

# New Zealand Faith and Belief Research Study 2018

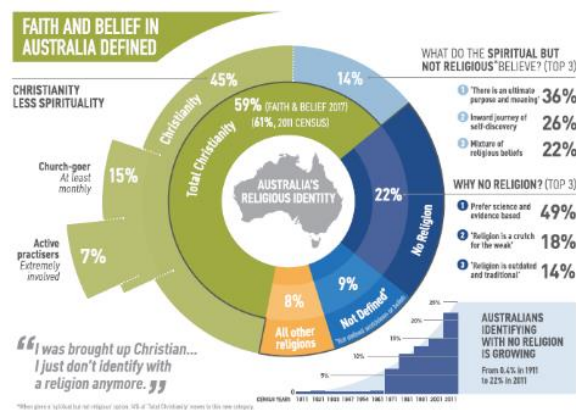
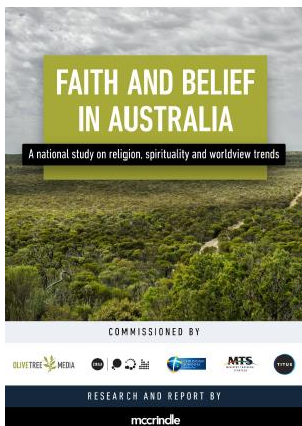
Dear friends,

I hope this letter finds you well.

**I am writing to you because we are seeking research partners for a national study on religion and spirituality in early 2018.** The research will explore perceptions of Christianity, barriers towards belief in Jesus, and the impact of Christianity, Jesus and the Church on New Zealanders.

**Background:** In 2016 several Christian organisations in Australia partnered together to conduct research on 'Faith and Belief' amongst the Australian public. The research was conducted by McCrindle, an independent research organisation, and built on 2011 research that explored Australian's attitudes towards religion and spirituality.

**Impact:** Four official launch events, where McCrindle shared the results of the study were held in 2017, gathering more than 1,000 Christian influencers. Many more Christian leaders have used the infographic, report and presentation slides to understand Australian's engagement with religion and spirituality. The results from this research have been used by ministers, pastors, denominational leaders, theological training organisations, para-church organisations and Christian not-for-profit organisations to inform and guide their evangelistic and mission activities.



## 2018 New Zealand Research Opportunity

There is an opportunity to conduct a national study on 'Faith and Belief' in New Zealand in 2018. The research would provide insights into what barriers exist that block people from believing in Jesus, attending church or discussing spirituality. Topics and questions could be refined to suit participating research partners needs and objectives. For example, in the 2017 Australian research several questions were included in the research to explore perceptions, effectiveness and future sentiment towards Christian schools.

## 2018 Faith and Belief Research Methodology

The research in the comprehensive proposal attached outlines two main components that will be conducted in late 2017:

- **Quantitative research:** An online survey of 1000 New Zealanders, aged 18+ of up to 10 minutes in length (usually 12-14 questions)
- **Qualitative research:** Three focus groups in Auckland, the largest city, with one group per generation
- **Scoping of national data on religion:** National data from the 2013 Census, released in 2014, would be integrated into the report.

The output from this study would include:

- **A comprehensive report** entitled '*Faith and Belief in New Zealand 2018*'
- **An A4 infographic** presenting the key findings in visual, print ready and digital formats
- **3 launch events** in Auckland, Wellington and Christchurch around Easter 2018.

## Project Cost

The overall project will cost \$53,600+GST to cover the research, outputs and launch events outlined in detail in the research proposal, excluding travel and accommodation costs for McCrindle researchers and speakers. Funds over and above this amount will contribute to the launch events and collateral at the events.

## Opportunity to support

To get the research underway, we are seeking research partners to financially contribute to the total cost of \$53,600AUD. We are looking to hear expressions of interest by the end of October, 2017. We will prepare the research at the start of November, 2017 for field work to commence in January 2018, with results presented around Easter 2018.

## Next steps

Please contact Geoff Brailey from McCrindle Research at [geoff@mccrindle.com.au](mailto:geoff@mccrindle.com.au) or 0061 2 8824 3422 or Victor Kulakov from Adventist Church New Zealand on [insert best email and contact number](mailto:insert_best_email_and_contact_number) for more information or to register your expression of interest to financially support this project.

Best regards,

Victor Kulakov

Adventist Church New Zealand

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## McCrindle's New Zealand clients

- RVA NZ (Retirement Villages Association of New Zealand)
- Independent Schools of New Zealand.