

MissionSite

top unreached locations



RALEIGH, NC

CENSUS TRACT: 37183052404

REGION: Region 4: Triangle

COUNTY: Wake

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



Intercultural Institute
for Contextual Ministry



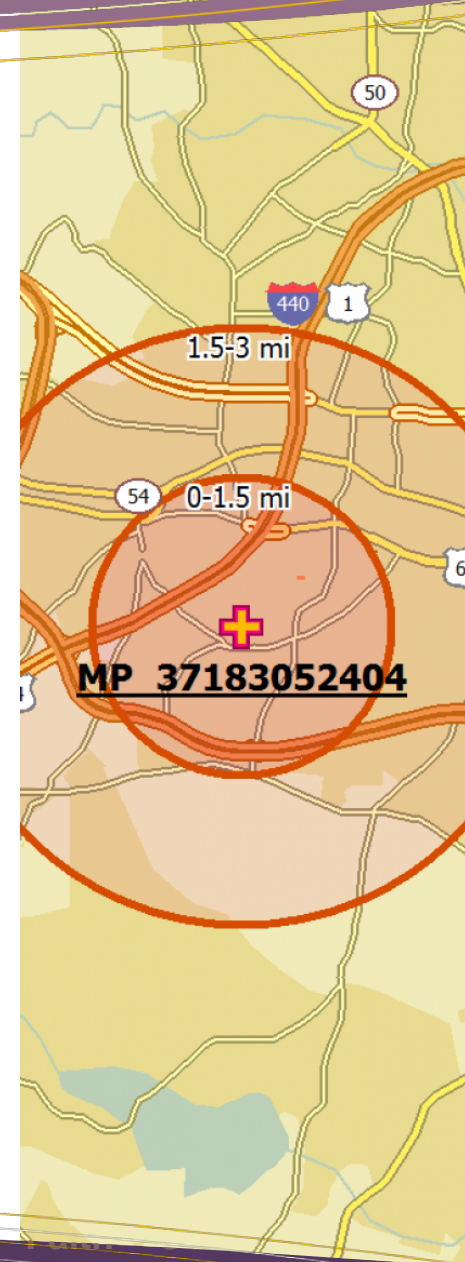
MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

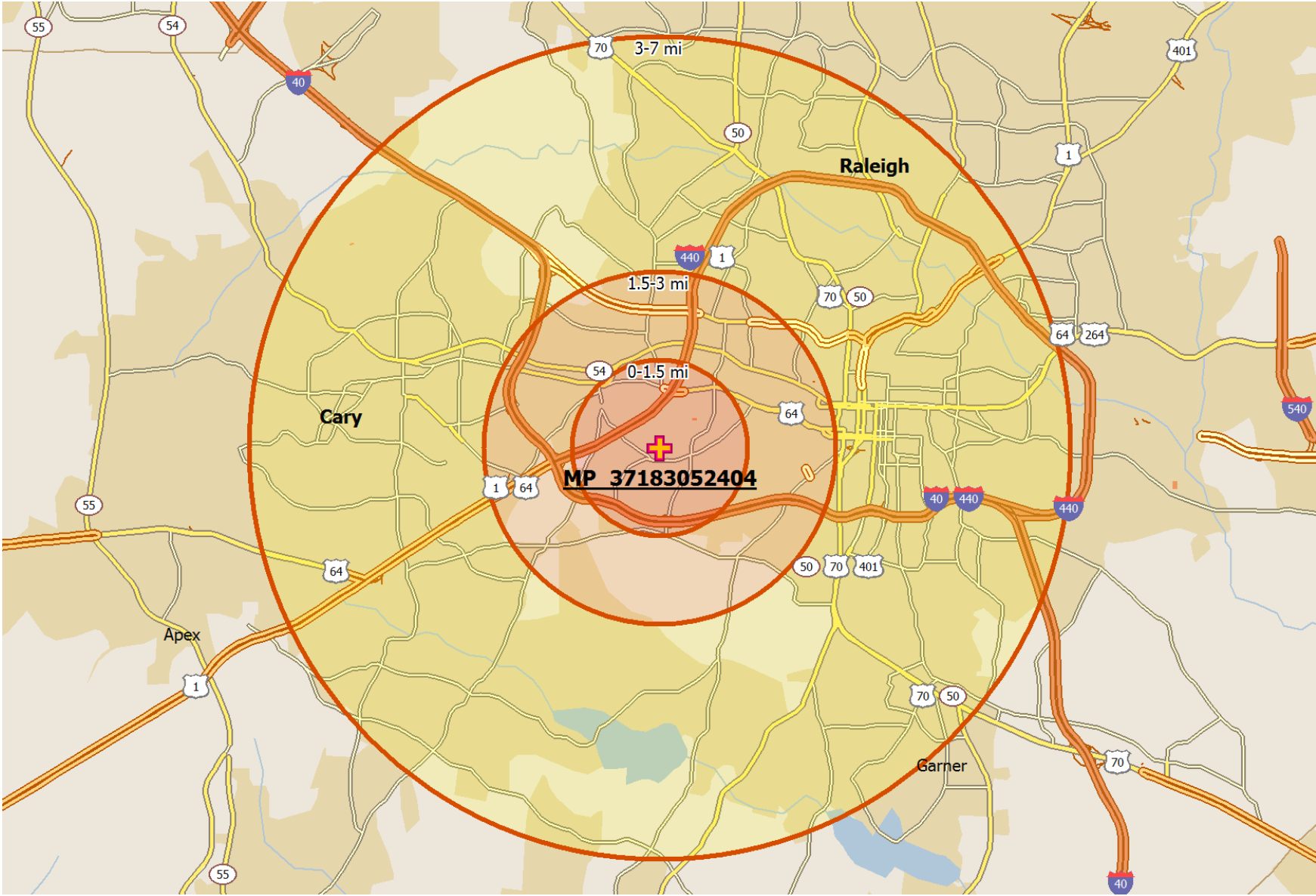
Site Location Summary

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	27606	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	M	100000-1000000-250000



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

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	27,505	52,491	254,820
2010 Households	11,521	17,664	97,071
2010 Group Quarters Population	678	11,031	7,206

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	59	66	64
Language Diversity National Index	69	59	58
Foreign Born Diversity National Index	60	59	72
Ancestry Diversity National Index	53	51	64
Racial Diversity National Index	70	69	61



Site Location Summary - County Environment

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

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

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,043	9.05%
Mainstay Communities	Established, Diverse Households	269	2.33%
Working Communities	Blue-collar, Working Families	1,810	15.71%
Country Communities	Rural, Agri. & Mining Families	3	0.03%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,028	26.28%
Urban Communities	High Density, Inner-city Neighborhoods	5,368	46.59%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

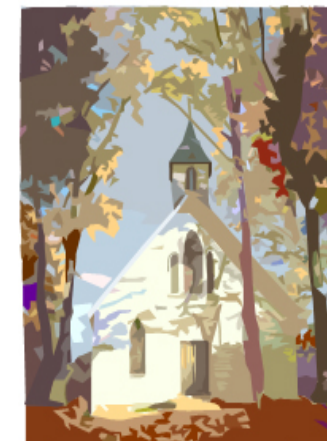
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	8,840	3.65%
Unreached %	71.13%	76.73%	107.88
Religious But NOT Evangelical HH	59,956	1,631	2.72%
Religious But NOT Evangelical %	17.62%	14.15%	80.31
Spiritual But NOT Relig or Evang HH	40,864	2,018	4.94%
Spiritual But NOT Relig or Evang %	12.01%	17.51%	145.8
Not Evangelical, Not Interested HH	141,348	5,200	3.68%
Not Evangelical, Not Interested %	41.55%	45.14%	108.64



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	11	6.88%
Active BCNC Attenders	28,074	3,616	12.88%
Active Evangelical Households	36,953	2,714	7.35%
Active Evangelical Percent	10.86%	9.30%	85.63
Inactive Evangelical Households	61,276	4,501	7.35%
Inactive Evangelical Percent	18.01%	15.42%	85.63
# New Churches Needed	10	4	35.52%



Using the Spirituality Indicators

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

Issues for Your Consideration

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



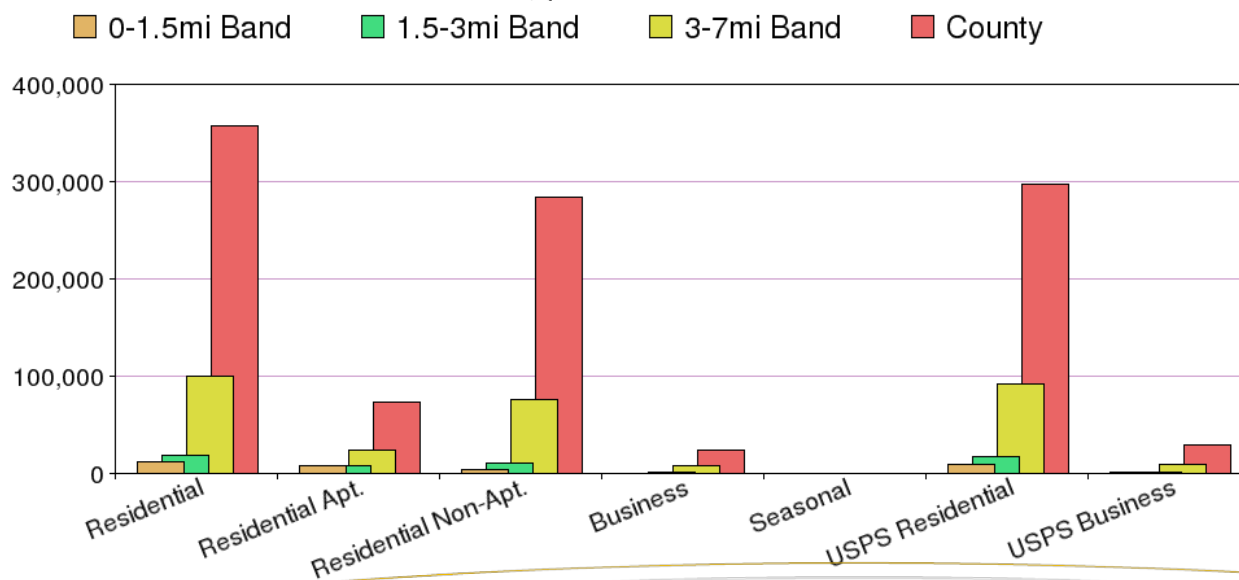
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	19,145	4.52%
2000 Population	627,846	21,533	3.43%
2010 Population	929,938	27,505	2.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	8,618	5.2%
2000 Households	242,040	9,747	4.03%
2010 Households	340,227	11,521	3.39%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	12,446
Residential Apt.	8,182
Residential Non-Apt.	4,264
Business	566
Seasonal	0
USPS Residential	9,951
USPS Business	762

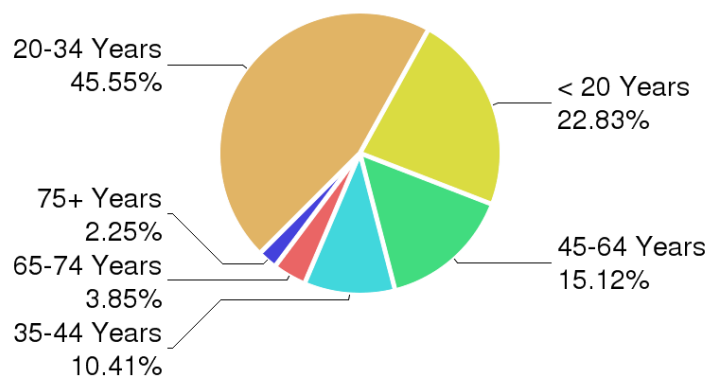
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	4.42%	73.79
4-5 Years	3.05%	1.69%	55.41
6-8 Years	4.59%	2.56%	55.77
9-11 Years	4.39%	2.52%	57.4
12-13 Years	2.83%	1.65%	58.3
14-17 Years	5.45%	5.82%	106.79
18-19 Years	2.64%	4.18%	158.33
0-5 Years	9.03%	6.11%	67.66
6-12 Years	10.39%	5.92%	56.98
13-19 Years	9.5%	10.81%	113.79
< 20 Years	28.92%	22.84%	78.98
20-34 Years	21.22%	45.56%	214.7
35-44 Years	16.2%	10.41%	64.26
45-64 Years	24.62%	15.12%	61.41
65-74 Years	5.28%	3.85%	72.92
75+ Years	3.75%	2.25%	60
Median Age	35	30	86.76
Median Age (Male)	34	30	86.96
Median Age (Female)	36	31	87.58

Age Group Percentages

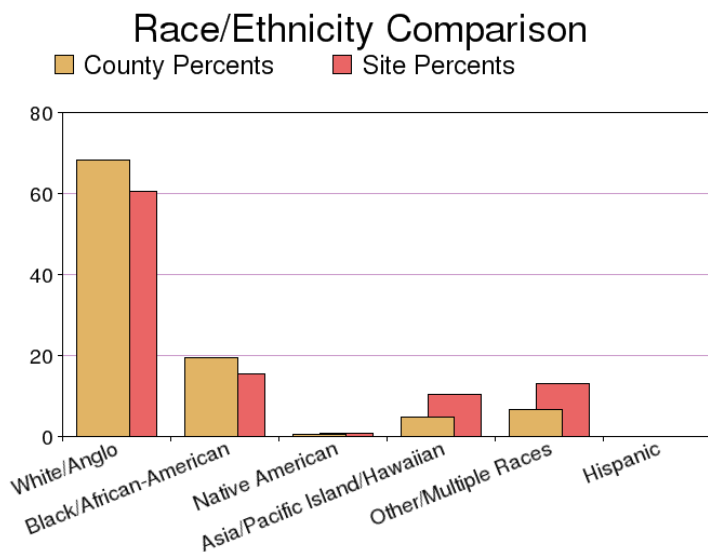


Current Demographic Summary

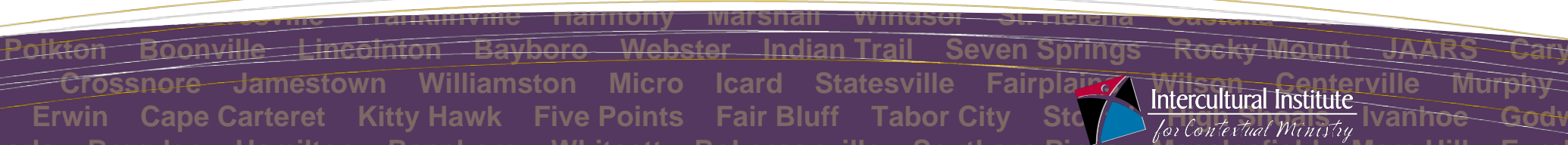
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	60.45%	88.54
Black, African-American	19.55%	15.37%	78.62
Native American	0.53%	0.74%	138.94
Asian	4.76%	10.09%	212.03
Pacific Island, Hawaiian	0.1%	0.19%	188.64
Other/Multiple Races	6.78%	13.16%	194.18
Hispanic	0%	19.44%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	13,995	
Less than 9th Grade	3.75%	7.7%	48.74
No High School Diploma	4.75%	4.83%	98.32
High School Graduate	18.57%	15.22%	122.02
Some College, no degree	17.49%	15.52%	112.69
Associate Degree	8.03%	7.05%	114
College Degree	31.01%	29.32%	105.76
Graduate/Prof. degree	16.39%	20.36%	80.5



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%	10.19%	306.54
\$10,000 to \$19,999	7.43%	15.99%	215.2
\$20,000 to \$29,999	8.39%	13.49%	160.74
\$30,000 to \$49,999	18.44%	28.17%	152.75
\$50,000 to \$59,999	7.86%	7.33%	93.35
\$60,000 to \$69,999	7.2%	4.52%	62.81
\$70,000 to \$79,999	6.67%	4.01%	60.11
\$80,000 to \$89,999	5.72%	3.45%	60.43
\$90,000 to \$99,999	4.5%	2.45%	54.45
\$100,000 to \$124,999	10.47%	5.07%	48.42
\$125,000 to \$149,999	6.58%	2.35%	35.73
\$150,000 to \$199,999	6.77%	1.93%	28.44
\$200,000 to \$249,999	2.34%	0.47%	20.02
\$250,000 or more	3.41%	0.56%	16.29
Median Household	64,788	36,781	56.77
Average Household	86,936	50,693	58.31
Per Capita Household	32,484	21,317	65.62
Family/Non-Family Household Income			
Median Family Income	82,410	56,857	68.99
Average Family Income	106,198	73,298	69.02
Median Non-Family Income	41,592	29,768	71.57
Average Non-Family Income	51,440	36,585	71.12

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	64.82%	32.16%	49.61
Families with Children	35.7%	15.12%	42.36
Families without Children	29.13%	17.04%	58.5
Non-Family Households			
% Non-Family Households	35.18%	67.84%	192.86
Non-Families with Children	0.15	0.1	64.45
Non-Families without Children	35.03	67.75	193.4
Housing Units			
			Index
Total Housing Units	371,722	12,543	
Vacant percent	8.47%	8.16%	96.26
Owned percent	61.04%	20.23%	33.14%
Rented Percent	30.49%	71.63%	234.92
Households by Size			
			Index
Avg household size	2.67	2.33	87.27
Avg family hh size	3.41	3.21	94.13
Avg non-family hh size	1.31	1.91	145.8
Households By Count of Persons			
			Percent
One	99,248	5,131	5.17%
Two	86,994	2,929	3.37%
Three or Four	115,039	2,650	2.3%
Five+	38,946	811	2.08%

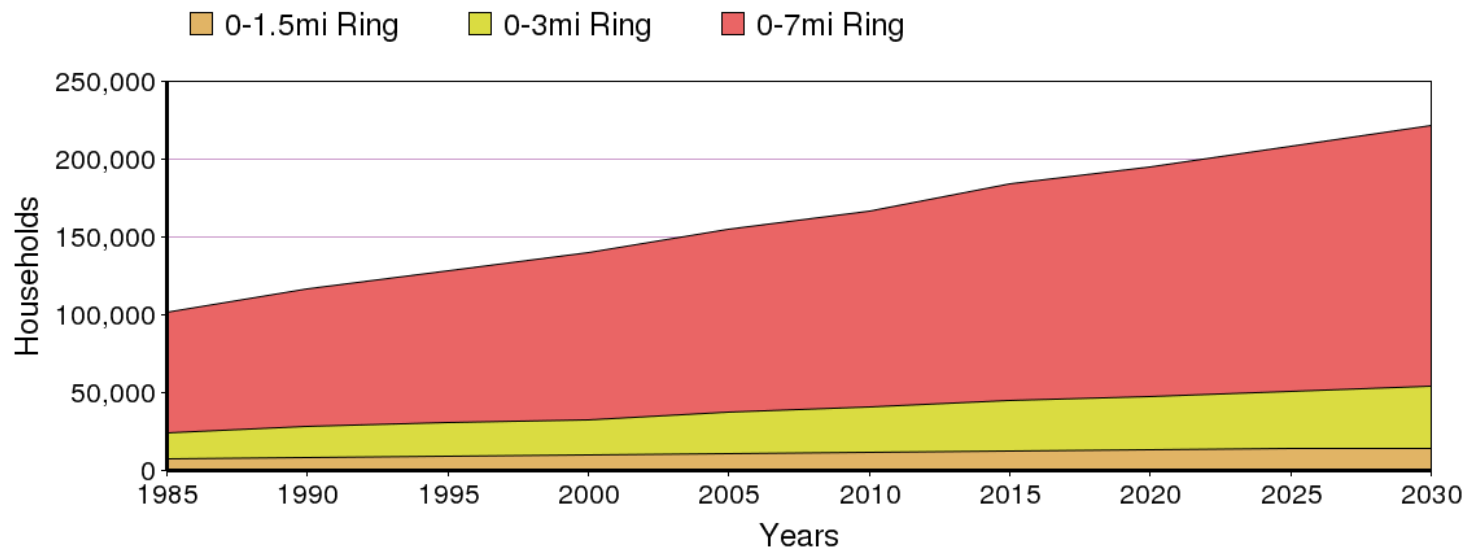
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	19,145	4.52%
2000 Population	627,846	21,533	3.43%
2010 Population	929,938	27,505	2.96%
2015 Population	1,093,517	30,333	2.77%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	8,618	5.2%
2000 Households	242,040	9,747	4.03%
2010 Households	340,227	11,521	3.39%
2015 Households	388,249	12,369	3.19%

Household Change from 1985 to 2030



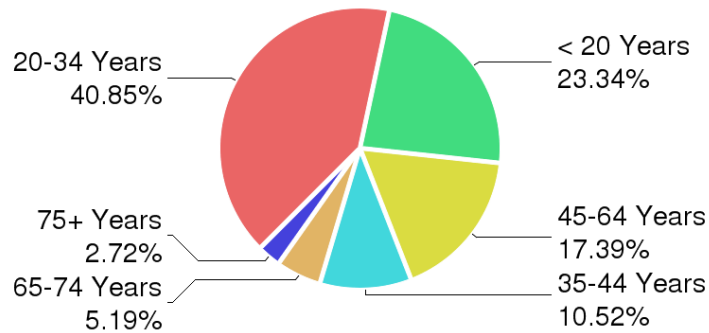
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.42%	4.05%	91.63
4-5 Years	1.69%	1.74%	102.96
6-8 Years	2.56%	2.6%	101.56
9-11 Years	2.52%	2.68%	106.35
12-13 Years	1.65%	1.88%	113.94
14-17 Years	5.82%	6.14%	105.5
18-19 Years	4.18%	4.26%	101.91
0-5 Years	6.11%	5.79%	94.76
6-12 Years	5.92%	6.23%	105.24
13-19 Years	10.81%	11.32%	104.72
< 20 Years	22.84%	23.34%	102.19
20-34 Years	45.56%	40.86%	89.68
35-44 Years	10.41%	10.52%	101.06
45-64 Years	15.12%	17.39%	115.01
65-74 Years	3.85%	5.19%	134.81
75+ Years	2.25%	2.72%	120.89
Median Age	35	31	89.74
Median Age (Male)	34	31	89.48
Median Age (Female)	36	32	90.92

Projected Age Group Percentages

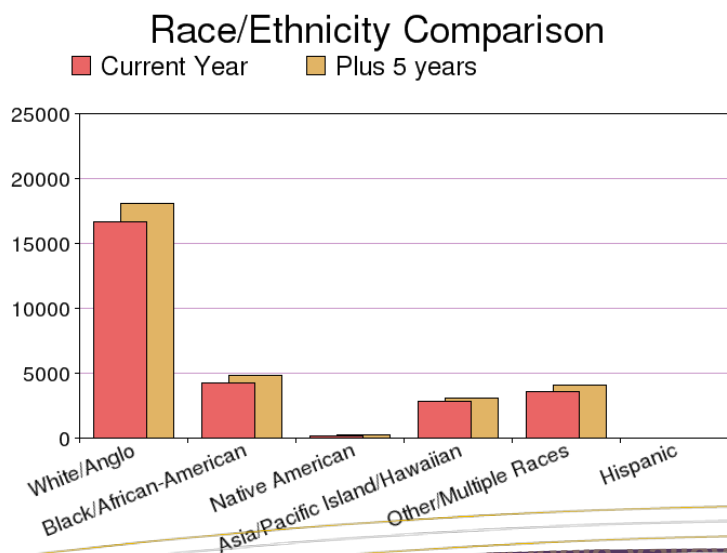


Projected Demographic Summary

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

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

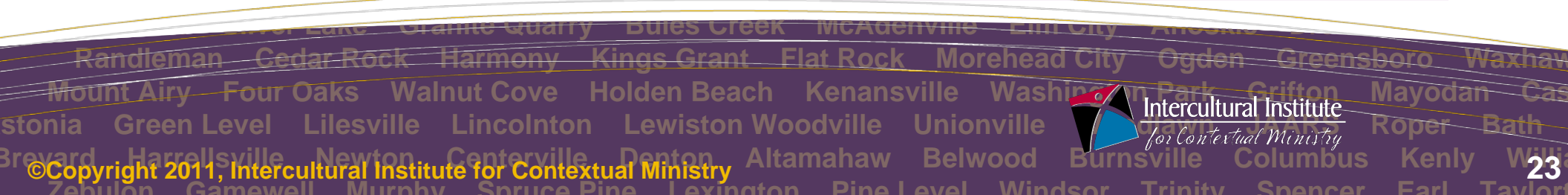
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	60.45%	59.63%	98.64
Black, African-American	15.37%	15.91%	103.51
Native American	0.74%	0.76%	103.12
Asian	10.09%	9.93%	98.42
Pacific Island, Hawaiian	0.19%	0.24%	125.55
Other/Multiple Races	13.16%	13.53%	102.78
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,995	15,767	
Less than 9th Grade	7.7%	7.32%	95.11
No High School Diploma	4.83%	3.98%	82.33
High School Graduate	15.22%	15.69%	103.1
Some College, no degree	15.52%	14.59%	94.03
Associate Degree	7.05%	7.34%	104.25
College Degree	29.32%	29.83%	101.74
Graduate/Prof. degree	20.36%	21.24%	104.3



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.19%	9.53%	93.54
\$10,000 to \$19,999	15.99%	16.02%	100.22
\$20,000 to \$29,999	13.49%	12.94%	95.9
\$30,000 to \$49,999	28.17%	27.63%	98.05
\$50,000 to \$59,999	7.33%	7.13%	97.22
\$60,000 to \$69,999	4.52%	4.28%	94.57
\$70,000 to \$79,999	4.01%	4.31%	102.02
\$80,000 to \$89,999	3.45%	3.57%	99.23
\$90,000 to \$99,999	2.45%	2.43%	99.42
\$100,000 to \$249,999	5.07%	5.68%	112.12
\$125,000 to \$149,999	2.35%	2.76%	117.2
\$150,000 to \$199,999	1.93%	2.39%	124.19
\$200,000 to \$249,999	0.47%	0.55%	117.29
\$250,000 or more	0.56%	0.69%	123.71
Median Household	36,781	38,389	104.37
Average Household	50,693	54,415	107.34
Per Capita Household	21,317	22,272	104.48
Family/Non-Family Household Income			
Median Family Income	56,857	61,187	107.62
Average Family Income	73,298	80,807	110.24
Median Non-Family Income	29,768	30,823	103.54
Average Non-Family Income	36,585	38,466	105.14



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	32.16%	32%	99.5
Families with Children	15.12	15.05	99.51
Families without Children	17.04	17.92	105.15
Non-Family Households			
% Non-Family Households	67.84%	68%	100.23
Non-Families with Children	0.1	0.07	100.23
Non-Families without Children	67.75	67.93	100.27
Housing Units			
Total Housing Units	12,543	13,472	107.41%
Vacant percent	8.16%	8.19%	100.39
Owned percent	20.23%	20.38%	100.74
Rented Percent	71.63%	71.44%	99.74
Households by Size			
Avg household size	2.33	2.40	103%
Avg family hh size	3.21	3.37	104.98%
Avg non-family hh size	1.91	1.94	101.57%
Households By Count of Persons			
One	5,131	6,016	117.25%
Two	2,929	2,562	87.47%
Three or Four	2,650	2,812	106.11%
Five+	811	980	120.84%



Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	3,419	5,183	24,608
Northern Europe	91	227	1,240
Western Europe	95	137	1,180
Southern Europe	16	43	276
Eastern Europe	126	134	1,066
Other Europe	0	0	0
Eastern Asia	555	568	2,492
So. Central Asia	532	519	2,726
SE Asia	273	283	1,447
Western Asia	208	225	684
Other Asia	43	44	59

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	153	113	430
Middle Africa	0	15	285
Northern Africa	37	127	529
Southern Africa	7	10	292
Western Africa	92	170	825
Other Africa	4	12	144
Oceania	0	27	136
Caribbean	18	80	835
Central Amer.	862	2,185	8,247
South America	205	177	697
North America	102	87	1,018
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	19,179	29,786	178,005
Spanish	1,629	3,057	13,603
Other Indo-Euro language	1,026	1,117	7,306
French (incl. Patois, Cajun)	190	366	1,708
French Creole	0	14	147
Italian	17	53	328
Portuguese	27	4	236
German	146	125	946
Yiddish	0	0	14
Other West Germanic	26	17	264
A Scandinavian Language	17	29	261
Greek	20	8	272
Russian	93	66	313
Polish	44	36	234
Serbo-Croatian	3	4	98
Other Slavic Language	5	26	151
Armenian	0	0	0
Persian	15	29	369
Gujarathi	123	105	584
Hindi	160	96	550
Urdu	92	68	190

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	32	182
Asian/PI languages	0	0	0
Chinese	393	406	2,048
Japanese	104	81	249
Korean	201	152	610
Mon-Khmer, Cambodian	29	21	86
Miao, Hmong	15	0	29
Thai	60	19	73
Laotian	20	0	39
Vietnamese	107	152	781
Other Asian	273	175	699
Tagalog	23	43	233
Other Pacific Is	37	31	63
Other languages	426	1,004	2,281
Navajo	0	0	0
Other Native N. American	0	15	16
Hungarian	0	24	62
Arabic	184	653	1,073
Hebrew	0	17	86
African languages	242	269	922
Other unspecified	0	26	122

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	18,460	29,005	181,252
Arab	338	554	1,483
Armenian	0	11	78
Austrian	50	62	286
British	125	374	1,795
Canadian	72	46	666
Croatian	3	26	185
Czech	45	63	309
Czechoslovak	8	26	214
Danish	29	97	498
Dutch	91	203	1,392
English	1,936	3,581	21,751
European	352	514	3,081
Finnish	11	66	280
French (not Basque)	255	411	3,140
French Canadian	57	187	799
German	1,923	2,440	17,002
Greek	45	64	652
Hungarian	31	67	512
Iranian	25	47	247

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,494	2,156	12,671
Italian	741	981	6,700
Lithuanian	39	21	216
Norwegian	98	175	1,197
Polish	312	392	2,998
Portuguese	47	32	173
Romanian	0	26	234
Russian	132	179	1,234
Scandinavian	10	15	179
Scotch-Irish	675	1,204	5,985
Scottish	472	899	4,693
Slovak	26	4	241
Subsaharan African	381	505	2,997
Swedish	99	188	1,383
Swiss	60	46	220
Ukrainian	19	17	393
US/American	1,140	2,687	16,447
Welsh	58	125	962
West Indian	44	105	705
Yugoslavian	3	5	92
Other	7,214	10,405	67,165

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

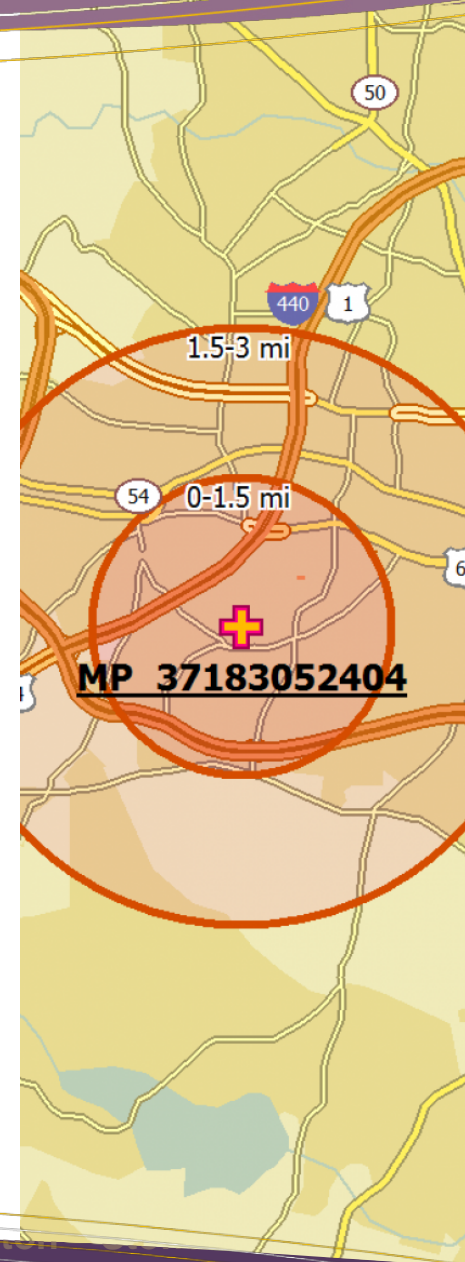
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,521	100%	8,915	100%
AFFLUENT SUBURBIA	9	0.08%	6	0.07%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	9	0.08%	6	0.07%
UPSCALE AMERICA	1,034	8.97%	702	7.87%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	935	8.12%	628	7.04%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	99	0.86%	74	0.83%
SM TWN SUCCESS	43	0.37%	104	1.17%
Successful Urban Sprawl	11	0.1%	74	0.83%
2nd City Homebodies	8	0.07%	8	0.09%
Prime Middle America	0	0%	5	0.06%
Urban Optimists	0	0%	0	0%
Family Convenience	24	0.21%	0	0%
Mid-Market Enterprise	0	0%	17	0.19%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,521	100%	8,915	100%
BLUE COLLAR BACKBONE	5	0.04%	3	0.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	5	0.04%	3	0.03%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	226	1.96%	163	1.83%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	226	1.96%	163	1.83%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,805	15.67%	1,238	13.89%
Steadfast Conservative	1,784	15.48%	1,223	13.72%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	21	0.18%	15	0.17%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



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	11,521	100%	8,915	100%
REMOTE AMERICA	3	0.03%	2	0.02%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	3	0.03%	2	0.02%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	850	7.38%	643	7.21%
Young Cosmopolitans	401	3.48%	314	3.52%
Minority Metro Communities	277	2.4%	205	2.3%
Stable Careers	172	1.49%	124	1.39%
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%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,521	100%	8,915	100%
STRUGGLING SOCIETIES	4,137	35.91%	3,398	38.12%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	75	0.65%	51	0.57%
Struggling city Centers	149	1.29%	101	1.13%
College Town Communities	3,913	33.96%	3,246	36.41%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,231	10.68%	886	9.94%
Unattached Multicultures	24	0.21%	17	0.19%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	206	1.79%	144	1.62%
Urban Diversity	907	7.87%	653	7.32%
New Generation Activists	0	0%	0	0%
Getting By	94	0.82%	72	0.81%
VARYING LIFESTYLES	2,178	18.9%	1,770	19.85%
Military Family Life	0	0%	0	0%
Major University Towns	2,178	18.9%	1,770	19.85%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

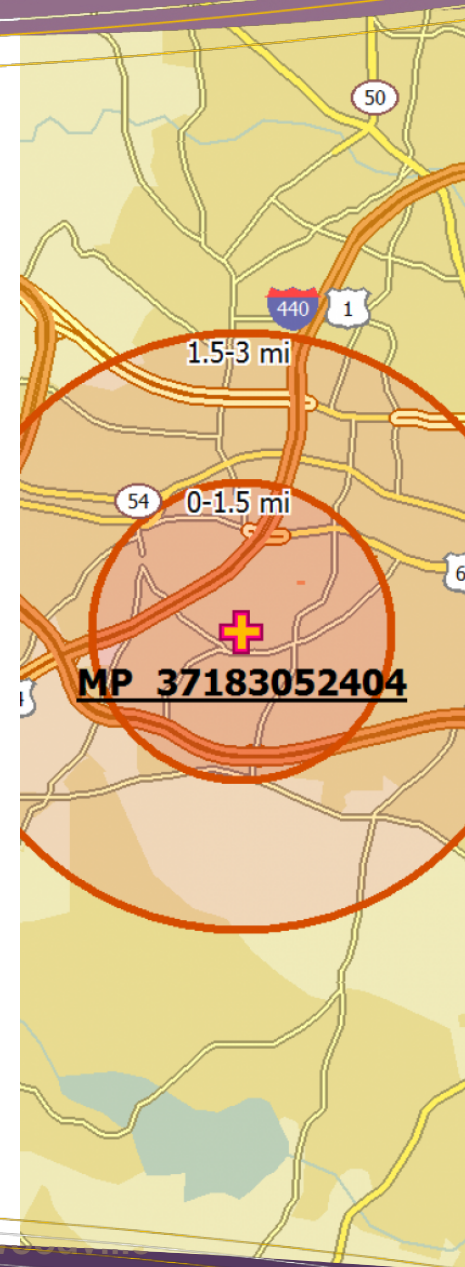
Potential Cultural Bridges

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

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

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

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

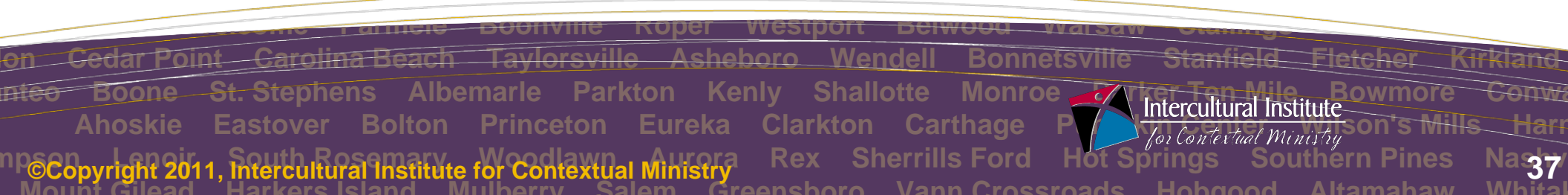


Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	78%	79%	80%
Use Comp. for Internet/E-mail	59%	60%	64%
Internet Use: E-Mail	51%	53%	56%
Use Comp. for Shopping	33%	34%	39%
Use Comp. for Digital Camera Photo Editing	33%	32%	35%
Internet Use: News/ Weather	32%	32%	33%
Use Comp. for Banking	30%	32%	37%
Use Comp. for News/Info./Data Service	29%	27%	28%
Internet Use: Banking	28%	29%	32%
Use Comp. for Comp. Games	28%	32%	38%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Word Processing	27%	34%	44%
Use Comp. for Education	24%	28%	33%
HH Owns DVD Player	23%	27%	32%
PC-Network-HH Has One	19%	21%	23%
Internet Use: Bulletin/ Message Boards	18%	14%	9%
Internet Use: Sports	17%	13%	11%
Internet Use: Yellow Pages	16%	12%	10%
Internet Use: Research/ Education	14%	14%	15%
Use Comp. for Accounting	12%	14%	17%
Internet Use: Play/ Download Online Games	12%	11%	10%



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	68%	69%	70%
Dining Out (Not Fast Food)	65%	62%	61%
Reading Books	64%	62%	59%
Cooking for Fun	45%	43%	40%
Card Games	43%	42%	42%
Go To A Beach/Lake	34%	36%	39%
Board Games	34%	32%	32%
Gardening	30%	30%	31%
Going To	27%	25%	23%
Bars/Nightclubs/Dancing			
Visit Museum	26%	26%	26%

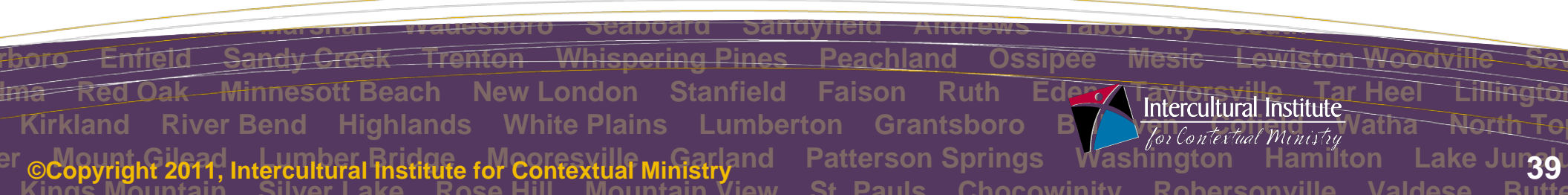
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	68%	68%	66%
Gen./Fam. Practitioner	42%	41%	39%
Dentist	31%	32%	32%
Backache	22%	22%	21%
Eye Dr.	22%	22%	21%
Hypertension/High Blood Pressure	20%	19%	18%
None Of These	20%	20%	21%
High Cholesterol	19%	19%	18%
Any Arthritis	16%	15%	13%
Pharmacist	15%	14%	12%

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	37.42%	36.16%	34.68%
Live Theater	27.25%	26.67%	26.76%
Live Theater Most Often	22.62%	21.54%	21.55%
Rock/Pop Concerts Most Often	22.24%	20.71%	19.71%
Dance Performance	10.2%	11.24%	11.65%
Classical Concerts Most Often	9.57%	9.42%	8.61%
Movies: Action/Adventure	28.9%	34.59%	40.84%
Movies: Comedy	28.09%	34.93%	41.67%
Movies: Romantic Comedy	20.29%	21.52%	23%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Drama	19.06%	21.48%	24.72%
Movies: Mystery	18.18%	18.82%	19.46%
Movies: Horror	17.89%	14.24%	11.32%
College Basketball Reg. Season	6.5%	6.25%	6.16%
MLB Baseball Reg. Season	5.94%	8.34%	10.83%
College Football Reg. Season	5.92%	6.46%	7.9%
NFL Football Reg. Season	4.34%	6.16%	8.29%
MLB Baseball Post-Season	2.23%	2.11%	2.16%
NHL Hockey Reg. Season	2.14%	3.34%	4.4%



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	40.26%	41.58%	43.77%
Swimming	35.07%	33.56%	34.37%
Billiards/Pool	27.84%	23.88%	20.71%
Bowling	21.57%	20.99%	22.02%
Basketball	20.44%	18.13%	16.26%
Golf	20.29%	17.35%	16.05%
Mountain/Road Biking	19.54%	15.89%	14.26%
Jogging/Running	18.35%	18.68%	19.47%
Football	18.08%	14.28%	10.78%
Weight Training	17.15%	18.71%	19.82%
Using Cardio Machine	16.87%	17.39%	17.91%
Freshwater Fishing	13.75%	12.88%	13.13%
Backpacking/Hiking	12.48%	11.55%	11.4%
Baseball	12.16%	11.76%	11.21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Tennis	11.48%	10.64%	9.8%
Soccer	11.47%	10.34%	8.93%
Stationary Cycling	11.35%	12.37%	13.84%
Camping Trips	9.79%	10.04%	11.93%
Yoga	9.5%	9.23%	9.2%
Power Boating	9.29%	8.06%	7.46%
Aerobics	9.25%	10.92%	12.37%
Target Shooting	7.64%	6.87%	6.58%
Ice Skating	7.39%	6.32%	6.02%
Softball	7.23%	7.33%	7.71%
Volleyball	6.99%	7.08%	7.7%
Snorkeling	6.23%	6.08%	5.6%
Rock Climbing	6.15%	5.08%	4.04%
Roller Skating	6.02%	5.82%	6.05%

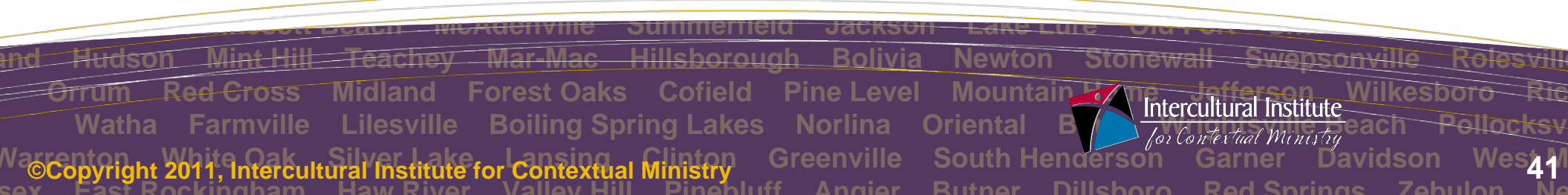


Potential Cultural Bridges

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
Hunting	5.79%	5.48%	5.65%
Downhill & X-Country Skiing	5.64%	5.6%	5.84%
Horseback Riding	5.61%	5.36%	5.17%
Saltwater Fishing	5.13%	5.87%	6.71%
Water Skiing	5.12%	4.53%	4.44%
Jet Skiing	5.07%	4.77%	4.93%
Canoeing/Kayaking	4.94%	5.58%	6.47%
Snowboarding	4.64%	3.86%	3.7%
Sailing	3.87%	3.79%	3.67%
Archery	3.76%	3.14%	3.06%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	3.76%	3.94%	4.82%
Hockey	3.28%	3.28%	3.58%
Racquetball	3.26%	3.53%	4.08%
Martial Arts	3.24%	3.57%	3.9%
Snowmobiling	3.21%	2.85%	2.93%
Auto Racing	3.2%	2.74%	2.63%
Fly Fishing	3.02%	3.11%	3.6%
Surfing & Windsurfing	2.93%	2.97%	3.01%
Skateboarding	2.27%	2.44%	2.79%
Rowing	2.22%	2.2%	2.58%



Potential Cultural Barriers -- Introduction (part 1)

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

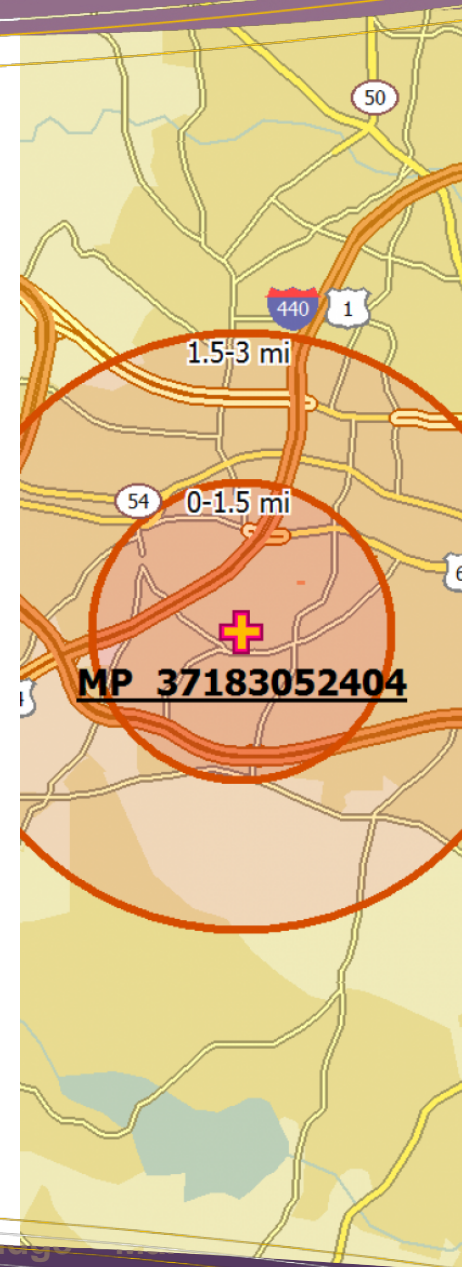
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

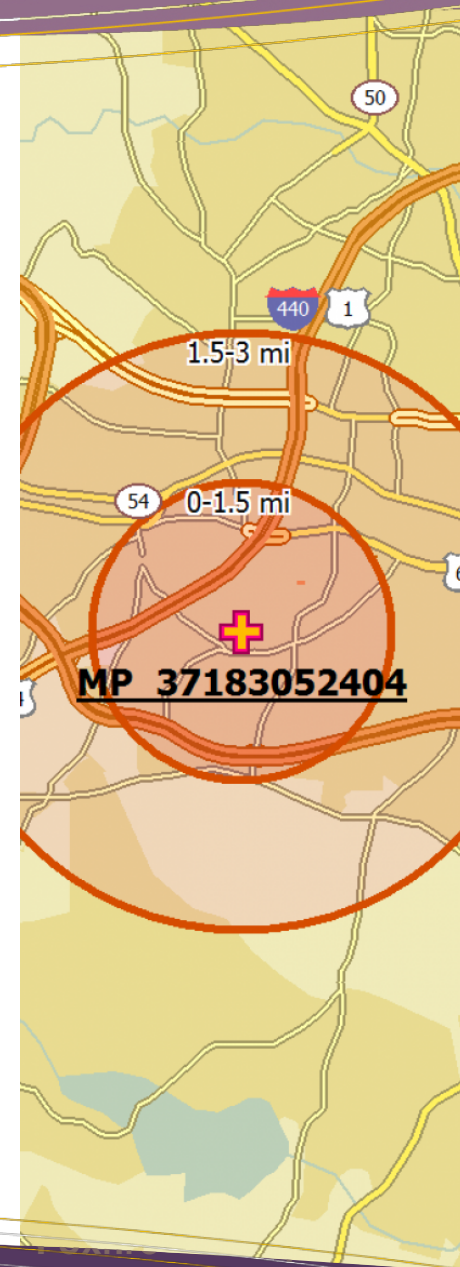
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

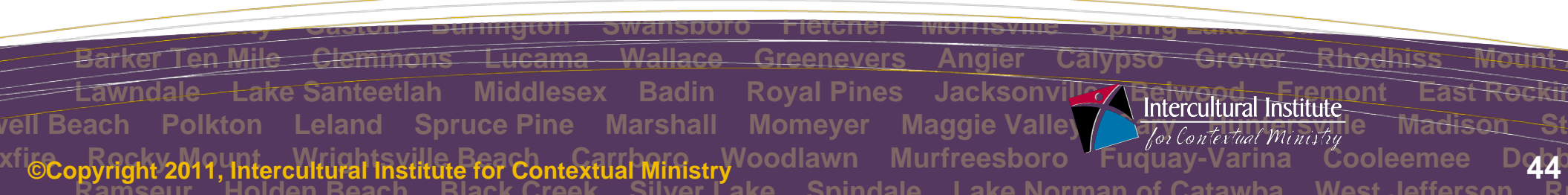


Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	50%	50%
Prefer To Have Few Possessions As Possible	45%	44%	42%
Find It Difficult To Say No To My Kids	39%	38%	38%
If Won Lottery Would Never Work Again	34%	32%	31%
Friends More Important Than My Fam.	34%	32%	30%
Speak My Mind Even If It Upsets People	33%	33%	34%
Don't Judge People/Way They Live Life	32%	31%	29%
Like Control Over People And Resources	31%	31%	32%
Woman's Place Is In The Home	28%	30%	32%
Money Is Best Measure Of Success	27%	27%	26%
Like To Do Unconventional Things	24%	24%	25%
I Am A Workaholic	22%	21%	20%

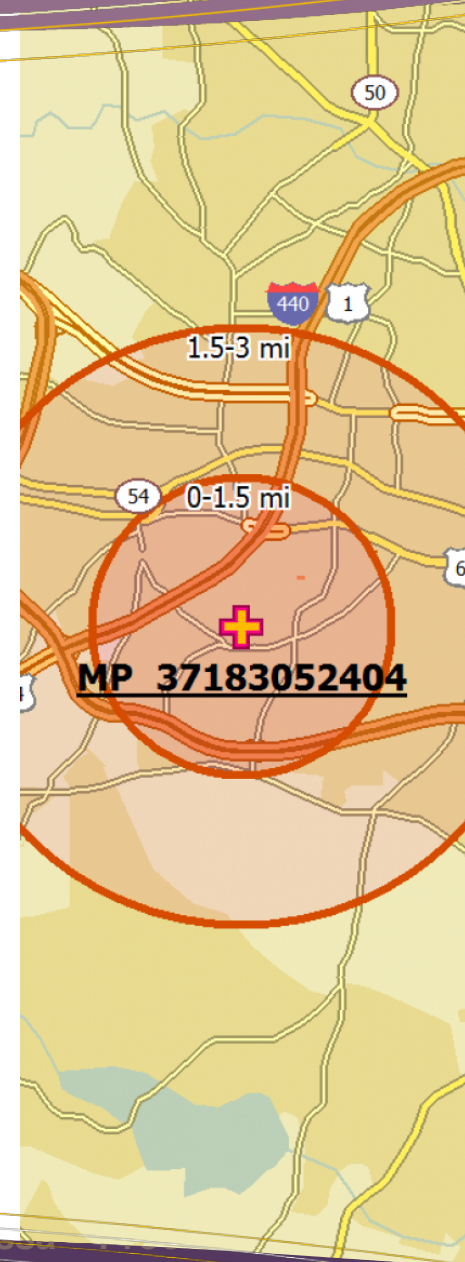
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	21%	21%	22%
Happy With My Standard Of Living	21%	19%	17%
Like to Stand Out In A Crowd	19%	19%	20%
Like To Pursue Challenge/Novelty/Change	19%	19%	20%
Too Much Sponsorship In Arts/Sports	17%	19%	21%
We Should Strive for Equality for All	16%	15%	15%
On Whole People Get What They Deserve	15%	14%	12%
Rarely Sit Down to a Meal Together At Home	14%	15%	15%
I Am A Perfectionist	13%	11%	9%
Only Work Current Job for The Money	12%	13%	13%
Indulge My Kids With The Little Extras	11%	10%	9%
More Important Do Duty Than Enjoy Life	9%	8%	7%



Potential Cultural Themes

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

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

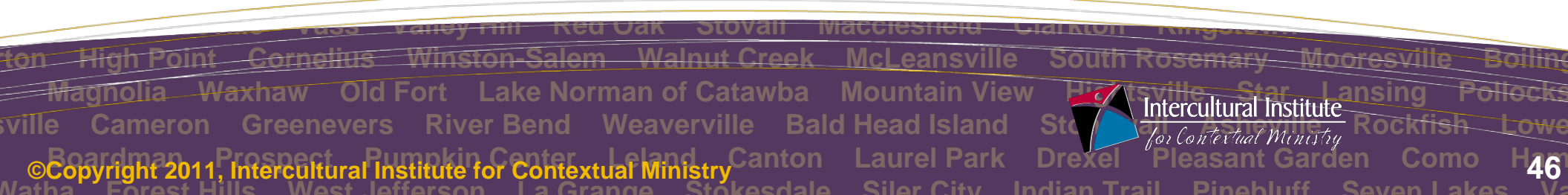


Potential Cultural Themes:

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

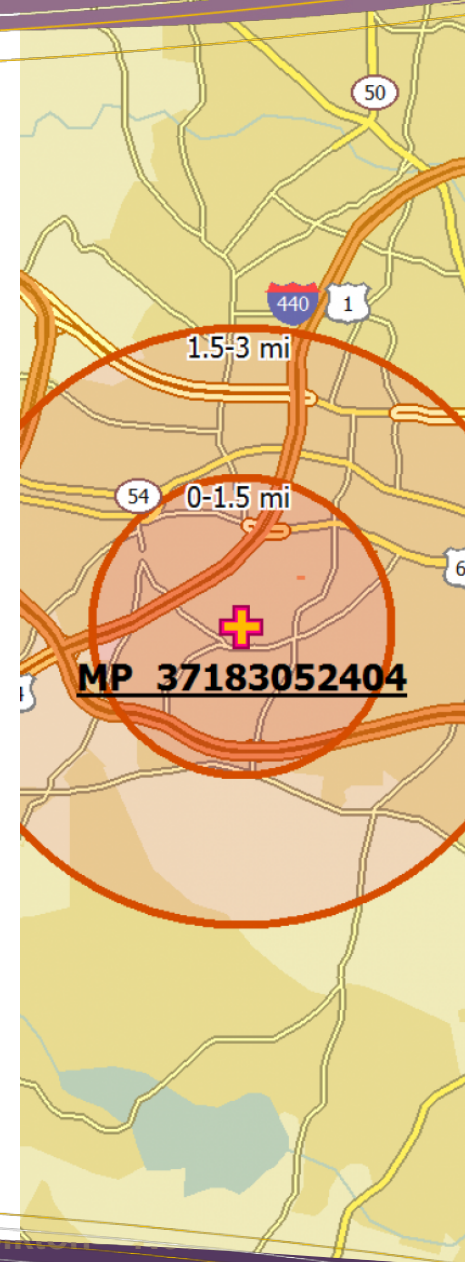
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	58%	58%
Important To Respect Customs And Beliefs	56%	60%	65%
Prefer To Have Few Possessions As Possible	45%	44%	42%
Like To Understand About Nature	42%	41%	40%
Prefer Work Part Of Team Than Alone	39%	36%	33%
Important Feel Respected By My Peers	37%	36%	34%
Good At Fixing Things	35%	31%	28%
Worried About Pollution Caused By Cars	31%	28%	25%
Have Keen Sense Of Adventure	30%	29%	28%
Important To Juggle Various Tasks	29%	31%	30%
Like To Just Enjoy Life	21%	23%	25%
Consider Myself Interested In The Arts	19%	19%	19%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Provide My Kids With The Little Extras	18%	15%	12%
Real Men Don't Cry	16%	18%	17%
People Have To Take Me As They Find Me	15%	20%	25%
Try Not To Worry About The Future	12%	14%	15%
Is An Important Part Of Who I Am	11%	13%	15%
Looking for New Ideas To Improve Home	10%	12%	14%
Children Should Be Allowed To Express Themselves	9%	8%	6%
Enjoy Spending Time With My Fam.	7%	9%	11%
Like Spending Most Time With Fam.	7%	6%	5%
Feel Very Alone In The World	6%	6%	5%
Decor Particular Interest To Me	3%	3%	4%
Would Like To Set Up Own Business	2%	3%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	74.94%	77.01%	80.56%
Fast Food/Drive-In Restaurant-Visit Any	74.66%	77.48%	82.05%
McDonald's	48.01%	50%	53.59%
Applebee's	32.39%	29.34%	28.57%
Subway	28.99%	27.89%	28.46%
Burger King	24.54%	28.97%	34.13%
Wendy's	21.94%	24.88%	28.81%
Kentucky Fried Chicken (KFC)	20.42%	23.05%	25.61%
Taco Bell	20.17%	22.68%	26.02%
Olive Garden	16.16%	18.14%	20.99%
Dairy Queen	15.05%	14%	13.82%
Cracker Barrel	14.79%	13.21%	13.05%

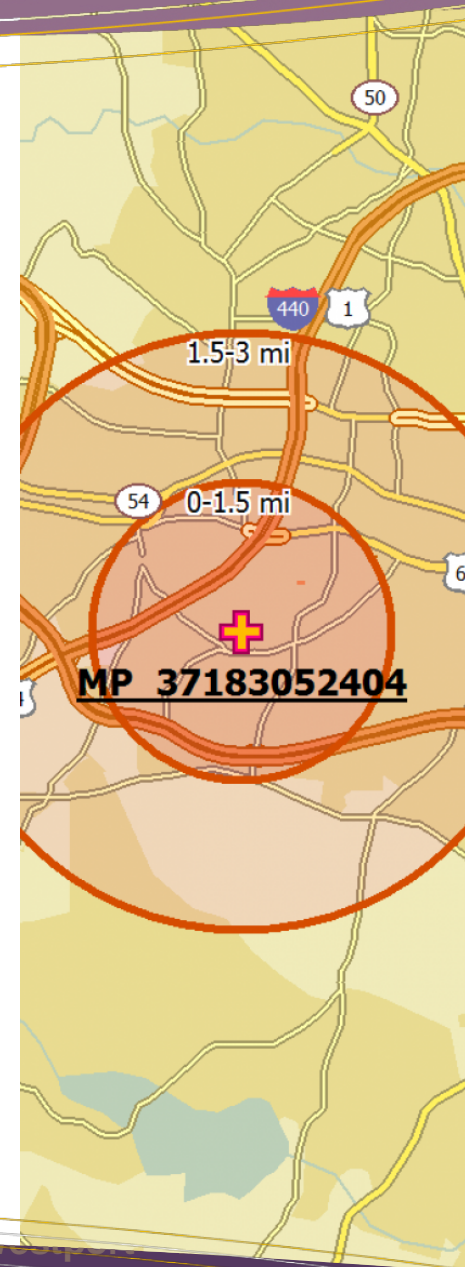
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Arby's	14.76%	16.43%	19.48%
Domino's Pizza	14.71%	14.46%	14.32%
Chili's Grill and Bar	14.39%	15.26%	16.03%
Pizza Hut	14.21%	16.45%	18.93%
Denny's	14.16%	12.8%	12.02%
Starbucks	13.55%	15.58%	17.55%
IHOP (International House Of Pancakes)	13.06%	13.78%	15.24%
Red Lobster	12.58%	14.03%	16.04%
Golden Corral	11.42%	10.25%	9.4%
TGI Friday's	11.4%	13.4%	15.39%
Bennigan's	11.4%	8.43%	6.4%
Fuddrucker's	10.45%	8.09%	6.53%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

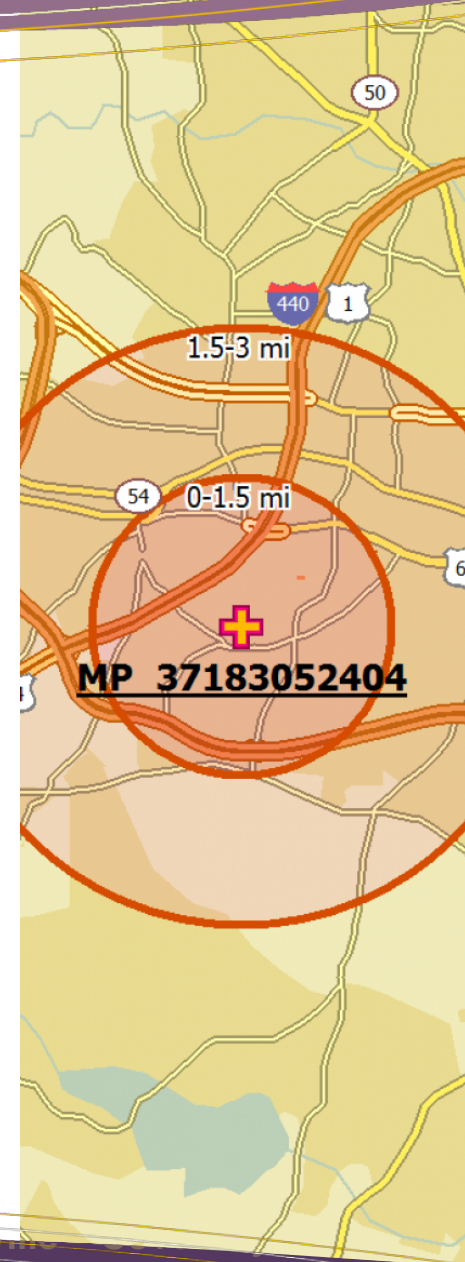
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	39.42%	43.27%	48.08%
Recycled products	31.19%	34.17%	38.02%
Worked as volunteer (non political)	15.35%	16.52%	18.47%
Engaged in fund raising	9.69%	10.44%	11.98%
Religious club member	6.68%	7.28%	7.87%
Wrote to editor of mag or newspaper	6.17%	6.1%	6.22%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	5.65%	5.68%	5.8%
Charitable Organization	5.54%	5.75%	6.16%
Wrote to elected offcl about publ bus	5.01%	5.81%	6.78%
Addressed a public meeting	4.43%	4.74%	5.24%
Partic. in environmental group/causes	4.41%	4.04%	3.57%
Been published	3.99%	3.86%	3.39%

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	17.05%	18.45%	20.28%
Mystery	12.55%	12.71%	13.18%
Children's Books	11.62%	12.74%	14.24%
Cookbooks	9.78%	10.24%	11.08%
Religious (not Bibles)	7.02%	7.88%	8.92%
Personal/Business	6.54%	7.57%	8.52%
Self-help			
Biography	6.23%	7.06%	8.09%
Science Fiction	6.01%	5.24%	4.63%
History	5.76%	6.8%	8.03%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	66.09%	67.26%	70.16%
Distributed			
Gen. Editorial	46.44%	47.84%	49.83%
Womens	44.72%	44.58%	44.7%
Service	32.77%	33.21%	35.25%
Mens	22.12%	21.16%	20.25%
Sports	20.69%	18.76%	17.36%
Music	18.37%	16.01%	13.66%
Business/Finance	17.86%	19.84%	22.65%
Automotive	14.98%	13.29%	12.15%

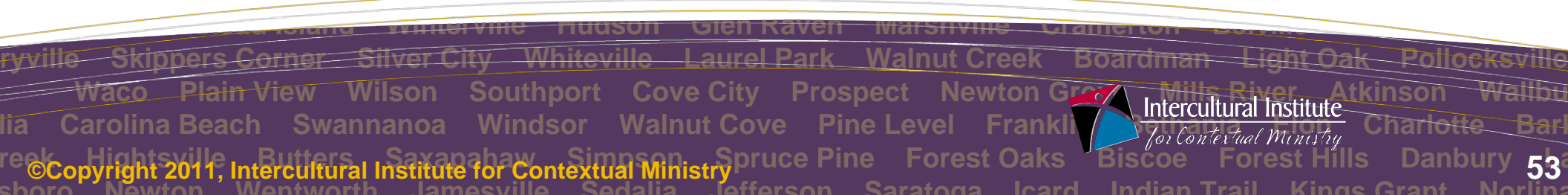
Potential Print & Audio Media Content:

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

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	52.13%	53.32%	55.53%
Classified	36.28%	33.21%	30.67%
Sport	30.45%	31.32%	33.04%
Comics	29.07%	27.55%	26.38%
Business/Finance	28.29%	30.09%	32.68%
Movie Listings & Reviews	27.84%	27.65%	28.15%
Editorial Page	26.96%	28.19%	29.76%
Food/Cooking	23.15%	24.44%	26.09%
TV/Radio Listings	20.25%	21.38%	23.13%
Science/Technology	17.57%	18.49%	19.56%
Travel	17.43%	19.65%	22.39%
Home/Gardening	15.49%	18.27%	21.83%
Fashion	11.69%	13.44%	15.89%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	21.24%	20.27%	19.16%
Country	18%	15.8%	14.42%
Adult Contemporary	17.76%	17.31%	17.69%
Urban Contemporary	14.91%	17.01%	18.75%
Rock	13.52%	12.17%	11.41%
Classic Rock	10.86%	9.73%	9.73%
Alternative	10.11%	10.7%	11.61%
News/Talk	9.53%	11.4%	14.23%
Oldies	9.02%	9.88%	11.12%
Variety	8.59%	9.89%	10.32%
Hispanic	6.27%	6.17%	4.46%
Soft Contemporary	5.13%	5.81%	7.28%
Religious	4.3%	5.13%	6.08%
Jazz	3.92%	5.81%	7.36%
Classical	3.84%	4.48%	5.07%
All Talk	3.52%	4.22%	5.13%
All News	3.39%	5.56%	8.11%
Classic Hits	3.22%	3.41%	3.86%



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	60.92%	62.45%	64.96%
Soapnet	44.58%	48.03%	51.79%
Other Video-On-Demand	40%	39.73%	40.13%
Comedy Central	39.44%	39%	39.93%
Satellite Dish	35.87%	41.91%	50.55%
Adult Swim	34.35%	29.99%	27.85%
MSNBC	31.94%	31.77%	32.97%
BET (Black Entertainment TV)	30.77%	29.15%	27.34%
Sci-Fi Channel	29.4%	32.78%	36.11%
ESPN Classic	29.05%	28.55%	29.43%
ABC Fam.	28.99%	29.4%	30.68%
Encore	26.88%	23.25%	20.86%

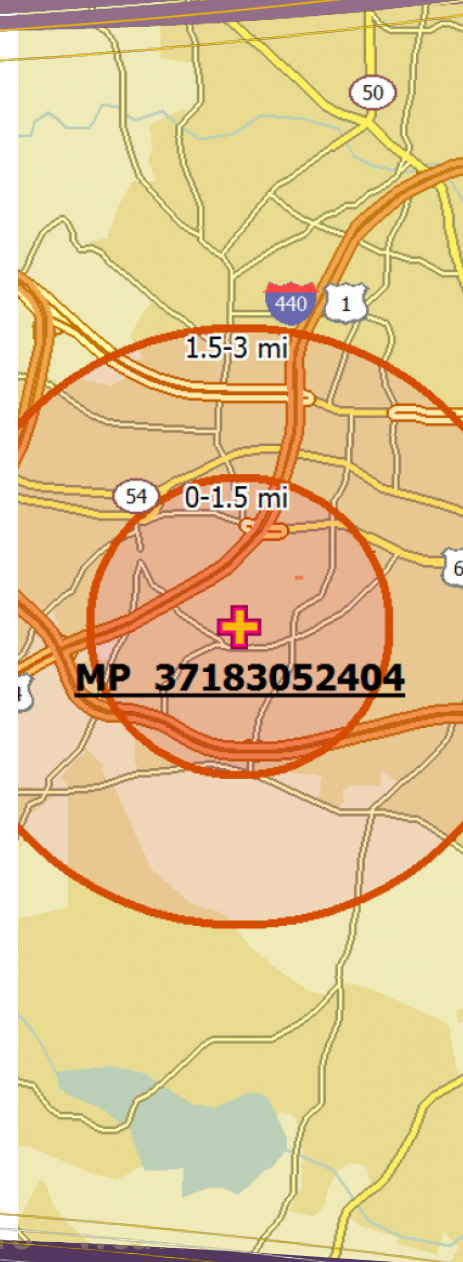
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
The Golf Channel	25.11%	25.74%	26.42%
ESPN2	25%	25.66%	27.73%
ESPN News	24.86%	24.44%	24.53%
TCM (Turner Classic Movies)	24.35%	25.48%	26.61%
Nick At Nite	23.31%	23.43%	24.82%
Adult Pay Per View TV	22.83%	25.61%	29.78%
Hallmark Channel	21.79%	24.55%	27.75%
TV Info From Monthly Cable Guide	21.78%	22.49%	23.99%
TV Info From Sunday TV Magazine	20.19%	24.25%	29.09%
Nickelodeon	20.15%	22.84%	26.49%
TV Info From Newspapers	20.07%	22.69%	26.08%
USA Network	19.91%	22.49%	25.21%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	22.53%	22.53%	22.88%
Medium Users (4-6)	9.16%	9.85%	11.17%
Light Users (1-3)	20.77%	20.65%	21.08%
Quintiles (20%)			
Newspaper I (Heavy)	0.77%	0.84%	0.98%
Newspaper II	1.16%	1.28%	1.5%
Newspaper III	1.91%	2.25%	2.57%
Newspaper IV	0.38%	0.37%	0.35%
Newspaper V (Light)	0.53%	0.67%	0.9%

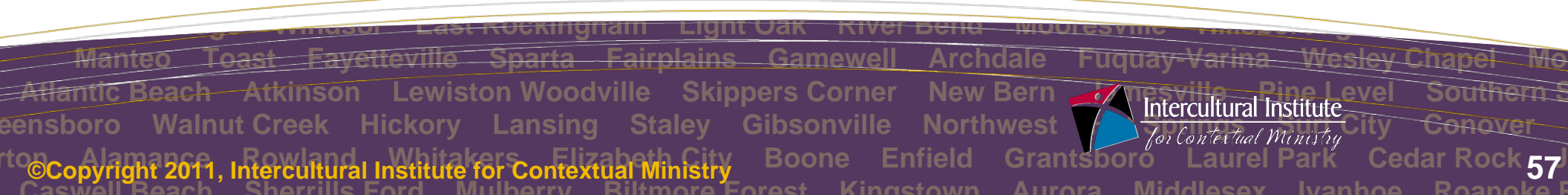
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.71%	19.44%	20.27%
Magazines II	5.58%	7.09%	8.78%
Magazines III	12.83%	11.1%	10.24%
Magazines IV	7.47%	9.35%	11.38%
Magazines V (Light)	0.22%	0.55%	0.74%
Outdoor I (Heavy)	4.44%	6.23%	7.93%
Outdoor II	2.41%	2.64%	3.01%
Outdoor III	2.41%	2.97%	3.64%
Outdoor IV	12.15%	13.73%	15.31%
Outdoor V (Light)	17%	19.54%	22.69%
Yellow Pages I (Heavy)	11.89%	12.8%	13.74%
Yellow Pages II	5.84%	6.66%	7.13%
Yellow Pages III	10.97%	8.78%	6.85%
Yellow Pages IV	22.66%	22.18%	21.24%
Yellow Pages V (Light)	2.87%	3.25%	3.49%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	9.75%	6.43%	3.8%
Drive Time III (Medium)	0.68%	0.74%	0.75%
Radio IV & V (Light)	1.37%	1.88%	2.48%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	5.12%	7.03%	9.18%
Radio III (Medium)	2.46%	3.44%	4.58%
Radio IV & V (Light)	2.6%	3.07%	3.54%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.86%	13.66%	16.28%
Cable III (Medium)	6.64%	5.55%	4.71%
Cable IV & V (Light)	29.79%	31.95%	33.76%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	10.64%	7.39%	4.67%
Prime Time III (Medium)	1.56%	1.7%	1.85%
Prime Time IV & V (Light)	10.61%	9.42%	9.05%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.86%	43.03%	41.98%
Fringe III (Medium)	48.72%	49.44%	49.91%
Fringe IV (Light)	48.17%	50.59%	53.06%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	7.13%	9.82%	12.7%
All Day III (Medium)	21.17%	22.58%	23.3%
All Day IV (Light)	20.2%	17.81%	16.15%



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]	8.81%	10.65%	12.68%
6:00am - 10:00am	16.11%	19.61%	22.17%
10:00am - 3:00pm	11.9%	10.97%	10.3%
3:00pm - 7:00pm	10.13%	11.88%	13.83%
7:00pm - Midnight	7.07%	11.11%	15.07%
Midnight - 6:00am	4.42%	5.5%	6.7%
Weekend Radio			
Listeners			
Dayparts [summary]	8.27%	10.75%	13.87%
6:00am - 10:00am	5.18%	5.35%	5.29%
10:00am-3:00pm	11.75%	10.55%	8.96%
3:00pm - 7:00pm	4.17%	5.38%	7.11%
7:00pm - Midnight	10.66%	10.25%	10.1%
Midnight - 6:00am	10.9%	12.86%	13.35%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	12.12%	10.12%	9.54%
Saturday:	4.55%	6.13%	8.06%
8:00-11:00pm			
Sunday: 7:00-11:00pm	15.91%	13.34%	11.06%
9:00am-1:00pm	23.31%	23.43%	24.82%
9:00am-4:00pm	25.99%	26.88%	28.85%
4:00pm-7:00pm	30.05%	31.81%	32.18%
11:00pm-1:00am	45.56%	43.85%	41.98%
AVG Prime time	1.71%	2.81%	3.84%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	15.41%	16.98%	19.34%
7-9am	25%	25.66%	27.73%
9am-12noon	19.5%	19.27%	20.09%
12noon-4pm	6.5%	7.61%	8.77%
4-6pm	45.06%	50.18%	54.6%
6-7pm	15.63%	16.95%	18.21%
7-7:30pm	1.75%	1.94%	2.09%
7:30-8pm	10.2%	10.65%	11.04%
8-11pm	12.12%	10.12%	9.54%
11pm-12am	31.94%	31.77%	32.97%
11pm-1am	45.56%	43.85%	41.98%
1-6am	32.09%	32.95%	34.98%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	18.87%	20.1%	21.5%
Sat: 10am-1pm	6.85%	7.84%	9.26%
Sat: 1-4pm	18.48%	21.34%	24.84%
Sat: 4-6pm	6.53%	6.96%	7.83%
Sat: 6-7pm	1.16%	1.59%	2.19%
Sat: 7-8pm	0.79%	0.95%	1.33%
Sat: 8-11pm	4.55%	6.13%	8.06%
Sat: 11pm-1am	4.2%	4.95%	5.95%
Sat: 1am-7pm	19.91%	22.49%	25.21%
Sun: 7-10am	3.44%	3.08%	2.44%
Sun: 10am-1pm	7.49%	6.66%	6.12%
Sun: 1-4pm	6.28%	6.71%	6.82%
Sun: 4-7pm	16.14%	14.18%	13.49%
Sun: 7-11pm	15.91%	13.34%	11.06%
Sun: 11pm-1am	7.29%	6.55%	5.89%
Sun: 1-7am	24.17%	23.42%	23%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

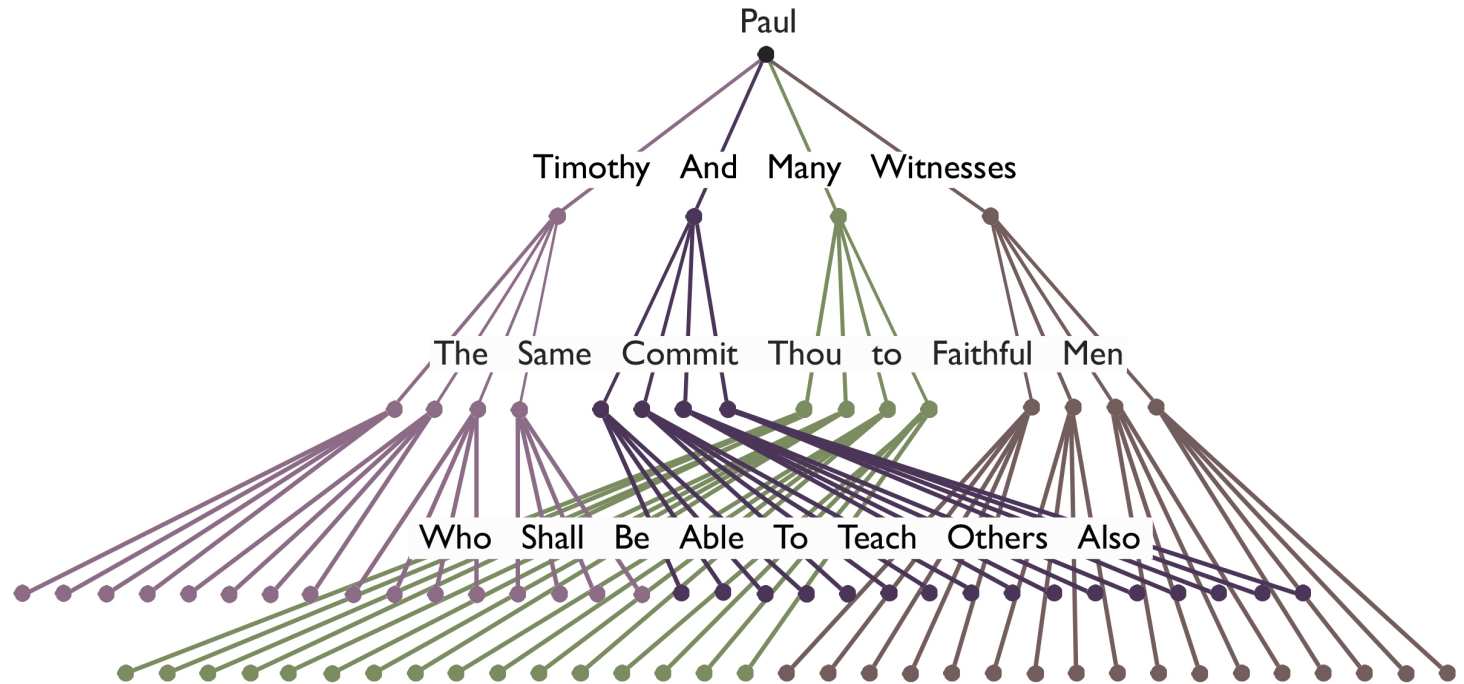
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

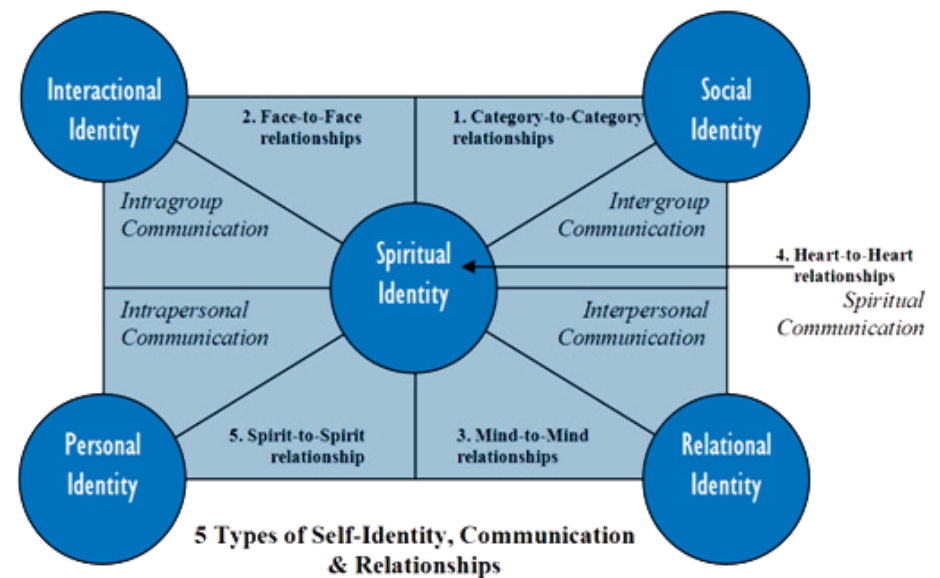


Establishing Redemptive Relationships

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

Communication Steps

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

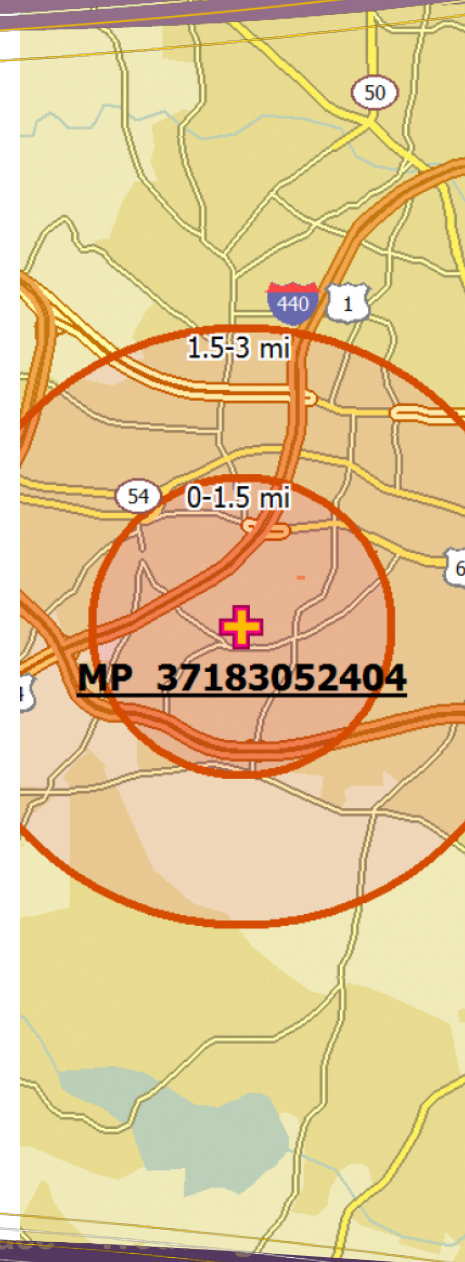


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	0.41 mi	120	Plateauing
2	International Community - Raleigh	1215 Jones Franklin Rd Ste 204 Raleigh, NC 27606	1.40 mi	0	Insufficient Data
3	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	1.52 mi	0	Insufficient Data
4	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	2.14 mi	747	Declining
5	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	2.14 mi	65	Insufficient Data
6	Lifeyzone Church Cary	6200 Daybrook Cir Apt 302 Raleigh, NC 27606	2.16 mi	0	Insufficient Data
7	Hope Community Church	821 Buck Jones Rd Raleigh, NC 27606	2.16 mi	2,400	Insufficient Data
8	Concord Community	504 Meredith Anne Ct Apt 202 Raleigh, NC 27606	2.38 mi	0	Insufficient Data
9	The Revolution	209 Oberlin Rd Raleigh, NC 27605	2.55 mi	0	Insufficient Data
10	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	2.77 mi	242	Plateauing
11	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	2.98 mi	42	Insufficient Data
12	Inwood - Raleigh	3700 Lake Wheeler Rd Raleigh, NC 27603	3.06 mi	110	Declining
13	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	3.09 mi	67	Declining
14	Slavic	202 Longbridge Dr Cary, NC 27518	3.21 mi	0	Insufficient Data
15	Vintage21	117 S West St Raleigh, NC 27601	3.22 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Carolina Pines - Raleigh	2655 S Saunders St Raleigh, NC 27603	3.39 mi	51	Plateauing
17	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.56 mi	26	Insufficient Data
18	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.56 mi	493	Plateauing
19	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	3.57 mi	126	Declining
20	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	3.57 mi	82	Plateauing
21	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	3.72 mi	136	Insufficient Data
22	Macedonia - Raleigh	7100 Holly Springs Rd Raleigh, NC 27606	3.73 mi	274	Declining
23	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	3.93 mi	61	Declining
24	Iglesia Bautista Nueva Esperanza - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	3.93 mi	0	Insufficient Data
25	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	3.99 mi	0	Insufficient Data
26	North Cary - Cary	505 Reedy Creek Rd Cary, NC 27513	4.04 mi	113	Plateauing
27	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	4.07 mi	513	Plateauing
28	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	4.07 mi	47	Plateauing
29	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	4.08 mi	0	Insufficient Data
30	Cary First - Cary	218 S Academy St Cary, NC 27511	4.56 mi	588	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	4.64 mi	191	Declining
32	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	4.67 mi	219	Declining
33	Fellowship - Raleigh	5029 Old Stage Rd Raleigh, NC 27603	4.76 mi	132	Plateauing
34	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	5.09 mi	90	Declining
35	Swift Creek - Raleigh	9300 Penny Rd Raleigh, NC 27606	5.21 mi	108	Plateauing
36	Reedy Creek - Cary	1524 N Harrison Ave Cary, NC 27513	5.31 mi	51	Declining
37	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	5.62 mi	0	Insufficient Data
38	Christ Family Church - Cary	760 Reedy Creek Rd Cary, NC 27513	5.96 mi	0	Insufficient Data
39	Westwood - Cary	200 W High St Cary, NC 27513	5.96 mi	317	Growing
40	Providence - Raleigh	6339 Glenwood Ave Raleigh, NC 27612	6.03 mi	0	Insufficient Data
41	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	6.39 mi	930	Growing
42	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	6.39 mi	0	Insufficient Data
43	Garner First - Garner	601 Saint Marys St Garner, NC 27529	6.80 mi	639	Plateauing
44	FBC of Garner Hispanic Ministry	601 St Marys St Garner, NC 27529	6.80 mi	0	Insufficient Data
45	Creedmoor Road - Raleigh	6001 Creedmoor Rd Raleigh, NC 27612	6.95 mi	95	Plateauing



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