

# Looking back, looking ahead



David Trim, PhD  
Director of ASTR





**Three** areas of emphasis  
**Ten** objectives  
**59** KPIs



Area of emphasis # 1

MISSION

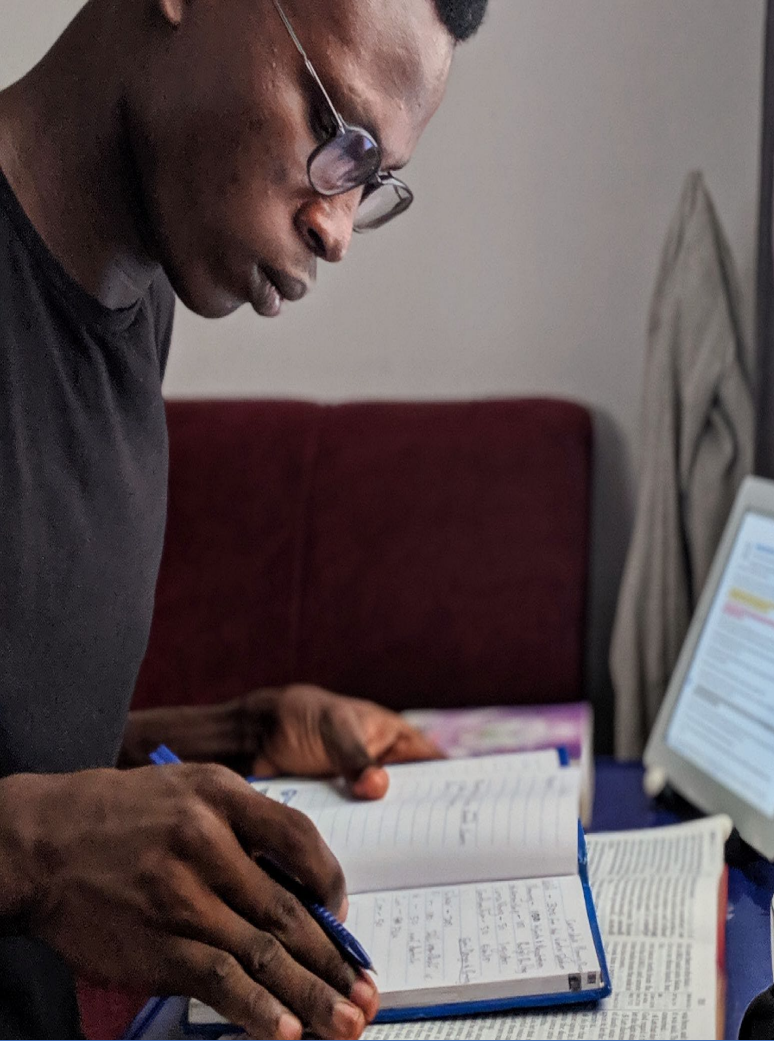


# SPIRITUAL GROWTH



Area of emphasis # 2





LEADERSHIP



Area of emphasis # 3



# HOLY SPIRIT



## Area of emphasis # 4

Left open for contingency or  
the Holy Spirit's leading

REACH  
THE WORLD



# Research 2022-2023: Global Church Member Survey 3 — n = 146,821

Margin of error = 1%



REACH  
THE WORLD



Research 2016-2023:  
Institutional Workers  
Survey — n = 13,669





REACH  
THE WORLD



Research 2022:  
Global Church Leaders  
Survey — n = 3,756



REACH  
THE WORLD



Research 2022-2023:  
Global Pastors  
Survey — n = 12,760



*What is revealed by the data?*



*What are key five- and ten-year trends?*



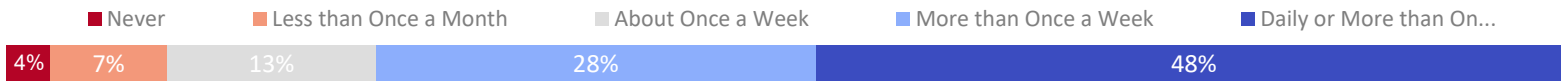
# SPIRITUAL LIFE PRACTICES



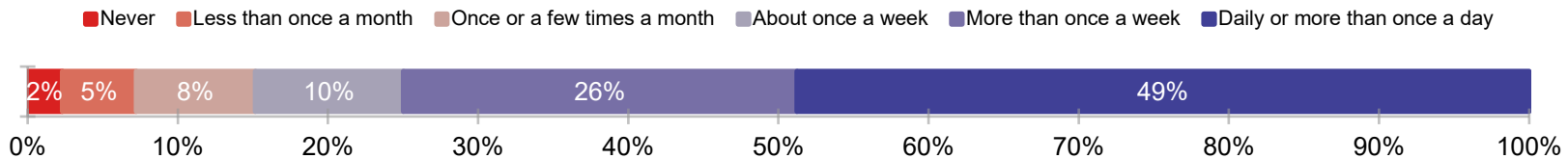


# BIBLE READING

2018



2023



# BIBLE READING TREND

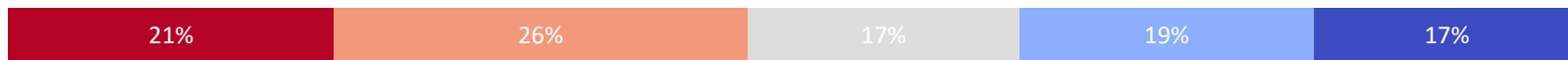
|                                | 2002 | 2007 | 2013 | 2018 | 2023 |
|--------------------------------|------|------|------|------|------|
| Daily                          | 33%  | 33%  | 42%  | 48%  | 49%  |
| 2-6 times weekly               | 24%  | 23%  | 32%  | 28%  | 26%  |
| Once per week                  | --   | --   | 9%   | 13%  | 10%  |
| Weekly or more often Total     | 57%  | 56%  | 83%  | 89%  | 85%  |
| Never/Less than Once per Month | --   | --   | 9%   | 11%  | 7%   |



# READ WRITINGS OF ELLEN WHITE

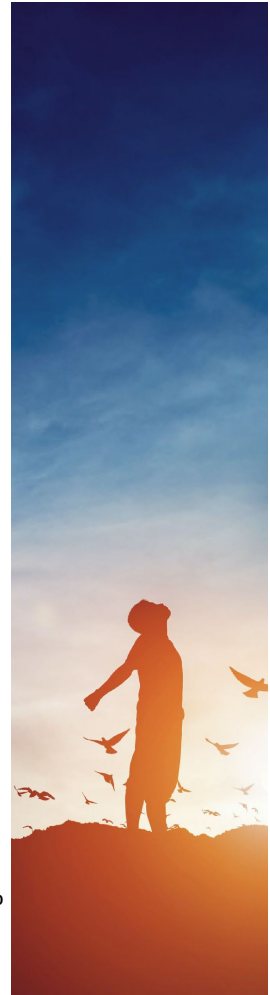
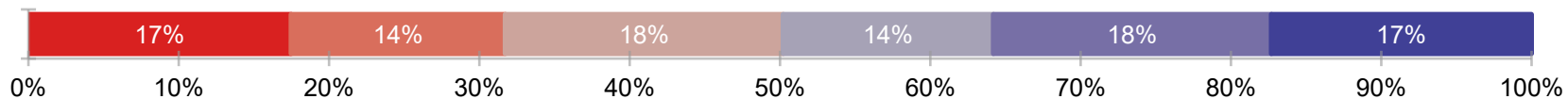
2018

■ Never   ■ Less than Once a Month   ■ About Once a Week   ■ More than Once a Week   ■ Daily or More than On...



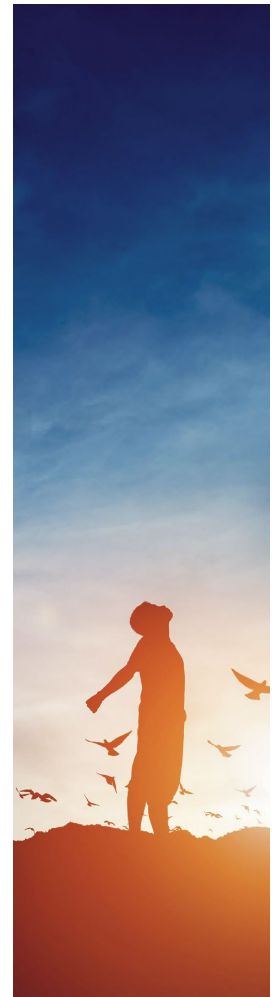
2023

■ Never   ■ Less than once a month   ■ Once or a few times a month   ■ About once a week   ■ More than once a week   ■ Daily or more than once a day



# READ ELLEN WHITE TREND

|                               | 2013 | 2018 | 2023 |
|-------------------------------|------|------|------|
| Daily                         | 16%  | 17%  | 17%  |
| 2-6 times weekly              | 21%  | 19%  | 18%  |
| Once weekly                   | 19%  | 17%  | 14%  |
| Weekly or more often<br>Total | 56%  | 53%  | 49%  |





# (HOW OFTEN MOST OF THE TIME): HAVE MORNING OR EVENING WORSHIP WITH MEMBERS OF MY FAMILY

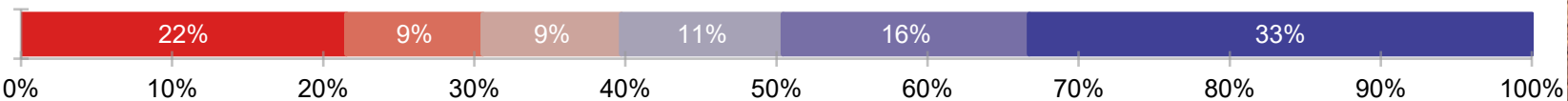
## 2018

■ Never   ■ Less than Once a Month   ■ About Once a Week   ■ More than Once a Week   ■ Daily or More than On...



## 2023

■ Never   ■ Less than once a month   ■ Once or a few times a month   ■ About once a week   ■ More than once a week   ■ Daily or more than once a day



(HOW OFTEN MOST OF THE TIME): HAVE MORNING OR EVENING WORSHIP WITH MEMBERS OF MY FAMILY

|                          | 2013 | 2018 | 2023 |
|--------------------------|------|------|------|
| Daily or more than daily | 37%  | 37%  | 33%  |
| Several times weekly     | 23%  | 17%  | 16%  |
| Never                    | 14%  | 21%  | 22%  |



# BELIEFS



# SALVATION (FB 4, FB 10, FB 19)

SALVATION IS THROUGH JESUS CHRIST ALONE

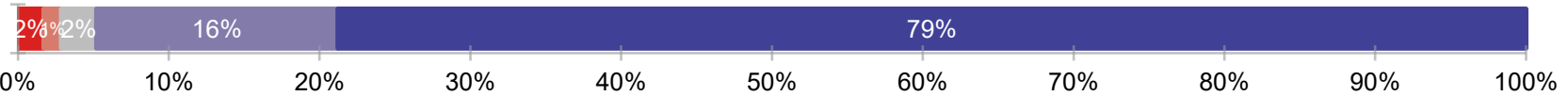
2018

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree



2023

Strongly Disagree Disagree I am not sure Agree Strongly Agree





# SABBATH (FB 6, FB 20)

THE TRUE SABBATH IS THE SEVENTH DAY (SATURDAY)

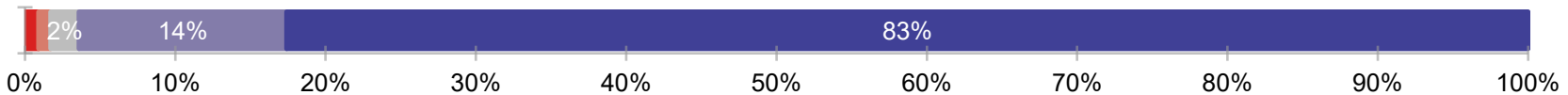
2018

Strongly Disagree Disagree I'm Not Sure Agree Strongly Agree



2023

Strongly Disagree Disagree I am not sure Agree Strongly Agree

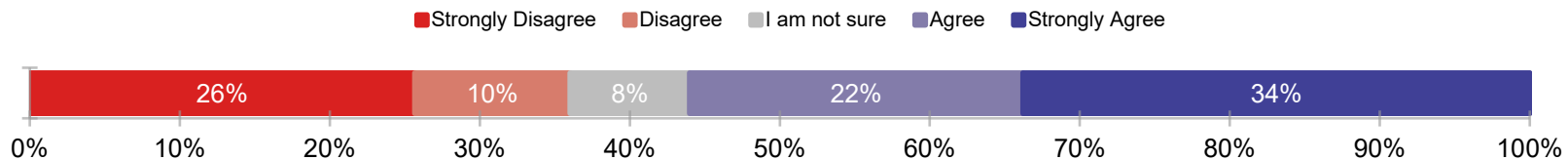


# HOLY SPIRIT (FB 5)

THE HOLY SPIRIT IS GOD'S POWER IN THE WORLD,  
NOT A PERSON

2018: no question asked

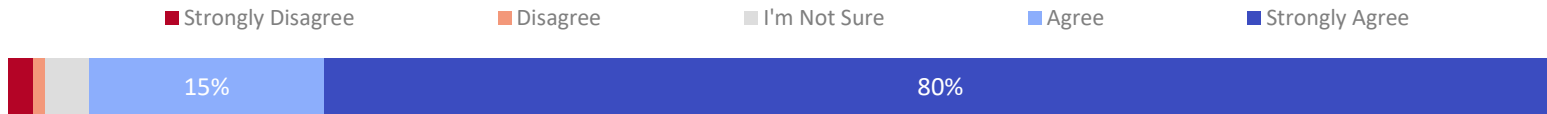
2023



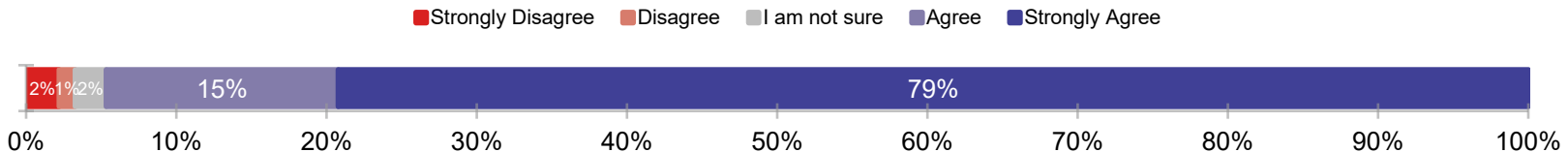
# CREATION (FB 6)

I BELIEVE GOD CREATED THE UNIVERSE

2018



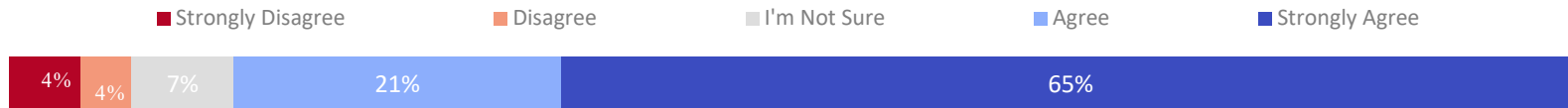
2023



# CREATION (FB 6)

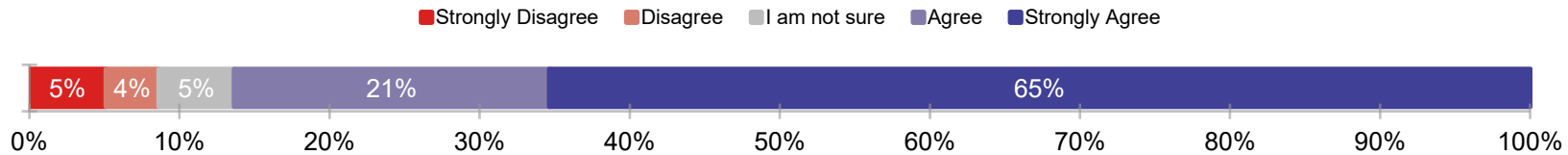
I BELIEVE GOD CREATED THE WORLD IN SIX LITERAL DAYS IN THE RELATIVELY RECENT PAST

2018



FB.CREATION: (Q42.05) Fundamental beliefs: I believe God created the world in six days of 24 hours each in the relatively recent past.

2023





# CREATION (FB 6)

I BELIEVE GOD CREATED THE WORLD IN SIX LITERAL DAYS IN THE RELATIVELY RECENT PAST

|                   | 2013 | 2018 | 2023 |
|-------------------|------|------|------|
| Strongly Agree    | 72%  | 65%  | 65%  |
| Agree             | 13%  | 21%  | 21%  |
| Agree Total       | 85%  | 86%  | 86%  |
| Strongly Disagree | 9%   | 4%   | 5%   |

# GIFT OF PROPHECY (FB 18)

## ELLEN G. WHITE WAS A PROPHET

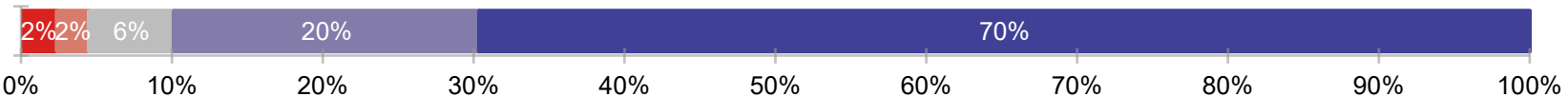
2018

■ I don't accept it   ■ I have major doubts a...   ■ I have some questions...   ■ I accept it because t...   ■ I embrace it wholehea...



2023

■ I don't accept it   ■ I have major doubts about it   ■ I have some questions about it   ■ I accept it because the church teaches it   ■ I embrace it wholeheartedly



# GIFT OF PROPHECY (FB 18)

ELLEN G. WHITE WAS A PROPHET

|                        | 2013 | 2018 | 2023 |
|------------------------|------|------|------|
| Embrace Wholeheartedly | 76%  | 72%  | 70%  |
| I do not accept        | 4%   | 2%   | 2%   |

There is a slight but concerning trend

# THE SANCTUARY (FB24)

CHRIST IS ACTING AS OUR ADVOCATE BEFORE  
GOD IN THE HEAVENLY SANCTUARY RIGHT NOW

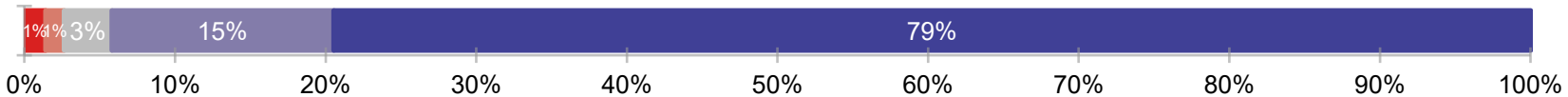
20 18

■ I don't accept it   ■ I have major doubts a...   ■ I have some questions...   ■ I accept it because t...   ■ I embrace it wholehea...



20 23

■ I don't accept it   ■ I have major doubts about it   ■ I have some questions about it   ■ I accept it because the church teaches it   ■ I embrace it wholeheartedly





# THE SANCTUARY (FB24)

## THE INVESTIGATIVE PRE-ADVENT JUDGMENT BEGAN IN 1844

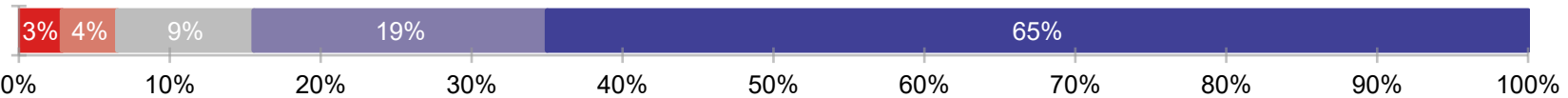
2018

■ I don't accept it   ■ I have major doubts a...   ■ I have some questions...   ■ I accept it because t...   ■ I embrace it wholehea...



2023

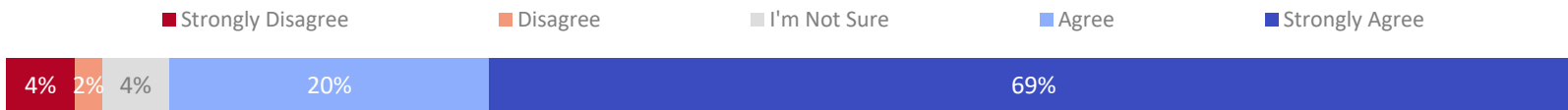
■ I don't accept it   ■ I have major doubts about it   ■ I have some questions about it   ■ I accept it because the church teaches it   ■ I embrace it wholeheartedly



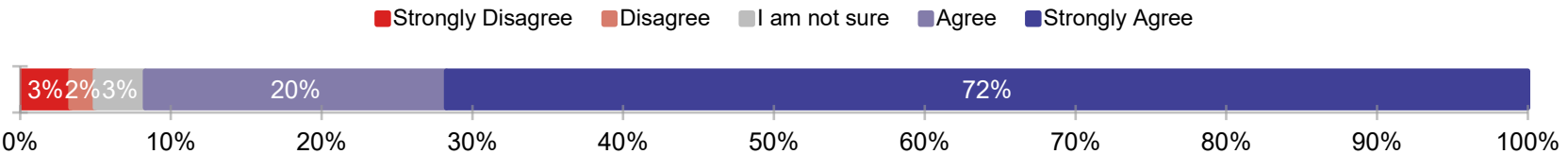
# STATE OF THE DEAD (FB 26)

WHEN PEOPLE DIE, THEIR BODILY REMAINS DECAY AND THEY HAVE NO CONSCIOUSNESS OR ACTIVITY UNTIL THEY ARE RESURRECTED

2018



2023



# STATE OF THE DEAD (FB 26)

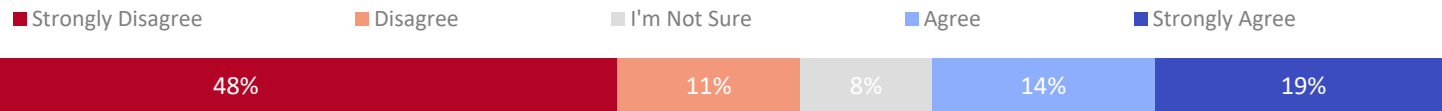
WHEN PEOPLE DIE, THEIR BODILY REMAINS DECAY AND THEY HAVE NO CONSCIOUSNESS OR ACTIVITY UNTIL THEY ARE RESURRECTED

|                   | 2013 | 2018 | 2023 |
|-------------------|------|------|------|
| Strongly Agree    | 79%  | 69%  | 72%  |
| Agree             | 8%   | 20%  | 20%  |
| Agree Total       | 87%  | 82%  | 92%  |
| Strongly Disagree | 11%  | 4%   | 3%   |

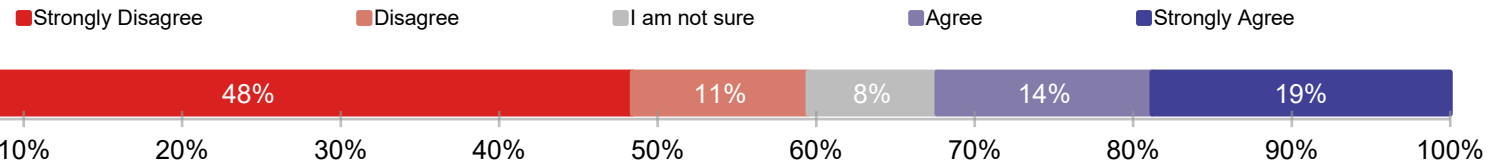
# STATE OF THE DEAD (FB 26)

THE SOUL IS A SEPARATE, SPIRITUAL PART OF A PERSON AND LIVES ON AFTER DEATH

2018



2023



*33% agree/strongly agree globally*

But there is a positive side to some of these findings—we are having these problems because we are growing (and particularly growing among non-Christian people)!







There is more work that needs  
to be done discipling those  
who have been baptized.

# I Will Go 2025–2030





Four strategic  
priorities





# Communion with God

# Identity in Christ





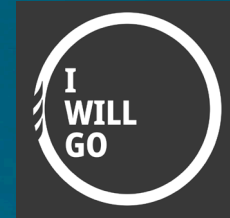


Unity through the  
Holy Spirit





# Mission for All



# 21 Measurable Goals



# I WILL GO 2025–2030



This is currently a draft plan. We invite suggestions for improvements, which should be submitted over the next ten months. A final version will be presented to Annual Council 2024 for approval.

