

**Demographic Report – 1<sup>st</sup> United Methodist Church West Lafayette**  
**Fruitful Congregations Journey** **November 2015**

**Part I: Demographic Statistics**

Our group studied population data from the Mission-Insite report that was prepared for the Indiana Conference UMC. ([misupport@missioninsite.com](mailto:misupport@missioninsite.com)) The original report covered a **5 mile** radius of the Greater Lafayette area. We felt this data was skewed too far to the east. We recalibrated the data to focus on the population that could reach our church within a **10 to 15** minute car drive. This area includes most of West Lafayette, Purdue University, and parts of south Lafayette accessible by the new routes 231 and 52. (See Figure 2)

This data came from the 2010 U.S. Census report and has been projected as: 2014 (present), 2019 (5 year), and 2024 (10 year). Our study area has a population of about 85,380 persons and is predicted to grow by almost 12% by 2024 to 95,513 persons. This report focuses on the data that is unique to our area to provide guidance and direction for ministry/outreach of the 1<sup>st</sup> United Methodist Church to our local population.

Household Types and Marital Status

<u>Households</u>	<u>2014 %</u>	<u>2019 %</u>	<u>State of IN 2014 %</u>
Never Married (age 15+)	59.3 %	58.6 %	29.3%
Married	29.1 %	29.3 %	51.2%
Divorced & Separated	8.3 %	8.8 %	13.6%
Widowed	3.2 %	3.3 %	6.0 %

We see an extremely **large** percentage of never married persons even knowing the data includes youth (15-18) and college age young adults. The large difference is also seen in the relatively low percentage (29.1 %) of married households compared to the state average of (51.2 %). The changes in percentages over the next 5 years (2019) are very small.

The next chart shows the growth of both single person households and family households in the next 5 years. Our area is predicted to grow much more than the State average. The family data includes single parents and married couples with any number of children. The gender balance of single adults is 50.8 % male, and 49.2 % female, very evenly split.

Households by Structure

	2014	2019	% change	State of IN % change
Singles (no kids)	10,079	10,646	+5.6 %	+2.2 %
Families (w/ kids)	14,067	15,513	+10.3 %	+2.8 %

Educational Attainment %, age 25+

	2014	2019	State of IN 2014
No H.S. diploma	9 %	9.2 %	13 %
H.S. grad (or GED)	23.3	22.1	35.2 %
Some college or 2 yr deg.	23.1	22.5	28.6 %
Bachelor's deg	21.2	21.2	14.9 %
Graduate or Professional	23.5	24.9	8.3 %

Not surprisingly our area rates very high in educational attainment. In the positive category, the % of Bachelor's and Advanced degrees is quite high or rising. There is some slipping in those taking college classes, completing Associate degrees, and finishing high school.

Generational Changes to 2024

Name	Current age (2015)	2014 %	2024 %
Homeland (Z)	0-10 yrs	10.3 %	32.7 %
Millennial (Y)	11-33 yrs (college/grad)	55.1 %	40.3 %
Generation-X	34-54 yrs	19 %	16.6 %
Baby Boomers	55-69 yrs	9.6 %	7.8 %
Silent Gen.	70-90 yrs	5.1 %	2.3 %
G.I. (WWII)	90+ yrs	.88 %	.37 %

Here are the basic population changes over next 10 years with the biggest group being college age & graduate students. How can we be a part of their spiritual learning/searching?

Racial Breakdown & Income Comparison

Race	2014 population	%	Median income (area)	State IN	Index%
Asian	8,520	10 %*	\$ 19,915*	\$ 51,650	39th
Black (AA)	3,861	4.5%*	\$ 21,227*	\$ 28,555	74th
White (non-His)	65,877	77.2	\$ 37,156*	\$ 51,877	72nd
Hispanic	5,237	6.1	\$ 32,380	\$ 39,622	82nd
Other (non-His)	<u>1,885</u>	<u>2.2</u>	\$ 33,171	\$ 38,522	86th
Total	85,380	100 %			

This chart only shows 2014 populations due to no major % changes predicted in the 2019 data. The surprising statistics include that our Asian population is **5 times** that of Indiana and our African American population is **only half** that found across Indiana. The income figures are Median incomes which show the much lower incomes for all racial groups compared to state of Indiana. The Index number shows what percentile into which the incomes fall. This is a dramatic reminder of the lower incomes and reality of poverty and food insecurity. The Tippecanoe County Food Finders organization estimates 1 in 5 children (20%) go hungry on a given day.

Households by Income

This chart compares the averages for actual income in our area and the state of Indiana.

Household income	2014	2019	+% change
Average income our area	\$ 50,845	\$ 54,068	6.34 %
Median income our area	\$ 33,892	\$ 36,385	7.36 %
Per Capita income area	\$ 18,670	\$ 20,003	7.13 %
State Average income	\$ 63,383	\$ 67,264	6.12 %

Looking at the average incomes we see our area doing a little better by +% than the state of Indiana in the next 5 years but staying behind the state average by -24.4 %. (\$ 13,196 less)

### Mortgage Risk Indicator

This is a brief summary of mortgage filings for this area. Persons with higher debt and lower income are considered to be a higher risk. Out of a total of 1842 filings:

**56.4 %** (1038) were rated Somewhat High debt, High debt, or Very High debt/risk,

while the other group, **43.6 %** (804) were rated Acceptable, Low risk to Very Low risk.

### Religiosity and Faith Issues

There were basic categories of religiosity and the people in **our area** answered similarly to the responses across the state of Indiana. In order of most affirmative answers:

I consider myself a spiritual person.	49 %
I am a conservative, Evangelical, Christian.	38.3 %
It is important to attend religious services.	19 %
My faith is really important to me.	15.2 %

Other responses in our area were scored by strength of agreement:

1. Beliefs about God	Very Non-traditional		
2. Beliefs about Jesus	Somewhat Non-traditional		
3. Social and Moral Issues	Very Progressive		
4. No Religious Preference:	32.6 %	U.S.A. average = 30.3 %	
5. Christian Religious Preference:	62.2 %	U.S.A. average = 62.7 %	
6. Activity in religious group:	Yes = 38.5 %	Not involved = 61.5 %	
7. Significance of religious faith:	Not significant = 20.5 %		
	Some significance = 33.9 %	Very significant = 45.6 %	
8. Probable level of religious participation:	Our Area	U.S.A.	
	Holidays only	4.1 %	3.9 %
	Less than once/month	8.3 %	6.5 %
	Once/month	7.5 %	7.2 %
	2 or 3 times/month	20.2 %	18.2 %
	Weekly	59.8 %	65.6 %

Our area had a higher percentage in each category except for weekly attendance.

## Part 2: Our Role in the Purdue Community

### What is the “Purdue Community”?

The Purdue Community is what we consider to be the Purdue Campus and the affiliated areas around the campus (the airport, the campus town, etc.) with members consisting of undergrad, graduate, and non-traditional students as well as faculty, staff, and families of those listed.

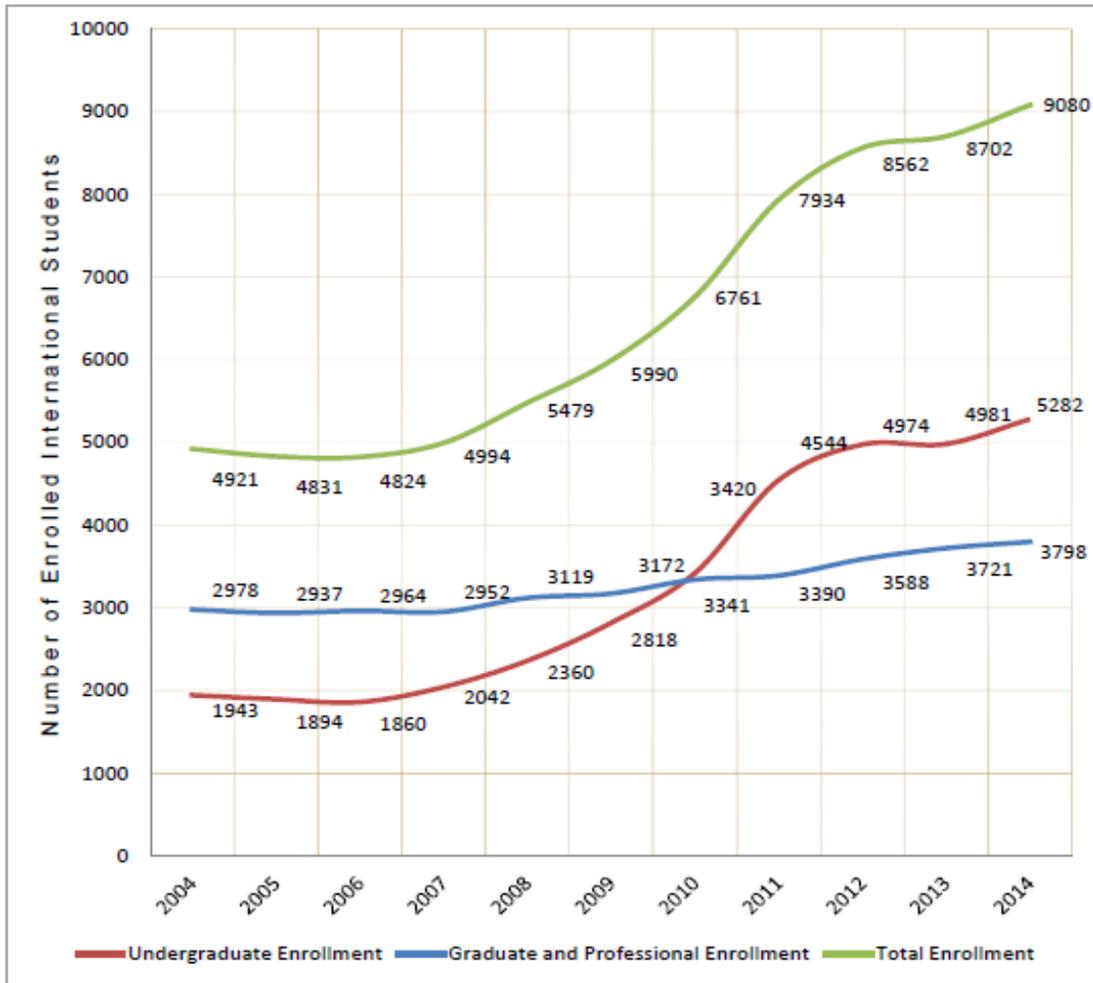
There are 39,000 students (all categories) at Purdue. We couldn't find statistics for Purdue's overall faculty and staff, but you can imagine how that may be at least another 20,000 people in the Purdue community. It only makes sense that Purdue Community is a large portion of the “10 minute driving distance” demographics, as there are 85,000+ people who live in the 10 minute driving distance of our church. Furthermore, the population of our area is only going to grow, which we may assume would be correlated to the university community's growth. Additionally, the average age of the area is 31 years old with the highest number per age group being 18-24 (39 %) with 57% of the population being 11-34 years old, which gives us the perspective of how young our community members are and what proportion of our programming and outreach should be focused on young adults. (Also, 59% of the population has never married, so that also helps give insight to what gaps we are missing in our church demographics!)

### The Statistical Importance of Purdue's International Community Members (Figure 1)

- ➔ According to Purdue's website, there are 10,000+ international Purdue staff and faculty outside of the 5,266 international undergrads and that doesn't even include the spouses and/or families of the international staff and faculty.
- ➔ Purdue ranks 2<sup>nd</sup> – 3<sup>rd</sup> in terms of international student enrollment
- ➔ Of the undergraduate students, 18% are international. For graduate students, 40% are international.
- ➔ The top three countries of origin for these international students: China, India, and South Korea.
- ➔ If you were to meet an international student, there is a high probability that they would be from Asia and be a graduate student in the college of Engineering. You are twice as likely to meet a graduate student from Asia that meeting an Asian undergrad, and five times (or more) as likely to meet an Asian graduate student as an international graduate student from any other region of the world.

Figure 1

# International Students: 10-year Enrollment Trends



## Part 3: Serving the Disadvantaged in our Community {Who Are the People in Our Neighborhood?}

The neighborhood of First United Methodist Church includes Purdue University with its rich diversity of students: undergraduate & graduate, as well as state, nation and international. Our neighborhood, within a five mile circle, also includes sub-divisions housing senior citizens, couples, families with children and single persons. Their situations and their incomes are as varied as those of us who weekly sit in worship at FUMC.

However, just four miles west of FUMC there are three trailer courts and two low income and subsidized apartment complexes. The children of these residents feed into Klondike Elementary School, which in 2010 had a student population of 1,062. Of that number, 489 children qualified for free and reduced lunches. Today, 10/19/15, with a population of 932 students, 46 % qualify for the free and reduced lunch program. Twenty five (25) of these children receive weekend support with the backpack program.

After looking at these figures, the Demographic Committee member Denny Frank spoke to KES Counselor, Kathy Coder. They discussed some of the unmet needs that could be filled or implemented by FUMC members seeking to reach out to this neighborhood school. Many of these children have not had the experiences that we taken for granted as we have raised our children and grandchildren: bedtime stories read to them; books to look at and handle; pre-school experiences; conversations about their world; trips to parks and zoos; visits to grandparents and other relatives; warm clothing for cold weather; shoes without holes; conversations about colors, letters, names, words. Far too often these kids are bright and begin school eager to learn but because of so many circumstances beyond their control, early on they lose that eagerness and enthusiasm that they felt on the first day of school. The result is that when they enter kindergarten they are behind in their reading readiness skills and without additional help and mentoring they disengage, becoming more discouraged, while falling farther and farther behind in reading and language abilities.

Klondike has in place several programs to help bridge these gaps for children. **Read to Succeed** is a program, funded by United Way, which seeks to help all children read at grade level by the end of third grade. **Read to Succeed** schedules volunteers in classrooms grades 1-3, for 1 hour once a week. The volunteers may help with spelling words, sight words, listen to children read, or read to children who are learning English as a second language. Whatever the assignment, relationships are quickly formed between the children and the volunteer. Although the time commitment is small, over the course of a year, changes occur in both the life of the child and the volunteer.

Another opportunity in place is the **Volunteer Mentor** program. The program asks a volunteer to have lunch with an assigned student once a week. This is an opportunity to get to know a child, and be a presence in his/her life. The presence of an interested adult says to a child, "You are important. You matter." The volunteer may be the only adult who has the time to focus on that child for 30 minutes during that week.

In addition, Klondike Elementary operates a Clothes Closet for its children. Volunteers assist children in selecting clothing, coats and shoes when needed. The Closet is organized, stocked, and staffed by volunteers who can select when they want to work and how long they are able to work.

In conjunction with Food Finders Food Bank, Klondike Elementary School sponsors a Mobile Food Pantry each year in memory of a staff member. With so much low income housing surrounding the school perhaps FUMC would consider sponsoring a second Mobile Food Pantry annually either at Klondike Elementary School or at First Church. Both sites are on the Greater Lafayette Bus Route and would be convenient to those we might seek to serve.

These are ministries that FUMC could offer in our immediate community which would make an immediate impact as we served those to whom it would mean so much.

#### **Part 4: Demographics Group Recommended Action Plan**

These are suggested steps toward meeting the needs of our community as outlined in this report. It is to be noted that the actions outlined here are not commands but rather ideas based upon careful consideration of the community and church's resources to be carried out by appropriately motivated individuals in the future as they see fit.

##### Help End Food Insecurity

- Sponsor a food truck to come to our church and invite people from Purdue Village and the Klondike area and other lower income areas near us.
- Spread the word about the existing food pantries in West Lafayette.

##### Help neighbors in Poverty

- Get a bus stop in our parking lot so that people can reach our church more easily (for receiving meals and other assistance as well as going to church).
- Have a "mission trip" to Greater Lafayette to help with Habitat for Humanity or another community enhancing project.

### Education for all ages and needs

- Promote the “Born to Learn” program for disadvantaged Lafayette kids
- Host Financial Seminars at our church
- Involvement with Klondike’s “Read to Succeed” program
- Wednesday night classes to serve other educational needs of the community
- Internet password for the general church should be very visible (Jean Norberg). We need a router with two networks; one network for office use (secure) and one network for anybody. Network password today is unknown to almost all people or visitors.

### Connect with Students, Purdue Community

- Invite Professors to speak on current interests or relevant research
- Start a board game group that meets at the church
- Offer rides to church for students (that don’t need prior notice): like an Uber-app for our bus, no need to call the office by 4 on Friday. Utilize up to date communication methods.
- Post the password to the church wireless so that students and others can work/study in the church
- Foster activities for graduate students and non-traditional students: graduate degrees are growing; it’s a group that is not going to go away!
- Communication changes that need to be made to make sure that all demographics have access to things like access to the Prevue newsletter, nametags, etc. that often tend to be handled by traditional service volunteers.

### Welcome People from other Countries

- Intentional effort to incubate new groups in our church facility (like we have done with Korean church). We could host several more groups, and importantly, think about those churches as a part of us, not a group renting space from us.
- Foster a stronger social partnership with the Korean Disciples church
- Have church meals that emphasize food from other countries

### Welcome Single People and Those without Kids

- Have programming that is for adults with jobs: job-finding networks or professional societies (informal or formal)
- Offer volunteer opportunities and social activities that are not during business hours

Church Visibility in the Community

- Offer to host the West Lafayette Farmer’s Market in our parking lot.
- Increase church electronic communication to reach people under 50 about news and events.
- Hold events at Horticulture Park to invite the community to come close to the church but not have to be at the church, may go with the mission of being good stewards of the environment.

**Appendix A**  
**1<sup>st</sup> United Methodist Church West Lafayette**  
**Age Breakdown as of 8/31/15**

This data was collected from our church records of members with local addresses. This is the potential number of children, youth, and adults who have attended 1<sup>st</sup> UMC. Our thanks go to Rhonda Todd for collecting this information. We chose age ranges based on goals and interests.

Part 1	Age group	Total	Percent (nearest digit)
	Children (0-12)	72	10 %
	Youth (13-18)	69	10 %
	Young Adult (19-25)	70	10 %
	Middle Adult (26-39)	68	10 %
	Older Adult (40-59)	170	25 %
	Early Seniors (60-79)	170	25 %
	Older Seniors (80-103)	67	10 %
	Total	686	100 %

Part 2	Married or Single Persons	Percent	
	Married adults	326	62.5 %
	Single, divorced, widowed adults	196	37.5 %
	Total	522	100 %

## Appendix B

### FCJ Demographics Group Idea Categorization for Programs and Activities

Goal: To generate suggested programs and activities **to help our outreach to the community**

Goal: To generate suggested programs and activities **to help make our congregation grow and be more inclusive of the demographics in the community.**

Community Need: Help End Food Insecurity  
 -Start a mobile food pantry to serve the areas close to the Purdue campus (aim is to help poor students, Purdue Village, etc.)  
 -Spread word about the existing food pantries

Church Need: Connect with Students, Purdue Community  
 -Invite Professors to speak at church  
 -Start a board game group that meets at the church  
 -Offer rides to church for students (that don't need prior notice)  
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 -Get a bus stop in our parking lot so that people can reach our church more easily (for both receiving meals and other assistance as well as going to church).  
 -Have a "mission trip" to Greater Lafayette to help with Habitat for Humanity or something like that

Church Need: Welcome People from other Countries  
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Church Need: Welcome Single People and Those without Kids  
 -Have programming that is for adults with jobs: job-finding networks or professional societies (informal or formal)  
 -Offer volunteer opportunities and social activities that are not during business hours

Church Need: Visibility in the Community  
 -Offer to host the West Lafayette Farmer's Market in our parking lot  
 -Increase church electronic communication to reach people under 50 about news and events

1<sup>st</sup> UMC Demographics Group

Rev. Denny Frank

Ms. Sarah Kelly

Dr. Lisa Murray

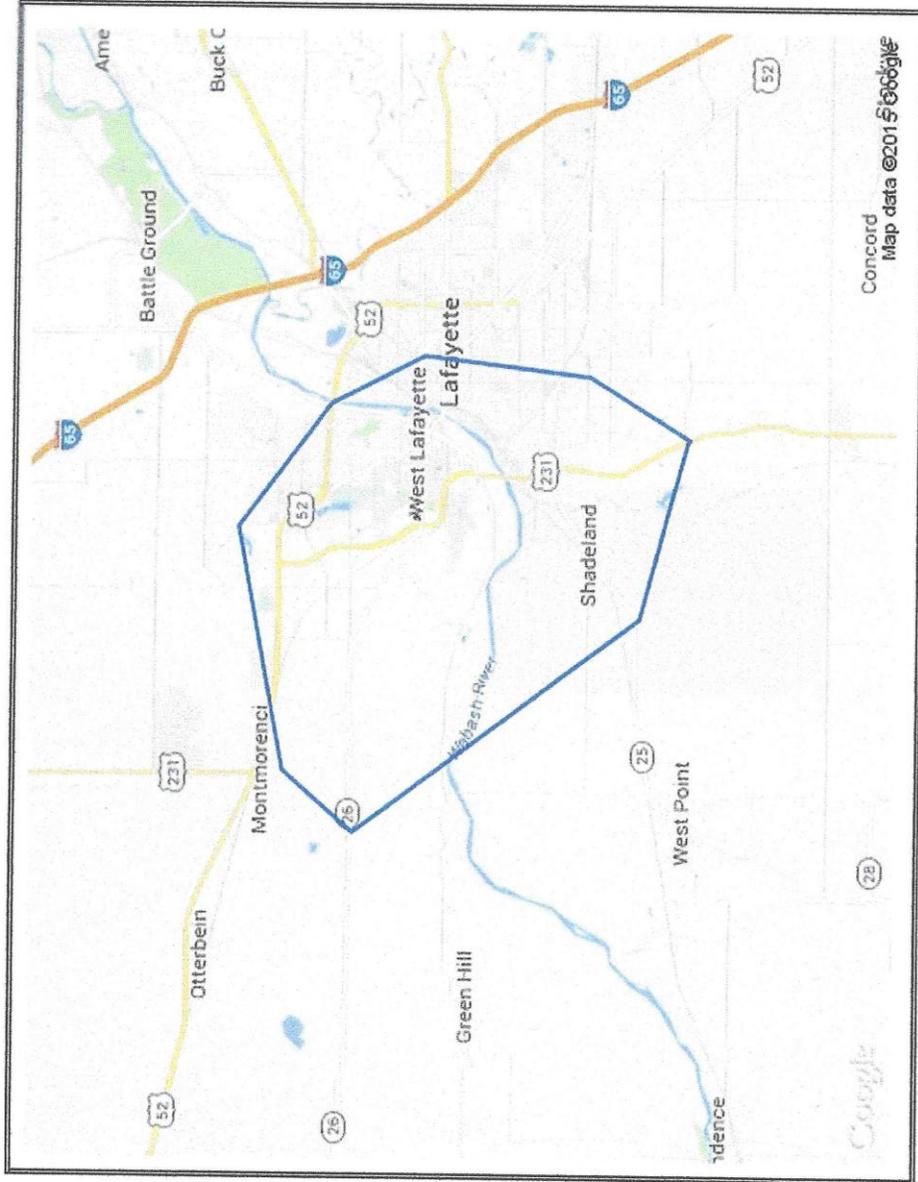
Rev. Paul Newman-Jacobs

Mr. Tim Scott

Nov. 17, 2015

Figure 2

THE STUDY AREA



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsight/MissionInsight