

# MissionSite

top unreached locations



CARY, NC

CENSUS TRACT: 37183053509

REGION: Region 4: Triangle

COUNTY: Wake

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



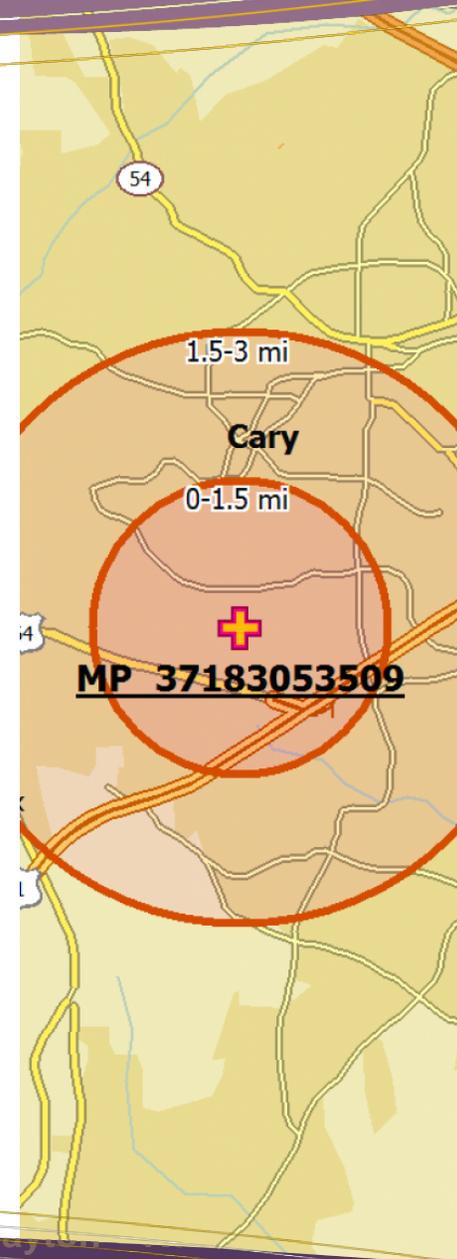
# MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

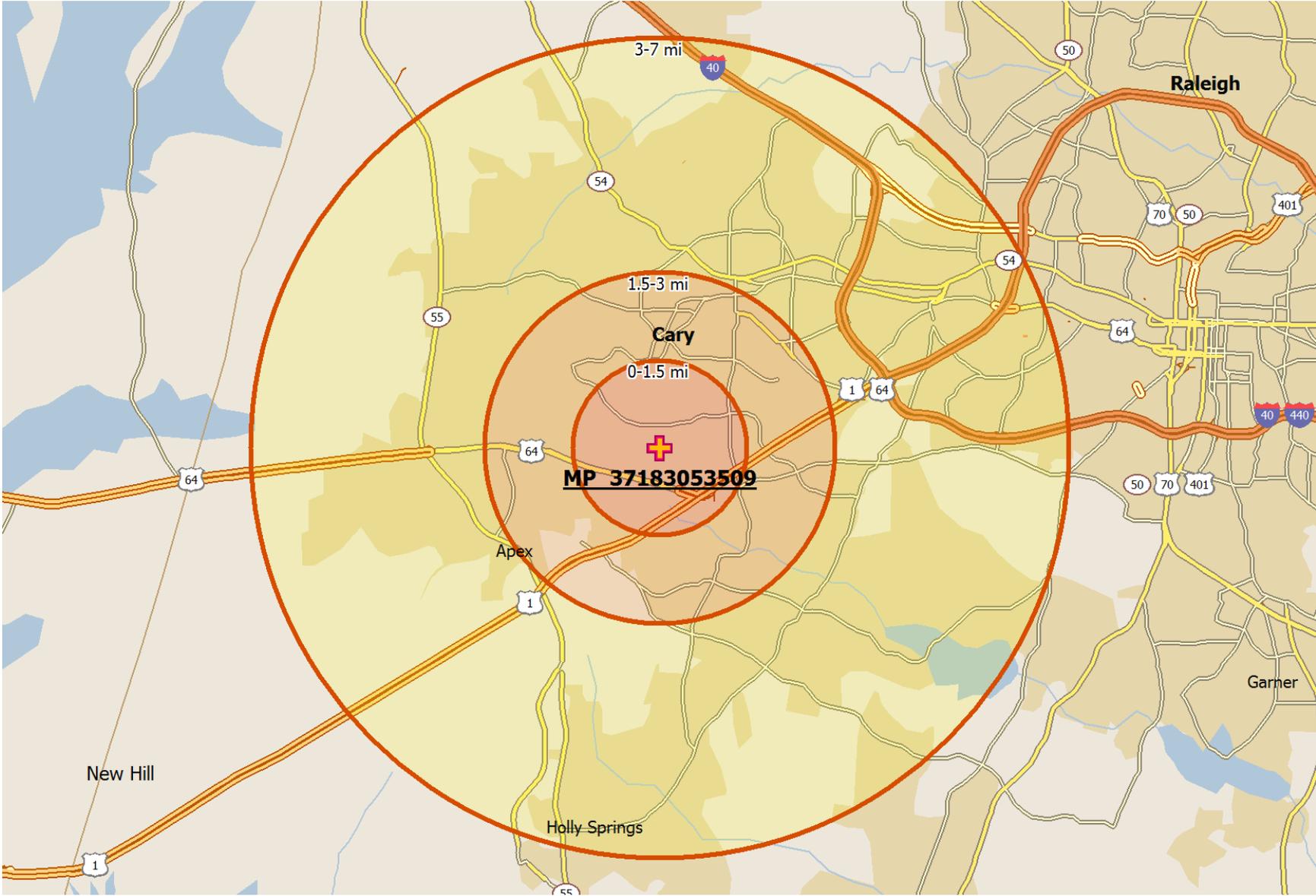
## Site Location Summary

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	27511	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000



# Site Location Summary - Map of the Site Location



Grantsboro Harrisburg Hayesville Greensboro Arapahoe  
Kill Devil Hills Webster Middlesex Chadbourn Colerain Casar Lenoir Fairfield Harbour Royal Pines  
Southern Pines Drexel Kings Grant Winton Roseboro Valley Hill Boone Spring Lakes Westport  
Altamahaw Cofield Roanoke Rapids Kure Beach Mooresville Enfield  
Stanley Orrum Surf City South Weldon Mills River Benson Locust Neuse Forest Washington Park Ken  
Southern Shores Pine Level Mount Airy Graham Butner Lake Lure Wesley Chapel Kinston South Rosemary

# 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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
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	14,970	55,808	188,581
2010 Households	5,441	19,320	69,604
2010 Group Quarters Population	14	527	209

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	62	53	49
Language Diversity National Index	56	64	55
Foreign Born Diversity National Index	90	81	48
Ancestry Diversity National Index	91	78	58
Racial Diversity National Index	44	52	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	4,828	88.73%
Mainstay Communities	Established, Diverse Households	449	8.25%
Working Communities	Blue-collar, Working Families	115	2.11%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	50	0.92%
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	3,794	1.57%
Unreached %	71.13%	69.72%	98.02
Religious But NOT Evangelical HH	59,956	832	1.39%
Religious But NOT Evangelical %	17.62%	15.29%	86.78
Spiritual But NOT Relig or Evang HH	40,864	689	1.69%
Spiritual But NOT Relig or Evang %	12.01%	12.66%	105.42
Not Evangelical, Not Interested HH	141,348	2,273	1.61%
Not Evangelical, Not Interested %	41.55%	41.77%	100.53



# 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	5	3.13%
Active BCNC Attenders	28,074	2,105	7.5%
Active Evangelical Households	36,953	2,744	7.43%
Active Evangelical Percent	10.86%	11.08%	102.05
Inactive Evangelical Households	61,276	4,551	7.43%
Inactive Evangelical Percent	18.01%	18.38%	102.05
# New Churches Needed	10	7	72.98%



# Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH P AVG	IICM CGR
1	Salem - Apex	2.45 mi	743	Plateauing
2	New Horizons Fellowship - Apex	2.85 mi	0	Insufficient Data
3	Apex - Apex	2.96 mi	711	Declining
4	Apex Baptist Hispanic - Apex	2.96 mi	63	Growing
5	Cary First - Cary	2.97 mi	588	Plateauing
6	Slavic	3.27 mi	0	Insufficient Data
7	Macedonia - Raleigh	3.41 mi	274	Declining
8	The Potter's Hand Bible Church - Apex	3.44 mi	167	Insufficient Data
9	The Bridge Community Church - Holly Sprin	3.55 mi	0	Insufficient Data
10	Swift Creek - Raleigh	3.71 mi	108	Plateauing
11	Christ Family Church - Cary	3.90 mi	0	Insufficient Data
12	Westwood - Cary	3.90 mi	317	Growing
13	North Cary - Cary	3.92 mi	113	Plateauing
14	Woodhaven - Apex	3.93 mi	264	Declining
15	Concord Community	4.10 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH P AVG	IICM CGR
16	Ephesus - Raleigh	4.40 mi	242	Plateauing
17	International Community - Raleigh	4.54 mi	0	Insufficient Data
18	Lifeforce Church Cary	4.80 mi	0	Insufficient Data
19	Hope Community Church	4.80 mi	2,400	Insufficient Data
20	Fairview - Apex	4.90 mi	319	Declining
21	Northwest Community Church	5.08 mi	0	Insufficient Data
22	The Creek Church	5.08 mi	0	Insufficient Data
23	Built Upon a Rock Deliverance Ministries	5.31 mi	0	Insufficient Data
24	Morrisville First - Morrisville	5.52 mi	108	Growing
25	Athens Drive - Raleigh	5.53 mi	120	Plateauing
26	Reedy Creek - Cary	5.62 mi	51	Declining
27	CrossWay - Apex	6.11 mi	0	Insufficient Data
28	Green Level - Cary	6.14 mi	196	Declining
29	The Village Church at Holly Springs - Hol	6.40 mi	150	Insufficient Data
30	Good Hope - Cary	6.67 mi	317	Plateauing

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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



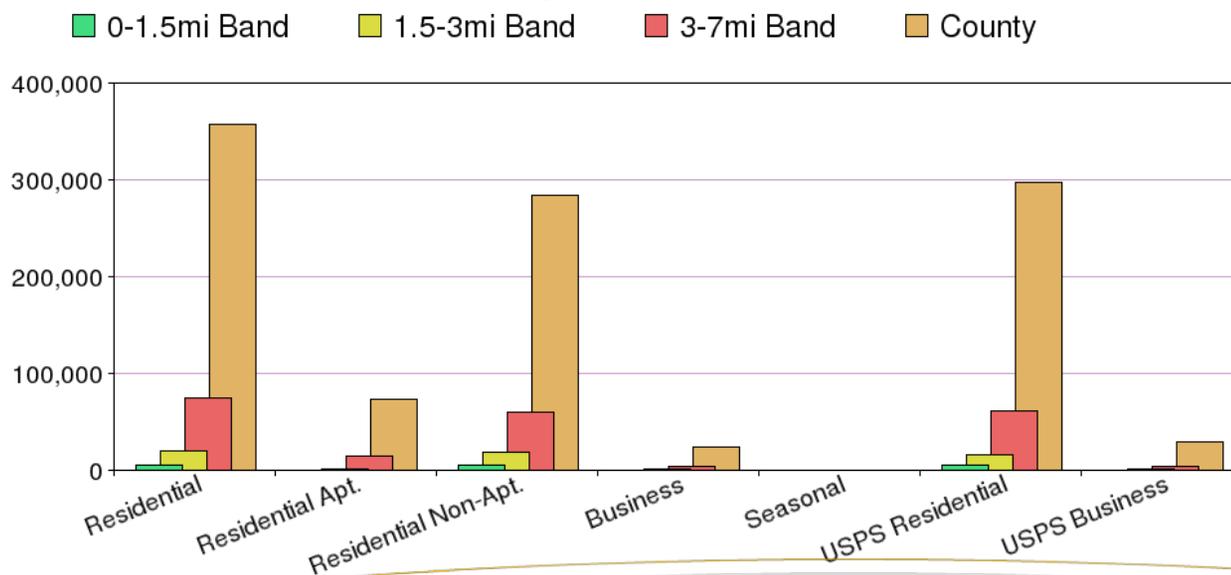
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	423,351	9,612	2.27%
2000 Population	627,846	13,392	2.13%
2010 Population	929,938	14,970	1.61%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	165,734	3,470	2.09%
2000 Households	242,040	5,106	2.11%
2010 Households	340,227	5,441	1.6%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	5,451
Residential Apt.	208
Residential Non-Apt.	5,243
Business	270
Seasonal	0
USPS Residential	5,603
USPS Business	346

Midway Spindale Hemby Bridge Cricket Silver Lake Severn Rockingham Wadesboro Holly Ridge Choc  
 Chapel Hill Biltmore Forest Caswell Beach Polkville Lake Park Hope Mills Burlington Richlands Taylortow  
 Milling Spring Lakes Wallburg Crossnore Vandemere Salemburg Bowmore Gibson Elroy Belville Kitty H  
 Cove City Webster Fearington Parkton Ellerbe Newland Woodland Gibson Elroy Belville Kitty H  
 Bakersville Hightsville Ossinee East Spencer Mills River Roxboro Warsaw Sandy Creek Holly Springs S

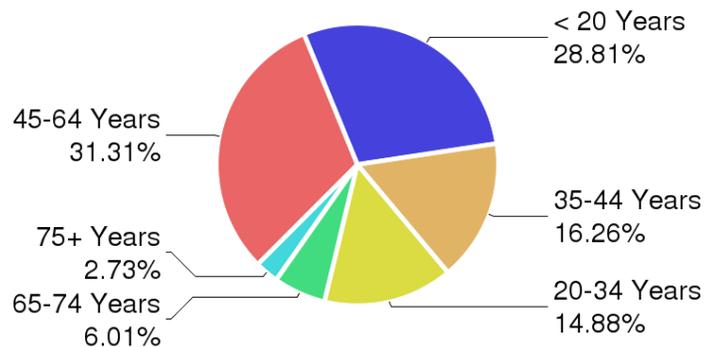
# Current Demographic Summary

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%	4.38%	73.12
4-5 Years	3.05%	2.62%	85.9
6-8 Years	4.59%	4.64%	101.09
9-11 Years	4.39%	4.73%	107.74
12-13 Years	2.83%	3.36%	118.73
14-17 Years	5.45%	6.06%	111.19
18-19 Years	2.64%	3.03%	114.77
0-5 Years	9.03%	6.99%	77.41
6-12 Years	10.39%	11.02%	106.06
13-19 Years	9.5%	10.79%	113.58
< 20 Years	28.92%	28.8%	99.59
20-34 Years	21.22%	14.87%	70.08
35-44 Years	16.2%	16.25%	100.31
45-64 Years	24.62%	31.3%	127.13
65-74 Years	5.28%	6.01%	113.83
75+ Years	3.75%	2.73%	72.8
Median Age	35	42	119.17
Median Age (Male)	34	40	118.2
Median Age (Female)	36	42	118.67

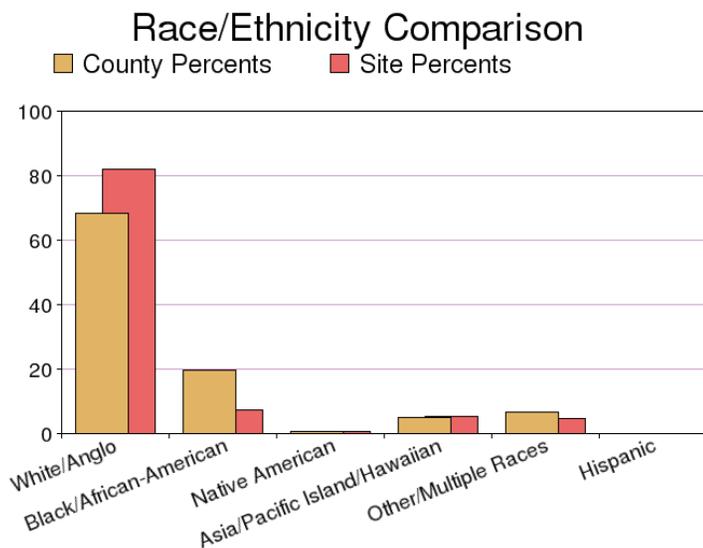
Age Group Percentages



# 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
<b>Race/Ethnicity</b>			
White, Anglo	68.28%	82.09%	120.22
Black, African-American	19.55%	7.25%	37.11
Native American	0.53%	0.53%	98.86
Asian	4.76%	5.37%	112.83
Pacific Island, Hawaiian	0.1%	0.06%	59.99
Other/Multiple Races	6.78%	4.7%	69.29
Hispanic	0%	6.87%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	601,887	10,069	
Less than 9th Grade	3.75%	2.33%	160.73
No High School Diploma	4.75%	1.76%	270.16
High School Graduate	18.57%	10.39%	178.77
Some College, no degree	17.49%	15.61%	112.03
Associate Degree	8.03%	7.74%	103.82
College Degree	31.01%	38.25%	81.09
Graduate/Prof. degree	16.39%	23.92%	68.52

# 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%	0.75%	22.67
\$10,000 to \$19,999	7.43%	3.03%	40.82
\$20,000 to \$29,999	8.39%	4.34%	51.69
\$30,000 to \$49,999	18.44%	14.72%	79.81
\$50,000 to \$59,999	7.86%	6.29%	80
\$60,000 to \$69,999	7.2%	7.65%	106.19
\$70,000 to \$79,999	6.67%	7.83%	117.35
\$80,000 to \$89,999	5.72%	6.05%	105.77
\$90,000 to \$99,999	4.5%	5.05%	112.44
\$100,000 to \$124,999	10.47%	14.43%	137.81
\$125,000 to \$149,999	6.58%	10.29%	156.35
\$150,000 to \$199,999	6.77%	10.11%	149.21
\$200,000 to \$249,999	2.34%	3.95%	168.79
\$250,000 or more	3.41%	5.53%	162.21
Median Household	64,788	94,758	146.26
Average Household	86,936	125,752	144.65
Per Capita Household	32,484	45,706	140.7
Family/Non-Family Household Income			
Median Family Income	82,410	110,501	134.09
Average Family Income	106,198	135,930	128
Median Non-Family Income	41,592	56,831	136.64
Average Non-Family Income	51,440	79,072	153.72



# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	64.82%	69.44%	107.11
Families with Children	35.7%	36.26%	101.58
Families without Children	29.13%	33.17%	113.9
Non-Family Households			
% Non-Family Households	35.18%	30.56%	86.89
Non-Families with Children	0.15	0.04	24.81
Non-Families without Children	35.03	30.53	87.15
Housing Units			Index
Total Housing Units	371,722	5,759	
Vacant percent	8.47%	5.52%	65.17
Owned percent	61.04%	74.86%	122.64%
Rented Percent	30.49%	19.62%	64.35
Households by Size			Index
Avg household size	2.67	2.75	103
Avg family hh size	3.41	3.40	99.71
Avg non-family hh size	1.31	1.28	97.71
Households By Count of Persons			Percent
One	99,248	1,395	1.41%
Two	86,994	1,438	1.65%
Three or Four	115,039	1,945	1.69%
Five+	38,946	663	1.7%

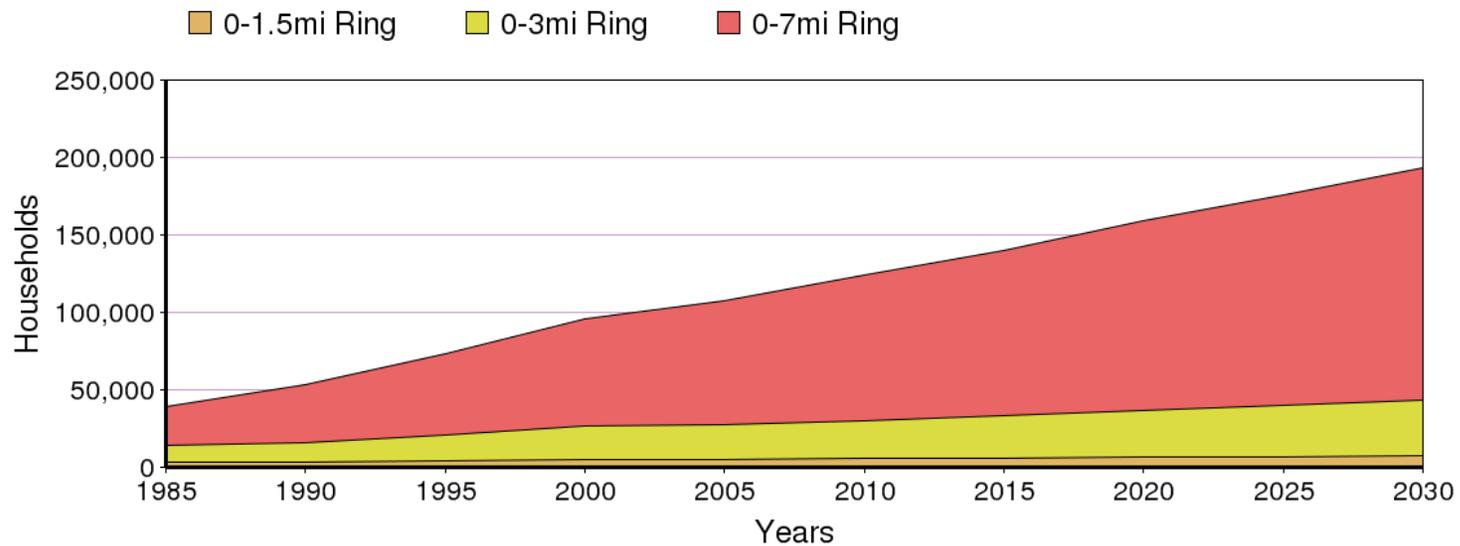
# Projected Demographic Summary

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	9,612	2.27%
2000 Population	627,846	13,392	2.13%
2010 Population	929,938	14,970	1.61%
2015 Population	1,093,517	16,661	1.52%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	165,734	3,470	2.09%
2000 Households	242,040	5,106	2.11%
2010 Households	340,227	5,441	1.6%
2015 Households	388,249	5,858	1.51%

Household Change from 1985 to 2030



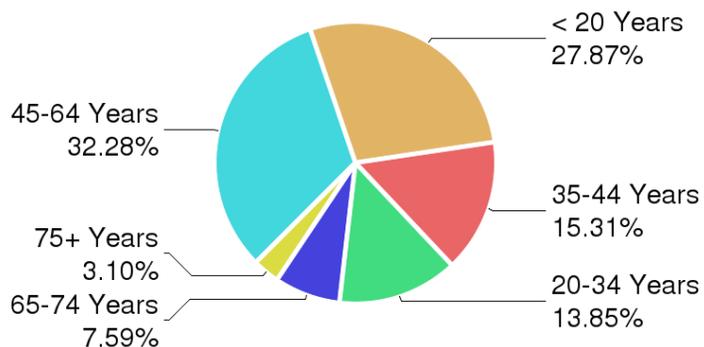
# Projected Demographic Summary

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	4.38%	3.9%	89.04
4-5 Years	2.62%	2.4%	91.6
6-8 Years	4.64%	4.23%	91.16
9-11 Years	4.73%	4.59%	97.04
12-13 Years	3.36%	3.45%	102.68
14-17 Years	6.06%	6.19%	102.15
18-19 Years	3.03%	3.1%	102.31
0-5 Years	6.99%	6.3%	90.13
6-12 Years	11.02%	10.49%	95.19
13-19 Years	10.79%	11.08%	102.69
< 20 Years	28.8%	27.87%	96.77
20-34 Years	14.87%	13.85%	93.14
35-44 Years	16.25%	15.31%	94.22
45-64 Years	31.3%	32.28%	103.13
65-74 Years	6.01%	7.59%	126.29
75+ Years	2.73%	3.1%	113.55
Median Age	35	43	122.89
Median Age (Male)	34	42	122.3
Median Age (Female)	36	43	121

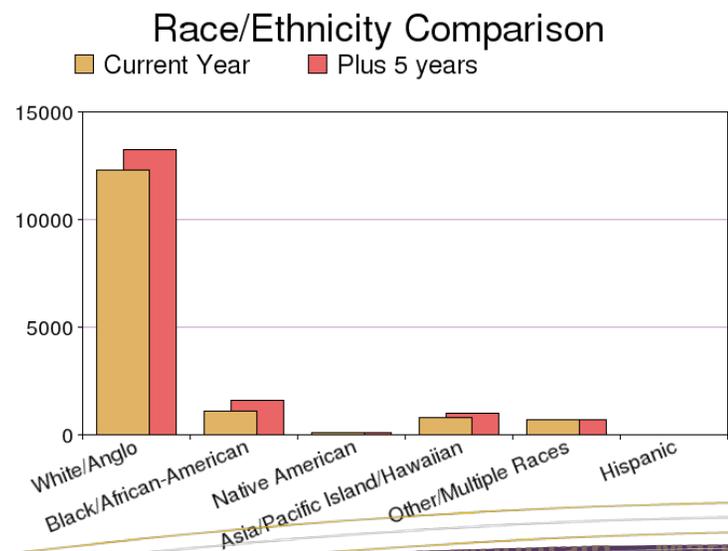
Projected Age Group Percentages



# 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	82.09%	79.52%	96.86
Black, African-American	7.25%	9.7%	133.7
Native American	0.53%	0.62%	118.28
Asian	5.37%	5.92%	110.19
Pacific Island, Hawaiian	0.06%	0.07%	119.8
Other/Multiple Races	4.7%	4.17%	88.83
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	10,069	11,300	
Less than 9th Grade	2.33%	2.39%	102.38
No High School Diploma	1.76%	1.51%	86.09
High School Graduate	10.39%	10.64%	102.4
Some College, no degree	15.61%	14.46%	92.62
Associate Degree	7.74%	7.86%	101.57
College Degree	38.25%	38.27%	100.05
Graduate/Prof. degree	23.92%	24.88%	103.98

# 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	0.75%	0.65%	86.09
\$10,000 to \$19,999	3.03%	3%	99.07
\$20,000 to \$29,999	4.34%	4.08%	94.06
\$30,000 to \$49,999	14.72%	13.64%	92.65
\$50,000 to \$59,999	6.29%	5.82%	92.61
\$60,000 to \$69,999	7.65%	6.64%	86.85
\$70,000 to \$79,999	7.83%	7.95%	99.64
\$80,000 to \$89,999	6.05%	6.11%	94.86
\$90,000 to \$99,999	5.05%	4.95%	97.95
\$100,000 to \$249,999	14.43%	14.92%	103.41
\$125,000 to \$149,999	10.29%	10.86%	105.49
\$150,000 to \$199,999	10.11%	10.79%	106.73
\$200,000 to \$249,999	3.95%	4.4%	111.46
\$250,000 or more	5.53%	5.99%	108.31
Median Household	94,758	98,292	103.73
Average Household	125,752	133,841	106.43
Per Capita Household	45,706	47,059	102.96
<b>Family/Non-Family Household Income</b>			
Median Family Income	110,501	114,943	104.02
Average Family Income	135,930	144,899	106.6
Median Non-Family Income	56,831	60,279	106.07
Average Non-Family Income	79,072	89,169	112.77

# 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	69.44%	68.66%	98.88
Families with Children	36.26	35.87	98.91
Families without Children	33.17	34.98	105.44
<b>Non-Family Households</b>			
% Non-Family Households	30.56%	31.34%	102.54
Non-Families with Children	0.04	0.07	102.54
Non-Families without Children	30.53	31.27	102.44
<b>Housing Units</b>			
Total Housing Units	5,759	6,209	107.81%
Vacant percent	5.52%	5.65%	102.38
Owned percent	74.86%	74.49%	99.51
Rented Percent	19.62%	19.87%	101.29
<b>Households by Size</b>			
Avg household size	2.75	2.84	103.27%
Avg family hh size	3.40	3.57	105%
Avg non-family hh size	1.28	1.25	97.66%
<b>Households By Count of Persons</b>			
One	1,395	1,595	114.34%
Two	1,438	1,291	89.78%
Three or Four	1,945	2,168	111.47%
Five+	663	804	121.27%

# 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	536	6,136	16,316
Northern Europe	34	414	979
Western Europe	28	485	771
Southern Europe	20	120	123
Eastern Europe	28	282	655
Other Europe	0	0	1
Eastern Asia	62	966	2,404
So. Central Asia	87	1,182	3,020
SE Asia	15	441	1,050
Western Asia	6	105	755
Other Asia	1	13	99

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	83	403
Middle Africa	6	28	34
Northern Africa	8	105	300
Southern Africa	0	138	122
Western Africa	6	70	275
Other Africa	1	14	88
Oceania	7	46	100
Caribbean	10	156	332
Central Amer.	185	850	3,389
South America	1	199	629
North America	31	439	787
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	7,933	45,366	97,770
Spanish	323	1,938	5,994
Other Indo-Euro language	204	2,940	5,321
French (incl. Patois, Cajun)	19	419	849
French Creole	0	8	18
Italian	50	162	173
Portuguese	0	22	103
German	23	422	755
Yiddish	0	0	16
Other West Germanic	0	177	154
A Scandinavian Language	0	168	241
Greek	8	146	106
Russian	0	82	279
Polish	0	40	234
Serbo-Croatian	0	19	48
Other Slavic Language	0	52	82
Armenian	0	0	0
Persian	0	184	118
Gujarathi	89	383	518
Hindi	1	328	733
Urdu	2	40	317

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	7	141	77
Asian/PI languages	0	0	0
Chinese	75	842	1,961
Japanese	11	161	365
Korean	12	197	667
Mon-Khmer, Cambodian	0	0	50
Miao, Hmong	0	0	31
Thai	1	31	87
Laotian	0	26	35
Vietnamese	3	164	529
Other Asian	3	330	1,135
Tagalog	5	71	133
Other Pacific Is	0	8	86
Other languages	9	293	1,818
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	14	38
Arabic	6	153	1,111
Hebrew	2	8	35
African languages	1	118	579
Other unspecified	0	0	55



# 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	7,787	47,403	102,047
Arab	73	266	1,478
Armenian	15	37	76
Austrian	39	85	230
British	158	546	1,022
Canadian	43	292	517
Croatian	11	110	153
Czech	9	148	246
Czechoslovak	6	67	135
Danish	10	120	251
Dutch	60	550	883
English	1,198	6,279	11,553
European	175	1,156	1,977
Finnish	11	26	172
French (not Basque)	184	1,001	1,846
French Canadian	27	279	677
German	1,028	6,612	12,279
Greek	24	323	328
Hungarian	23	222	379
Iranian	0	99	142

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	655	4,602	8,835
Italian	505	2,784	5,730
Lithuanian	12	100	148
Norwegian	173	318	824
Polish	147	1,052	2,572
Portuguese	6	54	145
Romanian	32	142	71
Russian	79	406	770
Scandinavian	24	94	106
Scotch-Irish	237	1,587	3,219
Scottish	222	1,369	2,505
Slovak	17	116	186
Subsaharan African	43	450	1,200
Swedish	100	604	922
Swiss	6	112	214
Ukrainian	22	237	236
US/American	751	4,977	9,476
Welsh	39	320	476
West Indian	16	123	299
Yugoslavian	0	30	62
Other	1,608	9,707	29,711



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

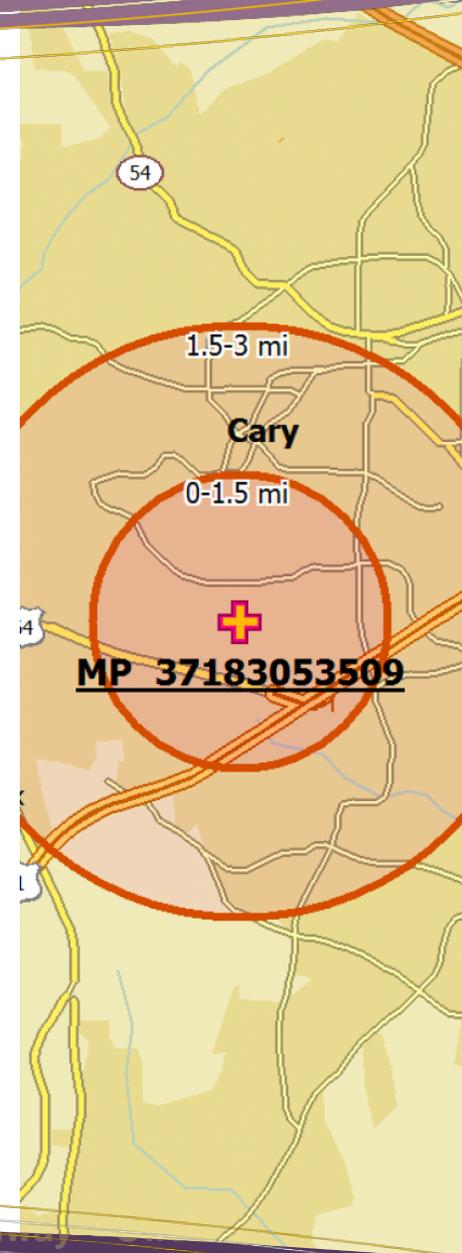
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	5,441	100%	3,795	100%
<b>AFFLUENT SUBURBIA</b>	3,019	55.49%	2,117	55.78%
America's Wealthiest	17	0.31%	14	0.37%
Dream Weavers	1,139	20.93%	815	21.48%
White Collar Suburbia	181	3.33%	147	3.87%
Upscale Suburbia	1	0.02%	1	0.03%
Enterprising Couples	471	8.66%	316	8.33%
Small Town Success	388	7.13%	269	7.09%
New Suburbia Fam.	822	15.11%	555	14.62%
<b>UPSCALE AMERICA</b>	1,809	33.25%	1,254	33.04%
Status Conscious Consumers	1,294	23.78%	908	23.93%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	515	9.47%	346	9.12%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	449	8.25%	310	8.17%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	424	7.79%	0	0%
Urban Optimists	0	0%	293	7.72%
Family Convenience	25	0.46%	0	0%
Mid-Market Enterprise	0	0%	17	0.45%



# 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	5,441	100%	3,795	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	115	2.11%	78	2.06%
Steadfast Conservative	13	0.24%	9	0.24%
Moderate Conventionalists	102	1.87%	69	1.82%
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	5,441	100%	3,795	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	50	0.92%	36	0.95%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	4	0.07%	3	0.08%
Stable Careers	46	0.85%	33	0.87%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,441	100%	3,795	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?

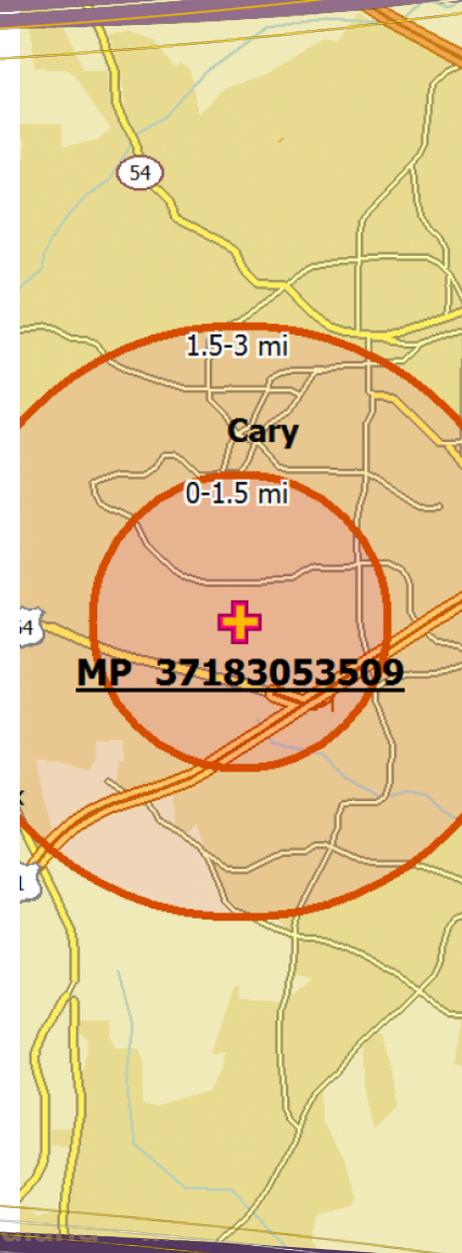
## Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	90%	89%	87%
Use Comp. for Internet/E-mail	79%	78%	75%
Internet Use: E-Mail	70%	68%	65%
Use Comp. for Word Processing	60%	59%	54%
Use Comp. for Shopping	54%	52%	50%
Use Comp. for Comp. Games	50%	49%	45%
Use Comp. for Banking	50%	49%	47%
Use Comp. for Digital Camera Photo Editing	47%	46%	45%
Use Comp. for Education	44%	44%	42%
Internet Use: News/ Weather	41%	40%	39%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	41%	38%	38%
HH Owns DVD Player	40%	40%	37%
Use Comp. for News/Info./Data Service	37%	37%	35%
PC-Network-HH Has One	34%	33%	30%
Use Comp. for Personal Financial Mngmnt	26%	25%	24%
Use Comp. for Accounting	25%	24%	21%
Internet Use: Shopping: Gathered Info. for Shopping	23%	21%	19%
Use Comp. for Telecommuting	20%	19%	18%
Internet Use: Shopping: Made A Purchase	19%	18%	17%
Internet Use: Travel Reservations	19%	18%	16%



# 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	37.73%	37.06%	36.38%
Live Theater	30.64%	29.83%	27.9%
Live Theater Most Often	25.17%	24.61%	22.81%
Rock/Pop Concerts Most Often	22.17%	21.87%	21.37%
Comedy Club	10.82%	11.06%	11.2%
Dance Performance	10.19%	10.28%	10.64%
Movies: Comedy	45.13%	45.08%	43.64%
Movies: Action/Adventure	44.1%	44.44%	43.24%
Movies: Drama	28.09%	26.84%	25.27%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	26.38%	25.72%	24.38%
Movies: Fam.	23.97%	23.3%	22.36%
Movies: Mystery	17.55%	18%	18.7%
MLB Baseball Reg. Season	13.53%	13.56%	12.21%
NFL Football Reg. Season	12.62%	11.61%	10.46%
College Football Reg. Season	11.33%	10.87%	10.23%
College Basketball Reg. Season	7.57%	7.14%	7.43%
NBA Basketball Reg. Season	7.25%	7.03%	6.24%
Auto Racing Events	5.15%	4.32%	4.01%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	48.56%	47.93%	47.13%
Swimming	44.07%	42.55%	40.55%
Bowling	25.45%	25.17%	25.62%
Weight Training	23.81%	23.8%	22.74%
Jogging/Running	22.26%	21.3%	21.44%
Golf	21.79%	21.26%	21.01%
Using Cardio Machine	21.31%	21.27%	21.27%
Billiards/Pool	20.51%	20.54%	22.48%
Camping Trips	17.17%	16.62%	14.78%
Mountain/Road Biking	16.93%	17.12%	17.43%
Stationary Cycling	15.99%	15.78%	15%
Basketball	15.48%	15.7%	17.29%
Backpacking/Hiking	14.17%	13.94%	13.27%
Freshwater Fishing	13.85%	13.81%	13.7%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	13.74%	13.11%	12.49%
Tennis	10.34%	10.41%	11.04%
Power Boating	10.06%	9.9%	9.23%
Baseball	9.8%	10.32%	11.03%
Yoga	9.3%	9.56%	9.54%
Football	8.34%	8.65%	10.49%
Canoeing/Kayaking	8.21%	8.26%	7.05%
Soccer	8.07%	8.43%	9.66%
Target Shooting	7.84%	7.89%	7.67%
Downhill & X-Country	7.6%	7.85%	7.28%
Skiing			
Volleyball	7.42%	7.68%	8.07%
Ice Skating	7.03%	6.86%	6.95%
Saltwater Fishing	7.03%	7.08%	6.98%
Softball	6.67%	6.99%	7.36%



# 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
Roller Skating	6.3%	6.01%	6.29%
Snorkeling	5.77%	6%	5.88%
Jet Skiing	5.69%	6.09%	6.19%
Motorcycling	5.67%	6.08%	5.74%
Water Skiing	5.62%	5.53%	5.72%
Hunting	5.38%	5.95%	5.98%
Horseback Riding	5.23%	5.16%	5.35%
Racquetball	4.97%	4.4%	4.16%
Snowboarding	4.96%	4.42%	4.11%
Fly Fishing	4.58%	4.25%	3.8%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Sailing	4.1%	4.06%	3.88%
Rock Climbing	3.94%	4.11%	4.46%
Surfing & Windsurfing	3.79%	3.34%	3%
Hockey	3.62%	3.61%	3.57%
Martial Arts	3.56%	3.96%	4.37%
Snowmobiling	3.3%	3.22%	3.06%
Auto Racing	3.29%	3.14%	3.14%
Archery	2.95%	3.32%	3.25%
Rowing	2.86%	3.04%	2.96%
Skateboarding	2.59%	2.83%	2.76%



## 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.

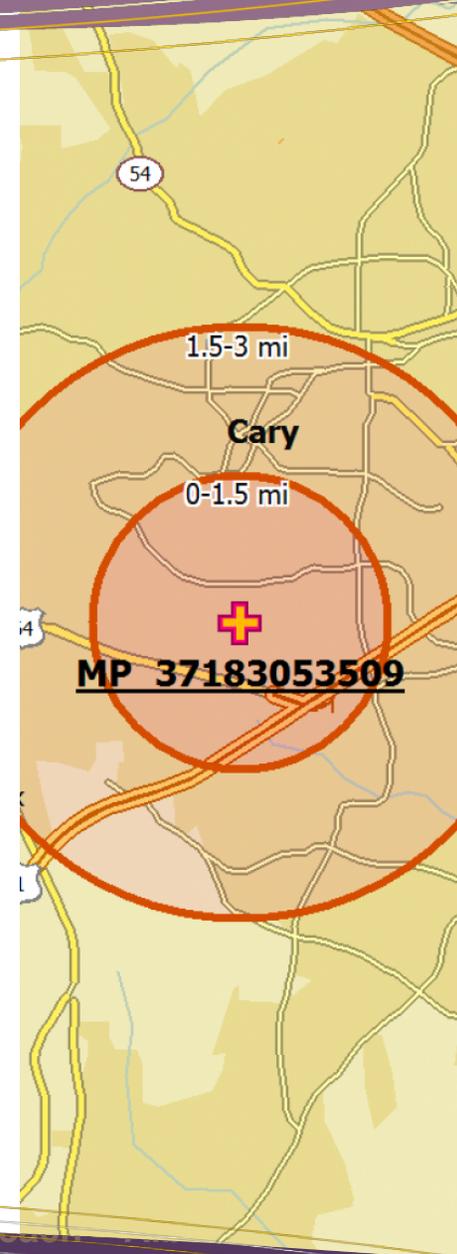
### BIBLICAL BARRIERS

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.

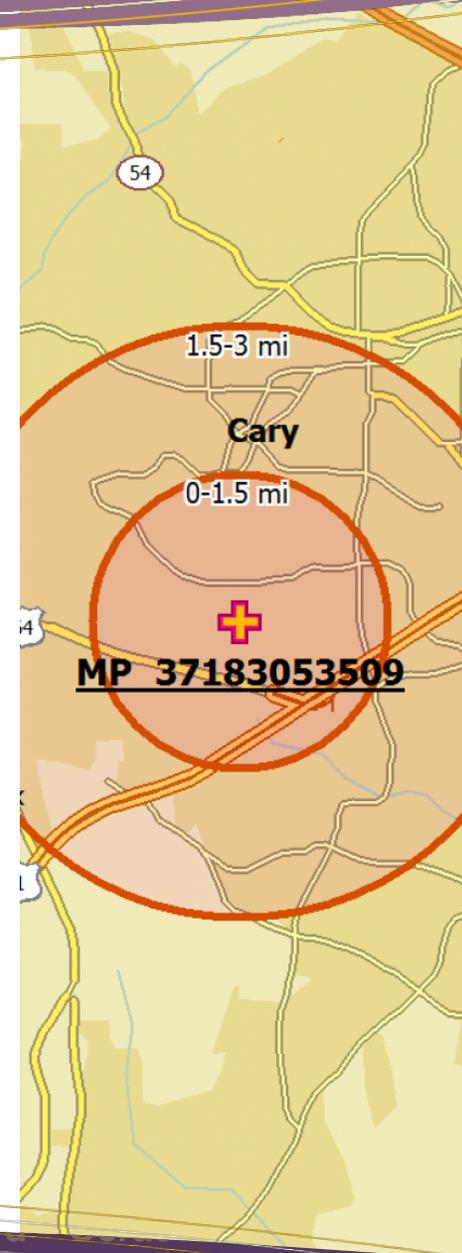
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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	48%	48%	49%
Prefer To Have Few Possessions As Possible	47%	46%	43%
Find It Difficult To Say No To My Kids	40%	40%	41%
If Won Lottery Would Never Work Again	36%	34%	34%
Woman's Place Is In The Home	34%	34%	33%
Speak My Mind Even If It Upsets People	32%	32%	33%
Friends More Important Than My Fam.	31%	30%	30%
Like Control Over People And Resources	30%	29%	30%
Don't Judge People/Way They Live Life	26%	27%	28%
Like To Do Unconventional Things	26%	26%	25%
Money Is Best Measure Of Success	24%	24%	25%
Marijuana Should Be Legalized	23%	23%	23%

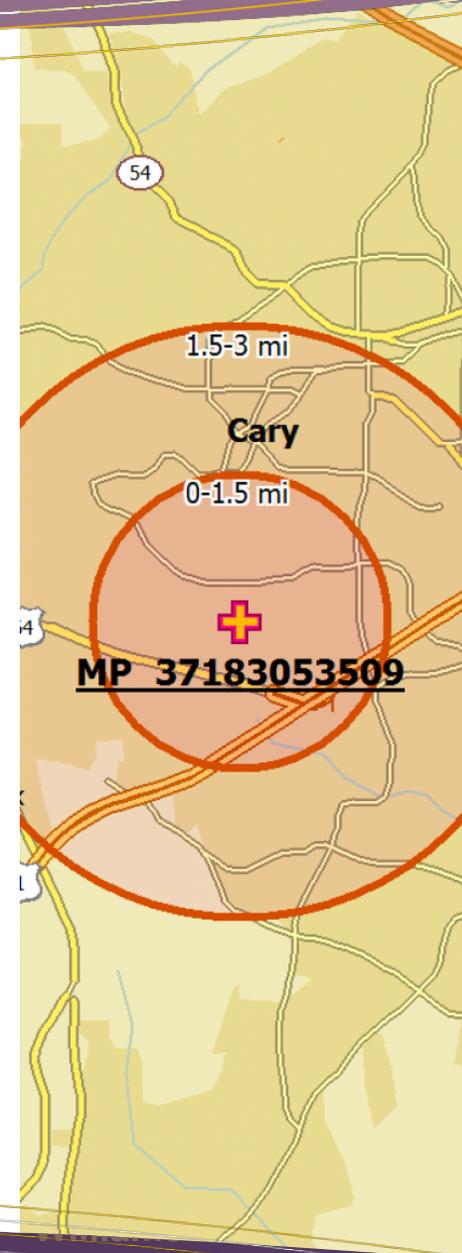
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Too Much Sponsorship In Arts/Sports	20%	19%	20%
Like to Stand Out In A Crowd	20%	19%	19%
I Am A Workaholic	16%	16%	18%
Rarely Sit Down to a Meal Together At Home	16%	16%	15%
Happy With My Standard Of Living	16%	15%	16%
We Should Strive for Equality for All	12%	12%	14%
Only Work Current Job for The Money	12%	12%	12%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	6%	6%	6%
I Am A Perfectionist	6%	6%	8%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

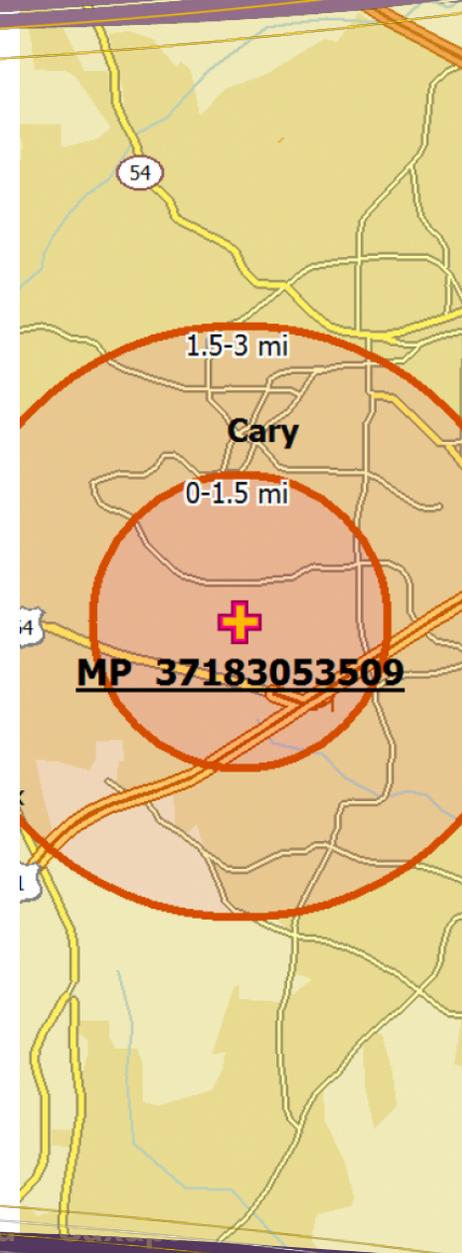
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	77%	75%	72%
You Should Seize Opportunities In Life	58%	57%	57%
Prefer To Have Few Possessions As Possible	47%	46%	43%
Like To Understand About Nature	40%	39%	40%
Important Feel Respected By My Peers	32%	32%	32%
Prefer Work Part Of Team Than Alone	31%	31%	33%
People Have To Take Me As They Find Me	31%	29%	27%
Have Keen Sense Of Adventure	28%	27%	27%
Worried About Pollution Caused By Cars	28%	26%	27%
Like To Just Enjoy Life	26%	25%	24%
Important To Juggle Various Tasks	25%	25%	27%
Good At Fixing Things	24%	25%	26%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Real Men Don't Cry	16%	16%	17%
Is An Important Part Of Who I Am	16%	15%	14%
Looking for New Ideas To Improve Home	15%	15%	14%
Try Not To Worry About The Future	15%	14%	14%
Enjoy Spending Time With My Fam.	11%	11%	11%
Provide My Kids With The Little Extras	7%	7%	9%
Like Spending Most Time With Fam.	4%	4%	5%
Children Should Be Allowed To Express Themselves	4%	4%	5%
Decor Particular Interest To Me	4%	4%	4%
Feel Very Alone In The World	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%

## Potential Shared Places

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



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 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	88.68%	86.98%	85.35%
Fast Food/Drive-In Restaurant-Visit Any	84.82%	84.76%	84.22%
McDonald's	59.25%	57.52%	56.7%
Burger King	35.23%	35.33%	33.82%
Wendy's	33.45%	32.95%	31.82%
Applebee's	32.98%	32.62%	32.81%
Subway	30.65%	31.5%	31.92%
Taco Bell	30.03%	29.63%	29.14%
Olive Garden	23.54%	24.48%	23.92%
Kentucky Fried Chicken (KFC)	23.44%	24.17%	24.68%
Starbucks	22.14%	21.35%	20.7%
Arby's	22.01%	22.38%	22.74%

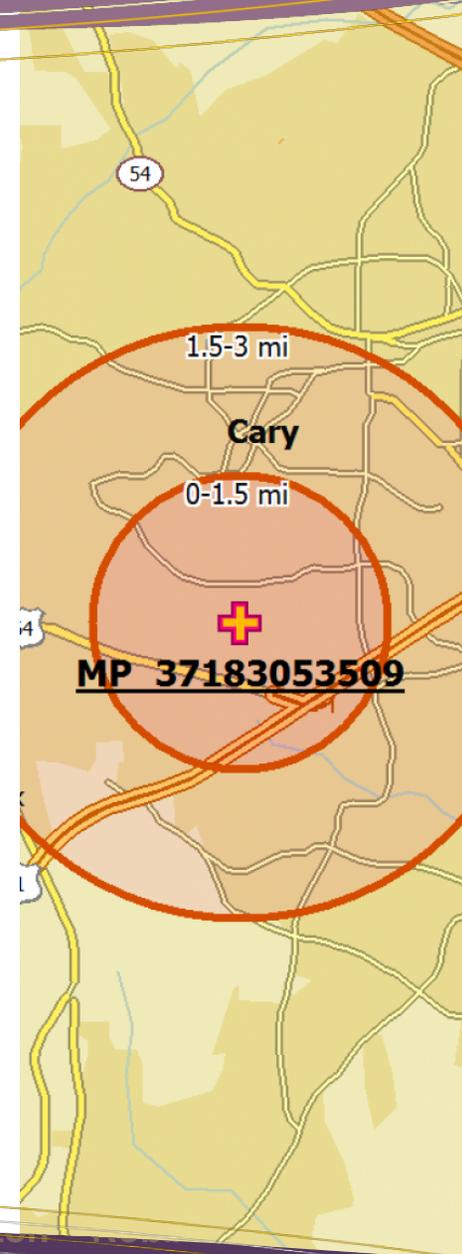
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Chili's Grill and Bar	20.94%	20.14%	20.14%
Outback Steakhouse	20.62%	20.21%	18.63%
Pizza Hut	18.39%	18.99%	19.25%
Chick-Fil-A	17.88%	17.12%	17.87%
TGI Friday's	17.01%	16.47%	16.34%
Panera Bread	17.01%	15.84%	14.1%
Red Lobster	16.46%	16.25%	16.13%
IHOP (International House Of Pancakes)	15.59%	15.67%	15.78%
Cracker Barrel	14.53%	14.84%	15.74%
Dunkin' Donuts	14.35%	13.91%	12.36%
Dairy Queen	13.6%	14.85%	14.7%
Quiznos Sub	13.52%	14.35%	13.73%

## 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	55.44%	54.51%	50.95%
Recycled products	47.19%	46.51%	43.36%
Worked as volunteer (non political)	23.82%	23.48%	21.65%
Engaged in fund raising	14.16%	13.91%	12.79%
Wrote to elected offcl about publ bus	8.49%	8.12%	7.45%
Religious club member	8.34%	8.29%	8.06%

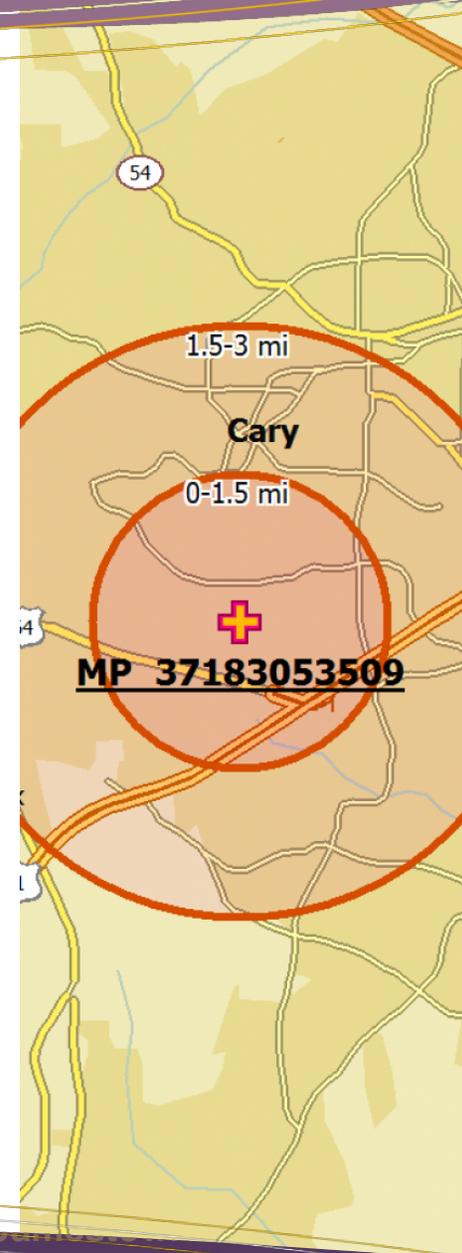
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.44%	6.95%	6.41%
Wrote to editor of mag or newspaper	6.75%	6.92%	6.67%
Addressed a public meeting	6.73%	6.47%	6.04%
Took active part in local civic issue	6.3%	5.98%	5.74%
Union member	5.77%	5.73%	5.2%
Wrote to editor of mag or newspaper	5.19%	4.98%	4.75%



## Communication Media Content

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

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



# Potential Print Media Content:

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

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

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	24.39%	23.98%	22.54%
Children's Books	16.43%	16.42%	15.79%
Mystery	15.8%	15.64%	14.82%
Cookbooks	12.81%	12.77%	11.8%
Personal/Business	10.32%	10.08%	9.77%
Self-help			
History	10.02%	9.83%	9.19%
Biography	9.51%	9.27%	8.61%
Religious (not Bibles)	9.1%	8.99%	9.06%
Romance	7.78%	7.86%	7.53%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	74.24%	74.25%	72.11%
Distributed			
Gen. Editorial	49.78%	49.32%	48.71%
Womens	45.21%	44.79%	45.51%
Service	42.1%	41.2%	39.39%
Business/Finance	27.04%	26.13%	24.55%
Mens	20.12%	19.98%	20.81%
Sports	19.39%	18.94%	19.23%
Parenthood	14.02%	14.41%	14.99%
Travel	13.68%	12.9%	11.75%



# 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	61.45%	60.74%	58.62%
Business/Finance	39.4%	38.76%	36.37%
Sport	36.45%	36.1%	35.14%
Editorial Page	33.3%	32.78%	30.82%
Movie Listings & Reviews	30.53%	30.35%	29.72%
Classified	29.31%	29.37%	30.31%
Food/Cooking	28.98%	28.55%	27.11%
Comics	28.26%	28.15%	27.31%
Travel	26.97%	26.48%	24.83%
Home/Gardening	26.44%	26.05%	24.04%
TV/Radio Listings	25.03%	24.61%	23.37%
Science/Technology	22.69%	22.48%	21.22%
Fashion	16.75%	16.52%	15.93%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	22.34%	22.5%	21.66%
News/Talk	19.89%	19.63%	17.45%
CHR Contemp Hit Radio	18.11%	18.47%	19.5%
Country	17.32%	17.62%	18.1%
Alternative	15.77%	15.35%	14.46%
Rock	14%	14.34%	13.57%
Classic Rock	13.53%	13.37%	12.53%
Oldies	13.43%	13.11%	11.78%
All News	10.25%	9.43%	7.86%
Soft Contemporary	10.25%	9.82%	9.18%
Variety	9.12%	9.03%	8.86%
Urban Contemporary	8.87%	9.06%	11.31%
Sports	7.63%	7.34%	6.76%
Religious	7%	7.13%	6.78%
All Talk	6.53%	6.47%	5.78%
Jazz	6.13%	5.89%	6.14%
Classical	5.63%	5.6%	5.1%
Public	5.18%	4.85%	4.72%

# 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	71.73%	70.88%	69.42%
Satellite Dish	62.89%	61.97%	58.41%
Soapnet	55.94%	55.42%	54.09%
Comedy Central	49.13%	46.94%	44.49%
Other Video-On-Demand	43.52%	41.65%	42.28%
Sci-Fi Channel	40.46%	40.22%	38.63%
ESPN Classic	38.16%	35.92%	33.85%
MSNBC	37.11%	37.08%	36.06%
Video-On-Demand Movies	36.72%	33.69%	30.37%
ABC Fam.	35.73%	34.91%	34.04%
Adult Pay Per View TV	35.22%	35.37%	32.84%
TV Info From Sunday TV Magazine	34.06%	33.42%	31.61%

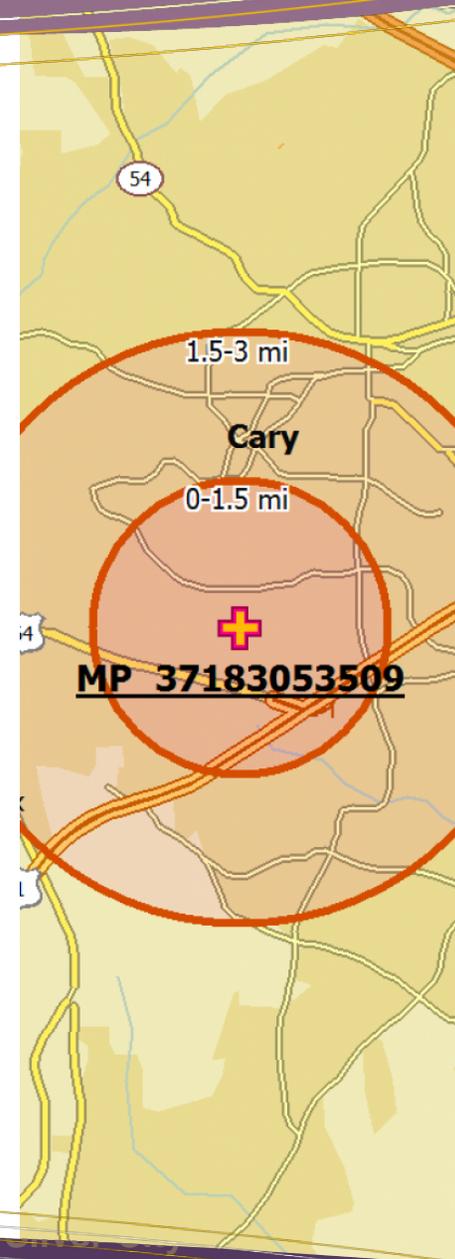
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hallmark Channel	33.81%	33.21%	31.42%
ESPN2	33.08%	31.02%	29.31%
Adult Swim	32.39%	32.05%	32.76%
Subscribe Digital Cable	32.17%	31.57%	30.4%
The Golf Channel	31.71%	31.21%	29.93%
TCM (Turner Classic Movies)	30.56%	29.85%	28.78%
Nickelodeon	30.22%	30.31%	29.09%
USA Network	30.19%	29.17%	27.59%
ESPN News	29.56%	28.73%	27.44%
Nick At Nite	28.71%	28.48%	28.07%
BET (Black Entertainment TV)	28.62%	28.56%	28.56%
TV Info From Newspapers	28.26%	28.76%	28.03%

## 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+)	27.07%	26.64%	25.51%
Medium Users (4-6)	13.81%	13.78%	13.17%
Light Users (1-3)	22.22%	21.95%	21.71%
Quintiles (20%)			
Newspaper I (Heavy)	1.4%	1.54%	1.34%
Newspaper II	1.36%	1.31%	1.26%
Newspaper III	2.67%	2.5%	2.73%
Newspaper IV	0.64%	0.49%	0.55%
Newspaper V (Light)	1.21%	1.2%	0.98%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.29%	20.53%	21.57%
Magazines II	9.2%	8.69%	8.89%
Magazines III	10.38%	10%	10.62%
Magazines IV	12.1%	11.94%	11.98%
Magazines V (Light)	0.42%	0.55%	0.51%
Outdoor I (Heavy)	7.95%	7.55%	7.03%
Outdoor II	2.65%	2.61%	2.5%
Outdoor III	3.16%	3.27%	3.31%
Outdoor IV	14.31%	14.3%	14.12%
Outdoor V (Light)	22.22%	22.76%	21.66%
Yellow Pages I (Heavy)	11.23%	12.04%	12.14%
Yellow Pages II	6.08%	6%	5.96%
Yellow Pages III	4.56%	4.88%	5.54%
Yellow Pages IV	16.19%	17.2%	18.78%
Yellow Pages V (Light)	2.45%	2.53%	2.65%

# 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)	2.4%	2.66%	3.69%
Drive Time III (Medium)	0.44%	0.42%	0.48%
Radio IV & V (Light)	2.09%	2.2%	2.04%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.55%	10.55%	10.37%
Radio III (Medium)	5.88%	5.41%	5.14%
Radio IV & V (Light)	2.96%	3.1%	3.13%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	20.36%	19.38%	18.03%
Cable III (Medium)	4%	4.26%	4.77%
Cable IV & V (Light)	32.93%	32.09%	32.6%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.09%	3.16%	4.3%
Prime Time III (Medium)	2.01%	1.99%	2.14%
Prime Time IV & V (Light)	9.45%	9.13%	10.37%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.18%	40.65%	40.6%
Fringe III (Medium)	45.95%	46.49%	47.18%
Fringe IV (Light)	52.16%	52.05%	51.02%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.4%	11.69%	11.55%
All Day III (Medium)	23.68%	23.02%	22.61%
All Day IV (Light)	13.6%	13.15%	14.38%

# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 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]	13.47%	13.6%	12.88%
6:00am - 10:00am	24.57%	24.2%	23.08%
10:00am - 3:00pm	7.36%	7.33%	8.55%
3:00pm - 7:00pm	14.13%	13.69%	13.29%
7:00pm - Midnight	18.85%	17.77%	15.62%
Midnight - 6:00am	5.69%	5.93%	5.64%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	16.17%	15.97%	14.66%
6:00am - 10:00am	5.9%	5.63%	5.25%
10:00am-3:00pm	8.59%	8.72%	9.56%
3:00pm - 7:00pm	7.61%	7.69%	7.14%
7:00pm - Midnight	10.27%	10.46%	10.13%
Midnight - 6:00am	13.42%	12.86%	12.21%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	12.31%	12.19%	12.24%
Saturday:	8.68%	8.82%	7.76%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.88%	11.82%	12.88%
9:00am-1:00pm	28.71%	28.48%	28.07%
9:00am-4:00pm	32.59%	32.36%	31.69%
4:00pm-7:00pm	35.79%	35.38%	33.87%
11:00pm-1:00am	44.52%	44.43%	44.7%
AVG Prime time	4.15%	3.69%	3.59%
Mon-Sun			



# 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?

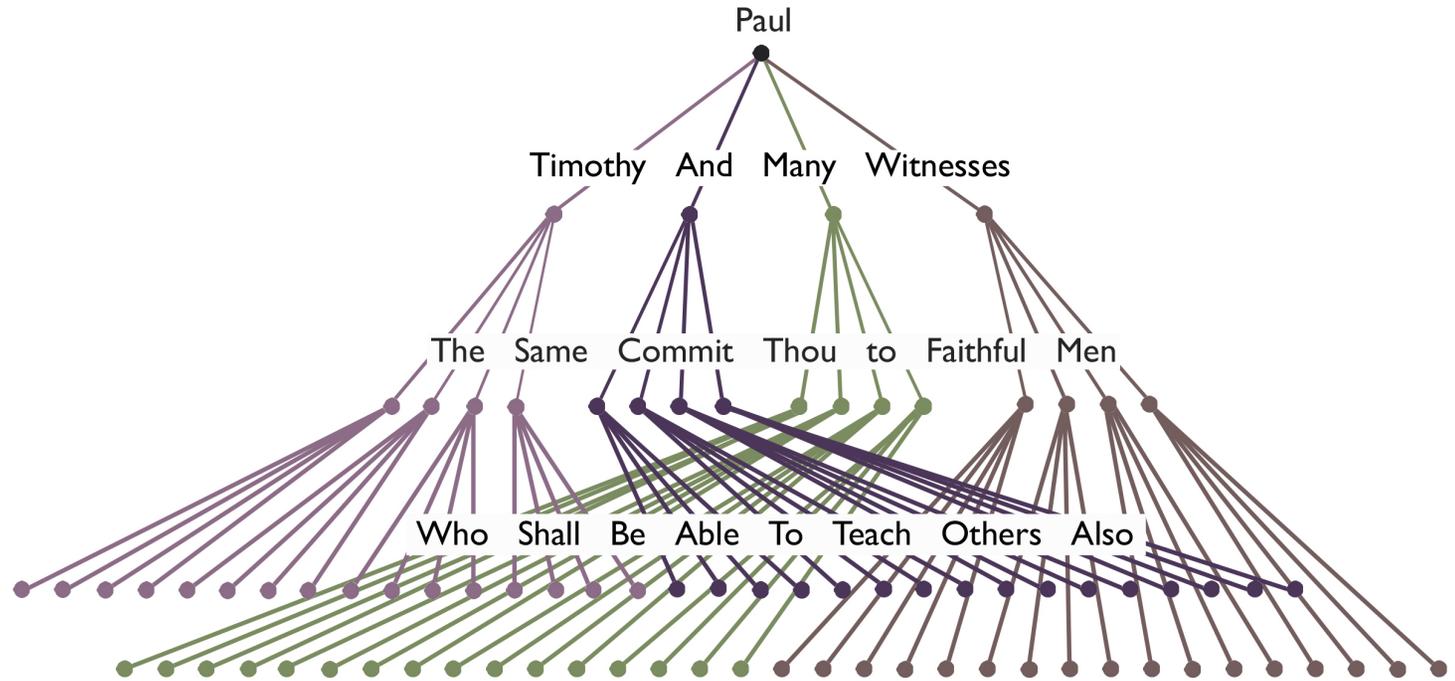


# Biblical Missional Multiplication

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*

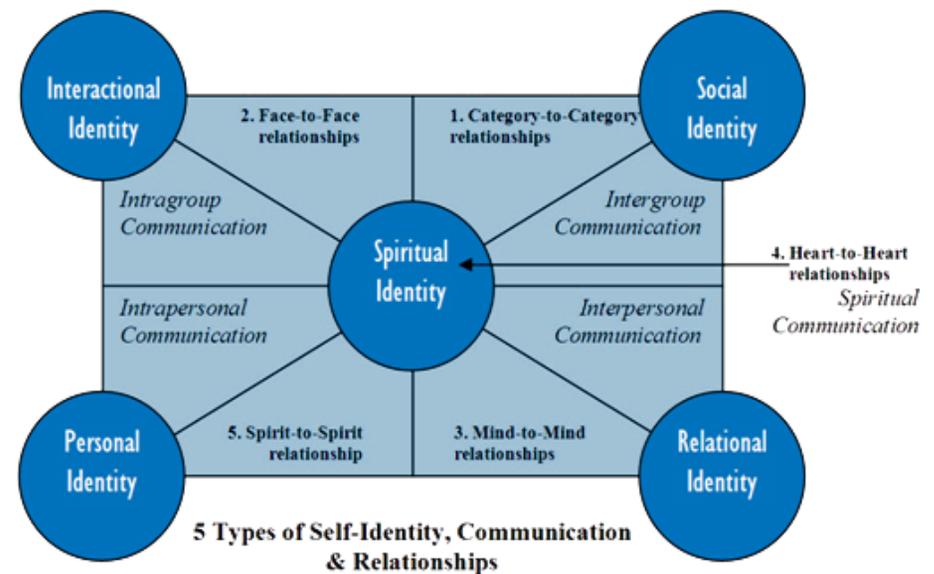


# Establishing Redemptive Relationships

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.

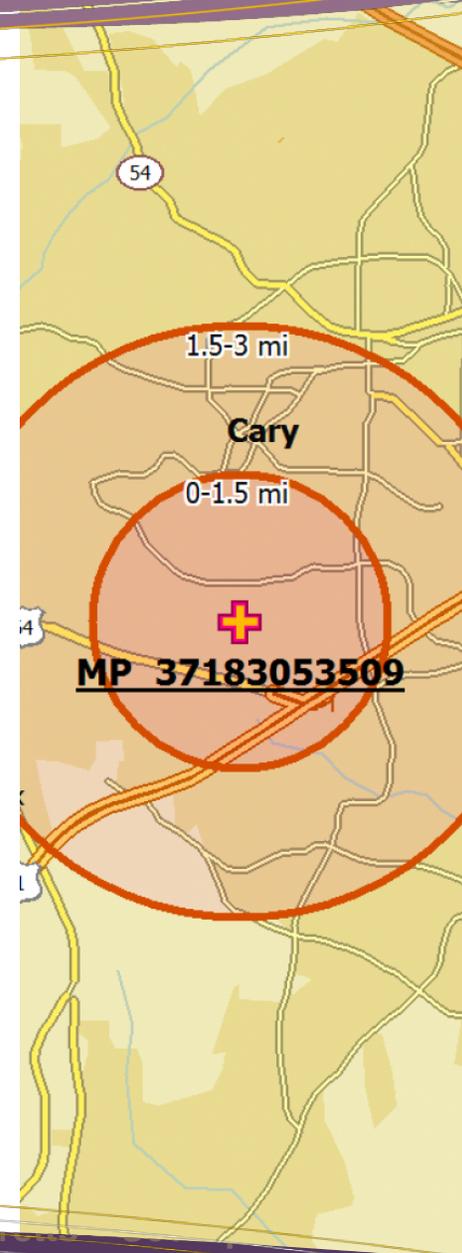


## Your MissionSite and the Missional Suite

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	WRSH P AVG	IICM CGR
1	Salem - Apex	1205 Salem Church Rd Apex, NC 27523	2.45 mi	743	Plateauing
2	New Horizons Fellowship - Apex	820 E Williams St Apex, NC 27502	2.85 mi	0	Insufficient Data
3	Apex - Apex	110 S Salem St Apex, NC 27502	2.96 mi	711	Declining
4	Apex Baptist Hispanic - Apex	110 S Salem St Apex, NC 27502	2.96 mi	63	Growing
5	Cary First - Cary	218 S Academy St Cary, NC 27511	2.97 mi	588	Plateauing
6	Slavic	202 Longbridge Dr Cary, NC 27518	3.27 mi	0	Insufficient Data
7	Macedonia - Raleigh	7100 Holly Springs Rd Raleigh, NC 27606	3.41 mi	274	Declining
8	The Potter's Hand Bible Church - Apex	3468 Apex Peakway Apex, NC 27502	3.44 mi	167	Insufficient Data
9	The Bridge Community Church - Holly Sprin	108 Love Valley Dr Cary, NC 27519	3.55 mi	0	Insufficient Data
10	Swift Creek - Raleigh	9300 Penny Rd Raleigh, NC 27606	3.71 mi	108	Plateauing
11	Christ Family Church - Cary	760 Reedy Creek Rd Cary, NC 27513	3.90 mi	0	Insufficient Data
12	Westwood - Cary	200 W High St Cary, NC 27513	3.90 mi	317	Growing
13	North Cary - Cary	505 Reedy Creek Rd Cary, NC 27513	3.92 mi	113	Plateauing
14	Woodhaven - Apex	4000 Kildaire Farm Rd Apex, NC 27539	3.93 mi	264	Declining
15	Concord Community	504 Meredith Anne Ct Apt 202 Raleigh, NC 27606	4.10 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	4.40 mi	242	Plateauing
17	International Community - Raleigh	1215 Jones Franklin Rd Ste 204 Raleigh, NC 27606	4.54 mi	0	Insufficient Data
18	Lifefzone Church Cary	6200 Daybrook Cir Apt 302 Raleigh, NC 27606	4.80 mi	0	Insufficient Data
19	Hope Community Church	821 Buck Jones Rd Raleigh, NC 27606	4.80 mi	2,400	Insufficient Data
20	Fairview - Apex	5608 Ten Ten Rd Apex, NC 27539	4.90 mi	319	Declining
21	Northwest Community Church	7712 Carpenter Fire Station Rd Cary, NC 27519	5.08 mi	0	Insufficient Data
22	The Creek Church	2100 Morrisville Pkwy Cary, NC 27519	5.08 mi	0	Insufficient Data
23	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	5.31 mi	0	Insufficient Data
24	Morrisville First - Morrisville	209 Church St Morrisville, NC 27560	5.52 mi	108	Growing
25	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	5.53 mi	120	Plateauing
26	Reedy Creek - Cary	1524 N Harrison Ave Cary, NC 27513	5.62 mi	51	Declining
27	CrossWay - Apex	7313 Vanclaybon Rd Apex, NC 27523	6.11 mi	0	Insufficient Data
28	Green Level - Cary	8509 Green Level Church Rd Cary, NC 27519	6.14 mi	196	Declining
29	The Village Church at Holly Springs - Hol	724 W Holly Springs Rd Holly Springs, NC 27540	6.40 mi	150	Insufficient Data
30	Good Hope - Cary	6636 Good Hope Church Rd Cary, NC 27519	6.67 mi	317	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	RTP Global Mission Ch	6628 Good Hope Church Rd Cary, NC 27519	6.68 mi	0	Insufficient Data
32	Chinese Christian Fellowship - Apex	1220 Goodwin Rd Apex, NC 27523	6.79 mi	0	Insufficient Data
33	Holly Springs - Holly Springs	304 Raleigh St Holly Springs, NC 27540	6.79 mi	47	Growing
34	Inwood - Raleigh	3700 Lake Wheeler Rd Raleigh, NC 27603	6.88 mi	110	Declining
35	Christian Community Baptist of the Trian	1001 Airport Blvd Morrisville, NC 27560	7.82 mi	0	Insufficient Data
36	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	7.86 mi	747	Declining
37	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	7.86 mi	65	Insufficient Data
38	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	7.91 mi	61	Declining
39	Iglesia Bautista Nueva Esperanza - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	7.91 mi	0	Insufficient Data
40	Sorrells Grove - Morrisville	210 Sorrell Grove Church Rd Morrisville, NC 27560	7.98 mi	35	Insufficient Data
41	Faith - Apex	1004 US Highway 64 W Apex, NC 27523	8.19 mi	109	Declining
42	Olive Chapel - Apex	600 New Hill Olive Chapel Rd Apex, NC 27502	8.45 mi	225	Declining
43	The Revolution	209 Oberlin Rd Raleigh, NC 27605	8.46 mi	0	Insufficient Data
44	Fellowship - Raleigh	5029 Old Stage Rd Raleigh, NC 27603	8.57 mi	132	Plateauing
45	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	8.58 mi	126	Declining





6 Waterloo Court  
North Augusta, SC 29841

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:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
[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)