MissionSite
top unreached locations

RALEIGH, NC

CENSUS TRACT: 37183053714
REGION: Region 4: Triangle
COUNTY: Wake
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
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MissionSite (TM)
Table of Contents

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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37183	Wake
4	Zipcode	27613	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000

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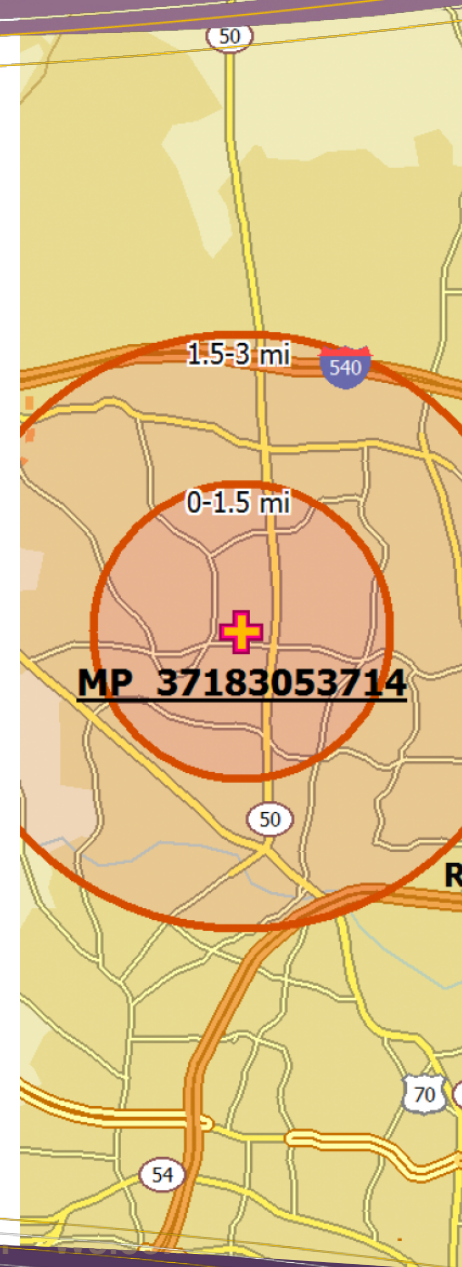
Site Location Summary - Map of the Site Location
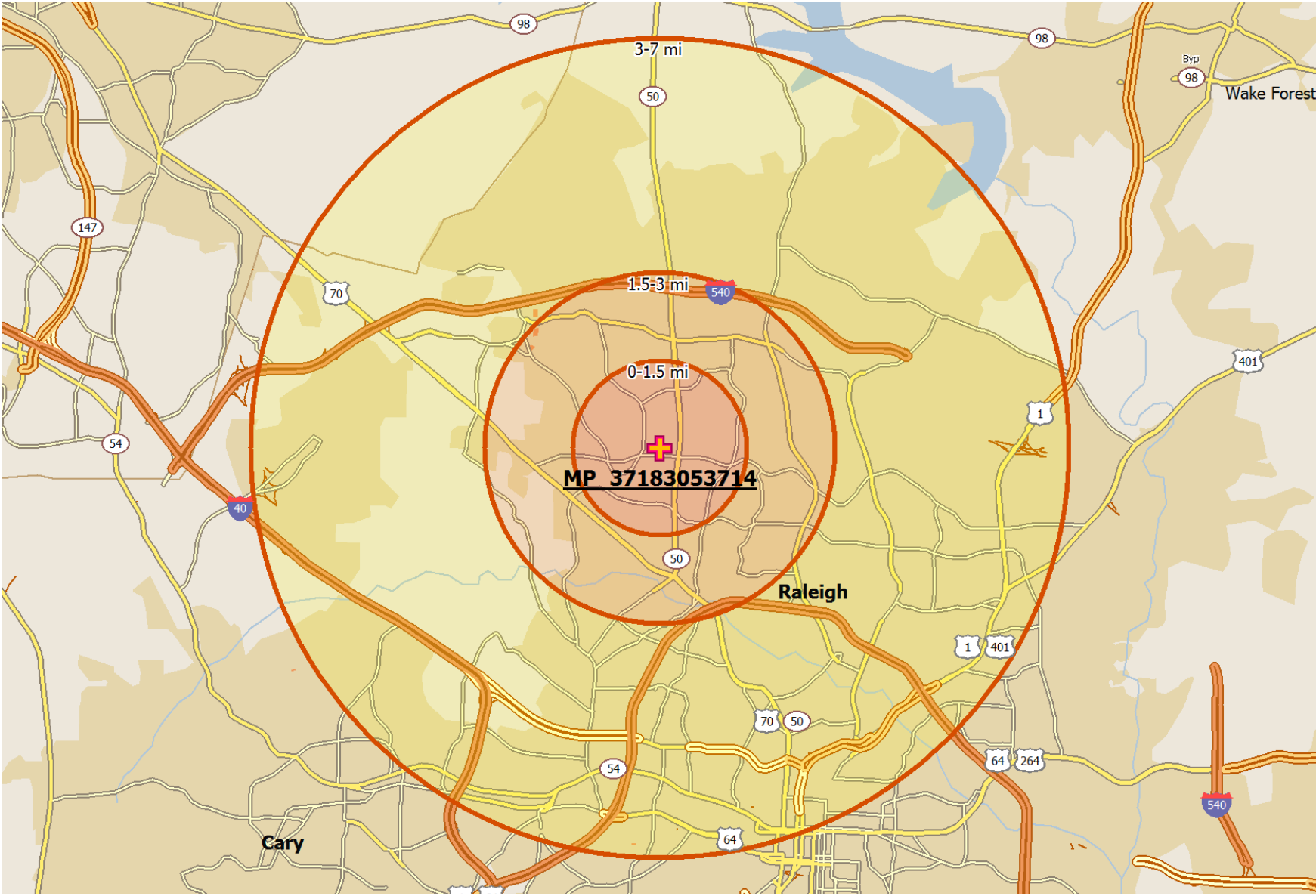
Site Location Summary - Urbanicity

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

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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	28,519	58,201	209,258
2010 Households	12,264	24,213	78,861
2010 Group Quarters Population	151	267	11,768

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	64	58	62
Language Diversity National Index	56	60	65
Foreign Born Diversity National Index	96	74	44
Ancestry Diversity National Index	84	70	28
Racial Diversity National Index	50	55	80

Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	6,930	56.51%
Mainstay Communities	Established, Diverse Households	429	3.5%
Working Communities	Blue-collar, Working Families	228	1.86%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,524	36.89%
Urban Communities	High Density, Inner-city Neighborhoods	154	1.26%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	8,863	3.66%
Unreached %	71.13%	72.27%	101.6
Religious But NOT Evangelical HH	59,956	1,897	3.16%
Religious But NOT Evangelical %	17.62%	15.47%	87.78
Spiritual But NOT Relig or Evang HH	40,864	1,609	3.94%
Spiritual But NOT Relig or Evang %	12.01%	13.12%	109.2
Not Evangelical, Not Interested HH	141,348	5,357	3.79%
Not Evangelical, Not Interested %	41.55%	43.68%	105.14

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Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	160	8	5%
Active BCNC Attenders	28,074	1,311	4.67%
Active Evangelical Households	36,953	3,745	10.13%
Active Evangelical Percent	10.86%	10.27%	94.52
Inactive Evangelical Households	61,276	6,209	10.13%
Inactive Evangelical Percent	18.01%	17.02%	94.52
# New Churches Needed	10	10	101.24%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Creedmoor Road - Raleigh	0.63 mi	95	Plateauing	16	Tabernacle - Raleigh	3.76 mi	260	Declining
2	Greystone - Raleigh	1.39 mi	369	Plateauing	17	Korean First - Raleigh	3.76 mi	450	Plateauing
3	Providence - Raleigh	1.83 mi	0	Insufficient Data	18	Church at the Park	3.97 mi	0	Insufficient Data
4	Cross Culture Church	1.90 mi	175	Insufficient Data	19	Southbridge	3.97 mi	0	Insufficient Data
5	Christ - Raleigh	2.22 mi	365	Insufficient Data	20	Ridge Road - Raleigh	4.12 mi	126	Declining
6	Crabtree Valley - Raleigh	2.67 mi	90	Declining	21	Journey - Raleigh	4.48 mi	0	Insufficient Data
7	Glory to God Christian Fellowship - Ralei	2.99 mi	87	Insufficient Data	22	River Oaks Community - Raleigh	4.85 mi	74	Insufficient Data
8	New Community Church - Raleigh	2.99 mi	130	Plateauing	23	Epoch	4.98 mi	0	Insufficient Data
9	Mount Vernon - Raleigh	3.20 mi	749	Plateauing	24	Hayes Barton - Raleigh	5.08 mi	513	Plateauing
10	Raleigh Korean - Raleigh	3.20 mi	150	Insufficient Data	25	Iglesia Bautista Monte Olivo - Raleigh	5.16 mi	0	Insufficient Data
11	Leesville - Raleigh	3.42 mi	40	Insufficient Data	26	Saint Johns - Raleigh	5.19 mi	82	Plateauing
12	Mount Olivet - Raleigh	3.69 mi	61	Declining	27	Emmanuel - Raleigh	5.42 mi	219	Declining
13	Iglesia Bautista Nueva Esperanza - Raleig	3.69 mi	0	Insufficient Data	28	Bay Leaf - Raleigh	5.73 mi	1,250	Growing
14	Trinity - Raleigh	3.69 mi	930	Growing	29	Mount Hermon (R) - Durham	5.77 mi	0	Insufficient Data
15	Raleigh Arabic Baptist Church	3.69 mi	0	Insufficient Data	30	Forest Hills - Raleigh	5.90 mi	747	Declining

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

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Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	18,761	4.43%
2000 Population	627,846	24,859	3.96%
2010 Population	929,938	28,519	3.07%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	7,857	4.74%
2000 Households	242,040	11,195	4.63%
2010 Households	340,227	12,264	3.6%

Location Types in this MissionSite
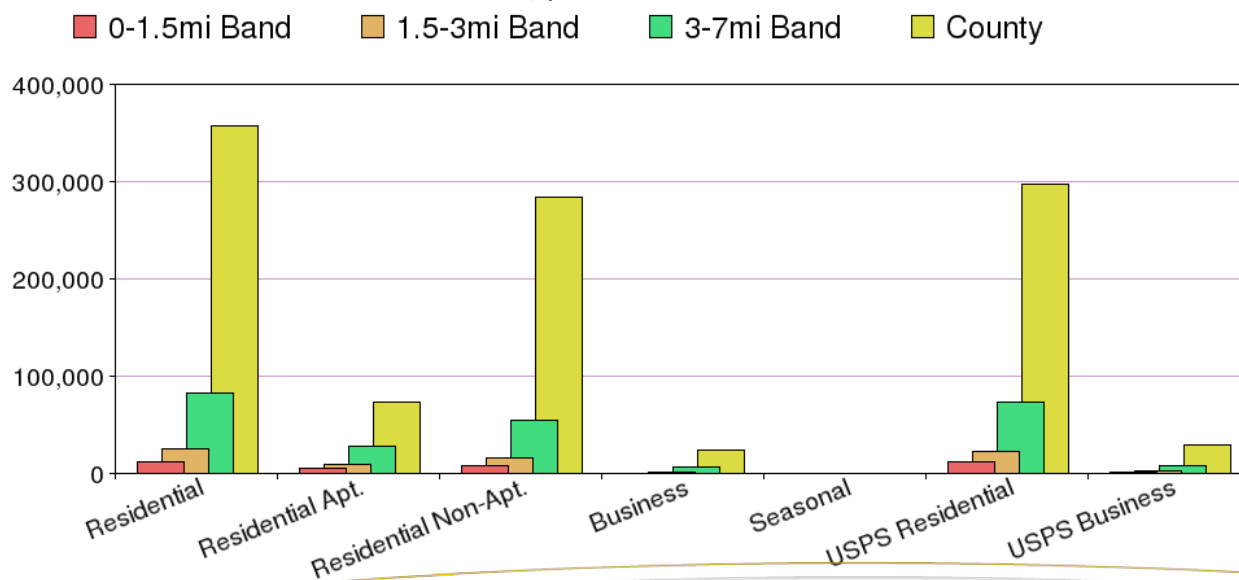
Location Type	0-1.5mi Band
Residential	12,249
Residential Apt.	4,840
Residential Non-Apt.	7,409
Business	432
Seasonal	0
USPS Residential	11,745
USPS Business	746

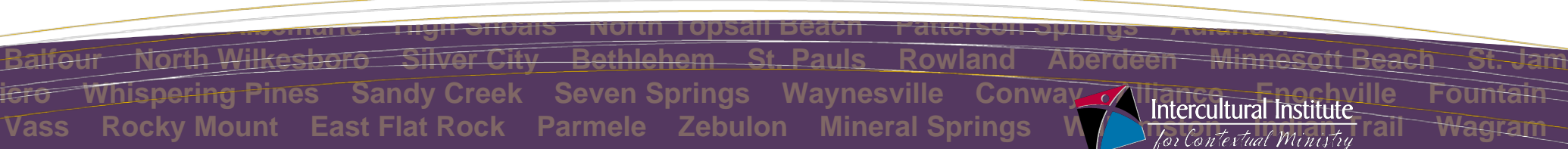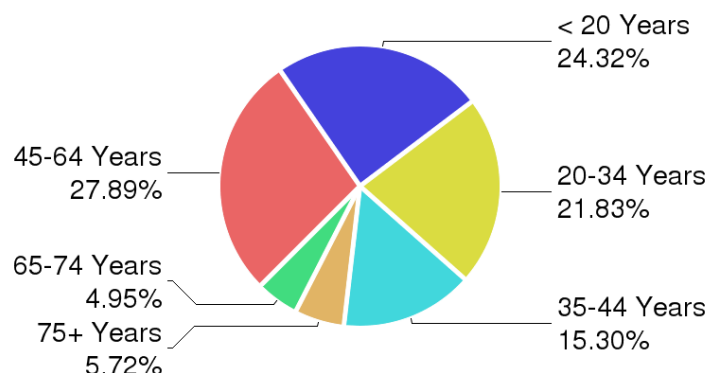Intercultural Institute
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Current Demographic Summary

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

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

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	4.67%	77.96
4-5 Years	3.05%	2.37%	77.7
6-8 Years	4.59%	3.78%	82.35
9-11 Years	4.39%	3.81%	86.79
12-13 Years	2.83%	2.61%	92.23
14-17 Years	5.45%	4.75%	87.16
18-19 Years	2.64%	2.32%	87.88
0-5 Years	9.03%	7.04%	77.96
6-12 Years	10.39%	8.89%	85.56
13-19 Years	9.5%	8.39%	88.32
< 20 Years	28.92%	24.32%	84.09
20-34 Years	21.22%	21.83%	102.87
35-44 Years	16.2%	15.3%	94.44
45-64 Years	24.62%	27.89%	113.28
65-74 Years	5.28%	4.95%	93.75
75+ Years	3.75%	5.72%	152.53
Median Age	35	41	116.07
Median Age (Male)	34	40	117.06
Median Age (Female)	36	41	115.08

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Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.
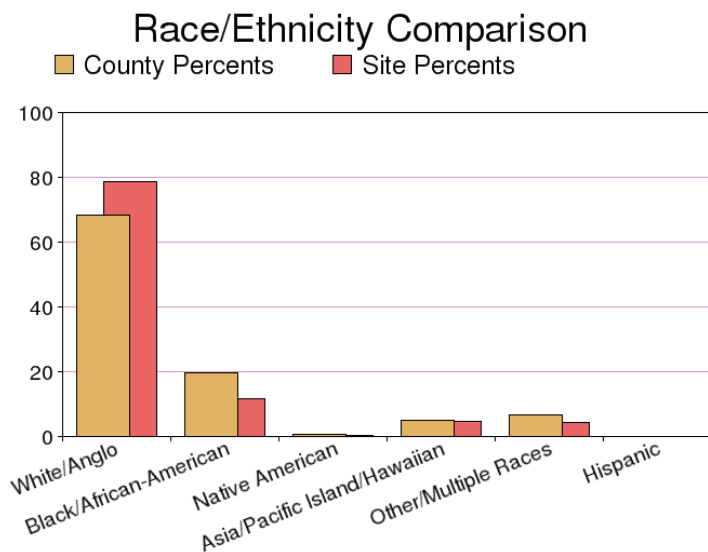
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	78.82%	115.43
Black, African-American	19.55%	11.66%	59.66
Native American	0.53%	0.43%	80.8
Asian	4.76%	4.73%	99.3
Pacific Island, Hawaiian	0.1%	0.04%	38.49
Other/Multiple Races	6.78%	4.32%	63.79
Hispanic	0%	5.5%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	19,907	
Less than 9th Grade	3.75%	1.39%	270.56
No High School Diploma	4.75%	1.79%	264.82
High School Graduate	18.57%	10.04%	184.94
Some College, no degree	17.49%	16.77%	104.3
Associate Degree	8.03%	8.7%	92.32
College Degree	31.01%	40.89%	75.85
Graduate/Prof. degree	16.39%	20.42%	80.26

Race/Ethnicity Comparison

- County Percents
- Site Percents

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	4.22%	2.1%	63.28
$10,000 to $19,999	7.43%	5.51%	74.19
$20,000 to $29,999	8.39%	7.45%	88.81
$30,000 to $49,999	18.44%	16.94%	91.82
$50,000 to $59,999	7.86%	8.23%	104.72
$60,000 to $69,999	7.2%	6.79%	94.34
$70,000 to $79,999	6.67%	6.72%	100.71
$80,000 to $89,999	5.72%	6.18%	108.12
$90,000 to $99,999	4.5%	4.88%	108.47
$100,000 to $124,999	10.47%	12.55%	119.86
$125,000 to $149,999	6.58%	7.8%	118.41
$150,000 to $199,999	6.77%	9.44%	139.38
$200,000 to $249,999	2.34%	2.77%	118.42
$250,000 or more	3.41%	2.63%	76.99
Median Household	64,788	76,893	118.68
Average Household	86,936	97,664	112.34
Per Capita Household	32,484	42,003	129.3
Family/Non-Family Household Income			
Median Family Income	82,410	99,904	121.23
Average Family Income	106,198	117,054	110.22
Median Non-Family Income	41,592	49,643	119.36
Average Non-Family Income	51,440	63,819	124.06

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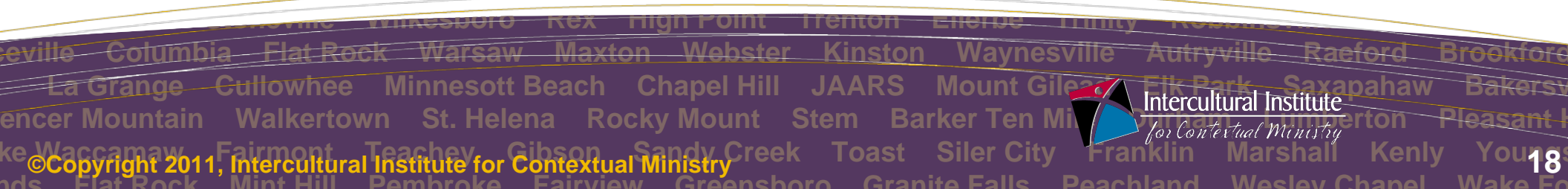
Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	64.82%	53.82%	83.03
Families with Children	35.7%	26.68%	74.74
Families without Children	29.13%	27.14%	93.19
Non-Family Households			
% Non-Family Households	35.18%	46.18%	131.27
Non-Families with Children	0.15	0.09	60.55
Non-Families without Children	35.03	46.09	131.57
Housing Units			Index
Total Housing Units	371,722	13,166	
Vacant percent	8.47%	6.85%	80.86
Owned percent	61.04%	49.65%	81.34%
Rented Percent	30.49%	43.5%	142.67
Households by Size			Index
Avg household size	2.67	2.31	86.52
Avg family hh size	3.41	3.22	94.43
Avg non-family hh size	1.31	1.25	95.42
Households By Count of Persons			Percent
One	99,248	4,737	4.77%
Two	86,994	3,290	3.78%
Three or Four	115,039	3,333	2.9%
Five+	38,946	904	2.32%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	18,761	4.43%
2000 Population	627,846	24,859	3.96%
2010 Population	929,938	28,519	3.07%
2015 Population	1,093,517	31,724	2.9%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	7,857	4.74%
2000 Households	242,040	11,195	4.63%
2010 Households	340,227	12,264	3.6%
2015 Households	388,249	13,208	3.4%

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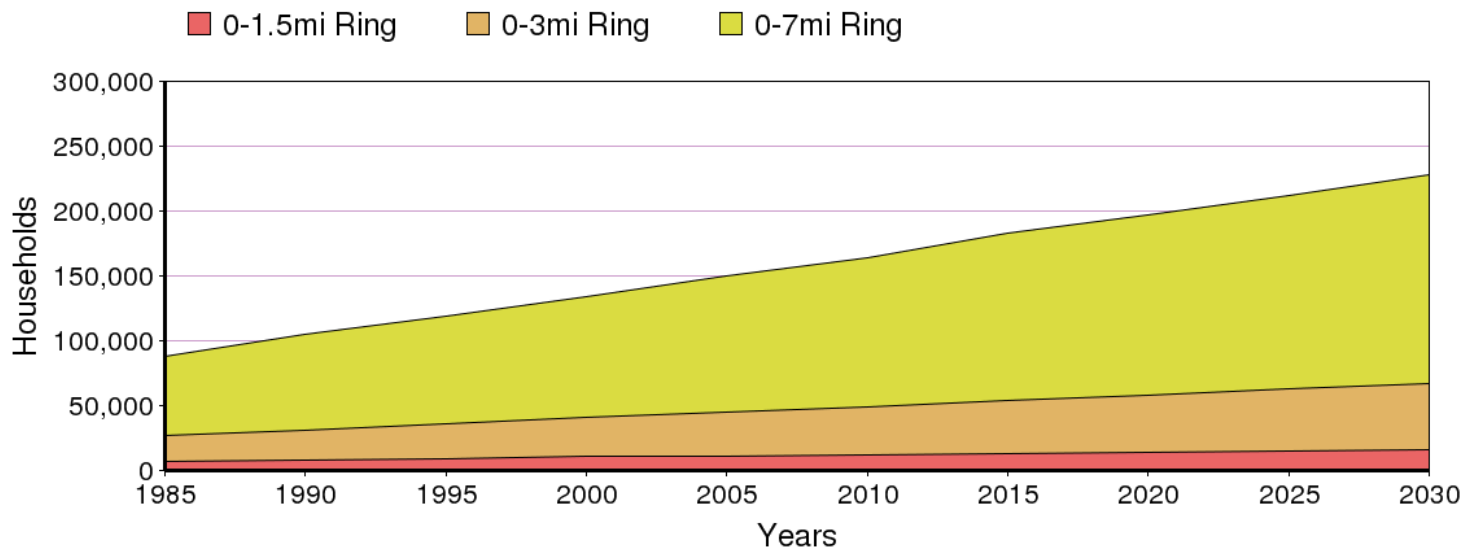
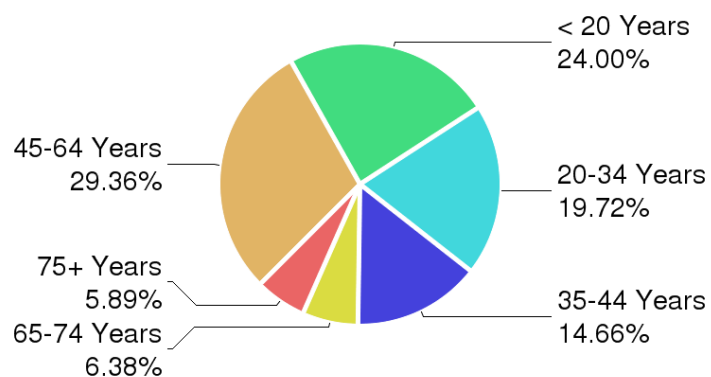■ 0-1.5mi Ring   ■ 0-3mi Ring   ■ 0-7mi Ring

Projected Demographic Summary

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

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

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.67%	4.22%	90.36
4-5 Years	2.37%	2.27%	95.78
6-8 Years	3.78%	3.71%	98.15
9-11 Years	3.81%	3.81%	100
12-13 Years	2.61%	2.64%	101.15
14-17 Years	4.75%	4.97%	104.63
18-19 Years	2.32%	2.35%	101.29
0-5 Years	7.04%	6.49%	92.19
6-12 Years	8.89%	8.84%	99.44
13-19 Years	8.39%	8.67%	103.34
< 20 Years	24.32%	24%	98.68
20-34 Years	21.83%	19.72%	90.33
35-44 Years	15.3%	14.66%	95.82
45-64 Years	27.89%	29.36%	105.27
65-74 Years	4.95%	6.38%	128.89
75+ Years	5.72%	5.89%	102.97
Median Age	35	42	119.91
Median Age (Male)	34	41	120.9
Median Age (Female)	36	42	118.7

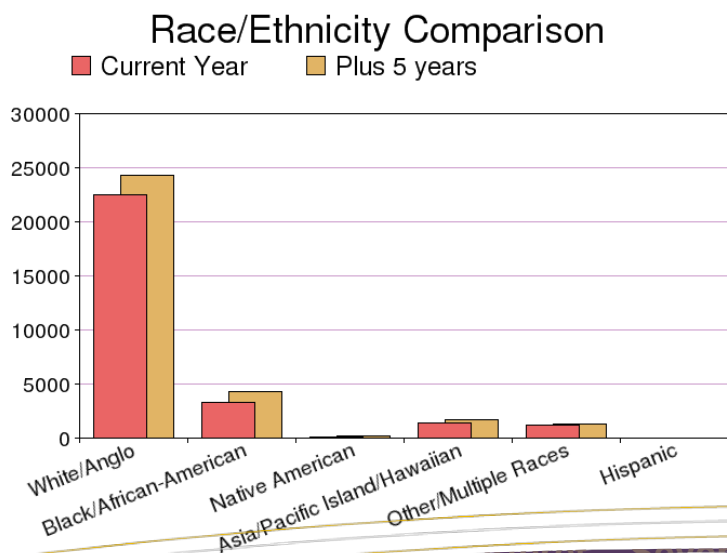Intercultural Institute
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Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.82%	76.45%	96.99
Black, African-American	11.66%	13.56%	116.28
Native American	0.43%	0.55%	126.44
Asian	4.73%	5.31%	112.44
Pacific Island, Hawaiian	0.04%	0.06%	163.45
Other/Multiple Races	4.32%	4.07%	94.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	19,907	22,174	
Less than 9th Grade	1.39%	1.43%	102.79
No High School Diploma	1.79%	1.51%	83.99
High School Graduate	10.04%	10.32%	102.76
Some College, no degree	16.77%	15.63%	93.22
Associate Degree	8.7%	8.81%	101.28
College Degree	40.89%	41.03%	100.37
Graduate/Prof. degree	20.42%	21.27%	104.15

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Projected Demographic Summary

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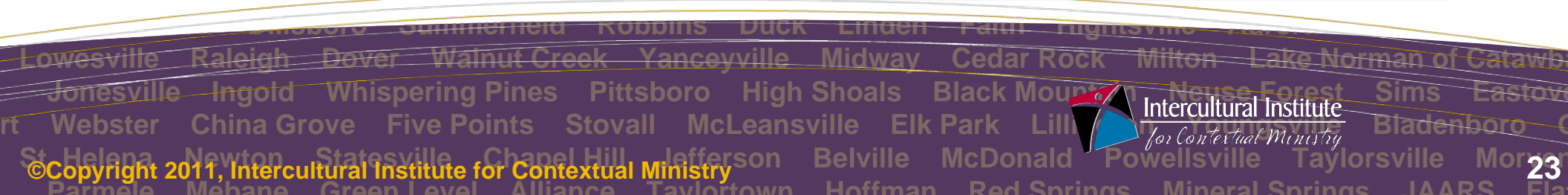 projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	2.1%	1.93%	91.77
$10,000 to $19,999	5.51%	5.4%	97.93
$20,000 to $29,999	7.45%	6.87%	92.24
$30,000 to $49,999	16.94%	15.97%	94.28
$50,000 to $59,999	8.23%	7.62%	92.58
$60,000 to $69,999	6.79%	6.1%	89.84
$70,000 to $79,999	6.72%	6.92%	99.61
$80,000 to $89,999	6.18%	6.03%	95.43
$90,000 to $99,999	4.88%	4.72%	96.89
$100,000 to $249,999	12.55%	13.17%	104.98
$125,000 to $149,999	7.8%	8.52%	109.27
$150,000 to $199,999	9.44%	10.58%	112.1
$200,000 to $249,999	2.77%	3.13%	113.06
$250,000 or more	2.63%	2.9%	110.44
Median Household	76,893	80,640	104.87
Average Household	97,664	105,411	107.93
Per Capita Household	42,003	43,891	104.49
Family/Non-Family Household Income			
Median Family Income	99,904	106,841	106.94
Average Family Income	117,054	127,980	109.33
Median Non-Family Income	49,643	52,150	105.05
Average Non-Family Income	63,819	67,695	106.07

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	53.82%	53.32%	99.06
Families with Children	26.68	26.43	99.07
Families without Children	27.14	28.54	105.15
Non-Family Households			
% Non-Family Households	46.18%	46.68%	101.1
Non-Families with Children	0.09	0.08	101.1
Non-Families without Children	46.09	46.61	101.13
Housing Units			
Total Housing Units	13,166	14,172	107.64%
Vacant percent	6.85%	6.8%	99.18
Owned percent	49.65%	49.94%	100.59
Rented Percent	43.5%	43.25%	99.44
Households by Size			
Avg household size	2.31	2.39	103.46%
Avg family hh size	3.22	3.39	105.28%
Avg non-family hh size	1.25	1.25	100%
Households By Count of Persons			
One	4,737	5,312	112.14%
Two	3,290	2,974	90.4%
Three or Four	3,333	3,768	113.05%
Five+	904	1,156	127.88%

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Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	2,052	4,853	17,008
Northern Europe	173	366	933
Western Europe	233	196	528
Southern Europe	57	35	155
Eastern Europe	67	341	863
Other Europe	0	0	0
Eastern Asia	279	549	1,623
So. Central Asia	316	534	1,586
SE Asia	96	275	1,130
Western Asia	71	168	676
Other Asia	4	35	77

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	8	65	379
Middle Africa	17	68	164
Northern Africa	27	55	356
Southern Africa	17	95	82
Western Africa	54	107	761
Other Africa	16	0	123
Oceania	0	35	93
Caribbean	99	175	582
Central Amer.	196	1,179	5,155
South America	171	215	717
North America	151	360	1,025
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	19,376	37,157	126,170
Spanish	702	2,280	8,969
Other Indo-Euro language	1,058	1,686	4,859
French (incl. Patois, Cajun)	191	346	1,261
French Creole	36	99	70
Italian	49	21	230
Portuguese	97	37	160
German	100	138	465
Yiddish	18	10	14
Other West Germanic	27	86	82
A Scandinavian Language	96	55	171
Greek	37	97	122
Russian	18	65	304
Polish	65	101	224
Serbo-Croatian	0	16	36
Other Slavic Language	13	159	200
Armenian	0	0	0
Persian	68	67	372
Gujarathi	46	112	224
Hindi	66	143	307
Urdu	92	7	171

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	20	30	147
Asian/PI languages	0	0	0
Chinese	163	279	1,310
Japanese	16	45	243
Korean	125	255	683
Mon-Khmer, Cambodian	0	0	73
Miao, Hmong	0	13	23
Thai	3	10	92
Laotian	0	46	102
Vietnamese	23	78	583
Other Asian	51	119	539
Tagalog	26	59	256
Other Pacific Is	0	0	71
Other languages	137	477	2,016
Navajo	0	0	0
Other Native N. American	0	0	9
Hungarian	0	0	39
Arabic	97	327	910
Hebrew	0	0	118
African languages	40	140	875
Other unspecified	0	10	65

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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	20,002	37,604	125,550
Arab	181	392	1,218
Armenian	29	8	16
Austrian	27	93	170
British	260	486	1,378
Canadian	59	244	443
Croatian	0	10	58
Czech	60	79	145
Czechoslovak	50	134	96
Danish	154	100	399
Dutch	172	338	1,068
English	2,754	5,415	18,450
European	528	519	2,313
Finnish	33	35	201
French (not Basque)	435	882	2,252
French Canadian	237	116	760
German	2,410	4,709	12,351
Greek	130	211	448
Hungarian	49	49	468
Iranian	62	71	292

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,897	3,035	9,986
Italian	1,242	2,028	5,072
Lithuanian	55	39	136
Norwegian	188	345	971
Polish	493	768	2,265
Portuguese	67	85	132
Romanian	18	43	104
Russian	177	240	1,171
Scandinavian	31	29	100
Scotch-Irish	728	1,408	5,267
Scottish	464	1,089	3,829
Slovak	62	105	178
Subsaharan African	153	438	2,285
Swedish	251	322	1,125
Swiss	55	36	254
Ukrainian	70	133	416
US/American	1,846	3,387	11,100
Welsh	216	171	778
West Indian	101	203	468
Yugoslavian	0	32	100
Other	4,258	9,777	37,288

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

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Unreached Households by Lifestyle Segment

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

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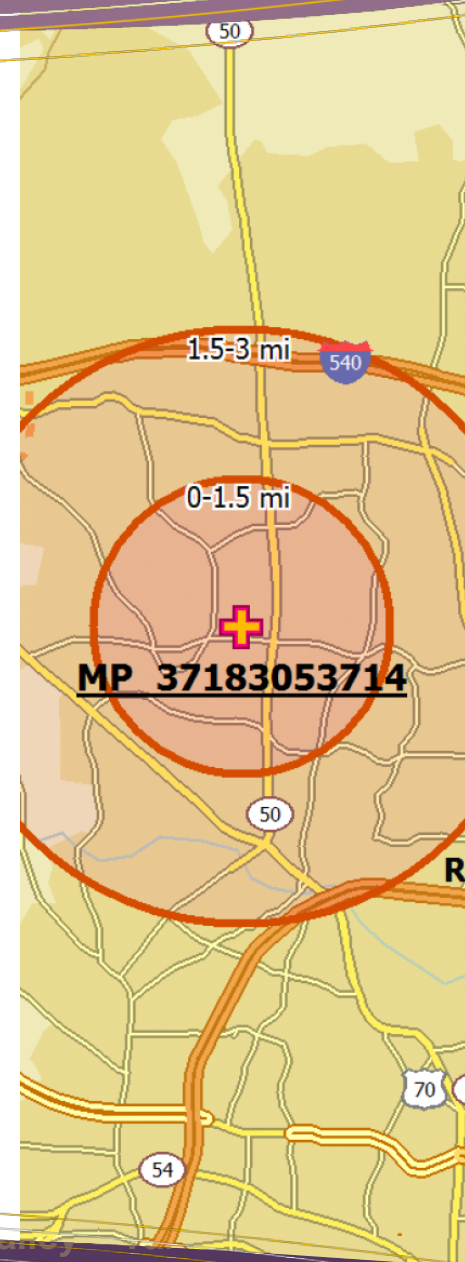
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	12,264	100%	9,118	100%
AFFLUENT SUBURBIA	3,856	31.44%	2,629	28.83%
America's Wealthiest	0	0%	0	0%
Dream Weavers	266	2.17%	190	2.08%
White Collar Suburbia	38	0.31%	31	0.34%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	2,340	19.08%	1,570	17.22%
Small Town Success	1,160	9.46%	803	8.81%
New Suburbia Fam.	52	0.42%	35	0.38%
UPSCALE AMERICA	3,074	25.07%	2,148	23.56%
Status Conscious Consumers	1,802	14.69%	1,264	13.86%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	918	7.49%	616	6.76%
Solid Suburban Mix	137	1.12%	105	1.15%
2nd Generation Success	55	0.45%	41	0.45%
Successful Urban Sprawl	162	1.32%	122	1.34%
SM TWN SUCCESS	107	0.87%	196	2.15%
Successful Urban Sprawl	0	0%	122	1.34%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	107	0.87%	0	0%
Mid-Market Enterprise	0	0%	74	0.81%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	12,264	100%	9,118	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	322	2.63%	233	2.56%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	322	2.63%	233	2.56%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	228	1.86%	156	1.71%
Steadfast Conservative	228	1.86%	156	1.71%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	12,264	100%	9,118	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4,524	36.89%	3,515	38.55%
Young Cosmopolitans	4,206	34.3%	3,293	36.12%
Minority Metro Communities	104	0.85%	77	0.84%
Stable Careers	16	0.13%	12	0.13%
Aspiring Hispania	198	1.61%	133	1.46%
RURAL VILLAGES & FARMS	0	0%	133	1.46%
Aspiring Hispania	0	0%	133	1.46%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	12,264	100%	9,118	100%
STRUGGLING SOCIETIES	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%
URBAN ESSENCE	154	1.26%	108	1.18%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	154	1.26%	108	1.18%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-1.5 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?

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Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).

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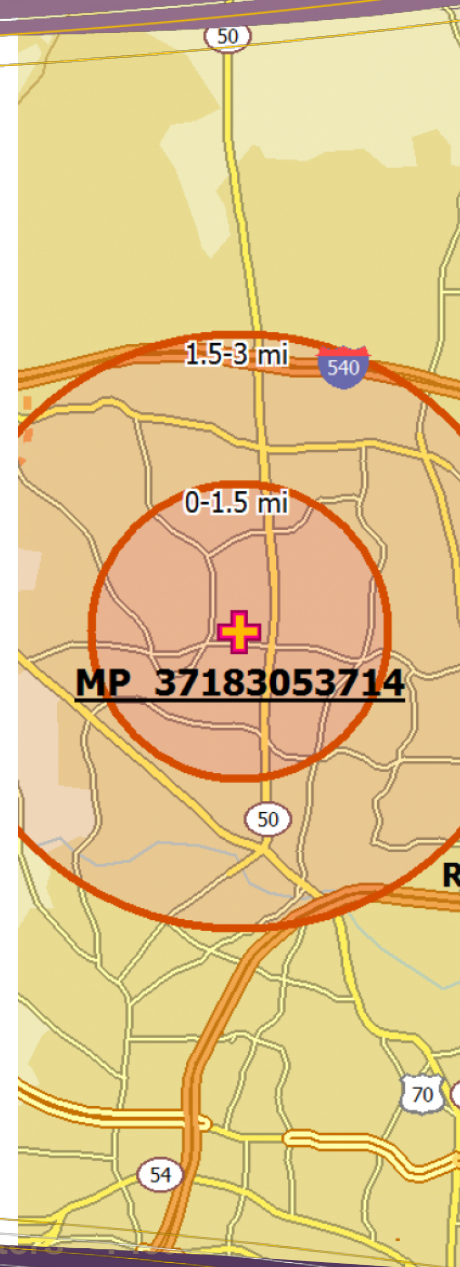
Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	85%	84%	84%
Use Comp. for Internet/E-mail	72%	72%	70%
Internet Use: E-Mail	66%	65%	62%
Use Comp. for Word Processing	53%	52%	50%
Use Comp. for Shopping	46%	45%	44%
Use Comp. for Banking	45%	45%	42%
Use Comp. for Comp. Games	43%	42%	41%
Use Comp. for Digital Camera Photo Editing	42%	40%	39%
Internet Use: News/ Weather	41%	39%	37%
Internet Use: Banking	39%	38%	35%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	36%	35%	35%
Use Comp. for Education	35%	35%	36%
Use Comp. for News/Info./Data Service	32%	31%	32%
PC-Network-HH Has One	26%	25%	27%
Use Comp. for Personal Financial Mngmnt	24%	22%	22%
Internet Use: Shopping: Gathered Info. for Shopping	23%	21%	19%
Use Comp. for Accounting	21%	20%	19%
Internet Use: Shopping: Made A Purchase	20%	19%	18%
Internet Use: Read Magazines/ Newspapers	19%	19%	16%
Internet Use: Travel Reservations	19%	18%	16%

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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	73%	72%	71%
Dining Out (Not Fast Food)	68%	67%	64%
Reading Books	63%	62%	61%
Go To A Beach/Lake	46%	44%	43%
Cooking for Fun	43%	43%	41%
Card Games	41%	42%	42%
Gardening	35%	33%	33%
Board Games	32%	32%	33%
Visit Museum	30%	29%	28%
Going To Bars/Nightclubs/Dancing	26%	27%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	65%	66%
Gen./Fam. Practitioner	40%	40%	40%
Dentist	37%	35%	35%
None Of These	23%	23%	22%
Eye Dr.	23%	22%	22%
Backache	21%	21%	21%
High Cholesterol	18%	18%	18%
OB/GYN	17%	16%	14%
Hypertension/High Blood Pressure	15%	16%	17%
Pharmacist	12%	12%	12%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	40.24%	38.49%	36.81%
Live Theater	30.95%	29.24%	28.96%
Live Theater Most Often	24.25%	23.47%	23.41%
Rock/Pop Concerts Most Often	23.58%	22.74%	20.54%
Dance Performance	12.72%	12.58%	12.09%
Comedy Club	11.32%	10.94%	10.95%
Movies: Comedy	46.23%	46.05%	43.58%
Movies: Action/Adventure	43.94%	44.26%	42.41%
Movies: Drama	27.5%	27%	25.86%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	24.64%	24.21%	24.24%
Movies: Fam.	20.23%	19.82%	20.16%
Movies: Mystery	20.22%	20.24%	19.27%
MLB Baseball Reg. Season	15.08%	14.47%	12.68%
NFL Football Reg. Season	11.1%	10.71%	9.63%
College Football Reg. Season	10.87%	9.47%	8.99%
College Basketball Reg. Season	8.74%	7.7%	6.83%
NHL Hockey Reg. Season	6.49%	6.25%	5.3%
NBA Basketball Reg. Season	6.49%	6.62%	6.05%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	47.94%	47.19%	45.99%
Swimming	38.85%	37.81%	37.03%
Bowling	22%	21.88%	22.41%
Weight Training	21.94%	22.49%	22.33%
Billiards/Pool	21.49%	21.87%	20.25%
Jogging/Running	20.84%	21.08%	20.24%
Using Cardio Machine	20.24%	20.26%	20.05%
Stationary Cycling	16.13%	15.54%	15.07%
Golf	16.01%	15.76%	17.12%
Mountain/Road Biking	14.83%	14.4%	14.63%
Basketball	14.2%	14.17%	15.19%
Camping Trips	13.99%	14.1%	13.11%
Aerobics	13.45%	13.1%	13.12%
Freshwater Fishing	13.34%	13.23%	12.79%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Backpacking/Hiking	12.99%	13.23%	12.42%
Tennis	10.52%	10.65%	10.56%
Yoga	10.38%	10.52%	9.82%
Baseball	10.24%	10.14%	10.66%
Soccer	8.96%	8.93%	8.93%
Softball	8.25%	7.99%	7.51%
Volleyball	7.77%	7.36%	7.5%
Football	7.77%	7.93%	9.12%
Saltwater Fishing	7.68%	7.4%	6.94%
Canoeing/Kayaking	7.44%	7.47%	7.24%
Power Boating	7.13%	7.06%	8.07%
Roller Skating	6.35%	6.19%	5.81%
Hunting	6.16%	6.13%	5.78%
Target Shooting	5.88%	6%	6.44%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Horseback Riding	5.81%	5.79%	5.3%
Ice Skating	5.65%	5.68%	6.01%
Snorkeling	5.59%	5.8%	6.07%
Downhill & X-Country Skiing	4.98%	5.53%	6.68%
Motorcycling	4.89%	4.82%	4.9%
Jet Skiing	4.78%	4.98%	5.11%
Water Skiing	4.06%	4.28%	4.65%
Sailing	4.04%	3.99%	4.05%
Martial Arts	3.88%	4.19%	4.2%
Rock Climbing	3.86%	3.87%	3.99%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.82%	3.89%	4.05%
Fly Fishing	3.65%	3.55%	3.62%
Snowboarding	3.29%	3.68%	3.67%
Hockey	3.22%	3.27%	3.48%
Surfing & Windsurfing	3.03%	3.16%	3.06%
Snowmobiling	2.52%	2.72%	2.9%
Auto Racing	2.5%	2.55%	2.62%
Archery	2.26%	2.38%	2.97%
Rowing	2.12%	2.3%	2.72%
Skateboarding	1.99%	2.26%	2.65%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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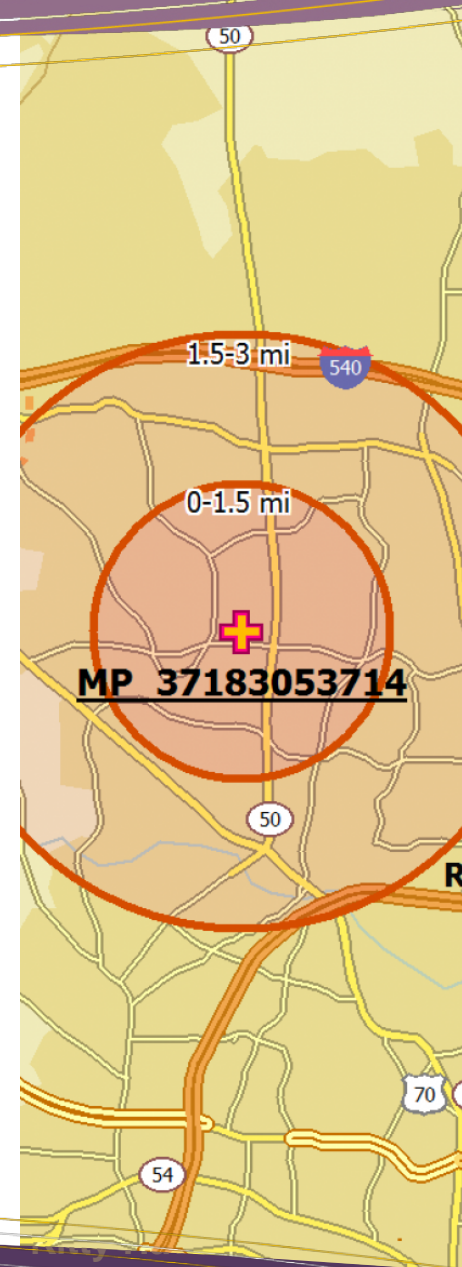
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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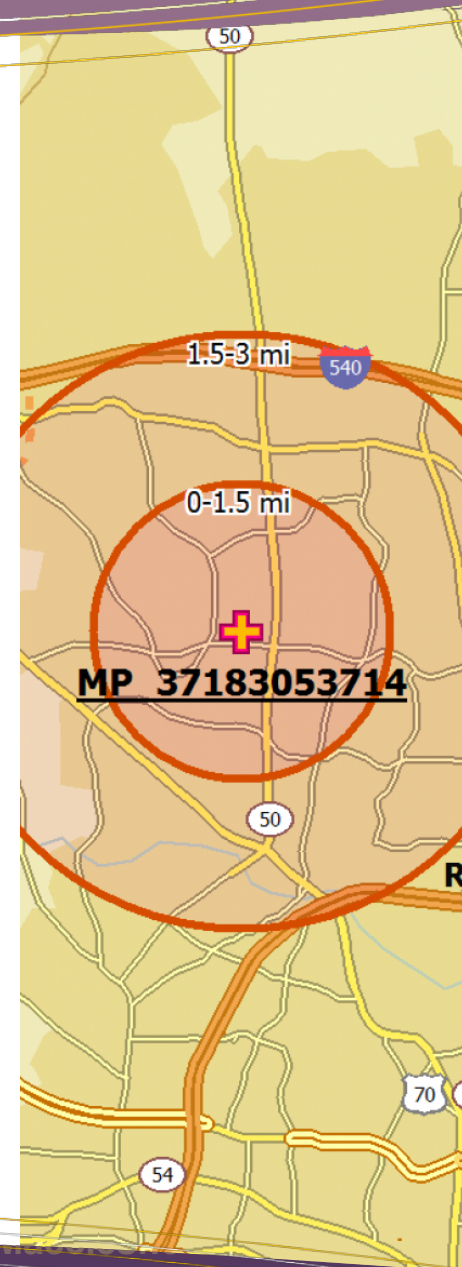
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
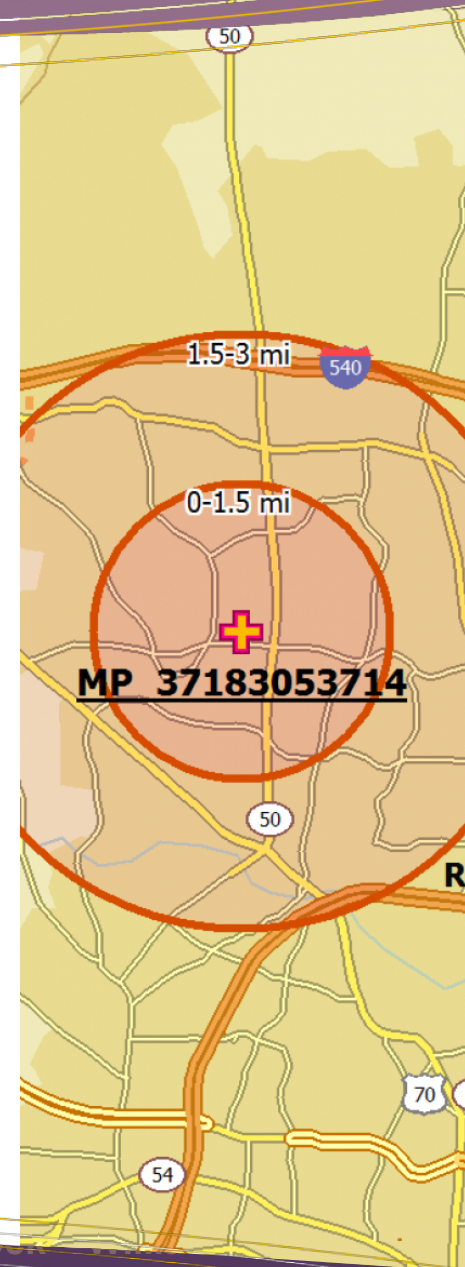
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prefer To Have Few Possessions As Possible	48%	47%	45%
Important Continue Learning New Things	47%	48%	50%
Find It Difficult To Say No To My Kids	40%	39%	38%
Speak My Mind Even If It Upsets People	33%	33%	33%
Friends More Important Than My Fam.	32%	32%	32%
If Won Lottery Would Never Work Again	32%	32%	33%
Woman's Place Is In The Home	31%	31%	32%
Like Control Over People And Resources	28%	29%	30%
Don't Judge People/Way They Live Life	28%	28%	29%
Money Is Best Measure Of Success	27%	26%	26%
Like To Do Unconventional Things	23%	23%	25%
Like To Pursue Challenge/Novelty/Change	21%	22%	21%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	21%	21%	22%
Like to Stand Out In A Crowd	21%	21%	20%
Happy With My Standard Of Living	19%	19%	18%
I Am A Workaholic	17%	19%	18%
Too Much Sponsorship In Arts/Sports	17%	18%	19%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	13%	14%	14%
On Whole People Get What They Deserve	12%	12%	12%
Only Work Current Job for The Money	10%	11%	13%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	7%	7%
I Am A Perfectionist	7%	7%	8%

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Potential Cultural Themes

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

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

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Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
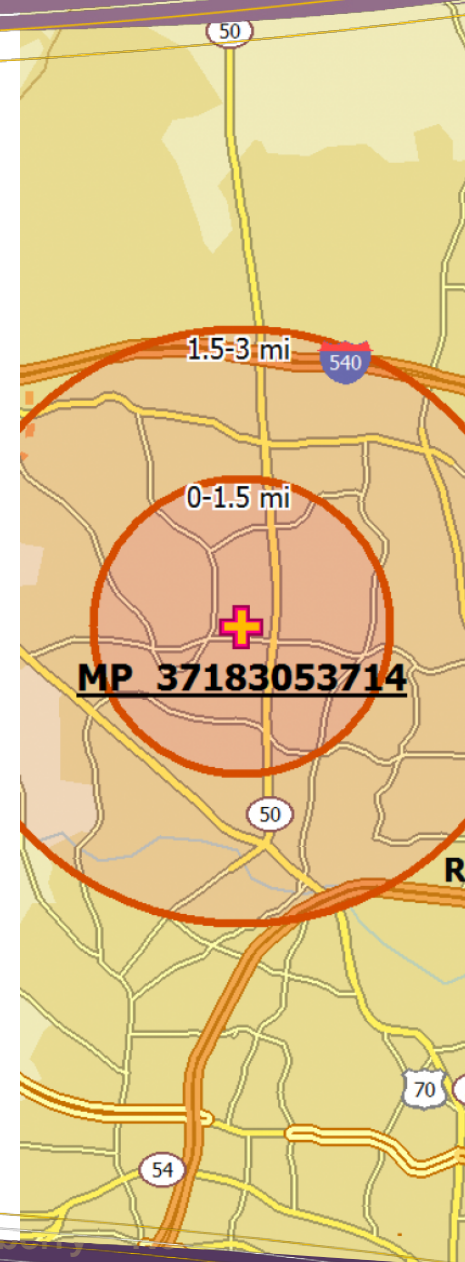
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	72%	72%	69%
You Should Seize Opportunities In Life	59%	59%	59%
Prefer To Have Few Possessions As Possible	48%	47%	45%
Like To Understand About Nature	40%	39%	40%
Important Feel Respected By My Peers	33%	33%	34%
People Have To Take Me As They Find Me	28%	29%	28%
Like To Just Enjoy Life	28%	28%	27%
Prefer Work Part Of Team Than Alone	28%	28%	31%
Important To Juggle Various Tasks	28%	28%	29%
Worried About Pollution Caused By Cars	28%	27%	26%
Have Keen Sense Of Adventure	27%	27%	28%
Good At Fixing Things	25%	25%	27%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	19%	19%	19%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	17%	16%	16%
Try Not To Worry About The Future	14%	14%	15%
Enjoy Spending Time With My Fam.	12%	12%	11%
Looking for New Ideas To Improve Home	11%	12%	13%
Provide My Kids With The Little Extras	6%	7%	9%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	4%	4%	5%
Like Spending Most Time With Fam.	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	4%
Decor Particular Interest To Me	3%	3%	3%

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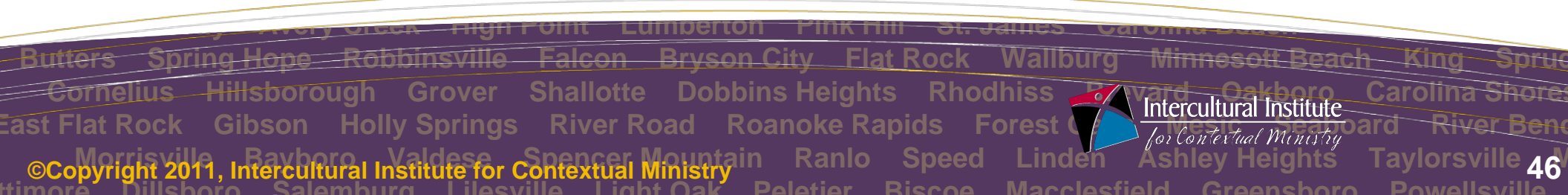
Potential Shared Places

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

Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	85.39%	84.31%	82.4%
Fast Food/Drive-In Restaurant-Visit Any	83.33%	83.03%	81.99%
McDonald's	55.84%	55.14%	53.55%
Burger King	33.15%	33.95%	33.19%
Applebee's	30.89%	29.53%	28.58%
Wendy's	29.17%	28.85%	28.93%
Subway	28.53%	27.76%	28.22%
Taco Bell	25.78%	27.21%	26.31%
Kentucky Fried Chicken (KFC)	23.06%	23.58%	23.92%
Olive Garden	22.37%	21.99%	21.89%
Starbucks	22.19%	21.18%	19.61%
Arby's	20.85%	20.63%	19.65%

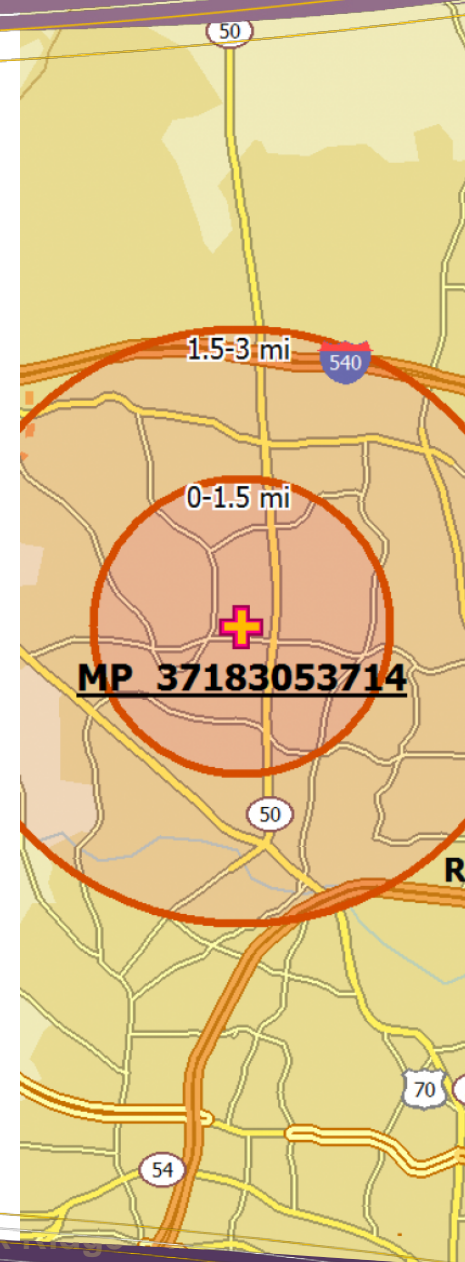| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Outback Steakhouse	19.47%	18.41%	17.3%
Chili's Grill and Bar	17.15%	17.02%	16.99%
Pizza Hut	17.05%	18.08%	18.11%
TGI Friday's	16.64%	16.6%	15.82%
IHOP (International House Of Pancakes)	16.09%	15.38%	14.88%
Red Lobster	16.03%	15.57%	15.33%
Chick-Fil-A	16.02%	15.1%	14.87%
Panera Bread	14.85%	14.2%	13.13%
Quiznos Sub	14.45%	14.18%	13.1%
Cracker Barrel	13.89%	12.82%	12.92%
Ruby Tuesday	13.74%	12.79%	11.58%
Domino's Pizza	13.52%	13.78%	13.46%

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.
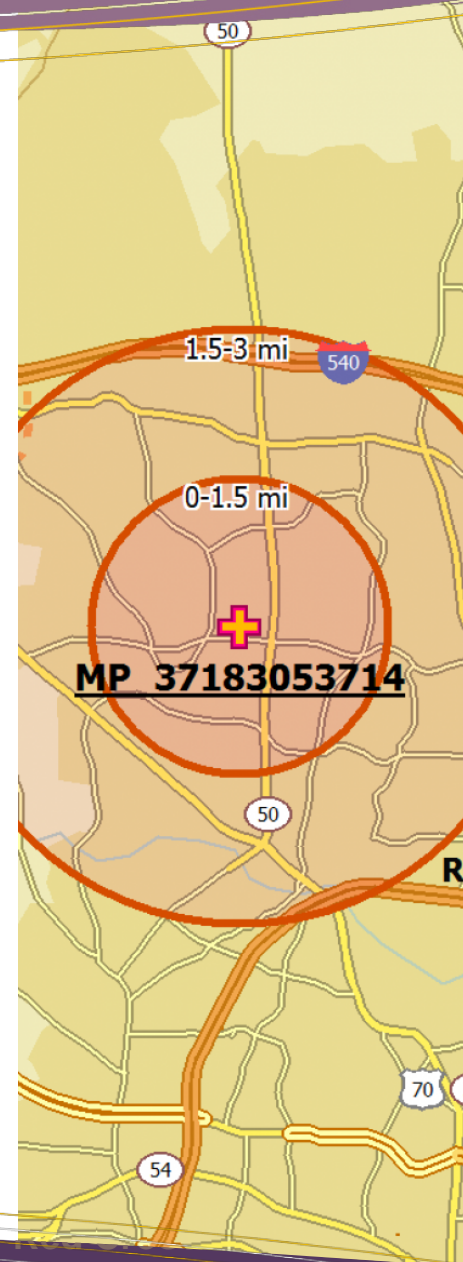
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	52.82%	51.73%	51.29%
Recycled products	44.97%	44.35%	42.73%
Worked as volunteer (non political)	21.38%	21.07%	20.61%
Engaged in fund raising	12.57%	12.38%	12.64%
Wrote to elected offcl about publ bus	8.26%	8%	7.68%
Religious club member	7.83%	7.8%	7.95%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.25%	7.06%	6.82%
Wrote to editor of mag or newspaper	7.12%	6.95%	6.56%
Took active part in local civic issue	6.47%	6.32%	6.17%
Addressed a public meeting	6.2%	5.87%	5.82%
Union member	5.73%	5.65%	5.43%
Wrote to editor of mag or newspaper	5.07%	4.87%	4.68%

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Communication Media Content

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

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

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Potential Print Media Content:

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	23.89%	23.52%	22.6%
Mystery	15.17%	14.96%	14.38%
Children's Books	15.13%	15.06%	15.1%
Cookbooks	12.97%	12.83%	12%
Personal/Business Self-help	10%	9.93%	9.41%
History	9.7%	9.47%	9.21%
Biography	9.34%	9.21%	9.01%
Religious (not Bibles)	9.04%	8.95%	8.84%
Romance	6.66%	6.69%	6.94%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	72.04%	71.48%	71.87%
Gen. Editorial	50.08%	49.94%	50.22%
Womens	43.21%	43.7%	44.25%
Service	38.47%	37.57%	37.31%
Business/Finance	24.63%	24.25%	24.47%
Mens	21.3%	21.1%	20.44%
Sports	18.12%	17.79%	17.89%
Mature Market	13.2%	12.56%	12.54%
Health	12.99%	13.03%	13.23%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	60.08%	59%	58.01%
Business/Finance	37.19%	36.24%	35.84%
Sport	35.53%	34.86%	34.37%
Editorial Page	33.98%	32.7%	31.65%
Movie Listings & Reviews	30.36%	30.03%	29.49%
Classified	29.71%	29.44%	29.11%
Food/Cooking	29.3%	28.31%	27.58%
Comics	27.81%	27.41%	26.88%
Travel	26.17%	25.47%	24.71%
Home/Gardening	24.99%	24.23%	23.79%
TV/Radio Listings	24.74%	24.12%	24.06%
Science/Technology	22.81%	22.22%	21.4%
Fashion	16.97%	16.49%	16.34%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	20.54%	20.36%	19.64%
CHR Contemp Hit Radio	19.93%	19.68%	19.11%
News/Talk	18.2%	17.9%	16.9%
Country	16.11%	15.56%	14.84%
Alternative	15.24%	15.15%	13.71%
Rock	12.96%	13.01%	12.25%
Oldies	12.51%	12.28%	11.96%
Classic Rock	11.97%	11.59%	10.91%
Variety	11.17%	11.03%	10.53%
Urban Contemporary	10.8%	11.77%	13.82%
All News	8.94%	8.88%	9.43%
Soft Contemporary	8.87%	8.53%	8.12%
Sports	6.57%	6.42%	6.37%
Classical	6.39%	6.35%	6.05%
Jazz	6.34%	6.61%	6.98%
Religious	6.04%	6.22%	6.28%
All Talk	5.59%	5.78%	5.84%
Public	5.4%	5.3%	4.96%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	68.61%	68.28%	67.44%
Satellite Dish	57.65%	53.52%	53.49%
Soapnet	54.75%	54.16%	53.58%
Comedy Central	47.43%	46.01%	43.72%
Sci-Fi Channel	38.54%	38.89%	38.16%
Other Video-On-Demand	38.27%	38.74%	39.37%
ABC Fam.	36.09%	35.65%	33.37%
ESPN Classic	35.84%	35.27%	32.9%
MSNBC	34.29%	33.74%	33.72%
Hallmark Channel	32.45%	31.29%	30.12%
ESPN2	32.45%	31.52%	29.31%
TV Info From Sunday TV Magazine	31.89%	31.33%	31.16%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Swim	31.34%	30.05%	28.6%
Adult Pay Per View TV	30.93%	29.81%	30.67%
Video-On-Demand Movies	30.53%	29.7%	27.42%
BET (Black Entertainment TV)	30.4%	29.61%	28.2%
Subscribe Digital Cable	29.79%	29.12%	30.23%
TCM (Turner Classic Movies)	29.38%	28.71%	28.17%
Nickelodeon	29.12%	29.02%	27.97%
The Golf Channel	28.81%	28.46%	28.51%
TV Info From Newspapers	28.17%	27.57%	26.92%
USA Network	27.93%	26.98%	27%
ESPN News	27.88%	27.47%	26.88%
CMT (Country Music Television)	27.52%	26.27%	24.66%

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Communication Media Usage

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

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

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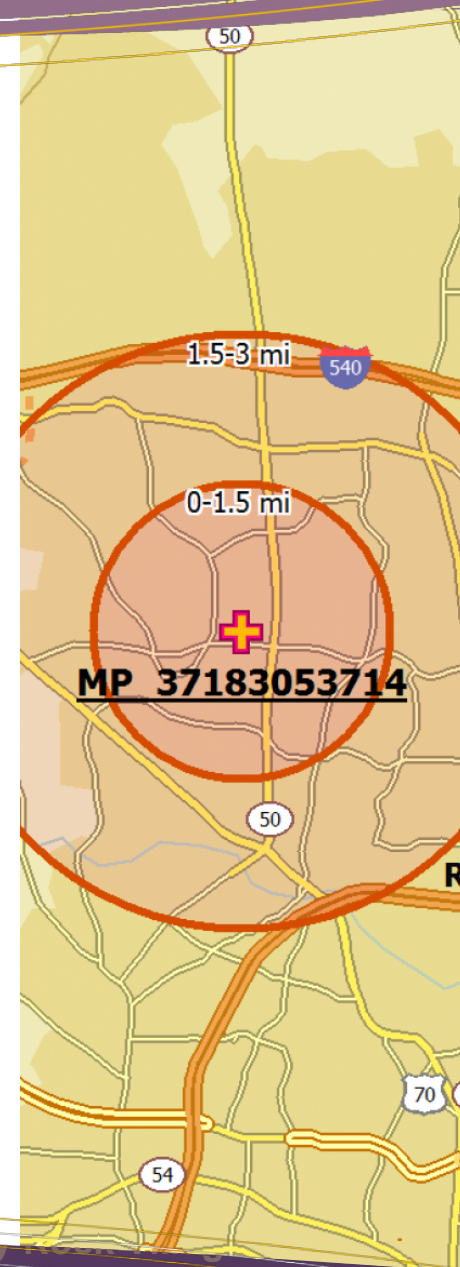
Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	26.4%	25.95%	25.03%
Medium Users (4-6)	12.36%	12.35%	12.29%
Light Users (1-3)	21.66%	21.59%	21.25%
Quintiles (20%)			
Newspaper I (Heavy)	0.64%	0.97%	1.1%
Newspaper II	1.47%	1.39%	1.31%
Newspaper III	3.01%	2.93%	2.71%
Newspaper IV	0.34%	0.41%	0.37%
Newspaper V (Light)	0.95%	1.03%	1.03%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.95%	19.73%	19.53%
Magazines II	9.46%	9.26%	8.76%
Magazines III	9.22%	9.14%	9.5%
Magazines IV	10.08%	10.34%	10.97%
Magazines V (Light)	0.59%	0.68%	0.69%
Outdoor I (Heavy)	8.39%	8.65%	8.1%
Outdoor II	2%	2.22%	2.68%
Outdoor III	2.31%	2.76%	3.31%
Outdoor IV	15.28%	15.85%	15.35%
Outdoor V (Light)	24.19%	23.71%	23.46%
Yellow Pages I (Heavy)	13.37%	13.52%	13.43%
Yellow Pages II	6.68%	6.7%	7.06%
Yellow Pages III	4.74%	5.12%	5.67%
Yellow Pages IV	20.57%	21.31%	20.32%
Yellow Pages V (Light)	2.61%	2.95%	3.17%

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Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.68%	2.57%	2.92%
Drive Time III (Medium)	0.48%	0.58%	0.64%
Radio IV & V (Light)	2%	2.1%	2.19%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.45%	8.55%	9.08%
Radio III (Medium)	5.84%	5.49%	5.04%
Radio IV & V (Light)	3.39%	3.45%	3.32%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	20.83%	20.43%	18.17%
Cable III (Medium)	3.63%	3.96%	4.19%
Cable IV & V (Light)	33.08%	33.85%	33.15%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.73%	3.68%	3.75%
Prime Time III (Medium)	2.36%	2.28%	1.96%
Prime Time IV & V (Light)	9.08%	8.83%	8.5%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	43.71%	43.59%	42.51%
Fringe III (Medium)	49.12%	49.21%	49.05%
Fringe IV (Light)	54.79%	54.81%	53.48%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	10.96%	11.16%	12.12%
All Day III (Medium)	22.68%	23.09%	23.28%
All Day IV (Light)	14.12%	13.96%	14.64%

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Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.59%	14.06%	13.05%
6:00am - 10:00am	27.52%	26.27%	24.66%
10:00am - 3:00pm	8.97%	8.59%	8.66%
3:00pm - 7:00pm	13.45%	13.17%	13.05%
7:00pm - Midnight	19.18%	18.7%	16.9%
Midnight - 6:00am	6.79%	6.73%	6.49%
Weekend Radio Listeners			
Dayparts [summary]	14.35%	14.22%	13.85%
6:00am - 10:00am	6.31%	6.35%	5.82%
10:00am-3:00pm	8.97%	8.86%	9.36%
3:00pm - 7:00pm	6.67%	6.57%	6.71%
7:00pm - Midnight	9.27%	9.17%	9.8%
Midnight - 6:00am	13.68%	12.88%	13.26%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.91%	10.26%	10.17%
Saturday: 8:00-11:00pm	7.96%	8.16%	8.22%
Sunday: 7:00-11:00pm	11.55%	11%	10.86%
9:00am-1:00pm	25.31%	25.93%	25.52%
9:00am-4:00pm	29.08%	29.96%	29.45%
4:00pm-7:00pm	31.7%	31.67%	33.13%
11:00pm-1:00am	41.66%	41.27%	42.1%
AVG Prime time Mon-Sun	3.66%	3.78%	3.78%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	22.24%	21.83%	20.22%
7-9am	32.45%	31.52%	29.31%
9am-12noon	20.5%	21.41%	21.2%
12noon-4pm	8.58%	8.56%	8.25%
4-6pm	58.95%	57.81%	58.15%
6-7pm	19.71%	19.9%	18.94%
7-7:30pm	1.87%	1.98%	2.02%
7:30-8pm	12.22%	12.29%	11.04%
8-11pm	10.91%	10.26%	10.17%
11pm-12am	34.29%	33.74%	33.72%
11pm-1am	41.66%	41.27%	42.1%
1-6am	38.25%	36.93%	36.59%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	25.34%	24.3%	23.15%
Sat: 10am-1pm	8.87%	9.26%	9.35%
Sat: 1-4pm	27.62%	26.95%	26.16%
Sat: 4-6pm	8.02%	8.32%	7.89%
Sat: 6-7pm	2.28%	2.36%	2.35%
Sat: 7-8pm	1.57%	1.49%	1.48%
Sat: 8-11pm	7.96%	8.16%	8.22%
Sat: 11pm-1am	6.04%	5.93%	5.91%
Sat: 1am-7pm	27.93%	26.98%	27%
Sun: 7-10am	1.81%	1.9%	2.18%
Sun: 10am-1pm	5.77%	5.66%	6.05%
Sun: 1-4pm	8.71%	8.11%	7.42%
Sun: 4-7pm	13.76%	13.34%	13.23%
Sun: 7-11pm	11.55%	11%	10.86%
Sun: 11pm-1am	5.84%	5.72%	5.55%
Sun: 1-7am	24.35%	23.79%	23.24%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy And Many Witnesses

The Same Commit Thou to Faithful Men

Who Shall Be Able To Teach Others Also

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Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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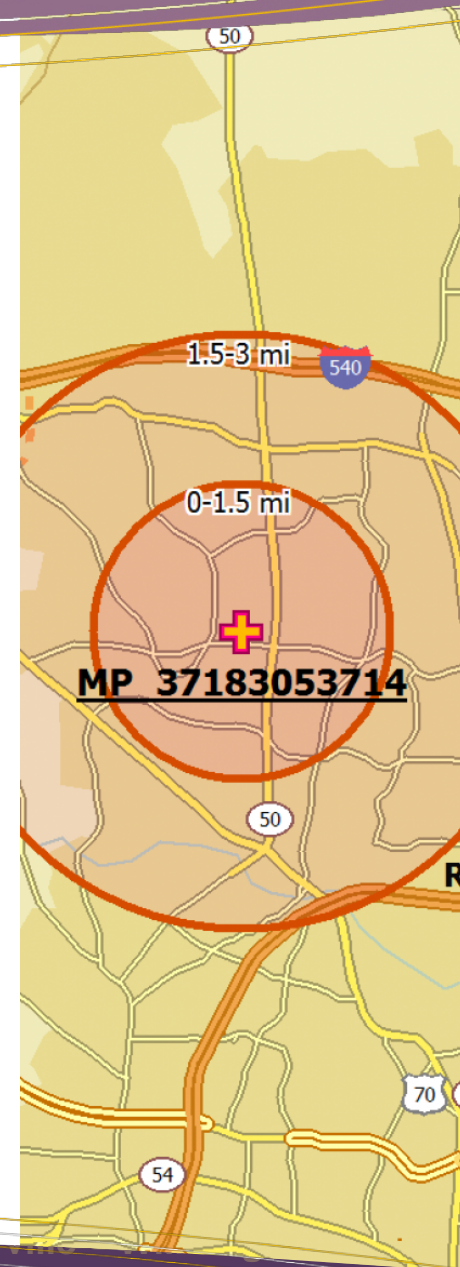
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Creedmoor Road - Raleigh	6001 Creedmoor Rd Raleigh, NC 27612	0.63 mi	95	Plateauing
2	Greystone - Raleigh	7509 Lead Mine Rd Raleigh, NC 27615	1.39 mi	369	Plateauing
3	Providence - Raleigh	6339 Glenwood Ave Raleigh, NC 27612	1.83 mi	0	Insufficient Data
4	Cross Culture Church	8409 Leesville Rd Raleigh, NC 27613	1.90 mi	175	Insufficient Data
5	Christ - Raleigh	400 Newton Rd Raleigh, NC 27615	2.22 mi	365	Insufficient Data
6	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	2.67 mi	90	Declining
7	Glory to God Christian Fellowship - Ralei	9216 Baileywick Rd Raleigh, NC 27615	2.99 mi	87	Insufficient Data
8	New Community Church - Raleigh	9621 Six Forks Rd Raleigh, NC 27615	2.99 mi	130	Plateauing
9	Mount Vernon - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	3.20 mi	749	Plateauing
10	Raleigh Korean - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	3.20 mi	150	Insufficient Data
11	Leesville - Raleigh	13305 Leesville Church Rd Raleigh, NC 27617	3.42 mi	40	Insufficient Data
12	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	3.69 mi	61	Declining
13	Iglesia Bautista Nueva Esperanza - Raleig	3500 Edwards Mill Rd Raleigh, NC 27612	3.69 mi	0	Insufficient Data
14	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	3.69 mi	930	Growing
15	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	3.69 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Tabernacle - Raleigh	8304 Leesville Rd Raleigh, NC 27613	3.76 mi	260	Declining
17	Korean First - Raleigh	8905 Ray Rd Raleigh, NC 27613	3.76 mi	450	Plateauing
18	Church at the Park	11190 Fun Park Dr Raleigh, NC 27617	3.97 mi	0	Insufficient Data
19	Southbridge	9311 Focal Point Ste 101 Raleigh, NC 27617	3.97 mi	0	Insufficient Data
20	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	4.12 mi	126	Declining
21	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	4.48 mi	0	Insufficient Data
22	River Oaks Community - Raleigh	6101 Eaglesfield Dr Raleigh, NC 27613	4.85 mi	74	Insufficient Data
23	Epoch	9045 Brook Garden Ct Apt 303 Raleigh, NC 27615	4.98 mi	0	Insufficient Data
24	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	5.08 mi	513	Plateauing
25	Iglesia Bautista Monte Olivo - Raleigh	6561 Meridian Dr Raleigh, NC 27616	5.16 mi	0	Insufficient Data
26	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	5.19 mi	82	Plateauing
27	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	5.42 mi	219	Declining
28	Bay Leaf - Raleigh	12200 Bayleaf Church Rd Raleigh, NC 27614	5.73 mi	1,250	Growing
29	Mount Hermon (R) - Durham	2919 Olive Branch Rd Durham, NC 27703	5.77 mi	0	Insufficient Data
30	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	5.90 mi	747	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	5.90 mi	65	Insufficient Data
32	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	6.04 mi	0	Insufficient Data
33	Open Door - Raleigh	9801 Durant Rd Raleigh, NC 27614	6.14 mi	600	Insufficient Data
34	Reedy Creek - Cary	1524 N Harrison Ave Cary, NC 27513	6.19 mi	51	Declining
35	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	6.38 mi	191	Declining
36	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	6.40 mi	47	Plateauing
37	The Revolution	209 Oberlin Rd Raleigh, NC 27605	6.43 mi	0	Insufficient Data
38	New Hope - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	6.61 mi	446	Plateauing
39	Vietnamese Mission - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	6.61 mi	0	Insufficient Data
40	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	6.77 mi	0	Insufficient Data
41	Leesville Road - Durham	6211 Leesville Rd Durham, NC 27703	6.92 mi	87	Growing
42	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	7.06 mi	242	Plateauing
43	Falls - Wake Forest	9700 Fonville Rd Wake Forest, NC 27587	7.09 mi	60	Plateauing
44	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	7.10 mi	26	Insufficient Data
45	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	7.10 mi	493	Plateauing

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6 Wateroak Court
North Augusta, SC 29841

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CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
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