

The Church of Jesus Christ of Latter-day Saints has exclusively sent short-term, lay missionaries (STMs) since its inception in the early nineteenth century, when these STMs universally promoted their converts' relocation to a new place, to build a new society, with a new culture, with great haste. Interestingly, this was counter to the irreconcilable situation in which most converts found themselves: a desire to emigrate, but an inability to do so for economic reasons. Despite this, converts continued to find ways to emigrate. On top of that, Daniel Groody and others have recently suggested that conversion to a new faith requires an additional type of migration: "Moving into a new kind of life, and a new way of being in the world." This was definitely true for these Latter-day Saint (LDS, or Mormon) immigrant converts arriving to Utah from Great Britain during the last half of the nineteenth century. They experienced serious and somewhat unanticipated culture shock on multiple levels. In addition, the prevailing economic conditions required many to abandon obsolete or unsuitable trades in favor of farming in an arid climate, at a remote location assigned by their leaders. These and other factors led some of these converts to abandon their new faith, even after having sacrificed everything to relocate to Utah. This study will compare LDS convert emigration and retention rates from two socio-economically diverse regions in Victorian Great Britain to analyze variances, proffer explanations, and examine migration and cultural adaptation as viable measures for conversion.