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Adventist Demographics in North America: Briefing for Journalism Class at S.A.U.

Monte Sahlin

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ADVENTIST DEMOGRAPHICS IN NORTH AMERICA

BRIEFING FOR JOURNALISM CLASS AT S.A.U.

JANUARY 24, 2019

MONTE SAHLIN
PRIMARY DATA SOURCES

• 2018 NORTH AMERICAN ADVENTIST DEMOGRAPHICS SURVEY
  • 2,146 HOUSEHOLDS – 3% +/- ERROR FACTOR – ONLINE AND INTERVIEWS

• 2008 DEMOGRAPHIC SURVEY OF SDA CHURCH IN NORTH AMERICA
  • 931 HOUSEHOLDS – 4% +/- ERROR FACTOR – INTERVIEWS

• 2014 AMERICAN RELIGIOUS LANDSCAPE – PEW RESEARCH CENTER
  • 182 ADVENTISTS – 10% +/- ERROR FACTOR – INTERVIEWS

• 2013 AMERICAN VALUES ATLAS – PUBLIC RELIGION RESEARCH INSTITUTE
  • 183 ADVENTISTS – 10% +/- ERROR FACTOR – INTERVIEWS

• NORTH AMERICAN DIVISION MEMBER SURVEYS BY INSTITUTE OF CHURCH MINISTRY AT A.U.
  • ANNUAL OR BIANNUAL SINCE 1988 WITH 1,000 TO 4,000 RESPONDENTS EACH – CONGREGATIONAL SURVEYS
TREND IN AGE GROUPS: 2008 TO 2018

- Under age 5: 3% (2008) vs 2.2% (2018)
COMPARISON OF THE 4 SURVEYS
CURRENT GENERATIONS

2008 NAD  2013 PRRI  2014 PEW  2018 NAD

Young adults 18 to 29
- 2008 NAD: 16%
- 2013 PRRI: 25%
- 2014 PEW: 28%
- 2018 NAD: 15%

Mid-life adults 30 to 49
- 2008 NAD: 10%
- 2013 PRRI: 25%
- 2014 PEW: 13%
- 2018 NAD: 35%

Middle-aged 50 to 64
- 2008 NAD: 30%
- 2013 PRRI: 24%
- 2014 PEW: 17%
- 2018 NAD: 40%

Seniors 65 and over
- 2008 NAD: 31%
- 2013 PRRI: 25%
- 2014 PEW: 20%
- 2018 NAD: 23%
Ethnic Background in 2018 Survey

- Asian & Pacific: 4.6%
- African American: 12.7%
- Caribbean: 6.5%
- Hispanic: 7.9%
- White: 54.1%
- Multiethnic or other: 14.3%
TREND IN ETHNICITY IN N.A.D. SURVEYS

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>1990</th>
<th>2008</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian &amp; Pacific</td>
<td>2%</td>
<td>7%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Black</td>
<td>24%</td>
<td>27%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7%</td>
<td>12%</td>
<td>7.9%</td>
</tr>
<tr>
<td>White</td>
<td>63%</td>
<td>50%</td>
<td>54.1%</td>
</tr>
<tr>
<td>Multiethnic &amp; other</td>
<td>1%</td>
<td>4%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
Ethnic Background in 2018 Survey
Adjusted for Sampling Error

- 7.6% Asian & Pacific
- 15.7% African American
- 9.5% Caribbean
- 10.9% Hispanic
- 51.1% White
- 11.3% Multiethnic or other
Immigrants in 2018 Survey

- Adventists: 26%
- U.S.A.: 13%
- Canada: 22%
TREND IN IMMIGRANTS IN N.A.D. SURVEYS

Adventists: 31% (2008), 26% (2018)
U.S.A.: 12% (2008), 13% (2018)
Canada: 18% (2008), 22% (2018)
COMPARISON OF THE 4 SURVEYS
ETHNICITY

Education Level of Adults

- No diploma: 3%
- Secondary diploma: 10%
- AA or certificate: 16%
- College degree: 31%
- Graduate degree: 41%
TREND IN LEVEL OF EDUCATION

- No diploma: 14% (1990), 7% (2008), 3% (2018)
- Secondary diploma: 47% (1990), 31% (2008), 10% (2018)
- AA or certificate: 16% (2008), 10% (2018)
- College degree: 24% (1990), 31% (2008), 40% (2018)
- Graduate degree: 15% (1990), 15% (2008), 41% (2018)
OCCUPATION

- Professional or manager: 29.5%
- Small business owner: 7.6%
- White Collar: 9.1%
- Blue Collar: 3.8%
- Full-time homemaker: 2.4%
- Full-time student: 1.1%
- Retired: 42%
TREND IN OCCUPATION

- Professional or manager:
  - 2018: 37.1%
  - 2008: 26%
  - 1990: 33%

- White Collar:
  - 2018: 16%
  - 2008: 9.1%
  - 1990: 16%

- Blue Collar:
  - 2018: 11%
  - 2008: 3.8%
  - 1990: 8%

- Full-time homemaker:
  - 2018: 8%
  - 2008: 2.4%
  - 1990: 11%

- Full-time student:
  - 2018: 5%
  - 2008: 1.1%
  - 1990: 1%

- Retired:
  - 2018: 36%
  - 2008: 16%
  - 1990: 33%
Annual Household Income

- Under $25,000: 10%
- $25,000 to $49,999: 19%
- $50,000 to $74,999: 24%
- $75,000 to $99,999: 16%
- $100,000 or more: 31%
TREND IN ANNUAL HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>2000</th>
<th>2008</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>36%</td>
<td>39%</td>
<td>10%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>27%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>18%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>8%</td>
<td>8%</td>
<td>16%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>10%</td>
<td>7%</td>
<td>31%</td>
</tr>
</tbody>
</table>
TYPE OF COMMUNITY WHERE RESIDENT

- Large City: 22%
- Suburb in Metro Area: 34%
- Small Town: 25%
- Rural Area: 19%
Tenure as a Baptized Adventist

- Five years or less: 2.9%
- Six to ten years: 4.2%
- 11 to 20 years: 22.1%
- Over 20 years: 70.8%
TREND IN TENURE AS AN ADVENTIST

<table>
<thead>
<tr>
<th>Duration</th>
<th>2008</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five years or less</td>
<td>7%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Six to ten years</td>
<td>7%</td>
<td>4.2%</td>
</tr>
<tr>
<td>11 to 20 years</td>
<td>14%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Over 20 years</td>
<td>71%</td>
<td>70.8%</td>
</tr>
</tbody>
</table>
Church Attendance
the Last Four Sabbaths

- None: 12.3%
- One: 4.4%
- Two: 8.6%
- Three: 17.9%
- Four: 56.8%
Marital Status

- Married: 79%
- Separated: 1%
- Divorced & single: 7.2%
- Never married: 7%
- Widowed & single: 6.4%
TREND IN MARITAL STATUS

- Married: 63% (2008), 79% (2018)
- Divorced & single: 7% (2008), 7.2% (2018)
- Never married: 13% (2008), 7% (2018)
- Widowed & single: 17% (2008), 6.4% (2018)
Currently Have Children in the Home Or Away at School

Of the 34% .... Any Child Attending an Adventist School

- Yes 34%
- No 66%

- Yes 42%
- No 58%
IF YOU HAVE MORE QUESTIONS …..

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• WWW.CREATIVEMINISTRY.ORG

• CENTER PHONE: 800.272.4554