

# Demographics

A. Scott Moreau

1. What is a demographic survey?
  - a. Demography defined: the study of the size, growth and characteristics of a population.
  - b. A demographic survey contains two major elements:
    - i. Structural aspects of a population (the composition of the population), and
    - ii. Population processes (how the population is changing).
  
2. Elements of a demographic survey: case study of Nairobi, Kenya
  - a. Structural aspects of the population of Kenya
    - i. Total size (1980): 15,688,000
    - ii. Average household size: 5.6 people
    - iii. Distribution (people/area): 23 per square Km (59 per square mile)
    - iv. Composition of the population:
      - (1) Ethnic/linguistic percentages (1980):

Kikuyu	20.1%
Luo	13.9%
Luhya	13.3%
Kamba	11.0%
Kalenjin	9.7%
Gusii	6.4%
Meru	5.1%
Mijikenda	4.8%
Somali	2.3%
Turkana	1.9%
Maasai	1.4%
Indo-Pakistani	1.3%
Embu	1.1%
Taita	1.1%

(plus many other groups under 1%)
      - (2) Occupation percentages:

Agriculture	78%
Industry	10%
Services	12%

(3) Age distribution: 47% are under 15 years old.

(4) Religious distribution:

(a) General

Christian . . . . 73%  
 Traditional . . . 19%  
 Islamic . . . . . 6%  
 Hindu . . . . . 1%  
 Other . . . . . 1%

(b) Of the Christians:

Catholic . . . . . 36.2%  
 Protestant . . . . 26.4%  
 Independent . . 24.1%  
 Anglican . . . . . 9.9%  
 Orthodox . . . . . 3.4%

b. Population processes in Kenya

i. Birth rates (number of babies born in one year per 1000 persons): 51

ii. Death rates (number of deaths per year per 1000 persons): 13

(Life expectancy: 55 years)

iii. Immigration (number who move into an area):

Internal urbanization: 14% of Kenya's population lived in urban areas in 1980; the growth rate was 6.8% from 1970 to 1980.

iv. Emigration (number who move out of an area):

v. Natural increase (1 - 2 + 3 - 4) or annual growth rate: Estimates vary from 3.38% to 3.9% (The decadal growth rate was about 40%)

vi. Doubling time (the number of years required, at present growth rates, for a population to double): about 20 years.

c. The Nairobi scene: *The Nairobi Church Survey*

3. Where can I get demographic information?

a. The local Statistical Bureau (or tax office)

b. The public library

c. Community civic leaders

d. Organizations that must plan on the basis of population information

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- i. City/District/Regional planning offices
  - ii. Ministry of Health or Education
  - iii. Large businesses (telephone, radio, advertising agencies, utility companies, construction companies, etc.)
4. How can I use demographic information?
- a. Look for any information about the population that requires special consideration (e.g. Muslim communities, large numbers of youth, etc.)
  - b. Examine the population in the community around the church:
    - i. Is it the same structurally as the church? Why or why not?
    - ii. Is it changing (e.g. any new ethnic group moving into the area, growth, decline, etc.)?
    - iii. Are there any special considerations that will either help or hinder us in reaching this population (e.g., literate or non-literate, mono- or multi-lingual, strong or weak religious ties, etc.)?
    - iv. Are there strategic people or target groups which you want to reach in a priority order (i.e., youth, family heads, men, women, etc.)?
    - v. Are there potential pitfalls to be watchful of in reaching this community (e.g. potential interethnic conflicts between church and community, etc.)?

# Church Growth Surveys

1. What is a church growth survey?
  - a. Primarily, it is a survey of a local church (or denomination) in which the growth patterns and trends of that church (or denomination) are presented and analyzed.
  - b. It involves three major components:
    - i. The collection and presentation of the actual growth patterns of the church (in the form of graphs).
    - ii. The analysis of the growth trends seen in the graphs.
    - iii. The projections and planning for growth in the future.
2. Why do a church growth survey?
  - a. It will enable you to see your church as a whole.
  - b. Through it you will be able to see where your church has been, where it is now, and where you hope it will grow in the future.
  - c. You will be able to better understand what makes your church "go"; how all the dynamics of growth are interacting in your situation.
  - d. You will be able to more accurately assess the needs of your congregation, and develop plans to meet its needs.
  - e. You may be exposed to sin in your own life, and see more clearly your need for God's guidance and leading in shepherding your church.
  - f. Hopefully, you will be able to be a better church leader as a result of doing a church growth survey.
3. How do I do a church growth survey? We will spend the rest of this session dealing with this, taking each major component separately.
4. **Major component one:** seeing the growth patterns of your church (graphing growth).
  - a. In order to graph the growth of your church, you need some basic information:
    - i. The *membership* statistics of the church.
    - ii. The *attendance* statistics of the church.
    - iii. The *Sunday School* statistics of the church (if relevant).
    - iv. If you are doing a denominational survey, you should add:

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- (1) The number of *organized churches*.
  - (2) The number of *ordained pastors*.
  - (3) The number of *preaching points*.
- b. Arrange this information in the tables on p. 10 of Handbook.
  - c. Using the tables, put the statistics on graphs (Handbook, pp. 12-21).
  - d. Finally, calculate the growth rates (follow the instructions in Handbook, pp. 15-17).
5. **Major component two:** analysis of the church growth patterns.
- a. Look closely at the graphs. Take special note of any sharp changes (either up or down). For any that you find, see if you can discover the reasons for the change. Ask others in the church what they think as to why this change happened. There are usually four areas which may have an effect on growth (you must consider all of them; see Handbook, pp. 22-25):
    - i. National contextual factors: the government attitude towards the church, persecutions, wars, migrations, trade patterns, economic or social conditions, etc.
    - ii. Local contextual factors: changes in the local city or neighborhood of the church, such as movements of people, industrialization, urbanization, tribal environment, languages, etc. This is where the results of your demographic study may be useful.
    - iii. National institutional factors: conditions within the denomination of the church, including policy changes, priorities of the denomination, Bible translation, etc.
    - iv. Local institutional factors: conditions within the church itself, such as pastoral change, fights or splits in the church, evangelistic campaigns, new people moving into the church, etc.
  - b. List all the reasons that you discover, and rank them in order of priority from the most important growth factor to the least.
  - c. Give an account of the current situation at your church, following these steps (see Handbook, pp. 26-30):
    - i. Give an historical overview of your church, in which you list the dates and major events in the life of your church.
    - ii. List the methods of evangelism currently employed by your church.
    - iii. List the membership requirements for your church.
    - iv. List the other church meetings, and describe their purpose and function in the growth of the church.
    - v. Describe the administrative structure of your church. What person (or group) is

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ultimately responsible for the decisions made by the church? Is there a chain of command? If so, how is it constructed?

- vi. In regard to church growth, list what are:
- (1) The most helpful programs in your church.
  - (2) The least helpful programs in your church.

6. **Major component three:** projecting and planning for growth.

- a. Take the graphs that you have made, and make five (or ten) year projections for the growth of your church in Handbook, pp. 31-3. You can make projections based on the past ten years of church growth, or you can make "faith goal projections" in which you trust God to give you a greater rate of growth than in the previous ten years.
- b. Your final step is to list the steps your church needs to take in order to see the projections you have planned come to pass (see Handbook, p. 34).