MissionSite
top unreached locations

SOUTHERN PINES, NC

CENSUS TRACT: 37125950800
REGION: Region 4: Triangle
COUNTY: Moore
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37125	Moore
4	Zipcode	28387	Moore
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000

MP 37125950800

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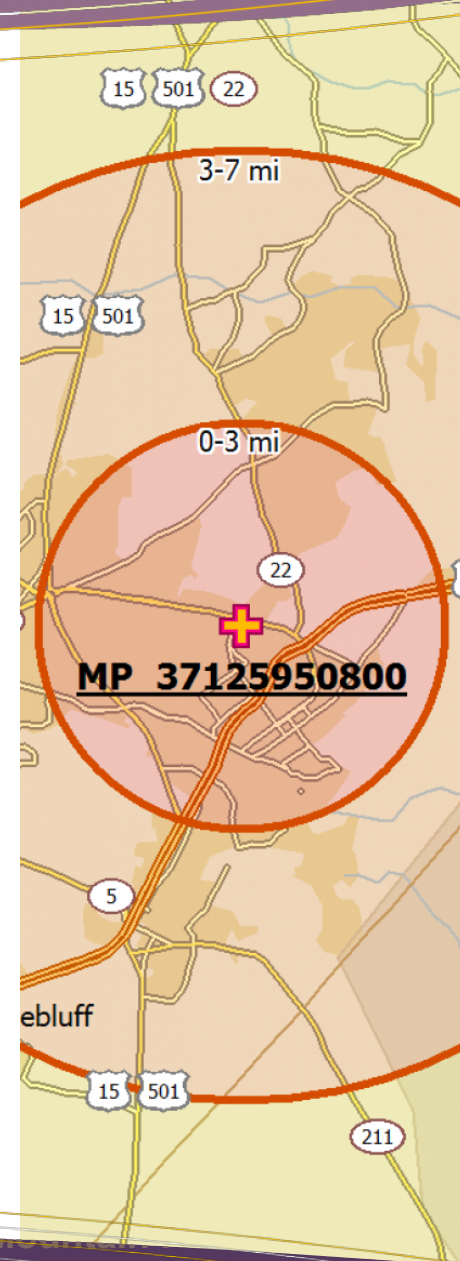
Site Location Summary - Map of the Site Location
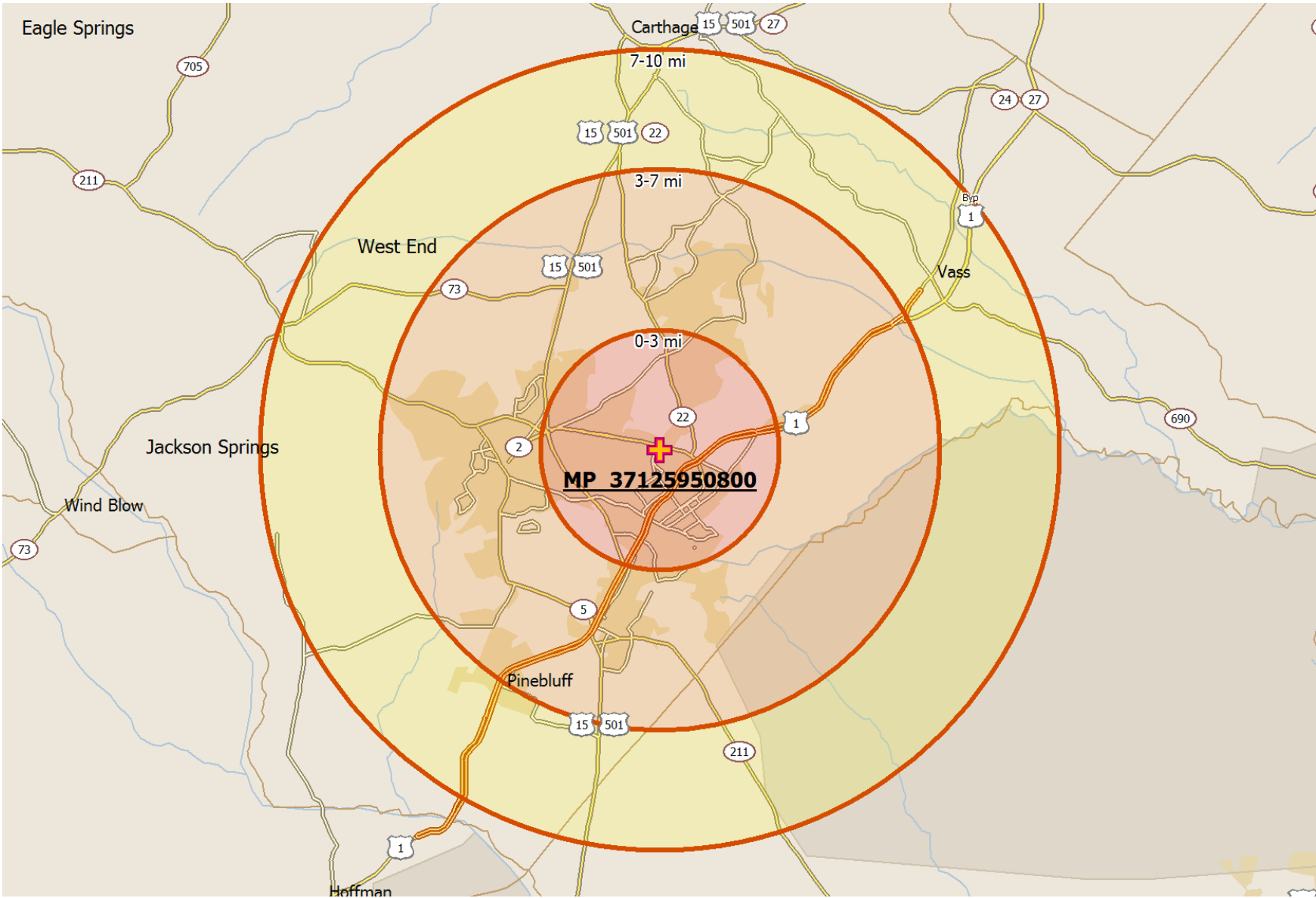
Site Location Summary - Urbanicity

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	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	8	Percent commuting from non metro to metro areas

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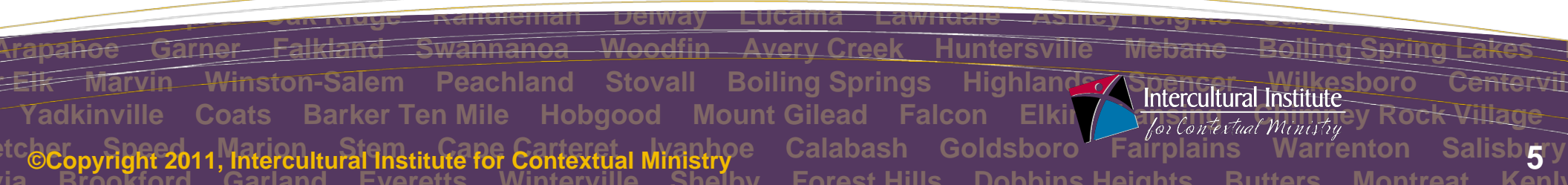
Site Location Summary - Band Composition

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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	19,358	28,821	11,247
2010 Households	7,594	10,325	3,718
2010 Group Quarters Population	548	428	379

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	28	18
Language Diversity National Index	30	22	30
Foreign Born Diversity National Index	57	52	16
Ancestry Diversity National Index	63	79	45
Racial Diversity National Index	48	36	52

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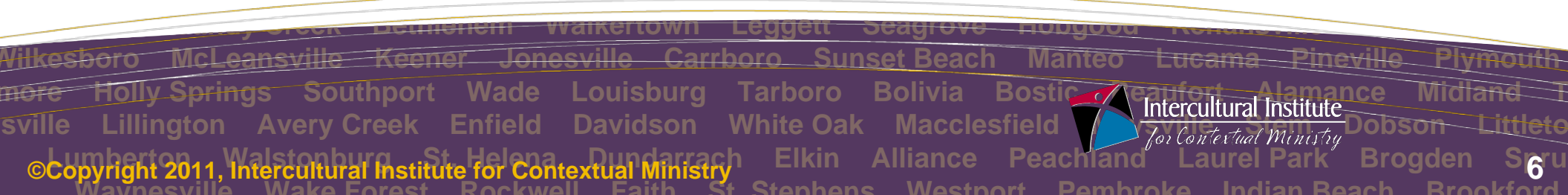
Site Location Summary - County Environment

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	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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

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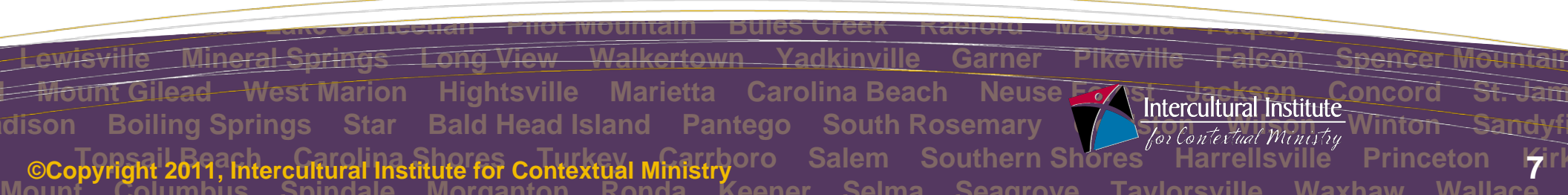
Site Location Summary - Social Environment

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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	553	7.28%
Mainstay Communities	Established, Diverse Households	3,865	50.9%
Working Communities	Blue-collar, Working Families	1,444	19.02%
Country Communities	Rural, Agri. & Mining Families	282	3.71%
Aspiring Communities	Young Singles / Aspiring-Multihousing	752	9.9%
Urban Communities	High Density, Inner-city Neighborhoods	699	9.2%

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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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	21,094	5,379	25.5%
Unreached %	67.27%	70.83%	105.29
Religious But NOT Evangelical HH	5,581	1,474	26.42%
Religious But NOT Evangelical %	17.8%	19.42%	109.09
Spiritual But NOT Relig or Evang HH	3,343	857	25.64%
Spiritual But NOT Relig or Evang %	10.66%	11.29%	105.89
Not Evangelical, Not Interested HH	12,228	3,067	25.08%
Not Evangelical, Not Interested %	38.99%	40.39%	103.57

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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	49	3	6.12%
Active BCNC Attenders	5,017	945	18.84%
Active Evangelical Households	2,896	625	21.59%
Active Evangelical Percent	9.23%	8.23%	89.17
Inactive Evangelical Households	7,368	1,591	21.59%
Inactive Evangelical Percent	23.50%	20.95%	89.16
# New Churches Needed	0	1	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	Pleasant Hill - Southern Pines	0.73 mi	223	Plateauing
2	Pinehurst First - Pinehurst	1.41 mi	244	Growing
3	Southern Pines First - Southern Pines	1.97 mi	478	Plateauing
4	Aberdeen First - Aberdeen	3.52 mi	349	Growing
5	Lighthouse - Aberdeen	5.88 mi	25	Declining
6	Ashley Heights - Aberdeen	5.88 mi	135	Plateauing
7	Hope Community - Lakeview	6.45 mi	14	Declining
8	Ives Memorial - Pinebluff	6.48 mi	140	Declining
9	Victory Community - Carthage	7.00 mi	84	Declining
10	Beulah Hill	7.82 mi	109	Declining
11	West End First - West End	7.82 mi	31	Growing
12	Harmony	7.82 mi	28	Insufficient Data
13	Fairview - We	8.13 mi	83	Growing
14	Cornerstone - West End	8.20 mi	32	Declining
15	Church of the Open Door	8.35 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Open Arms Community - Vass	8.50 mi	52	Growing
17	Vass First - Vass	8.71 mi	62	Growing
18	Taylor Memorial - Jackson Springs	9.31 mi	73	Declining
19	New Home - Vass	9.64 mi	145	Plateauing
20	Carthage First - Carthage	11.79 mi	88	Declining
21	Bethlehem - Carthage	11.82 mi	76	Declining
22	Emmanuel - Carthage	11.89 mi	220	Plateauing
23	Piney Wood - Cameron	12.03 mi	63	Plateauing
24	Middle Cross - West End	12.09 mi	102	Plateauing
25	Tillery - Tillery	12.18 mi	0	Insufficient Data
26	Vaughan - Vaughan	12.18 mi	24	Declining
27	Cedar Falls - Cedar Falls	12.18 mi	40	Plateauing
28	Community - Mt Mourne	12.18 mi	27	Plateauing
29	Harris First	12.18 mi	35	Insufficient Data
30	Cliffside	12.18 mi	141	Plateauing

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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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	59,005	12,965	21.97%
2000 Population	74,769	15,941	21.32%
2010 Population	88,384	19,358	21.9%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,825	5,812	24.39%
2000 Households	30,713	7,259	23.63%
2010 Households	31,357	7,594	24.22%

Location Types in this MissionSite
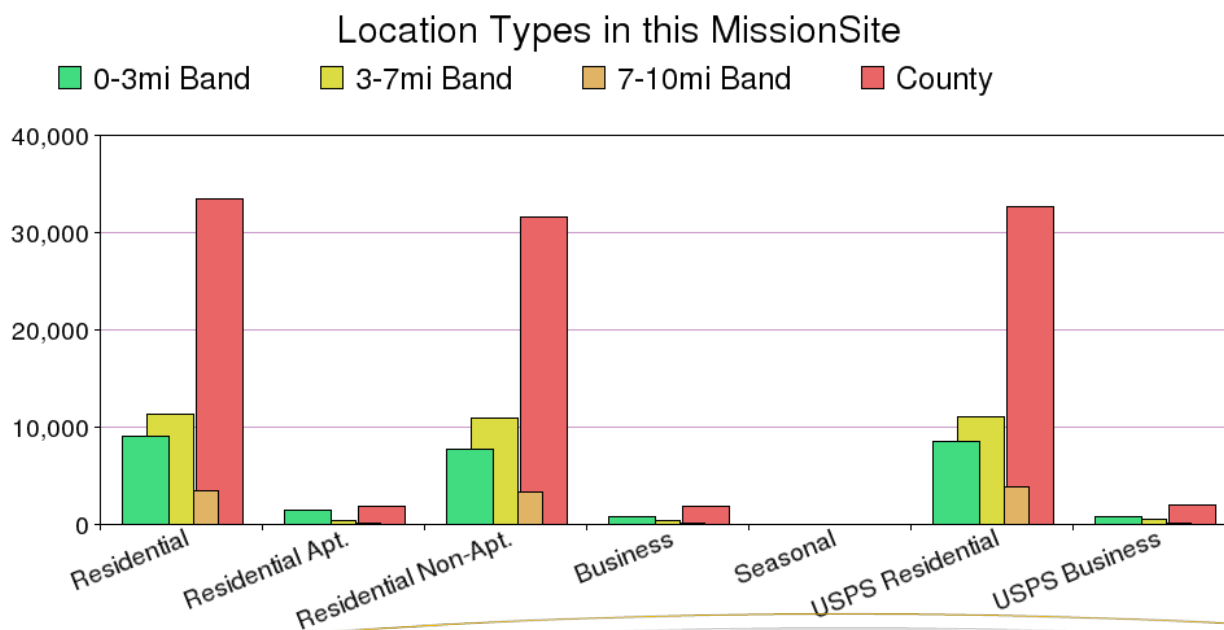
Location Type	0-3mi Band
Residential	9,103
Residential Apt.	1,412
Residential Non-Apt.	7,691
Business	855
Seasonal	0
USPS Residential	8,562
USPS Business	839

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Current Demographic Summary

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

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

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.89%	4.32%	88.34
4-5 Years	2.45%	1.76%	71.84
6-8 Years	3.66%	2.88%	78.69
9-11 Years	3.67%	3.01%	82.02
12-13 Years	2.45%	2.11%	86.12
14-17 Years	4.82%	3.72%	77.18
18-19 Years	2.39%	1.99%	83.26
0-5 Years	7.34%	6.08%	82.83
6-12 Years	8.55%	6.92%	80.94
13-19 Years	8.43%	6.78%	80.43
< 20 Years	24.32%	19.78%	81.33
20-34 Years	15.36%	14%	91.15
35-44 Years	11.62%	9.48%	81.58
45-64 Years	26.29%	25.6%	97.38
65-74 Years	11.34%	13.35%	117.72
75+ Years	11.08%	17.8%	160.65
Median Age	44	50	113.68
Median Age (Male)	42	48	113.87
Median Age (Female)	46	51	111.01
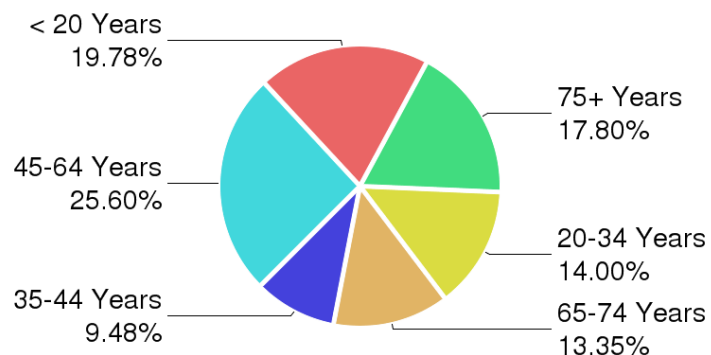
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.05%	78.28%	97.79
Black, African-American	13.84%	17.94%	129.61
Native American	0.74%	0.37%	50.19
Asian	0.8%	1.15%	143.4
Pacific Island, Hawaiian	0.05%	0.06%	119.11
Other/Multiple Races	4.51%	2.2%	48.64
Hispanic	0%	3.21%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,235	14,641	
Less than 9th Grade	4.65%	2.65%	175.29
No High School Diploma	6.74%	5.34%	126.23
High School Graduate	30.89%	25.69%	120.24
Some College, no degree	20.73%	21.27%	97.45
Associate Degree	10.05%	9.25%	108.64
College Degree	18.35%	24.98%	73.43
Graduate/Prof. degree	8.61%	10.82%	79.55

Race/Ethnicity Comparison

☐ County Percents ☐ Site Percents

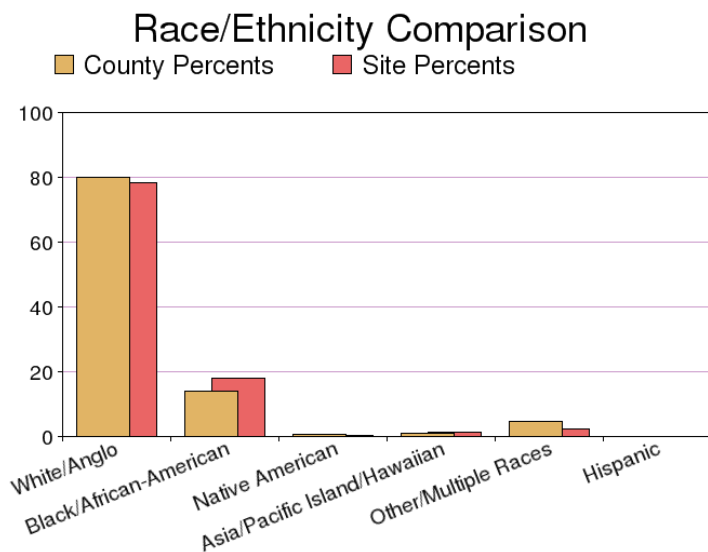Intercultural Institute
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Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	7.79%	6.7%	98.95
$10,000 to $19,999	11.9%	12.44%	104.61
$20,000 to $29,999	10.52%	9.56%	90.84
$30,000 to $49,999	20.89%	21.48%	102.82
$50,000 to $59,999	9.06%	8.18%	90.26
$60,000 to $69,999	9.03%	8.22%	91.01
$70,000 to $79,999	7.13%	6.24%	87.57
$80,000 to $89,999	5.41%	4.95%	91.6
$90,000 to $99,999	3.59%	3.78%	105.15
$100,000 to $124,999	6.47%	7.74%	119.72
$125,000 to $149,999	3.5%	4.31%	122.97
$150,000 to $199,999	2.23%	3.2%	143.75
$200,000 to $249,999	0.77%	1.13%	146.74
$250,000 or more	1.72%	2.05%	119.73
Median Household	48,458	51,412	106.1
Average Household	66,826	74,377	111.3
Per Capita Household	24,085	29,238	121.4
Family/Non-Family Household Income			
Median Family Income	61,324	66,168	107.9
Average Family Income	82,547	89,639	108.59
Median Non-Family Income	26,280	30,687	116.77
Average Non-Family Income	35,105	46,014	131.08

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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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	66.86%	59.65%	89.22
Families with Children	27.43%	20.23%	73.73
Families without Children	39.43%	39.43%	99.99
Non-Family Households			
% Non-Family Households	33.14%	40.35%	121.76
Non-Families with Children	0.64	0.7	109.42
Non-Families without Children	32.5	39.65	122
Housing Units			Index
Total Housing Units	42,463	10,471	
Vacant percent	26.15%	27.48%	105.05
Owned percent	56.76%	49.43%	87.1%
Rented Percent	17.09%	23.09%	135.12
Households by Size			Index
Avg household size	2.77	2.48	89.53
Avg family hh size	3.55	3.33	93.8
Avg non-family hh size	1.20	1.22	101.67
Households By Count of Persons			Percent
One	9,342	2,768	29.63%
Two	7,413	2,007	27.07%
Three or Four	10,229	1,963	19.19%
Five+	4,373	857	19.6%

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	59,005	12,965	21.97%
2000 Population	74,769	15,941	21.32%
2010 Population	88,384	19,358	21.9%
2015 Population	94,515	20,665	21.86%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	23,825	5,812	24.39%
2000 Households	30,713	7,259	23.63%
2010 Households	31,357	7,594	24.22%
2015 Households	33,259	8,048	24.2%

Household Change from 1985 to 2030
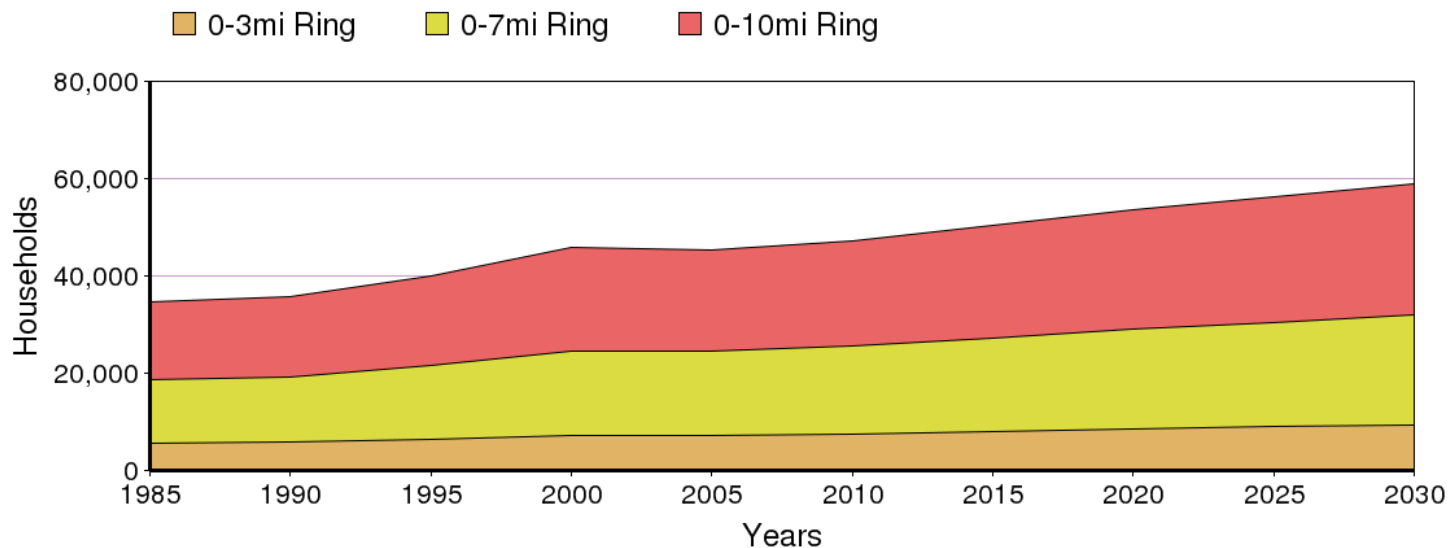
Projected Demographic Summary

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

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

Projected Age Group Percentages

- < 20 Years 19.70%
- 45-64 Years 24.68%
- 35-44 Years 8.59%
- 75+ Years 18.13%
- 20-34 Years 14.74%
- 65-74 Years 14.15%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.32%	4.39%	101.62
4-5 Years	1.76%	1.8%	102.27
6-8 Years	2.88%	2.93%	101.74
9-11 Years	3.01%	2.93%	97.34
12-13 Years	2.11%	2.02%	95.73
14-17 Years	3.72%	3.67%	98.66
18-19 Years	1.99%	1.96%	98.49
0-5 Years	6.08%	6.19%	101.81
6-12 Years	6.92%	6.84%	98.84
13-19 Years	6.78%	6.67%	98.38
< 20 Years	19.78%	19.7%	99.6
20-34 Years	14%	14.74%	105.29
35-44 Years	9.48%	8.59%	90.61
45-64 Years	25.6%	24.68%	96.41
65-74 Years	13.35%	14.15%	105.99
75+ Years	17.8%	18.13%	101.85
Median Age	44	50	114.66
Median Age (Male)	42	47	112.84
Median Age (Female)	46	52	113.19

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

Race/Ethnicity Comparison
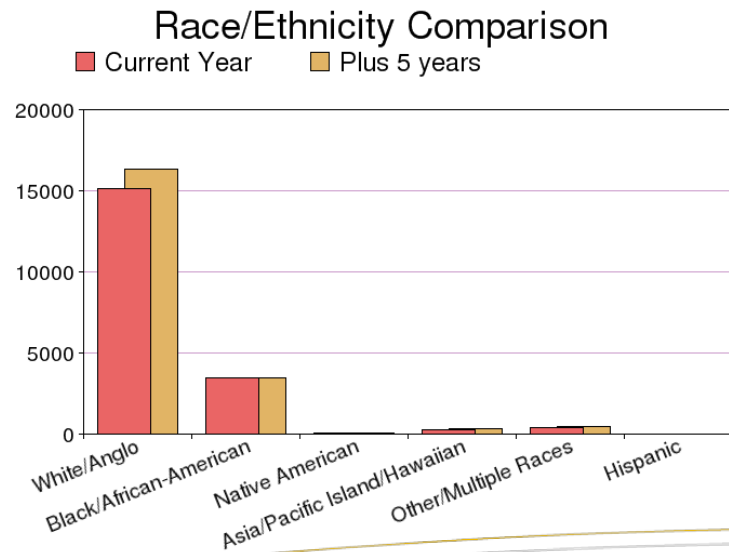
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.28%	79%	100.92
Black, African-American	17.94%	16.84%	93.89
Native American	0.37%	0.44%	118.4
Asian	1.15%	1.46%	126.44
Pacific Island, Hawaiian	0.06%	0.07%	109.29
Other/Multiple Races	2.2%	2.19%	99.63
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,641	15,526	
Less than 9th Grade	2.65%	2.27%	85.55
No High School Diploma	5.34%	4.13%	77.42
High School Graduate	25.69%	27.59%	107.41
Some College, no degree	21.27%	20.66%	97.15
Associate Degree	9.25%	10%	108.09
College Degree	24.98%	25.2%	100.85
Graduate/Prof. degree	10.82%	10.15%	93.82
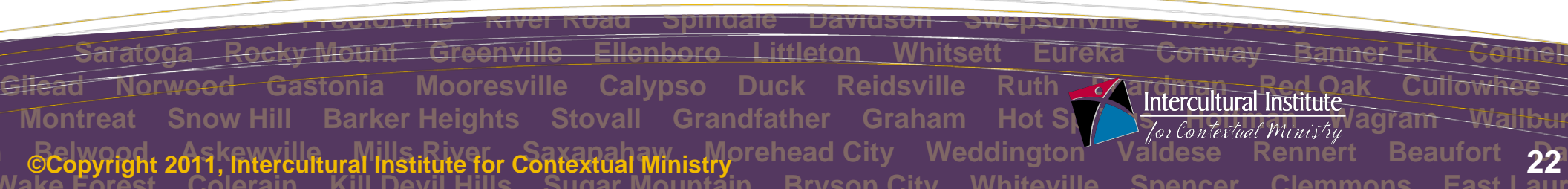
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Projected Demographic Summary

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 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	6.7%	6.1%	91.02
$10,000 to $19,999	12.44%	12.11%	97.35
$20,000 to $29,999	9.56%	8.76%	91.63
$30,000 to $49,999	21.48%	20.48%	95.34
$50,000 to $59,999	8.18%	8.09%	98.92
$60,000 to $69,999	8.22%	8.77%	106.76
$70,000 to $79,999	6.24%	6.67%	97.94
$80,000 to $89,999	4.95%	5.41%	102.64
$90,000 to $99,999	3.78%	3.63%	96
$100,000 to $249,999	7.74%	8.54%	110.25
$125,000 to $149,999	4.31%	4.83%	112.25
$150,000 to $199,999	3.2%	3.23%	100.96
$200,000 to $249,999	1.13%	1.11%	97.65
$250,000 or more	2.05%	2%	97.38
Median Household	51,412	53,800	104.64
Average Household	74,377	78,766	105.9
Per Capita Household	29,238	30,737	105.13
Family/Non-Family Household Income			
Median Family Income	66,168	71,582	108.18
Average Family Income	89,639	97,528	108.8
Median Non-Family Income	30,687	32,528	106
Average Non-Family Income	46,014	47,168	102.51

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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 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	59.65%	57.87%	97
Families with Children	20.23	19.33	95.59
Families without Children	39.43	38.78	98.36
Non-Family Households			
% Non-Family Households	40.35%	42.13%	104.43
Non-Families with Children	0.7	0.92	104.43
Non-Families without Children	39.65	41.22	103.95
Housing Units			
Total Housing Units	10,471	11,117	106.17%
Vacant percent	27.48%	27.61%	100.47
Owned percent	49.43%	49.78%	100.7
Rented Percent	23.09%	22.61%	97.93
Households by Size			
Avg household size	2.48	2.50	100.81%
Avg family hh size	3.33	3.47	104.2%
Avg non-family hh size	1.22	1.17	95.9%
Households By Count of Persons			
One	2,768	3,080	111.27%
Two	2,007	1,850	92.18%
Three or Four	1,963	2,138	108.91%
Five+	857	980	114.35%

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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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	595	633	336
Northern Europe	154	110	24
Western Europe	110	89	37
Southern Europe	22	26	1
Eastern Europe	14	7	0
Other Europe	0	0	0
Eastern Asia	10	19	8
So. Central Asia	13	55	14
SE Asia	20	19	22
Western Asia	7	5	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	4
Middle Africa	0	0	1
Northern Africa	0	0	0
Southern Africa	11	6	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	6	3	0
Caribbean	16	12	6
Central Amer.	128	204	194
South America	5	8	5
North America	79	70	20
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	0-3 MILES	3-7 MILES	7-10 MILES
English only	17,055	17,448	11,218
Spanish	367	555	465
Other Indo-Euro language	509	306	187
French (incl. Patois, Cajun)	128	60	53
French Creole	0	0	0
Italian	48	28	26
Portuguese	12	19	12
German	233	133	57
Yiddish	0	0	0
Other West Germanic	10	1	0
A Scandinavian Language	16	4	5
Greek	19	11	9
Russian	0	1	4
Polish	9	2	4
Serbo-Croatian	7	0	0
Other Slavic Language	5	1	0
Armenian	0	0	0
Persian	0	20	7
Gujarathi	19	4	0
Hindi	3	22	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	5
Asian/PI languages	0	0	0
Chinese	0	4	7
Japanese	0	0	0
Korean	0	3	5
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	6
Thai	15	0	10
Laotian	0	1	13
Vietnamese	0	0	0
Other Asian	0	0	2
Tagalog	0	8	27
Other Pacific Is	0	0	2
Other languages	40	31	20
Navajo	0	0	0
Other Native N. American	0	0	12
Hungarian	33	0	0
Arabic	7	10	8
Hebrew	0	19	0
African languages	0	2	0
Other unspecified	0	0	0

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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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	15,116	15,166	9,392
Arab	8	18	7
Armenian	14	12	1
Austrian	27	35	5
British	134	84	37
Canadian	56	37	18
Croatian	4	4	0
Czech	24	27	8
Czechoslovak	7	9	7
Danish	51	54	16
Dutch	136	160	65
English	2,236	2,295	1,041
European	161	163	80
Finnish	3	13	7
French (not Basque)	261	243	122
French Canadian	70	95	41
German	1,785	1,755	844
Greek	63	59	11
Hungarian	25	31	14
Iranian	0	23	12

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,261	1,407	627
Italian	652	551	225
Lithuanian	36	26	16
Norwegian	68	97	27
Polish	396	247	88
Portuguese	12	30	22
Romanian	10	11	3
Russian	83	73	19
Scandinavian	18	9	6
Scotch-Irish	672	708	511
Scottish	758	827	594
Slovak	20	22	8
Subsaharan African	56	52	68
Swedish	135	108	49
Swiss	54	56	22
Ukrainian	11	17	15
US/American	1,752	1,801	1,602
Welsh	94	107	52
West Indian	44	25	7
Yugoslavian	7	2	1
Other	3,912	3,873	3,093

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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.
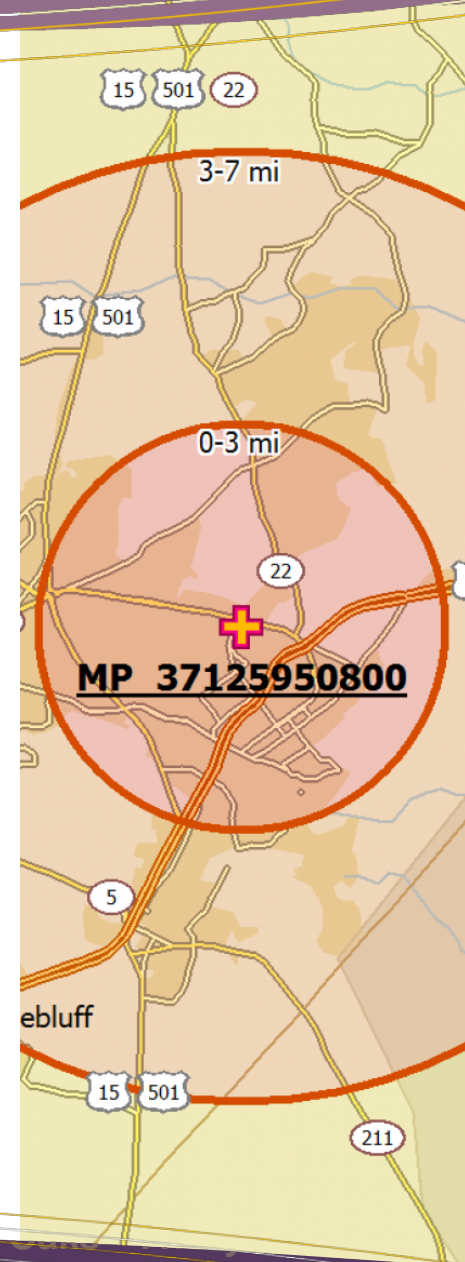
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,594	100%	5,450	100%
AFFLUENT SUBURBIA	207	2.73%	145	2.66%
America's Wealthiest	17	0.22%	14	0.26%
Dream Weavers	16	0.21%	11	0.2%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	174	2.29%	120	2.2%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	346	4.56%	239	4.39%
Status Conscious Consumers	9	0.12%	6	0.11%
Affluent Urban Professionals	2	0.03%	2	0.04%
Urban Commuter Fam.	269	3.54%	181	3.32%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	66	0.87%	50	0.92%
SM TWN SUCCESS	167	2.2%	165	3.03%
Successful Urban Sprawl	114	1.5%	50	0.92%
2nd City Homebodies	42	0.55%	81	1.49%
Prime Middle America	0	0%	27	0.5%
Urban Optimists	11	0.14%	0	0%
Family Convenience	0	0%	7	0.13%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,594	100%	5,450	100%
BLUE COLLAR BACKBONE	319	4.2%	213	3.91%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	27	0.36%	16	0.29%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	292	3.85%	197	3.61%
AMER. DIVERSITY	3,698	48.7%	2,664	48.88%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.18%	9	0.17%
Professional Urbanites	3,138	41.32%	2,269	41.63%
Urban Advancement	46	0.61%	31	0.57%
Amer. Great Outdoors	295	3.88%	189	3.47%
Mature America	205	2.7%	166	3.05%
METRO FRINGE	1,125	14.81%	780	14.31%
Steadfast Conservative	807	10.63%	553	10.15%
Moderate Conventionalists	30	0.4%	20	0.37%
Southern Blues	24	0.32%	17	0.31%
Urban Grit	132	1.74%	98	1.8%
Grass-Roots Living	132	1.74%	92	1.69%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,594	100%	5,450	100%
REMOTE AMERICA	3	0.04%	2	0.04%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	3	0.04%	2	0.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	752	9.9%	550	10.09%
Young Cosmopolitans	8	0.11%	6	0.11%
Minority Metro Communities	501	6.6%	371	6.81%
Stable Careers	210	2.77%	151	2.77%
Aspiring Hispania	33	0.43%	22	0.4%
RURAL VILLAGES & FARMS	279	3.67%	191	3.5%
Aspiring Hispania	0	0%	22	0.4%
Industrious Country Living	0	0%	0	0%
America's Farmland	244	3.21%	0	0%
Comfy Country Living	35	0.46%	149	2.73%
Small Town Connections	0	0%	20	0.37%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,594	100%	5,450	100%
STRUGGLING SOCIETIES	364	4.79%	247	4.53%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	364	4.79%	247	4.53%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	335	4.41%	254	4.66%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2	0.03%	1	0.02%
Urban Diversity	13	0.17%	9	0.17%
New Generation Activists	0	0%	0	0%
Getting By	320	4.21%	244	4.48%
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%

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Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

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

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

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

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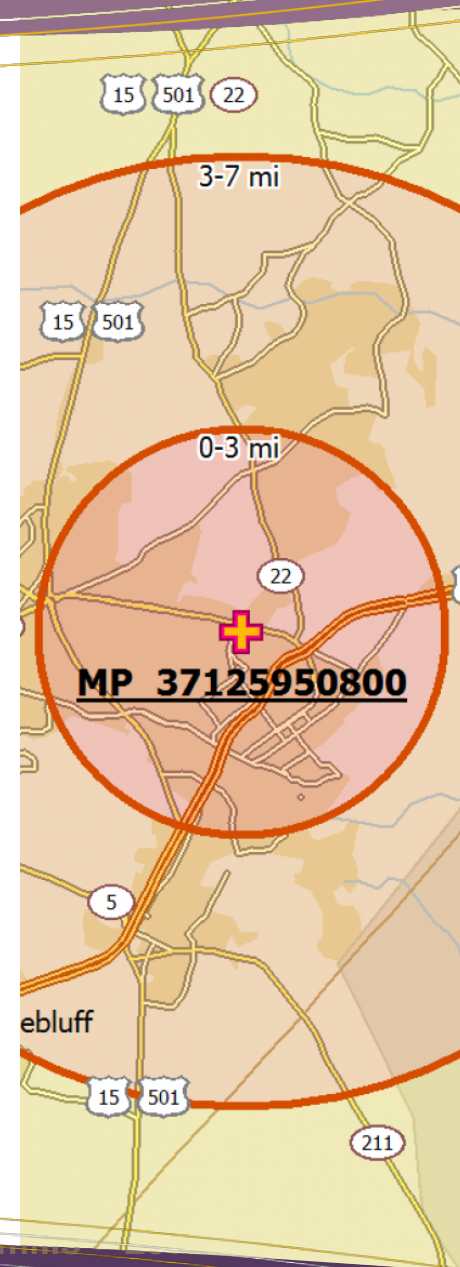
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, 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).

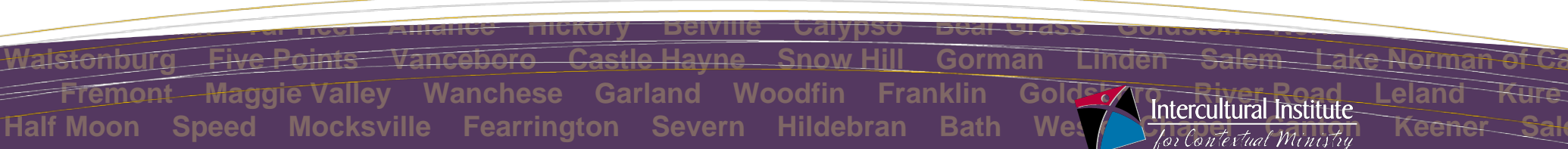Intercultural Institute
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Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	76%	78%	78%
Use Comp. for Internet/E-mail	59%	62%	62%
Internet Use: E-Mail	51%	52%	52%
Use Comp. for Word Processing	42%	44%	43%
Use Comp. for Comp. Games	36%	37%	37%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Digital Camera Photo Editing	31%	32%	32%
Internet Use: News/ Weather	30%	31%	30%
Use Comp. for Education	29%	30%	30%
Use Comp. for Banking	28%	30%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for News/Info./Data Service	27%	28%	27%
HH Owns DVD Player	27%	28%	28%
Internet Use: Banking	23%	24%	25%
Use Comp. for Personal Financial Mngmnt	16%	17%	17%
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Accounting	14%	16%	16%
Internet Use: Shopping: Gathered Info. for Shopping	14%	14%	14%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Travel Reservations	12%	12%	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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	65%	66%	66%
Dining Out (Not Fast Food)	61%	63%	62%
Reading Books	59%	59%	58%
Card Games	42%	43%	43%
Go To A Beach/Lake	36%	37%	37%
Gardening	36%	37%	37%
Cooking for Fun	35%	35%	36%
Board Games	27%	28%	29%
Visit Museum	23%	23%	23%
Photography	20%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	72%	72%	72%
Gen./Fam. Practitioner	40%	41%	41%
Dentist	34%	35%	33%
Eye Dr.	27%	27%	26%
Hypertension/High Blood Pressure	22%	22%	21%
Backache	21%	22%	22%
High Cholesterol	21%	21%	21%
Any Arthritis	18%	18%	18%
None Of These	17%	17%	17%
Acid Reflux Disease (GERD)	16%	16%	16%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	29.34%	29.88%	29.54%
Live Theater	27.15%	27.15%	25.68%
Live Theater Most Often	22.34%	22.46%	21.26%
Rock/Pop Concerts Most Often	12.42%	12.86%	12.99%
Classical Concerts Most Often	10.62%	10.51%	9.73%
Dance Performance	10.45%	9.89%	9.39%
Movies: Comedy	36.74%	37.23%	37.42%
Movies: Action/Adventure	36.28%	36.31%	36.52%
Movies: Drama	22.98%	22.79%	22.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Mystery	20.76%	20.33%	19.98%
Movies: Romantic Comedy	19.64%	19.89%	19.65%
Movies: Fam.	18.57%	18.41%	18.51%
College Football Reg. Season	7.35%	7.63%	7.35%
MLB Baseball Reg. Season	7.16%	7.51%	7.36%
NFL Football Reg. Season	6.81%	6.94%	6.72%
College Basketball Reg. Season	4.32%	4.58%	4.51%
NBA Basketball Reg. Season	3.33%	3.22%	3.11%
College Football Post-Season	3.19%	3.23%	3.04%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	45.49%	45.9%	44.66%
Swimming	30.94%	32.36%	32.8%
Bowling	17.88%	18.83%	19.46%
Golf	16.97%	17.29%	16.61%
Weight Training	14.48%	14.79%	14.79%
Billiards/Pool	14.1%	14.89%	15.67%
Using Cardio Machine	14.07%	14.4%	14.11%
Jogging/Running	14.02%	14.07%	13.96%
Stationary Cycling	13.98%	13.88%	13.42%
Mountain/Road Biking	13.2%	13.26%	13.02%
Freshwater Fishing	13.19%	14.84%	16.21%
Basketball	11.88%	12.19%	12.68%
Aerobics	11.07%	10.93%	10.59%
Camping Trips	9.93%	10.84%	11.55%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	9.69%	9.74%	9.4%
Baseball	8.6%	8.86%	9.3%
Backpacking/Hiking	8.02%	8.04%	8.12%
Tennis	7.49%	7.49%	7.3%
Yoga	7.12%	6.92%	6.72%
Saltwater Fishing	6.76%	7.16%	7.42%
Football	6.69%	6.95%	7.67%
Volleyball	6.5%	6.68%	6.97%
Soccer	6.14%	6.2%	6.35%
Softball	5.85%	6.05%	6.31%
Target Shooting	5.84%	6.22%	6.76%
Canoeing/Kayaking	5.76%	5.75%	5.77%
Hunting	5.21%	5.72%	6.48%
Ice Skating	5.07%	4.54%	4.4%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	4.24%	3.99%	3.88%
Sailing	4.16%	3.88%	3.71%
Downhill & X-Country Skiing	4.07%	3.99%	3.93%
Jet Skiing	4.05%	3.8%	3.73%
Roller Skating	4.03%	3.84%	3.91%
Motorcycling	4.02%	4.33%	4.7%
Fly Fishing	3.6%	3.59%	3.77%
Horseback Riding	3.47%	3.8%	4.26%
Water Skiing	3.28%	3.28%	3.35%
Hockey	3.05%	2.84%	2.82%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Archery	2.96%	3.02%	3.27%
Racquetball	2.95%	2.91%	3.04%
Rock Climbing	2.83%	2.58%	2.53%
Skateboarding	2.68%	2.41%	2.43%
Rowing	2.67%	2.57%	2.54%
Snowmobiling	2.67%	2.54%	2.61%
Snowboarding	2.61%	2.36%	2.31%
Martial Arts	2.45%	2.13%	2.12%
Auto Racing	2.31%	2%	2.03%
Surfing & Windsurfing	2.02%	1.72%	1.71%

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.
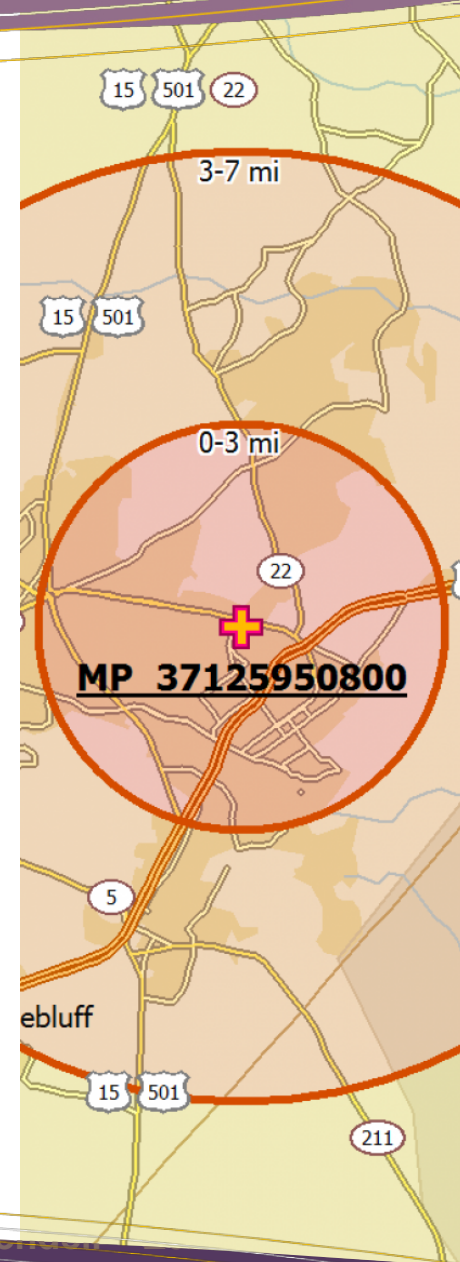
Potential Cultural Barriers -- Introduction (part 2)

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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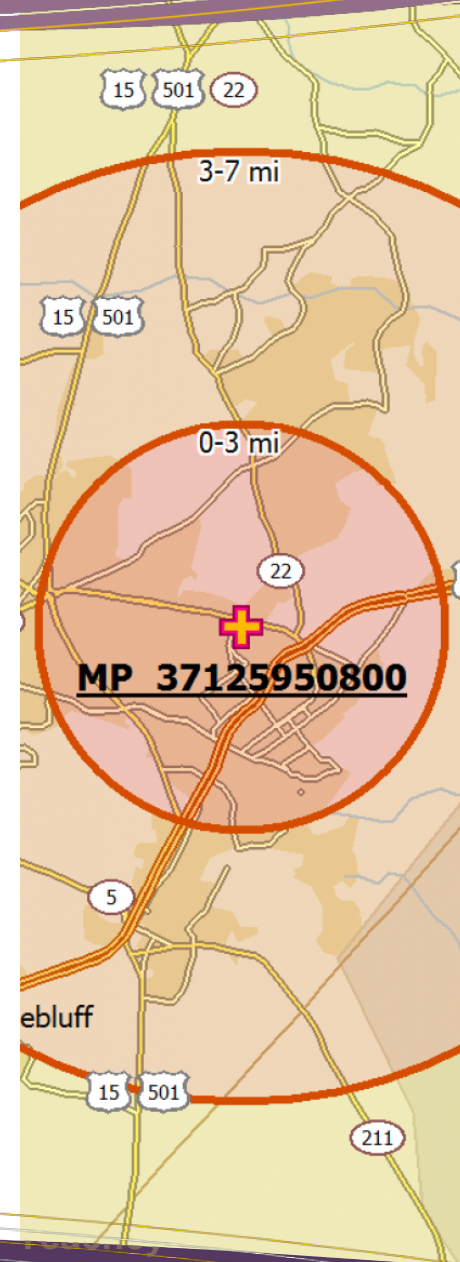
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
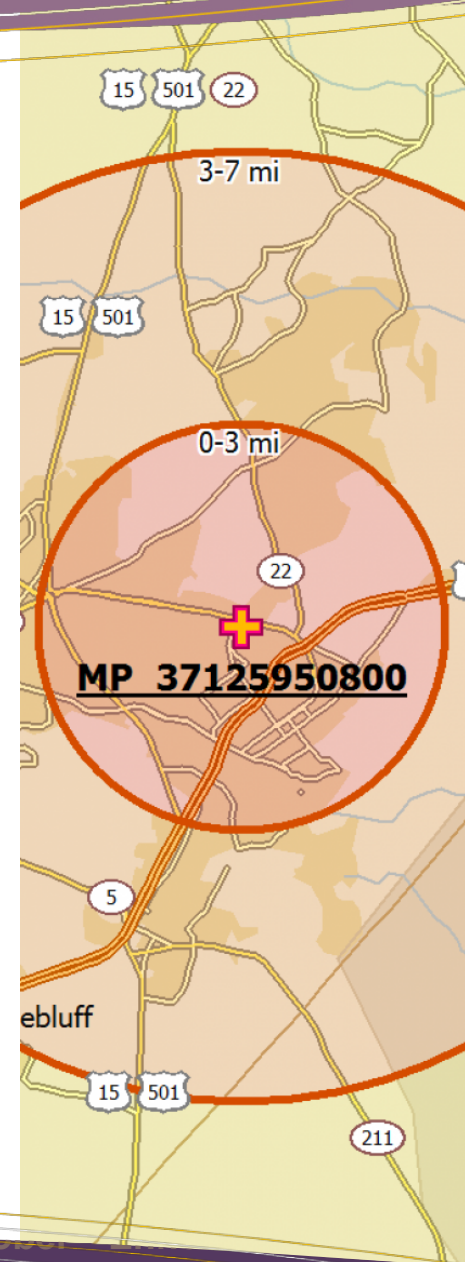
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	50%	50%
Prefer To Have Few Possessions As Possible	39%	39%	38%
Speak My Mind Even If It Upsets People	36%	35%	35%
Find It Difficult To Say No To My Kids	36%	37%	38%
Like Control Over People And Resources	33%	33%	33%
If Won Lottery Would Never Work Again	33%	33%	32%
Woman's Place Is In The Home	31%	32%	33%
Like To Do Unconventional Things	30%	30%	31%
Friends More Important Than My Fam.	28%	27%	27%
Don't Judge People/Way They Live Life	27%	26%	26%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	21%	21%	20%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	20%	20%	20%
Like to Stand Out In A Crowd	18%	18%	19%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Only Work Current Job for The Money	16%	16%	15%
Rarely Sit Down to a Meal Together At Home	15%	15%	16%
Happy With My Standard Of Living	14%	14%	13%
I Am A Workaholic	14%	14%	14%
We Should Strive for Equality for All	14%	13%	13%
On Whole People Get What They Deserve	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	8%	8%
Very Happy With My Life As It Is	7%	6%	6%

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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.
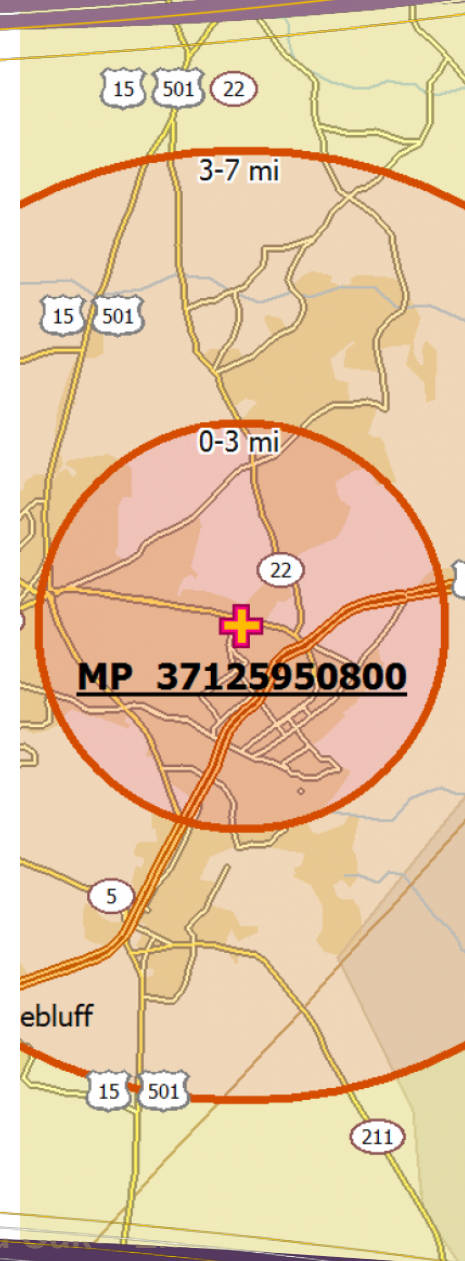
Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	64%	64%
You Should Seize Opportunities In Life	59%	59%	59%
Prefer To Have Few Possessions As Possible	39%	39%	38%
Like To Understand About Nature	39%	39%	39%
Important Feel Respected By My Peers	34%	34%	33%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Important To Juggle Various Tasks	30%	30%	30%
Have Keen Sense Of Adventure	28%	28%	28%
Good At Fixing Things	28%	27%	26%
People Have To Take Me As They Find Me	25%	25%	25%
Like To Just Enjoy Life	23%	23%	22%
Consider Myself Interested In The Arts	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	17%	17%	17%
Real Men Don't Cry	16%	16%	16%
Try Not To Worry About The Future	15%	15%	15%
Looking for New Ideas To Improve Home	15%	15%	15%
Is An Important Part Of Who I Am	14%	14%	14%
Provide My Kids With The Little Extras	11%	10%	11%
Enjoy Spending Time With My Fam.	9%	10%	10%
Children Should Be Allowed To Express Themselves	6%	5%	5%
Like Spending Most Time With Fam.	6%	6%	5%
Feel Very Alone In The World	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	3%	3%

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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.
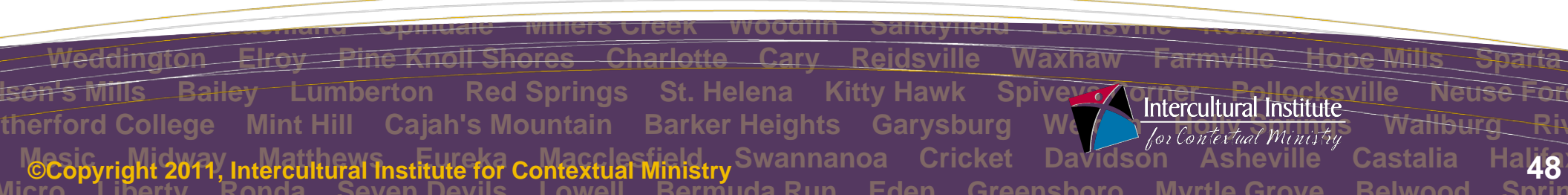
Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	83%	84.34%	84.28%
Fast Food/Drive-In Restaurant-Visit Any	81.66%	82.16%	82.78%
McDonald's	53.43%	54.15%	54.9%
Burger King	34.18%	33.98%	34.6%
Applebee's	29.67%	30.93%	31.32%
Subway	27.41%	27.92%	28.39%
Wendy's	27.24%	27.93%	28.42%
Taco Bell	25.23%	25.64%	26.4%
Kentucky Fried Chicken (KFC)	24.09%	23.68%	24.65%
Olive Garden	23.6%	23.94%	23.51%
Pizza Hut	19.03%	19.05%	19.68%
Arby's	18.59%	19.47%	20.27%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.05%	17.87%	17.73%
Dairy Queen	17.42%	17.58%	17.83%
Outback Steakhouse	16.77%	16.95%	16.58%
IHOP (International House Of Pancakes)	15.55%	15%	14.78%
Cracker Barrel	15.23%	16.34%	16.78%
Denny's	13.04%	12.4%	12.14%
Chick-Fil-A	12.67%	13.63%	14.09%
Chili's Grill and Bar	12.15%	12.3%	12.32%
Domino's Pizza	11.9%	11.64%	11.97%
Starbucks	11.57%	11.79%	11.73%
Dunkin' Donuts	11.17%	10.94%	10.77%
TGI Friday's	11.07%	11.08%	11.14%

Intercultural Institute for Contextual Ministry

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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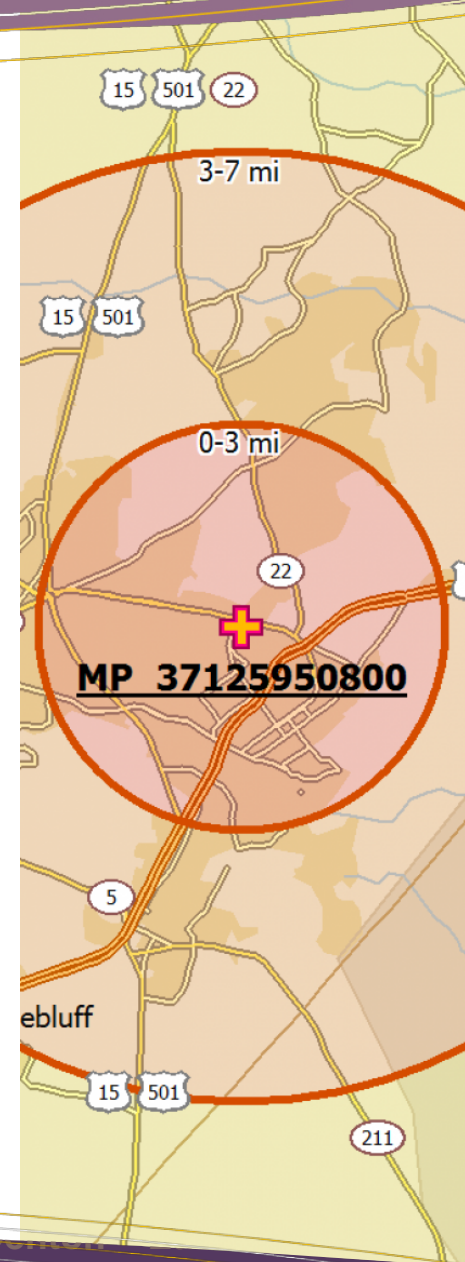
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.91%	51%	50.04%
Recycled products	38.65%	39.59%	38.37%
Worked as volunteer (non political)	17.7%	18.07%	17.63%
Engaged in fund raising	10.36%	10.76%	10.67%
Religious club member	7.57%	7.69%	7.66%
Wrote to elected offcl about publ bus	6.46%	6.64%	6.4%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.17%	6.16%	5.97%
Charitable Organization	5.99%	6.16%	6.02%
Addressed a public meeting	5.46%	5.57%	5.47%
Took active part in local civic issue	5.31%	5.37%	5.24%
Church Board	4.85%	5.06%	5.12%
Union member	4.84%	5.18%	5.21%

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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.

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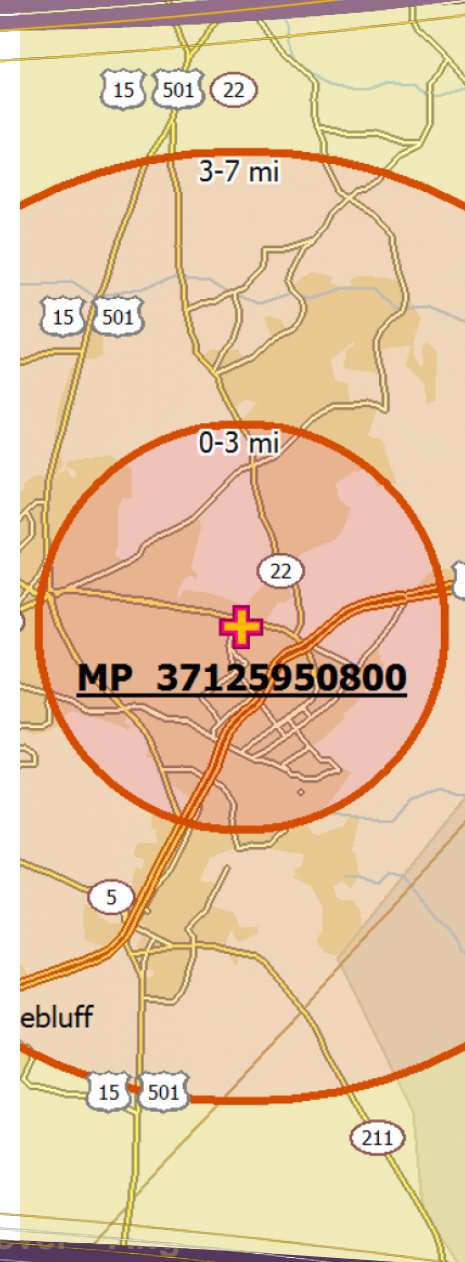
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	18.8%	18.96%	18.33%
Mystery	13.97%	13.96%	13.61%
Children's Books	12.9%	13.2%	13.05%
Cookbooks	10.83%	10.98%	10.85%
Religious (not Bibles)	8.68%	8.88%	8.96%
History	8.55%	8.58%	8.25%
Biography	7.84%	7.88%	7.52%
Personal/Business	7%	7.17%	6.96%
Self-help			
Romance	6.61%	6.59%	6.65%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	71.12%	71.42%	70.35%
Gen. Editorial	50.28%	49.92%	49.35%
Womens	41.7%	41.6%	41.43%
Service	35.64%	36.4%	36.14%
Business/Finance	21.11%	21.41%	20.57%
Mens	18.24%	18.09%	17.88%
Sports	16.54%	16.42%	15.89%
Mature Market	15.57%	15.77%	15.51%
Health	13.53%	13.74%	13.84%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	56.61%	57.26%	56.74%
Sport	34.45%	34.84%	34.44%
Business/Finance	33.72%	34.23%	33.04%
Editorial Page	31.67%	32.17%	31.99%
Classified	28.26%	28.33%	29.27%
Comics	28.17%	28.24%	28.14%
Food/Cooking	27.16%	27.5%	27.21%
Movie Listings & Reviews	26.29%	26.59%	26.13%
TV/Radio Listings	25.05%	25.26%	25.11%
Travel	22.2%	22.61%	21.94%
Home/Gardening	21.89%	22.71%	22.51%
Science/Technology	18.5%	19.11%	18.61%
Fashion	15.35%	15.58%	15.29%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	18.72%	18.82%	18.37%
CHR Contemp Hit Radio	17.37%	17.08%	16.99%
Country	15.97%	16.92%	18.28%
Urban Contemporary	15.26%	14.24%	14.5%
News/Talk	12.12%	12.57%	12%
Oldies	11.28%	11.43%	11.19%
Rock	10.81%	11.14%	11.08%
Alternative	9.42%	9.68%	9.2%
Classic Rock	9.23%	9.26%	9.07%
All Talk	8.09%	8.14%	7.42%
Variety	7.66%	7.78%	7.64%
All News	7.42%	7.86%	7.41%
Jazz	6.63%	6.74%	6.58%
Religious	6.57%	6.94%	6.89%
Soft Contemporary	5.8%	6.02%	5.91%
Adult Standards	5.5%	5.46%	5.11%
Sports	3.97%	4.16%	3.98%
Classical	3.93%	4.03%	3.82%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	63.44%	64.62%	64.5%
Soapnet	51.8%	52.07%	51.79%
Satellite Dish	46.85%	48.33%	48.79%
Other Video-On-Demand	44.24%	43.46%	42.92%
Comedy Central	40.57%	40.54%	38.78%
Adult Pay Per View TV	36.77%	37.98%	37.4%
Sci-Fi Channel	33.79%	34.66%	34.89%
MSNBC	30.99%	31.82%	32.04%
TV Info From Sunday TV Magazine	30.84%	31.52%	31.34%
Subscribe Digital Cable	28.51%	28.74%	28.85%
ESPN Classic	27.46%	27.42%	25.9%
USA Network	27.29%	27.55%	26.93%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
The Golf Channel	26.77%	27.14%	26.36%
ABC Fam.	26.34%	26.44%	25.67%
Hallmark Channel	25.36%	26.15%	25.85%
TCM (Turner Classic Movies)	25.25%	25.81%	25.66%
ESPN2	25.18%	25.32%	24.67%
TV Info From Newspapers	24.89%	25.4%	25.57%
ESPN News	24.28%	23.97%	22.74%
Nickelodeon	24.15%	25.13%	25.7%
Adult Swim	23.94%	25.09%	25.28%
BET (Black Entertainment TV)	23.67%	23.57%	23.24%
TV Info From Monthly Cable Guide	22.42%	22.82%	22.95%
TV Info From Other	22.13%	22.24%	22.03%

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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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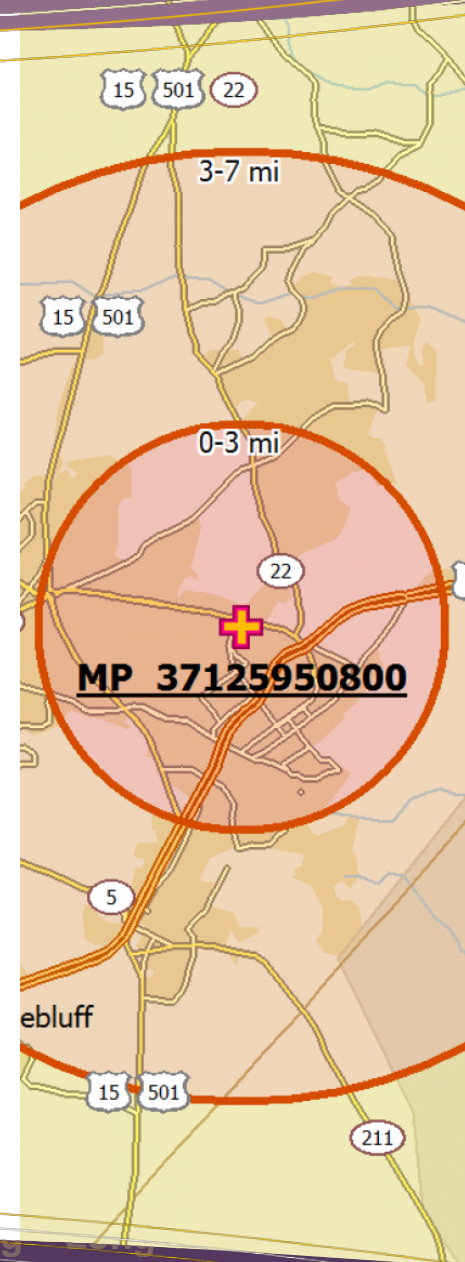
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	20.25%	20.63%	20.27%
Medium Users (4-6)	11.72%	11.71%	11.33%
Light Users (1-3)	20.81%	20.79%	20.49%
Quintiles (20%)			
Newspaper I (Heavy)	0.9%	0.83%	0.9%
Newspaper II	1.37%	1.38%	1.43%
Newspaper III	2.15%	2.04%	2.01%
Newspaper IV	0.38%	0.35%	0.4%
Newspaper V (Light)	1.12%	1.02%	1%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.23%	17.19%	17.68%
Magazines II	7.65%	7.61%	7.83%
Magazines III	8.19%	8.05%	8.35%
Magazines IV	10.23%	10.31%	10.67%
Magazines V (Light)	0.33%	0.4%	0.45%
Outdoor I (Heavy)	7.14%	6.92%	6.72%
Outdoor II	2.77%	2.6%	2.57%
Outdoor III	3.05%	3.02%	3.13%
Outdoor IV	15.48%	15.31%	15.48%
Outdoor V (Light)	28.73%	28.28%	27.68%
Yellow Pages I (Heavy)	13.86%	14.11%	14.5%
Yellow Pages II	6.38%	6.55%	6.57%
Yellow Pages III	4.44%	4.21%	4.29%
Yellow Pages IV	20.06%	19.78%	20.2%
Yellow Pages V (Light)	2.67%	2.53%	2.62%

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.1%	2.98%	3.03%
Drive Time III (Medium)	0.28%	0.34%	0.39%
Radio IV & V (Light)	2.44%	2.28%	2.25%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.09%	7.18%	7.61%
Radio III (Medium)	4.5%	4.6%	4.63%
Radio IV & V (Light)	3.21%	3.23%	3.29%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.16%	11.3%	11.36%
Cable III (Medium)	3.98%	3.77%	3.8%
Cable IV & V (Light)	37.03%	36.28%	35.74%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.49%	3.48%	3.53%
Prime Time III (Medium)	2.26%	2.03%	2.03%
Prime Time IV & V (Light)	5.51%	5.01%	5.49%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	42.24%	42.95%	42.58%
Fringe III (Medium)	52.41%	52.67%	52.9%
Fringe IV (Light)	53.29%	53.66%	54.14%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	12.93%	12.48%	12.38%
All Day III (Medium)	22.31%	22.62%	22.72%
All Day IV (Light)	11.15%	11.43%	11.68%

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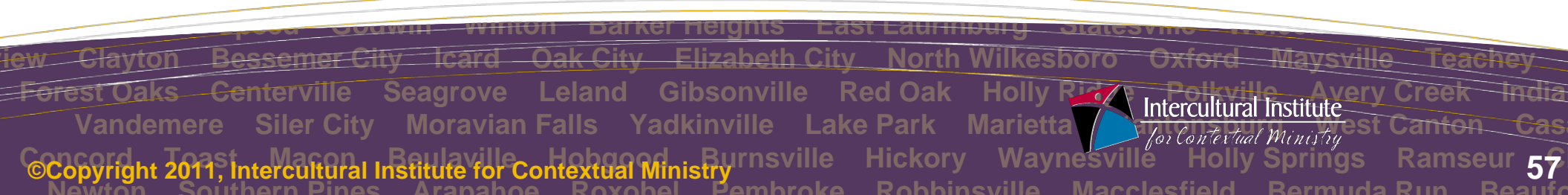
Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	11.42%	11.81%	11.96%
6:00am - 10:00am	18.96%	18.83%	18.1%
10:00am - 3:00pm	9.56%	8.49%	8.07%
3:00pm - 7:00pm	12.79%	12.3%	12.28%
7:00pm - Midnight	14.48%	14.69%	14.24%
Midnight - 6:00am	8.37%	7.76%	7.33%
Weekend Radio Listeners			
Dayparts [summary]	11.82%	12%	12.48%
6:00am - 10:00am	4.61%	4.83%	4.8%
10:00am-3:00pm	7.44%	7.25%	6.83%
3:00pm - 7:00pm	6.63%	6.23%	6.26%
7:00pm - Midnight	8.28%	8.58%	8.74%
Midnight - 6:00am	12.93%	12.38%	12.19%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.81%	7.34%	7.28%
Saturday: 8:00-11:00pm	6.87%	7.28%	7.58%
Sunday: 7:00-11:00pm	8.86%	9.22%	9.34%
9:00am-1:00pm	21.05%	21.6%	22.22%
9:00am-4:00pm	24.51%	25.13%	25.87%
4:00pm-7:00pm	30.93%	31.44%	30.99%
11:00pm-1:00am	39.92%	40.71%	40.87%
AVG Prime time Mon-Sun	2.86%	2.76%	2.76%

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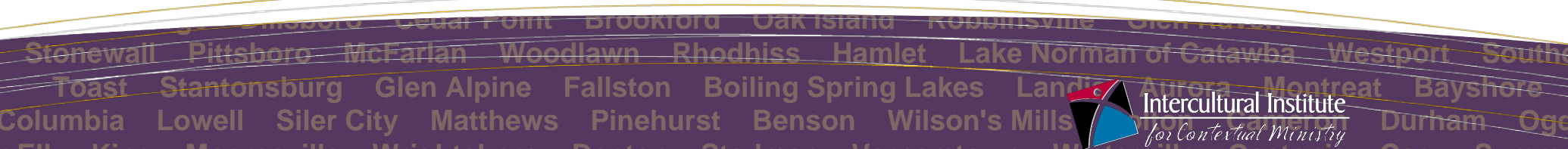
Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.43%	16.31%	16.1%
7-9am	25.18%	25.32%	24.67%
9am-12noon	16.78%	17.75%	18.38%
12noon-4pm	7.74%	7.38%	7.49%
4-6pm	49.26%	50.42%	49.6%
6-7pm	17.44%	17.73%	17.93%
7-7:30pm	1.23%	1.3%	1.27%
7:30-8pm	9.76%	9.68%	9.9%
8-11pm	6.81%	7.34%	7.28%
11pm-12am	30.99%	31.82%	32.04%
11pm-1am	39.92%	40.71%	40.87%
1-6am	37.43%	37.11%	35.67%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.46%	19.89%	19.63%
Sat: 10am-1pm	7.01%	7.48%	7.68%
Sat: 1-4pm	23.78%	24.23%	24.33%
Sat: 4-6pm	6.12%	6.17%	6.27%
Sat: 6-7pm	1.66%	1.95%	1.97%
Sat: 7-8pm	0.42%	0.47%	0.47%
Sat: 8-11pm	6.87%	7.28%	7.58%
Sat: 11pm-1am	5.4%	5.55%	5.5%
Sat: 1am-7pm	27.29%	27.55%	26.93%
Sun: 7-10am	1.64%	1.76%	1.83%
Sun: 10am-1pm	5.11%	5.69%	5.95%
Sun: 1-4pm	5.17%	5.63%	5.9%
Sun: 4-7pm	11.8%	12.47%	12.7%
Sun: 7-11pm	8.86%	9.22%	9.34%
Sun: 11pm-1am	3.35%	3.67%	3.99%
Sun: 1-7am	18.31%	19.36%	19.89%

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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?

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
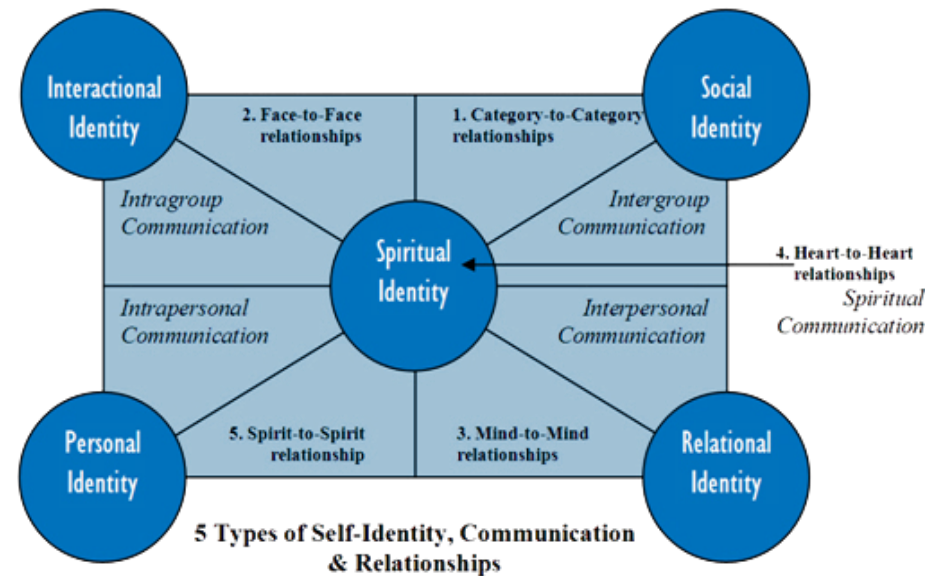
Your MissionSite and the Missional Suite

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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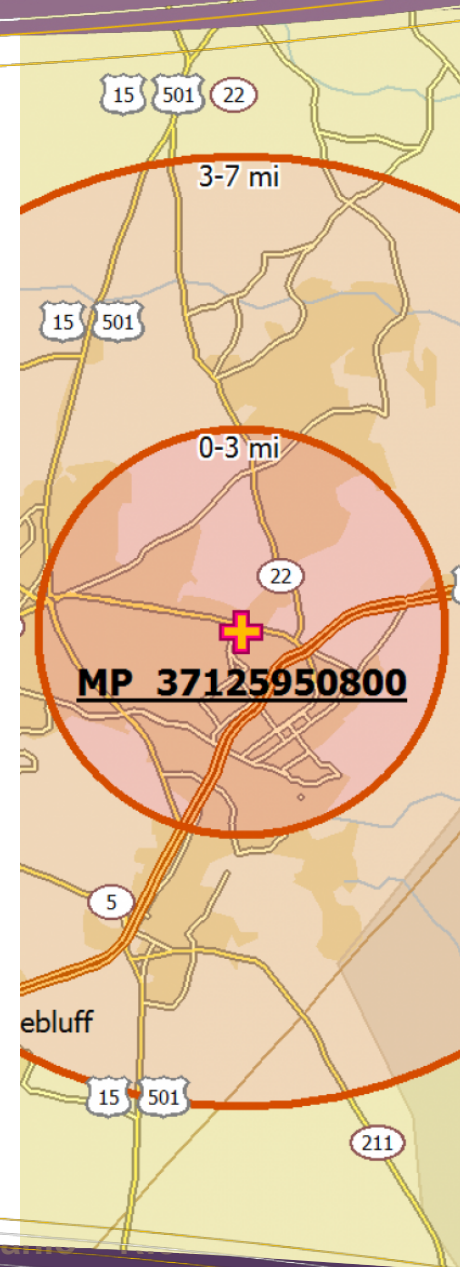
Notes and Sources

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	Pleasant Hill - Southern Pines	2237 CAMP EASTER RD Southern Pines, NC 28388	0.73 mi	223	Plateauing
2	Pinehurst First - Pinehurst	144 Gaeta Dr Pinehurst, NC 28374	1.41 mi	244	Growing
3	Southern Pines First - Southern Pines	200 E New York Ave Southern Pines, NC 28387	1.97 mi	478	Plateauing
4	Aberdeen First - Aberdeen	700 N Sandhills Blvd Aberdeen, NC 28315	3.52 mi	349	Growing
5	Lighthouse - Aberdeen	5251 Army Rd Aberdeen, NC 28315	5.88 mi	25	Declining
6	Ashley Heights - Aberdeen	10351 Aberdeen Rd Aberdeen, NC 28315	5.88 mi	135	Plateauing
7	Hope Community - Lakeview	202 Camp Easter Rd Lakeview, NC 28350	6.45 mi	14	Declining
8	Ives Memorial - Pinebluff	365 E Philadelphia Ave Pinebluff, NC 28373	6.48 mi	140	Declining
9	Victory Community - Carthage	915 Brinkley Rd Carthage, NC 28327	7.00 mi	84	Declining
10	Beulah Hill	7400 Beulah Hill Church R West End, NC 27376	7.82 mi	109	Declining
11	West End First - West End	5205 Nc Highway 211 West End, NC 27376	7.82 mi	31	Growing
12	Harmony	3624 NC Hwy 73 West End, NC 27376	7.82 mi	28	Insufficient Data
13	Fairview - We	1580 Carthage Rd West End, NC 27376	8.13 mi	83	Growing
14	Cornerstone - West End	656 Hoffman Rd West End, NC 27376	8.20 mi	32	Declining
15	Church of the Open Door	1184 Hoffman Rd West End, NC 27376	8.35 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Open Arms Community - Vass	244 South St Vass, NC 28394	8.50 mi	52	Growing
17	Vass First - Vass	3448 US 1 Vass, NC 28394	8.71 mi	62	Growing
18	Taylor Memorial - Jackson Springs	4164 Hoffman Rd Jackson Springs, NC 27281	9.31 mi	73	Declining
19	New Home - Vass	1000 Lobelia Rd Vass, NC 28394	9.64 mi	145	Plateauing
20	Carthage First - Carthage	108 McNeill St Carthage, NC 28327	11.79 mi	88	Declining
21	Bethlehem - Carthage	1838 Bethlehem Church Rd Carthage, NC 28327	11.82 mi	76	Declining
22	Emmanuel - Carthage	632 McCrimmon Rd Carthage, NC 28327	11.89 mi	220	Plateauing
23	Piney Wood - Cameron	545 Pineywood Church Rd Cameron, NC 28326	12.03 mi	63	Plateauing
24	Middle Cross - West End	440 Lucas Rd West End, NC 27376	12.09 mi	102	Plateauing
25	Tillery - Tillery	450 NC Hwy 481 Tillery, NC 27887	12.18 mi	0	Insufficient Data
26	Vaughan - Vaughan	1318 Eaton Ferry Rd Vaughan, NC 27586	12.18 mi	24	Declining
27	Cedar Falls - Cedar Falls	3836 Old Cedar Falls Rd Cedar Falls, NC 27230	12.18 mi	40	Plateauing
28	Community - Mt Mourne	274 Langtree Rd Mount Mourne, NC 28123	12.18 mi	27	Plateauing
29	Harris First	127 Hogan Rd Harris, NC 28074	12.18 mi	35	Insufficient Data
30	Cliffside	220 N Main St Cliffside, NC 28024	12.18 mi	141	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Goodes Creek	453 Goodes Creek Church Rd Cliffside, NC 28024	12.18 mi	211	Plateauing
32	Caroleen	193 Spencer St Caroleen, NC 28019	12.18 mi	87	Declining
33	Ridgecrest - Ridgecrest	41 Tucker Rd Ridgecrest, NC 28770	12.18 mi	61	Plateauing
34	Skyland - Skyland	2115 Hendersonville Rd Skyland, NC 28776	12.18 mi	178	Growing
35	Refuge - Dana	30 Oleta Rd Dana, NC 28724	12.18 mi	141	Declining
36	New Salem - Skyland	200 Rosscraggen Rd Skyland, NC 28776	12.18 mi	26	Insufficient Data
37	Dana - Hendersonville	37 Butter Cup Fields Lane Dana, NC 28724	12.18 mi	79	Plateauing
38	Pacolet - Lynn	3424 Skyuka Rd Lynn, NC 28750	12.18 mi	46	Insufficient Data
39	La Caridad - Sapphire	Slick Fisher Rd Lake Toxaway, NC 28874	12.18 mi	33	Insufficient Data
40	Antioch - Mamers	6670 Old US Highway 421 Mamers, NC 27552	12.18 mi	167	Declining
41	Cameron Baptist Church	593 Carthage St Cameron, NC 28326	12.97 mi	126	Declining
42	Hoffman - Hoffman	117 Butler Dr Hoffman, NC 28347	13.04 mi	21	Plateauing
43	Red Branch - Carthage	1748 Old River Rd Carthage, NC 28327	13.82 mi	133	Plateauing
44	Eagle Springs - Eagle Springs	460 Eagle Springs Rd Eagle Springs, NC 27242	14.89 mi	42	Declining
45	Calvary - Robbins	549 Plank Rd Carthage, NC 28327	14.92 mi	85	Growing

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