

STATISTICAL REPORT

Mission trends
and progress

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Statistics & Research



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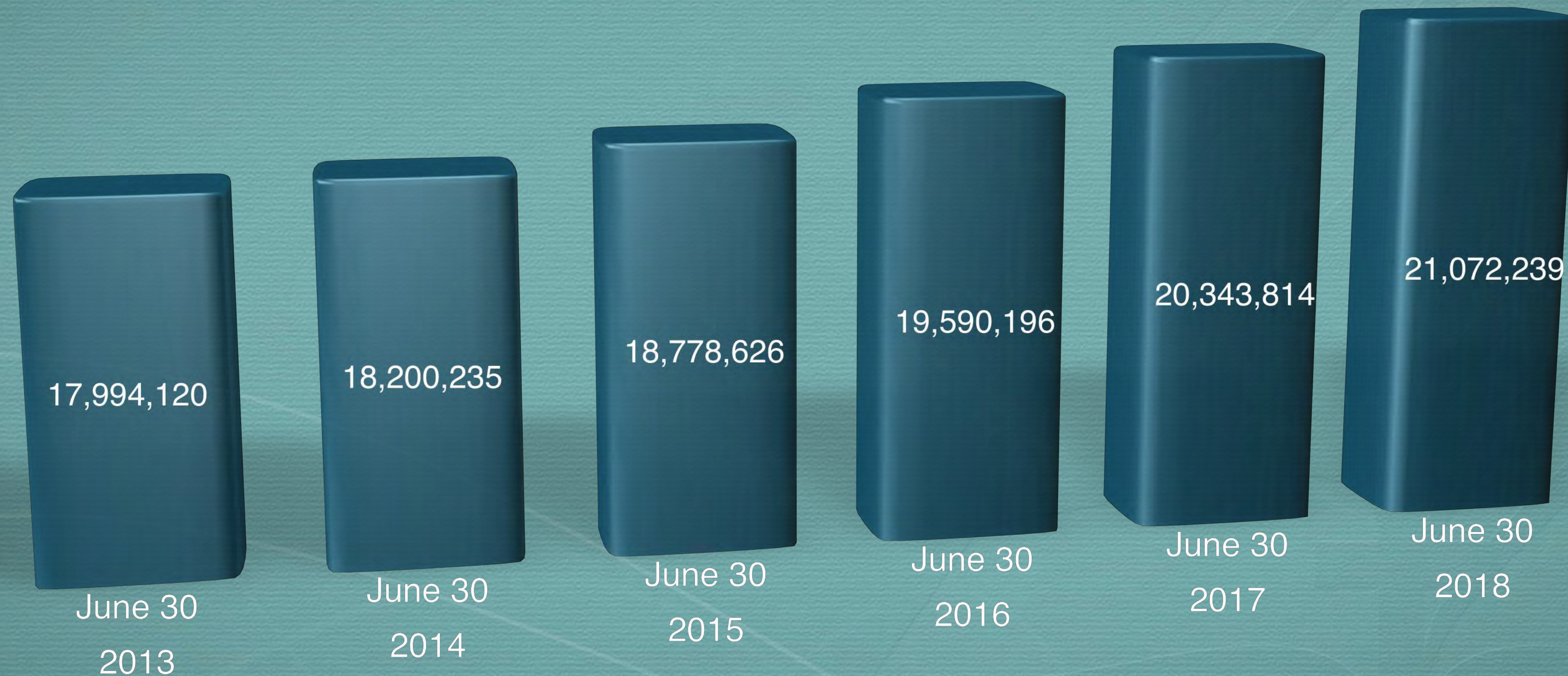
RESOURCES

www.AdventistStatistics.org/

www.AdventistResearch.org/blog

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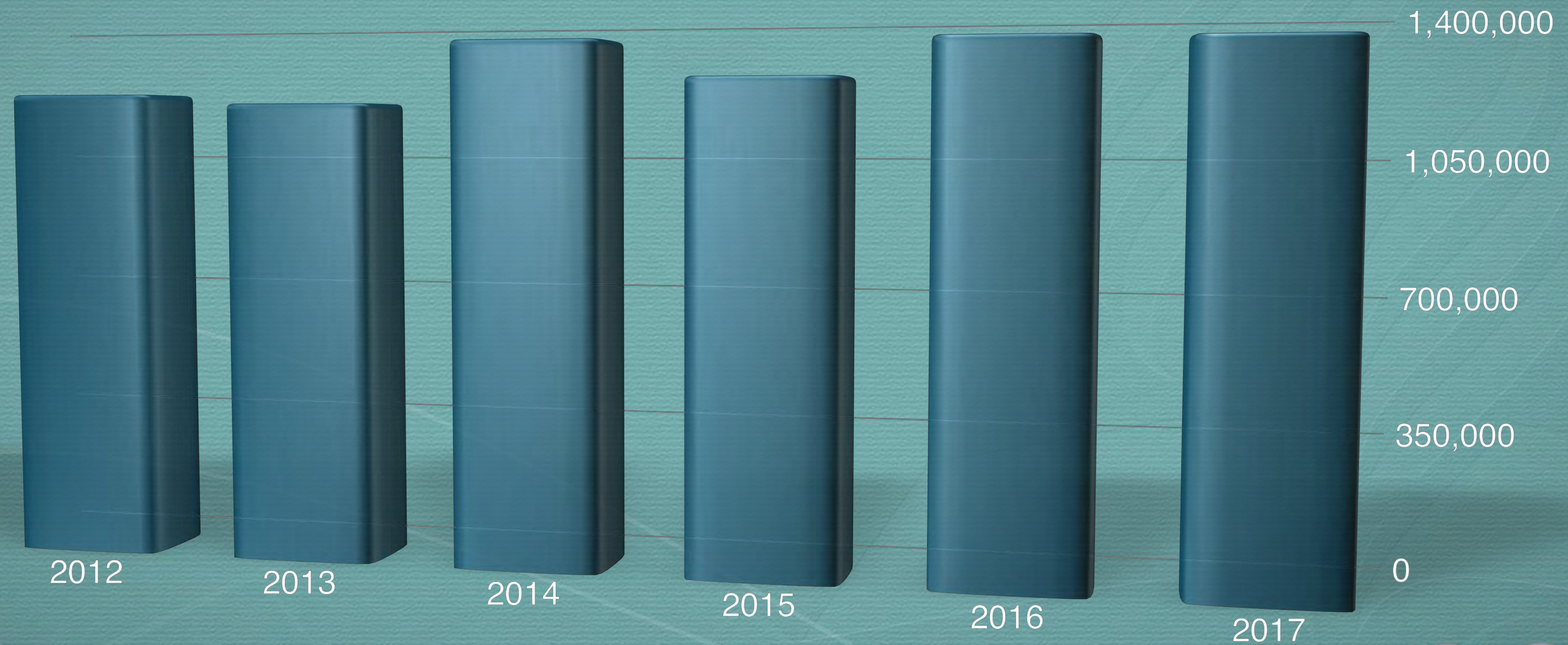
MID-YEAR MEMBERSHIP



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ACCESSIONS

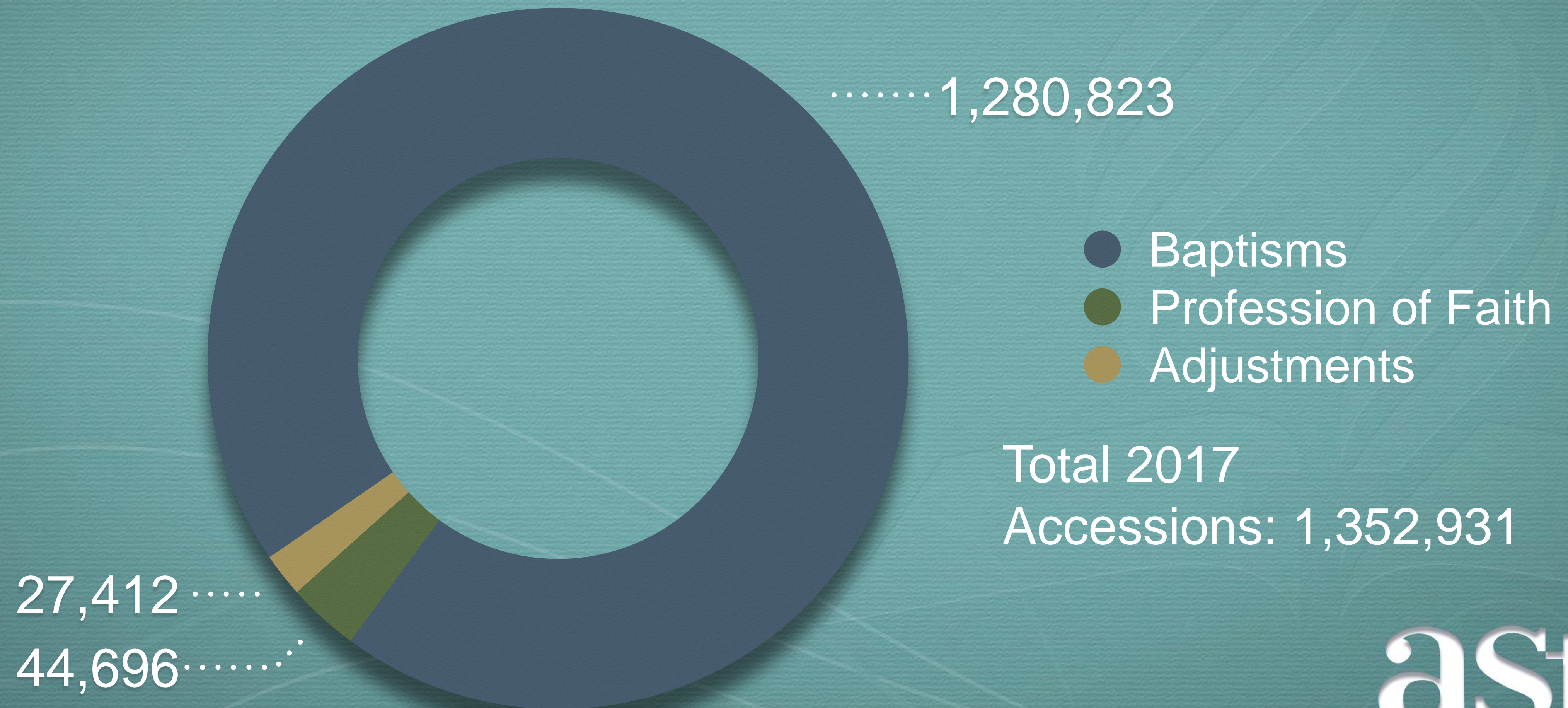
Year-End Through 2017



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ACCESSIONS

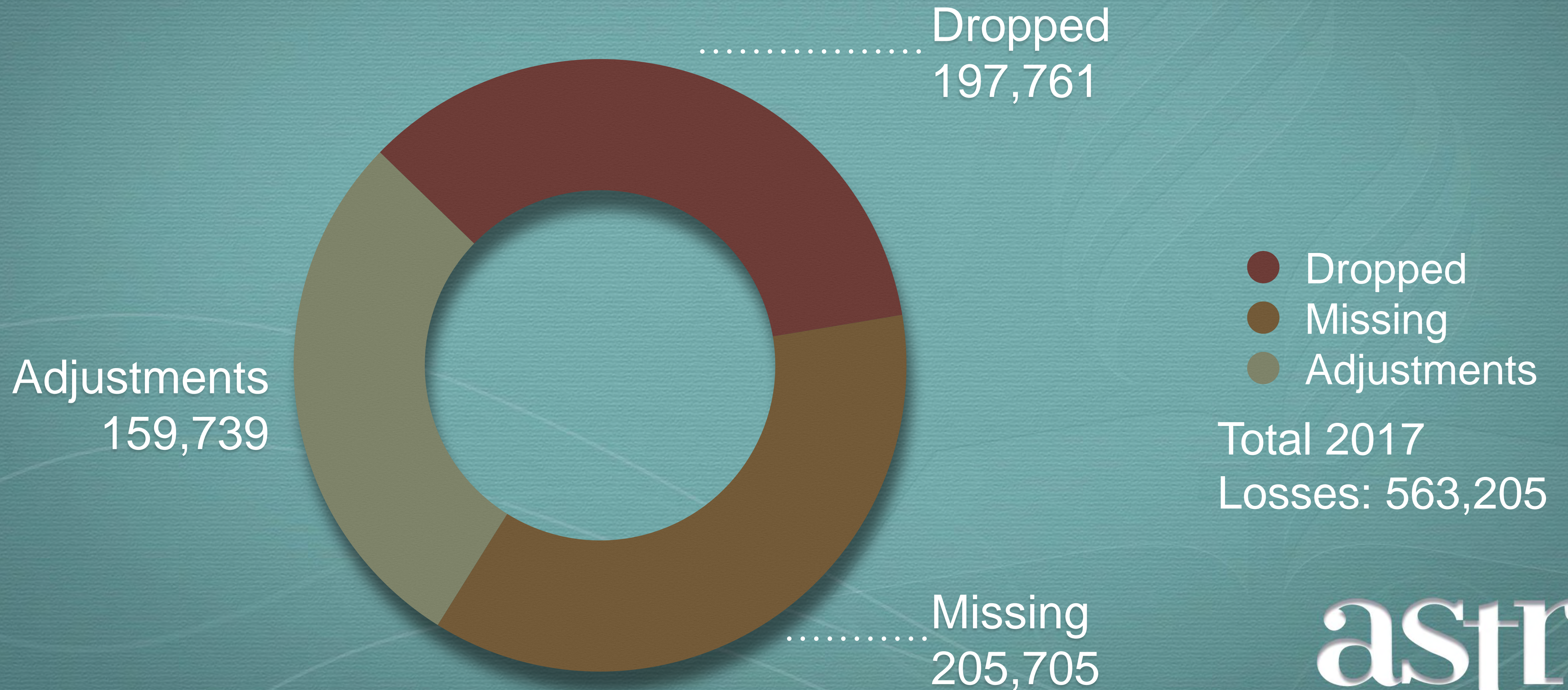
CALENDAR YEAR 2017



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LIVING LOSSES

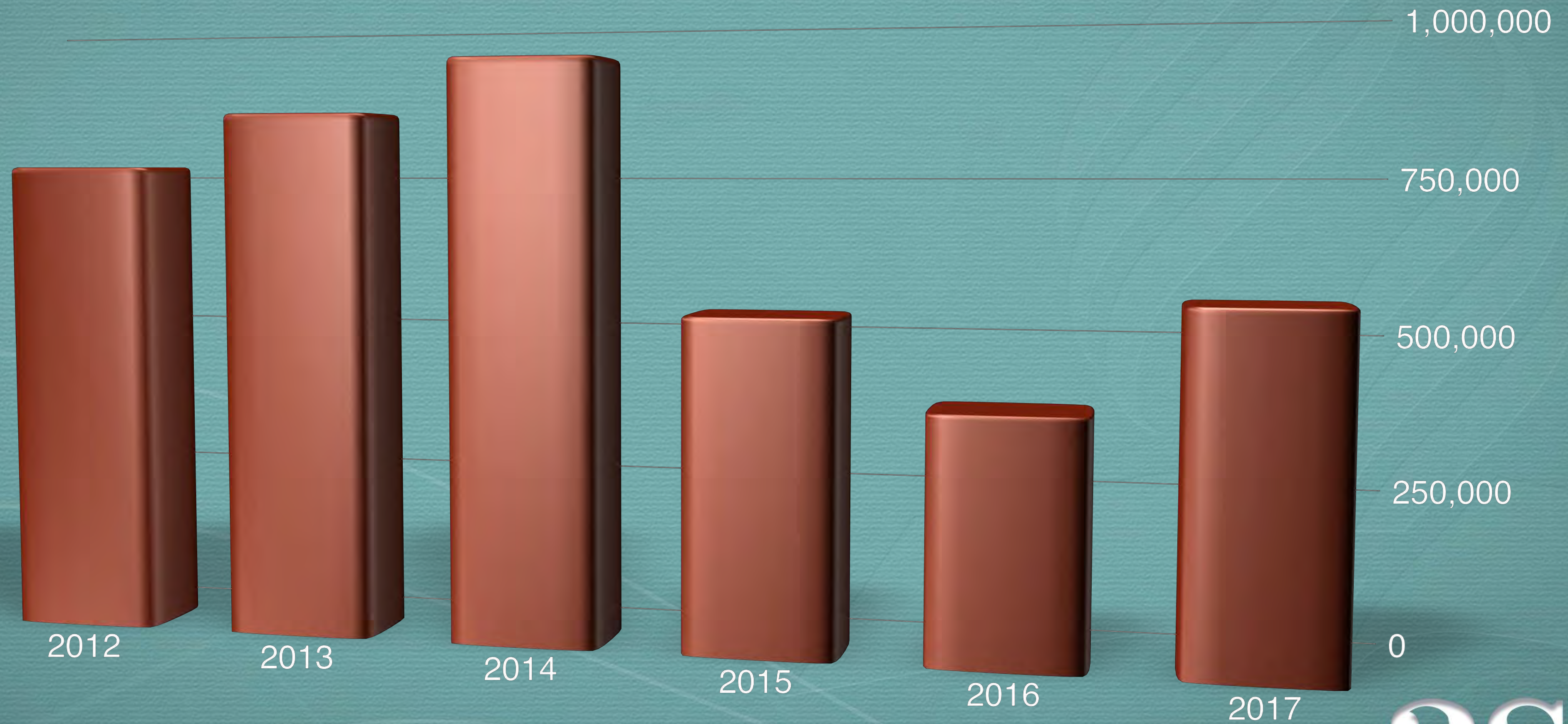
CALENDAR YEAR 2017



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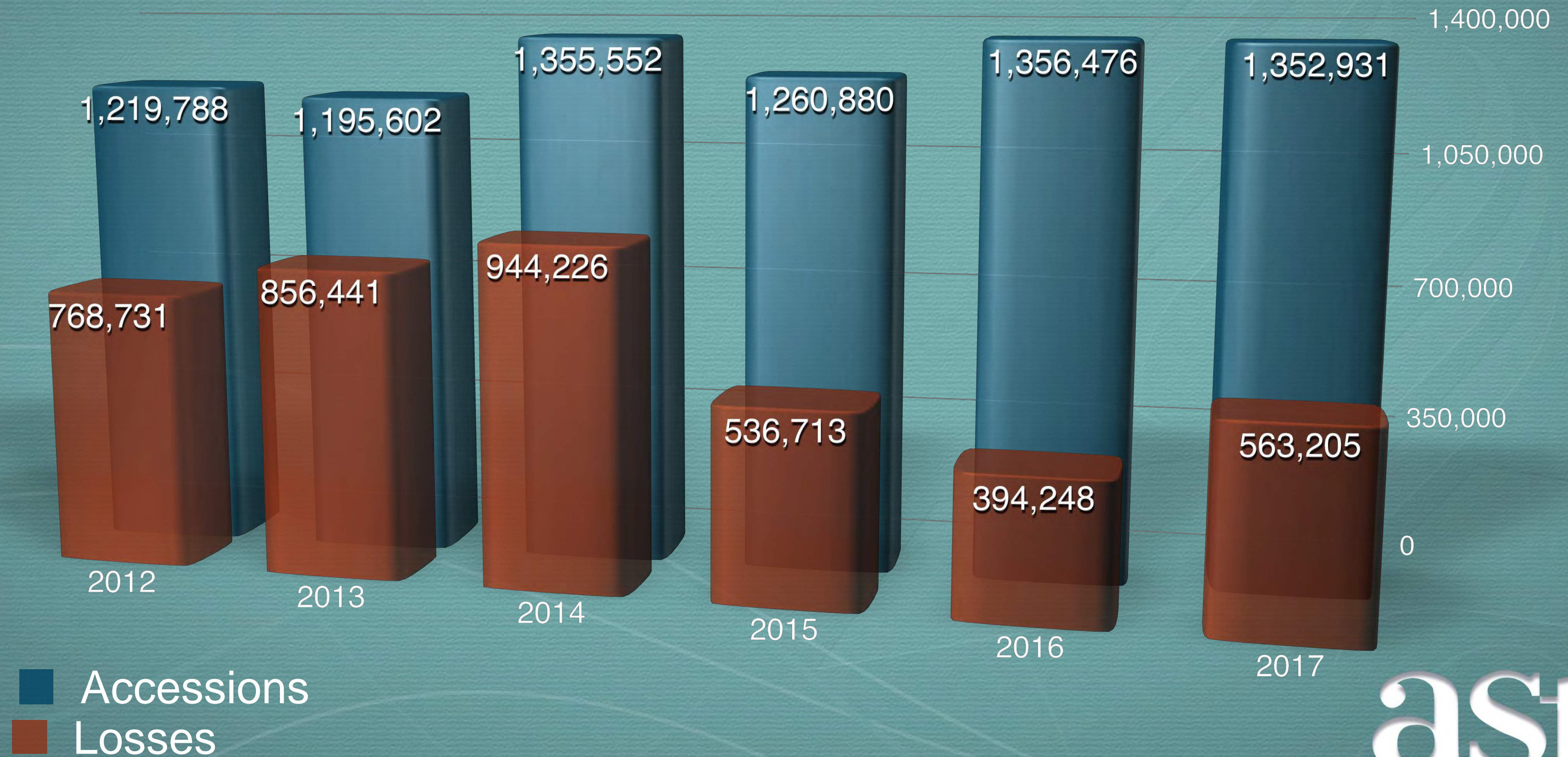
LOSSES

Year-End Through 2017



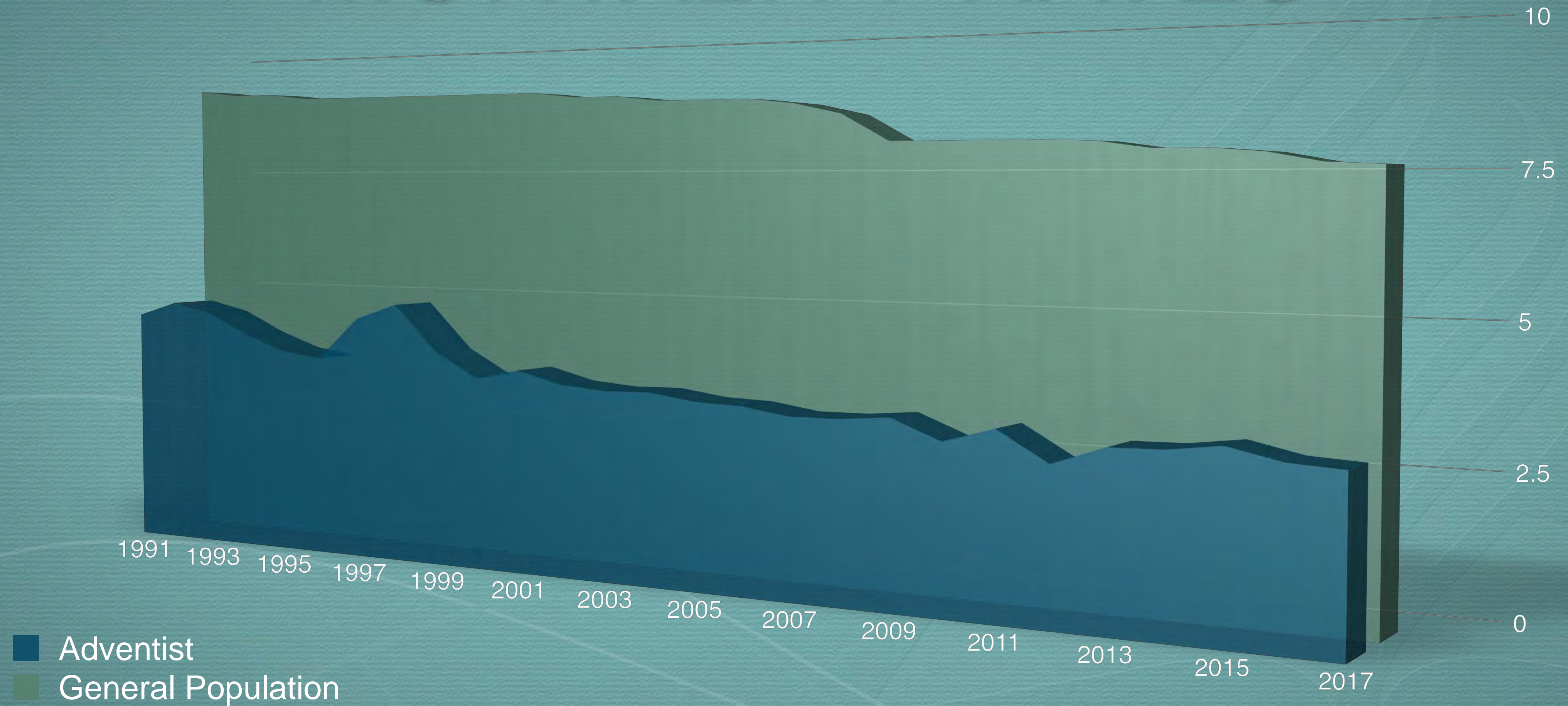
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GAINS AND LOSSES



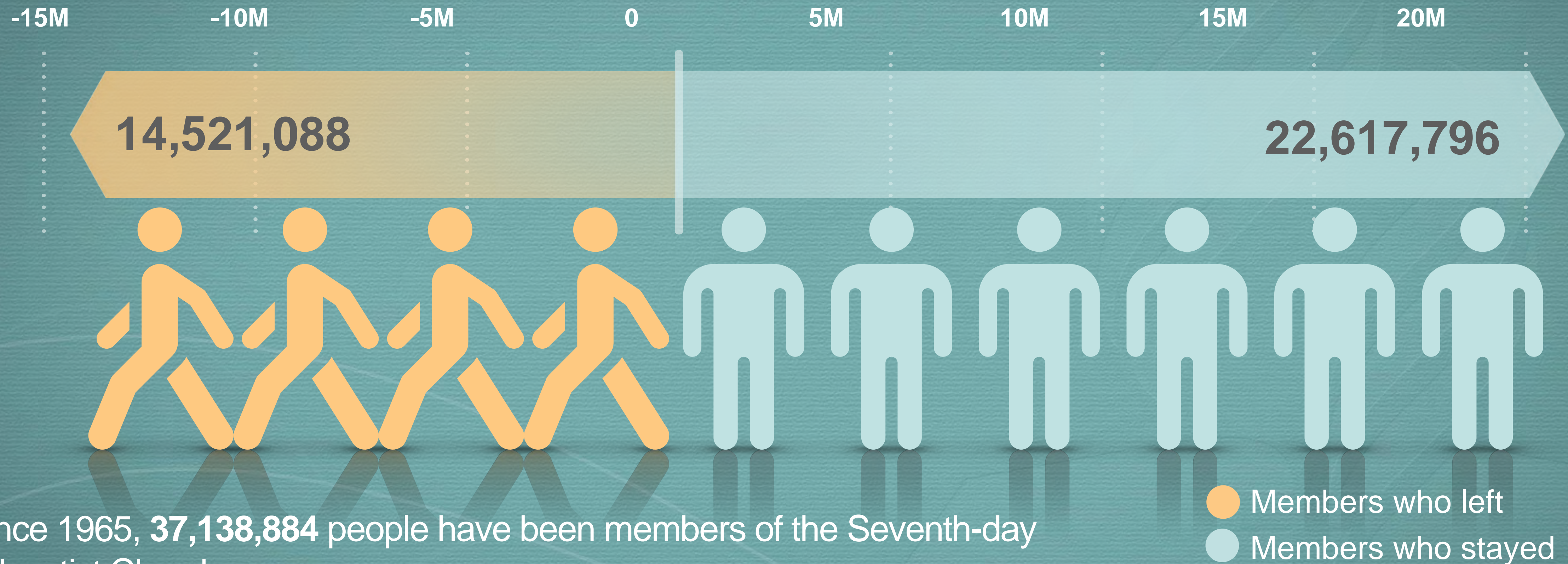
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MORTALITY RATES



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MEMBERS WHO LEAVE



Since 1965, 37,138,884 people have been members of the Seventh-day Adventist Church.

Of those, 14,521,088 have chosen to leave.

Our net loss rate is 42%.

In effect, **4 of every 10** church members are slipping away.

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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 optimizing 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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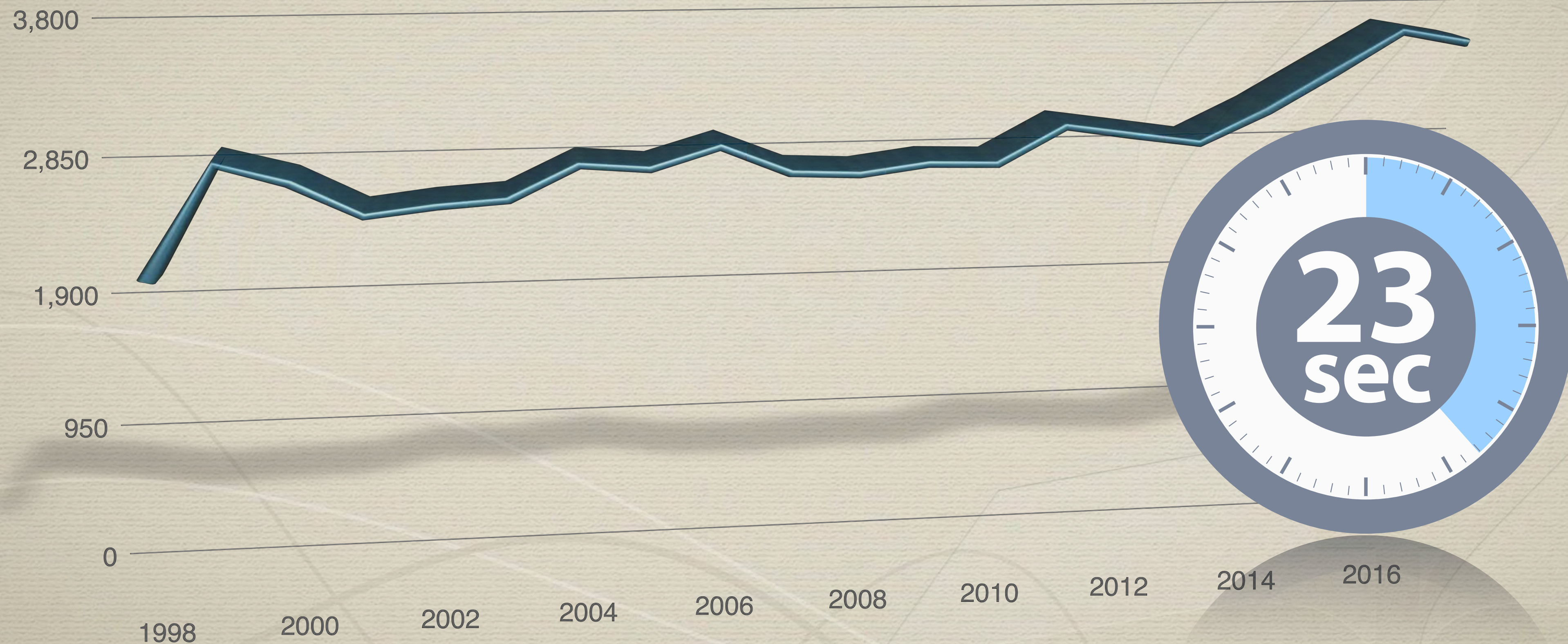


Why we often don't count members when they leave

- “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.*

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ACCESSIONS PER DAY



EVER
Y

2

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SECOND
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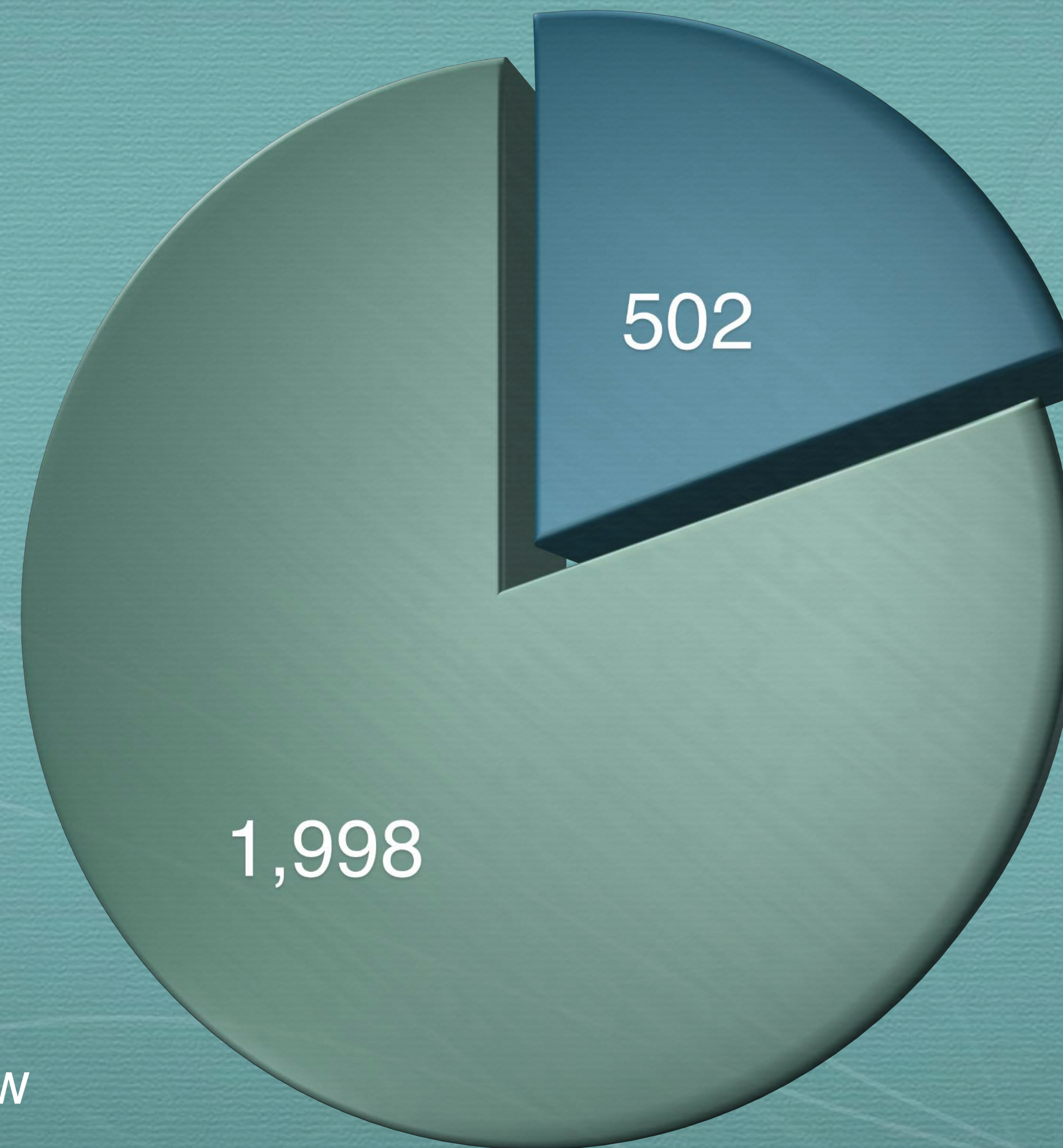
SOMEON
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BECOMES AN
ADVENTIST

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NEW CONGREGATIONS

(IN THE LAST 12 MONTHS)



New Companies

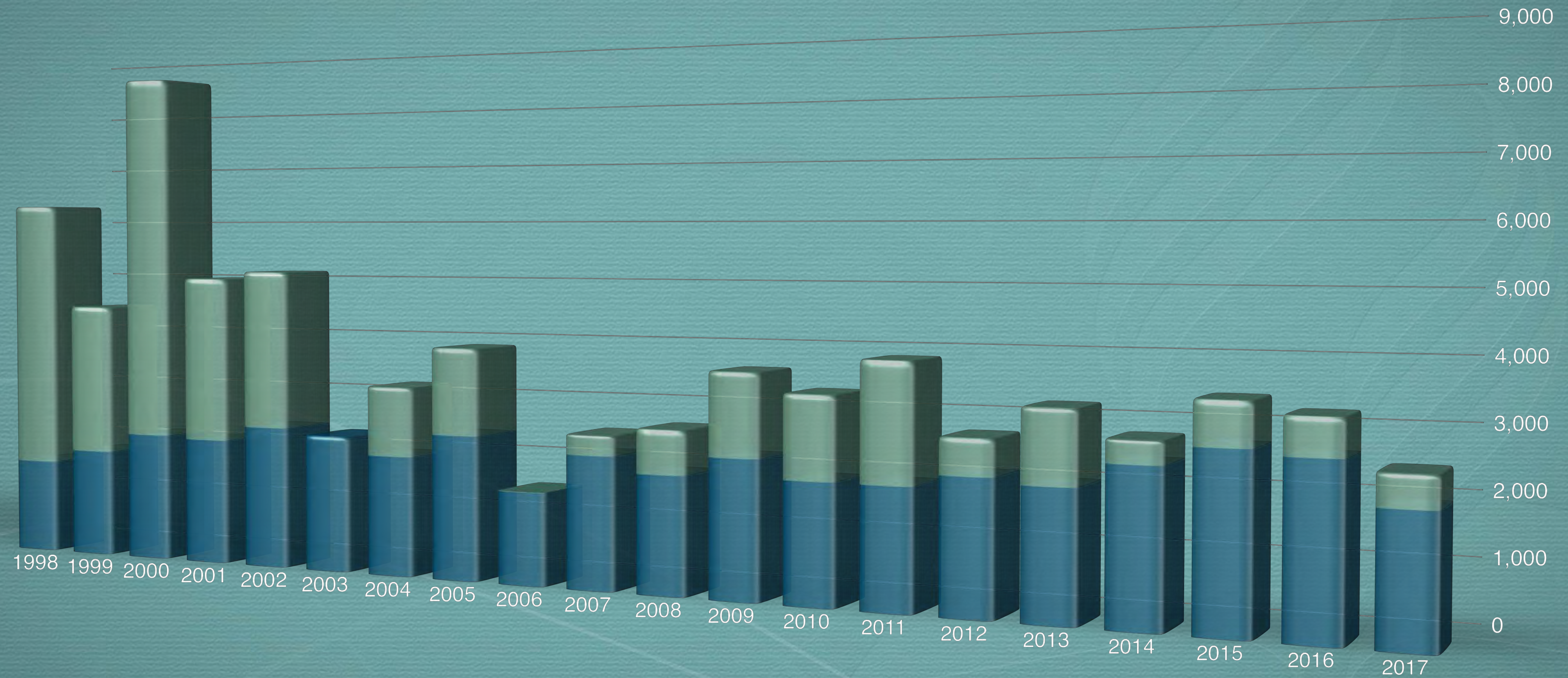


Churches

New

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NEW CONGREGATIONS



New Companies



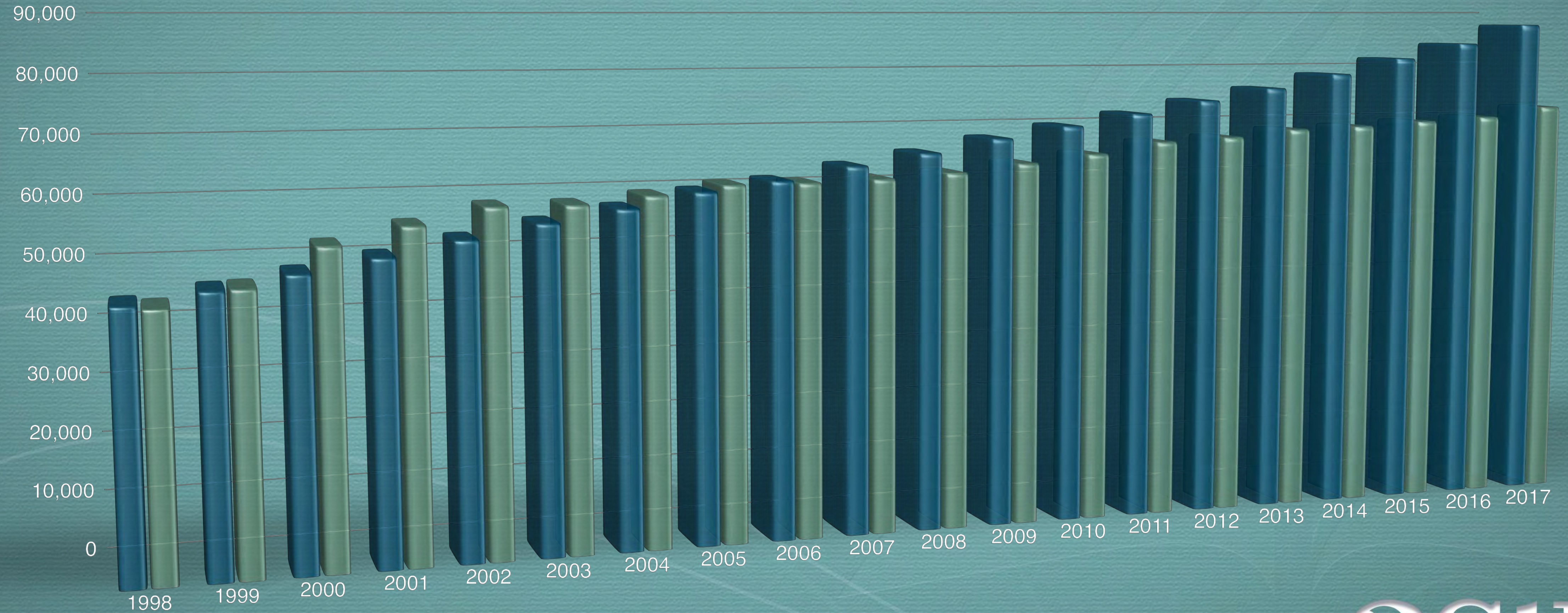
Churches

New

Twenty-Year Trend

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TOTAL CONGREGATIONS



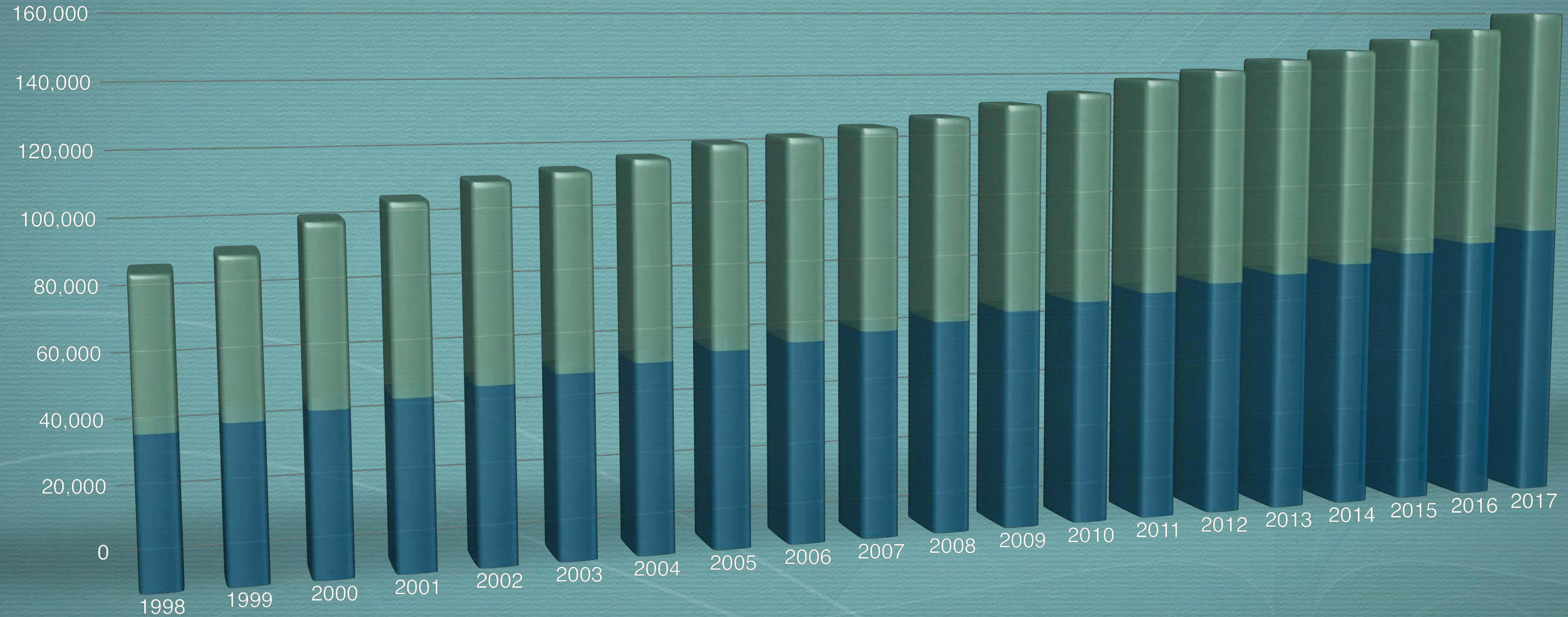
Total Companies



Total Churches

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TOTAL CONGREGATIONS



Total Companies

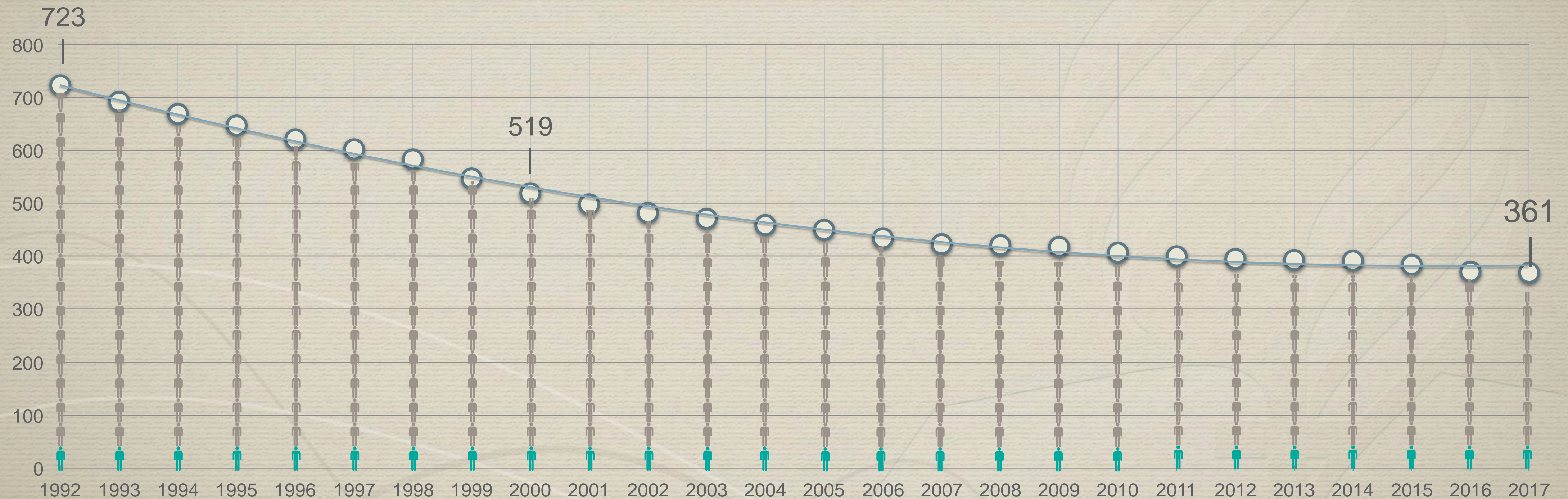


Total Churches

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POPULATION RATIO

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

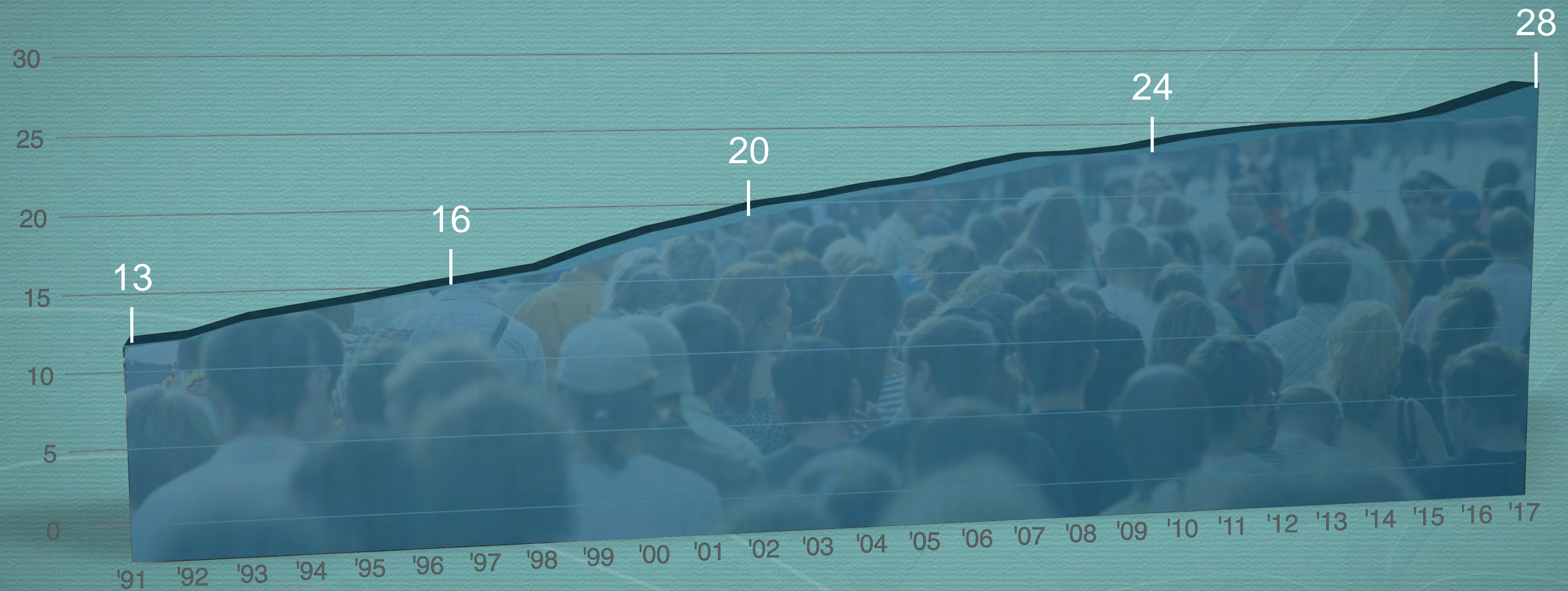


(Lower numbers are better)

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MEMBERS PER 10,000

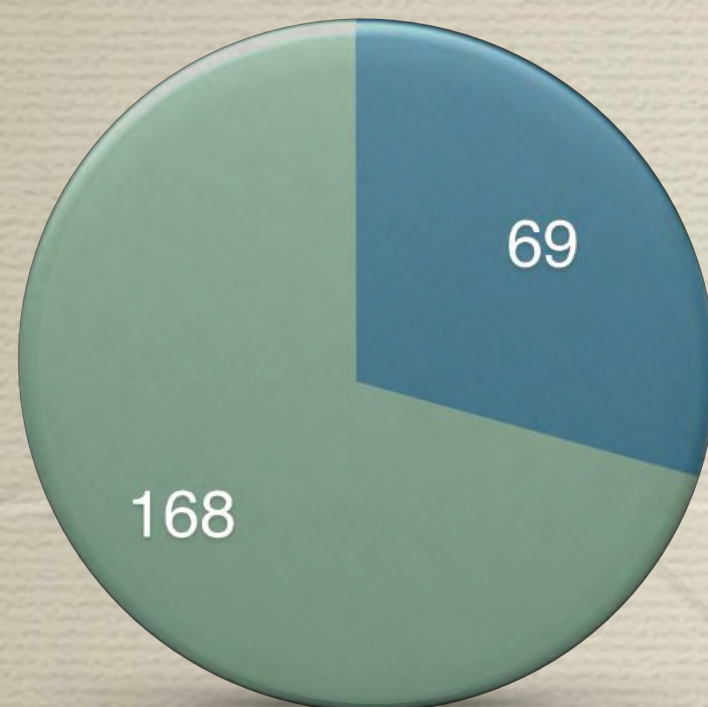
(of General World Population)



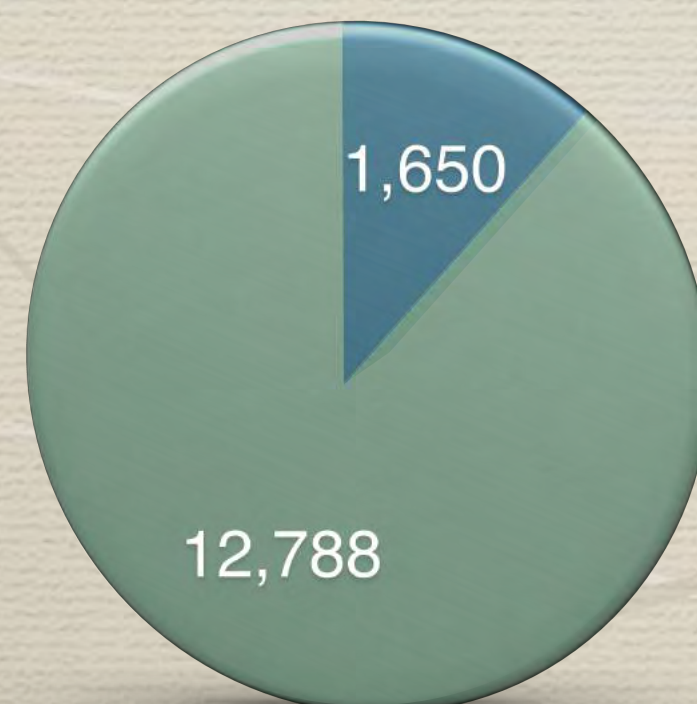
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INSIDE VS. OUTSIDE THE 10/40 WINDOW

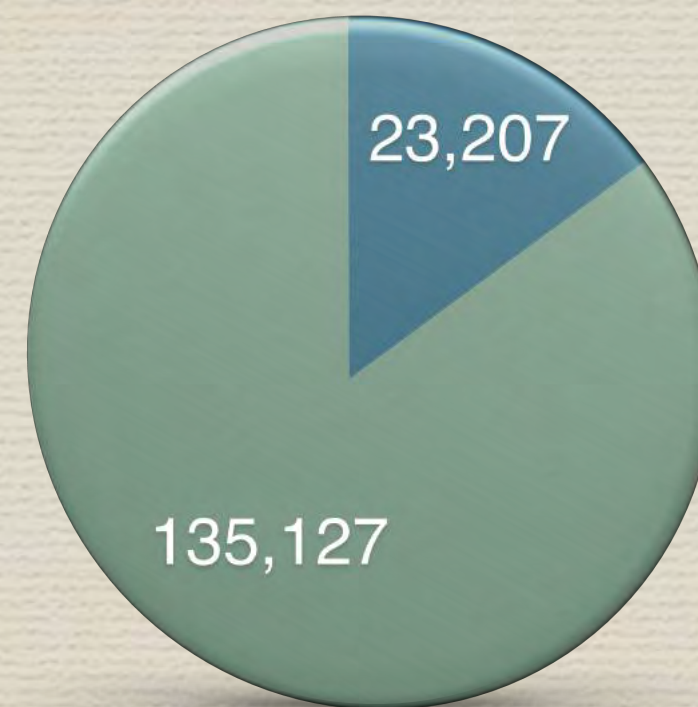
Number of Countries



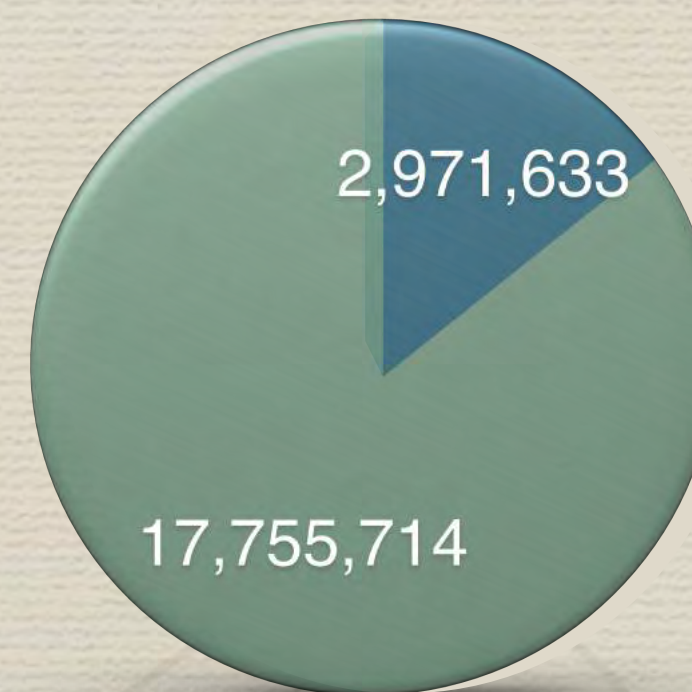
Ordained Ministers



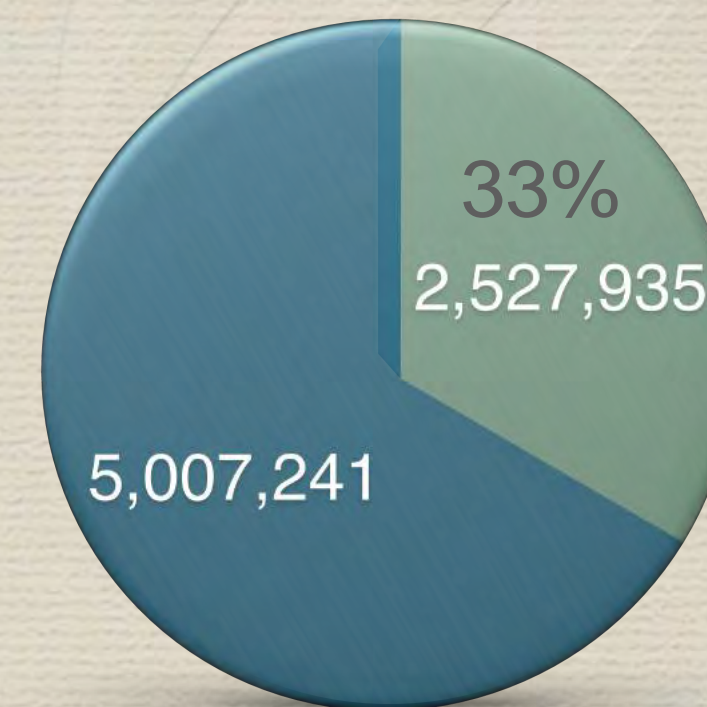
Churches & Companies



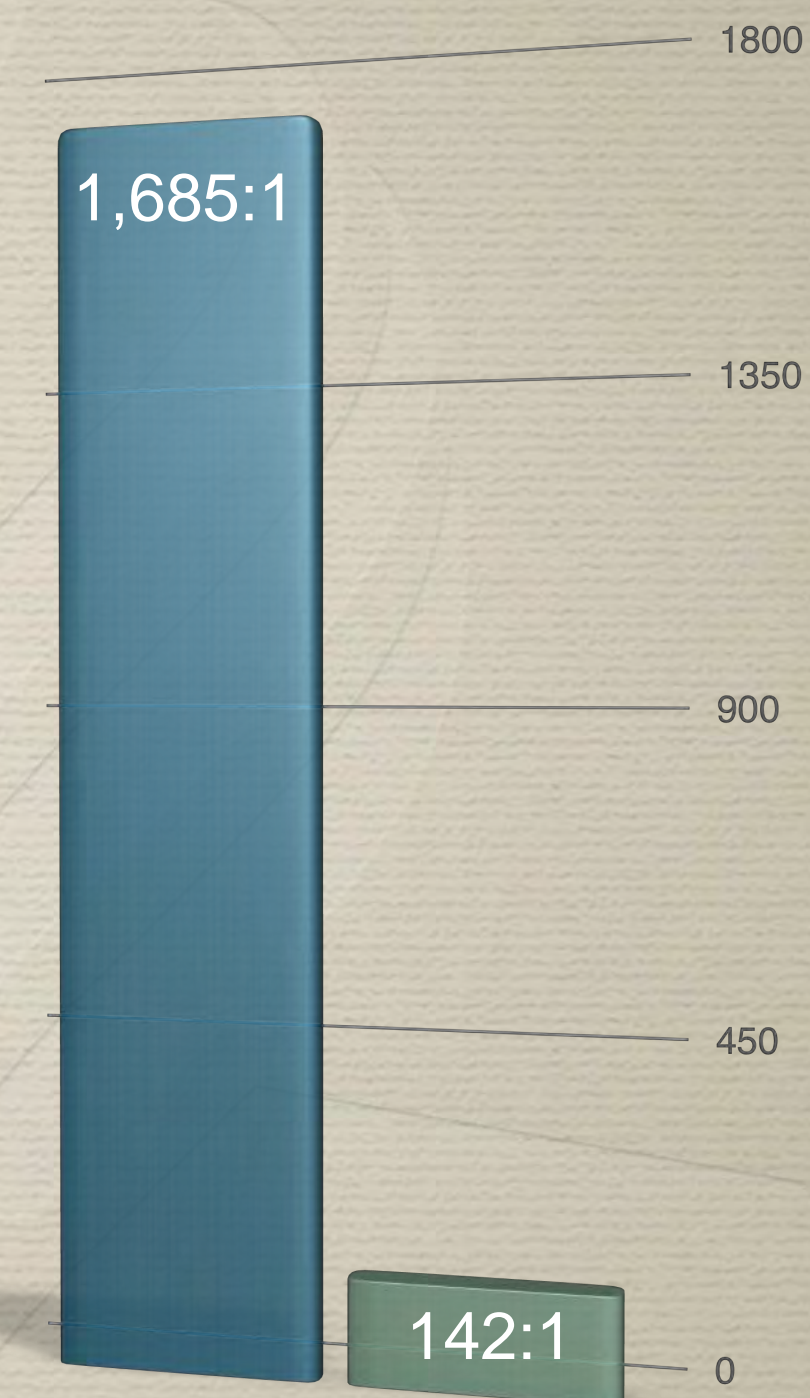
Church Membership



Estimated Population (Thousands)



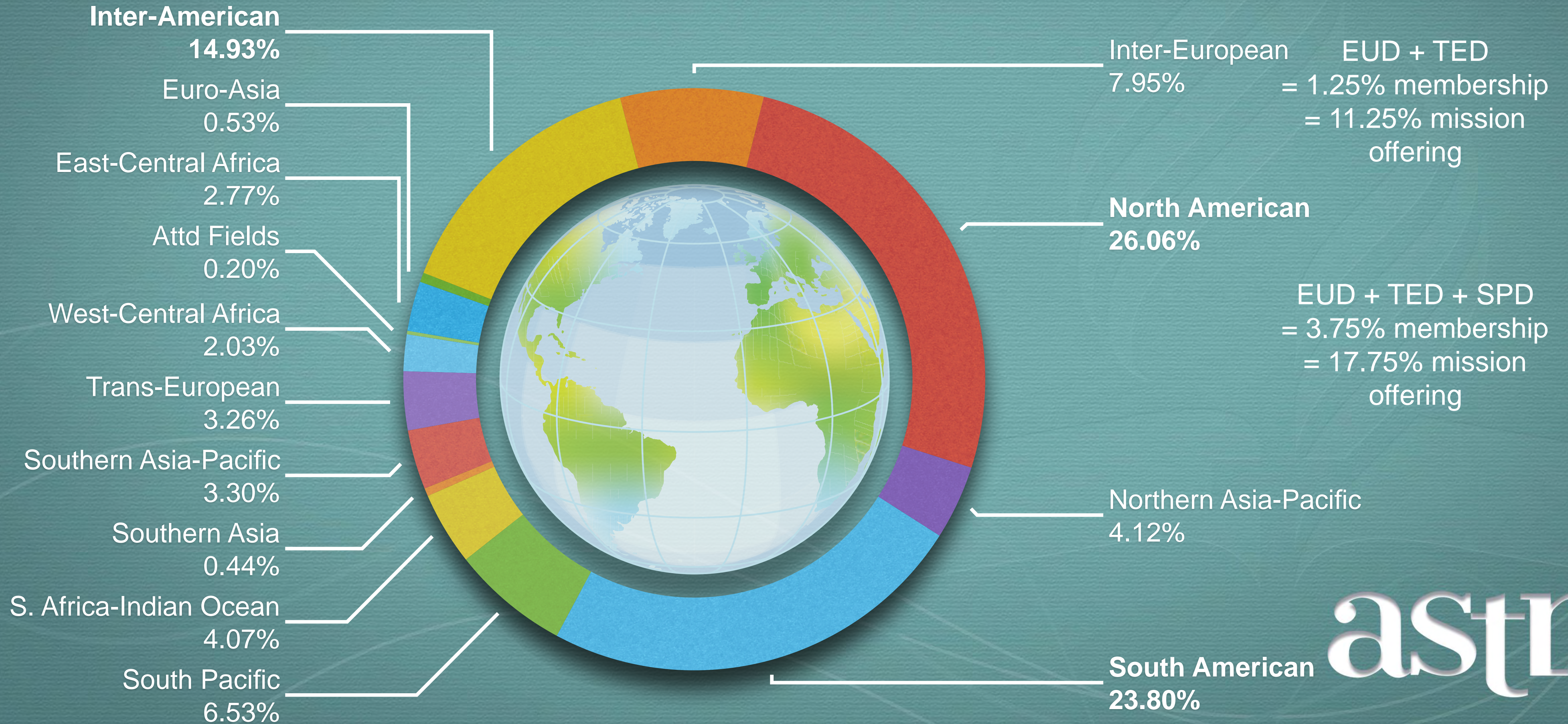
Population per Member Ratio



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

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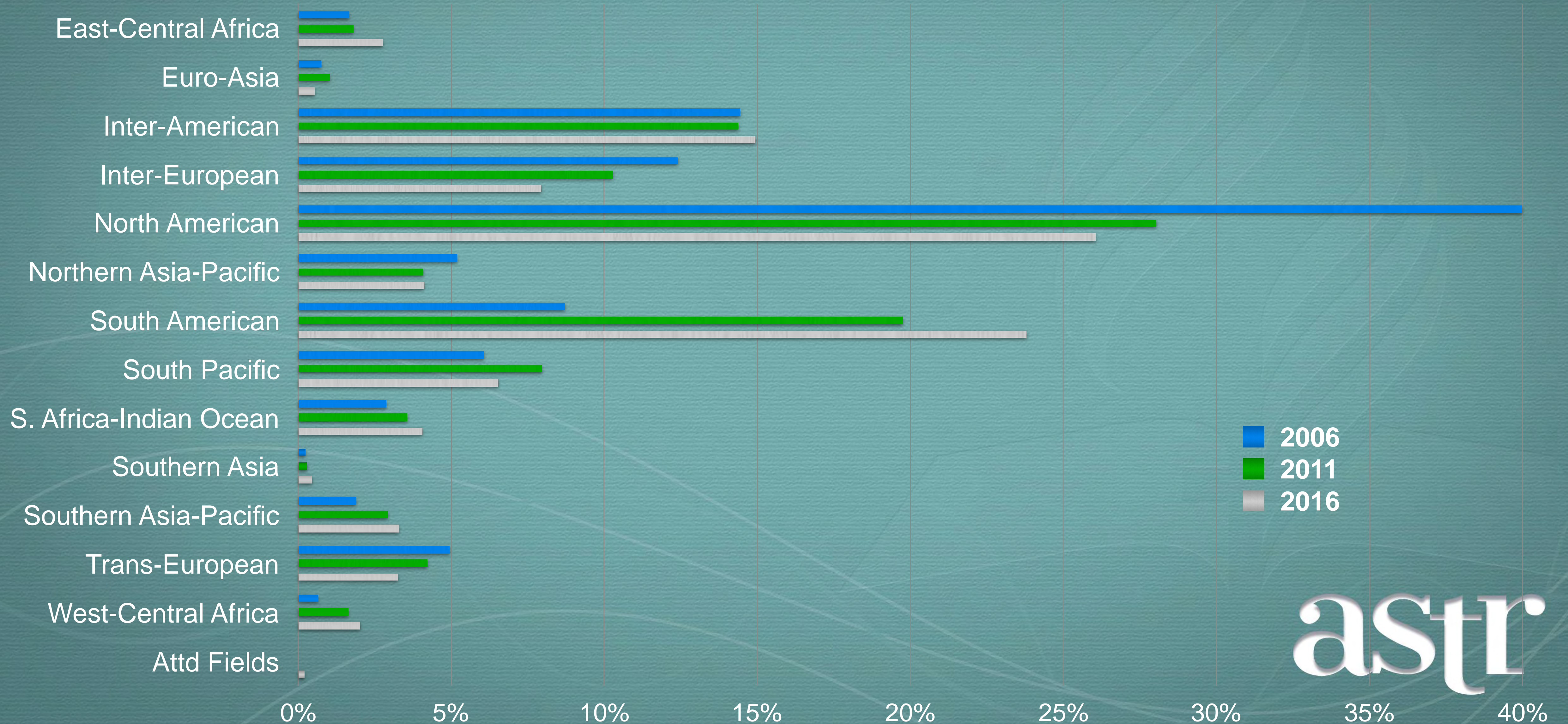
DIVISION SHARE OF 2016 WORLD MISSION OFFERING 2017



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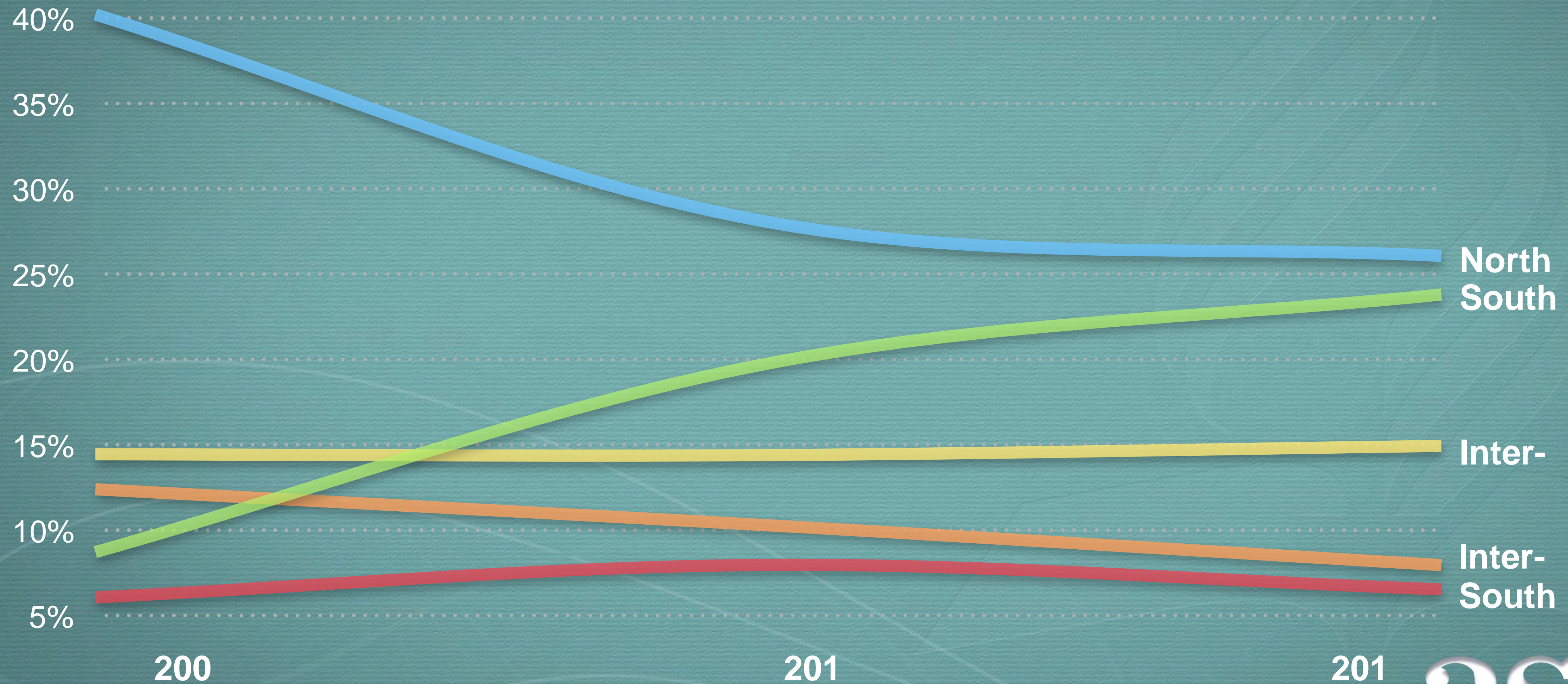
DIVISION SHARE OF WORLD MISSION OFFERING

10-YEAR TREND, 2006-2016



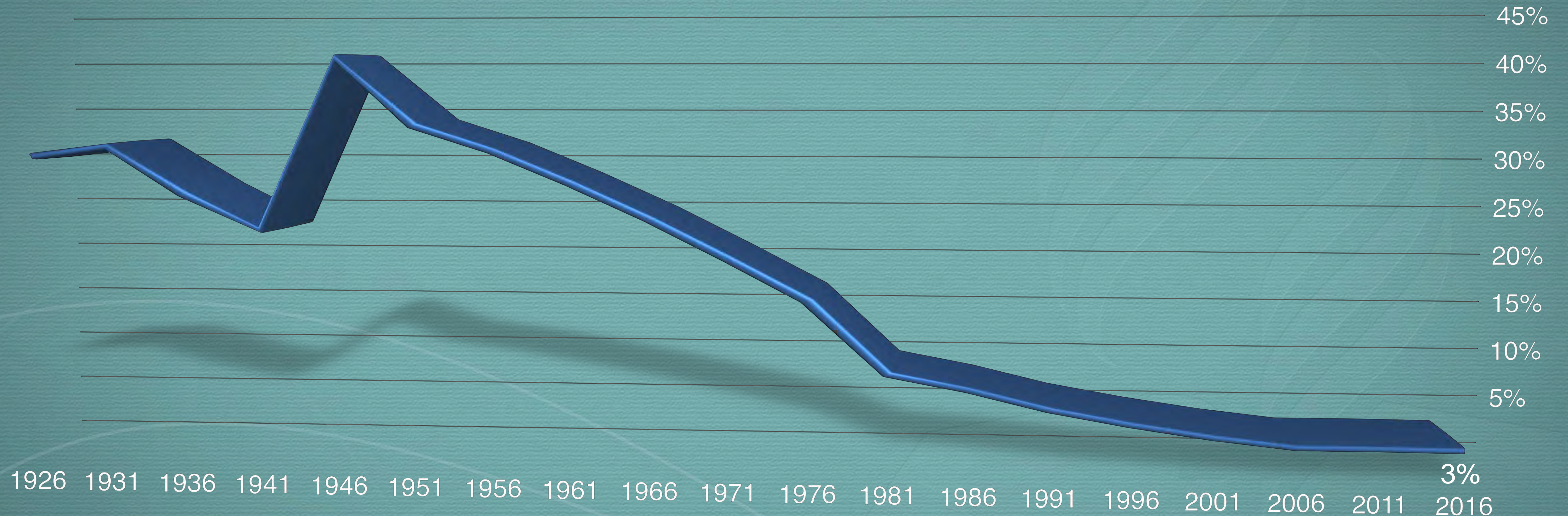
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TOP FIVE DIVISIONS' SHARE OF WORLD MISSION OFFERING, 2006–2016



WORLD GIVING, 1926-2016

World Mission Offering as a Percent of World Tithe



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CONCLUSION

Counting baptisms and members, *or* counting churches and companies, *or* counting tithes and mission offerings:

all are means, not ends in themselves.

They are 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”

—ZECHARIAH 4:6