



# Greater New York Demographic Study

Conducted for the Greater New  
York Conference by the Center  
for Creative Ministry and  
Percept Group, Inc.



# Source of Data

- The focus of these data is the general population in the territory of the Greater New York Conference of SDAs.
- Basic data was extracted from the U.S. Census, using the latest estimates from 2006.
- Proprietary data was purchased from Percept Group, Inc., a national market research firm that specializes in churches and Christian ministries and has conducted its own research.

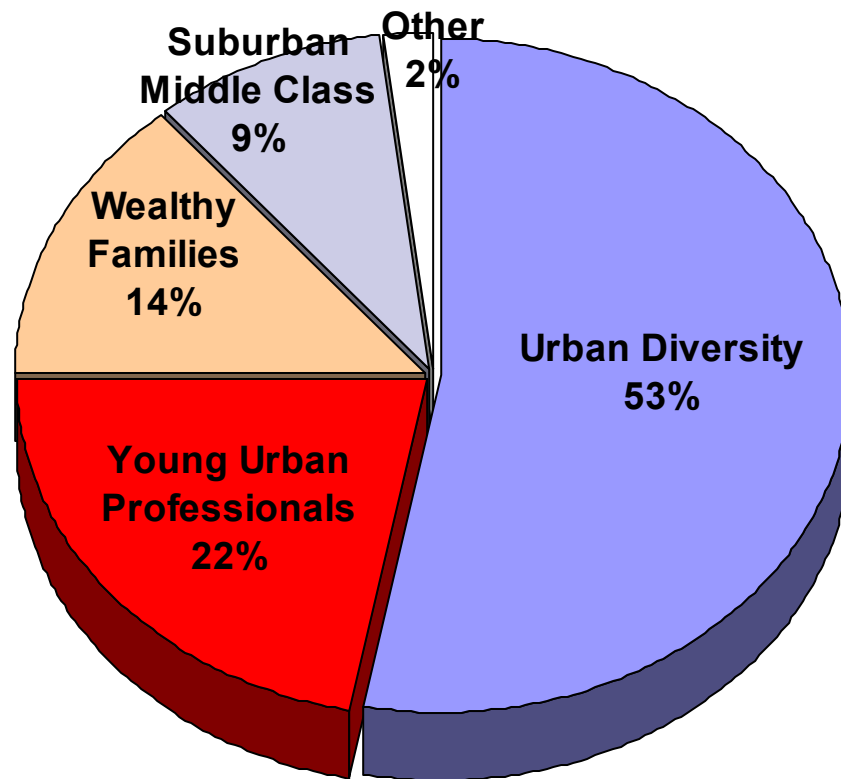


# The Greater New York Mission Field

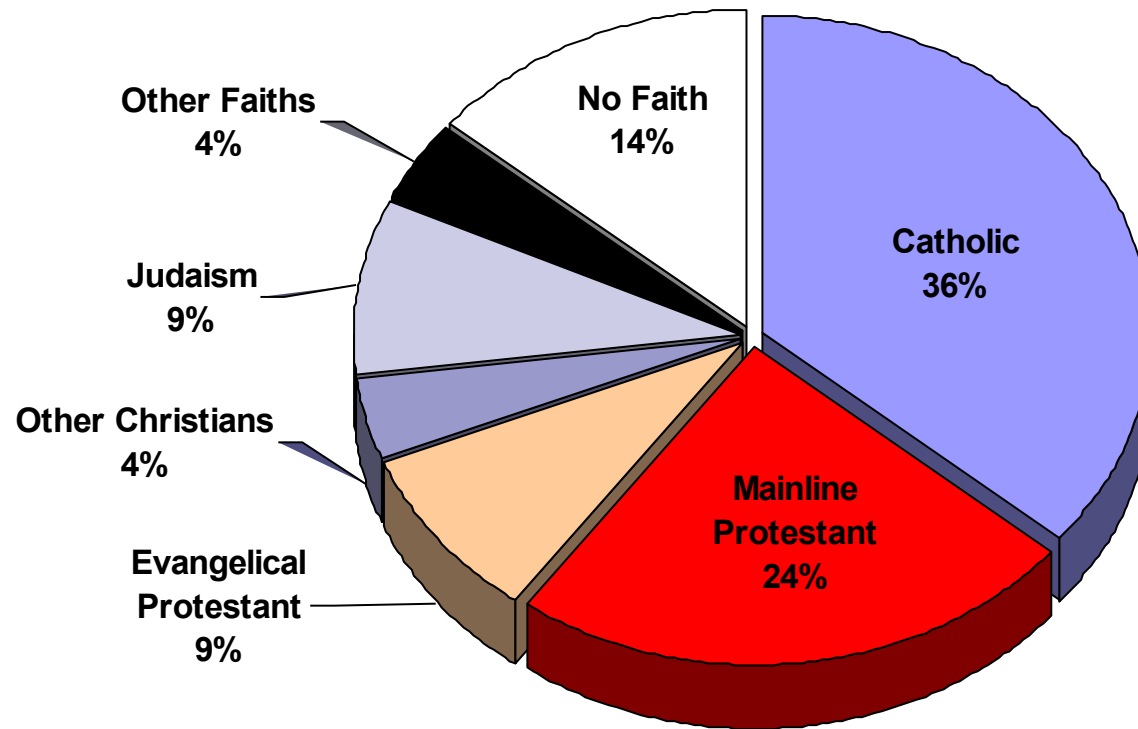
- New York City and the New York counties of Columbia, Dutchess, Greene, Nassau, Orange, Putnam, Rockland, Suffolk, Sullivan, Ulster and Westchester
- 13.4 million people
- One Adventist for every 213 people
  - New Guinea: 1 to 25
  - Zambia: 1 to 22
  - Jamaica: 1 to 14
  - Belize: 1 to 10



# Lifestyle Segments



# Religious Preferences





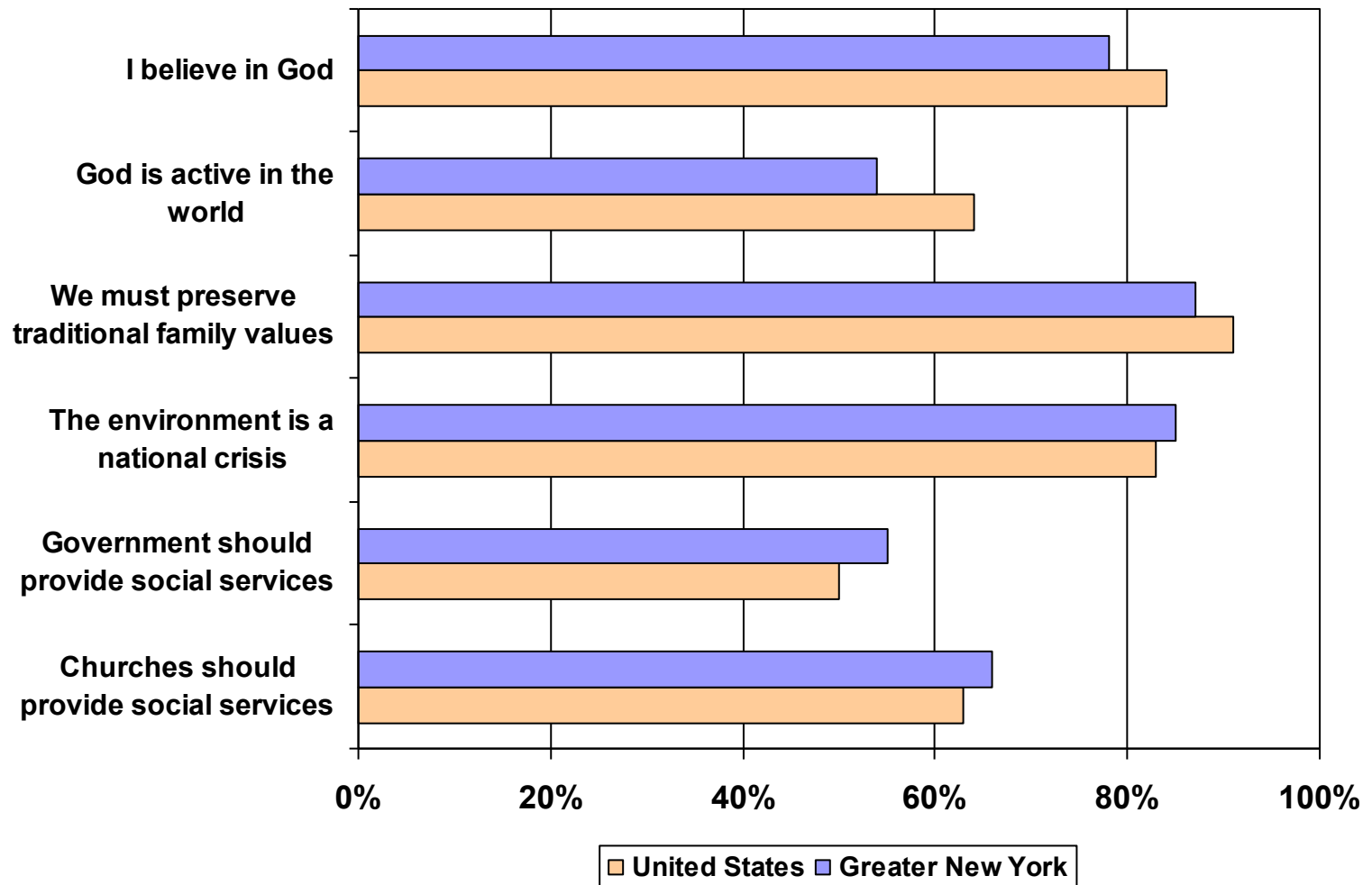
# Community Needs

## Percent of Households Concerned About ...

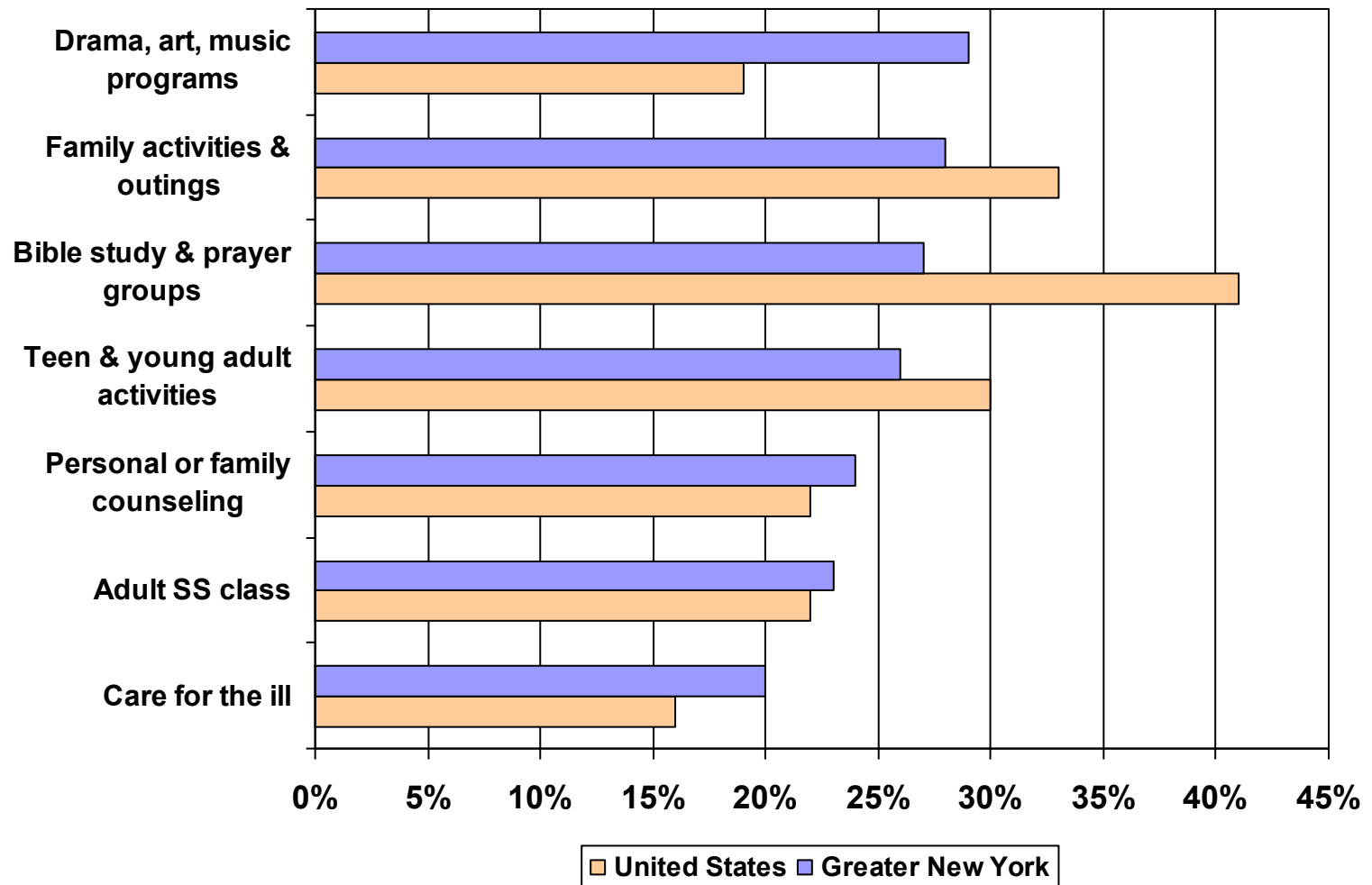
51% Long-term Financial Security  
48% Maintaining Personal Health  
33% Neighborhood Crime & Safety  
32% Day-to-day Financial Survival  
31% Dealing with Stress  
29% Have No Health Insurance  
26% Finding Time for Recreation  
24% Finding Better Health Care  
22% Finding Friends  
21% Finding a Satisfying Occupation  
20% Dealing with Racial Prejudice  
19% Finding a Good School  
18% Planning for Retirement

17% Finding Affordable Housing  
17% Finding a Job  
17% Achieving a Fulfilling Marriage  
16% Dealing with My Children  
15% Finding Direction in Life  
15% Dealing with Social Injustice  
15% Caring for an Aging Parent  
14% Alcohol/Drug Abuse  
11% Abuse/Domestic Violence  
11% Learning Parenting Skills  
10% Problems at School  
9% Obtaining Sufficient Food  
9% Finding a Good Church

# Values and Religious Beliefs

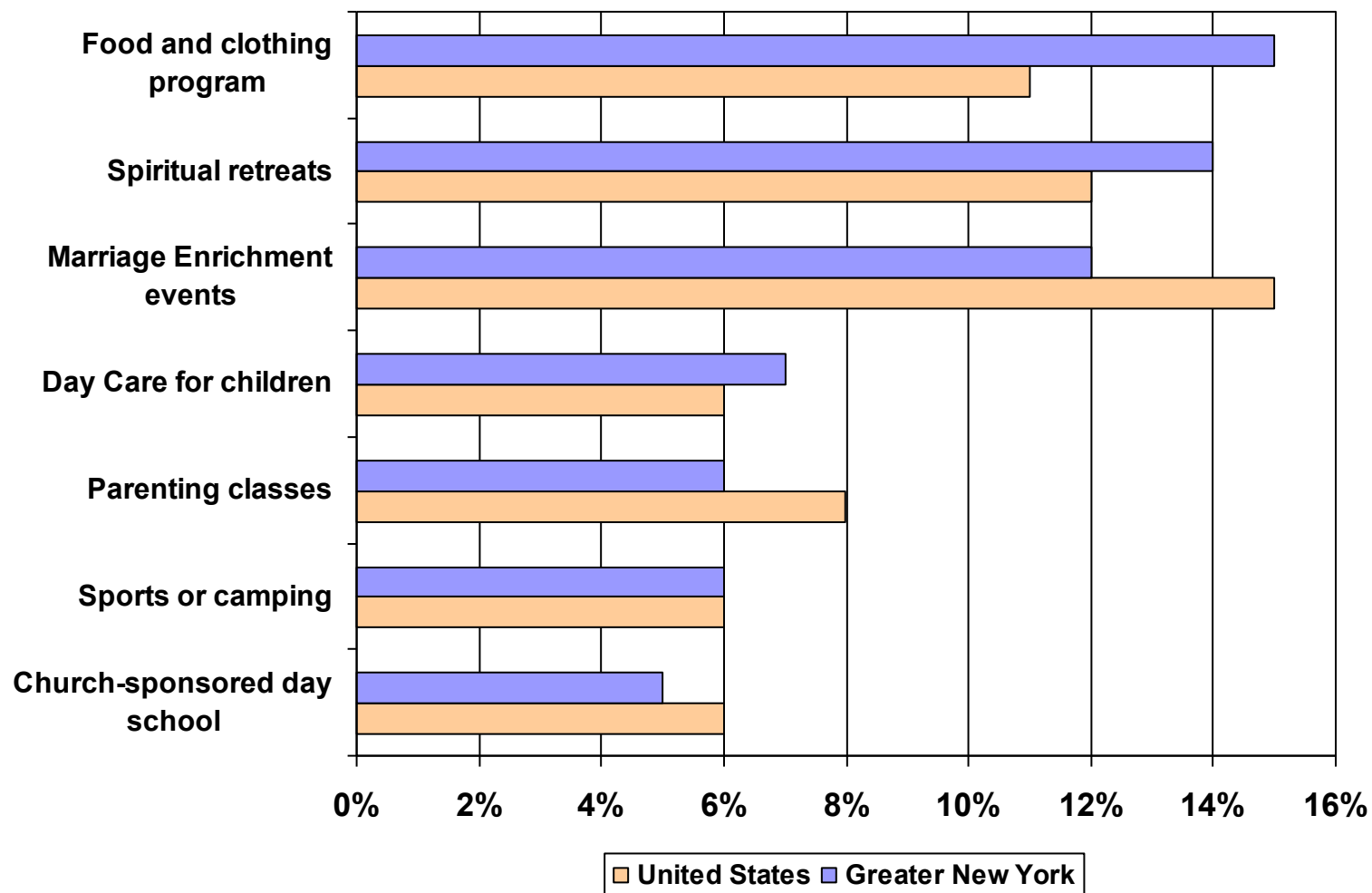


# Prefer a Church With ...

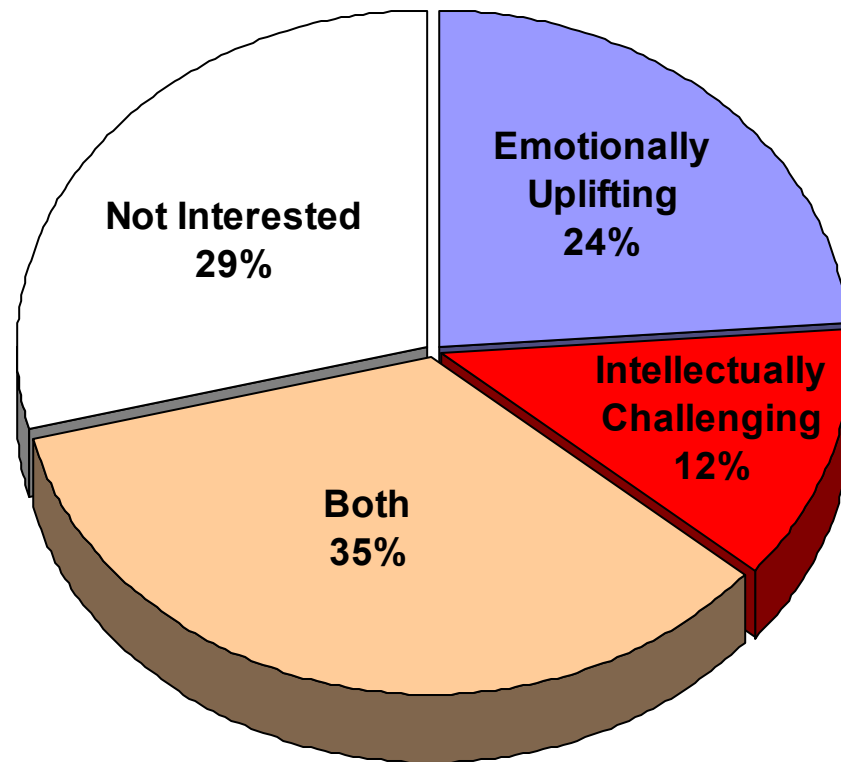




# Prefer a Church With ... (continued)

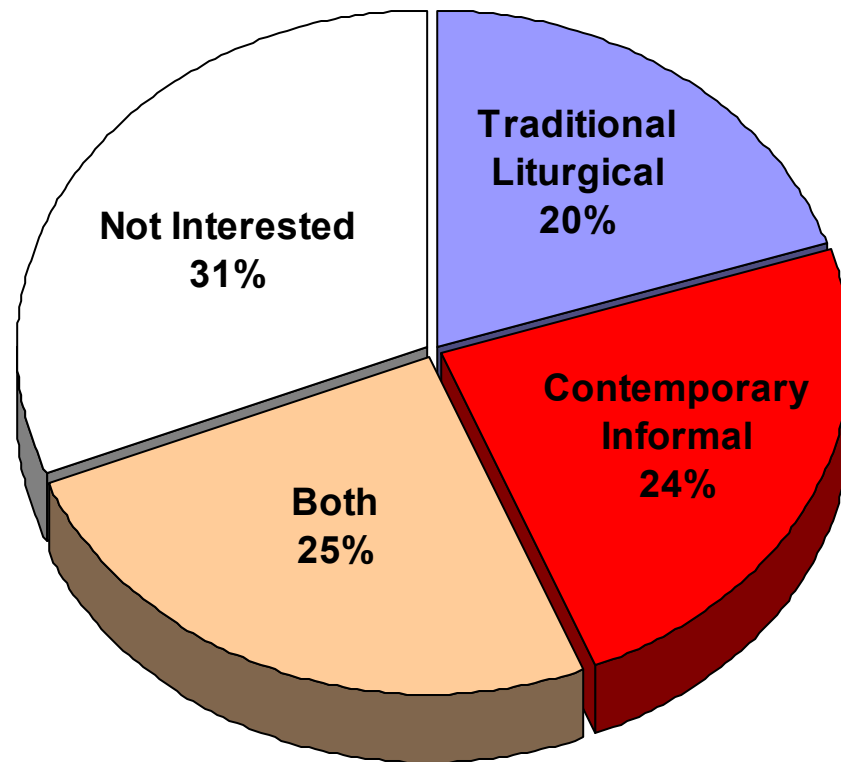


# Prefer Worship That Is ...



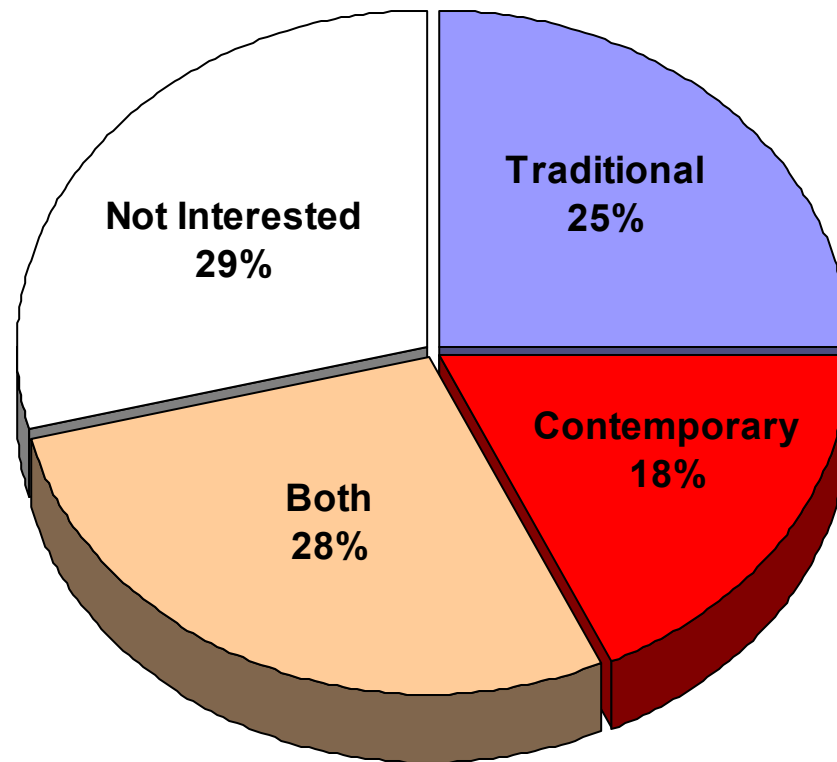


# Prefer Worship That Is ...

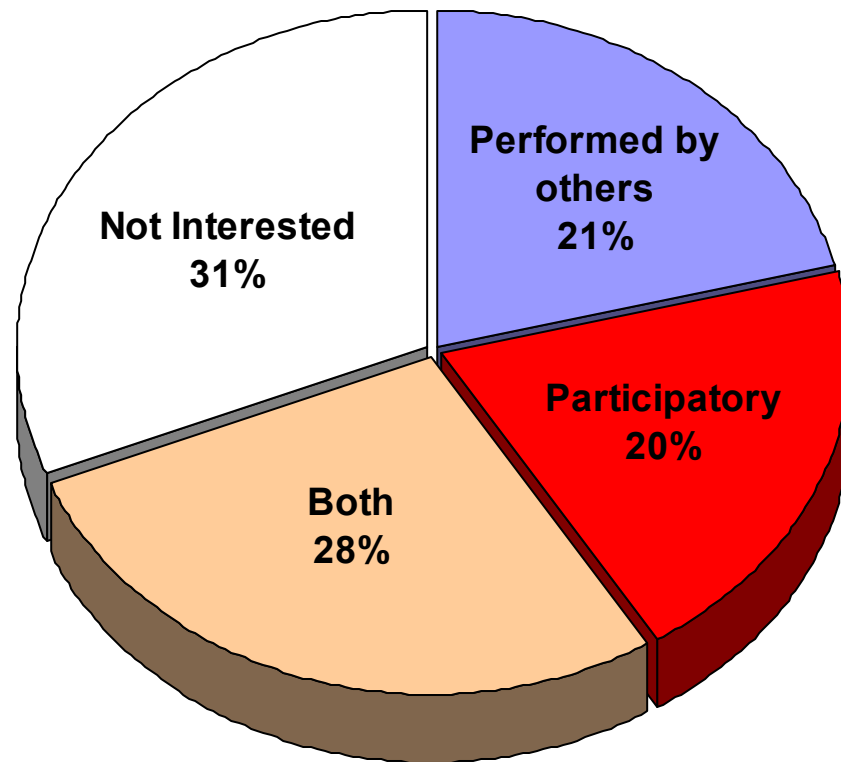




# Prefer Church Music That Is ...

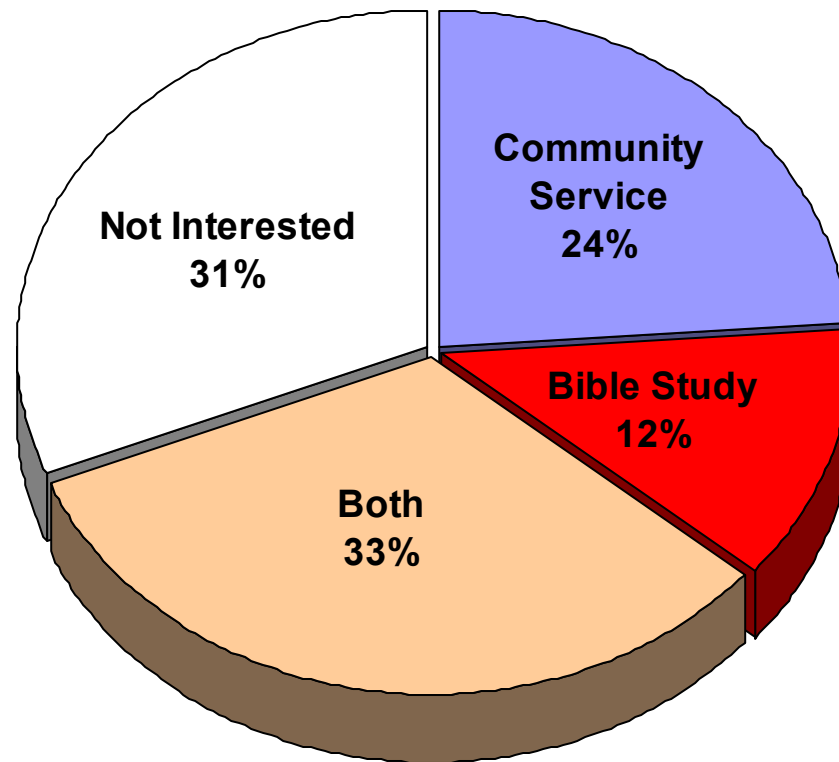


# Prefer Church Music That Is ...



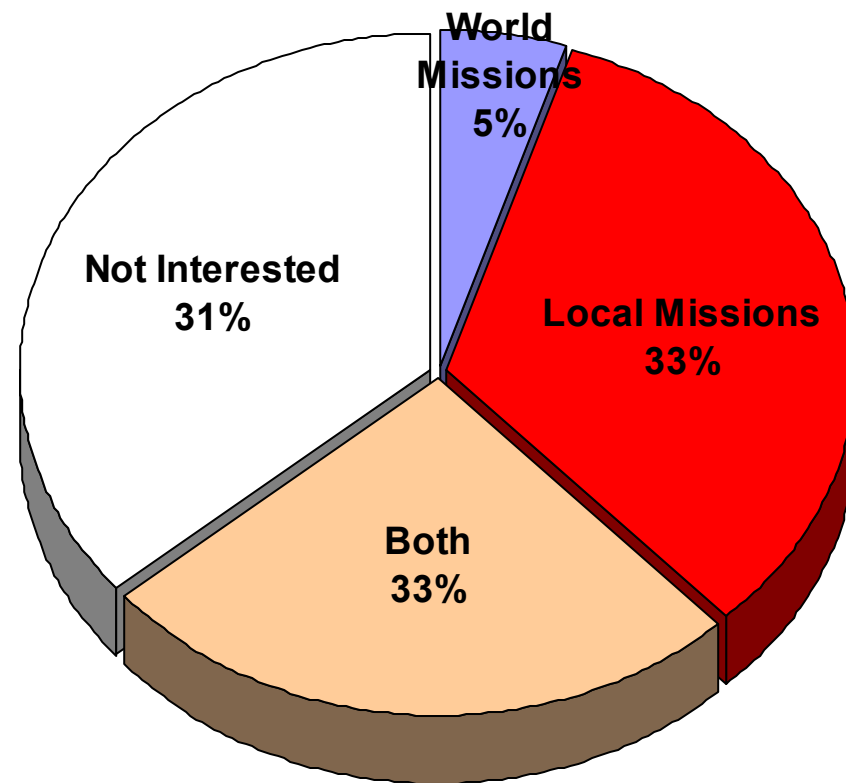


# Prefer Church Focused On ...



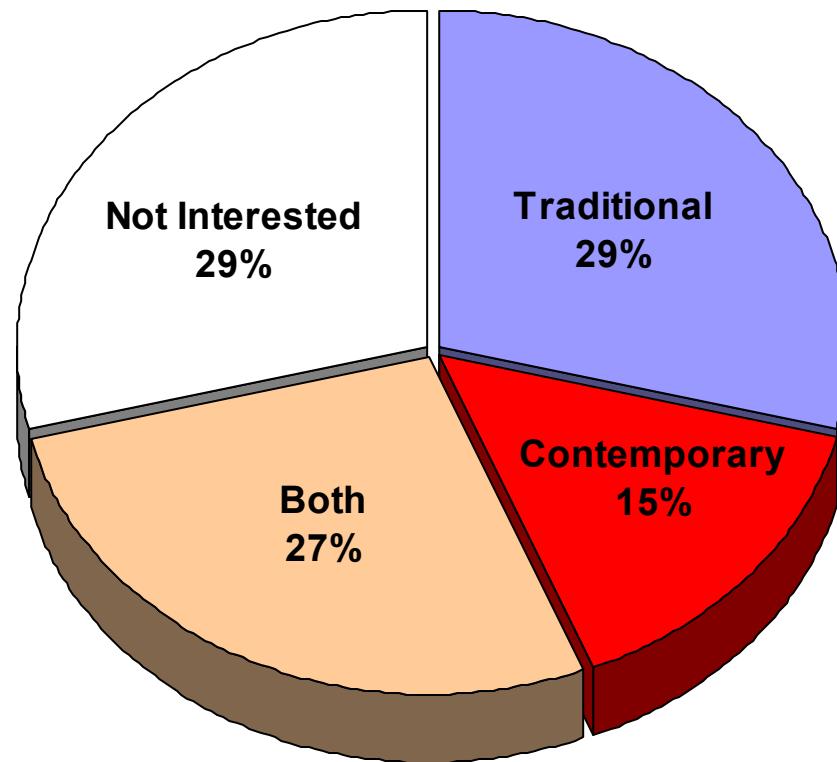


# Prefer Church Focused On ...





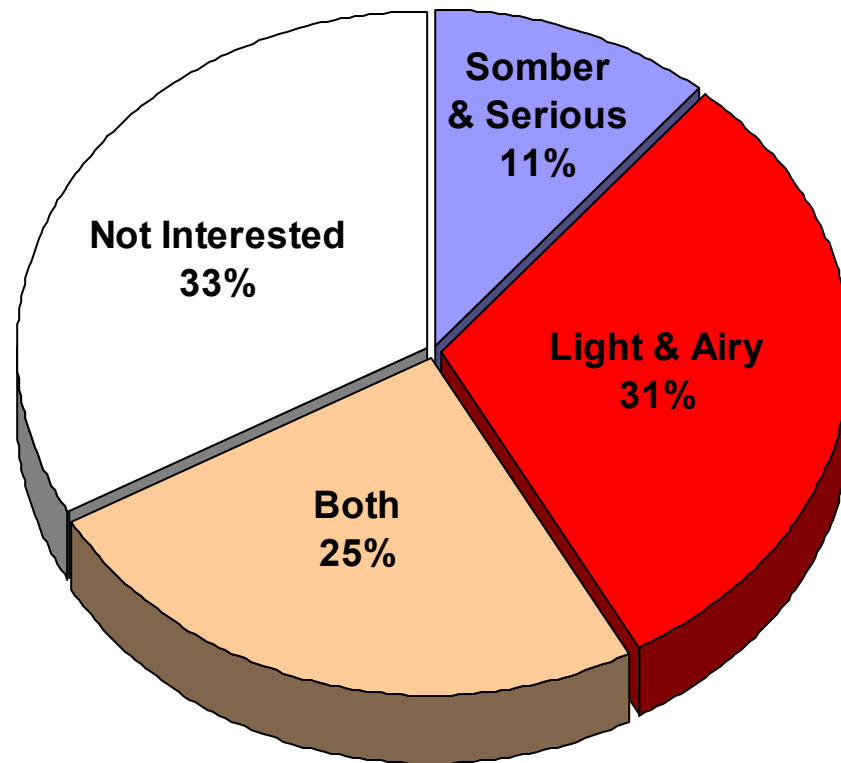
# Prefer Church Building That Is ...





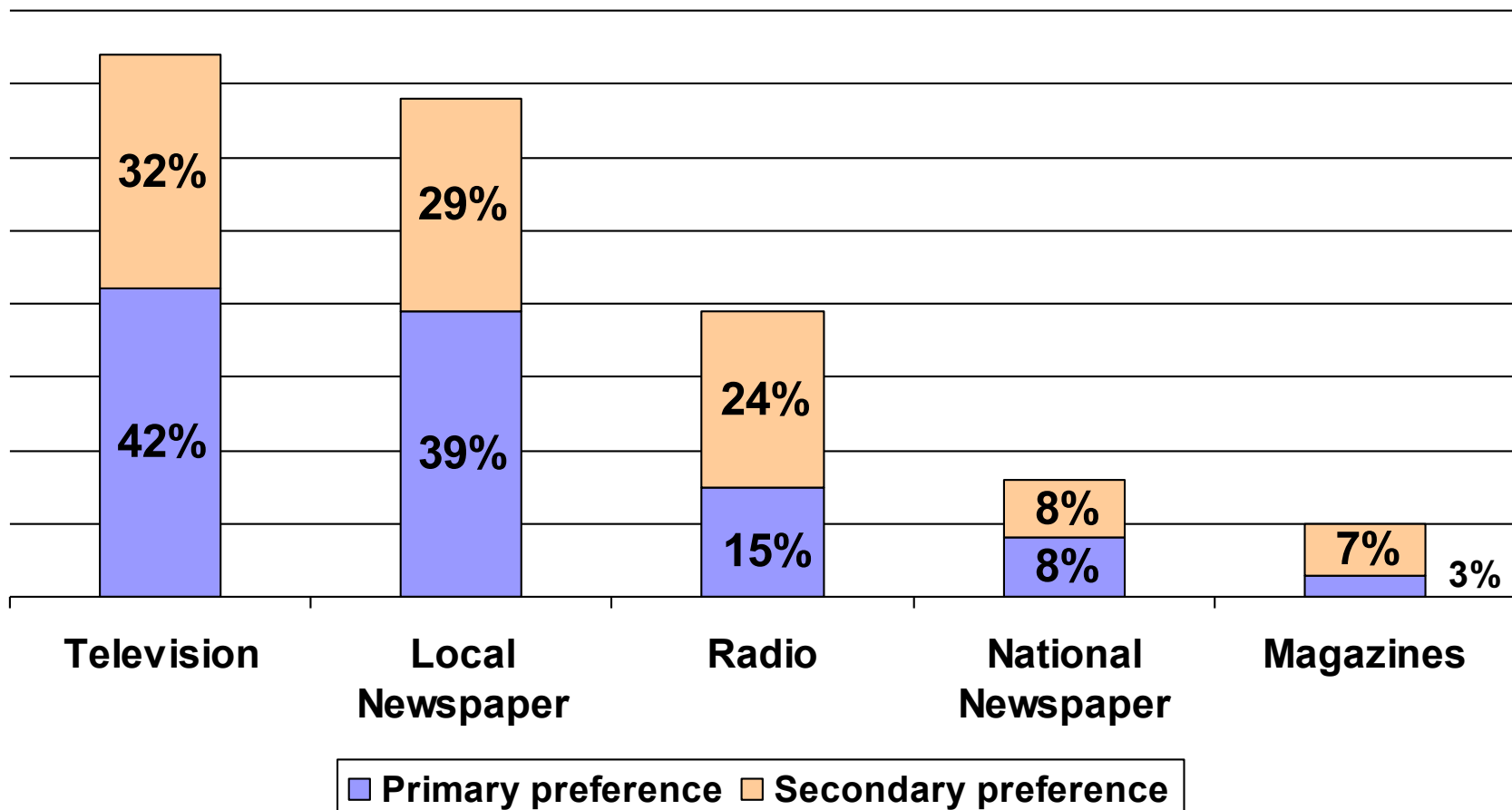


# Prefer Church Building That Is ...

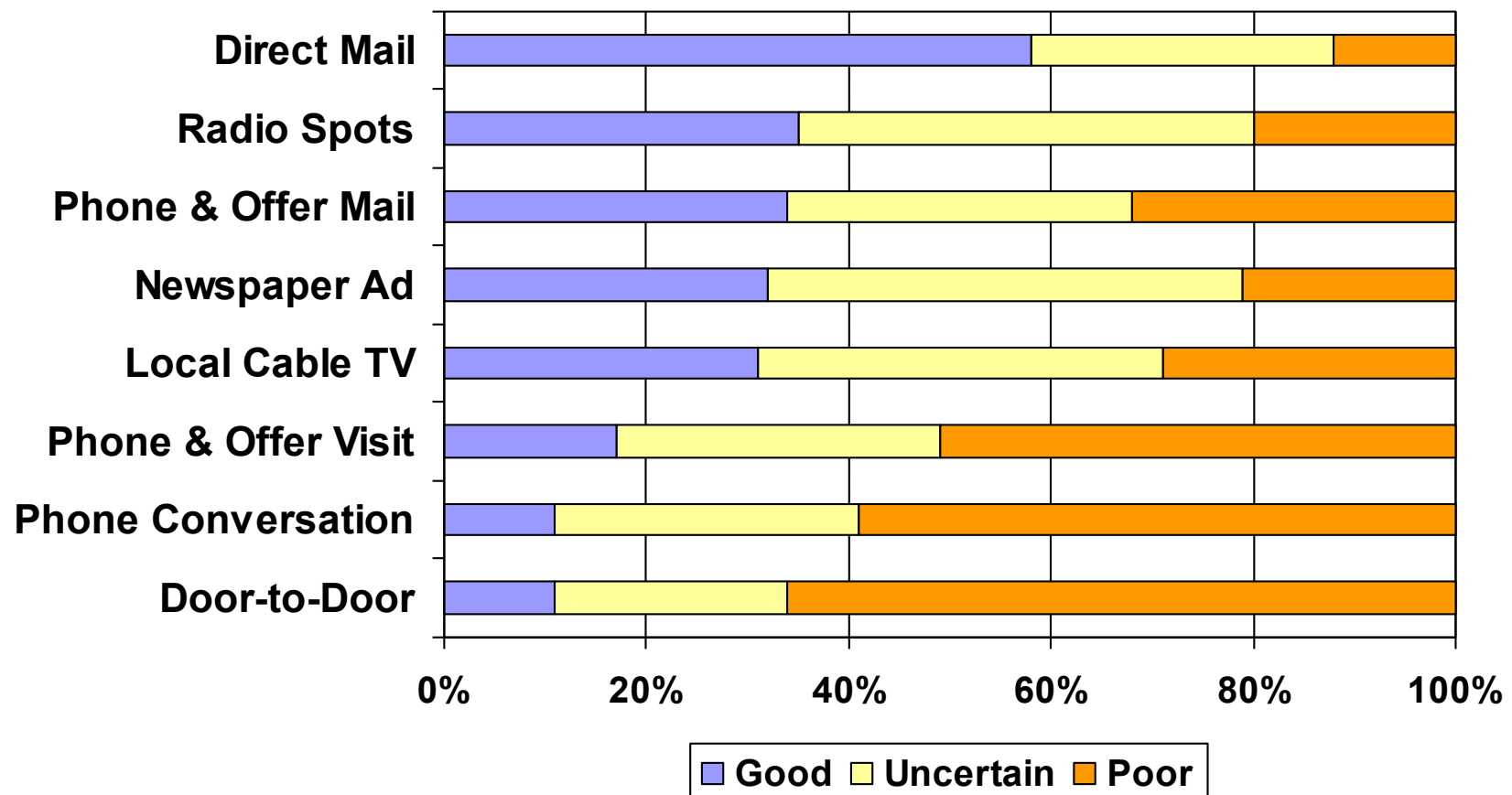




# Media Preferences



# Preferred Methods of Contact by a Church





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