

# MissionSite

top unreached locations



PITTSBORO, NC

CENSUS TRACT: 37037020100

REGION: Region 4: Triangle

COUNTY: Chatham

SITESCAPE: Townscape

DENSITY PATTERN: E3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

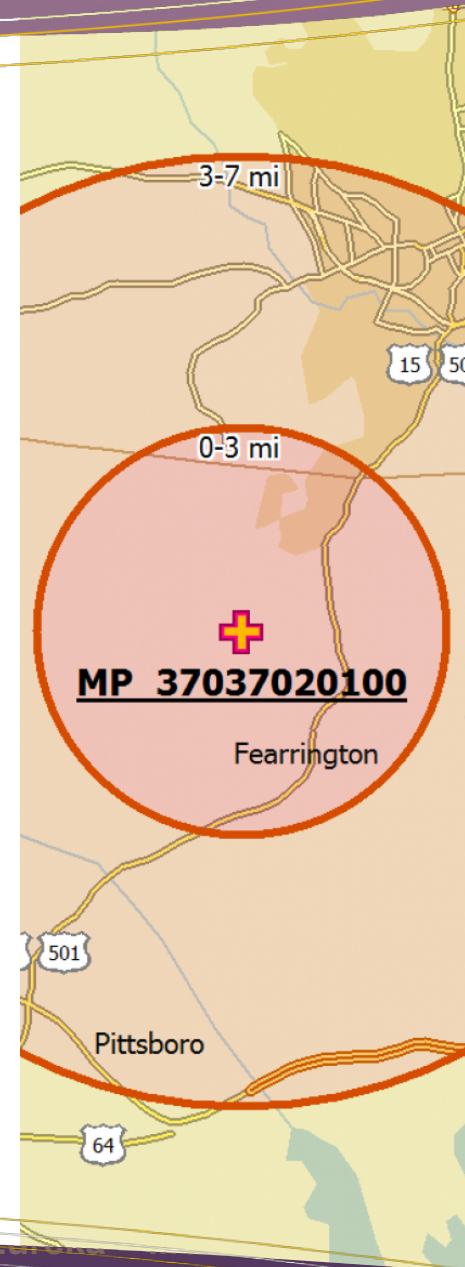
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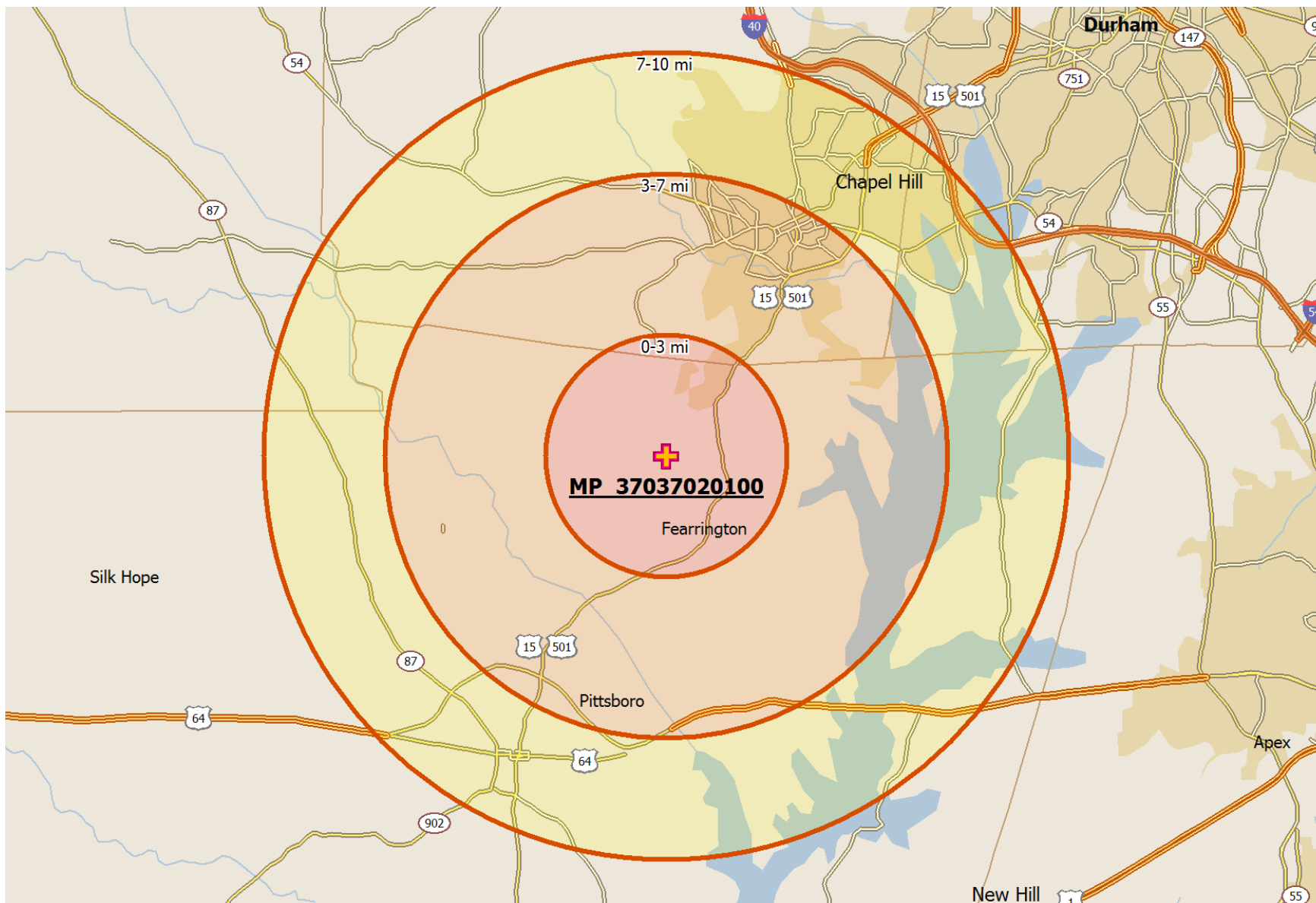
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37037	Chatham
4	Zipcode	27312	Chatham
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	E3	10000-50000-50000



# Site Location Summary - Map of the Site Location

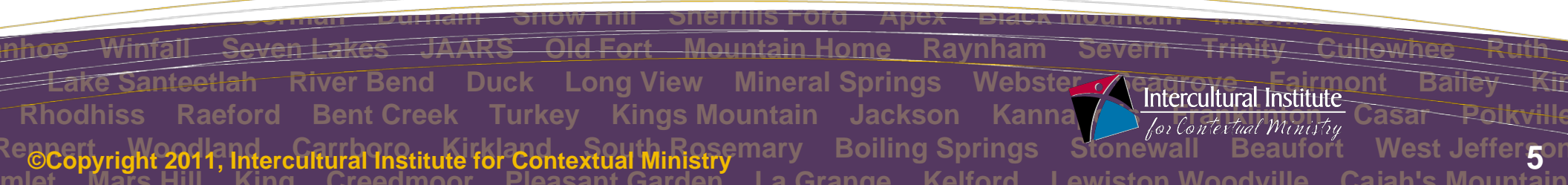




# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,134	63,624	57,123
2010 Households	3,207	23,617	23,770
2010 Group Quarters Population	1	10,592	815

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	34	36
Language Diversity National Index	19	60	55
Foreign Born Diversity National Index	35	47	78
Ancestry Diversity National Index	91	73	82
Racial Diversity National Index	31	55	44



# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,030	32.12%
Mainstay Communities	Established, Diverse Households	1,556	48.52%
Working Communities	Blue-collar, Working Families	77	2.4%
Country Communities	Rural, Agri. & Mining Families	4	0.12%
Aspiring Communities	Young Singles / Aspiring-Multihousing	495	15.43%
Urban Communities	High Density, Inner-city Neighborhoods	46	1.43%

# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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



# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

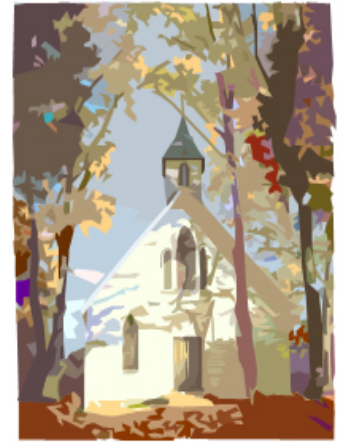
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	16,514	2,292	13.88%
Unreached %	68.74%	71.48%	104
Religious But NOT Evangelical HH	4,342	530	12.21%
Religious But NOT Evangelical %	18.07%	16.53%	91.5
Spiritual But NOT Relig or Evang HH	2,580	414	16.04%
Spiritual But NOT Relig or Evang %	10.74%	12.91%	120.19
Not Evangelical, Not Interested HH	9,611	1,348	14.03%
Not Evangelical, Not Interested %	40%	42.04%	105.09



# 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	40	2	5%
Active BCNC Attenders	3,698	0	0%
Active Evangelical Households	3,768	459	12.19%
Active Evangelical Percent	15.68%	14.32%	91.31
Inactive Evangelical Households	3,744	456	12.18%
Inactive Evangelical Percent	15.58%	14.22%	91.28
# New Churches Needed	0	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.	WRSH P AVG	IICM CGR
1	Eagles Rise at Restoration	1.95 mi	0	Insufficient Data
2	Lystra - Chapel Hill	1.95 mi	0	Insufficient Data
3	HillSong - Chapel Hill	4.59 mi	129	Plateauing
4	Mision Bautista Monte Carmelo - Chapel Hi	4.61 mi	37	Insufficient Data
5	Mount Carmel - Chapel Hill	4.63 mi	188	Insufficient Data
6	Mount Gilead - Pittsboro	4.86 mi	90	Declining
7	Rock Spring - Pittsboro	5.44 mi	95	Plateauing
8	Chapel Hill Chinese Christian Church - Ch	6.11 mi	0	Insufficient Data
9	Sunrise - Cha	6.34 mi	120	Insufficient Data
10	Antioch - Chapel Hill	6.90 mi	148	Plateauing
11	New Salem - Pittsboro	7.04 mi	93	Growing
12	Pleasant Hill - Pittsboro	7.37 mi	29	Declining
13	Bethel - Chapel	7.42 mi	0	Insufficient Data
14	Bells - Apex	7.46 mi	65	Insufficient Data
15	Roca Fuerte - Pittsboro	7.60 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH P AVG	IICM CGR
16	Calvander Crossing Church - Durham	7.82 mi	13	Insufficient Data
17	Farrington Road - Chapel Hill	8.52 mi	83	Plateauing
18	Agape Reconciliation Church	8.62 mi	0	Insufficient Data
19	North Chapel Hill - Chapel Hill	8.75 mi	0	Insufficient Data
20	Mount Pisgah - Apex	8.77 mi	30	Declining
21	Pittsboro - Pittsboro	8.80 mi	177	Growing
22	Ephesus - Chapel Hill	8.88 mi	62	Declining
23	Faith - Apex	9.46 mi	109	Declining
24	Mount Olive - Pittsboro	9.82 mi	126	Plateauing
25	Hope Valley - Durham	10.07 mi	242	Plateauing
26	Hanmaum - Durham	10.49 mi	0	Insufficient Data
27	Emmaus - Pittsboro	10.68 mi	301	Plateauing
28	Mount Moriah - Durham	11.03 mi	67	Declining
29	Olive Chapel - Apex	11.12 mi	225	Declining
30	Chinese Christian Fellowship - Apex	11.26 mi	0	Insufficient Data



# 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.

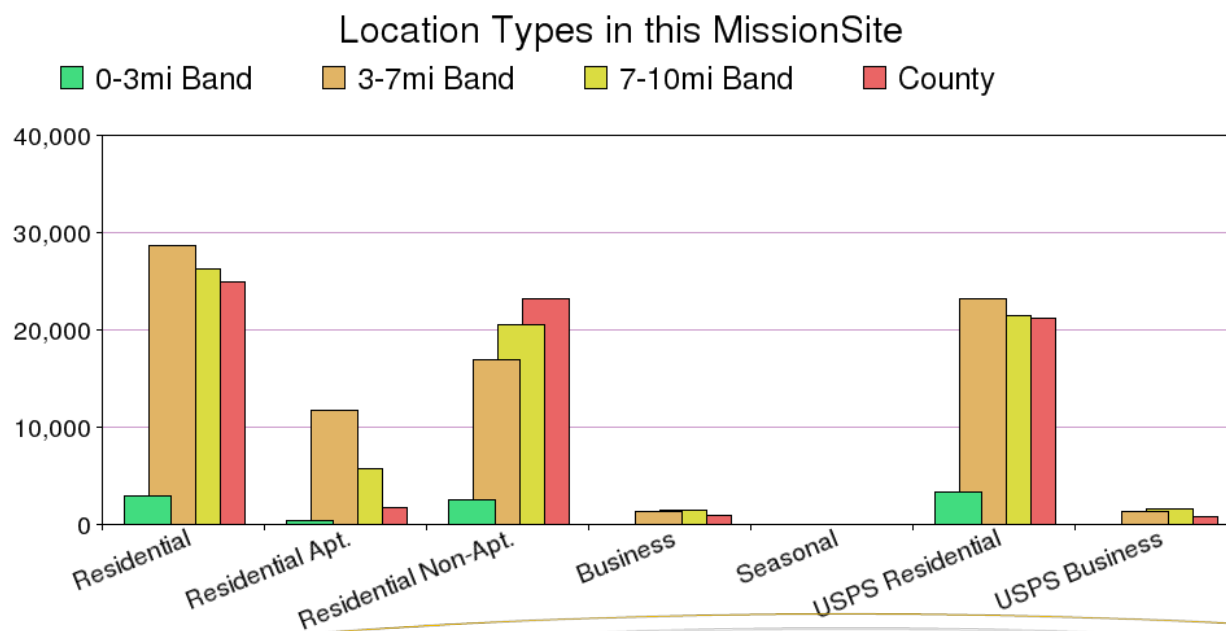


# Current Demographic Summary

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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	38,759	5,091	13.14%
2000 Population	49,329	6,721	13.62%
2010 Population	66,463	8,134	12.24%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	15,293	2,264	14.8%
2000 Households	19,741	2,946	14.92%
2010 Households	24,026	3,207	13.35%

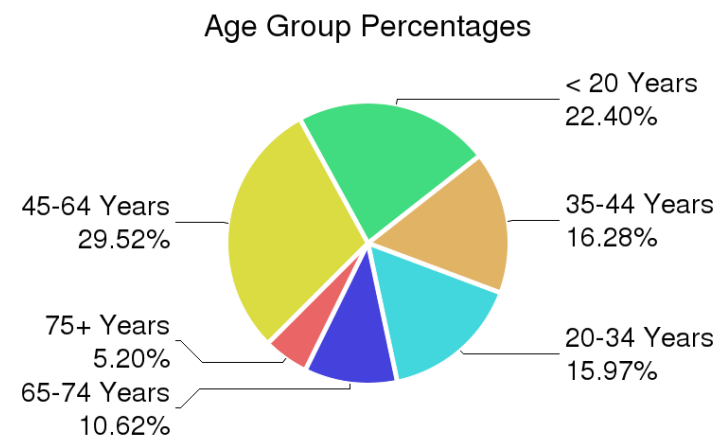


Location Type	0-3mi Band
Residential	2,933
Residential Apt.	428
Residential Non-Apt.	2,505
Business	66
Seasonal	0
USPS Residential	3,345
USPS Business	30

# 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



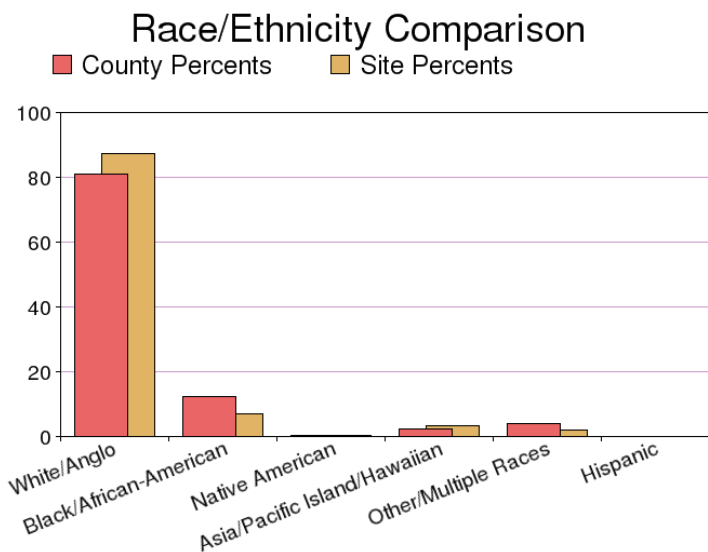
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.29%	5.66%	106.99
4-5 Years	2.53%	2.52%	99.6
6-8 Years	3.71%	3.77%	101.62
9-11 Years	3.69%	3.48%	94.31
12-13 Years	2.45%	2.29%	93.47
14-17 Years	4.57%	3.36%	73.52
18-19 Years	2.2%	1.33%	60.45
0-5 Years	7.82%	8.18%	104.6
6-12 Years	8.62%	8.42%	97.68
13-19 Years	7.99%	5.8%	72.59
< 20 Years	24.43%	22.4%	91.69
20-34 Years	15.94%	15.97%	100.19
35-44 Years	15%	16.28%	108.53
45-64 Years	29.1%	29.51%	101.41
65-74 Years	8.42%	10.62%	126.13
75+ Years	7.1%	5.2%	73.24
Median Age	42	47	112.67
Median Age (Male)	40	46	115.29
Median Age (Female)	43	48	110.52

# 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.92%	87.44%	108.06
Black, African-American	12.31%	6.86%	55.73
Native American	0.41%	0.38%	93.82
Asian	2.21%	3.38%	152.86
Pacific Island, Hawaiian	0.05%	0.02%	49.52
Other/Multiple Races	4.11%	1.91%	46.39
Hispanic	0%	4.76%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,940	5,971	
Less than 9th Grade	6.48%	1.21%	537.09
No High School Diploma	8.83%	3.87%	228.31
High School Graduate	27.26%	9.86%	276.4
Some College, no degree	16.24%	13.73%	118.24
Associate Degree	6.96%	6.15%	113.27
College Degree	21.17%	37.2%	56.9
Graduate/Prof. degree	13.06%	27.99%	46.67



# 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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.

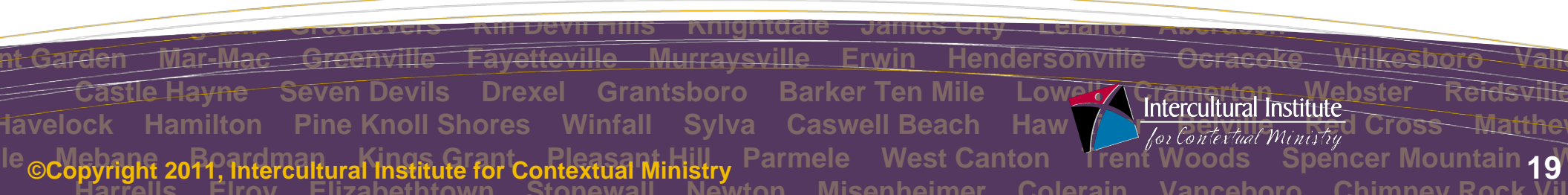
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	5.69%	2.74%	72.61
\$10,000 to \$19,999	11.25%	8.14%	72.31
\$20,000 to \$29,999	10.66%	7.45%	69.92
\$30,000 to \$49,999	16.62%	12.38%	74.47
\$50,000 to \$59,999	8.84%	8.11%	91.66
\$60,000 to \$69,999	8.06%	7.98%	99.01
\$70,000 to \$79,999	6.83%	8.26%	121.06
\$80,000 to \$89,999	5.55%	7.11%	128.14
\$90,000 to \$99,999	3.99%	5.21%	130.46
\$100,000 to \$124,999	8.37%	9.95%	118.78
\$125,000 to \$149,999	4.32%	6.64%	153.88
\$150,000 to \$199,999	4.8%	7.73%	161
\$200,000 to \$249,999	1.73%	2.78%	160.67
\$250,000 or more	3.28%	5.52%	168.28
Median Household	56,379	77,175	136.89
Average Household	74,896	97,094	129.64
Per Capita Household	27,374	38,282	139.85
Family/Non-Family Household Income			
Median Family Income	70,004	99,488	142.12
Average Family Income	89,575	118,280	132.05
Median Non-Family Income	35,093	46,785	133.32
Average Non-Family Income	46,348	58,277	125.74

# 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
Index			
% Family Households	66.04%	63.24%	95.75
Families with Children	28.81%	25.88%	89.82
Families without Children	37.23%	37.36%	100.35
<b>Non-Family Households</b>			
% Non-Family Households	33.96%	36.76%	108.26
Non-Families with Children	0.2	0.12	61.16
Non-Families without Children	33.76	36.64	108.54
<b>Housing Units</b>			
Index			
Total Housing Units	26,947	3,466	
Vacant percent	10.84%	7.47%	68.94
Owned percent	68.11%	69.97%	102.72%
Rented Percent	21.05%	22.56%	107.19
<b>Households by Size</b>			
Index			
Avg household size	2.73	2.54	93.04
Avg family hh size	3.46	3.23	93.35
Avg non-family hh size	1.31	1.34	102.29
<b>Households By Count of Persons</b>			
Percent			
One	6,573	853	12.98%
Two	6,520	1,074	16.47%
Three or Four	7,918	999	12.62%
Five+	3,015	281	9.32%



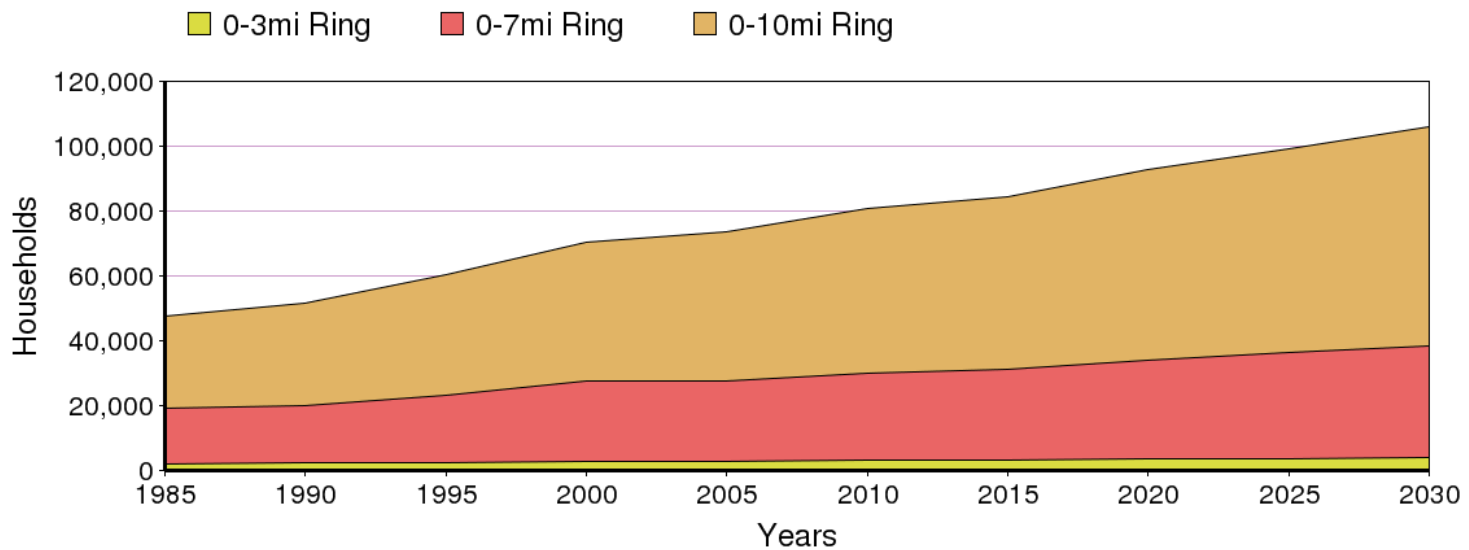
# Projected Demographic Summary

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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	38,759	5,091	13.14%
2000 Population	49,329	6,721	13.62%
2010 Population	66,463	8,134	12.24%
2015 Population	74,910	8,522	11.38%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	15,293	2,264	14.8%
2000 Households	19,741	2,946	14.92%
2010 Households	24,026	3,207	13.35%
2015 Households	25,954	3,208	12.36%

Household Change from 1985 to 2030



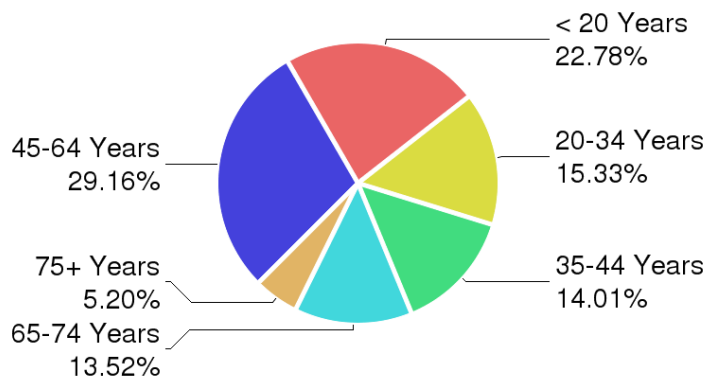
# Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-3 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	5.66%	5.89%	104.06
4-5 Years	2.52%	2.51%	99.6
6-8 Years	3.77%	3.77%	100
9-11 Years	3.48%	3.46%	99.43
12-13 Years	2.29%	2.26%	98.69
14-17 Years	3.36%	3.49%	103.87
18-19 Years	1.33%	1.4%	105.26
0-5 Years	8.18%	8.4%	102.69
6-12 Years	8.42%	8.38%	99.52
13-19 Years	5.8%	6%	103.45
< 20 Years	22.4%	22.78%	101.7
20-34 Years	15.97%	15.33%	95.99
35-44 Years	16.28%	14.01%	86.06
45-64 Years	29.51%	29.16%	98.81
65-74 Years	10.62%	13.52%	127.31
75+ Years	5.2%	5.2%	100
Median Age	42	48	115.13
Median Age (Male)	40	47	117.94
Median Age (Female)	43	48	112.42

Projected Age Group Percentages





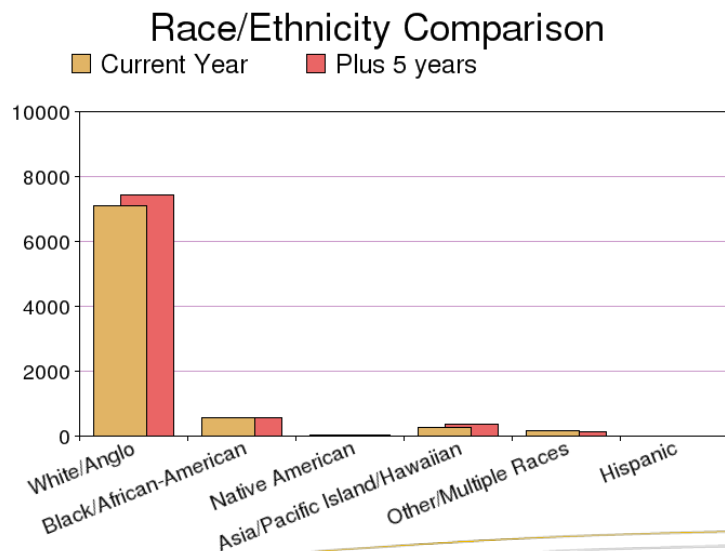
# Projected Demographic Summary

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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	87.44%	87.37%	99.93
Black, African-American	6.86%	6.5%	94.76
Native American	0.38%	0.38%	98.53
Asian	3.38%	4.27%	126.34
Pacific Island, Hawaiian	0.02%	0.01%	47.72
Other/Multiple Races	1.91%	1.46%	76.36
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	5,971	6,202	
Less than 9th Grade	1.21%	1.08%	89.59
No High School Diploma	3.87%	3.26%	84.19
High School Graduate	9.86%	9.74%	98.73
Some College, no degree	13.73%	12.77%	92.99
Associate Degree	6.15%	6.32%	102.83
College Degree	37.2%	39.07%	105.03
Graduate/Prof. degree	27.99%	27.77%	99.21



# Projected Demographic Summary

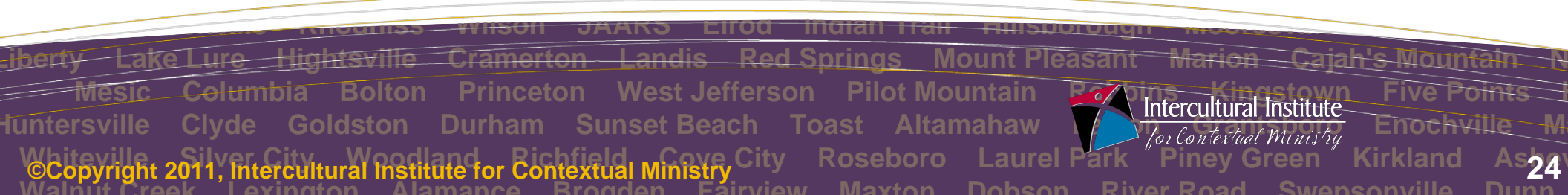
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	2.74%	2.24%	81.79
\$10,000 to \$19,999	8.14%	7.73%	94.99
\$20,000 to \$29,999	7.45%	6.83%	91.6
\$30,000 to \$49,999	12.38%	10.85%	87.63
\$50,000 to \$59,999	8.11%	7.76%	95.74
\$60,000 to \$69,999	7.98%	7.89%	98.8
\$70,000 to \$79,999	8.26%	8.23%	99.21
\$80,000 to \$89,999	7.11%	7.45%	102.16
\$90,000 to \$99,999	5.21%	5.14%	98.77
\$100,000 to \$249,999	9.95%	10.97%	110.31
\$125,000 to \$149,999	6.64%	7.51%	113.11
\$150,000 to \$199,999	7.73%	8.54%	110.45
\$200,000 to \$249,999	2.78%	2.99%	107.83
\$250,000 or more	5.52%	5.86%	106.18
Median Household	77,175	81,948	106.18
Average Household	97,094	103,412	106.51
Per Capita Household	38,282	38,928	101.69
<b>Family/Non-Family Household Income</b>			
Median Family Income	99,488	105,376	105.92
Average Family Income	118,280	126,633	107.06
Median Non-Family Income	46,785	50,505	107.95
Average Non-Family Income	58,277	62,842	107.83

# 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 0-3 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.24%	61.88%	97.85
Families with Children	25.88	25.09	96.96
Families without Children	37.36	36	96.38
<b>Non-Family Households</b>			
% Non-Family Households	36.76%	38.12%	103.7
Non-Families with Children	0.12	0.09	103.7
Non-Families without Children	36.64	38.03	103.8
<b>Housing Units</b>			
Total Housing Units	3,466	3,469	100.09%
Vacant percent	7.47%	7.52%	100.69
Owned percent	69.97%	70.39%	100.61
Rented Percent	22.56%	22.11%	98
<b>Households by Size</b>			
Avg household size	2.54	2.66	104.72%
Avg family hh size	3.23	3.48	107.74%
Avg non-family hh size	1.34	1.31	97.76%
<b>Households By Count of Persons</b>			
One	853	868	101.76%
Two	1,074	903	84.08%
Three or Four	999	1,080	108.11%
Five+	281	358	127.4%

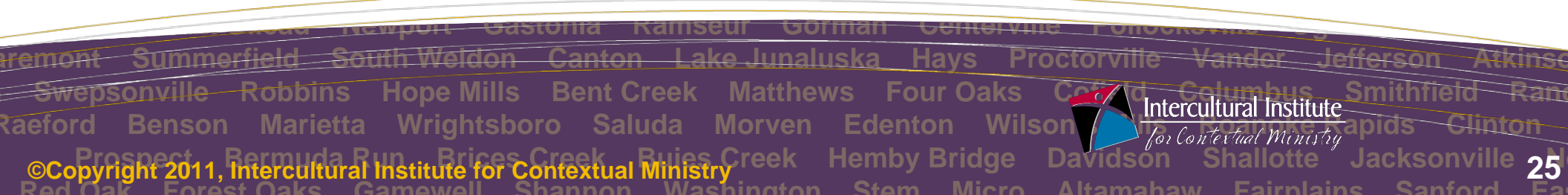


# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	112	5,598	5,186
Northern Europe	12	273	508
Western Europe	8	335	310
Southern Europe	0	45	158
Eastern Europe	2	213	364
Other Europe	0	0	0
Eastern Asia	15	1,195	1,282
So. Central Asia	4	267	508
SE Asia	3	293	214
Western Asia	4	141	75
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	69	40
Middle Africa	0	37	0
Northern Africa	0	14	41
Southern Africa	0	36	47
Western Africa	1	144	57
Other Africa	0	0	15
Oceania	0	23	33
Caribbean	6	105	116
Central Amer.	49	1,930	726
South America	0	252	323
North America	8	226	369
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	0-3 MILES	3-7 MILES	7-10 MILES
English only	5,508	44,082	40,040
Spanish	114	3,426	2,048
Other Indo-Euro language	94	1,618	2,020
French (incl. Patois, Cajun)	23	570	368
French Creole	0	0	0
Italian	6	74	113
Portuguese	0	38	118
German	31	236	420
Yiddish	0	0	0
Other West Germanic	0	56	43
A Scandinavian Language	0	44	64
Greek	3	44	24
Russian	1	67	246
Polish	14	84	44
Serbo-Croatian	0	23	14
Other Slavic Language	3	1	30
Armenian	0	0	9
Persian	0	40	67
Gujarathi	12	86	132
Hindi	0	93	68
Urdu	0	23	155

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	1	46	25
Asian/PI languages	0	0	0
Chinese	0	671	892
Japanese	0	222	280
Korean	9	416	197
Mon-Khmer, Cambodian	0	53	14
Miao, Hmong	0	59	0
Thai	0	69	26
Laotian	0	0	6
Vietnamese	0	71	26
Other Asian	0	96	117
Tagalog	0	34	61
Other Pacific Is	0	8	0
Other languages	0	426	236
Navajo	0	0	0
Other Native N. American	0	25	3
Hungarian	0	16	31
Arabic	0	104	93
Hebrew	0	59	17
African languages	0	222	78
Other unspecified	0	0	14

# 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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	5,442	44,782	39,743
Arab	19	221	175
Armenian	4	38	35
Austrian	7	65	103
British	50	507	712
Canadian	6	68	127
Croatian	3	31	25
Czech	3	77	102
Czechoslovak	4	62	30
Danish	40	189	115
Dutch	62	556	467
English	768	5,281	5,934
European	151	1,115	1,064
Finnish	18	68	44
French (not Basque)	145	827	661
French Canadian	15	222	254
German	687	4,833	4,625
Greek	18	306	139
Hungarian	36	137	146
Iranian	0	77	84

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	552	4,171	3,253
Italian	276	1,930	1,520
Lithuanian	13	72	138
Norwegian	55	435	332
Polish	153	1,076	765
Portuguese	10	86	64
Romanian	3	102	25
Russian	61	430	746
Scandinavian	4	49	58
Scotch-Irish	195	1,828	1,549
Scottish	236	1,785	1,327
Slovak	3	71	40
Subsaharan African	39	787	603
Swedish	68	379	416
Swiss	5	112	105
Ukrainian	10	132	83
US/American	541	2,824	3,000
Welsh	47	275	221
West Indian	9	183	96
Yugoslavian	2	33	15
Other	1,124	13,343	10,544

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

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

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

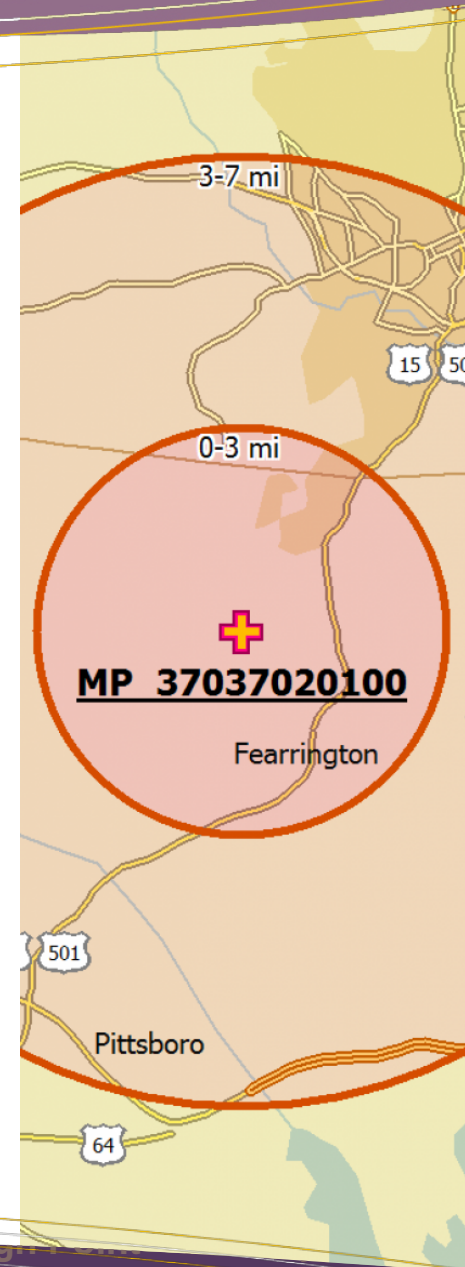




## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	3,207	100%	2,522	100%
<b>AFFLUENT SUBURBIA</b>	485	15.12%	347	13.76%
America's Wealthiest	97	3.02%	78	3.09%
Dream Weavers	55	1.71%	39	1.55%
White Collar Suburbia	8	0.25%	7	0.28%
Upscale Suburbia	1	0.03%	1	0.04%
Enterprising Couples	85	2.65%	57	2.26%
Small Town Success	231	7.2%	160	6.34%
New Suburbia Fam.	8	0.25%	5	0.2%
<b>UPSCALE AMERICA</b>	545	16.99%	388	15.38%
Status Conscious Consumers	372	11.6%	261	10.35%
Affluent Urban Professionals	2	0.06%	2	0.08%
Urban Commuter Fam.	32	1%	21	0.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	20	0.62%	15	0.59%
Successful Urban Sprawl	119	3.71%	89	3.53%
<b>SM TWN SUCCESS</b>	692	21.58%	570	22.6%
Successful Urban Sprawl	517	16.12%	89	3.53%
2nd City Homebodies	113	3.52%	367	14.55%
Prime Middle America	0	0%	74	2.93%
Urban Optimists	62	1.93%	0	0%
Family Convenience	0	0%	40	1.59%
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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	3,207	100%	2,522	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	864	26.94%	625	24.78%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	864	26.94%	625	24.78%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	77	2.4%	52	2.06%
Steadfast Conservative	10	0.31%	7	0.28%
Moderate Conventionalists	67	2.09%	45	1.78%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	3,207	100%	2,522	100%
REMOTE AMERICA	4	0.12%	2	0.08%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	4	0.12%	2	0.08%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	495	15.43%	363	14.39%
Young Cosmopolitans	252	7.86%	197	7.81%
Minority Metro Communities	36	1.12%	27	1.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	207	6.45%	139	5.51%
RURAL VILLAGES & FARMS	0	0%	139	5.51%
Aspiring Hispania	0	0%	139	5.51%
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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	3,207	100%	2,522	100%
<b>STRUGGLING SOCIETIES</b>	25	0.78%	21	0.83%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	25	0.78%	21	0.83%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	21	0.65%	15	0.59%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	21	0.65%	15	0.59%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?



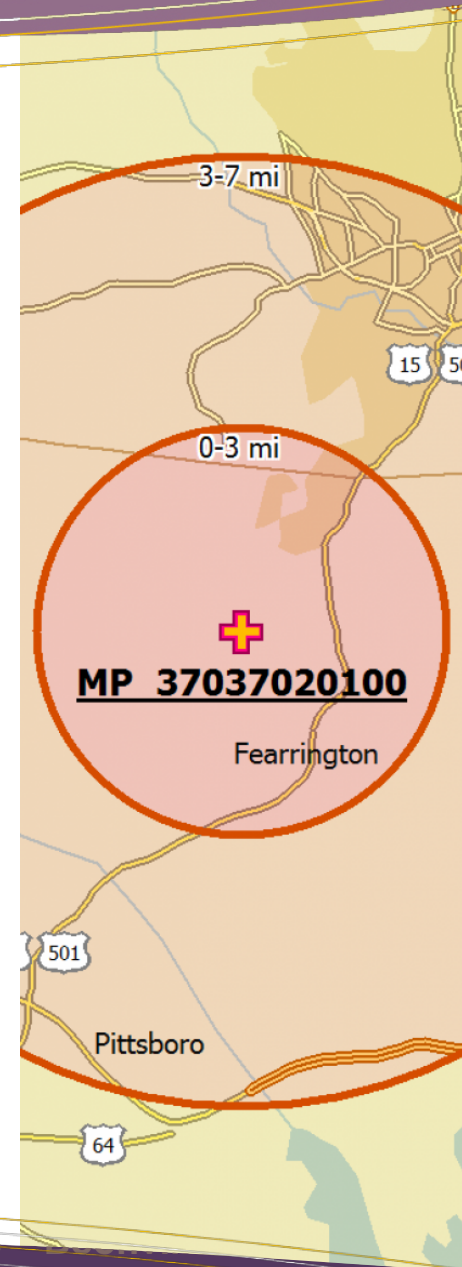
## Potential Cultural Bridges

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	85%	82%	83%
Use Comp. for Internet/E-mail	73%	66%	69%
Internet Use: E-Mail	64%	59%	62%
Use Comp. for Word Processing	52%	44%	48%
Use Comp. for Shopping	44%	40%	42%
Use Comp. for Comp. Games	43%	38%	40%
Use Comp. for Digital Camera Photo Editing	40%	36%	39%
Use Comp. for Banking	40%	38%	40%
Use Comp. for Education	39%	33%	34%
Internet Use: News/ Weather	37%	35%	37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for News/Info./Data Service	36%	30%	31%
HH Owns DVD Player	35%	32%	33%
Internet Use: Banking	32%	33%	35%
PC-Network-HH Has One	24%	23%	24%
Use Comp. for Personal Financial Mngmnt	22%	19%	21%
Use Comp. for Accounting	21%	18%	20%
Internet Use: Shopping: Gathered Info. for Shopping	19%	17%	19%
Use Comp. for Telecommuting	18%	14%	16%
Internet Use: Travel Reservations	17%	14%	16%
Internet Use: Research/ Education	17%	16%	17%

# 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	71%	70%	71%
Dining Out (Not Fast Food)	67%	64%	66%
Reading Books	62%	61%	62%
Go To A Beach/Lake	45%	40%	42%
Card Games	43%	42%	42%
Cooking for Fun	40%	42%	41%
Gardening	37%	33%	34%
Board Games	31%	31%	32%
Visit Museum	28%	27%	28%
Going To	22%	24%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	67%	67%
Gen./Fam. Practitioner	40%	40%	40%
Dentist	37%	34%	35%
Eye Dr.	24%	23%	23%
Backache	20%	21%	21%
None Of These	20%	21%	21%
High Cholesterol	20%	18%	19%
Hypertension/High Blood Pressure	17%	18%	17%
OB/GYN	13%	13%	14%
Any Arthritis	13%	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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Concert	36.1%	35.87%	36.82%
Live Theater	30.53%	27.78%	29.38%
Live Theater Most Often	24.57%	22.32%	23.7%
Rock/Pop Concerts Most Often	17.61%	19.26%	19.98%
Classical Concerts Most Often	10.96%	9.6%	9.88%
Dance Performance	10.53%	11.37%	11.85%
Movies: Comedy	42.92%	40.44%	42.18%
Movies: Action/Adventure	41.09%	38.64%	40.6%
Movies: Drama	25.95%	24.4%	25.96%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	22.34%	22.85%	23.35%
Movies: Mystery	20.37%	19.11%	19.79%
Movies: Fam.	19.38%	18.59%	19.1%
MLB Baseball Reg. Season	11.29%	10.32%	11.62%
NFL Football Reg. Season	9.4%	8.1%	8.95%
College Football Reg. Season	9.08%	7.88%	8.66%
College Basketball Reg. Season	5.79%	6.33%	6.67%
NBA Basketball Reg. Season	5.72%	4.81%	5.4%
NHL Hockey Reg. Season	4.13%	4.12%	4.6%



# 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	48.25%	44.3%	46.14%
Swimming	37.18%	36.18%	36.91%
Weight Training	21.17%	20.12%	20.82%
Bowling	20.55%	20.59%	20.99%
Golf	19.03%	16.52%	17.07%
Using Cardio Machine	18.88%	18.1%	18.99%
Billiards/Pool	18.46%	20.77%	20.46%
Jogging/Running	17.89%	18.6%	19.42%
Stationary Cycling	15.98%	13.62%	14.48%
Mountain/Road Biking	14.48%	14.54%	14.7%
Freshwater Fishing	13.19%	13.49%	13.29%
Camping Trips	12.79%	11.96%	12.63%
Aerobics	12.51%	11.72%	12.37%
Basketball	12.41%	15.09%	14.53%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	12.34%	11.6%	12.16%
Tennis	10.13%	10.17%	10.46%
Power Boating	9.61%	8.18%	8.24%
Baseball	9.41%	10.75%	10.33%
Yoga	8.9%	9.2%	9.71%
Soccer	8.72%	8.86%	8.69%
Football	7.61%	10.44%	9.31%
Saltwater Fishing	7.43%	6.87%	7.15%
Volleyball	7.33%	7.38%	7.28%
Softball	7.08%	7.4%	7.54%
Canoeing/Kayaking	6.94%	6.39%	6.75%
Downhill & X-Country	5.88%	6.17%	6.22%
Skiing			
Target Shooting	5.7%	6.33%	6.17%
Jet Skiing	5.7%	4.73%	4.79%

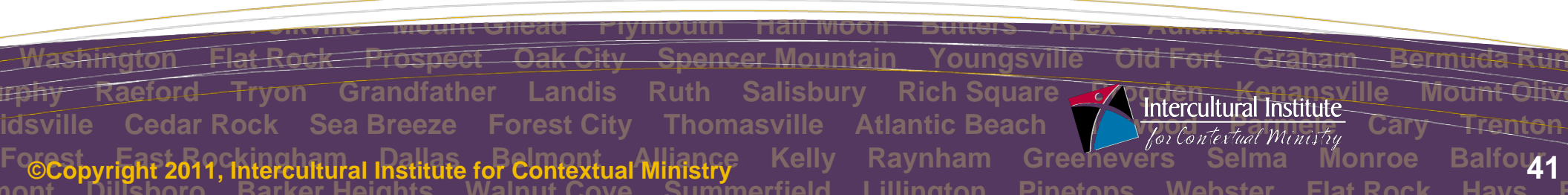


# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hunting	5.53%	5.85%	5.8%
Snorkeling	5.19%	6.06%	5.85%
Ice Skating	5.12%	5.64%	5.75%
Water Skiing	5.12%	4.4%	4.36%
Motorcycling	5.1%	4.52%	4.68%
Horseback Riding	5.09%	5.24%	5.23%
Roller Skating	4.67%	5.48%	5.54%
Sailing	4.31%	4.08%	4.08%
Fly Fishing	3.8%	3.51%	3.55%
Racquetball	3.56%	3.53%	3.61%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.56%	3.17%	3.21%
Rock Climbing	3.33%	4%	3.83%
Martial Arts	3.27%	3.34%	3.39%
Snowboarding	3.18%	3.6%	3.57%
Surfing & Windsurfing	3.01%	3.02%	2.98%
Snowmobiling	2.94%	2.96%	2.91%
Skateboarding	2.8%	2.51%	2.48%
Archery	2.7%	2.86%	2.73%
Rowing	2.53%	2.47%	2.64%
Auto Racing	2.48%	2.54%	2.49%



## 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.

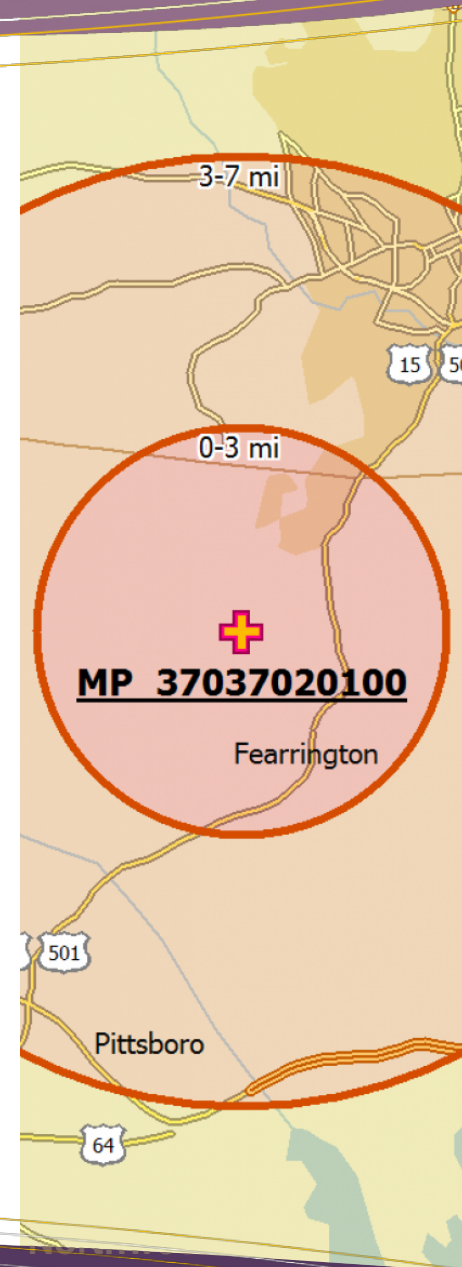
### BIBLICAL BARRIERS

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.

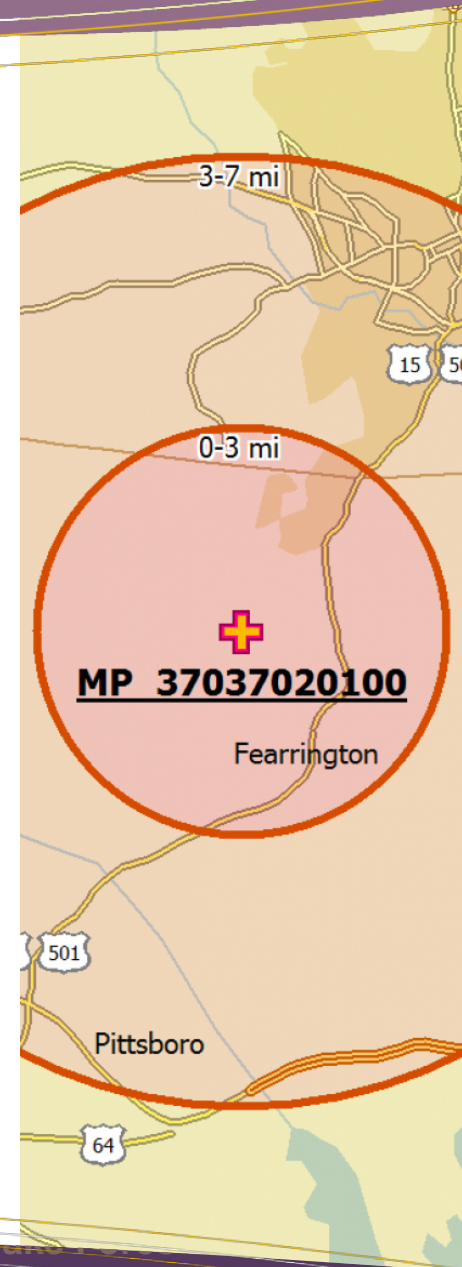
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.



Mountain View Cornelius Gibsonville Lake Lure Roper Southern Shores Peachland Woodlawn Clayton  
Boonville Aberdeen Indian Trail Mineral Springs Mountain Home Claremont Summerfield Holden Beach M  
Pinebluff Wendell Mount Pleasant Cleveland Pittsboro Plain View  
Angier Murfreesboro Barker Ten Mile Pantego Elizabeth City Durham Sharpsburg Rich Square Rye  
Nashville Bridgeton Creedmoor Pleasant Garden Bermuda Run Dobson Richlands Oxford Boiling



# 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	49%
Prefer To Have Few Possessions As Possible	47%	43%	45%
Find It Difficult To Say No To My Kids	39%	39%	39%
If Won Lottery Would Never Work Again	38%	34%	34%
Speak My Mind Even If It Upsets People	34%	34%	33%
Woman's Place Is In The Home	32%	31%	30%
Friends More Important Than My Fam.	32%	30%	31%
Like Control Over People And Resources	30%	30%	30%
Don't Judge People/Way They Live Life	28%	30%	29%
Money Is Best Measure Of Success	26%	26%	26%
Like To Do Unconventional Things	26%	25%	25%
Marijuana Should Be Legalized	24%	22%	22%

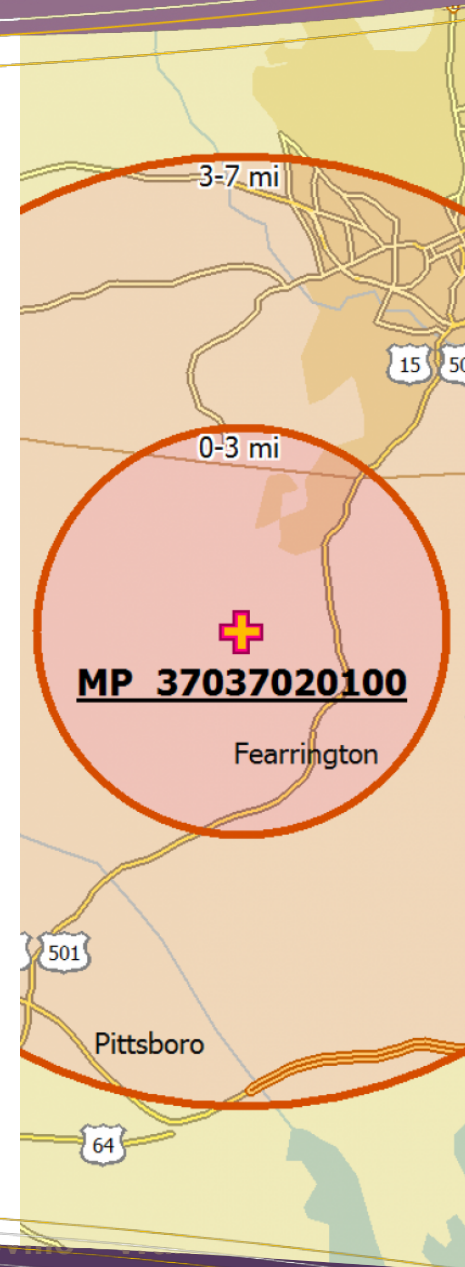
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Pursue Challenge/Novelty/Change	21%	20%	21%
Like to Stand Out In A Crowd	21%	20%	20%
Happy With My Standard Of Living	19%	18%	18%
Too Much Sponsorship In Arts/Sports	19%	19%	18%
I Am A Workaholic	17%	19%	18%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
We Should Strive for Equality for All	14%	15%	14%
Only Work Current Job for The Money	14%	13%	12%
On Whole People Get What They Deserve	10%	12%	12%
Little I Can Do To Change My Life	8%	7%	7%
Indulge My Kids With The Little Extras	7%	9%	8%
I Am A Perfectionist	7%	8%	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:

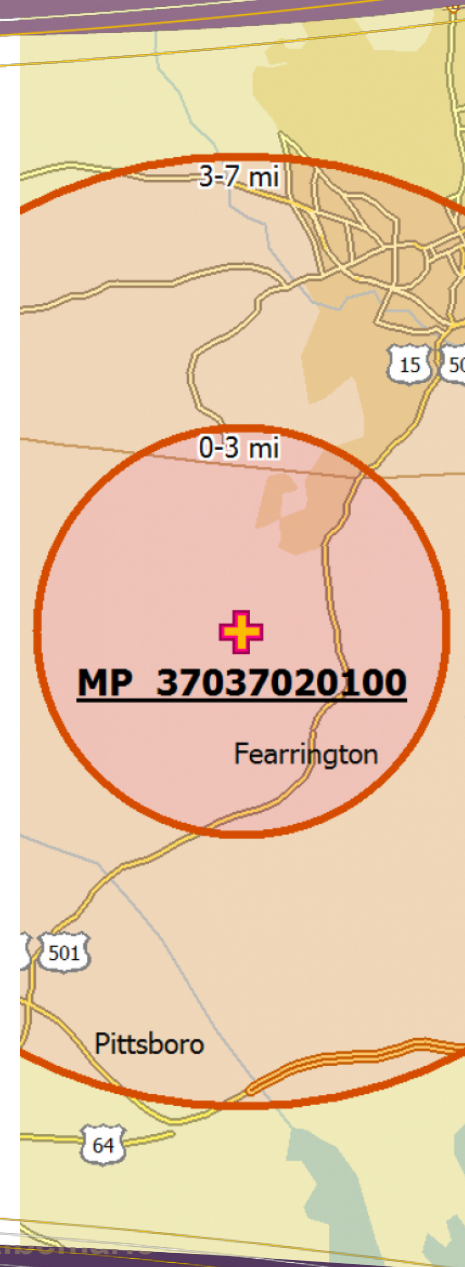
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	72%	67%	69%
You Should Seize Opportunities In Life	58%	59%	59%
Prefer To Have Few Possessions As Possible	47%	43%	45%
Like To Understand About Nature	41%	40%	40%
Important Feel Respected By My Peers	33%	34%	34%
Prefer Work Part Of Team Than Alone	31%	32%	31%
Have Keen Sense Of Adventure	30%	28%	28%
People Have To Take Me As They Find Me	28%	26%	27%
Important To Juggle Various Tasks	28%	29%	29%
Good At Fixing Things	27%	28%	27%
Like To Just Enjoy Life	26%	24%	25%
Worried About Pollution Caused By Cars	23%	26%	26%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	19%	19%
Is An Important Part Of Who I Am	15%	15%	15%
Try Not To Worry About The Future	15%	14%	15%
Real Men Don't Cry	15%	17%	17%
Looking for New Ideas To Improve Home	14%	13%	13%
Enjoy Spending Time With My Fam.	9%	10%	10%
Provide My Kids With The Little Extras	8%	11%	9%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	4%	5%	5%
Decor Particular Interest To Me	3%	4%	3%
Would Like To Set Up Own Business	3%	3%	3%

## 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	84.86%	80.96%	82.52%
Fast Food/Drive-In Restaurant-Visit Any	81.79%	79.81%	80.66%
McDonald's	53.93%	52.66%	53.41%
Burger King	33.05%	31.42%	31.79%
Applebee's	31.21%	29.33%	29.47%
Subway	26.72%	27.61%	27.37%
Wendy's	26.12%	27.1%	27.73%
Taco Bell	25.43%	25.46%	25.73%
Olive Garden	23.6%	20.17%	21.2%
Kentucky Fried Chicken (KFC)	20.53%	23.31%	22.86%
Outback Steakhouse	19.17%	15.61%	16.74%
Arby's	18.38%	18.31%	18.89%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Starbucks	17.51%	17.07%	18.25%
Pizza Hut	17.32%	17.41%	17.52%
Red Lobster	15.74%	14.51%	15.18%
Chili's Grill and Bar	15.08%	15.14%	15.56%
IHOP (International House Of Pancakes)	14.73%	14.15%	14.75%
Dairy Queen	14.66%	13.58%	13.24%
Chick-Fil-A	14.21%	13.71%	14.46%
Cracker Barrel	14.03%	13.1%	13.38%
TGI Friday's	13.98%	13.7%	14.41%
Quiznos Sub	13.89%	11.89%	12.74%
Denny's	12.45%	11.77%	11.59%
Panera Bread	12.2%	11.01%	12.07%

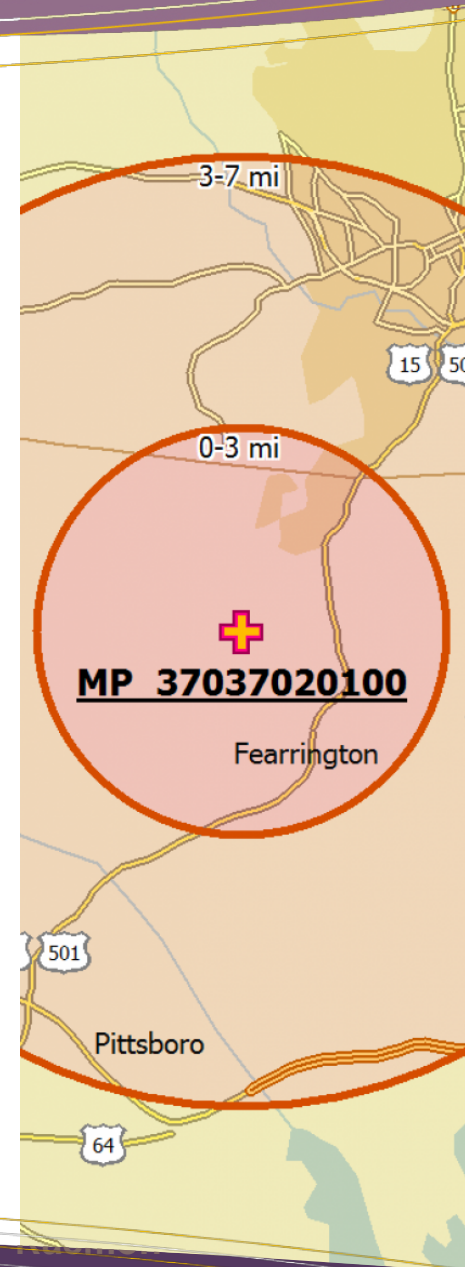


## Potential Shared Projects

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!



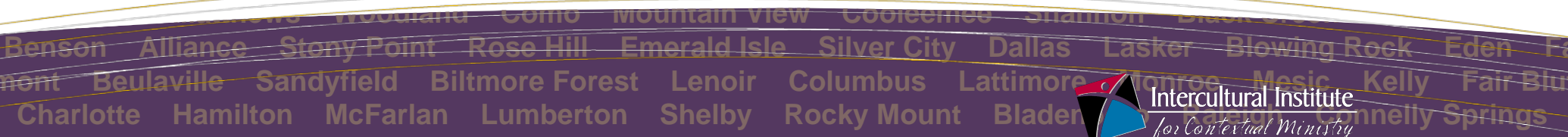


# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	53.01%	48.28%	50.47%
Recycled products	44.36%	39.39%	41.83%
Worked as volunteer (non political)	21.12%	18.64%	19.84%
Engaged in fund raising	12.07%	11.36%	11.93%
Wrote to elected offcl about publ bus	7.86%	7.16%	7.6%
Religious club member	7.81%	7.6%	7.8%

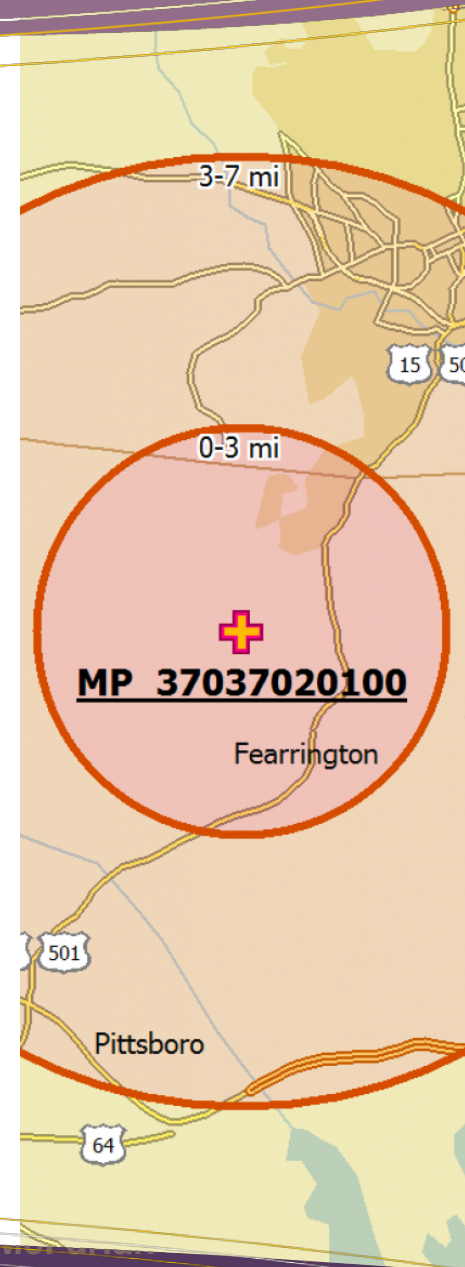
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	7.23%	6.56%	6.91%
Wrote to editor of mag or newspaper	6.64%	6.23%	6.48%
Addressed a public meeting	6.34%	5.51%	5.78%
Took active part in local civic issue	6.02%	6.01%	6.17%
Union member	5.42%	5.08%	5.39%
Wrote to editor of mag or newspaper	4.94%	4.63%	4.81%



# 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	22.89%	20.96%	22.13%
Mystery	15.75%	13.93%	14.41%
Children's Books	13.96%	13.85%	14.32%
Cookbooks	12.25%	11.39%	11.89%
History	9.83%	8.59%	9.16%
Biography	9.58%	8.28%	8.82%
Personal/Business	8.81%	8.38%	8.89%
Self-help			
Religious (not Bibles)	8.81%	8.69%	8.92%
Romance	6.95%	6.64%	6.69%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	71.46%	69.47%	70.8%
Gen. Editorial	49.49%	49.54%	50.26%
Womens	41.74%	43.81%	44.09%
Service	38.42%	36.08%	37.2%
Business/Finance	23.31%	22.29%	23.81%
Mens	18.94%	20.48%	20.46%
Sports	17.42%	17.71%	17.76%
Mature Market	14%	12.37%	12.96%
Health	13.15%	13.25%	13.27%

# 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	59.15%	56.53%	57.91%
Business/Finance	37.02%	33.53%	35.26%
Sport	35.63%	33.44%	34.45%
Editorial Page	32.92%	31%	31.95%
Movie Listings & Reviews	28.45%	28.4%	29.07%
Comics	28.04%	27.41%	27.53%
Food/Cooking	27.97%	26.41%	27.46%
Classified	27.68%	30.51%	29.51%
Travel	25.22%	22.62%	24.16%
TV/Radio Listings	24.47%	23.35%	24.02%
Home/Gardening	23.54%	21.51%	22.96%
Science/Technology	21.33%	20.05%	21.07%
Fashion	15.45%	15.13%	15.93%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	21.3%	18.99%	19.46%
CHR Contemp Hit Radio	19%	19.18%	18.94%
Country	16.88%	16.51%	15.93%
News/Talk	15.77%	14.14%	15.55%
Alternative	12.53%	12.19%	13.08%
Rock	12.38%	11.96%	12%
Oldies	12.1%	11.02%	11.49%
Classic Rock	11.22%	10.37%	10.76%
Urban Contemporary	10.08%	14.55%	13.59%
Variety	9.77%	9.88%	10.07%
All News	9.06%	7.89%	8.84%
All Talk	8.26%	5.8%	6.28%
Soft Contemporary	7.3%	7%	7.62%
Religious	6.66%	5.84%	6.13%
Jazz	6.01%	6.44%	6.94%
Classical	5.67%	5.41%	5.81%
Sports	5.5%	5.17%	5.67%
Hispanic	5.13%	4.4%	4.1%

# 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	70.71%	65.94%	67.55%
Soapnet	53.08%	51.2%	52.33%
Satellite Dish	49.82%	47.25%	49.38%
Comedy Central	48.08%	42.15%	44.44%
Sci-Fi Channel	39.45%	35.97%	37.08%
Other Video-On-Demand	39.33%	38.94%	39.17%
ESPN Classic	36.45%	31.34%	33.57%
Adult Pay Per View TV	34.14%	28.39%	30.12%
MSNBC	33.91%	32.71%	33.17%
TV Info From Sunday TV Magazine	33.68%	29.09%	30.48%
ABC Fam.	33.54%	31.06%	32.87%
Hallmark Channel	32.55%	28.18%	29.71%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
The Golf Channel	30.82%	27.37%	28.4%
ESPN News	30.24%	25.65%	26.93%
ESPN2	30.02%	27.97%	29.62%
Adult Swim	29.84%	28.2%	28.49%
Nickelodeon	29.3%	26.59%	27.33%
Subscribe Digital Cable	28.73%	26.38%	27.53%
USA Network	28.01%	25.46%	26.58%
TCM (Turner Classic Movies)	27.92%	27.12%	27.72%
Discovery Health Channel	27.32%	23.56%	25.4%
BET (Black Entertainment TV)	27.32%	27.66%	27.99%
TV Info From Newspapers	26.18%	25.24%	26.12%
Nick At Nite	25.99%	24.88%	25.45%

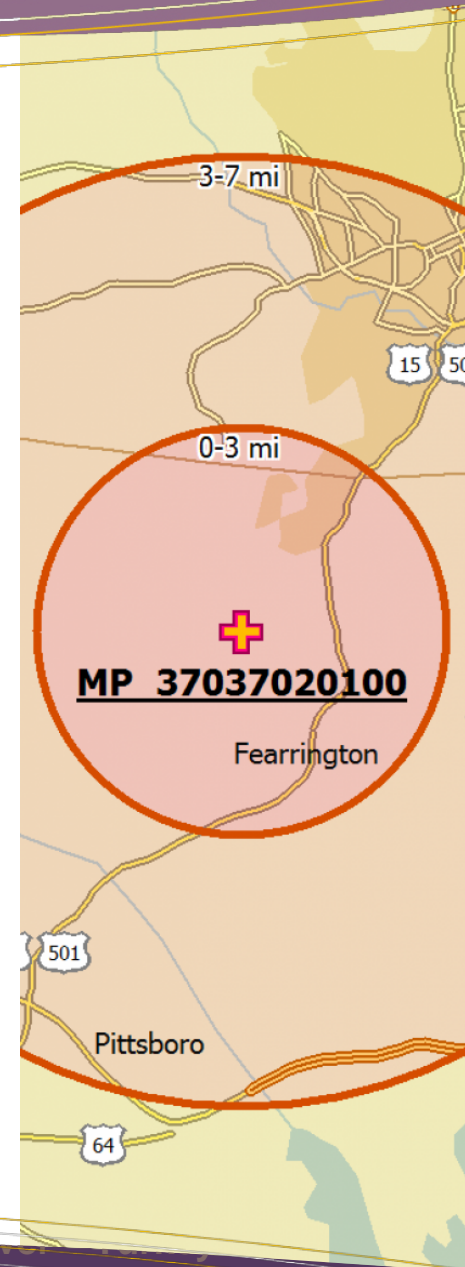


## Communication Media Usage

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	24.44%	23.89%	24.59%
Medium Users (4-6)	12.9%	11.38%	11.94%
Light Users (1-3)	21.63%	20.77%	21.22%
Quintiles (20%)			
Newspaper I (Heavy)	1.28%	1.1%	0.97%
Newspaper II	1.12%	1.27%	1.34%
Newspaper III	2.16%	2.5%	2.69%
Newspaper IV	0.49%	0.56%	0.53%
Newspaper V (Light)	1.3%	1.09%	1.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.9%	19.41%	19.33%
Magazines II	7.83%	8.43%	8.69%
Magazines III	9.19%	10.09%	9.72%
Magazines IV	10.35%	10.26%	10.25%
Magazines V (Light)	0.32%	0.55%	0.57%
Outdoor I (Heavy)	7.57%	7.2%	7.73%
Outdoor II	2.3%	2.5%	2.52%
Outdoor III	2.45%	2.88%	2.78%
Outdoor IV	15.25%	14.69%	14.84%
Outdoor V (Light)	25.43%	22.32%	23.12%
Yellow Pages I (Heavy)	13.37%	12.93%	12.98%
Yellow Pages II	7.03%	6.82%	6.8%
Yellow Pages III	5.15%	6.38%	5.77%
Yellow Pages IV	19.87%	21.33%	20.71%
Yellow Pages V (Light)	2.67%	2.96%	2.78%

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.66%	4.11%	3.59%
Drive Time III (Medium)	0.2%	0.67%	0.6%
Radio IV & V (Light)	2.8%	2.02%	2.08%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.6%	8.35%	8.44%
Radio III (Medium)	5.23%	4.72%	4.9%
Radio IV & V (Light)	2.56%	3.09%	3.1%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.44%	16.3%	17.58%
Cable III (Medium)	4.01%	4.53%	4.24%
Cable IV & V (Light)	33.67%	32.82%	33.46%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.88%	4.98%	4.55%
Prime Time III (Medium)	2.09%	1.98%	2.11%
Prime Time IV & V (Light)	5.98%	8.76%	8.38%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	44.23%	43.1%	43.4%
Fringe III (Medium)	49.27%	48.93%	48.75%
Fringe IV (Light)	53.39%	53.04%	53.6%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.58%	10.86%	10.92%
All Day III (Medium)	23.55%	22.92%	22.84%
All Day IV (Light)	12.46%	14.95%	14.38%



# 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.26%	11.8%	12.63%
6:00am - 10:00am	24.33%	22.26%	23.92%
10:00am - 3:00pm	7.41%	8.83%	8.73%
3:00pm - 7:00pm	11.81%	12.2%	12.11%
7:00pm - Midnight	18.64%	14.87%	16.41%
Midnight - 6:00am	7.39%	6.29%	6.6%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.92%	12.58%	13.02%
6:00am - 10:00am	6.82%	5.83%	5.99%
10:00am-3:00pm	8.69%	9.37%	9.41%
3:00pm - 7:00pm	6.37%	5.88%	6.1%
7:00pm - Midnight	10.63%	9.84%	9.78%
Midnight - 6:00am	13.03%	13.02%	13.15%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	9.49%	9.93%	9.97%
Saturday: 8:00-11:00pm	7.56%	7.45%	7.54%
Sunday: 7:00-11:00pm	10.64%	11.4%	10.96%
9:00am-1:00pm	25.99%	24.88%	25.45%
9:00am-4:00pm	29.55%	28.56%	29.24%
4:00pm-7:00pm	34.88%	32.34%	32.9%
11:00pm-1:00am	42.02%	42.11%	41.79%
AVG Prime time	3.42%	3.36%	3.65%
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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	20.37%	18.6%	19.63%
7-9am	30.02%	27.97%	29.62%
9am-12noon	21.13%	20.58%	21.05%
12noon-4pm	8.42%	7.98%	8.19%
4-6pm	60.79%	54.32%	56.63%
6-7pm	20.27%	19.08%	19.44%
7-7:30pm	1.9%	1.91%	2.03%
7:30-8pm	10.4%	10.91%	11.26%
8-11pm	9.49%	9.93%	9.97%
11pm-12am	33.91%	32.71%	33.17%
11pm-1am	42.02%	42.11%	41.79%
1-6am	39.29%	35.5%	37.01%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	22.41%	21.43%	22.22%
Sat: 10am-1pm	8.34%	8.34%	8.56%
Sat: 1-4pm	25.76%	24.54%	25.47%
Sat: 4-6pm	6.4%	7.26%	7.48%
Sat: 6-7pm	2.85%	1.96%	2.21%
Sat: 7-8pm	1.16%	1.14%	1.21%
Sat: 8-11pm	7.56%	7.45%	7.54%
Sat: 11pm-1am	5.29%	5.5%	5.72%
Sat: 1am-7pm	28.01%	25.46%	26.58%
Sun: 7-10am	2.51%	2.41%	2.19%
Sun: 10am-1pm	7.04%	6.2%	6.03%
Sun: 1-4pm	7.14%	7.25%	7.23%
Sun: 4-7pm	13.87%	13.42%	13.38%
Sun: 7-11pm	10.64%	11.4%	10.96%
Sun: 11pm-1am	4.75%	5.41%	5.24%
Sun: 1-7am	22.6%	22.5%	22.72%



# 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.



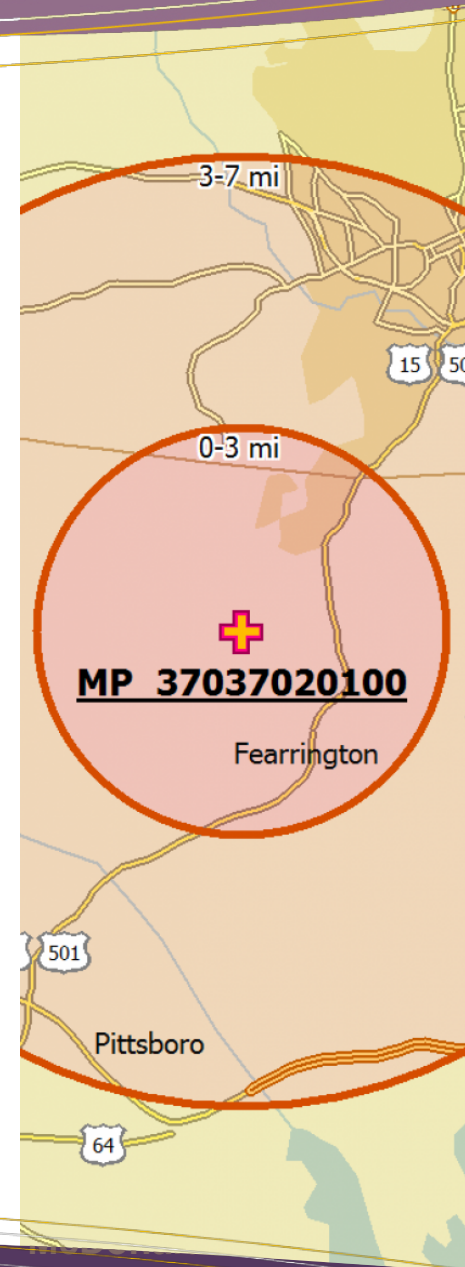


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Eagles Rise at Restoration	1306 Lystra Rd Chapel Hill, NC 27517	1.95 mi	0	Insufficient Data
2	Lystra - Chapel Hill	686 Lystra Rd Chapel Hill, NC 27517	1.95 mi	0	Insufficient Data
3	HillSong - Chapel Hill	201 Culbreth Rd Chapel Hill, NC 27516	4.59 mi	129	Plateauing
4	Mision Bautista Monte Carmelo - Chapel Hi	1187 Jack Bennett Rd Chapel Hill, NC 27517	4.61 mi	37	Insufficient Data
5	Mount Carmel - Chapel Hill	2016 Mount Carmel Church Rd Chapel Hill, NC 27517	4.63 mi	188	Insufficient Data
6	Mount Gilead - Pittsboro	1785 Mount Gilead Church Rd Pittsboro, NC 27312	4.86 mi	90	Declining
7	Rock Spring - Pittsboro	29 Rock Springs Church Rd Pittsboro, NC 27312	5.44 mi	95	Plateauing
8	Chapel Hill Chinese Christian Church - Ch	100 S Columbia St Chapel Hill, NC 27514	6.11 mi	0	Insufficient Data
9	Sunrise - Cha	1315 New Hope Trce Chapel Hill, NC 27516	6.34 mi	120	Insufficient Data
10	Antioch - Chapel Hill	1707 White Cross Rd Chapel Hill, NC 27516	6.90 mi	148	Plateauing
11	New Salem - Pittsboro	5030 Old Graham Rd Pittsboro, NC 27312	7.04 mi	93	Growing
12	Pleasant Hill - Pittsboro	1309 N Pea Ridge Rd Pittsboro, NC 27312	7.37 mi	29	Declining
13	Bethel - Chapel	9326 Bethel Hickory Grove Rd Chapel Hill, NC 27516	7.42 mi	0	Insufficient Data
14	Bells - Apex	1274 Farrington Rd Apex, NC 27523	7.46 mi	65	Insufficient Data
15	Roca Fuerte - Pittsboro	1365 NC Highway 902 Pittsboro, NC 27312	7.60 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
16	Calvander Crossing Church - Durham	320 Dairyland Rd Chapel Hill, NC 27516	7.82 mi	13	Insufficient Data
17	Farrington Road - Chapel Hill	5936 Farrington Rd Chapel Hill, NC 27517	8.52 mi	83	Plateauing
18	Agape Reconciliation Church	314 Sylvan Way Chapel Hill, NC 27516	8.62 mi	0	Insufficient Data
19	North Chapel Hill - Chapel Hill	7707 NC Highway 86 Chapel Hill, NC 27514	8.75 mi	0	Insufficient Data
20	Mount Pisgah - Apex	1288 Mount Pisgah Church Rd Apex, NC 27523	8.77 mi	30	Declining
21	Pittsboro - Pittsboro	121 W Salisbury St Pittsboro, NC 27312	8.80 mi	177	Growing
22	Ephesus - Chapel Hill	2025 Ephesus Church Rd Chapel Hill, NC 27517	8.88 mi	62	Declining
23	Faith - Apex	1004 US Highway 64 W Apex, NC 27523	9.46 mi	109	Declining
24	Mount Olive - Pittsboro	5043 Mount Olive Church Rd Pittsboro, NC 27312	9.82 mi	126	Plateauing
25	Hope Valley - Durham	6900 Garrett Rd Durham, NC 27707	10.07 mi	242	Plateauing
26	Hanmaum - Durham	4626 Kristen Marie Ln Durham, NC 27713	10.49 mi	0	Insufficient Data
27	Emmaus - Pittsboro	2430 Silk Hope Gum Springs Rd Pittsboro, NC 27312	10.68 mi	301	Plateauing
28	Mount Moriah - Durham	549 Erwin Rd Durham, NC 27707	11.03 mi	67	Declining
29	Olive Chapel - Apex	600 New Hill Olive Chapel Rd Apex, NC 27502	11.12 mi	225	Declining
30	Chinese Christian Fellowship - Apex	1220 Goodwin Rd Apex, NC 27523	11.26 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Green Level - Cary	8509 Green Level Church Rd Cary, NC 27519	11.44 mi	196	Declining
32	Parkwood - Durham	1515 Clermont Rd Durham, NC 27713	11.51 mi	34	Growing
33	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	11.98 mi	155	Declining
34	CrossWay - Apex	7313 Vanclaybon Rd Apex, NC 27523	12.07 mi	0	Insufficient Data
35	Berea - Durham	5011 Fayetteville Rd Durham, NC 27713	12.49 mi	60	Plateauing
36	Gum Springs - Moncure	227 Gum Springs Church Rd Moncure, NC 27559	12.60 mi	57	Growing
37	Northwest Community Church	7712 Carpenter Fire Station Rd Cary, NC 27519	12.71 mi	0	Insufficient Data
38	The Creek Church	2100 Morrisville Pkwy Cary, NC 27519	12.71 mi	0	Insufficient Data
39	RTP Global Mission Ch	6628 Good Hope Church Rd Cary, NC 27519	12.79 mi	0	Insufficient Data
40	Good Hope - Cary	6636 Good Hope Church Rd Cary, NC 27519	12.79 mi	317	Plateauing
41	Lowes Grove - Durham	4430 S Alston Ave Durham, NC 27713	13.00 mi	0	Insufficient Data
42	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	13.40 mi	293	Plateauing
43	Moncure - Moncure	75 Davenport St Moncure, NC 27559	13.72 mi	52	Declining
44	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	14.01 mi	0	Insufficient Data
45	The Bridge Community Church - Holly Sprin	108 Love Valley Dr Cary, NC 27519	14.08 mi	0	Insufficient Data



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

In Partnership with:



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