

MissionSite

top unreached locations



GREENSBORO, NC

CENSUS TRACT: 37081011500

REGION: Region 5: Piedmont Triad

COUNTY: Guilford

SITESCAPE: Suburbscape

DENSITY PATTERN: K

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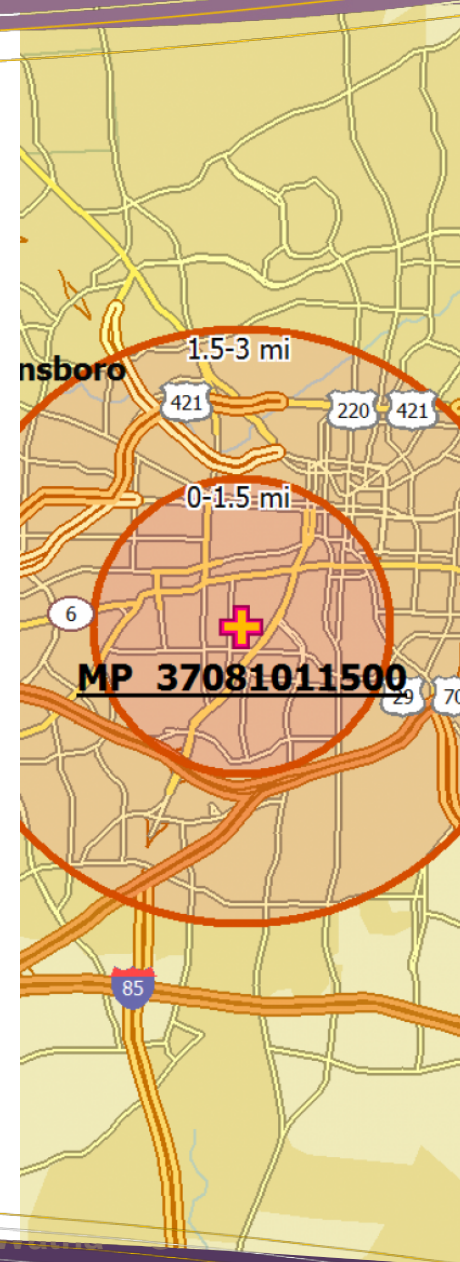


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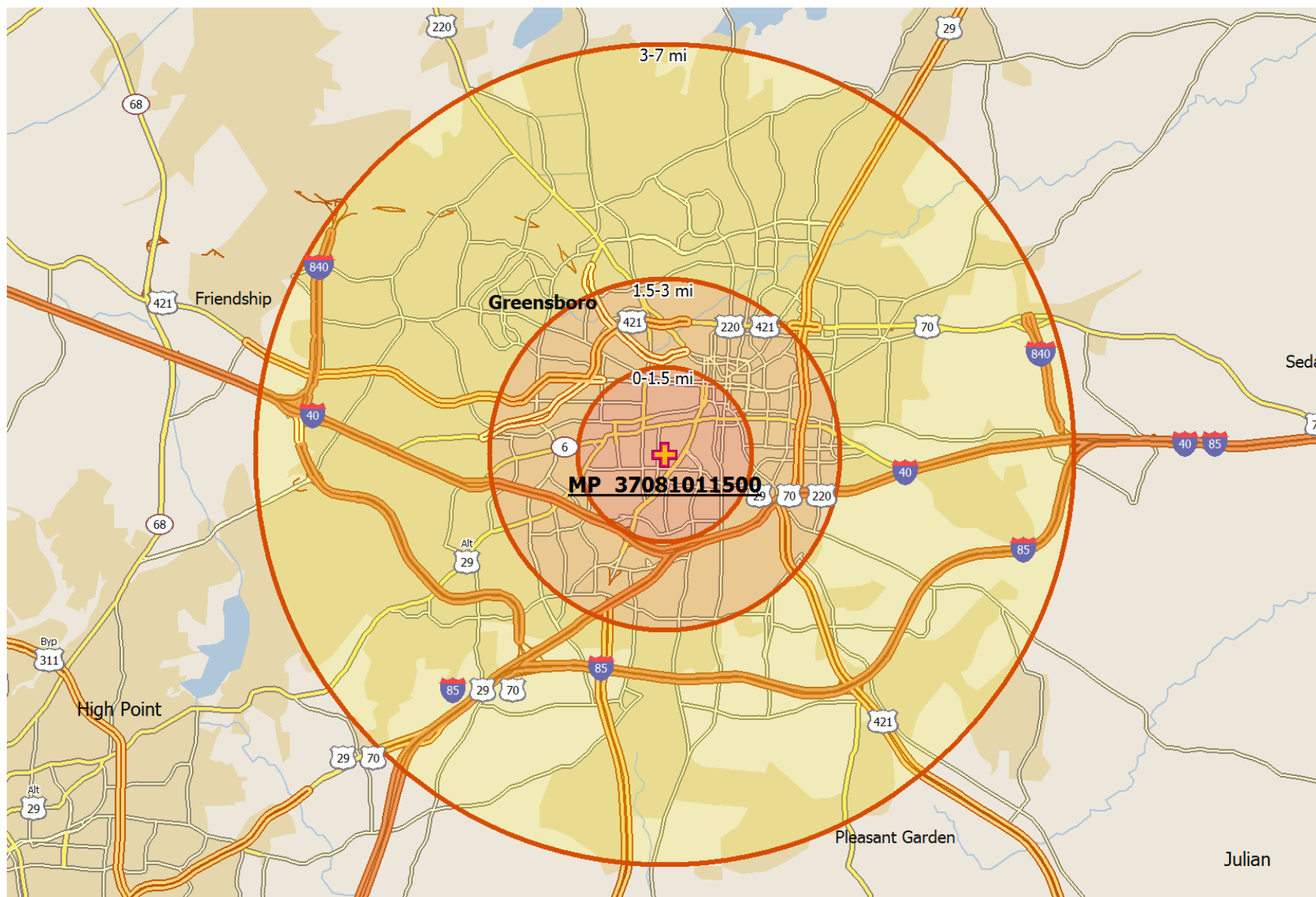
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37081	Guilford
4	Zipcode	27403	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	K	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



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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	28,912	58,365	189,140
2010 Households	10,581	23,235	79,527
2010 Group Quarters Population	4,868	5,425	2,941

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	66	57	37
Language Diversity National Index	53	50	27
Foreign Born Diversity National Index	51	76	91
Ancestry Diversity National Index	19	44	65
Racial Diversity National Index	81	68	43

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	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.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	646	6.11%
Mainstay Communities	Established, Diverse Households	107	1.01%
Working Communities	Blue-collar, Working Families	1,536	14.52%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,491	23.54%
Urban Communities	High Density, Inner-city Neighborhoods	5,799	54.81%

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 0-1.5 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	7,752	5.68%
Unreached %	70.16%	73.26%	104.42
Religious But NOT Evangelical HH	39,383	2,579	6.55%
Religious But NOT Evangelical %	20.23%	24.38%	120.48
Spiritual But NOT Relig or Evang HH	18,879	1,046	5.54%
Spiritual But NOT Relig or Evang %	9.7%	9.89%	101.96
Not Evangelical, Not Interested HH	78,865	4,209	5.34%
Not Evangelical, Not Interested %	40.52%	39.78%	98.17



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	116	27	23.28%
Active BCNC Attenders	14,613	1,930	13.21%
Active Evangelical Households	25,491	4,160	16.32%
Active Evangelical Percent	13.10%	12.30%	93.93
Inactive Evangelical Households	32,590	5,319	16.32%
Inactive Evangelical Percent	16.74%	15.73%	93.94
# 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.	WRSH AVG	IICM CGR
1	Florida Street - Greensboro	0.31 mi	39	Plateauing
2	College Park - Greensboro	0.85 mi	0	Insufficient Data
3	Montagnard Bunong Christian	0.96 mi	0	Insufficient Data
4	Laotian Baptist Mission	1.05 mi	0	Insufficient Data
5	Ethiopian Mission - Greensboro	1.05 mi	15	Insufficient Data
6	Immanuel - Greensboro	1.05 mi	118	Growing
7	Beautiful Gate	1.23 mi	0	Insufficient Data
8	Korean Mission - Greensboro	1.32 mi	48	Declining
9	Greensboro First - Greensboro	1.32 mi	300	Plateauing
10	Iglesia Bautista Hispana - Greensboro	1.35 mi	150	Insufficient Data
11	24/7 Christian	1.42 mi	0	Insufficient Data
12	Central Community - Greensboro	1.56 mi	40	Insufficient Data
13	121 Church	1.70 mi	0	Insufficient Data
14	Saint Paul Baptist Church - Inc.	1.73 mi	0	Insufficient Data
15	New Bethel Christian Center	2.10 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Lindley Park - Greensboro	2.10 mi	0	Insufficient Data
17	Rocky Knoll - Greensboro	2.24 mi	144	Plateauing
18	Rolling Roads - Greensboro	2.30 mi	71	Plateauing
19	Whosoever Will	2.42 mi	0	Insufficient Data
20	Amigos De Dios	2.48 mi	0	Insufficient Data
21	Southside - Greensboro	2.48 mi	226	Plateauing
22	Crosspoint Church of Greensboro	2.52 mi	605	Declining
23	Triad Community Fellowship	2.58 mi	0	Insufficient Data
24	Magnolia Street - Greensboro	2.58 mi	53	Declining
25	Encounter	2.75 mi	30	Insufficient Data
26	Word Fellowship Reformed Baptist	2.83 mi	0	Insufficient Data
27	Pinecroft - Greensboro	2.90 mi	91	Declining
28	Auto-Cross Mission	3.09 mi	0	Insufficient Data
29	Eller Memorial - Greensboro	3.21 mi	58	Declining
30	Good News - Greensboro	3.23 mi	52	Growing



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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
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.

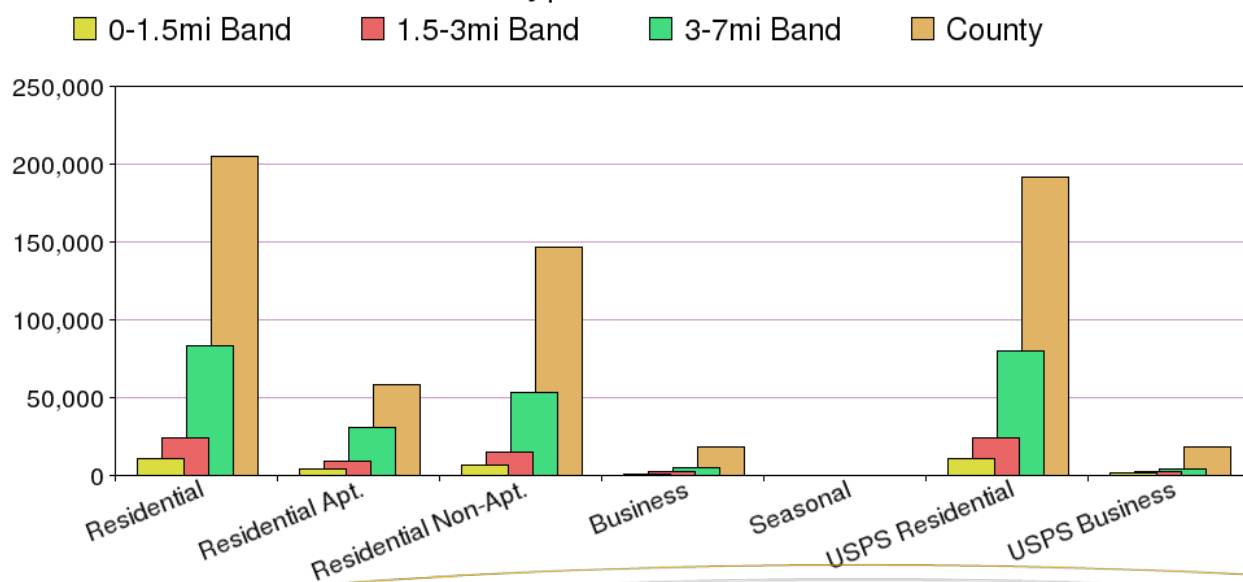
Current Demographic Summary

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 0-1.5 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	27,931	8.04%
2000 Population	421,048	29,193	6.93%
2010 Population	488,074	28,912	5.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	137,725	10,437	7.58%
2000 Households	168,667	10,917	6.47%
2010 Households	194,637	10,581	5.44%

Location Types in this MissionSite

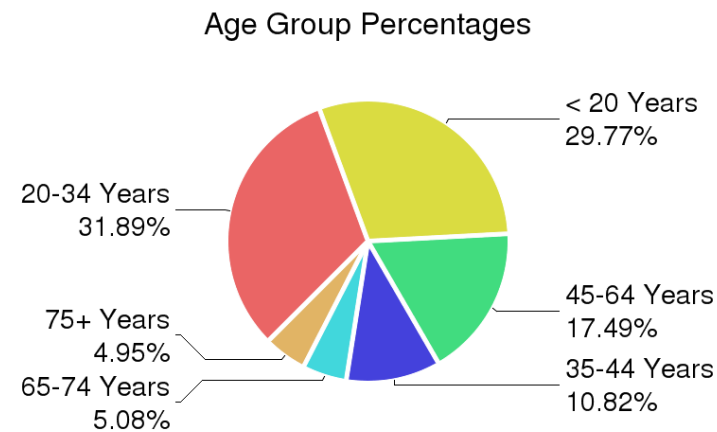


Location Type	0-1.5mi Band
Residential	11,022
Residential Apt.	4,285
Residential Non-Apt.	6,737
Business	1,076
Seasonal	0
USPS Residential	10,728
USPS Business	1,542

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%	4.38%	84.88
4-5 Years	2.64%	2.05%	77.65
6-8 Years	3.99%	3.19%	79.95
9-11 Years	3.92%	3.12%	79.59
12-13 Years	2.58%	2.05%	79.46
14-17 Years	5.44%	6.22%	114.34
18-19 Years	2.74%	8.77%	320.07
0-5 Years	7.8%	6.43%	82.44
6-12 Years	9.2%	7.33%	79.67
13-19 Years	9.48%	16.01%	168.88
< 20 Years	26.48%	29.77%	112.42
20-34 Years	21.2%	31.89%	150.42
35-44 Years	13.66%	10.82%	79.21
45-64 Years	25.5%	17.49%	68.59
65-74 Years	7.07%	5.08%	71.85
75+ Years	6.08%	4.95%	81.41
Median Age	37	34	91.39
Median Age (Male)	35	32	89.55
Median Age (Female)	38	35	93.35



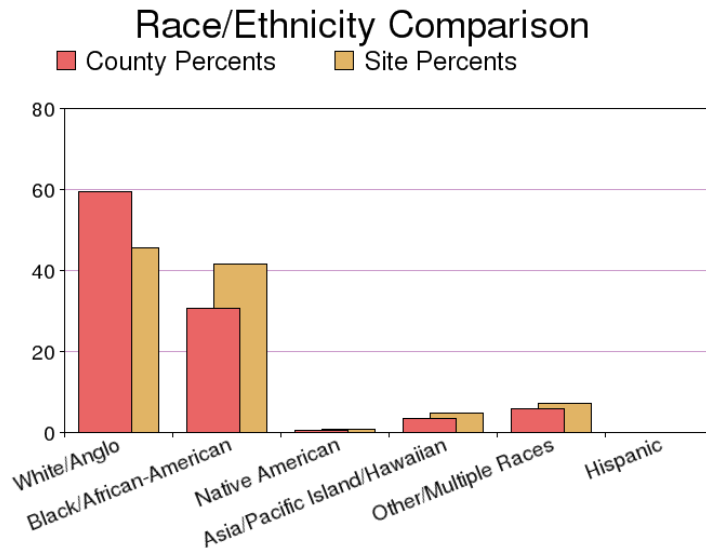
Current Demographic Summary

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%	45.59%	76.63
Black, African-American	30.59%	41.66%	136.2
Native American	0.53%	0.78%	146.51
Asian	3.38%	4.71%	139.43
Pacific Island, Hawaiian	0.06%	0.13%	242.05
Other/Multiple Races	5.95%	7.12%	119.61
Hispanic	0%	7.74%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	323,464	15,074	
Less than 9th Grade	4.74%	6.5%	72.85
No High School Diploma	8.3%	12.35%	67.17
High School Graduate	27.38%	28.55%	95.92
Some College, no degree	20.4%	18.94%	107.69
Associate Degree	6.84%	5.73%	119.47
College Degree	21.94%	18.14%	120.92
Graduate/Prof. degree	10.41%	9.79%	106.31



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	7.95%	16.84%	237.85
\$10,000 to \$19,999	11.29%	19.54%	173.05
\$20,000 to \$29,999	12.36%	16.62%	134.49
\$30,000 to \$49,999	20.62%	20.64%	100.11
\$50,000 to \$59,999	8.18%	6.47%	79.12
\$60,000 to \$69,999	8.13%	5.69%	69.99
\$70,000 to \$79,999	6.29%	3.9%	62.01
\$80,000 to \$89,999	4.77%	2.58%	54.14
\$90,000 to \$99,999	3.42%	1.51%	44.19
\$100,000 to \$124,999	6.63%	2.82%	42.5
\$125,000 to \$149,999	3.6%	1.18%	32.85
\$150,000 to \$199,999	3.63%	1.46%	40.06
\$200,000 to \$249,999	1.21%	0.23%	18.73
\$250,000 or more	1.91%	0.49%	25.67
Median Household	47,418	29,566	62.35
Average Household	65,789	40,137	61.01
Per Capita Household	27,040	14,934	55.23
Family/Non-Family Household Income			
Median Family Income	61,265	40,068	65.4
Average Family Income	80,986	50,051	61.8
Median Non-Family Income	30,830	22,170	71.91
Average Non-Family Income	40,524	31,010	76.52



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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 0-1.5 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%	46.77%	74.91
Families with Children	32.03%	26.63%	83.16
Families without Children	30.42%	20.14%	66.21
Non-Family Households			
% Non-Family Households	37.56%	53.23%	141.72
Non-Families with Children	0.17	0.21	123.76
Non-Families without Children	37.39	53.02	141.8
Housing Units			Index
Total Housing Units	218,939	12,078	
Vacant percent	11.1%	12.39%	111.59
Owned percent	55.99%	34.72%	62.02%
Rented Percent	32.91%	52.89%	160.69
Households by Size			Index
Avg household size	2.42	2.27	93.8
Avg family hh size	3.14	3.18	101.27
Avg non-family hh size	1.24	1.47	118.55
Households By Count of Persons			Percent
One	61,054	4,267	6.99%
Two	59,779	2,829	4.73%
Three or Four	57,603	2,627	4.56%
Five+	16,201	859	5.3%

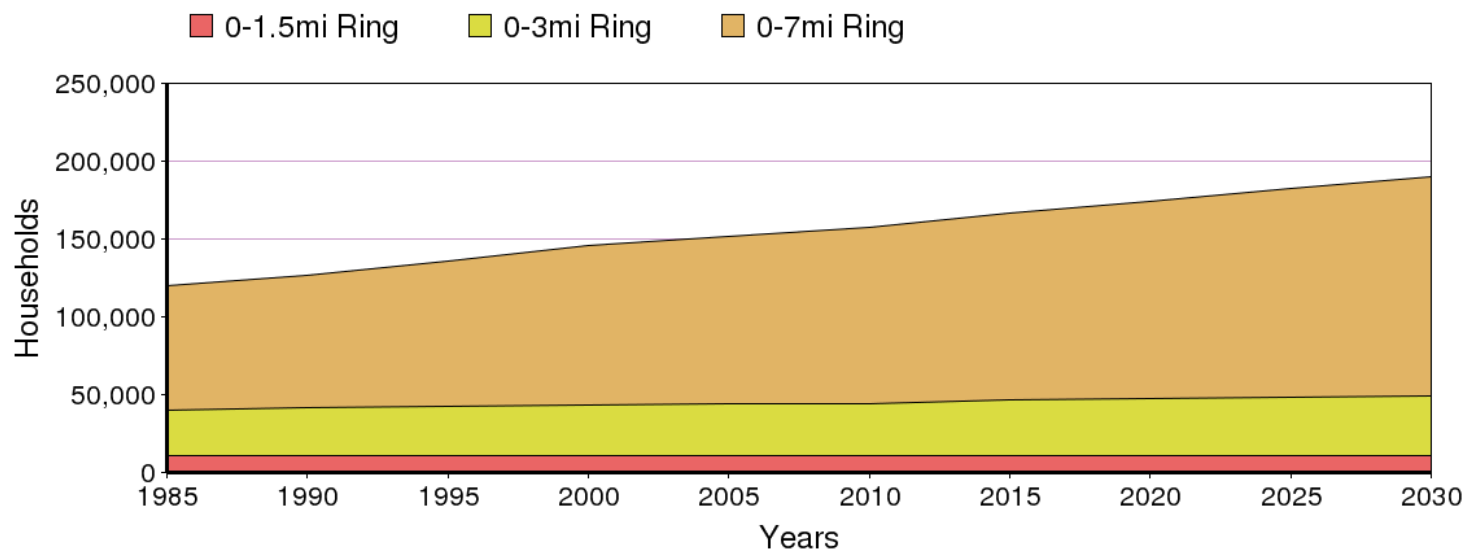
Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	347,465	27,931	8.04%
2000 Population	421,048	29,193	6.93%
2010 Population	488,074	28,912	5.92%
2015 Population	526,600	30,612	5.81%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	137,725	10,437	7.58%
2000 Households	168,667	10,917	6.47%
2010 Households	194,637	10,581	5.44%
2015 Households	207,125	11,047	5.33%

Household Change from 1985 to 2030



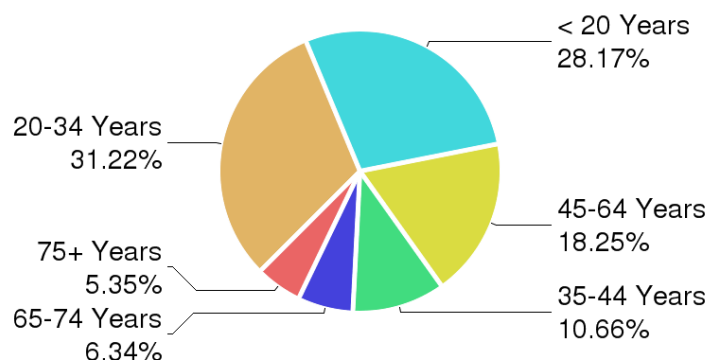
Projected Demographic Summary

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	4.38%	4.08%	93.15
4-5 Years	2.05%	1.91%	93.17
6-8 Years	3.19%	3.04%	95.3
9-11 Years	3.12%	3.11%	99.68
12-13 Years	2.05%	2.11%	102.93
14-17 Years	6.22%	6.53%	104.98
18-19 Years	8.77%	7.39%	84.26
0-5 Years	6.43%	5.99%	93.16
6-12 Years	7.33%	7.21%	98.36
13-19 Years	16.01%	14.97%	93.5
< 20 Years	29.77%	28.17%	94.63
20-34 Years	31.89%	31.22%	97.9
35-44 Years	10.82%	10.66%	98.52
45-64 Years	17.49%	18.25%	104.35
65-74 Years	5.08%	6.34%	124.8
75+ Years	4.95%	5.35%	108.08
Median Age	37	35	94.85
Median Age (Male)	35	33	92.46
Median Age (Female)	38	37	97.39

Projected Age Group Percentages



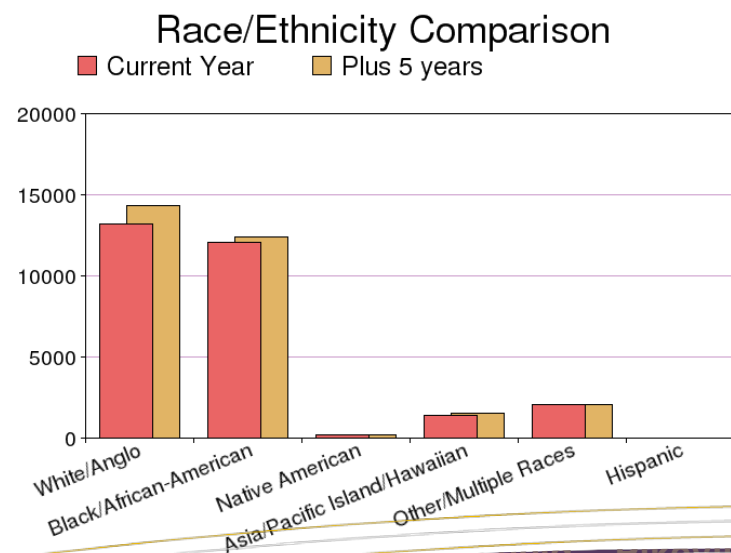
Projected Demographic Summary

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
Race/Ethnicity			
White, Anglo	45.59%	46.92%	102.93
Black, African-American	41.66%	40.61%	97.47
Native American	0.78%	0.76%	96.95
Asian	4.71%	4.89%	103.88
Pacific Island, Hawaiian	0.13%	0.12%	92.02
Other/Multiple Races	7.12%	6.69%	93.94
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,074	16,748	
Less than 9th Grade	6.5%	5.85%	89.91
No High School Diploma	12.35%	10.03%	81.21
High School Graduate	28.55%	29.57%	103.58
Some College, no degree	18.94%	18.09%	95.52
Associate Degree	5.73%	6.11%	106.8
College Degree	18.14%	18.87%	104.02
Graduate/Prof. degree	9.79%	11.48%	117.2



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	16.84%	16.86%	100.08
\$10,000 to \$19,999	19.54%	19.72%	100.92
\$20,000 to \$29,999	16.62%	16.25%	97.74
\$30,000 to \$49,999	20.64%	19.77%	95.78
\$50,000 to \$59,999	6.47%	6.02%	92.99
\$60,000 to \$69,999	5.69%	5.99%	105.33
\$70,000 to \$79,999	3.9%	4.11%	99.26
\$80,000 to \$89,999	2.58%	2.75%	100.69
\$90,000 to \$99,999	1.51%	1.55%	102.37
\$100,000 to \$249,999	2.82%	3.13%	111.21
\$125,000 to \$149,999	1.18%	1.29%	109.57
\$150,000 to \$199,999	1.46%	1.69%	116.31
\$200,000 to \$249,999	0.23%	0.24%	107.75
\$250,000 or more	0.49%	0.53%	106.83
Median Household	29,566	29,778	100.72
Average Household	40,137	41,105	102.41
Per Capita Household	14,934	15,121	101.25

Family/Non-Family Household Income			
Median Family Income	40,068	41,686	104.04
Average Family Income	50,051	52,972	105.84
Median Non-Family Income	22,170	22,844	103.04
Average Non-Family Income	31,010	31,507	101.6

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	46.77%	44.76%	95.7
Families with Children	26.63	25.46	95.61
Families without Children	20.14	19.25	95.6
Non-Family Households			
% Non-Family Households	53.23%	55.24%	103.77
Non-Families with Children	0.21	0.1	103.77
Non-Families without Children	53.02	55.14	103.99
Housing Units			
Total Housing Units	12,078	12,632	104.59%
Vacant percent	12.39%	12.55%	101.3
Owned percent	34.72%	33.94%	97.73
Rented Percent	52.89%	53.51%	101.18
Households by Size			
Avg household size	2.27	2.28	100.44%
Avg family hh size	3.18	3.31	104.09%
Avg non-family hh size	1.47	1.44	97.96%
Households By Count of Persons			
One	4,267	4,764	111.65%
Two	2,829	2,669	94.34%
Three or Four	2,627	2,664	101.41%
Five+	859	951	110.71%

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	2,017	4,357	12,353
Northern Europe	64	69	844
Western Europe	41	91	542
Southern Europe	2	39	166
Eastern Europe	25	166	579
Other Europe	0	0	0
Eastern Asia	96	89	834
So. Central Asia	62	187	1,044
SE Asia	537	803	1,463
Western Asia	22	29	176
Other Asia	22	29	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	150	244	291
Middle Africa	0	11	50
Northern Africa	92	86	396
Southern Africa	0	18	67
Western Africa	77	412	740
Other Africa	7	95	131
Oceania	52	9	29
Caribbean	32	147	409
Central Amer.	616	1,601	3,577
South America	70	176	476
North America	50	56	539
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	23,261	41,731	140,029
Spanish	1,380	2,858	7,553
Other Indo-Euro language	593	966	4,174
French (incl. Patois, Cajun)	273	424	1,379
French Creole	25	7	23
Italian	13	20	242
Portuguese	30	0	66
German	41	159	584
Yiddish	0	0	38
Other West Germanic	15	12	102
A Scandinavian Language	24	0	339
Greek	38	28	65
Russian	13	40	62
Polish	6	28	52
Serbo-Croatian	13	71	198
Other Slavic Language	0	4	117
Armenian	0	0	0
Persian	16	0	160
Gujarathi	24	17	150
Hindi	0	25	156
Urdu	13	33	95

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	9	16	18
Asian/PI languages	0	0	0
Chinese	74	43	281
Japanese	32	17	124
Korean	74	49	604
Mon-Khmer, Cambodian	13	145	424
Miao, Hmong	48	0	121
Thai	28	36	8
Laotian	9	173	98
Vietnamese	388	407	537
Other Asian	0	35	132
Tagalog	0	60	140
Other Pacific Is	67	19	177
Other languages	251	662	1,430
Navajo	0	0	0
Other Native N. American	14	0	15
Hungarian	0	1	32
Arabic	101	127	570
Hebrew	7	19	68
African languages	120	509	708
Other unspecified	9	6	37



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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	21,120	40,465	134,154
Arab	132	141	647
Armenian	0	2	11
Austrian	27	78	172
British	134	214	853
Canadian	37	58	318
Croatian	13	16	42
Czech	38	35	145
Czechoslovak	8	3	55
Danish	22	24	172
Dutch	133	233	1,284
English	1,462	2,900	15,005
European	192	367	1,882
Finnish	9	0	120
French (not Basque)	244	465	1,669
French Canadian	22	107	448
German	1,222	2,218	11,137
Greek	50	84	503
Hungarian	21	36	340
Iranian	16	8	154

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,076	1,579	7,743
Italian	450	557	4,071
Lithuanian	12	19	63
Norwegian	105	217	647
Polish	107	342	1,820
Portuguese	11	45	122
Romanian	0	7	40
Russian	71	166	547
Scandinavian	14	4	136
Scotch-Irish	622	1,268	5,703
Scottish	346	698	2,873
Slovak	17	28	161
Subsaharan African	571	1,432	2,641
Swedish	116	131	997
Swiss	33	45	217
Ukrainian	42	6	113
US/American	1,536	2,923	15,597
Welsh	52	104	465
West Indian	49	191	434
Yugoslavian	12	69	230
Other	12,096	23,646	54,577

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

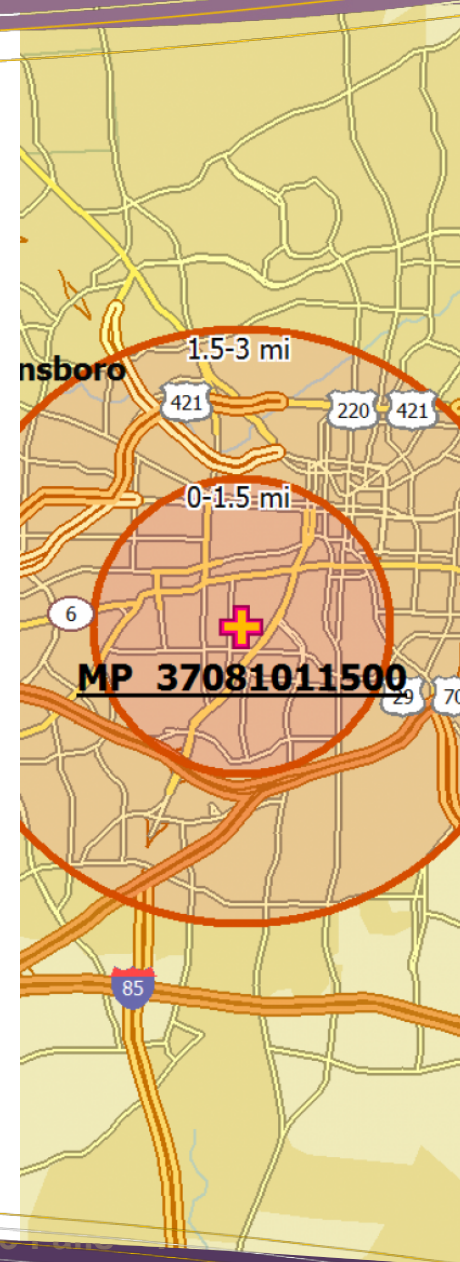
Issues for Your Consideration - continued

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 "Evangeliscape 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 Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,581	100%	7,816	100%
AFFLUENT SUBURBIA	263	2.49%	184	2.35%
America's Wealthiest	10	0.09%	8	0.1%
Dream Weavers	42	0.4%	30	0.38%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	211	1.99%	146	1.87%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	383	3.62%	264	3.38%
Status Conscious Consumers	58	0.55%	41	0.52%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	268	2.53%	180	2.3%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	9	0.09%	7	0.09%
Successful Urban Sprawl	48	0.45%	36	0.46%
SM TWN SUCCESS	80	0.76%	92	1.18%
Successful Urban Sprawl	25	0.24%	36	0.46%
2nd City Homebodies	0	0%	18	0.23%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	55	0.52%	0	0%
Mid-Market Enterprise	0	0%	38	0.49%



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Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,581	100%	7,816	100%
BLUE COLLAR BACKBONE	144	1.36%	97	1.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	13	0.12%	8	0.1%
Lower Income Essentials	57	0.54%	39	0.5%
Small Town Endeavors	74	0.7%	50	0.64%
AMER. DIVERSITY	27	0.26%	17	0.22%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	2	0.02%	1	0.01%
Professional Urbanites	2	0.02%	1	0.01%
Urban Advancement	18	0.17%	12	0.15%
Amer. Great Outdoors	5	0.05%	3	0.04%
Mature America	0	0%	0	0%
METRO FRINGE	1,392	13.16%	958	12.26%
Steadfast Conservative	993	9.38%	681	8.71%
Moderate Conventionalists	121	1.14%	81	1.04%
Southern Blues	262	2.48%	185	2.37%
Urban Grit	14	0.13%	10	0.13%
Grass-Roots Living	2	0.02%	1	0.01%



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Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,581	100%	7,816	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,229	21.07%	1,660	21.24%
Young Cosmopolitans	290	2.74%	227	2.9%
Minority Metro Communities	1,878	17.75%	1,391	17.8%
Stable Careers	21	0.2%	15	0.19%
Aspiring Hispania	40	0.38%	27	0.35%
RURAL VILLAGES & FARMS	0	0%	27	0.35%
Aspiring Hispania	0	0%	27	0.35%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	10,581	100%	7,816	100%
STRUGGLING SOCIETIES	3,212	30.36%	2,424	31.01%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	14	0.13%	10	0.13%
Struggling city Centers	1,484	14.03%	1,006	12.87%
College Town Communities	1,551	14.66%	1,287	16.47%
New Beginnings	163	1.54%	121	1.55%
URBAN ESSENCE	2,587	24.45%	1,880	24.05%
Unattached Multicultures	501	4.73%	347	4.44%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	756	7.14%	529	6.77%
Urban Diversity	19	0.18%	14	0.18%
New Generation Activists	92	0.87%	62	0.79%
Getting By	1,219	11.52%	928	11.87%
VARYING LIFESTYLES	262	2.48%	213	2.73%
Military Family Life	0	0%	0	0%
Major University Towns	262	2.48%	213	2.73%
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?



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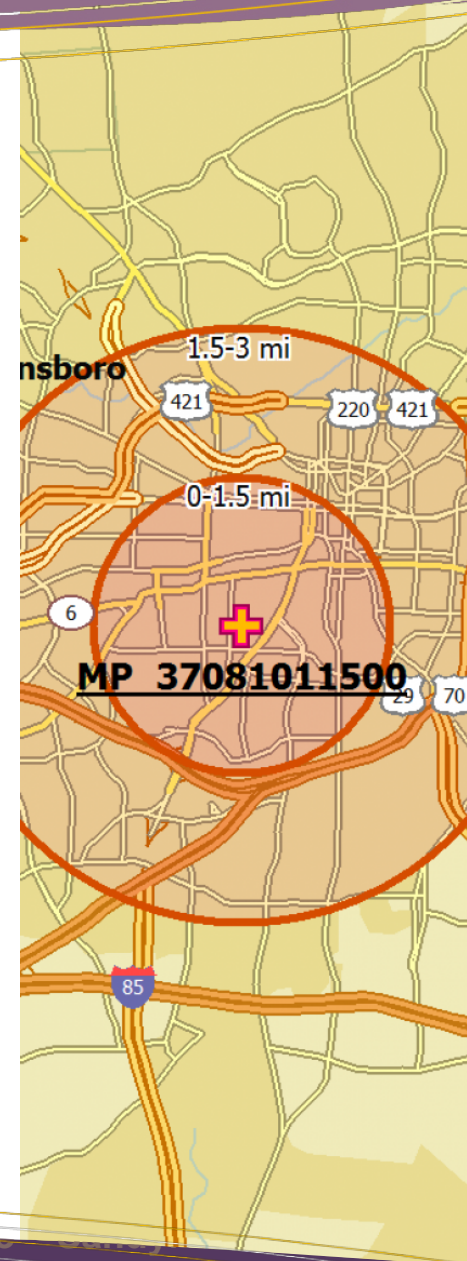
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, 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	70%	70%	75%
Use Comp. for Internet/E-mail	52%	51%	57%
Internet Use: E-Mail	46%	44%	49%
Use Comp. for Education	31%	30%	32%
Use Comp. for Comp. Games	30%	33%	36%
Internet Use: News/ Weather	29%	26%	28%
Use Comp. for Shopping	28%	28%	33%
HH Owns DVD Player	27%	27%	29%
Use Comp. for Word Processing	27%	30%	38%
Use Comp. for Digital Camera	26%	26%	30%
Photo Editing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Banking	26%	26%	31%
Internet Use: Banking	24%	23%	26%
Use Comp. for News/Info./Data Service	22%	21%	24%
Internet Use: Research/ Education	15%	13%	13%
PC-Network-HH Has One	15%	16%	20%
Internet Use: Sports	13%	9%	9%
Use Comp. for Personal Financial Mngmnt	12%	12%	15%
Internet Use: Shopping: Gathered Info. for Shopping	11%	12%	14%
Internet Use: Read Magazines/ Newspapers	11%	11%	12%
Internet Use: Bulletin/ Message Boards	11%	7%	7%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	69%	68%	69%
Reading Books	54%	53%	55%
Dining Out (Not Fast Food)	52%	51%	56%
Card Games	40%	40%	40%
Cooking for Fun	39%	36%	38%
Board Games	31%	29%	31%
Go To A Beach/Lake	29%	31%	35%
Gardening	24%	26%	29%
Visit Museum	21%	20%	22%
Going To Bars/Nightclubs/Dancing	20%	19%	21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	66%	66%
Gen./Fam. Practitioner	35%	35%	37%
Dentist	23%	25%	28%
Backache	22%	22%	21%
None Of These	21%	20%	20%
Hypertension/High Blood Pressure	19%	20%	19%
Eye Dr.	19%	20%	21%
High Cholesterol	16%	17%	18%
Acid Reflux Disease (GERD)	14%	14%	14%
Overweight (30 Pounds Or More)	13%	13%	12%

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	28.45%	28.22%	30.55%
Live Theater	20.77%	20.83%	22.91%
Rock/Pop Concerts Most Often	16.89%	15.9%	17.23%
Live Theater Most Often	16.59%	16.36%	18.34%
Dance Performance	10.08%	10.54%	10.58%
Comedy Club	9.58%	10.07%	10.43%
Movies: Action/Adventure	37.7%	38.68%	39.87%
Movies: Comedy	36.85%	39.24%	41.07%
Movies: Drama	22.34%	22.81%	23.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	20.82%	20.98%	21.82%
Movies: Mystery	20.6%	19.63%	18.9%
Movies: Fam.	19.84%	20.63%	20.69%
MLB Baseball Reg. Season	5.3%	6.04%	8.36%
College Football Reg. Season	5.27%	5.41%	6.63%
NFL Football Reg. Season	4.62%	5.38%	6.89%
College Basketball Reg. Season	4.38%	4.1%	4.81%
NBA Basketball Reg. Season	2.83%	3.37%	4.25%
Auto Racing Events	1.88%	2.05%	2.48%

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	36.25%	38.05%	41.01%
Swimming	29.95%	27.94%	31.08%
Billiards/Pool	21.93%	18.97%	19.05%
Bowling	20.7%	20.53%	21.73%
Basketball	19%	17.47%	16.52%
Jogging/Running	17.04%	16.78%	17.54%
Football	15.28%	12.82%	11.26%
Mountain/Road Biking	15.05%	11.95%	12.54%
Weight Training	14.27%	14.91%	16.82%
Golf	13.8%	11.95%	13.33%
Baseball	13.25%	12.01%	11.39%
Freshwater Fishing	13.15%	13.5%	14.36%
Using Cardio Machine	12.41%	12.65%	14.7%
Volleyball	10.58%	9.35%	8.47%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Stationary Cycling	10.57%	11.14%	12.48%
Aerobics	10.01%	11.03%	11.54%
Camping Trips	9.36%	9.61%	11.26%
Backpacking/Hiking	9.17%	8.33%	9.35%
Soccer	9.15%	8.09%	7.96%
Tennis	8.64%	7.51%	7.99%
Softball	8.16%	7.85%	7.83%
Yoga	7.99%	7.48%	8.01%
Ice Skating	7.33%	5.98%	5.53%
Roller Skating	7.06%	6.44%	6.17%
Downhill & X-Country	6.44%	4.94%	4.97%
Skiing			
Power Boating	6.39%	6.13%	6.71%
Snorkeling	6.25%	5%	4.86%
Target Shooting	5.84%	6.35%	6.76%



Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Jet Skiing	5.47%	4.54%	4.62%
Saltwater Fishing	5.44%	6.19%	6.76%
Hunting	5.29%	5.75%	6.17%
Water Skiing	4.87%	4.07%	4.09%
Snowboarding	4.57%	3.62%	3.47%
Horseback Riding	4.5%	4.35%	4.75%
Racquetball	4.38%	4.23%	4.14%
Motorcycling	4.31%	4.56%	4.97%
Hockey	4.18%	3.84%	3.68%
Canoeing/Kayaking	4.12%	4.92%	5.87%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Skateboarding	3.99%	3.6%	3.21%
Rock Climbing	3.83%	3.39%	3.48%
Snowmobiling	3.81%	3.3%	3.04%
Fly Fishing	3.67%	3.84%	3.91%
Sailing	3.55%	3.19%	3.24%
Surfing & Windsurfing	3.53%	2.94%	2.77%
Martial Arts	3.32%	3.32%	3.5%
Archery	3.14%	3.17%	3.26%
Auto Racing	3%	2.86%	2.66%
Rowing	2.29%	2.44%	2.52%

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.

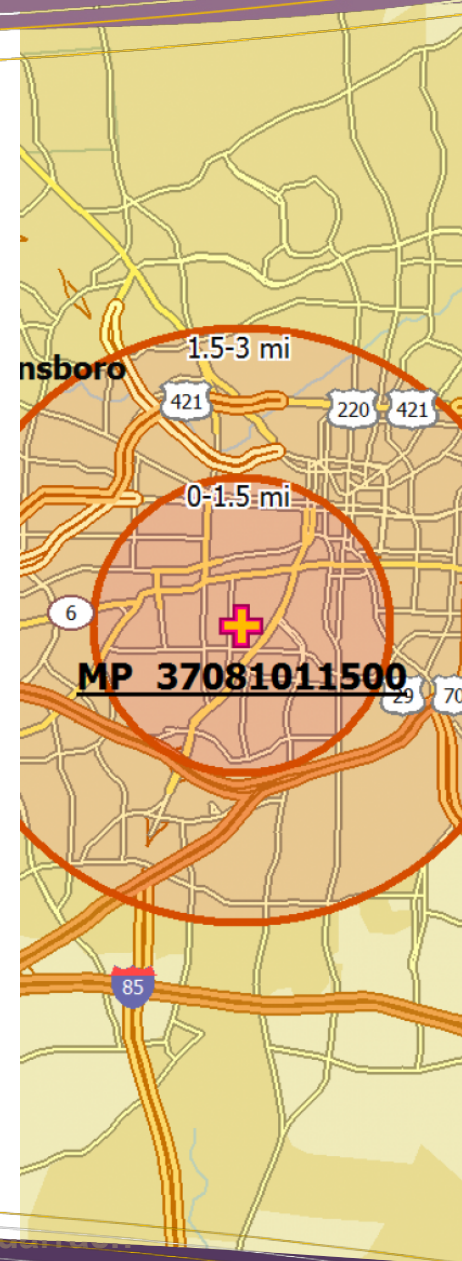
BIBLICAL BARRIERS

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.

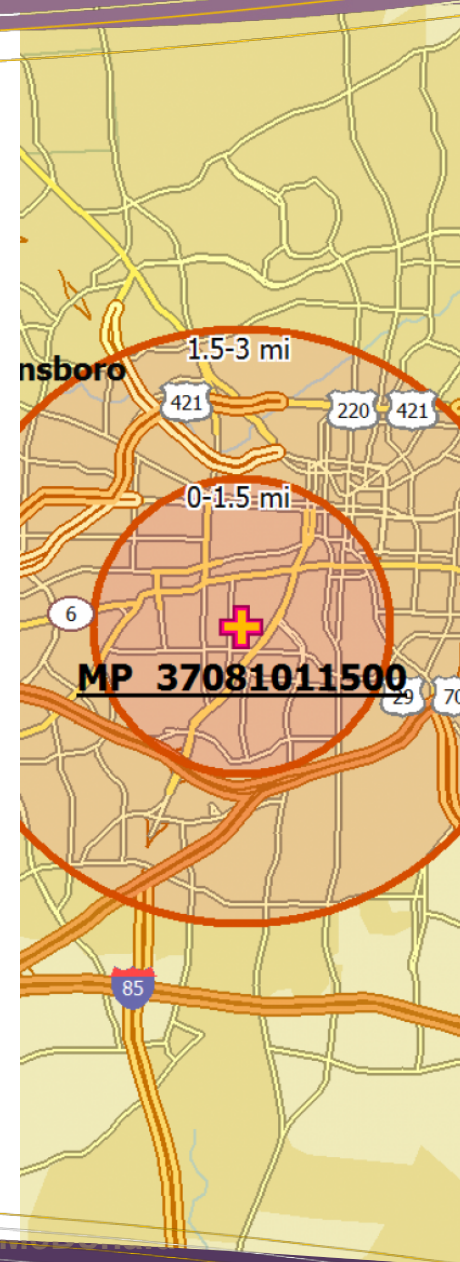
CULTURAL BARRIERS OF ACCEPTANCE

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.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	50%	51%	51%
Find It Difficult To Say No To My Kids	39%	37%	38%
Speak My Mind Even If It Upsets People	38%	38%	36%
Like Control Over People And Resources	35%	36%	35%
Prefer To Have Few Possessions As Possible	34%	33%	36%
Don't Judge People/Way They Live Life	33%	31%	30%
Woman's Place Is In The Home	29%	32%	33%
Too Much Sponsorship In Arts/Sports	27%	27%	24%
If Won Lottery Would Never Work Again	27%	27%	28%
I Am A Workaholic	25%	23%	21%
Money Is Best Measure Of Success	25%	25%	25%
Friends More Important Than My Fam.	24%	24%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Do Unconventional Things	23%	26%	26%
Like to Stand Out In A Crowd	21%	21%	20%
Marijuana Should Be Legalized	20%	21%	21%
Happy With My Standard Of Living	18%	15%	15%
Like To Pursue Challenge/Novelty/Change	18%	18%	19%
We Should Strive for Equality for All	18%	17%	16%
Rarely Sit Down to a Meal Together At Home	15%	15%	16%
Only Work Current Job for The Money	14%	15%	15%
On Whole People Get What They Deserve	14%	12%	11%
I Am A Perfectionist	13%	11%	9%
Indulge My Kids With The Little Extras	10%	10%	9%
Very Happy With My Life As It Is	9%	10%	8%

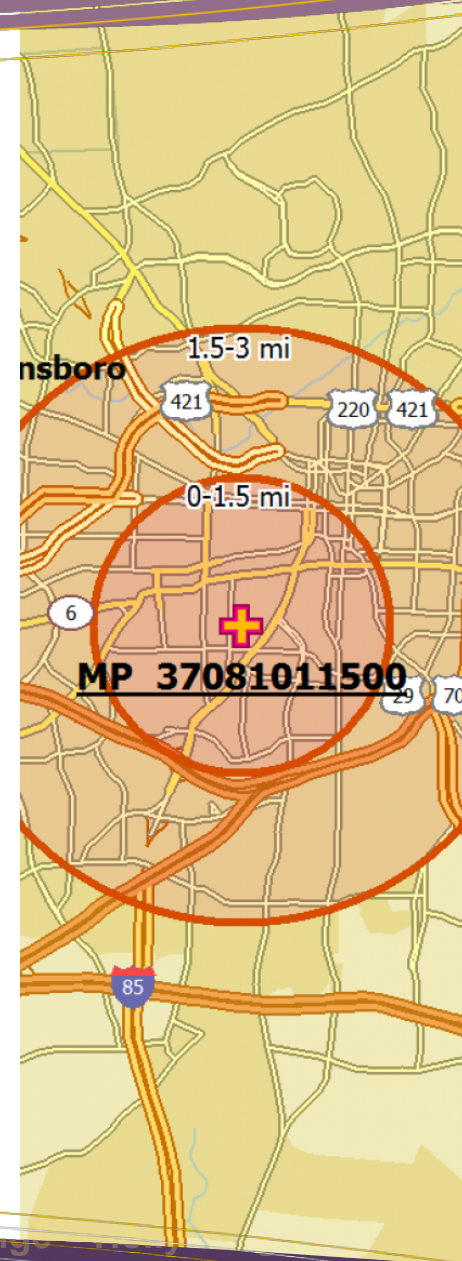


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Potential Cultural Themes

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

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	56%	57%	57%
Important To Respect Customs And Beliefs	55%	57%	62%
Like To Understand About Nature	38%	38%	39%
Prefer Work Part Of Team Than Alone	37%	37%	35%
Good At Fixing Things	36%	32%	29%
Prefer To Have Few Possessions As Possible	34%	33%	36%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	32%	33%	31%
Have Keen Sense Of Adventure	29%	28%	28%
Worried About Pollution Caused By Cars	26%	21%	21%
People Have To Take Me As They Find Me	21%	23%	24%
Provide My Kids With The Little Extras	20%	19%	16%

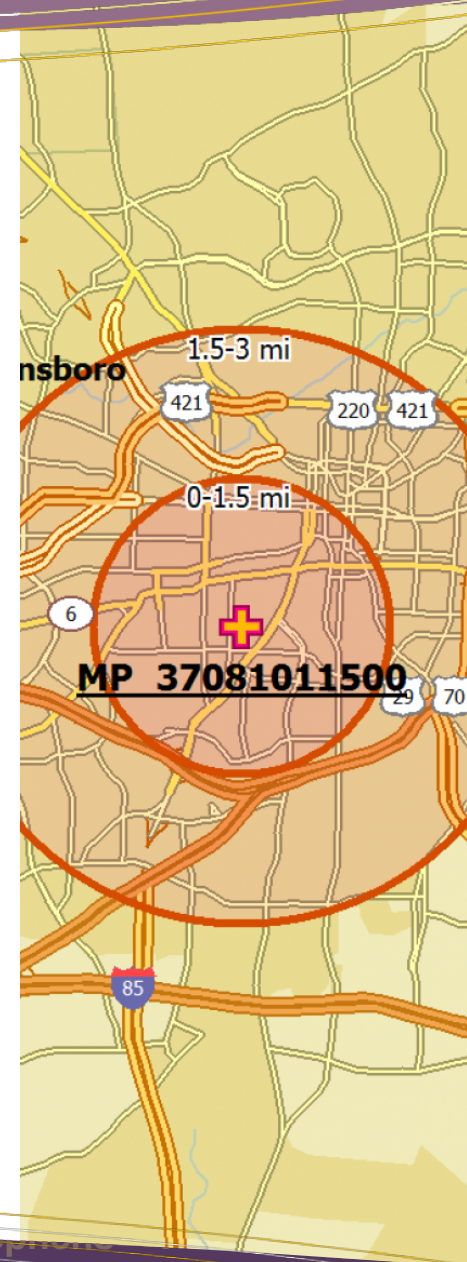
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	20%	21%	20%
Like To Just Enjoy Life	18%	20%	22%
Looking for New Ideas To Improve Home	16%	18%	17%
Real Men Don't Cry	15%	17%	17%
Try Not To Worry About The Future	15%	16%	16%
Is An Important Part Of Who I Am	13%	14%	15%
Enjoy Spending Time With My Fam.	11%	13%	12%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Decor Particular Interest To Me	6%	5%	4%
Like Spending Most Time With Fam.	6%	6%	5%
Feel Very Alone In The World	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%



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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
Fast Food/Drive-In	82.22%	83.73%	84.15%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.29%	76.4%	79.5%
Houses-Visit Any			
McDonald's	53.04%	54.08%	54.71%
Burger King	36.42%	37.92%	37.22%
Kentucky Fried Chicken (KFC)	31.34%	32.14%	29.76%
Applebee's	29.42%	27.47%	28.44%
Subway	29.29%	29.17%	29.65%
Wendy's	27.22%	29.49%	30.43%
Taco Bell	24.43%	25.38%	26.35%
Pizza Hut	21.48%	22.58%	21.5%
Arby's	18.77%	19.82%	20.74%
Red Lobster	17.19%	17.98%	17.49%

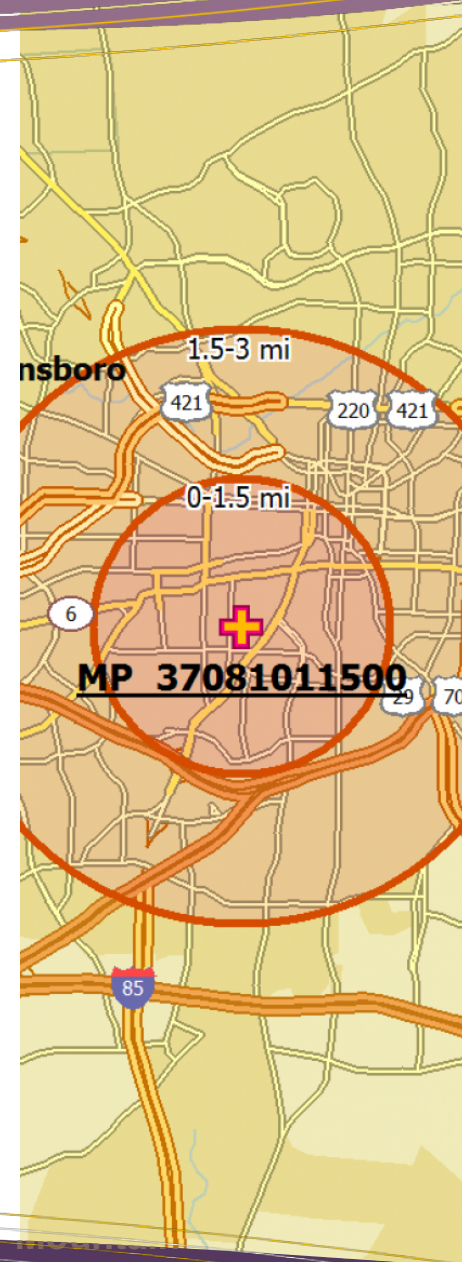
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Domino's Pizza	17.03%	16.51%	15.34%
Olive Garden	16.74%	18.4%	20.54%
Dairy Queen	15.85%	15.83%	15.37%
IHOP (International House Of Pancakes)	15.72%	15.6%	15.57%
Golden Corral	14.2%	13.75%	11.87%
TGI Friday's	14.2%	14.34%	14.76%
Popeyes	14.08%	14.14%	11.82%
Chick-Fil-A	13.44%	14.21%	14.87%
Sonic	13.19%	13.04%	12.66%
Denny's	12.94%	12.28%	11.69%
Chili's Grill and Bar	12.72%	12.77%	13.99%
Cracker Barrel	12.56%	12.21%	13.27%

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	37.72%	41.95%	46.15%
Recycled products	25.19%	28.16%	33.33%
Worked as volunteer (non political)	12.89%	13.7%	16.18%
Engaged in fund raising	9.73%	10.81%	11.9%
Religious club member	7.37%	7.78%	8.02%
Church Board	5.17%	5.92%	5.92%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	5.05%	5.1%	5.69%
Took active part in local civic issue	4.93%	5.08%	5.37%
Charitable Organization	4.56%	4.86%	5.44%
Wrote to elected offcl about publ bus	4.28%	4.92%	5.93%
Union member	4.02%	4.66%	5.22%
Addressed a public meeting	3.93%	4.24%	4.81%

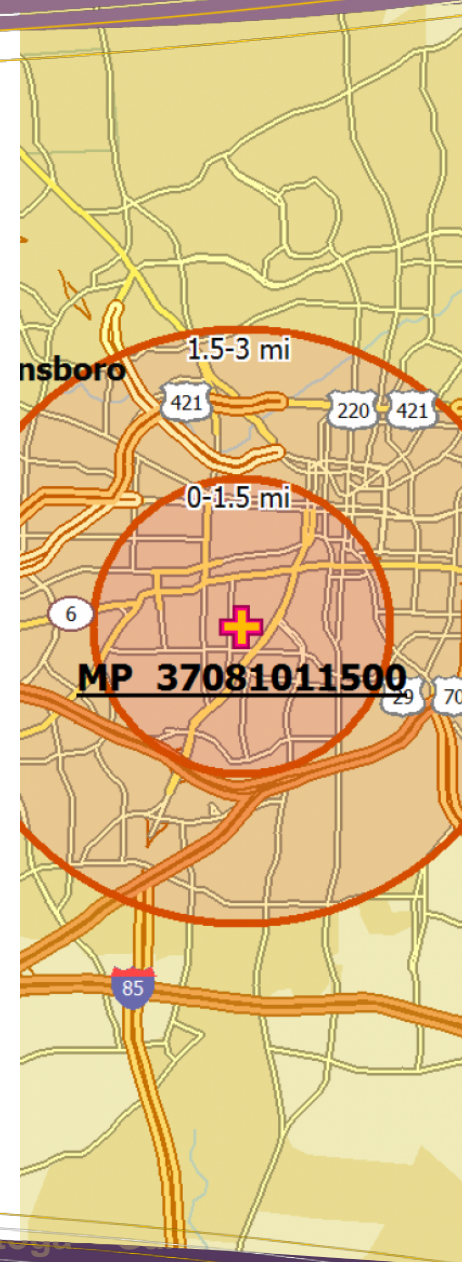


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Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	14.32%	15.1%	17.59%
Children's Books	11.91%	12.65%	13.72%
Mystery	9.66%	9.81%	11.4%
Cookbooks	8.97%	9.22%	10.24%
Religious (not Bibles)	8.94%	9.49%	9.56%
Romance	6.47%	6.66%	7.05%
Personal/Business	5.85%	6.45%	7.53%
Self-help			
Biography	5.7%	6.26%	7.15%
Mail order	5.19%	5.06%	4.89%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	64.48%	66.69%	69.23%
Distributed			
Gen. Editorial	50.57%	51.08%	50.65%
Womens	46.57%	45.91%	45.11%
Service	30.48%	30.79%	33.03%
Music	20.66%	18.61%	15.93%
Mens	20.48%	19.7%	19.72%
Business/Finance	18.7%	19.81%	21.33%
Sports	16.64%	15.73%	16.02%
Parenthood	14.97%	14.38%	13.78%

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	47.83%	49.33%	52.95%
Classified	34.24%	32.54%	31.54%
Sport	29.15%	30.16%	31.88%
Movie Listings & Reviews	24.71%	24.86%	26.45%
Editorial Page	24.68%	26%	28.23%
Comics	24.41%	23.95%	25.04%
Business/Finance	23.79%	25.63%	29.27%
Food/Cooking	21.57%	22.6%	24.47%
TV/Radio Listings	20.72%	21.91%	22.86%
Home/Gardening	15.94%	18.32%	20.7%
Travel	15.86%	17.62%	20.21%
Fashion	14.67%	15.66%	16.27%
Science/Technology	14.34%	15.52%	17.63%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	33.04%	32.81%	26.54%
CHR Contemp Hit Radio	19.3%	18.86%	18.65%
Adult Contemporary	13.63%	13.11%	15.16%
Country	13.33%	12.18%	13.56%
Variety	9.13%	10.02%	10.17%
Rock	8.87%	8.43%	10.01%
Oldies	8.57%	9.55%	10.45%
Jazz	8.51%	9.44%	8.77%
Classic Rock	7.01%	6.48%	8.01%
News/Talk	6.83%	8.26%	11.48%
Alternative	6.46%	6.58%	8.74%
Gospel	6.32%	6.09%	4.88%
Soft Contemporary	5.27%	5.54%	6.54%
All News	4.88%	6.48%	7.49%
Religious	4.76%	5.44%	6.17%
Hispanic	3.83%	4.22%	3.52%
All Talk	3.18%	3.77%	4.65%
Classical	2.79%	3.19%	4.01%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	58.84%	60.29%	62.75%
Soapnet	46.51%	48.81%	50.92%
Other Video-On-Demand	44.24%	43.11%	40.99%
Satellite Dish	42.71%	46.99%	50.26%
Comedy Central	32.14%	30.39%	33.74%
MSNBC	31.7%	32.23%	32.88%
Sci-Fi Channel	29.88%	33.01%	35.14%
Subscribe Digital Cable	27.94%	30.99%	31.15%
Adult Pay Per View TV	27.07%	29.34%	30.61%
BET (Black Entertainment TV)	25.27%	23.87%	24.6%
Adult Swim	24.84%	22.34%	24.53%
Nick At Nite	24.36%	23.75%	24.29%

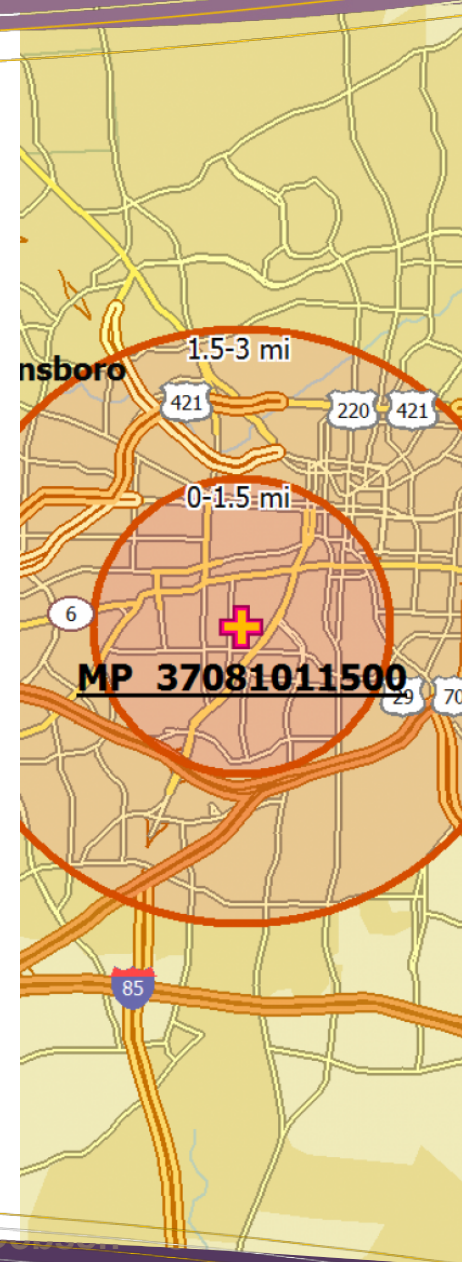
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ABC Fam.	24.34%	23.77%	26.15%
TV Info From Newspapers	24.25%	25.06%	26.22%
Nickelodeon	24.22%	25.24%	26.67%
ESPN2	23.89%	23.34%	24.76%
TV Info From Sunday TV Magazine	23.58%	26.14%	28.45%
ESPN Classic	23.01%	20.58%	23.42%
TCM (Turner Classic Movies)	22.65%	23.47%	25.07%
Hallmark Channel	22.37%	23.41%	25.58%
TV Info From Monthly Cable Guide	22.09%	22.13%	23.13%
The Golf Channel	20.98%	22.02%	23.98%
Encore	20.87%	18.53%	18.81%
ESPN News	20.3%	18.39%	20.06%

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+)	17.91%	17.9%	20.1%
Medium Users (4-6)	8.49%	9%	10.17%
Light Users (1-3)	19.27%	19.6%	20.47%
Quintiles (20%)			
Newspaper I (Heavy)	0.95%	1%	1.13%
Newspaper II	1.73%	1.8%	1.66%
Newspaper III	1.87%	2.12%	2.4%
Newspaper IV	0.32%	0.33%	0.32%
Newspaper V (Light)	1.16%	0.87%	0.86%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.98%	21.29%	20.78%
Magazines II	8.46%	9.33%	9.36%
Magazines III	12.18%	10.86%	10.32%
Magazines IV	12.07%	12.85%	12.56%
Magazines V (Light)	0.72%	0.94%	0.93%
Outdoor I (Heavy)	7.36%	8.22%	8.07%
Outdoor II	4.53%	4.48%	3.7%
Outdoor III	4.47%	4.84%	4.37%
Outdoor IV	15.06%	15.94%	16.06%
Outdoor V (Light)	22.26%	23.39%	23.79%
Yellow Pages I (Heavy)	14.16%	15.18%	15.13%
Yellow Pages II	7.31%	7.84%	7.64%
Yellow Pages III	11.29%	9.44%	7.74%
Yellow Pages IV	23.72%	23.29%	22.47%
Yellow Pages V (Light)	4.92%	4.73%	4.12%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	5.79%	4.06%	3.57%
Drive Time III (Medium)	1.24%	1.09%	0.92%
Radio IV & V (Light)	2.64%	3.01%	3.01%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.31%	10.29%	9.81%
Radio III (Medium)	3.66%	3.93%	4.45%
Radio IV & V (Light)	3.75%	4.07%	4.02%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.29%	12.56%	14.24%
Cable III (Medium)	6.49%	5.55%	4.89%
Cable IV & V (Light)	35.16%	36.06%	34.99%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	6.69%	4.97%	4.38%
Prime Time III (Medium)	1.35%	1.38%	1.61%
Prime Time IV & V (Light)	11.72%	10.18%	9.12%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.59%	38.73%	40.13%
Fringe III (Medium)	49.34%	51.45%	51.74%
Fringe IV (Light)	50.91%	52.89%	54.02%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.33%	15.19%	14.62%
All Day III (Medium)	22.44%	23.64%	23.64%
All Day IV (Light)	21.71%	19.6%	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
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Day-time Radio

Listeners

Dayparts [summary]	10.74%	11.46%	12.36%
6:00am - 10:00am	16.43%	17.14%	19.16%
10:00am - 3:00pm	15.55%	13.41%	11.04%
3:00pm - 7:00pm	16.38%	15.99%	14.81%
7:00pm - Midnight	9.98%	11.64%	13.71%
Midnight - 6:00am	8.09%	8.09%	7.35%

Weekend Radio

Listeners

Dayparts [summary]	15.07%	14.8%	14.6%
6:00am - 10:00am	3.54%	3.51%	4.27%
10:00am-3:00pm	8.94%	7.39%	7.35%
3:00pm - 7:00pm	8.81%	8.57%	7.7%
7:00pm - Midnight	10.55%	10.26%	10.07%
Midnight - 6:00am	13.62%	14.13%	13.16%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
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Prime Time TV Viewers

8:00-11:00pm	9.72%	7.85%	8.27%
Saturday:	7.04%	8.23%	8.81%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.76%	10.02%	9.85%
9:00am-1:00pm	24.36%	23.75%	24.29%
9:00am-4:00pm	28.27%	27.95%	28.51%
4:00pm-7:00pm	27.3%	30.02%	31.14%
11:00pm-1:00am	42.01%	42.08%	41.63%
AVG Prime time	4.5%	4.74%	4.21%

Mon-Sun



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Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	17.77%	17.11%	17.75%
7-9am	23.89%	23.34%	24.76%
9am-12noon	17.66%	17.57%	19.14%
12noon-4pm	10.6%	10.38%	9.37%
4-6pm	44.56%	47.89%	51.15%
6-7pm	17.07%	17.44%	17.8%
7-7:30pm	1.83%	1.93%	2.07%
7:30-8pm	11.12%	11.2%	11.05%
8-11pm	9.72%	7.85%	8.27%
11pm-12am	31.7%	32.23%	32.88%
11pm-1am	42.01%	42.08%	41.63%
1-6am	31.36%	32.3%	32.83%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.4%	17.42%	19.29%
Sat: 10am-1pm	9.1%	9.25%	9.32%
Sat: 1-4pm	22.34%	23.31%	24.61%
Sat: 4-6pm	7.49%	7.56%	7.82%
Sat: 6-7pm	1.19%	1.61%	2.08%
Sat: 7-8pm	0.88%	1.07%	1.31%
Sat: 8-11pm	7.04%	8.23%	8.81%
Sat: 11pm-1am	5.85%	6.36%	6.51%
Sat: 1am-7pm	18.58%	21.34%	23.62%
Sun: 7-10am	2.58%	2.52%	2.42%
Sun: 10am-1pm	6.11%	5.71%	5.92%
Sun: 1-4pm	4.53%	5.05%	5.93%
Sun: 4-7pm	13.88%	12.75%	12.99%
Sun: 7-11pm	11.76%	10.02%	9.85%
Sun: 11pm-1am	6.9%	5.88%	5.53%
Sun: 1-7am	21.16%	20.67%	21.53%

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

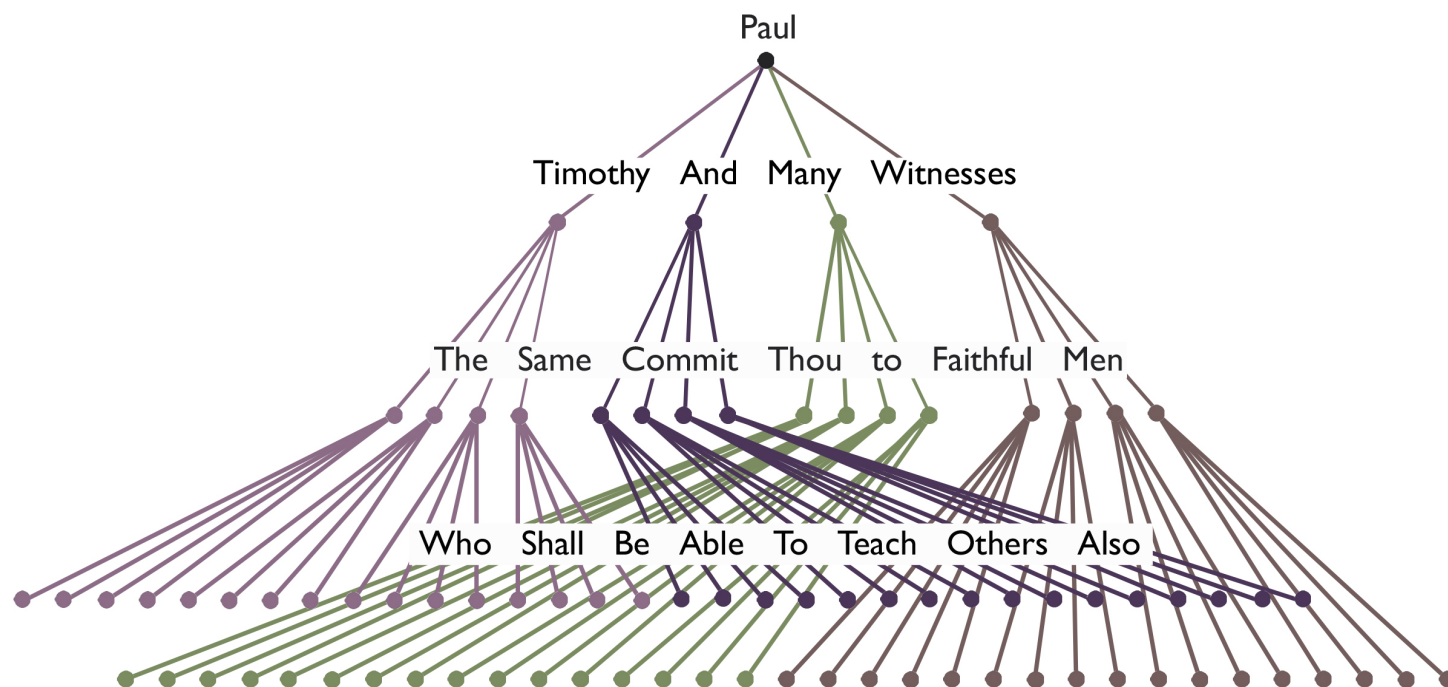
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

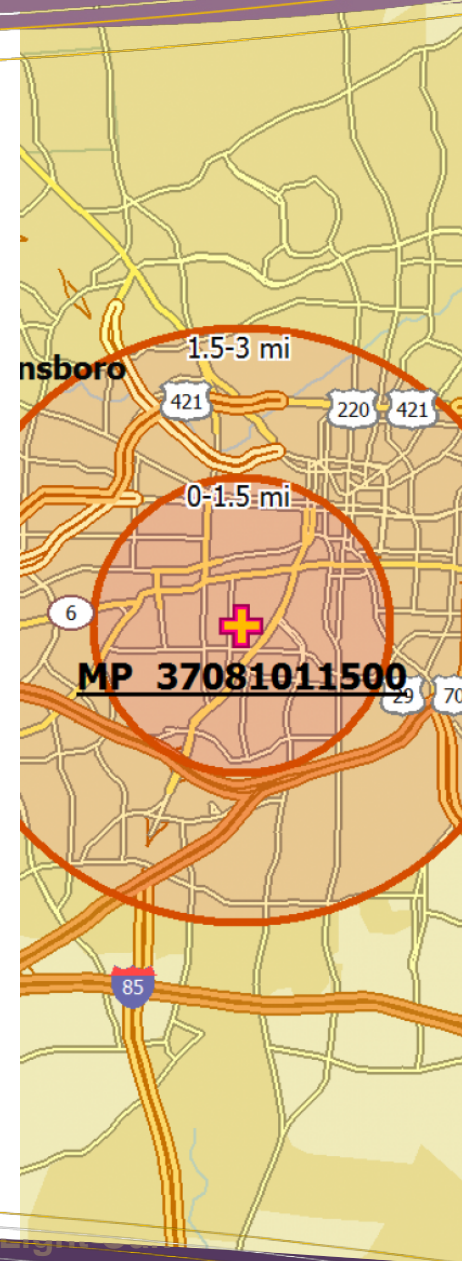


Your MissionSite and the Missional Suite

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	DISTANCE	WRSHF AVG	IICM CGR
1	Florida Street - Greensboro	1403 W Florida St Greensboro, NC 27403	0.31 mi	39	Plateauing
2	College Park - Greensboro	1601 Walker Ave Greensboro, NC 27403	0.85 mi	0	Insufficient Data
3	Montagnard Bunong Christian	2400 Old Chapman St Greensboro, NC 27403	0.96 mi	0	Insufficient Data
4	Laotian Baptist Mission	2432 High Point Rd Greensboro, NC 27403	1.05 mi	0	Insufficient Data
5	Ethiopian Mission - Greensboro	2432 High Point Rd Greensboro, NC 27403	1.05 mi	15	Insufficient Data
6	Immanuel - Greensboro	2432 High Point Rd Greensboro, NC 27403	1.05 mi	118	Growing
7	Beautiful Gate	2427 New Orleans St Greensboro, NC 27406	1.23 mi	0	Insufficient Data
8	Korean Mission - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	1.32 mi	48	Declining
9	Greensboro First - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	1.32 mi	300	Plateauing
10	Iglesia Bautista Hispana - Greensboro	2119 S Elm Eugene St Greensboro, NC 27406	1.35 mi	150	Insufficient Data
11	24/7 Christian	409 Overlook St Greensboro, NC 27403	1.42 mi	0	Insufficient Data
12	Central Community - Greensboro	406 Prescott Greensboro, NC 27401	1.56 mi	40	Insufficient Data
13	121 Church	707 Broad Ave Greensboro, NC 27406	1.70 mi	0	Insufficient Data
14	Saint Paul Baptist Church - Inc.	1309 Larkin St Greensboro, NC 27406	1.73 mi	0	Insufficient Data
15	New Bethel Christian Center	4010 Walker Ave Greensboro, NC 27403	2.10 mi	0	Insufficient Data



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Lindley Park - Greensboro	4010 Walker Avenue Greensboro, NC 27403	2.10 mi	0	Insufficient Data
17	Rocky Knoll - Greensboro	501 Kirkland St Greensboro, NC 27406	2.24 mi	144	Plateauing
18	Rolling Roads - Greensboro	2800 Vanstory St Greensboro, NC 27407	2.30 mi	71	Plateauing
19	Whosoever Will	3116 Four Seasons Blvd Greensboro, NC 27406	2.42 mi	0	Insufficient Data
20	Amigos De Dios	1001 Greenhaven Dr Greensboro, NC 27406	2.48 mi	0	Insufficient Data
21	Southside - Greensboro	1001 Greenhaven Dr Greensboro, NC 27406	2.48 mi	226	Plateauing
22	Crosspoint Church of Greensboro	1806 Merritt Dr Greensboro, NC 27407	2.52 mi	605	Declining
23	Triad Community Fellowship	1203 Magnolia St Greensboro, NC 27401	2.58 mi	0	Insufficient Data
24	Magnolia Street - Greensboro	1203 Magnolia St Greensboro, NC 27401	2.58 mi	53	Declining
25	Encounter	3205 Northline Ave Greensboro, NC 27410	2.75 mi	30	Insufficient Data
26	Word Fellowship Reformed Baptist	23 Oak Branch Greensboro, NC 27420	2.83 mi	0	Insufficient Data
27	Pinecroft - Greensboro	2022 W Vandalia Rd Greensboro, NC 27407	2.90 mi	91	Declining
28	Auto-Cross Mission	3524 S Elm Eugene St Greensboro, NC 27406	3.09 mi	0	Insufficient Data
29	Eller Memorial - Greensboro	1200 Fourth St. Greensboro, NC 27405	3.21 mi	58	Declining
30	Good News - Greensboro	2400 McConnell Rd Greensboro, NC 27401	3.23 mi	52	Growing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Parkway - Greensboro	1411 Benjamin Pkwy Greensboro, NC 27408	3.27 mi	140	Declining
32	Asian American Outreach	4925 W Market St Greensboro, NC 27407	3.48 mi	0	Insufficient Data
33	Congecors International	2200 E Wendover Ave Greensboro, NC 27405	3.72 mi	0	Insufficient Data
34	Northside - Greensboro	1100 E Cornwallis Dr Greensboro, NC 27405	3.72 mi	143	Declining
35	Awaken	4713 Kingswood Dr Greensboro, NC 27410	3.83 mi	21	Insufficient Data
36	Gethsemane Missionary Baptist Church	3701 Heath St Greensboro, NC 27401	3.94 mi	0	Insufficient Data
37	Friendly Avenue Karen Church	4800 W Friendly Ave Greensboro, NC 27410	4.03 mi	0	Insufficient Data
38	Friendly Avenue - Greensboro	4800 W Friendly Ave Greensboro, NC 27410	4.03 mi	485	Plateauing
39	Lawndale - Greensboro	3505 Lawndale Dr Greensboro, NC 27408	4.05 mi	1,162	Growing
40	Sharpe Road - Greensboro	1908 Sharpe Rd Greensboro, NC 27406	4.07 mi	103	Plateauing
41	Sumner - Greensboro	4453 Old Randleman Rd Greensboro, NC 27406	4.11 mi	85	Declining
42	Pleasant Grove - Greensboro	3812 Groometown Rd Greensboro, NC 27407	4.27 mi	40	Declining
43	Vietnamese - Greensboro	2007 Sharpe Rd Greensboro, NC 27406	4.37 mi	92	Plateauing
44	Water of Life Community	2009 Sharpe Road Greensboro, NC 27406	4.38 mi	8	Insufficient Data
45	South Elm - Greensboro	4212 S Elm Eugene St Greensboro, NC 27406	4.53 mi	400	Plateauing



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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.

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