

# MissionSite

top unreached locations



FAYETTEVILLE, NC

CENSUS TRACT: 37051002600

REGION: Region 3: Southeast Coast

COUNTY: Cumberland

SITESCAPE: Countryside

DENSITY PATTERN: C



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



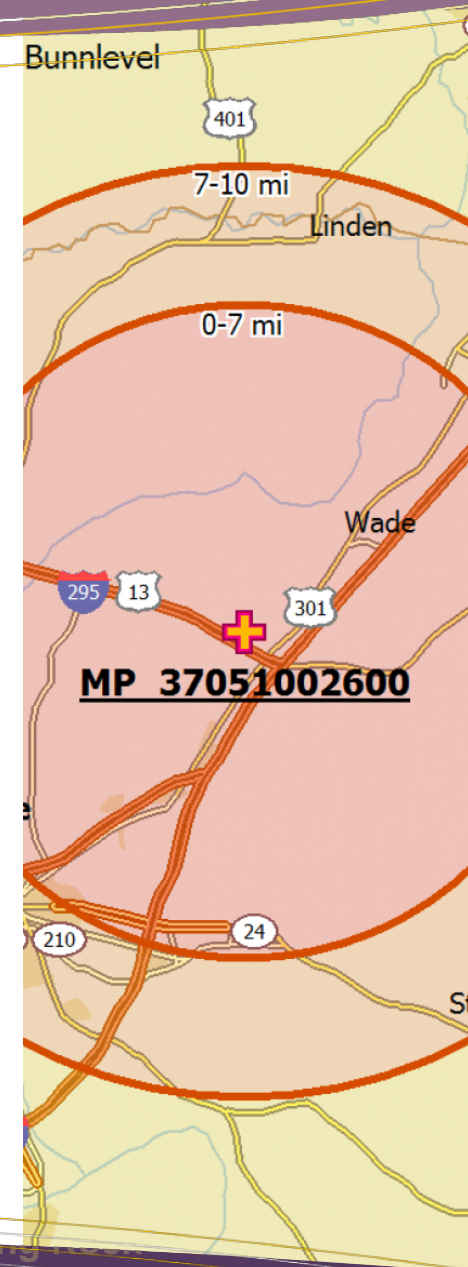
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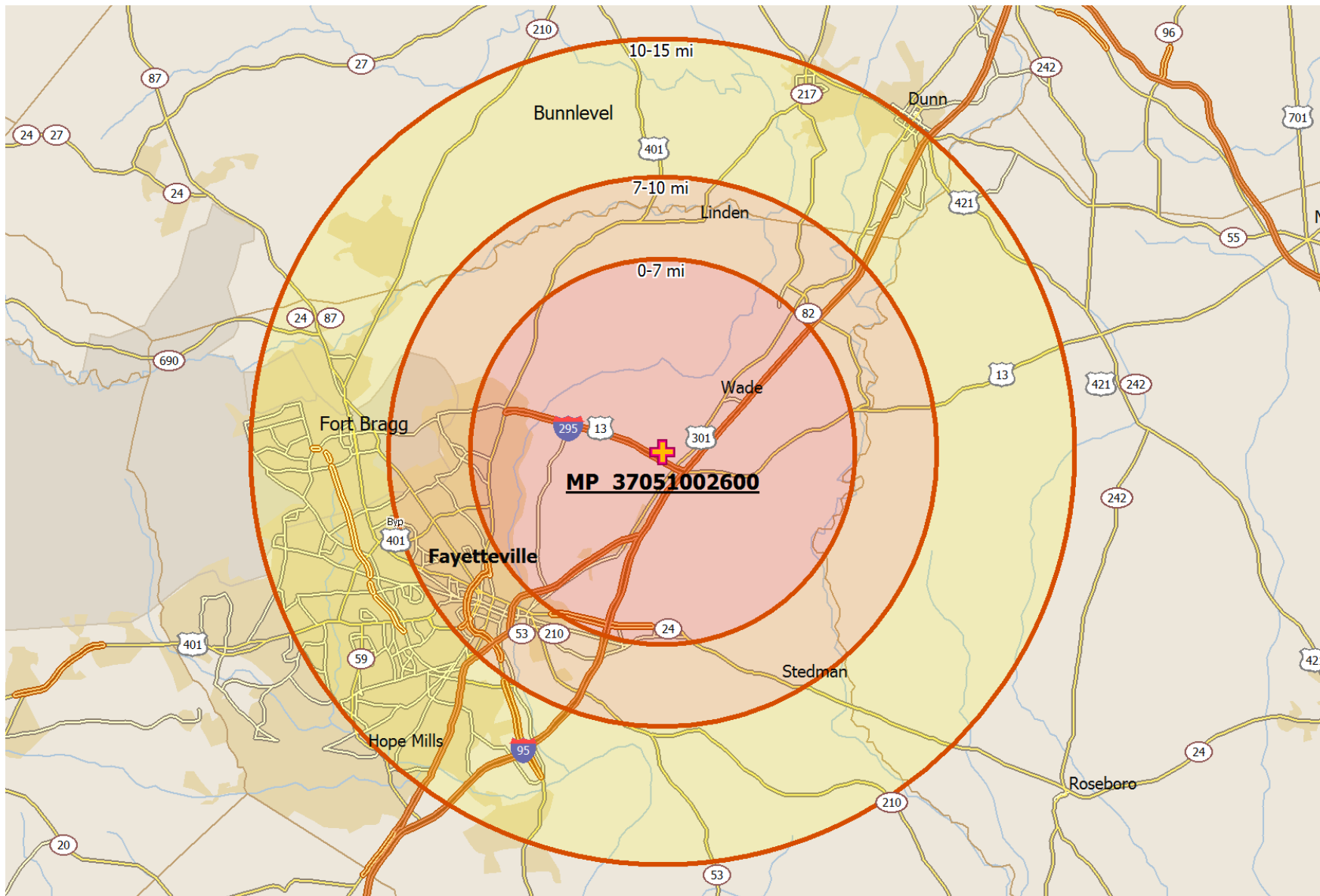
## Site Location Summary

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 0-7 mile, 7-10 mile, and 10-15 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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37051	Cumberland
4	Zipcode	28312	Cumberland
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	C	2500-50000-100000



# 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	COD	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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7 ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a 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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	47,681	63,101	193,406
2010 Households	19,250	27,062	68,879
2010 Group Quarters Population	2,828	1,242	12,483

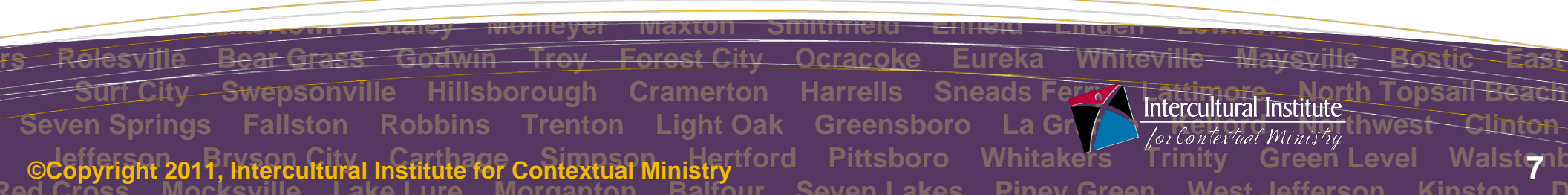
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	3	28	38
Language Diversity National Index	45	35	39
Foreign Born Diversity National Index	7	71	55
Ancestry Diversity National Index	34	34	12
Racial Diversity National Index	43	58	74

# 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](http://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 0-7 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,000	10.39%
Mainstay Communities	Established, Diverse Households	2,968	15.42%
Working Communities	Blue-collar, Working Families	2,025	10.52%
Country Communities	Rural, Agri. & Mining Families	2,105	10.94%
Aspiring Communities	Young Singles / Aspiring-Multihousing	5,513	28.64%
Urban Communities	High Density, Inner-city Neighborhoods	4,638	24.09%



# 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](http://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](http://MissionalCyclopedia.org).

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	82,958	13,357	16.1%
Unreached %	69.13%	69.39%	100.37
Religious But NOT Evangelical HH	25,852	4,168	16.12%
Religious But NOT Evangelical %	21.54%	21.65%	100.5
Spiritual But NOT Relig or Evang HH	9,867	1,762	17.86%
Spiritual But NOT Relig or Evang %	8.22%	9.15%	111.34
Not Evangelical, Not Interested HH	48,094	7,529	15.65%
Not Evangelical, Not Interested %	40.08%	39.11%	97.59



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	84	3	3.57%
Active BCNC Attenders	10,662	422	3.96%
Active Evangelical Households	17,420	328	1.88%
Active Evangelical Percent	14.52%	15.55%	107.15
Inactive Evangelical Households	19,625	370	1.88%
Inactive Evangelical Percent	16.35%	17.54%	107.24
# 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.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Journey Community Church	0.26 mi	0	Insufficient Data	16 Pray House	6.06 mi	0	Insufficient Data
2 Lebanon - Eastover	0.57 mi	226	Declining	17 Cedar Falls - Fayetteville	6.06 mi	260	Declining
3 Temple - Fayetteville	1.72 mi	196	Plateauing	18 Fayetteville Second - Fayetteville	6.16 mi	67	Declining
4 Center - Wade	3.23 mi	100	Plateauing	19 Magnolia - Stedman	6.24 mi	89	Plateauing
5 Wade - Wade	5.09 mi	50	Declining	20 Trinity - Fayetteville	6.49 mi	100	Plateauing
6 Cape Fear (B) - Fayetteville	5.30 mi	92	Plateauing	21 Fayetteville First - Fayetteville	6.50 mi	197	Declining
7 Pleasant Grove - Fayetteville	5.40 mi	98	Plateauing	22 The River Church - Fayetteville	6.82 mi	154	Insufficient Data
8 New Testament - Fayetteville	5.46 mi	36	Declining	23 New Hope - Fayetteville	6.96 mi	69	Insufficient Data
9 Solid Rock Community	5.64 mi	0	Insufficient Data	24 Snyder Memorial - Fayetteville	7.45 mi	917	Plateauing
10 Immanuel	5.64 mi	0	Insufficient Data	25 Fil-Am International Community	7.72 mi	0	Insufficient Data
11 Starting Point	5.64 mi	0	Insufficient Data	26 Rio de Agua Viva	7.72 mi	30	Insufficient Data
12 True Vine Christian Community	5.64 mi	0	Insufficient Data	27 Calvary - Fayetteville	7.72 mi	43	Declining
13 Judson - Fayetteville	5.76 mi	150	Plateauing	28 Massey Hill - Fayetteville	7.87 mi	139	Declining
14 German Fellowship - Fayetteville	5.89 mi	0	Insufficient Data	29 Stedman - Stedman	8.18 mi	120	Plateauing
15 Walstone Memorial - Fayetteville	5.89 mi	98	Growing	30 Eureka - Fayetteville	8.20 mi	121	Declining



# 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*

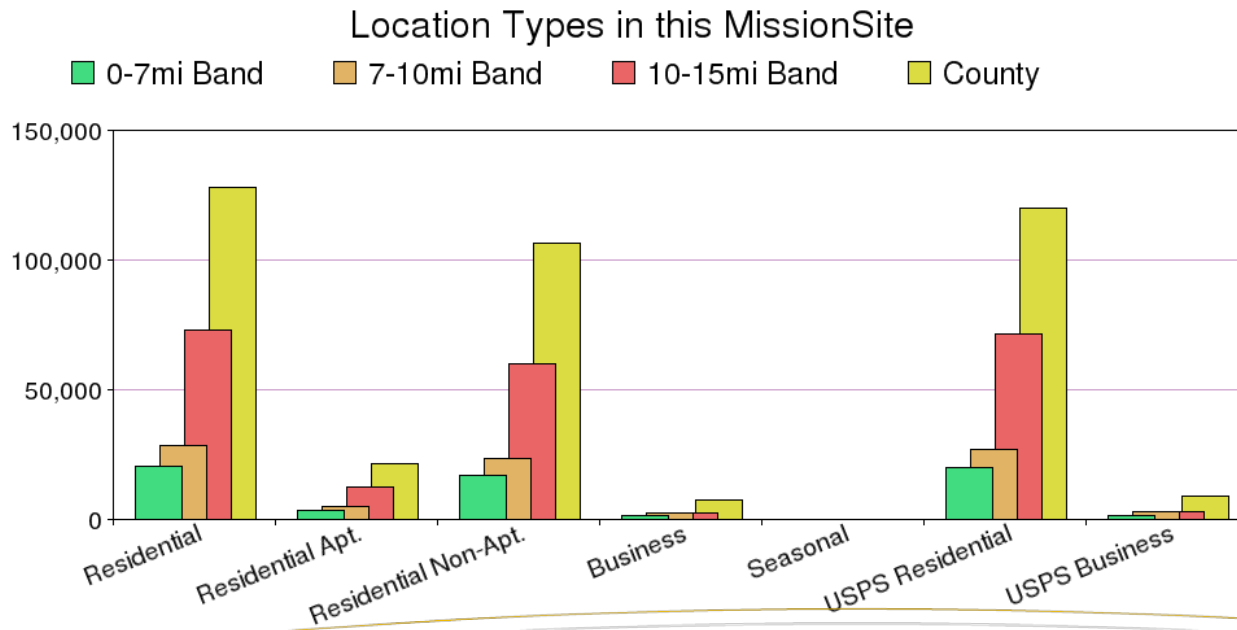
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 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	43,435	15.82%
2000 Population	302,963	47,271	15.6%
2010 Population	318,496	47,681	14.97%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,498	15,812	17.28%
2000 Households	107,358	17,968	16.74%
2010 Households	120,003	19,250	16.04%

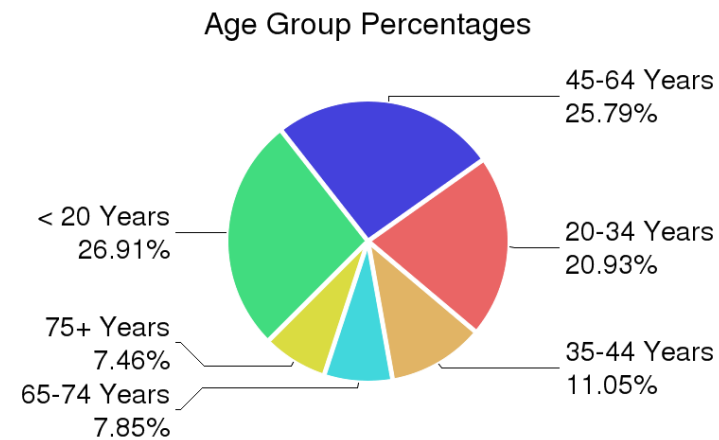


Location Type	0-7mi Band
Residential	20,567
Residential Apt.	3,340
Residential Non-Apt.	17,227
Business	1,497
Seasonal	0
USPS Residential	19,878
USPS Business	1,652

# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.48%	6.3%	84.22
4-5 Years	3.24%	2.54%	78.4
6-8 Years	4.63%	3.79%	81.86
9-11 Years	4.24%	3.59%	84.67
12-13 Years	2.66%	2.36%	88.72
14-17 Years	5.53%	5.03%	90.96
18-19 Years	2.73%	3.3%	120.88
0-5 Years	10.72%	8.84%	82.46
6-12 Years	10.2%	8.57%	84.02
13-19 Years	9.58%	9.5%	99.16
< 20 Years	30.5%	26.91%	88.23
20-34 Years	26.05%	20.93%	80.35
35-44 Years	11.59%	11.05%	95.34
45-64 Years	21.8%	25.79%	118.3
65-74 Years	5.78%	7.85%	135.81
75+ Years	4.28%	7.46%	174.3
Median Age	30	40	134.68
Median Age (Male)	28	38	135.21
Median Age (Female)	33	42	128.97

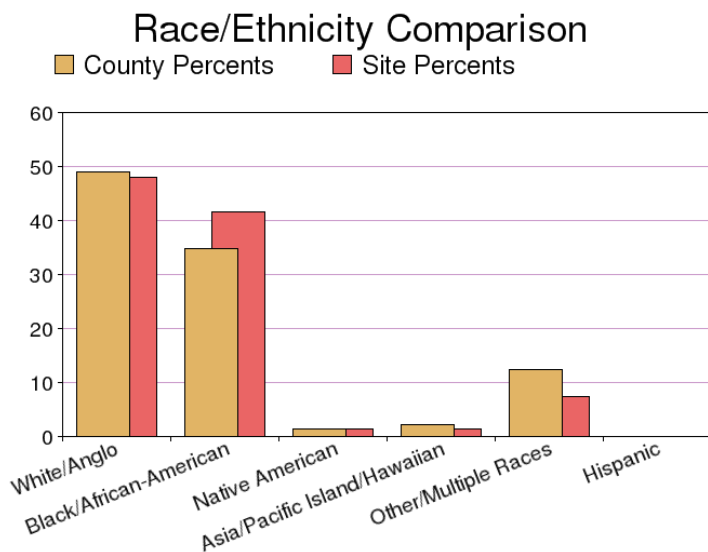


# Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	48.97%	48.08%	98.19
Black, African-American	34.89%	41.58%	119.19
Native American	1.49%	1.46%	97.43
Asian	1.95%	1.29%	65.94
Pacific Island, Hawaiian	0.27%	0.13%	46.82
Other/Multiple Races	12.43%	7.47%	60.05
Hispanic	0%	3.15%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	189,945	30,901	
Less than 9th Grade	3.71%	5.93%	62.57
No High School Diploma	6.66%	8.14%	81.81
High School Graduate	29.14%	29.53%	98.67
Some College, no degree	27.74%	23.79%	116.59
Associate Degree	10.82%	8.88%	121.89
College Degree	14.18%	14.99%	94.61
Graduate/Prof. degree	7.76%	8.75%	88.72

# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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%	14.89%	149.44
\$10,000 to \$19,999	10.67%	11.49%	107.63
\$20,000 to \$29,999	13.81%	11.76%	85.13
\$30,000 to \$49,999	21.26%	17.23%	81.04
\$50,000 to \$59,999	8.03%	7.27%	90.57
\$60,000 to \$69,999	8.49%	6.87%	80.99
\$70,000 to \$79,999	6.53%	5.56%	85.25
\$80,000 to \$89,999	4.75%	4.57%	96.22
\$90,000 to \$99,999	3.12%	3.24%	103.87
\$100,000 to \$124,999	6.44%	8.98%	139.48
\$125,000 to \$149,999	3.86%	4.62%	119.86
\$150,000 to \$199,999	2.26%	2.66%	117.73
\$200,000 to \$249,999	0.41%	0.36%	87.25
\$250,000 or more	0.55%	0.46%	83.43
Median Household	44,155	45,687	103.47
Average Household	57,306	56,535	98.65
Per Capita Household	22,653	22,933	101.24
Family/Non-Family Household Income			
Median Family Income	52,601	60,224	114.49
Average Family Income	66,098	66,818	101.09
Median Non-Family Income	29,888	26,174	87.57
Average Non-Family Income	37,607	31,295	83.22

# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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%	65.84%	95.22
Families with Children	40.49%	34.96%	86.35
Families without Children	28.65%	30.88%	107.76
Non-Family Households			
% Non-Family Households	30.86%	34.16%	110.7
Non-Families with Children	0.49	0.38	77.13
Non-Families without Children	30.37	33.78	111.25
Housing Units			Index
Total Housing Units	136,174	21,908	
Vacant percent	11.88%	12.13%	102.17
Owned percent	52.91%	55.12%	104.16%
Rented Percent	35.21%	32.75%	93
Households by Size			Index
Avg household size	2.52	2.33	92.46
Avg family hh size	3.11	2.96	95.18
Avg non-family hh size	1.19	1.12	94.12
Households By Count of Persons			Percent
One	30,808	5,734	18.61%
Two	38,072	6,592	17.31%
Three or Four	40,871	5,659	13.85%
Five+	10,252	1,265	12.34%

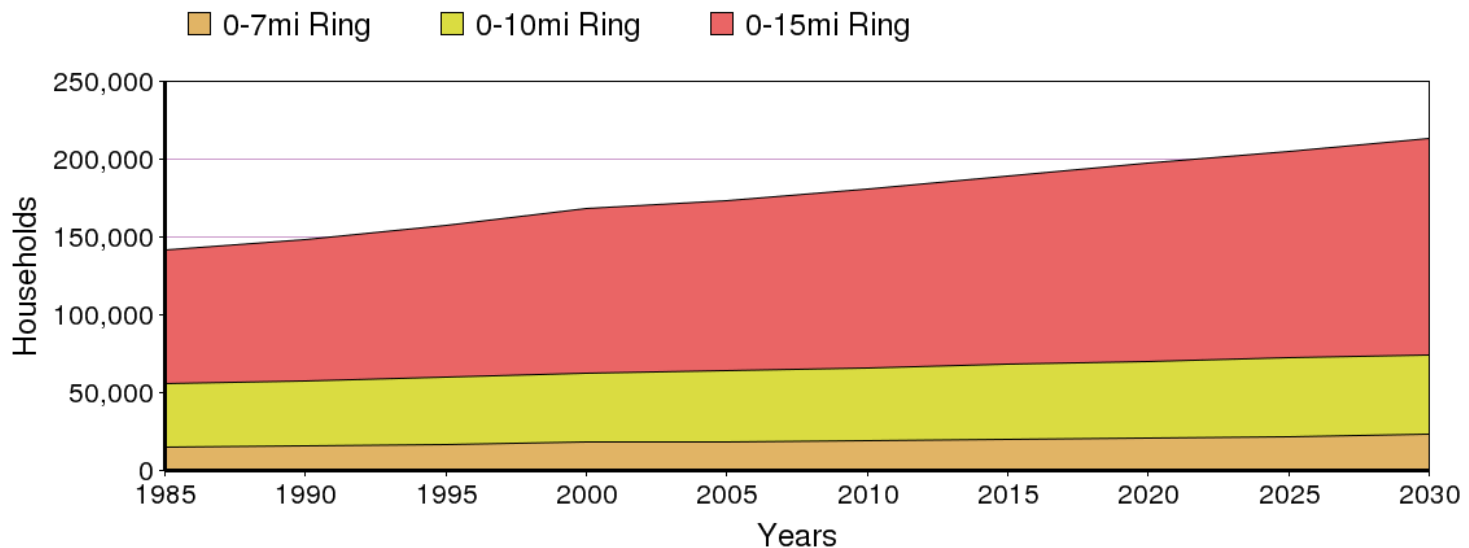
# Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 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	43,435	15.82%
2000 Population	302,963	47,271	15.6%
2010 Population	318,496	47,681	14.97%
2015 Population	335,409	49,947	14.89%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,498	15,812	17.28%
2000 Households	107,358	17,968	16.74%
2010 Households	120,003	19,250	16.04%
2015 Households	126,995	20,338	16.01%

Household Change from 1985 to 2030



Fletcher Severn Cashiers Gaston Prospect Greenevers Warrenton Bald Head Island Elizabethtown  
 Mountain Maggie Valley Dunn Murfreesboro Bunn Light Oak Garner To Heel Altamahaw Sylva Wilke  
 en James City Ocean Isle Beach Mineral Springs Rosman Canton Norw  
 emer City Kings Grant Granite Quarry Williamston Haw River Moravian Falls Lewiston Woodville Broadwa  
 Keener Rich Square River Road Biscoe Welcome Wendell Chimney Rock Village East Laurinburg Walkers

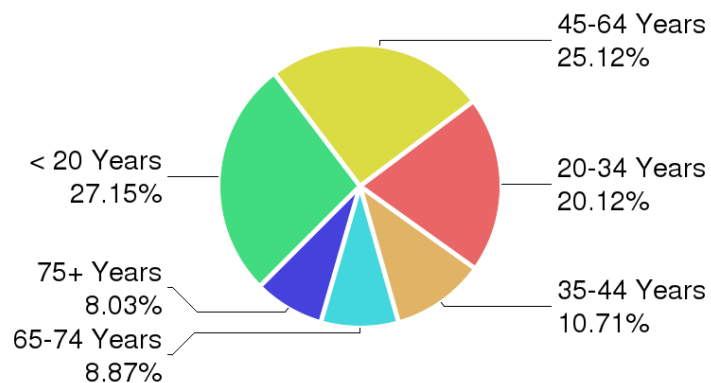
# Projected Demographic Summary

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 0-7 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	6.3%	6.51%	103.33
4-5 Years	2.54%	2.78%	109.45
6-8 Years	3.79%	4.18%	110.29
9-11 Years	3.59%	3.88%	108.08
12-13 Years	2.36%	2.56%	108.47
14-17 Years	5.03%	4.67%	92.84
18-19 Years	3.3%	2.56%	77.58
0-5 Years	8.84%	9.29%	105.09
6-12 Years	8.57%	9.36%	109.22
13-19 Years	9.5%	8.49%	89.37
< 20 Years	26.91%	27.14%	100.85
20-34 Years	20.93%	20.11%	96.08
35-44 Years	11.05%	10.71%	96.92
45-64 Years	25.79%	25.11%	97.36
65-74 Years	7.85%	8.87%	112.99
75+ Years	7.46%	8.03%	107.64
Median Age	30	41	137.31
Median Age (Male)	28	38	136.96
Median Age (Female)	33	43	133.18

Projected Age Group Percentages



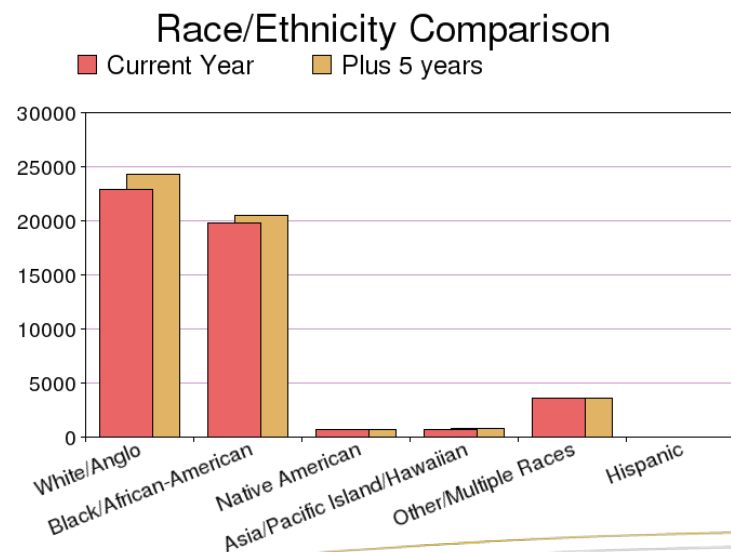
# Projected Demographic Summary

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 0-7 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
<b>Race/Ethnicity</b>			
White, Anglo	48.08%	48.68%	101.23
Black, African-American	41.58%	41.02%	98.65
Native American	1.46%	1.45%	99.73
Asian	1.29%	1.5%	116.95
Pacific Island, Hawaiian	0.13%	0.13%	100.24
Other/Multiple Races	7.47%	7.22%	96.72
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	30,901	33,575	
Less than 9th Grade	5.93%	5.13%	86.41
No High School Diploma	8.14%	6.36%	78.16
High School Graduate	29.53%	29.63%	100.33
Some College, no degree	23.79%	23.71%	99.66
Associate Degree	8.88%	9.62%	108.34
College Degree	14.99%	15.77%	105.21
Graduate/Prof. degree	8.75%	9.79%	111.95



# 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 0-7 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 0-7 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 0-7 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.

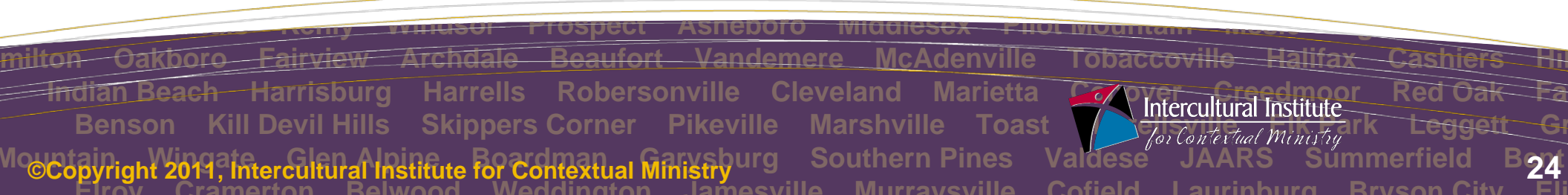
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.89%	14.39%	96.6
\$10,000 to \$19,999	11.49%	10.51%	91.53
\$20,000 to \$29,999	11.76%	11.01%	93.61
\$30,000 to \$49,999	17.23%	15.39%	89.34
\$50,000 to \$59,999	7.27%	6.75%	92.76
\$60,000 to \$69,999	6.87%	7.2%	104.81
\$70,000 to \$79,999	5.56%	5.89%	99.07
\$80,000 to \$89,999	4.57%	4.99%	101.76
\$90,000 to \$99,999	3.24%	3.3%	101.94
\$100,000 to \$249,999	8.98%	10.68%	119.03
\$125,000 to \$149,999	4.62%	5.65%	122.3
\$150,000 to \$199,999	2.66%	3.06%	115.17
\$200,000 to \$249,999	0.36%	0.43%	120.71
\$250,000 or more	0.46%	0.46%	99.97
Median Household	45,687	50,367	110.24
Average Household	56,535	61,944	109.57
Per Capita Household	22,933	25,315	110.39

Family/Non-Family Household			
Income			
Median Family Income	60,224	67,247	111.66
Average Family Income	66,818	74,414	111.37
Median Non-Family Income	26,174	28,557	109.1
Average Non-Family Income	31,295	33,559	107.23

# 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 0-7 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 0-7 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 0-7 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
<b>Family Households</b>			
% Family Households	65.84%	64.27%	97.62
Families with Children	34.96	34.41	98.42
Families without Children	30.88	31.18	100.99
<b>Non-Family Households</b>			
% Non-Family Households	34.16%	35.73%	104.58
Non-Families with Children	0.38	0.33	104.58
Non-Families without Children	33.78	35.39	104.77
<b>Housing Units</b>			
Total Housing Units	21,908	23,213	105.96%
Vacant percent	12.13%	12.39%	102.12
Owned percent	55.12%	54.26%	98.44
Rented Percent	32.75%	33.36%	101.86
<b>Households by Size</b>			
Avg household size	2.33	2.35	100.86%
Avg family hh size	2.96	3.04	102.7%
Avg non-family hh size	1.12	1.09	97.32%
<b>Households By Count of Persons</b>			
One	5,734	6,395	111.53%
Two	6,592	6,553	99.41%
Three or Four	5,659	5,945	105.05%
Five+	1,265	1,445	114.23%





# 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](http://MissionalCyclopedia.org).

<b>BORN IN:</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Foreign Born Pop	1,209	3,129	11,061
Northern Europe	16	184	323
Western Europe	292	564	2,112
Southern Europe	45	141	172
Eastern Europe	19	50	248
Other Europe	0	0	0
Eastern Asia	139	379	1,725
So. Central Asia	57	226	176
SE Asia	100	383	1,239
Western Asia	4	20	68
Other Asia	10	0	22

<b>BORN IN:</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Eastern Africa	0	27	58
Middle Africa	0	0	0
Northern Africa	9	11	55
Southern Africa	2	2	35
Western Africa	21	66	149
Other Africa	4	4	0
Oceania	0	51	78
Caribbean	124	226	1,045
Central Amer.	217	505	2,747
South America	81	167	579
North America	69	123	230
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	36,299	60,136	142,325
Spanish	1,406	2,386	11,972
Other Indo-Euro language	950	1,833	4,612
French (incl. Patois, Cajun)	283	270	892
French Creole	0	37	141
Italian	33	66	363
Portuguese	22	62	75
German	472	664	2,307
Yiddish	0	9	31
Other West Germanic	6	15	66
A Scandinavian Language	0	49	67
Greek	27	276	152
Russian	0	6	138
Polish	23	4	52
Serbo-Croatian	0	24	39
Other Slavic Language	0	16	1
Armenian	0	0	0
Persian	0	8	29
Gujarathi	60	5	7
Hindi	0	35	47
Urdu	0	39	40

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	4	40	100
Asian/PI languages	0	0	0
Chinese	37	75	238
Japanese	26	69	274
Korean	95	308	1,502
Mon-Khmer, Cambodian	9	0	0
Miao, Hmong	1	4	86
Thai	44	30	260
Laotian	0	51	53
Vietnamese	31	162	467
Other Asian	2	20	44
Tagalog	31	137	453
Other Pacific Is	14	76	152
Other languages	71	135	484
Navajo	2	2	52
Other Native N. American	0	10	65
Hungarian	0	0	12
Arabic	25	34	236
Hebrew	7	25	0
African languages	21	62	119
Other unspecified	16	2	0

# 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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	31,803	56,493	144,751
Arab	18	152	281
Armenian	0	0	0
Austrian	27	53	107
British	96	236	552
Canadian	32	110	219
Croatian	14	7	107
Czech	7	68	122
Czechoslovak	5	5	133
Danish	21	74	180
Dutch	175	178	863
English	1,583	4,312	6,501
European	418	666	1,401
Finnish	7	2	114
French (not Basque)	302	712	2,065
French Canadian	117	242	867
German	2,062	4,301	13,089
Greek	44	375	287
Hungarian	65	119	184
Iranian	0	0	26

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	1,616	3,045	8,972
Italian	539	1,445	4,080
Lithuanian	0	29	107
Norwegian	61	216	782
Polish	282	604	1,380
Portuguese	44	102	151
Romanian	0	18	46
Russian	26	134	239
Scandinavian	17	54	27
Scotch-Irish	1,011	2,177	3,340
Scottish	786	1,355	2,489
Slovak	3	56	87
Subsaharan African	395	840	1,802
Swedish	151	249	566
Swiss	14	14	101
Ukrainian	28	51	174
US/American	4,295	7,723	16,581
Welsh	52	210	325
West Indian	134	254	1,405
Yugoslavian	0	16	23
Other	17,359	26,289	74,976

# 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 its 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

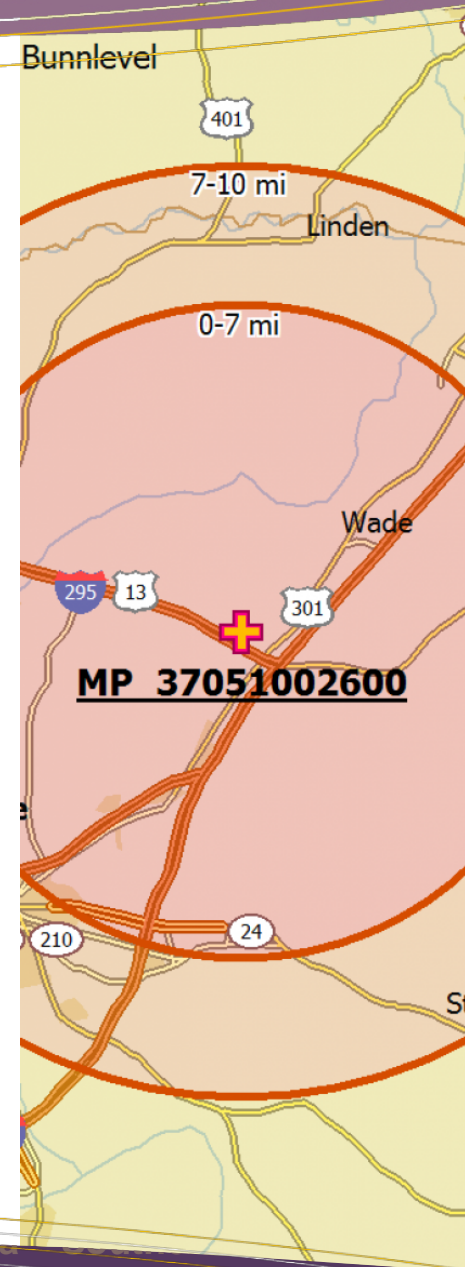
## *Issues for Your Consideration - continued*

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 "Evangelescape 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 Evangelescape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://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](http://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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	19,250	100%	13,500	100%
<b>AFFLUENT SUBURBIA</b>	535	2.78%	385	2.85%
America's Wealthiest	100	0.52%	80	0.59%
Dream Weavers	211	1.1%	151	1.12%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	29	0.15%	19	0.14%
Small Town Success	194	1.01%	134	0.99%
New Suburbia Fam.	1	0.01%	1	0.01%
<b>UPSCALE AMERICA</b>	1,465	7.61%	1,003	7.43%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,221	6.34%	820	6.07%
Solid Suburban Mix	20	0.1%	15	0.11%
2nd Generation Success	36	0.19%	27	0.2%
Successful Urban Sprawl	188	0.98%	141	1.04%
<b>SM TWN SUCCESS</b>	2,792	14.5%	1,955	14.48%
Successful Urban Sprawl	110	0.57%	141	1.04%
2nd City Homebodies	1,307	6.79%	78	0.58%
Prime Middle America	90	0.47%	851	6.3%
Urban Optimists	1,202	6.24%	62	0.46%
Family Convenience	83	0.43%	766	5.67%
Mid-Market Enterprise	0	0%	57	0.42%

# 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	19,250	100%	13,500	100%
<b>BLUE COLLAR BACKBONE</b>	58	0.3%	38	0.28%
Nuevo Hispanic Fam.	11	0.06%	8	0.06%
Working Rural Suburbia	14	0.07%	8	0.06%
Lower Income Essentials	14	0.07%	9	0.07%
Small Town Endeavors	19	0.1%	13	0.1%
<b>AMER. DIVERSITY</b>	176	0.91%	126	0.93%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	19	0.1%	12	0.09%
Professional Urbanites	157	0.82%	114	0.84%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	1,967	10.22%	1,350	10%
Steadfast Conservative	1,587	8.24%	1,088	8.06%
Moderate Conventionalists	88	0.46%	59	0.44%
Southern Blues	6	0.03%	4	0.03%
Urban Grit	0	0%	0	0%
Grass-Roots Living	286	1.49%	199	1.47%



# 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	19,250	100%	13,500	100%
REMOTE AMERICA	1,559	8.1%	934	6.92%
Hardy Rural Fam.	673	3.5%	410	3.04%
Rural Southern Living	721	3.75%	423	3.13%
Coal & Crops	165	0.86%	101	0.75%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	5,481	28.47%	4,065	30.11%
Young Cosmopolitans	415	2.16%	325	2.41%
Minority Metro Communities	4,495	23.35%	3,329	24.66%
Stable Careers	569	2.96%	410	3.04%
Aspiring Hispania	2	0.01%	1	0.01%
RURAL VILLAGES & FARMS	546	2.84%	332	2.46%
Aspiring Hispania	295	1.53%	1	0.01%
Industrious Country Living	51	0.26%	201	1.49%
America's Farmland	46	0.24%	29	0.21%
Comfy Country Living	58	0.3%	28	0.21%
Small Town Connections	96	0.5%	34	0.25%
Hinterland Fam.	0	0%	39	0.29%

# 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	19,250	100%	13,500	100%
<b>STRUGGLING SOCIETIES</b>	1,851	9.62%	1,252	9.27%
Rugged Southern Style	34	0.18%	20	0.15%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,817	9.44%	1,232	9.13%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	2,787	14.48%	2,035	15.07%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	40	0.21%	25	0.19%
Af. Amer. Neighborhoods	1,189	6.18%	832	6.16%
Urban Diversity	0	0%	0	0%
New Generation Activists	102	0.53%	69	0.51%
Getting By	1,456	7.56%	1,109	8.21%
<b>VARYING LIFESTYLES</b>	32	0.17%	25	0.19%
Military Family Life	1	0.01%	1	0.01%
Major University Towns	13	0.07%	11	0.08%
Gray Perspectives	18	0.09%	13	0.1%

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

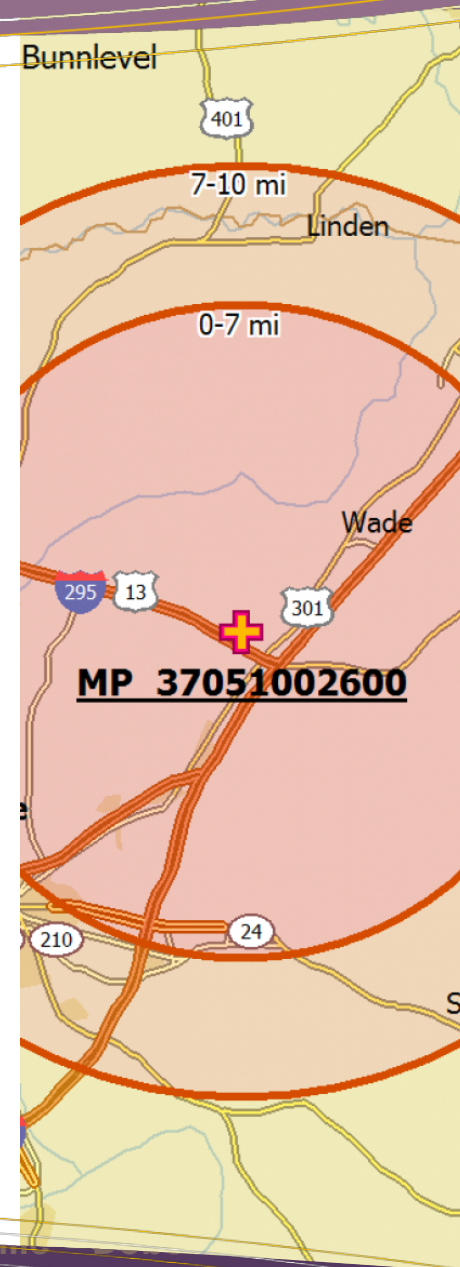
## Potential Cultural Bridges

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).

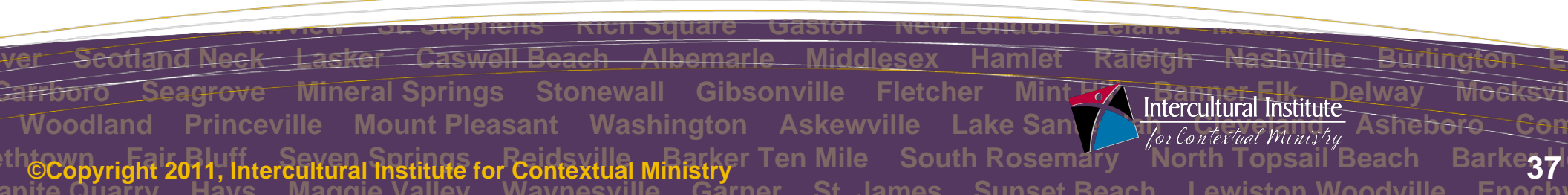


# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	74%	74%	74%
Use Comp. for Internet/E-mail	55%	55%	53%
Internet Use: E-Mail	47%	47%	45%
Use Comp. for Comp. Games	37%	37%	38%
Use Comp. for Word Processing	35%	35%	34%
Use Comp. for Education	31%	32%	32%
Use Comp. for Shopping	31%	32%	30%
Use Comp. for Digital Camera	29%	29%	29%
Photo Editing			
HH Owns DVD Player	28%	28%	29%
Use Comp. for Banking	28%	29%	27%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: News/ Weather	25%	26%	25%
Internet Use: Banking	25%	25%	25%
Use Comp. for News/Info./Data Service	21%	21%	21%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for Personal Financial Mngmnt	13%	13%	12%
Use Comp. for Accounting	13%	13%	13%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	12%
Use Comp. for Filing/DB Mngmnt	12%	12%	11%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Read Magazines/ Newspapers	11%	11%	11%



# 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	53%	53%	52%
Reading Books	52%	53%	54%
Card Games	42%	40%	42%
Cooking for Fun	35%	36%	36%
Go To A Beach/Lake	33%	34%	33%
Board Games	31%	31%	33%
Gardening	30%	30%	28%
Visit Museum	19%	19%	18%
Going To Bars/Nightclubs/Dancing	18%	19%	18%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	67%	68%
Gen./Fam. Practitioner	37%	37%	38%
Dentist	25%	26%	24%
Backache	23%	22%	24%
Hypertension/High Blood Pressure	20%	20%	21%
Eye Dr.	20%	20%	21%
None Of These	19%	19%	19%
High Cholesterol	18%	18%	17%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	15%	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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	26.42%	27.53%	27.81%
Live Theater	19.66%	20.04%	20.28%
Live Theater Most Often	15.68%	16.03%	16.29%
Rock/Pop Concerts Most Often	14.21%	14.98%	14.25%
Comedy Club	10.42%	10.04%	9.77%
Dance Performance	9.44%	9.46%	9.21%
Movies: Comedy	40.88%	40.74%	40.98%
Movies: Action/Adventure	40.11%	39.72%	38.7%
Movies: Drama	22.53%	22.46%	22.13%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	21.48%	21.45%	21.94%
Movies: Romantic Comedy	20.5%	20.65%	19.96%
Movies: Mystery	19.03%	18.24%	18.18%
MLB Baseball Reg. Season	6.88%	7.07%	6.34%
NFL Football Reg. Season	6.37%	6.28%	5.86%
College Football Reg. Season	5.83%	6.01%	5.38%
College Basketball Reg. Season	4.02%	4.15%	3.83%
NBA Basketball Reg. Season	3.76%	3.72%	3.39%
Auto Racing Events	2.85%	2.6%	2.3%

# 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	38.7%	39.09%	38.88%
Swimming	29.74%	29.85%	30.74%
Bowling	21.4%	21.41%	23.42%
Billiards/Pool	18.06%	18.22%	18.49%
Freshwater Fishing	17.12%	16.45%	16.53%
Basketball	16.83%	16.43%	17.29%
Jogging/Running	15.9%	15.78%	16.09%
Weight Training	15.27%	15.46%	14.89%
Using Cardio Machine	12.64%	12.85%	13.4%
Camping Trips	12.33%	12.26%	12.5%
Golf	11.63%	11.8%	11.04%
Football	11.25%	11.21%	13.43%
Stationary Cycling	11.04%	11.5%	11.91%
Baseball	11.04%	11.26%	11.52%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Mountain/Road Biking	11.01%	11.11%	10.77%
Aerobics	10.53%	10.6%	10.52%
Hunting	8.55%	7.88%	7.63%
Backpacking/Hiking	8.52%	8.51%	8.94%
Volleyball	8.32%	8.32%	9.47%
Softball	8.12%	7.8%	7.85%
Saltwater Fishing	7.71%	7.21%	7.22%
Target Shooting	7.61%	7.56%	7.33%
Soccer	6.97%	7.04%	7.73%
Yoga	6.72%	6.96%	6.43%
Tennis	6.68%	6.8%	6.61%
Power Boating	6.6%	6.63%	5.98%
Canoeing/Kayaking	6.11%	5.9%	5.26%
Roller Skating	5.62%	5.7%	5.64%





# 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 - 0-7 miles, 7-10 miles, 10-15 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](http://MissionalContext.org)

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Motorcycling	5.53%	5.39%	5.35%
Horseback Riding	5.49%	5.09%	4.97%
Ice Skating	5.35%	5.15%	4.77%
Snorkeling	4.52%	4.37%	3.84%
Fly Fishing	4.21%	4.23%	4.1%
Jet Skiing	4.16%	4.21%	3.79%
Downhill & X-Country Skiing	4.13%	4.2%	3.76%
Racquetball	3.91%	3.96%	4.08%
Archery	3.9%	3.77%	3.66%
Water Skiing	3.88%	3.89%	3.76%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Skateboarding	3.53%	3.31%	3.19%
Snowmobiling	3.45%	3.24%	3.04%
Hockey	3.43%	3.41%	3.41%
Snowboarding	3.17%	3.14%	2.88%
Martial Arts	3.17%	3.05%	3.4%
Rock Climbing	3.13%	3.17%	2.88%
Auto Racing	2.95%	2.92%	2.55%
Sailing	2.94%	2.93%	2.66%
Surfing & Windsurfing	2.69%	2.58%	2.35%
Rowing	2.61%	2.48%	2.4%

## 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.

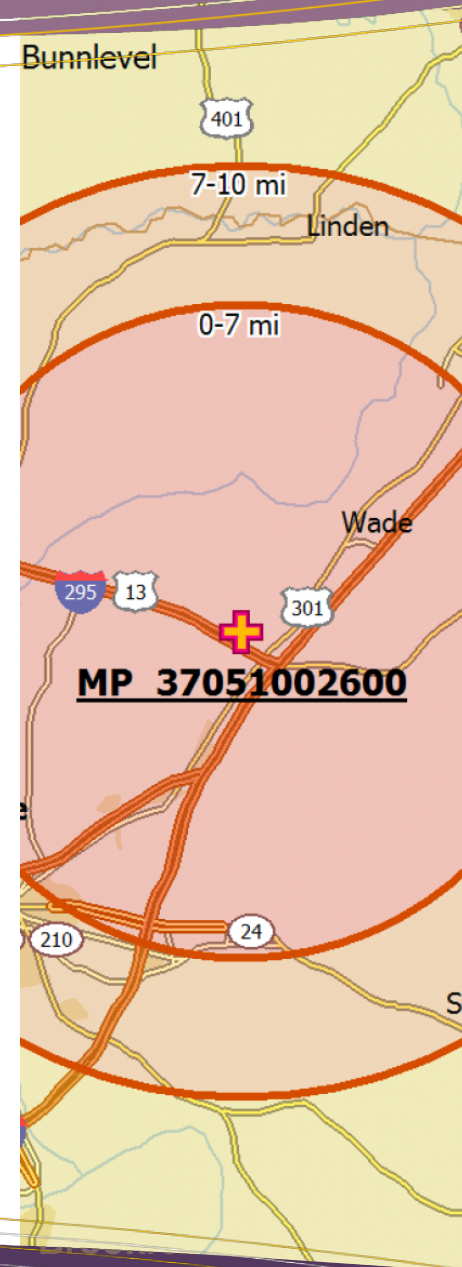
### BIBLICAL BARRIERS

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.

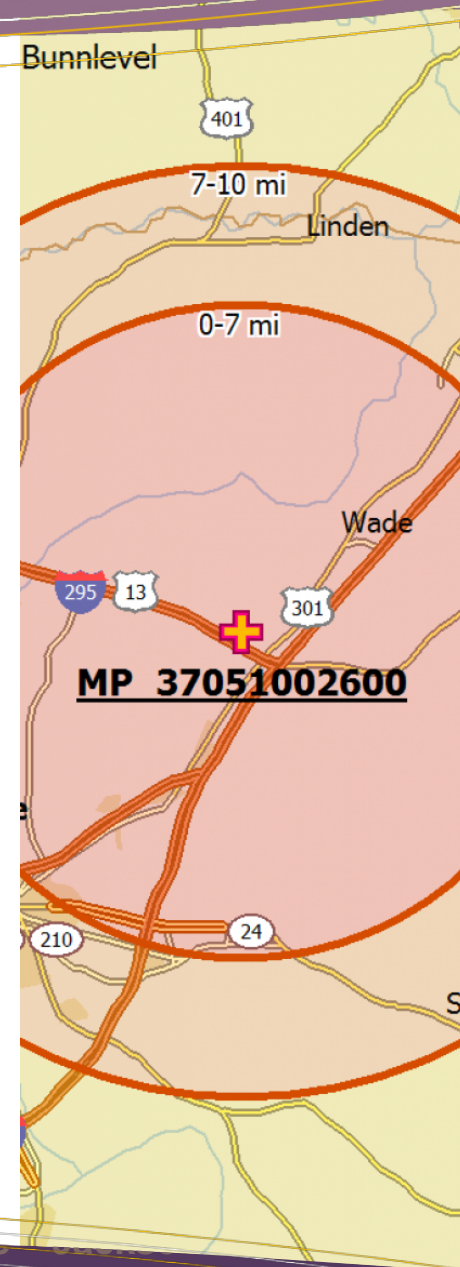
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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 -- 0-7 miles, 7-10 miles, 10-15 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.

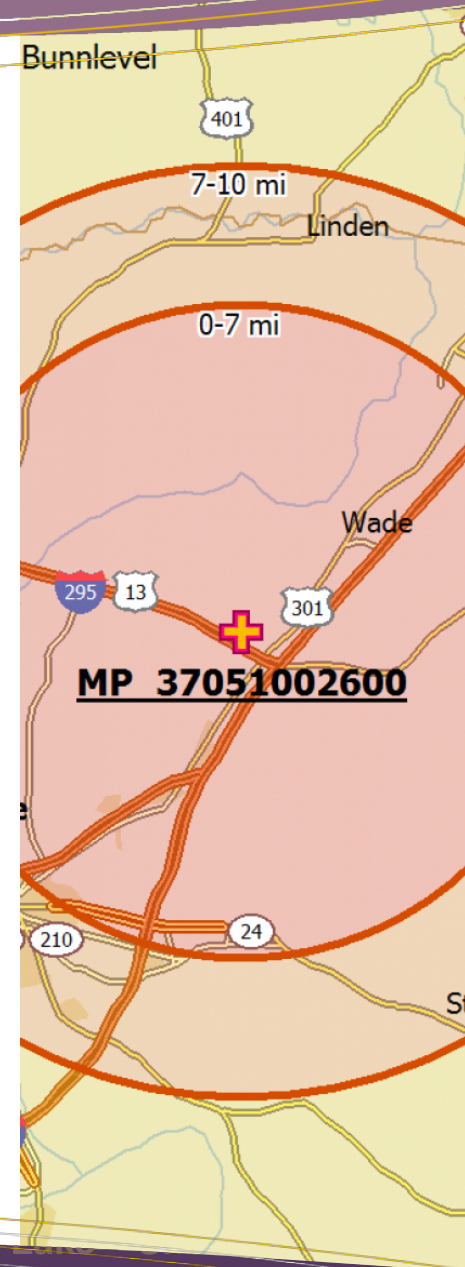
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	52%	52%	52%
Find It Difficult To Say No To My Kids	38%	38%	38%
Speak My Mind Even If It Upsets People	38%	37%	38%
Like Control Over People And Resources	36%	36%	36%
Woman's Place Is In The Home	34%	34%	34%
Don't Judge People/Way They Live Life	30%	30%	29%
Prefer To Have Few Possessions As Possible	30%	31%	29%
Like To Do Unconventional Things	29%	28%	29%
Too Much Sponsorship In Arts/Sports	26%	26%	27%
If Won Lottery Would Never Work Again	26%	26%	25%
Money Is Best Measure Of Success	25%	25%	25%
Friends More Important Than My Fam.	22%	23%	21%

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
I Am A Workaholic	21%	21%	21%
Like to Stand Out In A Crowd	21%	21%	20%
Marijuana Should Be Legalized	20%	20%	20%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	16%
We Should Strive for Equality for All	16%	15%	15%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	13%	13%	12%
On Whole People Get What They Deserve	11%	11%	11%
Little I Can Do To Change My Life	9%	9%	8%
Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Perfectionist	9%	9%	8%

## 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.

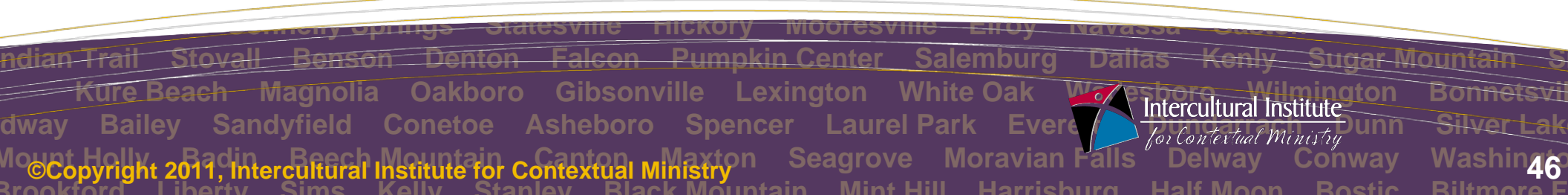


# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

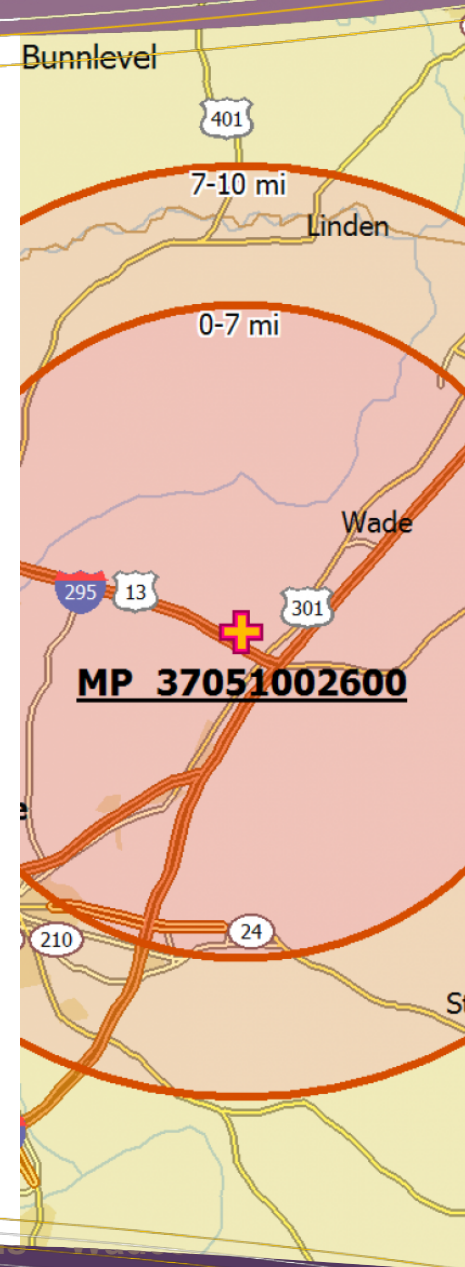
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	61%	61%	60%
You Should Seize Opportunities In Life	57%	57%	56%
Like To Understand About Nature	38%	38%	37%
Prefer Work Part Of Team Than Alone	37%	36%	37%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	32%	32%
Prefer To Have Few Possessions As Possible	30%	31%	29%
Good At Fixing Things	29%	29%	30%
Have Keen Sense Of Adventure	27%	27%	26%
People Have To Take Me As They Find Me	24%	24%	25%
Consider Myself Interested In The Arts	21%	20%	20%
Like To Just Enjoy Life	20%	21%	19%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Worried About Pollution Caused By Cars	19%	19%	18%
Looking for New Ideas To Improve Home	18%	18%	19%
Real Men Don't Cry	17%	17%	19%
Provide My Kids With The Little Extras	17%	16%	18%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	15%	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	6%	6%	6%
Like Spending Most Time With Fam.	6%	5%	6%
Would Like To Set Up Own Business	4%	4%	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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	86.41%	86%	85.77%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.56%	79.76%	80.38%
Houses-Visit Any			
McDonald's	57.4%	56.43%	57.49%
Burger King	38.84%	38.63%	39.23%
Kentucky Fried Chicken (KFC)	32.68%	32.05%	31.61%
Subway	31.5%	30.99%	29.75%
Wendy's	31.19%	31.3%	30.79%
Applebee's	28.55%	28.63%	29.85%
Taco Bell	27.83%	27.62%	28.95%
Pizza Hut	23.9%	23.65%	24.82%
Arby's	23.26%	22.54%	22.32%
Olive Garden	19.59%	19.91%	19.29%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Red Lobster	18.36%	18.11%	17.8%
Dairy Queen	17.49%	17.28%	16.61%
Chick-Fil-A	15.57%	15.08%	15.34%
IHOP (International House Of Pancakes)	15.43%	15.17%	16.3%
Domino's Pizza	15.36%	15.53%	18.03%
Outback Steakhouse	14.67%	14.64%	13.85%
Cracker Barrel	14.62%	14.34%	14.48%
Sonic	14.23%	14.39%	15.93%
TGI Friday's	13.94%	13.7%	13.24%
Golden Corral	13.7%	13.45%	15.05%
Chili's Grill and Bar	13.28%	13.41%	12.68%
Ruby Tuesday	12.63%	12.12%	12%

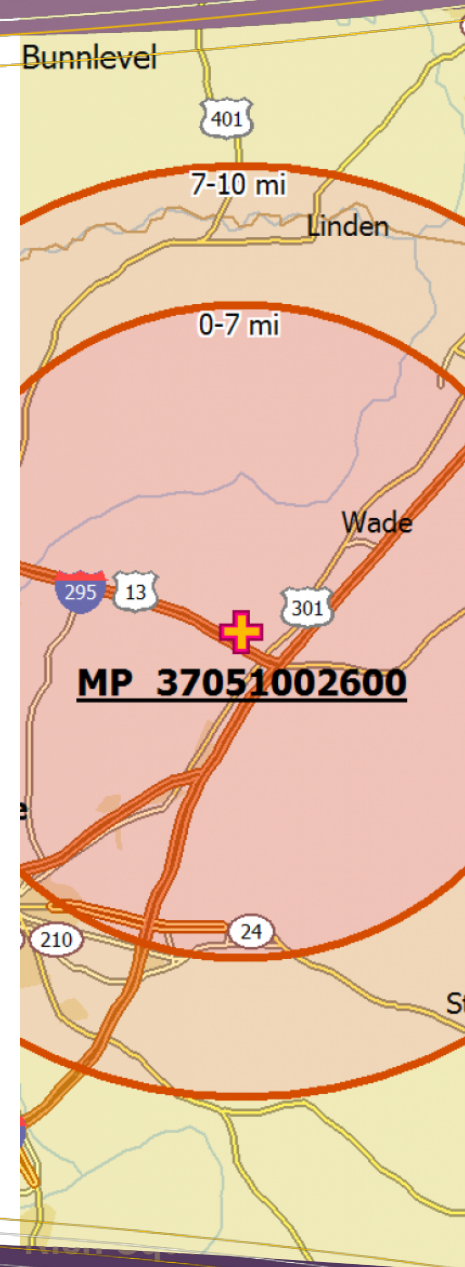


## Potential Shared Projects

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-- 0-7 miles, 7-10 miles, 10-15 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.

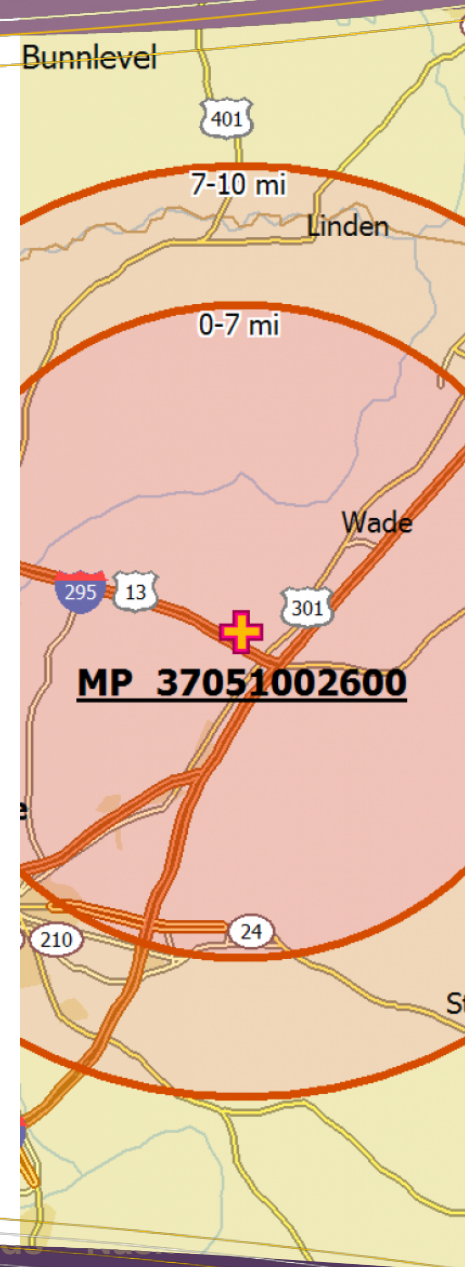
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	44.34%	44.67%	43.81%
Recycled products	30%	30.66%	29.59%
Worked as volunteer (non political)	14.78%	15.08%	14.88%
Engaged in fund raising	10.88%	11.27%	11.94%
Religious club member	8.3%	8.04%	8.31%
Church Board	6.45%	6.09%	6.61%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to elected offcl about publ bus	5.41%	5.44%	5.01%
Wrote to editor of mag or newspaper	5.28%	5.36%	5.73%
Union member	5.23%	5.15%	6.01%
Took active part in local civic issue	5.04%	5.03%	5.25%
Charitable Organization	4.87%	4.99%	5.1%
Addressed a public meeting	4.47%	4.55%	4.63%

## 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 -- 0-7 miles, 7-10 miles, 10-15 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

<b>BOOKS</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Novel	15.62%	15.85%	15.84%
Children's Books	13.04%	13.15%	12.68%
Mystery	10.07%	10.44%	9.53%
Religious (not Bibles)	9.9%	9.69%	9.72%
Cookbooks	9.64%	9.67%	9%
Romance	6.99%	7.05%	7.37%
Personal/Business	6.59%	6.66%	6.12%
Self-help			
Biography	6.19%	6.3%	6.13%
History	6.05%	6.32%	6.08%

<b>MAGAZINES</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Newspaper	66.61%	67.05%	67.23%
Distributed			
Gen. Editorial	50.1%	49.77%	50.43%
Womens	45.41%	44.46%	45.75%
Service	32.87%	32.85%	32.43%
Business/Finance	19.62%	19.39%	19.28%
Mens	18.66%	18.85%	19.19%
Music	16.22%	15.71%	16.1%
Sports	14.29%	14.62%	14.77%
Parenthood	14.25%	14.05%	14.18%

# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	51.6%	51.99%	52.24%
Classified	33.17%	32.94%	32.95%
Sport	30.48%	30.97%	30.16%
Editorial Page	27.8%	27.97%	27.51%
Business/Finance	26.28%	26.86%	25.55%
Comics	24.79%	25.05%	24.7%
Movie Listings & Reviews	24.07%	24.56%	25.16%
Food/Cooking	23.82%	23.81%	23.33%
TV/Radio Listings	22.81%	22.83%	22.75%
Home/Gardening	19.94%	20.05%	19.77%
Travel	18.1%	18.43%	18.42%
Science/Technology	15.89%	16.12%	15.82%
Fashion	15.56%	15.44%	16.06%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	28.95%	27.29%	28.96%
CHR Contemp Hit Radio	17.45%	17.73%	17.41%
Country	17.02%	16.52%	17.27%
Adult Contemporary	14.34%	14.47%	13.27%
Oldies	9.8%	10.09%	9.41%
Variety	9.26%	9.44%	9.34%
Jazz	9.19%	8.47%	8.98%
News/Talk	8.98%	9.57%	8.32%
Rock	8.98%	9.5%	8.86%
Classic Rock	6.87%	7.42%	6.64%
Alternative	6.79%	7.19%	5.96%
All News	6.4%	6.36%	6.39%
Religious	6.17%	6.13%	6.56%
Gospel	5.97%	5.52%	5.83%
Soft Contemporary	5.88%	5.94%	5.53%
All Talk	3.78%	3.92%	3.65%
Sports	3.42%	3.58%	3.18%
Classical	3.06%	3.17%	2.88%

# 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 -- 0-7 miles, 7-10 miles, 10-15 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	62.28%	62.56%	61.86%
Satellite Dish	51.02%	51.68%	49.36%
Soapnet	50.33%	50.78%	50.88%
Other Video-On-Demand	45.21%	43.32%	40.04%
Sci-Fi Channel	35.75%	35.86%	36.08%
MSNBC	32.93%	33.42%	33.43%
Adult Pay Per View TV	32.74%	32.3%	30.35%
Subscribe Digital Cable	32.28%	31.57%	33.67%
Comedy Central	28.76%	29.41%	26.98%
TV Info From Sunday TV Magazine	28.09%	28.48%	29.56%
Nickelodeon	27.68%	27.69%	26.56%
TV Info From Newspapers	26.45%	26.37%	25.45%

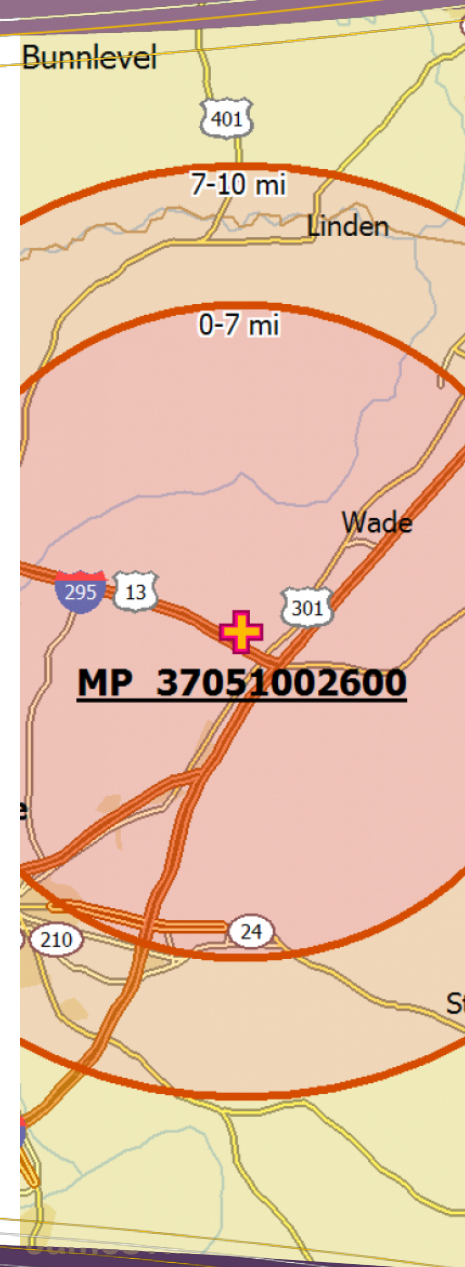
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Nick At Nite	25.26%	25.03%	24.78%
Hallmark Channel	24.4%	24.57%	23.36%
TCM (Turner Classic Movies)	24.1%	24.63%	24.57%
TV Info From Monthly Cable Guide	23.52%	23.74%	22.17%
BET (Black Entertainment TV)	23.14%	23.41%	21.9%
USA Network	22.98%	23.18%	23.12%
ESPN2	22.94%	22.77%	21.26%
Adult Swim	22.82%	23.52%	23.63%
ABC Fam.	22.59%	23.22%	22.34%
The Golf Channel	22.48%	22.61%	21.12%
Lifetime	21.57%	21.67%	21.31%
TV Info From Other	21.33%	21.38%	20.64%

## 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.

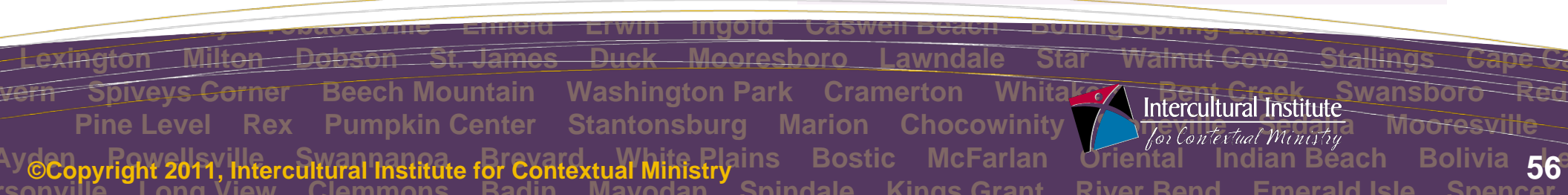


# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	18.14%	18.37%	17.32%
Medium Users (4-6)	9.5%	9.59%	9.96%
Light Users (1-3)	19.49%	19.74%	19.96%
Quintiles (20%)			
Newspaper I (Heavy)	1.21%	1.3%	1.16%
Newspaper II	1.75%	1.7%	1.92%
Newspaper III	2.03%	2.15%	2.17%
Newspaper IV	0.49%	0.46%	0.51%
Newspaper V (Light)	0.87%	0.96%	0.84%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.52%	20.84%	21.09%
Magazines II	9.6%	9.61%	9.79%
Magazines III	10.29%	10.41%	10.67%
Magazines IV	12.38%	12.92%	13.36%
Magazines V (Light)	0.9%	0.87%	0.97%
Outdoor I (Heavy)	7.91%	7.84%	7.47%
Outdoor II	3.64%	3.88%	3.76%
Outdoor III	4.46%	4.49%	4.45%
Outdoor IV	17.02%	16.61%	15.92%
Outdoor V (Light)	24.98%	24.45%	24.46%
Yellow Pages I (Heavy)	15.71%	15.7%	16.57%
Yellow Pages II	7.3%	7.44%	7.4%
Yellow Pages III	7.79%	7.77%	7.31%
Yellow Pages IV	23.55%	23.34%	24.27%
Yellow Pages V (Light)	3.98%	4.21%	4.88%



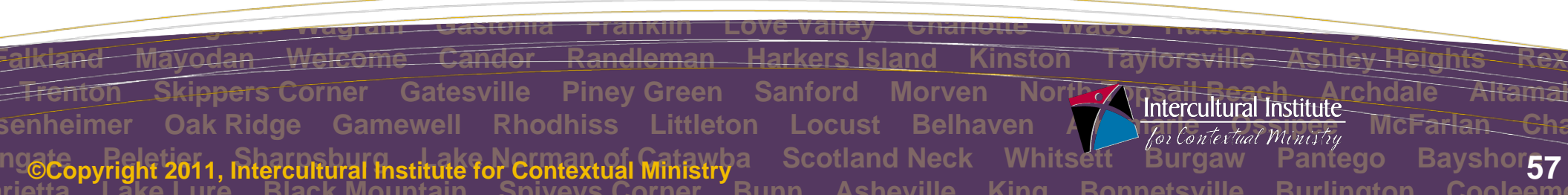


# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.95%	3.16%	3.34%
Drive Time III (Medium)	0.94%	0.93%	0.98%
Radio IV & V (Light)	2.61%	2.91%	2.94%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.24%	10.46%	11.05%
Radio III (Medium)	4.46%	4.49%	4.26%
Radio IV & V (Light)	4.12%	4.08%	4.15%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.94%	13.22%	14.55%
Cable III (Medium)	4.86%	4.95%	4.51%
Cable IV & V (Light)	36.87%	36.04%	35.48%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.76%	3.87%	3.91%
Prime Time III (Medium)	1.62%	1.67%	1.73%
Prime Time IV & V (Light)	10%	9.54%	9.51%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.68%	39.39%	38.67%
Fringe III (Medium)	53.03%	53.17%	54.23%
Fringe IV (Light)	55.7%	55.39%	55.52%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.99%	15.16%	15.56%
All Day III (Medium)	24.14%	24.25%	23.7%
All Day IV (Light)	16.63%	16.96%	17.87%



# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.26%	12.08%	11.64%
6:00am - 10:00am	15.9%	16.6%	15.36%
10:00am - 3:00pm	11.07%	10.47%	9.67%
3:00pm - 7:00pm	15.39%	15.41%	15.69%
7:00pm - Midnight	12.66%	12.95%	12.03%
Midnight - 6:00am	7.53%	7.25%	6.5%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.48%	15.39%	14.83%
6:00am - 10:00am	3.6%	3.64%	3.41%
10:00am-3:00pm	5.68%	5.83%	5.51%
3:00pm - 7:00pm	8.57%	8.06%	7.58%
7:00pm - Midnight	10.06%	10.14%	9.72%
Midnight - 6:00am	13.3%	13.25%	12.33%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.38%	7.42%	6.63%
Saturday:	8.71%	8.85%	8.8%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.36%	9.39%	8.92%
9:00am-1:00pm	25.26%	25.03%	24.78%
9:00am-4:00pm	29.62%	29.22%	28.9%
4:00pm-7:00pm	29.89%	30.55%	30.07%
11:00pm-1:00am	42.03%	42.42%	42.13%
AVG Prime time	4.47%	4.4%	4.1%
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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	16.23%	16.87%	15.49%
7-9am	22.94%	22.77%	21.26%
9am-12noon	19.96%	19.79%	20.09%
12noon-4pm	9.66%	9.43%	8.8%
4-6pm	48.13%	48.82%	46.53%
6-7pm	18.38%	18.24%	18.38%
7-7:30pm	1.8%	1.9%	1.81%
7:30-8pm	11.7%	11.35%	11.81%
8-11pm	7.38%	7.42%	6.63%
11pm-12am	32.93%	33.42%	33.43%
11pm-1am	42.03%	42.42%	42.13%
1-6am	31.48%	31.69%	30.47%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	17.61%	18.05%	16.92%
Sat: 10am-1pm	9.08%	9.02%	8.64%
Sat: 1-4pm	24.4%	24.67%	23.68%
Sat: 4-6pm	7.78%	7.56%	7.36%
Sat: 6-7pm	1.85%	1.92%	1.8%
Sat: 7-8pm	1.06%	1.16%	1.05%
Sat: 8-11pm	8.71%	8.85%	8.8%
Sat: 11pm-1am	6.06%	6.1%	6.08%
Sat: 1am-7pm	22.98%	23.18%	23.12%
Sun: 7-10am	2.26%	2.36%	2.36%
Sun: 10am-1pm	5.98%	6.13%	5.99%
Sun: 1-4pm	5.49%	5.65%	5.4%
Sun: 4-7pm	12.71%	12.83%	12.33%
Sun: 7-11pm	9.36%	9.39%	8.92%
Sun: 11pm-1am	5.4%	5.43%	5.17%
Sun: 1-7am	20.83%	21.08%	20.46%

# 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*

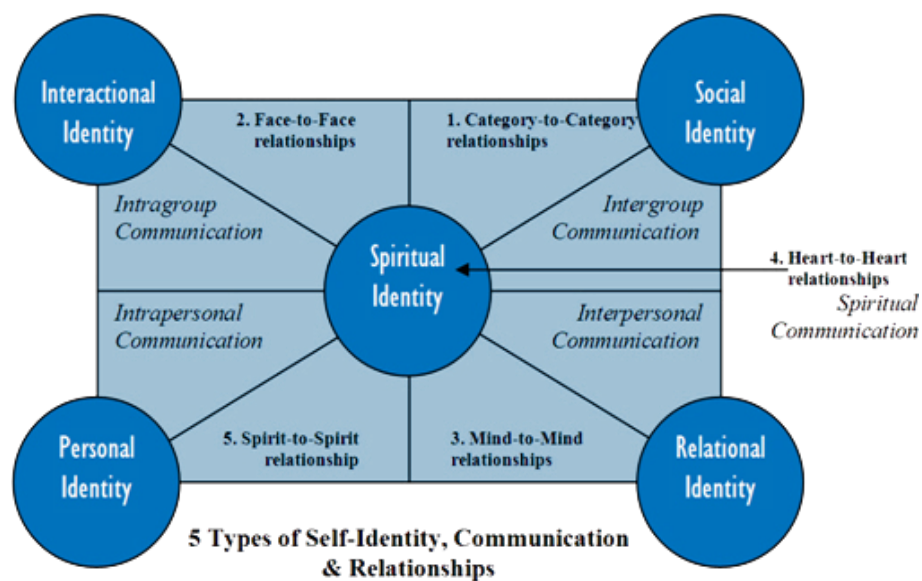


# Establishing Redemptive Relationships

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.

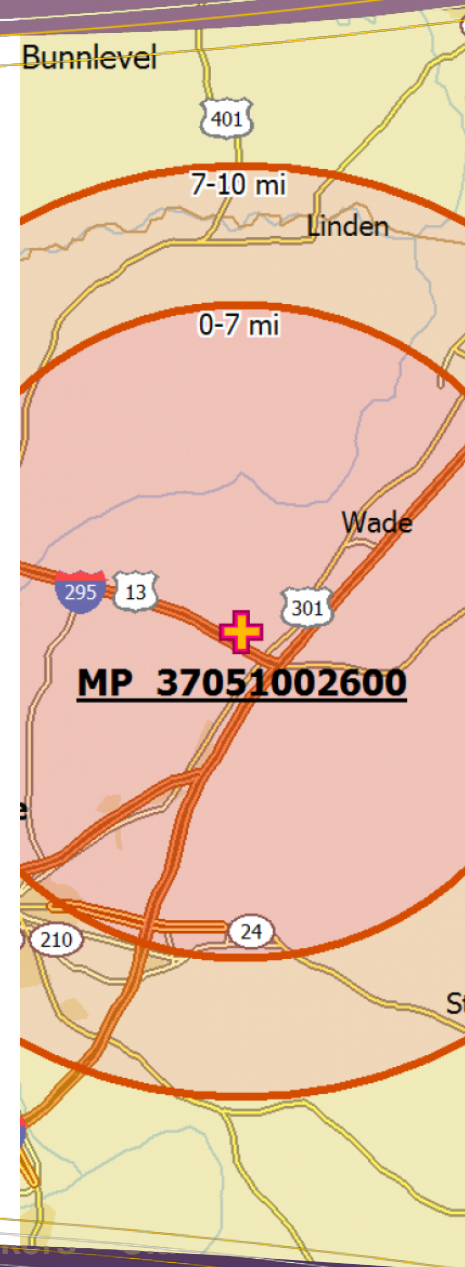


## Your MissionSite and the Missional Suite

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 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.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

- Online personal missional profile at [APEPT.org](http://APEPT.org)
- Custom reports at [MissionalContext.org](http://MissionalContext.org)
- Custom mapping at [MissionalCulturescape.org](http://MissionalCulturescape.org)
- Missional information at [MissionalCyclopedia.org](http://MissionalCyclopedia.org)
- Networking & Zipcode level data at [MissionalCorps.org](http://MissionalCorps.org)
- Information on top lifestyle groups at [MissionalZipcode.org](http://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	WRSH P AVG	IICM CGR
1	Journey Community Church	4184 Dunn Rd Eastover, NC 28312	0.26 mi	0	Insufficient Data
2	Lebanon - Eastover	3329 Beard Rd Eastover, NC 28312	0.57 mi	226	Declining
3	Temple - Fayetteville	3159 Sanderosa Rd Fayetteville, NC 28312	1.72 mi	196	Plateauing
4	Center - Wade	4980 Wade Stedman Rd Wade, NC 28395	3.23 mi	100	Plateauing
5	Wade - Wade	7242 Main St Wade, NC 28395	5.09 mi	50	Declining
6	Cape Fear (B) - Fayetteville	100 Indian Dr Fayetteville, NC 28312	5.30 mi	92	Plateauing
7	Pleasant Grove - Fayetteville	3934 Sunnyside School Rd Fayetteville, NC 28312	5.40 mi	98	Plateauing
8	New Testament - Fayetteville	2905 Ramsey St Fayetteville, NC 28301	5.46 mi	36	Declining
9	Solid Rock Community	1814 Sapona Rd Fayetteville, NC 28312	5.64 mi	0	Insufficient Data
10	Immanuel	1814 Sapona Rd Fayetteville, NC 28312	5.64 mi	0	Insufficient Data
11	Starting Point	1814 Sapona Rd Fayetteville, NC 28312	5.64 mi	0	Insufficient Data
12	True Vine Christian Community	1814 Sapona Rd Fayetteville, NC 28312	5.64 mi	0	Insufficient Data
13	Judson - Fayetteville	505 Judson Church Rd Fayetteville, NC 28312	5.76 mi	150	Plateauing
14	German Fellowship - Fayetteville	260 Walstone Rd Fayetteville, NC 28301	5.89 mi	0	Insufficient Data
15	Walstone Memorial - Fayetteville	260 Walstone Rd Fayetteville, NC 28301	5.89 mi	98	Growing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Pray House	509 School St Fayetteville, NC 28301	6.06 mi	0	Insufficient Data
17	Cedar Falls - Fayetteville	6181 Ramsey St Fayetteville, NC 28311	6.06 mi	260	Declining
18	Fayetteville Second - Fayetteville	522 Person St Fayetteville, NC 28301	6.16 mi	67	Declining
19	Magnolia - Stedman	1021 Magnolia Church Rd Stedman, NC 28391	6.24 mi	89	Plateauing
20	Trinity - Fayetteville	433 Southland Dr Fayetteville, NC 28311	6.49 mi	100	Plateauing
21	Fayetteville First - Fayetteville	201 Anderson St Fayetteville, NC 28301	6.50 mi	197	Declining
22	The River Church - Fayetteville	6901 Ramsey St Fayetteville, NC 28311	6.82 mi	154	Insufficient Data
23	New Hope - Fayetteville	3675 Rosehill Rd Fayetteville, NC 28311	6.96 mi	69	Insufficient Data
24	Snyder Memorial - Fayetteville	701 Westmont Dr Fayetteville, NC 28305	7.45 mi	917	Plateauing
25	Fil-Am International Community	1943 Pamalee Dr Fayetteville, NC 28301	7.72 mi	0	Insufficient Data
26	Rio de Agua Viva	1943 Pamalee Dr Fayetteville, NC 28301	7.72 mi	30	Insufficient Data
27	Calvary - Fayetteville	1943 Pamalee Dr Fayetteville, NC 28301	7.72 mi	43	Declining
28	Massey Hill - Fayetteville	1027 Southern Ave Fayetteville, NC 28306	7.87 mi	139	Declining
29	Stedman - Stedman	7342 Clinton Rd Stedman, NC 28391	8.18 mi	120	Plateauing
30	Eureka - Fayetteville	1591 Eureka Ave Fayetteville, NC 28311	8.20 mi	121	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Clement - Autryville	6020 Maxwell Rd Autryville, NC 28318	8.25 mi	126	Declining
32	Peace - Fayetteville	816 Stamper Rd Fayetteville, NC 28303	8.28 mi	0	Insufficient Data
33	Immanuel - Fayetteville	219 Hull Rd Fayetteville, NC 28303	8.34 mi	43	Plateauing
34	Carroll Memorial - Fayetteville	2220 Camden Rd Fayetteville, NC 28306	8.78 mi	108	Declining
35	Shaw Heights - Fayetteville	5946 Gregory St Fayetteville, NC 28311	8.91 mi	43	Insufficient Data
36	Gethsemane - Fayetteville	4300 Blanton Rd Fayetteville, NC 28303	9.16 mi	39	Plateauing
37	Village - Fayetteville	906 S McPherson Church Rd Fayetteville, NC 28303	9.63 mi	1,321	Plateauing
38	Antioch - Falcon	6237 Front St Falcon, NC 28342	9.68 mi	65	Plateauing
39	Bonnie Doone - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	9.89 mi	57	Declining
40	Korean Glory - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	9.89 mi	13	Growing
41	Japanese Fellowship - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	10.07 mi	20	Insufficient Data
42	Grace - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	10.07 mi	118	Plateauing
43	Suggs Grove - Fayetteville	16618 NC Highway 53 W Fayetteville, NC 28312	10.11 mi	41	Declining
44	Macedonia - Fayetteville	5064 Macedonia Church Rd Fayetteville, NC 28312	10.11 mi	118	Plateauing
45	Cumberland Union - Fayetteville	6957 Tabor Church Rd Fayetteville, NC 28312	10.11 mi	43	Plateauing



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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](http://www.iicm.net).

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