

Church Members who are Interested in a Boarding Academy Experience for Their Child

Special Report for Mount Vernon
Academy Principal

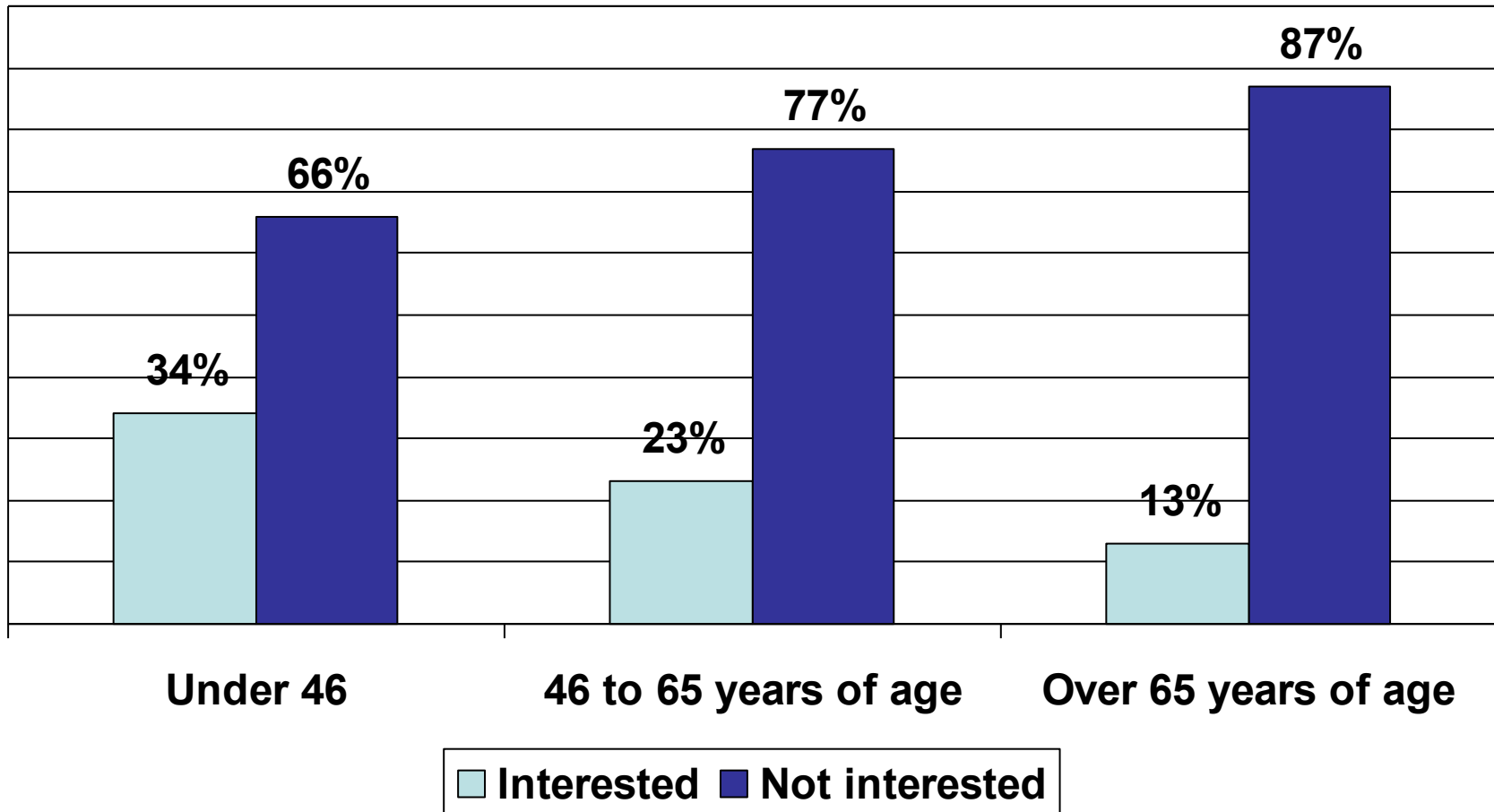
By Monte Sahlin

Director of Research, Ohio Conference

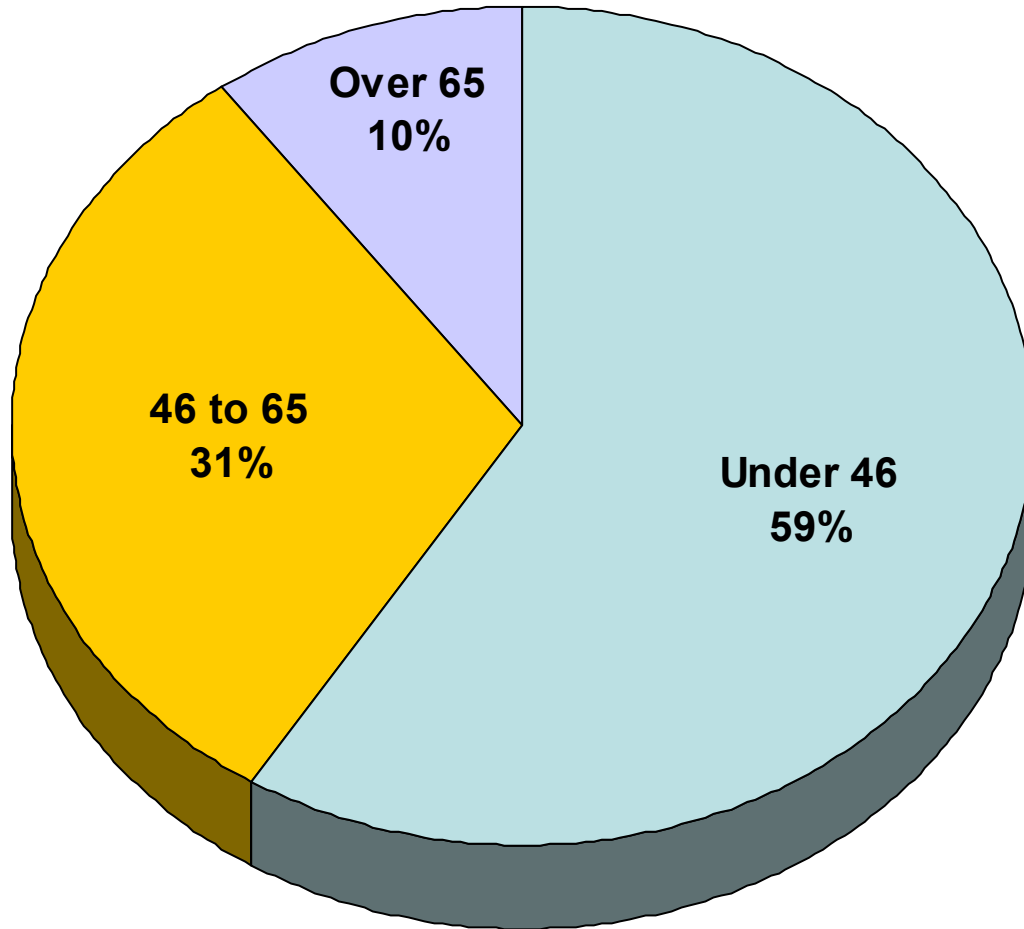
Source of Data

- A random sample of 378 church attendees conducted in 2010-2011.
- At the 95th percentile of reliability the allowance for sampling error is six percentage points, plus or minus.
- The response rate was 78 percent, which is very strong. This indicates reliable information from this study.

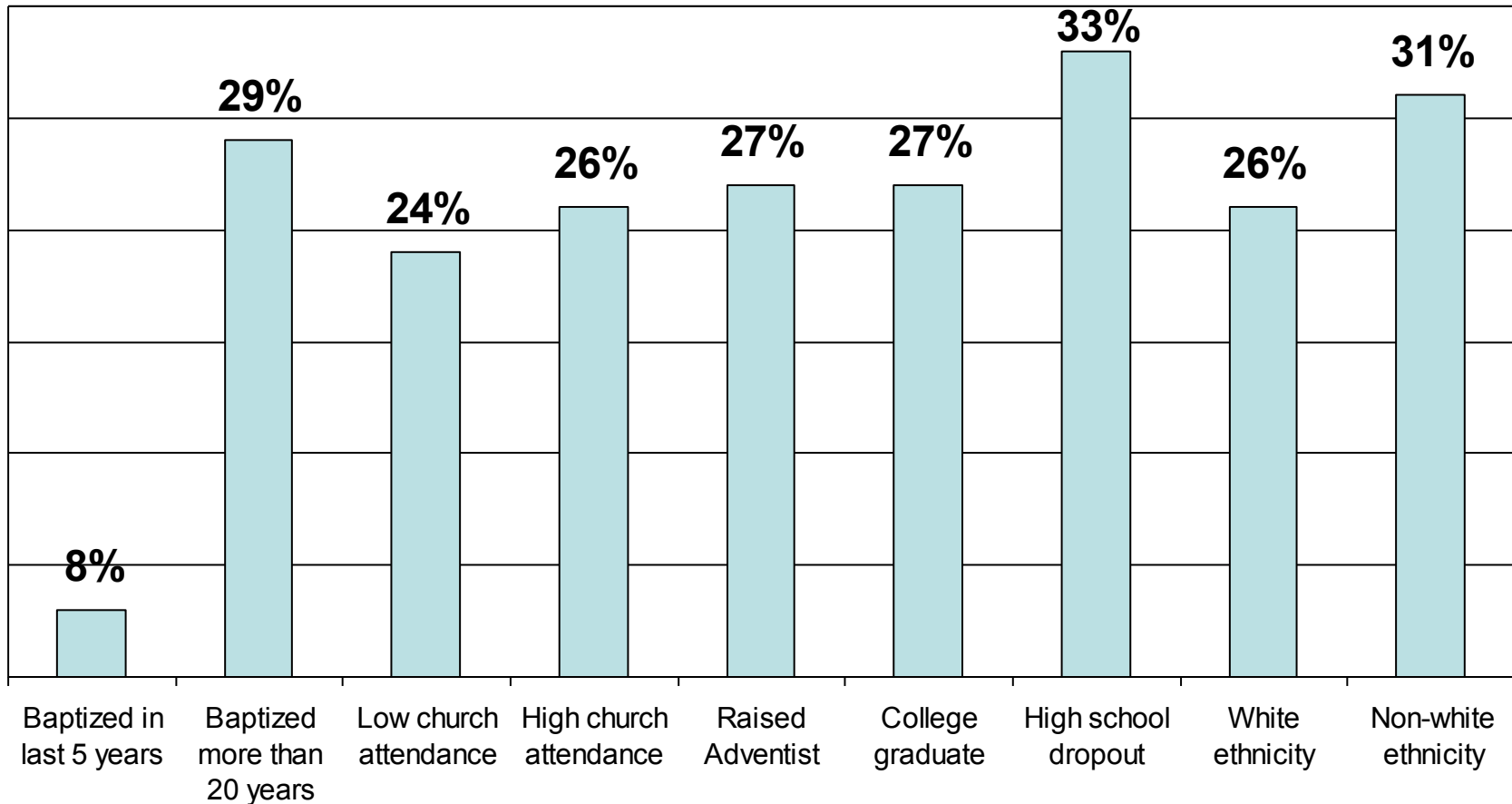
Comparing age profiles of those interested and not interested



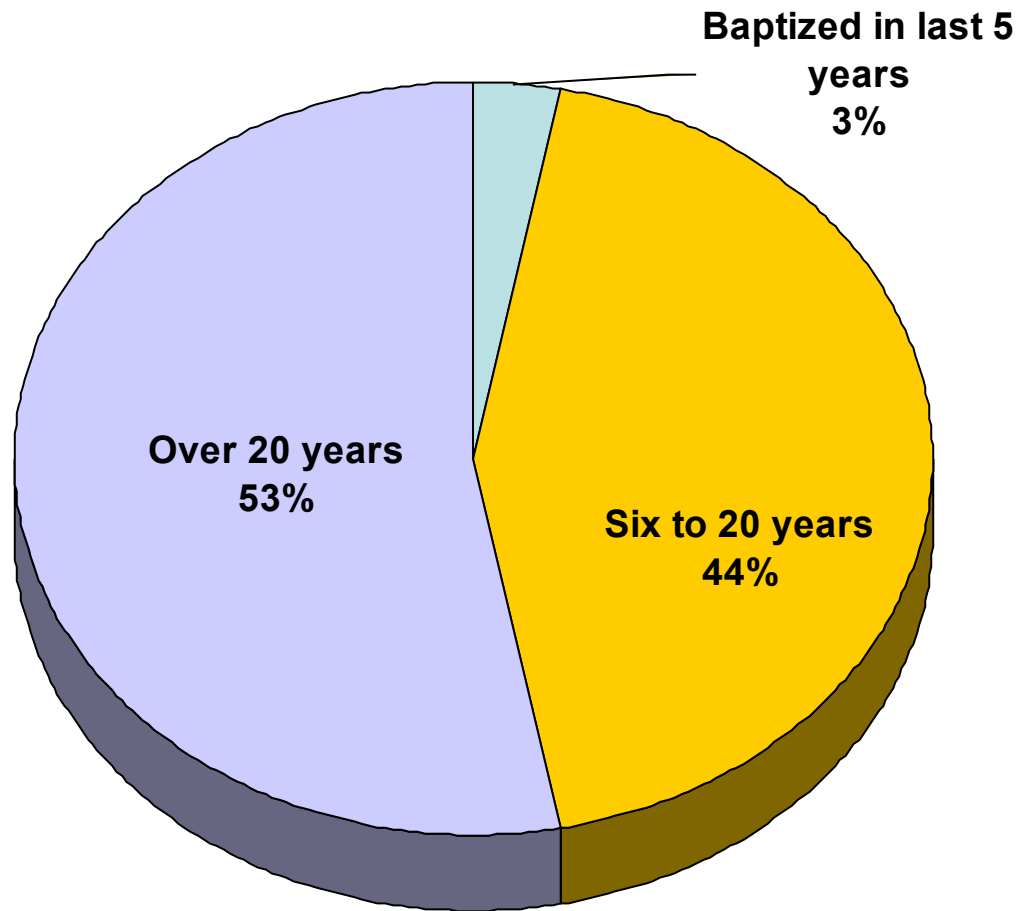
Age Profile of the Interested



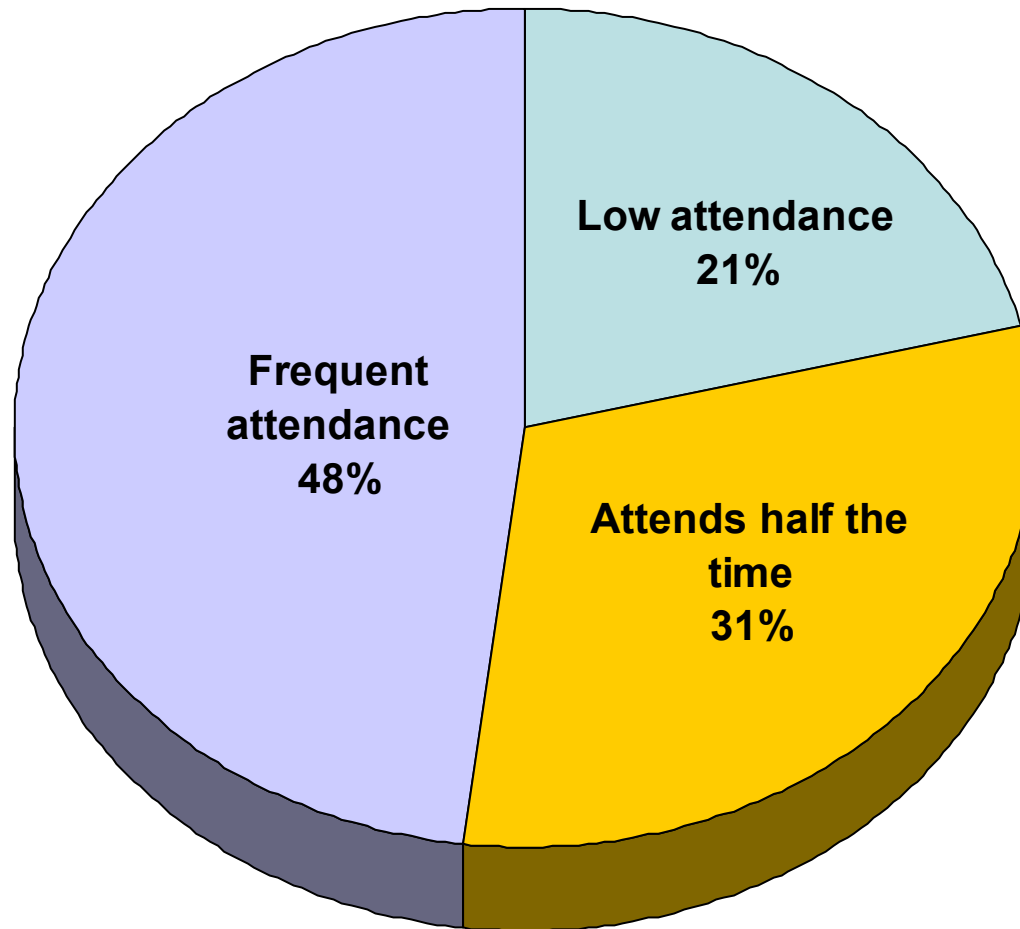
Percent Interested by Various Segments



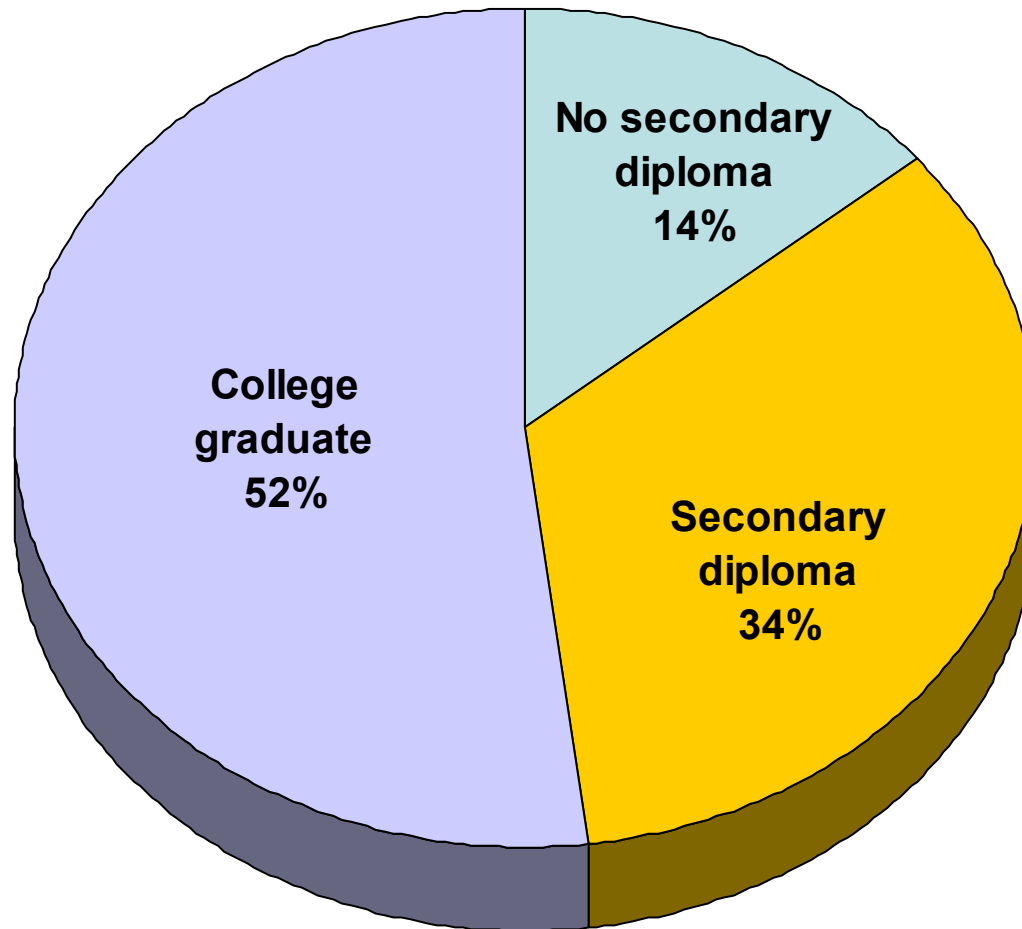
Church Tenure of the Interested



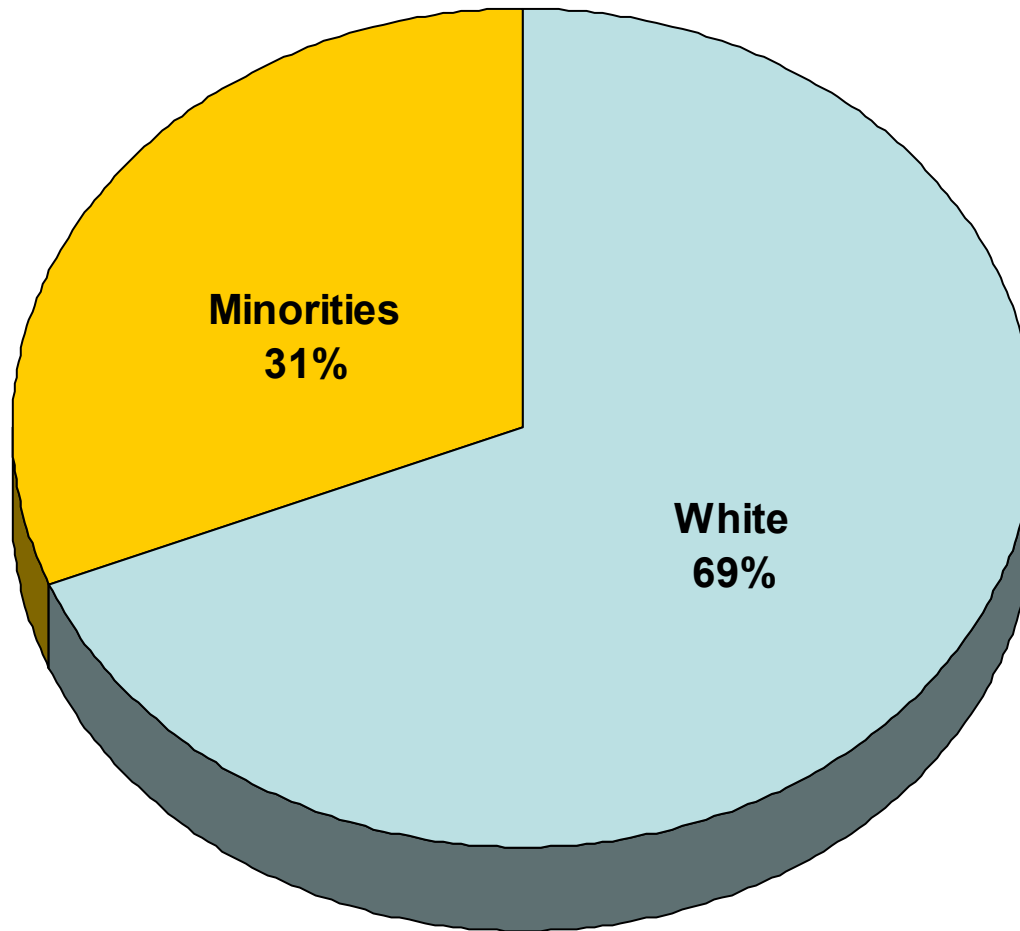
Church Attendance Pattern of the Interested



Education Profile of the Interested



Ethnic Profile of the Interested



Summary of Who to Target

- White (ethnicity)
- Under 46 years of age (Gen X)
- Long-time Adventists
- College graduates
- Regular church attenders
- Largest numbers are in Columbus, Toledo, Cincinnati, Mansfield, Akron
 - in descending order and leaving Dayton out