

# Statistical Report Annual Council 2017

## Mission progress and trends

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Statistics & Research



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# RESOURCES

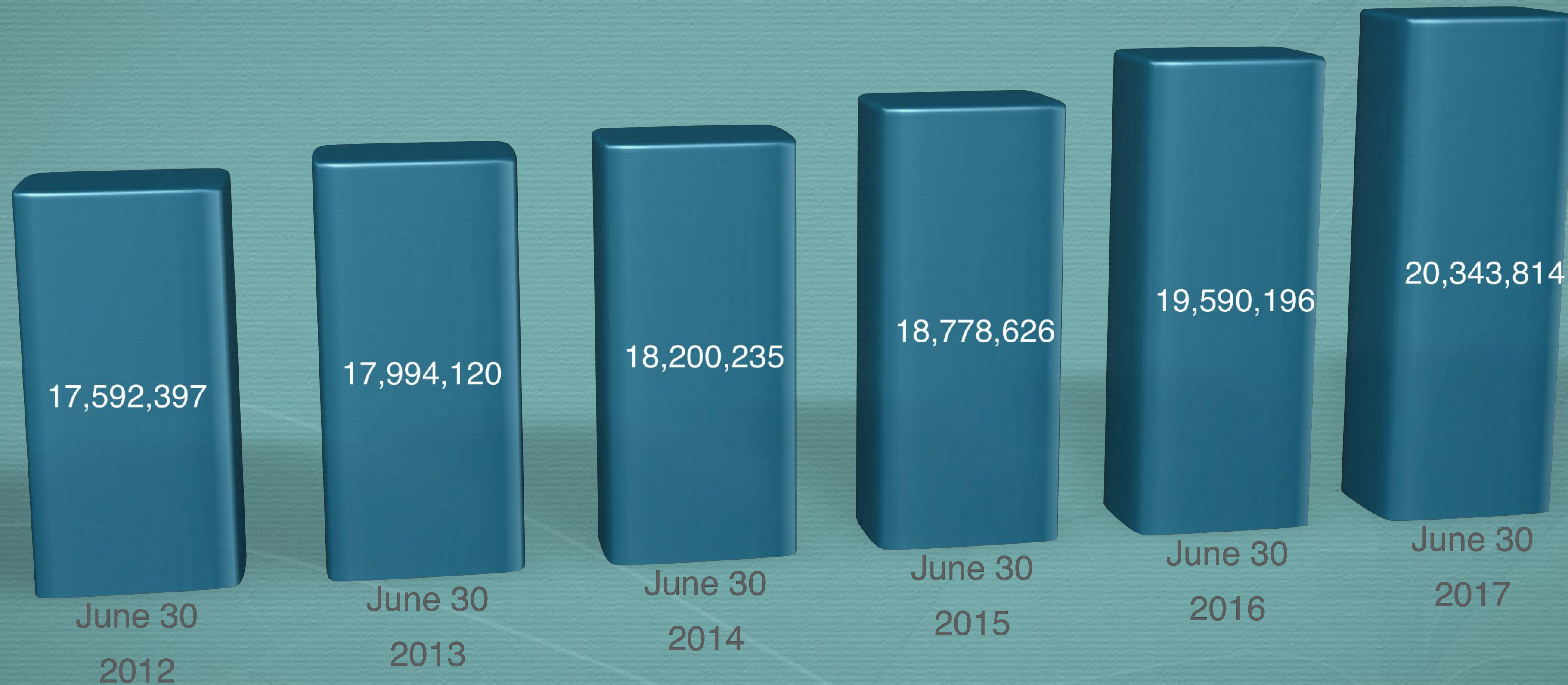
[www.AdventistStatistics.org/](http://www.AdventistStatistics.org/)

[www.AdventistResearch.org/blog](http://www.AdventistResearch.org/blog)

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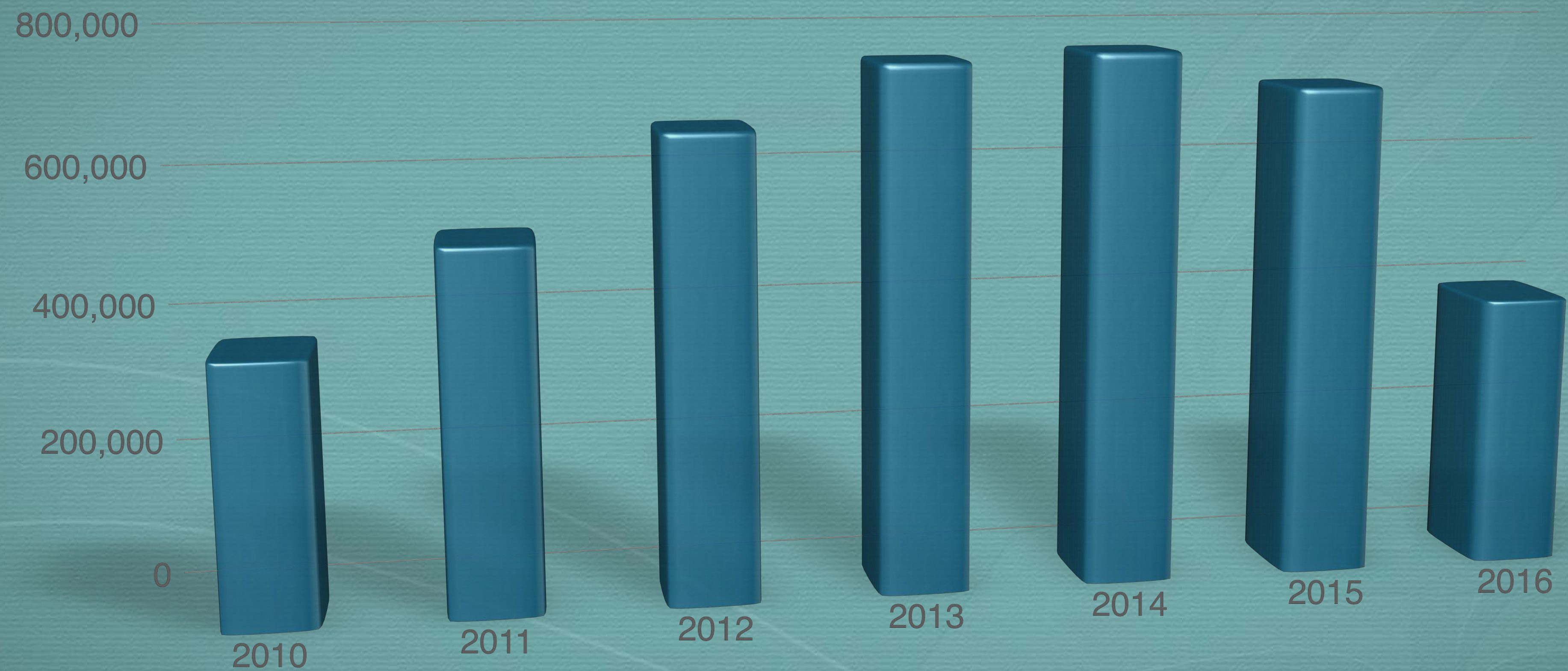
# MID-YEAR MEMBERSHIP



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# LOSSES

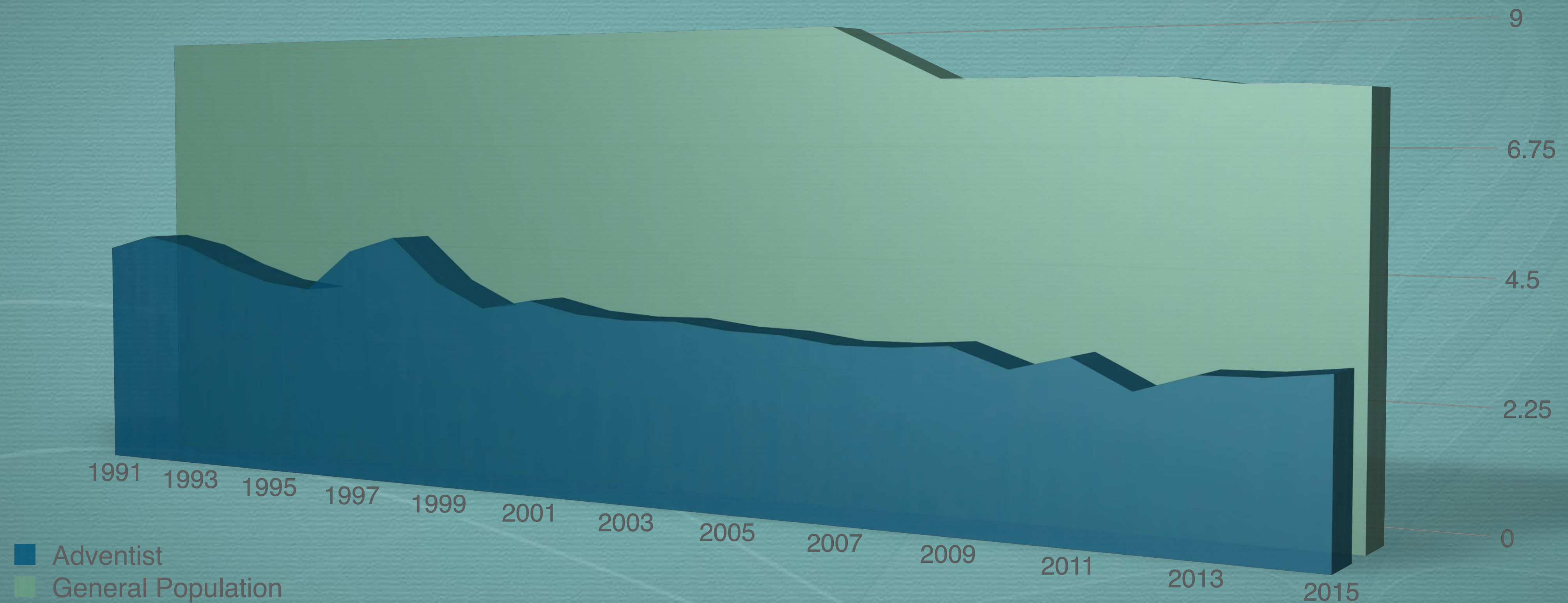


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# MORTALITY RATES

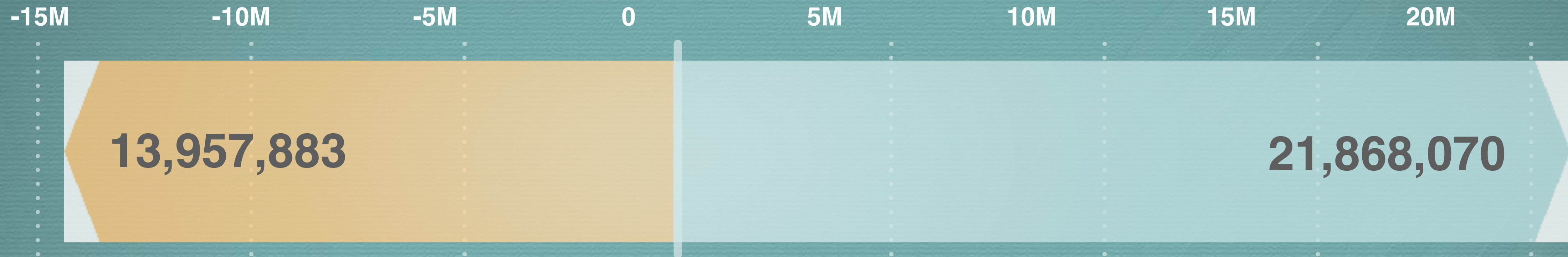
(Lower is better)



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# NEW MEMBERS WHO LEAVE



- Members who left
- Members who stayed

Since 1965, 35,825,953 people have been members of the Seventh-day Adventist Church.

Of those, 13,957,883 have chosen to leave.

**Our net loss rate is 38.96%.**

In effect, **four of every ten** church members are slipping away.

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# Why members leave

- Not because of theological differences
- It's usually because they go through a crisis in life
- Or experience conflict in the church community
- They feel un-missed, un-cared for, unimportant
- Most don't decide to not be a Seventh-day Adventist
- It just happens...They slip through the cracks

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# Why we often don't count members when they leave

- Economists, psychologists, sociologists, and statisticians: all have recognized a problem
- Whenever organizations try to measure how well people are doing, they switch to optimising for whatever is being measuring, rather than putting their best efforts into doing good work.
- In fact, this phenomenon is so well known and understood that it's been given at least two different names. . . .

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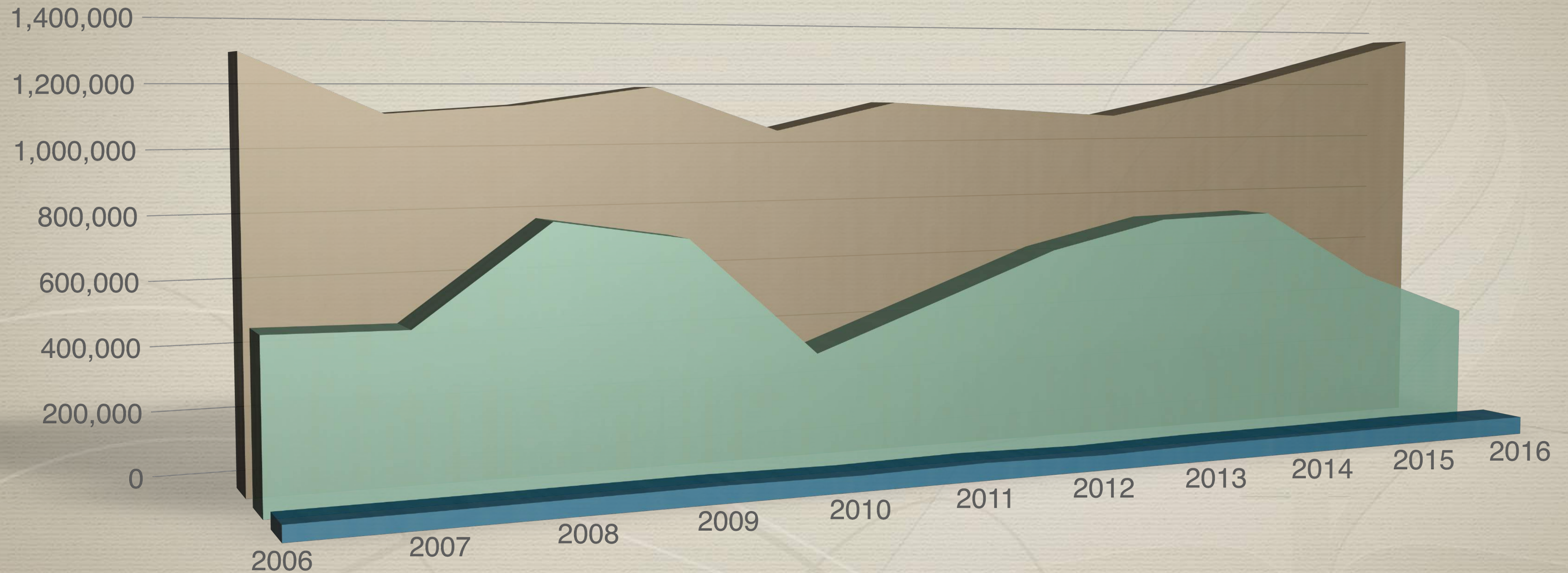


# Why we often don't count members when they leave

- “Campbell’s Law” (the most explicit):
  - \* *The more any quantitative social indicator is used for social decision-making, the more subject it will be to corruption pressures and the more apt it will be to distort and corrupt the social processes it is intended to monitor.”*
- “Goodhart’s Law” (more succinct):
  - \* *When a measure becomes a target, it ceases to be a good measure.*



# CHANGES IN MEMBERSHIP

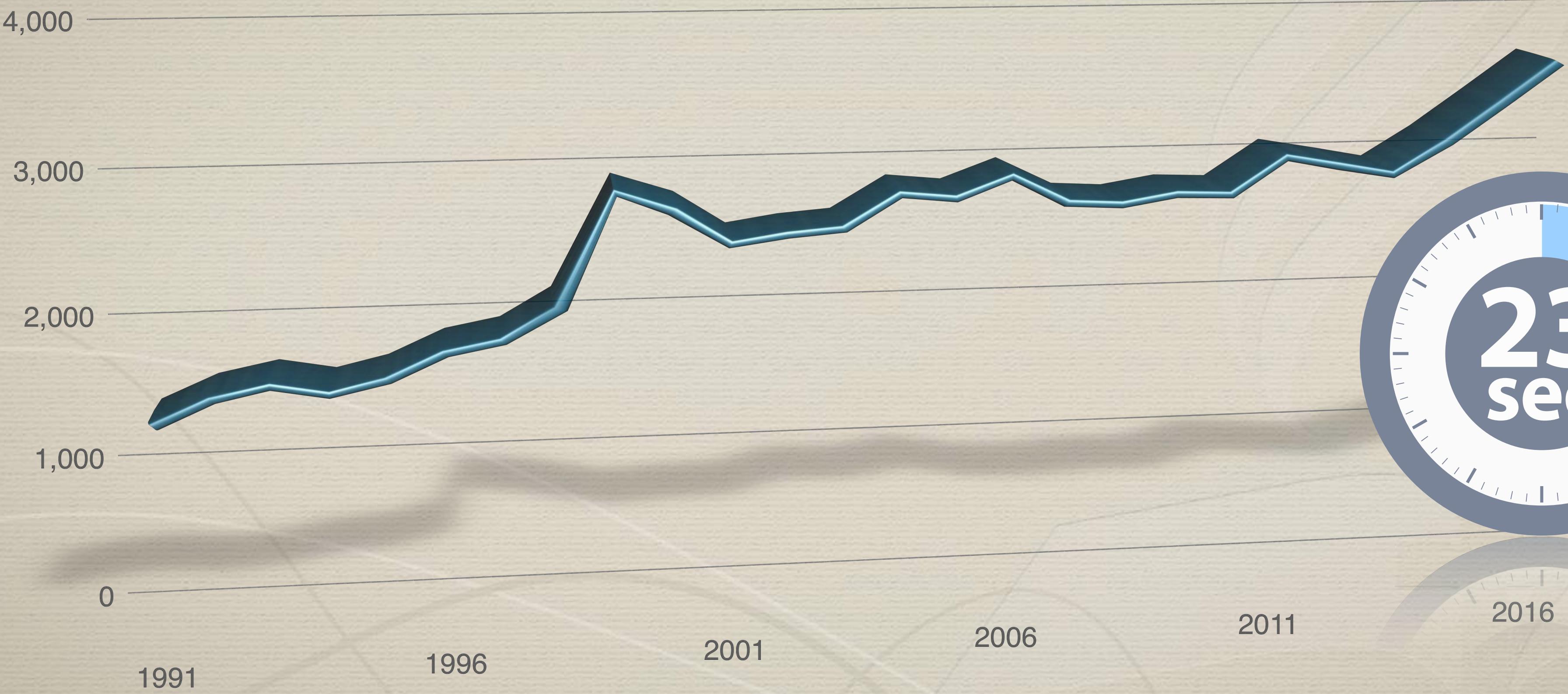


Deaths  
Losses  
Accessions

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# ACCESSIONS PER DAY

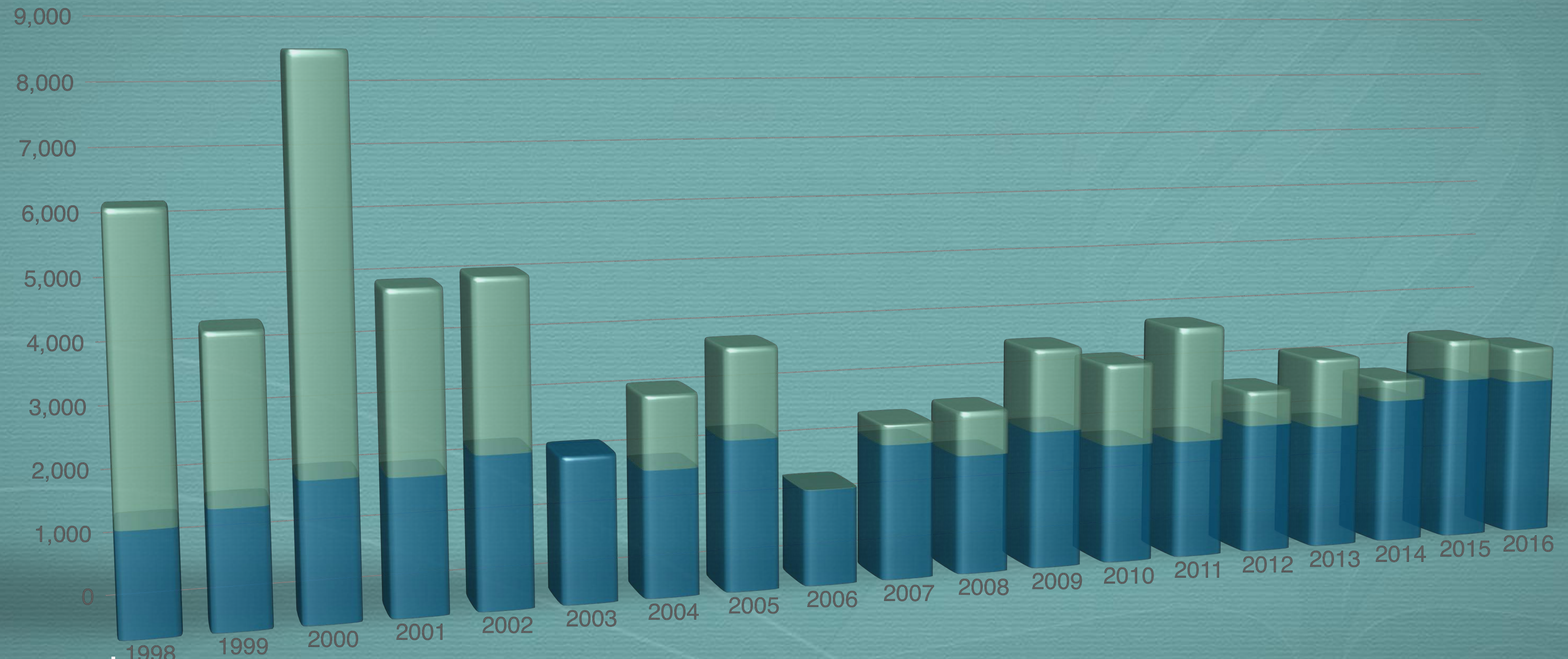


EVERY  
**23**  
SECONDS  
SOMEONE  
BECOMES AN  
ADVENTIS  
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# NEW CONGREGATIONS



New Companies

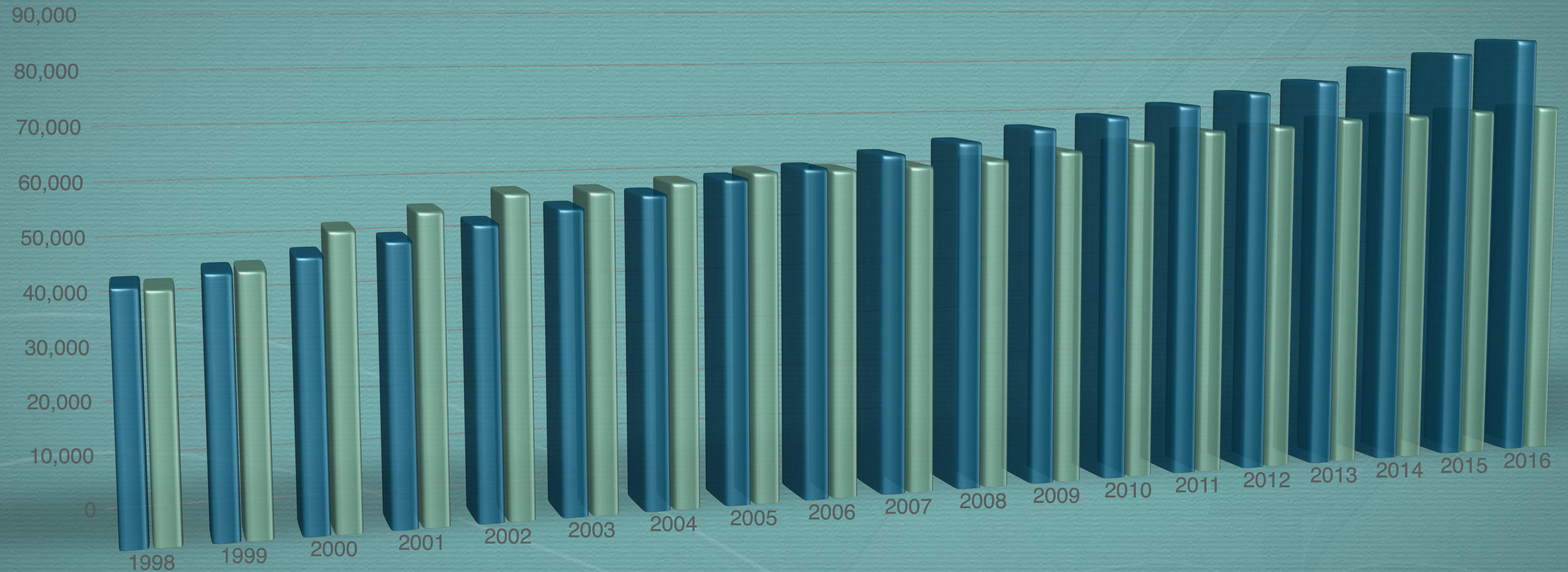


New Churches

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# TOTAL CONGREGATIONS



Total Companies



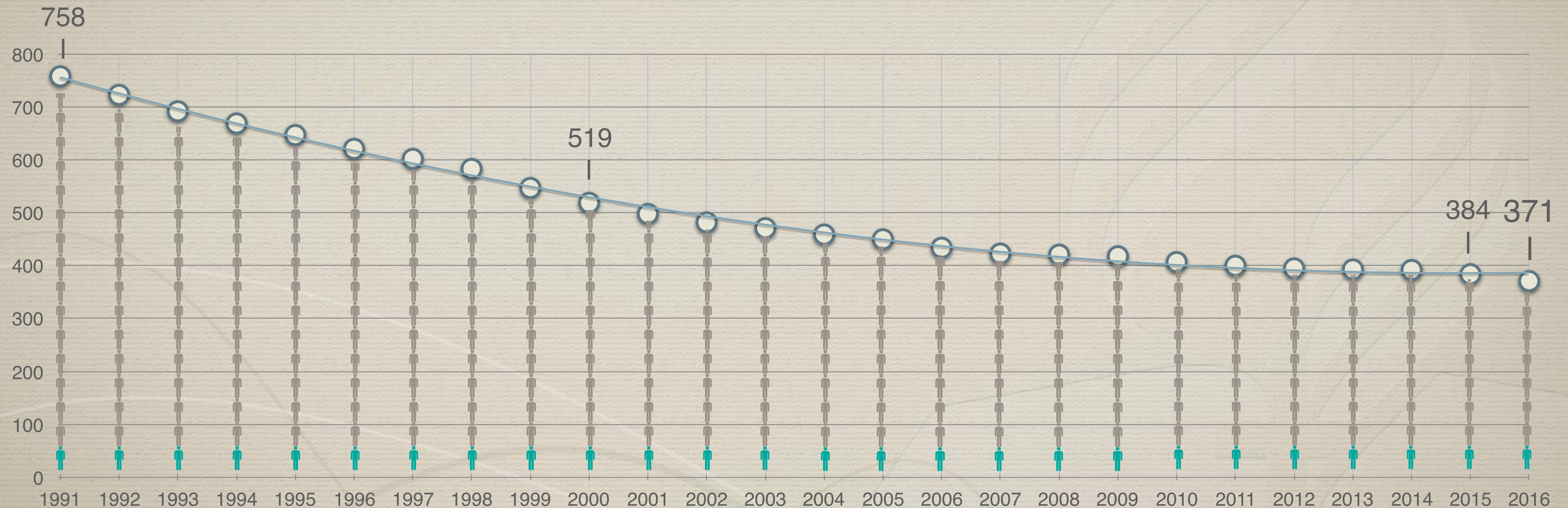
Total Churches

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# POPULATION RATIO

(Worldwide ratio of one Seventh-day Adventist  to every \_\_\_\_ people .)



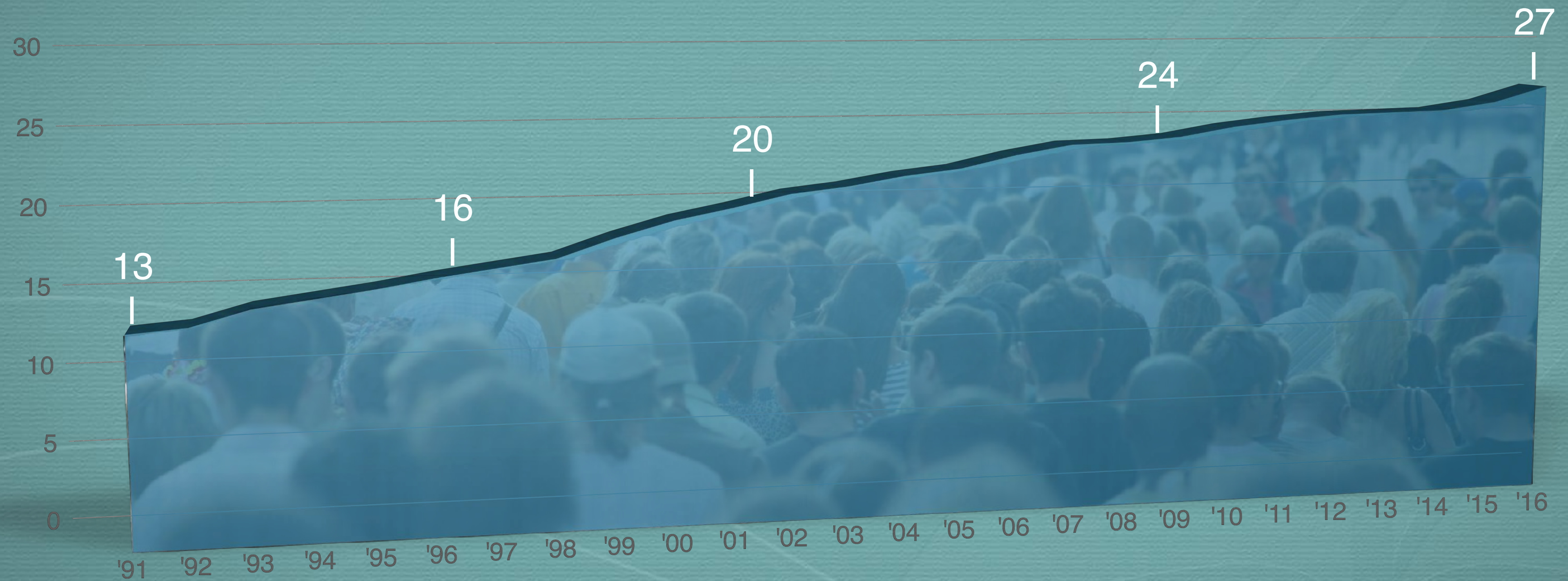
(Lower numbers are better)

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# MEMBERS PER 10,000

(of General World Population)

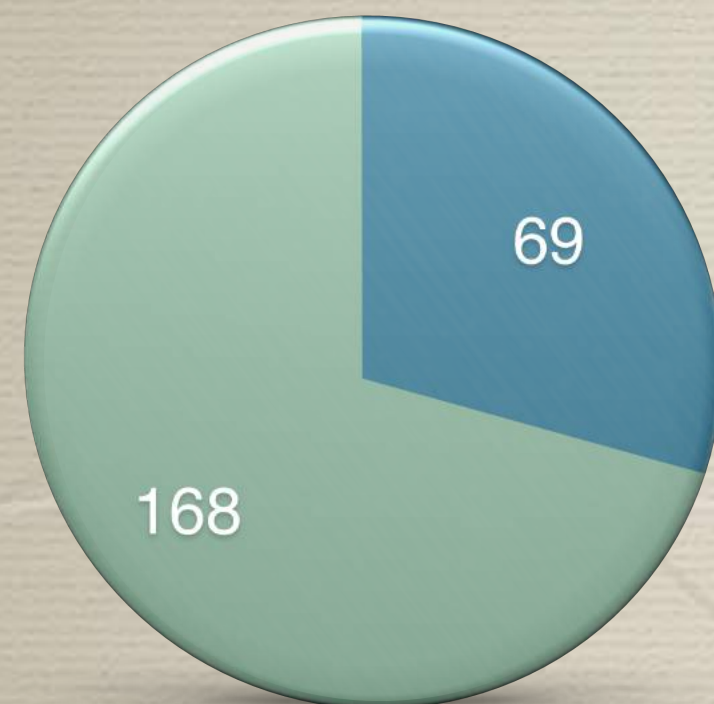


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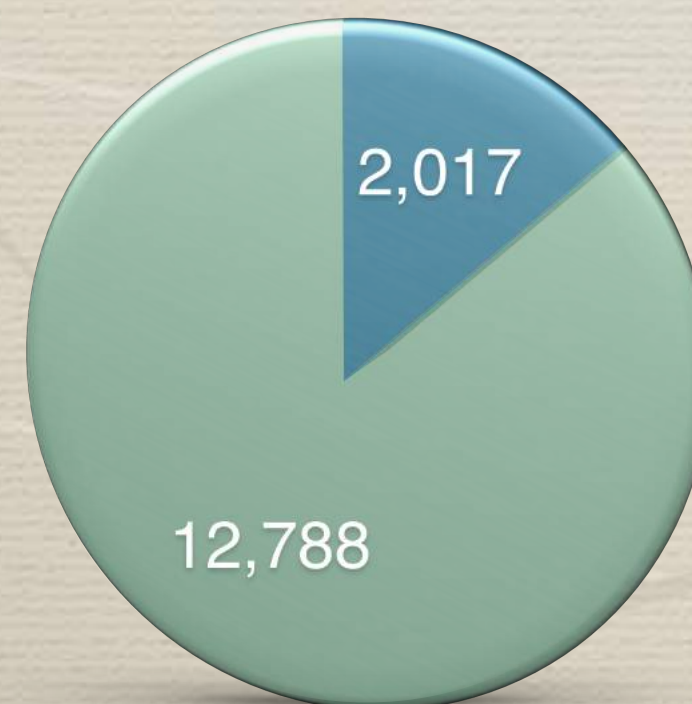


# INSIDE VS. OUTSIDE THE 10/40 WINDOW

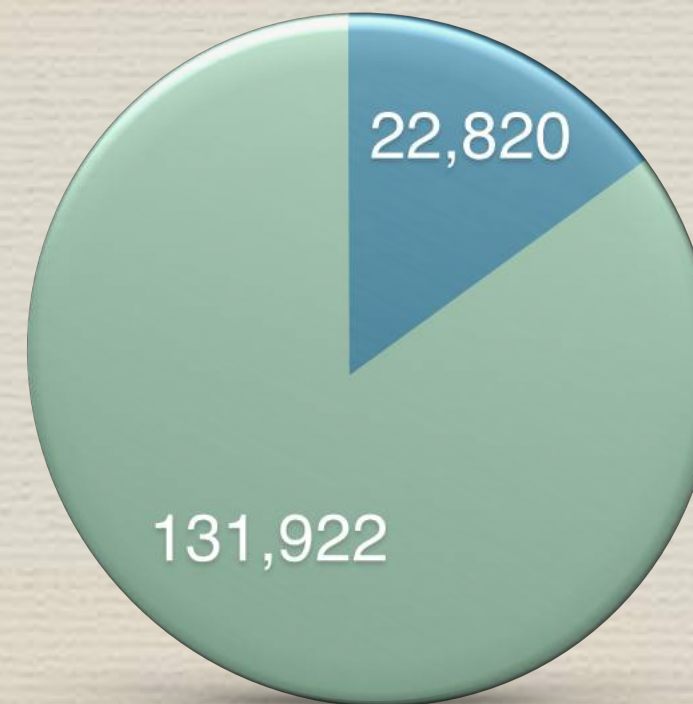
Number of Countries



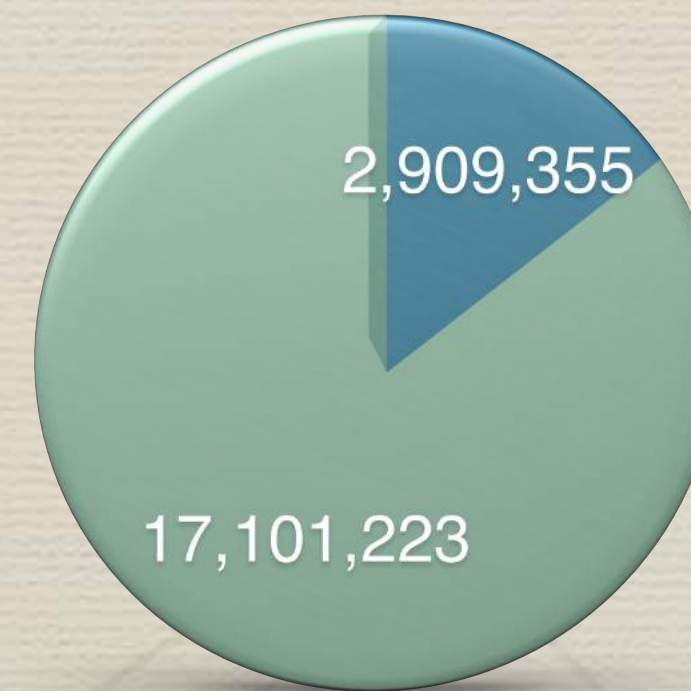
Ordained Ministers



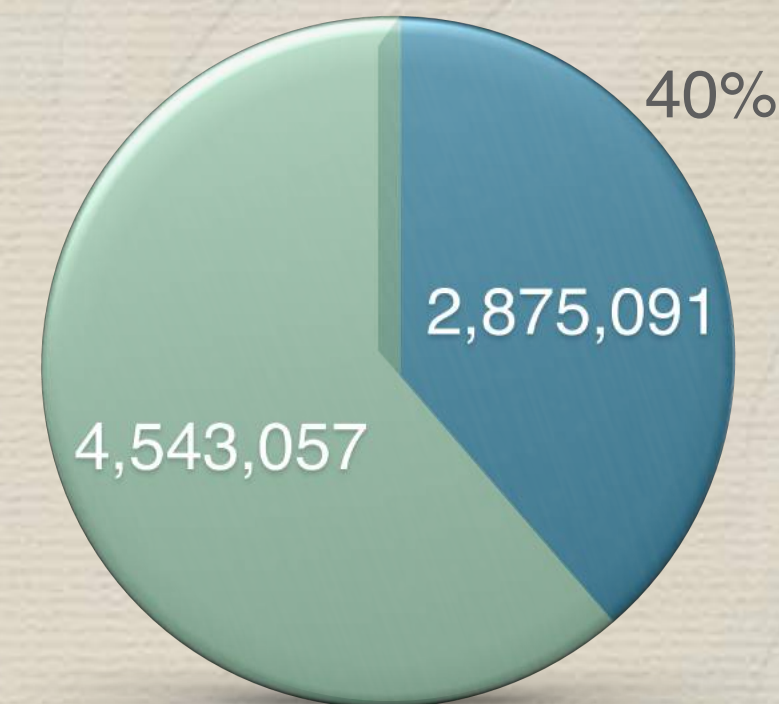
Churches & Companies



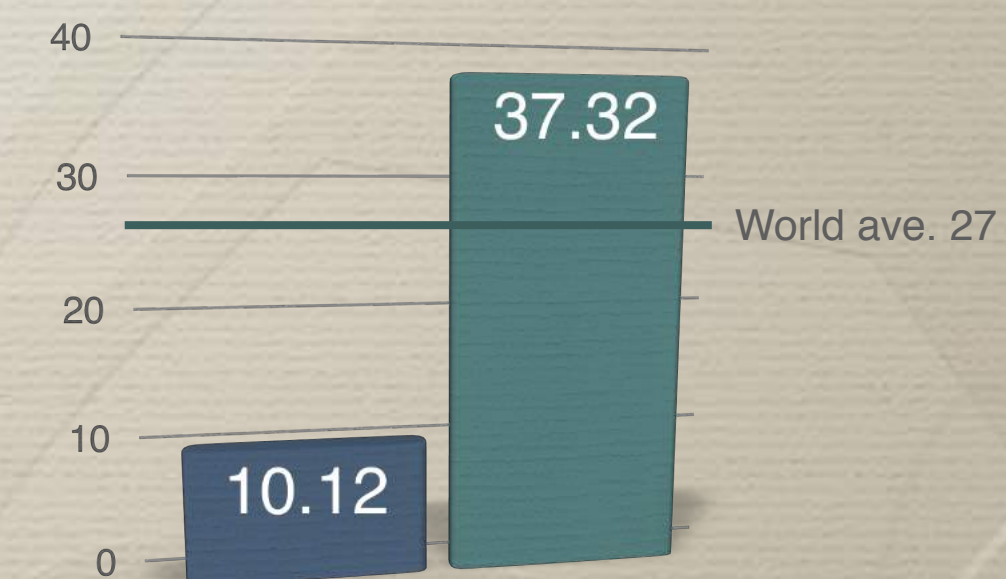
Church Membership



Estimated Population



Population per Member Ratio

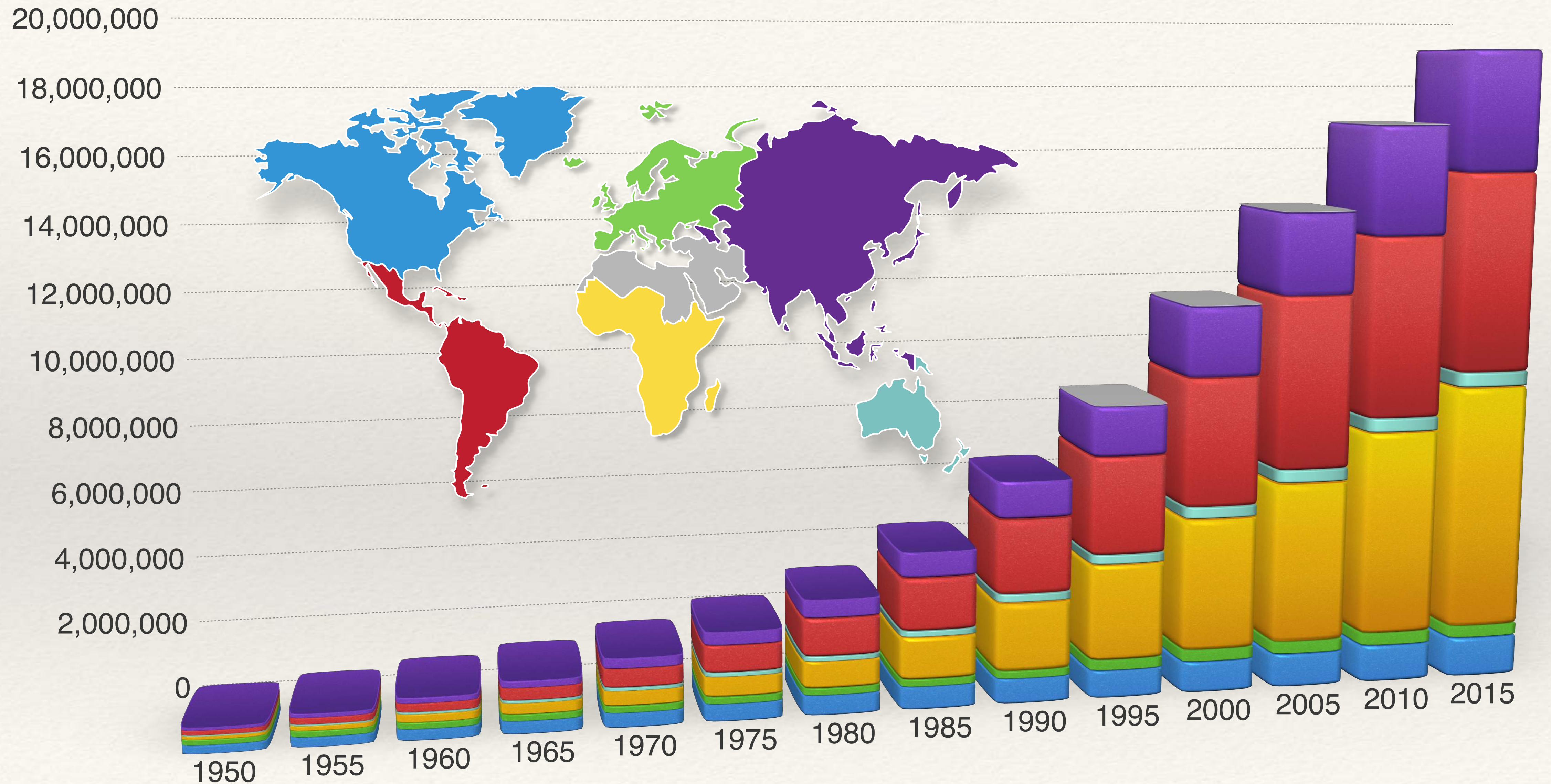


● Inside the 10/40 Window  
● The Rest of the World

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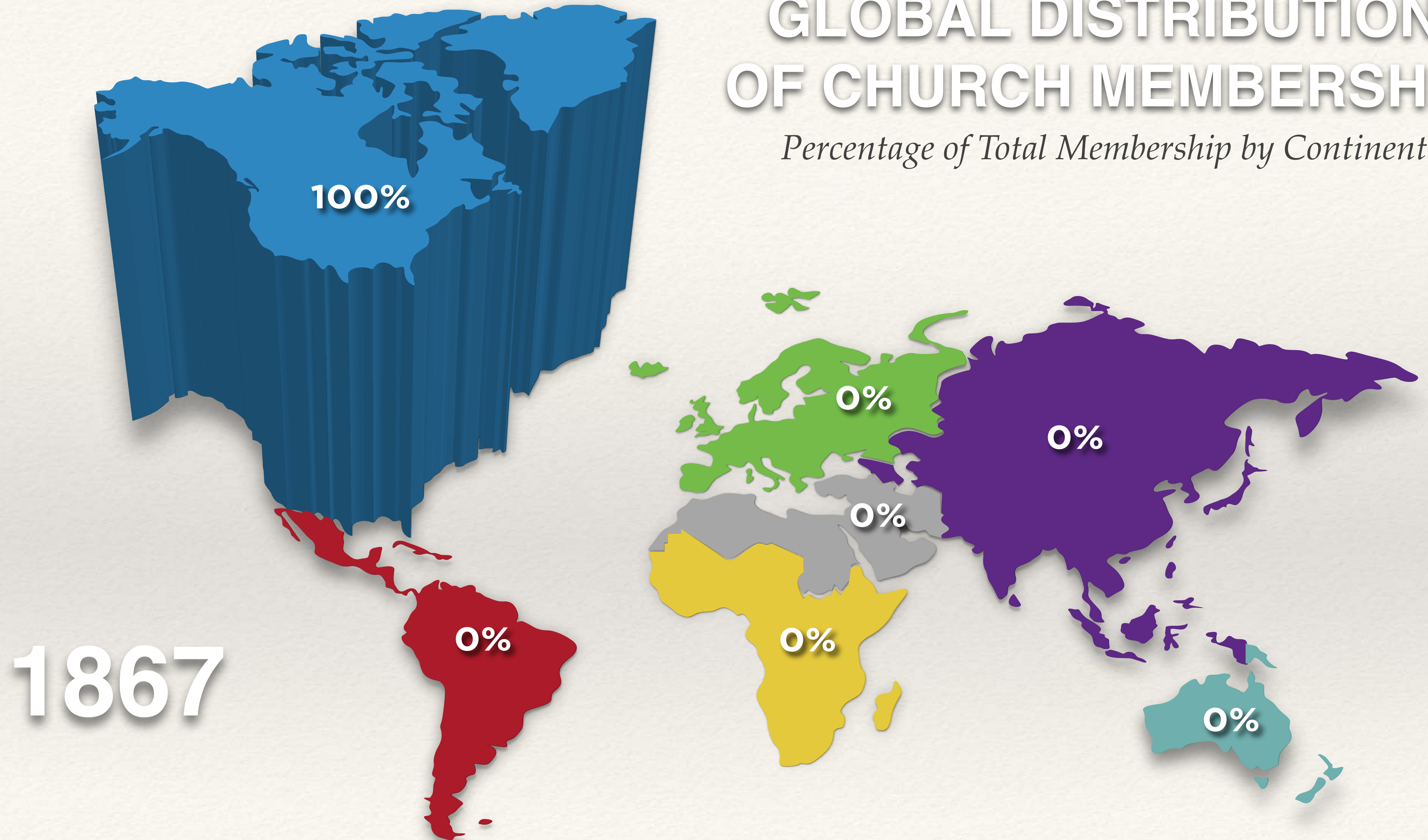
# CHURCH POPULATION BY CONTINENT





# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

*Percentage of Total Membership by Continent*

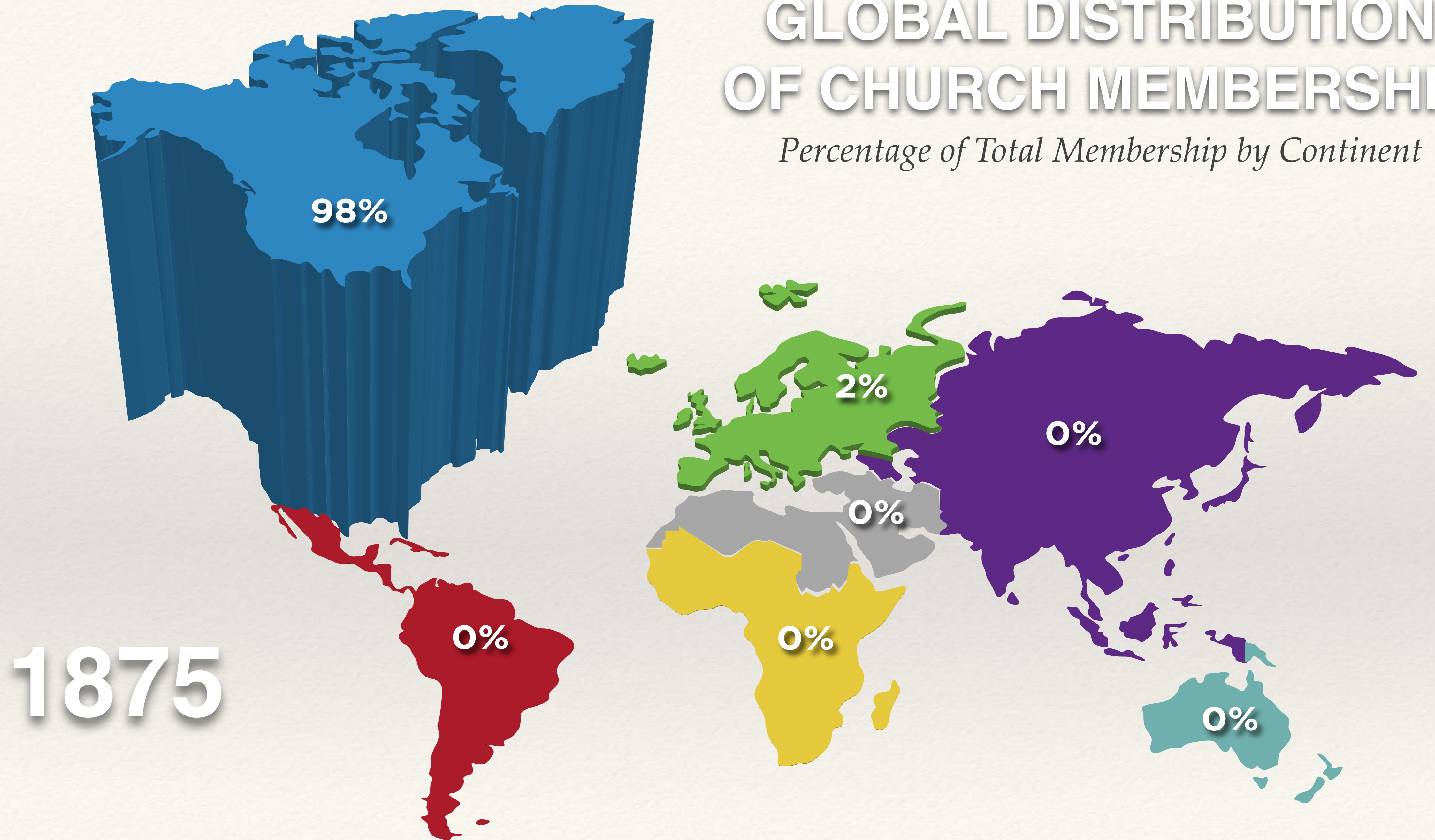


1867



# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

*Percentage of Total Membership by Continent*



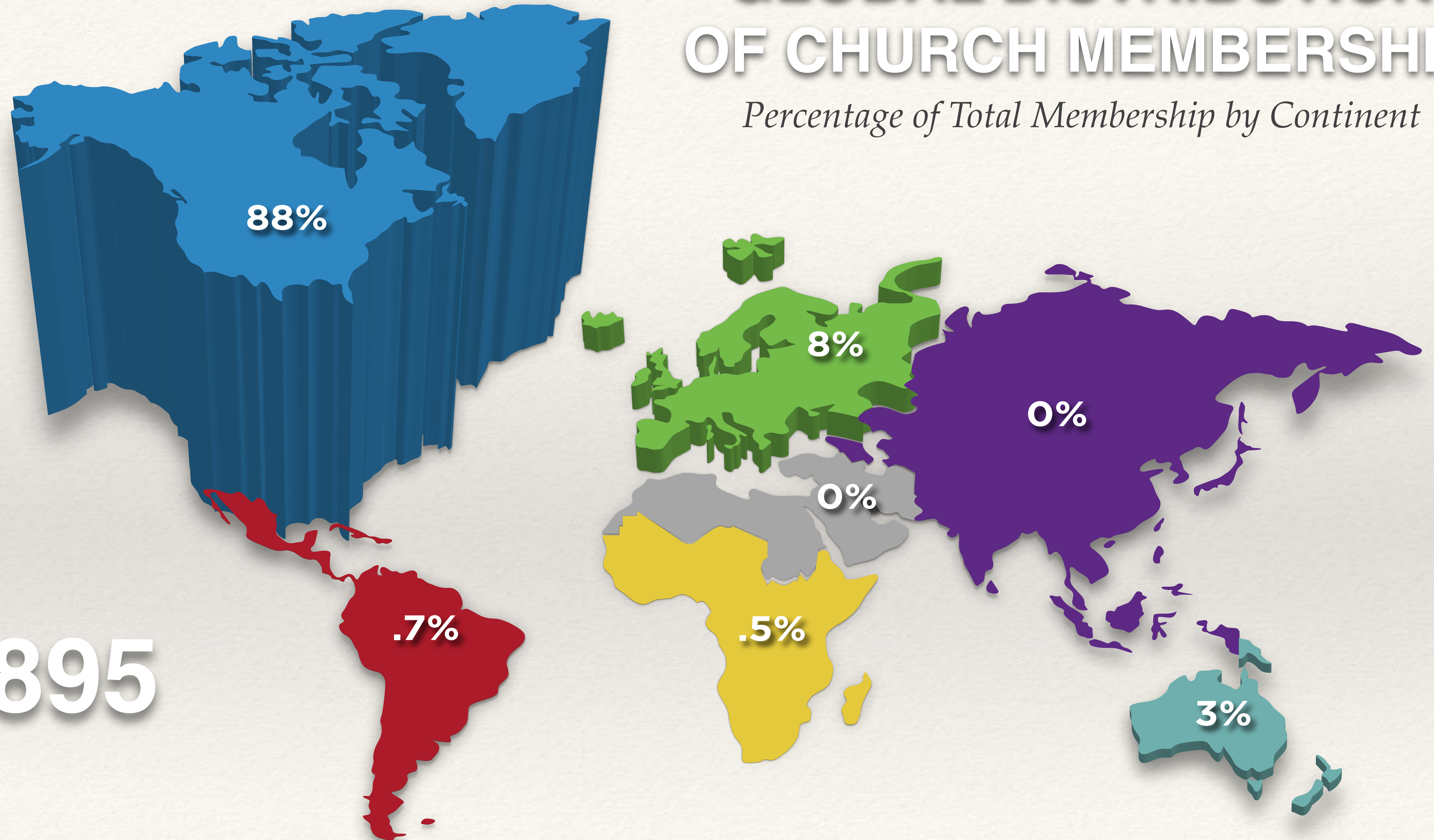
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# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

*Percentage of Total Membership by Continent*

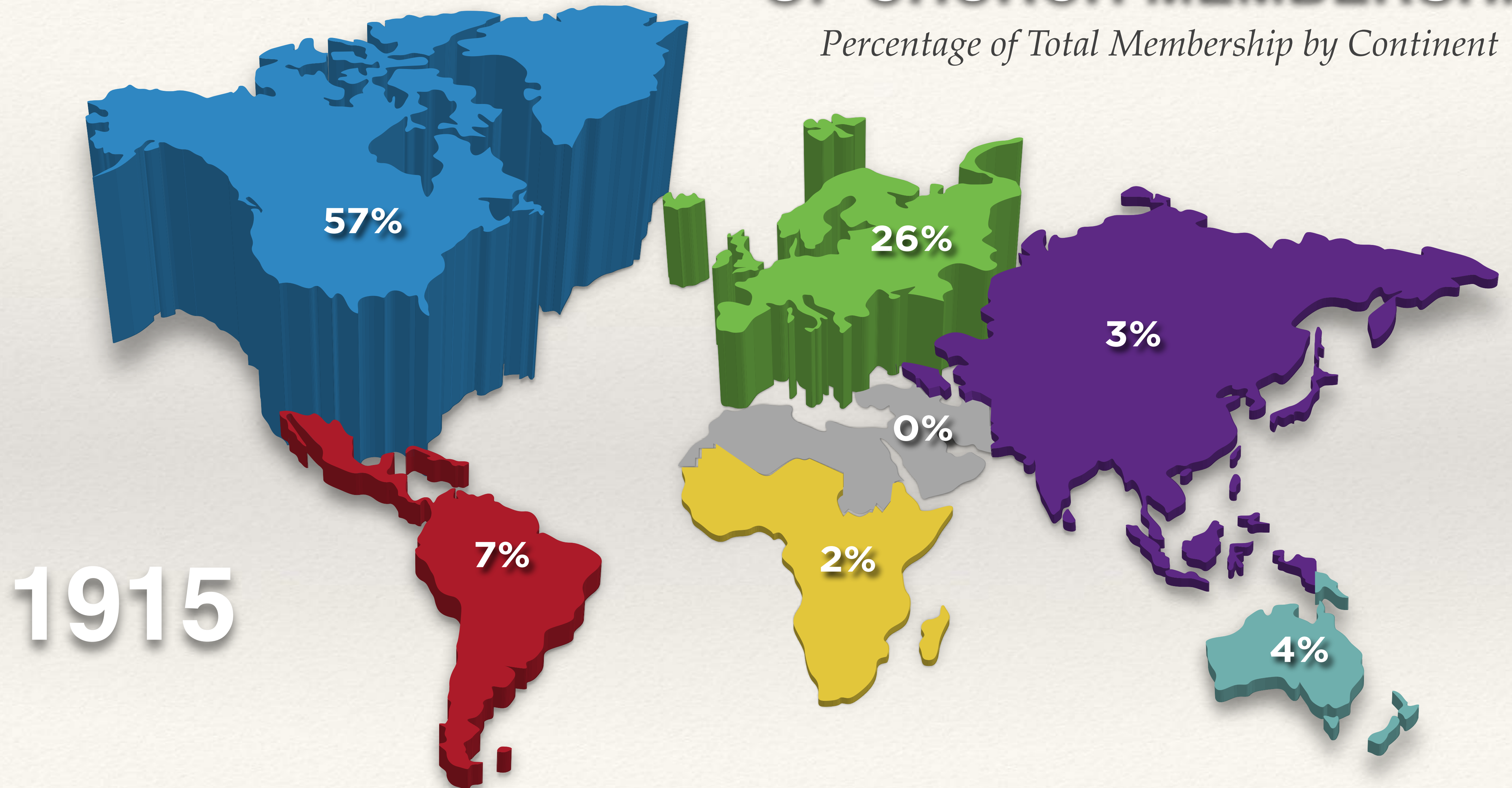
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# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

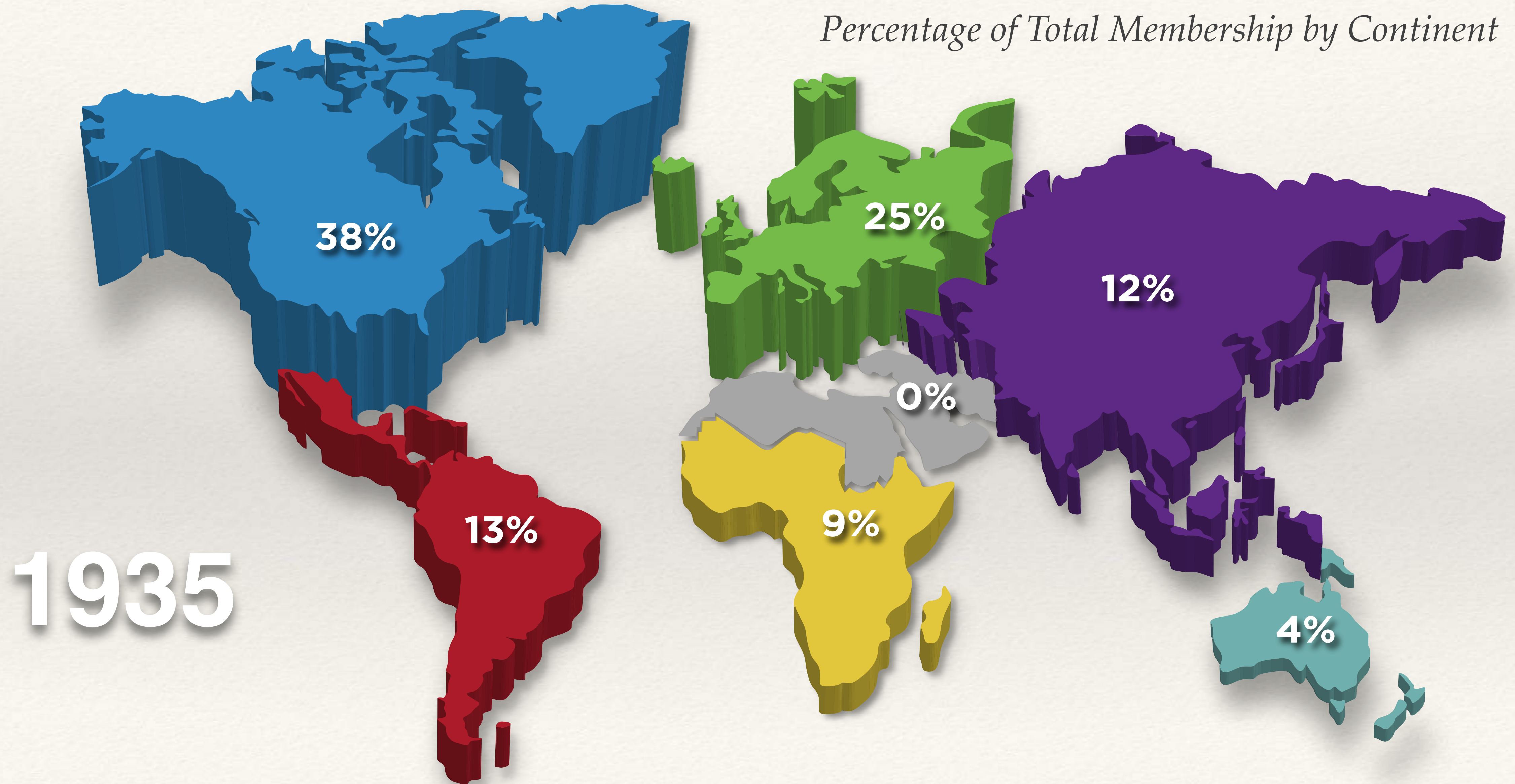
*Percentage of Total Membership by Continent*





# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

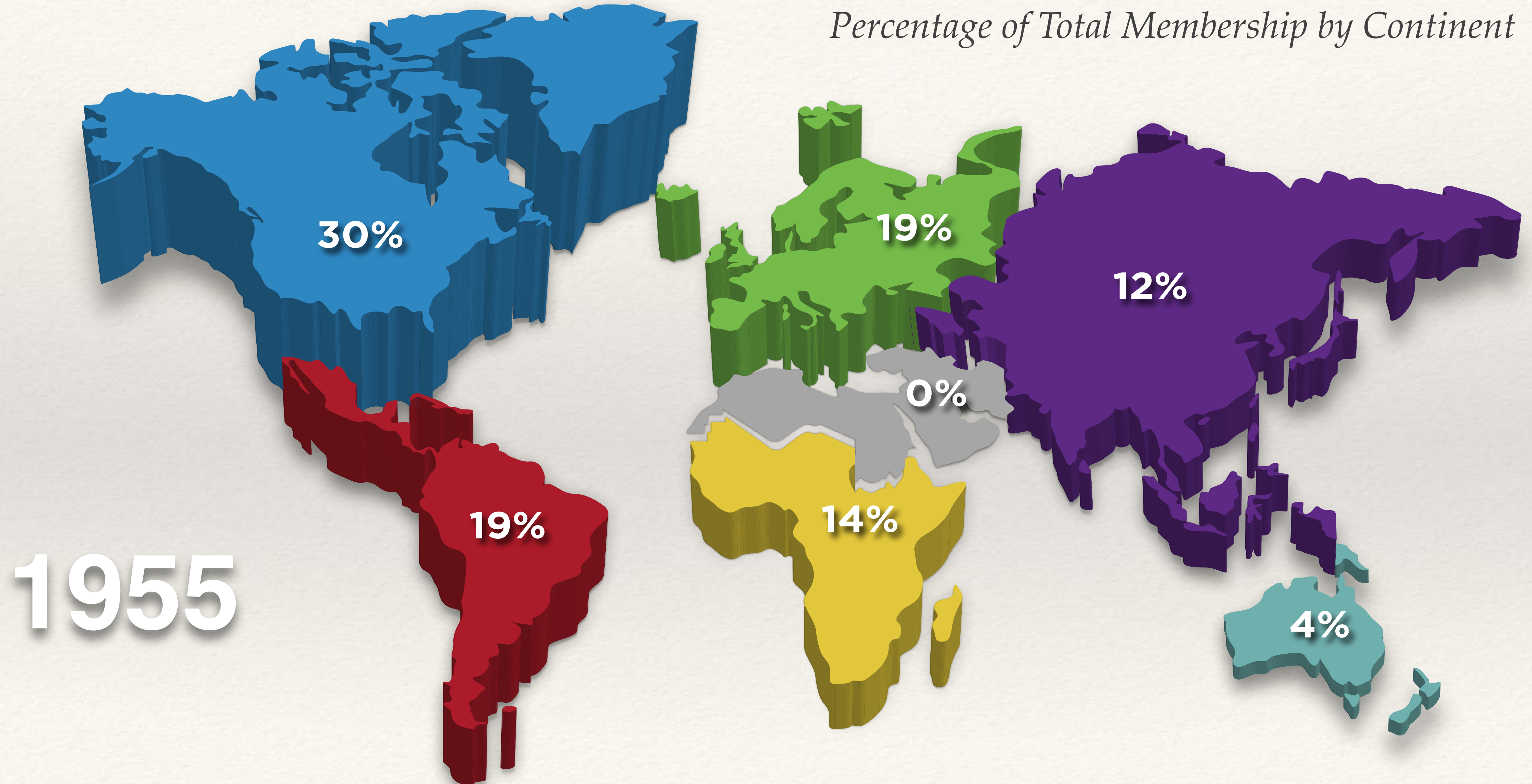
*Percentage of Total Membership by Continent*





# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

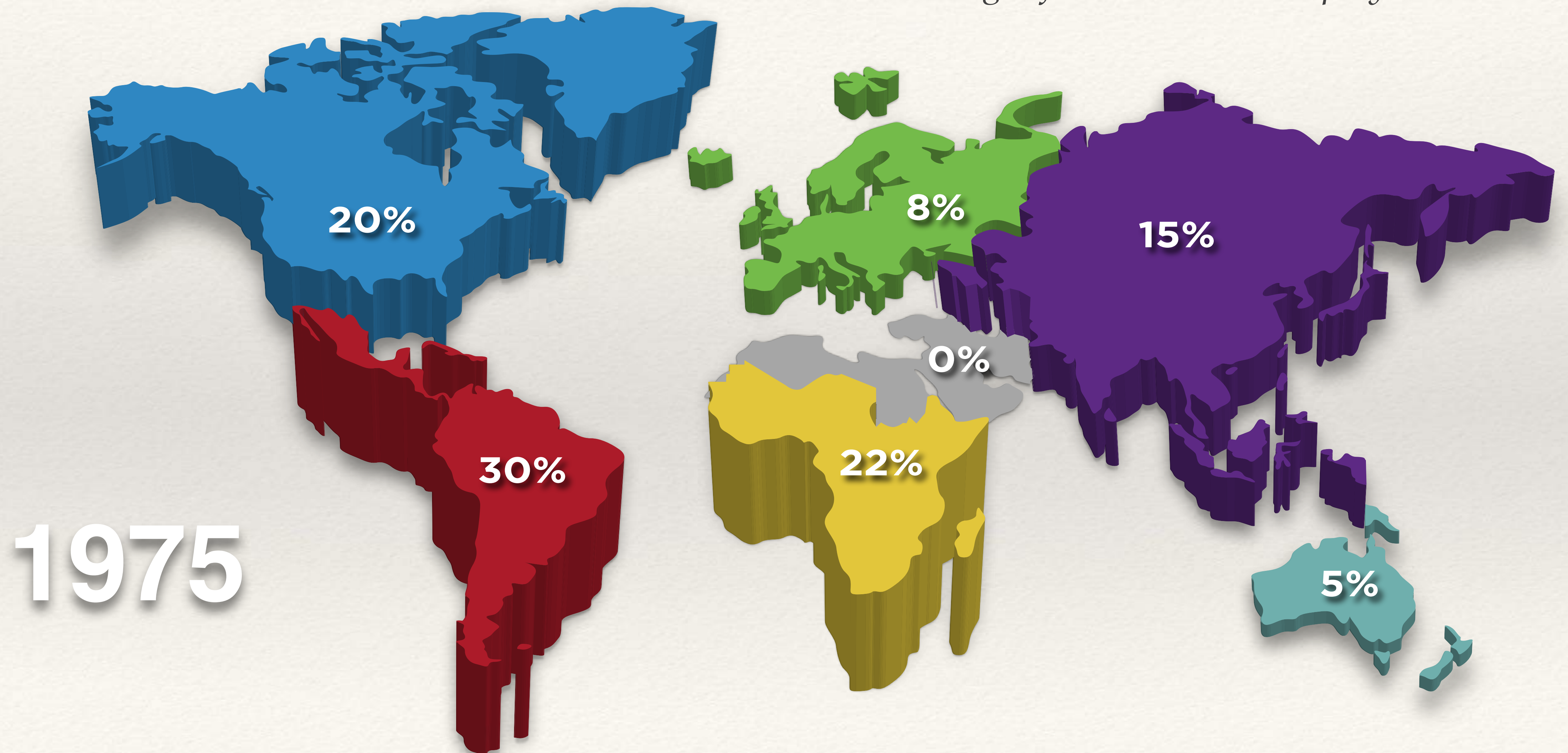
*Percentage of Total Membership by Continent*





# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

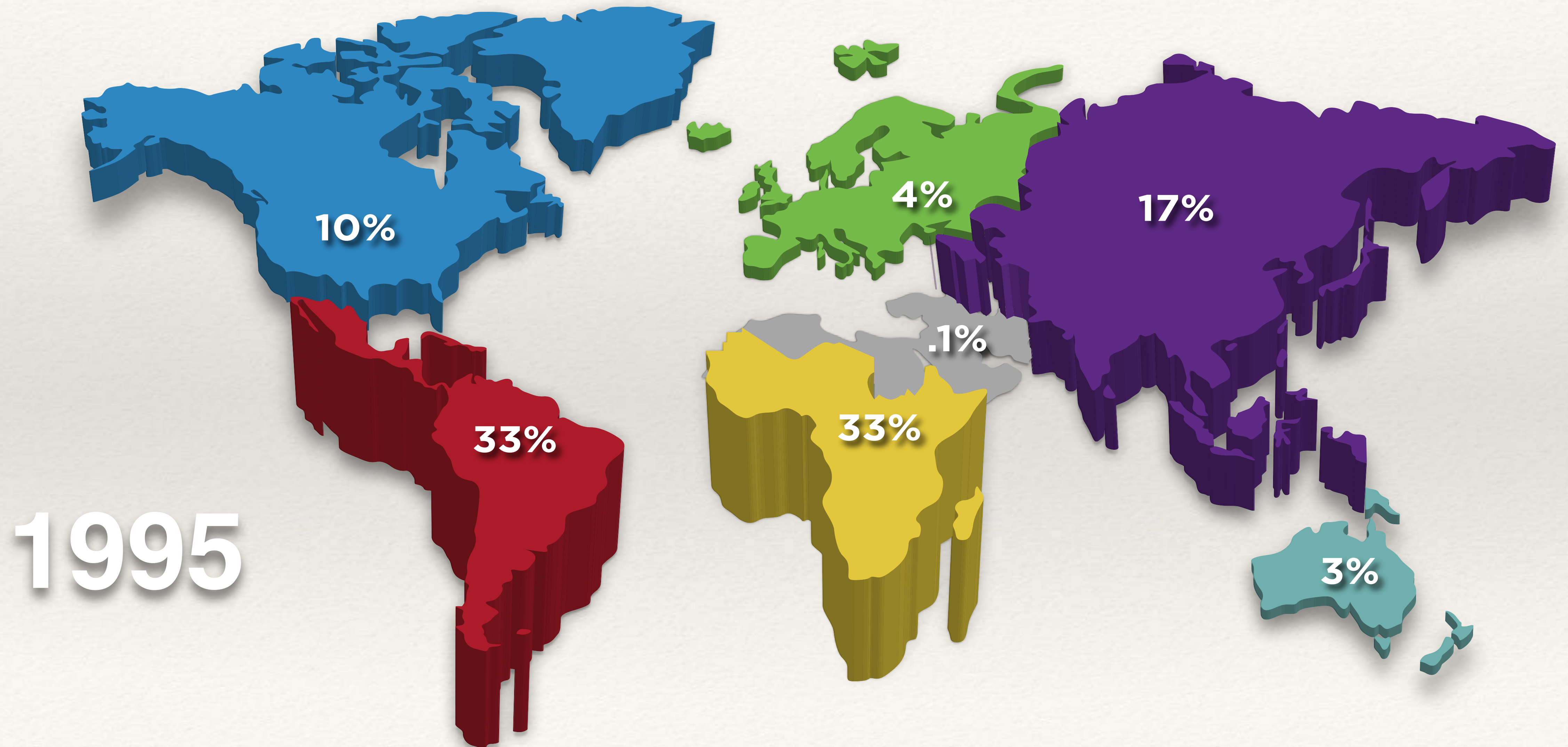
*Percentage of Total Membership by Continent*





# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

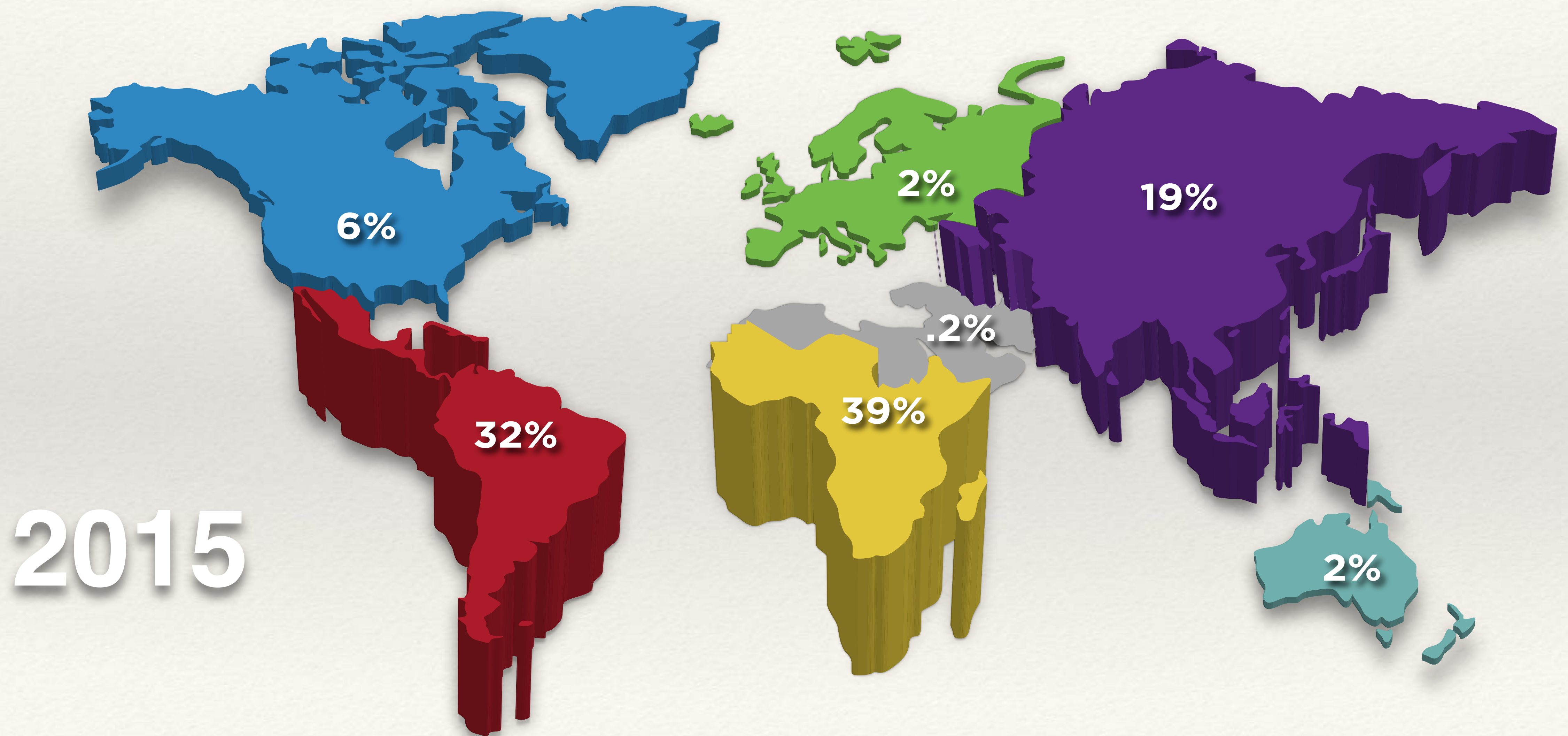
*Percentage of Total Membership by Continent*





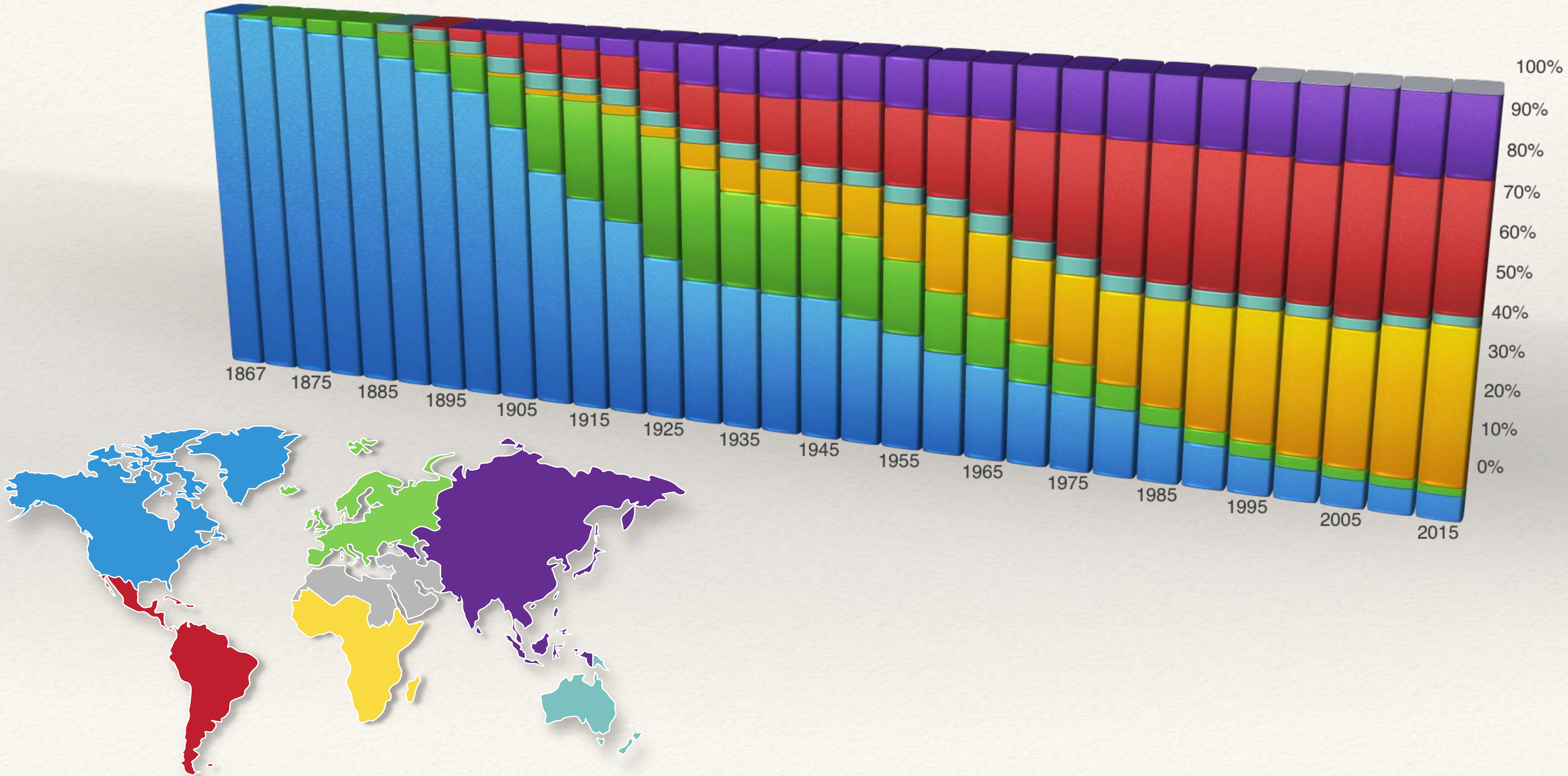
# GLOBAL DISTRIBUTION OF CHURCH MEMBERSHIP

*Percentage of Total Membership by Continent*



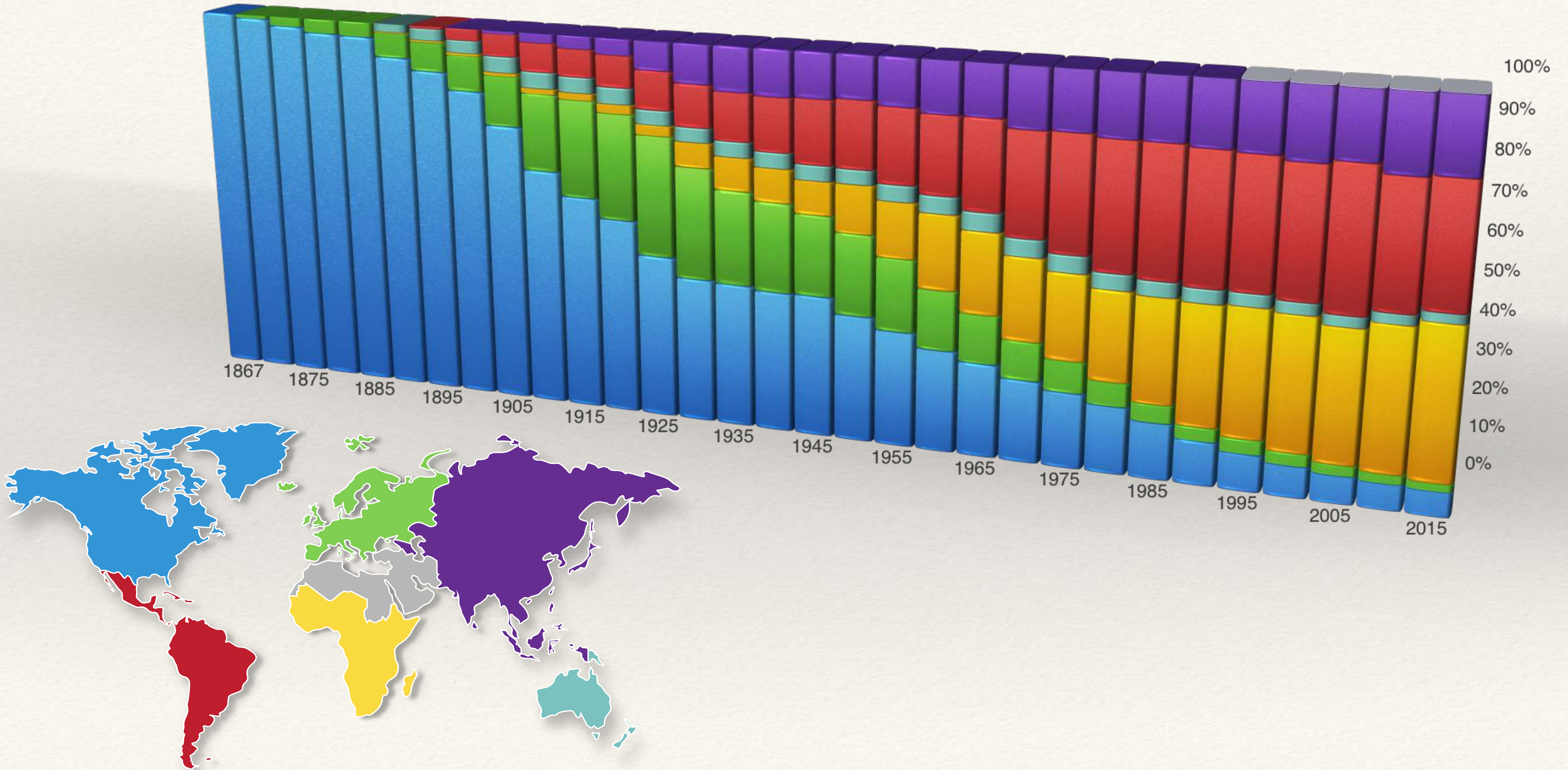


# DISTRIBUTION OF MEMBERSHIP BY CONTINENT/REGION



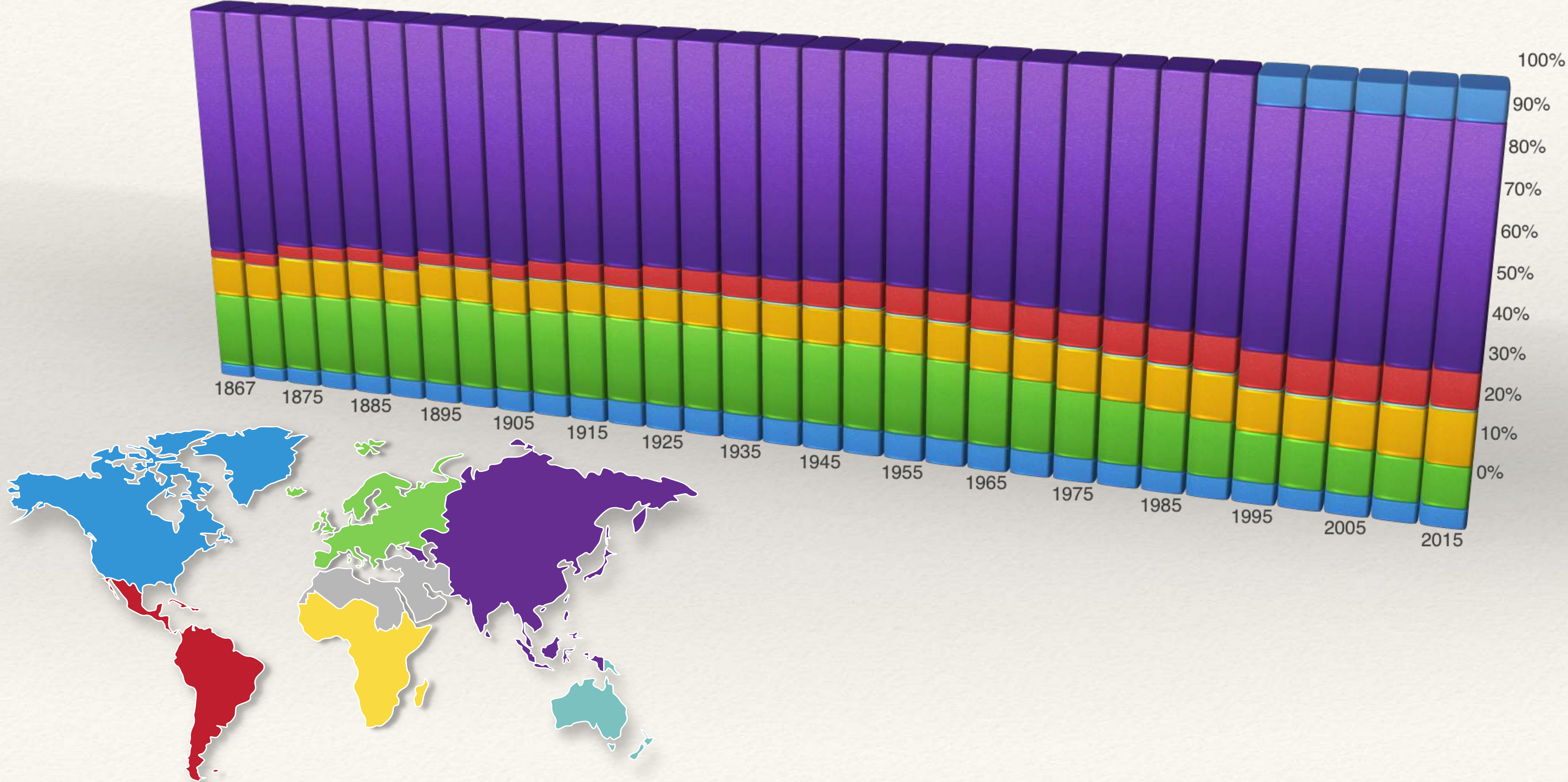


# DISTRIBUTION OF CHURCH POPULATION BY CONTINENT





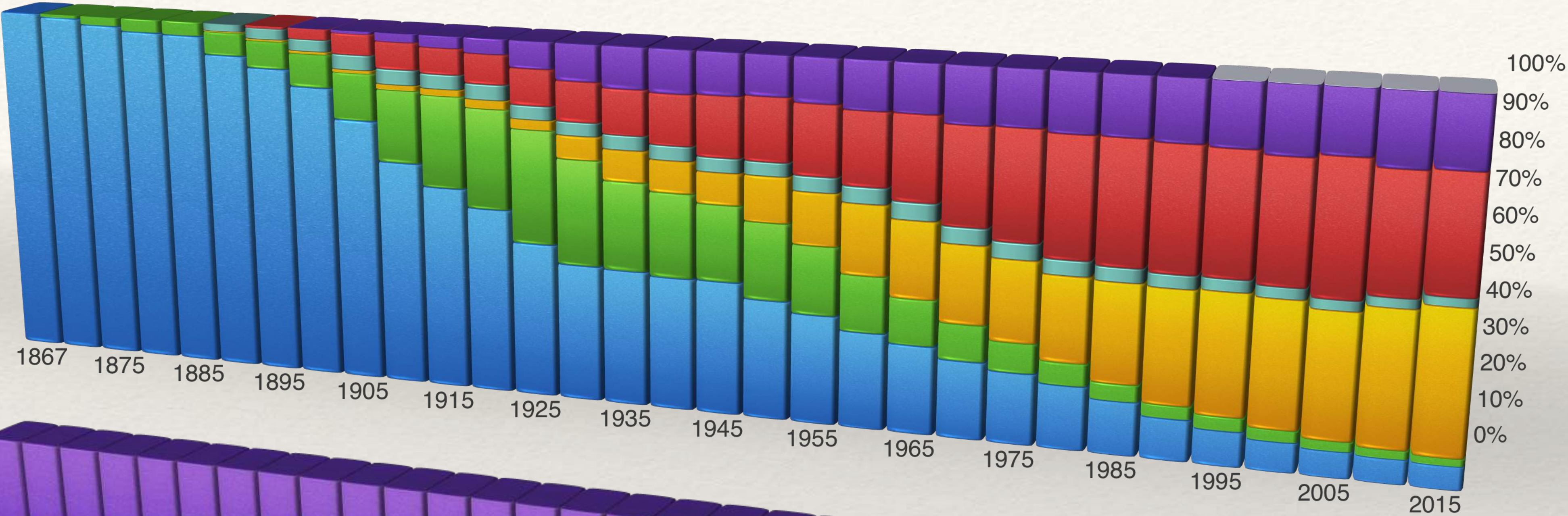
# DISTRIBUTION OF WORLD POPULATION BY CONTINENT



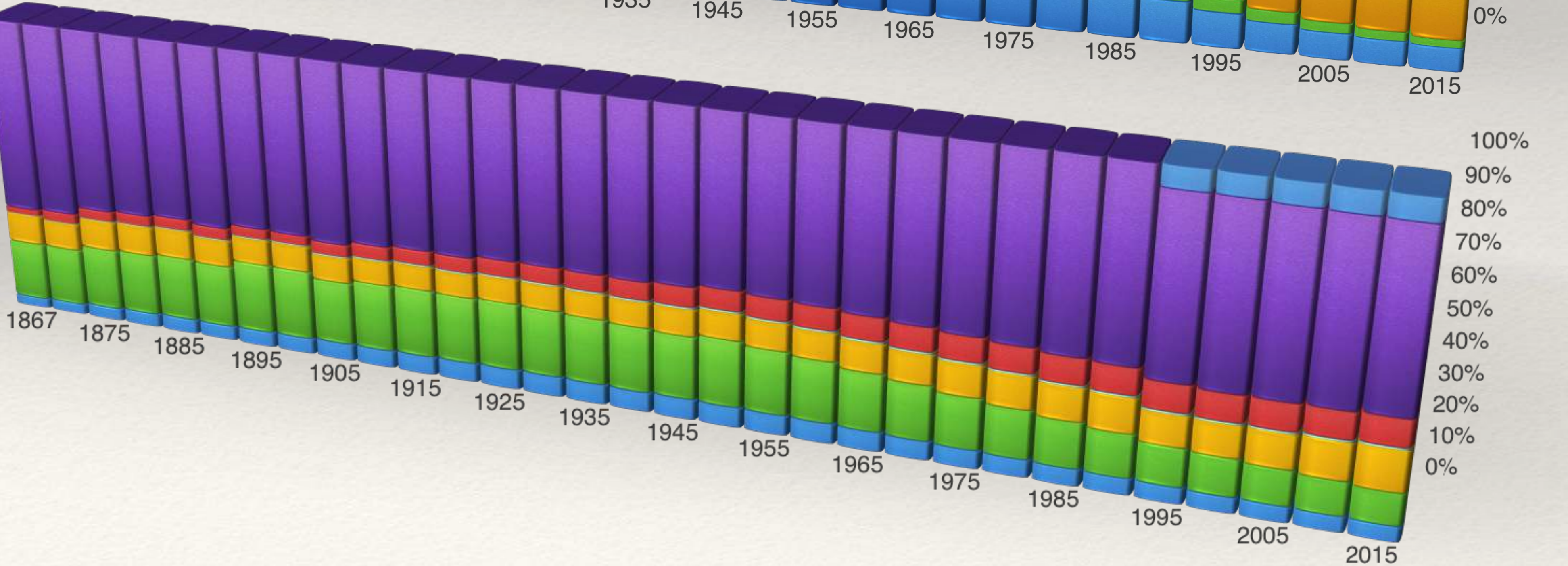


# MEMBERSHIP AND POPULATION BY CONTINENT/REGION: TREND

Membership



Population





# Conclusion

Counting baptisms and members is a means, not an end in itself

A way to tell us how we are doing in reaching our greater goal



# Conclusion

If we **use** numbers to identify trends in mission, they can **help** us

If we **rely** on numbers to shore up our identity, they **will** harm us



**Not by might, nor by power,  
[nor by numerical strength] *but*  
*by my Spirit* [Zech. 4:6]**



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Office of  
Archives, Statistics,  
and Research

