



**Global Perspective.
Innovative Research.
Superior Results.**

Omnibus Survey of Christian Adults

May 26-29th 2008

Wilson Research Strategies is inviting a select few religious and non-profit organizations to participate in an omnibus survey that will research the views of Christian adults in the US. The Wilson Research Strategies' Omnibus Survey of Christian Adults (OSCD) will provide insight into the hearts of self-described Christians; those who have made a commitment to live their lives for Jesus. With WRS's OSCD you can understand what issues are most important, identify what messaging resonates most and understand what events most significantly impact ministry and non-profit association, membership and even giving.

WRS OSCD gives your organization a way to:

- Reach Christians quickly at a fraction of the cost of a custom survey;
- Conduct tracking studies;
- Identify what events most significantly impact giving;
- Conduct last-minute studies;
- Test new messages/concepts;
- Conduct awareness, trial and usage studies;
- Measure giving/tithing impact.

WRS OSCD offers these pricing features:

- Costs calculated on a per-question basis;
- One standard banner of up to six demographic points included;
 - Custom banners for an additional charge.

Sampling design consists of:

- 1000 nationally representative sample of self-described Christians ages 18 and older;
- Standard Margin of Error (MoE) = $\pm 3.2\%$.

Respondent demographic data include:

- Age, sex, marital status, children at home, church attendance, bible readership frequency, praying frequency, denomination, income, education, political ideology, internet usage, Christian TV viewership and Christian radio listenership.

Schedule:

The next WRS OSCD study will be conducted on May 26-29th 2008. All questions must be submitted no later than May 23. Closed-ended results will be delivered within seven days. Open-ended results are delivered one week after that.