

MissionSite

top unreached locations



CHAPEL HILL, NC

CENSUS TRACT: 37135011500

REGION: Region 4: Triangle

COUNTY: Orange

SITESCAPE: Suburbscape

DENSITY PATTERN: I3



In partnership with the:



Intercultural Institute
for Contextual Ministry



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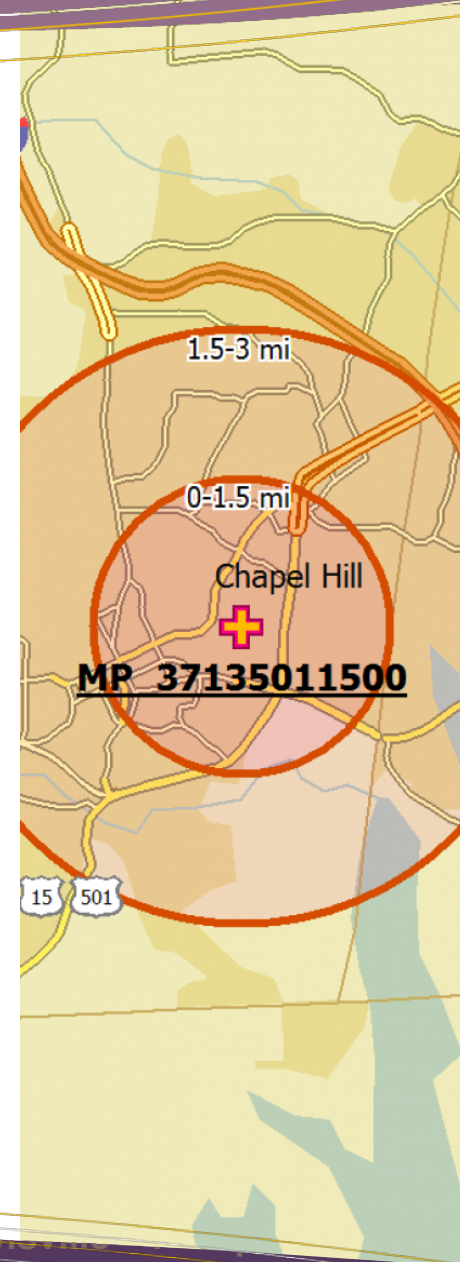


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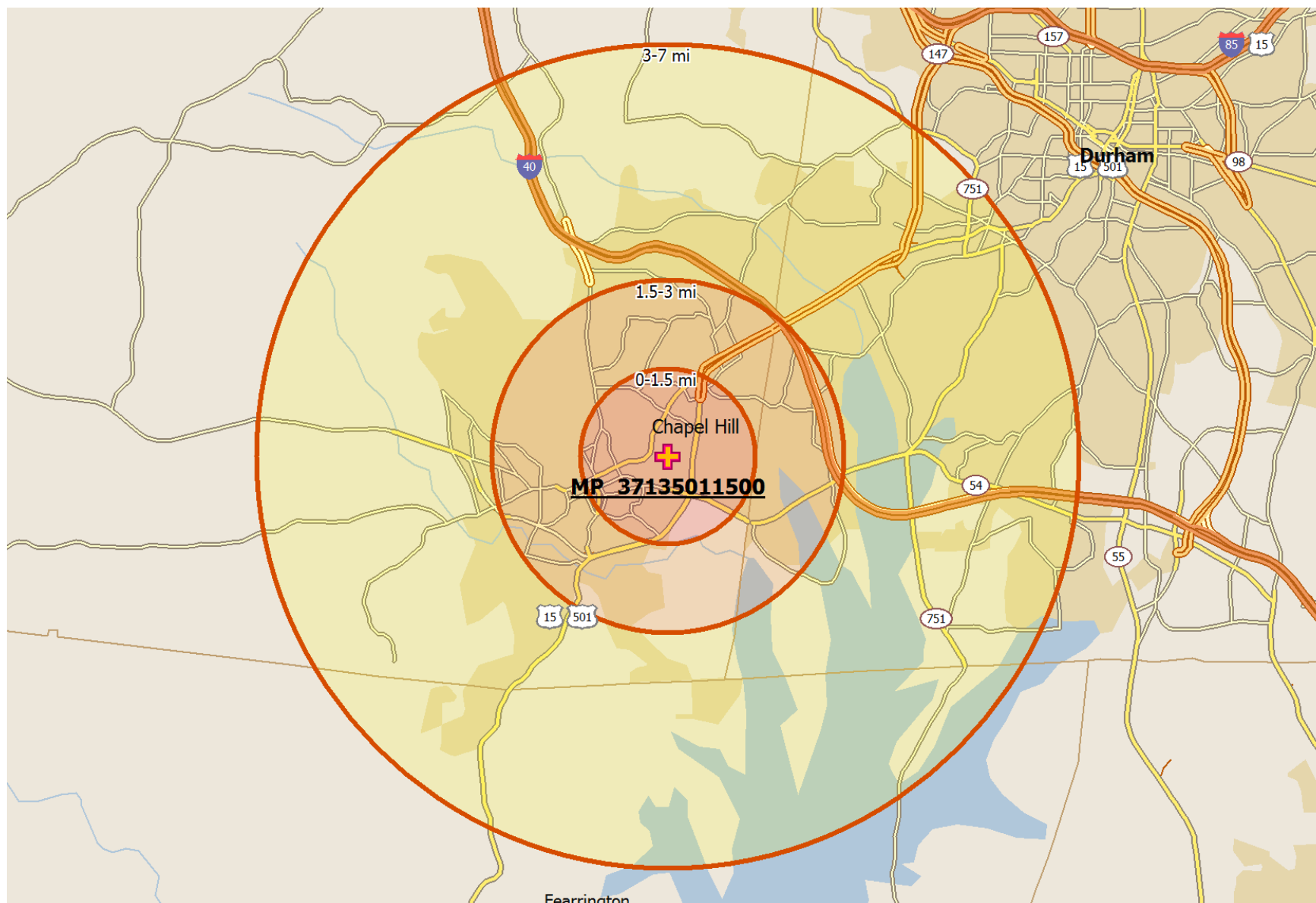
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37135	Orange
4	Zipcode	27514	Orange
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.32	Large suburbs near suburbs adjacent a city
8	Sitescape Density Pattern	I3	100000-100000-250000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	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	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	26,080	42,121	98,653
2010 Households	7,651	18,389	40,234
2010 Group Quarters Population	10,400	368	981

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	55	42	49
Language Diversity National Index	63	60	60
Foreign Born Diversity National Index	72	65	24
Ancestry Diversity National Index	75	57	15
Racial Diversity National Index	54	70	84

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	1	True
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	1	True
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 0-1.5 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	2,328	30.43%
Mainstay Communities	Established, Diverse Households	650	8.5%
Working Communities	Blue-collar, Working Families	66	0.86%
Country Communities	Rural, Agri. & Mining Families	658	8.6%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,968	38.79%
Urban Communities	High Density, Inner-city Neighborhoods	979	12.8%

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	36,147	5,755	15.92%
Unreached %	71.5%	75.22%	105.2
Religious But NOT Evangelical HH	8,361	1,227	14.67%
Religious But NOT Evangelical %	16.54%	16.03%	96.93
Spiritual But NOT Relig or Evang HH	6,427	1,072	16.68%
Spiritual But NOT Relig or Evang %	12.71%	14.01%	110.18
Not Evangelical, Not Interested HH	21,412	3,476	16.23%
Not Evangelical, Not Interested %	42.35%	45.43%	107.25



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	20	5	25%
Active BCNC Attenders	2,057	274	13.32%
Active Evangelical Households	2,710	1,268	46.81%
Active Evangelical Percent	5.36%	4.87%	90.88
Inactive Evangelical Households	11,697	5,475	46.81%
Inactive Evangelical Percent	23.14%	21.03%	90.88
# New Churches Needed	5	8	151.98%



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 AVG	IICM CGR
1	Chapel Hill Chinese Christian Church - Ch	1.25 mi	0	Insufficient Data
2	North Chapel Hill - Chapel Hill	2.03 mi	0	Insufficient Data
3	Ephesus - Chapel Hill	2.11 mi	62	Declining
4	HillSong - Chapel Hill	2.57 mi	129	Plateauing
5	Farrington Road - Chapel Hill	2.79 mi	83	Plateauing
6	Agape Reconciliation Church	3.62 mi	0	Insufficient Data
7	Mision Bautista Monte Carmelo - Chapel Hi	3.68 mi	37	Insufficient Data
8	Mount Carmel - Chapel Hill	3.77 mi	188	Insufficient Data
9	Mount Moriah - Durham	4.04 mi	67	Declining
10	Hope Valley - Durham	4.11 mi	242	Plateauing
11	Calvander Crossing Church - Durham	4.70 mi	13	Insufficient Data
12	Cresset - Durham	4.98 mi	155	Declining
13	Lystra - Chapel Hill	5.98 mi	0	Insufficient Data
14	Eagles Rise at Restoration	5.98 mi	0	Insufficient Data
15	Hanmaum - Durham	6.28 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Sunrise - Cha	6.48 mi	120	Insufficient Data
17	Bethel - Chapel	6.56 mi	0	Insufficient Data
18	Yates - Durham	6.65 mi	293	Plateauing
19	Berea - Durham	6.75 mi	60	Plateauing
20	Gospel	7.20 mi	0	Insufficient Data
21	Parkwood - Durham	7.28 mi	34	Growing
22	Lakewood - Durham	7.55 mi	31	Declining
23	Greater Joy International Ministries	7.63 mi	200	Insufficient Data
24	Mount Hermon (Y) - Durham	7.93 mi	66	Plateauing
25	Immanuel - Durham	7.93 mi	60	Plateauing
26	Lowes Grove - Durham	8.12 mi	0	Insufficient Data
27	Grey Stone - Durham	8.70 mi	567	Growing
28	Mount Pisgah - Apex	8.79 mi	30	Declining
29	Antioch - Chapel Hill	8.92 mi	148	Plateauing
30	Dayspring - Durham	9.05 mi	124	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

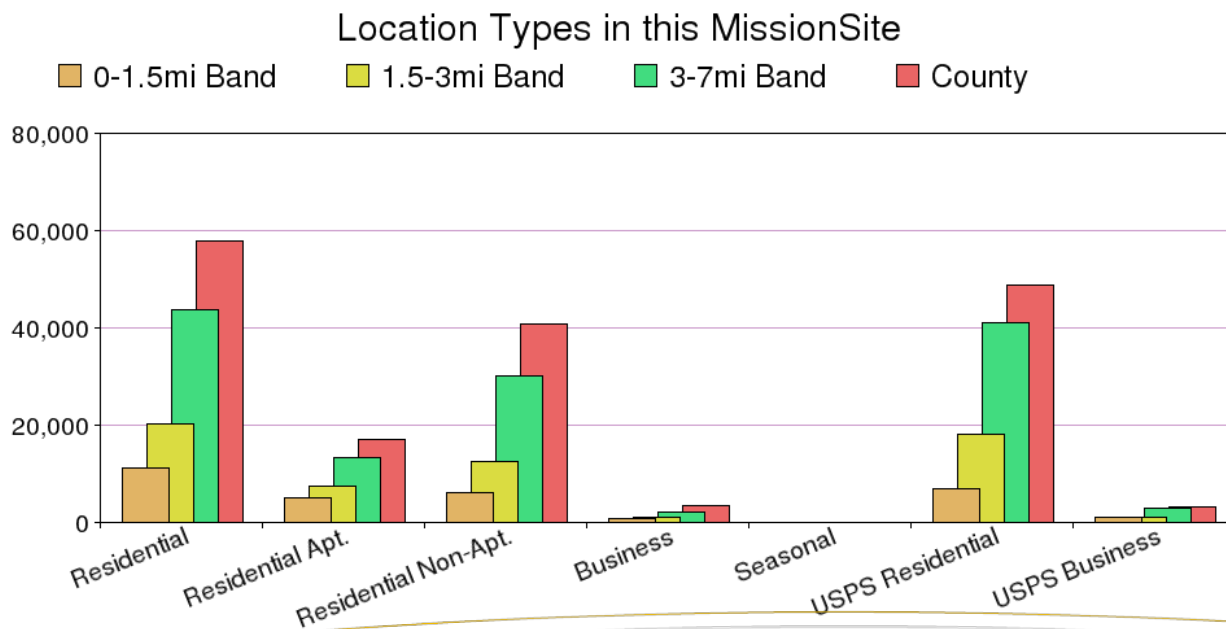
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	93,852	19,689	20.98%
2000 Population	118,227	23,831	20.16%
2010 Population	131,255	26,080	19.87%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,104	5,355	14.83%
2000 Households	45,863	7,293	15.9%
2010 Households	50,554	7,651	15.13%



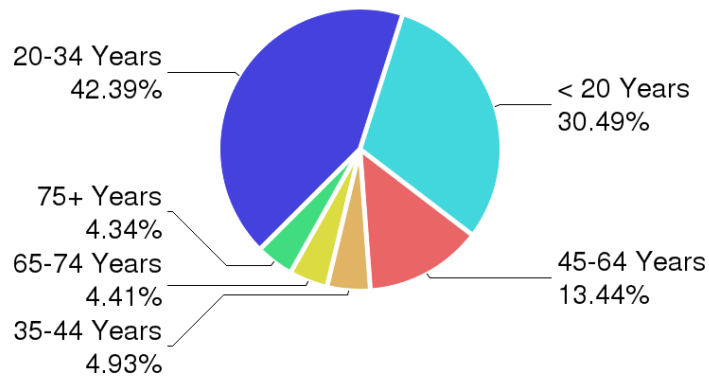
Location Type	0-1.5mi Band
Residential	11,178
Residential Apt.	5,110
Residential Non-Apt.	6,068
Business	915
Seasonal	0
USPS Residential	7,049
USPS Business	976

Current Demographic Summary

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

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

Age Group Percentages



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.27%	2.07%	48.48
4-5 Years	2.3%	0.81%	35.22
6-8 Years	3.53%	1.36%	38.53
9-11 Years	3.46%	1.46%	42.2
12-13 Years	2.26%	1.07%	47.35
14-17 Years	6.05%	8.3%	137.19
18-19 Years	3.24%	15.41%	475.62
0-5 Years	6.57%	2.88%	43.84
6-12 Years	8.13%	3.38%	41.57
13-19 Years	10.41%	24.23%	232.76
< 20 Years	25.11%	30.49%	121.43
20-34 Years	27.71%	42.39%	152.98
35-44 Years	10.96%	4.93%	44.98
45-64 Years	25.05%	13.44%	53.65
65-74 Years	6.16%	4.41%	71.59
75+ Years	5.01%	4.34%	86.63
Median Age	32	37	115.55
Median Age (Male)	32	36	112.66
Median Age (Female)	32	39	119.51

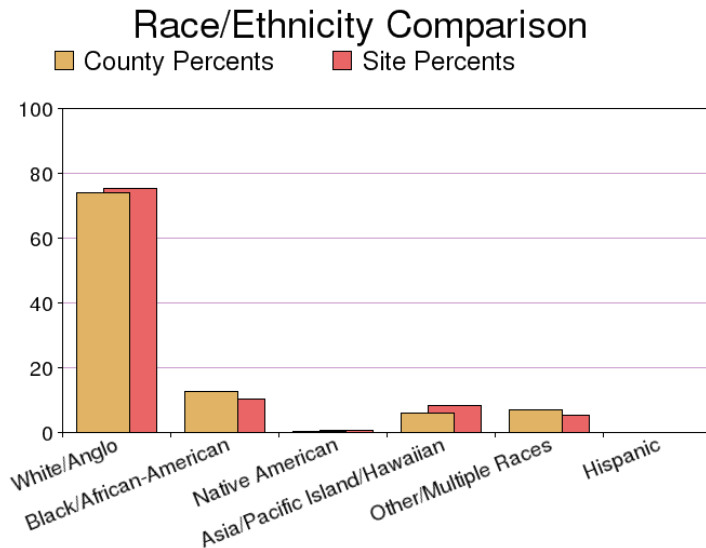
Current Demographic Summary

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	73.95%	75.36%	101.91
Black, African-American	12.57%	10.2%	81.11
Native American	0.45%	0.6%	133.02
Asian	5.86%	8.44%	143.98
Pacific Island, Hawaiian	0.03%	0.03%	111.84
Other/Multiple Races	7.14%	5.36%	75.17
Hispanic	0%	4.11%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,968	10,058	
Less than 9th Grade	4.17%	1.81%	230.42
No High School Diploma	5.72%	2.53%	226.58
High School Graduate	16.91%	6.31%	267.83
Some College, no degree	11.57%	8.1%	142.76
Associate Degree	5.72%	3.04%	188
College Degree	26.87%	39.75%	67.59
Graduate/Prof. degree	29.05%	38.46%	75.53



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	10.15%	25.8%	218.85
\$10,000 to \$19,999	10.11%	12.89%	127.45
\$20,000 to \$29,999	11%	10.48%	95.29
\$30,000 to \$49,999	16.3%	11.48%	70.41
\$50,000 to \$59,999	6.3%	3.36%	53.32
\$60,000 to \$69,999	5.81%	4.01%	69.02
\$70,000 to \$79,999	4.96%	3.1%	62.51
\$80,000 to \$89,999	4.21%	2.44%	58.12
\$90,000 to \$99,999	3.27%	1.8%	55.2
\$100,000 to \$124,999	8.46%	5.89%	69.66
\$125,000 to \$149,999	5.25%	4.01%	76.4
\$150,000 to \$199,999	6.14%	5.79%	94.24
\$200,000 to \$249,999	2.42%	2.89%	119.4
\$250,000 or more	5.62%	6.05%	107.65
Median Household	53,701	48,388	90.11
Average Household	86,176	90,390	104.89
Per Capita Household	35,896	33,053	92.08
Family/Non-Family Household Income			
Median Family Income	77,487	107,230	138.38
Average Family Income	112,483	127,553	113.4
Median Non-Family Income	29,528	20,497	69.42
Average Non-Family Income	45,419	46,089	101.48

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	60.77%	37.79%	62.18
Families with Children	31.09%	15.85%	51
Families without Children	29.68%	21.93%	73.89
Non-Family Households			
% Non-Family Households	39.23%	62.21%	158.6
Non-Families with Children	0.21	0.16	74.1
Non-Families without Children	39.02	62.06	159.06
Housing Units			Index
Total Housing Units	56,182	8,439	
Vacant percent	10.02%	9.35%	93.33
Owned percent	53.51%	31.39%	58.67%
Rented Percent	36.48%	59.27%	162.5
Households by Size			Index
Avg household size	2.37	2.05	86.5
Avg family hh size	2.98	2.74	91.95
Avg non-family hh size	1.42	1.63	114.79
Households By Count of Persons			Percent
One	15,151	3,252	21.46%
Two	17,018	2,743	16.12%
Three or Four	14,960	1,386	9.26%
Five+	3,425	269	7.85%

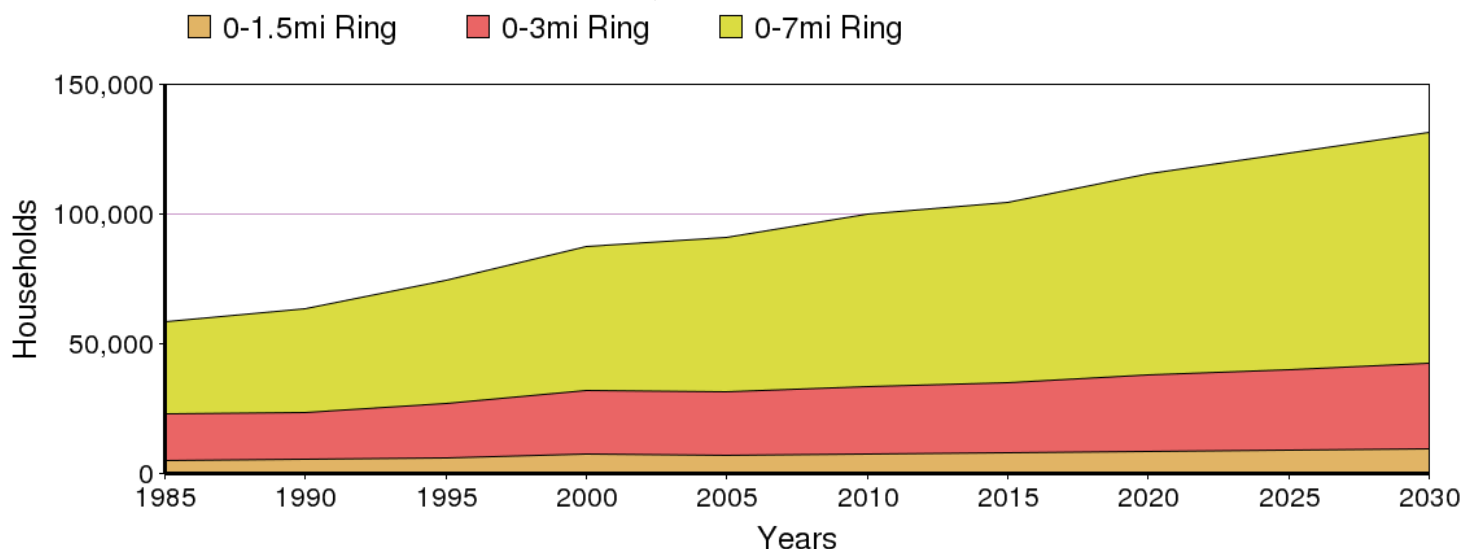
Projected Demographic Summary

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	93,852	19,689	20.98%
2000 Population	118,227	23,831	20.16%
2010 Population	131,255	26,080	19.87%
2015 Population	142,101	27,831	19.59%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,104	5,355	14.83%
2000 Households	45,863	7,293	15.9%
2010 Households	50,554	7,651	15.13%
2015 Households	52,369	7,980	15.24%

Household Change from 1985 to 2030



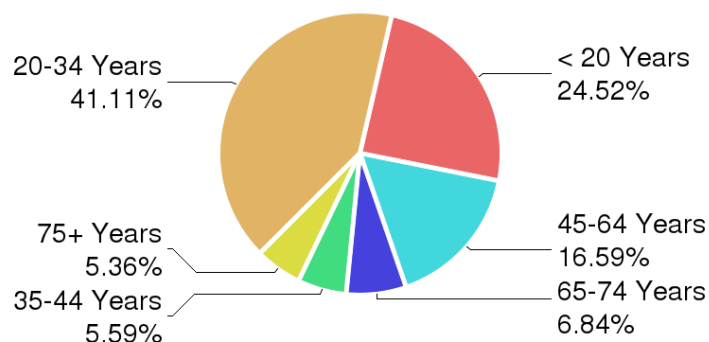
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.07%	2.44%	117.87
4-5 Years	0.81%	1.01%	124.69
6-8 Years	1.36%	1.61%	118.38
9-11 Years	1.46%	1.88%	128.77
12-13 Years	1.07%	1.39%	129.91
14-17 Years	8.3%	7.61%	91.69
18-19 Years	15.41%	8.59%	55.74
0-5 Years	2.88%	3.45%	119.79
6-12 Years	3.38%	4.17%	123.37
13-19 Years	24.23%	16.91%	69.79
< 20 Years	30.49%	24.53%	80.45
20-34 Years	42.39%	41.12%	97
35-44 Years	4.93%	5.59%	113.39
45-64 Years	13.44%	16.59%	123.44
65-74 Years	4.41%	6.84%	155.1
75+ Years	4.34%	5.36%	123.5
Median Age	32	39	121.76
Median Age (Male)	32	37	118.04
Median Age (Female)	32	41	125.93

Projected Age Group Percentages



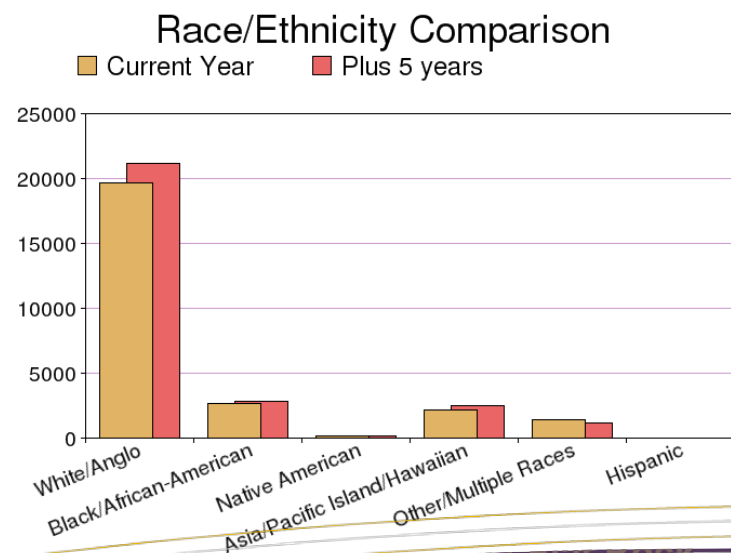
Projected Demographic Summary

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	75.36%	75.99%	100.84
Black, African-American	10.2%	10.18%	99.84
Native American	0.6%	0.65%	107.44
Asian	8.44%	8.98%	106.4
Pacific Island, Hawaiian	0.03%	0.04%	128.85
Other/Multiple Races	5.36%	4.16%	77.57
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,058	15,328	
Less than 9th Grade	1.81%	1.64%	90.5
No High School Diploma	2.53%	1.96%	77.76
High School Graduate	6.31%	5.83%	92.28
Some College, no degree	8.1%	6.63%	81.8
Associate Degree	3.04%	3.1%	101.86
College Degree	39.75%	44.42%	111.75
Graduate/Prof. degree	38.46%	36.42%	94.71



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	25.8%	24.62%	95.44
\$10,000 to \$19,999	12.89%	12.72%	98.7
\$20,000 to \$29,999	10.48%	10.55%	100.66
\$30,000 to \$49,999	11.48%	10.81%	94.24
\$50,000 to \$59,999	3.36%	3.16%	94.01
\$60,000 to \$69,999	4.01%	4.04%	100.56
\$70,000 to \$79,999	3.1%	3.08%	95.47
\$80,000 to \$89,999	2.44%	2.51%	100.49
\$90,000 to \$99,999	1.8%	1.82%	100.74
\$100,000 to \$249,999	5.89%	6.54%	110.97
\$125,000 to \$149,999	4.01%	4.32%	107.74
\$150,000 to \$199,999	5.79%	6.1%	105.4
\$200,000 to \$249,999	2.89%	3.08%	106.72
\$250,000 or more	6.05%	6.6%	109.13
Median Household	48,388	52,216	107.91
Average Household	90,390	100,185	110.84
Per Capita Household	33,053	35,733	108.11

Family/Non-Family Household Income			
Median Family Income	107,230	112,318	104.74
Average Family Income	127,553	140,870	110.44
Median Non-Family Income	20,497	21,356	104.19
Average Non-Family Income	46,089	48,705	105.68



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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	37.79%	38.45%	101.75
Families with Children	15.85	15.91	100.38
Families without Children	21.93	23.25	105.99
Non-Family Households			
% Non-Family Households	62.21%	61.55%	98.94
Non-Families with Children	0.16	0.13	98.94
Non-Families without Children	62.06	61.43	98.99
Housing Units			
Total Housing Units	8,439	8,818	104.49%
Vacant percent	9.35%	9.5%	101.65
Owned percent	31.39%	31.07%	98.99
Rented Percent	59.27%	59.42%	100.26
Households by Size			
Avg household size	2.05	2.15	104.88%
Avg family hh size	2.74	2.87	104.74%
Avg non-family hh size	1.63	1.70	104.29%
Households By Count of Persons			
One	3,252	3,682	113.22%
Two	2,743	2,425	88.41%
Three or Four	1,386	1,513	109.16%
Five+	269	361	134.2%

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	2,000	5,584	8,586
Northern Europe	135	382	453
Western Europe	141	275	407
Southern Europe	83	97	101
Eastern Europe	103	301	325
Other Europe	0	0	8
Eastern Asia	609	1,134	1,378
So. Central Asia	169	349	1,075
SE Asia	177	212	354
Western Asia	11	120	278
Other Asia	0	0	11

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	30	69	106
Middle Africa	37	0	79
Northern Africa	12	37	114
Southern Africa	21	42	24
Western Africa	13	153	195
Other Africa	0	6	30
Oceania	14	16	72
Caribbean	24	119	142
Central Amer.	132	1,751	2,481
South America	147	287	340
North America	142	234	613
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	18,184	31,567	58,614
Spanish	814	2,875	4,309
Other Indo-Euro language	911	1,503	2,868
French (incl. Patois, Cajun)	272	347	664
French Creole	0	0	8
Italian	46	94	143
Portuguese	39	55	141
German	146	253	429
Yiddish	0	0	21
Other West Germanic	28	56	28
A Scandinavian Language	18	42	84
Greek	26	15	60
Russian	71	146	175
Polish	23	51	62
Serbo-Croatian	0	27	17
Other Slavic Language	13	10	39
Armenian	0	4	13
Persian	19	55	90
Gujarathi	78	77	168
Hindi	36	71	205
Urdu	43	73	255

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	8	40	66
Asian/PI languages	0	0	0
Chinese	280	842	816
Japanese	100	252	308
Korean	293	168	324
Mon-Khmer, Cambodian	19	46	25
Miao, Hmong	10	18	31
Thai	49	45	12
Laotian	2	4	0
Vietnamese	36	51	23
Other Asian	34	116	373
Tagalog	34	19	135
Other Pacific Is	8	0	15
Other languages	106	427	540
Navajo	0	0	0
Other Native N. American	6	3	19
Hungarian	14	27	6
Arabic	42	122	265
Hebrew	17	34	87
African languages	16	238	157
Other unspecified	11	3	6



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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	17,372	33,767	62,523
Arab	117	189	406
Armenian	18	28	43
Austrian	17	78	129
British	294	456	795
Canadian	47	73	296
Croatian	7	30	27
Czech	81	56	143
Czechoslovak	32	34	51
Danish	39	135	147
Dutch	204	339	697
English	2,362	4,277	7,587
European	462	791	1,538
Finnish	21	49	42
French (not Basque)	302	519	1,005
French Canadian	116	182	412
German	2,164	3,439	6,052
Greek	113	205	177
Hungarian	95	66	218
Iranian	35	70	98

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,508	2,932	4,594
Italian	791	1,375	2,337
Lithuanian	16	114	168
Norwegian	207	266	665
Polish	372	826	1,194
Portuguese	56	50	52
Romanian	18	93	43
Russian	243	488	754
Scandinavian	21	45	112
Scotch-Irish	866	1,166	2,058
Scottish	693	1,171	1,743
Slovak	29	58	84
Subsaharan African	229	712	1,029
Swedish	143	300	616
Swiss	40	96	172
Ukrainian	40	113	142
US/American	819	1,675	4,145
Welsh	92	209	341
West Indian	80	137	164
Yugoslavian	7	32	11
Other	4,577	10,891	22,236



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Using the Demographic Indicators

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

Issues for Your Consideration

1. The 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

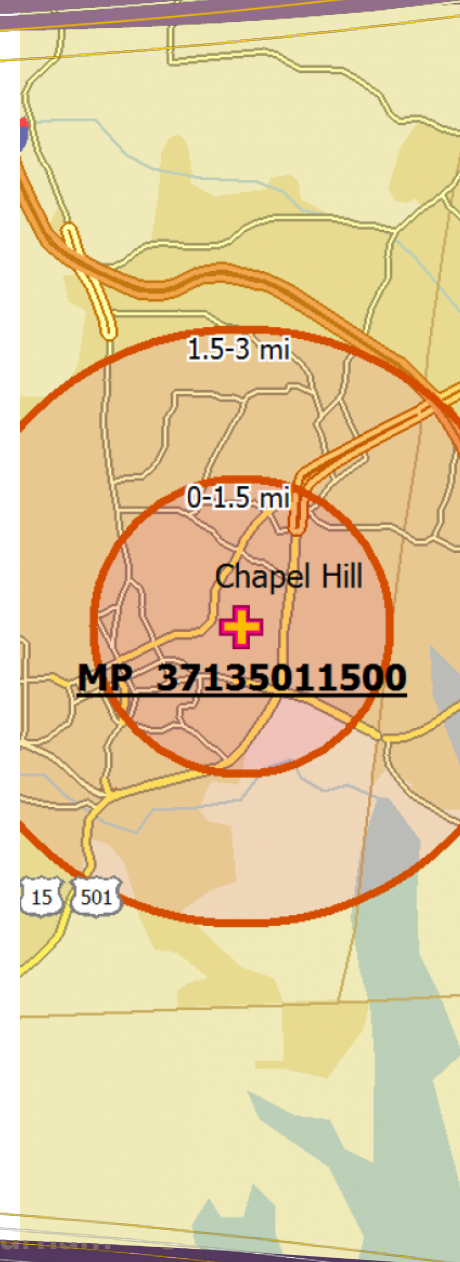
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,651	100%	5,755	100%
AFFLUENT SUBURBIA	1,078	14.09%	838	14.56%
America's Wealthiest	134	1.75%	108	1.88%
Dream Weavers	187	2.44%	134	2.33%
White Collar Suburbia	39	0.51%	32	0.56%
Upscale Suburbia	484	6.33%	403	7%
Enterprising Couples	29	0.38%	19	0.33%
Small Town Success	205	2.68%	142	2.47%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,250	16.34%	957	16.63%
Status Conscious Consumers	203	2.65%	142	2.47%
Affluent Urban Professionals	597	7.8%	482	8.38%
Urban Commuter Fam.	132	1.73%	89	1.55%
Solid Suburban Mix	318	4.16%	244	4.24%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	0	0%	0	0%
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%



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,651	100%	5,755	100%
BLUE COLLAR BACKBONE	2	0.03%	1	0.02%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	2	0.03%	1	0.02%
AMER. DIVERSITY	650	8.5%	466	8.1%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	576	7.53%	416	7.23%
Urban Advancement	74	0.97%	50	0.87%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	64	0.84%	44	0.76%
Steadfast Conservative	12	0.16%	8	0.14%
Moderate Conventionalists	2	0.03%	1	0.02%
Southern Blues	50	0.65%	35	0.61%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,651	100%	5,755	100%
REMOTE AMERICA	658	8.6%	386	6.71%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	658	8.6%	386	6.71%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,618	21.15%	1,252	21.75%
Young Cosmopolitans	1,318	17.23%	1,032	17.93%
Minority Metro Communities	259	3.39%	192	3.34%
Stable Careers	0	0%	0	0%
Aspiring Hispania	41	0.54%	28	0.49%
RURAL VILLAGES & FARMS	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%



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,651	100%	5,755	100%
STRUGGLING SOCIETIES	602	7.87%	448	7.78%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	342	4.47%	232	4.03%
College Town Communities	260	3.4%	216	3.75%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	377	4.93%	266	4.62%
Unattached Multicultures	216	2.82%	150	2.61%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	42	0.55%	29	0.5%
Urban Diversity	101	1.32%	73	1.27%
New Generation Activists	0	0%	0	0%
Getting By	18	0.24%	14	0.24%
VARYING LIFESTYLES	1,350	17.64%	1,097	19.06%
Military Family Life	0	0%	0	0%
Major University Towns	1,350	17.64%	1,097	19.06%
Gray Perspectives	0	0%	0	0%



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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

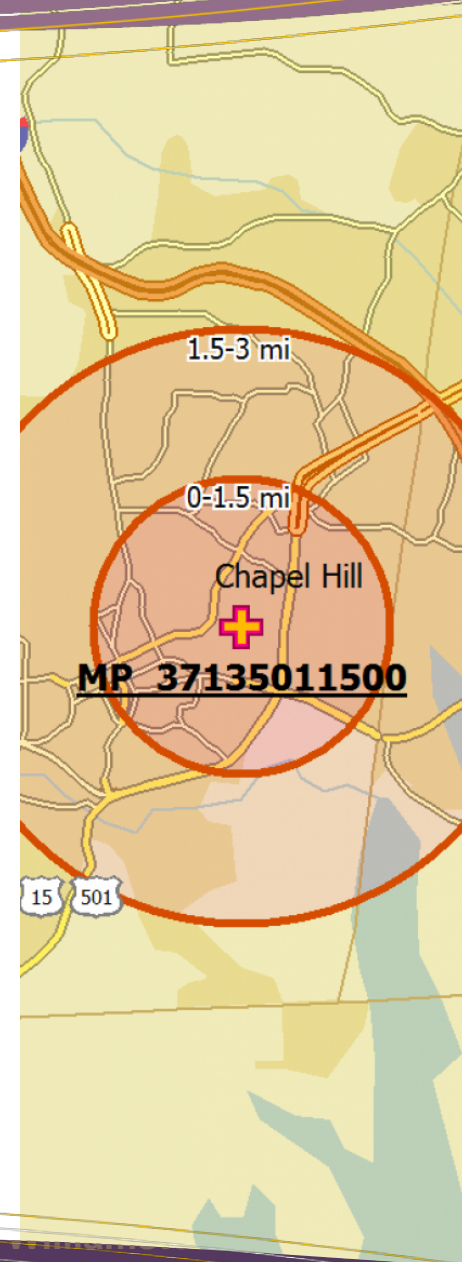
Potential Cultural Bridges

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	85%	82%	83%
Use Comp. for Internet/E-mail	65%	67%	69%
Internet Use: E-Mail	59%	61%	62%
Use Comp. for Word Processing	42%	45%	48%
Internet Use: News/ Weather	37%	37%	37%
Use Comp. for Shopping	36%	40%	43%
Use Comp. for Banking	35%	39%	41%
HH Owns DVD Player	33%	32%	34%
Use Comp. for Comp. Games	33%	37%	40%
Use Comp. for Digital Camera Photo Editing	32%	37%	38%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	32%	35%	35%
Use Comp. for Education	31%	32%	35%
Use Comp. for News/Info./Data Service	27%	30%	31%
PC-Network-HH Has One	23%	23%	25%
Use Comp. for Personal Financial Mngmnt	19%	20%	21%
Use Comp. for Accounting	18%	19%	19%
Internet Use: Shopping: Made A Purchase	18%	17%	18%
Internet Use: Shopping: Gathered Info. for Shopping	16%	18%	19%
Internet Use: Research/ Education	16%	17%	17%
Internet Use: Read Magazines/ Newspapers	15%	16%	16%

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	71%	71%	71%
Reading Books	64%	63%	62%
Dining Out (Not Fast Food)	63%	65%	65%
Cooking for Fun	44%	43%	41%
Card Games	42%	42%	42%
Go To A Beach/Lake	40%	41%	42%
Gardening	31%	32%	32%
Visit Museum	30%	29%	28%
Board Games	29%	30%	32%
Going To	22%	25%	25%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	70%	67%	66%
Gen./Fam. Practitioner	42%	40%	39%
Dentist	37%	35%	34%
Eye Dr.	26%	23%	22%
Backache	23%	21%	21%
None Of These	20%	21%	22%
High Cholesterol	20%	19%	18%
Hypertension/High Blood Pressure	19%	18%	17%
Any Arthritis	17%	14%	13%
Arthritis (Osteoarthritis)	14%	11%	10%



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	39.05%	38.01%	36.67%
Live Theater	29.84%	29.66%	28.83%
Live Theater Most Often	23.13%	23.72%	23.17%
Rock/Pop Concerts Most Often	19.49%	20.78%	20.47%
Dance Performance	13.72%	12.61%	12.03%
Classical Concerts Most Often	11.67%	10.38%	9.6%
Movies: Comedy	39.72%	41.13%	43.1%
Movies: Action/Adventure	37.45%	39.41%	41.45%
Movies: Drama	25.71%	26.27%	26.2%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	24.3%	23.39%	23.55%
Movies: Mystery	19.99%	20.32%	19.86%
Movies: Fam.	18.07%	17.88%	19.42%
MLB Baseball Reg. Season	10.89%	11.59%	12.05%
NFL Football Reg. Season	6.75%	8.37%	9.2%
College Football Reg. Season	6.65%	8.09%	8.69%
College Basketball Reg. Season	6.09%	6.87%	6.8%
NHL Hockey Reg. Season	4.23%	4.75%	5.03%
NBA Basketball Reg. Season	3.98%	4.99%	5.68%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	42.34%	45.39%	46.09%
Swimming	35.28%	36.09%	36.7%
Weight Training	20.95%	20.64%	20.96%
Using Cardio Machine	19.18%	19.04%	19.36%
Billiards/Pool	19.05%	21.31%	20.55%
Bowling	18.3%	20.21%	21.45%
Jogging/Running	17.96%	19.8%	20.08%
Golf	15.81%	16.52%	16.52%
Basketball	14.08%	14.59%	14.88%
Mountain/Road Biking	13.71%	14.69%	14.64%
Stationary Cycling	13.18%	14.17%	14.47%
Baseball	12.04%	10.43%	10.16%
Aerobics	11.57%	12.18%	12.6%
Freshwater Fishing	10.88%	12.41%	12.7%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Tennis	10.81%	10.81%	10.61%
Backpacking/Hiking	10.51%	12.08%	12.35%
Camping Trips	10.39%	11.69%	12.43%
Football	10.22%	9.89%	9.15%
Yoga	9.74%	10.26%	10.02%
Soccer	8.67%	8.94%	9.02%
Power Boating	8.43%	7.72%	7.51%
Downhill & X-Country	8.27%	6.21%	6.25%
Skiing			
Snorkeling	8.09%	6.12%	5.75%
Volleyball	6.99%	7.11%	7.26%
Saltwater Fishing	6.76%	6.72%	6.85%
Softball	6.63%	7.4%	7.54%
Canoeing/Kayaking	6.19%	6.38%	6.72%
Target Shooting	5.87%	5.66%	5.98%

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
Ice Skating	4.9%	5.77%	5.84%
Sailing	4.76%	4.14%	3.9%
Hunting	4.55%	5.18%	5.47%
Roller Skating	4.51%	5.64%	5.78%
Horseback Riding	4.25%	5.09%	5.3%
Rock Climbing	4.24%	3.97%	3.88%
Jet Skiing	3.82%	4.48%	4.69%
Motorcycling	3.48%	3.91%	4.56%
Water Skiing	3.39%	4.08%	4.32%
Surfing & Windsurfing	3.13%	3.05%	2.89%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.08%	3.48%	3.65%
Snowboarding	2.95%	3.59%	3.55%
Fly Fishing	2.61%	3.27%	3.37%
Rowing	2.59%	2.37%	2.55%
Martial Arts	2.48%	3.19%	3.83%
Hockey	2.46%	2.96%	3.3%
Snowmobiling	2.34%	2.65%	2.72%
Skateboarding	2.23%	2.22%	2.41%
Archery	2.18%	2.36%	2.53%
Auto Racing	1.53%	2.32%	2.43%

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.

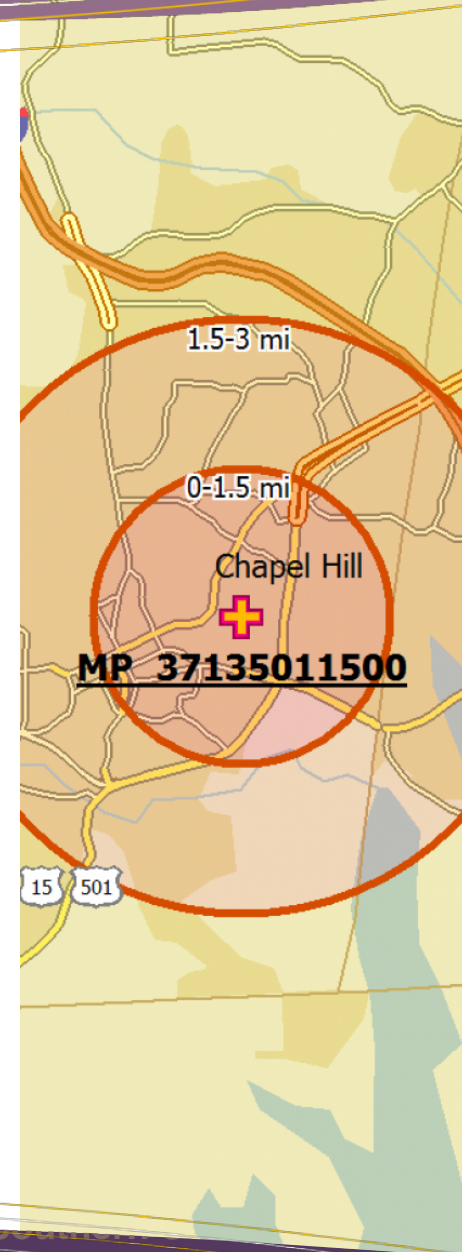
BIBLICAL BARRIERS

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.

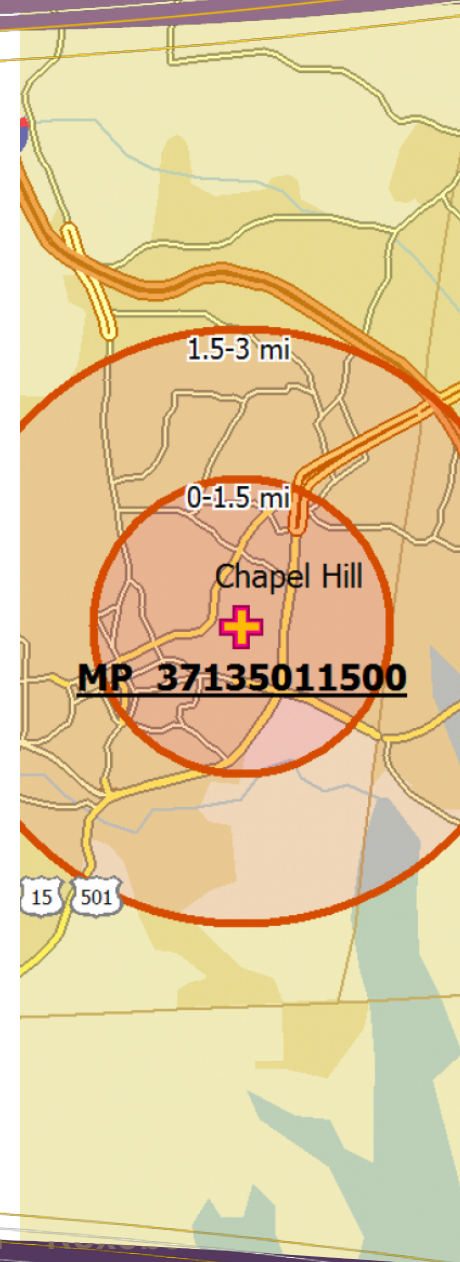
CULTURAL BARRIERS OF ACCEPTANCE

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%	49%	49%
Prefer To Have Few Possessions As Possible	45%	46%	44%
Find It Difficult To Say No To My Kids	37%	38%	39%
If Won Lottery Would Never Work Again	33%	34%	33%
Friends More Important Than My Fam.	33%	32%	31%
Speak My Mind Even If It Upsets People	32%	33%	33%
Don't Judge People/Way They Live Life	31%	29%	29%
Woman's Place Is In The Home	29%	29%	31%
Like Control Over People And Resources	27%	29%	30%
Like To Do Unconventional Things	26%	23%	24%
Money Is Best Measure Of Success	25%	26%	26%
Marijuana Should Be Legalized	22%	22%	22%

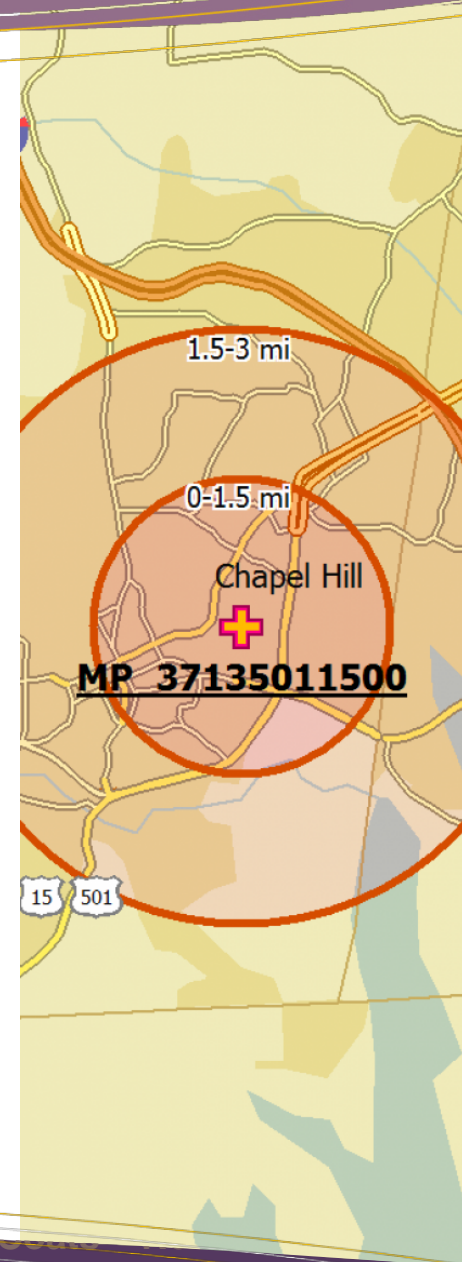
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	19%	21%	21%
Happy With My Standard Of Living	17%	19%	18%
Too Much Sponsorship In Arts/Sports	17%	18%	19%
I Am A Workaholic	17%	19%	19%
Like to Stand Out In A Crowd	16%	19%	19%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
We Should Strive for Equality for All	14%	14%	14%
On Whole People Get What They Deserve	13%	13%	12%
Only Work Current Job for The Money	12%	12%	13%
I Am A Perfectionist	8%	8%	8%
Indulge My Kids With The Little Extras	7%	8%	9%
More Important Do Duty Than Enjoy Life	7%	6%	6%



Potential Cultural Themes

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

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



Potential Cultural Themes:

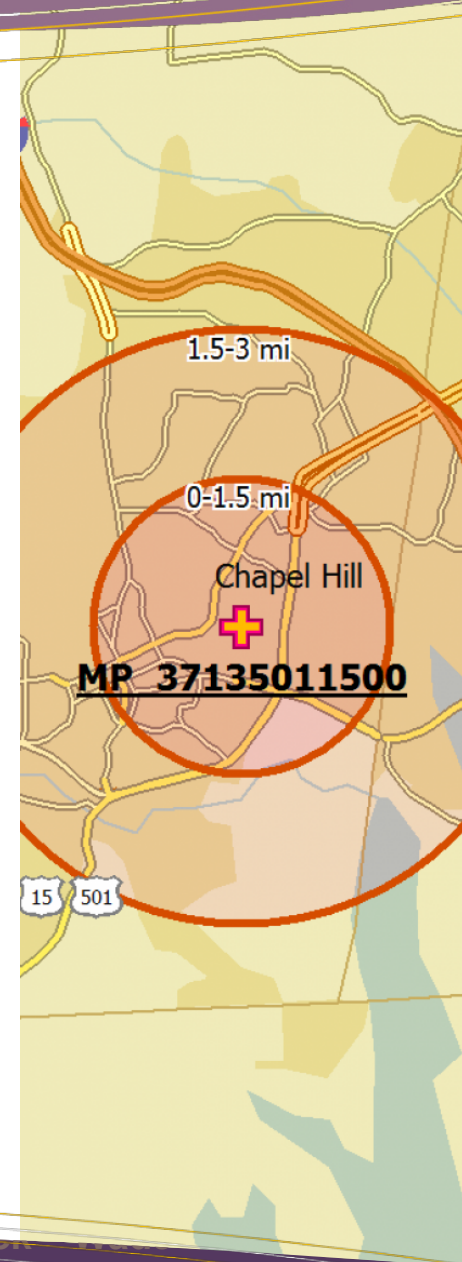
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	65%	67%	69%
You Should Seize Opportunities In Life	61%	60%	59%
Prefer To Have Few Possessions As Possible	45%	46%	44%
Like To Understand About Nature	41%	40%	40%
Important Feel Respected By My Peers	36%	34%	34%
Prefer Work Part Of Team Than Alone	31%	30%	31%
Important To Juggle Various Tasks	30%	29%	29%
Good At Fixing Things	28%	28%	27%
Worried About Pollution Caused By Cars	28%	28%	27%
Have Keen Sense Of Adventure	27%	28%	27%
Like To Just Enjoy Life	25%	26%	26%
People Have To Take Me As They Find Me	25%	26%	28%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	20%	19%	19%
Real Men Don't Cry	19%	17%	17%
Try Not To Worry About The Future	14%	14%	15%
Is An Important Part Of Who I Am	14%	15%	15%
Looking for New Ideas To Improve Home	11%	12%	13%
Provide My Kids With The Little Extras	10%	10%	10%
Enjoy Spending Time With My Fam.	9%	10%	11%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	7%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	2%	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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	76.76%	80.38%	82.24%
Fast Food/Drive-In Restaurant-Visit Any	72.2%	78.28%	81.29%
McDonald's	46.19%	51.56%	53.77%
Burger King	25.95%	30.02%	32.64%
Applebee's	25.23%	28.11%	28.83%
Wendy's	24%	26.32%	28.31%
Subway	23.46%	25.88%	27.66%
Taco Bell	21.7%	24.19%	26.16%
Kentucky Fried Chicken (KFC)	20.95%	21.94%	23.55%
Olive Garden	18.83%	19.81%	21.24%
Starbucks	17.44%	18.55%	18.97%
Pizza Hut	14.58%	16.28%	17.82%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Chili's Grill and Bar	14.25%	14.92%	16.2%
Arby's	13.65%	17%	19.3%
TGI Friday's	12.96%	14.19%	15.11%
Outback Steakhouse	12.54%	15.48%	16.98%
Dunkin' Donuts	11.78%	11.58%	11.91%
Red Lobster	11.75%	14.17%	15.41%
Dairy Queen	11.4%	12.04%	12.73%
IHOP (International House Of Pancakes)	11.32%	14.08%	15.25%
Domino's Pizza	11.07%	12.75%	13.43%
Cracker Barrel	10.48%	12.1%	12.98%
Chick-Fil-A	10.45%	13%	14.91%
Quiznos Sub	10.27%	12.05%	13.02%

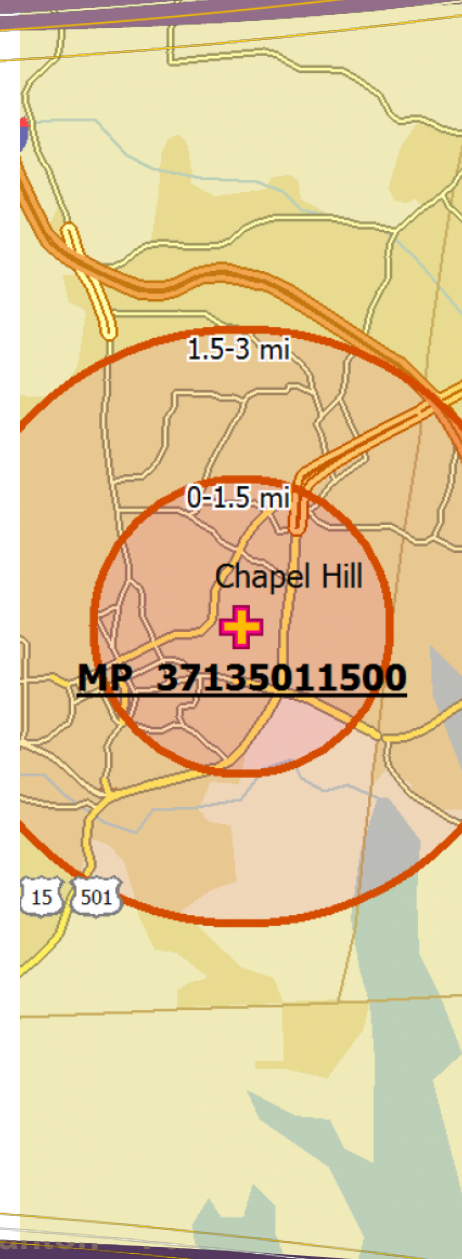


Potential Shared Projects

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.

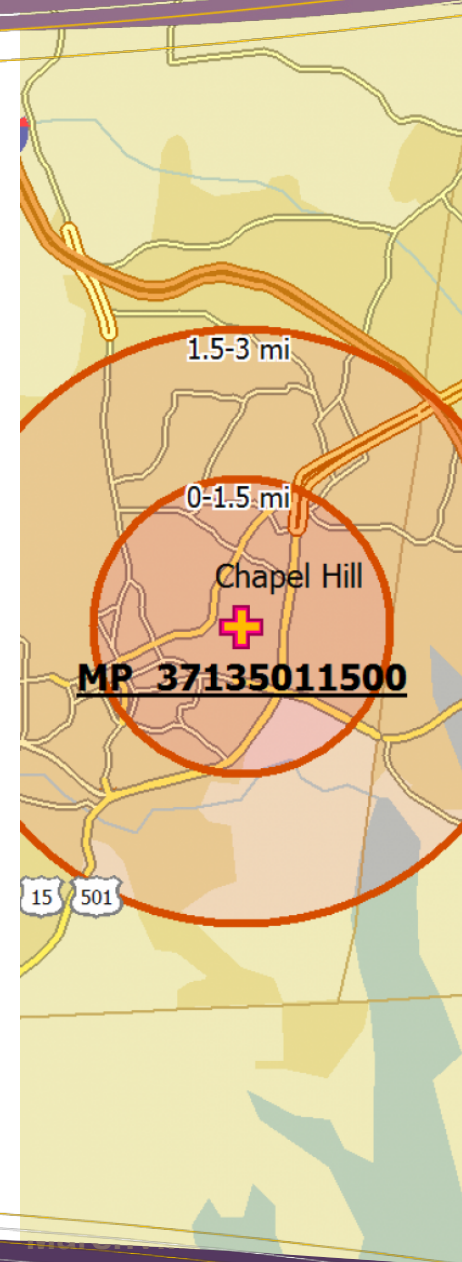
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	47.51%	48.69%	50.07%
Recycled products	38.55%	40.56%	41.8%
Worked as volunteer (non political)	18.22%	19.19%	19.81%
Engaged in fund raising	10.37%	11.36%	12.05%
Religious club member	7.39%	7.44%	7.81%
Wrote to elected offcl about publ bus	7.25%	7.44%	7.53%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	6.49%	6.88%	6.81%
Took active part in local civic issue	6.13%	6.22%	6.1%
Wrote to editor of mag or newspaper	5.98%	6.41%	6.52%
Addressed a public meeting	5.6%	5.6%	5.66%
Been published	4.76%	4.13%	3.83%
Union member	4.75%	5.09%	5.32%

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	20.8%	21.88%	22.34%
Mystery	14.04%	14.43%	14.31%
Children's Books	13.1%	13.91%	14.51%
Cookbooks	10.76%	11.77%	11.96%
History	8.88%	9.06%	9.16%
Personal/Business	8.29%	8.85%	9.2%
Self-help			
Biography	8.14%	8.69%	8.84%
Religious (not Bibles)	7.86%	8.57%	8.92%
Romance	6.3%	6.45%	6.62%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	68.17%	69.72%	70.98%
Distributed			
Gen. Editorial	49.36%	50.15%	50.58%
Womens	43.22%	43.99%	44.63%
Service	34.88%	36.18%	36.78%
Business/Finance	21.98%	23.25%	24.22%
Mens	20.04%	20.91%	21.1%
Sports	17.3%	18%	18.01%
Health	13.19%	13.14%	13.34%
Mature Market	12.56%	12.4%	12.47%



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	56.4%	57.19%	57.48%
Business/Finance	34.29%	34.67%	35.09%
Sport	33.25%	34.02%	34.31%
Editorial Page	31.82%	31.46%	31.25%
Classified	29.93%	30.01%	29.28%
Movie Listings & Reviews	28.91%	29.31%	29.31%
Comics	28.18%	27.66%	26.93%
Food/Cooking	27.49%	27.16%	27.13%
TV/Radio Listings	23.75%	23.5%	23.76%
Travel	22.63%	23.62%	24.21%
Home/Gardening	21.28%	21.98%	22.99%
Science/Technology	20.71%	20.89%	21.01%
Fashion	14.41%	15.51%	16.22%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	17.83%	19.07%	19.54%
Adult Contemporary	17.66%	19.03%	19.49%
Country	15.54%	15.25%	14.95%
News/Talk	13.79%	15.04%	15.89%
Urban Contemporary	12.77%	13.82%	14.67%
Alternative	12.14%	13.37%	13.44%
Variety	10.57%	10.23%	10.27%
Rock	10.57%	11.76%	12.01%
Oldies	10.46%	11.12%	11.37%
Classic Rock	9.31%	10.48%	10.71%
All News	7.45%	8.28%	9.03%
Jazz	6.13%	6.57%	7.28%
Classical	6.05%	5.96%	5.93%
Soft Contemporary	6.03%	7.15%	7.77%
Hispanic	5.74%	4.5%	4.11%
Public	5.43%	5.04%	5.03%
Sports	5.34%	5.5%	5.98%
Religious	5.31%	5.63%	6.17%

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	63.77%	66.02%	66.89%
Soapnet	50.78%	51.33%	52.74%
Satellite Dish	43.35%	45.95%	49.77%
Comedy Central	42.89%	44.84%	43.98%
Other Video-On-Demand	35.72%	38.42%	39.11%
Sci-Fi Channel	33.45%	35.39%	37.01%
ESPN Classic	31.27%	34.24%	33.4%
ABC Fam.	30.44%	33.21%	33.29%
MSNBC	29.6%	32.02%	33.04%
BET (Black Entertainment TV)	28.37%	29%	27.85%
The Golf Channel	27.58%	27.5%	27.89%
TCM (Turner Classic Movies)	27.56%	27.4%	27.78%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Sunday TV Magazine	27.53%	28.81%	30.45%
ESPN2	27.39%	30.03%	29.41%
ESPN News	27.28%	27.23%	26.59%
Adult Pay Per View TV	26.87%	27.64%	28.98%
Hallmark Channel	26.68%	28.51%	29.42%
Subscribe Digital Cable	25.8%	26.21%	28.1%
CMT (Country Music Television)	25.78%	24.85%	24.33%
USA Network	25.44%	25.64%	26.61%
Discovery Health Channel	25.34%	25.94%	25.58%
Adult Swim	24.54%	28.25%	28.04%
TV Info From Newspapers	24.51%	25.02%	26.34%
TV Info From Monthly Cable Guide	23.19%	23.97%	24.26%

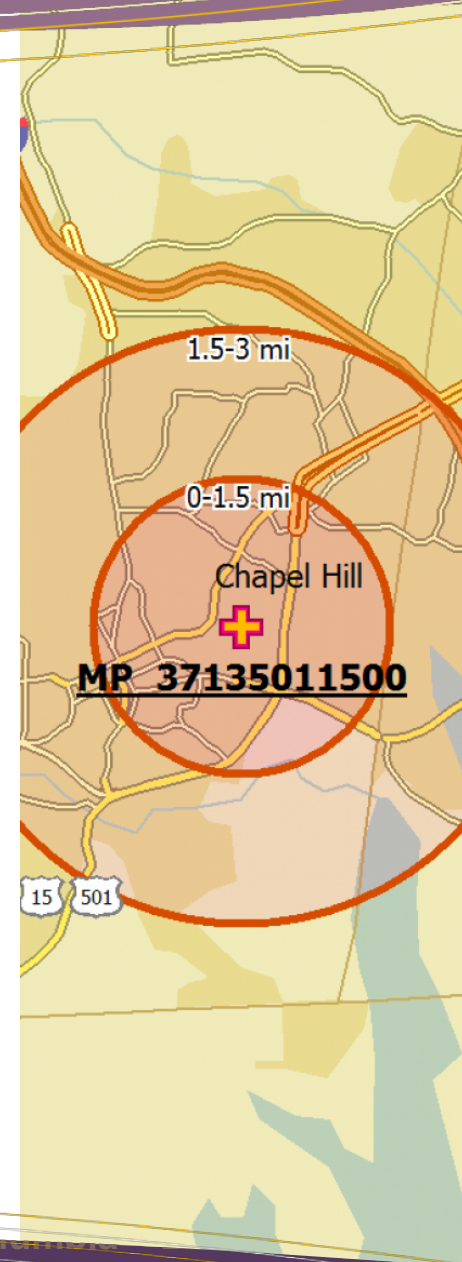


Communication Media Usage

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+)	23.87%	24.7%	24.76%
Medium Users (4-6)	10.58%	11.47%	12.04%
Light Users (1-3)	19.56%	21%	21.25%
Quintiles (20%)			
Newspaper I (Heavy)	0.66%	0.83%	1.09%
Newspaper II	1.19%	1.28%	1.42%
Newspaper III	2.79%	2.92%	2.79%
Newspaper IV	0.45%	0.52%	0.49%
Newspaper V (Light)	1.3%	1.16%	1.02%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.43%	19.5%	19.87%
Magazines II	7.77%	8.64%	9.04%
Magazines III	9.05%	9.93%	9.62%
Magazines IV	10.06%	9.95%	10.67%
Magazines V (Light)	0.64%	0.57%	0.65%
Outdoor I (Heavy)	6.45%	7.6%	8.29%
Outdoor II	2.74%	2.52%	2.53%
Outdoor III	2.75%	2.66%	3.07%
Outdoor IV	13.75%	14.58%	15.19%
Outdoor V (Light)	20.27%	21.9%	22.85%
Yellow Pages I (Heavy)	12.24%	12.63%	13.09%
Yellow Pages II	6.98%	6.81%	7.03%
Yellow Pages III	5.89%	6.23%	5.96%
Yellow Pages IV	20.11%	21.03%	21.11%
Yellow Pages V (Light)	2.82%	2.87%	3.02%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.37%	4.14%	3.35%
Drive Time III (Medium)	0.88%	0.67%	0.67%
Radio IV & V (Light)	1.58%	1.94%	2.14%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8%	8.14%	8.77%
Radio III (Medium)	4.32%	4.68%	5%
Radio IV & V (Light)	2.61%	3.05%	3.26%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	16.7%	17.61%	17.75%
Cable III (Medium)	4.05%	4.41%	4.39%
Cable IV & V (Light)	31.41%	33.22%	33.75%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.57%	5.22%	4.49%
Prime Time III (Medium)	1.76%	2.15%	2.08%
Prime Time IV & V (Light)	7.46%	8.63%	8.88%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	45.25%	44.29%	43.03%
Fringe III (Medium)	48.2%	48.41%	48.85%
Fringe IV (Light)	53.17%	53.16%	53.59%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	9.54%	10.23%	11.32%
All Day III (Medium)	22.98%	22.83%	23.06%
All Day IV (Light)	14.06%	15.26%	14.77%

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
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Day-time Radio

Listeners

Dayparts [summary]	11.15%	12.27%	12.83%
6:00am - 10:00am	25.78%	24.85%	24.33%
10:00am - 3:00pm	8.46%	9.58%	9.04%
3:00pm - 7:00pm	11.34%	11.82%	12.56%
7:00pm - Midnight	14.33%	16.06%	16.49%
Midnight - 6:00am	6.14%	6.63%	6.53%

Weekend Radio

Listeners

Dayparts [summary]	11.57%	12.02%	13.18%
6:00am - 10:00am	6.33%	6.28%	5.98%
10:00am-3:00pm	12.11%	10.36%	9.49%
3:00pm - 7:00pm	5.41%	5.69%	6.15%
7:00pm - Midnight	9.9%	9.6%	9.52%
Midnight - 6:00am	16.04%	13.7%	13.05%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
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Prime Time TV Viewers

8:00-11:00pm	8.68%	9.78%	9.87%
Saturday:	7.03%	7.13%	7.79%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.94%	11.19%	10.86%
9:00am-1:00pm	21.75%	24.48%	25.21%
9:00am-4:00pm	25.61%	28.22%	29.05%
4:00pm-7:00pm	35.13%	32.38%	32.2%
11:00pm-1:00am	41.54%	41.34%	41.37%
AVG Prime time	3.4%	3.64%	3.7%

Mon-Sun



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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	18.15%	19.53%	19.79%
7-9am	27.39%	30.03%	29.41%
9am-12noon	18.16%	20.04%	20.84%
12noon-4pm	7.46%	8.18%	8.2%
4-6pm	55.6%	54.83%	56.12%
6-7pm	17.89%	19.16%	18.97%
7-7:30pm	2.35%	2.13%	2.02%
7:30-8pm	9.62%	11.33%	11.31%
8-11pm	8.68%	9.78%	9.87%
11pm-12am	29.6%	32.02%	33.04%
11pm-1am	41.54%	41.34%	41.37%
1-6am	33.79%	36.25%	36.44%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	21.41%	22.22%	22.6%
Sat: 10am-1pm	7.69%	8.47%	8.79%
Sat: 1-4pm	24.23%	24.58%	25.76%
Sat: 4-6pm	6.57%	7.45%	7.85%
Sat: 6-7pm	2.01%	2.03%	2.14%
Sat: 7-8pm	0.78%	1.14%	1.26%
Sat: 8-11pm	7.03%	7.13%	7.79%
Sat: 11pm-1am	5.1%	5.72%	5.9%
Sat: 1am-7pm	25.44%	25.64%	26.61%
Sun: 7-10am	2.68%	2.24%	2.1%
Sun: 10am-1pm	5.59%	5.62%	5.71%
Sun: 1-4pm	7.51%	7.18%	7.32%
Sun: 4-7pm	11.09%	12.81%	13.24%
Sun: 7-11pm	10.94%	11.19%	10.86%
Sun: 11pm-1am	5.2%	5.47%	5.31%
Sun: 1-7am	21.63%	22.25%	22.84%



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

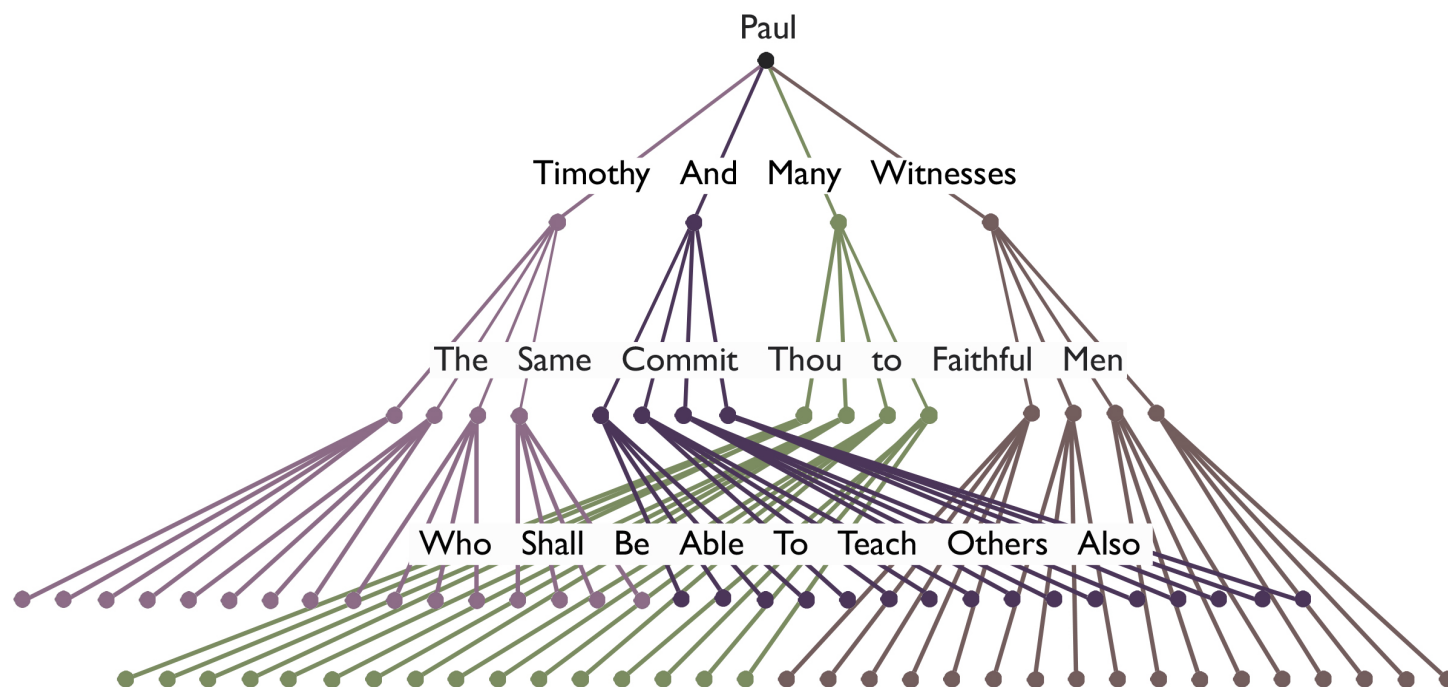
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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*

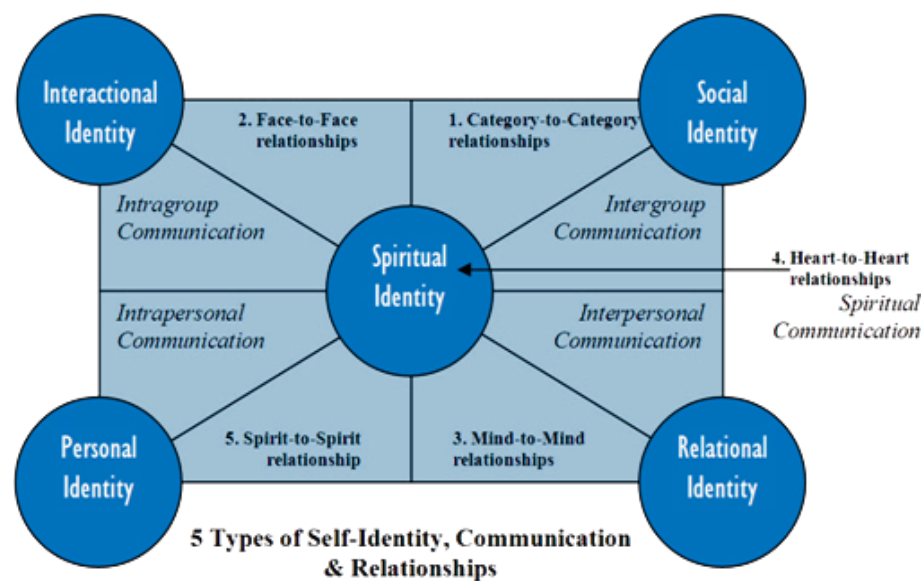


Establishing Redemptive Relationships

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.

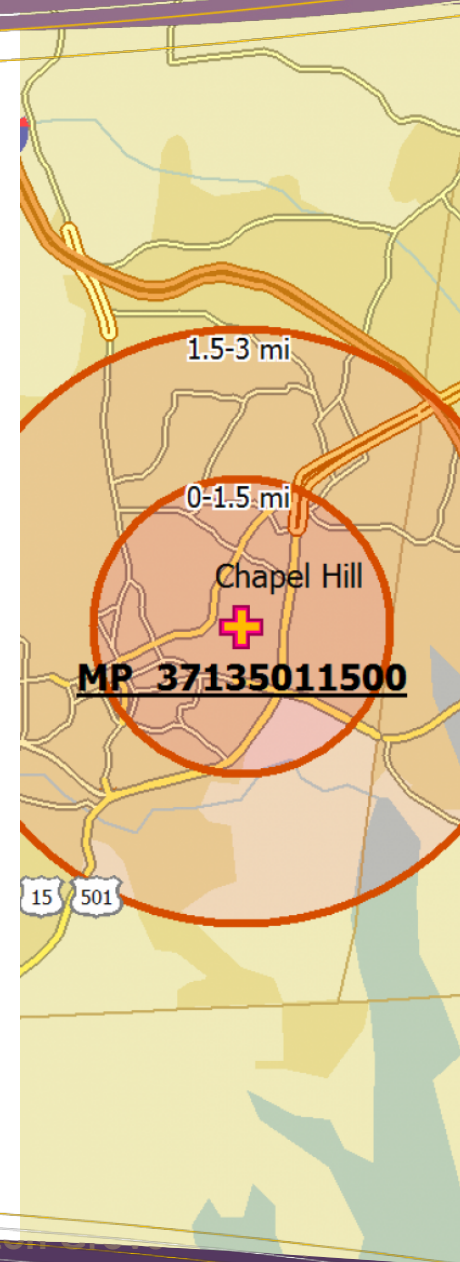


Your MissionSite and the Missional Suite

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Chapel Hill Chinese Christian Church - Ch	100 S Columbia St Chapel Hill, NC 27514	1.25 mi	0	Insufficient Data
2	North Chapel Hill - Chapel Hill	7707 NC Highway 86 Chapel Hill, NC 27514	2.03 mi	0	Insufficient Data
3	Ephesus - Chapel Hill	2025 Ephesus Church Rd Chapel Hill, NC 27517	2.11 mi	62	Declining
4	HillSong - Chapel Hill	201 Culbreth Rd Chapel Hill, NC 27516	2.57 mi	129	Plateauing
5	Farrington Road - Chapel Hill	5936 Farrington Rd Chapel Hill, NC 27517	2.79 mi	83	Plateauing
6	Agape Reconciliation Church	314 Sylvan Way Chapel Hill, NC 27516	3.62 mi	0	Insufficient Data
7	Mision Bautista Monte Carmelo - Chapel Hi	1187 Jack Bennett Rd Chapel Hill, NC 27517	3.68 mi	37	Insufficient Data
8	Mount Carmel - Chapel Hill	2016 Mount Carmel Church Rd Chapel Hill, NC 27517	3.77 mi	188	Insufficient Data
9	Mount Moriah - Durham	549 Erwin Rd Durham, NC 27707	4.04 mi	67	Declining
10	Hope Valley - Durham	6900 Garrett Rd Durham, NC 27707	4.11 mi	242	Plateauing
11	Calvander Crossing Church - Durham	320 Dairyland Rd Chapel Hill, NC 27516	4.70 mi	13	Insufficient Data
12	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	4.98 mi	155	Declining
13	Lystra - Chapel Hill	686 Lystra Rd Chapel Hill, NC 27517	5.98 mi	0	Insufficient Data
14	Eagles Rise at Restoration	1306 Lystra Rd Chapel Hill, NC 27517	5.98 mi	0	Insufficient Data
15	Hanmaum - Durham	4626 Kristen Marie Ln Durham, NC 27713	6.28 mi	0	Insufficient Data



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Sunrise - Cha	1315 New Hope Trce Chapel Hill, NC 27516	6.48 mi	120	Insufficient Data
17	Bethel - Chapel	9326 Bethel Hickory Grove Rd Chapel Hill, NC 27516	6.56 mi	0	Insufficient Data
18	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	6.65 mi	293	Plateauing
19	Berea - Durham	5011 Fayetteville Rd Durham, NC 27713	6.75 mi	60	Plateauing
20	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	7.20 mi	0	Insufficient Data
21	Parkwood - Durham	1515 Clermont Rd Durham, NC 27713	7.28 mi	34	Growing
22	Lakewood - Durham	2100 Chapel Hill Rd Durham, NC 27707	7.55 mi	31	Declining
23	Greater Joy International Ministries	2000 Chapel Hill Rd Durham, NC 27707	7.63 mi	200	Insufficient Data
24	Mount Hermon (Y) - Durham	4511 Old NC 10 Durham, NC 27705	7.93 mi	66	Plateauing
25	Immanuel - Durham	3610 Hillandale Rd Durham, NC 27705	7.93 mi	60	Plateauing
26	Lowes Grove - Durham	4430 S Alston Ave Durham, NC 27713	8.12 mi	0	Insufficient Data
27	Grey Stone - Durham	2601 Hillsborough Rd Durham, NC 27705	8.70 mi	567	Growing
28	Mount Pisgah - Apex	1288 Mount Pisgah Church Rd Apex, NC 27523	8.79 mi	30	Declining
29	Antioch - Chapel Hill	1707 White Cross Rd Chapel Hill, NC 27516	8.92 mi	148	Plateauing
30	Dayspring - Durham	922 9th St Durham, NC 27705	9.05 mi	124	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Iglesia Cristiana Emanuel - Durham	2031 W Club Blvd Durham, NC 27705	9.25 mi	0	Insufficient Data
32	Journey - Durham	2031 W Club Blvd Durham, NC 27705	9.25 mi	33	Declining
33	Durham First - Durham	414 Cleveland St Durham, NC 27701	9.35 mi	423	Plateauing
34	Angier Avenue - Durham	2101 Angier Ave Durham, NC 27703	9.80 mi	103	Growing
35	Lawrence Road - Hillsborough	1901 Lawrence Rd Hillsborough, NC 27278	9.81 mi	123	Insufficient Data
36	Grace - Durham	1004 N Mangum St Durham, NC 27701	9.89 mi	81	Growing
37	Cross Roads - Hillsborough	3216 Orange Grove Rd Hillsborough, NC 27278	9.95 mi	86	Plateauing
38	Guess Road - Durham	3102 Guess Rd Durham, NC 27705	9.97 mi	161	Plateauing
39	Antioch Baptist Church - Durham	1415 Holloway St Durham, NC 27703	10.31 mi	81	Plateauing
40	Great Faith - Durham	909 Camden Ave Durham, NC 27701	10.54 mi	30	Insufficient Data
41	Lifeline Church Durham	4620 S Miami Blvd Durham, NC 27703	10.55 mi	0	Insufficient Data
42	Cedar Fork - Durham	5117 S Miami Blvd Durham, NC 27703	10.56 mi	34	Plateauing
43	Park View - Durham	2500 Acadia St Durham, NC 27704	10.60 mi	35	Declining
44	Freedom Tabernacle	121 Hidden Springs Dr Durham, NC 27703	10.79 mi	0	Insufficient Data
45	Calvary - Durham	1204 Lynn Rd Durham, NC 27703	10.94 mi	106	Declining



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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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