

# **New Church Starts 1985 – 2006**

## **Western North Carolina Annual Conference**

**Findings from a Detailed Analysis of the New Church Starts  
in the Western North Carolina Annual Conference and Future  
Opportunities for New and Existing Churches**

by

**Dr. Donald R. House  
RRC, Inc.  
Bryan, Texas**

and

**Dr. Lovett H. Weems, Jr.  
Lewis Center for Church Leadership, Wesley Theological Seminary  
Washington, DC**

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Lewis Center  
for Church Leadership



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**New Church Starts**  
**Western North Carolina Annual Conference**  
**1985-2006**

*Background and Scope*

The Western North Carolina Annual Conference of the United Methodist Church (UMC) engaged the Lewis Center for Church Leadership of Wesley Theological Seminary in an examination of new church starts. The Lewis Center developed and implemented the project with RRC, Inc., of Bryan, Texas. The two principal researchers were Dr. Donald R. House, president of RRC, Inc., and Dr. Lovett H. Weems, Jr., executive director of the Lewis Center for Church Leadership.

*Beginning Understandings*

The establishment of a new United Methodist church is the result of efforts on an array of levels and the consequence of a series of decisions by numerous stakeholders. The process of establishing new churches and new church locations is vital to the mission of the UMC, and the act of placing a specific church in a specific location is a bold and critical part of the work of the larger church. There are a variety of paths through which new churches become founded, whether created whole-cloth through the leadership of a district superintendent with a vision, the branching off of an existing congregation, as a conference outreach to a specific community, or any number of other models. For present purposes, the founding of a new church and its experience during its first few years in existence is the focus, independent of the motivations of the leaders that brought it into being.

It is generally understood that the purpose of a new church start is to make disciples of Jesus Christ through the United Methodist witness. It is reasonable to expect that such expanded witness will result in increased membership and attendance in these churches. It is under this understanding that this examination is designed and conducted. We assume that, while not the only expectation, there is an expectation that every new church start seeks to expand membership and attendance.

*Overview of the Data*

In the work that follows, a "new church start" occurs whenever the efforts and actions of an annual conference bring into being a new church as understood by that conference. New churches only inform our analysis, however, if they are assigned a GCFA ID number and file a statistical report for at least one year. Endeavors that somehow fall outside those requirements are unobservable from an analytic perspective and not considered herein. Mergers of two churches are not considered a new church start, whether or not they retain the ID number of either merging church or adopt a new one.

The physical addresses of new church starts were recorded for almost all identified new church starts across the annual conference. There were very few exceptions. The physical addresses were entered into computer software that provides geographical codes, pin-pointing exact locations on a map. At times, the locations were identified using Google Earth<sup>®</sup>, following rural highways and

recognizing building tops. All church locations were identified in order to consider the importance of neighboring United Methodist churches and demographic changes in the neighborhoods.

Identifying the geographical area relevant to the success of a new church is a process of balancing the benefits and costs of specific new church strategies. The method adopted herein is rather crude but has the advantage of being straight-forward to interpret and communicate. The results presented below are based on relating churches with the characteristics of its neighborhood defined through the census tracts and within a four mile radius of the church building. It is an arbitrary distance, but has proven in past work to be the best simple definition of the local conditions that influence on church outcomes.

Essentially, we draw a circle around each church with a radius of four miles and using data from the Census Bureau, we "build up" the neighborhood from the demographics, economic and other characteristics of the Census tracts contained within the circle. We have data covering the Census tracts at two points, 1990 and 2000, inferred data up to 2007 and projections of relevant characteristics out to 2012. Data and projections come from a commercial vendor, Claritas, which is well-respected and widely used.<sup>1</sup>

The neighborhood measures of various demographic and economic characteristics are tied to data about the church. Variables of primary interest include attendance, membership, and new members gained through professions of faith. We use information reported in "Stat Tables" One and Two to identify important characteristics of the church such as its affinity population (where applicable); expenditures on buildings, staff, programming and clergy; and other reported data.

Our foundational model incorporates data on the presence or absence of "competing" UM churches nearby a new church start. For the current analysis, a count of UMC churches within a five mile radius around the church serves as the control for "competitive" factors.

We also make use of a founding pastor survey preformed for the purposes of this study. Founding pastors of new churches were surveyed in order to gain information about the church not available from administrative sources. The surveys of founding pastors have now been completed among several annual conferences and thus provide a rich set of data with which more reliable results can be formed.

Information gained via the 42-question founding pastor survey instrument includes, among others:

- Age
- Tenure at the new start
- Early attendance
- Type of space used initially
- Early staffing decisions

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<sup>1</sup> Claritas is owned by the Nielsen Company. One central advantage of using this data is the fact that Claritas has maintained constant boundaries of census tracts so that demographic changes can be observed consistently over time.

- Worship practices
- Ways new church was publicized
- How location was selected
- How they were selected
- Benchmarks
- Theological convictions
- Use of time and priorities

The end-of-year statistical reports were obtained from the *General Minutes* between 1985 and 2006. The key variable extracted from these data files is average worship attendance. Other research indicates that many things improve within a church when average worship attendance increases, such as increased giving, numbers of new members by profession of faith, and programming. Research focusing on other indicators has resulted in findings similar to that using average worship attendance as the central focus. Annual conference and district staff provided valuable information such as names and contact information of founding pastors, location of hard-to-find local churches, and prospective listings of new church starts.

This research is based upon the experiences of new church starts within the Western North Carolina Annual Conference. However, similar research has already been completed for several other annual conferences and is underway for a few others. Where possible, the findings from this previous and ongoing research are presented for comparisons.

#### *Data Problems and Corrections*

For a few new church starts, annual statistical data are missing for one or two years. In particular, attendance can be reported as zero for a year when attendance was positive for both the previous year and the following year and membership is positive for the year in which attendance is reportedly zero. In instances in which positive attendance is reported for the previous and following year, the average of the two years' attendance is included in place of the zero reported attendance. For some, zero attendance is reported for multiple years when membership records are positive and expenditures are positive.

The year in which a church began is often recorded in the annual conference journal (though not always). The recorded year may or may not be consistent with the year implied by the statistical data. For our purposes in analyzing demographics and statistical reports, the year a church began is the first year in which positive attendance is reported unless other information is obtained from conference or district staff or founding pastors.

*New Church Starts: The Western North Carolina Annual Conference*

According to available records, there were 35 new churches started in Western North Carolina between 1985 and 2006.<sup>2</sup> Table 1 presents the number of new church starts in Western North Carolina, along with several other annual conferences previously studied. In Western North Carolina, 35 new qualified churches were started between 1985 and 2006.<sup>3</sup>

**Table 1**  
**Churches and New Church Starts, 1985-2006**  
**Western North Carolina and Selected Other Annual Conferences**

<b>Conference</b>	<b>Number of Churches</b>	<b>New Churches</b>	<b>Percent</b>
Western North Carolina	1,130	35	3.1%
Central Texas	308	20	6.5%
North Texas	319	39	12.2%
Rio Grande	91	6	6.6%
Texas	695	30	4.3%
Northwest Texas	216	8	3.7%
Southwest Texas	342	17	5.0%
Virginia	1,194	23	1.9%

The table also presents the number of churches in each of the annual conferences listed, along with the number of new churches represented as a percentage of existing churches. The 35 new churches in Western North Carolina represented 3.1% of all churches with end-of-year reported statistics in 2006. The 3.1% is clearly not the highest percentage. The Virginia Annual Conference claims the lowest percentage among those listed, but Western North Carolina is not far above the lowest percentage.

A larger total of thirty-nine churches were reported to be new church starts during the period 1985 - 2006. The list of 39 includes four churches with no reported end-of-year information and thus did not qualify for inclusion in Table 1. Table 2 below lists the new churches assigned numbers, the first year a pastor was appointed, and, in one case, the year the church closed. (At the end of the report is another list of the new churches with additional data, including the founding pastors. That list varies slightly from the list in Table 2 due to imperfections in the list we received after this initial list was submitted.)

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<sup>2</sup> At least four additional churches were started but no worship attendance information was reported for any year. This count of new church starts necessarily excludes new congregations that are never chartered or fail to report average worship attendance at year-end.

<sup>3</sup> For our purposes, a new church is “qualified” if a GCFA number was assigned to the new church, worship attendance was reported for at least one year, the annual conference staff verified its start, and the address of the new church can be determined.

**Table 2**  
**History of New Church Starts**  
**1985-2006**

<b>District</b>	<b>Church</b>	<b>Pastor Appointed</b>	<b>Year Closed</b>
Albemarle	Faith	1994	
	Centro Cristiano	2003	
Asheville	Christ Weaverville	1986	
	Covenant Community	1994	
Charlotte	University City	1988	
	St. Francis	1989	
	Good Sheppard	1991	
	Victory	1995	
	First Hmong	1995	
	Light of Christ	1999	
	South Tryon	2001	
	Morningstar	2002	
	Vermillion / Lake Norman	2002	
	Capilla de Cristo	2003	
	Agua De Vida	2003	
	Greater Vision	2003	
	Plaza Satellite	2006	
	Greensboro	Triad Native American	1994
St. Timothy's		1994	
Faithwalk		2002	
North Star		2005	
Immanuel		2006	
High Point	Covenant	1990	
	So Mang	1995	
	Ward Street	2004	
Lexington	Chandler's Grove	1992	
	Hillsdale	1997	
	Adonai Mission	2001	
North Wilkesboro	Faithbridge	2002	
	New Moravian Falls	2003	
	Crossfire	2004	
Northeast	Danbury Community	1985	
	Vida Nueva Mission	1994	
Salisbury	Grace	1990	
	Crossroads	1997	
Statesville	Christ Hickory	1992	
	Redeemer's Light	2002	
Winston-Salem	Sunrise	1991	
	New Creation	2004	2004

As indicated, there has been only one of the qualifying new churches that has closed—New Creation, which operated only one year.

Several of the churches listed could not be used in analysis due to the lack of a statistical record. Unfortunately, these include three of the four new church starts with observably Spanish names, with

only Vida Nueva Mission having a usable record. Mission Adonai and New Creation also have insufficient records. The remaining thirty-four new church starts make up the population considered in the work that follows.

Another issue arises when considering time-series analyses (observing a church across the years). Morning Star and Plaza Satellite both have attendance records that predate the starting year recorded for them. Immanuel was assigned a GCFA ID in 2006, which is the final year of our data, so it is necessarily excluded from all time-series analysis. Thirty-four churches have usable records over time.

*Two Ways to Measure “Success” Rates: Survivability and Degree of Growth*

There are two equally important ways to look at the success rates for new church starts within conferences. We report both. One is to examine all the new church starts attempted by a conference and to see how many of them are still reporting worship attendance in the most recent year. These data are presented in Table 3 below.

**Table 3**  
**Number of Surviving New Church Starts**  
**Western North Carolina and Selected Annual Conferences**

<b>Conference</b>	<b>1985-2006 Started</b>	<b>2006 Continuing</b>	<b>Percent</b>
Western North Carolina	35	34	97.1%
Central Texas	28	25	89.3%
North Texas	39	30	76.9%
Northwest Texas	9	5	55.6%
Southwest Texas	17	13	76.5%
Texas	30	23	76.7%
Virginia	25	23	92.0%
Total	183	153	83.6%

Among the annual conferences included, Western North Carolina reports the highest success rate at 97.1%. This is the largest survival rate among the annual conferences studied. As indicated in Table 2, only one new church start did not survive through 2006.

The other measure of success focuses upon the rate of growth in average worship attendance rather than merely observing survival. This measure will be used in the remainder of the report. Here the new church starts are limited to those churches that did get far enough to receive a GCFA ID number and report annual statistics for at least one year. The total number of new church starts in these calculations will be lower since those efforts that never got off the ground are not included due to the absence of useable statistics.



Table 4 lists the count of new churches in the Western North Carolina Conference with usable records along with their average worship attendance at three and five years after the initial attendance record.<sup>4</sup> Also, similar records of other conferences previously analyzed are included for comparison.

**Table 4**  
**Average Worship Attendance**  
**Western North Carolina and Selected Other Annual Conferences**

	<b>Number</b>	<b>3-Year</b>	<b>5-Year</b>	<b>% Change</b>
Western North Carolina	31	111.5	165.1	48.1%
Virginia	17	120.5	166.3	38.0%
Texas	22	218.2	300.5	37.7%
North Texas	15	220.7	301.7	36.7%
Southwest Texas	12	218.2	300.5	37.7%

By comparison, the new churches in Western North Carolina have been relatively small compared to those of the other reported annual conferences with a three-year average worship attendance of 111.5, compared to Virginia, at 120.5 and those in the State of Texas, all being over 200. The five-year marker is somewhat similar except that the average worship attendance in Western North Carolina is virtually equal to that of Virginia. Growth rates between the three-year mark and the five-year mark are similar among the other annual conferences, but that of Western North Carolina is markedly higher—at 48.1%.

The results from these two tables are interesting. New churches in Western North Carolina have a greater probability of survival than are those in Texas but they are smaller at the 3-year marker and the 5-year mark. This suggests that new church starts in Western North Carolina are smaller and less risky than those in Texas. New church starts in Virginia and Western North Carolina are more similar than those in Texas.

*Comparing Degree of Growth in Western North Carolina beyond Five Years*

Relative to other conferences studied, Western North Carolina has an impressive record of starting new churches and developing a strong growth curve. An examination of the distribution reveals more of what is going on over the early years of new churches in the conference. Table 5 demonstrates the attendance of churches at key points in time, the first worship service, the three-year point, and the five-year point, among three sizes of new church starts. Size is governed by attendance at the initial worship service.

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<sup>4</sup> The number of churches for Western North Carolina falls to 31 since, in this comparison, new churches had to have at least five years of recorded history. The most recent new church starts are necessarily excluded.

**Table 5**  
**Western North Carolina New Church Starts**  
**Small, Medium, and Large New Churches**

<b>Church Size</b>	<b>Initial</b>	<b>3_Year</b>	<b>5_year</b>	<b>% Change</b>
Small	20	15	23	15.0%
Medium	65	86	90	38.5%
Large	240	281	610	154.2%

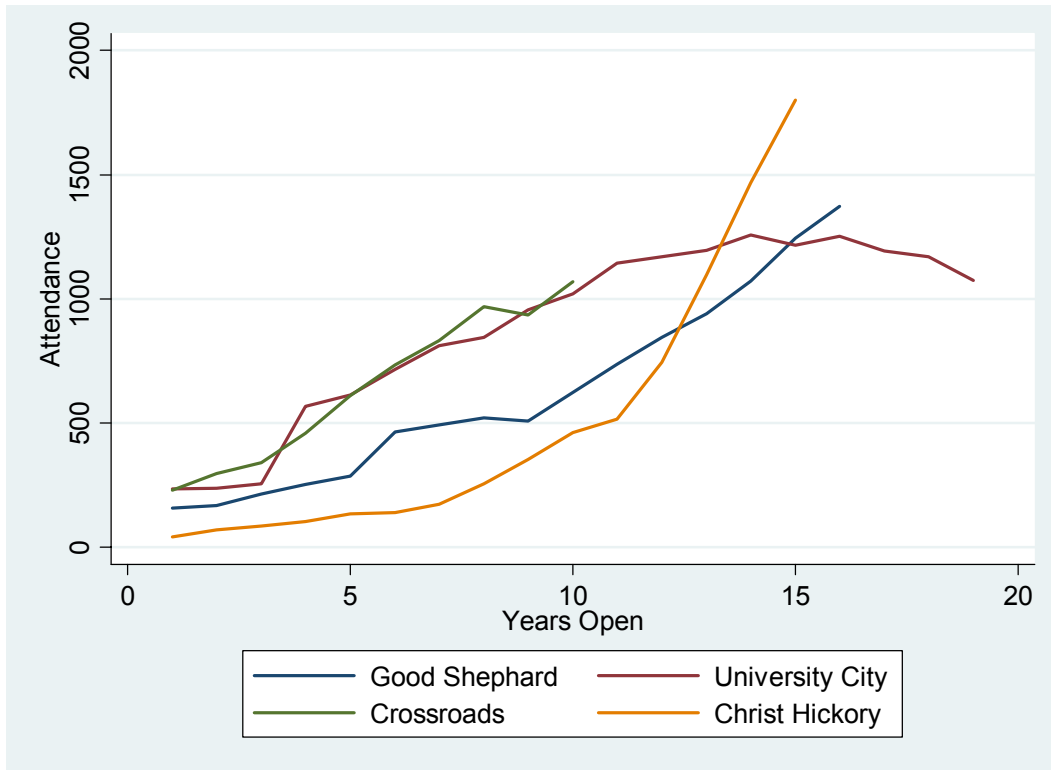
Notice the significant growth rate for large churches. The result of this continued growth is represented when we make another comparison of Western North Carolina new starts with those from the other conferences studied. In this comparison we are looking at their attendance in a bit different way. We are including only churches in existence for at least five years. Then, we are taking their latest annual attendance figures for comparison. So, for some, the figure may be their five year figure, while for others it may represent attendance after many more years. But the criteria used are the same for all the conferences so this gives some sense of the eventual size of a conference’s new church starts.

**Latest Attendance by New Church Starts in Existence for Five or More Years**

	<b>WNC</b>	<b>All Studied</b>
• 1,000 or more:	16%	8%
• 500 – 999:	4%	8%
• 350 – 499:	12%	7%
• 126 – 349:	16%	26%
• 125 or fewer:	52%	51%

The differences between those new churches with limited growth and those new churches with strong growth are striking. Clearly, new churches are not all alike. Figure 1 below illustrates the complete history of churches like Good Shepherd, University City, Crossroads, and Christ Hickory. These all presently have average worship attendance in excess of 1,000.

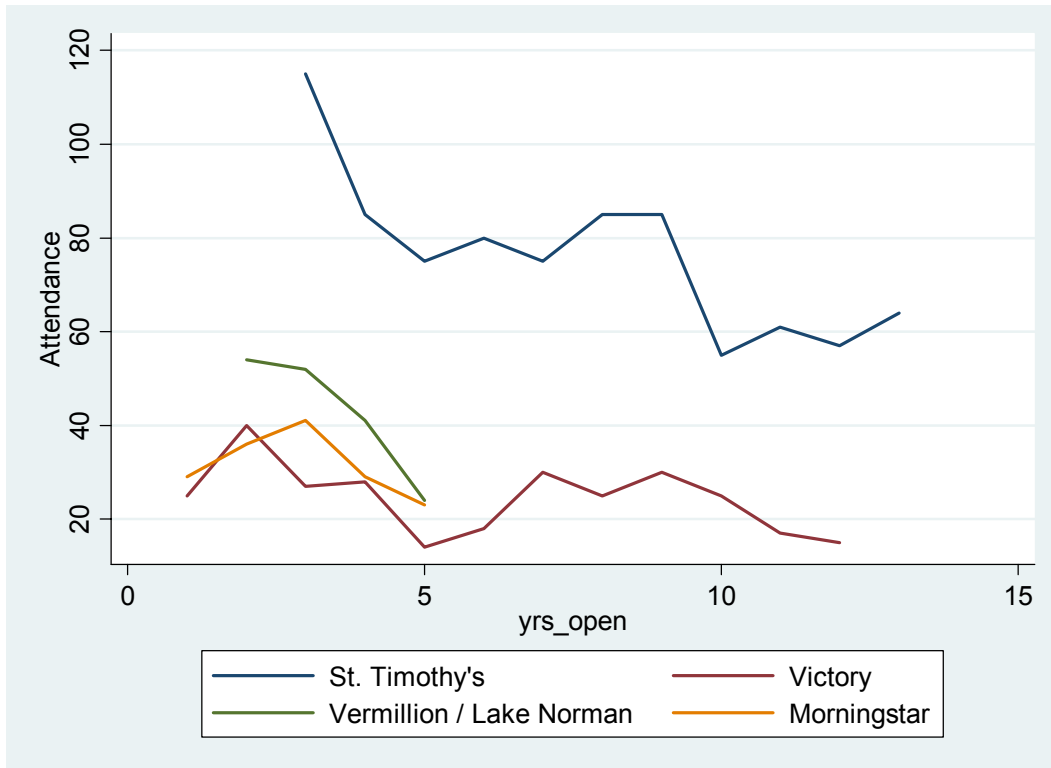
**Figure 1**  
**Average Worship Attendance and Years of Operation**  
**Four New Churches Achieving Significant Size**



Obviously, Christ Hickory sets the standard for a highly successful new church start. Churches such as this often become models for annual conferences seeking to develop significant new churches. Not all new church starts are designed from the beginning to track the growth path of Christ Hickory. Yet all annual conferences need a Christ Hickory in order to reverse the continuing decline in membership.

Figure 2 illustrates some examples at the other extreme. These churches have not closed, but the trends are not what most church planters seek. It is important to study these examples as much as those in Figure 1 for it is the comparisons between the two types of experience that inform. Focusing only on the Christ Hickorys fails to provide the reasons for decline as well as reasons for rapid growth.

**Figure 2**  
**Average Worship Attendance and Years of Operation**  
**Four New Churches With Declining Worship Attendance**



*Importance of Early Attendance on Subsequent Growth*

The statistics above reveal the fact that new churches that begin with more attendees tend to grow faster, experiencing greater annual rates of growth in average worship attendance. Relatively small new church starts seem to remain small. Below is a comparison across all the conferences studied that compares

Founding pastors were asked on their survey for the attendance at the first worship service and the attendance after three months. The figures below examine the relationship of very early attendance on the subsequent attendance. In this case we are comparing the early attendance with attendance after seven years. This means that this analysis is limited to those new church starts in the conferences we have studied for which 1) the founding pastor completed the survey, and 2) the church was established at least seven years before our latest attendance records.

The figures below show where churches were in attendance seven years after they were started based on their worship attendance after three months.

Attendance of fewer than 100 at three months – 33 churches. Their attendance after seven years:

350 or more	1 (3%)
126-349	14 (41%)
125 or fewer	10 (29%)
Closed	9 (26%)

Attendance of 100-199 at three months – 29 churches. Their attendance after seven years:

350 or more	9 (31%)
126-349	17 (59%)
125 or fewer	3 (10%)
Closed	0 (0%)

Attendance of 200 or more at three months – 7 churches. Their attendance after seven years:

350 or more	7 (100%)
126-349	0 (0%)
125 or fewer	0 (0%)
Closed	0 (0%)

What might this mean for what attendance is needed on the very first Sunday? We ask for the three month attendance because so many variables can skew the attendance on the very first Sunday. However, we can report that when the three month attendance figure is compared with the first Sunday attendance, the three month figure is 75% of the first Sunday (using the median percentage). Therefore, it is safe to say that if one is seeking a certain level of attendance after three months, then achieving at least 133% of that figure on the first Sunday would be important.

*Foundation Equation*

To better understand church growth among new church starts, it is useful to isolate each factor that affects church growth. Economists rely upon a collection of evidence (or histories of new church starts) and appropriate statistical tools designed to identify factors that affect growth. One of the more powerful tools available is regression analysis. For these studies, a foundation regression equation is constructed that appears to best explain church growth across multiple new church starts among multiple annual conferences. The specific form of the foundation equation appears to be conference-specific, but the selections of factors included in the equation are reasonably similar. It is the foundation equation constructed for Western North Carolina that provides the results that are presented below.

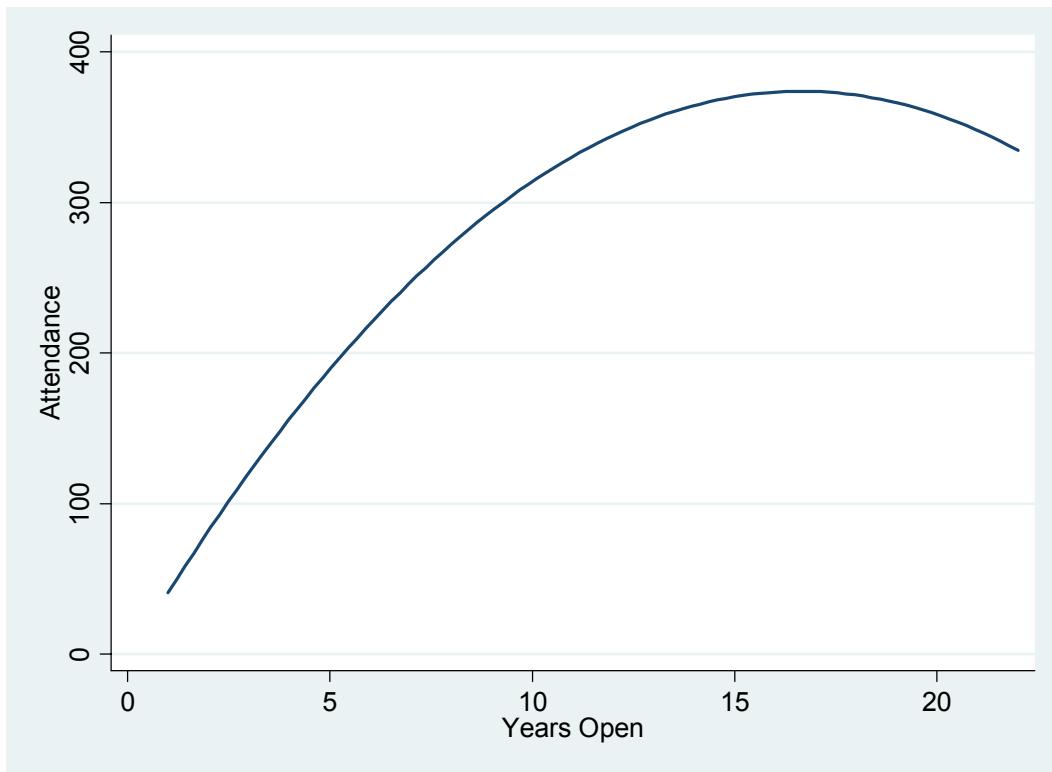
The new church is expected, on average, to report increases in worship attendance as it matures. New churches in the Western North Carolina have experienced a variety of growth paths since their founding. One objective of the present analysis is to discover what can be learned from observable

characteristics of those churches and the neighborhoods in which they were founded that help shape those growth paths. This examination has been completed for a number of annual conferences, and the results are similar.

The analysis will be built up in parts for ease of interpretation. While the final model includes all relevant variables in what proves to be their useful forms, steps in the process are intended to demonstrate sets of important variables so they can be considered separately.

The first step is to consider the growth paths as observed naively without seeking really to explain them. Figure 3 shows the average attendance of churches by years open.

**Figure 3**  
**Average Worship Attendance Growth Path**  
**Among New Church Starts**



Average worship attendance tends to peak between fifteen and twenty years of operation. The downward curvature at the upper end of the curve is a statistical artifact and does not imply that all new churches after fifteen years are expected to be in decline. In reality, the first major plateau is reached after about fifteen to twenty years.<sup>5</sup>

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<sup>5</sup> There have been considerable discussions regarding how a new church is to continue growth after reaching the first plateau. This subject, however, remains beyond the scope of this study.

### *Other United Methodist Churches in the Area*

The significant level of variability between churches is first addressed by a foundational equation considering the total population surrounding the church and the count of “competing” United Methodist churches within a five mile radius.<sup>6</sup> We found that, all else being equal, that each additional United Methodist church within a five mile radius reduces the number of attendees at the new start by 28. For example, on average, a new church averaging 150 after five years (the time frame used) in an area with no other United Methodist church within a five mile radius would have averaged 122 if there had been one other United Methodist church within the same radius. It is important to note the effect of having both population and competing churches in the analysis. There is also some negative impact on the existing churches near a new church start but the total attendance achieved by the combination of new and existing churches is greater than if only the existing churches were present as the population increased (based on the differences in effectiveness among new and existing churches in reaching new population growth). It is reasonable to expect that churches in cities have both more people and more churches around them relative to their rural counterparts. Predicting the net effect depends on using both variables in conjunction.<sup>7</sup>

### *Comparisons within Racial Affinity Populations*

A refinement of the population model is needed to differentiate churches across affinity populations. Whether or not it was so intended by the founding members, most churches can be identified with a single racial or ethnic group.<sup>8</sup> The racial or ethnic group associated with a church is its affinity population. Such labels are developed out of the data, and are not necessarily the view of the church itself or that of the administrative bodies. The working definition of the affinity group for a church is that racial or ethnic category that accounts for 50% or more of the members of a church. The affinity population of a church is the size of the population in a four-mile radius around the church that matches its racial or ethnic label. For example, Sunrise UMC attendees were between 98.4 and 100 percent white from 1991 to 2006. Its affinity population, then, would be the total white population with a four mile radius.

Table 7 below lists the composition of the total population in the neighborhood of new churches. The rows sum to 100%, demonstrating the average racial/ethnic composition of the neighborhoods surrounding churches of each type. That is, for example, Asian churches are located in neighborhoods (defined by the 4 mile circle) that are 50.7% white, 38.7% black, 2.6% Asian, et cetera. There are some surprising numbers within Table 7. Note that Hispanic churches are located in neighborhoods, on average, that have the highest percentage white non-Hispanic populations of all

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<sup>6</sup> The population counts are based on four mile radii, while the competing church counts are done at five miles. The difference is based on analysis of distances that were simple and useful for each variable.

<sup>7</sup> Other research demonstrates the fact that the new church attracts congregants from other neighboring United Methodist churches but that the size of the effect is smaller in areas with larger population densities.

<sup>8</sup> For our purposes, a local church is classified by ethnicity or race if over 50% of its membership belongs to a specific ethnicity or race. Some churches cannot be classified since no single ethnic or racial group comprises over 50% of the membership.

church affinity groups. Asian churches are located in places with no special concentration of Asian people.

**Table 7**  
**Characteristics of the Population Surrounding New Church Starts**

	Non-Hispanic			Hispanic	Native	Other	Total
	White	Black	Asian	White	American		
White	<b>79.5%</b>	14.1%	1.9%	1.6%	0.3%	2.6%	100.0%
Black	42.5%	<b>41.7%</b>	3.5%	4.0%	0.4%	7.9%	100.0%
Asian	50.7%	38.7%	<b>2.6%</b>	2.6%	0.4%	5.0%	100.0%
Hispanic	79.6%	13.8%	0.5%	<b>1.9%</b>	0.2%	4.0%	100.0%
Native American	42.0%	44.7%	3.0%	3.2%	<b>0.5%</b>	6.6%	100.0%
Mixed / Unknown	76.3%	19.0%	1.0%	1.3%	0.3%	<b>2.1%</b>	100.0%

The founding of new churches since 1985 has affected the racial distribution of United Methodist churches in the Western North Carolina Conference. New churches with predominately white congregations were placed in neighborhoods in which 79.5% of the population was non-Hispanic whites. Among new churches that were predominately black, 41.7% of the surrounding population was also black. Except for predominately white new congregations, the affinity populations of the remaining new church starts were not the majority population surrounding the church.

Table 8 illustrates the affinity populations of churches that existed in 1985 and those that have opened since. Table 8 also presents the racial/ethnic designation of the 39 new church starts in Western North Carolina. Twenty-five of the 39 new church starts (or 64%) have predominately white congregations. Ninety-one percent of existing churches have predominately white congregations. Note that 9% of existing churches had affinity populations other than non-Hispanic white. The comparable percentage among new churches is 35%.

**Table 8**  
**Ethnic/Racial Composition of Membership**  
**New and Existing Churches**

*Predominately White Churches*

The analysis of new predominantly white churches is a mirror of the results from looking at the total population. There is no substantial difference in the results. This is due almost entirely to the percentages listed in Table 8. Making the distinction between total population growth and non-Hispanic white population growth around new churches does not substantially change the data going in to the analysis.

We move next to studying not only new churches but also predominately white churches that were founded prior to the beginning of our data. We found that new churches are performing better given population growth in their neighborhoods than equivalent existing churches. We also found that having a high population in the 55 years and older age group is associated with lower attendance than in areas with a younger population. It should be noted that this has not been the case in other



conferences we have studied where a solid presence of older persons (65 and above) was associated with greater growth of new churches. The younger age correlation does match the findings of the Episcopal Church in their study of new churches. The percentage of households within a four mile radius with household income over \$100,000 annually is positively associated with growth in white churches.

#### *Predominately African American Churches*

African American churches are located in neighborhoods that are far more mixed than those of white churches. Their affinity population makes up only 42.5% of the population surrounding the church on average. While the comparison of white church neighborhoods to black church neighborhoods seems to put black churches at a considerable disadvantage, there is another side to consider. African Americans make up roughly a quarter of the population of the state, while they make up a much higher percentage of the population around black churches.<sup>9</sup>

Notable differences between the results for black churches and the earlier results for white churches are the loss of statistical significance of the size of the black population and the number of competing churches within a five mile radius. The former may be explained by the fact that the African American population makes up less than 50% of the total population, making it difficult to detect the influence of changes. The later may reflect a stronger insulation of black churches from competition if most of the competing churches are predominately white.

In looking at new and existing African American congregations, there is an interesting contrast between black and white churches in the impact of the presence of higher income households. For example, among white churches, the presence of highly valued homes in the neighborhood predicts a strong increase in attendance. Among black churches, the opposite is true. The magnitude of the negative impact is only roughly 10% of that of the positive impact among white churches, but the contrast is startling. There is much less of a distinction between new and existing black churches in performance measure relative to population growth than exists within white churches. This result matches findings in at least one other conference where existing African American churches were better able to reach a growing African American population than white churches were able to reach a growing white population.

#### *Predominately Asian Churches*

There are only a few Asian United Methodist churches in Western North Carolina. Analysis is hampered by the few observations. There are two new Asian churches in the data, So Mang and First Hmong. Only limited analysis is possible. Some interesting differences between Asian new churches and those of white and black affinity populations include the fact that the age of the church seems to have far less of an impact on attendance while the presence of competing churches nearby is more negative than among white churches. Asian churches are estimated to have a 2.7 increase in attendance for every 100 person increase in the Asian population in the neighborhood of the church. That is a far stronger reaction than is observed among white or black churches to changes in the affinity population.

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<sup>9</sup> US Census 2000

Analysis on new and existing Asian churches yields little additional insight. It is notable that existing Asian churches seem to do a better job responding to changes in the affinity population than new Asian churches. The fact that an Asian church is new predicts 1.6 fewer additional attendees with a 100 person increase in the affinity population than if the church is older. The Asian churches are particularly small, both existing and new, so the change in pattern is not likely to indicate a real difference in the character of Asian churches relative to black or white churches.

*Predominately Native American Churches*

The sample of new Native American churches is too small to permit the use of regression analysis. When attempted, the results proved statistically unreliable. Including both existing and new Native American churches allows for two conclusions to be made. The attendance in Native American churches is very sensitive to the size of the affinity population, and Native American churches appear sensitive to the presence of near-by United Methodist Churches. The statistical foundation for both claims rests largely on the performance of Triad Native American United Methodist Church and must be considered suggestive rather than conclusive due to the small sample.

*Affinity Population Projections, New & Existing Churches*

Church attendance is driven in part by changes in the affinity population surrounding the church. To the extent that church locations are fixed in the long term, the consequences of population shifts on attendance are significant if not deterministic. Table 9 presents the change in the ethnic and racial compositions of populations surrounding the new church starts in the Western North Carolina annual conference.

**Table 9  
Annual Rate of Growth in the Population  
Within a 4-Mile Radius of New Churches – WNC and Selected Annual Conferences**

<b>New Church Starts</b>				
<b>2000-2007</b>	<b>wnc</b>	<b>ntx</b>	<b>swtx</b>	<b>tx</b>
<b>hispanic</b>	116	612	437	379
<b>white</b>	139	187	468	461
<b>black</b>	293	349	95	299
<b>asian</b>	73	386	57	327
<b>other</b>	193	641	280	398
<b>all</b>	814	2,175	1,338	1,863
<b>1990-2000</b>				
	<b>wnc</b>	<b>ntx</b>	<b>swtx</b>	<b>tx</b>
<b>hispanic</b>	99	726	366	379
<b>white</b>	249	766	422	468
<b>black</b>	349	270	94	216
<b>asian</b>	86	311	46	229
<b>other</b>	183	586	195	250
<b>all</b>	967	2,659	1,123	1,542

Between 1990 and 2000, the Hispanic population increases at an average rate of 99 persons per year surrounding the 35 new churches in Western North Carolina. Between 2000 and 2007, that pace increased to 116 persons per year. This pace is remarkably less than that of the three other annual conferences presented: North Texas, Southwest Texas, and Texas. Note that the non-Hispanic white population and the black population exhibit a reduction in the rate of growth from 249 to 139 among non-Hispanic whites and 349 to 293 among blacks. This is significant in that United Methodist churches are best at attracting non-Hispanic whites and blacks into its congregations. Overall population growth surrounding new churches in Western North Carolina is significantly below the overall population growth surrounding new churches in each of the other reported annual conferences.

Projections of changes in affinity populations in a four mile radius around churches are demonstrated for white and black churches in Table 10. This table presents the projected population growth among new churches and existing churches according to the congregations’ racial and ethnic designations. For example, among congregations of new churches that are predominately white, the non-Hispanic white population is expected to increase by 1,457 persons between 2007 and 2012. In contrast, this population surrounding predominately white congregations from *existing* churches is expected to decrease by an average of 82 persons.

**Table 10**  
**Projected Changes in Populations Surrounding New and Existing Churches**  
**By Ethnic and Racial Classifications of Congregations**

<i>New Church Starts</i>						
2007 - 2012						
	Hispanic	White	Black	Asian	Other	Total
Churches	Population	Population	Population	Population	Population	Population
Hispanic	556	-2,926	1,032	325	977	-36
White	511	1,457	1,341	469	677	4,455
Black	1,618	-2,374	3,833	729	3,228	7,034
Asian	1,394	-3,234	1,760	472	2,815	3,207
Others	1,362	-4,031	1,833	277	2,684	2,125
All	732	140	1,603	467	1,206	4,148
<i>Existing Churches</i>						
2007 - 2012						
Hispanic	na	na	na	na	na	na
White	279	-82	357	86	390	1,030
Black	339	-275	428	115	524	1,131
Asian	1,731	-6,458	3,624	624	2,756	2,277
Others	308	-184	456	92	454	1,126
All	290	-124	385	90	415	1,056

The comparisons between projected growth of affinity populations among new and existing churches are striking. Most of the existing and new congregations are predominately white. Among existing churches, the non-Hispanic white population is expected to decrease by an average of 82

persons. Among new predominately white congregations, the non-Hispanic white population is expected to increase by an average of 1,457. This is further evidence that most of the existing congregations once enjoyed desirable locations—in the midst of growing affinity populations. Such is not the case for most existing churches.

### *Founding Pastor Surveys*

To date, we have completed 23 founding pastor surveys among the 39 new church starts in Western North Carolina. These surveys cover a broad range of topics but focus upon the conditions under which the new church began. The results presented are necessarily limited due to the number of surveys completed and, of course, the small number of new church starts. Some significant results come from the collective evidence from all annual conferences studied thus far.

### *Tenure of Founding Pastor*

The founding pastor interviews included questions regarding the length of time in which the founding pastor remained in the appointment. In Western North Carolina, approximately half the founding pastors had left the new church start and accepted appointments elsewhere. The earliest departure was after only one year with the new church and the longest was nine years.

Of particular interest is the question of the benefits of keeping the founding pastor at the new church for longer tenures rather than shorter tenures. Regression analysis indicates that as long as the founding pastor is serving the new church, attendance growth is more rapid, all else being equal. However, casual reviews of pastoral appointments suggest that if an appointment is not going well, the pastor is more likely to move. This means that in those instances in which the founding pastor remains at the new church start for longer tenures, the founding pastor is viewed as a good fit. In those instances in which the founding pastor is moved “early,” it means that the founding pastor was not as good a fit. With this interpretation, it is not credible to conclude that all founding pastors should stay longer, based upon the regression results. Leaving a founding pastor at the new church when it is not a good fit does not transform the founding pastor into one that would then be a good fit.

### *Beginning Facility*

As with other annual conferences, most new churches begin meeting in a public facility, such as a school. In Western North Carolina, eleven of the nineteen reporting held initial worship services in a school facility. Two began in a retail space, and six began in another church facility. In an analysis of all available new church starts across the annual conferences, new churches that began in public facilities demonstrated positive results.

Regression results clearly indicate that new churches that hold their initial worship services in facilities with larger seating capacity tend to report stronger growth. This evidence, however, reflects the planning and organization of a successful start with a relatively large initial congregation. Merely starting a new church in a large-capacity setting, without the effective planning and organization, does not guarantee a substantial initial congregation.

### *Founding Pastor Age and Gender*

The regression results indicate that new churches with the younger founding pastors tend to report more significant growth in average worship attendance, all else being equal. The growth potential tends to decrease with the age of the founding pastor. The regression results do not, however, demonstrate any advantage of one gender over another. The records indicate that relatively few founding pastors were female—approximately 16% in Western North Carolina and 13% elsewhere.

### *Employment of Non-Clergy Staff*

After the appointment of the founding pastor, new churches commonly add paid non-clergy staff as the administrative and programming demands of the church expand. These additions often await sufficient funding of positions in the budget, but the larger new church starts all eventually add non-clergy staff. The order in which differing staff positions are added is important.

Among the reported non-clergy staff positions employed among new churches are: secretary, music staff, youth director, worship leader, and program staff. The regression analysis indicates that new churches that employed the youth director first tended to report faster growth in worship attendance than those employing other listed staff positions.

### *Styles of Worship*

Several analyses were conducted to determine if the differing styles of worship were related to average worship attendance. No significant results were found. This can be explained either by the fact that there are too few new churches examined or that they are truly unrelated to average worship attendance. It is probable that the differing styles adopted by the new church most closely resemble the style that is most appealing to the affinity population surrounding the new church. No single style would work best in every new church setting.

## Areas of Projected Population Growth

### Findings That Follow

This section identifies where the greatest population growth is projected in by 2012 (on the census tract level) and the racial composition of that growth. The sequence of findings is:

- Highest overall population growth areas in the conference
- Census tracts with highest white population growth
- Census tracts with highest African American population growth
- Census tracts with highest Hispanic population growth

### Projected Population Change by Census Tracts for the Conference 2007-2012

#### What is a Census Tract?

A census tract is the second smallest geographic area on which the U.S. Census Bureau collects data. Census tracts are defined *based on population not geographic size*. There are between 1,500 and 8,000 persons in a census tract with the optimum number being 4,000 persons.

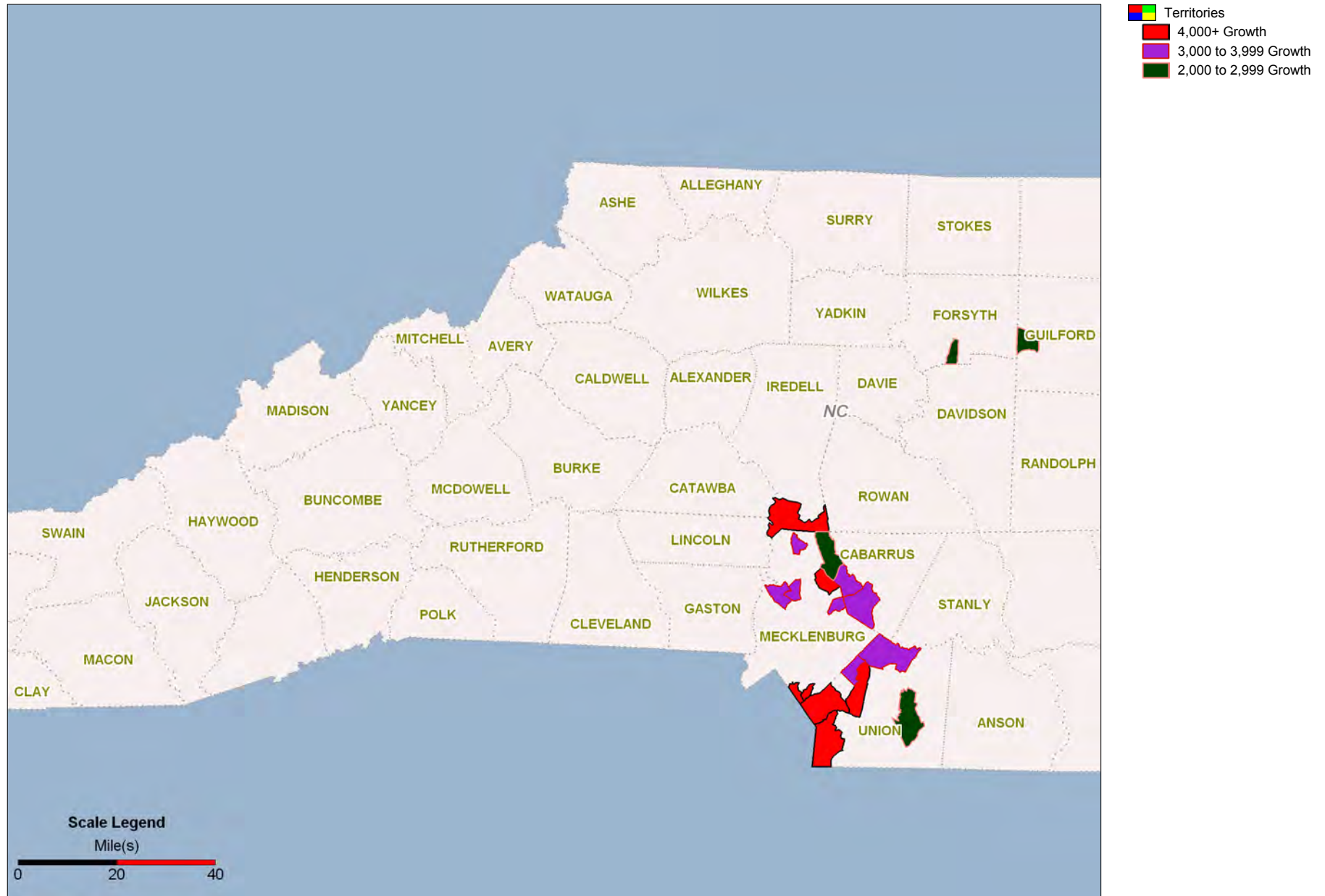
A census tract is always within one county. *They do not cross county lines*. The Census Bureau works with state officials to define the geographic area of each census tract using common boundaries such as roads, waterways, and subdivisions. Census tracts, unlike other designations like Zip Codes, are intended to be relatively stable over time. In urban areas some date back to 1910. Changes to the tracts are designed to allow future comparisons with past data.

#### What the State Map on the Following Page Shows

Using the legend at the bottom, you can identify on the state map those census tracts that fall into these growth categories:

- 4,000 or more projected growth in census tracts
- 3,000 – 3,999 projected growth in census tracts
- 2,000 – 2,999 projected growth in census tracts

## *WNC Projected Total Population Growth of 2,000+ per Census Tract by 2012*



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## **Highest Growth Tracts for Population by Racial Categories 2007-2012**

Overall growth projections show only part of the changes going on within the population. There can also be a change in the racial makeup of the population. For example, while the net change in population for an area may be modest, there may be a significant increase in certain population groups and decreases in others that produce the net results. Therefore, it is also helpful to look at changes of among various constituencies within the population.

### **Presence of Existing Churches**

All of the maps mark the presence of nearby United Methodist churches.



Census Tracts with Highest Projected White Population Gain by 2012

**Cluster 1**

Number	Tract	County	Change Pop.	% Change
1	021001	Union County	4,029	24%
2	021002	Union County	3,585	29%
3	005820	Mecklenburg County	3,378	30%
4	020302	Union County	3,202	23%
5	020201	Union County	2,793	29%
6	005818	Mecklenburg County	2,214	23%
7	020304	Union County	1,768	17%
8	020100	Union County	1,688	24%
9	020303	Union County	1,543	12%
10	020202	Union County	1,385	19%
11	021003	Union County	1,373	22%
12	005819	Mecklenburg County	1,297	13%
13	005821	Mecklenburg County	1,164	20%
			29,419	

**Cluster 2**

Number	Tract	County	Change Pop.	% Change
14	005506	Mecklenburg County	5,324	31%
15	006402	Mecklenburg County	2,288	27%
16	041500	Cabarrus County	1,820	14%
17	041300	Cabarrus County	1,686	25%
18	006301	Mecklenburg County	1,192	13%
19	006401	Mecklenburg County	1,113	14%
20	042600	Cabarrus County	1,029	7%
			14,452	

**Cluster 3**

Number	Tract	County	Change Pop.	% Change
21	061400	Iredell County	4,331	19%
22	061200	Iredell County	2,435	16%
23	061300	Iredell County	2,133	18%
			8,899	

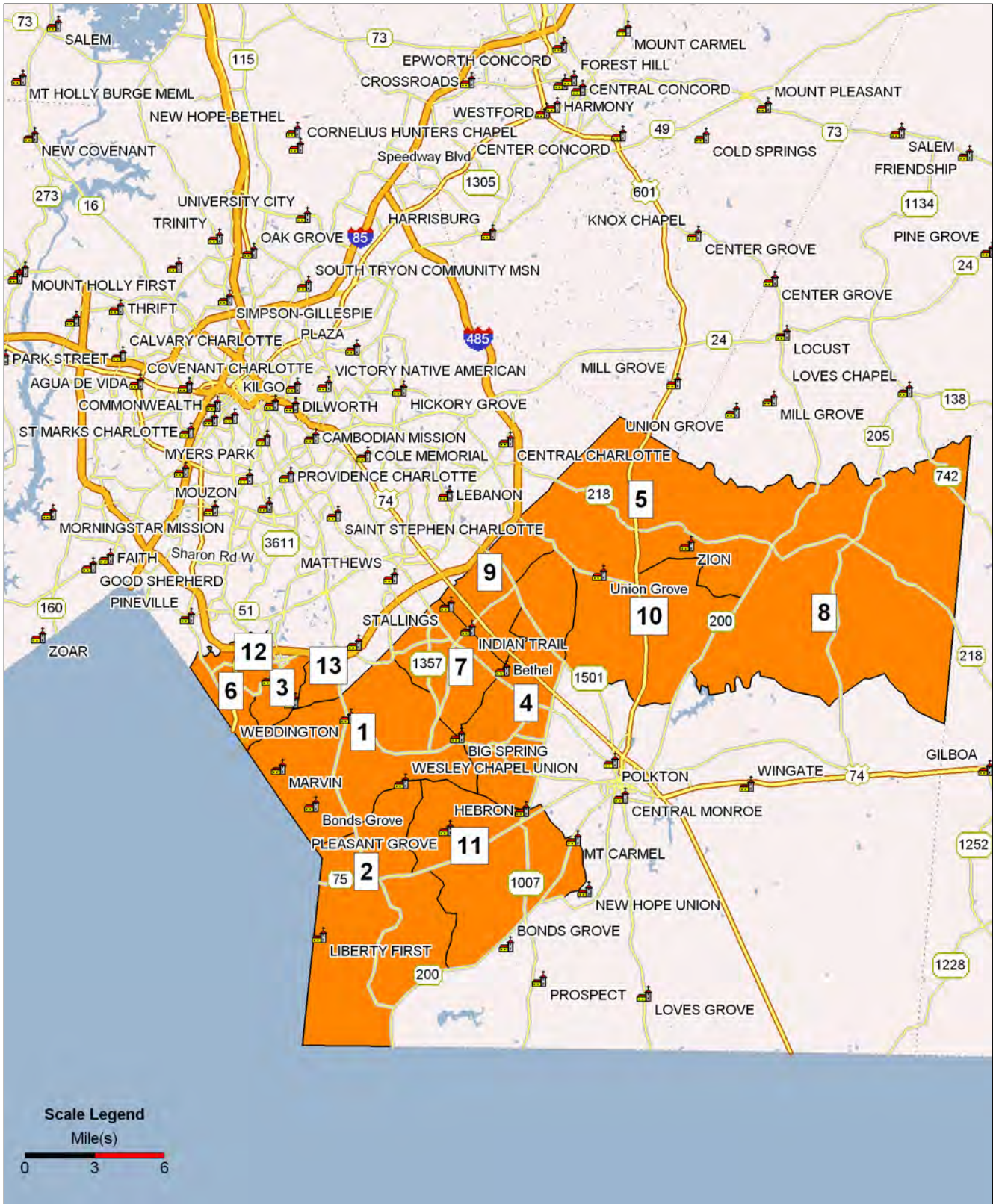
**Cluster 4**

24	006206	Mecklenburg County	1,775	21%
25	006101	Mecklenburg County	1,707	18%
26	006207	Mecklenburg County	1,498	17%
27	006204	Mecklenburg County	1,119	16%
			6,099	

**Adjoining Census Tracts with 1,000+ Projected Growth**

Number	Tract	County	Change Pop.	% Change
A	071100	Lincoln County	1,253	16%
B	070900	Lincoln County	1,058	14%

## WNC White Growth Cluster 1 (29,419)

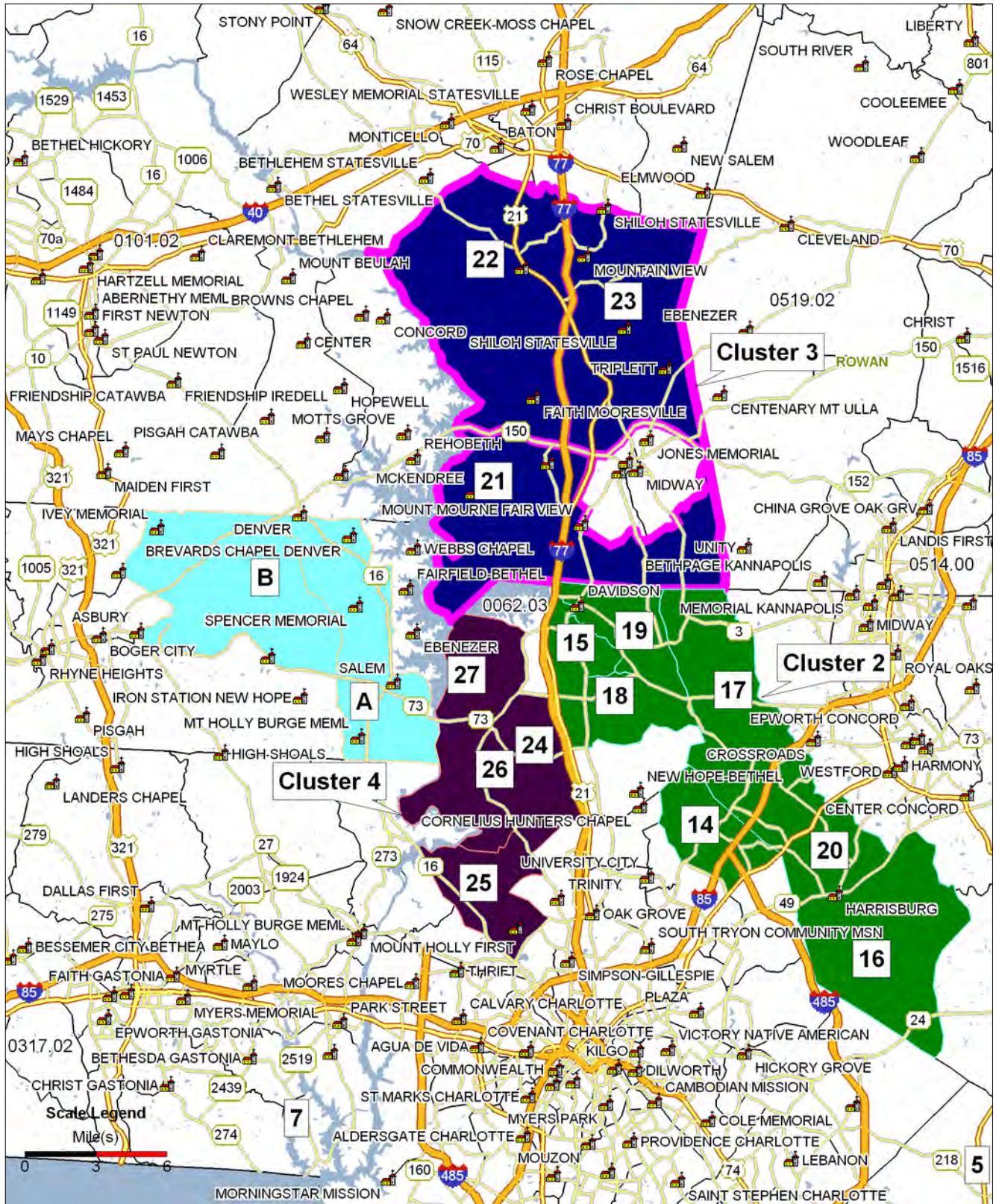


- Territories
- Cluster 1

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# WNC White Growth Cluster 2 (14,452) Cluster 3 (8,899) Cluster 4 (6,099)



■ Territories     
 ■ Cluster 3     
 ■ Adjoining Tracts  
■ Cluster 4     
 ■ Cluster 2

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Census Tracts with Highest Projected African American Population Gain by 2012

Cluster 1

Number	Tract	County	Change Pop.	% Change
1	005507	Mecklenburg County	2,580	45%
2	005503	Mecklenburg County	1,731	66%
3	005504	Mecklenburg County	1,686	41%
4	005402	Mecklenburg County	1,421	25%
5	005505	Mecklenburg County	1,258	42%
			8,676	

Cluster 2

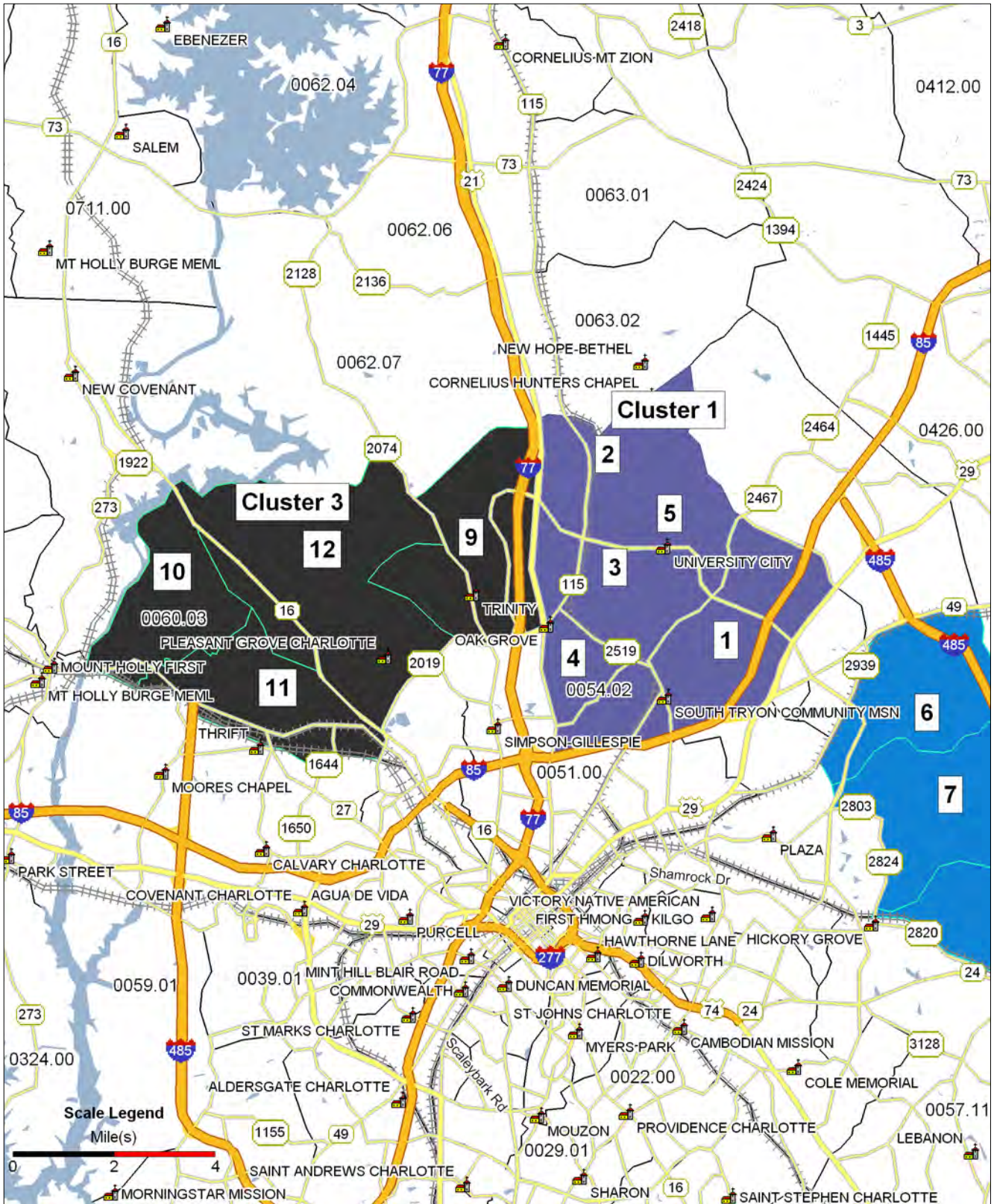
Number	Tract	County	Change Pop.	% Change
6	005606	Mecklenburg County	3,582	62%
7	005607	Mecklenburg County	1,678	46%
8	005608	Mecklenburg County	1,652	54%
			6,912	

Cluster 3

Number	Tract	County	Change Pop.	% Change
9	006102	Mecklenburg County	1,876	28%
10	006003	Mecklenburg County	1,743	74%
11	006004	Mecklenburg County	1,108	54%
12	006101	Mecklenburg County	1,075	70%
			5,802	



# WNC African American Growth Cluster 1 (8,676) Cluster 3 (5,802)

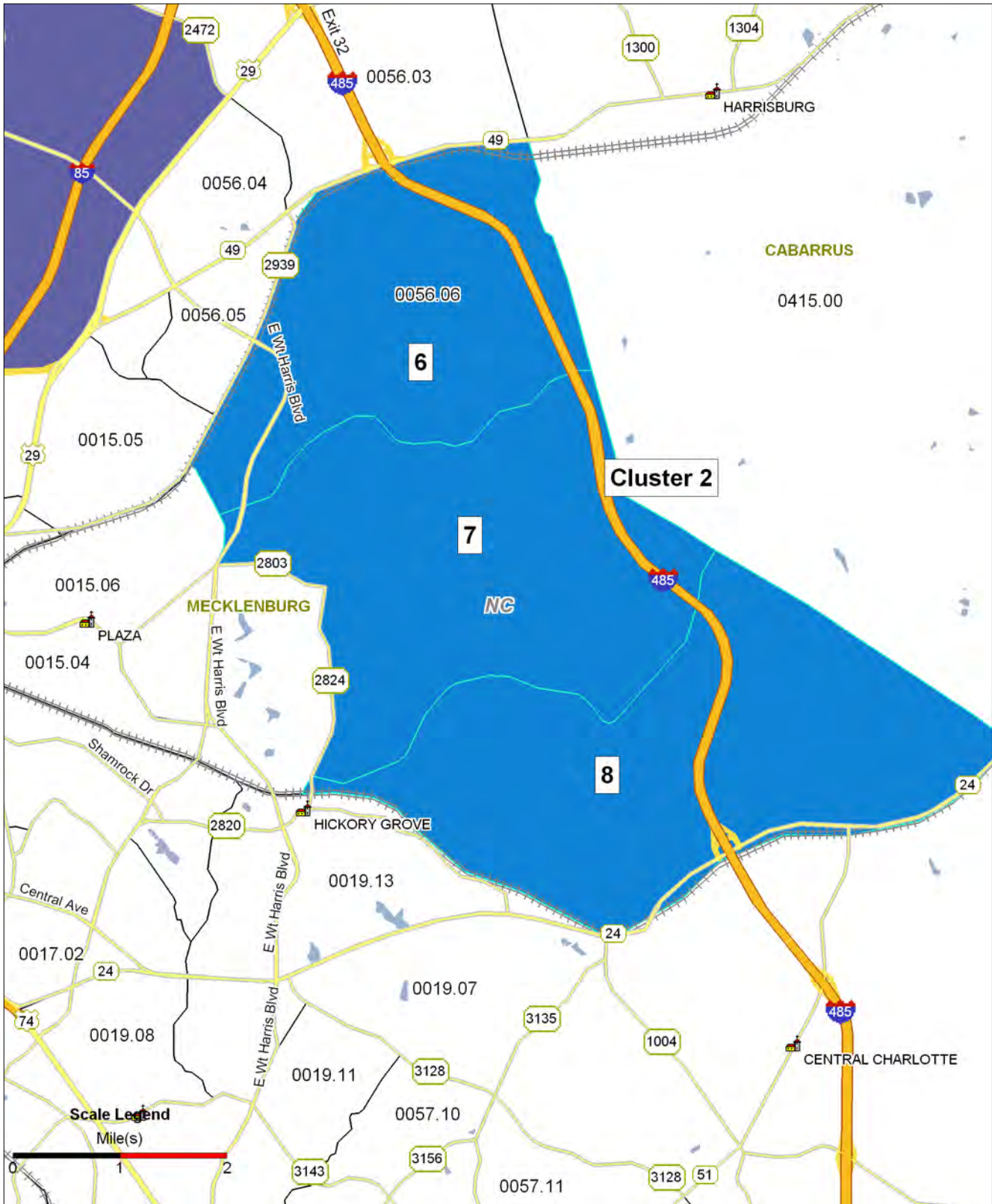


Territories  
 Cluster 1  
 Cluster 2  
 Cluster 3

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## WNC African American Growth Cluster 2 (6,912)



- Territories
- Cluster 2
- Cluster 1
- Cluster 3

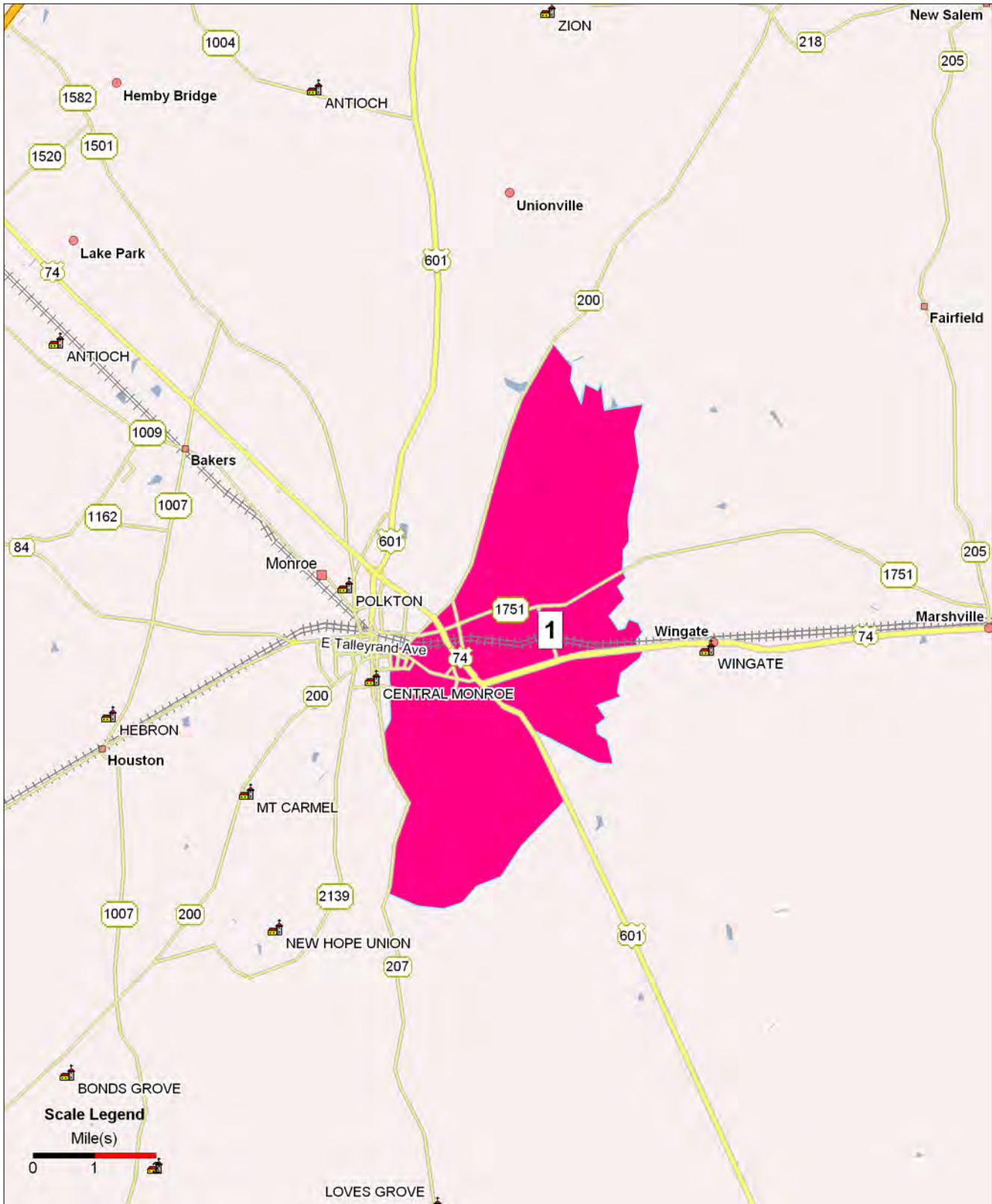
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Census Tracts with Highest Projected Hispanic Population Gain by 2012

Union County

Rank	Tract	County	Change	% Change
1	020600	Union County	1,554	46%

# WNC Hispanic Growth Cluster 1 (1,554)



- Territories
- Territory 1

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## **Existing Churches Surrounded by the Greatest Projected Growth**

This section identifies the churches for which there is projected population growth by 2012 of 2,000 or more for at least one racial group living within a four-mile radius of the congregation. As noted before, it is possible for the overall growth of the area to be modest or even negative and still have a population growth within certain racial groups.

Why use a four-mile radius? We have found a four-mile works best when using one distance for all congregations. However, this radius will be much too large for some congregations and too small for others. What the figures below will help you do is to identify churches that need to be looked at more closely. Then using resources such as MissionInsite or Percept, specific demographic data can be identified for a more specific geographic range.

The following list should help identify churches with the greatest opportunity – meaning that with the right leadership they should grow in the coming years. Some of these have grown in recent years and are well poised to continue such growth. Others are in settings where growth should be possible but a reversal of recent downward trends will be needed.

Some of the information for each church named in the chart below includes:

- Average Worship Attendance (AWA) in 2007
- Change in AWA between 2000 and 2007
- Overall population change projected by 2012
- Population growth projected for various racial and ethnic groups by 2012 with the change for current majority race of the congregation highlighted

Identifying the current majority race of the congregations does not indicate that the church is reaching only one race or that the church sees itself seeking to minister to only one race. It does, however, give a good indication of the people the church currently has demonstrated an ability to reach.

District	Church	Majority Race	2007 AWA	Change 00 to 07	Tot Pop Change	White Change	Afr. Amer. Change	Asian Change	Hisp. Change	N. Amer. Change
CHAR	UNIVERSITY CITY	White	1,108	-86	18,631	2,109	10,323	2,108	1,290	86
CHAR	WESLEY CHARLOTTE	White	68	-47	17,482	10,266	2,130	1,867	1,673	78
CHAR	LIGHT OF CHRIST	White	243	113	17,471	9,012	2,651	1,973	1,930	93
CHAR	Greater Vison	Afr. Amer.	130	NA	14,874	5,050	5,536	1,345	1,103	71
CHAR	HARRISON	White	665	286	14,855	7,052	2,453	1,723	1,748	88
CHAR	OAK GROVE	White	89	-31	13,893	-264	9,235	1,338	1,234	63
CHAR	ASBURY	White	132	70	13,647	5,290	4,459	1,118	1,126	65
CHAR	TRINITY	White	173	-32	13,193	1,244	8,358	930	939	52
ALBE	WEDDINGTON	White	1,002	-129	12,383	8,786	807	1,080	934	20
CHAR	ST FRANCIS CHARLOTTE	White	259	-37	12,234	7,199	1,587	1,251	1,148	48
CHAR	ASSURANCE	White	331	145	10,974	2,936	5,208	664	855	50
ALBE	MARVIN	White	25	6	10,631	7,029	945	990	856	40
CHAR	HUNTERSVILLE	White	322	37	10,467	6,711	785	302	1,527	28
CHAR	COLE MEMORIAL	White	128	-17	10,446	-4,050	7,826	1,430	1,483	69
CHAR	PLEASANT GROVE CHARLOTT	White	217	-83	9,917	806	6,286	628	838	60
CHAR	CORNELIUS MT ZION	White	456	-109	9,878	6,898	477	239	1,338	17
CHAR	CHRIST CHARLOTTE	White	207	-5	9,463	810	6,286	616	705	58
ALBE	ANTIOCH	White	33	7	9,122	6,281	853	645	659	38
ALBE	INDIAN TRAIL	White	155	89	8,761	5,289	1,198	634	696	33
ALBE	STALLINGS	White	249	59	8,755	4,421	1,752	736	821	54
CHAR	MATTHEWS	White	1,697	118	8,478	1,569	3,263	894	1,313	81
SALI	HARRISBURG	White	213	-11	8,359	1,124	4,933	621	680	77
CHAR	SIMPSON-GILLESPIE	Afr. Amer.	135	-1	8,193	-938	5,112	722	1,118	64
CHAR	DAVIDSON	White	1,376	-11	8,061	5,996	165	168	1,043	23
ALBE	MONROE BETHEL	White	39	-12	7,942	4,985	726	482	679	19
ALBE	FAITH	White	354	56	7,799	4,797	1,021	547	557	30
CHAR	PINEVILLE	White	238	22	7,645	441	2,000	1,081	1,760	95
HIGH	COVENANT HIGH POINT	White	483	-4	7,627	3,018	2,679	856	421	25
CHAR	CORNELIUS HUNTERS CHAPE	Afr. Amer.	85	0	7,395	5,387	443	201	847	20
CHAR	HOMESTEAD	White	67	6	7,162	-556	5,244	563	734	56
CHAR	GOOD SHEPHERD	White	1,475	851	6,904	1,356	2,771	847	820	23
CHAR	HICKORY GROVE	White	416	-140	6,902	-9,130	8,896	268	2,516	116
CHAR	THRIFT	White	78	-32	6,705	-823	5,226	573	680	52
ALBE	WESLEY CHAPEL UNION	White	22	12	6,465	4,832	264	338	462	8
CHAR	ZOAR	White	75	-15	6,346	4,000	1,160	431	272	-1
GREE	HICKORY GROVE	White	106	46	6,273	397	2,798	1,104	788	15
SALI	ROBERTA	White	138	-10	6,255	1,389	2,561	411	809	55
HIGH	SO MANG-NEW HOPE	Asian	66	21	6,059	396	2,912	895	695	27
HIGH	NORTHWOOD	White	35	-10	6,059	396	2,912	895	695	27
CHAR	PLAZA	Afr. Amer.	168	-17	5,752	-8,402	6,144	531	2,281	107
CHAR	LEBANON	White	56	6	5,741	-3,702	5,423	504	1,623	101
GREE	RALEIGHS CROSSROADS	Afr. Amer.	76	1	5,539	-801	2,815	1,112	953	12
CHAR	MORNINGSTAR MISSION	White	46	21	5,403	758	2,712	663	578	13
ALBE	MILL GROVE	White	219	144	5,382	3,452	738	361	301	33
HIGH	CHRIST HIGH POINT	White	276	-49	5,341	-799	2,844	894	918	32
GREE	SANDY RIDGE	White	62	1	5,291	3,131	1,091	386	282	22
HIGH	OAKVIEW	White	64	-45	5,108	623	2,207	582	634	49
HIGH	JAMESTOWN	White	726	88	5,103	-115	2,957	959	465	3
CHAR	MOORES CHAPEL	White	69	-14	4,877	-1,247	4,128	501	574	43
ALBE	UNION	White	96	29	4,865	4,047	57	278	246	8
GREE	ST TIMOTHYS	White	64	-11	4,825	-1,999	3,069	1,214	996	5

District	Church	Majority Race	2007 AWA	Change 00 to 07	Tot Pop Change	White Change	Afr. Amer. Change	Asian Change	Hisp. Change	N. Amer. Change
HIGH	LEBANON	White	136	-10	4,822	-767	2,482	733	914	40
HIGH	MONTLIEU AVENUE	White	30	-10	4,790	-1,206	2,776	956	849	25
ALBE	BONDS GROVE	White	65	-3	4,508	3,663	92	289	244	10
CHAR	MINT HILL BLAIR ROAD	White	433	77	4,501	-104	2,903	187	598	63
WINS	BUNKER HILL	White	236	-41	4,497	2,216	756	275	421	38
GREE	MOUNT TABOR	Afr. Amer.	85	28	4,452	-2,259	3,088	1,201	952	5
CHAR	CENTRAL CHARLOTTE	White	128	-73	4,340	-11,711	7,949	175	3,039	113
GREE	ZION HILL	Afr. Amer.	15	3	4,307	2,316	960	332	278	15
HIGH	JAMESTOWN OAKDALE	White	55	15	4,303	-503	2,664	907	431	2
WINS	PISGAH	White	93	-28	4,288	2,103	582	171	464	49
CHAR	SAINT STEPHEN CHARLOTTE	White	470	-137	4,231	-5,479	4,813	613	2,070	78
ALBE	UNION GROVE	White	48	-12	4,209	3,178	340	185	192	17
HIGH	MEMORIAL HIGH POINT	Afr. Amer.	135	-45	4,165	-1,700	2,684	918	847	21
GREE	GUILFORD COLLEGE	White	492	-70	4,159	-419	2,225	593	695	31
GREE	GREENSBORO KOREAN	Asian	85	43	4,126	-3,061	3,234	1,249	1,042	6
WINS	MOUNT CARMEL	White	214	14	4,072	-1,522	2,664	210	893	56
GREE	BASS CHAPEL	Afr. Amer.	70	-65	3,938	-381	3,118	193	363	15
ALBE	PLEASANT GROVE	White	15	-10	3,819	3,190	84	135	169	10
CHAR	COKESBURY CHARLOTTE	White	143	-88	3,745	-11,314	7,586	227	2,972	109
STAT	MORROWS CHAPEL	Afr. Amer.	41	-34	3,713	3,076	137	100	200	22
ALBE	WAXHAW	White	100	-75	3,692	3,258	30	93	132	7
ALBE	MEMORIAL MONROE	White	58	-13	3,671	-991	-64	157	2,237	20
ALBE	CENTRAL MONROE	White	341	-34	3,554	-1,033	-96	133	2,276	23
CHAR	MOUNT MOURNE FAIR VIEW	White	200	-135	3,545	3,102	-136	100	200	38
GAST	MOUNT HOLLY FIRST	White	251	-7	3,534	-604	2,810	363	373	31
SALI	SHILOH CABARRUS COUNTY	White	75	-18	3,516	2,597	222	106	246	11
GREE	MOUNT PISGAH	White	501	26	3,498	-2,111	3,258	393	721	27
HIGH	FIRST HIGH POINT	White	389	25	3,474	-2,310	2,459	806	952	28
CHAR	ALDRSGATE CHARLOTTE	White	30	-25	3,404	-4,656	2,160	606	2,098	136
SALI	MOUNT OLIVET	White	208	-8	3,329	-2,995	2,844	277	1,508	87
GREE	MUIRS CHAPEL	White	558	-60	3,276	-3,608	3,178	954	1,030	2
ALBE	MINERAL SPRINGS	White	327	9	3,096	2,614	54	69	131	9
CHAR	MT HOLLY BURGE MEML	Afr. Amer.	40	-20	3,037	-702	2,470	345	363	29
GREE	HINSHAW MEMORIAL	White	120	0	2,999	-4,572	3,577	1,122	1,086	1
CHAR	SAINT ANDREWS CHARLOTTE	White	338	-19	2,996	-5,375	1,985	653	2,298	155
SALI	EPWORTH CONCORD	White	254	33	2,975	-2,788	2,358	253	1,504	69
STAT	MCKENDREE	White	28	-14	2,920	2,720	-30	67	57	26
GREE	LEES CHAPEL	White	112	-62	2,819	-1,540	3,103	175	335	26
CHAR	COVENANT CHARLOTTE	Asian	268	148	2,807	-1,985	2,792	400	630	36
ALBE	HEATH MEMORIAL	White	31	7	2,796	2,514	11	34	94	6
STAT	BROAD ST MOORES VLL	White	119	-22	2,784	2,451	-130	72	161	37
STAT	WILLIAMSONS CHAPEL	White	1,150	770	2,768	2,541	-130	70	108	35
SALI	ROYAL OAKS	White	45	0	2,745	-2,868	2,630	220	1,276	86
CHAR	EBENEZER	Afr. Amer.	40	-18	2,710	2,314	92	80	101	14
ALBE	ZION	White	125	-55	2,678	2,357	64	64	68	12
STAT	REDEEMERS LIGHT	White	111	NA	2,607	2,276	-124	68	160	36
STAT	MIDWAY	White	20	12	2,607	2,276	-124	68	160	36
STAT	CENTRAL MOORESVILLE	White	240	-58	2,604	2,275	-126	66	161	35
STAT	ST PAUL MOORESVILLE	Afr. Amer.	43	0	2,440	2,297	-64	40	65	20
GREE	CELIA PHELPS	Afr. Amer.	75	15	2,424	-3,691	3,053	953	794	-1
GREE	SAINT JOHNS GREENSBORO	White	114	-64	2,405	-5,064	3,457	1,003	1,123	-1

District	Church	Majority Race	2007 AWA	Change 00 to 07	Tot Pop Change	White Change	Afr. Amer. Change	Asian Change	Hisp. Change	N. Amer. Change
CHAR	FAIRFIELD	White	63	-10	2,389	2,124	31	59	70	14
CHAR	SPENCER MEMORIAL	Afr. Amer.	140	105	2,388	-6,332	1,583	258	2,065	76
CHAR	WEBBS CHAPEL	White	112	-8	2,317	2,117	-4	52	56	17
CHAR	GRACE CHARLOTTE	White	63	-57	2,297	-4,938	1,408	482	2,077	150
STAT	VANDEBURG	White	127	-60	2,288	2,034	-51	40	111	20
STAT	ROCKY MOUNT	White	478	238	2,271	2,157	-71	32	59	19
CHAR	ST LUKE CHARLOTTE	White	68	-15	2,050	-7,632	1,858	109	2,459	84
GREE	CHRIST GREENSBORO	White	754	151	1,671	-4,514	2,604	728	1,087	3
GREE	IRVING PARK	White	120	-23	1,518	-3,483	2,552	301	742	14
CHAR	VICTORY NATIVE AMERICAN	Nat Amer	30	12	1,433	-8,771	2,281	-6	2,610	92
GREE	ASBURY GREENSBORO	White	55	-60	1,333	-5,350	3,083	846	1,023	-1
GREE	SAINT PAUL GREENSBORO	White	41	-19	1,254	-2,709	2,161	209	526	22
GREE	SAINT ANDREWS GREENSBORO	White	21	-16	1,206	-4,867	2,973	724	869	2
CHAR	Agua de Vida	Hispanic	0	NA	1,106	-9,974	3,742	-29	2,643	88
CHAR	MEMORIAL CHARLOTTE	White	261	-4	1,106	-9,974	3,742	-29	2,643	88
GREE	CARRAWAY	White	56	-30	1,061	-3,100	2,234	217	568	16
GREE	NEW GOSHEN	Afr. Amer.	180	55	966	-3,309	2,257	463	535	13
GREE	REHOBETH	White	198	-70	924	-3,500	2,366	493	544	9
GREE	NEWLYN STREET	White	90	-3	553	-3,692	2,036	234	662	11
CHAR	Cambodian	Asian	40	NA	428	-9,856	4,013	-1	2,420	87
CHAR	ST JOHNS CHARLOTTE	White	44	-24	428	-9,856	4,013	-1	2,420	87
CHAR	FIRST HMONG	Asian	30	-11	354	-6,864	608	50	2,092	79
CHAR	KILGO	White	51	-53	354	-6,864	608	50	2,092	79
GREE	CENTENARY GREENSBORO	White	166	-104	354	-5,527	2,189	628	1,136	11
GREE	TRIAD NATIVE AMERICAN	Nat Amer	65	8	235	-5,247	2,246	615	952	5
CHAR	SHARON	White	285	-35	216	-6,898	1,509	327	2,128	115
CHAR	COMMONWEALTH	White	59	-3	-138	-7,589	1,328	32	2,076	77
GREE	GLENWOOD	White	78	-15	-149	-5,832	2,126	647	1,047	12
CHAR	PROVIDENCE CHARLOTTE	White	839	28	-420	-8,492	2,753	90	2,076	98
GREE	COLLEGE PLACE	White	133	-20	-426	-6,000	2,026	577	1,064	14

<b>Western North Carolina - New Church Starts Since 1985 (this list includes perfections from information received after the initial list in the report was submitted)</b>								
<b>New Church Name</b>	<b>Yr Appt</b>	<b>GCFA ID#</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Founding Pastor</b>	<b>Email address</b>
Danbury Community	1985	303850	113 Meadow Rd.	Danbury	NC	27016	Jim Mauldin	jimmauldin@embarqmail.com
Christ Weaverville	1986	291306	81 Garrison Branch Road	Weaverville	NC	28787	Alan Rice	alan@rfdcdc.org
University City	1988	292733	3835 West W. T. Harris Blvd.	Charlotte	NC	28269	Bruce Jones	bruce@rhconline.org
St. Francis	1989	294082	4200 McKee Road	Charlotte	NC	28270	Frank Padgett	flpadgett@aol.com
Covenant	1990	295315	1526 Skeet Club Road	High Point	NC	27265	Mark Key	centralmjk@triad.rr.com
Grace	1990	298730	846 Faith Rd.	Salisbury	NC	28146	David Lawrence	david.lawrence@faithisalive.org
Good Shepherd	1991	292128	13110 Moss Road	Charlotte	NC	28273	Claude Kayler	claud@ covenant-community.org
Sunrise	1991	303861	1111 Lewisville Clemmons Rd	Lewisville	NC	27023	Terry Matthews	terry@maplesprings.org
Christ Hickory	1992	299778	2416 Zion Church Road	Hickory	NC	28602	Dana McKim	dmpreacher@aol.com
Faith	1994	289212	3708 Faith Church Road	Indian Trail	NC	28079	Lynn UpChurch	pastorlynn@shadygroveumc.com
Covenant Community	1994	290277	11 Rocket Drive	Asheville	NC	28803	J M Strange	mstrange@bumc.net
Triad Native American	1994	295133	3010 Monterey St.	Greensboro	NC	27406	K W Locklear	klocklear@nccumc.org
Vida Nueva Mission	1994	296081	308 Bryan Street	Stoneville	NC	27048	Samuel Castro	samucast3@aol.com
First Hmong	1995	292106	308 Bryan Street	Stoneville	NC	27048	Cher Lue Vang	clvang@earthlink.net
Victory	1995	292015	1901 Townsend Ave.	Charlotte	NC	28205	James C. Howard II	jhoward442@aol.com
So Mang	1987	295372	2409 Ambassador Court	High Point	NC	27265	KH Kwon	
St. Timothy's	1994	295337	5228 Hilltop Road	Jamestown	NC	27282	Kenneth Carter	kcarter@providenceumc.org
Crossroads	1997	298694	220 George W. Liles Pkwy	Concord	NC	28027	Lowell McNamey	lowell@xroadschurch.us
Hillsdale	1997	300708	5018 Hwy. 158	Advance	NC	27006	Keith Turman	rkturman@bellsouth.net
Light of Christ	1999	292538	9106 Bryant Farms Road	Charlotte	NC	28277	Maria Hanlin	maria.hanlin@meckmin.org
South Tryon	2001	291716	2516 South Tryon St.	Charlotte	NC	28203	Charlie Rivens	stryoncc@bellsouth.net
Mission Adonai	2001	301931	955 Meadowbrook Rd.	Asheboro	NC	27203	Ana Morrison	amorr26@hotmail.com
Vermillion/Lake Norman	2002	301895	14230 Hunters Rd	Huntersville	NC	28078	Karen Easter	karen@hickorygroveumc.org
Faithwalk	2002	295634	485 Brightwood Church Rd.	Gibsonville	NC	27249	Robert Hutchinson	revrobhutch@gmail.com
Faithbridge	2002	297792	111 Mystery Hill Lane	Blowing Rock	NC	28605	Marianne Romanat	marianne@faithbridgeumc.org
Morningstar	2002	291900	2535 Dutch Cove Rd.	Canton	NC	28716	Bradley Thie	revthie@charterinternet.com
Redeemer's Light	2002	300286	427 E Statesville Ave, Suite 203	Mooresville	NC	28116	Scott Ireland	pastorscott@relight.org
Greater Vision	2003	288946	11901 Eastfield Road	Huntersville	NC	28078	Alexis Anthony	alantho@aol.com
Centro Cristiano	2003	289096	2803 Reece Dr.	Monroe	NC	28110	Diana Wingeier-Rayo	pwingeier@yahoo.com
New Moravian Falls	2003	297666	3431 Germantown Rd.	Moravian Falls	NC	28654	Raymundo Villanueva	vicky.produccioneslaroca@gmail.com
Capilla De Cristo	2003	288833	1211 Winston Rd	Lexington	NC	27203	Jose Vazquez	
Agua De Vida	2003	288981	4012 Central Avenue	Charlotte	NC	28205	Augusto Caldera	mumcaugusto@carolina.rr.com
Crossfire	2004	288924	101 Pilson St, N.	North Wilkesboro	NC	28659	David Hibbard	dch160@gmail.com
New Creation	2004	288970	931-B S. Main St.	Kernersville	NC	27284	Marilyn Weiler	m_weiler@msn.com
Ward Street	2004	295383	1619 W. Ward Ave.	High Point	NC	27260	Sonny Reavis	s_reavis@northstate.net
North Star	2005	288992	2000 Rankin Mill Rd	Greensboro	NC	27405	Suzanne Michael	smichael@center-umc.com
Christ St. Stephens	2005	299778	3205 34TH St Drive NE	Hickory	NC	28601	Tom Mabry	tom.mabry@charter.net
Plaza Satellite	2006	292414	5600 The Plaza	Charlotte	NC	28215	Percy Reeves	percy@sanctuarycharlotte.org
Immanuel	2006	289052	1417 Glenwood Avenue	Greensboro	NC	27403	Samuel Castro	samucast3@aol.com