MissionSite

top unreached locations

MIO, MI

CENSUS TRACT: 26135970400
REGION: Region One
ASSOCIATION: Pines
COUNTY: Oscoda
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

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Baptist State Convention of Michigan

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MissionSite (TM)
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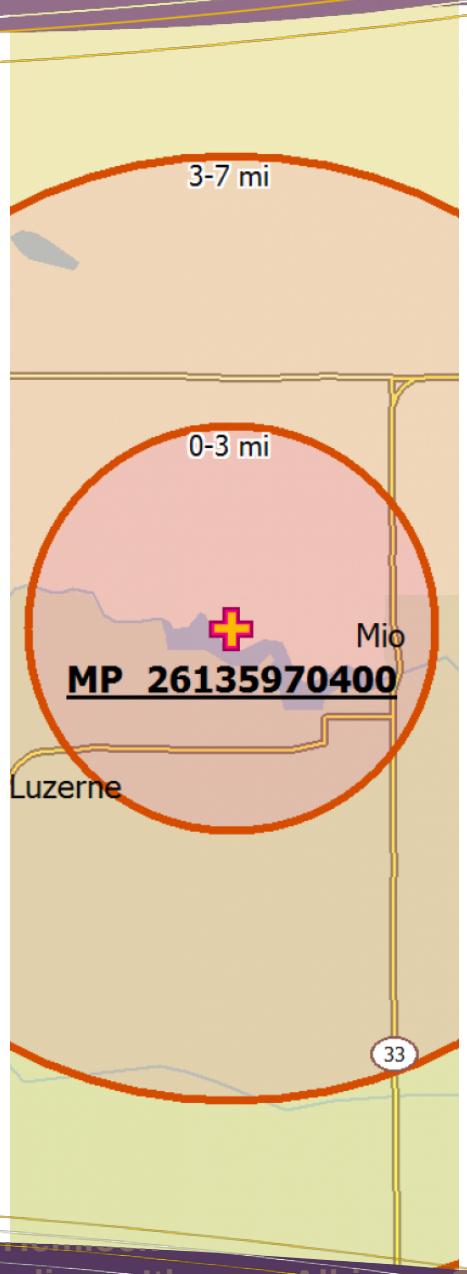
Site Location Summary

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 0-3 mile, 3-7 mile, and 7-10 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	26R01	Region One
2	Association	26A10	Pines
3	County Location	26135	Oscoda
4	Zipcode	48647	Oscoda
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	K	10000-10000-10000



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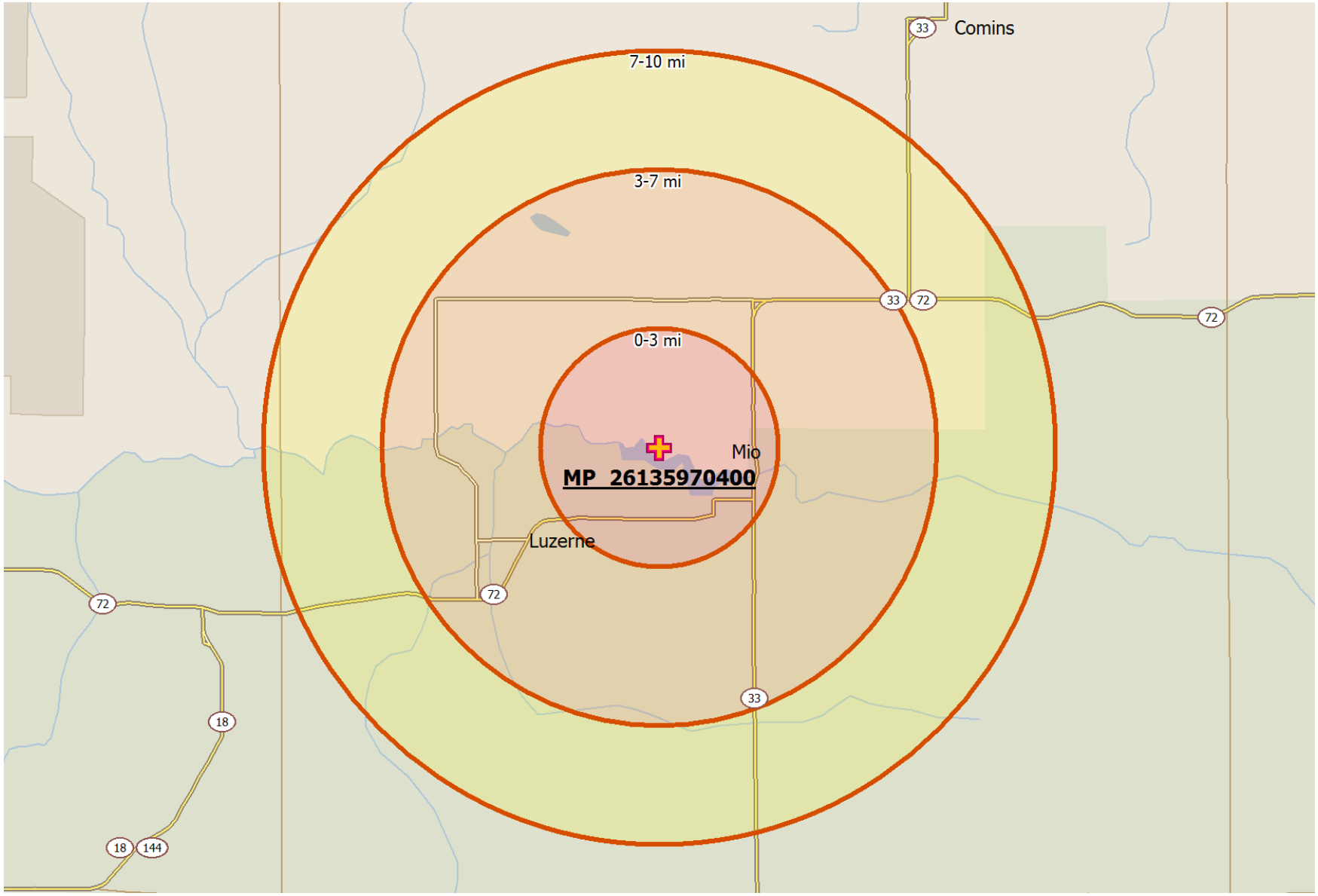
Site Location Summary - Map of the Site Location



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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	0	Non-Metro
2	Urban Influence	12	Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,812	2,787	1,269
2010 Households	1,276	1,293	622
2010 Group Quarters Population	0	60	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	10	7	4
Language Diversity National Index	46	22	28
Foreign Born Diversity National Index	28	65	34
Ancestry Diversity National Index	62	71	70
Racial Diversity National Index	5	6	4

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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	1	True
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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

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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 0-3 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	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	125	9.8%
Working Communities	Blue-collar, Working Families	520	40.75%
Country Communities	Rural, Agri. & Mining Families	479	37.54%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	152	11.91%

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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.

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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?

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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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	2,599	812	31.24%
Unreached %	63.3%	63.64%	100.54
Religious But NOT Evangelical HH	515	159	30.84%
Religious But NOT Evangelical %	12.55%	12.45%	99.25
Spiritual But NOT Relig or Evang HH	607	176	28.96%
Spiritual But NOT Relig or Evang %	14.78%	13.77%	93.18
Not Evangelical, Not Interested HH	1,477	477	32.32%
Not Evangelical, Not Interested %	35.98%	37.42%	104

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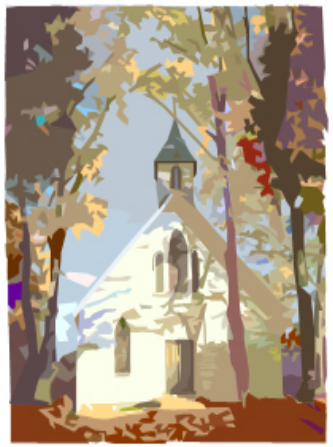
Spirituality Indicators - Churchscape

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	661	204	30.79%
Active Evangelical Percent	16.11%	15.96%	99.08
Inactive Evangelical Households	845	260	30.79%
Inactive Evangelical Percent	20.59%	20.40%	99.08
# New Churches Needed	2	1	31.08%



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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.

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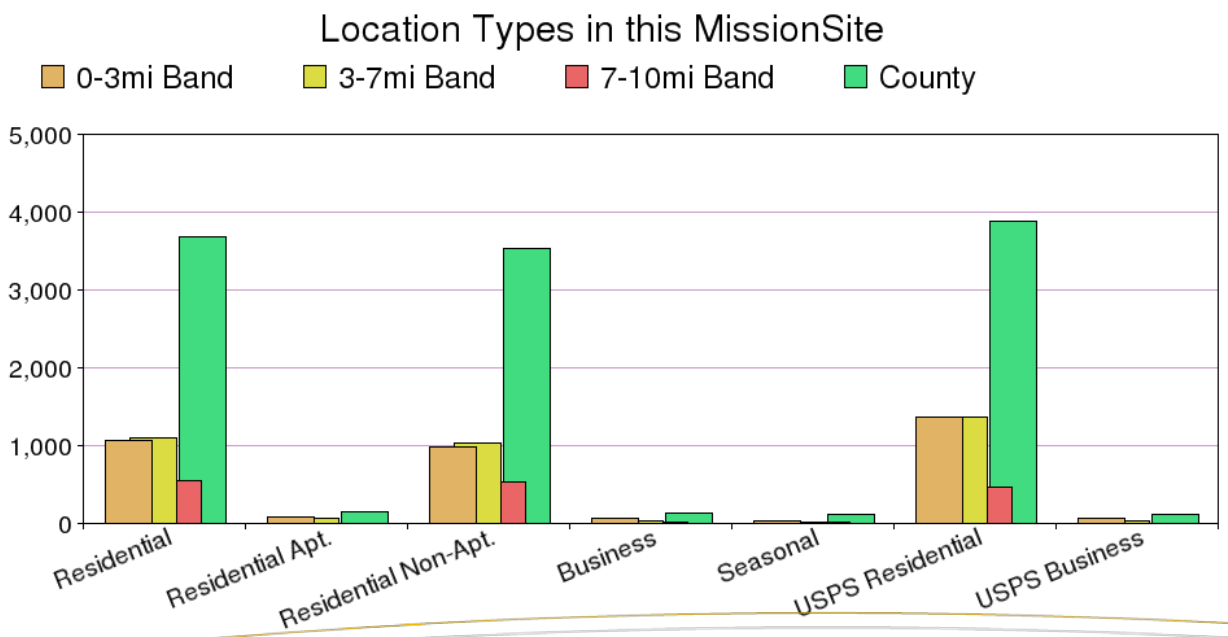
Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	7,842	2,720	34.69%
2000 Population	9,418	3,079	32.69%
2010 Population	8,585	2,812	32.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	3,160	1,075	34.02%
2000 Households	3,921	1,225	31.24%
2010 Households	4,106	1,276	31.08%



Location Type	0-3mi Band
Residential	1,067
Residential Apt.	79
Residential Non-Apt.	988
Business	64
Seasonal	39
USPS Residential	1,375
USPS Business	62

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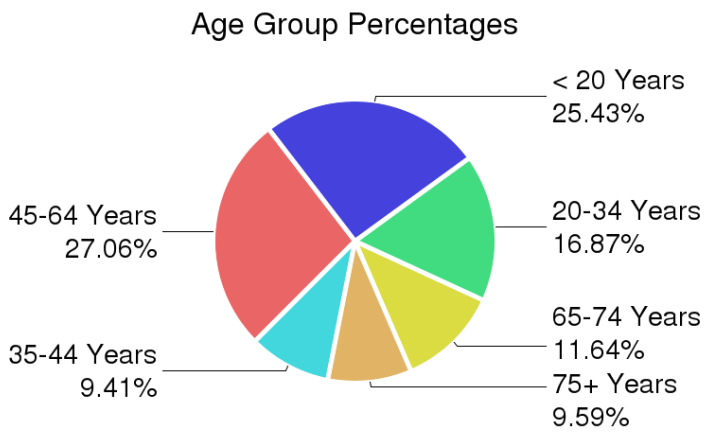
Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.76%	4.41%	117.29
4-5 Years	1.91%	1.39%	72.77
6-8 Years	2.87%	3.59%	125.09
9-11 Years	3.11%	4.13%	132.8
12-13 Years	2.19%	3.84%	175.34
14-17 Years	4.54%	5.09%	112.11
18-19 Years	2.35%	3.02%	128.51
0-5 Years	5.67%	5.8%	102.29
6-12 Years	7.06%	9.64%	136.54
13-19 Years	8%	10.03%	125.38
< 20 Years	20.73%	25.47%	122.87
20-34 Years	13.84%	16.89%	122.04
35-44 Years	8.5%	9.42%	110.82
45-64 Years	30.94%	27.1%	87.59
65-74 Years	14.87%	11.66%	78.41
75+ Years	11.11%	9.6%	86.41
Median Age	50	42	82.81
Median Age (Male)	49	43	87.53
Median Age (Female)	51	42	81.98

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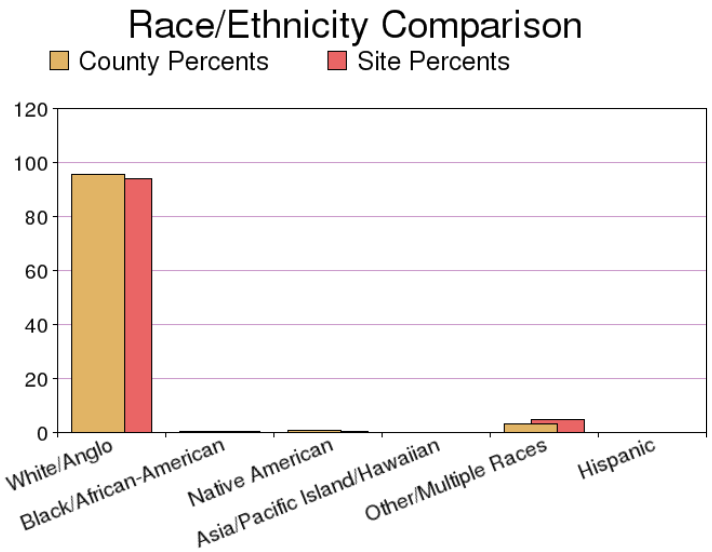
Current Demographic Summary

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	95.56%	94.17%	98.54
Black, African-American	0.45%	0.46%	101.77
Native American	0.8%	0.6%	75.22
Asian	0.15%	0.18%	117.42
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	3.02%	4.62%	153.24
Hispanic	0%	1.99%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,355	1,897	
Less than 9th Grade	7.77%	9.17%	84.75
No High School Diploma	18.28%	18.82%	97.16
High School Graduate	40.57%	39.11%	103.71
Some College, no degree	19.46%	18.08%	107.65
Associate Degree	5.82%	6.33%	92.04
College Degree	5.68%	5.85%	97.08
Graduate/Prof. degree	2.41%	2.64%	91.34

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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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	8.94%	10.89%	115.28
$10,000 to $19,999	16.73%	19.67%	117.57
$20,000 to $29,999	15.93%	17.01%	106.77
$30,000 to $49,999	27.03%	26.25%	97.12
$50,000 to $59,999	7.92%	8.23%	103.96
$60,000 to $69,999	6.31%	5.96%	94.42
$70,000 to $79,999	4.51%	4.39%	97.41
$80,000 to $89,999	2.7%	2.51%	92.77
$90,000 to $99,999	1.97%	1.41%	71.51
$100,000 to $124,999	3.63%	2.43%	66.95
$125,000 to $149,999	2.36%	0.86%	36.49
$150,000 to $199,999	0.93%	0.16%	16.94
$200,000 to $249,999	0.15%	0%	0
$250,000 or more	0.9%	0.39%	43.48
Median Household	35,637	33,073	92.81
Average Household	46,093	40,786	88.49
Per Capita Household	22,242	18,508	83.21
Family/Non-Family Household Income			
Median Family Income	40,828	38,502	94.3
Average Family Income	52,133	45,055	86.42
Median Non-Family Income	21,849	22,246	101.82
Average Non-Family Income	32,466	29,074	89.55

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Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	69.29%	67.79%	97.84
Families with Children	27.64%	34.09%	123.33
Families without Children	41.65%	33.7%	80.92
Non-Family Households			
% Non-Family Households	30.71%	32.21%	104.88
Non-Families with Children	0.51	0.71	137.91
Non-Families without Children	30.2	31.5	104.32
Housing Units			Index
Total Housing Units	9,115	1,960	
Vacant percent	54.95%	34.9%	63.5
Owned percent	38.64%	51.12%	132.31%
Rented Percent	6.41%	13.98%	218.19
Households by Size			Index
Avg household size	2.08	2.20	105.77
Avg family hh size	2.49	2.66	106.83
Avg non-family hh size	1.15	1.25	108.7
Households By Count of Persons			Percent
One	1,072	340	31.72%
Two	2,154	604	28.04%
Three or Four	791	300	37.93%
Five+	89	31	34.83%

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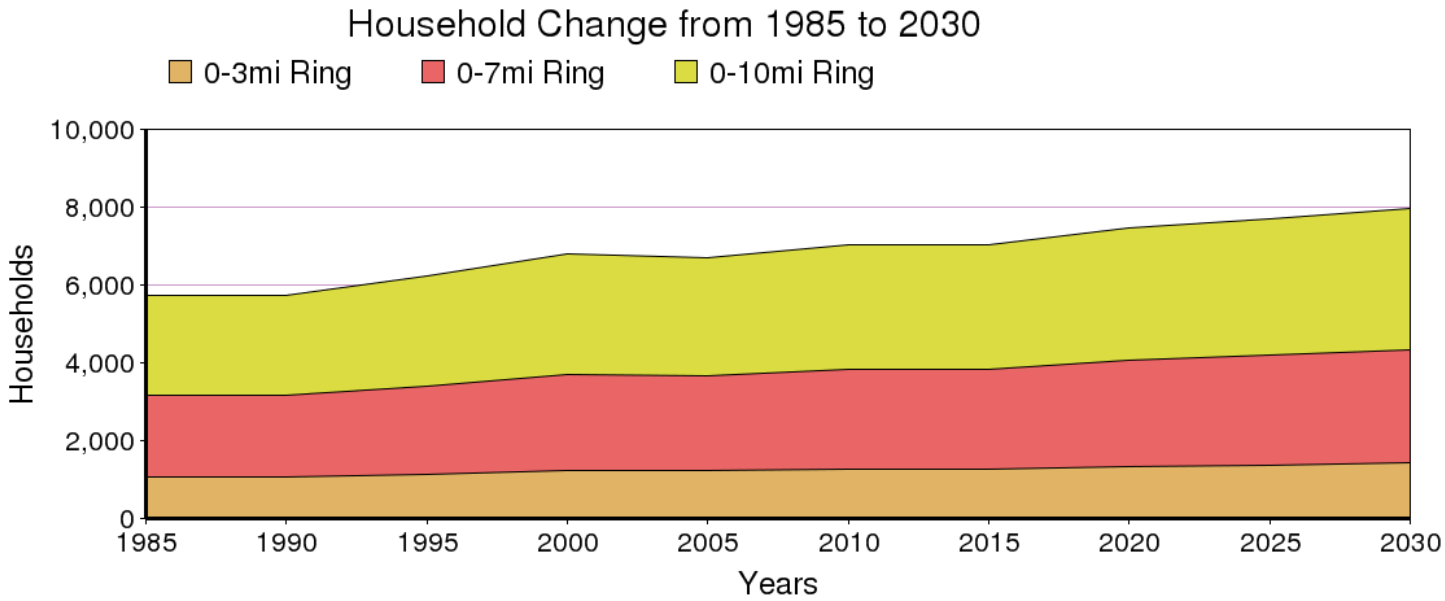
Projected Demographic Summary

The population and household figures from IICM's Demoscape 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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	7,842	2,720	34.69%
2000 Population	9,418	3,079	32.69%
2010 Population	8,585	2,812	32.75%
2015 Population	7,994	2,631	32.91%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	3,160	1,075	34.02%
2000 Households	3,921	1,225	31.24%
2010 Households	4,106	1,276	31.08%
2015 Households	4,081	1,276	31.27%



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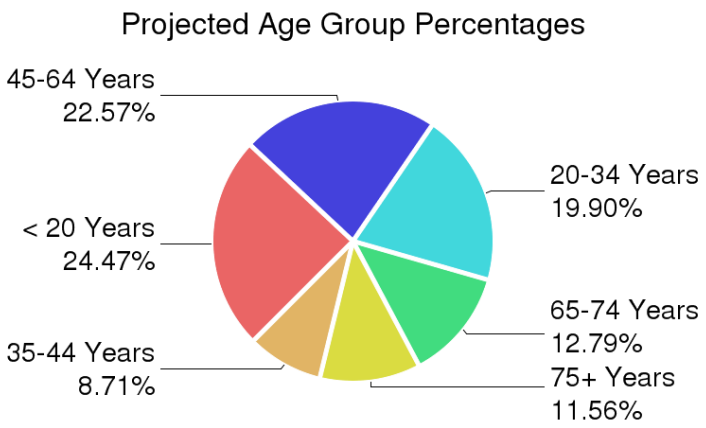
Projected Demographic Summary

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 0-3 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	4.41%	5.17%	117.23
4-5 Years	1.39%	1.44%	103.6
6-8 Years	3.59%	3.57%	99.44
9-11 Years	4.13%	3.88%	93.95
12-13 Years	3.84%	3%	78.13
14-17 Years	5.09%	4.56%	89.59
18-19 Years	3.02%	2.81%	93.05
0-5 Years	5.8%	6.61%	113.97
6-12 Years	9.64%	8.97%	93.05
13-19 Years	10.03%	8.86%	88.33
< 20 Years	25.47%	24.44%	95.96
20-34 Years	16.89%	19.88%	117.7
35-44 Years	9.42%	8.7%	92.36
45-64 Years	27.1%	22.54%	83.17
65-74 Years	11.66%	12.77%	109.52
75+ Years	9.6%	11.55%	120.31
Median Age	50	39	78.04
Median Age (Male)	49	39	78.4
Median Age (Female)	51	45	88.26

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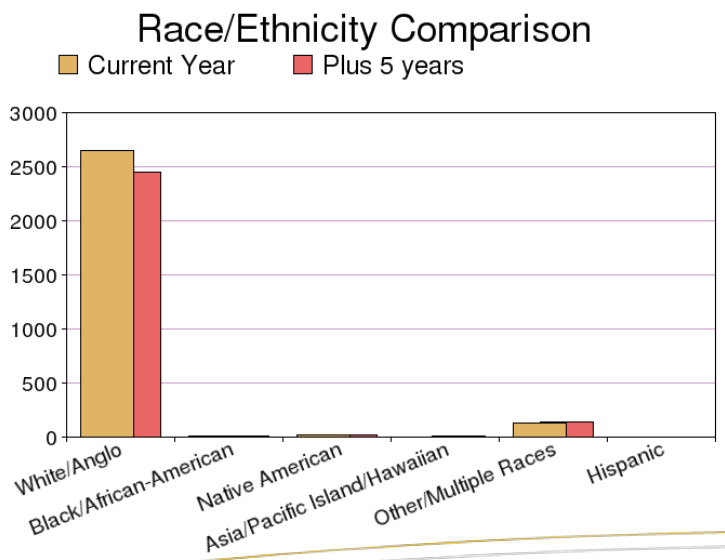
Projected Demographic Summary

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 0-3 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	94.17%	93.2%	98.97
Black, African-American	0.46%	0.57%	123.32
Native American	0.6%	0.72%	119.45
Asian	0.18%	0.27%	149.63
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	4.62%	5.25%	113.46
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,897	1,774	
Less than 9th Grade	9.17%	9.41%	102.63
No High School Diploma	18.82%	18.83%	100.04
High School Graduate	39.11%	38.67%	98.86
Some College, no degree	18.08%	18.09%	100.07
Associate Degree	6.33%	6.54%	103.37
College Degree	5.85%	5.75%	98.26
Graduate/Prof. degree	2.64%	2.71%	102.66

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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 0-3 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 0-3 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 0-3 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	10.89%	9.48%	87.05
$10,000 to $19,999	19.67%	17.71%	90.04
$20,000 to $29,999	17.01%	16.38%	96.31
$30,000 to $49,999	26.25%	26.18%	99.7
$50,000 to $59,999	8.23%	8.62%	104.76
$60,000 to $69,999	5.96%	5.33%	89.47
$70,000 to $79,999	4.39%	5.56%	101.79
$80,000 to $89,999	2.51%	3.61%	134.38
$90,000 to $99,999	1.41%	1.72%	122.22
$100,000 to $249,999	2.43%	2.9%	119.35
$125,000 to $149,999	0.86%	1.41%	163.64
$150,000 to $199,999	0.16%	0.39%	250
$200,000 to $249,999	0%	0.08%	0
$250,000 or more	0.39%	0.39%	100
Median Household	33,073	35,697	107.93
Average Household	40,786	43,253	106.05
Per Capita Household	18,508	20,977	113.34
Family/Non-Family Household Income			
Median Family Income	38,502	41,113	106.78
Average Family Income	45,055	47,578	105.6
Median Non-Family Income	22,246	26,137	117.49
Average Non-Family Income	29,074	31,219	107.38

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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 0-3 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 0-3 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 0-3 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	67.79%	67.4%	99.42
Families with Children	34.09	33.86	99.31
Families without Children	33.7	33.31	98.84
Non-Family Households			
% Non-Family Households	32.21%	32.6%	101.22
Non-Families with Children	0.71	0.63	101.22
Non-Families without Children	31.5	31.97	101.49
Housing Units			
Total Housing Units	1,960	1,946	99.29%
Vacant percent	34.9%	34.43%	98.66
Owned percent	51.12%	51.49%	100.72
Rented Percent	13.98%	14.08%	100.72
Households by Size			
Avg household size	2.20	2.06	93.64%
Avg family hh size	2.66	2.50	93.98%
Avg non-family hh size	1.25	1.15	92%
Households By Count of Persons			
One	340	354	104.12%
Two	604	628	103.97%
Three or Four	300	285	95%
Five+	31	10	32.26%

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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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	42	49	35
Northern Europe	2	6	3
Western Europe	15	12	2
Southern Europe	0	5	0
Eastern Europe	0	4	0
Other Europe	0	0	0
Eastern Asia	7	0	12
So. Central Asia	0	0	0
SE Asia	0	0	0
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	2	0
Caribbean	0	3	0
Central Amer.	3	7	7
South America	0	1	1
North America	15	9	10
Born at sea	0	0	0

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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	0-3 MILES	3-7 MILES	7-10 MILES
English only	2,070	3,239	1,793
Spanish	20	20	17
Other Indo-Euro language	237	140	42
French (incl. Patois, Cajun)	4	13	4
French Creole	0	0	0
Italian	0	2	0
Portuguese	0	0	0
German	125	83	19
Yiddish	0	0	0
Other West Germanic	101	28	12
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	4	13	7
Serbo-Croatian	0	0	0
Other Slavic Language	3	1	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	25
Japanese	0	0	0
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	2	0	9
Navajo	0	0	0
Other Native N. American	0	0	1
Hungarian	2	0	1
Arabic	0	0	2
Hebrew	0	0	5
African languages	0	0	0
Other unspecified	0	0	0

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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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	1,649	2,650	1,420
Arab	3	2	5
Armenian	0	0	0
Austrian	2	4	2
British	7	4	3
Canadian	10	11	6
Croatian	4	3	1
Czech	2	8	0
Czechoslovak	3	0	3
Danish	6	10	7
Dutch	46	51	45
English	153	250	142
European	4	7	6
Finnish	5	10	10
French (not Basque)	81	202	96
French Canadian	29	45	24
German	524	774	434
Greek	2	4	1
Hungarian	9	18	10
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	90	176	102
Italian	53	82	41
Lithuanian	5	8	4
Norwegian	20	24	15
Polish	124	218	120
Portuguese	0	0	0
Romanian	2	0	0
Russian	10	15	2
Scandinavian	0	0	0
Scotch-Irish	30	52	13
Scottish	37	57	43
Slovak	0	0	0
Subsaharan African	0	3	0
Swedish	11	39	13
Swiss	25	26	5
Ukrainian	4	13	0
US/American	232	345	168
Welsh	4	8	2
West Indian	0	0	0
Yugoslavian	0	7	3
Other	112	174	94

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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 Demoscape 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?

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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?

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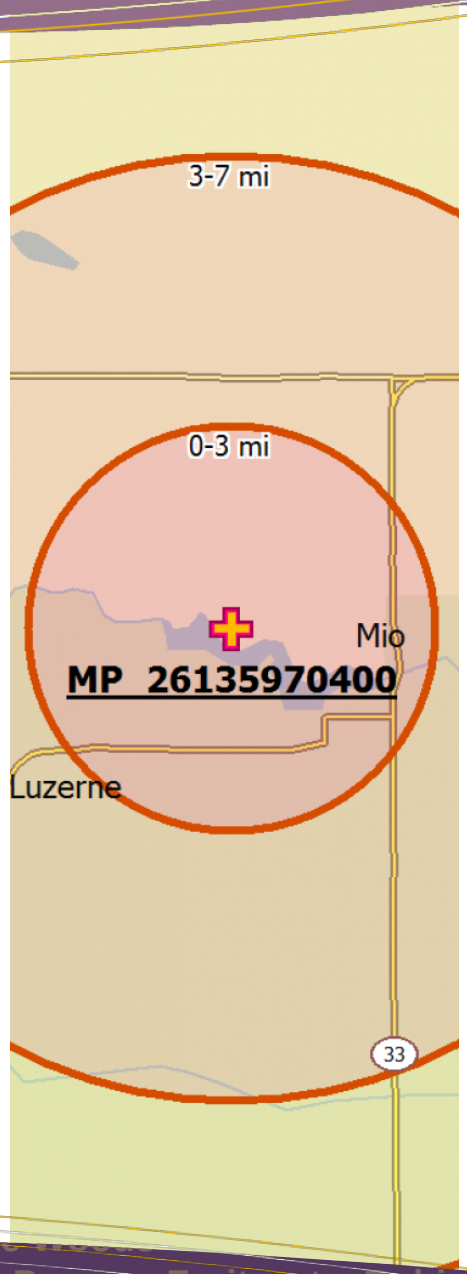
Unreached Households by Lifestyle Segment

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 "Evangelscape 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 Evangelscape 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.



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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,276	100%	812	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	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	32	2.51%	20	2.46%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	32	2.51%	20	2.46%
Mid-Market Enterprise	0	0%	0	0%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,276	100%	812	100%
BLUE COLLAR BACKBONE	67	5.25%	41	5.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	55	4.31%	33	4.06%
Lower Income Essentials	12	0.94%	8	0.99%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	93	7.29%	60	7.39%
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	93	7.29%	60	7.39%
Mature America	0	0%	0	0%
METRO FRINGE	453	35.5%	311	38.3%
Steadfast Conservative	405	31.74%	278	34.24%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	48	3.76%	33	4.06%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,276	100%	812	100%
REMOTE AMERICA	348	27.27%	212	26.11%
Hardy Rural Fam.	269	21.08%	164	20.2%
Rural Southern Living	12	0.94%	7	0.86%
Coal & Crops	67	5.25%	41	5.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	131	10.27%	79	9.73%
Industrious Country Living	55	4.31%	37	4.56%
America's Farmland	67	5.25%	38	4.68%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	9	0.71%	4	0.49%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,276	100%	812	100%
STRUGGLING SOCIETIES	152	11.91%	89	10.96%
Rugged Southern Style	152	11.91%	89	10.96%
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%
URBAN ESSENCE	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%
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%

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Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?

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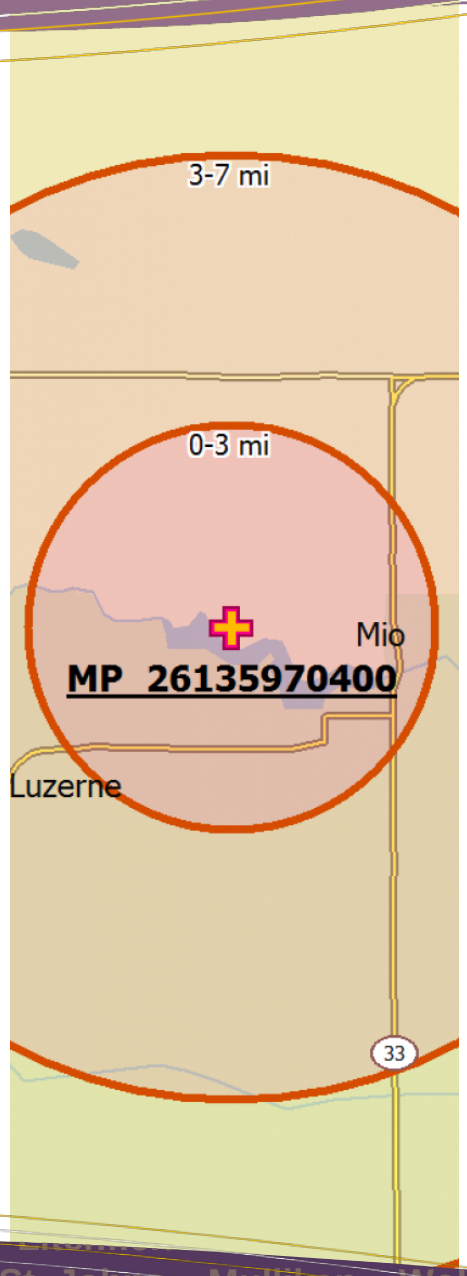
Potential Cultural Bridges

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, lignuistic, 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 comunity 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).



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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	75%	74%	74%
Use Comp. for Internet/E-mail	56%	55%	55%
Internet Use: E-Mail	44%	44%	44%
Use Comp. for Comp. Games	40%	40%	40%
Use Comp. for Word Processing	36%	36%	36%
Use Comp. for Digital Camera Photo Editing	32%	31%	31%
Use Comp. for Shopping	31%	31%	31%
Use Comp. for Education	27%	26%	26%
HH Owns DVD Player	26%	25%	26%
Use Comp. for Banking	26%	26%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	22%	21%	21%
Internet Use: Banking	21%	21%	21%
Use Comp. for News/Info./Data Service	19%	19%	19%
PC-Network-HH Has One	14%	13%	13%
Use Comp. for Accounting	13%	13%	14%
Use Comp. for Personal Financial Mngmnt	12%	12%	13%
HH Owns Video/Webcam	11%	10%	10%
Internet Use: Shopping: Made A Purchase	11%	11%	11%
Use Comp. for Filing/DB Mngmnt	10%	10%	10%
Internet Use: Research/ Education	10%	10%	10%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	64%	64%	63%
Dining Out (Not Fast Food)	53%	53%	52%
Reading Books	50%	51%	52%
Card Games	44%	43%	44%
Gardening	40%	39%	40%
Cooking for Fun	33%	32%	31%
Board Games	32%	32%	33%
Go To A Beach/Lake	32%	32%	32%
Going To Bars/Nightclubs/Dancing	20%	20%	19%
Photography	18%	18%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	25%	25%	25%
Backache	23%	22%	22%
Hypertension/High Blood Pressure	22%	23%	23%
Eye Dr.	20%	21%	20%
High Cholesterol	19%	19%	18%
None Of These	18%	19%	19%
Any Arthritis	18%	18%	18%
Overweight (30 Pounds Or More)	15%	14%	14%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Concert	23.16%	23.55%	23.44%
Live Theater	14.98%	15.84%	15.9%
Live Theater Most Often	12.9%	13.59%	13.69%
Rock/Pop Concerts Most Often	10.88%	10.94%	10.57%
Country Concerts Most Often	8.47%	8.24%	8.47%
Comedy Club	7.41%	7.6%	7.66%
Movies: Action/Adventure	36.24%	35.33%	35.87%
Movies: Comedy	35.14%	34.47%	34.33%
Movies: Fam.	19.14%	18.96%	19.13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	17.59%	17.6%	17.7%
Movies: Drama	16.92%	17.18%	17.74%
Movies: Mystery	14.34%	14.07%	14.07%
MLB Baseball Reg. Season	6.28%	6.64%	6.78%
College Football Reg. Season	5.12%	5.38%	5.64%
NFL Football Reg. Season	4.87%	4.95%	5.08%
College Basketball Reg. Season	3.78%	3.88%	3.96%
Auto Racing Events	3.36%	3.36%	3.43%
Rodeo	2.67%	2.89%	2.85%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.65%	40.37%	40.79%
Swimming	32.62%	32.58%	33.09%
Freshwater Fishing	25.75%	25.29%	25.97%
Camping Trips	21.38%	20.78%	21.31%
Bowling	21.12%	21.3%	21.62%
Billiards/Pool	17.62%	17.58%	17.83%
Hunting	17.41%	16.94%	17.58%
Basketball	14.03%	13.94%	14.16%
Mountain/Road Biking	13.24%	13.35%	13.5%
Jogging/Running	12.93%	12.98%	13.23%
Golf	12.7%	13.39%	13.17%
Target Shooting	12.34%	12.01%	12.05%
Power Boating	11.86%	12.04%	12.76%
Weight Training	11.28%	11.58%	11.52%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.07%	10.99%	11.03%
Canoeing/Kayaking	10.8%	11.04%	11.98%
Stationary Cycling	10.58%	10.56%	10.62%
Baseball	10.53%	10.52%	10.35%
Using Cardio Machine	10.52%	10.91%	11.01%
Softball	9.03%	9.06%	9.25%
Volleyball	8.69%	8.7%	8.4%
Horseback Riding	8.53%	8.48%	8.87%
Saltwater Fishing	7.92%	7.54%	7.9%
Football	7.92%	8.1%	7.95%
Motorcycling	7.26%	7.37%	7.39%
Aerobics	7.17%	7.5%	7.64%
Soccer	6.22%	6.14%	6.09%
Yoga	5.95%	5.89%	5.93%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	5.86%	6%	6.35%
Archery	5.7%	5.77%	5.84%
Fly Fishing	5.64%	5.67%	5.84%
Roller Skating	5.36%	5.85%	5.95%
Snowmobiling	5.27%	5.6%	5.62%
Ice Skating	5.14%	5.33%	5.41%
Downhill & X-Country Skiing	5.11%	5.47%	5.59%
Tennis	4.79%	4.9%	4.67%
Jet Skiing	4.53%	4.59%	4.55%
Auto Racing	4.48%	3.92%	3.94%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	4.44%	4.46%	4.41%
Sailing	4%	4.14%	4.38%
Racquetball	3.57%	3.61%	3.53%
Rock Climbing	3.53%	3.42%	3.28%
Skateboarding	3.35%	3.46%	3.47%
Hockey	3.35%	3.57%	3.42%
Snowboarding	3.03%	3.23%	3.19%
Rowing	2.97%	3.09%	3.13%
Martial Arts	2.9%	2.9%	2.93%
Surfing & Windsurfing	2.62%	2.74%	2.76%

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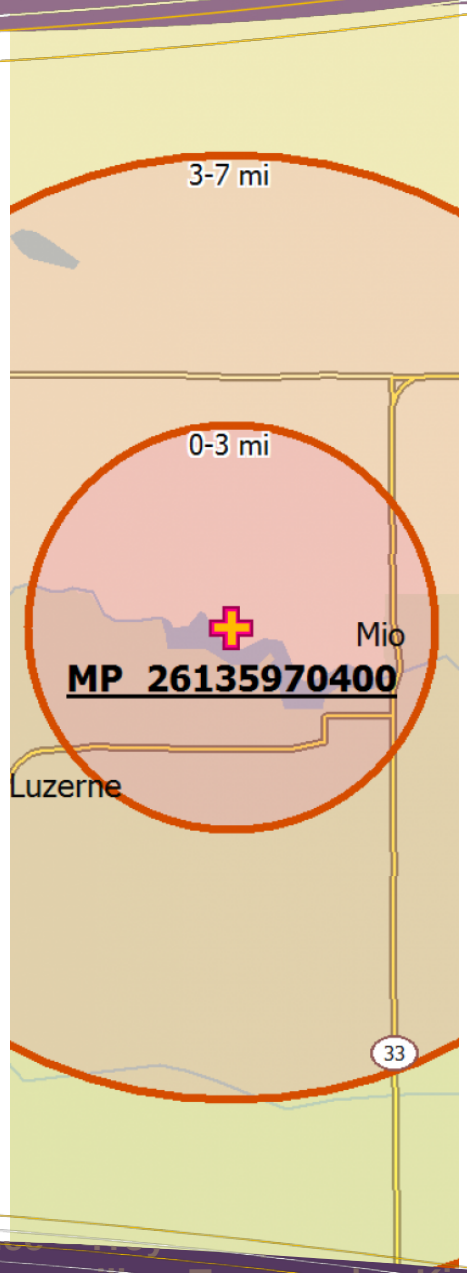
Potential Cultural Barriers -- Introduction (part 1)

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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.



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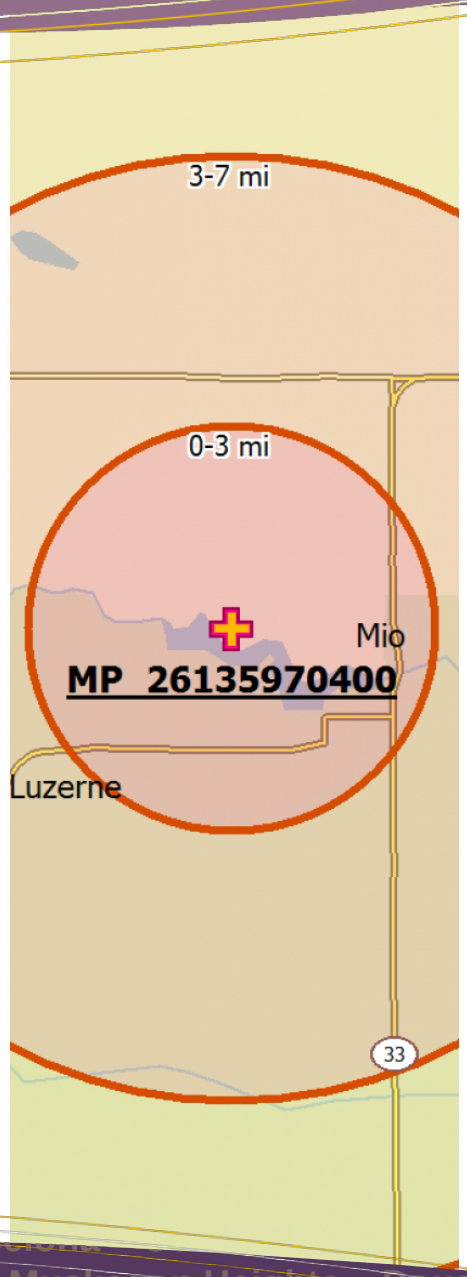
Potential Cultural Barriers -- Introduction (part 2)

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.



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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	37%	35%	35%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	35%	35%	35%
Like Control Over People And Resources	33%	33%	33%
Like To Do Unconventional Things	31%	31%	31%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Don't Judge People/Way They Live Life	29%	28%	28%
Money Is Best Measure Of Success	29%	29%	29%
Friends More Important Than My Fam.	24%	25%	24%
Too Much Sponsorship In Arts/Sports	22%	21%	21%
If Won Lottery Would Never Work Again	22%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	20%	19%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Marijuana Should Be Legalized	18%	18%	18%
Only Work Current Job for The Money	16%	16%	16%
I Am A Workaholic	16%	15%	15%
We Should Strive for Equality for All	12%	11%	11%
On Whole People Get What They Deserve	11%	10%	10%
Happy With My Standard Of Living	11%	11%	11%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	7%	7%	7%
More Important Do Duty Than Enjoy Life	6%	6%	6%

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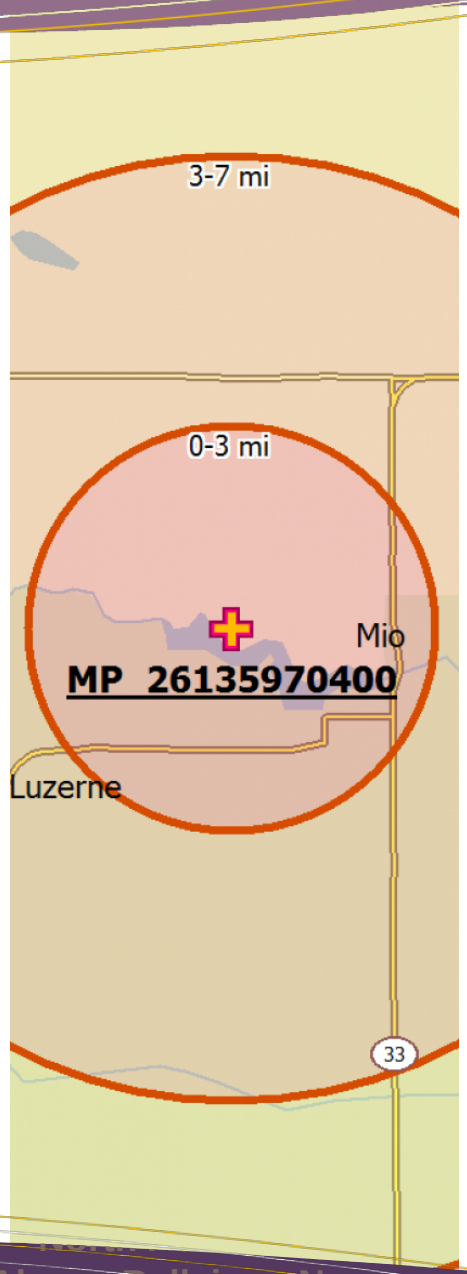
Potential Cultural Themes

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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



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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-- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	57%	57%
You Should Seize Opportunities In Life	56%	56%	56%
Like To Understand About Nature	35%	35%	35%
Important Feel Respected By My Peers	35%	35%	35%
Prefer Work Part Of Team Than Alone	34%	35%	35%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Important To Juggle Various Tasks	30%	30%	30%
Good At Fixing Things	29%	29%	29%
Have Keen Sense Of Adventure	25%	25%	24%
Like To Just Enjoy Life	22%	22%	22%
Consider Myself Interested In The Arts	21%	21%	21%
People Have To Take Me As They Find Me	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	17%	17%	17%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	15%	15%
Worried About Pollution Caused By Cars	14%	14%	14%
Try Not To Worry About The Future	13%	13%	13%
Provide My Kids With The Little Extras	12%	12%	11%
Enjoy Spending Time With My Fam.	11%	10%	9%
Feel Very Alone In The World	7%	7%	6%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	5%	5%	6%
Would Like To Set Up Own Business	4%	3%	3%

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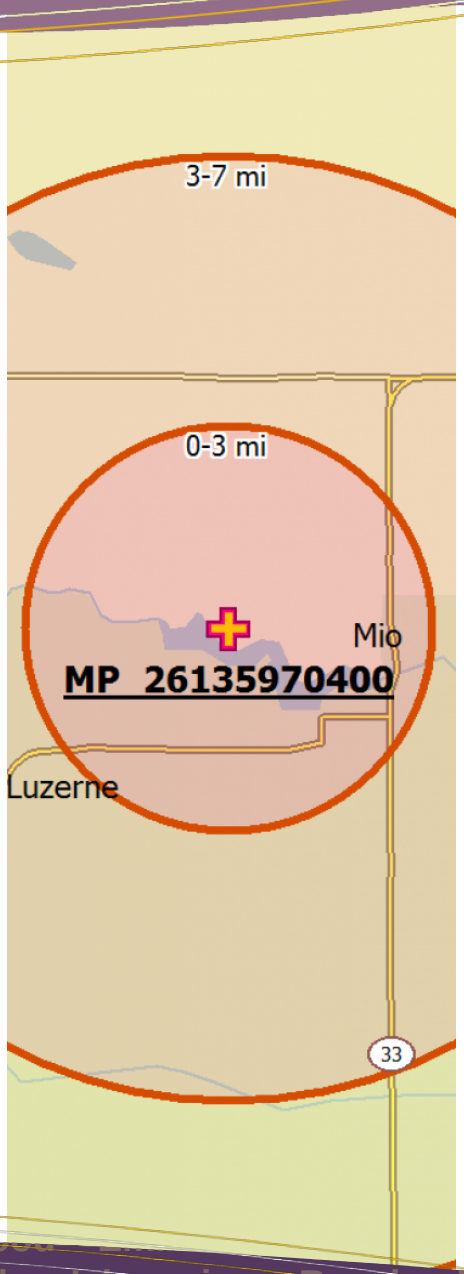
Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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.



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Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	86.54%	85.89%	85.82%
Fam. Restaurants/Steak Houses-Visit Any	81.82%	81.46%	81.21%
McDonald's	57.56%	56.91%	57.25%
Burger King	37.88%	37.69%	37.81%
Subway	32.31%	32.14%	32.77%
Kentucky Fried Chicken (KFC)	27.43%	26.04%	25.33%
Taco Bell	26.61%	26.33%	25.94%
Applebee's	26.58%	26.24%	25.35%
Wendy's	26.57%	26.04%	25.93%
Arby's	24.49%	24.25%	24.19%
Pizza Hut	22.59%	21.4%	20.73%
Dairy Queen	22.34%	22.3%	22.1%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	17.41%	17.77%	17.44%
Red Lobster	16.17%	15.94%	15.83%
Sonic	15.58%	14.61%	14.77%
Cracker Barrel	14.89%	14.07%	14.07%
Outback Steakhouse	12.59%	12.26%	12.58%
Denny's	12.1%	12.13%	11.9%
Hardee's	11.81%	11.38%	10.99%
Long John Silver's	11.6%	10.64%	10.54%
Domino's Pizza	11.43%	11.01%	10.75%
IHOP (International House Of Pancakes)	10.72%	10.45%	10.44%
Golden Corral	10%	9.15%	8.72%
A and W	9.95%	9.92%	9.92%

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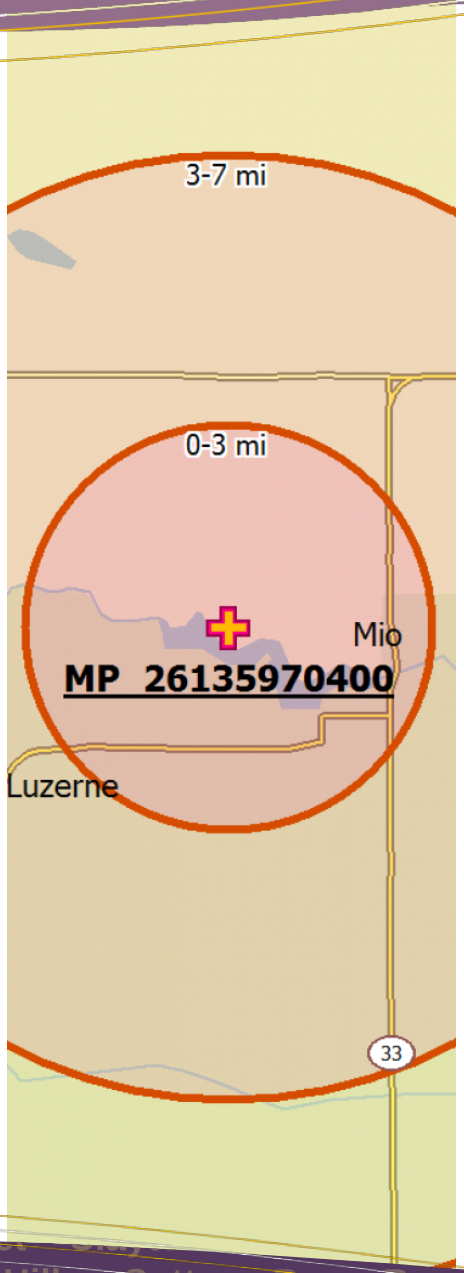
Potential Shared Projects

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!



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Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.06%	47.22%	46.77%
Recycled products	32.56%	33.52%	33.63%
Worked as volunteer (non political)	16.52%	16.73%	16.85%
Engaged in fund raising	10.51%	10.6%	10.48%
Religious club member	7.6%	7.53%	7.52%
Wrote to elected offcl about publ bus	5.74%	5.92%	5.99%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.48%	5.48%	5.57%
Wrote to editor of mag or newspaper	5.44%	5.28%	5.3%
Took active part in local civic issue	5.31%	5.47%	5.5%
Church Board	5.12%	5.21%	5.33%
Charitable Organization	5.11%	5.32%	5.14%
Fraternal order member	5.07%	5.19%	5.27%

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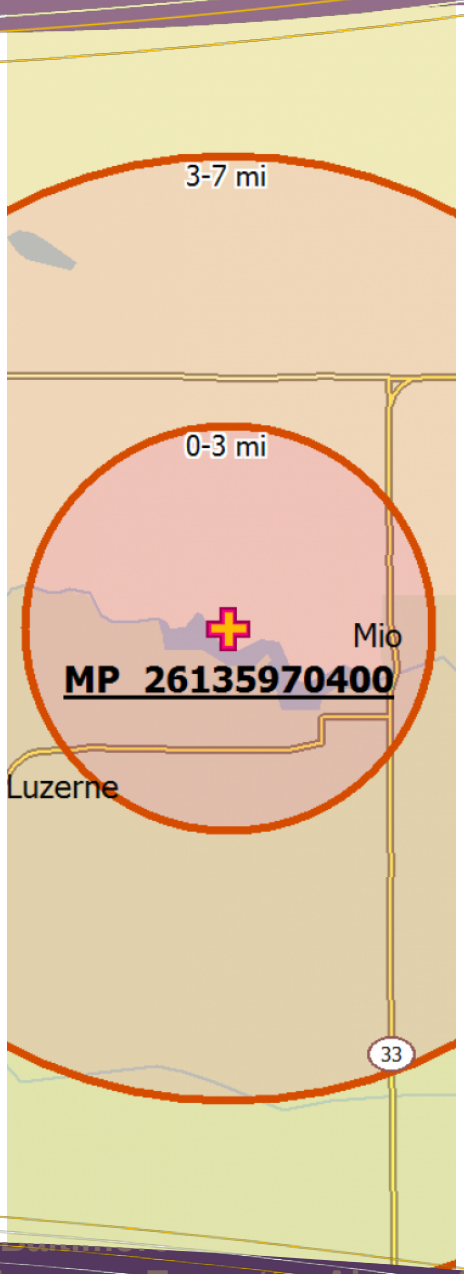
Communication Media Content

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.



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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.26%	15.37%	15.77%
Mystery	11.62%	11.88%	12%
Children's Books	11.6%	11.62%	11.79%
Cookbooks	9.87%	10.11%	10.09%
Religious (not Bibles)	8.3%	8.21%	8.24%
Romance	6.58%	6.6%	6.74%
History	6.26%	6.46%	6.54%
Personal/Business	5.36%	5.41%	5.55%
Self-help			
Biography	5.31%	5.31%	5.38%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	61.85%	62.94%	62.13%
Gen. Editorial	42.99%	43.27%	43.27%
Womens	36.96%	36.76%	36.66%
Service	34.91%	34.62%	34.97%
Fishing/Hunting	18.52%	18.27%	18.69%
Mens	16.16%	16.15%	15.79%
Automotive	14.31%	13.95%	13.73%
Mature Market	13.99%	14.61%	14.68%
Health	12.34%	12.08%	12.21%

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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 -- 0-3 miles, 3-7 miles, 7-10 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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	57.28%	57.93%	58.07%
Classified	38.96%	38.52%	38.88%
Editorial Page	33.59%	34.19%	34.25%
Sport	32.66%	33.48%	33.15%
Comics	30.24%	30.61%	30.55%
Business/Finance	26.23%	27.2%	27.27%
Food/Cooking	25.48%	25.77%	25.79%
TV/Radio Listings	24.19%	25.13%	25.3%
Movie Listings & Reviews	22.48%	23.04%	23.07%
Home/Gardening	21.37%	21.58%	21.52%
Science/Technology	17.01%	17.33%	17.57%
Travel	16.86%	17.7%	17.74%
Fashion	12.07%	12.18%	12.1%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	33.28%	33.35%	34.04%
Adult Contemporary	18.32%	17.97%	17.9%
CHR Contemp Hit Radio	15.55%	15.25%	14.94%
Rock	11.75%	11.8%	11.62%
Oldies	10.89%	11.01%	10.86%
Classic Rock	10.65%	10.52%	10.52%
News/Talk	9.35%	9.83%	9.88%
Alternative	6.89%	6.91%	7.05%
Variety	5.92%	6.03%	6.16%
Religious	5.81%	5.82%	5.92%
Urban Contemporary	5.32%	5.25%	4.92%
Soft Contemporary	3.84%	3.71%	3.57%
Classic Hits	3.59%	3.48%	3.28%
Adult Standards	2.49%	2.79%	2.76%
All Talk	2.42%	2.59%	2.62%
Sports	2.37%	2.43%	2.45%
All News	2.28%	2.59%	2.61%
Hispanic	2.24%	2.42%	2.4%

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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.81%	65%	65.71%
Satellite Dish	53.4%	52.48%	52.77%
Other Video-On-Demand	46.95%	45.83%	45.94%
Soapnet	46.9%	47.06%	47.13%
Sci-Fi Channel	39.55%	39.71%	40.34%
MSNBC	35.2%	34.95%	35.15%
Adult Pay Per View TV	34.37%	33.79%	34.33%
Nickelodeon	31.03%	30.92%	31.15%
Adult Swim	28.87%	29.68%	30.01%
Subscribe Digital Cable	28.73%	28.66%	28.73%
Comedy Central	27.46%	28.1%	28.43%
Nick At Nite	27.18%	27.13%	27.86%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
BET (Black Entertainment TV)	26.32%	26.66%	27.61%
TV Info From Sunday TV Magazine	25.44%	25.5%	25.39%
TV Info From Newspapers	25.14%	25.01%	25.34%
USA Network	23.48%	23.48%	23.51%
TV Info From Monthly Cable Guide	22.21%	21.35%	21.49%
TCM (Turner Classic Movies)	21.96%	22.36%	22.33%
Hallmark Channel	21.51%	21.95%	21.94%
The Golf Channel	21.46%	21.81%	22.15%
ESPN2	20.74%	20.87%	21.41%
Lifetime	20.18%	19.88%	20.05%
TV Info From Other	19.56%	19.73%	19.88%
ABC Fam.	19.02%	19.08%	19.03%

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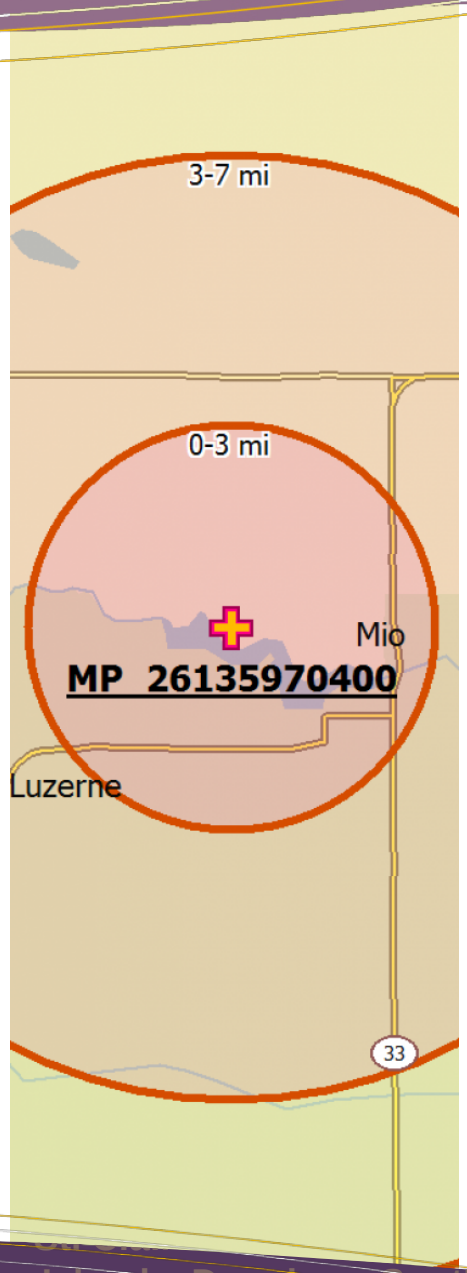
Communication Media Usage

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.



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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18.33%	18.39%	18.81%
Medium Users (4-6)	9.45%	9.42%	9.59%
Light Users (1-3)	19.55%	19.88%	19.69%
Quintiles (20%)			
Newspaper I (Heavy)	1.57%	1.49%	1.45%
Newspaper II	1.14%	1.2%	1.06%
Newspaper III	1.91%	1.99%	2.02%
Newspaper IV	0.53%	0.52%	0.47%
Newspaper V (Light)	0.86%	0.94%	0.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.96%	17.98%	17.9%
Magazines II	7.04%	6.99%	6.77%
Magazines III	8.5%	8.53%	8.41%
Magazines IV	10.45%	10.5%	10.45%
Magazines V (Light)	0.06%	0.16%	0.14%
Outdoor I (Heavy)	6.15%	6.12%	6.13%
Outdoor II	1.95%	1.9%	1.83%
Outdoor III	2.85%	2.94%	2.79%
Outdoor IV	17.79%	17.56%	17.62%
Outdoor V (Light)	26.29%	26.85%	26.61%
Yellow Pages I (Heavy)	15.13%	15.13%	15.11%
Yellow Pages II	4.09%	4.07%	3.95%
Yellow Pages III	4.24%	4.06%	4.05%
Yellow Pages IV	25.14%	24.14%	24.16%
Yellow Pages V (Light)	2.97%	2.68%	2.42%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.89%	4.16%	4.17%
Drive Time III (Medium)	1.15%	1.2%	1.37%
Radio IV & V (Light)	2.04%	2.13%	2.08%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.49%	7.22%	7%
Radio III (Medium)	4.14%	4.06%	3.97%
Radio IV & V (Light)	2.63%	2.79%	2.97%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	10.23%	10.14%	10.05%
Cable III (Medium)	3.69%	3.38%	3.23%
Cable IV & V (Light)	36.26%	36.13%	36.58%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.2%	4.22%	4.08%
Prime Time III (Medium)	2.55%	2.56%	2.68%
Prime Time IV & V (Light)	6.02%	5.04%	4.67%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.88%	40.08%	39.85%
Fringe III (Medium)	55.98%	55.17%	54.46%
Fringe IV (Light)	58%	56.5%	56.15%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.08%	12.84%	12.66%
All Day III (Medium)	24.52%	23.88%	23.61%
All Day IV (Light)	11.48%	11.4%	11.57%

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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.67%	13.91%	14.7%
6:00am - 10:00am	13.84%	13.99%	14.38%
10:00am - 3:00pm	4.64%	4.39%	4.49%
3:00pm - 7:00pm	14.29%	14.47%	14.9%
7:00pm - Midnight	13.45%	13.83%	14.8%
Midnight - 6:00am	5.2%	5.48%	5.64%
Weekend Radio Listeners			
Dayparts [summary]	14.1%	13.93%	14.23%
6:00am - 10:00am	3.25%	3.21%	3.45%
10:00am-3:00pm	3.98%	4.11%	4.12%
3:00pm - 7:00pm	6.54%	6.75%	6.92%
7:00pm - Midnight	6.82%	7.17%	7.5%
Midnight - 6:00am	10.26%	10.17%	10.75%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7%	6.86%	6.82%
Saturday: 8:00-11:00pm	7.2%	7.19%	7.41%
Sunday: 7:00-11:00pm	9.09%	9.03%	8.89%
9:00am-1:00pm	27.18%	27.13%	27.86%
9:00am-4:00pm	31.24%	31.12%	31.95%
4:00pm-7:00pm	25.82%	26.09%	26.46%
11:00pm-1:00am	42.08%	41.78%	42.03%
AVG Prime time Mon-Sun	2.17%	2%	2.06%

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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.86%	15.91%	16.15%
7-9am	20.74%	20.87%	21.41%
9am-12noon	23%	23.3%	24.15%
12noon-4pm	8.24%	7.82%	7.8%
4-6pm	38.46%	39.3%	38.89%
6-7pm	21.18%	20.87%	20.89%
7-7:30pm	1.38%	1.46%	1.68%
7:30-8pm	11.6%	10.85%	10.83%
8-11pm	7%	6.86%	6.82%
11pm-12am	35.2%	34.95%	35.15%
11pm-1am	42.08%	41.78%	42.03%
1-6am	29%	28.88%	28.95%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.37%	15.62%	15.42%
Sat: 10am-1pm	6.75%	6.69%	6.98%
Sat: 1-4pm	21.26%	21.15%	20.9%
Sat: 4-6pm	5.98%	5.75%	5.78%
Sat: 6-7pm	1.52%	1.62%	1.67%
Sat: 7-8pm	0.94%	0.82%	0.92%
Sat: 8-11pm	7.2%	7.19%	7.41%
Sat: 11pm-1am	3.68%	3.7%	3.79%
Sat: 1am-7pm	23.48%	23.48%	23.51%
Sun: 7-10am	1.56%	1.51%	1.46%
Sun: 10am-1pm	6.02%	6.14%	5.96%
Sun: 1-4pm	4.98%	4.88%	4.87%
Sun: 4-7pm	11.38%	11.2%	10.88%
Sun: 7-11pm	9.09%	9.03%	8.89%
Sun: 11pm-1am	4%	4.12%	4.18%
Sun: 1-7am	18.49%	18.72%	18.54%

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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.

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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 ths 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?

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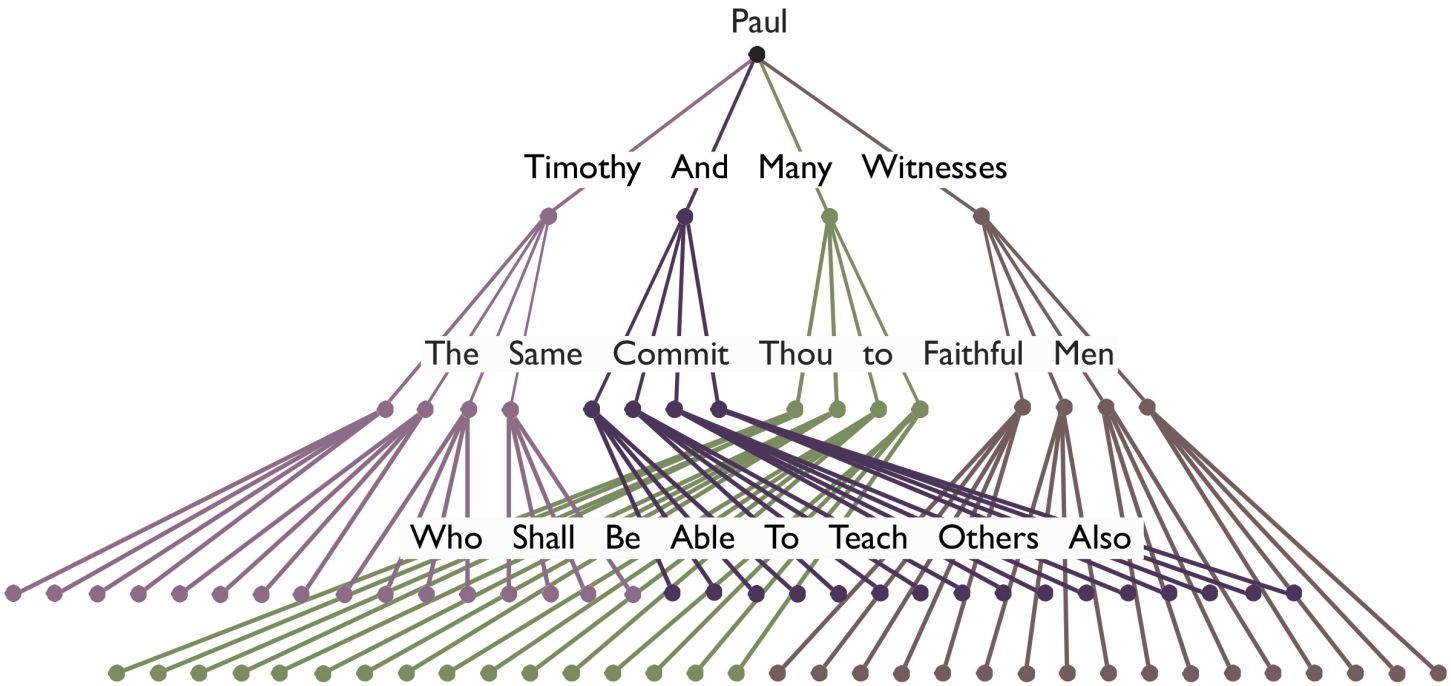
Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking 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



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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

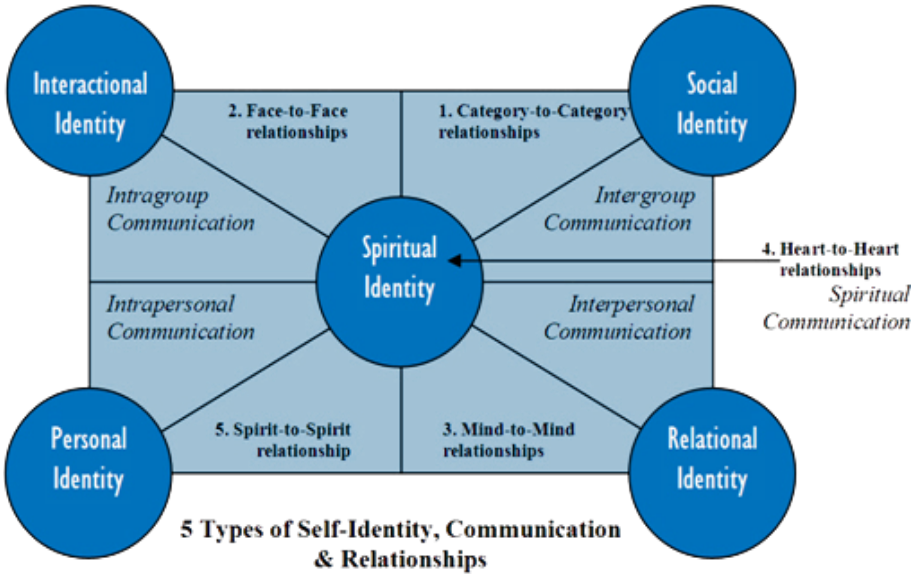
1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

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.



5 Types of Self-Identity, Communication & Relationships

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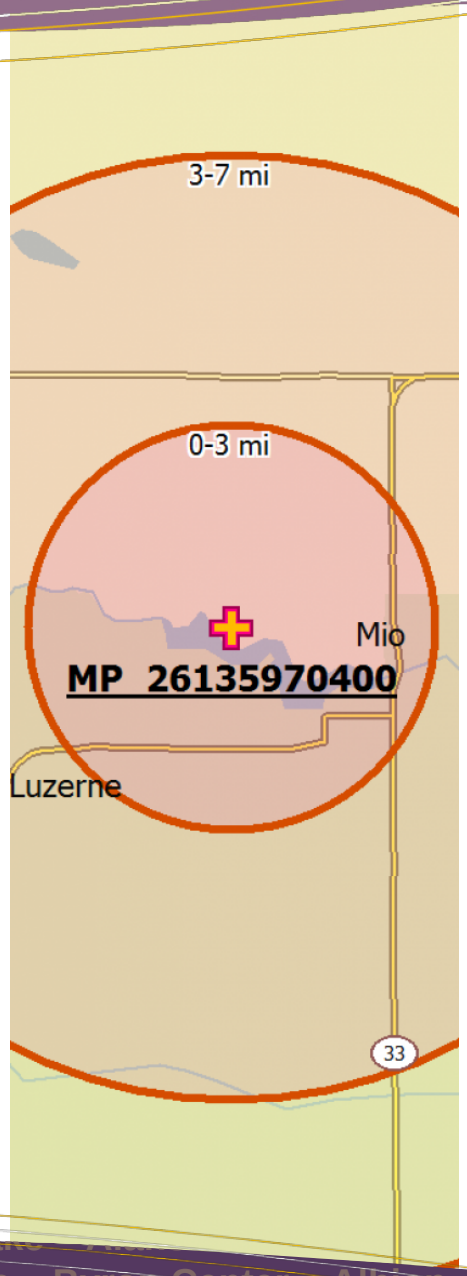
Your MissionSite and the Missional Suite

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 spirituallity of this particular location. This report relects 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



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Notes and Sources

1. Sitescape 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.

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