

MissionSite

top unreached locations



RURAL HALL, NC

CENSUS TRACT: 37067002807

REGION: Region 5: Piedmont Triad

COUNTY: Forsyth

SITESCAPE: Townscape

DENSITY PATTERN: E1



In partnership with the:



Intercultural Institute
for Contextual Ministry



MissionSite (TM) Table of Contents

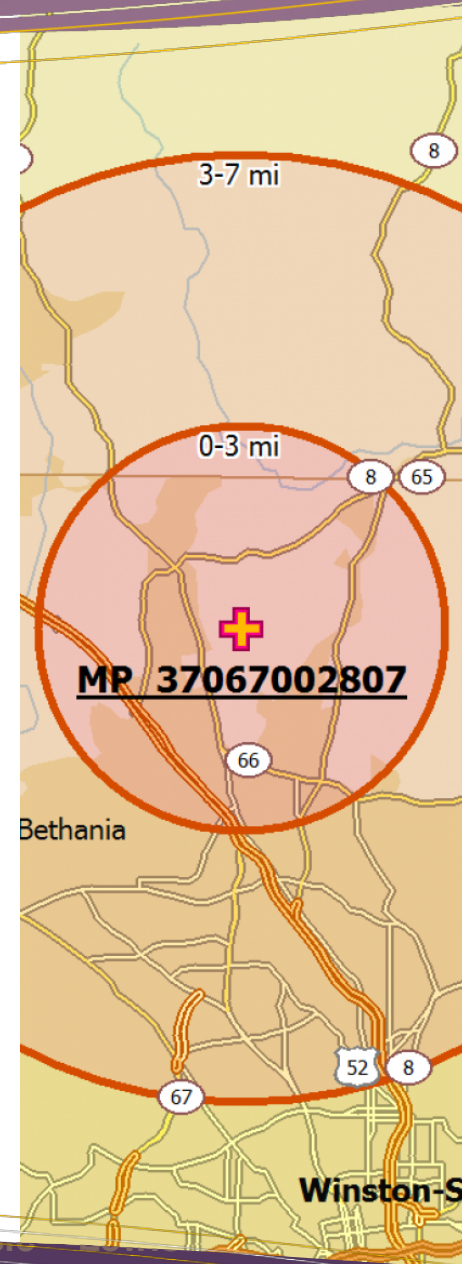
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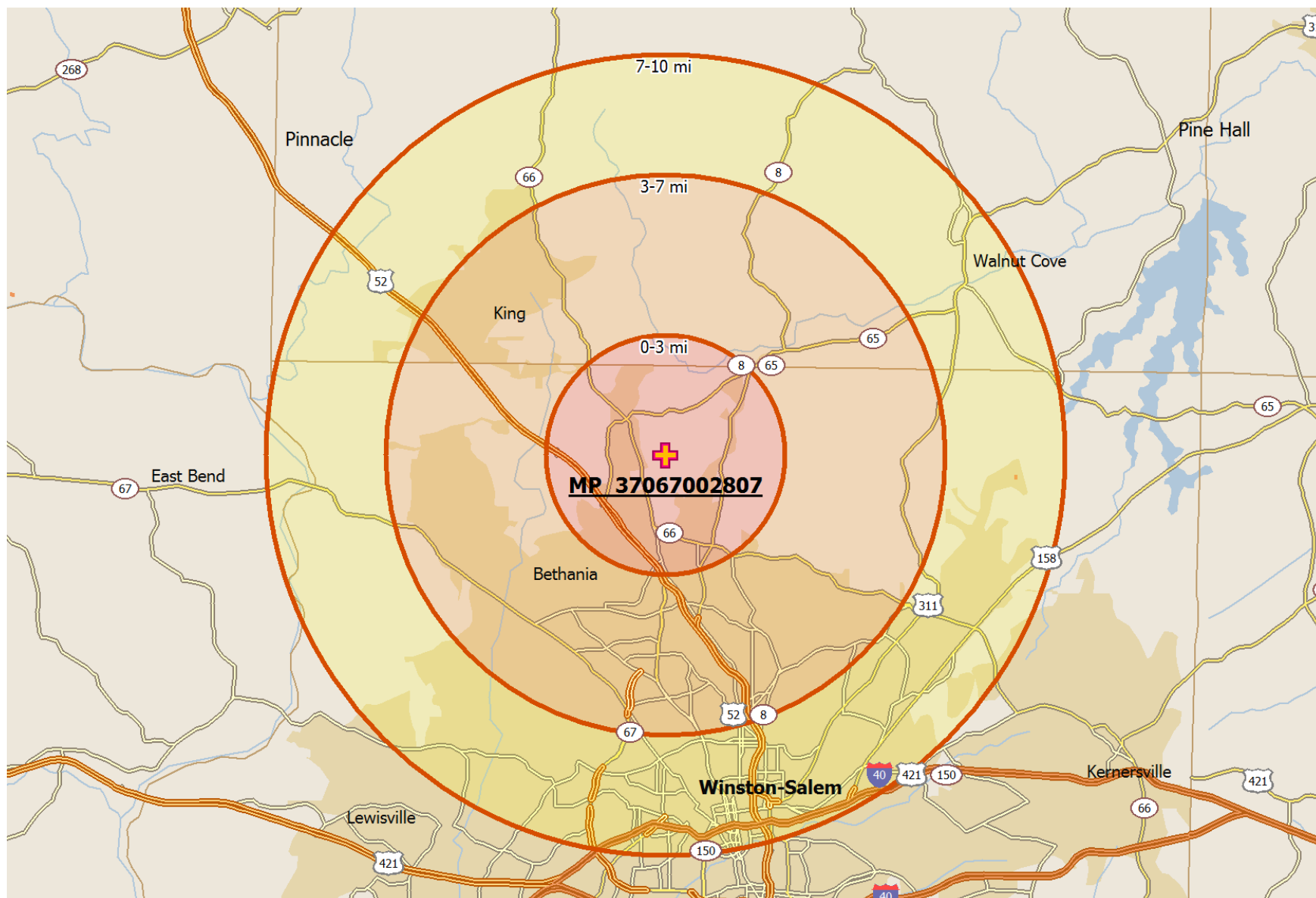
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37067	Forsyth
4	Zipcode	27045	Forsyth
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.15	Small towns adjacent to a large town
8	Sitescape Density Pattern	E1	10000-100000-100000



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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	12,575	81,599	103,754
2010 Households	5,001	30,866	40,083
2010 Group Quarters Population	176	4,227	4,194

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	41	45
Language Diversity National Index	25	41	35
Foreign Born Diversity National Index	31	13	17
Ancestry Diversity National Index	40	32	28
Racial Diversity National Index	50	65	72



Site Location Summary - County Environment

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

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

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



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	985	19.7%
Mainstay Communities	Established, Diverse Households	470	9.4%
Working Communities	Blue-collar, Working Families	1,497	29.93%
Country Communities	Rural, Agri. & Mining Families	216	4.32%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,474	29.47%
Urban Communities	High Density, Inner-city Neighborhoods	360	7.2%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

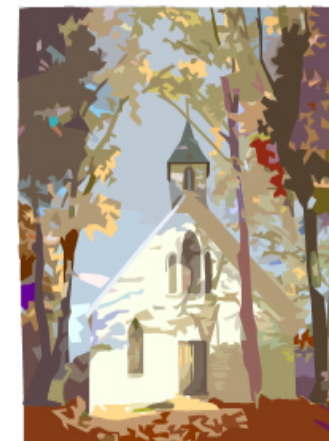
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	98,516	3,453	3.51%
Unreached %	69.9%	69.05%	98.79
Religious But NOT Evangelical HH	27,887	880	3.16%
Religious But NOT Evangelical %	19.79%	17.59%	88.91
Spiritual But NOT Relig or Evang HH	13,445	540	4.01%
Spiritual But NOT Relig or Evang %	9.54%	10.79%	113.1
Not Evangelical, Not Interested HH	57,646	2,034	3.53%
Not Evangelical, Not Interested %	40.9%	40.67%	99.43



Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC 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 BCNC Churches	66	5	7.58%
Active BCNC Attenders	12,083	817	6.76%
Active Evangelical Households	22,607	825	3.65%
Active Evangelical Percent	16.04%	16.50%	102.88
Inactive Evangelical Households	19,812	723	3.65%
Inactive Evangelical Percent	14.06%	14.46%	102.86
# New Churches Needed	4	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

The table below lists the 30 closest BCNC churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Rural Hall First - Rural Hall	0.08 mi	52	Declining
2	Northridge - Rural Hall	1.39 mi	81	Declining
3	Stanleyville First - Winston Salem	1.85 mi	332	Declining
4	United - Winston	2.27 mi	94	Growing
5	Bethany - Winston Salem	2.70 mi	258	Plateauing
6	Beck's - Winston Salem	3.51 mi	328	Plateauing
7	Hispanic - Winston Salem	3.51 mi	0	Insufficient Data
8	Red Bank - Germanton	3.75 mi	59	Declining
9	North Davidson Community - Winston Salem	3.79 mi	0	Insufficient Data
10	Macedonia - Tobaccoville	3.81 mi	71	Declining
11	Brook Haven Baptist Church	5.02 mi	0	Insufficient Data
12	Leak Memorial - Germanton	5.02 mi	44	Plateauing
13	Germanton - Germanton	5.02 mi	186	Plateauing
14	Crestwood - Winston Salem	5.08 mi	118	Declining
15	Pfafftown - Pfafftown	5.20 mi	180	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	King First - King	5.47 mi	454	Plateauing
17	Old Town - Winston Salem	5.83 mi	517	Plateauing
18	Forest Hill - Winston	5.84 mi	48	Declining
19	New Church	5.87 mi	0	Insufficient Data
20	Mountain View - King	5.93 mi	51	Plateauing
21	College Park - Winston Salem	6.00 mi	352	Plateauing
22	The Rock Church - King	6.09 mi	0	Insufficient Data
23	Friendship	6.29 mi	129	Declining
24	North Winston - Winston Salem	6.38 mi	37	Plateauing
25	Mineral Springs - Winston Salem	6.57 mi	90	Plateauing
26	Northwest - Winston Salem	6.87 mi	125	Insufficient Data
27	Mount Olive - King	7.14 mi	313	Plateauing
28	New Bethel - Tobaccoville	7.44 mi	35	Plateauing
29	Walkertown First - Walkertown	8.30 mi	82	Plateauing
30	121 Church	8.39 mi	0	Insufficient Data



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

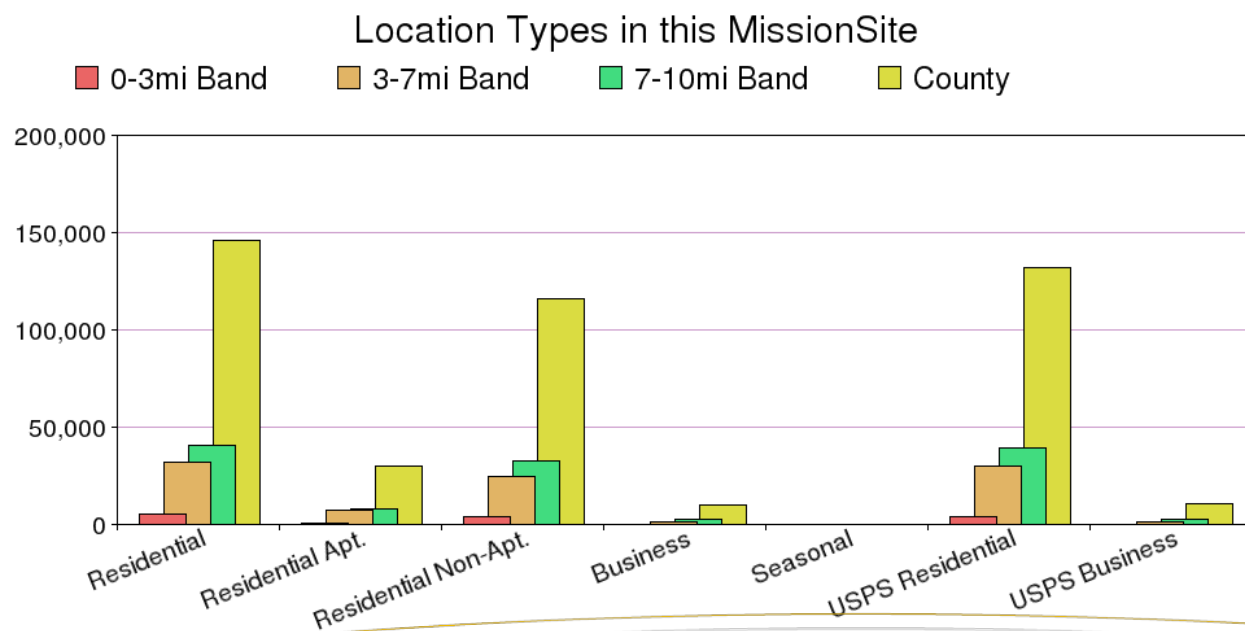
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.
3. The list of churches on page 13 only includes BCNC churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	265,815	10,196	3.84%
2000 Population	306,067	10,725	3.5%
2010 Population	365,471	12,575	3.44%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,393	4,191	3.9%
2000 Households	123,851	4,519	3.65%
2010 Households	140,935	5,001	3.55%

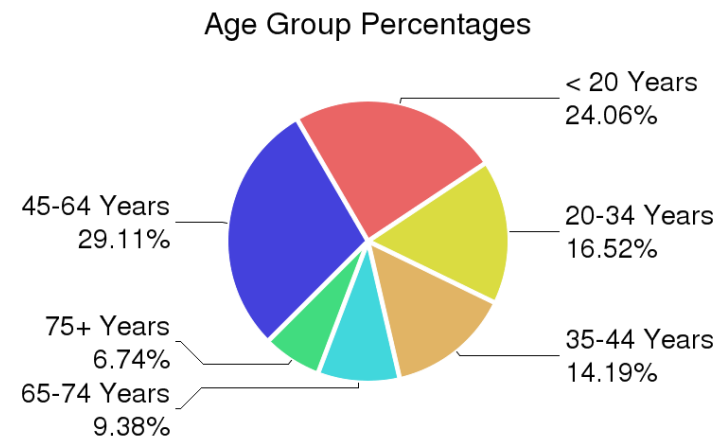


Location Type	0-3mi Band
Residential	5,024
Residential Apt.	838
Residential Non-Apt.	4,186
Business	239
Seasonal	0
USPS Residential	3,987
USPS Business	217

Current Demographic Summary

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

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

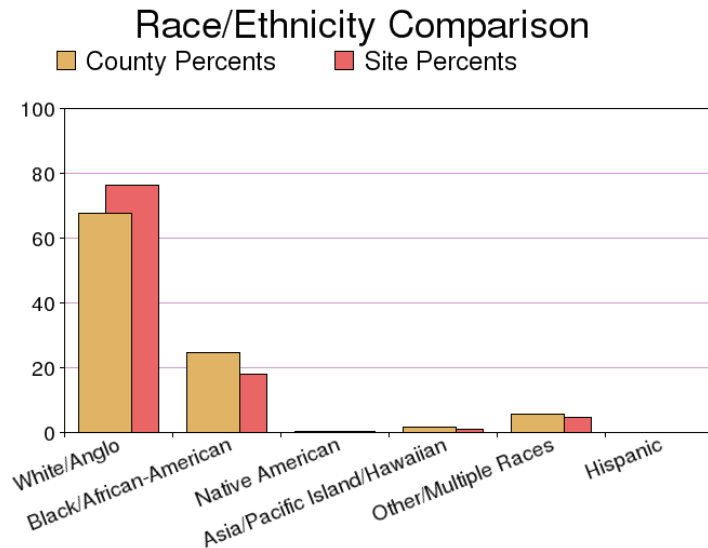


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	4.55%	85.37
4-5 Years	2.77%	2.47%	89.17
6-8 Years	4.2%	4%	95.24
9-11 Years	4.06%	3.75%	92.36
12-13 Years	2.63%	2.39%	90.87
14-17 Years	5.36%	4.6%	85.82
18-19 Years	2.67%	2.31%	86.52
0-5 Years	8.1%	7.02%	86.67
6-12 Years	9.57%	8.92%	93.21
13-19 Years	9.35%	8.12%	86.84
< 20 Years	27.02%	24.06%	89.05
20-34 Years	19.5%	16.52%	84.72
35-44 Years	13.38%	14.19%	106.05
45-64 Years	26.29%	29.11%	110.73
65-74 Years	7.36%	9.38%	127.45
75+ Years	6.44%	6.74%	104.66
Median Age	38	42	112.41
Median Age (Male)	36	41	112.84
Median Age (Female)	39	45	113.81

Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.67%	76.21%	112.62
Black, African-American	24.76%	17.88%	72.23
Native American	0.38%	0.37%	97.3
Asian	1.6%	0.93%	58.09
Pacific Island, Hawaiian	0.08%	0.07%	87.78
Other/Multiple Races	5.51%	4.52%	82.18
Hispanic	0%	9%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	242,033	8,868	
Less than 9th Grade	4.75%	5.59%	85
No High School Diploma	8.18%	8.95%	91.39
High School Graduate	29.04%	36.42%	79.72
Some College, no degree	19.3%	18.82%	102.52
Associate Degree	7.38%	8.71%	84.83
College Degree	21.23%	15.11%	140.49
Graduate/Prof. degree	10.12%	6.39%	158.24

Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	7.78%	6.24%	94.63
\$10,000 to \$19,999	10.99%	11.18%	101.71
\$20,000 to \$29,999	12.16%	13.22%	108.74
\$30,000 to \$49,999	21.27%	23.76%	111.67
\$50,000 to \$59,999	9.05%	9.7%	107.17
\$60,000 to \$69,999	7.09%	8.56%	120.76
\$70,000 to \$79,999	6%	6.64%	110.59
\$80,000 to \$89,999	4.81%	5.32%	110.55
\$90,000 to \$99,999	3.42%	3.4%	99.48
\$100,000 to \$124,999	6.73%	5.32%	79.03
\$125,000 to \$149,999	4.18%	3.46%	82.75
\$150,000 to \$199,999	3.5%	1.88%	53.78
\$200,000 to \$249,999	1.14%	0.38%	33.47
\$250,000 or more	1.89%	0.94%	49.68
Median Household	47,448	46,059	97.07
Average Household	66,377	57,548	86.7
Per Capita Household	26,339	22,887	86.89
Family/Non-Family Household Income			
Median Family Income	60,192	57,711	95.88
Average Family Income	79,908	67,388	84.33
Median Non-Family Income	31,512	29,404	93.31
Average Non-Family Income	42,468	36,058	84.91



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Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	63.86%	66.77%	104.55
Families with Children	32.62%	31.11%	95.37
Families without Children	31.24%	35.65%	114.14
Non-Family Households			
% Non-Family Households	36.14%	33.23%	91.96
Non-Families with Children	0.29	0.26	88.49
Non-Families without Children	35.85	32.97	91.98
Housing Units			Index
Total Housing Units	159,547	5,658	
Vacant percent	11.67%	11.61%	99.54
Owned percent	57.86%	65.59%	113.36%
Rented Percent	30.48%	22.8%	74.81
Households by Size			Index
Avg household size	2.51	2.48	98.8
Avg family hh size	3.24	3.13	96.6
Avg non-family hh size	1.23	1.17	95.12
Households By Count of Persons			Percent
One	44,145	1,491	3.38%
Two	40,015	1,550	3.87%
Three or Four	43,184	1,581	3.66%
Five+	13,591	379	2.79%



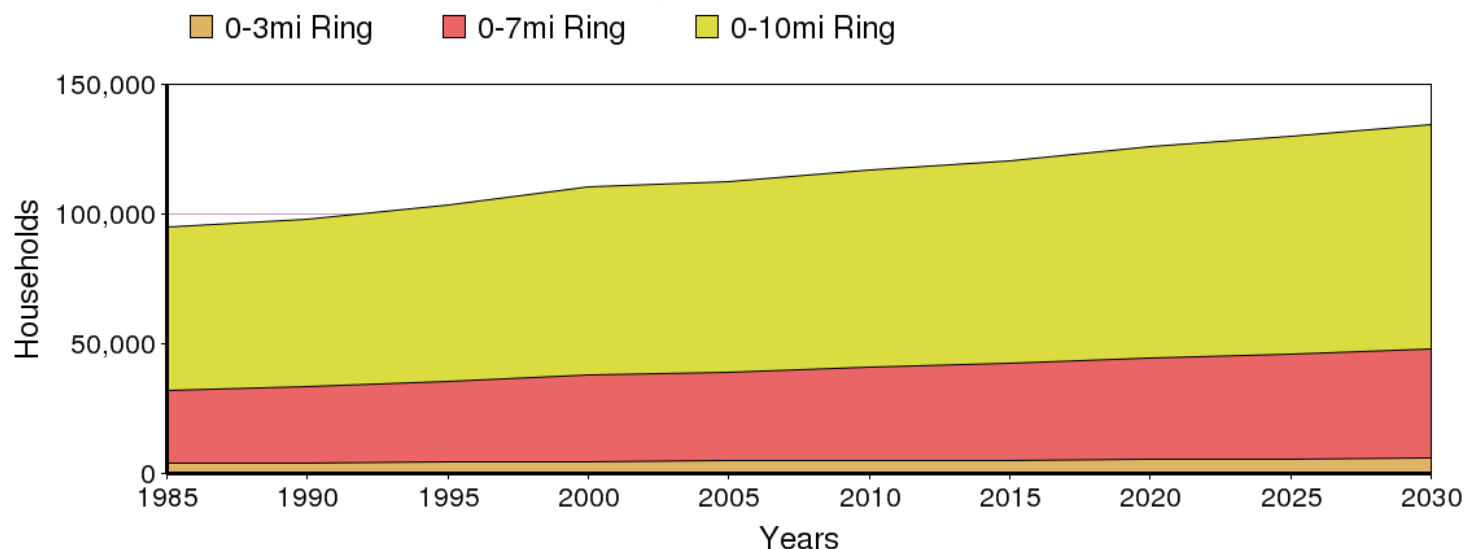
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	265,815	10,196	3.84%
2000 Population	306,067	10,725	3.5%
2010 Population	365,471	12,575	3.44%
2015 Population	394,620	13,110	3.32%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	107,393	4,191	3.9%
2000 Households	123,851	4,519	3.65%
2010 Households	140,935	5,001	3.55%
2015 Households	150,601	5,165	3.43%

Household Change from 1985 to 2030



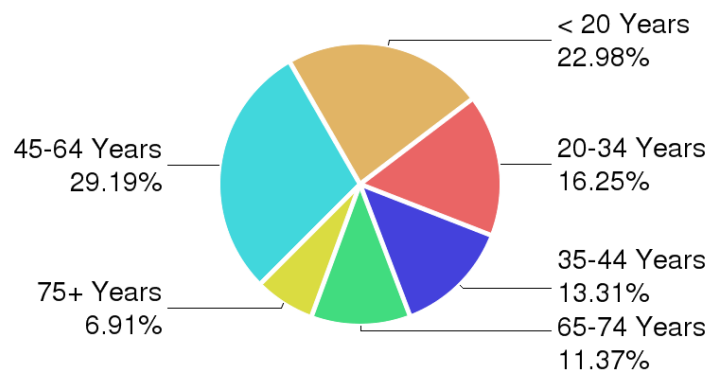
Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.55%	3.94%	86.59
4-5 Years	2.47%	2.14%	86.64
6-8 Years	4%	3.67%	91.75
9-11 Years	3.75%	3.85%	102.67
12-13 Years	2.39%	2.67%	111.72
14-17 Years	4.6%	4.6%	100
18-19 Years	2.31%	2.11%	91.34
0-5 Years	7.02%	6.08%	86.61
6-12 Years	8.92%	8.84%	99.1
13-19 Years	8.12%	8.06%	99.26
< 20 Years	24.06%	22.98%	95.51
20-34 Years	16.52%	16.25%	98.37
35-44 Years	14.19%	13.31%	93.8
45-64 Years	29.11%	29.2%	100.31
65-74 Years	9.38%	11.37%	121.22
75+ Years	6.74%	6.91%	102.52
Median Age	38	44	116.69
Median Age (Male)	36	41	114.98
Median Age (Female)	39	46	117.79

Projected Age Group Percentages



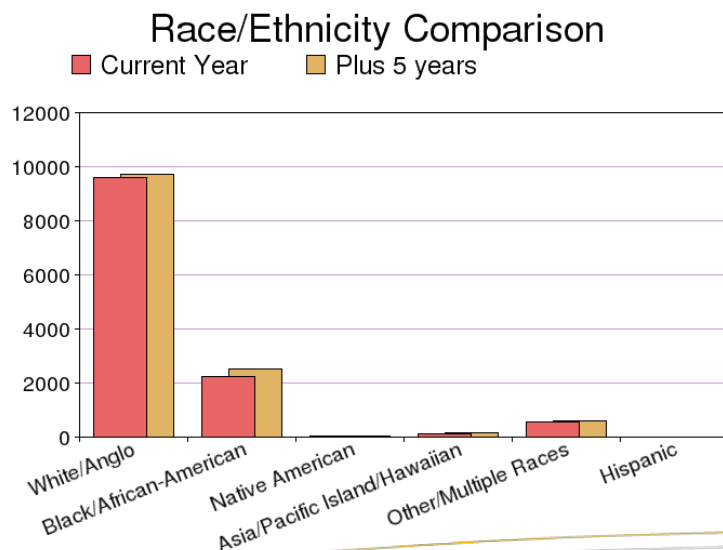
Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	76.21%	74.07%	97.18
Black, African-American	17.88%	19.37%	108.33
Native American	0.37%	0.45%	123.03
Asian	0.93%	1.26%	135.27
Pacific Island, Hawaiian	0.07%	0.11%	159.87
Other/Multiple Races	4.52%	4.73%	104.52
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,868	9,418	
Less than 9th Grade	5.59%	4.84%	86.57
No High School Diploma	8.95%	7.53%	84.08
High School Graduate	36.42%	37.47%	102.88
Some College, no degree	18.82%	18.36%	97.55
Associate Degree	8.71%	9.23%	105.99
College Degree	15.11%	15.97%	105.68
Graduate/Prof. degree	6.39%	6.6%	103.29



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.24%	5.75%	92.17
\$10,000 to \$19,999	11.18%	10.84%	97
\$20,000 to \$29,999	13.22%	12.8%	96.82
\$30,000 to \$49,999	23.76%	22.77%	95.85
\$50,000 to \$59,999	9.7%	9.56%	98.62
\$60,000 to \$69,999	8.56%	8.27%	96.6
\$70,000 to \$79,999	6.64%	6.7%	97.7
\$80,000 to \$89,999	5.32%	5.73%	101.56
\$90,000 to \$99,999	3.4%	3.56%	104.8
\$100,000 to \$249,999	5.32%	5.98%	112.48
\$125,000 to \$149,999	3.46%	4.07%	117.53
\$150,000 to \$199,999	1.88%	2.17%	115.37
\$200,000 to \$249,999	0.38%	0.58%	152.88
\$250,000 or more	0.94%	1.05%	111.25
Median Household	46,059	48,111	104.46
Average Household	57,548	60,646	105.38
Per Capita Household	22,887	23,893	104.4
Family/Non-Family Household Income			
Median Family Income	57,711	60,282	104.45
Average Family Income	67,388	71,402	105.96
Median Non-Family Income	29,404	30,535	103.85
Average Non-Family Income	36,058	38,968	108.07

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.77%	65.6%	98.25
Families with Children	31.11	30.88	99.25
Families without Children	35.65	35.47	99.49
Non-Family Households			
% Non-Family Households	33.23%	34.4%	103.52
Non-Families with Children	0.26	0.21	103.52
Non-Families without Children	32.97	34.19	103.69
Housing Units			
Total Housing Units	5,658	5,845	103.31%
Vacant percent	11.61%	11.65%	100.34
Owned percent	65.59%	65.49%	99.85
Rented Percent	22.8%	22.86%	100.25
Households by Size			
Avg household size	2.48	2.50	100.81%
Avg family hh size	3.13	3.23	103.19%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of Persons			
One	1,491	1,610	107.98%
Two	1,550	1,483	95.68%
Three or Four	1,581	1,646	104.11%
Five+	379	426	112.4%



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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	398	4,318	4,555
Northern Europe	21	108	137
Western Europe	27	188	109
Southern Europe	9	35	82
Eastern Europe	13	76	187
Other Europe	0	0	0
Eastern Asia	11	223	397
So. Central Asia	19	143	146
SE Asia	19	86	149
Western Asia	0	19	35
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	15
Middle Africa	0	0	0
Northern Africa	5	8	20
Southern Africa	0	10	11
Western Africa	0	83	47
Other Africa	0	0	27
Oceania	0	0	4
Caribbean	21	124	135
Central Amer.	215	2,941	2,634
South America	20	141	186
North America	18	133	234
Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	12,543	59,715	82,216
Spanish	453	4,505	4,412
Other Indo-Euro language	143	890	986
French (incl. Patois, Cajun)	41	321	349
French Creole	2	23	10
Italian	13	65	46
Portuguese	0	12	48
German	51	159	118
Yiddish	0	0	0
Other West Germanic	5	19	10
A Scandinavian Language	4	6	15
Greek	6	71	102
Russian	4	43	23
Polish	0	47	82
Serbo-Croatian	5	0	57
Other Slavic Language	0	14	23
Armenian	0	0	0
Persian	0	10	11
Gujarathi	0	0	17
Hindi	10	49	7
Urdu	0	36	4

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	2	5	34
Asian/PI languages	0	0	0
Chinese	0	197	297
Japanese	5	15	68
Korean	4	33	49
Mon-Khmer, Cambodian	0	0	45
Miao, Hmong	0	0	0
Thai	0	0	4
Laotian	0	0	27
Vietnamese	0	27	41
Other Asian	2	51	46
Tagalog	13	57	39
Other Pacific Is	0	7	10
Other languages	7	153	101
Navajo	0	0	0
Other Native N. American	0	15	0
Hungarian	0	17	36
Arabic	7	35	43
Hebrew	0	5	0
African languages	0	81	12
Other unspecified	0	0	10



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Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	9,837	53,047	73,641
Arab	21	145	163
Armenian	0	0	0
Austrian	12	67	52
British	99	181	306
Canadian	35	102	115
Croatian	7	16	27
Czech	0	19	46
Czechoslovak	0	22	39
Danish	8	26	103
Dutch	170	289	672
English	1,034	4,872	8,525
European	105	480	1,123
Finnish	5	56	24
French (not Basque)	102	631	878
French Canadian	35	202	248
German	1,067	5,306	7,019
Greek	32	185	280
Hungarian	12	115	133
Iranian	0	10	11

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	583	3,233	3,980
Italian	158	1,129	1,317
Lithuanian	2	33	51
Norwegian	17	146	318
Polish	135	599	686
Portuguese	6	36	75
Romanian	11	9	29
Russian	12	132	223
Scandinavian	4	68	53
Scotch-Irish	220	1,278	2,124
Scottish	159	856	1,637
Slovak	2	5	29
Subsaharan African	30	546	609
Swedish	49	186	287
Swiss	10	91	78
Ukrainian	8	75	87
US/American	2,390	9,375	9,196
Welsh	45	221	346
West Indian	27	147	156
Yugoslavian	2	13	82
Other	3,222	22,145	32,513



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Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to its county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 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 17 & 22 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

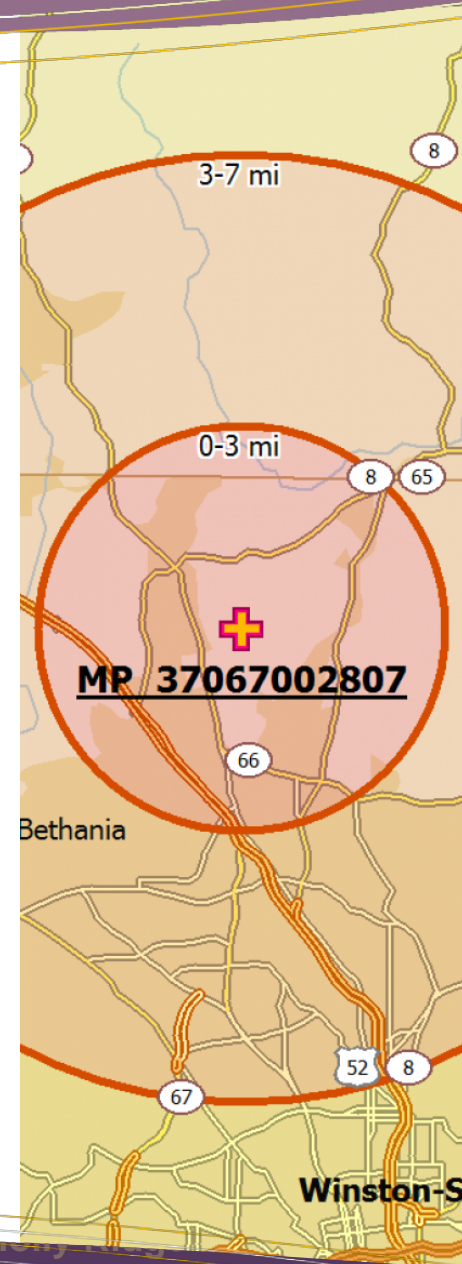
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 19 & 24. 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 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,001	100%	3,638	100%
AFFLUENT SUBURBIA	39	0.78%	27	0.74%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	39	0.78%	27	0.74%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	946	18.92%	635	17.45%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	946	18.92%	635	17.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	360	7.2%	232	6.38%
Successful Urban Sprawl	2	0.04%	0	0%
2nd City Homebodies	153	3.06%	1	0.03%
Prime Middle America	0	0%	100	2.75%
Urban Optimists	205	4.1%	0	0%
Family Convenience	0	0%	131	3.6%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,001	100%	3,638	100%
BLUE COLLAR BACKBONE	6	0.12%	4	0.11%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.04%	1	0.03%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.08%	3	0.08%
AMER. DIVERSITY	110	2.2%	71	1.95%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	15	0.3%	10	0.27%
Professional Urbanites	4	0.08%	3	0.08%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	91	1.82%	58	1.59%
Mature America	0	0%	0	0%
METRO FRINGE	1,491	29.81%	1,023	28.12%
Steadfast Conservative	1,276	25.51%	874	24.02%
Moderate Conventionalists	77	1.54%	52	1.43%
Southern Blues	138	2.76%	97	2.67%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,001	100%	3,638	100%
REMOTE AMERICA	168	3.36%	100	2.75%
Hardy Rural Fam.	37	0.74%	23	0.63%
Rural Southern Living	131	2.62%	77	2.12%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,474	29.47%	1,079	29.66%
Young Cosmopolitans	316	6.32%	247	6.79%
Minority Metro Communities	554	11.08%	410	11.27%
Stable Careers	329	6.58%	237	6.51%
Aspiring Hispania	275	5.5%	185	5.09%
RURAL VILLAGES & FARMS	48	0.96%	215	5.91%
Aspiring Hispania	19	0.38%	185	5.09%
Industrious Country Living	0	0%	13	0.36%
America's Farmland	28	0.56%	0	0%
Comfy Country Living	0	0%	17	0.47%
Small Town Connections	1	0.02%	0	0%
Hinterland Fam.	0	0%	0	0%



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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,001	100%	3,638	100%
STRUGGLING SOCIETIES	5	0.1%	3	0.08%
Rugged Southern Style	5	0.1%	3	0.08%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	355	7.1%	249	6.84%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	336	6.72%	235	6.46%
Urban Diversity	19	0.38%	14	0.38%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 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 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?



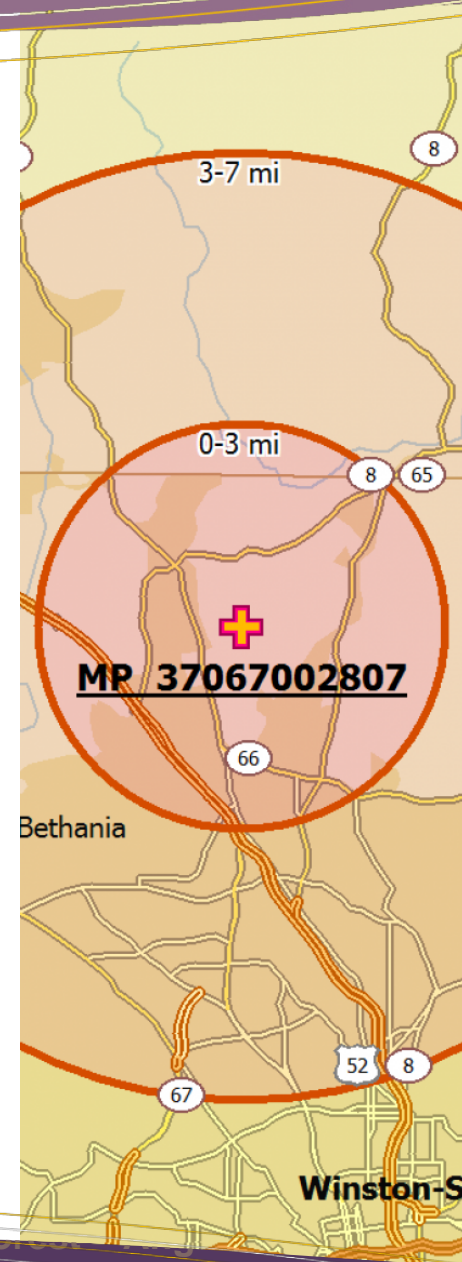
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	77%	75%	75%
Use Comp. for Internet/E-mail	60%	57%	57%
Internet Use: E-Mail	50%	48%	49%
Use Comp. for Word Processing	39%	37%	38%
Use Comp. for Comp. Games	38%	37%	38%
Use Comp. for Shopping	34%	33%	34%
Use Comp. for Education	32%	31%	32%
Use Comp. for Banking	32%	30%	31%
Use Comp. for Digital Camera	32%	30%	31%
Photo Editing			
HH Owns DVD Player	29%	28%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	28%	26%	27%
Internet Use: Banking	27%	25%	26%
Use Comp. for News/Info./Data	23%	23%	23%
Service			
PC-Network-HH Has One	18%	19%	19%
Use Comp. for Personal Financial	13%	14%	15%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	14%
Info. for Shopping			
Use Comp. for Accounting	13%	14%	14%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Shopping: Made A	12%	11%	11%
Purchase			
Internet Use: Read Magazines/	11%	11%	11%
Newspapers			

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	57%	55%	56%
Reading Books	53%	53%	54%
Card Games	40%	41%	41%
Cooking for Fun	37%	35%	36%
Go To A Beach/Lake	35%	35%	36%
Gardening	32%	31%	31%
Board Games	32%	31%	31%
Going To Bars/Nightclubs/Dancing	21%	19%	19%
Visit Museum	21%	20%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	41%	39%	38%
Dentist	28%	27%	28%
Backache	21%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	21%	20%	20%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	14%	15%	15%
Overweight (30 Pounds Or More)	14%	14%	13%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.93%	28.21%	29.06%
Live Theater	20.75%	21.46%	22.5%
Live Theater Most Often	17.02%	17.3%	18.06%
Rock/Pop Concerts Most Often	15.98%	15.16%	15.43%
Comedy Club	9.72%	10.28%	10.29%
Dance Performance	9.38%	9.69%	10.16%
Movies: Comedy	40.79%	40.38%	40.79%
Movies: Action/Adventure	39.7%	38.98%	39.73%
Movies: Drama	20.13%	21.66%	22.71%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.11%	20.97%	21.37%
Movies: Fam.	19.34%	20.15%	20.38%
Movies: Mystery	17.02%	17.95%	18.98%
MLB Baseball Reg. Season	8.44%	7.64%	7.92%
NFL Football Reg. Season	7.1%	6.8%	6.85%
College Football Reg. Season	5.55%	6.17%	6.56%
College Basketball Reg. Season	3.81%	4.12%	4.45%
NBA Basketball Reg. Season	3.61%	3.66%	4.06%
NHL Hockey Reg. Season	3.26%	2.64%	2.9%



Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	41.47%	39.86%	40.35%
Swimming	31.95%	30.86%	31.09%
Bowling	22.4%	21.57%	21.09%
Billiards/Pool	19.44%	18.29%	18.17%
Freshwater Fishing	16.81%	16.38%	15.67%
Weight Training	16.62%	16.09%	16.7%
Jogging/Running	15.82%	15.95%	16.39%
Basketball	15.32%	16.13%	15.86%
Using Cardio Machine	14.95%	13.5%	14.01%
Camping Trips	14.35%	12.82%	12.53%
Golf	13%	12.87%	13.4%
Stationary Cycling	12.53%	11.83%	12.21%
Mountain/Road Biking	12.38%	11.98%	12.33%
Baseball	11.44%	11.5%	11.05%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.69%	10.83%	11.06%
Backpacking/Hiking	10.21%	8.96%	9.16%
Football	9.99%	10.94%	10.67%
Volleyball	8.83%	8.53%	8.48%
Target Shooting	8.66%	8.1%	7.75%
Hunting	8.51%	8.1%	7.75%
Softball	8.29%	8%	7.78%
Soccer	8.25%	7.28%	7.15%
Yoga	7.66%	6.88%	7.2%
Tennis	7.61%	7.14%	7.35%
Power Boating	7.27%	7.24%	7.53%
Saltwater Fishing	7.17%	7.37%	7.23%
Canoeing/Kayaking	6.64%	6.16%	6.26%
Motorcycling	5.85%	5.77%	5.54%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Roller Skating	5.79%	5.73%	5.72%
Horseback Riding	5.76%	5.32%	5.11%
Ice Skating	4.82%	5.14%	5.48%
Snorkeling	4.53%	4.72%	5.02%
Downhill & X-Country Skiing	4.44%	4.42%	4.8%
Racquetball	4.39%	4.17%	3.98%
Water Skiing	4.36%	4.05%	4.16%
Archery	4.35%	4.34%	4.17%
Jet Skiing	4.35%	4.31%	4.51%
Fly Fishing	4.03%	4.17%	4.22%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.9%	3.39%	3.4%
Hockey	3.78%	3.64%	3.52%
Rock Climbing	3.68%	3.55%	3.47%
Snowmobiling	3.43%	3.53%	3.53%
Snowboarding	3.37%	3.35%	3.39%
Skateboarding	3.14%	3.27%	3.31%
Sailing	2.8%	3.06%	3.3%
Auto Racing	2.76%	2.98%	3.03%
Rowing	2.68%	2.64%	2.68%
Surfing & Windsurfing	2.56%	2.63%	2.76%

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

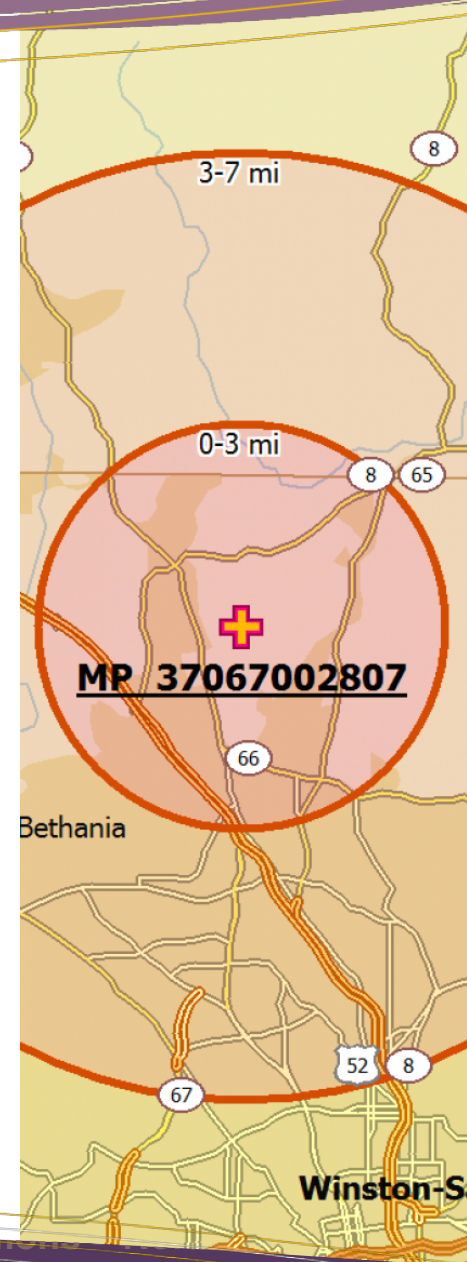
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

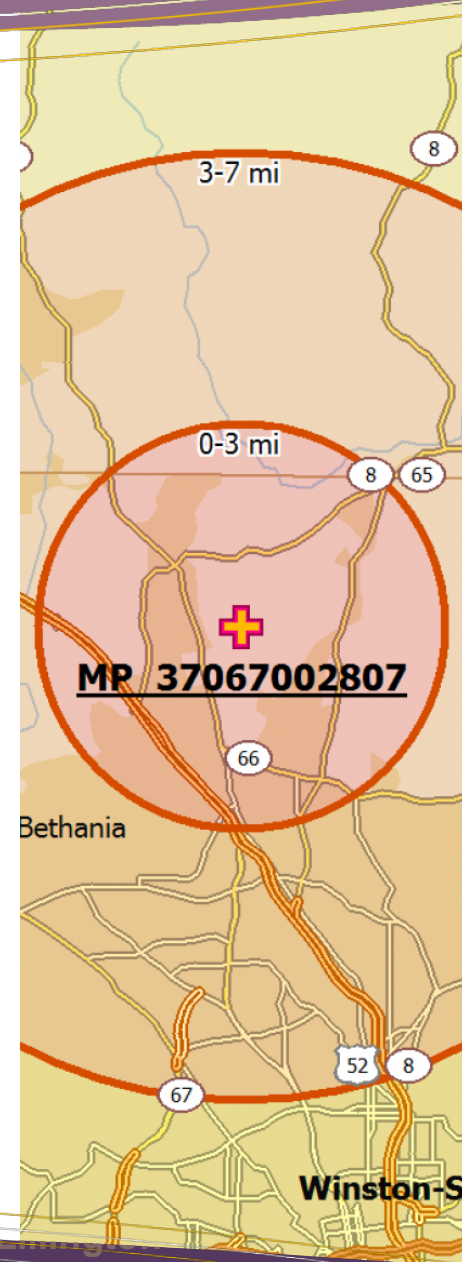
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	51%	51%
Find It Difficult To Say No To My Kids	38%	37%	37%
Prefer To Have Few Possessions As Possible	37%	33%	34%
Speak My Mind Even If It Upsets People	35%	36%	36%
Woman's Place Is In The Home	35%	34%	33%
Like Control Over People And Resources	34%	35%	34%
Don't Judge People/Way They Live Life	29%	29%	29%
Like To Do Unconventional Things	28%	28%	28%
If Won Lottery Would Never Work Again	28%	27%	28%
Friends More Important Than My Fam.	27%	25%	25%
Money Is Best Measure Of Success	27%	25%	25%
Too Much Sponsorship In Arts/Sports	24%	25%	25%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	21%	21%
Marijuana Should Be Legalized	20%	20%	21%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
I Am A Workaholic	18%	20%	20%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Only Work Current Job for The Money	15%	15%	14%
Happy With My Standard Of Living	14%	13%	13%
We Should Strive for Equality for All	14%	15%	15%
On Whole People Get What They Deserve	11%	11%	11%
Indulge My Kids With The Little Extras	10%	9%	9%
I Am A Perfectionist	8%	8%	8%
Little I Can Do To Change My Life	8%	8%	8%

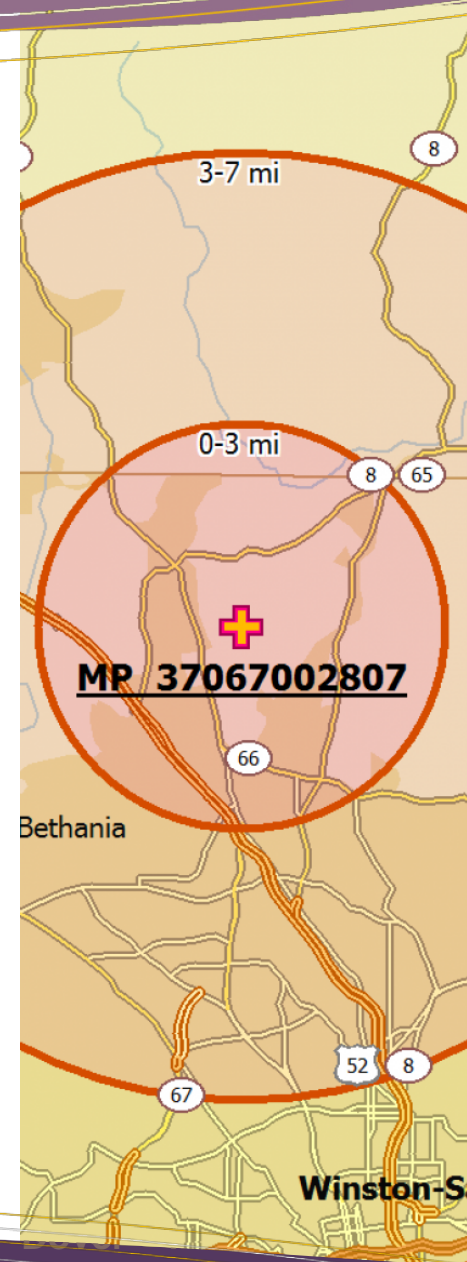


Intercultural Institute
for Contextual Ministry

Potential Cultural Themes

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

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



Potential Cultural Themes:

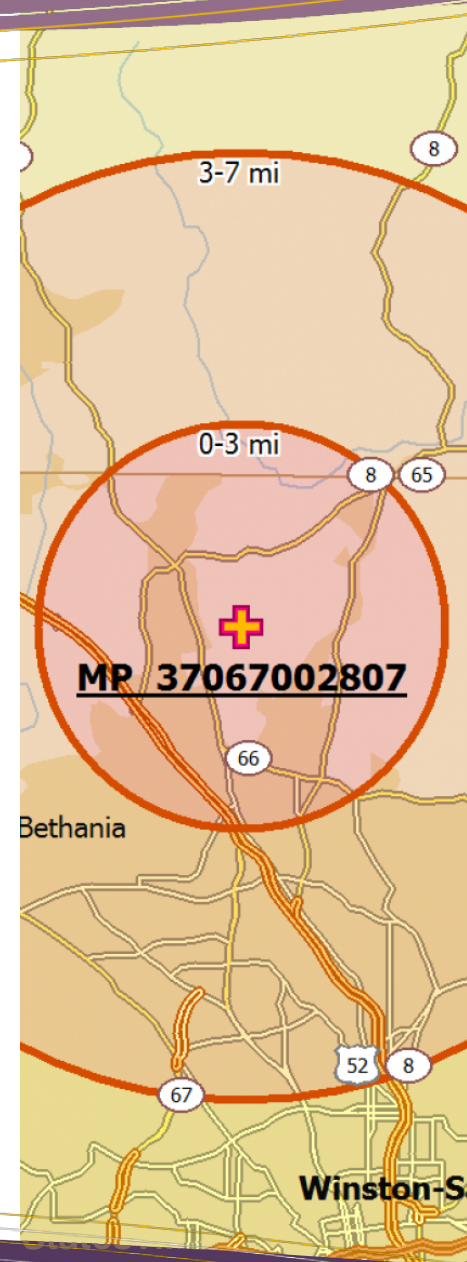
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	61%	61%
You Should Seize Opportunities In Life	58%	57%	57%
Like To Understand About Nature	38%	38%	38%
Prefer To Have Few Possessions As Possible	37%	33%	34%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	34%	35%	35%
Important To Juggle Various Tasks	32%	32%	31%
Good At Fixing Things	29%	29%	28%
Have Keen Sense Of Adventure	28%	27%	27%
People Have To Take Me As They Find Me	24%	24%	24%
Like To Just Enjoy Life	24%	22%	22%
Worried About Pollution Caused By Cars	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	19%	20%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	17%	16%	15%
Looking for New Ideas To Improve Home	16%	17%	17%
Try Not To Worry About The Future	15%	15%	15%
Provide My Kids With The Little Extras	13%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	7%	7%	6%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	6%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	85.75%	84.82%	84.65%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.23%	79.87%	79.46%
Houses-Visit Any			
McDonald's	55.58%	55.45%	55.49%
Burger King	39.1%	37.98%	37.39%
Subway	30.13%	30.16%	30.01%
Wendy's	29.62%	30.19%	30.17%
Applebee's	29.08%	28.5%	28.23%
Taco Bell	28.71%	27.33%	26.93%
Kentucky Fried Chicken (KFC)	28.42%	30.14%	29.99%
Arby's	22.47%	22.06%	21.68%
Pizza Hut	22.09%	22.08%	21.7%
Olive Garden	20.67%	20.26%	20.35%

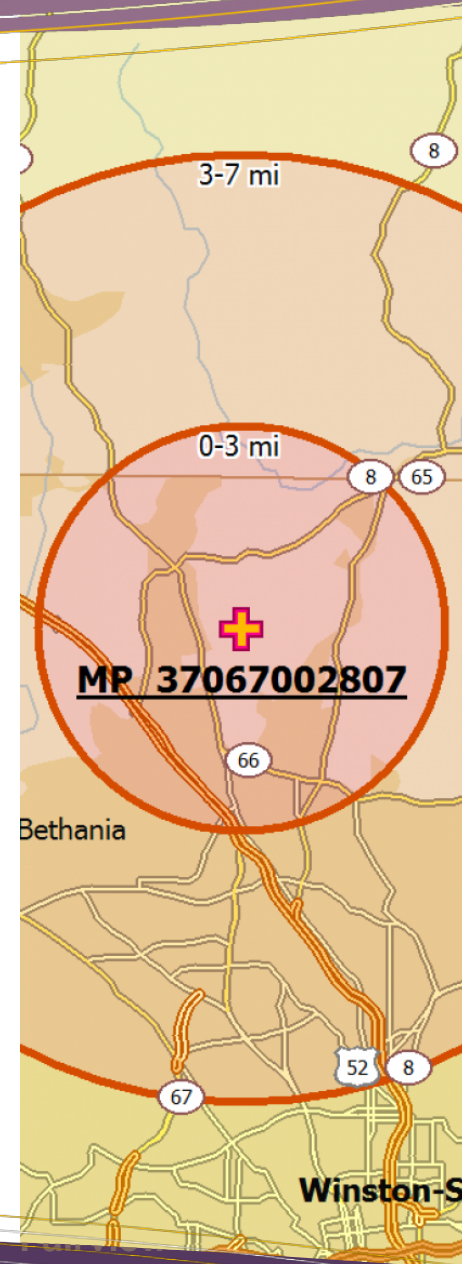
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.34%	17.16%	17.21%
Dairy Queen	16.55%	16.61%	16.6%
Domino's Pizza	14.97%	14.53%	14.37%
Outback Steakhouse	14.71%	14.61%	14.91%
IHOP (International House Of Pancakes)	14.31%	14.68%	14.68%
Cracker Barrel	14.12%	14.06%	13.76%
TGI Friday's	13.8%	13.54%	13.91%
Chick-Fil-A	13.68%	14.21%	14.11%
Chili's Grill and Bar	13.21%	12.96%	13.38%
Sonic	13.06%	12.88%	12.54%
Starbucks	12.76%	12.22%	13.1%
Denny's	12.76%	11.46%	11.62%

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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	48.03%	46.5%	46.54%
Recycled products	35.63%	32.87%	33.3%
Worked as volunteer (non political)	16.91%	16.05%	16.48%
Engaged in fund raising	11.56%	11.62%	11.5%
Religious club member	7.6%	7.99%	7.94%
Wrote to elected offcl about publ bus	6.13%	5.94%	6.07%

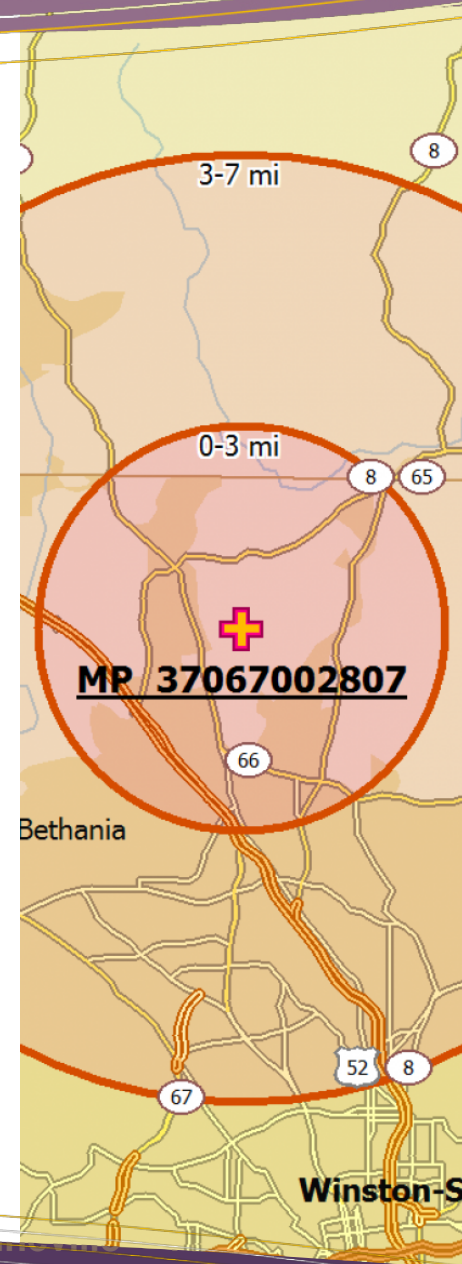
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.79%	5.51%	5.61%
Union member	5.57%	5.34%	5.16%
Charitable Organization	5.43%	5.33%	5.47%
Took active part in local civic issue	5.38%	5.31%	5.41%
Church Board	5.19%	5.73%	5.57%
Fraternal order member	4.93%	4.76%	4.59%



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 37-46 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	17.17%	16.63%	17.04%
Children's Books	12.94%	13.36%	13.5%
Mystery	11.57%	11.09%	11.38%
Cookbooks	10.76%	10.25%	10.39%
Religious (not Bibles)	9.09%	9.43%	9.27%
Personal/Business	7.25%	7%	7.12%
Self-help			
Biography	7%	6.72%	6.88%
History	7%	6.69%	6.91%
Romance	6.5%	7.15%	7.1%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.86%	68.84%	68.95%
Gen. Editorial	47.44%	48.6%	49.39%
Womens	41.89%	43.49%	43.75%
Service	33.59%	33.51%	34.13%
Mens	19.53%	18.56%	18.45%
Business/Finance	18.08%	19.25%	20.11%
Sports	15.51%	15.09%	15.37%
Automotive	13.66%	12.29%	11.96%
Health	13.39%	13.46%	13.31%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	54.8%	53.55%	53.41%
Classified	32.73%	33.05%	32.44%
Sport	32.47%	31.81%	31.83%
Editorial Page	30.11%	29.03%	29.15%
Business/Finance	29.41%	28.45%	29.06%
Movie Listings & Reviews	26.72%	25.73%	25.76%
Comics	26.71%	25.92%	25.9%
Food/Cooking	25.12%	24.63%	24.86%
TV/Radio Listings	23.93%	23.52%	23.59%
Home/Gardening	21.66%	21.09%	21.13%
Travel	19.95%	19.42%	19.72%
Science/Technology	18.03%	17.07%	17.25%
Fashion	14.95%	15.54%	15.49%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
CHR Contemp Hit Radio	19.23%	17.96%	17.66%
Country	18.13%	16.95%	16.37%
Urban Contemporary	17.37%	23.48%	23.53%
Adult Contemporary	16.91%	15.66%	15.99%
Rock	12.7%	10.69%	10.32%
News/Talk	12.27%	10.99%	11.5%
Oldies	11.28%	10.78%	10.94%
Alternative	9.93%	8.41%	8.68%
Variety	9.56%	9.38%	9.22%
Classic Rock	9.3%	8.33%	8.49%
Religious	6.5%	6.23%	6.04%
Soft Contemporary	6.35%	6.42%	6.45%
All News	6.33%	6.69%	6.86%
Jazz	6.23%	7.28%	7.33%
All Talk	4.39%	4.22%	4.32%
Hispanic	4.24%	3.31%	3.27%
Sports	4.12%	4.05%	4.23%
Classic Hits	4.1%	3.39%	3.28%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	63.26%	62.33%	62.69%
Satellite Dish	52.15%	51.5%	51.71%
Soapnet	50.78%	50.31%	50.66%
Other Video-On-Demand	40.36%	41.51%	42.76%
Sci-Fi Channel	36.73%	35.23%	35.31%
Adult Pay Per View TV	33.12%	32.17%	32.51%
MSNBC	32.97%	32.66%	33.08%
Comedy Central	31.55%	30.67%	32.51%
Subscribe Digital Cable	31.2%	31.83%	31.81%
TV Info From Sunday TV Magazine	28.71%	28.47%	28.68%
Nickelodeon	28.52%	27.44%	27.41%
Adult Swim	26.52%	24.45%	24.56%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.11%	26.01%	26.1%
ABC Fam.	25.42%	24.05%	25.04%
Nick At Nite	24.64%	24.02%	24.48%
TCM (Turner Classic Movies)	24.5%	24.27%	24.89%
BET (Black Entertainment TV)	24.3%	23.69%	24.5%
Hallmark Channel	24.16%	24.48%	25.43%
USA Network	23.99%	23.53%	24.05%
ESPN2	23.15%	23.73%	24.7%
TV Info From Monthly Cable Guide	23.04%	23.07%	23.39%
The Golf Channel	22.9%	23.01%	23.84%
Lifetime	21.45%	20.69%	20.98%
ESPN Classic	21.01%	19.95%	21.66%

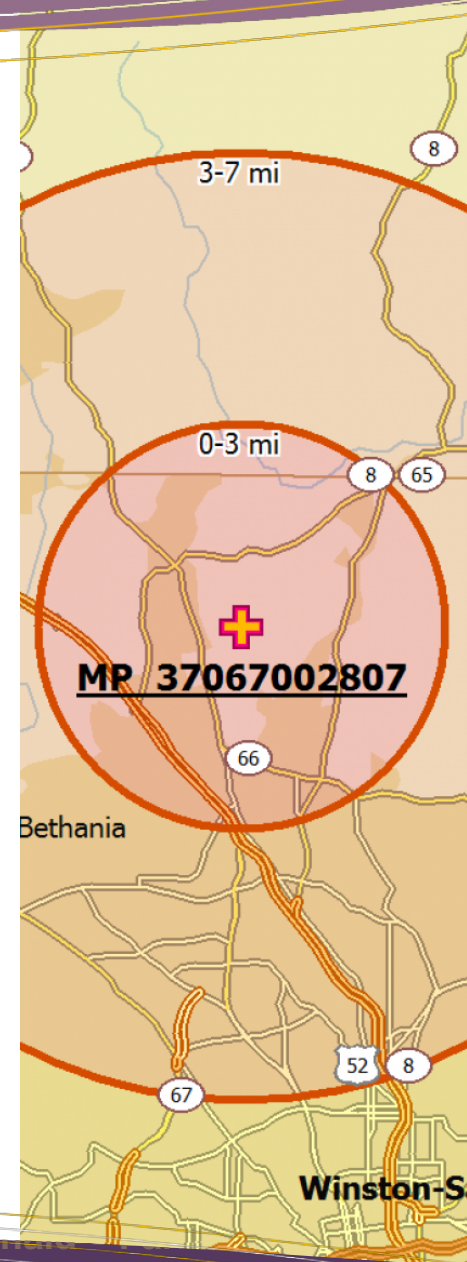


Communication Media Usage

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 37-46 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.66%	19.16%	19.65%
Medium Users (4-6)	10.52%	10.1%	10.3%
Light Users (1-3)	21.04%	20.55%	20.07%
Quintiles (20%)			
Newspaper I (Heavy)	1.65%	1.25%	1.19%
Newspaper II	1.77%	1.75%	1.66%
Newspaper III	2.21%	2.22%	2.18%
Newspaper IV	0.46%	0.43%	0.43%
Newspaper V (Light)	0.85%	0.92%	0.97%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.75%	20.04%	20.02%
Magazines II	9.31%	9.34%	9.24%
Magazines III	9.32%	9.95%	10.01%
Magazines IV	11.98%	11.96%	11.88%
Magazines V (Light)	0.73%	0.72%	0.73%
Outdoor I (Heavy)	7.99%	7.54%	7.62%
Outdoor II	3.11%	3.28%	3.46%
Outdoor III	3.96%	4.23%	4.2%
Outdoor IV	16.49%	16.1%	15.98%
Outdoor V (Light)	24.82%	24.67%	24.99%
Yellow Pages I (Heavy)	16.07%	15.55%	15.11%
Yellow Pages II	7%	7.12%	7.12%
Yellow Pages III	6.24%	6.8%	7.01%
Yellow Pages IV	23.12%	22.29%	21.83%
Yellow Pages V (Light)	4.13%	3.94%	3.91%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.2%	3.26%	3.1%
Drive Time III (Medium)	0.81%	0.92%	0.83%
Radio IV & V (Light)	3.03%	2.85%	2.66%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.66%	9.45%	9.79%
Radio III (Medium)	4.84%	4.58%	4.49%
Radio IV & V (Light)	3.75%	3.89%	3.77%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.28%	12.77%	13.45%
Cable III (Medium)	4.39%	4.54%	4.67%
Cable IV & V (Light)	33.5%	33.88%	34.5%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.07%	4.08%	3.85%
Prime Time III (Medium)	1.94%	1.62%	1.58%
Prime Time IV & V (Light)	7.91%	9.11%	9.4%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.2%	39.73%	39.77%
Fringe III (Medium)	53.44%	52.64%	52.19%
Fringe IV (Light)	55.69%	54.62%	54.25%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.87%	14.65%	14.53%
All Day III (Medium)	24.11%	23.51%	23.74%
All Day IV (Light)	14.9%	15.91%	16.03%

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.16%	12.11%	12.18%
6:00am - 10:00am	17.03%	16.6%	17.53%
10:00am - 3:00pm	8.12%	9.97%	10.73%
3:00pm - 7:00pm	14.36%	15.13%	15.31%
7:00pm - Midnight	14.03%	12.71%	13.34%
Midnight - 6:00am	5.83%	6.85%	7.46%
Weekend Radio			
Listeners			
Dayparts [summary]	15.33%	15.06%	15.21%
6:00am - 10:00am	4.52%	4.01%	4.16%
10:00am-3:00pm	6.2%	6.19%	6.52%
3:00pm - 7:00pm	6.89%	7.95%	8.46%
7:00pm - Midnight	9.03%	9.84%	10.11%
Midnight - 6:00am	11.53%	12.74%	13.69%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.67%	7.87%	8.24%
Saturday: 8:00-11:00pm	8.07%	8.56%	8.57%
Sunday: 7:00-11:00pm	9.59%	9.56%	9.94%
9:00am-1:00pm	24.64%	24.02%	24.48%
9:00am-4:00pm	28.68%	28.08%	28.56%
4:00pm-7:00pm	29.61%	30.04%	30.47%
11:00pm-1:00am	41.06%	41.1%	41.7%
AVG Prime time	3.29%	3.84%	4.11%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.38%	16.82%	17.67%
7-9am	23.15%	23.73%	24.7%
9am-12noon	20.66%	19.32%	19.19%
12noon-4pm	8.02%	8.76%	9.37%
4-6pm	47.87%	48.68%	50.22%
6-7pm	18.01%	18.08%	18.36%
7-7:30pm	1.76%	1.7%	1.67%
7:30-8pm	10.84%	10.6%	10.76%
8-11pm	7.67%	7.87%	8.24%
11pm-12am	32.97%	32.66%	33.08%
11pm-1am	41.06%	41.1%	41.7%
1-6am	30.86%	31.37%	32.78%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.79%	18.4%	18.94%
Sat: 10am-1pm	8.42%	9.16%	9.29%
Sat: 1-4pm	24.81%	24.27%	24.53%
Sat: 4-6pm	6.8%	7.39%	7.47%
Sat: 6-7pm	2.17%	2.07%	2.06%
Sat: 7-8pm	1.01%	1.11%	1.17%
Sat: 8-11pm	8.07%	8.56%	8.57%
Sat: 11pm-1am	5.58%	5.94%	5.92%
Sat: 1am-7pm	23.99%	23.53%	24.05%
Sun: 7-10am	2.46%	2.35%	2.3%
Sun: 10am-1pm	6.62%	6.36%	6.27%
Sun: 1-4pm	5.91%	5.94%	5.97%
Sun: 4-7pm	12.94%	12.98%	13.11%
Sun: 7-11pm	9.59%	9.56%	9.94%
Sun: 11pm-1am	5.54%	5.16%	5.31%
Sun: 1-7am	21.83%	21.12%	21.41%

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 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. 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 44. 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 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

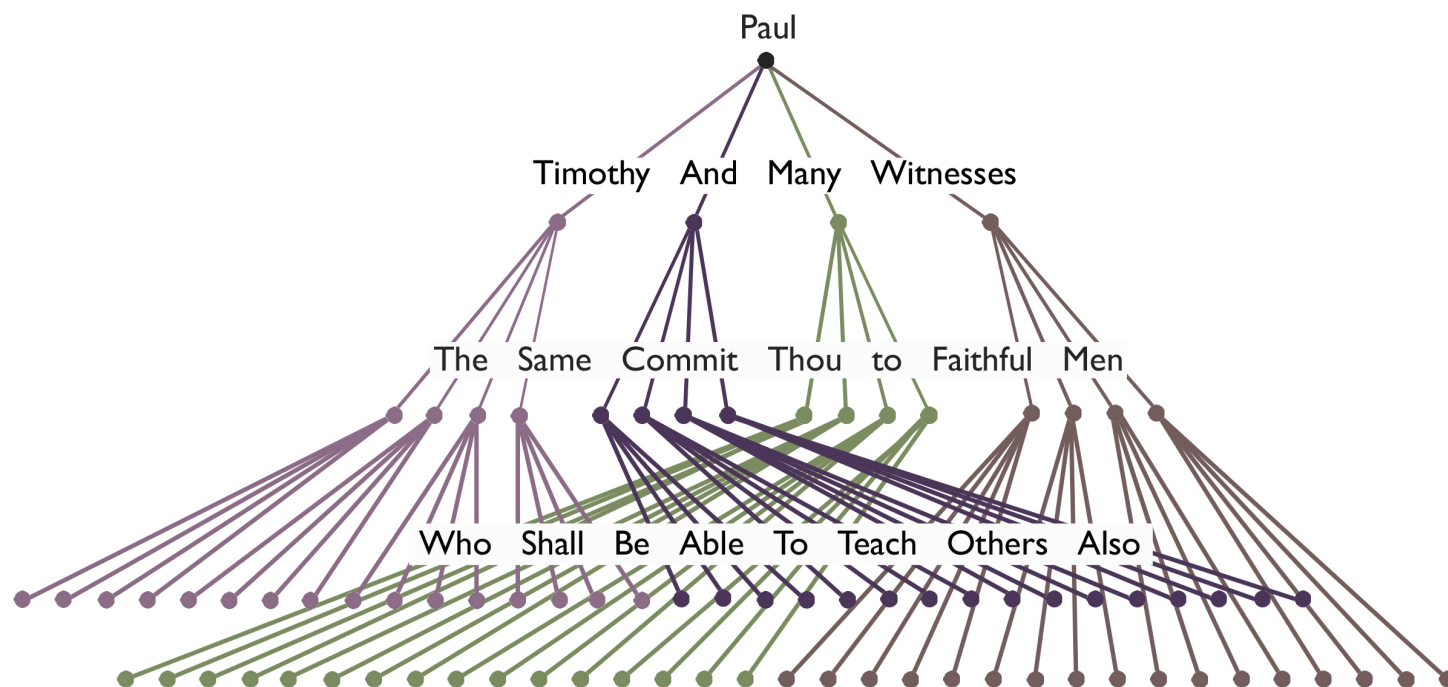
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

Missional Multiplication Principle *2nd Timothy 2:2*

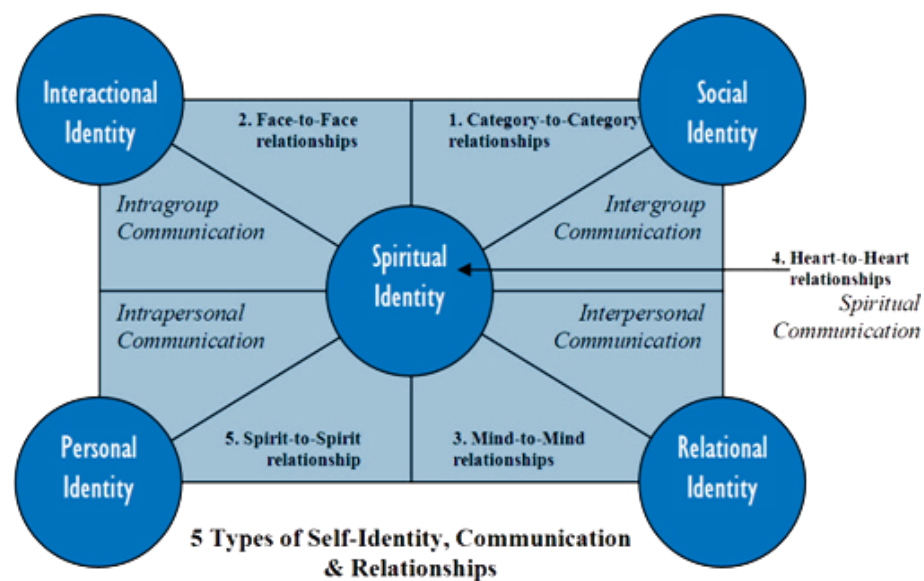


Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

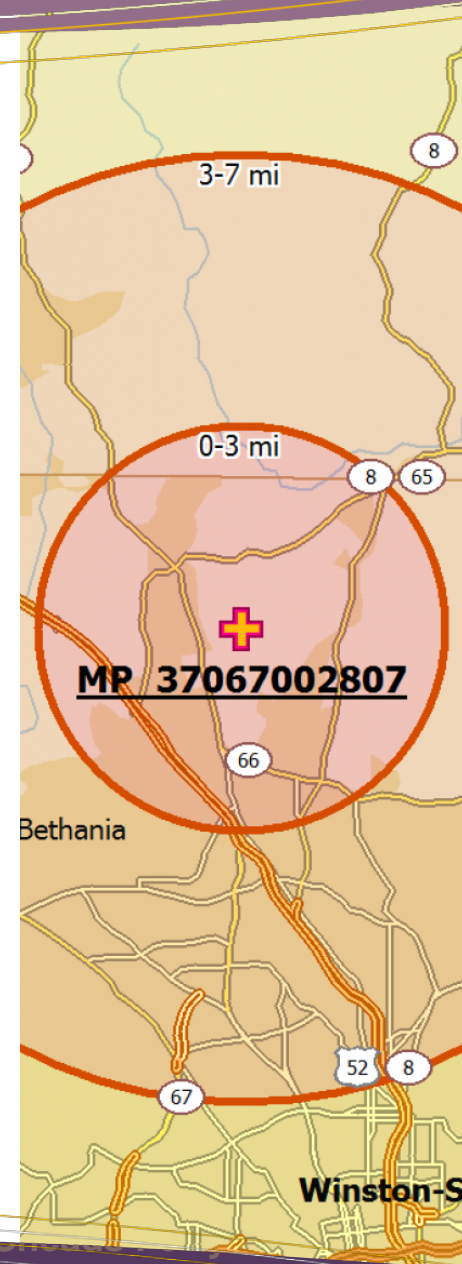


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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

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



Notes and Sources

1. 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.



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANC E	WRSH P AVG	IICM CGR
1	Rural Hall First - Rural Hall	7105 Broad St Rural Hall, NC 27045	0.08 mi	52	Declining
2	Northridge - Rural Hall	7911 Ketner Farm Rd Rural Hall, NC 27045	1.39 mi	81	Declining
3	Stanleyville First - Winston Salem	851 Ziglar Rd Winston Salem, NC 27105	1.85 mi	332	Declining
4	United - Winston	5815 Murray Rd Winston Salem, NC 27106	2.27 mi	94	Growing
5	Bethany - Winston Salem	600 Old Hollow Rd Winston Salem, NC 27105	2.70 mi	258	Plateauing
6	Beck's - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	3.51 mi	328	Plateauing
7	Hispanic - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	3.51 mi	0	Insufficient Data
8	Red Bank - Germanton	8104 Red Bank Rd Germanton, NC 27019	3.75 mi	59	Declining
9	North Davidson Community - Winston Salem	1090 Chestnutview Dr Winston Salem, NC 27105	3.79 mi	0	Insufficient Data
10	Macedonia - Tobaccoville	6186 Doral Drive Tobaccoville, NC 27050	3.81 mi	71	Declining
11	Brook Haven Baptist Church	2615 NC Hwy 65 W Germanton, NC 27019	5.02 mi	0	Insufficient Data
12	Leak Memorial - Germanton	1324 Leake Memorial Church Rd Germanton, NC 27019	5.02 mi	44	Plateauing
13	Germanton - Germanton	6810 NC 8 and 65 Hwy Germanton, NC 27019	5.02 mi	186	Plateauing
14	Crestwood - Winston Salem	530 Motor Rd Winston Salem, NC 27105	5.08 mi	118	Declining
15	Pfafftown - Pfafftown	4336 Transou Rd Pfafftown, NC 27040	5.20 mi	180	Declining



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	King First - King	108 E School St King, NC 27021	5.47 mi	454	Plateauing
17	Old Town - Winston Salem	4386 Shattalon Dr Winston Salem, NC 27106	5.83 mi	517	Plateauing
18	Forest Hill - Winston	402 Polo Rd Winston Salem, NC 27105	5.84 mi	48	Declining
19	New Church	1105 Long Dr Winston Salem, NC 27106	5.87 mi	0	Insufficient Data
20	Mountain View - King	1042 Mountain View Rd King, NC 27021	5.93 mi	51	Plateauing
21	College Park - Winston Salem	1701 Polo Rd Winston Salem, NC 27106	6.00 mi	352	Plateauing
22	The Rock Church - King	416 West King St King, NC 27021	6.09 mi	0	Insufficient Data
23	Friendship	1352 S Friendship Rd Germanton, NC 27019	6.29 mi	129	Declining
24	North Winston - Winston Salem	4023 Tise Ave Winston Salem, NC 27105	6.38 mi	37	Plateauing
25	Mineral Springs - Winston Salem	3733 Ogburn Ave Winston Salem, NC 27105	6.57 mi	90	Plateauing
26	Northwest - Winston Salem	407 Petree Rd Winston Salem, NC 27106	6.87 mi	125	Insufficient Data
27	Mount Olive - King	5413 NC 66 Hwy S King, NC 27021	7.14 mi	313	Plateauing
28	New Bethel - Tobaccoville	6340 Ridge Rd Tobaccoville, NC 27050	7.44 mi	35	Plateauing
29	Walkertown First - Walkertown	5185 Sullivantown Rd Walkertown, NC 27051	8.30 mi	82	Plateauing
30	121 Church	903 N Cherry St Winston Salem, NC 27101	8.39 mi	0	Insufficient Data



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
31	Robinhood Road - Winston Salem	5422 Robinhood Rd Winston Salem, NC 27106	8.54 mi	157	Plateauing
32	Knollwood - Winston Salem	330 Knollwood St Winston Salem, NC 27104	8.95 mi	371	Plateauing
33	Quaker Gap - King	2265 Flat Shoals Rd King, NC 27021	9.08 mi	340	Declining
34	Union - Winston	1200 N Trade St Winston Salem, NC 27101	9.18 mi	0	Insufficient Data
35	Edgewood - Winst	4067 Reidsville Rd Winston Salem, NC 27101	9.29 mi	166	Plateauing
36	Greater Saint Matthews - Winston Salem	149 Wheeler St Winston Salem, NC 27101	9.36 mi	50	Growing
37	Winston-Salem Chinese Christian - Winston	501 Miller St Winston Salem, NC 27103	9.57 mi	0	Insufficient Data
38	Ardmore - Winston Salem	501 Miller St Winston Salem, NC 27103	9.57 mi	628	Plateauing
39	South Fork - Win	3830 Wayne St Winston Salem, NC 27104	9.61 mi	61	Declining
40	Walnut Cove First - Walnut Cove	415 Summit St Walnut Cove, NC 27052	9.62 mi	182	Declining
41	King Cowboy Church - King	1061 Capella School Rd King, NC 27021	9.79 mi	0	Insufficient Data
42	First Baptist Church Saura Valley	3155 Ymca Camp Rd King, NC 27021	10.07 mi	13	Growing
43	Forsyth Park - Winston Salem	1600 S Hawthorne Rd Winston Salem, NC 27103	10.10 mi	37	Plateauing
44	International City of Praise Christian C	1001 S Marshall St Ste 75 Winston Salem, NC 27101	10.13 mi	0	Insufficient Data
45	Calvary - Win	5000 Country Club Rd Winston Salem, NC 27104	10.25 mi	3,794	Plateauing



6 Watroak Court
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.aept.org
www.missionalcoach.org
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