

ABHE Annual Meeting

ABHE / Barna Group
Market Research Analysis

Barna Group
Knowledge to navigate a changing world

February 12, 2016

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 @davidkinnaman

Groups Interviewed

U.S. General Population
N=1011



Christian Prospective Students
N=1264



Christian Parents of Prospective Students
N=550



Faith Leaders
N=980



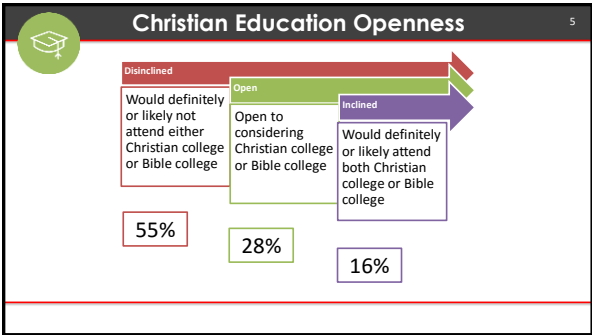
ABHE Stakeholders
N=665

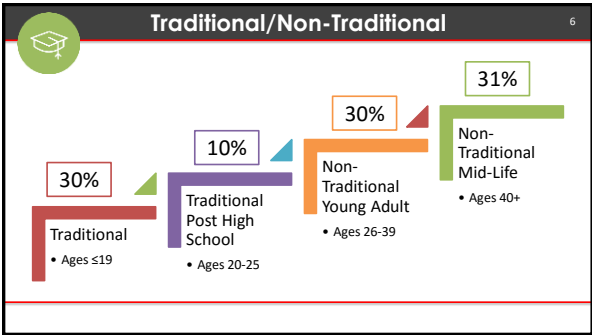


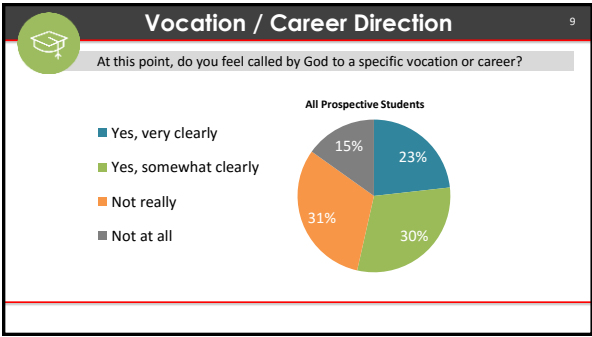
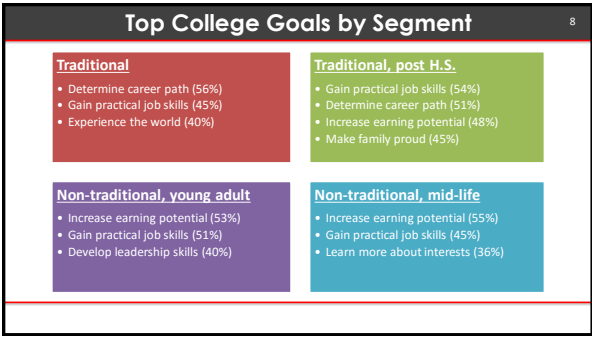
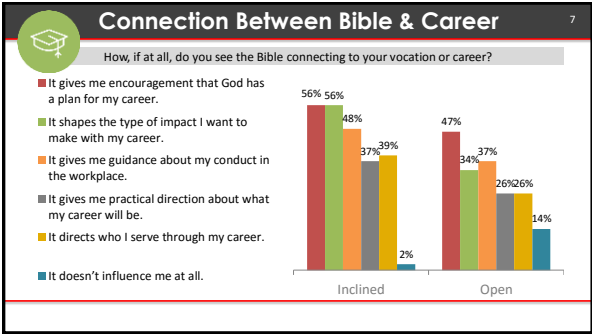
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PROSPECTIVE STUDENT EXPECTATIONS







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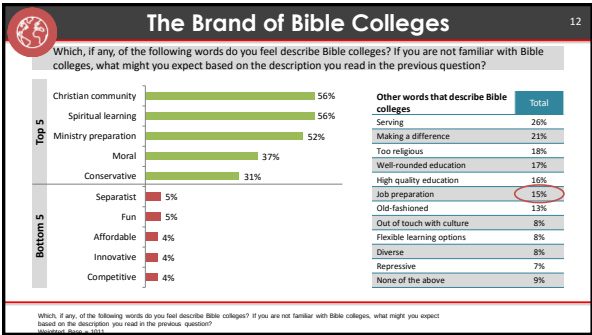


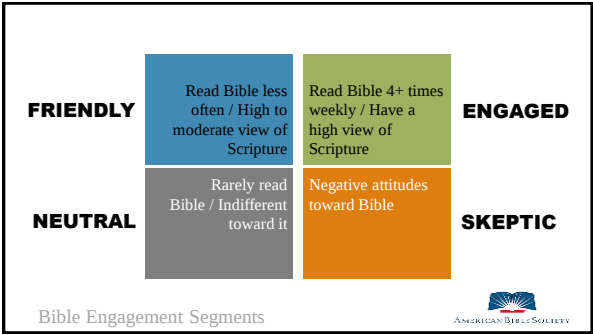
DECISION INFLUENCES: FAITH LEADERS

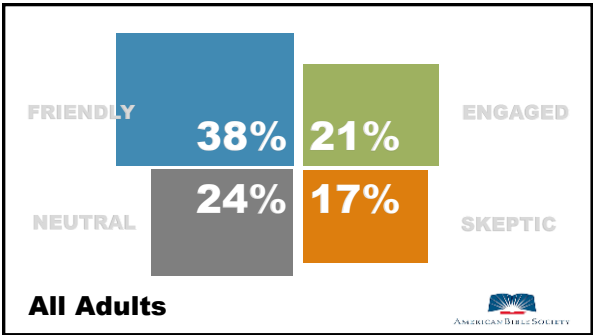
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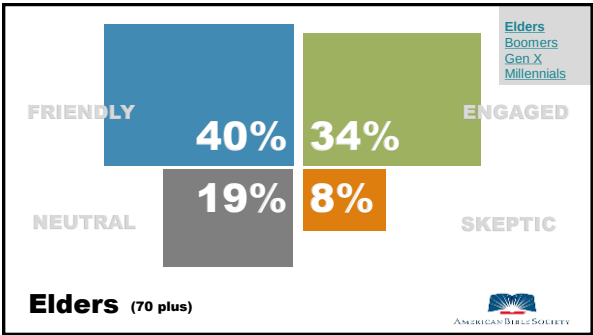


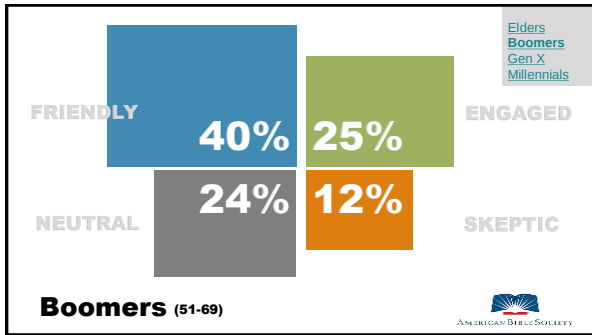
DECISION INFLUENCES: SOCIETY

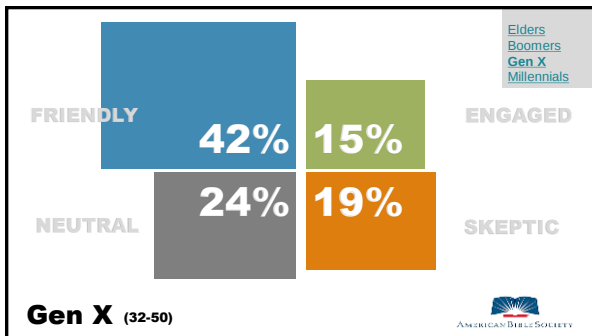


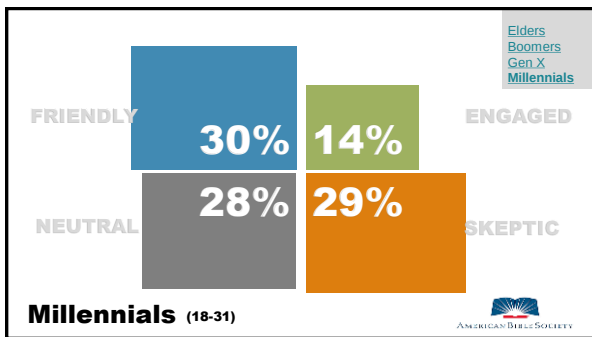












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DECISION INFLUENCES: PARENTS

Conclusions20

- Career, career, career
- Church “ecosystem” is faltering as a feeder
- Opportunity to grow non-traditional market
- Adaptive solutions vs. technical tools
- Internal clarity is critical
- Create learner-focused communications

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