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| 1. **Population Density**

At the height of the church’s influence on American society (1900) there were approximately 27 churches for every 10,000 residents. Therefore, it is a reasonable goal to have one PCA Church for every 25,000 to 50,000 people in a city, town or community.1. **Community-Based Ministry**

Are the existing churches in the community effectively targeting and reaching the people of the community? It is not enough for a congregation to say, “We have people in our church who come from that community.” They should show an intentional and effective commitment to the people who live there.1. **Ministry Style**

Churches with significantly different styles of ministry can coexist and prosper in the same community, even when their theology is identical. Different styles and emphases reach different kinds of people. For example, it should be possible to start a Mercy/Fellowship style church in the same community as a Worship/Teaching Style church.1. **Ethnicity & Culture**

The ethnic and cultural diversity of Central Carolina compells us to think differently about church planting. Many people must be reached within their ethnic and cultural group before they can be incorporated into the larger Body of Christ.1. **Percent of Unchurched**

George Barna has estimated that there are between 180 to 190 million unchurched people in America, and this number is trending upward every year. Even in the Southeast. For example, recent data reports that 49.3% of residents of Moore County report having no religious preference. What percentage of the population of a given community/neighborhood are attending church on any given Sunday?1. **Distance to sister PCA churches**

Linear miles should be considered, but this is not the first or only factor to weigh in site selection. Other significant physical factors include lakes, rivers, railroads, parks, major highways, interstates, traffic patterns and, city/township/state lines. 1. **Partnerships with Parenting Churches**

We should work with churches who desire to reproduce, including their desires in our plans.1. **Projected Growth in Area**

New residents in growing communities are more open to attending a new church than an established church.1. **Strategic Centers of Influence**

City centers, edge city centers, universities and college towns should receive special consideration.1. **Leading of the Holy Spirit**

The Apostle Paul remained open to the prompting of the Spirit in church planting. So, must we. |