

MissionSite

top unreached locations



PITTSBORO, NC

CENSUS TRACT: 37037020800

REGION: Region 4: Triangle

COUNTY: Chatham

SITESCAPE: Townscape

DENSITY PATTERN: 13



In partnership with the:



Intercultural Institute
for Contextual Ministry



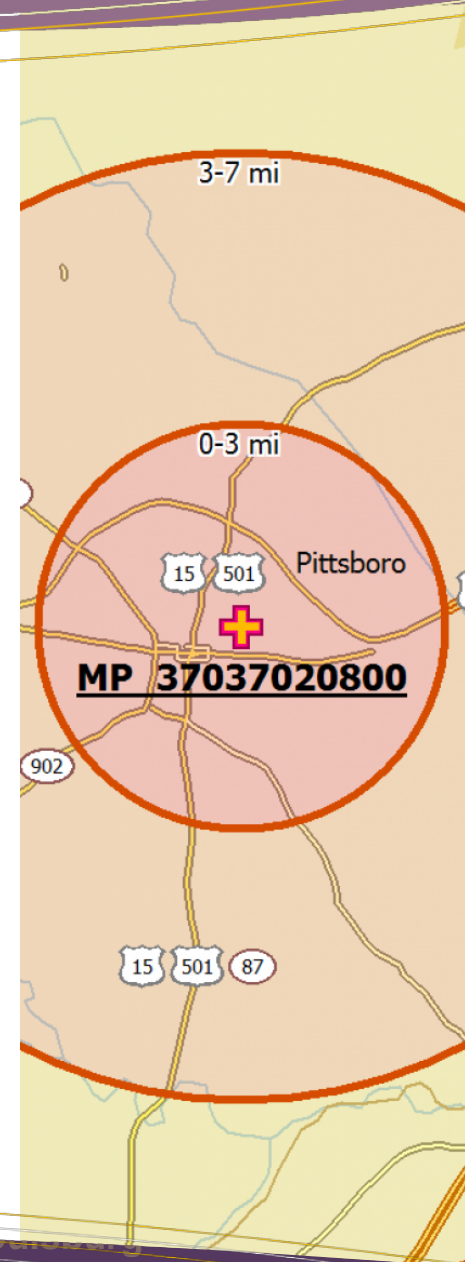
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Site Location Summary

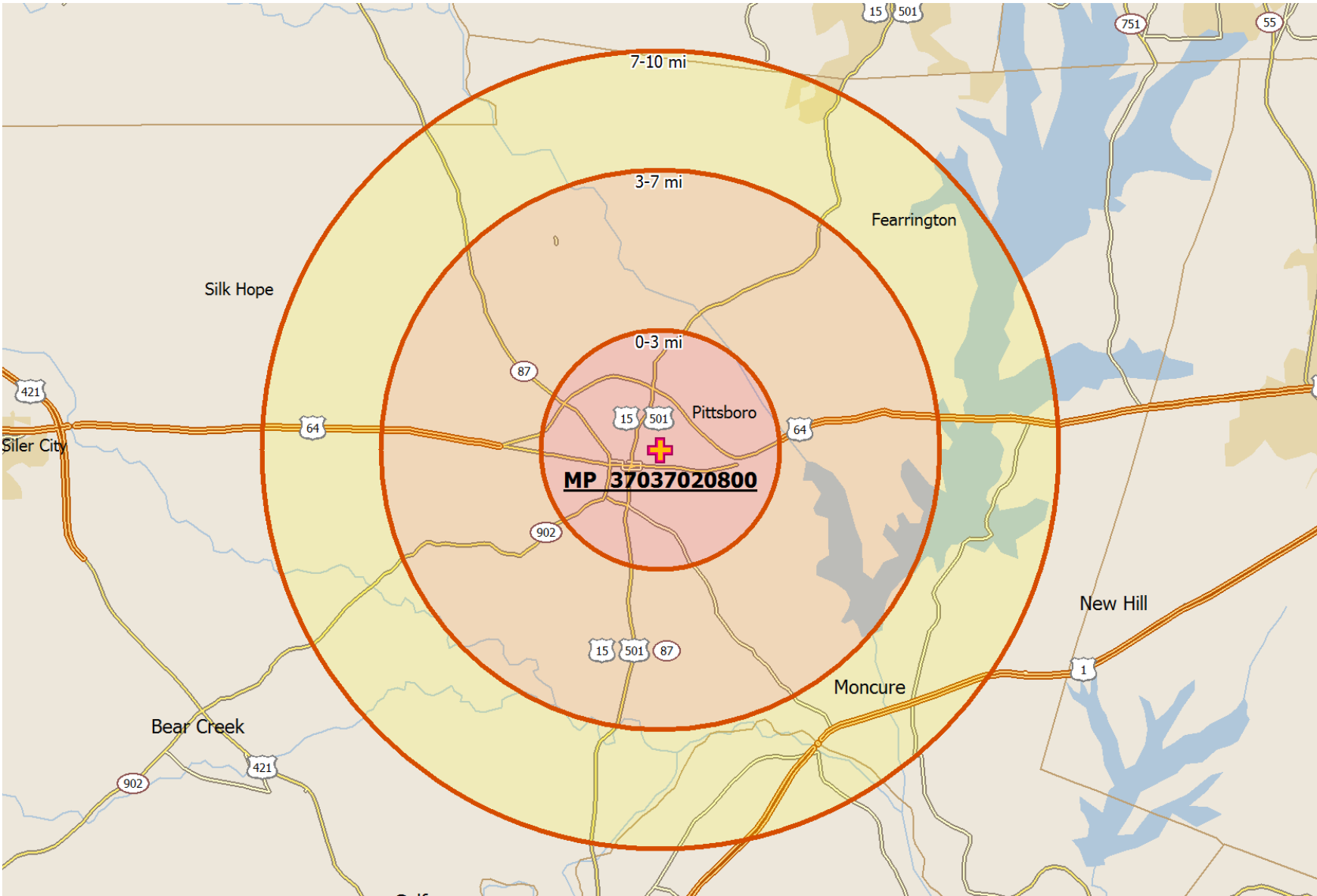
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3704	Region 4: Triangle
3	County Location	37037	Chatham
4	Zipcode	27312	Chatham
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	I3	10000-2500-50000



Harkers Island Cameron Siler City Falkland Glen Raven Banner Elk Hope Mills Lawndale Shallotte Seaside
 Plain View Red Springs Four Oaks Summerfield Butner Webster Seven Lakes Pineville Lowell Lakeview
 Ann Alamance Aberdeen Jamestown Denton South Henderson Fearington Hills Hillsborough Enochville
 Greenville Clyde Oriental Fairplains Five Points Beulaville Polkton Selma Trinity St. James Stokesdale York
 Enon Whiteville Polkville Cape Carteret Richlands West Jefferson Bonnetsville Toast West Canton Ocean View

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	CO DE	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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 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

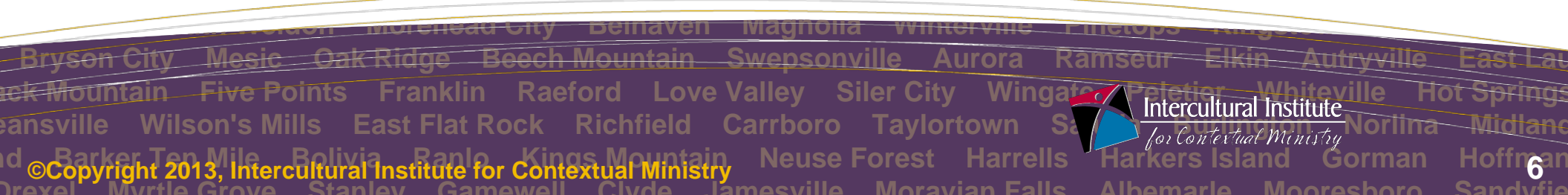


Site Location Summary - Band Composition

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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,898	11,454	12,662
2010 Households	1,975	4,392	4,820
2010 Group Quarters Population	305	15	65

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	2	22
Language Diversity National Index	23	12	30
Foreign Born Diversity National Index	19	18	21
Ancestry Diversity National Index	60	91	82
Racial Diversity National Index	53	44	44



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.

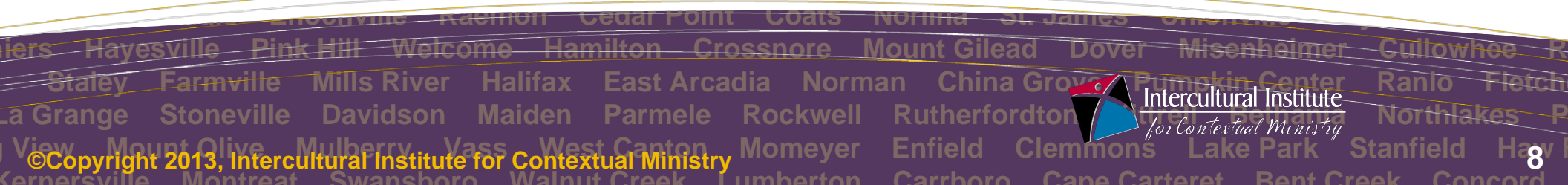
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

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	234	11.85%
Mainstay Communities	Established, Diverse Households	282	14.28%
Working Communities	Blue-collar, Working Families	230	11.65%
Country Communities	Rural, Agri. & Mining Families	259	13.11%
Aspiring Communities	Young Singles / Aspiring-Multihousing	926	46.89%
Urban Communities	High Density, Inner-city Neighborhoods	41	2.08%



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	16,514	1,381	8.36%
Unreached %	68.74%	69.92%	101.72
Religious But NOT Evangelical HH	4,342	429	9.89%
Religious But NOT Evangelical %	18.07%	21.74%	120.31
Spiritual But NOT Relig or Evang HH	2,580	189	7.34%
Spiritual But NOT Relig or Evang %	10.74%	9.59%	89.26
Not Evangelical, Not Interested HH	9,611	762	7.93%
Not Evangelical, Not Interested %	40%	38.61%	96.51



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	40	3	7.5%
Active BCNC Attenders	3,698	272	7.36%
Active Evangelical Households	3,768	296	7.87%
Active Evangelical Percent	15.68%	15.01%	95.73
Inactive Evangelical Households	3,744	295	7.88%
Inactive Evangelical Percent	15.58%	14.94%	95.87
# 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	Pittsboro - Pittsboro	1.08 mi	177	Growing	16	Flat Springs - Sanford	10.09 mi	184	Insufficient Data
2	Roca Fuerte - Pittsboro	1.75 mi	0	Insufficient Data	17	Rives Chapel - Siler City	11.01 mi	96	Plateauing
3	Rock Spring - Pittsboro	2.71 mi	95	Plateauing	18	Antioch - Chapel Hill	11.11 mi	148	Plateauing
4	New Salem - Pittsboro	3.47 mi	93	Growing	19	New Hill - New Hill	11.72 mi	52	Growing
5	Emmaus - Pittsboro	5.53 mi	301	Plateauing	20	Sunrise - Cha	12.36 mi	120	Insufficient Data
6	Mount Gilead - Pittsboro	5.64 mi	90	Declining	21	Mount Carmel - Chapel Hill	12.52 mi	188	Insufficient Data
7	Pleasant Hill - Pittsboro	6.17 mi	29	Declining	22	Mision Bautista Monte Carmelo - Chapel Hill	12.53 mi	37	Insufficient Data
8	Gum Springs - Moncure	7.23 mi	57	Growing	23	HillSong - Chapel Hill	12.65 mi	129	Plateauing
9	Mays Chapel - Bear Creek	8.11 mi	35	Insufficient Data	24	Sandy Branch - Bear Creek	12.67 mi	148	Declining
10	Joy - Siler City	8.66 mi	67	Plateauing	25	New Hope - Sanford	12.71 mi	230	Insufficient Data
11	Moncure - Moncure	8.89 mi	52	Declining	26	Goldston - Goldston	12.98 mi	92	Growing
12	Mount Olive - Pittsboro	9.36 mi	126	Plateauing	27	Olive Chapel - Apex	13.16 mi	225	Declining
13	Eagles Rise at Restoration	9.63 mi	0	Insufficient Data	28	Bethany - Gulf	13.23 mi	70	Growing
14	Lystra - Chapel Hill	9.63 mi	0	Insufficient Data	29	Cumnock - Sanford	13.50 mi	62	Growing
15	Bells - Apex	10.01 mi	65	Insufficient Data	30	Bethel - Chapel	13.52 mi	0	Insufficient Data

Using the Spirituality Indicators

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

Issues for Your Consideration

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

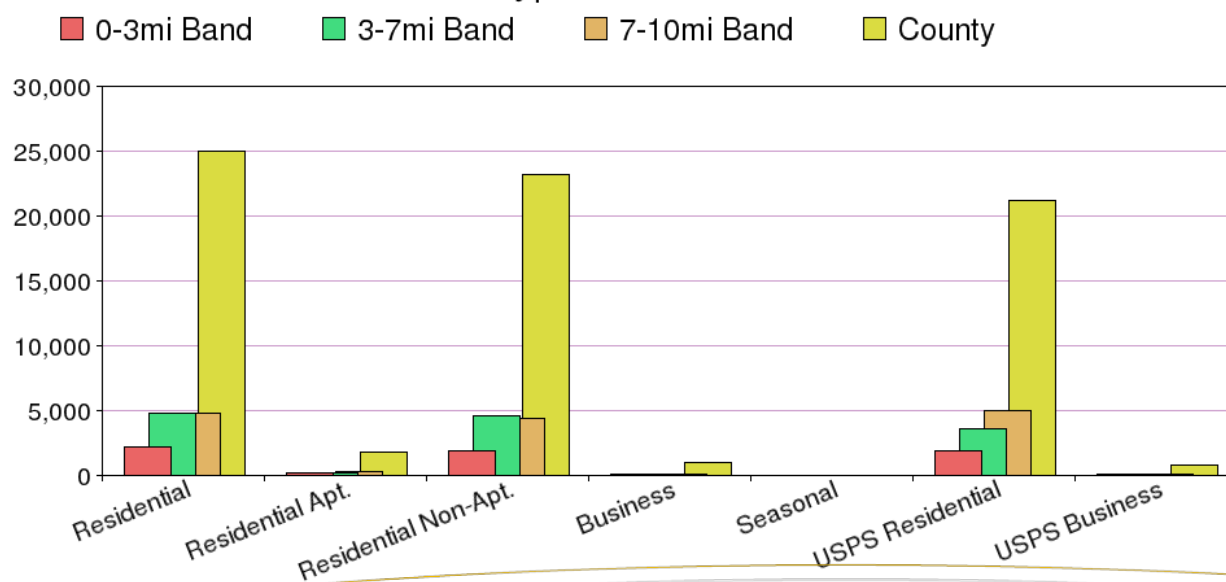
Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	38,759	3,814	9.84%
2000 Population	49,329	4,569	9.26%
2010 Population	66,463	5,898	8.87%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	15,293	1,478	9.66%
2000 Households	19,741	1,788	9.06%
2010 Households	24,026	1,975	8.22%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	2,154
Residential Apt.	237
Residential Non-Apt.	1,917
Business	131
Seasonal	0
USPS Residential	1,865
USPS Business	129

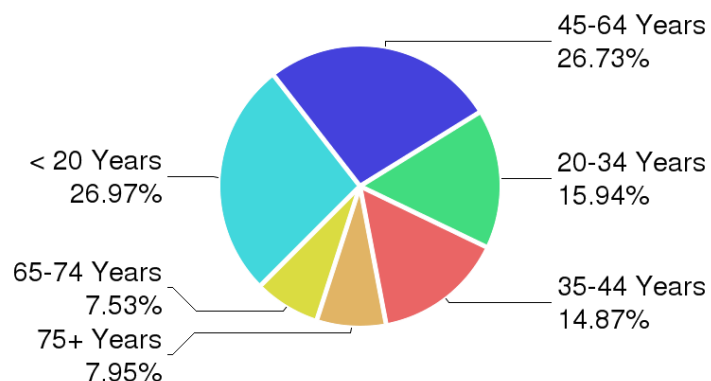
Current Demographic Summary

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	5.29%	5.75%	108.7
4-5 Years	2.53%	2.37%	93.68
6-8 Years	3.71%	4.1%	110.51
9-11 Years	3.69%	4%	108.4
12-13 Years	2.45%	2.73%	111.43
14-17 Years	4.57%	5.27%	115.32
18-19 Years	2.2%	2.73%	124.09
0-5 Years	7.82%	8.12%	103.84
6-12 Years	8.62%	9.53%	110.56
13-19 Years	7.99%	9.31%	116.52
< 20 Years	24.43%	26.96%	110.36
20-34 Years	15.94%	15.94%	100
35-44 Years	15%	14.87%	99.13
45-64 Years	29.1%	26.72%	91.82
65-74 Years	8.42%	7.53%	89.43
75+ Years	7.1%	7.95%	111.97
Median Age	42	40	95.45
Median Age (Male)	40	39	96.78
Median Age (Female)	43	39	89.83

Age Group Percentages



Mount Gilead Lincolnton Belwood Altamahaw Selma Candor Brogden Kenly Fountain Bath Havelock
 onville Foxfire Delway Eureka Cashiers Southport Elon Kelly Windsor King Seven Devils Prospect
 Eden Butters Garysburg Stonewall Beulaville Fairfield Harbour W... Duck Lowell W...
 Carthage Forest City White Oak Alamance Stanfield Oak Ridge Wilson's Mills Greenevers Balfour
 Badin Sims Walkertown Whitsett Forest Hills Aurora Mulberry Calynso Lewiston Woodville Black

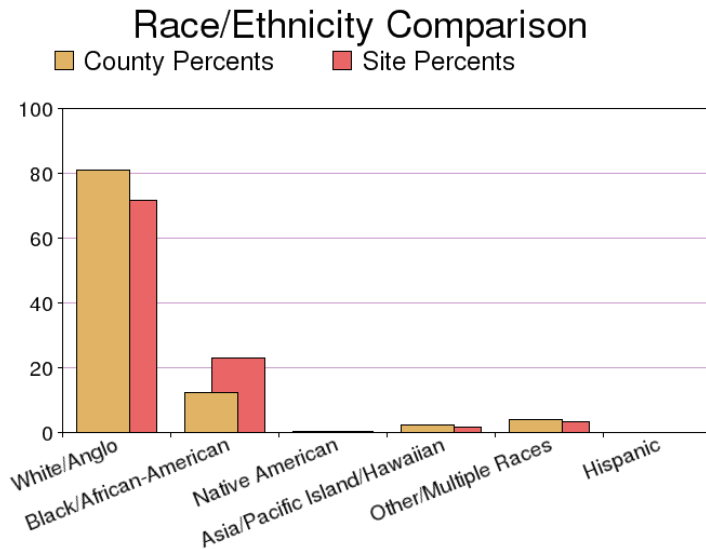


Current Demographic Summary

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	80.92%	71.62%	88.51
Black, African-American	12.31%	22.97%	186.64
Native American	0.41%	0.49%	121.03
Asian	2.21%	1.51%	68.23
Pacific Island, Hawaiian	0.05%	0.07%	136.59
Other/Multiple Races	4.11%	3.34%	81.32
Hispanic	0%	8.58%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,940	4,040	
Less than 9th Grade	6.48%	5.22%	124
No High School Diploma	8.83%	6.26%	141.04
High School Graduate	27.26%	30.89%	88.26
Some College, no degree	16.24%	17.3%	93.85
Associate Degree	6.96%	7.25%	96
College Degree	21.17%	20.84%	101.55
Graduate/Prof. degree	13.06%	12.23%	106.82

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	5.69%	8.71%	230.44
\$10,000 to \$19,999	11.25%	10.99%	97.63
\$20,000 to \$29,999	10.66%	12.25%	114.95
\$30,000 to \$49,999	16.62%	17.32%	104.17
\$50,000 to \$59,999	8.84%	10.43%	117.93
\$60,000 to \$69,999	8.06%	7.44%	92.32
\$70,000 to \$79,999	6.83%	6.84%	100.14
\$80,000 to \$89,999	5.55%	4.71%	84.87
\$90,000 to \$99,999	3.99%	3.54%	88.8
\$100,000 to \$124,999	8.37%	8.86%	105.81
\$125,000 to \$149,999	4.32%	3.19%	73.91
\$150,000 to \$199,999	4.8%	2.89%	60.09
\$200,000 to \$249,999	1.73%	1.01%	58.63
\$250,000 or more	3.28%	1.72%	52.49
Median Household	56,379	49,901	88.51
Average Household	74,896	64,523	86.15
Per Capita Household	27,374	21,758	79.48
Family/Non-Family Household Income			
Median Family Income	70,004	63,396	90.56
Average Family Income	89,575	76,214	85.08
Median Non-Family Income	35,093	29,376	83.71
Average Non-Family Income	46,348	35,693	77.01

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	66.04%	66.68%	100.97
Families with Children	28.81%	34.33%	119.14
Families without Children	37.23%	32.35%	86.91
Non-Family Households			
% Non-Family Households	33.96%	33.32%	98.11
Non-Families with Children	0.2	0.2	99.31
Non-Families without Children	33.76	33.11	98.1
Housing Units			
			Index
Total Housing Units	26,947	2,264	
Vacant percent	10.84%	12.77%	117.76
Owned percent	68.11%	57.86%	84.95%
Rented Percent	21.05%	29.37%	139.55
Households by Size			
			Index
Avg household size	2.73	2.83	103.66
Avg family hh size	3.46	3.61	104.34
Avg non-family hh size	1.31	1.27	96.95
Households By Count of Persons			
			Percent
One	6,573	558	8.49%
Two	6,520	473	7.25%
Three or Four	7,918	718	9.07%
Five+	3,015	226	7.5%

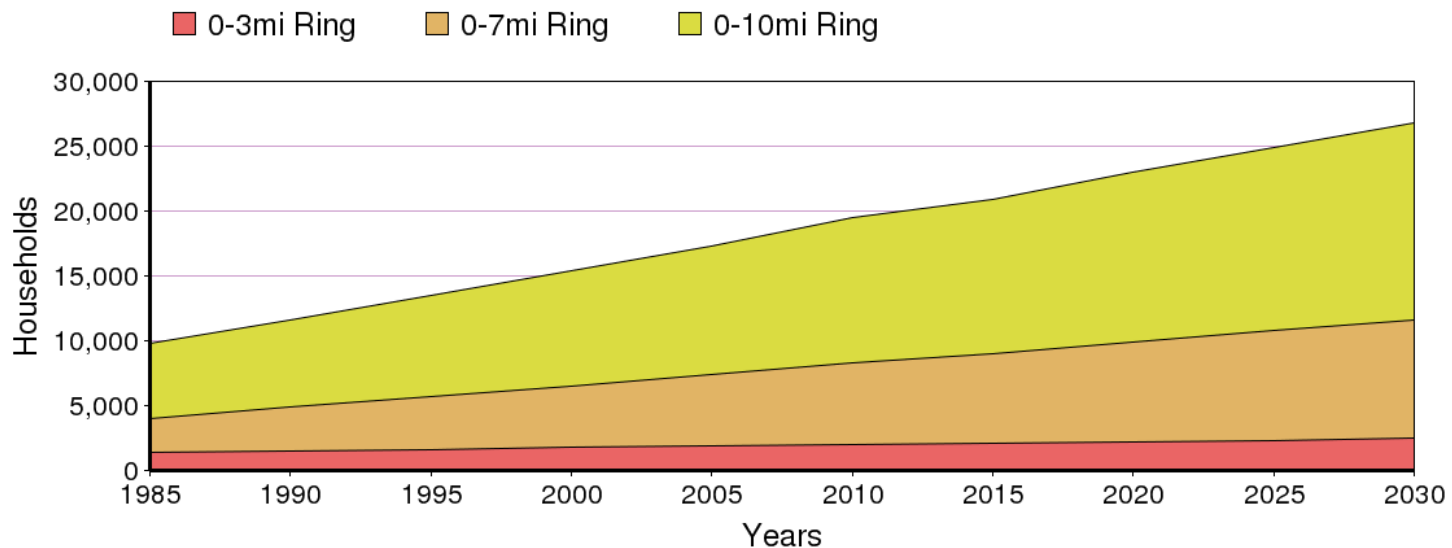
Projected Demographic Summary

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	38,759	3,814	9.84%
2000 Population	49,329	4,569	9.26%
2010 Population	66,463	5,898	8.87%
2015 Population	74,910	6,577	8.78%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	15,293	1,478	9.66%
2000 Households	19,741	1,788	9.06%
2010 Households	24,026	1,975	8.22%
2015 Households	25,954	2,089	8.05%

Household Change from 1985 to 2030



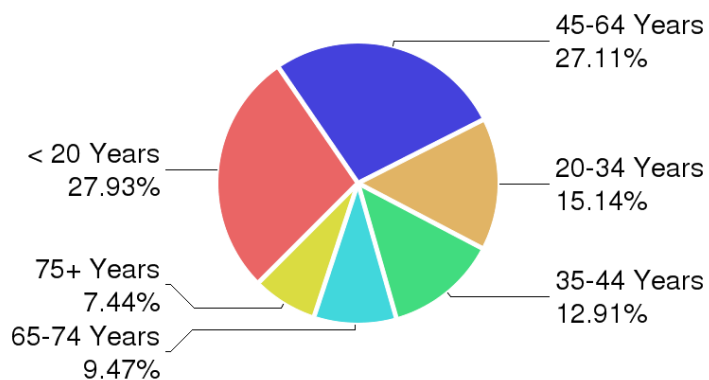
Projected Demographic Summary

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	5.75%	6.07%	105.57
4-5 Years	2.37%	2.49%	105.06
6-8 Years	4.1%	4.06%	99.02
9-11 Years	4%	3.91%	97.75
12-13 Years	2.73%	2.69%	98.53
14-17 Years	5.27%	5.7%	108.16
18-19 Years	2.73%	3.01%	110.26
0-5 Years	8.12%	8.56%	105.42
6-12 Years	9.53%	9.34%	98.01
13-19 Years	9.31%	10.03%	107.73
< 20 Years	26.96%	27.93%	103.6
20-34 Years	15.94%	15.14%	94.98
35-44 Years	14.87%	12.91%	86.82
45-64 Years	26.72%	27.11%	101.46
65-74 Years	7.53%	9.47%	125.76
75+ Years	7.95%	7.44%	93.58
Median Age	42	39	95.09
Median Age (Male)	40	40	99.33
Median Age (Female)	43	40	92.93

Projected Age Group Percentages



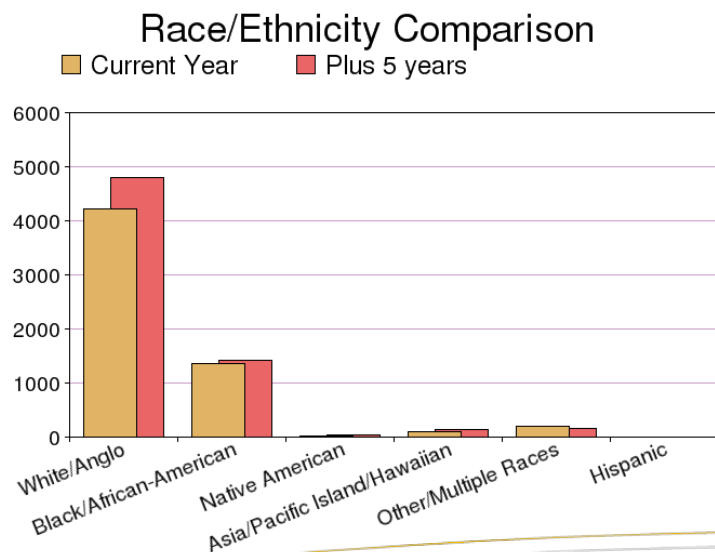
Projected Demographic Summary

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	71.62%	73.13%	102.12
Black, African-American	22.97%	21.73%	94.57
Native American	0.49%	0.49%	98.95
Asian	1.51%	2.07%	137.03
Pacific Island, Hawaiian	0.07%	0.08%	112.1
Other/Multiple Races	3.34%	2.49%	74.65
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,040	4,401	
Less than 9th Grade	5.22%	4.52%	86.58
No High School Diploma	6.26%	5.27%	84.18
High School Graduate	30.89%	30.95%	100.18
Some College, no degree	17.3%	16.54%	95.61
Associate Degree	7.25%	8.04%	110.91
College Degree	20.84%	22.27%	106.84
Graduate/Prof. degree	12.23%	12.41%	101.46



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	8.71%	7.56%	86.85
\$10,000 to \$19,999	10.99%	10.29%	93.67
\$20,000 to \$29,999	12.25%	12.02%	98.06
\$30,000 to \$49,999	17.32%	15.27%	88.18
\$50,000 to \$59,999	10.43%	10.05%	96.38
\$60,000 to \$69,999	7.44%	7.47%	100.33
\$70,000 to \$79,999	6.84%	7.13%	101.55
\$80,000 to \$89,999	4.71%	5.36%	104.71
\$90,000 to \$99,999	3.54%	3.59%	101.3
\$100,000 to \$249,999	8.86%	10.24%	115.61
\$125,000 to \$149,999	3.19%	3.88%	121.56
\$150,000 to \$199,999	2.89%	3.54%	122.74
\$200,000 to \$249,999	1.01%	1.1%	108.72
\$250,000 or more	1.72%	2.06%	119.57
Median Household	49,901	54,183	108.58
Average Household	64,523	70,053	108.57
Per Capita Household	21,758	22,421	103.05
Family/Non-Family Household Income			
Median Family Income	63,396	70,467	111.15
Average Family Income	76,214	83,614	109.71
Median Non-Family Income	29,376	33,203	113.03
Average Non-Family Income	35,693	42,510	119.1

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	66.68%	64.77%	97.13
Families with Children	34.33	33.27	96.91
Families without Children	32.35	32.31	99.87
Non-Family Households			
% Non-Family Households	33.32%	35.23%	105.75
Non-Families with Children	0.2	0.1	105.75
Non-Families without Children	33.11	35.14	106.11
Housing Units			
Total Housing Units	2,264	2,399	105.96%
Vacant percent	12.77%	12.92%	101.23
Owned percent	57.86%	58.27%	100.71
Rented Percent	29.37%	28.8%	98.06
Households by Size			
Avg household size	2.83	2.98	105.3%
Avg family hh size	3.61	3.94	109.14%
Avg non-family hh size	1.27	1.22	96.06%
Households By Count of Persons			
One	558	607	108.78%
Two	473	410	86.68%
Three or Four	718	787	109.61%
Five+	226	283	125.22%

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	186	10	403
Northern Europe	3	0	39
Western Europe	4	0	23
Southern Europe	3	0	0
Eastern Europe	21	0	8
Other Europe	0	0	0
Eastern Asia	0	0	28
So. Central Asia	11	0	12
SE Asia	0	1	11
Western Asia	7	0	8
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	3
Northern Africa	0	0	0
Southern Africa	0	0	1
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	0	16
Central Amer.	116	9	234
South America	11	0	0
North America	10	0	20
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	4,855	3,858	11,009
Spanish	226	99	399
Other Indo-Euro language	76	19	152
French (incl. Patois, Cajun)	10	3	29
French Creole	0	0	0
Italian	3	1	10
Portuguese	0	0	0
German	21	7	61
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	4	0	0
Greek	5	1	4
Russian	19	0	3
Polish	0	3	20
Serbo-Croatian	0	0	0
Other Slavic Language	0	1	5
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	3	20
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	0
Korean	0	0	9
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	17	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	8	0
Other languages	8	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	8	0	0
Other unspecified	0	0	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	4,181	3,363	10,054
Arab	2	4	24
Armenian	0	0	4
Austrian	0	2	10
British	60	24	76
Canadian	4	2	10
Croatian	0	1	5
Czech	4	5	16
Czechoslovak	0	1	6
Danish	6	12	55
Dutch	41	25	83
English	696	479	1,427
European	89	78	259
Finnish	0	5	29
French (not Basque)	49	46	176
French Canadian	15	5	7
German	449	364	1,108
Greek	31	11	23
Hungarian	13	10	40
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	263	298	894
Italian	72	98	364
Lithuanian	0	2	13
Norwegian	6	27	85
Polish	40	55	220
Portuguese	0	1	8
Romanian	0	1	5
Russian	43	26	99
Scandinavian	0	1	6
Scotch-Irish	215	153	391
Scottish	136	127	411
Slovak	6	3	6
Subsaharan African	111	40	106
Swedish	17	28	98
Swiss	8	4	5
Ukrainian	3	6	18
US/American	547	519	1,453
Welsh	25	25	89
West Indian	1	8	14
Yugoslavian	0	0	0
Other	1,229	867	2,412

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

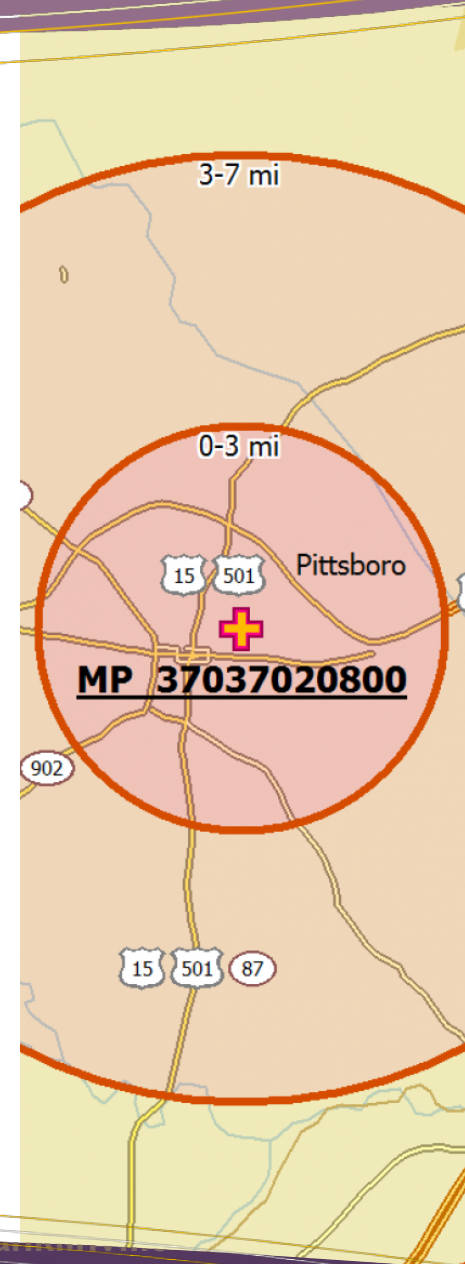
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscope dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	1,975	100%	1,382	100%
AFFLUENT SUBURBIA	10	0.51%	7	0.51%
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	10	0.51%	7	0.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	224	11.34%	156	11.29%
Status Conscious Consumers	138	6.99%	97	7.02%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	64	3.24%	43	3.11%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	10	0.51%	7	0.51%
Successful Urban Sprawl	12	0.61%	9	0.65%
SM TWN SUCCESS	236	11.95%	162	11.72%
2nd City Homebodies	129	6.53%	92	6.66%
Prime Middle America	70	3.54%	46	3.33%
Urban Optimists	0	0%	0	0%
Family Convenience	37	1.87%	24	1.74%
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	1,975	100%	1,382	100%
BLUE COLLAR BACKBONE	8	0.41%	5	0.36%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	8	0.41%	5	0.36%
AMER. DIVERSITY	46	2.33%	32	2.32%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	4	0.2%	3	0.22%
Professional Urbanites	7	0.35%	5	0.36%
Urban Advancement	32	1.62%	22	1.59%
Amer. Great Outdoors	3	0.15%	2	0.14%
Mature America	0	0%	0	0%
METRO FRINGE	222	11.24%	152	11%
Steadfast Conservative	221	11.19%	151	10.93%
Moderate Conventionalists	1	0.05%	1	0.07%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
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	1,975	100%	1,382	100%
REMOTE AMERICA	206	10.43%	121	8.76%
Hardy Rural Fam.	1	0.05%	1	0.07%
Rural Southern Living	203	10.28%	119	8.61%
Coal & Crops	2	0.1%	1	0.07%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	926	46.89%	686	49.64%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	926	46.89%	686	49.64%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	53	2.68%	33	2.39%
Industrious Country Living	15	0.76%	10	0.72%
America's Farmland	0	0%	0	0%
Comfy Country Living	31	1.57%	19	1.37%
Small Town Connections	7	0.35%	4	0.29%
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	1,975	100%	1,382	100%
STRUGGLING SOCIETIES	5	0.25%	3	0.22%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	5	0.25%	3	0.22%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	36	1.82%	25	1.81%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	29	1.47%	20	1.45%
Urban Diversity	7	0.35%	5	0.36%
New Generation Activists	0	0%	0	0%
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?

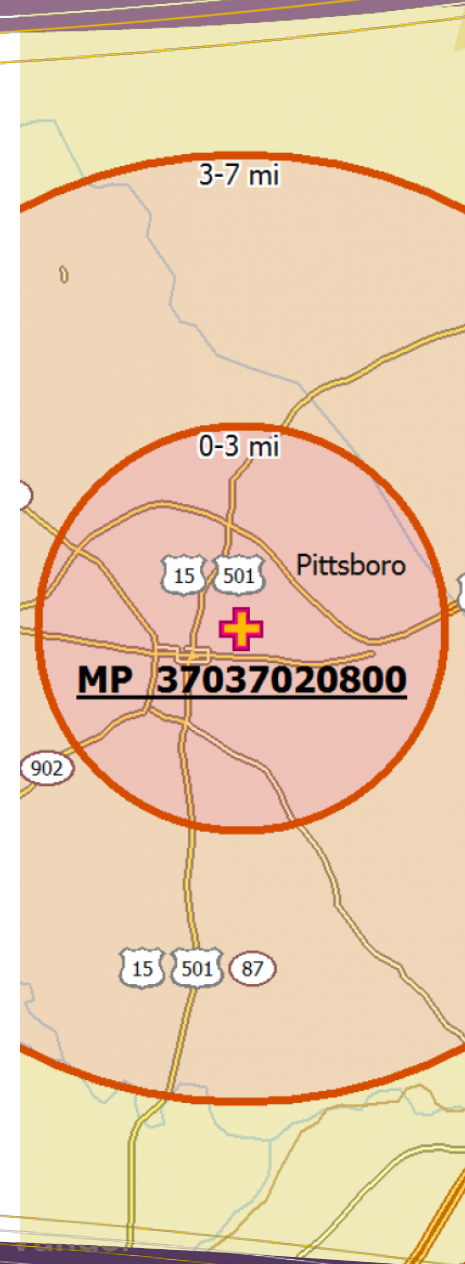
Potential Cultural Bridges

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).

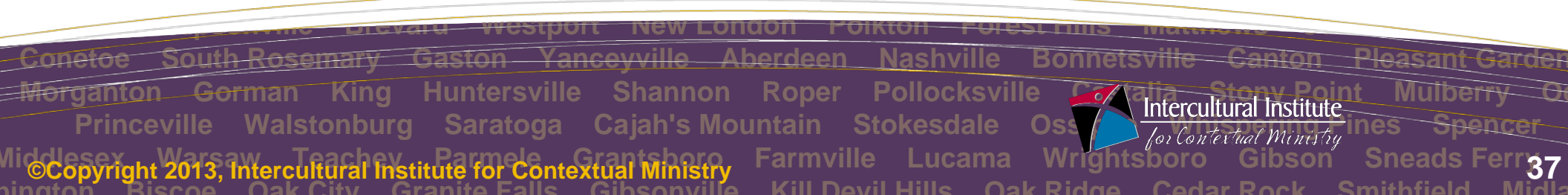


Potential Cultural Bridges

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%	80%	81%
Use Comp. for Internet/E-mail	58%	64%	66%
Internet Use: E-Mail	49%	54%	56%
Use Comp. for Comp. Games	39%	41%	41%
Use Comp. for Word Processing	36%	43%	45%
Use Comp. for Shopping	33%	36%	39%
Use Comp. for Education	32%	33%	35%
Use Comp. for Banking	29%	32%	34%
HH Owns DVD Player	29%	31%	32%
Use Comp. for Digital Camera Photo Editing	29%	34%	36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	28%	30%	31%
Internet Use: Banking	27%	27%	29%
Use Comp. for News/Info./Data Service	22%	27%	29%
PC-Network-HH Has One	21%	21%	22%
Use Comp. for Personal Financial Mngmnt	15%	17%	18%
Use Comp. for Accounting	14%	16%	17%
Internet Use: Research/ Education	13%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	12%	14%	15%
Internet Use: Shopping: Made A Purchase	12%	13%	13%
Internet Use: Read Magazines/ Newspapers	11%	11%	12%

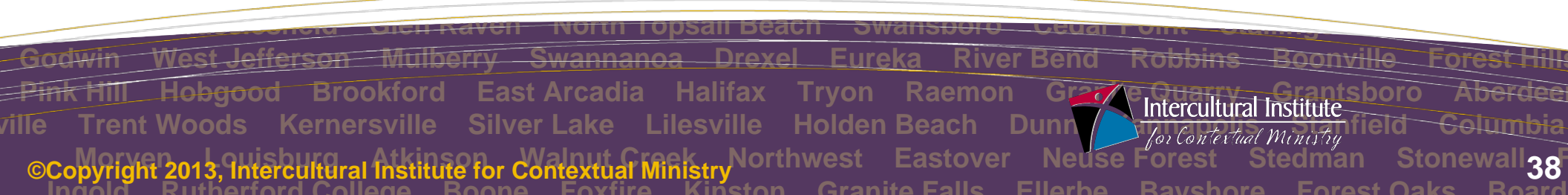


Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	68%	68%	69%
Dining Out (Not Fast Food)	56%	61%	62%
Reading Books	55%	58%	58%
Card Games	43%	44%	44%
Cooking for Fun	37%	37%	37%
Go To A Beach/Lake	34%	38%	40%
Board Games	33%	32%	33%
Gardening	31%	35%	36%
Visit Museum	21%	23%	24%
Visit Zoo	19%	18%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	71%	71%
Gen./Fam. Practitioner	39%	41%	41%
Dentist	28%	32%	32%
Backache	24%	22%	22%
Eye Dr.	22%	24%	23%
Hypertension/High Blood Pressure	21%	21%	20%
High Cholesterol	20%	21%	20%
None Of These	18%	18%	19%
Acid Reflux Disease (GERD)	16%	16%	15%
Any Arthritis	16%	16%	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	28.74%	29.99%	30.8%
Live Theater	20.7%	24.86%	25.51%
Live Theater Most Often	16.82%	20.41%	20.82%
Rock/Pop Concerts Most Often	15.94%	15.07%	15.38%
Comedy Club	9.34%	8.78%	8.92%
Dance Performance	8.72%	9.06%	9.05%
Movies: Comedy	40.35%	40.15%	40.95%
Movies: Action/Adventure	38.77%	38.62%	39.5%
Movies: Drama	22.23%	22.31%	22.56%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.74%	20.59%	20.64%
Movies: Romantic Comedy	19.79%	20.52%	20.85%
Movies: Mystery	17.4%	18.21%	18.32%
NFL Football Reg. Season	6.78%	7.66%	8%
College Football Reg. Season	6.18%	7.53%	7.81%
MLB Baseball Reg. Season	6.05%	7.74%	8.8%
College Basketball Reg. Season	4.19%	4.75%	4.89%
NBA Basketball Reg. Season	3.91%	4.28%	4.61%
Auto Racing Events	3.09%	3.26%	3.51%

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	40.7%	44.38%	44.88%
Swimming	31.68%	33.9%	34.98%
Bowling	22.51%	21.58%	21.71%
Billiards/Pool	18.09%	17.31%	17.77%
Basketball	17.45%	15.43%	14.91%
Freshwater Fishing	17.32%	16.71%	16.51%
Jogging/Running	16.31%	15.95%	16.14%
Weight Training	16.16%	16.98%	17.97%
Using Cardio Machine	13.91%	14.94%	15.82%
Golf	12.83%	16.1%	16.74%
Football	12.2%	9.9%	9.42%
Stationary Cycling	11.9%	13.07%	13.62%
Aerobics	11.8%	11.56%	11.44%
Baseball	11.75%	10.56%	10.49%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Camping Trips	11.45%	12.19%	13.19%
Mountain/Road Biking	10.75%	12.71%	13.34%
Backpacking/Hiking	9.09%	9.44%	10.24%
Volleyball	8.76%	7.85%	7.88%
Soccer	8.42%	7.66%	7.86%
Saltwater Fishing	8.26%	8.25%	8.21%
Softball	8.23%	7.84%	7.82%
Tennis	7.8%	8%	8.33%
Hunting	7.79%	7.67%	7.96%
Target Shooting	7.39%	7.34%	7.46%
Yoga	6.93%	7.09%	7.44%
Power Boating	6.39%	8.51%	8.9%
Canoeing/Kayaking	5.87%	6.41%	6.78%
Motorcycling	5.74%	5.67%	5.8%



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
Roller Skating	5.64%	4.99%	4.97%
Horseback Riding	5.57%	5.17%	5.37%
Ice Skating	5.09%	5.03%	5.06%
Racquetball	4.61%	3.81%	3.73%
Fly Fishing	4.44%	4.08%	4.1%
Downhill & X-Country Skiing	4.39%	4.57%	5.05%
Jet Skiing	4.39%	4.67%	5.01%
Hockey	4.28%	3.67%	3.61%
Water Skiing	4.24%	4.28%	4.58%
Snorkeling	4.07%	4.52%	4.83%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.67%	3.28%	3.26%
Snowmobiling	3.41%	3.36%	3.35%
Snowboarding	3.22%	3.01%	3.05%
Archery	3.2%	3.39%	3.55%
Sailing	3.16%	3.64%	3.74%
Martial Arts	3.16%	2.78%	3.02%
Surfing & Windsurfing	2.86%	2.54%	2.7%
Rock Climbing	2.82%	2.88%	3.05%
Rowing	2.81%	2.83%	2.82%
Auto Racing	2.59%	2.48%	2.56%



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.

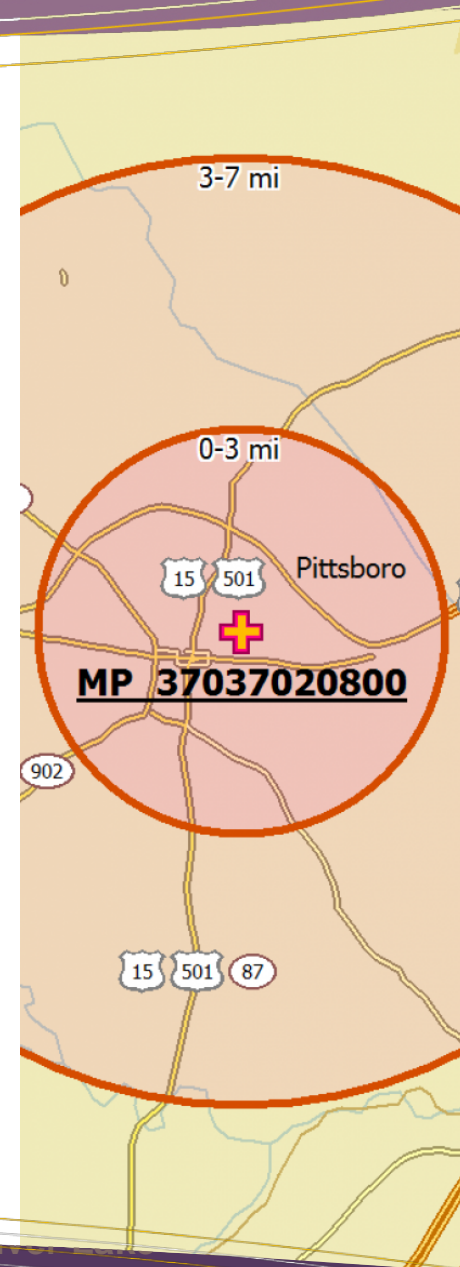
BIBLICAL BARRIERS

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.

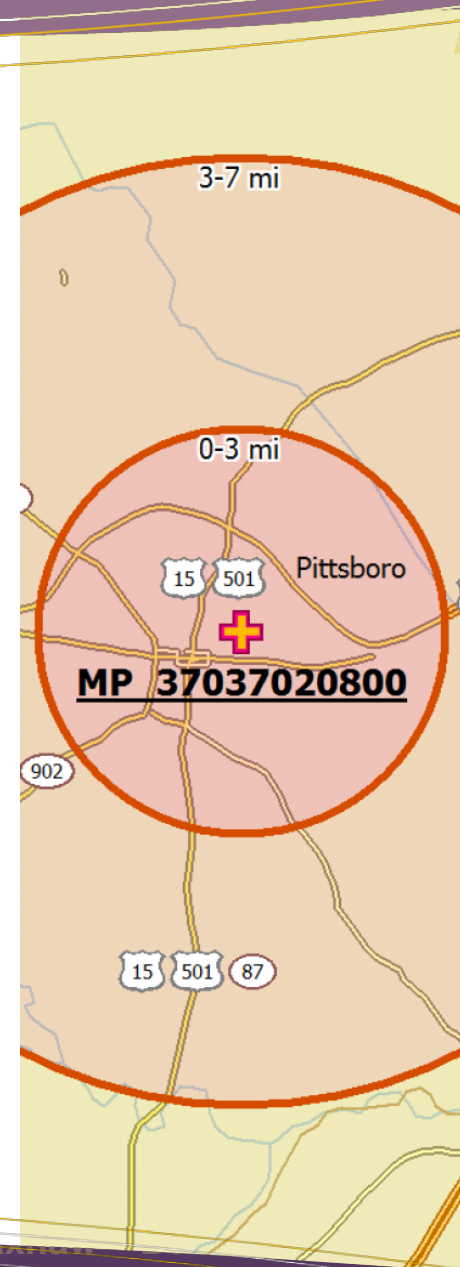
CULTURAL BARRIERS OF ACCEPTANCE

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.

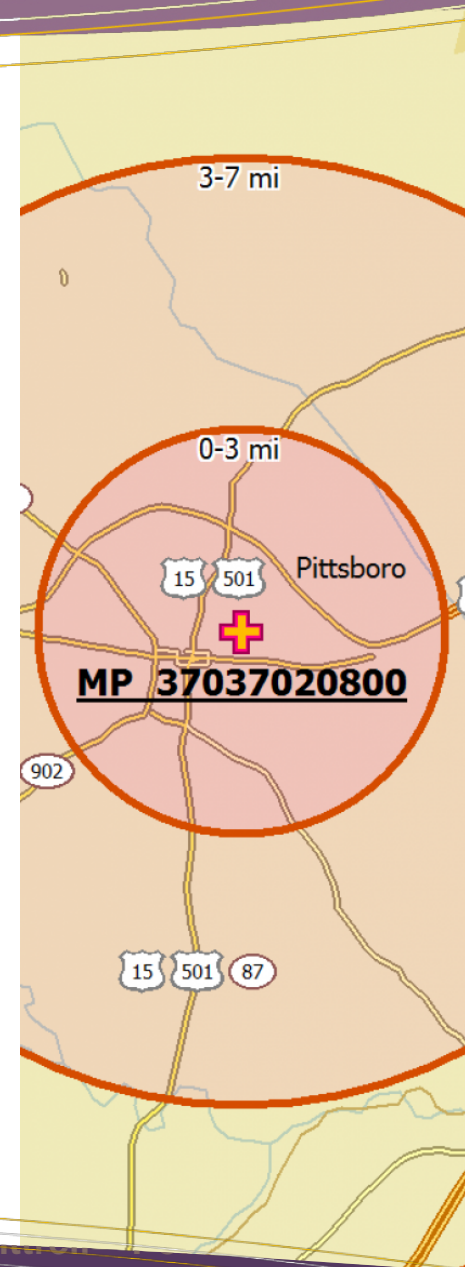
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	40%	40%	40%
Speak My Mind Even If It Upsets People	38%	36%	36%
Like Control Over People And Resources	37%	34%	33%
Woman's Place Is In The Home	35%	34%	34%
Prefer To Have Few Possessions As Possible	32%	36%	38%
Like To Do Unconventional Things	31%	30%	30%
If Won Lottery Would Never Work Again	29%	32%	33%
Don't Judge People/Way They Live Life	27%	27%	27%
Money Is Best Measure Of Success	26%	26%	26%
Too Much Sponsorship In Arts/Sports	25%	22%	21%
Friends More Important Than My Fam.	23%	25%	26%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	21%	21%	22%
Like to Stand Out In A Crowd	20%	20%	20%
I Am A Workaholic	20%	17%	17%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	15%	15%	14%
We Should Strive for Equality for All	14%	13%	13%
Happy With My Standard Of Living	13%	13%	14%
On Whole People Get What They Deserve	10%	9%	9%
Indulge My Kids With The Little Extras	9%	9%	8%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	8%	7%	7%

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:

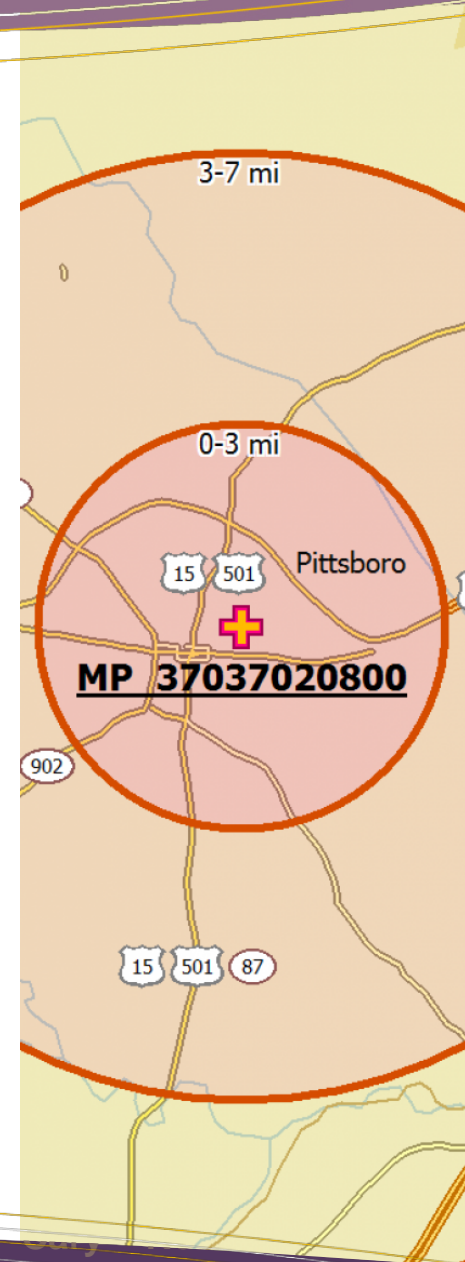
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	64%	67%	68%
You Should Seize Opportunities In Life	57%	58%	57%
Like To Understand About Nature	37%	38%	38%
Prefer Work Part Of Team Than Alone	37%	35%	34%
Important To Juggle Various Tasks	33%	31%	30%
Important Feel Respected By My Peers	33%	33%	33%
Prefer To Have Few Possessions As Possible	32%	36%	38%
Good At Fixing Things	27%	27%	27%
Have Keen Sense Of Adventure	27%	28%	28%
People Have To Take Me As They Find Me	25%	26%	26%
Worried About Pollution Caused By Cars	20%	20%	20%
Like To Just Enjoy Life	20%	21%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	18%	19%
Looking for New Ideas To Improve Home	18%	17%	16%
Real Men Don't Cry	17%	16%	16%
Provide My Kids With The Little Extras	17%	13%	12%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	13%	13%	14%
Enjoy Spending Time With My Fam.	13%	11%	11%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Like Spending Most Time With Fam.	6%	5%	5%
Feel Very Alone In The World	5%	5%	4%
Decor Particular Interest To Me	3%	3%	3%
Would Like To Set Up Own Business	3%	3%	3%

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	86.37%	85.19%	84.98%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.75%	85.55%	85.43%
Houses-Visit Any			
McDonald's	57.47%	56.95%	56.57%
Burger King	38.2%	36.13%	35.74%
Kentucky Fried Chicken (KFC)	32.98%	28.38%	26.67%
Wendy's	32.29%	30.94%	29.92%
Applebee's	32.16%	32.49%	32.22%
Subway	31.01%	30.62%	30.34%
Taco Bell	29.08%	27.88%	27.61%
Pizza Hut	24.08%	21.79%	20.95%
Arby's	23.65%	22.78%	22.21%
Olive Garden	20.74%	22.59%	22.83%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.42%	18.42%	17.69%
Chick-Fil-A	18.41%	16.93%	16.23%
Cracker Barrel	17.21%	17.23%	16.63%
Dairy Queen	16.85%	17.33%	17.11%
Domino's Pizza	16.14%	13.65%	13.26%
IHOP (International House Of Pancakes)	16.13%	15.62%	15.19%
Outback Steakhouse	15.43%	16.88%	17.3%
Golden Corral	14.99%	12.14%	11.09%
TGI Friday's	14.5%	13.37%	13.4%
Chili's Grill and Bar	14.16%	14.29%	14.57%
Ruby Tuesday	13.92%	12.96%	12.45%
Sonic	13.86%	12.31%	11.98%

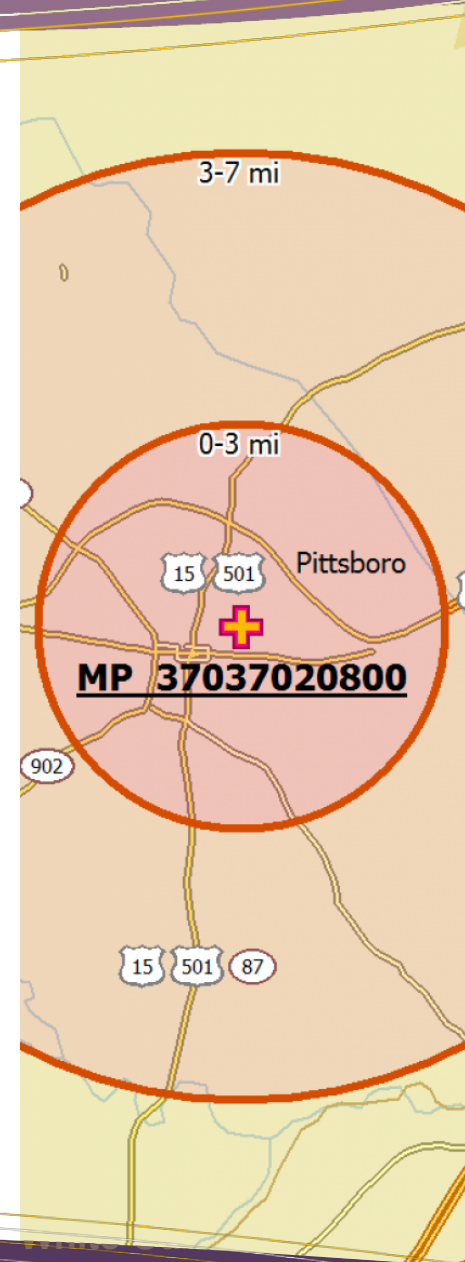


Potential Shared Projects

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.

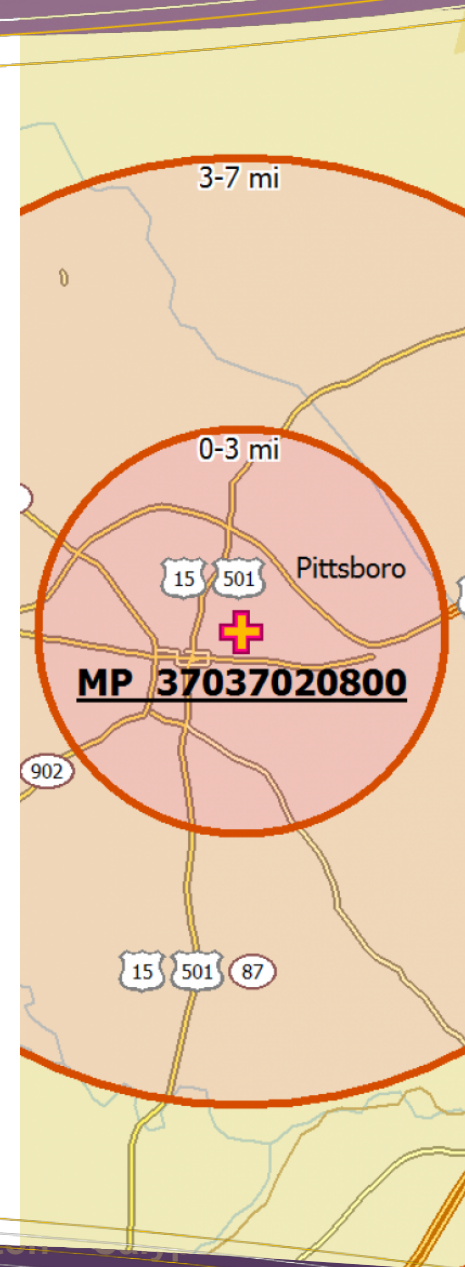
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	47.83%	51.02%	51.23%
Recycled products	32.94%	38%	39.2%
Worked as volunteer (non political)	15.4%	17.79%	18.69%
Engaged in fund raising	11.88%	11.99%	12.05%
Religious club member	9.05%	8.86%	8.64%
Church Board	7.77%	6.85%	6.26%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	6.2%	6.14%	5.92%
Wrote to elected offcl about publ bus	5.42%	6.52%	6.85%
Charitable Organization	5.36%	5.96%	6.13%
Took active part in local civic issue	5.25%	5.45%	5.5%
Wrote to editor of mag or newspaper	5.02%	5.87%	6.13%
Addressed a public meeting	4.9%	5.52%	5.67%

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	16.56%	18.83%	19.64%
Children's Books	13.16%	13.89%	13.92%
Religious (not Bibles)	10.8%	10.2%	9.87%
Cookbooks	10.17%	10.78%	11.07%
Mystery	9.94%	12.11%	12.92%
Personal/Business	7.05%	7.63%	7.84%
Self-help			
Biography	6.83%	7.62%	7.94%
Romance	6.71%	7.01%	7.1%
History	6.04%	7.49%	7.96%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.94%	70.31%	70.28%
Gen. Editorial	52.06%	50.88%	49.81%
Womens	47.4%	45.37%	44.15%
Service	32.58%	35.53%	36.41%
Business/Finance	22.36%	22.91%	22.39%
Mens	19.42%	18.7%	18.6%
Music	16.87%	13.79%	12.46%
Health	14.83%	14.27%	13.91%
Sports	14.78%	15.58%	15.8%

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	53.1%	56.35%	56.98%
Sport	31.28%	33.38%	33.75%
Classified	31.04%	29.8%	29.86%
Editorial Page	29.26%	31.29%	31.68%
Business/Finance	27.69%	32.01%	32.85%
Food/Cooking	25.13%	26.49%	26.6%
Movie Listings & Reviews	24.83%	26.03%	26.38%
Comics	24.42%	26.35%	26.86%
TV/Radio Listings	23.45%	24.24%	24.16%
Home/Gardening	21.39%	22.74%	22.85%
Travel	20.2%	22.29%	22.62%
Science/Technology	17.78%	19.32%	19.63%
Fashion	16.55%	16.3%	15.84%

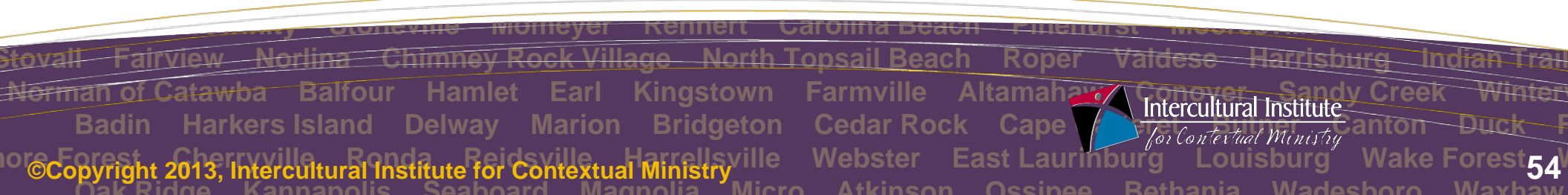
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	30.18%	21.65%	17.93%
CHR Contemp Hit Radio	18.26%	17.54%	17.82%
Country	15.39%	17%	18.17%
Adult Contemporary	12.83%	16.4%	17.66%
Jazz	12.57%	10.09%	8.6%
Variety	10.54%	9.64%	9.46%
Oldies	9.4%	10.59%	10.98%
News/Talk	9.06%	11.82%	12.84%
Rock	8.67%	10.42%	11.22%
All News	8.43%	8.47%	8.07%
Religious	6.9%	7.32%	7.27%
Gospel	6.42%	4.32%	3.41%
Alternative	6.3%	8.38%	9.29%
Classic Rock	6.23%	8.35%	9.31%
Soft Contemporary	6.09%	6.67%	6.87%
All Talk	4.25%	6.44%	6.6%
Sports	3.79%	4.29%	4.5%
Classical	3.62%	4.03%	4.25%

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	65.93%	67.63%	68.35%
Soapnet	51.4%	52.42%	52.48%
Satellite Dish	50.5%	51.66%	52.49%
Other Video-On-Demand	40.87%	42.04%	41.46%
Sci-Fi Channel	37.6%	38.12%	38.71%
Adult Pay Per View TV	33.63%	36.59%	36.51%
MSNBC	33.48%	34.01%	34.26%
Subscribe Digital Cable	31.91%	30.66%	30.19%
Comedy Central	30.82%	36.45%	38.08%
TV Info From Sunday TV Magazine	30.18%	31.62%	31.94%
Nickelodeon	28.05%	28.43%	29.22%
TV Info From Newspapers	26.43%	27.03%	27.08%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	26.07%	28.21%	29.13%
Nick At Nite	25.57%	25.64%	26.03%
TCM (Turner Classic Movies)	25.55%	26.35%	26.58%
The Golf Channel	24.9%	27.35%	27.83%
USA Network	24%	26.36%	26.57%
ABC Fam.	23.11%	25.66%	27.06%
TV Info From Monthly Cable Guide	22.65%	23.77%	24.33%
Video-On-Demand Movies	22.61%	23.07%	23.84%
Adult Swim	22.37%	25.54%	27.07%
ESPN2	22.32%	24.36%	25.08%
Lifetime	22.17%	22.99%	23.35%
TV Info From Other	21.23%	21.93%	21.62%

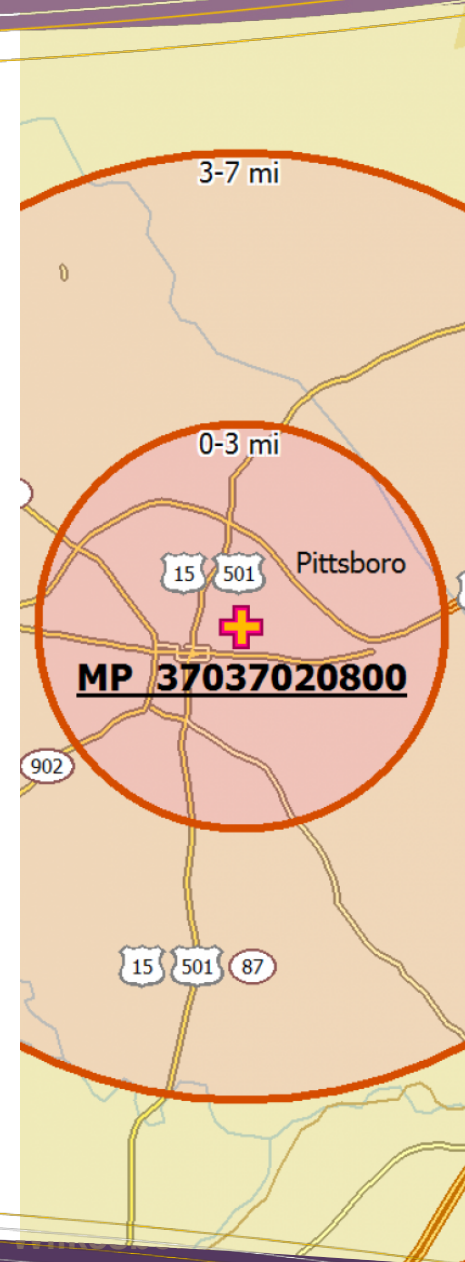


Communication Media Usage

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+)	19.08%	20.87%	21.58%
Medium Users (4-6)	9.42%	10.96%	11.46%
Light Users (1-3)	20.09%	20.9%	21.11%
Quintiles (20%)			
Newspaper I (Heavy)	0.91%	0.85%	1.03%
Newspaper II	1.75%	1.5%	1.37%
Newspaper III	2.07%	2.06%	2.07%
Newspaper IV	0.54%	0.47%	0.48%
Newspaper V (Light)	0.73%	0.87%	0.98%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.02%	18.21%	18.3%
Magazines II	9%	8.36%	8.26%
Magazines III	9.91%	9.28%	9.41%
Magazines IV	11.69%	10.87%	10.96%
Magazines V (Light)	1.14%	0.84%	0.72%
Outdoor I (Heavy)	7.38%	6.92%	6.94%
Outdoor II	3.33%	2.76%	2.64%
Outdoor III	3.96%	3.2%	3.03%
Outdoor IV	16.68%	15.83%	15.77%
Outdoor V (Light)	23.87%	25.63%	25.55%
Yellow Pages I (Heavy)	16.05%	14.59%	14.38%
Yellow Pages II	7.81%	6.95%	6.72%
Yellow Pages III	6.98%	5.44%	5.34%
Yellow Pages IV	22.79%	21.12%	21.05%
Yellow Pages V (Light)	3.52%	2.63%	2.64%



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)	2.84%	2.86%	3.09%
Drive Time III (Medium)	0.71%	0.54%	0.51%
Radio IV & V (Light)	2.74%	2.44%	2.58%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.16%	8.36%	8.3%
Radio III (Medium)	4.09%	4.63%	4.86%
Radio IV & V (Light)	4.05%	3.56%	3.35%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.08%	14.11%	14.67%
Cable III (Medium)	3.89%	3.82%	3.93%
Cable IV & V (Light)	35.39%	35.46%	34.66%

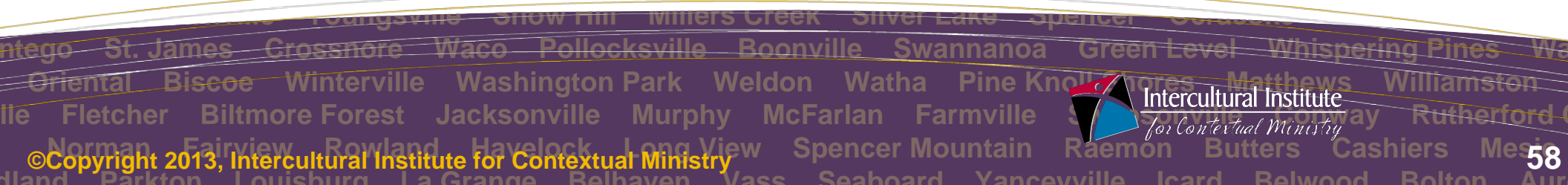
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.04%	3.71%	3.67%
Prime Time III (Medium)	1.73%	1.8%	1.86%
Prime Time IV & V (Light)	7.25%	6.26%	6.44%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.7%	41.73%	41.91%
Fringe III (Medium)	51.92%	51.6%	51.25%
Fringe IV (Light)	55.33%	54.85%	54.78%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.87%	12.43%	12.37%
All Day III (Medium)	23.07%	22.93%	23.26%
All Day IV (Light)	15.64%	13.11%	12.76%

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]	12.48%	12.62%	12.84%
6:00am - 10:00am	16.7%	18.25%	19.21%
10:00am - 3:00pm	8.41%	7.94%	7.51%
3:00pm - 7:00pm	11.77%	12.24%	12.5%
7:00pm - Midnight	12.84%	14.3%	15.11%
Midnight - 6:00am	6.42%	6.85%	6.78%
Weekend Radio			
Listeners			
Dayparts [summary]	14.26%	14%	14.41%
6:00am - 10:00am	4.08%	4.49%	4.86%
10:00am-3:00pm	5.97%	6.58%	6.81%
3:00pm - 7:00pm	6.2%	6.43%	6.61%
7:00pm - Midnight	9.63%	9.69%	10.02%
Midnight - 6:00am	12.35%	12.15%	12%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.03%	8.13%	8.59%
Saturday: 8:00-11:00pm	8.99%	8.37%	8.21%
Sunday: 7:00-11:00pm	8.74%	9.53%	9.9%
9:00am-1:00pm	25.57%	25.64%	26.03%
9:00am-4:00pm	30.25%	29.97%	30.16%
4:00pm-7:00pm	32.73%	33.79%	33.77%
11:00pm-1:00am	43.17%	43.14%	42.9%
AVG Prime time	4.36%	3.62%	3.43%
Mon-Sun			

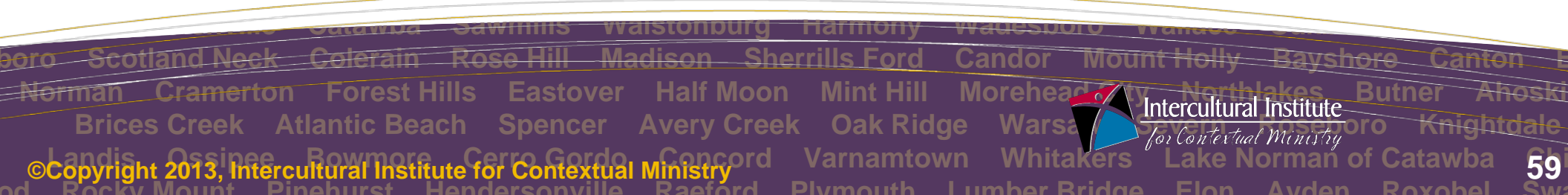


Potential Weekday & Weekend TV Media Usage:

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	13.86%	15.65%	16.91%
7-9am	22.32%	24.36%	25.08%
9am-12noon	21.28%	21.64%	21.88%
12noon-4pm	8.96%	8.33%	8.27%
4-6pm	52.55%	55.05%	56%
6-7pm	19.53%	19.75%	19.79%
7-7:30pm	2.15%	1.96%	1.93%
7:30-8pm	12.62%	11.54%	11.22%
8-11pm	7.03%	8.13%	8.59%
11pm-12am	33.48%	34.01%	34.26%
11pm-1am	43.17%	43.14%	42.9%
1-6am	32.28%	35.76%	35.78%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.19%	18.95%	19.54%
Sat: 10am-1pm	8.39%	8.16%	8.17%
Sat: 1-4pm	25.27%	25.37%	25.49%
Sat: 4-6pm	7.41%	7.1%	6.92%
Sat: 6-7pm	2.27%	2.39%	2.53%
Sat: 7-8pm	0.88%	0.9%	1.02%
Sat: 8-11pm	8.99%	8.37%	8.21%
Sat: 11pm-1am	6.23%	5.89%	5.57%
Sat: 1am-7pm	24%	26.36%	26.57%
Sun: 7-10am	2.75%	2.4%	2.48%
Sun: 10am-1pm	6.38%	6.59%	6.89%
Sun: 1-4pm	6.01%	6.25%	6.43%
Sun: 4-7pm	12.56%	13.38%	13.8%
Sun: 7-11pm	8.74%	9.53%	9.9%
Sun: 11pm-1am	4.65%	4.37%	4.61%
Sun: 1-7am	21.42%	21.61%	22.18%



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.

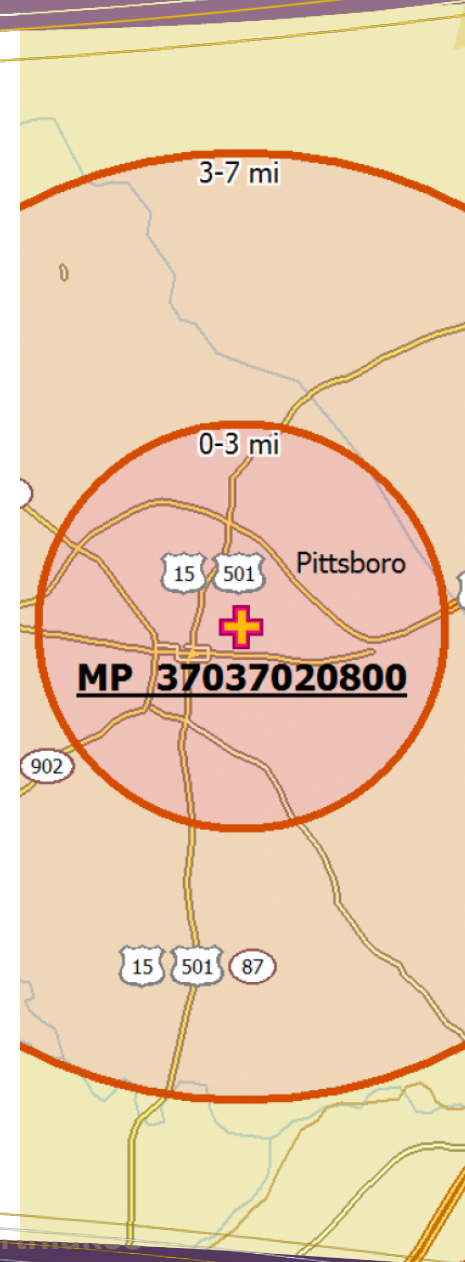


Your MissionSite and the Missional Suite

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. 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	Pittsboro - Pittsboro	121 W Salisbury St Pittsboro, NC 27312	1.08 mi	177	Growing
2	Roca Fuerte - Pittsboro	1365 NC Highway 902 Pittsboro, NC 27312	1.75 mi	0	Insufficient Data
3	Rock Spring - Pittsboro	29 Rock Springs Church Rd Pittsboro, NC 27312	2.71 mi	95	Plateauing
4	New Salem - Pittsboro	5030 Old Graham Rd Pittsboro, NC 27312	3.47 mi	93	Growing
5	Emmaus - Pittsboro	2430 Silk Hope Gum Springs Rd Pittsboro, NC 27312	5.53 mi	301	Plateauing
6	Mount Gilead - Pittsboro	1785 Mount Gilead Church Rd Pittsboro, NC 27312	5.64 mi	90	Declining
7	Pleasant Hill - Pittsboro	1309 N Pea Ridge Rd Pittsboro, NC 27312	6.17 mi	29	Declining
8	Gum Springs - Moncure	227 Gum Springs Church Rd Moncure, NC 27559	7.23 mi	57	Growing
9	Mays Chapel - Bear Creek	24 Rosser Rd Bear Creek, NC 27207	8.11 mi	35	Insufficient Data
10	Joy - Siler City	61 Bowers Store Rd Siler City, NC 27344	8.66 mi	67	Plateauing
11	Moncure - Moncure	75 Davenport St Moncure, NC 27559	8.89 mi	52	Declining
12	Mount Olive - Pittsboro	5043 Mount Olive Church Rd Pittsboro, NC 27312	9.36 mi	126	Plateauing
13	Eagles Rise at Restoration	1306 Lystra Rd Chapel Hill, NC 27517	9.63 mi	0	Insufficient Data
14	Lystra - Chapel Hill	686 Lystra Rd Chapel Hill, NC 27517	9.63 mi	0	Insufficient Data
15	Bells - Apex	1274 Farrington Rd Apex, NC 27523	10.01 mi	65	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Flat Springs - Sanford	4148 Deep River Rd Sanford, NC 27330	10.09 mi	184	Insufficient Data
17	Rives Chapel - Siler City	4338 Rives Chapel Church Rd Siler City, NC 27344	11.01 mi	96	Plateauing
18	Antioch - Chapel Hill	1707 White Cross Rd Chapel Hill, NC 27516	11.11 mi	148	Plateauing
19	New Hill - New Hill	3700 Old Us 1 Hwy New Hill, NC 27562	11.72 mi	52	Growing
20	Sunrise - Cha	1315 New Hope Trce Chapel Hill, NC 27516	12.36 mi	120	Insufficient Data
21	Mount Carmel - Chapel Hill	2016 Mount Carmel Church Rd Chapel Hill, NC 27517	12.52 mi	188	Insufficient Data
22	Mision Bautista Monte Carmelo - Chapel Hi	1187 Jack Bennett Rd Chapel Hill, NC 27517	12.53 mi	37	Insufficient Data
23	HillSong - Chapel Hill	201 Culbreth Rd Chapel Hill, NC 27516	12.65 mi	129	Plateauing
24	Sandy Branch - Bear Creek	715 Sandy Branch Church Rd Bear Creek, NC 27207	12.67 mi	148	Declining
25	New Hope - Sanford	3915 Hawkins Ave Sanford, NC 27330	12.71 mi	230	Insufficient Data
26	Goldston - Goldston	190 N Church St Goldston, NC 27252	12.98 mi	92	Growing
27	Olive Chapel - Apex	600 New Hill Olive Chapel Rd Apex, NC 27502	13.16 mi	225	Declining
28	Bethany - Gulf	503 Alton King Rd Gulf, NC 27256	13.23 mi	70	Growing
29	Cumnock - Sanford	477 Cumnock Rd Sanford, NC 27330	13.50 mi	62	Growing
30	Bethel - Chapel	9326 Bethel Hickory Grove Rd Chapel Hill, NC 27516	13.52 mi	0	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Faith - Apex	1004 US Highway 64 W Apex, NC 27523	13.67 mi	109	Declining
32	Community - Siler City	2575 Hamp Stone Rd Siler City, NC 27344	13.70 mi	0	Insufficient Data
33	Hickory Mountain - Siler City	1094 Mt Vernon Hickory Mtn Rd Siler City, NC 27344	13.70 mi	61	Growing
34	Bonlee - Bonlee	25 Al Davis Rd Bonlee, NC 27213	14.15 mi	105	Plateauing
35	Chapel Hill Chinese Christian Church - Ch	100 S Columbia St Chapel Hill, NC 27514	14.16 mi	0	Insufficient Data
36	Loves Creek - Siler City	1745 E 11th St Siler City, NC 27344	14.25 mi	127	Plateauing
37	Mount Pisgah - Apex	1288 Mount Pisgah Church Rd Apex, NC 27523	14.58 mi	30	Declining
38	Chinese Christian Fellowship - Apex	1220 Goodwin Rd Apex, NC 27523	14.67 mi	0	Insufficient Data
39	Rocky River - Siler City	4436 Siler Cty Snow Cp Rd Siler City, NC 27344	14.78 mi	167	Plateauing
40	Hickory Grove - Bear Creek	17721 NC Highway 902 Bear Creek, NC 27207	14.89 mi	101	Declining
41	Tyson's Creek - Bear Creek	10981 Siler City Glendon Rd Bear Creek, NC 27207	14.89 mi	229	Declining
42	Calvander Crossing Church - Durham	320 Dairyland Rd Chapel Hill, NC 27516	14.91 mi	13	Insufficient Data
43	Cool Springs - Sanford	1313 Cool Springs Rd Sanford, NC 27330	15.22 mi	408	Plateauing
44	CrossWay - Apex	7313 Vanclaybon Rd Apex, NC 27523	15.33 mi	0	Insufficient Data
45	Siler City First - Siler City	314 N 2nd Ave Siler City, NC 27344	15.63 mi	190	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.

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