

# MissionSite

top unreached locations



GRAND RAPIDS, MI

CENSUS TRACT: 26081004100

REGION: Region Two

ASSOCIATION: Woodland

COUNTY: Kent

SITESCAPE: Cityscape

DENSITY PATTERN: K

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REPRODUCTION

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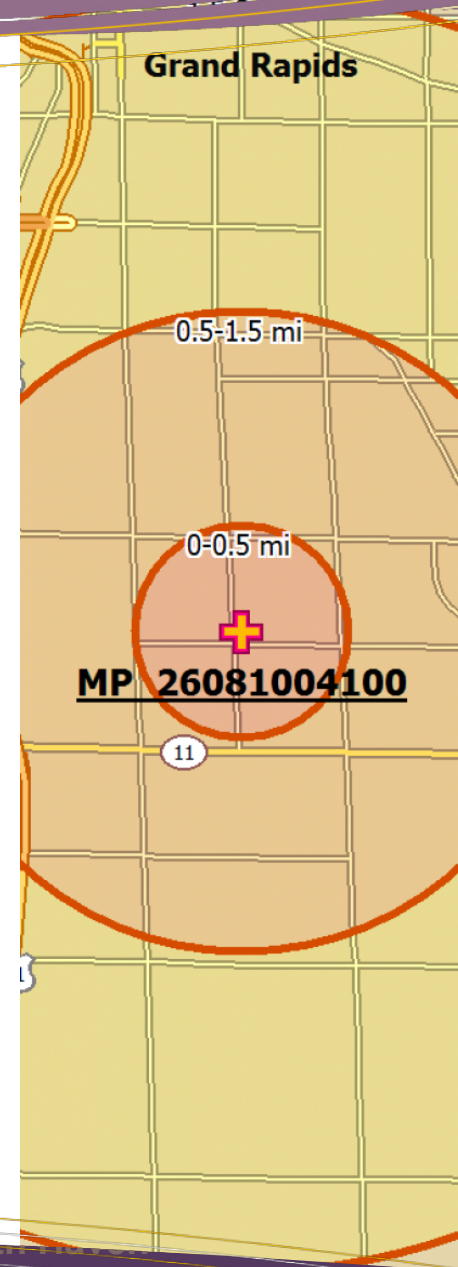
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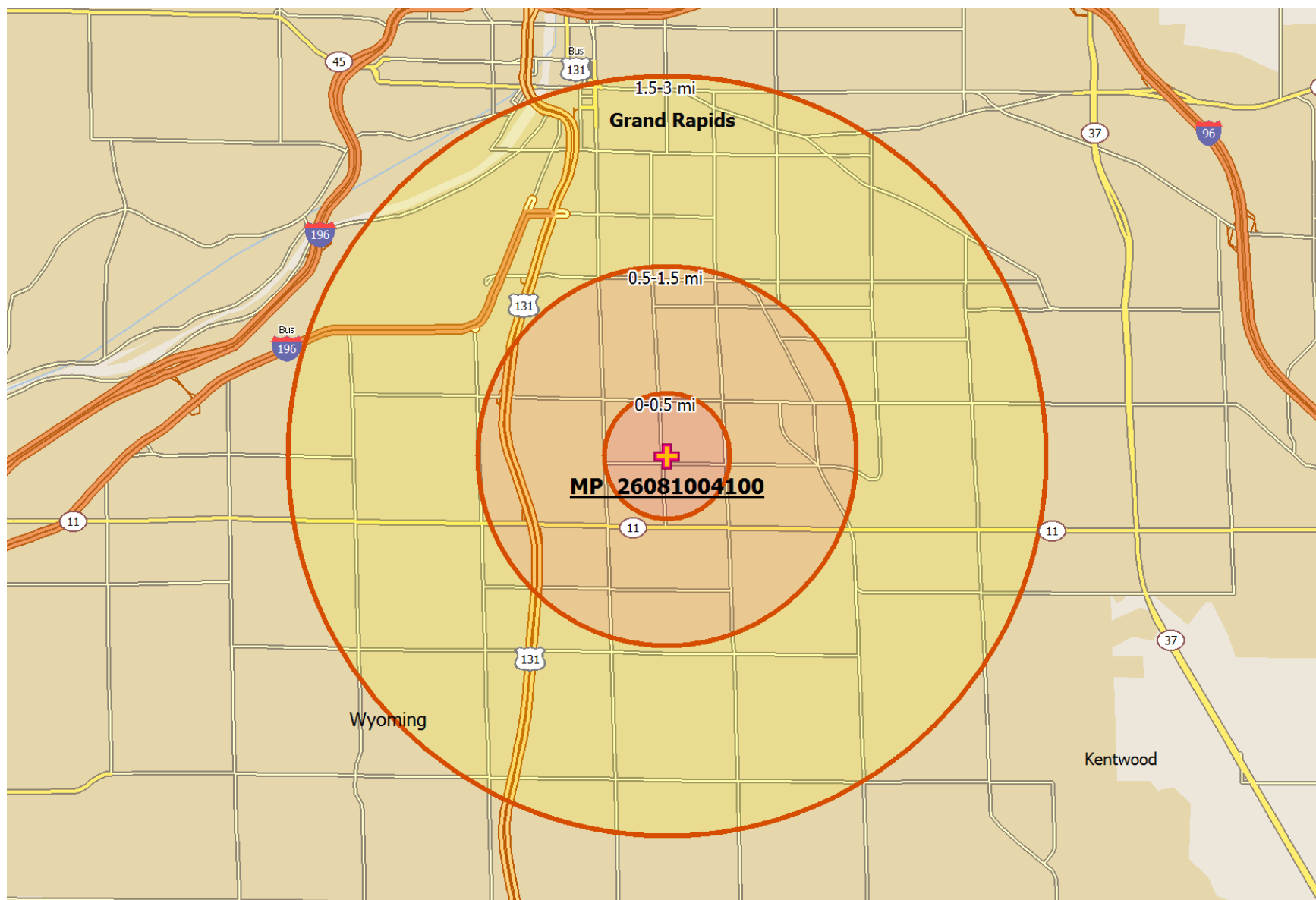
## Site Location Summary

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 0-0.5 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	26R02	Region Two
2	Association	26A15	Woodland
3	County Location	26081	Kent
4	Zipcode	49507	Kent
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	250000-1000000-250000



# 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	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,610	32,086	99,145
2010 Households	1,660	10,452	36,942
2010 Group Quarters Population	2	402	2,422

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	80	68	50
Language Diversity National Index	66	49	22
Foreign Born Diversity National Index	21	71	72
Ancestry Diversity National Index	38	84	73
Racial Diversity National Index	85	37	20



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



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	706	42.53%
Mainstay Communities	Established, Diverse Households	361	21.75%
Working Communities	Blue-collar, Working Families	311	18.73%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	209	12.59%
Urban Communities	High Density, Inner-city Neighborhoods	73	4.4%

# 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	156,103	1,137	0.73%
Unreached %	68.84%	68.52%	99.53
Religious But NOT Evangelical HH	35,960	289	0.8%
Religious But NOT Evangelical %	15.86%	17.4%	109.73
Spiritual But NOT Relig or Evang HH	25,704	169	0.66%
Spiritual But NOT Relig or Evang %	11.34%	10.15%	89.55
Not Evangelical, Not Interested HH	94,728	680	0.72%
Not Evangelical, Not Interested %	41.77%	40.99%	98.13



# 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	33,229	6,930	20.86%
Active Evangelical Percent	14.65%	14.13%	96.41
Inactive Evangelical Households	37,435	7,808	20.86%
Inactive Evangelical Percent	16.51%	15.92%	96.42
# New Churches Needed	113	25	21.63%



# 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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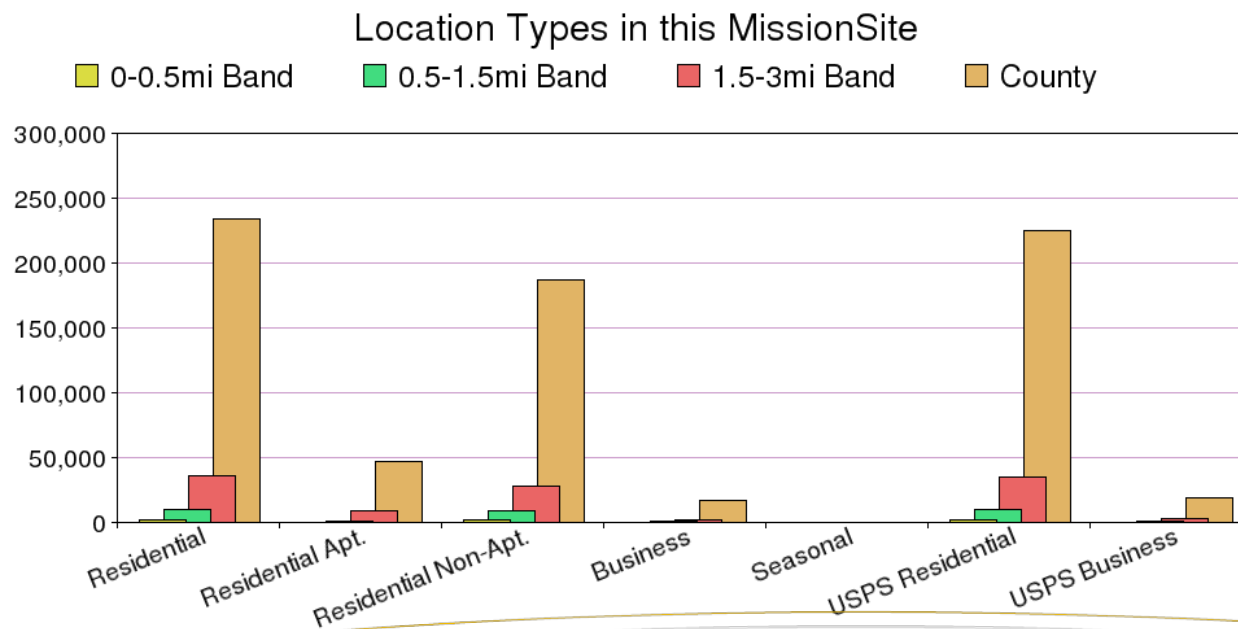


# Current Demographic Summary

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 0-0.5 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	500,630	4,962	0.99%
2000 Population	574,335	4,747	0.83%
2010 Population	611,218	4,610	0.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	181,740	1,739	0.96%
2000 Households	212,890	1,711	0.8%
2010 Households	226,767	1,660	0.73%

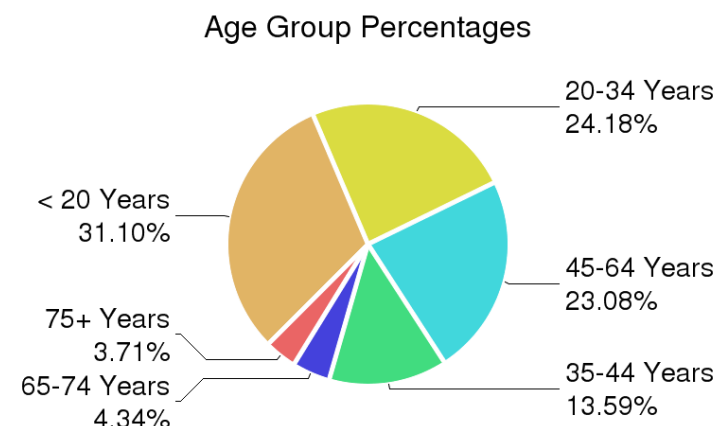


Location Type	0-0.5mi Band
Residential	1,695
Residential Apt.	40
Residential Non-Apt.	1,655
Business	73
Seasonal	0
USPS Residential	1,981
USPS Business	94

# 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	6.2%	8.05%	129.84
4-5 Years	2.93%	3.15%	107.51
6-8 Years	4.3%	4.51%	104.88
9-11 Years	4.19%	4.34%	103.58
12-13 Years	2.74%	3.02%	110.22
14-17 Years	5.51%	5.51%	100
18-19 Years	2.73%	2.52%	92.31
0-5 Years	9.13%	11.19%	122.56
6-12 Years	9.86%	10.37%	105.17
13-19 Years	9.6%	9.52%	99.17
< 20 Years	28.59%	31.08%	108.71
20-34 Years	21.92%	24.16%	110.22
35-44 Years	13.18%	13.58%	103.03
45-64 Years	24.97%	23.06%	92.35
65-74 Years	5.95%	4.34%	72.94
75+ Years	5.39%	3.71%	68.83
Median Age	35	33	94.37
Median Age (Male)	34	31	93.03
Median Age (Female)	36	34	95.04

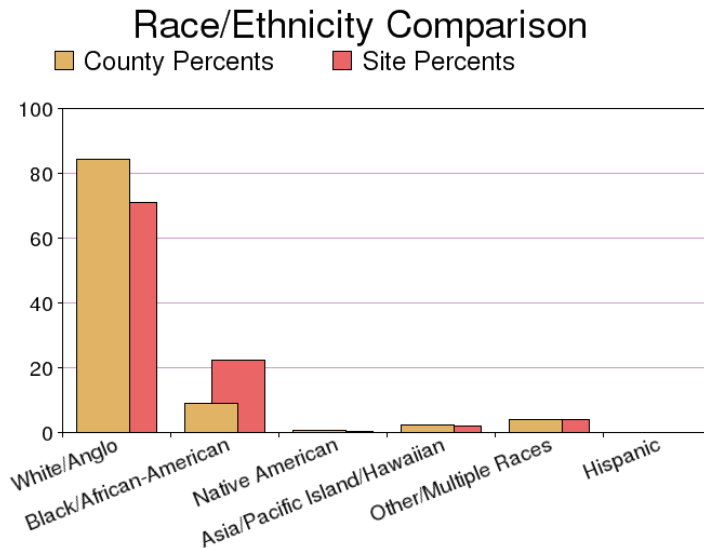
# Current Demographic Summary

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	84.29%	71.06%	84.31
Black, African-American	9.06%	22.39%	247.09
Native American	0.54%	0.39%	72.45
Asian	2.15%	1.87%	86.95
Pacific Island, Hawaiian	0.09%	0.17%	188.73
Other/Multiple Races	3.88%	4.08%	105.24
Hispanic	0%	10.22%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	394,650	2,953	
Less than 9th Grade	4.55%	3.18%	142.8
No High School Diploma	7.26%	4.84%	149.97
High School Graduate	27.19%	19.57%	138.91
Some College, no degree	22.42%	20.93%	107.15
Associate Degree	8.23%	9.89%	83.27
College Degree	19.84%	26.31%	75.39
Graduate/Prof. degree	10.51%	15.27%	68.8





# 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	6.43%	6.02%	109.79
\$10,000 to \$19,999	10.91%	6.27%	57.42
\$20,000 to \$29,999	11.05%	9.58%	86.66
\$30,000 to \$49,999	20.63%	22.29%	108.06
\$50,000 to \$59,999	8.85%	10.72%	121.2
\$60,000 to \$69,999	7.9%	9.04%	114.37
\$70,000 to \$79,999	6.9%	7.71%	111.77
\$80,000 to \$89,999	5.57%	6.57%	117.91
\$90,000 to \$99,999	3.82%	4.46%	116.72
\$100,000 to \$124,999	7.85%	9.04%	115.05
\$125,000 to \$149,999	4.14%	5.72%	138.31
\$150,000 to \$199,999	2.96%	1.51%	50.97
\$200,000 to \$249,999	0.99%	0.3%	30.51
\$250,000 or more	2.01%	0.9%	44.96
Median Household	50,931	54,959	107.91
Average Household	66,873	63,461	94.9
Per Capita Household	25,478	22,854	89.7
Family/Non-Family Household Income			
Median Family Income	63,499	62,298	98.11
Average Family Income	79,817	71,484	89.56
Median Non-Family Income	32,034	42,319	132.11
Average Non-Family Income	40,443	43,552	107.69



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# 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	67.13%	71.39%	106.35
Families with Children	36.01%	41.08%	114.1
Families without Children	31.12%	30.3%	97.38
Non-Family Households			
% Non-Family Households	32.87%	28.61%	87.04
Non-Families with Children	0.16	0.12	74.45
Non-Families without Children	32.71	28.49	87.1
Housing Units			Index
Total Housing Units	245,362	1,751	
Vacant percent	7.58%	5.2%	68.58
Owned percent	66.62%	88.35%	132.62%
Rented Percent	25.8%	6.45%	25.01
Households by Size			Index
Avg household size	2.64	2.78	105.3
Avg family hh size	3.31	3.41	103.02
Avg non-family hh size	1.26	1.18	93.65
Households By Count of Persons			Percent
One	61,481	402	0.65%
Two	67,844	471	0.69%
Three or Four	69,088	558	0.81%
Five+	28,354	230	0.81%



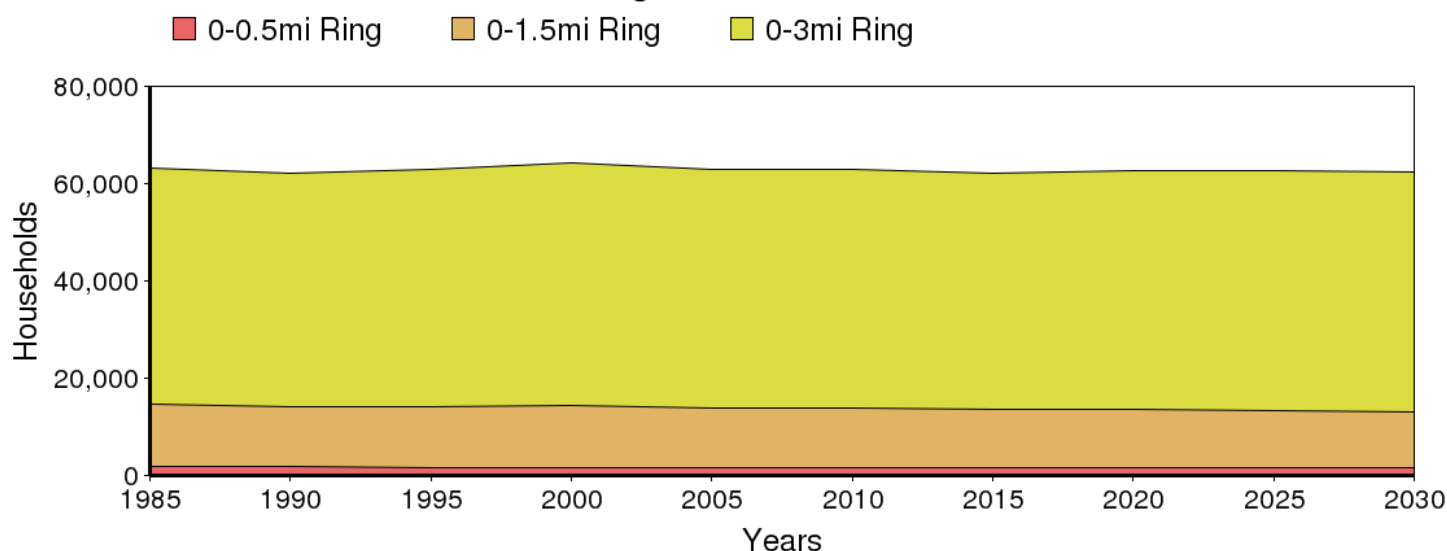
# Projected Demographic Summary

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	500,630	4,962	0.99%
2000 Population	574,335	4,747	0.83%
2010 Population	611,218	4,610	0.75%
2015 Population	625,188	4,572	0.73%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	181,740	1,739	0.96%
2000 Households	212,890	1,711	0.8%
2010 Households	226,767	1,660	0.73%
2015 Households	229,248	1,630	0.71%

Household Change from 1985 to 2030



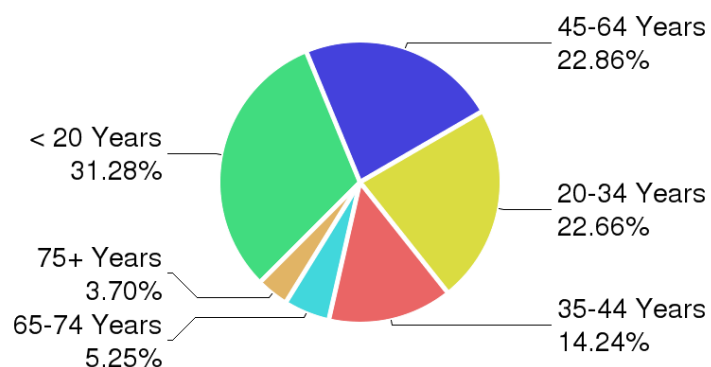
# Projected Demographic Summary

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	8.05%	8.03%	99.75
4-5 Years	3.15%	3.22%	102.22
6-8 Years	4.51%	4.68%	103.77
9-11 Years	4.34%	4.55%	104.84
12-13 Years	3.02%	3.04%	100.66
14-17 Years	5.51%	5.36%	97.28
18-19 Years	2.52%	2.41%	95.63
0-5 Years	11.19%	11.24%	100.45
6-12 Years	10.37%	10.74%	103.57
13-19 Years	9.52%	9.3%	97.69
< 20 Years	31.08%	31.28%	100.64
20-34 Years	24.16%	22.66%	93.79
35-44 Years	13.58%	14.24%	104.86
45-64 Years	23.06%	22.86%	99.13
65-74 Years	4.34%	5.25%	120.97
75+ Years	3.71%	3.7%	99.73
Median Age	35	33	96.51
Median Age (Male)	34	32	94.61
Median Age (Female)	36	35	97.48

Projected Age Group Percentages





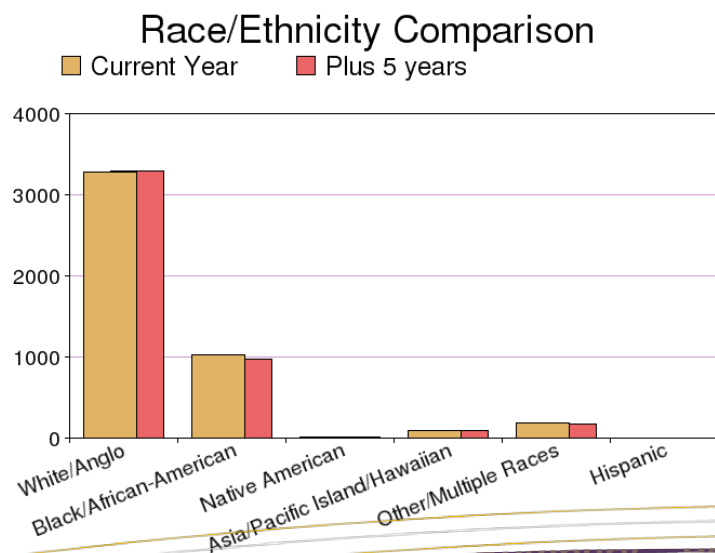
# Projected Demographic Summary

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
Race/Ethnicity			
White, Anglo	71.06%	72.11%	101.48
Black, African-American	22.39%	21.39%	95.56
Native American	0.39%	0.44%	112.03
Asian	1.87%	2.01%	107.87
Pacific Island, Hawaiian	0.17%	0.13%	75.62
Other/Multiple Races	4.08%	3.89%	95.47
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,953	2,918	
Less than 9th Grade	3.18%	3.26%	102.28
No High School Diploma	4.84%	3.94%	81.38
High School Graduate	19.57%	19.4%	99.1
Some College, no degree	20.93%	20.42%	97.6
Associate Degree	9.89%	9.94%	100.51
College Degree	26.31%	27.11%	103.02
Graduate/Prof. degree	15.27%	15.94%	104.34



# 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
Household Income			
< \$10,000	6.02%	5.77%	95.73
\$10,000 to \$19,999	6.27%	6.32%	100.86
\$20,000 to \$29,999	9.58%	9.2%	96.08
\$30,000 to \$49,999	22.29%	21.23%	95.23
\$50,000 to \$59,999	10.72%	10.12%	94.4
\$60,000 to \$69,999	9.04%	8.53%	94.37
\$70,000 to \$79,999	7.71%	7.67%	98.66
\$80,000 to \$89,999	6.57%	6.75%	99.04
\$90,000 to \$99,999	4.46%	4.79%	107.35
\$100,000 to \$249,999	9.04%	10.18%	112.7
\$125,000 to \$149,999	5.72%	6.69%	116.85
\$150,000 to \$199,999	1.51%	1.53%	101.84
\$200,000 to \$249,999	0.3%	0.31%	101.84
\$250,000 or more	0.9%	0.8%	88.26
Median Household	54,959	56,937	103.6
Average Household	63,461	66,055	104.09
Per Capita Household	22,854	23,552	103.05

Family/Non-Family Household Income			
Median Family Income	62,298	66,011	105.96
Average Family Income	71,484	74,743	104.56
Median Non-Family Income	42,319	44,060	104.11
Average Non-Family Income	43,552	45,076	103.5



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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 0-0.5 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
Family Households			
% Family Households	71.39%	70.86%	99.26
Families with Children	41.08	40.06	97.51
Families without Children	30.3	29.02	95.77
Non-Family Households			
% Non-Family Households	28.61%	29.14%	101.84
Non-Families with Children	0.12	0	101.84
Non-Families without Children	28.49	29.14	102.27
Housing Units			
Total Housing Units	1,751	1,719	98.17%
Vacant percent	5.2%	5.18%	99.62
Owned percent	88.35%	88.25%	99.89
Rented Percent	6.45%	6.57%	101.86
Households by Size			
Avg household size	2.78	2.80	100.72%
Avg family hh size	3.41	3.51	102.93%
Avg non-family hh size	1.18	1.08	91.53%
Households By Count of Persons			
One	402	403	100.25%
Two	471	437	92.78%
Three or Four	558	553	99.1%
Five+	230	237	103.04%

# 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	363	5,822	10,434
Northern Europe	7	29	188
Western Europe	17	106	673
Southern Europe	0	15	74
Eastern Europe	15	78	514
Other Europe	0	0	0
Eastern Asia	5	60	467
So. Central Asia	0	11	207
SE Asia	28	533	1,294
Western Asia	0	32	146
Other Asia	0	0	4

BORN IN:	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Eastern Africa	13	66	80
Middle Africa	0	9	6
Northern Africa	0	28	72
Southern Africa	0	0	45
Western Africa	1	69	15
Other Africa	0	9	17
Oceania	0	0	3
Caribbean	65	503	640
Central Amer.	179	4,223	5,404
South America	29	9	170
North America	4	42	415
Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	5,587	19,431	81,118
Spanish	530	6,835	10,431
Other Indo-Euro language	54	259	2,226
French (incl. Patois, Cajun)	11	38	381
French Creole	0	0	36
Italian	0	28	101
Portuguese	0	0	94
German	30	42	300
Yiddish	0	0	0
Other West Germanic	0	70	386
A Scandinavian Language	7	0	46
Greek	0	0	55
Russian	0	8	51
Polish	0	29	80
Serbo-Croatian	0	7	334
Other Slavic Language	0	0	4
Armenian	0	0	33
Persian	0	0	35
Gujarathi	0	0	30
Hindi	0	0	63
Urdu	0	0	0

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Other Indo-Euro	6	30	108
Asian/PI languages	0	0	0
Chinese	0	0	125
Japanese	0	13	74
Korean	0	0	135
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	78
Thai	0	0	66
Laotian	0	0	12
Vietnamese	23	506	1,010
Other Asian	0	10	7
Tagalog	0	11	106
Other Pacific Is	4	0	9
Other languages	13	255	317
Navajo	0	0	0
Other Native N. American	0	0	36
Hungarian	0	0	26
Arabic	0	72	169
Hebrew	0	0	13
African languages	13	138	73
Other unspecified	0	45	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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Reporting ancestry	5,897	25,901	87,256
Arab	0	134	787
Armenian	0	9	70
Austrian	0	7	81
British	8	34	267
Canadian	0	24	156
Croatian	0	3	43
Czech	4	12	83
Czechoslovak	0	0	36
Danish	27	63	216
Dutch	1,364	2,773	14,856
English	244	538	5,168
European	46	227	573
Finnish	7	18	141
French (not Basque)	75	265	1,507
French Canadian	7	118	563
German	436	1,620	9,295
Greek	0	49	241
Hungarian	0	10	314
Iranian	0	0	49

ANCESTRY	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Irish	298	944	5,635
Italian	119	274	1,971
Lithuanian	3	47	196
Norwegian	20	61	426
Polish	176	771	3,316
Portuguese	0	0	52
Romanian	5	15	72
Russian	30	29	225
Scandinavian	0	8	90
Scotch-Irish	90	100	877
Scottish	45	120	860
Slovak	0	10	21
Subsaharan African	170	386	1,077
Swedish	37	201	1,056
Swiss	0	20	123
Ukrainian	9	15	113
US/American	123	1,069	3,327
Welsh	0	14	189
West Indian	2	19	178
Yugoslavian	0	28	360
Other	2,552	15,864	32,645



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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 Demoscope information on page 19 highlights the rate of population change at the site compared to its county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 15 and 20 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 16 & 21 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

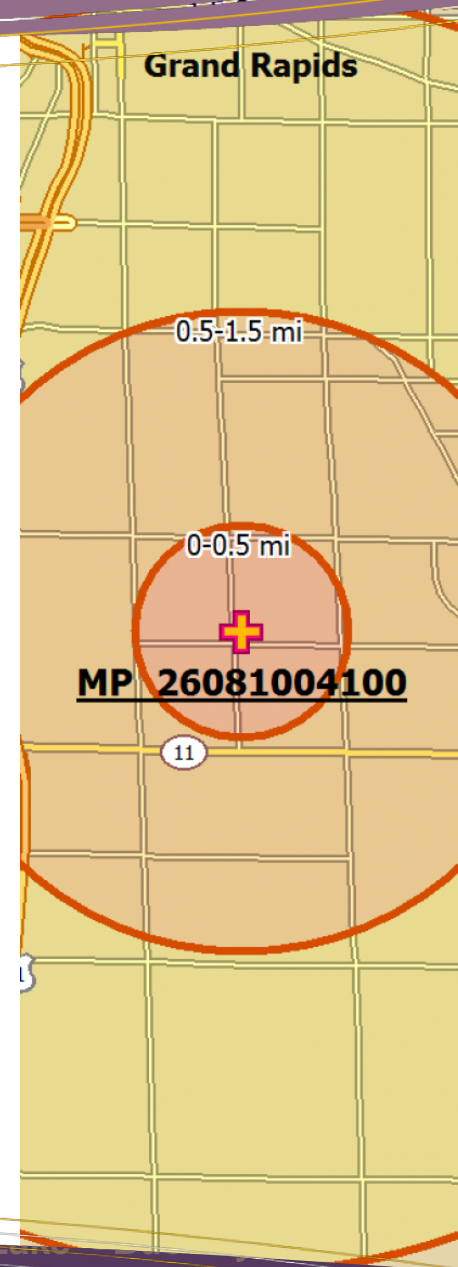
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "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](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 HHlds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,660	100%	1,137	100%
<b>AFFLUENT SUBURBIA</b>	17	1.02%	12	1.06%
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	17	1.02%	12	1.06%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	689	41.51%	473	41.6%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	555	33.43%	373	32.81%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	10	0.6%	7	0.62%
Successful Urban Sprawl	124	7.47%	93	8.18%
<b>SM TWN SUCCESS</b>	361	21.75%	233	20.49%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	260	15.66%	169	14.86%
Urban Optimists	0	0%	0	0%
Family Convenience	101	6.08%	64	5.63%
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 0-0.5 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	1,660	100%	1,137	100%
BLUE COLLAR BACKBONE	25	1.51%	15	1.32%
Nuevo Hispanic Fam.	3	0.18%	2	0.18%
Working Rural Suburbia	22	1.33%	13	1.14%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	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%
METRO FRINGE	286	17.23%	198	17.41%
Steadfast Conservative	204	12.29%	140	12.31%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	78	4.7%	55	4.84%
Urban Grit	4	0.24%	3	0.26%
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 HHlds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,660	100%	1,137	100%
REMOTE AMERICA	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%
ASPIRING CONTEMP'S	209	12.59%	155	13.63%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	209	12.59%	155	13.63%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	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%



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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 0-0.5 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	1,660	100%	1,137	100%
STRUGGLING SOCIETIES	10	0.6%	7	0.62%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	10	0.6%	7	0.62%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	63	3.8%	44	3.87%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	63	3.8%	44	3.87%
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 0-0.5 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?

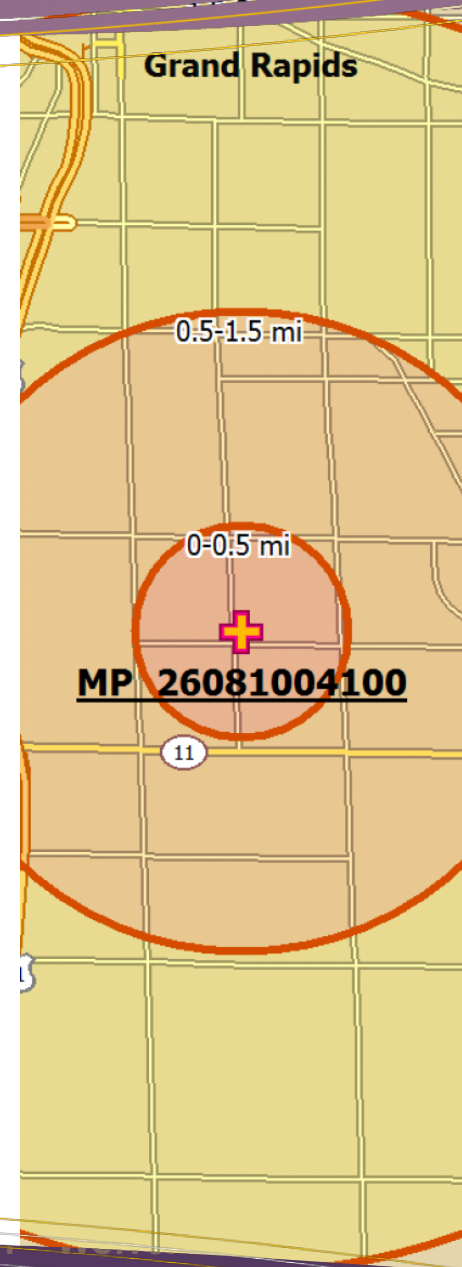
## Potential Cultural Bridges

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

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
PC-HH Own	81%	71%	73%
Use Comp. for Internet/E-mail	65%	52%	55%
Internet Use: E-Mail	54%	42%	46%
Use Comp. for Word Processing	43%	31%	35%
Use Comp. for Comp. Games	43%	35%	37%
Use Comp. for Shopping	37%	28%	32%
Use Comp. for Digital Camera	36%	26%	29%
Photo Editing			
Use Comp. for Education	34%	31%	31%
Use Comp. for Banking	34%	26%	29%
HH Owns DVD Player	30%	26%	27%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Internet Use: News/ Weather	29%	23%	26%
Internet Use: Banking	28%	22%	24%
Use Comp. for News/Info./Data Service	25%	19%	21%
PC-Network-HH Has One	21%	18%	18%
Use Comp. for Accounting	14%	10%	12%
Use Comp. for Personal Financial Mngmnt	14%	11%	13%
Internet Use: Shopping:	14%	10%	12%
Gathered Info. for Shopping			
Internet Use: Shopping: Made A Purchase	12%	9%	10%
Internet Use: Research/ Education	12%	11%	12%
Use Comp. for Filing/DB Mngmnt	12%	10%	11%

# 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	69%	66%	67%
Dining Out (Not Fast Food)	60%	49%	54%
Reading Books	54%	50%	53%
Card Games	43%	37%	39%
Go To A Beach/Lake	39%	32%	34%
Cooking for Fun	36%	33%	35%
Gardening	36%	29%	30%
Board Games	35%	29%	30%
Visit Museum	22%	18%	20%
Going To Bars/Nightclubs/Dancing	21%	19%	20%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Any Ailment	68%	65%	66%
Gen./Fam. Practitioner	43%	36%	37%
Dentist	29%	25%	27%
Eye Dr.	21%	20%	21%
Backache	21%	21%	21%
None Of These	21%	20%	21%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	18%	17%	17%
Overweight (30 Pounds Or More)	15%	13%	13%
Acid Reflux Disease (GERD)	14%	14%	14%



# 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	29.62%	26.36%	28.01%
Live Theater	22.89%	18.03%	19.9%
Live Theater Most Often	19.04%	14.38%	16%
Rock/Pop Concerts Most Often	16.74%	15.09%	15.96%
Comedy Club	11.13%	10.39%	9.96%
Dance Performance	9.46%	9.72%	9.57%
Movies: Comedy	42.88%	39.49%	39.74%
Movies: Action/Adventure	40.48%	37.99%	37.95%
Movies: Romantic Comedy	21.47%	20.21%	20.55%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Movies: Fam.	21.28%	20.94%	20.35%
Movies: Drama	19.76%	20.85%	21.14%
Movies: Mystery	16.51%	16.62%	17.14%
MLB Baseball Reg. Season	9.2%	6.32%	7.26%
NFL Football Reg. Season	8.34%	5.57%	6.14%
College Football Reg. Season	7.28%	4.85%	5.71%
College Basketball Reg. Season	4.69%	3.46%	4.08%
NBA Basketball Reg. Season	4.21%	3.27%	3.57%
Auto Racing Events	3.63%	2.33%	2.39%

# 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	43.66%	38.26%	39.64%
Swimming	34.59%	27.44%	30.17%
Bowling	22.71%	20.33%	20.51%
Billiards/Pool	20.51%	19.17%	19.35%
Weight Training	17.63%	14.22%	15.48%
Freshwater Fishing	17.43%	14.73%	14.73%
Golf	16.25%	11.07%	12.49%
Basketball	16.25%	17.14%	15.79%
Jogging/Running	15.94%	16.32%	15.8%
Using Cardio Machine	15.44%	12.28%	13.6%
Camping Trips	15.16%	11.6%	12.93%
Mountain/Road Biking	13.49%	10.32%	11.54%
Stationary Cycling	12.45%	11.2%	11.86%
Baseball	12.21%	12.72%	11.52%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Aerobics	11.13%	10.76%	10.53%
Football	11.05%	12.01%	10.84%
Backpacking/Hiking	10.92%	8.12%	9.25%
Target Shooting	9.29%	7.25%	7.4%
Softball	9.14%	8.58%	7.9%
Volleyball	9.02%	9.81%	9.32%
Hunting	8.97%	6.79%	7.23%
Power Boating	8.76%	6.03%	6.84%
Saltwater Fishing	8.29%	6.82%	6.68%
Tennis	7.81%	7.24%	7.33%
Soccer	7.77%	9.14%	8.17%
Motorcycling	7.37%	5.64%	5.62%
Canoeing/Kayaking	7.37%	5.7%	6.47%
Yoga	7.04%	6.99%	7.42%

# 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
Horseback Riding	6.07%	5.15%	5.09%
Roller Skating	5.98%	5.98%	5.72%
Jet Skiing	5.58%	4.28%	4.39%
Snorkeling	5.55%	4.24%	4.63%
Ice Skating	5.4%	5.36%	5.46%
Water Skiing	4.88%	4.01%	4.15%
Archery	4.81%	3.88%	3.79%
Downhill & X-Country Skiing	4.62%	4.05%	4.6%
Fly Fishing	4.42%	4.13%	4.01%
Snowmobiling	4.33%	3.62%	3.5%

BRIDGES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Racquetball	4.31%	4.64%	4.14%
Rock Climbing	4.26%	3.64%	3.6%
Hockey	4.22%	4.46%	4.04%
Snowboarding	3.97%	3.45%	3.47%
Martial Arts	3.66%	3.45%	3.51%
Skateboarding	3.49%	3.57%	3.21%
Rowing	3.24%	2.61%	2.6%
Sailing	3.16%	2.7%	3.09%
Surfing & Windsurfing	3.03%	2.61%	2.61%
Auto Racing	3.02%	2.84%	2.97%



## 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.

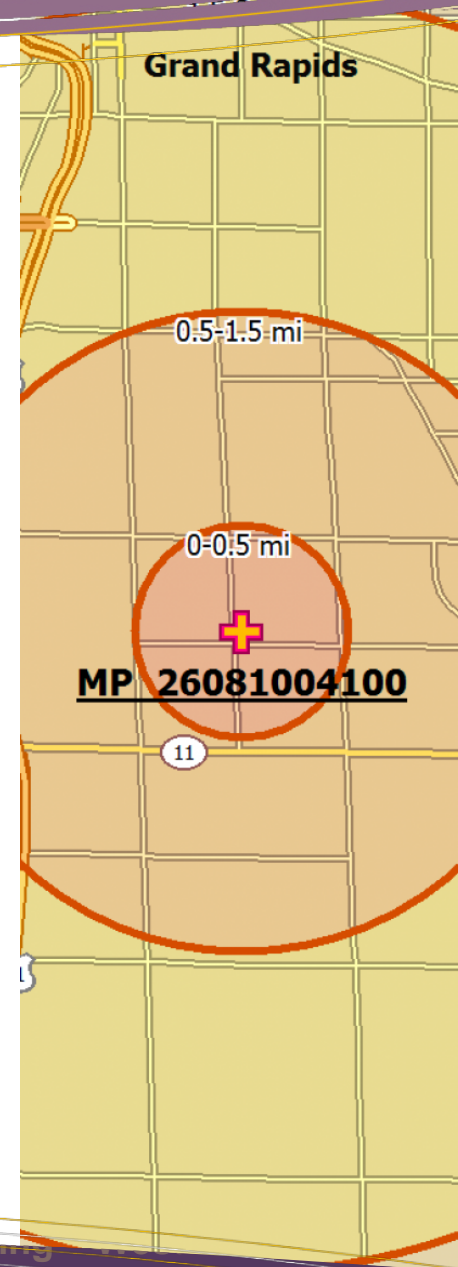
### BIBLICAL BARRIERS

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.

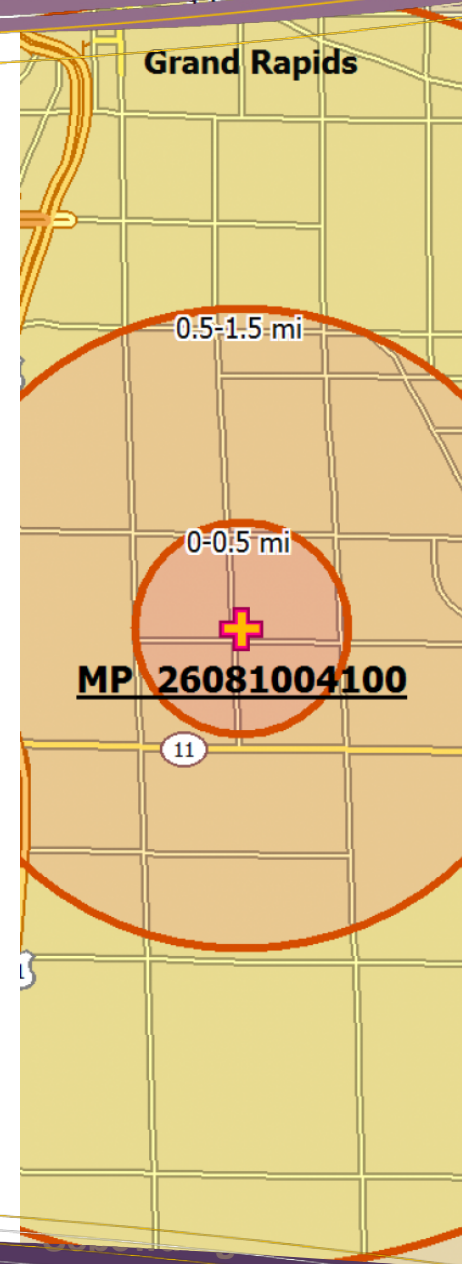
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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	49%	51%	50%
Find It Difficult To Say No To My Kids	40%	36%	36%
Prefer To Have Few Possessions As Possible	37%	34%	35%
Speak My Mind Even If It Upsets People	35%	36%	36%
Woman's Place Is In The Home	34%	35%	34%
Like Control Over People And Resources	32%	38%	36%
If Won Lottery Would Never Work Again	29%	26%	27%
Like To Do Unconventional Things	29%	28%	28%
Don't Judge People/Way They Live Life	28%	30%	30%
Friends More Important Than My Fam.	26%	25%	26%
Money Is Best Measure Of Success	25%	25%	25%
Too Much Sponsorship In Arts/Sports	23%	28%	26%

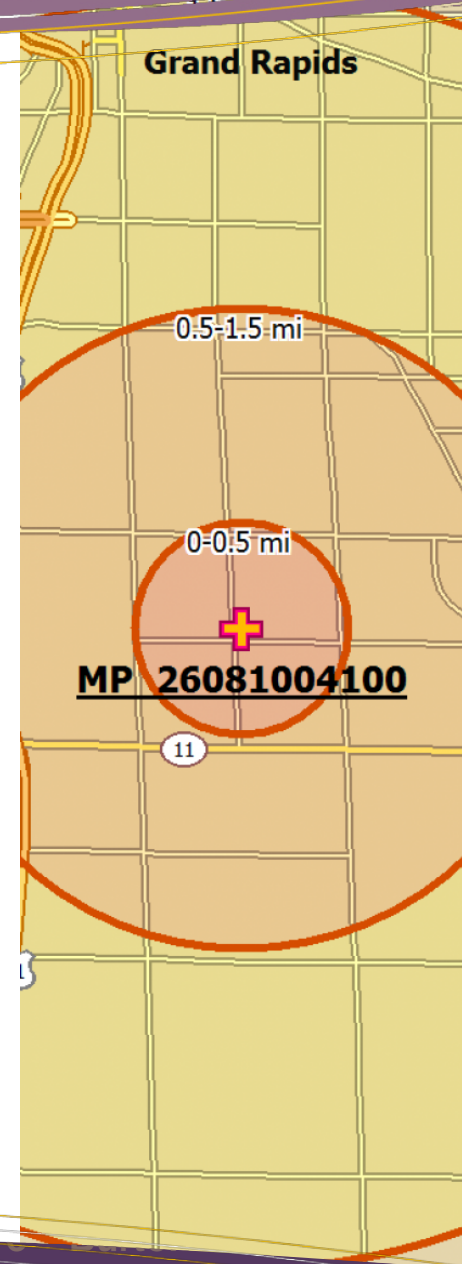
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Marijuana Should Be Legalized	20%	21%	21%
Like to Stand Out In A Crowd	20%	21%	20%
I Am A Workaholic	19%	23%	20%
Like To Pursue Challenge/Novelty/Change	17%	20%	20%
Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Only Work Current Job for The Money	13%	16%	15%
We Should Strive for Equality for All	12%	16%	15%
Happy With My Standard Of Living	12%	12%	13%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	9%	12%	10%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	7%	9%	8%



## 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.

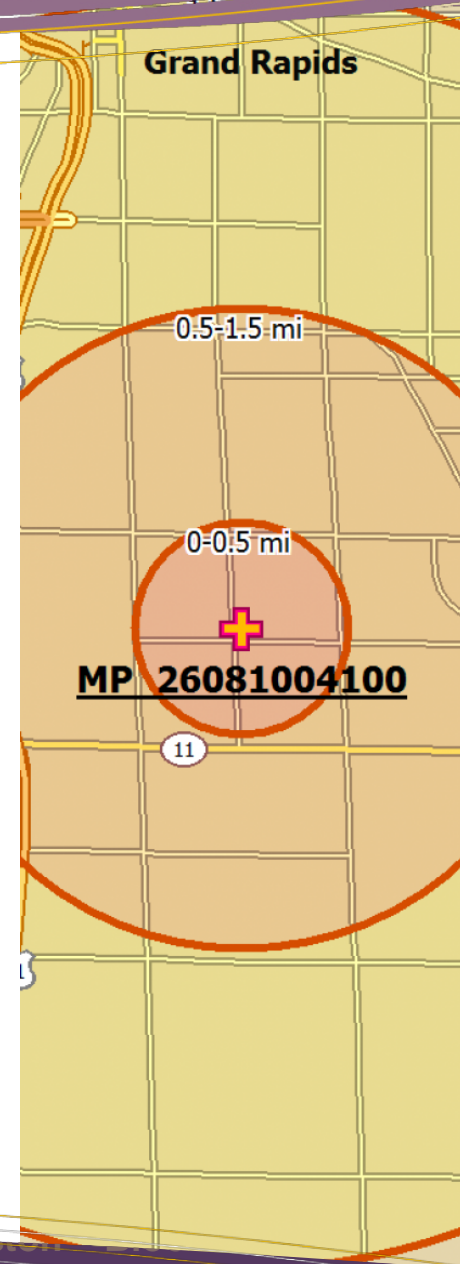
THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	65%	57%	59%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	38%	39%	38%
Prefer To Have Few Possessions As Possible	37%	34%	35%
Prefer Work Part Of Team Than Alone	34%	35%	34%
Important Feel Respected By My Peers	33%	34%	34%
Important To Juggle Various Tasks	30%	33%	32%
Good At Fixing Things	27%	30%	29%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	24%	23%	23%
Like To Just Enjoy Life	22%	22%	23%
Worried About Pollution Caused By Cars	19%	18%	19%

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Consider Myself Interested In The Arts	17%	21%	20%
Looking for New Ideas To Improve Home	16%	19%	18%
Real Men Don't Cry	16%	18%	17%
Is An Important Part Of Who I Am	15%	16%	15%
Try Not To Worry About The Future	14%	16%	16%
Enjoy Spending Time With My Fam.	12%	14%	13%
Provide My Kids With The Little Extras	11%	17%	15%
Children Should Be Allowed To Express Themselves	6%	8%	7%
Like Spending Most Time With Fam.	5%	7%	6%
Feel Very Alone In The World	5%	7%	6%
Would Like To Set Up Own Business	3%	5%	4%
Decor Particular Interest To Me	3%	4%	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
Fast Food/Drive-In	87.08%	85.04%	85.02%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.49%	78.31%	79.32%
Houses-Visit Any			
McDonald's	57.64%	54.95%	55.29%
Burger King	39.11%	39.64%	38.55%
Wendy's	33.23%	30.49%	30.28%
Subway	32.77%	29.43%	29.62%
Applebee's	32.33%	26.89%	28.3%
Taco Bell	32.24%	28.99%	28.51%
Kentucky Fried Chicken (KFC)	29.17%	31.49%	29.89%
Arby's	25.28%	20.62%	21.07%
Olive Garden	22.57%	19.09%	19.65%
Pizza Hut	22.53%	24.25%	22.84%

PLACE	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Dairy Queen	18.18%	16.15%	16.78%
Red Lobster	17.95%	17.19%	17.07%
Outback Steakhouse	17.39%	13.05%	13.77%
Cracker Barrel	16.32%	11.97%	12.57%
Chili's Grill and Bar	15.6%	12.4%	12.96%
Chick-Fil-A	15.45%	13.41%	12.88%
IHOP (International House Of Pancakes)	15.25%	15.26%	14.64%
Domino's Pizza	14.22%	17.06%	16.07%
TGI Friday's	14.11%	12.46%	12.66%
Sonic	14%	12.94%	12.56%
Ruby Tuesday	13.11%	10.28%	10.34%
Starbucks	12.86%	12.68%	12.98%

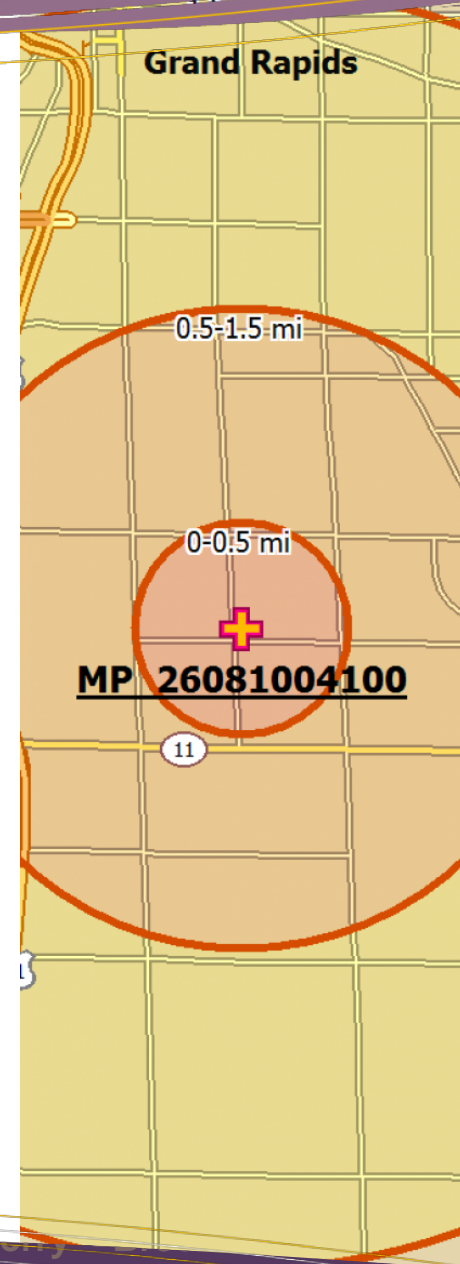


## Potential Shared Projects

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	51.47%	43.09%	45.11%
Recycled products	37.97%	30.89%	33.54%
Worked as volunteer (non political)	18.66%	13.64%	15.4%
Engaged in fund raising	12.16%	10.74%	10.92%
Religious club member	8.56%	7.51%	7.41%
Wrote to elected offcl about publ bus	7.06%	5%	5.49%

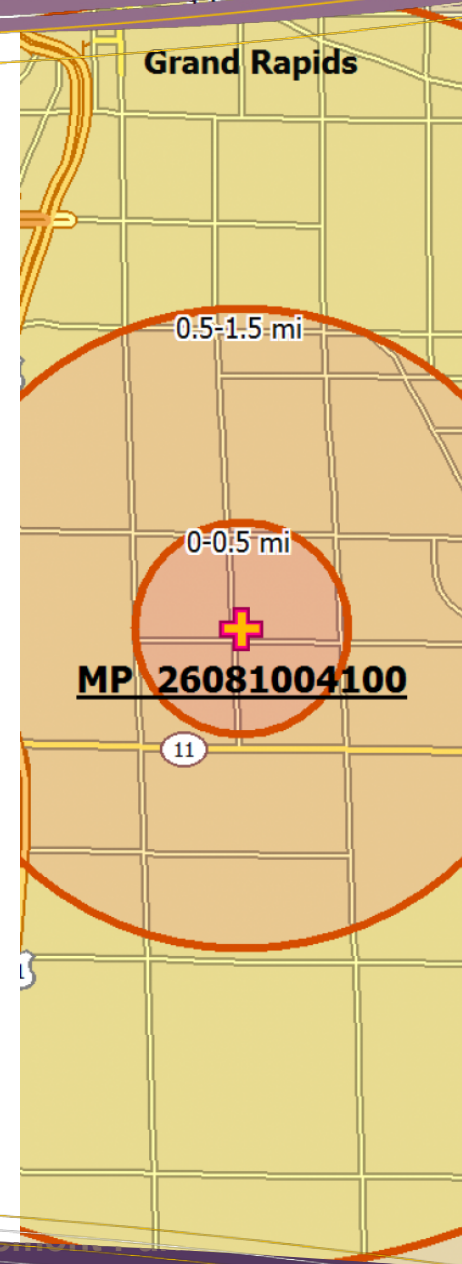
PROJECTS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Wrote to editor of mag or newspaper	6.16%	5.3%	5.65%
Union member	6.15%	4.92%	4.98%
Church Board	5.85%	5.48%	5.02%
Took active part in local civic issue	5.76%	4.92%	5.13%
Fraternal order member	5.5%	4.2%	4.38%
Charitable Organization	5.37%	4.67%	5.11%



## 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

BOOKS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Novel	18.37%	14.83%	16.24%
Children's Books	14.35%	12.48%	12.64%
Mystery	11.98%	9.47%	10.72%
Cookbooks	11.04%	9.06%	9.91%
Religious (not Bibles)	9.71%	8.85%	8.63%
Personal/Business	7.59%	6.28%	6.68%
Self-help			
Biography	7.33%	6.07%	6.52%
Romance	7.32%	6.5%	6.42%
History	6.97%	6.28%	6.77%

MAGAZINES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Newspaper	72%	65.38%	67.62%
Distributed			
Gen. Editorial	47.07%	47.57%	48.16%
Womens	43.28%	42.54%	42.59%
Service	36.65%	30.03%	32.29%
Business/Finance	19.98%	17.03%	18.11%
Mens	18.88%	19.37%	19.76%
Sports	15.51%	14.34%	15.57%
Parenthood	14.28%	14.18%	13.94%
Health	13.65%	13.39%	13.24%



# 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	57.92%	49.98%	52.18%
Classified	32.95%	31.5%	31.83%
Sport	32.82%	29.96%	31.2%
Editorial Page	31.85%	25.39%	27.71%
Business/Finance	31.64%	25.05%	27.38%
Comics	27.98%	24.05%	25.58%
Movie Listings & Reviews	27.1%	23.96%	25.37%
Food/Cooking	26.71%	22.34%	23.68%
TV/Radio Listings	24.58%	21.58%	22.85%
Home/Gardening	22.98%	18.82%	20.01%
Travel	21.14%	17.43%	18.74%
Science/Technology	19.47%	14.92%	16.53%
Fashion	15.66%	14.58%	14.45%

RADIO	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Country	19.93%	14.32%	15.77%
Adult Contemporary	18.09%	13.81%	15.82%
CHR Contemp Hit Radio	17.69%	20.09%	19.78%
Urban Contemporary	15.82%	25.65%	21.43%
News/Talk	14.26%	8.81%	10.81%
Rock	13.71%	10.04%	11.17%
Oldies	12.16%	10.52%	10.96%
Alternative	11.07%	7.22%	8.8%
Classic Rock	10.37%	6.81%	8.36%
Variety	9.5%	11.51%	10.24%
Soft Contemporary	7.69%	5.28%	5.75%
Religious	7.38%	6.18%	5.98%
Jazz	6.73%	7.71%	6.73%
All News	6.68%	6.06%	5.98%
Classic Hits	4.88%	3.17%	3.57%
All Talk	4.76%	3.84%	3.95%
Sports	4.49%	3.38%	3.8%
Classical	4.01%	2.92%	3.49%

# 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	65.23%	62.37%	62.74%
Satellite Dish	57.1%	53.49%	52.27%
Soapnet	51.83%	50.07%	50.95%
Other Video-On-Demand	41.98%	44.63%	42.95%
Sci-Fi Channel	37.56%	35.76%	35.87%
Adult Pay Per View TV	36.9%	33.6%	32.69%
MSNBC	34.04%	33.49%	33.43%
Comedy Central	32.72%	26.5%	30.5%
Subscribe Digital Cable	31.12%	31.78%	30.02%
Adult Swim	30.31%	24.24%	25.32%
Nickelodeon	29.59%	27.55%	27.28%
TV Info From Sunday TV Magazine	29.5%	28.66%	28.54%

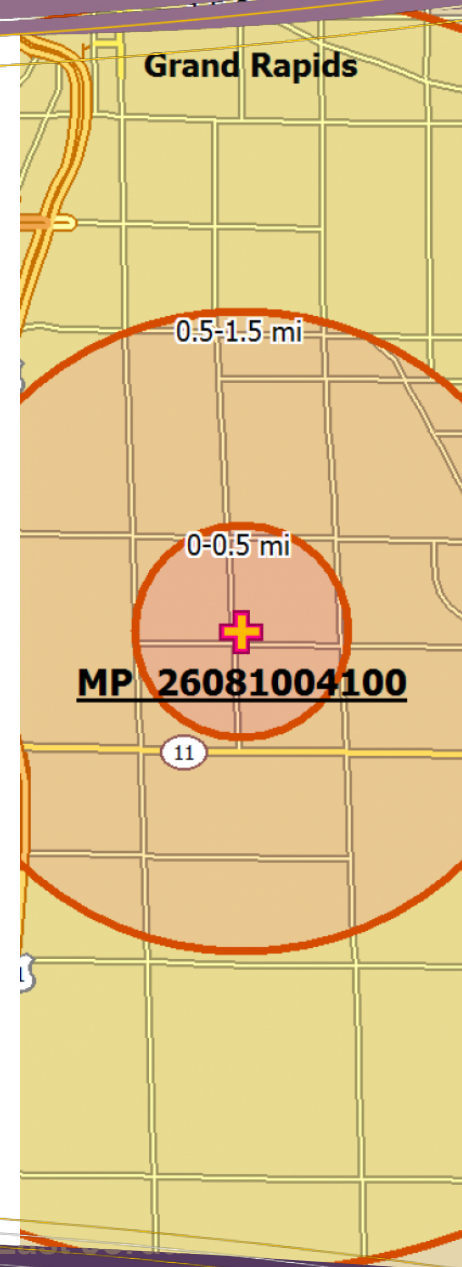
MULTIMEDIA: TV	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
TV Info From Newspapers	27.99%	26.12%	26.04%
Nick At Nite	27.37%	25.19%	24.82%
Hallmark Channel	26.75%	24.55%	24.63%
ABC Fam.	25.87%	24.5%	25.56%
TCM (Turner Classic Movies)	25.78%	24.1%	24.96%
USA Network	25.68%	22.31%	23.51%
BET (Black Entertainment TV)	25.33%	23.45%	24.72%
The Golf Channel	25.06%	21.91%	22.94%
TV Info From Monthly Cable Guide	24.89%	22.85%	23.08%
ESPN2	24.78%	21.25%	22.55%
Video-On-Demand Movies	24.68%	21.05%	20.61%
Lifetime	22.88%	21.91%	21.71%

## 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.



# 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+)	20.79%	17.15%	18.78%
Medium Users (4-6)	11.23%	9.25%	10.06%
Light Users (1-3)	21.82%	20.31%	20.17%
Quintiles (20%)			
Newspaper I (Heavy)	1.13%	1.24%	1.46%
Newspaper II	1.68%	1.69%	1.6%
Newspaper III	2.03%	2.05%	1.92%
Newspaper IV	0.54%	0.61%	0.54%
Newspaper V (Light)	0.9%	0.92%	0.98%

MEDIUM	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.04%	20.64%	20.09%
Magazines II	8.85%	9.43%	9.07%
Magazines III	9.62%	10.24%	9.88%
Magazines IV	10.96%	13.04%	12.38%
Magazines V (Light)	0.8%	0.88%	0.82%
Outdoor I (Heavy)	6.88%	9.51%	8.75%
Outdoor II	2.52%	4.92%	4.31%
Outdoor III	3.43%	5.44%	4.77%
Outdoor IV	15.33%	17.16%	16.72%
Outdoor V (Light)	24.61%	23.88%	24.28%
Yellow Pages I (Heavy)	14.35%	16.4%	15.66%
Yellow Pages II	5.93%	8.12%	7.38%
Yellow Pages III	5.31%	8.41%	7.71%
Yellow Pages IV	21.75%	24.32%	23.57%
Yellow Pages V (Light)	3.08%	5.38%	4.61%





# 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
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Radio Drive Time Quintiles  
(fifths / 20%)

Drive Time I & II (Heavy)	2.73%	3.15%	3.09%
Drive Time III (Medium)	0.59%	1.04%	0.92%
Radio IV & V (Light)	2.45%	2.97%	2.65%

Radio Media Quintiles (fifths / 20%)

Radio I & II (Heavy)	8.88%	10.6%	10.12%
Radio III (Medium)	4.56%	4.42%	4.39%
Radio IV & V (Light)	3.41%	3.85%	3.6%

Cable TV Quintiles (fifths / 20%)

Cable I & II (Heavy)	14.78%	13.2%	13.6%
Cable III (Medium)	4.24%	4.84%	4.65%
Cable IV & V (Light)	32.64%	35.42%	34.7%

MEDIUM	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
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TV Prime Time Quintiles (fifths / 20%)

Prime Time I & II (Heavy)	3.75%	3.97%	3.8%
Prime Time III (Medium)	2.09%	1.56%	1.64%
Prime Time IV & V (Light)	8.26%	9.48%	9.09%

TV Early/Late Fringe Quintiles  
(fifths / 20%)

Fringe I & II (Heavy)	40.24%	37.92%	38.52%
Fringe III (Medium)	52.24%	53.47%	53.1%
Fringe IV (Light)	55%	54.8%	54.77%

TV All Day Quintiles (fifths / 20%)

All Day I & II (Heavy)	13.57%	17.26%	15.22%
All Day III (Medium)	23.13%	25.03%	24.68%
All Day IV (Light)	13.61%	18.73%	17.12%

# 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
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## Day-time Radio

### Listeners

Dayparts [summary]	13.61%	11.14%	11.68%
6:00am - 10:00am	15.75%	14.68%	16%
10:00am - 3:00pm	8.22%	9.59%	8.97%
3:00pm - 7:00pm	15.42%	15.62%	15.24%
7:00pm - Midnight	14.75%	12.06%	12.62%
Midnight - 6:00am	5.91%	6.66%	6.79%

## Weekend Radio

### Listeners

Dayparts [summary]	16.52%	15.17%	14.95%
6:00am - 10:00am	4.47%	3.09%	3.58%
10:00am-3:00pm	5.69%	5.68%	5.96%
3:00pm - 7:00pm	8.01%	7.22%	7.38%
7:00pm - Midnight	10.31%	9.93%	9.71%
Midnight - 6:00am	12.19%	11.74%	11.98%

USAGE	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
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## Prime Time TV

### Viewers

8:00-11:00pm	9.73%	7.16%	7.82%
Saturday: 8:00-11:00pm	8.22%	8.93%	8.71%
Sunday: 7:00-11:00pm	11.31%	9.17%	9.73%
9:00am-1:00pm	27.37%	25.19%	24.82%
9:00am-4:00pm	31.8%	29.3%	28.66%
4:00pm-7:00pm	31.83%	31.81%	30.71%
11:00pm-1:00am	41.63%	42.94%	42.47%
AVG Prime time	3.35%	4.57%	3.92%

### 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	18.85%	17.6%	18%
7-9am	24.78%	21.25%	22.55%
9am-12noon	23.41%	19.8%	19.67%
12noon-4pm	8.39%	9.5%	8.99%
4-6pm	52.23%	49.18%	48.57%
6-7pm	18.84%	18.31%	18.27%
7-7:30pm	2%	2.36%	1.96%
7:30-8pm	10.5%	11.39%	11%
8-11pm	9.73%	7.16%	7.82%
11pm-12am	34.04%	33.49%	33.43%
11pm-1am	41.63%	42.94%	42.47%
1-6am	33.31%	31.93%	33.06%

TV VIEWERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Weekend			
Sat: 7-10am	19.05%	17.93%	18.97%
Sat: 10am-1pm	8.4%	8.81%	8.52%
Sat: 1-4pm	26.05%	24.74%	24.93%
Sat: 4-6pm	7.27%	7.53%	7.22%
Sat: 6-7pm	2.6%	2.01%	2.04%
Sat: 7-8pm	1.15%	1.02%	1.12%
Sat: 8-11pm	8.22%	8.93%	8.71%
Sat: 11pm-1am	5.55%	6.37%	5.82%
Sat: 1am-7pm	25.68%	22.31%	23.51%
Sun: 7-10am	2.68%	2.51%	2.35%
Sun: 10am-1pm	7.96%	6%	6.13%
Sun: 1-4pm	6.66%	5.4%	5.84%
Sun: 4-7pm	14.63%	12.02%	12.5%
Sun: 7-11pm	11.31%	9.17%	9.73%
Sun: 11pm-1am	5.91%	5.34%	5.26%
Sun: 1-7am	24.06%	20.17%	20.84%

# 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?



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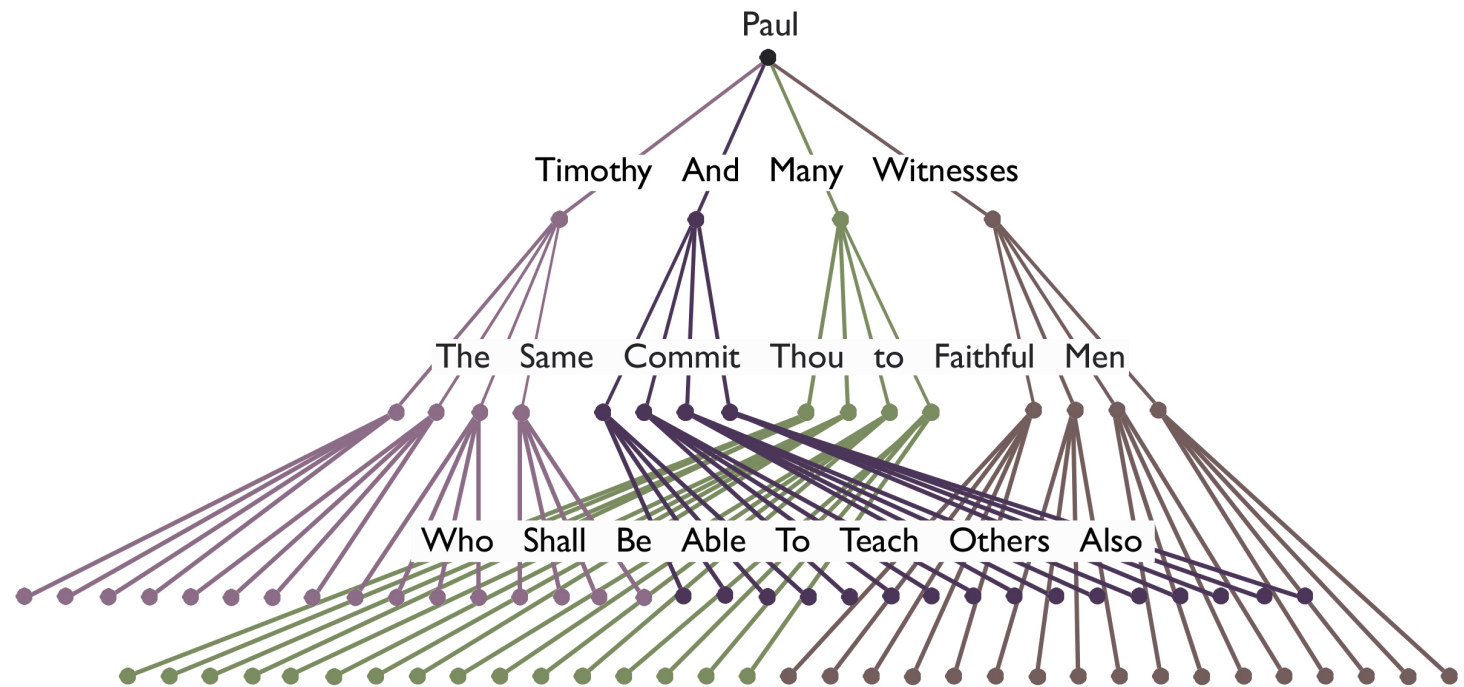


# Biblical Missional Multiplication

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.

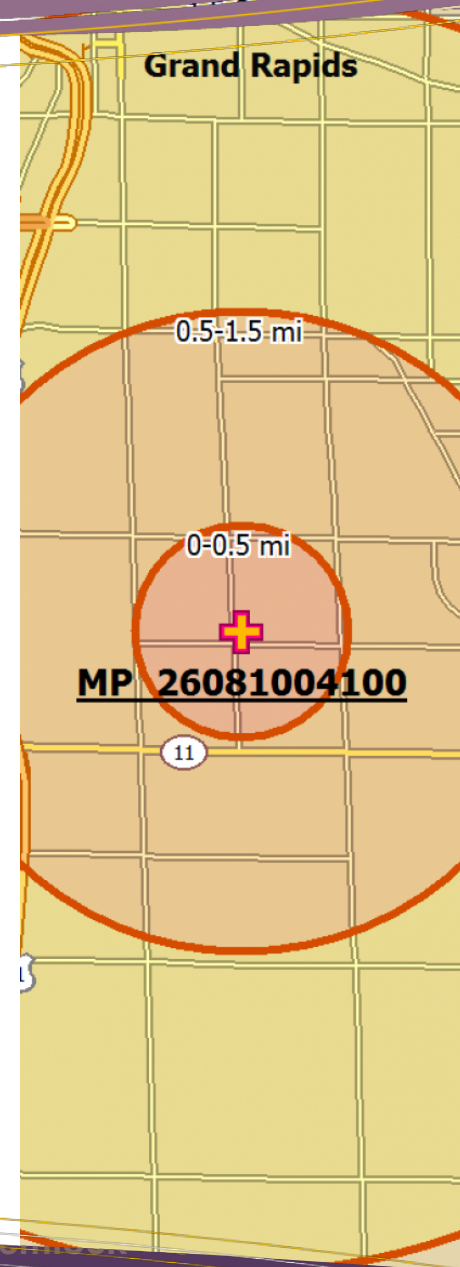


## Your MissionSite and the Missional Suite

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
- 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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