

# MissionSite

top unreached locations



ROYAL OAK, MI

CENSUS TRACT: 26125184100

REGION: Region Five

ASSOCIATION: Oakland

COUNTY: Oakland

SITESCAPE: Cityscape

DENSITY PATTERN: K



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

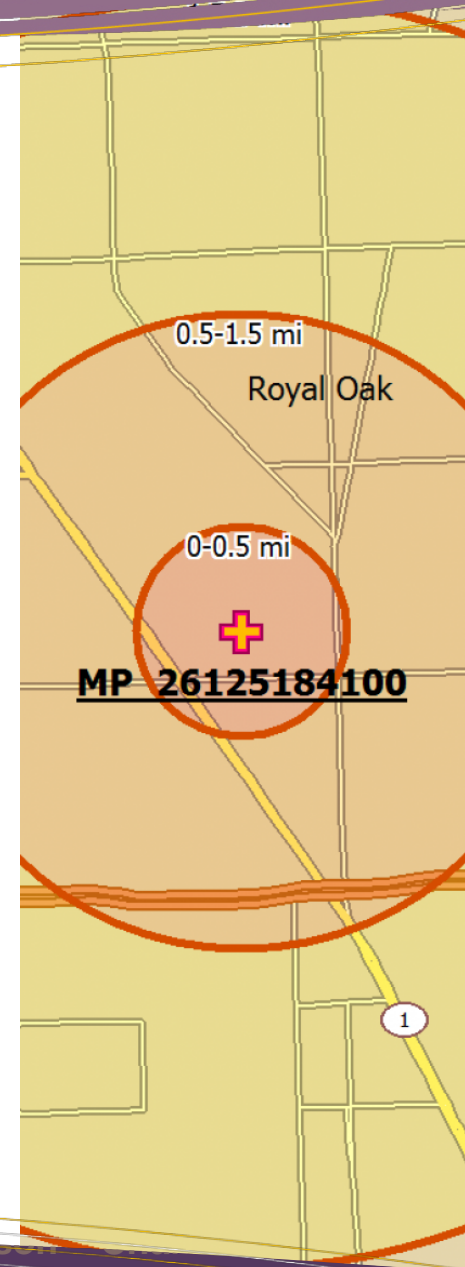




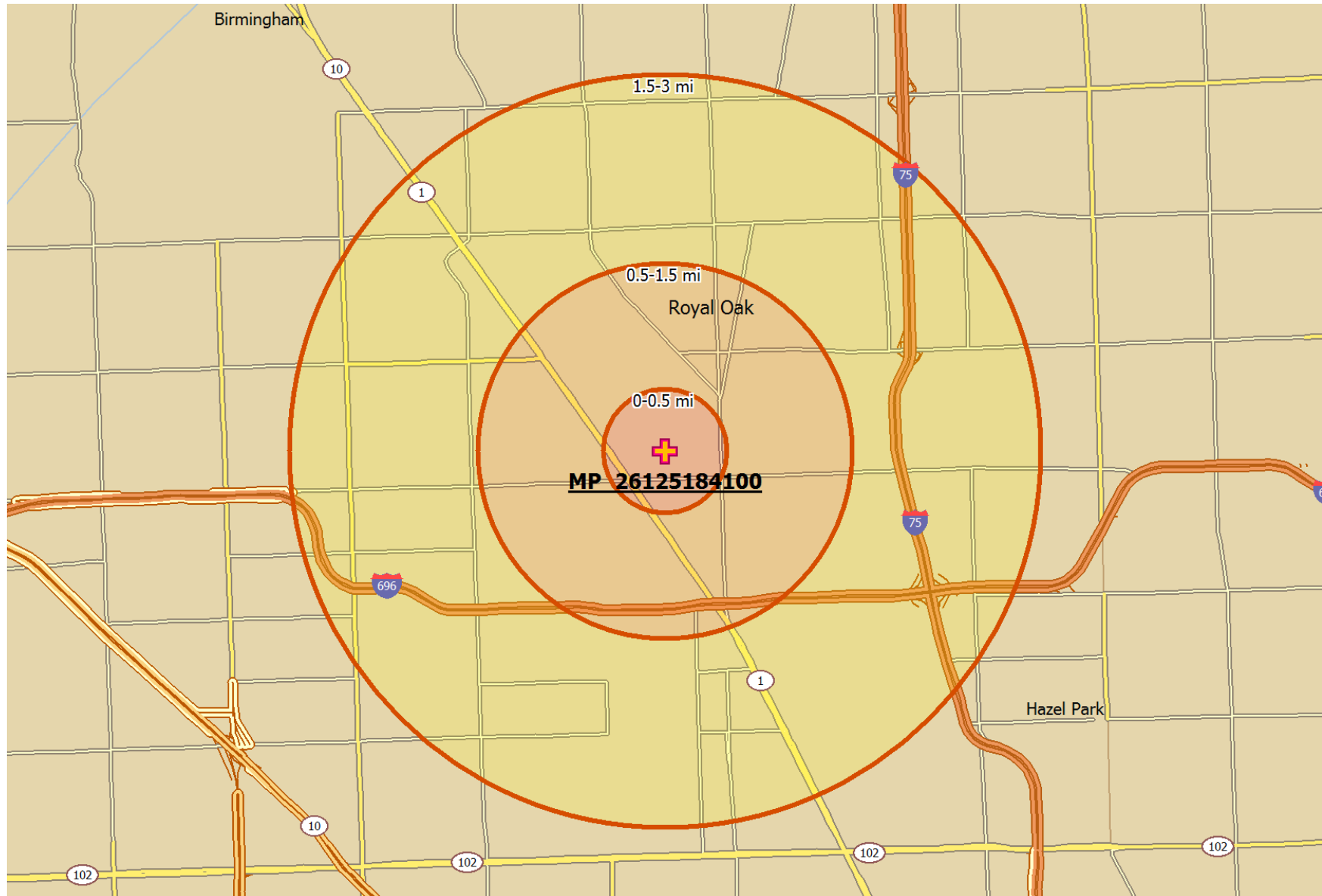
## Site Location Summary

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 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 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	26A09	Oakland
3	County Location	26125	Oakland
4	Zipcode	48067	Oakland
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-1000000



# Site Location Summary - Map of the Site Location

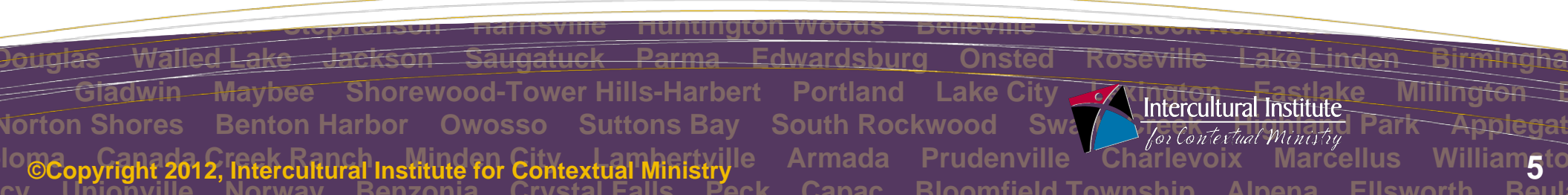




# Site Location Summary - Urbanicity

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	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,457	30,673	112,992
2010 Households	2,140	14,276	48,971
2010 Group Quarters Population	68	153	807

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	83	86	89
Language Diversity National Index	59	61	59
Foreign Born Diversity National Index	58	64	67
Ancestry Diversity National Index	96	21	21
Racial Diversity National Index	36	72	73

# Site Location Summary - County Environment

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

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

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



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,364	63.74%
Mainstay Communities	Established, Diverse Households	26	1.21%
Working Communities	Blue-collar, Working Families	324	15.14%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	427	19.95%
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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	0-0.5 MILE BAND	% INDEX
Unreached Households	340,836	1,542	0.45%
Unreached %	71.19%	72.08%	101.25
Religious But NOT Evangelical HH	85,134	333	0.39%
Religious But NOT Evangelical %	17.78%	15.55%	87.47
Spiritual But NOT Relig or Evang HH	53,523	274	0.51%
Spiritual But NOT Relig or Evang %	11.18%	12.82%	114.65
Not Evangelical, Not Interested HH	202,561	935	0.46%
Not Evangelical, Not Interested %	42.31%	43.7%	103.3



# 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	25,946	3,653	14.08%
Active Evangelical Percent	5.42%	5.59%	103.11
Inactive Evangelical Households	111,993	15,770	14.08%
Inactive Evangelical Percent	23.39%	24.12%	103.11
# New Churches Needed	239	33	13.66%



# 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.





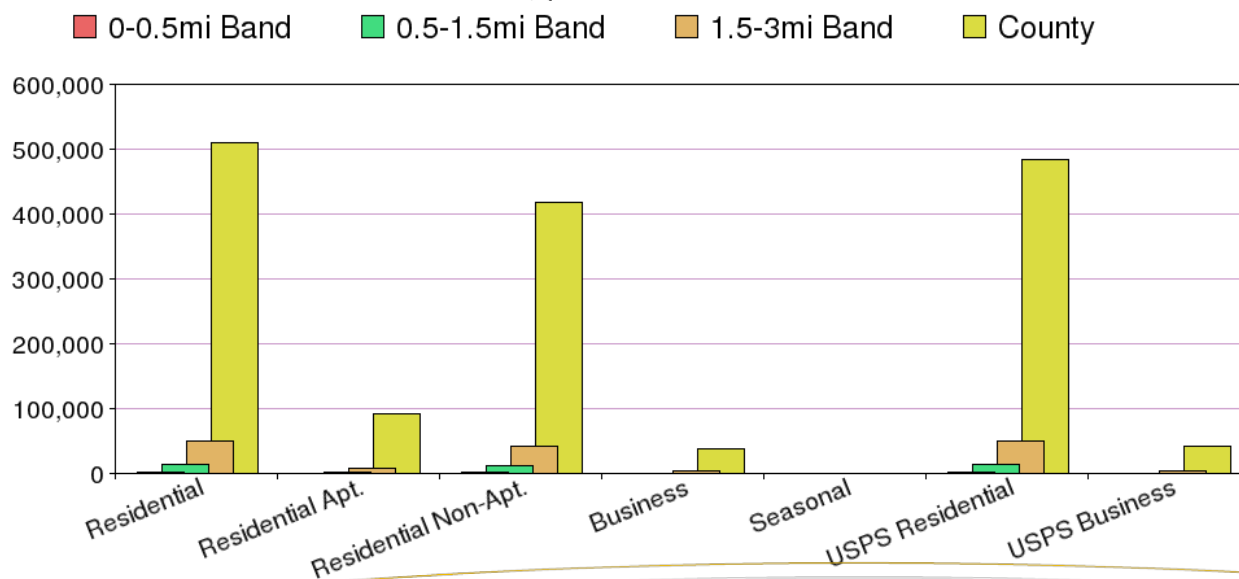
# Current Demographic Summary

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 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 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	5,216	0.48%
2000 Population	1,194,156	4,745	0.4%
2010 Population	1,207,302	4,457	0.37%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	410,491	2,246	0.55%
2000 Households	471,115	2,270	0.48%
2010 Households	478,774	2,140	0.45%

Location Types in this MissionSite



Location Type	0-0.5mi Band
Residential	2,228
Residential Apt.	379
Residential Non-Apt.	1,849
Business	178
Seasonal	0
USPS Residential	2,598
USPS Business	230

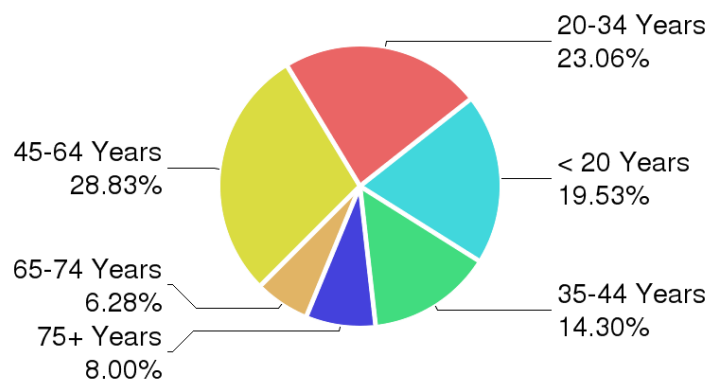
# Current Demographic Summary

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.58%	3.99%	87.12
4-5 Years	2.42%	1.79%	73.97
6-8 Years	3.7%	2.76%	74.59
9-11 Years	3.87%	2.85%	73.64
12-13 Years	2.66%	1.97%	74.06
14-17 Years	5.35%	4.04%	75.51
18-19 Years	2.7%	2.11%	78.15
0-5 Years	7%	5.79%	82.71
6-12 Years	8.89%	6.6%	74.24
13-19 Years	9.39%	7.13%	75.93
< 20 Years	25.28%	19.52%	77.22
20-34 Years	17.54%	23.04%	131.36
35-44 Years	13.74%	14.29%	104
45-64 Years	29.62%	28.81%	97.27
65-74 Years	7.54%	6.28%	83.29
75+ Years	6.27%	7.99%	127.43
Median Age	40	40	99.78
Median Age (Male)	39	38	96.62
Median Age (Female)	42	42	101.9

Age Group Percentages

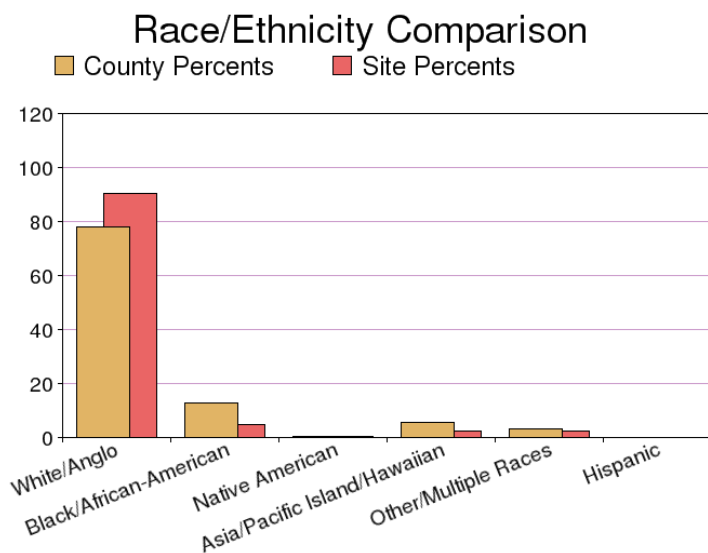


# Current Demographic Summary

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	78.12%	90.24%	115.52
Black, African-American	12.9%	4.8%	37.22
Native American	0.29%	0.29%	100.01
Asian	5.55%	2.24%	40.44
Pacific Island, Hawaiian	0.03%	0.02%	70.73
Other/Multiple Races	3.11%	2.4%	77.2
Hispanic	0%	2%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	829,992	3,298	
Less than 9th Grade	2.04%	1.18%	172.7
No High School Diploma	5.28%	3.06%	172.51
High School Graduate	21.96%	14.22%	154.42
Some College, no degree	20.68%	22.32%	92.68
Associate Degree	7.1%	7.1%	100.13
College Degree	24.49%	30.2%	81.09
Graduate/Prof. degree	18.44%	21.92%	84.11

# 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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%	4.53%	94.72
\$10,000 to \$19,999	6.97%	6.59%	94.5
\$20,000 to \$29,999	7.9%	8.13%	102.87
\$30,000 to \$49,999	16.84%	19.16%	113.77
\$50,000 to \$59,999	7.56%	10.33%	136.55
\$60,000 to \$69,999	6.8%	6.96%	102.46
\$70,000 to \$79,999	7.14%	8.64%	121.15
\$80,000 to \$89,999	5.78%	7.06%	122.01
\$90,000 to \$99,999	4.57%	4.53%	99.08
\$100,000 to \$124,999	10.15%	10.61%	104.52
\$125,000 to \$149,999	6.8%	4.67%	68.7
\$150,000 to \$199,999	7.67%	4.21%	54.85
\$200,000 to \$249,999	2.62%	1.31%	50
\$250,000 or more	4.38%	3.22%	73.64
Median Household	68,621	63,977	93.23
Average Household	94,887	86,986	91.67
Per Capita Household	38,188	41,992	109.96
Family/Non-Family Household Income			
Median Family Income	85,905	83,502	97.2
Average Family Income	114,856	109,038	94.93
Median Non-Family Income	41,102	47,742	116.15
Average Non-Family Income	56,441	67,669	119.89

# 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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%	47.62%	72.35
Families with Children	32.21%	20.65%	64.12
Families without Children	33.6%	26.96%	80.24
Non-Family Households			
% Non-Family Households	34.18%	52.38%	153.24
Non-Families with Children	0.12	0.05	38.44
Non-Families without Children	34.06	52.34	153.65
Housing Units			Index
Total Housing Units	525,837	2,293	
Vacant percent	8.95%	6.72%	75.04
Owned percent	69.19%	65.42%	94.55%
Rented Percent	21.86%	27.91%	127.67
Households by Size			Index
Avg household size	2.49	2.05	82.33
Avg family hh size	3.18	2.96	93.08
Avg non-family hh size	1.17	1.22	104.27
Households By Count of Persons			Percent
One	141,313	919	0.65%
Two	146,343	642	0.44%
Three or Four	146,170	475	0.32%
Five+	44,948	105	0.23%



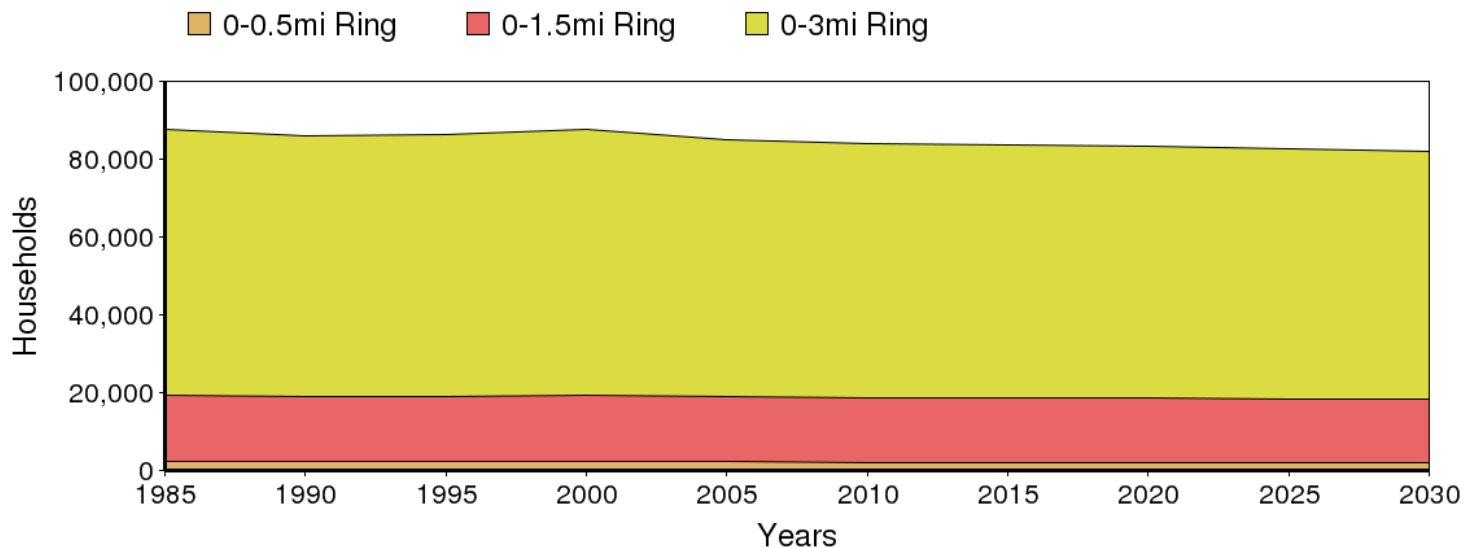
# Projected Demographic Summary

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 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 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	5,216	0.48%
2000 Population	1,194,156	4,745	0.4%
2010 Population	1,207,302	4,457	0.37%
2015 Population	1,215,302	4,436	0.37%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	410,491	2,246	0.55%
2000 Households	471,115	2,270	0.48%
2010 Households	478,774	2,140	0.45%
2015 Households	480,159	2,118	0.44%

Household Change from 1985 to 2030



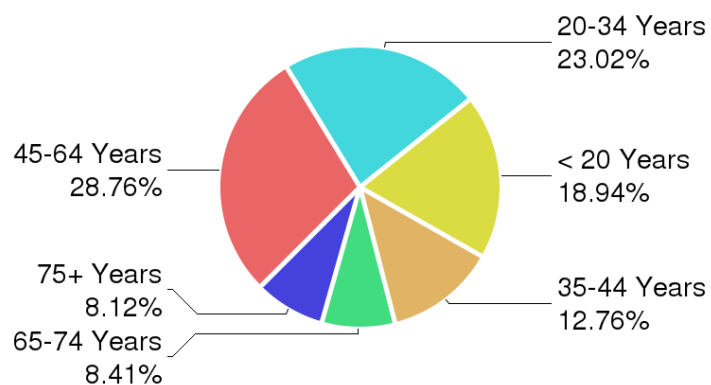
# Projected Demographic Summary

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 0-0.5 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	3.99%	4.1%	102.76
4-5 Years	1.79%	1.74%	97.21
6-8 Years	2.76%	2.59%	93.84
9-11 Years	2.85%	2.68%	94.04
12-13 Years	1.97%	1.85%	93.91
14-17 Years	4.04%	3.94%	97.52
18-19 Years	2.11%	2.03%	96.21
0-5 Years	5.79%	5.84%	100.86
6-12 Years	6.6%	6.2%	93.94
13-19 Years	7.13%	6.9%	96.77
< 20 Years	19.52%	18.94%	97.03
20-34 Years	23.04%	23.02%	99.91
35-44 Years	14.29%	12.76%	89.29
45-64 Years	28.81%	28.76%	99.83
65-74 Years	6.28%	8.41%	133.92
75+ Years	7.99%	8.12%	101.63
Median Age	40	41	102.55
Median Age (Male)	39	39	98.78
Median Age (Female)	42	44	105.35

Projected Age Group Percentages

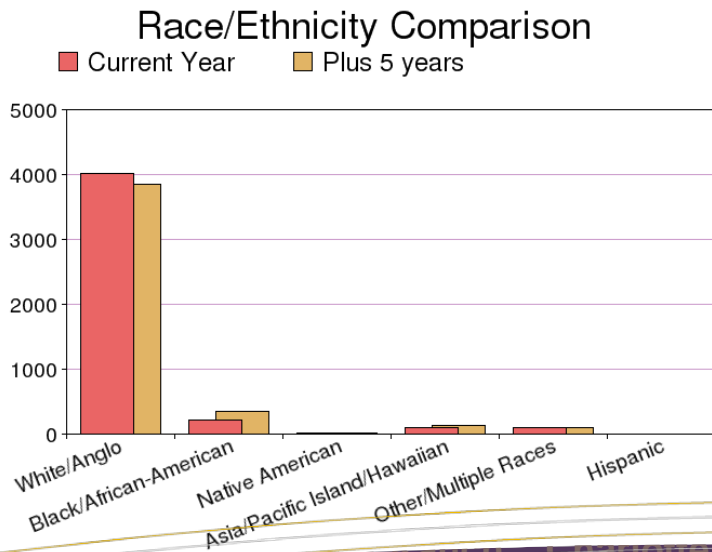


# Projected Demographic Summary

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 0-0.5 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	90.24%	86.65%	96.03
Black, African-American	4.8%	7.8%	162.45
Native American	0.29%	0.34%	115.93
Asian	2.24%	3.09%	137.65
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	2.4%	2.12%	88.27
Hispanic	0%	0%	0
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	3,298	3,286	
Less than 9th Grade	1.18%	1%	84.92
No High School Diploma	3.06%	2.5%	81.48
High School Graduate	14.22%	14.61%	102.72
Some College, no degree	22.32%	21.09%	94.5
Associate Degree	7.1%	7.18%	101.22
College Degree	30.2%	30.31%	100.37
Graduate/Prof. degree	21.92%	23.31%	106.33

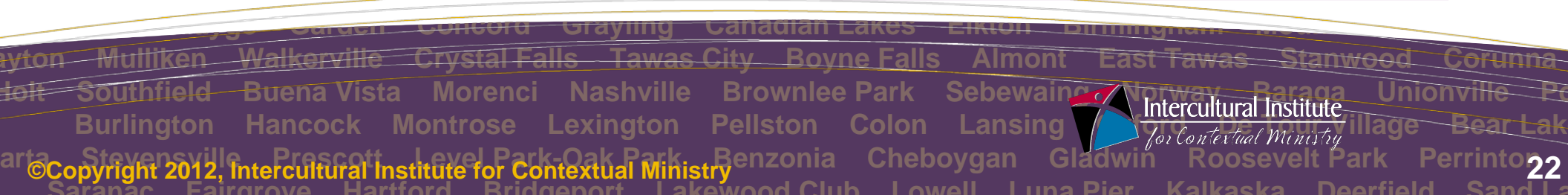


Caspien Clarksville Sebewaing Ludington Rochester Burlington Shepherd Springfield Barton Hills Utu  
 Harbor Springs Mount Pleasant Wolf Lake Lincoln Twining Lake Orion Reed City Cass City Beulah  
 Barnes Lake-Millers Lake Ashley Marlette West Branch Reading Mount Mio Level Park  
 Lake Odessa Athens Marcellus Nashville Paw Paw Lake Pontiac Troy Au Sable Harrison Ecorse F  
 Clifford Gibraltar Richland Flint Berrien Springs Keego Harbor Yale Shoreham Jonesville Mayville E

# 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 0-0.5 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 0-0.5 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 0-0.5 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	4.53%	4.67%	103.12
\$10,000 to \$19,999	6.59%	6.56%	99.61
\$20,000 to \$29,999	8.13%	7.55%	92.91
\$30,000 to \$49,999	19.16%	18.46%	96.36
\$50,000 to \$59,999	10.33%	9.96%	96.47
\$60,000 to \$69,999	6.96%	6.89%	99
\$70,000 to \$79,999	8.64%	8.31%	99.4
\$80,000 to \$89,999	7.06%	7.13%	100.37
\$90,000 to \$99,999	4.53%	4.77%	105.21
\$100,000 to \$249,999	10.61%	11.05%	104.15
\$125,000 to \$149,999	4.67%	5%	107.1
\$150,000 to \$199,999	4.21%	4.63%	110.02
\$200,000 to \$249,999	1.31%	1.51%	115.47
\$250,000 or more	3.22%	3.59%	111.29
Median Household	63,977	65,813	102.87
Average Household	86,986	91,526	105.22
Per Capita Household	41,992	43,935	104.63
<b>Family/Non-Family Household Income</b>			
Median Family Income	83,502	87,372	104.63
Average Family Income	109,038	117,359	107.63
Median Non-Family Income	47,742	48,568	101.73
Average Non-Family Income	67,669	68,658	101.46



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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 0-0.5 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 0-0.5 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	47.62%	47.31%	99.35
Families with Children	20.65	19.83	96.01
Families without Children	26.96	26.44	98.06
<b>Non-Family Households</b>			
% Non-Family Households	52.38%	52.69%	100.59
Non-Families with Children	0.05	0.09	100.59
Non-Families without Children	52.34	52.6	100.5
<b>Housing Units</b>			
Total Housing Units	2,293	2,273	99.13%
Vacant percent	6.72%	6.86%	102.19
Owned percent	65.42%	65.42%	100.01
Rented Percent	27.91%	27.76%	99.46
<b>Households by Size</b>			
Avg household size	2.05	2.06	100.49%
Avg family hh size	2.96	3.04	102.7%
Avg non-family hh size	1.22	1.19	97.54%
<b>Households By Count of Persons</b>			
One	919	942	102.5%
Two	642	600	93.46%
Three or Four	475	469	98.74%
Five+	105	108	102.86%



# 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:	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Foreign Born Pop	125	2,025	12,157
Northern Europe	11	320	504
Western Europe	10	151	422
Southern Europe	7	77	231
Eastern Europe	3	398	3,272
Other Europe	0	0	0
Eastern Asia	17	134	393
So. Central Asia	23	133	559
SE Asia	0	92	988
Western Asia	3	178	3,616
Other Asia	0	0	10

BORN IN:	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Eastern Africa	0	0	56
Middle Africa	0	8	43
Northern Africa	0	15	145
Southern Africa	0	0	77
Western Africa	0	1	88
Other Africa	0	0	8
Oceania	0	4	23
Caribbean	1	23	162
Central Amer.	0	37	141
South America	9	52	110
North America	41	402	1,309
Born at sea	0	0	0

Center Line Republic Carson City Twining Buckley Petersburg Gladwin Roosevelt Park Carsonville Ca  
 Coldwater Stephenson Royal Oak Romeo Argentine Kingston Richmond Marion Newaygo Grand Ra  
 dish Marshall Alpena Dryden Luther Port Sanilac Eastlake South Gull City Grand Rapids  
 Coleman Allen Lansing Lowell Wyandotte Tawas City Plymouth Township Utica Eagle Melvin Pto  
 ington Lake Napoleon Coopersville Albion Fruitport Charlevoix Jenison Hudson Shelby Okemos Grass



# 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	2,378	32,811	95,008
Spanish	15	386	1,355
Other Indo-Euro language	91	1,288	6,370
French (incl. Patois, Cajun)	17	190	680
French Creole	0	0	0
Italian	8	82	311
Portuguese	10	29	17
German	13	195	696
Yiddish	0	67	484
Other West Germanic	2	12	41
A Scandinavian Language	0	5	17
Greek	7	102	192
Russian	2	157	1,979
Polish	9	114	472
Serbo-Croatian	0	58	225
Other Slavic Language	2	29	192
Armenian	1	44	71
Persian	0	38	23
Gujarathi	0	6	67
Hindi	17	24	55
Urdu	0	4	50

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Other Indo-Euro	3	120	697
Asian/PI languages	0	0	0
Chinese	1	64	380
Japanese	4	7	133
Korean	0	17	52
Mon-Khmer, Cambodian	0	0	7
Miao, Hmong	0	0	148
Thai	0	0	16
Laotian	0	0	10
Vietnamese	0	18	444
Other Asian	8	13	102
Tagalog	0	48	389
Other Pacific Is	0	15	31
Other languages	6	258	4,859
Navajo	0	0	0
Other Native N. American	0	21	5
Hungarian	0	23	112
Arabic	6	53	1,730
Hebrew	0	113	253
African languages	0	0	152
Other unspecified	0	48	2,607

# 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Reporting ancestry	2,248	31,956	98,581
Arab	20	324	1,624
Armenian	9	150	321
Austrian	10	68	167
British	24	360	348
Canadian	9	197	742
Croatian	0	88	235
Czech	0	87	173
Czechoslovak	6	42	135
Danish	3	99	261
Dutch	40	482	989
English	266	3,303	7,612
European	37	352	968
Finnish	13	376	896
French (not Basque)	43	852	2,606
French Canadian	34	642	1,872
German	388	5,261	13,040
Greek	24	215	738
Hungarian	15	279	766
Iranian	0	63	39

ANCESTRY	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Irish	262	3,962	9,053
Italian	129	2,179	4,906
Lithuanian	25	193	363
Norwegian	31	186	497
Polish	209	3,324	9,429
Portuguese	9	16	61
Romanian	24	152	585
Russian	20	925	2,614
Scandinavian	10	86	71
Scotch-Irish	35	663	1,307
Scottish	61	1,101	2,212
Slovak	24	86	258
Subsaharan African	14	48	703
Swedish	38	572	917
Swiss	0	61	148
Ukrainian	34	265	912
US/American	90	1,479	5,361
Welsh	27	146	350
West Indian	0	4	239
Yugoslavian	0	63	248
Other	265	3,206	24,819

# 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?

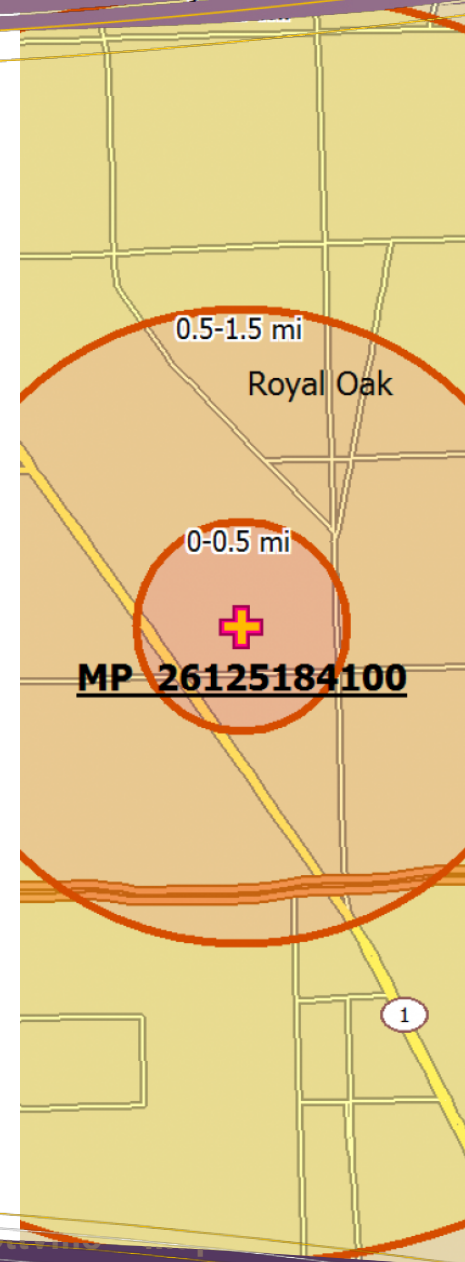




## Unreached Households by Lifestyle Segment

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 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,140	100%	1,543	100%
<b>AFFLUENT SUBURBIA</b>	209	9.77%	155	10.05%
America's Wealthiest	0	0%	0	0%
Dream Weavers	54	2.52%	39	2.53%
White Collar Suburbia	56	2.62%	46	2.98%
Upscale Suburbia	8	0.37%	7	0.45%
Enterprising Couples	0	0%	0	0%
Small Town Success	91	4.25%	63	4.08%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	1,155	53.97%	816	52.88%
Status Conscious Consumers	150	7.01%	105	6.8%
Affluent Urban Professionals	138	6.45%	111	7.19%
Urban Commuter Fam.	654	30.56%	439	28.45%
Solid Suburban Mix	31	1.45%	24	1.56%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	182	8.5%	137	8.88%
<b>SM TWN SUCCESS</b>	26	1.21%	18	1.17%
2nd City Homebodies	5	0.23%	4	0.26%
Prime Middle America	21	0.98%	14	0.91%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
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 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,140	100%	1,543	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	324	15.14%	220	14.26%
Steadfast Conservative	240	11.21%	164	10.63%
Moderate Conventionalists	84	3.93%	56	3.63%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,140	100%	1,543	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>	427	19.95%	334	21.65%
Young Cosmopolitans	425	19.86%	333	21.58%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	2	0.09%	1	0.06%
<b>RURAL VILLAGES &amp; FARMS</b>	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,140	100%	1,543	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 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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?

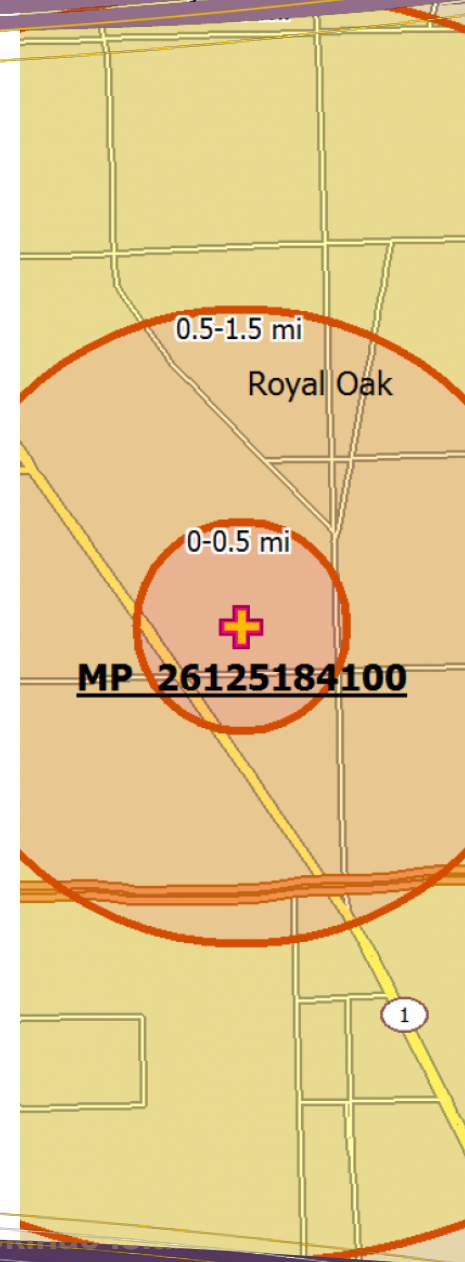
## Potential Cultural Bridges

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).

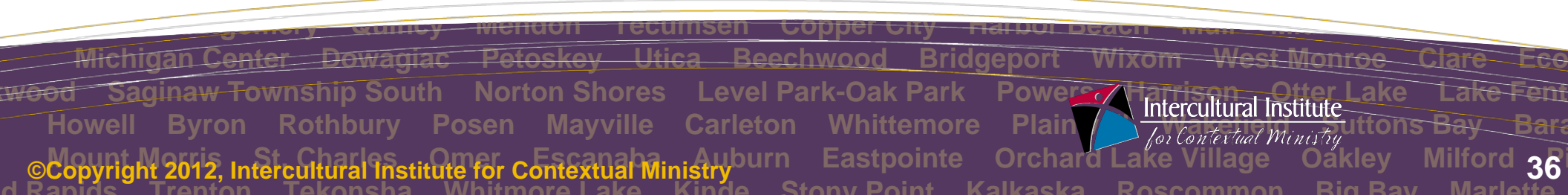


# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
PC-HH Own	84%	82%	79%
Use Comp. for Internet/E-mail	71%	69%	63%
Internet Use: E-Mail	62%	59%	52%
Use Comp. for Word Processing	50%	48%	42%
Use Comp. for Shopping	43%	41%	36%
Use Comp. for Comp. Games	43%	43%	41%
Use Comp. for Banking	41%	39%	33%
Use Comp. for Digital Camera Photo Editing	41%	39%	34%
Internet Use: News/ Weather	37%	34%	30%
Use Comp. for Education	36%	35%	34%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Internet Use: Banking	35%	32%	28%
HH Owns DVD Player	33%	33%	30%
Use Comp. for News/Info./Data Service	30%	28%	25%
PC-Network-HH Has One	24%	24%	20%
Use Comp. for Personal Financial Mngmnt	19%	18%	15%
Internet Use: Shopping: Gathered Info. for Shopping	19%	17%	15%
Internet Use: Shopping: Made A Purchase	18%	16%	13%
Use Comp. for Accounting	17%	17%	14%
Internet Use: Research/ Education	17%	15%	13%
Internet Use: Read Magazines/ Newspapers	16%	14%	12%



# 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Listening To Music	72%	71%	69%
Dining Out (Not Fast Food)	66%	64%	60%
Reading Books	61%	59%	56%
Go To A Beach/Lake	45%	43%	38%
Card Games	43%	43%	42%
Cooking for Fun	41%	40%	37%
Gardening	35%	35%	34%
Board Games	33%	34%	33%
Visit Museum	28%	26%	23%
Going To	26%	24%	22%
Bars/Nightclubs/Dancing			

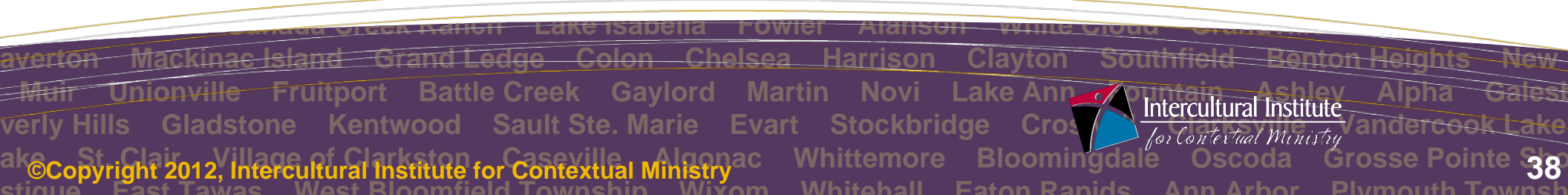
BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	34%	34%	30%
Eye Dr.	22%	23%	22%
None Of These	22%	22%	21%
Backache	21%	21%	22%
High Cholesterol	18%	19%	19%
Hypertension/High Blood Pressure	18%	19%	20%
OB/GYN	14%	13%	12%
Any Arthritis	13%	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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Concert	36.82%	34.97%	30.93%
Live Theater	28.04%	27.48%	23.19%
Live Theater Most Often	23.06%	22.84%	19.11%
Rock/Pop Concerts Most Often	21.91%	20.58%	18.31%
Dance Performance	12.13%	11.13%	9.99%
Comedy Club	11.06%	11.09%	10.51%
Movies: Comedy	43.54%	42.74%	40.55%
Movies: Action/Adventure	42.13%	40.93%	39.41%
Movies: Drama	24.93%	23.74%	21.56%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Movies: Romantic Comedy	22.62%	22.49%	20.89%
Movies: Mystery	19.44%	18.46%	17.6%
Movies: Fam.	18.32%	18.91%	19.51%
MLB Baseball Reg. Season	14.09%	12.35%	9.46%
NFL Football Reg. Season	9.75%	9.35%	7.97%
College Football Reg. Season	8.86%	8.65%	6.98%
College Basketball Reg. Season	6.26%	5.8%	4.35%
NBA Basketball Reg. Season	6.06%	5.48%	4.3%
NHL Hockey Reg. Season	5.66%	5.01%	3.74%





# 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Walking for Exercise	46.52%	45.61%	42.95%
Swimming	37.52%	37.16%	34.11%
Billiards/Pool	22.04%	20.48%	19.71%
Bowling	21.88%	21.86%	21.96%
Weight Training	21.79%	20.44%	17.67%
Using Cardio Machine	20.02%	18.45%	15.97%
Jogging/Running	19.72%	18.32%	16.57%
Golf	16.93%	17.51%	15.15%
Camping Trips	16.16%	15.16%	15.34%
Stationary Cycling	15.58%	14.96%	13.42%
Mountain/Road Biking	15%	14.74%	13.47%
Freshwater Fishing	14.68%	14.47%	15.72%
Basketball	13.91%	14.23%	14.79%
Backpacking/Hiking	13.76%	12.76%	11.38%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Aerobics	12.63%	12.53%	11.34%
Baseball	11%	10.83%	11.25%
Yoga	10.59%	9.25%	8.07%
Tennis	9.93%	9.31%	7.9%
Softball	8.89%	8.15%	8.16%
Canoeing/Kayaking	8.8%	8.46%	7.87%
Football	8.7%	8.8%	9.56%
Power Boating	8.28%	8.62%	8.13%
Soccer	8.19%	7.94%	7.66%
Volleyball	8.16%	8.14%	8.82%
Saltwater Fishing	7.52%	7.37%	7.31%
Target Shooting	7.2%	7.44%	8.3%
Hunting	7.04%	6.9%	7.66%
Snorkeling	6.48%	6.04%	5.22%

# 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Downhill & X-Country Skiing	5.94%	5.9%	5.24%
Ice Skating	5.89%	5.84%	5.62%
Motorcycling	5.89%	6.14%	6.27%
Roller Skating	5.87%	5.71%	5.91%
Jet Skiing	5.83%	5.84%	5.17%
Horseback Riding	5.71%	5.7%	5.4%
Water Skiing	4.69%	4.86%	4.61%
Rock Climbing	4.18%	4.25%	4.07%
Martial Arts	4.01%	4.13%	3.91%
Snowboarding	4.01%	4.22%	4.08%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Fly Fishing	3.95%	3.99%	4.24%
Racquetball	3.85%	4.05%	4.28%
Hockey	3.77%	4.14%	4.29%
Archery	3.73%	3.79%	4.23%
Sailing	3.7%	3.81%	3.3%
Snowmobiling	3.49%	3.69%	3.79%
Surfing & Windsurfing	3.46%	3.26%	3.12%
Rowing	2.99%	2.99%	3.02%
Auto Racing	2.86%	2.81%	3.04%
Skateboarding	2.84%	3.05%	3.36%

## 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.

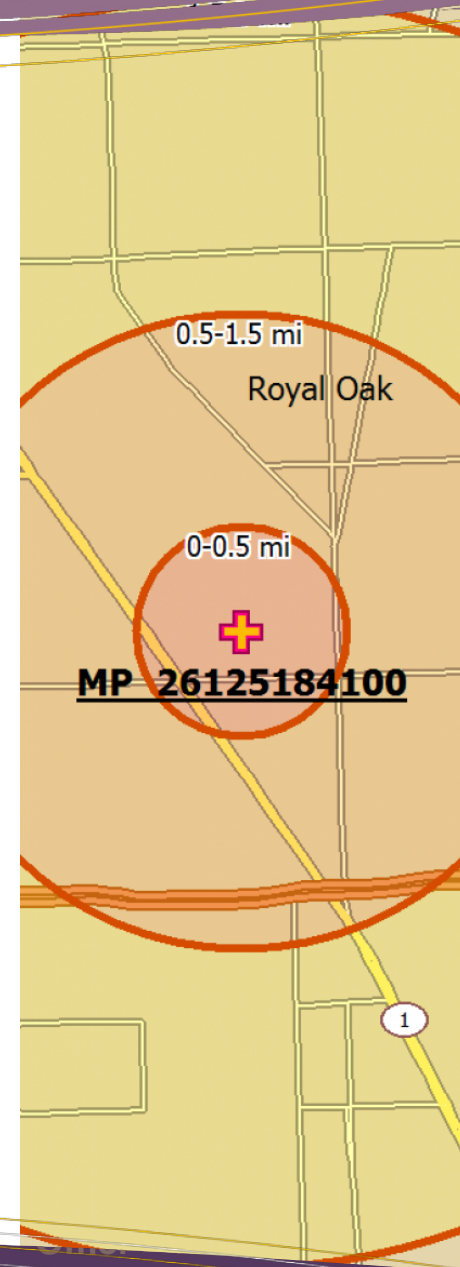
### BIBLICAL BARRIERS

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.

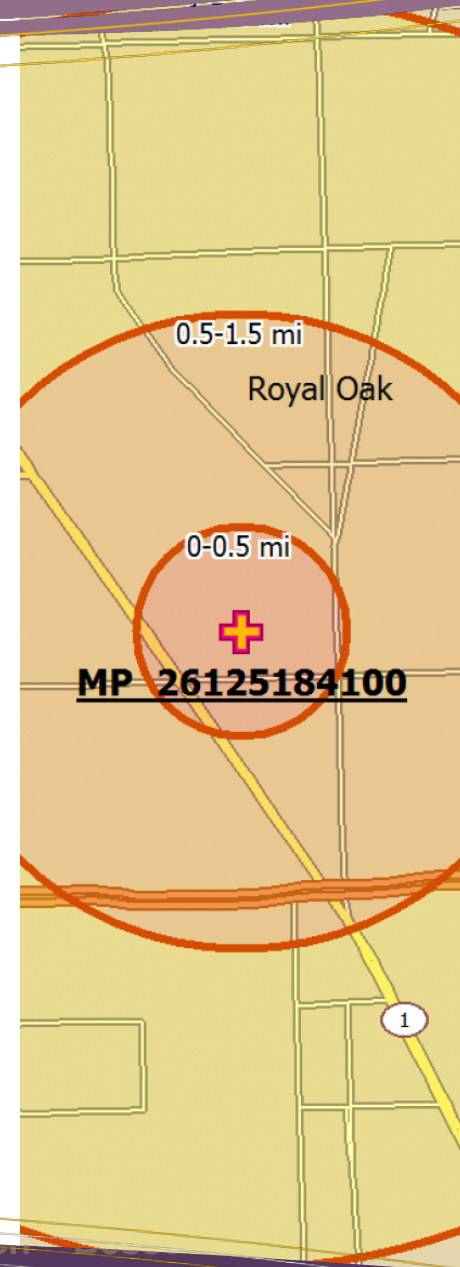
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	48%	49%
Prefer To Have Few Possessions As Possible	46%	45%	40%
Find It Difficult To Say No To My Kids	38%	38%	38%
Speak My Mind Even If It Upsets People	33%	34%	35%
If Won Lottery Would Never Work Again	32%	31%	29%
Friends More Important Than My Fam.	32%	31%	29%
Woman's Place Is In The Home	30%	32%	33%
Like Control Over People And Resources	29%	30%	33%
Don't Judge People/Way They Live Life	28%	28%	28%
Money Is Best Measure Of Success	26%	27%	26%
Like To Do Unconventional Things	25%	26%	28%
Marijuana Should Be Legalized	21%	21%	20%

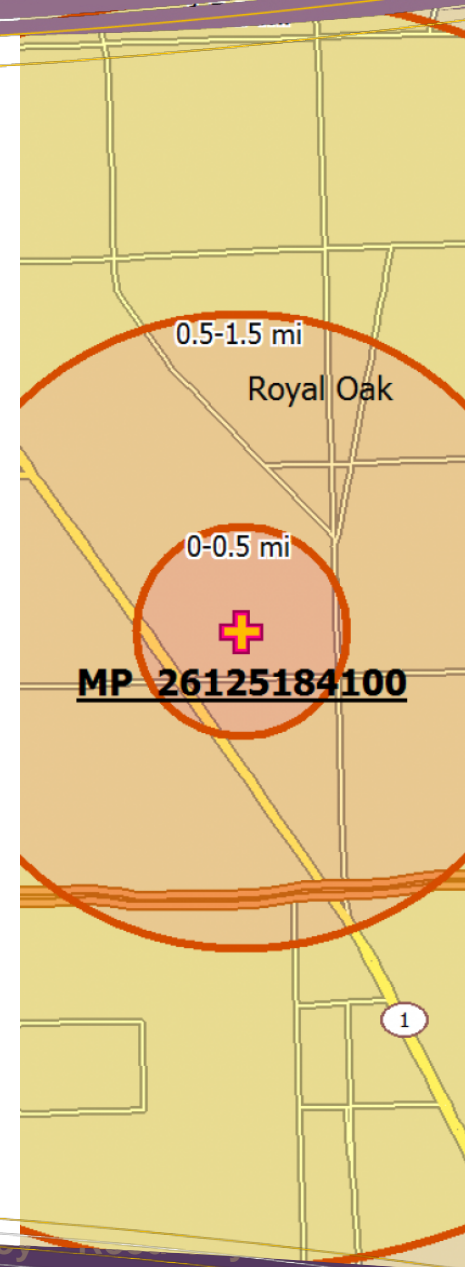
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Like To Pursue Challenge/Novelty/Change	21%	20%	19%
Like to Stand Out In A Crowd	20%	20%	20%
Too Much Sponsorship In Arts/Sports	18%	19%	22%
I Am A Workaholic	17%	17%	17%
Happy With My Standard Of Living	17%	16%	14%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	12%	13%	13%
On Whole People Get What They Deserve	12%	12%	11%
Only Work Current Job for The Money	11%	12%	13%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	7%	8%
I Am A Perfectionist	7%	7%	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:

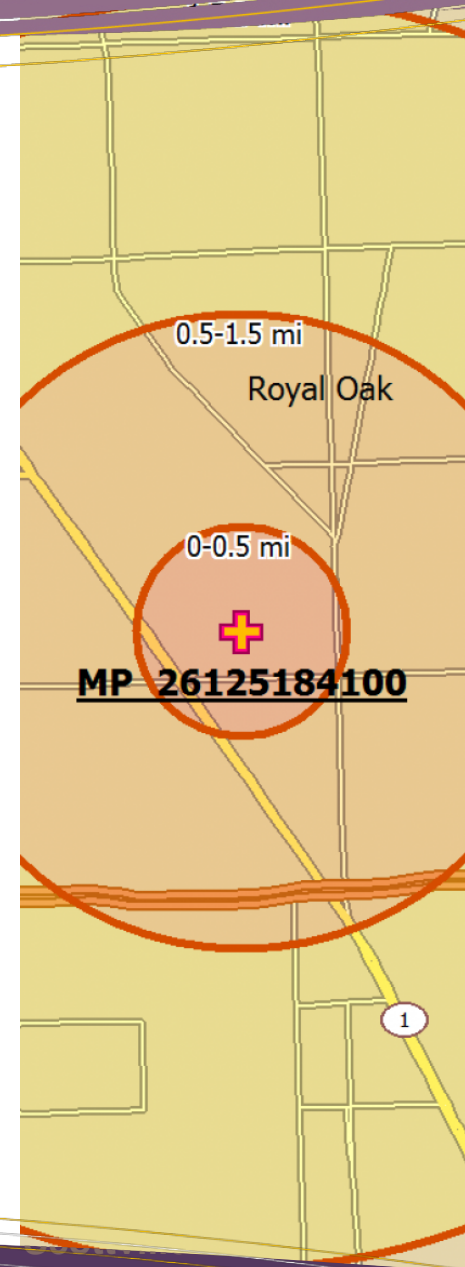
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	69%	67%	63%
You Should Seize Opportunities In Life	58%	58%	57%
Prefer To Have Few Possessions As Possible	46%	45%	40%
Like To Understand About Nature	38%	38%	37%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	29%	31%	33%
Important To Juggle Various Tasks	28%	28%	30%
Like To Just Enjoy Life	27%	26%	25%
People Have To Take Me As They Find Me	27%	26%	24%
Have Keen Sense Of Adventure	26%	27%	27%
Good At Fixing Things	26%	26%	28%
Worried About Pollution Caused By Cars	24%	22%	20%

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Consider Myself Interested In The Arts	18%	17%	18%
Is An Important Part Of Who I Am	16%	16%	16%
Real Men Don't Cry	16%	16%	16%
Try Not To Worry About The Future	13%	14%	14%
Looking for New Ideas To Improve Home	13%	14%	16%
Enjoy Spending Time With My Fam.	11%	12%	13%
Provide My Kids With The Little Extras	8%	9%	12%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	4%	5%	6%
Like Spending Most Time With Fam.	4%	4%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	4%

## Potential Shared Places

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



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Fam. Restaurants/Steak Houses-Visit Any	83.6%	83.89%	83.05%
Fast Food/Drive-In Restaurant-Visit Any	82.91%	83.58%	85.1%
McDonald's	53.42%	54.17%	55.25%
Burger King	35.2%	36.46%	38.96%
Wendy's	30.01%	30.52%	31.01%
Applebee's	29.16%	29.93%	30.11%
Taco Bell	28.99%	29.24%	29.64%
Subway	28.94%	29.42%	30.38%
Kentucky Fried Chicken (KFC)	24.1%	24.72%	27.71%
Olive Garden	22.76%	23.05%	21.95%
Arby's	21.82%	21.71%	22.59%
Pizza Hut	18.88%	18.89%	21.13%

PLACE	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Starbucks	18.06%	16.32%	13.4%
Outback Steakhouse	17.79%	18.47%	16.42%
Red Lobster	15.36%	16.07%	17.41%
Chili's Grill and Bar	15.25%	15.42%	13.96%
Dairy Queen	14.86%	15.51%	17.04%
TGI Friday's	14.81%	14.68%	13.94%
IHOP (International House Of Pancakes)	14.37%	15.02%	14.94%
Quiznos Sub	13.72%	13.09%	11.48%
Dunkin' Donuts	13.68%	13.64%	13.23%
Cracker Barrel	13.37%	13.93%	14.13%
Panera Bread	13.02%	12.77%	10.9%
Chick-Fil-A	12.72%	12.75%	12.96%

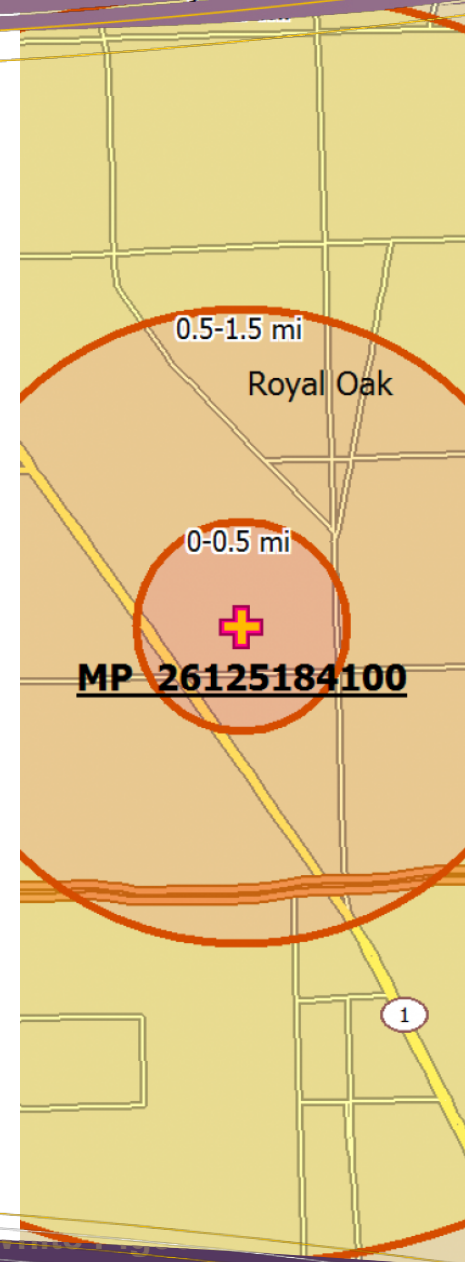


## Potential Shared Projects

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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

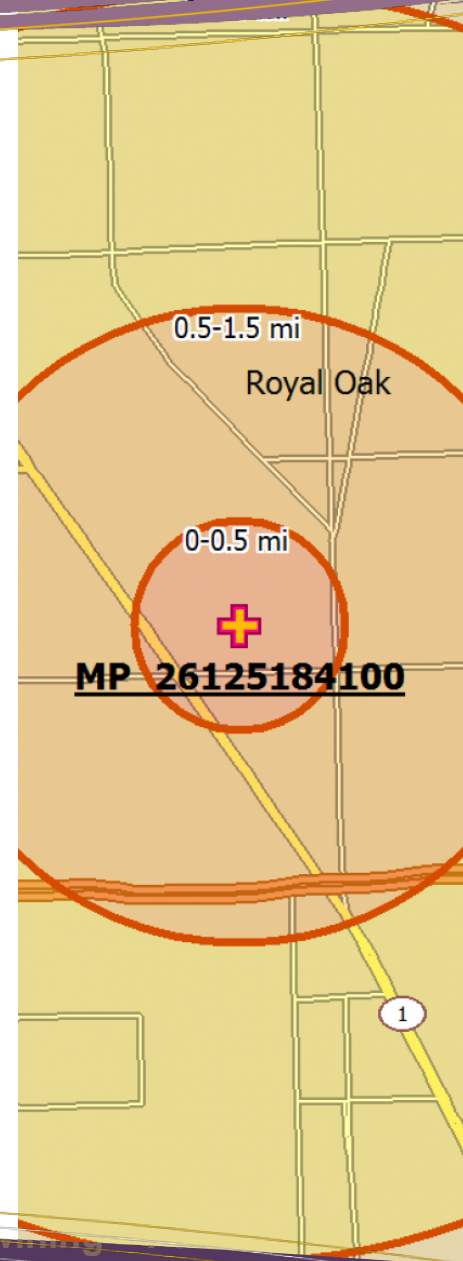
PROJECTS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Voted in fed/state/local election	53.66%	53.13%	50.82%
Recycled products	44.37%	43.17%	38.69%
Worked as volunteer (non political)	21.5%	21.03%	18.39%
Engaged in fund raising	12.61%	12.45%	11.82%
Wrote to elected offcl about publ bus	8.08%	7.65%	6.6%
Religious club member	7.59%	7.87%	7.77%

PROJECTS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Wrote to editor of mag or newspaper	6.9%	6.72%	6.1%
Charitable Organization	6.62%	6.22%	5.6%
Took active part in local civic issue	6.46%	6.12%	5.72%
Union member	6.12%	5.98%	5.96%
Addressed a public meeting	5.53%	5.36%	4.82%
Fraternal order member	5.22%	5.31%	5.27%

# 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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>0-0.5 MILES</b>	<b>0.5-1.5 MILES</b>	<b>1.5-3 MILES</b>
Novel	22.43%	21.62%	18.56%
Children's Books	14.96%	14.93%	13.62%
Mystery	14.52%	14.31%	12.42%
Cookbooks	12.84%	12.61%	11.48%
Personal/Business	9.27%	8.88%	7.72%
Self-help			
Biography	9.02%	8.73%	7.62%
History	9.01%	8.48%	7.38%
Religious (not Bibles)	8.68%	8.6%	8.85%
Romance	6.88%	7.09%	6.71%

<b>MAGAZINES</b>	<b>0-0.5 MILES</b>	<b>0.5-1.5 MILES</b>	<b>1.5-3 MILES</b>
Newspaper	73.69%	73.53%	72.45%
Distributed			
Gen. Editorial	49.03%	48.69%	48.48%
Womens	42.76%	42.59%	42.87%
Service	38.17%	37.62%	35.46%
Business/Finance	22.62%	22.38%	19.94%
Mens	20.18%	19.6%	19.63%
Sports	17.15%	17.04%	16.48%
Mature Market	13.29%	13.96%	13.81%
Health	13.22%	13.48%	13.64%

# 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Gen. News	60.57%	59.89%	57.21%
Business/Finance	36.08%	35.24%	31.7%
Sport	34.91%	34.25%	33.32%
Editorial Page	33.68%	33.04%	31.59%
Classified	30.94%	30.47%	32.19%
Movie Listings & Reviews	30.66%	29.44%	28.04%
Comics	29.32%	28.82%	28.09%
Food/Cooking	29.21%	28.64%	27.01%
TV/Radio Listings	25.33%	25.36%	25.09%
Home/Gardening	24.83%	24.26%	22.99%
Travel	24.68%	24.09%	21.59%
Science/Technology	22.51%	21.63%	19.66%
Fashion	16.04%	15.8%	15.43%

RADIO	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Adult Contemporary	20.81%	20.5%	18.51%
News/Talk	18.65%	17.91%	14.53%
CHR Contemp Hit Radio	18.07%	18.09%	18.87%
Country	17.45%	17.16%	17.55%
Alternative	15.62%	14.44%	11.75%
Rock	14.47%	14.23%	13.46%
Oldies	12.96%	12.93%	12.21%
Classic Rock	11.94%	11.73%	10.27%
Variety	10.04%	9.94%	9.47%
Urban Contemporary	9%	10.34%	15.4%
Soft Contemporary	8.07%	8.04%	7.06%
All News	7.72%	7.97%	6.89%
Religious	6.54%	6.72%	6.5%
Classical	6.23%	5.73%	4.44%
Sports	5.95%	5.89%	4.78%
Jazz	5.37%	5.75%	6.31%
All Talk	5.33%	5.39%	4.57%
Classic Hits	5.32%	5.04%	4.49%

# 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Fox News Channel	67.55%	66.22%	64.22%
Soapnet	53.52%	53.4%	51.76%
Satellite Dish	52.62%	53.37%	52.98%
Comedy Central	43.6%	41.73%	35.71%
Other	39.03%	40%	41.15%
Video-On-Demand			
Sci-Fi Channel	38.31%	37.6%	36.67%
MSNBC	34.41%	33.6%	33.26%
ABC Fam.	33.27%	31.37%	27.09%
ESPN Classic	32.88%	30.36%	24.65%
Adult Pay Per View TV	32.41%	33.46%	34.03%
Adult Swim	31.8%	30.6%	28.07%
ESPN2	30.44%	28.56%	25.59%

MULTIMEDIA: TV	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
TV Info From Sunday TV Magazine	30.2%	30.38%	28.86%
BET (Black Entertainment TV)	29.93%	28.8%	26.29%
Hallmark Channel	29.92%	29.19%	26.18%
Nickelodeon	28.88%	28.44%	27.94%
Subscribe Digital Cable	28.71%	29.49%	30.14%
The Golf Channel	28.23%	27.89%	25.33%
TCM (Turner Classic Movies)	27.97%	27.55%	25.93%
TV Info From Newspapers	27.61%	27.37%	26.7%
Nick At Nite	27.24%	26.07%	25.2%
Video-On-Demand Movies	27.15%	25.32%	22.33%
USA Network	27.02%	26.74%	25.19%
ESPN News	25.97%	24.78%	20.71%

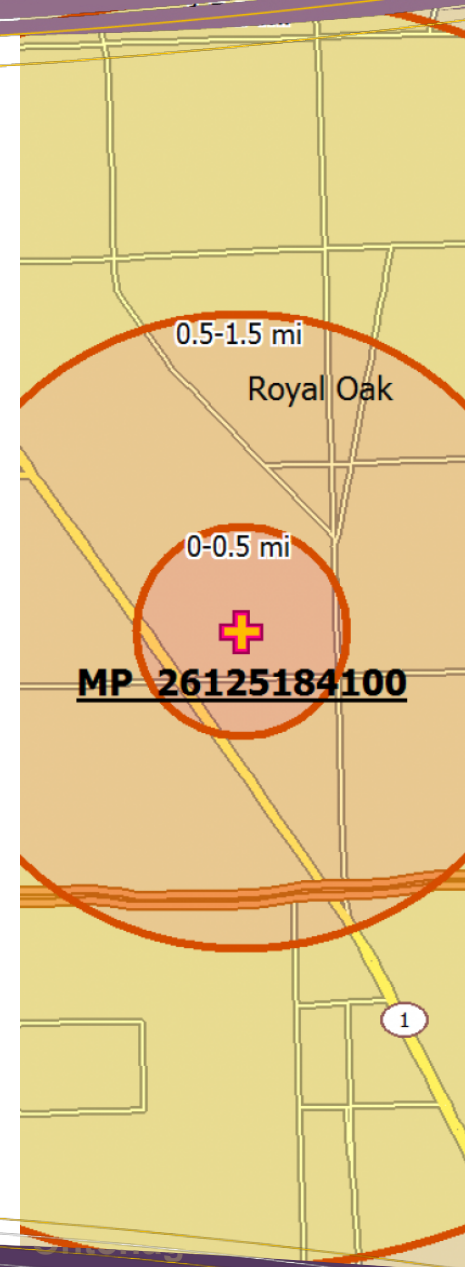


# Communication Media Usage

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.



Bronson DeWitt Crosswell Hudsonville Orchard Lake Village Chelsea Lansing Forest Hills Pinconning  
Paw Paw Beverly Hills Three Oaks Skidway Lake Breckenridge Vassar Frankfort Wakefield Grosse Pointe  
Lennon Harrietta Whitehall Emmett Allendale Grandville White Pigeon Waterford Augusta Barton Hills



# 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Book Readers			
Heavy Users (7+)	24.89%	24.12%	21.09%
Medium Users (4-6)	12.51%	12.3%	11.27%
Light Users (1-3)	21.71%	21.69%	21.25%
Quintiles (20%)			
Newspaper I (Heavy)	1.46%	1.33%	1.6%
Newspaper II	1.41%	1.37%	1.69%
Newspaper III	2.53%	2.37%	2.07%
Newspaper IV	0.3%	0.28%	0.38%
Newspaper V (Light)	1.32%	1.09%	0.98%

MEDIUM	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.13%	17.85%	18.44%
Magazines II	8.64%	8.2%	8.71%
Magazines III	9.01%	8.84%	9.03%
Magazines IV	9.88%	9.87%	10.89%
Magazines V (Light)	0.62%	0.75%	0.69%
Outdoor I (Heavy)	7.68%	7.75%	7.86%
Outdoor II	2.51%	2.19%	2.96%
Outdoor III	2.81%	3.01%	3.67%
Outdoor IV	15.94%	15.74%	16.29%
Outdoor V (Light)	24.4%	25.09%	25.29%
Yellow Pages I (Heavy)	13.92%	14.23%	15.11%
Yellow Pages II	6.47%	6.44%	6.68%
Yellow Pages III	5.05%	5.26%	5.96%
Yellow Pages IV	20.84%	20.61%	21.61%
Yellow Pages V (Light)	3.01%	3.11%	3.6%

Britton Lake Angelus East Grand Rapids Sturgis Cement City Brooklyn Gaines Barton Hills Rose City  
 Traverse City Pinckney Shoreham Forest Hills Fountain Lake Fenton May City Stockbridge Royal Oak  
 Johns Wayland Le Roy Laingsburg South Monroe Harrison Capac Fernville Springport Whitewater  
 Cadillac New Buffalo Plymouth Eau Claire East Jordan Edwardsburg Farmington Freeland Forest  
 Negaunee Croswell Melvindale Lake Isabella De Tour Village Marysville Kinderhook Calumet Ortonville

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.92%	2.6%	2.96%
Drive Time III (Medium)	0.39%	0.38%	0.55%
Radio IV & V (Light)	2.24%	2.13%	2.75%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.7%	7.67%	8.08%
Radio III (Medium)	4.68%	4.68%	4.57%
Radio IV & V (Light)	3.19%	3.2%	3.49%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	19.29%	17.09%	14.88%
Cable III (Medium)	3.75%	3.86%	4.04%
Cable IV & V (Light)	33.17%	32.97%	33.46%

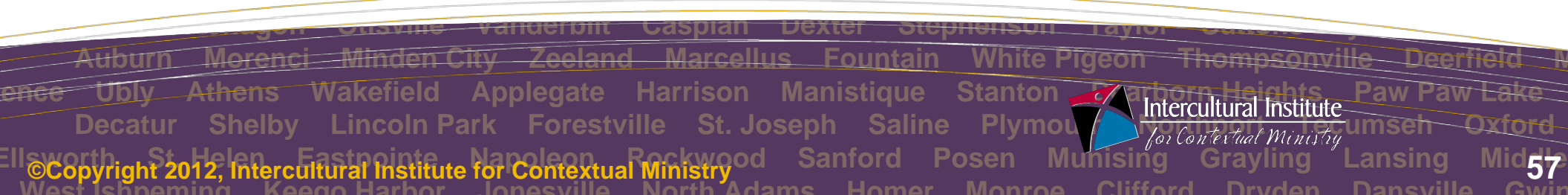
MEDIUM	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.74%	3.52%	3.61%
Prime Time III (Medium)	2.18%	2.1%	1.91%
Prime Time IV & V (Light)	7.13%	7.09%	7.33%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	43.17%	42.26%	40.46%
Fringe III (Medium)	50.44%	51.45%	52.56%
Fringe IV (Light)	55%	54.45%	54.62%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.89%	11.91%	13.27%
All Day III (Medium)	23.92%	23.22%	23.71%
All Day IV (Light)	13.2%	13.18%	13.88%

# 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	14.75%	14.3%	13.46%
6:00am - 10:00am	23.71%	21.62%	17.88%
10:00am - 3:00pm	7.51%	7.72%	7.99%
3:00pm - 7:00pm	12.57%	13.36%	13.97%
7:00pm - Midnight	17.98%	17.14%	14.73%
Midnight - 6:00am	6.76%	6.69%	6.52%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.72%	14.94%	15.24%
6:00am - 10:00am	6.19%	5.91%	4.69%
10:00am-3:00pm	8.4%	7.56%	6.53%
3:00pm - 7:00pm	7.11%	7.25%	7.52%
7:00pm - Midnight	9.68%	9.85%	9.33%
Midnight - 6:00am	12.69%	12.53%	11.96%

USAGE	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
<b>Prime Time TV</b>			
Viewers			
8:00-11:00pm	10.25%	9.89%	8.57%
Saturday:	8.36%	8.47%	8.28%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.9%	10.89%	10.14%
9:00am-1:00pm	27.24%	26.07%	25.2%
9:00am-4:00pm	31.91%	30.33%	29.45%
4:00pm-7:00pm	32.83%	32.22%	30.82%
11:00pm-1:00am	41.34%	40.61%	41.07%
AVG Prime time	3.62%	3.04%	3.22%
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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Weekday			
6-7am	22%	20.69%	18.52%
7-9am	30.44%	28.56%	25.59%
9am-12noon	22.82%	21.87%	20.76%
12noon-4pm	9.09%	8.46%	8.69%
4-6pm	57.33%	55.86%	51.45%
6-7pm	20.17%	19%	18.86%
7-7:30pm	2.86%	2.32%	2.3%
7:30-8pm	11.45%	10.52%	10.62%
8-11pm	10.25%	9.89%	8.57%
11pm-12am	34.41%	33.6%	33.26%
11pm-1am	41.34%	40.61%	41.07%
1-6am	35.75%	35.16%	33.71%

TV VIEWERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Weekend			
Sat: 7-10am	22.56%	22.04%	19.95%
Sat: 10am-1pm	9.09%	8.73%	8.02%
Sat: 1-4pm	27.3%	26.6%	25.77%
Sat: 4-6pm	7.98%	7.82%	7.21%
Sat: 6-7pm	3.17%	3.02%	2.59%
Sat: 7-8pm	1.41%	1.41%	1.19%
Sat: 8-11pm	8.36%	8.47%	8.28%
Sat: 11pm-1am	6.1%	5.78%	5.66%
Sat: 1am-7pm	27.02%	26.74%	25.19%
Sun: 7-10am	2.42%	2.39%	2.58%
Sun: 10am-1pm	6.87%	6.91%	6.91%
Sun: 1-4pm	7.48%	7.32%	6.41%
Sun: 4-7pm	13.43%	13.25%	13.06%
Sun: 7-11pm	10.9%	10.89%	10.14%
Sun: 11pm-1am	5.71%	5.26%	5.23%
Sun: 1-7am	23.27%	22.94%	21.9%



# 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.



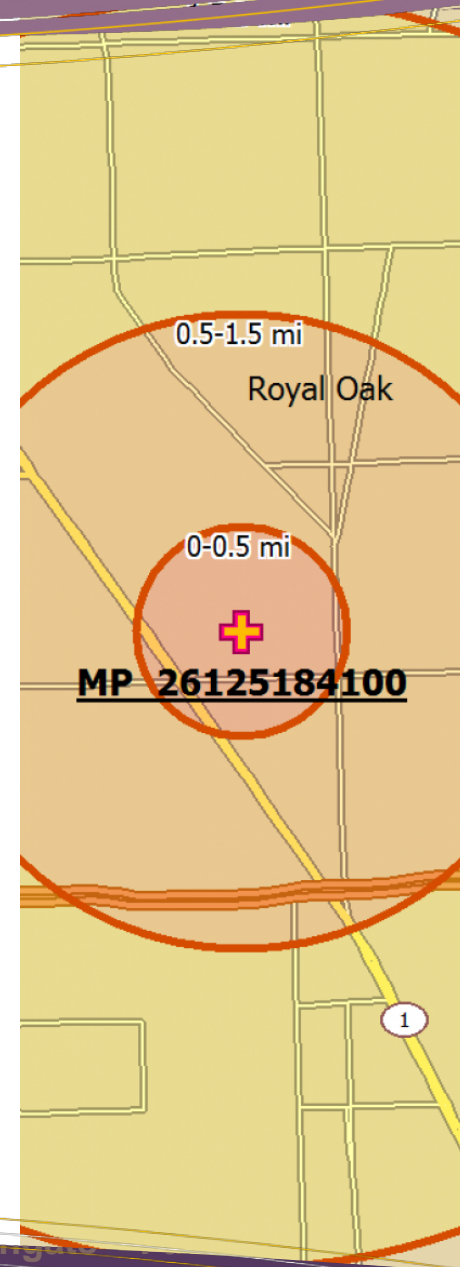


## Your MissionSite and the Missional Suite

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](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 Waterloo Court  
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)

