

MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119001603

REGION: Region 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



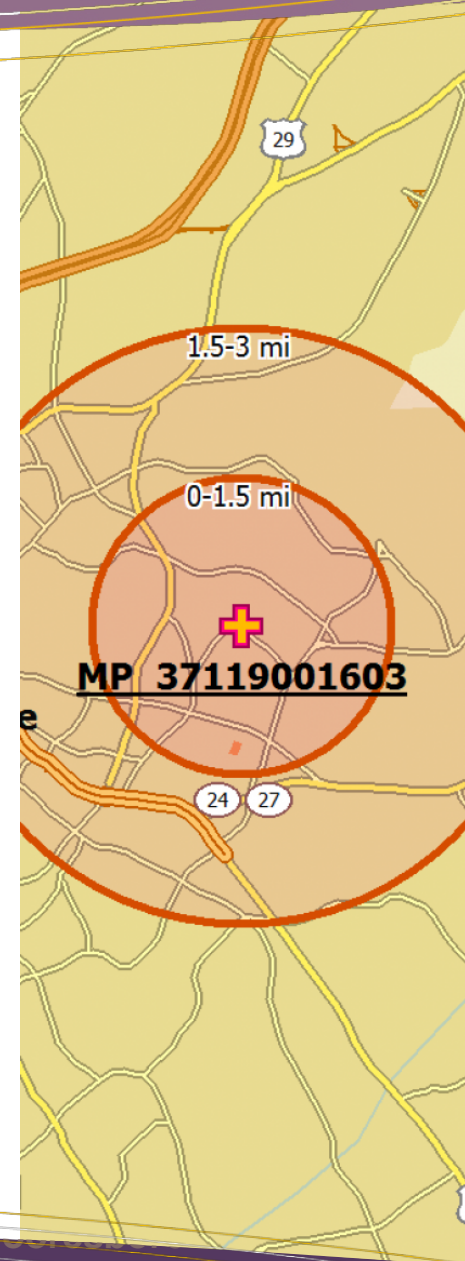
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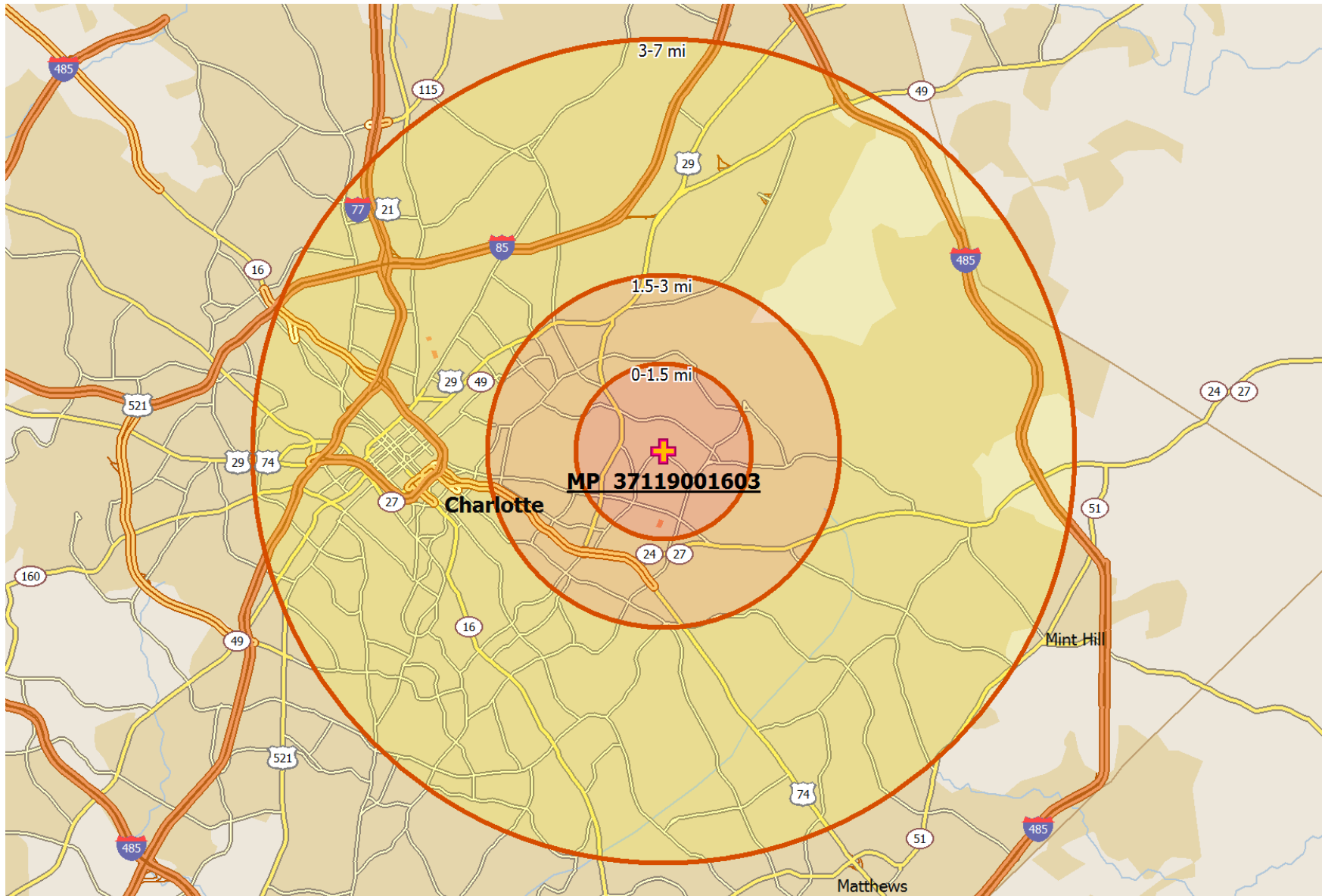
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28205	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	K	100000-1000000-250000



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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	31,810	76,071	301,538
2010 Households	11,896	31,682	122,315
2010 Group Quarters Population	1,164	894	10,095

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	71	68	64
Language Diversity National Index	73	57	54
Foreign Born Diversity National Index	32	51	54
Ancestry Diversity National Index	17	33	45
Racial Diversity National Index	92	79	72

Site Location Summary - County Environment

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

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

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	647	5.44%
Mainstay Communities	Established, Diverse Households	32	0.27%
Working Communities	Blue-collar, Working Families	3,249	27.31%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,894	32.73%
Urban Communities	High Density, Inner-city Neighborhoods	4,075	34.26%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	8,492	3.25%
Unreached %	71.17%	71.39%	100.31
Religious But NOT Evangelical HH	70,896	2,895	4.08%
Religious But NOT Evangelical %	19.33%	24.34%	125.9
Spiritual But NOT Relig or Evang HH	39,966	830	2.08%
Spiritual But NOT Relig or Evang %	10.9%	6.98%	64.04
Not Evangelical, Not Interested HH	150,766	4,773	3.17%
Not Evangelical, Not Interested %	41.1%	40.12%	97.61



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).

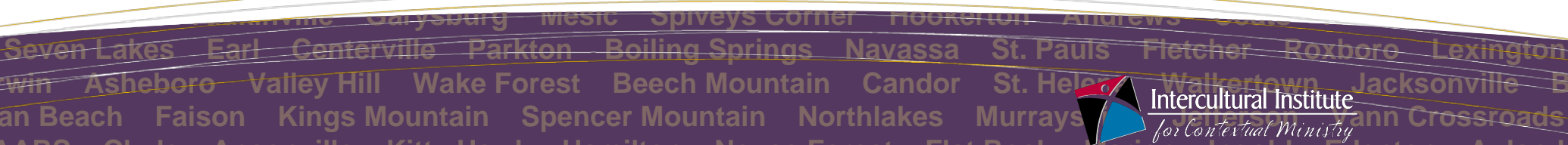
ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	148	27	18.24%
Active BCNC Attenders	22,756	5,982	26.29%
Active Evangelical Households	46,416	5,411	11.66%
Active Evangelical Percent	12.65%	12.42%	98.11
Inactive Evangelical Households	59,342	6,917	11.66%
Inactive Evangelical Percent	16.18%	15.87%	98.12
# New Churches Needed	35	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHF AVG	IICM CGR		CHURCHES	DIST.	WRSHF AVG	IICM CGR
1	Montagnard Oyadao	0.82 mi	0	Insufficient Data	16	Iglesia Bautista De Hickory - Charlotte	2.47 mi	0	Insufficient Data
2	Eastway - Charlotte	0.82 mi	120	Insufficient Data	17	Hickory Grove - Charlotte	2.47 mi	5,092	Plateauing
3	Praise Ministries International	0.98 mi	0	Insufficient Data	18	Zo Christian	2.49 mi	0	Insufficient Data
4	Greater Providence - Charlotte	1.53 mi	0	Insufficient Data	19	Exhort Christian Faith - Charlotte	2.49 mi	100	Insufficient Data
5	Rehabath Eritrean Church	1.54 mi	0	Insufficient Data	20	Agape Global Ministries	2.50 mi	0	Insufficient Data
6	Iglesia Bautista Luz Y Vida - Charlotte	1.54 mi	0	Insufficient Data	21	New Waves of Joy - Charlotte	2.50 mi	0	Insufficient Data
7	Briar Creek Road - Charlotte	1.54 mi	0	Insufficient Data	22	Oakhurst - Charlotte	2.52 mi	98	Declining
8	Plaza - Charlotte	1.81 mi	99	Insufficient Data	23	Desiring God Community - Charlotte	2.64 mi	105	Plateauing
9	Midwood - Charlotte	1.85 mi	92	Growing	24	United Missionary - Charlotte	2.70 mi	0	Insufficient Data
10	Charlotte Vietnamese - Charlotte	1.88 mi	0	Insufficient Data	25	Saint Paul - Charlotte	2.74 mi	0	Insufficient Data
11	Kilborne - Charlotte	1.88 mi	0	Insufficient Data	26	Antioch - Charlotte	2.94 mi	0	Insufficient Data
12	Eastern Hills - Charlotte	1.92 mi	276	Plateauing	27	Sharon Forest - Charlotte	2.95 mi	0	Insufficient Data
13	Friendly Arab - Charlotte	1.92 mi	0	Insufficient Data	28	Life - Charlotte	3.04 mi	39	Insufficient Data
14	Greater Fellowship - Charlotte	2.25 mi	0	Insufficient Data	29	GetReady International Outreach Ministri	3.06 mi	0	Insufficient Data
15	Green Memorial - Charlotte	2.39 mi	0	Growing	30	La Voz De Esperanza - Charlotte	3.09 mi	145	Plateauing



Using the Spirituality Indicators

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

Issues for Your Consideration

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

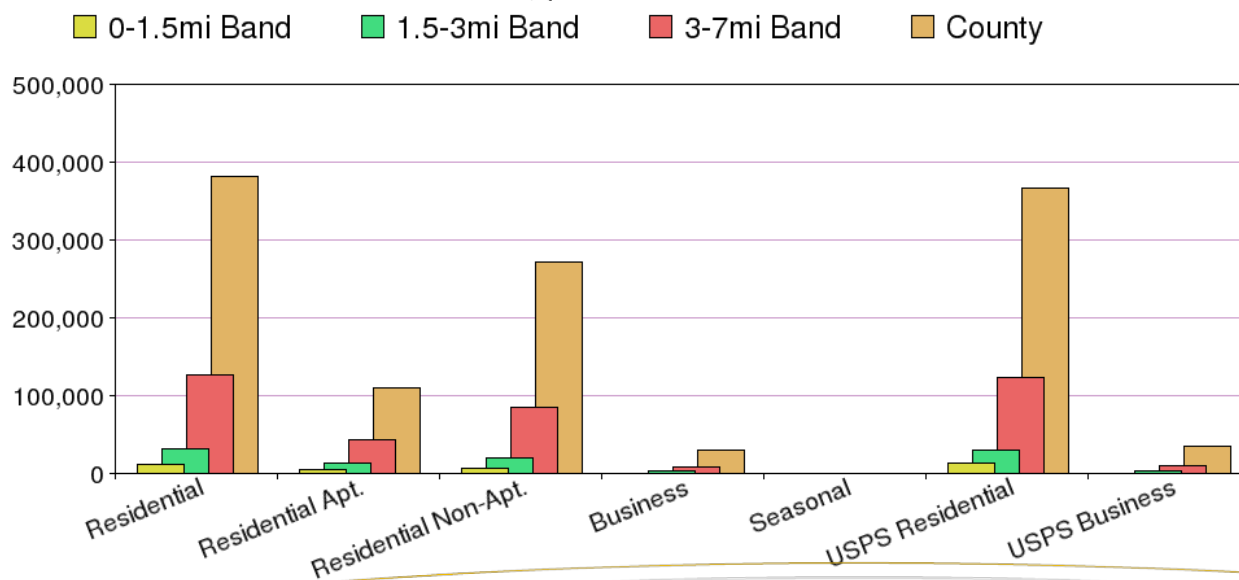
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	511,163	26,406	5.17%
2000 Population	695,454	29,752	4.28%
2010 Population	937,663	31,810	3.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	11,049	5.52%
2000 Households	273,416	11,204	4.1%
2010 Households	366,792	11,896	3.24%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	12,115
Residential Apt.	4,927
Residential Non-Apt.	7,188
Business	482
Seasonal	0
USPS Residential	13,566
USPS Business	589

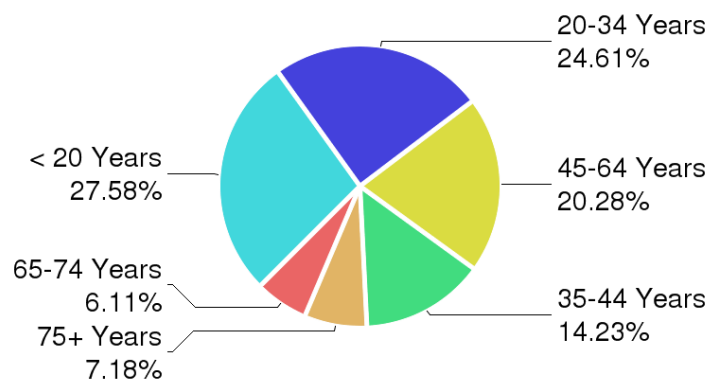
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	5.95%	93.85
4-5 Years	3.07%	2.84%	92.51
6-8 Years	4.54%	4.29%	94.49
9-11 Years	4.24%	3.95%	93.16
12-13 Years	2.69%	2.46%	91.45
14-17 Years	5.2%	5.35%	102.88
18-19 Years	2.54%	2.73%	107.48
0-5 Years	9.4%	8.79%	93.51
6-12 Years	10.13%	9.48%	93.58
13-19 Years	9.08%	9.31%	102.53
< 20 Years	28.61%	27.58%	96.4
20-34 Years	22.3%	24.61%	110.36
35-44 Years	16.07%	14.23%	88.55
45-64 Years	23.74%	20.28%	85.43
65-74 Years	5.27%	6.11%	115.94
75+ Years	4.01%	7.18%	179.05
Median Age	34	38	109.32
Median Age (Male)	33	35	104.16
Median Age (Female)	35	40	113.5

Age Group Percentages

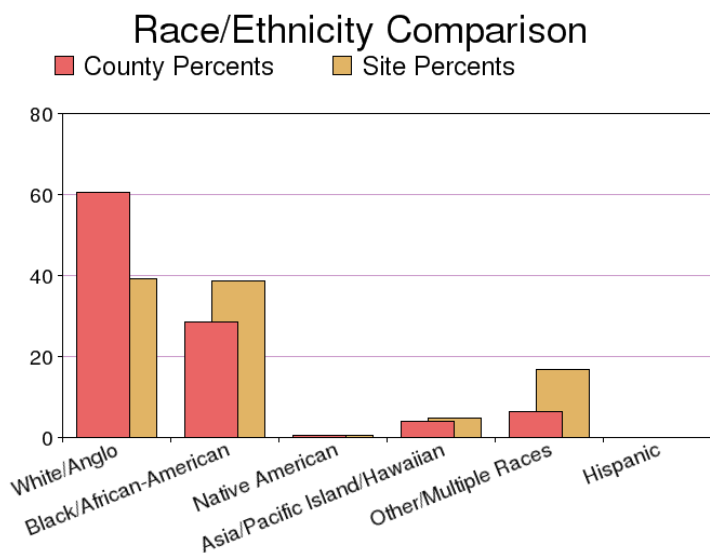


Current Demographic Summary

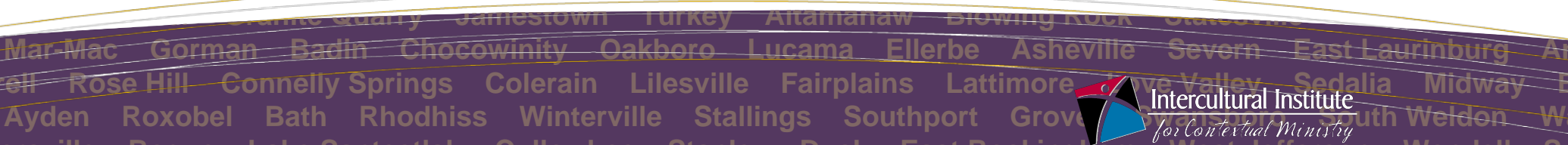
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.63%	39.31%	64.82
Black, African-American	28.53%	38.54%	135.06
Native American	0.54%	0.66%	122.6
Asian	3.9%	4.72%	121.04
Pacific Island, Hawaiian	0.13%	0.12%	89.97
Other/Multiple Races	6.27%	16.67%	265.91
Hispanic	0%	33.65%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	20,368	
Less than 9th Grade	4.09%	10.28%	39.74
No High School Diploma	6.37%	10.95%	58.12
High School Graduate	21%	28.16%	74.58
Some College, no degree	19.56%	20.27%	96.52
Associate Degree	8.07%	6.99%	115.49
College Degree	27.74%	16.18%	171.43
Graduate/Prof. degree	13.17%	7.16%	183.82



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	4.97%	6.14%	137.3
\$10,000 to \$19,999	8.27%	13.9%	168.04
\$20,000 to \$29,999	9.74%	18.53%	190.17
\$30,000 to \$49,999	19.13%	27.84%	145.5
\$50,000 to \$59,999	9.04%	11.08%	122.56
\$60,000 to \$69,999	7.91%	6.11%	77.25
\$70,000 to \$79,999	6.92%	4.25%	61.48
\$80,000 to \$89,999	5.44%	3.09%	56.82
\$90,000 to \$99,999	4.02%	1.78%	44.34
\$100,000 to \$124,999	8.94%	4.22%	47.19
\$125,000 to \$149,999	5.22%	1.23%	23.52
\$150,000 to \$199,999	5.18%	1.12%	21.58
\$200,000 to \$249,999	1.81%	0.06%	3.24
\$250,000 or more	3.39%	0.64%	18.84
Median Household	58,654	37,937	64.68
Average Household	82,011	50,036	61.01
Per Capita Household	32,656	18,875	57.8
Family/Non-Family Household Income			
Median Family Income	71,577	43,953	61.41
Average Family Income	99,468	58,227	58.54
Median Non-Family Income	42,692	31,752	74.37
Average Non-Family Income	53,590	36,882	68.82

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	61.95%	57.46%	92.76
Families with Children	33.85%	32.41%	95.74
Families without Children	28.1%	25.06%	89.17
Non-Family Households			
% Non-Family Households	38.05%	42.54%	111.79
Non-Families with Children	0.4	0.76	189.68
Non-Families without Children	37.65	41.78	110.96
Housing Units			Index
Total Housing Units	405,664	12,887	
Vacant percent	9.58%	7.69%	80.25
Owned percent	57.54%	42.34%	73.59%
Rented Percent	32.87%	49.97%	152.01
Households by Size			Index
Avg household size	2.51	2.58	102.79
Avg family hh size	3.27	3.37	103.06
Avg non-family hh size	1.27	1.50	118.11
Households By Count of Persons			Percent
One	113,032	4,085	3.61%
Two	106,697	3,068	2.88%
Three or Four	110,837	3,192	2.88%
Five+	36,226	1,552	4.28%

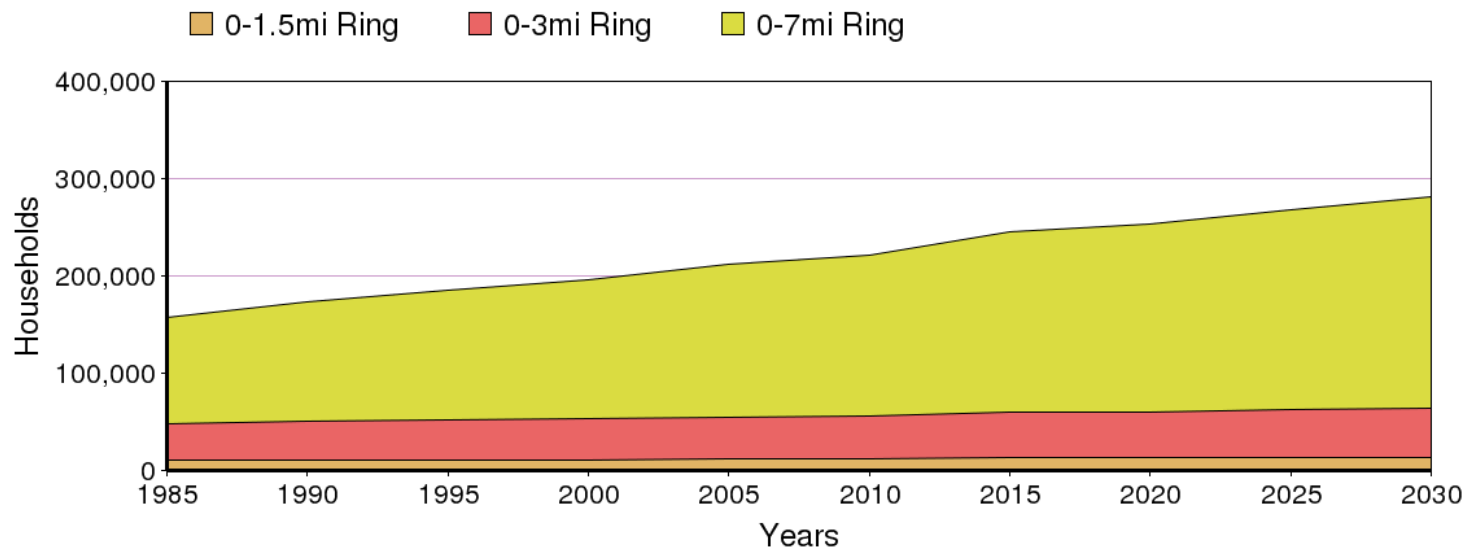
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	511,163	26,406	5.17%
2000 Population	695,454	29,752	4.28%
2010 Population	937,663	31,810	3.39%
2015 Population	1,057,744	34,231	3.24%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	11,049	5.52%
2000 Households	273,416	11,204	4.1%
2010 Households	366,792	11,896	3.24%
2015 Households	417,045	12,919	3.1%

Household Change from 1985 to 2030



Hildebran Brunswick Cameron Maysville Mount Holly Castle Hayne Gibson Old Fort Tobaccoville Sara
 Heights Godwin Valdese Selma Trenton Powellsville Rex Youngsville Newton Jacksonville Dillsboro
 Calypso Harrisburg Louisburg Huntersville Vander Brices Creek Boone Middlesex Harmon
 Toast Delway Moravian Falls Bessemer City Aurora Midway Lake Junaluska Lenoir Wagram Statesville
 bland Everetts Bolivia Seven Springs Piney Green Randleman Centerville Raleigh Crossnore Welcome



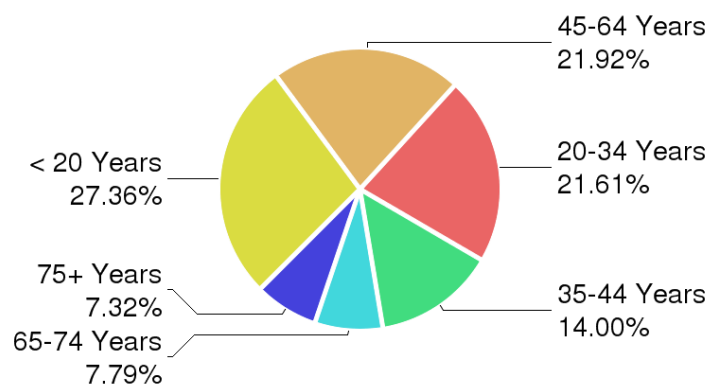
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.95%	5.35%	89.92
4-5 Years	2.84%	2.72%	95.77
6-8 Years	4.29%	4.28%	99.77
9-11 Years	3.95%	4.11%	104.05
12-13 Years	2.46%	2.65%	107.72
14-17 Years	5.35%	5.5%	102.8
18-19 Years	2.73%	2.75%	100.73
0-5 Years	8.79%	8.07%	91.81
6-12 Years	9.48%	9.71%	102.43
13-19 Years	9.31%	9.58%	102.9
< 20 Years	27.58%	27.36%	99.2
20-34 Years	24.61%	21.61%	87.81
35-44 Years	14.23%	14%	98.38
45-64 Years	20.28%	21.92%	108.09
65-74 Years	6.11%	7.79%	127.5
75+ Years	7.18%	7.32%	101.95
Median Age	34	39	114.58
Median Age (Male)	33	37	109.39
Median Age (Female)	35	42	118.55

Projected Age Group Percentages



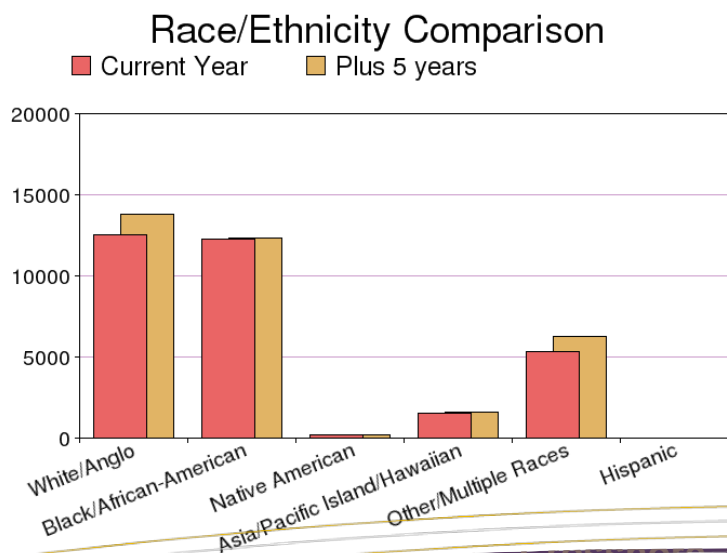
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	39.31%	40.29%	102.5
Black, African-American	38.54%	36.06%	93.56
Native American	0.66%	0.65%	99.6
Asian	4.72%	4.57%	96.83
Pacific Island, Hawaiian	0.12%	0.15%	124.72
Other/Multiple Races	16.67%	18.29%	109.74
Hispanic	0%	0%	0

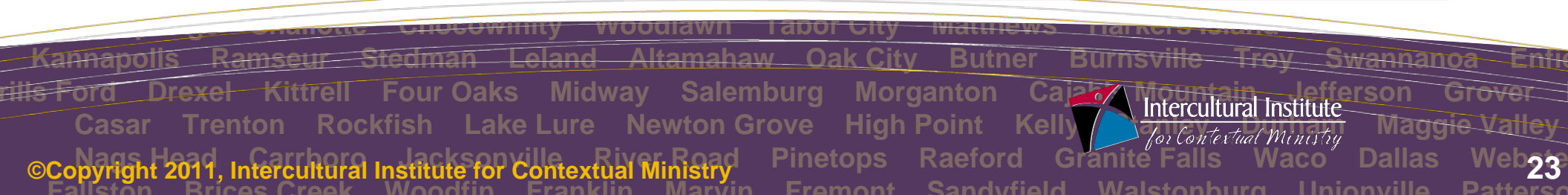
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,368	22,132	
Less than 9th Grade	10.28%	9.62%	93.52
No High School Diploma	10.95%	8.96%	81.84
High School Graduate	28.16%	28.84%	102.39
Some College, no degree	20.27%	19.1%	94.26
Associate Degree	6.99%	7.76%	111.03
College Degree	16.18%	17.41%	107.61
Graduate/Prof. degree	7.16%	8.3%	115.94



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	6.14%	5.97%	97.12
\$10,000 to \$19,999	13.9%	14.18%	101.99
\$20,000 to \$29,999	18.53%	18.11%	97.76
\$30,000 to \$49,999	27.84%	27.09%	97.31
\$50,000 to \$59,999	11.08%	10.91%	98.51
\$60,000 to \$69,999	6.11%	5.98%	97.78
\$70,000 to \$79,999	4.25%	4.43%	96.08
\$80,000 to \$89,999	3.09%	3.24%	100.34
\$90,000 to \$99,999	1.78%	1.8%	100.77
\$100,000 to \$249,999	4.22%	4.71%	111.71
\$125,000 to \$149,999	1.23%	1.35%	109.74
\$150,000 to \$199,999	1.12%	1.33%	119.08
\$200,000 to \$249,999	0.06%	0.06%	105.24
\$250,000 or more	0.64%	0.66%	102.99
Median Household	37,937	38,449	101.35
Average Household	50,036	51,953	103.83
Per Capita Household	18,875	19,783	104.81
Family/Non-Family Household Income			
Median Family Income	43,953	44,407	101.03
Average Family Income	58,227	61,214	105.13
Median Non-Family Income	31,752	32,166	101.3
Average Non-Family Income	36,882	37,886	102.72



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	57.46%	56.23%	97.85
Families with Children	32.41	31.64	97.62
Families without Children	25.06	26.39	105.3
Non-Family Households			
% Non-Family Households	42.54%	43.77%	102.91
Non-Families with Children	0.76	0.66	102.91
Non-Families without Children	41.78	43.11	103.2
Housing Units			
Total Housing Units	12,887	13,994	108.59%
Vacant percent	7.69%	7.68%	99.9
Owned percent	42.34%	42.1%	99.43
Rented Percent	49.97%	50.21%	100.48
Households by Size			
Avg household size	2.58	2.56	99.22%
Avg family hh size	3.37	3.45	102.37%
Avg non-family hh size	1.50	1.41	94%
Households By Count of Persons			
One	4,085	4,680	114.57%
Two	3,068	3,176	103.52%
Three or Four	3,192	3,386	106.08%
Five+	1,552	1,676	107.99%

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	7,058	10,343	22,503
Northern Europe	65	132	758
Western Europe	63	149	853
Southern Europe	85	159	675
Eastern Europe	21	594	875
Other Europe	0	0	0
Eastern Asia	114	295	1,526
So. Central Asia	88	323	1,322
SE Asia	824	1,602	2,166
Western Asia	60	247	482
Other Asia	0	87	213

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	308	434	496
Middle Africa	118	150	200
Northern Africa	68	68	206
Southern Africa	12	3	37
Western Africa	281	456	719
Other Africa	63	70	158
Oceania	18	1	72
Caribbean	339	526	715
Central Amer.	4,257	4,708	8,356
South America	240	248	2,030
North America	34	91	644
Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	25,627	47,753	203,654
Spanish	5,430	6,682	15,903
Other Indo-Euro language	834	2,152	6,478
French (incl. Patois, Cajun)	388	638	1,567
French Creole	26	56	138
Italian	21	56	253
Portuguese	24	57	174
German	86	195	1,138
Yiddish	0	0	27
Other West Germanic	25	13	80
A Scandinavian Language	7	19	51
Greek	157	240	981
Russian	7	64	481
Polish	0	60	59
Serbo-Croatian	0	368	70
Other Slavic Language	8	50	248
Armenian	0	0	4
Persian	5	8	123
Gujarathi	7	61	493
Hindi	5	108	181
Urdu	0	36	129

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	49	37	151
Asian/PI languages	0	0	0
Chinese	100	197	828
Japanese	7	50	214
Korean	0	141	798
Mon-Khmer, Cambodian	188	533	178
Miao, Hmong	50	127	478
Thai	24	35	97
Laotian	47	198	217
Vietnamese	559	749	1,015
Other Asian	17	32	413
Tagalog	33	69	301
Other Pacific Is	8	74	54
Other languages	764	1,100	2,039
Navajo	0	0	0
Other Native N. American	0	16	34
Hungarian	0	6	39
Arabic	202	449	805
Hebrew	0	8	39
African languages	539	583	1,101
Other unspecified	23	38	21

Forest Oaks Rex Atkinson Robersonville Kernersville Minerva
 Unionville Havelock Marvin Sawmills Williamston Hertford Red Springs Peletier Fairplains Whiteville
 Dunn Cape Carteret Prospect Pleasant Hill Raeford Troy Faith East Laurinburg Surf City Macon
 Spring Lake Gibsonville East Bend Stokesdale Seven Devils Proctor
 Bessemer City Lake Junaluska Stallings Spencer New London Fairfield Harbour Summerfield
 Wesley Chapel Vandemere Oak Ridge Apex Fountain Richlands Lake Waccamaw Fuquay-Varina Lake



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	29,225	52,837	203,019
Arab	281	520	1,211
Armenian	0	0	40
Austrian	8	36	221
British	114	128	1,210
Canadian	9	56	427
Croatian	0	18	34
Czech	13	73	181
Czechoslovak	0	14	146
Danish	39	24	313
Dutch	144	277	1,487
English	1,304	2,202	17,358
European	120	273	2,118
Finnish	0	29	205
French (not Basque)	270	349	2,466
French Canadian	8	57	715
German	1,574	2,364	16,414
Greek	170	311	1,465
Hungarian	22	63	535
Iranian	13	23	232

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,329	1,867	12,292
Italian	309	684	5,445
Lithuanian	7	51	196
Norwegian	73	93	883
Polish	195	322	2,102
Portuguese	12	66	145
Romanian	0	20	100
Russian	40	138	1,044
Scandinavian	14	32	165
Scotch-Irish	925	1,393	9,024
Scottish	302	590	4,404
Slovak	8	9	246
Subsaharan African	1,110	2,074	3,868
Swedish	124	97	871
Swiss	25	4	276
Ukrainian	16	76	478
US/American	2,062	3,171	17,313
Welsh	50	129	926
West Indian	318	412	876
Yugoslavian	0	234	111
Other	18,218	34,558	95,473

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

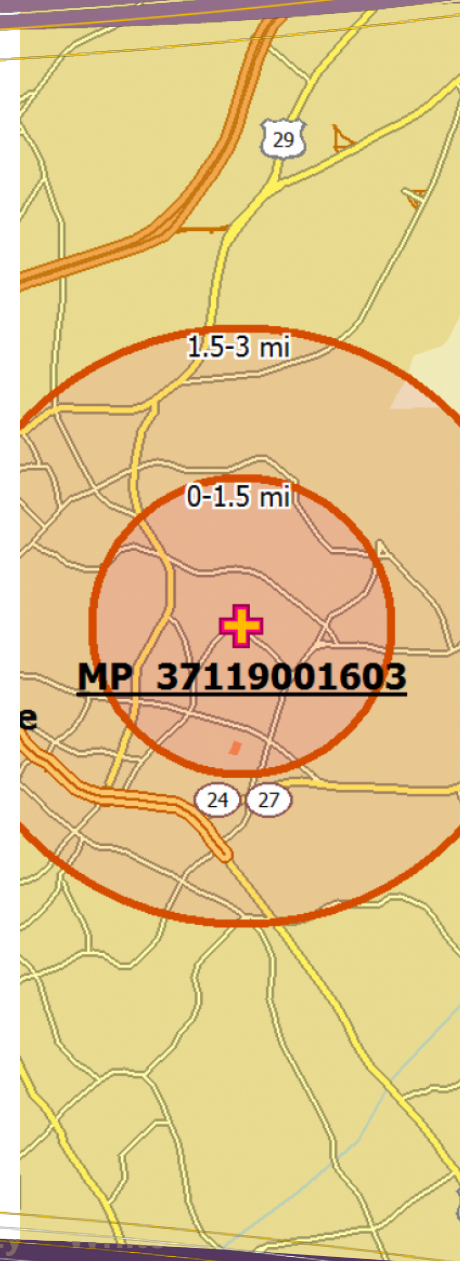
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,896	100%	8,495	100%
AFFLUENT SUBURBIA	496	4.17%	393	4.63%
America's Wealthiest	446	3.75%	358	4.21%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	50	0.42%	35	0.41%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	151	1.27%	103	1.21%
Status Conscious Consumers	26	0.22%	18	0.21%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	96	0.81%	64	0.75%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	26	0.22%	19	0.22%
Successful Urban Sprawl	3	0.03%	2	0.02%
SM TWN SUCCESS	0	0%	2	0.02%
Successful Urban Sprawl	0	0%	2	0.02%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,896	100%	8,495	100%
BLUE COLLAR BACKBONE	535	4.5%	372	4.38%
Nuevo Hispanic Fam.	478	4.02%	337	3.97%
Working Rural Suburbia	50	0.42%	30	0.35%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	7	0.06%	5	0.06%
AMER. DIVERSITY	32	0.27%	22	0.26%
Ethnic Urban Mix	18	0.15%	13	0.15%
Urban Blues	2	0.02%	1	0.01%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	12	0.1%	8	0.09%
Mature America	0	0%	0	0%
METRO FRINGE	2,714	22.81%	1,879	22.12%
Steadfast Conservative	2,003	16.84%	1,373	16.16%
Moderate Conventionalists	2	0.02%	1	0.01%
Southern Blues	504	4.24%	355	4.18%
Urban Grit	177	1.49%	131	1.54%
Grass-Roots Living	28	0.24%	19	0.22%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,896	100%	8,495	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	3,894	32.73%	2,874	33.83%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	3,344	28.11%	2,477	29.16%
Stable Careers	550	4.62%	397	4.67%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,896	100%	8,495	100%
STRUGGLING SOCIETIES	623	5.24%	424	4.99%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	529	4.45%	360	4.24%
Struggling city Centers	94	0.79%	64	0.75%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3,452	29.02%	2,426	28.56%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,714	22.81%	1,898	22.34%
Urban Diversity	582	4.89%	419	4.93%
New Generation Activists	110	0.92%	74	0.87%
Getting By	46	0.39%	35	0.41%
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%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



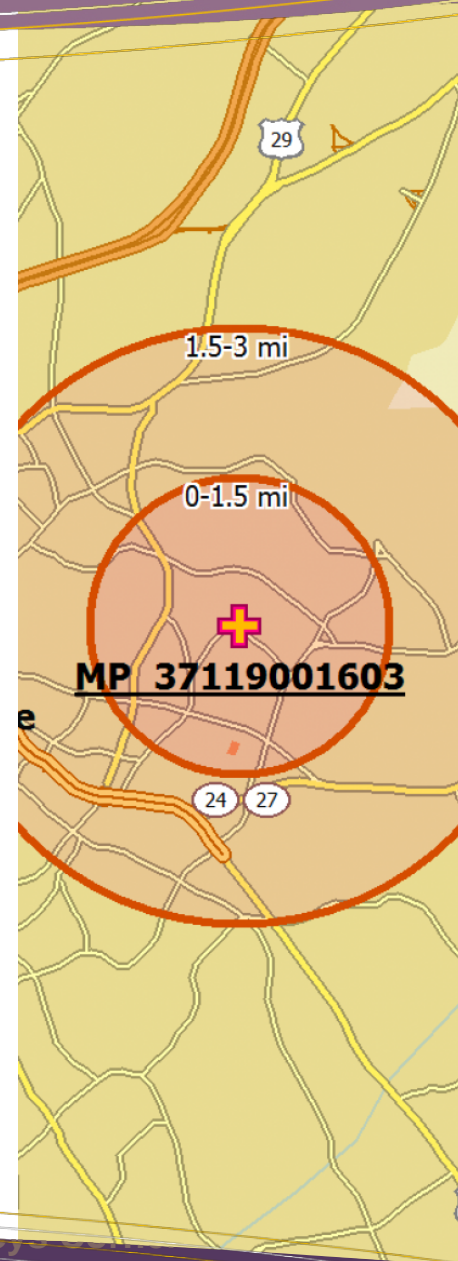
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	68%	68%	74%
Use Comp. for Internet/E-mail	47%	47%	57%
Internet Use: E-Mail	40%	41%	49%
Use Comp. for Comp. Games	31%	31%	35%
Use Comp. for Word Processing	29%	30%	38%
Use Comp. for Education	27%	27%	31%
Use Comp. for Shopping	26%	25%	34%
HH Owns DVD Player	24%	24%	29%
Use Comp. for Banking	23%	24%	31%
Use Comp. for Digital Camera	23%	23%	30%
Photo Editing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	21%	22%	28%
Internet Use: Banking	20%	21%	27%
Use Comp. for News/Info./Data Service	19%	19%	24%
PC-Network-HH Has One	17%	16%	20%
Internet Use: Research/ Education	12%	12%	14%
Use Comp. for Personal Financial Mngmnt	11%	11%	15%
Use Comp. for Filing/DB Mngmnt	10%	10%	13%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	14%
Use Comp. for Accounting	9%	9%	14%
HH Owns Video/Webcam	9%	9%	11%

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	66%	67%	69%
Reading Books	51%	52%	55%
Dining Out (Not Fast Food)	48%	48%	55%
Card Games	37%	37%	40%
Cooking for Fun	34%	34%	37%
Go To A Beach/Lake	29%	29%	35%
Board Games	28%	27%	30%
Gardening	26%	25%	28%
Visit Museum	19%	19%	23%
Going To Bars/Nightclubs/Dancing	18%	18%	21%

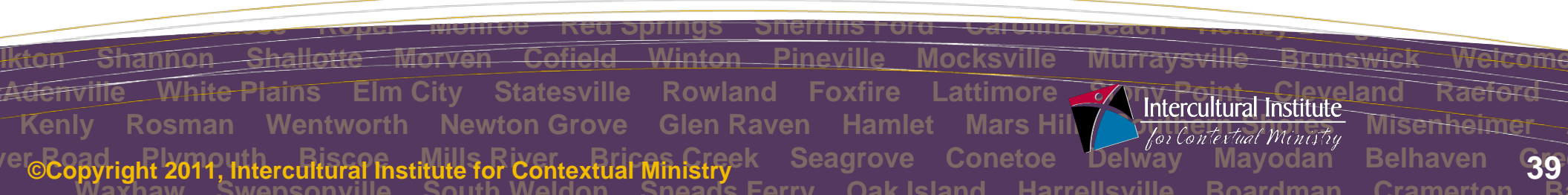
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	64%	65%	65%
Gen./Fam. Practitioner	34%	33%	36%
Dentist	24%	23%	28%
Backache	21%	21%	21%
Eye Dr.	20%	20%	21%
None Of These	20%	20%	21%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	17%	17%	17%
Any Arthritis	15%	14%	13%
Acid Reflux Disease (GERD)	14%	14%	13%

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	26.27%	26.42%	30.54%
Live Theater	19.44%	19.53%	23.26%
Live Theater Most Often	15.38%	15.24%	18.53%
Rock/Pop Concerts Most Often	13.97%	14.42%	16.67%
Dance Performance	10.87%	11.3%	11.42%
Comedy Club	10.47%	10.9%	11.06%
Movies: Comedy	38.64%	40.03%	41.3%
Movies: Action/Adventure	37.23%	38.14%	40.19%
Movies: Drama	20.94%	22.46%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	20.55%	20.81%	21.97%
Movies: Fam.	20.5%	20.76%	20.43%
Movies: Mystery	16.39%	17.9%	19.17%
MLB Baseball Reg. Season	5.27%	5.81%	8.55%
NFL Football Reg. Season	4.79%	5.41%	6.92%
College Football Reg. Season	4.44%	4.74%	6.49%
College Basketball Reg. Season	3.26%	3.66%	4.77%
NBA Basketball Reg. Season	2.93%	3.4%	4.46%
NHL Hockey Reg. Season	1.95%	2.42%	3.43%



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	38.09%	37.78%	41.12%
Swimming	25.15%	24.81%	30.17%
Bowling	20.47%	20.43%	21.05%
Basketball	17.63%	17.73%	16.45%
Billiards/Pool	17.18%	17.21%	18.68%
Jogging/Running	16.48%	17.05%	18.11%
Weight Training	13.71%	13.93%	17.41%
Freshwater Fishing	13.44%	12.79%	13.29%
Baseball	13.22%	12.6%	11.42%
Football	12.68%	12.83%	11.17%
Using Cardio Machine	11.65%	11.7%	15.19%
Aerobics	11.53%	11.69%	11.95%
Stationary Cycling	10.72%	10.76%	12.5%
Mountain/Road Biking	9.91%	10%	12.09%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	9.58%	9.38%	12.75%
Soccer	9.09%	8.58%	8.48%
Volleyball	9%	8.69%	8.17%
Camping Trips	8.93%	8.01%	10.45%
Softball	8.32%	8.11%	7.86%
Backpacking/Hiking	7.21%	7.22%	9.54%
Tennis	7.14%	7.06%	8.4%
Target Shooting	7.11%	6.22%	6.27%
Yoga	6.82%	7.01%	8.3%
Roller Skating	6.44%	6.42%	6.06%
Saltwater Fishing	6.11%	6.17%	6.64%
Hunting	5.83%	5.16%	5.65%
Power Boating	5.36%	4.72%	6.24%
Ice Skating	5.05%	5.5%	5.65%

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
Motorcycling	4.88%	4.49%	4.77%
Racquetball	4.8%	4.6%	4.13%
Horseback Riding	4.67%	4.45%	4.8%
Canoeing/Kayaking	4.64%	4.41%	5.69%
Hockey	4.21%	4%	3.7%
Downhill & X-Country Skiing	4.04%	3.71%	5.01%
Fly Fishing	3.8%	3.69%	3.73%
Water Skiing	3.78%	3.57%	4%
Archery	3.7%	3.28%	3.25%
Snorkeling	3.68%	3.78%	4.92%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Martial Arts	3.58%	3.49%	3.85%
Rock Climbing	3.52%	3.31%	3.6%
Jet Skiing	3.47%	3.7%	4.38%
Skateboarding	3.35%	3.43%	3.18%
Snowmobiling	3.17%	2.95%	3.02%
Snowboarding	3.11%	3.11%	3.44%
Auto Racing	2.89%	2.67%	2.69%
Sailing	2.74%	2.7%	3.3%
Rowing	2.67%	2.47%	2.71%
Surfing & Windsurfing	2.27%	2.44%	2.75%

Potential Cultural Barriers -- Introduction (part 1)

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

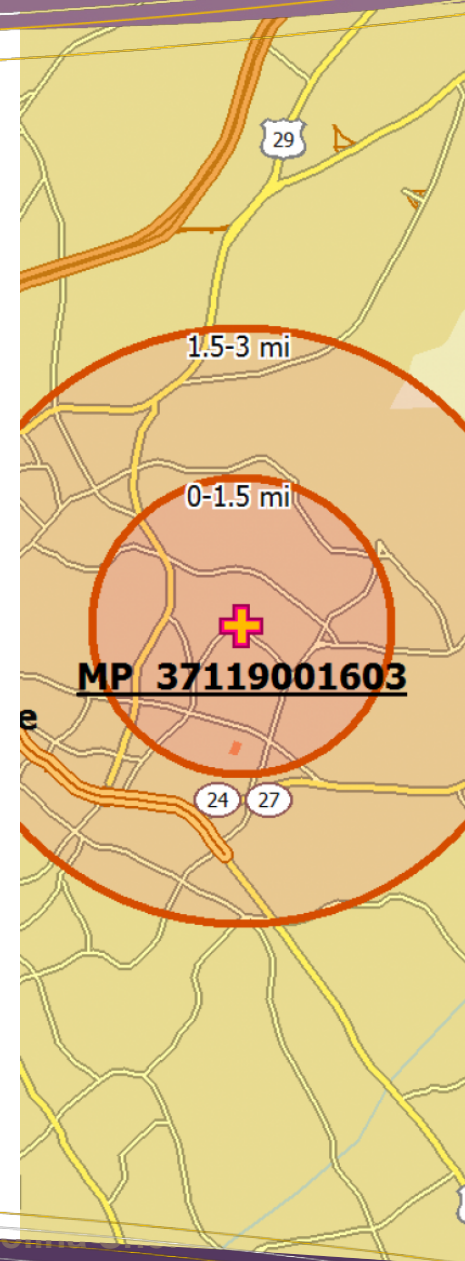
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

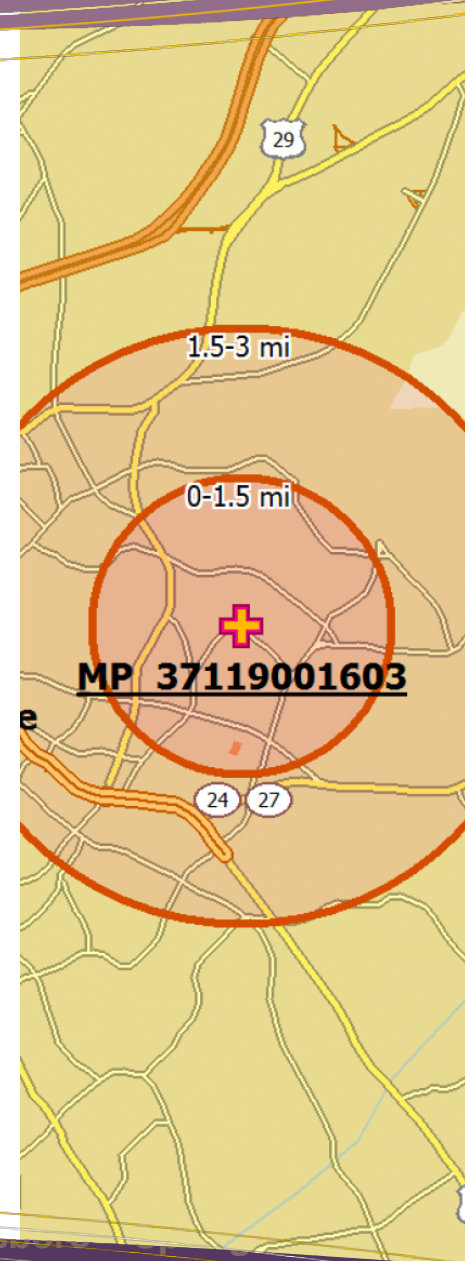
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

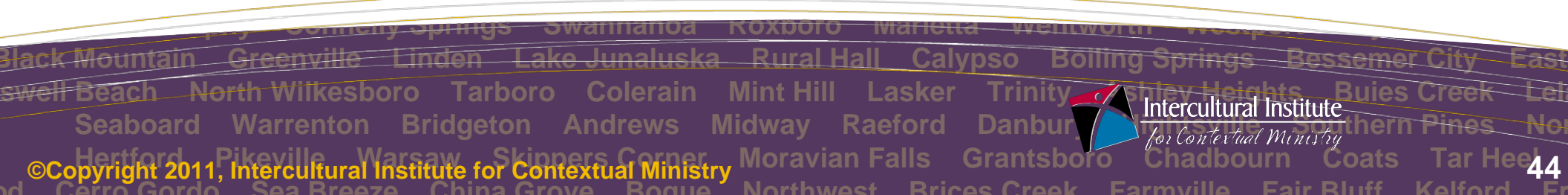


Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	51%	52%	51%
Like Control Over People And Resources	39%	39%	35%
Speak My Mind Even If It Upsets People	36%	37%	36%
Find It Difficult To Say No To My Kids	34%	35%	37%
Woman's Place Is In The Home	34%	33%	33%
Prefer To Have Few Possessions As Possible	32%	32%	36%
Don't Judge People/Way They Live Life	29%	30%	30%
Too Much Sponsorship In Arts/Sports	29%	29%	25%
Like To Do Unconventional Things	27%	26%	26%
If Won Lottery Would Never Work Again	26%	25%	29%
Money Is Best Measure Of Success	25%	25%	25%
Friends More Important Than My Fam.	25%	23%	26%

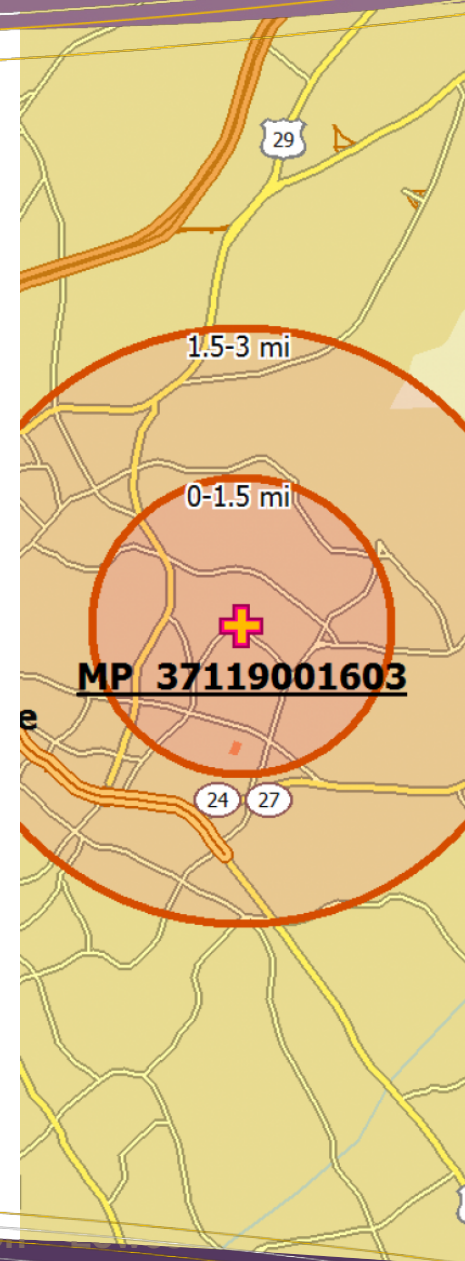
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	23%	25%	22%
Marijuana Should Be Legalized	21%	21%	21%
Like To Pursue Challenge/Novelty/Change	20%	19%	20%
Like to Stand Out In A Crowd	20%	20%	20%
Only Work Current Job for The Money	17%	16%	15%
We Should Strive for Equality for All	16%	17%	16%
Rarely Sit Down to a Meal Together At Home	14%	15%	15%
Happy With My Standard Of Living	14%	14%	16%
On Whole People Get What They Deserve	12%	12%	12%
Indulge My Kids With The Little Extras	12%	11%	10%
I Am A Perfectionist	11%	11%	10%
Very Happy With My Life As It Is	10%	10%	8%



Potential Cultural Themes

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

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



Potential Cultural Themes:

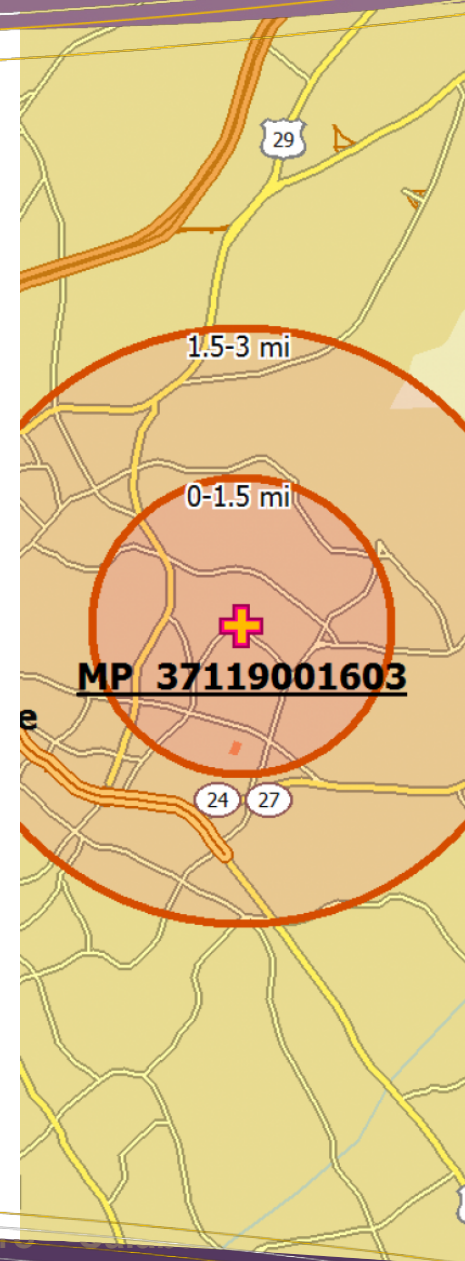
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	57%	58%
Important To Respect Customs And Beliefs	55%	55%	61%
Like To Understand About Nature	38%	38%	39%
Prefer Work Part Of Team Than Alone	37%	37%	35%
Important To Juggle Various Tasks	35%	35%	32%
Important Feel Respected By My Peers	34%	34%	35%
Prefer To Have Few Possessions As Possible	32%	32%	36%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	22%	23%	25%
Like To Just Enjoy Life	21%	21%	23%
Consider Myself Interested In The Arts	20%	21%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	19%	19%	17%
Provide My Kids With The Little Extras	19%	20%	15%
Worried About Pollution Caused By Cars	19%	19%	22%
Real Men Don't Cry	18%	18%	17%
Try Not To Worry About The Future	17%	17%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	12%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Feel Very Alone In The World	7%	7%	6%
Like Spending Most Time With Fam.	7%	7%	6%
Would Like To Set Up Own Business	5%	5%	4%
Decor Particular Interest To Me	4%	4%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	83.09%	83.43%	83.15%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.41%	74.85%	77.91%
Houses-Visit Any			
McDonald's	52.66%	53.6%	53.71%
Burger King	39.13%	39.43%	36.74%
Kentucky Fried Chicken (KFC)	31.45%	32.56%	29.18%
Wendy's	29.5%	30.18%	29.51%
Subway	27.25%	27.82%	28.63%
Taco Bell	25.86%	25.81%	26.6%
Applebee's	24.19%	24.72%	26.51%
Pizza Hut	23.4%	23.53%	21.28%
Arby's	18.29%	18.6%	19.6%
Olive Garden	17.62%	18.23%	19.78%

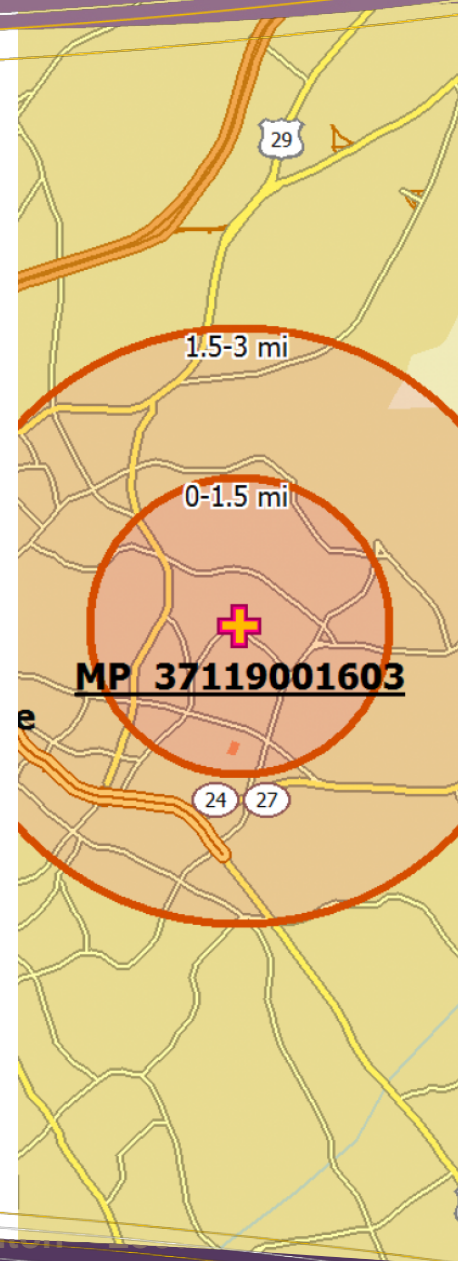
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	17.19%	17.9%	16.72%
Domino's Pizza	16.98%	17.37%	15.4%
IHOP (International House Of Pancakes)	15.67%	16.65%	15.78%
Popeyes	14.3%	15.16%	12.07%
Golden Corral	14.23%	14.34%	11.59%
Dairy Queen	14.22%	14.34%	14.28%
Chick-Fil-A	14.07%	14.67%	14.67%
Sonic	13.15%	13.1%	12.23%
TGI Friday's	12.86%	14.09%	14.65%
Dunkin' Donuts	12.55%	12.84%	12.8%
Denny's	12.4%	12.51%	12.16%
Starbucks	12.17%	13.03%	15.11%

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.

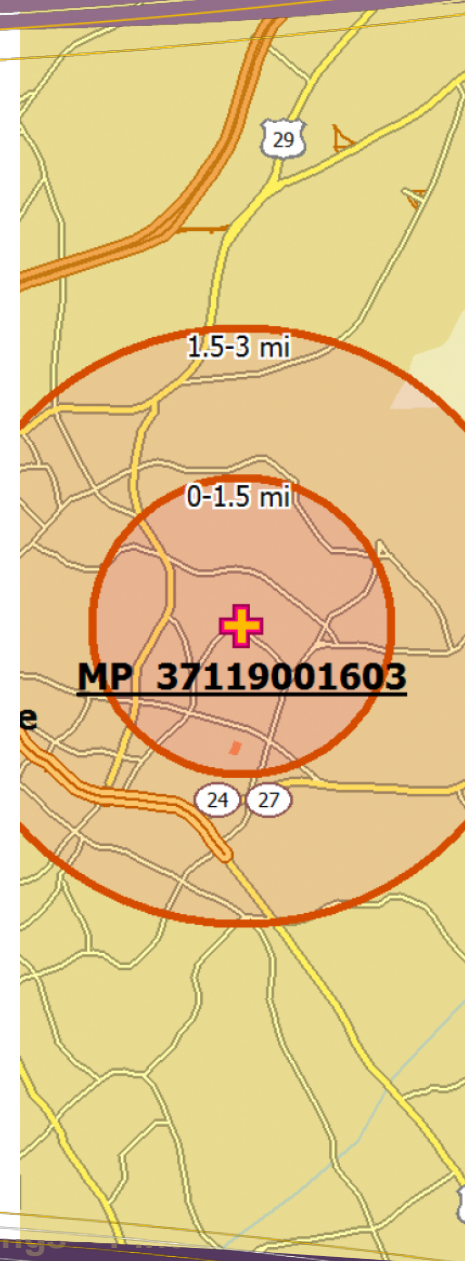
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	42.75%	41.54%	45.23%
Recycled products	28.94%	27.35%	33.52%
Worked as volunteer (non political)	12.74%	12.47%	15.71%
Engaged in fund raising	11.78%	11.36%	11.55%
Religious club member	7.84%	7.97%	7.89%
Church Board	6.34%	6.57%	5.65%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Union member	5.09%	4.9%	5.05%
Charitable Organization	5.02%	4.73%	5.52%
Took active part in local civic issue	4.99%	4.85%	5.48%
Wrote to elected offcl about publ bus	4.95%	4.77%	6.06%
Wrote to editor of mag or newspaper	4.88%	4.83%	5.55%
Fraternal order member	4.45%	4.23%	4.27%

Communication Media Content

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

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



Potential Print Media Content:

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

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	15.14%	14.87%	18.03%
Children's Books	12.86%	12.83%	13.71%
Religious (not Bibles)	9.78%	9.83%	9.36%
Mystery	9.32%	9.19%	11.39%
Cookbooks	8.59%	8.63%	10.07%
Romance	6.81%	6.92%	6.9%
Biography	6.59%	6.39%	7.42%
Personal/Business	6.46%	6.57%	7.54%
Self-help			
History	6.37%	6%	7.36%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	66.3%	65.95%	68.48%
Distributed			
Gen. Editorial	50.17%	51.01%	50.84%
Womens	44.48%	45.67%	45.04%
Service	28.71%	28.51%	32.62%
Mens	19.54%	19.67%	19.93%
Business/Finance	19.06%	19.66%	21.46%
Music	17.74%	19.05%	15.85%
Sports	14.64%	14.61%	15.94%
Health	13.42%	13.63%	13.45%

Potential Print & Audio Media Content:

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

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	49.22%	48.27%	52.24%
Classified	31.37%	31.6%	30.65%
Sport	30.24%	29.72%	31.49%
Business/Finance	25.24%	24.68%	29.09%
Editorial Page	25.05%	24.37%	27.44%
Movie Listings & Reviews	24.68%	24.26%	26.35%
Comics	22.62%	22.24%	24.36%
Food/Cooking	21.86%	21.62%	24.15%
TV/Radio Listings	21.48%	21.02%	22.53%
Home/Gardening	18.84%	18.25%	20.33%
Travel	17.87%	17.44%	20.11%
Fashion	16.28%	16.51%	16.3%
Science/Technology	15.22%	14.76%	17.27%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	32.65%	36.3%	26.62%
CHR Contemp Hit Radio	20.15%	19.8%	19.28%
Variety	11.81%	11.65%	10.68%
Adult Contemporary	11.32%	11.1%	15.27%
Country	10.41%	9.69%	12.52%
Oldies	9.83%	9.42%	10.43%
Jazz	9.75%	10.58%	8.81%
All News	8.35%	7.87%	8.29%
Rock	8.01%	7.35%	9.44%
News/Talk	7.75%	7.29%	11.28%
Hispanic	7.04%	5.91%	4.59%
Religious	6.08%	5.95%	5.96%
Alternative	5.71%	5.57%	8.99%
Classic Rock	5.69%	5.12%	7.66%
Gospel	5.62%	6.39%	4.64%
Soft Contemporary	5.19%	5.32%	6.47%
All Talk	4.39%	4.17%	4.85%
Sports	3.54%	3.44%	4.59%

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	59.99%	59.12%	62.39%
Satellite Dish	48.92%	47.83%	49.34%
Soapnet	48.64%	48.67%	50.82%
Other Video-On-Demand	38.11%	39.5%	40.87%
Sci-Fi Channel	34.25%	33.57%	35.24%
Subscribe Digital Cable	31.68%	32.56%	30.86%
MSNBC	31.27%	30.81%	32.4%
TV Info From Sunday TV Magazine	27.51%	27.14%	28.72%
Adult Pay Per View TV	27.37%	27.12%	28.92%
Comedy Central	25.32%	26.02%	33.64%
Nickelodeon	25.03%	24.63%	26.36%
TV Info From Newspapers	24.69%	24.9%	25.9%

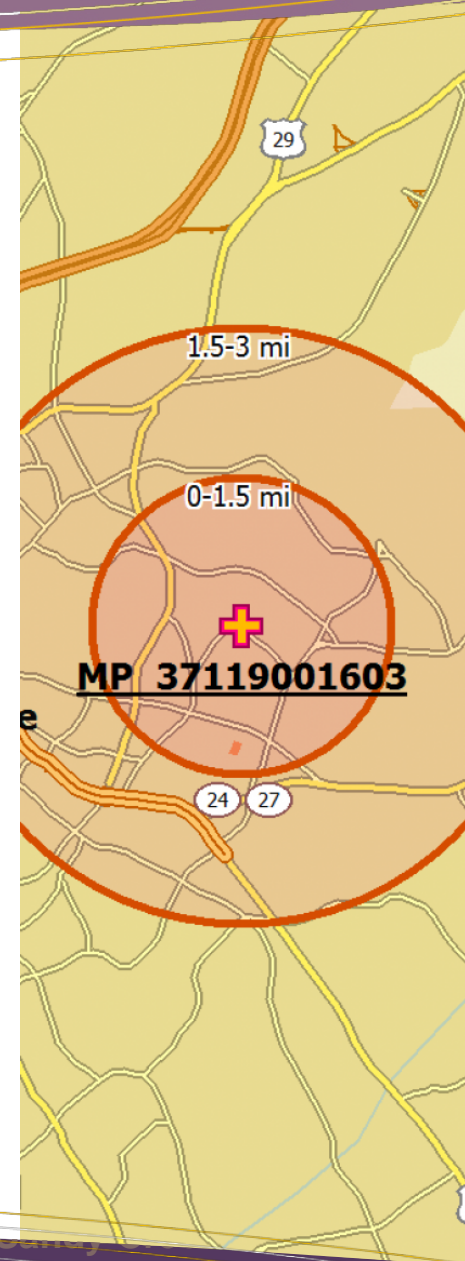
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ABC Fam.	22.5%	22.8%	27.09%
Nick At Nite	22.48%	22.61%	24.43%
TCM (Turner Classic Movies)	22.48%	22.62%	24.94%
USA Network	21.55%	21.3%	23.65%
Hallmark Channel	21.53%	21.85%	25.33%
BET (Black Entertainment TV)	20.89%	21.71%	24.38%
ESPN2	20.76%	21.82%	25.16%
TV Info From Other	20.69%	21%	21.35%
TV Info From Monthly Cable Guide	20.41%	20.76%	22.78%
Lifetime	20.08%	20.08%	21.33%
Adult Swim	20%	19.51%	23.82%
The Golf Channel	19.73%	19.76%	23.58%

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+)	17.08%	16.87%	20.24%
Medium Users (4-6)	8.86%	8.69%	10.38%
Light Users (1-3)	20.99%	20.49%	20.38%
Quintiles (20%)			
Newspaper I (Heavy)	0.85%	0.85%	1.13%
Newspaper II	2%	1.93%	1.68%
Newspaper III	2.6%	2.63%	2.5%
Newspaper IV	0.44%	0.52%	0.41%
Newspaper V (Light)	0.68%	0.73%	0.84%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.05%	22.66%	21.14%
Magazines II	10.1%	10.21%	9.68%
Magazines III	10.96%	11.59%	10.53%
Magazines IV	14.05%	13.88%	12.54%
Magazines V (Light)	1.03%	1.11%	0.9%
Outdoor I (Heavy)	9.19%	9.06%	8.72%
Outdoor II	4.6%	4.54%	3.81%
Outdoor III	5.55%	5.41%	4.6%
Outdoor IV	16.38%	16.32%	16.26%
Outdoor V (Light)	22.12%	22.42%	23.48%
Yellow Pages I (Heavy)	15.97%	15.82%	14.89%
Yellow Pages II	8.65%	8.61%	8.02%
Yellow Pages III	8.1%	8.63%	7.65%
Yellow Pages IV	23.92%	23.86%	22.87%
Yellow Pages V (Light)	5.15%	5.01%	4.29%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	4.01%	4.23%	3.5%
Drive Time III (Medium)	1.38%	1.28%	0.92%
Radio IV & V (Light)	3.88%	3.74%	2.93%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.01%	11.02%	10.25%
Radio III (Medium)	4.29%	4.15%	4.53%
Radio IV & V (Light)	4.41%	4.73%	4%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.75%	12.46%	14.64%
Cable III (Medium)	5.1%	5.1%	5.01%
Cable IV & V (Light)	34.22%	35.31%	35.12%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.97%	4.87%	4.35%
Prime Time III (Medium)	1.65%	1.88%	1.71%
Prime Time IV & V (Light)	9.12%	9.86%	9.72%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.77%	38.17%	39.98%
Fringe III (Medium)	52.46%	52.04%	51.21%
Fringe IV (Light)	53.47%	53.34%	53.68%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.48%	17.12%	15.25%
All Day III (Medium)	23.44%	23.55%	23.66%
All Day IV (Light)	19.09%	19.45%	17.43%

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]	10.83%	11.04%	11.95%
6:00am - 10:00am	16.18%	16.85%	19.43%
10:00am - 3:00pm	11.28%	12.61%	11.33%
3:00pm - 7:00pm	15.93%	15.96%	14.93%
7:00pm - Midnight	11.04%	11.41%	13.6%
Midnight - 6:00am	6.6%	7.45%	7.4%
Weekend Radio			
Listeners			
Dayparts [summary]	13.76%	13.89%	14.22%
6:00am - 10:00am	3.18%	3.22%	4.35%
10:00am-3:00pm	6.75%	6.74%	7.72%
3:00pm - 7:00pm	6.76%	7.53%	7.67%
7:00pm - Midnight	9.47%	9.66%	9.93%
Midnight - 6:00am	12.52%	13.24%	13.31%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.12%	5.99%	8.05%
Saturday:	9.03%	8.92%	8.79%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.03%	8.26%	9.62%
9:00am-1:00pm	22.48%	22.61%	24.43%
9:00am-4:00pm	26.78%	27.04%	28.71%
4:00pm-7:00pm	30.59%	30.28%	30.94%
11:00pm-1:00am	40.22%	39.99%	41.12%
AVG Prime time	4.65%	4.89%	4.42%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	15.77%	15.89%	18.07%
7-9am	20.76%	21.82%	25.16%
9am-12noon	17.78%	17.33%	19.3%
12noon-4pm	9%	9.71%	9.41%
4-6pm	46.13%	46.28%	50.92%
6-7pm	16.38%	16.5%	17.4%
7-7:30pm	2.13%	2.12%	2.1%
7:30-8pm	10.34%	10.85%	10.9%
8-11pm	6.12%	5.99%	8.05%
11pm-12am	31.27%	30.81%	32.4%
11pm-1am	40.22%	39.99%	41.12%
1-6am	30.66%	30.59%	33.33%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.55%	16.72%	19.29%
Sat: 10am-1pm	9.28%	9.53%	9.44%
Sat: 1-4pm	22.5%	22.77%	24.44%
Sat: 4-6pm	7.43%	7.73%	7.97%
Sat: 6-7pm	1.78%	1.68%	1.91%
Sat: 7-8pm	1.17%	1.14%	1.25%
Sat: 8-11pm	9.03%	8.92%	8.79%
Sat: 11pm-1am	6.96%	7.05%	6.57%
Sat: 1am-7pm	21.55%	21.3%	23.65%
Sun: 7-10am	2.6%	2.53%	2.35%
Sun: 10am-1pm	5.32%	4.98%	5.56%
Sun: 1-4pm	4.84%	4.86%	5.89%
Sun: 4-7pm	11.35%	11.55%	12.42%
Sun: 7-11pm	8.03%	8.26%	9.62%
Sun: 11pm-1am	4.75%	5.06%	5.48%
Sun: 1-7am	19.1%	19.38%	20.9%

Walker Creek, Wilmanston, Wade, Biltmore Forest, Webster, Bolton, Brookline, Walkertown, Scotland Neck, Casar, Chadbourn, Saxapahaw, Atlantic Beach, Taylorsville, Mills River, Gre Hillsborough, Red Springs, Sims, Newton Grove, Shannon, Spring Lake, Mesic, Southern Pines, Lake Pa Elkin, Hertford, Enfield, Thomasville, Clinton, Salem, Newton, Grand, Peachland, Farm tner, Avery Creek, Jonesville, Bethlehem, Alamance, Eureka, Conetoe, Mayodan, Mars Hill, Wallace, Panty Wallburg, Hemby Bridge, East Spencer, Creedmoor, Norlina, Belhaven, Belwood, River Bend, Whitsett, Woo



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

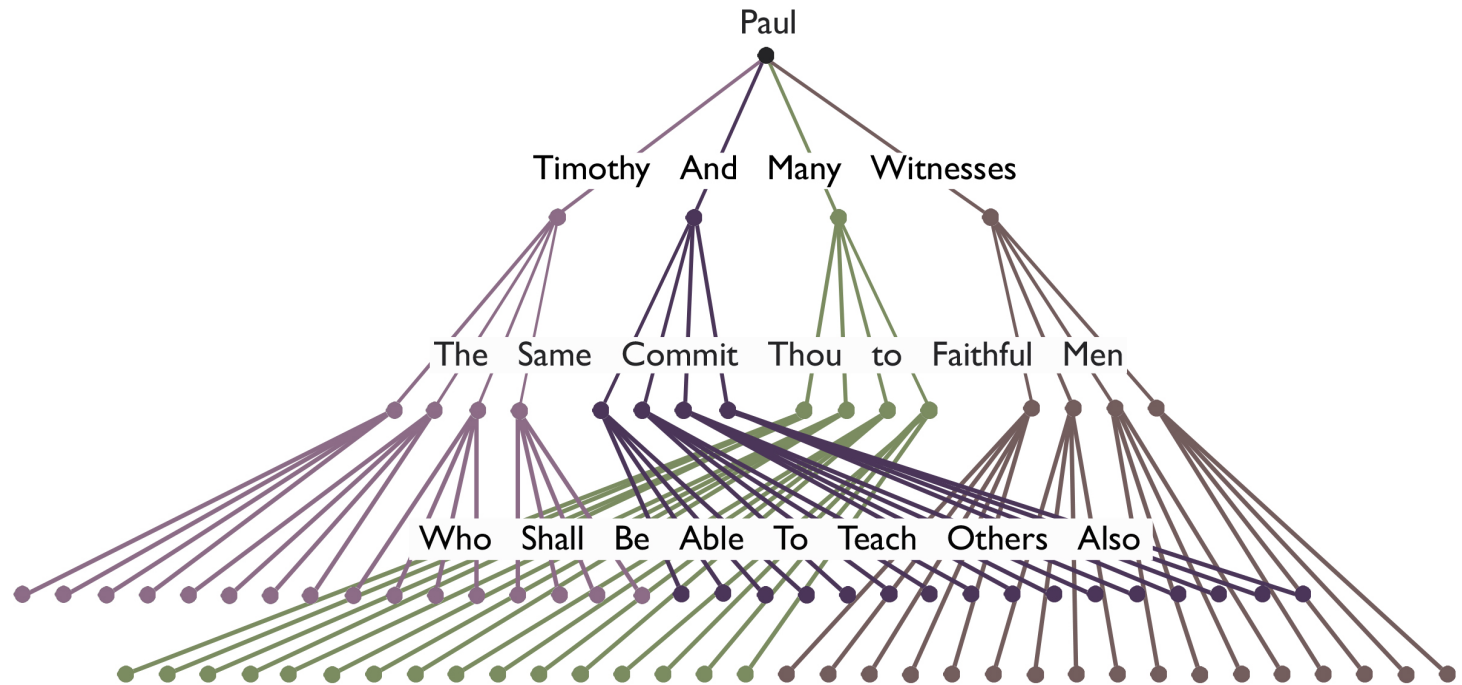
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

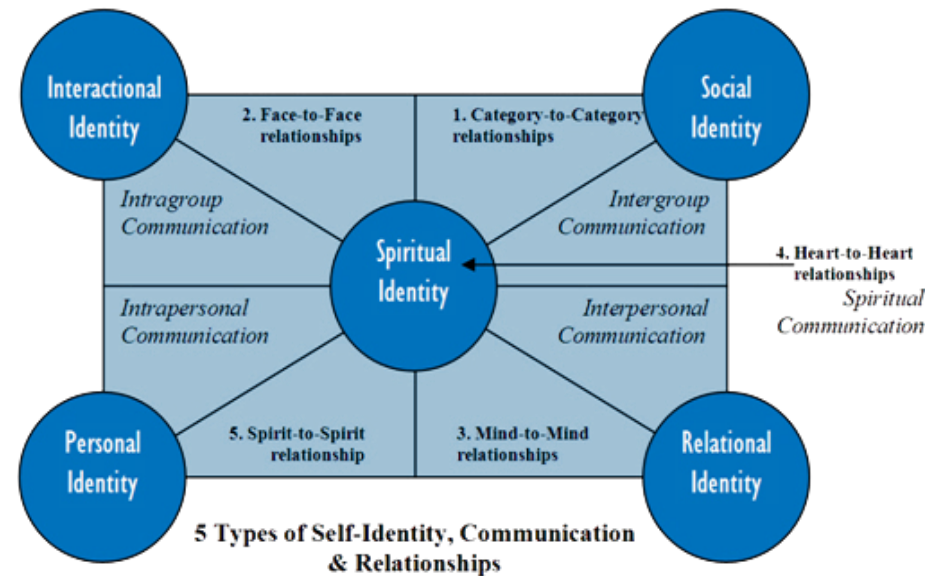


Establishing Redemptive Relationships

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

Communication Steps

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

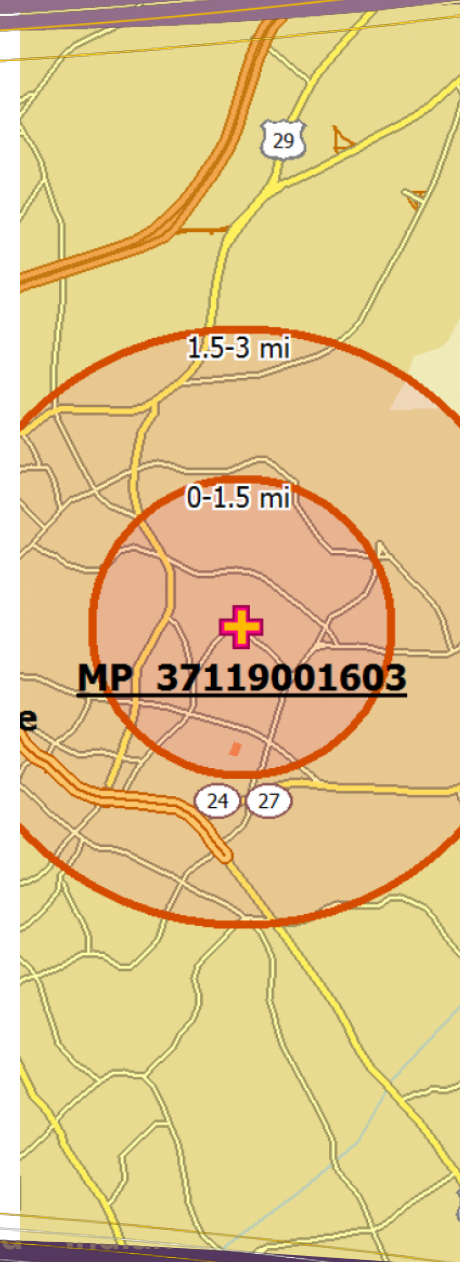


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Montagnard Oyadao	2749 Eastway Drive Charlotte, NC 28205	0.82 mi	0	Insufficient Data
2	Eastway - Charlotte	2749 Eastway Dr Charlotte, NC 28205	0.82 mi	120	Insufficient Data
3	Praise Ministries International	3315 Tyrone Dr Charlotte, NC 28215	0.98 mi	0	Insufficient Data
4	Greater Providence - Charlotte	2000 Milton Rd Charlotte, NC 28215	1.53 mi	0	Insufficient Data
5	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	1.54 mi	0	Insufficient Data
6	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	1.54 mi	0	Insufficient Data
7	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	1.54 mi	0	Insufficient Data
8	Plaza - Charlotte	3321 The Plaza Charlotte, NC 28205	1.81 mi	99	Insufficient Data
9	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	1.85 mi	92	Growing
10	Charlotte Vietnamese - Charlotte	4301 Howie Cir Charlotte, NC 28205	1.88 mi	0	Insufficient Data
11	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	1.88 mi	0	Insufficient Data
12	Eastern Hills - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	1.92 mi	276	Plateauing
13	Friendly Arab - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	1.92 mi	0	Insufficient Data
14	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	2.25 mi	0	Insufficient Data
15	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	2.39 mi	0	Growing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Iglesia Bautista De Hickory - Charlotte	6050 Hickory Grove Rd Charlotte, NC 28215	2.47 mi	0	Insufficient Data
17	Hickory Grove - Charlotte	6050 Hickory Grove Rd Charlotte, NC 28215	2.47 mi	5,092	Plateauing
18	Zo Christian	5805 E Farm Pond Ln Charlotte, NC 28212	2.49 mi	0	Insufficient Data
19	Exhort Christian Faith - Charlotte	6001 Orr Rd Charlotte, NC 28213	2.49 mi	100	Insufficient Data
20	Agape Global Ministries	4739 E WT Harris Blvd Charlotte, NC 28215	2.50 mi	0	Insufficient Data
21	New Waves of Joy - Charlotte	4739 E WT Harris Blvd Charlotte, NC 28205	2.50 mi	0	Insufficient Data
22	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	2.52 mi	98	Declining
23	Desiring God Community - Charlotte	7121 Delta Lake Dr Charlotte, NC 28215	2.64 mi	105	Plateauing
24	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	2.70 mi	0	Insufficient Data
25	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	2.74 mi	0	Insufficient Data
26	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	2.94 mi	0	Insufficient Data
27	Sharon Forest - Charlotte	11020 East Harris Blvd Charlotte, NC 28212	2.95 mi	0	Insufficient Data
28	Life - Charlotte	5901 Amberly Ln Charlotte, NC 28213	3.04 mi	39	Insufficient Data
29	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	3.06 mi	0	Insufficient Data
30	La Voz De Esperanza - Charlotte	7122 Robinson Church Rd Charlotte, NC 28215	3.09 mi	145	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mayfield Memorial Missionary - Charlotte	700 W Sugar Creek Rd Charlotte, NC 28213	3.16 mi	200	Insufficient Data
32	Charlotte Chinese - Charlotte	7225 Pence Rd Charlotte, NC 28215	3.38 mi	0	Insufficient Data
33	Iglesia Bautista El Remanete	7203 Petal Ct Charlotte, NC 28227	3.43 mi	0	Insufficient Data
34	Christ Palace	6702 Elgywood Ln Apt 6 Charlotte, NC 28213	3.46 mi	0	Insufficient Data
35	New Hope - Charlotte	7841 Idlewild Rd Charlotte, NC 28212	3.52 mi	82	Declining
36	East Baptist - Charlotte	6850 Monroe Rd Charlotte, NC 28212	3.68 mi	115	Declining
37	Filipino International	7933 Holly Hill Rd Charlotte, NC 28227	3.74 mi	0	Insufficient Data
38	The Impact	345 North College Street 315 Charlotte, NC 28202	3.96 mi	0	Insufficient Data
39	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	4.03 mi	1,262	Declining
40	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	4.03 mi	28	Insufficient Data
41	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	4.03 mi	0	Insufficient Data
42	Montagnard Christian	824 Wainwright Ave Charlotte, NC 28206	4.18 mi	0	Insufficient Data
43	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	4.20 mi	0	Insufficient Data
44	Korean Central - Charlotte	8823 Albemarle Rd Charlotte, NC 28227	4.23 mi	0	Insufficient Data
45	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	4.29 mi	0	Plateauing



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

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