

# MissionSite

top unreached locations



RALEIGH, NC

CENSUS TRACT: 37183052703

REGION: Region 4: Triangle

COUNTY: Wake

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



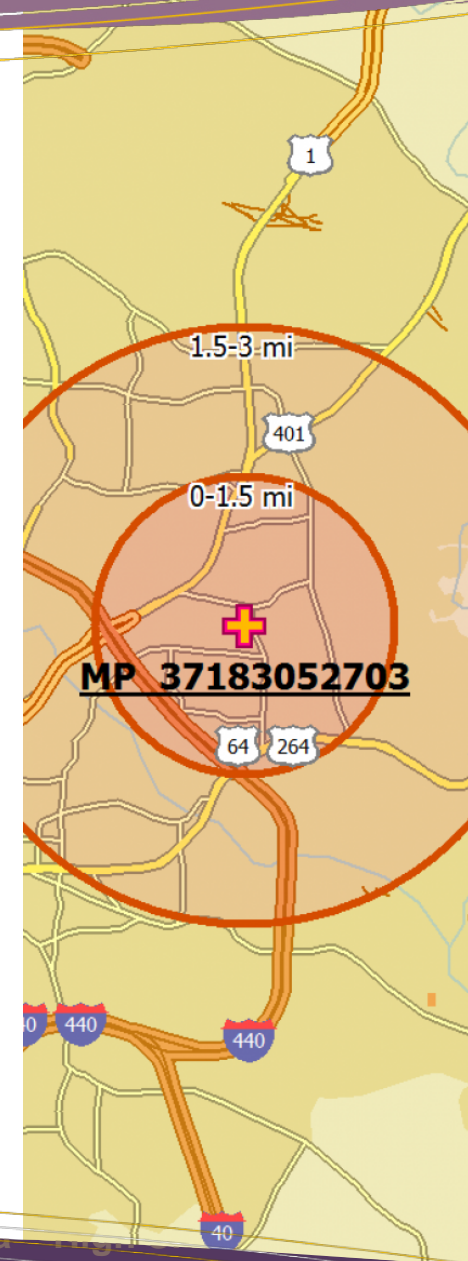
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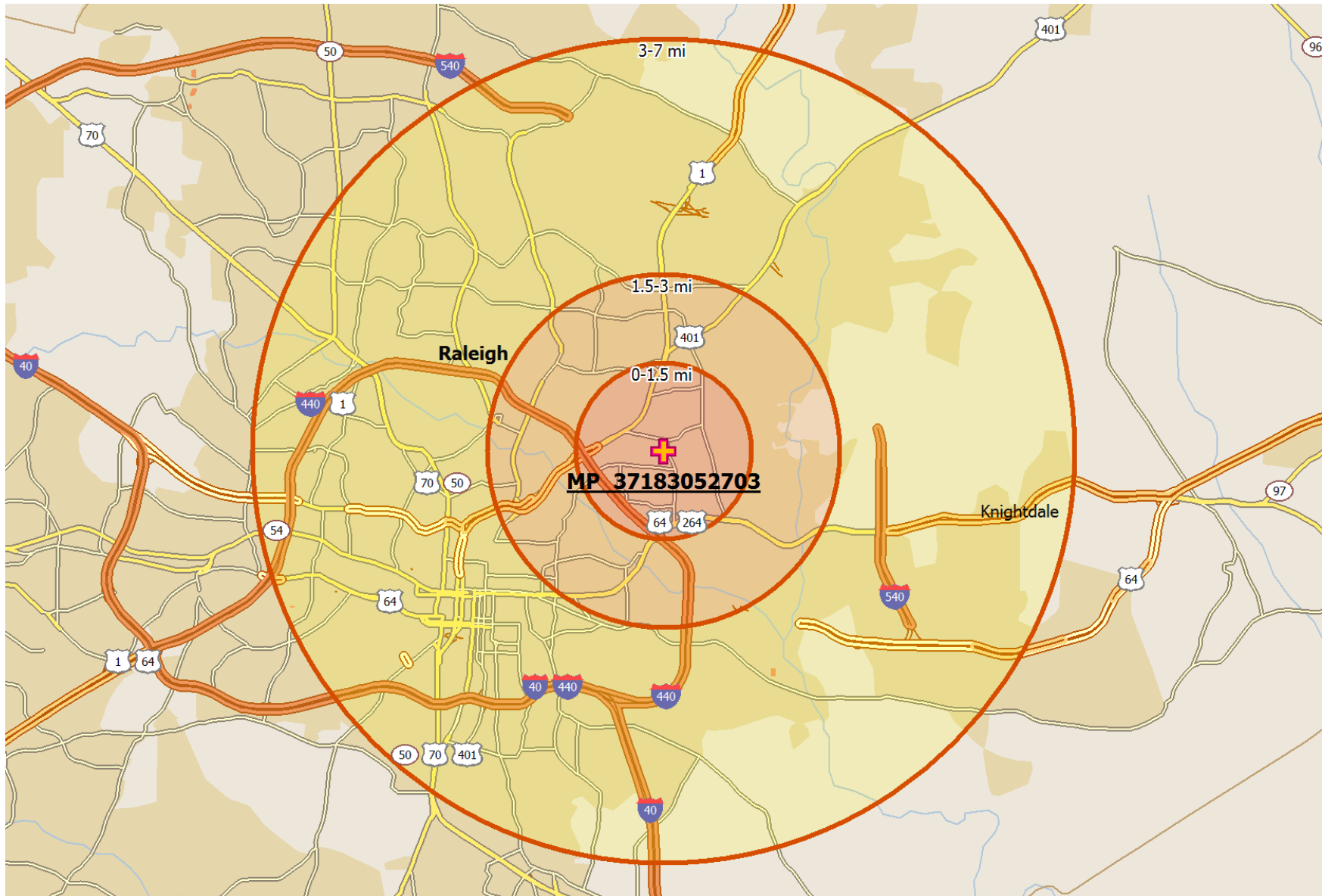
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37183	Wake
4	Zipcode	27604	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	M	100000-250000-250000



# 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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	19,074	51,621	263,654
2010 Households	7,114	19,726	95,827
2010 Group Quarters Population	174	660	17,789

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	59	64	55
Language Diversity National Index	69	57	56
Foreign Born Diversity National Index	35	45	75
Ancestry Diversity National Index	25	42	69
Racial Diversity National Index	88	73	52

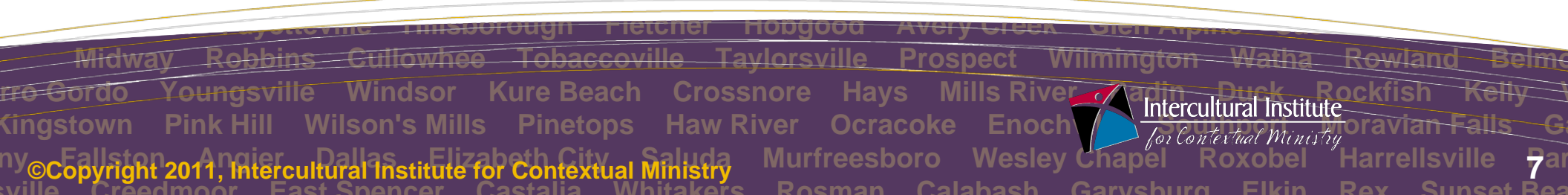


# Site Location Summary - County Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,501	49.21%
Mainstay Communities	Established, Diverse Households	820	11.53%
Working Communities	Blue-collar, Working Families	399	5.61%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,732	24.35%
Urban Communities	High Density, Inner-city Neighborhoods	664	9.33%



# 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](http://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](http://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).

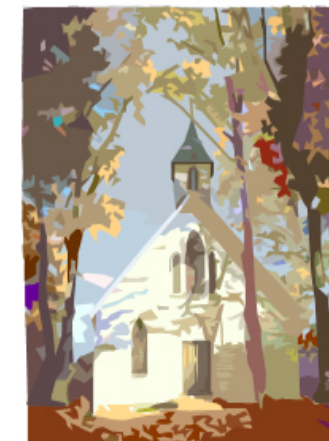
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	4,984	2.06%
Unreached %	71.13%	70.07%	98.51
Religious But NOT Evangelical HH	59,956	1,418	2.36%
Religious But NOT Evangelical %	17.62%	19.93%	113.1
Spiritual But NOT Relig or Evang HH	40,864	689	1.69%
Spiritual But NOT Relig or Evang %	12.01%	9.69%	80.68
Not Evangelical, Not Interested HH	141,348	2,878	2.04%
Not Evangelical, Not Interested %	41.55%	40.46%	97.39



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	160	6	3.75%
Active BCNC Attenders	28,074	664	2.37%
Active Evangelical Households	36,953	3,003	8.13%
Active Evangelical Percent	10.86%	11.19%	103.03
Inactive Evangelical Households	61,276	4,980	8.13%
Inactive Evangelical Percent	18.01%	18.56%	103.03
# New Churches Needed	10	7	73.37%



# 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.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Longview - Raleigh	1.05 mi	218	Plateauing	16 Fellowship Raleigh	3.77 mi	0	Insufficient Data
2 First Fruits	1.05 mi	0	Insufficient Data	17 Hayes Barton - Raleigh	4.06 mi	513	Plateauing
3 Vision International Church	1.35 mi	0	Insufficient Data	18 New Covenant	4.06 mi	0	Insufficient Data
4 New Hope - Raleigh	1.79 mi	446	Plateauing	19 Vision - Raleigh	4.24 mi	77	Plateauing
5 Vietnamese Mission - Raleigh	1.79 mi	0	Insufficient Data	20 Treasuring Christ Church - Raleigh	4.29 mi	136	Insufficient Data
6 Journey - Raleigh	2.98 mi	0	Insufficient Data	21 Japanese Mission - Raleigh	4.33 mi	26	Insufficient Data
7 Temple - Raleigh	3.10 mi	191	Declining	22 Raleigh First - Raleigh	4.33 mi	493	Plateauing
8 Emmanuel - Raleigh	3.28 mi	219	Declining	23 Saint Johns - Raleigh	4.52 mi	82	Plateauing
9 Samaria - Raleigh	3.41 mi	80	Insufficient Data	24 Vintage21	4.66 mi	0	Insufficient Data
10 Vietnamese Grace - Raleigh	3.42 mi	0	Insufficient Data	25 Auburn - Raleigh	5.16 mi	0	Insufficient Data
11 Green Pines - Knightdale	3.62 mi	251	Plateauing	26 The Revolution	5.19 mi	0	Insufficient Data
12 Trinity - Raleigh	3.62 mi	930	Growing	27 Hillcrest - Raleigh	5.21 mi	49	Plateauing
13 Raleigh Arabic Baptist Church	3.62 mi	0	Insufficient Data	28 Progressive Msnry - Raleigh	5.31 mi	0	Insufficient Data
14 Pilot - Raleigh	3.67 mi	47	Plateauing	29 Caraleigh - Raleigh	5.53 mi	67	Declining
15 Iglesia Bautista Monte Olivo - Raleigh	3.72 mi	0	Insufficient Data	30 Mount Vernon - Raleigh	5.59 mi	749	Plateauing

# 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.



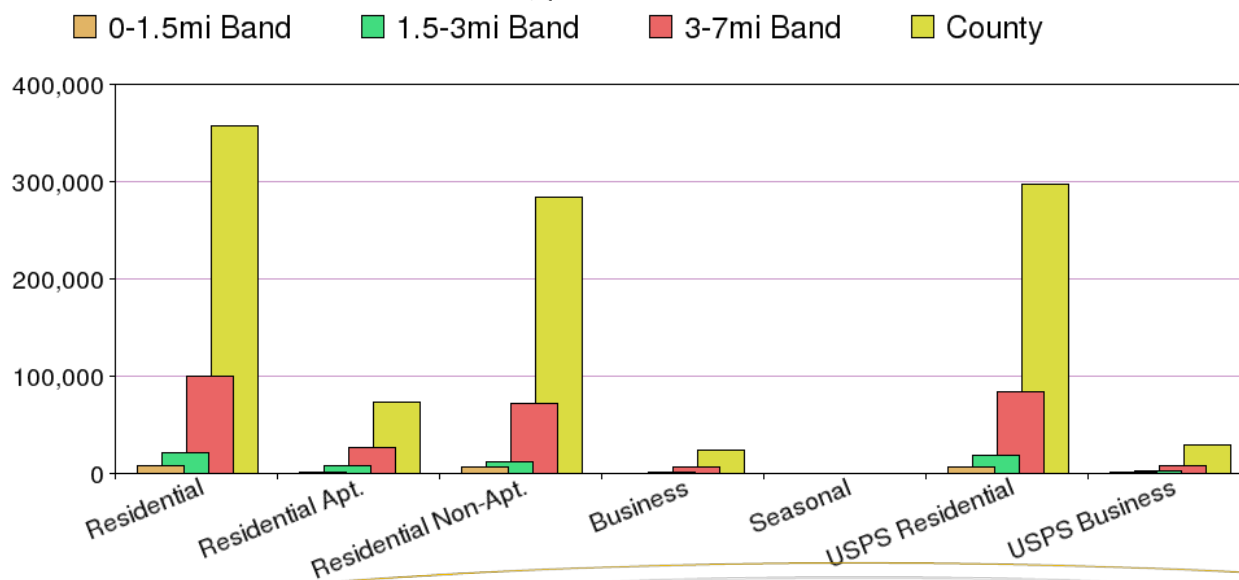
# Current Demographic Summary

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	9,872	2.33%
2000 Population	627,846	14,943	2.38%
2010 Population	929,938	19,074	2.05%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	3,875	2.34%
2000 Households	242,040	5,824	2.41%
2010 Households	340,227	7,114	2.09%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	7,527
Residential Apt.	906
Residential Non-Apt.	6,621
Business	508
Seasonal	0
USPS Residential	6,564
USPS Business	914

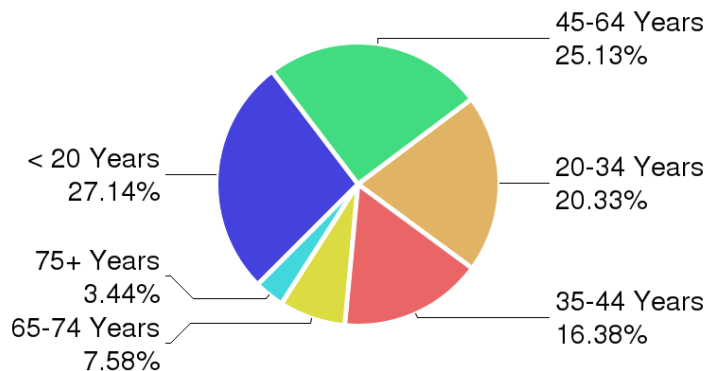
# Current Demographic Summary

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%	6.17%	103.01
4-5 Years	3.05%	2.77%	90.82
6-8 Years	4.59%	4.16%	90.63
9-11 Years	4.39%	4.08%	92.94
12-13 Years	2.83%	2.75%	97.17
14-17 Years	5.45%	4.93%	90.46
18-19 Years	2.64%	2.29%	86.74
0-5 Years	9.03%	8.94%	99
6-12 Years	10.39%	9.61%	92.49
13-19 Years	9.5%	8.59%	90.42
< 20 Years	28.92%	27.14%	93.85
20-34 Years	21.22%	20.33%	95.81
35-44 Years	16.2%	16.38%	101.11
45-64 Years	24.62%	25.13%	102.07
65-74 Years	5.28%	7.58%	143.56
75+ Years	3.75%	3.44%	91.73
Median Age	35	38	108.88
Median Age (Male)	34	37	108.12
Median Age (Female)	36	39	109.34

Age Group Percentages



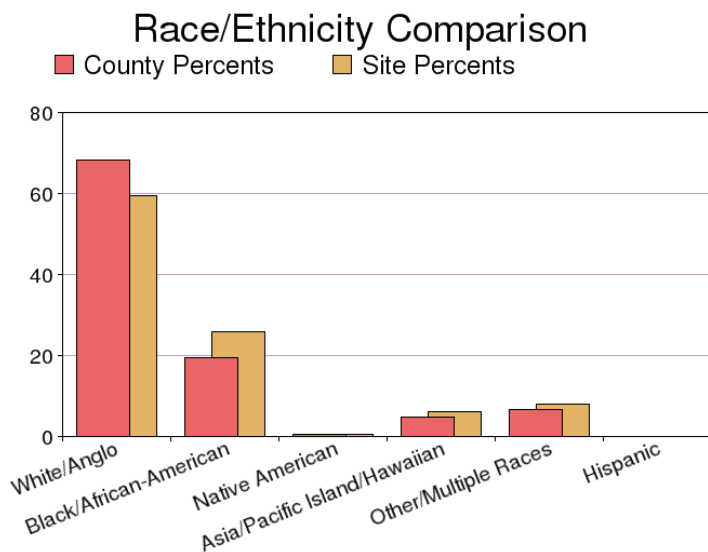


# Current Demographic Summary

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%	59.52%	87.16
Black, African-American	19.55%	25.89%	132.47
Native American	0.53%	0.63%	118.84
Asian	4.76%	6.07%	127.43
Pacific Island, Hawaiian	0.1%	0.02%	20.92
Other/Multiple Races	6.78%	7.87%	116.11
Hispanic	0%	9.45%	0



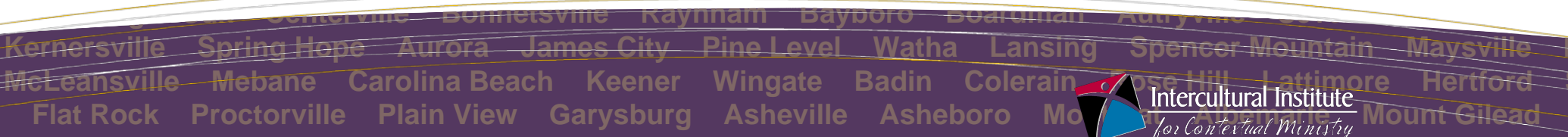
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	12,983	
Less than 9th Grade	3.75%	3.88%	96.63
No High School Diploma	4.75%	4.85%	97.87
High School Graduate	18.57%	24.3%	76.42
Some College, no degree	17.49%	21.12%	82.81
Associate Degree	8.03%	9.21%	87.19
College Degree	31.01%	26.33%	117.8
Graduate/Prof. degree	16.39%	10.31%	159.08

# 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%	3.06%	92.18
\$10,000 to \$19,999	7.43%	4.79%	64.52
\$20,000 to \$29,999	8.39%	11.61%	138.37
\$30,000 to \$49,999	18.44%	22.87%	123.99
\$50,000 to \$59,999	7.86%	10.39%	132.22
\$60,000 to \$69,999	7.2%	11.12%	154.43
\$70,000 to \$79,999	6.67%	8.74%	131.05
\$80,000 to \$89,999	5.72%	6.1%	106.71
\$90,000 to \$99,999	4.5%	4.33%	96.31
\$100,000 to \$124,999	10.47%	7.08%	67.67
\$125,000 to \$149,999	6.58%	4.84%	73.46
\$150,000 to \$199,999	6.77%	3.78%	55.82
\$200,000 to \$249,999	2.34%	0.45%	19.21
\$250,000 or more	3.41%	0.83%	24.32
Median Household	64,788	57,583	88.88
Average Household	86,936	69,403	79.83
Per Capita Household	32,484	25,901	79.73
Family/Non-Family Household Income			
Median Family Income	82,410	67,648	82.09
Average Family Income	106,198	81,238	76.5
Median Non-Family Income	41,592	42,219	101.51
Average Non-Family Income	51,440	45,534	88.52



# 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	
<b>Family Households</b>			
			Index
% Family Households	64.82%	66.12%	102
Families with Children	35.7%	35.63%	99.82
Families without Children	29.13%	30.49%	104.68
<b>Non-Family Households</b>			
% Non-Family Households	35.18%	33.88%	96.31
Non-Families with Children	0.15	0.15	104.38
Non-Families without Children	35.03	33.72	96.27
<b>Housing Units</b>			
			Index
Total Housing Units	371,722	7,554	
Vacant percent	8.47%	5.82%	68.75
Owned percent	61.04%	74.99%	122.86%
Rented Percent	30.49%	19.2%	62.96
<b>Households by Size</b>			
			Index
Avg household size	2.67	2.66	99.63
Avg family hh size	3.41	3.37	98.83
Avg non-family hh size	1.31	1.27	96.95
<b>Households By Count of Persons</b>			
			Percent
One	99,248	2,047	2.06%
Two	86,994	1,898	2.18%
Three or Four	115,039	2,340	2.03%
Five+	38,946	830	2.13%

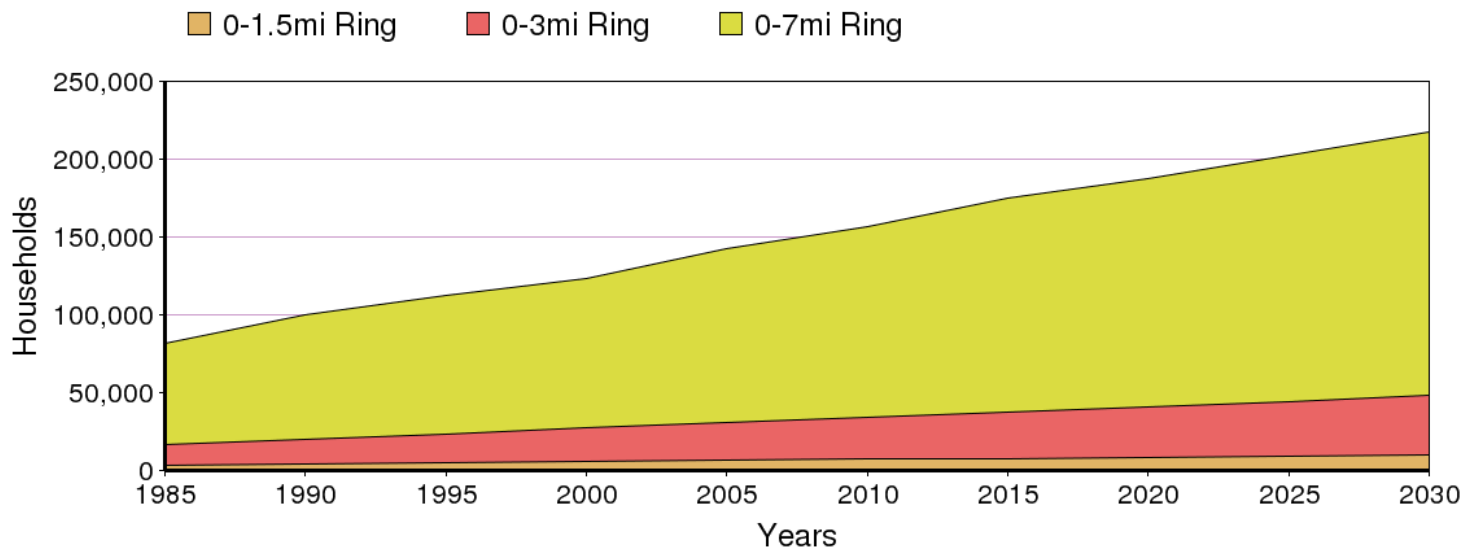
# Projected Demographic Summary

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	9,872	2.33%
2000 Population	627,846	14,943	2.38%
2010 Population	929,938	19,074	2.05%
2015 Population	1,093,517	21,619	1.98%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	3,875	2.34%
2000 Households	242,040	5,824	2.41%
2010 Households	340,227	7,114	2.09%
2015 Households	388,249	7,808	2.01%

Household Change from 1985 to 2030



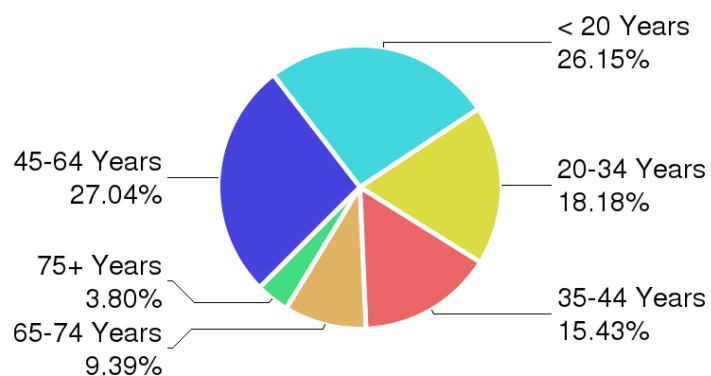
# Projected Demographic Summary

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	6.17%	5.48%	88.82
4-5 Years	2.77%	2.58%	93.14
6-8 Years	4.16%	3.92%	94.23
9-11 Years	4.08%	4.09%	100.25
12-13 Years	2.75%	2.89%	105.09
14-17 Years	4.93%	4.91%	99.59
18-19 Years	2.29%	2.29%	100
0-5 Years	8.94%	8.05%	90.04
6-12 Years	9.61%	9.45%	98.34
13-19 Years	8.59%	8.65%	100.7
< 20 Years	27.14%	26.15%	96.35
20-34 Years	20.33%	18.18%	89.42
35-44 Years	16.38%	15.43%	94.2
45-64 Years	25.13%	27.04%	107.6
65-74 Years	7.58%	9.39%	123.88
75+ Years	3.44%	3.8%	110.47
Median Age	35	40	114.3
Median Age (Male)	34	39	114.19
Median Age (Female)	36	41	114.33

Projected Age Group Percentages



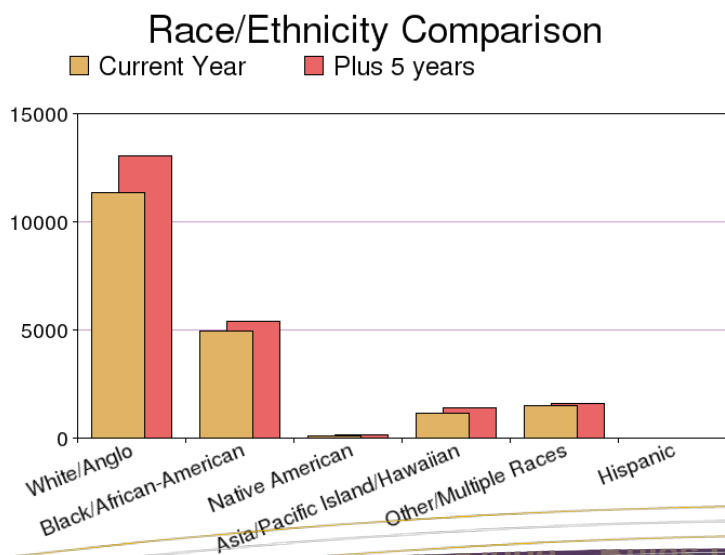
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	59.52%	60.38%	101.45
Black, African-American	25.89%	24.89%	96.11
Native American	0.63%	0.7%	110.1
Asian	6.07%	6.47%	106.61
Pacific Island, Hawaiian	0.02%	0.06%	286.74
Other/Multiple Races	7.87%	7.51%	95.46
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	12,983	14,859	
Less than 9th Grade	3.88%	3.82%	98.47
No High School Diploma	4.85%	4.02%	82.8
High School Graduate	24.3%	24.83%	102.16
Some College, no degree	21.12%	19.82%	93.84
Associate Degree	9.21%	9.45%	102.57
College Degree	26.33%	27.01%	102.58
Graduate/Prof. degree	10.31%	11.06%	107.29



# 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.

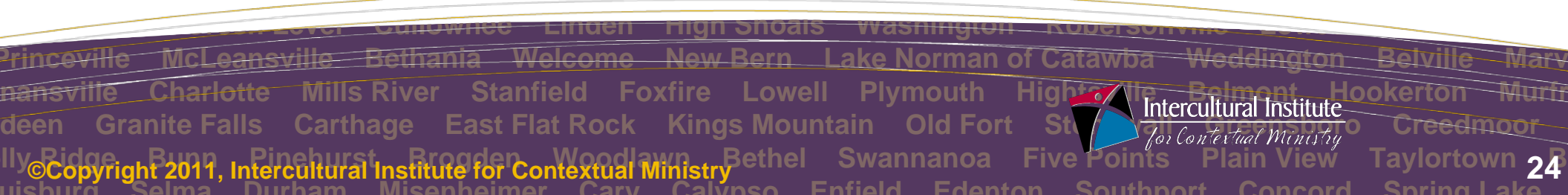
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	3.06%	2.87%	93.62
\$10,000 to \$19,999	4.79%	4.78%	99.66
\$20,000 to \$29,999	11.61%	11.1%	95.63
\$30,000 to \$49,999	22.87%	22.09%	96.6
\$50,000 to \$59,999	10.39%	9.89%	95.18
\$60,000 to \$69,999	11.12%	10.27%	92.38
\$70,000 to \$79,999	8.74%	9.27%	99.9
\$80,000 to \$89,999	6.1%	6.29%	97.41
\$90,000 to \$99,999	4.33%	4.2%	97.03
\$100,000 to \$249,999	7.08%	7.65%	107.92
\$125,000 to \$149,999	4.84%	5.47%	113.1
\$150,000 to \$199,999	3.78%	4.35%	115.16
\$200,000 to \$249,999	0.45%	0.5%	111.04
\$250,000 or more	0.83%	1.02%	123.54
Median Household	57,583	59,255	102.9
Average Household	69,403	74,741	107.69
Per Capita Household	25,901	27,009	104.28
<b>Family/Non-Family Household Income</b>			
Median Family Income	67,648	70,667	104.46
Average Family Income	81,238	88,815	109.33
Median Non-Family Income	42,219	43,661	103.42
Average Non-Family Income	45,534	46,742	102.65



# 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
<b>Family Households</b>			
% Family Households	66.12%	65.59%	99.19
Families with Children	35.63	35.32	99.13
Families without Children	30.49	33.12	108.63
<b>Non-Family Households</b>			
% Non-Family Households	33.88%	34.41%	101.58
Non-Families with Children	0.15	0.09	101.58
Non-Families without Children	33.72	34.32	101.78
<b>Housing Units</b>			
Total Housing Units	7,554	8,297	109.84%
Vacant percent	5.82%	5.89%	101.18
Owned percent	74.99%	74.88%	99.85
Rented Percent	19.2%	19.22%	100.15
<b>Households by Size</b>			
Avg household size	2.66	2.75	103.38%
Avg family hh size	3.37	3.55	105.34%
Avg non-family hh size	1.27	1.22	96.06%
<b>Households By Count of Persons</b>			
One	2,047	2,373	115.93%
Two	1,898	1,762	92.83%
Three or Four	2,340	2,625	112.18%
Five+	830	1,049	126.39%





# 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](http://MissionalCyclopedia.org).

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,529	6,619	18,368
Northern Europe	28	54	902
Western Europe	45	150	690
Southern Europe	13	8	148
Eastern Europe	59	213	755
Other Europe	0	0	0
Eastern Asia	42	185	1,490
So. Central Asia	36	269	1,233
SE Asia	349	428	1,108
Western Asia	20	181	632
Other Asia	0	3	113

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	58	41	377
Middle Africa	12	115	236
Northern Africa	19	99	263
Southern Africa	0	0	136
Western Africa	126	511	747
Other Africa	24	120	128
Oceania	0	12	78
Caribbean	83	429	604
Central Amer.	568	3,435	7,285
South America	39	271	679
North America	8	95	764
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	9,095	33,305	158,637
Spanish	988	5,116	12,060
Other Indo-Euro language	270	1,169	5,071
French (incl. Patois, Cajun)	112	395	1,468
French Creole	44	45	56
Italian	6	31	227
Portuguese	10	15	136
German	17	147	579
Yiddish	0	0	26
Other West Germanic	0	0	112
A Scandinavian Language	0	18	222
Greek	7	33	205
Russian	0	60	274
Polish	0	14	253
Serbo-Croatian	15	14	15
Other Slavic Language	7	59	158
Armenian	0	0	0
Persian	24	35	381
Gujarathi	0	67	166
Hindi	0	14	346
Urdu	0	3	173

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	75	87
Asian/PI languages	0	0	0
Chinese	13	138	1,090
Japanese	0	28	157
Korean	0	29	555
Mon-Khmer, Cambodian	42	0	50
Miao, Hmong	0	0	15
Thai	0	33	82
Laotian	0	0	198
Vietnamese	382	294	417
Other Asian	0	27	275
Tagalog	35	73	194
Other Pacific Is	0	0	76
Other languages	213	830	2,252
Navajo	0	0	0
Other Native N. American	0	0	47
Hungarian	0	15	54
Arabic	67	377	1,051
Hebrew	0	22	116
African languages	146	416	874
Other unspecified	0	0	110

# 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	9,841	37,804	155,449
Arab	34	358	1,229
Armenian	0	0	14
Austrian	0	14	192
British	28	132	1,490
Canadian	8	39	385
Croatian	14	51	30
Czech	0	11	193
Czechoslovak	5	28	135
Danish	73	37	378
Dutch	26	156	1,060
English	968	2,520	19,111
European	230	506	2,159
Finnish	14	30	192
French (not Basque)	125	415	2,553
French Canadian	26	167	691
German	659	2,235	12,605
Greek	7	127	535
Hungarian	38	66	353
Iranian	24	21	270

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	439	1,794	10,104
Italian	244	944	4,726
Lithuanian	11	8	142
Norwegian	17	168	941
Polish	131	428	2,085
Portuguese	10	28	110
Romanian	30	4	118
Russian	44	240	906
Scandinavian	13	34	85
Scotch-Irish	271	1,002	5,486
Scottish	200	459	4,043
Slovak	8	41	182
Subsaharan African	376	1,365	2,903
Swedish	7	143	1,020
Swiss	0	13	288
Ukrainian	10	114	331
US/American	943	2,642	14,016
Welsh	93	74	839
West Indian	43	256	810
Yugoslavian	8	14	53
Other	4,664	21,121	62,687



# 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*

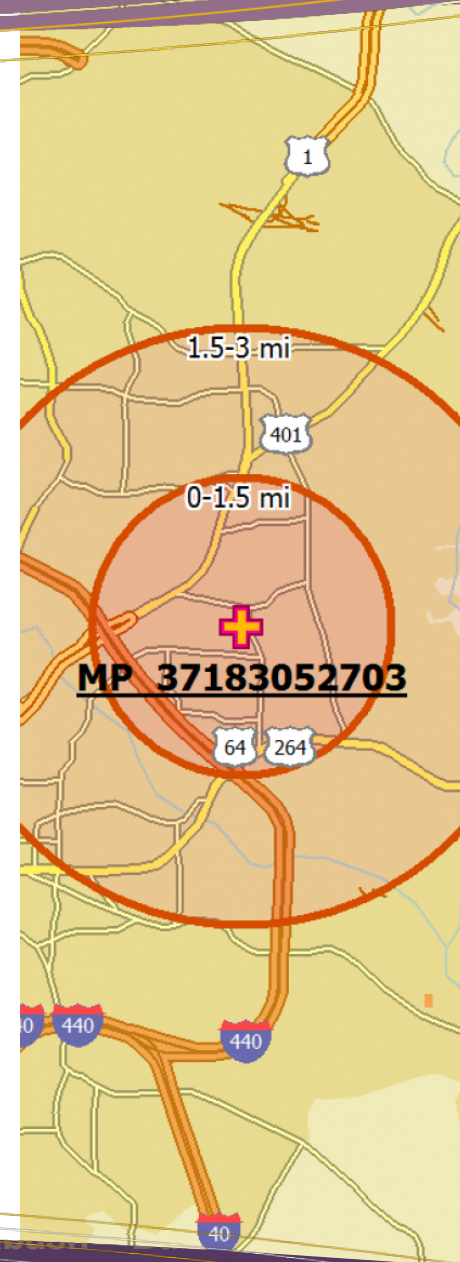
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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](http://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](http://MissionalCulturescape.org).



Mills River Castle Hayne Carolina Shores Stonewall Mulberry Zebulon Black Creek Fair Bluff Sparta New London Prospect McAdenville Wilson Fairplains Littleton Sharpsburg Claremont Eden Heights Transboro Alliance Star Weaverville Glen Raven Fountain Cullowhee Mount Gilead Proctorville Jamesville Norlina Jackson

# 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	7,114	100%	5,173	100%
<b>AFFLUENT SUBURBIA</b>	1,649	23.18%	1,119	21.63%
America's Wealthiest	0	0%	0	0%
Dream Weavers	125	1.76%	89	1.72%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	81	1.14%	56	1.08%
New Suburbia Fam.	1,443	20.28%	974	18.83%
<b>UPSCALE AMERICA</b>	1,852	26.03%	1,294	25.01%
Status Conscious Consumers	4	0.06%	3	0.06%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,101	15.48%	739	14.29%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	668	9.39%	493	9.53%
Successful Urban Sprawl	79	1.11%	59	1.14%
<b>SM TWN SUCCESS</b>	752	10.57%	573	11.08%
Successful Urban Sprawl	304	4.27%	59	1.14%
2nd City Homebodies	70	0.98%	216	4.18%
Prime Middle America	0	0%	46	0.89%
Urban Optimists	174	2.45%	0	0%
Family Convenience	204	2.87%	111	2.15%
Mid-Market Enterprise	0	0%	141	2.73%

# 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	7,114	100%	5,173	100%
<b>BLUE COLLAR BACKBONE</b>	10	0.14%	7	0.14%
Nuevo Hispanic Fam.	10	0.14%	7	0.14%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	68	0.96%	48	0.93%
Ethnic Urban Mix	68	0.96%	48	0.93%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	389	5.47%	267	5.16%
Steadfast Conservative	370	5.2%	254	4.91%
Moderate Conventionalists	19	0.27%	13	0.25%
Southern Blues	0	0%	0	0%
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	7,114	100%	5,173	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	1,732	24.35%	1,272	24.59%
Young Cosmopolitans	43	0.6%	34	0.66%
Minority Metro Communities	1,497	21.04%	1,109	21.44%
Stable Careers	0	0%	0	0%
Aspiring Hispania	192	2.7%	129	2.49%
RURAL VILLAGES & FARMS	0	0%	129	2.49%
Aspiring Hispania	0	0%	129	2.49%
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 HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,114	100%	5,173	100%
<b>STRUGGLING SOCIETIES</b>	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	664	9.33%	464	8.97%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	664	9.33%	464	8.97%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

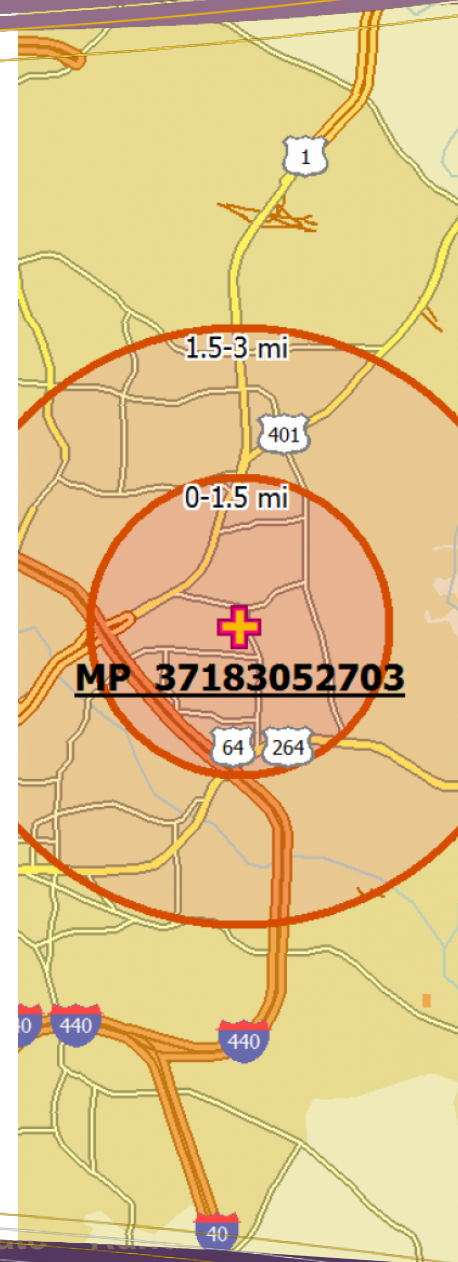
## Potential Cultural Bridges

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

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

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

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

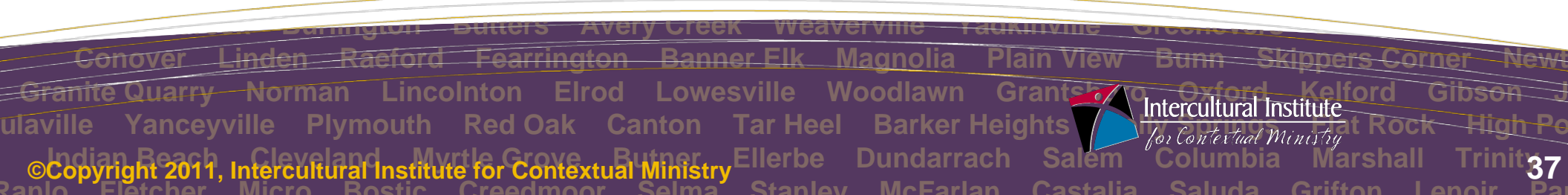


# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	80%	76%	78%
Use Comp. for Internet/E-mail	64%	58%	61%
Internet Use: E-Mail	54%	49%	53%
Use Comp. for Word Processing	44%	39%	41%
Use Comp. for Comp. Games	40%	37%	37%
Use Comp. for Shopping	39%	35%	36%
Use Comp. for Education	37%	36%	34%
Use Comp. for Banking	36%	33%	34%
Use Comp. for Digital Camera	35%	31%	33%
Photo Editing			
HH Owns DVD Player	32%	30%	31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	30%	27%	30%
Internet Use: Banking	29%	27%	29%
Use Comp. for News/Info./Data Service	28%	26%	27%
PC-Network-HH Has One	24%	22%	23%
Use Comp. for Personal Financial Mngmnt	18%	15%	17%
Use Comp. for Accounting	15%	13%	15%
Internet Use: Shopping: Gathered Info. for Shopping	14%	13%	15%
Use Comp. for Filing/DB Mngmnt	13%	12%	13%
Internet Use: Research/ Education	13%	13%	14%
Use Comp. for Telecommuting	13%	11%	12%



# 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	69%	68%	69%
Dining Out (Not Fast Food)	57%	53%	58%
Reading Books	54%	52%	57%
Card Games	42%	40%	41%
Go To A Beach/Lake	37%	33%	37%
Cooking for Fun	36%	36%	38%
Board Games	33%	31%	31%
Gardening	31%	26%	29%
Going To	22%	21%	22%
Bars/Nightclubs/Dancing			
Visit Museum	22%	20%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	38%	36%	38%
Dentist	29%	27%	30%
None Of These	22%	21%	21%
Backache	21%	21%	21%
Eye Dr.	20%	20%	21%
Hypertension/High Blood Pressure	18%	18%	19%
High Cholesterol	17%	17%	18%
Acid Reflux Disease (GERD)	14%	13%	13%
Any Arthritis	13%	13%	14%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	29.95%	29.1%	32.14%
Live Theater	22.25%	20.75%	24.35%
Live Theater Most Often	18.24%	16.72%	19.44%
Rock/Pop Concerts Most Often	17.17%	16.32%	17.89%
Comedy Club	10.81%	10.94%	10.98%
Dance Performance	10.19%	10.28%	11.19%
Movies: Comedy	42.95%	41.78%	41.9%
Movies: Action/Adventure	41.52%	41.26%	40.7%
Movies: Drama	22.77%	22.55%	23.84%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Fam.	22.36%	22.05%	21%
Movies: Romantic Comedy	22.19%	21.33%	22.42%
Movies: Mystery	17.67%	17.34%	18.59%
MLB Baseball Reg. Season	8.95%	7.89%	9.41%
NFL Football Reg. Season	8.07%	7.66%	7.99%
College Football Reg. Season	7.2%	6.09%	7.11%
College Basketball Reg. Season	4.82%	4.11%	5.23%
NBA Basketball Reg. Season	4.57%	4.47%	4.92%
NHL Hockey Reg. Season	3.44%	3.11%	3.72%

# 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	42.91%	41.06%	42.48%
Swimming	33.42%	30.16%	32.26%
Bowling	24.91%	24.83%	22.67%
Billiards/Pool	19.64%	19.1%	19.09%
Weight Training	18.77%	18.14%	19.03%
Jogging/Running	18.67%	18.36%	18.71%
Basketball	17.85%	18.07%	16.92%
Using Cardio Machine	17.27%	15.95%	16.85%
Golf	16.19%	13.58%	14.49%
Freshwater Fishing	14.24%	13.68%	13.36%
Mountain/Road Biking	13.55%	11.75%	12.56%
Camping Trips	13.39%	11.02%	11.15%
Stationary Cycling	13.17%	12.91%	13.19%
Baseball	12.02%	12.59%	11.66%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	12%	12.42%	12.49%
Football	10.96%	11.93%	11%
Backpacking/Hiking	10.32%	9.2%	10.07%
Volleyball	9.27%	8.92%	8.09%
Soccer	9.16%	9.35%	8.83%
Tennis	8.97%	8.64%	9.09%
Yoga	7.74%	7.56%	8.32%
Softball	7.73%	7.84%	7.79%
Target Shooting	7.64%	6.88%	6.58%
Saltwater Fishing	7.43%	6.79%	7.05%
Power Boating	7.4%	6.17%	6.84%
Hunting	6.57%	5.78%	5.79%
Roller Skating	6.05%	6.33%	6.04%
Canoeing/Kayaking	5.92%	5.09%	5.96%

North Topsail Beach White Plains Minnesott Beach Laurel Park Columbus Winfall Butner Beaufort Midd  
 eretts Bryson City Whiteville Westport Cleveland Roxboro Glen Alpine New London Woodland West Ma  
 nder Lexington Ingold Wendell Mocksville Chapel Hill Vann Crossroads Forest Boone  
 Jackson Clinton Reulaville Maxton Caiah's Mountain Dundarrach Rose Hill Momeyer Bayshore Godwi  
 Kingstown Pantego Wrightshoro Kenly Forest Hills Gaston Weldon Tobaccoville Hemby Bridge Ash





# 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](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	5.86%	5.1%	4.95%
Ice Skating	5.85%	5.59%	5.6%
Downhill & X-Country	5.34%	4.79%	5.36%
Skiing			
Jet Skiing	5.27%	5.11%	4.82%
Water Skiing	5.01%	4.9%	4.37%
Horseback Riding	4.92%	4.63%	4.87%
Snorkeling	4.78%	4.4%	5.25%
Racquetball	4.73%	5.22%	4.4%
Hockey	4.21%	4.22%	3.81%
Martial Arts	4.21%	4.38%	4.01%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Rock Climbing	3.82%	3.67%	3.8%
Snowboarding	3.76%	3.61%	3.52%
Fly Fishing	3.68%	3.84%	3.66%
Archery	3.51%	3.43%	3.05%
Skateboarding	3.46%	3.68%	3.22%
Snowmobiling	3.21%	3.01%	2.97%
Sailing	3.14%	2.91%	3.48%
Rowing	2.97%	2.83%	2.76%
Auto Racing	2.9%	2.74%	2.63%
Surfing & Windsurfing	2.69%	2.73%	2.9%



## 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.

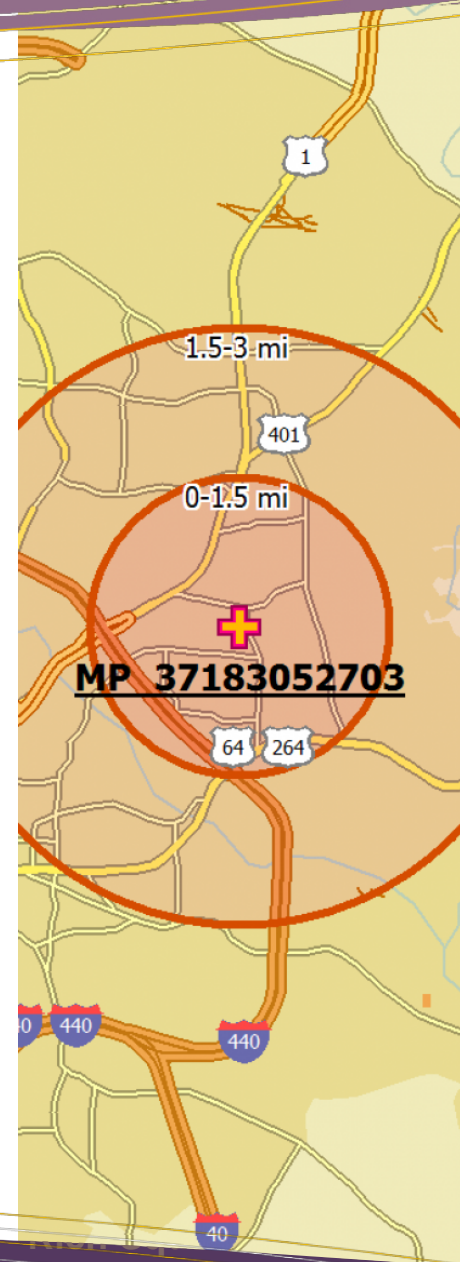
### BIBLICAL BARRIERS

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.

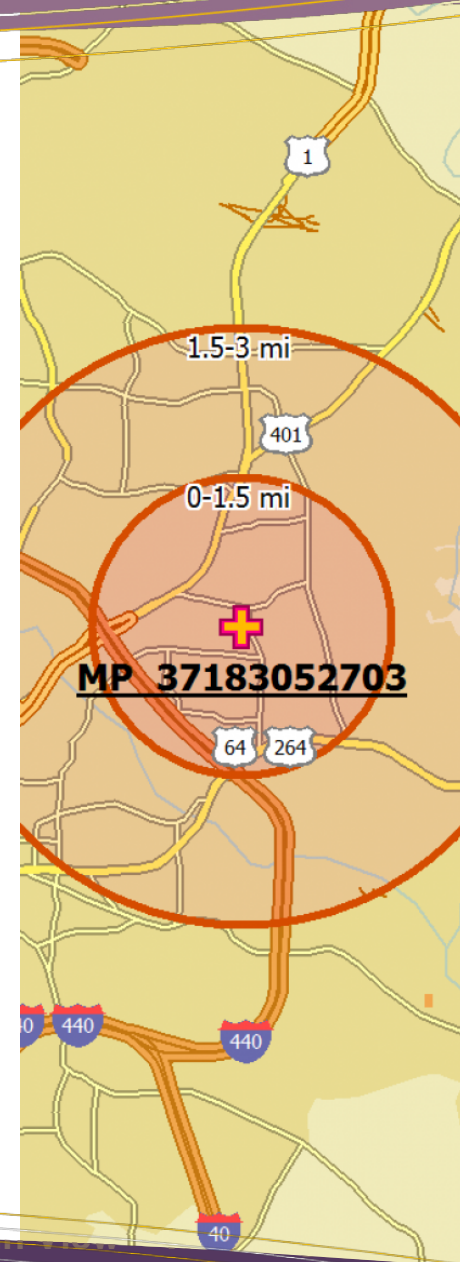
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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](http://MissionalContext.org).

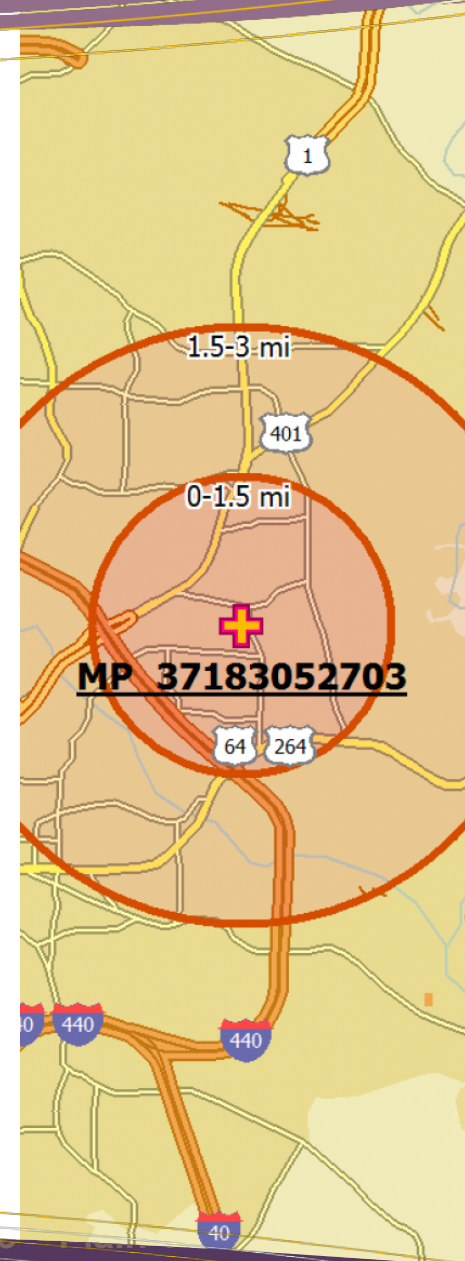
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	50%	51%	51%
Find It Difficult To Say No To My Kids	39%	38%	38%
Prefer To Have Few Possessions As Possible	38%	35%	38%
Speak My Mind Even If It Upsets People	36%	37%	36%
Woman's Place Is In The Home	36%	36%	34%
Like Control Over People And Resources	35%	37%	34%
If Won Lottery Would Never Work Again	29%	28%	30%
Don't Judge People/Way They Live Life	28%	30%	29%
Like To Do Unconventional Things	27%	27%	27%
Friends More Important Than My Fam.	26%	26%	27%
Money Is Best Measure Of Success	25%	26%	26%
Too Much Sponsorship In Arts/Sports	25%	27%	24%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	23%	23%	22%
I Am A Workaholic	21%	22%	21%
Like to Stand Out In A Crowd	20%	21%	20%
Like To Pursue Challenge/Novelty/Change	19%	20%	19%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	15%	16%	15%
Only Work Current Job for The Money	15%	16%	15%
Happy With My Standard Of Living	14%	15%	16%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	10%	11%	10%
I Am A Perfectionist	9%	10%	9%
Little I Can Do To Change My Life	8%	9%	8%

## 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.

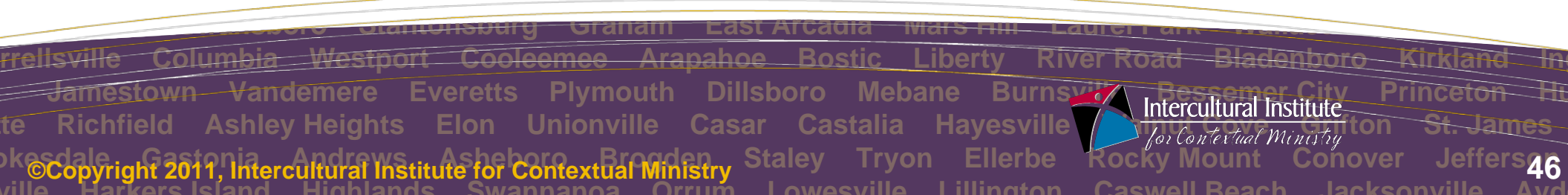


# Potential Cultural Themes:

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.

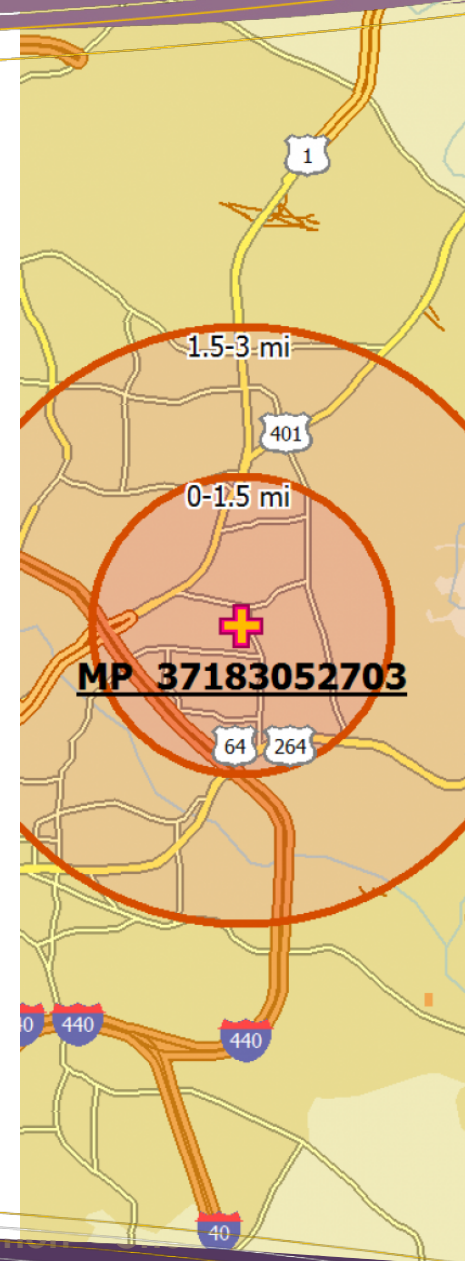
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	66%	63%	64%
You Should Seize Opportunities In Life	56%	57%	58%
Like To Understand About Nature	39%	39%	39%
Prefer To Have Few Possessions As Possible	38%	35%	38%
Prefer Work Part Of Team Than Alone	35%	38%	35%
Important Feel Respected By My Peers	32%	33%	34%
Important To Juggle Various Tasks	31%	33%	32%
Good At Fixing Things	28%	31%	29%
Have Keen Sense Of Adventure	27%	28%	28%
People Have To Take Me As They Find Me	26%	26%	26%
Like To Just Enjoy Life	23%	23%	23%
Worried About Pollution Caused By Cars	21%	21%	23%

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



## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	85.69%	85.75%	83.49%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.93%	80.5%	80.56%
Houses-Visit Any			
McDonald's	55.51%	54.55%	54.02%
Burger King	37.31%	38.51%	35.76%
Wendy's	32.24%	30.77%	29.98%
Subway	30.92%	30.14%	29.22%
Applebee's	30.82%	28.41%	28.3%
Kentucky Fried Chicken (KFC)	29.61%	30.76%	28.47%
Taco Bell	29.51%	27.16%	26.52%
Olive Garden	23.09%	21.41%	21.12%
Arby's	22.55%	21.19%	20.42%
Pizza Hut	22.31%	23.36%	20.9%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	17.64%	17.85%	16.84%
Outback Steakhouse	17.18%	15.18%	15.77%
Chick-Fil-A	16.8%	16.71%	15.77%
Chili's Grill and Bar	16.59%	15.59%	15.64%
Starbucks	16.09%	15.37%	16.28%
TGI Friday's	15.7%	16.45%	15.7%
Domino's Pizza	15.7%	16.81%	15.18%
IHOP (International House Of Pancakes)	15.65%	15.79%	15.5%
Dairy Queen	15.14%	14.36%	14.05%
Cracker Barrel	14.5%	13.14%	13.13%
Sonic	13.47%	13.44%	12.18%
Quiznos Sub	13.23%	11.38%	12.09%

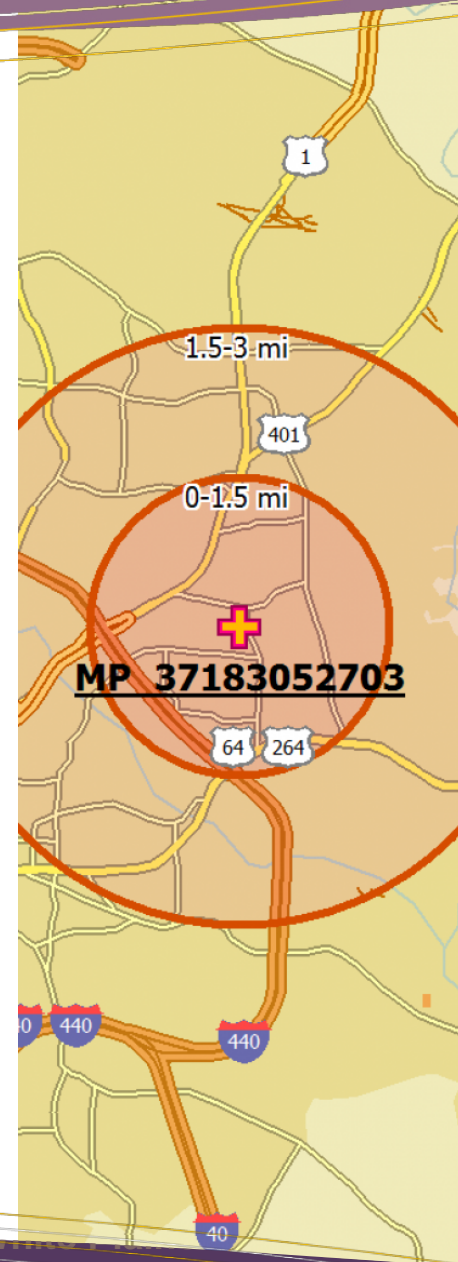


## Potential Shared Projects

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!

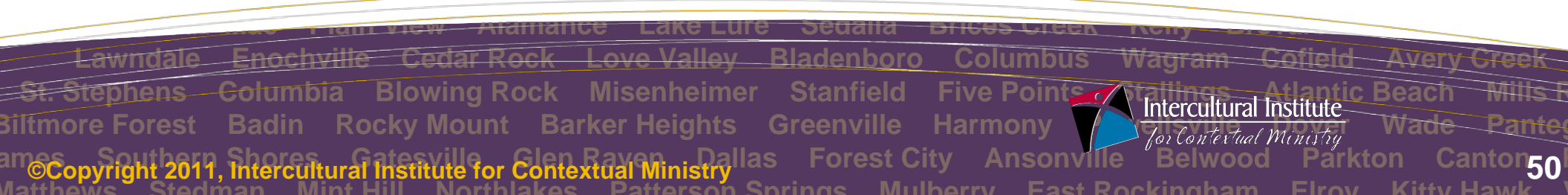


# Potential Shared Projects

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	49.07%	45.25%	47.45%
Recycled products	37.27%	32.72%	35.79%
Worked as volunteer (non political)	17.83%	15.47%	17.05%
Engaged in fund raising	12.36%	11.97%	11.97%
Religious club member	8.57%	8.23%	8.28%
Wrote to elected offcl about publ bus	6.27%	5.44%	6.33%

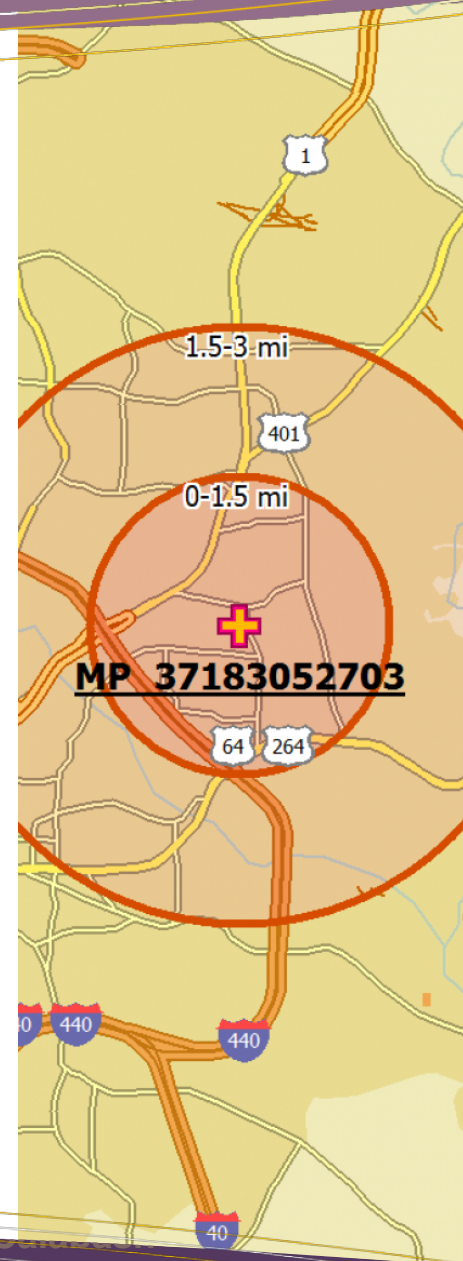
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Church Board	6.1%	6.31%	5.98%
Union member	5.85%	5.37%	5.38%
Wrote to editor of mag or newspaper	5.66%	5.14%	5.71%
Charitable Organization	5.38%	4.9%	5.62%
Took active part in local civic issue	5.38%	5.01%	5.54%
Addressed a public meeting	5.22%	4.73%	5.11%



# 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

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	18.86%	17.11%	19.03%
Children's Books	14.74%	14.07%	14.28%
Mystery	12.02%	10.47%	11.86%
Cookbooks	10.27%	9.39%	10.38%
Religious (not Bibles)	9.76%	9.8%	9.57%
Personal/Business	8.47%	7.82%	8.26%
Self-help			
Biography	7.9%	7.25%	7.76%
History	7.55%	6.86%	7.55%
Romance	7.51%	7.29%	7.09%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	70.52%	67.92%	69.41%
Distributed			
Gen. Editorial	49.34%	49.61%	50.42%
Womens	45.76%	45.58%	45.67%
Service	34.61%	31.46%	33.52%
Business/Finance	22.14%	20.98%	22.56%
Mens	20%	19.82%	20%
Sports	16.61%	15.62%	16.41%
Parenthood	14.79%	14.32%	13.8%
Music	14.14%	16.08%	14.97%

# 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	55.19%	51.69%	54%
Sport	33.26%	31.27%	32.18%
Business/Finance	31.36%	28.22%	30.89%
Classified	30.46%	30.48%	30.16%
Editorial Page	28.3%	25.97%	28.45%
Movie Listings & Reviews	27.39%	25.72%	27%
Food/Cooking	25.38%	23.26%	25.1%
Comics	24.77%	22.87%	24.69%
TV/Radio Listings	22.99%	21.69%	22.77%
Home/Gardening	22.49%	20.28%	21.39%
Travel	22.03%	19.92%	21.57%
Science/Technology	18.85%	16.68%	18.53%
Fashion	16.71%	16.61%	16.52%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	22.7%	29.09%	24.56%
CHR Contemp Hit Radio	19.85%	20%	19.21%
Adult Contemporary	17.45%	14.63%	15.96%
Country	15.15%	12.4%	13.18%
News/Talk	12.73%	10.24%	12.42%
Rock	11%	9.23%	9.97%
Oldies	10.9%	9.95%	10.46%
Alternative	10.45%	8.32%	9.86%
Variety	10.37%	11.48%	10.98%
Jazz	9.14%	10.03%	9.32%
Classic Rock	8.71%	7.04%	8.16%
All News	8.15%	8.19%	8.44%
Soft Contemporary	7.93%	6.89%	7.1%
Religious	6.92%	6.53%	6.38%
Sports	5.7%	4.78%	5.16%
All Talk	5.11%	4.86%	5.08%
Hispanic	4.29%	5.52%	4.63%
Gospel	3.99%	5.03%	4.28%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	66.34%	64.18%	64.56%
Satellite Dish	57.15%	54.4%	52.05%
Soapnet	52.8%	52.32%	52.17%
Other Video-On-Demand	42.3%	42.11%	40.92%
Sci-Fi Channel	37.9%	37.43%	36.71%
Comedy Central	34.72%	31.31%	35.78%
Adult Pay Per View TV	34.57%	32.66%	31.06%
MSNBC	34.2%	33.24%	32.83%
Subscribe Digital Cable	33.23%	35%	32.17%
TV Info From Sunday TV Magazine	31.45%	30.61%	29.89%
Nickelodeon	28.51%	28.14%	27.01%
ABC Fam.	28.31%	26.5%	28.21%

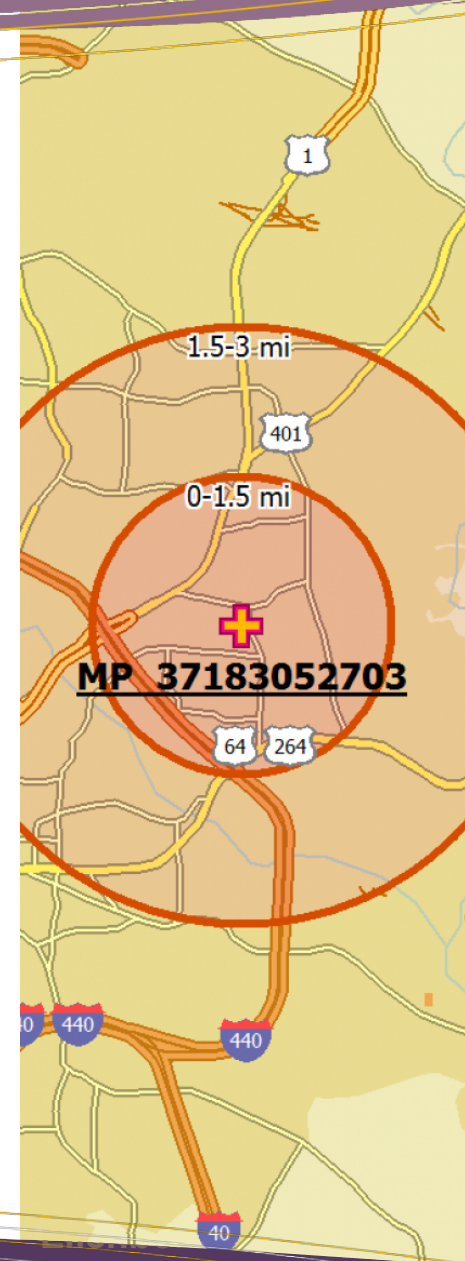
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Newspapers	27.66%	26.9%	26.58%
Hallmark Channel	27.57%	25.87%	27.08%
Adult Swim	27.27%	24.17%	24.92%
Nick At Nite	26.01%	25.46%	24.67%
TCM (Turner Classic Movies)	25.99%	24.89%	25.99%
The Golf Channel	25.83%	23.62%	25.55%
Video-On-Demand Movies	25.54%	23.86%	24.04%
ESPN2	25.02%	23.34%	25.56%
ESPN Classic	24.73%	22.08%	25.54%
BET (Black Entertainment TV)	24.65%	23.11%	24.95%
USA Network	24.45%	23%	24.5%
TV Info From Monthly Cable Guide	23.83%	23.42%	23.48%

# 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+)	21.04%	19.05%	21.27%
Medium Users (4-6)	11.81%	10.43%	10.79%
Light Users (1-3)	21.32%	20.96%	20.86%
Quintiles (20%)			
Newspaper I (Heavy)	1%	1.34%	1.05%
Newspaper II	1.4%	1.59%	1.55%
Newspaper III	2.66%	2.68%	2.6%
Newspaper IV	0.38%	0.38%	0.35%
Newspaper V (Light)	0.82%	0.8%	0.8%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.66%	21.92%	20.32%
Magazines II	9.18%	10.02%	9.36%
Magazines III	10.21%	10.98%	10.07%
Magazines IV	12.79%	13.82%	12.17%
Magazines V (Light)	0.84%	0.97%	0.92%
Outdoor I (Heavy)	7.65%	8.5%	8.13%
Outdoor II	3.25%	4.19%	3.4%
Outdoor III	4.58%	4.95%	4.21%
Outdoor IV	16.49%	16.88%	16.13%
Outdoor V (Light)	22.83%	23.31%	23.21%
Yellow Pages I (Heavy)	15.08%	16.28%	14.86%
Yellow Pages II	7.15%	8.44%	7.72%
Yellow Pages III	6.44%	7.68%	6.95%
Yellow Pages IV	21.44%	22.49%	21.83%
Yellow Pages V (Light)	3.65%	4.66%	3.82%

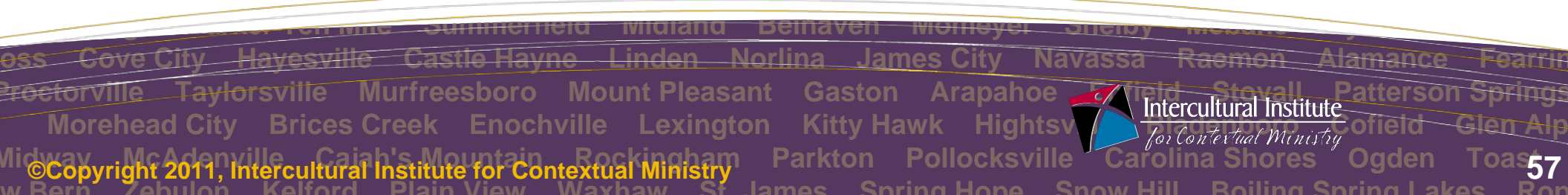


# Potential Multimedia Usage

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
<b>Radio Drive Time Quintiles (fifths / 20%)</b>			
Drive Time I & II (Heavy)	3.1%	3.37%	3.1%
Drive Time III (Medium)	0.71%	0.87%	0.81%
Radio IV & V (Light)	2.96%	3.41%	2.75%
<b>Radio Media Quintiles (fifths / 20%)</b>			
Radio I & II (Heavy)	10.05%	10.74%	9.75%
Radio III (Medium)	5.14%	5.03%	4.75%
Radio IV & V (Light)	3.5%	4.29%	3.89%
<b>Cable TV Quintiles (fifths / 20%)</b>			
Cable I & II (Heavy)	14.95%	14.36%	15.63%
Cable III (Medium)	4.3%	4.61%	4.5%
Cable IV & V (Light)	33.87%	35.43%	34.78%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>TV Prime Time Quintiles (fifths / 20%)</b>			
Prime Time I & II (Heavy)	3.76%	3.8%	3.98%
Prime Time III (Medium)	1.72%	1.75%	1.69%
Prime Time IV & V (Light)	8.83%	9.47%	9.01%
<b>TV Early/Late Fringe Quintiles (fifths / 20%)</b>			
Fringe I & II (Heavy)	39.63%	39.5%	40.9%
Fringe III (Medium)	51.38%	52.2%	50.79%
Fringe IV (Light)	53.19%	53.86%	53.66%
<b>TV All Day Quintiles (fifths / 20%)</b>			
All Day I & II (Heavy)	15.03%	16.49%	14.37%
All Day III (Medium)	23.22%	24.05%	23.43%
All Day IV (Light)	15.93%	18.2%	16.47%

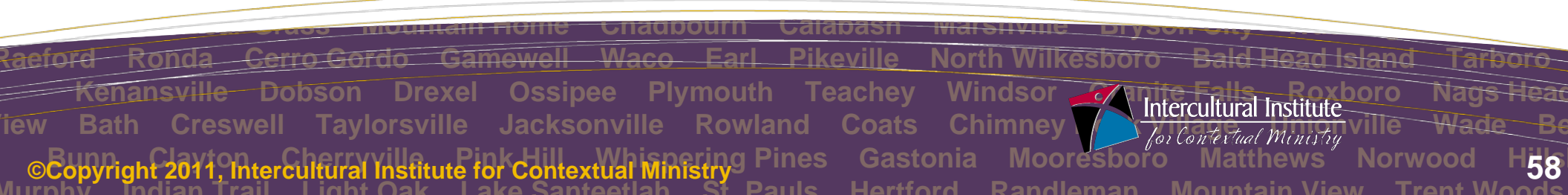


# Potential Audio & Prime Time TV Media Usage:

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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.57%	12.1%	12.3%
6:00am - 10:00am	19.4%	19.16%	20.88%
10:00am - 3:00pm	9.03%	10.31%	10.23%
3:00pm - 7:00pm	14.27%	14.84%	14.05%
7:00pm - Midnight	13.96%	13.76%	14.38%
Midnight - 6:00am	6.28%	6.62%	6.89%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.97%	15.14%	14.2%
6:00am - 10:00am	4.15%	3.69%	4.53%
10:00am-3:00pm	7.85%	7.58%	8.27%
3:00pm - 7:00pm	7.17%	7.28%	7.18%
7:00pm - Midnight	9.6%	9.71%	9.8%
Midnight - 6:00am	11.3%	12.04%	13.11%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	9.18%	7.68%	8.48%
Saturday:	8.48%	8.51%	8.46%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.41%	9%	9.89%
9:00am-1:00pm	26.01%	25.46%	24.67%
9:00am-4:00pm	29.93%	29.62%	28.85%
4:00pm-7:00pm	32.47%	32.72%	32.72%
11:00pm-1:00am	43.21%	42.83%	42.18%
AVG Prime time	4.14%	4.7%	4.27%
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](http://MissionalContext.org).

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	16.87%	16.53%	17.45%
7-9am	25.02%	23.34%	25.56%
9am-12noon	21.8%	20.8%	20.12%
12noon-4pm	8.12%	8.82%	8.74%
4-6pm	54.36%	53.25%	54.44%
6-7pm	18.47%	17.77%	18.05%
7-7:30pm	2.07%	2.21%	2.14%
7:30-8pm	11.27%	11.31%	11.22%
8-11pm	9.18%	7.68%	8.48%
11pm-12am	34.2%	33.24%	32.83%
11pm-1am	43.21%	42.83%	42.18%
1-6am	33.89%	33%	34.15%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	19.32%	18.67%	20.09%
Sat: 10am-1pm	9.65%	9.84%	9.33%
Sat: 1-4pm	25.78%	25.25%	25.11%
Sat: 4-6pm	8.27%	7.64%	7.89%
Sat: 6-7pm	2.33%	1.9%	2.03%
Sat: 7-8pm	1.21%	1.29%	1.28%
Sat: 8-11pm	8.48%	8.51%	8.46%
Sat: 11pm-1am	6.13%	6.54%	6.33%
Sat: 1am-7pm	24.45%	23%	24.5%
Sun: 7-10am	2.47%	2.53%	2.43%
Sun: 10am-1pm	6.55%	5.92%	5.86%
Sun: 1-4pm	6.34%	5.43%	6.39%
Sun: 4-7pm	13.81%	12.38%	12.64%
Sun: 7-11pm	10.41%	9%	9.89%
Sun: 11pm-1am	5.76%	5.91%	5.5%
Sun: 1-7am	22.64%	21.11%	21.79%

# 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*



Selma Dobson Brogden Locust Ellerbe Lillington Hemby Bridge River Bend Gibsonville Richfield Ki  
ar Grass Conover Fairview Bowmore Princeton Banner Elk Tabor City Forest Oaks Newton Grove Angie  
Cleveland Harrisburg St. Helena Polkville Lincolnton Richlands Cerro G...  
Speed Autryville Denton Lowell Colerain Swansboro Dobbins Heights Linden Barker Heights Prop  
rills Ford Bath Stoneville Bethania Lumber Bridge Davidson Fairplains Nashville Holly Ridge Gamewell

# Establishing Redemptive Relationships

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

## Communication Steps

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

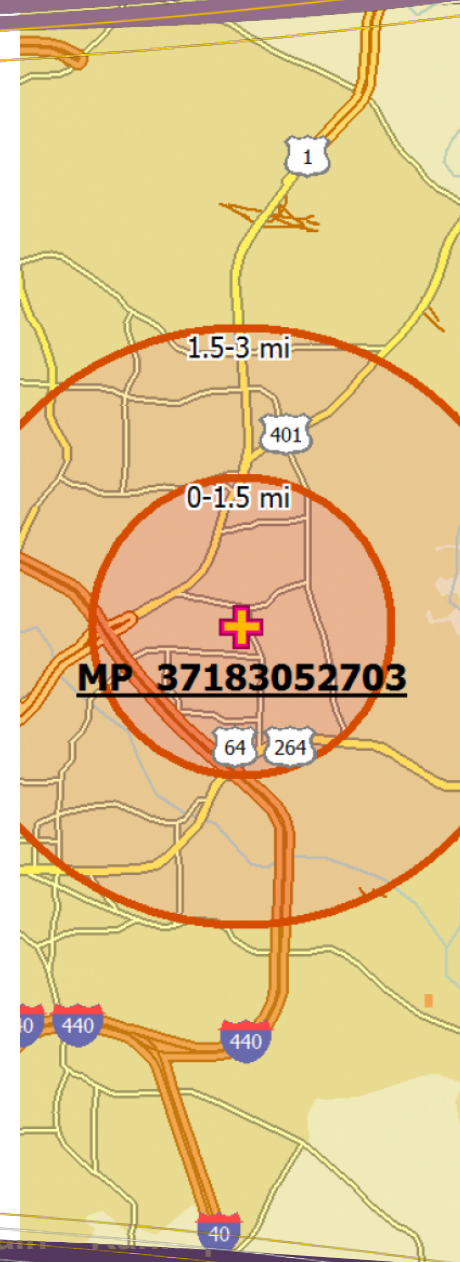


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Longview - Raleigh	2308 N New Hope Rd Raleigh, NC 27604	1.05 mi	218	Plateauing
2	First Fruits	3511 Oneonta Ave Raleigh, NC 27604	1.05 mi	0	Insufficient Data
3	Vision International Church	3670 Bastion Ln Raleigh, NC 27604	1.35 mi	0	Insufficient Data
4	New Hope - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	1.79 mi	446	Plateauing
5	Vietnamese Mission - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	1.79 mi	0	Insufficient Data
6	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	2.98 mi	0	Insufficient Data
7	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	3.10 mi	191	Declining
8	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	3.28 mi	219	Declining
9	Samaria - Raleigh	3621 Poole Rd Raleigh, NC 27610	3.41 mi	80	Insufficient Data
10	Vietnamese Grace - Raleigh	4105 Poole Rd Raleigh, NC 27620	3.42 mi	0	Insufficient Data
11	Green Pines - Knightdale	1498 Hodge Rd Knightdale, NC 27545	3.62 mi	251	Plateauing
12	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	3.62 mi	930	Growing
13	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	3.62 mi	0	Insufficient Data
14	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	3.67 mi	47	Plateauing
15	Iglesia Bautista Monte Olivo - Raleigh	6561 Meridian Dr Raleigh, NC 27616	3.72 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	3.77 mi	0	Insufficient Data
17	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	4.06 mi	513	Plateauing
18	New Covenant	7300 Perry Creek Rd Raleigh, NC 27616	4.06 mi	0	Insufficient Data
19	Vision - Raleigh	7633 Buffalo Rd Raleigh, NC 27616	4.24 mi	77	Plateauing
20	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	4.29 mi	136	Insufficient Data
21	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	4.33 mi	26	Insufficient Data
22	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	4.33 mi	493	Plateauing
23	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	4.52 mi	82	Plateauing
24	Vintage21	117 S West St Raleigh, NC 27601	4.66 mi	0	Insufficient Data
25	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	5.16 mi	0	Insufficient Data
26	The Revolution	209 Oberlin Rd Raleigh, NC 27605	5.19 mi	0	Insufficient Data
27	Hillcrest - Raleigh	3800 Hillcrest Dr Raleigh, NC 27610	5.21 mi	49	Plateauing
28	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	5.31 mi	0	Insufficient Data
29	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	5.53 mi	67	Declining
30	Mount Vernon - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	5.59 mi	749	Plateauing



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
31	Raleigh Korean - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	5.59 mi	150	Insufficient Data
32	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	5.63 mi	90	Declining
33	Christ - Raleigh	400 Newton Rd Raleigh, NC 27615	5.67 mi	365	Insufficient Data
34	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	5.73 mi	42	Insufficient Data
35	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	5.73 mi	126	Declining
36	Open Door - Raleigh	9801 Durant Rd Raleigh, NC 27614	5.74 mi	600	Insufficient Data
37	Knightdale - Knightdale	15 Main St Knightdale, NC 27545	5.74 mi	166	Plateauing
38	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	5.80 mi	747	Declining
39	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	5.80 mi	65	Insufficient Data
40	East Bridge	8213 Round Oak Rd Raleigh, NC 27616	5.83 mi	0	Insufficient Data
41	Wake Cross Roads - Raleigh	3329 Forestville Rd Raleigh, NC 27616	5.92 mi	498	Growing
42	Epoch	9045 Brook Garden Ct Apt 303 Raleigh, NC 27615	6.12 mi	0	Insufficient Data
43	Carolina Pines - Raleigh	2655 S Saunders St Raleigh, NC 27603	6.31 mi	51	Plateauing
44	Glory to God Christian Fellowship - Raleigh	9216 Baileywick Rd Raleigh, NC 27615	6.49 mi	87	Insufficient Data
45	New Community Church - Raleigh	9621 Six Forks Rd Raleigh, NC 27615	6.49 mi	130	Plateauing



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

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[www.missionalcoach.org](http://www.missionalcoach.org)  
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[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)