MissionSite
top unreached locations

RALEIGH, NC

CENSUS TRACT: 37183051502
REGION: Region 4: Triangle
COUNTY: Wake
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
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North Carolina Baptists
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MissionSite (TM)
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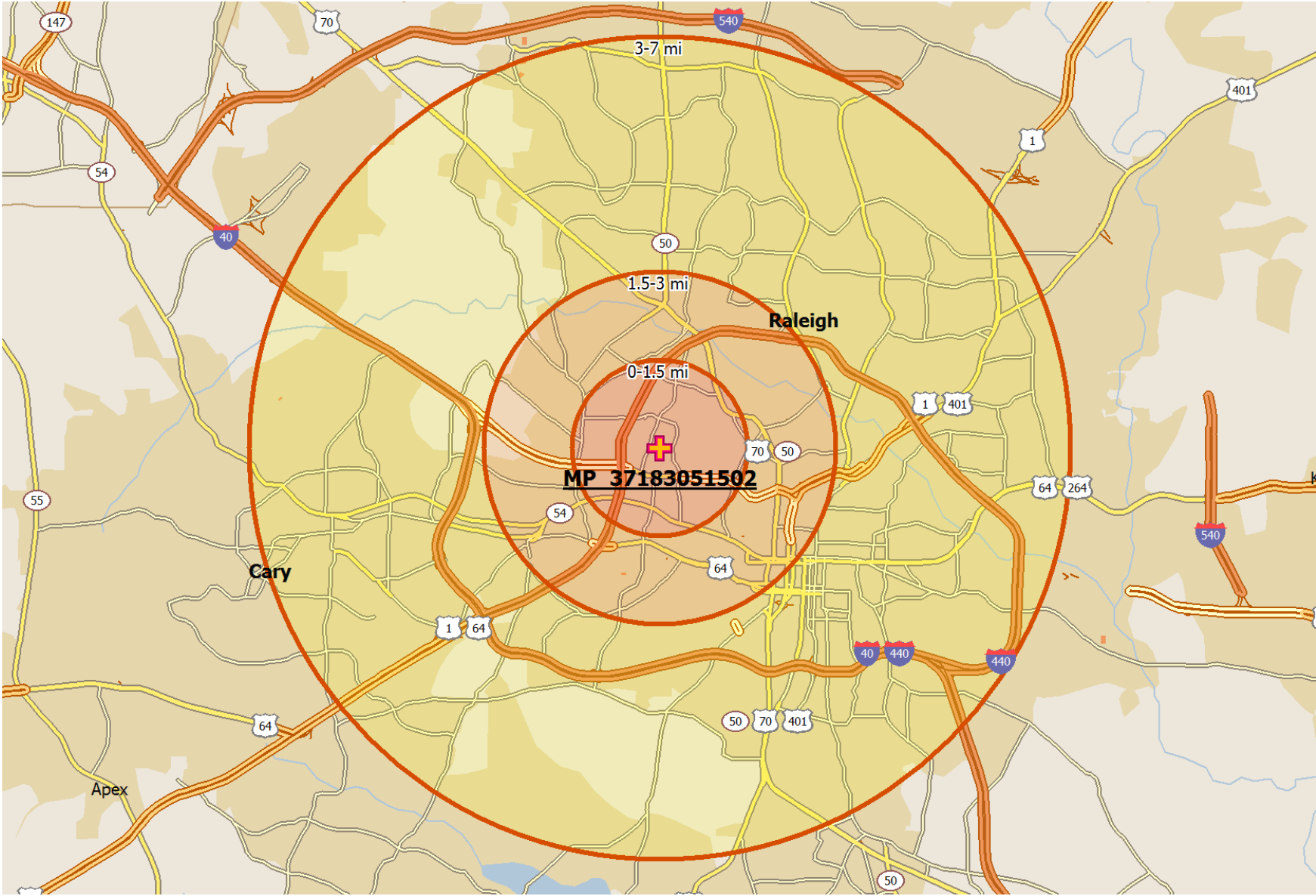
Site Location Summary

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 0-1.5 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	27607	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	K	100000-1000000-250000
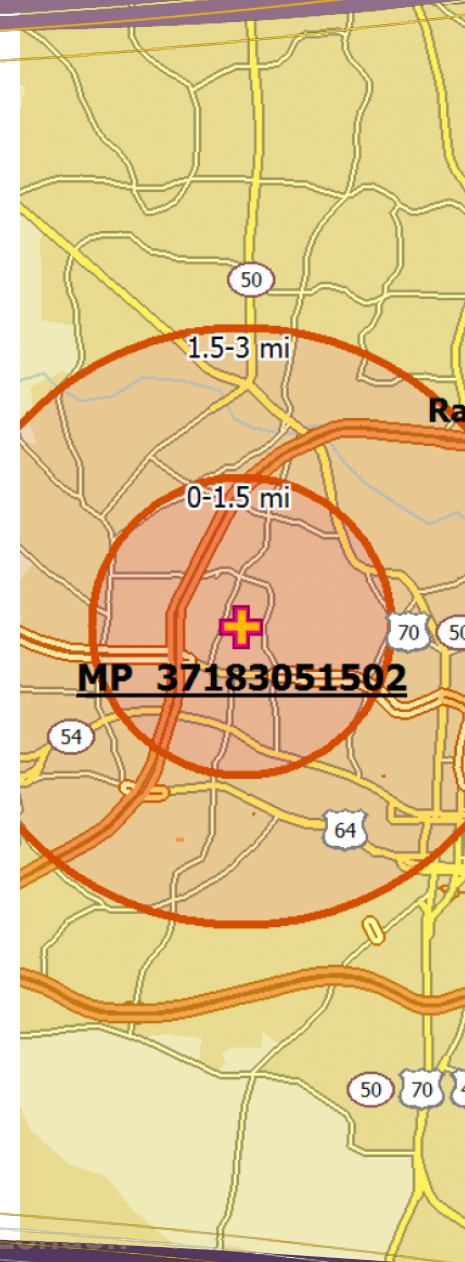
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Site Location Summary - Map of the Site Location

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	18,197	70,392	296,597
2010 Households	7,155	26,815	115,825
2010 Group Quarters Population	1,949	10,332	6,904

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	66	67	64
Language Diversity National Index	59	65	52
Foreign Born Diversity National Index	73	50	93
Ancestry Diversity National Index	74	42	73
Racial Diversity National Index	52	77	55

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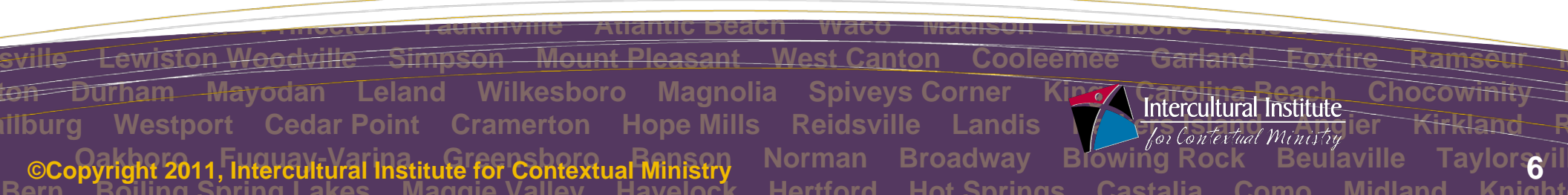
Site Location Summary - County Environment

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	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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,466	62.42%
Mainstay Communities	Established, Diverse Households	855	11.95%
Working Communities	Blue-collar, Working Families	34	0.48%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,669	23.33%
Urban Communities	High Density, Inner-city Neighborhoods	131	1.83%

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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?

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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	5,260	2.17%
Unreached %	71.13%	73.52%	103.36
Religious But NOT Evangelical HH	59,956	1,193	1.99%
Religious But NOT Evangelical %	17.62%	16.67%	94.6
Spiritual But NOT Relig or Evang HH	40,864	961	2.35%
Spiritual But NOT Relig or Evang %	12.01%	13.44%	111.86
Not Evangelical, Not Interested HH	141,348	3,110	2.2%
Not Evangelical, Not Interested %	41.55%	43.47%	104.64

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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	160	13	8.13%
Active BCNC Attenders	28,074	1,950	6.95%
Active Evangelical Households	36,953	3,195	8.65%
Active Evangelical Percent	10.86%	9.41%	86.6
Inactive Evangelical Households	61,276	5,299	8.65%
Inactive Evangelical Percent	18.01%	15.60%	86.61
# New Churches Needed	10	4	39.4%

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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		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Ridge Road - Raleigh	0.46 mi	126	Declining	16	Raleigh First - Raleigh	3.18 mi	493	Plateauing
2	Forest Hills - Raleigh	1.39 mi	747	Declining	17	Temple - Raleigh	3.26 mi	191	Declining
3	United African - Raleigh	1.39 mi	65	Insufficient Data	18	Athens Drive - Raleigh	3.34 mi	120	Plateauing
4	Saint Johns - Raleigh	1.50 mi	82	Plateauing	19	Providence - Raleigh	3.38 mi	0	Insufficient Data
5	Mount Olivet - Raleigh	1.60 mi	61	Declining	20	Treasuring Christ Church - Raleigh	3.46 mi	136	Insufficient Data
6	Iglesia Bautista Nueva Esperanza - Raleig	1.60 mi	0	Insufficient Data	21	Trinity - Raleigh	3.52 mi	930	Growing
7	Hayes Barton - Raleigh	1.88 mi	513	Plateauing	22	Raleigh Arabic Baptist Church	3.52 mi	0	Insufficient Data
8	Crabtree Valley - Raleigh	1.99 mi	90	Declining	23	Ephesus - Raleigh	3.91 mi	242	Plateauing
9	The Revolution	2.11 mi	0	Insufficient Data	24	Creedmoor Road - Raleigh	3.95 mi	95	Plateauing
10	Fellowship Raleigh	2.56 mi	0	Insufficient Data	25	Caraleigh - Raleigh	3.96 mi	67	Declining
11	Emmanuel - Raleigh	2.66 mi	219	Declining	26	Gilbert Street Baptist Church	4.02 mi	42	Insufficient Data
12	Pilot - Raleigh	2.90 mi	47	Plateauing	27	International Community - Raleigh	4.09 mi	0	Insufficient Data
13	Built Upon a Rock Deliverance Ministries	2.92 mi	0	Insufficient Data	28	Concord Community	4.10 mi	0	Insufficient Data
14	Vintage21	3.03 mi	0	Insufficient Data	29	Auburn - Raleigh	4.76 mi	0	Insufficient Data
15	Japanese Mission - Raleigh	3.18 mi	26	Insufficient Data	30	Journey - Raleigh	4.76 mi	0	Insufficient Data

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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes BCNC churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	16,969	4.01%
2000 Population	627,846	16,606	2.64%
2010 Population	929,938	18,197	1.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	6,812	4.11%
2000 Households	242,040	6,898	2.85%
2010 Households	340,227	7,155	2.1%

Location Types in this MissionSite
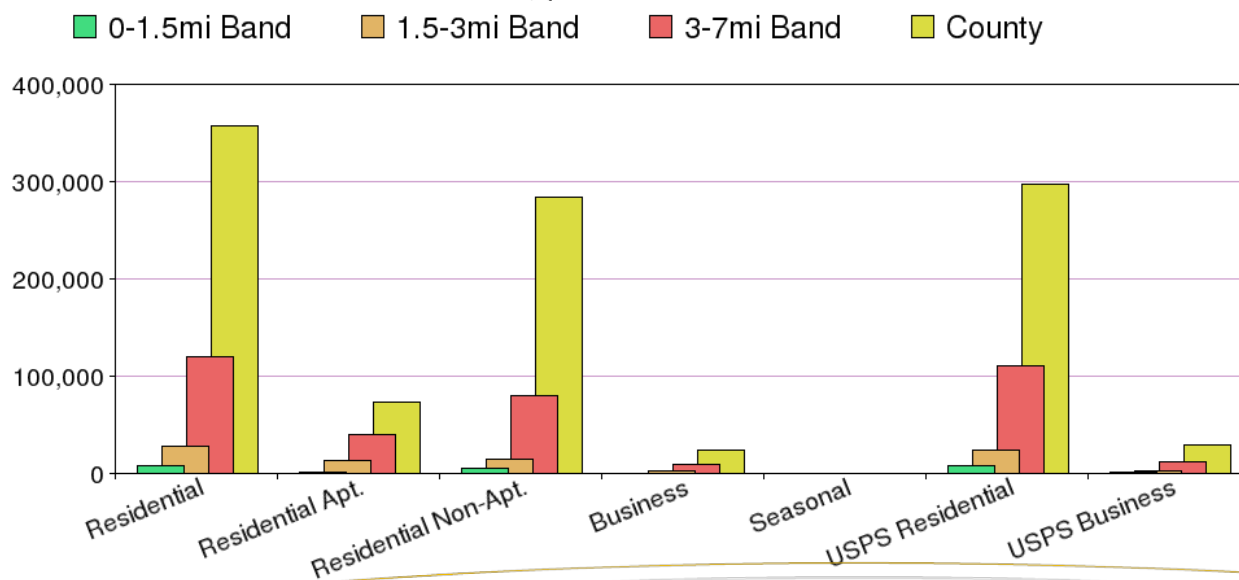
Location Type	0-1.5mi Band
Residential	7,403
Residential Apt.	1,703
Residential Non-Apt.	5,700
Business	628
Seasonal	0
USPS Residential	7,512
USPS Business	757

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Current Demographic Summary

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

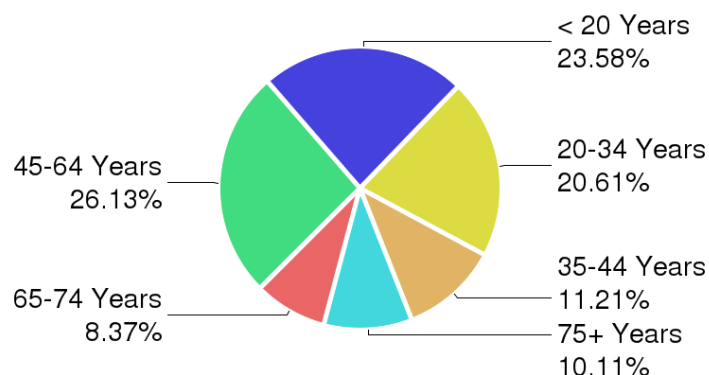For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	3.56%	59.43
4-5 Years	3.05%	1.76%	57.7
6-8 Years	4.59%	2.82%	61.44
9-11 Years	4.39%	2.92%	66.51
12-13 Years	2.83%	2.04%	72.08
14-17 Years	5.45%	5.32%	97.61
18-19 Years	2.64%	5.14%	194.7
0-5 Years	9.03%	5.33%	59.03
6-12 Years	10.39%	6.79%	65.35
13-19 Years	9.5%	11.46%	120.63
< 20 Years	28.92%	23.58%	81.54
20-34 Years	21.22%	20.61%	97.13
35-44 Years	16.2%	11.21%	69.2
45-64 Years	24.62%	26.14%	106.17
65-74 Years	5.28%	8.37%	158.52
75+ Years	3.75%	10.11%	269.6
Median Age	35	44	127.28
Median Age (Male)	34	44	127.64
Median Age (Female)	36	45	126.77

Pilot Mountain   Stanfield   Walkertown   Albemarle   Carrboro   Kinston   Highlands   Weaverville   Emerald Isle
Brogden   Wallace   Belwood   Milton   Lumber Bridge   Coats   Benson   Bethel   Staley   Sawmills   Lansing
Rolesville   Raynham   Manteo   Linden   Bowmore   Grantsboro   JAARS   Clyde
Greenville   Sea Breeze   St. Stephens   Norman   Duck   Bethania   Lasker   Ellerbe   Roper   Wrightsboro

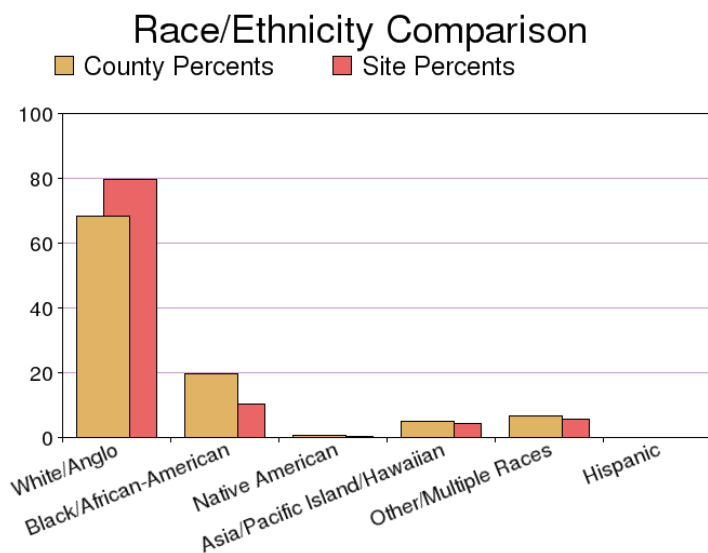Intercultural Institute
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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	79.69%	116.71
Black, African-American	19.55%	10.25%	52.43
Native American	0.53%	0.36%	66.92
Asian	4.76%	4.15%	87.28
Pacific Island, Hawaiian	0.1%	0.03%	32.9
Other/Multiple Races	6.78%	5.52%	81.4
Hispanic	0%	7.13%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	12,215	
Less than 9th Grade	3.75%	1.97%	190.13
No High School Diploma	4.75%	2.97%	159.81
High School Graduate	18.57%	10.34%	179.61
Some College, no degree	17.49%	13.17%	132.78
Associate Degree	8.03%	4.67%	172.12
College Degree	31.01%	36.65%	84.62
Graduate/Prof. degree	16.39%	30.23%	54.24

Race/Ethnicity Comparison
■ County Percents ■ Site Percents

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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 0-1.5 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%	3.47%	104.27
$10,000 to $19,999	7.43%	7.77%	104.59
$20,000 to $29,999	8.39%	8.82%	105.1
$30,000 to $49,999	18.44%	16.03%	86.91
$50,000 to $59,999	7.86%	7.13%	90.72
$60,000 to $69,999	7.2%	4.51%	62.7
$70,000 to $79,999	6.67%	5.12%	76.67
$80,000 to $89,999	5.72%	5.23%	91.43
$90,000 to $99,999	4.5%	4.1%	91.1
$100,000 to $124,999	10.47%	10.87%	103.86
$125,000 to $149,999	6.58%	7.34%	111.46
$150,000 to $199,999	6.77%	7.55%	111.4
$200,000 to $249,999	2.34%	3.52%	150.44
$250,000 or more	3.41%	8.54%	250.4
Median Household	64,788	79,834	123.22
Average Household	86,936	127,104	146.2
Per Capita Household	32,484	50,310	154.88
Family/Non-Family Household Income			
Median Family Income	82,410	117,317	142.36
Average Family Income	106,198	170,210	160.28
Median Non-Family Income	41,592	46,958	112.9
Average Non-Family Income	51,440	68,224	132.63

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	64.82%	52.08%	80.33
Families with Children	35.7%	22.92%	64.21
Families without Children	29.13%	29.15%	100.1
Non-Family Households			
% Non-Family Households	35.18%	47.92%	136.24
Non-Families with Children	0.15	0.08	56.61
Non-Families without Children	35.03	47.84	136.58
Housing Units			Index
Total Housing Units	371,722	7,652	
Vacant percent	8.47%	6.51%	76.81
Owned percent	61.04%	57.53%	94.25%
Rented Percent	30.49%	35.98%	118
Households by Size			Index
Avg household size	2.67	2.27	85.02
Avg family hh size	3.41	3.12	91.5
Avg non-family hh size	1.31	1.35	103.05
Households By Count of Persons			Percent
One	99,248	2,848	2.87%
Two	86,994	2,055	2.36%
Three or Four	115,039	1,779	1.55%
Five+	38,946	472	1.21%
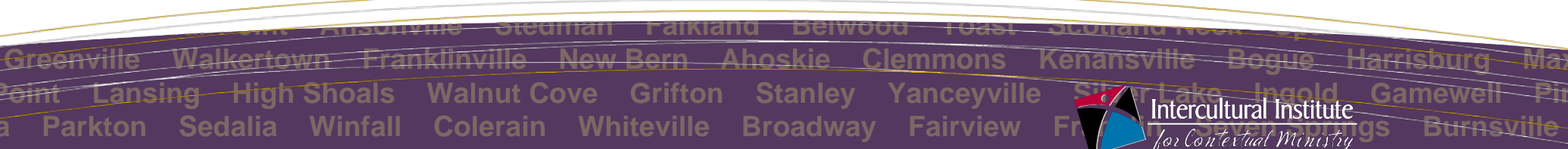
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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	16,969	4.01%
2000 Population	627,846	16,606	2.64%
2010 Population	929,938	18,197	1.96%
2015 Population	1,093,517	20,230	1.85%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	6,812	4.11%
2000 Households	242,040	6,898	2.85%
2010 Households	340,227	7,155	2.1%
2015 Households	388,249	7,780	2%

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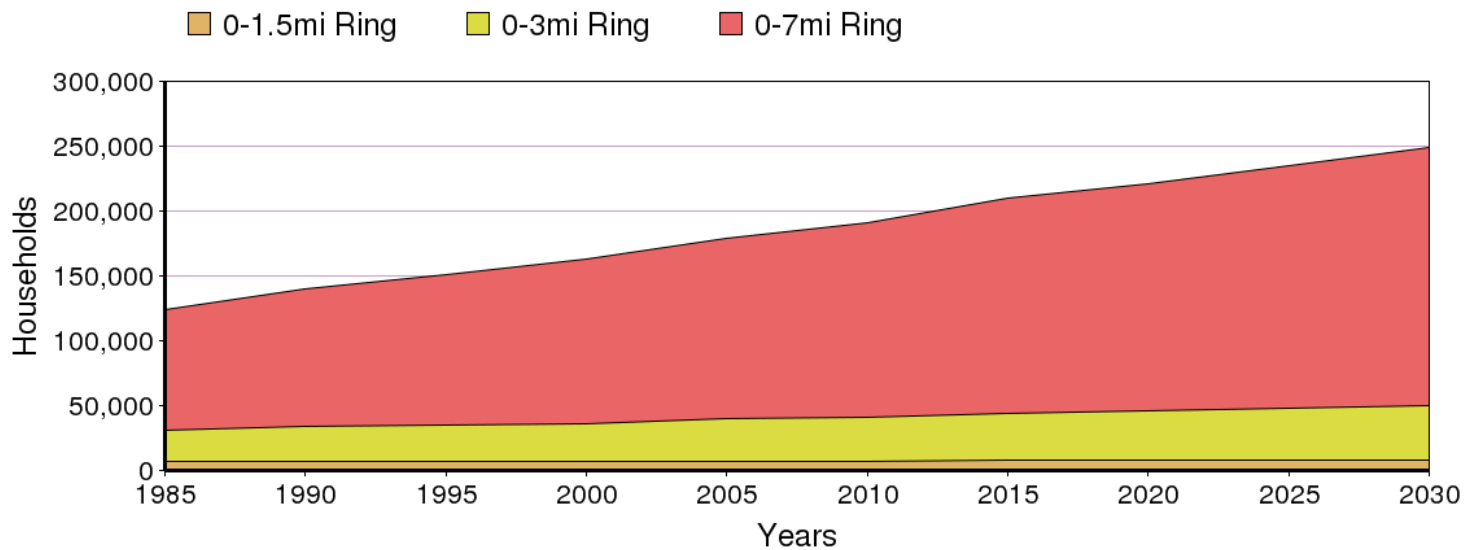
- 0-1.5mi Ring
- 0-3mi Ring
- 0-7mi Ring

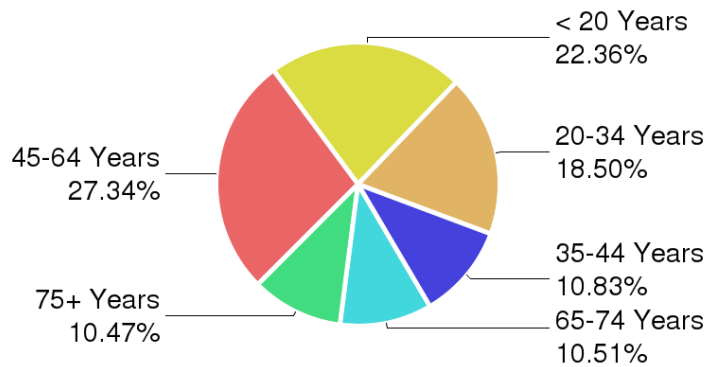Intercultural Institute
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Projected Demographic Summary

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

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

Projected Age Group Percentages

- < 20 Years 22.36%
- 20-34 Years 18.50%
- 35-44 Years 10.83%
- 65-74 Years 10.51%
- 75+ Years 10.47%
- 45-64 Years 27.34%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.56%	3.18%	89.33
4-5 Years	1.76%	1.68%	95.45
6-8 Years	2.82%	2.75%	97.52
9-11 Years	2.92%	3.02%	103.42
12-13 Years	2.04%	2.19%	107.35
14-17 Years	5.32%	5.23%	98.31
18-19 Years	5.14%	4.31%	83.85
0-5 Years	5.33%	4.86%	91.18
6-12 Years	6.79%	6.86%	101.03
13-19 Years	11.46%	10.64%	92.84
< 20 Years	23.58%	22.36%	94.83
20-34 Years	20.61%	18.5%	89.76
35-44 Years	11.21%	10.83%	96.61
45-64 Years	26.14%	27.35%	104.63
65-74 Years	8.37%	10.51%	125.57
75+ Years	10.11%	10.47%	103.56
Median Age	35	46	132.52
Median Age (Male)	34	45	132.65
Median Age (Female)	36	47	131.99

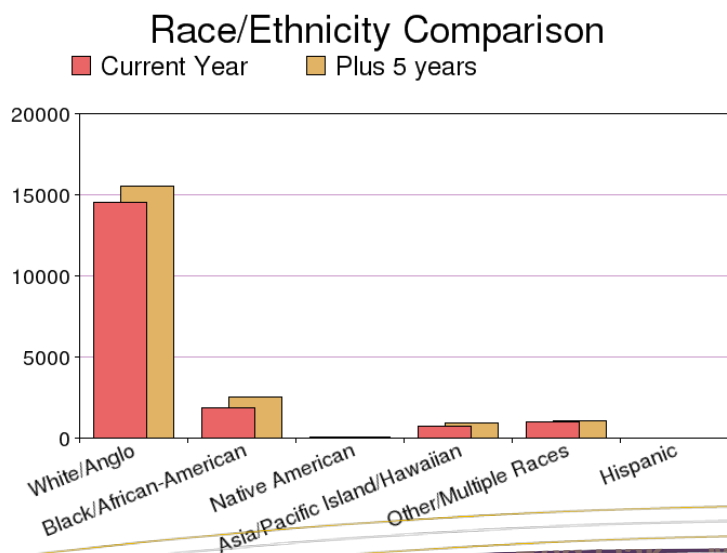Intercultural Institute
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Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79.69%	76.81%	96.38
Black, African-American	10.25%	12.54%	122.31
Native American	0.36%	0.45%	125.93
Asian	4.15%	4.71%	113.27
Pacific Island, Hawaiian	0.03%	0.06%	194.89
Other/Multiple Races	5.52%	5.44%	98.55
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,215	13,936	
Less than 9th Grade	1.97%	2.02%	102.56
No High School Diploma	2.97%	2.55%	85.96
High School Graduate	10.34%	10.43%	100.91
Some College, no degree	13.17%	12.28%	93.26
Associate Degree	4.67%	4.79%	102.57
College Degree	36.65%	36.59%	99.83
Graduate/Prof. degree	30.23%	31.33%	103.65

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	3.47%	3.05%	87.89
$10,000 to $19,999	7.77%	7.46%	95.94
$20,000 to $29,999	8.82%	8.06%	91.38
$30,000 to $49,999	16.03%	14.61%	91.16
$50,000 to $59,999	7.13%	6.62%	92.87
$60,000 to $69,999	4.51%	3.96%	87.7
$70,000 to $79,999	5.12%	5.1%	97.75
$80,000 to $89,999	5.23%	5.05%	94.18
$90,000 to $99,999	4.1%	3.84%	93.85
$100,000 to $249,999	10.87%	12.01%	110.41
$125,000 to $149,999	7.34%	8.02%	109.31
$150,000 to $199,999	7.55%	8.42%	111.55
$200,000 to $249,999	3.52%	4.01%	113.86
$250,000 or more	8.54%	9.68%	113.34
Median Household	79,834	87,726	109.89
Average Household	127,104	138,960	109.33
Per Capita Household	50,310	53,772	106.88
Family/Non-Family Household Income			
Median Family Income	117,317	125,973	107.38
Average Family Income	170,210	188,175	110.55
Median Non-Family Income	46,958	49,769	105.99
Average Non-Family Income	68,224	74,345	108.97
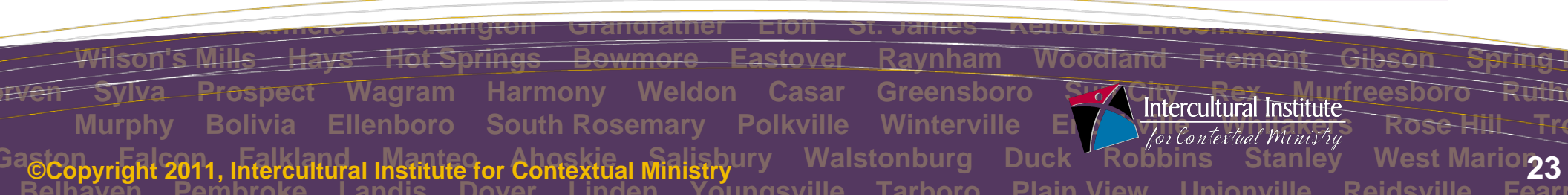
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	52.08%	51.75%	99.37
Families with Children	22.92	22.88	99.82
Families without Children	29.15	30.67	105.19
Non-Family Households			
% Non-Family Households	47.92%	48.25%	100.68
Non-Families with Children	0.08	0.08	100.68
Non-Families without Children	47.84	48.17	100.7
Housing Units			
Total Housing Units	7,652	8,317	108.69%
Vacant percent	6.51%	6.46%	99.21
Owned percent	57.53%	57.6%	100.13
Rented Percent	35.98%	35.94%	99.89
Households by Size			
Avg household size	2.27	2.35	103.52%
Avg family hh size	3.12	3.29	105.45%
Avg non-family hh size	1.35	1.34	99.26%
Households By Count of Persons			
One	2,848	3,236	113.62%
Two	2,055	1,878	91.39%
Three or Four	1,779	2,036	114.45%
Five+	472	629	133.26%

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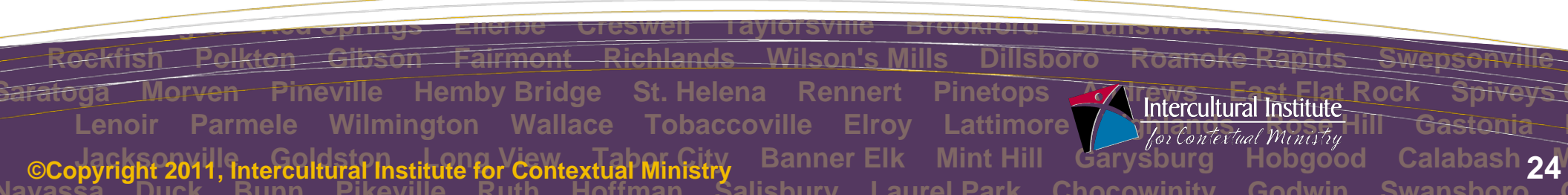
Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,525	5,177	30,952
Northern Europe	84	325	1,248
Western Europe	50	159	1,197
Southern Europe	25	61	206
Eastern Europe	90	214	1,299
Other Europe	0	0	0
Eastern Asia	239	600	2,956
So. Central Asia	198	561	3,131
SE Asia	42	307	1,814
Western Asia	69	185	1,094
Other Asia	7	25	180

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	72	141	526
Middle Africa	9	51	296
Northern Africa	94	81	578
Southern Africa	0	7	334
Western Africa	24	231	1,230
Other Africa	0	8	236
Oceania	16	22	153
Caribbean	31	63	1,086
Central Amer.	333	1,736	11,252
South America	13	225	1,075
North America	129	175	1,061
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	15,133	43,370	188,173
Spanish	672	3,161	17,283
Other Indo-Euro language	414	1,780	8,201
French (incl. Patois, Cajun)	111	591	1,833
French Creole	0	8	221
Italian	13	73	272
Portuguese	11	70	200
German	26	174	1,023
Yiddish	6	8	28
Other West Germanic	0	25	197
A Scandinavian Language	0	39	311
Greek	8	96	242
Russian	21	130	429
Polish	33	73	338
Serbo-Croatian	0	18	84
Other Slavic Language	5	32	277
Armenian	0	0	0
Persian	36	51	457
Gujarathi	6	117	691
Hindi	21	141	546
Urdu	61	92	280

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	14	217
Asian/PI languages	0	0	0
Chinese	168	397	2,294
Japanese	27	82	268
Korean	65	230	922
Mon-Khmer, Cambodian	0	29	107
Miao, Hmong	0	15	29
Thai	0	47	128
Laotian	0	20	132
Vietnamese	11	51	1,026
Other Asian	33	242	843
Tagalog	12	63	281
Other Pacific Is	0	71	60
Other languages	234	582	3,737
Navajo	0	0	0
Other Native N. American	5	4	22
Hungarian	0	10	35
Arabic	151	262	1,970
Hebrew	12	15	107
African languages	66	283	1,453
Other unspecified	0	8	150

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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	13,898	39,884	197,579
Arab	202	321	2,252
Armenian	0	1	84
Austrian	38	56	330
British	333	468	1,689
Canadian	92	105	620
Croatian	0	9	175
Czech	14	64	345
Czechoslovak	18	40	247
Danish	73	100	601
Dutch	172	283	1,377
English	3,359	6,493	20,518
European	356	845	2,996
Finnish	28	54	299
French (not Basque)	244	767	3,234
French Canadian	120	137	868
German	1,175	3,875	18,227
Greek	83	188	666
Hungarian	16	65	573
Iranian	54	32	257

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	968	3,222	12,957
Italian	307	1,329	7,669
Lithuanian	13	28	235
Norwegian	112	292	1,309
Polish	160	634	3,431
Portuguese	39	45	260
Romanian	12	19	145
Russian	118	268	1,433
Scandinavian	0	32	171
Scotch-Irish	868	1,877	5,847
Scottish	625	1,625	4,138
Slovak	0	29	345
Subsaharan African	227	680	3,891
Swedish	148	252	1,393
Swiss	40	64	289
Ukrainian	5	70	454
US/American	1,135	3,490	15,810
Welsh	118	301	872
West Indian	12	70	1,074
Yugoslavian	6	7	104
Other	2,608	11,647	80,396

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

Unreached Households by Lifestyle Segment

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

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

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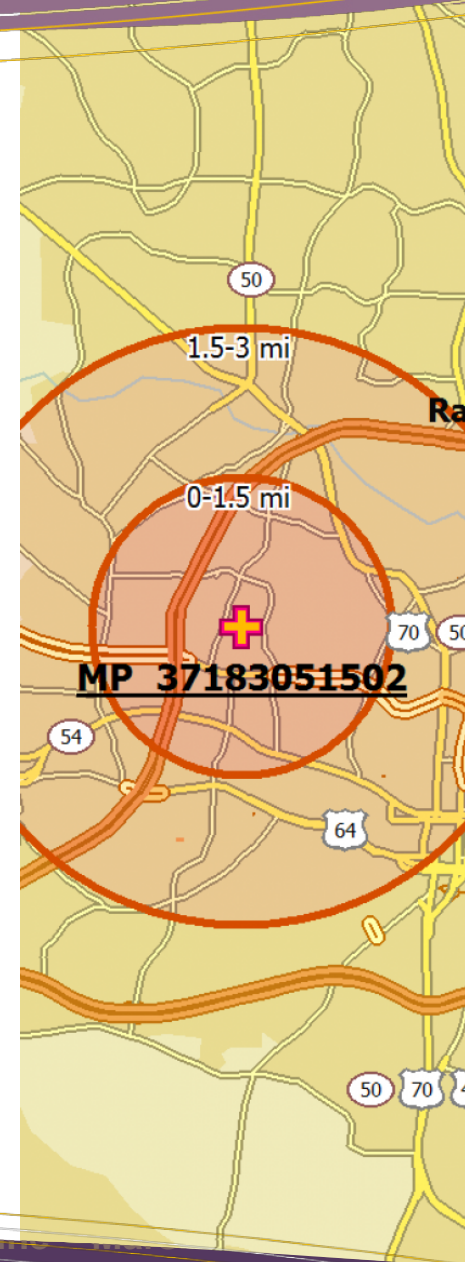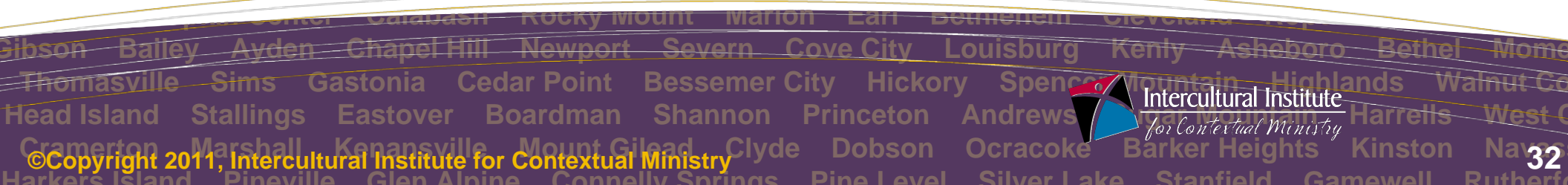
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
AFFLUENT SUBURBIA	1,882	26.3%	1,402	26.31%
America's Wealthiest	430	6.01%	345	6.48%
Dream Weavers	890	12.44%	637	11.96%
White Collar Suburbia	189	2.64%	154	2.89%
Upscale Suburbia	55	0.77%	46	0.86%
Enterprising Couples	0	0%	0	0%
Small Town Success	318	4.44%	220	4.13%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,584	36.11%	1,823	34.22%
Status Conscious Consumers	964	13.47%	676	12.69%
Affluent Urban Professionals	350	4.89%	283	5.31%
Urban Commuter Fam.	1,139	15.92%	765	14.36%
Solid Suburban Mix	40	0.56%	31	0.58%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	91	1.27%	68	1.28%
SM TWN SUCCESS	102	1.43%	140	2.63%
Successful Urban Sprawl	90	1.26%	68	1.28%
2nd City Homebodies	0	0%	64	1.2%
Prime Middle America	12	0.17%	0	0%
Urban Optimists	0	0%	8	0.15%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	753	10.52%	543	10.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	732	10.23%	529	9.93%
Urban Advancement	21	0.29%	14	0.26%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	34	0.48%	23	0.43%
Steadfast Conservative	34	0.48%	23	0.43%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	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	1,527	21.34%	1,191	22.35%
Young Cosmopolitans	1,415	19.78%	1,108	20.8%
Minority Metro Communities	112	1.57%	83	1.56%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
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%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
STRUGGLING SOCIETIES	82	1.15%	57	1.07%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	76	1.06%	52	0.98%
College Town Communities	6	0.08%	5	0.09%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	49	0.68%	34	0.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	49	0.68%	34	0.64%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	142	1.98%	115	2.16%
Military Family Life	0	0%	0	0%
Major University Towns	142	1.98%	115	2.16%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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

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

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

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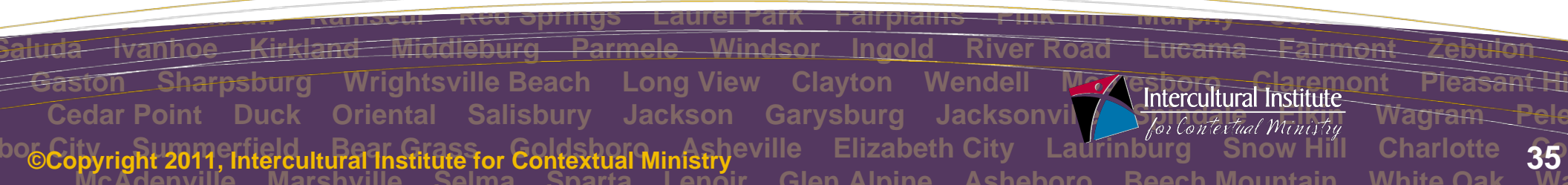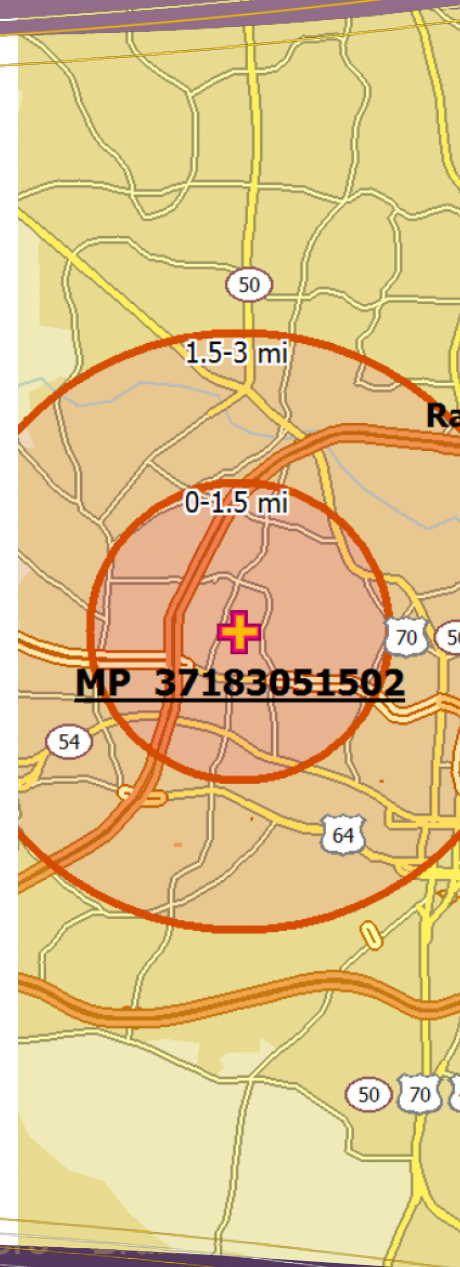
Potential Cultural Bridges

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).

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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 - 0-1.5 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	86%	84%	80%
Use Comp. for Internet/E-mail	74%	66%	64%
Internet Use: E-Mail	66%	59%	57%
Use Comp. for Word Processing	54%	45%	43%
Use Comp. for Shopping	46%	38%	38%
Use Comp. for Banking	43%	37%	37%
Use Comp. for Digital Camera Photo Editing	42%	35%	35%
Use Comp. for Comp. Games	42%	36%	38%
Internet Use: News/ Weather	40%	35%	33%
Internet Use: Banking	36%	32%	32%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Education	36%	31%	33%
HH Owns DVD Player	35%	32%	32%
Use Comp. for News/Info./Data Service	34%	29%	28%
PC-Network-HH Has One	28%	24%	23%
Use Comp. for Personal Financial Mngmnt	23%	19%	18%
Use Comp. for Accounting	22%	18%	16%
Internet Use: Shopping: Gathered Info. for Shopping	21%	18%	17%
Internet Use: Shopping: Made A Purchase	20%	17%	15%
Internet Use: Travel Reservations	19%	15%	14%
Internet Use: Research/ Education	18%	16%	16%

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	71%	70%	70%
Dining Out (Not Fast Food)	69%	64%	61%
Reading Books	65%	64%	59%
Go To A Beach/Lake	45%	41%	39%
Card Games	43%	42%	41%
Cooking for Fun	43%	43%	40%
Gardening	37%	33%	31%
Visit Museum	32%	29%	26%
Board Games	32%	30%	31%
Going To Bars/Nightclubs/Dancing	25%	24%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	67%	68%	66%
Gen./Fam. Practitioner	41%	42%	39%
Dentist	38%	37%	32%
Eye Dr.	24%	24%	21%
None Of These	22%	21%	22%
Backache	21%	22%	21%
High Cholesterol	19%	19%	18%
Hypertension/High Blood Pressure	17%	19%	18%
OB/GYN	15%	13%	13%
Any Arthritis	13%	15%	13%
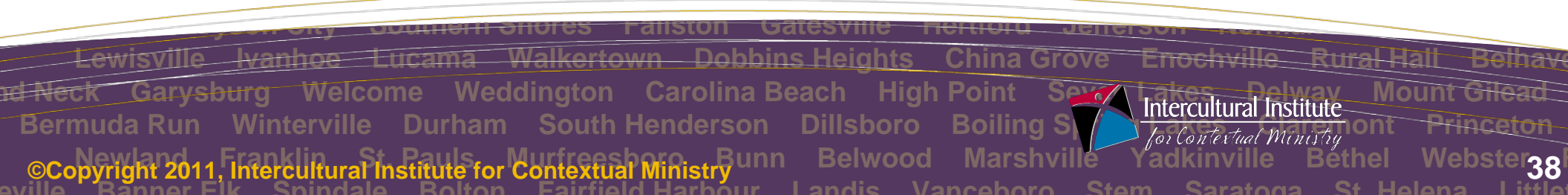
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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	38.78%	38.28%	34.79%
Live Theater	32.8%	29.67%	26.57%
Live Theater Most Often	26.89%	23.52%	21.36%
Rock/Pop Concerts Most Often	20.31%	20.46%	19.82%
Dance Performance	13.15%	13.2%	11.74%
Classical Concerts Most Often	11.48%	11.1%	8.57%
Movies: Comedy	43.67%	40.61%	42.01%
Movies: Action/Adventure	42.41%	39.01%	40.95%
Movies: Drama	27.49%	24.58%	24.77%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	24.97%	23.81%	22.87%
Movies: Mystery	20.84%	19.59%	19.41%
Movies: Fam.	18.73%	17.86%	19.66%
MLB Baseball Reg. Season	14.06%	12.07%	10.93%
NFL Football Reg. Season	9.91%	8.14%	8.4%
College Football Reg. Season	9.62%	7.82%	7.69%
College Basketball Reg. Season	7.22%	6.87%	6.03%
NBA Basketball Reg. Season	6.48%	5.28%	5.12%
NHL Hockey Reg. Season	5.63%	5.23%	4.46%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	48.9%	44.93%	43.75%
Swimming	38.36%	35.22%	34.07%
Weight Training	23.49%	21.91%	19.87%
Using Cardio Machine	21.36%	19.89%	17.88%
Bowling	20.98%	19.35%	21.89%
Jogging/Running	20.89%	19.47%	19.44%
Billiards/Pool	19.75%	20.31%	20.69%
Golf	19.05%	16.3%	15.4%
Stationary Cycling	16.15%	14.35%	13.88%
Mountain/Road Biking	15.41%	13.96%	13.84%
Aerobics	13.71%	12.55%	12.39%
Basketball	13.48%	14.74%	15.95%
Camping Trips	13.39%	11.37%	12.01%
Backpacking/Hiking	13.2%	11.44%	11.46%

| BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	12.57%	11.63%	13.11%
Tennis	11.11%	10.73%	9.74%
Yoga	10.84%	9.72%	9.29%
Power Boating	9.38%	8.5%	7.16%
Baseball	9.36%	10.71%	11.1%
Soccer	8.22%	8.73%	8.99%
Canoeing/Kayaking	8.03%	7.12%	6.42%
Football	7.75%	9.54%	10.47%
Softball	7.45%	7.07%	7.74%
Downhill & X-Country Skiing	7.26%	6.86%	5.53%
Saltwater Fishing	7.07%	6.66%	6.75%
Volleyball	6.91%	6.52%	7.66%
Snorkeling	6.64%	7.04%	5.49%
Ice Skating	6.16%	5.45%	5.8%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Target Shooting	5.89%	6.29%	6.45%
Hunting	5.41%	5.51%	5.7%
Roller Skating	5.31%	5.32%	6.06%
Horseback Riding	5.18%	5.05%	5.22%
Jet Skiing	5.05%	4.47%	4.83%
Water Skiing	4.51%	4.05%	4.37%
Sailing	4.46%	4.47%	3.63%
Motorcycling	4.38%	3.91%	4.72%
Martial Arts	3.74%	3.76%	3.94%
Fly Fishing	3.72%	3.1%	3.59%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.61%	3.27%	4.11%
Snowboarding	3.6%	3.35%	3.71%
Rock Climbing	3.59%	4.42%	4.02%
Surfing & Windsurfing	3.2%	3.26%	3.03%
Hockey	3.13%	2.94%	3.55%
Snowmobiling	2.9%	2.63%	2.88%
Archery	2.83%	2.68%	2.97%
Rowing	2.8%	2.37%	2.53%
Auto Racing	2.44%	2.4%	2.61%
Skateboarding	2.35%	2.19%	2.77%

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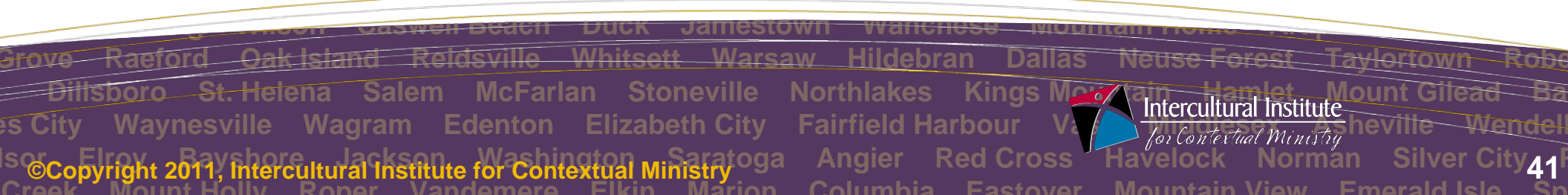
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
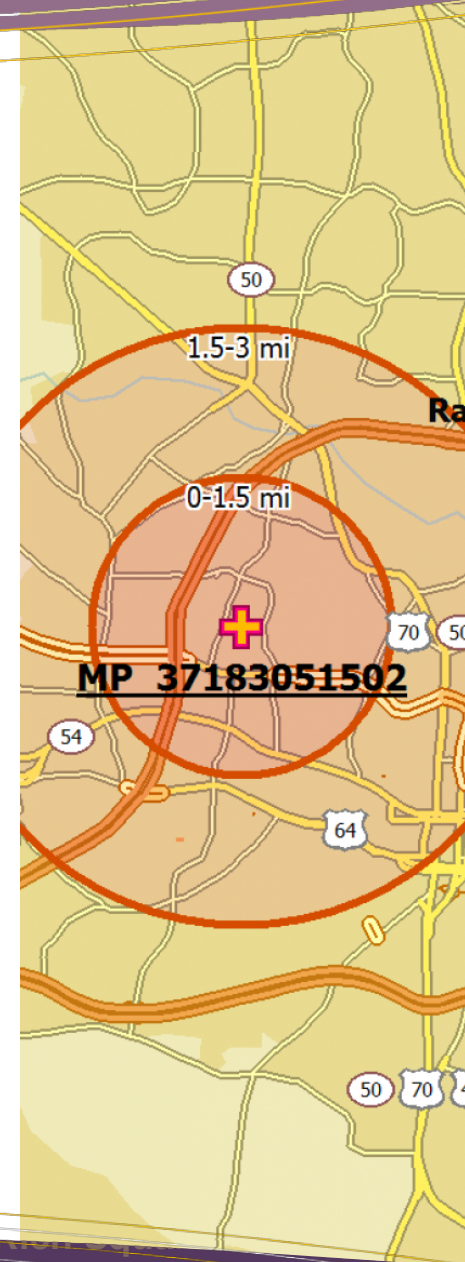
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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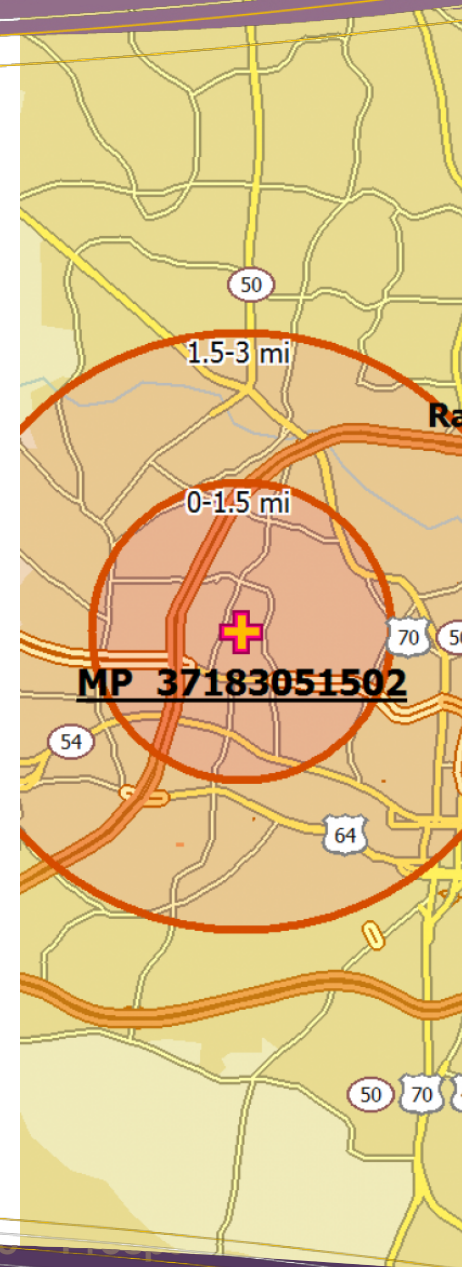
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
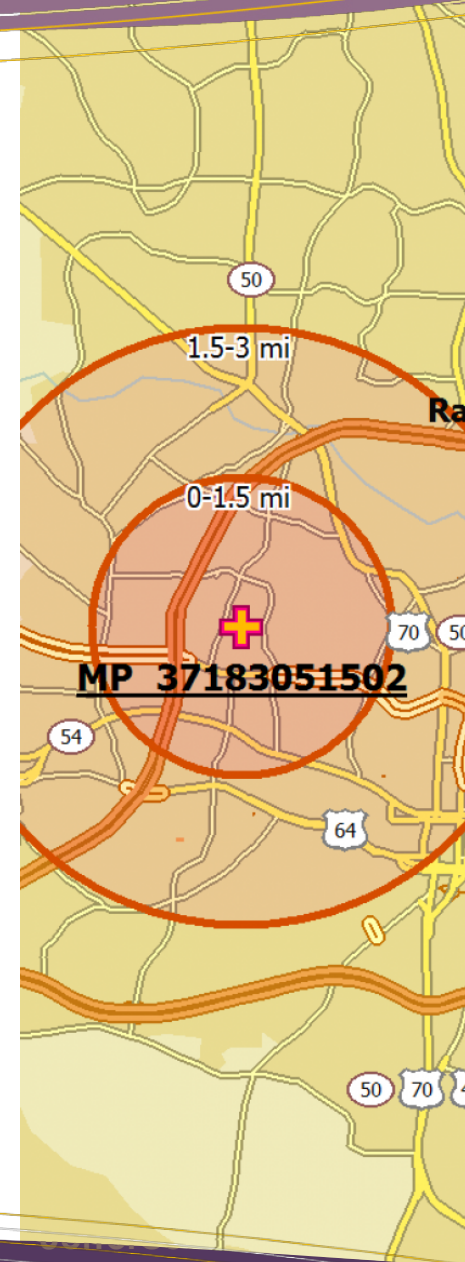
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	51%	50%
Prefer To Have Few Possessions As Possible	49%	47%	43%
Find It Difficult To Say No To My Kids	38%	37%	38%
If Won Lottery Would Never Work Again	37%	34%	31%
Friends More Important Than My Fam.	34%	34%	30%
Speak My Mind Even If It Upsets People	32%	33%	34%
Woman's Place Is In The Home	30%	30%	32%
Don't Judge People/Way They Live Life	29%	30%	29%
Like Control Over People And Resources	28%	29%	32%
Money Is Best Measure Of Success	26%	26%	26%
Like To Do Unconventional Things	24%	25%	25%
Marijuana Should Be Legalized	23%	22%	22%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	21%	20%	20%
Like to Stand Out In A Crowd	20%	18%	20%
Happy With My Standard Of Living	19%	18%	17%
I Am A Workaholic	17%	17%	20%
Too Much Sponsorship In Arts/Sports	17%	17%	21%
Rarely Sit Down to a Meal Together At Home	16%	16%	15%
We Should Strive for Equality for All	13%	14%	15%
Only Work Current Job for The Money	12%	13%	13%
On Whole People Get What They Deserve	12%	13%	12%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	6%	7%
I Am A Perfectionist	7%	8%	9%

Potential Cultural Themes

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

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

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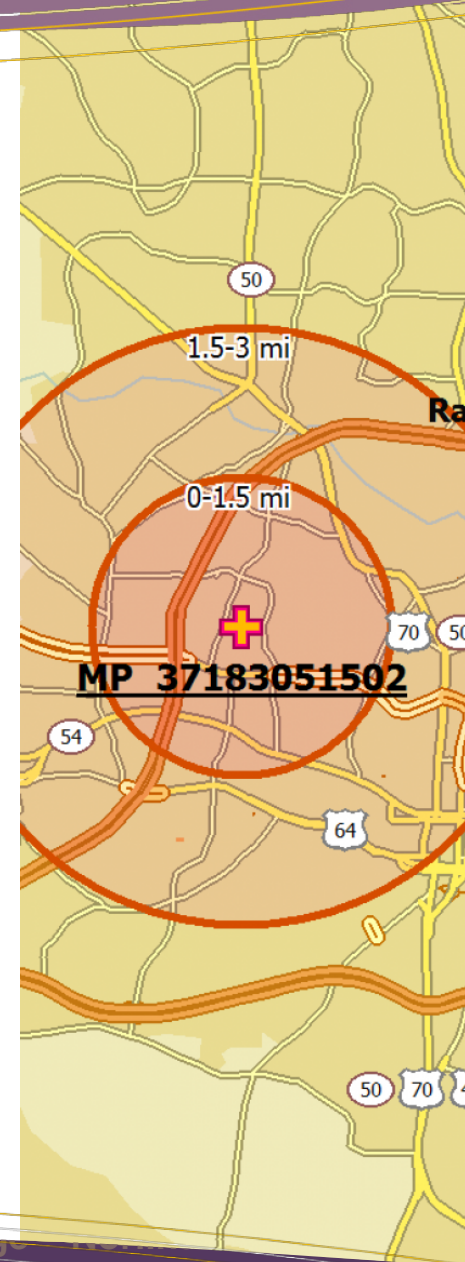
Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	72%	66%	65%
You Should Seize Opportunities In Life	60%	60%	58%
Prefer To Have Few Possessions As Possible	49%	47%	43%
Like To Understand About Nature	39%	40%	40%
Important Feel Respected By My Peers	35%	36%	34%
People Have To Take Me As They Find Me	29%	26%	26%
Prefer Work Part Of Team Than Alone	29%	32%	33%
Have Keen Sense Of Adventure	28%	28%	28%
Important To Juggle Various Tasks	28%	30%	30%
Like To Just Enjoy Life	28%	27%	25%
Worried About Pollution Caused By Cars	26%	27%	25%
Good At Fixing Things	25%	27%	28%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	19%	19%
Real Men Don't Cry	17%	19%	17%
Is An Important Part Of Who I Am	15%	15%	16%
Try Not To Worry About The Future	15%	14%	15%
Looking for New Ideas To Improve Home	13%	12%	14%
Enjoy Spending Time With My Fam.	10%	10%	11%
Provide My Kids With The Little Extras	7%	10%	12%
Children Should Be Allowed To Express Themselves	5%	7%	6%
Feel Very Alone In The World	4%	6%	5%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	4%	3%	4%
Decor Particular Interest To Me	3%	3%	4%

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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 - 0-1.5 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
Fam. Restaurants/Steak Houses-Visit Any	83.17%	79.24%	80.57%
Fast Food/Drive-In Restaurant-Visit Any	80.17%	77.23%	82.09%
McDonald's	52.67%	49.75%	53.44%
Burger King	30.85%	28.95%	34.35%
Wendy's	28.45%	25.9%	28.46%
Applebee's	27.59%	26.24%	28.33%
Subway	26.45%	25.59%	28.13%
Taco Bell	25.74%	23.67%	25.96%
Olive Garden	22.2%	20.08%	20.75%
Kentucky Fried Chicken (KFC)	21.16%	21.66%	25.5%
Starbucks	20.4%	18.53%	17.6%
Arby's	18.41%	16.43%	19.3%

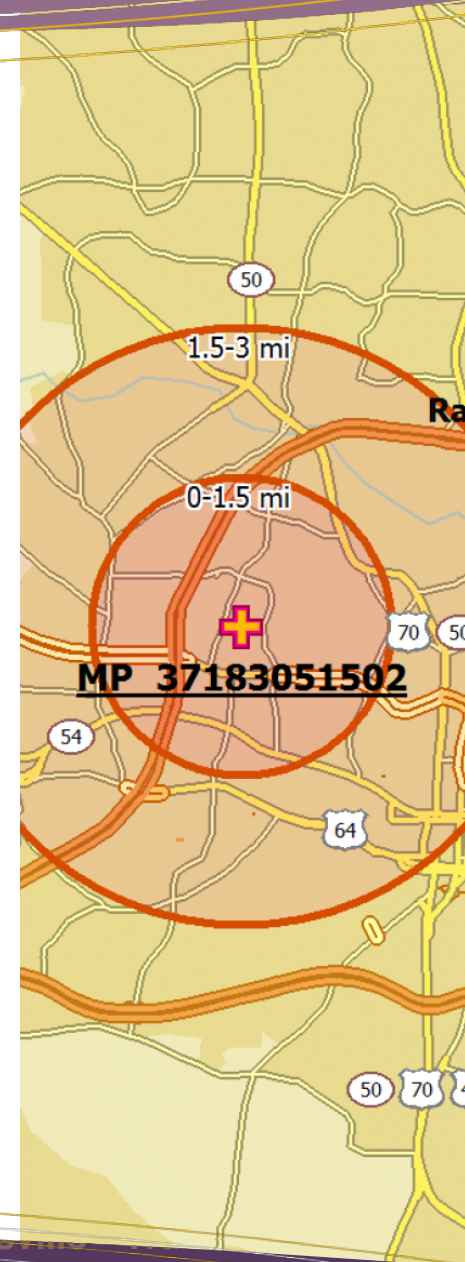| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Outback Steakhouse	17.99%	14.99%	16.09%
Chili's Grill and Bar	16.43%	15.72%	15.66%
Pizza Hut	16.34%	15.51%	18.94%
TGI Friday's	15.13%	14.33%	15.49%
Red Lobster	14.87%	13.55%	15.88%
IHOP (International House Of Pancakes)	14.18%	13.11%	15.11%
Panera Bread	13.92%	11.83%	11.61%
Chick-Fil-A	13.8%	11.79%	14.1%
Quiznos Sub	13.54%	11.68%	12.12%
Dunkin' Donuts	13.03%	11.81%	12.7%
Cracker Barrel	12.72%	11.52%	12.61%
Dairy Queen	12.59%	12.24%	13.45%

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.
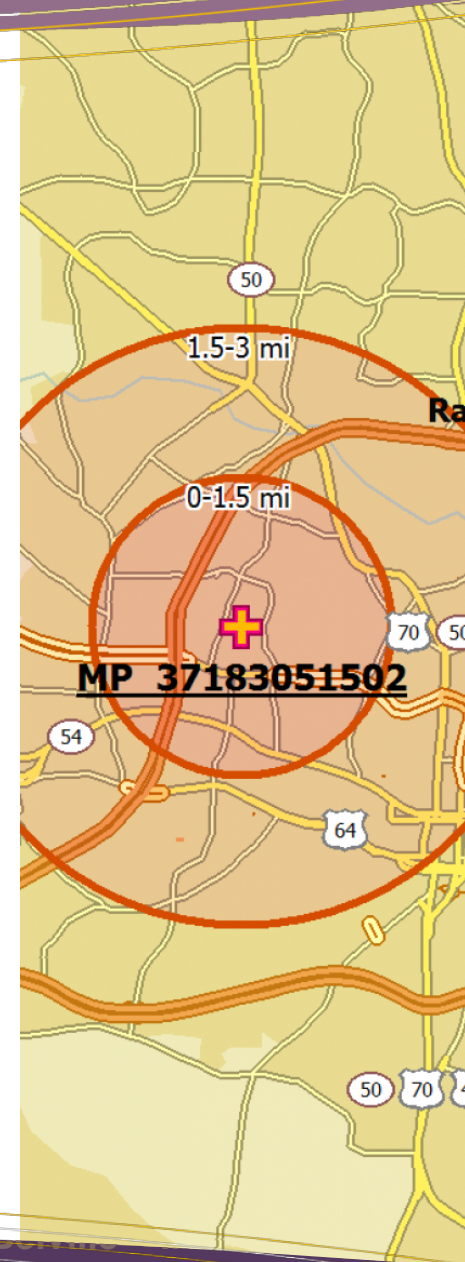
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	55.14%	50.36%	47.96%
Recycled products	47.08%	41.84%	38.06%
Worked as volunteer (non political)	22.89%	19.86%	18.34%
Engaged in fund raising	13.31%	11.61%	11.89%
Wrote to elected offcl about publ bus	8.84%	7.68%	6.81%
Religious club member	8.01%	7.76%	7.8%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.87%	6.89%	6.16%
Wrote to editor of mag or newspaper	7.06%	6.66%	6.19%
Took active part in local civic issue	6.89%	6.45%	5.83%
Addressed a public meeting	6.32%	5.63%	5.24%
Union member	5.72%	5.08%	5.21%
Wrote to editor of mag or newspaper	5.14%	4.76%	4.18%

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Communication Media Content

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

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

Potential Print Media Content:

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	24.77%	22.19%	20.34%
Mystery	15.81%	14.55%	13.17%
Children's Books	15.62%	14.2%	14.17%
Cookbooks	12.89%	11.66%	11.21%
History	10.26%	8.91%	8.09%
Biography	10.07%	8.79%	8.17%
Personal/Business Self-help	10.01%	9.22%	8.57%
Religious (not Bibles)	8.75%	8.26%	8.92%
Romance	6.79%	6.34%	6.82%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	74.31%	71.17%	69.85%
Gen. Editorial	51.8%	49.88%	49.71%
Womens	44.1%	44.03%	44.33%
Service	39.85%	36.21%	34.87%
Business/Finance	27.05%	23.53%	22.39%
Mens	20.04%	20.62%	20.34%
Sports	18.39%	18.26%	17.19%
Travel	14.16%	11.82%	10.39%
Mature Market	13.73%	12.68%	11.97%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	60.73%	57.81%	55.47%
Business/Finance	39.59%	35.65%	32.51%
Sport	35.84%	33.74%	32.95%
Editorial Page	34.02%	32.11%	29.75%
Movie Listings & Reviews	31.07%	29.73%	28.14%
Food/Cooking	29.61%	27.75%	26.02%
Comics	28.36%	28.05%	26.24%
Classified	27.42%	29.64%	30.57%
Travel	26.91%	24.05%	22.36%
Home/Gardening	25.59%	22.48%	21.72%
TV/Radio Listings	25.34%	23.81%	23.07%
Science/Technology	23.61%	21.82%	19.55%
Fashion	16.9%	15.03%	15.92%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	20.81%	19.01%	17.7%
News/Talk	19.52%	16.21%	14.17%
CHR Contemp Hit Radio	17.39%	18.7%	19.41%
Alternative	15.47%	13.65%	11.77%
Country	14.15%	14.72%	14.24%
Oldies	12.92%	11.52%	11.16%
Rock	12.69%	12.08%	11.44%
Classic Rock	11.6%	10.41%	9.69%
All News	10.93%	8.32%	8.14%
Variety	10.02%	10.68%	10.64%
Urban Contemporary	9.61%	12.02%	18.7%
Soft Contemporary	8.29%	6.96%	7.27%
Classical	7.25%	6.39%	5.14%
All Talk	7.16%	5.4%	5.19%
Sports	6.87%	5.9%	5.36%
Jazz	6.84%	6.39%	7.34%
Religious	6.56%	5.74%	6.04%
Public	5.86%	5.44%	4.13%

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	69.06%	65.26%	64.91%
Soapnet	53.79%	51.31%	51.86%
Satellite Dish	50.96%	45.99%	50.42%
Comedy Central	48.96%	43.68%	39.91%
Other Video-On-Demand	39.78%	37.72%	39.84%
Sci-Fi Channel	38.31%	35.97%	36.31%
ESPN Classic	37.8%	31.91%	29.55%
ABC Fam.	35.59%	32.37%	30.93%
MSNBC	33.59%	31.4%	32.82%
ESPN2	32.09%	28.39%	27.91%
Adult Pay Per View TV	32.05%	27.01%	29.56%
TV Info From Sunday TV Magazine	31.76%	27.82%	29.26%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hallmark Channel	31.45%	28.18%	27.72%
The Golf Channel	30.63%	28.76%	26.13%
ESPN News	30.28%	27.11%	24.33%
Discovery Health Channel	29.83%	25.62%	21.88%
Adult Swim	29.48%	27.38%	27.58%
BET (Black Entertainment TV)	29.27%	29.66%	27.33%
Subscribe Digital Cable	29.26%	26.67%	29.89%
USA Network	29.08%	26.32%	24.96%
TCM (Turner Classic Movies)	29%	27.84%	26.54%
Video-On-Demand Movies	28.45%	22.53%	24.29%
Nickelodeon	27.18%	24.92%	26.75%
CMT (Country Music Television)	26.79%	25.04%	22.41%

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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.

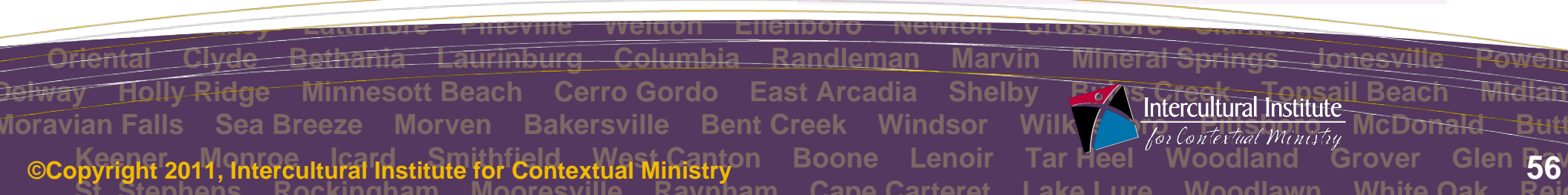Intercultural Institute
for Contextual Ministry
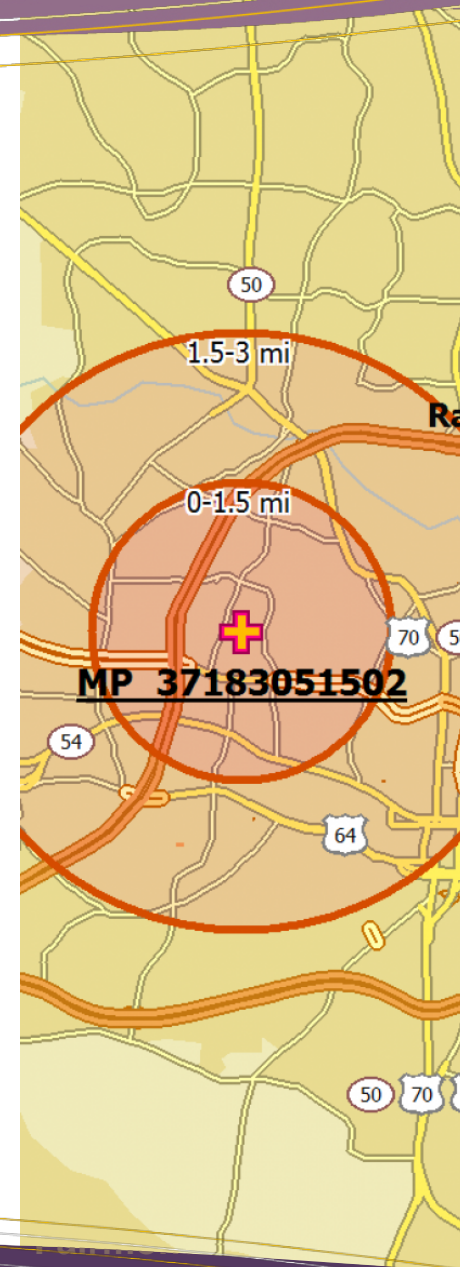
Potential Print Media Usage:

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+)	26.98%	25.24%	22.88%
Medium Users (4-6)	13.18%	11.46%	11.18%
Light Users (1-3)	21.36%	20.66%	21.11%
Quintiles (20%)			
Newspaper I (Heavy)	0.81%	0.79%	1.05%
Newspaper II	1.07%	1.1%	1.5%
Newspaper III	2.77%	2.68%	2.63%
Newspaper IV	0.33%	0.39%	0.36%
Newspaper V (Light)	1.25%	1%	0.91%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.85%	17.63%	20.2%
Magazines II	8.01%	7.77%	8.96%
Magazines III	8.61%	8.9%	10.12%
Magazines IV	9.84%	9.6%	11.27%
Magazines V (Light)	0.62%	0.62%	0.75%
Outdoor I (Heavy)	7.92%	7.29%	8.14%
Outdoor II	2.48%	2.28%	2.98%
Outdoor III	2.79%	2.73%	3.61%
Outdoor IV	15.01%	14.41%	15.64%
Outdoor V (Light)	24.47%	21.92%	22.81%
Yellow Pages I (Heavy)	12.25%	12.44%	14.05%
Yellow Pages II	6.82%	6.83%	7.27%
Yellow Pages III	4.66%	5.75%	6.83%
Yellow Pages IV	19.06%	20.52%	21.6%
Yellow Pages V (Light)	2.65%	2.83%	3.57%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.63%	3.37%	3.68%
Drive Time III (Medium)	0.53%	0.71%	0.73%
Radio IV & V (Light)	1.87%	1.88%	2.54%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.3%	7.75%	8.98%
Radio III (Medium)	4.7%	4.39%	4.73%
Radio IV & V (Light)	2.79%	2.99%	3.59%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	19.26%	17.42%	16.57%
Cable III (Medium)	3.85%	4.04%	4.64%
Cable IV & V (Light)	33.67%	32.4%	33.84%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.62%	4.33%	4.59%
Prime Time III (Medium)	2%	1.87%	1.88%
Prime Time IV & V (Light)	6.56%	7.37%	9.04%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	44.7%	44.75%	42.13%
Fringe III (Medium)	48.29%	49.32%	50.1%
Fringe IV (Light)	53.58%	52.71%	53.43%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.08%	10.31%	12.8%
All Day III (Medium)	23.59%	23.43%	23.35%
All Day IV (Light)	13.46%	14.09%	16.13%

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]	13.92%	11.99%	12.75%
6:00am - 10:00am	26.79%	25.04%	22.41%
10:00am - 3:00pm	8.35%	8.69%	10.17%
3:00pm - 7:00pm	11.83%	11.9%	13.77%
7:00pm - Midnight	18.99%	15.45%	15.54%
Midnight - 6:00am	7.09%	6.38%	6.75%
Weekend Radio Listeners			
Dayparts [summary]	12.84%	11.59%	13.88%
6:00am - 10:00am	6.89%	6.38%	5.4%
10:00am-3:00pm	10.11%	10.62%	8.84%
3:00pm - 7:00pm	6.43%	5.67%	6.96%
7:00pm - Midnight	9.84%	9.72%	9.87%
Midnight - 6:00am	13.98%	14.48%	13.22%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.48%	9.45%	9.32%
Saturday: 8:00-11:00pm	8.07%	7.2%	8.11%
Sunday: 7:00-11:00pm	10.84%	11.54%	10.77%
9:00am-1:00pm	25.89%	22.98%	24.78%
9:00am-4:00pm	30.13%	26.86%	28.82%
4:00pm-7:00pm	34.3%	33.85%	31.85%
11:00pm-1:00am	41.23%	41.85%	41.68%
AVG Prime time Mon-Sun	3.99%	3.33%	3.88%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	21.35%	19.06%	19.34%
7-9am	32.09%	28.39%	27.91%
9am-12noon	21.64%	19.13%	20.09%
12noon-4pm	8.49%	7.73%	8.72%
4-6pm	60.4%	56.54%	54.26%
6-7pm	20.09%	18.6%	18.3%
7-7:30pm	2.16%	2.01%	2.1%
7:30-8pm	11.13%	10.71%	11.16%
8-11pm	10.48%	9.45%	9.32%
11pm-12am	33.59%	31.4%	32.82%
11pm-1am	41.23%	41.85%	41.68%
1-6am	38.92%	34.92%	34.86%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	24%	22.31%	21.5%
Sat: 10am-1pm	9.68%	8.27%	9.22%
Sat: 1-4pm	26.18%	23.78%	24.9%
Sat: 4-6pm	7.93%	7.15%	7.82%
Sat: 6-7pm	2.86%	2.24%	2.16%
Sat: 7-8pm	1.48%	1.22%	1.35%
Sat: 8-11pm	8.07%	7.2%	8.11%
Sat: 11pm-1am	6.15%	5.27%	6.02%
Sat: 1am-7pm	29.08%	26.32%	24.96%
Sun: 7-10am	2.08%	2.73%	2.4%
Sun: 10am-1pm	6.06%	5.85%	6%
Sun: 1-4pm	7.3%	7.64%	6.82%
Sun: 4-7pm	12.91%	12.38%	13.15%
Sun: 7-11pm	10.84%	11.54%	10.77%
Sun: 11pm-1am	5.06%	5.41%	5.79%
Sun: 1-7am	22.9%	22.88%	22.62%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
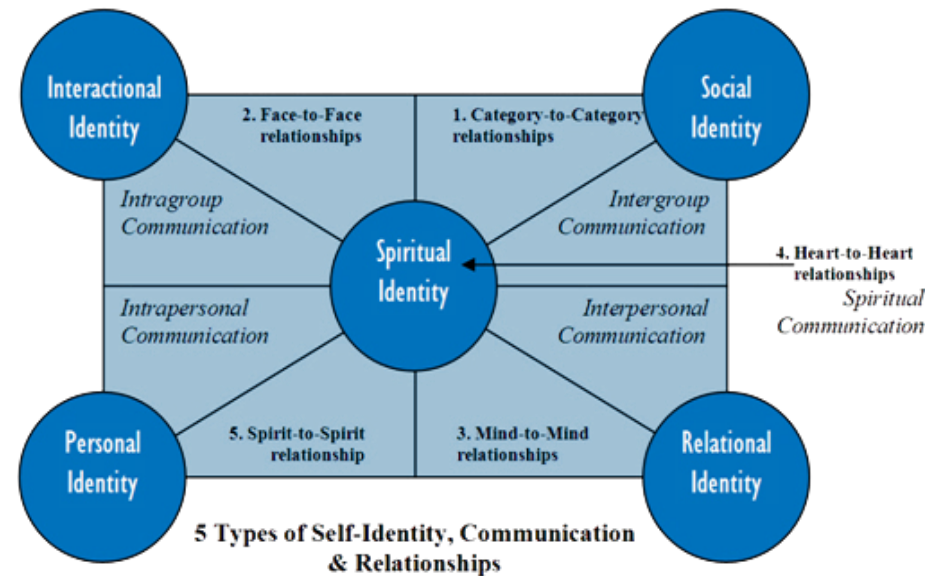*2nd Timothy 2:2*

Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.


5 Types of Self-Identity, Communication & Relationships

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Your MissionSite and the Missional Suite

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

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

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

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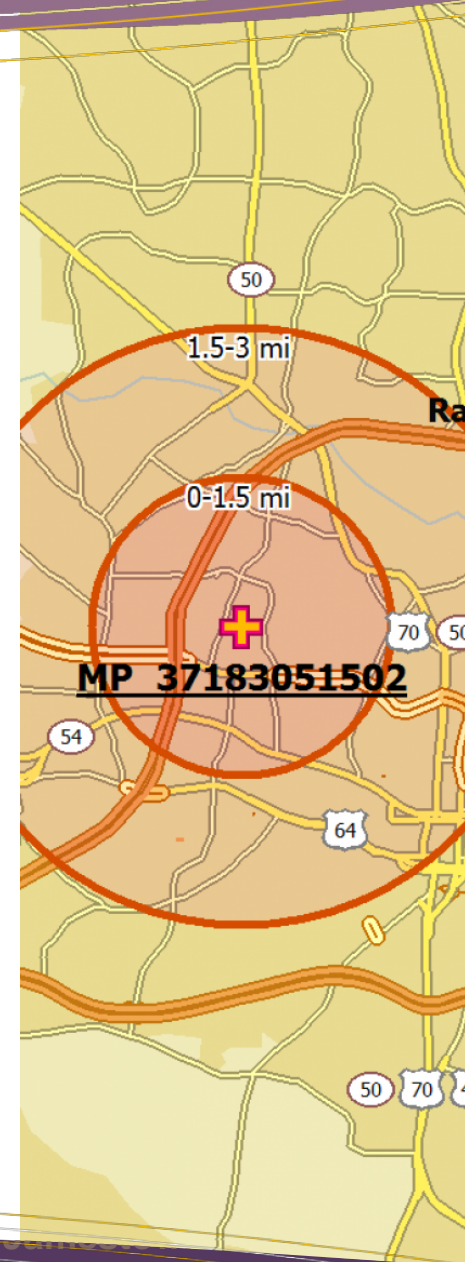
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	0.46 mi	126	Declining
2	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	1.39 mi	747	Declining
3	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	1.39 mi	65	Insufficient Data
4	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	1.50 mi	82	Plateauing
5	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	1.60 mi	61	Declining
6	Iglesia Bautista Nueva Esperanza - Raleig	3500 Edwards Mill Rd Raleigh, NC 27612	1.60 mi	0	Insufficient Data
7	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	1.88 mi	513	Plateauing
8	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	1.99 mi	90	Declining
9	The Revolution	209 Oberlin Rd Raleigh, NC 27605	2.11 mi	0	Insufficient Data
10	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	2.56 mi	0	Insufficient Data
11	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	2.66 mi	219	Declining
12	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	2.90 mi	47	Plateauing
13	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	2.92 mi	0	Insufficient Data
14	Vintage21	117 S West St Raleigh, NC 27601	3.03 mi	0	Insufficient Data
15	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.18 mi	26	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.18 mi	493	Plateauing
17	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	3.26 mi	191	Declining
18	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	3.34 mi	120	Plateauing
19	Providence - Raleigh	6339 Glenwood Ave Raleigh, NC 27612	3.38 mi	0	Insufficient Data
20	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	3.46 mi	136	Insufficient Data
21	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	3.52 mi	930	Growing
22	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	3.52 mi	0	Insufficient Data
23	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	3.91 mi	242	Plateauing
24	Creedmoor Road - Raleigh	6001 Creedmoor Rd Raleigh, NC 27612	3.95 mi	95	Plateauing
25	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	3.96 mi	67	Declining
26	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	4.02 mi	42	Insufficient Data
27	International Community - Raleigh	1215 Jones Franklin Rd Ste 204 Raleigh, NC 27606	4.09 mi	0	Insufficient Data
28	Concord Community	504 Meredith Anne Ct Apt 202 Raleigh, NC 27606	4.10 mi	0	Insufficient Data
29	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	4.76 mi	0	Insufficient Data
30	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	4.76 mi	0	Insufficient Data
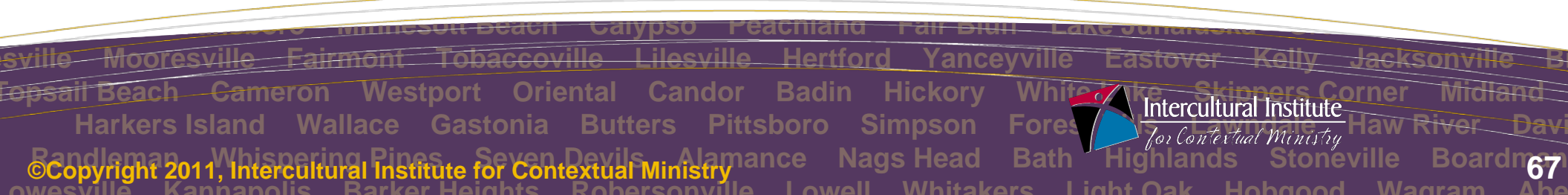
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Carolina Pines - Raleigh	2655 S Saunders St Raleigh, NC 27603	4.86 mi	51	Plateauing
32	North Cary - Cary	505 Reedy Creek Rd Cary, NC 27513	4.93 mi	113	Plateauing
33	Reedy Creek - Cary	1524 N Harrison Ave Cary, NC 27513	5.04 mi	51	Declining
34	Christ - Raleigh	400 Newton Rd Raleigh, NC 27615	5.09 mi	365	Insufficient Data
35	Greystone - Raleigh	7509 Lead Mine Rd Raleigh, NC 27615	5.16 mi	369	Plateauing
36	Lifezone Church Cary	6200 Daybrook Cir Apt 302 Raleigh, NC 27606	5.27 mi	0	Insufficient Data
37	Hope Community Church	821 Buck Jones Rd Raleigh, NC 27606	5.27 mi	2,400	Insufficient Data
38	Vision International Church	3670 Bastion Ln Raleigh, NC 27604	5.64 mi	0	Insufficient Data
39	Cross Culture Church	8409 Leesville Rd Raleigh, NC 27613	5.70 mi	175	Insufficient Data
40	Inwood - Raleigh	3700 Lake Wheeler Rd Raleigh, NC 27603	5.77 mi	110	Declining
41	Cary First - Cary	218 S Academy St Cary, NC 27511	5.87 mi	588	Plateauing
42	Mount Vernon - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	6.02 mi	749	Plateauing
43	Raleigh Korean - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	6.02 mi	150	Insufficient Data
44	Slavic	202 Longbridge Dr Cary, NC 27518	6.12 mi	0	Insufficient Data
45	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	6.29 mi	0	Insufficient Data

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