

MissionSite

top unreached locations



SOUTHFIELD, MI

CENSUS TRACT: 26125162500

REGION: Region Five

ASSOCIATION: Oakland

COUNTY: Oakland

SITESCAPE: Suburbscene

DENSITY PATTERN: C



In partnership with the:



Intercultural Institute
for Contextual Ministry



**BAPTIST STATE
CONVENTION OF
MICHIGAN**

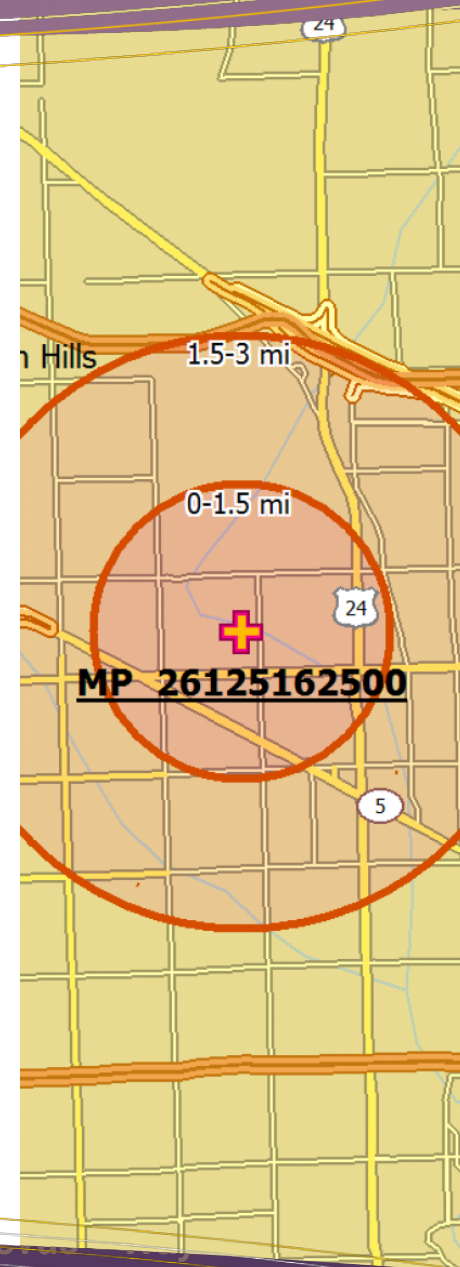
MissionSite (TM) Table of Contents

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

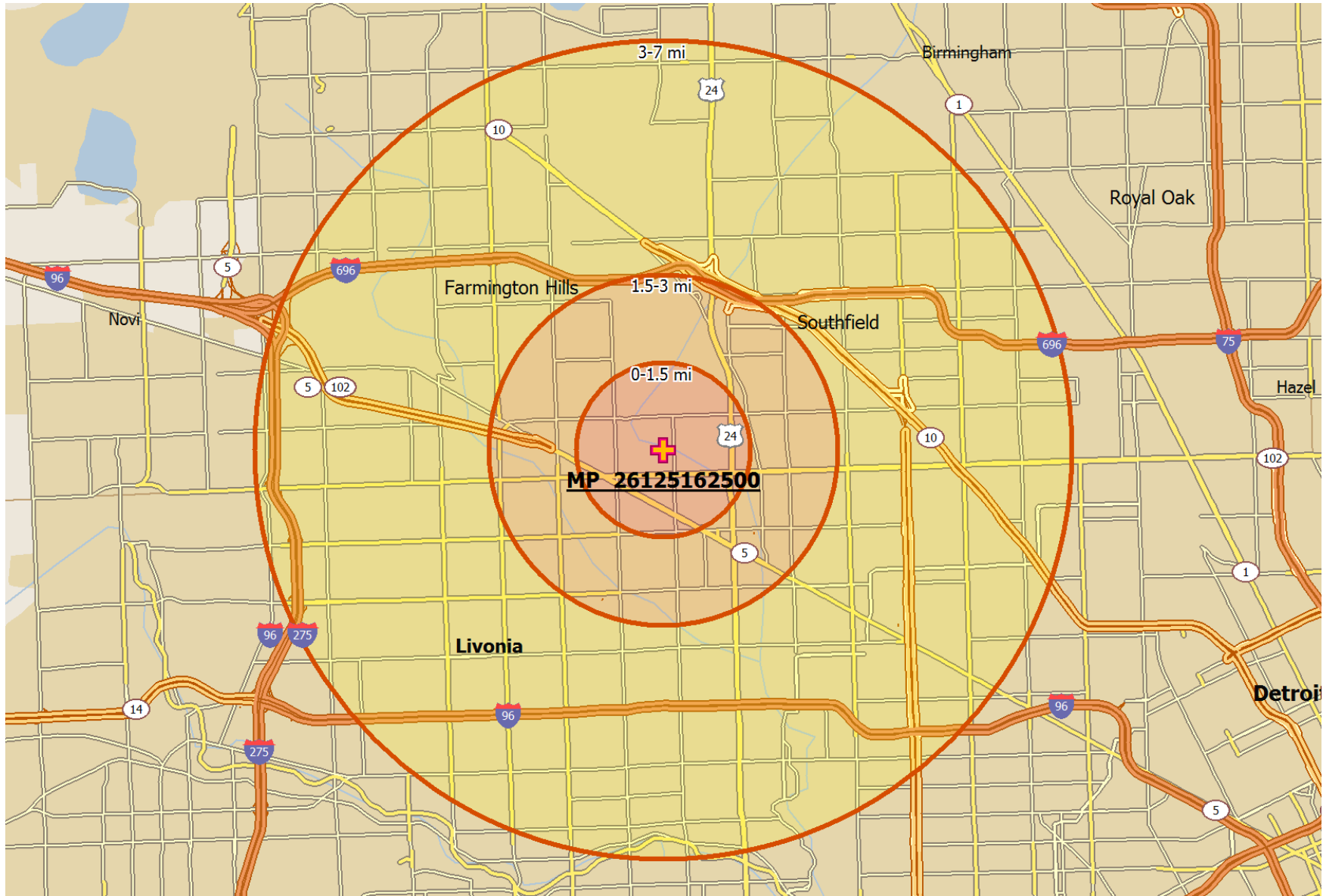
Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	26R05	Region Five
2	Association	26A09	Oakland
3	County Location	26125	Oakland
4	Zipcode	48033	Oakland
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	C	100000-1000000-1000000



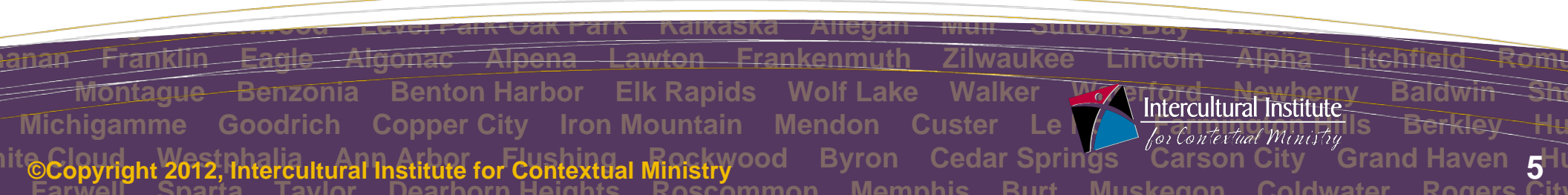
Site Location Summary - Map of the Site Location



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	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
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.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	23,774	74,705	466,870
2010 Households	9,601	29,689	178,232
2010 Group Quarters Population	152	1,898	4,837

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	70	82	88
Language Diversity National Index	51	56	64
Foreign Born Diversity National Index	93	73	63
Ancestry Diversity National Index	41	31	52
Racial Diversity National Index	70	71	63

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	282	2.94%
Mainstay Communities	Established, Diverse Households	130	1.35%
Working Communities	Blue-collar, Working Families	4,080	42.5%
Country Communities	Rural, Agri. & Mining Families	25	0.26%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,248	33.83%
Urban Communities	High Density, Inner-city Neighborhoods	1,836	19.12%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

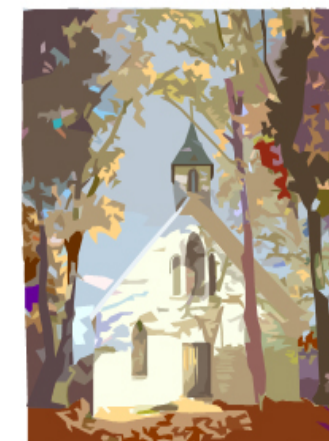
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	340,836	6,809	2%
Unreached %	71.19%	70.92%	99.62
Religious But NOT Evangelical HH	85,134	2,336	2.74%
Religious But NOT Evangelical %	17.78%	24.33%	136.85
Spiritual But NOT Relig or Evang HH	53,523	765	1.43%
Spiritual But NOT Relig or Evang %	11.18%	7.97%	71.25
Not Evangelical, Not Interested HH	202,561	3,723	1.84%
Not Evangelical, Not Interested %	42.31%	38.77%	91.65



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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	25,946	2,138	8.24%
Active Evangelical Percent	5.42%	5.44%	100.43
Inactive Evangelical Households	111,993	9,230	8.24%
Inactive Evangelical Percent	23.39%	23.49%	100.43
# New Churches Needed	239	20	8.21%



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.

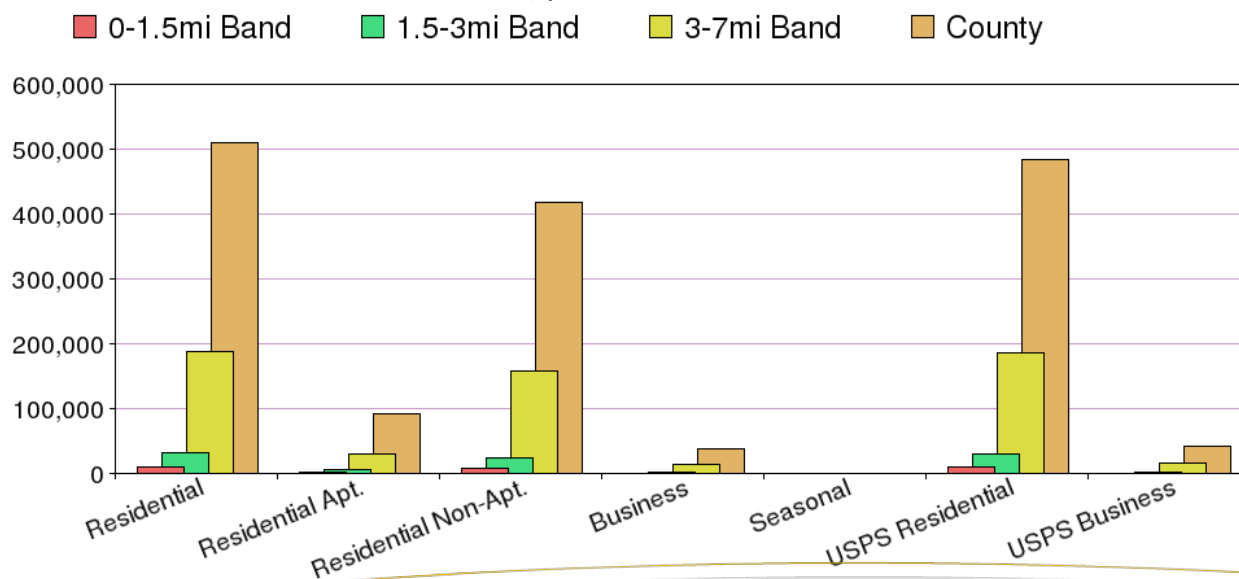
Current Demographic Summary

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	1,083,591	27,008	2.49%
2000 Population	1,194,156	25,888	2.17%
2010 Population	1,207,302	23,774	1.97%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	410,491	10,620	2.59%
2000 Households	471,115	10,634	2.26%
2010 Households	478,774	9,601	2.01%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	9,952
Residential Apt.	1,940
Residential Non-Apt.	8,012
Business	694
Seasonal	0
USPS Residential	9,570
USPS Business	836

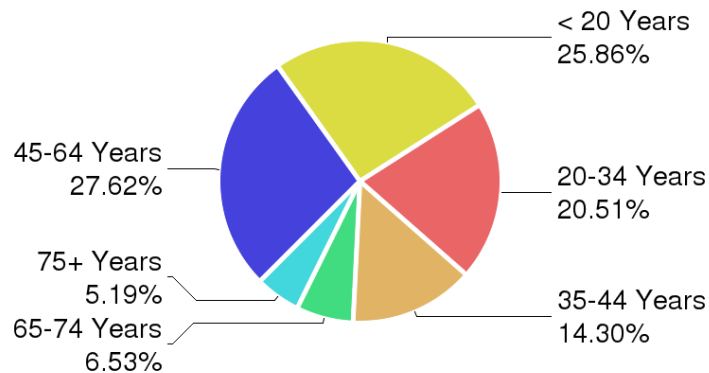
Current Demographic Summary

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	4.58%	4.92%	107.42
4-5 Years	2.42%	2.34%	96.69
6-8 Years	3.7%	3.76%	101.62
9-11 Years	3.87%	3.75%	96.9
12-13 Years	2.66%	2.62%	98.5
14-17 Years	5.35%	5.54%	103.55
18-19 Years	2.7%	2.92%	108.15
0-5 Years	7%	7.26%	103.71
6-12 Years	8.89%	8.82%	99.21
13-19 Years	9.39%	9.78%	104.15
< 20 Years	25.28%	25.86%	102.29
20-34 Years	17.54%	20.51%	116.93
35-44 Years	13.74%	14.3%	104.08
45-64 Years	29.62%	27.62%	93.25
65-74 Years	7.54%	6.53%	86.6
75+ Years	6.27%	5.19%	82.78
Median Age	40	39	97.4
Median Age (Male)	39	39	98.27
Median Age (Female)	42	40	96.92

Age Group Percentages

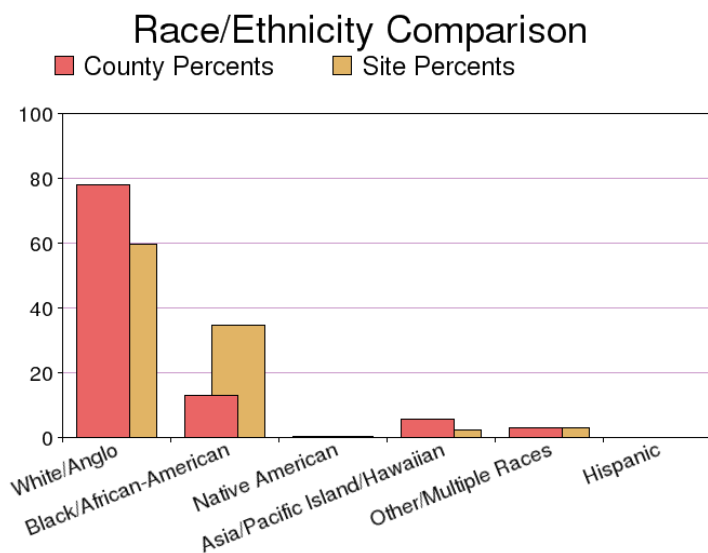


Current Demographic Summary

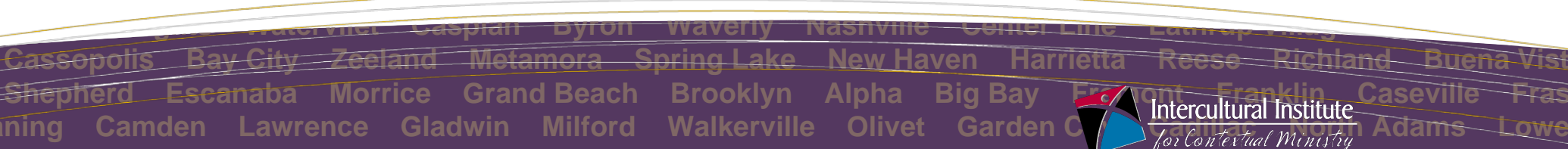
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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	78.12%	59.75%	76.49
Black, African-American	12.9%	34.56%	267.89
Native American	0.29%	0.42%	142.79
Asian	5.55%	2.2%	39.57
Pacific Island, Hawaiian	0.03%	0.07%	225.41
Other/Multiple Races	3.11%	3%	96.58
Hispanic	0%	2.91%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	829,992	16,058	
Less than 9th Grade	2.04%	2.27%	90.09
No High School Diploma	5.28%	8.79%	60.12
High School Graduate	21.96%	34.07%	64.45
Some College, no degree	20.68%	26.58%	77.8
Associate Degree	7.1%	7.88%	90.12
College Degree	24.49%	13.1%	186.9
Graduate/Prof. degree	18.44%	7.3%	252.43



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	4.82%	7.03%	146.92
\$10,000 to \$19,999	6.97%	10.42%	149.39
\$20,000 to \$29,999	7.9%	12.34%	156.16
\$30,000 to \$49,999	16.84%	25.24%	149.87
\$50,000 to \$59,999	7.56%	10.17%	134.41
\$60,000 to \$69,999	6.8%	8.81%	129.66
\$70,000 to \$79,999	7.14%	6.67%	93.42
\$80,000 to \$89,999	5.78%	4.41%	76.18
\$90,000 to \$99,999	4.57%	2.62%	57.38
\$100,000 to \$124,999	10.15%	5.99%	59.01
\$125,000 to \$149,999	6.8%	3.07%	45.17
\$150,000 to \$199,999	7.67%	2.07%	27.03
\$200,000 to \$249,999	2.62%	0.47%	17.91
\$250,000 or more	4.38%	0.71%	16.18
Median Household	68,621	46,281	67.44
Average Household	94,887	60,080	63.32
Per Capita Household	38,188	24,296	63.62
Family/Non-Family Household Income			
Median Family Income	85,905	56,067	65.27
Average Family Income	114,856	69,311	60.35
Median Non-Family Income	41,102	35,209	85.66
Average Non-Family Income	56,441	44,822	79.41

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	65.82%	59.58%	90.52
Families with Children	32.21%	31.56%	97.97
Families without Children	33.6%	28.02%	83.38
Non-Family Households			
% Non-Family Households	34.18%	40.42%	118.25
Non-Families with Children	0.12	0.23	188.5
Non-Families without Children	34.06	40.19	118
Housing Units			Index
Total Housing Units	525,837	10,925	
Vacant percent	8.95%	12.11%	135.3
Owned percent	69.19%	64.16%	92.73%
Rented Percent	21.86%	23.73%	108.56
Households by Size			Index
Avg household size	2.49	2.46	98.8
Avg family hh size	3.18	3.34	105.03
Avg non-family hh size	1.17	1.17	100
Households By Count of Persons			Percent
One	141,313	3,383	2.39%
Two	146,343	2,479	1.69%
Three or Four	146,170	2,717	1.86%
Five+	44,948	1,021	2.27%

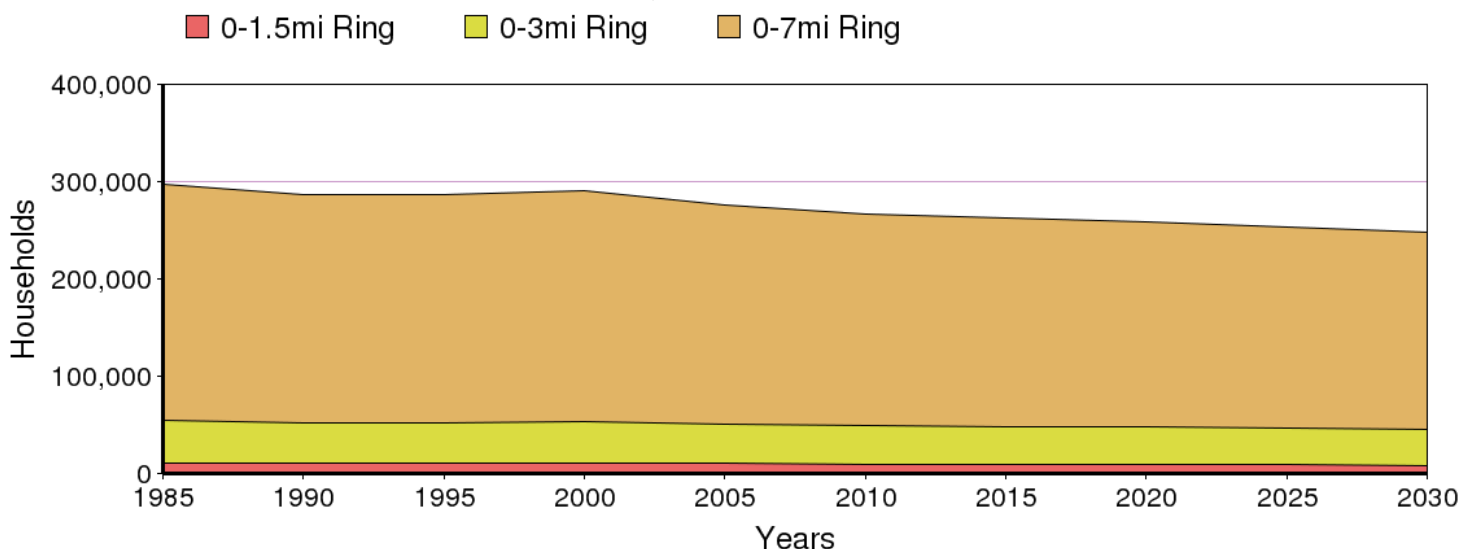
Projected Demographic Summary

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	1,083,591	27,008	2.49%
2000 Population	1,194,156	25,888	2.17%
2010 Population	1,207,302	23,774	1.97%
2015 Population	1,215,302	22,415	1.84%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	410,491	10,620	2.59%
2000 Households	471,115	10,634	2.26%
2010 Households	478,774	9,601	2.01%
2015 Households	480,159	9,432	1.96%

Household Change from 1985 to 2030



Alanson Otisville Byron Wolverine Capac Lake Isabella St. Helen Bridgman DeWitt Muskegon Heights
 Allegan Harvey Mancelona Portland Negaunee Ionia Tekonsha Wyandotte Emmett Sheridan Newberry
 Rock Park Mount Clemens Goodrich Burr Oak Roscommon St. Louis Marquette Grand Haven Carney Bloomfield
 Grandville Le Roy Morrice Freeport Wolf Lake Pewamo West Bloomfield Township Fowler Colon Berrien
 Fairgrove Gaines Croswell Decatur Milford Luther Shoreham Harbor Springs New Haven Douglas Oshtemo

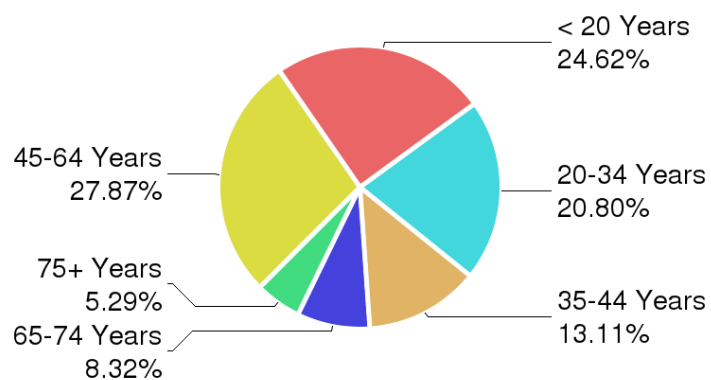
Projected Demographic Summary

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	4.92%	4.92%	100
4-5 Years	2.34%	2.24%	95.73
6-8 Years	3.76%	3.53%	93.88
9-11 Years	3.75%	3.57%	95.2
12-13 Years	2.62%	2.5%	95.42
14-17 Years	5.54%	5.13%	92.6
18-19 Years	2.92%	2.71%	92.81
0-5 Years	7.26%	7.16%	98.62
6-12 Years	8.82%	8.36%	94.78
13-19 Years	9.78%	9.1%	93.05
< 20 Years	25.86%	24.62%	95.2
20-34 Years	20.51%	20.8%	101.41
35-44 Years	14.3%	13.11%	91.68
45-64 Years	27.62%	27.87%	100.91
65-74 Years	6.53%	8.32%	127.41
75+ Years	5.19%	5.29%	101.93
Median Age	40	40	99.68
Median Age (Male)	39	39	99.97
Median Age (Female)	42	41	99.57

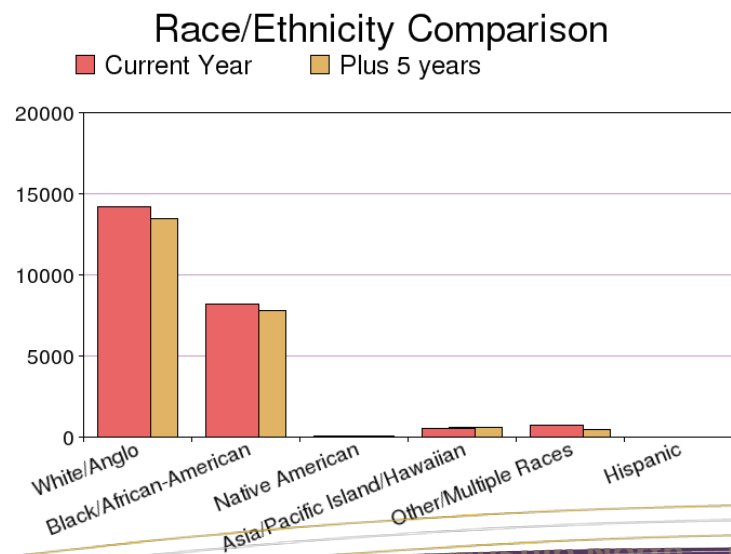
Projected Age Group Percentages



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
Race/Ethnicity			
White, Anglo	59.75%	60.03%	100.46
Black, African-American	34.56%	34.74%	100.51
Native American	0.42%	0.38%	91.06
Asian	2.2%	2.57%	117.03
Pacific Island, Hawaiian	0.07%	0.06%	81.11
Other/Multiple Races	3%	2.22%	73.98
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,058	15,284	
Less than 9th Grade	2.27%	2.11%	92.94
No High School Diploma	8.79%	7.3%	83.02
High School Graduate	34.07%	34.58%	101.49
Some College, no degree	26.58%	25.65%	96.47
Associate Degree	7.88%	8.3%	105.31
College Degree	13.1%	13.84%	105.61
Graduate/Prof. degree	7.3%	8.23%	112.68

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.03%	6.85%	97.42
\$10,000 to \$19,999	10.42%	10.38%	99.65
\$20,000 to \$29,999	12.34%	12.03%	97.5
\$30,000 to \$49,999	25.24%	25.05%	99.27
\$50,000 to \$59,999	10.17%	9.73%	95.74
\$60,000 to \$69,999	8.81%	8.53%	96.86
\$70,000 to \$79,999	6.67%	6.65%	99.57
\$80,000 to \$89,999	4.41%	4.54%	102.75
\$90,000 to \$99,999	2.62%	2.71%	103.41
\$100,000 to \$249,999	5.99%	6.45%	107.63
\$125,000 to \$149,999	3.07%	3.3%	107.31
\$150,000 to \$199,999	2.07%	2.4%	115.6
\$200,000 to \$249,999	0.47%	0.52%	110.84
\$250,000 or more	0.71%	0.74%	104.79
Median Household	46,281	47,056	101.67
Average Household	60,080	62,230	103.58
Per Capita Household	24,296	26,222	107.93
Family/Non-Family Household Income			
Median Family Income	56,067	57,939	103.34
Average Family Income	69,311	72,999	105.32
Median Non-Family Income	35,209	35,930	102.05
Average Non-Family Income	44,822	45,035	100.48

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	59.58%	58.63%	98.41
Families with Children	31.56	30.35	96.18
Families without Children	28.02	26.51	94.6
Non-Family Households			
% Non-Family Households	40.42%	41.37%	102.34
Non-Families with Children	0.23	0.14	102.34
Non-Families without Children	40.19	41.23	102.58
Housing Units			
Total Housing Units	10,925	10,723	98.15%
Vacant percent	12.11%	12.04%	99.42
Owned percent	64.16%	64.14%	99.98
Rented Percent	23.73%	23.83%	100.39
Households by Size			
Avg household size	2.46	2.36	95.93%
Avg family hh size	3.34	3.25	97.31%
Avg non-family hh size	1.17	1.10	94.02%
Households By Count of Persons			
One	3,383	3,489	103.13%
Two	2,479	2,527	101.94%
Three or Four	2,717	2,547	93.74%
Five+	1,021	868	85.01%

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,463	4,912	38,800
Northern Europe	117	334	1,748
Western Europe	71	207	1,690
Southern Europe	34	113	1,840
Eastern Europe	198	992	6,454
Other Europe	0	12	11
Eastern Asia	48	366	1,709
So. Central Asia	178	560	5,805
SE Asia	176	312	1,640
Western Asia	172	468	9,293
Other Asia	0	0	222

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	4	46	250
Middle Africa	5	36	68
Northern Africa	0	15	218
Southern Africa	0	37	89
Western Africa	123	333	1,315
Other Africa	25	89	99
Oceania	0	40	70
Caribbean	65	240	1,197
Central Amer.	41	120	737
South America	14	60	579
North America	192	532	3,766
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	23,845	66,189	425,490
Spanish	461	1,387	7,707
Other Indo-Euro language	894	2,636	20,665
French (incl. Patois, Cajun)	152	590	2,675
French Creole	13	26	4
Italian	26	173	1,971
Portuguese	3	11	61
German	120	201	1,568
Yiddish	20	169	899
Other West Germanic	0	3	136
A Scandinavian Language	2	9	93
Greek	34	40	917
Russian	28	262	3,213
Polish	37	143	1,988
Serbo-Croatian	21	71	314
Other Slavic Language	6	56	907
Armenian	67	55	977
Persian	0	17	295
Gujarathi	103	50	626
Hindi	36	119	1,122
Urdu	20	123	359

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	195	460	1,615
Asian/PI languages	0	0	0
Chinese	41	332	1,148
Japanese	8	55	756
Korean	8	90	306
Mon-Khmer, Cambodian	0	0	37
Miao, Hmong	38	0	47
Thai	28	24	74
Laotian	0	10	19
Vietnamese	74	93	474
Other Asian	54	225	2,313
Tagalog	70	185	853
Other Pacific Is	0	6	114
Other languages	340	902	14,118
Navajo	0	0	0
Other Native N. American	0	21	150
Hungarian	5	52	300
Arabic	133	247	5,788
Hebrew	31	29	691
African languages	130	283	1,313
Other unspecified	41	270	5,876

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	23,460	65,139	438,317
Arab	246	410	6,041
Armenian	124	208	2,260
Austrian	9	103	757
British	85	189	850
Canadian	105	251	1,758
Croatian	24	40	539
Czech	66	115	581
Czechoslovak	31	81	482
Danish	58	105	749
Dutch	223	497	2,403
English	1,334	2,836	18,072
European	92	176	1,950
Finnish	338	610	2,153
French (not Basque)	577	1,277	6,315
French Canadian	394	836	3,860
German	2,413	5,551	32,334
Greek	144	270	2,334
Hungarian	140	594	2,842
Iranian	9	29	315

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,758	3,629	22,609
Italian	1,003	2,169	14,964
Lithuanian	69	193	1,518
Norwegian	121	284	1,506
Polish	1,543	4,060	29,034
Portuguese	5	29	190
Romanian	33	336	1,328
Russian	127	553	7,993
Scandinavian	26	81	204
Scotch-Irish	240	655	3,781
Scottish	420	1,228	5,770
Slovak	30	56	698
Subsaharan African	394	1,193	6,789
Swedish	139	239	2,197
Swiss	0	20	431
Ukrainian	90	254	2,262
US/American	1,267	2,537	12,106
Welsh	91	149	942
West Indian	76	302	1,660
Yugoslavian	25	61	526
Other	9,591	32,934	235,216

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 its 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

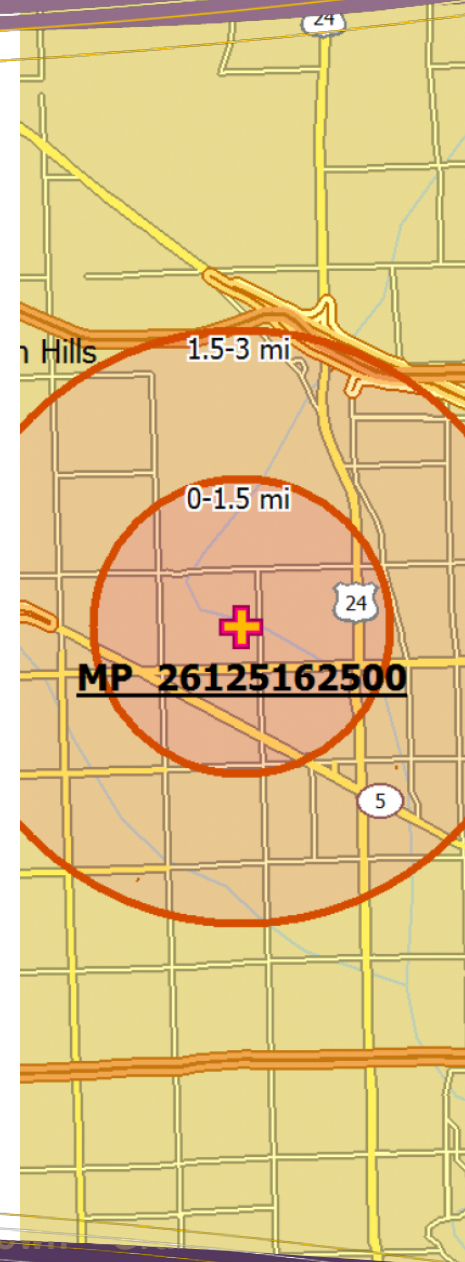
Issues for Your Consideration - continued

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. 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.



Unreached Households by Lifestyle Segment

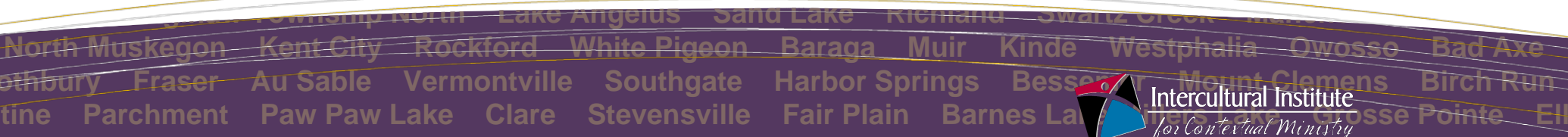
The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,601	100%	6,809	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	282	2.94%	192	2.82%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	239	2.49%	160	2.35%
Solid Suburban Mix	8	0.08%	6	0.09%
2nd Generation Success	6	0.06%	4	0.06%
Successful Urban Sprawl	29	0.3%	22	0.32%
SM TWN SUCCESS	82	0.85%	53	0.78%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	38	0.4%	25	0.37%
Urban Optimists	0	0%	0	0%
Family Convenience	44	0.46%	28	0.41%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,601	100%	6,809	100%
BLUE COLLAR BACKBONE	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%
AMER. DIVERSITY	48	0.5%	34	0.5%
Ethnic Urban Mix	45	0.47%	32	0.47%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	3	0.03%	2	0.03%
Mature America	0	0%	0	0%
METRO FRINGE	4,080	42.5%	2,794	41.03%
Steadfast Conservative	3,934	40.97%	2,696	39.59%
Moderate Conventionalists	124	1.29%	83	1.22%
Southern Blues	22	0.23%	15	0.22%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,601	100%	6,809	100%
REMOTE AMERICA	9	0.09%	5	0.07%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	9	0.09%	5	0.07%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,248	33.83%	2,403	35.29%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	3,201	33.34%	2,371	34.82%
Stable Careers	7	0.07%	5	0.07%
Aspiring Hispania	40	0.42%	27	0.4%
RURAL VILLAGES & FARMS	16	0.17%	11	0.16%
Industrious Country Living	16	0.17%	11	0.16%
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	9,601	100%	6,809	100%
STRUGGLING SOCIETIES	256	2.67%	174	2.56%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	256	2.67%	174	2.56%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,580	16.46%	1,143	16.79%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	882	9.19%	617	9.06%
Urban Diversity	148	1.54%	107	1.57%
New Generation Activists	0	0%	0	0%
Getting By	550	5.73%	419	6.15%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 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?

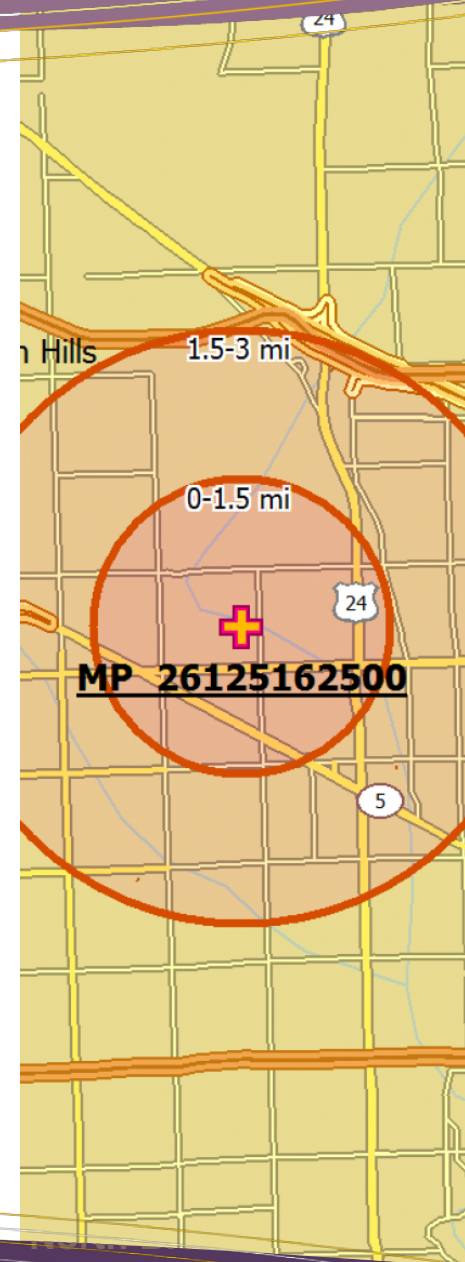
Potential Cultural Bridges

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).

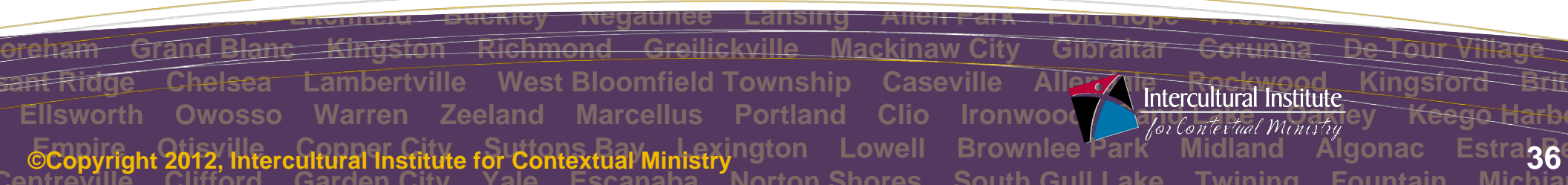


Potential Cultural Bridges

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	73%	72%	75%
Use Comp. for Internet/E-mail	52%	52%	56%
Internet Use: E-Mail	42%	43%	48%
Use Comp. for Comp. Games	36%	36%	38%
Use Comp. for Word Processing	32%	32%	37%
Use Comp. for Education	29%	29%	31%
Use Comp. for Shopping	29%	29%	32%
Use Comp. for Digital Camera	26%	26%	29%
Photo Editing			
HH Owns DVD Player	26%	26%	29%
Use Comp. for Banking	25%	26%	29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	23%	24%	27%
Internet Use: Banking	21%	22%	25%
Use Comp. for News/Info./Data Service	19%	19%	22%
PC-Network-HH Has One	16%	17%	20%
Internet Use: Research/ Education	12%	12%	13%
Use Comp. for Personal Financial Mngmnt	12%	12%	14%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	13%
Internet Use: Read Magazines/ Newspapers	11%	10%	11%
HH Owns Video/Webcam	10%	9%	10%
Use Comp. for Accounting	10%	10%	13%



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	66%	67%	68%
Dining Out (Not Fast Food)	52%	52%	55%
Reading Books	52%	53%	55%
Card Games	41%	40%	41%
Cooking for Fun	34%	35%	36%
Board Games	31%	30%	31%
Go To A Beach/Lake	30%	31%	34%
Gardening	30%	29%	30%
Visit Museum	18%	19%	21%
Going To	18%	18%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	38%	38%	38%
Dentist	25%	26%	29%
Backache	23%	23%	22%
Hypertension/High Blood Pressure	22%	22%	21%
Eye Dr.	21%	22%	22%
None Of These	19%	19%	19%
High Cholesterol	19%	19%	19%
Any Arthritis	16%	16%	15%
Acid Reflux Disease (GERD)	15%	16%	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	25.94%	26.99%	29.45%
Live Theater	18.55%	19.96%	22.9%
Rock/Pop Concerts Most Often	14.81%	15.32%	16.55%
Live Theater Most Often	14.56%	16.12%	18.66%
Comedy Club	10.08%	9.93%	10.03%
Dance Performance	9.51%	10.04%	10.41%
Movies: Comedy	38.29%	39.26%	40.96%
Movies: Action/Adventure	37.67%	37.75%	39.27%
Movies: Drama	20.68%	21.87%	23.54%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Fam.	20.28%	20.9%	21.28%
Movies: Romantic Comedy	19.3%	20.36%	21.85%
Movies: Mystery	17.74%	17.5%	18.2%
NFL Football Reg. Season	5.68%	5.74%	6.79%
MLB Baseball Reg. Season	5.52%	5.73%	7.3%
College Football Reg. Season	4.78%	5.05%	6.37%
College Basketball Reg. Season	3.14%	3.54%	4.4%
NBA Basketball Reg. Season	3.13%	3.32%	4.04%
Auto Racing Events	2.66%	2.38%	2.45%

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	38.92%	39.51%	41.52%
Swimming	27.73%	27.88%	30.09%
Bowling	21.93%	21.45%	21.72%
Billiards/Pool	17.52%	17.48%	17.63%
Basketball	16.7%	16.78%	16.88%
Freshwater Fishing	16.37%	15.03%	14.15%
Jogging/Running	15.64%	15.84%	17.12%
Weight Training	14.22%	14.68%	16.5%
Using Cardio Machine	12.2%	12.57%	14.14%
Camping Trips	12.08%	10.95%	10.7%
Baseball	11.87%	11.53%	11.11%
Football	11.4%	11.6%	11.25%
Stationary Cycling	11.19%	11.4%	12.44%
Aerobics	10.9%	11.42%	12.18%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	10.86%	11.56%	13.53%
Mountain/Road Biking	10.84%	10.6%	11.58%
Volleyball	9.67%	9.2%	8.57%
Softball	8.52%	8.11%	7.78%
Backpacking/Hiking	8.33%	8.01%	8.84%
Target Shooting	8.03%	7.19%	6.61%
Hunting	7.64%	6.89%	6.22%
Soccer	7.5%	7.42%	7.6%
Saltwater Fishing	7.11%	6.91%	6.92%
Yoga	6.74%	6.97%	7.6%
Tennis	6.64%	7.11%	7.86%
Roller Skating	6.27%	6.28%	6.04%
Power Boating	6.18%	6.37%	6.91%
Canoeing/Kayaking	5.96%	5.83%	6.15%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	5.48%	5.32%	5.06%
Ice Skating	5.43%	5.62%	5.8%
Horseback Riding	4.82%	4.63%	4.56%
Racquetball	4.66%	4.7%	4.47%
Hockey	4.38%	4.41%	4.18%
Fly Fishing	4.17%	4.08%	4.06%
Downhill & X-Country Skiing	4.16%	4.3%	4.91%
Jet Skiing	4.08%	4.31%	4.6%
Snorkeling	3.99%	4.26%	4.72%
Water Skiing	3.95%	3.99%	4.07%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Archery	3.91%	3.58%	3.26%
Skateboarding	3.66%	3.77%	3.56%
Snowmobiling	3.58%	3.67%	3.41%
Martial Arts	3.45%	3.29%	3.34%
Auto Racing	3.2%	2.67%	2.48%
Rock Climbing	3.18%	3.21%	3.27%
Snowboarding	3.17%	3.54%	3.58%
Rowing	2.75%	2.83%	2.76%
Sailing	2.68%	2.93%	3.28%
Surfing & Windsurfing	2.55%	2.65%	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.

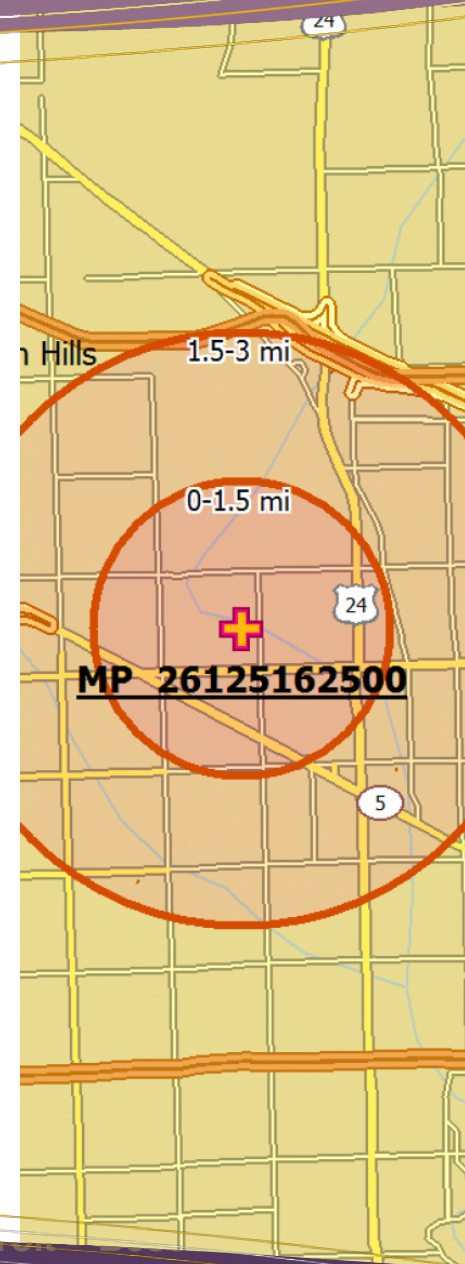
BIBLICAL BARRIERS

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.

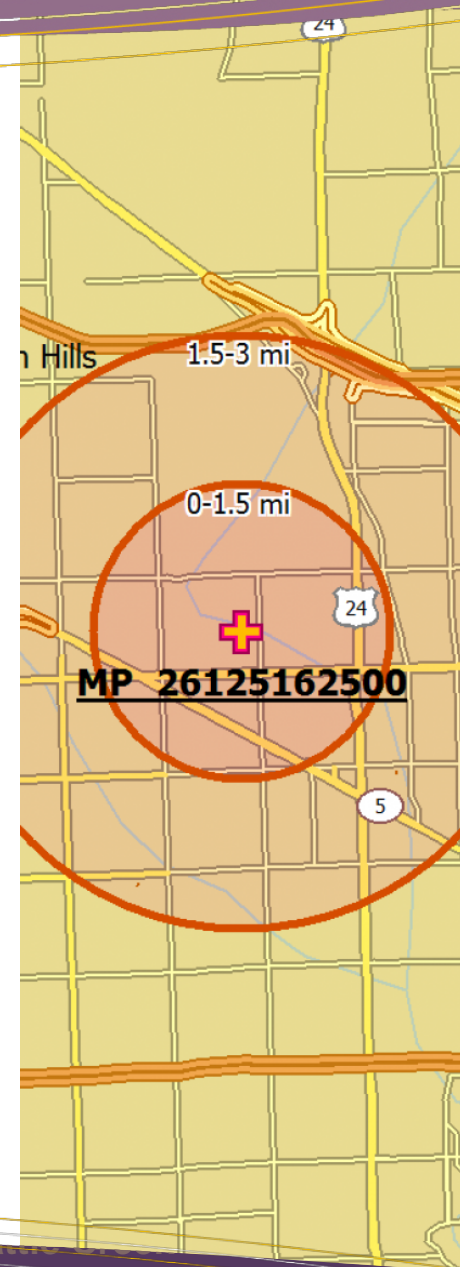
CULTURAL BARRIERS OF ACCEPTANCE

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.

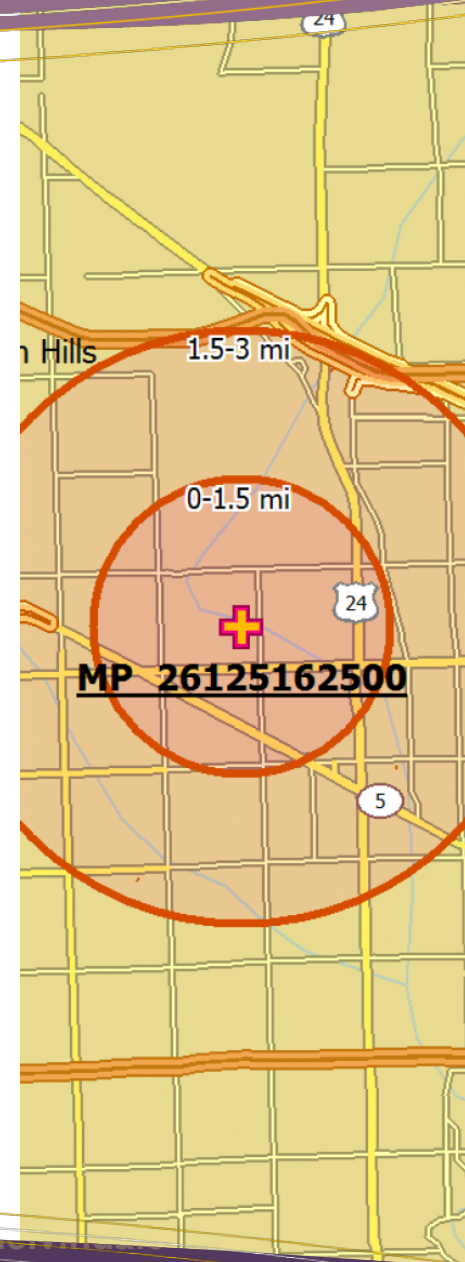
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	51%	51%	51%
Speak My Mind Even If It Upsets People	39%	39%	38%
Like Control Over People And Resources	38%	38%	36%
Find It Difficult To Say No To My Kids	37%	37%	38%
Woman's Place Is In The Home	34%	34%	34%
Prefer To Have Few Possessions As Possible	31%	33%	36%
Like To Do Unconventional Things	30%	30%	28%
Don't Judge People/Way They Live Life	28%	29%	29%
Too Much Sponsorship In Arts/Sports	28%	27%	26%
Money Is Best Measure Of Success	26%	26%	26%
If Won Lottery Would Never Work Again	25%	27%	29%
Friends More Important Than My Fam.	24%	24%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	20%	21%	21%
I Am A Workaholic	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	18%	19%	19%
Rarely Sit Down to a Meal Together At Home	17%	17%	16%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	15%	16%	15%
Happy With My Standard Of Living	12%	13%	14%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	10%	10%	9%
I Am A Perfectionist	10%	9%	9%
Little I Can Do To Change My Life	9%	9%	9%

Potential Cultural Themes

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

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



Fennville Eastwood Caseville Otsego Gwinn Lincoln Park Ferrysburg Deerfield Vernon Sheridan Gre
Dundee Edmore Essexville Armada East Jordan Honor Shelby Leno Alpha Ludington Burt Gre
Mecosta Bingham Farms Montague Hubbard Lake Cedar Springs F
Ferndale Montrose Okemos Shorewood Tower Hills-Harbert Kingston Inlay City Saginaw Township Nor
Clawson Bear Lake White Cloud Rosebush Wolverine Lake Orchard Lake Village Webherville Edward

Potential Cultural Themes:

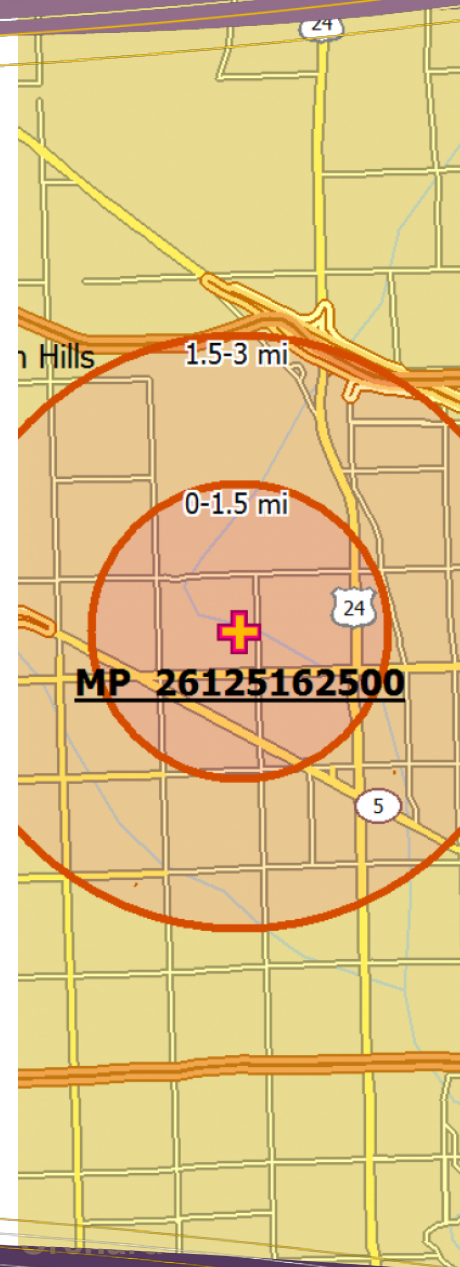
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	58%	59%	62%
You Should Seize Opportunities In Life	57%	58%	58%
Prefer Work Part Of Team Than Alone	38%	38%	37%
Like To Understand About Nature	37%	37%	38%
Important Feel Respected By My Peers	35%	34%	34%
Important To Juggle Various Tasks	34%	34%	33%
Prefer To Have Few Possessions As Possible	31%	33%	36%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	28%	28%	28%
People Have To Take Me As They Find Me	22%	23%	24%
Like To Just Enjoy Life	21%	22%	22%
Consider Myself Interested In The Arts	20%	20%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	19%	19%	18%
Provide My Kids With The Little Extras	18%	19%	17%
Worried About Pollution Caused By Cars	18%	18%	19%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	14%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Like Spending Most Time With Fam.	6%	6%	6%
Feel Very Alone In The World	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	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.



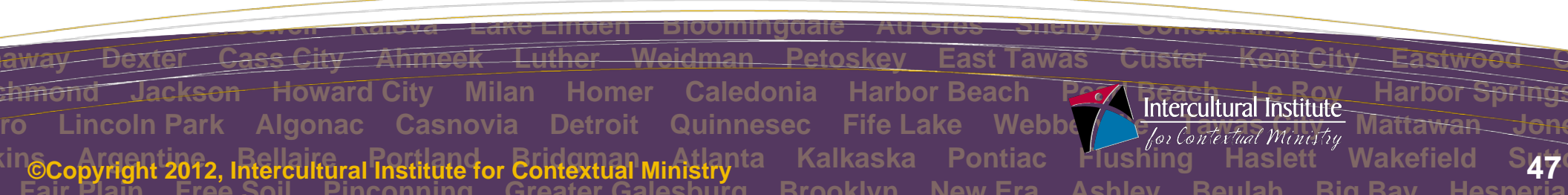
Thompsonville Dowagiac Ossineke Charlotte Mendon Howell Hart Empire Pleasant Ridge Kaleva
Saginaw New Era Farwell Cadillac Homer Bay City Elberta Byron Center Detroit Clare Tawas City
Carney Marine City Bellaire Fennville Madison Heights Hudsonville
xville Shepherd Akron Port Hope Galesburg Flat Rock Imlay City Vandalia Lathrup Village Springport

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
Fast Food/Drive-In	86.21%	85.85%	85.37%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.69%	79.92%	80.98%
Houses-Visit Any			
McDonald's	55.91%	55.37%	55.34%
Burger King	40.45%	39.2%	37.93%
Kentucky Fried Chicken (KFC)	33.63%	33.12%	31.88%
Wendy's	31.19%	32.01%	32.39%
Subway	30.2%	30.05%	30.27%
Applebee's	28.46%	28.13%	28.81%
Taco Bell	27.39%	26.99%	26.77%
Pizza Hut	24.62%	24.1%	22.77%
Arby's	23.05%	22.03%	21.49%
Olive Garden	19.66%	19.87%	20.74%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	19.32%	19.06%	18.81%
Dairy Queen	17.45%	16.81%	16.2%
Domino's Pizza	16.18%	16.27%	15.86%
IHOP (International House Of Pancakes)	15.51%	15.49%	15.84%
Chick-Fil-A	15.38%	15.06%	15.48%
Golden Corral	14.88%	14.15%	12.73%
Cracker Barrel	14.18%	13.61%	13.92%
TGI Friday's	13.5%	13.85%	14.83%
Sonic	13.29%	12.95%	12.25%
Popeyes	12.65%	13.49%	12.94%
Outback Steakhouse	12.44%	13.5%	15.41%
Hardee's	12.36%	11.39%	10.16%

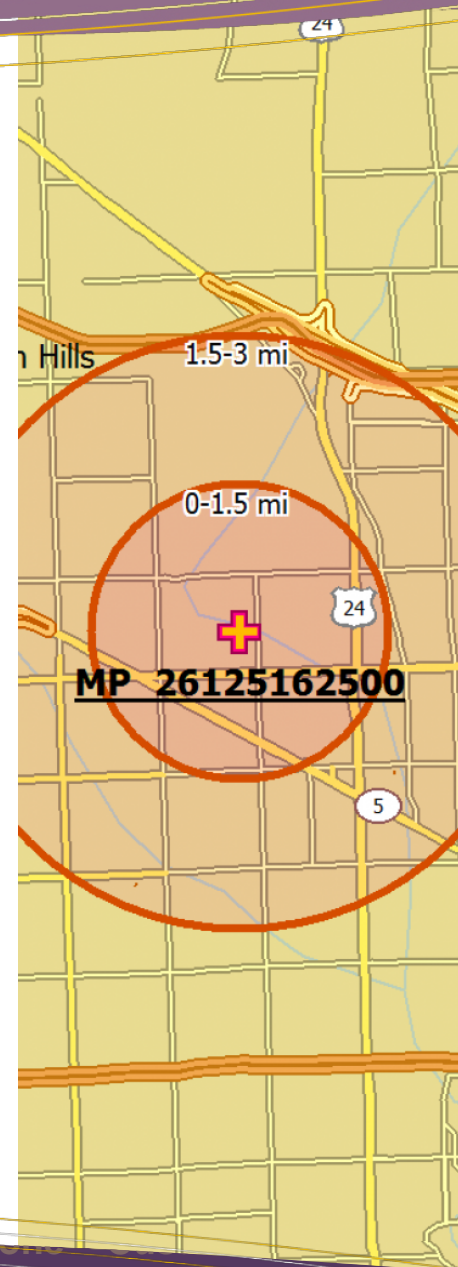


Potential Shared Projects

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.

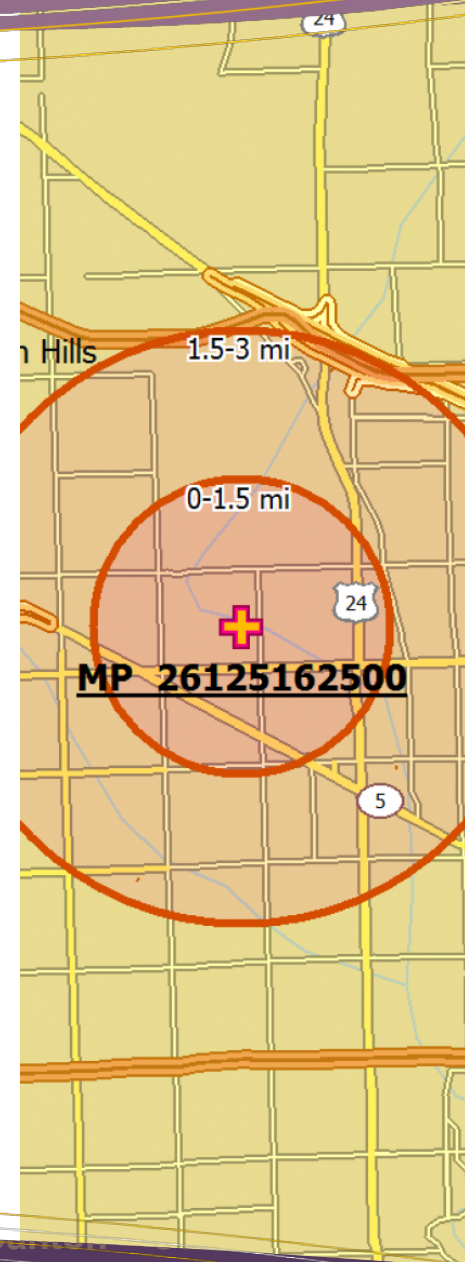
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	46.81%	47.22%	48.6%
Recycled products	30.82%	31.27%	33.95%
Worked as volunteer (non political)	13.8%	14.43%	16.25%
Engaged in fund raising	11.52%	11.74%	12.37%
Religious club member	8.03%	8.22%	8.56%
Church Board	6.64%	6.86%	6.93%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Union member	5.82%	5.66%	5.77%
Took active part in local civic issue	5.22%	5.23%	5.48%
Charitable Organization	5.02%	5.03%	5.41%
Wrote to elected offcl about publ bus	5.01%	5.22%	5.84%
Wrote to editor of mag or newspaper	5%	5.04%	5.45%
Fraternal order member	4.79%	4.82%	4.79%

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	14.55%	15.19%	17.24%
Children's Books	12.21%	12.82%	13.87%
Religious (not Bibles)	10.09%	10.01%	9.95%
Cookbooks	9.47%	9.52%	10.22%
Mystery	9.09%	9.42%	10.48%
Personal/Business	6.34%	6.55%	7.39%
Self-help			
Biography	6.24%	6.5%	7.26%
Romance	6.2%	6.61%	6.87%
History	5.89%	5.99%	6.58%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	70.13%	70.25%	70.93%
Distributed			
Gen. Editorial	51.11%	52.12%	52.67%
Womens	45.85%	46.25%	46.7%
Service	31.15%	31.08%	32.85%
Mens	19.87%	19.9%	19.8%
Business/Finance	19%	20.64%	23.2%
Music	17.04%	17.14%	16.52%
Sports	15.51%	15.28%	15.83%
Health	13.93%	13.96%	14.07%



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	51.7%	52.21%	53.43%
Classified	33.35%	31.78%	30.32%
Sport	31.78%	31.6%	31.91%
Editorial Page	28.33%	28.21%	28.73%
Business/Finance	26.24%	27.2%	29.68%
Movie Listings & Reviews	25.65%	25.52%	26.23%
Comics	24.85%	24.38%	24.52%
Food/Cooking	24.04%	24.12%	25.03%
TV/Radio Listings	23.87%	24.01%	23.71%
Home/Gardening	21.01%	20.62%	21.55%
Travel	18.73%	19.37%	20.8%
Science/Technology	16.86%	16.77%	18.12%
Fashion	16.17%	16.4%	17.01%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	30.93%	31.99%	30.28%
CHR Contemp Hit Radio	19.13%	18.14%	17.72%
Country	14.46%	12.98%	11.88%
Adult Contemporary	13.12%	12.72%	13.9%
Jazz	10.03%	11.08%	11.3%
Oldies	9.96%	10.01%	10.58%
Rock	9.62%	8.92%	9.23%
Variety	9.48%	10.26%	10.73%
News/Talk	8.49%	9.17%	11.26%
All News	6.94%	7.65%	8.9%
Alternative	6.47%	6.77%	8.21%
Classic Rock	6.11%	6.08%	6.94%
Religious	5.99%	6.06%	6.44%
Gospel	5.86%	6.11%	5.77%
Soft Contemporary	5.36%	5.74%	6.51%
All Talk	3.73%	4.01%	4.79%
Hispanic	3.58%	3.28%	3.09%
Sports	3.25%	3.62%	4.45%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	61.99%	62.52%	64%
Satellite Dish	49.64%	49.98%	51.74%
Soapnet	48.91%	50.39%	51.59%
Other Video-On-Demand	42.31%	43.26%	43.18%
Sci-Fi Channel	35.33%	35.53%	36.26%
Subscribe Digital Cable	32.53%	32.53%	32.89%
MSNBC	32.32%	32.5%	33.25%
Adult Pay Per View TV	31.99%	32.53%	33.83%
Comedy Central	26.98%	28.4%	32.5%
TV Info From Sunday TV Magazine	26.75%	27.88%	29.04%
Nickelodeon	26.32%	26.33%	26.67%
TV Info From Newspapers	25.4%	25.59%	26.33%

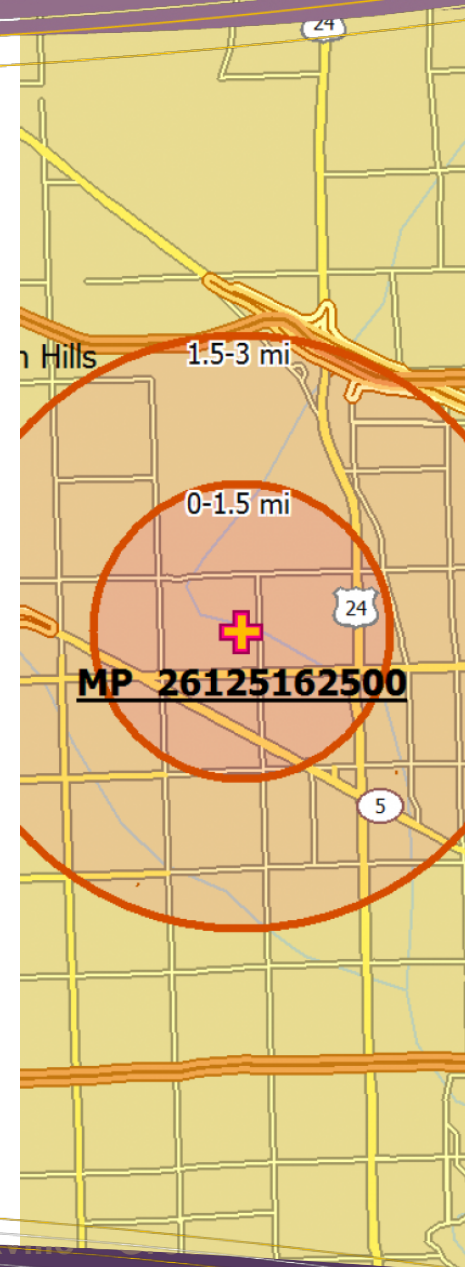
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TCM (Turner Classic Movies)	23.38%	24.37%	25.66%
Nick At Nite	22.98%	23.69%	24.56%
Hallmark Channel	22.68%	23.74%	25.84%
USA Network	22.31%	22.97%	24.21%
The Golf Channel	21.91%	22.84%	24.71%
BET (Black Entertainment TV)	21.6%	22.56%	23.71%
TV Info From Monthly Cable Guide	21.42%	21.49%	22.53%
ESPN2	21.29%	21.66%	23.88%
Lifetime	21.15%	21.61%	22.46%
Adult Swim	21.03%	21.76%	23.16%
ABC Fam.	21.01%	22.37%	25.1%
TV Info From Other	20.47%	21.09%	21.55%

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+)	16.99%	17.5%	19.55%
Medium Users (4-6)	8.89%	9.12%	9.93%
Light Users (1-3)	20.47%	20.43%	20.4%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.02%	0.89%
Newspaper II	2.06%	1.88%	1.64%
Newspaper III	2.17%	2.27%	2.3%
Newspaper IV	0.47%	0.43%	0.31%
Newspaper V (Light)	0.67%	0.79%	0.82%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.86%	20.07%	19.66%
Magazines II	9.65%	9.56%	9.09%
Magazines III	9.4%	9.71%	9.66%
Magazines IV	12.7%	12.79%	12.29%
Magazines V (Light)	0.82%	1.04%	1.1%
Outdoor I (Heavy)	8.11%	8.38%	8.39%
Outdoor II	4.12%	4.28%	4.04%
Outdoor III	4.87%	4.87%	4.56%
Outdoor IV	16.72%	16.97%	16.33%
Outdoor V (Light)	25.29%	25.33%	24.83%
Yellow Pages I (Heavy)	16.39%	16.52%	15.56%
Yellow Pages II	7.58%	7.8%	7.87%
Yellow Pages III	7.6%	8.04%	7.83%
Yellow Pages IV	23.23%	23.34%	22.24%
Yellow Pages V (Light)	4.45%	4.48%	4.1%

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)	3.51%	3.14%	2.82%
Drive Time III (Medium)	1.1%	1.01%	0.88%
Radio IV & V (Light)	3.42%	3.14%	2.86%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.33%	9.81%	9.7%
Radio III (Medium)	4.18%	4.08%	4.1%
Radio IV & V (Light)	4.25%	4.08%	3.98%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.91%	12.48%	13.85%
Cable III (Medium)	4.44%	4.5%	4.47%
Cable IV & V (Light)	35.8%	36.82%	36.39%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.13%	4.13%	3.92%
Prime Time III (Medium)	1.43%	1.5%	1.5%
Prime Time IV & V (Light)	7.96%	7.96%	7.8%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.51%	39.46%	40.02%
Fringe III (Medium)	53.42%	53.96%	52.69%
Fringe IV (Light)	54.99%	55.66%	54.95%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.49%	15.44%	14.67%
All Day III (Medium)	23.97%	24.23%	23.84%
All Day IV (Light)	16.81%	17.82%	17.62%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.86%	12.03%	12.39%
6:00am - 10:00am	15.07%	16.13%	18.48%
10:00am - 3:00pm	10.21%	10.37%	10.67%
3:00pm - 7:00pm	13.91%	14.47%	14.43%
7:00pm - Midnight	10.43%	12.12%	13.86%
Midnight - 6:00am	6.86%	7.33%	7.58%
Weekend Radio			
Listeners			
Dayparts [summary]	13.91%	13.97%	14.25%
6:00am - 10:00am	2.88%	3.1%	3.86%
10:00am-3:00pm	5.86%	6.14%	6.84%
3:00pm - 7:00pm	7.46%	7.2%	7.27%
7:00pm - Midnight	8.76%	9.59%	10.07%
Midnight - 6:00am	11.83%	12.55%	13.26%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.16%	6.45%	7.55%
Saturday:	7.87%	8.21%	8.61%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.51%	8.7%	9.21%
9:00am-1:00pm	22.98%	23.69%	24.56%
9:00am-4:00pm	27.26%	27.9%	28.87%
4:00pm-7:00pm	30.06%	31.48%	32.83%
11:00pm-1:00am	41.73%	42.12%	42.57%
AVG Prime time	4.28%	4.52%	4.6%
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.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	14.25%	15.08%	16.43%
7-9am	21.29%	21.66%	23.88%
9am-12noon	18.04%	18.82%	19.74%
12noon-4pm	9.23%	9.08%	9.13%
4-6pm	47.2%	49.35%	52.83%
6-7pm	18.31%	17.78%	17.96%
7-7:30pm	1.97%	2.01%	2.14%
7:30-8pm	11.62%	11.52%	11.33%
8-11pm	6.16%	6.45%	7.55%
11pm-12am	32.32%	32.5%	33.25%
11pm-1am	41.73%	42.12%	42.57%
1-6am	30.98%	32.01%	34.05%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.71%	17.25%	18.72%
Sat: 10am-1pm	8.17%	8.34%	8.89%
Sat: 1-4pm	23.92%	24.48%	25.05%
Sat: 4-6pm	7.17%	7.25%	7.6%
Sat: 6-7pm	1.92%	2.01%	2.3%
Sat: 7-8pm	0.71%	0.95%	1.24%
Sat: 8-11pm	7.87%	8.21%	8.61%
Sat: 11pm-1am	6.22%	6.52%	6.73%
Sat: 1am-7pm	22.31%	22.97%	24.21%
Sun: 7-10am	2.46%	2.4%	2.42%
Sun: 10am-1pm	5.84%	5.7%	5.85%
Sun: 1-4pm	4.95%	4.99%	5.41%
Sun: 4-7pm	12.12%	11.56%	11.97%
Sun: 7-11pm	8.51%	8.7%	9.21%
Sun: 11pm-1am	4.97%	4.98%	4.99%
Sun: 1-7am	19.63%	19.94%	20.77%

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?

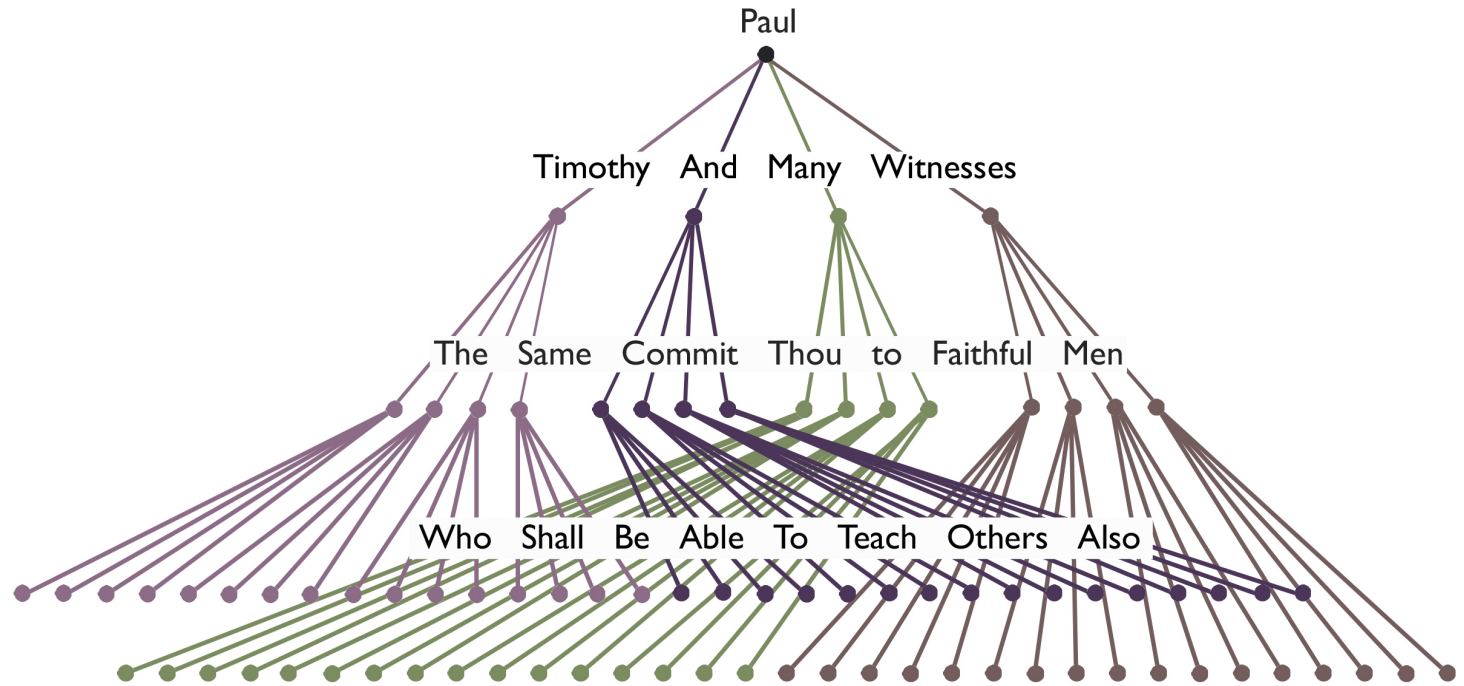


Biblical Missional Multiplication

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*

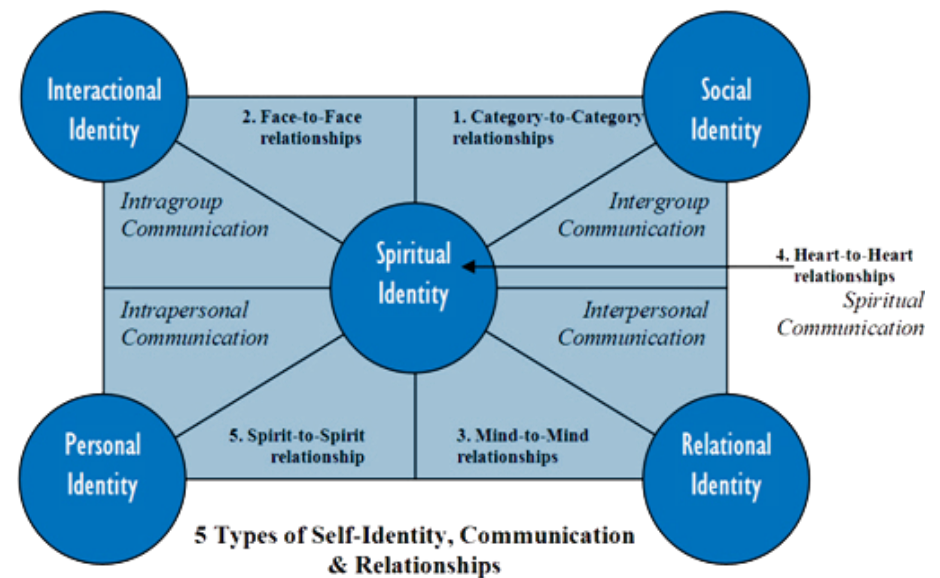


Establishing Redemptive Relationships

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.

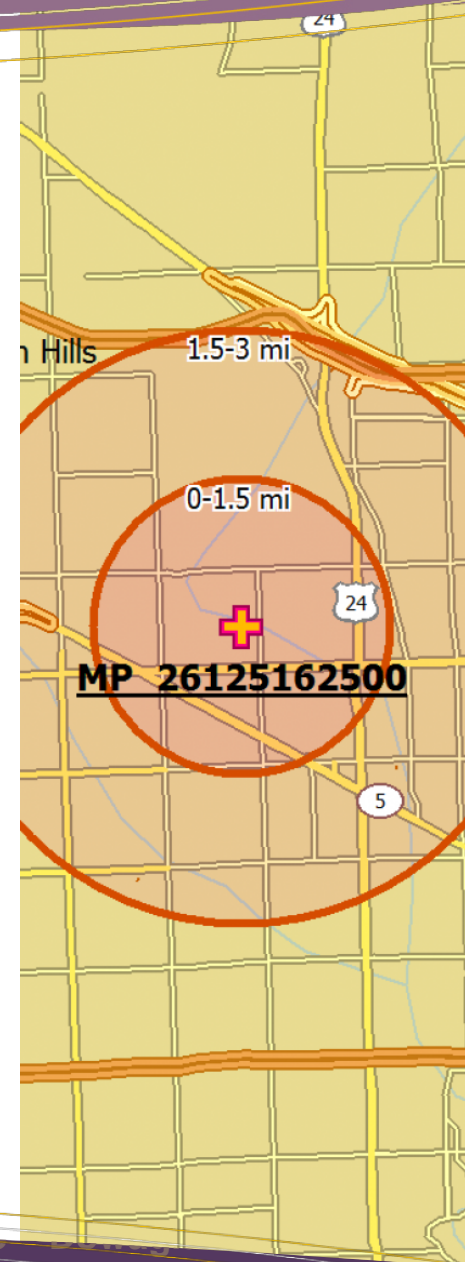


Your MissionSite and the Missional Suite

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 selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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

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



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 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.

In Partnership with:



CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org

