

# MissionSite

top unreached locations



RALEIGH, NC

CENSUS TRACT: 37183052602

REGION: Region 4: Triangle

COUNTY: Wake

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



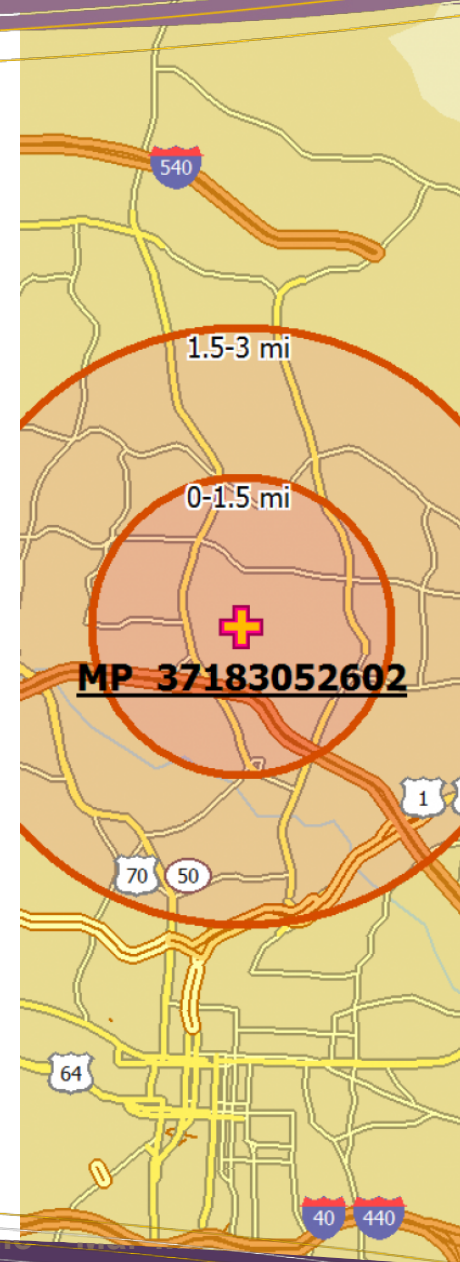
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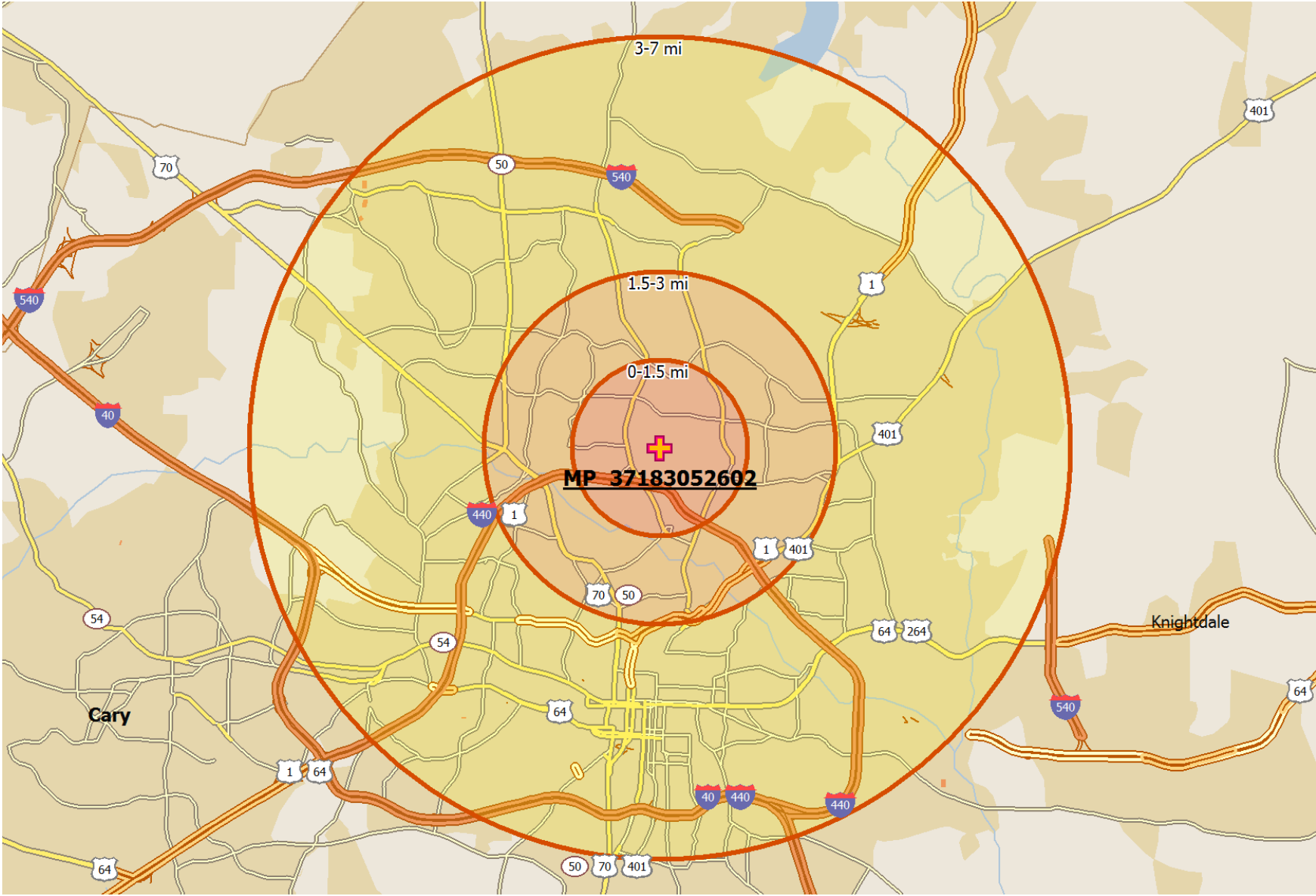
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37183	Wake
4	Zipcode	27609	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	M	100000-1000000-250000



# Site Location Summary - Map of the Site Location



Fremont Waynesville Salem Wallburg Rowland Elrod Lake Santeetlah Mount Gilead Roxboro Mint Hill  
Wrightsville Beach Wendell Oak City Vass Garner Cape Carteret Spring Lake Saratoga Rennert Jonesv  
Everetts Tar Heel James City La Grange Warsaw Butner Rutherfordton Vesta Elkin Polkton V  
Alnut Cove Spring Lake Altamahaw McFarlan Stanley Askewville Mayodan Northwest Bolivia Lewiston W  
Willing Spring Lakes Gibsonville Hightsville Beulaville Swannanoa Rosman Vann Crossroads Pumpkin Cent

# Site Location Summary - Urbanicity

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

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

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	23,553	61,465	292,864
2010 Households	9,424	26,301	107,913
2010 Group Quarters Population	21	487	18,251

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	62	68	54
Language Diversity National Index	65	60	59
Foreign Born Diversity National Index	58	57	63
Ancestry Diversity National Index	63	45	51
Racial Diversity National Index	62	73	62

# Site Location Summary - County Environment

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

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

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	5,894	62.54%
Mainstay Communities	Established, Diverse Households	1,081	11.47%
Working Communities	Blue-collar, Working Families	473	5.02%
Country Communities	Rural, Agri. & Mining Families	58	0.62%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,919	20.36%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	6,740	2.79%
Unreached %	71.13%	71.52%	100.55
Religious But NOT Evangelical HH	59,956	1,525	2.54%
Religious But NOT Evangelical %	17.62%	16.18%	91.83
Spiritual But NOT Relig or Evang HH	40,864	1,137	2.78%
Spiritual But NOT Relig or Evang %	12.01%	12.06%	100.45
Not Evangelical, Not Interested HH	141,348	4,078	2.88%
Not Evangelical, Not Interested %	41.55%	43.27%	104.15



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	160	9	5.63%
Active BCNC Attenders	28,074	2,325	8.28%
Active Evangelical Households	36,953	3,776	10.22%
Active Evangelical Percent	10.86%	10.57%	97.31
Inactive Evangelical Households	61,276	6,261	10.22%
Inactive Evangelical Percent	18.01%	17.53%	97.31
# New Churches Needed	10	9	87.63%



# 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.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Trinity - Raleigh	0.27 mi	930	Growing	16 Greystone - Raleigh	3.19 mi	369	Plateauing
2 Raleigh Arabic Baptist Church	0.27 mi	0	Insufficient Data	17 Pilot - Raleigh	3.36 mi	47	Plateauing
3 Journey - Raleigh	1.56 mi	0	Insufficient Data	18 New Hope - Raleigh	3.57 mi	446	Plateauing
4 Crabtree Valley - Raleigh	2.03 mi	90	Declining	19 Vietnamese Mission - Raleigh	3.57 mi	0	Insufficient Data
5 Emmanuel - Raleigh	2.24 mi	219	Declining	20 Glory to God Christian Fellowship - Raleigh	3.84 mi	87	Insufficient Data
6 Hayes Barton - Raleigh	2.32 mi	513	Plateauing	21 New Community Church - Raleigh	3.84 mi	130	Plateauing
7 Christ - Raleigh	2.55 mi	365	Insufficient Data	22 Mount Olivet - Raleigh	3.88 mi	61	Declining
8 Saint Johns - Raleigh	2.72 mi	82	Plateauing	23 Iglesia Bautista Nueva Esperanza - Raleigh	3.88 mi	0	Insufficient Data
9 Ridge Road - Raleigh	2.87 mi	126	Declining	24 Providence - Raleigh	3.90 mi	0	Insufficient Data
10 Creedmoor Road - Raleigh	3.03 mi	95	Plateauing	25 Forest Hills - Raleigh	4.05 mi	747	Declining
11 Fellowship Raleigh	3.07 mi	0	Insufficient Data	26 United African - Raleigh	4.05 mi	65	Insufficient Data
12 Temple - Raleigh	3.14 mi	191	Declining	27 The Revolution	4.08 mi	0	Insufficient Data
13 Mount Vernon - Raleigh	3.14 mi	749	Plateauing	28 Japanese Mission - Raleigh	4.22 mi	26	Insufficient Data
14 Raleigh Korean - Raleigh	3.14 mi	150	Insufficient Data	29 Raleigh First - Raleigh	4.22 mi	493	Plateauing
15 Iglesia Bautista Monte Olivo - Raleigh	3.17 mi	0	Insufficient Data	30 Vision International Church	4.30 mi	0	Insufficient Data

Fairview Bald Head Island Yanceyville Mooresboro Watha Weldon Franklin Micro Leggett Morganton  
 Cramerton Murphy Kernersville Cahaj's Mountain Turkey Stallings Norman Waynesville Seven Springs  
 Burgaw Silver Lake Fairplains Boiling Springs Sneads Ferry Webster Waxhaw Raeford  
 Devil Hills Winterville Brevard Parkton Cullowhee Brunswick Kirkland Ansonville Marshville Glen Raven



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

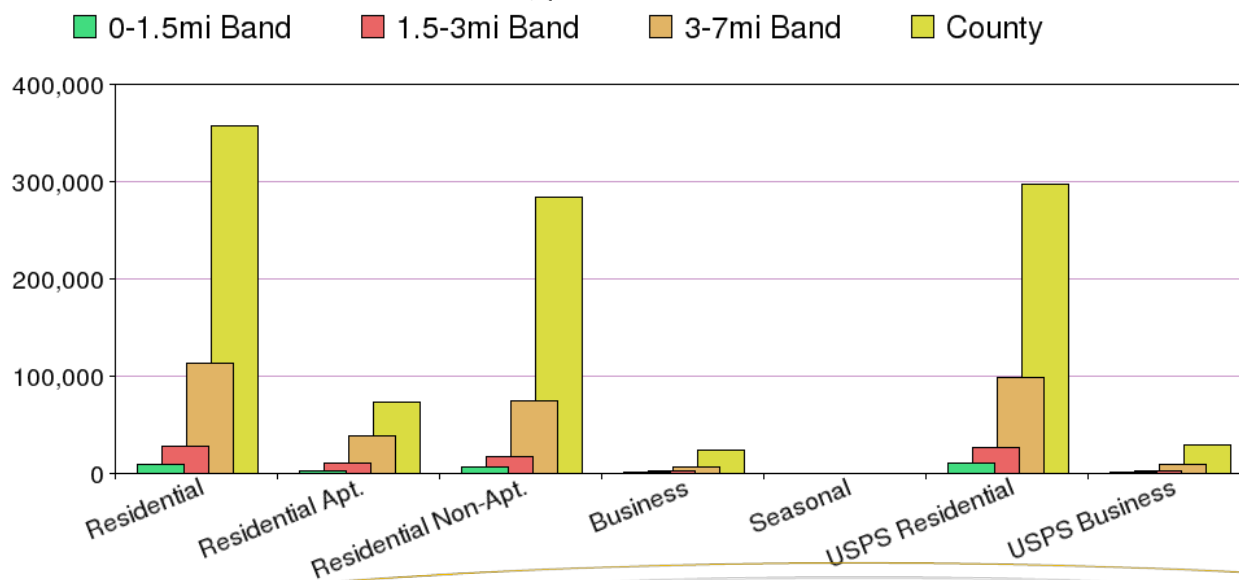
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	19,950	4.71%
2000 Population	627,846	21,066	3.36%
2010 Population	929,938	23,553	2.53%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	8,226	4.96%
2000 Households	242,040	8,826	3.65%
2010 Households	340,227	9,424	2.77%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	9,481
Residential Apt.	3,121
Residential Non-Apt.	6,360
Business	1,152
Seasonal	0
USPS Residential	10,125
USPS Business	1,238

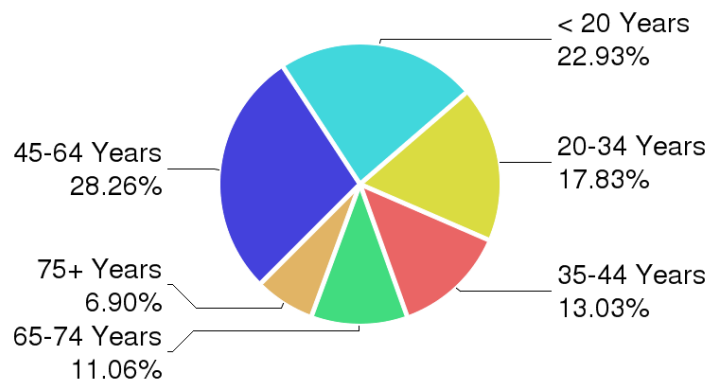
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	4.7%	78.46
4-5 Years	3.05%	2.25%	73.77
6-8 Years	4.59%	3.44%	74.95
9-11 Years	4.39%	3.43%	78.13
12-13 Years	2.83%	2.27%	80.21
14-17 Years	5.45%	4.62%	84.77
18-19 Years	2.64%	2.22%	84.09
0-5 Years	9.03%	6.95%	76.97
6-12 Years	10.39%	8.01%	77.09
13-19 Years	9.5%	7.97%	83.89
< 20 Years	28.92%	22.93%	79.29
20-34 Years	21.22%	17.83%	84.02
35-44 Years	16.2%	13.03%	80.43
45-64 Years	24.62%	28.26%	114.78
65-74 Years	5.28%	11.06%	209.47
75+ Years	3.75%	6.9%	184
Median Age	35	45	128.45
Median Age (Male)	34	43	125.62
Median Age (Female)	36	46	128.82

Age Group Percentages



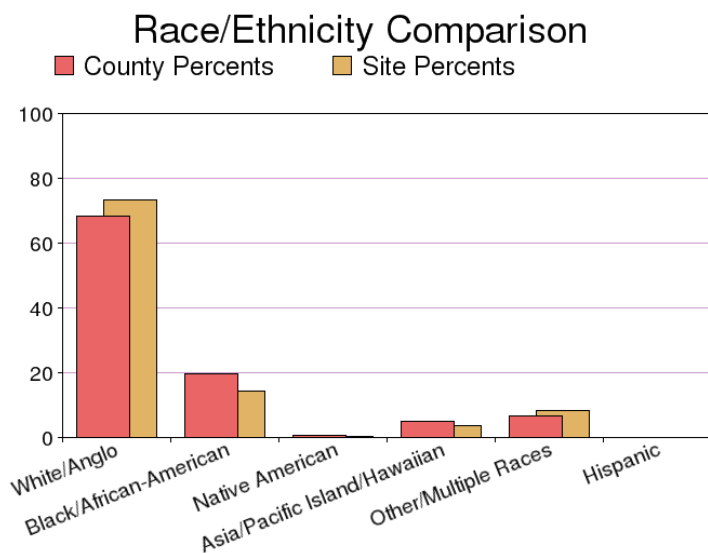


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	73.48%	107.62
Black, African-American	19.55%	14.29%	73.11
Native American	0.53%	0.36%	67.61
Asian	4.76%	3.48%	73.05
Pacific Island, Hawaiian	0.1%	0.16%	160.98
Other/Multiple Races	6.78%	8.23%	121.4
Hispanic	0%	16.11%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	601,887	16,817	
Less than 9th Grade	3.75%	3.73%	100.45
No High School Diploma	4.75%	3.59%	132.45
High School Graduate	18.57%	15.77%	117.76
Some College, no degree	17.49%	18.25%	95.84
Associate Degree	8.03%	6.78%	118.48
College Degree	31.01%	33.81%	91.72
Graduate/Prof. degree	16.39%	18.07%	90.72

# Current Demographic Summary

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

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

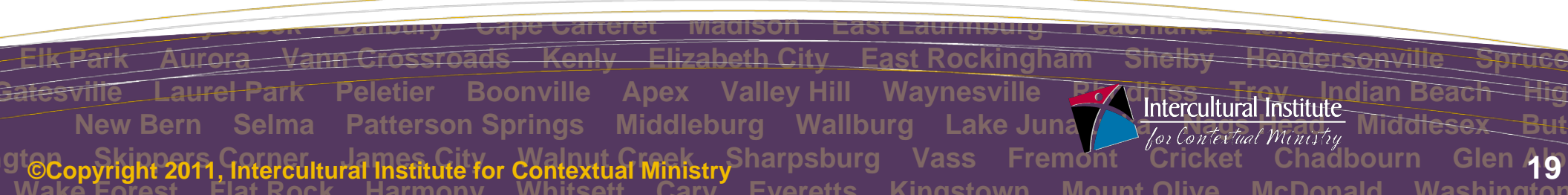
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.22%	2.82%	84.91
\$10,000 to \$19,999	7.43%	7.92%	106.55
\$20,000 to \$29,999	8.39%	9.96%	118.74
\$30,000 to \$49,999	18.44%	19.34%	104.88
\$50,000 to \$59,999	7.86%	7.95%	101.16
\$60,000 to \$69,999	7.2%	6.9%	95.8
\$70,000 to \$79,999	6.67%	6.24%	93.52
\$80,000 to \$89,999	5.72%	5.32%	92.99
\$90,000 to \$99,999	4.5%	4.09%	90.88
\$100,000 to \$124,999	10.47%	9.99%	95.37
\$125,000 to \$149,999	6.58%	5.4%	82.05
\$150,000 to \$199,999	6.77%	6.06%	89.44
\$200,000 to \$249,999	2.34%	2.58%	110.14
\$250,000 or more	3.41%	5.43%	159.31
Median Household	64,788	67,583	104.31
Average Household	86,936	103,172	118.68
Per Capita Household	32,484	41,282	127.08
Family/Non-Family Household Income			
Median Family Income	82,410	90,708	110.07
Average Family Income	106,198	127,434	120
Median Non-Family Income	41,592	42,260	101.61
Average Non-Family Income	51,440	56,872	110.56

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	64.82%	62.19%	95.94
Families with Children	35.7%	27.29%	76.45
Families without Children	29.13%	34.9%	119.82
<b>Non-Family Households</b>			
% Non-Family Households	35.18%	37.81%	107.48
Non-Families with Children	0.15	0.18	121.77
Non-Families without Children	35.03	37.63	107.42
<b>Housing Units</b>			
			Index
Total Housing Units	371,722	10,050	
Vacant percent	8.47%	6.23%	73.52
Owned percent	61.04%	59.78%	97.94%
Rented Percent	30.49%	33.98%	111.45
<b>Households by Size</b>			
			Index
Avg household size	2.67	2.50	93.63
Avg family hh size	3.41	3.20	93.84
Avg non-family hh size	1.31	1.34	102.29
<b>Households By Count of Persons</b>			
			Percent
One	99,248	3,095	3.12%
Two	86,994	2,734	3.14%
Three or Four	115,039	2,603	2.26%
Five+	38,946	992	2.55%



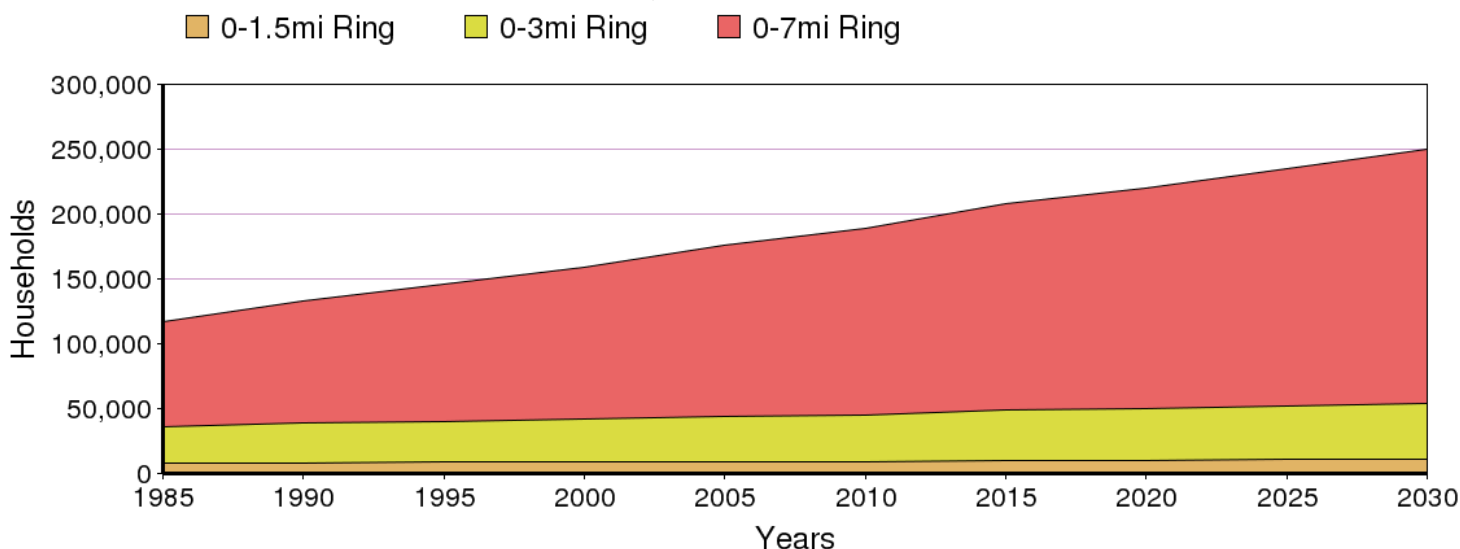
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	19,950	4.71%
2000 Population	627,846	21,066	3.36%
2010 Population	929,938	23,553	2.53%
2015 Population	1,093,517	26,107	2.39%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	8,226	4.96%
2000 Households	242,040	8,826	3.65%
2010 Households	340,227	9,424	2.77%
2015 Households	388,249	10,118	2.61%

Household Change from 1985 to 2030



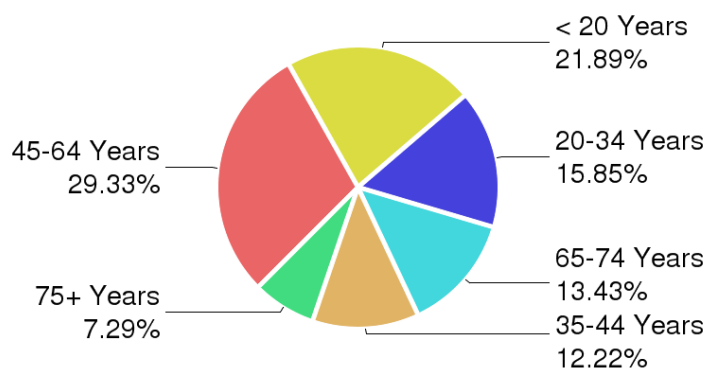
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.7%	4.19%	89.15
4-5 Years	2.25%	2.05%	91.11
6-8 Years	3.44%	3.17%	92.15
9-11 Years	3.43%	3.36%	97.96
12-13 Years	2.27%	2.29%	100.88
14-17 Years	4.62%	4.53%	98.05
18-19 Years	2.22%	2.29%	103.15
0-5 Years	6.95%	6.24%	89.78
6-12 Years	8.01%	7.67%	95.76
13-19 Years	7.97%	7.98%	100.13
< 20 Years	22.93%	21.89%	95.46
20-34 Years	17.83%	15.85%	88.9
35-44 Years	13.03%	12.22%	93.78
45-64 Years	28.26%	29.33%	103.79
65-74 Years	11.06%	13.43%	121.43
75+ Years	6.9%	7.29%	105.65
Median Age	35	47	135.44
Median Age (Male)	34	45	132.33
Median Age (Female)	36	48	135.74

Projected Age Group Percentages



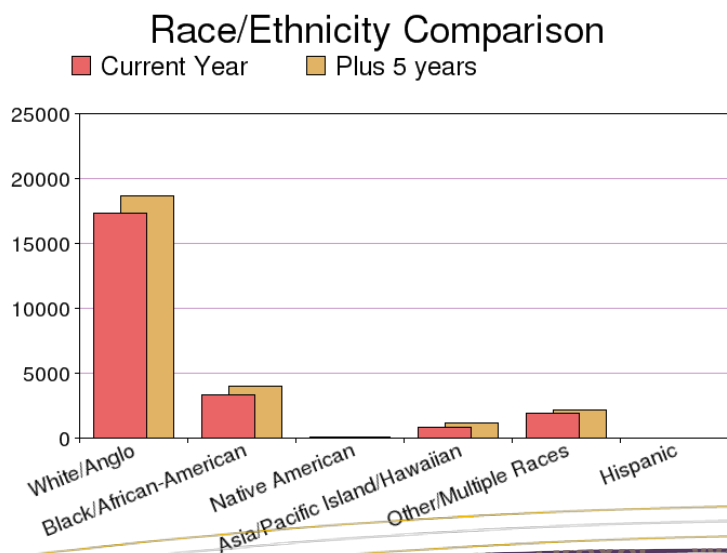
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	73.48%	71.42%	97.2
Black, African-American	14.29%	15.41%	107.85
Native American	0.36%	0.43%	119.94
Asian	3.48%	4.15%	119.3
Pacific Island, Hawaiian	0.16%	0.16%	102.09
Other/Multiple Races	8.23%	8.42%	102.27
Hispanic	0%	0%	0

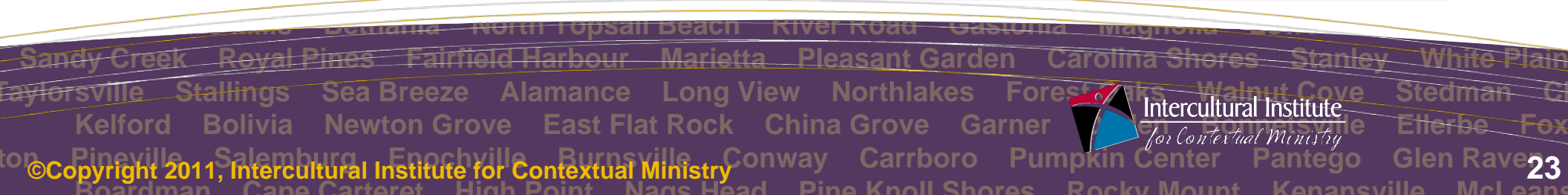
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	16,817	18,912	
Less than 9th Grade	3.73%	3.53%	94.59
No High School Diploma	3.59%	2.98%	83.17
High School Graduate	15.77%	16.07%	101.93
Some College, no degree	18.25%	17.1%	93.7
Associate Degree	6.78%	6.99%	103.12
College Degree	33.81%	34.29%	101.42
Graduate/Prof. degree	18.07%	19.03%	105.31



# 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
<b>Household Income</b>			
< \$10,000	2.82%	2.57%	91.04
\$10,000 to \$19,999	7.92%	7.68%	97.01
\$20,000 to \$29,999	9.96%	9.14%	91.75
\$30,000 to \$49,999	19.34%	18.09%	93.5
\$50,000 to \$59,999	7.95%	7.48%	94.14
\$60,000 to \$69,999	6.9%	6.34%	91.85
\$70,000 to \$79,999	6.24%	6.54%	101.06
\$80,000 to \$89,999	5.32%	5.39%	97.23
\$90,000 to \$99,999	4.09%	3.99%	97.74
\$100,000 to \$249,999	9.99%	10.65%	106.7
\$125,000 to \$149,999	5.4%	6.06%	112.17
\$150,000 to \$199,999	6.06%	7.04%	116.14
\$200,000 to \$249,999	2.58%	2.86%	110.77
\$250,000 or more	5.43%	6.09%	112.06
Median Household	67,583	73,454	108.69
Average Household	103,172	112,905	109.43
Per Capita Household	41,282	43,758	106
<b>Family/Non-Family Household Income</b>			
Median Family Income	90,708	97,758	107.77
Average Family Income	127,434	141,615	111.13
Median Non-Family Income	42,260	44,678	105.72
Average Non-Family Income	56,872	59,977	105.46



# 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
<b>Family Households</b>			
% Family Households	62.19%	61.64%	99.12
Families with Children	27.29	27.08	99.22
Families without Children	34.9	36.22	103.79
<b>Non-Family Households</b>			
% Non-Family Households	37.81%	38.36%	101.45
Non-Families with Children	0.18	0.11	101.45
Non-Families without Children	37.63	38.25	101.65
<b>Housing Units</b>			
Total Housing Units	10,050	10,792	107.38%
Vacant percent	6.23%	6.25%	100.27
Owned percent	59.78%	60.08%	100.5
Rented Percent	33.98%	33.67%	99.1
<b>Households by Size</b>			
Avg household size	2.50	2.58	103.2%
Avg family hh size	3.20	3.36	105%
Avg non-family hh size	1.34	1.31	97.76%
<b>Households By Count of Persons</b>			
One	3,095	3,487	112.67%
Two	2,734	2,482	90.78%
Three or Four	2,603	2,920	112.18%
Five+	992	1,229	123.89%



# Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	3,209	5,508	23,417
Northern Europe	187	276	980
Western Europe	82	242	796
Southern Europe	18	47	158
Eastern Europe	152	255	935
Other Europe	0	0	0
Eastern Asia	165	340	2,270
So. Central Asia	173	385	2,212
SE Asia	105	519	1,541
Western Asia	100	251	783
Other Asia	5	58	124

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	66	90	469
Middle Africa	77	77	191
Northern Africa	89	99	302
Southern Africa	40	61	98
Western Africa	255	302	892
Other Africa	8	81	160
Oceania	7	26	95
Caribbean	50	254	989
Central Amer.	1,424	1,846	8,225
South America	119	178	1,028
North America	87	121	1,169
Born at sea	0	0	0

# Language Summary

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

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
English only	15,888	38,980	176,058
Spanish	1,884	3,164	14,053
Other Indo-Euro language	722	1,435	6,659
French (incl. Patois, Cajun)	235	394	1,657
French Creole	0	48	226
Italian	16	51	276
Portuguese	24	18	206
German	60	152	684
Yiddish	0	11	31
Other West Germanic	36	20	132
A Scandinavian Language	46	54	246
Greek	28	100	158
Russian	35	90	326
Polish	25	35	347
Serbo-Croatian	19	10	29
Other Slavic Language	16	66	243
Armenian	0	0	0
Persian	58	140	345
Gujarathi	1	23	452
Hindi	77	43	541
Urdu	0	0	318

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Other Indo-Euro	18	67	101
Asian/PI languages	0	0	0
Chinese	130	239	1,500
Japanese	9	35	321
Korean	18	105	895
Mon-Khmer, Cambodian	0	42	91
Miao, Hmong	0	0	30
Thai	20	24	100
Laotian	32	82	44
Vietnamese	28	320	845
Other Asian	22	42	646
Tagalog	39	76	231
Other Pacific Is	0	27	80
Other languages	421	896	2,661
Navajo	0	0	0
Other Native N. American	0	0	31
Hungarian	11	10	35
Arabic	151	518	1,356
Hebrew	11	6	118
African languages	191	344	1,092
Other unspecified	57	18	29

# 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	16,842	40,505	175,874
Arab	157	564	1,609
Armenian	0	5	43
Austrian	16	67	218
British	103	460	1,697
Canadian	41	117	559
Croatian	0	22	105
Czech	22	58	258
Czechoslovak	21	45	237
Danish	42	144	527
Dutch	102	291	1,243
English	2,378	6,594	19,286
European	315	778	2,495
Finnish	103	31	153
French (not Basque)	414	705	2,716
French Canadian	43	194	923
German	1,707	3,900	15,089
Greek	60	188	674
Hungarian	48	90	390
Iranian	25	64	316

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,220	2,800	11,967
Italian	540	1,219	6,698
Lithuanian	0	25	218
Norwegian	186	215	1,149
Polish	303	467	2,957
Portuguese	4	4	306
Romanian	6	13	168
Russian	178	253	1,197
Scandinavian	14	33	145
Scotch-Irish	768	1,759	5,623
Scottish	563	1,322	4,029
Slovak	33	62	233
Subsaharan African	521	676	3,429
Swedish	145	281	1,263
Swiss	7	77	317
Ukrainian	51	67	526
US/American	1,465	3,785	13,472
Welsh	130	294	812
West Indian	58	204	931
Yugoslavian	20	20	61
Other	5,033	12,612	71,837

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

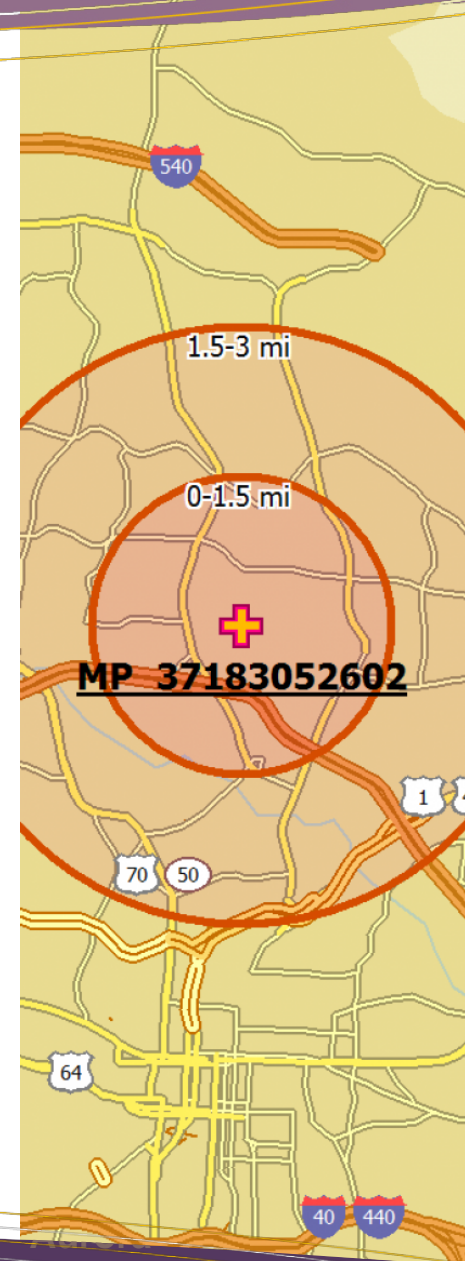
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,424	100%	7,311	100%
<b>AFFLUENT SUBURBIA</b>	1,463	15.52%	1,059	14.49%
America's Wealthiest	254	2.7%	204	2.79%
Dream Weavers	160	1.7%	114	1.56%
White Collar Suburbia	28	0.3%	23	0.31%
Upscale Suburbia	80	0.85%	67	0.92%
Enterprising Couples	0	0%	0	0%
Small Town Success	910	9.66%	630	8.62%
New Suburbia Fam.	31	0.33%	21	0.29%
<b>UPSCALE AMERICA</b>	4,431	47.02%	3,080	42.13%
Status Conscious Consumers	317	3.36%	222	3.04%
Affluent Urban Professionals	284	3.01%	229	3.13%
Urban Commuter Fam.	3,137	33.29%	2,106	28.81%
Solid Suburban Mix	135	1.43%	104	1.42%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	558	5.92%	419	5.73%
<b>SM TWN SUCCESS</b>	496	5.26%	768	10.5%
Successful Urban Sprawl	303	3.22%	419	5.73%
2nd City Homebodies	0	0%	215	2.94%
Prime Middle America	14	0.15%	0	0%
Urban Optimists	0	0%	10	0.14%
Family Convenience	179	1.9%	0	0%
Mid-Market Enterprise	0	0%	124	1.7%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,424	100%	7,311	100%
<b>BLUE COLLAR BACKBONE</b>	119	1.26%	84	1.15%
Nuevo Hispanic Fam.	119	1.26%	84	1.15%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	585	6.21%	465	6.36%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	64	0.68%	46	0.63%
Urban Advancement	22	0.23%	15	0.21%
Amer. Great Outdoors	0	0%	0	0%
Mature America	499	5.29%	404	5.53%
<b>METRO FRINGE</b>	354	3.76%	241	3.3%
Steadfast Conservative	219	2.32%	150	2.05%
Moderate Conventionalists	135	1.43%	91	1.24%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	9,424	100%	7,311	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	1,919	20.36%	1,428	19.53%
Young Cosmopolitans	778	8.26%	609	8.33%
Minority Metro Communities	321	3.41%	238	3.26%
Stable Careers	596	6.32%	430	5.88%
Aspiring Hispania	224	2.38%	151	2.07%
RURAL VILLAGES & FARMS	58	0.62%	186	2.54%
Aspiring Hispania	0	0%	151	2.07%
Industrious Country Living	0	0%	0	0%
America's Farmland	58	0.62%	0	0%
Comfy Country Living	0	0%	35	0.48%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,424	100%	7,311	100%
<b>STRUGGLING SOCIETIES</b>	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



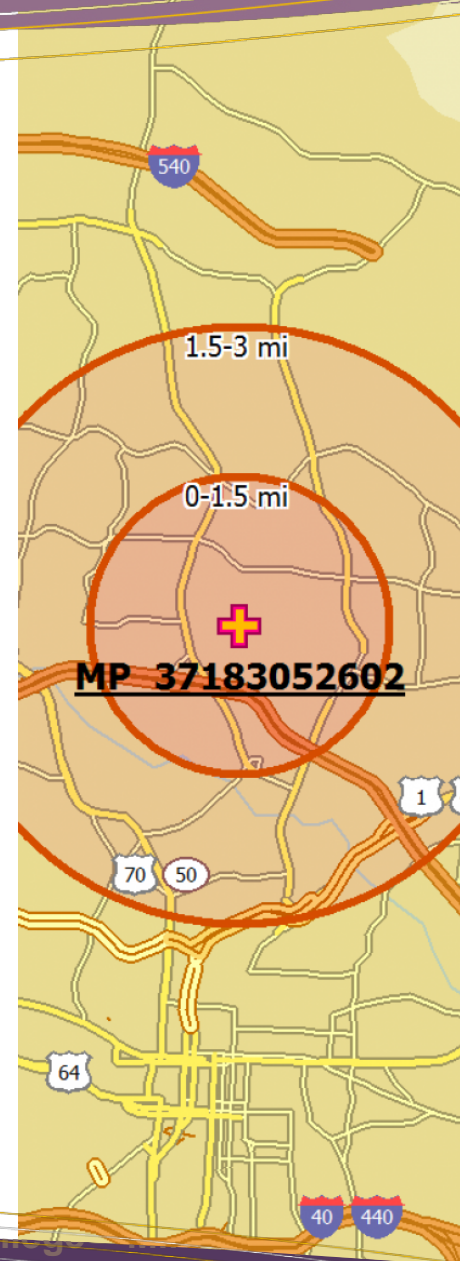
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	82%	81%	80%
Use Comp. for Internet/E-mail	69%	67%	65%
Internet Use: E-Mail	59%	59%	57%
Use Comp. for Word Processing	48%	47%	44%
Use Comp. for Comp. Games	42%	40%	39%
Use Comp. for Shopping	42%	41%	39%
Use Comp. for Banking	39%	39%	38%
Use Comp. for Digital Camera Photo Editing	38%	37%	36%
Use Comp. for Education	36%	35%	34%
Internet Use: News/ Weather	35%	35%	33%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	33%	33%	32%
Internet Use: Banking	32%	32%	32%
Use Comp. for News/Info./Data Service	29%	30%	29%
PC-Network-HH Has One	24%	23%	24%
Use Comp. for Personal Financial Mngmnt	19%	19%	19%
Internet Use: Shopping: Gathered Info. for Shopping	17%	18%	17%
Use Comp. for Accounting	17%	17%	17%
Internet Use: Shopping: Made A Purchase	16%	16%	15%
Internet Use: Research/ Education	15%	16%	15%
Internet Use: Travel Reservations	15%	15%	14%

# 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%	70%	70%
Dining Out (Not Fast Food)	65%	63%	61%
Reading Books	60%	59%	59%
Go To A Beach/Lake	43%	42%	39%
Card Games	42%	41%	42%
Cooking for Fun	40%	41%	40%
Gardening	34%	32%	31%
Board Games	33%	32%	32%
Visit Museum	27%	27%	26%
Going To	24%	24%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	68%	66%	66%
Gen./Fam. Practitioner	42%	40%	39%
Dentist	34%	33%	32%
Eye Dr.	23%	22%	21%
None Of These	21%	21%	22%
Backache	21%	21%	21%
High Cholesterol	19%	18%	18%
Hypertension/High Blood Pressure	19%	18%	18%
Any Arthritis	14%	13%	13%
Acid Reflux Disease (GERD)	14%	12%	13%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	35.62%	35.09%	34.59%
Live Theater	28.52%	27.83%	26.35%
Live Theater Most Often	23.87%	22.83%	21.17%
Rock/Pop Concerts Most Often	20.31%	19.59%	19.67%
Dance Performance	11.69%	11.66%	11.61%
Comedy Club	10.57%	10.65%	10.81%
Movies: Comedy	42.62%	43%	42.17%
Movies: Action/Adventure	40.87%	41.71%	41.16%
Movies: Drama	24.16%	25.07%	24.72%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	23.08%	23.27%	22.97%
Movies: Fam.	19.24%	19.6%	20.2%
Movies: Mystery	18.42%	18.87%	19.28%
MLB Baseball Reg. Season	11.85%	11.96%	10.76%
NFL Football Reg. Season	9.09%	9.15%	8.6%
College Football Reg. Season	8.15%	7.98%	7.92%
NBA Basketball Reg. Season	5.61%	5.51%	5.3%
College Basketball Reg. Season	5.39%	5.56%	6.14%
NHL Hockey Reg. Season	4.69%	4.72%	4.44%

# 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	45.61%	44.88%	43.98%
Swimming	37.02%	35.65%	34.38%
Bowling	22.06%	22.06%	22.63%
Weight Training	21.01%	20.89%	20.25%
Billiards/Pool	19.8%	19.45%	20.57%
Using Cardio Machine	19.21%	18.84%	18.24%
Jogging/Running	18.3%	18.77%	19.69%
Golf	17.69%	15.96%	15.91%
Stationary Cycling	15.15%	14.8%	13.95%
Mountain/Road Biking	14.91%	14.07%	13.98%
Camping Trips	14.91%	13.48%	11.92%
Basketball	14.27%	14.37%	16.45%
Freshwater Fishing	13.73%	13.11%	13.09%
Backpacking/Hiking	12.89%	12.44%	11.34%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	12.6%	12.58%	12.56%
Baseball	10.71%	10.44%	11.19%
Tennis	9.69%	9.73%	9.92%
Yoga	9.66%	9.74%	9.17%
Power Boating	9.14%	7.6%	7.3%
Football	8.89%	8.7%	10.62%
Soccer	8.49%	8.77%	9.12%
Canoeing/Kayaking	8.37%	7.33%	6.37%
Volleyball	8.05%	7.39%	7.86%
Softball	7.92%	7.47%	7.7%
Saltwater Fishing	7.4%	6.86%	6.88%
Target Shooting	7.38%	6.42%	6.48%
Hunting	6.75%	5.95%	5.7%
Downhill & X-Country	6.41%	6.15%	5.75%
Skiing			

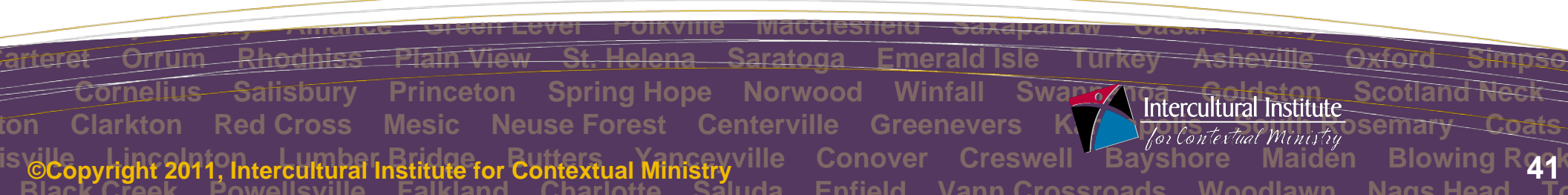


# Potential Cultural Bridges

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](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snorkeling	6.38%	5.66%	5.56%
Motorcycling	6.17%	5.1%	4.8%
Ice Skating	5.91%	5.59%	5.97%
Jet Skiing	5.91%	4.87%	5.05%
Roller Skating	5.71%	5.56%	6.1%
Horseback Riding	5.53%	5.31%	5.13%
Water Skiing	5.16%	4.48%	4.57%
Snowboarding	4.52%	3.9%	3.68%
Rock Climbing	4.41%	4%	4.01%
Martial Arts	4.29%	4.28%	4.09%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	4.26%	4.12%	4.19%
Hockey	4.25%	3.72%	3.63%
Sailing	4.15%	3.78%	3.69%
Fly Fishing	4.01%	3.62%	3.6%
Snowmobiling	3.89%	3.02%	2.91%
Archery	3.81%	3.24%	2.94%
Rowing	3.47%	2.94%	2.63%
Surfing & Windsurfing	3.46%	3%	2.99%
Skateboarding	3.45%	2.91%	2.9%
Auto Racing	2.76%	2.41%	2.7%



## Potential Cultural Barriers -- Introduction (part 1)

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

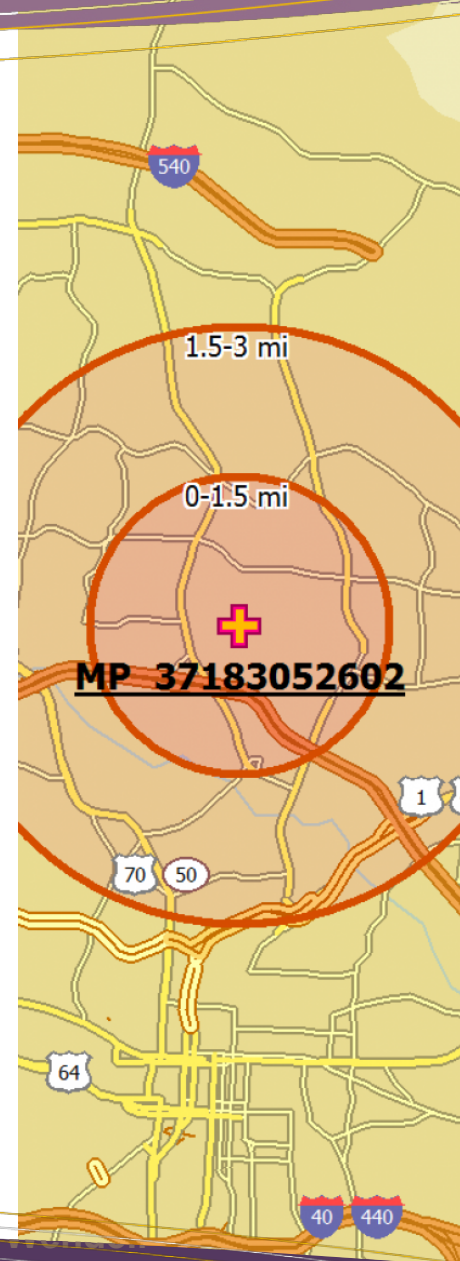
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

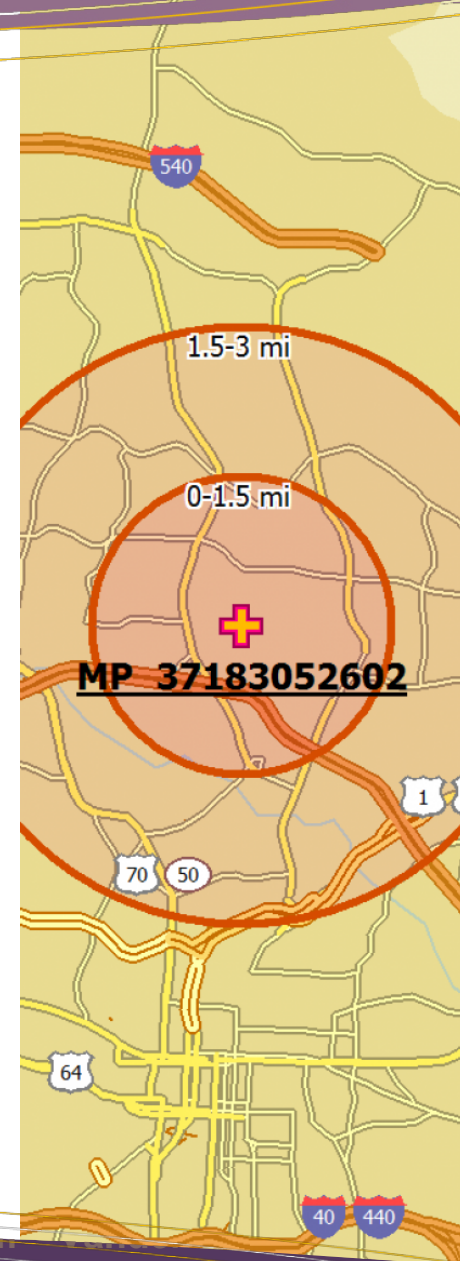
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

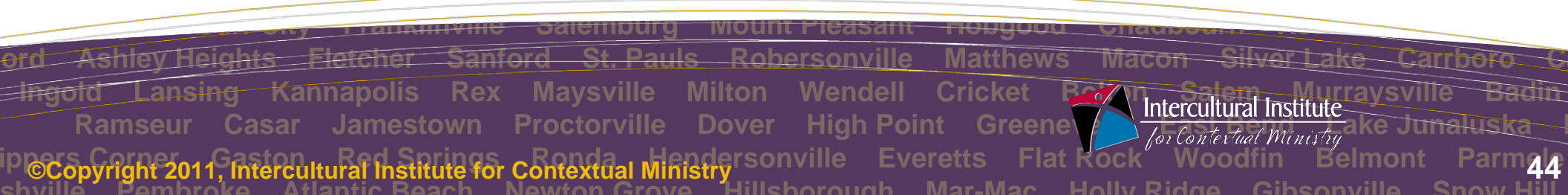


# Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	50%	50%
Prefer To Have Few Possessions As Possible	46%	45%	42%
Find It Difficult To Say No To My Kids	37%	38%	38%
Speak My Mind Even If It Upsets People	34%	35%	35%
Woman's Place Is In The Home	33%	33%	32%
If Won Lottery Would Never Work Again	33%	33%	31%
Friends More Important Than My Fam.	32%	31%	29%
Like Control Over People And Resources	30%	32%	32%
Don't Judge People/Way They Live Life	29%	30%	29%
Like To Do Unconventional Things	27%	25%	25%
Money Is Best Measure Of Success	27%	27%	26%
Marijuana Should Be Legalized	22%	22%	22%

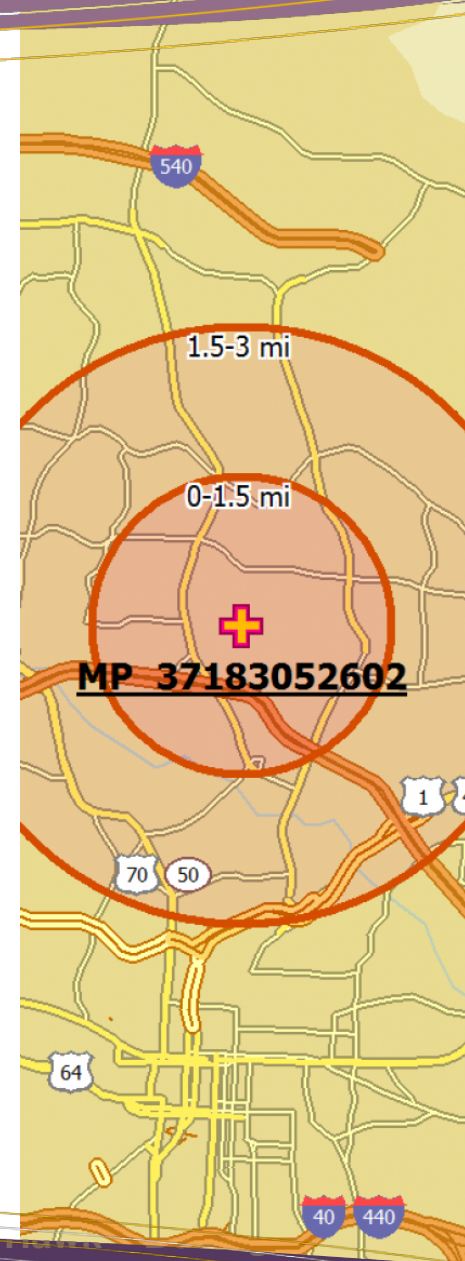
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	21%	22%	20%
Like to Stand Out In A Crowd	19%	20%	20%
Too Much Sponsorship In Arts/Sports	19%	20%	21%
Happy With My Standard Of Living	17%	18%	17%
I Am A Workaholic	17%	19%	20%
Rarely Sit Down to a Meal Together At Home	16%	15%	16%
We Should Strive for Equality for All	13%	14%	15%
Only Work Current Job for The Money	13%	14%	13%
On Whole People Get What They Deserve	11%	12%	12%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	8%	7%
I Am A Perfectionist	7%	8%	9%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

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

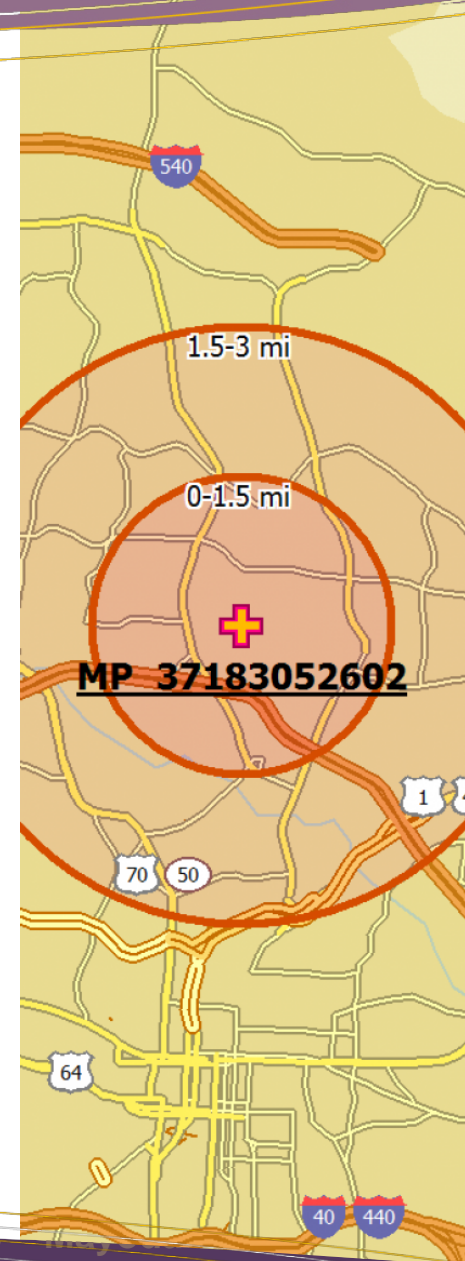
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	67%	67%	66%
You Should Seize Opportunities In Life	58%	59%	58%
Prefer To Have Few Possessions As Possible	46%	45%	42%
Like To Understand About Nature	39%	40%	40%
Important Feel Respected By My Peers	34%	35%	34%
Prefer Work Part Of Team Than Alone	32%	32%	33%
Important To Juggle Various Tasks	29%	30%	30%
Have Keen Sense Of Adventure	27%	28%	28%
Like To Just Enjoy Life	27%	27%	25%
Good At Fixing Things	26%	27%	28%
People Have To Take Me As They Find Me	26%	27%	26%
Worried About Pollution Caused By Cars	22%	24%	25%

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%	17%	18%
Is An Important Part Of Who I Am	16%	17%	15%
Try Not To Worry About The Future	14%	15%	15%
Looking for New Ideas To Improve Home	14%	14%	15%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	9%	10%	13%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	5%	5%	5%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	4%	4%



## Potential Shared Places

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

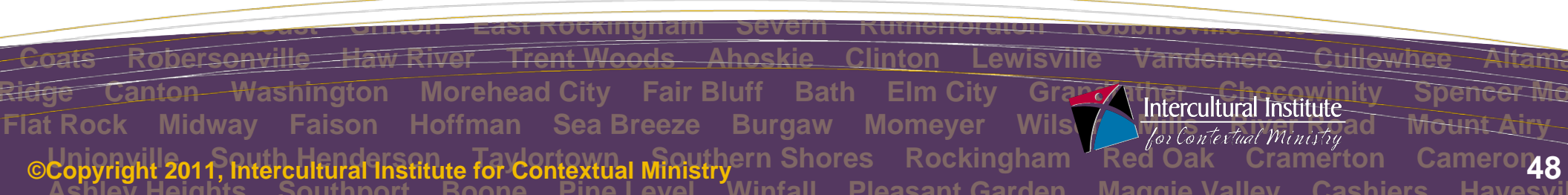


# Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	83.15%	81.93%	81.07%
Fast Food/Drive-In Restaurant-Visit Any	82.72%	82.6%	82.6%
McDonald's	52.74%	53.06%	53.81%
Burger King	34.97%	35.17%	34.25%
Applebee's	29.43%	28.32%	28.82%
Subway	29.17%	28.2%	28.81%
Wendy's	29.02%	28.21%	29.09%
Taco Bell	27.85%	26.73%	26.13%
Kentucky Fried Chicken (KFC)	23.56%	23.86%	26.21%
Olive Garden	22.75%	21.58%	21.25%
Arby's	20.48%	19.43%	19.99%
Pizza Hut	18.6%	18.67%	19.43%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Outback Steakhouse	18%	17.17%	16.2%
Starbucks	16.58%	17.63%	17.84%
Red Lobster	15.29%	15.41%	16.14%
Chili's Grill and Bar	15.11%	15.43%	16.26%
Dairy Queen	15.07%	13.64%	13.61%
TGI Friday's	14.88%	15.48%	15.78%
IHOP (International House Of Pancakes)	14.05%	14.77%	15.29%
Dunkin' Donuts	13.62%	13.41%	12.54%
Cracker Barrel	13.37%	12.31%	13.15%
Quiznos Sub	13.36%	12.43%	12.45%
Domino's Pizza	13.05%	13.94%	14.63%
Denny's	12.61%	12.31%	11.87%



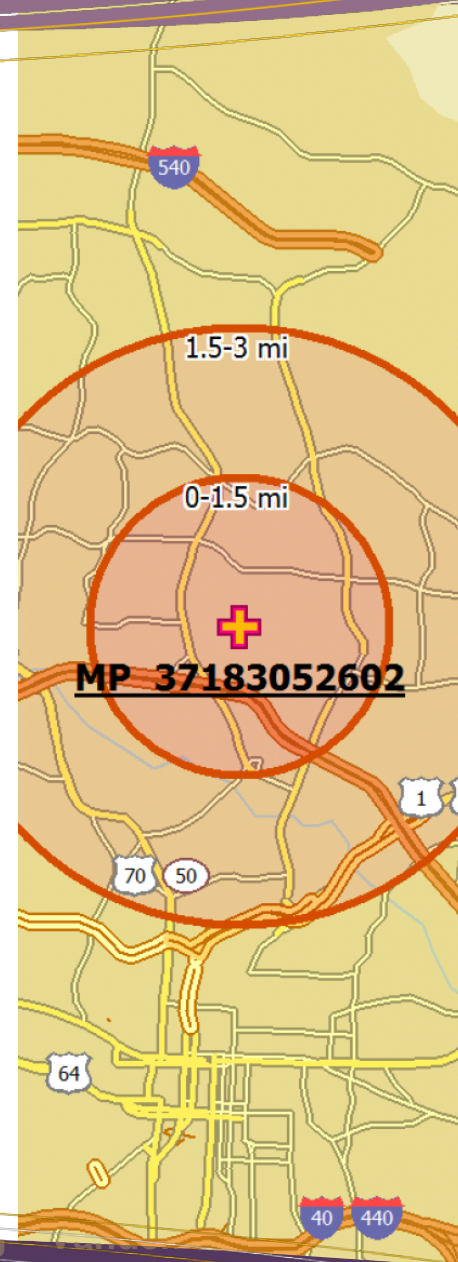


## Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



# Potential Shared Projects

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

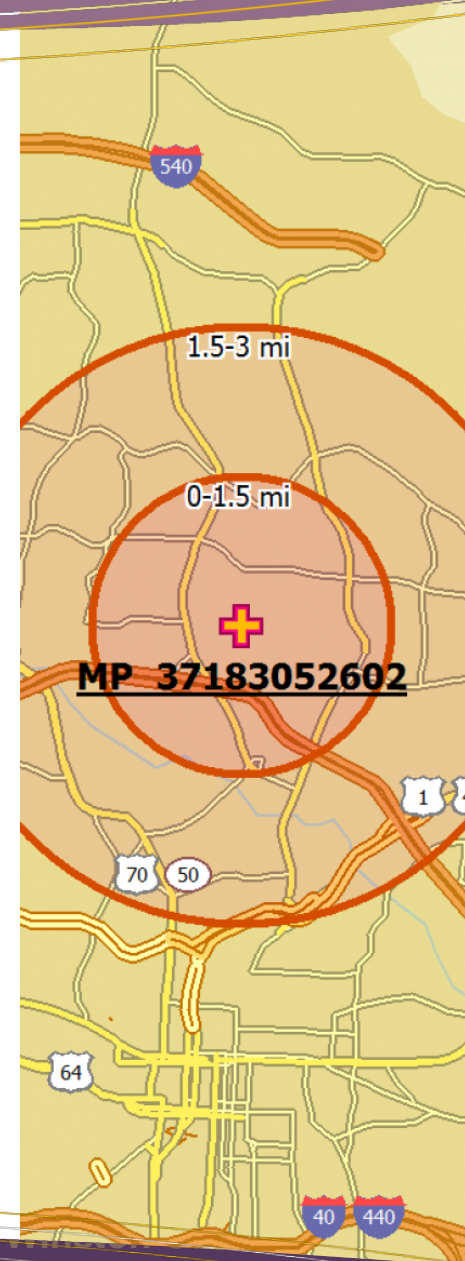
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	53.25%	50.47%	48.25%
Recycled products	43.17%	41.33%	38.28%
Worked as volunteer (non political)	21.28%	19.78%	18.43%
Engaged in fund raising	12.75%	12.37%	12.02%
Religious club member	7.91%	7.77%	7.98%
Wrote to elected offcl about publ bus	7.79%	7.43%	6.76%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	6.67%	6.43%	6.13%
Charitable Organization	6.45%	6.48%	6.09%
Took active part in local civic issue	6.24%	6.01%	5.78%
Union member	5.82%	5.54%	5.26%
Addressed a public meeting	5.7%	5.48%	5.35%
Fraternal order member	5.3%	4.7%	4.4%

## 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.



Ocracoke Cleveland Princeton Mebane Seagrove Kings Grant Connelly Springs Midway Rosman Wat...  
Badin Lake Park Valdese Brogden Wallace Mooresboro Lexington Bear Creek Statesville Rose Hill E...  
Whiteville Hayesville Grover Ansonville Dallas Stokesdale Thomas...  
Barker Ten Mile Blowing Rock Mars Hill Skippers Corner Castle Hayne Saratoga Proctorville Found...  
geton Cerro Gordo Bethlehem Landis Norlina Middlesex Rockfish Lumber Bridge Seven Devils Maysvill...

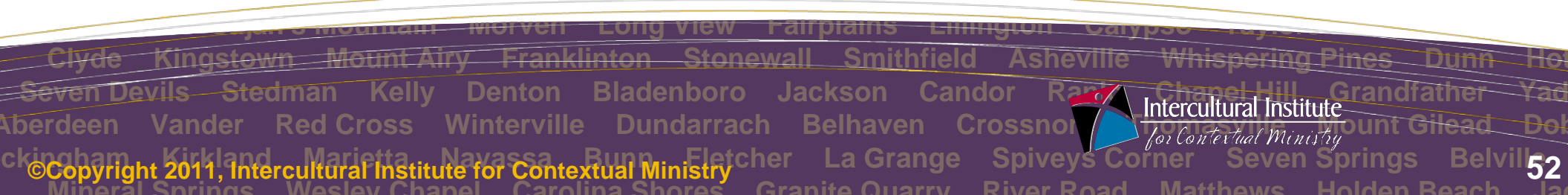
# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	21.91%	21.75%	20.38%
Children's Books	14.85%	14.51%	14.43%
Mystery	14.49%	13.92%	13.01%
Cookbooks	12.61%	11.98%	11.08%
Biography	8.91%	8.84%	8.16%
Personal/Business	8.83%	8.82%	8.72%
Self-help			
History	8.73%	8.83%	8.11%
Religious (not Bibles)	8.49%	8.56%	9.12%
Romance	7.34%	6.87%	6.92%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	73.47%	71.59%	70.04%
Distributed			
Gen. Editorial	49.52%	49.9%	50.05%
Womens	42.45%	43.03%	45.09%
Service	36.97%	35.96%	35.02%
Business/Finance	23.06%	23.11%	22.98%
Mens	19.39%	20.2%	20.42%
Sports	17.04%	17.14%	17.36%
Mature Market	14.43%	12.89%	11.95%
Health	13.31%	13.31%	13.49%



# Potential Print & Audio Media Content:

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

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	59.58%	57.2%	55.42%
Business/Finance	35.82%	34.44%	32.67%
Sport	34.12%	33.6%	33.04%
Editorial Page	32.87%	31.07%	29.54%
Movie Listings & Reviews	29.54%	28.82%	28.13%
Classified	29.39%	29.04%	30.27%
Food/Cooking	28.42%	27.04%	25.96%
Comics	28.29%	26.73%	25.85%
TV/Radio Listings	25.67%	24.31%	23.01%
Travel	24.43%	23.5%	22.62%
Home/Gardening	23.86%	23%	21.96%
Science/Technology	21.45%	20.43%	19.64%
Fashion	15.88%	16.24%	16.15%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	19.68%	19.18%	17.69%
CHR Contemp Hit Radio	18.03%	19.48%	19.41%
News/Talk	17.93%	16.23%	14.14%
Country	16.07%	14.27%	14.17%
Alternative	13.55%	12.88%	11.65%
Rock	13.36%	12.39%	11.16%
Oldies	12.65%	12.03%	10.96%
Classic Rock	11.64%	10.67%	9.53%
Urban Contemporary	11.12%	14.53%	19.69%
Variety	10.42%	10.95%	10.59%
All News	8.33%	9.3%	8.27%
Soft Contemporary	7.93%	7.7%	7.46%
Religious	6.74%	6.38%	6.16%
Jazz	6.22%	6.76%	7.96%
Classical	6.11%	5.89%	5.04%
Sports	6%	5.92%	5.54%
All Talk	5.69%	5.88%	5.24%
Classic Hits	4.6%	4.28%	3.79%



# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	66.48%	65.8%	65.56%
Soapnet	54.07%	53.7%	52.27%
Satellite Dish	53.97%	52.61%	51.55%
Comedy Central	42.34%	41.98%	39.66%
Other Video-On-Demand	39.86%	39.28%	40.54%
Sci-Fi Channel	37.92%	37.76%	36.8%
MSNBC	33.62%	33.09%	33.17%
Adult Pay Per View TV	33.6%	31.46%	30.2%
ABC Fam.	31.73%	32.22%	30.8%
TV Info From Sunday TV Magazine	31.58%	31.42%	29.72%
ESPN Classic	31.08%	31.45%	29.27%
Subscribe Digital Cable	30.42%	30.26%	30.7%

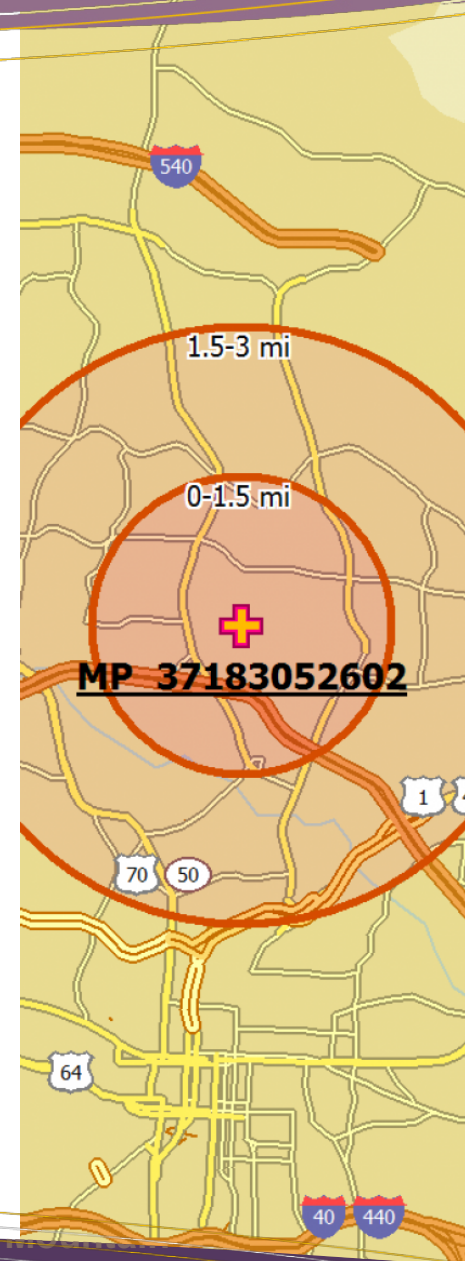
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Swim	29.8%	28.02%	27.34%
Hallmark Channel	29.16%	28.46%	28.21%
Nickelodeon	28.32%	27.94%	27.05%
The Golf Channel	28.32%	26.92%	26.7%
ESPN2	28.25%	28.45%	27.49%
BET (Black Entertainment TV)	27.7%	27.08%	26.96%
TCM (Turner Classic Movies)	27.63%	27.38%	26.77%
TV Info From Newspapers	27.15%	26.94%	26.39%
USA Network	26.99%	26.28%	25.13%
Video-On-Demand Movies	26.16%	25.34%	25.09%
Nick At Nite	25.89%	25.12%	25.08%
ESPN News	25.53%	25.73%	24.26%

## Communication Media Usage

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

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

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

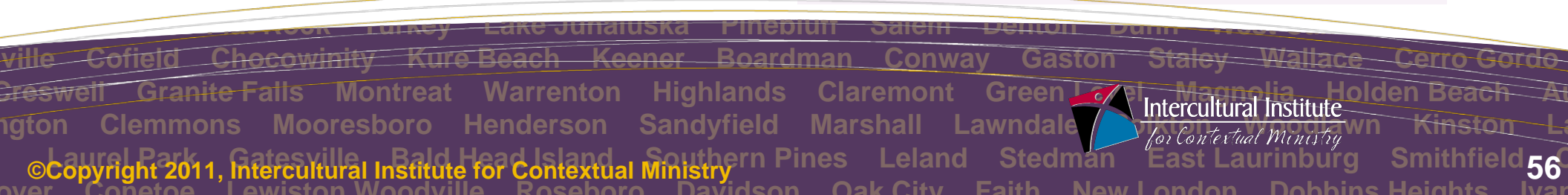


# Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	24.16%	23.73%	22.92%
Medium Users (4-6)	12.58%	12.19%	11.31%
Light Users (1-3)	21.67%	21.3%	21.06%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.48%	1.04%
Newspaper II	1.44%	1.5%	1.44%
Newspaper III	2.17%	2.38%	2.67%
Newspaper IV	0.23%	0.29%	0.37%
Newspaper V (Light)	1.11%	0.97%	0.88%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.44%	19.04%	20.26%
Magazines II	7.95%	8.76%	9.01%
Magazines III	8.87%	9.35%	10.08%
Magazines IV	9.81%	10.92%	11.44%
Magazines V (Light)	0.83%	0.78%	0.78%
Outdoor I (Heavy)	7.73%	8.77%	7.98%
Outdoor II	2.62%	2.96%	3.02%
Outdoor III	3.36%	3.72%	3.69%
Outdoor IV	16.78%	16.69%	15.59%
Outdoor V (Light)	25.34%	24.68%	22.87%
Yellow Pages I (Heavy)	14.8%	14.79%	14.06%
Yellow Pages II	6.63%	7.62%	7.25%
Yellow Pages III	5.67%	6.27%	6.73%
Yellow Pages IV	20.56%	21.67%	21.32%
Yellow Pages V (Light)	3.23%	3.68%	3.51%





# Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.6%	2.87%	3.51%
Drive Time III (Medium)	0.3%	0.59%	0.72%
Radio IV & V (Light)	2.24%	2.54%	2.46%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.54%	8.33%	9.24%
Radio III (Medium)	4.52%	5.1%	4.75%
Radio IV & V (Light)	3.02%	3.43%	3.62%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	17.27%	17.04%	16.66%
Cable III (Medium)	4.18%	4.4%	4.57%
Cable IV & V (Light)	32.98%	33.7%	34.09%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.7%	3.74%	4.38%
Prime Time III (Medium)	1.82%	1.82%	1.85%
Prime Time IV & V (Light)	6.77%	7.96%	9.16%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.78%	42.19%	41.71%
Fringe III (Medium)	50.96%	50.84%	49.89%
Fringe IV (Light)	54.6%	54.72%	53.18%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.55%	13.17%	12.91%
All Day III (Medium)	23.28%	23.63%	23.23%
All Day IV (Light)	13.37%	14.78%	16.08%

# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	14.15%	13.53%	12.58%
6:00am - 10:00am	21.67%	22.85%	22.42%
10:00am - 3:00pm	7.48%	8.43%	10.02%
3:00pm - 7:00pm	13.11%	13.64%	13.49%
7:00pm - Midnight	17.85%	17.32%	15.18%
Midnight - 6:00am	6.98%	6.77%	6.7%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.88%	14.62%	13.77%
6:00am - 10:00am	6%	5.74%	5.16%
10:00am-3:00pm	8.08%	8.5%	8.94%
3:00pm - 7:00pm	7.34%	6.9%	6.93%
7:00pm - Midnight	10.04%	9.64%	9.8%
Midnight - 6:00am	12.38%	12.44%	13.04%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	10.17%	9.33%	9.46%
Saturday:	9.09%	8.97%	8.02%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.49%	10%	10.79%
9:00am-1:00pm	25.89%	25.12%	25.08%
9:00am-4:00pm	30.11%	29.21%	29.07%
4:00pm-7:00pm	32.44%	31.52%	32.45%
11:00pm-1:00am	40.84%	40.73%	42.31%
AVG Prime time	3.3%	3.53%	3.99%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	20.49%	20.09%	18.8%
7-9am	28.25%	28.45%	27.49%
9am-12noon	21.94%	21.05%	20.45%
12noon-4pm	8.17%	8.16%	8.62%
4-6pm	56.59%	55.32%	55.35%
6-7pm	18.06%	17.73%	18.42%
7-7:30pm	2.29%	2.18%	2.07%
7:30-8pm	10.17%	10.25%	11.35%
8-11pm	10.17%	9.33%	9.46%
11pm-12am	33.62%	33.09%	33.17%
11pm-1am	40.84%	40.73%	42.31%
1-6am	35.57%	35.81%	35.08%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	22.04%	22.46%	21.42%
Sat: 10am-1pm	8.89%	9.08%	9.29%
Sat: 1-4pm	26.77%	26.33%	25.22%
Sat: 4-6pm	7.72%	7.86%	7.91%
Sat: 6-7pm	2.95%	2.48%	2.08%
Sat: 7-8pm	1.56%	1.52%	1.32%
Sat: 8-11pm	9.09%	8.97%	8.02%
Sat: 11pm-1am	5.87%	6.11%	6.03%
Sat: 1am-7pm	26.99%	26.28%	25.13%
Sun: 7-10am	2.33%	2.21%	2.33%
Sun: 10am-1pm	6.81%	6.26%	5.94%
Sun: 1-4pm	7.07%	6.78%	6.84%
Sun: 4-7pm	12.96%	12.49%	13.28%
Sun: 7-11pm	10.49%	10%	10.79%
Sun: 11pm-1am	4.96%	5.2%	5.78%
Sun: 1-7am	22.78%	22.01%	22.74%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*



# Establishing Redemptive Relationships

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

## Communication Steps

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

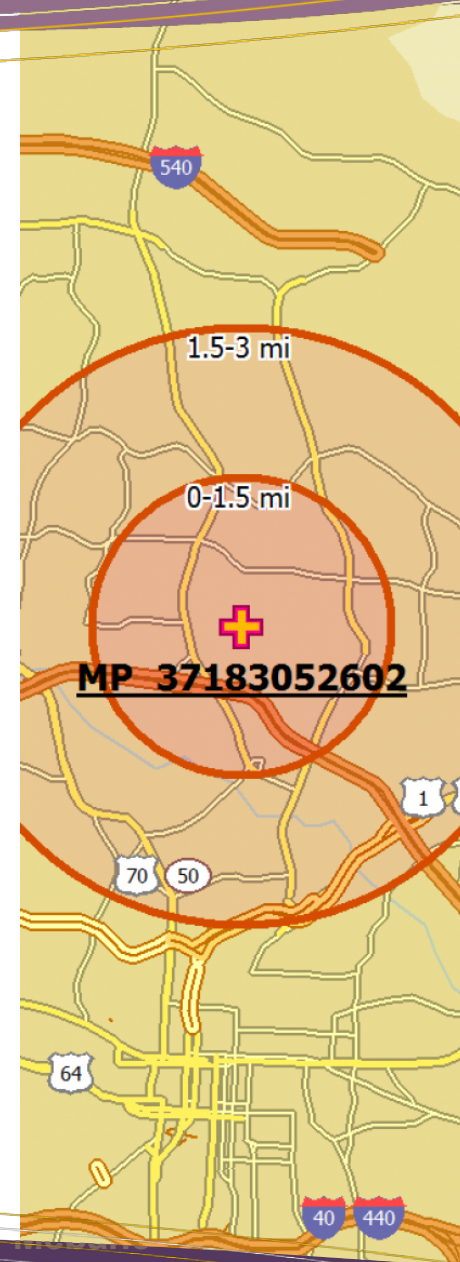


## Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report 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.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	0.27 mi	930	Growing
2	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	0.27 mi	0	Insufficient Data
3	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	1.56 mi	0	Insufficient Data
4	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	2.03 mi	90	Declining
5	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	2.24 mi	219	Declining
6	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	2.32 mi	513	Plateauing
7	Christ - Raleigh	400 Newton Rd Raleigh, NC 27615	2.55 mi	365	Insufficient Data
8	Saint Johns - Raleigh	1615A Oberlin Rd Raleigh, NC 27608	2.72 mi	82	Plateauing
9	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	2.87 mi	126	Declining
10	Creedmoor Road - Raleigh	6001 Creedmoor Rd Raleigh, NC 27612	3.03 mi	95	Plateauing
11	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	3.07 mi	0	Insufficient Data
12	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	3.14 mi	191	Declining
13	Mount Vernon - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	3.14 mi	749	Plateauing
14	Raleigh Korean - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	3.14 mi	150	Insufficient Data
15	Iglesia Bautista Monte Olivo - Raleigh	6561 Meridian Dr Raleigh, NC 27616	3.17 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Greystone - Raleigh	7509 Lead Mine Rd Raleigh, NC 27615	3.19 mi	369	Plateauing
17	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	3.36 mi	47	Plateauing
18	New Hope - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	3.57 mi	446	Plateauing
19	Vietnamese Mission - Raleigh	4301 Louisburg Rd Raleigh, NC 27604	3.57 mi	0	Insufficient Data
20	Glory to God Christian Fellowship - Raleigh	9216 Baileywick Rd Raleigh, NC 27615	3.84 mi	87	Insufficient Data
21	New Community Church - Raleigh	9621 Six Forks Rd Raleigh, NC 27615	3.84 mi	130	Plateauing
22	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	3.88 mi	61	Declining
23	Iglesia Bautista Nueva Esperanza - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	3.88 mi	0	Insufficient Data
24	Providence - Raleigh	6339 Glenwood Ave Raleigh, NC 27612	3.90 mi	0	Insufficient Data
25	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	4.05 mi	747	Declining
26	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	4.05 mi	65	Insufficient Data
27	The Revolution	209 Oberlin Rd Raleigh, NC 27605	4.08 mi	0	Insufficient Data
28	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	4.22 mi	26	Insufficient Data
29	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	4.22 mi	493	Plateauing
30	Vision International Church	3670 Bastion Ln Raleigh, NC 27604	4.30 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Vintage21	117 S West St Raleigh, NC 27601	4.36 mi	0	Insufficient Data
32	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	4.43 mi	136	Insufficient Data
33	Longview - Raleigh	2308 N New Hope Rd Raleigh, NC 27604	4.71 mi	218	Plateauing
34	First Fruits	3511 Oneonta Ave Raleigh, NC 27604	4.71 mi	0	Insufficient Data
35	Epoch	9045 Brook Garden Ct Apt 303 Raleigh, NC 27615	4.72 mi	0	Insufficient Data
36	Open Door - Raleigh	9801 Durant Rd Raleigh, NC 27614	5.23 mi	600	Insufficient Data
37	Cross Culture Church	8409 Leesville Rd Raleigh, NC 27613	5.41 mi	175	Insufficient Data
38	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	5.59 mi	67	Declining
39	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	5.75 mi	42	Insufficient Data
40	New Covenant	7300 Perry Creek Rd Raleigh, NC 27616	5.75 mi	0	Insufficient Data
41	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	5.91 mi	0	Insufficient Data
42	Samaria - Raleigh	3621 Poole Rd Raleigh, NC 27610	6.16 mi	80	Insufficient Data
43	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	6.18 mi	0	Insufficient Data
44	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	6.47 mi	120	Plateauing
45	Vietnamese Grace - Raleigh	4105 Poole Rd Raleigh, NC 27620	6.47 mi	0	Insufficient Data



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

In Partnership with:



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[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)