MissionSite
top unreached locations

CHAPEL HILL, NC

CENSUS TRACT: 37135012100
REGION: Region 4: Triangle
COUNTY: Orange
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
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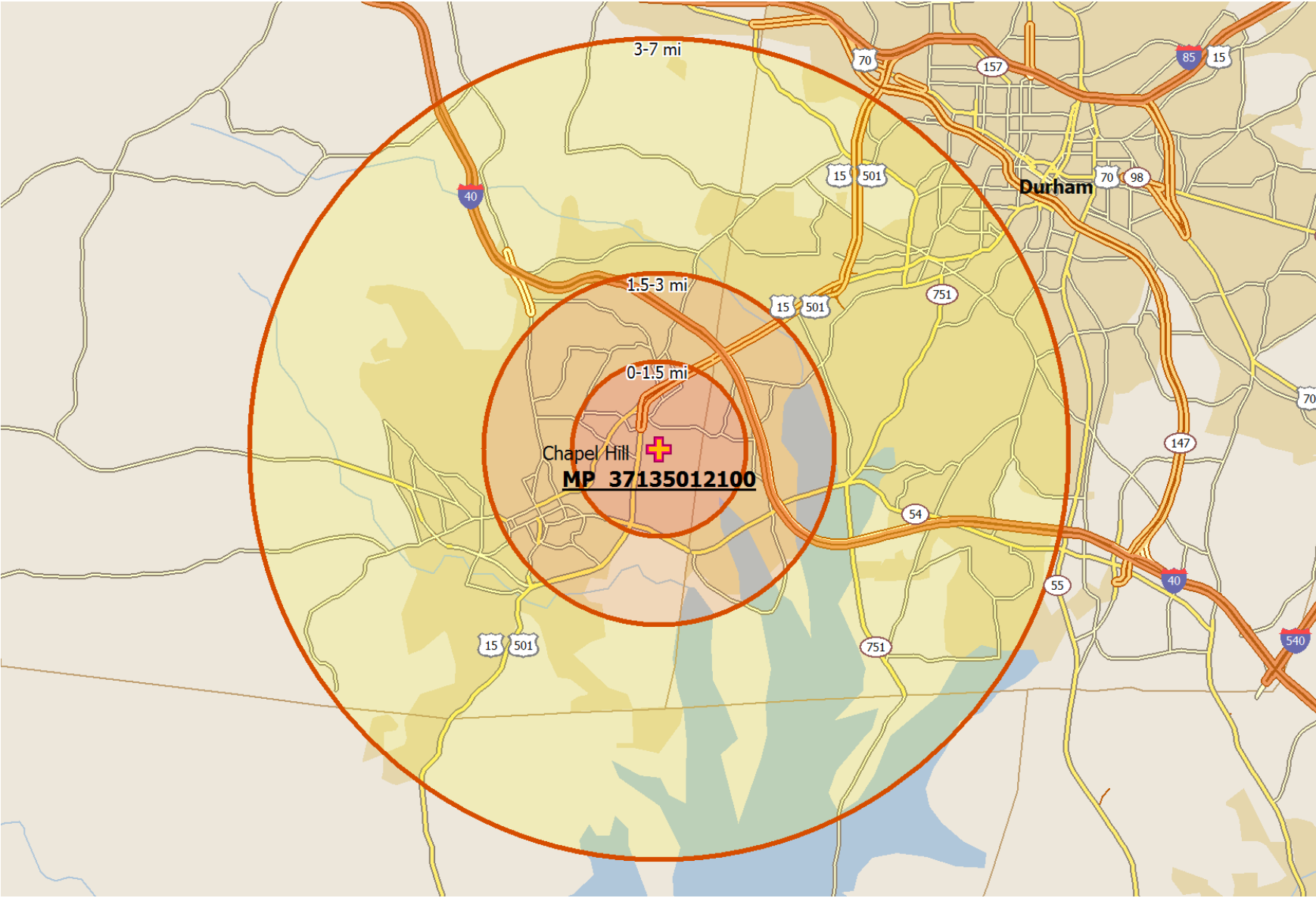
Site Location Summary

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	27517	Orange
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000
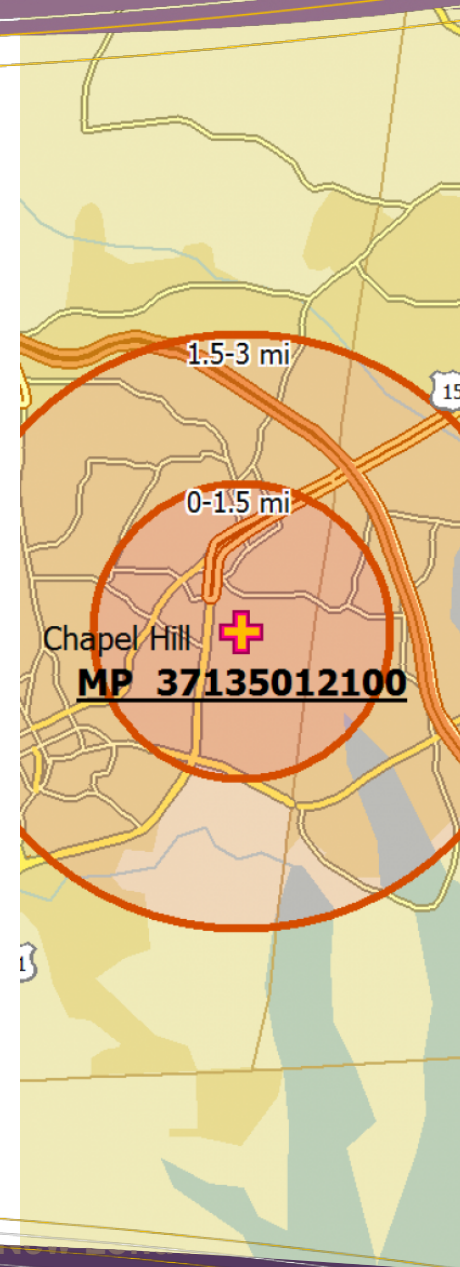
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Site Location Summary - Urbanicity

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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	13,954	44,024	138,897
2010 Households	6,233	15,424	56,252
2010 Group Quarters Population	351	10,390	3,468

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	51	47	49
Language Diversity National Index	60	64	59
Foreign Born Diversity National Index	78	45	16
Ancestry Diversity National Index	81	42	14
Racial Diversity National Index	51	78	83

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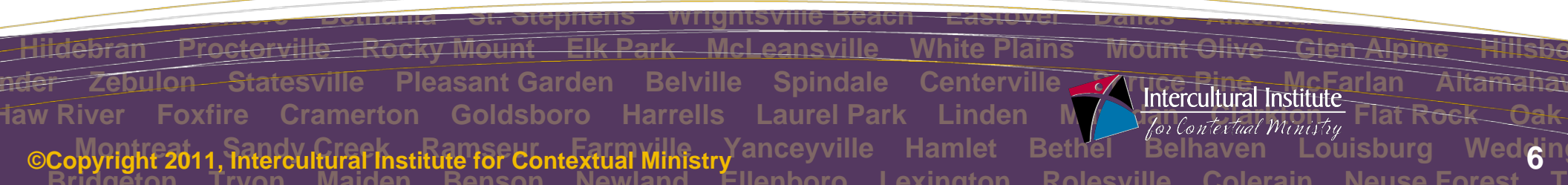
Site Location Summary - County Environment

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,713	43.53%
Mainstay Communities	Established, Diverse Households	850	13.64%
Working Communities	Blue-collar, Working Families	69	1.11%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,303	36.95%
Urban Communities	High Density, Inner-city Neighborhoods	299	4.8%

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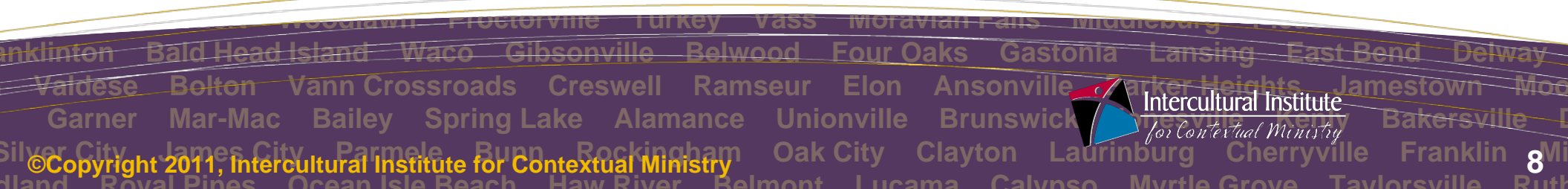
Using the Site Location Summary

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

Issues for Your Consideration

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

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

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

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

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	4,661	12.89%
Unreached %	71.5%	74.78%	104.58
Religious But NOT Evangelical HH	8,361	1,126	13.47%
Religious But NOT Evangelical %	16.54%	18.07%	109.27
Spiritual But NOT Relig or Evang HH	6,427	862	13.41%
Spiritual But NOT Relig or Evang %	12.71%	13.82%	108.73
Not Evangelical, Not Interested HH	21,412	2,673	12.48%
Not Evangelical, Not Interested %	42.35%	42.88%	101.24

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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	20	4	20%
Active BCNC Attenders	2,057	145	7.05%
Active Evangelical Households	2,710	1,054	38.89%
Active Evangelical Percent	5.36%	4.87%	90.79
Inactive Evangelical Households	11,697	4,549	38.89%
Inactive Evangelical Percent	23.14%	21.00%	90.78
# New Churches Needed	5	7	129.4%

Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Ephesus - Chapel Hill	0.92 mi	62	Declining	16	Gospel	5.98 mi	0	Insufficient Data
2	North Chapel Hill - Chapel Hill	1.81 mi	0	Insufficient Data	17	Lakewood - Durham	6.34 mi	31	Declining
3	Farrington Road - Chapel Hill	2.05 mi	83	Plateauing	18	Greater Joy International Ministries	6.41 mi	200	Insufficient Data
4	Chapel Hill Chinese Christian Church - Ch	2.46 mi	0	Insufficient Data	19	Parkwood - Durham	6.52 mi	34	Growing
5	Hope Valley - Durham	3.07 mi	242	Plateauing	20	Mount Hermon (Y) - Durham	6.95 mi	66	Plateauing
6	Mount Moriah - Durham	3.12 mi	67	Declining	21	Immanuel - Durham	6.95 mi	60	Plateauing
7	HillSong - Chapel Hill	3.78 mi	129	Plateauing	22	Lystra - Chapel Hill	6.97 mi	0	Insufficient Data
8	Cresset - Durham	3.82 mi	155	Declining	23	Eagles Rise at Restoration	6.97 mi	0	Insufficient Data
9	Agape Reconciliation Church	4.05 mi	0	Insufficient Data	24	Lowes Grove - Durham	7.18 mi	0	Insufficient Data
10	Mision Bautista Monte Carmelo - Chapel Hi	4.39 mi	37	Insufficient Data	25	Bethel - Chapel	7.52 mi	0	Insufficient Data
11	Mount Carmel - Chapel Hill	4.47 mi	188	Insufficient Data	26	Grey Stone - Durham	7.52 mi	567	Growing
12	Yates - Durham	5.43 mi	293	Plateauing	27	Sunrise - Cha	7.56 mi	120	Insufficient Data
13	Calvander Crossing Church - Durham	5.48 mi	13	Insufficient Data	28	Dayspring - Durham	7.86 mi	124	Plateauing
14	Hanmaum - Durham	5.60 mi	0	Insufficient Data	29	Iglesia Cristiana Emanuel - Durham	8.08 mi	0	Insufficient Data
15	Berea - Durham	5.66 mi	60	Plateauing	30	Journey - Durham	8.08 mi	33	Declining

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	93,852	11,295	12.03%
2000 Population	118,227	12,805	10.83%
2010 Population	131,255	13,954	10.63%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,104	5,080	14.07%
2000 Households	45,863	5,738	12.51%
2010 Households	50,554	6,233	12.33%

Location Types in this MissionSite
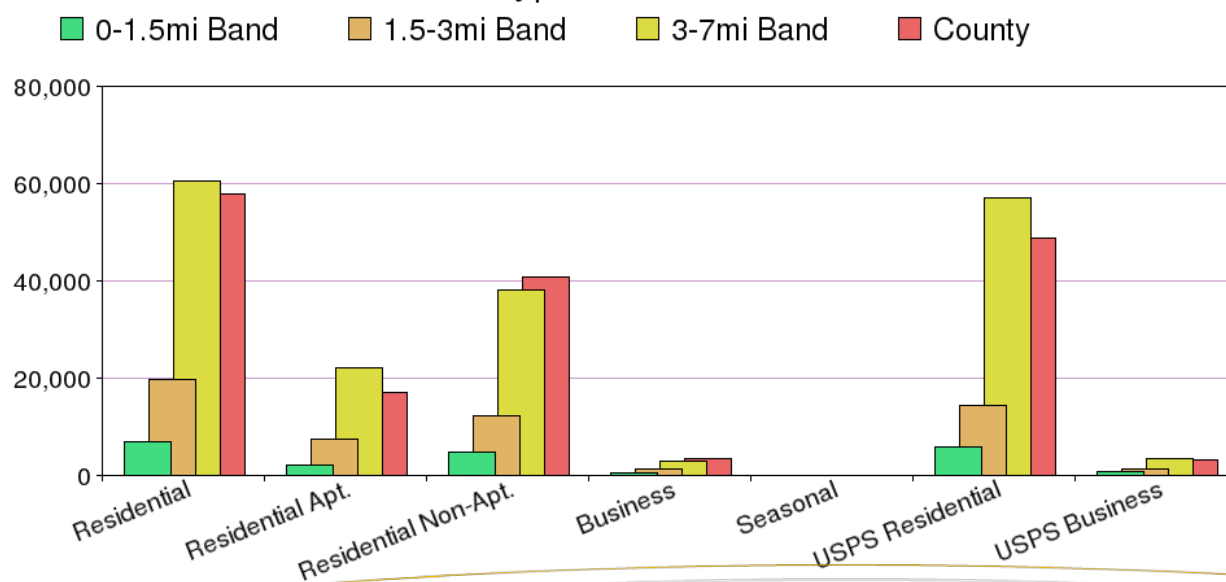
Location Type	0-1.5mi Band
Residential	7,024
Residential Apt.	2,129
Residential Non-Apt.	4,895
Business	632
Seasonal	0
USPS Residential	5,981
USPS Business	833

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

- 20-34 Years 26.28%
- < 20 Years 19.44%
- 35-44 Years 10.32%
- 65-74 Years 8.84%
- 75+ Years 7.70%
- 45-64 Years 27.41%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.27%	3.88%	90.87
4-5 Years	2.3%	1.97%	85.65
6-8 Years	3.53%	3.21%	90.93
9-11 Years	3.46%	3.33%	96.24
12-13 Years	2.26%	2.23%	98.67
14-17 Years	6.05%	3.38%	55.87
18-19 Years	3.24%	1.44%	44.44
0-5 Years	6.57%	5.85%	89.04
6-12 Years	8.13%	7.66%	94.22
13-19 Years	10.41%	5.92%	56.87
< 20 Years	25.11%	19.43%	77.38
20-34 Years	27.71%	26.27%	94.8
35-44 Years	10.96%	10.31%	94.07
45-64 Years	25.05%	27.4%	109.38
65-74 Years	6.16%	8.84%	143.51
75+ Years	5.01%	7.7%	153.69
Median Age	32	41	128.8
Median Age (Male)	32	39	122.32
Median Age (Female)	32	44	135.4
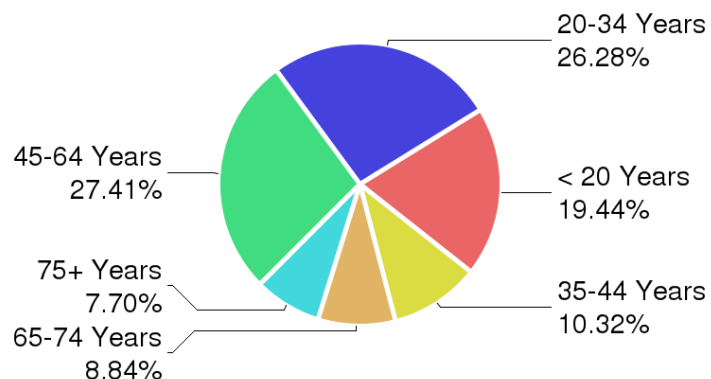
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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	73.95%	75.49%	102.08
Black, African-American	12.57%	9.23%	73.41
Native American	0.45%	0.5%	110.85
Asian	5.86%	8.43%	143.97
Pacific Island, Hawaiian	0.03%	0.02%	78.39
Other/Multiple Races	7.14%	6.32%	88.58
Hispanic	0%	6.51%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,968	9,949	
Less than 9th Grade	4.17%	2.35%	177.28
No High School Diploma	5.72%	2.03%	281.82
High School Graduate	16.91%	6.89%	245.59
Some College, no degree	11.57%	9.11%	127.03
Associate Degree	5.72%	3.5%	163.52
College Degree	26.87%	35.88%	74.87
Graduate/Prof. degree	29.05%	40.25%	72.17

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic
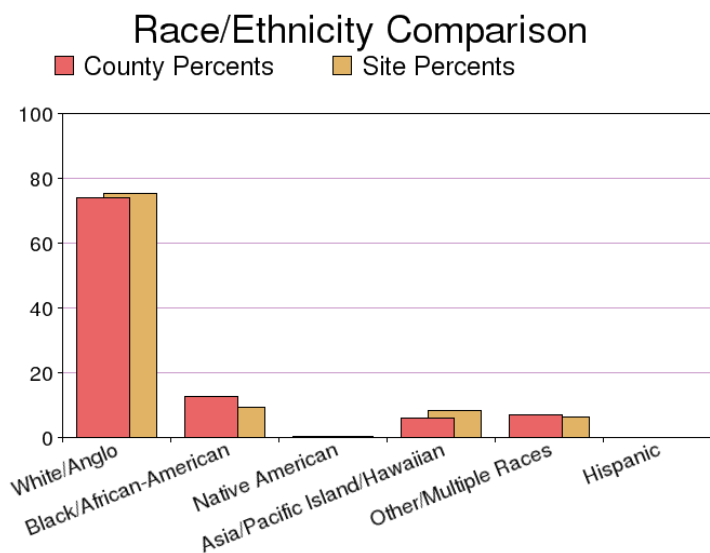
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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	10.15%	6.88%	58.38
$10,000 to $19,999	10.11%	8.1%	80.12
$20,000 to $29,999	11%	10.19%	92.61
$30,000 to $49,999	16.3%	15.34%	94.11
$50,000 to $59,999	6.3%	6.42%	101.86
$60,000 to $69,999	5.81%	5.5%	94.66
$70,000 to $79,999	4.96%	4.57%	92.28
$80,000 to $89,999	4.21%	3.75%	89.27
$90,000 to $99,999	3.27%	2.94%	89.85
$100,000 to $124,999	8.46%	9.19%	108.64
$125,000 to $149,999	5.25%	6.71%	127.69
$150,000 to $199,999	6.14%	9.39%	152.76
$200,000 to $249,999	2.42%	4.01%	165.8
$250,000 or more	5.62%	7.01%	124.71
Median Household	53,701	71,415	132.99
Average Household	86,176	100,037	116.08
Per Capita Household	35,896	45,041	125.48
Family/Non-Family Household Income			
Median Family Income	77,487	111,504	143.9
Average Family Income	112,483	129,215	114.88
Median Non-Family Income	29,528	38,019	128.76
Average Non-Family Income	45,419	52,566	115.74

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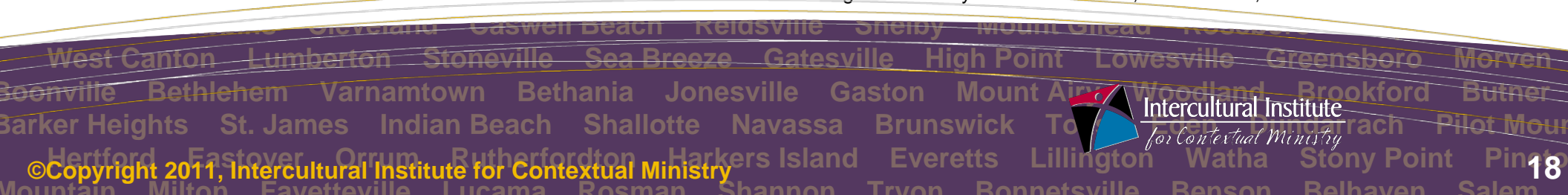
Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	60.77%	55.14%	90.73
Families with Children	31.09%	26.18%	84.22
Families without Children	29.68%	28.96%	97.56
Non-Family Households			
% Non-Family Households	39.23%	44.86%	114.35
Non-Families with Children	0.21	0.1	45.48
Non-Families without Children	39.02	44.76	114.73
Housing Units			Index
Total Housing Units	56,182	7,010	
Vacant percent	10.02%	11.1%	110.79
Owned percent	53.51%	47.33%	88.46%
Rented Percent	36.48%	41.58%	114
Households by Size			Index
Avg household size	2.37	2.18	91.98
Avg family hh size	2.98	2.88	96.64
Avg non-family hh size	1.42	1.33	93.66
Households By Count of Persons			Percent
One	15,151	2,269	14.98%
Two	17,018	2,125	12.49%
Three or Four	14,960	1,501	10.03%
Five+	3,425	339	9.9%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	93,852	11,295	12.03%
2000 Population	118,227	12,805	10.83%
2010 Population	131,255	13,954	10.63%
2015 Population	142,101	15,368	10.81%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,104	5,080	14.07%
2000 Households	45,863	5,738	12.51%
2010 Households	50,554	6,233	12.33%
2015 Households	52,369	6,539	12.49%

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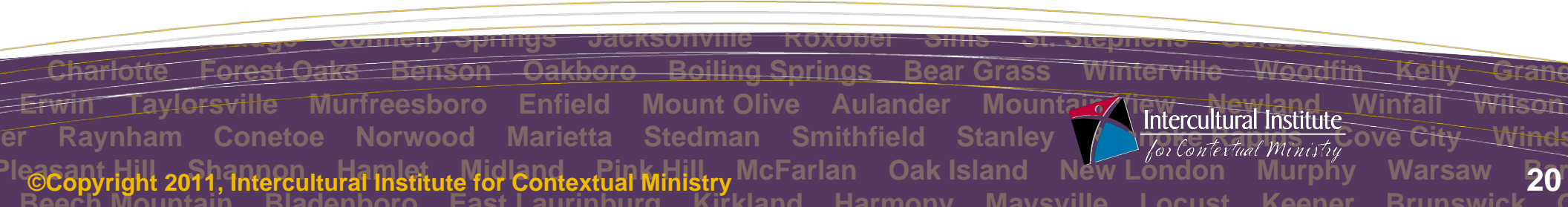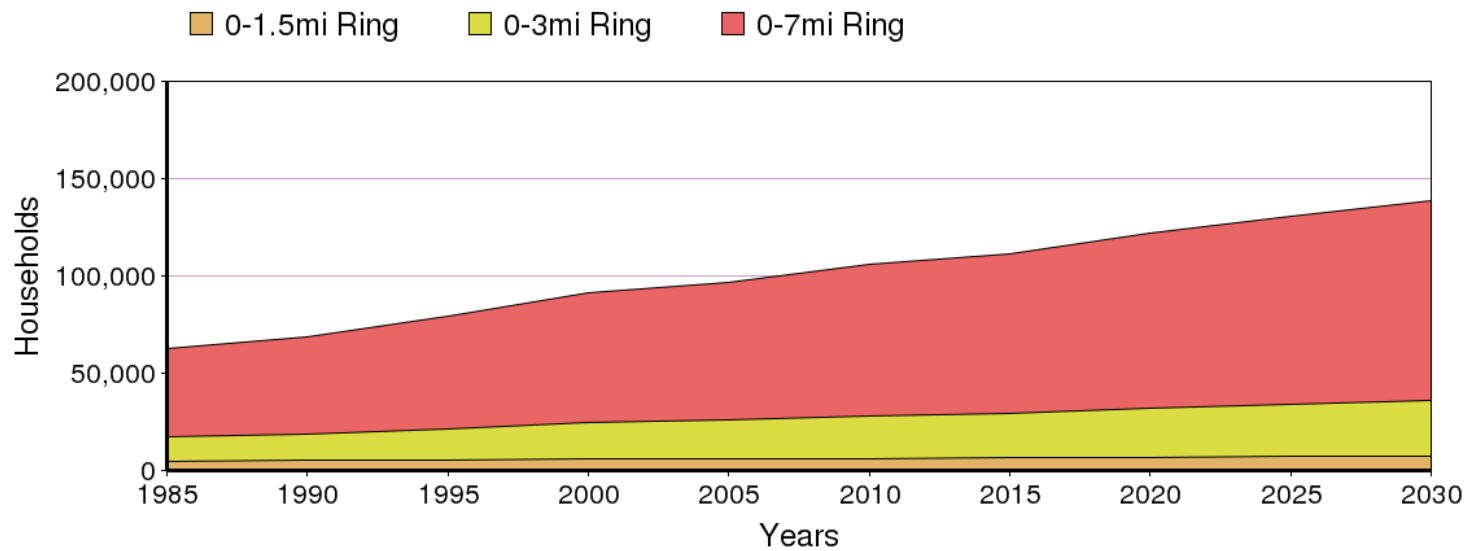
Legend: ■ 0-1.5mi Ring   ■ 0-3mi Ring   ■ 0-7mi Ring

Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.88%	3.44%	88.66
4-5 Years	1.97%	1.72%	87.31
6-8 Years	3.21%	2.88%	89.72
9-11 Years	3.33%	3.16%	94.89
12-13 Years	2.23%	2.24%	100.45
14-17 Years	3.38%	2.69%	79.59
18-19 Years	1.44%	0.91%	63.19
0-5 Years	5.85%	5.17%	88.38
6-12 Years	7.66%	7.17%	93.6
13-19 Years	5.92%	4.7%	79.39
< 20 Years	19.43%	17.04%	87.7
20-34 Years	26.27%	28.43%	108.22
35-44 Years	10.31%	9.17%	88.94
45-64 Years	27.4%	26.44%	96.5
65-74 Years	8.84%	11.1%	125.57
75+ Years	7.7%	7.83%	101.69
Median Age	32	43	132.48
Median Age (Male)	32	40	126.73
Median Age (Female)	32	45	138.98

Projected Age Group Percentages
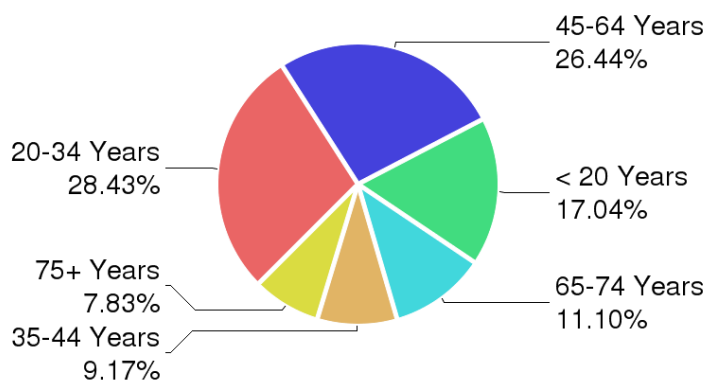
- 45-64 Years 26.44%
- < 20 Years 17.04%
- 65-74 Years 11.10%
- 35-44 Years 9.17%
- 75+ Years 7.83%
- 20-34 Years 28.43%

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Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	75.49%	75.9%	100.54
Black, African-American	9.23%	9.58%	103.77
Native American	0.5%	0.53%	106.36
Asian	8.43%	8.8%	104.3
Pacific Island, Hawaiian	0.02%	0.04%	181.6
Other/Multiple Races	6.32%	5.16%	81.64
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,949	11,905	
Less than 9th Grade	2.35%	2.28%	97.14
No High School Diploma	2.03%	1.75%	86.05
High School Graduate	6.89%	7.22%	104.8
Some College, no degree	9.11%	8.43%	92.52
Associate Degree	3.5%	3.68%	105.18
College Degree	35.88%	35.46%	98.83
Graduate/Prof. degree	40.25%	41.18%	102.33
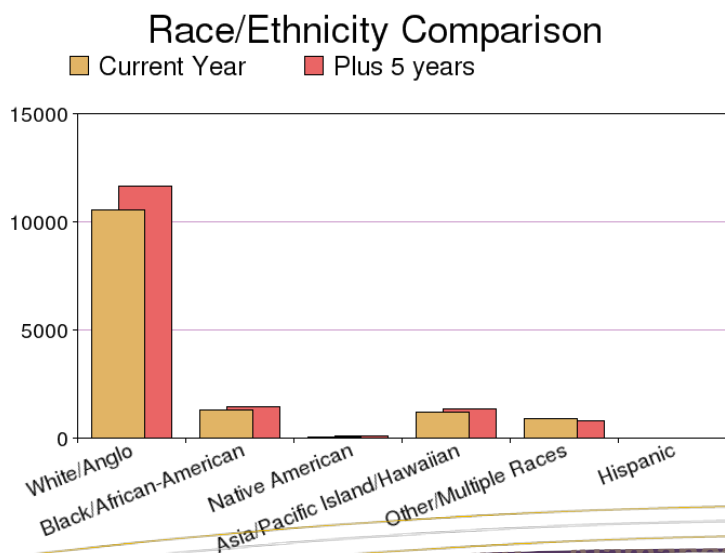
Race/Ethnicity Comparison
☐ Current Year ☐ Plus 5 years

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	6.88%	6.41%	93.1
$10,000 to $19,999	8.1%	7.62%	94
$20,000 to $29,999	10.19%	9.68%	95.02
$30,000 to $49,999	15.34%	13.87%	90.43
$50,000 to $59,999	6.42%	5.95%	92.7
$60,000 to $69,999	5.5%	5.37%	97.54
$70,000 to $79,999	4.57%	4.4%	92.98
$80,000 to $89,999	3.75%	3.88%	99.8
$90,000 to $99,999	2.94%	2.94%	100.01
$100,000 to $249,999	9.19%	9.8%	106.63
$125,000 to $149,999	6.71%	7.4%	110.37
$150,000 to $199,999	9.39%	10.32%	109.99
$200,000 to $249,999	4.01%	4.39%	109.43
$250,000 or more	7.01%	7.78%	111.03
Median Household	71,415	78,633	110.11
Average Household	100,037	109,912	109.87
Per Capita Household	45,041	47,138	104.66
Family/Non-Family Household Income			
Median Family Income	111,504	118,542	106.31
Average Family Income	129,215	142,272	110.1
Median Non-Family Income	38,019	39,884	104.91
Average Non-Family Income	52,566	56,351	107.2

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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	55.14%	56.03%	101.62
Families with Children	26.18	26.3	100.46
Families without Children	28.96	31.08	107.31
Non-Family Households			
% Non-Family Households	44.86%	43.97%	98.01
Non-Families with Children	0.1	0.09	98.01
Non-Families without Children	44.76	43.88	98.02
Housing Units			
Total Housing Units	7,010	7,350	104.85%
Vacant percent	11.1%	11.02%	99.3
Owned percent	47.33%	47.44%	100.23
Rented Percent	41.58%	41.52%	99.86
Households by Size			
Avg household size	2.18	2.29	105.05%
Avg family hh size	2.88	3.03	105.21%
Avg non-family hh size	1.33	1.36	102.26%
Households By Count of Persons			
One	2,269	2,462	108.51%
Two	2,125	1,950	91.76%
Three or Four	1,501	1,660	110.59%
Five+	339	468	138.05%

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Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,624	3,914	16,006
Northern Europe	165	293	634
Western Europe	111	267	617
Southern Europe	80	101	149
Eastern Europe	108	266	436
Other Europe	0	0	8
Eastern Asia	388	1,173	2,131
So. Central Asia	150	364	1,782
SE Asia	57	284	699
Western Asia	8	49	393
Other Asia	0	0	11

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	65	315
Middle Africa	0	37	87
Northern Africa	21	14	233
Southern Africa	10	38	57
Western Africa	27	29	403
Other Africa	0	15	45
Oceania	3	33	112
Caribbean	22	77	361
Central Amer.	202	373	6,239
South America	145	220	533
North America	127	216	761
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	9,766	31,579	89,141
Spanish	544	1,645	9,027
Other Indo-Euro language	718	1,516	4,178
French (incl. Patois, Cajun)	138	367	1,094
French Creole	0	0	8
Italian	86	16	194
Portuguese	41	64	131
German	156	277	585
Yiddish	0	0	21
Other West Germanic	19	38	63
A Scandinavian Language	14	59	92
Greek	0	45	63
Russian	64	177	184
Polish	27	20	91
Serbo-Croatian	0	17	27
Other Slavic Language	18	5	44
Armenian	0	4	13
Persian	18	55	126
Gujarathi	26	143	215
Hindi	10	77	372
Urdu	84	31	252

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	5	28	117
Asian/PI languages	0	0	0
Chinese	259	796	1,352
Japanese	88	239	386
Korean	57	375	488
Mon-Khmer, Cambodian	0	23	94
Miao, Hmong	0	10	52
Thai	10	62	34
Laotian	2	4	17
Vietnamese	2	83	152
Other Asian	23	110	644
Tagalog	8	77	173
Other Pacific Is	0	8	21
Other languages	65	209	1,113
Navajo	0	0	0
Other Native N. American	0	6	26
Hungarian	31	8	8
Arabic	19	96	445
Hebrew	0	18	140
African languages	10	72	486
Other unspecified	5	9	8

Welcome Red Oak Wesley Chapel Taylorsville Crossnore
Goldston Stanfield Boardman Richlands Harrellsville Seaboard Ocracoke Wade Brices Creek Myrtle
Garysburg Vander Ronda Mills River Kinston Greenevers Saxapahaw Hildebran Conetoe Belville High
Westport Black Creek Mooresboro Lansing Spring Hope Mount Olive Midway Clevelar
Lasker Danbury Greenville Bayshore East Spencer Tryon McFarlan Yadkinville St. James Foxfire
Smithfield Walnut Cove Fountain Swannanoa Claremont Benson Castalia Holly Ridge Chocow

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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	10,019	31,448	97,845
Arab	54	184	547
Armenian	3	42	55
Austrian	31	81	137
British	203	486	1,050
Canadian	26	110	409
Croatian	2	38	27
Czech	36	111	141
Czechoslovak	15	26	76
Danish	13	109	218
Dutch	120	329	854
English	1,739	4,027	9,777
European	334	703	1,994
Finnish	20	40	70
French (not Basque)	208	458	1,358
French Canadian	58	203	502
German	1,108	3,808	7,819
Greek	28	180	363
Hungarian	59	91	312
Iranian	21	81	127

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	824	2,738	6,363
Italian	403	1,352	3,159
Lithuanian	22	111	176
Norwegian	89	320	858
Polish	205	701	1,739
Portuguese	26	60	64
Romanian	12	24	149
Russian	187	564	831
Scandinavian	8	59	108
Scotch-Irish	424	1,255	2,588
Scottish	360	1,122	2,346
Slovak	10	51	128
Subsaharan African	138	510	2,135
Swedish	140	270	730
Swiss	41	53	219
Ukrainian	21	61	222
US/American	460	1,665	5,295
Welsh	59	191	478
West Indian	14	144	329
Yugoslavian	9	11	37
Other	2,488	9,080	44,053

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

Using the Demographic Indicators

*Issues for Your Consideration - continued*

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

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

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

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Unreached Households by Lifestyle Segment

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

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

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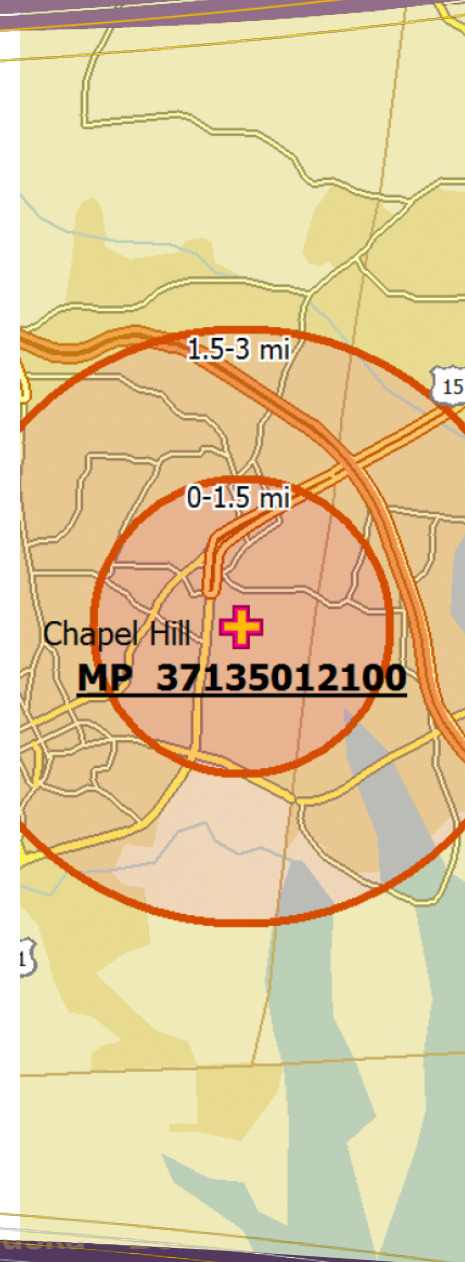
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,233	100%	4,689	100%
AFFLUENT SUBURBIA	983	15.77%	744	15.87%
America's Wealthiest	198	3.18%	159	3.39%
Dream Weavers	155	2.49%	111	2.37%
White Collar Suburbia	41	0.66%	33	0.7%
Upscale Suburbia	240	3.85%	200	4.27%
Enterprising Couples	30	0.48%	20	0.43%
Small Town Success	319	5.12%	221	4.71%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,730	27.76%	1,256	26.79%
Status Conscious Consumers	725	11.63%	509	10.86%
Affluent Urban Professionals	229	3.67%	185	3.95%
Urban Commuter Fam.	354	5.68%	238	5.08%
Solid Suburban Mix	422	6.77%	324	6.91%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	2	0.03%	2	0.04%
Successful Urban Sprawl	1	0.02%	0	0%
2nd City Homebodies	0	0%	1	0.02%
Prime Middle America	1	0.02%	0	0%
Urban Optimists	0	0%	1	0.02%
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 HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,233	100%	4,689	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	848	13.61%	609	12.99%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	776	12.45%	561	11.96%
Urban Advancement	72	1.16%	48	1.02%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	67	1.07%	46	0.98%
Steadfast Conservative	12	0.19%	8	0.17%
Moderate Conventionalists	5	0.08%	3	0.06%
Southern Blues	50	0.8%	35	0.75%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,233	100%	4,689	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,303	36.95%	1,771	37.77%
Young Cosmopolitans	1,611	25.85%	1,261	26.89%
Minority Metro Communities	649	10.41%	481	10.26%
Stable Careers	0	0%	0	0%
Aspiring Hispania	43	0.69%	29	0.62%
RURAL VILLAGES & FARMS	0	0%	29	0.62%
Aspiring Hispania	0	0%	29	0.62%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,233	100%	4,689	100%
STRUGGLING SOCIETIES	156	2.5%	129	2.75%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	156	2.5%	129	2.75%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	143	2.29%	102	2.18%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	42	0.67%	29	0.62%
Urban Diversity	101	1.62%	73	1.56%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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Potential Cultural Bridges

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

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

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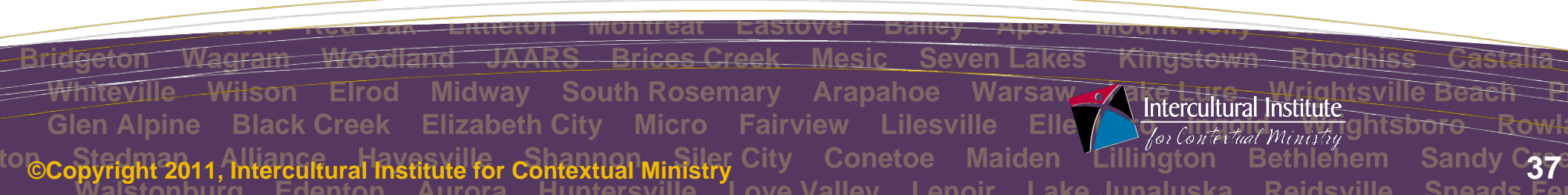
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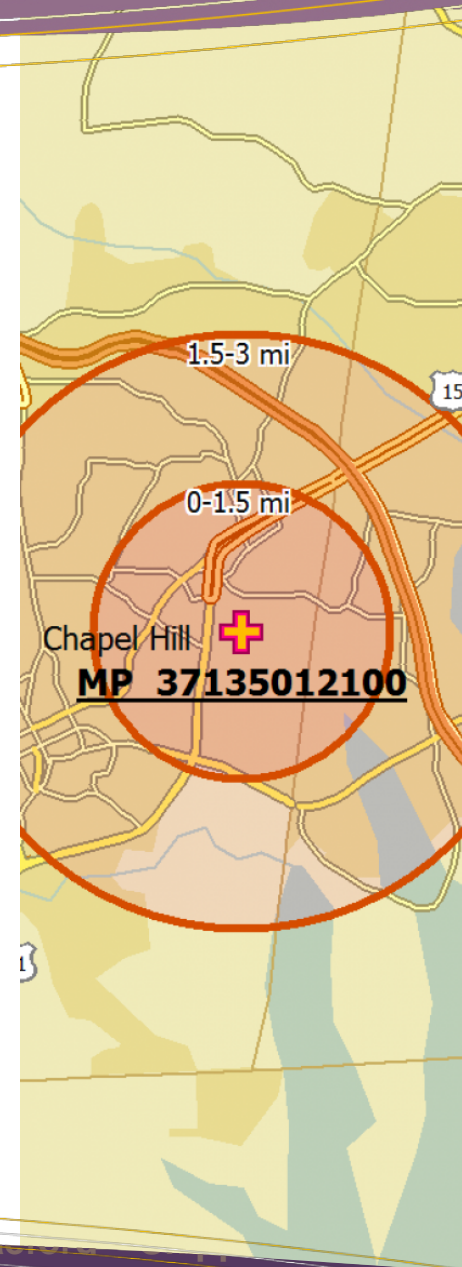
Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	83%	84%	81%
Use Comp. for Internet/E-mail	70%	69%	66%
Internet Use: E-Mail	63%	63%	59%
Use Comp. for Word Processing	50%	48%	46%
Use Comp. for Shopping	42%	41%	40%
Use Comp. for Banking	41%	40%	39%
Use Comp. for Digital Camera Photo Editing	39%	37%	36%
Use Comp. for Comp. Games	38%	38%	39%
Internet Use: News/ Weather	38%	39%	35%
Internet Use: Banking	36%	36%	34%

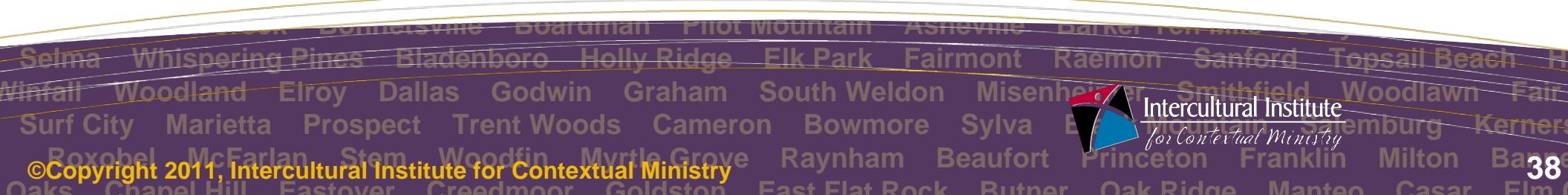| BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	33%	33%	32%
Use Comp. for Education	32%	33%	34%
Use Comp. for News/Info./Data Service	32%	30%	29%
PC-Network-HH Has One	24%	24%	24%
Use Comp. for Personal Financial Mngmnt	22%	22%	20%
Internet Use: Shopping: Gathered Info. for Shopping	20%	20%	18%
Use Comp. for Accounting	20%	20%	18%
Internet Use: Shopping: Made A Purchase	19%	19%	16%
Internet Use: Research/ Education	18%	18%	17%
Internet Use: Travel Reservations	18%	17%	15%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	71%	71%	70%
Dining Out (Not Fast Food)	67%	66%	62%
Reading Books	63%	64%	60%
Go To A Beach/Lake	42%	42%	40%
Card Games	42%	42%	41%
Cooking for Fun	42%	43%	41%
Gardening	33%	33%	31%
Visit Museum	30%	30%	27%
Board Games	30%	30%	31%
Going To Bars/Nightclubs/Dancing	25%	25%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	67%	66%
Gen./Fam. Practitioner	39%	41%	38%
Dentist	35%	37%	33%
Eye Dr.	24%	24%	22%
None Of These	22%	22%	22%
Backache	21%	22%	21%
High Cholesterol	19%	19%	18%
Hypertension/High Blood Pressure	18%	18%	17%
OB/GYN	15%	15%	14%
Any Arthritis	14%	14%	13%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	38.54%	38.88%	35.38%
Live Theater	31.42%	30.63%	27.6%
Live Theater Most Often	25.74%	24.37%	22.12%
Rock/Pop Concerts Most Often	21%	20.95%	19.83%
Dance Performance	13.52%	13.18%	11.92%
Classical Concerts Most Often	10.92%	10.88%	9.13%
Movies: Action/Adventure	43.25%	40.76%	41.21%
Movies: Comedy	42.7%	42.58%	42.68%
Movies: Drama	27.75%	27.19%	25.86%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	23.34%	24.2%	23.12%
Movies: Mystery	21.42%	20.72%	20.01%
Movies: Fam.	18.38%	18.49%	19.6%
MLB Baseball Reg. Season	12.73%	12.42%	11.25%
NFL Football Reg. Season	8.58%	8.89%	8.72%
College Football Reg. Season	8.15%	8.33%	8.19%
College Basketball Reg. Season	6.36%	7%	6.41%
NBA Basketball Reg. Season	5.7%	5.36%	5.42%
NHL Hockey Reg. Season	5.16%	5.1%	4.67%

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Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	48.45%	46.14%	44.96%
Swimming	35.74%	36.58%	35.1%
Weight Training	21.46%	21.6%	20.12%
Billiards/Pool	20.67%	20.49%	20.31%
Bowling	20.55%	19.81%	21.37%
Jogging/Running	20.51%	20.02%	19.83%
Using Cardio Machine	20.02%	19.77%	18.41%
Golf	16.48%	16.53%	15.67%
Stationary Cycling	15.32%	14.59%	14.02%
Mountain/Road Biking	15.04%	14.18%	14.01%
Basketball	13.64%	13.85%	15.45%
Aerobics	12.83%	12.63%	12.53%
Camping Trips	12.65%	12.01%	11.75%
Backpacking/Hiking	12.53%	12.02%	11.67%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	12.43%	12%	12.73%
Yoga	11.2%	10.23%	9.66%
Tennis	11.12%	11%	10.19%
Baseball	9.91%	10.41%	10.48%
Soccer	8.6%	8.63%	8.99%
Football	8.05%	8.83%	9.74%
Power Boating	7.99%	8.11%	7.1%
Softball	7.66%	7.25%	7.67%
Saltwater Fishing	7.31%	7.05%	6.85%
Canoeing/Kayaking	6.82%	6.72%	6.44%
Volleyball	6.72%	6.99%	7.48%
Downhill & X-Country Skiing	6.52%	6.78%	5.91%
Snorkeling	5.89%	6.54%	5.6%
Roller Skating	5.8%	5.41%	5.88%

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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
Hunting	5.79%	5.1%	5.44%
Ice Skating	5.77%	5.56%	5.85%
Target Shooting	5.67%	5.61%	5.89%
Horseback Riding	4.84%	4.97%	5.19%
Jet Skiing	4.64%	4.4%	4.64%
Sailing	4.28%	4.35%	3.78%
Motorcycling	4.24%	3.96%	4.53%
Water Skiing	4.07%	3.92%	4.22%
Snowboarding	3.82%	3.46%	3.54%
Rock Climbing	3.8%	3.9%	3.81%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Martial Arts	3.68%	3.13%	3.85%
Racquetball	3.58%	3.47%	3.77%
Fly Fishing	3.38%	3.25%	3.41%
Rowing	3.18%	2.46%	2.55%
Hockey	3.02%	2.89%	3.43%
Surfing & Windsurfing	2.94%	3.16%	2.9%
Snowmobiling	2.78%	2.61%	2.78%
Archery	2.65%	2.22%	2.57%
Skateboarding	2.53%	2.24%	2.61%
Auto Racing	2.28%	2.12%	2.47%

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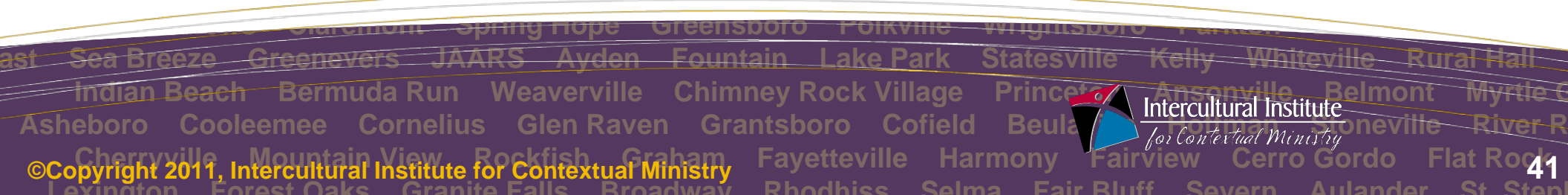
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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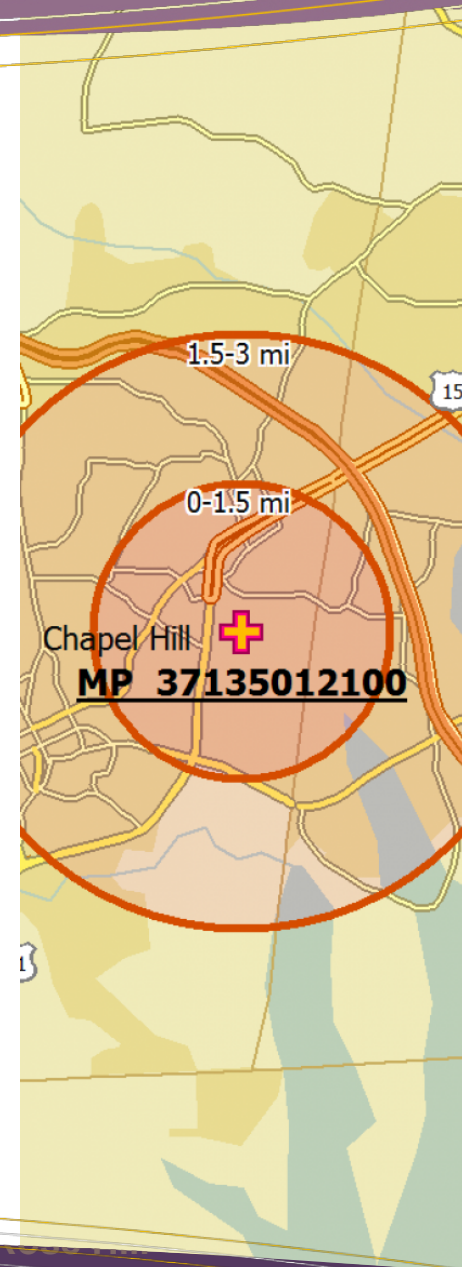
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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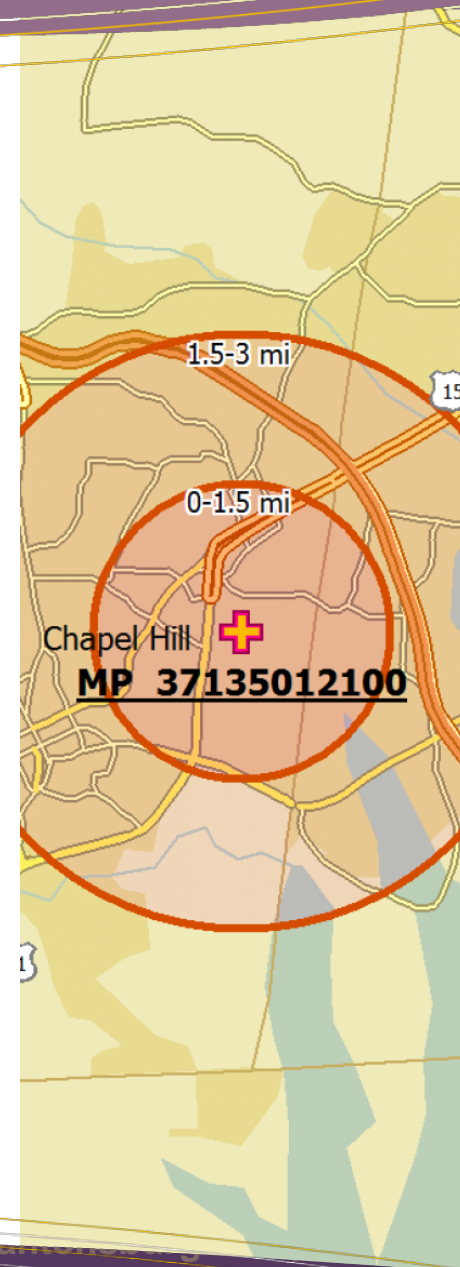
Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	49%	49%
Prefer To Have Few Possessions As Possible	47%	47%	43%
Find It Difficult To Say No To My Kids	38%	38%	38%
If Won Lottery Would Never Work Again	36%	35%	32%
Speak My Mind Even If It Upsets People	34%	33%	34%
Friends More Important Than My Fam.	33%	33%	30%
Like Control Over People And Resources	30%	28%	32%
Woman's Place Is In The Home	29%	29%	31%
Don't Judge People/Way They Live Life	28%	29%	29%
Money Is Best Measure Of Success	26%	25%	26%
Like To Do Unconventional Things	23%	24%	24%
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	22%	21%	21%
Like to Stand Out In A Crowd	20%	19%	20%
Happy With My Standard Of Living	19%	19%	18%
I Am A Workaholic	18%	18%	20%
Too Much Sponsorship In Arts/Sports	17%	17%	20%
Rarely Sit Down to a Meal Together At Home	15%	16%	15%
We Should Strive for Equality for All	14%	14%	15%
On Whole People Get What They Deserve	13%	12%	12%
Only Work Current Job for The Money	13%	12%	13%
Indulge My Kids With The Little Extras	9%	8%	9%
I Am A Perfectionist	8%	7%	8%
Little I Can Do To Change My Life	7%	6%	7%

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Potential Cultural Themes

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

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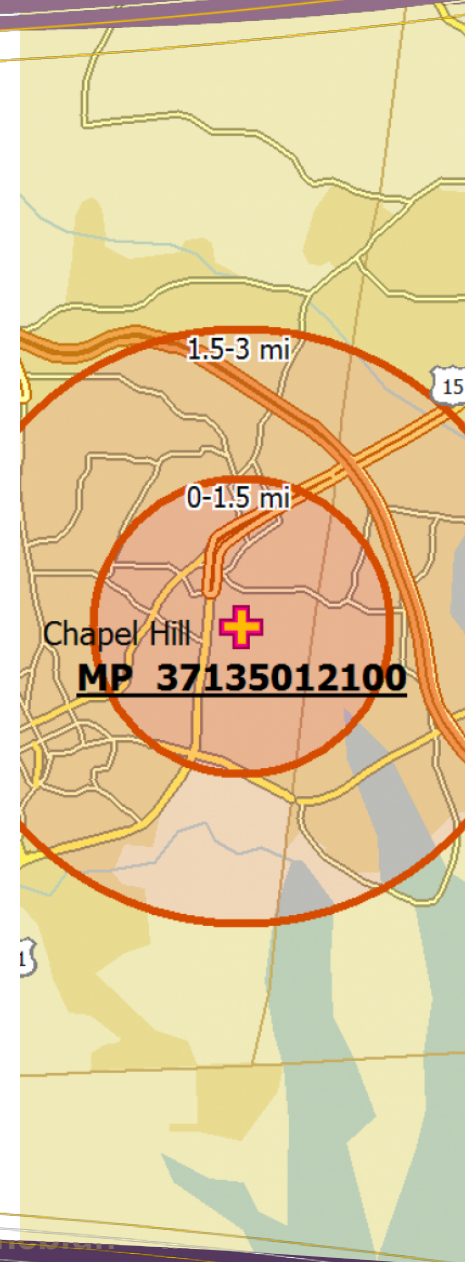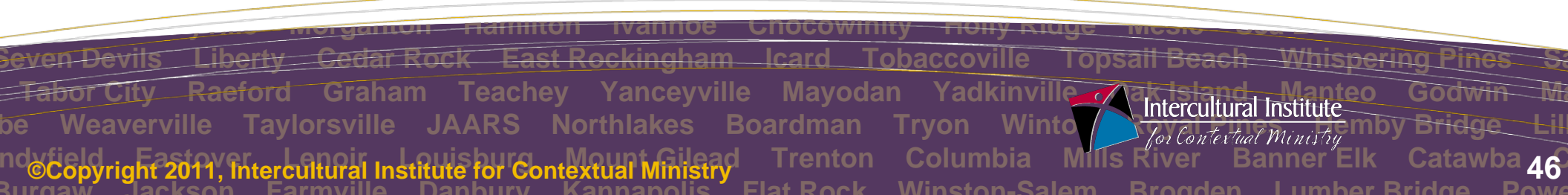
Potential Cultural Themes:

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.
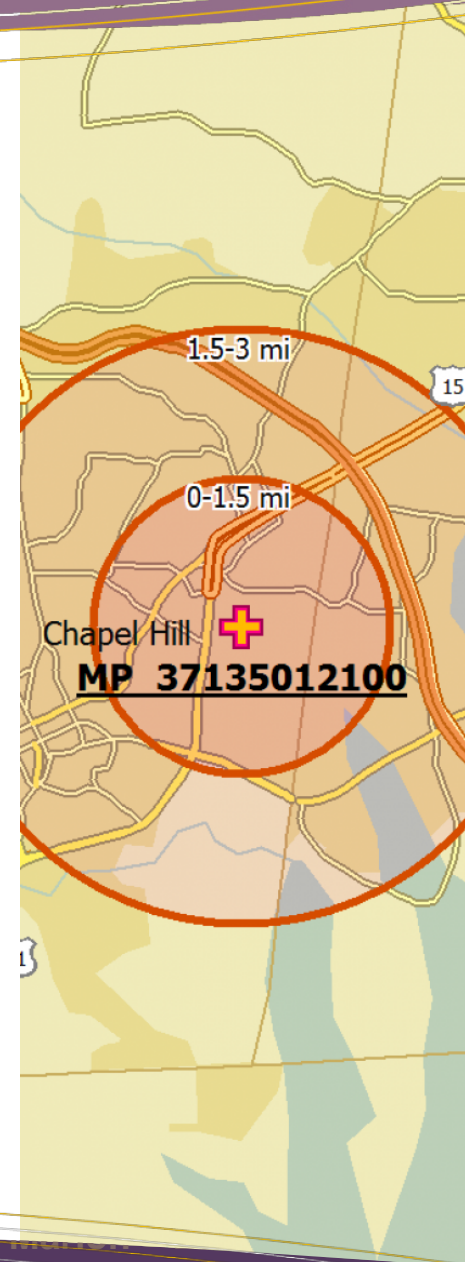
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	70%	69%	67%
You Should Seize Opportunities In Life	60%	60%	59%
Prefer To Have Few Possessions As Possible	47%	47%	43%
Like To Understand About Nature	39%	40%	39%
Important Feel Respected By My Peers	35%	35%	34%
Important To Juggle Various Tasks	30%	29%	30%
Prefer Work Part Of Team Than Alone	29%	29%	32%
Have Keen Sense Of Adventure	28%	28%	27%
People Have To Take Me As They Find Me	28%	28%	27%
Worried About Pollution Caused By Cars	28%	28%	26%
Like To Just Enjoy Life	27%	26%	25%
Good At Fixing Things	25%	27%	27%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	19%	19%
Real Men Don't Cry	17%	18%	18%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	12%	12%	14%
Enjoy Spending Time With My Fam.	10%	10%	11%
Provide My Kids With The Little Extras	9%	8%	11%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Feel Very Alone In The World	4%	5%	5%
Like Spending Most Time With Fam.	4%	4%	5%
Decor Particular Interest To Me	3%	4%	4%
Would Like To Set Up Own Business	3%	3%	4%

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Potential Shared Places

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

Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	81.9%	81.22%	81.35%
Fast Food/Drive-In Restaurant-Visit Any	79.65%	77.84%	81.79%
McDonald's	51.26%	51.3%	53.83%
Burger King	30.62%	29.65%	33.44%
Applebee's	27.03%	27.54%	28.45%
Wendy's	26.11%	26.4%	28.55%
Subway	25.5%	25.13%	27.85%
Taco Bell	24.35%	24.17%	26.07%
Kentucky Fried Chicken (KFC)	21.52%	21.5%	25.05%
Olive Garden	20.9%	20.45%	20.86%
Starbucks	18.71%	19.31%	18.1%
Arby's	17.53%	16.81%	19.45%

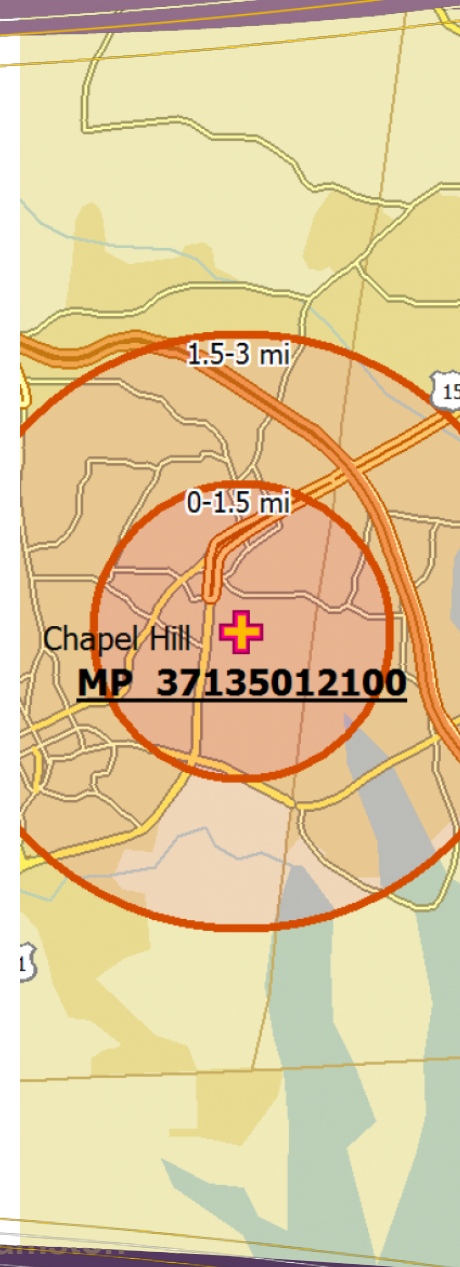| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Pizza Hut	17.34%	16.05%	18.65%
Outback Steakhouse	16.09%	15.89%	16.48%
Red Lobster	15.05%	14.2%	15.88%
TGI Friday's	15.02%	14.6%	15.22%
IHOP (International House Of Pancakes)	14.78%	13.8%	15.47%
Chili's Grill and Bar	14.32%	15.26%	15.77%
Chick-Fil-A	13.34%	13.09%	15.02%
Quiznos Sub	13.32%	12.37%	12.76%
Domino's Pizza	12.38%	12.14%	14.02%
Cracker Barrel	12.22%	11.78%	12.91%
Dairy Queen	11.72%	11.68%	13.02%
Panera Bread	11.67%	12.33%	11.93%

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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!

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Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

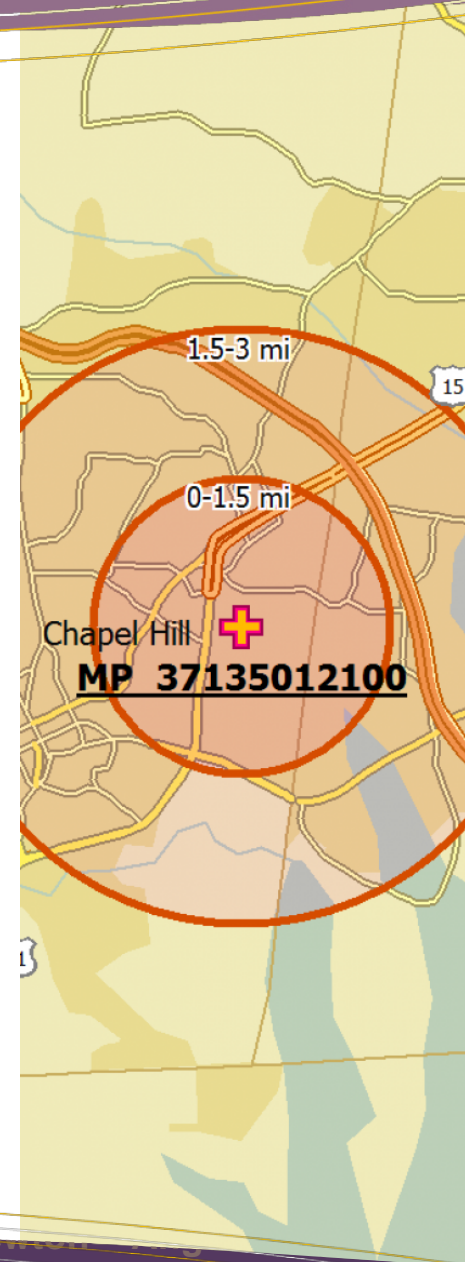| PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	51.58%	50.43%	48.82%
Recycled products	44.01%	42.3%	39.77%
Worked as volunteer (non political)	20.29%	19.99%	18.82%
Engaged in fund raising	12.19%	11.5%	11.85%
Wrote to elected offcl about publ bus	7.96%	7.79%	7.11%
Religious club member	7.9%	7.62%	7.89%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.26%	7.11%	6.48%
Wrote to editor of mag or newspaper	6.8%	6.49%	6.29%
Took active part in local civic issue	6.47%	6.37%	5.94%
Union member	5.8%	5.24%	5.26%
Addressed a public meeting	5.8%	5.82%	5.42%
Church Board	5%	4.48%	5.15%

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Communication Media Content

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

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

Potential Print Media Content:

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	23.34%	22.52%	21.33%
Children's Books	14.72%	14.12%	14.32%
Mystery	14.68%	14.74%	13.53%
Cookbooks	12.31%	11.98%	11.55%
History	9.8%	9.43%	8.65%
Biography	9.5%	8.99%	8.51%
Personal/Business Self-help	9.35%	9.19%	8.86%
Religious (not Bibles)	9.12%	8.56%	9.1%
Romance	6.45%	6.4%	6.61%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	72.14%	70.42%	70.23%
Gen. Editorial	52.13%	50.39%	50.88%
Womens	44.85%	43.88%	45.16%
Service	36.97%	36.9%	35.7%
Business/Finance	25.68%	24.07%	23.89%
Mens	20.75%	20.59%	20.92%
Sports	17.62%	17.83%	17.58%
Mature Market	13.4%	12.94%	12.28%
Health	13.17%	13.1%	13.47%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	58.53%	58.15%	56.11%
Business/Finance	36.64%	36.04%	33.61%
Sport	35.05%	34.57%	33.54%
Editorial Page	32.4%	32.46%	30.25%
Movie Listings & Reviews	30.22%	29.65%	28.58%
Food/Cooking	28.34%	28.1%	26.49%
Classified	27.85%	29.1%	29.5%
Comics	27.24%	27.9%	26.24%
Travel	25.57%	24.62%	23.29%
TV/Radio Listings	24.52%	24.11%	23.37%
Home/Gardening	23.84%	23.01%	22.31%
Science/Technology	22.34%	21.7%	20.21%
Fashion	17.07%	15.76%	16.29%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	19.05%	19.27%	18.29%
CHR Contemp Hit Radio	18.74%	18.56%	19.42%
News/Talk	16.89%	15.97%	14.73%
Urban Contemporary	14.24%	12.48%	18.2%
Alternative	13.93%	13.94%	12.41%
Country	13.3%	15.06%	14.06%
Oldies	11.72%	11.53%	11.06%
Rock	11.33%	11.63%	11.21%
Variety	10.89%	10.56%	10.48%
Classic Rock	10.79%	10.49%	9.83%
All News	10.35%	8.9%	8.86%
Jazz	8.23%	6.8%	8.04%
Soft Contemporary	7.86%	7.4%	7.47%
All Talk	6.96%	6.1%	5.71%
Classical	6.79%	6.3%	5.57%
Religious	6.17%	5.78%	6.13%
Sports	6.04%	5.88%	5.64%
Public	5.37%	5.44%	4.67%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	67.89%	67.02%	65.93%
Soapnet	52.63%	52.07%	52.27%
Satellite Dish	47%	47.17%	49.26%
Comedy Central	46.34%	46.15%	41.78%
Other Video-On-Demand	38.62%	38.47%	39.93%
Sci-Fi Channel	37.49%	36.26%	36.54%
ESPN Classic	35.65%	35.13%	31.37%
ABC Fam.	34.98%	33.97%	31.99%
MSNBC	32.74%	31.77%	32.77%
ESPN2	31.31%	30.66%	28.52%
Adult Pay Per View TV	30.42%	28.99%	29.05%
TV Info From Sunday TV Magazine	30.19%	29.68%	29.89%

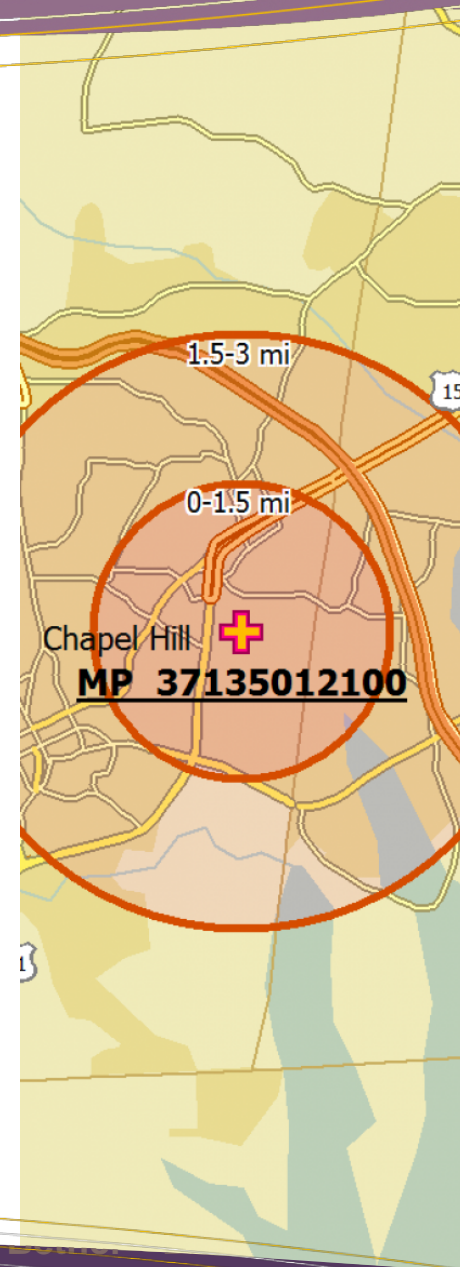| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hallmark Channel	29.5%	29.73%	28.58%
The Golf Channel	28.4%	28.75%	27.01%
ESPN News	28.06%	28.18%	25.22%
BET (Black Entertainment TV)	28%	29.34%	27.08%
Adult Swim	27.91%	27.37%	26.91%
Discovery Health Channel	27.82%	27.19%	23.87%
TCM (Turner Classic Movies)	27.35%	28.12%	27.16%
Subscribe Digital Cable	27.13%	27.17%	28.87%
Nickelodeon	27.03%	26.02%	26.83%
USA Network	26.37%	26.61%	25.8%
TV Info From Newspapers	26.27%	25.55%	26.16%
Video-On-Demand Movies	26.24%	25.54%	25.11%

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+)	25.2%	25.12%	23.72%
Medium Users (4-6)	12.35%	11.68%	11.55%
Light Users (1-3)	21.61%	20.88%	21.02%
Quintiles (20%)			
Newspaper I (Heavy)	0.6%	0.74%	1.04%
Newspaper II	1.4%	1.25%	1.48%
Newspaper III	3.16%	2.96%	2.71%
Newspaper IV	0.38%	0.53%	0.44%
Newspaper V (Light)	1.13%	1.24%	0.95%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.07%	18.69%	20.02%
Magazines II	8.96%	8.6%	9.16%
Magazines III	9.26%	9.22%	9.75%
Magazines IV	9.93%	9.87%	10.95%
Magazines V (Light)	0.74%	0.57%	0.73%
Outdoor I (Heavy)	8.83%	7.83%	8.45%
Outdoor II	2.91%	2.51%	2.81%
Outdoor III	2.65%	2.54%	3.38%
Outdoor IV	15.32%	14.53%	15.46%
Outdoor V (Light)	24.1%	22.43%	22.96%
Yellow Pages I (Heavy)	13.38%	12.55%	13.52%
Yellow Pages II	7.16%	6.84%	7.27%
Yellow Pages III	5.5%	5.54%	6.45%
Yellow Pages IV	21.16%	20.31%	21.52%
Yellow Pages V (Light)	2.86%	2.75%	3.28%

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Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.39%	3.27%	3.33%
Drive Time III (Medium)	0.55%	0.66%	0.73%
Radio IV & V (Light)	2.22%	1.87%	2.24%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.98%	8.17%	9.03%
Radio III (Medium)	4.75%	4.83%	4.82%
Radio IV & V (Light)	3.22%	2.97%	3.47%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	19.07%	18.58%	17.12%
Cable III (Medium)	4.4%	3.95%	4.48%
Cable IV & V (Light)	35.05%	33.38%	34.44%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.64%	4.38%	4.48%
Prime Time III (Medium)	2.3%	2.16%	1.97%
Prime Time IV & V (Light)	7.46%	8.01%	9.09%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	44%	45.02%	42.45%
Fringe III (Medium)	49.52%	48.33%	49.37%
Fringe IV (Light)	54.63%	53.71%	53.58%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	10.91%	10.05%	11.98%
All Day III (Medium)	22.48%	23.05%	23.12%
All Day IV (Light)	14.28%	14.29%	15.52%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.65%	12.58%	12.67%
6:00am - 10:00am	26.18%	26.25%	23.38%
10:00am - 3:00pm	9.6%	8.89%	9.79%
3:00pm - 7:00pm	11.54%	11.69%	13.03%
7:00pm - Midnight	17.63%	17.13%	15.83%
Midnight - 6:00am	7.35%	6.72%	6.86%
Weekend Radio Listeners			
Dayparts [summary]	12.56%	12.33%	13.34%
6:00am - 10:00am	6.2%	6.5%	5.62%
10:00am-3:00pm	10.21%	10.58%	9.16%
3:00pm - 7:00pm	6.12%	5.76%	6.48%
7:00pm - Midnight	9.44%	9.61%	9.59%
Midnight - 6:00am	12.9%	14.41%	13.17%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.5%	9.5%	9.41%
Saturday: 8:00-11:00pm	7.31%	7.05%	7.87%
Sunday: 7:00-11:00pm	9.78%	10.83%	10.58%
9:00am-1:00pm	25.99%	24.31%	24.97%
9:00am-4:00pm	30.24%	28.12%	28.94%
4:00pm-7:00pm	32.88%	33.63%	31.97%
11:00pm-1:00am	40.66%	41.28%	41.36%
AVG Prime time Mon-Sun	3.98%	3.83%	3.95%

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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	21.34%	20.04%	19.32%
7-9am	31.31%	30.66%	28.52%
9am-12noon	21.85%	19.94%	20.38%
12noon-4pm	8.4%	8.18%	8.56%
4-6pm	57.14%	57.47%	55.14%
6-7pm	18.47%	19.57%	18.64%
7-7:30pm	2.39%	2.15%	2.05%
7:30-8pm	11.77%	11.33%	11.44%
8-11pm	9.5%	9.5%	9.41%
11pm-12am	32.74%	31.77%	32.77%
11pm-1am	40.66%	41.28%	41.36%
1-6am	37.61%	36.78%	35.86%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	21.99%	22.81%	21.82%
Sat: 10am-1pm	8.51%	8.41%	8.93%
Sat: 1-4pm	25.56%	25.24%	25.4%
Sat: 4-6pm	7.81%	7.27%	7.9%
Sat: 6-7pm	2.45%	2.17%	2.09%
Sat: 7-8pm	1.26%	1.12%	1.24%
Sat: 8-11pm	7.31%	7.05%	7.87%
Sat: 11pm-1am	6.04%	5.63%	6.07%
Sat: 1am-7pm	26.37%	26.61%	25.8%
Sun: 7-10am	1.98%	2.22%	2.15%
Sun: 10am-1pm	5.09%	5.5%	5.57%
Sun: 1-4pm	6.06%	7.42%	6.96%
Sun: 4-7pm	12.28%	12.29%	12.95%
Sun: 7-11pm	9.78%	10.83%	10.58%
Sun: 11pm-1am	5.24%	5.25%	5.35%
Sun: 1-7am	21.69%	22.41%	22.38%

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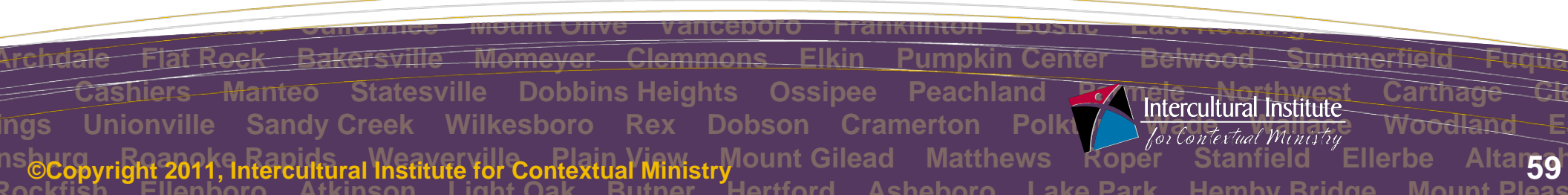
Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy And Many Witnesses

The Same Commit Thou to Faithful Men

Who Shall Be Able To Teach Others Also

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Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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


5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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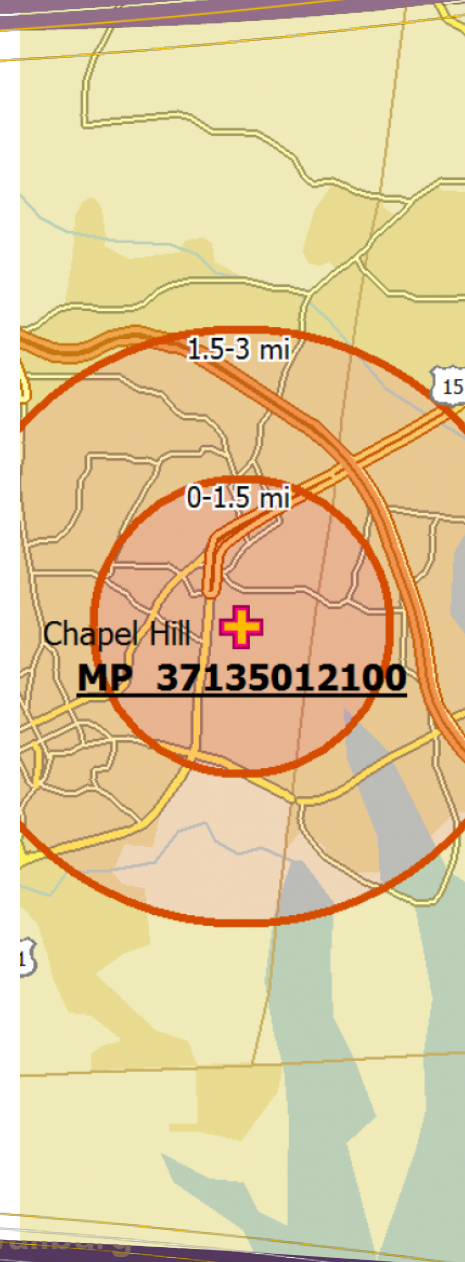
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Ephesus - Chapel Hill	2025 Ephesus Church Rd Chapel Hill, NC 27517	0.92 mi	62	Declining
2	North Chapel Hill - Chapel Hill	7707 NC Highway 86 Chapel Hill, NC 27514	1.81 mi	0	Insufficient Data
3	Farrington Road - Chapel Hill	5936 Farrington Rd Chapel Hill, NC 27517	2.05 mi	83	Plateauing
4	Chapel Hill Chinese Christian Church - Ch	100 S Columbia St Chapel Hill, NC 27514	2.46 mi	0	Insufficient Data
5	Hope Valley - Durham	6900 Garrett Rd Durham, NC 27707	3.07 mi	242	Plateauing
6	Mount Moriah - Durham	549 Erwin Rd Durham, NC 27707	3.12 mi	67	Declining
7	HillSong - Chapel Hill	201 Culbreth Rd Chapel Hill, NC 27516	3.78 mi	129	Plateauing
8	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	3.82 mi	155	Declining
9	Agape Reconciliation Church	314 Sylvan Way Chapel Hill, NC 27516	4.05 mi	0	Insufficient Data
10	Mision Bautista Monte Carmelo - Chapel Hi	1187 Jack Bennett Rd Chapel Hill, NC 27517	4.39 mi	37	Insufficient Data
11	Mount Carmel - Chapel Hill	2016 Mount Carmel Church Rd Chapel Hill, NC 27517	4.47 mi	188	Insufficient Data
12	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	5.43 mi	293	Plateauing
13	Calvander Crossing Church - Durham	320 Dairyland Rd Chapel Hill, NC 27516	5.48 mi	13	Insufficient Data
14	Hanmaum - Durham	4626 Kristen Marie Ln Durham, NC 27713	5.60 mi	0	Insufficient Data
15	Berea - Durham	5011 Fayetteville Rd Durham, NC 27713	5.66 mi	60	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	5.98 mi	0	Insufficient Data
17	Lakewood - Durham	2100 Chapel Hill Rd Durham, NC 27707	6.34 mi	31	Declining
18	Greater Joy International Ministries	2000 Chapel Hill Rd Durham, NC 27707	6.41 mi	200	Insufficient Data
19	Parkwood - Durham	1515 Clermont Rd Durham, NC 27713	6.52 mi	34	Growing
20	Mount Hermon (Y) - Durham	4511 Old NC 10 Durham, NC 27705	6.95 mi	66	Plateauing
21	Immanuel - Durham	3610 Hillandale Rd Durham, NC 27705	6.95 mi	60	Plateauing
22	Lystra - Chapel Hill	686 Lystra Rd Chapel Hill, NC 27517	6.97 mi	0	Insufficient Data
23	Eagles Rise at Restoration	1306 Lystra Rd Chapel Hill, NC 27517	6.97 mi	0	Insufficient Data
24	Lowes Grove - Durham	4430 S Alston Ave Durham, NC 27713	7.18 mi	0	Insufficient Data
25	Bethel - Chapel	9326 Bethel Hickory Grove Rd Chapel Hill, NC 27516	7.52 mi	0	Insufficient Data
26	Grey Stone - Durham	2601 Hillsborough Rd Durham, NC 27705	7.52 mi	567	Growing
27	Sunrise - Cha	1315 New Hope Trce Chapel Hill, NC 27516	7.56 mi	120	Insufficient Data
28	Dayspring - Durham	922 9th St Durham, NC 27705	7.86 mi	124	Plateauing
29	Iglesia Cristiana Emanuel - Durham	2031 W Club Blvd Durham, NC 27705	8.08 mi	0	Insufficient Data
30	Journey - Durham	2031 W Club Blvd Durham, NC 27705	8.08 mi	33	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Durham First - Durham	414 Cleveland St Durham, NC 27701	8.13 mi	423	Plateauing
32	Angier Avenue - Durham	2101 Angier Ave Durham, NC 27703	8.59 mi	103	Growing
33	Grace - Durham	1004 N Mangum St Durham, NC 27701	8.67 mi	81	Growing
34	Guess Road - Durham	3102 Guess Rd Durham, NC 27705	8.84 mi	161	Plateauing
35	Mount Pisgah - Apex	1288 Mount Pisgah Church Rd Apex, NC 27523	8.84 mi	30	Declining
36	Antioch Baptist Church - Durham	1415 Holloway St Durham, NC 27703	9.09 mi	81	Plateauing
37	Great Faith - Durham	909 Camden Ave Durham, NC 27701	9.33 mi	30	Insufficient Data
38	Park View - Durham	2500 Acadia St Durham, NC 27704	9.40 mi	35	Declining
39	Lawrence Road - Hillsborough	1901 Lawrence Rd Hillsborough, NC 27278	9.41 mi	123	Insufficient Data
40	Lifezone Church Durham	4620 S Miami Blvd Durham, NC 27703	9.69 mi	0	Insufficient Data
41	Freedom Tabernacle	121 Hidden Springs Dr Durham, NC 27703	9.70 mi	0	Insufficient Data
42	Cedar Fork - Durham	5117 S Miami Blvd Durham, NC 27703	9.75 mi	34	Plateauing
43	Calvary - Durham	1204 Lynn Rd Durham, NC 27703	9.77 mi	106	Declining
44	Cheek Heights - Durham	826 N Hardee St Durham, NC 27703	9.93 mi	20	Plateauing
45	Bethesda - Durham	1914 S Miami Blvd Durham, NC 27703	9.99 mi	492	Declining

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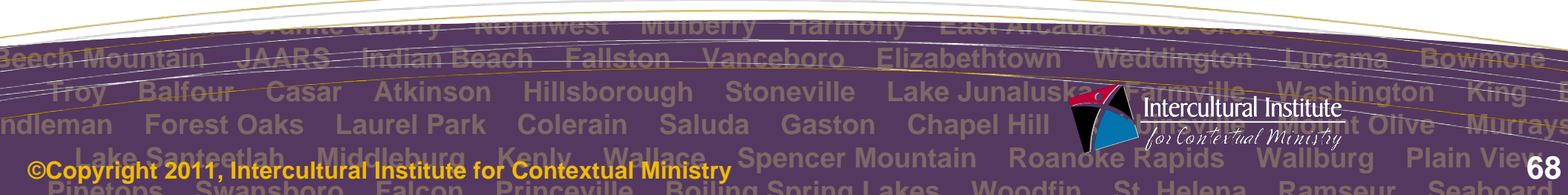
6 Wateroak Court
North Augusta, SC 29841

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