

CHAPTER 4

THE RESEARCH METHODOLOGY DEvised AND EMPLOYED TO SERVE A CANADIAN "WHOLE NATION" CHURCH PLANTING STRATEGY

The following research model was devised and employed to provide comprehensive research on the location and languages of areas in Canada requiring the planting of an evangelical church, also the number of new churches needed to serve each location and language group to serve the Canadian "whole nation" strategy.

A. The Research Methodology

1. The Method Employed in Locating and Recording Existing Canadian Churches

Letters outlining the objectives of the research and their value to the individual denominations were mailed to the denominational offices of all known Trinitarian churches requesting:

1. the mailing addresses, including postal code, of all congregations under that denomination's care,

2. the primary and secondary language in which each congregation normally serves their community, and
3. any mission or preaching point of a given congregation, the meeting location of each mission, including postal code, and the primary and secondary languages used in that mission.

A sample copy of this initial letter may be found as Appendix 2.

Followup letters and phone calls were also used where needed to secure the information. In a few instances the information was refused - in one case in the belief that my effort was a front for a government agency seeking to harass the church. The author believes, however, that by this means he received 90% of the requested data for the period January to August, 1989.

Microsoft Disk Operating System compatible computers containing data entry templates using the Ashton-Tate Corporation tradename "Dbase IV" software were prepared. Approximately 50 church data entry volunteers were recruited and trained and supervisors selected. Data entry, proof-reading, and corrections were made between September and December of 1989. During the data entry phase churches were distinguished by code as being "mainline," "evangelical," "Catholic," or "Orthodox or other eastern communions," according to the self understanding of each responding denomination. Data entry codes were also assigned to language groupings. The languages and their data entry codes

may be found in Appendix 3.

2. The Method Employed in Comparing Ethnic Church
Locations with Existing Ethnic Population Groups

Statistics Canada asks one of five Canadians in a periodic census the question: "What language does the head of this household normally speak when at home?" Responses to this question are tabulated by the government in several standard geographic categories. Those categories in which "home language" data are preserved which are relevant to our study are:

- a) provinces and territories (12 nationally).
- b) census divisions within each province and territory (266 nationally).
- c) census metropolitan areas within census divisions are higher density urban areas, usually cities with population exceeding 10,000 persons (139 nationally).
- d) census sub-divisions within census divisions (6,009 nationally of which 712 reported no human population in 1986).

Information for 111 government recognized Canadian languages, with the numbers of those who spoke each language at home by the above standard geographic categories, was purchased from Statistics Canada, delivered on magnetic tape, "massaged" to meet the technical requirements of Dbase IV, downloaded from a mainframe computer at Simon Fraser University in Burnaby, British Columbia, and added to the

church database described in the section above.¹

Statistics Canada was then approached for a custom linkage between the church mailing address postal codes we had entered into our church database and the standard geographic categories of province, census division, census metropolitan area, and census sub-division for which we had received 1986 Statistics Canada "home language" data responses.

3. The Method Employed in Determining Regional
"Population-to-Existing Church" Ratios by Language
Group

The church database formed by the means described above was then sorted for denominational type, language spoken, and geographic region: province, census division, census metropolitan area, and census sub-division.

By this means a ratio was calculated between the population of each ethnic group in a given region of the nation and the number of churches currently seeking to reach that language group in that geographic region.

4. The Method Employed in Determining the Number of New
Churches Required by Region in a Given Language Group

Reports were then generated by province, census division, census metropolitan area, and census sub-division in which the number of existing churches currently speaking a given language were divided into the number of persons speaking

that language at home in a given region, to produce the population to church ratio for that language group and region, and the number of churches already ministering in that language subtracted from the total number of churches required to produce a given population to church ratio . The result of this calculation in each case indicated the number of new churches which must be planted in that region to achieve a given population to church ratio.

This mathematical sorting was done on the complete church database indicating the number of new Trinitarian churches required to achieve a given population to church ratio for each language group or region. A second sort was completed with a database containing only evangelical churches, showing the number of new evangelical churches required to achieve a given population to evangelical church ratio for each language group and region. Similar information could be provided for mainline denominations, the Roman Catholic Church, or any other grouping. This study was devoted to evangelical churches.

5. What is the Desired "Population-to-Church" Ratio to Adequately Evangelize a Community and Complete the Great Commission?

The question of what population-to-church ratio would be adequate to evangelize a given region or language group is an important one.

Certainly every people group in Canada must be reached by

an active, doctrinally sound, evangelizing church speaking their mother tongue.

Donald McGavran spoke of his dream of having 10 Christians actively witnessing to Jesus Christ in every community of 500 persons. This represents at least one "house church" for each town or village.

James Montgomery of Dawn Ministries states their

conviction that [the Great Commission] is being accomplished when the whole Church of a whole nation is committed to reach the goal of seeing Christ become incarnate in every group of 500 to 1,000 citizens in every village and neighbourhood and for every class, kind and condition of man. This means having at least one evangelical congregation sharing Christ within easy access of every person in the country.²

The number of lost souls any one church can effectively reach with the gospel of the Lord Jesus Christ is limited by nature to three hundred in rural areas, five hundred in standard suburban communities, and perhaps one thousand in densely populated urban centers.

Consider that in China today approximately 15 million Muslims have built 43,000 mosques.³ That is one mosque for each 348 Moslems. A higher ratio would adequately serve Moslems alone, but would be insufficient to proselytize non-Moslems.

Although in some Saskatchewan communities in Canada our research found the population to church ratio to be 300:1, unchurched people remain. In one sense churches are like bibles. There are many available in the world, and one would

at times think there are enough: however there appear always to be people without either. Therefore we must conclude that there are not enough.

Thus I determine the ideal population to church ratio to accomplish the Great Commission might be in the 1000:1 to 500:1 range. The research underlying this dissertation, however, found the current population to evangelical church ratio to be only 3,391:1.

Canadian evangelicals have simply not established new congregations rapidly enough to keep up with Canada's population growth. What an immense task remains for the church of Jesus Christ! Our goal of establishing one evangelical church for every two thousand Canadians by AD 2000 is but a step towards our ultimate objective of evangelism.

B. An Overview of Existing Churches and Missions in Canada

1. Churches and Missions

How many churches and missions are currently ministering in Canada?

"Missions" for the purposes of this study are defined as new church plants or older congregations or preaching points which continue to require financial subsidy.

"Churches" are defined as financially self-supporting and therefore expected to continue in ministry for some time.

A summary of the totals of churches and missions ministering in all languages, regions, and denominational traditions in Canada as of mid-1989 is depicted in Table 1.

Table 1:

"Churches and Missions in Canada"

Existing Churches in Canada:	19,322	89.7%
Existing Missions in Canada:	<u>2,221</u>	<u>10.3%</u>
Totals:	21,543	100.0%

2. Church Tradition

In considering the number of congregations currently ministering nationally it must be remembered that a wide variety of churches historically considered Trinitarian are included in the above table. Not all Trinitarian churches are active, doctrinally sound, or evangelistic. Church leaders, however, were asked whether they considered the tradition of their church to be "mainline," "evangelical," "Catholic," or "Orthodox." Granting the limitations of such categories, a breakdown of the number and major traditions of Canadian Trinitarian churches and missions by theological tradition is depicted in Table 2.

Table 2:

"Total Churches and Missions by Church Tradition"

Mainline:	7,608	35.3%
Evangelical:	7,378	34.2%
Catholic:	6,276	29.2%
Orthodox:	<u>281</u>	<u>1.3%</u>
	21,543	100.0%

3. Provinces and Territories by Church Tradition

Each province and territory demonstrates a wide variety of relative strengths and weaknesses as to historic church traditions and population to church ratios. Table 3 shows the relative strength of historic church traditions in the provinces and territories of Canada.

Table 3: "Church Traditions by Province and Territory"

Total	Mainline	Catholic	Evangelical	Orthodox	
Newfoundland	419	234	291	1	945
PEI	91	59	60	0	210
Nova Scotia	607	253	476	3	1,339
New Brunswick	329	260		402	1
992					
Quebec		361	1,900		496
33 2,790					
Ontario		2,987	1,379	2,398	
106 6,870					
Manitoba		560	472		464
27 1,523					
Saskatchewan	746		664		516
37 1,963					
Alberta		714	541		983
51 2,289					
British Columbia	723	459	1,245	22	2,449
Yukon		17	26		18
0 61					
NWT	45	38		29	0
112					
Totals:	7,608	6,276	7,378	281	
21,543					
Percentages:	35.3%	29.2%	34.2%	1.3%	100%

Table 4 shows the relative strength of churches and missions of all historic Trinitarian traditions by province and territory relative to population to church ratios.

Table 4:

"Population-to-Trinitarian-Church Ratios

by Province and Territory"

Area	Number of Churches	Percentage of Total	Population-to-Church Ratio (1989)
Newfoundland	945	4.4%	597 people per church
PEI	210	1.0%	595 people per church
Nova Scotia	1339	6.2%	645 people per church
New Brunswick	992	4.6%	707 people per church
Quebec	2790	13.0%	2313 people per church
Ontario	6870	31.9%	1310 people per church
Manitoba	1523	7.1%	689 people per church
Saskatchewan	1963	9.1%	507 people per church
Alberta	2289	10.6%	1022 people per church
BC	2449	11.4%	1163 people per church
Yukon	61	0.3%	381 people per church
NWT	112	0.5%	464 people per church
CANADA	21543	100.0%	1161 people per church

4. Canada by Census Division Showing Relative Trinitarian

Church Strength by Population-to-Church Ratios

Due to their physical length, the tables showing this data are appended as Appendices 4 and 5. Appendix 4:

"Census Divisions in Canada in Descending Order of Population-to-Trinitarian Church Ratios" shows the relative urgency of new church planting in Canada. Those census divisions at the top of this table represent areas in greatest need of new church planting.

Appendix 5: "Population to Trinitarian Church Ratios by Census Division" depicts census divisions by province and territory - east to west, showing comparative church strength by comparing the number of Trinitarian churches in each census division, as well as each division's population to Trinitarian church ratio.

5. Canada by Census Metropolitan Areas Showing Relative

Trinitarian Church Strength by Population to
Trinitarian Church Ratios

We now turn our attention to Canada's urban areas and depict the cities with the greatest need for new church planting. This can be accomplished with the greatest clarity by showing the population to Trinitarian church ratios of the Canadian cities most in need of new churches; in descending order in Table 5.

For a complete list of 139 census metropolitan areas in Canada with populations of over 10,000 persons showing the number of reported churches and the population to Trinitarian church ratio for each nationally from east to west, please refer to Appendix 6: "Population to Trinitarian Church Ratios for 139 Census Metropolitan Areas in Canada."

Table 5:

"Canadian Major Cities
in Descending Order of Need for New Church Planting"

of	P/C		(1986)	No.
CMA Name	Province	Pop'n	Churches	Ratio
QUEBEC CITY	Quebec	581905	153	3803
MONTREAL	Quebec	2866550	789	3633
LA BAIE	Quebec	156160	46	3395
TROIS-RIVERES	Quebec	122675	43	2853
TORONTO	Ontario	3399675	1443	2356
ST. JOHN'S	Newfoundland	157075	78	2014
SHERBROOKE	Quebec	127810	64	1997
CALGARY	Alberta	665840	335	1988
OTTAWA	Quebec	809375	408	1984
OSHAWA	Ontario	201490	104	1937
VANCOUVER	B.C.	1350875	727	1858
VICTORIA	B.C.	249240	149	1673
WINDSOR	Ontario	251070	163	1540

STONEY CREEK	Ontario	551545	367	1503
WINNIPEG	Manitoba	617790	424	1457
REGINA	Saskatchewan	182420	129	1414
EDMONTON	Alberta	777440	556	1398
KITCHENER	Ontario	308285	222	1389
THUNDER BAY	Ontario	120555	96	1256
HALIFAX	Nova Scotia	293065	234	1252
LONDON	Ontario	337615	274	1232
SUDBURY	Ontario	147655	128	1154
SASKATOON	Saskatchewan	197890	174	1137
NIAGRA FALLS	Ontario	339480	322	1054
KINGSTON	Ontario	118050	115	1027
MONCTON	New Brunswick	100490	106	948
CAPE BRETON	Nova Scotia	117965	125	944
ROTHESAY	New Brunswick	119885	148	810

6. Canada by Census Sub-Divisions Showing Relative
Trinitarian Church Strength by Population to Church
Ratios

Due to the large number of Canadian census sub-divisions we will show the 25 census sub-divisions where the greatest need of new church planting is, using Table 6.

Table 6:

"25 Census Sub-Divisions
Most Urgently Requiring New Church Planting"

Province	Census Sub-Division	P/C	Ratio
Quebec	COTE-SAINT-LUC		27630
Quebec	BOISBRIAND		14360
Quebec	ANCIENNE-LORETTE		13745
Quebec	BAIE-COMEAU		12960
Quebec	SAINT-LEONARD		12658
Quebec	FLEURIMONT		12630
Quebec	CAP-ROUGE		12100
Ontario	HUNTSVILLE		11795
Quebec	VARENNES		10385
Quebec	LE GARDEUR		9230
Quebec	CANDIAC		9095
Quebec	SAINT-AUGUSTIN-DE-DESMAURES		8895

Quebec	BELOEIL	8855
Quebec	SAINT-BASILE-LE-GRAND	8850
Quebec	SAINT-JEAN-CHRYSOSTOME	8800
B.C.	CENTRAL OKANAGAN, SUBD. A	8415
Quebec	SAINT-RAPHAEL-DE-L'ILE-BIZARD	8385
Quebec	REPENTIGNY	8119
Quebec	BLAINVILLE	8088
Quebec	SAINT-EUSTACHE	7985
Ontario	KING	7948
Quebec	TROIS-RIVIERES-OUEST	7770
New Brunswick	SAUMAREZ	7705
Quebec	SAINT-ANTOINE	7690
Ontario	YARMOUTH	7690

It is evident from even a cursory overview that the greatest needs and opportunities for new church planting await in the province of Quebec. For a more complete listing of census sub-divisions in descending order of need for new church planting the reader is referred to Appendix 7:

"Census Sub-Divisions in Descending Order of Population to Trinitarian Church Ratios."

6. Canada by "Home Language" Groups Showing Relative Trinitarian Church Strength by Population-to-Church Ratios

Canada is becoming increasingly a mosaic of languages and ethnic traditions. A summary of the number of churches ministering to 48 of Canada's largest "home language" groups are depicted with their relative strength by population to Trinitarian church ratios in Table 7.

Table 7:

"Canadian Churches and Missions by Home Language"

Language	Churches	Percent	Population	P/C
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	(1989)	of Total Ratio	(1986)	
ENGLISH	16981	78.8 %	17690380	1042
FRENCH	2638	12.2 %	5834955	2212
CREE	67	0.3 %	40140	599
OJIBWAY	3	0.0 %	9195	3065
INUKTITUT	1	0.0 %	17455	17455
ITALIAN	39	0.2 %	271030	6949
ROMANIAN	25	0.1 %	5875	235
PORTUGUESE	22	0.1 %	105080	4776
SPANISH	44	0.2 %	55330	1258
GERMAN	67	0.3 %	110730	1653
YIDDISH	0	0.0 %	6555	
DUTCH	35	0.2 %	13325	381
FLEMISH	1	0.0 %	1015	1015
SWEDISH	1	0.0 %	1350	1350
DANISH	2	0.0 %	1565	783
NORWEGIAN	0	0.0 %	595	
UKRAINIAN	843	3.9 %	45090	53
RUSSIAN	24	0.1 %	9640	402
MACEDONIAN	1	0.0 %	7000	7000
SERBIAN	20	0.1 %	4690	235
SERB_CROAT	30	0.1 %	1260	42
CZECH	2	0.0 %	8720	4360
SLOVAK	35	0.2 %	4790	137
POLISH	27	0.1 %	54295	2011
LATVIAN	24	0.1 %	4095	171
LITHUANIAN	8	0.0 %	8020	1003
FINNISH	22	0.1 %	10930	497
ESTONIAN	13	0.1 %	5315	409
HUNGARIAN	30	0.1 %	23295	777
GREEK	69	0.3 %	72175	1046
ARMENIAN	12	0.1 %	13515	1126
TURKIC	0	0.0 %	2540	
ARABIC	22	0.1 %	21715	987
HEBREW	0	0.0 %	2760	
PERSIAN	0	0.0 %	7605	
HINDI	1	0.0 %	9345	9345
PUNJABI	3	0.0 %	47635	15878
URDU	0	0.0 %	8120	
TAMIL	1	0.0 %	3020	3020
JAPANESE	15	0.1 %	8950	597
KOREAN	50	0.2 %	14150	283
CHINESE	92	0.4 %	229510	2495
THAI	0	0.0 %	6890	
KHMER	3	0.0 %	7840	2613
VIETNAMESE	14	0.1 %	40075	2863
INDONESIAN	2	0.0 %	725	363
TAGALOG	15	0.1 %	24995	1666

CREOLES	13	0.1 %	5985	460
OTHER	226	1.0 %	137705	609
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CANADA	21543	100.0 %	25016970	1161

For a breakdown of language churches and missions by province and territory, readers are referred to Appendix 8: "Language Churches and Missions by Province and Territory."

Endnotes:

- 1 Technical programmer's notes are contained in an informal programmer's notebook and are available from Murray Moerman, 8765 Government St., Burnaby, B.C., V3N 4G9 Canada (604) 429-0761 to those interested, but are not included in the text of this dissertation. More helpful standardized technical support is available from Roy Wingerd, Dawn Ministries, Box 40969, Pasadena, CA 91114 USA (818) 398-2300.
- 2 Purpose Statement from "Dawn Report: Covering the 'Discipling A Whole Nation' Movement", Box 40969, Pasadena, CA: Dawn Ministries. Issue 7, June 1989. p. 2.
- 3 "The Church Around the World," Wheaton, Ill: Tyndale House Publishers, Inc., September 1989.