

U.S. Audience Profile and Segmentation

Prepared for the Church History Department

Research Information Division

December 2012

Background

- **Sample = 785 active LDS adults (U.S)**
- **Data collected June 2012**

Research Questions

- 1. How interested are members in Church history? How relevant is it to their testimony of the Gospel?**
- 2. Are there events or issues in Church history that are troubling to members?**
- 3. What is their experience with Church historic sites?**
- 4. What is their preferred method of receiving information about Church history?**

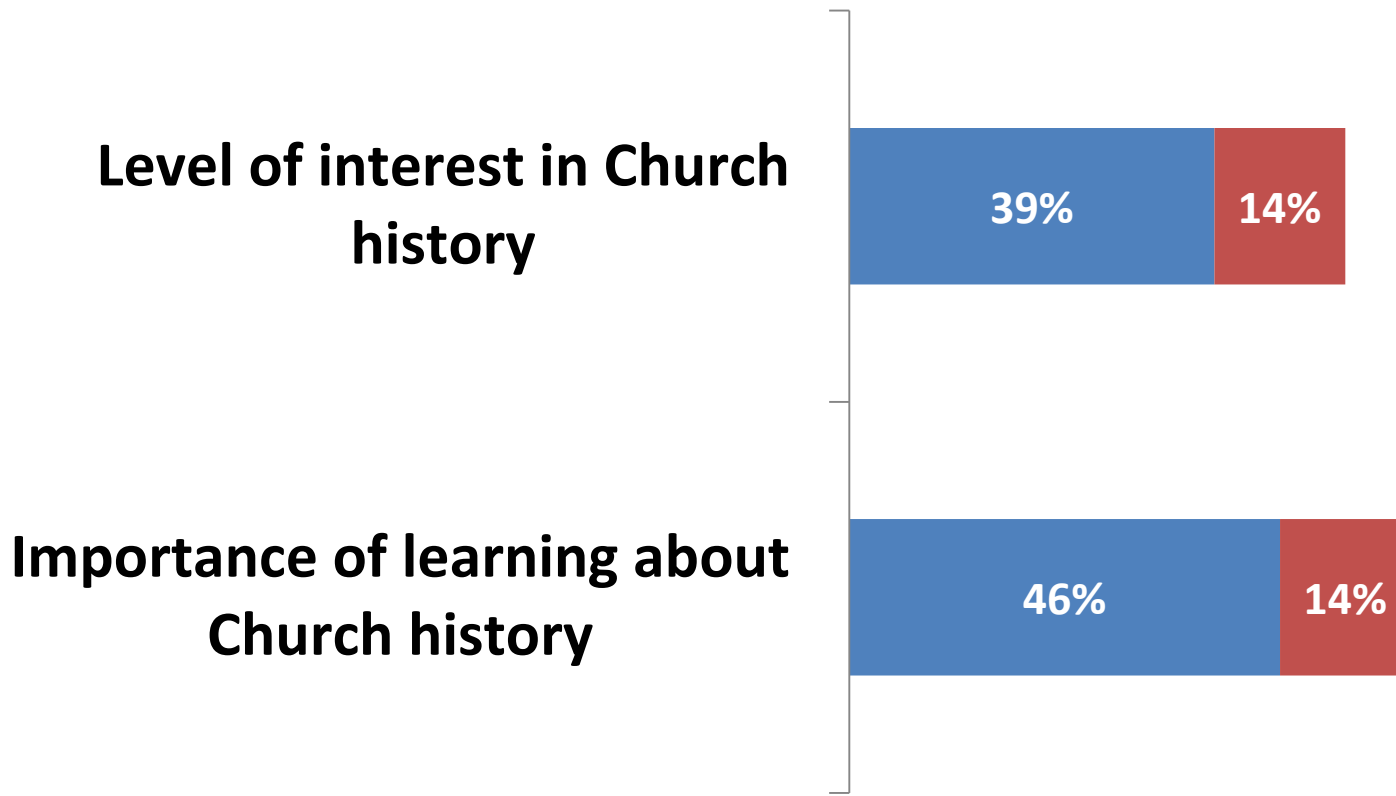
Research Question 2

How interested are members in Church history?

How relevant is it to their testimony of the Gospel?

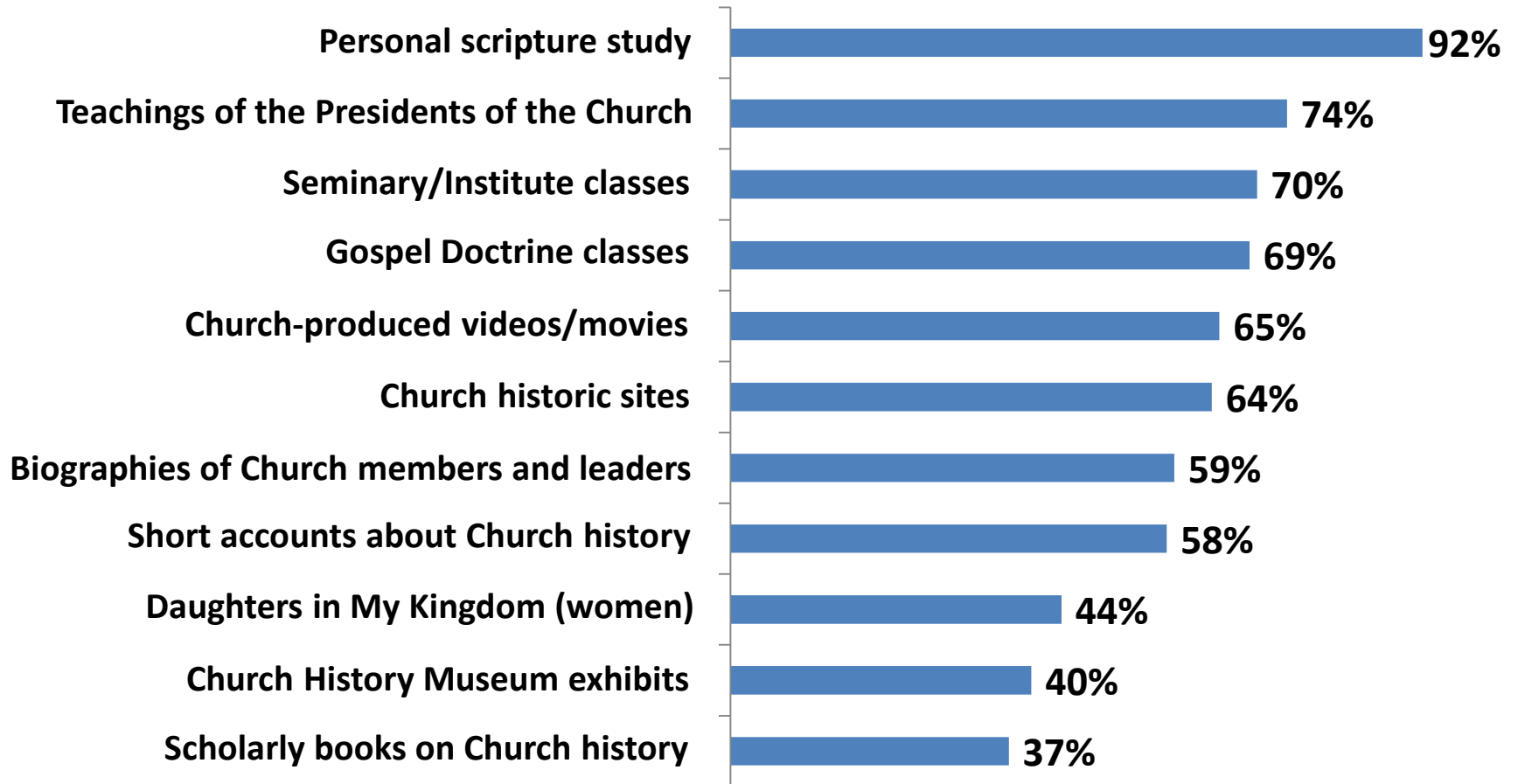
Interest in and Importance of Learning about Church History

■ Very ■ Extremely

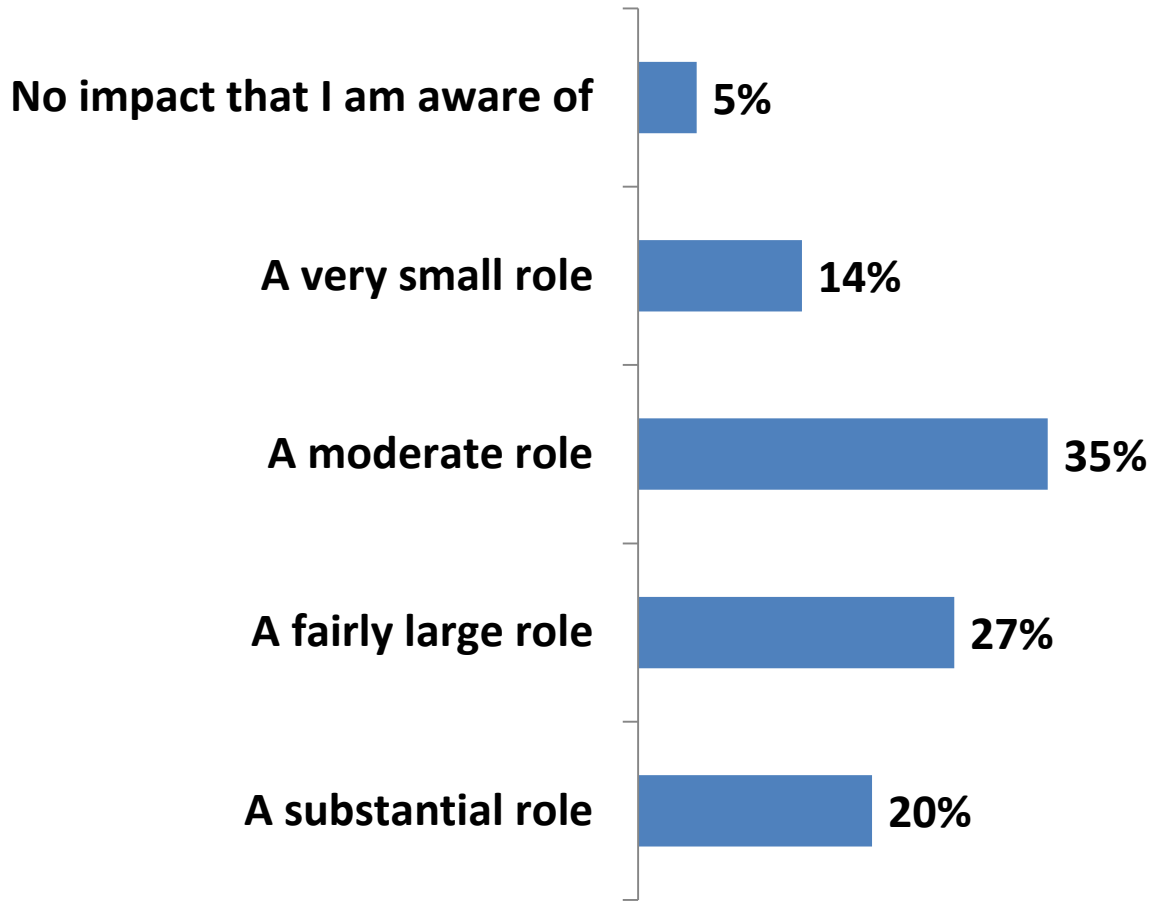


Strengthening Testimony

(% “very” or “extremely” helpful)



Role of Church History in Efforts to Make and Keep Sacred Covenants



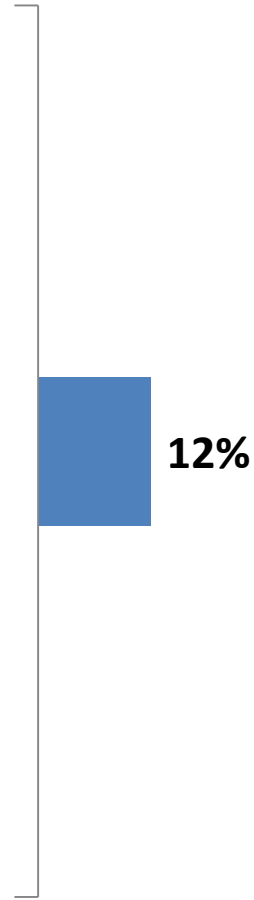
Research Question 3

Are there events or issues in Church history that are troubling to members?

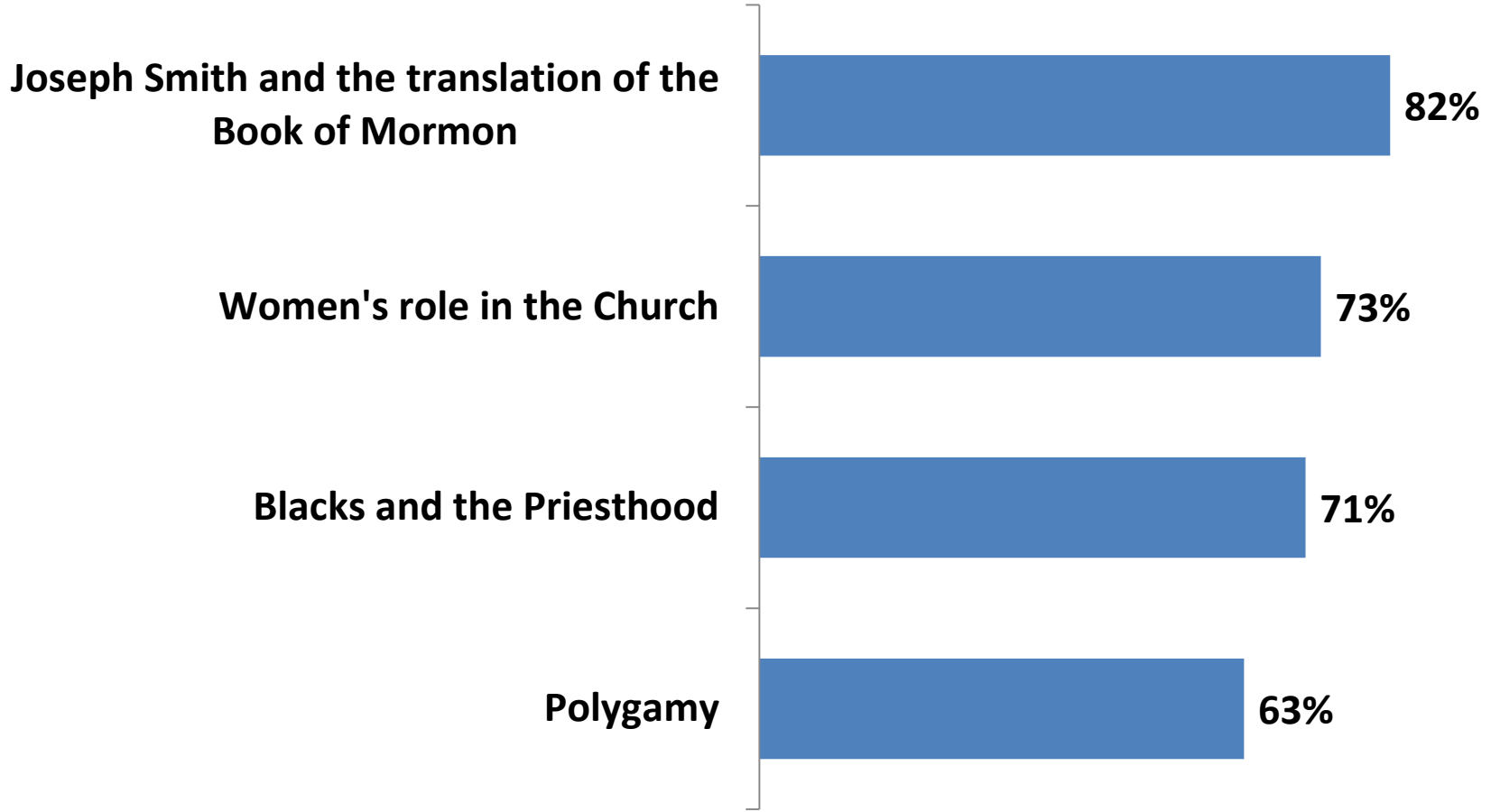
Attitude toward “True but Troubling”

(% responding “describes me ‘very’ or ‘extremely’ well”)

**Controversial events in
our Church history cause
me concern.**



Value of More Information on “True but Troubling” Topics (% “very” or “extremely” valuable)

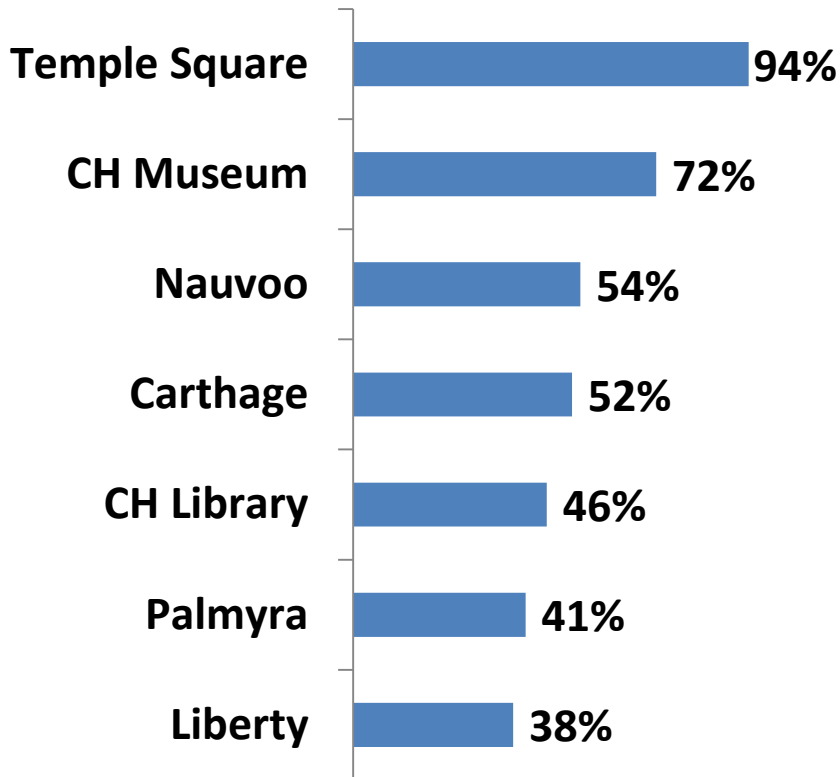


Research Question 4

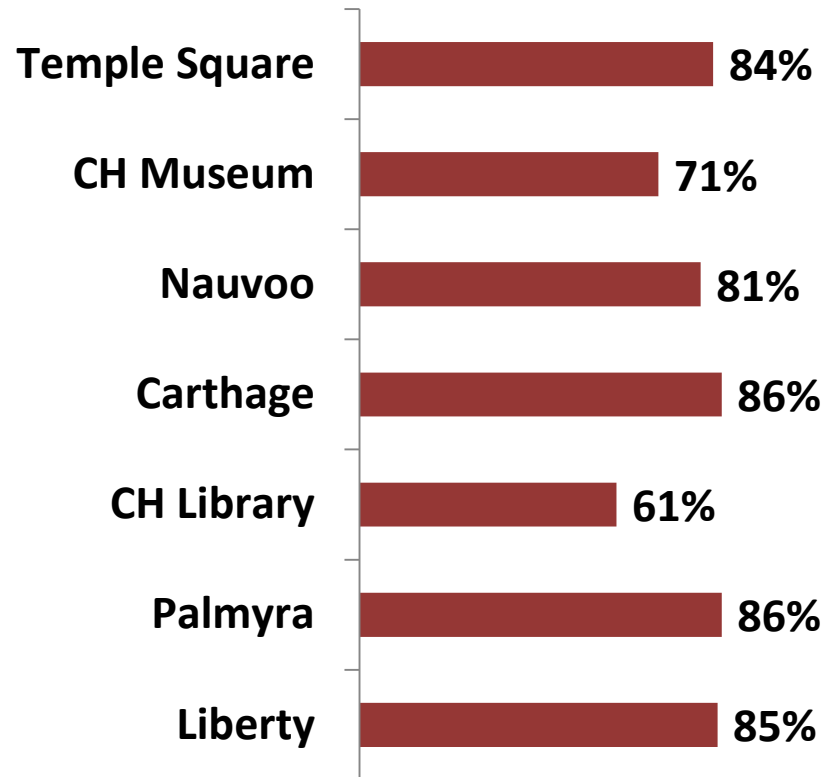
What is members' experience with Church historic sites?

Church Historic Sites (1)

Ever Visited

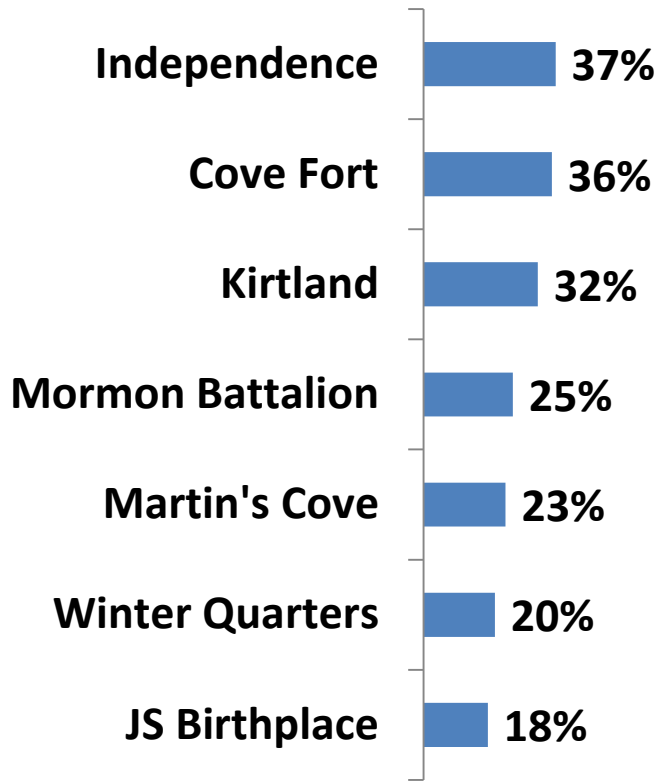


Strong Influence on Testimony

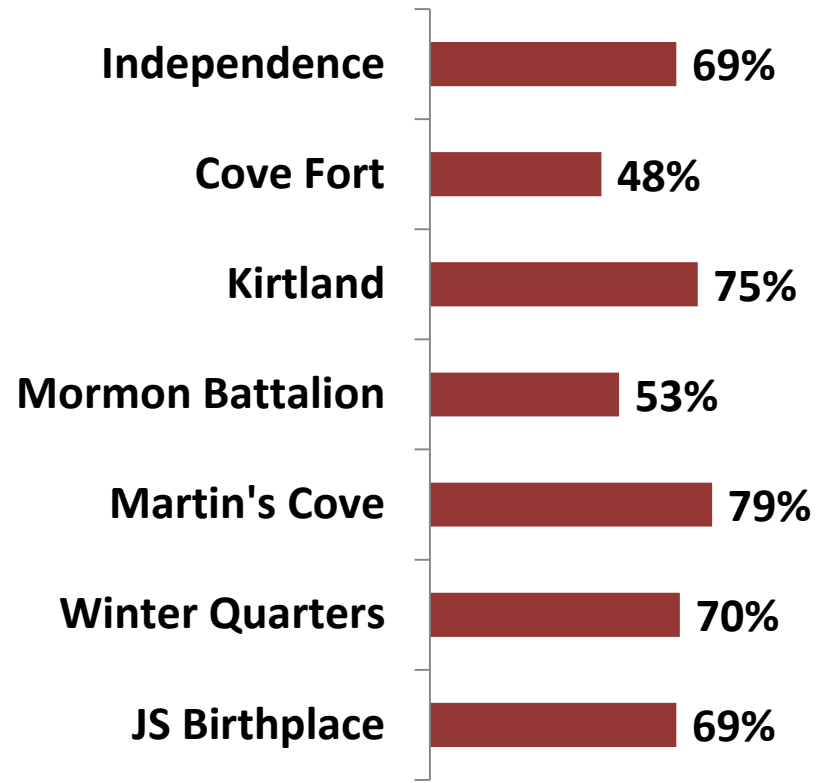


Church Historic Sites (2)

Ever Visited



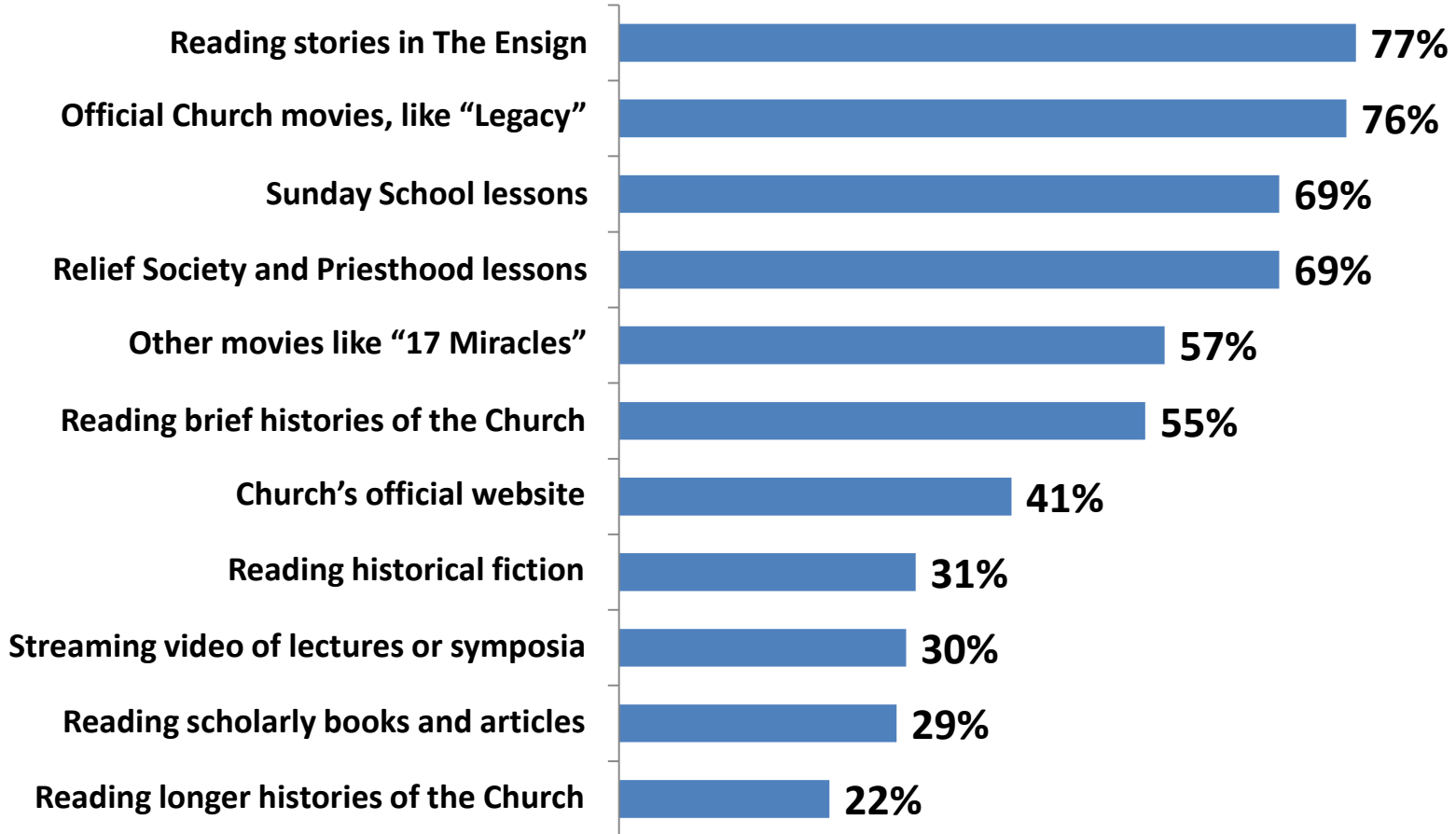
Strong Influence on Testimony



Research Question 5

What is members' preferred method of receiving information about Church history?

Preference for Learning about Church History



Market Segments

- **Men / Women**
- **Education**
- **Age**
- **Interest in Church history**

Market Segments

Groups:

- Women
- Less education

More likely to prefer:

- Relief Society / Priesthood lessons
- Commercial movies
- Stories in *The Ensign**
- Historical fiction**
- Sunday School lessons***

* Women and older members

** Women only

*** Less education only

Market Segments

Groups:

- Men
- More education
- Younger (under age 70)
- Higher expressed interest in Church history

More likely to prefer:

- Scholarly books and articles*
- Longer histories*
- Streaming video of lectures or symposia
- Church History's official web site**

* No difference by age

** Men / Younger

Market Segments

Groups:

- **No significant statistical differences among groups**

More likely to prefer:

- **Brief histories**
- **Official Church movies**

Summary (1)

- **A majority of active members are interested in Church history and think it is important to learn more about it.**
- **Most members want more help in responding to questions on “true but troubling” topics.**
- **About half of members said Church history played large role in their efforts to make and keep sacred covenants.**

Summary (2)

- **Members tend to prefer Church history delivered in easily digestible chunks:**
 - **Ensign stories**
 - **Videos/movies**
 - **Short accounts**
 - **Biographies**
- **However, there is also a niche for more scholarly materials.**

