

KNOX COUNTY, TENNESSEE:

Evangelscape Profile



Prepared for
First Baptist Church
Concord, TN

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Mar 2, 2016

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Biblical Missionary Principles

1. Missionary Principles

1.1 Reaching Population Centers

The Apostle Paul embarked on a missionary strategy to impact the known world. He summarizes his strategy in Romans 15:19 when he writes: “As a result, I have fully proclaimed the good news about the Messiah from Jerusalem all the way around to Illyricum.” Paul could claim that the good news had been fully proclaimed in the Roman provinces because of his strategy to plant missional leaders in the population centers. He knew that it would only be time that these emanating centers would take the good news out from these central cities to the rest of the provinces.

Reaching the population centers of a geographical area and then equipping indigenous leaders to take the gospel out to the smaller towns and areas nearby has been a significant missional strategy since the first century.

1.2 Crossing Cultural Barriers

The Antioch church is a good example of a group of believers who developed basic missionary strategies and continued their process for more than 400 years. The Antioch church began crossing cultural barriers – religious, social, ethnic, and linguistic – during the early days of the book of Acts. They continued this practice until at least 500 AD.

1.3 Equipping Local Leaders

The New Testament story of Barnabas summoning Paul to Antioch to help with the discipling of new believers gives the beginning of the practice of the church of Antioch to equip their people to become local leaders. This continued with the Antioch Theological School that was run by the church of Antioch until at least 500 AD. They formalized training of local leaders – and later others moved to Antioch to become equipped through their church.

1.4 Sending Missionaries Locally and Beyond

The church of Antioch was also known for sending missionaries locally and beyond. Although their most famous missionaries were Paul and Barnabas, church history tells us that they continued sending local leaders to reach people in their own city, their province, and then beyond to other cities and provinces. They continued this practice for more than 400 years.

1.5 A Note about this Report

While this report has a significant amount of religious affiliation and attendance data, the report is not primarily about that at all. As you study and discuss the information in the report think about these basic principles. How can you use this information to implement a missionary strategy to explore Knox County, Tennessee, cross cultural barriers, equip local indigenous leaders, and mobilize them to reach out across the city.

God bless in your endeavors!

Executive Summary

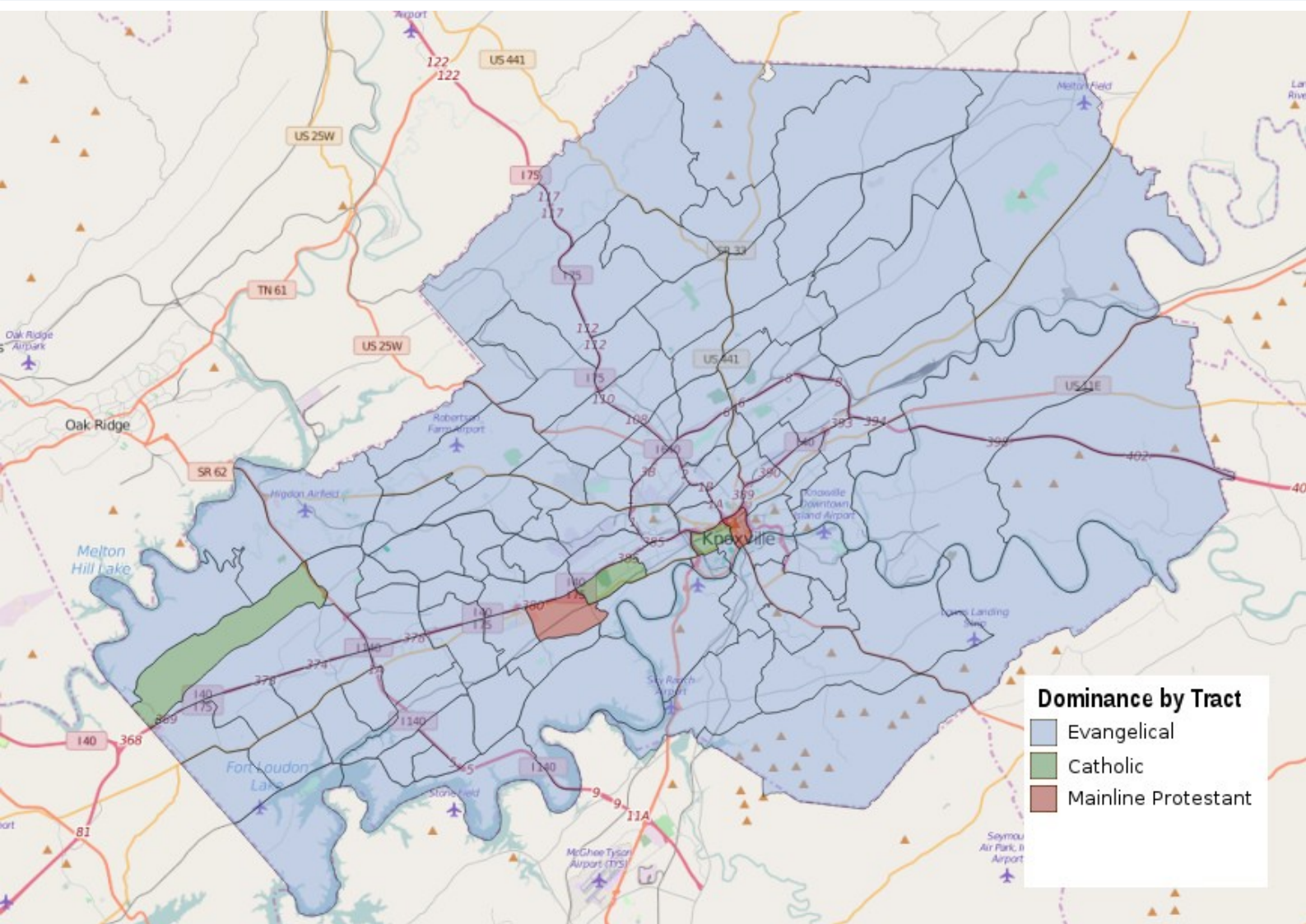
EVANGELSCAPE BAROMETER FOR KNOX COUNTY, TENNESSEE

	Active Evangelical	17.14%	ACTIVE CHRISTIAN	Affiliation with a Religious Institution Identified as Christian	Who are Active Christians? <i>Active Christians are those who attend a church that identifies itself as Christian.</i>	
	Active Mainline Protestants	0.48%			19.26%	Why is this Important to Know? <i>Because less than 20% of the 428,561 population in Knox County actively attend any kind of Christian church. More than 80% are not involved.</i>
	Active Black Protestants	0.40%				
	Active Catholics	1.20%				
	Active Orthodox	0.04%				
	Evangelical Dones	24.58%	CHRISTIAN DONES	Affiliation with a Religious Institution Identified as Christian	Who are the Dones? <i>The "Dones" are the dechurched or "lapsed" religious people who are "becoming fed up with the church and are leaving it."</i>	
	Mainline Protestant Dones	11.12%			40.82%	Why is this Important to Know? <i>Because more than 40% of the 428,561 population in Knox County have an affiliation to some type of Christian church – but have left it – having no active involvement..</i>
	Black Protestant Dones	1.17%				
	Catholic Dones	3.79%				
	Orthodox Dones	0.16%				
Nones	39.34%	NONES	No Affiliation with Religion	Who are the Nones? <i>The "Nones" are simply those who have no religious affiliation. They are not members or attenders of any religious organization.</i>		
World Religion Dones	0.38%			39.34%	Why is this Important to Know? <i>Because nearly 40% of the 428,561 population in Knox County have no affiliation to any type of Christian church or religious organization.</i>	
Active World Religions	0.15%				What can We Do About It? <i>Organic, relational and missional apologetic approaches are needed to build redemptive relationships and cultivate a thirst for a deeper understanding of biblical Christianity.</i>	
World Religion Dones	0.38%	WORLD RELIGIONS	Affiliation with World Religions	Who are affiliated with World Religions? <i>Those affiliated with world religions in Knox county are Muslim, Jewish, Baha'i, and Hindu.</i>		
Active World Religions	0.15%			0.53%	Why is this Important to Know? <i>Because while this represents a small percentage of population, each world religion group has it's own socio-religious culture that needs to be reached with the gospel..</i>	
					What can We Do About It? <i>Build relationships, learn their culture, ask questions, pray for opportunities to share the gospel.</i>	

Executive Summary

- **WHERE DO ALL THE NUMBERS & MAPS COME FROM?**
 - **A significant number of input variables from the latest datasets**
 - **American Community Survey, Census Bureau**
 - **Knox County Tennessee, Congregational Membership Data, RCMS**
 - **Knox County Tennessee, Church Attendance Data, The American Church**
 - **Church Statistics, Center for Applied Research in the Apostolate, Georgetown Univ.**
 - **Applied statistical modeling and data analytics**
 - **Standard data analytic approaches were used to estimate affiliation, active participation, the Dones (those who are affiliated by not active), the Nones (population that are not affiliated) for small geographical areas at the census tract layer.**
 - **Statistical validity was ascertained at 85-90% accuracy based on testing analytic models to known values.**
 - **GIS modeling was performed on the data**
 - **Thematic maps show the population estimates for religious affiliation, active participation, the Dones and the Nones across the census tracts within Knox County.**
 - **Note: Input source citations are at the end of the report**
- **WHAT IS INCLUDED IN THE REPORT?**
 - **Thematic Maps & Data Tables**
 - **Religious Affiliation**
 - **Religious Active Participation**
 - **The “None” Population**
 - **The “Done” Population**
 - **The “Non-Christian” Population**
 - **Brief Description /Explanations**
 - **Issues for Consideration**

Dominant Religious Affiliation



2.1a Dominant Affiliation

In the map above, the tracts shaded in blue represent those census tracts with a dominant Evangelical Protestant affiliation. The green colors on the map indicate a dominant Catholic affiliation and the red indicate a dominant Mainline Protestant affiliation. To the right the chart gives the number of census tracts, the total affiliation and the percentage of population within each of these religious affiliations. Affiliation means that the population has membership in or self-identifies with that particular category.

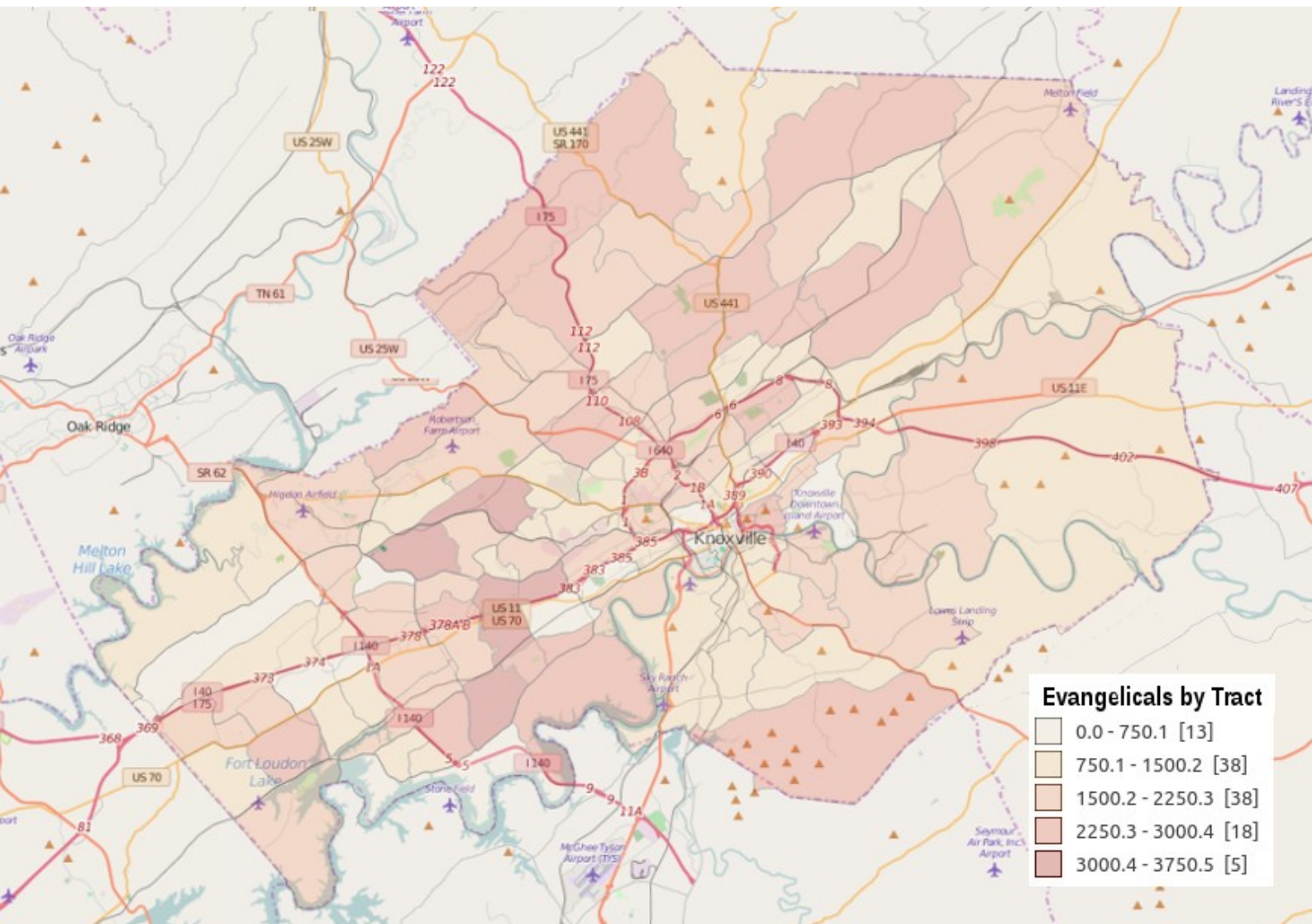
AFFILIATION	DOMINANT #TRACTS	TOTAL AFFILIATION	PERCENT OF POP
Evangelical Protestant	107	182,288	41.72%
Mainline Protestant	2	50,935	11.66%
Black Protestant *	0	6842	1.57%
Catholic Affiliation	3	21,813	4.99%
Orthodox Affiliation	0	811	0.19%
World Religion Affiliation	0	2303	0.53%
TOTALS	112	264993	60.64%

* Black Protestant estimates are known to be underestimated due to lack of reporting.

2.1b Issues for Consideration

How does living in a dominant evangelical area tend to create the illusion that most people are Christians?

Evangelical Affiliation



2.2a Evangelical Affiliation

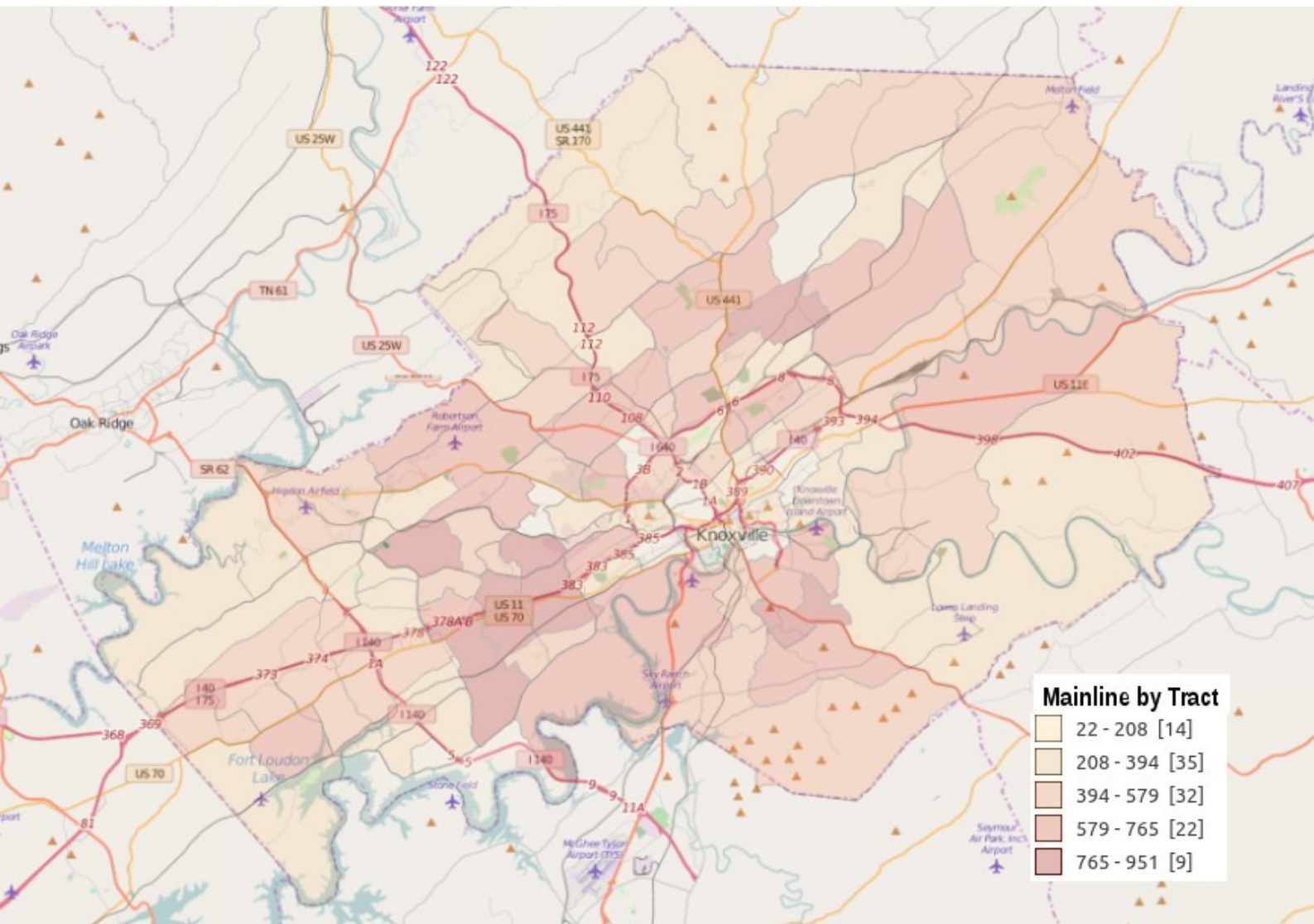
In the map above, the darker the shading of the census tract the greater density of evangelical affiliated population. The darkest shade has between 3000 and 3750 evangelical population within the census tract. To the right the chart lists the top 10 evangelical groups in Knox County with their affiliated population and the percent of all population that are affiliated with the group.

2.2b Issues for Consideration

TOP EVANGELICAL PROTESTANT AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
Southern Baptist Convention	127,341	29.14%
Non Denominational	23,952	5.48%
Church of God (Cleveland, Tennessee)	5,691	1.30%
Evangelical Presbyterian Church	4,206	0.96%
Churches of Christ	3,963	0.91%
Evangelical Free Church of America	2,976	0.68%
Assemblies of God	2,339	0.54%
Cumberland Presbyterian Church	1,978	0.45%
Lutheran Church Missouri Synod	1,710	0.39%
Presbyterian Church in America	1,543	0.35%

- Note the areas that have the least evangelical presence (the lightest colors). What types of areas are they?
- Note the areas that have the most evangelical presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?

Mainline Protestant Affiliation



2.3a Mainline Protestant Affiliation

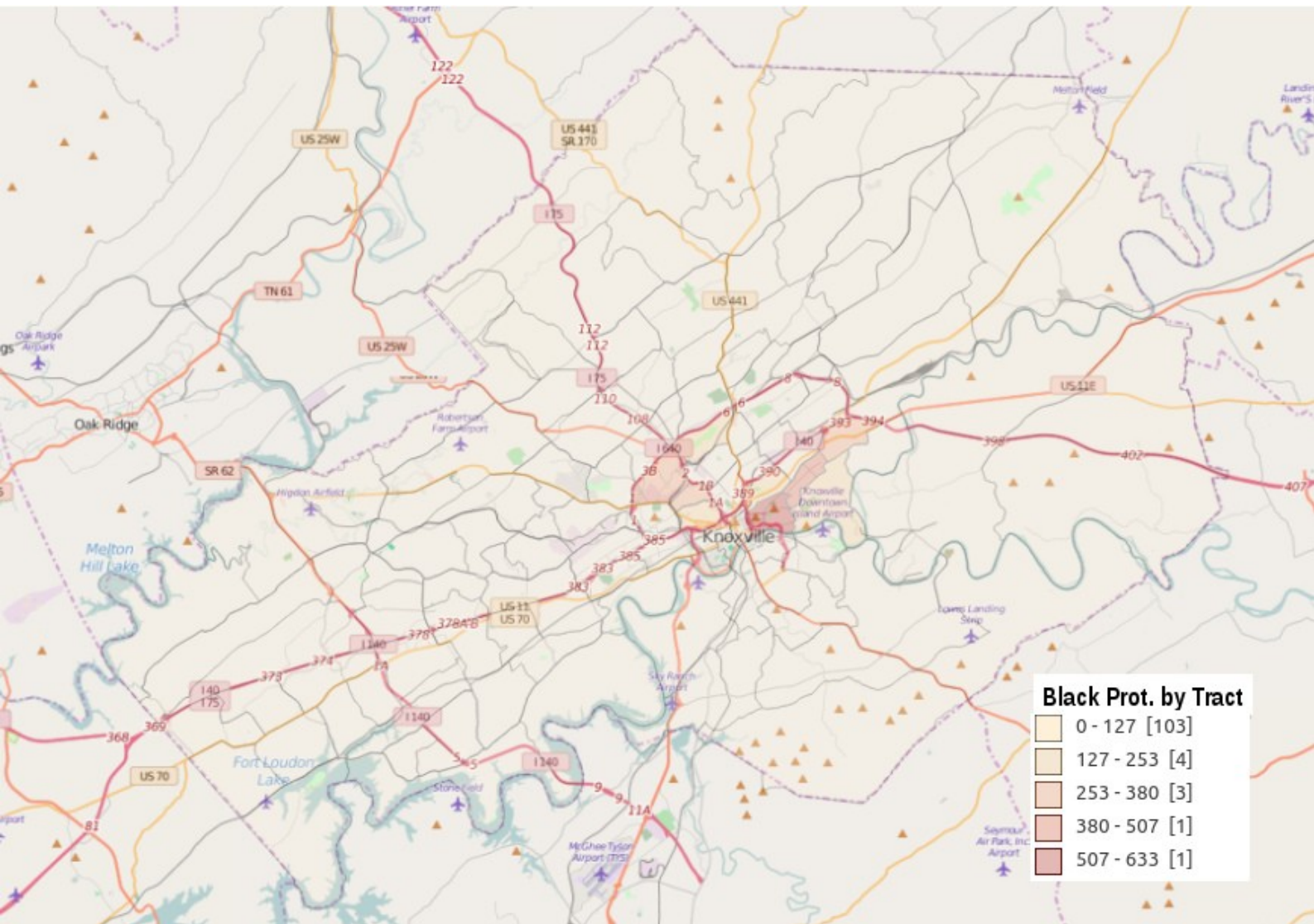
In the map above, the darker the shading of the census tract the greater density of mainline Protestant affiliated population. The darkest shade has between 765 and 951 mainline Protestant population within the census tract. To the right the chart lists the top 10 mainline Protestant groups in Knox County with their affiliated population and the percent of all population that are affiliated with the group.

TOP MAINLINE PROTESTANT AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
United Methodist Church	34,945	8.00%
Presbyterian Church USA	8,125	1.86%
Episcopal Church	4,333	0.99%
Evangelical Lutheran Church in America	2,152	0.49%
Congregational Christian Churches	2,079	0.48%
Christian Church (Disciples of Christ)	504	0.12%
United Church of Christ	301	0.07%
American Baptist Convention	299	0.07%
Metropolitan Community Churches, Universal	177	0.04%
Friends General Conference	65	0.01%

2.3b Issues for Consideration

- Note the areas that have the least mainline presence (the lightest colors). What types of areas are they?
- Note the areas that have the most mainline presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching mainline donees compared to evangelical donees?

Black Protestant Affiliation



2.4a Black Protestant Affiliation

In the map above, the darker the shading of the census tract the greater density of Black Protestant affiliated population. The darkest shade has between 507 and 633 Black Protestant population within the census tract. To the right the chart lists the top 5 Black Protestant groups in Knoxville with their affiliated population and the percent of all population that are affiliated with the group.

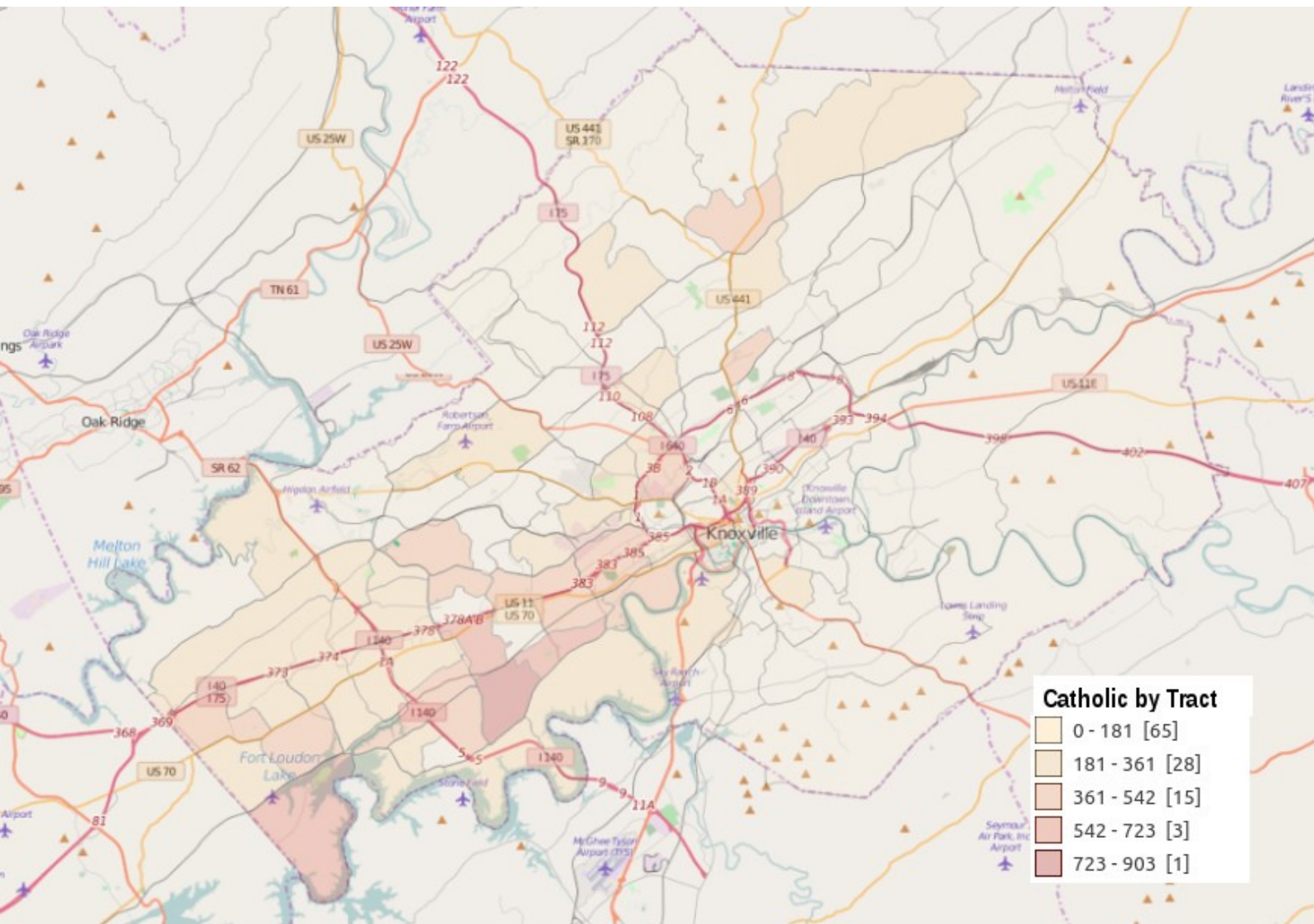
TOP BLACK PROTESTANT AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
National Baptist Convention, USA	2053	0.47%
African Methodist Episcopal Zion Church	1860	0.43%
National Missionary Baptist Convention	1412	0.32%
African Methodist Episcopal Church	646	0.15%
Progressive National Baptist Convention	478	0.11%

Note: Estimates of Black Protestant affiliation and active participation are known to be underestimated due to the lack of reporting.

2.4b Issues for Consideration

- Note the areas that have the least blk prot. presence (the lightest colors). What types of areas are they?
- Note the areas that have the most blk port. presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching blk prot. dones compared to evangelical dones?

Catholic Affiliation



2.5a Catholic Affiliation

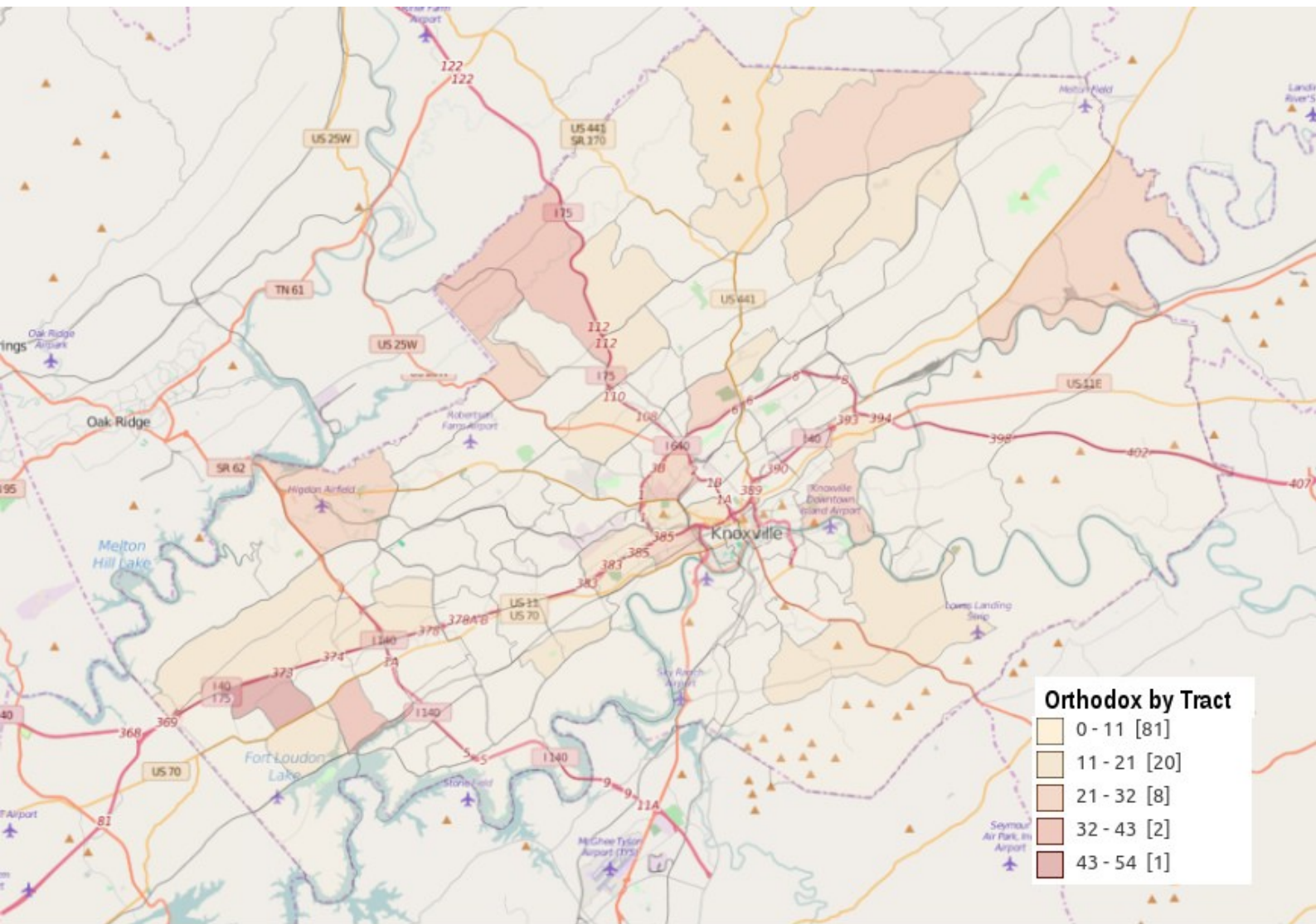
In the map above, the darker the shading of the census tract the greater density of Catholic affiliated population. The darkest shade has between 723 and 903 Catholic population within the census tract. To the right the chart lists the top Catholic groups in Knox County with their affiliated population and the percent of all population that are affiliated with the group.

TOP CATHOLIC AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
Roman Catholic	21,813	4.99%
Polish National Catholic	0	0.00%
United Catholic	0	0.00%

2.5b Issues for Consideration

- Note the areas that have the least Catholic presence (the lightest colors). What types of areas are they?
- Note the areas that have the most Catholic presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching Catholic donees compared to evangelical donees?

Orthodox Affiliation



2.6a Orthodox Affiliation

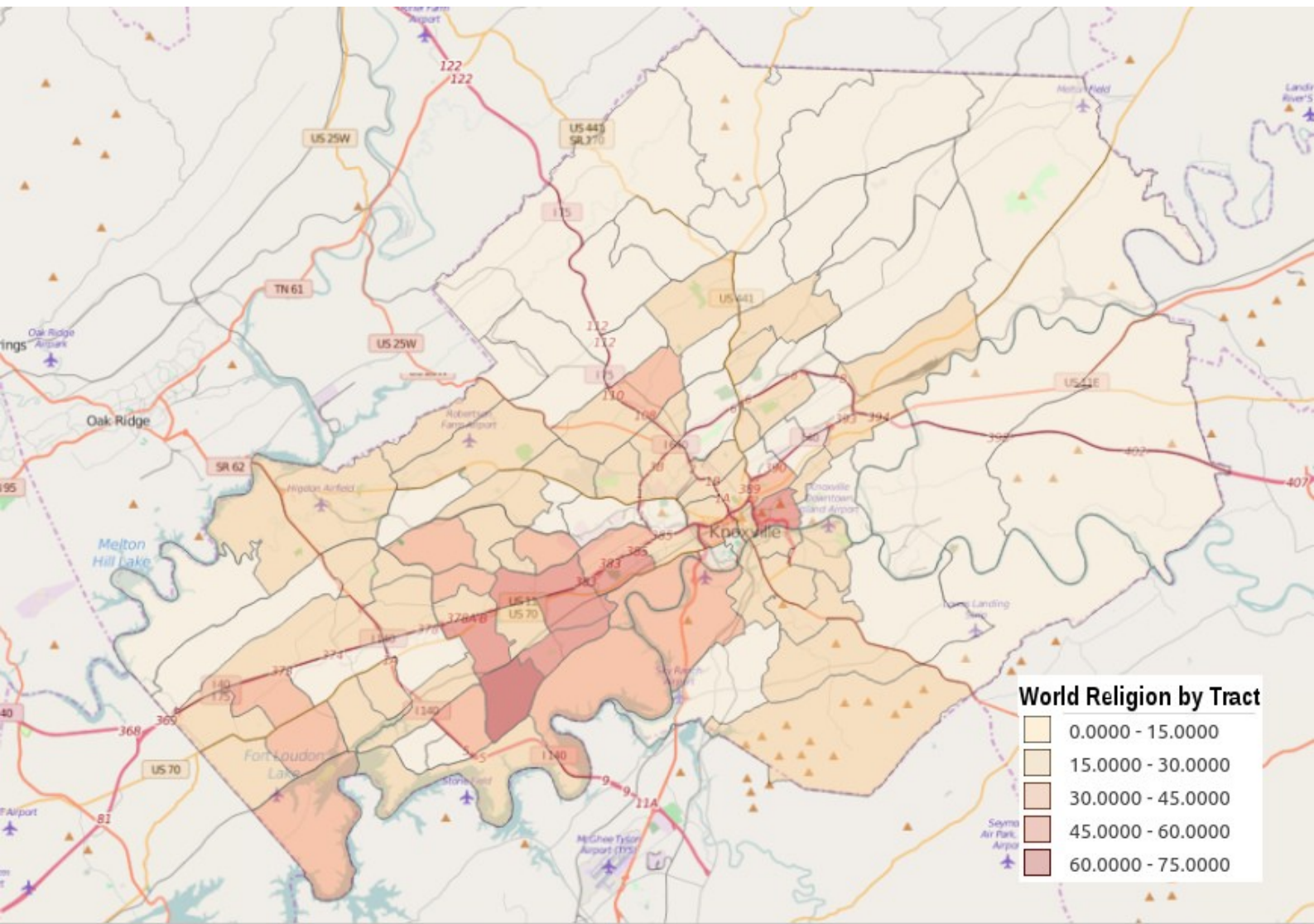
In the map above, the darker the shading of the census tract the greater density of Orthodox affiliated population. The darkest shade has between 43 and 54 Orthodox population within the census tract. To the right the chart lists the top Orthodox groups in Knox County with their affiliated population and the percent of all population that are affiliated with the group.

TOP ORTHODOX AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
Greek Orthodox Archdiocese of America	744	0.02%
Coptic Orthodox Church	68	0.17%

2.6b Issues for Consideration

- Note the areas that have the least Orthodox presence (the lightest colors). What types of areas are they?
- Note the areas that have the most Orthodox presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching Orthodox dones compared to evangelical dones?

World Religion Affiliation



2.7a World Religion Affiliation

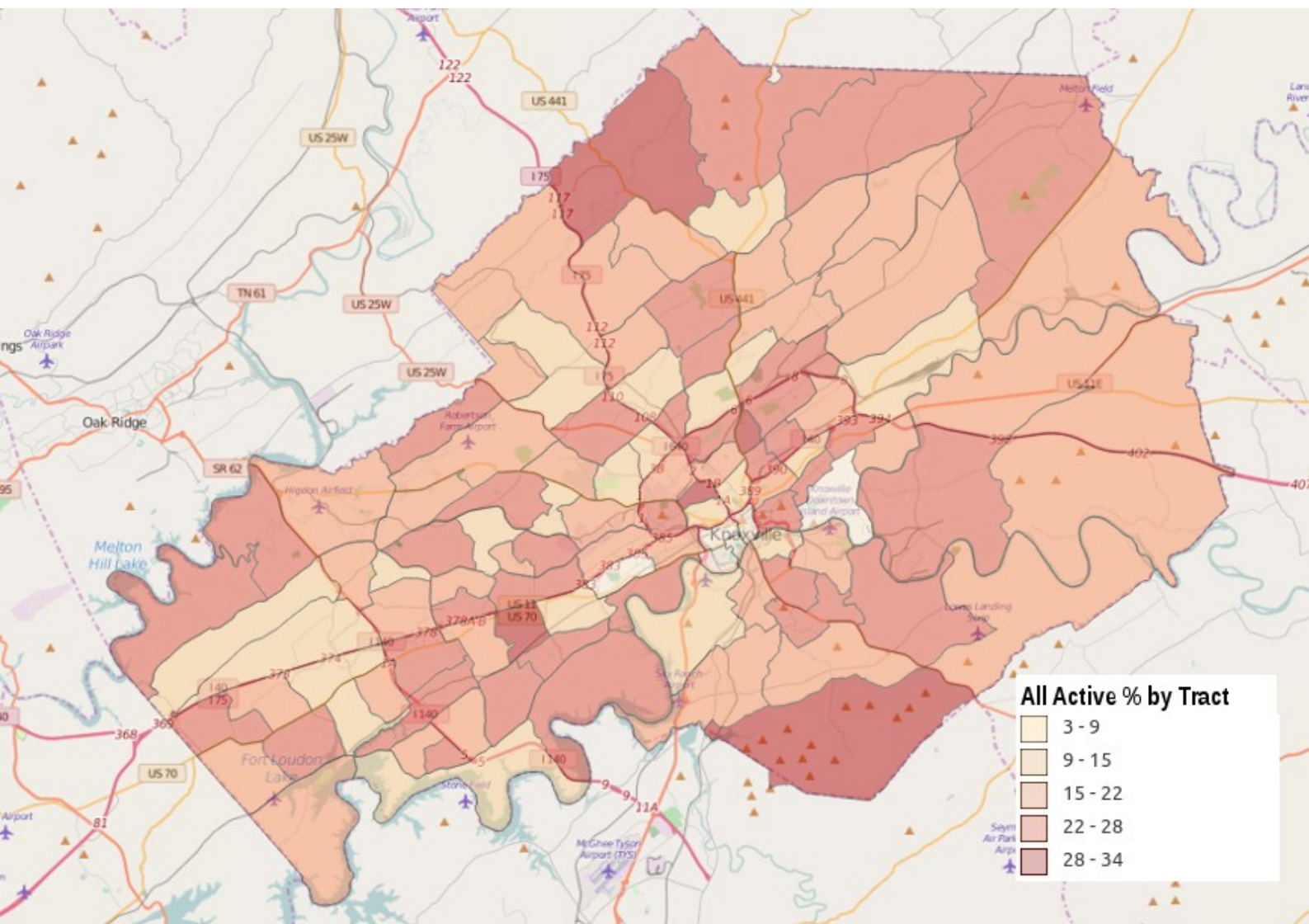
In the map above, the darker the shading of the census tract the greater density of world religion affiliated population. The darkest shade has between 60 and 75 world religion affiliated population within the census tract. To the right the chart lists the top 5 world religion groups in Knox County with their affiliated population and the percent of all population that are affiliated with the group.

TOP WORLD RELIGION AFFILIATION	TOTAL AFFILIATION	PERCENT OF POP
Muslim	917	0.0021%
Reformed Judaism	597	0.0014%
Conservative Judaism	541	0.0012%
Baha'i Faith	163	0.0004%
Post Renaissance Hinduism	69	0.0002%

2.7b Issues for Consideration

- Note the areas that have the least religion presence (the lightest colors). What types of areas are they?
- Note the areas that have the most religion presence (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching world religion donees compared to evangelical donees?

Active Religious Participation



3.1a Active Religious Participation

In the map above, the darker the shading of the census tract the greater amount of active religious participants. The darkest shade has between 28 and 34% of the population that are active participants in organized religion. To the right the chart lists 6 categories of religious participation in Knox County with the total participation and the percent of total population for each grouping. Participation means that the population attend a religious service one time per week.

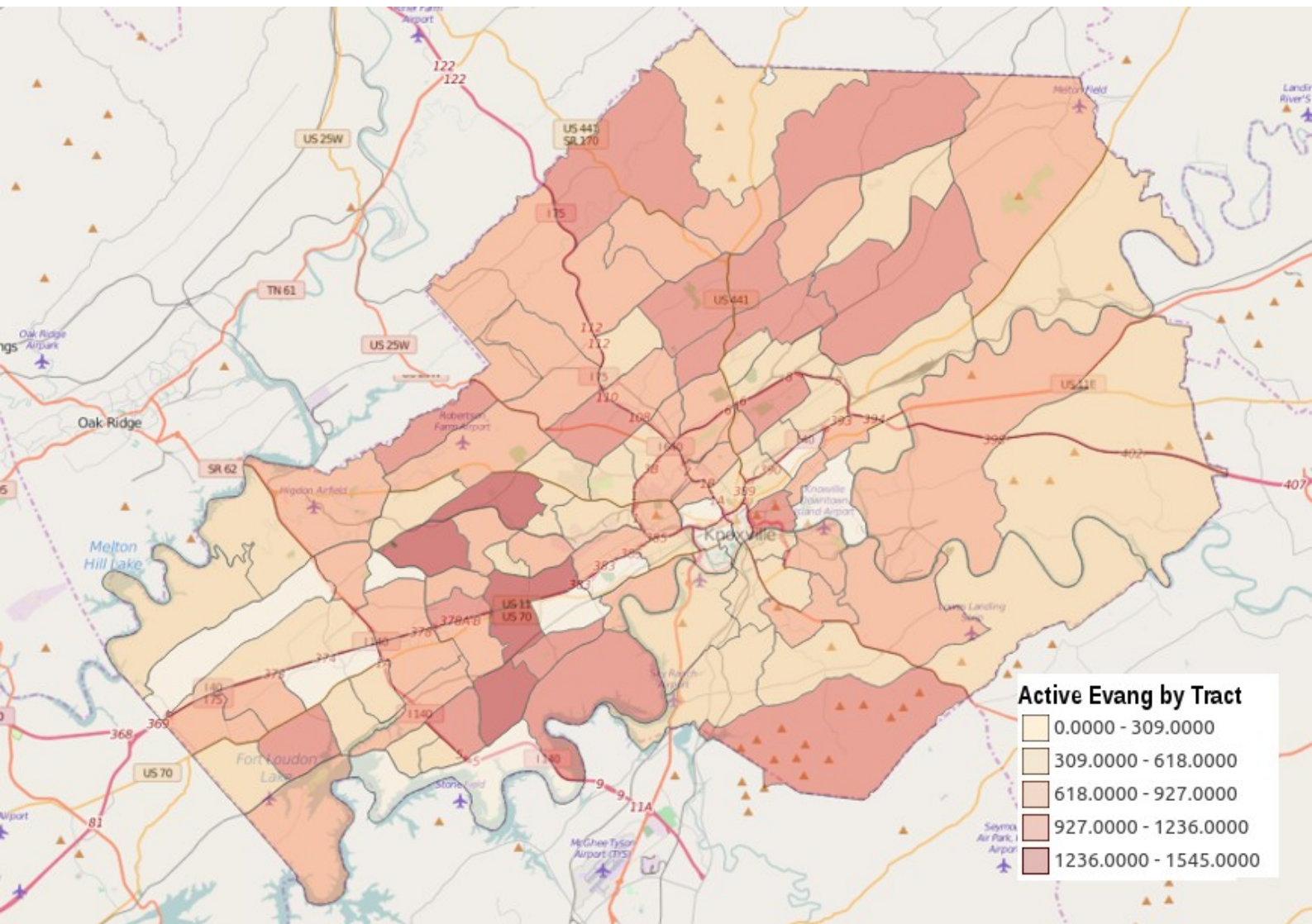
3.1b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching actively religious non-Christians?

PARTICIPATION *	TOTAL PARTICIPATION	PERCENT OF POP
Evangelical Protestant	74,897	17.14%
Mainline Protestant	2,097	0.48%
Black Protestant **	1,734	0.40%
Catholic Affiliation	5,234	1.20%
Orthodox Affiliation	182	0.04%
World Religion Affiliation	644	0.15%
TOTALS	84,788	19.41%

* Active percents based on actual attendance data from Knox County, TN
 **Black Protestant estimates are known to be underestimated due to lack of reporting.

Evangelical Active Participation



3.2a Evangelical Active Participation

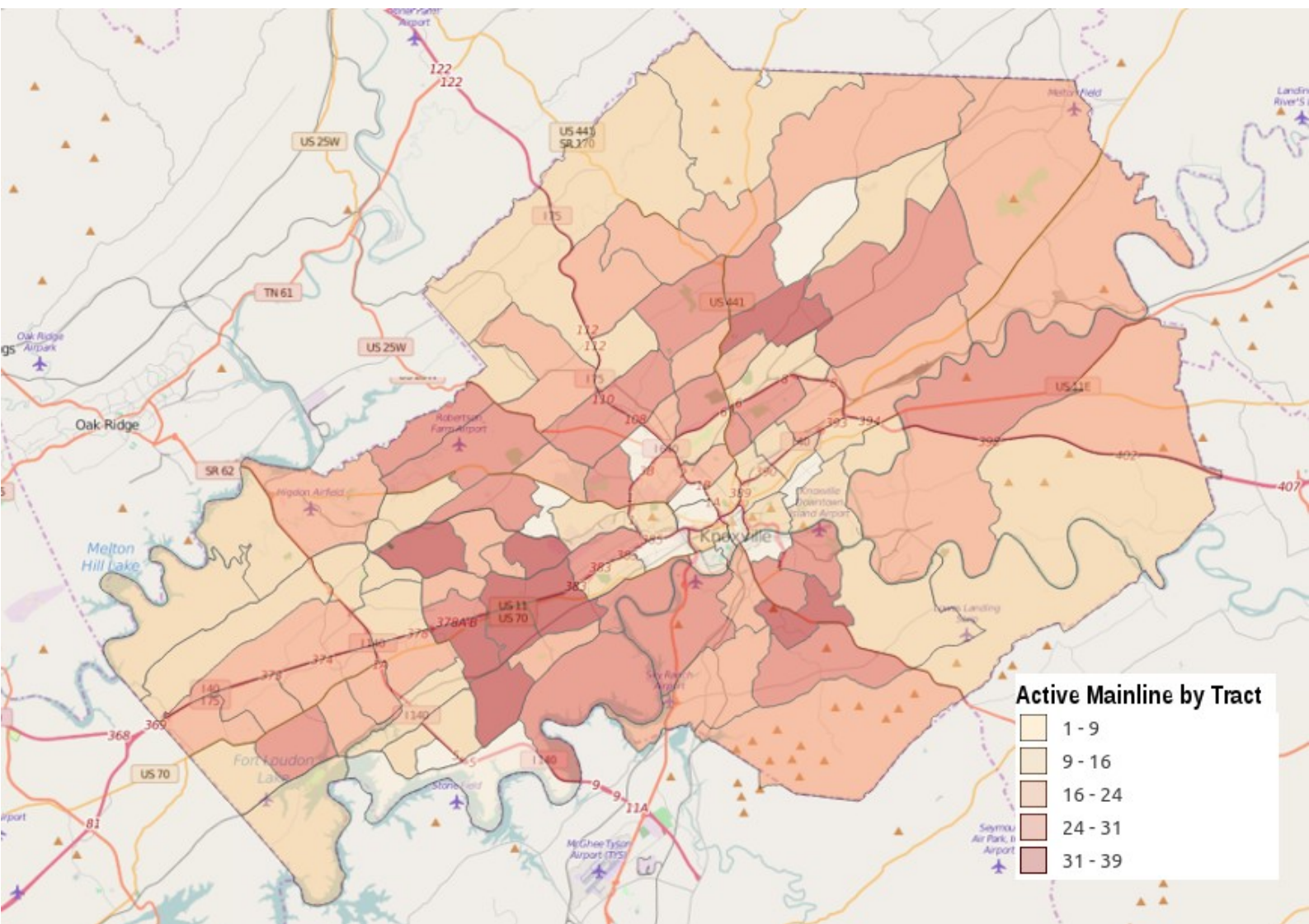
In the map above, the darker the shading of the census tract the greater amount of active Evangelical presence. The darkest shade has between 1236 and 1545 active participants in Evangelical churches. To the right the chart lists the 5 ranges of active Evangelical population in Knox County with the range of population and the percent of total population for each grouping.

EVANGELICAL ACTIVE PARTICIPATION	ACT EVANG POP RANGE	ACT EVANG PER RANGE
Least Amount of Evangelicals	0 - 309	1% to 11%
Below Average Amt of Evangelicals	309 - 618	8% to 23%
Average Amount of Evangelicals	618 - 927	12% to 33%
Above Average Amt of Evangelicals	927 - 1236	18% to 33%
Most Amount of Evangelicals	1236 - 1545	18% to 26%

3.2b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active Evangelical non-Christians? (There are some....)

Mainline Protestant Active Participation



3.3a Mainline Protestant Active Participation

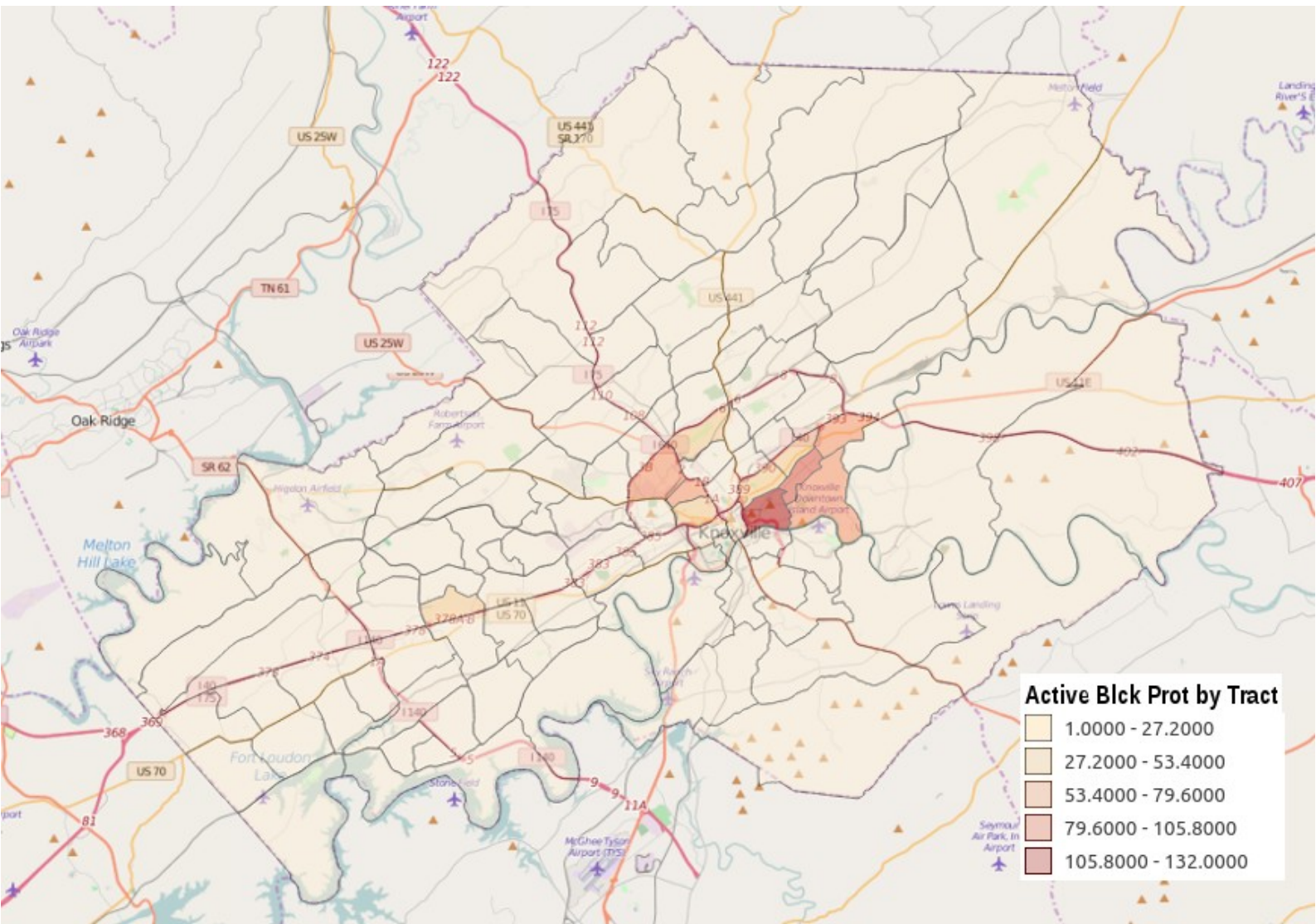
In the map above, the darker the shading of the census tract the greater amount of active Mainline Protestant presence. The darkest shade has between 31 and 39 active participants in Mainline churches. To the right the chart lists the 5 ranges of active Mainline population in Knox County with the range of population and the percent of total population for each grouping.

MAINLINE PROTESTANT ACTIVE PARTICIPATION	ACT MAIN P POP RANGE	ACT MAIN P PER RANGE
Least Amount of Mainline	1 - 9	0.05% to 0.47%
Below Average Amt of Mainline	9 - 16	0.19% to 0.69%
Average Amount of Mainline	16 - 24	0.34% to 0.64%
Above Average Amt of Mainline	24 - 31	0.50% to 0.91%
Most Amount of Mainline	31 - 39	0.43% to 1.10%

3.3b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active mainline who are non-Christians?

Black Protestant Active Participation



3.4a Black Protestant Active Participation

In the map above, the darker the shading of the census tract the greater amount of active Black Protestant presence. The darkest shade has between 105 and 132 active participants in Black Protestant churches. To the right the chart lists the 5 ranges of active Black Protestant population in Knox County with the range of population and the percent of total population for each grouping.

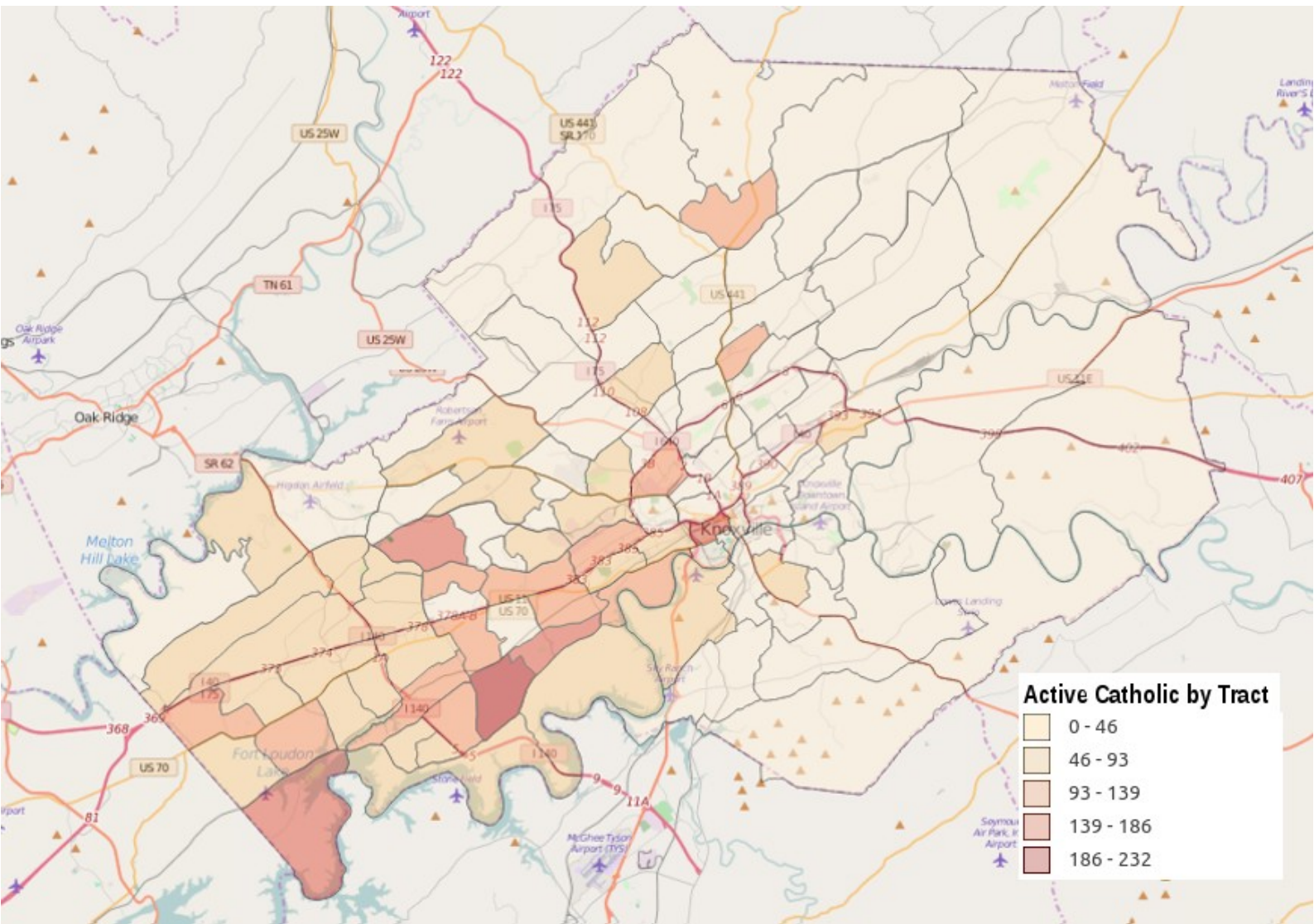
BLACK PROTESTANT ACTIVE PARTICIPATION	ACT BLK P POP RANGE	ACT BLK P PER RANGE
Least Amount of Black Protestants	1 - 27	1% to 11%
Below Average Amt of Black Prot.	27 - 53	8% to 23%
Average Amount of Black Prot.	53 - 80	12% to 33%
Above Average Amt of Black Prot.	80 - 105	18% to 33%
Most Amount of Black Protestants	105 - 132	18% to 26%

Note: Estimates of Black Protestant affiliation and active participation are known to be underestimated due to the lack of reporting.

3.4b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active Black Protestants who are non-Christians?

Catholic Active Participation



3.5a Catholic Active Participation

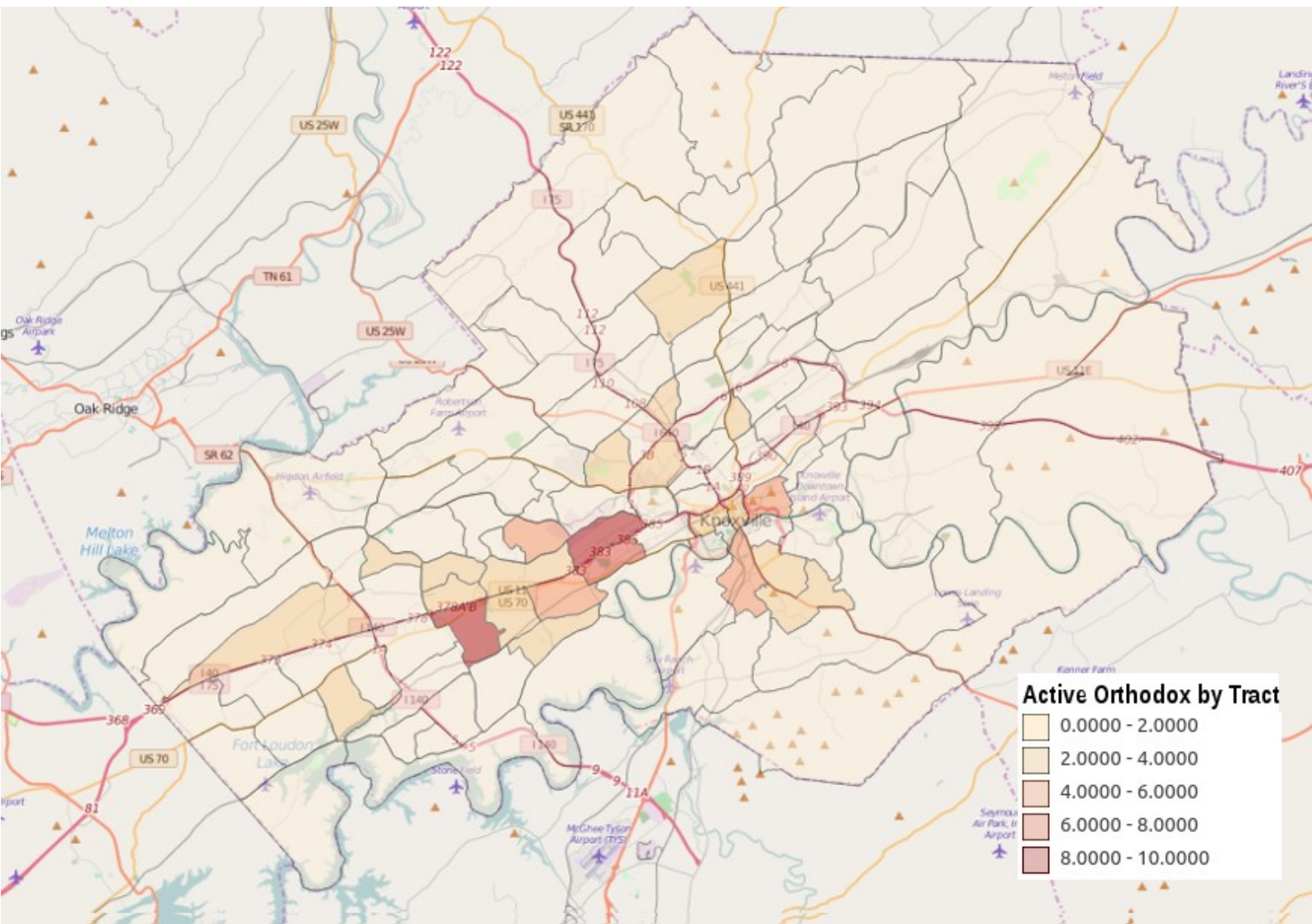
In the map above, the darker the shading of the census tract the greater amount of active Catholic presence. The darkest shade has between 186 and 232 active participants in Catholic churches. To the right the chart lists the 5 ranges of active Catholic population in Knox County with the range of population and the percent of total population for each grouping.

CATHOLIC ACTIVE PARTICIPATION	ACT CATH POP RANGE	ACT CATH PER RANGE
Least Amount of Catholics	0 - 46	0% to 2.07%
Below Average Amt of Catholics	46 - 93	0.87% to 4.19%
Average Amount of Catholics	93 - 139	2.02% to 3.76%
Above Average Amt of Catholics	139 -186	2.02% to 3.24%
Most Amount of Catholics	186 - 232	2.75% to 2.75%

3.5b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active Catholics who are non-Christians?

Orthodox Active Participation



3.6a Orthodox Active Participation

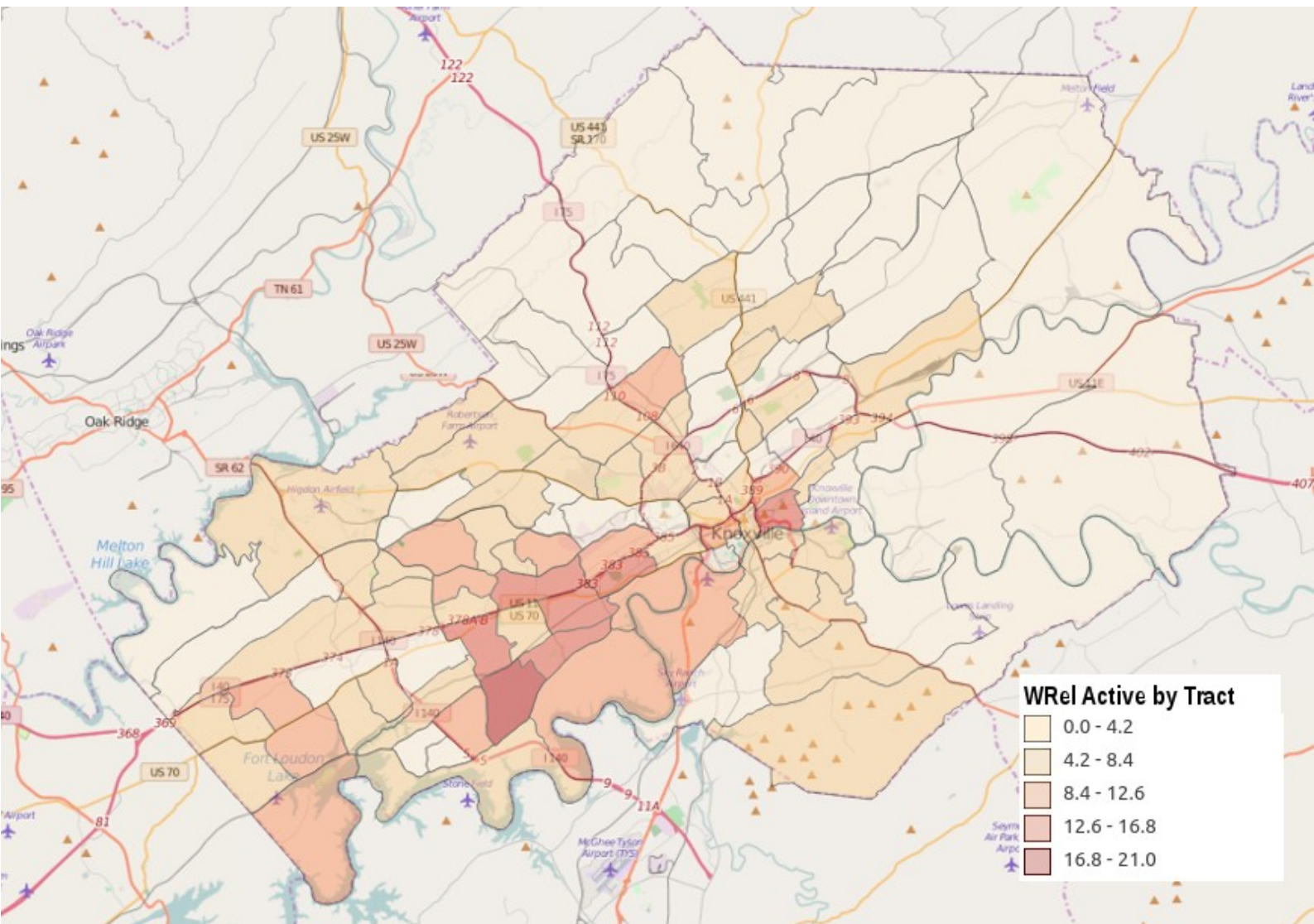
In the map above, the darker the shading of the census tract the greater amount of active Orthodox presence. The darkest shade has between 8 and 10 active participants in Orthodox churches. To the right the chart lists the 5 ranges of active Orthodox population in Knox County with the range of population and the percent of total population for each grouping.

ORTHODOX ACTIVE PARTICIPATION	ACT ORTHO POP RANGE	ACT ORTHO PER RANGE
Least Amount of Orthodox	0 - 2	1% to 11%
Below Average Amt of Orthodox	2 - 4	8% to 23%
Average Amount of Orthodox	4 - 6	12% to 33%
Above Average Amt of Orthodox	6 - 8	18% to 33%
Most Amt of Orthodox	8 - 10	18% to 26%

3.6b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active Orthodox who are non-Christians?

World Religion Active Participation



3.7a World Religion Active Participation

In the map above, the darker the shading of the census tract the greater the amount of active participation in non-Christian world religions. The darkest shade has between 16 and 21 active participants in world religious organizations. To the right the chart lists the 5 ranges of active world religious population in Knox County with the amount of population and the percent of total population for each grouping.

WORLD RELIGION ACTIVE PARTICIPATION	ACT WREL POP RANGE	ACT WREL PER RANGE
Least Amount of World Religion	0 - 4	0.02% to 0.23%
Below Average Amt of World Religion	4 - 8	0.09% to 0.32%
Average Amount of World Religion	8 - 12	0.14% to 0.32%
Above Average Amt of World Religion	12 - 16	0.27% to 0.47%
Most Amount of World Religion	16 - 21	0.27% to 0.28%

3.7b Issues for Consideration

- Note areas that have the least active participation (the lightest colors). What types of areas are they?
- Note areas that have the most active participation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching active World Religion adherents who are non-Christians?

Who are the “Nones”?

4.1 Who are the “Nones”?

According to Elizabeth Drescher, in her recent book, *Choosing Our Religion: The Spiritual Lives of America's Nones*, The “Nones” are simply those who say they have no religious affiliation. Recent data shows the growth of the Nones in every region of the United States including Knox county.

Demographically the Nones are more apt to be men (57%) than women (43%). While it is true that there are Nones in every ethnic and racial category, a large percentage of the religiously unaffiliated (68%) are white (which is a decrease from 73% in 2007). Drescher writes:

“Still, religious affiliation has grown across all gender, racial, ethnic, educational, geographical, and political categories. The data also show that Nones are distributed across income groups, with rates of unaffiliation growing most rapidly among those making less than \$30,000 a year (29%).”

While it is true that a higher percentage of younger people are unaffiliated with any religious group, the sheer numbers of people over the age of 30 who are are unaffiliated means that today, the largest group of Nones are those between the ages of 30 and 49 (See “Changing US Religious Landscape” from the Pew Research Center.)

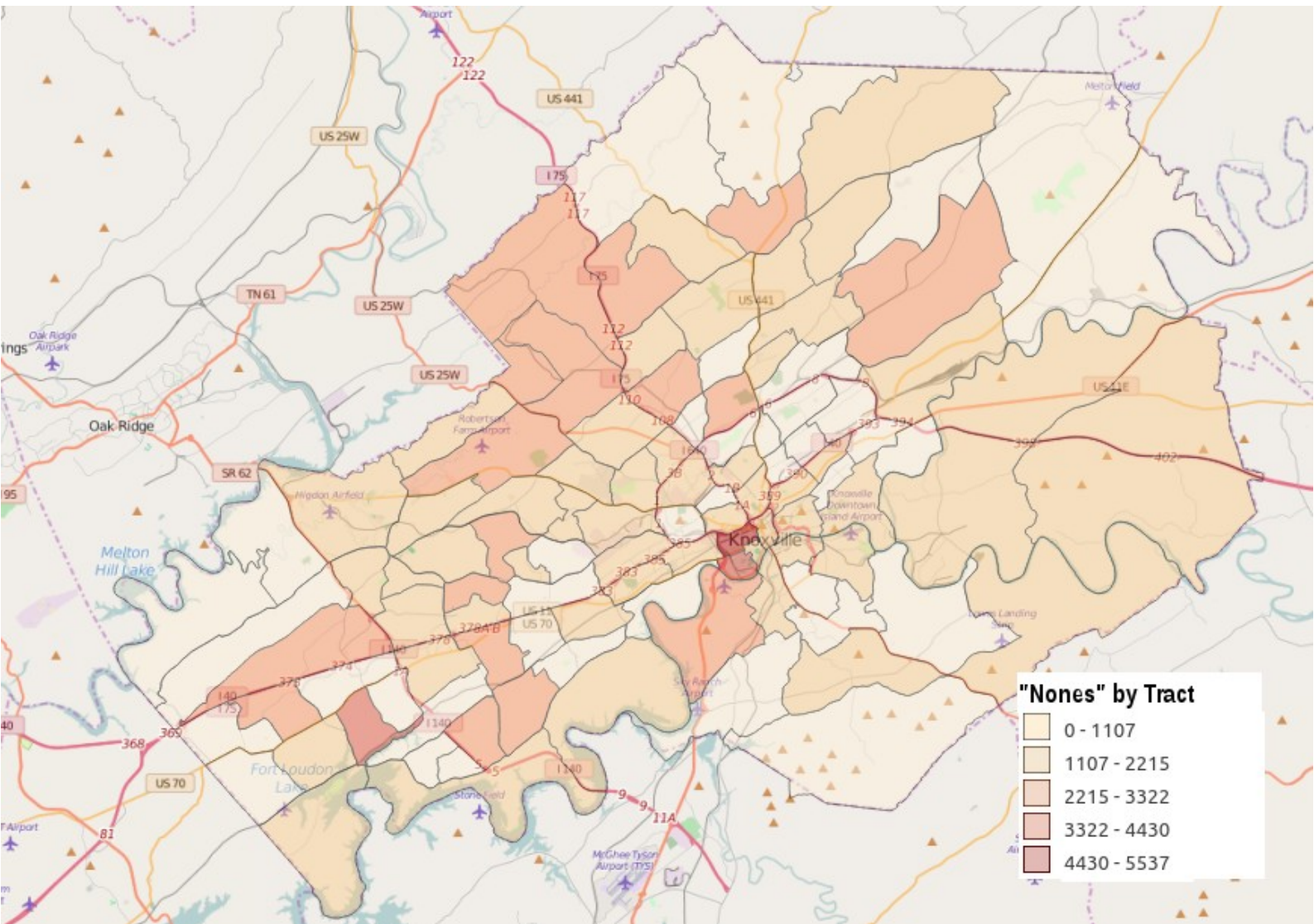
The Knox County Evangelscape Religious Barometer below graphically pictures the percentage of population that are religiously active, religiously inactive (the “Dones”) and religiously unaffiliated (the “Nones”). We calculate the “Nones” by subtracting the total claimed adherents for all of the religious groups from the total population. Surveys in the past have shown that self-reporting tends to inflate religious affiliation – meaning people who have no current affiliation will often self-report a historical connection. We report those who currently have no affiliation (active or inactive) as “Nones.” The “Nones” of Knox County represents 39.34% of the population.

Knox County Evangelscape Religious Barometer



Active Evangelicals	Evangelical Dones	Nones
Active Mainline Protestants	Mainline Protestant Dones	World Religion Dones
Active Black Protestants	Black Protestant Dones	Active World Religions
Active Catholics	Catholic Dones	
Active Orthodox	Orthodox Dones	

The “Nones” of Knox County



4.2a The Nones of Knox County

In the map above, the darker the shading of the census tract the greater the amount of population with no religious affiliation, the “Nones.” The darkest shade has between 4430 and 5537 Nones who have no religious affiliation. To the right the chart lists the 5 ranges of unaffiliated religious population in Knox County with the amount of population and the percent of total population for each grouping.

THE NONES WITH NO PARTICIPATION	NONES POP RANGE	NONES PER RANGE
Least Amount of Nones	0 - 1107	0% to 51.11%
Below Average Amt of Nones	1107 - 2215	28.78% to 84.06%
Average Amount of Nones	2215 - 3322	30.65% to 57.01%
Above Average Amt of Nones	3322 - 4430	63.52% to 90.20%
Most Amount of Nones	4430 - 5537	84.67%

4.2b Issues for Consideration

- Note areas that have the least none affiliated (the lightest colors). What types of areas are they?
- Note areas that have the most none affiliated (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching non-Christians with no religious affiliation?

Who are the “Dones”?

5.1 Who are the “Dones”?

According to World Religion News, The Dones are the dechurched or “lapsed” religious people who are “becoming fed up with the church and are leaving it.” Sociologist Josh Packard in his book *Church Refugees* defines the Dones as those who are “dissatisfied with the structure, social message, and politics of the institutional church, and they've decided they and their spiritual lives are better off outside of organized religion.” He quotes one survey respondent who said: “I guess the church just sort of churched the church out of me.”

For at least 35 years since the appearance of James Russell Hale's book in 1980, *The Unchurched: Who They Are and Why They Stay Away*, ministry leaders have struggled with this issue – first defining who they are, second understanding why they leave, and lastly figuring out what to do about it. Josh Packard's book is the most recent analysis of the current trends.

From a data perspective those who have an affiliation to organized religion yet have become inactive – meaning they no longer participate in the organized church with whom they belong – constitute one way of both identifying and defining the Dones. We can identify the amount of population among each of the organized religious groups who are no longer active, and thus may be labeled as the “Dones.”

In the table to the right the number and percent of population who are the Dones in each religious group is noted. The Evangelscape Religious Barometer below compares the 41.26% of the population who are Dones to the rest of the categories.

KNOX COUNTY DONES BY RELIGIOUS GROUPING	TOTAL DONES	PERCENT OF POP
Evangelical Protestant Dones	106,483	24.58%
Mainline Protestant Dones	48,427	11.12%
Black Protestant Dones*	5,070	1.17%
Catholic Dones	16,438	3.79%
Orthodox Dones	706	0.16%
World Religion Dones	1,643	0.38%
TOTALS	178,767	41.26%

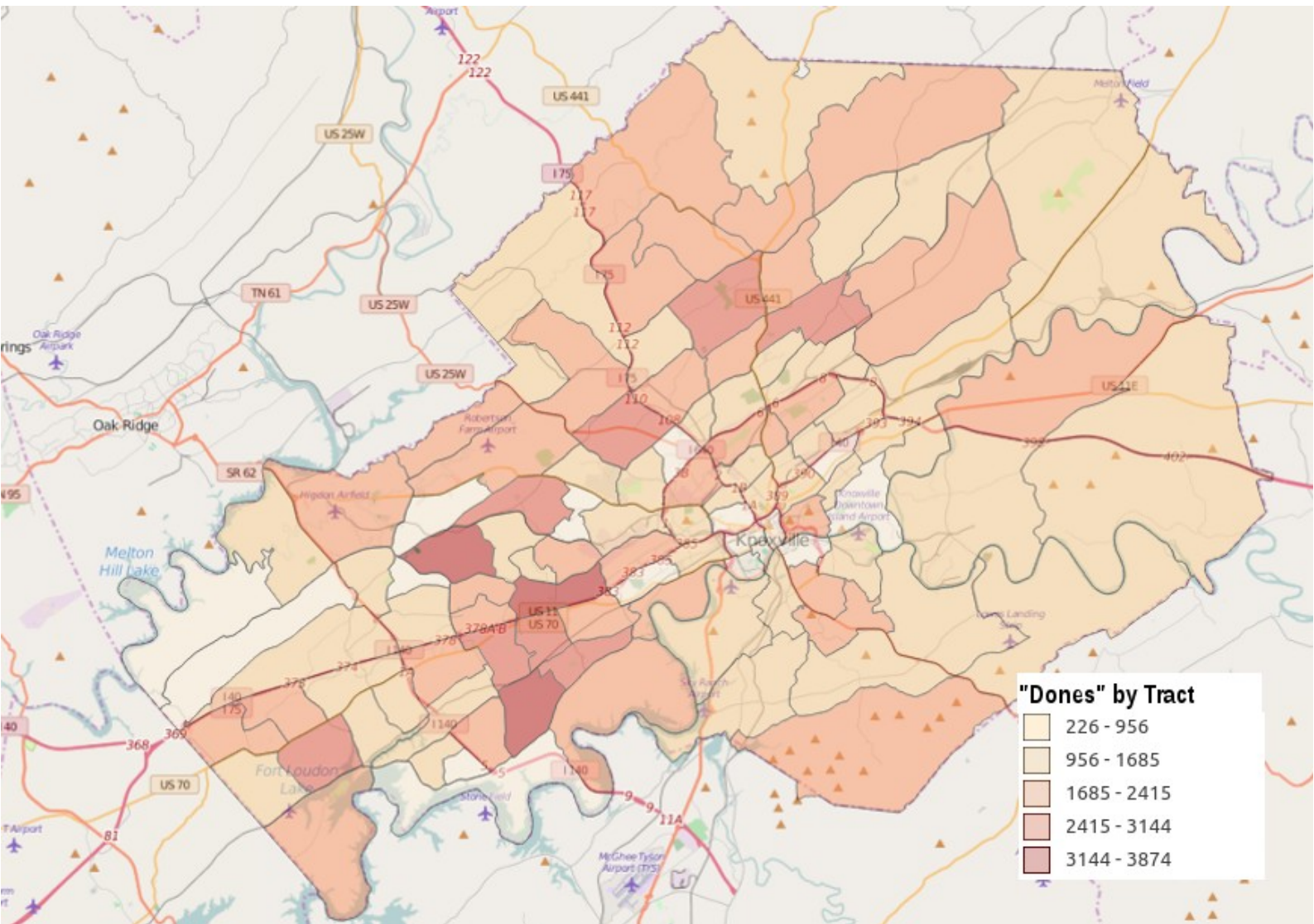
* Black Protestant estimates are known to be underestimated due to lack of reporting.

Knox County Evangelscape Religious Barometer



Active Evangelicals	Evangelical Dones	Nones
Active Mainline Protestants	Mainline Protestant Dones	World Religion Dones
Active Black Protestants	Black Protestant Dones	Active World Religions
Active Catholics	Catholic Dones	
Active Orthodox	Orthodox Dones	

The “Dones” of Knox County



5.2 The Dones of Knox County

In the map above, the darker the shading of the census tract the greater the amount of population with lapsed religious affiliation, the “Dones.” The darkest shade has between 3144 and 3874 Dones who are inactive in their religious affiliation. To the right the chart lists the 5 ranges of lapsed religious population in Knox County with the amount of population and the percent of total population for each grouping.

THE DONES QUIT PARTICIPATING	DONES POP RANGE	DONES PER RANGE
Least Amount of Dones	226 - 956	7.19% to 53.16%
Below Average Amt of Dones	956 - 1685	26.04% to 50.60%
Average Amount of Dones	1685 - 2415	30.41% to 65.62%
Above Average Amt of Dones	2415 - 3144	43.07% to 56.07%
Most Amount of Dones	3144 - 3874	41.14% to 58.35%

5.2b Issues for Consideration

- Note areas that have the least lapsed affiliation (the lightest colors). What types of areas are they?
- Note areas that have the most lapsed affiliation (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching lapsed affiliates who are non-Christians?

Who are the “Non-Christians”?

6.1 Who are the “Non-Christians”?

Missiologists, church statisticians, denominational leaders, and others have created a quagmire of labels to identify different segments of the population and how they relate to Christianity. In fact, the vary definition of what constitutes a “Christian” in American religious literature is extremely fluid. This is especially true when the concern is identifying those do not know Jesus Christ as personal Savior in order to prioritize and develop missional strategies. Curt Watke, in his book *Ministry Context Exploration: Understanding North American Cultures* wrote:

“In our research, the lostness of those apart from Christ should always serve as an important distinction to make among the peoples in our sociocultural environment. However, the evangelical church in North America operates in a quagmire of terminology to designate those who have not experienced the grace of God in salvation. Are these “people groups” lost, unsaved, unreached, unevangelized, or unchurched? Missiologists have created specific definitions for the terms unreached, unevangelized, and unchurched.”

This section will review the data that has been presented and offer ways to understand the concept of “non-Christians” and the consequence of doing so.

1 NONES ARE THE NON-CHRISTIANS 168,593 (39.34%)

Some would argue that the “Nones” are “non-Christians” meaning that this population group is not affiliated with any local congregation through attendance or membership. But does that mean that everyone else has been “reached” with the gospel? Is the evangelistic task completed for all but the Nones?

2 NONES & WORLD RELIGIONS ARE NON-CHRISTIANS 170,896 (39.88%)

Some may advocate that those who are either adherents of world religions or are world religion “dones” are non-Christians because none of these have any affiliation to a “Christian” church. But does that mean that everyone else has been adequately presented with the gospel?

3 NONES, WORLD RELIGIONS & ALL NONEVANG DONES 242,391 (56.56%)

Some have defined non-Christian as a combination of the nones, those who follow world religions, and the non-evangelical dechurched – essentially everyone who is not actively involved in a religious group that identifies itself as “Christian” or identified with an evangelical group. However, that means that those who are actively involved in churches and groups that do not believe in the deity of Christ and the gospel are not included in the non-Christians.

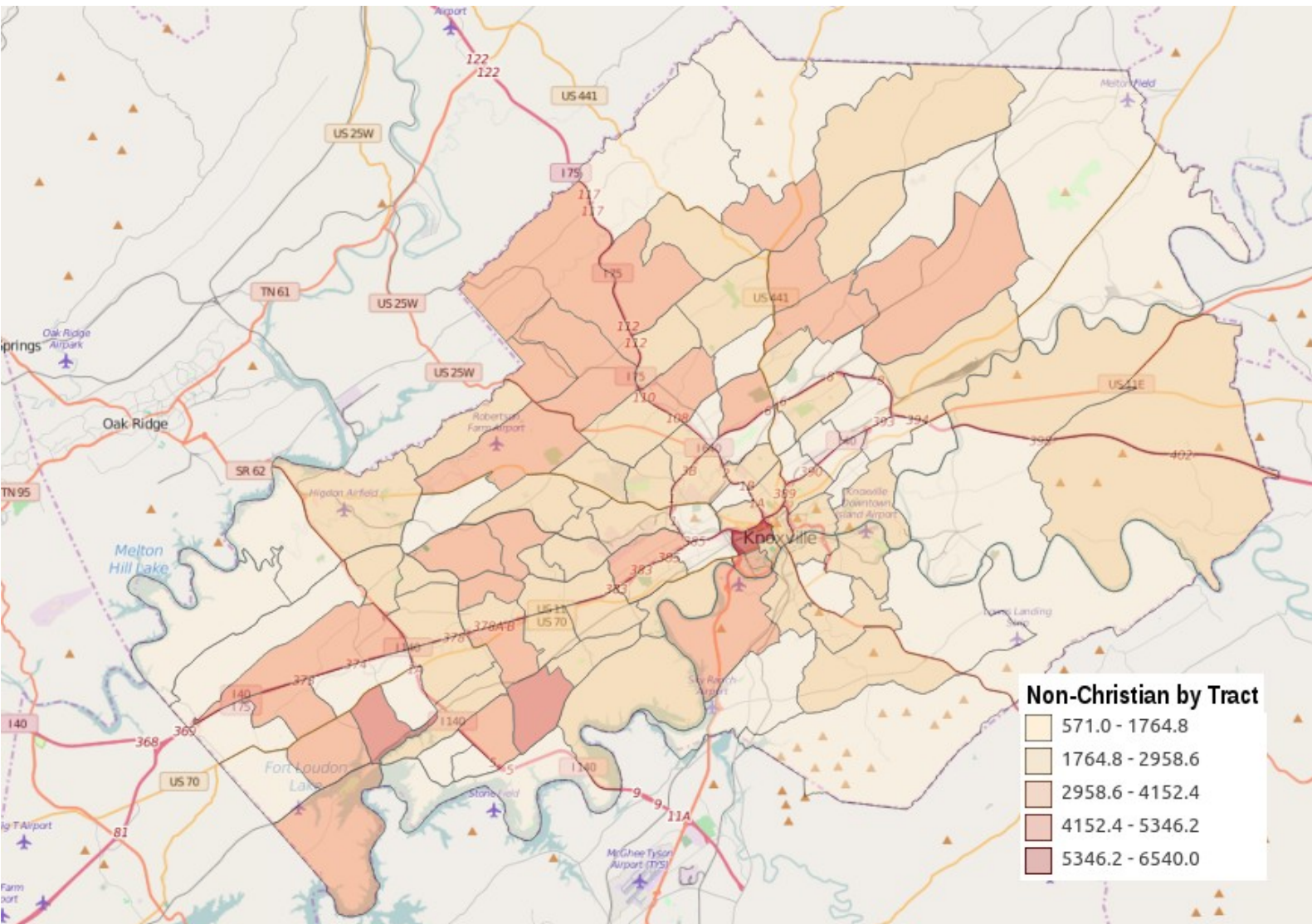
4 NONES, WORLD RELIGIONS & ALL NON-EVANG GROUPS 257,216 (60.02%)

Another view of non-Christian is to add the nones, world religion affiliates and the non-evangelical group's active and dones together. This does not discount that some Mainline Protestants, Black Protestants, and Catholics are believers – but it does recognize that many of these groups do not preach the gospel of personal salvation and so large numbers may not have been reached with the gospel. This leaves all the Evangelical adherents including the Active and the Evangelical Dones as “reached.”

5 NONES, DONES, WRLD RELIGS & NON-EVANGELICAL GRPS 355,208 (82.88%)

This last group is the same as #4 except that Evangelical Dones are included in the non-Christians. Some would argue that the doctrine of the perseverance of the saints would call for a recognition that those who have left were never really reached in the first place. Thus only Active Evangelicals are left as “reached.”

The Non-Christians of Knox County



6.2a Knox County Non-Christians

On this page, the term “non-Christian” follows #4 on the previous page. In the map above, the darker the shading of the census tract the greater the amount of population who are non-Christians. The darkest shade has between 5346 and 6540 who have likely not accepted Christ as personal Savior. To the right the chart lists the 5 ranges of non-Christian population in Knox County with the amount of population and the percent of total population for each grouping.

THE NON-CHRISTIANS	UNREACHED POP RANGE	UNREACHED PER RANGE
Least Amount of non-Christians	571 - 1765	19.4% to 84.7%
Below Average Amt of non-Christians	1765 - 2959	35.92% to 95.95%
Average Amount of non-Christians	2959 - 4152	52.87% to 94.9%
Above Average Amt of non-Christians	4152 - 5346	55.47% to 79.39%
Most Amount of non-Christians	5346 - 6540	98.70%

6.2b Issues for Consideration

- Note areas that have the least non-Christians (the lightest colors). What types of areas are they?
- Note areas that have the most non-Christians (the darkest colors). What types of areas are they?
- What differences are there in terms of area, types of demographics, and other issues?
- How will your approach differ in reaching different types of people who are non-Christians?

References, Sources, Credits

References & Data Sources

Data Sources

Demoscape dataset, ©2016 Slavnik Labs (and licensed by the Intercultural Institute for Contextual Ministry)

Evangelscape dataset, ©2016 Slavnik Labs (and licensed by the Intercultural Institute for Contextual Ministry)

Preprocessing Data Sources

American Community Survey, Census Bureau, US Department of Commerce

Church Statistics, Center for Applied Research in the Apostolate, Georgetown University.

Clifford Grammich, Kirk Hadaway, Richard Houseal, Dale E. Jones, Alexei Krindatch, Richie Stanley, and Richard H. Taylor. 2012. 2010 U.S. Religion Census: Religious Congregations & Membership Study. Association of Statisticians of American Religious Bodies.

David Olson, The American Church.org, Active Evangelical, Active Mainline Protestant, Active Catholic presence data

Map Sources

GIS Processing: Slavnik Labs

Image Sources

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