

MissionSite

top unreached locations



DURHAM, NC

CENSUS TRACT: 37063001802

REGION: Needs 4: Triangle

COUNTY: Durham

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



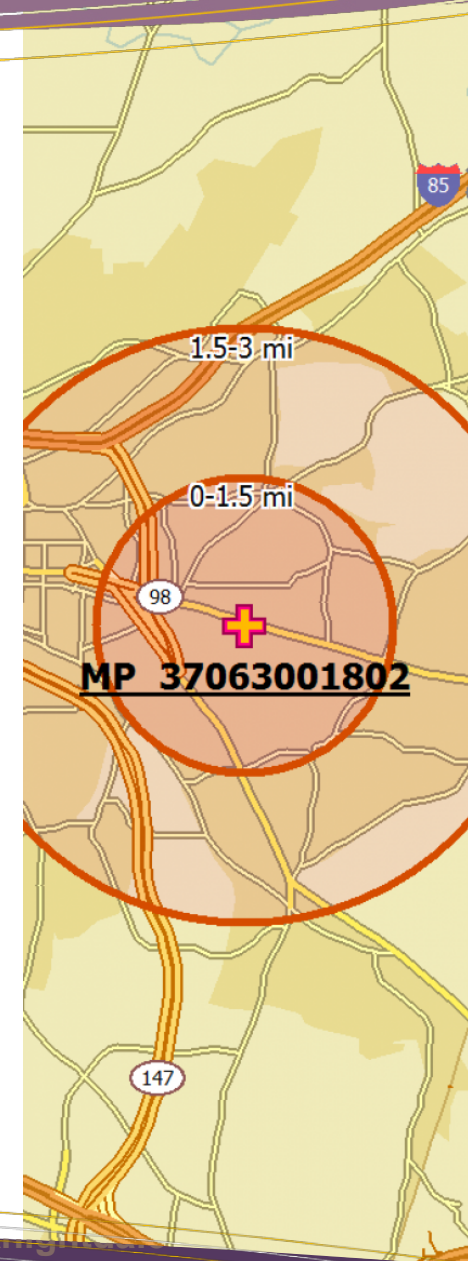
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37063	Durham
4	Zipcode	27703	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



Site Location Summary - Map of the Site Location



Wesley Chapel Bald Head Island Vander Aurora Drexel Lake...
Farrington Flat Rock Washington Hertford Monroe Shallotte Highlands Wilson Mineral Springs Sta...
Rocky Franklinton Robbinsville Black Creek Buies Creek Earl Reidsville Tacon Murfreesboro Maiden F...
lina Shores Caswell Beach River Bend Woodlawn Wade Stony Point Ch...
ch Square Ocean Isle Beach Waxhaw Harmony Bayboro Brunswick Woodfin Cornelius Lucama Morvyn...
Staley White Oak Carthage Forest Hills Hemby Bridge Cherryville James City Bath Nags Head Winton

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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,147	42,967	162,721
2010 Households	5,532	14,362	66,202
2010 Group Quarters Population	55	2,977	6,651

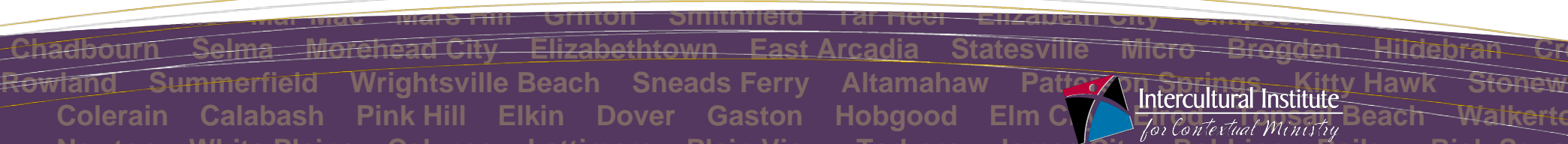
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	49	49	45
Language Diversity National Index	60	63	51
Foreign Born Diversity National Index	6	33	95
Ancestry Diversity National Index	5	16	73
Racial Diversity National Index	86	85	55

Site Location Summary - County Environment

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

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

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



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	95	1.72%
Mainstay Communities	Established, Diverse Households	119	2.15%
Working Communities	Blue-collar, Working Families	157	2.84%
Country Communities	Rural, Agri. & Mining Families	13	0.23%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,463	44.52%
Urban Communities	High Density, Inner-city Neighborhoods	2,686	48.55%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 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).

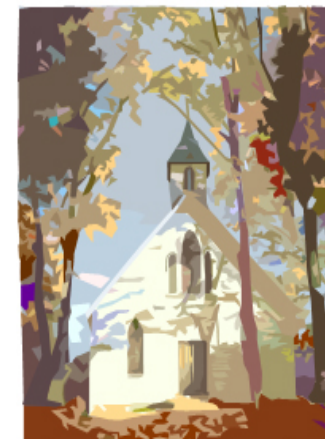
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	76,756	3,955	5.15%
Unreached %	71.97%	71.5%	99.34
Religious But NOT Evangelical HH	23,447	1,575	6.72%
Religious But NOT Evangelical %	21.99%	28.48%	129.52
Spiritual But NOT Relig or Evang HH	10,303	273	2.65%
Spiritual But NOT Relig or Evang %	9.66%	4.94%	51.09
Not Evangelical, Not Interested HH	43,265	2,159	4.99%
Not Evangelical, Not Interested %	40.57%	39.02%	96.19



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	3,991	49.14%
Active Evangelical Households	13,117	2,428	18.51%
Active Evangelical Percent	12.30%	12.21%	99.24
Inactive Evangelical Households	16,770	3,105	18.51%
Inactive Evangelical Percent	15.73%	15.61%	99.24
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Harvest Baptist Mission - Durham	0.64 mi	18	Declining	16 Freedom Tabernacle	3.16 mi	0	Insufficient Data
2 Calvary - Durham	1.02 mi	106	Declining	17 Glenn School Road - Durham	3.39 mi	20	Insufficient Data
3 Angier Avenue - Durham	1.50 mi	103	Growing	18 Park View - Durham	3.54 mi	35	Declining
4 Antioch Baptist Church - Durham	1.53 mi	81	Plateauing	19 Olive Branch - Durham	3.71 mi	128	Insufficient Data
5 Cheek Heights - Durham	1.70 mi	20	Plateauing	20 Triangle Pointe Fellowship	3.73 mi	0	Insufficient Data
6 Faith - Durham	2.55 mi	136	Declining	21 Braggtown - Durham	3.97 mi	138	Declining
7 Great Faith - Durham	2.61 mi	30	Insufficient Data	22 New Jerusalem Baptist Cathedral - Durham	4.14 mi	50	Plateauing
8 Durham First - Durham	2.71 mi	423	Plateauing	23 Greater Joy International Ministries	4.26 mi	200	Insufficient Data
9 Iglesia Hispana Durham Memorial	2.72 mi	0	Insufficient Data	24 Lakewood - Durham	4.34 mi	31	Declining
10 Durham Memorial - Durham	2.72 mi	210	Declining	25 Dayspring - Durham	4.39 mi	124	Plateauing
11 Grace - Durham	2.80 mi	81	Growing	26 Gorman - Durham	4.50 mi	248	Declining
12 Bethesda - Durham	2.91 mi	492	Declining	27 Roberson Grove - Durham	4.55 mi	59	Insufficient Data
13 Shekinah Glory Community Worship	2.94 mi	0	Insufficient Data	28 Gospel	4.61 mi	0	Insufficient Data
14 Page Road - Durham	2.94 mi	34	Declining	29 Iglesia Cristiana Emanuel - Durham	4.61 mi	0	Insufficient Data
15 The Summit Church-Homestead Heights - Dur	2.94 mi	2,257	Growing	30 Journey - Durham	4.61 mi	33	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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



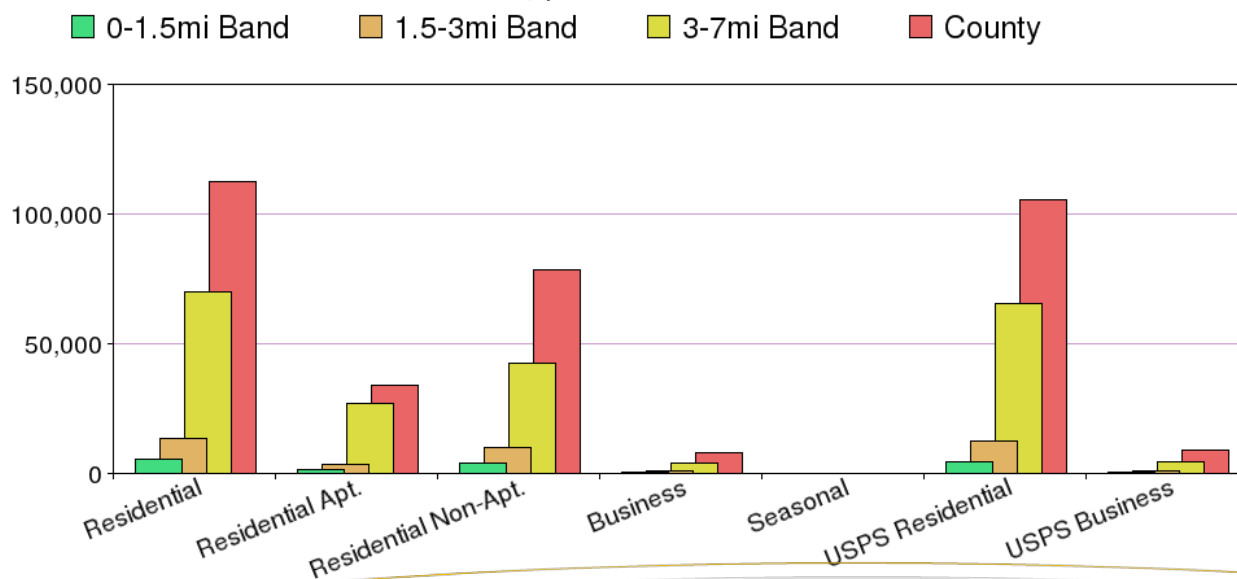
Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 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	11,138	6.13%
2000 Population	223,314	14,481	6.48%
2010 Population	276,659	16,147	5.84%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	72,297	4,124	5.7%
2000 Households	89,015	5,137	5.77%
2010 Households	106,644	5,532	5.19%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	5,528
Residential Apt.	1,352
Residential Non-Apt.	4,176
Business	301
Seasonal	0
USPS Residential	4,663
USPS Business	281

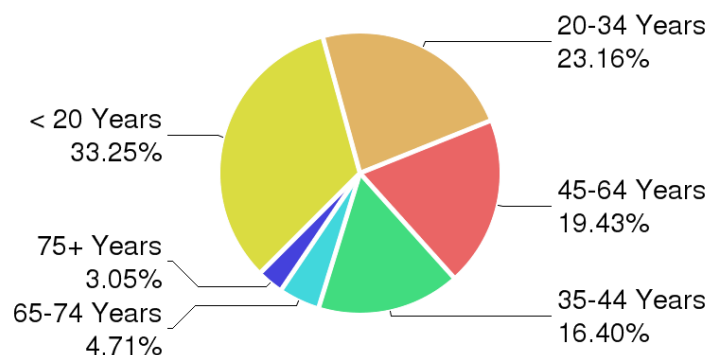
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.9%	8.39%	121.59
4-5 Years	2.96%	3.84%	129.73
6-8 Years	4.21%	5.75%	136.58
9-11 Years	3.73%	4.89%	131.1
12-13 Years	2.28%	2.86%	125.44
14-17 Years	4.72%	5.1%	108.05
18-19 Years	2.29%	2.43%	106.11
0-5 Years	9.85%	12.23%	124.16
6-12 Years	9.08%	12.1%	133.26
13-19 Years	8.14%	8.94%	109.83
< 20 Years	27.07%	33.27%	122.9
20-34 Years	24.78%	23.17%	93.5
35-44 Years	15.48%	16.41%	106.01
45-64 Years	22.71%	19.44%	85.6
65-74 Years	5.5%	4.71%	85.64
75+ Years	4.46%	3.05%	68.39
Median Age	34	33	95.94
Median Age (Male)	33	31	93.33
Median Age (Female)	35	34	97.3

Age Group Percentages

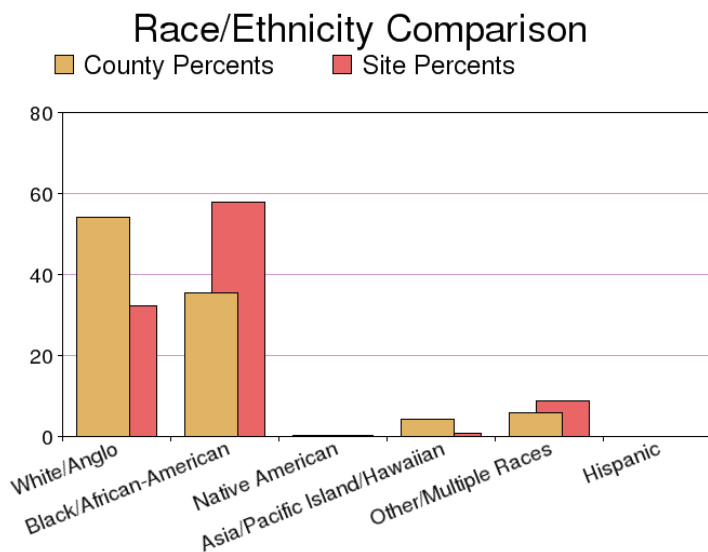


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.02%	32.15%	59.52
Black, African-American	35.38%	57.75%	163.23
Native American	0.4%	0.4%	99.69
Asian	4.28%	0.84%	19.7
Pacific Island, Hawaiian	0.1%	0.01%	5.99
Other/Multiple Races	5.82%	8.86%	152.13
Hispanic	0%	22.17%	0



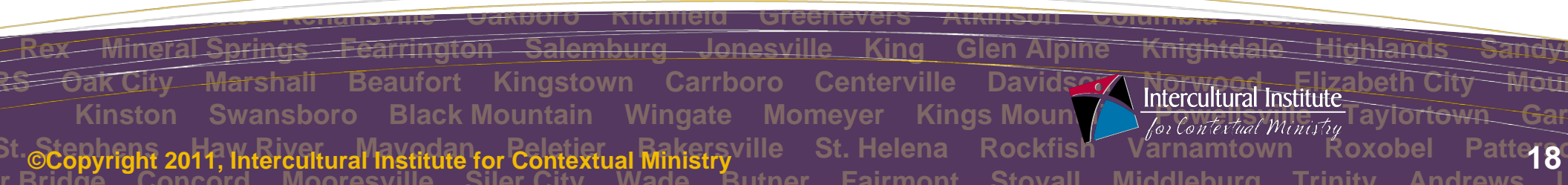
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	182,612	9,838	
Less than 9th Grade	5.35%	10.55%	50.66
No High School Diploma	8.12%	12.7%	63.98
High School Graduate	20.81%	30.8%	67.57
Some College, no degree	16.1%	16.28%	98.89
Associate Degree	7.05%	7.51%	93.83
College Degree	23.42%	16%	146.4
Graduate/Prof. degree	19.15%	6.16%	310.85

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%	10.57%	139.47
\$10,000 to \$19,999	10.11%	13.3%	131.63
\$20,000 to \$29,999	10.42%	14.7%	141.11
\$30,000 to \$49,999	20.7%	25.16%	121.56
\$50,000 to \$59,999	9.16%	9.76%	106.59
\$60,000 to \$69,999	7.11%	8.93%	125.6
\$70,000 to \$79,999	5.86%	5.44%	92.87
\$80,000 to \$89,999	4.83%	3.42%	70.75
\$90,000 to \$99,999	3.65%	1.92%	52.53
\$100,000 to \$124,999	8.07%	3.33%	41.21
\$125,000 to \$149,999	4.86%	2.17%	44.62
\$150,000 to \$199,999	3.81%	0.09%	2.37
\$200,000 to \$249,999	1.19%	0%	0
\$250,000 or more	2.05%	1.25%	60.79
Median Household	50,541	38,157	75.5
Average Household	67,971	50,770	74.69
Per Capita Household	27,131	17,420	64.21
Family/Non-Family Household Income			
Median Family Income	63,515	45,158	71.1
Average Family Income	83,521	59,272	70.97
Median Non-Family Income	36,641	27,373	74.71
Average Non-Family Income	46,532	31,986	68.74



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	57.96%	67.88%	117.11
Families with Children	31.74%	44.54%	140.33
Families without Children	26.22%	23.34%	89.01
Non-Family Households			
% Non-Family Households	42.04%	32.12%	76.41
Non-Families with Children	0.37	0.51	138.4
Non-Families without Children	41.67	31.62	75.86
Housing Units			Index
Total Housing Units	120,358	6,138	
Vacant percent	11.39%	9.87%	86.65
Owned percent	49.02%	51.84%	105.76%
Rented Percent	39.59%	38.29%	96.71
Households by Size			Index
Avg household size	2.50	2.91	116.4
Avg family hh size	3.37	3.60	106.82
Avg non-family hh size	1.29	1.45	112.4
Households By Count of Persons			Percent
One	36,910	1,496	4.05%
Two	27,654	1,180	4.27%
Three or Four	30,669	1,949	6.35%
Five+	11,411	909	7.97%

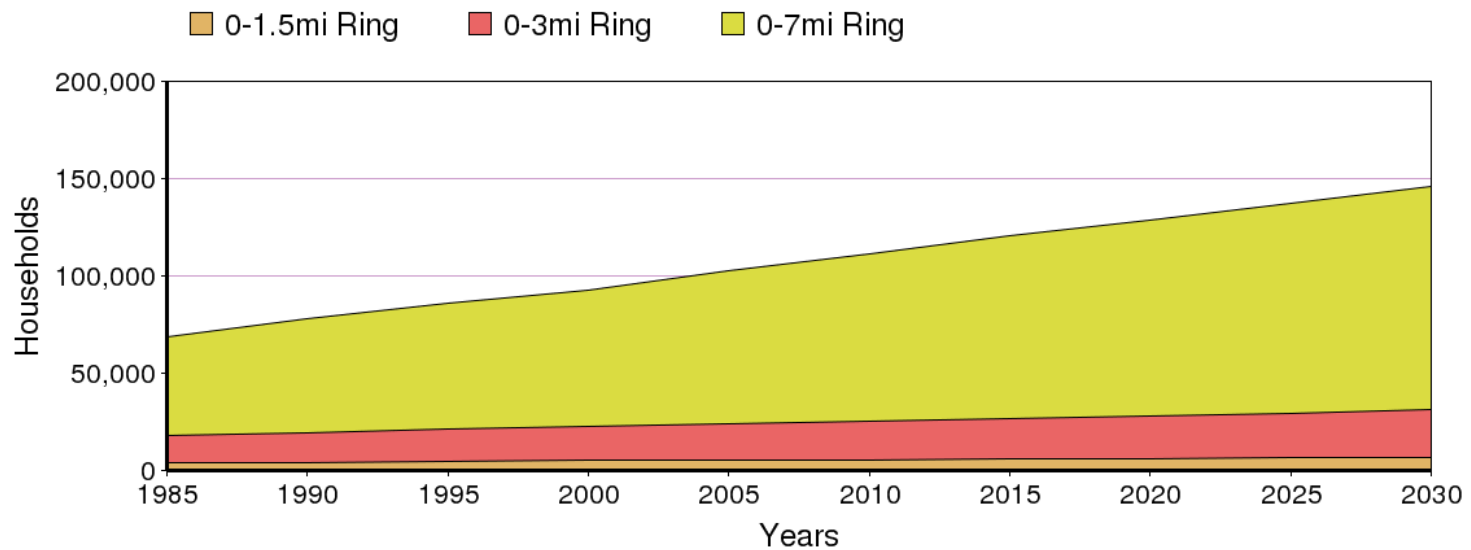
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	181,835	11,138	6.13%
2000 Population	223,314	14,481	6.48%
2010 Population	276,659	16,147	5.84%
2015 Population	311,430	18,115	5.82%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	72,297	4,124	5.7%
2000 Households	89,015	5,137	5.77%
2010 Households	106,644	5,532	5.19%
2015 Households	113,259	5,857	5.17%

Household Change from 1985 to 2030



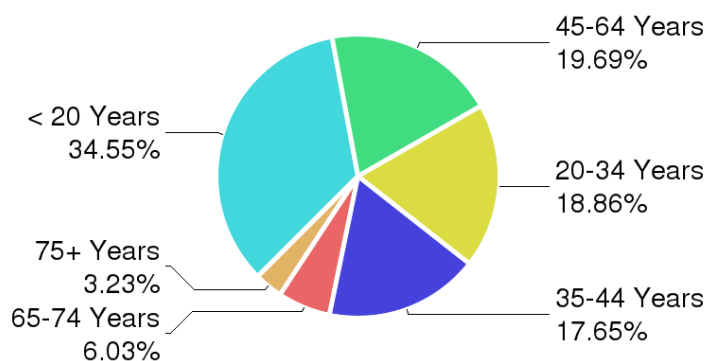
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	8.39%	8.04%	95.83
4-5 Years	3.84%	4.07%	105.99
6-8 Years	5.75%	6.22%	108.17
9-11 Years	4.89%	5.55%	113.5
12-13 Years	2.86%	3.29%	115.03
14-17 Years	5.1%	5.18%	101.57
18-19 Years	2.43%	2.18%	89.71
0-5 Years	12.23%	12.12%	99.1
6-12 Years	12.1%	13.44%	111.07
13-19 Years	8.94%	8.98%	100.45
< 20 Years	33.27%	34.54%	103.82
20-34 Years	23.17%	18.85%	81.36
35-44 Years	16.41%	17.64%	107.5
45-64 Years	19.44%	19.68%	101.23
65-74 Years	4.71%	6.03%	128.03
75+ Years	3.05%	3.23%	105.9
Median Age	34	34	98.91
Median Age (Male)	33	31	95.37
Median Age (Female)	35	36	101.11

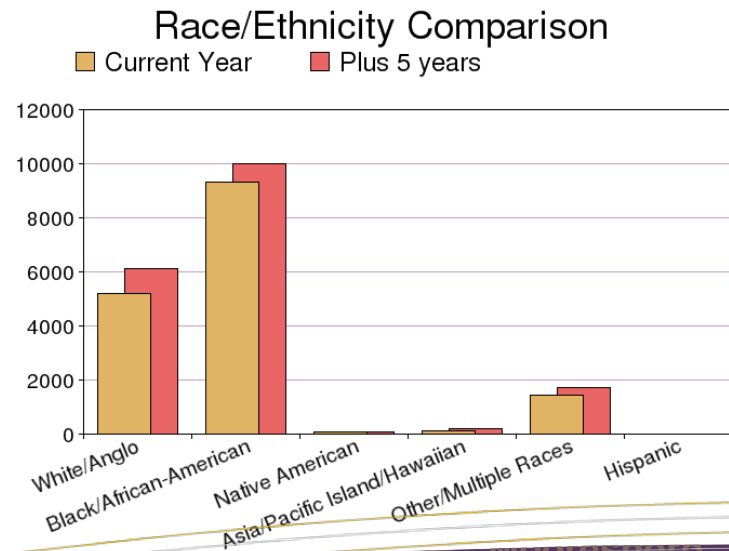
Projected Age Group Percentages



Projected Demographic Summary

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

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



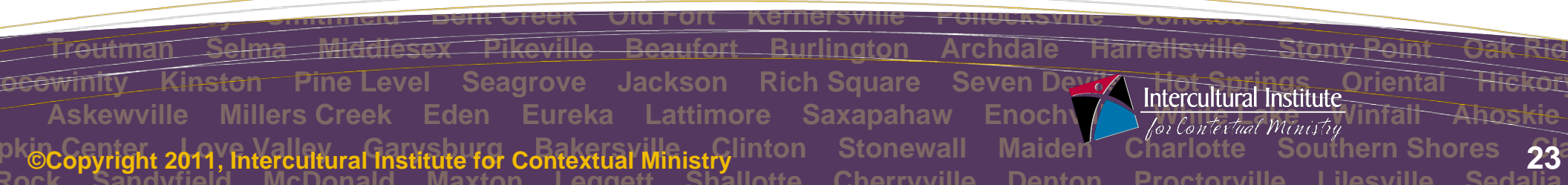
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	32.15%	33.85%	105.27
Black, African-American	57.75%	55.15%	95.5
Native American	0.4%	0.46%	115.6
Asian	0.84%	1.02%	120.6
Pacific Island, Hawaiian	0.01%	0.02%	267.41
Other/Multiple Races	8.86%	9.51%	107.34
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,838	10,983	
Less than 9th Grade	10.55%	9.33%	88.45
No High School Diploma	12.7%	11.03%	86.85
High School Graduate	30.8%	31.79%	103.2
Some College, no degree	16.28%	15.74%	96.68
Associate Degree	7.51%	8.18%	108.85
College Degree	16%	16.88%	105.51
Graduate/Prof. degree	6.16%	7.06%	114.56

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	10.57%	9.9%	93.64
\$10,000 to \$19,999	13.3%	13.1%	98.43
\$20,000 to \$29,999	14.7%	14.03%	95.5
\$30,000 to \$49,999	25.16%	24.96%	99.2
\$50,000 to \$59,999	9.76%	9.77%	100.05
\$60,000 to \$69,999	8.93%	9.13%	102.29
\$70,000 to \$79,999	5.44%	5.51%	96.96
\$80,000 to \$89,999	3.42%	3.64%	103.45
\$90,000 to \$99,999	1.92%	2.07%	107.82
\$100,000 to \$249,999	3.33%	3.81%	114.47
\$125,000 to \$149,999	2.17%	2.49%	114.92
\$150,000 to \$199,999	0.09%	0.09%	94.45
\$200,000 to \$249,999	0%	0.02%	0
\$250,000 or more	1.25%	1.38%	110.88
Median Household	38,157	39,655	103.93
Average Household	50,770	53,122	104.63
Per Capita Household	17,420	17,200	98.74
Family/Non-Family Household Income			
Median Family Income	45,158	47,066	104.23
Average Family Income	59,272	62,977	106.25
Median Non-Family Income	27,373	28,852	105.4
Average Non-Family Income	31,986	33,233	103.9



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	67.88%	65.85%	97.02
Families with Children	44.54	43.5	97.67
Families without Children	23.34	23.78	101.91
Non-Family Households			
% Non-Family Households	32.12%	34.15%	106.3
Non-Families with Children	0.51	0.46	106.3
Non-Families without Children	31.62	33.69	106.55
Housing Units			
Total Housing Units	6,138	6,501	105.91%
Vacant percent	9.87%	9.91%	100.34
Owned percent	51.84%	52.16%	100.62
Rented Percent	38.29%	37.93%	99.08
Households by Size			
Avg household size	2.91	3.08	105.84%
Avg family hh size	3.60	3.97	110.28%
Avg non-family hh size	1.45	1.37	94.48%
Households By Count of Persons			
One	1,496	1,727	115.44%
Two	1,180	878	74.41%
Three or Four	1,949	2,079	106.67%
Five+	909	1,173	129.04%

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	1,612	3,614	16,150
Northern Europe	29	10	402
Western Europe	8	34	520
Southern Europe	1	12	143
Eastern Europe	17	23	365
Other Europe	0	0	8
Eastern Asia	12	32	1,472
So. Central Asia	14	115	1,833
SE Asia	0	23	775
Western Asia	2	26	319
Other Asia	0	0	17

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	39	72	411
Middle Africa	0	1	94
Northern Africa	0	0	281
Southern Africa	0	0	53
Western Africa	81	138	478
Other Africa	1	44	50
Oceania	0	0	129
Caribbean	3	104	430
Central Amer.	1,386	2,900	7,418
South America	16	31	382
North America	3	49	570
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	11,151	27,456	100,576
Spanish	1,693	3,609	10,626
Other Indo-Euro language	105	438	4,082
French (incl. Patois, Cajun)	30	217	1,037
French Creole	0	0	42
Italian	5	12	130
Portuguese	7	0	94
German	34	67	658
Yiddish	0	0	16
Other West Germanic	0	0	36
A Scandinavian Language	0	0	92
Greek	0	0	88
Russian	0	12	184
Polish	0	7	50
Serbo-Croatian	0	0	39
Other Slavic Language	0	6	44
Armenian	0	4	17
Persian	0	0	77
Gujarathi	0	0	265
Hindi	0	17	355
Urdu	26	9	294

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	3	19	113
Asian/PI languages	0	0	0
Chinese	0	6	1,136
Japanese	12	7	298
Korean	0	2	481
Mon-Khmer, Cambodian	0	0	57
Miao, Hmong	0	0	4
Thai	0	0	56
Laotian	0	0	41
Vietnamese	11	0	213
Other Asian	0	7	627
Tagalog	0	26	252
Other Pacific Is	0	11	31
Other languages	199	183	1,148
Navajo	0	0	0
Other Native N. American	0	0	6
Hungarian	0	0	0
Arabic	12	58	462
Hebrew	0	8	89
African languages	158	117	571
Other unspecified	29	0	20

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	12,205	27,821	107,180
Arab	16	49	561
Armenian	0	4	39
Austrian	1	5	136
British	27	49	842
Canadian	9	32	364
Croatian	0	0	30
Czech	1	10	131
Czechoslovak	0	0	60
Danish	0	34	134
Dutch	12	62	466
English	227	892	8,526
European	27	155	1,430
Finnish	0	0	54
French (not Basque)	76	118	1,030
French Canadian	5	58	425
German	138	637	6,389
Greek	0	18	279
Hungarian	3	12	220
Iranian	0	0	80

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	203	546	5,220
Italian	14	122	2,357
Lithuanian	0	0	94
Norwegian	2	57	592
Polish	20	101	1,161
Portuguese	1	7	102
Romanian	0	0	83
Russian	0	34	732
Scandinavian	0	6	57
Scotch-Irish	94	258	2,418
Scottish	28	200	1,817
Slovak	0	10	98
Subsaharan African	398	592	2,581
Swedish	20	30	543
Swiss	0	5	164
Ukrainian	0	4	141
US/American	924	2,048	6,559
Welsh	6	21	475
West Indian	31	91	391
Yugoslavian	0	13	25
Other	9,922	21,540	60,375

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

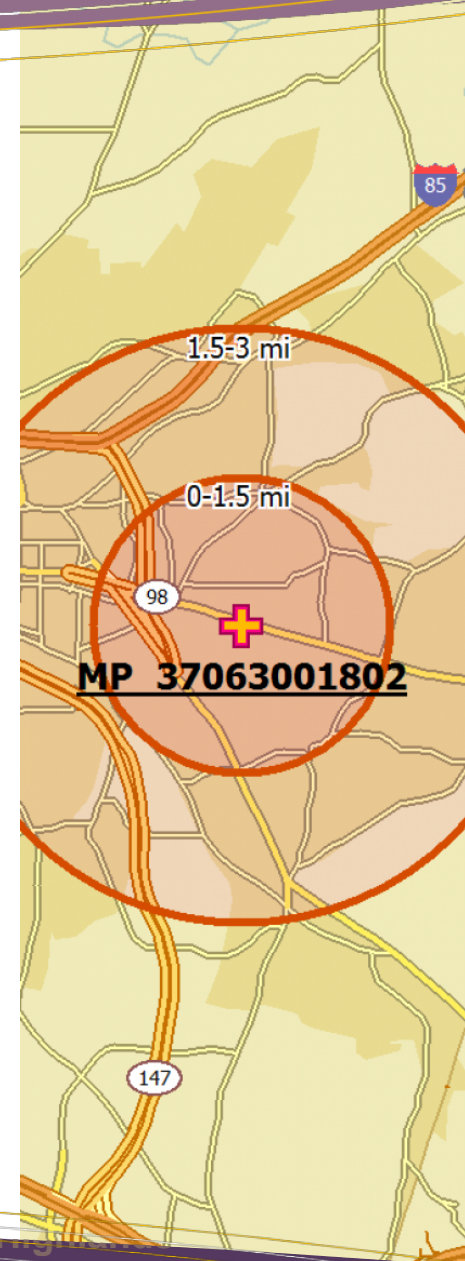
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	5,532	100%	4,038	100%
AFFLUENT SUBURBIA	12	0.22%	8	0.2%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	12	0.22%	8	0.2%
UPSCALE AMERICA	83	1.5%	57	1.41%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	66	1.19%	44	1.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	17	0.31%	13	0.32%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	6	0.11%	4	0.1%
Successful Urban Sprawl	1	0.02%	0	0%
2nd City Homebodies	5	0.09%	1	0.02%
Prime Middle America	0	0%	3	0.07%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,532	100%	4,038	100%
BLUE COLLAR BACKBONE	31	0.56%	21	0.52%
Nuevo Hispanic Fam.	4	0.07%	3	0.07%
Working Rural Suburbia	5	0.09%	3	0.07%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	22	0.4%	15	0.37%
AMER. DIVERSITY	113	2.04%	73	1.81%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	113	2.04%	73	1.81%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	126	2.28%	87	2.15%
Steadfast Conservative	67	1.21%	46	1.14%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	54	0.98%	38	0.94%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.09%	3	0.07%

Unreached Households by Lifestyle Segment

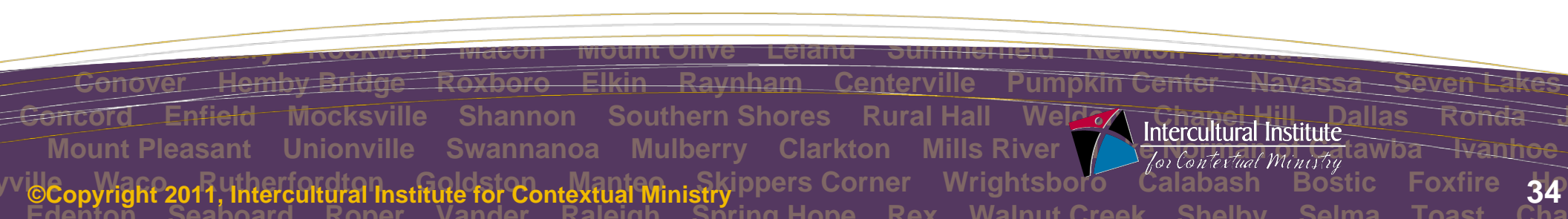
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also 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	5,532	100%	4,038	100%
REMOTE AMERICA	13	0.23%	8	0.2%
Hardy Rural Fam.	13	0.23%	8	0.2%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,463	44.52%	1,815	44.95%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2,339	42.28%	1,732	42.89%
Stable Careers	0	0%	0	0%
Aspiring Hispania	124	2.24%	83	2.06%
RURAL VILLAGES & FARMS	0	0%	83	2.06%
Aspiring Hispania	0	0%	83	2.06%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,532	100%	4,038	100%
STRUGGLING SOCIETIES	1,060	19.16%	719	17.81%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	133	2.4%	90	2.23%
Struggling city Centers	927	16.76%	629	15.58%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,626	29.39%	1,163	28.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,144	20.68%	800	19.81%
Urban Diversity	101	1.83%	73	1.81%
New Generation Activists	0	0%	0	0%
Getting By	381	6.89%	290	7.18%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



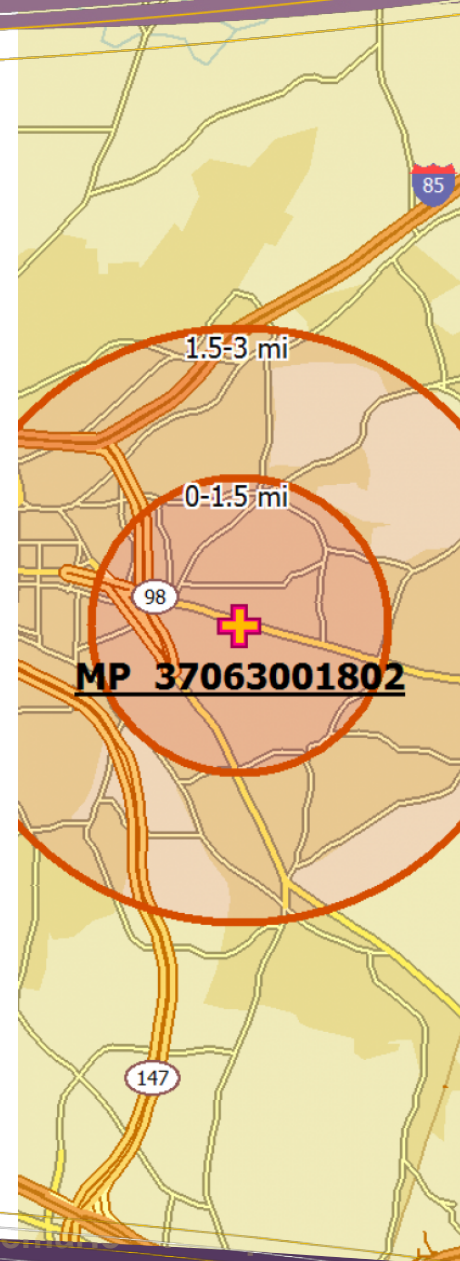
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	65%	66%	73%
Use Comp. for Internet/E-mail	42%	43%	55%
Internet Use: E-Mail	36%	38%	48%
Use Comp. for Comp. Games	30%	31%	34%
Use Comp. for Education	27%	29%	31%
Use Comp. for Word Processing	25%	27%	36%
HH Owns DVD Player	24%	26%	29%
Use Comp. for Shopping	22%	24%	32%
Use Comp. for Banking	20%	21%	29%
Use Comp. for Digital Camera	20%	21%	28%
Photo Editing			

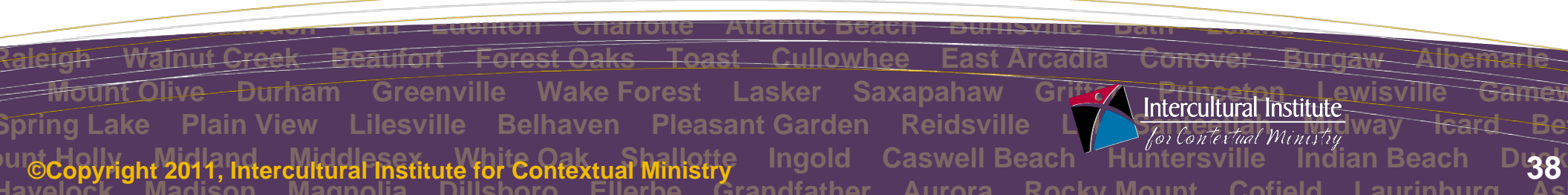
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	19%	20%	26%
Internet Use: News/ Weather	18%	20%	27%
Use Comp. for News/Info./Data Service	17%	17%	23%
PC-Network-HH Has One	16%	15%	20%
Internet Use: Research/ Education	10%	12%	14%
Use Comp. for Filing/DB Mngmnt	10%	11%	12%
Use Comp. for Personal Financial Mngmnt	10%	11%	15%
Internet Use: Shopping: Gathered Info. for Shopping	9%	11%	14%
Internet Use: Read Magazines/ Newspapers	9%	11%	13%
HH Owns Video/Webcam	9%	10%	11%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 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	66%	66%	68%
Reading Books	49%	50%	55%
Dining Out (Not Fast Food)	44%	45%	53%
Card Games	37%	40%	40%
Cooking for Fun	33%	33%	37%
Board Games	26%	27%	29%
Go To A Beach/Lake	26%	27%	33%
Gardening	22%	22%	26%
Visit Museum	16%	18%	22%
Going To Bars/Nightclubs/Dancing	16%	16%	20%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	31%	31%	35%
Backache	22%	23%	21%
Dentist	22%	21%	27%
Hypertension/High Blood Pressure	22%	21%	19%
Eye Dr.	19%	19%	20%
None Of These	18%	19%	21%
High Cholesterol	18%	17%	17%
Acid Reflux Disease (GERD)	15%	14%	14%
Any Arthritis	15%	14%	13%

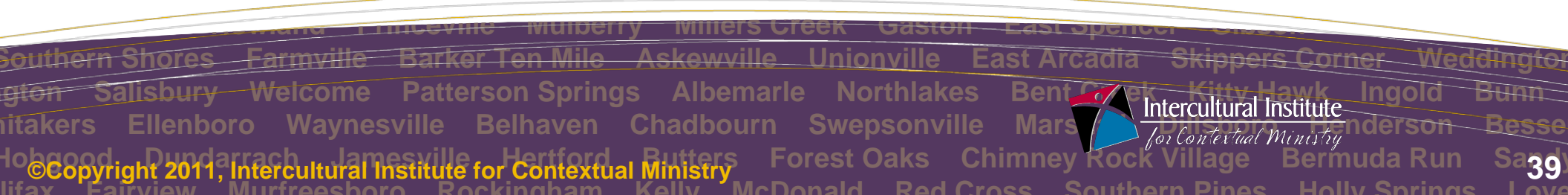


Potential Cultural Bridges

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	24.89%	25.24%	29.7%
Live Theater	18.06%	18.65%	22.61%
Live Theater Most Often	13.99%	13.83%	17.8%
Rock/Pop Concerts Most Often	13.56%	13.94%	16.24%
Dance Performance	10.86%	11.27%	11.45%
Comedy Club	10.6%	11.59%	10.96%
Movies: Comedy	40.11%	40.5%	41.28%
Movies: Action/Adventure	38.86%	41.14%	40.79%
Movies: Drama	23.92%	24.49%	24.01%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Fam.	22.13%	21.92%	20.88%
Movies: Romantic Comedy	20.58%	20.16%	21.54%
Movies: Mystery	19.53%	22.7%	19.99%
NFL Football Reg. Season	4.64%	5.38%	6.67%
College Football Reg. Season	4.14%	4.53%	6.19%
MLB Baseball Reg. Season	4.1%	4.65%	7.7%
College Basketball Reg. Season	3.14%	2.99%	4.52%
NBA Basketball Reg. Season	3.06%	3.59%	4.45%
Auto Racing Events	1.83%	2.55%	2.5%



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	36.04%	36.02%	40.7%
Swimming	21.98%	22.41%	28.93%
Bowling	20.8%	20.57%	21.05%
Basketball	19.22%	19.09%	17.34%
Jogging/Running	17.16%	17.67%	18.37%
Billiards/Pool	16.59%	16.86%	18.17%
Football	14.1%	13.58%	11.64%
Weight Training	13.46%	14.01%	16.98%
Freshwater Fishing	12.66%	12.9%	12.84%
Baseball	12.52%	12.24%	11.76%
Aerobics	12.18%	12.04%	12.4%
Stationary Cycling	10.35%	10.43%	12.22%
Using Cardio Machine	10.26%	11.07%	14.9%
Volleyball	8.88%	9.19%	8.58%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	8.58%	9.13%	12.14%
Mountain/Road Biking	8.06%	8.87%	11.51%
Softball	8.03%	8.29%	8.11%
Soccer	7.94%	8.15%	8.86%
Tennis	6.7%	6.56%	8.44%
Roller Skating	6.61%	6.64%	6.31%
Yoga	6.43%	6.59%	8.13%
Saltwater Fishing	6.28%	6.95%	6.75%
Camping Trips	5.89%	6.68%	9.28%
Backpacking/Hiking	5.63%	6.72%	9%
Ice Skating	5.52%	5.93%	5.77%
Target Shooting	5.25%	5.54%	5.87%
Racquetball	4.87%	4.58%	4.29%
Hunting	4.71%	5.08%	5.52%

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
Power Boating	4.2%	4.48%	5.86%
Hockey	4.16%	4.15%	3.93%
Motorcycling	4.06%	4.42%	4.56%
Skateboarding	3.96%	4.32%	3.55%
Jet Skiing	3.94%	4.3%	4.45%
Fly Fishing	3.94%	4.09%	3.69%
Horseback Riding	3.91%	4.06%	4.65%
Snorkeling	3.88%	4.37%	5.09%
Canoeing/Kayaking	3.82%	4.22%	5.36%
Water Skiing	3.42%	3.56%	4.04%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Downhill & X-Country Skiing	3.4%	3.64%	5.14%
Martial Arts	3.26%	3.81%	4.06%
Snowboarding	3.15%	3.26%	3.42%
Snowmobiling	3.08%	3.24%	3.09%
Rock Climbing	2.88%	3.13%	3.41%
Archery	2.79%	2.91%	2.94%
Sailing	2.7%	2.94%	3.4%
Surfing & Windsurfing	2.62%	3.17%	2.97%
Auto Racing	2.52%	3.16%	2.68%
Rowing	2.37%	2.69%	2.78%

Potential Cultural Barriers -- Introduction (part 1)

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

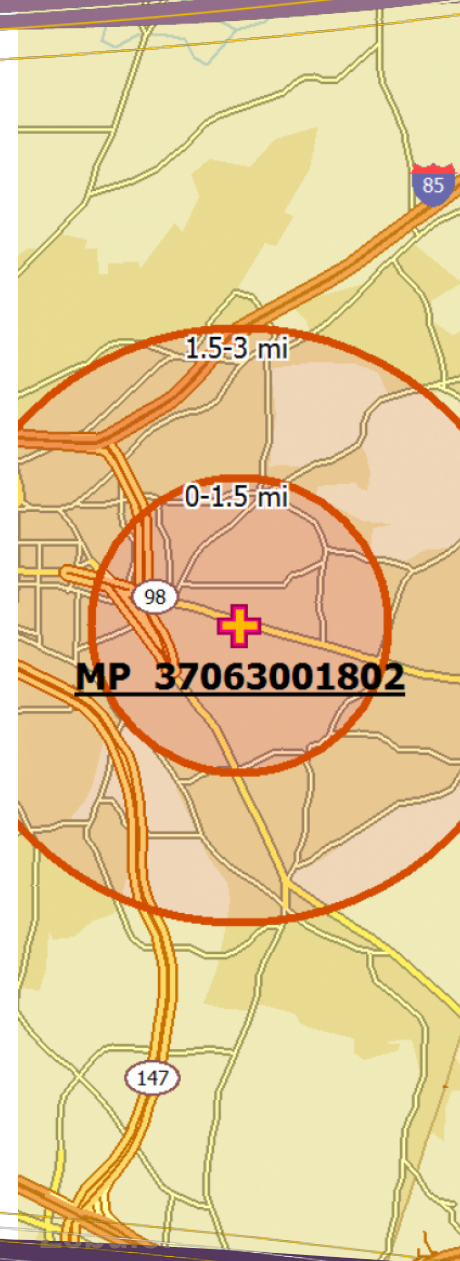
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

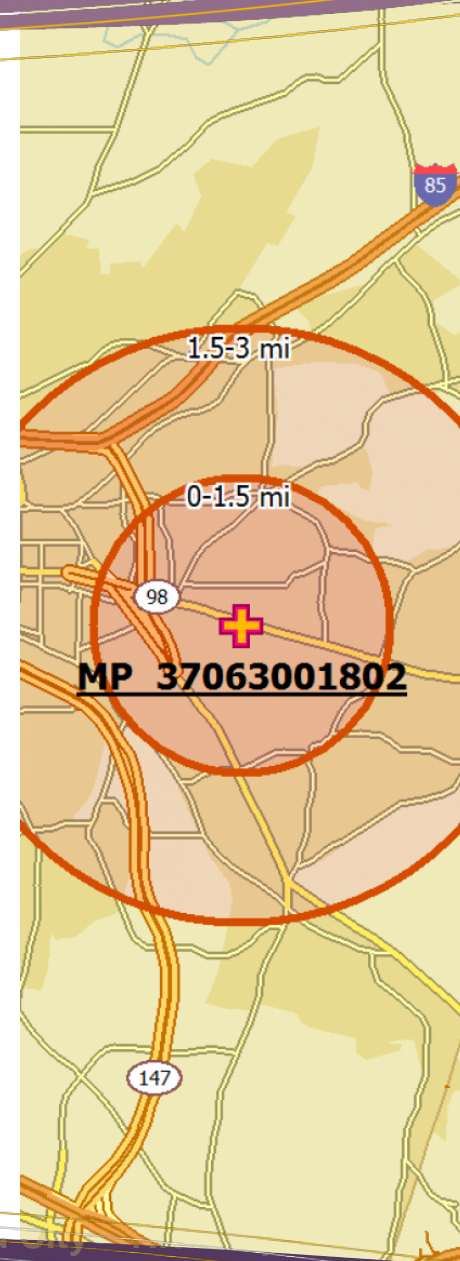
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

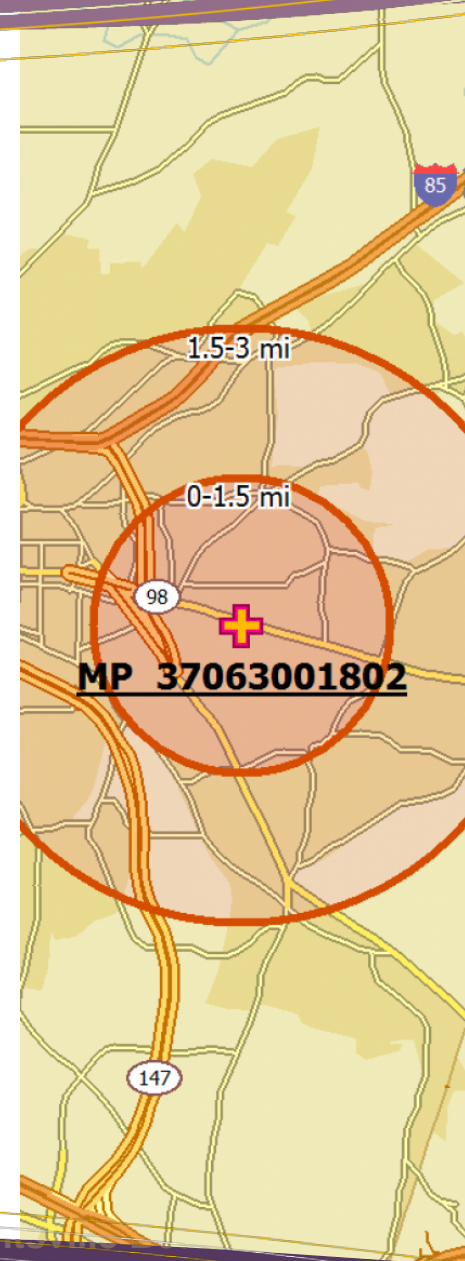
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	54%	54%	52%
Like Control Over People And Resources	42%	40%	36%
Speak My Mind Even If It Upsets People	40%	41%	37%
Find It Difficult To Say No To My Kids	35%	36%	37%
Woman's Place Is In The Home	34%	32%	33%
Too Much Sponsorship In Arts/Sports	32%	32%	26%
Don't Judge People/Way They Live Life	32%	31%	30%
Prefer To Have Few Possessions As Possible	28%	26%	35%
Like To Do Unconventional Things	27%	27%	26%
I Am A Workaholic	27%	26%	23%
If Won Lottery Would Never Work Again	25%	24%	28%
Money Is Best Measure Of Success	24%	24%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	22%	22%	20%
Marijuana Should Be Legalized	21%	22%	21%
Friends More Important Than My Fam.	20%	20%	25%
We Should Strive for Equality for All	19%	19%	17%
Like To Pursue Challenge/Novelty/Change	18%	17%	19%
Only Work Current Job for The Money	17%	16%	15%
Rarely Sit Down to a Meal Together At Home	16%	16%	15%
Happy With My Standard Of Living	13%	13%	16%
I Am A Perfectionist	12%	13%	11%
Very Happy With My Life As It Is	12%	13%	9%
On Whole People Get What They Deserve	11%	11%	12%
Indulge My Kids With The Little Extras	10%	9%	10%

Potential Cultural Themes

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

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



Potential Cultural Themes:

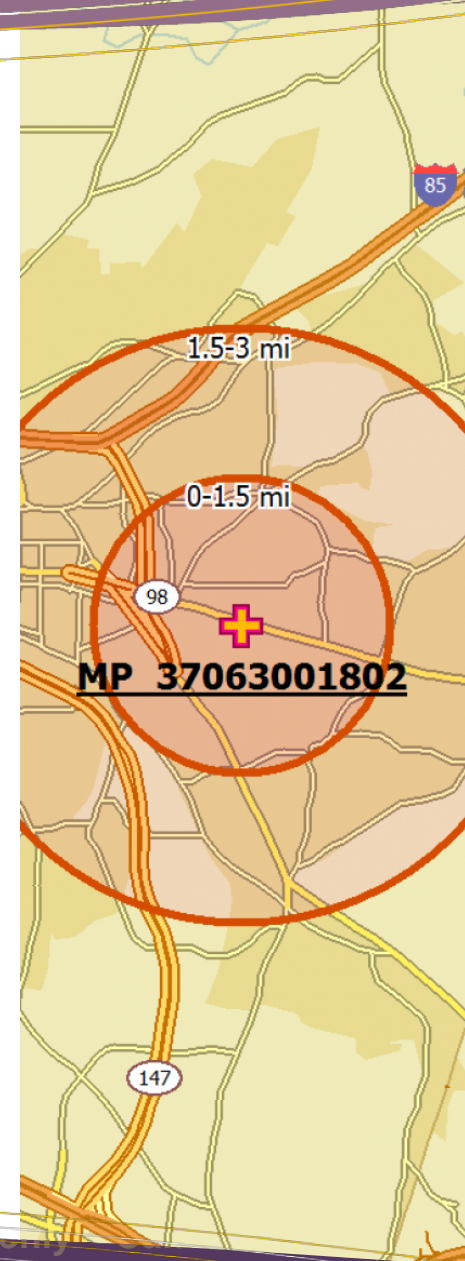
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	57%	58%
Important To Respect Customs And Beliefs	54%	54%	60%
Prefer Work Part Of Team Than Alone	40%	39%	36%
Like To Understand About Nature	39%	38%	38%
Important To Juggle Various Tasks	37%	36%	33%
Important Feel Respected By My Peers	34%	36%	35%
Good At Fixing Things	32%	31%	29%
Have Keen Sense Of Adventure	29%	27%	28%
Prefer To Have Few Possessions As Possible	28%	26%	35%
Provide My Kids With The Little Extras	24%	23%	17%
People Have To Take Me As They Find Me	23%	24%	25%
Consider Myself Interested In The Arts	22%	23%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	22%	21%	18%
Like To Just Enjoy Life	19%	18%	22%
Try Not To Worry About The Future	18%	18%	16%
Real Men Don't Cry	18%	18%	18%
Worried About Pollution Caused By Cars	17%	19%	22%
Is An Important Part Of Who I Am	15%	14%	15%
Enjoy Spending Time With My Fam.	14%	14%	13%
Children Should Be Allowed To Express Themselves	9%	8%	7%
Feel Very Alone In The World	7%	7%	6%
Like Spending Most Time With Fam.	6%	7%	6%
Would Like To Set Up Own Business	5%	6%	4%
Decor Particular Interest To Me	4%	5%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	85.54%	85.6%	83.87%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.51%	73.78%	77.93%
Houses-Visit Any			
McDonald's	54.33%	55.18%	53.96%
Burger King	39.9%	40.7%	37.32%
Kentucky Fried Chicken (KFC)	37.31%	37.12%	31.15%
Wendy's	31.56%	30.02%	29.63%
Subway	28.9%	29.36%	28.76%
Pizza Hut	25.4%	24.97%	22.18%
Taco Bell	24.69%	25.18%	26.09%
Applebee's	24.68%	25.19%	26.39%
Arby's	19.69%	20.7%	20.04%
Red Lobster	19.57%	20.17%	17.78%

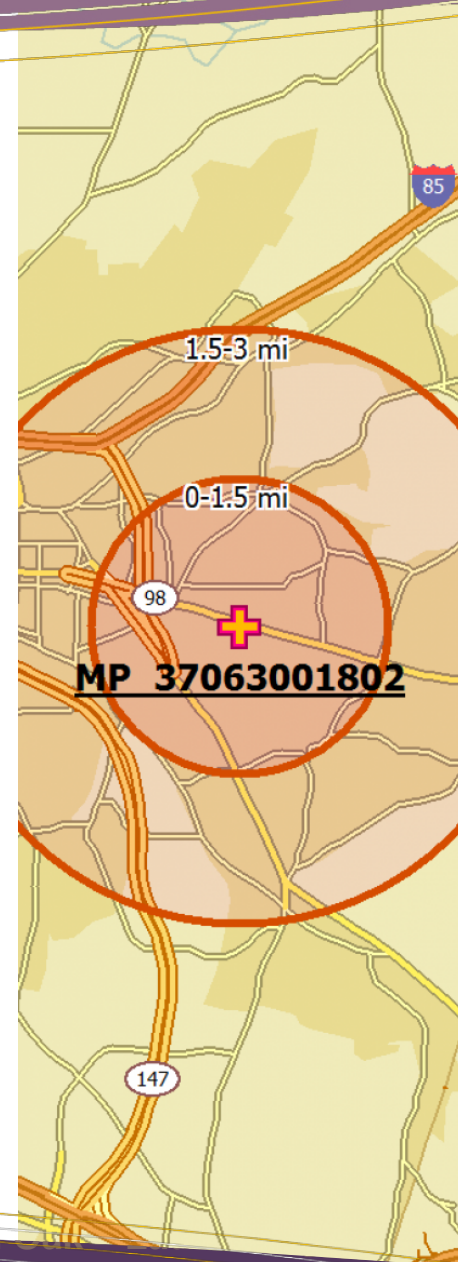
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Popeyes	18.99%	17.91%	13.59%
Domino's Pizza	18.64%	17.96%	16.04%
Olive Garden	17.83%	18.21%	19.34%
Golden Corral	16.6%	16.07%	12.87%
IHOP (International House Of Pancakes)	16.56%	17.31%	16.24%
Chick-Fil-A	16.11%	16.51%	15.92%
TGI Friday's	15.41%	16.69%	15.46%
Dairy Queen	15.21%	15.71%	14.26%
Church's Fried Chicken	14.74%	13.94%	9.69%
Sonic	13.88%	13.6%	12.68%
Dunkin' Donuts	13.48%	14.13%	12.81%
Outback Steakhouse	12.49%	13.08%	14.6%

Potential Shared Projects

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

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

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

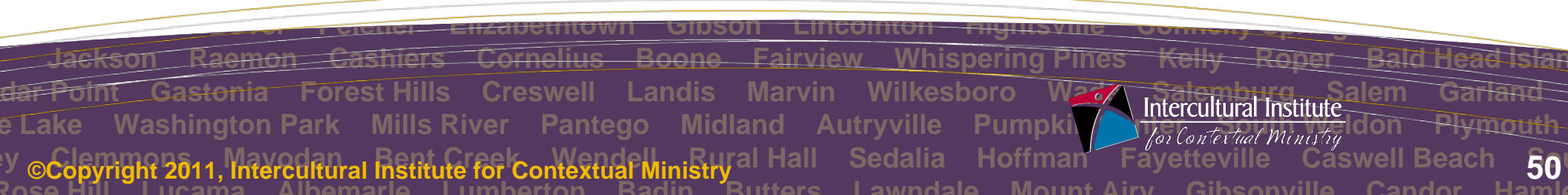


Potential Shared Projects

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

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	39.9%	38.79%	44.54%
Recycled products	22.78%	22.59%	31.97%
Engaged in fund raising	11.11%	9.94%	11.36%
Worked as volunteer (non political)	10.86%	11.06%	15%
Religious club member	8.37%	8.38%	8.28%
Church Board	7.76%	7.33%	6.47%

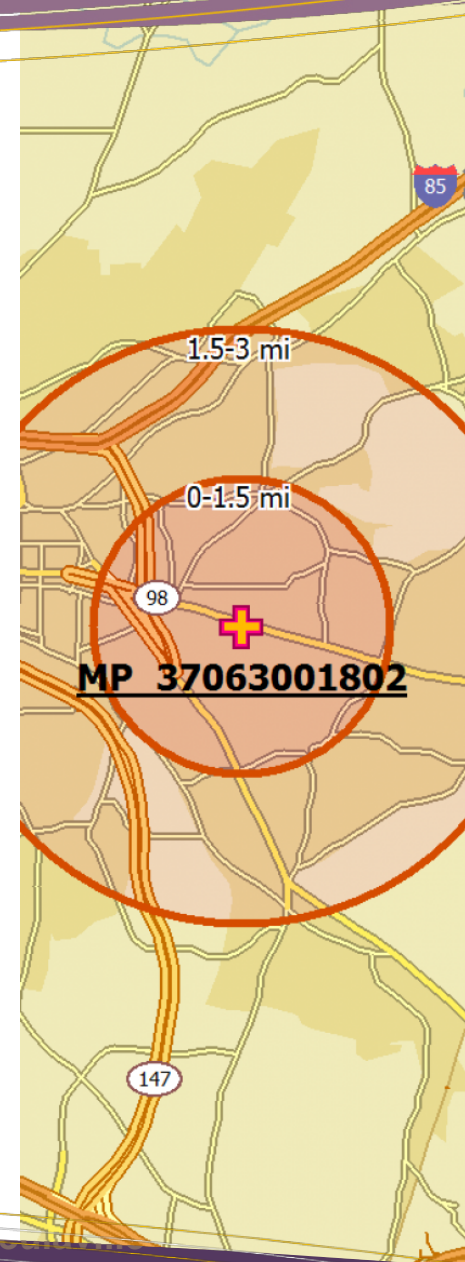
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Union member	4.76%	4.52%	5.1%
Took active part in local civic issue	4.68%	4.76%	5.4%
Wrote to editor of mag or newspaper	4.15%	4.25%	5.26%
Charitable Organization	4.09%	3.98%	5.32%
Fraternal order member	4%	3.89%	4.24%
Wrote to elected offcl about publ bus	3.98%	3.94%	5.66%



Communication Media Content

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

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



Potential Print Media Content:

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

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	13%	13.08%	17.44%
Children's Books	12.77%	12.34%	13.66%
Religious (not Bibles)	10.55%	10.44%	9.93%
Cookbooks	7.87%	8.42%	9.83%
Mystery	7.33%	7.78%	10.51%
Romance	6.9%	6.71%	6.71%
Personal/Business	5.98%	6.05%	7.54%
Self-help			
Biography	5.85%	5.8%	7.31%
Mail order	5.26%	5.24%	4.82%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	65.08%	64.34%	67.85%
Distributed			
Gen. Editorial	53.55%	52.87%	52.32%
Womens	48.25%	48.64%	46.97%
Service	27.15%	28.15%	31.6%
Music	22.01%	21.81%	17.73%
Business/Finance	21.15%	20.63%	22.59%
Mens	19.16%	18.5%	20.05%
Parenthood	14.67%	15.4%	13.87%
Health	14.04%	14.12%	13.8%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given.

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	45.55%	45.1%	50.97%
Classified	31.02%	31.98%	30.05%
Sport	28.18%	27.81%	30.78%
Movie Listings & Reviews	22.58%	22.48%	25.81%
Editorial Page	22.58%	22.88%	26.71%
Business/Finance	22.38%	22.18%	28.12%
TV/Radio Listings	20.62%	20.76%	22.23%
Food/Cooking	20.61%	21.47%	23.85%
Comics	20.21%	21.1%	23.26%
Fashion	17.14%	16.78%	16.89%
Home/Gardening	17.09%	17.19%	19.98%
Travel	16.12%	15.9%	19.83%
Science/Technology	13.32%	13.42%	17.07%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	47.35%	45.93%	31.84%
CHR Contemp Hit Radio	17.75%	18.37%	19.18%
Jazz	13.93%	12.97%	11.01%
Variety	12%	10.87%	11.09%
Gospel	8.88%	8.71%	5.7%
Oldies	8.46%	8.5%	9.78%
All News	8.26%	7.11%	8.67%
Adult Contemporary	8.26%	9.6%	13.65%
Country	6.79%	8.14%	10.69%
Religious	5.66%	5.5%	6.05%
News/Talk	4.97%	5.03%	10.15%
Hispanic	4.92%	5.13%	4.72%
Soft Contemporary	4.89%	5.03%	6.24%
Rock	4.52%	4.56%	7.94%
All Talk	3.65%	3.21%	4.64%
Alternative	3.34%	3.64%	7.88%
Sports	3.02%	2.85%	4.41%
Classic Rock	2.72%	3.06%	6.48%

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	59.41%	58.02%	62.15%
Soapnet	49.11%	47.99%	50.65%
Satellite Dish	46.68%	46.28%	48.21%
Other Video-On-Demand	44.72%	47.27%	41.95%
Subscribe Digital Cable	35.32%	36.68%	32.17%
Sci-Fi Channel	33.62%	32.34%	35.03%
MSNBC	31.5%	30.63%	32.06%
Adult Pay Per View TV	29.82%	30.53%	29.19%
TV Info From Sunday TV Magazine	26.91%	25.77%	28.3%
TV Info From Newspapers	24.94%	24.87%	25.81%
Nickelodeon	24.51%	23.95%	25.89%
Comedy Central	23.82%	25.67%	32.68%

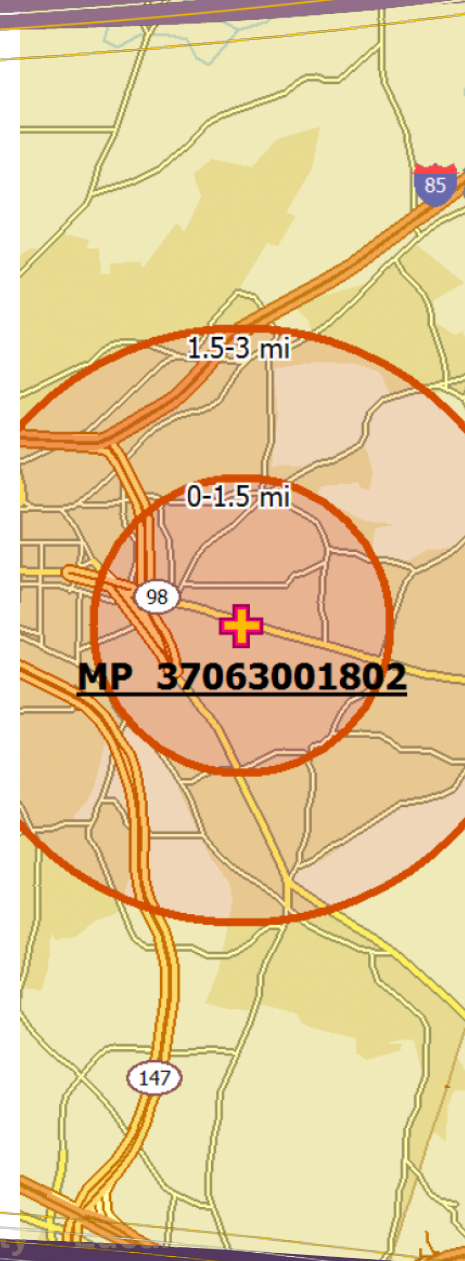
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Nick At Nite	22.96%	22.89%	24.19%
TCM (Turner Classic Movies)	22.73%	21.85%	24.47%
Hallmark Channel	22.36%	22.58%	25.07%
TV Info From Other	21.72%	21.35%	21.31%
Lifetime	21.19%	20.29%	21.51%
TV Info From Monthly Cable Guide	21%	21.61%	22.16%
ESPN2	20.95%	23.03%	24.49%
ABC Fam.	20.81%	21.27%	26.04%
BET (Black Entertainment TV)	20.68%	20.87%	23.07%
The Golf Channel	20.14%	20.63%	23.53%
USA Network	20.09%	20%	23.2%
HGTV (and Garden Television)	19.57%	18.25%	18.47%

Communication Media Usage

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

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

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

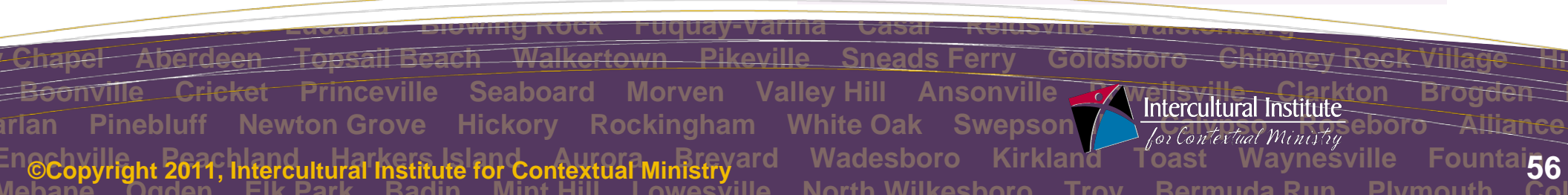


Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	14.94%	15.13%	19.55%
Medium Users (4-6)	7.53%	7.93%	9.96%
Light Users (1-3)	19.23%	18.76%	20.06%
Quintiles (20%)			
Newspaper I (Heavy)	0.71%	0.86%	0.95%
Newspaper II	1.89%	2.2%	1.8%
Newspaper III	2.45%	1.96%	2.37%
Newspaper IV	0.23%	0.22%	0.3%
Newspaper V (Light)	0.65%	0.5%	0.74%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.4%	21.27%	20.77%
Magazines II	10.51%	10.36%	9.76%
Magazines III	11.12%	10.5%	10.2%
Magazines IV	14.78%	13.42%	12.58%
Magazines V (Light)	1.31%	1.17%	1.03%
Outdoor I (Heavy)	9.51%	9.4%	8.97%
Outdoor II	5.49%	5.12%	4.03%
Outdoor III	6.13%	5.85%	4.7%
Outdoor IV	16.99%	17.15%	16.58%
Outdoor V (Light)	23.29%	24.18%	23.59%
Yellow Pages I (Heavy)	16.98%	16.27%	15.06%
Yellow Pages II	9.42%	8.84%	8.34%
Yellow Pages III	10.5%	10.17%	8%
Yellow Pages IV	24.56%	23.34%	22.97%
Yellow Pages V (Light)	5.57%	5.19%	4.36%

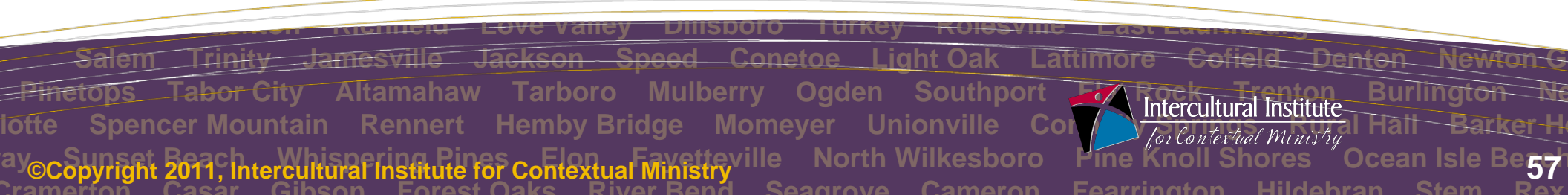


Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.23%	2.97%	3.06%
Drive Time III (Medium)	1.35%	1.05%	0.97%
Radio IV & V (Light)	3.64%	3.38%	2.92%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.04%	11.35%	10.33%
Radio III (Medium)	3.76%	3.43%	4.26%
Radio IV & V (Light)	5.05%	5.02%	4.19%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.47%	12.1%	14.39%
Cable III (Medium)	5.38%	5.52%	4.98%
Cable IV & V (Light)	39.35%	39.48%	36.54%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.49%	4.01%	4.25%
Prime Time III (Medium)	1.04%	1%	1.53%
Prime Time IV & V (Light)	10.52%	11.47%	9.54%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.22%	37.05%	39.52%
Fringe III (Medium)	53.68%	51.36%	50.92%
Fringe IV (Light)	54.49%	52.18%	53.24%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	18.21%	17.78%	15.27%
All Day III (Medium)	24.39%	23.56%	23.48%
All Day IV (Light)	22.3%	20.41%	17.8%



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]	10.97%	11.55%	12.03%
6:00am - 10:00am	16.58%	16.19%	19.55%
10:00am - 3:00pm	15.1%	17.06%	12.45%
3:00pm - 7:00pm	17.13%	17.35%	15.12%
7:00pm - Midnight	11.38%	11.27%	13.32%
Midnight - 6:00am	9.04%	10.15%	8%
Weekend Radio			
Listeners			
Dayparts [summary]	14.51%	15.75%	14.44%
6:00am - 10:00am	2.63%	2.98%	4.12%
10:00am-3:00pm	6.46%	6.77%	7.95%
3:00pm - 7:00pm	8.36%	10.8%	8.01%
7:00pm - Midnight	10.61%	10.37%	9.75%
Midnight - 6:00am	14.88%	16.3%	13.98%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.25%	5.76%	7.65%
Saturday:	8.87%	8.54%	8.6%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.92%	8.4%	9.19%
9:00am-1:00pm	22.96%	22.89%	24.19%
9:00am-4:00pm	27.52%	27.83%	28.79%
4:00pm-7:00pm	31.96%	30.02%	31.09%
11:00pm-1:00am	42.28%	41.23%	41.31%
AVG Prime time	6.21%	6.33%	4.93%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	15.01%	15.88%	17.29%
7-9am	20.95%	23.03%	24.49%
9am-12noon	16.7%	15.44%	18.77%
12noon-4pm	10.82%	12.39%	10.01%
4-6pm	48.6%	48.17%	51.33%
6-7pm	16.44%	16.82%	17.39%
7-7:30pm	2.15%	2.09%	2.13%
7:30-8pm	11.75%	12.06%	11.5%
8-11pm	5.25%	5.76%	7.65%
11pm-12am	31.5%	30.63%	32.06%
11pm-1am	42.28%	41.23%	41.31%
1-6am	31.31%	32.16%	33.43%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	15.7%	15.84%	18.36%
Sat: 10am-1pm	10.27%	10.13%	9.48%
Sat: 1-4pm	22.76%	22.53%	24.27%
Sat: 4-6pm	7.84%	7.94%	7.93%
Sat: 6-7pm	1.64%	1.41%	1.81%
Sat: 7-8pm	1.15%	0.93%	1.15%
Sat: 8-11pm	8.87%	8.54%	8.6%
Sat: 11pm-1am	7.66%	7.09%	6.73%
Sat: 1am-7pm	20.09%	20%	23.2%
Sun: 7-10am	2.54%	2.53%	2.44%
Sun: 10am-1pm	4.71%	4.69%	5.2%
Sun: 1-4pm	4.14%	4.27%	5.47%
Sun: 4-7pm	10.55%	11.37%	11.95%
Sun: 7-11pm	7.92%	8.4%	9.19%
Sun: 11pm-1am	5.41%	5.74%	5.38%
Sun: 1-7am	18.54%	19.07%	20.52%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

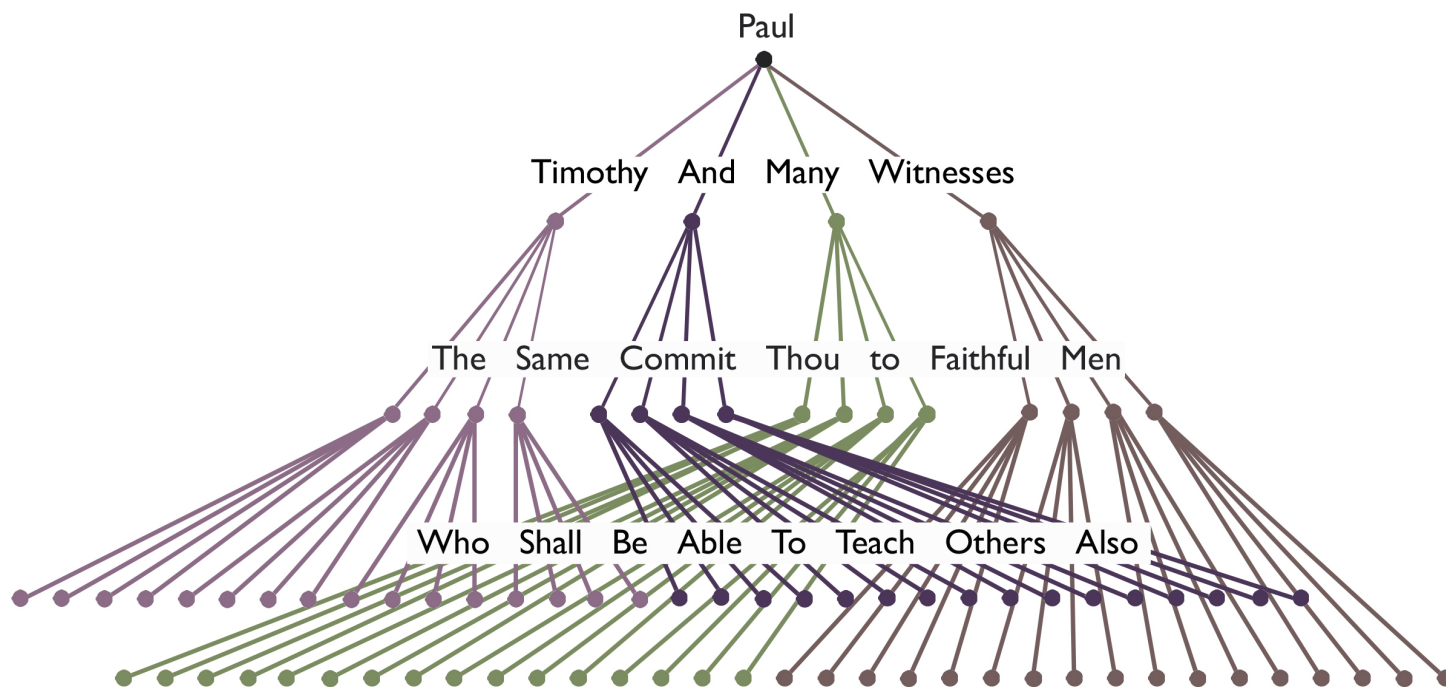


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

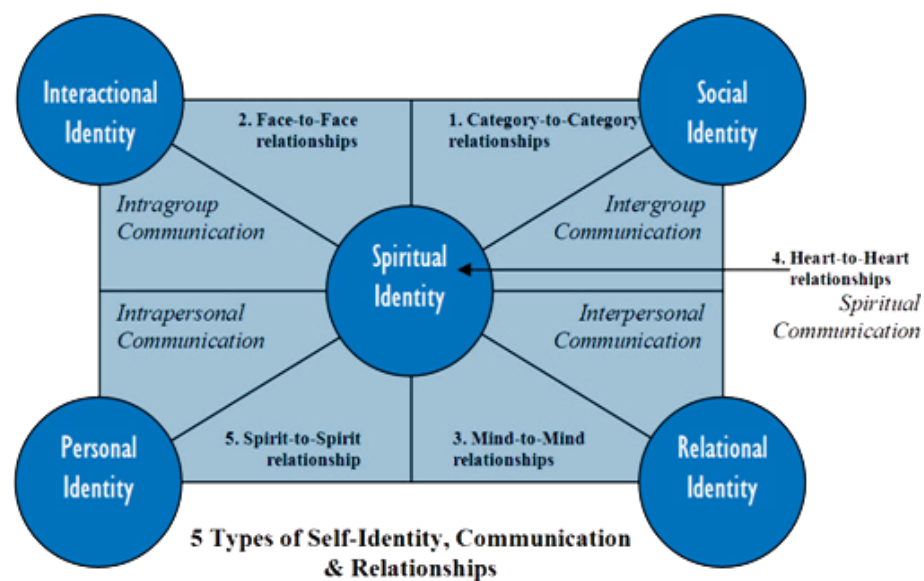


Establishing Redemptive Relationships

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

Communication Steps

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

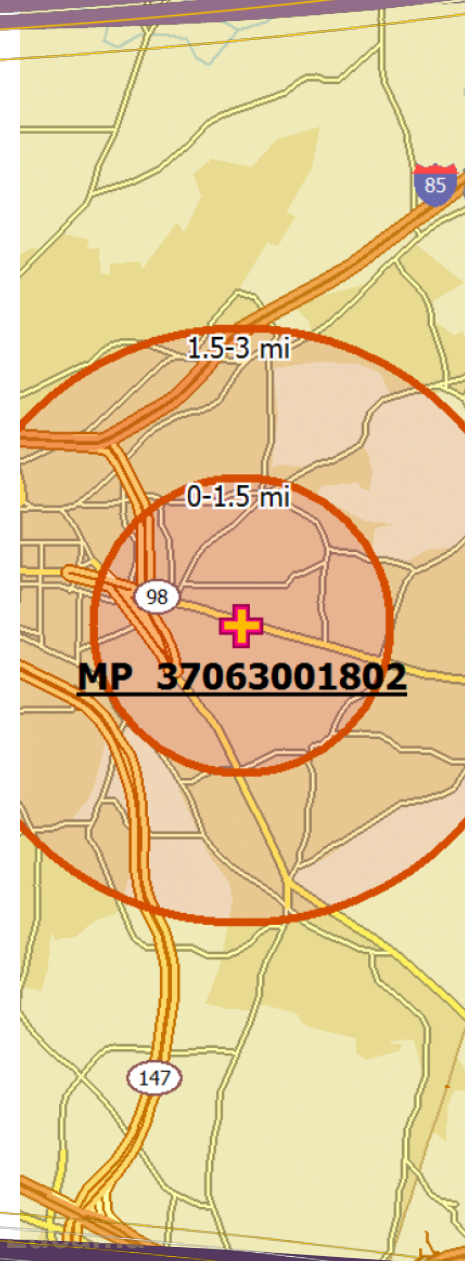


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Harvest Baptist Mission - Durham	802 Lindley Dr Durham, NC 27703	0.64 mi	18	Declining
2	Calvary - Durham	1204 Lynn Rd Durham, NC 27703	1.02 mi	106	Declining
3	Angier Avenue - Durham	2101 Angier Ave Durham, NC 27703	1.50 mi	103	Growing
4	Antioch Baptist Church - Durham	1415 Holloway St Durham, NC 27703	1.53 mi	81	Plateauing
5	Cheek Heights - Durham	826 N Hardee St Durham, NC 27703	1.70 mi	20	Plateauing
6	Faith - Durham	3321 Cheek Rd Durham, NC 27704	2.55 mi	136	Declining
7	Great Faith - Durham	909 Camden Ave Durham, NC 27701	2.61 mi	30	Insufficient Data
8	Durham First - Durham	414 Cleveland St Durham, NC 27701	2.71 mi	423	Plateauing
9	Iglesia Hispana Durham Memorial	133 Robbins Rd Durham, NC 27703	2.72 mi	0	Insufficient Data
10	Durham Memorial - Durham	133 Robbins Rd Durham, NC 27703	2.72 mi	210	Declining
11	Grace - Durham	1004 N Mangum St Durham, NC 27701	2.80 mi	81	Growing
12	Bethesda - Durham	1914 S Miami Blvd Durham, NC 27703	2.91 mi	492	Declining
13	Shekinah Glory Community Worship	513 Farm House Ln Durham, NC 27703	2.94 mi	0	Insufficient Data
14	Page Road - Durham	1912 Page Rd Durham, NC 27703	2.94 mi	34	Declining
15	The Summit Church-Homestead Heights - Dur	2335 Presidential Dr Ste 114 Durham, NC 27703	2.94 mi	2,257	Growing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Freedom Tabernacle	121 Hidden Springs Dr Durham, NC 27703	3.16 mi	0	Insufficient Data
17	Glenn School Road - Durham	1815 Glenn School Rd Durham, NC 27704	3.39 mi	20	Insufficient Data
18	Park View - Durham	2500 Acadia St Durham, NC 27704	3.54 mi	35	Declining
19	Olive Branch - Durham	123 Olive Branch Rd Durham, NC 27703	3.71 mi	128	Insufficient Data
20	Triangle Pointe Fellowship	600 Discovery Way Durham, NC 27703	3.73 mi	0	Insufficient Data
21	Braggtown - Durham	3218 N Roxboro St Durham, NC 27704	3.97 mi	138	Declining
22	New Jerusalem Baptist Cathedral - Durham	3405 Danube Ln Durham, NC 27704	4.14 mi	50	Plateauing
23	Greater Joy International Ministries	2000 Chapel Hill Rd Durham, NC 27707	4.26 mi	200	Insufficient Data
24	Lakewood - Durham	2100 Chapel Hill Rd Durham, NC 27707	4.34 mi	31	Declining
25	Dayspring - Durham	922 9th St Durham, NC 27705	4.39 mi	124	Plateauing
26	Gorman - Durham	3315 E Geer St Durham, NC 27704	4.50 mi	248	Declining
27	Roberson Grove - Durham	5203 Cheek Rd Durham, NC 27704	4.55 mi	59	Insufficient Data
28	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	4.61 mi	0	Insufficient Data
29	Iglesia Cristiana Emanuel - Durham	2031 W Club Blvd Durham, NC 27705	4.61 mi	0	Insufficient Data
30	Journey - Durham	2031 W Club Blvd Durham, NC 27705	4.61 mi	33	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Plainview - Durham	5200 Cheek Rd Durham, NC 27704	4.69 mi	63	Declining
32	Grey Stone - Durham	2601 Hillsborough Rd Durham, NC 27705	4.75 mi	567	Growing
33	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	4.86 mi	293	Plateauing
34	Leesville Road - Durham	6211 Leesville Rd Durham, NC 27703	5.04 mi	87	Growing
35	Berea - Durham	5011 Fayetteville Rd Durham, NC 27713	5.05 mi	60	Plateauing
36	Lowes Grove - Durham	4430 S Alston Ave Durham, NC 27713	5.50 mi	0	Insufficient Data
37	Guess Road - Durham	3102 Guess Rd Durham, NC 27705	5.56 mi	161	Plateauing
38	Mount Hermon (R) - Durham	2919 Olive Branch Rd Durham, NC 27703	6.18 mi	0	Insufficient Data
39	Lifezone Church Durham	4620 S Miami Blvd Durham, NC 27703	6.35 mi	0	Insufficient Data
40	New Freedom - Durham	335 Rippling Stream Rd Durham, NC 27704	6.81 mi	10	Insufficient Data
41	Edgewood - Durham	1807 Infinity Rd Durham, NC 27712	6.89 mi	70	Growing
42	Cedar Fork - Durham	5117 S Miami Blvd Durham, NC 27703	6.93 mi	34	Plateauing
43	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	7.05 mi	155	Declining
44	Parkwood - Durham	1515 Clermont Rd Durham, NC 27713	7.14 mi	34	Growing
45	River Oaks Community - Raleigh	6101 Eaglesfield Dr Raleigh, NC 27613	7.14 mi	74	Insufficient Data



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

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