

# MissionSite

top unreached locations



GREENSBORO, NC

CENSUS TRACT: 37081010403

REGION: Region 5: Piedmont Triad

COUNTY: Guilford

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



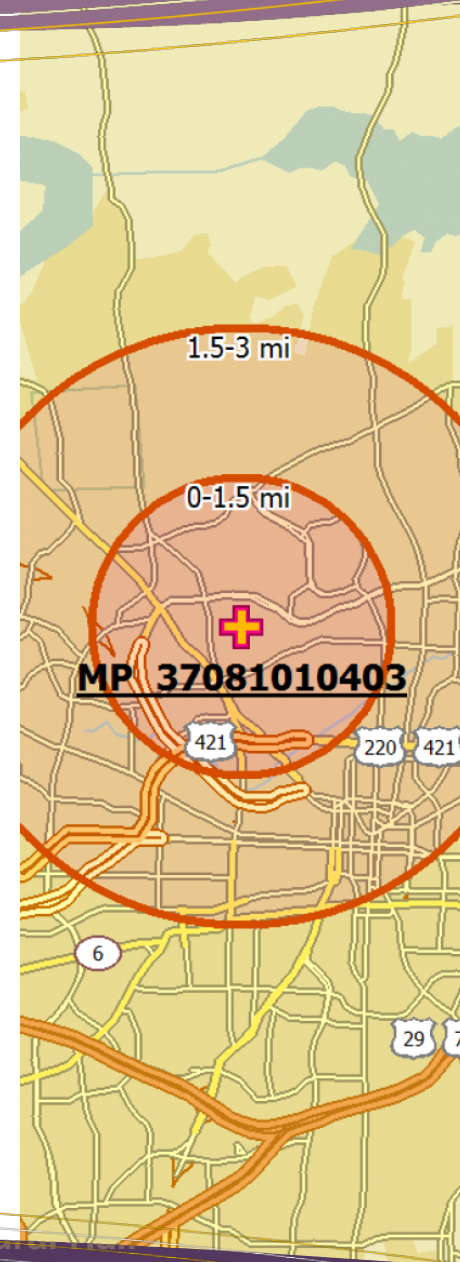
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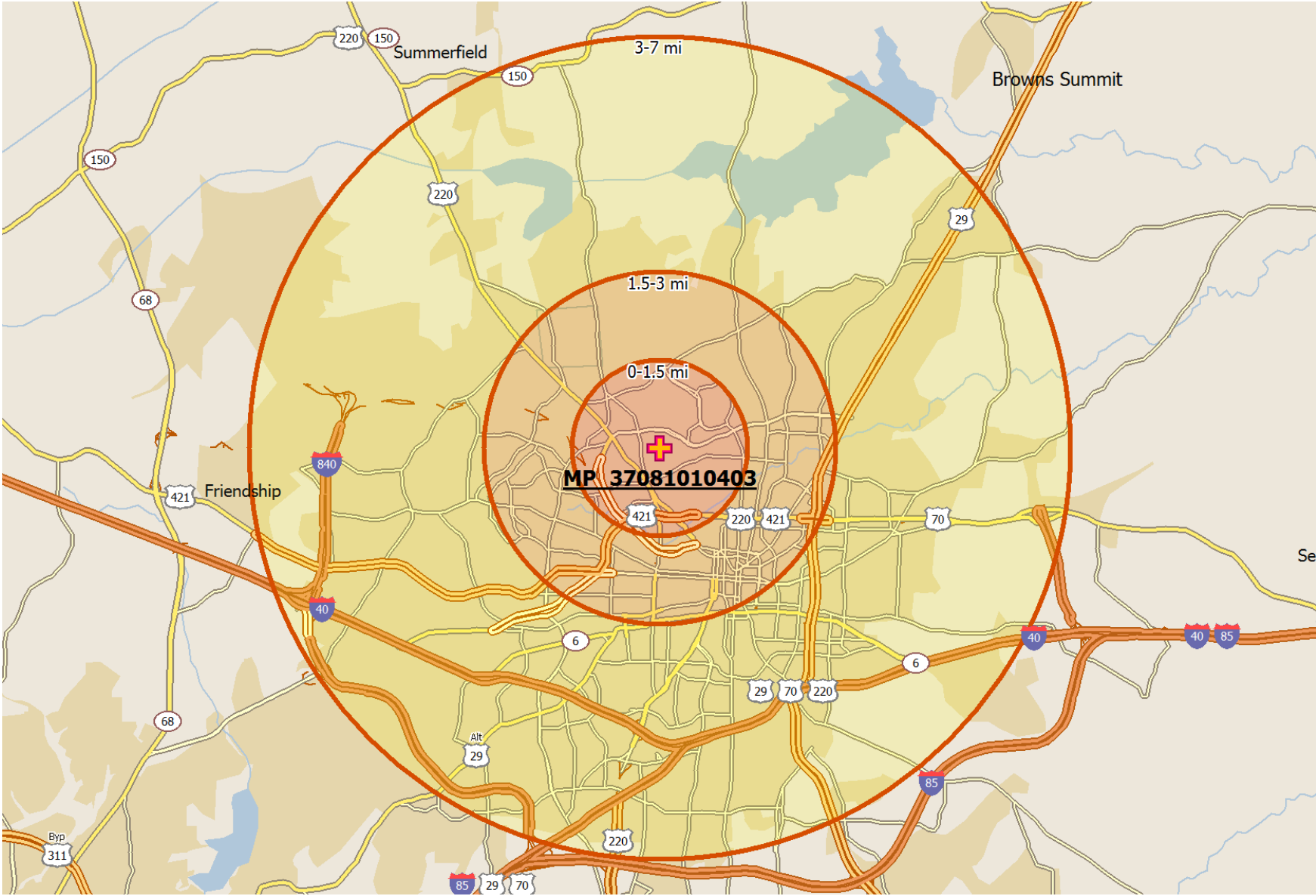
## Site Location Summary

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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37081	Guilford
4	Zipcode	27408	Guilford
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	M	100000-250000-100000



# 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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,013	60,619	194,017
2010 Households	7,190	25,729	77,740
2010 Group Quarters Population	22	5,286	8,024

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	58	58	40
Language Diversity National Index	44	54	32
Foreign Born Diversity National Index	81	58	78
Ancestry Diversity National Index	71	20	65
Racial Diversity National Index	55	79	45

# Site Location Summary - County Environment

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

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

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

# 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,121	57.32%
Mainstay Communities	Established, Diverse Households	1,026	14.27%
Working Communities	Blue-collar, Working Families	1,234	17.16%
Country Communities	Rural, Agri. & Mining Families	134	1.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	640	8.9%
Urban Communities	High Density, Inner-city Neighborhoods	36	0.5%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 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	136,556	5,064	3.71%
Unreached %	70.16%	70.43%	100.39
Religious But NOT Evangelical HH	39,383	1,260	3.2%
Religious But NOT Evangelical %	20.23%	17.53%	86.64
Spiritual But NOT Relig or Evang HH	18,879	827	4.38%
Spiritual But NOT Relig or Evang %	9.7%	11.5%	118.55
Not Evangelical, Not Interested HH	78,865	2,977	3.77%
Not Evangelical, Not Interested %	40.52%	41.4%	102.18



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	116	16	13.79%
Active BCNC Attenders	14,613	2,175	14.88%
Active Evangelical Households	25,491	4,105	16.11%
Active Evangelical Percent	13.10%	12.47%	95.23
Inactive Evangelical Households	32,590	5,248	16.1%
Inactive Evangelical Percent	16.74%	15.94%	95.22
# New Churches Needed	0	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.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Lawndale - Greensboro	0.58 mi	1,162	Growing	16	Lankford Memorial - Greensboro	2.77 mi	66	Declining
2	Word Fellowship Reformed Baptist Parkway - Greensboro	0.92 mi	0	Insufficient Data	17	New Hope - Greensboro	3.03 mi	11	Declining
3	Hillcrest - Greensboro	1.74 mi	58	Plateauing	18	Friendly Avenue Karen Church	3.12 mi	0	Insufficient Data
4	Encounter	1.82 mi	30	Insufficient Data	19	Friendly Avenue - Greensboro	3.12 mi	485	Plateauing
5	Stevens Memorial - Greensboro	1.99 mi	77	Plateauing	20	First Montagnard Baptist Church	3.13 mi	89	Insufficient Data
6	Triad Community Fellowship	2.09 mi	0	Insufficient Data	21	Rankin - Greensboro	3.13 mi	120	Declining
7	Magnolia Street - Greensboro	2.09 mi	53	Declining	22	New Bethel Christian Center	3.15 mi	0	Insufficient Data
8	24/7 Christian	2.16 mi	0	Insufficient Data	23	Lindley Park - Greensboro	3.15 mi	0	Insufficient Data
9	Northside - Greensboro	2.27 mi	143	Declining	24	Brandt Oaks - Greensboro	3.17 mi	0	Insufficient Data
10	Central Community - Greensboro	2.38 mi	40	Insufficient Data	25	Congecors International	3.58 mi	0	Insufficient Data
11	Korean Mission - Greensboro	2.40 mi	48	Declining	26	Laotian Baptist Mission	3.69 mi	0	Insufficient Data
12	Greensboro First - Greensboro	2.40 mi	300	Plateauing	27	Ethiopian Mission - Greensboro	3.69 mi	15	Insufficient Data
13	Eller Memorial - Greensboro	2.69 mi	58	Declining	28	Immanuel - Greensboro	3.69 mi	118	Growing
14	College Park - Greensboro	2.72 mi	0	Insufficient Data	29	Awaken	3.72 mi	21	Insufficient Data
15					30	Florida Street - Greensboro	3.82 mi	39	Plateauing

# 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.



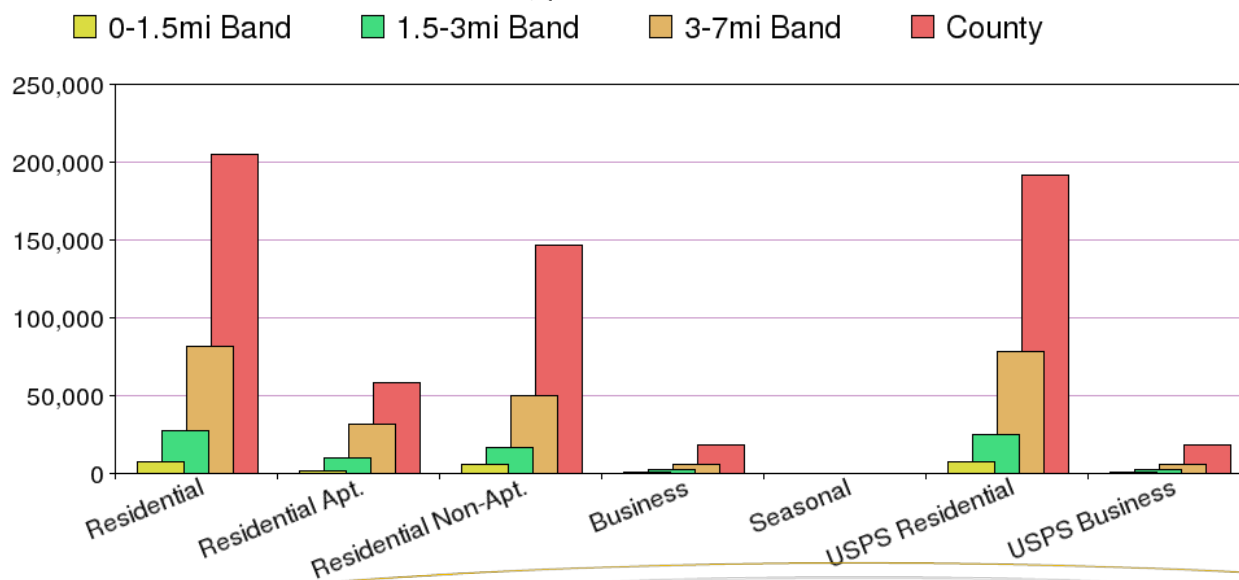
# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 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	347,465	16,572	4.77%
2000 Population	421,048	16,290	3.87%
2010 Population	488,074	16,013	3.28%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	137,725	6,955	5.05%
2000 Households	168,667	7,286	4.32%
2010 Households	194,637	7,190	3.69%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	7,692
Residential Apt.	1,486
Residential Non-Apt.	6,206
Business	596
Seasonal	0
USPS Residential	7,742
USPS Business	874

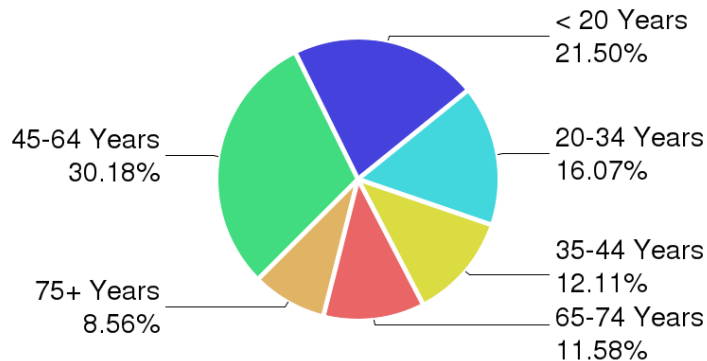
# Current Demographic Summary

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.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.16%	4.86%	94.19
4-5 Years	2.64%	1.97%	74.62
6-8 Years	3.99%	2.99%	74.94
9-11 Years	3.92%	3.2%	81.63
12-13 Years	2.58%	2.19%	84.88
14-17 Years	5.44%	4.22%	77.57
18-19 Years	2.74%	2.07%	75.55
0-5 Years	7.8%	6.83%	87.56
6-12 Years	9.2%	7.28%	79.13
13-19 Years	9.48%	7.39%	77.95
< 20 Years	26.48%	21.5%	81.19
20-34 Years	21.2%	16.07%	75.8
35-44 Years	13.66%	12.11%	88.65
45-64 Years	25.5%	30.18%	118.35
65-74 Years	7.07%	11.58%	163.79
75+ Years	6.08%	8.56%	140.79
Median Age	37	46	125.53
Median Age (Male)	35	44	123.66
Median Age (Female)	38	47	125.25

Age Group Percentages



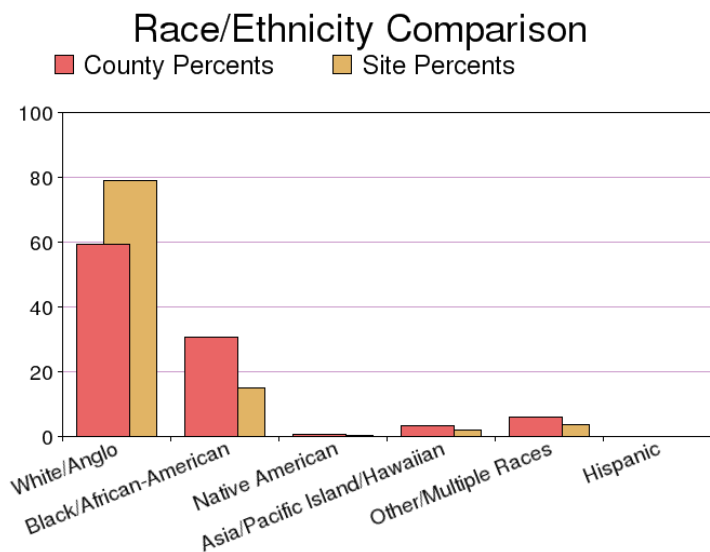


# Current Demographic Summary

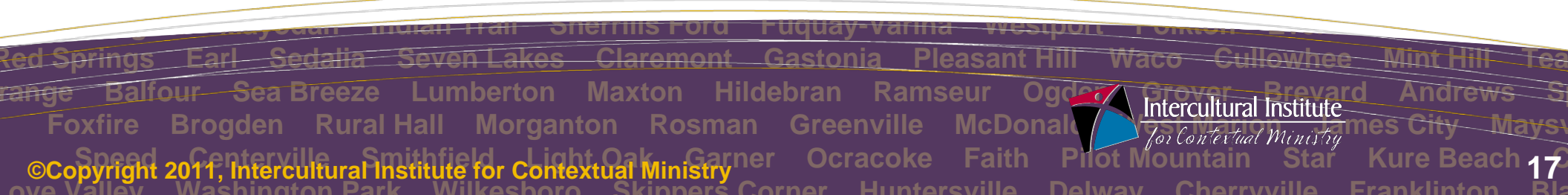
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 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.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	59.49%	79%	132.79
Black, African-American	30.59%	14.93%	48.82
Native American	0.53%	0.27%	50.33
Asian	3.38%	2.11%	62.48
Pacific Island, Hawaiian	0.06%	0.04%	78.44
Other/Multiple Races	5.95%	3.64%	61.15
Hispanic	0%	3.28%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	323,464	11,879	
Less than 9th Grade	4.74%	2.05%	230.57
No High School Diploma	8.3%	3.38%	245.19
High School Graduate	27.38%	18.65%	146.78
Some College, no degree	20.4%	20.29%	100.53
Associate Degree	6.84%	5.24%	130.63
College Degree	21.94%	32.52%	67.46
Graduate/Prof. degree	10.41%	17.86%	58.27



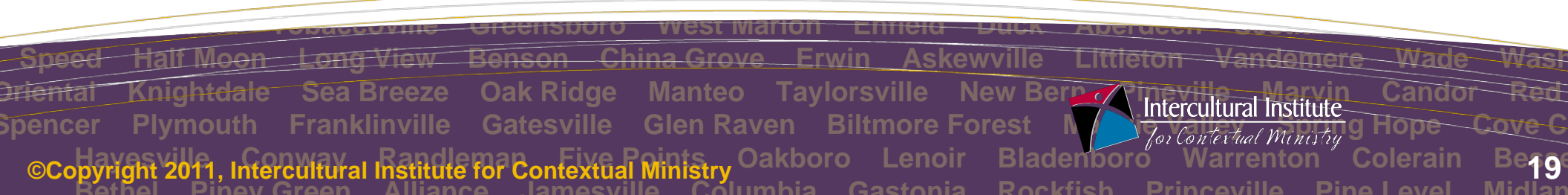


# Current Demographic Summary

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 0-1.5 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	62.44%	61.38%	98.3
Families with Children	32.03%	25.33%	79.08
Families without Children	30.42%	36.05%	118.52
Non-Family Households			
% Non-Family Households	37.56%	38.62%	102.83
Non-Families with Children	0.17	0.1	57.95
Non-Families without Children	37.39	38.53	103.04
Housing Units			Index
Total Housing Units	218,939	7,821	
Vacant percent	11.1%	8.07%	72.69
Owned percent	55.99%	69.84%	124.74%
Rented Percent	32.91%	22.09%	67.13
Households by Size			Index
Avg household size	2.42	2.22	91.74
Avg family hh size	3.14	2.90	92.36
Avg non-family hh size	1.24	1.15	92.74
Households By Count of Persons			Percent
One	61,054	2,408	3.94%
Two	59,779	2,572	4.3%
Three or Four	57,603	1,778	3.09%
Five+	16,201	432	2.67%



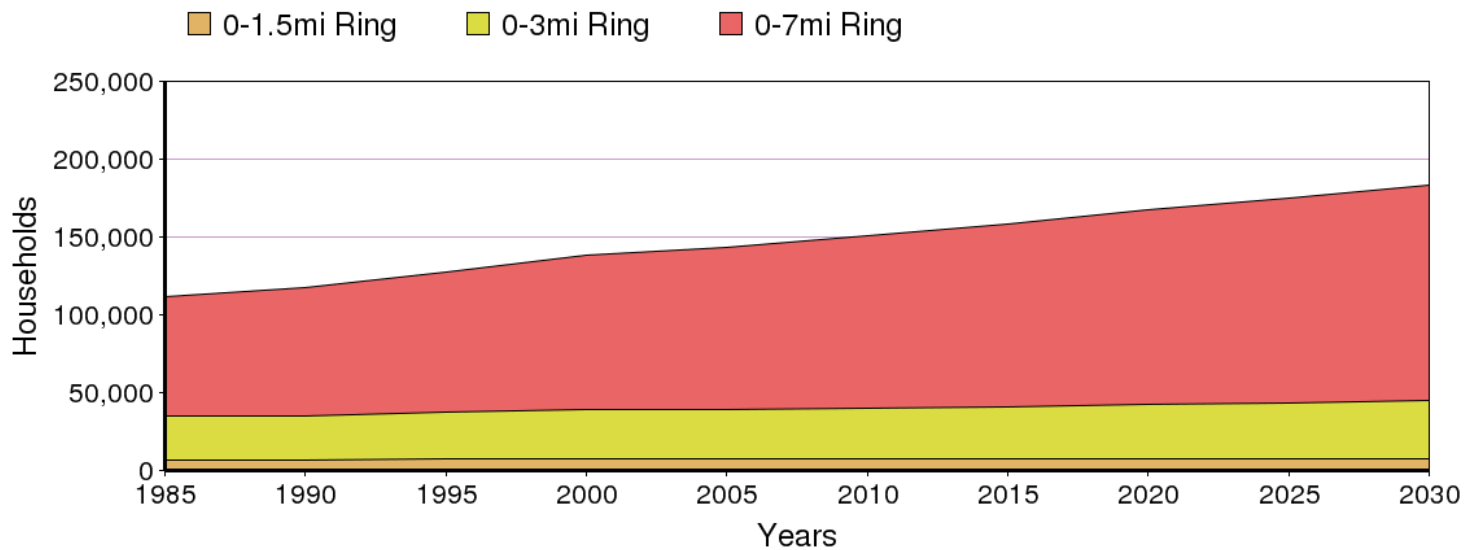
# Projected Demographic Summary

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 0-1.5 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	347,465	16,572	4.77%
2000 Population	421,048	16,290	3.87%
2010 Population	488,074	16,013	3.28%
2015 Population	526,600	16,316	3.1%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	137,725	6,955	5.05%
2000 Households	168,667	7,286	4.32%
2010 Households	194,637	7,190	3.69%
2015 Households	207,125	7,232	3.49%

Household Change from 1985 to 2030



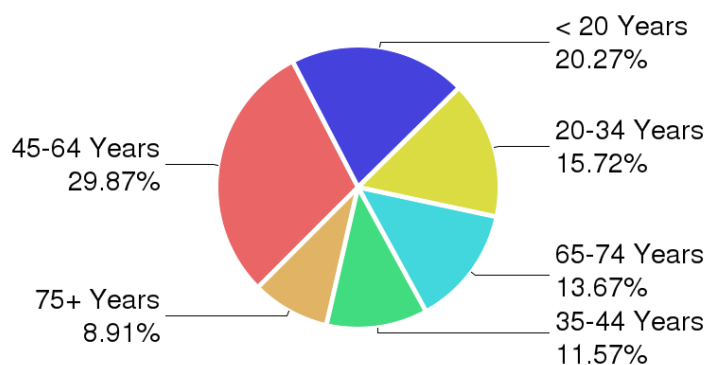
# Projected Demographic Summary

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	4.86%	4.39%	90.33
4-5 Years	1.97%	1.83%	92.89
6-8 Years	2.99%	2.86%	95.65
9-11 Years	3.2%	3.1%	96.88
12-13 Years	2.19%	2.3%	105.02
14-17 Years	4.22%	3.93%	93.13
18-19 Years	2.07%	1.84%	88.89
0-5 Years	6.83%	6.23%	91.22
6-12 Years	7.28%	7.08%	97.25
13-19 Years	7.39%	6.96%	94.18
< 20 Years	21.5%	20.27%	94.28
20-34 Years	16.07%	15.72%	97.82
35-44 Years	12.11%	11.57%	95.54
45-64 Years	30.18%	29.87%	98.97
65-74 Years	11.58%	13.67%	118.05
75+ Years	8.56%	8.91%	104.09
Median Age	37	48	130.33
Median Age (Male)	35	46	129.05
Median Age (Female)	38	49	129.55

Projected Age Group Percentages

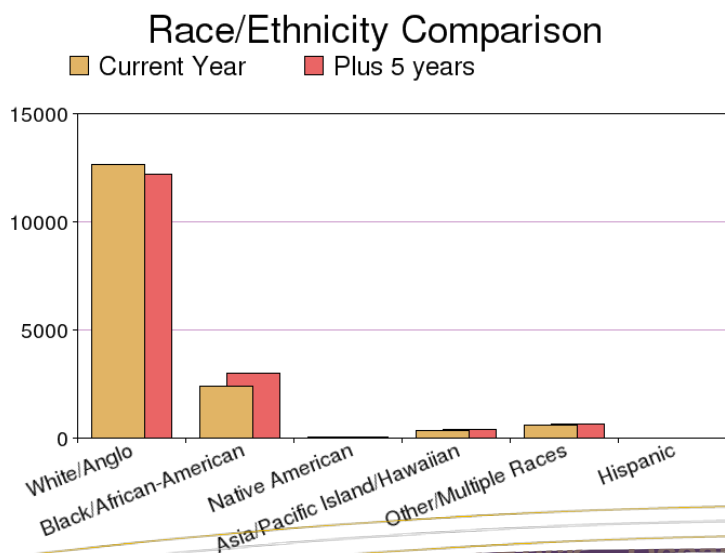


# Projected Demographic Summary

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

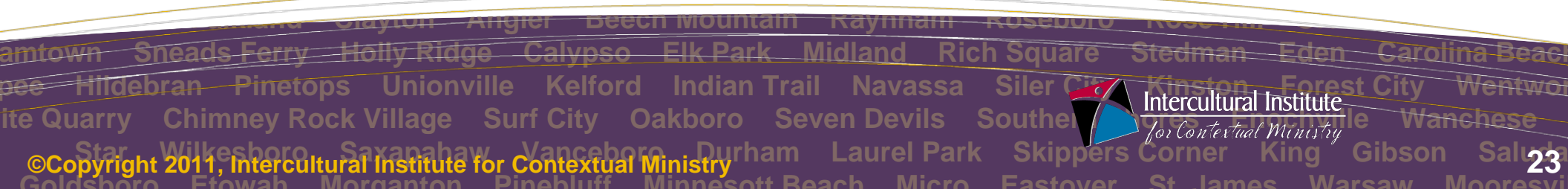
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	79%	74.77%	94.65
Black, African-American	14.93%	18.37%	123.02
Native American	0.27%	0.33%	123.25
Asian	2.11%	2.49%	118.18
Pacific Island, Hawaiian	0.04%	0.04%	98.14
Other/Multiple Races	3.64%	4%	109.76
Hispanic	0%	0%	0
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	11,879	12,351	
Less than 9th Grade	2.05%	1.95%	95
No High School Diploma	3.38%	2.94%	86.85
High School Graduate	18.65%	19.46%	104.29
Some College, no degree	20.29%	19.49%	96.06
Associate Degree	5.24%	5.51%	105.3
College Degree	32.52%	32.32%	99.39
Graduate/Prof. degree	17.86%	18.33%	102.61



# 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.

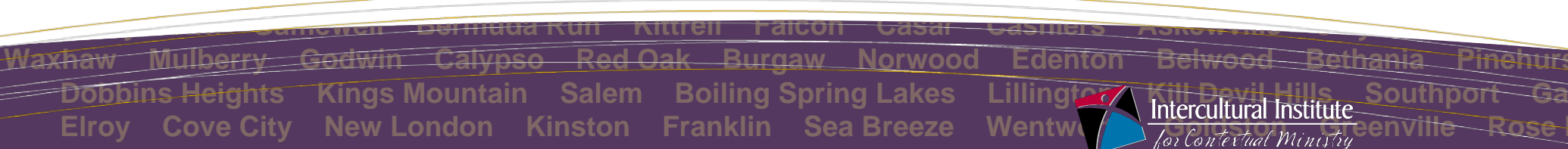
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	5.19%	4.84%	93.29
\$10,000 to \$19,999	7.76%	7.67%	98.88
\$20,000 to \$29,999	9.72%	9.36%	96.29
\$30,000 to \$49,999	19.6%	18.32%	93.49
\$50,000 to \$59,999	8.3%	7.78%	93.76
\$60,000 to \$69,999	6.95%	7.12%	102.4
\$70,000 to \$79,999	5.8%	5.96%	100.37
\$80,000 to \$89,999	4.48%	4.85%	103.12
\$90,000 to \$99,999	3.52%	3.54%	100.6
\$100,000 to \$249,999	7.47%	7.9%	105.71
\$125,000 to \$149,999	5.56%	6.1%	109.61
\$150,000 to \$199,999	6.24%	6.93%	110.93
\$200,000 to \$249,999	2.61%	2.79%	106.82
\$250,000 or more	6.79%	6.86%	101.05
Median Household	66,035	69,064	104.59
Average Household	105,225	109,380	103.95
Per Capita Household	47,249	48,485	102.62
<b>Family/Non-Family Household Income</b>			
Median Family Income	87,895	93,922	106.86
Average Family Income	126,519	132,557	104.77
Median Non-Family Income	40,474	42,511	105.03
Average Non-Family Income	63,942	67,462	105.5



# 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
<b>Family Households</b>			
% Family Households	61.38%	59.96%	97.68
Families with Children	25.33	25.03	98.82
Families without Children	36.05	34.78	96.47
<b>Non-Family Households</b>			
% Non-Family Households	38.62%	40.04%	103.68
Non-Families with Children	0.1	0.04	103.68
Non-Families without Children	38.53	40	103.83
<b>Housing Units</b>			
Total Housing Units	7,821	7,878	100.73%
Vacant percent	8.07%	8.2%	101.64
Owned percent	69.84%	69.47%	99.48
Rented Percent	22.09%	22.33%	101.06
<b>Households by Size</b>			
Avg household size	2.22	2.25	101.35%
Avg family hh size	2.90	3.00	103.45%
Avg non-family hh size	1.15	1.13	98.26%
<b>Households By Count of Persons</b>			
One	2,408	2,547	105.77%
Two	2,572	2,366	91.99%
Three or Four	1,778	1,832	103.04%
Five+	432	486	112.5%





# Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	423	4,364	13,383
Northern Europe	63	276	403
Western Europe	45	177	426
Southern Europe	0	83	162
Eastern Europe	5	294	450
Other Europe	0	0	0
Eastern Asia	32	270	624
So. Central Asia	120	314	680
SE Asia	0	668	2,111
Western Asia	0	44	204
Other Asia	0	0	58

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	53	633
Middle Africa	0	29	32
Northern Africa	5	106	509
Southern Africa	20	42	28
Western Africa	0	306	892
Other Africa	0	14	220
Oceania	9	29	59
Caribbean	27	147	418
Central Amer.	85	1,057	4,681
South America	0	209	494
North America	12	246	299
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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	13,078	53,265	132,749
Spanish	338	2,462	8,726
Other Indo-Euro language	293	1,752	3,081
French (incl. Patois, Cajun)	96	567	1,295
French Creole	0	19	13
Italian	8	90	196
Portuguese	9	35	60
German	43	276	441
Yiddish	0	17	15
Other West Germanic	27	35	58
A Scandinavian Language	0	25	73
Greek	6	110	20
Russian	0	81	34
Polish	0	47	31
Serbo-Croatian	0	88	182
Other Slavic Language	0	17	108
Armenian	0	0	0
Persian	0	109	23
Gujarathi	0	61	103
Hindi	0	14	88
Urdu	11	28	102

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	21	47
Asian/PI languages	0	0	0
Chinese	22	140	241
Japanese	11	83	80
Korean	0	159	500
Mon-Khmer, Cambodian	0	164	418
Miao, Hmong	0	82	87
Thai	0	27	45
Laotian	0	28	255
Vietnamese	0	204	1,168
Other Asian	17	19	149
Tagalog	0	26	185
Other Pacific Is	0	130	105
Other languages	9	480	1,938
Navajo	0	0	0
Other Native N. American	0	9	20
Hungarian	0	18	15
Arabic	0	177	719
Hebrew	0	51	43
African languages	9	215	1,119
Other unspecified	0	10	22

# 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	11,796	49,959	128,748
Arab	31	263	658
Armenian	5	0	14
Austrian	13	144	114
British	53	525	578
Canadian	10	124	210
Croatian	0	50	12
Czech	6	98	145
Czechoslovak	6	24	28
Danish	8	76	101
Dutch	253	517	785
English	2,571	6,553	9,364
European	209	954	1,264
Finnish	0	0	82
French (not Basque)	205	898	1,278
French Canadian	41	194	313
German	1,375	5,062	7,787
Greek	69	299	240
Hungarian	27	141	206
Iranian	0	110	39

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	901	3,655	5,830
Italian	472	2,158	2,400
Lithuanian	21	28	58
Norwegian	58	423	416
Polish	113	955	1,130
Portuguese	11	46	131
Romanian	3	34	15
Russian	74	339	340
Scandinavian	6	51	106
Scotch-Irish	984	2,820	3,558
Scottish	376	1,510	1,885
Slovak	25	79	68
Subsaharan African	81	821	3,736
Swedish	183	308	419
Swiss	21	112	150
Ukrainian	13	92	62
US/American	1,559	5,183	12,080
Welsh	67	259	318
West Indian	44	115	536
Yugoslavian	0	112	190
Other	1,903	14,826	72,102

# 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 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 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*

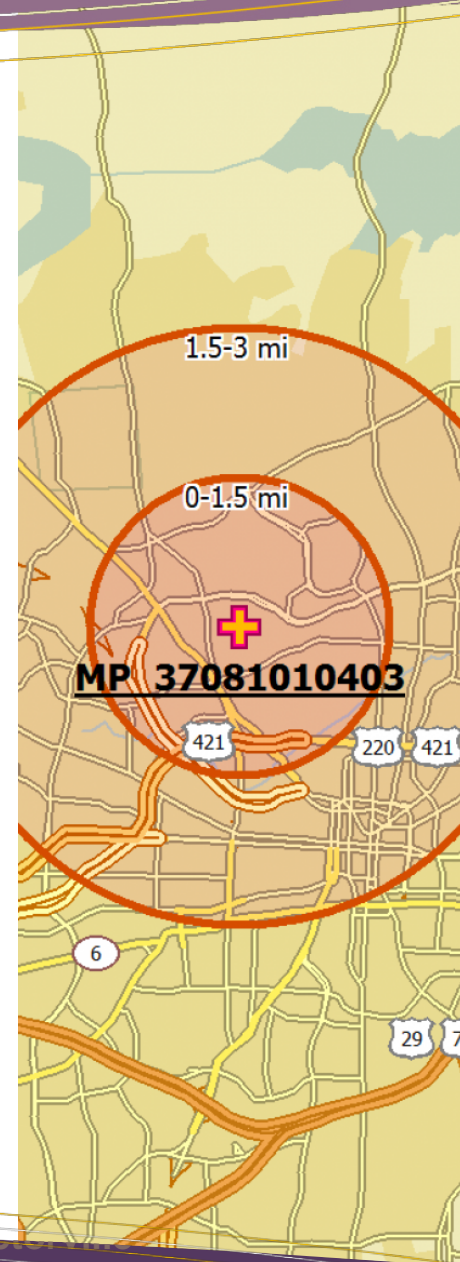
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	7,190	100%	5,324	100%
<b>AFFLUENT SUBURBIA</b>	1,987	27.64%	1,439	27.03%
America's Wealthiest	399	5.55%	320	6.01%
Dream Weavers	610	8.48%	436	8.19%
White Collar Suburbia	41	0.57%	33	0.62%
Upscale Suburbia	15	0.21%	12	0.23%
Enterprising Couples	0	0%	0	0%
Small Town Success	922	12.82%	638	11.98%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	2,134	29.68%	1,475	27.7%
Status Conscious Consumers	202	2.81%	142	2.67%
Affluent Urban Professionals	56	0.78%	45	0.85%
Urban Commuter Fam.	1,516	21.08%	1,018	19.12%
Solid Suburban Mix	16	0.22%	12	0.23%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	344	4.78%	258	4.85%
<b>SM TWN SUCCESS</b>	102	1.42%	328	6.16%
Successful Urban Sprawl	47	0.65%	258	4.85%
2nd City Homebodies	12	0.17%	33	0.62%
Prime Middle America	0	0%	8	0.15%
Urban Optimists	26	0.36%	0	0%
Family Convenience	17	0.24%	17	0.32%
Mid-Market Enterprise	0	0%	12	0.23%

# 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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,190	100%	5,324	100%
<b>BLUE COLLAR BACKBONE</b>	84	1.17%	51	0.96%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	84	1.17%	51	0.96%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	924	12.85%	653	12.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	596	8.29%	431	8.1%
Urban Advancement	318	4.42%	214	4.02%
Amer. Great Outdoors	0	0%	0	0%
Mature America	10	0.14%	8	0.15%
<b>METRO FRINGE</b>	1,150	15.99%	788	14.8%
Steadfast Conservative	1,086	15.1%	744	13.97%
Moderate Conventionalists	30	0.42%	20	0.38%
Southern Blues	34	0.47%	24	0.45%
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 0-1.5 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	7,190	100%	5,324	100%
REMOTE AMERICA	100	1.39%	59	1.11%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	100	1.39%	59	1.11%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	640	8.9%	481	9.03%
Young Cosmopolitans	188	2.61%	147	2.76%
Minority Metro Communities	442	6.15%	327	6.14%
Stable Careers	4	0.06%	3	0.06%
Aspiring Hispania	6	0.08%	4	0.08%
RURAL VILLAGES & FARMS	34	0.47%	25	0.47%
Aspiring Hispania	0	0%	4	0.08%
Industrious Country Living	0	0%	0	0%
America's Farmland	34	0.47%	0	0%
Comfy Country Living	0	0%	21	0.39%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	7,190	100%	5,324	100%
<b>STRUGGLING SOCIETIES</b>	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	36	0.5%	25	0.47%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	34	0.47%	24	0.45%
Urban Diversity	0	0%	0	0%
New Generation Activists	2	0.03%	1	0.02%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

Within the 0-1.5 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 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?



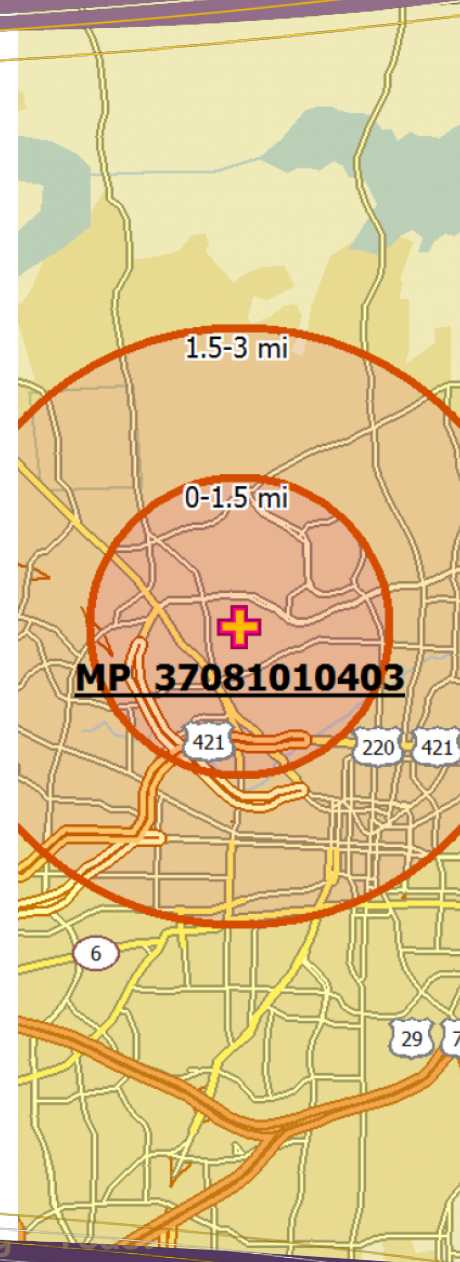
## Potential Cultural Bridges

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).

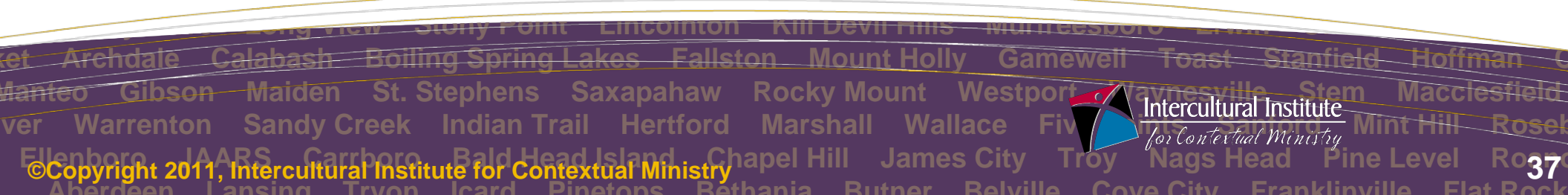


# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 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	83%	80%	75%
Use Comp. for Internet/E-mail	69%	65%	57%
Internet Use: E-Mail	58%	56%	50%
Use Comp. for Word Processing	50%	45%	38%
Use Comp. for Comp. Games	44%	40%	36%
Use Comp. for Shopping	43%	40%	34%
Use Comp. for Digital Camera	39%	37%	31%
Photo Editing			
Use Comp. for Banking	39%	37%	31%
Use Comp. for Education	36%	35%	32%
Internet Use: News/ Weather	34%	33%	29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	33%	32%	29%
Use Comp. for News/Info./Data Service	30%	29%	24%
Internet Use: Banking	30%	30%	27%
PC-Network-HH Has One	25%	23%	20%
Use Comp. for Personal Financial Mngmnt	20%	18%	15%
Use Comp. for Accounting	19%	17%	14%
Internet Use: Shopping: Gathered Info. for Shopping	17%	17%	14%
Internet Use: Shopping: Made A Purchase	16%	14%	12%
Use Comp. for Filing/DB Mngmnt	16%	15%	13%
Internet Use: Travel Reservations	15%	13%	11%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 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	70%	70%	69%
Dining Out (Not Fast Food)	66%	63%	56%
Reading Books	60%	59%	56%
Card Games	44%	43%	40%
Go To A Beach/Lake	43%	40%	35%
Cooking for Fun	39%	40%	38%
Gardening	39%	34%	30%
Board Games	34%	33%	31%
Visit Museum	27%	25%	22%
Photography	22%	22%	19%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	69%	67%	66%
Gen./Fam. Practitioner	42%	40%	37%
Dentist	35%	32%	28%
Eye Dr.	24%	22%	21%
Backache	21%	21%	21%
None Of These	20%	21%	20%
High Cholesterol	20%	18%	18%
Hypertension/High Blood Pressure	19%	18%	19%
Any Arthritis	15%	14%	14%
Acid Reflux Disease (GERD)	15%	14%	14%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 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	34.88%	34.31%	30.9%
Live Theater	28.48%	26.79%	23.39%
Live Theater Most Often	23.72%	21.87%	18.67%
Rock/Pop Concerts Most Often	18.59%	19.4%	17.47%
Dance Performance	10.54%	10.61%	10.7%
Classical Concerts Most Often	9.57%	8.42%	7.31%
Movies: Comedy	41.17%	40.78%	41.12%
Movies: Action/Adventure	40.51%	40.32%	39.84%
Movies: Drama	23.35%	23.6%	23.6%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	23.27%	22.74%	22.01%
Movies: Fam.	19.89%	20.05%	20.72%
Movies: Mystery	17.95%	18.85%	18.86%
MLB Baseball Reg. Season	10.54%	10.21%	8.52%
College Football Reg. Season	8.84%	8.2%	6.84%
NFL Football Reg. Season	8.74%	7.97%	7.02%
College Basketball Reg. Season	5.78%	5.95%	4.96%
NBA Basketball Reg. Season	5.22%	4.97%	4.33%
NHL Hockey Reg. Season	4.04%	3.95%	3.36%

# 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	46.61%	43.91%	41.16%
Swimming	37.58%	35.97%	31.25%
Bowling	22.16%	22.57%	21.62%
Weight Training	20.03%	19.05%	16.86%
Billiards/Pool	18.7%	20.26%	18.92%
Golf	18.57%	16.84%	13.39%
Using Cardio Machine	17.78%	16.94%	14.71%
Jogging/Running	17.1%	18.1%	17.54%
Mountain/Road Biking	15.9%	15.62%	12.72%
Freshwater Fishing	15.59%	15.09%	14.17%
Camping Trips	15.16%	13.46%	11.26%
Stationary Cycling	14.95%	13.94%	12.6%
Basketball	13.75%	15.79%	16.44%
Aerobics	12.19%	11.7%	11.63%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Backpacking/Hiking	11.7%	11.36%	9.45%
Power Boating	10.49%	8.6%	6.77%
Baseball	9.99%	10.83%	11.32%
Tennis	8.81%	9%	7.99%
Yoga	8.58%	8.93%	8.08%
Football	8.44%	10.44%	11.18%
Volleyball	8.07%	8.36%	8.47%
Canoeing/Kayaking	8.07%	6.95%	5.95%
Target Shooting	7.99%	7.48%	6.7%
Saltwater Fishing	7.5%	7.07%	6.74%
Hunting	7.36%	6.76%	6.08%
Soccer	7.36%	8.25%	7.94%
Softball	7.26%	7.71%	7.82%
Downhill & X-Country	6.47%	5.95%	4.97%
Skiing			



# 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](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	6.05%	5.39%	4.96%
Snorkeling	5.81%	5.61%	4.91%
Ice Skating	5.81%	6.03%	5.62%
Jet Skiing	5.53%	5.3%	4.61%
Roller Skating	5.38%	6.03%	6.2%
Horseback Riding	5.09%	5.15%	4.72%
Water Skiing	4.98%	4.69%	4.07%
Fly Fishing	4.53%	4.1%	3.93%
Sailing	4.25%	3.86%	3.29%
Archery	3.96%	3.48%	3.23%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.96%	3.98%	4.12%
Hockey	3.77%	3.6%	3.69%
Rock Climbing	3.72%	3.8%	3.51%
Snowboarding	3.7%	3.7%	3.47%
Martial Arts	3.63%	3.65%	3.48%
Snowmobiling	3.52%	3.17%	3.03%
Rowing	3.13%	2.69%	2.51%
Auto Racing	2.95%	2.93%	2.68%
Skateboarding	2.89%	2.93%	3.18%
Surfing & Windsurfing	2.74%	2.84%	2.78%



## 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.

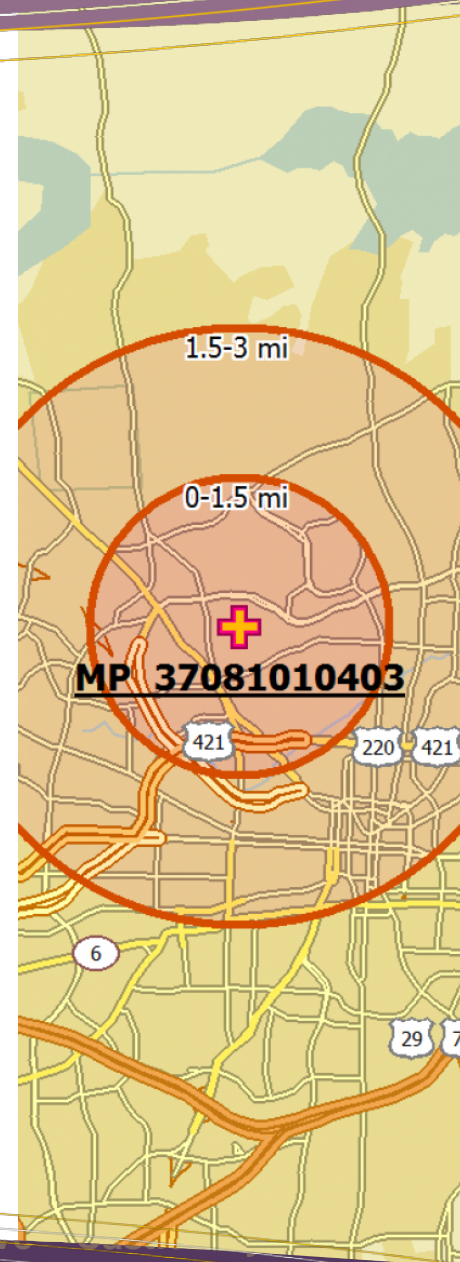
### BIBLICAL BARRIERS

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.

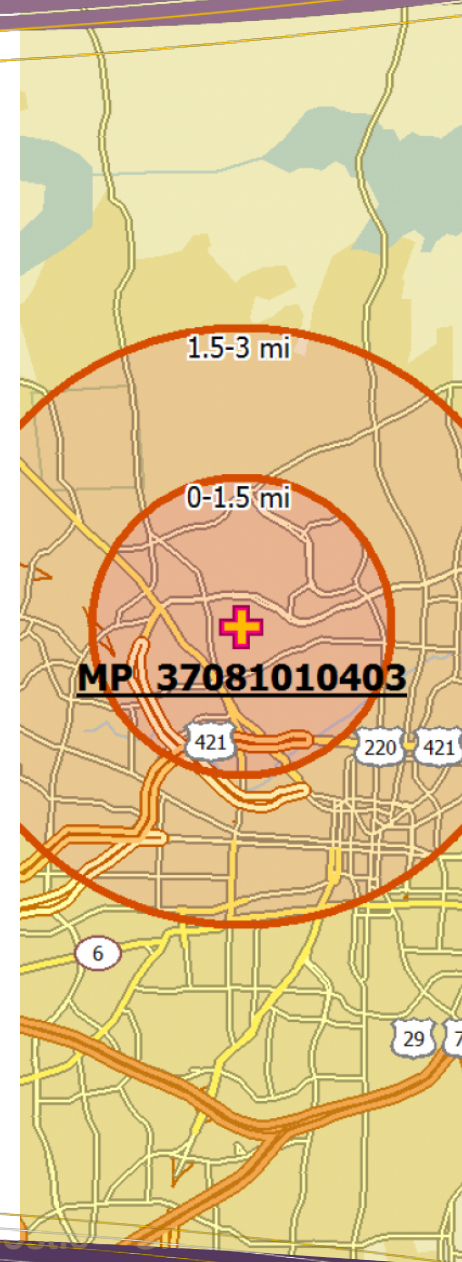
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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 -- 0-1.5 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](http://MissionalContext.org).

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	49%	51%
Prefer To Have Few Possessions As Possible	43%	41%	36%
Find It Difficult To Say No To My Kids	38%	39%	38%
Speak My Mind Even If It Upsets People	34%	34%	36%
If Won Lottery Would Never Work Again	34%	31%	28%
Woman's Place Is In The Home	33%	32%	33%
Like Control Over People And Resources	30%	32%	35%
Friends More Important Than My Fam.	30%	28%	26%
Like To Do Unconventional Things	29%	27%	26%
Don't Judge People/Way They Live Life	28%	29%	30%
Money Is Best Measure Of Success	26%	26%	25%
Marijuana Should Be Legalized	22%	21%	21%

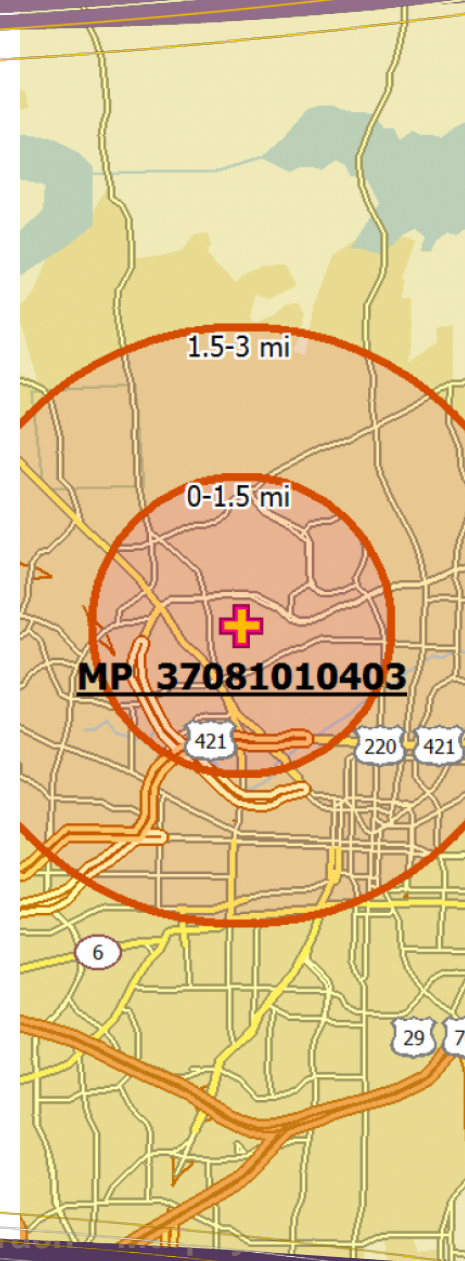
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	19%	20%	20%
Too Much Sponsorship In Arts/Sports	19%	20%	24%
Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
I Am A Workaholic	15%	18%	21%
Happy With My Standard Of Living	14%	16%	15%
Only Work Current Job for The Money	13%	13%	14%
We Should Strive for Equality for All	12%	14%	15%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	7%	8%
I Am A Perfectionist	6%	8%	9%



## 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.

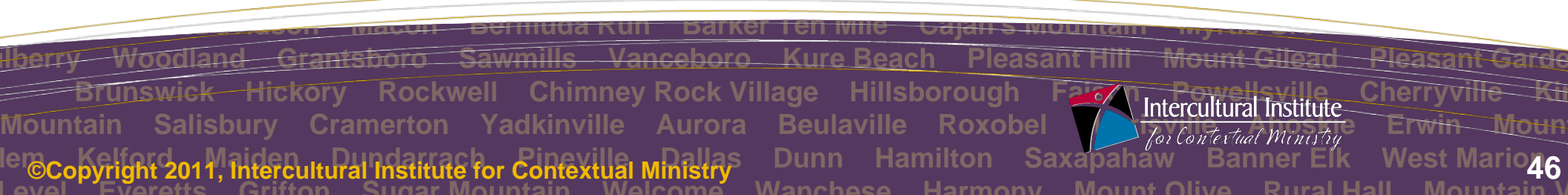


# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 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](http://MissionalContext.org).

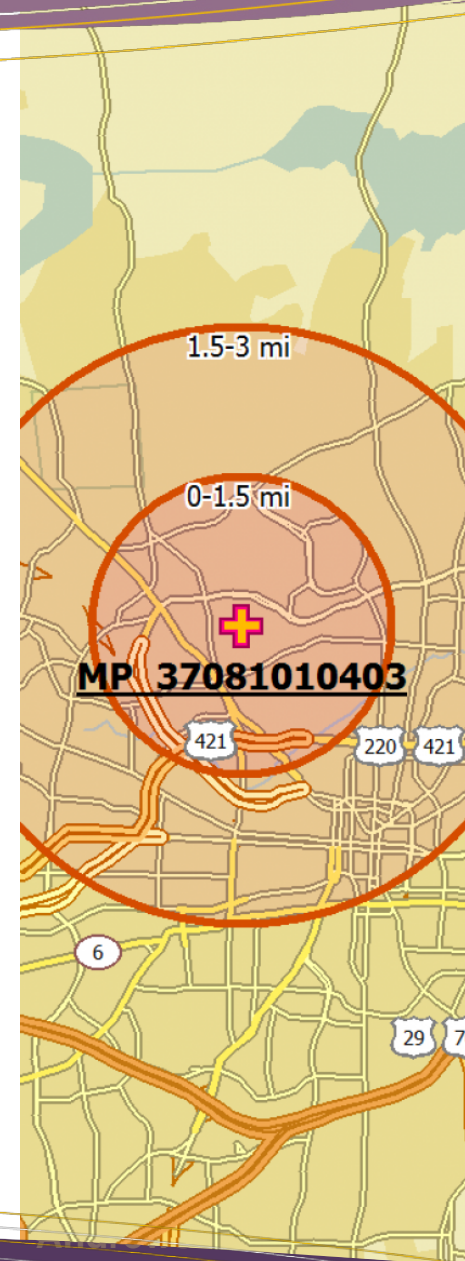
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	68%	66%	62%
You Should Seize Opportunities In Life	58%	57%	57%
Prefer To Have Few Possessions As Possible	43%	41%	36%
Like To Understand About Nature	39%	39%	39%
Important Feel Respected By My Peers	33%	33%	34%
Prefer Work Part Of Team Than Alone	32%	34%	35%
Have Keen Sense Of Adventure	28%	28%	28%
Important To Juggle Various Tasks	28%	29%	31%
People Have To Take Me As They Find Me	25%	24%	24%
Good At Fixing Things	25%	27%	29%
Like To Just Enjoy Life	25%	23%	22%
Worried About Pollution Caused By Cars	20%	23%	21%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	17%	18%	20%
Real Men Don't Cry	16%	16%	17%
Looking for New Ideas To Improve Home	15%	14%	16%
Try Not To Worry About The Future	15%	14%	16%
Is An Important Part Of Who I Am	15%	14%	15%
Enjoy Spending Time With My Fam.	11%	12%	12%
Provide My Kids With The Little Extras	8%	12%	15%
Children Should Be Allowed To Express Themselves	5%	6%	7%
Feel Very Alone In The World	5%	5%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	3%	3%	4%
Decor Particular Interest To Me	3%	4%	4%



## Potential Shared Places

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



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 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
Fam. Restaurants/Steak Houses-Visit Any	85.1%	82.24%	79.53%
Fast Food/Drive-In Restaurant-Visit Any	83.43%	83.33%	84.07%
McDonald's	54.69%	54.75%	54.73%
Burger King	34.35%	34.8%	37.14%
Applebee's	31.13%	30.81%	28.49%
Wendy's	30.82%	29.69%	30.44%
Subway	30.2%	30.24%	29.67%
Taco Bell	27.42%	26.11%	26.1%
Kentucky Fried Chicken (KFC)	24.66%	26.34%	29.62%
Olive Garden	23.55%	21.82%	20.53%
Arby's	21.94%	21.09%	20.6%
Pizza Hut	19.6%	19.69%	21.35%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Outback Steakhouse	17.35%	16.32%	15.38%
Dairy Queen	16.52%	15.73%	15.37%
Red Lobster	16.47%	16.61%	17.52%
Starbucks	16.02%	16.49%	14.93%
Cracker Barrel	15.61%	14.83%	13.18%
Chili's Grill and Bar	15.53%	15.41%	14.06%
IHOP (International House Of Pancakes)	14.28%	15.15%	15.72%
Chick-Fil-A	13.87%	14.51%	14.8%
TGI Friday's	13.77%	14.58%	14.78%
Quiznos Sub	12.64%	12.47%	11.7%
Panera Bread	12.36%	11.64%	10.02%
Dunkin' Donuts	12.26%	12.17%	12.83%

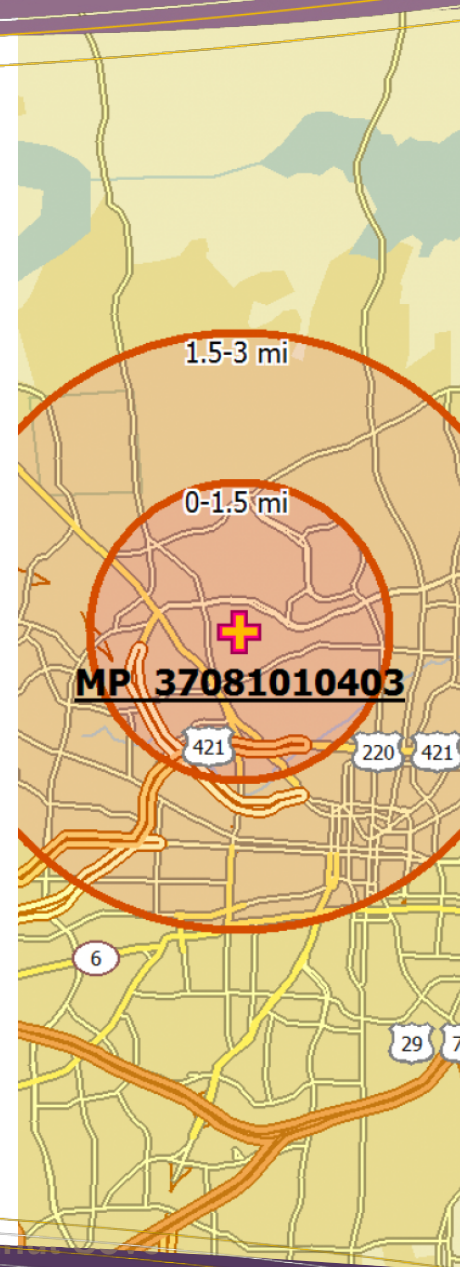


## Potential Shared Projects

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!

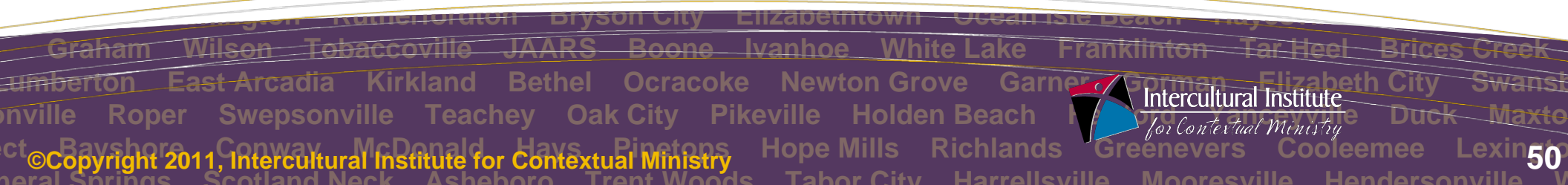


# Potential Shared Projects

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	54.95%	49.79%	46.4%
Recycled products	44.24%	38.99%	33.61%
Worked as volunteer (non political)	21.54%	19.21%	16.33%
Engaged in fund raising	13.57%	12.73%	11.99%
Religious club member	8.24%	8%	8.02%
Wrote to elected offcl about publ bus	7.8%	6.88%	5.99%

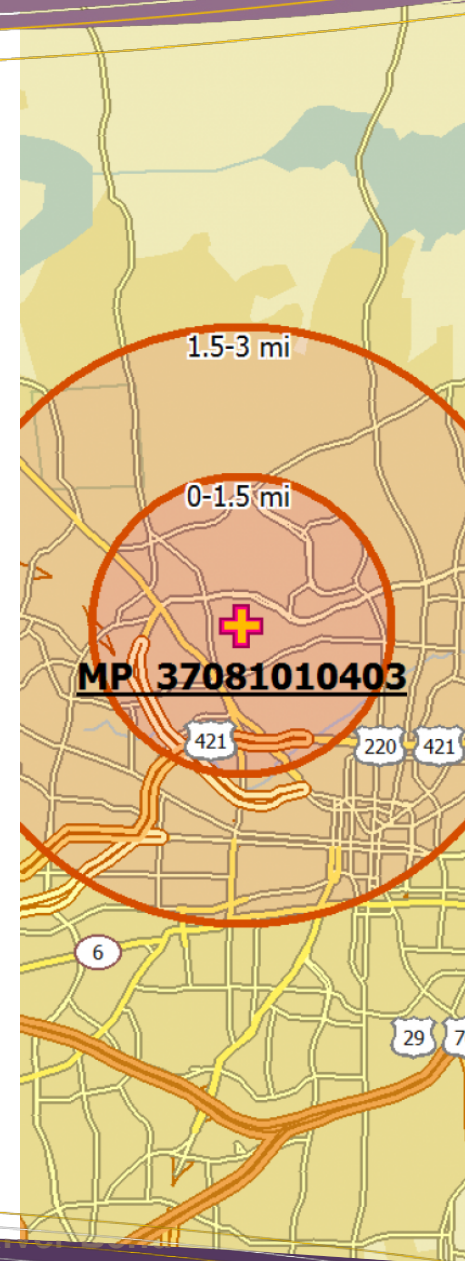
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	6.85%	6.31%	5.5%
Wrote to editor of mag or newspaper	6.81%	6.52%	5.76%
Took active part in local civic issue	6.26%	5.83%	5.41%
Union member	6.11%	5.52%	5.23%
Addressed a public meeting	6.04%	5.58%	4.87%
Fraternal order member	5.21%	4.66%	4.5%



## 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 -- 0-1.5 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

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	21.56%	20.12%	17.76%
Children's Books	15.17%	14.44%	13.74%
Mystery	14.32%	13.35%	11.47%
Cookbooks	12.31%	11.47%	10.32%
Religious (not Bibles)	8.9%	9.09%	9.51%
History	8.74%	7.92%	6.99%
Personal/Business	8.72%	8.28%	7.56%
Self-help			
Biography	8.57%	7.86%	7.2%
Romance	7.18%	7.09%	7.03%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper Distributed	74.87%	71.6%	69.46%
Gen. Editorial	50.02%	50.05%	50.79%
Womens	42.86%	44.1%	45.06%
Service	39.03%	36.37%	33.19%
Business/Finance	23.87%	22.59%	21.53%
Mens	18.96%	19.69%	19.79%
Sports	17.72%	17.5%	16.17%
Mature Market	14.91%	12.96%	12.05%
Health	13.3%	13.38%	13.56%

# 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 participation 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	60.12%	56.49%	53.09%
Business/Finance	36.77%	33.26%	29.54%
Sport	35.39%	33.72%	31.96%
Editorial Page	34.14%	31.23%	28.43%
Classified	30.02%	31.37%	31.5%
Movie Listings & Reviews	29.56%	28.41%	26.59%
Comics	28.9%	27.31%	25.14%
Food/Cooking	28.89%	26.63%	24.61%
TV/Radio Listings	26.21%	24.09%	22.97%
Home/Gardening	25.51%	22.81%	20.83%
Travel	24.83%	22.7%	20.37%
Science/Technology	22.32%	20.24%	17.79%
Fashion	16.39%	16.05%	16.33%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	20.19%	18.12%	15.24%
News/Talk	17.72%	14.88%	11.68%
CHR Contemp Hit Radio	17.5%	18.56%	18.7%
Country	17.28%	16.04%	13.37%
Rock	13.61%	12.37%	10.09%
Oldies	13.05%	11.52%	10.56%
Alternative	12.65%	10.97%	8.84%
Classic Rock	12.03%	10.63%	8.14%
Urban Contemporary	10.64%	17.19%	26.34%
Variety	9%	9.33%	10.23%
All News	8.98%	7.68%	7.58%
Soft Contemporary	7.95%	7.42%	6.61%
Religious	6.93%	6.38%	6.14%
All Talk	6.14%	5.29%	4.67%
Sports	6.03%	5.23%	4.48%
Jazz	5.99%	6.77%	8.7%
Classical	5.62%	4.86%	4.07%
Classic Hits	4.6%	4.09%	3.25%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	67.62%	65.43%	62.76%
Satellite Dish	55.76%	52.85%	50.77%
Soapnet	53.63%	51.83%	50.97%
Comedy Central	42.23%	39.65%	34.13%
Other Video-On-Demand	40.3%	40.09%	40.86%
Sci-Fi Channel	37.94%	36.28%	35.11%
Adult Pay Per View TV	36.28%	32.19%	30.67%
MSNBC	34.92%	34.31%	32.95%
TV Info From Sunday TV Magazine	31.43%	29.33%	28.47%
Subscribe Digital Cable	30.71%	29.96%	31.22%
ESPN Classic	30.07%	28.36%	23.73%
Adult Swim	30.05%	28.66%	24.62%

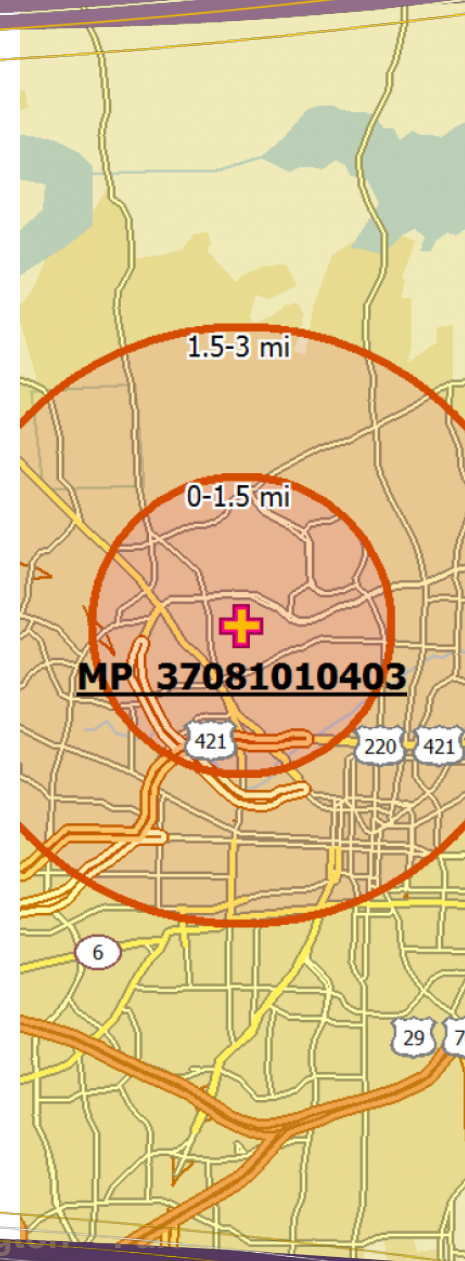
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ABC Fam.	29.71%	29.04%	26.37%
The Golf Channel	29.35%	26.95%	24.11%
Hallmark Channel	29.22%	27.94%	25.75%
USA Network	28.4%	25.49%	23.78%
Nickelodeon	28.37%	27.46%	26.59%
TCM (Turner Classic Movies)	28.04%	26.56%	25.22%
ESPN2	27.62%	26.77%	24.98%
TV Info From Newspapers	27.19%	26.74%	26.25%
BET (Black Entertainment TV)	26.09%	26.26%	24.81%
Nick At Nite	25.7%	25.22%	24.19%
ESPN News	25.41%	23.99%	20.27%
Video-On-Demand Movies	24.77%	23.52%	21.34%

# 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 -- 0-1.5 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+)	24.2%	23.05%	20.27%
Medium Users (4-6)	12.54%	11.37%	10.2%
Light Users (1-3)	21.27%	20.97%	20.49%
Quintiles (20%)			
Newspaper I (Heavy)	1%	0.98%	1.1%
Newspaper II	1.35%	1.48%	1.67%
Newspaper III	2.06%	2.28%	2.38%
Newspaper IV	0.3%	0.27%	0.31%
Newspaper V (Light)	0.96%	0.88%	0.86%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.12%	19.35%	20.72%
Magazines II	7.23%	8.04%	9.3%
Magazines III	8.21%	9.69%	10.3%
Magazines IV	10.17%	11.04%	12.43%
Magazines V (Light)	0.61%	0.75%	0.93%
Outdoor I (Heavy)	6.81%	7.01%	8.08%
Outdoor II	2.6%	2.93%	3.7%
Outdoor III	3.12%	3.46%	4.31%
Outdoor IV	14.99%	15.1%	15.93%
Outdoor V (Light)	26.54%	24.33%	23.89%
Yellow Pages I (Heavy)	13.84%	14.01%	15.04%
Yellow Pages II	6.5%	6.64%	7.61%
Yellow Pages III	4.68%	6.58%	7.74%
Yellow Pages IV	19.09%	20.7%	22.32%
Yellow Pages V (Light)	3.02%	3.31%	4.09%

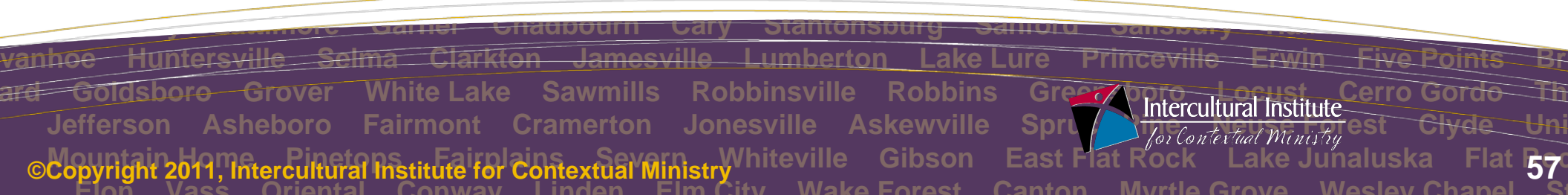


# Potential Multimedia Usage

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 Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.63%	3.78%	3.58%
Drive Time III (Medium)	0.48%	0.69%	0.91%
Radio IV & V (Light)	2.15%	2.45%	3%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.82%	8.43%	9.71%
Radio III (Medium)	4.28%	4.42%	4.44%
Radio IV & V (Light)	2.81%	3.4%	4.02%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	15.77%	15.64%	14.43%
Cable III (Medium)	3.95%	4.81%	4.88%
Cable IV & V (Light)	32.46%	33.02%	34.83%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.3%	4.54%	4.38%
Prime Time III (Medium)	1.8%	1.69%	1.63%
Prime Time IV & V (Light)	5.75%	8.11%	9.11%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.21%	40.54%	40.05%
Fringe III (Medium)	50.98%	50.22%	51.54%
Fringe IV (Light)	53.58%	53.29%	53.96%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.2%	12.39%	14.53%
All Day III (Medium)	23.07%	22.72%	23.55%
All Day IV (Light)	13.2%	15.5%	17.51%

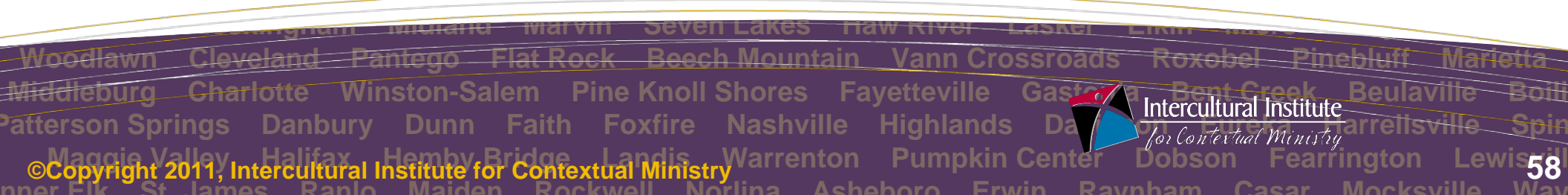


# Potential Audio & Prime Time TV Media Usage:

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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.72%	12.95%	12.31%
6:00am - 10:00am	20.47%	20.56%	19.36%
10:00am - 3:00pm	6.85%	9.43%	11.09%
3:00pm - 7:00pm	12.75%	13.35%	14.86%
7:00pm - Midnight	16.15%	14.53%	13.82%
Midnight - 6:00am	6.4%	6.62%	7.38%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.13%	14.2%	14.59%
6:00am - 10:00am	5.31%	4.99%	4.27%
10:00am-3:00pm	7.38%	7.92%	7.36%
3:00pm - 7:00pm	7.11%	7.38%	7.74%
7:00pm - Midnight	9.88%	10%	10.07%
Midnight - 6:00am	12.6%	12.5%	13.31%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	10.23%	10.21%	8.37%
Saturday:	8.72%	8.54%	8.78%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.82%	11.18%	9.92%
9:00am-1:00pm	25.7%	25.22%	24.19%
9:00am-4:00pm	29.89%	29.3%	28.39%
4:00pm-7:00pm	33.62%	31.86%	31.2%
11:00pm-1:00am	42.37%	42.45%	41.63%
AVG Prime time	3.08%	3.39%	4.2%
Mon-Sun			

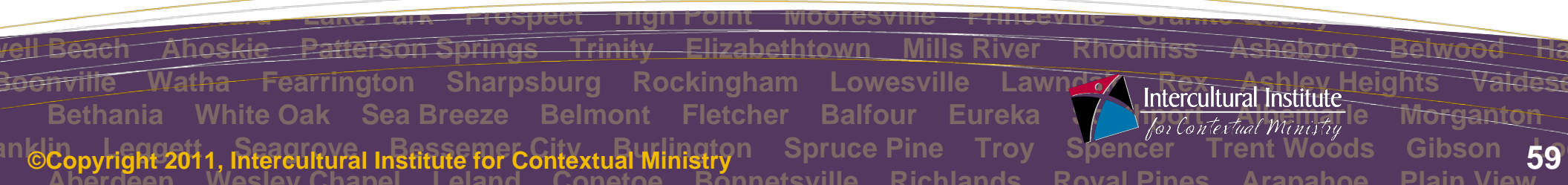


# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 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](http://MissionalContext.org).

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	19.82%	19.13%	17.94%
7-9am	27.62%	26.77%	24.98%
9am-12noon	21.69%	20.56%	19%
12noon-4pm	8.2%	8.74%	9.39%
4-6pm	57.16%	54.16%	51.37%
6-7pm	19.23%	18.49%	17.79%
7-7:30pm	1.81%	1.86%	2.06%
7:30-8pm	9.95%	10.87%	11%
8-11pm	10.23%	10.21%	8.37%
11pm-12am	34.92%	34.31%	32.95%
11pm-1am	42.37%	42.45%	41.63%
1-6am	36.78%	34.72%	33.19%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	22.18%	21.3%	19.53%
Sat: 10am-1pm	8.75%	9.08%	9.24%
Sat: 1-4pm	26.83%	25.37%	24.69%
Sat: 4-6pm	7.54%	7.89%	7.79%
Sat: 6-7pm	2.82%	2.35%	2.07%
Sat: 7-8pm	1.36%	1.38%	1.35%
Sat: 8-11pm	8.72%	8.54%	8.78%
Sat: 11pm-1am	5.58%	5.88%	6.51%
Sat: 1am-7pm	28.4%	25.49%	23.78%
Sun: 7-10am	2.2%	2.24%	2.39%
Sun: 10am-1pm	7.08%	6.56%	5.91%
Sun: 1-4pm	6.97%	6.77%	6.01%
Sun: 4-7pm	13.84%	14.38%	13.03%
Sun: 7-11pm	10.82%	11.18%	9.92%
Sun: 11pm-1am	4.8%	5.58%	5.49%
Sun: 1-7am	22.98%	23.21%	21.59%



# 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*

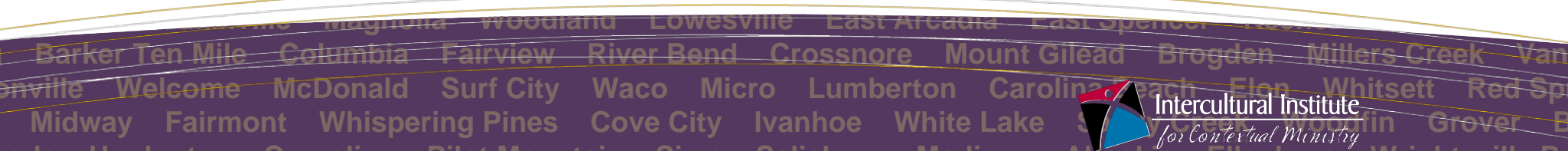
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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.

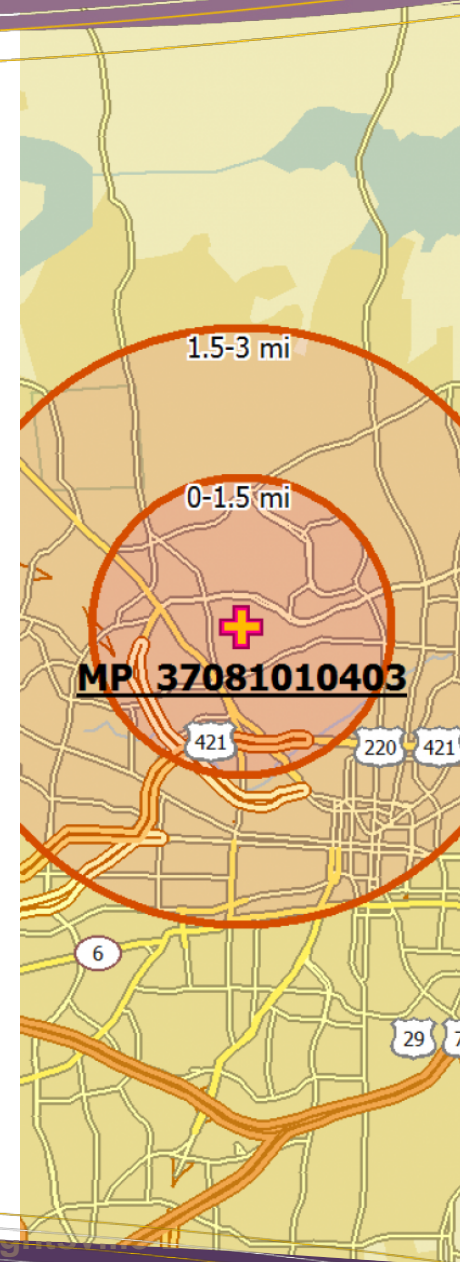


## Your MissionSite and the Missional Suite

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 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.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

1. Sightscape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Lawndale - Greensboro	3505 Lawndale Dr Greensboro, NC 27408	0.58 mi	1,162	Growing
2	Word Fellowship Reformed Baptist	23 Oak Branch Greensboro, NC 27420	0.92 mi	0	Insufficient Data
3	Parkway - Greensboro	1411 Benjamin Pkwy Greensboro, NC 27408	1.00 mi	140	Declining
4	Hillcrest - Greensboro	3920 Baylor St Greensboro, NC 27405	1.74 mi	58	Plateauing
5	Encounter	3205 Northline Ave Greensboro, NC 27410	1.82 mi	30	Insufficient Data
6	Stevens Memorial - Greensboro	3001 N Church St Greensboro, NC 27405	1.99 mi	77	Plateauing
7	Triad Community Fellowship	1203 Magnolia St Greensboro, NC 27401	2.09 mi	0	Insufficient Data
8	Magnolia Street - Greensboro	1203 Magnolia St Greensboro, NC 27401	2.09 mi	53	Declining
9	24/7 Christian	409 Overlook St Greensboro, NC 27403	2.16 mi	0	Insufficient Data
10	Northside - Greensboro	1100 E Cornwallis Dr Greensboro, NC 27405	2.27 mi	143	Declining
11	Central Community - Greensboro	406 Prescott Greensboro, NC 27401	2.38 mi	40	Insufficient Data
12	Korean Mission - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	2.40 mi	48	Declining
13	Greensboro First - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	2.40 mi	300	Plateauing
14	Eller Memorial - Greensboro	1200 Fourth St. Greensboro, NC 27405	2.69 mi	58	Declining
15	College Park - Greensboro	1601 Walker Ave Greensboro, NC 27403	2.72 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Lankford Memorial - Greensboro	3708 Yanceyville St Greensboro, NC 27405	2.77 mi	66	Declining
17	New Hope - Greensboro	1379 Lees Chapel Rd Greensboro, NC 27455	3.03 mi	11	Declining
18	Friendly Avenue Karen Church	4800 W Friendly Ave Greensboro, NC 27410	3.12 mi	0	Insufficient Data
19	Friendly Avenue - Greensboro	4800 W Friendly Ave Greensboro, NC 27410	3.12 mi	485	Plateauing
20	First Montagnard Baptist Church	3317 Summit Ave Greensboro, NC 27405	3.13 mi	89	Insufficient Data
21	Rankin - Greensboro	3317 Summit Ave Greensboro, NC 27405	3.13 mi	120	Declining
22	New Bethel Christian Center	4010 Walker Ave Greensboro, NC 27403	3.15 mi	0	Insufficient Data
23	Lindley Park - Greensboro	4010 Walker Avenue Greensboro, NC 27403	3.15 mi	0	Insufficient Data
24	Brandt Oaks - Greensboro	4600 Lake Brandt Rd Greensboro, NC 27455	3.17 mi	0	Insufficient Data
25	Congecors International	2200 E Wendover Ave Greensboro, NC 27405	3.58 mi	0	Insufficient Data
26	Laotian Baptist Mission	2432 High Point Rd Greensboro, NC 27403	3.69 mi	0	Insufficient Data
27	Ethiopian Mission - Greensboro	2432 High Point Rd Greensboro, NC 27403	3.69 mi	15	Insufficient Data
28	Immanuel - Greensboro	2432 High Point Rd Greensboro, NC 27403	3.69 mi	118	Growing
29	Awaken	4713 Kingswood Dr Greensboro, NC 27410	3.72 mi	21	Insufficient Data
30	Florida Street - Greensboro	1403 W Florida St Greensboro, NC 27403	3.82 mi	39	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	121 Church	707 Broad Ave Greensboro, NC 27406	3.86 mi	0	Insufficient Data
32	Saint Paul Baptist Church - Inc.	1309 Larkin St Greensboro, NC 27406	4.09 mi	0	Insufficient Data
33	Asian American Outreach	4925 W Market St Greensboro, NC 27407	4.15 mi	0	Insufficient Data
34	Montagnard Bunong Christian	2400 Old Chapman St Greensboro, NC 27403	4.34 mi	0	Insufficient Data
35	Reedy Fork - Browns Summit	4709 Yanceyville Rd Browns Summit, NC 27214	4.42 mi	172	Declining
36	Iglesia Bautista Hispana - Greensboro	2119 S Elm Eugene St Greensboro, NC 27406	4.44 mi	150	Insufficient Data
37	Gethsemane Missionary Baptist Church	3701 Heath St Greensboro, NC 27401	4.54 mi	0	Insufficient Data
38	Good News - Greensboro	2400 McConnell Rd Greensboro, NC 27401	4.61 mi	52	Growing
39	Crosspoint Church of Greensboro	1806 Merritt Dr Greensboro, NC 27407	4.67 mi	605	Declining
40	Beautiful Gate	2427 New Orleans St Greensboro, NC 27406	4.74 mi	0	Insufficient Data
41	Daystar Christian Fellowship - Greensboro	4094 US Highway 220 N Greensboro, NC 27410	4.85 mi	271	Plateauing
42	The Grove - Greensboro	4530 Jessup Grove Rd Greensboro, NC 27410	4.98 mi	86	Plateauing
43	Guilford - Greensboro	5904 W Market St Greensboro, NC 27409	5.19 mi	212	Declining
44	Rolling Roads - Greensboro	2800 Vanstory St Greensboro, NC 27407	5.20 mi	71	Plateauing
45	Cornerstone - Southern	5736 Inman Rd Greensboro, NC 27410	5.28 mi	518	Growing





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

In Partnership with:



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