

MissionSite

top unreached locations



RALEIGH, NC

CENSUS TRACT: 37183050100

REGION: Region 4: Triangle

COUNTY: Wake

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



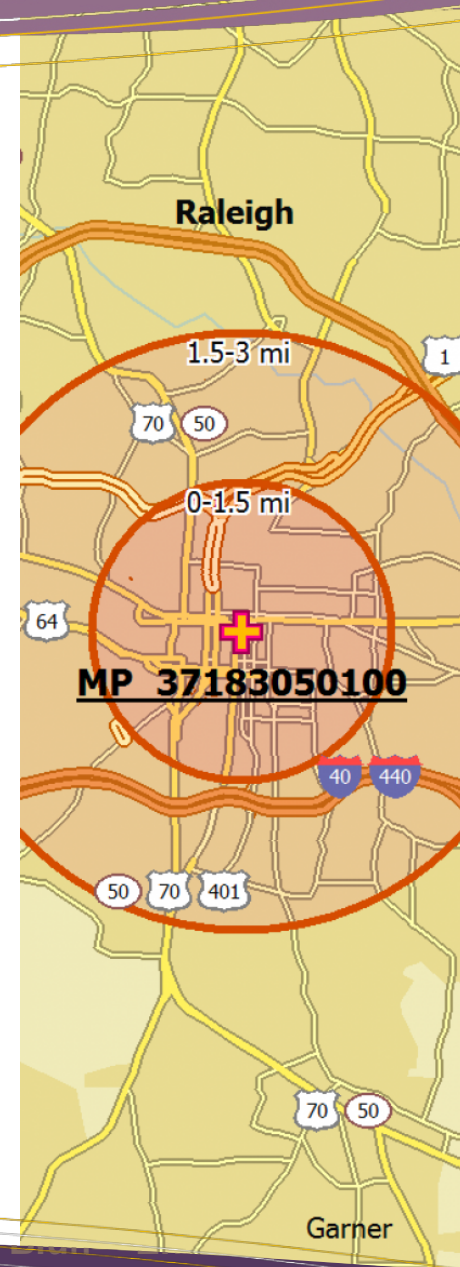
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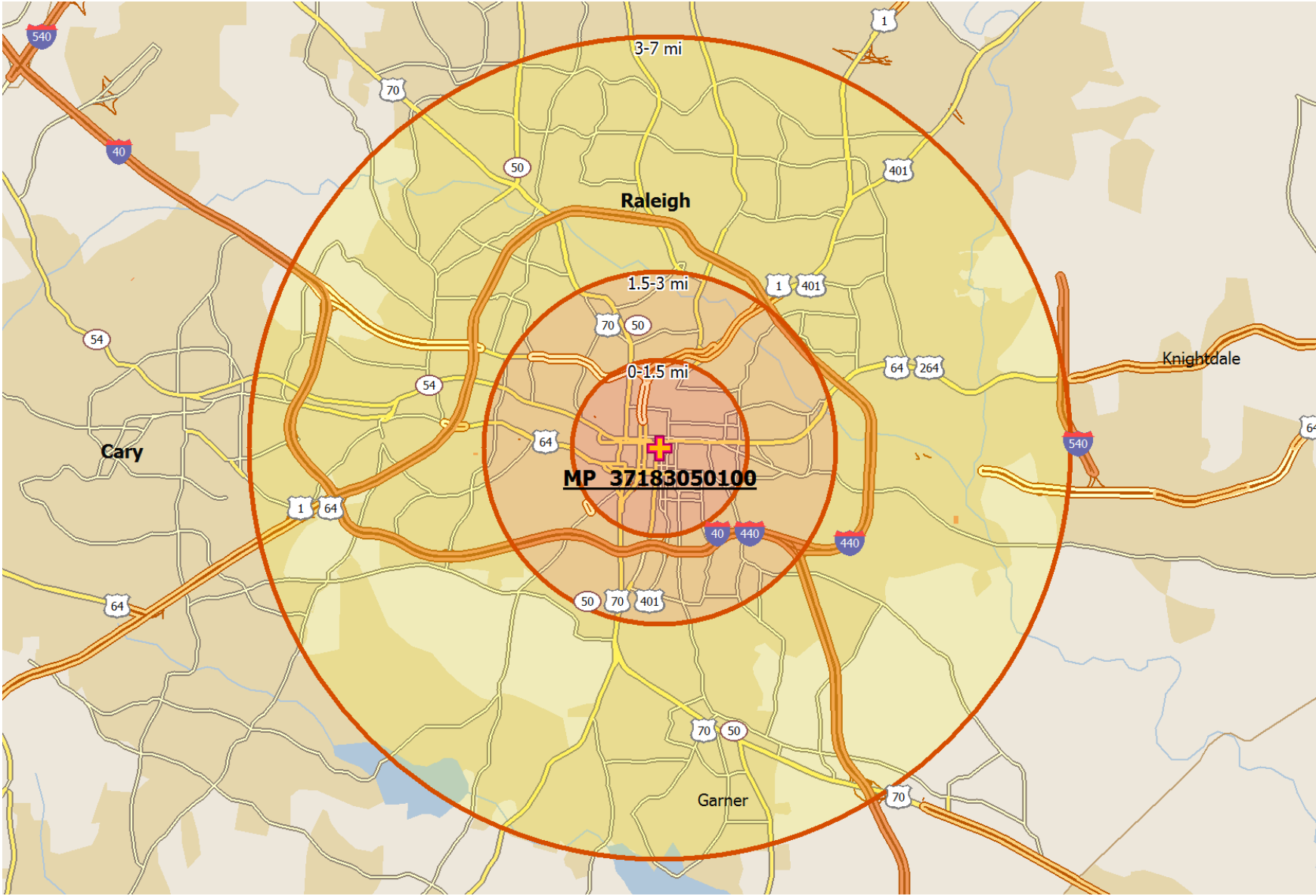
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37183	Wake
4	Zipcode	27601	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000



Site Location Summary - Map of the Site Location



Newport Calypso Godwin Trenton Marvin Cedar Rock Shallotte Granite Falls Fairmont Hildebran Mic
vers Princeton Cherryville Simpson Weaverville Siler City Woodlawn K Devil Hills Benson Henderson
Morehead City Fairfield Harbour St. Helena Wentworth Broadway Robbins Magnolia Gary
Brices Creek Pikeville Fallston Lillington Cerro Gordo Butters St. James Calabash Sparta Topsail Beach
Marion Burgaw Pleasant Garden McFarlan Eureka Lincolnton Whitakers Weddington Burnsville Le

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	11	City: Large: Territory inside an urbanized area and inside a principal city with population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	29,660	70,592	249,712
2010 Households	10,649	23,958	99,048
2010 Group Quarters Population	6,364	10,504	2,154

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	71	61	63
Language Diversity National Index	58	65	55
Foreign Born Diversity National Index	25	51	91
Ancestry Diversity National Index	21	50	79
Racial Diversity National Index	84	71	52

Site Location Summary - County Environment

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

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

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



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	590	5.54%
Mainstay Communities	Established, Diverse Households	571	5.36%
Working Communities	Blue-collar, Working Families	471	4.42%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,483	42.1%
Urban Communities	High Density, Inner-city Neighborhoods	4,532	42.56%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

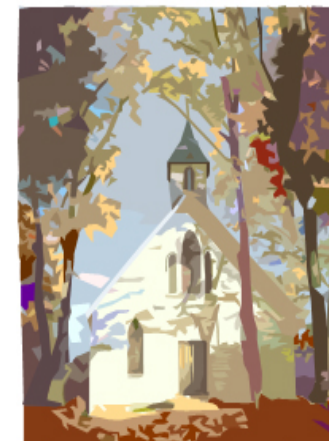
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	7,899	3.26%
Unreached %	71.13%	74.18%	104.29
Religious But NOT Evangelical HH	59,956	2,664	4.44%
Religious But NOT Evangelical %	17.62%	25.01%	141.94
Spiritual But NOT Relig or Evang HH	40,864	934	2.29%
Spiritual But NOT Relig or Evang %	12.01%	8.77%	73.02
Not Evangelical, Not Interested HH	141,348	4,379	3.1%
Not Evangelical, Not Interested %	41.55%	41.12%	98.98



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	160	18	11.25%
Active BCNC Attenders	28,074	2,679	9.54%
Active Evangelical Households	36,953	3,374	9.13%
Active Evangelical Percent	10.86%	9.75%	89.77
Inactive Evangelical Households	61,276	5,595	9.13%
Inactive Evangelical Percent	18.01%	16.17%	89.76
# New Churches Needed	10	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Treasuring Christ Church - Raleigh	0.14 mi	136	Insufficient Data	16 Forest Hills - Raleigh	2.27 mi	747	Declining
2 Japanese Mission - Raleigh	0.17 mi	26	Insufficient Data	17 United African - Raleigh	2.27 mi	65	Insufficient Data
3 Raleigh First - Raleigh	0.17 mi	493	Plateauing	18 Progressive Msnry - Raleigh	2.98 mi	0	Insufficient Data
4 Vintage21	0.39 mi	0	Insufficient Data	19 Vision International Church	3.42 mi	0	Insufficient Data
5 Pilot - Raleigh	1.04 mi	47	Plateauing	20 Ridge Road - Raleigh	3.53 mi	126	Declining
6 Caraleigh - Raleigh	1.29 mi	67	Declining	21 Samaria - Raleigh	3.57 mi	80	Insufficient Data
7 Fellowship Raleigh	1.32 mi	0	Insufficient Data	22 Athens Drive - Raleigh	4.01 mi	120	Plateauing
8 The Revolution	1.37 mi	0	Insufficient Data	23 Vietnamese Grace - Raleigh	4.14 mi	0	Insufficient Data
9 Gilbert Street Baptist Church	1.47 mi	42	Insufficient Data	24 Inwood - Raleigh	4.27 mi	110	Declining
10 Temple - Raleigh	1.47 mi	191	Declining	25 Trinity - Raleigh	4.49 mi	930	Growing
11 Auburn - Raleigh	1.58 mi	0	Insufficient Data	26 Raleigh Arabic Baptist Church	4.49 mi	0	Insufficient Data
12 Saint Johns - Raleigh	2.12 mi	82	Plateauing	27 Crabtree Valley - Raleigh	4.64 mi	90	Declining
13 Emmanuel - Raleigh	2.16 mi	219	Declining	28 Built Upon a Rock Deliverance Ministries Fellowship - Raleigh	4.68 mi	0	Insufficient Data
14 Hayes Barton - Raleigh	2.22 mi	513	Plateauing	29 Fellowship - Raleigh	4.75 mi	132	Plateauing
15 Carolina Pines - Raleigh	2.27 mi	51	Plateauing	30 Mount Olivet - Raleigh	4.93 mi	61	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

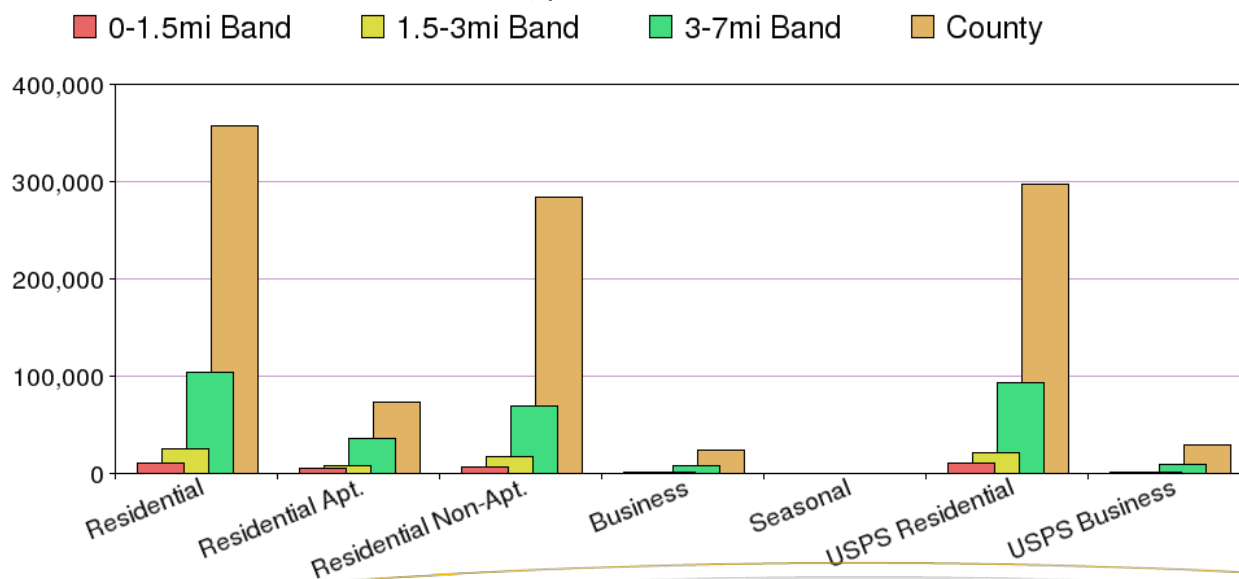
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	28,737	6.79%
2000 Population	627,846	28,471	4.53%
2010 Population	929,938	29,660	3.19%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	11,456	6.91%
2000 Households	242,040	10,918	4.51%
2010 Households	340,227	10,649	3.13%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	11,009
Residential Apt.	4,697
Residential Non-Apt.	6,312
Business	1,534
Seasonal	1
USPS Residential	10,582
USPS Business	1,663

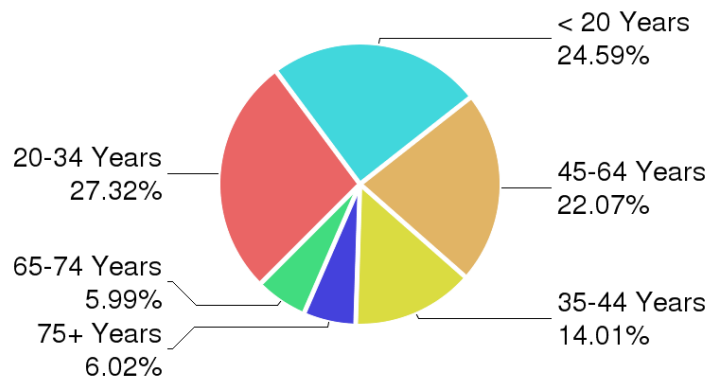
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	4.82%	80.47
4-5 Years	3.05%	2.18%	71.48
6-8 Years	4.59%	3.34%	72.77
9-11 Years	4.39%	3.18%	72.44
12-13 Years	2.83%	1.99%	70.32
14-17 Years	5.45%	5.25%	96.33
18-19 Years	2.64%	3.83%	145.08
0-5 Years	9.03%	7%	77.52
6-12 Years	10.39%	7.53%	72.47
13-19 Years	9.5%	10.06%	105.89
< 20 Years	28.92%	24.59%	85.03
20-34 Years	21.22%	27.32%	128.75
35-44 Years	16.2%	14.01%	86.48
45-64 Years	24.62%	22.07%	89.64
65-74 Years	5.28%	5.99%	113.45
75+ Years	3.75%	6.02%	160.53
Median Age	35	35	100.83
Median Age (Male)	34	34	98.74
Median Age (Female)	36	37	102.94

Age Group Percentages



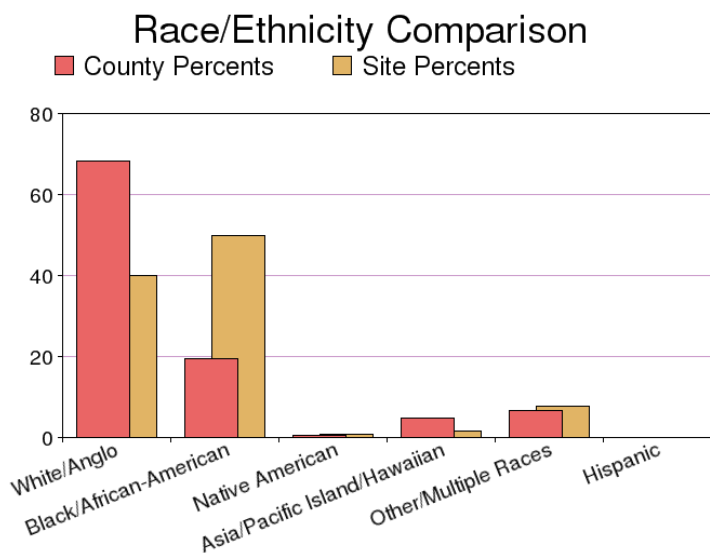
Denton Roanoke Rapids Lumber Bridge Welcome Mount Gilead Silver Lake Rennert Magnolia Wagram
 Bowmore Spencer St. Helena Kenansville Chocowinity Carrboro Wake Forest Lake Lure Ahoskie M
 ferson Yanceyville Everetts Richfield Flat Rock Elizabethtown Hudson Orange Blaine Myrtle Grove
 Mountain View Cullowhee Marion Oriental Dundarrach Plymouth Ronda Hamilton Wilmington La Grange
 Bryson City Shelby Mulberry McLeansville Spruce Pine Love Valley McFarlan Locust Autryville K

Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	39.94%	58.5
Black, African-American	19.55%	49.75%	254.52
Native American	0.53%	0.77%	144.01
Asian	4.76%	1.42%	29.89
Pacific Island, Hawaiian	0.1%	0.3%	299.4
Other/Multiple Races	6.78%	7.82%	115.31
Hispanic	0%	11.91%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	19,212	
Less than 9th Grade	3.75%	8.22%	45.61
No High School Diploma	4.75%	11.92%	39.82
High School Graduate	18.57%	22.83%	81.33
Some College, no degree	17.49%	17.3%	101.09
Associate Degree	8.03%	4.38%	183.26
College Degree	31.01%	21.1%	146.97
Graduate/Prof. degree	16.39%	14.23%	115.2



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.22%	18.72%	563.28
\$10,000 to \$19,999	7.43%	19.1%	257.09
\$20,000 to \$29,999	8.39%	14.73%	175.58
\$30,000 to \$49,999	18.44%	20.69%	112.16
\$50,000 to \$59,999	7.86%	5.6%	71.23
\$60,000 to \$69,999	7.2%	4.81%	66.78
\$70,000 to \$79,999	6.67%	2.91%	43.63
\$80,000 to \$89,999	5.72%	1.89%	33.02
\$90,000 to \$99,999	4.5%	1.32%	29.45
\$100,000 to \$124,999	10.47%	3.48%	33.28
\$125,000 to \$149,999	6.58%	2.14%	32.52
\$150,000 to \$199,999	6.77%	2.16%	31.88
\$200,000 to \$249,999	2.34%	0.59%	25.27
\$250,000 or more	3.41%	1.87%	54.8
Median Household	64,788	30,960	47.79
Average Household	86,936	50,246	57.8
Per Capita Household	32,484	20,540	63.23
Family/Non-Family Household Income			
Median Family Income	82,410	45,544	55.27
Average Family Income	106,198	76,647	72.17
Median Non-Family Income	41,592	26,419	63.52
Average Non-Family Income	51,440	34,424	66.92

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	64.82%	40.85%	63.02
Families with Children	35.7%	23.55%	65.98
Families without Children	29.13%	17.3%	59.39
Non-Family Households			
% Non-Family Households	35.18%	59.15%	168.16
Non-Families with Children	0.15	0.18	120.44
Non-Families without Children	35.03	58.97	168.36
Housing Units			
			Index
Total Housing Units	371,722	11,978	
Vacant percent	8.47%	11.1%	131.05
Owned percent	61.04%	27.66%	45.31%
Rented Percent	30.49%	61.25%	200.87
Households by Size			
			Index
Avg household size	2.67	2.19	82.02
Avg family hh size	3.41	3.37	98.83
Avg non-family hh size	1.31	1.37	104.58
Households By Count of Persons			
			Percent
One	99,248	5,466	5.51%
Two	86,994	2,182	2.51%
Three or Four	115,039	1,994	1.73%
Five+	38,946	1,008	2.59%

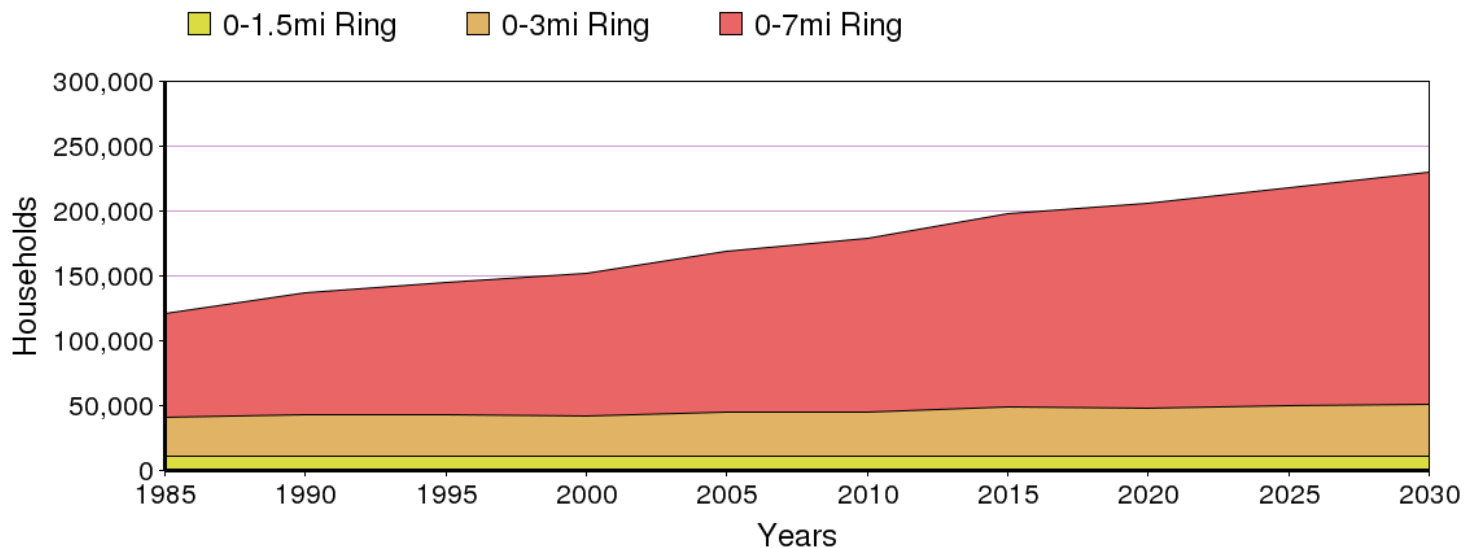
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	28,737	6.79%
2000 Population	627,846	28,471	4.53%
2010 Population	929,938	29,660	3.19%
2015 Population	1,093,517	31,644	2.89%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	11,456	6.91%
2000 Households	242,040	10,918	4.51%
2010 Households	340,227	10,649	3.13%
2015 Households	388,249	11,251	2.9%

Household Change from 1985 to 2030



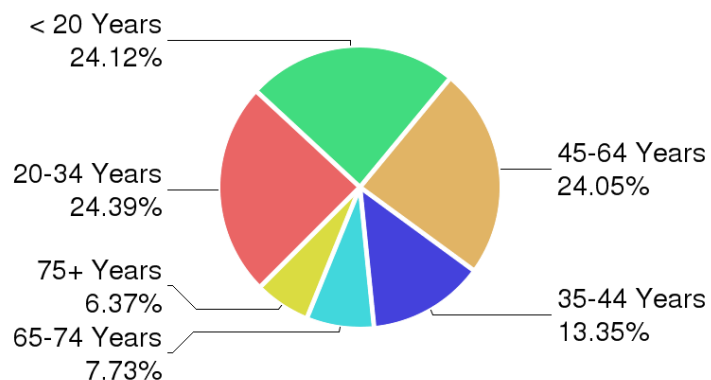
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.82%	4.38%	90.87
4-5 Years	2.18%	2.06%	94.5
6-8 Years	3.34%	3.25%	97.31
9-11 Years	3.18%	3.28%	103.14
12-13 Years	1.99%	2.13%	107.04
14-17 Years	5.25%	5.4%	102.86
18-19 Years	3.83%	3.62%	94.52
0-5 Years	7%	6.44%	92
6-12 Years	7.53%	7.6%	100.93
13-19 Years	10.06%	10.08%	100.2
< 20 Years	24.59%	24.12%	98.09
20-34 Years	27.32%	24.39%	89.28
35-44 Years	14.01%	13.35%	95.29
45-64 Years	22.07%	24.05%	108.97
65-74 Years	5.99%	7.73%	129.05
75+ Years	6.02%	6.37%	105.81
Median Age	35	37	106.28
Median Age (Male)	34	36	104.63
Median Age (Female)	36	38	107.91

Projected Age Group Percentages

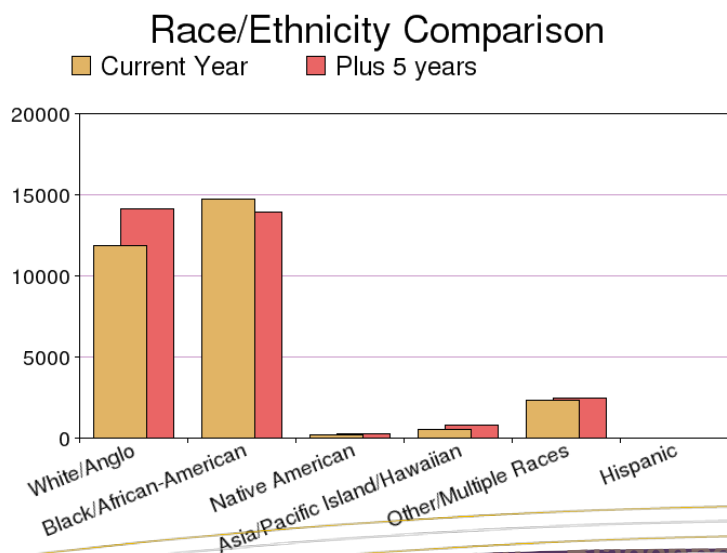


Projected Demographic Summary

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

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

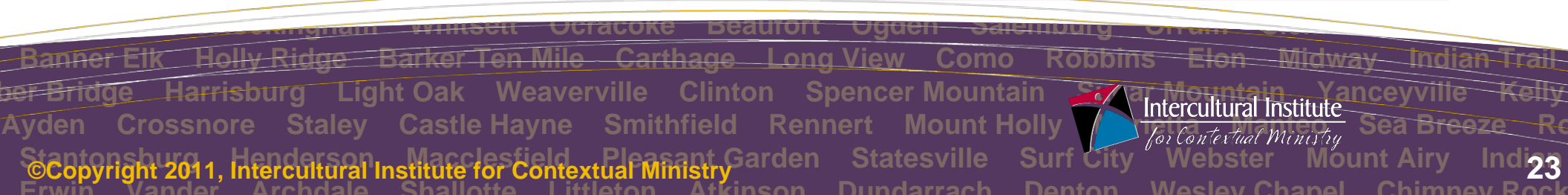
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	39.94%	44.71%	111.94
Black, African-American	49.75%	44.12%	88.69
Native American	0.77%	0.78%	101.95
Asian	1.42%	2.29%	161.25
Pacific Island, Hawaiian	0.3%	0.33%	108.47
Other/Multiple Races	7.82%	7.76%	99.31
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	19,212	20,743	
Less than 9th Grade	8.22%	8.08%	98.19
No High School Diploma	11.92%	9.92%	83.16
High School Graduate	22.83%	23.62%	103.45
Some College, no degree	17.3%	16.27%	94.01
Associate Degree	4.38%	4.63%	105.6
College Degree	21.1%	22.17%	105.07
Graduate/Prof. degree	14.23%	15.32%	107.66



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	18.72%	17.9%	95.6
\$10,000 to \$19,999	19.1%	19.46%	101.91
\$20,000 to \$29,999	14.73%	14.48%	98.27
\$30,000 to \$49,999	20.69%	20.13%	97.31
\$50,000 to \$59,999	5.6%	5.25%	93.86
\$60,000 to \$69,999	4.81%	4.46%	92.8
\$70,000 to \$79,999	2.91%	3.07%	100.15
\$80,000 to \$89,999	1.89%	2.05%	104.07
\$90,000 to \$99,999	1.32%	1.36%	102.7
\$100,000 to \$249,999	3.48%	3.93%	112.76
\$125,000 to \$149,999	2.14%	2.4%	112.08
\$150,000 to \$199,999	2.16%	2.42%	111.93
\$200,000 to \$249,999	0.59%	0.73%	123.19
\$250,000 or more	1.87%	2.22%	118.91
Median Household	30,960	31,904	103.05
Average Household	50,246	55,255	109.97
Per Capita Household	20,540	22,238	108.27
Family/Non-Family Household Income			
Median Family Income	45,544	48,376	106.22
Average Family Income	76,647	87,142	113.69
Median Non-Family Income	26,419	27,262	103.19
Average Non-Family Income	34,424	35,928	104.37



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	40.85%	40.14%	98.26
Families with Children	23.55	23.35	99.14
Families without Children	17.3	17.85	103.18
Non-Family Households			
% Non-Family Households	59.15%	59.86%	101.2
Non-Families with Children	0.18	0.11	101.2
Non-Families without Children	58.97	59.75	101.33
Housing Units			
Total Housing Units	11,978	12,657	105.67%
Vacant percent	11.1%	11.11%	100.04
Owned percent	27.66%	27.84%	100.66
Rented Percent	61.25%	61.04%	99.67
Households by Size			
Avg household size	2.19	2.25	102.74%
Avg family hh size	3.37	3.56	105.64%
Avg non-family hh size	1.37	1.37	100%
Households By Count of Persons			
One	5,466	6,007	109.9%
Two	2,182	1,926	88.27%
Three or Four	1,994	2,126	106.62%
Five+	1,008	1,192	118.25%

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,852	6,237	22,131
Northern Europe	64	209	751
Western Europe	48	133	754
Southern Europe	13	46	141
Eastern Europe	51	97	871
Other Europe	0	0	0
Eastern Asia	17	521	1,681
So. Central Asia	21	306	1,916
SE Asia	46	251	1,699
Western Asia	11	179	917
Other Asia	2	3	170

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	7	111	439
Middle Africa	13	60	275
Northern Africa	0	42	509
Southern Africa	0	15	128
Western Africa	67	343	1,049
Other Africa	10	18	215
Oceania	15	28	39
Caribbean	100	262	698
Central Amer.	1,309	3,365	8,368
South America	38	175	894
North America	20	73	617
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	22,867	49,730	137,805
Spanish	2,333	5,099	12,707
Other Indo-Euro language	517	1,176	5,452
French (incl. Patois, Cajun)	251	426	1,485
French Creole	15	7	164
Italian	37	43	170
Portuguese	7	49	162
German	74	173	588
Yiddish	0	12	2
Other West Germanic	1	14	85
A Scandinavian Language	28	19	167
Greek	6	44	177
Russian	50	62	339
Polish	14	58	143
Serbo-Croatian	0	0	55
Other Slavic Language	4	7	187
Armenian	0	0	0
Persian	0	26	333
Gujarathi	0	91	273
Hindi	0	54	415
Urdu	0	65	204

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	19	1	115
Asian/PI languages	0	0	0
Chinese	9	416	1,161
Japanese	22	60	189
Korean	5	141	508
Mon-Khmer, Cambodian	0	44	92
Miao, Hmong	0	15	2
Thai	4	46	85
Laotian	0	20	114
Vietnamese	28	53	1,078
Other Asian	3	141	497
Tagalog	1	28	231
Other Pacific Is	12	64	33
Other languages	201	650	3,177
Navajo	0	0	0
Other Native N. American	22	9	0
Hungarian	24	0	21
Arabic	55	155	1,914
Hebrew	6	30	49
African languages	65	448	1,094
Other unspecified	29	8	99

Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	19,714	48,561	142,693
Arab	21	228	2,040
Armenian	0	1	15
Austrian	2	43	212
British	107	411	1,138
Canadian	3	42	488
Croatian	0	7	100
Czech	11	51	211
Czechoslovak	0	14	150
Danish	55	92	380
Dutch	142	250	820
English	1,119	5,065	16,606
European	138	666	2,421
Finnish	13	26	239
French (not Basque)	139	503	2,320
French Canadian	41	110	745
German	656	2,515	12,820
Greek	19	95	490
Hungarian	12	59	289
Iranian	0	53	194

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	944	2,161	9,843
Italian	330	881	4,562
Lithuanian	17	30	110
Norwegian	58	134	886
Polish	104	381	2,049
Portuguese	0	37	172
Romanian	11	19	67
Russian	75	200	858
Scandinavian	2	19	97
Scotch-Irish	438	1,495	5,228
Scottish	317	1,036	3,764
Slovak	0	14	171
Subsaharan African	436	1,069	3,274
Swedish	81	162	864
Swiss	15	52	212
Ukrainian	11	37	271
US/American	1,115	3,143	13,658
Welsh	36	211	689
West Indian	102	304	620
Yugoslavian	0	10	46
Other	13,144	26,936	53,577



Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

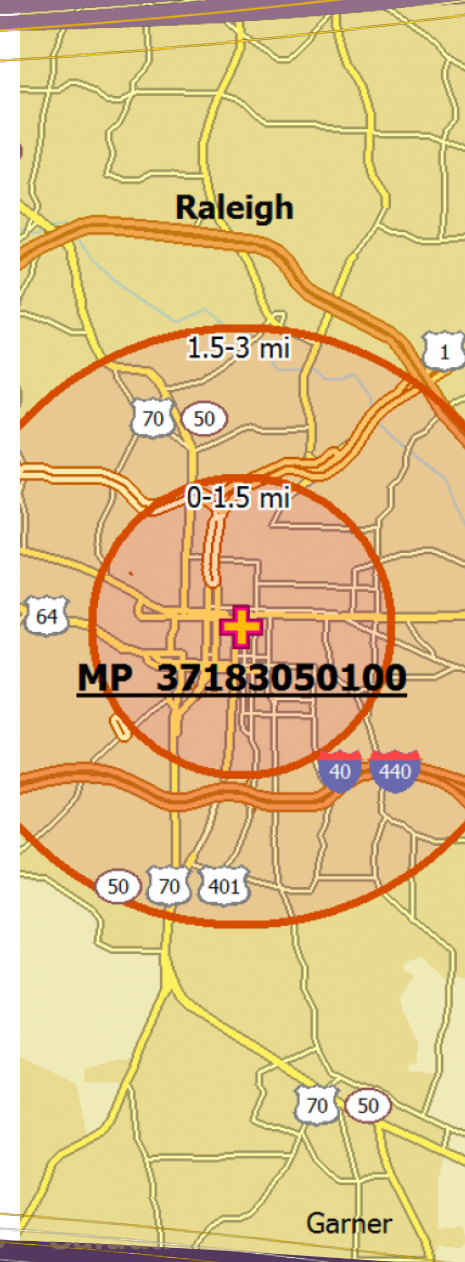
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,649	100%	7,998	100%
AFFLUENT SUBURBIA	173	1.62%	131	1.64%
America's Wealthiest	70	0.66%	56	0.7%
Dream Weavers	25	0.23%	18	0.23%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	19	0.18%	16	0.2%
Enterprising Couples	0	0%	0	0%
Small Town Success	59	0.55%	41	0.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	417	3.92%	301	3.76%
Status Conscious Consumers	100	0.94%	70	0.88%
Affluent Urban Professionals	26	0.24%	21	0.26%
Urban Commuter Fam.	129	1.21%	87	1.09%
Solid Suburban Mix	68	0.64%	52	0.65%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	94	0.88%	71	0.89%
SM TWN SUCCESS	30	0.28%	92	1.15%
Successful Urban Sprawl	27	0.25%	71	0.89%
2nd City Homebodies	0	0%	19	0.24%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	3	0.03%	0	0%
Mid-Market Enterprise	0	0%	2	0.03%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,649	100%	7,998	100%
BLUE COLLAR BACKBONE	38	0.36%	25	0.31%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	4	0.04%	2	0.03%
Lower Income Essentials	8	0.08%	5	0.06%
Small Town Endeavors	26	0.24%	18	0.23%
AMER. DIVERSITY	541	5.08%	420	5.25%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	53	0.5%	34	0.43%
Professional Urbanites	102	0.96%	74	0.93%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	386	3.62%	312	3.9%
METRO FRINGE	433	4.07%	297	3.71%
Steadfast Conservative	292	2.74%	200	2.5%
Moderate Conventionalists	49	0.46%	33	0.41%
Southern Blues	37	0.35%	26	0.33%
Urban Grit	7	0.07%	5	0.06%
Grass-Roots Living	48	0.45%	33	0.41%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,649	100%	7,998	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4,286	40.25%	3,267	40.85%
Young Cosmopolitans	2,245	21.08%	1,758	21.98%
Minority Metro Communities	2,000	18.78%	1,481	18.52%
Stable Careers	0	0%	0	0%
Aspiring Hispania	41	0.39%	28	0.35%
RURAL VILLAGES & FARMS	0	0%	28	0.35%
Aspiring Hispania	0	0%	28	0.35%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,649	100%	7,998	100%
STRUGGLING SOCIETIES	1,806	16.96%	1,252	15.65%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	65	0.61%	44	0.55%
Struggling city Centers	1,386	13.02%	940	11.75%
College Town Communities	43	0.4%	36	0.45%
New Beginnings	312	2.93%	232	2.9%
URBAN ESSENCE	2,726	25.6%	2,031	25.39%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	568	5.33%	397	4.96%
Urban Diversity	0	0%	0	0%
New Generation Activists	106	1%	71	0.89%
Getting By	2,052	19.27%	1,563	19.54%
VARYING LIFESTYLES	197	1.85%	154	1.93%
Military Family Life	0	0%	0	0%
Major University Towns	111	1.04%	90	1.13%
Gray Perspectives	86	0.81%	64	0.8%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

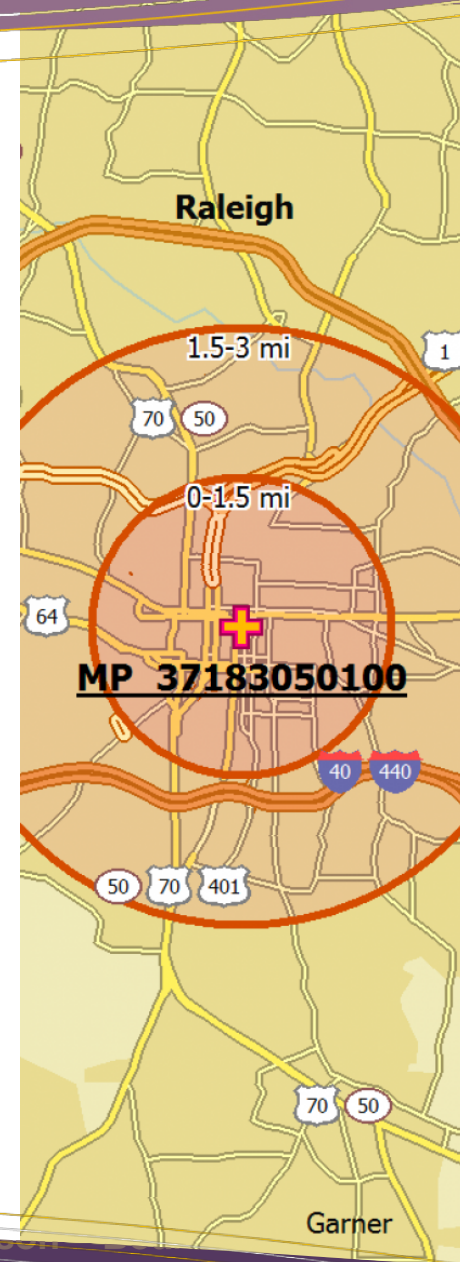
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	70%	73%	77%
Use Comp. for Internet/E-mail	49%	52%	60%
Internet Use: E-Mail	45%	46%	52%
Use Comp. for Word Processing	33%	33%	39%
Use Comp. for Comp. Games	31%	31%	36%
Use Comp. for Education	28%	28%	32%
HH Owns DVD Player	28%	28%	30%
Use Comp. for Shopping	27%	28%	35%
Use Comp. for Banking	26%	27%	33%
Internet Use: News/Weather	26%	26%	30%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	25%	24%	29%
Use Comp. for Digital Camera Photo Editing	25%	26%	32%
Use Comp. for News/Info./Data Service	20%	22%	26%
Internet Use: Shopping: Gathered Info. for Shopping	15%	14%	15%
PC-Network-HH Has One	15%	19%	21%
Internet Use: Read Magazines/Newspapers	15%	12%	13%
Internet Use: Research/ Education	14%	13%	14%
Use Comp. for Personal Financial Mngmnt	14%	14%	16%
Use Comp. for Filing/DB Mngmnt	13%	12%	13%
Use Comp. for Accounting	12%	13%	14%



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	68%	69%	69%
Reading Books	55%	58%	57%
Dining Out (Not Fast Food)	50%	53%	58%
Card Games	40%	40%	41%
Cooking for Fun	36%	38%	39%
Go To A Beach/Lake	31%	33%	36%
Board Games	27%	28%	31%
Gardening	23%	27%	29%
Visit Museum	21%	23%	24%
Going To Bars/Nightclubs/Dancing	20%	20%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	67%	66%
Gen./Fam. Practitioner	34%	37%	38%
Dentist	25%	29%	30%
Backache	23%	23%	21%
None Of These	22%	20%	21%
Hypertension/High Blood Pressure	20%	20%	19%
Eye Dr.	20%	22%	21%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	14%	13%	13%
Any Arthritis	13%	15%	14%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	29.42%	31.88%	32.78%
Live Theater	22.05%	24.24%	24.88%
Live Theater Most Often	16.41%	18.57%	20%
Rock/Pop Concerts Most Often	16.17%	16.84%	18.47%
Dance Performance	12.58%	12.59%	11.38%
Comedy Club	12.26%	11.08%	10.58%
Movies: Action/Adventure	42.26%	38.17%	39.85%
Movies: Comedy	41.53%	39.48%	40.77%
Movies: Drama	26%	24.12%	23.65%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Mystery	24.27%	20.06%	19.02%
Movies: Romantic Comedy	20.41%	22.41%	22.09%
Movies: Fam.	19.86%	19.6%	19.77%
MLB Baseball Reg. Season	8.64%	7.88%	9.37%
NFL Football Reg. Season	6.16%	6.14%	7.5%
College Football Reg. Season	5.66%	5.86%	6.85%
NBA Basketball Reg. Season	5.01%	4.06%	4.57%
College Basketball Reg. Season	4.52%	5.03%	5.32%
NHL Hockey Reg. Season	3.79%	3.21%	3.7%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	38.04%	39.29%	42.31%
Swimming	25.48%	27.66%	31.9%
Bowling	18.5%	19.29%	22.12%
Jogging/Running	17.98%	18.18%	18.68%
Billiards/Pool	17.96%	18.04%	20.04%
Weight Training	16.35%	17.58%	18.64%
Basketball	16.33%	17.02%	16.86%
Using Cardio Machine	14%	14.85%	16.67%
Stationary Cycling	12.07%	11.87%	13.13%
Freshwater Fishing	12.05%	11.59%	13.26%
Aerobics	11.99%	12.25%	12.27%
Baseball	10.83%	11.93%	11.61%
Football	10.83%	12.24%	11.52%
Mountain/Road Biking	10.21%	10.82%	13.08%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	10%	12.17%	14.59%
Volleyball	8.24%	7.37%	7.93%
Yoga	8.2%	7.71%	8.71%
Backpacking/Hiking	8.17%	8.23%	10.47%
Camping Trips	7.93%	7.81%	10.81%
Softball	7.92%	7.32%	7.88%
Tennis	7.65%	8.56%	9.32%
Soccer	7.43%	8.08%	9.09%
Saltwater Fishing	6.74%	6.3%	6.73%
Roller Skating	6.2%	5.94%	6.06%
Ice Skating	5.82%	5.41%	5.73%
Snorkeling	5.31%	5.68%	5.24%
Hunting	5.15%	4.66%	5.65%
Canoeing/Kayaking	4.98%	5.22%	5.92%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Target Shooting	4.69%	5.89%	6.42%
Power Boating	4.48%	6.36%	6.75%
Jet Skiing	4.46%	4%	4.74%
Horseback Riding	4.43%	4.31%	5.03%
Downhill & X-Country Skiing	4.2%	5.29%	5.22%
Martial Arts	4.03%	3.44%	3.96%
Motorcycling	3.88%	3.8%	4.71%
Racquetball	3.7%	3.93%	4.28%
Skateboarding	3.55%	2.99%	3.08%
Hockey	3.51%	3.4%	3.79%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fly Fishing	3.44%	3.41%	3.55%
Sailing	3.37%	3.66%	3.44%
Water Skiing	3.36%	3.55%	4.31%
Surfing & Windsurfing	3.36%	3.09%	2.88%
Snowboarding	3.2%	3.17%	3.58%
Rock Climbing	3.17%	3.94%	3.93%
Snowmobiling	2.88%	2.74%	2.95%
Auto Racing	2.87%	2.61%	2.54%
Archery	2.46%	2.78%	3.07%
Rowing	2.4%	2.29%	2.63%

Potential Cultural Barriers -- Introduction (part 1)

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

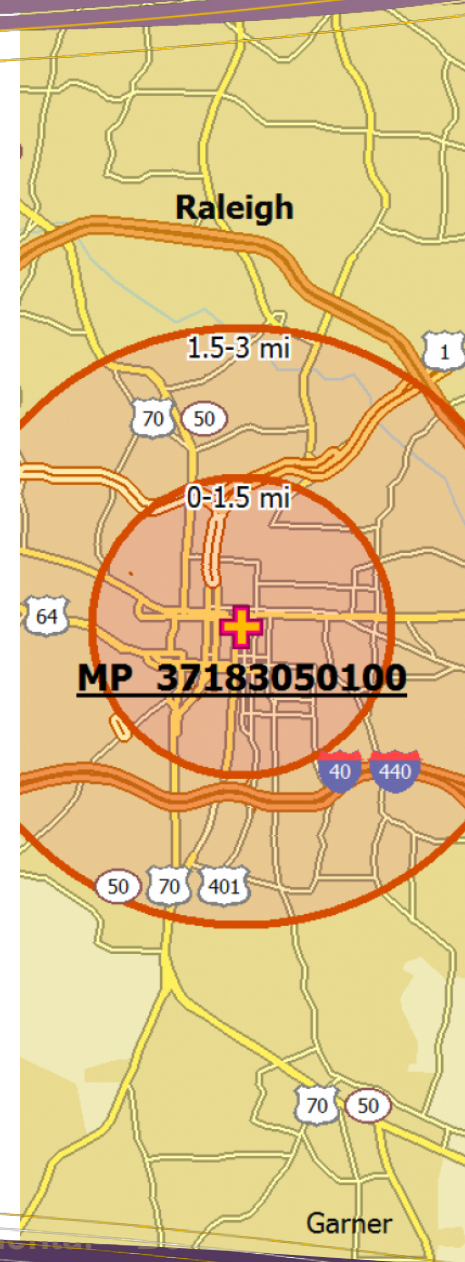
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

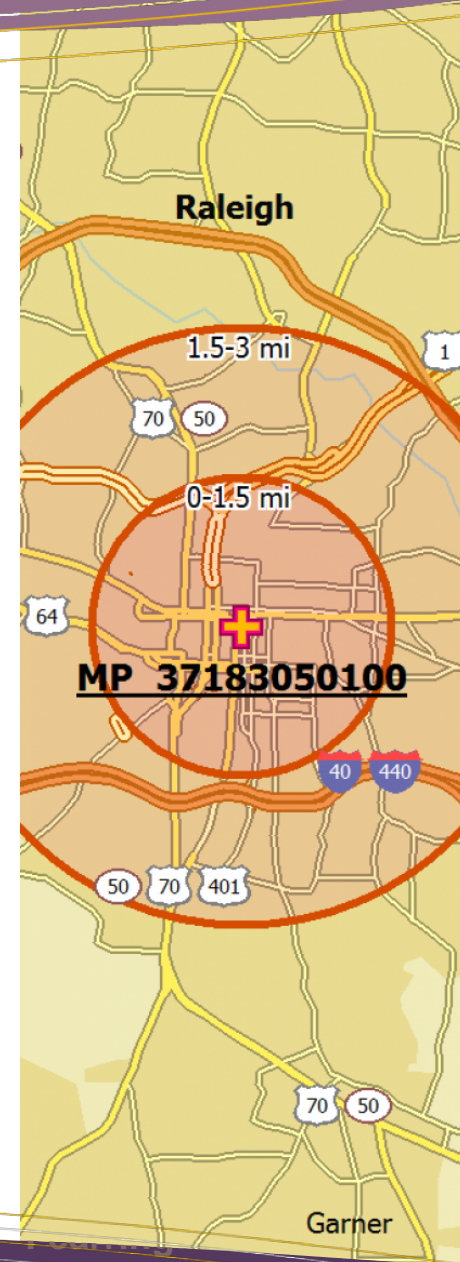
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

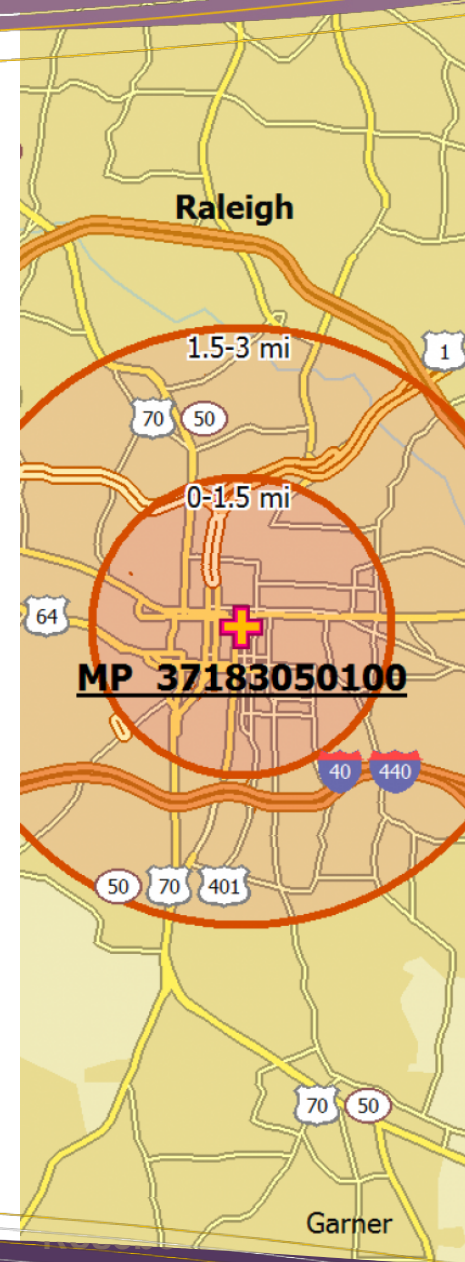
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	53%	53%	51%
Speak My Mind Even If It Upsets People	39%	36%	36%
Like Control Over People And Resources	36%	34%	34%
Find It Difficult To Say No To My Kids	35%	35%	38%
Prefer To Have Few Possessions As Possible	33%	37%	40%
Don't Judge People/Way They Live Life	31%	31%	30%
Woman's Place Is In The Home	29%	31%	33%
Too Much Sponsorship In Arts/Sports	27%	24%	23%
Money Is Best Measure Of Success	26%	25%	26%
Friends More Important Than My Fam.	25%	28%	28%
If Won Lottery Would Never Work Again	25%	28%	30%
Like To Do Unconventional Things	25%	26%	26%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	24%	22%	21%
Like to Stand Out In A Crowd	21%	20%	20%
Marijuana Should Be Legalized	21%	22%	22%
Like To Pursue Challenge/Novelty/Change	19%	18%	20%
We Should Strive for Equality for All	18%	17%	15%
Happy With My Standard Of Living	17%	16%	17%
Rarely Sit Down to a Meal Together At Home	16%	16%	15%
Only Work Current Job for The Money	14%	15%	14%
On Whole People Get What They Deserve	13%	13%	12%
I Am A Perfectionist	12%	11%	10%
Very Happy With My Life As It Is	11%	9%	7%
Willing To Give Up Time With Fam. To Advance	10%	7%	7%

Potential Cultural Themes

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

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



Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	58%	58%	58%
Important To Respect Customs And Beliefs	57%	58%	63%
Like To Understand About Nature	38%	40%	40%
Important Feel Respected By My Peers	36%	36%	35%
Prefer Work Part Of Team Than Alone	35%	36%	35%
Important To Juggle Various Tasks	35%	34%	32%
Prefer To Have Few Possessions As Possible	33%	37%	40%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	27%	28%	28%
People Have To Take Me As They Find Me	25%	24%	25%
Consider Myself Interested In The Arts	22%	22%	20%
Like To Just Enjoy Life	22%	22%	24%

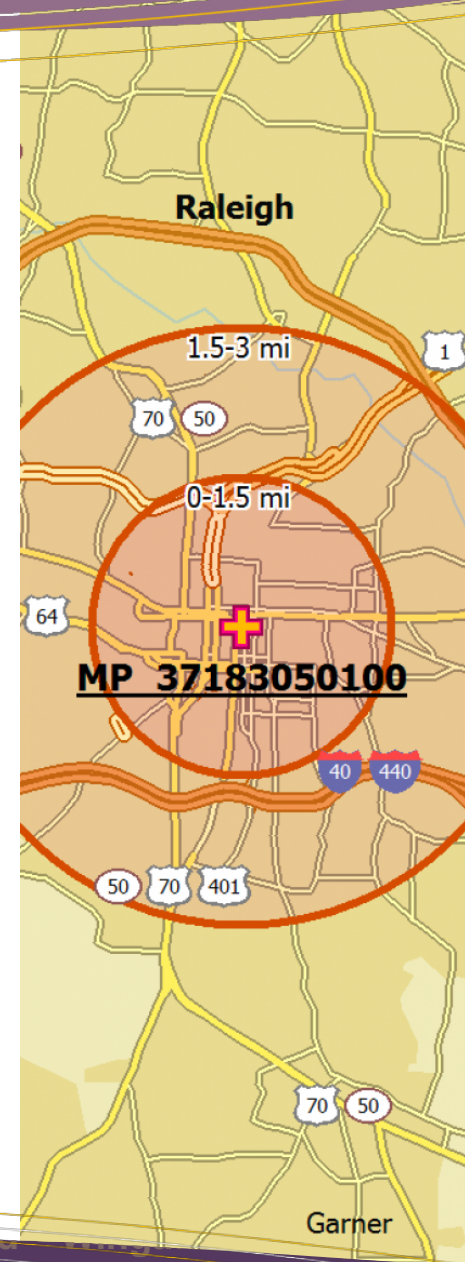
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Worried About Pollution Caused By Cars	22%	22%	23%
Provide My Kids With The Little Extras	18%	17%	15%
Real Men Don't Cry	18%	19%	18%
Looking for New Ideas To Improve Home	17%	16%	15%
Try Not To Worry About The Future	17%	16%	15%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	14%	11%	12%
Children Should Be Allowed To Express Themselves	7%	8%	7%
Feel Very Alone In The World	7%	7%	6%
Like Spending Most Time With Fam.	6%	6%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

Mars Hill Gamewell Hoffman Hamlet Misenheimer Holly Springs Bermuda Run Coats Holly Ridge Aula Heights West Jefferson Green Level Fairview Kelford Lenoir Avery Creek South Rosemary Seven Devils East Laurinburg Greenville Forest City Oxford Rural Hall Creedmoor Long View Faith Waco Bl...
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Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	83.47%	79.4%	82.52%
Restaurant-Visit Any			
Fam. Restaurants/Steak	73.66%	74.52%	79.57%
Houses-Visit Any			
McDonald's	53.76%	50.87%	53.13%
Burger King	37.35%	33.72%	35.08%
Kentucky Fried Chicken (KFC)	31.69%	28.82%	27.45%
Wendy's	27.28%	27.52%	28.77%
Subway	27.04%	26.26%	28.57%
Taco Bell	24.7%	23.25%	25.67%
Applebee's	24.22%	24.3%	28.05%
Pizza Hut	21.39%	19.22%	20.13%
Arby's	19.41%	16.82%	19.51%
Olive Garden	18.74%	18.51%	20.41%

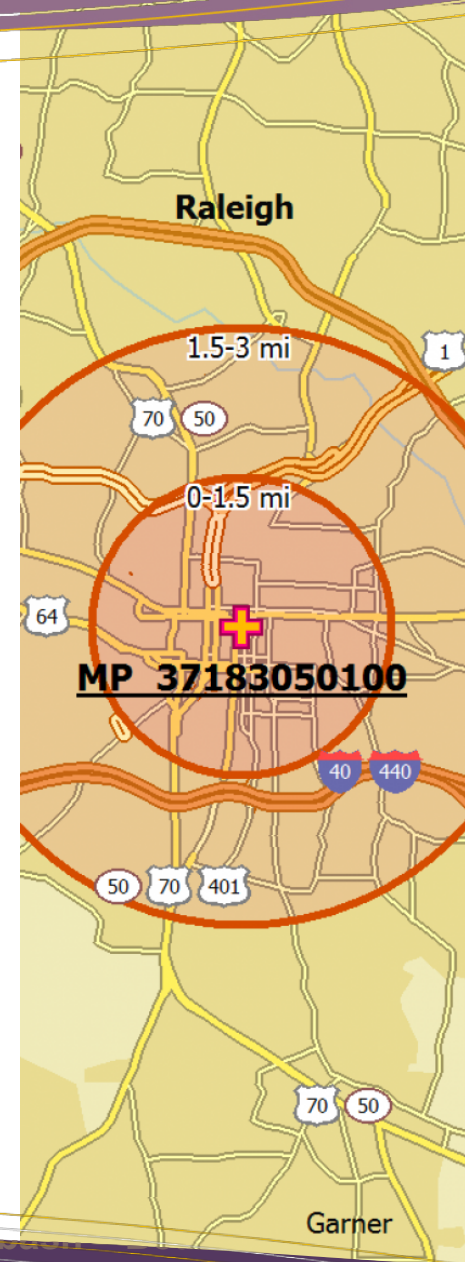
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	17.94%	15.96%	16.52%
IHOP (International House Of Pancakes)	16.64%	14.67%	15.33%
TGI Friday's	16.46%	14.84%	15.35%
Domino's Pizza	15.58%	14.69%	15.17%
Popeyes	14.32%	12.47%	10.66%
Chick-Fil-A	14.27%	13.12%	14.47%
Outback Steakhouse	14.25%	13.13%	15.09%
Dairy Queen	14.16%	13.25%	13.98%
Starbucks	14.02%	14.81%	15.96%
Dunkin' Donuts	13.01%	13.11%	12.62%
Chili's Grill and Bar	13%	13.89%	15.05%
Golden Corral	12.31%	11.47%	10.8%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

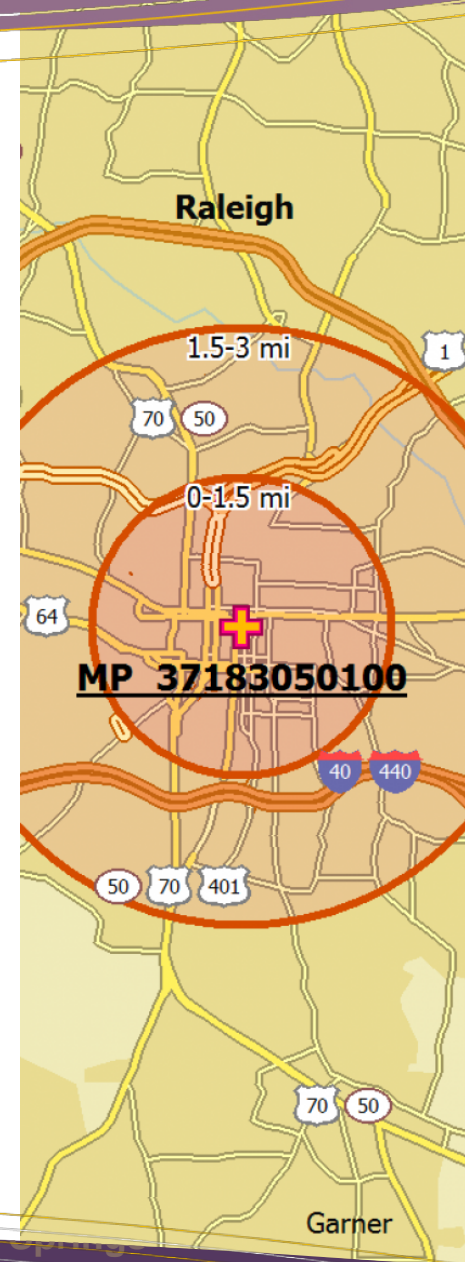
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	41.01%	43.7%	46.56%
Recycled products	28.11%	30.42%	35.2%
Worked as volunteer (non political)	13.59%	14.66%	16.81%
Engaged in fund raising	9.25%	10.87%	11.74%
Religious club member	7.75%	7.95%	8.01%
Church Board	5.72%	5.74%	5.67%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	5.25%	5.28%	5.79%
Took active part in local civic issue	5.23%	5.6%	5.6%
Wrote to elected offcl about publ bus	5.18%	5.72%	6.2%
Charitable Organization	4.79%	5.4%	5.69%
Addressed a public meeting	4.12%	4.61%	4.92%
Union member	4.09%	4.55%	5.23%

Communication Media Content

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

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



Potential Print Media Content:

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

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	16.17%	17.08%	18.84%
Children's Books	12.51%	13.11%	13.85%
Mystery	10.56%	11.07%	11.94%
Cookbooks	9.88%	9.38%	10.42%
Religious (not Bibles)	9.49%	9.15%	9.23%
Personal/Business	6.94%	7.42%	8.03%
Self-help			
Biography	6.76%	7.07%	7.67%
Romance	6.43%	6.75%	6.81%
History	6.39%	6.7%	7.32%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	65.98%	67.47%	69.12%
Distributed			
Gen. Editorial	52.27%	50.85%	50.21%
Womens	46.79%	45.85%	45.23%
Service	30.72%	31.22%	33.15%
Business/Finance	20.65%	21.2%	21.94%
Mens	19.25%	19.36%	20.2%
Music	18.47%	17.17%	15.38%
Sports	15.02%	16.1%	16.66%
Parenthood	14.48%	13.89%	13.57%

Potential Print & Audio Media Content:

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

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	48.86%	51.02%	53.68%
Classified	31.34%	31.43%	30.71%
Sport	29.51%	30.55%	31.97%
Editorial Page	26.09%	27.02%	28.38%
Business/Finance	25.69%	28.36%	30.5%
Movie Listings & Reviews	24.45%	25.92%	27.13%
Food/Cooking	23.9%	23.98%	24.99%
Comics	23.61%	24.46%	25.16%
TV/Radio Listings	22.21%	21.95%	22.62%
Travel	18.37%	19.4%	21.09%
Home/Gardening	18.29%	19.08%	20.76%
Fashion	15.74%	15.64%	16.1%
Science/Technology	15.43%	16.96%	18.44%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	34.4%	29.96%	23.77%
CHR Contemp Hit Radio	18.36%	18.43%	19.4%
Adult Contemporary	13.52%	13.5%	15.89%
Country	10.89%	10.95%	13.07%
Jazz	10%	9.19%	8.72%
Variety	9.95%	10.97%	10.9%
Oldies	9.13%	9.67%	10.42%
News/Talk	8.84%	9.8%	12.2%
Alternative	7.45%	7.96%	9.91%
Rock	6.64%	8.01%	10.3%
All News	6.32%	7.65%	8.1%
Gospel	6.21%	5.3%	4.12%
Soft Contemporary	5.53%	5.57%	6.7%
Classic Rock	5.34%	6.31%	8.29%
Religious	4.91%	5.3%	6.1%
Hispanic	3.96%	4.99%	4.77%
Classical	3.88%	4.25%	4.6%
Sports	3.53%	4.27%	4.85%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	58.39%	60.33%	63.78%
Soapnet	48.94%	48.96%	51.31%
Other Video-On-Demand	45.81%	40.08%	40.3%
Satellite Dish	43.49%	44.38%	49.29%
Comedy Central	33.08%	33.43%	36.41%
Sci-Fi Channel	32.3%	33.05%	35.77%
Subscribe Digital Cable	32.16%	30.87%	30.92%
MSNBC	29.92%	30.03%	32.38%
Adult Pay Per View TV	27.24%	26.2%	29.8%
ESPN2	26.32%	25.12%	25.85%
ABC Fam.	25.96%	25.68%	28.5%
TV Info From Sunday TV Magazine	25.66%	26.03%	28.73%

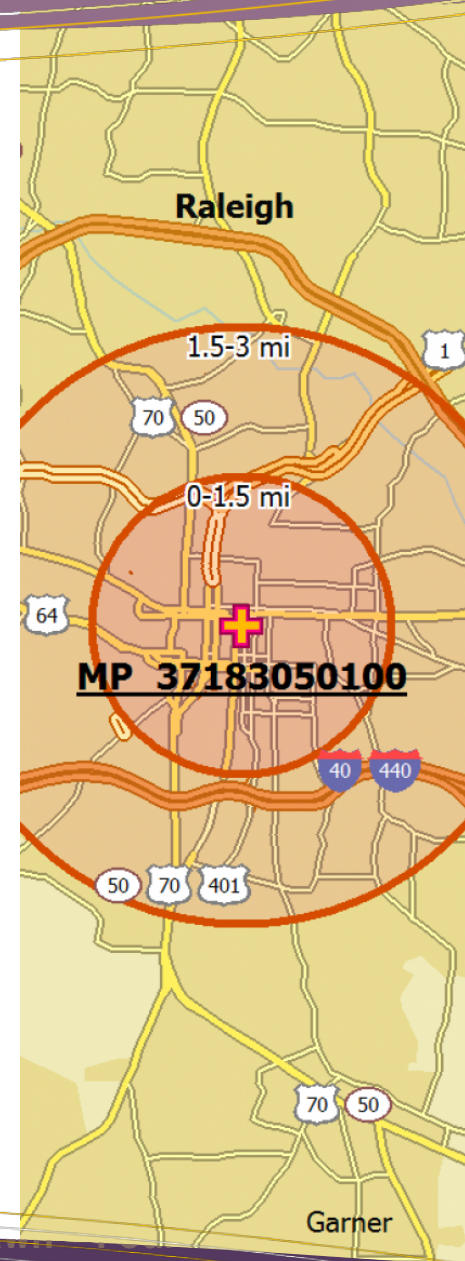
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	25.47%	25.69%	25.72%
TV Info From Newspapers	24.66%	24%	25.84%
Hallmark Channel	24.49%	24.28%	26.26%
Nickelodeon	24.21%	23.16%	26.09%
TCM (Turner Classic Movies)	23.36%	24.57%	25.63%
Nick At Nite	22.49%	21.36%	24.29%
The Golf Channel	22.45%	23.97%	25.03%
ESPN Classic	22.14%	22.77%	26.32%
TV Info From Monthly Cable Guide	22.11%	21.56%	23.14%
USA Network	21.33%	22.76%	23.97%
ESPN News	20.76%	21.01%	22.32%
CMT (Country Music Television)	20.38%	20.72%	20.76%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	18.43%	19.76%	21.27%
Medium Users (4-6)	9.08%	9.11%	10.48%
Light Users (1-3)	18.91%	19.84%	20.89%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	0.69%	0.98%
Newspaper II	1.91%	1.59%	1.57%
Newspaper III	2.24%	2.61%	2.52%
Newspaper IV	0.33%	0.33%	0.29%
Newspaper V (Light)	0.76%	0.76%	0.77%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.35%	20.01%	20.22%
Magazines II	9.99%	9.09%	8.97%
Magazines III	9.93%	10.26%	10.27%
Magazines IV	11.94%	12.01%	11.67%
Magazines V (Light)	1.03%	0.86%	0.88%
Outdoor I (Heavy)	9.31%	7.91%	8.09%
Outdoor II	3.96%	3.67%	3.35%
Outdoor III	4.73%	4.44%	4.05%
Outdoor IV	17.14%	15.17%	15.98%
Outdoor V (Light)	25.49%	21.78%	22.93%
Yellow Pages I (Heavy)	15.48%	14.13%	14.78%
Yellow Pages II	8.11%	8%	7.7%
Yellow Pages III	8.97%	8.18%	7.48%
Yellow Pages IV	23.3%	21.98%	22.34%
Yellow Pages V (Light)	4.66%	4.13%	3.89%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.85%	3.77%	3.82%
Drive Time III (Medium)	0.82%	1.08%	0.82%
Radio IV & V (Light)	2.64%	2.89%	2.72%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.22%	9.77%	9.07%
Radio III (Medium)	3.98%	3.93%	4.43%
Radio IV & V (Light)	4.41%	4.03%	3.8%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.37%	13.87%	15.14%
Cable III (Medium)	5.26%	4.85%	4.77%
Cable IV & V (Light)	39.16%	34.75%	34.54%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.61%	4.6%	4.77%
Prime Time III (Medium)	1.48%	1.42%	1.7%
Prime Time IV & V (Light)	11.12%	9.43%	8.86%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.17%	41.72%	41.52%
Fringe III (Medium)	51.34%	50.61%	51.02%
Fringe IV (Light)	52.96%	52.18%	53.52%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.51%	14.51%	13.76%
All Day III (Medium)	23.9%	23.61%	23.41%
All Day IV (Light)	18.11%	18.01%	17.06%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.46%	10.99%	12.39%
6:00am - 10:00am	20.38%	20.72%	20.76%
10:00am - 3:00pm	16.41%	13.08%	10.73%
3:00pm - 7:00pm	16.28%	14.79%	13.86%
7:00pm - Midnight	13.34%	12.42%	14.12%
Midnight - 6:00am	10.37%	7.79%	6.83%
Weekend Radio			
Listeners			
Dayparts [summary]	15.03%	12.81%	13.69%
6:00am - 10:00am	4.37%	4.6%	4.79%
10:00am-3:00pm	7.88%	9.15%	8.58%
3:00pm - 7:00pm	10.59%	7.7%	6.97%
7:00pm - Midnight	10.21%	10.35%	9.91%
Midnight - 6:00am	16.73%	15.92%	13.04%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.65%	7.16%	8.54%
Saturday:	8%	7.98%	8.17%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.53%	10.05%	10.31%
9:00am-1:00pm	22.49%	21.36%	24.29%
9:00am-4:00pm	27.13%	25.51%	28.44%
4:00pm-7:00pm	28.41%	32.38%	31.94%
11:00pm-1:00am	39.6%	41.23%	41.86%
AVG Prime time	5.32%	4.62%	4.03%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	18.55%	16.62%	17.85%
7-9am	26.32%	25.12%	25.85%
9am-12noon	15.16%	16%	19.73%
12noon-4pm	11.97%	9.51%	8.71%
4-6pm	48.86%	51.45%	52.95%
6-7pm	17.07%	17.15%	17.45%
7-7:30pm	1.78%	2.03%	2.13%
7:30-8pm	12.17%	10.58%	11.05%
8-11pm	6.65%	7.16%	8.54%
11pm-12am	29.92%	30.03%	32.38%
11pm-1am	39.6%	41.23%	41.86%
1-6am	32.46%	32.22%	33.6%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	18.19%	18.9%	20.08%
Sat: 10am-1pm	9.59%	9.29%	9.21%
Sat: 1-4pm	23.13%	22.14%	24.39%
Sat: 4-6pm	8.2%	7.46%	7.77%
Sat: 6-7pm	1.58%	1.71%	2.07%
Sat: 7-8pm	0.85%	1.12%	1.22%
Sat: 8-11pm	8%	7.98%	8.17%
Sat: 11pm-1am	6.25%	6.24%	6.25%
Sat: 1am-7pm	21.33%	22.76%	23.97%
Sun: 7-10am	2.24%	2.83%	2.52%
Sun: 10am-1pm	4.54%	5.32%	5.95%
Sun: 1-4pm	5.23%	6.1%	6.23%
Sun: 4-7pm	11.55%	11.6%	12.7%
Sun: 7-11pm	9.53%	10.05%	10.31%
Sun: 11pm-1am	6.21%	5.52%	5.74%
Sun: 1-7am	19.99%	20.7%	21.89%

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

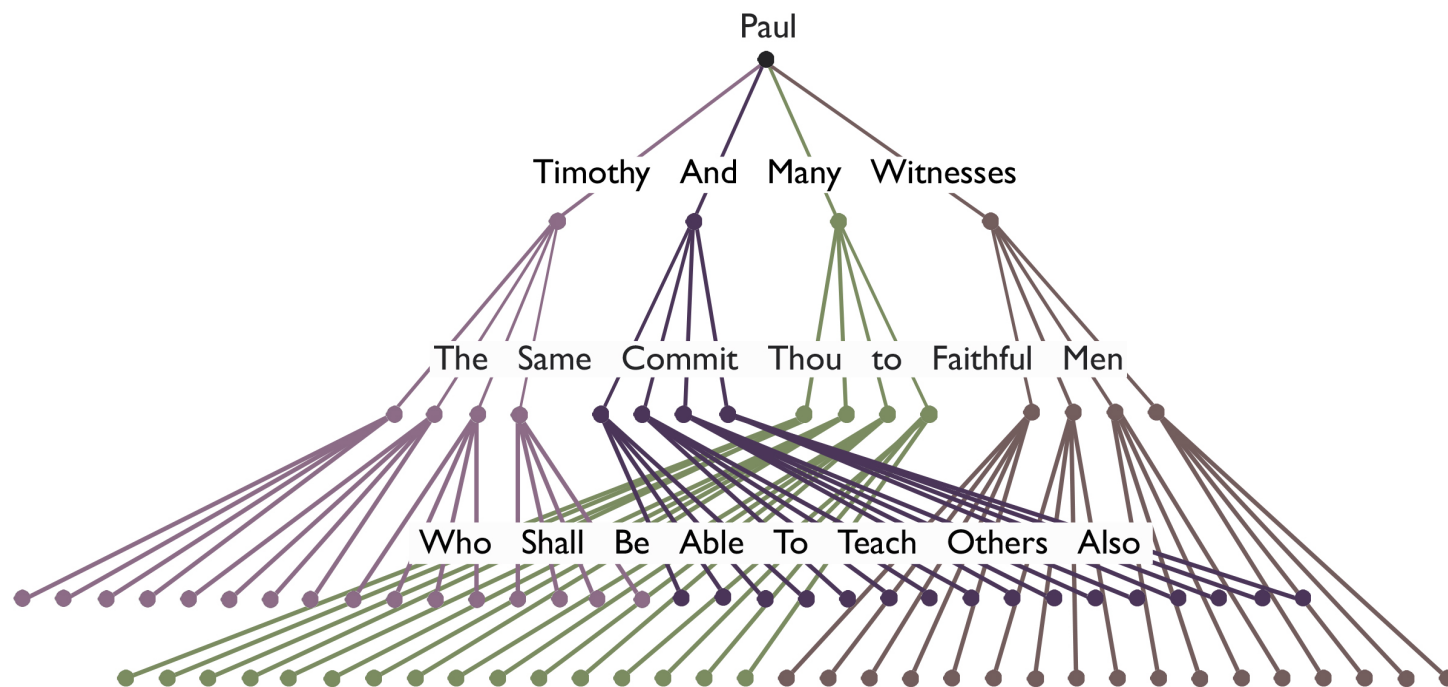
1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge 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.

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

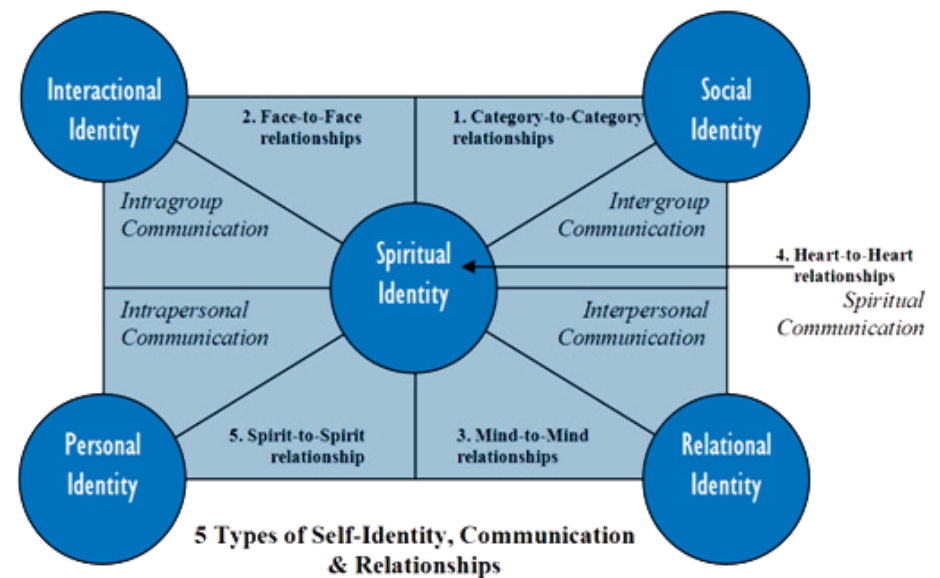


Establishing Redemptive Relationships

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

Communication Steps

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

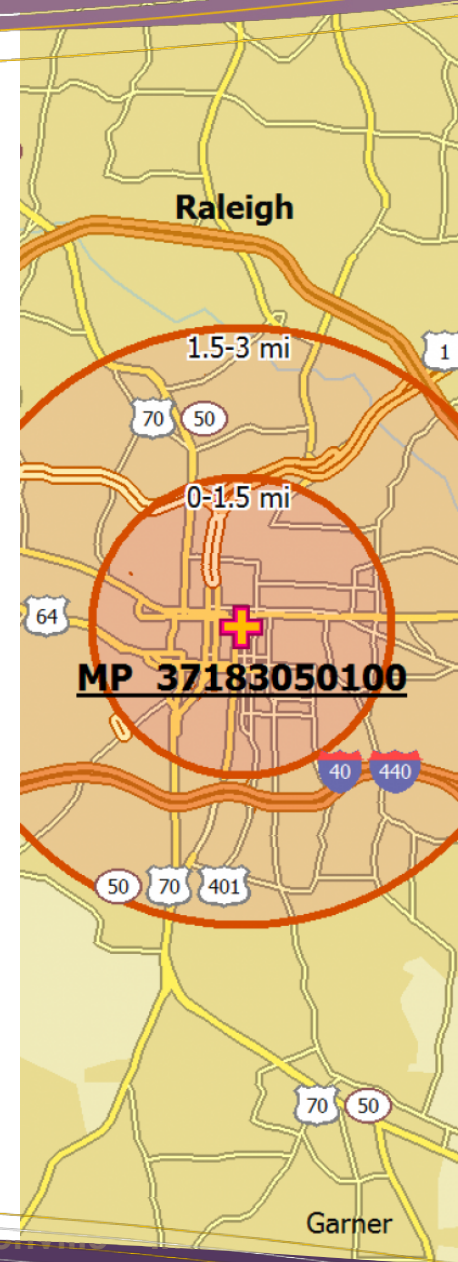


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	0.14 mi	136	Insufficient Data
2	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	0.17 mi	26	Insufficient Data
3	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	0.17 mi	493	Plateauing
4	Vintage21	117 S West St Raleigh, NC 27601	0.39 mi	0	Insufficient Data
5	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	1.04 mi	47	Plateauing
6	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	1.29 mi	67	Declining
7	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	1.32 mi	0	Insufficient Data
8	The Revolution	209 Oberlin Rd Raleigh, NC 27605	1.37 mi	0	Insufficient Data
9	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	1.47 mi	42	Insufficient Data
10	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	1.47 mi	191	Declining
11	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	1.58 mi	0	Insufficient Data
12	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	2.12 mi	82	Plateauing
13	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	2.16 mi	219	Declining
14	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	2.22 mi	513	Plateauing
15	Carolina Pines - Raleigh	2655 S Saunders St Raleigh, NC 27603	2.27 mi	51	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	2.27 mi	747	Declining
17	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	2.27 mi	65	Insufficient Data
18	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	2.98 mi	0	Insufficient Data
19	Vision International Church	3670 Bastion Ln Raleigh, NC 27604	3.42 mi	0	Insufficient Data
20	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	3.53 mi	126	Declining
21	Samaria - Raleigh	3621 Poole Rd Raleigh, NC 27610	3.57 mi	80	Insufficient Data
22	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	4.01 mi	120	Plateauing
23	Vietnamese Grace - Raleigh	4105 Poole Rd Raleigh, NC 27620	4.14 mi	0	Insufficient Data
24	Inwood - Raleigh	3700 Lake Wheeler Rd Raleigh, NC 27603	4.27 mi	110	Declining
25	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	4.49 mi	930	Growing
26	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	4.49 mi	0	Insufficient Data
27	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	4.64 mi	90	Declining
28	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	4.68 mi	0	Insufficient Data
29	Fellowship - Raleigh	5029 Old Stage Rd Raleigh, NC 27603	4.75 mi	132	Plateauing
30	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	4.93 mi	61	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Iglesia Bautista Nueva Esperanza - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	4.93 mi	0	Insufficient Data
32	International Community - Raleigh	1215 Jones Franklin Rd Ste 204 Raleigh, NC 27606	4.99 mi	0	Insufficient Data
33	Lifezone Church Cary	6200 Daybrook Cir Apt 302 Raleigh, NC 27606	5.14 mi	0	Insufficient Data
34	Hope Community Church	821 Buck Jones Rd Raleigh, NC 27606	5.14 mi	2,400	Insufficient Data
35	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	5.16 mi	0	Insufficient Data
36	Longview - Raleigh	2308 N New Hope Rd Raleigh, NC 27604	5.30 mi	218	Plateauing
37	First Fruits	3511 Oneonta Ave Raleigh, NC 27604	5.30 mi	0	Insufficient Data
38	Garner First - Garner	601 Saint Marys St Garner, NC 27529	5.46 mi	639	Plateauing
39	FBC of Garner Hispanic Ministry	601 St Marys St Garner, NC 27529	5.46 mi	0	Insufficient Data
40	Hillcrest - Raleigh	3800 Hillcrest Dr Raleigh, NC 27610	5.71 mi	49	Plateauing
41	New Hope - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	5.75 mi	446	Plateauing
42	Vietnamese Mission - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	5.75 mi	0	Insufficient Data
43	Concord Community	504 Meredith Anne Ct Apt 202 Raleigh, NC 27606	5.84 mi	0	Insufficient Data
44	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	6.03 mi	242	Plateauing
45	Green Pines - Knightdale	1498 Hodge Rd Knightdale, NC 27545	6.35 mi	251	Plateauing





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

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