



CANADIAN EVANGELICAL
MISSIONS ENGAGEMENT
STUDY METHODOLOGY

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Canadian Evangelical Missions Engagement Study Methodology

Phase 1: Literature Review and Semi-Structured Interviews with Key Informants

During the fall of 2014, we conducted a literature review of the mission engagement of Canadian, evangelical, local congregations.

We conducted 20, one-hour, semi-structured, telephone interviews with key Canadian evangelical informants, between January 9, 2015 and March 6, 2015. These key informants included:

- 5 denominational leaders;
- 6 Christian higher education leaders with responsibilities for teaching missions or intercultural studies; and
- 9 mission agency leaders.

Phase 1 Internal Report:

Hiemstra, Rick. "Missions Engagement and the Canadian Evangelical Church Context: The View from Above: Key Informant Interviews and Literature Review," May 22, 2015, 64 pp.

Phase 2: Semi-Structured Qualitative Interviews with Pastors and Lay Persons

In the second phase, we interviewed 17 pastors and 19 lay persons between July 16, 2015 and December 14, 2015 about their mission engagement and that of their local congregations.

We recruited representative samples of pastor and lay respondents according to quota tables A2.1 and A2.2. We recruited lay respondents from Angus Reid Forum (ARF), a research panel of MARU/Matchbox, formerly Vision Critical. We recruited pastor respondents through The Evangelical Fellowship of Canada's (EFC) affiliate networks. The pastor interviews were approximately 60 minutes in length and the lay interviews approximately 45 minutes. All interviews were conducted by telephone, recorded, transcribed and analysed. Pierre Bergeron, Directeur – Québec, L'Alliance Évangélique du Canada, conducted the French interviews and Rick Hiemstra, Director for Research, The Evangelical Fellowship of Canada, conducted the English interviews. Lorianne Dueck, Research Assistant, The Evangelical Fellowship of Canada, transcribed all interviews, both French and English.

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Table A2.1 Pastor quotas for semi-structured qualitative interviews

Gender	Quota	Completed Interviews
Male	10	14
Female	3	3
Region	Quota	Completed Interviews
BC	2	2
AB	2	2
SK / MB	2	2
ON	4	6
QC	3	3
ATL	2	2
Church Size by Attendance	Quota	Completed Interviews
Less than 80	3	2
80 to 199	3	7
200 to 499	3	5
500 to 999	2	0
1,000 or more	2	3
Tradition	Quota	Completed Interviews
Anabaptist	2	3
Baptist	3	3
Holiness	2	4
Indep. / Non-Denom. / Other	1	1
Pentecostal	3	3
Reformed	1	2
Restorationist	1	1
Ethnicity / Language	Quota	Completed Interviews
English	10	13
French	3	3
Other	3	1

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Table A2.2 Lay quotas for semi-structured qualitative interviews

Gender	Quota	Completed Interviews
Male	7	9
Female	8	10
Region	Quota	Completed Interviews
BC	2	4
AB	2	3
SK / MB	2	2
ON	4	5
QC	3	3
ATL	2	2
Freq. of attend. at religious services	Quota	Completed Interviews
At least weekly	10	10
A few times a month	3	5
Less than monthly	2	4
Age	Quota	Completed Interviews
Under 35	6	6
35 or older	9	13

Phase 2 Internal Report:

Hiemstra, Rick. "Missions is as Missions Does: The View of Missions from the Pew and Pulpit," February 2, 2016, 115 pp.

Phase 3: National Surveys

For Phase 3 we conducted two national surveys, one with pastors and one with lay persons. We conducted each national survey in both French and English. Questionnaires for these surveys can be found in Appendix B. The pastor survey dataset contains 127 pieces of data, or variables, and the lay survey dataset contains 87 pieces. Eighty of these data derive from the same or similar questions on each survey.

We collected survey results from 1,410 pastors through Research.net from June 6, 2016 to August 6, 2016. Pastor respondents were recruited through the EFC's affiliate network and through the networks of the members of the Canadian Missions Research Forum. We weighted pastor survey responses by region and tradition according to the distributions in Table A3.1.

We used MARU/Matchbox's (formerly Vision Critical) Angus Reid Forum (ARF) to collect 2,059 lay survey responses between August 8, 2016 and August 24, 2016. Panelists were pre-screened for religious affiliation and frequency of religious service attendance. Invitations were sent to those who indicated an evangelical affiliation on the pre-screen and attended religious services more often than "never" in the last 12 months. We weighted lay survey responses by region, tradition, age and gender according to the distributions in Table A3.2.

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Although each national survey was conducted with Canadian evangelicals, they are different samples, used different methodologies and have different strengths and weaknesses.

The pastor survey respondents were recruited through The Evangelical Fellowship of Canada's affiliate network and the networks of the Canadian Missions Research Forum member organizations. These pastors are likely those with a special interest in the topic of "mission" or missions, or who are most responsive to requests from denominational leaders.

The lay survey was conducted on the ARF online research panel. The ARF helps ensure a representative sample for demographic variables such as region, gender, and age. These panelists, however, are necessarily technologically literate enough to complete online surveys, and possess a working knowledge of at least one of Canada's two official languages. Newer Canadians, those less confident in either English or French, and those less confident with technology are likely under represented.

National survey questionnaires can be downloaded at www.theEFC.ca/CMRF.

Table A3.1 Distributions for weighting pastor survey responses

Province or Territory	% of Population
BC	16.3
AB	16.0
SK / MB	12.0
ON	38.0
QC	5.0
ATL	12.0
Territories	0.5
Not Applicable	0.2
Tradition	% of Population
Anabaptist	12
Baptist	28
Holiness	16
Reformed	4
Pentecostal / Charismatic	28
Restorationist	3
Pietist / Free	2
Anglican (Evangelical Anglican)	1
Non- or Inter-Denominational	4
Prefer not to say / Other	2

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Table A3.2 Distributions for weighting lay survey responses

Province or territory	% of Population	% English
BC	16.0	100
AB	14.0	100
SK	5.5	100
MB	5.5	100
ON	39.0	99
QC	5.0	25
NB	5.0	95
NS	6.0	98
PE	0.5	99
NL	3.0	100
Territories	0.5	100

Age	% of Population
18 to 34	30
35 to 54	40
55 +	30

Gender	% of Population
Male	45
Female	55

Tables A3.3 through A3.8 show the demographic distribution of pastor survey respondents and tables A3.9 through A3.14 show similar distributions for lay survey respondents. Each survey received responses from outside of the target groups: Some respondents to the pastor survey were not pastors and some respondents to the lay survey were not lay persons. Tables A3.3 and A3.8 show the distribution for all pastor survey and lay survey respondents respectively. Subsequent tables focus in on the target subsets for each survey, which are the basis of this study's analysis.

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Table A3.3 Local church role for pastor survey respondents by tradition, counts

Tradition	All Respondents	All Pastors	Senior / Lead Pastors	Associate Pastors	Other Pastors or Staff	Missions Pastors
Anabaptist	151	130	88	25	16	1
Baptist	435	389	289	45	38	17
Holiness	217	192	110	29	42	11
Reformed	58	45	39	0	6	0
Pentecostal / Charismatic	402	345	234	41	55	15
Restorationist	45	36	31	0	3	1
Pietist / Free	26	23	14	4	5	0
Anglican	14	13	7	4	1	0
Non- / Inter-Denom.	55	47	31	4	8	4
Prefer not to say	4	0	0	0	0	0
Other	27	22	17	0	6	0
Total	1,434	1,243	860	153	180	50

Table A3.4 Average weekly attendance in the last 12 months of pastor survey respondents' local church by tradition, pastors only, counts

	Average Weekly Attendance in the Last 12 Months									Total
	1 to 80	81 to 120	121 to 200	201 TO 300	301 to 500	501 to 1000	Over 1,000	Not applicable	Missing	
Anabaptist	36	16	37	19	15	3	0	0	2	130
Baptist	161	64	71	31	19	28	9	1	5	389
Holiness	56	21	35	25	23	18	15	0	0	192
Reformed	14	6	15	3	7	0	0	0	0	45
Pent. / Charis.	143	36	49	33	32	18	22	0	12	345
Restorationist	24	1	5	2	3	0	0	0	0	36
Pietist / Free	7	4	3	2	3	3	1	0	1	23
Anglican	8	1	1	0	1	1	0	0	0	13
Non-/ Inter-Denom.	15	5	9	1	6	3	7	0	2	47
Other	16	1	2	1	1	1	0	0	0	22
Total	481	154	227	117	110	75	54	1	23	1,243

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Table A3.5 Local church setting for pastor survey respondents by tradition, pastors only, counts

Tradition	Setting				Total
	Urban	Suburban	Rural	Not Applicable	
Anabaptist	43	39	48	1	131
Baptist	142	120	118	8	388
Holiness	67	65	60	1	193
Reformed	8	21	17	0	46
Pent. / Charis.	142	96	98	9	345
Restorationist	15	11	10	0	36
Pietist / Free	9	4	10	0	23
Anglican	8	5	0	0	13
Non-/ Inter-Denom.	22	10	13	2	47
Other	12	6	4	0	22
Total	468	377	378	21	1,244

Table A3.6 Age of pastor survey respondents according to sociological generation by tradition, pastors only, counts

Tradition	Sociological Generation						Total
	Silent Generation (1925-45)	Early Boomers (1946-55)	Late Boomers (1956-64)	Generation X (1965-81)	Generation Y (1982-00)	Generation Z (2001-Present)	
Anabaptist	2	17	41	52	19	0	131
Baptist	12	70	126	143	37	1	389
Holiness	7	26	58	72	28	0	191
Reformed	0	6	15	21	3	0	45
Pent. / Charis.	23	87	101	90	44	0	345
Restorationist	4	6	14	11	1	0	36
Pietist / Free	0	5	4	11	4	0	24
Anglican	1	4	2	5	0	0	12
Non-/ Inter-Denom.	2	14	13	17	1	0	47
Other	4	9	7	1	1	0	22
Total	55	244	381	423	138	1	1,242

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Table A3.7 Region of pastor survey respondents by tradition, pastors only, counts

Tradition	Region									Total
	BC	AB	SK / MB	ON	QC	ATL	Terr.	Other	Not Appl.	
Anabaptist	28	11	50	36	3	1	1	0	0	130
Baptist	29	24	14	191	25	106	2	0	0	391
Holiness	32	48	24	76	4	8	1	0	0	193
Reformed	12	9	0	19	0	3	0	2	0	45
Pent. / Charis.	76	70	30	110	23	30	2	2	2	345
Restorationist	4	1	1	16	2	11	0	0	0	35
Pietist / Free	6	10	4	3	0	0	0	0	0	23
Anglican	4	1	1	4	1	2	0	0	0	13
Non-/ Inter-Denom.	14	9	5	17	1	2	0	0	0	48
Other	3	3	2	10	1	2	0	1	0	22
Total	208	186	131	482	60	165	6	5	2	1,245

Table A3.8 Language pastor survey was completed in, pastors only, counts

Language	Region									Total
	BC	AB	SK / MB	ON	QC	ATL	Terr.	Other	Not Appl.	
English	208	187	130	479	26	156	6	5	2	1,199
French	0	0	0	2	34	8	0	0	0	44
Total	208	187	130	481	60	164	6	5	2	1,243

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Table A3.9 Local church role for lay survey respondents by tradition, counts

Tradition	All Respondents	Lay	Pastors	Don't Know	Not Applicable
Anabaptist	204	190	10	1	3
Baptist	575	546	7	6	17
Holiness	271	250	9	1	11
Reformed	132	127	1	0	4
Pentecostal / Charismatic	324	296	7	4	18
Restorationist	65	57	3	0	5
Pietist / Free	44	33	8	0	4
Anglican / Lutheran	64	59	2	0	3
Non- / Inter-Denom.	334	288	8	11	27
Other	46	44	0	0	1
Total	2,059	1,890	54	23	93

Table A3.14 Average weekly attendance in the last 12 months of lay survey respondents' local church by tradition, lay persons only, counts

Tradition	Average Weekly Attendance in the Last 12 Months									Total
	1 to 80	81 to 120	121 to 200	201 TO 300	301 to 500	501 to 1000	Over 1,000	Don't Know	Not Applicable	
Anabaptist	26	24	40	34	21	18	18	9	1	191
Baptist	134	71	100	47	75	31	36	50	1	545
Holiness	28	55	58	29	23	14	22	22	0	251
Reformed	16	22	21	19	25	16	2	5	0	126
Pent. / Charis.	59	41	43	37	36	23	24	31	0	294
Restorationist	9	17	10	6	5	0	7	3	0	57
Pietist / Free	5	2	2	1	5	6	2	9	0	32
Anglican / Lutheran	17	16	14	4	2	2	0	3	0	58
Non-/ Inter-Denom.	73	33	35	28	27	26	30	32	3	287
Other	14	3	5	5	7	2	0	7	0	43
Total	381	284	328	210	226	138	141	171	5	1,884

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Table A3.11 Local church setting for lay survey respondents by tradition, lay persons only, counts

Tradition	Setting				Total
	Urban	Suburban	Rural	Not Applicable	
Anabaptist	86	60	44	1	191
Baptist	225	198	112	11	546
Holiness	115	97	35	4	251
Reformed	29	67	28	3	127
Pent. / Charis.	113	124	49	9	295
Restorationist	18	27	11	1	57
Pietist / Free	12	12	9	0	33
Anglican / Lutheran	33	21	5	0	59
Non-/ Inter-Denom.	146	109	25	8	288
Other	24	12	2	6	44
Total	801	727	320	43	1,891

Table A3.10 Age of lay survey respondents according to sociological generation by tradition, lay persons only, counts

Tradition	Generation					Total
	Silent Generation (1925-45)	Early Boomers (1946-55)	Late Boomers (1956-64)	Generation X (1965-81)	Generation Y (1982-00)	
Anabaptist	20	20	39	56	55	190
Baptist	66	72	80	151	177	546
Holiness	29	41	49	82	50	251
Reformed	11	15	16	40	45	127
Pent. / Charis.	32	38	58	110	57	295
Restorationist	8	11	11	15	12	57
Pietist / Free	3	6	7	3	15	34
Anglican / Lutheran	11	17	10	10	11	59
Non-/ Inter-Denom.	15	38	34	72	129	288
Other	5	5	15	11	8	44
Total	200	263	319	550	559	1,891

Canadian Evangelical Missions Engagement Study (CEMES)

Table A3.12 Region of lay survey respondents by tradition, lay persons only, counts

Tradition	Region						Total
	BC	AB	SK / MB	ON	QC	ATL	
Anabaptist	45	20	57	55	8	5	190
Baptist	75	63	33	210	19	145	545
Holiness	34	59	24	83	0	50	250
Reformed	20	21	1	78	0	7	127
Pent. / Charis.	49	38	23	128	20	38	296
Restorationist	6	4	3	37	5	3	58
Pietist / Free	6	15	9	2	1	0	33
Anglican / Lutheran	19	7	9	16	5	4	60
Non-/ Inter-Denom.	45	48	43	111	17	23	287
Other	3	5	1	28	2	4	43
Total	302	280	203	748	77	279	1,889

Table A3.13 Language lay survey was completed in, lay persons only, counts

Language	Region						Total
	BC	AB	SK / MB	ON	QC	ATL	
English	302	280	203	748	49	279	1,861
French	0	0	0	0	28	0	28
Total	302	280	203	748	77	279	1,889