# MissionSite

## top unreached locations

**GRAND RAPIDS, MI**

**CENSUS TRACT:** 26081012703
**REGION:** Region Two
**ASSOCIATION:** Woodland
**COUNTY:** Kent
**SITESCAPE:** Suburbscape
**DENSITY PATTERN:** K

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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 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

| | Location Typography | CODE | LOCATION |
|---|---|---|---|
| 1 | Region | 26R02 | Region Two |
| 2 | Association | 26A15 | Woodland |
| 3 | County Location | 26081 | Kent |
| 4 | Zipcode | 49508 | Kent |
| 5 | Sitescape Category | 3 | Suburbscape |
| 6 | Sitescape Group | 3.3 | Medium Suburbs |
| 7 | Sitescape Subgroup | 3.33 | Large suburbs adjacent to a small city in metro area |
| 8 | Sitescape Density Pattern | K | 100000-250000-250000 |

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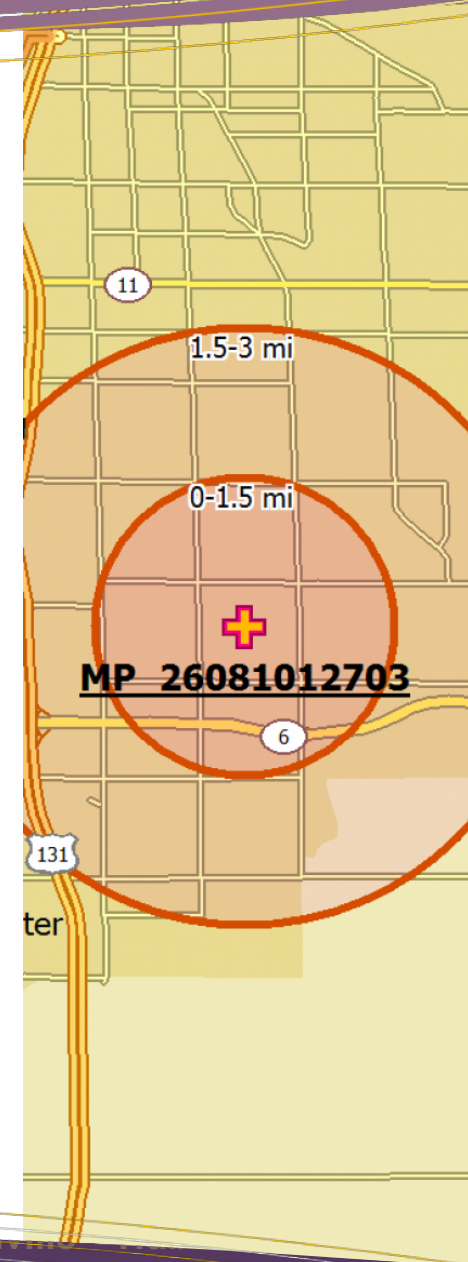
# Site Location Summary - Map of the Site Location
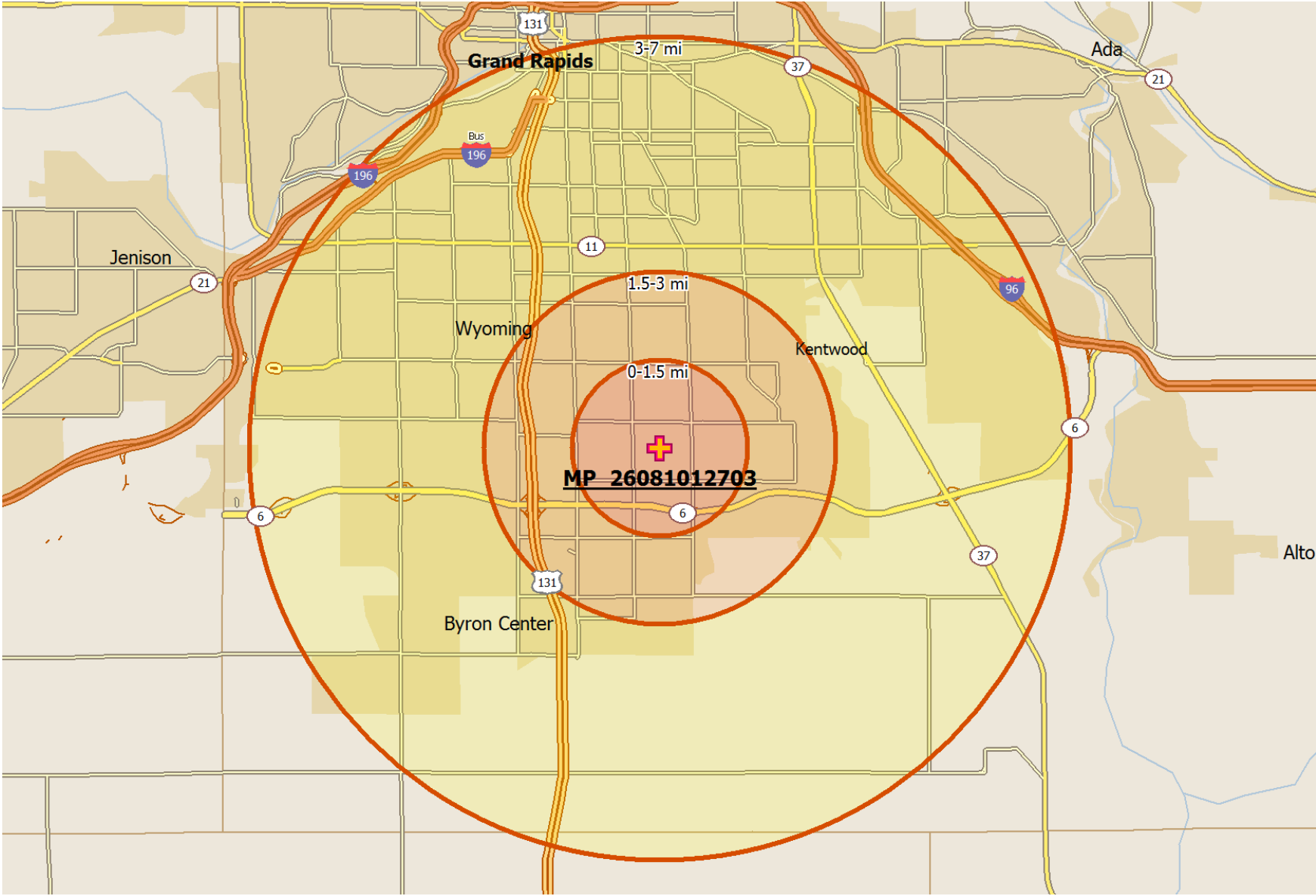
# Site Location Summary - Urbanicity

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

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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 | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| 2010 Population | 29,036 | 46,619 | 210,874 |
| 2010 Households | 11,105 | 18,173 | 77,163 |
| 2010 Group Quarters Population | 191 | 561 | 5,828 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---|---|---|---|
| Population Density National Index | 64 | 61 | 56 |
| Language Diversity National Index | 52 | 61 | 44 |
| Foreign Born Diversity National Index | 72 | 29 | 45 |
| Ancestry Diversity National Index | 78 | 55 | 85 |
| Racial Diversity National Index | 47 | 63 | 36 |

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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 | 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 |

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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 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

| SOCIAL ENVIRONMENT | 0-1.5 MI BAND | HHLDS | PERCENT |
|---|---|---|---|
| Upscale Communities | Affluent, White-collar Families | 4,637 | 41.76% |
| Mainstay Communities | Established, Diverse Households | 1,408 | 12.68% |
| Working Communities | Blue-collar, Working Families | 3,387 | 30.5% |
| Country Communities | Rural, Agri. & Mining Families | 377 | 3.39% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 896 | 8.07% |
| Urban Communities | High Density, Inner-city Neighborhoods | 399 | 3.59% |

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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.

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

| EVANGELSCAPE: SPIRITUALITY | COUNTY | 0-1.5 MILE BAND | % INDEX |
|---|---|---|---|
| Unreached Households | 156,103 | 7,696 | 4.93% |
| Unreached % | 68.84% | 69.3% | 100.67 |
| Religious But NOT Evangelical HH | 35,960 | 1,719 | 4.78% |
| Religious But NOT Evangelical % | 15.86% | 15.48% | 97.6 |
| Spiritual But NOT Relig or Evang HH | 25,704 | 1,243 | 4.84% |
| Spiritual But NOT Relig or Evang % | 11.34% | 11.2% | 98.77 |
| Not Evangelical, Not Interested HH | 94,728 | 4,740 | 5% |
| Not Evangelical, Not Interested % | 41.77% | 42.68% | 102.17 |

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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 | 33,229 | 4,287 | 12.9% |
| Active Evangelical Percent | 14.65% | 14.64% | 99.93 |
| Inactive Evangelical Households | 37,435 | 4,830 | 12.9% |
| Inactive Evangelical Percent | 16.51% | 16.50% | 99.94 |
| # New Churches Needed | 113 | 15 | 12.91% |

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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.
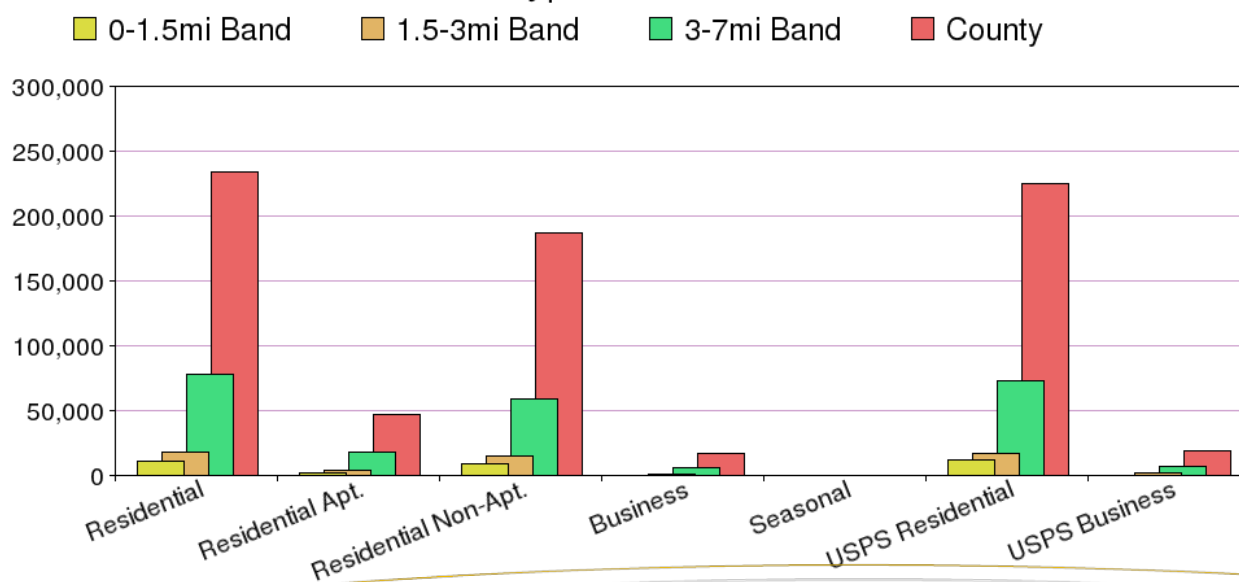
# Current Demographic Summary

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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|---|---|---|---|
| 1990 Population | 500,630 | 23,953 | 4.78% |
| 2000 Population | 574,335 | 28,244 | 4.92% |
| 2010 Population | 611,218 | 29,036 | 4.75% |

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|---|---|---|---|
| 1990 Households | 181,740 | 8,697 | 4.79% |
| 2000 Households | 212,890 | 10,788 | 5.07% |
| 2010 Households | 226,767 | 11,105 | 4.9% |



Location Types in this MissionSite

| Location Type | 0-1.5mi Band |
|---|---|
| Residential | 11,260 |
| Residential Apt. | 2,165 |
| Residential Non-Apt. | 9,095 |
| Business | 266 |
| Seasonal | 0 |
| USPS Residential | 11,669 |
| USPS Business | 309 |

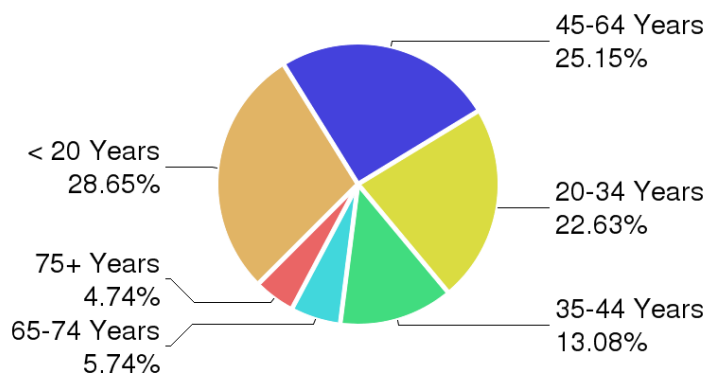Intercultural Institute
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# Current Demographic Summary

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

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



Age Group Percentages

- 45-64 Years 25.15%
- < 20 Years 28.65%
- 75+ Years 4.74%
- 65-74 Years 5.74%
- 20-34 Years 22.63%
- 35-44 Years 13.08%

| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---|---|---|---|
| 0-3 Years | 6.2% | 6.47% | 104.35 |
| 4-5 Years | 2.93% | 2.85% | 97.27 |
| 6-8 Years | 4.3% | 4.28% | 99.53 |
| 9-11 Years | 4.19% | 4.18% | 99.76 |
| 12-13 Years | 2.74% | 2.78% | 101.46 |
| 14-17 Years | 5.51% | 5.42% | 98.37 |
| 18-19 Years | 2.73% | 2.66% | 97.44 |
| 0-5 Years | 9.13% | 9.32% | 102.08 |
| 6-12 Years | 9.86% | 9.87% | 100.1 |
| 13-19 Years | 9.6% | 9.46% | 98.54 |
| < 20 Years | 28.59% | 28.65% | 100.21 |
| 20-34 Years | 21.92% | 22.63% | 103.24 |
| 35-44 Years | 13.18% | 13.08% | 99.24 |
| 45-64 Years | 24.97% | 25.15% | 100.72 |
| 65-74 Years | 5.95% | 5.74% | 96.47 |
| 75+ Years | 5.39% | 4.74% | 87.94 |
| Median Age | 35 | 36 | 103.75 |
| Median Age (Male) | 34 | 35 | 104.36 |
| Median Age (Female) | 36 | 37 | 102.61 |

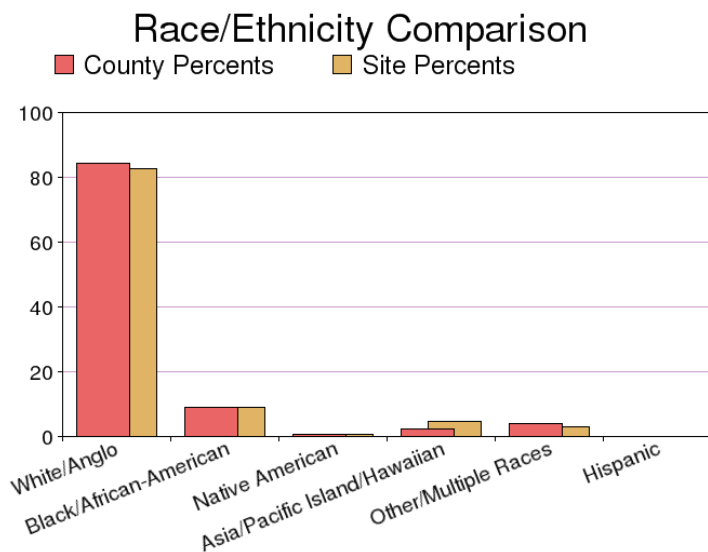Intercultural Institute for Contextual Ministry

# Current Demographic Summary

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

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

### Race/Ethnicity Comparison



| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---|---|---|---|
| Race/Ethnicity | | | |
| White, Anglo | 84.29% | 82.81% | 98.25 |
| Black, African-American | 9.06% | 8.94% | 98.65 |
| Native American | 0.54% | 0.52% | 97.14 |
| Asian | 2.15% | 4.74% | 220.71 |
| Pacific Island, Hawaiian | 0.09% | 0.07% | 74.91 |
| Other/Multiple Races | 3.88% | 2.92% | 75.28 |
| Hispanic | 0% | 6.75% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 394,650 | 18,847 | |
| Less than 9th Grade | 4.55% | 3.03% | 149.77 |
| No High School Diploma | 7.26% | 6.49% | 111.83 |
| High School Graduate | 27.19% | 29.4% | 92.48 |
| Some College, no degree | 22.42% | 22.93% | 97.79 |
| Associate Degree | 8.23% | 8.77% | 93.88 |
| College Degree | 19.84% | 20.69% | 95.86 |
| Graduate/Prof. degree | 10.51% | 8.68% | 121.13 |

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

| 2010 HOUSEHOLD ESTIMATES | COUNTY | BAND | INDEX |
|---|---|---|---|
| Household Income | | | |
| < $10,000 | 6.43% | 3.61% | 65.81 |
| $10,000 to $19,999 | 10.91% | 9.62% | 88.14 |
| $20,000 to $29,999 | 11.05% | 12.37% | 111.94 |
| $30,000 to $49,999 | 20.63% | 22.71% | 110.1 |
| $50,000 to $59,999 | 8.85% | 10.1% | 114.2 |
| $60,000 to $69,999 | 7.9% | 8.84% | 111.92 |
| $70,000 to $79,999 | 6.9% | 7.28% | 105.46 |
| $80,000 to $89,999 | 5.57% | 5.51% | 98.96 |
| $90,000 to $99,999 | 3.82% | 3.78% | 99.02 |
| $100,000 to $124,999 | 7.85% | 8.13% | 103.53 |
| $125,000 to $149,999 | 4.14% | 4.35% | 105.12 |
| $150,000 to $199,999 | 2.96% | 2.18% | 73.75 |
| $200,000 to $249,999 | 0.99% | 0.56% | 56.55 |
| $250,000 or more | 2.01% | 0.97% | 48.38 |
| Median Household | 50,931 | 53,825 | 105.68 |
| Average Household | 66,873 | 67,726 | 101.28 |
| Per Capita Household | 25,478 | 25,936 | 101.8 |
| Family/Non-Family Household Income | | | |
| Median Family Income | 63,499 | 63,347 | 99.76 |
| Average Family Income | 79,817 | 74,431 | 93.25 |
| Median Non-Family Income | 32,034 | 36,001 | 112.38 |
| Average Non-Family Income | 40,443 | 47,271 | 116.88 |

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

| 2010 HOUSEHOLD ESTIMATES | COUNTY | BAND | |
|---|---|---|---|
| Family Households | | | Index |
| % Family Households | 67.13% | 67.52% | 100.59 |
| Families with Children | 36.01% | 37.69% | 104.66 |
| Families without Children | 31.12% | 29.83% | 95.87 |
| Non-Family Households | | | |
| % Non-Family Households | 32.87% | 32.48% | 98.8 |
| Non-Families with Children | 0.16 | 0.09 | 55.64 |
| Non-Families without Children | 32.71 | 32.39 | 99.02 |
| Housing Units | | | Index |
| Total Housing Units | 245,362 | 11,780 | |
| Vacant percent | 7.58% | 5.72% | 75.5 |
| Owned percent | 66.62% | 66.83% | 100.33% |
| Rented Percent | 25.8% | 27.44% | 106.32 |
| Households by Size | | | Index |
| Avg household size | 2.64 | 2.60 | 98.48 |
| Avg family hh size | 3.31 | 3.26 | 98.49 |
| Avg non-family hh size | 1.26 | 1.22 | 96.83 |
| Households By Count of Persons | | | Percent |
| One | 61,481 | 3,032 | 4.93% |
| Two | 67,844 | 3,290 | 4.85% |
| Three or Four | 69,088 | 3,530 | 5.11% |
| Five+ | 28,354 | 1,253 | 4.42% |

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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 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

| DEMOSCAPE | COUNTY | RING | % OF CO |
|---|---|---|---|
| 1990 Population | 500,630 | 23,953 | 4.78% |
| 2000 Population | 574,335 | 28,244 | 4.92% |
| 2010 Population | 611,218 | 29,036 | 4.75% |
| 2015 Population | 625,188 | 29,260 | 4.68% |

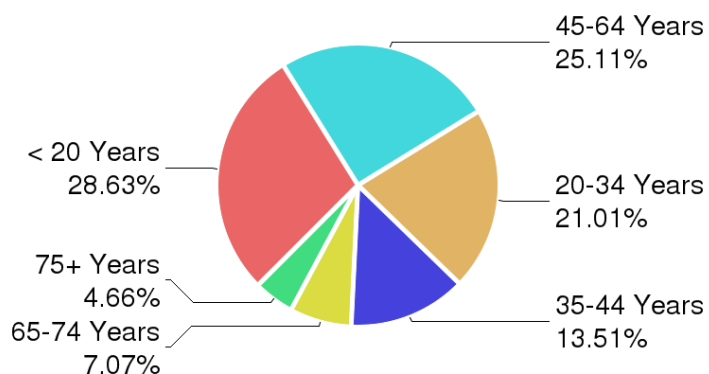| DEMOSCAPE | COUNTY | RING | % OF CO |
|---|---|---|---|
| 1990 Households | 181,740 | 8,697 | 4.79% |
| 2000 Households | 212,890 | 10,788 | 5.07% |
| 2010 Households | 226,767 | 11,105 | 4.9% |
| 2015 Households | 229,248 | 11,047 | 4.82% |



Household Change from 1985 to 2030
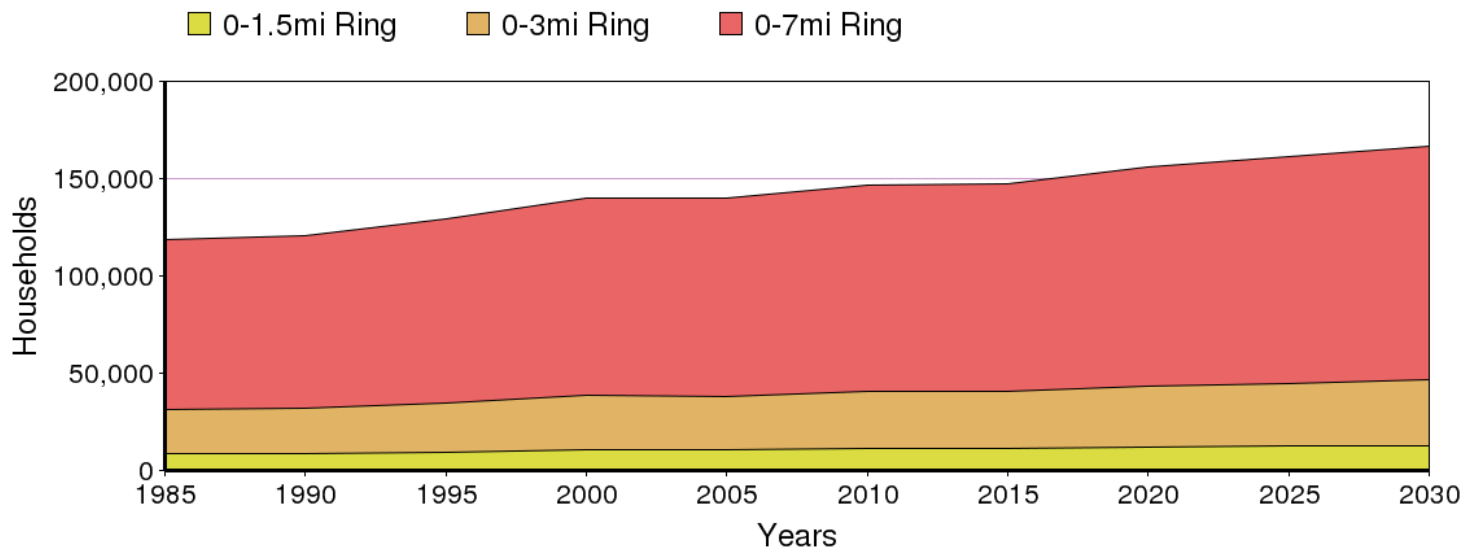
# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|---|---|---|---|
| 0-3 Years | 6.47% | 6.54% | 101.08 |
| 4-5 Years | 2.85% | 2.9% | 101.75 |
| 6-8 Years | 4.28% | 4.38% | 102.34 |
| 9-11 Years | 4.18% | 4.24% | 101.44 |
| 12-13 Years | 2.78% | 2.78% | 100 |
| 14-17 Years | 5.42% | 5.25% | 96.86 |
| 18-19 Years | 2.66% | 2.53% | 95.11 |
| 0-5 Years | 9.32% | 9.44% | 101.29 |
| 6-12 Years | 9.87% | 10.03% | 101.62 |
| 13-19 Years | 9.46% | 9.16% | 96.83 |
| < 20 Years | 28.65% | 28.63% | 99.93 |
| 20-34 Years | 22.63% | 21.01% | 92.84 |
| 35-44 Years | 13.08% | 13.51% | 103.29 |
| 45-64 Years | 25.15% | 25.11% | 99.84 |
| 65-74 Years | 5.74% | 7.07% | 123.17 |
| 75+ Years | 4.74% | 4.66% | 98.31 |
| Median Age | 35 | 37 | 106.03 |
| Median Age (Male) | 34 | 36 | 106.49 |
| Median Age (Female) | 36 | 37 | 104.96 |

Projected Age Group Percentages



45-64 Years 25.11%
< 20 Years 28.63%
20-34 Years 21.01%
75+ Years 4.66%
65-74 Years 7.07%
35-44 Years 13.51%

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.
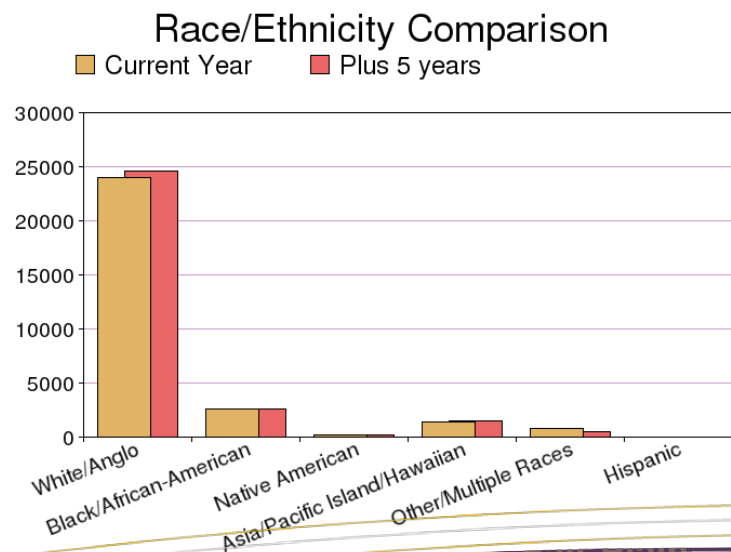
| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YRS | INDEX |
|---|---|---|---|
| Race/Ethnicity | | | |
| White, Anglo | 82.81% | 83.96% | 101.38 |
| Black, African-American | 8.94% | 8.82% | 98.66 |
| Native American | 0.52% | 0.53% | 101.85 |
| Asian | 4.74% | 4.89% | 103.35 |
| Pacific Island, Hawaiian | 0.07% | 0.07% | 104.2 |
| Other/Multiple Races | 2.92% | 1.73% | 59.17 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 18,847 | 19,048 | |
| Less than 9th Grade | 3.03% | 3.14% | 103.44 |
| No High School Diploma | 6.49% | 5.37% | 82.62 |
| High School Graduate | 29.4% | 28.88% | 98.25 |
| Some College, no degree | 22.93% | 22.63% | 98.67 |
| Associate Degree | 8.77% | 8.95% | 102 |
| College Degree | 20.69% | 21.52% | 104.02 |
| Graduate/Prof. degree | 8.68% | 9.51% | 109.66 |

## Race/Ethnicity Comparison

Current Year  Plus 5 years

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

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|---|---|---|---|
| Household Income | | | |
| < $10,000 | 3.61% | 3.61% | 100.02 |
| $10,000 to $19,999 | 9.62% | 9.79% | 101.84 |
| $20,000 to $29,999 | 12.37% | 11.84% | 95.7 |
| $30,000 to $49,999 | 22.71% | 21.72% | 95.62 |
| $50,000 to $59,999 | 10.1% | 9.56% | 94.61 |
| $60,000 to $69,999 | 8.84% | 8.43% | 95.3 |
| $70,000 to $79,999 | 7.28% | 7.27% | 98.78 |
| $80,000 to $89,999 | 5.51% | 5.8% | 102.17 |
| $90,000 to $99,999 | 3.78% | 3.89% | 102.92 |
| $100,000 to $249,999 | 8.13% | 9.01% | 110.77 |
| $125,000 to $149,999 | 4.35% | 4.85% | 111.56 |
| $150,000 to $199,999 | 2.18% | 2.47% | 113.4 |
| $200,000 to $249,999 | 0.56% | 0.62% | 110.25 |
| $250,000 or more | 0.97% | 1.03% | 106.11 |
| Median Household | 53,825 | 55,439 | 103 |
| Average Household | 67,726 | 70,315 | 103.82 |
| Per Capita Household | 25,936 | 26,582 | 102.49 |
| | | | |
| Family/Non-Family Household Income | | | |
| Median Family Income | 63,347 | 65,774 | 103.83 |
| Average Family Income | 74,431 | 77,465 | 104.08 |
| Median Non-Family Income | 36,001 | 37,268 | 103.52 |
| Average Non-Family Income | 47,271 | 49,353 | 104.4 |

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

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|---|---|---|---|
| Family Households | | | |
| % Family Households | 67.52% | 67.29% | 99.67 |
| Families with Children | 37.69 | 36.9 | 97.91 |
| Families without Children | 29.83 | 29.41 | 98.58 |
| Non-Family Households | | | |
| % Non-Family Households | 32.48% | 32.71% | 100.69 |
| Non-Families with Children | 0.09 | 0.07 | 100.69 |
| Non-Families without Children | 32.39 | 32.63 | 100.75 |
| | | | |
| Housing Units | | | |
| Total Housing Units | 11,780 | 11,722 | 99.51% |
| Vacant percent | 5.72% | 5.76% | 100.64 |
| Owned percent | 66.83% | 66.76% | 99.89 |
| Rented Percent | 27.44% | 27.48% | 100.15 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.60 | 2.63 | 101.15% |
| Avg family hh size | 3.26 | 3.35 | 102.76% |
| Avg non-family hh size | 1.22 | 1.16 | 95.08% |
| | | | |
| Households By Count of Persons | | | |
| One | 3,032 | 3,078 | 101.52% |
| Two | 3,290 | 3,117 | 94.74% |
| Three or Four | 3,530 | 3,515 | 99.58% |
| Five+ | 1,253 | 1,336 | 106.62% |

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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: | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Foreign Born Pop | 2,126 | 3,348 | 20,695 |
| Northern Europe | 21 | 76 | 288 |
| Western Europe | 181 | 420 | 1,349 |
| Southern Europe | 39 | 15 | 157 |
| Eastern Europe | 389 | 305 | 1,891 |
| Other Europe | 0 | 0 | 22 |
| Eastern Asia | 325 | 229 | 976 |
| So. Central Asia | 40 | 128 | 455 |
| SE Asia | 626 | 895 | 2,215 |
| Western Asia | 112 | 185 | 248 |
| Other Asia | 28 | 11 | 17 |

| BORN IN: | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Eastern Africa | 62 | 63 | 167 |
| Middle Africa | 0 | 0 | 11 |
| Northern Africa | 6 | 53 | 74 |
| Southern Africa | 3 | 45 | 29 |
| Western Africa | 0 | 4 | 98 |
| Other Africa | 0 | 15 | 19 |
| Oceania | 0 | 0 | 5 |
| Caribbean | 87 | 292 | 1,414 |
| Central Amer. | 88 | 396 | 10,267 |
| South America | 35 | 54 | 229 |
| North America | 84 | 162 | 764 |
| 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 | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| English only | 26,588 | 33,182 | 159,254 |
| Spanish | 758 | 1,710 | 19,427 |
| Other Indo-Euro language | 884 | 1,067 | 5,023 |
| French (incl. Patois, Cajun) | 109 | 64 | 724 |
| French Creole | 8 | 12 | 66 |
| Italian | 65 | 42 | 228 |
| Portuguese | 0 | 26 | 83 |
| German | 166 | 170 | 721 |
| Yiddish | 0 | 0 | 0 |
| Other West Germanic | 60 | 252 | 696 |
| A Scandinavian Language | 4 | 11 | 74 |
| Greek | 0 | 1 | 77 |
| Russian | 45 | 7 | 81 |
| Polish | 15 | 47 | 152 |
| Serbo-Croatian | 273 | 233 | 1,449 |
| Other Slavic Language | 21 | 7 | 15 |
| Armenian | 0 | 0 | 37 |
| Persian | 13 | 47 | 30 |
| Gujarathi | 0 | 0 | 64 |
| Hindi | 0 | 1 | 120 |
| Urdu | 11 | 20 | 25 |

| SPOKEN AT HOME | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Other Indo-Euro | 84 | 73 | 322 |
| Asian/PI languages | 0 | 0 | 0 |
| Chinese | 106 | 166 | 443 |
| Japanese | 18 | 19 | 176 |
| Korean | 197 | 125 | 385 |
| Mon-Khmer, Cambodian | 0 | 0 | 0 |
| Miao, Hmong | 0 | 0 | 78 |
| Thai | 5 | 6 | 68 |
| Laotian | 0 | 12 | 0 |
| Vietnamese | 653 | 743 | 1,919 |
| Other Asian | 10 | 45 | 216 |
| Tagalog | 24 | 78 | 151 |
| Other Pacific Is | 0 | 0 | 27 |
| Other languages | 210 | 299 | 753 |
| Navajo | 0 | 0 | 0 |
| Other Native N. American | 0 | 7 | 36 |
| Hungarian | 7 | 20 | 53 |
| Arabic | 170 | 224 | 342 |
| Hebrew | 0 | 0 | 6 |
| African languages | 33 | 48 | 271 |
| Other unspecified | 0 | 0 | 45 |

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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 | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Reporting ancestry | 26,048 | 33,730 | 171,281 |
| Arab | 312 | 332 | 1,234 |
| Armenian | 0 | 0 | 119 |
| Austrian | 13 | 29 | 153 |
| British | 84 | 93 | 503 |
| Canadian | 65 | 82 | 301 |
| Croatian | 0 | 4 | 279 |
| Czech | 25 | 26 | 265 |
| Czechoslovak | 52 | 36 | 124 |
| Danish | 135 | 123 | 654 |
| Dutch | 4,952 | 8,299 | 36,399 |
| English | 2,048 | 2,399 | 9,937 |
| European | 263 | 218 | 1,300 |
| Finnish | 100 | 47 | 394 |
| French (not Basque) | 762 | 892 | 2,859 |
| French Canadian | 256 | 418 | 836 |
| German | 3,650 | 4,410 | 18,832 |
| Greek | 56 | 70 | 405 |
| Hungarian | 67 | 63 | 478 |
| Iranian | 29 | 55 | 65 |

| ANCESTRY | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Irish | 1,852 | 2,051 | 9,769 |
| Italian | 826 | 899 | 3,634 |
| Lithuanian | 33 | 90 | 451 |
| Norwegian | 307 | 279 | 928 |
| Polish | 1,504 | 1,732 | 7,086 |
| Portuguese | 7 | 4 | 113 |
| Romanian | 37 | 35 | 167 |
| Russian | 67 | 64 | 407 |
| Scandinavian | 9 | 23 | 172 |
| Scotch-Irish | 215 | 313 | 1,470 |
| Scottish | 250 | 352 | 1,684 |
| Slovak | 38 | 14 | 38 |
| Subsaharan African | 201 | 223 | 1,649 |
| Swedish | 450 | 505 | 2,071 |
| Swiss | 37 | 21 | 242 |
| Ukrainian | 50 | 35 | 242 |
| US/American | 1,934 | 1,618 | 7,596 |
| Welsh | 45 | 62 | 377 |
| West Indian | 0 | 37 | 322 |
| Yugoslavian | 309 | 251 | 1,475 |
| Other | 5,008 | 7,526 | 56,247 |

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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?

# 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.
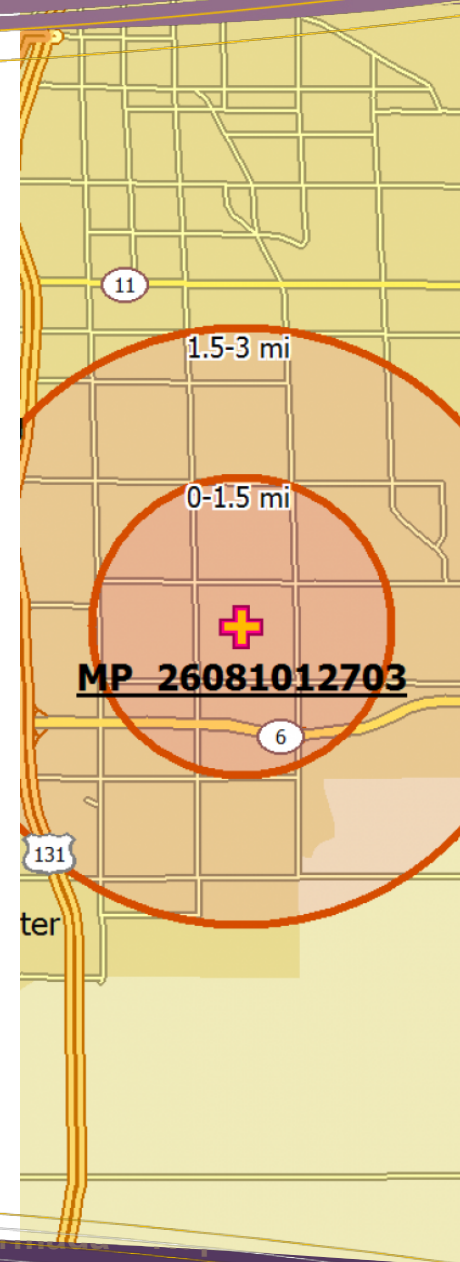
# Unreached Households by Lifestyle Segment

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

| 2010 MOSAIC HHIds | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|---|---|---|---|---|
| Total | 11,105 | 100% | 7,697 | 100% |
| AFFLUENT SUBURBIA | 1,549 | 13.95% | 1,079 | 14.02% |
| America's Wealthiest | 0 | 0% | 0 | 0% |
| Dream Weavers | 188 | 1.69% | 135 | 1.75% |
| White Collar Suburbia | 29 | 0.26% | 24 | 0.31% |
| Upscale Suburbia | 0 | 0% | 0 | 0% |
| Enterprising Couples | 0 | 0% | 0 | 0% |
| Small Town Success | 1,218 | 10.97% | 843 | 10.95% |
| New Suburbia Fam. | 114 | 1.03% | 77 | 1% |
| UPSCALE AMERICA | 3,088 | 27.81% | 2,220 | 28.84% |
| Status Conscious Consumers | 26 | 0.23% | 18 | 0.23% |
| Affluent Urban Professionals | 0 | 0% | 0 | 0% |
| Urban Commuter Fam. | 1,214 | 10.93% | 815 | 10.59% |
| Solid Suburban Mix | 35 | 0.32% | 27 | 0.35% |
| 2nd Generation Success | 79 | 0.71% | 58 | 0.75% |
| Successful Urban Sprawl | 1,734 | 15.61% | 1,302 | 16.92% |
| SM TWN SUCCESS | 1,225 | 11.03% | 800 | 10.39% |
| 2nd City Homebodies | 0 | 0% | 0 | 0% |
| Prime Middle America | 1,014 | 9.13% | 660 | 8.57% |
| Urban Optimists | 0 | 0% | 0 | 0% |
| Family Convenience | 108 | 0.97% | 69 | 0.9% |
| Mid-Market Enterprise | 103 | 0.93% | 71 | 0.92% |

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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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|---|---|---|---|---|
| Total | 11,105 | 100% | 7,697 | 100% |
| BLUE COLLAR BACKBONE | 269 | 2.42% | 181 | 2.35% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 11 | 0.1% | 7 | 0.09% |
| Lower Income Essentials | 53 | 0.48% | 36 | 0.47% |
| Small Town Endeavors | 205 | 1.85% | 138 | 1.79% |
| AMER. DIVERSITY | 183 | 1.65% | 122 | 1.59% |
| Ethnic Urban Mix | 0 | 0% | 0 | 0% |
| Urban Blues | 40 | 0.36% | 26 | 0.34% |
| Professional Urbanites | 0 | 0% | 0 | 0% |
| Urban Advancement | 140 | 1.26% | 94 | 1.22% |
| Amer. Great Outdoors | 3 | 0.03% | 2 | 0.03% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 3,118 | 28.08% | 2,138 | 27.78% |
| Steadfast Conservative | 2,656 | 23.92% | 1,820 | 23.65% |
| Moderate Conventionalists | 157 | 1.41% | 105 | 1.36% |
| Southern Blues | 41 | 0.37% | 29 | 0.38% |
| Urban Grit | 0 | 0% | 0 | 0% |
| Grass-Roots Living | 264 | 2.38% | 184 | 2.39% |

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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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|---|---|---|---|---|
| Total | 11,105 | 100% | 7,697 | 100% |
| REMOTE AMERICA | 304 | 2.74% | 178 | 2.31% |
| Hardy Rural Fam. | 0 | 0% | 0 | 0% |
| Rural Southern Living | 304 | 2.74% | 178 | 2.31% |
| Coal & Crops | 0 | 0% | 0 | 0% |
| Native America | 0 | 0% | 0 | 0% |
| ASPIRING CONTEMP'S | 896 | 8.07% | 657 | 8.54% |
| Young Cosmopolitans | 172 | 1.55% | 135 | 1.75% |
| Minority Metro Communities | 23 | 0.21% | 17 | 0.22% |
| Stable Careers | 669 | 6.02% | 483 | 6.28% |
| Aspiring Hispania | 32 | 0.29% | 22 | 0.29% |
| RURAL VILLAGES & FARMS | 73 | 0.66% | 44 | 0.57% |
| Industrious Country Living | 0 | 0% | 0 | 0% |
| America's Farmland | 0 | 0% | 0 | 0% |
| Comfy Country Living | 49 | 0.44% | 30 | 0.39% |
| Small Town Connections | 24 | 0.22% | 14 | 0.18% |
| Hinterland Fam. | 0 | 0% | 0 | 0% |

# Unreached Households by Lifestyle Segment

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

| 2010 MOSAIC HHIds | 0-1.5 HH & Percent | | Unreached HH & Percent | |
| --- | --- | --- | --- | --- |
| Total | 11,105 | 100% | 7,697 | 100% |
| STRUGGLING SOCIETIES | 112 | 1.01% | 78 | 1.01% |
| Rugged Southern Style | 0 | 0% | 0 | 0% |
| Latino Nuevo | 0 | 0% | 0 | 0% |
| Struggling city Centers | 104 | 0.94% | 71 | 0.92% |
| College Town Communities | 8 | 0.07% | 7 | 0.09% |
| New Beginnings | 0 | 0% | 0 | 0% |
| URBAN ESSENCE | 287 | 2.58% | 200 | 2.6% |
| Unattached Multicultures | 0 | 0% | 0 | 0% |
| Academic Necessities | 59 | 0.53% | 36 | 0.47% |
| Af. Amer. Neighborhoods | 0 | 0% | 0 | 0% |
| Urban Diversity | 224 | 2.02% | 161 | 2.09% |
| New Generation Activists | 4 | 0.04% | 3 | 0.04% |
| 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 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 14-18 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 19-23. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 30-33. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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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).
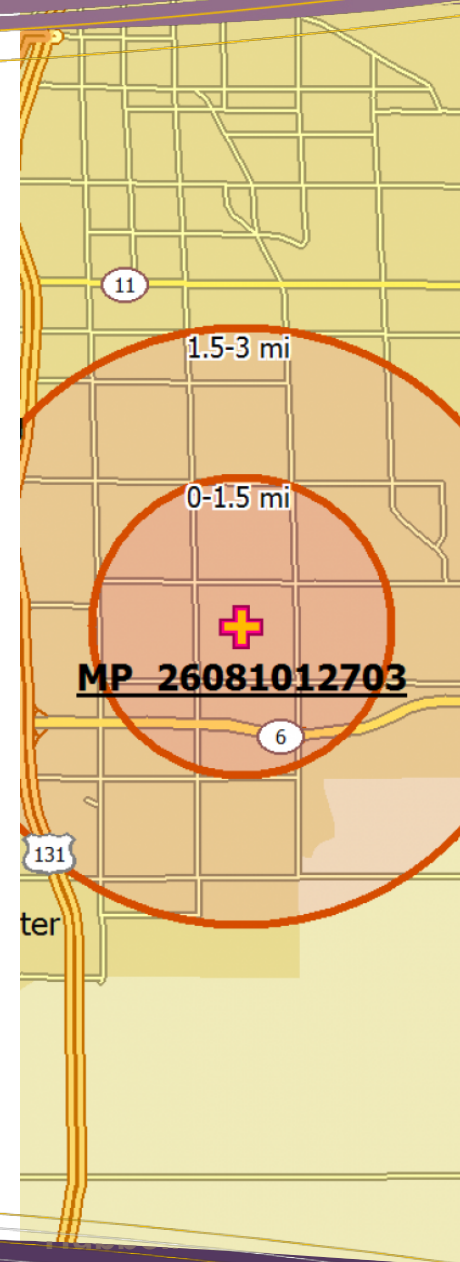
# Potential Cultural Bridges

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

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| PC-HH Own | 81% | 80% | 78% |
| Use Comp. for Internet/E-mail | 66% | 65% | 62% |
| Internet Use: E-Mail | 55% | 54% | 51% |
| Use Comp. for Word Processing | 46% | 44% | 41% |
| Use Comp. for Comp. Games | 45% | 43% | 40% |
| Use Comp. for Shopping | 41% | 40% | 37% |
| Use Comp. for Digital Camera Photo Editing | 38% | 36% | 34% |
| Use Comp. for Banking | 38% | 37% | 34% |
| Use Comp. for Education | 37% | 36% | 34% |
| HH Owns DVD Player | 33% | 32% | 30% |

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Internet Use: Banking | 30% | 30% | 27% |
| Internet Use: News/ Weather | 30% | 30% | 29% |
| Use Comp. for News/Info./Data Service | 27% | 26% | 25% |
| PC-Network-HH Has One | 22% | 21% | 20% |
| Use Comp. for Personal Financial Mngmnt | 15% | 15% | 15% |
| Use Comp. for Accounting | 15% | 15% | 14% |
| Internet Use: Shopping: Gathered Info. for Shopping | 14% | 14% | 14% |
| Internet Use: Shopping:  Made A Purchase | 14% | 13% | 12% |
| Internet Use: Research/ Education | 13% | 13% | 13% |
| Use Comp. for Filing/DB Mngmnt | 13% | 12% | 13% |

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
| --- | --- | --- | --- |
| Listening To Music | 69% | 69% | 68% |
| Dining Out (Not Fast Food) | 63% | 61% | 58% |
| Reading Books | 56% | 56% | 55% |
| Card Games | 44% | 43% | 41% |
| Go To A Beach/Lake | 41% | 40% | 38% |
| Cooking for Fun | 37% | 38% | 36% |
| Board Games | 36% | 35% | 33% |
| Gardening | 36% | 34% | 33% |
| Visit Zoo | 23% | 21% | 20% |
| Visit Museum | 22% | 22% | 21% |

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
| --- | --- | --- | --- |
| Any Ailment | 68% | 68% | 66% |
| Gen./Fam. Practitioner | 43% | 42% | 40% |
| Dentist | 29% | 29% | 29% |
| Eye Dr. | 22% | 22% | 21% |
| Backache | 21% | 21% | 21% |
| None Of These | 20% | 20% | 21% |
| Hypertension/High Blood Pressure | 18% | 18% | 19% |
| High Cholesterol | 18% | 18% | 18% |
| Any Arthritis | 14% | 14% | 14% |
| Overweight (30 Pounds Or More) | 14% | 14% | 13% |

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Concert | 31.47% | 30.52% | 29.75% |
| Live Theater | 22.3% | 21.45% | 21.52% |
| Rock/Pop Concerts Most Often | 18.78% | 17.84% | 17% |
| Live Theater Most Often | 18.49% | 17.72% | 17.51% |
| Comedy Club | 10.78% | 10.29% | 10.11% |
| Dance Performance | 9.03% | 8.55% | 9.14% |
| Movies: Comedy | 41.68% | 40.25% | 40.66% |
| Movies: Action/Adventure | 39.77% | 39.04% | 38.87% |
| Movies: Fam. | 20.93% | 20.13% | 20.53% |

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Movies: Romantic Comedy | 20.82% | 20.16% | 20.86% |
| Movies: Drama | 20.7% | 20.49% | 20.96% |
| Movies: Mystery | 16.27% | 16.41% | 16.86% |
| MLB Baseball Reg. Season | 9.95% | 9.18% | 8.65% |
| NFL Football Reg. Season | 8.71% | 7.93% | 7.38% |
| College Football Reg. Season | 8.14% | 7.12% | 6.76% |
| College Basketball Reg. Season | 5.21% | 4.45% | 4.52% |
| NBA Basketball Reg. Season | 5.14% | 4.5% | 4.29% |
| NHL Hockey Reg. Season | 3.72% | 3.5% | 3.43% |

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Walking for Exercise | 42.77% | 41.92% | 41.47% |
| Swimming | 37.39% | 36.42% | 33.96% |
| Bowling | 22.45% | 22.23% | 21.58% |
| Billiards/Pool | 21.09% | 20.45% | 19.86% |
| Weight Training | 18.74% | 17.66% | 17.08% |
| Freshwater Fishing | 17.39% | 17.64% | 15.93% |
| Camping Trips | 16.78% | 16.59% | 14.79% |
| Jogging/Running | 15.82% | 15.43% | 15.93% |
| Golf | 15.68% | 14.6% | 14.22% |
| Using Cardio Machine | 15.57% | 15.41% | 15.01% |
| Mountain/Road Biking | 14.38% | 14.01% | 13.1% |
| Basketball | 14.33% | 14.31% | 15.08% |
| Stationary Cycling | 13.14% | 12.64% | 12.4% |
| Backpacking/Hiking | 12.22% | 11.54% | 10.47% |

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Baseball | 11.71% | 11.04% | 11.07% |
| Aerobics | 10.42% | 9.79% | 10.29% |
| Football | 9.8% | 9.57% | 9.94% |
| Target Shooting | 9.16% | 9.18% | 8.32% |
| Power Boating | 8.63% | 8.2% | 7.83% |
| Volleyball | 8.45% | 8.13% | 8.71% |
| Softball | 8.41% | 7.89% | 7.82% |
| Hunting | 8.38% | 8.59% | 7.94% |
| Canoeing/Kayaking | 8.22% | 7.65% | 7.1% |
| Saltwater Fishing | 7.92% | 7.55% | 7.18% |
| Tennis | 7.91% | 7.53% | 7.57% |
| Yoga | 7.63% | 7.74% | 7.65% |
| Motorcycling | 7.55% | 6.87% | 6.22% |
| Soccer | 7.53% | 7.61% | 7.91% |

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Horseback Riding | 6.04% | 5.79% | 5.37% |
| Jet Skiing | 6.04% | 5.09% | 4.83% |
| Snorkeling | 5.65% | 5.05% | 5.01% |
| Roller Skating | 5.54% | 5.53% | 5.57% |
| Ice Skating | 5.37% | 5.03% | 5.26% |
| Water Skiing | 4.91% | 4.51% | 4.4% |
| Downhill & X-Country Skiing | 4.9% | 5.01% | 4.95% |
| Fly Fishing | 4.44% | 4.36% | 4.09% |
| Archery | 4.39% | 4.36% | 4.04% |
| Rock Climbing | 4.37% | 4.1% | 3.84% |

| BRIDGES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Hockey | 4.04% | 3.62% | 3.68% |
| Snowmobiling | 3.97% | 3.53% | 3.48% |
| Martial Arts | 3.86% | 3.73% | 3.62% |
| Racquetball | 3.83% | 3.63% | 3.79% |
| Snowboarding | 3.77% | 3.68% | 3.54% |
| Auto Racing | 3.73% | 3.31% | 3.1% |
| Sailing | 3.58% | 3.26% | 3.25% |
| Skateboarding | 3.06% | 2.95% | 3.05% |
| Rowing | 2.98% | 2.91% | 2.76% |
| Surfing & Windsurfing | 2.7% | 2.64% | 2.61% |

# 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.
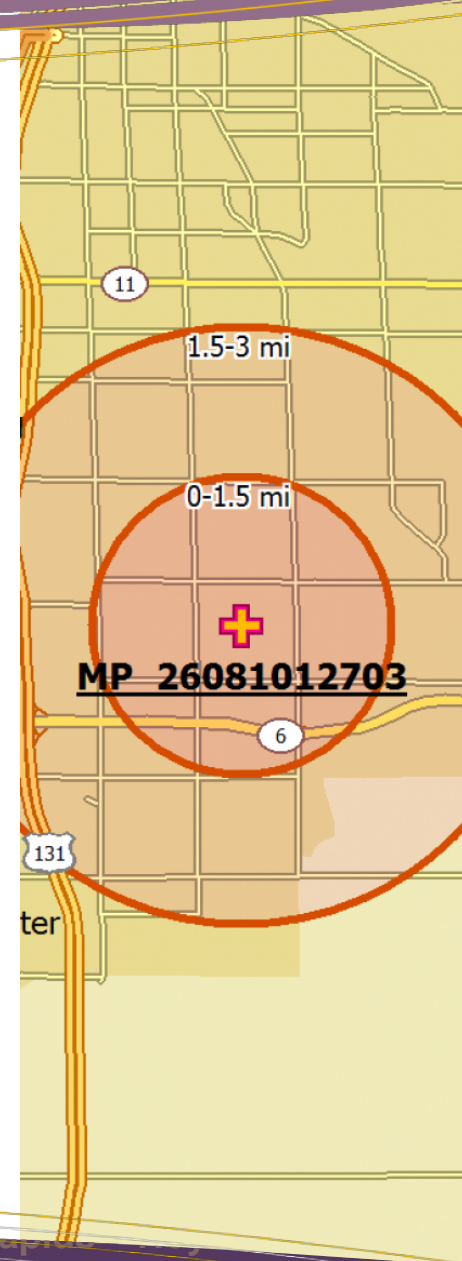
# Potential Cultural Barriers -- Introduction (part 2)

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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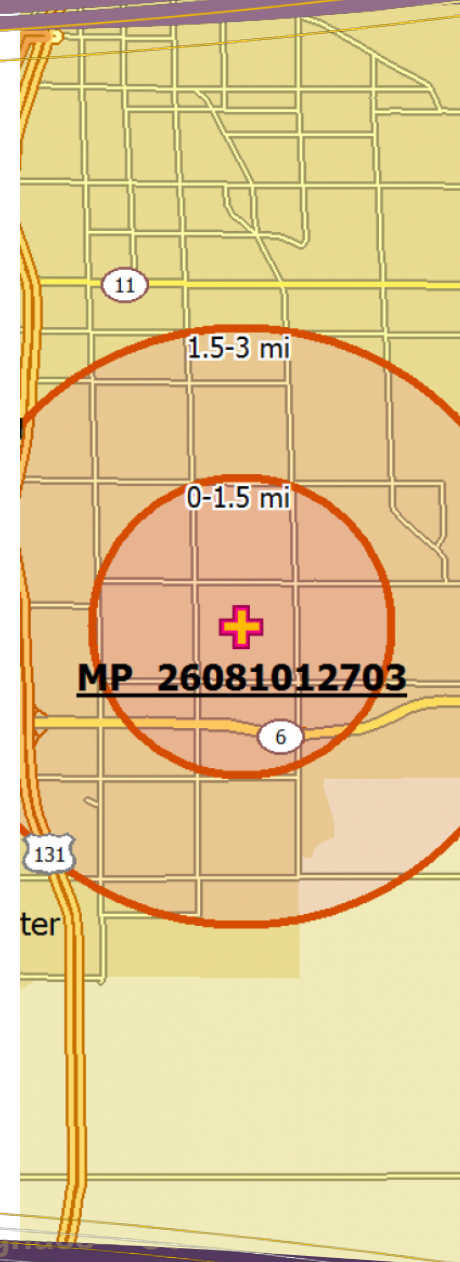
# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
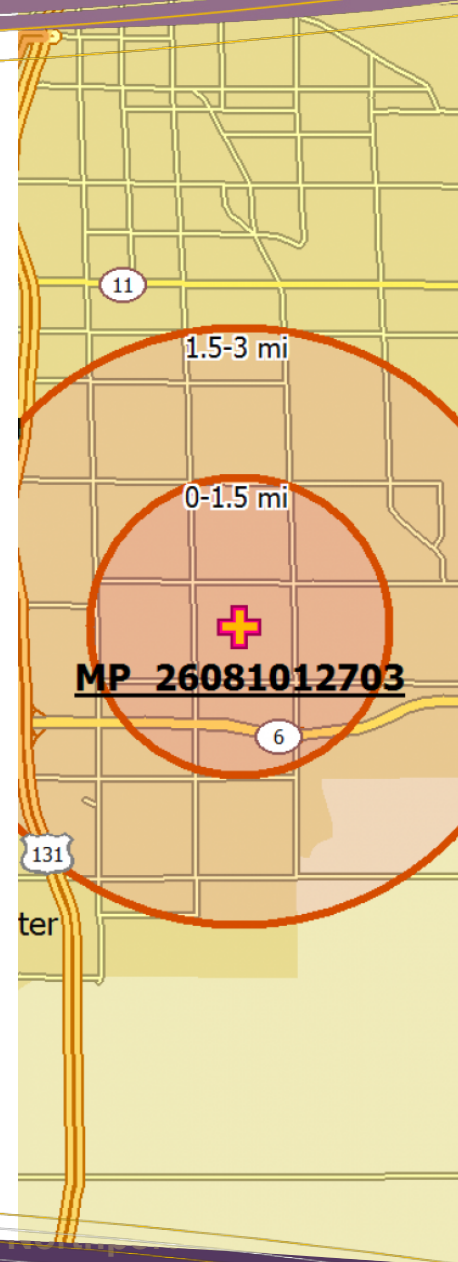
| BARRIERS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Important Continue Learning New Things | 48% | 49% | 49% |
| Find It Difficult To Say No To My Kids | 39% | 38% | 38% |
| Prefer To Have Few Possessions As Possible | 36% | 36% | 36% |
| Speak My Mind Even If It Upsets People | 34% | 34% | 35% |
| Woman's Place Is In The Home | 33% | 34% | 34% |
| Like Control Over People And Resources | 31% | 32% | 33% |
| Like To Do Unconventional Things | 29% | 29% | 28% |
| If Won Lottery Would Never Work Again | 28% | 28% | 28% |
| Don't Judge People/Way They Live Life | 28% | 28% | 29% |
| Friends More Important Than My Fam. | 26% | 26% | 26% |
| Money Is Best Measure Of Success | 25% | 26% | 25% |
| Too Much Sponsorship In Arts/Sports | 20% | 21% | 23% |

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

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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.
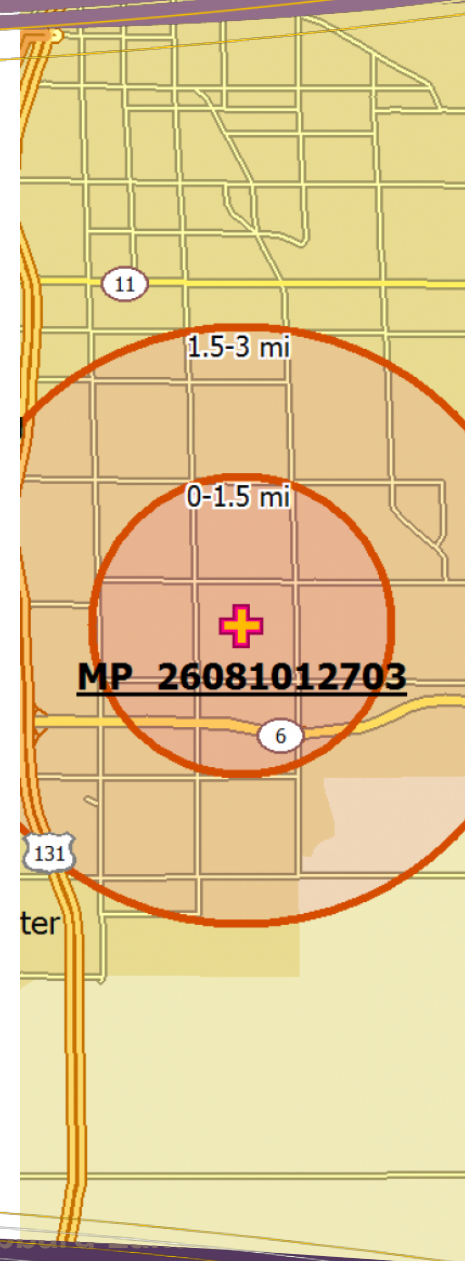
# Potential Cultural Themes:

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

| THEMES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Important To Respect Customs And Beliefs | 66% | 65% | 63% |
| You Should Seize Opportunities In Life | 56% | 57% | 57% |
| Like To Understand About Nature | 37% | 38% | 38% |
| Prefer To Have Few Possessions As Possible | 36% | 36% | 36% |
| Important Feel Respected By My Peers | 33% | 33% | 33% |
| Prefer Work Part Of Team Than Alone | 32% | 33% | 33% |
| Important To Juggle Various Tasks | 28% | 29% | 30% |
| Good At Fixing Things | 26% | 27% | 28% |
| Have Keen Sense Of Adventure | 25% | 26% | 26% |
| People Have To Take Me As They Find Me | 24% | 23% | 24% |
| Like To Just Enjoy Life | 23% | 23% | 23% |
| Worried About Pollution Caused By Cars | 20% | 20% | 20% |

| THEMES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Consider Myself Interested In The Arts | 18% | 18% | 19% |
| Real Men Don't Cry | 15% | 16% | 17% |
| Is An Important Part Of Who I Am | 15% | 15% | 15% |
| Looking for New Ideas To Improve Home | 15% | 15% | 16% |
| Try Not To Worry About The Future | 13% | 13% | 15% |
| Enjoy Spending Time With My Fam. | 12% | 12% | 13% |
| Provide My Kids With The Little Extras | 9% | 10% | 12% |
| Children Should Be Allowed To Express Themselves | 6% | 6% | 6% |
| Feel Very Alone In The World | 5% | 5% | 6% |
| Like Spending Most Time With Fam. | 5% | 5% | 5% |
| Decor Particular Interest To Me | 3% | 4% | 4% |
| Would Like To Set Up Own Business | 3% | 3% | 4% |

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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.

# Potential Shared Places:

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

| PLACE | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Fast Food/Drive-In Restaurant-Visit Any | 85.86% | 85.7% | 85.3% |
| Fam. Restaurants/Steak Houses-Visit Any | 84.77% | 83.9% | 81.88% |
| McDonald's | 57.07% | 56.88% | 56.28% |
| Burger King | 38.69% | 38.62% | 38.06% |
| Subway | 32.85% | 32.26% | 31.12% |
| Taco Bell | 32.61% | 31.34% | 29.49% |
| Applebee's | 32.56% | 31.97% | 30.28% |
| Wendy's | 32.07% | 30.99% | 30.64% |
| Kentucky Fried Chicken (KFC) | 28.5% | 27.49% | 28.15% |
| Arby's | 25.61% | 24.17% | 22.62% |
| Olive Garden | 23.28% | 22.23% | 21.25% |
| Pizza Hut | 22.73% | 21.94% | 22.02% |

| PLACE | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Dairy Queen | 18.84% | 18.25% | 17.35% |
| Outback Steakhouse | 16.68% | 16.05% | 15.28% |
| Cracker Barrel | 16.29% | 15.51% | 14.01% |
| Red Lobster | 16.26% | 16.27% | 16.57% |
| Chili's Grill and Bar | 16.17% | 14.86% | 14.35% |
| IHOP (International House Of Pancakes) | 14.93% | 14.72% | 14.57% |
| Sonic | 14.39% | 14.07% | 13.05% |
| Chick-Fil-A | 14.24% | 13.96% | 13.66% |
| Domino's Pizza | 13.78% | 13.99% | 14.76% |
| Starbucks | 13.56% | 13.24% | 13.63% |
| Denny's | 13.06% | 13.05% | 13.27% |
| TGI Friday's | 12.47% | 12.38% | 12.77% |

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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!
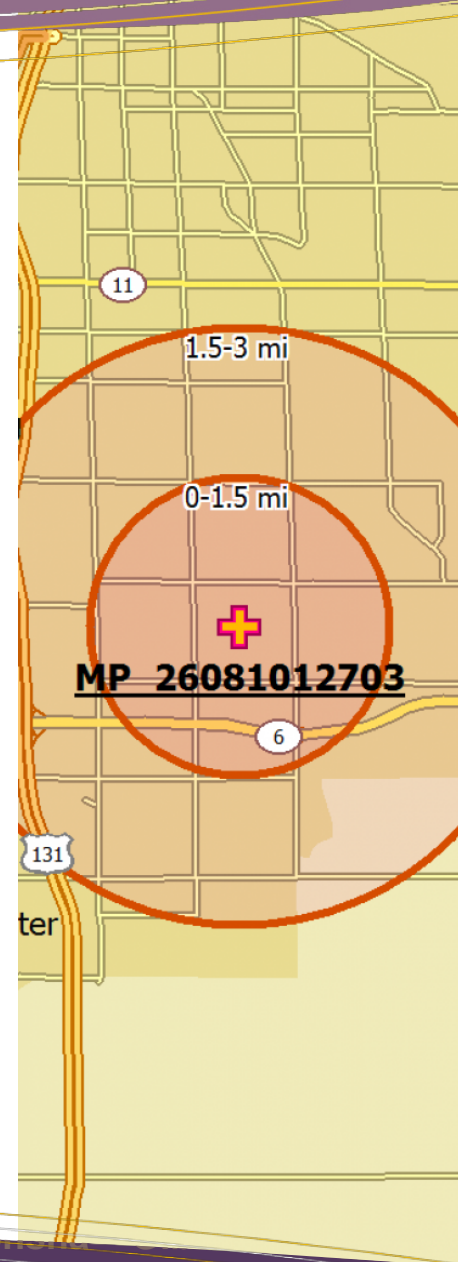
# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
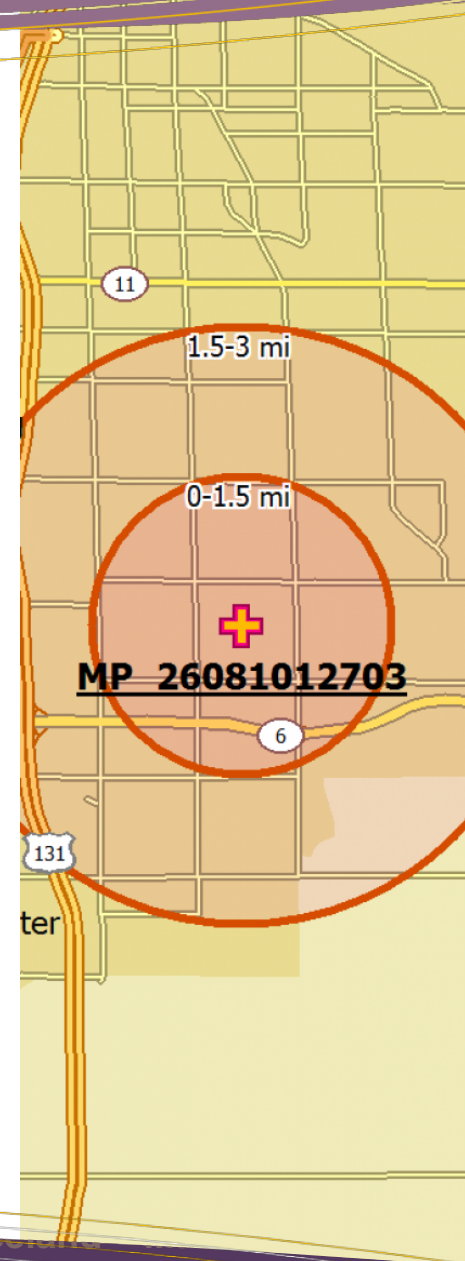
| PROJECTS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Voted in fed/state/local election | 49.78% | 48.55% | 47.48% |
| Recycled products | 39.38% | 38.13% | 36.84% |
| Worked as volunteer (non political) | 18.61% | 17.98% | 17.35% |
| Engaged in fund raising | 11.68% | 11.35% | 11.37% |
| Religious club member | 7.52% | 7.37% | 7.51% |
| Wrote to elected offcl about publ bus | 6.69% | 6.43% | 6.21% |

| PROJECTS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Wrote to editor of mag or newspaper | 6.36% | 6.24% | 6.1% |
| Union member | 5.78% | 5.54% | 5.26% |
| Charitable Organization | 5.42% | 5.42% | 5.42% |
| Took active part in local civic issue | 5.39% | 5.21% | 5.21% |
| Addressed a public meeting | 5.01% | 4.94% | 4.78% |
| Fraternal order member | 4.79% | 4.75% | 4.55% |

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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.

# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BOOKS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Novel | 18.94% | 18.46% | 17.92% |
| Children's Books | 14.02% | 13.44% | 13.39% |
| Mystery | 13.11% | 12.95% | 12.17% |
| Cookbooks | 11.35% | 11.4% | 10.81% |
| Religious (not Bibles) | 8.63% | 8.7% | 8.7% |
| History | 7.69% | 7.69% | 7.48% |
| Personal/Business Self-help | 7.41% | 7.26% | 7.28% |
| Romance | 7.24% | 6.96% | 6.82% |
| Biography | 6.87% | 6.87% | 6.89% |

| MAGAZINES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Newspaper Distributed | 70.46% | 70.17% | 69.2% |
| Gen. Editorial | 45.82% | 46.35% | 47.22% |
| Womens | 41.17% | 41.34% | 42.13% |
| Service | 37.06% | 36.15% | 34.75% |
| Mens | 19.24% | 19.68% | 19.64% |
| Business/Finance | 17.55% | 17.71% | 18.57% |
| Sports | 16.23% | 16.29% | 16.14% |
| Parenthood | 13.85% | 13.51% | 13.81% |
| Automotive | 13.85% | 14.06% | 13.45% |

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| NEWSPAPERS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Gen. News | 57.95% | 56.76% | 54.85% |
| Classified | 34.09% | 33.61% | 32.34% |
| Sport | 33.51% | 33.25% | 32.53% |
| Editorial Page | 32.2% | 31.42% | 29.76% |
| Business/Finance | 31.16% | 30.59% | 29.89% |
| Comics | 29.25% | 28.71% | 27.15% |
| Movie Listings & Reviews | 27.38% | 27.21% | 26.53% |
| Food/Cooking | 26.6% | 25.85% | 24.88% |
| TV/Radio Listings | 24.75% | 24.44% | 23.61% |
| Home/Gardening | 22.84% | 22.11% | 21.4% |
| Travel | 21.08% | 20.49% | 20.18% |
| Science/Technology | 19.27% | 18.56% | 18% |
| Fashion | 14.11% | 14.09% | 14.39% |

| RADIO | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Country | 22.83% | 22.09% | 18.83% |
| Adult Contemporary | 20.61% | 20.04% | 18.32% |
| CHR Contemp Hit Radio | 18.89% | 19.43% | 19.5% |
| Rock | 15.13% | 14.72% | 13.05% |
| News/Talk | 14.73% | 13.89% | 12.99% |
| Oldies | 12.14% | 11.74% | 11.53% |
| Classic Rock | 12.05% | 11.63% | 10.31% |
| Alternative | 11.84% | 11.23% | 10.38% |
| Urban Contemporary | 9.57% | 10.8% | 15.42% |
| Variety | 8.19% | 8.09% | 9.21% |
| Soft Contemporary | 7.35% | 7.04% | 6.72% |
| Religious | 6.47% | 6.49% | 6.39% |
| Classic Hits | 5.65% | 5.22% | 4.44% |
| All News | 4.96% | 5.08% | 5.68% |
| Sports | 4.55% | 4.38% | 4.34% |
| All Talk | 4.5% | 4.61% | 4.57% |
| Classical | 3.92% | 3.85% | 3.8% |
| Jazz | 3.5% | 3.98% | 5.34% |

# Potential Multimedia Content:

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

| MULTIMEDIA: TV | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Fox News Channel | 66.28% | 64.72% | 64.23% |
| Satellite Dish | 54.76% | 53.17% | 53.67% |
| Soapnet | 53.09% | 51.93% | 51.8% |
| Other Video-On-Demand | 39.76% | 39.71% | 41.6% |
| Sci-Fi Channel | 38.65% | 37.42% | 37.01% |
| MSNBC | 35.24% | 34.56% | 34.3% |
| Comedy Central | 34.85% | 34.19% | 33.25% |
| Adult Pay Per View TV | 31.85% | 31.67% | 32.7% |
| Adult Swim | 30.54% | 28.99% | 27.43% |
| Nickelodeon | 30.51% | 29.68% | 28.83% |
| TV Info From Sunday TV Magazine | 30.15% | 29.43% | 29.38% |
| TV Info From Newspapers | 28.37% | 27.18% | 26.83% |

| MULTIMEDIA: TV | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Hallmark Channel | 27.89% | 26.33% | 26.24% |
| Subscribe Digital Cable | 27.5% | 26.73% | 28.88% |
| Nick At Nite | 27.3% | 26.34% | 25.82% |
| TCM (Turner Classic Movies) | 26.98% | 26.23% | 25.78% |
| ABC Fam. | 26.38% | 26.19% | 26.51% |
| The Golf Channel | 26.21% | 25.07% | 24.68% |
| TV Info From Monthly Cable Guide | 26.08% | 24.78% | 24.13% |
| USA Network | 25.85% | 25.05% | 24.8% |
| BET (Black Entertainment TV) | 25.57% | 24.93% | 25.09% |
| ESPN2 | 24.01% | 23.46% | 23.32% |
| Video-On-Demand Movies | 23.87% | 22.05% | 22.42% |
| ESPN Classic | 23.67% | 23.03% | 22.51% |

# Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.
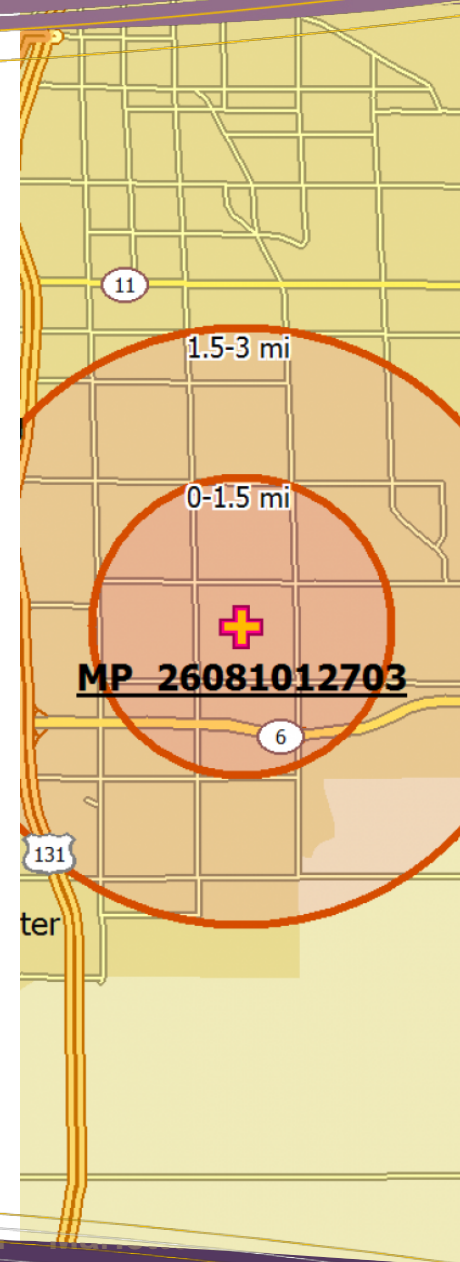
# Potential Print Media Usage:

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

| MEDIUM | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Book Readers | | | |
| Heavy Users (7+) | 21.78% | 21.34% | 20.62% |
| Medium Users (4-6) | 11.45% | 11.42% | 11.08% |
| Light Users (1-3) | 21.06% | 20.88% | 20.64% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 1.85% | 2.17% | 1.76% |
| Newspaper II | 1.58% | 1.7% | 1.59% |
| Newspaper III | 1.88% | 1.9% | 1.93% |
| Newspaper IV | 0.59% | 0.64% | 0.58% |
| Newspaper V (Light) | 1.06% | 1.01% | 0.99% |

| MEDIUM | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Quintiles (20%) | | | |
| Magazines I (Heavy) | 19.01% | 19.5% | 19.82% |
| Magazines II | 8.44% | 8.95% | 9% |
| Magazines III | 9.26% | 9.45% | 9.65% |
| Magazines IV | 11.01% | 11.52% | 11.86% |
| Magazines V (Light) | 0.46% | 0.52% | 0.72% |
| Outdoor I (Heavy) | 6.43% | 7.07% | 7.84% |
| Outdoor II | 2.19% | 2.49% | 3.31% |
| Outdoor III | 3.22% | 3.47% | 3.98% |
| Outdoor IV | 15.51% | 15.89% | 16.09% |
| Outdoor V (Light) | 24.7% | 24.54% | 24.37% |
| Yellow Pages I (Heavy) | 14.37% | 15% | 15.04% |
| Yellow Pages II | 5.48% | 6.04% | 6.56% |
| Yellow Pages III | 5.01% | 5.57% | 6.45% |
| Yellow Pages IV | 22.29% | 22.55% | 22.54% |
| Yellow Pages V (Light) | 3.15% | 3.36% | 3.79% |

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

| MEDIUM | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Radio Drive Time Quntiles (fifths / 20%) | | | |
| Drive Time I & II (Heavy) | 2.78% | 3.18% | 2.99% |
| Drive Time III (Medium) | 0.55% | 0.57% | 0.73% |
| Radio IV & V (Light) | 2.19% | 2.58% | 2.48% |
| Radio Media Quntiles (fifths / 20%) | | | |
| Radio I & II (Heavy) | 8.77% | 8.69% | 9.55% |
| Radio III (Medium) | 4.84% | 5.06% | 4.79% |
| Radio IV & V (Light) | 3.19% | 3.47% | 3.49% |
| Cable TV Quntiles (fifths / 20%) | | | |
| Cable I & II (Heavy) | 15.63% | 14.71% | 14.56% |
| Cable III (Medium) | 4.54% | 4.58% | 4.58% |
| Cable IV & V (Light) | 32.43% | 32.45% | 33.47% |

| MEDIUM | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| TV Prime Time Quntiles (fifths / 20%) | | | |
| Prime Time I & II (Heavy) | 3.54% | 3.77% | 3.68% |
| Prime Time III (Medium) | 2.08% | 2.02% | 1.8% |
| Prime Time IV & V (Light) | 9.06% | 9.19% | 9.21% |
| TV Early/Late Fringe Quntiles (fifths / 20%) | | | |
| Fringe I & II (Heavy) | 39.07% | 39.02% | 38.89% |
| Fringe III (Medium) | 51.97% | 51.95% | 52.12% |
| Fringe IV (Light) | 55.39% | 55.33% | 54.87% |
| TV All Day Quntiles (fifths / 20%) | | | |
| All Day I & II (Heavy) | 12.81% | 12.71% | 13.76% |
| All Day III (Medium) | 22.79% | 23.19% | 23.93% |
| All Day IV (Light) | 11.59% | 12.41% | 14.58% |

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| USAGE | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Day-time Radio Listeners | | | |
| Dayparts [summary] | 13.02% | 12.66% | 12.22% |
| 6:00am - 10:00am | 15.86% | 15.83% | 16.5% |
| 10:00am - 3:00pm | 5.51% | 5.88% | 7.38% |
| 3:00pm - 7:00pm | 13.97% | 13.59% | 14.46% |
| 7:00pm - Midnight | 13.08% | 13.17% | 13.28% |
| Midnight - 6:00am | 5.13% | 5.31% | 6.1% |
| Weekend Radio Listeners | | | |
| Dayparts [summary] | 15.53% | 15.34% | 15.24% |
| 6:00am - 10:00am | 4.34% | 4.4% | 4.08% |
| 10:00am-3:00pm | 4.99% | 5.42% | 5.84% |
| 3:00pm - 7:00pm | 7.37% | 6.92% | 7.3% |
| 7:00pm - Midnight | 9.58% | 9.27% | 9.61% |
| Midnight - 6:00am | 10.67% | 10.48% | 11.37% |

| USAGE | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 9.67% | 9.07% | 8.89% |
| Saturday: 8:00-11:00pm | 8.48% | 8.62% | 8.65% |
| Sunday: 7:00-11:00pm | 11.31% | 10.66% | 10.35% |
| 9:00am-1:00pm | 27.3% | 26.34% | 25.82% |
| 9:00am-4:00pm | 31.19% | 30.24% | 29.65% |
| 4:00pm-7:00pm | 31.58% | 30.13% | 31.04% |
| 11:00pm-1:00am | 42.61% | 41.93% | 42.48% |
| AVG Prime time Mon-Sun | 2.52% | 2.46% | 3.18% |

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| TV VIEWERS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Weekday | | | |
| 6-7am | 19.48% | 18.31% | 18.38% |
| 7-9am | 24.01% | 23.46% | 23.32% |
| 9am-12noon | 23.28% | 22.36% | 21.24% |
| 12noon-4pm | 7.91% | 7.88% | 8.41% |
| 4-6pm | 52.54% | 49.88% | 50.48% |
| 6-7pm | 19.4% | 19.05% | 18.89% |
| 7-7:30pm | 1.84% | 1.89% | 1.85% |
| 7:30-8pm | 10.54% | 10.5% | 10.8% |
| 8-11pm | 9.67% | 9.07% | 8.89% |
| 11pm-12am | 35.24% | 34.56% | 34.3% |
| 11pm-1am | 42.61% | 41.93% | 42.48% |
| 1-6am | 32.78% | 32.27% | 33.37% |

| TV VIEWERS | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|---|---|---|
| Weekend | | | |
| Sat: 7-10am | 20.76% | 20.1% | 19.96% |
| Sat: 10am-1pm | 7.96% | 7.45% | 8.16% |
| Sat: 1-4pm | 27.35% | 26.25% | 25.71% |
| Sat: 4-6pm | 7.71% | 7.3% | 7.25% |
| Sat: 6-7pm | 2.34% | 2.09% | 2.09% |
| Sat: 7-8pm | 0.94% | 1.06% | 1.18% |
| Sat: 8-11pm | 8.48% | 8.62% | 8.65% |
| Sat: 11pm-1am | 4.89% | 5.07% | 5.42% |
| Sat: 1am-7pm | 25.85% | 25.05% | 24.8% |
| Sun: 7-10am | 2.06% | 2.22% | 2.22% |
| Sun: 10am-1pm | 7.38% | 7.17% | 6.61% |
| Sun: 1-4pm | 8.13% | 7.38% | 6.71% |
| Sun: 4-7pm | 14.7% | 14.42% | 13.76% |
| Sun: 7-11pm | 11.31% | 10.66% | 10.35% |
| Sun: 11pm-1am | 5.25% | 5.15% | 5.18% |
| Sun: 1-7am | 23.49% | 22.83% | 22.25% |

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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*



Paul

Timothy  And  Many  Witnesses

The  Same  Commit  Thou  to  Faithful  Men

Who  Shall  Be  Able  To  Teach  Others  Also

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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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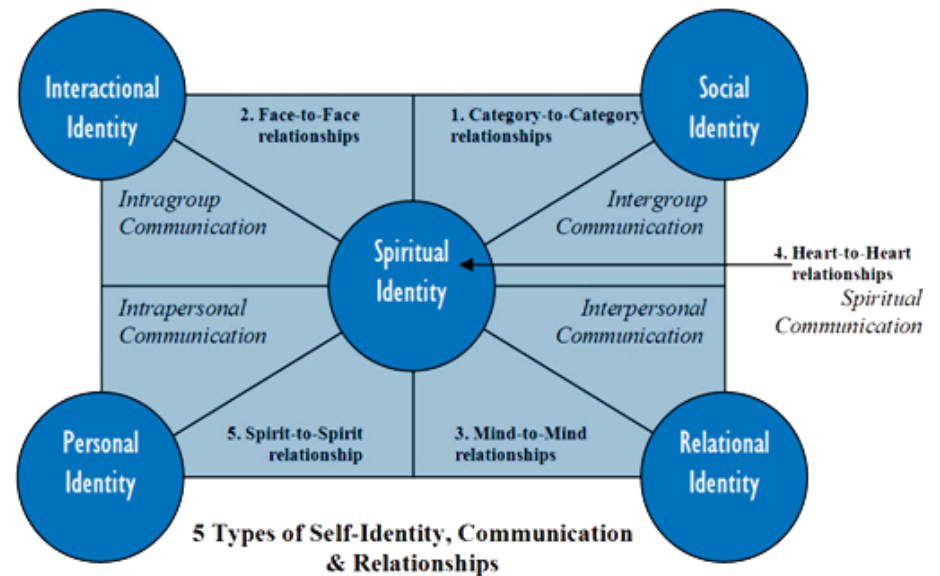
## Your MissionSite and the Missional Suite

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
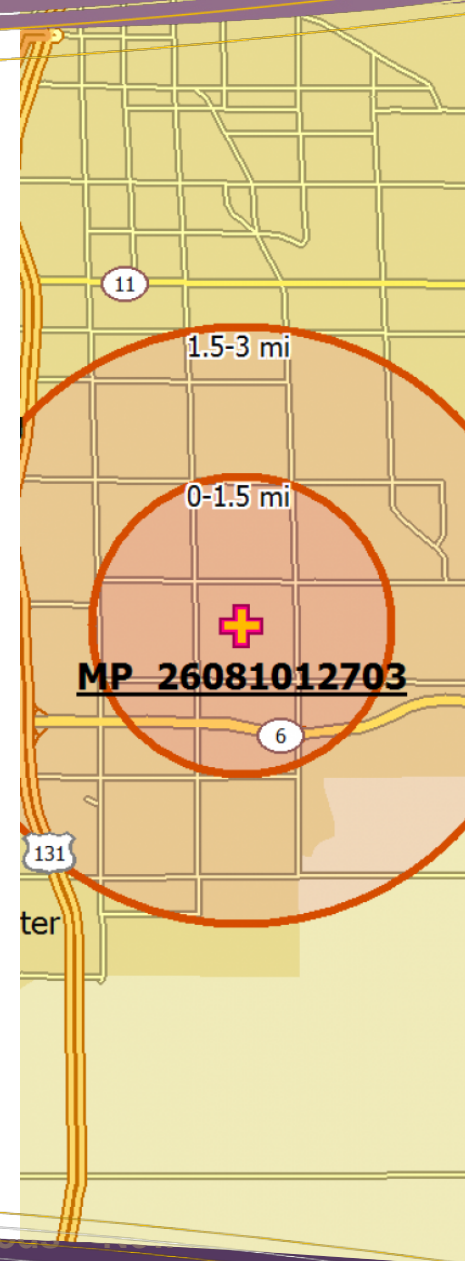
# Notes and Sources

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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