

MissionSite

top unreached locations



FAYETTEVILLE, NC

CENSUS TRACT: 37051001000

REGION: Region 3: Southeast Coast

COUNTY: Cumberland

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:

Intercultural Institute
for Contextual Ministry



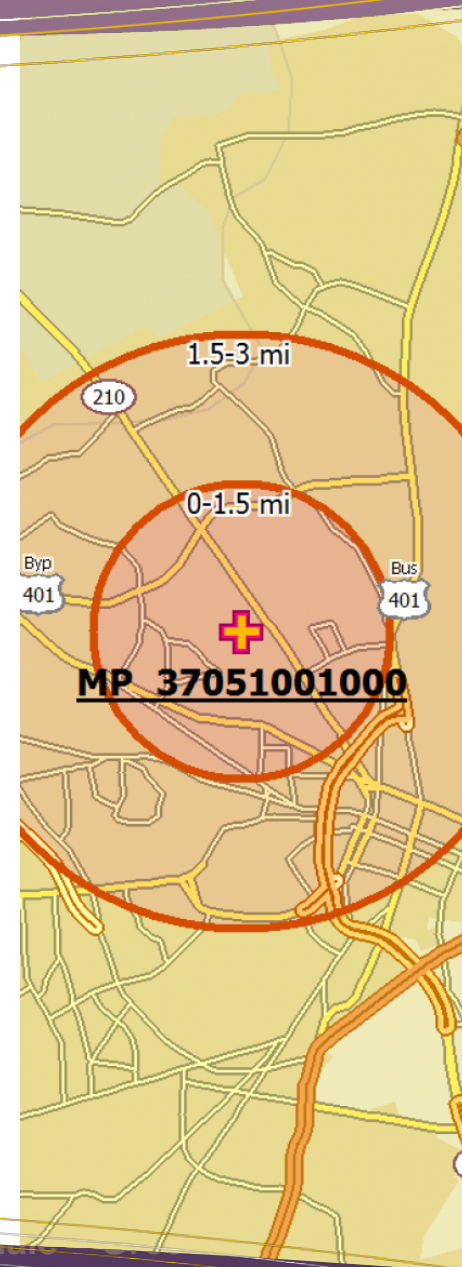
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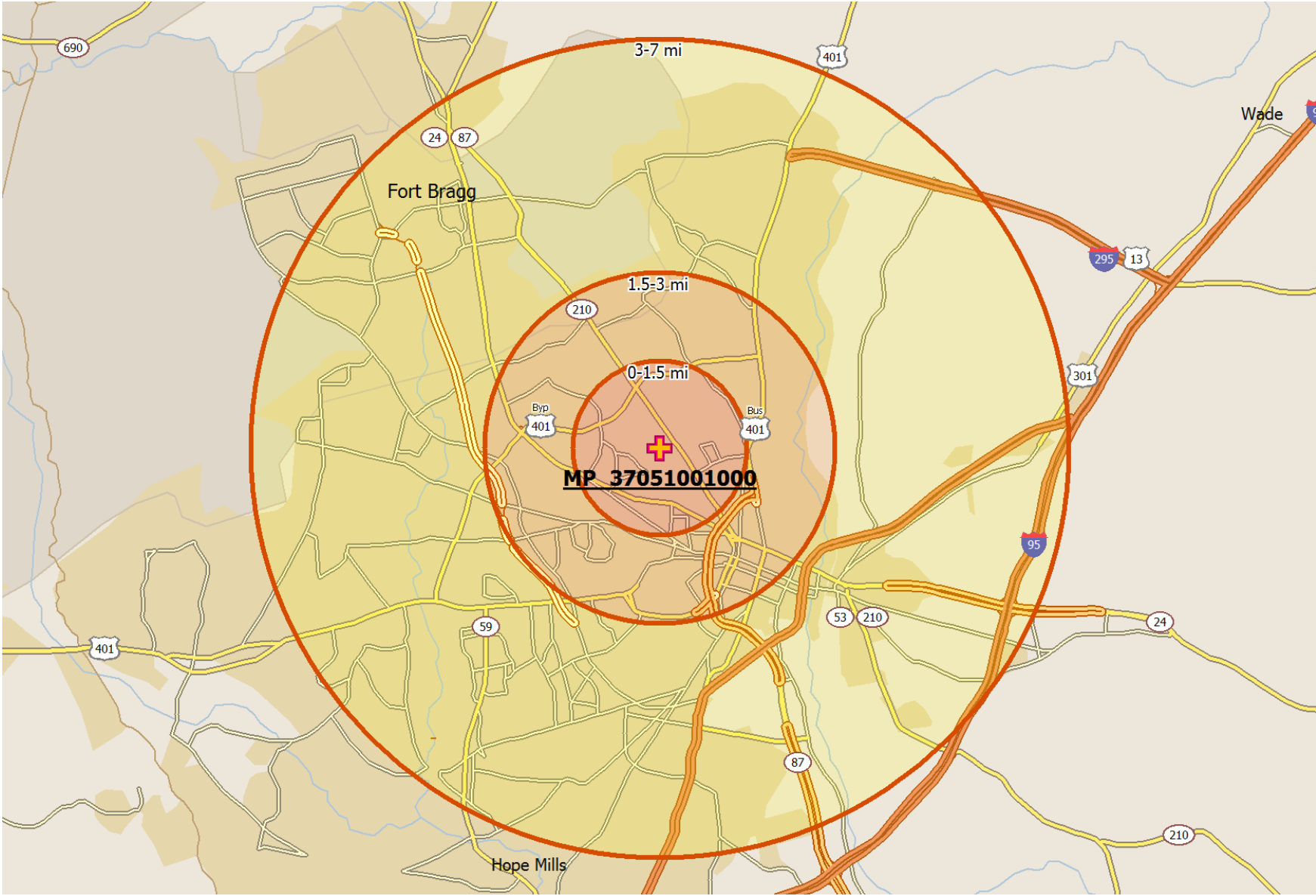
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37051	Cumberland
4	Zipcode	28301	Cumberland
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	M	100000-250000-100000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

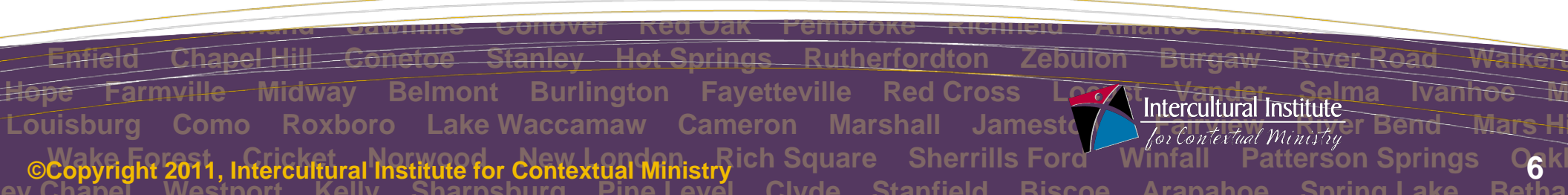
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,373	32,891	140,540
2010 Households	7,087	14,419	54,557
2010 Group Quarters Population	1,619	872	5,290

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	50	53	42
Language Diversity National Index	42	57	49
Foreign Born Diversity National Index	94	70	50
Ancestry Diversity National Index	21	23	20
Racial Diversity National Index	74	78	74



Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	461	6.5%
Mainstay Communities	Established, Diverse Households	279	3.94%
Working Communities	Blue-collar, Working Families	1,878	26.5%
Country Communities	Rural, Agri. & Mining Families	99	1.4%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,365	19.26%
Urban Communities	High Density, Inner-city Neighborhoods	3,005	42.4%

Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

1. The SITESCAPE category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.



Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

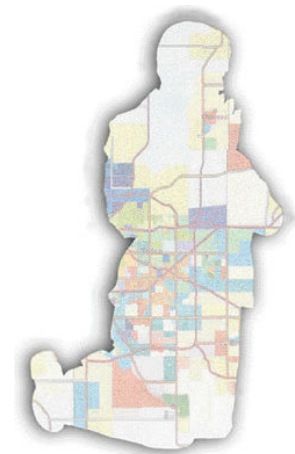


Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	82,958	5,006	6.03%
Unreached %	69.13%	70.64%	102.18
Religious But NOT Evangelical HH	25,852	1,749	6.77%
Religious But NOT Evangelical %	21.54%	24.68%	114.55
Spiritual But NOT Relig or Evang HH	9,867	506	5.13%
Spiritual But NOT Relig or Evang %	8.22%	7.14%	86.82
Not Evangelical, Not Interested HH	48,094	2,810	5.84%
Not Evangelical, Not Interested %	40.08%	39.65%	98.92



Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	84	15	17.86%
Active BCNC Attenders	10,662	2,860	26.82%
Active Evangelical Households	17,420	2,930	16.82%
Active Evangelical Percent	14.52%	13.62%	93.85
Inactive Evangelical Households	19,625	3,300	16.82%
Inactive Evangelical Percent	16.35%	15.35%	93.84
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

The table below lists the 30 closest BCNC churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

CHURCHES	DIST.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Snyder Memorial - Fayetteville	0.84 mi	917	Plateauing	16 Suggs Grove - Fayetteville	3.10 mi	41	Declining
2 Peace - Fayetteville	1.23 mi	0	Insufficient Data	17 Macedonia - Fayetteville	3.10 mi	118	Plateauing
3 Immanuel - Fayetteville	1.41 mi	43	Plateauing	18 Cumberland Union - Fayetteville	3.10 mi	43	Plateauing
4 German Fellowship - Fayetteville	1.46 mi	0	Insufficient Data	19 Massey Hill - Fayetteville	3.11 mi	139	Declining
5 Walstone Memorial - Fayetteville	1.46 mi	98	Growing	20 Shaw Heights - Fayetteville	3.20 mi	43	Insufficient Data
6 Fil-Am International Community	1.48 mi	0	Insufficient Data	21 Bonnie Doone - Fayetteville	3.27 mi	57	Declining
7 Rio de Agua Viva	1.48 mi	30	Insufficient Data	22 Korean Glory - Fayetteville	3.27 mi	13	Growing
8 Calvary - Fayetteville	1.48 mi	43	Declining	23 Japanese Fellowship - Fayetteville	3.35 mi	20	Insufficient Data
9 New Testament - Fayetteville	1.96 mi	36	Declining	24 Grace - Fayetteville	3.35 mi	118	Plateauing
10 Fayetteville First - Fayetteville	2.09 mi	197	Declining	25 New Life Community Church	3.54 mi	54	Growing
11 New Hope - Fayetteville	2.29 mi	69	Insufficient Data	26 Trinity - Fayetteville	3.73 mi	100	Plateauing
12 Gethsemane - Fayetteville	2.36 mi	39	Plateauing	27 Carroll Memorial - Fayetteville	3.82 mi	108	Declining
13 Pray House	2.65 mi	0	Insufficient Data	28 Solid Rock Community	4.22 mi	0	Insufficient Data
14 Fayetteville Second - Fayetteville	2.76 mi	67	Declining	29 Immanuel	4.22 mi	0	Insufficient Data
15 Vilfage - Fayetteville	2.84 mi	1,321	Plateauing	30 Starting Point	4.22 mi	0	Insufficient Data

Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes BCNC churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.



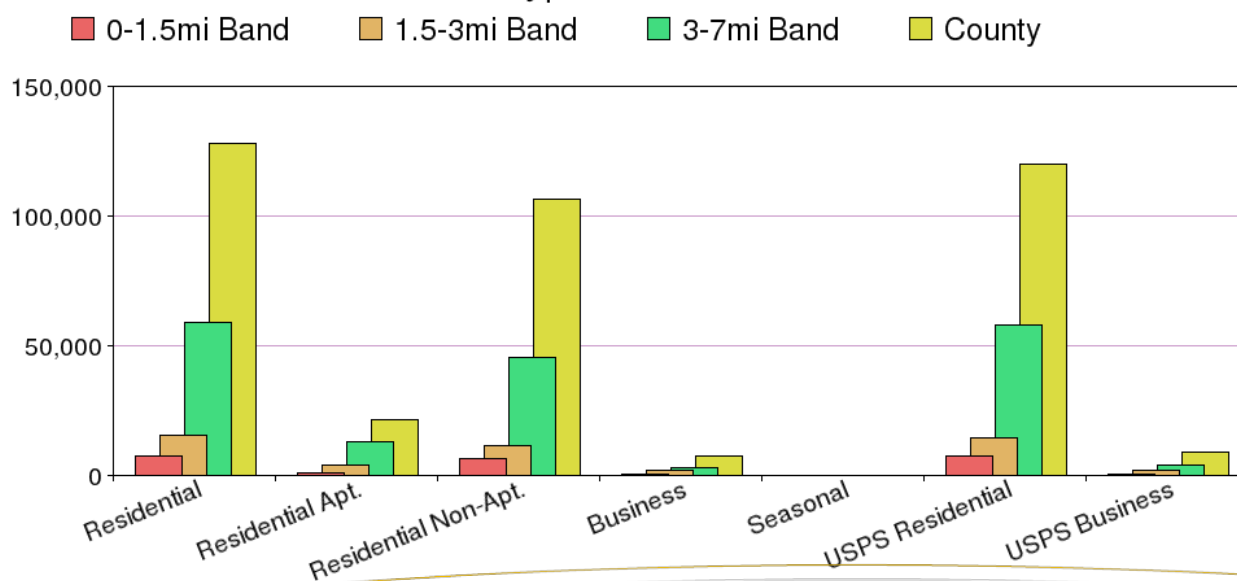
Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	274,566	19,218	7%
2000 Population	302,963	17,622	5.82%
2010 Population	318,496	16,373	5.14%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,498	7,621	8.33%
2000 Households	107,358	7,165	6.67%
2010 Households	120,003	7,087	5.91%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	7,532
Residential Apt.	1,135
Residential Non-Apt.	6,397
Business	551
Seasonal	0
USPS Residential	7,545
USPS Business	662

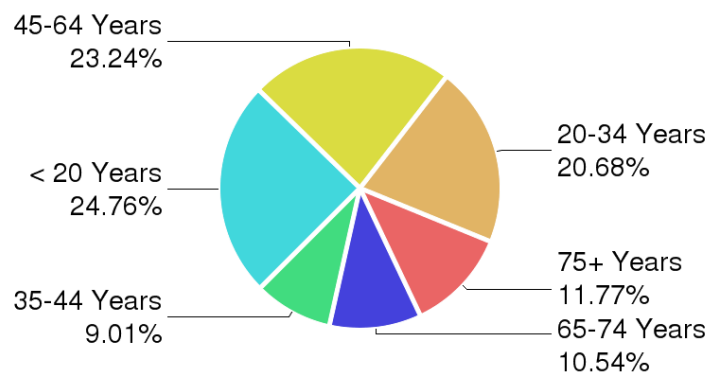
Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.48%	5.6%	74.87
4-5 Years	3.24%	2.22%	68.52
6-8 Years	4.63%	3.29%	71.06
9-11 Years	4.24%	2.97%	70.05
12-13 Years	2.66%	1.83%	68.8
14-17 Years	5.53%	4.72%	85.35
18-19 Years	2.73%	4.13%	151.28
0-5 Years	10.72%	7.82%	72.95
6-12 Years	10.2%	7.18%	70.39
13-19 Years	9.58%	9.76%	101.88
< 20 Years	30.5%	24.76%	81.18
20-34 Years	26.05%	20.68%	79.39
35-44 Years	11.59%	9.01%	77.74
45-64 Years	21.8%	23.24%	106.61
65-74 Years	5.78%	10.54%	182.35
75+ Years	4.28%	11.77%	275
Median Age	30	42	140.78
Median Age (Male)	28	38	134.96
Median Age (Female)	33	45	139.35

Age Group Percentages

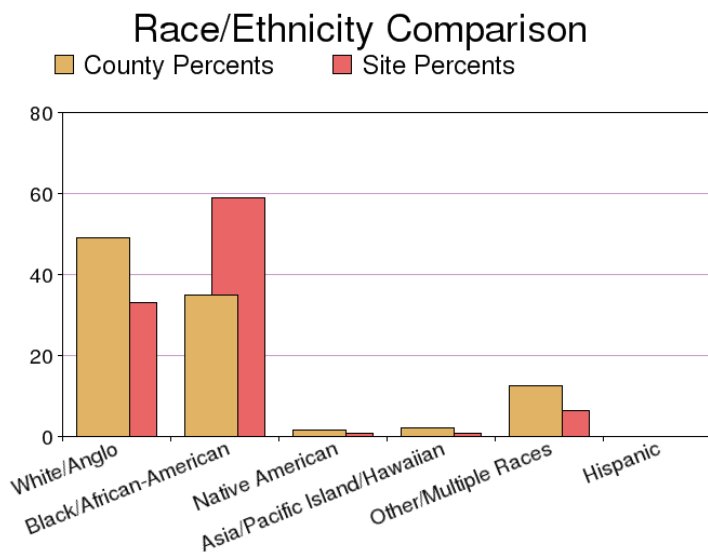


Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	48.97%	32.96%	67.32
Black, African-American	34.89%	59.01%	169.15
Native American	1.49%	0.78%	52.33
Asian	1.95%	0.76%	38.84
Pacific Island, Hawaiian	0.27%	0.09%	31.81
Other/Multiple Races	12.43%	6.39%	51.43
Hispanic	0%	2.53%	0



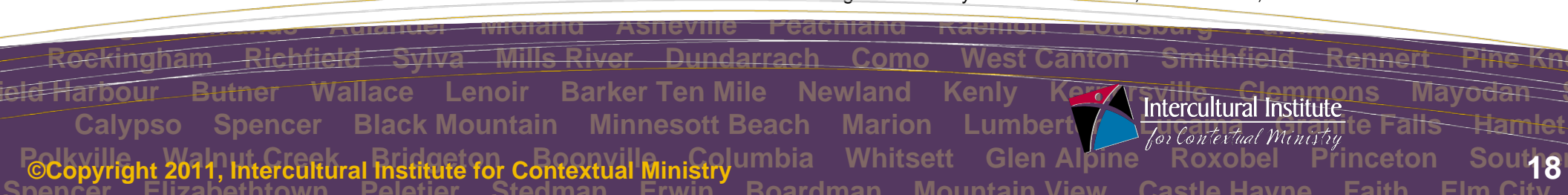
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	189,945	10,812	
Less than 9th Grade	3.71%	6.34%	58.5
No High School Diploma	6.66%	8.2%	81.13
High School Graduate	29.14%	26.41%	110.34
Some College, no degree	27.74%	24.67%	112.45
Associate Degree	10.82%	8.48%	127.57
College Degree	14.18%	16.25%	87.25
Graduate/Prof. degree	7.76%	9.65%	80.45

Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.84%	19.2%	192.69
\$10,000 to \$19,999	10.67%	16.57%	155.23
\$20,000 to \$29,999	13.81%	15.17%	109.8
\$30,000 to \$49,999	21.26%	17.05%	80.19
\$50,000 to \$59,999	8.03%	5.38%	66.95
\$60,000 to \$69,999	8.49%	5.29%	62.36
\$70,000 to \$79,999	6.53%	4.7%	71.99
\$80,000 to \$89,999	4.75%	3.91%	82.36
\$90,000 to \$99,999	3.12%	2.4%	76.99
\$100,000 to \$124,999	6.44%	5.81%	90.33
\$125,000 to \$149,999	3.86%	3.02%	78.28
\$150,000 to \$199,999	2.26%	0.85%	37.48
\$200,000 to \$249,999	0.41%	0.11%	27.48
\$250,000 or more	0.55%	0.54%	96.76
Median Household	44,155	33,041	74.83
Average Household	57,306	44,060	76.89
Per Capita Household	22,653	19,255	85
Family/Non-Family Household Income			
Median Family Income	52,601	44,912	85.38
Average Family Income	66,098	55,981	84.69
Median Non-Family Income	29,888	23,176	77.54
Average Non-Family Income	37,607	28,721	76.37



Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	69.14%	55.04%	79.61
Families with Children	40.49%	30.59%	75.56
Families without Children	28.65%	24.45%	85.34
Non-Family Households			
% Non-Family Households	30.86%	44.96%	145.68
Non-Families with Children	0.49	0.42	86.1
Non-Families without Children	30.37	44.53	146.65
Housing Units			
			Index
Total Housing Units	136,174	8,225	
Vacant percent	11.88%	13.84%	116.51
Owned percent	52.91%	42.93%	81.13%
Rented Percent	35.21%	43.23%	122.78
Households by Size			
			Index
Avg household size	2.52	2.08	82.54
Avg family hh size	3.11	2.86	91.96
Avg non-family hh size	1.19	1.12	94.12
Households By Count of Persons			
			Percent
One	30,808	2,779	9.02%
Two	38,072	2,303	6.05%
Three or Four	40,871	1,655	4.05%
Five+	10,252	349	3.4%

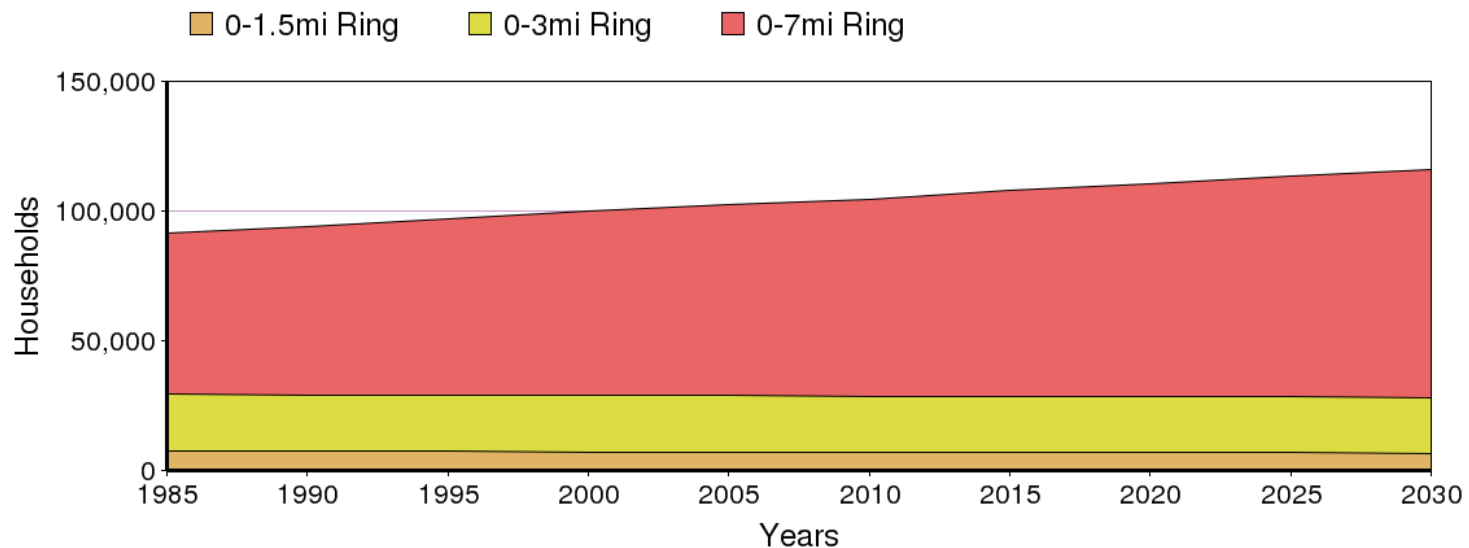
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	274,566	19,218	7%
2000 Population	302,963	17,622	5.82%
2010 Population	318,496	16,373	5.14%
2015 Population	335,409	16,099	4.8%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,498	7,621	8.33%
2000 Households	107,358	7,165	6.67%
2010 Households	120,003	7,087	5.91%
2015 Households	126,995	7,062	5.56%

Household Change from 1985 to 2030



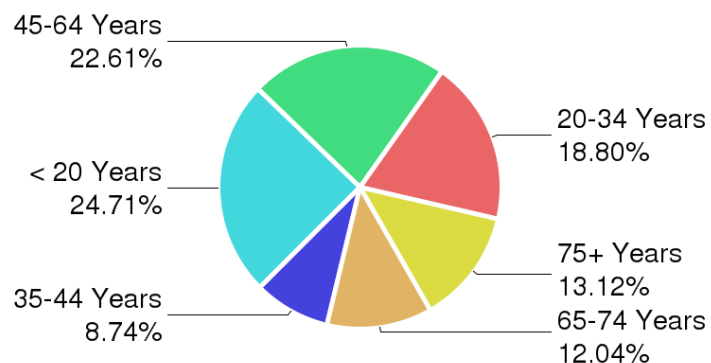
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.6%	5.81%	103.75
4-5 Years	2.22%	2.49%	112.16
6-8 Years	3.29%	3.64%	110.64
9-11 Years	2.97%	3.23%	108.75
12-13 Years	1.83%	1.98%	108.2
14-17 Years	4.72%	4.45%	94.28
18-19 Years	4.13%	3.11%	75.3
0-5 Years	7.82%	8.3%	106.14
6-12 Years	7.18%	7.88%	109.75
13-19 Years	9.76%	8.53%	87.4
< 20 Years	24.76%	24.71%	99.8
20-34 Years	20.68%	18.8%	90.91
35-44 Years	9.01%	8.74%	97
45-64 Years	23.24%	22.61%	97.29
65-74 Years	10.54%	12.04%	114.23
75+ Years	11.77%	13.12%	111.47
Median Age	30	44	146.88
Median Age (Male)	28	39	138.53
Median Age (Female)	33	48	147.15

Projected Age Group Percentages



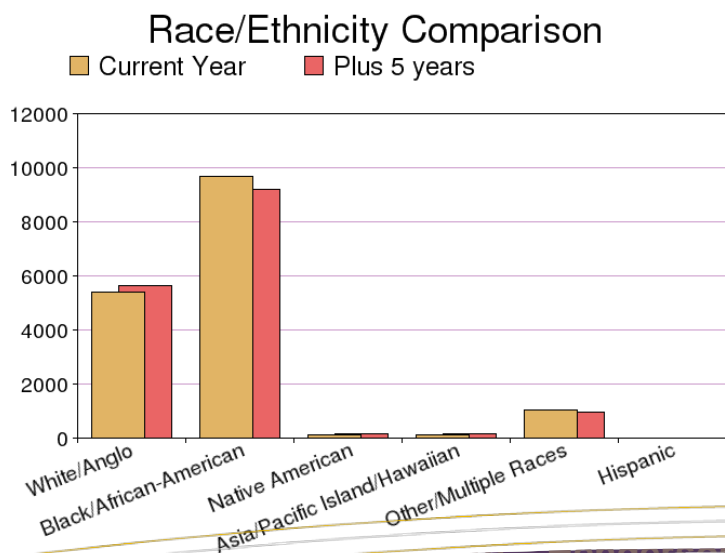
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	32.96%	34.99%	106.15
Black, African-American	59.01%	57.06%	96.69
Native American	0.78%	0.88%	112.03
Asian	0.76%	0.95%	125.49
Pacific Island, Hawaiian	0.09%	0.12%	138.02
Other/Multiple Races	6.39%	6.01%	93.93
Hispanic	0%	0%	0

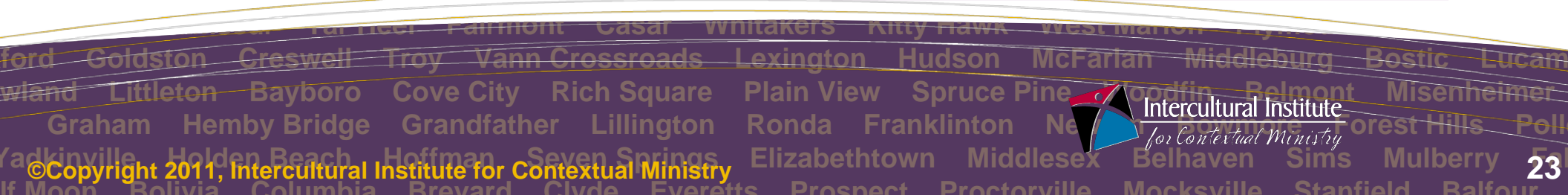
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,812	11,161	
Less than 9th Grade	6.34%	5.45%	85.86
No High School Diploma	8.2%	6.56%	79.94
High School Graduate	26.41%	26.81%	101.52
Some College, no degree	24.67%	24.57%	99.6
Associate Degree	8.48%	9.23%	108.81
College Degree	16.25%	16.72%	102.88
Graduate/Prof. degree	9.65%	10.67%	110.62



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

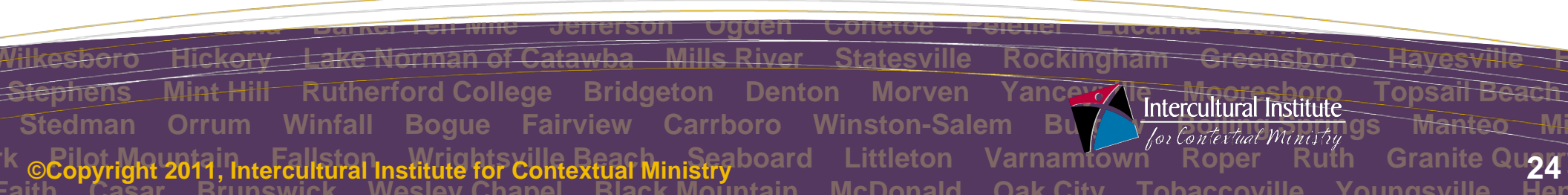
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	19.2%	19.13%	99.62
\$10,000 to \$19,999	16.57%	15.68%	94.63
\$20,000 to \$29,999	15.17%	14.7%	96.9
\$30,000 to \$49,999	17.05%	15.51%	90.97
\$50,000 to \$59,999	5.38%	5%	92.98
\$60,000 to \$69,999	5.29%	5.73%	108.38
\$70,000 to \$79,999	4.7%	5.2%	103.97
\$80,000 to \$89,999	3.91%	4.22%	104.34
\$90,000 to \$99,999	2.4%	2.58%	107.44
\$100,000 to \$249,999	5.81%	6.85%	117.89
\$125,000 to \$149,999	3.02%	3.67%	121.46
\$150,000 to \$199,999	0.85%	0.99%	117.08
\$200,000 to \$249,999	0.11%	0.14%	125.44
\$250,000 or more	0.54%	0.5%	92.43
Median Household	33,041	35,290	106.81
Average Household	44,060	48,010	108.97
Per Capita Household	19,255	21,226	110.24
Family/Non-Family Household Income			
Median Family Income	44,912	49,463	110.13
Average Family Income	55,981	62,556	111.75
Median Non-Family Income	23,176	24,816	107.08
Average Non-Family Income	28,721	30,347	105.66



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	55.04%	53.68%	97.52
Families with Children	30.59	30.59	99.98
Families without Children	24.45	22.98	93.98
Non-Family Households			
% Non-Family Households	44.96%	46.32%	103.03
Non-Families with Children	0.42	0.41	103.03
Non-Families without Children	44.53	45.91	103.09
Housing Units			
Total Housing Units	8,225	8,213	99.85%
Vacant percent	13.84%	14.01%	101.29
Owned percent	42.93%	42.58%	99.18
Rented Percent	43.23%	43.41%	100.4
Households by Size			
Avg household size	2.08	2.10	100.96%
Avg family hh size	2.86	2.96	103.5%
Avg non-family hh size	1.12	1.09	97.32%
Households By Count of Persons			
One	2,779	2,888	103.92%
Two	2,303	2,156	93.62%
Three or Four	1,655	1,638	98.97%
Five+	349	379	108.6%



Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	427	1,732	9,638
Northern Europe	17	90	332
Western Europe	100	268	1,973
Southern Europe	82	62	178
Eastern Europe	13	22	189
Other Europe	0	0	0
Eastern Asia	22	234	1,508
So. Central Asia	11	184	217
SE Asia	51	180	1,221
Western Asia	0	5	67
Other Asia	0	0	32

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	27	58
Middle Africa	0	0	0
Northern Africa	11	6	57
Southern Africa	0	0	21
Western Africa	0	49	179
Other Africa	0	4	4
Oceania	0	30	61
Caribbean	42	162	982
Central Amer.	39	214	1,737
South America	36	118	576
North America	3	77	246
Born at sea	0	0	0



Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	15,136	29,748	121,831
Spanish	398	1,408	9,968
Other Indo-Euro language	388	966	4,738
French (incl. Patois, Cajun)	67	126	988
French Creole	0	26	134
Italian	0	32	322
Portuguese	22	48	72
German	120	315	2,335
Yiddish	0	9	13
Other West Germanic	0	12	66
A Scandinavian Language	0	15	79
Greek	151	116	153
Russian	0	0	135
Polish	5	0	60
Serbo-Croatian	0	13	35
Other Slavic Language	3	2	11
Armenian	0	0	0
Persian	0	7	28
Gujarathi	0	0	67
Hindi	0	35	42
Urdu	0	35	12

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	9	34	60
Asian/PI languages	0	0	0
Chinese	0	42	164
Japanese	11	37	261
Korean	14	228	1,303
Mon-Khmer, Cambodian	0	0	9
Miao, Hmong	0	0	86
Thai	9	28	230
Laotian	0	51	33
Vietnamese	0	60	497
Other Asian	0	20	46
Tagalog	9	65	426
Other Pacific Is	0	35	106
Other languages	39	94	501
Navajo	0	0	56
Other Native N. American	0	0	65
Hungarian	0	0	12
Arabic	11	26	214
Hebrew	20	5	7
African languages	8	54	140
Other unspecified	0	9	7

Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	13,223	29,039	126,564
Arab	13	79	257
Armenian	0	0	0
Austrian	0	23	114
British	18	147	563
Canadian	10	68	225
Croatian	0	6	111
Czech	6	35	92
Czechoslovak	0	0	101
Danish	10	39	201
Dutch	38	107	754
English	618	2,190	5,702
European	126	362	1,419
Finnish	0	0	100
French (not Basque)	106	273	1,762
French Canadian	26	36	762
German	660	2,113	11,608
Greek	151	157	284
Hungarian	0	25	272
Iranian	0	0	23

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	373	1,503	8,014
Italian	308	622	3,676
Lithuanian	9	20	81
Norwegian	36	59	693
Polish	103	305	1,322
Portuguese	9	40	198
Romanian	0	15	34
Russian	44	70	175
Scandinavian	2	28	28
Scotch-Irish	477	927	2,922
Scottish	248	653	2,399
Slovak	6	4	106
Subsaharan African	339	387	1,548
Swedish	28	125	621
Swiss	0	11	106
Ukrainian	27	21	160
US/American	981	2,896	12,955
Welsh	35	129	284
West Indian	59	175	1,190
Yugoslavian	0	16	14
Other	8,358	15,371	65,691

Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

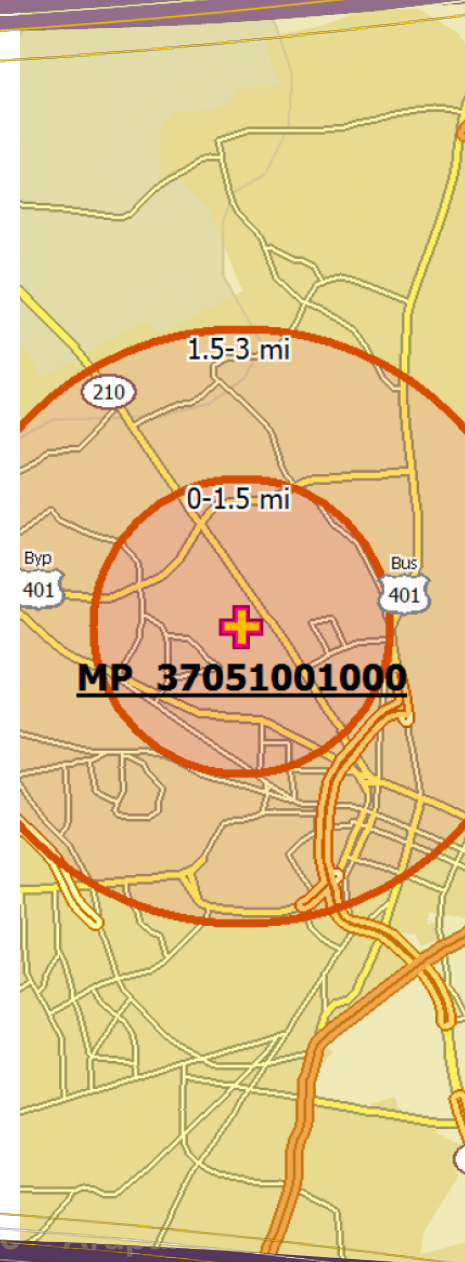
Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscope dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscope report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,087	100%	5,079	100%
AFFLUENT SUBURBIA	142	2%	100	1.97%
America's Wealthiest	0	0%	0	0%
Dream Weavers	25	0.35%	18	0.35%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	6	0.08%	5	0.1%
Enterprising Couples	0	0%	0	0%
Small Town Success	111	1.57%	77	1.52%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	319	4.5%	222	4.37%
Status Conscious Consumers	6	0.08%	4	0.08%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	223	3.15%	150	2.95%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	90	1.27%	68	1.34%
SM TWN SUCCESS	129	1.82%	157	3.09%
Successful Urban Sprawl	92	1.3%	68	1.34%
2nd City Homebodies	6	0.08%	65	1.28%
Prime Middle America	0	0%	4	0.08%
Urban Optimists	24	0.34%	0	0%
Family Convenience	7	0.1%	15	0.3%
Mid-Market Enterprise	0	0%	5	0.1%



Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,087	100%	5,079	100%
BLUE COLLAR BACKBONE	64	0.9%	42	0.83%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	14	0.2%	8	0.16%
Lower Income Essentials	10	0.14%	7	0.14%
Small Town Endeavors	40	0.56%	27	0.53%
AMER. DIVERSITY	150	2.12%	101	1.99%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	31	0.44%	20	0.39%
Professional Urbanites	24	0.34%	17	0.33%
Urban Advancement	95	1.34%	64	1.26%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,814	25.6%	1,250	24.61%
Steadfast Conservative	1,327	18.72%	909	17.9%
Moderate Conventionalists	41	0.58%	28	0.55%
Southern Blues	300	4.23%	211	4.15%
Urban Grit	0	0%	0	0%
Grass-Roots Living	146	2.06%	102	2.01%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,087	100%	5,079	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,365	19.26%	1,009	19.87%
Young Cosmopolitans	116	1.64%	91	1.79%
Minority Metro Communities	910	12.84%	674	13.27%
Stable Careers	332	4.68%	239	4.71%
Aspiring Hispania	7	0.1%	5	0.1%
RURAL VILLAGES & FARMS	99	1.4%	65	1.28%
Aspiring Hispania	0	0%	5	0.1%
Industrious Country Living	0	0%	0	0%
America's Farmland	65	0.92%	0	0%
Comfy Country Living	34	0.48%	40	0.79%
Small Town Connections	0	0%	20	0.39%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,087	100%	5,079	100%
STRUGGLING SOCIETIES	1,042	14.7%	706	13.9%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,042	14.7%	706	13.9%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,963	27.7%	1,427	28.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,005	14.18%	703	13.84%
Urban Diversity	0	0%	0	0%
New Generation Activists	58	0.82%	39	0.77%
Getting By	900	12.7%	685	13.49%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

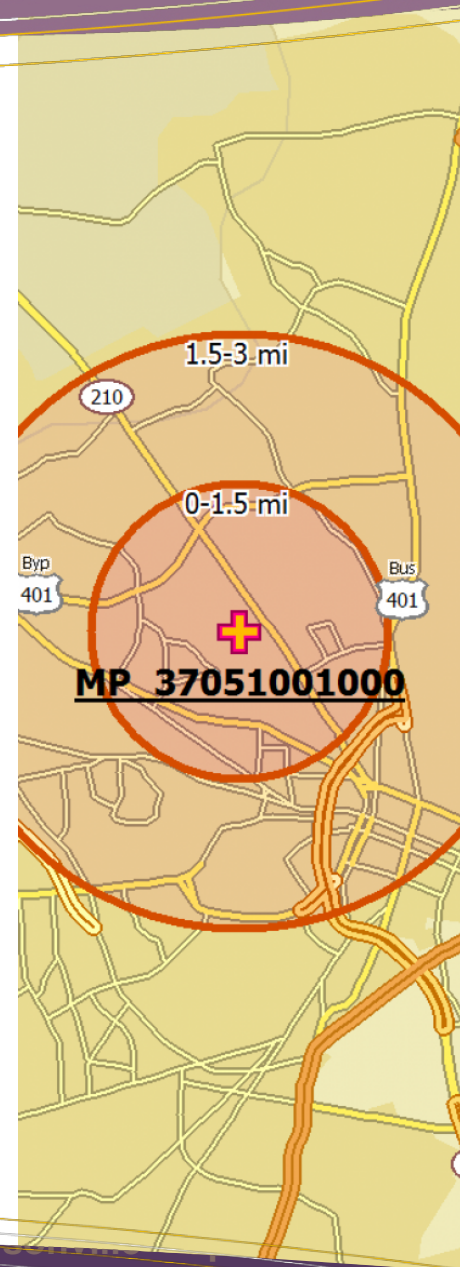
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	68%	70%	72%
Use Comp. for Internet/E-mail	48%	51%	51%
Internet Use: E-Mail	41%	44%	44%
Use Comp. for Comp. Games	34%	34%	36%
Use Comp. for Word Processing	30%	33%	33%
Use Comp. for Education	30%	31%	31%
Use Comp. for Shopping	27%	29%	29%
HH Owns DVD Player	27%	28%	28%
Use Comp. for Banking	24%	27%	26%
Use Comp. for Digital Camera Photo Editing	24%	26%	27%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	23%	24%	24%
Internet Use: Banking	22%	23%	23%
Use Comp. for News/Info./Data Service	18%	21%	20%
PC-Network-HH Has One	15%	17%	17%
Internet Use: Shopping: Gathered Info. for Shopping	11%	13%	12%
Use Comp. for Personal Financial Mngmnt	11%	13%	12%
Internet Use: Research/ Education	11%	12%	12%
Internet Use: Read Magazines/ Newspapers	11%	11%	11%
Use Comp. for Filing/DB Mngmnt	11%	12%	11%
Use Comp. for Accounting	10%	11%	12%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	67%	68%	68%
Reading Books	52%	53%	54%
Dining Out (Not Fast Food)	49%	51%	51%
Card Games	38%	39%	41%
Cooking for Fun	34%	35%	36%
Go To A Beach/Lake	30%	32%	32%
Board Games	28%	29%	31%
Gardening	26%	27%	27%
Visit Museum	18%	19%	19%
Going To	18%	18%	18%
Bars/Nightclubs/Dancing			

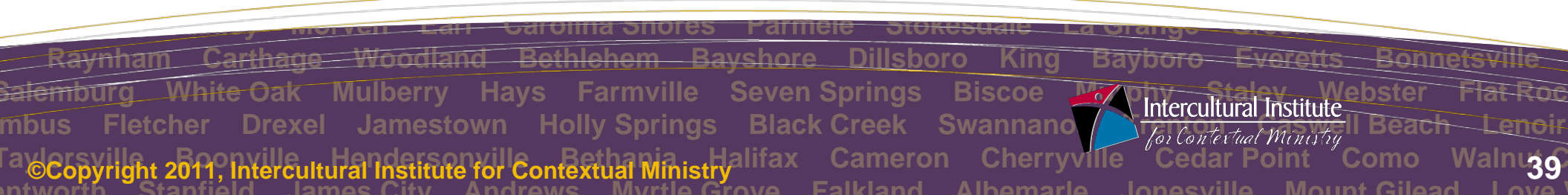
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	67%	67%
Gen./Fam. Practitioner	35%	35%	37%
Dentist	23%	25%	24%
Backache	22%	22%	23%
None Of These	20%	20%	19%
Hypertension/High Blood Pressure	20%	20%	21%
Eye Dr.	19%	20%	21%
High Cholesterol	16%	18%	17%
Any Arthritis	14%	14%	15%
Acid Reflux Disease (GERD)	14%	14%	14%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	26.28%	28.23%	27.81%
Live Theater	19.02%	20.93%	20.61%
Rock/Pop Concerts Most Often	14.56%	15.71%	14.74%
Live Theater Most Often	14.5%	16.33%	16.41%
Dance Performance	10.88%	10.75%	9.89%
Comedy Club	10.52%	10.51%	9.96%
Movies: Comedy	41.6%	41.2%	40.85%
Movies: Action/Adventure	40.62%	40.38%	38.73%
Movies: Drama	23.75%	24.23%	22.62%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Fam.	21.31%	21.61%	21.78%
Movies: Mystery	20.65%	19.66%	18.33%
Movies: Romantic Comedy	20.53%	21.29%	20.51%
MLB Baseball Reg. Season	5.74%	6.88%	6.22%
NFL Football Reg. Season	5.36%	6.21%	5.8%
College Football Reg. Season	4.86%	5.9%	5.33%
College Basketball Reg. Season	3.35%	4.03%	3.78%
NBA Basketball Reg. Season	3.17%	3.94%	3.44%
Auto Racing Events	2.21%	2.32%	2.15%



Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	37.19%	38.81%	39.01%
Swimming	24.87%	26.56%	28.83%
Bowling	19.37%	20.72%	22.54%
Billiards/Pool	17.22%	17.49%	17.8%
Basketball	16.14%	16.83%	17.2%
Jogging/Running	15.89%	16.84%	16.39%
Weight Training	13.67%	15.38%	14.73%
Freshwater Fishing	13.44%	13.6%	14.94%
Using Cardio Machine	11.36%	12.64%	13.05%
Football	11.28%	11.7%	12.8%
Baseball	10.95%	11.37%	11.45%
Stationary Cycling	10.67%	11.84%	11.74%
Aerobics	10.61%	11.52%	11.12%
Mountain/Road Biking	9.9%	10.37%	10.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	9.58%	10.92%	10.9%
Camping Trips	9.58%	9.42%	10.95%
Volleyball	8.44%	8.28%	9.11%
Backpacking/Hiking	7.77%	7.84%	8.44%
Softball	7.52%	7.59%	7.77%
Yoga	6.93%	7.39%	6.77%
Soccer	6.89%	7.2%	7.62%
Target Shooting	6.71%	6.11%	6.79%
Tennis	6.36%	6.98%	6.76%
Roller Skating	6.09%	6.22%	5.88%
Saltwater Fishing	6.02%	6.35%	6.72%
Hunting	5.65%	5.55%	6.51%
Power Boating	5.32%	5.67%	5.73%
Ice Skating	5.18%	5.37%	4.97%

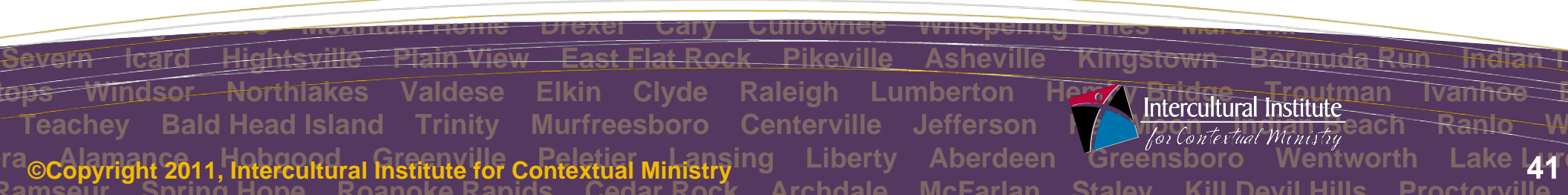


Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	4.8%	4.59%	4.94%
Canoeing/Kayaking	4.69%	5.11%	5.11%
Horseback Riding	4.26%	4.07%	4.52%
Snorkeling	4.07%	4.31%	3.88%
Jet Skiing	3.93%	4.3%	3.81%
Fly Fishing	3.9%	4.03%	3.92%
Racquetball	3.85%	4.15%	4.22%
Downhill & X-Country	3.57%	4.15%	3.84%
Skiing			
Hockey	3.54%	3.64%	3.64%
Water Skiing	3.43%	3.66%	3.65%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Rock Climbing	3.38%	3.19%	3.01%
Skateboarding	3.31%	3.47%	3.26%
Archery	3.28%	3.09%	3.33%
Martial Arts	3.21%	3.2%	3.36%
Auto Racing	3.09%	2.75%	2.6%
Snowmobiling	3.05%	2.93%	2.97%
Snowboarding	3.05%	3.19%	3%
Sailing	2.54%	2.89%	2.67%
Surfing & Windsurfing	2.53%	2.73%	2.39%
Rowing	2.25%	2.36%	2.38%



Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

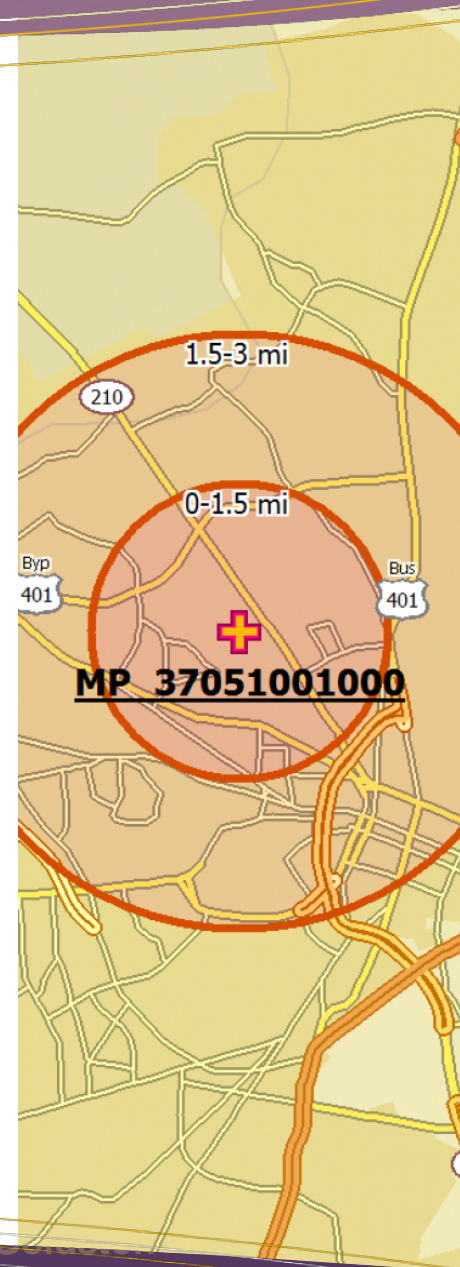
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

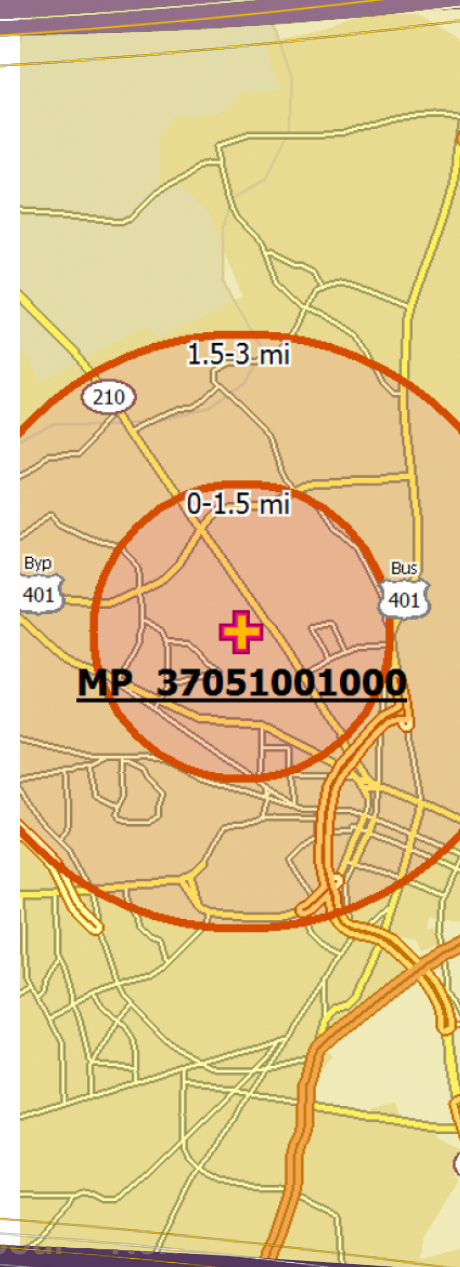
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.

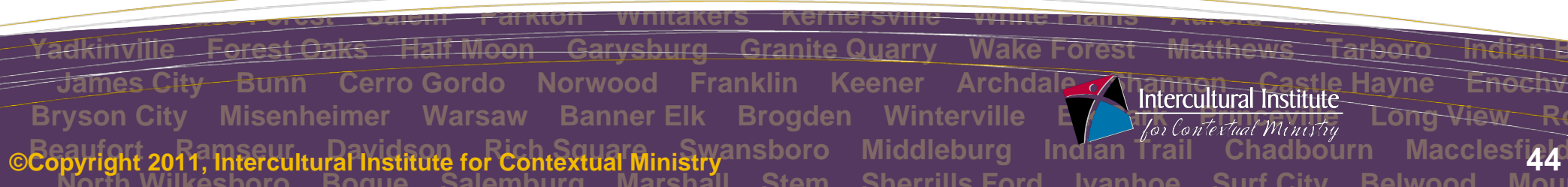


Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	53%	53%	52%
Speak My Mind Even If It Upsets People	39%	38%	38%
Like Control Over People And Resources	37%	37%	37%
Find It Difficult To Say No To My Kids	35%	36%	37%
Woman's Place Is In The Home	32%	33%	34%
Don't Judge People/Way They Live Life	31%	31%	30%
Prefer To Have Few Possessions As Possible	29%	32%	31%
Too Much Sponsorship In Arts/Sports	28%	28%	28%
Like To Do Unconventional Things	26%	26%	28%
If Won Lottery Would Never Work Again	25%	26%	26%
Money Is Best Measure Of Success	24%	24%	25%
I Am A Workaholic	24%	23%	22%

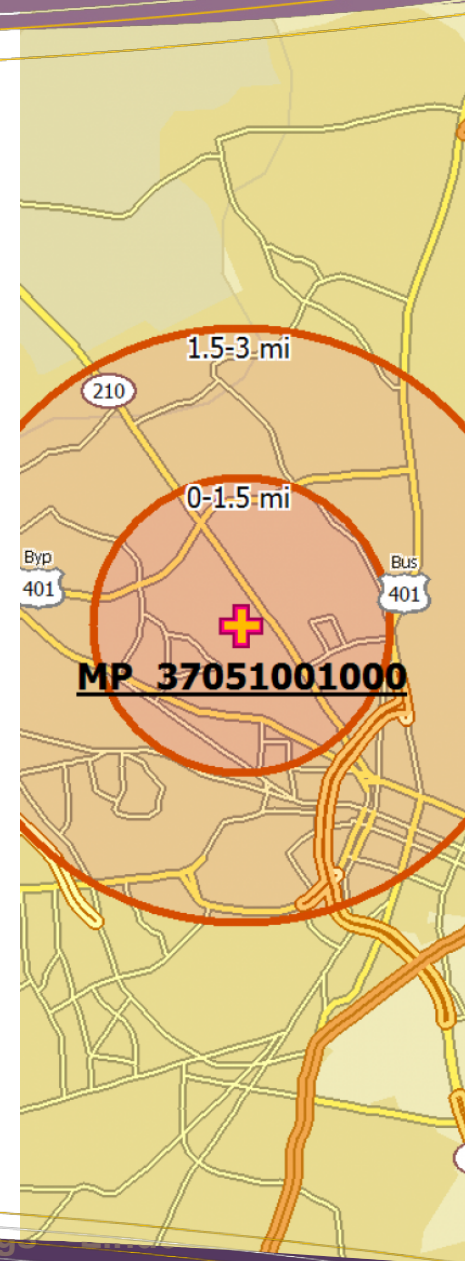
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Friends More Important Than My Fam.	22%	23%	22%
Like to Stand Out In A Crowd	22%	22%	21%
Marijuana Should Be Legalized	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
We Should Strive for Equality for All	17%	17%	16%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	14%	14%	13%
On Whole People Get What They Deserve	12%	11%	11%
Very Happy With My Life As It Is	11%	10%	9%
I Am A Perfectionist	11%	11%	9%
Little I Can Do To Change My Life	9%	9%	9%



Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant themes that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Potential Cultural Themes:

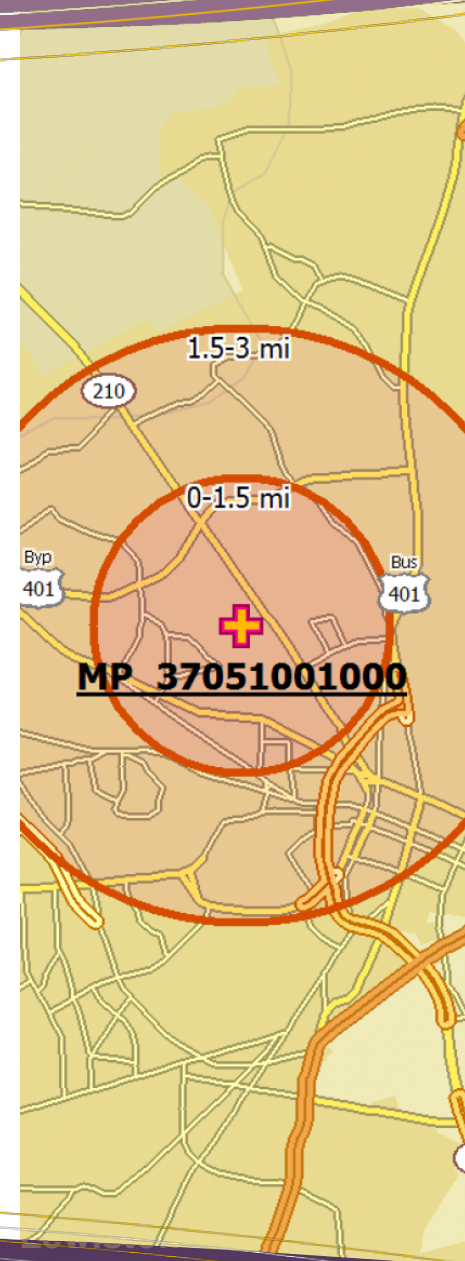
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	57%	57%
Important To Respect Customs And Beliefs	55%	58%	59%
Like To Understand About Nature	39%	39%	38%
Prefer Work Part Of Team Than Alone	36%	37%	38%
Important Feel Respected By My Peers	35%	34%	34%
Important To Juggle Various Tasks	35%	34%	33%
Good At Fixing Things	30%	30%	30%
Prefer To Have Few Possessions As Possible	29%	32%	31%
Have Keen Sense Of Adventure	28%	28%	27%
People Have To Take Me As They Find Me	23%	24%	24%
Consider Myself Interested In The Arts	22%	21%	21%
Like To Just Enjoy Life	20%	21%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	19%	19%	19%
Provide My Kids With The Little Extras	19%	19%	19%
Worried About Pollution Caused By Cars	18%	19%	19%
Real Men Don't Cry	17%	17%	18%
Try Not To Worry About The Future	17%	17%	16%
Is An Important Part Of Who I Am	16%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	5%	5%	4%
Decor Particular Interest To Me	4%	4%	4%

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	84.85%	85.12%	85.3%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.27%	77.16%	79.1%
Houses-Visit Any			
McDonald's	54.99%	54.67%	56.15%
Burger King	40.45%	39.1%	39.21%
Kentucky Fried Chicken (KFC)	33.91%	33.25%	32.24%
Wendy's	30.25%	30.91%	30.97%
Subway	29.37%	29.77%	29.39%
Taco Bell	27.17%	25.68%	27.56%
Applebee's	25.82%	26.85%	28.43%
Pizza Hut	23.93%	23.44%	24.36%
Arby's	21.23%	20.83%	21.55%
Olive Garden	19.15%	19.83%	19.33%

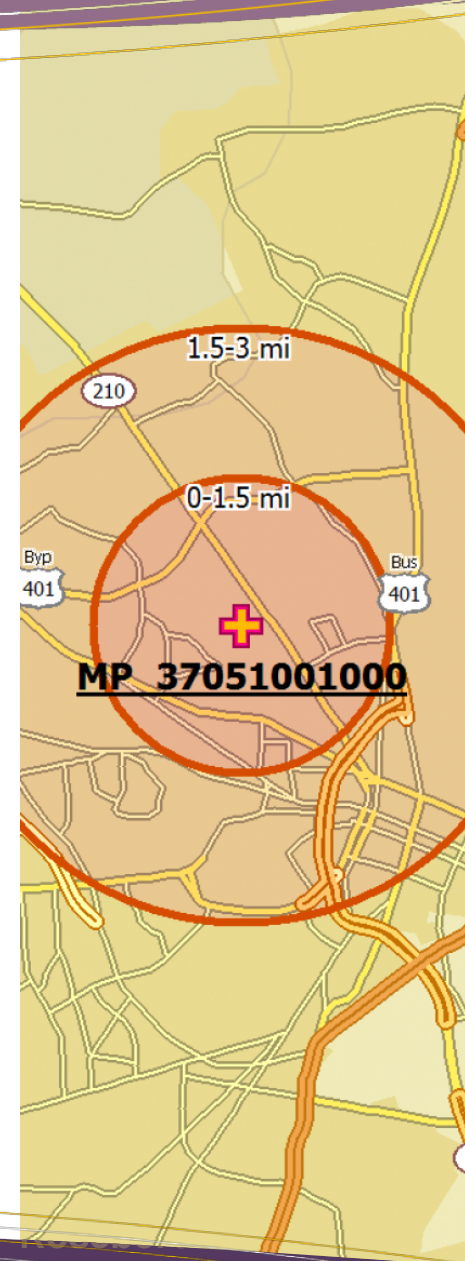
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	18.89%	18.76%	18.32%
Dairy Queen	16.72%	16.1%	16.08%
Domino's Pizza	16.3%	16.38%	17.62%
IHOP (International House Of Pancakes)	15.76%	16.03%	16.29%
Popeyes	14.98%	14.89%	14.21%
Sonic	14.39%	13.48%	14.66%
TGI Friday's	14.27%	15.15%	13.87%
Golden Corral	14.27%	13.74%	14.65%
Chick-Fil-A	13.74%	15.01%	15.08%
Outback Steakhouse	13.71%	14.41%	13.86%
Dunkin' Donuts	13.12%	13.45%	12.58%
Chili's Grill and Bar	12.52%	13.31%	12.67%

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!

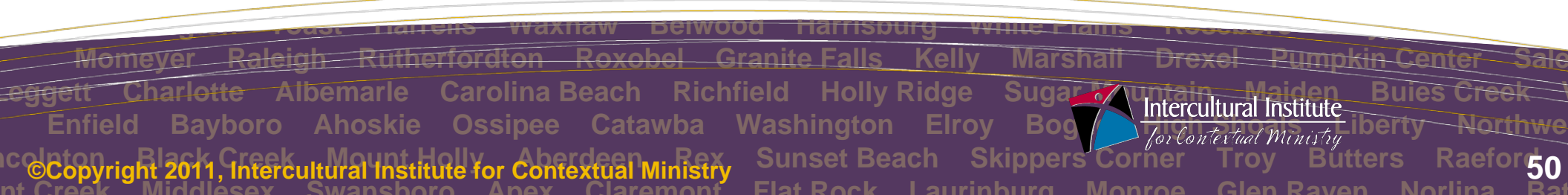


Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	41.24%	43.54%	44.21%
Recycled products	26.13%	28.62%	29.38%
Worked as volunteer (non political)	13.04%	14.04%	14.48%
Engaged in fund raising	10.28%	11.43%	12.01%
Religious club member	7.45%	8.02%	8.28%
Church Board	5.54%	6.35%	6.74%

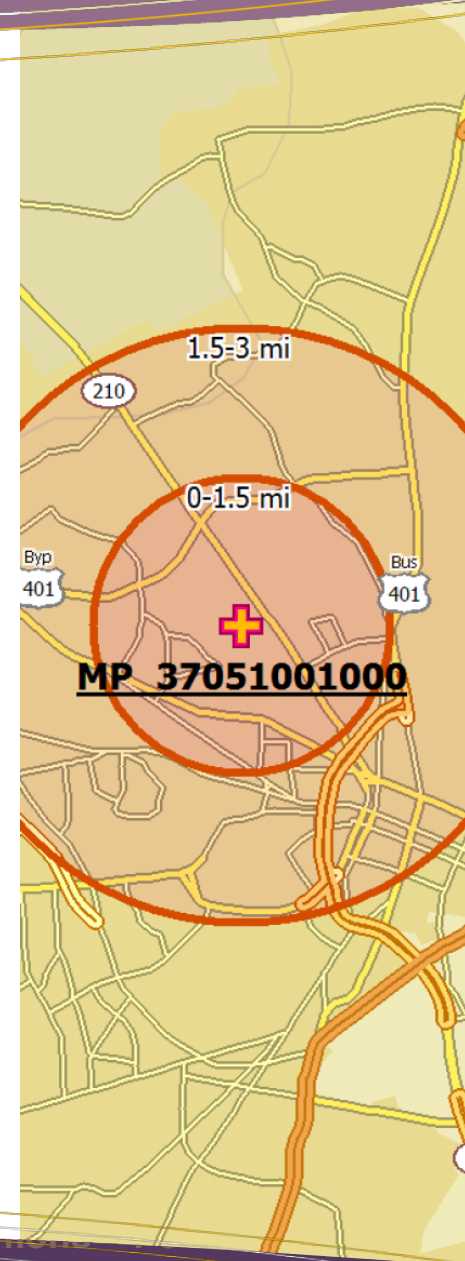
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	4.98%	5.13%	5.5%
Took active part in local civic issue	4.95%	5.09%	5.26%
Wrote to elected offcl about publ bus	4.77%	5.14%	5.04%
Charitable Organization	4.49%	4.84%	5.06%
Union member	4.33%	4.89%	5.76%
Fraternal order member	4.17%	4.22%	4.38%



Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



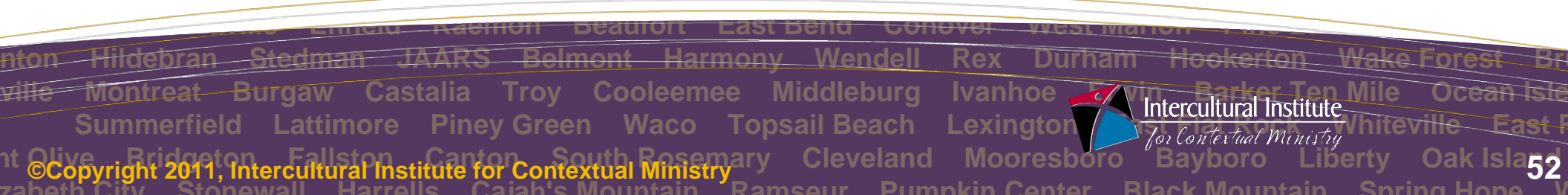
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	13.93%	15.46%	15.69%
Children's Books	12.02%	13.07%	12.85%
Mystery	9.73%	9.8%	9.47%
Religious (not Bibles)	9.33%	9.8%	9.84%
Cookbooks	9.21%	9.33%	9.01%
Romance	6.69%	6.99%	7.16%
Personal/Business	6.03%	6.72%	6.42%
Self-help			
Biography	5.78%	6.44%	6.35%
History	5.78%	6.11%	6.04%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	66.53%	67.75%	68.03%
Gen. Editorial	50%	51.69%	51.34%
Womens	44.2%	45.86%	46.18%
Service	30.61%	31.05%	31.48%
Mens	19.05%	19.23%	19.55%
Music	17.78%	18.06%	17.27%
Business/Finance	17.62%	20.63%	20.11%
Sports	14.87%	15.05%	15.08%
Parenthood	14.62%	14.28%	14.05%



Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	48.94%	50%	51.48%
Classified	33.8%	32.02%	32.32%
Sport	30.08%	30.53%	30.39%
Editorial Page	25.71%	26.27%	26.92%
Business/Finance	24.41%	26.35%	25.96%
Comics	24.33%	23.61%	24.09%
Movie Listings & Reviews	24.07%	24.76%	25.3%
Food/Cooking	22.37%	23.05%	23.2%
TV/Radio Listings	22.28%	22.26%	22.66%
Home/Gardening	18.23%	19.27%	19.7%
Travel	16.54%	18.28%	18.56%
Fashion	15.24%	16.36%	16.5%
Science/Technology	14.29%	15.56%	15.97%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	32.97%	34.57%	32.06%
CHR Contemp Hit Radio	18.57%	18.09%	17.98%
Adult Contemporary	13.49%	12.93%	12.7%
Country	13.35%	11.38%	14.01%
Oldies	9.65%	9.74%	9.49%
Variety	9.04%	10.41%	10.02%
Rock	8.53%	8%	8.47%
Jazz	7.95%	10.06%	9.9%
News/Talk	7.63%	8.76%	8.44%
Alternative	6.36%	6.52%	6.07%
Classic Rock	6.35%	6.1%	6.19%
Gospel	6.26%	6.46%	6.17%
All News	5.37%	7.18%	7.14%
Religious	5.26%	5.74%	6.33%
Soft Contemporary	5.1%	5.79%	5.55%
All Talk	3.38%	4.1%	3.94%
Hispanic	3.14%	3.31%	3.2%
Sports	3.05%	3.66%	3.42%

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	58.46%	61.08%	61.29%
Soapnet	48.78%	50.32%	50.74%
Satellite Dish	47.56%	49.52%	48.97%
Other Video-On-Demand	44.17%	43.2%	40.63%
Sci-Fi Channel	32.46%	34.42%	35.35%
Subscribe Digital Cable	32.24%	33.18%	33.72%
MSNBC	31.66%	32.84%	32.77%
Adult Pay Per View TV	29.17%	30.83%	30.11%
Comedy Central	27.8%	30.1%	27.7%
TV Info From Sunday TV Magazine	26.22%	27.76%	28.83%
Nickelodeon	25.2%	26.18%	25.79%
TV Info From Newspapers	25.1%	25.87%	25.47%

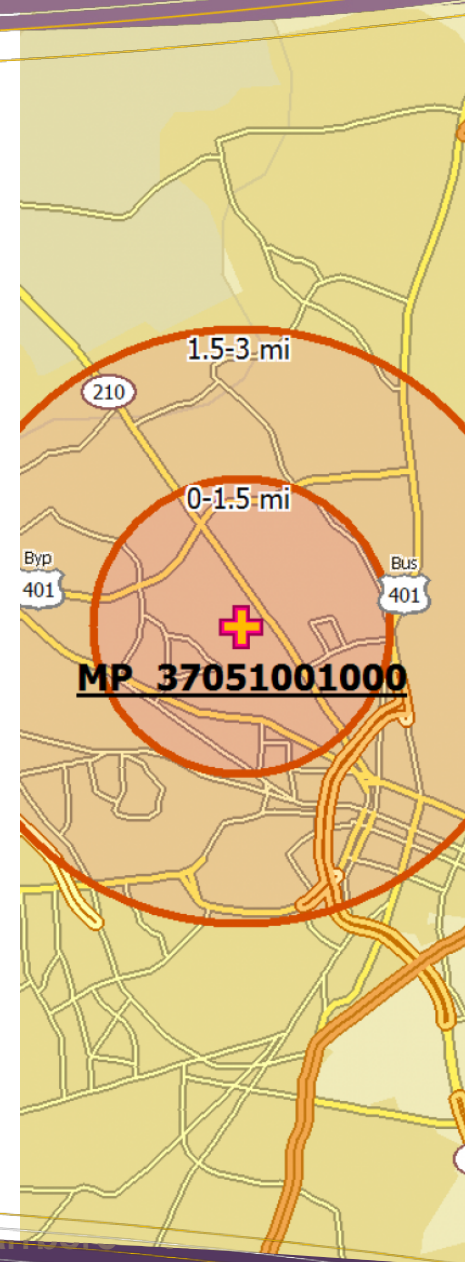
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ESPN2	23.45%	23.96%	21.8%
BET (Black Entertainment TV)	23.11%	23.58%	22.09%
TCM (Turner Classic Movies)	22.94%	24.29%	24.25%
TV Info From Monthly Cable Guide	22.85%	23.09%	22%
Nick At Nite	22.59%	23.75%	23.84%
ABC Fam.	22.35%	23.9%	22.58%
Hallmark Channel	22.02%	24.35%	23.17%
USA Network	21.72%	22.41%	22.93%
TV Info From Other	20.69%	21.68%	21.05%
The Golf Channel	20.37%	22.53%	21.34%
Adult Swim	20.3%	21.31%	22.1%
Lifetime	19.79%	21.42%	21.18%

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	16.42%	17.69%	17.33%
Medium Users (4-6)	8.8%	9.14%	9.61%
Light Users (1-3)	19.29%	19.67%	20.13%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.26%	1.1%
Newspaper II	2.16%	1.88%	1.94%
Newspaper III	2.08%	2.24%	2.28%
Newspaper IV	0.45%	0.28%	0.4%
Newspaper V (Light)	0.9%	0.9%	0.79%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.56%	21.32%	21.08%
Magazines II	10.11%	9.96%	9.86%
Magazines III	10.21%	10.47%	10.49%
Magazines IV	13.51%	13.57%	13.46%
Magazines V (Light)	0.7%	0.96%	1.03%
Outdoor I (Heavy)	8.75%	8.68%	8.06%
Outdoor II	4.48%	4.71%	4.13%
Outdoor III	5.41%	5.13%	4.81%
Outdoor IV	16.47%	16.43%	16.25%
Outdoor V (Light)	24.08%	24.35%	24.24%
Yellow Pages I (Heavy)	15.57%	15.94%	16.39%
Yellow Pages II	7.8%	8.42%	7.91%
Yellow Pages III	9.35%	9.13%	8.03%
Yellow Pages IV	23.83%	23.16%	24.03%
Yellow Pages V (Light)	5.1%	4.87%	4.95%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.34%	3.3%	3.36%
Drive Time III (Medium)	1%	0.98%	1.05%
Radio IV & V (Light)	3.5%	3.55%	3.22%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.88%	10.72%	10.85%
Radio III (Medium)	3.96%	4.11%	4.18%
Radio IV & V (Light)	4.12%	4.46%	4.24%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.34%	13.13%	13.72%
Cable III (Medium)	5.93%	5.3%	4.76%
Cable IV & V (Light)	36.91%	37.06%	36.14%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.43%	4.08%	4.1%
Prime Time III (Medium)	1.47%	1.36%	1.59%
Prime Time IV & V (Light)	11.08%	9.79%	9.2%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.88%	39.04%	38.89%
Fringe III (Medium)	52.74%	52.47%	53.96%
Fringe IV (Light)	53.45%	54.02%	55.09%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.07%	16.66%	16.2%
All Day III (Medium)	24.36%	24.32%	23.92%
All Day IV (Light)	18.74%	19.33%	18.67%

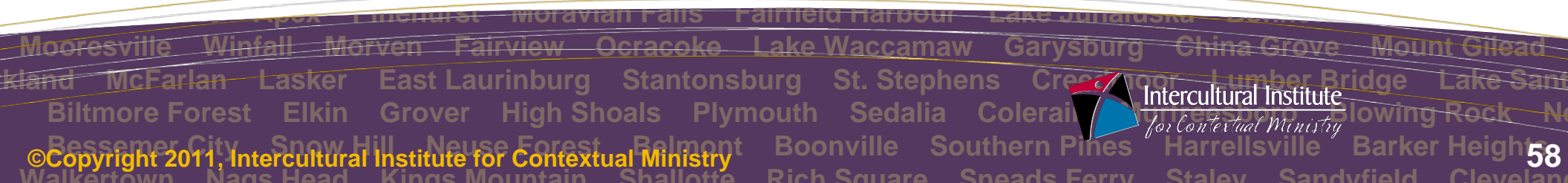


Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.86%	11.95%	11.68%
6:00am - 10:00am	15.99%	18.23%	16.35%
10:00am - 3:00pm	14.3%	13.28%	10.91%
3:00pm - 7:00pm	17.55%	16.33%	15.78%
7:00pm - Midnight	12.21%	13.28%	12.26%
Midnight - 6:00am	8.61%	8.57%	7.06%
Weekend Radio			
Listeners			
Dayparts [summary]	15.82%	15.38%	14.61%
6:00am - 10:00am	3.63%	3.53%	3.42%
10:00am-3:00pm	6.15%	6.81%	6.06%
3:00pm - 7:00pm	9.83%	8.81%	7.71%
7:00pm - Midnight	10.22%	10.53%	9.81%
Midnight - 6:00am	15.5%	15.02%	13%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.53%	6.92%	6.46%
Saturday:	8.56%	9.06%	8.86%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.44%	9.05%	8.64%
9:00am-1:00pm	22.59%	23.75%	23.84%
9:00am-4:00pm	26.63%	28.12%	28%
4:00pm-7:00pm	28.38%	31.3%	30.57%
11:00pm-1:00am	40.9%	42.42%	41.78%
AVG Prime time	5.12%	5.27%	4.48%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	17.81%	17.45%	15.64%
7-9am	23.45%	23.96%	21.8%
9am-12noon	15.91%	17.53%	18.91%
12noon-4pm	10.72%	10.59%	9.09%
4-6pm	45.19%	50.29%	47.39%
6-7pm	16.62%	17.48%	17.7%
7-7:30pm	1.7%	2.25%	1.95%
7:30-8pm	10.54%	11.11%	11.45%
8-11pm	6.53%	6.92%	6.46%
11pm-12am	31.66%	32.84%	32.77%
11pm-1am	40.9%	42.42%	41.78%
1-6am	30.58%	32.85%	31.16%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	17.32%	18.06%	17.22%
Sat: 10am-1pm	9.33%	9.56%	8.93%
Sat: 1-4pm	23.55%	24.26%	23.74%
Sat: 4-6pm	7.69%	7.64%	7.55%
Sat: 6-7pm	1.52%	1.82%	1.86%
Sat: 7-8pm	0.83%	1.27%	1.11%
Sat: 8-11pm	8.56%	9.06%	8.86%
Sat: 11pm-1am	6.23%	6.89%	6.51%
Sat: 1am-7pm	21.72%	22.41%	22.93%
Sun: 7-10am	2.35%	2.5%	2.4%
Sun: 10am-1pm	5.58%	5.67%	5.69%
Sun: 1-4pm	5.09%	5.14%	5.12%
Sun: 4-7pm	12.63%	12.3%	11.93%
Sun: 7-11pm	9.44%	9.05%	8.64%
Sun: 11pm-1am	5.75%	5.64%	5.09%
Sun: 1-7am	20.45%	20.51%	19.98%

Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?



Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

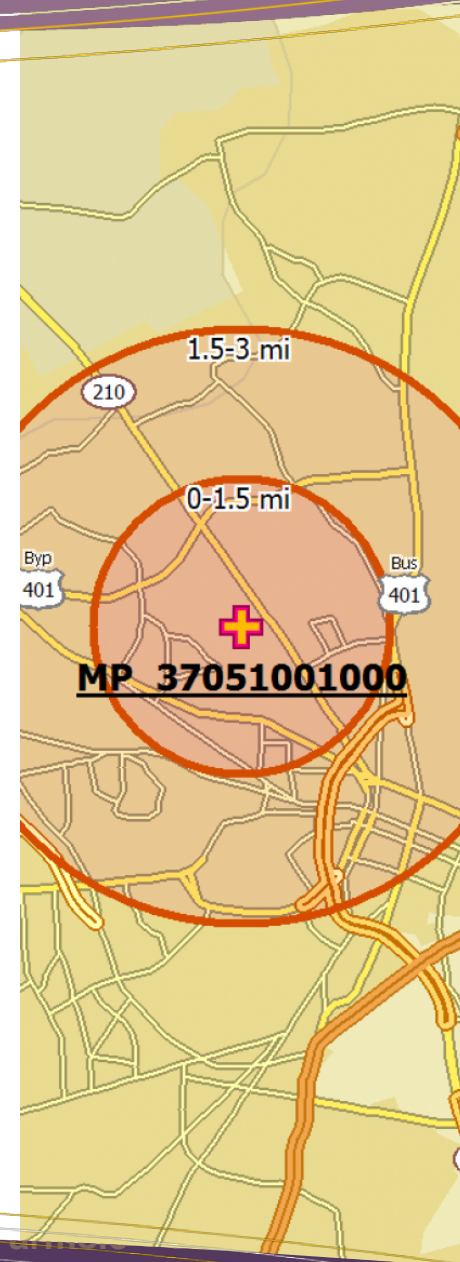


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Notes and Sources

1. Sightscape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Snyder Memorial - Fayetteville	701 Westmont Dr Fayetteville, NC 28305	0.84 mi	917	Plateauing
2	Peace - Fayetteville	816 Stamper Rd Fayetteville, NC 28303	1.23 mi	0	Insufficient Data
3	Immanuel - Fayetteville	219 Hull Rd Fayetteville, NC 28303	1.41 mi	43	Plateauing
4	German Fellowship - Fayetteville	260 Walstone Rd Fayetteville, NC 28301	1.46 mi	0	Insufficient Data
5	Walstone Memorial - Fayetteville	260 Walstone Rd Fayetteville, NC 28301	1.46 mi	98	Growing
6	Fil-Am International Community	1943 Pamalee Dr Fayetteville, NC 28301	1.48 mi	0	Insufficient Data
7	Rio de Agua Viva	1943 Pamalee Dr Fayetteville, NC 28301	1.48 mi	30	Insufficient Data
8	Calvary - Fayetteville	1943 Pamalee Dr Fayetteville, NC 28301	1.48 mi	43	Declining
9	New Testament - Fayetteville	2905 Ramsey St Fayetteville, NC 28301	1.96 mi	36	Declining
10	Fayetteville First - Fayetteville	201 Anderson St Fayetteville, NC 28301	2.09 mi	197	Declining
11	New Hope - Fayetteville	3675 Rosehill Rd Fayetteville, NC 28311	2.29 mi	69	Insufficient Data
12	Gethsemane - Fayetteville	4300 Blanton Rd Fayetteville, NC 28303	2.36 mi	39	Plateauing
13	Pray House	509 School St Fayetteville, NC 28301	2.65 mi	0	Insufficient Data
14	Fayetteville Second - Fayetteville	522 Person St Fayetteville, NC 28301	2.76 mi	67	Declining
15	Village - Fayetteville	906 S McPherson Church Rd Fayetteville, NC 28303	2.84 mi	1,321	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Suggs Grove - Fayetteville	16618 NC Highway 53 W Fayetteville, NC 28312	3.10 mi	41	Declining
17	Macedonia - Fayetteville	5064 Macedonia Church Rd Fayetteville, NC 28312	3.10 mi	118	Plateauing
18	Cumberland Union - Fayetteville	6957 Tabor Church Rd Fayetteville, NC 28312	3.10 mi	43	Plateauing
19	Massey Hill - Fayetteville	1027 Southern Ave Fayetteville, NC 28306	3.11 mi	139	Declining
20	Shaw Heights - Fayetteville	5946 Gregory St Fayetteville, NC 28311	3.20 mi	43	Insufficient Data
21	Bonnie Doone - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	3.27 mi	57	Declining
22	Korean Glory - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	3.27 mi	13	Growing
23	Japanese Fellowship - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	3.35 mi	20	Insufficient Data
24	Grace - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	3.35 mi	118	Plateauing
25	New Life Community Church	1268 Ireland Dr Fayetteville, NC 28304	3.54 mi	54	Growing
26	Trinity - Fayetteville	433 Southland Dr Fayetteville, NC 28311	3.73 mi	100	Plateauing
27	Carroll Memorial - Fayetteville	2220 Camden Rd Fayetteville, NC 28306	3.82 mi	108	Declining
28	Solid Rock Community	1814 Sapona Rd Fayetteville, NC 28312	4.22 mi	0	Insufficient Data
29	Immanuel	1814 Sapona Rd Fayetteville, NC 28312	4.22 mi	0	Insufficient Data
30	Starting Point	1814 Sapona Rd Fayetteville, NC 28312	4.22 mi	0	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	True Vine Christian Community	1814 Sapona Rd Fayetteville, NC 28312	4.22 mi	0	Insufficient Data
32	Cape Fear (B) - Fayetteville	100 Indian Dr Fayetteville, NC 28312	4.28 mi	92	Plateauing
33	Lafayette - Fayetteville	501 Hope Mills Rd Fayetteville, NC 28304	4.33 mi	395	Declining
34	Faymont - Fayetteville	3663 Cumberland Rd Fayetteville, NC 28306	4.86 mi	188	Insufficient Data
35	Sperring Memorial - Fayetteville	5869 Yadkin Rd Fayetteville, NC 28303	4.86 mi	95	Plateauing
36	Eureka - Fayetteville	1591 Eureka Ave Fayetteville, NC 28311	4.90 mi	121	Declining
37	Cedar Falls - Fayetteville	6181 Ramsey St Fayetteville, NC 28311	5.28 mi	260	Declining
38	Fayetteville Deaf	1130 Bingham Dr Fayetteville, NC 28304	5.44 mi	0	Insufficient Data
39	First Vietnamese	1130 Bingham Dr Fayetteville, NC 28304	5.44 mi	0	Insufficient Data
40	Arran Lake - Fayetteville	1130 Bingham Dr Fayetteville, NC 28304	5.44 mi	1,280	Plateauing
41	Family Community	4436 Cumberland Rd Fayetteville, NC 28306	5.68 mi	35	Insufficient Data
42	Fayetteville Korean - Fayetteville	6873 Cliffdale Rd Fayetteville, NC 28314	6.23 mi	220	Plateauing
43	Hillside - Hope Mills	3807 Legion Rd Hope Mills, NC 28348	6.28 mi	40	Declining
44	Lake Lynn - Fayetteville	3363 Gillespie St Fayetteville, NC 28306	6.31 mi	80	Plateauing
45	Lagrange Park - Fayetteville	7502 Ascot Ave Fayetteville, NC 28303	6.44 mi	127	Declining





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An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

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