MissionSite
top unreached locations

BROWNS SUMMIT, NC

CENSUS TRACT: 37081015600
REGION: Region 5: Piedmont Triad
COUNTY: Guilford
SITESCAPE: Townscape
DENSITY PATTERN: C

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
Caring. Sharing. Daring.

MissionSite (TM)
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37081	Guilford
4	Zipcode	27214	Guilford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.15	Small towns adjacent to a large town
8	Sitescape Density Pattern	C	10000-100000-100000

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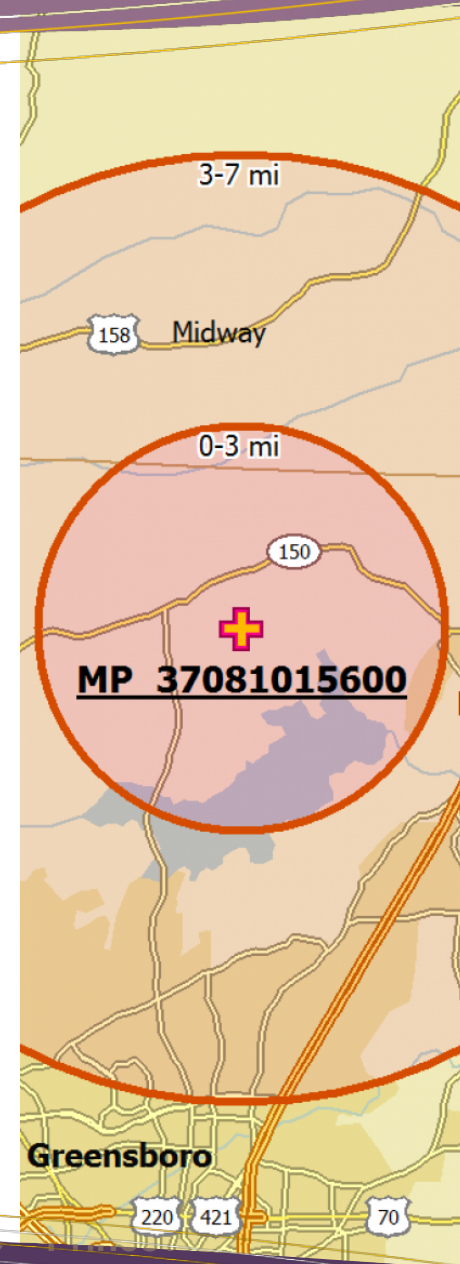
Site Location Summary - Map of the Site Location
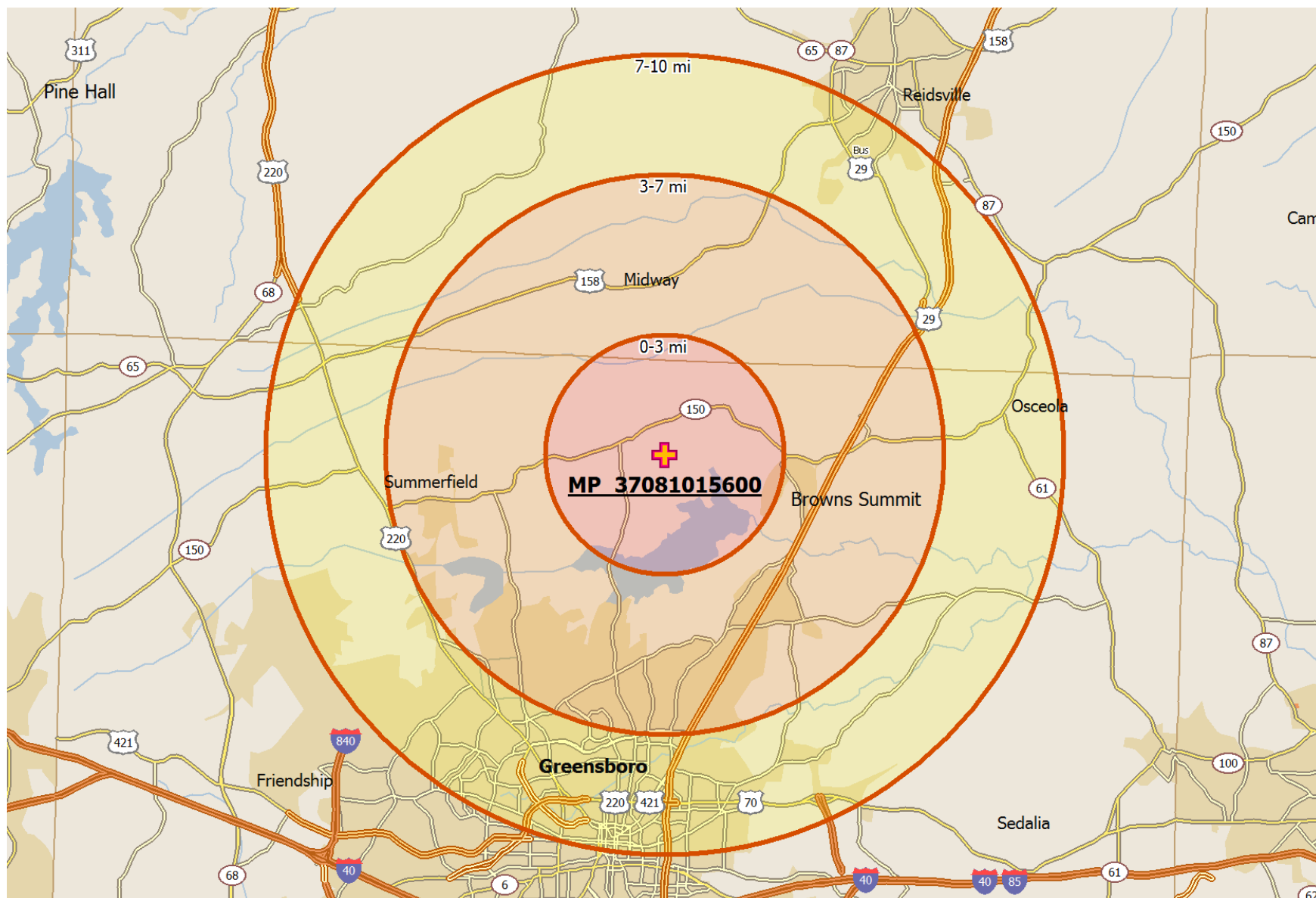
Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,484	50,504	96,705
2010 Households	2,405	19,676	40,814
2010 Group Quarters Population	0	254	2,266

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	9	38	45
Language Diversity National Index	9	43	37
Foreign Born Diversity National Index	40	60	52
Ancestry Diversity National Index	57	46	40
Racial Diversity National Index	42	61	63

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,051	43.7%
Mainstay Communities	Established, Diverse Households	567	23.58%
Working Communities	Blue-collar, Working Families	100	4.16%
Country Communities	Rural, Agri. & Mining Families	369	15.34%
Aspiring Communities	Young Singles / Aspiring-Multihousing	305	12.68%
Urban Communities	High Density, Inner-city Neighborhoods	12	0.5%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	136,556	1,604	1.17%
Unreached %	70.16%	66.69%	95.06
Religious But NOT Evangelical HH	39,383	376	0.96%
Religious But NOT Evangelical %	20.23%	15.65%	77.33
Spiritual But NOT Relig or Evang HH	18,879	273	1.45%
Spiritual But NOT Relig or Evang %	9.7%	11.35%	117.04
Not Evangelical, Not Interested HH	78,865	955	1.21%
Not Evangelical, Not Interested %	40.52%	39.69%	97.97

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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	2	1.72%
Active BCNC Attenders	14,613	39	0.27%
Active Evangelical Households	25,491	351	1.38%
Active Evangelical Percent	13.10%	14.60%	111.47
Inactive Evangelical Households	32,590	449	1.38%
Inactive Evangelical Percent	16.74%	18.67%	111.51
# New Churches Needed	0	0	0%

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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	Lifehouse	1.87 mi	0	Insufficient Data	16	Sharon - Reidsville	7.41 mi	131	Growing
2	Gethsemane - Greensboro	2.07 mi	39	Growing	17	Summerfield First - Summerfield	7.77 mi	531	Declining
3	The Patio	3.74 mi	0	Insufficient Data	18	Daystar Christian Fellowship - Greensboro	8.04 mi	271	Plateauing
4	Camp Herman - Browns Summit	4.08 mi	81	Plateauing	19	Penn Memorial - Reidsville	8.23 mi	102	Declining
5	Reedy Fork - Browns Summit	4.34 mi	172	Declining	20	Lawndale - Greensboro	8.36 mi	1,162	Growing
6	Fairview - Reidsville	4.97 mi	132	Growing	21	Northside - Greensboro	8.37 mi	143	Declining
7	New Bessemer - Mc Leansville	5.62 mi	134	Plateauing	22	Northeast - Mc Leansville	8.54 mi	69	Growing
8	New Hope - Greensboro	5.84 mi	11	Declining	23	Revolution	8.76 mi	0	Insufficient Data
9	Reedy Fork Community - Brown Summit	6.29 mi	0	Insufficient Data	24	Burton Memorial - Reidsville	8.91 mi	104	Growing
10	Lankford Memorial - Greensboro	6.47 mi	66	Declining	25	Eller Memorial - Greensboro	9.12 mi	58	Declining
11	Brandt Oaks - Greensboro	6.87 mi	0	Insufficient Data	26	Congecors International	9.29 mi	0	Insufficient Data
12	Hillcrest - Greensboro	6.89 mi	58	Plateauing	27	Triad Community Fellowship	9.42 mi	0	Insufficient Data
13	First Montagnard Baptist Church	7.02 mi	89	Insufficient Data	28	Magnolia Street - Greensboro	9.42 mi	53	Declining
14	Rankin - Greensboro	7.02 mi	120	Declining	29	Parkway - Greensboro	9.42 mi	140	Declining
15	Stevens Memorial - Greensboro	7.27 mi	77	Plateauing	30	Word Fellowship Reformed Baptist	9.52 mi	0	Insufficient Data

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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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	347,465	3,505	1.01%
2000 Population	421,048	4,651	1.1%
2010 Population	488,074	6,484	1.33%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	137,725	1,239	0.9%
2000 Households	168,667	1,717	1.02%
2010 Households	194,637	2,405	1.24%

Location Types in this MissionSite
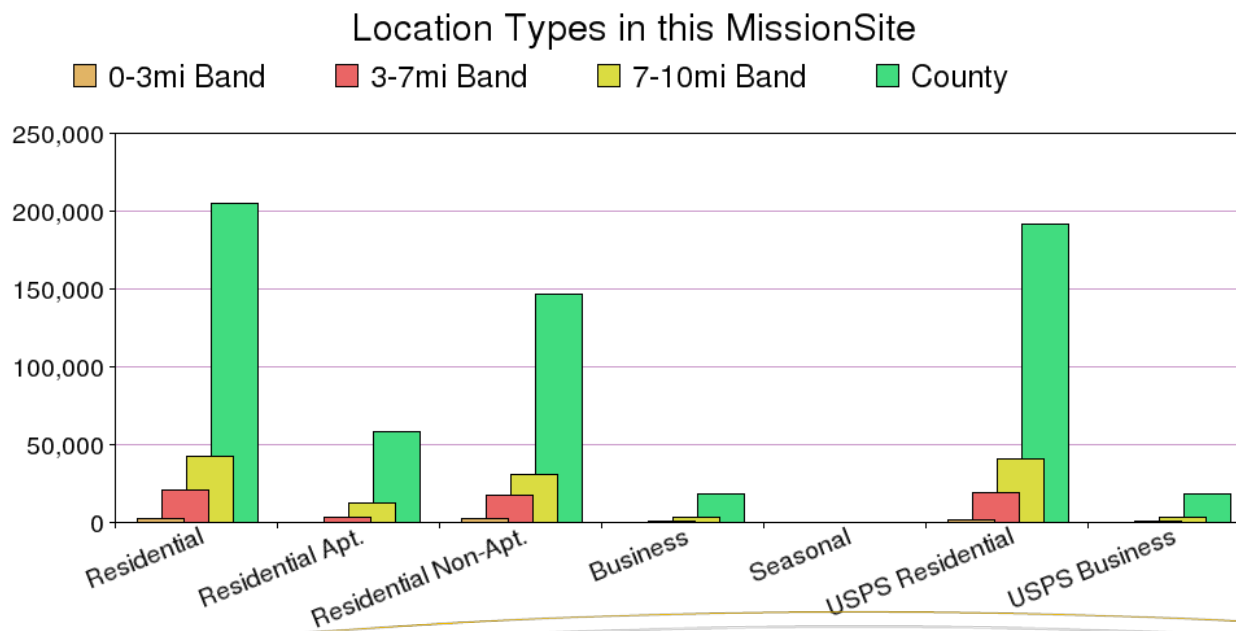
Location Type	0-3mi Band
Residential	2,382
Residential Apt.	20
Residential Non-Apt.	2,362
Business	34
Seasonal	0
USPS Residential	1,902
USPS Business	30

Current Demographic Summary

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

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

Age Group Percentages
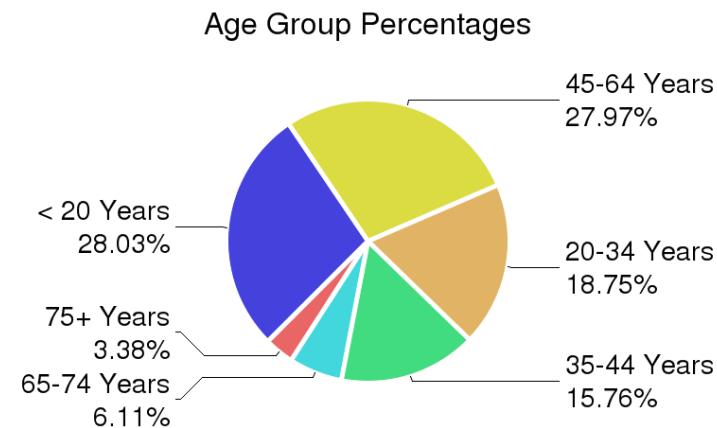
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.16%	5.88%	113.95
4-5 Years	2.64%	2.68%	101.52
6-8 Years	3.99%	4.41%	110.53
9-11 Years	3.92%	4.46%	113.78
12-13 Years	2.58%	3.12%	120.93
14-17 Years	5.44%	5.09%	93.57
18-19 Years	2.74%	2.41%	87.96
0-5 Years	7.8%	8.56%	109.74
6-12 Years	9.2%	10.43%	113.37
13-19 Years	9.48%	9.05%	95.46
< 20 Years	26.48%	28.04%	105.89
20-34 Years	21.2%	18.75%	88.44
35-44 Years	13.66%	15.76%	115.37
45-64 Years	25.5%	27.98%	109.73
65-74 Years	7.07%	6.11%	86.42
75+ Years	6.08%	3.38%	55.59
Median Age	37	38	103.02
Median Age (Male)	35	38	108.53
Median Age (Female)	38	38	100.82

Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.
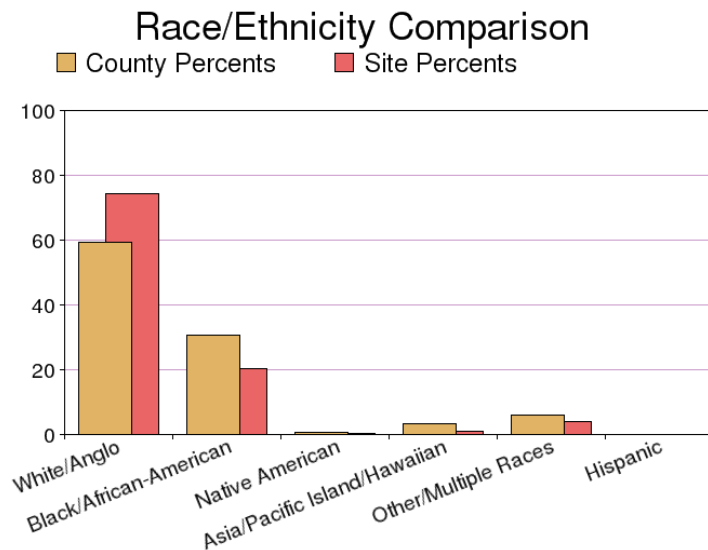
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	59.49%	74.4%	125.06
Black, African-American	30.59%	20.3%	66.35
Native American	0.53%	0.45%	83.83
Asian	3.38%	1%	29.67
Pacific Island, Hawaiian	0.06%	0.02%	27.67
Other/Multiple Races	5.95%	3.86%	64.75
Hispanic	0%	3.61%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	323,464	4,304	
Less than 9th Grade	4.74%	2.76%	171.29
No High School Diploma	8.3%	9.85%	84.23
High School Graduate	27.38%	31.53%	86.85
Some College, no degree	20.4%	20.59%	99.08
Associate Degree	6.84%	7.78%	87.87
College Degree	21.94%	18.36%	119.53
Graduate/Prof. degree	10.41%	9.13%	114

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	7.95%	5.65%	79.86
$10,000 to $19,999	11.29%	7.65%	67.74
$20,000 to $29,999	12.36%	13.97%	113.02
$30,000 to $49,999	20.62%	20.91%	101.44
$50,000 to $59,999	8.18%	8.07%	98.59
$60,000 to $69,999	8.13%	8.19%	100.77
$70,000 to $79,999	6.29%	5.9%	93.8
$80,000 to $89,999	4.77%	5.36%	112.55
$90,000 to $99,999	3.42%	3.91%	114.23
$100,000 to $124,999	6.63%	11.52%	173.81
$125,000 to $149,999	3.6%	3.66%	101.76
$150,000 to $199,999	3.63%	3.53%	97.27
$200,000 to $249,999	1.21%	0.96%	78.97
$250,000 or more	1.91%	0.62%	32.57
Median Household	47,418	56,682	119.54
Average Household	65,789	65,920	100.2
Per Capita Household	27,040	24,451	90.43
Family/Non-Family Household Income			
Median Family Income	61,265	66,308	108.23
Average Family Income	80,986	73,965	91.33
Median Non-Family Income	30,830	29,566	95.9
Average Non-Family Income	40,524	29,036	71.65

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	62.44%	76.22%	122.06
Families with Children	32.03%	39.38%	122.95
Families without Children	30.42%	36.84%	121.12
Non-Family Households			
% Non-Family Households	37.56%	23.78%	63.32
Non-Families with Children	0.17	0.29	173.24
Non-Families without Children	37.39	23.49	62.83
Housing Units			Index
Total Housing Units	218,939	2,698	
Vacant percent	11.1%	10.9%	98.17
Owned percent	55.99%	80.32%	143.46%
Rented Percent	32.91%	8.78%	26.69
Households by Size			Index
Avg household size	2.42	2.70	111.57
Avg family hh size	3.14	3.18	101.27
Avg non-family hh size	1.24	1.15	92.74
Households By Count of Persons			Percent
One	61,054	470	0.77%
Two	59,779	793	1.33%
Three or Four	57,603	923	1.6%
Five+	16,201	218	1.35%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	347,465	3,505	1.01%
2000 Population	421,048	4,651	1.1%
2010 Population	488,074	6,484	1.33%
2015 Population	526,600	7,498	1.42%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	137,725	1,239	0.9%
2000 Households	168,667	1,717	1.02%
2010 Households	194,637	2,405	1.24%
2015 Households	207,125	2,754	1.33%

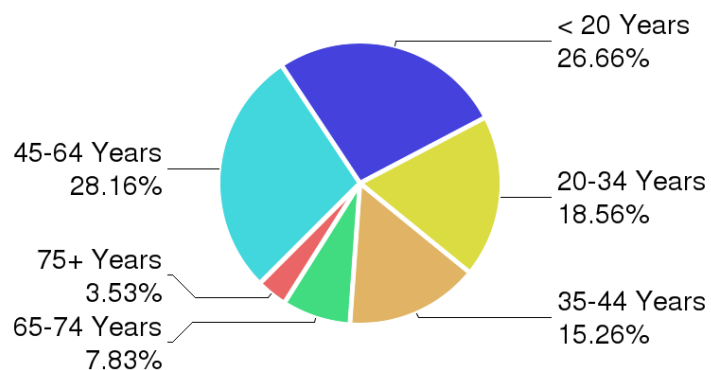### Household Change from 1985 to 2030
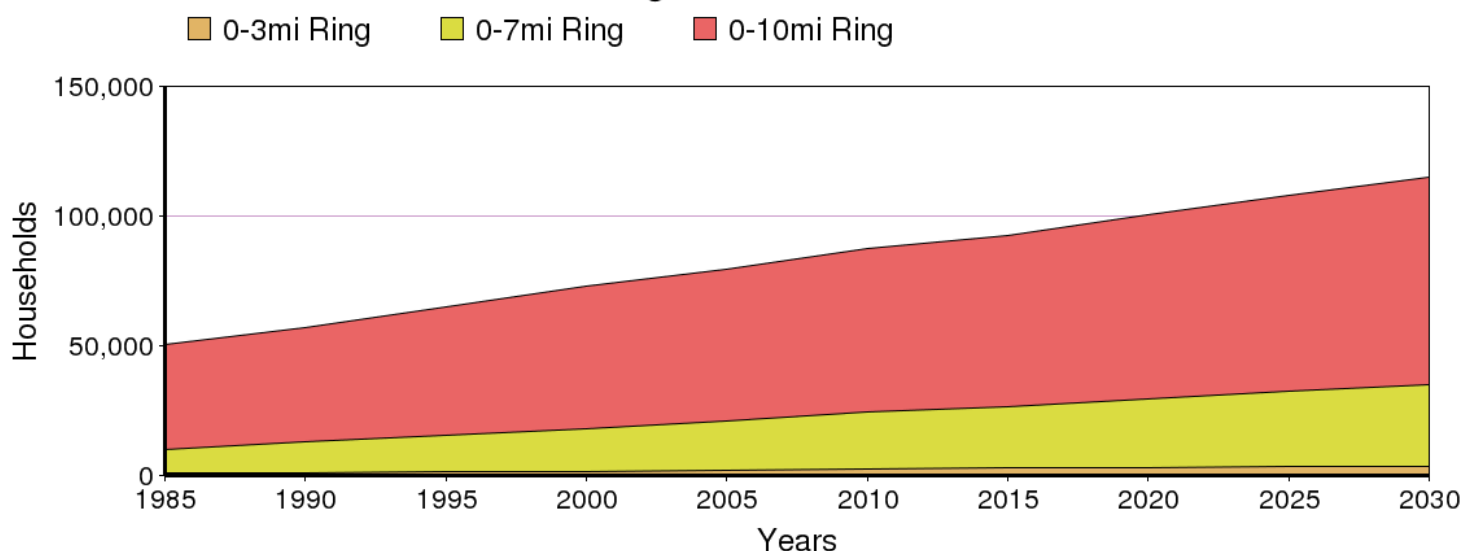
Projected Demographic Summary

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

Projected Age Group Percentages

< 20 Years 26.66%
20-34 Years 18.56%
35-44 Years 15.26%
65-74 Years 7.83%
75+ Years 3.53%
45-64 Years 28.16%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.88%	5.47%	93.03
4-5 Years	2.68%	2.53%	94.4
6-8 Years	4.41%	4.12%	93.42
9-11 Years	4.46%	4.44%	99.55
12-13 Years	3.12%	3.16%	101.28
14-17 Years	5.09%	4.85%	95.28
18-19 Years	2.41%	2.07%	85.89
0-5 Years	8.56%	8%	93.46
6-12 Years	10.43%	10.14%	97.22
13-19 Years	9.05%	8.51%	94.03
< 20 Years	28.04%	26.65%	95.04
20-34 Years	18.75%	18.56%	98.99
35-44 Years	15.76%	15.26%	96.83
45-64 Years	27.98%	28.15%	100.61
65-74 Years	6.11%	7.83%	128.15
75+ Years	3.38%	3.53%	104.44
Median Age	37	38	104.17
Median Age (Male)	35	38	107.17
Median Age (Female)	38	39	102.59

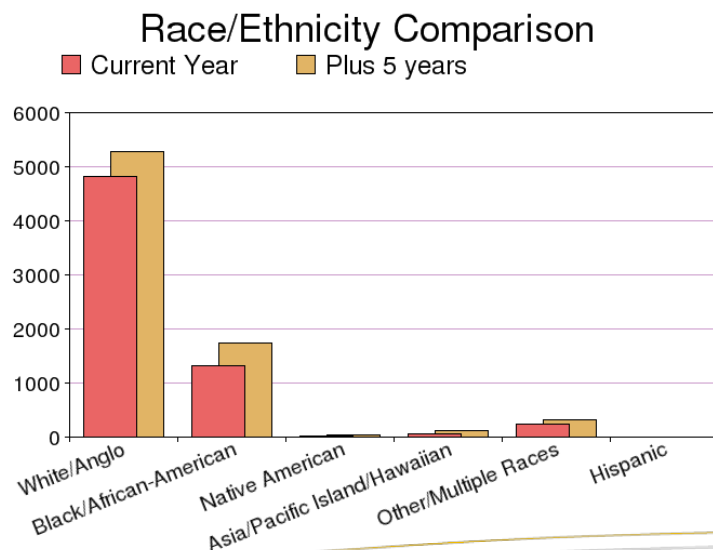Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

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

Race/Ethnicity Comparison
■ Current Year ■ Plus 5 years

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	74.4%	70.49%	94.74
Black, African-American	20.3%	23.31%	114.86
Native American	0.45%	0.44%	98.4
Asian	1%	1.49%	149.01
Pacific Island, Hawaiian	0.02%	0.04%	259.43
Other/Multiple Races	3.86%	4.21%	109.31
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,304	5,108	
Less than 9th Grade	2.76%	2.51%	90.63
No High School Diploma	9.85%	8.12%	82.47
High School Graduate	31.53%	32.46%	102.95
Some College, no degree	20.59%	20.13%	97.76
Associate Degree	7.78%	8.09%	103.88
College Degree	18.36%	19.05%	103.78
Graduate/Prof. degree	9.13%	9.65%	105.7

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	5.65%	5.08%	89.9
$10,000 to $19,999	7.65%	7.66%	100.14
$20,000 to $29,999	13.97%	13.29%	95.12
$30,000 to $49,999	20.91%	19.72%	94.27
$50,000 to $59,999	8.07%	7.66%	94.98
$60,000 to $69,999	8.19%	8.57%	104.62
$70,000 to $79,999	5.9%	5.95%	92.25
$80,000 to $89,999	5.36%	5.37%	94.77
$90,000 to $99,999	3.91%	3.85%	98.48
$100,000 to $249,999	11.52%	12.27%	106.56
$125,000 to $149,999	3.66%	4.21%	115.11
$150,000 to $199,999	3.53%	4.07%	115.07
$200,000 to $249,999	0.96%	1.23%	129.09
$250,000 or more	0.62%	0.84%	133.9
Median Household	56,682	59,589	105.13
Average Household	65,920	69,088	104.81
Per Capita Household	24,451	25,376	103.78
Family/Non-Family Household Income			
Median Family Income	66,308	71,154	107.31
Average Family Income	73,965	78,358	105.94
Median Non-Family Income	29,566	32,168	108.8
Average Non-Family Income	29,036	33,038	113.78

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	76.22%	74.58%	97.86
Families with Children	39.38	38.42	97.56
Families without Children	36.84	40.2	109.11
Non-Family Households			
% Non-Family Households	23.78%	25.42%	106.87
Non-Families with Children	0.29	0.18	106.87
Non-Families without Children	23.49	25.24	107.42
Housing Units			
Total Housing Units	2,698	3,087	114.42%
Vacant percent	10.9%	10.82%	99.29
Owned percent	80.32%	80.3%	99.98
Rented Percent	8.78%	8.88%	101.04
Households by Size			
Avg household size	2.70	2.72	100.74%
Avg family hh size	3.18	3.27	102.83%
Avg non-family hh size	1.15	1.11	96.52%
Households By Count of Persons			
One	470	585	124.47%
Two	793	838	105.67%
Three or Four	923	1,057	114.52%
Five+	218	273	125.23%

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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	39	1,219	5,624
Northern Europe	7	83	283
Western Europe	12	57	222
Southern Europe	0	29	53
Eastern Europe	0	99	202
Other Europe	0	0	0
Eastern Asia	0	52	316
So. Central Asia	0	50	374
SE Asia	3	97	689
Western Asia	0	20	27
Other Asia	12	7	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	6	103
Middle Africa	0	0	29
Northern Africa	0	75	48
Southern Africa	0	16	49
Western Africa	0	81	379
Other Africa	0	1	59
Oceania	0	0	23
Caribbean	0	84	217
Central Amer.	5	379	2,195
South America	0	45	144
North America	0	38	212
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,689	29,630	80,792
Spanish	53	1,151	4,085
Other Indo-Euro language	33	371	1,606
French (incl. Patois, Cajun)	0	109	579
French Creole	0	0	5
Italian	0	11	103
Portuguese	0	14	20
German	33	89	238
Yiddish	0	0	17
Other West Germanic	0	0	55
A Scandinavian Language	0	5	35
Greek	0	5	59
Russian	0	6	49
Polish	0	16	15
Serbo-Croatian	0	58	45
Other Slavic Language	0	7	14
Armenian	0	0	0
Persian	0	0	93
Gujarathi	0	0	42
Hindi	0	0	14
Urdu	0	15	16

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	28	18
Asian/PI languages	0	0	0
Chinese	0	34	133
Japanese	3	15	71
Korean	0	37	174
Mon-Khmer, Cambodian	0	6	212
Miao, Hmong	0	0	67
Thai	0	0	15
Laotian	2	11	32
Vietnamese	0	85	150
Other Asian	0	15	63
Tagalog	0	3	52
Other Pacific Is	0	31	120
Other languages	0	222	513
Navajo	0	0	0
Other Native N. American	0	6	9
Hungarian	0	7	13
Arabic	0	120	128
Hebrew	0	10	16
African languages	0	79	337
Other unspecified	0	0	10

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	3,691	25,206	74,136
Arab	17	142	178
Armenian	0	1	13
Austrian	1	26	82
British	25	60	459
Canadian	9	25	114
Croatian	0	0	26
Czech	0	24	93
Czechoslovak	0	6	30
Danish	2	31	67
Dutch	15	205	764
English	499	2,413	9,316
European	79	369	1,135
Finnish	0	18	21
French (not Basque)	51	318	915
French Canadian	10	56	255
German	292	2,037	6,113
Greek	26	68	267
Hungarian	10	28	166
Iranian	0	0	98

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	343	1,389	4,685
Italian	57	634	2,264
Lithuanian	0	3	61
Norwegian	10	83	385
Polish	62	385	838
Portuguese	0	23	35
Romanian	0	8	45
Russian	1	49	273
Scandinavian	0	40	30
Scotch-Irish	131	867	3,601
Scottish	41	415	1,624
Slovak	0	21	84
Subsaharan African	13	444	1,042
Swedish	5	135	381
Swiss	0	26	115
Ukrainian	3	27	82
US/American	1,083	4,868	9,970
Welsh	17	62	300
West Indian	0	84	198
Yugoslavian	0	73	70
Other	889	9,743	27,944

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 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?

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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?

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Unreached Households by Lifestyle Segment

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

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.
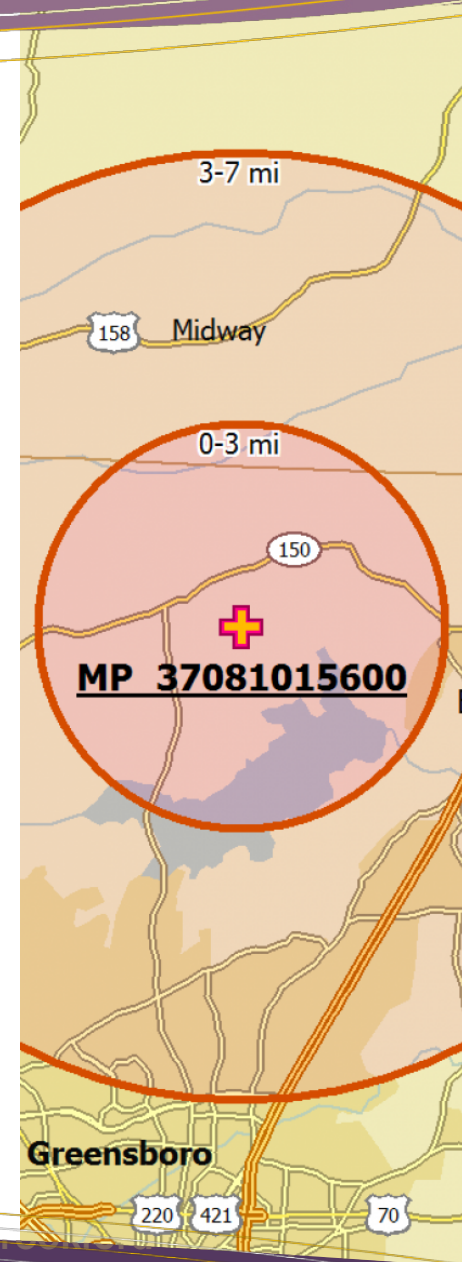
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,405	100%	1,613	100%
AFFLUENT SUBURBIA	479	19.92%	333	20.64%
America's Wealthiest	0	0%	0	0%
Dream Weavers	135	5.61%	97	6.01%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	209	8.69%	145	8.99%
New Suburbia Fam.	135	5.61%	91	5.64%
UPSCALE AMERICA	572	23.78%	386	23.93%
Status Conscious Consumers	27	1.12%	19	1.18%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	536	22.29%	360	22.32%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	9	0.37%	7	0.43%
SM TWN SUCCESS	538	22.37%	354	21.95%
Successful Urban Sprawl	0	0%	7	0.43%
2nd City Homebodies	298	12.39%	0	0%
Prime Middle America	0	0%	194	12.03%
Urban Optimists	240	9.98%	0	0%
Family Convenience	0	0%	153	9.49%
Mid-Market Enterprise	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,405	100%	1,613	100%
BLUE COLLAR BACKBONE	21	0.87%	14	0.87%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.12%	2	0.12%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	18	0.75%	12	0.74%
AMER. DIVERSITY	29	1.21%	19	1.18%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	29	1.21%	19	1.18%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	79	3.28%	55	3.41%
Steadfast Conservative	64	2.66%	44	2.73%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	15	0.62%	11	0.68%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,405	100%	1,613	100%
REMOTE AMERICA	295	12.27%	173	10.73%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	295	12.27%	173	10.73%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	305	12.68%	226	14.01%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	305	12.68%	226	14.01%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	74	3.08%	46	2.85%
Aspiring Hispania	32	1.33%	0	0%
Industrious Country Living	42	1.75%	22	1.36%
America's Farmland	0	0%	24	1.49%
Comfy Country Living	0	0%	0	0%
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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,405	100%	1,613	100%
STRUGGLING SOCIETIES	9	0.37%	5	0.31%
Rugged Southern Style	9	0.37%	5	0.31%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3	0.12%	2	0.12%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3	0.12%	2	0.12%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

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

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Potential Cultural Bridges

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

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

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

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

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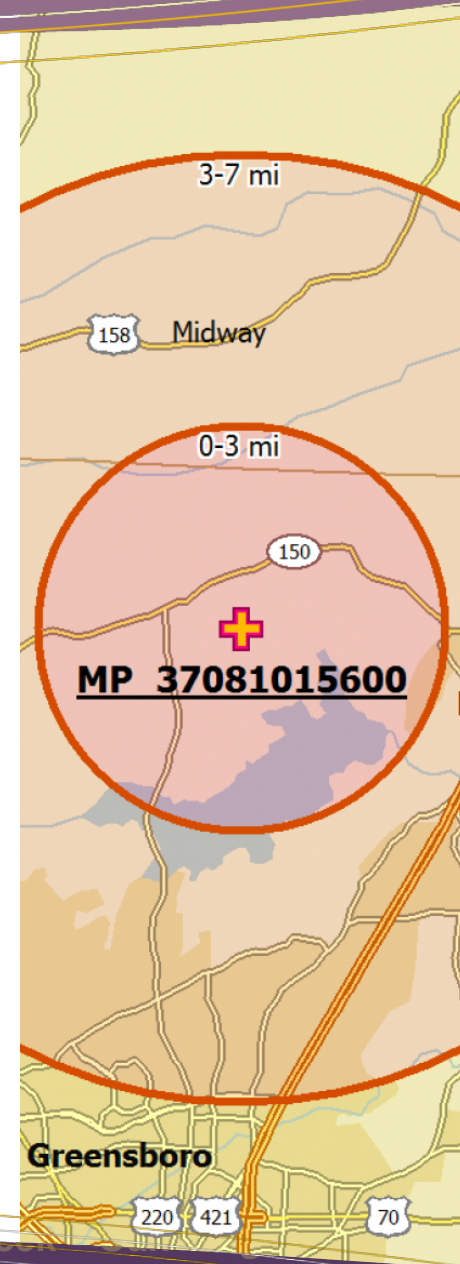
Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	84%	79%	78%
Use Comp. for Internet/E-mail	69%	62%	62%
Internet Use: E-Mail	58%	53%	53%
Use Comp. for Word Processing	48%	43%	43%
Use Comp. for Comp. Games	45%	41%	40%
Use Comp. for Shopping	42%	38%	37%
Use Comp. for Banking	40%	35%	34%
Use Comp. for Digital Camera Photo Editing	39%	34%	34%
Use Comp. for Education	38%	35%	34%
HH Owns DVD Player	33%	31%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	33%	30%	30%
Internet Use: Banking	33%	29%	28%
Use Comp. for News/Info./Data Service	28%	26%	26%
PC-Network-HH Has One	25%	22%	22%
Use Comp. for Accounting	19%	16%	16%
Use Comp. for Personal Financial Mngmnt	18%	16%	17%
Use Comp. for Filing/DB Mngmnt	15%	14%	14%
Internet Use: Shopping: Gathered Info. for Shopping	15%	14%	15%
Internet Use: Shopping: Made A Purchase	15%	13%	13%
Internet Use: Travel Reservations	13%	12%	12%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	70%	69%	69%
Dining Out (Not Fast Food)	63%	58%	59%
Reading Books	55%	55%	56%
Card Games	45%	43%	42%
Go To A Beach/Lake	41%	38%	38%
Cooking for Fun	38%	37%	37%
Gardening	37%	34%	33%
Board Games	37%	34%	32%
Visit Museum	23%	22%	23%
Visit Zoo	22%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	42%	39%	39%
Dentist	30%	28%	30%
Backache	22%	22%	22%
Eye Dr.	21%	21%	22%
None Of These	20%	20%	20%
High Cholesterol	18%	18%	18%
Hypertension/High Blood Pressure	18%	18%	19%
Acid Reflux Disease (GERD)	15%	14%	14%
Overweight (30 Pounds Or More)	14%	13%	13%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	30.48%	30.12%	31.04%
Live Theater	22.71%	22.75%	23.84%
Live Theater Most Often	19.12%	18.45%	19.31%
Rock/Pop Concerts Most Often	16.45%	16.52%	17.06%
Comedy Club	10.42%	10.68%	10.38%
Dance Performance	8.07%	9.6%	10.18%
Movies: Comedy	42.43%	42%	41.91%
Movies: Action/Adventure	41.31%	40.16%	40.44%
Movies: Fam.	21.83%	21.79%	21.11%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.5%	21.97%	22.13%
Movies: Drama	20.73%	22.46%	23.12%
Movies: Mystery	16.97%	17.27%	18.21%
MLB Baseball Reg. Season	9.81%	8.94%	9.28%
NFL Football Reg. Season	8.4%	7.93%	7.74%
College Football Reg. Season	7.95%	7.62%	7.51%
College Basketball Reg. Season	5.3%	5.36%	5.32%
NBA Basketball Reg. Season	4.58%	4.72%	4.64%
Auto Racing Events	3.7%	3.09%	2.93%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	42.82%	41.51%	42.38%
Swimming	38.52%	34.36%	33.75%
Bowling	24.9%	23.33%	22.41%
Billiards/Pool	20.95%	18.99%	18.92%
Freshwater Fishing	20.36%	17.22%	15.92%
Weight Training	19.19%	17.75%	17.89%
Golf	17.38%	14.77%	14.73%
Basketball	16.81%	16.83%	16%
Camping Trips	16.7%	13.47%	13.23%
Jogging/Running	16.44%	16.87%	17.23%
Using Cardio Machine	16.38%	14.94%	15.39%
Mountain/Road Biking	14.45%	13.41%	13.32%
Stationary Cycling	12.68%	12.5%	13.01%
Baseball	11.83%	11.7%	11.09%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	11.23%	11.44%	10.47%
Backpacking/Hiking	10.77%	9.74%	9.92%
Hunting	10.45%	8.05%	7.5%
Aerobics	10.37%	11.29%	11.54%
Target Shooting	10.11%	8.22%	7.73%
Power Boating	9.19%	7.72%	7.79%
Saltwater Fishing	8.96%	7.86%	7.48%
Volleyball	8.73%	8.6%	8.42%
Softball	8.46%	8.04%	7.87%
Tennis	7.94%	7.71%	7.97%
Soccer	7.7%	7.51%	7.49%
Motorcycling	7.32%	6.04%	5.63%
Canoeing/Kayaking	7.27%	6.48%	6.65%
Yoga	7.03%	7.21%	7.76%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	6.58%	5.49%	5.24%
Roller Skating	5.54%	5.81%	5.85%
Downhill & X-Country Skiing	5.43%	5%	5.09%
Snorkeling	5.33%	4.92%	5.07%
Ice Skating	5.29%	5.71%	5.62%
Jet Skiing	5.22%	4.91%	4.81%
Archery	5%	4.06%	3.8%
Water Skiing	4.86%	4.42%	4.29%
Fly Fishing	4.8%	4.43%	4.25%
Racquetball	4.11%	4.24%	4.1%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.86%	3.35%	3.27%
Rock Climbing	3.62%	3.32%	3.42%
Snowboarding	3.58%	3.31%	3.38%
Sailing	3.35%	3.3%	3.43%
Martial Arts	3.3%	3.26%	3.42%
Hockey	3.27%	3.53%	3.54%
Skateboarding	3.19%	3.2%	3.08%
Rowing	3.09%	2.79%	2.67%
Auto Racing	2.9%	2.79%	2.82%
Surfing & Windsurfing	2.8%	2.67%	2.71%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
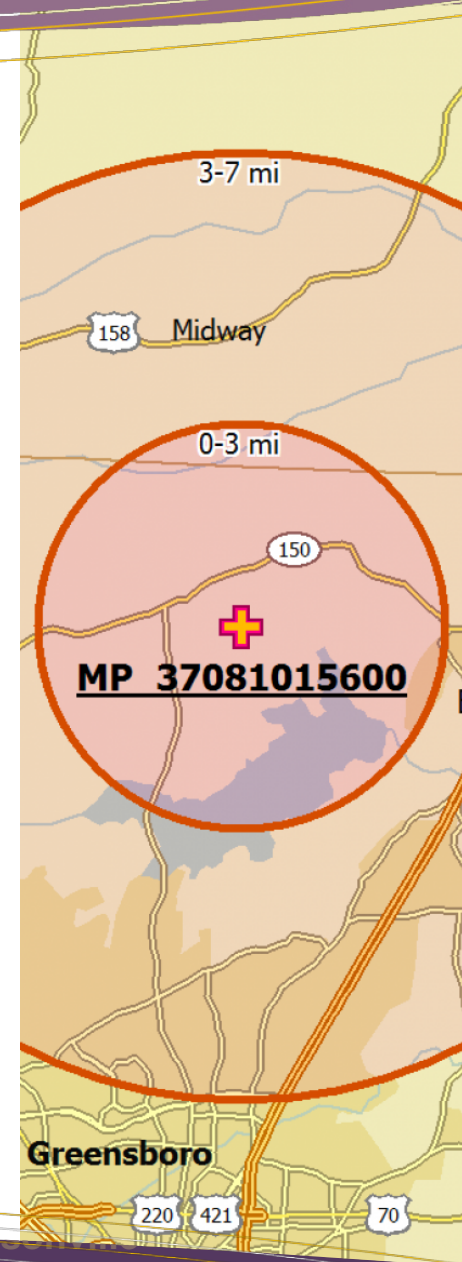
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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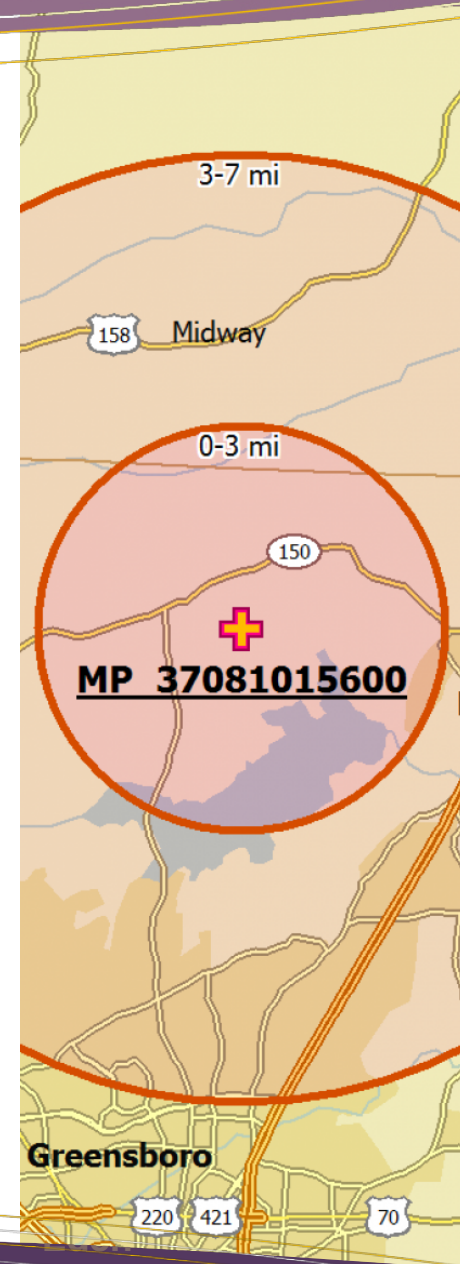
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
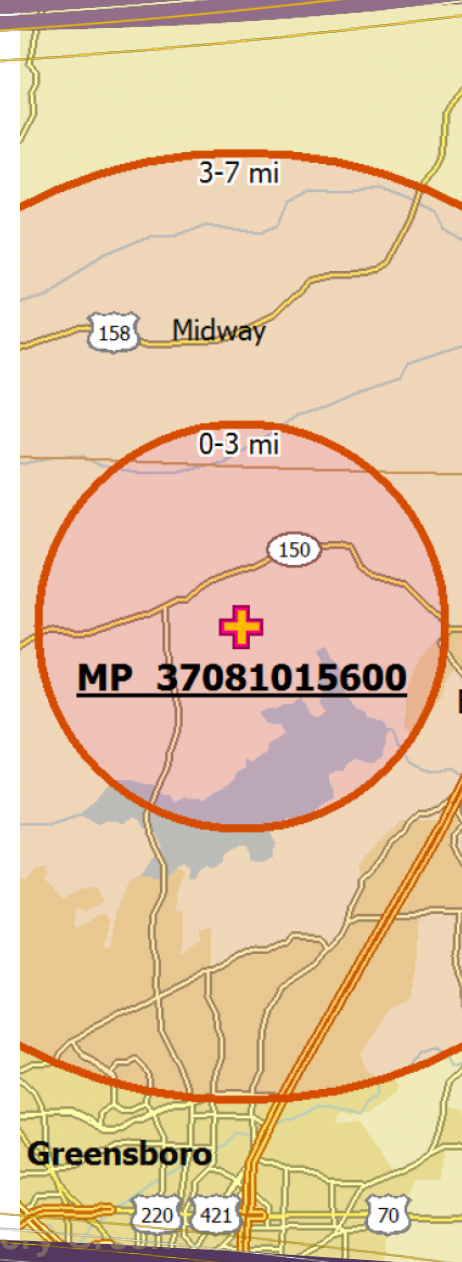
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	50%
Find It Difficult To Say No To My Kids	41%	39%	38%
Woman's Place Is In The Home	35%	34%	33%
Prefer To Have Few Possessions As Possible	34%	34%	36%
Speak My Mind Even If It Upsets People	33%	35%	35%
Like Control Over People And Resources	31%	34%	33%
Like To Do Unconventional Things	30%	29%	28%
If Won Lottery Would Never Work Again	29%	28%	29%
Don't Judge People/Way They Live Life	27%	28%	29%
Money Is Best Measure Of Success	26%	25%	26%
Friends More Important Than My Fam.	24%	24%	25%
Too Much Sponsorship In Arts/Sports	21%	24%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	20%	20%	21%
Like to Stand Out In A Crowd	20%	20%	20%
I Am A Workaholic	18%	20%	19%
Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Like To Pursue Challenge/Novelty/Change	16%	17%	18%
Only Work Current Job for The Money	13%	13%	14%
We Should Strive for Equality for All	12%	13%	14%
Happy With My Standard Of Living	11%	12%	14%
On Whole People Get What They Deserve	9%	10%	11%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	6%	7%	7%

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Potential Cultural Themes

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

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

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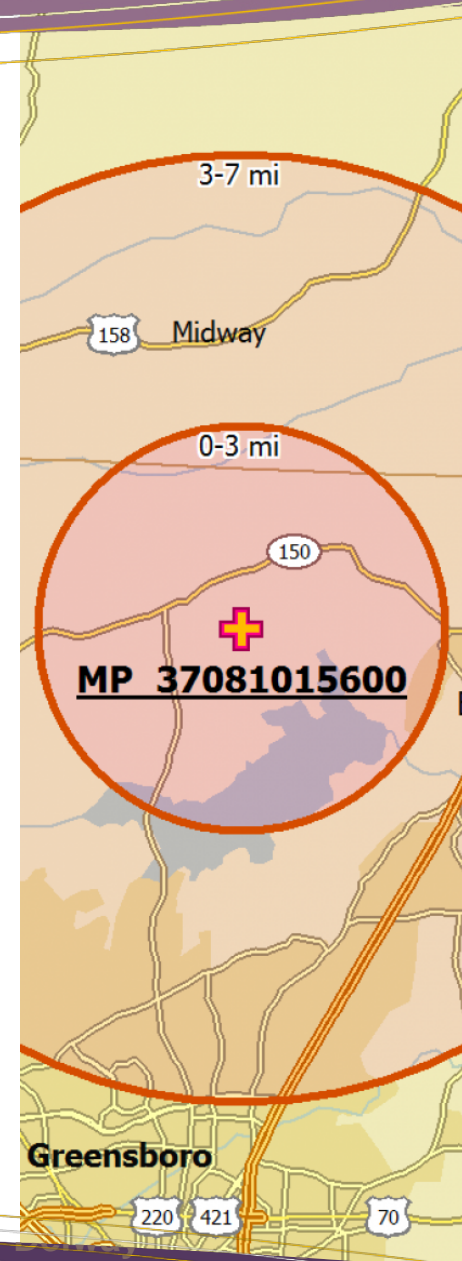
Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	69%	65%	65%
You Should Seize Opportunities In Life	56%	56%	57%
Like To Understand About Nature	37%	37%	38%
Prefer To Have Few Possessions As Possible	34%	34%	36%
Prefer Work Part Of Team Than Alone	34%	35%	34%
Important Feel Respected By My Peers	32%	32%	33%
Important To Juggle Various Tasks	27%	29%	30%
Have Keen Sense Of Adventure	26%	26%	27%
People Have To Take Me As They Find Me	26%	25%	25%
Good At Fixing Things	24%	26%	27%
Like To Just Enjoy Life	20%	20%	22%
Worried About Pollution Caused By Cars	20%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	16%	18%	19%
Looking for New Ideas To Improve Home	16%	17%	16%
Real Men Don't Cry	15%	16%	16%
Is An Important Part Of Who I Am	14%	14%	15%
Try Not To Worry About The Future	13%	14%	15%
Enjoy Spending Time With My Fam.	12%	13%	12%
Provide My Kids With The Little Extras	10%	14%	13%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Feel Very Alone In The World	4%	5%	5%
Decor Particular Interest To Me	4%	3%	3%
Would Like To Set Up Own Business	3%	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 sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	87.59%	85.94%	85.14%
Fam. Restaurants/Steak Houses-Visit Any	86.91%	82.71%	82.14%
McDonald's	59.74%	57.61%	56.33%
Burger King	37.18%	37.7%	36.92%
Applebee's	34.38%	31.22%	29.98%
Subway	33.65%	31.81%	30.72%
Wendy's	33.07%	32.48%	31.47%
Taco Bell	31.61%	28.73%	27.71%
Kentucky Fried Chicken (KFC)	28.63%	30.13%	29.11%
Arby's	25.94%	23.11%	22.24%
Olive Garden	22.9%	21.89%	21.62%
Pizza Hut	22.32%	22.62%	21.63%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.55%	17.13%	16.4%
Cracker Barrel	18.48%	15.7%	14.79%
Outback Steakhouse	17.5%	16.1%	16.15%
Chick-Fil-A	17.43%	16.97%	15.52%
Red Lobster	17.22%	17.68%	17.43%
Chili's Grill and Bar	16.55%	15.34%	14.81%
Sonic	15.04%	14.32%	13.05%
Starbucks	14.74%	15.26%	15.2%
IHOP (International House Of Pancakes)	14.49%	15.72%	15.26%
TGI Friday's	14.26%	14.38%	14.4%
Ruby Tuesday	13.97%	12.92%	12.28%
Domino's Pizza	13.87%	15.1%	14.58%

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Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!

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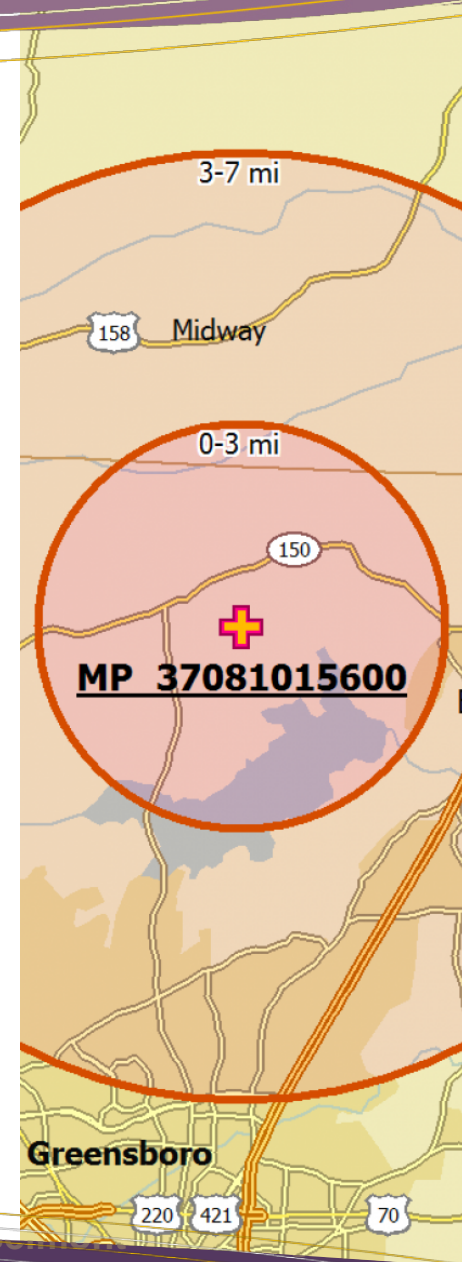
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
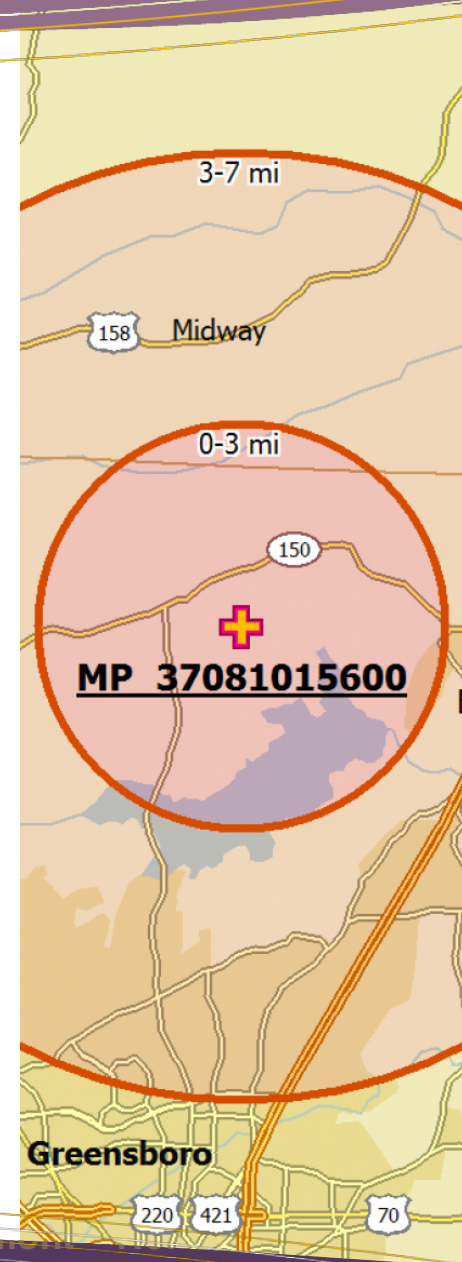
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	50.57%	48.16%	48.89%
Recycled products	38.47%	35.04%	36.36%
Worked as volunteer (non political)	19.68%	17.4%	17.89%
Engaged in fund raising	12.37%	12.45%	12.39%
Religious club member	8.61%	8.41%	8.2%
Wrote to elected offcl about publ bus	6.93%	6.32%	6.53%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.19%	5.82%	6.01%
Union member	5.95%	5.58%	5.54%
Charitable Organization	5.85%	5.61%	5.82%
Church Board	5.82%	6.14%	5.81%
Addressed a public meeting	5.65%	5.22%	5.23%
Took active part in local civic issue	5.37%	5.28%	5.52%

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	18.85%	17.92%	18.55%
Children's Books	14.75%	14.25%	14.23%
Mystery	12.84%	11.75%	12.16%
Cookbooks	11.31%	10.43%	10.81%
Religious (not Bibles)	9.83%	9.85%	9.54%
Personal/Business Self-help	7.88%	7.55%	7.81%
Romance	7.75%	7.5%	7.22%
History	7.4%	7.1%	7.41%
Biography	7.05%	6.97%	7.36%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.77%	69.29%	70.34%
Gen. Editorial	46.82%	49.39%	49.84%
Womens	43.16%	44.51%	44.21%
Service	38.14%	35.25%	35.37%
Business/Finance	20.86%	21.32%	21.73%
Mens	17.83%	18.71%	19.1%
Sports	15.05%	15.44%	15.99%
Parenthood	14.03%	13.94%	13.72%
Health	13.94%	13.75%	13.54%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	57.65%	54.61%	55.21%
Sport	33.24%	32.37%	32.83%
Classified	32.76%	32.26%	31.62%
Editorial Page	32.14%	29.9%	30.27%
Business/Finance	32.11%	30.22%	31.2%
Comics	27.92%	25.86%	26.23%
Food/Cooking	26.85%	25.24%	25.77%
Movie Listings & Reviews	26.38%	26.03%	26.85%
TV/Radio Listings	24.19%	23.36%	23.78%
Home/Gardening	23.61%	22.13%	22.41%
Travel	21.66%	20.76%	21.39%
Science/Technology	19.19%	18.11%	18.81%
Fashion	15.19%	16.06%	16.13%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	23.32%	17.86%	16.5%
Adult Contemporary	18.37%	15.79%	16.55%
CHR Contemp Hit Radio	16.59%	17.64%	17.83%
News/Talk	14.5%	12.33%	13.24%
Urban Contemporary	13.2%	22.33%	21.17%
Rock	13.18%	10.92%	11.18%
Oldies	11.74%	10.88%	11.26%
Classic Rock	10.89%	8.87%	9.23%
Alternative	10.22%	8.65%	9.7%
Variety	8.35%	9.37%	9.53%
Soft Contemporary	8%	7.2%	7.12%
Religious	7.55%	6.88%	6.59%
All News	6.45%	7.27%	7.57%
Jazz	6.39%	8.1%	7.78%
Sports	4.82%	4.5%	4.79%
Classic Hits	4.69%	3.82%	3.78%
All Talk	4.57%	4.61%	4.85%
Classical	3.88%	3.7%	4.21%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	67.17%	64.81%	64.71%
Satellite Dish	58.94%	56.18%	54.41%
Soapnet	52.68%	51.6%	51.89%
Other Video-On-Demand	42.07%	40.75%	41.25%
Sci-Fi Channel	38.92%	37.27%	36.8%
Adult Pay Per View TV	37.47%	33.62%	33.32%
MSNBC	35.3%	34.03%	33.82%
Comedy Central	33.79%	32.42%	34.65%
Subscribe Digital Cable	31.46%	32.2%	31.6%
TV Info From Sunday TV Magazine	31.23%	30.07%	29.77%
Nickelodeon	31.03%	28.69%	28.08%
Adult Swim	30.57%	26.2%	26.34%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	28.59%	25.98%	25.3%
TV Info From Newspapers	28.54%	27.47%	27.04%
Hallmark Channel	28.49%	26.98%	27.03%
TCM (Turner Classic Movies)	26.59%	25.89%	26.06%
Video-On-Demand Movies	26.58%	24.89%	23.71%
ABC Fam.	26.24%	25.25%	26.56%
The Golf Channel	25.99%	24.68%	25.18%
USA Network	25.87%	24.84%	25.19%
TV Info From Monthly Cable Guide	25.74%	24.16%	24.06%
BET (Black Entertainment TV)	24.31%	23.91%	24.77%
ESPN2	24.19%	23.95%	25.04%
Encore	23.81%	21.11%	20.45%

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Communication Media Usage

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

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

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.
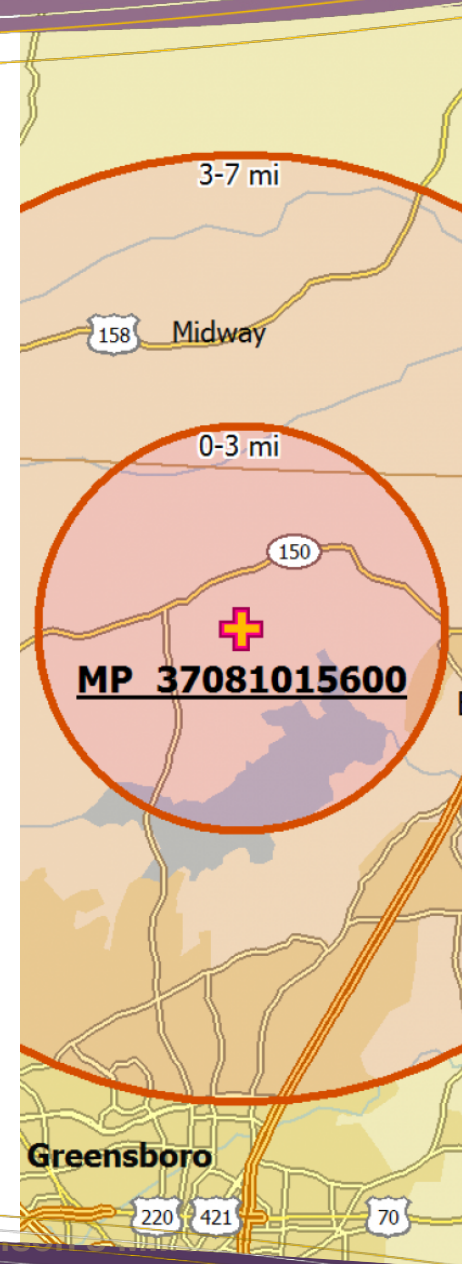
Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	21.85%	20.56%	21.13%
Medium Users (4-6)	11.48%	10.49%	10.8%
Light Users (1-3)	20.76%	20.65%	20.64%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.02%	1.02%
Newspaper II	1.41%	1.52%	1.51%
Newspaper III	2.19%	2.37%	2.39%
Newspaper IV	0.62%	0.62%	0.44%
Newspaper V (Light)	0.99%	0.94%	0.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.01%	20.98%	20.19%
Magazines II	8.92%	9.15%	9.01%
Magazines III	10.26%	10.85%	10.04%
Magazines IV	11.8%	12.45%	12.05%
Magazines V (Light)	0.88%	0.94%	0.85%
Outdoor I (Heavy)	5.89%	6.72%	7.35%
Outdoor II	2.22%	3.13%	3.19%
Outdoor III	3.27%	3.86%	3.87%
Outdoor IV	15.23%	15.34%	15.64%
Outdoor V (Light)	24.21%	23.96%	24.51%
Yellow Pages I (Heavy)	14.59%	14.75%	14.67%
Yellow Pages II	5.64%	6.61%	6.84%
Yellow Pages III	4.56%	6.08%	6.27%
Yellow Pages IV	20.5%	21.2%	21.32%
Yellow Pages V (Light)	2.53%	3.29%	3.48%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.69%	3.43%	3.12%
Drive Time III (Medium)	0.53%	0.83%	0.8%
Radio IV & V (Light)	2.05%	2.65%	2.61%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.89%	10.17%	9.72%
Radio III (Medium)	5.2%	4.68%	4.67%
Radio IV & V (Light)	3.59%	4.1%	3.81%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	15.68%	15.32%	15.16%
Cable III (Medium)	4%	4.36%	4.42%
Cable IV & V (Light)	32.15%	33.25%	33.95%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.3%	3.73%	3.74%
Prime Time III (Medium)	2.08%	2.08%	1.85%
Prime Time IV & V (Light)	9.1%	9.05%	8.64%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.76%	39.2%	40.06%
Fringe III (Medium)	51.48%	51.08%	51.62%
Fringe IV (Light)	55.49%	54.63%	54.64%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.78%	13.55%	13.66%
All Day III (Medium)	22.59%	23.07%	23.45%
All Day IV (Light)	12.58%	15.07%	15.38%

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Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.32%	12.4%	12.6%
6:00am - 10:00am	16.7%	17.63%	18.92%
10:00am - 3:00pm	6.52%	8.6%	9.21%
3:00pm - 7:00pm	13.68%	13.98%	14.3%
7:00pm - Midnight	14.45%	13.38%	14.21%
Midnight - 6:00am	5.33%	6.22%	6.74%
Weekend Radio Listeners			
Dayparts [summary]	16.67%	15.08%	14.83%
6:00am - 10:00am	4.67%	4.02%	4.39%
10:00am-3:00pm	5.61%	6.02%	6.62%
3:00pm - 7:00pm	7.55%	7.53%	7.59%
7:00pm - Midnight	10.29%	10.1%	9.98%
Midnight - 6:00am	11.16%	12.1%	12.61%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.24%	8.87%	8.87%
Saturday: 8:00-11:00pm	8.92%	8.93%	8.73%
Sunday: 7:00-11:00pm	11.31%	10.36%	10.21%
9:00am-1:00pm	28.59%	25.98%	25.3%
9:00am-4:00pm	32.89%	30.24%	29.46%
4:00pm-7:00pm	31.86%	31.99%	31.77%
11:00pm-1:00am	42.94%	42.17%	42%
AVG Prime time Mon-Sun	3.15%	3.77%	3.85%

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.67%	17.09%	18.02%
7-9am	24.19%	23.95%	25.04%
9am-12noon	24.9%	21.49%	20.64%
12noon-4pm	7.99%	8.75%	8.83%
4-6pm	53.55%	52.37%	52.69%
6-7pm	20.17%	19.1%	18.76%
7-7:30pm	1.56%	1.74%	1.79%
7:30-8pm	11.51%	11.26%	11.13%
8-11pm	10.24%	8.87%	8.87%
11pm-12am	35.3%	34.03%	33.82%
11pm-1am	42.94%	42.17%	42%
1-6am	32.45%	32.54%	33.44%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20%	19.54%	20.09%
Sat: 10am-1pm	9.12%	9.24%	9.21%
Sat: 1-4pm	26.26%	25.58%	25.49%
Sat: 4-6pm	7.59%	7.68%	7.71%
Sat: 6-7pm	2.51%	2.2%	2.3%
Sat: 7-8pm	1.32%	1.3%	1.32%
Sat: 8-11pm	8.92%	8.93%	8.73%
Sat: 11pm-1am	5.32%	5.97%	6.03%
Sat: 1am-7pm	25.87%	24.84%	25.19%
Sun: 7-10am	2.32%	2.3%	2.25%
Sun: 10am-1pm	7.92%	6.69%	6.36%
Sun: 1-4pm	7.26%	6.71%	6.52%
Sun: 4-7pm	15.6%	14.38%	13.67%
Sun: 7-11pm	11.31%	10.36%	10.21%
Sun: 11pm-1am	5.94%	5.48%	5.36%
Sun: 1-7am	25.17%	23.22%	22.5%

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Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

1. Please read pages 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.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 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 ths 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?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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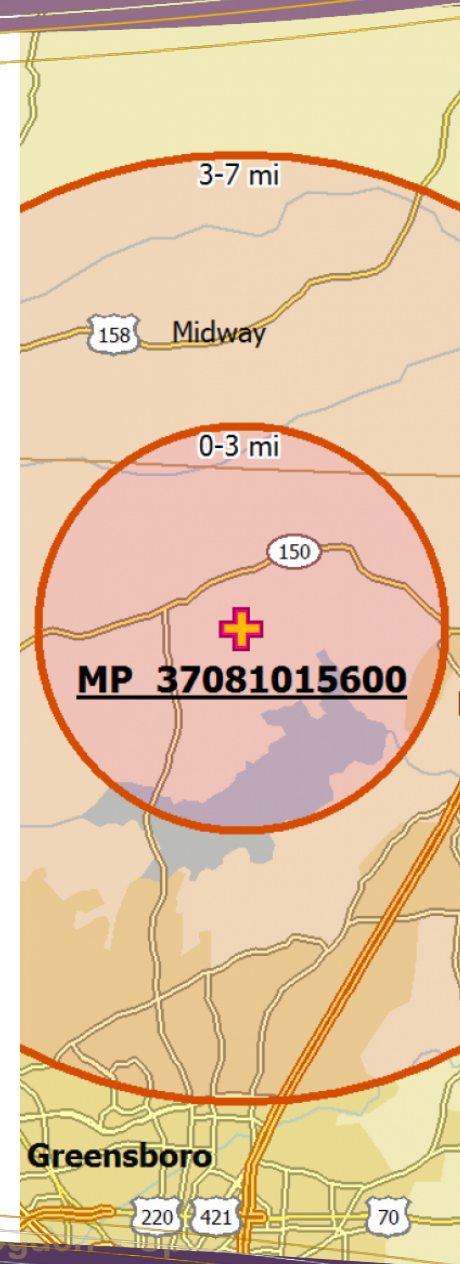
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Lifehouse	8344 Fairgrove Church Rd Browns Summit, NC 27214	1.87 mi	0	Insufficient Data
2	Gethsemane - Greensboro	5938 N Church St Greensboro, NC 27455	2.07 mi	39	Growing
3	The Patio	5925 Summit Avenue Brown Summit, NC 27214	3.74 mi	0	Insufficient Data
4	Camp Herman - Browns Summit	5756 Summit Ave Browns Summit, NC 27214	4.08 mi	81	Plateauing
5	Reedy Fork - Browns Summit	4709 Yanceyville Rd Browns Summit, NC 27214	4.34 mi	172	Declining
6	Fairview - Reidsville	2531 Flat Rock Rd Reidsville, NC 27320	4.97 mi	132	Growing
7	New Bessemer - Mc Leansville	4115 Hines Chapel Rd Mc Leansville, NC 27301	5.62 mi	134	Plateauing
8	New Hope - Greensboro	1379 Lees Chapel Rd Greensboro, NC 27455	5.84 mi	11	Declining
9	Reedy Fork Community - Brown Summit	6720 McLeansville Rd McLeansville, NC 27301	6.29 mi	0	Insufficient Data
10	Lankford Memorial - Greensboro	3708 Yanceyville St Greensboro, NC 27405	6.47 mi	66	Declining
11	Brandt Oaks - Greensboro	4600 Lake Brandt Rd Greensboro, NC 27455	6.87 mi	0	Insufficient Data
12	Hillcrest - Greensboro	3920 Baylor St Greensboro, NC 27405	6.89 mi	58	Plateauing
13	First Montagnard Baptist Church	3317 Summit Ave Greensboro, NC 27405	7.02 mi	89	Insufficient Data
14	Rankin - Greensboro	3317 Summit Ave Greensboro, NC 27405	7.02 mi	120	Declining
15	Stevens Memorial - Greensboro	3001 N Church St Greensboro, NC 27405	7.27 mi	77	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Sharon - Reidsville	3540 Iron Works Rd Reidsville, NC 27320	7.41 mi	131	Growing
17	Summerfield First - Summerfield	2300 Scalesville Rd Summerfield, NC 27358	7.77 mi	531	Declining
18	Daystar Christian Fellowship - Greensboro	4094 US Highway 220 N Greensboro, NC 27410	8.04 mi	271	Plateauing
19	Penn Memorial - Reidsville	2029 Freeway Dr Reidsville, NC 27320	8.23 mi	102	Declining
20	Lawndale - Greensboro	3505 Lawndale Dr Greensboro, NC 27408	8.36 mi	1,162	Growing
21	Northside - Greensboro	1100 E Cornwallis Dr Greensboro, NC 27405	8.37 mi	143	Declining
22	Northeast - Mc Leansville	2354 Huffine Mill Rd Mc Leansville, NC 27301	8.54 mi	69	Growing
23	Revolution	1312 Hawthorne Ave Reidsville, NC 27320	8.76 mi	0	Insufficient Data
24	Burton Memorial - Reidsville	184 Cook Florist Rd Reidsville, NC 27320	8.91 mi	104	Growing
25	Eller Memorial - Greensboro	1200 Fourth St. Greensboro, NC 27405	9.12 mi	58	Declining
26	Congecors International	2200 E Wendover Ave Greensboro, NC 27405	9.29 mi	0	Insufficient Data
27	Triad Community Fellowship	1203 Magnolia St Greensboro, NC 27401	9.42 mi	0	Insufficient Data
28	Magnolia Street - Greensboro	1203 Magnolia St Greensboro, NC 27401	9.42 mi	53	Declining
29	Parkway - Greensboro	1411 Benjamin Pkwy Greensboro, NC 27408	9.42 mi	140	Declining
30	Word Fellowship Reformed Baptist	23 Oak Branch Greensboro, NC 27420	9.52 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	East Side - Reidsville	1859 Barnes St Reidsville, NC 27320	9.56 mi	126	Plateauing
32	The Grove - Greensboro	4530 Jessup Grove Rd Greensboro, NC 27410	9.70 mi	86	Plateauing
33	New Pleasant Grove - Reidsville	3004 Vance Street Ext Reidsville, NC 27320	9.97 mi	28	Declining
34	Calvary - Reidsville	7860 NC Highway 87 Reidsville, NC 27320	9.97 mi	157	Plateauing
35	Thompsonville - Reidsville	2033 NC Highway 87 Reidsville, NC 27320	9.97 mi	156	Declining
36	Buchanan - Greensboro	301 Buchanan Church Rd Greensboro, NC 27405	9.98 mi	46	Declining
37	Gethsemane Missionary Baptist Church	3701 Heath St Greensboro, NC 27401	10.11 mi	0	Insufficient Data
38	Encounter	3205 Northline Ave Greensboro, NC 27410	10.32 mi	30	Insufficient Data
39	Central Community - Greensboro	406 Prescott Greensboro, NC 27401	10.36 mi	40	Insufficient Data
40	Korean Mission - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	10.56 mi	48	Declining
41	Greensboro First - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	10.56 mi	300	Plateauing
42	Shady Grove - Reidsville	1095 County Home Rd Reidsville, NC 27320	10.57 mi	40	Growing
43	Reidsville First - Reidsville	409 S Main St Reidsville, NC 27320	10.58 mi	197	Plateauing
44	24/7 Christian	409 Overlook St Greensboro, NC 27403	10.63 mi	0	Insufficient Data
45	Calvary - Mcl	5585 Burlington Rd McLeansville, NC 27301	10.72 mi	269	Plateauing

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