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# Hispanic Membership Survey

J. P. Soria

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**HISPANIC MEMBERSHIP SURVEY**  
**PACIFIC UNION CONFERENCE**

A Survey Report Requested by  
Elder Jorge P. Soria  
Assistant to the President  
for Hispanic Ministries

Conducted by Jose Chavanz, Q., Research Director  
Church Resource Center  
Pacific Union Conference of Seventh-day Adventists



OF SEVENTH-DAY ADVENTISTS Box 5005, Westlake Village, CA 91359 • Telephone: (805) 497-9457 • FAX (805) 495-2644

Dear Reader:

Because of their diversity, the Hispanic members of the North American Division comprise a special group that is highly heterogeneous and substantially different from the other ethnic groups of this division.

I invite you to review the findings of the first survey, especially design for the Hispanic membership of the Pacific Union Conference. The main purpose of any survey is to gather information that will help leaders make better decisions.

In order to select the members who answered the questionnaires, we used a stratified sample of 29 churches (of the 105 organized Hispanic congregations in the Pacific Union Conference), taking into consideration the total of the Hispanic churches in each conference.

The data entry of the 1,381 questionnaires properly filled out by the members has a margin of error of three to five percent (plus or minus) of the percentage reported. The sample was large enough to project the findings of all the Hispanic membership of the Union.

I hope that the recommendations prepared after studying the findings, will contribute in a positive way to the progress of Hispanic churches across this Union.

The original version of this survey was published in Spanish and a copy was sent to all the Spanish pastors of the Pacific Union Conference.

On behalf of the Church Resource Center let me express our appreciation to the members, pastors and office personnel who participated in the survey.

Your brother in Christ,

  
Jose Chavanz C.,  
Research Director  
Church Resource Center

# ACKNOWLEDGEMENTS

The following groups and individuals are responsible for this report and are hereby acknowledged.

- The 1,381 church members who took time to properly fill out the questionnaires.
- The 29 churches who participated in this study.
- The 29 pastors that took time to administer to the church members this important survey.
- Pastors Jorge P. Soria, Mario Pérez, José Chavanz, and Adeny Schmidt, Ph.D., Academic Dean of La Sierra University, who worked together in the preparation of the questionnaire.
- Pastors Orlando Magaña, Brando Saldía, Guillermo García, Ralph Martínez, Samuel Núñez, Richard Dena, Eliezer Benavides and Joaquín Cázares who participated as consultants in the preparation of the questionnaire.
- Professor Irene Grohar of Loma Linda University who reviewed the questionnaire to eliminate bias questions.
- Ruth Collins, Karen Hoffman and Debbie Scott, secretaries of the Pacific Union Conference who worked long hours in the preparation of the report.
- Jolynn Fisher, Assistant Editor of the Pacific Union Recorder, who prepared the cover of this report.
- Daniel Savino, Director of the Church Resource Center of the Pacific Union Conference who authorized this project.
- Elders Daniel Robles and Mario Negrete who translated portions of this report from the Spanish to the English language.
- José Chavanz Q., Research Director of the Church Resource Center of the Pacific Union Conference who designed the sample, participated in the data collection and data processing using statistical package SPSS. He also prepared the charts and directed the preparation of the Spanish and English reports.



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## SURVEY METHODOLOGY

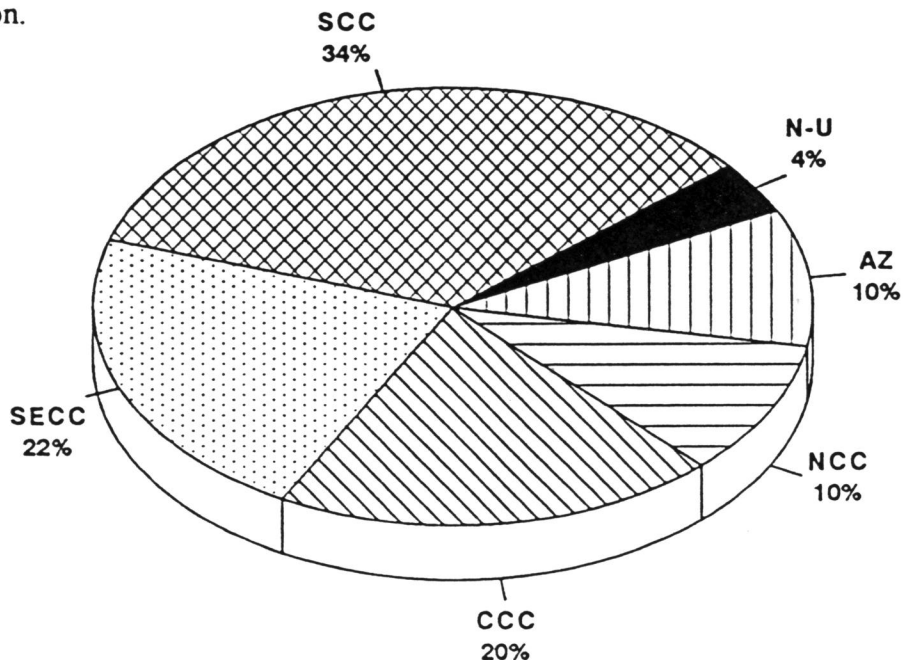
### BACKGROUND

During the Spring of 1994, Elder Jorge Soria, Director of the Hispanic Ministry for the Pacific Union Conference, requested the Church Resource Center to do a survey of the Hispanic membership of the Pacific Union to gather information exclusively from this group. Due to their diversity, the Hispanic members comprise a special group, very different from the other ethnic groups of the North American Division.

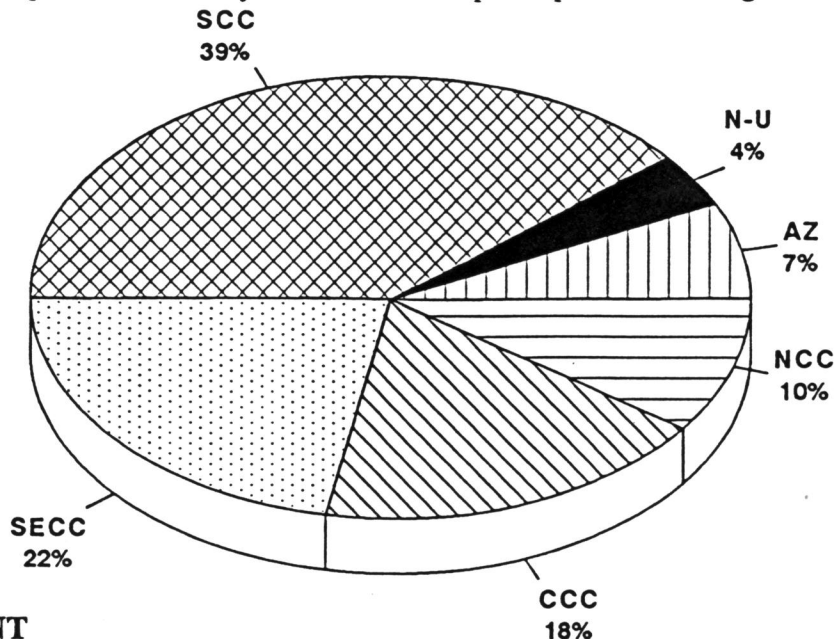
### SAMPLING DESIGN

With the help of Carmen J. Cordero, then secretary of the Hispanic Department of the Pacific Union Conference, 29 churches of the 105 organized churches in the Pacific Union were selected at random. In selecting the 29 churches we used a stratified sample. We took into account the number of Hispanic churches in each conference within the Pacific Union.

Percentage of Hispanic churches by conference according to the total of Hispanic churches in the Pacific Union.



Percentage of Hispanic churches by conference who participated according to the stratified sample.



### **INSTRUMENT**

During the Spring of 1994, a committee whose members were Adeny Schmidt, Academic Dean of La Sierra University, Pastors Jorge Soria, Mario Pérez, José Chavanz Q., began the preparation of a questionnaire which would gather sufficient data for the survey. In the process of preparation the organizing committee asked for the counsel from the following active ministers: Orlando Magaña, Brando Saldía, Guillermo García, Ralph Martínez, Samuel Núñez, Richard Dena, Eliezer Benavides and Joaquín Cázares.

Professor Irene Grohar from Loma Linda University reviewed the questionnaire to assure that no bias questions were asked. At the end of the Summer of 1994, the questionnaire was ready for gathering the data.

### **DATA COLLECTION**

During the months of September, October, November and December of 1994, 1,381 members from the 29 Hispanic churches selected returned the questionnaire properly filled out to the Church Resource Center of the Pacific Union Conference. The data collection gathered with this number of questionnaires has a margin of error from three to five percent, plus or minus the percentage reported. Also, the sample is large enough to project the results of the survey to the entire Hispanic membership of the Pacific Union.

### **DATA PROCESSING**

The data gathered from the questionnaires was entered into the SPSS computer statistical program. Frequencies were prepared for each question and cross-tabulations were extracted for twenty (20) variables.

### **PARTICIPATING CHURCHES**

Anaheim	Glendale	San Ysidro
Baldwin Park	Inland	San Diego (Broadway)
Barstow	La Amistad	South Gate
Canoga Park	La Puente	Stockton
Central	Las Vegas	Temple City
Cutler	Nogales	Tucson
Delano	Oakland	Vista
El Monte	Pan Americana	Wasco
El Rio	Salinas	Watsonville
El Sereno	Sacramento	

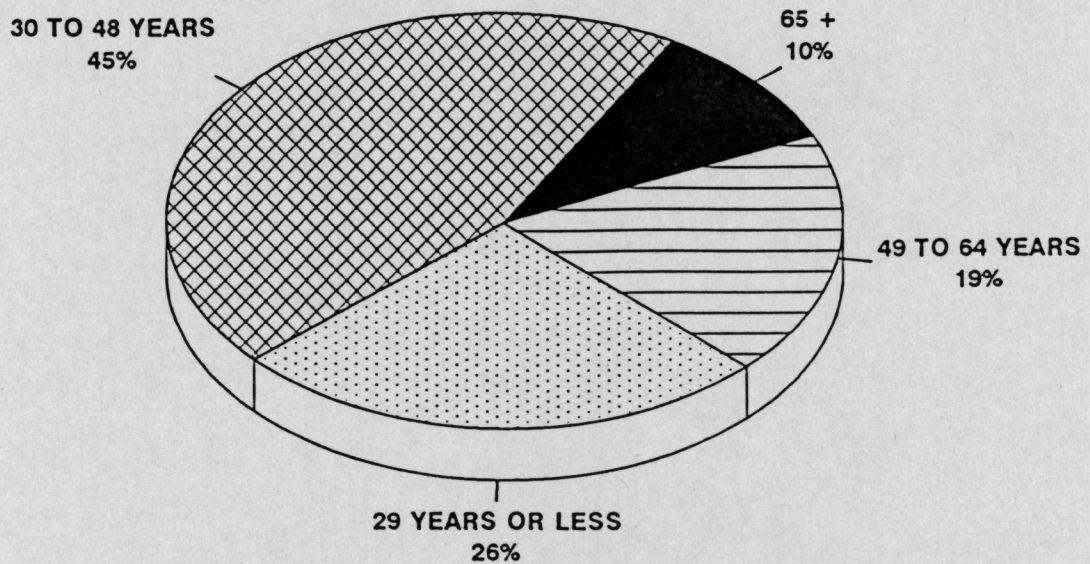
# Key Findings

Hispanic  
Membership  
Survey

*Pacific Union Conference of Seventh-day Adventists*



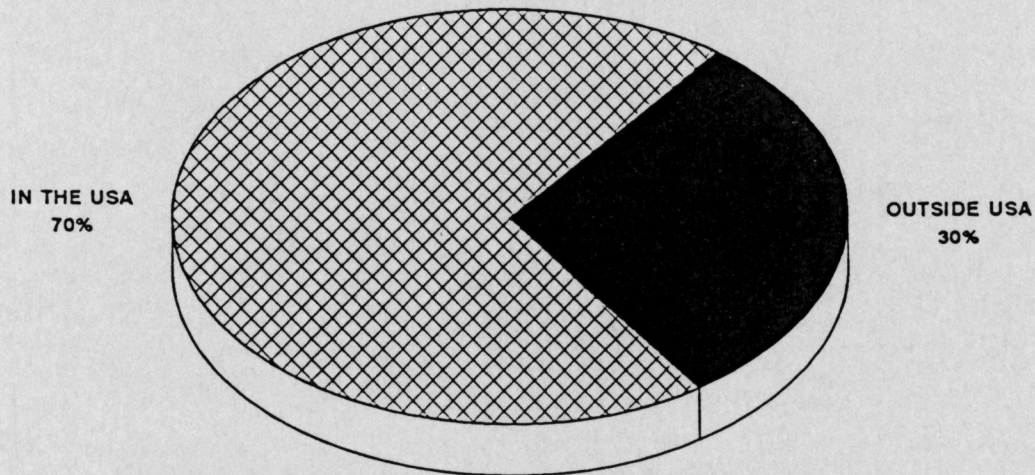
## HISPANIC MEMBERSHIP ACCORDING TO AGE



- Almost half (45%) of the Hispanic membership of the Pacific Union is between 30 and 48 years of age (Baby Boomers). This is the highest percentage of age from the post-war generation in the ethnic groups in the Pacific Union.
- More than one-fourth (26%) of the Hispanic membership within the Pacific Union belong to the "X Generation," which means they are 29 years of age or less. There is no other ethnic group in the Pacific Union that has the richness and potential of youth.
- Only ten percent of the membership are seniors of 65 or more years of age.
- The level of education attained by Hispanics in the Pacific Union are as follows:

Elementary or less	29%
Some High School	23%
High School Diploma	17%
Some University	18%
University Graduate	11%
Doctoral Level	2%

## WHERE WERE YOU BAPTIZED?

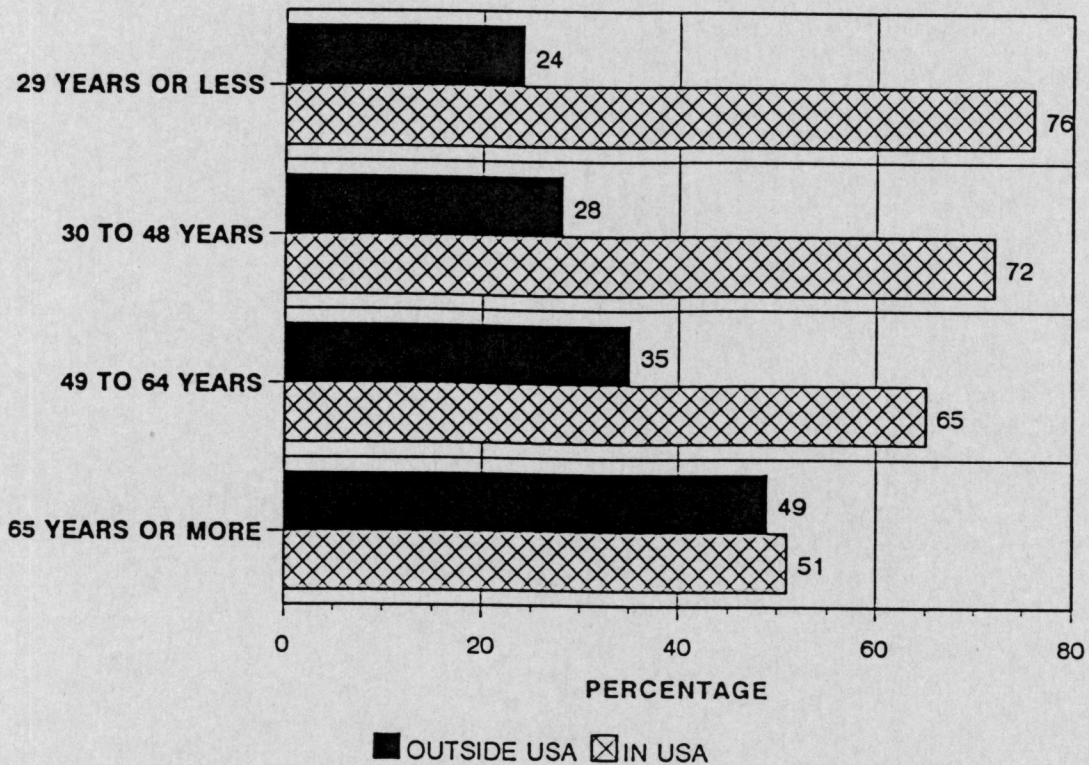


- Approximately 70 percent of the Hispanic members from the Pacific Union were baptized in the United States.
- The annual income of the Hispanic household is as follows:

Less than \$10,000	41%
\$10 to \$19,000	31%
\$19 to \$29,000	14%
\$30 to \$39,000	7%
\$40 to \$49,000	4%
More than \$50,000	3%
- The percentage of members raised in Adventist homes increased with the amount of the annual family income.
- The baptized members in the United States decreased as they achieved higher education, with the exception of those with a doctoral degree.
- In the Hispanic brethren there are 60 percent whose jobs are as laborers, machine operators, craftsmen, and a variety of other service jobs.



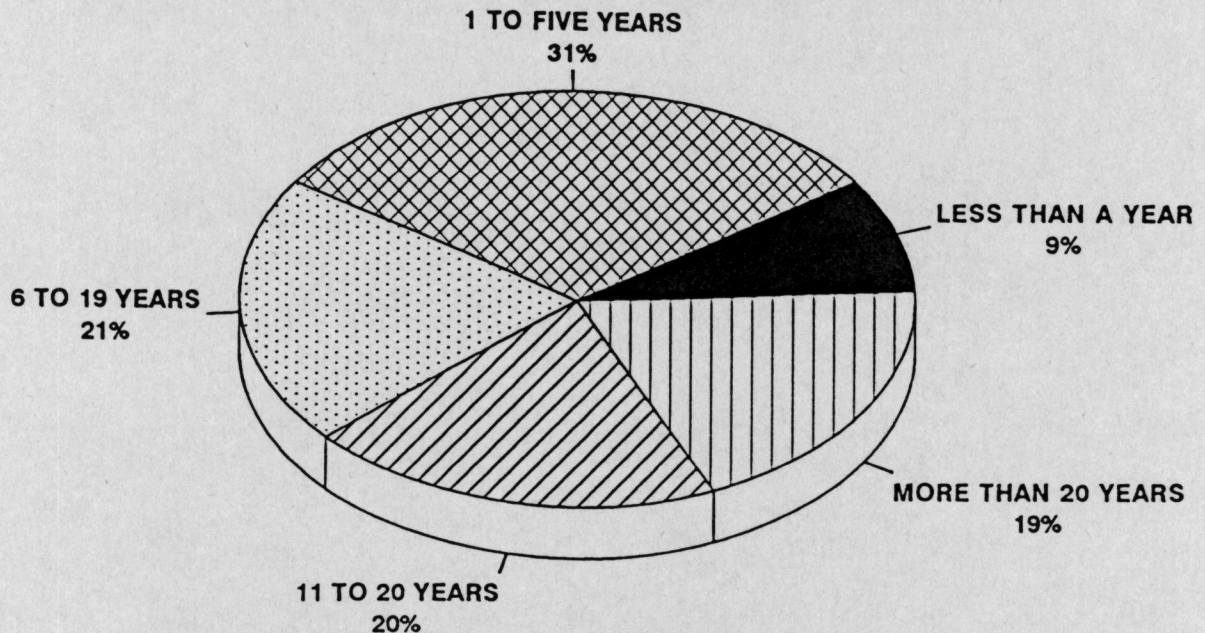
### WHERE WERE YOU BAPTIZED? ACCORDING TO AGE



- The percentage of young people (76%) of "X Generation" that have joined the church through baptism in the United States is greater than the other groups classified by age. The post-war generation, the silent generation, and the senior citizens, have percentages of 72, 65, and 51 respectively.
- About 15 percent of the Hispanic male brethren work in some kind of service-oriented job.
- Only in a wage category (the least being \$10,000 or less per year), the women exceed men when comparing to annual income.
- More than two-thirds (70%) of the members feel comfortable bringing their work-mates and neighbors to church.

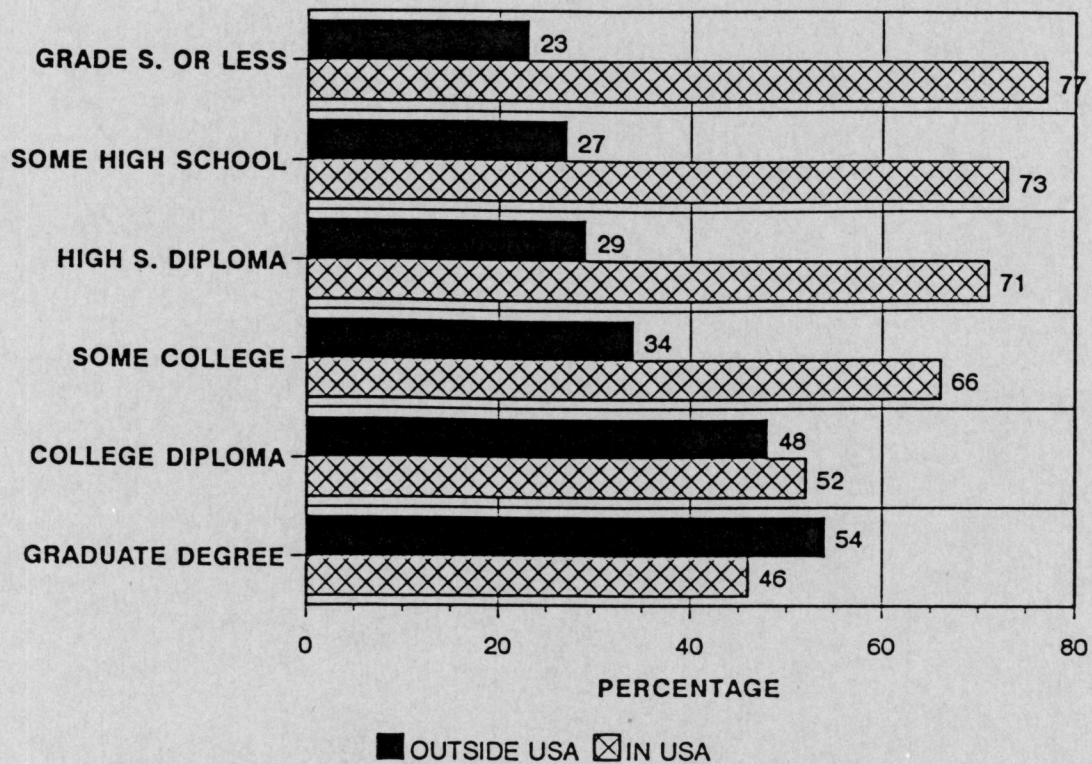


## HOW LONG AGO WERE YOU BAPTIZED?



- The daily practice of the following activities: Personal and private prayer, study of the Bible, Sabbath School Lesson, reading Ellen G. White's books and studying the Morning Devotional grows as members get older. The fact that 39 percent of the membership have been baptized for eleven years or more points out that the Hispanic pastors are doing a formidable work in the spiritual edification of the members.
- During the last five years the average baptisms in the Hispanic churches of the Pacific Union Conference has been 2,700 which indicates a yearly growth of about nine percent.
- Only about one-third (34%) of the Hispanic membership have lived in the United States 15 or more years.

## WHERE WERE YOU BAPTIZED? ACCORDING TO THE LEVEL OF EDUCATION REACHED

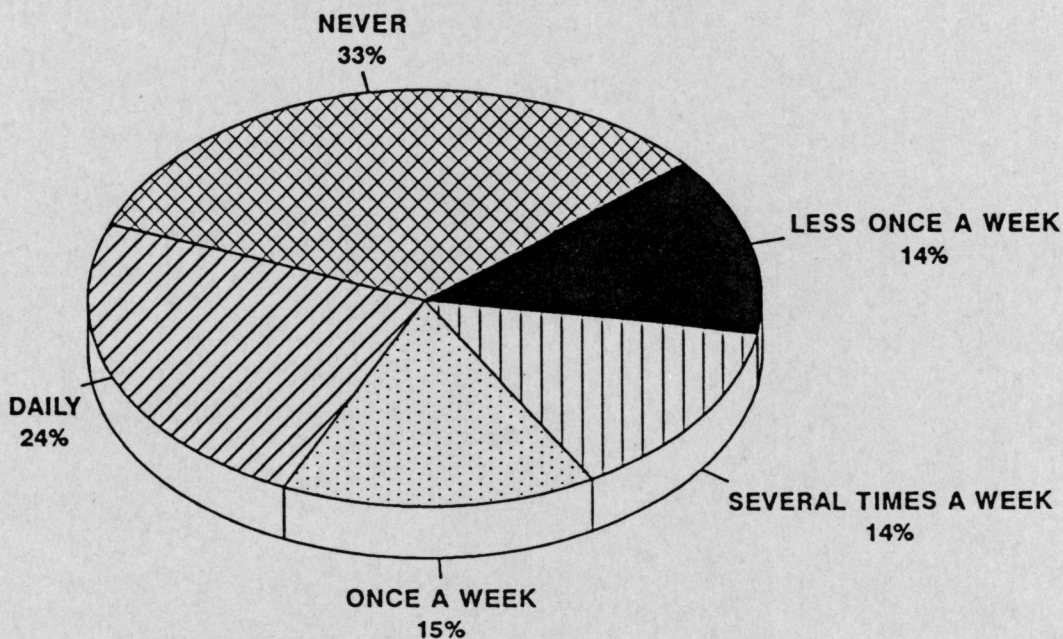


- The percentage of baptized members in the United States diminish in relation to the level of education attained. While outside the United States, the reverse is true. The number baptized increases with the level of education attained.
- The following Adventist Hispanic language publications are received by most Hispanic speaking members:
 

El Centinela	66%
Revista Adventista	39%
En Contacto (the Union Newsletter)	37%
- The amount of members receiving the Union Newsletter, En Contacto, increase with age.



### FAMILY WORSHIP



- In thirty-three percent of the Adventist homes, family worship is not held.
- A morning devotional study is held in thirty-two percent of the homes.
- The church service weekly attendance is as follows:

Worship Hour	82%
Sabbath School	77%
Youth Meeting	53%
Prayer Meeting	52%

- The prayer meeting attendance increased with membership age.
- The married, divorced, separated, or widowed membership hold morning devotionals and Bible study more diligently than the single membership individuals.