MissionSite

top unreached locations

DURHAM, NC

CENSUS TRACT: 37063000500
REGION: Region 4: Triangle
COUNTY: Durham
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
Table of Contents

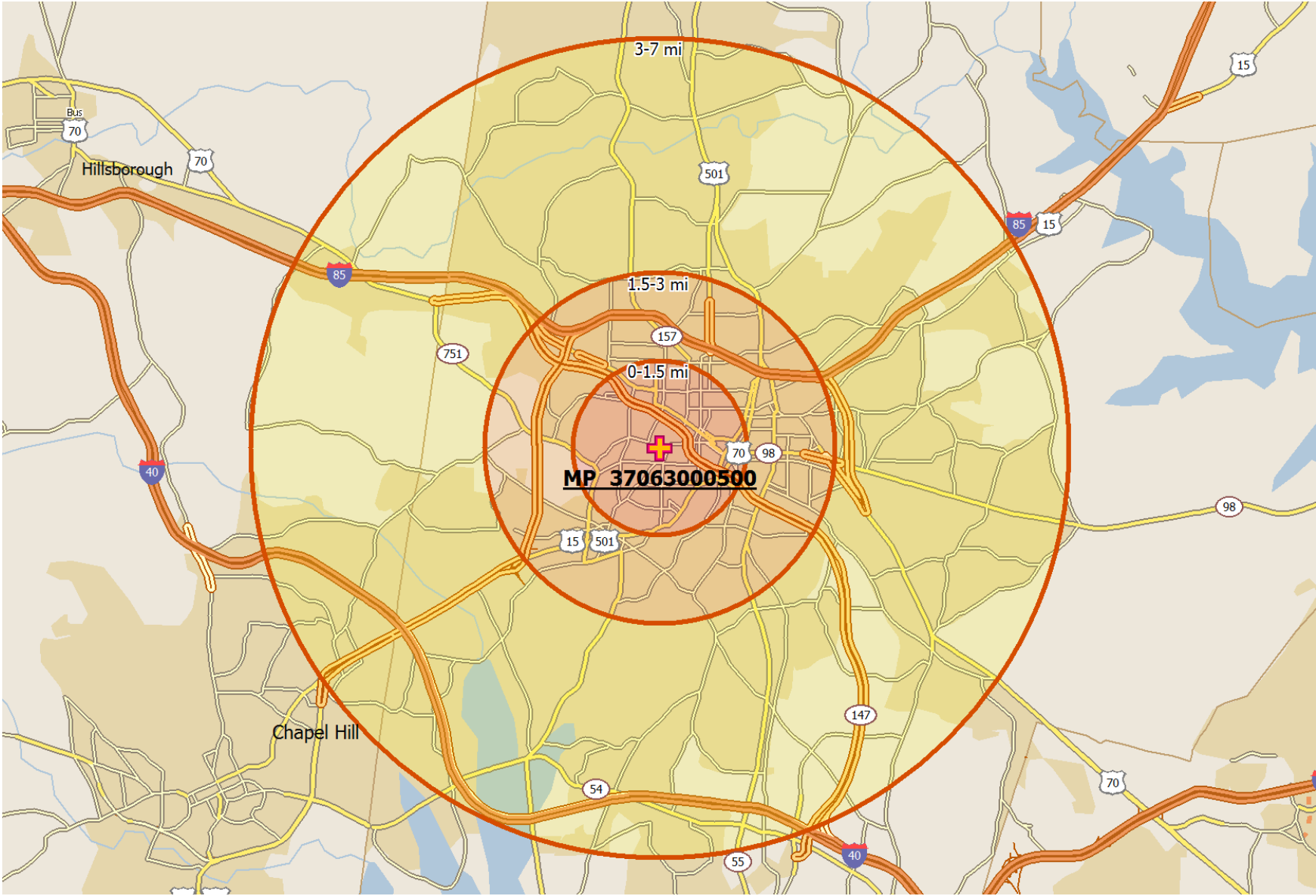Intercultural Institute
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37063	Durham
4	Zipcode	27701	Durham
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-100000

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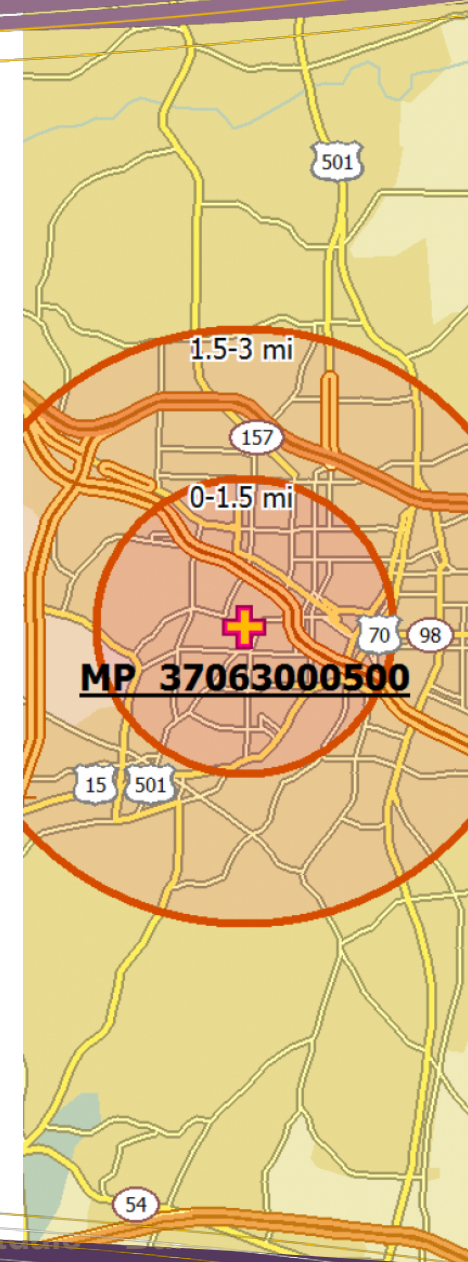
Site Location Summary - Map of the Site Location

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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	26,743	64,409	157,384
2010 Households	8,815	25,038	61,761
2010 Group Quarters Population	6,117	2,472	1,449

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	68	51	41
Language Diversity National Index	67	56	51
Foreign Born Diversity National Index	18	60	80
Ancestry Diversity National Index	14	32	72
Racial Diversity National Index	90	79	51

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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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,020	11.57%
Mainstay Communities	Established, Diverse Households	212	2.4%
Working Communities	Blue-collar, Working Families	434	4.92%
Country Communities	Rural, Agri. & Mining Families	3	0.03%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,845	32.27%
Urban Communities	High Density, Inner-city Neighborhoods	4,299	48.77%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	76,756	6,334	8.25%
Unreached %	71.97%	71.86%	99.84
Religious But NOT Evangelical HH	23,447	2,162	9.22%
Religious But NOT Evangelical %	21.99%	24.53%	111.56
Spiritual But NOT Relig or Evang HH	10,303	719	6.98%
Spiritual But NOT Relig or Evang %	9.66%	8.16%	84.44
Not Evangelical, Not Interested HH	43,265	3,496	8.08%
Not Evangelical, Not Interested %	40.57%	39.66%	97.76

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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	57	15	26.32%
Active BCNC Attenders	8,121	2,162	26.62%
Active Evangelical Households	13,117	4,202	32.03%
Active Evangelical Percent	12.30%	12.41%	100.9
Inactive Evangelical Households	16,770	5,372	32.03%
Inactive Evangelical Percent	15.73%	15.87%	100.91
# New Churches Needed	0	2	0%

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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
1	Greater Joy International Ministries	0.71 mi	200	Insufficient Data
2	Lakewood - Durham	0.78 mi	31	Declining
3	Gospel	1.13 mi	0	Insufficient Data
4	Dayspring - Durham	1.21 mi	124	Plateauing
5	Durham First - Durham	1.24 mi	423	Plateauing
6	Grey Stone - Durham	1.26 mi	567	Growing
7	Iglesia Cristiana Emanuel - Durham	1.56 mi	0	Insufficient Data
8	Journey - Durham	1.56 mi	33	Declining
9	Grace - Durham	1.61 mi	81	Growing
10	Yates - Durham	1.76 mi	293	Plateauing
11	Great Faith - Durham	2.25 mi	30	Insufficient Data
12	Park View - Durham	2.33 mi	35	Declining
13	Antioch Baptist Church - Durham	2.46 mi	81	Plateauing
14	Angier Avenue - Durham	2.50 mi	103	Growing
15	Guess Road - Durham	2.80 mi	161	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Cheek Heights - Durham	3.05 mi	20	Plateauing
17	Braggtown - Durham	3.05 mi	138	Declining
18	New Jerusalem Baptist Cathedral - Durham	3.41 mi	50	Plateauing
19	Cresset - Durham	3.52 mi	155	Declining
20	Mount Hermon (Y) - Durham	3.94 mi	66	Plateauing
21	Immanuel - Durham	3.94 mi	60	Plateauing
22	Berea - Durham	4.29 mi	60	Plateauing
23	Calvary - Durham	4.30 mi	106	Declining
24	Harvest Baptist Mission - Durham	4.33 mi	18	Declining
25	Rose of Sharon - Durham	4.97 mi	184	Plateauing
26	Glenn School Road - Durham	5.07 mi	20	Insufficient Data
27	Mount Moriah - Durham	5.18 mi	67	Declining
28	Hope Valley - Durham	5.40 mi	242	Plateauing
29	New Freedom - Durham	5.44 mi	10	Insufficient Data
30	Faith - Durham	5.52 mi	136	Declining

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	181,835	24,602	13.53%
2000 Population	223,314	26,351	11.8%
2010 Population	276,659	26,743	9.67%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	72,297	9,290	12.85%
2000 Households	89,015	9,132	10.26%
2010 Households	106,644	8,815	8.27%

Location Types in this MissionSite
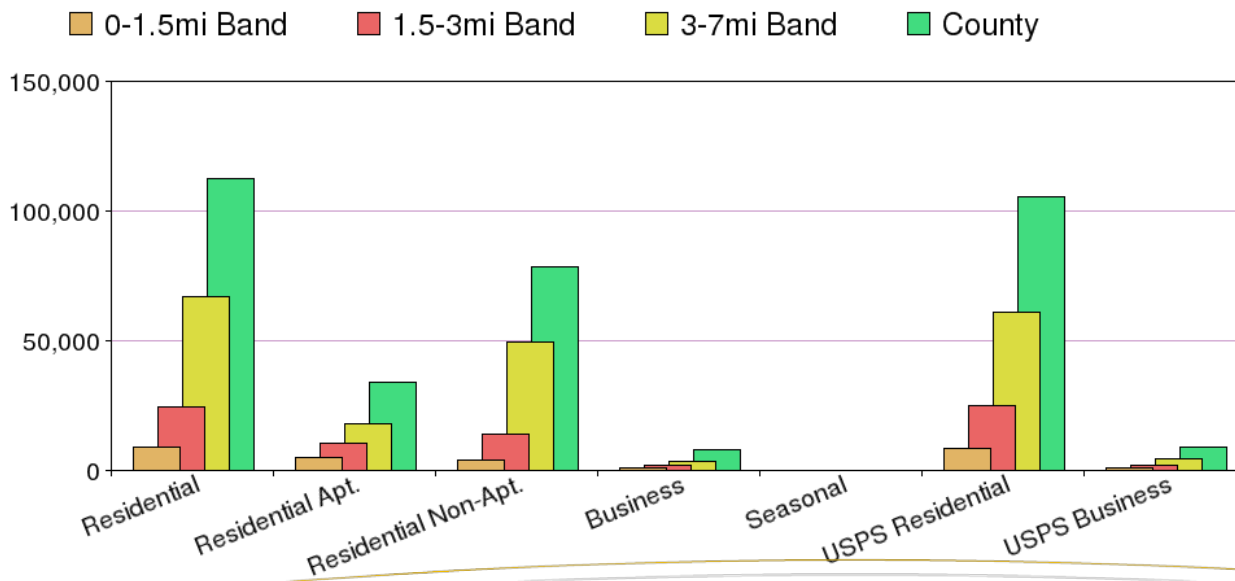
Location Type	0-1.5mi Band
Residential	8,897
Residential Apt.	4,754
Residential Non-Apt.	4,143
Business	935
Seasonal	0
USPS Residential	8,359
USPS Business	955

Current Demographic Summary

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

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

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.9%	5.9%	85.51
4-5 Years	2.96%	2.35%	79.39
6-8 Years	4.21%	3.31%	78.62
9-11 Years	3.73%	2.88%	77.21
12-13 Years	2.28%	1.69%	74.12
14-17 Years	4.72%	6.31%	133.69
18-19 Years	2.29%	7.47%	326.2
0-5 Years	9.85%	8.25%	83.76
6-12 Years	9.08%	7.06%	77.75
13-19 Years	8.14%	14.61%	179.48
< 20 Years	27.07%	29.92%	110.53
20-34 Years	24.78%	32.13%	129.66
35-44 Years	15.48%	13.56%	87.6
45-64 Years	22.71%	16.04%	70.63
65-74 Years	5.5%	4.04%	73.45
75+ Years	4.46%	4.28%	95.96
Median Age	34	33	98.21
Median Age (Male)	33	32	97.96
Median Age (Female)	35	34	97.24
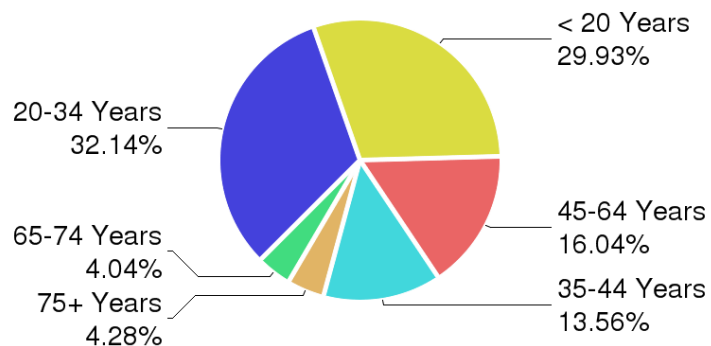
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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.02%	47.69%	88.29
Black, African-American	35.38%	38.45%	108.69
Native American	0.4%	0.48%	120.38
Asian	4.28%	5.1%	119.27
Pacific Island, Hawaiian	0.1%	0.09%	86.81
Other/Multiple Races	5.82%	8.18%	140.54
Hispanic	0%	19.1%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	182,612	14,522	
Less than 9th Grade	5.35%	7.18%	74.42
No High School Diploma	8.12%	11.51%	70.59
High School Graduate	20.81%	20.71%	100.5
Some College, no degree	16.1%	15.18%	106.06
Associate Degree	7.05%	4.57%	154.38
College Degree	23.42%	20.86%	112.3
Graduate/Prof. degree	19.15%	20%	95.75
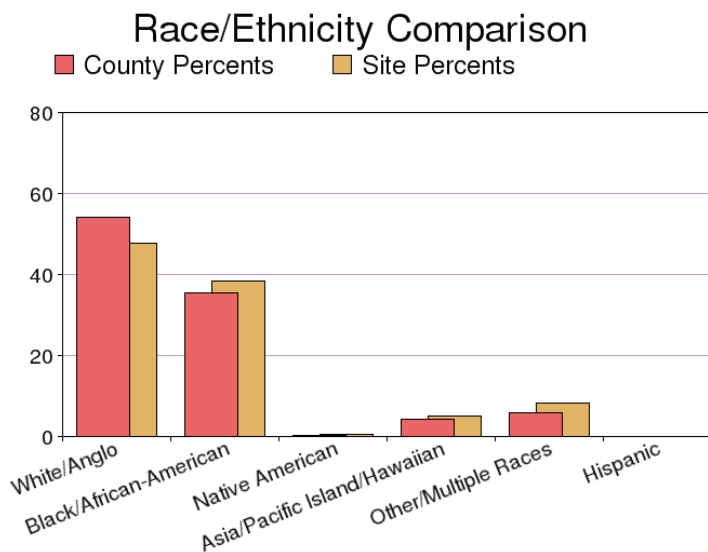
Race/Ethnicity Comparison

■ County Percents ■ Site Percents

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17

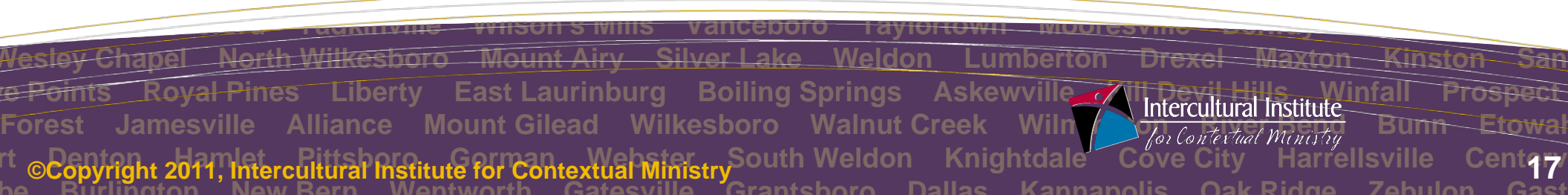# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	8.19%	16.2%	213.65
$10,000 to $19,999	10.11%	17.48%	172.96
$20,000 to $29,999	10.42%	14.76%	141.71
$30,000 to $49,999	20.7%	19.12%	92.34
$50,000 to $59,999	9.16%	6.15%	67.14
$60,000 to $69,999	7.11%	4.14%	58.24
$70,000 to $79,999	5.86%	3.47%	59.25
$80,000 to $89,999	4.83%	2.95%	61.08
$90,000 to $99,999	3.65%	2.02%	55.36
$100,000 to $124,999	8.07%	4.42%	54.81
$125,000 to $149,999	4.86%	2.72%	56.01
$150,000 to $199,999	3.81%	3.36%	88.14
$200,000 to $249,999	1.19%	1.17%	98.04
$250,000 or more	2.05%	2.03%	98.97
Median Household	50,541	34,934	69.12
Average Household	67,971	54,498	80.18
Per Capita Household	27,131	21,422	78.96
Family/Non-Family Household Income			
Median Family Income	63,515	51,014	80.32
Average Family Income	83,521	71,030	85.04
Median Non-Family Income	36,641	27,376	74.71
Average Non-Family Income	46,532	37,640	80.89

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	57.96%	42.94%	74.08
Families with Children	31.74%	26.15%	82.38
Families without Children	26.22%	16.79%	64.04
Non-Family Households			
% Non-Family Households	42.04%	57.06%	135.73
Non-Families with Children	0.37	0.58	158.2
Non-Families without Children	41.67	56.48	135.54
Housing Units			Index
Total Housing Units	120,358	10,184	
Vacant percent	11.39%	13.44%	117.98
Owned percent	49.02%	25.09%	51.18%
Rented Percent	39.59%	61.47%	155.27
Households by Size			Index
Avg household size	2.50	2.34	93.6
Avg family hh size	3.37	3.41	101.19
Avg non-family hh size	1.29	1.53	118.6
Households By Count of Persons			Percent
One	36,910	3,821	10.35%
Two	27,654	2,081	7.53%
Three or Four	30,669	1,985	6.47%
Five+	11,411	928	8.13%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	181,835	24,602	13.53%
2000 Population	223,314	26,351	11.8%
2010 Population	276,659	26,743	9.67%
2015 Population	311,430	27,961	8.98%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	72,297	9,290	12.85%
2000 Households	89,015	9,132	10.26%
2010 Households	106,644	8,815	8.27%
2015 Households	113,259	8,962	7.91%

Household Change from 1985 to 2030
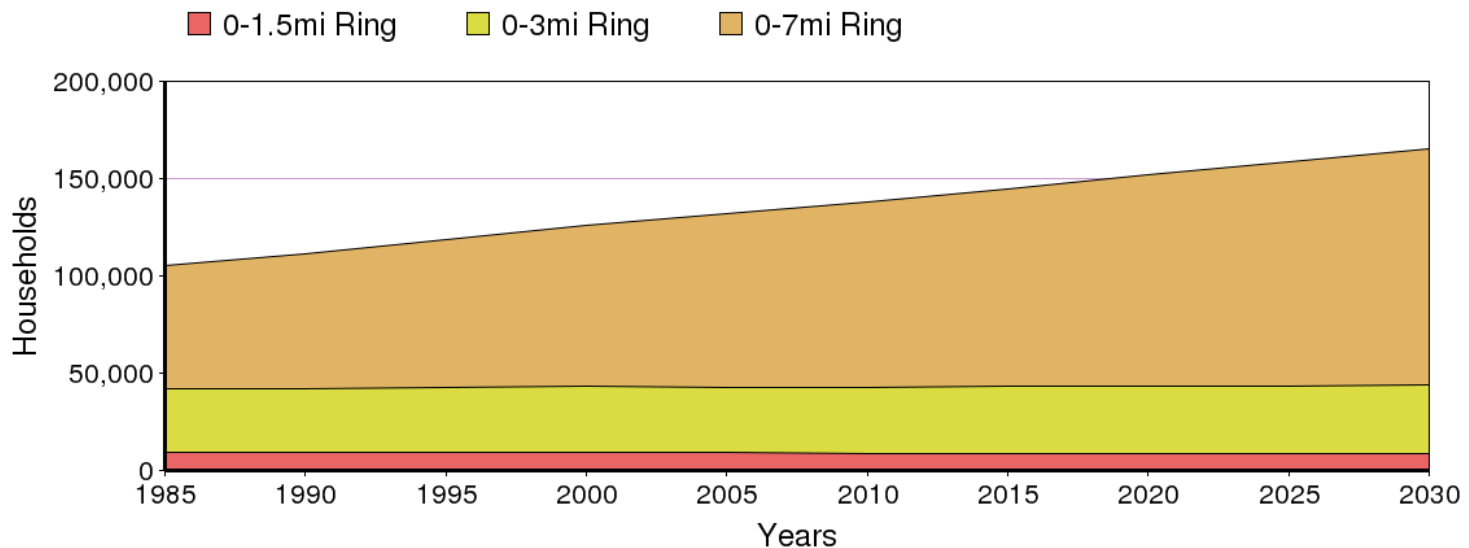
Legend: 0-1.5mi Ring, 0-3mi Ring, 0-7mi Ring

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Projected Demographic Summary

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

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

Projected Age Group Percentages

- 20-34 Years 26.67%
- 45-64 Years 17.25%
- 35-44 Years 15.48%
- 65-74 Years 5.47%
- 75+ Years 4.50%
- < 20 Years 30.63%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.9%	6.08%	103.05
4-5 Years	2.35%	2.61%	111.06
6-8 Years	3.31%	3.88%	117.22
9-11 Years	2.88%	3.52%	122.22
12-13 Years	1.69%	2.1%	124.26
14-17 Years	6.31%	6.37%	100.95
18-19 Years	7.47%	6.06%	81.12
0-5 Years	8.25%	8.7%	105.45
6-12 Years	7.06%	8.47%	119.97
13-19 Years	14.61%	13.47%	92.2
< 20 Years	29.92%	30.64%	102.41
20-34 Years	32.13%	26.68%	83.04
35-44 Years	13.56%	15.48%	114.16
45-64 Years	16.04%	17.26%	107.61
65-74 Years	4.04%	5.47%	135.4
75+ Years	4.28%	4.5%	105.14
Median Age	34	35	102.12
Median Age (Male)	33	34	102.35
Median Age (Female)	35	35	100

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Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	47.69%	48.56%	101.82
Black, African-American	38.45%	37.41%	97.28
Native American	0.48%	0.55%	115.07
Asian	5.1%	5.11%	100.13
Pacific Island, Hawaiian	0.09%	0.13%	147.45
Other/Multiple Races	8.18%	8.24%	100.67
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,522	15,850	
Less than 9th Grade	7.18%	6.25%	87.05
No High School Diploma	11.51%	9.79%	85.1
High School Graduate	20.71%	21.26%	102.68
Some College, no degree	15.18%	14.35%	94.53
Associate Degree	4.57%	5.01%	109.72
College Degree	20.86%	22.38%	107.32
Graduate/Prof. degree	20%	20.95%	104.75
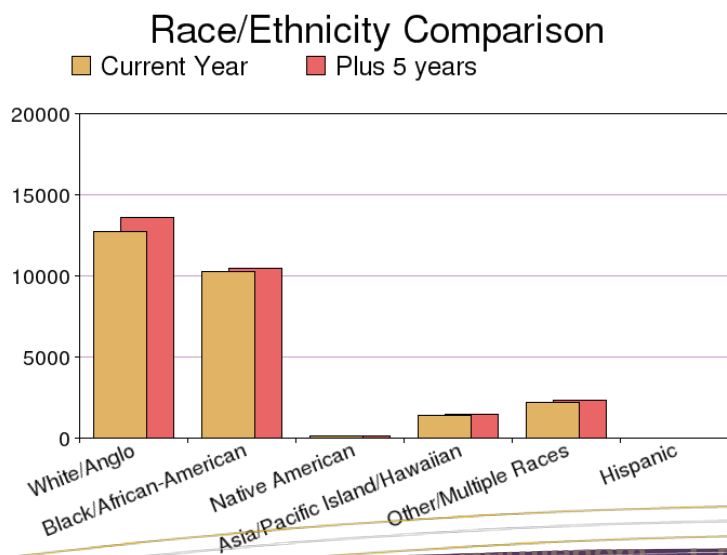
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	16.2%	15.44%	95.33
$10,000 to $19,999	17.48%	17.78%	101.68
$20,000 to $29,999	14.76%	14.07%	95.34
$30,000 to $49,999	19.12%	18.88%	98.77
$50,000 to $59,999	6.15%	6.06%	98.54
$60,000 to $69,999	4.14%	4.11%	99.17
$70,000 to $79,999	3.47%	3.43%	97.72
$80,000 to $89,999	2.95%	3.02%	99.12
$90,000 to $99,999	2.02%	2.05%	101.68
$100,000 to $249,999	4.42%	4.76%	107.69
$125,000 to $149,999	2.72%	2.99%	109.84
$150,000 to $199,999	3.36%	3.73%	110.99
$200,000 to $249,999	1.17%	1.26%	107.91
$250,000 or more	2.03%	2.23%	109.9
Median Household	34,934	36,471	104.4
Average Household	54,498	57,911	106.26
Per Capita Household	21,422	21,968	102.55
Family/Non-Family Household Income			
Median Family Income	51,014	54,790	107.4
Average Family Income	71,030	77,416	108.99
Median Non-Family Income	27,376	28,473	104.01
Average Non-Family Income	37,640	39,254	104.29

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	42.94%	41.5%	96.64
Families with Children	26.15	25.51	97.55
Families without Children	16.79	15.78	93.97
Non-Family Households			
% Non-Family Households	57.06%	58.5%	102.52
Non-Families with Children	0.58	0.45	102.52
Non-Families without Children	56.48	58.06	102.78
Housing Units			
Total Housing Units	10,184	10,374	101.87%
Vacant percent	13.44%	13.61%	101.25
Owned percent	25.09%	24.7%	98.44
Rented Percent	61.47%	61.69%	100.36
Households by Size			
Avg household size	2.34	2.49	106.41%
Avg family hh size	3.41	3.78	110.85%
Avg non-family hh size	1.53	1.57	102.61%
Households By Count of Persons			
One	3,821	4,151	108.64%
Two	2,081	1,527	73.38%
Three or Four	1,985	2,075	104.53%
Five+	928	1,209	130.28%

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Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	3,019	10,178	11,020
Northern Europe	93	108	507
Western Europe	99	169	475
Southern Europe	25	94	128
Eastern Europe	55	136	416
Other Europe	0	3	5
Eastern Asia	327	535	1,354
So. Central Asia	158	451	1,621
SE Asia	85	318	572
Western Asia	7	86	325
Other Asia	0	17	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	38	255	236
Middle Africa	0	10	85
Northern Africa	5	194	112
Southern Africa	0	27	45
Western Africa	41	289	400
Other Africa	0	49	47
Oceania	28	36	82
Caribbean	90	191	290
Central Amer.	1,819	6,918	3,285
South America	69	129	437
North America	80	163	598
Born at sea	0	0	0

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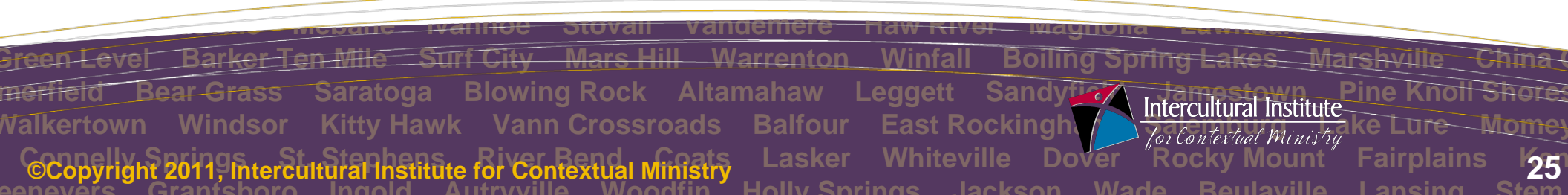
Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	20,016	50,697	94,996
Spanish	2,636	8,453	5,646
Other Indo-Euro language	874	1,383	3,763
French (incl. Patois, Cajun)	200	489	852
French Creole	16	26	0
Italian	20	87	159
Portuguese	18	47	87
German	173	196	676
Yiddish	0	4	17
Other West Germanic	3	8	47
A Scandinavian Language	39	18	73
Greek	48	21	43
Russian	64	48	208
Polish	15	25	33
Serbo-Croatian	0	12	53
Other Slavic Language	4	8	58
Armenian	0	4	34
Persian	28	11	105
Gujarathi	55	46	227
Hindi	72	40	317
Urdu	39	82	315

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	14	68	88
Asian/PI languages	0	0	0
Chinese	339	431	905
Japanese	48	19	424
Korean	108	136	313
Mon-Khmer, Cambodian	0	0	59
Miao, Hmong	0	0	3
Thai	24	0	43
Laotian	10	9	24
Vietnamese	14	128	89
Other Asian	34	147	539
Tagalog	24	92	260
Other Pacific Is	6	20	21
Other languages	73	742	839
Navajo	0	0	0
Other Native N. American	0	0	4
Hungarian	0	0	17
Arabic	16	345	247
Hebrew	8	16	81
African languages	42	370	451
Other unspecified	7	11	39

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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	21,196	56,049	95,708
Arab	57	314	360
Armenian	10	16	50
Austrian	57	32	167
British	231	215	859
Canadian	29	99	396
Croatian	14	2	34
Czech	12	26	167
Czechoslovak	0	26	53
Danish	24	62	139
Dutch	46	227	556
English	1,698	2,501	9,704
European	243	455	1,744
Finnish	8	11	85
French (not Basque)	183	366	1,102
French Canadian	62	88	511
German	1,230	1,909	6,957
Greek	107	113	194
Hungarian	26	118	205
Iranian	32	11	93

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,109	1,407	5,625
Italian	479	775	2,249
Lithuanian	8	36	141
Norwegian	99	174	571
Polish	255	405	1,189
Portuguese	42	31	68
Romanian	22	46	53
Russian	247	204	716
Scandinavian	9	15	87
Scotch-Irish	430	735	2,736
Scottish	528	454	1,811
Slovak	0	34	89
Subsaharan African	633	1,334	1,750
Swedish	128	164	626
Swiss	26	44	227
Ukrainian	33	28	158
US/American	722	2,225	8,791
Welsh	101	189	348
West Indian	92	158	304
Yugoslavian	0	7	58
Other	12,164	40,992	44,735

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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 Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

*Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Unreached Households by Lifestyle Segment

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

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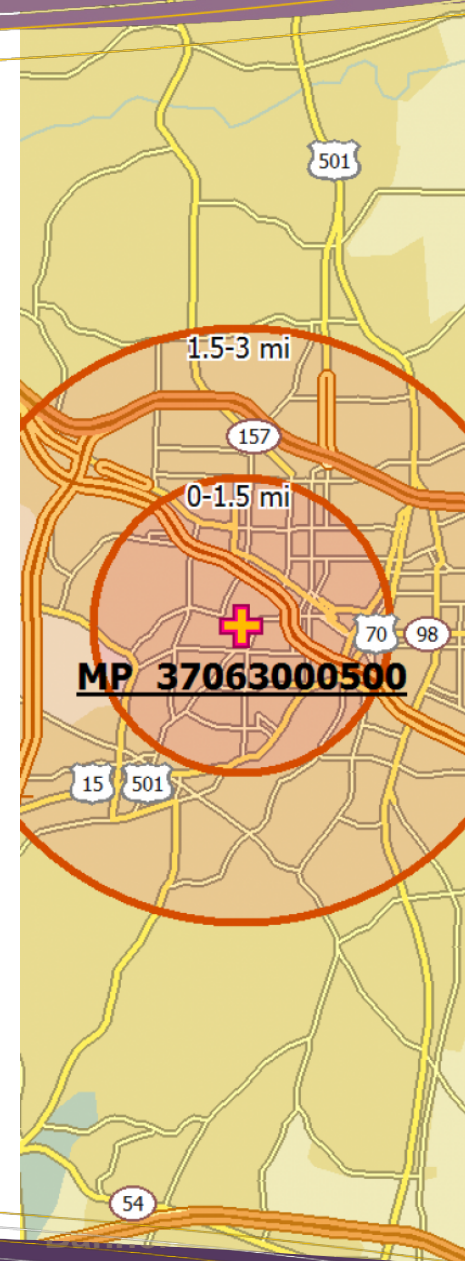
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,815	100%	6,594	100%
AFFLUENT SUBURBIA	262	2.97%	189	2.87%
America's Wealthiest	17	0.19%	14	0.21%
Dream Weavers	152	1.72%	109	1.65%
White Collar Suburbia	20	0.23%	16	0.24%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	11	0.12%	7	0.11%
Small Town Success	56	0.64%	39	0.59%
New Suburbia Fam.	6	0.07%	4	0.06%
UPSCALE AMERICA	758	8.6%	524	7.95%
Status Conscious Consumers	239	2.71%	168	2.55%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	430	4.88%	289	4.38%
Solid Suburban Mix	2	0.02%	2	0.03%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	87	0.99%	65	0.99%
SM TWN SUCCESS	152	1.72%	172	2.61%
Successful Urban Sprawl	69	0.78%	65	0.99%
2nd City Homebodies	0	0%	49	0.74%
Prime Middle America	17	0.19%	0	0%
Urban Optimists	0	0%	12	0.18%
Family Convenience	66	0.75%	0	0%
Mid-Market Enterprise	0	0%	46	0.7%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,815	100%	6,594	100%
BLUE COLLAR BACKBONE	114	1.29%	77	1.17%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	3	0.03%	2	0.03%
Small Town Endeavors	111	1.26%	75	1.14%
AMER. DIVERSITY	60	0.68%	40	0.61%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	34	0.39%	22	0.33%
Professional Urbanites	20	0.23%	14	0.21%
Urban Advancement	6	0.07%	4	0.06%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	320	3.63%	219	3.32%
Steadfast Conservative	292	3.31%	200	3.03%
Moderate Conventionalists	2	0.02%	1	0.02%
Southern Blues	20	0.23%	14	0.21%
Urban Grit	6	0.07%	4	0.06%
Grass-Roots Living	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,815	100%	6,594	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,701	30.64%	1,990	30.18%
Young Cosmopolitans	404	4.58%	316	4.79%
Minority Metro Communities	1,664	18.88%	1,232	18.68%
Stable Careers	341	3.87%	246	3.73%
Aspiring Hispania	292	3.31%	196	2.97%
RURAL VILLAGES & FARMS	3	0.03%	198	3%
Aspiring Hispania	0	0%	196	2.97%
Industrious Country Living	0	0%	0	0%
America's Farmland	3	0.03%	0	0%
Comfy Country Living	0	0%	2	0.03%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,815	100%	6,594	100%
STRUGGLING SOCIETIES	1,138	12.91%	785	11.9%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	230	2.61%	156	2.37%
Struggling city Centers	768	8.71%	521	7.9%
College Town Communities	51	0.58%	42	0.64%
New Beginnings	89	1.01%	66	1%
URBAN ESSENCE	3,161	35.86%	2,284	34.64%
Unattached Multicultures	468	5.31%	324	4.91%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	723	8.2%	506	7.67%
Urban Diversity	193	2.19%	139	2.11%
New Generation Activists	431	4.89%	290	4.4%
Getting By	1,346	15.27%	1,025	15.54%
VARYING LIFESTYLES	144	1.63%	116	1.76%
Military Family Life	0	0%	0	0%
Major University Towns	133	1.51%	108	1.64%
Gray Perspectives	11	0.12%	8	0.12%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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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, lignuistic, 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 comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

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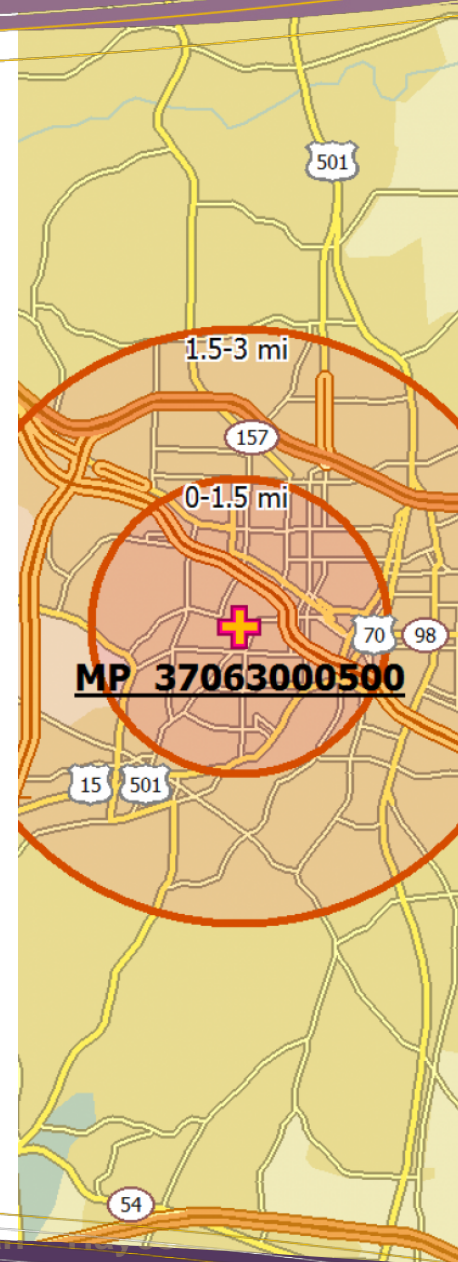
Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	70%	68%	74%
Use Comp. for Internet/E-mail	51%	48%	56%
Internet Use: E-Mail	46%	43%	49%
Use Comp. for Education	33%	30%	31%
Use Comp. for Comp. Games	32%	32%	36%
Use Comp. for Word Processing	31%	30%	38%
HH Owns DVD Player	29%	27%	30%
Use Comp. for Shopping	28%	27%	32%
Internet Use: News/ Weather	27%	24%	28%
Use Comp. for Banking	25%	25%	31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Digital Camera Photo Editing	24%	24%	29%
Internet Use: Banking	23%	23%	27%
Use Comp. for News/Info./Data Service	20%	20%	23%
Internet Use: Research/ Education	16%	13%	14%
PC-Network-HH Has One	15%	15%	20%
Use Comp. for Personal Financial Mngmnt	13%	12%	16%
Internet Use: Shopping: Gathered Info. for Shopping	13%	12%	14%
Internet Use: Read Magazines/ Newspapers	12%	11%	13%
HH Owns Video/Webcam	11%	11%	11%
Use Comp. for Filing/DB Mngmnt	11%	11%	13%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	68%	67%	68%
Reading Books	51%	51%	55%
Dining Out (Not Fast Food)	49%	48%	54%
Card Games	40%	39%	40%
Cooking for Fun	37%	34%	37%
Go To A Beach/Lake	29%	30%	34%
Board Games	28%	27%	30%
Gardening	22%	23%	27%
Visit Museum	20%	19%	22%
Visit Zoo	18%	16%	18%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	64%	64%	66%
Gen./Fam. Practitioner	33%	32%	36%
Dentist	24%	23%	28%
None Of These	22%	21%	21%
Backache	21%	21%	21%
Eye Dr.	19%	19%	21%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	15%	16%	18%
Acid Reflux Disease (GERD)	13%	13%	14%
Any Arthritis	13%	13%	13%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	26.53%	26.93%	30.28%
Live Theater	19.49%	19.88%	23.11%
Live Theater Most Often	14.65%	15.12%	18.18%
Rock/Pop Concerts Most Often	14.62%	14.83%	17.04%
Comedy Club	10.74%	10.92%	10.91%
Dance Performance	10.33%	11.07%	11.25%
Movies: Comedy	40.63%	40.56%	41.99%
Movies: Action/Adventure	39.31%	40.07%	40.84%
Movies: Drama	22.45%	23.76%	24.17%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	21.46%	20.55%	21.75%
Movies: Fam.	21.05%	20.6%	20.97%
Movies: Mystery	20.25%	21.69%	19.87%
MLB Baseball Reg. Season	6.41%	6.21%	8.36%
NFL Football Reg. Season	6.15%	5.81%	7.28%
College Football Reg. Season	5.03%	5.01%	6.63%
NBA Basketball Reg. Season	3.85%	3.62%	4.55%
College Basketball Reg. Season	3.48%	3.47%	4.88%
NHL Hockey Reg. Season	2.76%	2.5%	3.4%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	35.61%	36.9%	41.26%
Swimming	29.18%	25.89%	29.8%
Bowling	20.03%	19.48%	21.36%
Billiards/Pool	17.99%	18.22%	18.55%
Basketball	16.76%	17.06%	17.05%
Jogging/Running	16.26%	17.14%	18.37%
Weight Training	15.19%	14.66%	16.94%
Baseball	13.78%	12.38%	11.61%
Using Cardio Machine	12.5%	12.1%	14.91%
Football	12.12%	12.19%	11.28%
Freshwater Fishing	11.66%	12.2%	13.01%
Mountain/Road Biking	11.3%	10.37%	11.69%
Aerobics	11.12%	11.2%	12.32%
Volleyball	11.1%	9.34%	8.52%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	10.93%	10.36%	12.63%
Stationary Cycling	10.76%	10.99%	12.44%
Camping Trips	9.69%	8.68%	9.84%
Soccer	8.29%	8.35%	8.69%
Backpacking/Hiking	8.02%	7.79%	9.25%
Softball	8.01%	7.9%	8.09%
Tennis	7.53%	7.09%	8.39%
Yoga	6.75%	7.03%	8.09%
Downhill & X-Country Skiing	6.7%	4.44%	4.84%
Snorkeling	6.67%	5.04%	4.92%
Roller Skating	6.41%	6.27%	6.34%
Saltwater Fishing	6.12%	6.35%	6.85%
Ice Skating	5.99%	5.64%	5.69%
Power Boating	5.69%	5.31%	5.88%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Target Shooting	5.48%	5.72%	5.98%
Hunting	4.95%	4.96%	5.5%
Jet Skiing	4.92%	4.39%	4.48%
Canoeing/Kayaking	4.82%	4.63%	5.56%
Racquetball	4.72%	4.19%	4.29%
Motorcycling	4.49%	4.49%	4.69%
Water Skiing	4.41%	3.78%	4%
Hockey	4.3%	3.83%	3.93%
Skateboarding	4.2%	3.77%	3.36%
Horseback Riding	4.06%	4.21%	4.77%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snowboarding	3.96%	3.49%	3.4%
Sailing	3.8%	3.2%	3.32%
Martial Arts	3.78%	3.69%	3.89%
Surfing & Windsurfing	3.74%	3.14%	2.92%
Snowmobiling	3.71%	3.28%	3.02%
Fly Fishing	3.52%	3.73%	3.69%
Rock Climbing	3.26%	3.42%	3.44%
Auto Racing	3.02%	3.1%	2.63%
Archery	2.79%	3%	2.79%
Rowing	2.34%	2.44%	2.56%

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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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
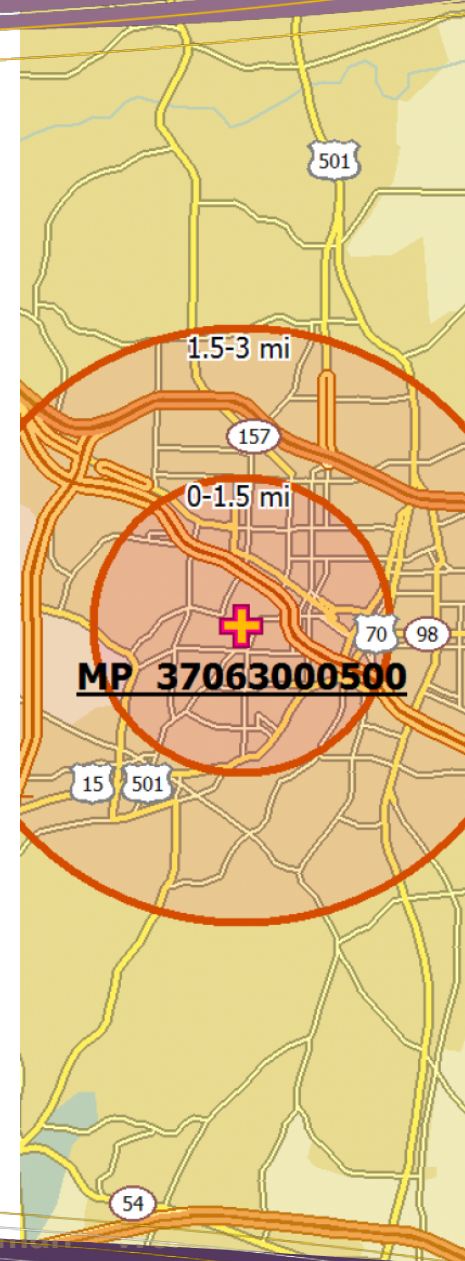
Potential Cultural Barriers -- Introduction (part 2)

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.

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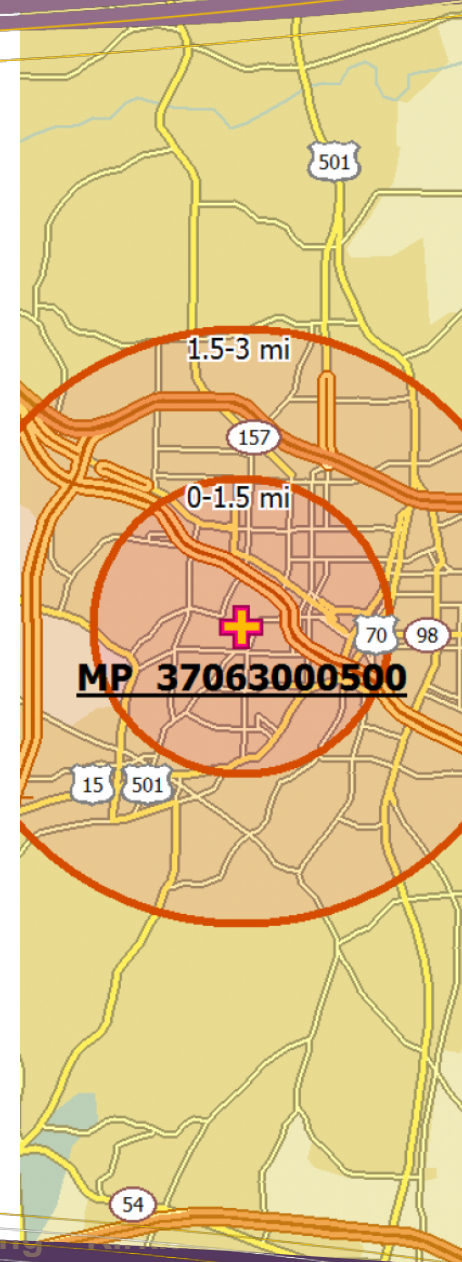
Potential Cultural Barriers:

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

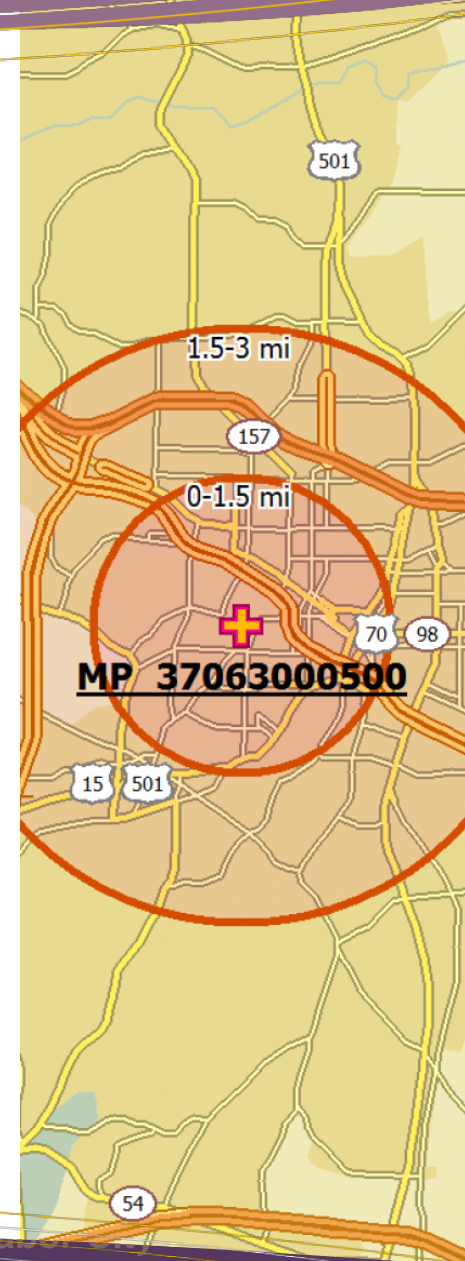| BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	50%	51%	51%
Speak My Mind Even If It Upsets People	37%	38%	37%
Find It Difficult To Say No To My Kids	36%	35%	37%
Like Control Over People And Resources	35%	37%	35%
Don't Judge People/Way They Live Life	32%	31%	30%
Prefer To Have Few Possessions As Possible	31%	31%	36%
Woman's Place Is In The Home	30%	31%	32%
Too Much Sponsorship In Arts/Sports	28%	29%	25%
Like To Do Unconventional Things	24%	25%	26%
If Won Lottery Would Never Work Again	24%	25%	28%
Money Is Best Measure Of Success	24%	24%	25%
Friends More Important Than My Fam.	23%	23%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	22%	24%	22%
Marijuana Should Be Legalized	21%	21%	21%
Like to Stand Out In A Crowd	20%	21%	20%
Like To Pursue Challenge/Novelty/Change	18%	19%	19%
We Should Strive for Equality for All	17%	18%	16%
Happy With My Standard Of Living	16%	15%	16%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Only Work Current Job for The Money	15%	15%	15%
On Whole People Get What They Deserve	12%	11%	11%
I Am A Perfectionist	11%	12%	10%
Very Happy With My Life As It Is	11%	12%	9%
Indulge My Kids With The Little Extras	9%	9%	10%

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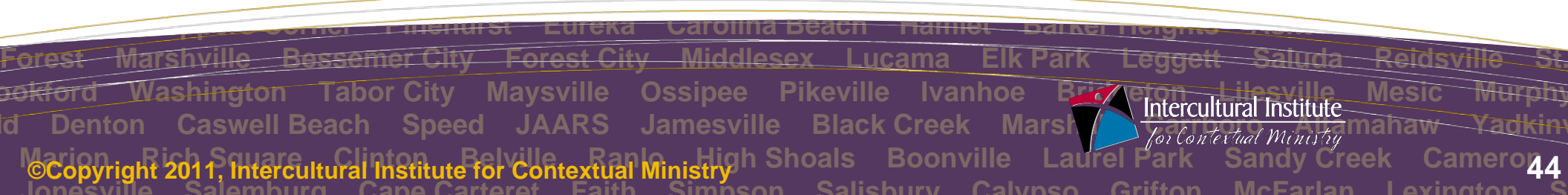
Potential Cultural Themes

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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

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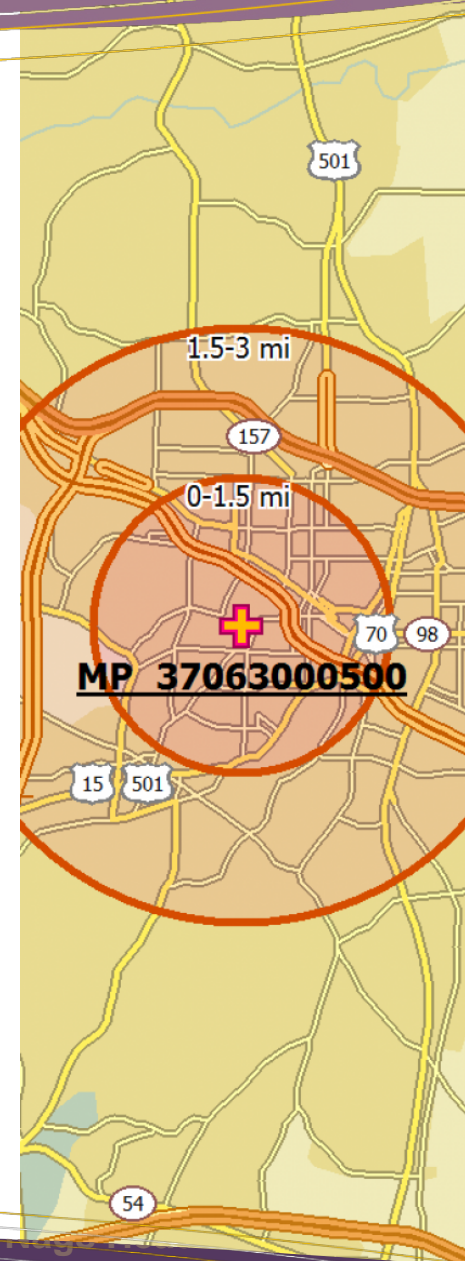
Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	56%	55%	61%
You Should Seize Opportunities In Life	55%	56%	57%
Like To Understand About Nature	37%	38%	38%
Prefer Work Part Of Team Than Alone	35%	35%	35%
Good At Fixing Things	34%	31%	29%
Important Feel Respected By My Peers	34%	35%	34%
Important To Juggle Various Tasks	33%	34%	33%
Prefer To Have Few Possessions As Possible	31%	31%	36%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	25%	24%	25%
Worried About Pollution Caused By Cars	23%	20%	22%
Consider Myself Interested In The Arts	21%	22%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Just Enjoy Life	20%	20%	22%
Looking for New Ideas To Improve Home	18%	19%	17%
Provide My Kids With The Little Extras	18%	19%	16%
Real Men Don't Cry	17%	18%	18%
Try Not To Worry About The Future	16%	17%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Decor Particular Interest To Me	7%	5%	4%
Feel Very Alone In The World	7%	7%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	5%	5%	4%

Potential Shared Places

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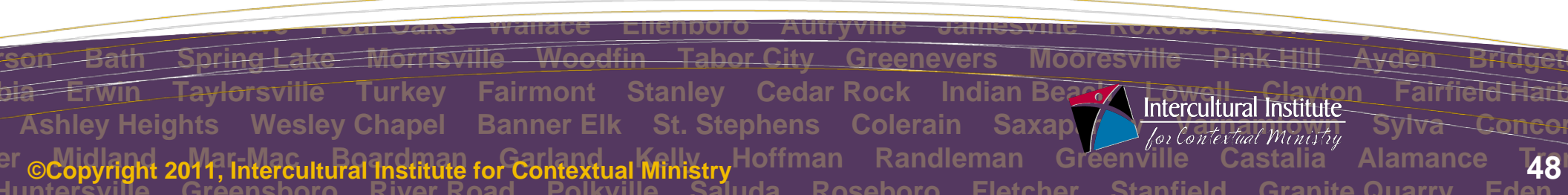
Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In Restaurant-Visit Any	82.45%	83.41%	84.25%
Fam. Restaurants/Steak Houses-Visit Any	74.89%	74.12%	79.15%
McDonald's	52.96%	53.68%	54.8%
Burger King	39.02%	39.15%	37.59%
Kentucky Fried Chicken (KFC)	31.81%	32.23%	30.56%
Wendy's	27.16%	27.92%	30.11%
Subway	26.8%	27.72%	28.91%
Applebee's	26.16%	25.33%	27.44%
Taco Bell	24.93%	25.46%	26.29%
Pizza Hut	21.94%	22.57%	21.81%
Arby's	18.49%	19.01%	20.49%
Olive Garden	17.54%	18.17%	20.04%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	17.11%	17.78%	18.07%
Domino's Pizza	16.21%	16.6%	16%
TGI Friday's	15.14%	14.99%	15.7%
IHOP (International House Of Pancakes)	14.94%	15.8%	16.4%
Dairy Queen	13.99%	14.87%	14.34%
Chick-Fil-A	13.84%	13.89%	15.95%
Dunkin' Donuts	13.43%	13.49%	12.84%
Outback Steakhouse	12.94%	13.39%	15.39%
Popeyes	12.91%	14.31%	12.73%
Chili's Grill and Bar	12.7%	12.66%	14.54%
Sonic	12.16%	12.53%	12.56%
Starbucks	11.96%	12.15%	15.04%

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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!

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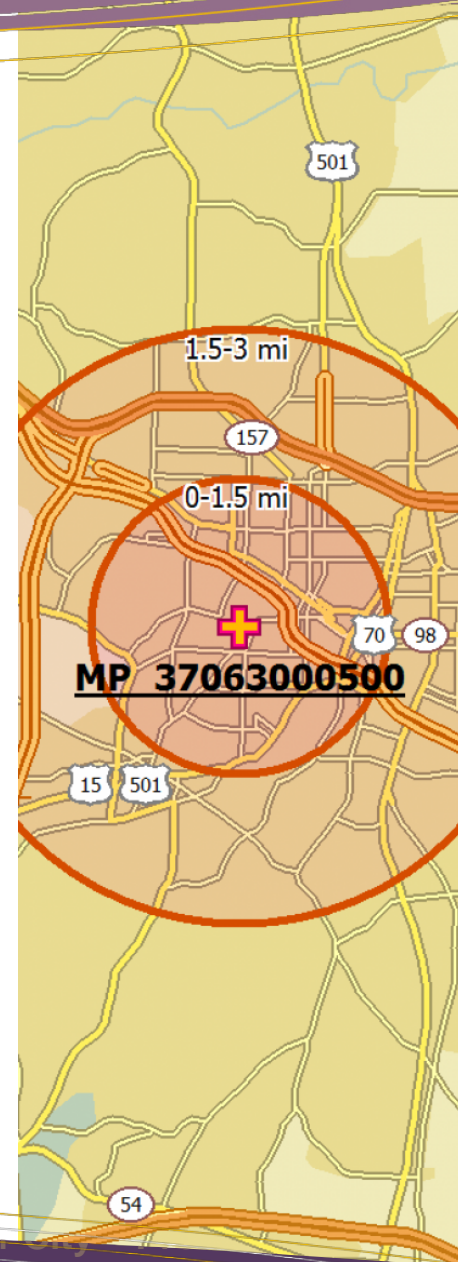
Potential Shared Projects

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

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	39.28%	39.24%	45.39%
Recycled products	27%	26.62%	32.92%
Worked as volunteer (non political)	13.18%	12.83%	15.65%
Engaged in fund raising	9.67%	9.61%	11.47%
Religious club member	7.61%	7.46%	8.27%
Church Board	5.54%	5.54%	6.38%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.84%	4.81%	5.36%
Wrote to editor of mag or newspaper	4.75%	4.83%	5.49%
Wrote to elected offcl about publ bus	4.66%	4.61%	5.79%
Charitable Organization	4.53%	4.45%	5.36%
Union member	4.2%	4.11%	5.17%
Addressed a public meeting	3.99%	3.94%	4.69%

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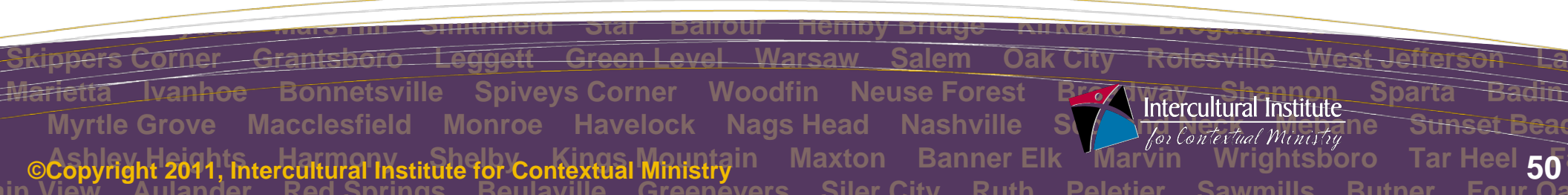
Communication Media Content

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

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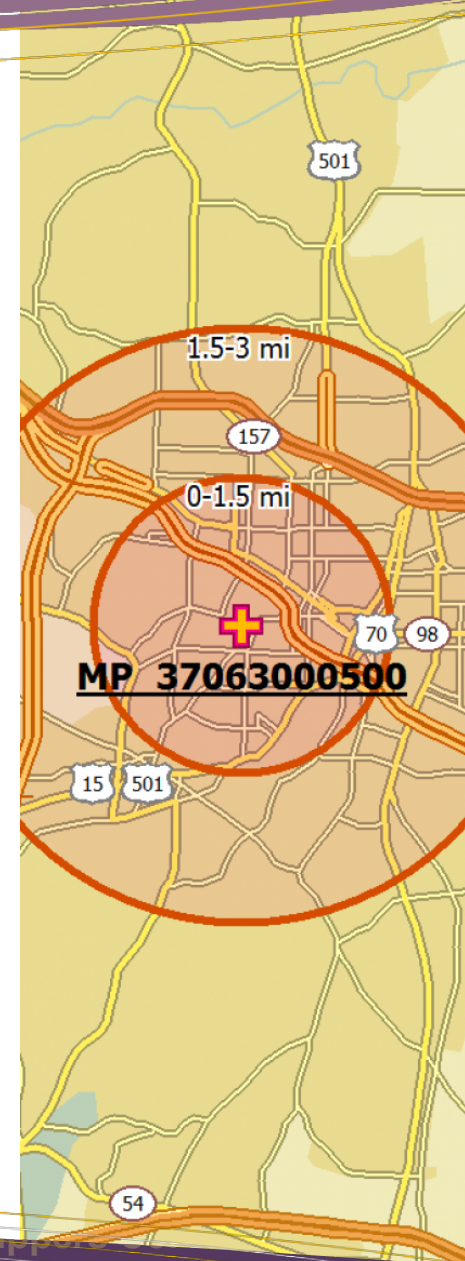
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	15.15%	14.77%	17.81%
Children's Books	12.33%	12.34%	13.7%
Mystery	9.79%	9.81%	10.94%
Cookbooks	9.26%	9.31%	10.18%
Religious (not Bibles)	9.21%	9.29%	9.85%
Romance	6.69%	6.62%	6.76%
Personal/Business Self-help	6.54%	6.36%	7.76%
Biography	6.39%	6.31%	7.36%
History	5.91%	6.03%	6.93%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	63.67%	64.09%	68.21%
Gen. Editorial	49.83%	50.05%	51.6%
Womens	45.51%	45.19%	46.5%
Service	29.92%	29.9%	32.21%
Mens	19.3%	18.87%	20.06%
Business/Finance	18.9%	18.89%	22.48%
Music	18.57%	18.5%	16.96%
Sports	15.24%	14.98%	15.94%
Parenthood	14.3%	14.73%	13.83%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	47.74%	47.26%	51.89%
Classified	32.03%	32.01%	30.39%
Sport	28.92%	28.99%	31.24%
Editorial Page	24.92%	24.27%	27.32%
Business/Finance	24.4%	24.28%	28.83%
Movie Listings & Reviews	24.21%	23.76%	26.05%
Comics	23.24%	23.2%	23.9%
Food/Cooking	22.18%	22.08%	24.32%
TV/Radio Listings	21.06%	20.99%	22.37%
Home/Gardening	17.38%	17.38%	20.43%
Travel	16.79%	16.65%	20.32%
Fashion	15.31%	15.27%	16.75%
Science/Technology	14.84%	14.36%	17.52%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	33.36%	34.18%	29.9%
CHR Contemp Hit Radio	19.63%	19.15%	19.16%
Adult Contemporary	13.29%	13.01%	14.25%
Country	11.47%	11.03%	11.45%
Variety	10.5%	10.37%	11.02%
Oldies	9.39%	9.78%	10.1%
Jazz	8.84%	8.88%	10.44%
News/Talk	7.78%	7.59%	10.86%
Rock	7.7%	7.35%	8.72%
Alternative	6.97%	6.69%	8.56%
All News	6.08%	6.07%	8.28%
Classic Rock	6.04%	5.8%	7.03%
Gospel	5.78%	6.06%	5.34%
Hispanic	5.69%	6.28%	4.65%
Soft Contemporary	5.45%	5.4%	6.52%
Religious	5.36%	5.35%	6.22%
All Talk	3.61%	3.76%	4.7%
Sports	3.35%	3.21%	4.5%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	58.17%	58.46%	62.57%
Soapnet	48.86%	48.36%	51.01%
Satellite Dish	45.2%	45.42%	49.5%
Other Video-On-Demand	41.69%	44.34%	41.75%
Subscribe Digital Cable	32.28%	32.48%	32.38%
Sci-Fi Channel	31.5%	32.17%	35.14%
Comedy Central	30.39%	29.48%	33.67%
MSNBC	29.09%	30.52%	31.95%
Adult Pay Per View TV	27.6%	28.41%	30.05%
TV Info From Sunday TV Magazine	26.53%	26.26%	28.6%
TV Info From Newspapers	25.23%	24.51%	26.07%
Nickelodeon	25.16%	24.85%	26.06%

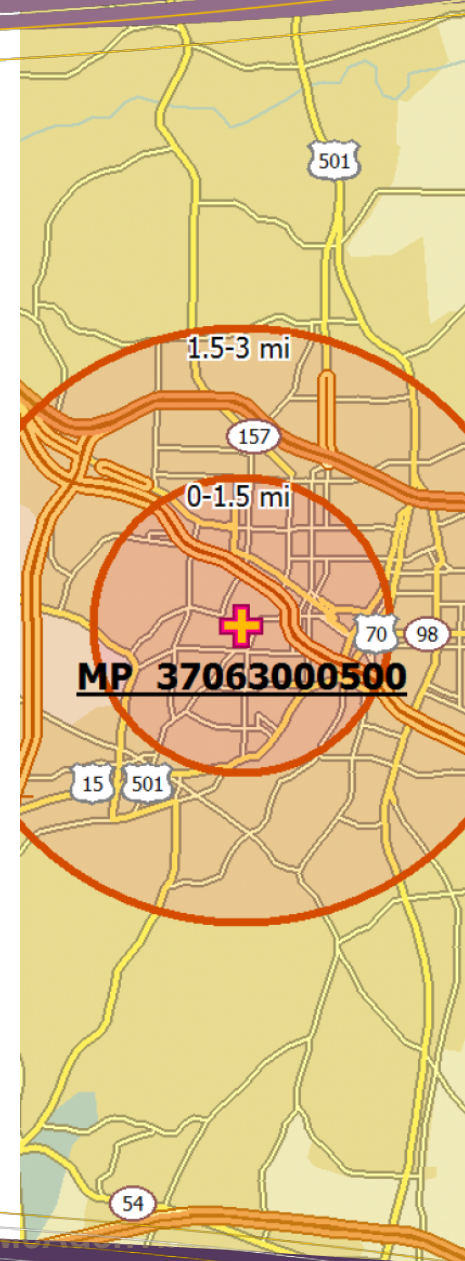| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ABC Fam.	23.29%	24.1%	26.68%
ESPN2	23.12%	23.9%	25.08%
Hallmark Channel	22.98%	23.18%	25.73%
BET (Black Entertainment TV)	22.67%	22.98%	23.82%
TCM (Turner Classic Movies)	22.56%	22.58%	24.93%
Nick At Nite	21.95%	22.76%	23.92%
TV Info From Monthly Cable Guide	21.53%	21.98%	22.69%
ESPN Classic	21%	19.83%	23.78%
The Golf Channel	20.51%	20.96%	23.79%
E (Entertainment TV)	20.08%	19.29%	20.11%
USA Network	20.08%	20.62%	23.55%
TV Info From Other	19.91%	20.35%	21.38%

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.

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Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	17.54%	17.07%	19.93%
Medium Users (4-6)	9%	9.01%	10.05%
Light Users (1-3)	19.2%	19.25%	20.44%
Quintiles (20%)			
Newspaper I (Heavy)	1.34%	1.24%	0.93%
Newspaper II	1.79%	1.97%	1.79%
Newspaper III	1.83%	1.91%	2.43%
Newspaper IV	0.3%	0.33%	0.31%
Newspaper V (Light)	1.25%	0.87%	0.75%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.55%	21.21%	20.68%
Magazines II	9.66%	10.01%	9.72%
Magazines III	10.6%	10.56%	10.06%
Magazines IV	12.63%	12.83%	12.37%
Magazines V (Light)	1.01%	0.93%	1.03%
Outdoor I (Heavy)	8.68%	9.3%	8.87%
Outdoor II	4.42%	4.48%	3.73%
Outdoor III	4.78%	5.15%	4.46%
Outdoor IV	16.44%	16.43%	16.33%
Outdoor V (Light)	23.49%	23.51%	23.58%
Yellow Pages I (Heavy)	14.84%	15.35%	14.96%
Yellow Pages II	7.9%	8.1%	7.98%
Yellow Pages III	9%	9.25%	7.7%
Yellow Pages IV	22.5%	22.93%	22.55%
Yellow Pages V (Light)	5.1%	5.04%	4.15%

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Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.79%	3.15%	3%
Drive Time III (Medium)	1.43%	1.06%	0.95%
Radio IV & V (Light)	2.68%	3.01%	2.9%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.66%	10.98%	10.05%
Radio III (Medium)	4.45%	4%	4.39%
Radio IV & V (Light)	4.24%	4.46%	4.22%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.73%	12.57%	14.76%
Cable III (Medium)	4.73%	5.35%	4.74%
Cable IV & V (Light)	35.06%	36.94%	36.11%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.42%	4.08%	4.15%
Prime Time III (Medium)	1.28%	1.29%	1.63%
Prime Time IV & V (Light)	11.02%	11.6%	9.48%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.11%	37.82%	39.93%
Fringe III (Medium)	49.25%	50.65%	50.88%
Fringe IV (Light)	51.97%	51.95%	53.42%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.08%	16.06%	14.71%
All Day III (Medium)	23.08%	23.4%	23.32%
All Day IV (Light)	18.94%	19.03%	17.46%

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Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	11.09%	11.4%	12.36%
6:00am - 10:00am	18.13%	17.15%	19.96%
10:00am - 3:00pm	13.59%	14.68%	12.11%
3:00pm - 7:00pm	17.41%	17.42%	15.19%
7:00pm - Midnight	11.76%	12.19%	14%
Midnight - 6:00am	8.7%	9.25%	7.86%
Weekend Radio Listeners			
Dayparts [summary]	16.58%	15.76%	14.63%
6:00am - 10:00am	3.8%	3.84%	4.31%
10:00am-3:00pm	7.91%	7.11%	7.73%
3:00pm - 7:00pm	9.8%	9.91%	7.93%
7:00pm - Midnight	9.61%	10.12%	9.73%
Midnight - 6:00am	14.71%	15.19%	13.9%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.7%	7.06%	7.75%
Saturday: 8:00-11:00pm	7.96%	8.12%	8.48%
Sunday: 7:00-11:00pm	8.45%	9.07%	9.37%
9:00am-1:00pm	21.95%	22.76%	23.92%
9:00am-4:00pm	25.99%	27.03%	28.33%
4:00pm-7:00pm	28.07%	28.94%	31.08%
11:00pm-1:00am	38.4%	40.05%	40.98%
AVG Prime time Mon-Sun	4.85%	5.27%	4.73%

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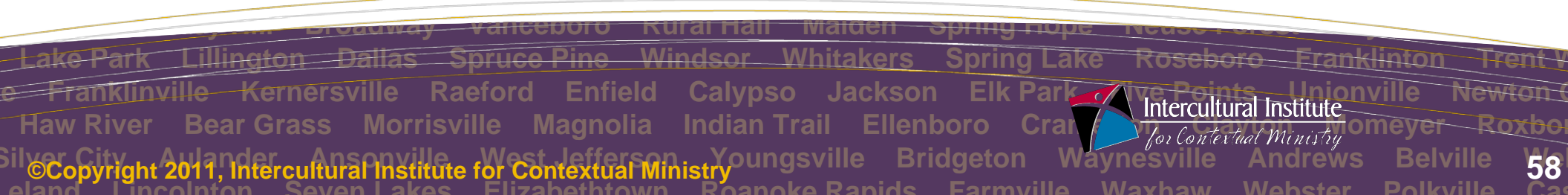
Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	17.61%	18.1%	17.64%
7-9am	23.12%	23.9%	25.08%
9am-12noon	15.47%	15.79%	18.57%
12noon-4pm	10.52%	11.24%	9.76%
4-6pm	46.32%	47.1%	51.72%
6-7pm	17.85%	17.15%	17.65%
7-7:30pm	1.63%	1.83%	2.09%
7:30-8pm	10.74%	11.14%	11.54%
8-11pm	7.7%	7.06%	7.75%
11pm-12am	29.09%	30.52%	31.95%
11pm-1am	38.4%	40.05%	40.98%
1-6am	31.49%	32.5%	33.66%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	17.01%	17.24%	19.08%
Sat: 10am-1pm	9.8%	9.77%	9.37%
Sat: 1-4pm	23.61%	22.85%	24.52%
Sat: 4-6pm	7.03%	7.39%	7.86%
Sat: 6-7pm	1.49%	1.53%	1.93%
Sat: 7-8pm	1.08%	1.02%	1.2%
Sat: 8-11pm	7.96%	8.12%	8.48%
Sat: 11pm-1am	5.93%	6.32%	6.62%
Sat: 1am-7pm	20.08%	20.62%	23.55%
Sun: 7-10am	2.28%	2.37%	2.37%
Sun: 10am-1pm	4.77%	4.91%	5.3%
Sun: 1-4pm	5%	5.03%	5.81%
Sun: 4-7pm	10.87%	11.75%	12.2%
Sun: 7-11pm	8.45%	9.07%	9.37%
Sun: 11pm-1am	5.18%	5.56%	5.35%
Sun: 1-7am	18.5%	19.51%	21.03%

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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.

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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 ths 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?

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Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking 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

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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.

5 Types of Self-Identity, Communication & Relationships

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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 spirituallity of this particular location. This report relects 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

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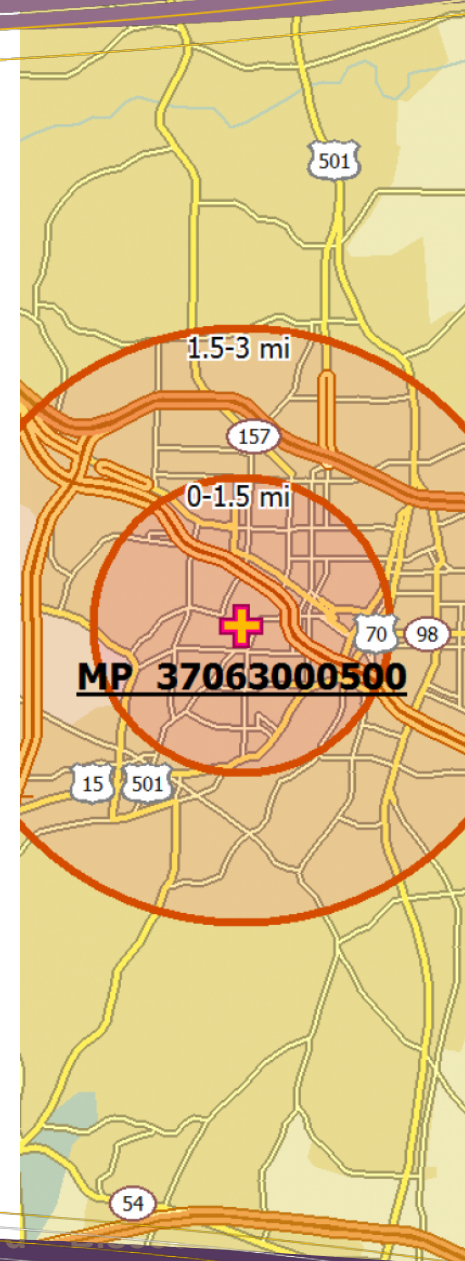
Notes and Sources

1. Sitescape 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.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Greater Joy International Ministries	2000 Chapel Hill Rd Durham, NC 27707	0.71 mi	200	Insufficient Data
2	Lakewood - Durham	2100 Chapel Hill Rd Durham, NC 27707	0.78 mi	31	Declining
3	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	1.13 mi	0	Insufficient Data
4	Dayspring - Durham	922 9th St Durham, NC 27705	1.21 mi	124	Plateauing
5	Durham First - Durham	414 Cleveland St Durham, NC 27701	1.24 mi	423	Plateauing
6	Grey Stone - Durham	2601 Hillsborough Rd Durham, NC 27705	1.26 mi	567	Growing
7	Iglesia Cristiana Emanuel - Durham	2031 W Club Blvd Durham, NC 27705	1.56 mi	0	Insufficient Data
8	Journey - Durham	2031 W Club Blvd Durham, NC 27705	1.56 mi	33	Declining
9	Grace - Durham	1004 N Mangum St Durham, NC 27701	1.61 mi	81	Growing
10	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	1.76 mi	293	Plateauing
11	Great Faith - Durham	909 Camden Ave Durham, NC 27701	2.25 mi	30	Insufficient Data
12	Park View - Durham	2500 Acadia St Durham, NC 27704	2.33 mi	35	Declining
13	Antioch Baptist Church - Durham	1415 Holloway St Durham, NC 27703	2.46 mi	81	Plateauing
14	Angier Avenue - Durham	2101 Angier Ave Durham, NC 27703	2.50 mi	103	Growing
15	Guess Road - Durham	3102 Guess Rd Durham, NC 27705	2.80 mi	161	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cheek Heights - Durham	826 N Hardee St Durham, NC 27703	3.05 mi	20	Plateauing
17	Braggtown - Durham	3218 N Roxboro St Durham, NC 27704	3.05 mi	138	Declining
18	New Jerusalem Baptist Cathedral - Durham	3405 Danube Ln Durham, NC 27704	3.41 mi	50	Plateauing
19	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	3.52 mi	155	Declining
20	Mount Hermon (Y) - Durham	4511 Old NC 10 Durham, NC 27705	3.94 mi	66	Plateauing
21	Immanuel - Durham	3610 Hillandale Rd Durham, NC 27705	3.94 mi	60	Plateauing
22	Berea - Durham	5011 Fayetteville Rd Durham, NC 27713	4.29 mi	60	Plateauing
23	Calvary - Durham	1204 Lynn Rd Durham, NC 27703	4.30 mi	106	Declining
24	Harvest Baptist Mission - Durham	802 Lindley Dr Durham, NC 27703	4.33 mi	18	Declining
25	Rose of Sharon - Durham	4109 Guess Rd Durham, NC 27712	4.97 mi	184	Plateauing
26	Glenn School Road - Durham	1815 Glenn School Rd Durham, NC 27704	5.07 mi	20	Insufficient Data
27	Mount Moriah - Durham	549 Erwin Rd Durham, NC 27707	5.18 mi	67	Declining
28	Hope Valley - Durham	6900 Garrett Rd Durham, NC 27707	5.40 mi	242	Plateauing
29	New Freedom - Durham	335 Rippling Stream Rd Durham, NC 27704	5.44 mi	10	Insufficient Data
30	Faith - Durham	3321 Cheek Rd Durham, NC 27704	5.52 mi	136	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Faith Community - Durham	302 Lebanon Cir Durham, NC 27712	5.65 mi	70	Insufficient Data
32	Freedom Tabernacle	121 Hidden Springs Dr Durham, NC 27703	5.75 mi	0	Insufficient Data
33	Bethesda - Durham	1914 S Miami Blvd Durham, NC 27703	5.76 mi	492	Declining
34	Lowes Grove - Durham	4430 S Alston Ave Durham, NC 27713	6.03 mi	0	Insufficient Data
35	Ephesus - Chapel Hill	2025 Ephesus Church Rd Chapel Hill, NC 27517	6.29 mi	62	Declining
36	Iglesia Hispana Durham Memorial	133 Robbins Rd Durham, NC 27703	6.61 mi	0	Insufficient Data
37	Durham Memorial - Durham	133 Robbins Rd Durham, NC 27703	6.61 mi	210	Declining
38	Shekinah Glory Community Worship	513 Farm House Ln Durham, NC 27703	6.62 mi	0	Insufficient Data
39	Page Road - Durham	1912 Page Rd Durham, NC 27703	6.62 mi	34	Declining
40	The Summit Church-Homestead Heights - Dur	2335 Presidential Dr Ste 114 Durham, NC 27703	6.62 mi	2,257	Growing
41	Gorman - Durham	3315 E Geer St Durham, NC 27704	6.72 mi	248	Declining
42	Farrington Road - Chapel Hill	5936 Farrington Rd Chapel Hill, NC 27517	6.77 mi	83	Plateauing
43	Triangle Pointe Fellowship	600 Discovery Way Durham, NC 27703	6.81 mi	0	Insufficient Data
44	Edgewood - Durham	1807 Infinity Rd Durham, NC 27712	6.82 mi	70	Growing
45	Parkwood - Durham	1515 Clermont Rd Durham, NC 27713	7.13 mi	34	Growing

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6 Wateroak Court
North Augusta, SC 29841

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CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
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