

MissionSite

top unreached locations



RAEFORD, NC

CENSUS TRACT: 37093970100

REGION: Region 3: Southeast Coast

COUNTY: Hoke

SITESCAPE: Townscape

DENSITY PATTERN: A



In partnership with the:



Intercultural Institute
for Contextual Ministry



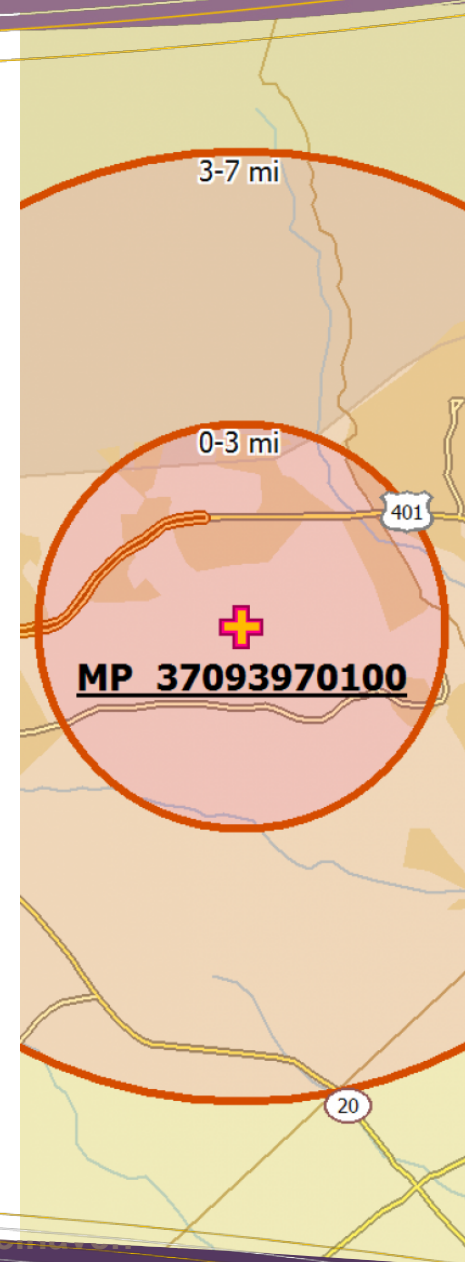
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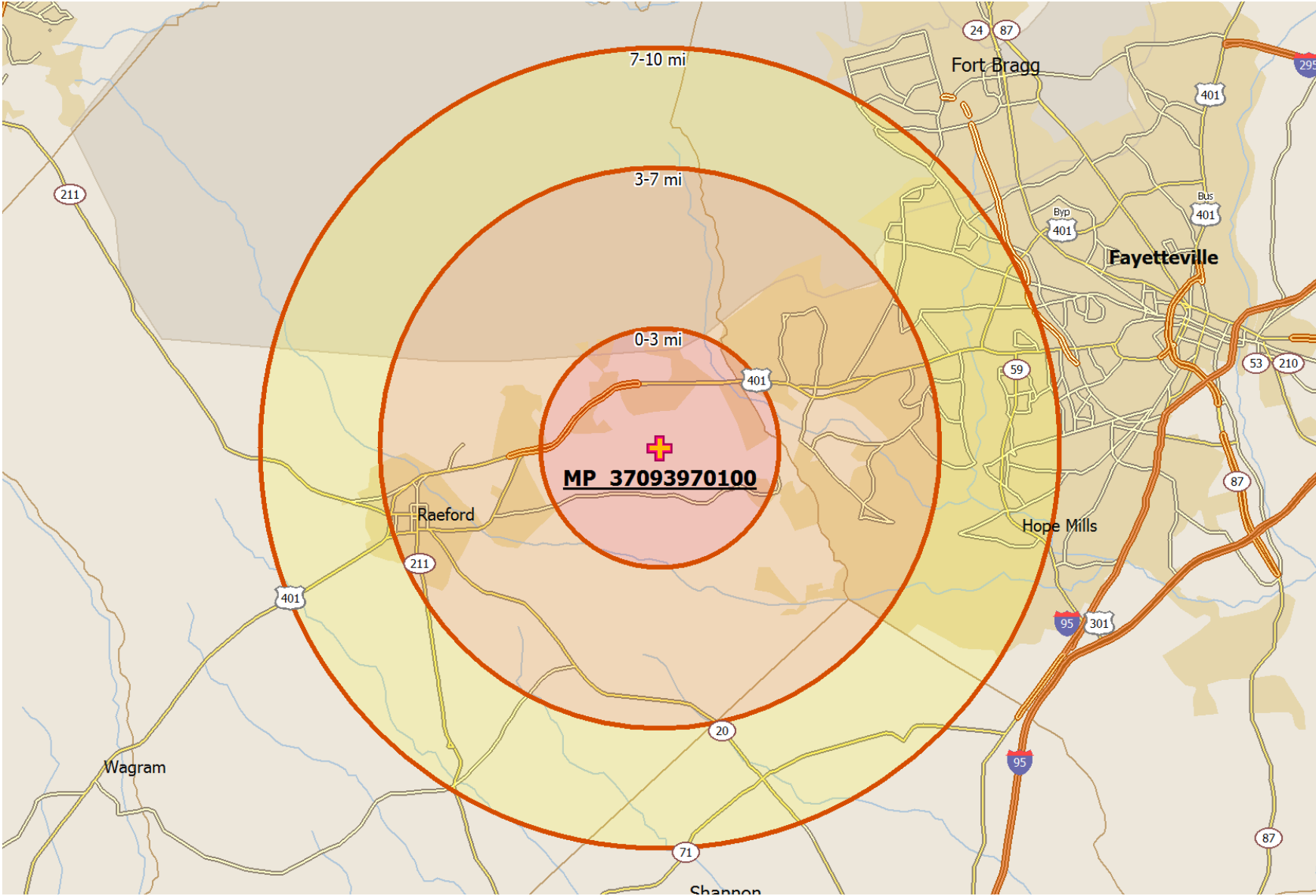
Site Location Summary

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 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37093	Hoke
4	Zipcode	28376	Hoke
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	A	50000-100000-100000



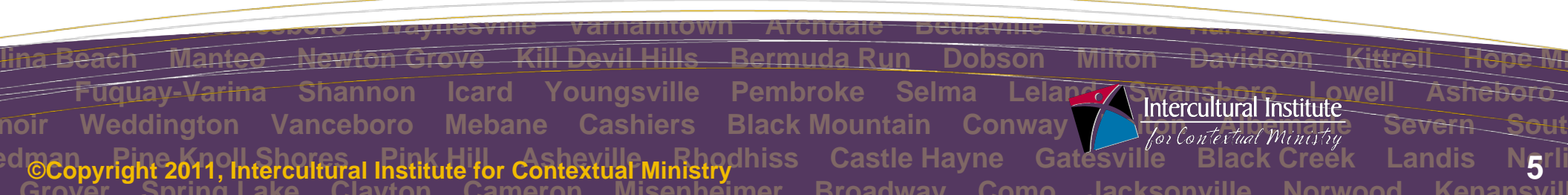
Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

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



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,861	50,074	76,915
2010 Households	5,124	16,569	29,374
2010 Group Quarters Population	0	213	434

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	35	44
Language Diversity National Index	56	52	56
Foreign Born Diversity National Index	21	45	60
Ancestry Diversity National Index	23	16	16
Racial Diversity National Index	80	80	80

Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

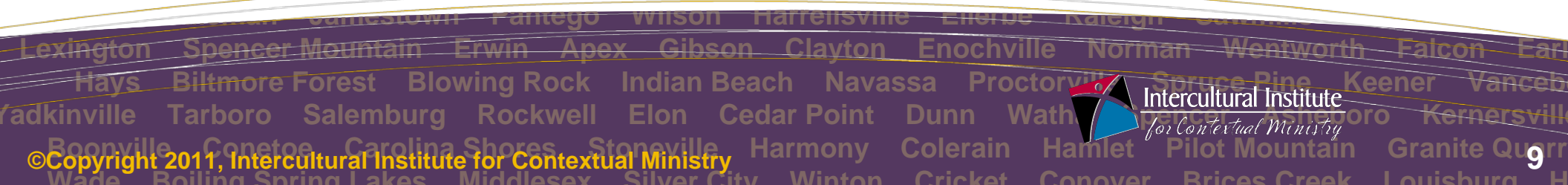
SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	333	6.5%
Mainstay Communities	Established, Diverse Households	1,435	28.01%
Working Communities	Blue-collar, Working Families	433	8.45%
Country Communities	Rural, Agri. & Mining Families	1,325	25.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	547	10.68%
Urban Communities	High Density, Inner-city Neighborhoods	1,053	20.55%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	9,419	3,376	35.84%
Unreached %	66.53%	65.88%	99.02
Religious But NOT Evangelical HH	2,819	896	31.8%
Religious But NOT Evangelical %	19.91%	17.5%	87.86
Spiritual But NOT Relig or Evang HH	1,115	496	44.5%
Spiritual But NOT Relig or Evang %	7.88%	9.68%	122.95
Not Evangelical, Not Interested HH	5,584	1,996	35.74%
Not Evangelical, Not Interested %	39.44%	38.95%	98.75



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	12	0	0%
Active BCNC Attenders	1,688	0	0%
Active Evangelical Households	1,486	549	36.94%
Active Evangelical Percent	10.49%	10.71%	102.06
Inactive Evangelical Households	3,253	1,201	36.93%
Inactive Evangelical Percent	22.98%	23.45%	102.05
# New Churches Needed	0	3	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.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Pittman Grove - Raeford	3.35 mi	35	Insufficient Data	16	Fayetteville Deaf	8.67 mi	0	Insufficient Data
2	Hillcrest - Raeford	4.37 mi	843	Declining	17	First Vietnamese	8.67 mi	0	Insufficient Data
3	Lake Rim - Fayetteville	4.65 mi	46	Growing	18	Arran Lake - Fayetteville	8.67 mi	1,280	Plateauing
4	Atonement Missionary - Raeford	4.75 mi	30	Plateauing	19	Lagrange Park - Fayetteville	8.99 mi	127	Declining
5	Raeford First - Raeford	5.77 mi	97	Plateauing	20	Lumber Bridge - Lumber Bridge	9.14 mi	13	Declining
6	Mount Calvary - Fayetteville	6.17 mi	86	Declining	21	Cumberland - Fayetteville	9.22 mi	75	Declining
7	The Bridge Community Church	6.37 mi	75	Insufficient Data	22	South Hoke - Red Springs	9.63 mi	144	Growing
8	Tabernacle - Raeford	6.37 mi	129	Declining	23	Golfview - Hope Mills	9.78 mi	64	Plateauing
9	Ephesus - Raeford	6.37 mi	72	Plateauing	24	Lafayette - Fayetteville	9.98 mi	395	Declining
10	Iglesia Bautista Roca Eternal - Raeford	6.37 mi	55	Insufficient Data	25	Family Community	10.00 mi	35	Insufficient Data
11	Dundarrach - Shannon	6.52 mi	95	Plateauing	26	Sperring Memorial - Fayetteville	10.18 mi	95	Plateauing
12	Cliffdale Community - Fayetteville	6.67 mi	248	Plateauing	27	Friendship - Hope Mill	10.29 mi	55	Plateauing
13	Mount Gilead - Fayetteville	7.29 mi	102	Declining	28	Zion Hill - Shannon	10.41 mi	164	Plateauing
14	Fayetteville Korean - Fayetteville	7.80 mi	220	Plateauing	29	Parkton - Parkton	10.59 mi	83	Declining
15	Stoney Point - Fayetteville	7.87 mi	200	Insufficient Data	30	Faithwalk Fellowship	10.61 mi	71	Insufficient Data

Using the Spirituality Indicators

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

Issues for Your Consideration

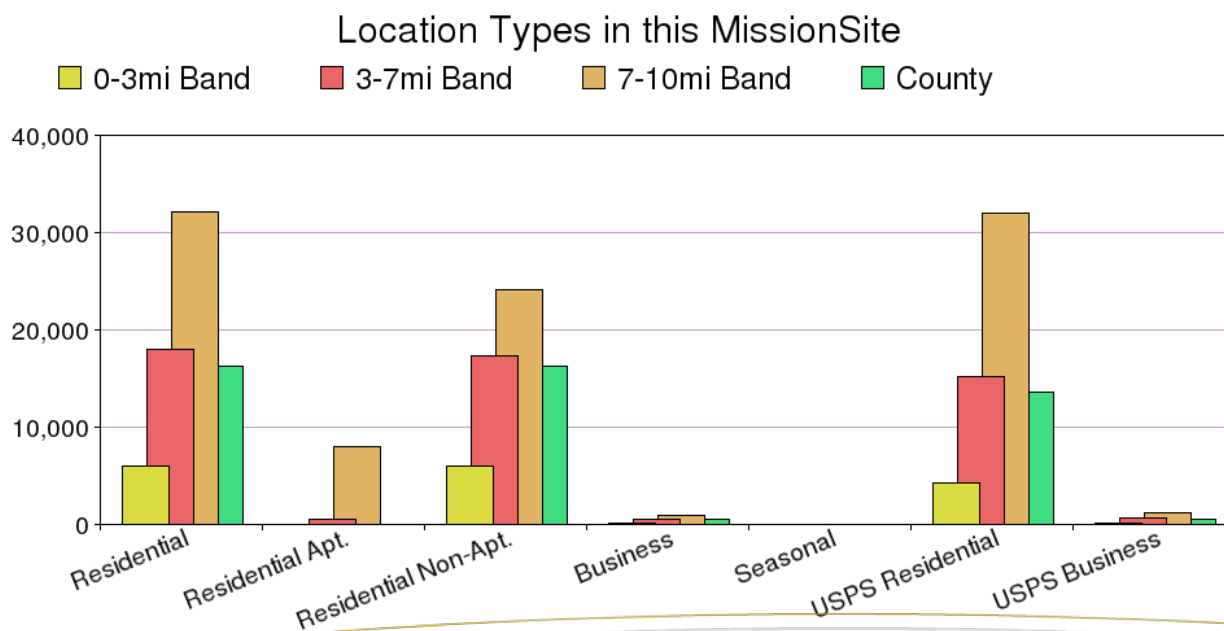
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	22,856	3,381	14.79%
2000 Population	33,646	7,886	23.44%
2010 Population	46,576	16,861	36.2%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,405	1,169	15.79%
2000 Households	11,373	2,670	23.48%
2010 Households	14,158	5,124	36.19%



Location Type	0-3mi Band
Residential	6,042
Residential Apt.	11
Residential Non-Apt.	6,031
Business	67
Seasonal	0
USPS Residential	4,205
USPS Business	122

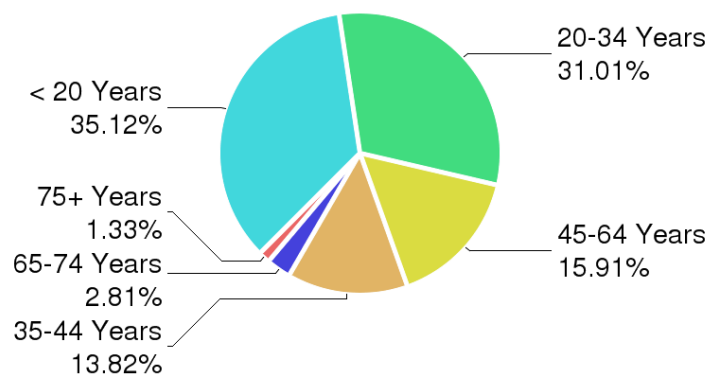
Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.44%	9.85%	132.39
4-5 Years	3.48%	4.02%	115.52
6-8 Years	5.09%	5.86%	115.13
9-11 Years	4.71%	4.98%	105.73
12-13 Years	2.97%	2.83%	95.29
14-17 Years	5.37%	5.18%	96.46
18-19 Years	2.52%	2.41%	95.63
0-5 Years	10.93%	13.87%	126.9
6-12 Years	11.3%	12.3%	108.85
13-19 Years	9.36%	8.96%	95.73
< 20 Years	31.59%	35.13%	111.21
20-34 Years	24.32%	31.02%	127.55
35-44 Years	14.61%	13.82%	94.59
45-64 Years	21.43%	15.91%	74.24
65-74 Years	4.81%	2.81%	58.42
75+ Years	3.25%	1.33%	40.92
Median Age	32	29	91.52
Median Age (Male)	30	28	92.51
Median Age (Female)	33	30	92.09

Age Group Percentages



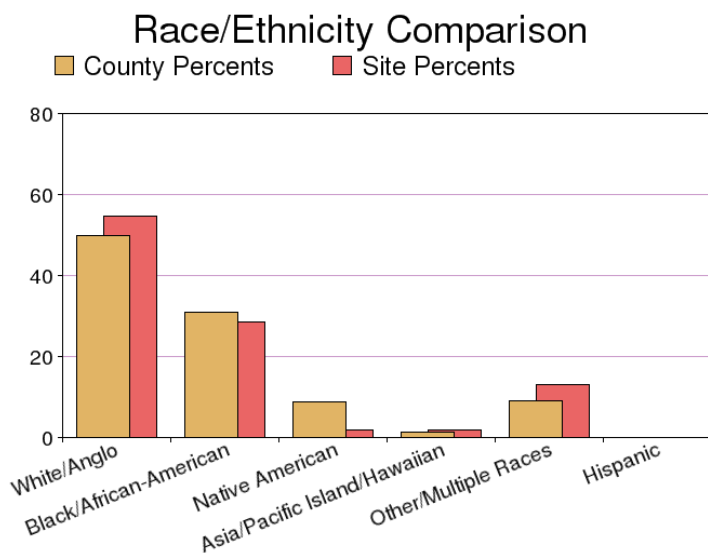
Grover View Murraysville Barker Ten Mile Simpson Oxford Carthage Midway Shelby Richfield Micro Aulander Pilot Mountain Leggett High School
 Randle Greenlee Staley Barbour Woodfin Wrightsboro
 Grover Vandemere Greenevers Laurinburg McDonald Nags Head Morehead City Davidson Neuse Forest
 View Macon Dover Halifax Thomasville Swansboro St. Helena Dobbin Heights Speed Atkinson Rayn
 Murraysville Zebulon McFarlan Jonesville Liberty Walnut Creek Wal
 Morrisville Northlakes Bogue Hoffman Boardman Belmont West Canton East Laurinbur
 Simpson Oxford Carthage Midway Shelby Richfield Micro Aulander Pilot Mountain Leggett High School

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	49.9%	54.65%	109.51
Black, African-American	30.96%	28.45%	91.89
Native American	8.68%	1.97%	22.75
Asian	1.16%	1.7%	146.85
Pacific Island, Hawaiian	0.14%	0.17%	115.44
Other/Multiple Races	9.16%	13.07%	142.65
Hispanic	0%	16.24%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,682	9,502	
Less than 9th Grade	7.33%	4.87%	150.47
No High School Diploma	11.79%	7.21%	163.56
High School Graduate	31.43%	31.86%	98.65
Some College, no degree	24.09%	29.78%	80.88
Associate Degree	10.44%	11.67%	89.44
College Degree	9.99%	11.2%	89.17
Graduate/Prof. degree	4.94%	3.41%	144.79

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	8.26%	5.97%	86.63
\$10,000 to \$19,999	13.07%	13.31%	101.86
\$20,000 to \$29,999	11.73%	12.88%	109.79
\$30,000 to \$49,999	24.14%	26.5%	109.78
\$50,000 to \$59,999	6.73%	7.44%	110.47
\$60,000 to \$69,999	8.09%	6.89%	85.18
\$70,000 to \$79,999	7.1%	6.19%	87.15
\$80,000 to \$89,999	5.61%	5.11%	91.17
\$90,000 to \$99,999	3.52%	3.47%	98.76
\$100,000 to \$124,999	7.51%	9.66%	128.67
\$125,000 to \$149,999	2.91%	2.21%	75.78
\$150,000 to \$199,999	1.32%	0.37%	28.07
\$200,000 to \$249,999	0.01%	0%	0
\$250,000 or more	0%	0%	0
Median Household	42,630	42,665	100.08
Average Household	52,299	51,618	98.7
Per Capita Household	16,261	15,687	96.47
Family/Non-Family Household Income			
Median Family Income	52,102	49,764	95.51
Average Family Income	60,231	59,113	98.14
Median Non-Family Income	25,162	26,346	104.71
Average Non-Family Income	32,994	31,231	94.66

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	70.88%	72.42%	102.18
Families with Children	40.64%	45.12%	111.02
Families without Children	30.24%	27.3%	90.3
Non-Family Households			
% Non-Family Households	29.12%	27.58%	94.69
Non-Families with Children	0.1	0.12	118.42
Non-Families without Children	29.02	27.46	94.61
Housing Units			Index
Total Housing Units	17,354	6,362	
Vacant percent	18.42%	19.46%	105.66
Owned percent	60.67%	57.04%	94.03%
Rented Percent	20.92%	23.5%	112.34
Households by Size			Index
Avg household size	3.21	3.29	102.49
Avg family hh size	4.00	4.02	100.5
Avg non-family hh size	1.30	1.38	106.15
Households By Count of Persons			Percent
One	3,191	1,003	31.43%
Two	2,455	841	34.26%
Three or Four	5,601	2,249	40.15%
Five+	2,911	1,031	35.42%



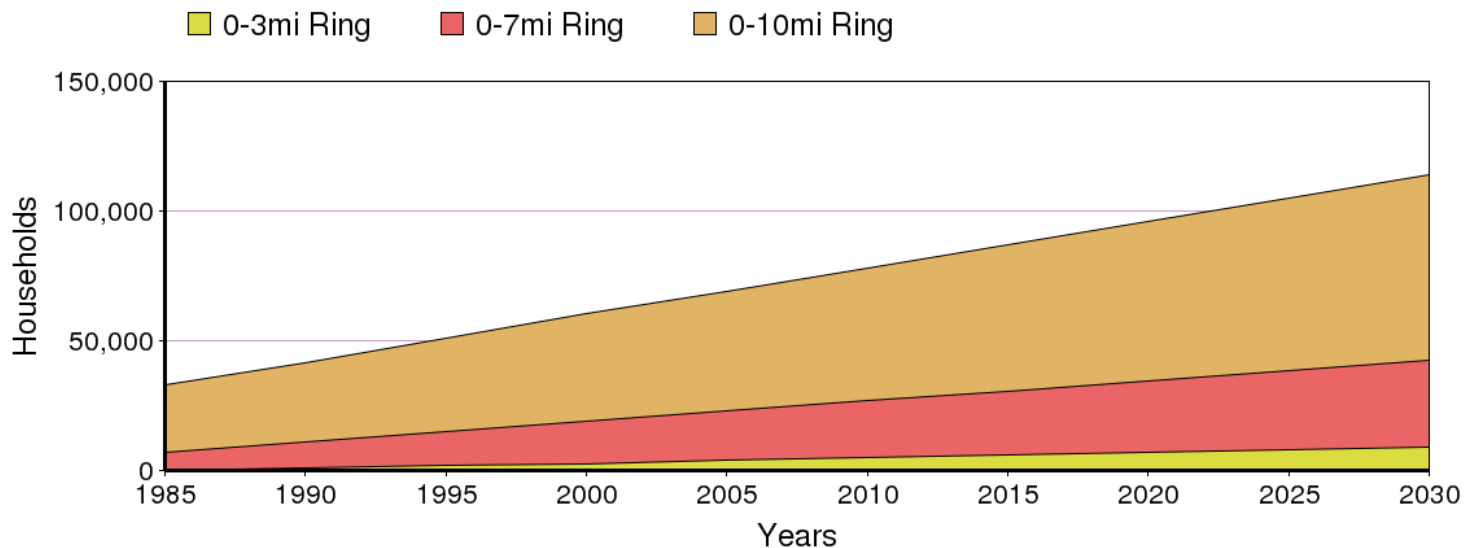
Projected Demographic Summary

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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	22,856	3,381	14.79%
2000 Population	33,646	7,886	23.44%
2010 Population	46,576	16,861	36.2%
2015 Population	53,707	20,521	38.21%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	7,405	1,169	15.79%
2000 Households	11,373	2,670	23.48%
2010 Households	14,158	5,124	36.19%
2015 Households	16,015	6,125	38.25%

Household Change from 1985 to 2030



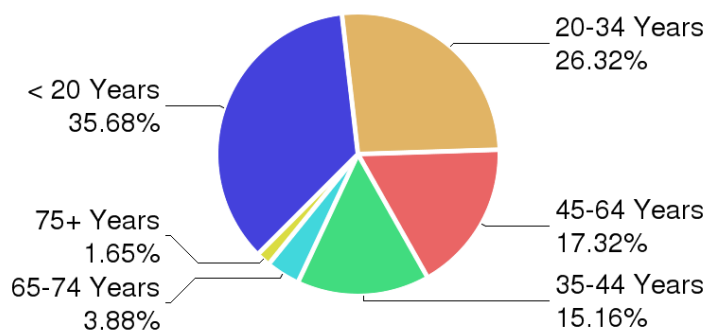
Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-3 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	9.85%	8.83%	89.64
4-5 Years	4.02%	3.98%	99
6-8 Years	5.86%	6.06%	103.41
9-11 Years	4.98%	5.27%	105.82
12-13 Years	2.83%	3.17%	112.01
14-17 Years	5.18%	5.68%	109.65
18-19 Years	2.41%	2.69%	111.62
0-5 Years	13.87%	12.81%	92.36
6-12 Years	12.3%	12.96%	105.37
13-19 Years	8.96%	9.91%	110.6
< 20 Years	35.13%	35.68%	101.57
20-34 Years	31.02%	26.32%	84.85
35-44 Years	13.82%	15.16%	109.7
45-64 Years	15.91%	17.32%	108.86
65-74 Years	2.81%	3.88%	138.08
75+ Years	1.33%	1.65%	124.06
Median Age	32	30	93.67
Median Age (Male)	30	29	94.45
Median Age (Female)	33	31	94.73

Projected Age Group Percentages

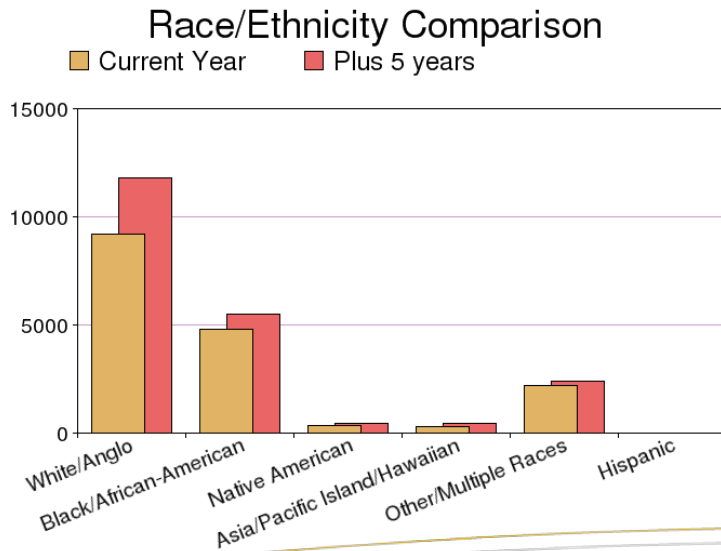


Projected Demographic Summary

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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	54.65%	57.41%	105.06
Black, African-American	28.45%	26.73%	93.95
Native American	1.97%	2.18%	110.54
Asian	1.7%	1.91%	112.62
Pacific Island, Hawaiian	0.17%	0.17%	99.77
Other/Multiple Races	13.07%	11.6%	88.8
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,502	11,661	
Less than 9th Grade	4.87%	4.01%	82.37
No High School Diploma	7.21%	6.05%	83.98
High School Graduate	31.86%	30.59%	96.02
Some College, no degree	29.78%	29.53%	99.14
Associate Degree	11.67%	13.62%	116.68
College Degree	11.2%	12.3%	109.82
Graduate/Prof. degree	3.41%	3.9%	114.43



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 0-3 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 0-3 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 0-3 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	5.97%	5.16%	86.39
\$10,000 to \$19,999	13.31%	12.31%	92.49
\$20,000 to \$29,999	12.88%	11.09%	86.07
\$30,000 to \$49,999	26.5%	24.78%	93.51
\$50,000 to \$59,999	7.44%	6.66%	89.59
\$60,000 to \$69,999	6.89%	7.59%	110.2
\$70,000 to \$79,999	6.19%	7%	93.16
\$80,000 to \$89,999	5.11%	6.22%	105.05
\$90,000 to \$99,999	3.47%	3.56%	102.46
\$100,000 to \$249,999	9.66%	12.2%	126.25
\$125,000 to \$149,999	2.21%	2.51%	114.01
\$150,000 to \$199,999	0.37%	0.41%	110.08
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	42,665	47,157	110.53
Average Household	51,618	56,773	109.99
Per Capita Household	15,687	16,945	108.02
Family/Non-Family Household Income			
Median Family Income	49,764	58,896	118.35
Average Family Income	59,113	67,304	113.86
Median Non-Family Income	26,346	27,113	102.91
Average Non-Family Income	31,231	32,033	102.57

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 0-3 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.42%	69.34%	95.74
Families with Children	45.12	41.08	91.04
Families without Children	27.3	31.59	115.71
Non-Family Households			
% Non-Family Households	27.58%	30.66%	111.19
Non-Families with Children	0.12	0.08	111.19
Non-Families without Children	27.46	30.58	111.36
Housing Units			
Total Housing Units	6,362	7,590	119.3%
Vacant percent	19.46%	19.3%	99.19
Owned percent	57.04%	57.71%	101.17
Rented Percent	23.5%	22.99%	97.84
Households by Size			
Avg household size	3.29	3.35	101.82%
Avg family hh size	4.02	4.29	106.72%
Avg non-family hh size	1.38	1.23	89.13%
Households By Count of Persons			
One	1,003	1,297	129.31%
Two	841	839	99.76%
Three or Four	2,249	2,662	118.36%
Five+	1,031	1,327	128.71%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,061	2,105	4,651
Northern Europe	39	51	143
Western Europe	124	368	1,024
Southern Europe	0	43	74
Eastern Europe	15	27	79
Other Europe	0	0	0
Eastern Asia	82	252	903
So. Central Asia	12	93	71
SE Asia	78	257	568
Western Asia	0	10	38
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	55
Middle Africa	0	0	0
Northern Africa	0	15	11
Southern Africa	0	0	8
Western Africa	0	35	93
Other Africa	0	0	0
Oceania	6	11	6
Caribbean	41	81	390
Central Amer.	635	663	811
South America	15	157	247
North America	14	42	130
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	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,302	30,741	55,929
Spanish	1,145	2,477	4,190
Other Indo-Euro language	256	829	1,870
French (incl. Patois, Cajun)	36	78	317
French Creole	0	0	21
Italian	0	55	102
Portuguese	4	3	40
German	196	540	1,033
Yiddish	0	2	29
Other West Germanic	0	0	30
A Scandinavian Language	0	9	48
Greek	0	3	92
Russian	0	26	41
Polish	0	0	7
Serbo-Croatian	0	0	10
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	4	16
Gujarathi	0	72	7
Hindi	12	15	15
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	8	12	35
Asian/PI languages	0	0	0
Chinese	7	19	116
Japanese	25	19	147
Korean	45	264	903
Mon-Khmer, Cambodian	26	8	0
Miao, Hmong	0	0	33
Thai	0	32	143
Laotian	0	20	0
Vietnamese	9	71	291
Other Asian	0	8	30
Tagalog	50	118	153
Other Pacific Is	0	0	26
Other languages	18	79	232
Navajo	7	3	37
Other Native N. American	0	0	25
Hungarian	0	0	6
Arabic	5	32	60
Hebrew	0	0	0
African languages	0	42	104
Other unspecified	6	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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,831	30,894	57,639
Arab	0	19	29
Armenian	0	0	0
Austrian	0	15	65
British	33	104	197
Canadian	15	56	93
Croatian	0	2	5
Czech	0	72	60
Czechoslovak	16	15	38
Danish	6	29	63
Dutch	36	89	367
English	398	1,433	2,653
European	85	290	458
Finnish	0	23	28
French (not Basque)	90	307	812
French Canadian	43	229	356
German	797	2,221	4,799
Greek	30	51	152
Hungarian	8	46	75
Iranian	0	4	8

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	556	1,549	3,181
Italian	193	695	1,539
Lithuanian	0	29	51
Norwegian	70	88	266
Polish	80	249	573
Portuguese	0	23	53
Romanian	11	15	26
Russian	0	39	100
Scandinavian	0	16	10
Scotch-Irish	189	737	1,254
Scottish	209	467	933
Slovak	11	14	55
Subsaharan African	96	363	839
Swedish	34	61	255
Swiss	0	7	34
Ukrainian	0	17	41
US/American	1,113	3,387	5,890
Welsh	23	79	131
West Indian	33	136	531
Yugoslavian	0	7	1
Other	4,656	17,909	31,618



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

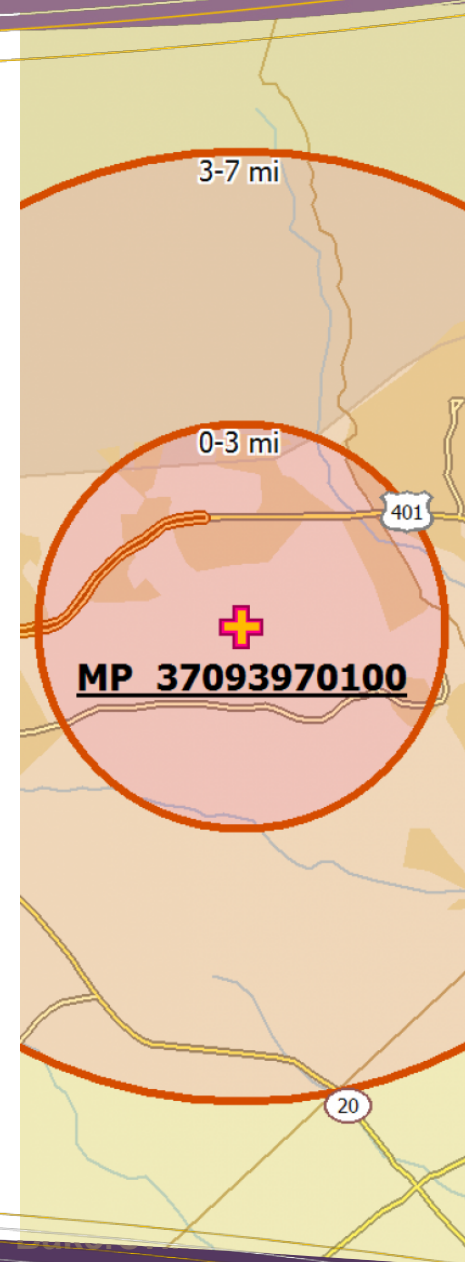
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscape 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 Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	5,124	100%	3,375	100%
AFFLUENT SUBURBIA	288	5.62%	194	5.75%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	288	5.62%	194	5.75%
UPSCALE AMERICA	45	0.88%	32	0.95%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	19	0.37%	13	0.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	26	0.51%	19	0.56%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	1,422	27.75%	920	27.26%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	947	18.48%	0	0%
Prime Middle America	0	0%	617	18.28%
Urban Optimists	475	9.27%	0	0%
Family Convenience	0	0%	303	8.98%
Mid-Market Enterprise	0	0%	0	0%

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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	5,124	100%	3,375	100%
BLUE COLLAR BACKBONE	4	0.08%	3	0.09%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	4	0.08%	3	0.09%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	13	0.25%	9	0.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	12	0.23%	8	0.24%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.02%	1	0.03%
Mature America	0	0%	0	0%
METRO FRINGE	429	8.37%	313	9.27%
Steadfast Conservative	70	1.37%	48	1.42%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	359	7.01%	265	7.85%
Grass-Roots Living	0	0%	0	0%

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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	5,124	100%	3,375	100%
REMOTE AMERICA	1,325	25.86%	776	22.99%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	1,325	25.86%	776	22.99%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	547	10.68%	405	12%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	547	10.68%	405	12%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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.

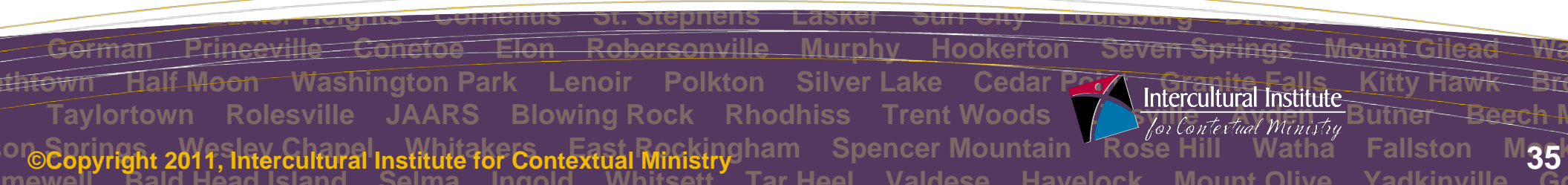
2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,124	100%	3,375	100%
STRUGGLING SOCIETIES	610	11.9%	414	12.27%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	381	7.44%	259	7.67%
Struggling city Centers	229	4.47%	155	4.59%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	443	8.65%	309	9.16%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	423	8.26%	296	8.77%
Urban Diversity	0	0%	0	0%
New Generation Activists	20	0.39%	13	0.39%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?



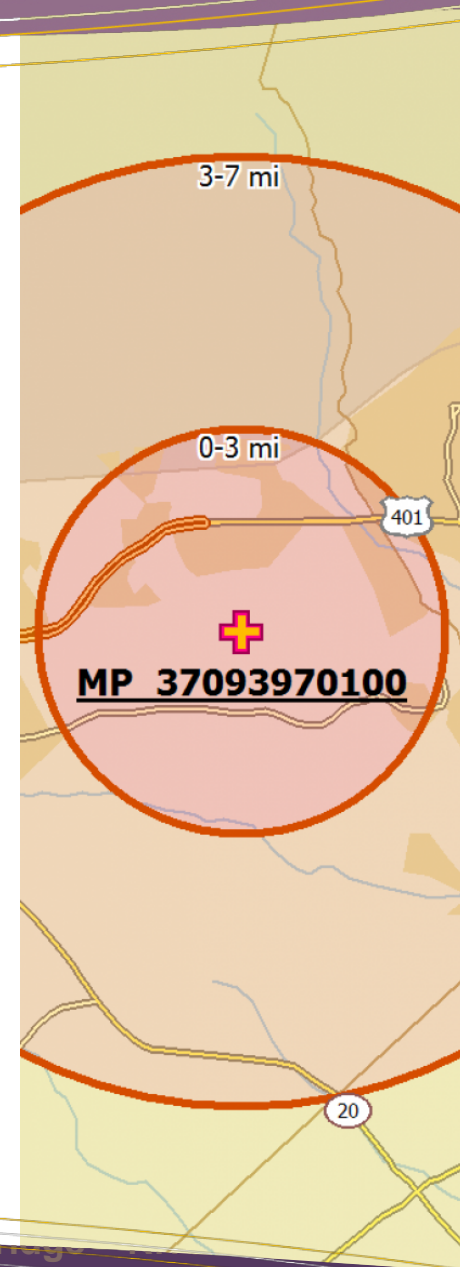
Potential Cultural Bridges

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	78%	76%	73%
Use Comp. for Internet/E-mail	59%	56%	52%
Internet Use: E-Mail	51%	47%	44%
Use Comp. for Word Processing	38%	35%	33%
Use Comp. for Comp. Games	38%	37%	35%
Use Comp. for Banking	34%	29%	26%
Use Comp. for Shopping	34%	31%	29%
Use Comp. for Education	33%	31%	30%
Use Comp. for Digital Camera Photo Editing	31%	29%	26%
Internet Use: Banking	30%	26%	24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	29%	26%	23%
HH Owns DVD Player	26%	28%	27%
Use Comp. for News/Info./Data Service	21%	21%	20%
PC-Network-HH Has One	19%	20%	19%
Use Comp. for Accounting	16%	13%	12%
Use Comp. for Personal Financial Mngmnt	13%	13%	12%
Internet Use: Shopping: Made A Purchase	12%	10%	9%
Use Comp. for Filing/DB Mngmnt	12%	12%	11%
Internet Use: Read Magazines/ Newspapers	12%	11%	10%
HH Owns Video/Webcam	11%	10%	9%

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	53%	53%	51%
Reading Books	49%	52%	52%
Card Games	41%	41%	40%
Go To A Beach/Lake	35%	33%	31%
Cooking for Fun	35%	36%	35%
Board Games	34%	32%	31%
Gardening	31%	29%	27%
Visit Zoo	21%	18%	17%
Going To	19%	17%	17%
Bars/Nightclubs/Dancing			

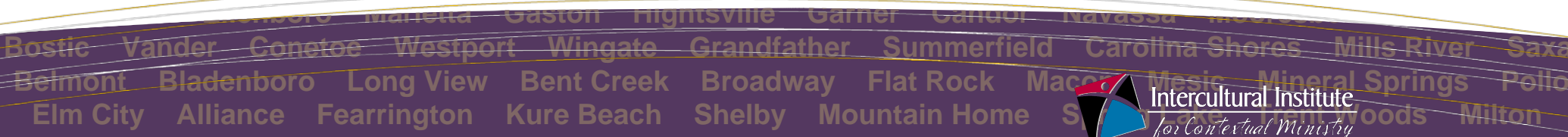
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	69%	68%
Gen./Fam. Practitioner	38%	37%	37%
Dentist	23%	25%	25%
Backache	22%	23%	23%
None Of These	19%	18%	18%
Eye Dr.	18%	21%	21%
Hypertension/High Blood Pressure	16%	20%	21%
High Cholesterol	16%	19%	19%
Heartburn	15%	14%	13%
Overweight (30 Pounds Or More)	14%	15%	15%

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.97%	26.61%	26.35%
Live Theater	15.95%	19.14%	19.55%
Live Theater Most Often	12.92%	15.38%	15.67%
Rock/Pop Concerts Most Often	12.7%	14.16%	14.2%
Comedy Club	11.41%	10.93%	10.59%
Dance Performance	8.23%	8.73%	9.46%
Movies: Comedy	41.41%	40.64%	40.26%
Movies: Action/Adventure	39.41%	39.13%	38.4%
Movies: Fam.	21.45%	22.51%	22.01%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.9%	21.46%	21.48%
Movies: Romantic Comedy	19.4%	20.29%	20.46%
Movies: Mystery	17.17%	17.19%	17.24%
MLB Baseball Reg. Season	7.42%	6.52%	5.95%
NFL Football Reg. Season	6.66%	6.65%	6.03%
College Football Reg. Season	5.88%	5.99%	5.39%
College Basketball Reg. Season	4.67%	4.3%	3.87%
NBA Basketball Reg. Season	3.47%	3.86%	3.51%
NHL Hockey Reg. Season	3.1%	2.11%	1.83%



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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	35.71%	38.77%	38.52%
Swimming	33.42%	30.51%	28.45%
Bowling	22.73%	22.86%	22.55%
Freshwater Fishing	20.96%	17.7%	16.46%
Billiards/Pool	20.8%	18.58%	17.8%
Basketball	17.17%	18.54%	18.32%
Weight Training	15.65%	15.7%	14.94%
Jogging/Running	14.61%	15.83%	16.1%
Football	13.68%	13.39%	13.18%
Baseball	13.61%	12.71%	12.52%
Camping Trips	13.14%	10.54%	9.64%
Using Cardio Machine	12.47%	12.88%	12.23%
Mountain/Road Biking	11.56%	10.46%	10.08%
Golf	11.13%	11.86%	11.17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	9.98%	10.8%	10.77%
Hunting	9.27%	7.74%	6.92%
Saltwater Fishing	9.06%	8.5%	7.67%
Aerobics	8.85%	11.09%	11.41%
Target Shooting	8.68%	7.16%	7.08%
Volleyball	8.64%	8.65%	8.64%
Softball	8.06%	8.57%	8.49%
Soccer	8.01%	8.18%	7.99%
Backpacking/Hiking	7.41%	7.68%	7.4%
Motorcycling	6.53%	5.7%	5.31%
Horseback Riding	6.46%	5.43%	5.04%
Tennis	6.22%	7.16%	7.18%
Power Boating	5.86%	5.73%	5.48%
Yoga	5.31%	6.34%	6.45%

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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	4.84%	5.23%	5.09%
Archery	4.83%	3.54%	3.43%
Roller Skating	4.74%	5.67%	6.03%
Fly Fishing	4.55%	4.3%	4.1%
Canoeing/Kayaking	4.46%	5.06%	4.87%
Racquetball	3.98%	4.52%	4.8%
Jet Skiing	3.75%	4.08%	3.94%
Snorkeling	3.63%	4.17%	3.94%
Water Skiing	3.52%	3.61%	3.58%
Downhill & X-Country Skiing	3.27%	3.93%	3.8%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	2.93%	3.21%	3.15%
Skateboarding	2.88%	3.66%	3.6%
Rock Climbing	2.62%	2.77%	2.9%
Rowing	2.58%	2.87%	2.73%
Snowboarding	2.53%	3.01%	3.03%
Sailing	2.5%	2.86%	2.72%
Martial Arts	2.4%	3.05%	3.28%
Hockey	2.39%	3.69%	3.91%
Auto Racing	2.27%	2.29%	2.35%
Surfing & Windsurfing	2.17%	2.63%	2.48%

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.

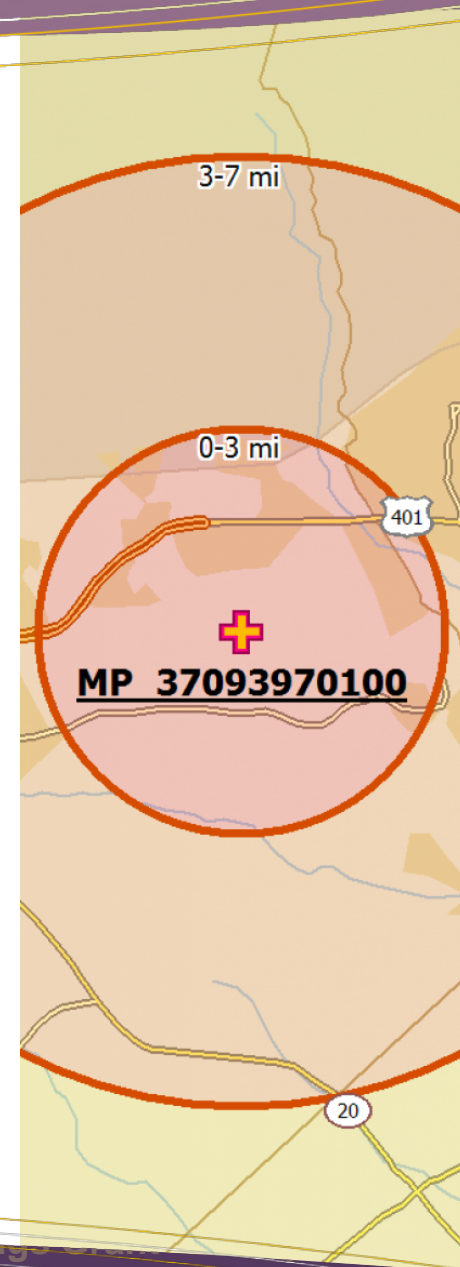
BIBLICAL BARRIERS

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.

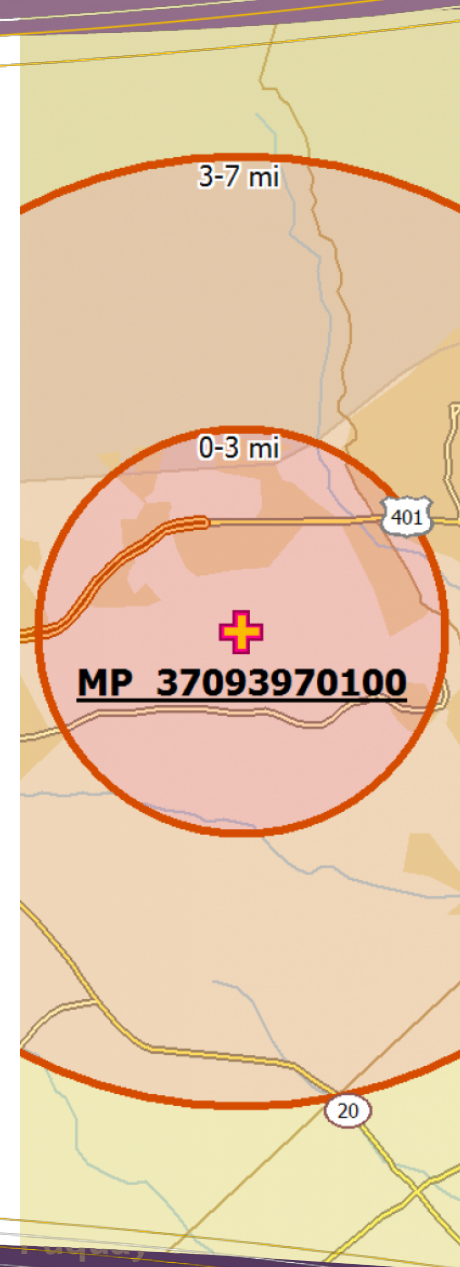
CULTURAL BARRIERS OF ACCEPTANCE

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 -- 0-3 miles, 3-7 miles, 7-10 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.

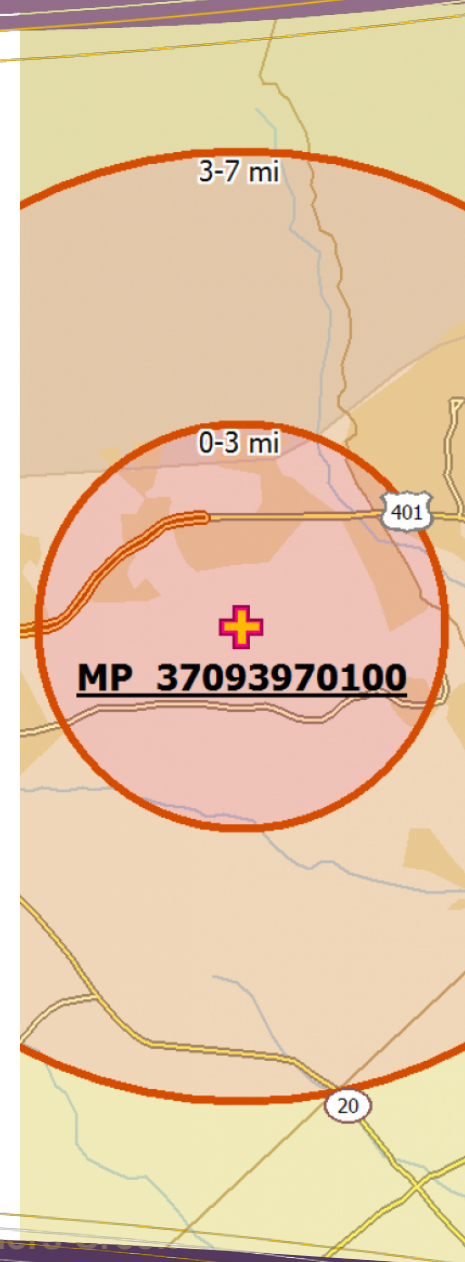
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	52%	52%
Find It Difficult To Say No To My Kids	38%	40%	39%
Like Control Over People And Resources	36%	38%	38%
Speak My Mind Even If It Upsets People	34%	38%	38%
Woman's Place Is In The Home	34%	35%	35%
Like To Do Unconventional Things	32%	31%	30%
Don't Judge People/Way They Live Life	27%	29%	29%
Prefer To Have Few Possessions As Possible	26%	29%	29%
Too Much Sponsorship In Arts/Sports	25%	27%	28%
Money Is Best Measure Of Success	24%	25%	25%
If Won Lottery Would Never Work Again	23%	27%	26%
I Am A Workaholic	23%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	20%	21%
Friends More Important Than My Fam.	19%	21%	21%
Marijuana Should Be Legalized	19%	21%	21%
Rarely Sit Down to a Meal Together At Home	16%	17%	16%
Like To Pursue Challenge/Novelty/Change	16%	17%	18%
We Should Strive for Equality for All	14%	15%	16%
Only Work Current Job for The Money	14%	15%	16%
On Whole People Get What They Deserve	11%	10%	11%
Indulge My Kids With The Little Extras	10%	10%	10%
Happy With My Standard Of Living	9%	11%	12%
Little I Can Do To Change My Life	8%	9%	9%
Very Happy With My Life As It Is	6%	7%	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:

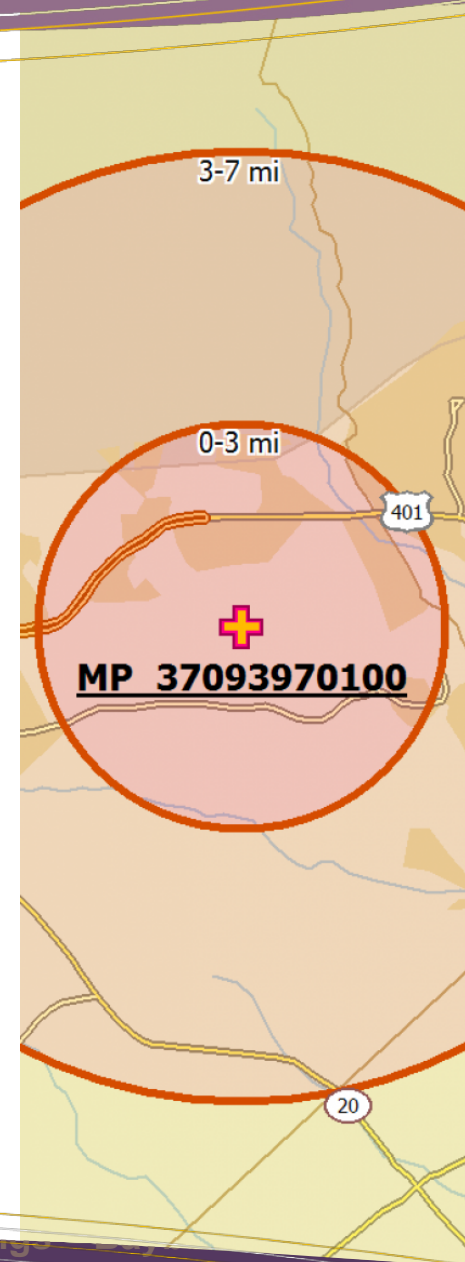
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	63%	63%	61%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	36%	37%	37%
Prefer Work Part Of Team Than Alone	34%	38%	39%
Important Feel Respected By My Peers	30%	32%	33%
Important To Juggle Various Tasks	28%	32%	34%
Prefer To Have Few Possessions As Possible	26%	29%	29%
Good At Fixing Things	25%	28%	29%
People Have To Take Me As They Find Me	24%	24%	24%
Have Keen Sense Of Adventure	23%	26%	27%
Worried About Pollution Caused By Cars	19%	19%	19%
Looking for New Ideas To Improve Home	18%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	20%
Like To Just Enjoy Life	17%	18%	19%
Real Men Don't Cry	16%	17%	17%
Provide My Kids With The Little Extras	14%	18%	19%
Is An Important Part Of Who I Am	14%	13%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Try Not To Worry About The Future	13%	15%	16%
Like Spending Most Time With Fam.	6%	6%	6%
Children Should Be Allowed To Express Themselves	6%	7%	8%
Feel Very Alone In The World	5%	5%	6%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	85.9%	87.39%	86.31%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.29%	82.15%	80.24%
Houses-Visit Any			
McDonald's	59.87%	58.58%	56.83%
Burger King	38.65%	38.47%	38.75%
Taco Bell	32.82%	29.52%	27.81%
Applebee's	32.3%	31.42%	29.27%
Wendy's	32.2%	33.32%	32.47%
Subway	31.97%	32.33%	30.73%
Kentucky Fried Chicken (KFC)	30.25%	33.7%	33.96%
Pizza Hut	24.51%	24.94%	24.42%
Arby's	23.42%	23.7%	22.56%
Olive Garden	20.54%	20.26%	19.69%

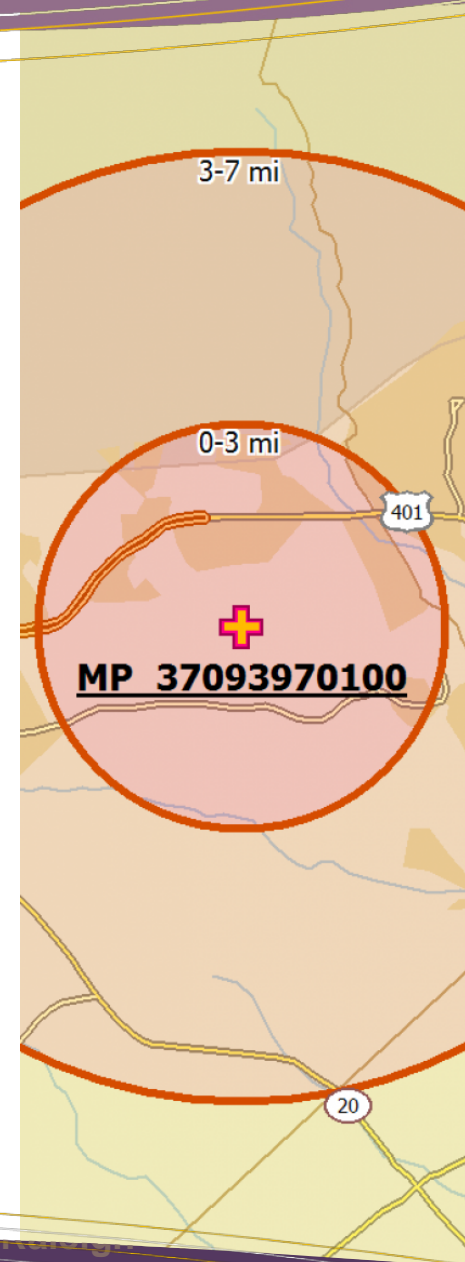
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chick-Fil-A	18.5%	19.45%	17.83%
Sonic	17.77%	15.86%	15.1%
Dairy Queen	17.73%	16.92%	16.1%
Cracker Barrel	16.67%	16.46%	14.91%
Domino's Pizza	16.08%	17.04%	17%
IHOP (International House Of Pancakes)	16.06%	17.03%	16.58%
Red Lobster	15.95%	19.01%	18.83%
Golden Corral	15%	15.97%	15.8%
Outback Steakhouse	14.69%	14.89%	14.13%
Chili's Grill and Bar	14.4%	14.84%	13.6%
Starbucks	14.03%	13.04%	12.32%
Ruby Tuesday	13.89%	14.43%	13.22%

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-- 0-3 miles, 3-7 miles, 7-10 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.

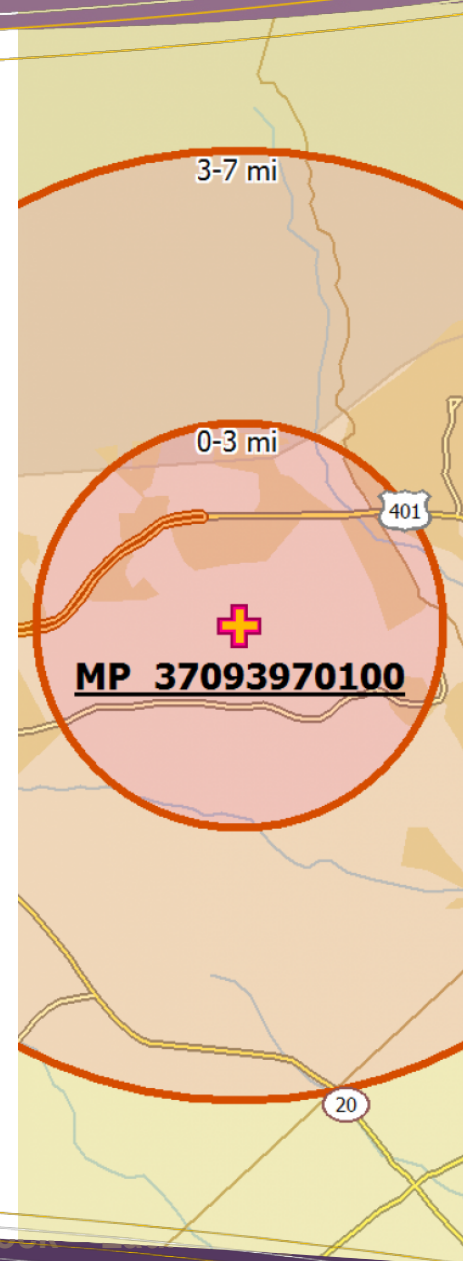
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	39.66%	44.37%	44.51%
Recycled products	28.7%	29.79%	28.76%
Worked as volunteer (non political)	13.85%	13.87%	13.43%
Engaged in fund raising	9.41%	11.23%	11.77%
Religious club member	7.39%	8.97%	8.81%
Church Board	5.02%	7.54%	7.64%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.01%	5.23%	5.15%
Wrote to editor of mag or newspaper	4.84%	4.93%	4.85%
Charitable Organization	4.44%	4.69%	4.77%
Union member	4.4%	5.58%	5.64%
Addressed a public meeting	4.26%	4.42%	4.36%
Took active part in local civic issue	3.93%	4.77%	4.93%

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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	14.62%	15.67%	15.32%
Children's Books	12.93%	13.52%	13.35%
Mystery	11.26%	9.29%	9.01%
Religious (not Bibles)	9.69%	10.94%	10.81%
Cookbooks	9.31%	9.05%	8.82%
Romance	7.79%	7.16%	7.19%
History	6.57%	5.9%	5.76%
Personal/Business	5.78%	6.52%	6.52%
Self-help			
Biography	5.44%	6.24%	6.31%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	61.15%	65.8%	66.75%
Gen. Editorial	45.25%	50.96%	51.42%
Womens	41.73%	47.43%	47.09%
Service	33.74%	32.13%	30.77%
Mens	17.39%	19.3%	19.32%
Business/Finance	15.57%	21.3%	20.93%
Health	14.42%	14.74%	14.35%
Parenthood	14.31%	14.35%	13.88%
Music	13.21%	17.44%	18.23%

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	50.33%	50.79%	50.52%
Classified	34.61%	31.52%	31.72%
Sport	29.91%	29.96%	30.32%
Editorial Page	27.11%	27.13%	26.64%
Comics	25.46%	23.28%	22.9%
Business/Finance	24.32%	25.85%	25.66%
Food/Cooking	23.09%	23.44%	22.96%
Movie Listings & Reviews	22.13%	23.32%	23.91%
TV/Radio Listings	21.38%	22.01%	22.01%
Home/Gardening	18.8%	19.75%	19.67%
Travel	16.3%	18.3%	18.28%
Science/Technology	13.61%	15.75%	15.66%
Fashion	13.54%	16.47%	16.93%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	24.45%	15.77%	13.62%
Urban Contemporary	20.17%	32.71%	35.1%
CHR Contemp Hit Radio	17.92%	18.08%	18.18%
Adult Contemporary	14.89%	12.05%	11.4%
Rock	10.19%	8.08%	7.79%
Oldies	10.16%	9.29%	9.26%
Variety	8.34%	10.69%	10.97%
News/Talk	7.79%	7.78%	7.54%
Classic Rock	7.57%	5.51%	5.14%
Religious	6.6%	6.94%	6.67%
Alternative	6.54%	5.38%	5.06%
Soft Contemporary	6.5%	6.43%	5.96%
Jazz	5.64%	12.14%	12.09%
Hispanic	5.29%	4.04%	3.65%
Gospel	5.01%	6.99%	7.08%
All News	4.23%	7.8%	8.17%
Classic Hits	4.1%	2.89%	2.49%
All Talk	3.11%	4.07%	4.21%

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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.52%	63.83%	62.46%
Satellite Dish	54.61%	52.96%	50.66%
Soapnet	49.28%	51.05%	50.47%
Other Video-On-Demand	39.91%	42.8%	41.31%
Sci-Fi Channel	35.85%	36.99%	35.94%
MSNBC	32.31%	33.22%	32.57%
Adult Pay Per View TV	30.28%	33.68%	31.93%
TV Info From Sunday TV Magazine	29.68%	29.63%	28.9%
Nickelodeon	29.48%	28.15%	26.82%
Subscribe Digital Cable	29.04%	32.19%	32.94%
Nick At Nite	27.56%	26.39%	24.72%
Adult Swim	26.6%	22.84%	21.24%

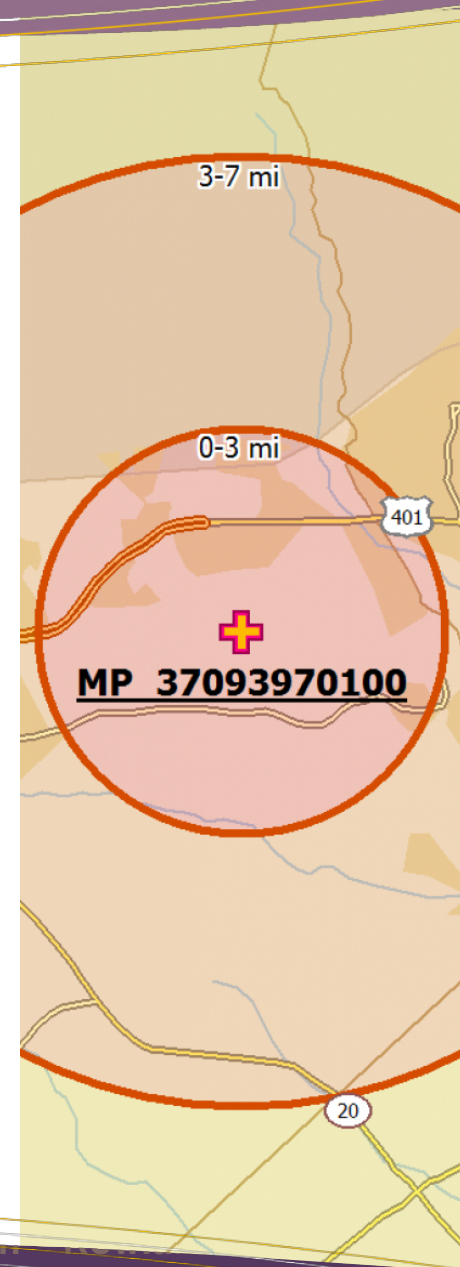
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.45%	27.01%	26.43%
Comedy Central	24.57%	26.6%	26%
Hallmark Channel	24.13%	25.34%	23.97%
TV Info From Monthly Cable Guide	24.09%	23.23%	22.2%
TCM (Turner Classic Movies)	24.06%	24.84%	23.93%
Video-On-Demand Movies	23.16%	23.47%	20.93%
ABC Fam.	22.37%	22.15%	21.55%
USA Network	21.91%	23%	22.62%
BET (Black Entertainment TV)	21.76%	20.73%	20.59%
TV Info From Other	20.87%	22.15%	22.2%
Lifetime	20.76%	23%	22.1%
ESPN2	20.52%	20.86%	20.96%

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.76%	17.86%	17.31%
Medium Users (4-6)	9.53%	9.15%	8.83%
Light Users (1-3)	19.37%	19.98%	20.36%
Quintiles (20%)			
Newspaper I (Heavy)	1.31%	0.9%	0.81%
Newspaper II	1.48%	1.66%	1.81%
Newspaper III	2.29%	2.16%	2.45%
Newspaper IV	1.47%	0.71%	0.51%
Newspaper V (Light)	1.17%	0.7%	0.64%

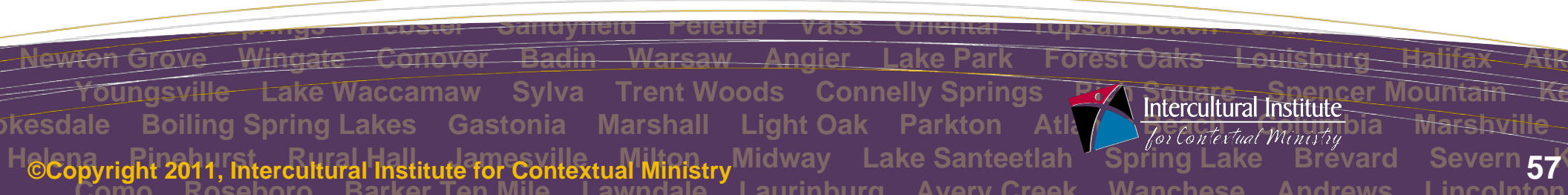
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	24.75%	21.5%	21.47%
Magazines II	10.45%	9.99%	10.1%
Magazines III	13.98%	11.46%	11.04%
Magazines IV	14.11%	13.18%	13.47%
Magazines V (Light)	0.96%	1.32%	1.25%
Outdoor I (Heavy)	6.09%	7.64%	7.9%
Outdoor II	2.54%	3.7%	3.96%
Outdoor III	3.92%	4.39%	4.8%
Outdoor IV	15.24%	16.37%	16.4%
Outdoor V (Light)	22.45%	23.85%	23.37%
Yellow Pages I (Heavy)	16.04%	16.26%	16.4%
Yellow Pages II	6.51%	7.87%	8.19%
Yellow Pages III	5.23%	7.31%	7.87%
Yellow Pages IV	22.83%	23.78%	23.92%
Yellow Pages V (Light)	3.5%	3.85%	4.25%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	4.65%	3.21%	3.42%
Drive Time III (Medium)	0.78%	0.95%	1.13%
Radio IV & V (Light)	2.22%	2.61%	3.13%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.51%	11.05%	10.75%
Radio III (Medium)	5.32%	4.54%	4.39%
Radio IV & V (Light)	4.83%	4.7%	4.63%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.16%	14.32%	13.27%
Cable III (Medium)	4.17%	4.3%	4.64%
Cable IV & V (Light)	31.9%	36.22%	36.17%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.62%	3.73%	4.26%
Prime Time III (Medium)	3.38%	1.97%	1.69%
Prime Time IV & V (Light)	12.76%	9.87%	9.28%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.62%	39.02%	39.27%
Fringe III (Medium)	51.18%	52.12%	52.85%
Fringe IV (Light)	55.36%	55.93%	55.63%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.03%	14.61%	15.87%
All Day III (Medium)	22.29%	23.13%	23.25%
All Day IV (Light)	14.29%	16.98%	18.15%



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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.16%	11.63%	11.57%
6:00am - 10:00am	13.06%	15.28%	15.78%
10:00am - 3:00pm	6.8%	9.42%	10.51%
3:00pm - 7:00pm	13.78%	13.82%	14.35%
7:00pm - Midnight	10.9%	11.75%	11.52%
Midnight - 6:00am	5.07%	6.48%	6.66%
Weekend Radio			
Listeners			
Dayparts [summary]	15.68%	14.92%	14.31%
6:00am - 10:00am	3.76%	3.06%	3.15%
10:00am-3:00pm	3.95%	5.44%	5.95%
3:00pm - 7:00pm	7.24%	7%	6.94%
7:00pm - Midnight	10.45%	10.28%	10.01%
Midnight - 6:00am	10.71%	11.95%	12.24%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.75%	7.16%	6.55%
Saturday: 8:00-11:00pm	8.96%	8.86%	9.06%
Sunday: 7:00-11:00pm	10.43%	9.12%	8.54%
9:00am-1:00pm	27.56%	26.39%	24.72%
9:00am-4:00pm	31.93%	31.05%	29.25%
4:00pm-7:00pm	28.72%	32.3%	31.88%
11:00pm-1:00am	40.5%	42.8%	42.02%
AVG Prime time	3.19%	4.42%	4.55%
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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.06%	14.47%	14.18%
7-9am	20.52%	20.86%	20.96%
9am-12noon	23.23%	22.03%	20.33%
12noon-4pm	8.7%	9.01%	8.92%
4-6pm	44.66%	50.88%	49.51%
6-7pm	18.81%	18.38%	17.74%
7-7:30pm	1.18%	2.02%	2.06%
7:30-8pm	11.78%	12.5%	11.75%
8-11pm	7.75%	7.16%	6.55%
11pm-12am	32.31%	33.22%	32.57%
11pm-1am	40.5%	42.8%	42.02%
1-6am	27.26%	31.66%	30.93%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.38%	16.95%	16.66%
Sat: 10am-1pm	9.03%	8.66%	9.09%
Sat: 1-4pm	24.92%	25.2%	24.36%
Sat: 4-6pm	7.38%	7.69%	7.87%
Sat: 6-7pm	1.6%	1.8%	1.84%
Sat: 7-8pm	0.76%	1.02%	1.06%
Sat: 8-11pm	8.96%	8.86%	9.06%
Sat: 11pm-1am	5.26%	6.54%	7.03%
Sat: 1am-7pm	21.91%	23%	22.62%
Sun: 7-10am	2.26%	2.53%	2.53%
Sun: 10am-1pm	6.91%	6.23%	5.87%
Sun: 1-4pm	7.09%	5.73%	5.31%
Sun: 4-7pm	15.11%	12.94%	12.18%
Sun: 7-11pm	10.43%	9.12%	8.54%
Sun: 11pm-1am	6.58%	5.59%	5.23%
Sun: 1-7am	23.8%	21.67%	20.49%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

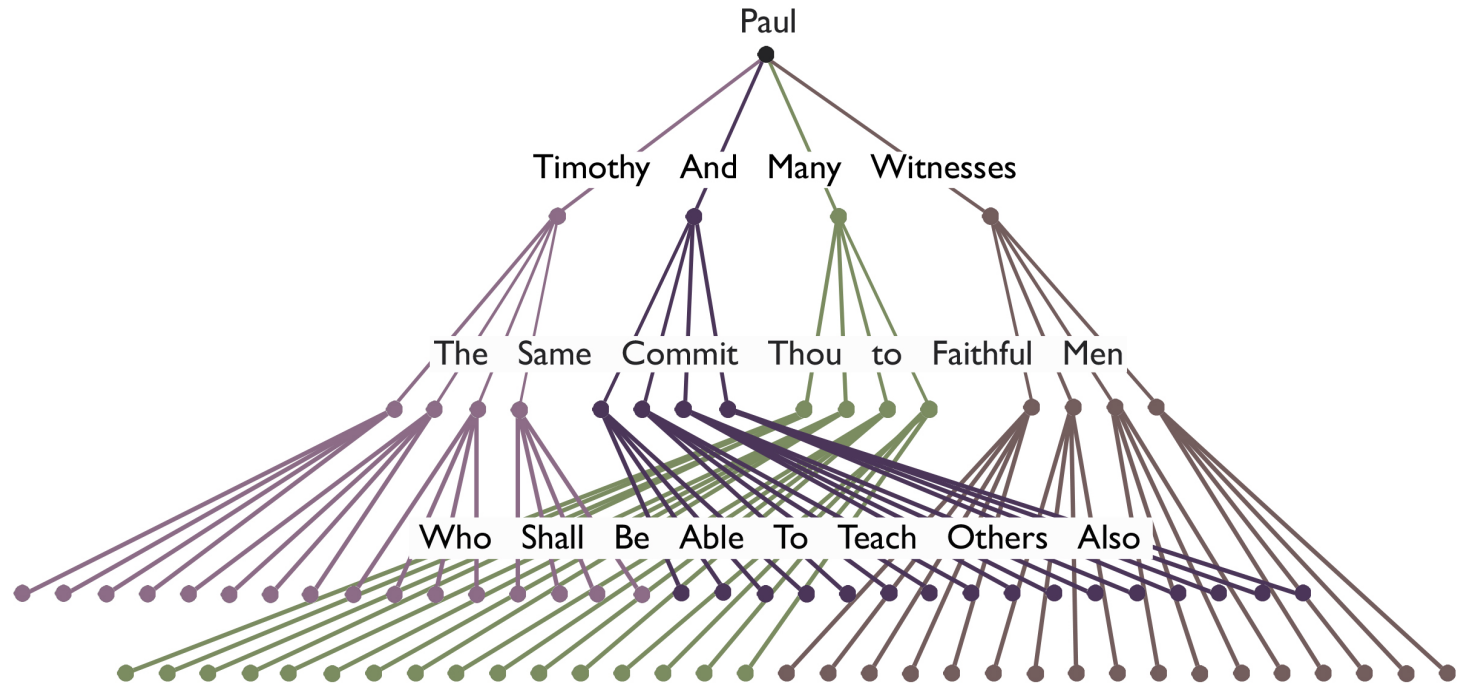
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

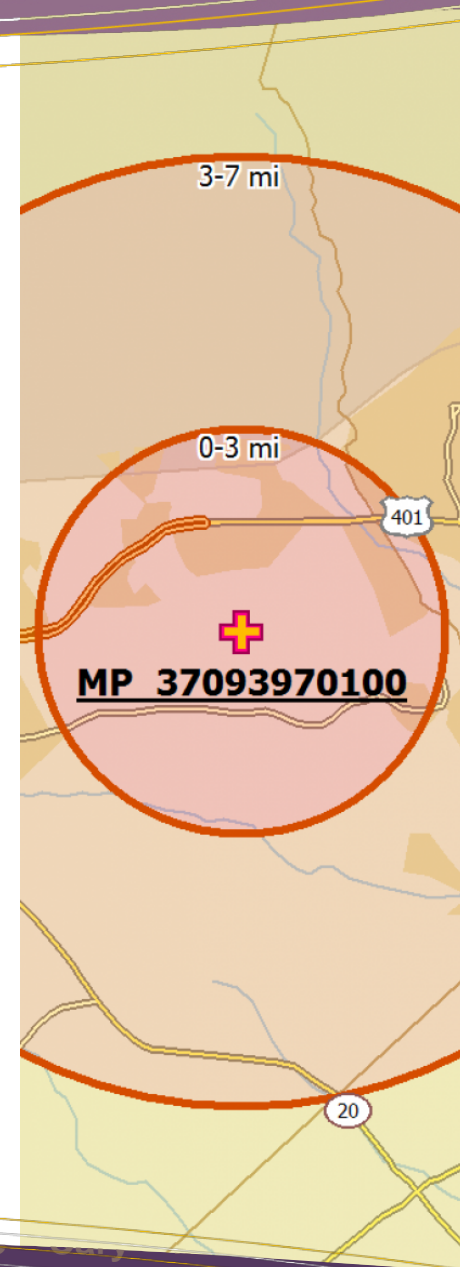


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Pittman Grove - Raeford	4921 Pittman Grove Church Rd Raeford, NC 28376	3.35 mi	35	Insufficient Data
2	Hillcrest - Raeford	2699 US Highway 401 Bus Raeford, NC 28376	4.37 mi	843	Declining
3	Lake Rim - Fayetteville	7758 Raeford Rd Fayetteville, NC 28304	4.65 mi	46	Growing
4	Atonement Missionary - Raeford	150 Jody Ln Raeford, NC 28376	4.75 mi	30	Plateauing
5	Raeford First - Raeford	333 N Main St Raeford, NC 28376	5.77 mi	97	Plateauing
6	Mount Calvary - Fayetteville	3529 Dundle Rd Fayetteville, NC 28306	6.17 mi	86	Declining
7	The Bridge Community Church	7623 Rockfish Rd Raeford, NC 28376	6.37 mi	75	Insufficient Data
8	Tabernacle - Raeford	3219 Lindsay Rd Raeford, NC 28376	6.37 mi	129	Declining
9	Ephesus - Raeford	4750 Arabia Rd Raeford, NC 28376	6.37 mi	72	Plateauing
10	Iglesia Bautista Roca Eternal - Raeford	3849 US Highway 401 Bus Raeford, NC 28376	6.37 mi	55	Insufficient Data
11	Dundarrach - Shannon	375 Hall Rd Shannon, NC 28386	6.52 mi	95	Plateauing
12	Cliffdale Community - Fayetteville	7763 Cliffdale Rd Fayetteville, NC 28314	6.67 mi	248	Plateauing
13	Mount Gilead - Fayetteville	6248 Cliffdale Rd Fayetteville, NC 28314	7.29 mi	102	Declining
14	Fayetteville Korean - Fayetteville	6873 Cliffdale Rd Fayetteville, NC 28314	7.80 mi	220	Plateauing
15	Stoney Point - Fayetteville	6554 Rockfish Rd Fayetteville, NC 28306	7.87 mi	200	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Fayetteville Deaf	1130 Bingham Dr Fayetteville, NC 28304	8.67 mi	0	Insufficient Data
17	First Vietnamese	1130 Bingham Dr Fayetteville, NC 28304	8.67 mi	0	Insufficient Data
18	Arran Lake - Fayetteville	1130 Bingham Dr Fayetteville, NC 28304	8.67 mi	1,280	Plateauing
19	Lagrange Park - Fayetteville	7502 Ascot Ave Fayetteville, NC 28303	8.99 mi	127	Declining
20	Lumber Bridge - Lumber Bridge	100 E Main St Lumber Bridge, NC 28357	9.14 mi	13	Declining
21	Cumberland - Fayetteville	4957 Cumberland Rd Fayetteville, NC 28306	9.22 mi	75	Declining
22	South Hoke - Red Springs	4205 Old Maxton Rd Red Springs, NC 28377	9.63 mi	144	Growing
23	Golfview - Hope Mills	4211 Black Bridge Rd Hope Mills, NC 28348	9.78 mi	64	Plateauing
24	Lafayette - Fayetteville	501 Hope Mills Rd Fayetteville, NC 28304	9.98 mi	395	Declining
25	Family Community	4436 Cumberland Rd Fayetteville, NC 28306	10.00 mi	35	Insufficient Data
26	Sperring Memorial - Fayetteville	5869 Yadkin Rd Fayetteville, NC 28303	10.18 mi	95	Plateauing
27	Friendship - Hope Mill	3232 Davis St Hope Mills, NC 28348	10.29 mi	55	Plateauing
28	Zion Hill - Shannon	100 Church St Shannon, NC 28386	10.41 mi	164	Plateauing
29	Parkton - Parkton	108 E 2nd St Parkton, NC 28371	10.59 mi	83	Declining
30	Faithwalk Fellowship	3508 Bullard St Hope Mills, NC 28348	10.61 mi	71	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	New Life Community Church	1268 Ireland Dr Fayetteville, NC 28304	10.79 mi	54	Growing
32	Suggs Grove - Fayetteville	16618 NC Highway 53 W Fayetteville, NC 28312	10.85 mi	41	Declining
33	Macedonia - Fayetteville	5064 Macedonia Church Rd Fayetteville, NC 28312	10.85 mi	118	Plateauing
34	Cumberland Union - Fayetteville	6957 Tabor Church Rd Fayetteville, NC 28312	10.85 mi	43	Plateauing
35	Japanese Fellowship - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	10.99 mi	20	Insufficient Data
36	Grace - Fayetteville	3901 Raeford Rd Fayetteville, NC 28304	10.99 mi	118	Plateauing
37	Faymont - Fayetteville	3663 Cumberland Rd Fayetteville, NC 28306	11.15 mi	188	Insufficient Data
38	New Beginning - Raeford	2909 Fulford McMillan Rd Raeford, NC 28376	11.34 mi	54	Declining
39	Village - Fayetteville	906 S McPherson Church Rd Fayetteville, NC 28303	11.38 mi	1,321	Plateauing
40	Highland - Hope Mills	4456 Legion Rd Hope Mills, NC 28348	11.41 mi	128	Plateauing
41	Shannon - Shannon	10530 Shannon Rd Shannon, NC 28386	11.52 mi	30	Declining
42	Bonnie Doone - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	11.68 mi	57	Declining
43	Korean Glory - Fayetteville	5200 Bragg Blvd Fayetteville, NC 28303	11.68 mi	13	Growing
44	Southview - Hope Mills	4089 Elk Rd Hope Mills, NC 28348	11.82 mi	508	Growing
45	Hillside - Hope Mills	3807 Legion Rd Hope Mills, NC 28348	11.92 mi	40	Declining





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

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