

# MissionSite

top unreached locations



LIVONIA, MI

CENSUS TRACT: 26163557900

REGION: Region Five

ASSOCIATION: Greater Detroit

COUNTY: Wayne

SITESCAPE: Suburbscape

DENSITY PATTERN: E3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



BAPTIST STATE  
CONVENTION OF  
MICHIGAN

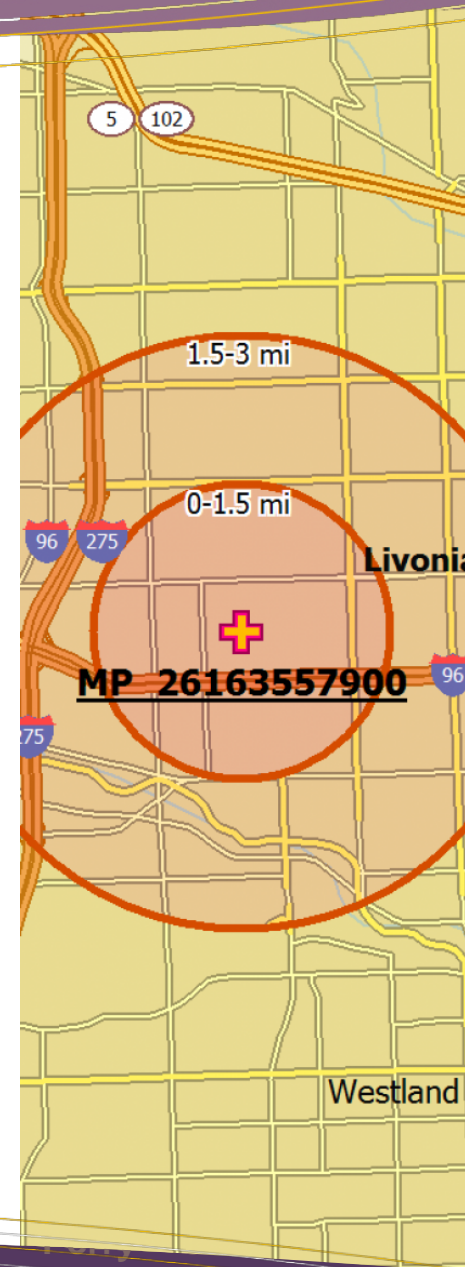
# MissionSite (TM) Table of Contents

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

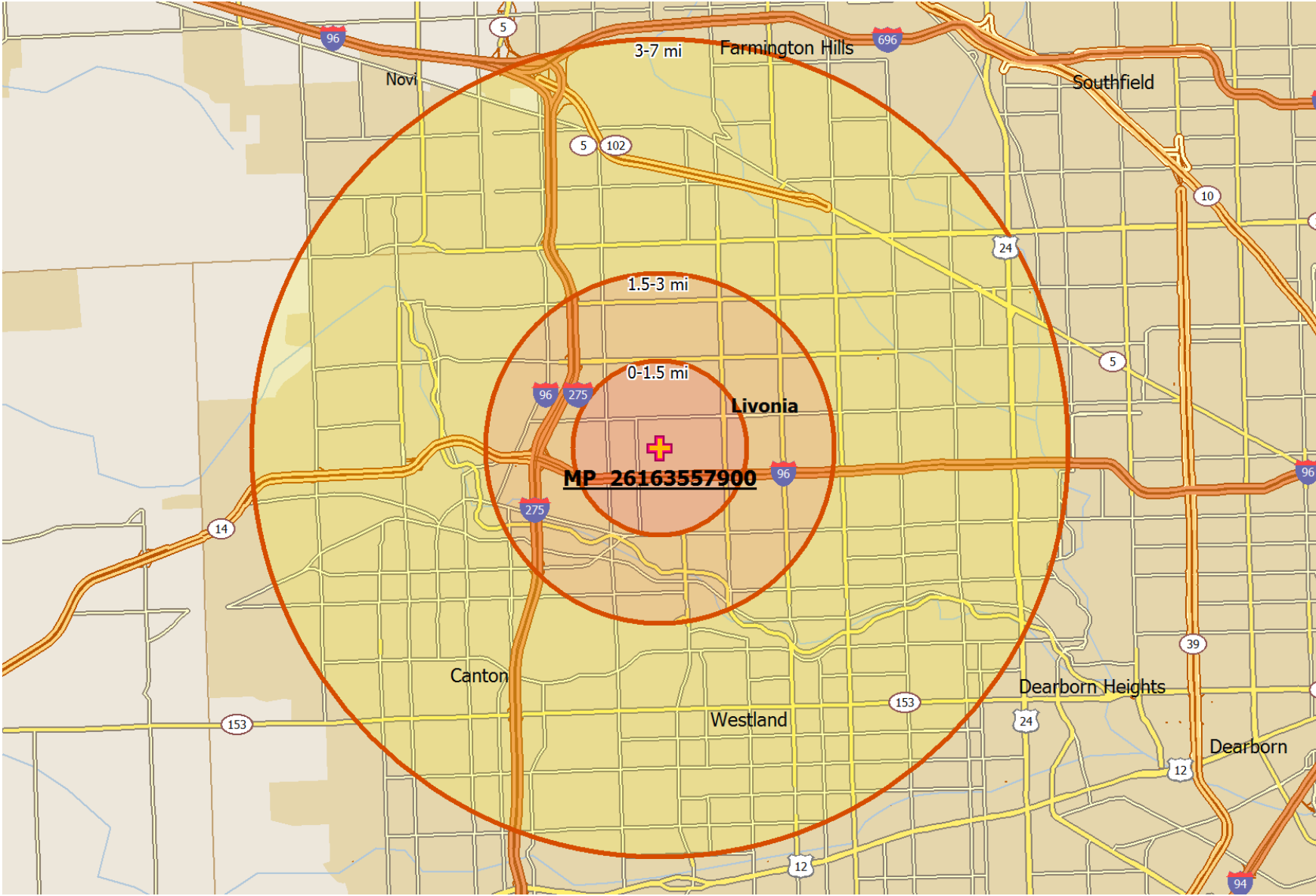
## Site Location Summary

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	26R05	Region Five
2	Association	26A05	Greater Detroit
3	County Location	26163	Wayne
4	Zipcode	48154	Wayne
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	E3	100000-1000000-1000000



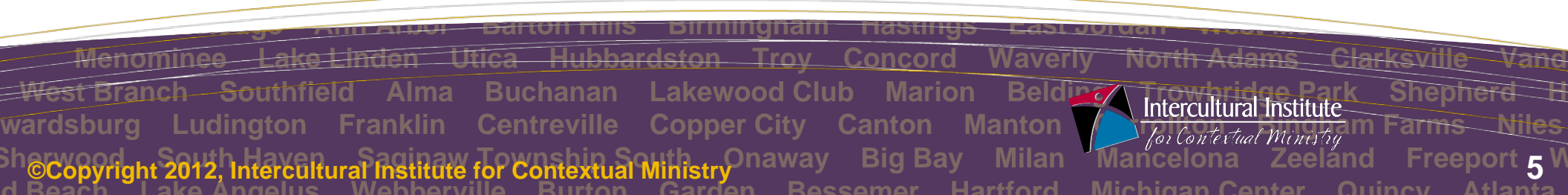
# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 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	16,059	62,632	419,871
2010 Households	5,688	25,008	164,852
2010 Group Quarters Population	600	777	6,005

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	59	80	78
Language Diversity National Index	46	53	57
Foreign Born Diversity National Index	91	84	78
Ancestry Diversity National Index	99	96	24
Racial Diversity National Index	27	42	74

# 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	1	True
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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,961	87.22%
Mainstay Communities	Established, Diverse Households	308	5.41%
Working Communities	Blue-collar, Working Families	133	2.34%
Country Communities	Rural, Agri. & Mining Families	104	1.83%
Aspiring Communities	Young Singles / Aspiring-Multihousing	181	3.18%
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).

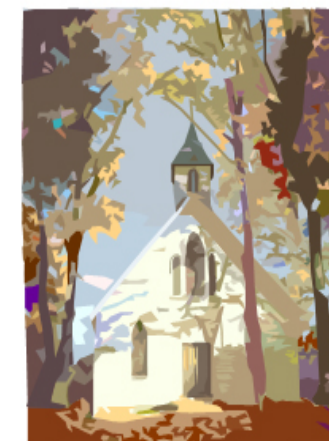
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	489,789	3,883	0.79%
Unreached %	70.04%	68.26%	97.47
Religious But NOT Evangelical HH	152,338	926	0.61%
Religious But NOT Evangelical %	21.78%	16.28%	74.74
Spiritual But NOT Relig or Evang HH	56,789	617	1.09%
Spiritual But NOT Relig or Evang %	8.12%	10.84%	133.53
Not Evangelical, Not Interested HH	286,981	2,340	0.82%
Not Evangelical, Not Interested %	41.04%	41.14%	100.24



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BSCM 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 BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	78,825	3,506	4.45%
Active Evangelical Percent	11.27%	11.42%	101.32
Inactive Evangelical Households	130,709	5,814	4.45%
Inactive Evangelical Percent	18.69%	18.94%	101.33
# New Churches Needed	350	15	4.39%



# 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.

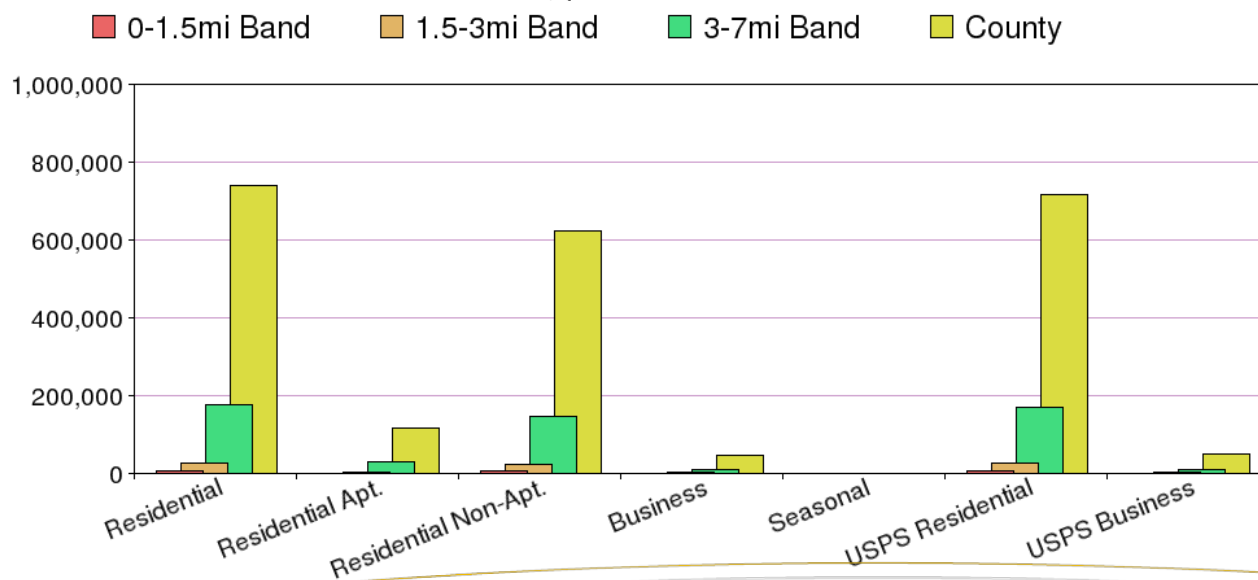
# Current Demographic Summary

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	2,111,687	17,932	0.85%
2000 Population	2,061,162	16,759	0.81%
2010 Population	1,898,563	16,059	0.85%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	780,532	5,970	0.76%
2000 Households	768,440	6,029	0.78%
2010 Households	699,322	5,688	0.81%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	6,390
Residential Apt.	26
Residential Non-Apt.	6,364
Business	644
Seasonal	0
USPS Residential	6,051
USPS Business	745

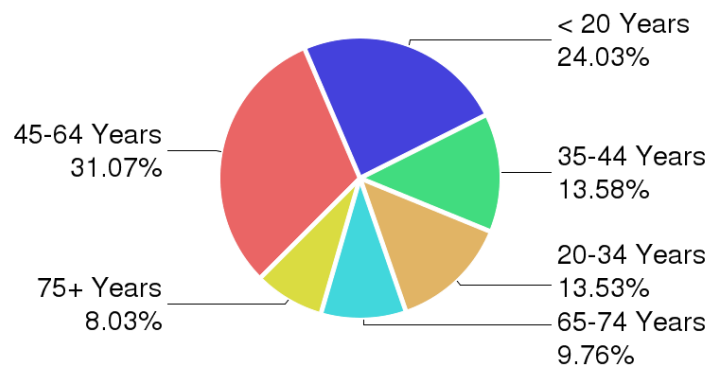
# Current Demographic Summary

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	5.23%	4%	76.48
4-5 Years	2.67%	2.08%	77.9
6-8 Years	4.03%	3.41%	84.62
9-11 Years	4.1%	3.76%	91.71
12-13 Years	2.77%	2.78%	100.36
14-17 Years	5.75%	5.19%	90.26
18-19 Years	2.94%	2.8%	95.24
0-5 Years	7.9%	6.08%	76.96
6-12 Years	9.51%	8.56%	90.01
13-19 Years	10.08%	9.39%	93.15
< 20 Years	27.49%	24.03%	87.41
20-34 Years	19.18%	13.53%	70.54
35-44 Years	13.63%	13.58%	99.63
45-64 Years	26.8%	31.07%	115.93
65-74 Years	6.84%	9.76%	142.69
75+ Years	6.06%	8.03%	132.51
Median Age	37	43	116.01
Median Age (Male)	36	43	120.13
Median Age (Female)	39	44	113.57

Age Group Percentages

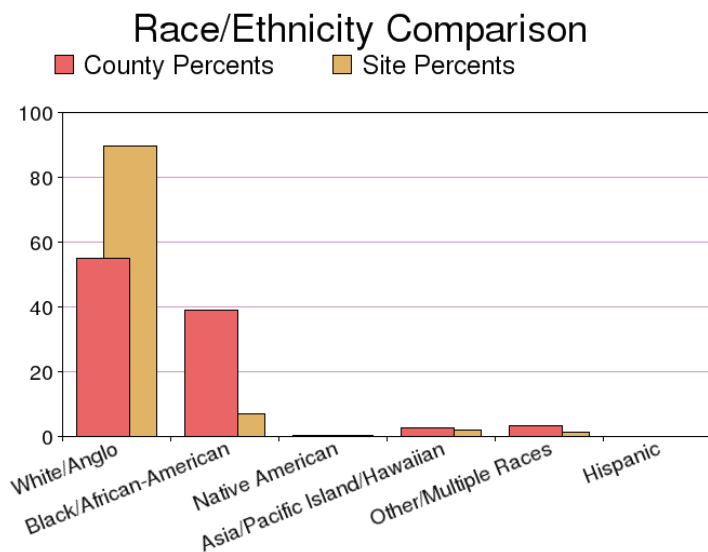


# Current Demographic Summary

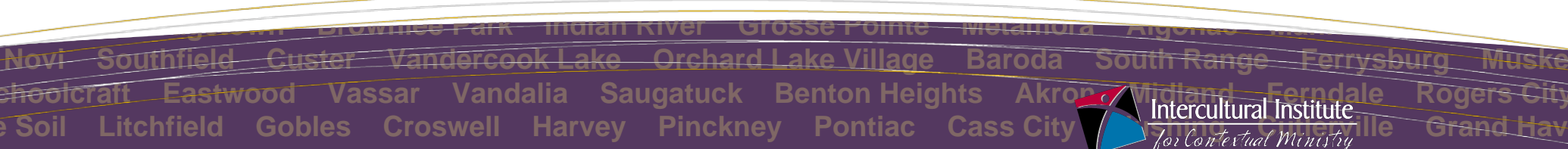
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.85%	89.64%	163.43
Black, African-American	38.87%	6.87%	17.69
Native American	0.36%	0.21%	58.96
Asian	2.54%	1.97%	77.7
Pacific Island, Hawaiian	0.06%	0.01%	9.67
Other/Multiple Races	3.32%	1.3%	39.05
Hispanic	0%	2.49%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,251,329	11,452	
Less than 9th Grade	5.03%	2.38%	210.96
No High School Diploma	11.11%	4.72%	235.08
High School Graduate	33.89%	28.4%	119.34
Some College, no degree	22.85%	22.26%	102.67
Associate Degree	7.13%	8.89%	80.18
College Degree	12.48%	21.44%	58.2
Graduate/Prof. degree	7.52%	11.91%	63.14





# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	10.32%	1.55%	14.62
\$10,000 to \$19,999	12.2%	5.66%	46.41
\$20,000 to \$29,999	11.7%	6.93%	59.19
\$30,000 to \$49,999	20.5%	14.28%	69.63
\$50,000 to \$59,999	7.76%	6.93%	89.28
\$60,000 to \$69,999	7.09%	8.16%	115
\$70,000 to \$79,999	5.95%	9.11%	153.12
\$80,000 to \$89,999	4.75%	8.58%	180.76
\$90,000 to \$99,999	3.32%	6.4%	192.85
\$100,000 to \$124,999	7.39%	14.1%	190.68
\$125,000 to \$149,999	3.92%	9.25%	235.94
\$150,000 to \$199,999	3.28%	6%	183.01
\$200,000 to \$249,999	0.72%	1.37%	191.22
\$250,000 or more	1.11%	1.71%	154.04
Median Household	44,630	76,062	170.43
Average Household	58,937	83,931	142.41
Per Capita Household	22,198	29,908	134.73
Family/Non-Family Household Income			
Median Family Income	56,307	85,363	151.6
Average Family Income	70,459	94,124	133.59
Median Non-Family Income	30,033	43,005	143.19
Average Non-Family Income	38,816	54,699	140.92

# 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	63.59%	74.88%	117.76
Families with Children	33.72%	30.13%	89.37
Families without Children	29.87%	44.74%	149.8
Non-Family Households			
% Non-Family Households	36.41%	25.12%	68.99
Non-Families with Children	0.28	0.04	12.64
Non-Families without Children	36.13	25.09	69.43
Housing Units			Index
Total Housing Units	835,198	6,343	
Vacant percent	16.27%	10.33%	63.47
Owned percent	57.05%	83.56%	146.46%
Rented Percent	26.68%	6.12%	22.93
Households by Size			Index
Avg household size	2.67	2.72	101.87
Avg family hh size	3.55	3.29	92.68
Avg non-family hh size	1.13	1.03	91.15
Households By Count of Persons			Percent
One	228,033	1,332	0.58%
Two	165,215	1,660	1%
Three or Four	207,119	1,988	0.96%
Five+	98,955	707	0.71%

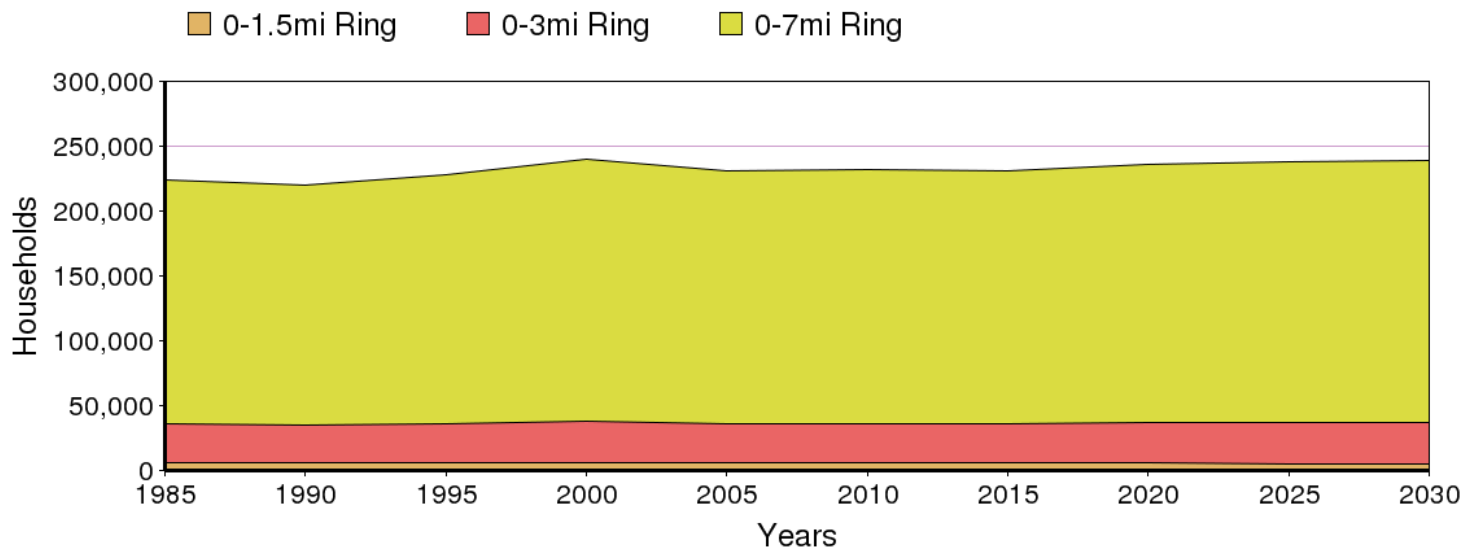
# Projected Demographic Summary

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	2,111,687	17,932	0.85%
2000 Population	2,061,162	16,759	0.81%
2010 Population	1,898,563	16,059	0.85%
2015 Population	1,766,345	14,737	0.83%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	780,532	5,970	0.76%
2000 Households	768,440	6,029	0.78%
2010 Households	699,322	5,688	0.81%
2015 Households	693,291	5,553	0.8%

Household Change from 1985 to 2030



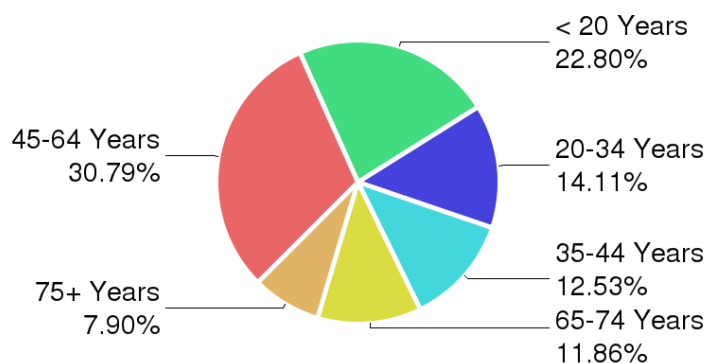
# Projected Demographic Summary

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%	4.14%	103.5
4-5 Years	2.08%	2.01%	96.63
6-8 Years	3.41%	3.18%	93.26
9-11 Years	3.76%	3.5%	93.09
12-13 Years	2.78%	2.65%	95.32
14-17 Years	5.19%	4.84%	93.26
18-19 Years	2.8%	2.48%	88.57
0-5 Years	6.08%	6.15%	101.15
6-12 Years	8.56%	8.01%	93.57
13-19 Years	9.39%	8.64%	92.01
< 20 Years	24.03%	22.8%	94.88
20-34 Years	13.53%	14.11%	104.29
35-44 Years	13.58%	12.53%	92.27
45-64 Years	31.07%	30.79%	99.1
65-74 Years	9.76%	11.86%	121.52
75+ Years	8.03%	7.9%	98.38
Median Age	37	45	120.01
Median Age (Male)	36	44	121.61
Median Age (Female)	39	46	117.65

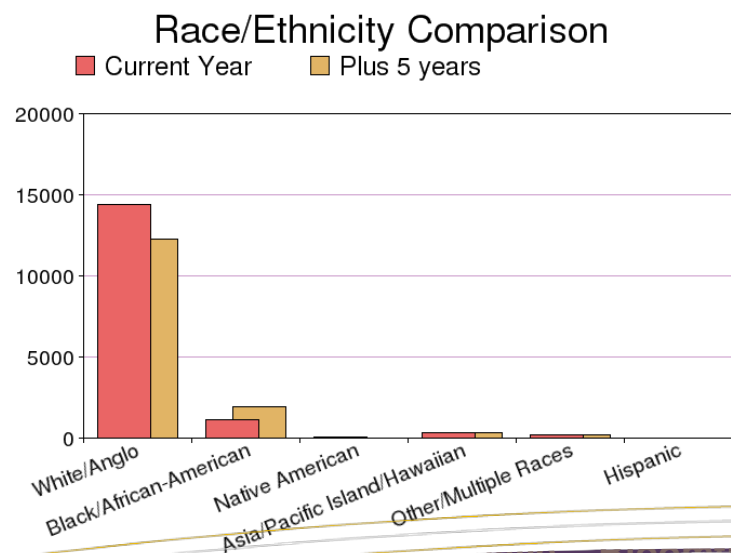
Projected Age Group Percentages



# 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.



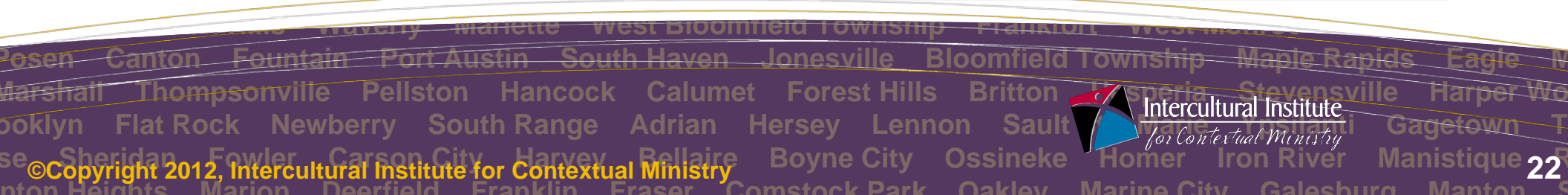
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	89.64%	83.14%	92.76
Black, African-American	6.87%	12.96%	188.53
Native American	0.21%	0.2%	96.15
Asian	1.97%	2.21%	112.06
Pacific Island, Hawaiian	0.01%	0.03%	544.85
Other/Multiple Races	1.3%	1.45%	111.59
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	11,452	10,616	
Less than 9th Grade	2.38%	2.22%	93.25
No High School Diploma	4.72%	4.08%	86.34
High School Graduate	28.4%	29.39%	103.5
Some College, no degree	22.26%	21.5%	96.58
Associate Degree	8.89%	9.26%	104.17
College Degree	21.44%	21.47%	100.14
Graduate/Prof. degree	11.91%	12.09%	101.47

# 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	1.55%	1.49%	96.61
\$10,000 to \$19,999	5.66%	5.55%	97.98
\$20,000 to \$29,999	6.93%	6.56%	94.63
\$30,000 to \$49,999	14.28%	13.76%	96.38
\$50,000 to \$59,999	6.93%	6.5%	93.85
\$60,000 to \$69,999	8.16%	7.76%	95.15
\$70,000 to \$79,999	9.11%	8.82%	99.27
\$80,000 to \$89,999	8.58%	8.46%	100.12
\$90,000 to \$99,999	6.4%	6.48%	101.31
\$100,000 to \$249,999	14.1%	14.71%	104.35
\$125,000 to \$149,999	9.25%	10.23%	110.61
\$150,000 to \$199,999	6%	6.7%	111.74
\$200,000 to \$249,999	1.37%	1.46%	106.37
\$250,000 or more	1.71%	1.6%	93.98
Median Household	76,062	78,487	103.19
Average Household	83,931	86,298	102.82
Per Capita Household	29,908	32,720	109.4
<b>Family/Non-Family Household Income</b>			
Median Family Income	85,363	88,800	104.03
Average Family Income	94,124	97,472	103.56
Median Non-Family Income	43,005	47,077	109.47
Average Non-Family Income	54,699	55,476	101.42



# 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	74.88%	73.26%	97.84
Families with Children	30.13	28.56	94.78
Families without Children	44.74	42.39	94.74
<b>Non-Family Households</b>			
% Non-Family Households	25.12%	26.74%	106.45
Non-Families with Children	0.04	0.04	106.45
Non-Families without Children	25.09	26.71	106.45
<b>Housing Units</b>			
Total Housing Units	6,343	6,190	97.59%
Vacant percent	10.33%	10.29%	99.66
Owned percent	83.56%	83.59%	100.04
Rented Percent	6.12%	6.12%	100.09
<b>Households by Size</b>			
Avg household size	2.72	2.55	93.75%
Avg family hh size	3.29	3.11	94.53%
Avg non-family hh size	1.03	1.02	99.03%
<b>Households By Count of Persons</b>			
One	1,332	1,402	105.26%
Two	1,660	1,769	106.57%
Three or Four	1,988	1,812	91.15%
Five+	707	568	80.34%

# 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	1,020	4,711	34,841
Northern Europe	101	349	2,246
Western Europe	62	304	1,649
Southern Europe	219	499	2,225
Eastern Europe	135	684	4,729
Other Europe	0	0	3
Eastern Asia	122	333	3,846
So. Central Asia	64	786	7,217
SE Asia	64	221	2,220
Western Asia	65	400	3,009
Other Asia	9	99	307

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	11	182
Middle Africa	0	0	12
Northern Africa	3	16	168
Southern Africa	2	2	20
Western Africa	0	7	327
Other Africa	0	3	64
Oceania	2	13	123
Caribbean	2	47	403
Central Amer.	0	198	1,209
South America	8	52	715
North America	162	687	4,167
Born at sea	0	0	0



# Language Summary

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

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
English only	13,279	55,652	348,800
Spanish	184	787	6,064
Other Indo-Euro language	878	3,458	20,734
French (incl. Patois, Cajun)	49	257	1,711
French Creole	0	0	21
Italian	160	616	2,292
Portuguese	0	10	262
German	97	390	1,778
Yiddish	0	10	105
Other West Germanic	0	18	145
A Scandinavian Language	2	14	116
Greek	115	230	943
Russian	0	41	438
Polish	209	563	2,836
Serbo-Croatian	45	120	588
Other Slavic Language	92	257	1,232
Armenian	23	144	510
Persian	0	25	164
Gujarathi	0	84	1,508
Hindi	3	165	1,150
Urdu	13	72	1,012

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Other Indo-Euro	46	256	2,471
Asian/PI languages	0	0	0
Chinese	52	330	2,431
Japanese	0	10	1,278
Korean	5	16	681
Mon-Khmer, Cambodian	0	0	22
Miao, Hmong	0	0	143
Thai	0	8	90
Laotian	0	0	36
Vietnamese	10	15	434
Other Asian	18	280	2,473
Tagalog	52	126	1,279
Other Pacific Is	0	12	87
Other languages	141	809	5,781
Navajo	0	0	0
Other Native N. American	12	6	57
Hungarian	30	23	337
Arabic	99	718	4,479
Hebrew	0	0	65
African languages	0	0	321
Other unspecified	0	62	522



# 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	13,389	57,077	358,283
Arab	135	1,020	6,546
Armenian	102	415	1,624
Austrian	19	171	821
British	35	262	1,418
Canadian	55	343	2,469
Croatian	14	112	700
Czech	52	180	919
Czechoslovak	22	164	579
Danish	57	190	1,096
Dutch	101	488	3,802
English	1,096	4,846	28,527
European	79	423	2,003
Finnish	156	526	4,314
French (not Basque)	453	1,786	10,884
French Canadian	164	1,160	6,317
German	2,115	9,039	54,894
Greek	164	505	3,153
Hungarian	144	716	4,408
Iranian	5	28	244

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,757	6,285	36,779
Italian	1,269	4,520	23,665
Lithuanian	49	298	1,643
Norwegian	87	536	2,406
Polish	2,521	9,197	45,503
Portuguese	8	18	254
Romanian	52	359	1,740
Russian	98	296	2,670
Scandinavian	0	37	352
Scotch-Irish	319	1,167	5,648
Scottish	363	1,610	8,948
Slovak	29	207	1,014
Subsaharan African	23	9	1,400
Swedish	156	555	3,042
Swiss	14	129	431
Ukrainian	103	660	2,458
US/American	476	2,173	17,055
Welsh	42	221	1,539
West Indian	0	27	277
Yugoslavian	40	126	950
Other	1,015	6,275	65,793

# 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 19 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 15 and 20 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 16 & 21 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

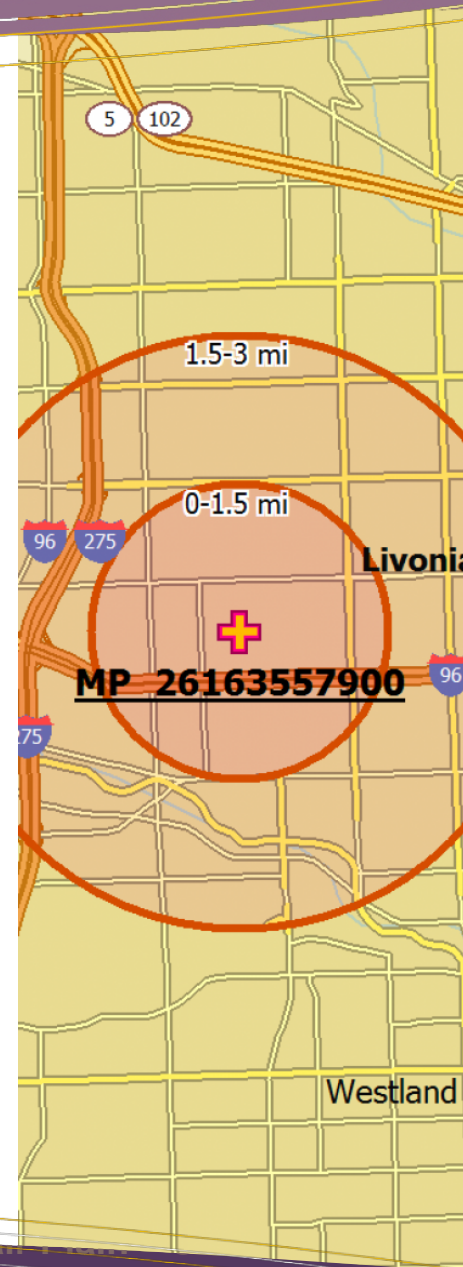
## *Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 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 18 & 23. 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 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,688	100%	3,884	100%
<b>AFFLUENT SUBURBIA</b>	1,703	29.94%	1,185	30.51%
America's Wealthiest	0	0%	0	0%
Dream Weavers	59	1.04%	42	1.08%
White Collar Suburbia	43	0.76%	35	0.9%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	24	0.42%	16	0.41%
Small Town Success	1,577	27.73%	1,092	28.12%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	3,258	57.28%	2,193	56.46%
Status Conscious Consumers	168	2.95%	118	3.04%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	3,090	54.32%	2,075	53.42%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	186	3.27%	128	3.3%
2nd City Homebodies	90	1.58%	64	1.65%
Prime Middle America	40	0.7%	26	0.67%
Urban Optimists	0	0%	0	0%
Family Convenience	23	0.4%	15	0.39%
Mid-Market Enterprise	33	0.58%	23	0.59%

# 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	5,688	100%	3,884	100%
<b>BLUE COLLAR BACKBONE</b>	27	0.47%	16	0.41%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	27	0.47%	16	0.41%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	122	2.14%	88	2.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	122	2.14%	88	2.27%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	106	1.86%	73	1.88%
Steadfast Conservative	100	1.76%	69	1.78%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	6	0.11%	4	0.1%
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	5,688	100%	3,884	100%
<b>REMOTE AMERICA</b>	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%
<b>ASPIRING CONTEMP'S</b>	181	3.18%	137	3.53%
Young Cosmopolitans	71	1.25%	56	1.44%
Minority Metro Communities	92	1.62%	68	1.75%
Stable Careers	18	0.32%	13	0.33%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	104	1.83%	64	1.65%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	104	1.83%	64	1.65%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,688	100%	3,884	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 14-18 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 19-23. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 30-33. 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?

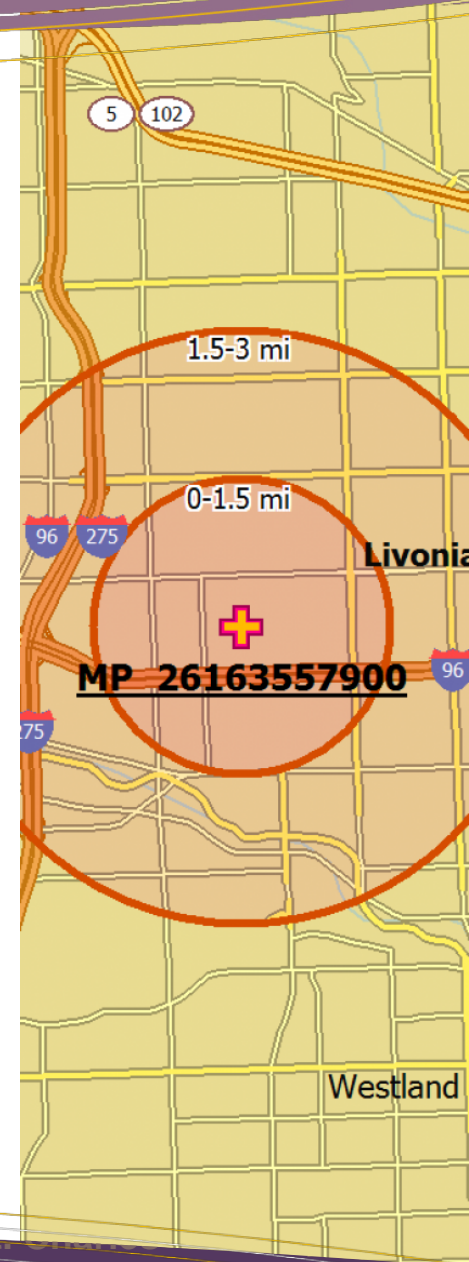
## Potential Cultural Bridges

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	86%	84%	82%
Use Comp. for Internet/E-mail	74%	73%	68%
Internet Use: E-Mail	62%	62%	57%
Use Comp. for Word Processing	53%	52%	47%
Use Comp. for Comp. Games	48%	45%	43%
Use Comp. for Shopping	46%	44%	41%
Use Comp. for Digital Camera	43%	41%	38%
Photo Editing			
Use Comp. for Banking	42%	41%	38%
Use Comp. for Education	40%	38%	35%
HH Owns DVD Player	36%	35%	32%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	36%	36%	33%
Internet Use: Banking	32%	32%	30%
Use Comp. for News/Info./Data Service	31%	31%	28%
PC-Network-HH Has One	27%	25%	23%
Use Comp. for Personal Financial Mngmnt	20%	20%	18%
Internet Use: Shopping: Gathered Info. for Shopping	20%	19%	17%
Use Comp. for Accounting	19%	19%	17%
Use Comp. for Filing/DB Mngmnt	18%	17%	14%
Internet Use: Travel Reservations	16%	16%	13%
Internet Use: Shopping: Made A Purchase	15%	16%	15%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	72%	71%	70%
Dining Out (Not Fast Food)	68%	68%	64%
Reading Books	59%	60%	58%
Go To A Beach/Lake	47%	45%	41%
Card Games	44%	44%	43%
Gardening	42%	39%	36%
Cooking for Fun	39%	39%	38%
Board Games	35%	34%	34%
Visit Museum	26%	27%	25%
Photography	24%	23%	21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	69%	68%	67%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	36%	36%	33%
Eye Dr.	24%	24%	23%
None Of These	21%	21%	21%
Backache	21%	20%	21%
High Cholesterol	20%	19%	19%
Hypertension/High Blood Pressure	18%	18%	19%
Acid Reflux Disease (GERD)	15%	14%	14%
Any Arthritis	14%	14%	15%

# 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	36.56%	36.03%	32.97%
Live Theater	29%	29.41%	25.97%
Live Theater Most Often	24.66%	24.83%	21.57%
Rock/Pop Concerts Most Often	21.34%	20.6%	18.68%
Dance Performance	10.45%	10.78%	10.34%
Comedy Club	9.57%	10%	9.96%
Movies: Comedy	43.8%	43.32%	41.57%
Movies: Action/Adventure	42.22%	42.01%	40.33%
Movies: Romantic	24.15%	23.91%	22.26%
Comedy			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Drama	22.46%	23.67%	22.72%
Movies: Fam.	20.85%	20.35%	19.78%
Movies: Mystery	17.41%	18.12%	17.67%
MLB Baseball Reg. Season	11.66%	12.09%	10.51%
NFL Football Reg. Season	9.57%	9.52%	8.53%
College Football Reg. Season	9%	9.02%	7.84%
College Basketball Reg. Season	5.66%	5.77%	5.25%
NBA Basketball Reg. Season	5.47%	5.51%	4.86%
NHL Hockey Reg. Season	4.65%	4.81%	4.22%

# 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	47.55%	47.35%	44.94%
Swimming	40.23%	39.12%	36.5%
Bowling	24.24%	23.08%	22.3%
Weight Training	21.04%	20.59%	19.21%
Billiards/Pool	20.21%	19.68%	19.39%
Golf	20.08%	19.35%	16.74%
Using Cardio Machine	19.03%	18.92%	17.39%
Jogging/Running	18.22%	18.05%	17.28%
Camping Trips	17.61%	16.33%	15.67%
Mountain/Road Biking	16.77%	16.32%	14.69%
Freshwater Fishing	16.28%	15.09%	15.4%
Stationary Cycling	15.66%	15.42%	14.17%
Basketball	15.36%	14.42%	14.24%
Backpacking/Hiking	12.42%	12.25%	11.76%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	12.06%	12.04%	11.6%
Power Boating	11.79%	10.76%	9.1%
Baseball	10.68%	10.33%	10.44%
Target Shooting	9.89%	8.63%	8.4%
Canoeing/Kayaking	9.02%	8.51%	7.93%
Yoga	8.7%	8.99%	8.61%
Volleyball	8.6%	7.86%	8.39%
Football	8.59%	8.12%	8.56%
Tennis	8.59%	9.03%	8.69%
Hunting	8.55%	7.48%	7.67%
Saltwater Fishing	8.12%	7.72%	7.29%
Softball	7.6%	7.34%	7.64%
Soccer	7.46%	7.39%	7.58%
Motorcycling	6.73%	6.31%	6.04%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snorkeling	6.58%	6.22%	5.48%
Jet Skiing	6.52%	5.87%	5.14%
Downhill & X-Country Skiing	6.25%	6.54%	6.02%
Roller Skating	5.92%	5.61%	5.71%
Ice Skating	5.6%	5.64%	5.77%
Water Skiing	5.58%	5.01%	4.69%
Horseback Riding	5.2%	5.07%	5.35%
Fly Fishing	4.92%	4.38%	4.23%
Rock Climbing	4.62%	4.33%	3.91%
Snowboarding	4.62%	4.3%	3.9%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Archery	4.51%	4.08%	4.08%
Sailing	4.29%	4.12%	3.66%
Racquetball	4.16%	3.9%	4.1%
Snowmobiling	3.94%	3.58%	3.6%
Martial Arts	3.79%	3.74%	3.79%
Hockey	3.66%	3.61%	3.86%
Surfing & Windsurfing	3.49%	3.15%	2.89%
Auto Racing	3.44%	2.86%	2.97%
Skateboarding	3.3%	3.08%	3.02%
Rowing	3.3%	3.24%	2.98%



## 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.

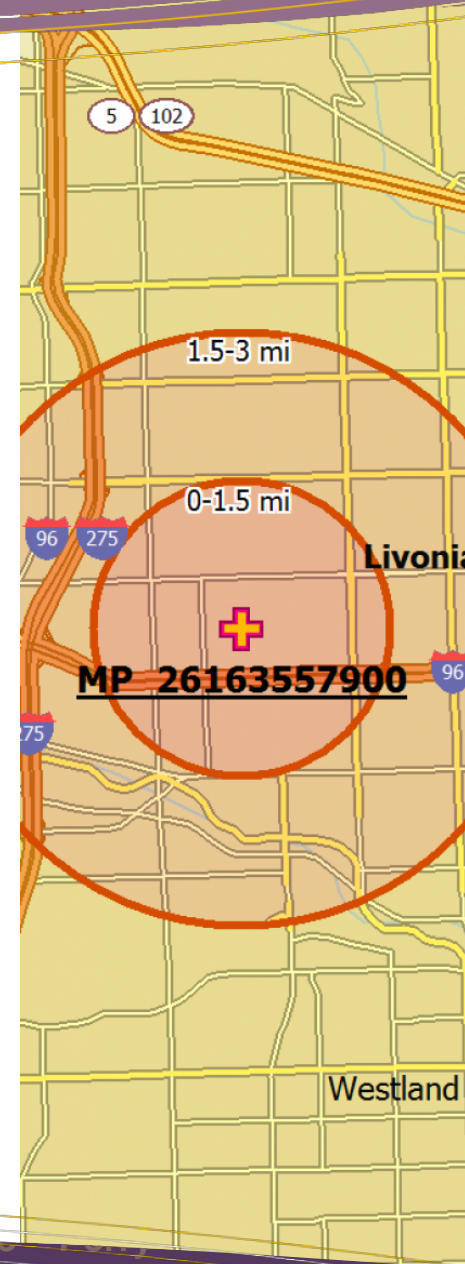
### BIBLICAL BARRIERS

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.

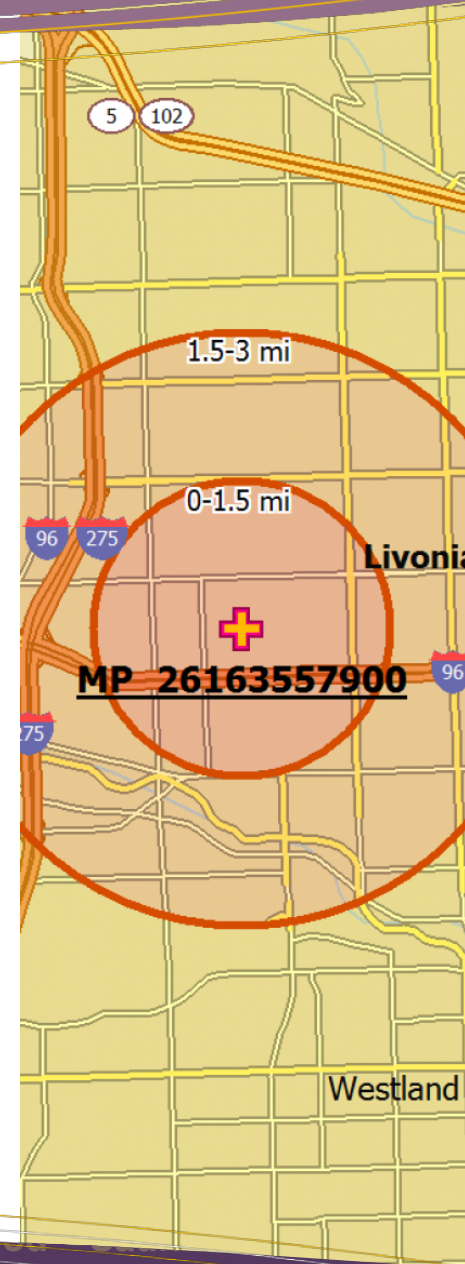
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

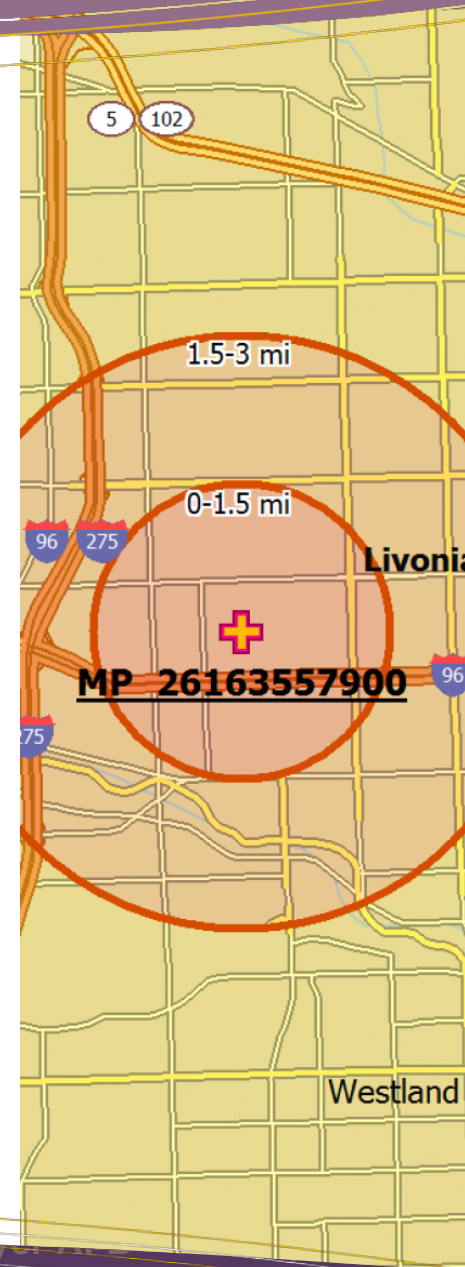
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	48%	48%	48%
Prefer To Have Few Possessions As Possible	45%	45%	42%
Find It Difficult To Say No To My Kids	40%	39%	38%
Woman's Place Is In The Home	34%	33%	33%
Speak My Mind Even If It Upsets People	33%	33%	34%
If Won Lottery Would Never Work Again	33%	33%	31%
Friends More Important Than My Fam.	29%	30%	29%
Like Control Over People And Resources	29%	29%	31%
Like To Do Unconventional Things	28%	27%	28%
Don't Judge People/Way They Live Life	27%	27%	27%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	21%	22%	21%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	19%	19%	19%
Too Much Sponsorship In Arts/Sports	18%	18%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Rarely Sit Down to a Meal Together At Home	17%	16%	16%
I Am A Workaholic	15%	15%	16%
Happy With My Standard Of Living	14%	15%	14%
Only Work Current Job for The Money	12%	12%	13%
We Should Strive for Equality for All	11%	12%	13%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	7%	8%	9%
Little I Can Do To Change My Life	7%	7%	7%
I Am A Perfectionist	5%	6%	7%

## 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.

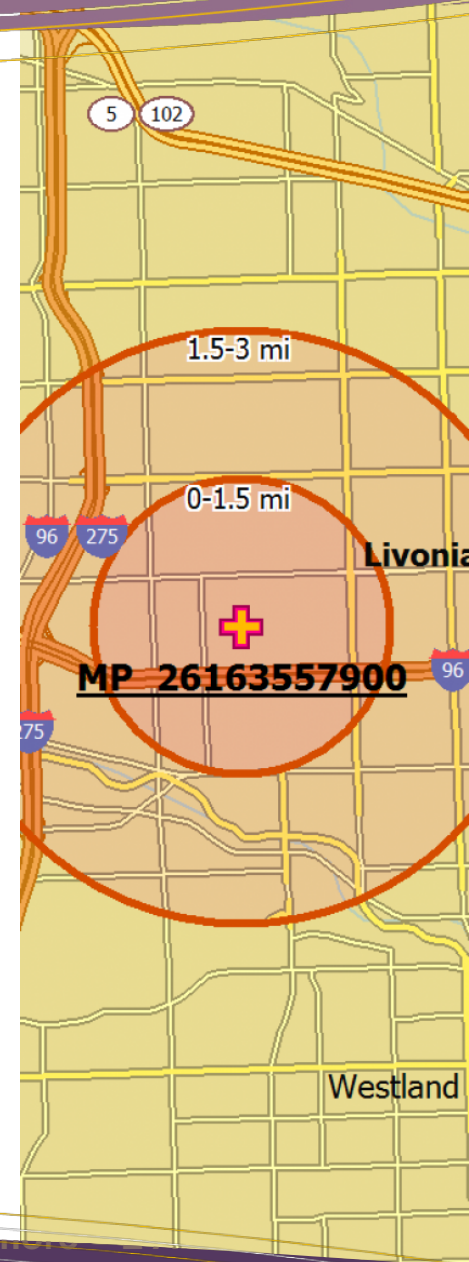
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	70%	69%	66%
You Should Seize Opportunities In Life	55%	56%	57%
Prefer To Have Few Possessions As Possible	45%	45%	42%
Like To Understand About Nature	38%	39%	38%
Important Feel Respected By My Peers	33%	33%	33%
Prefer Work Part Of Team Than Alone	31%	31%	32%
Have Keen Sense Of Adventure	27%	27%	27%
Important To Juggle Various Tasks	26%	27%	29%
People Have To Take Me As They Find Me	25%	25%	25%
Good At Fixing Things	24%	25%	26%
Like To Just Enjoy Life	24%	25%	25%
Worried About Pollution Caused By Cars	20%	21%	21%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	16%	17%	18%
Real Men Don't Cry	15%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	14%	14%	15%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	12%	11%	12%
Provide My Kids With The Little Extras	8%	8%	10%
Feel Very Alone In The World	5%	5%	5%
Children Should Be Allowed To Express Themselves	4%	5%	6%
Like Spending Most Time With Fam.	4%	4%	5%
Would Like To Set Up Own Business	4%	3%	4%
Decor Particular Interest To Me	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.



Map showing various locations in the area, including: Otsego, Edgement Park, Roscommon, Coopersville, Sherwood, Mio, Durand, Lexington, Galesburg, Lawton, Romulus, Cement City, Menominee, Maple Rapids, Royal Oak, Paw Paw, Lima, Galumet, Lost Lake, Wood, Wyoming, Waldron, Vandercook Lake, Fremont, Lowell, Hubbard Lake, Decatur, Spring Lake, Zilwaukee, Eau Claire, Springs, Shields, Burton, Vermontville, Thompsonville, Kinde, Mancelona, Temperance, Okemos, Mendon.

# 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	87.31%	86.01%	84.12%
Fast Food/Drive-In Restaurant-Visit Any	85.26%	83.99%	84.31%
McDonald's	55.43%	54.68%	55.32%
Burger King	35.71%	34.9%	36.4%
Applebee's	33.74%	32.13%	30.52%
Subway	32.89%	31.17%	30.26%
Wendy's	31.96%	30.79%	30.51%
Taco Bell	28.3%	27.77%	28.56%
Kentucky Fried Chicken (KFC)	25%	23.5%	25.51%
Olive Garden	24.79%	24.71%	22.69%
Arby's	22.79%	21.78%	22.13%
Outback Steakhouse	20.2%	19.43%	16.85%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Pizza Hut	18.88%	18.39%	19.93%
Dairy Queen	17.73%	16.49%	16.43%
Starbucks	16.94%	16.87%	15.19%
Red Lobster	16.87%	16.65%	16.77%
Cracker Barrel	16.48%	15.62%	14.66%
Chili's Grill and Bar	16.24%	16.21%	14.87%
TGI Friday's	15.56%	15.08%	13.81%
Quiznos Sub	14.27%	13.51%	11.99%
Dunkin' Donuts	14.17%	13.5%	12.26%
Panera Bread	13.82%	13.57%	11.87%
IHOP (International House Of Pancakes)	13.41%	14.21%	14.4%
Chick-Fil-A	13.29%	13.23%	13.52%

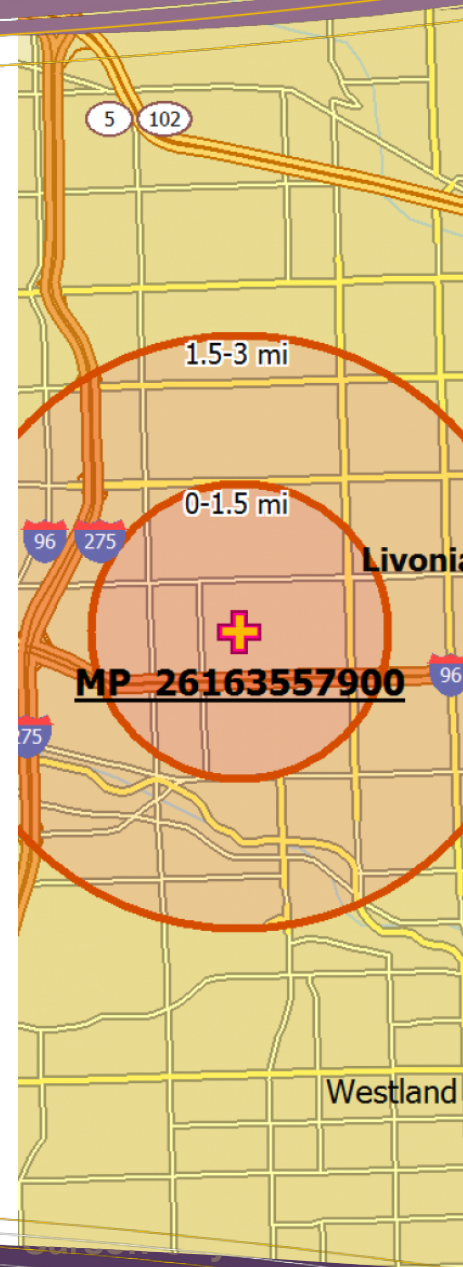


## Potential Shared Projects

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.

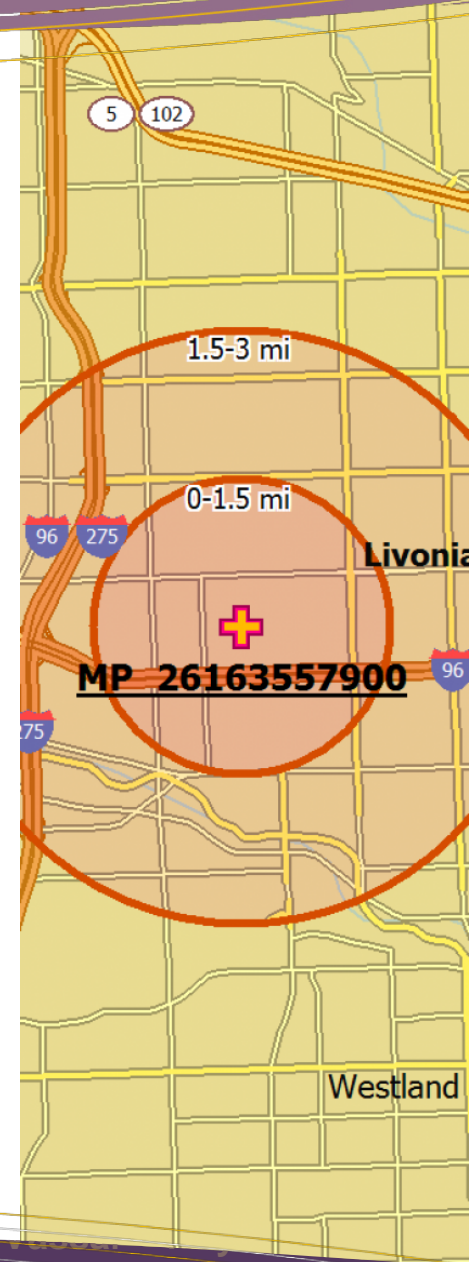
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	57.14%	55.57%	52.9%
Recycled products	45.67%	45.13%	42.04%
Worked as volunteer (non political)	23.92%	22.97%	20.37%
Engaged in fund raising	14.41%	13.75%	12.68%
Religious club member	8.58%	8.36%	7.82%
Wrote to elected offcl about publ bus	8.25%	8.09%	7.32%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	7.39%	7.3%	6.59%
Union member	6.62%	6.16%	5.86%
Charitable Organization	6.55%	6.58%	6.38%
Addressed a public meeting	6.45%	6.11%	5.46%
Took active part in local civic issue	6.44%	6.23%	5.95%
Fraternal order member	5.94%	5.53%	5.16%

## 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 36-45 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	22.16%	22.32%	20.38%
Children's Books	16.23%	15.68%	14.29%
Mystery	15.11%	15.14%	13.75%
Cookbooks	13.54%	13.08%	12.13%
Personal/Business	9.51%	9.3%	8.33%
Self-help			
Religious (not Bibles)	9.02%	8.79%	8.78%
Biography	8.97%	8.91%	8.16%
History	8.43%	8.74%	8.37%
Romance	7.92%	7.61%	6.88%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	76.07%	75.31%	73.63%
Distributed			
Gen. Editorial	48.47%	48.8%	48.81%
Womens	41.99%	42.36%	42.51%
Service	39.92%	39.4%	37.47%
Business/Finance	24.31%	24.16%	21.65%
Mens	18.11%	18.78%	19.62%
Sports	17.66%	17.67%	17.3%
Mature Market	15.01%	14.62%	13.94%
Parenthood	13.82%	13.5%	13.18%

# 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	61.81%	60.99%	58.81%
Business/Finance	38.42%	37.88%	34.61%
Editorial Page	35%	34.09%	32.95%
Sport	34.94%	35.1%	34.69%
Classified	30.61%	29.95%	31.22%
Movie Listings & Reviews	30.51%	30.11%	29.03%
Comics	29.79%	29.42%	28.64%
Food/Cooking	29.64%	29.18%	27.74%
Home/Gardening	26.12%	25.42%	24.27%
TV/Radio Listings	25.67%	25.65%	25.53%
Travel	25.41%	25.22%	23.46%
Science/Technology	23.9%	22.9%	21.03%
Fashion	16.38%	16.27%	15.58%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
News/Talk	20.57%	19.61%	16.49%
Adult Contemporary	20.48%	20.63%	19.73%
Country	17.97%	17.32%	18.19%
CHR Contemp Hit Radio	16.43%	17.19%	18.46%
Rock	15.53%	14.83%	14.1%
Alternative	14.39%	14.16%	12.75%
Oldies	14.29%	13.64%	12.68%
Classic Rock	13.61%	13.06%	11.55%
Variety	9.66%	9.57%	8.96%
Soft Contemporary	9.13%	8.8%	7.66%
Urban Contemporary	8.05%	8.57%	11.32%
Religious	7.87%	7.52%	6.64%
All News	7.73%	8.17%	7.66%
Sports	6.48%	6.34%	5.45%
All Talk	6.08%	6.28%	5.41%
Classical	5.63%	5.7%	5.08%
Jazz	5.43%	5.52%	5.6%
Classic Hits	5.01%	5.03%	4.75%

# 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	67.92%	67.43%	66.27%
Satellite Dish	63.15%	58.47%	54.82%
Soapnet	53.63%	53.94%	52.63%
Comedy Central	41.87%	42.88%	39.01%
Other Video-On-Demand	41.28%	40.39%	40.51%
Adult Pay Per View TV	40.67%	38.07%	34.5%
Sci-Fi Channel	39.19%	38.23%	37.59%
MSNBC	36.46%	34.98%	34.12%
Subscribe Digital Cable	32.48%	31.09%	29.87%
Adult Swim	31.8%	30.79%	28.76%
TV Info From Sunday TV Magazine	31.03%	31.41%	30.21%
ABC Fam.	30.67%	31.41%	29.07%

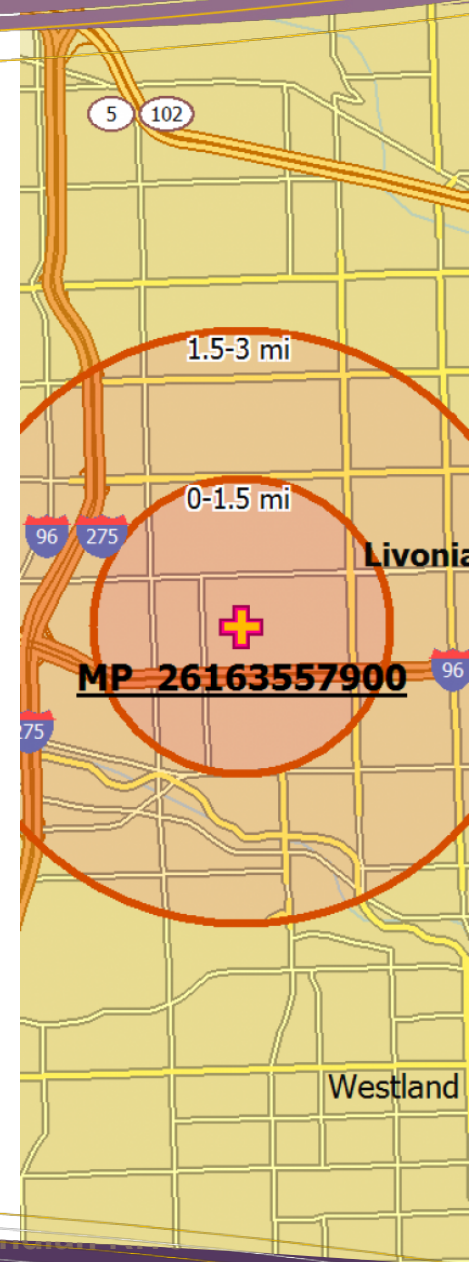
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hallmark Channel	30.54%	30.11%	27.93%
Nickelodeon	30.32%	29.32%	28.68%
The Golf Channel	29.9%	29.61%	27.15%
Video-On-Demand Movies	29.58%	27.25%	24.39%
ESPN Classic	29.29%	30.64%	27.55%
TV Info From Newspapers	28.35%	27.94%	26.86%
ESPN2	28.07%	28.41%	26.44%
TCM (Turner Classic Movies)	28.03%	28.07%	26.97%
BET (Black Entertainment TV)	27.95%	27.85%	26.5%
USA Network	27.46%	27.84%	26.74%
Nick At Nite	27.04%	25.92%	25.25%
TV Info From Monthly Cable Guide	25.81%	25.31%	24.1%

## 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 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



# Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	25.56%	25.02%	23.04%
Medium Users (4-6)	13.1%	13.03%	12.06%
Light Users (1-3)	21.64%	21.8%	21.47%
Quintiles (20%)			
Newspaper I (Heavy)	1.02%	1.17%	1.38%
Newspaper II	1.09%	1.25%	1.5%
Newspaper III	2.05%	2.15%	2.27%
Newspaper IV	0.12%	0.2%	0.45%
Newspaper V (Light)	1.03%	1.05%	1.05%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	16.4%	17.09%	18.35%
Magazines II	6.91%	7.39%	8.3%
Magazines III	8.27%	8.52%	8.85%
Magazines IV	9.35%	9.71%	10.66%
Magazines V (Light)	0.89%	0.82%	0.64%
Outdoor I (Heavy)	5.95%	6.95%	7.51%
Outdoor II	2.32%	2.35%	2.64%
Outdoor III	2.69%	2.83%	3.32%
Outdoor IV	14.73%	14.97%	15.53%
Outdoor V (Light)	24.8%	25.39%	25.46%
Yellow Pages I (Heavy)	13.76%	13.96%	14.34%
Yellow Pages II	5.16%	5.8%	6.14%
Yellow Pages III	4.8%	5.01%	5.3%
Yellow Pages IV	17.52%	18.52%	20.29%
Yellow Pages V (Light)	2.32%	2.65%	3.19%

# 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)	2.12%	2.41%	2.86%
Drive Time III (Medium)	0.09%	0.3%	0.58%
Radio IV & V (Light)	2.31%	2.31%	2.42%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.08%	7.31%	8.13%
Radio III (Medium)	4.41%	4.52%	4.75%
Radio IV & V (Light)	3.16%	3.22%	3.24%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	17.65%	17.09%	15.66%
Cable III (Medium)	3.99%	3.96%	4.03%
Cable IV & V (Light)	30.52%	31.69%	32.55%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.13%	3.27%	3.55%
Prime Time III (Medium)	1.69%	1.84%	1.94%
Prime Time IV & V (Light)	5.85%	6.33%	7.26%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.45%	40.87%	40.55%
Fringe III (Medium)	50.57%	50.73%	51.25%
Fringe IV (Light)	53.6%	53.94%	54.57%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.22%	11.46%	12.25%
All Day III (Medium)	22.13%	22.52%	23.3%
All Day IV (Light)	12.3%	12.74%	13.25%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	14.15%	14.18%	13.31%
6:00am - 10:00am	20.71%	21.37%	19.59%
10:00am - 3:00pm	7.03%	7.11%	7.07%
3:00pm - 7:00pm	13.27%	13.18%	13.12%
7:00pm - Midnight	18.5%	18.04%	15.49%
Midnight - 6:00am	6.59%	6.64%	6.12%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	16.02%	15.39%	14.5%
6:00am - 10:00am	6.15%	5.96%	5.07%
10:00am-3:00pm	6.82%	7.43%	7%
3:00pm - 7:00pm	7.86%	7.53%	7.03%
7:00pm - Midnight	10.07%	10.18%	9.41%
Midnight - 6:00am	12.05%	12.14%	11.67%

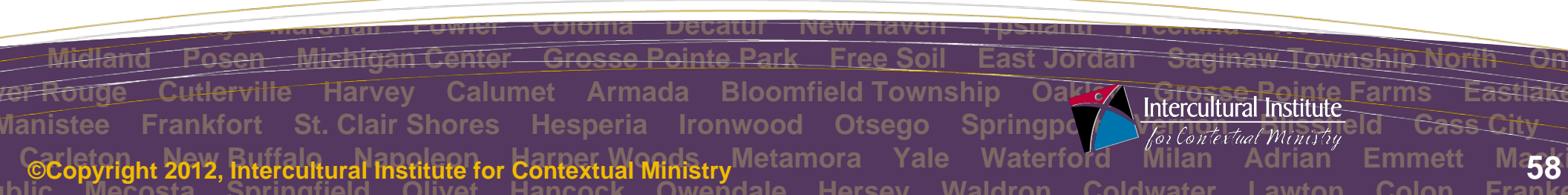
USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	12.29%	11.26%	9.64%
Saturday:	9.08%	8.81%	8.19%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.6%	10.97%	10.33%
9:00am-1:00pm	27.04%	25.92%	25.25%
9:00am-4:00pm	31.24%	29.9%	29.07%
4:00pm-7:00pm	34.06%	33.42%	31.65%
11:00pm-1:00am	43.26%	41.85%	41.6%
AVG Prime time	3.08%	2.94%	3.02%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	20.59%	20.86%	19.04%
7-9am	28.07%	28.41%	26.44%
9am-12noon	23.27%	22.18%	21.22%
12noon-4pm	7.97%	7.72%	7.85%
4-6pm	58.42%	57.85%	53.84%
6-7pm	19.57%	18.58%	19.02%
7-7:30pm	1.98%	2.02%	1.83%
7:30-8pm	10.5%	10.14%	10.62%
8-11pm	12.29%	11.26%	9.64%
11pm-12am	36.46%	34.98%	34.12%
11pm-1am	43.26%	41.85%	41.6%
1-6am	36.2%	36%	34.59%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	22.12%	22.41%	21.3%
Sat: 10am-1pm	9.06%	8.83%	8.33%
Sat: 1-4pm	26.49%	26.66%	26.1%
Sat: 4-6pm	7.34%	7.44%	7.28%
Sat: 6-7pm	3.38%	3.17%	2.6%
Sat: 7-8pm	2.09%	1.81%	1.29%
Sat: 8-11pm	9.08%	8.81%	8.19%
Sat: 11pm-1am	5.62%	5.61%	5.43%
Sat: 1am-7pm	27.46%	27.84%	26.74%
Sun: 7-10am	2.56%	2.36%	2.18%
Sun: 10am-1pm	7.71%	7.12%	6.66%
Sun: 1-4pm	7.3%	7.03%	6.69%
Sun: 4-7pm	15.52%	14.61%	13.65%
Sun: 7-11pm	11.6%	10.97%	10.33%
Sun: 11pm-1am	5.1%	4.94%	4.95%
Sun: 1-7am	25.17%	24.31%	22.7%



# 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 61 and 62 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 36-40. 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 43. 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 45. 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*

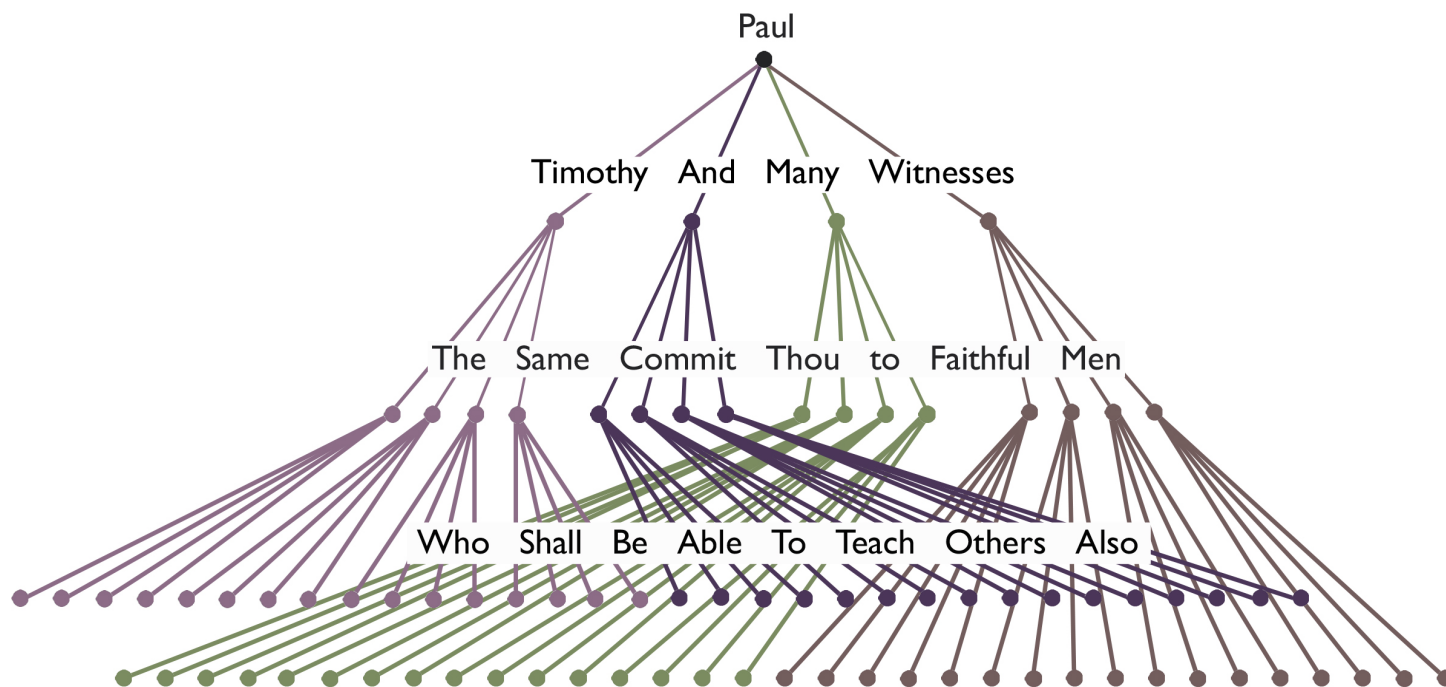
1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 49. Discuss ways in 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 51-53. 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 55-58. 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*

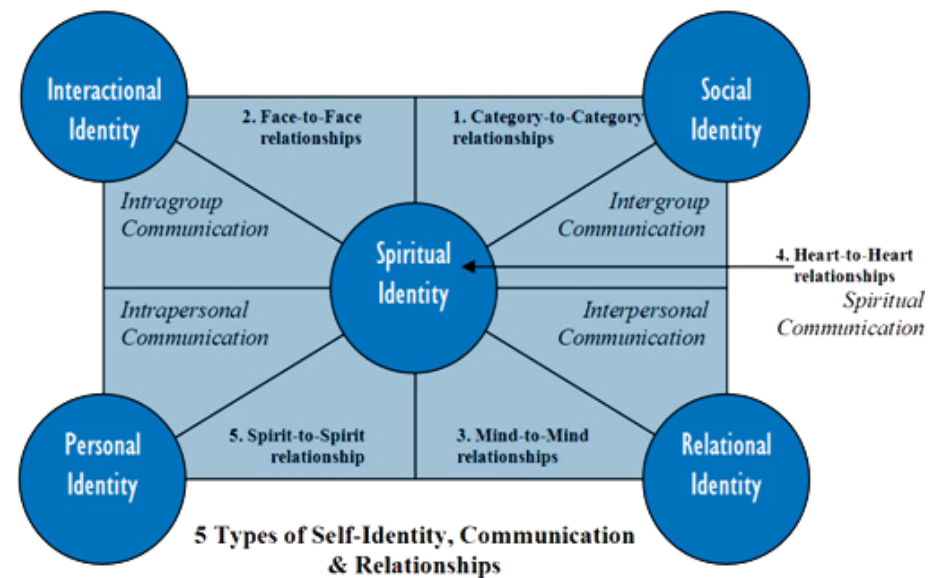


# Establishing Redemptive Relationships

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.

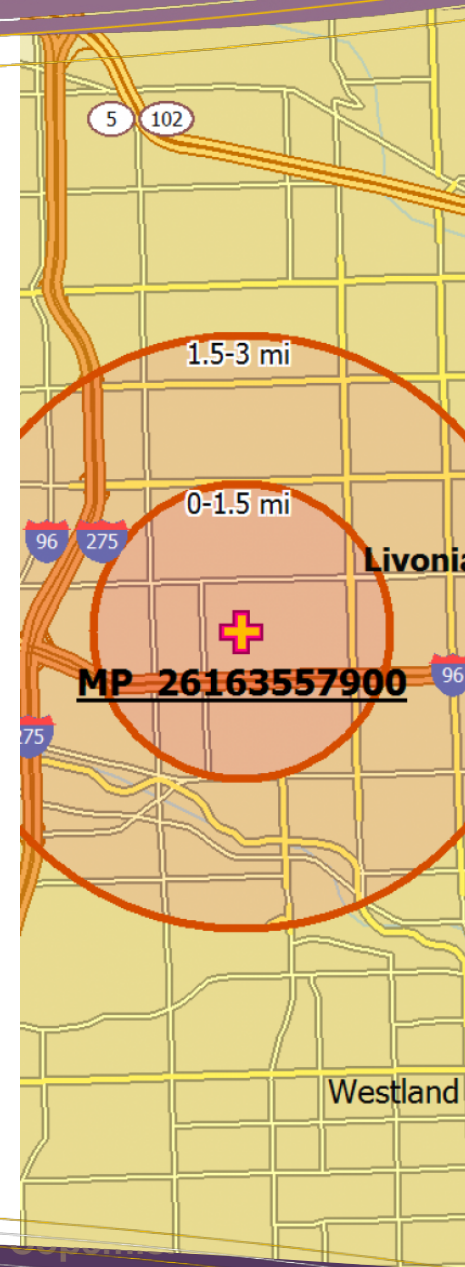


## Your MissionSite and the Missional Suite

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.





6 Wateroak 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)

South Monroe Montgomery Stony Point Gibraltar Bingham Farms  
Grandville Dexter Vanderbilt Lathrup Village Pleasant Ridge Buchanan Middleville Palmer Wolf Lake S  
Baroda Portage Bad Axe Three Rivers Copemish Rose City Laingsburg Franklin Posen Springport Cro  
Lake Woods Rochester North Adams Vassar Newberry Robin Glen-Indiano Kent City Ches  
St. Helen Kingston Bridgeport Waldron Grand Blanc Turner Lake City Gwinn Vandercook Lake Goodri  
Colon Watervliet Walled Lake Garden City Baraga De Tour Village Bellevue Evart Millington Otter L

