

# Lansdale Community Assessment

---

A report by  
Elder Monte Sahlin  
Center for Creative Ministry  
April 2011

# Who is Monte Sahlin?

---

- An ordained Seventh-day Adventist minister for 40 years who has done assessments of more than 1,000 local churches. He is currently employed by the Ohio Conference after spending two decades at the General Conference and union conference directing research and development. He teaches in the Doctor of Ministry program at Andrews University and the urban studies program at Eastern University. He is the author of 20 books, 70 research monographs and many articles. He was a pastor in Pennsylvania.
-

# What is the Center for Creative Ministry?

---

- ❑ One of the research and information centers affiliated with the North American Division. It provides information, resource materials, training and consultants to help local churches develop new approaches to outreach, evangelism and church growth. It provides the *Sharing Scripture* small group Bible study guides, *Friend2Friend* training videos and other materials.
-

# Goals of this Study

---

- ☐ Profile the demographics and religion of Lansdale.
  - ☐ Provide a community needs assessment.
  - ☐ Put information on the table for planning and mission strategy development.
-

# Lansdale as a Mission Field

---

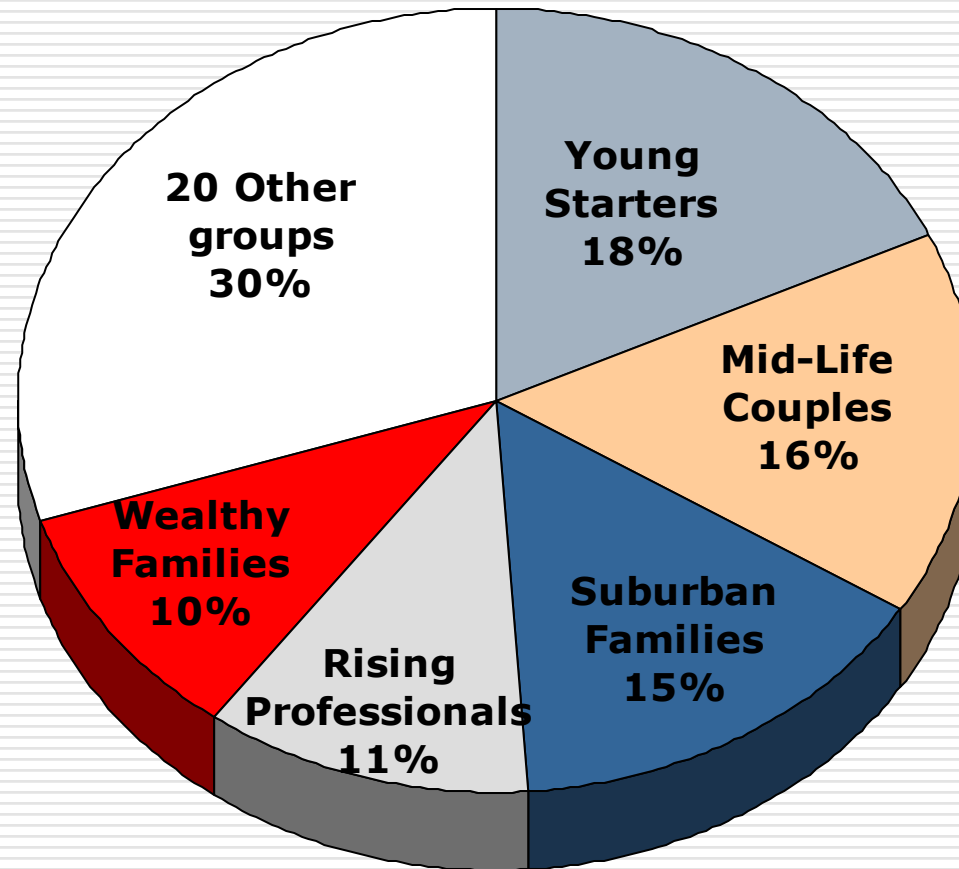
- ❑ An outer suburb of Philadelphia
  - ❑ 52,400 residents in 20,000 households
  - ❑ Montgomery County has one Adventist for each 888 residents
    - USA: 1 to 305
    - New Guinea: 1 to 25
    - Zambia: 1 to 22
    - Jamaica: 1 to 14
    - Belize: 1 to 10
    - Antigua: 1 to 8
-



# Who are the people living in this community?

---

Lifestyle  
Segments



# Young Starters – 18%

---

- ❑ These are young couples in their late 20s and early 30s, two-career households. Most have attended college, but are paying high rents and not buying homes.
  - ❑ **Needs:** Finding satisfying jobs and affordable housing, parenting skills, finding life direction, aging parents.
  - ❑ Religious involvement is below average. Prefer a church with sports, camping, music and the arts; 12-step groups and family life ministries; contemporary music. Above average prefer Judaism, New Age, Unitarian, Catholic
-

# Mid-Life Couples – 16%

---

- ❑ Above average incomes and college education, mostly married couples, some with children; home owners with three times the national median value and two or more cars.
  - ❑ **Needs:** Time for recreation, parenting skills, issues about schools, a fulfilling marriage, aging parents and career goals.
  - ❑ Religious involvement is about average. Prefer a church with sports, camping, music and the arts, day care, marriage enrichment programs, and worship that is intellectual or traditional. Above average prefer Judaism, Presbyterian, Episcopal, Congregational, Unitarian
-

# Suburban Families – 15%

---

- ❑ Most adults are 35 to 69 years of age with high incomes, white collar jobs; mostly home owners. Some have already retired.
  - ❑ ***Needs:*** Day care, time for recreation, parenting skills, retirement opportunities, long-range financial security.
  - ❑ Religious involvement is below average. Prefer churches with family life seminars and participatory music.
-

# Rising Professionals – 11%

---

- ❑ Young couples starting careers as lawyers, accountants, doctors, etc. High incomes and educations. Most live in townhouses or condos.
  - ❑ **Needs:** Finding friends and a fulfilling marriage, aging parents, finding life direction, career issues and concern for social justice.
  - ❑ Religious involvement is average. Prefer a church that has sports, camping, music and the arts; spiritual retreats, discussion groups, an intellectual style of worship and community service programs.
-

# Wealthy Families – 10%

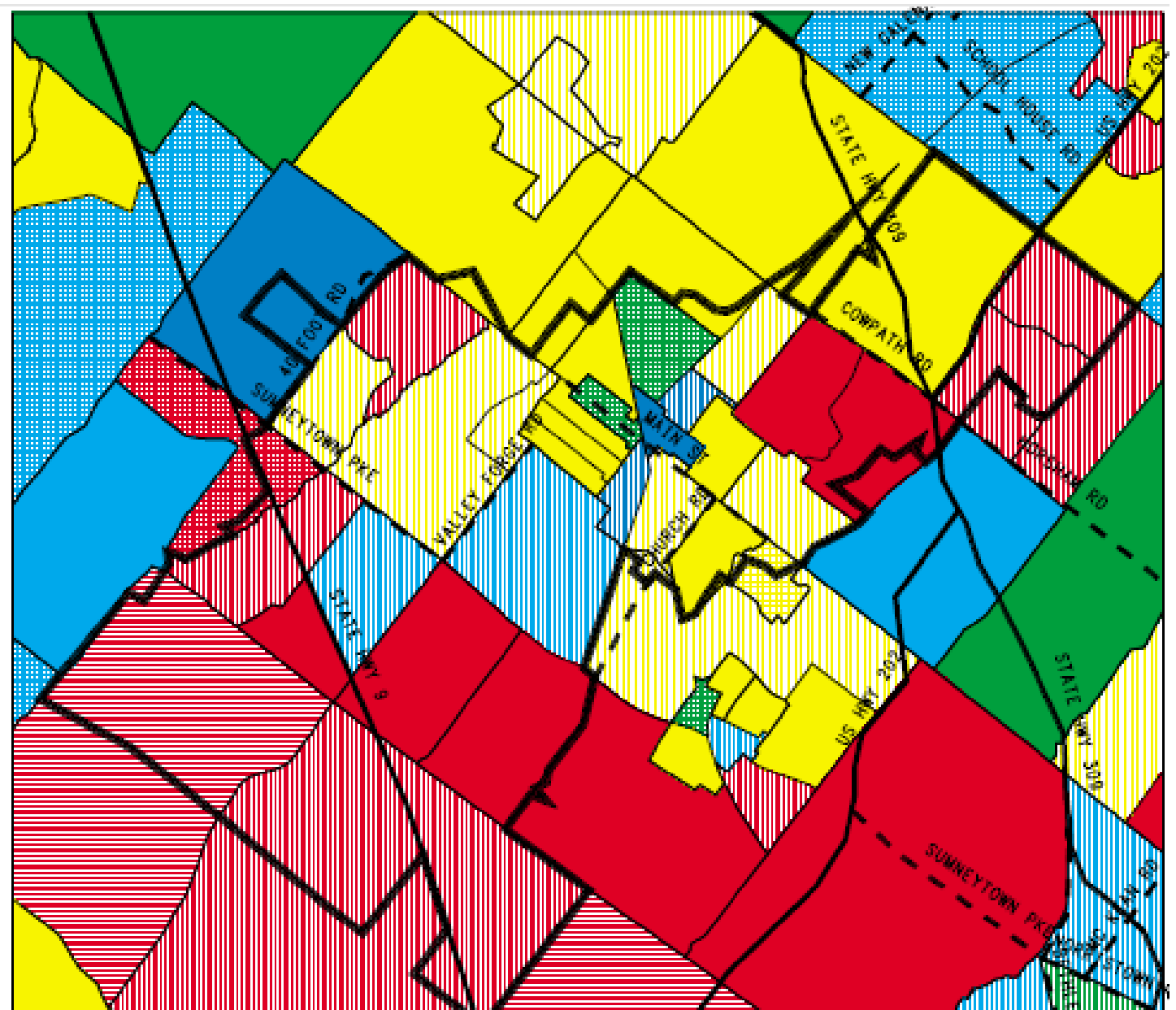
---

- ❑ These are in the top segment of incomes and wealth in the U.S. Median household income is three times the national level. Most adults are over 40. Many are “old money” families.
  - ❑ Needs: Time for recreation, concern for social justice, retirement opportunities.
  - ❑ Religious involvement is average. Prefer a church with music and arts programs, active retirement groups, discussion groups, an emphasis on world missions and an intellectual worship style. Above average prefer Judaism, Episcopal, Presbyterian and Orthodox
-

## PRIMARY U.S. LIFESTYLES SEGMENT

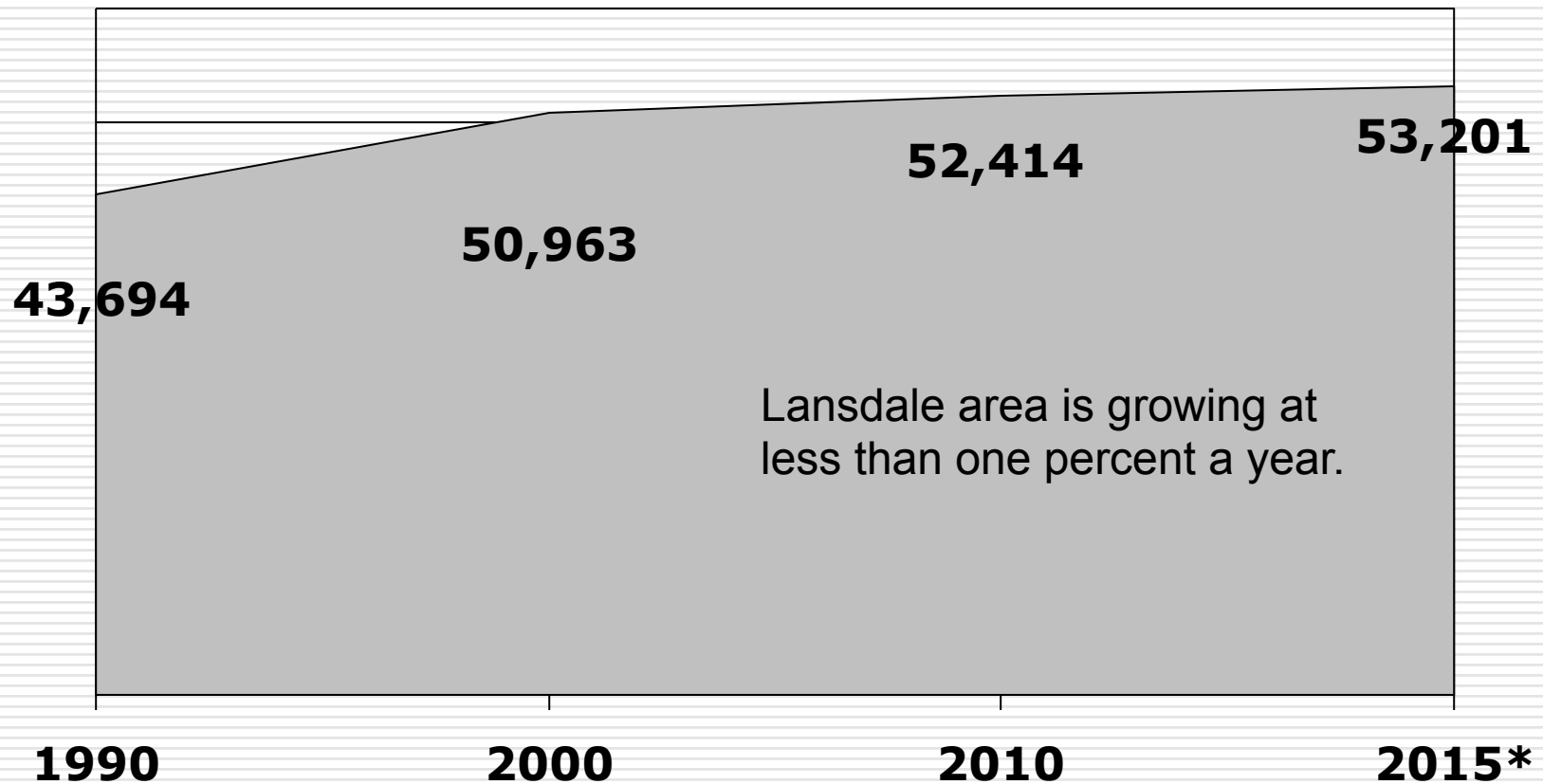
- Traditional Affluent Families
- Professional Affluent Families
- Mid-Life Prosperity
- Educated Mid-Life Families
- Prosperous Diversity
- Prosperous New Country Families
- Rising Potential Professionals
- Suburban Mid-Life Families
- Young Suburban Families
- Reliable Young Starters
- Established Country Families
- Working Urban Families
- Mature and Stable
- Established Empty-Nesters
- Metro Multi-Ethnic Diversity
- New Beginning Urbanites

- Study Area
- Major Highways
- Major Roads



# Population Decline & Growth

---

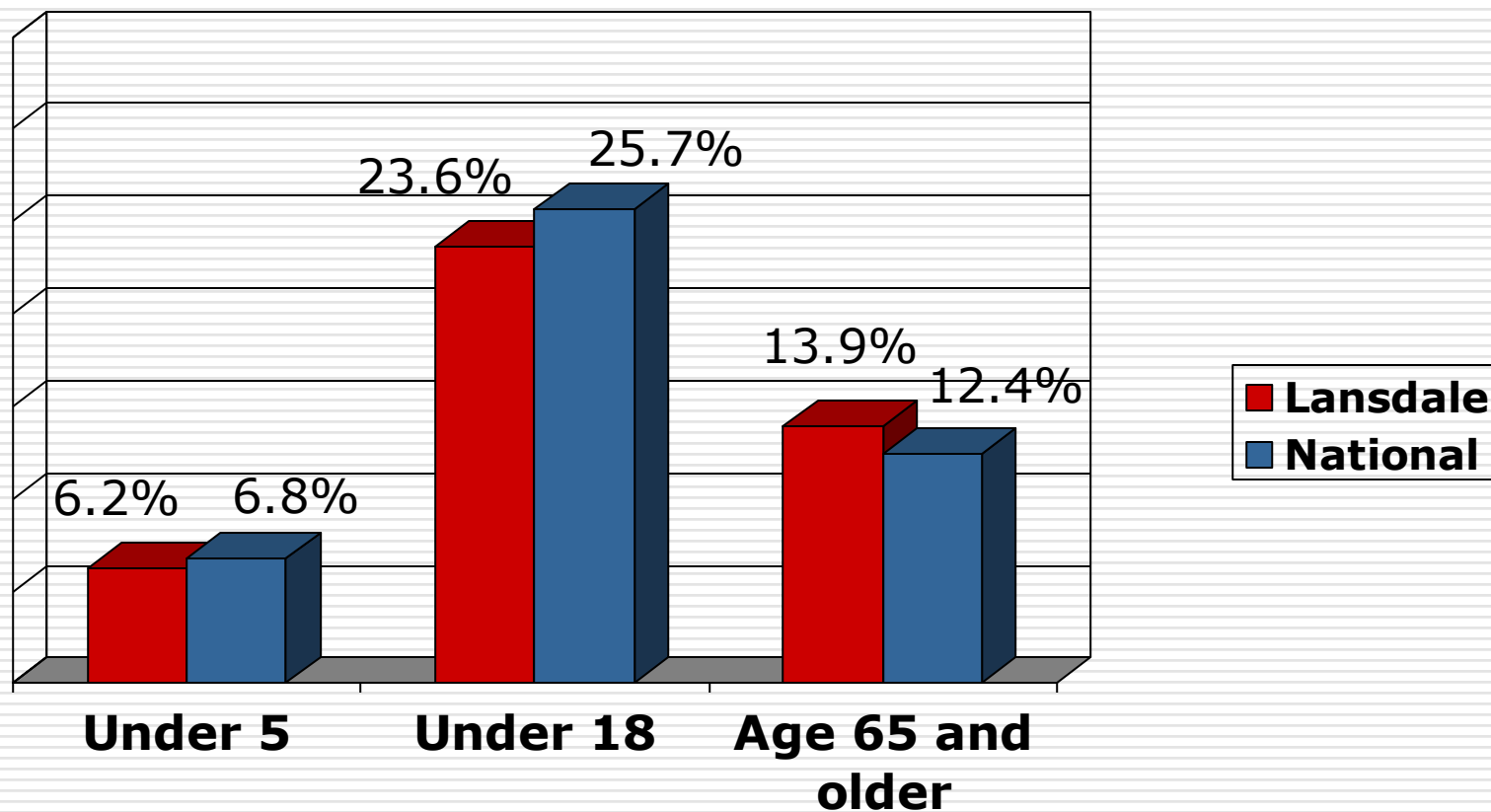


---

\*Data for 2015 is projected.

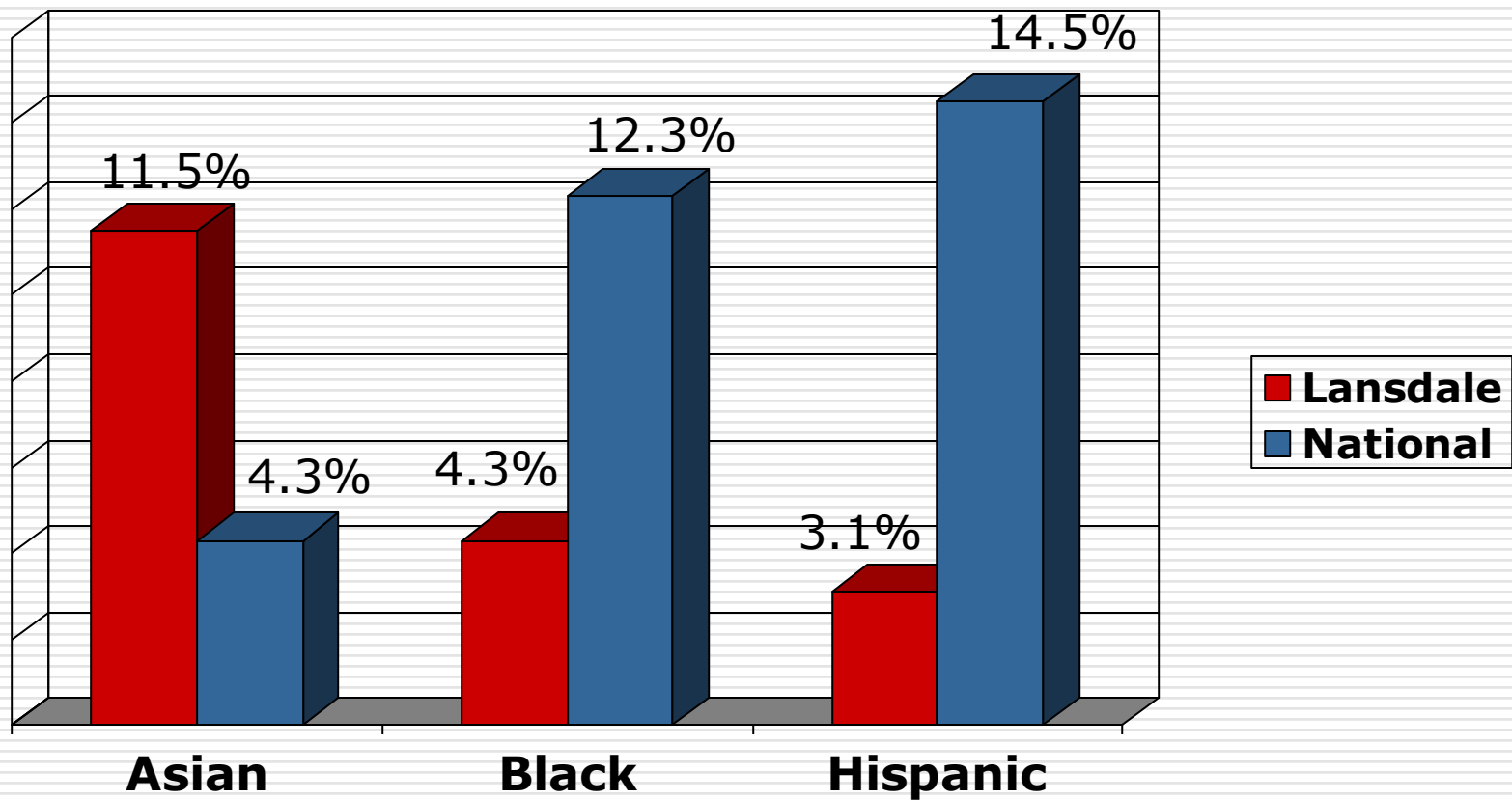
# Age Groups

---



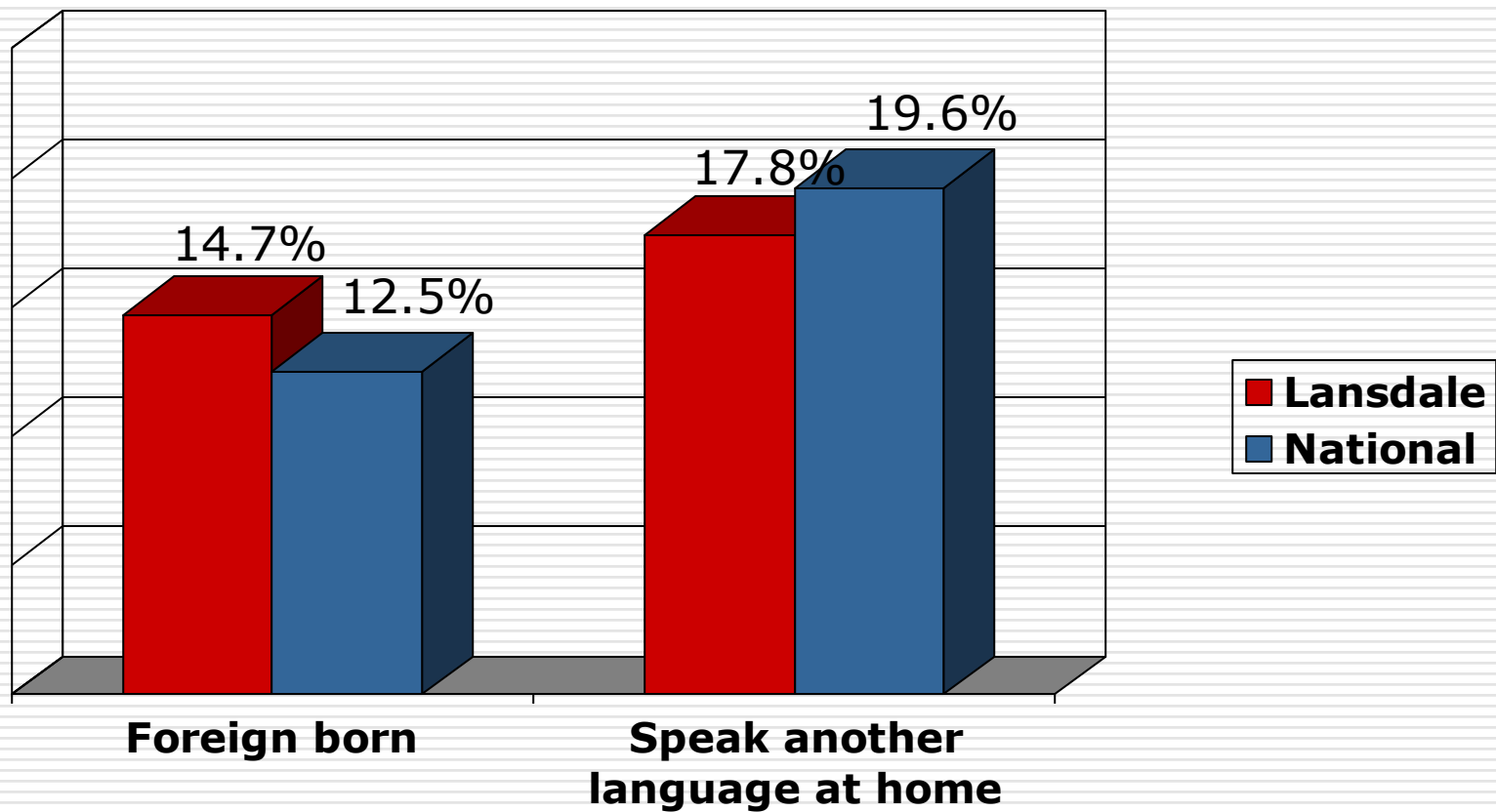
# Ethnic Minorities

---



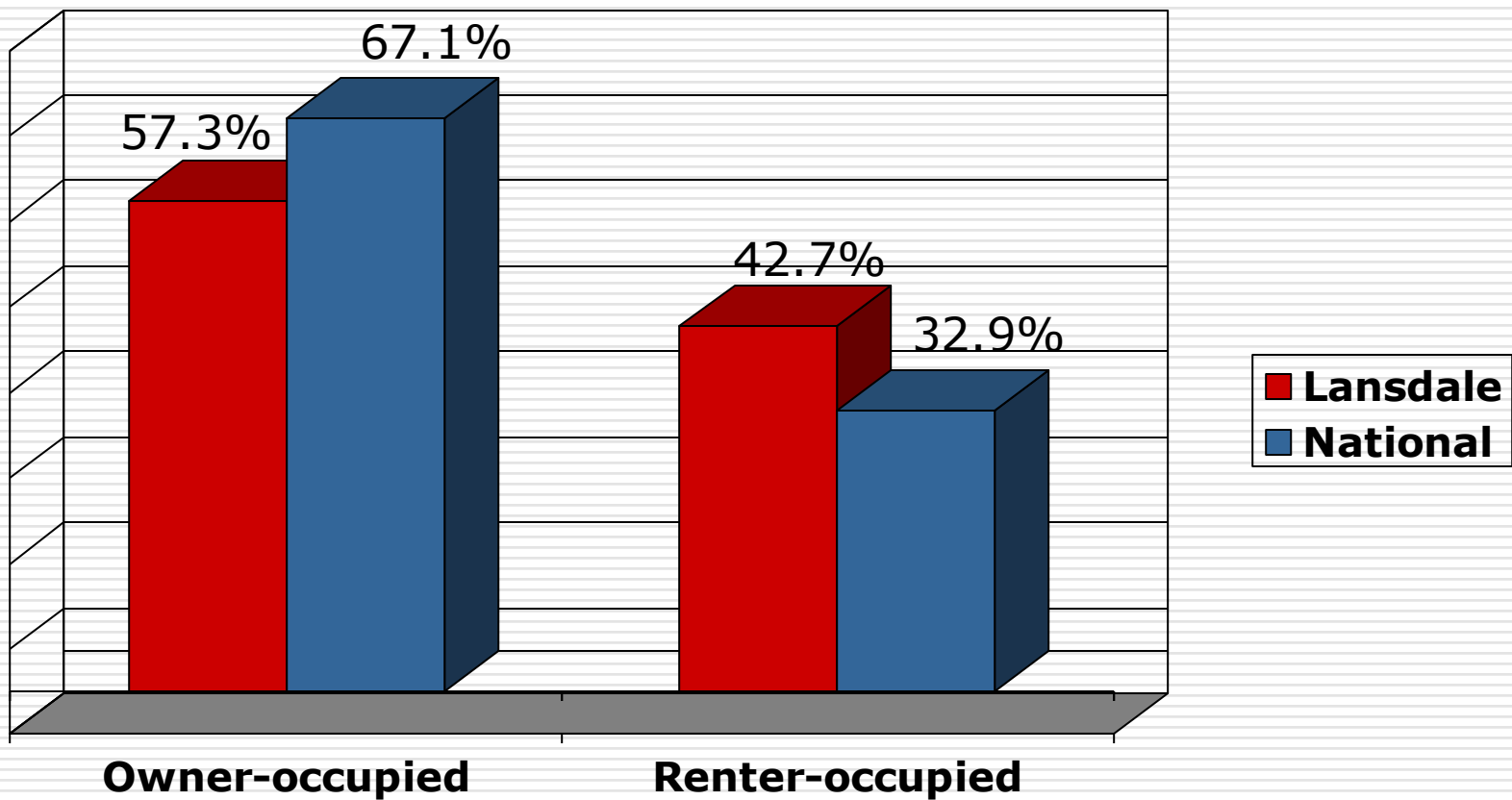
# Immigrants

---



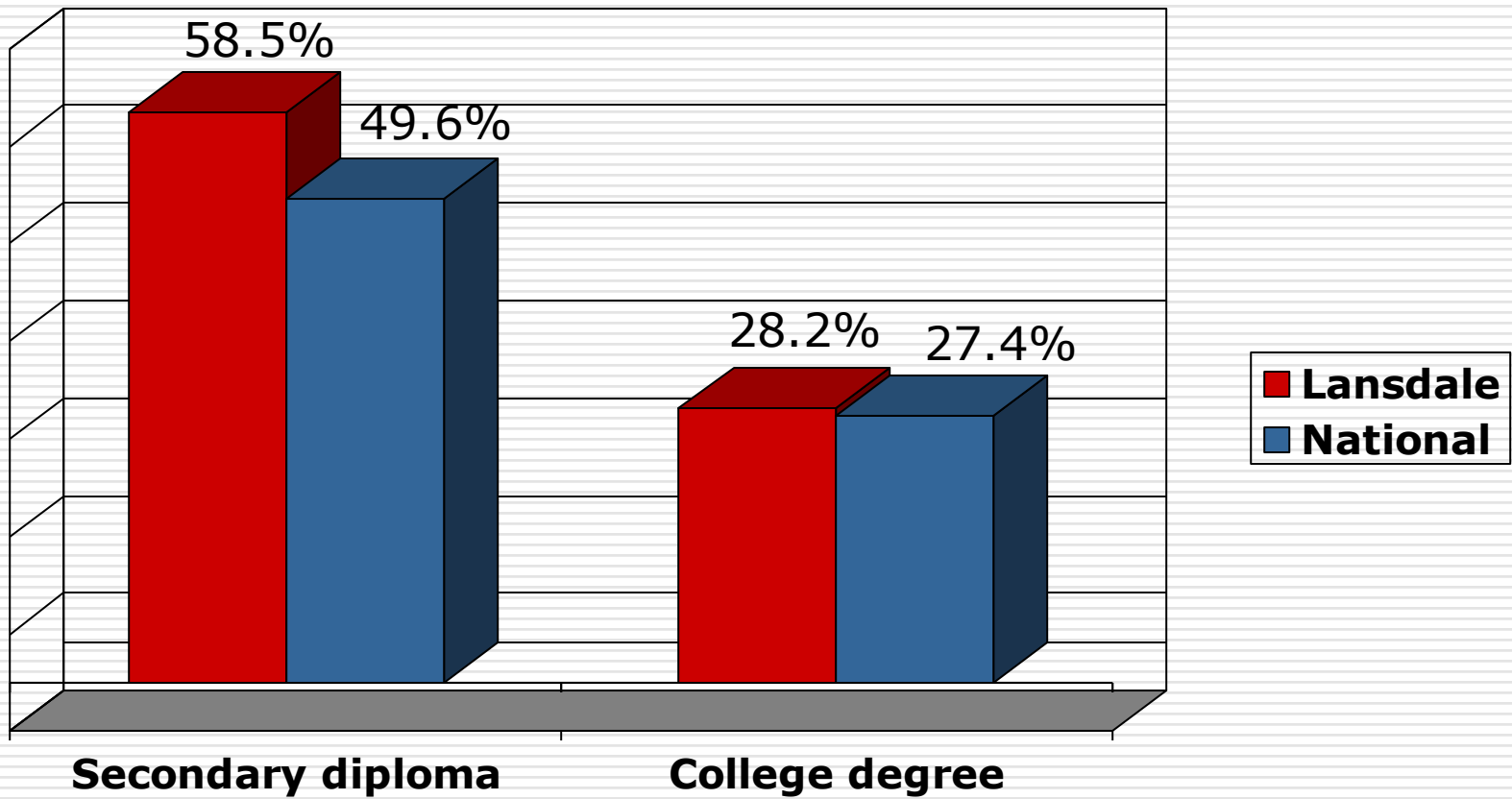
# Housing

---



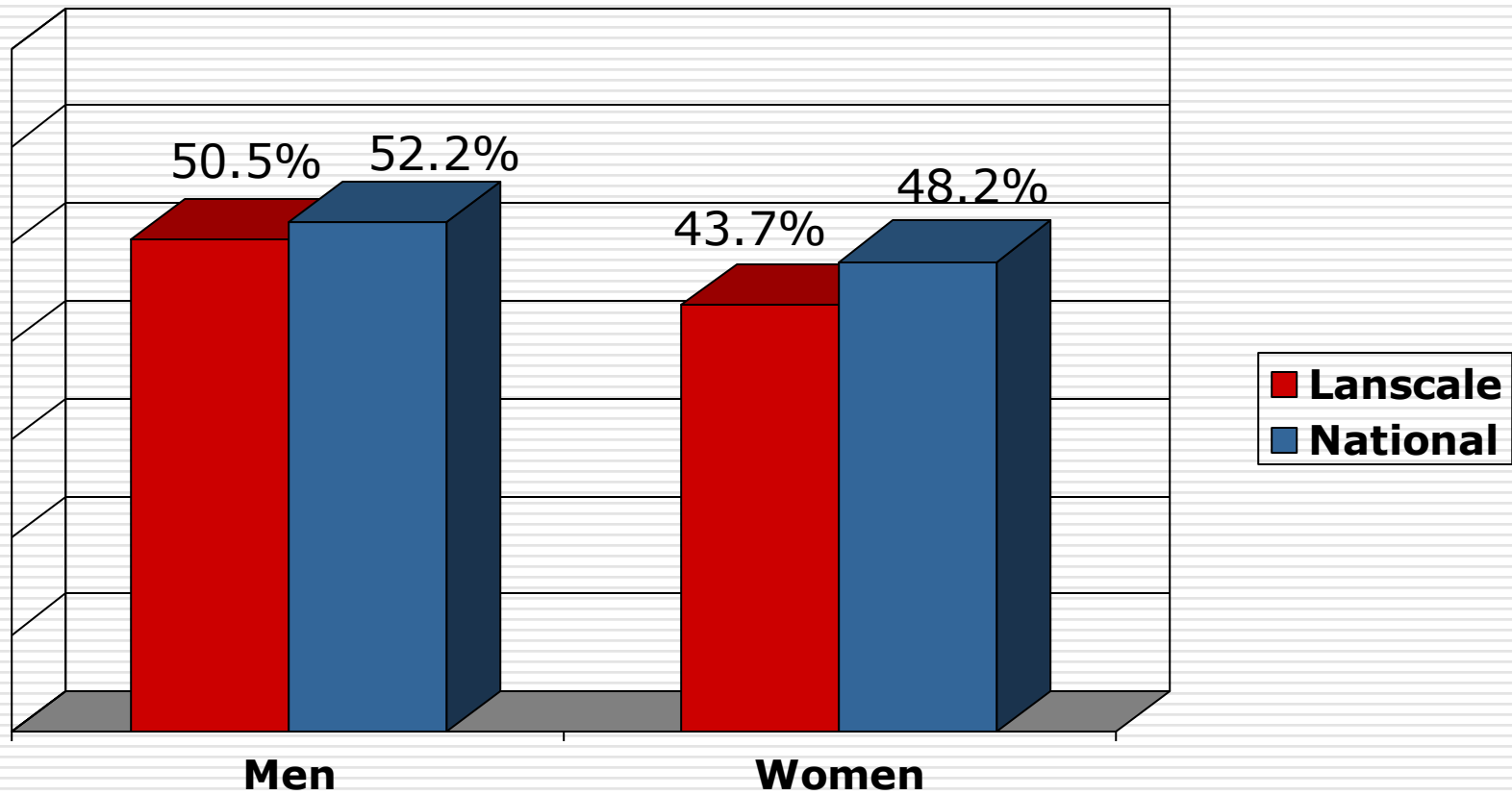
# Education

---



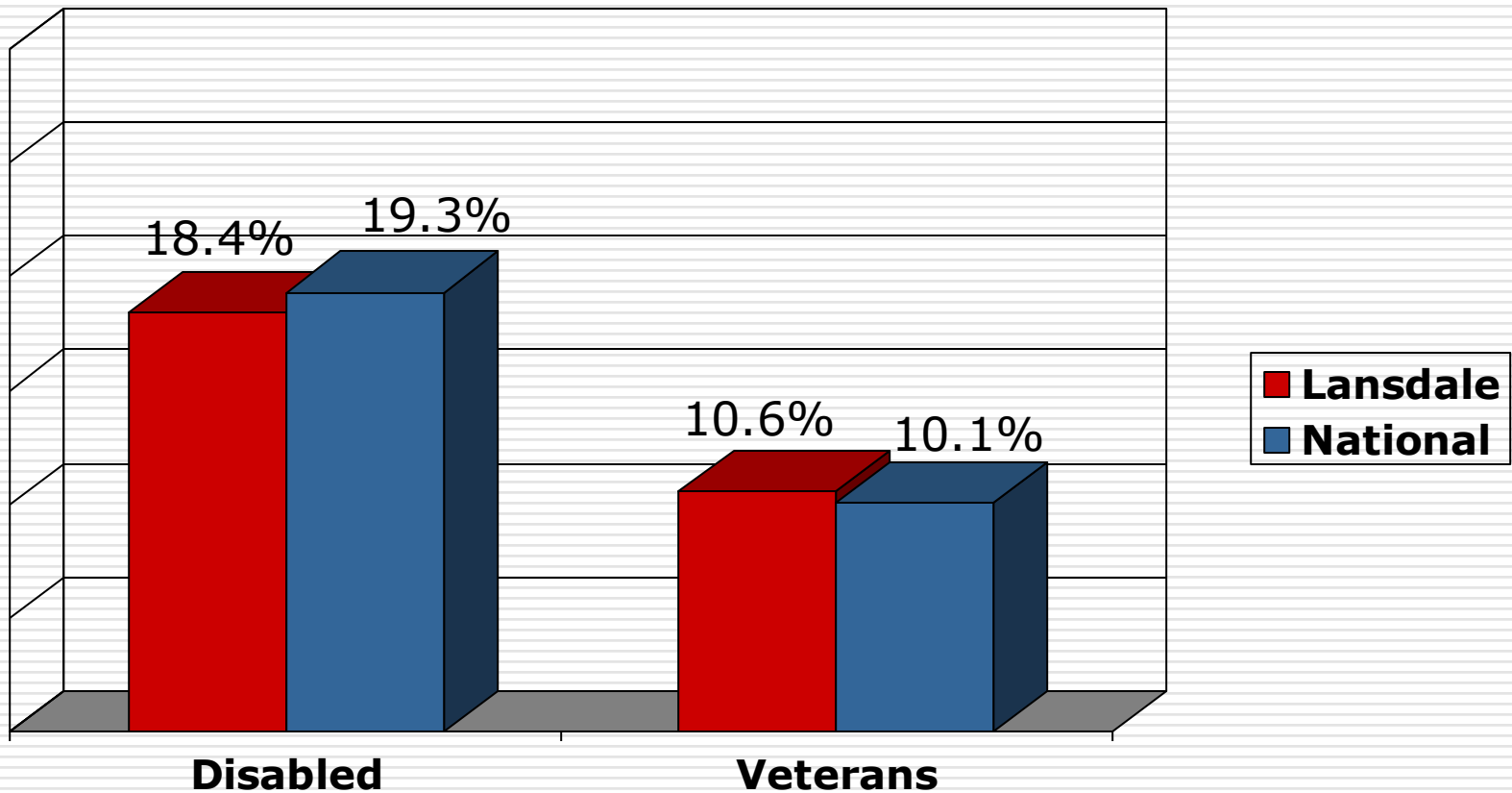
# Married

---



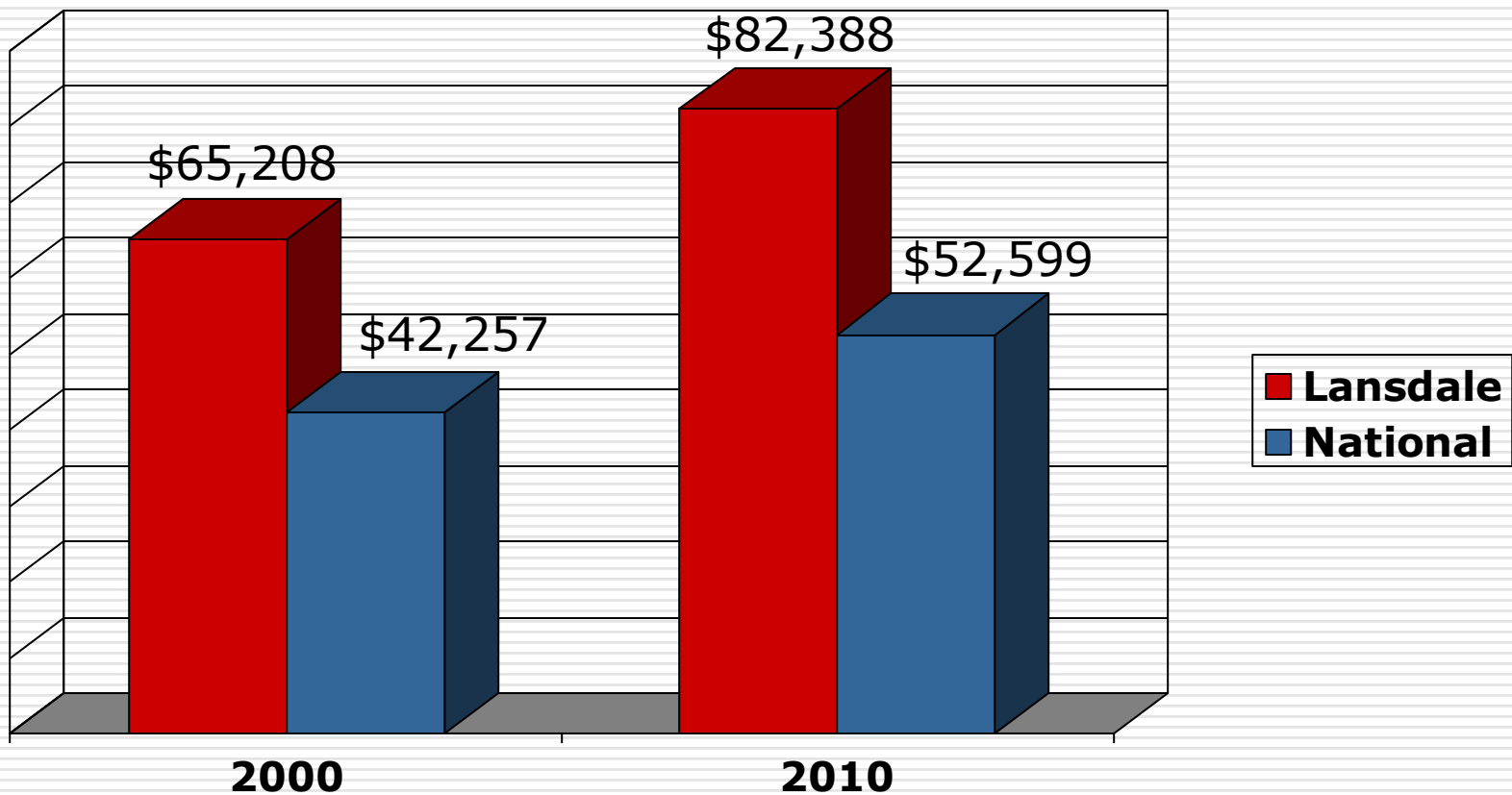
# Special Needs

---



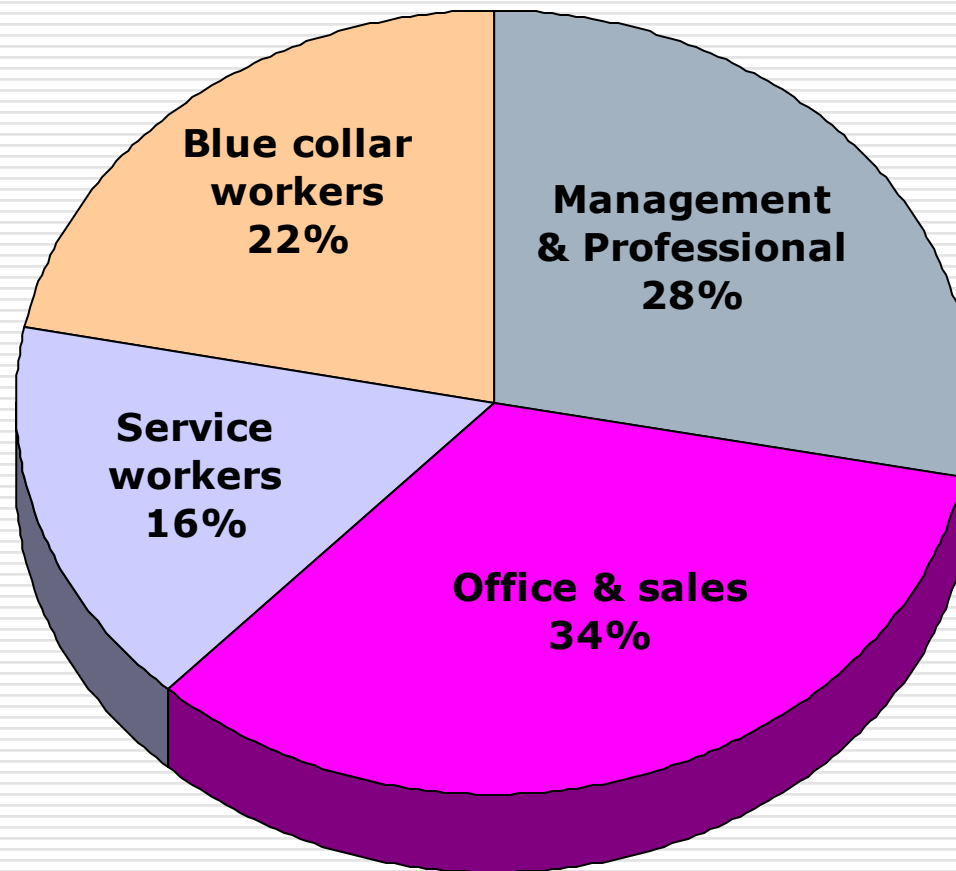
# Median Household Income

---



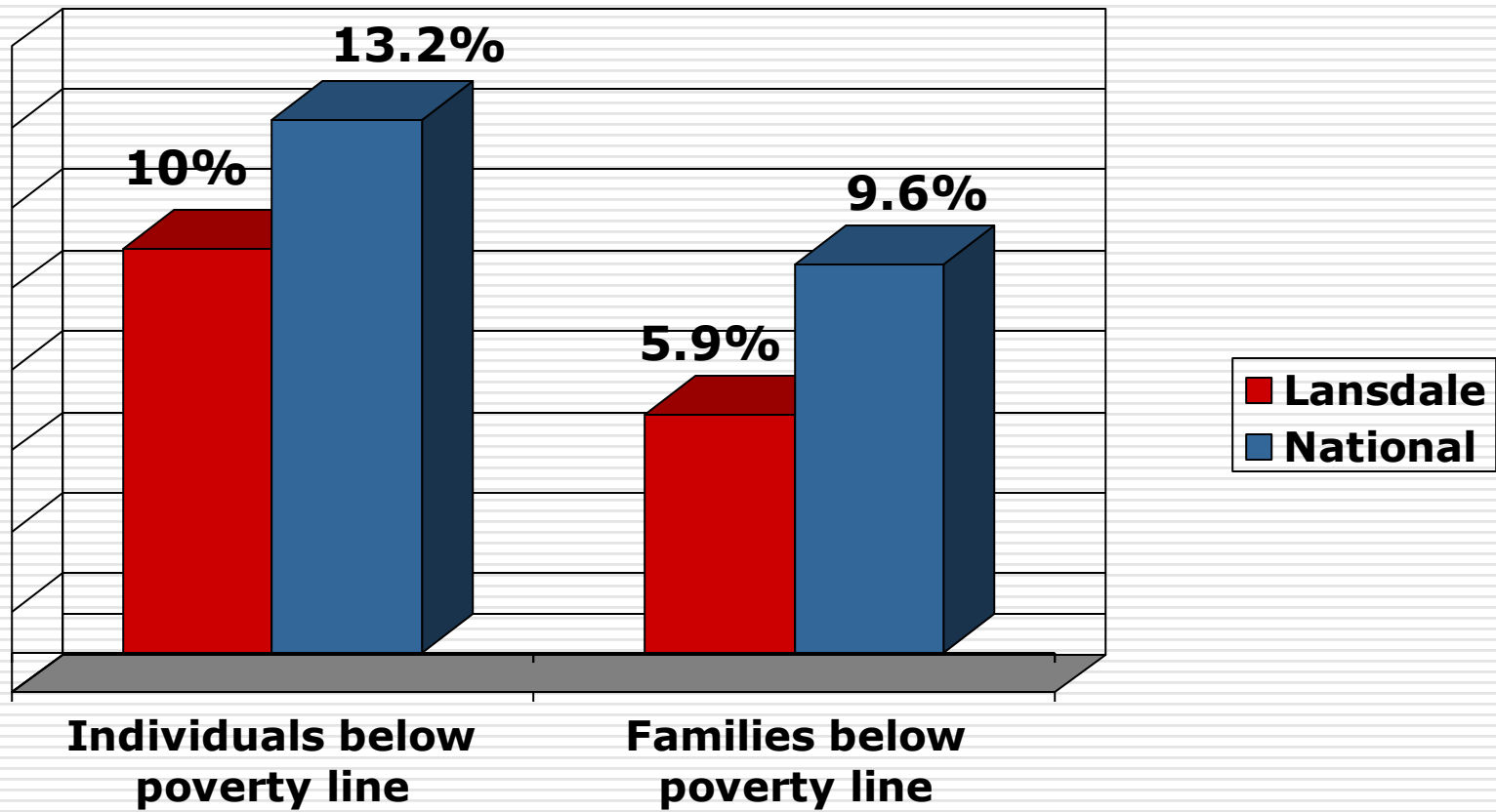
# Occupations

---



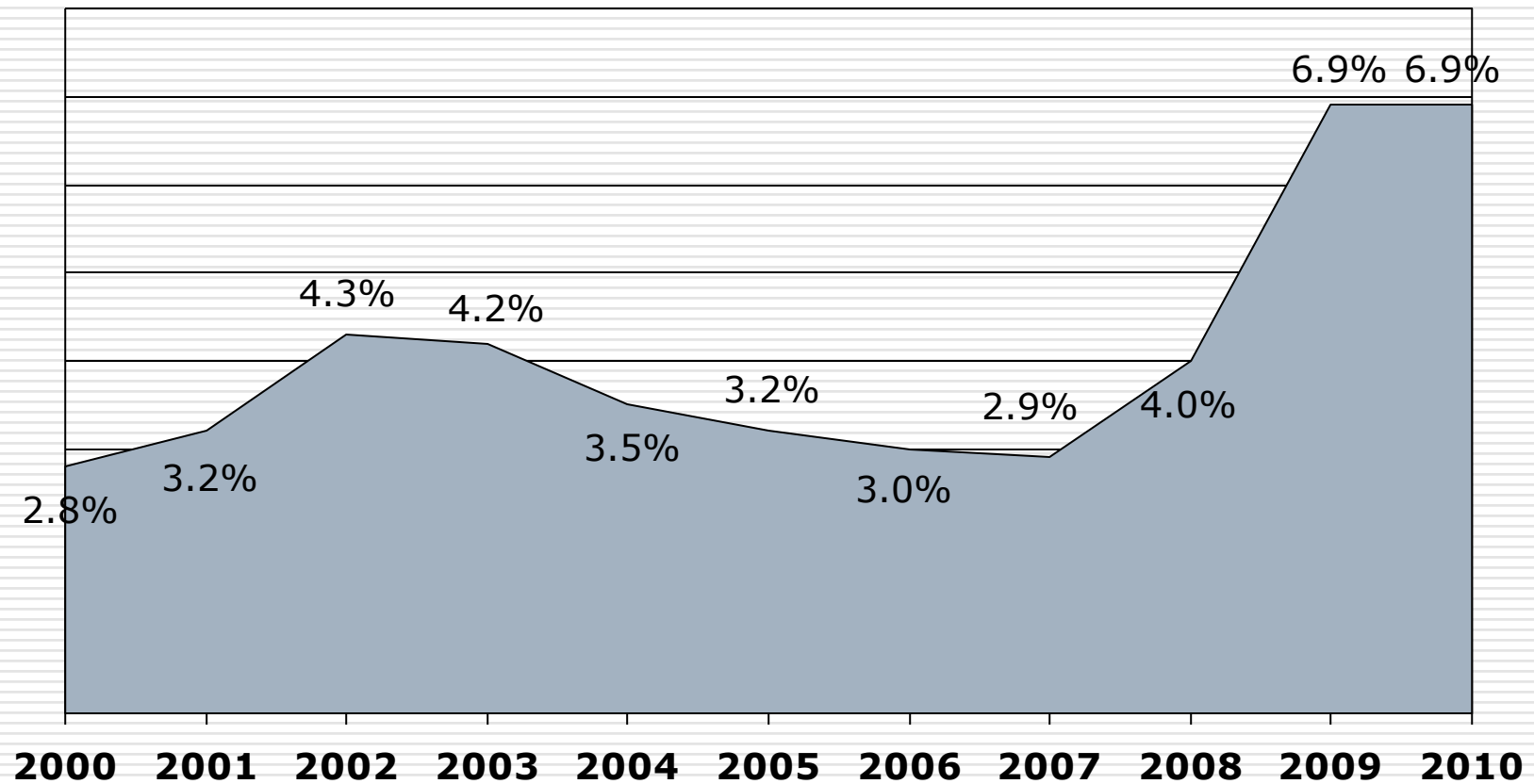
# Poverty

---



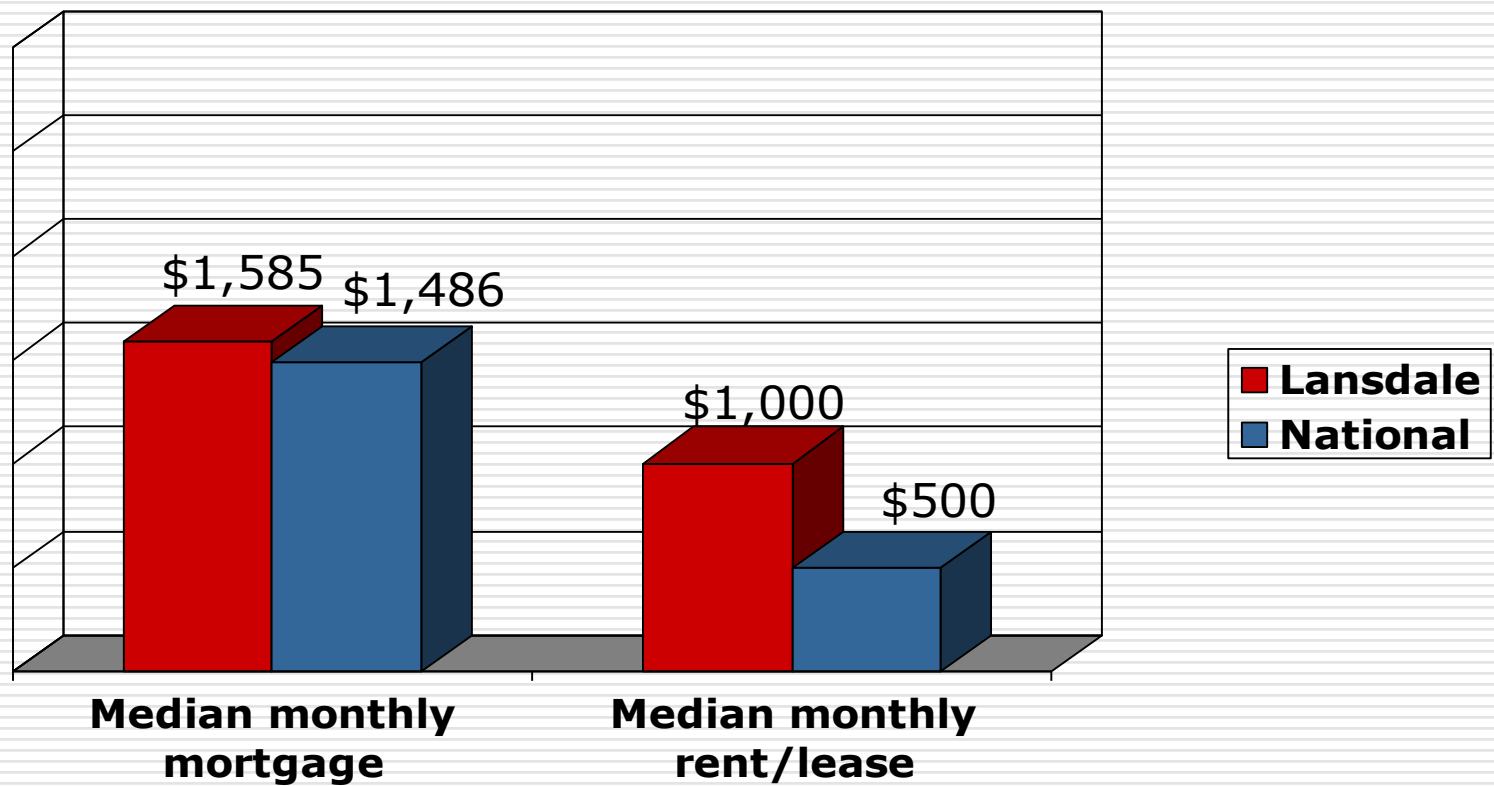
# Unemployment

---



# Cost of Housing

---

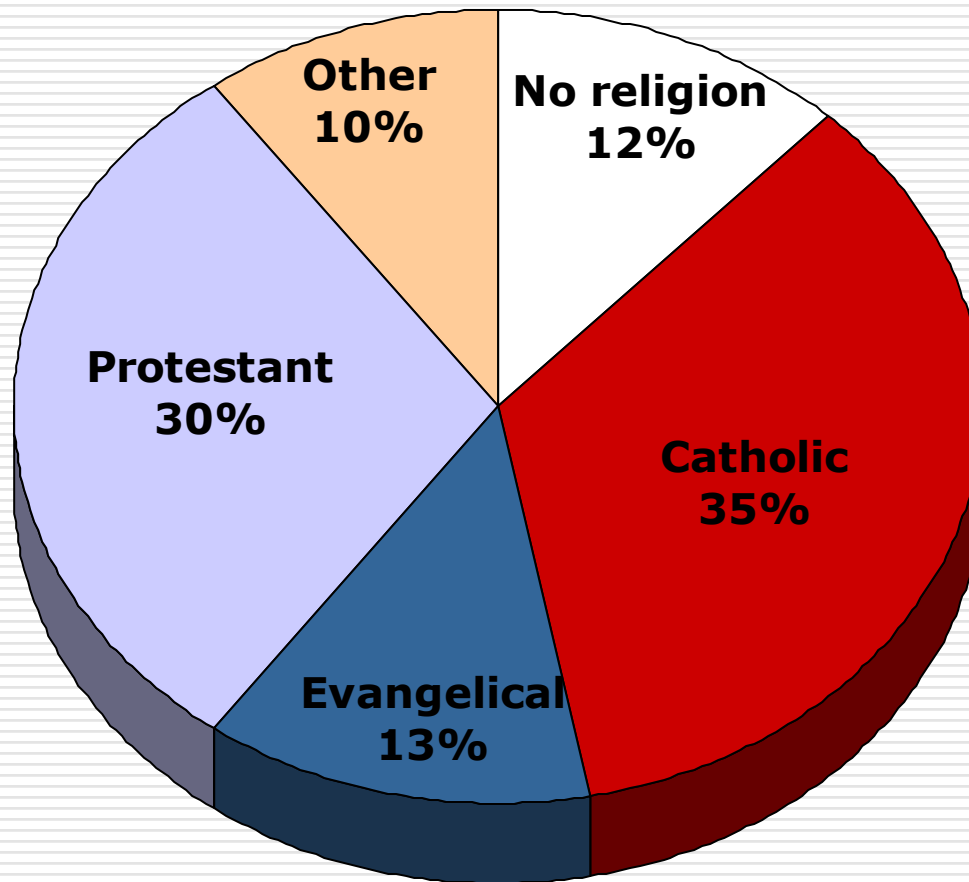


---

Source for rental data is U.S.  
Board of Realtors

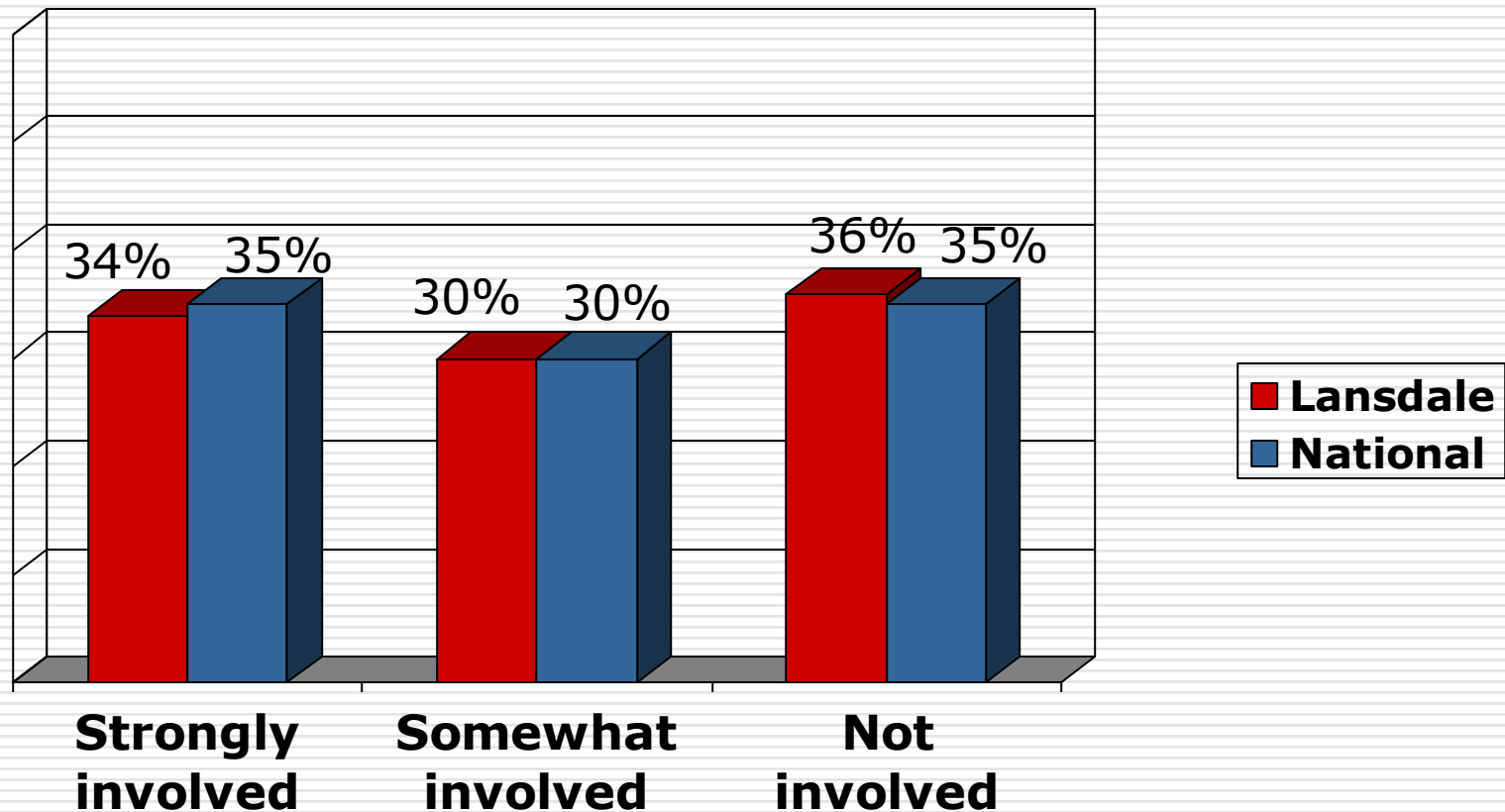
# Religious Preferences of Lansdale Residents

---



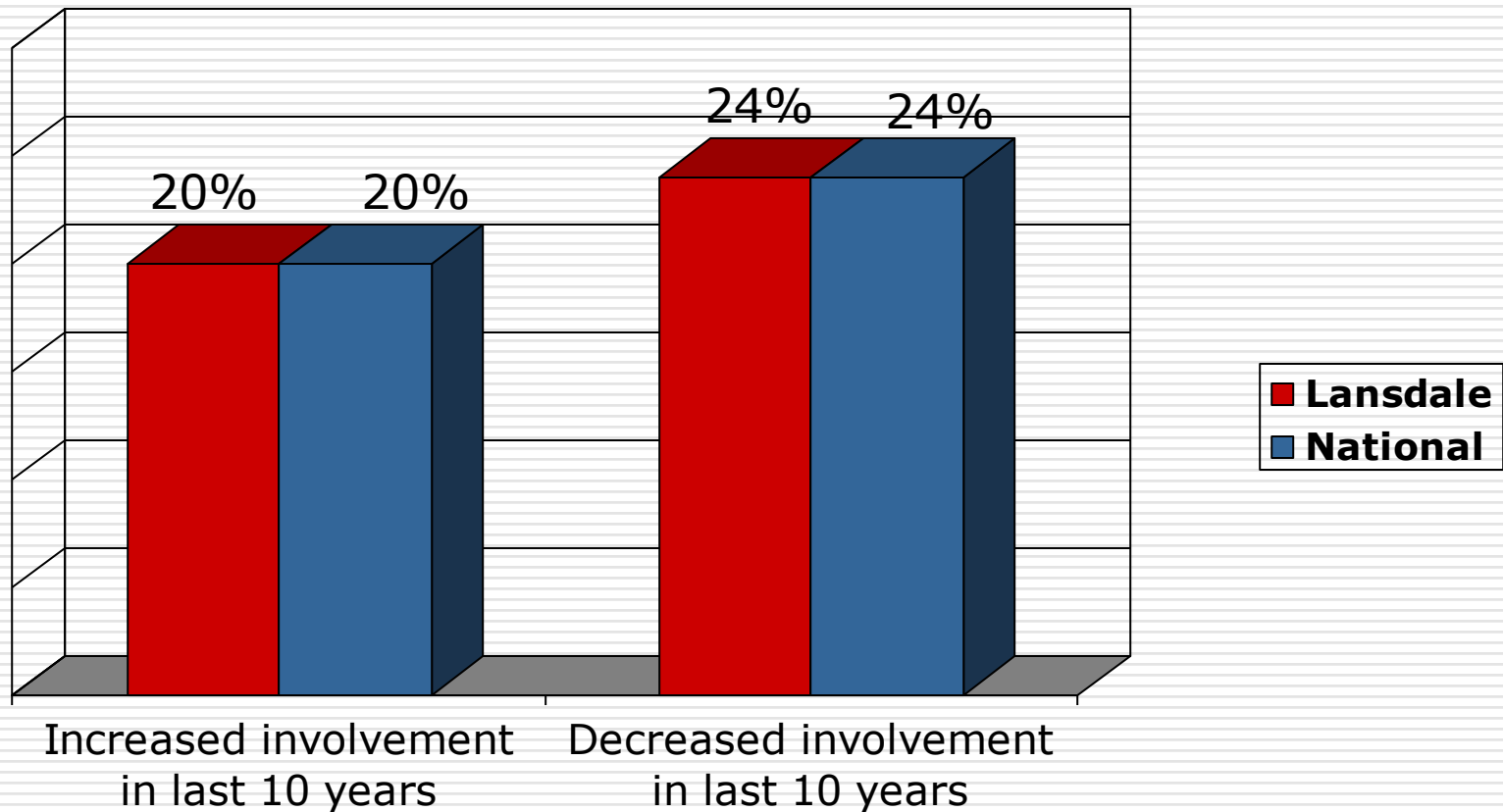
# Religious Involvement of Lansdale Residents

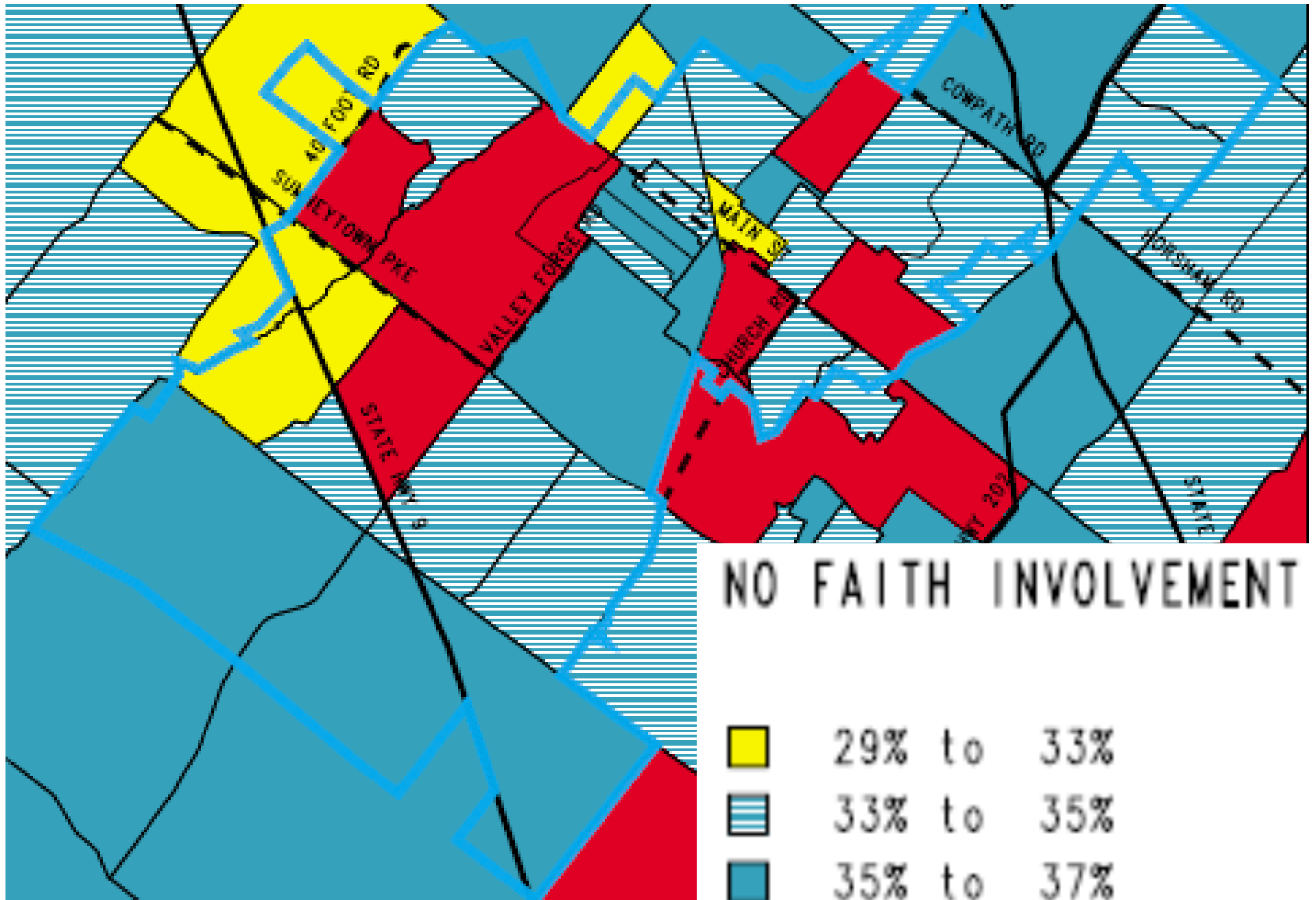
---







# Religious Involvement of Lansdale Residents

---

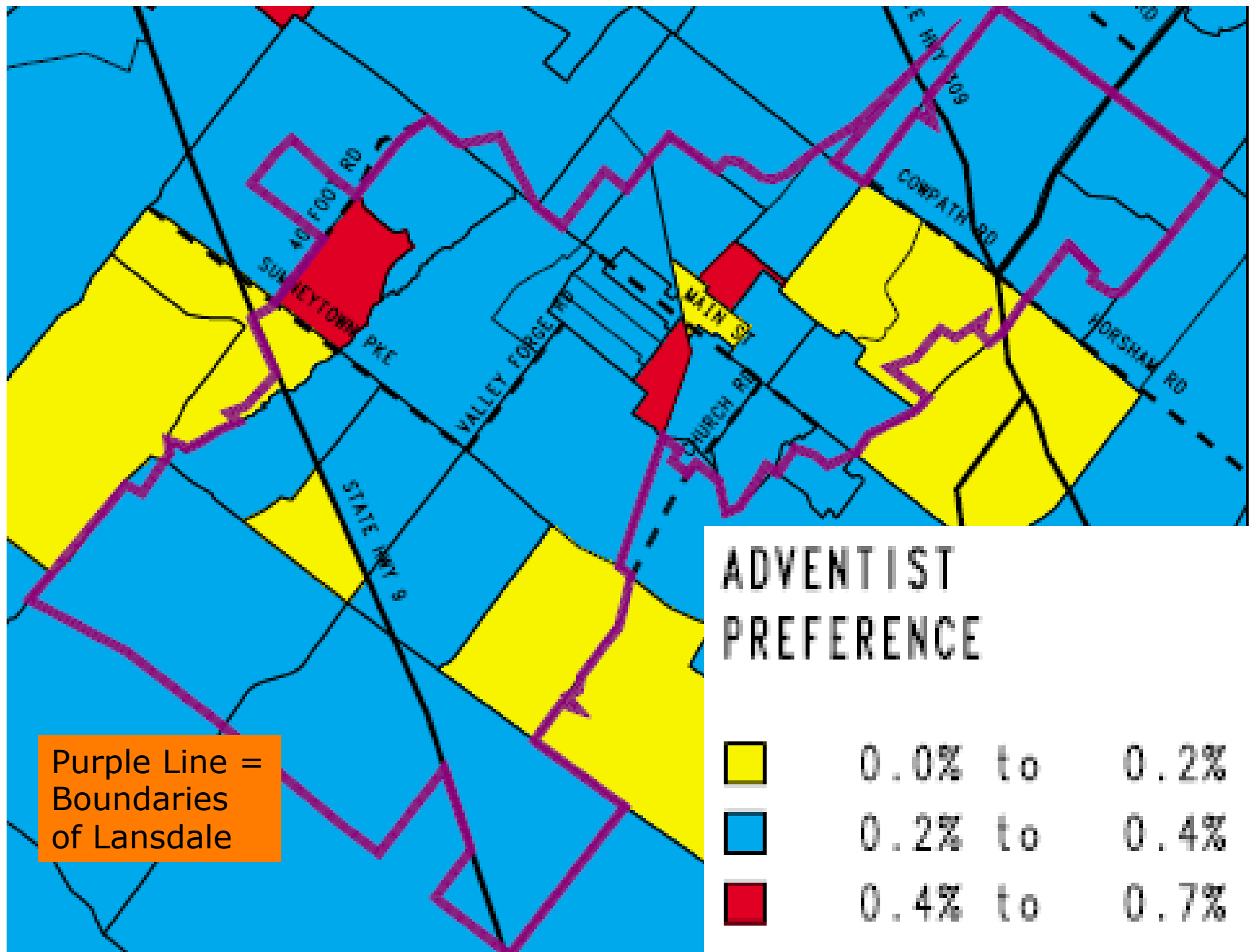




NO FAITH INVOLVEMENT

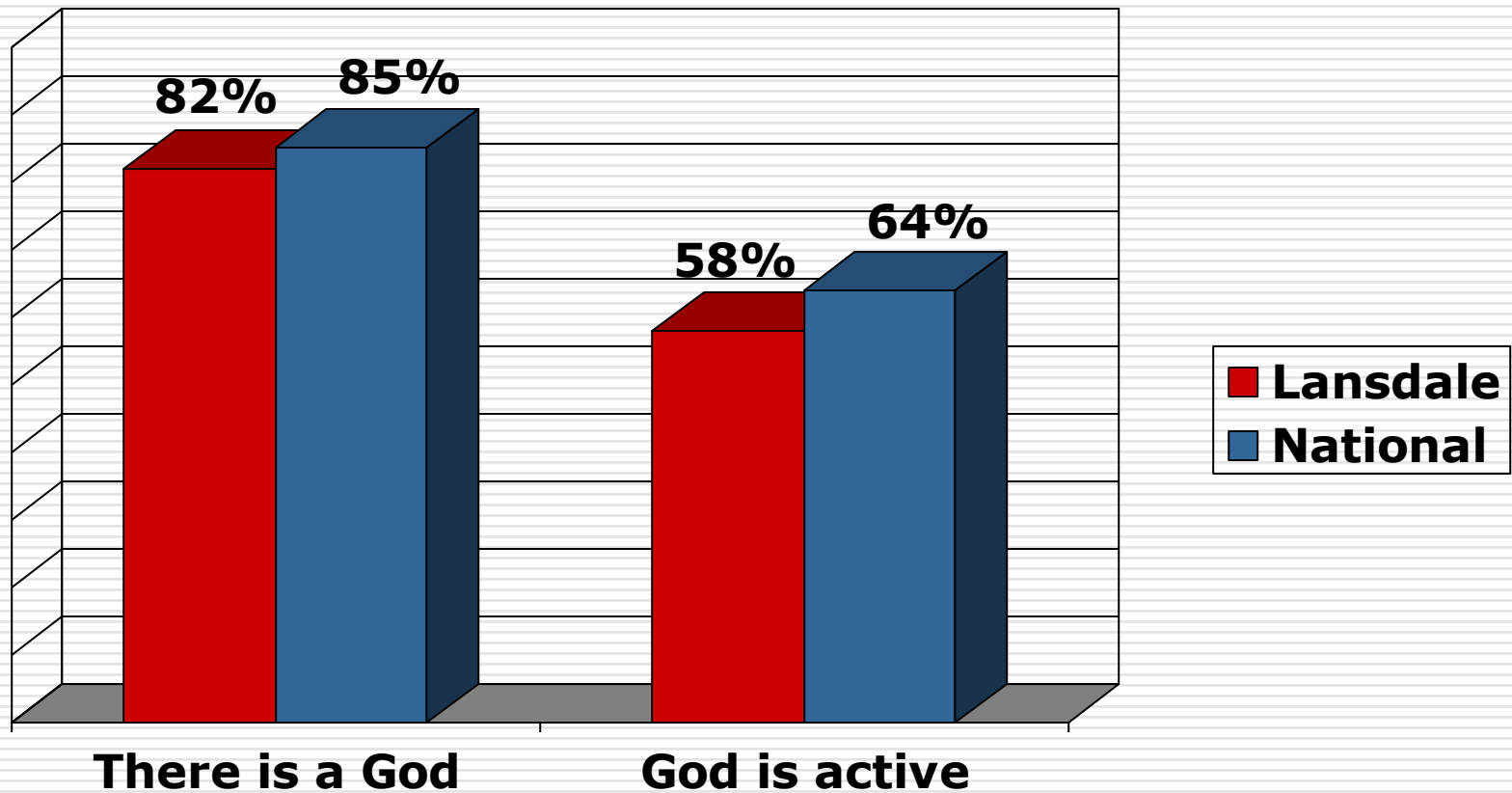
	29% to 33%
	33% to 35%
	35% to 37%
	37% to 41%

Blue line = boundaries of Lansdale



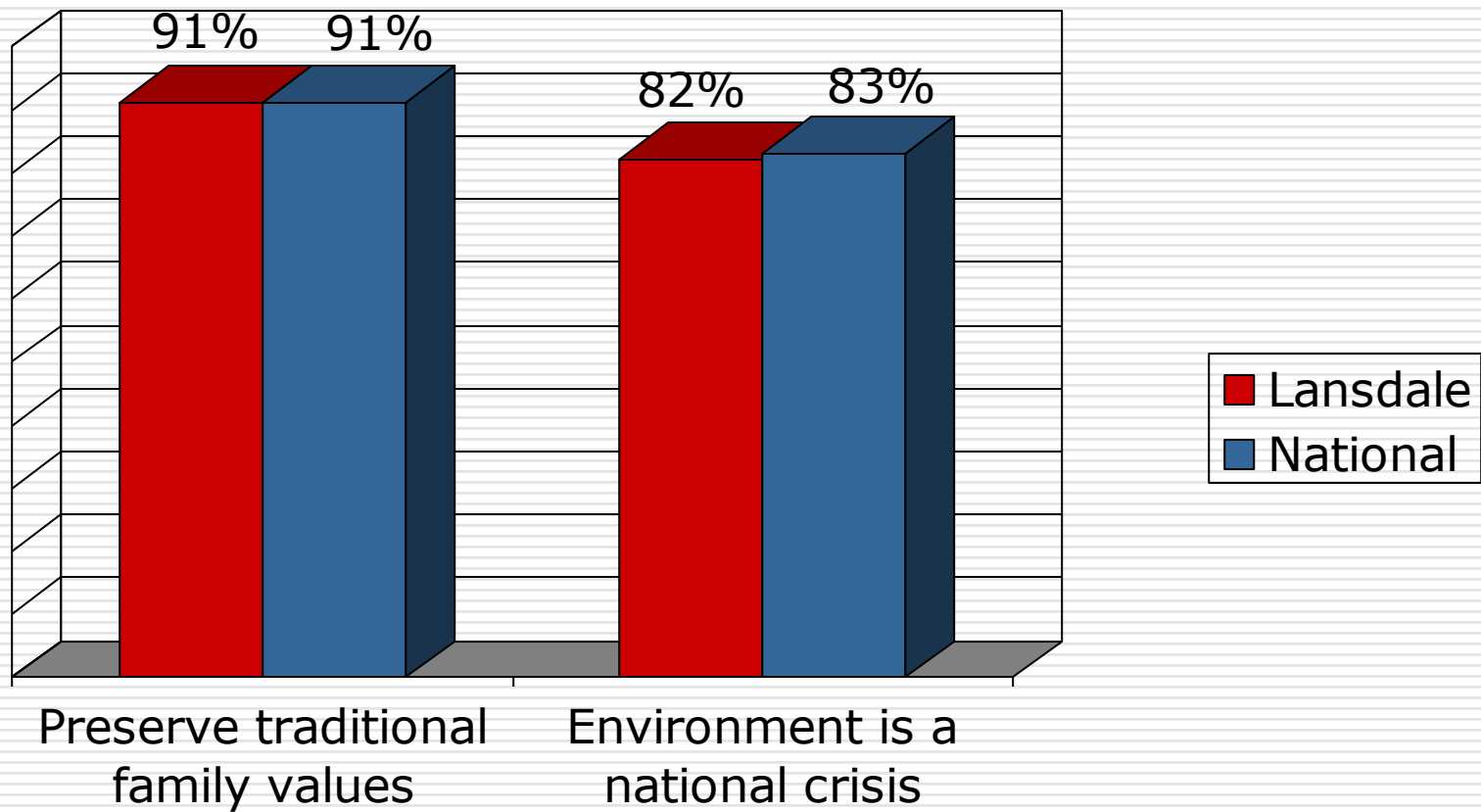
# Beliefs about God

---



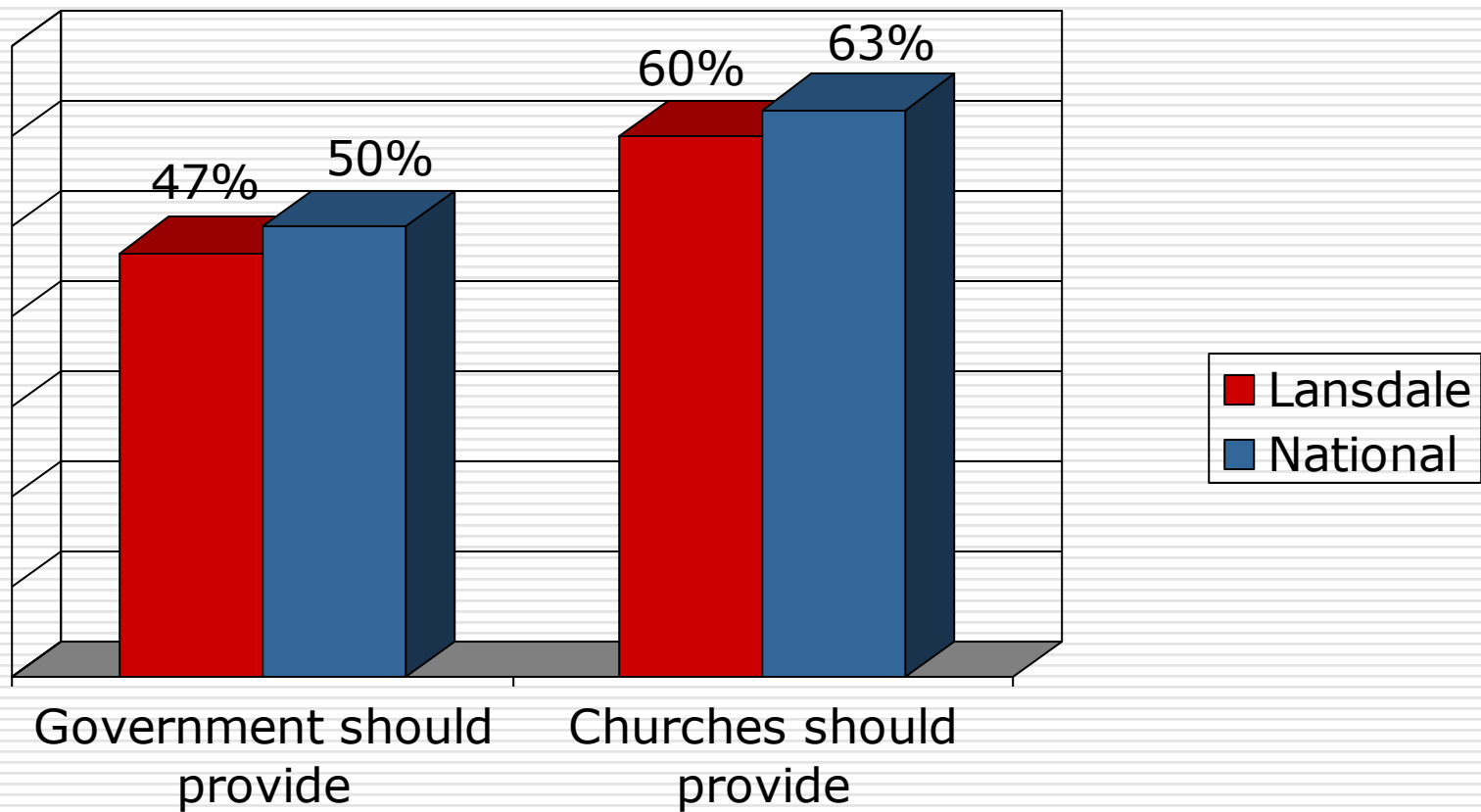
# Social Values

---



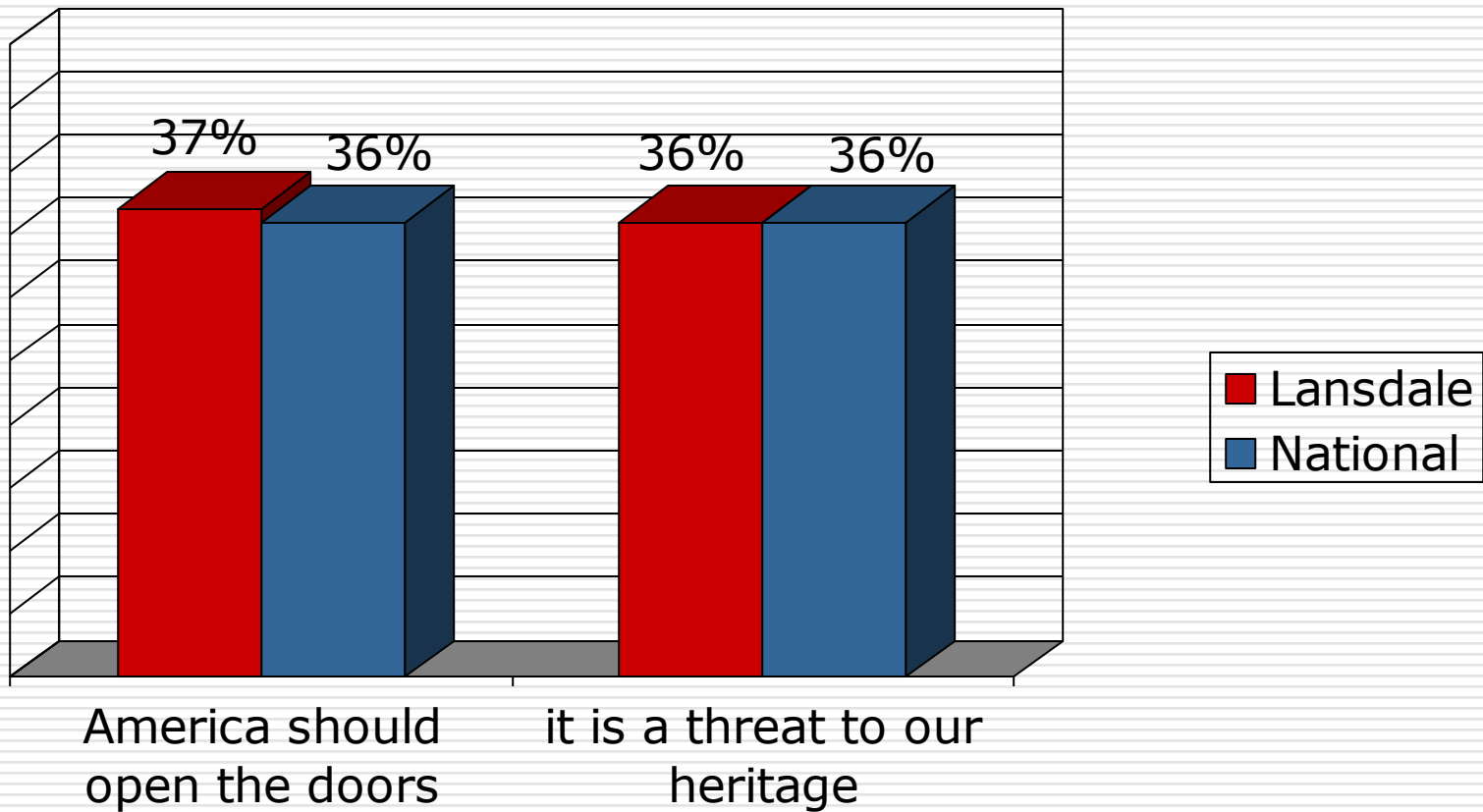
# Community Services

---



# Ethnic Change

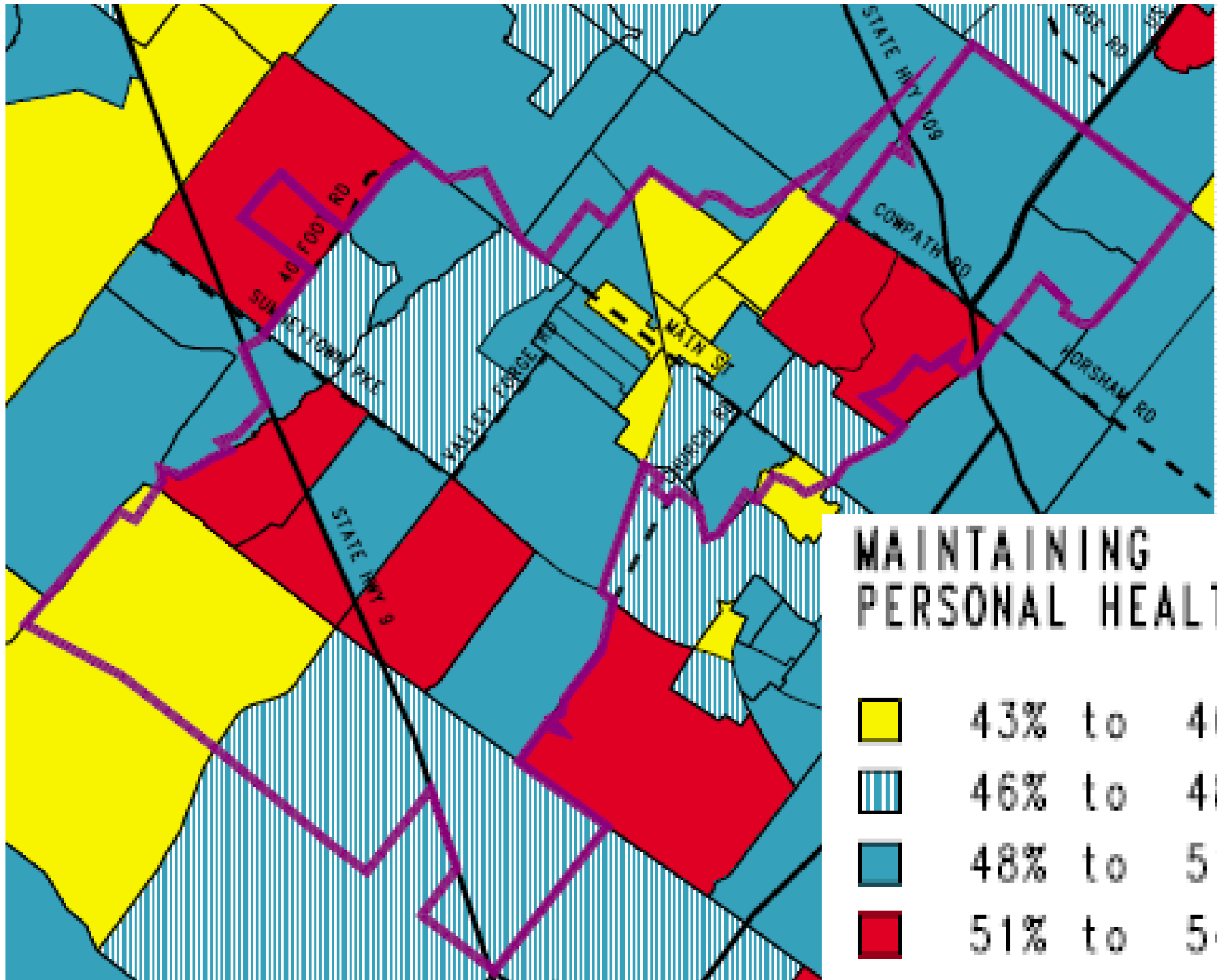
---

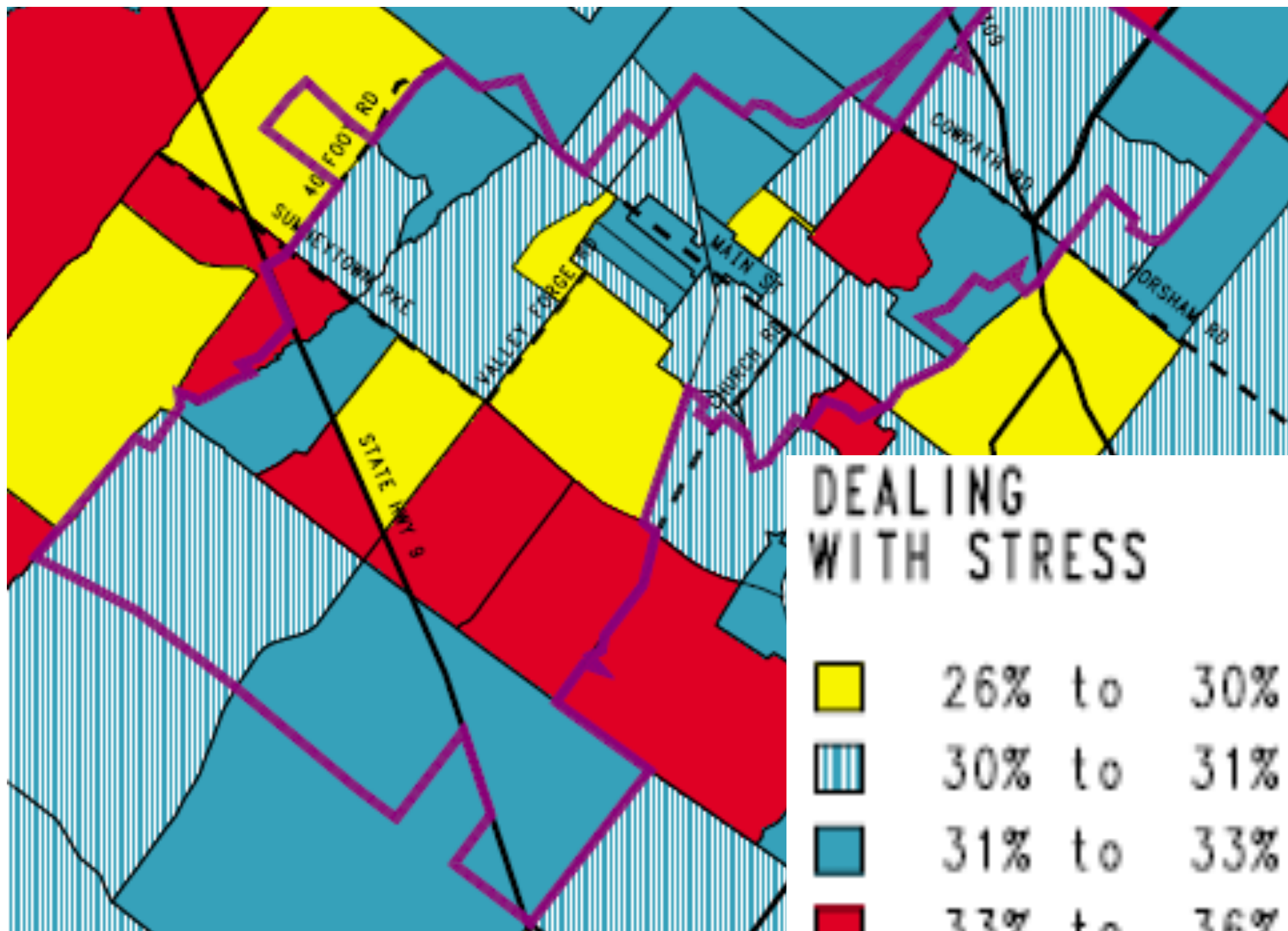


# Top Needs in the Community

---

- ☐ 55% Achieving financial security
  - ☐ 48% Maintaining personal health
  - ☐ 31% Dealing with stress
  - ☐ 30% Finding time for recreation
  - ☐ 30% Finding health insurance
  - ☐ 29% Day-to-day financial worries
  - ☐ 28% Better quality health care
-





# Needs in the Community 2

---

- ❑ 26% Neighborhood crime & safety
  - ❑ 23% Achieving a fulfilling marriage
  - ❑ 23% Finding good schools
  - ❑ 21% Finding a satisfying job/career
  - ❑ 20% Finding retirement opportunities
  - ❑ 18% Finding friendship
  - ❑ 17% Dealing with child/teen problems
  - ❑ 17% Care for aging parents
-

## More Needs in the Community 3

---

- ☐ 15% Finding direction in life
  - ☐ 15% Developing parenting skills
  - ☐ 14% Dealing with substance abuse
  - ☐ 13% Finding a job
  - ☐ 13% Dealing with ethnic prejudice
  - ☐ 13% Problems in the schools
  - ☐ 12% Finding a good church
  - ☐ 12% Dealing with social injustice
  - ☐ 10% Affordable housing
-

# Low-priority Community Needs

---

- ☐ 9% Domestic violence & abuse
  - ☐ 9% Finding spiritual teaching
  - ☐ 7% Obtaining an education
  - ☐ 6% Providing adequate food
  - ☐ 6% Finding child care
  - ☐ 3% Dealing with divorce
  - ☐ 3% Concern about gangs
-

# Church Programs People Want

---

- ☐ 36% Family activities & outings
  - ☐ 32% Active retirement program
  - ☐ 31% Bible study & prayer group
  - ☐ 30% Youth activities
  - ☐ 24% The arts, music, drama, etc.
  - ☐ 23% Doctrinal classes
  - ☐ 21% Family counseling
  - ☐ 15% Care for the terminally ill
  - ☐ 15% Marriage enrichment events
-

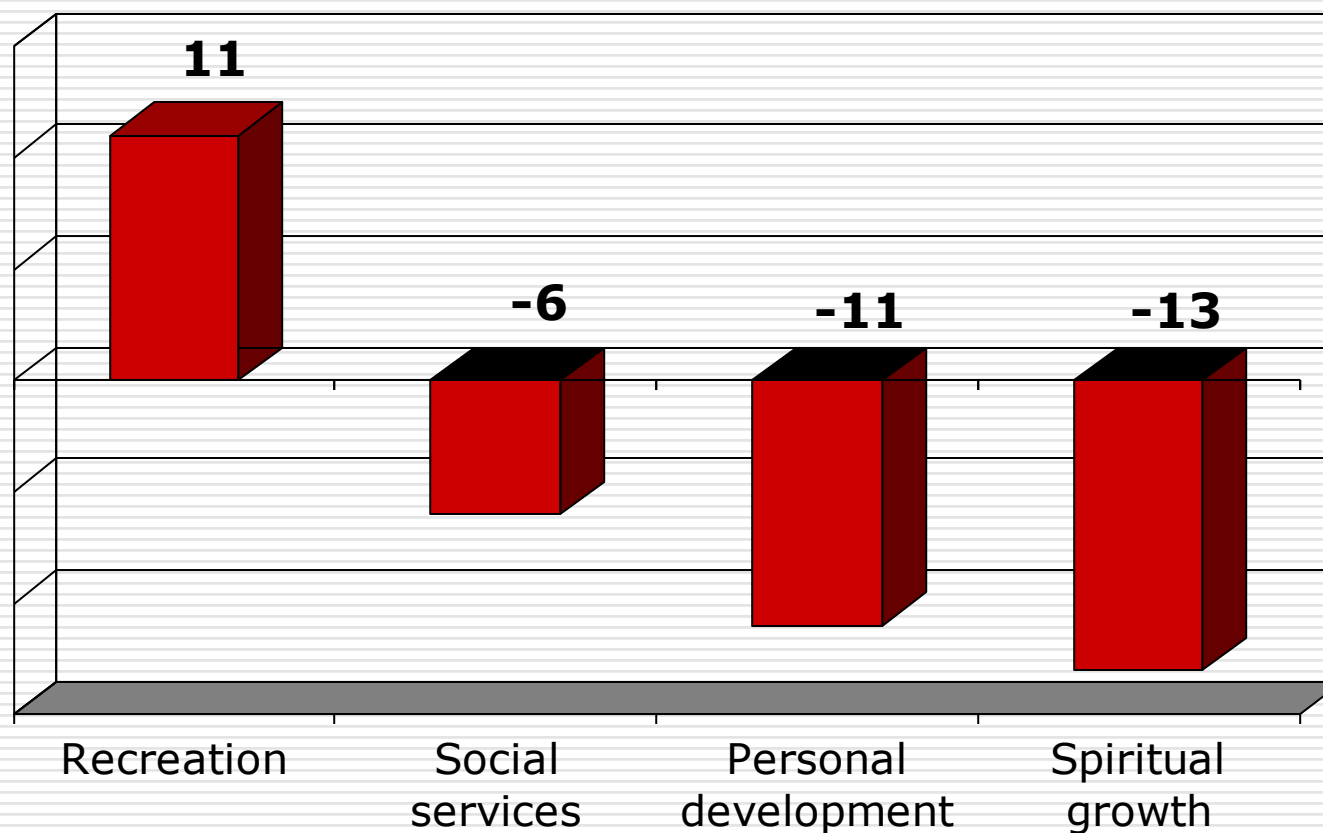
# Church Programs People Want

---

- ☐ 11% Spiritual retreats
  - ☐ 9% Food & clothing resource center
  - ☐ 7% Church-sponsored school
  - ☐ 6% Parent training classes
  - ☐ 6% Day care for children
  - ☐ 5% Sports or camping
  - ☐ 2% 12-step group
  - ☐ 2% Divorce recovery
-

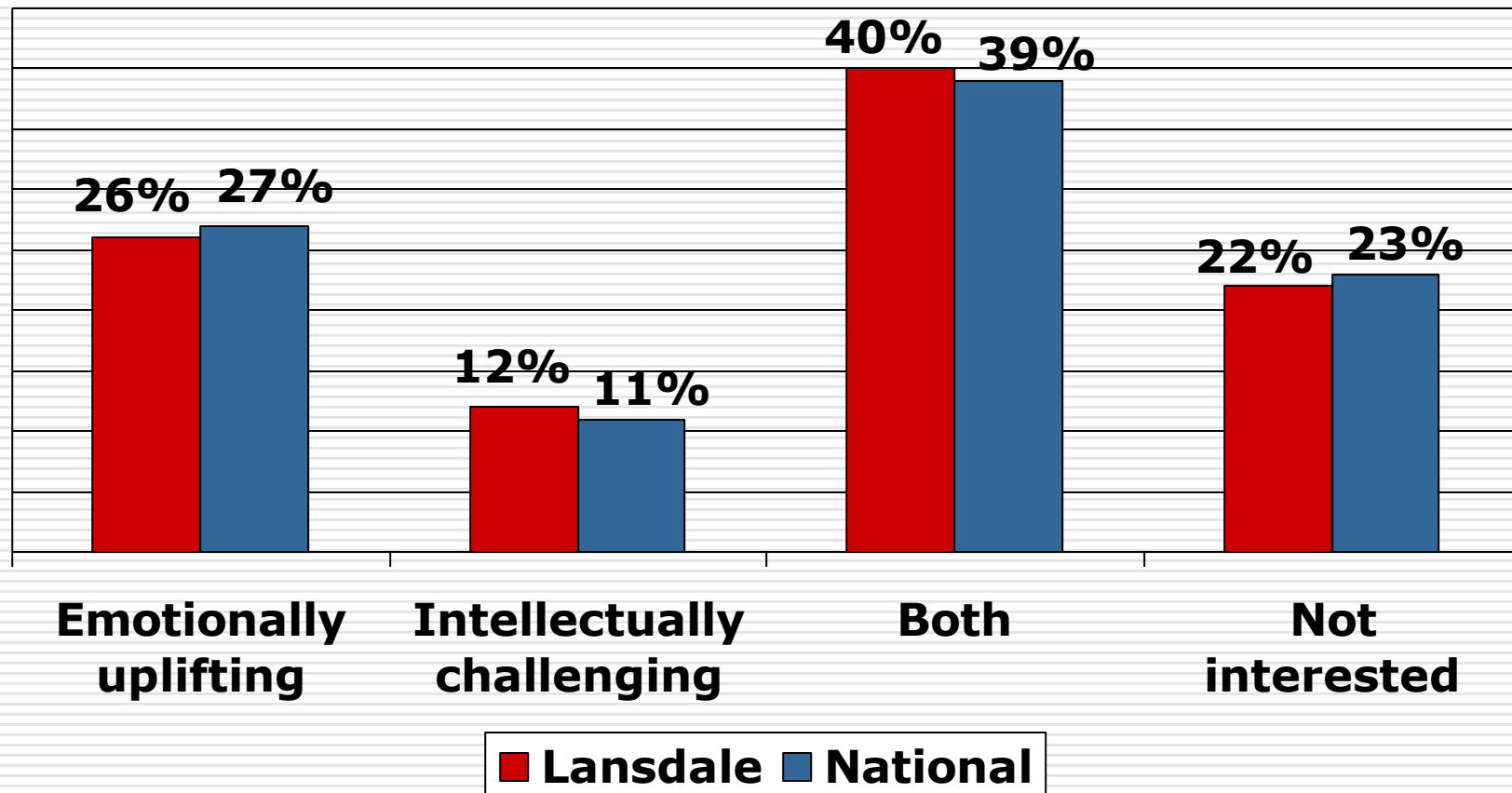
# Church Program Preferences Index

---



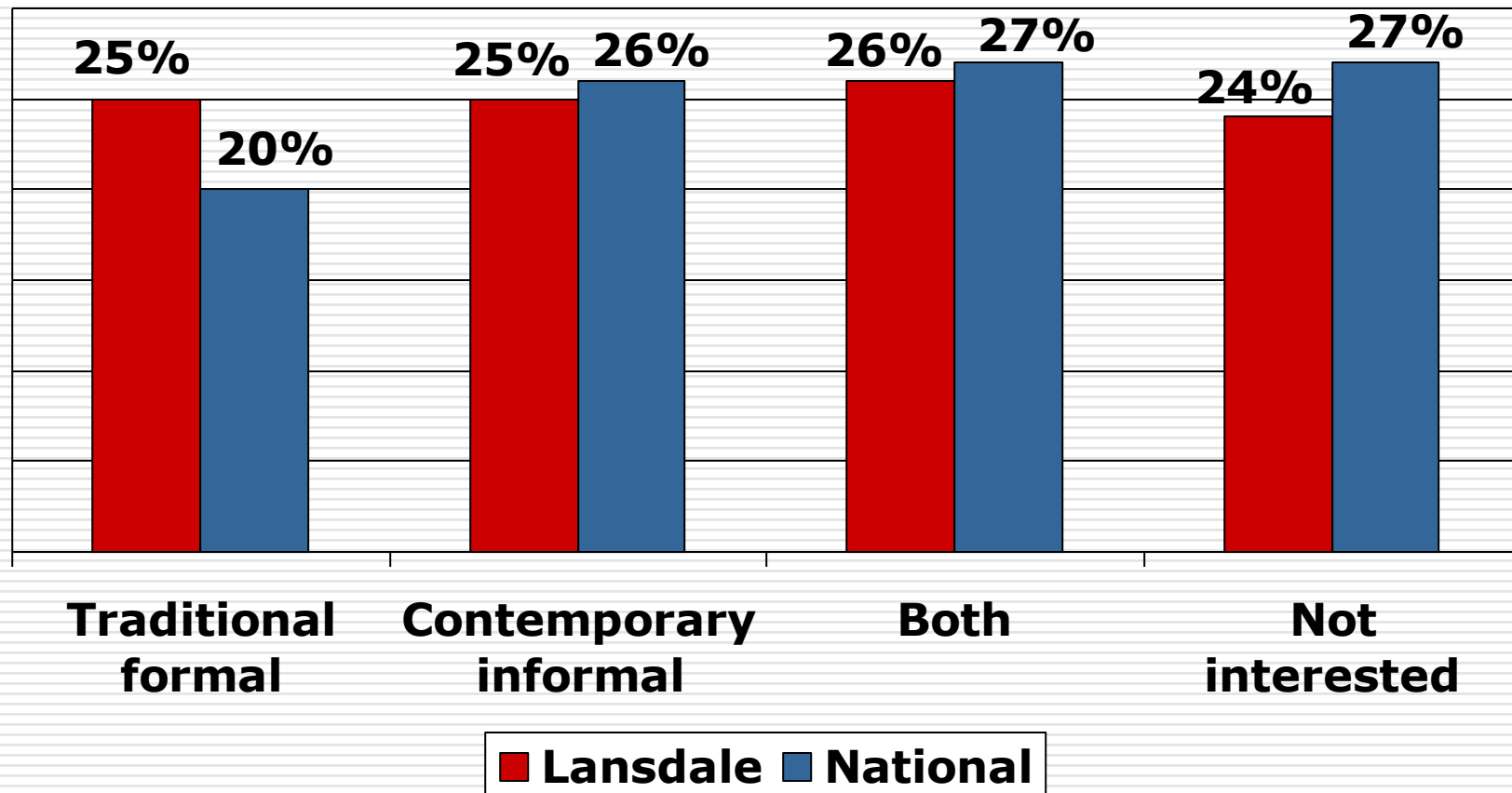
# Worship Style Preferences

---



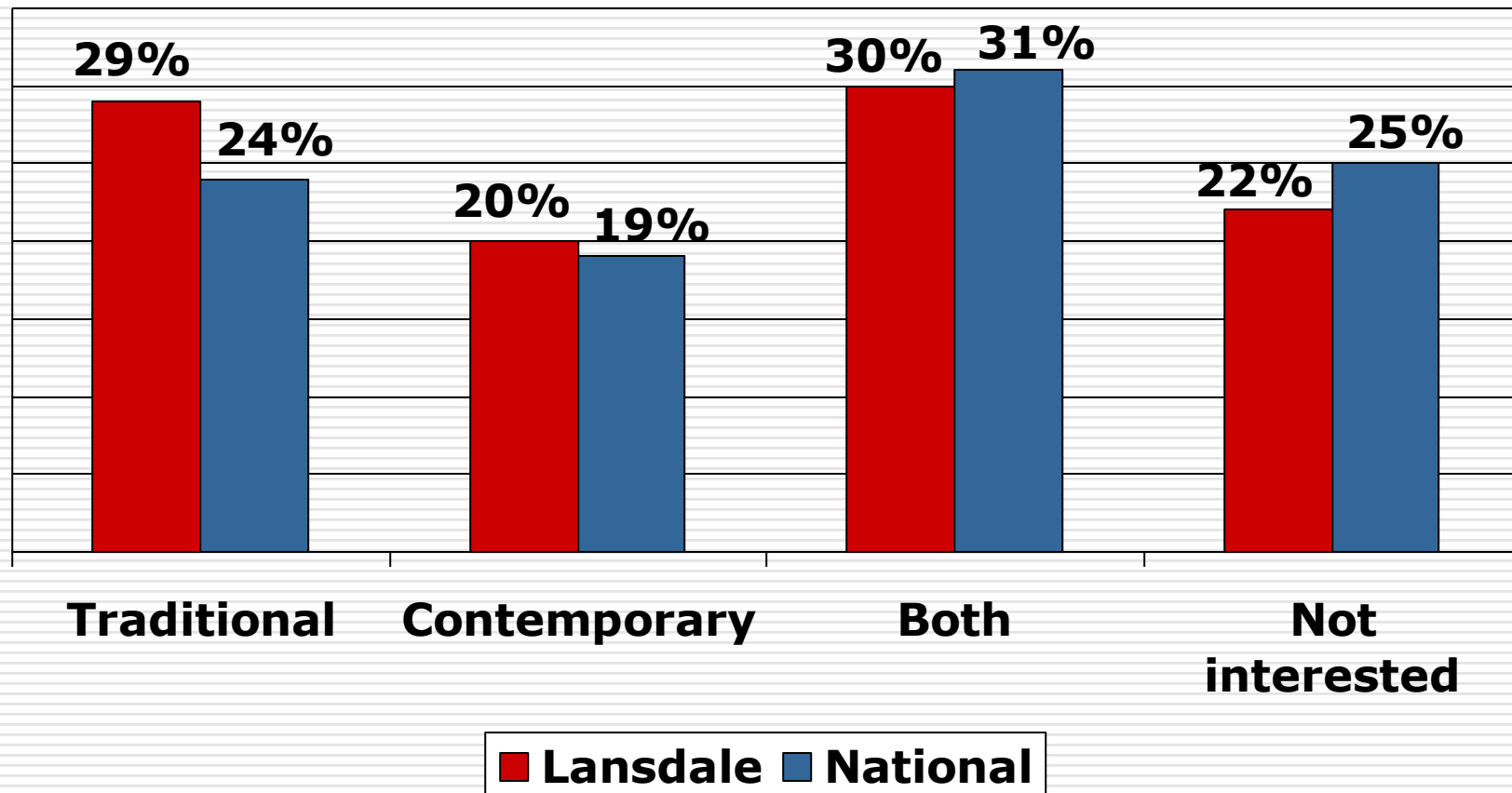
# Worship Style Continued

---



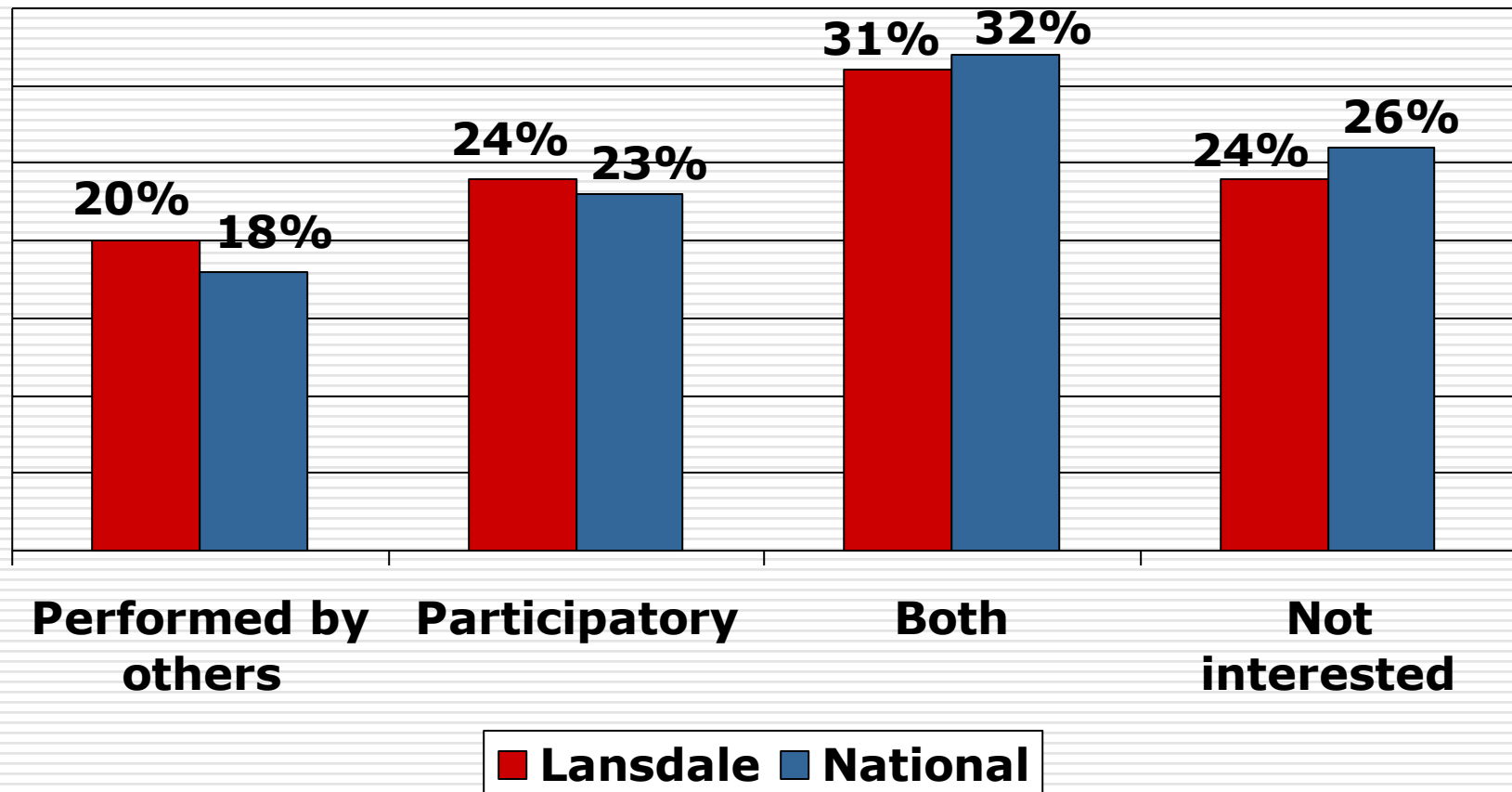
# Worship Music Preferences

---



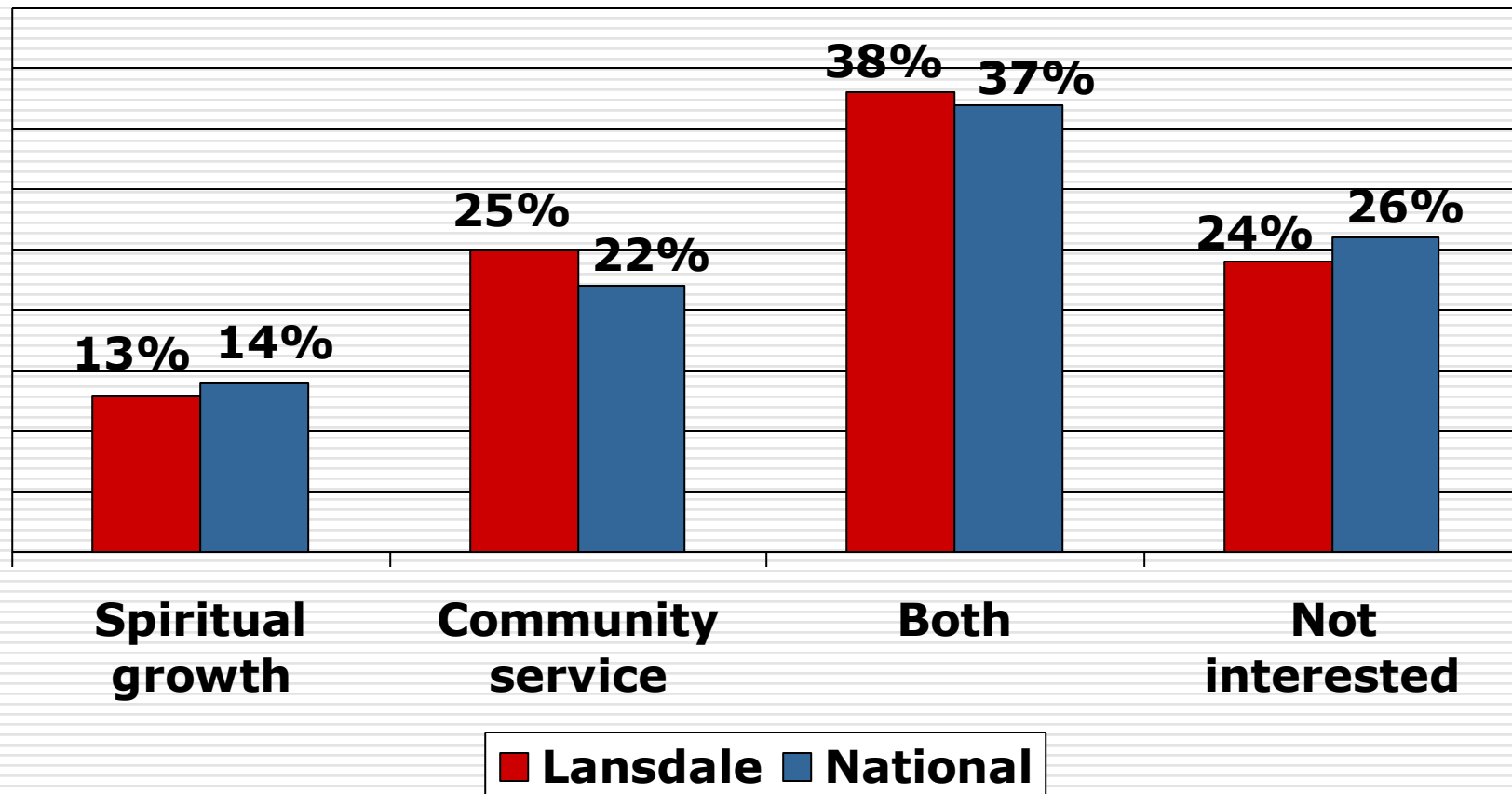
# Worship Music Continued

---



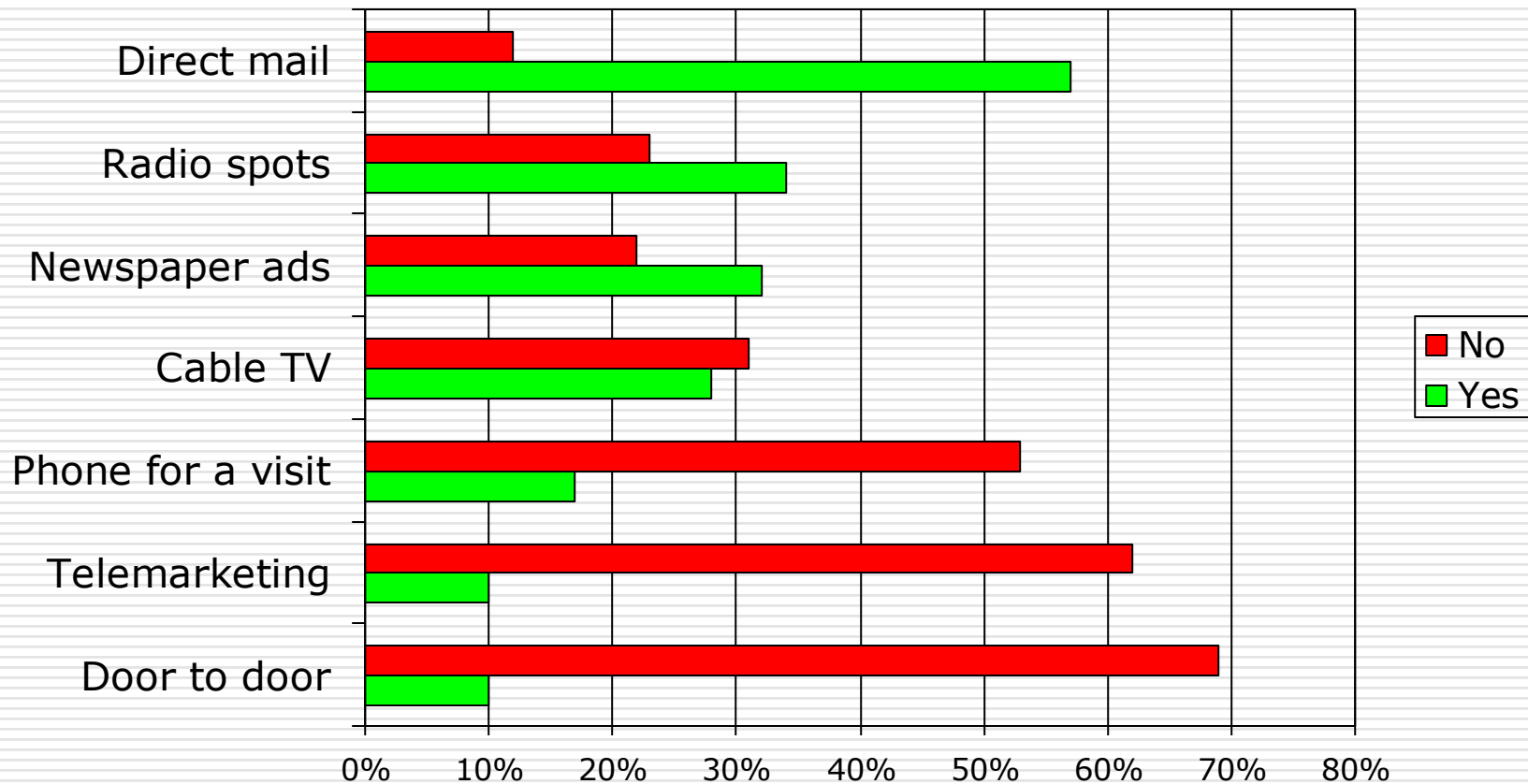
# Mission Emphasis

---



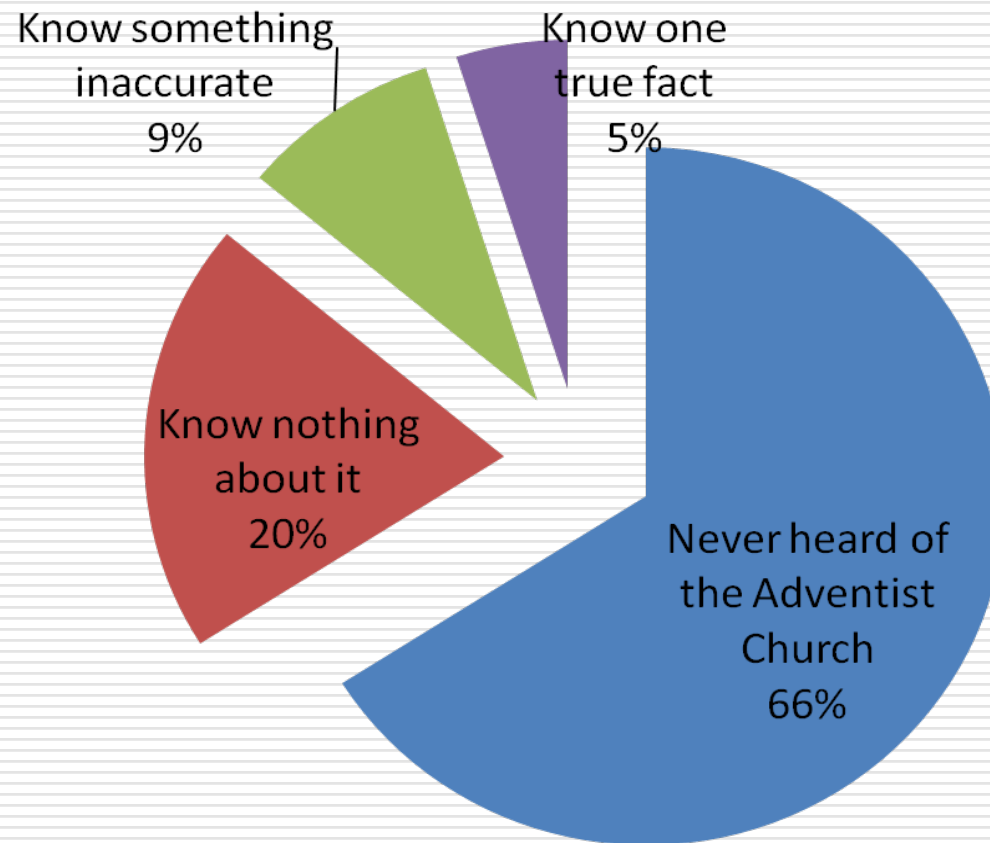
# How I prefer for churches to contact me ...

---



# Survey of the General Public in Philadelphia Metro Area

---



---

Source: Center for Metropolitan Ministry

# Analysis

---

- Research has shown that growth in Adventist churches comes from:
    - Community involvement
    - Strong spiritual life
    - Intentionality (goals, planning)
    - Positive atmosphere in the congregation
    - Activities for the unchurched on Sabbath
-

# The Adventist Paradigm for Outreach & Evangelism

---

- ❑ Christ's method alone will give true success in reaching people. He mingled with men as one who desired their good, showed sympathy for them and ministered to their needs. He won their confidence. Then, He bade them, "Follow me." – Ellen White, *The Ministry of Healing*, p 143
-

# “Christ’s Method”

---

Community assessment	Community visibility	Community service
Friendship Evangelism		
Discipleship Program		

---

---

## □ Contact information for Monte

- [msahlin@creativeministry.org](mailto:msahlin@creativeministry.org)
- (800) 272-4664