

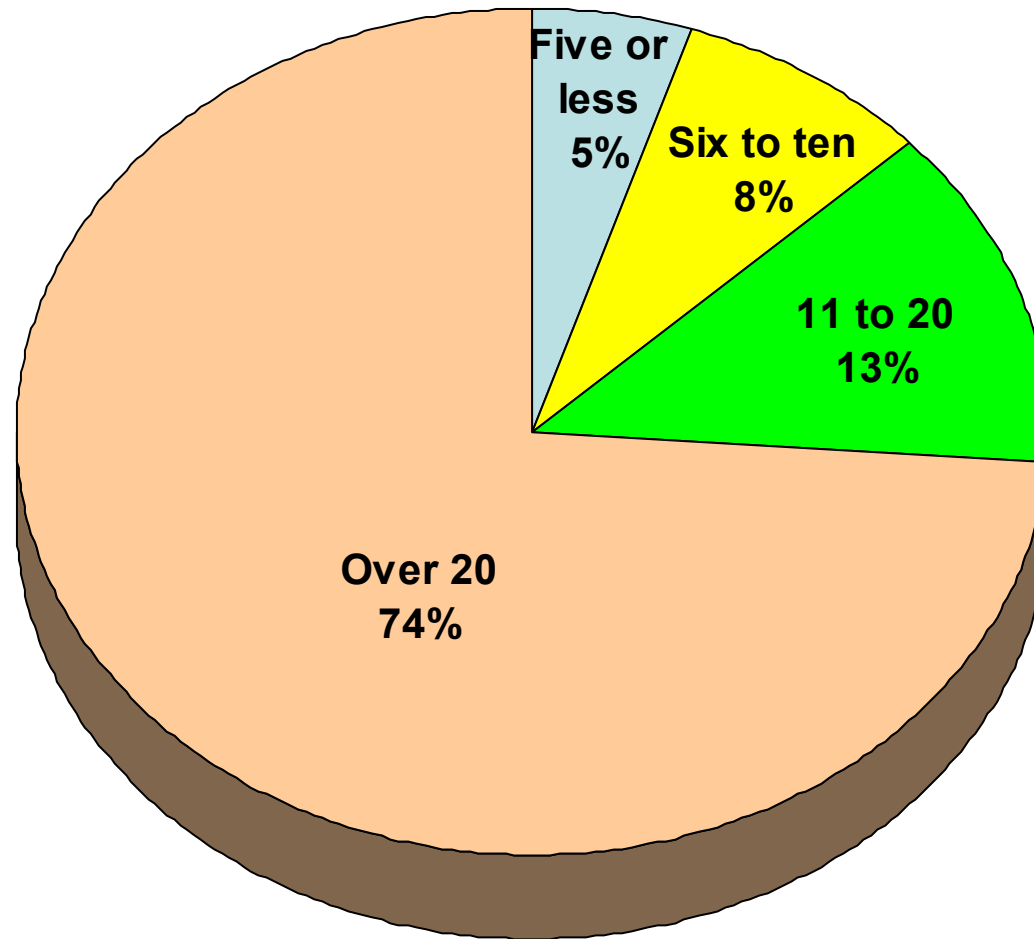
North American Division Demographic Survey

Preliminary Report
2007 Year-end Meeting

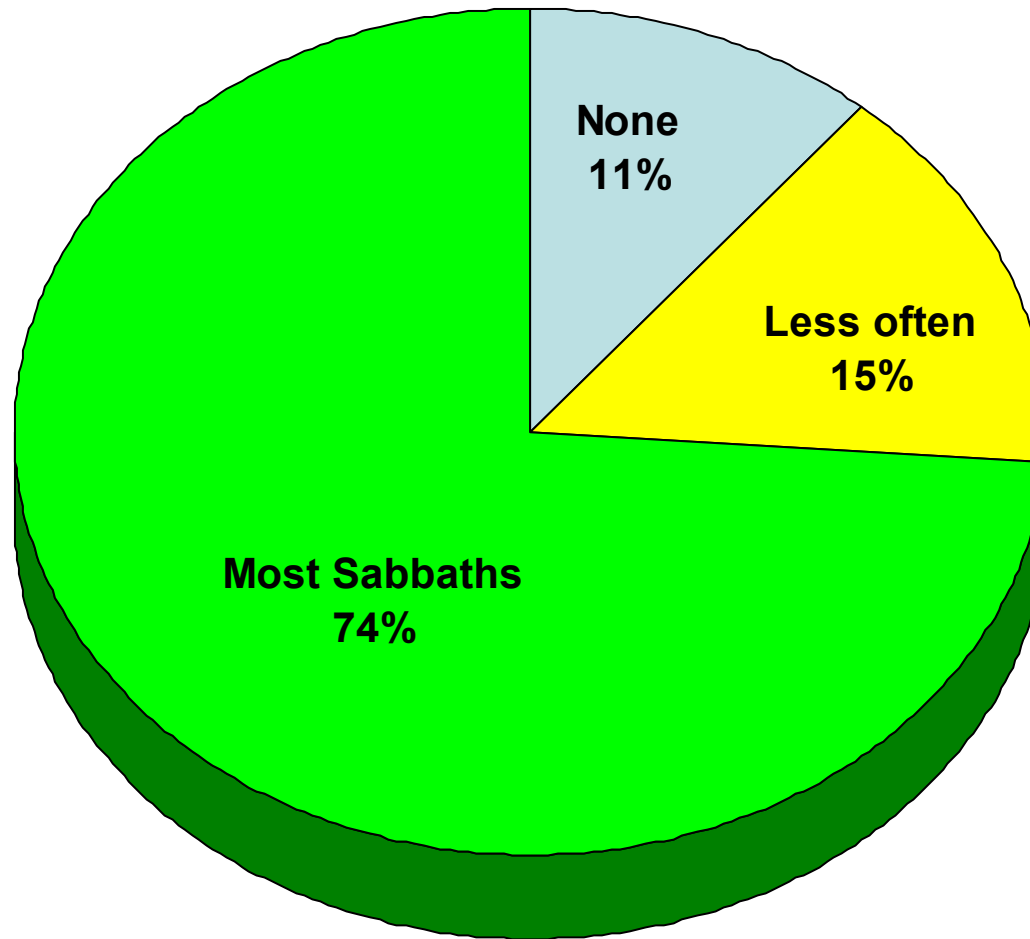
Source of Data

- The first 200 of a random sample of 1,024 telephone interviews with people listed in local church directories supplied by a random sample of 172 pastors.
- At the 95 percentile of reliability, an allowance for sampling error should be made of eight percentage points (+/-) for this partial report.
Final report will have a smaller error factor.
- Conducted by the Center for Creative Ministry for the NAD Secretariat.

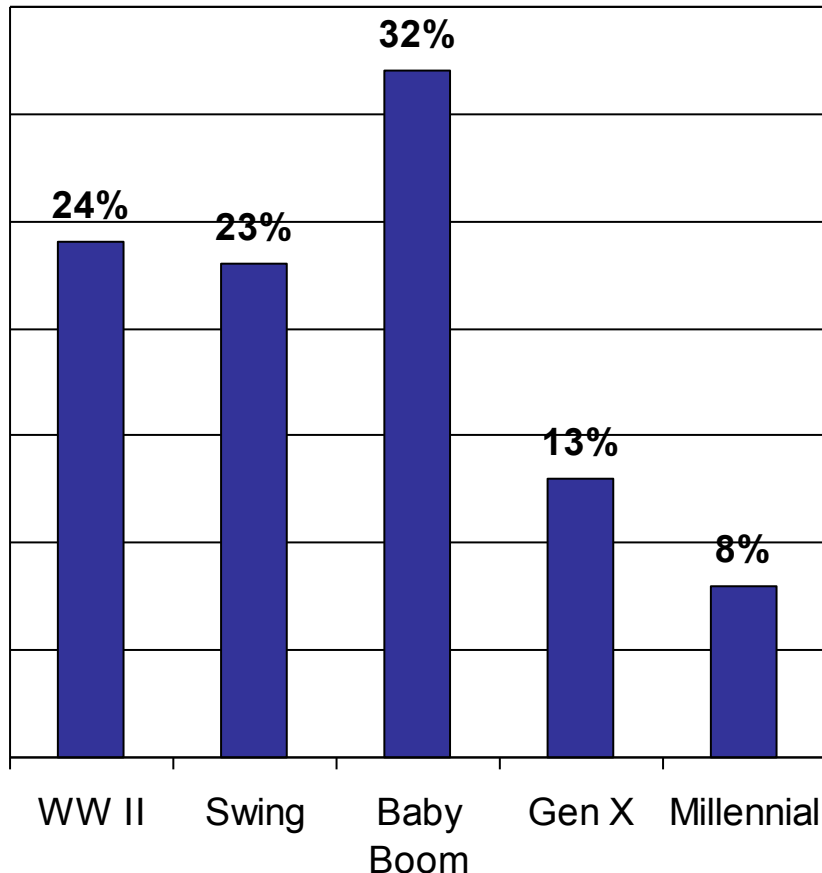
Years as a Baptized Member



Church Attendance

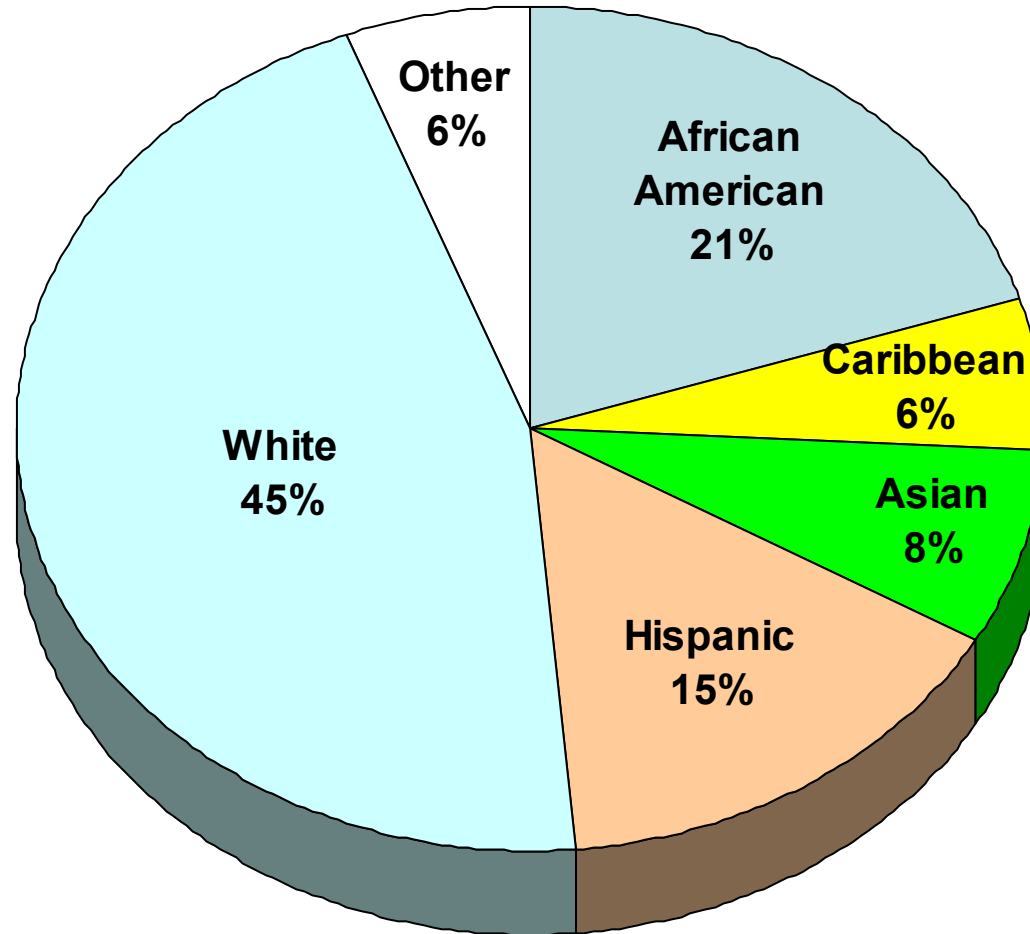


Age by Generation

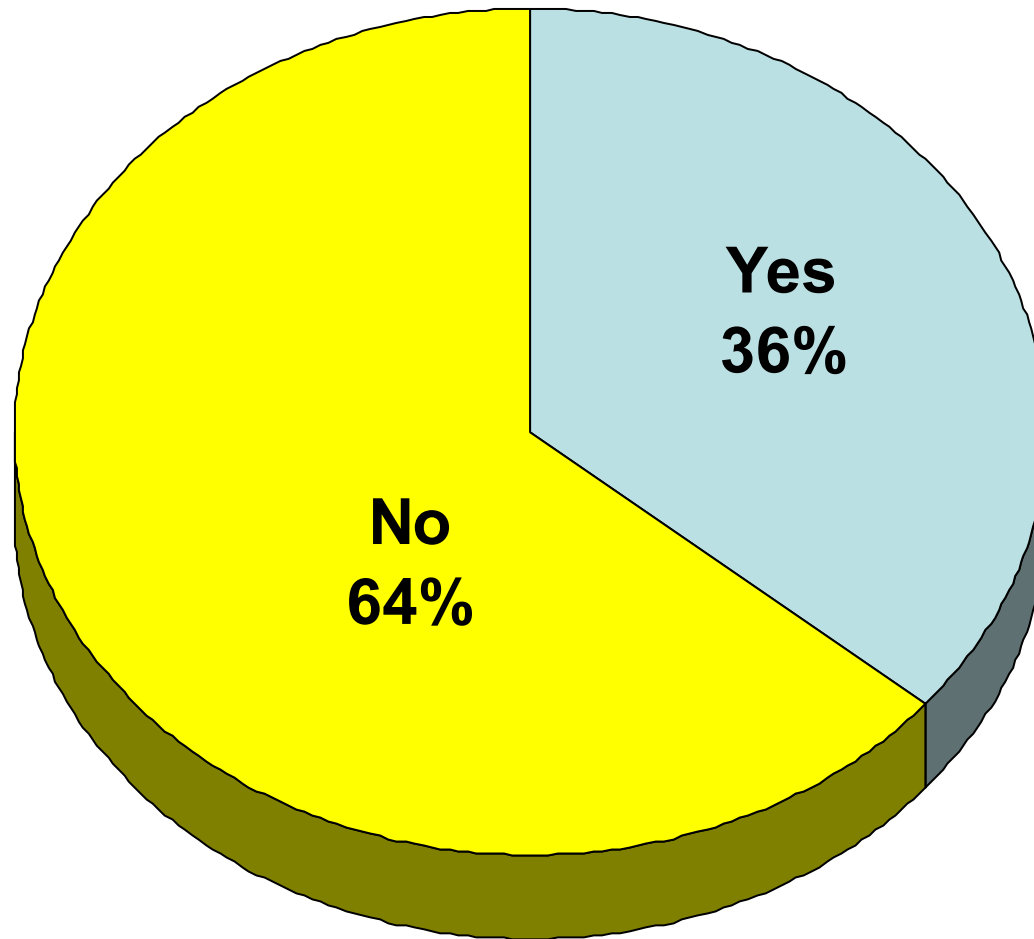


- World War II
 - 75 and older in 2007
- Swing generation
 - 62 to 74
- Baby Boom
 - 43 to 61
- Gen X (Baby Bust)
 - 31 to 42
- Millennial generation
 - 13 to 30

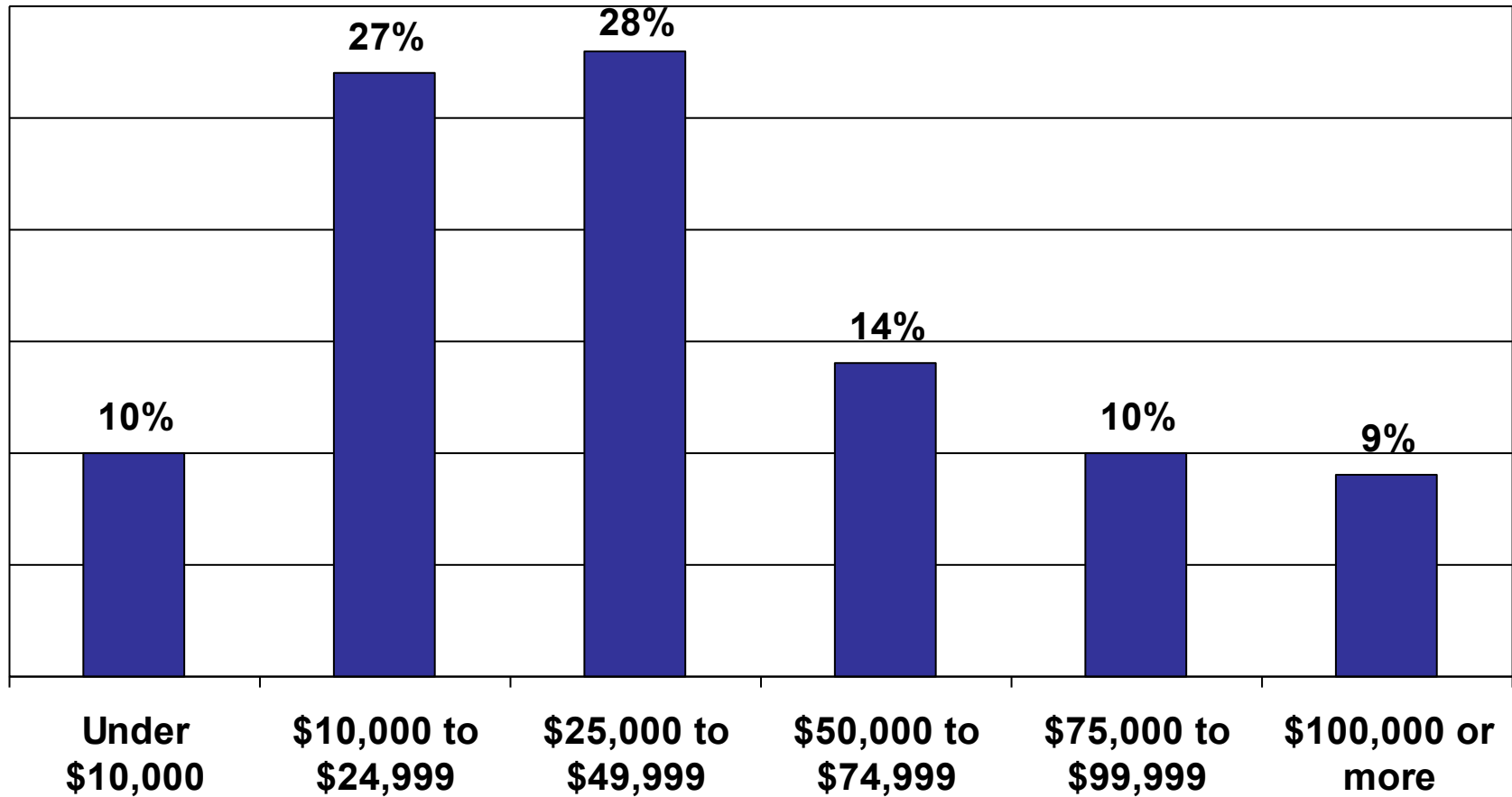
Ethnicity



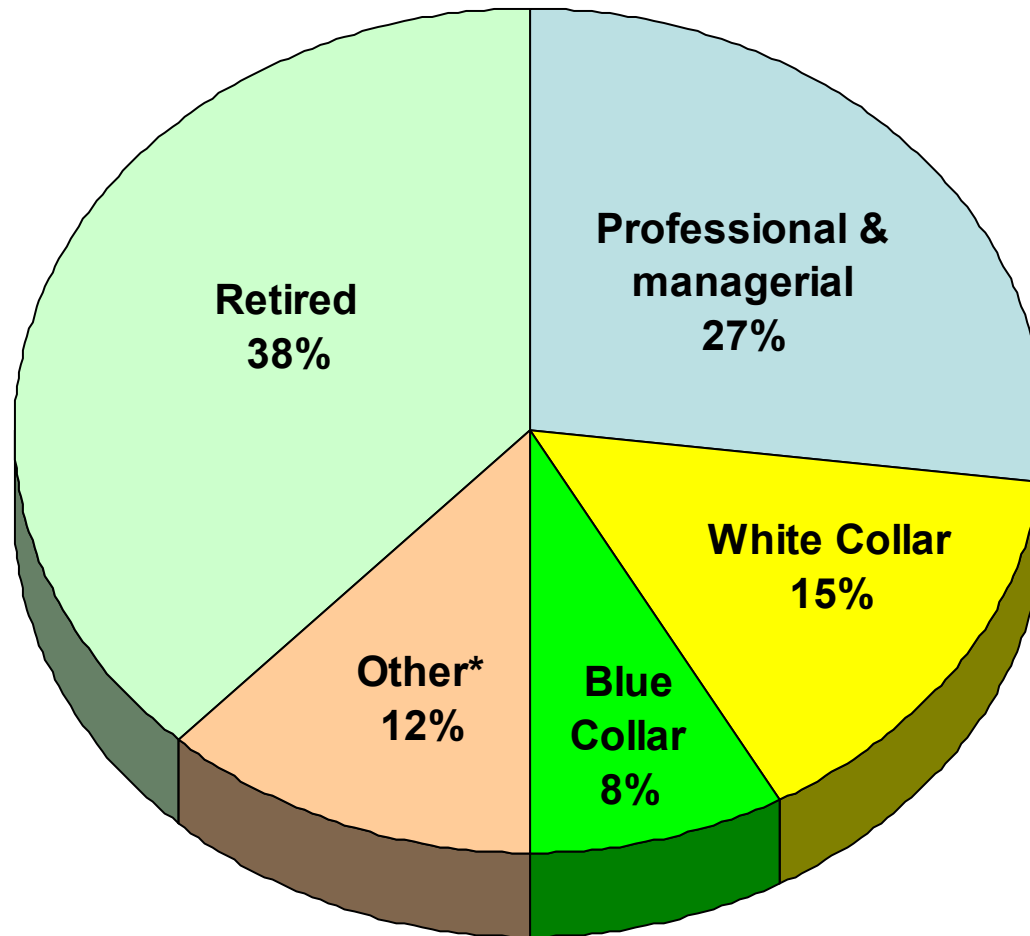
Immigrants



Annual Household Income

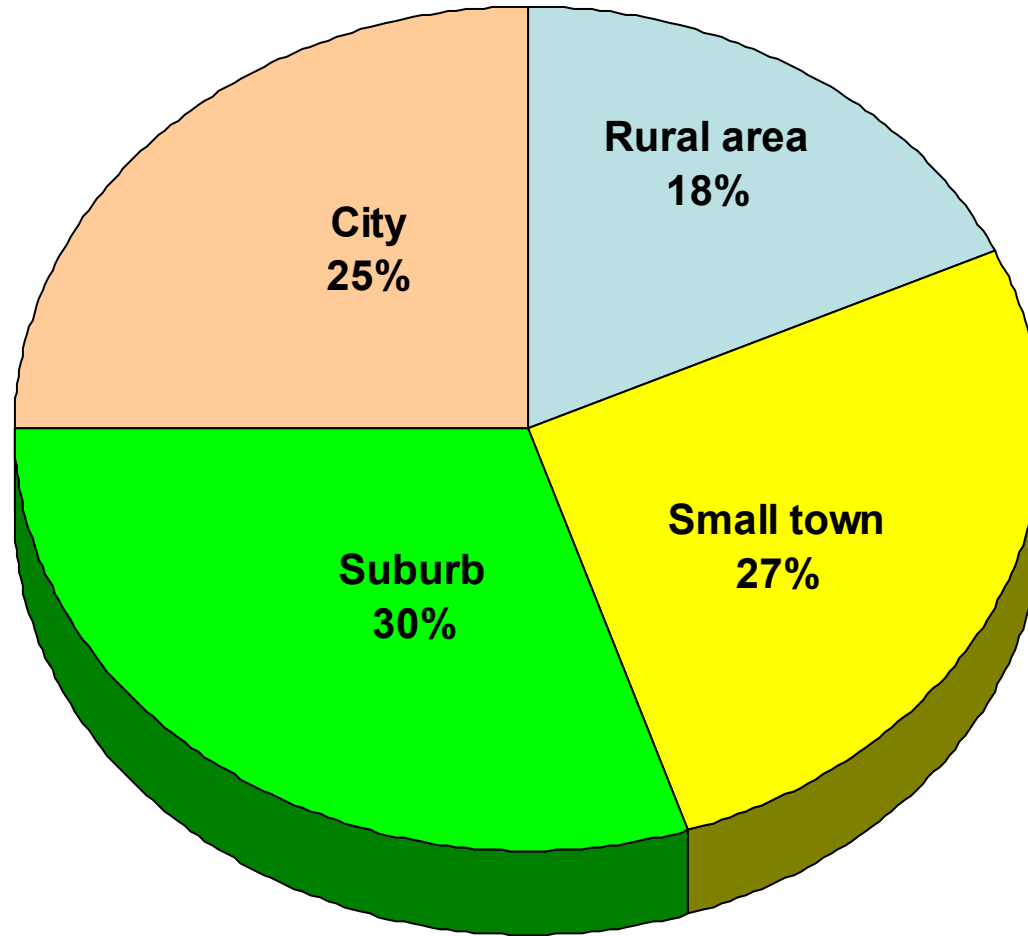


Occupation

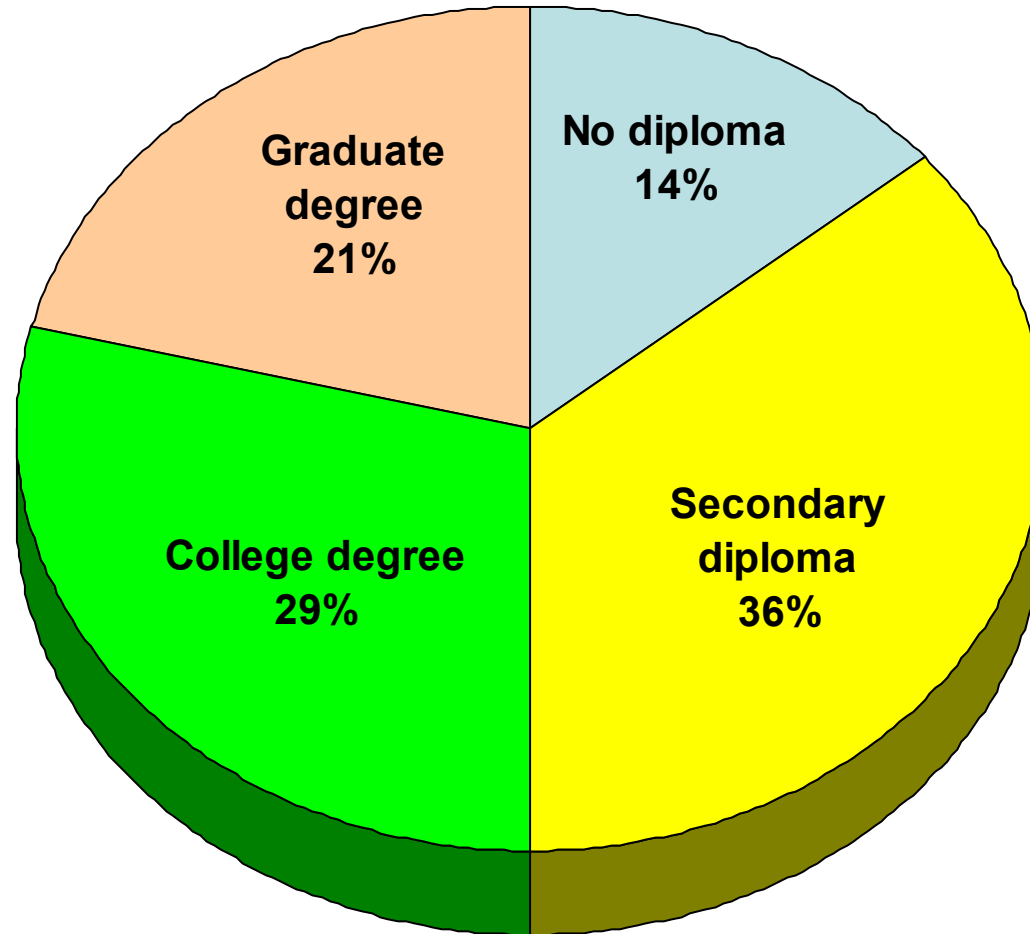


*8% full-time homemakers;
4% full-time students

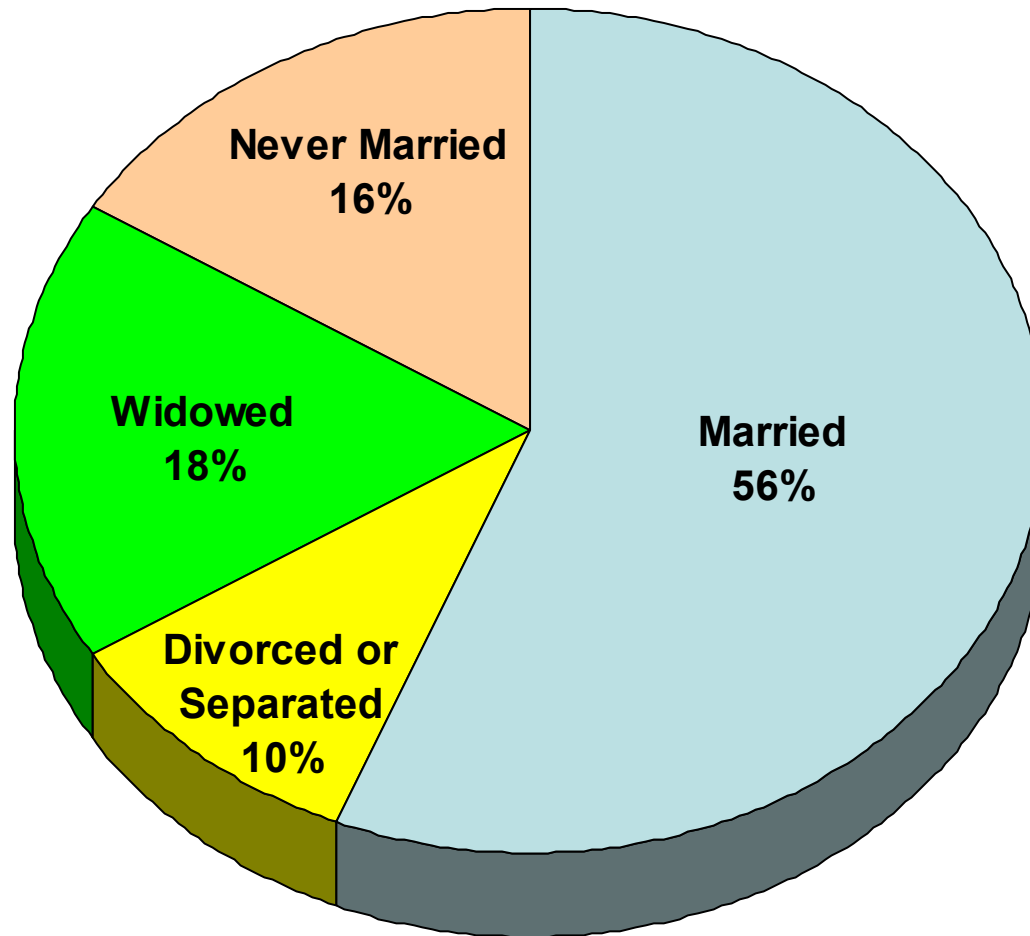
Type of Community Where They Live



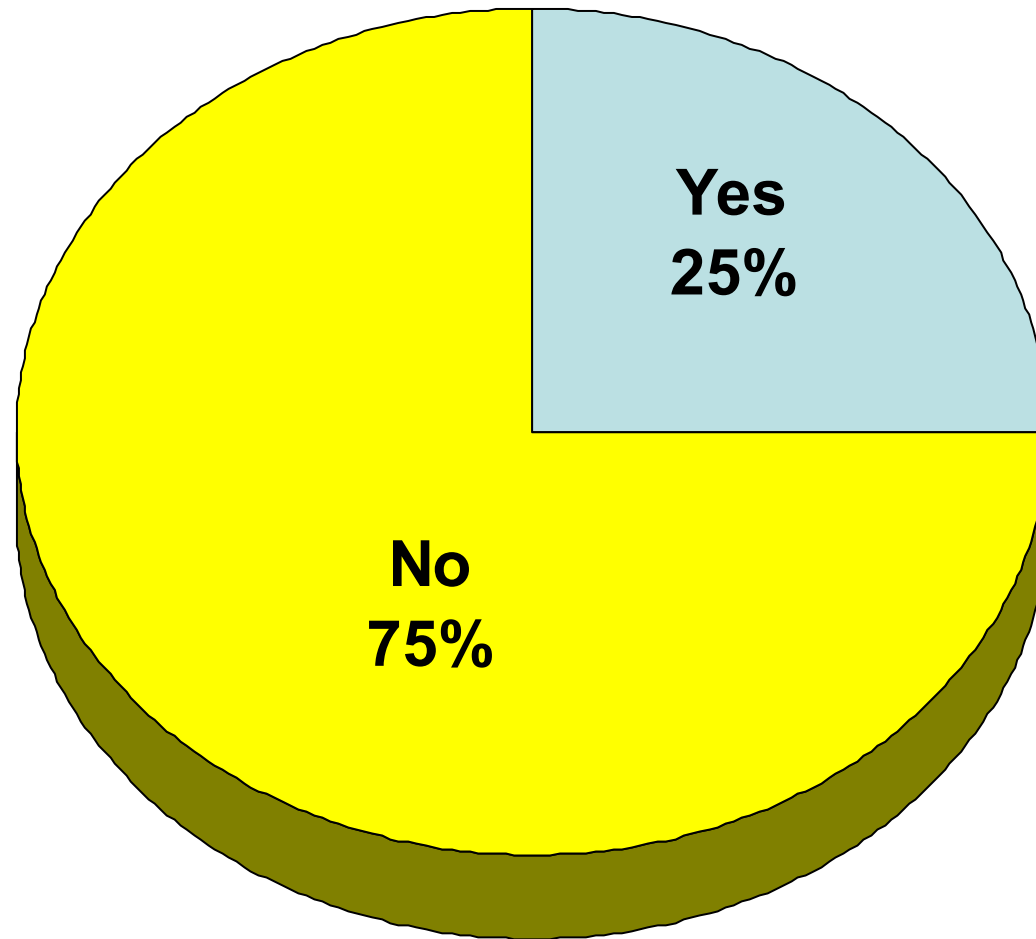
Education



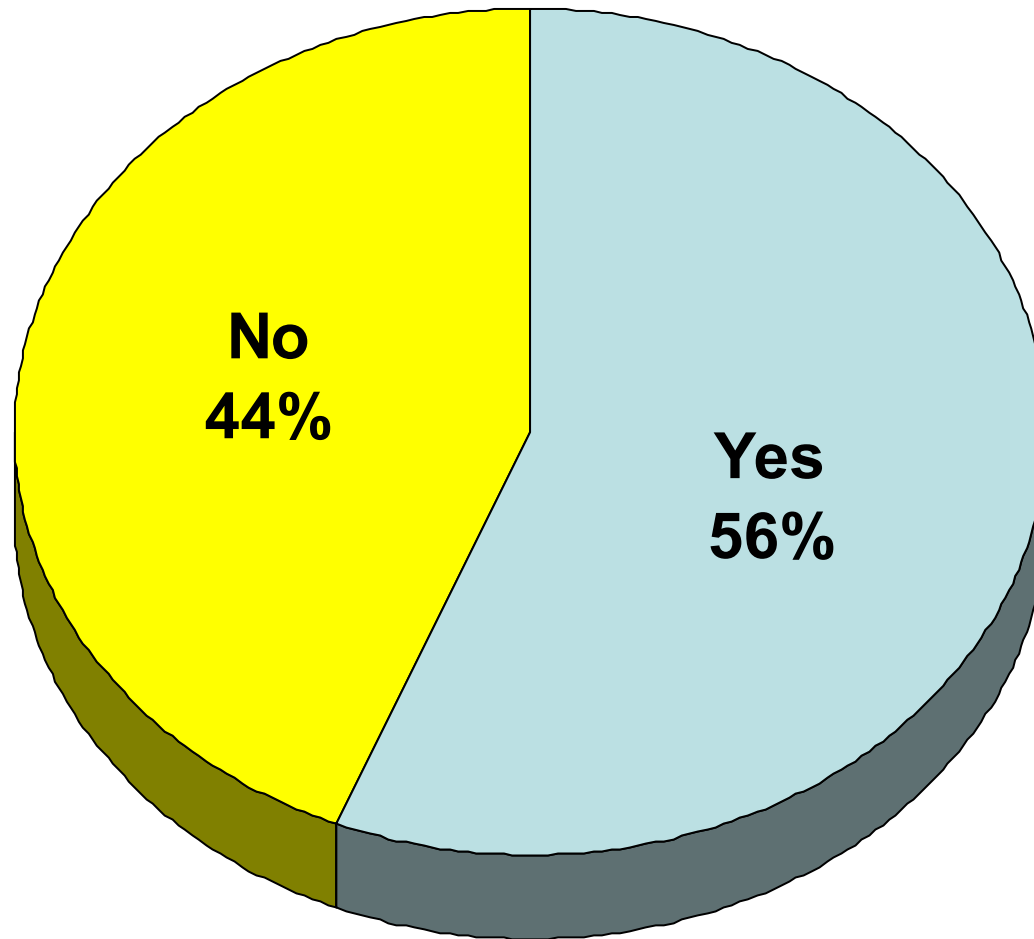
Marital Status



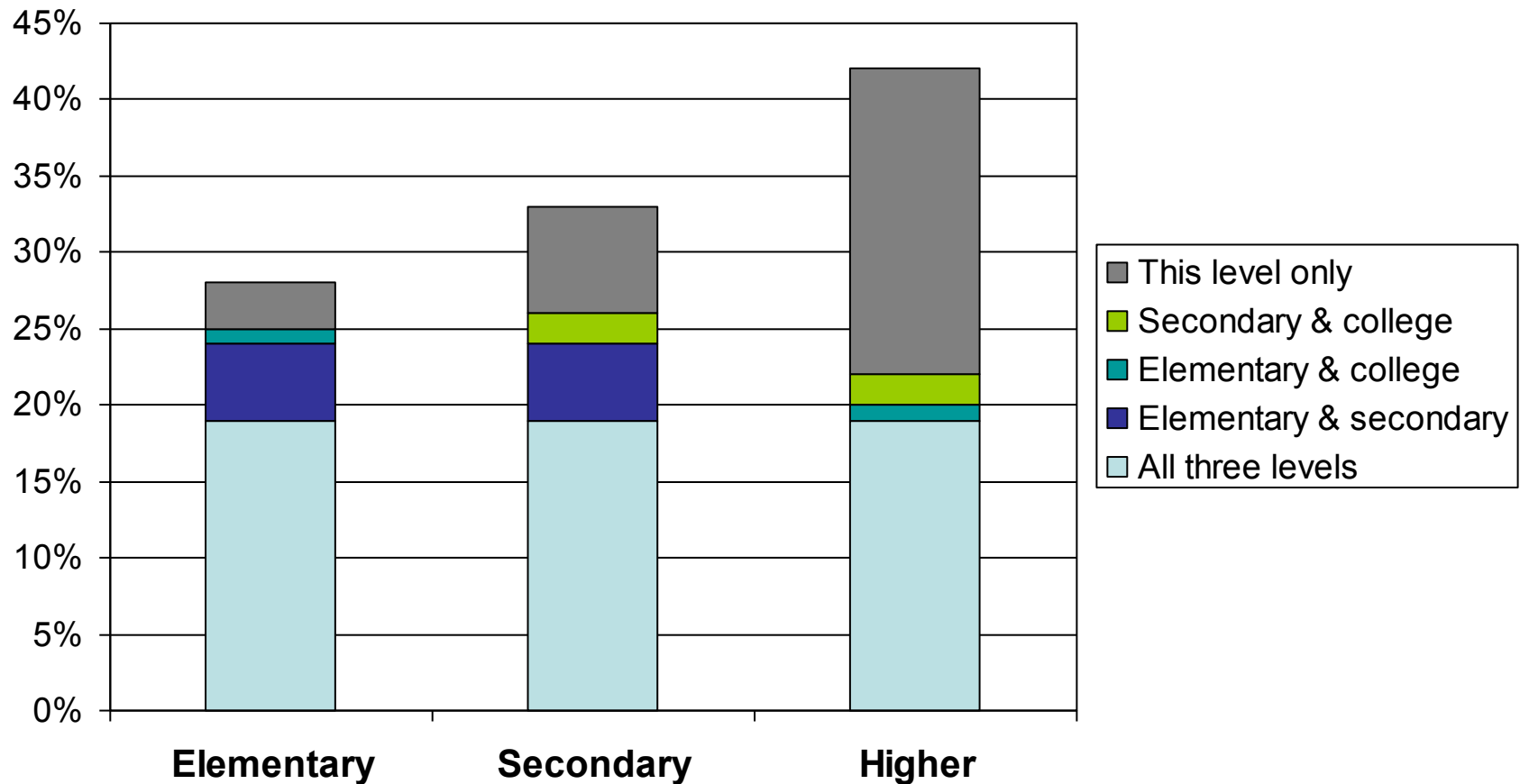
Children in the Home



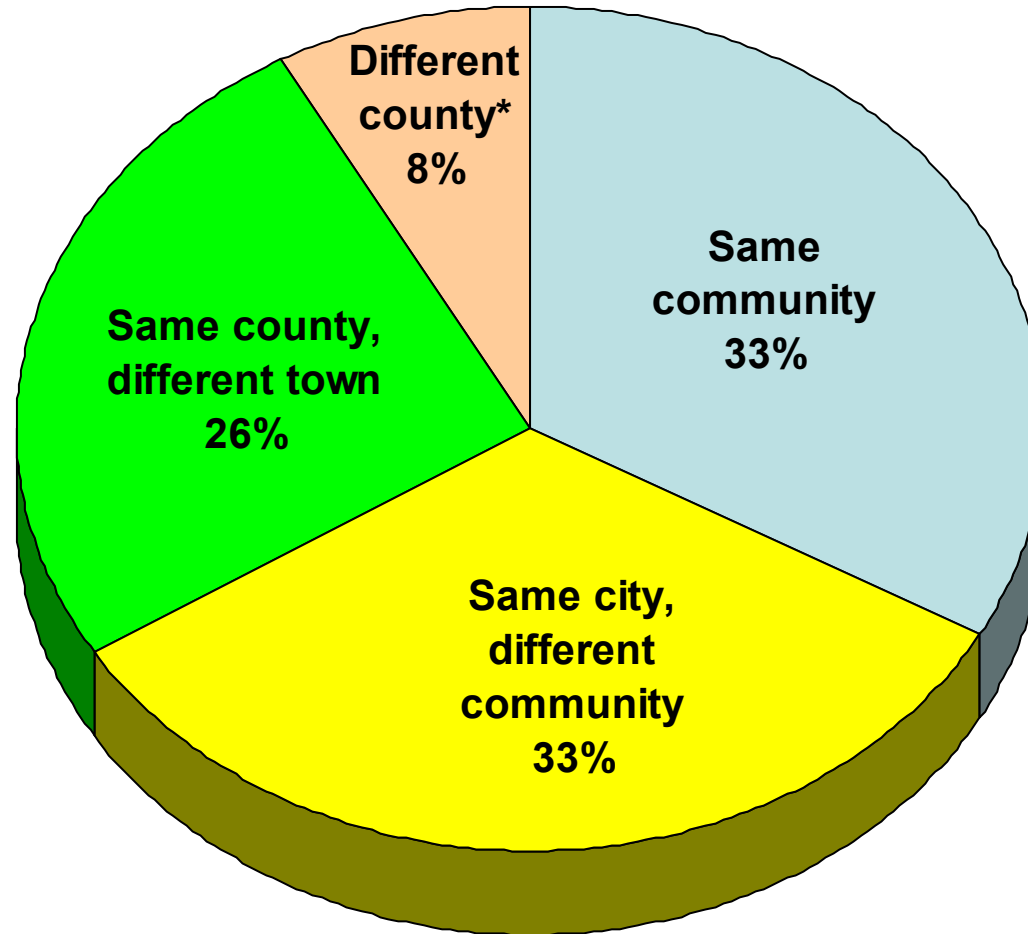
Attended an Adventist School



Attended Adventist Schools

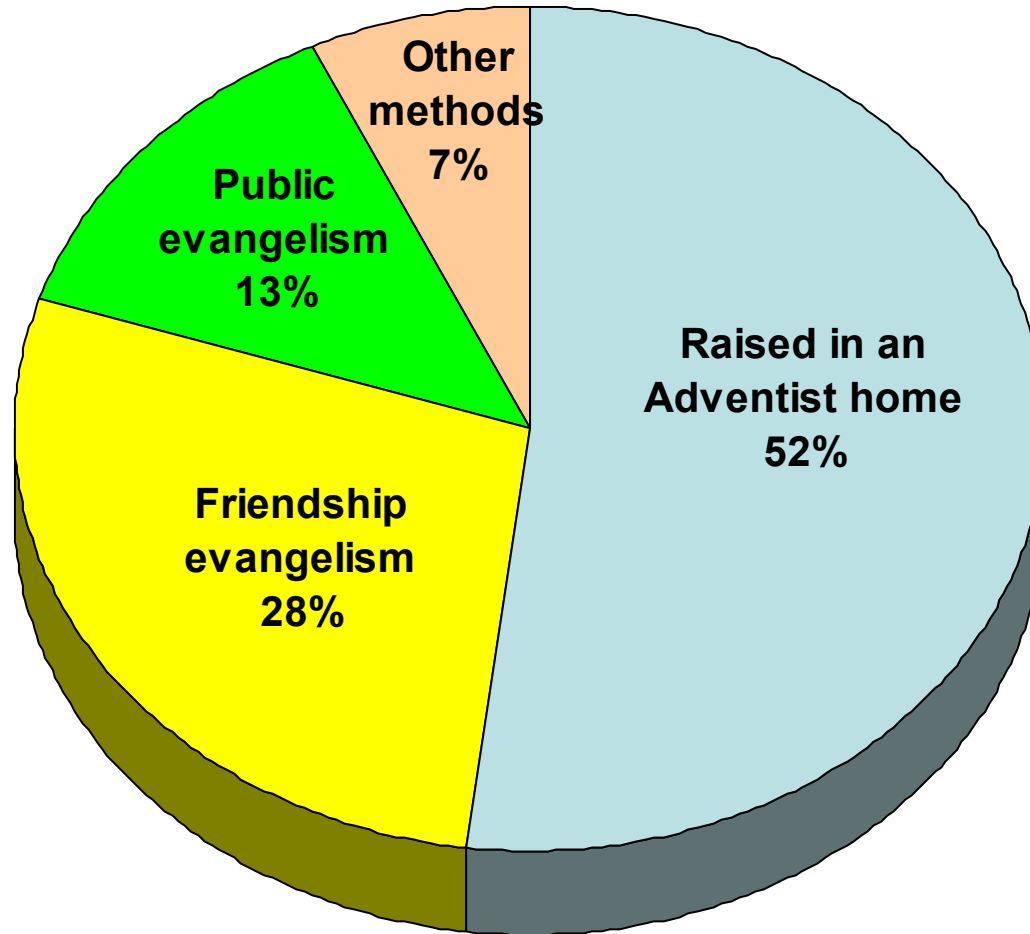


How far is your home from your local church?



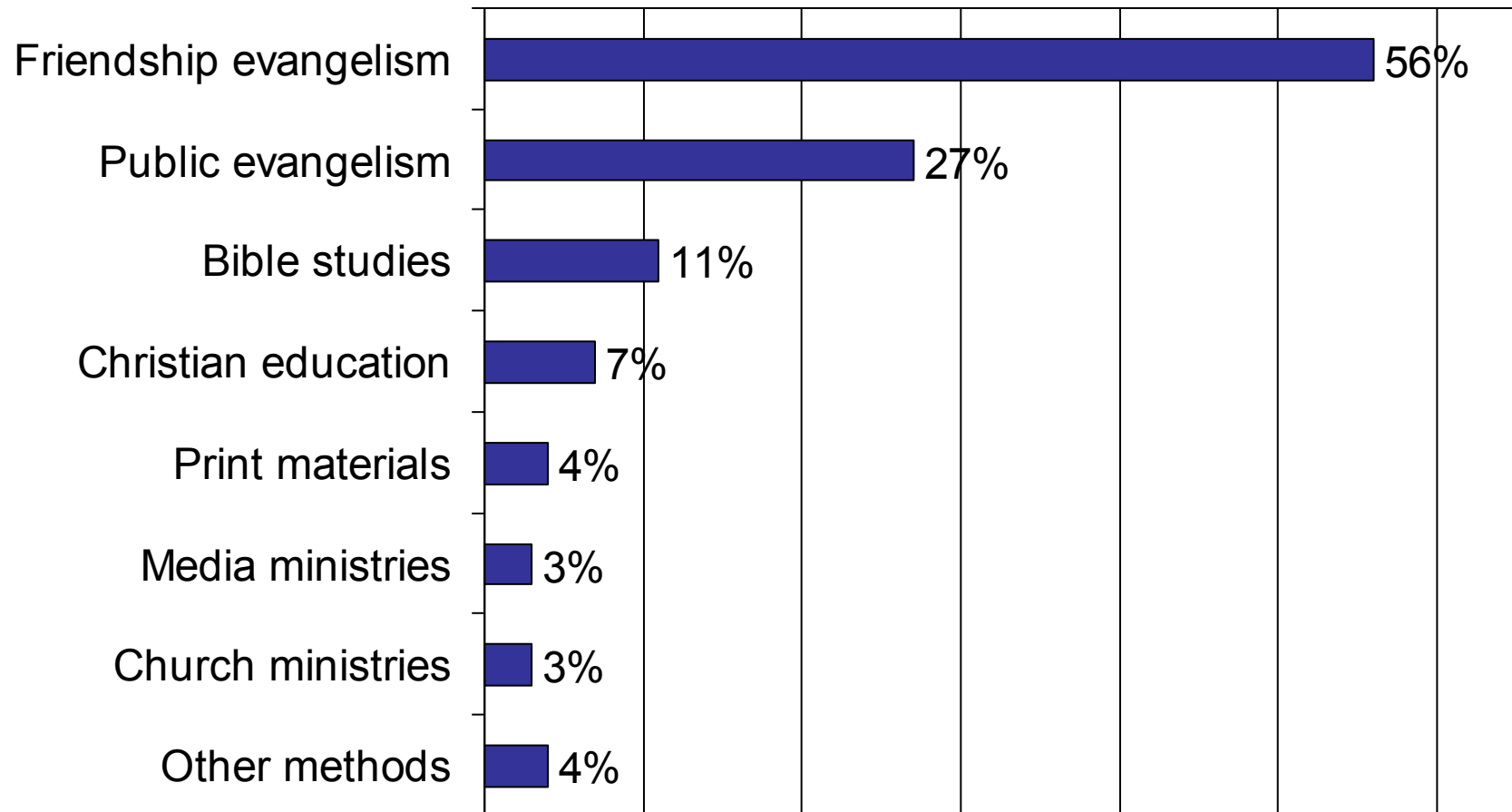
*Includes 2% in a different state/
province

How did you join the church?

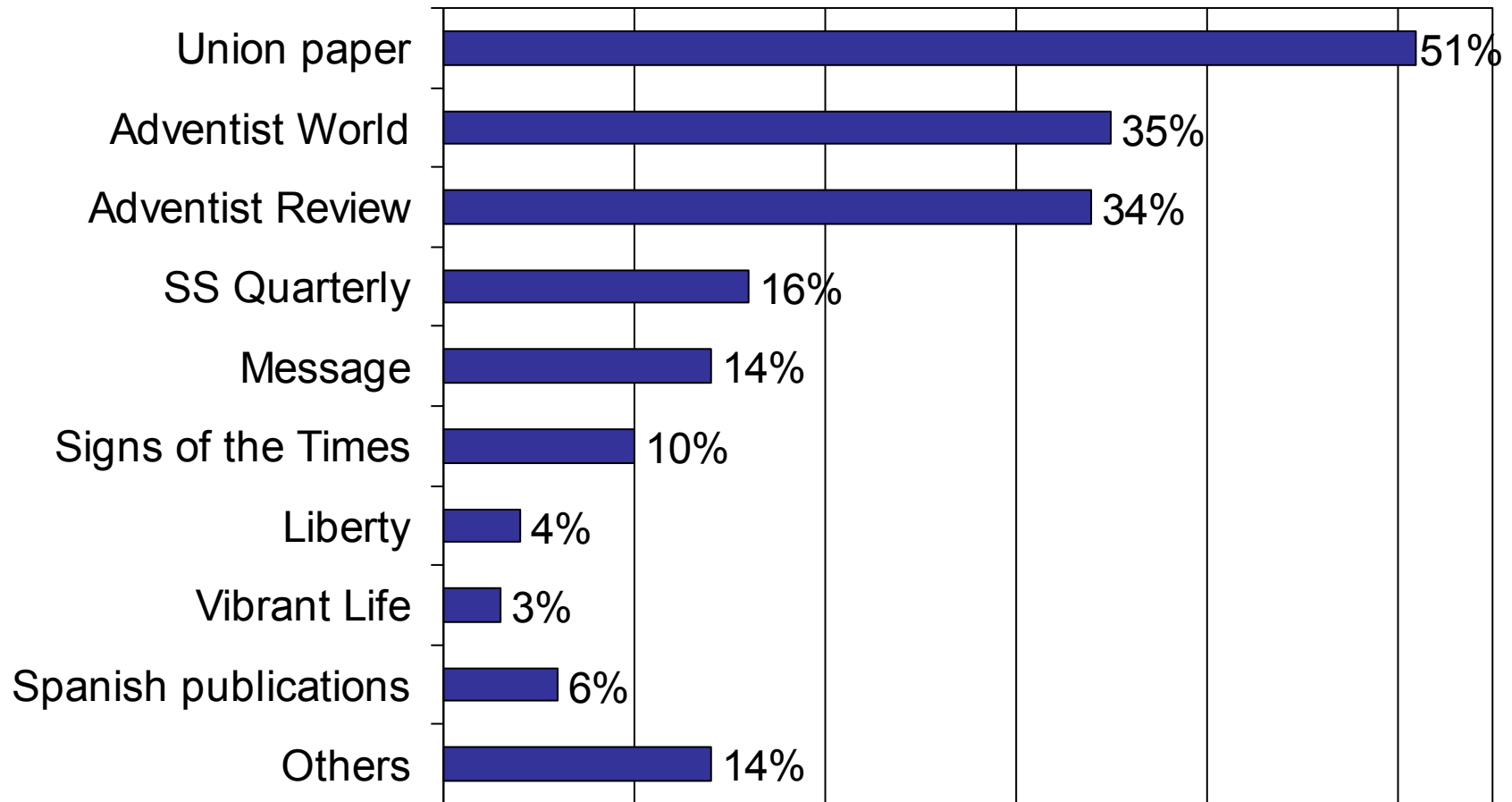


How did you join the church?

Adult Converts Only



Adventist Periodicals that Come to Your Home



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