

# Appendix B / Address Lists

## Appendix B Address Lists

Companies wishing to market to religious congregations often purchase mailing lists. Such address lists are a possible source for locating religious congregations. In addition to mailing addresses, these lists often contain indications of congregational size, with membership and attendance figures included. The Operations Committee explored this possibility for the 2010 religion census.

Two of the first denominations to report data were the Churches of Christ and the Church of the Nazarene. In comparing their 2010 denominational reports to those obtained through the mailing lists, it appeared that a majority of each group's churches was included in the address listing. Approximately 54% of Churches of Christ were included and 77% of Churches of the Nazarene. Respectively, 80% and 93% of their membership was accounted for from the address lists, and 65% and 87% of their reported attendance figures.

(Part of the difficulty for non-denominational data collectors is determining which denomination a church belongs to. Denominations with similar names, such as Churches of Christ, United Church of Christ, Christian Churches and Churches of Christ, and Churches of Christ in Christian Union, are especially difficult to categorize well. This may help to explain why the address list count for Churches of Christ is less complete than for the Church of the Nazarene with a relatively unique name.)

The Operations Committee determined that the address lists would not be used when denominational sources were available. However, nine large religious bodies had traditionally not supplied information for previous studies, so the address lists could be used to provide some information for these groups.

| Group   | Reported in <i>Yearbook</i> * |            |
|---|-------------------------------|------------|
|   | Congregations                 | Membership |
| African Methodist Episcopal Church . . . . .          | 4,174                         | 2,500,000  |
| African Methodist Episcopal Zion Church . . . . .     | 3,310                         | 1,443,405  |
| Christian Methodist Episcopal Church . . . . .        | 3,500                         | 850,000    |
| Church of God in Christ . . . . .                     | 15,300                        | 5,499,875  |
| Jehovah's Witnesses . . . . .                         | 10,883                        | 974,719    |
| National Baptist Convention of America, Inc. . . . .  | 2,500                         | 3,500,000  |
| National Baptist Convention, USA, Inc. . . . .        | 33,000                        | 8,200,000  |
| National Missionary Baptist Convention, Inc. . . . .  | Unknown                       | 2,500,000  |
| Progressive National Baptist Convention, Inc. . . . . | 2,000                         | 2,500,000  |

\**Yearbook of American and Canadian Churches: 2010*

All but one of these groups historically focuses on African American congregations, and Appendix C will explain further data collection efforts for those denominations.

The address list information for Jehovah's Witnesses was known to be incomplete. Only 5,769 Kingdom Hall locations were given out of 10,883 reported by the group. The Operations Committee determined that membership and attendance sizes were especially inadequate. Fewer

than 10,000 attendees were included on the address list. Well over half the congregations on the list were assigned a membership of exactly 350.

Efforts were made to obtain further information directly from the denominational offices, but these were unsuccessful. It was decided to list the known locations in the book with no other information included.