

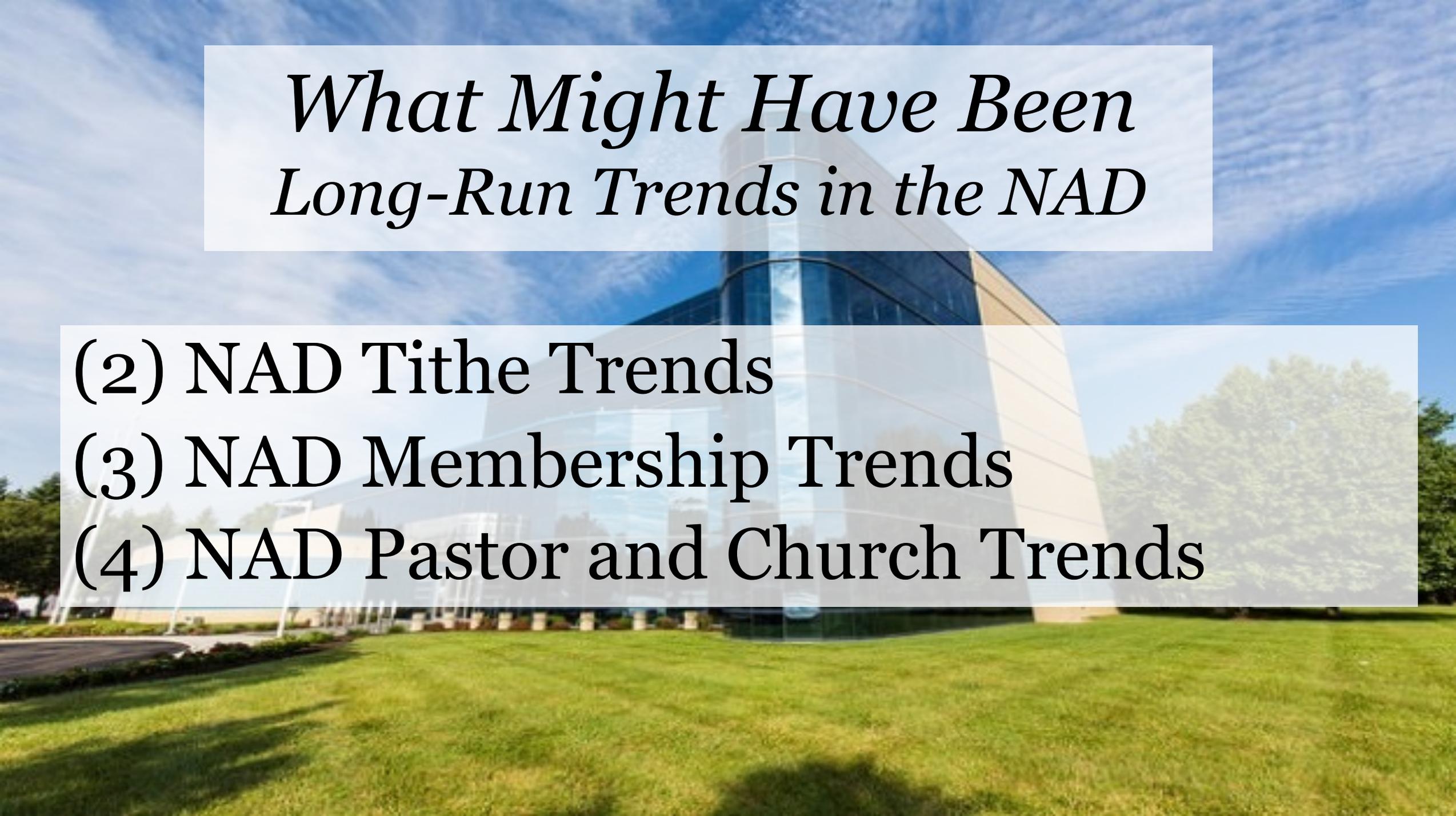
# *What Might Have Been Long-Run Trends in the NAD*

*David Beckworth*



**MERCATUS CENTER**

George Mason University



*What Might Have Been  
Long-Run Trends in the NAD*

**(2) NAD Tithe Trends**

**(3) NAD Membership Trends**

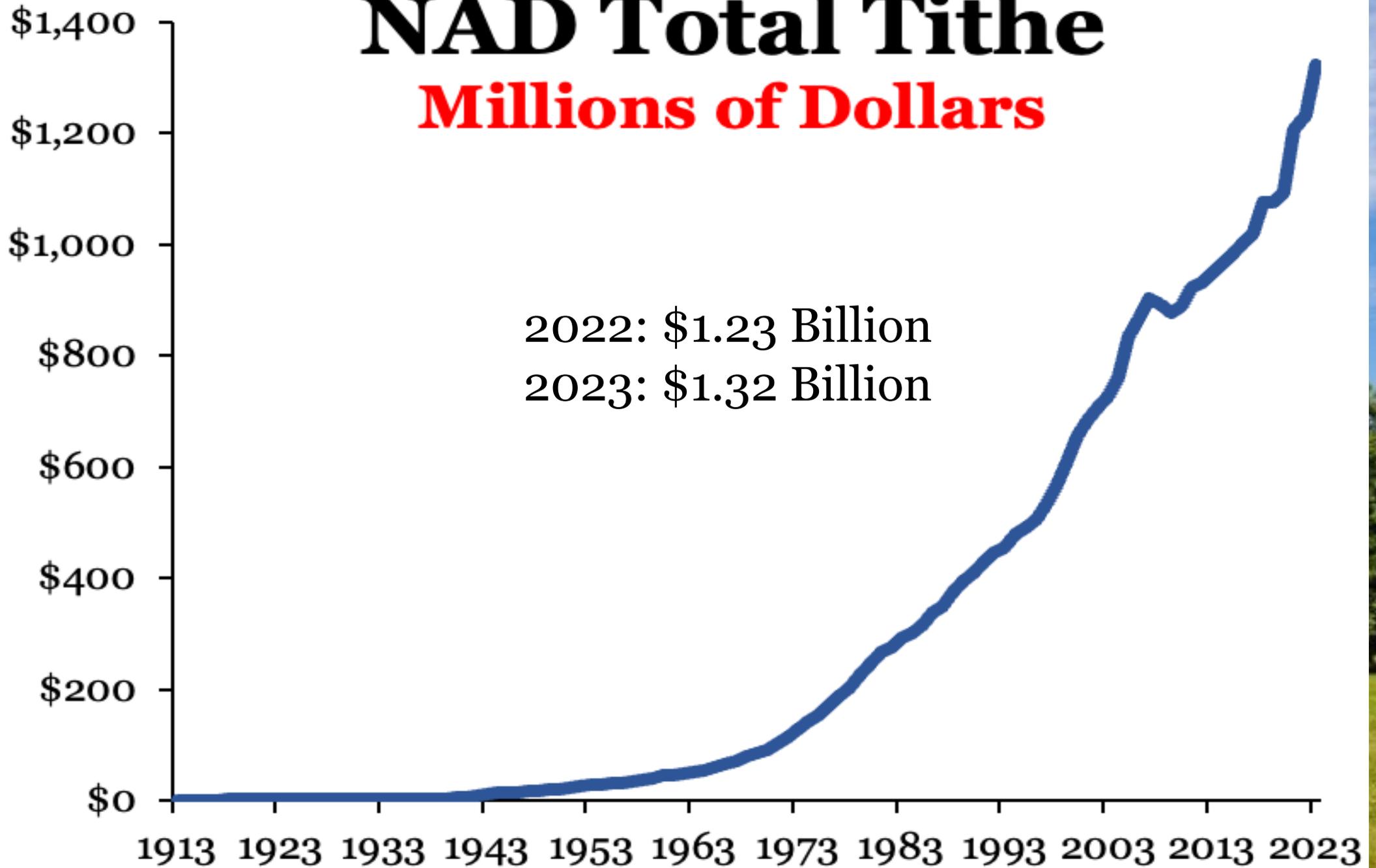
**(4) NAD Pastor and Church Trends**



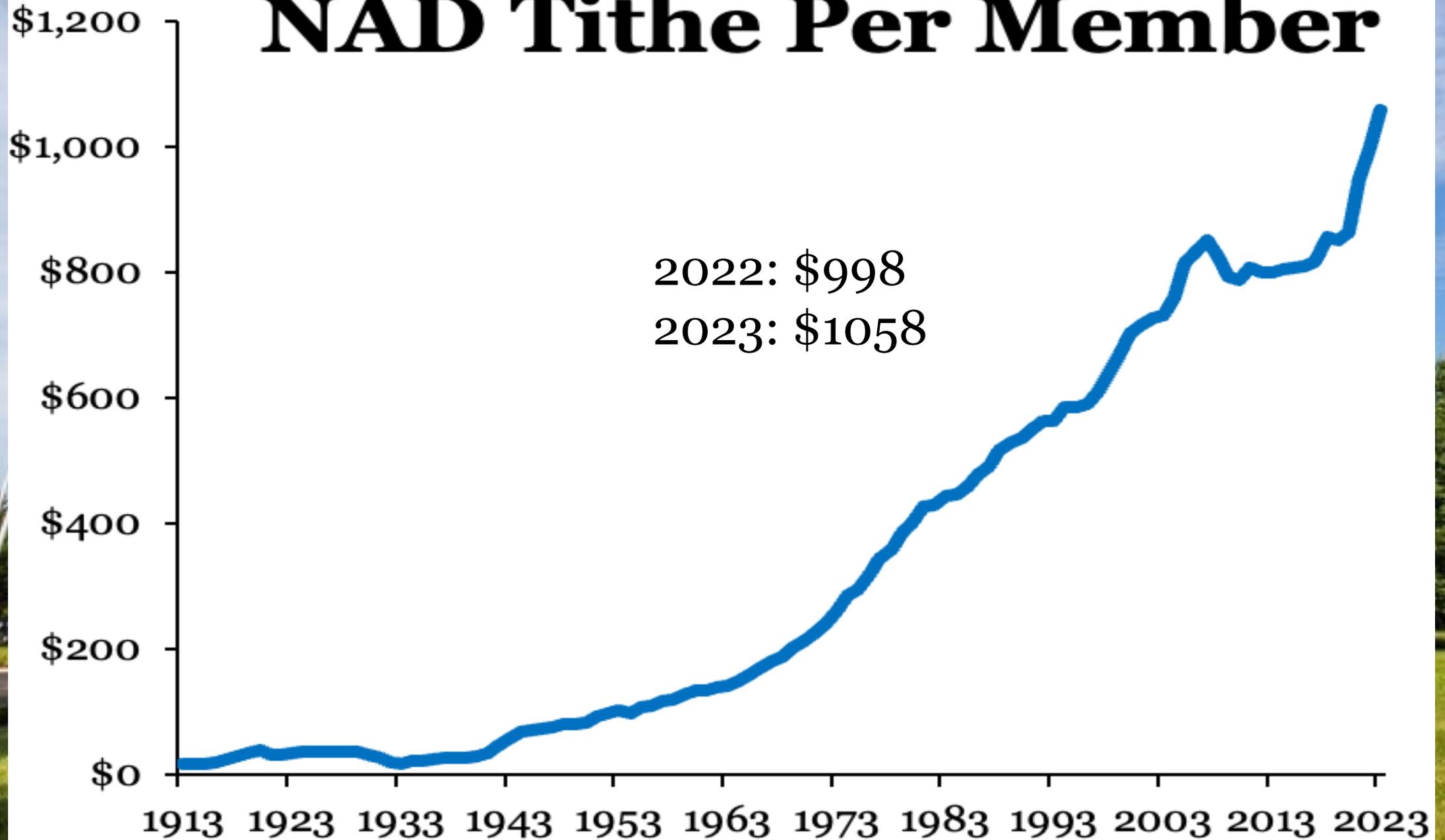
# **NAD Tithe Trends**

# NAD Total Tithe

## Millions of Dollars

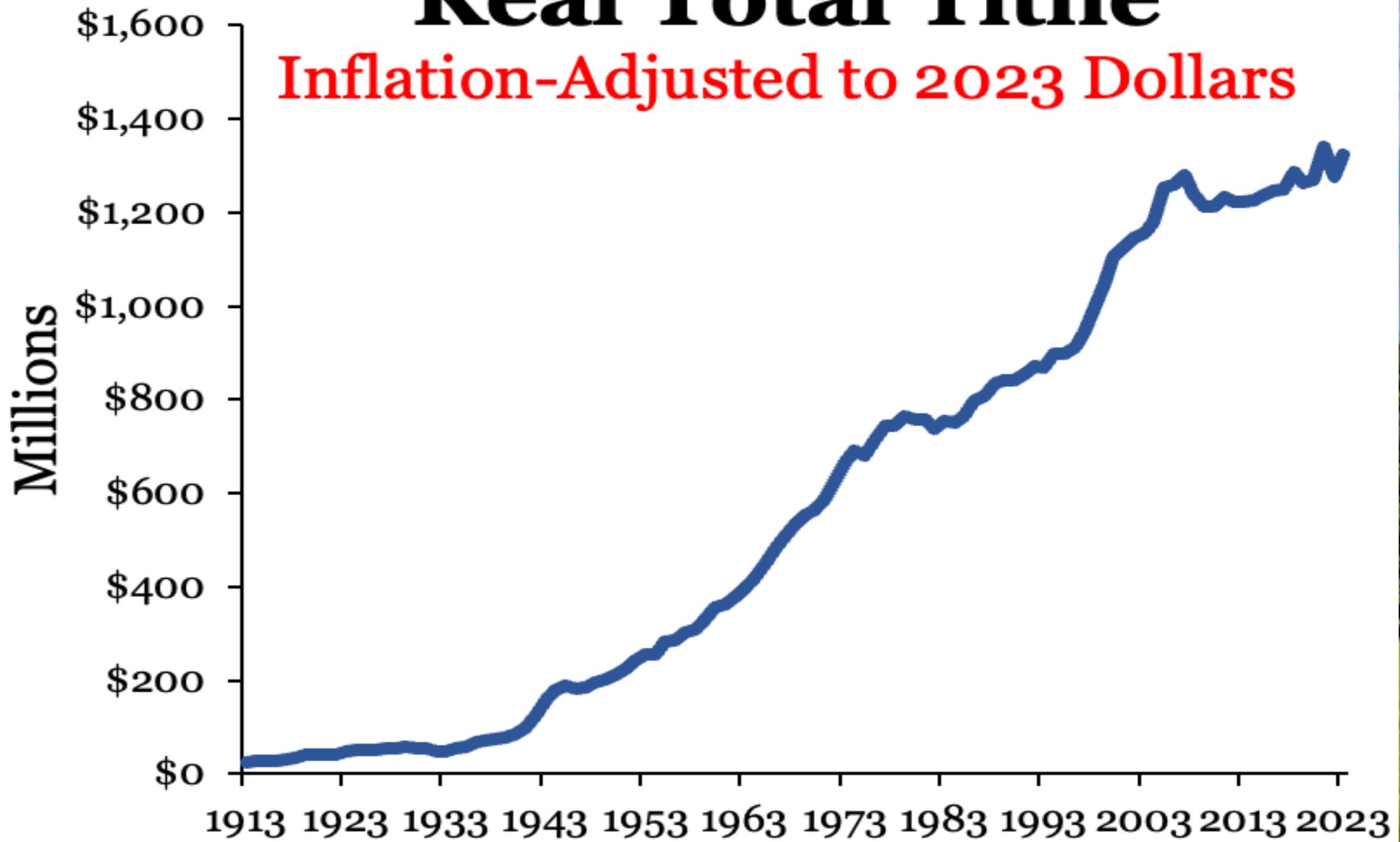


# NAD Tithe Per Member



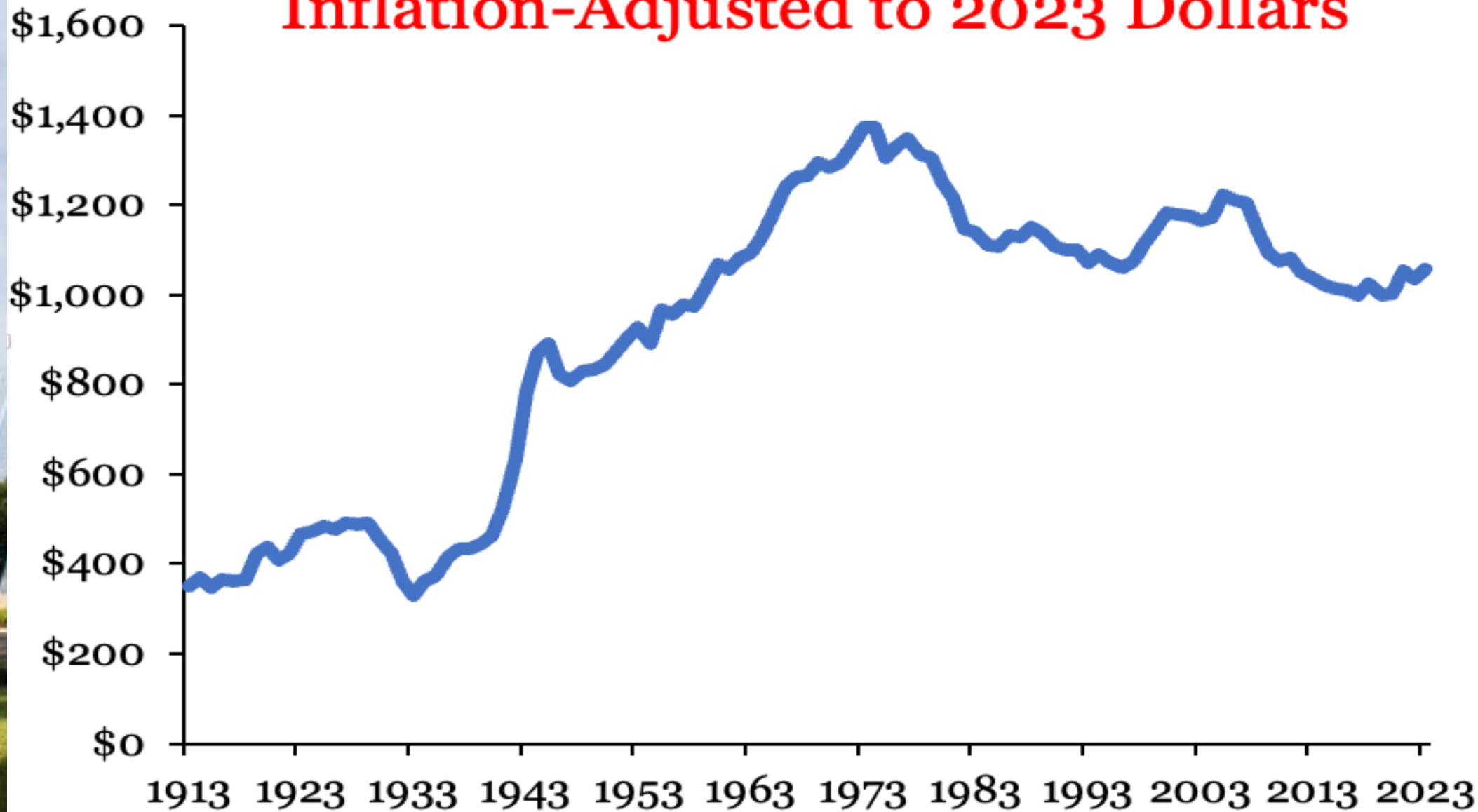
# Real Total Tithe

Inflation-Adjusted to 2023 Dollars



# Real Tithe Per Member

Inflation-Adjusted to 2023 Dollars



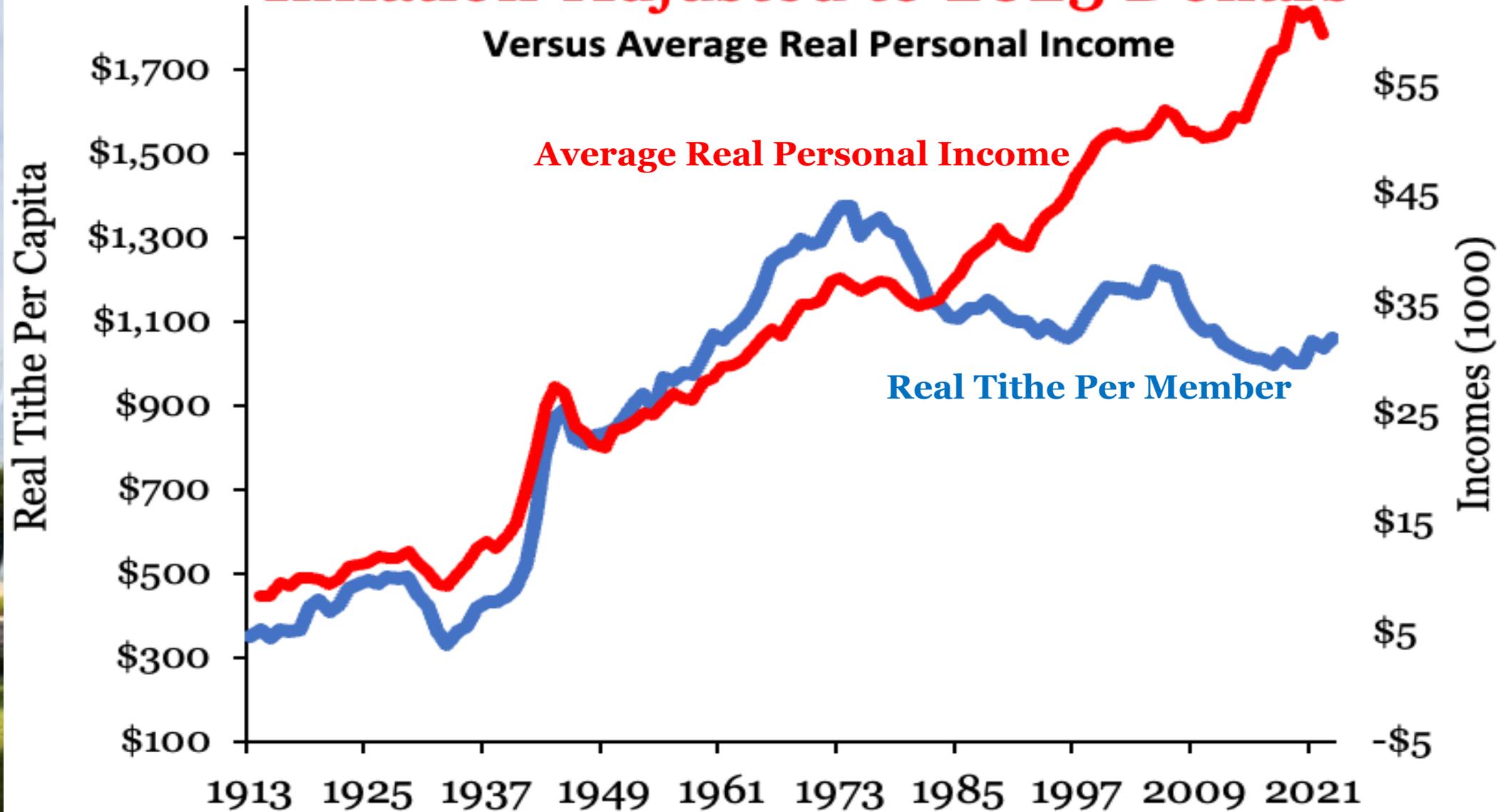


**The Plot Thickens...**

# Real Tithe Per Member

## Inflation-Adjusted to 2023 Dollars

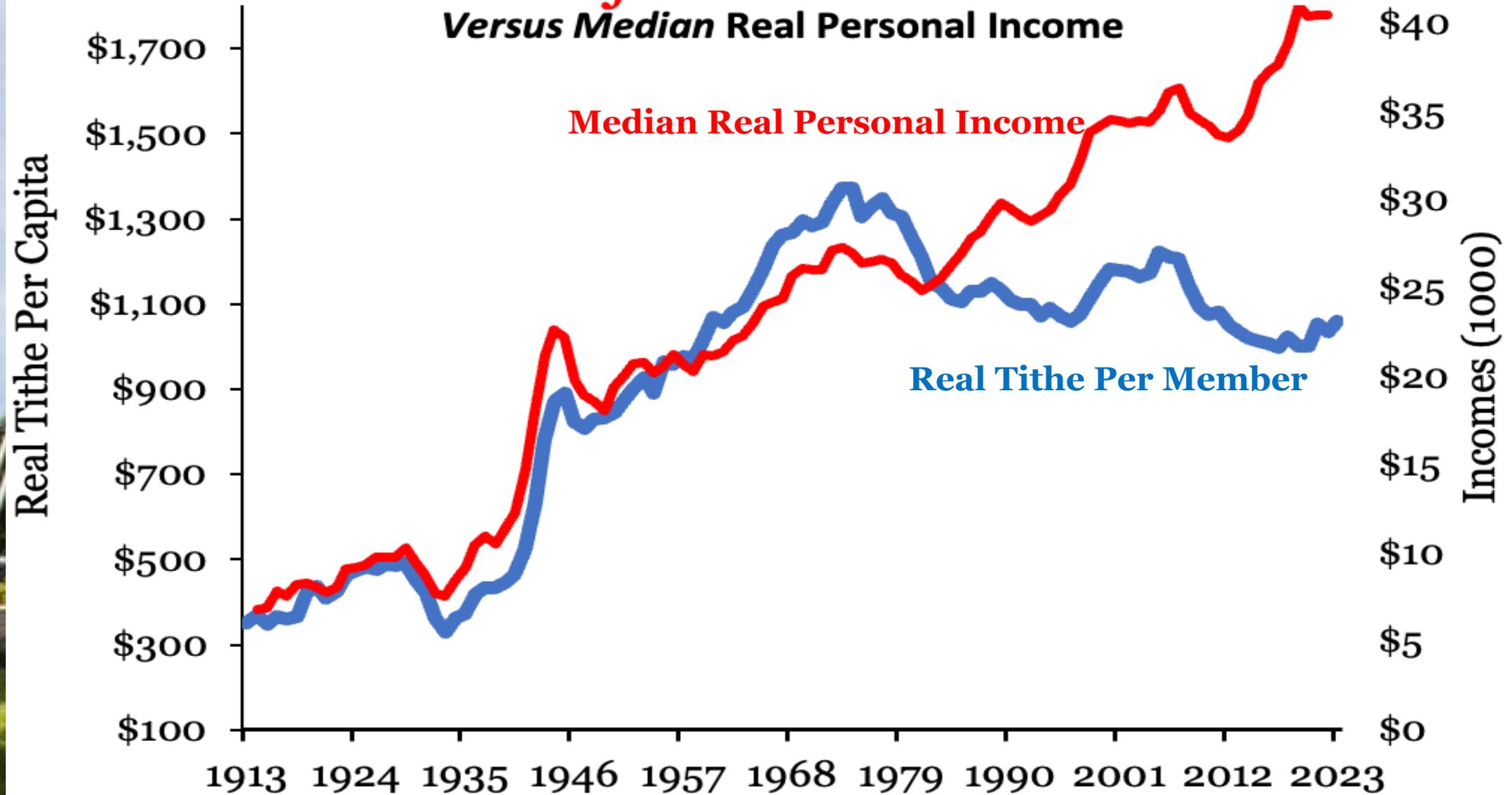
Versus Average Real Personal Income



# Real Tithe Per Member

## Inflation-Adjusted to 2021 Dollars

*Versus Median Real Personal Income*



WHERE  
IS  
THE MONEY?



# Possible Explanations

(1) Giving Elsewhere

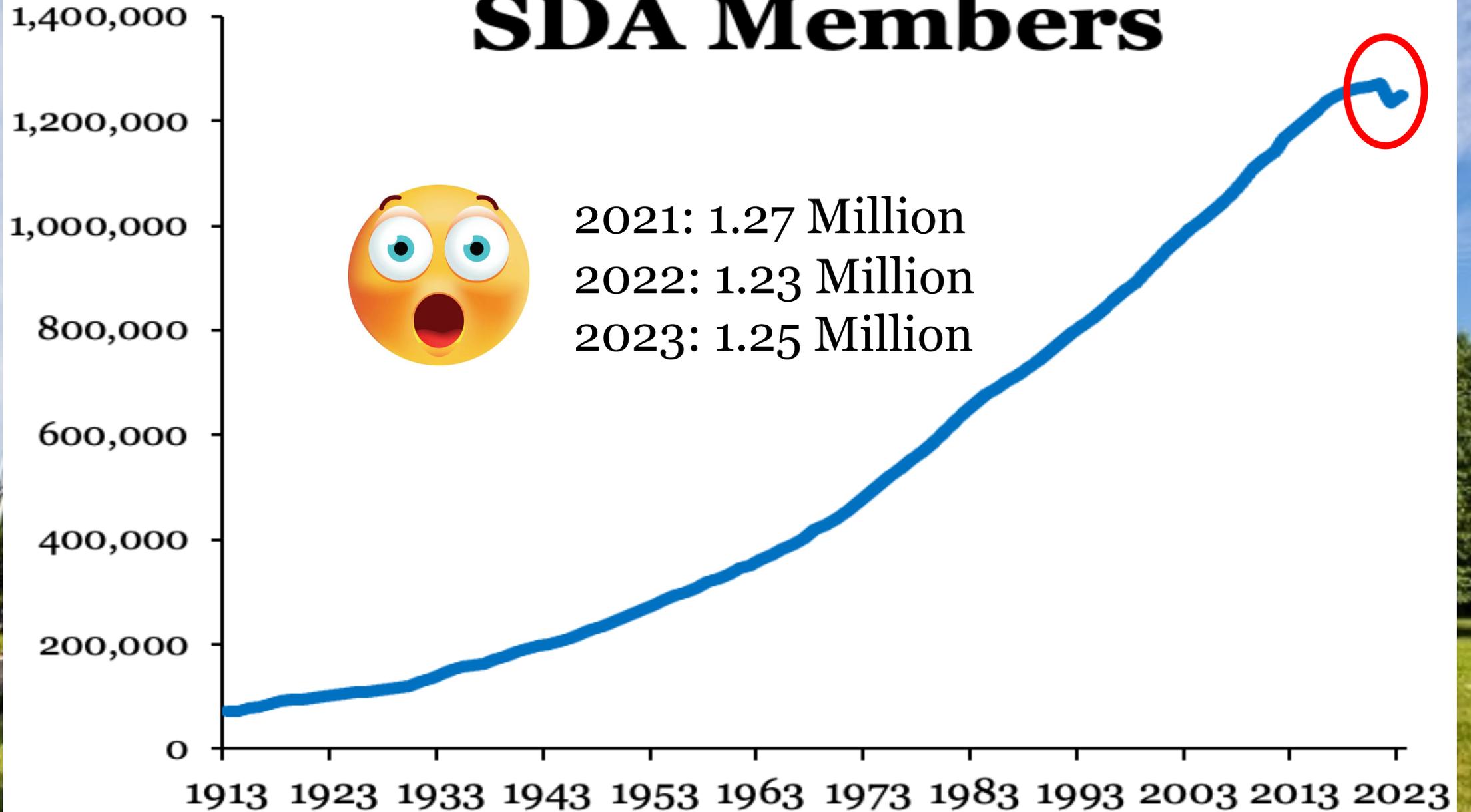
(2) Giving Less

(3) Average SDA  $\neq$  Average American



# **NAD Membership Trends**

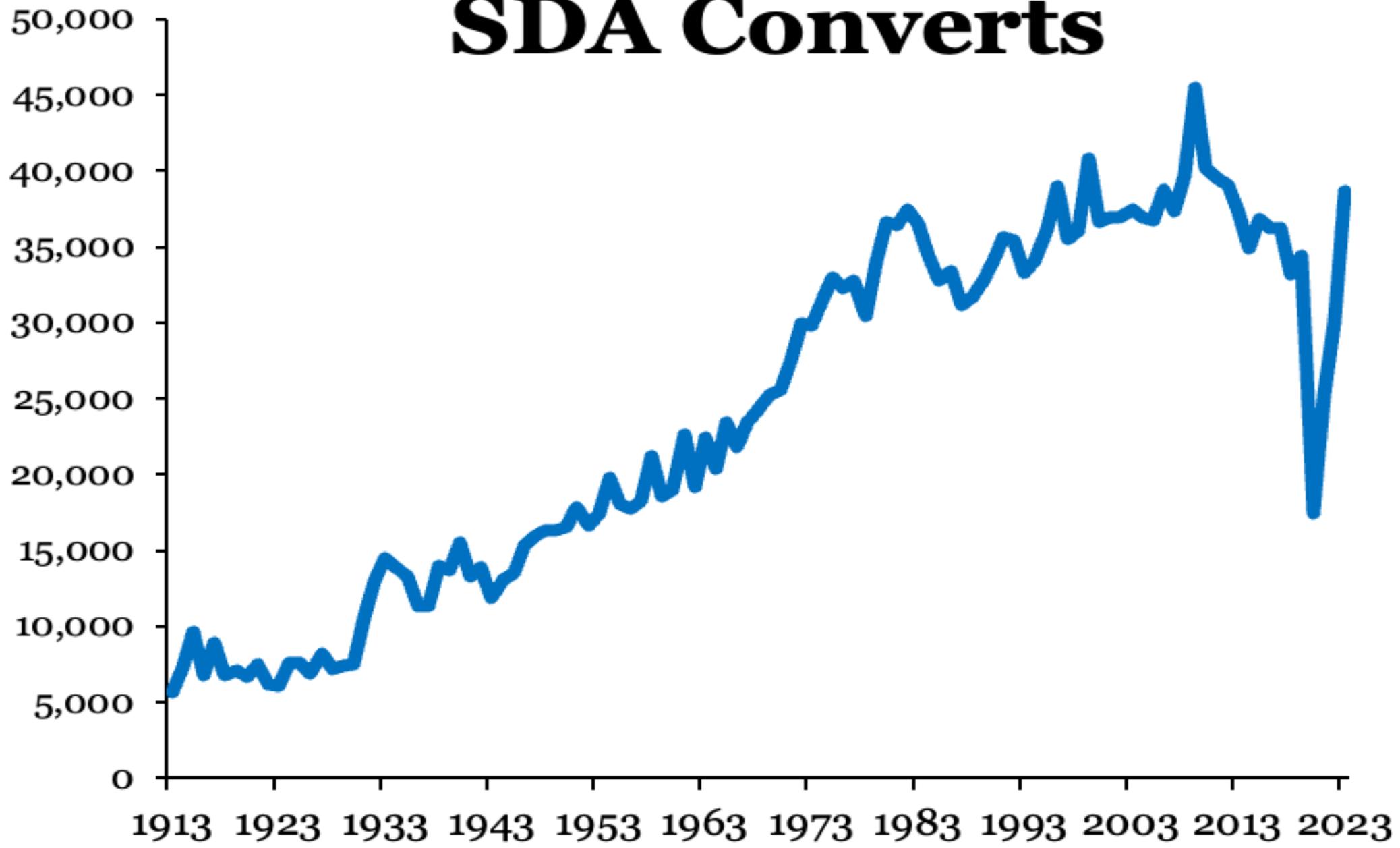
# SDA Members



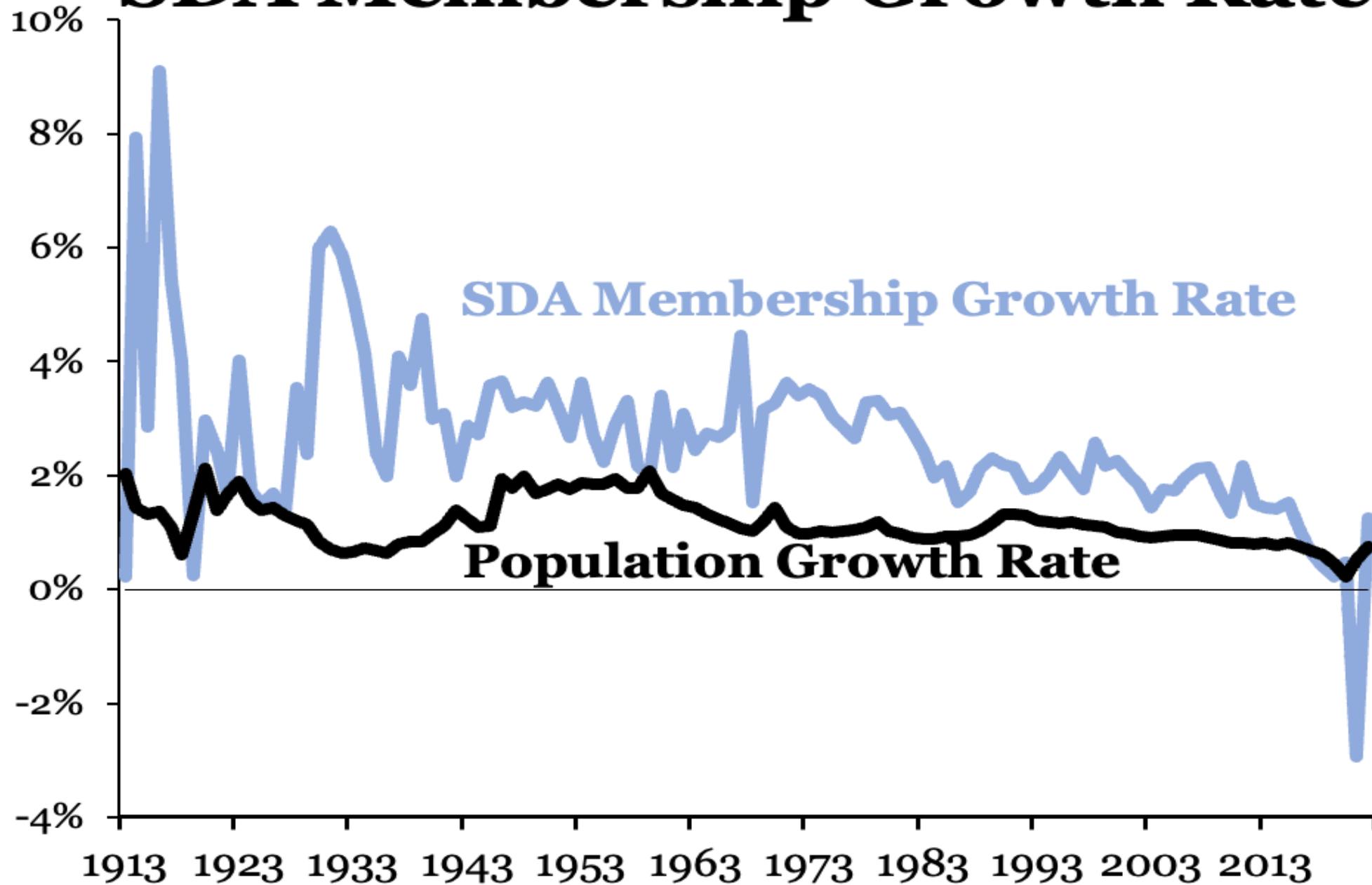
YEAR	Membership at Beginning of Quarter	Conversions Baptisms & POF	Adjustments Down
Dec-19	1,256,258	10,871	109
Mar-20	1,262,927	5,070	235
Jun-20	1,264,002	1,984	203
Sep-20	1,263,064	4,581	818
Dec-20	1,264,347	5,779	203
Mar-21	1,265,754	3,976	200
Jun-21	1,265,808	5,344	266
Sep-21	1,267,711	7,143	191
Dec-21	1,271,891	8,688	6,952
Mar-22	1,271,642	4,843	<b>52,434</b>
Jun-22	1,219,855	7,396	236
Sep-22	1,224,769	7,796	174
Dec-22	1,228,848	9,989	288
Mar-23	1,234,397	6,948	79
Jun-23	1,237,135	8,837	136
Sep-23	1,243,206	9,449	79
Dec-23	1,249,842	13,434	322



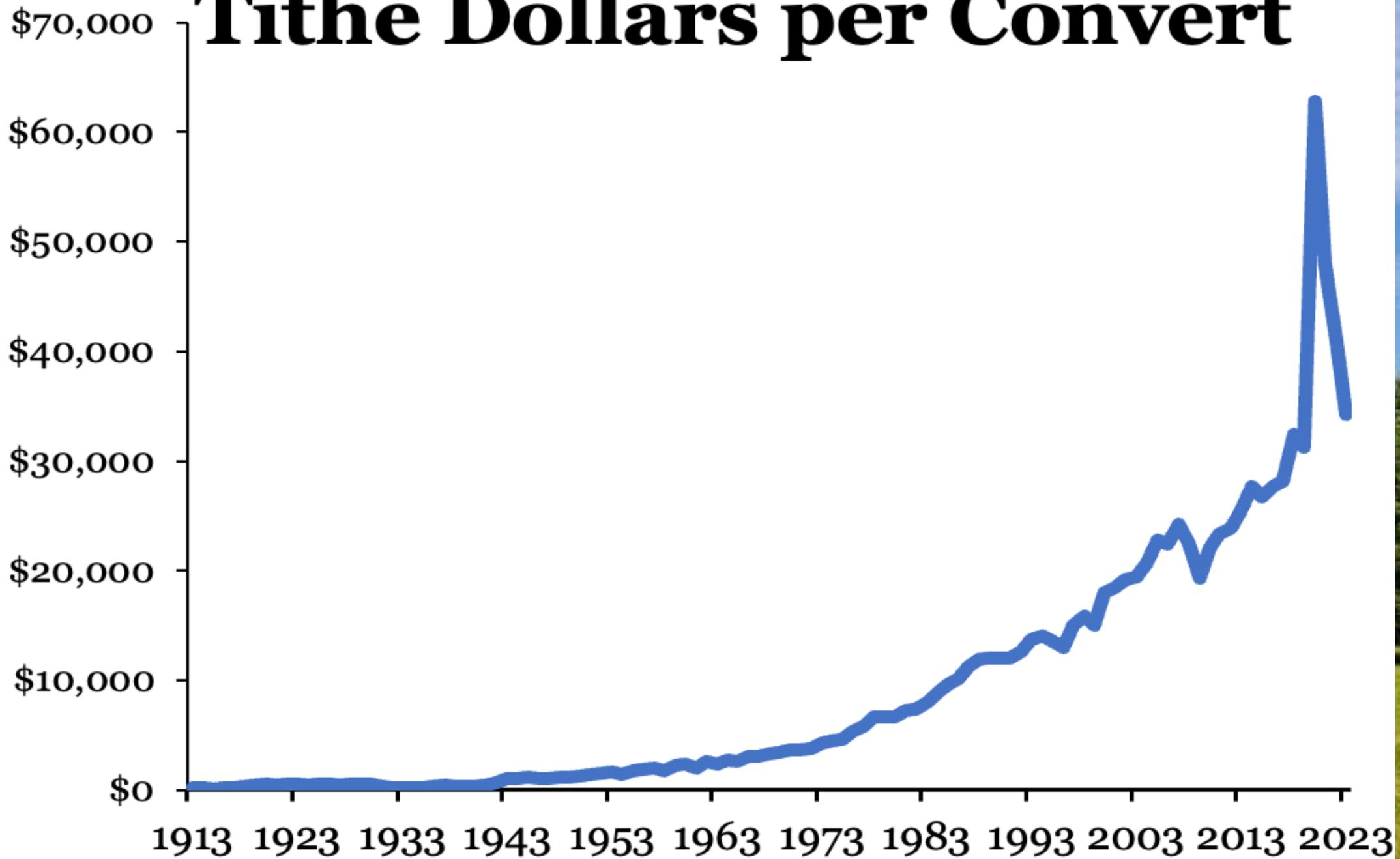
# SDA Converts



# SDA Membership Growth Rate



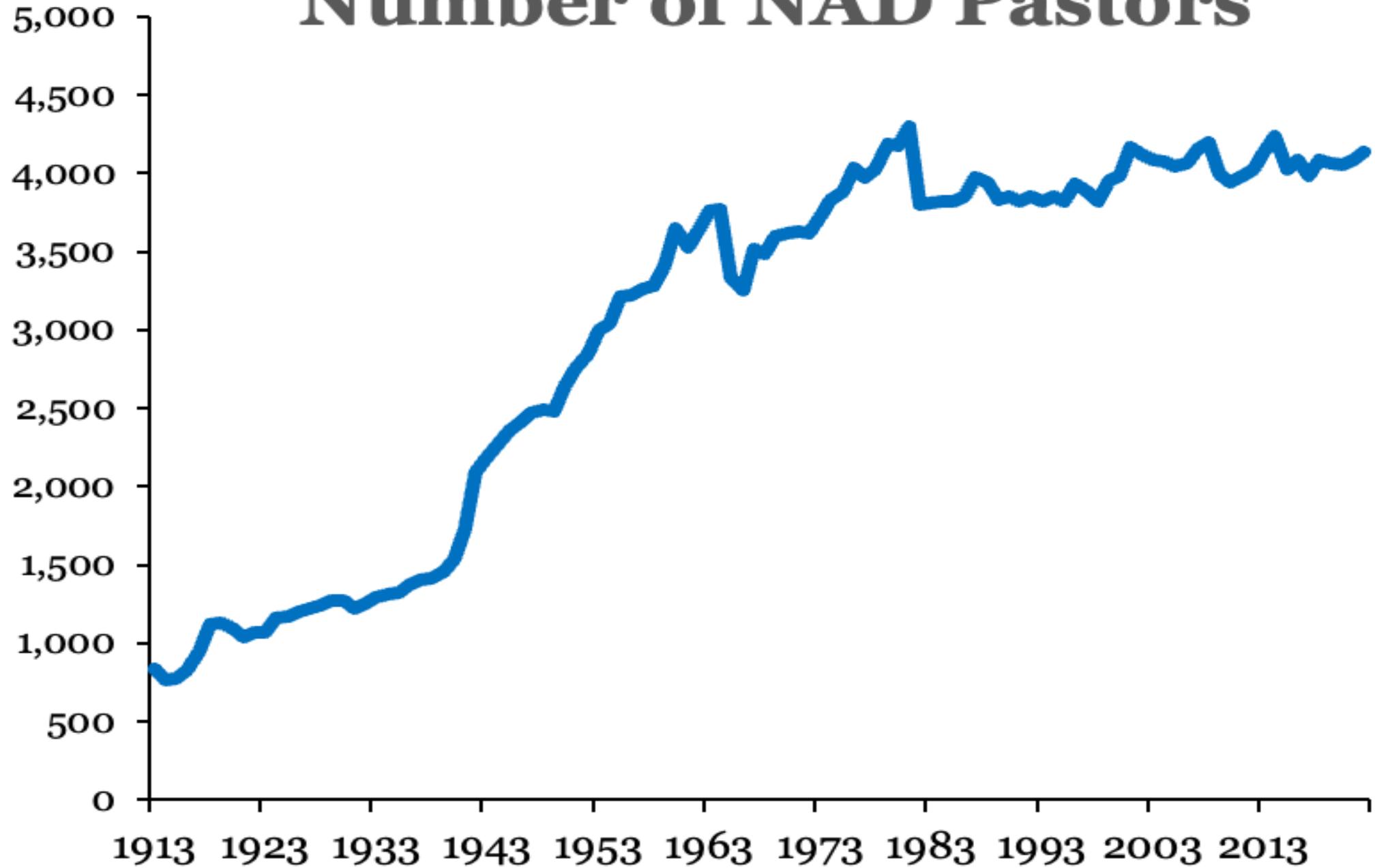
# Tithe Dollars per Convert

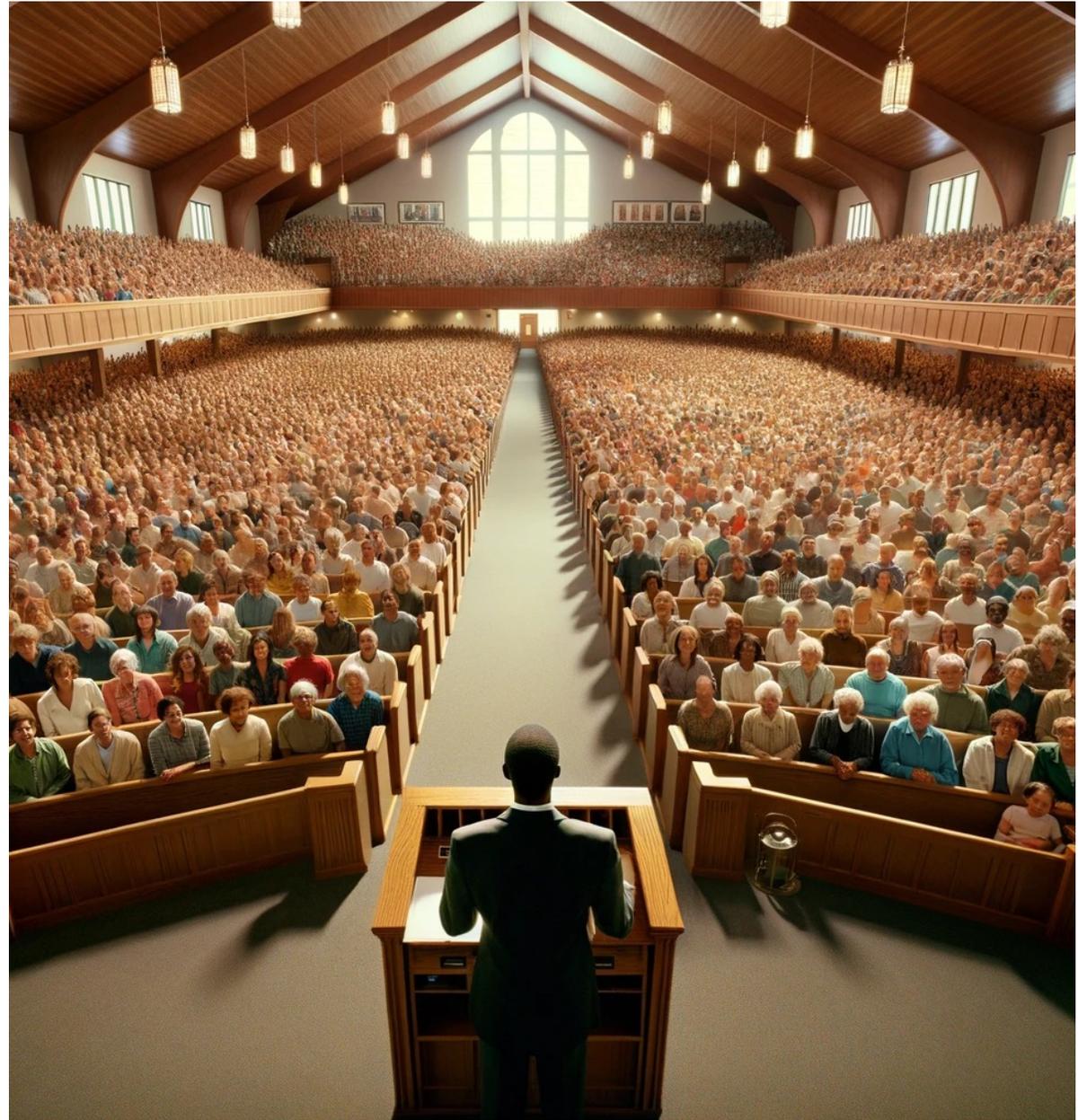




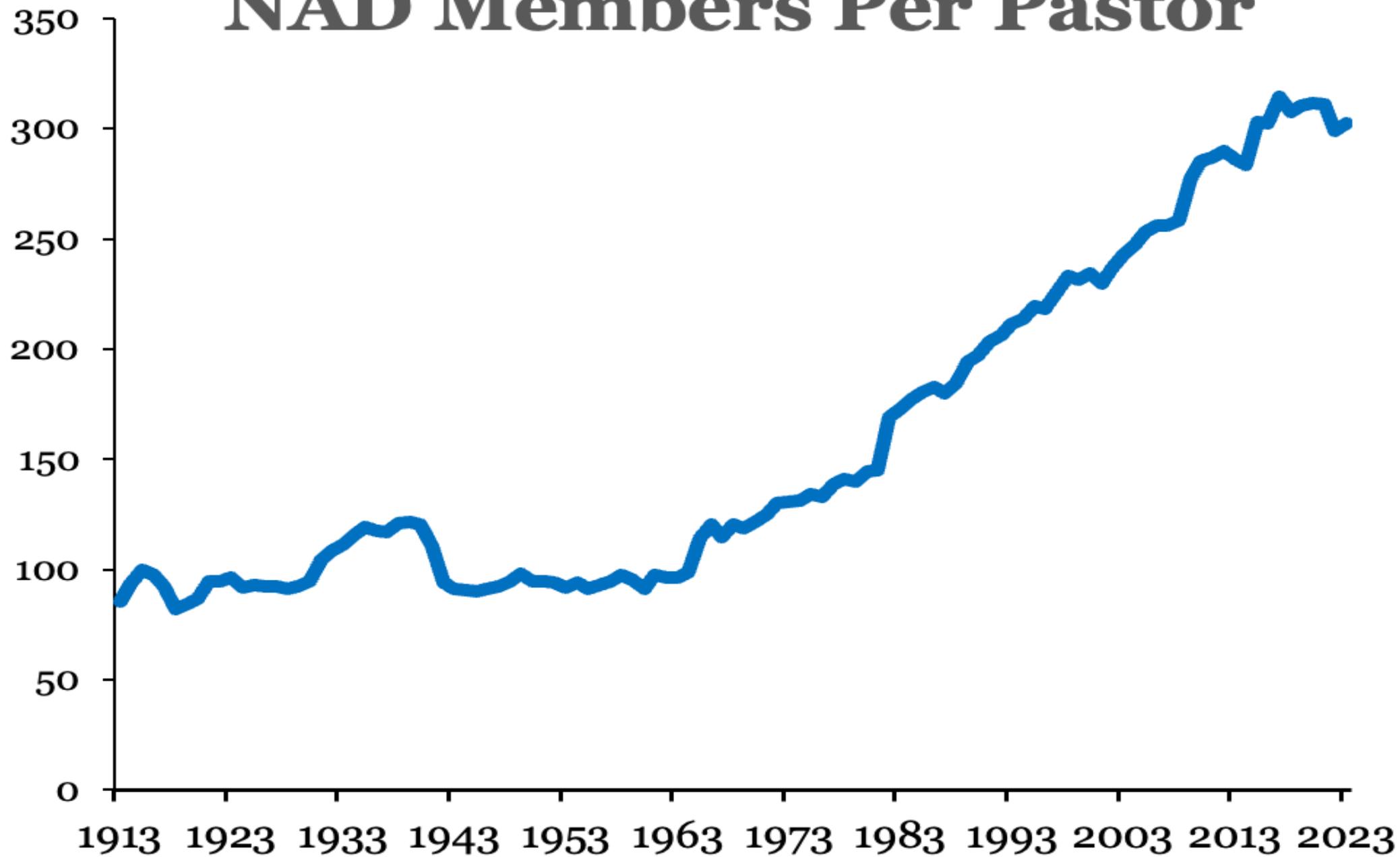
# **NAD Pastor and Church Trends**

# Number of NAD Pastors



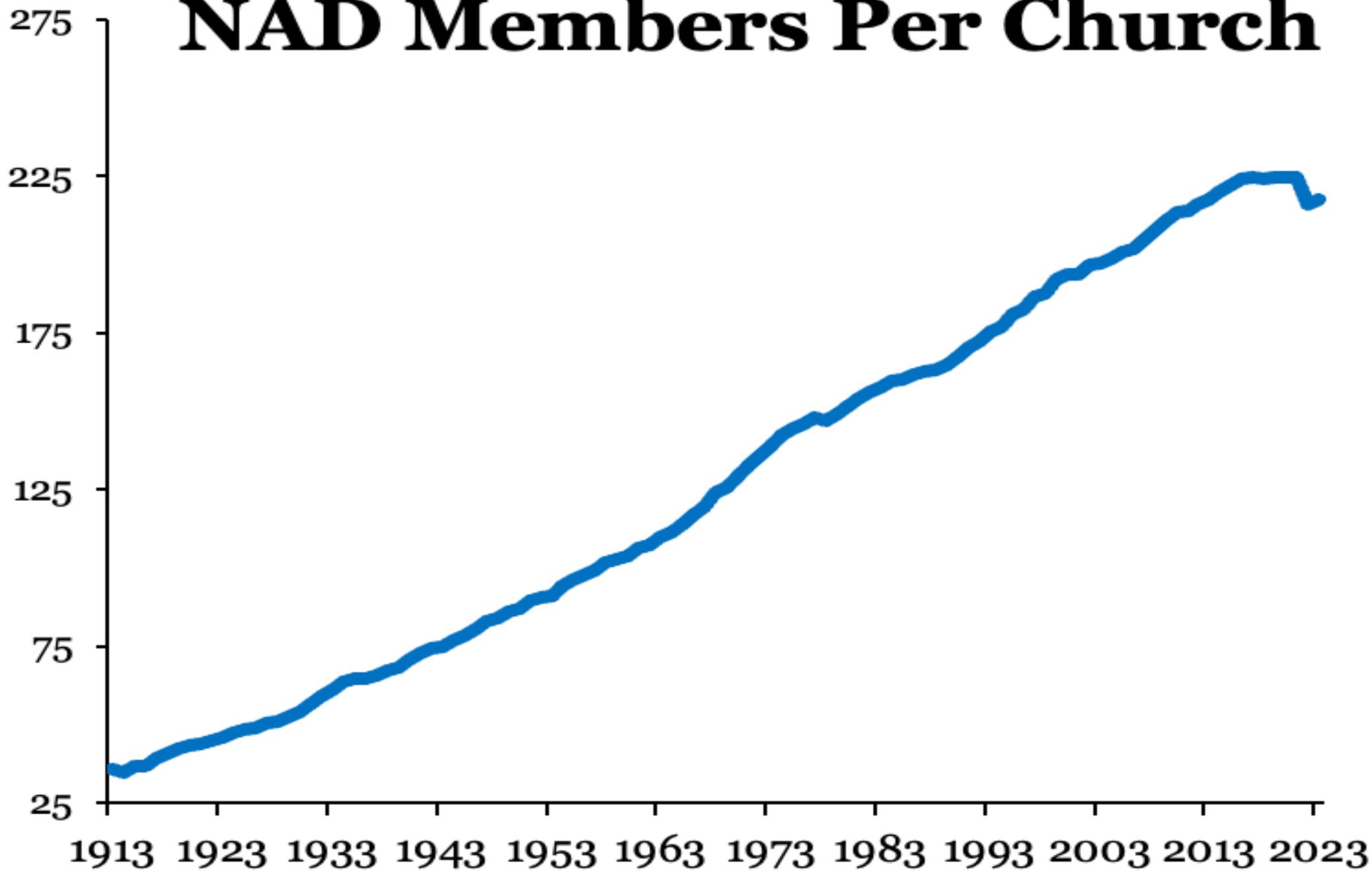


# NAD Members Per Pastor





# NAD Members Per Church

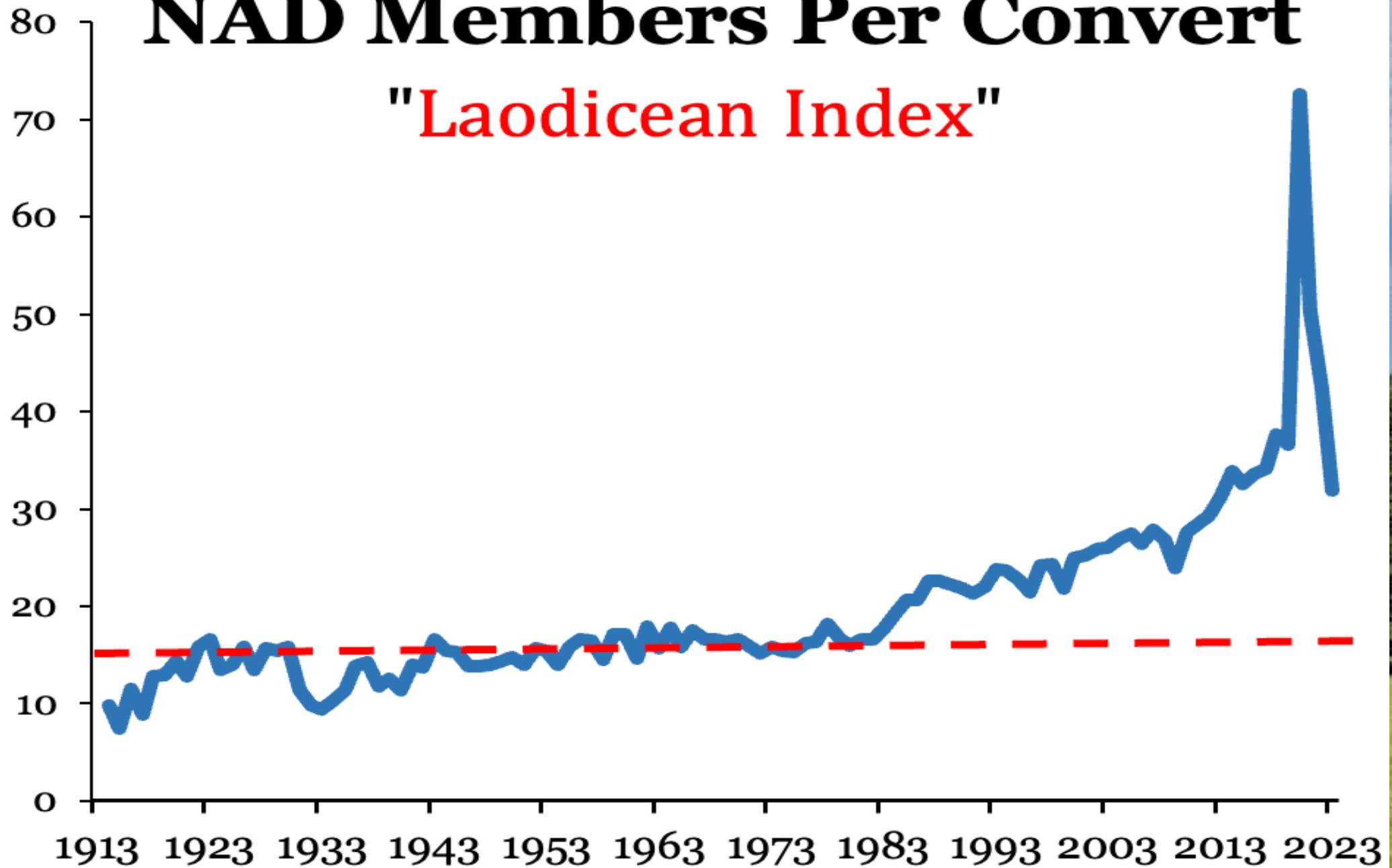




**To Summarize...**

# NAD Members Per Convert

## "Laodicean Index"



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