIANE MILES: MIPH, BMin**  
**RESEARCH DIRECTOR**

Eliane brings depth of experience in managing both qualitative and quantitative research projects. Working across many industry sectors gives Eliane an understanding of the issues facing businesses and an insightful perspective of Australians today. With a background in research specific skills such as survey design and focus group moderation, Eliane manages the research projects and is an expert in clearly communicating the findings.



**BENJAMIN DUFFIN: BE(Hons)**  
**TEAM LEADER, DESIGN**

From data design and report layout to data animation and digital design, Ben translates the findings into easily interpretable forms and has helped grow our renown as the research visualisation experts.



**ASHLEY FELL: BA(Comm)**  
**TEAM LEADER, COMMUNICATIONS**

Ashley is an experienced administration and communication professional. From media relations to social media management, content creation to event management, Ashley uses her skills to assist clients with the effective communication of research findings. As a researcher with both qualitative and quantitative skills, Ashley also manages a range of research projects.

# MCCRINDLE RESEARCH TEAM



**GEOFF BRAILEY:** BTh, MA  
**ACCOUNT DIRECTOR**

With a background facilitating programs in schools and leadership programs in the community, Geoff brings excellent interpersonal abilities, strong communication skills and analytical skills to social research. Geoff is a quantitative and qualitative researcher, managing research projects from briefing stage to final output and presentations.



**SOPHIE RENTON:** BA(Psych & Soc)  
**TEAM LEADER, RESEARCH**

Sophie's experience in working in education and wellbeing provides a breadth of understanding of social trends across the generations. Her background in social sciences and her strengths in communication, leadership and strong interpersonal skills guide the quantitative and qualitative research projects she manages from client briefings through to boardroom presentations.



**KIMBERLEY ALLAN:** BA(Comm)  
**SPEAKING & COMMUNICATIONS EXECUTIVE**

Kimberley brings her communication and administration experience to social research. She utilises both her qualitative and quantitative skills to present findings to clients for research projects.



**SHANNON WHERRETT:** BA (Development)  
BCom (Demographics)  
**RESEARCH EXECUTIVE**

Shannon's background in demographics and global relations provides a strong understanding of social trends. Her experience informs a robust approach to qualitative and quantitative research. Her strengths in research solution design, project management and analysis generate strategic insights for organisations across a number of industries.



# MCCRINDLE RESEARCH TEAM



**JACK DUFFIN:** BDes(VisComm)  
**RESEARCH VISUALISATION EXECUTIVE**

Jack's expertise in research visualisation comes from experience and training in print and digital design. He is passionate to create solutions that bring data to life, by translating data and numbers into visually engaging content.



**TIM EDWARDS:** BE  
**DEMOGRAPHIC & RESEARCH ANALYST**

Tim's studies in economics science provides a rigorous background for analysing data, developing models and identifying demographic and market trends.

# GET IN TOUCH

## PROJECT CONTACT

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