

MissionSite

top unreached locations



ROCKWELL, NC

CENSUS TRACT: 37159051001

REGION: Region 5: Piedmont Triad

COUNTY: Rowan

SITESCAPE: Townscape

DENSITY PATTERN: 13



In partnership with the:



Intercultural Institute
for Contextual Ministry



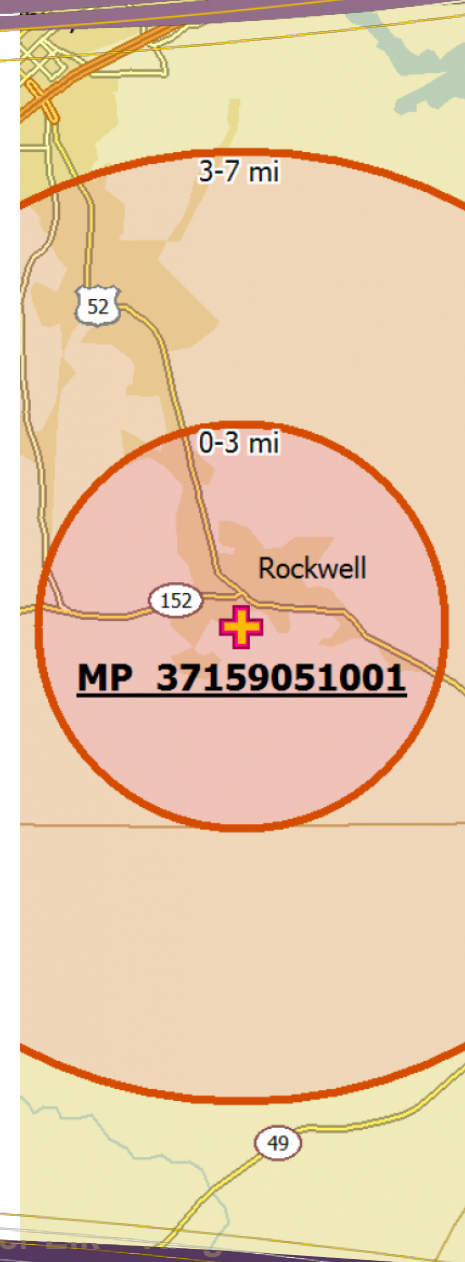
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Site Location Summary

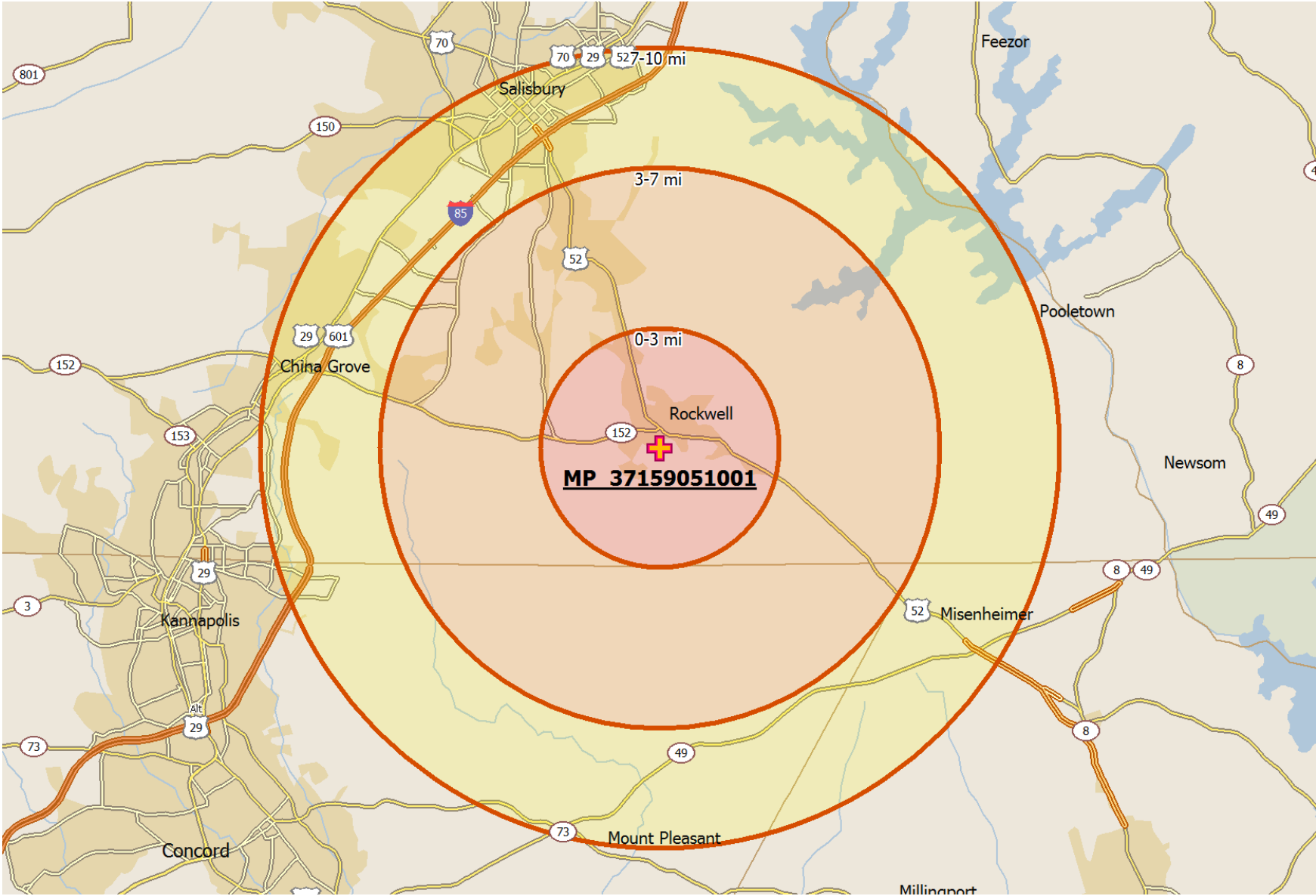
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37159	Rowan
4	Zipcode	28138	Rowan
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	I3	50000-50000-50000



Clyde Bayboro Highlands Lillington Taylortown Walstonburg Navassa Asheville Dallas Fair Bluff Wilkesboro
 Lewiston Woodville Hudson Foxfire Lilesville Clayton Polkton Elm City Harmony Beaufort Yadkinville
 Mars Hill Morehead City Elkin Washington Ranlo Troutman Peachland Watauga Alliance Trenton
 Lasker Green Level Florence Harrisburg Shelby Forest City St. Stephens Coats Midland Roxboro
 Maxton Dover Oak Ridge Kernersville Lake Lure Hildebran Badin Snow Hill Jonesville Long View

Site Location Summary - Map of the Site Location



South Haddon Seagrave Hayesville Landis Farmville Leard Lenoir
Pleasant Garden Tobaccoville Bermuda Run Staley Bayboro Brookford Walstonburg Orrum Fuquay-Var
Rennert Stantonsburg Gastonia Indian Beach Kure Beach Troutman Whiteville Mebane Mineral Spri
nes City Harkers Island Vander Navassa Forest Hills Colerain Maysville Immoville Holly Springs Ruther
Bailey Hamilton Grover Rolesville Bolivia Fremont Pineville Stallings Parkton Rich Square Atkinso
Swensonville Apex Littleton Tarboro Spencer Jefferson Star Columbus Scotland Neck Boiling Springs

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	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	23	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,543	25,362	52,734
2010 Households	3,920	9,831	19,296
2010 Group Quarters Population	142	184	4,254

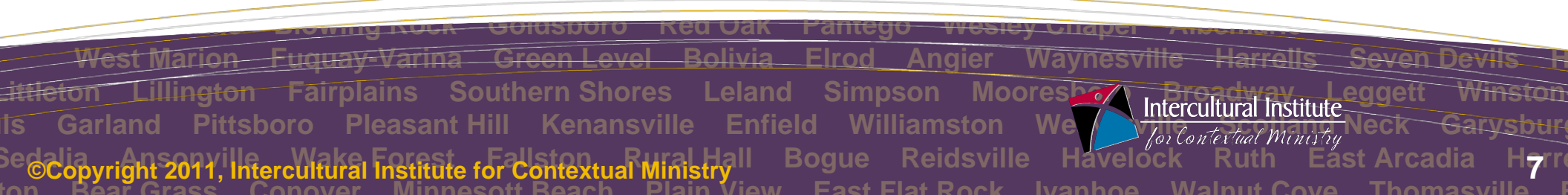
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	23	35
Language Diversity National Index	7	11	33
Foreign Born Diversity National Index	29	36	11
Ancestry Diversity National Index	44	50	29
Racial Diversity National Index	10	19	56

Site Location Summary - County Environment

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

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

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



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	316	8.06%
Mainstay Communities	Established, Diverse Households	1,585	40.43%
Working Communities	Blue-collar, Working Families	1,218	31.07%
Country Communities	Rural, Agri. & Mining Families	702	17.91%
Aspiring Communities	Young Singles / Aspiring-Multihousing	70	1.79%
Urban Communities	High Density, Inner-city Neighborhoods	30	0.77%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	35,687	2,539	7.11%
Unreached %	66.22%	64.77%	97.81
Religious But NOT Evangelical HH	8,595	485	5.64%
Religious But NOT Evangelical %	15.95%	12.37%	77.54
Spiritual But NOT Relig or Evang HH	5,786	491	8.48%
Spiritual But NOT Relig or Evang %	10.74%	12.52%	116.59
Not Evangelical, Not Interested HH	21,465	1,564	7.29%
Not Evangelical, Not Interested %	39.83%	39.91%	100.2



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	57	0	0%
Active BCNC Attenders	7,381	0	0%
Active Evangelical Households	6,849	520	7.59%
Active Evangelical Percent	12.71%	13.26%	104.36
Inactive Evangelical Households	11,358	862	7.59%
Inactive Evangelical Percent	21.07%	21.99%	104.35
# New Churches Needed	0	2	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		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Rockwell First - Rockwell	3.00 mi	368	Plateauing	16	Wall of Fire Outreach Ministries - Salisb	7.93 mi	0	Insufficient Data
2	Eastside - Salisbury	3.24 mi	64	Plateauing	17	Stallings Memorial - Salisbury	7.99 mi	173	Declining
3	Faith - Faith	3.50 mi	320	Plateauing	18	Main Street - China Grove	8.29 mi	99	Plateauing
4	Dunn's Mountain	5.06 mi	86	Declining	19	Pine Ridge - China Grove	8.37 mi	43	Declining
5	Gold Hill First - Gold Hill	5.53 mi	193	Growing	20	Salisbury First - Salisbury	8.49 mi	600	Declining
6	Phaniels - Rockwell	6.04 mi	117	Growing	21	Rowan International - Salisbury	8.64 mi	0	Insufficient Data
7	Tri-County Cowboy - Rockwell	6.11 mi	50	Insufficient Data	22	North Main - Salisbury	8.70 mi	172	Declining
8	Southside - Salisbury	6.49 mi	133	Declining	23	Providence - Salisbury	8.82 mi	68	Declining
9	Friendship - Salisbury	6.72 mi	0	Insufficient Data	24	Trading Ford - Salisbury	9.10 mi	238	Plateauing
10	High Rock	6.86 mi	405	Growing	25	Whosoever Will	9.19 mi	0	Insufficient Data
11	Mount Carmel - Con	6.87 mi	45	Declining	26	Spencer First - Spencer	9.20 mi	72	Declining
12	Oakland Heights - Salisbury	6.94 mi	18	Declining	27	Pleasant Hill - Mt P	9.26 mi	43	Insufficient Data
13	Emmanuel - Salisbury	7.40 mi	103	Declining	28	Carmel Baptist Church	9.46 mi	39	Declining
14	East Corinth - Gold Hill	7.55 mi	41	Declining	29	China Grove First - China Grove	9.51 mi	148	Declining
15	Community	7.82 mi	189	Declining	30	South China Grove - China Grove	9.52 mi	132	Plateauing



Using the Spirituality Indicators

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

Issues for Your Consideration

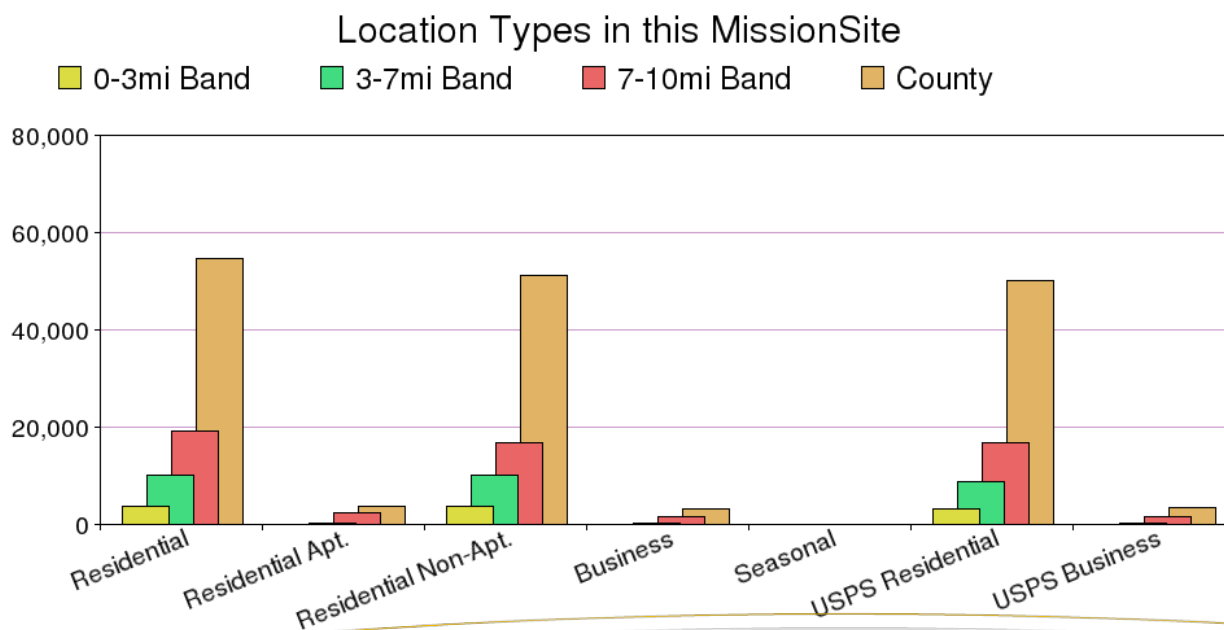
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes BCNC churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	110,605	7,403	6.69%
2000 Population	130,340	9,219	7.07%
2010 Population	142,526	10,543	7.4%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,512	2,754	6.48%
2000 Households	49,940	3,476	6.96%
2010 Households	53,894	3,920	7.27%



Location Type	0-3mi Band
Residential	3,756
Residential Apt.	86
Residential Non-Apt.	3,670
Business	82
Seasonal	0
USPS Residential	3,185
USPS Business	79

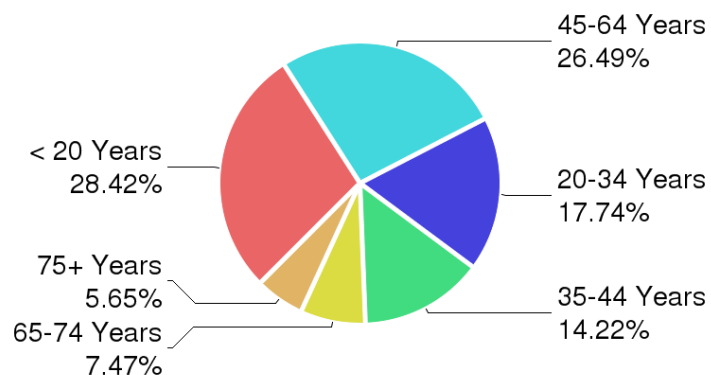
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.02%	5.2%	103.59
4-5 Years	2.57%	2.77%	107.78
6-8 Years	3.88%	4.24%	109.28
9-11 Years	3.87%	4.42%	114.21
12-13 Years	2.57%	3.01%	117.12
14-17 Years	5.25%	5.8%	110.48
18-19 Years	2.65%	2.98%	112.45
0-5 Years	7.58%	7.97%	105.15
6-12 Years	9.03%	10.17%	112.62
13-19 Years	9.18%	10.28%	111.98
< 20 Years	25.79%	28.42%	110.2
20-34 Years	18.58%	17.74%	95.48
35-44 Years	12.88%	14.22%	110.4
45-64 Years	27.16%	26.49%	97.53
65-74 Years	8.18%	7.47%	91.32
75+ Years	7.41%	5.65%	76.25
Median Age	40	38	95.75
Median Age (Male)	38	37	97.09
Median Age (Female)	41	39	94.61

Age Group Percentages

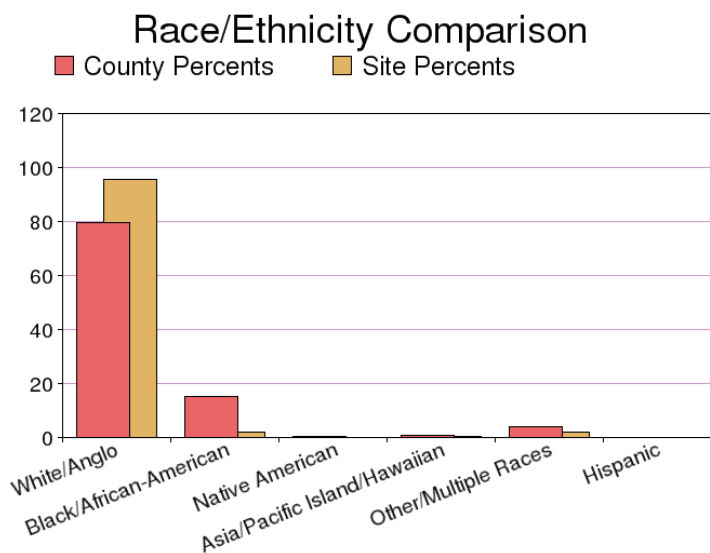


Current Demographic Summary

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

For each category both county and 0-3 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	79.43%	95.6%	120.36
Black, African-American	15.33%	1.86%	12.13
Native American	0.34%	0.18%	53.29
Asian	0.95%	0.47%	50.07
Pacific Island, Hawaiian	0.03%	0.01%	33.8
Other/Multiple Races	3.93%	1.88%	47.73
Hispanic	0%	3.06%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	96,587	6,945	
Less than 9th Grade	6.82%	5.77%	118.09
No High School Diploma	14.12%	12.5%	112.94
High School Graduate	35.18%	37.54%	93.72
Some College, no degree	19.28%	21.58%	89.34
Associate Degree	8.43%	10.28%	82.03
College Degree	11.79%	9.63%	122.39
Graduate/Prof. degree	4.38%	2.69%	162.65

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.

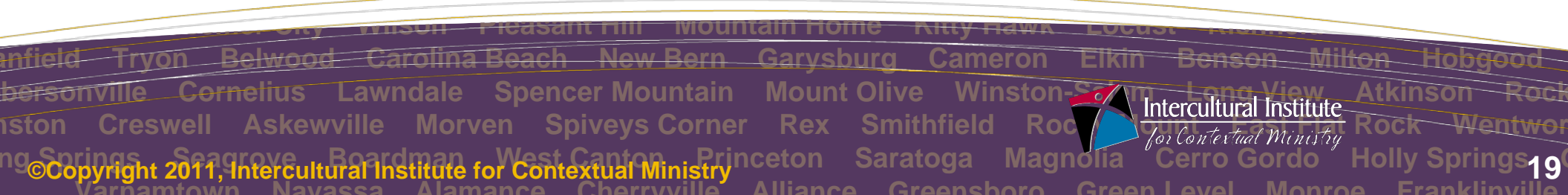
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	7.4%	4.92%	107.34
\$10,000 to \$19,999	14.62%	13.39%	91.62
\$20,000 to \$29,999	11.63%	12.88%	110.75
\$30,000 to \$49,999	20.69%	23.06%	111.44
\$50,000 to \$59,999	10.12%	12.35%	122.03
\$60,000 to \$69,999	7.34%	7.7%	104.96
\$70,000 to \$79,999	7.1%	6.51%	91.58
\$80,000 to \$89,999	5.59%	5.38%	96.22
\$90,000 to \$99,999	3.41%	3.37%	98.63
\$100,000 to \$124,999	5.77%	5.84%	101.3
\$125,000 to \$149,999	3.18%	2.53%	79.41
\$150,000 to \$199,999	1.78%	0.77%	43.05
\$200,000 to \$249,999	0.32%	0.31%	94.82
\$250,000 or more	1.04%	0.97%	93.13
Median Household	45,724	46,735	102.21
Average Household	57,143	55,416	96.98
Per Capita Household	22,279	20,677	92.81
Family/Non-Family Household Income			
Median Family Income	54,976	53,433	97.19
Average Family Income	66,756	62,109	93.04
Median Non-Family Income	25,838	28,441	110.07
Average Non-Family Income	34,948	35,966	102.91

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.78%	74.49%	106.75
Families with Children	34.15%	38.78%	113.54
Families without Children	35.63%	35.71%	100.24
Non-Family Households			
% Non-Family Households	30.22%	25.51%	84.41
Non-Families with Children	0.61	0.56	91.38
Non-Families without Children	29.61	24.95	84.26
Housing Units			Index
Total Housing Units	61,071	4,358	
Vacant percent	11.75%	10.05%	85.52
Owned percent	64.21%	69.39%	108.07%
Rented Percent	24.04%	20.56%	85.53
Households by Size			Index
Avg household size	2.56	2.65	103.52
Avg family hh size	3.16	3.17	100.32
Avg non-family hh size	1.16	1.15	99.14
Households By Count of Persons			Percent
One	13,891	856	6.16%
Two	17,428	1,255	7.2%
Three or Four	17,663	1,464	8.29%
Five+	4,912	345	7.02%



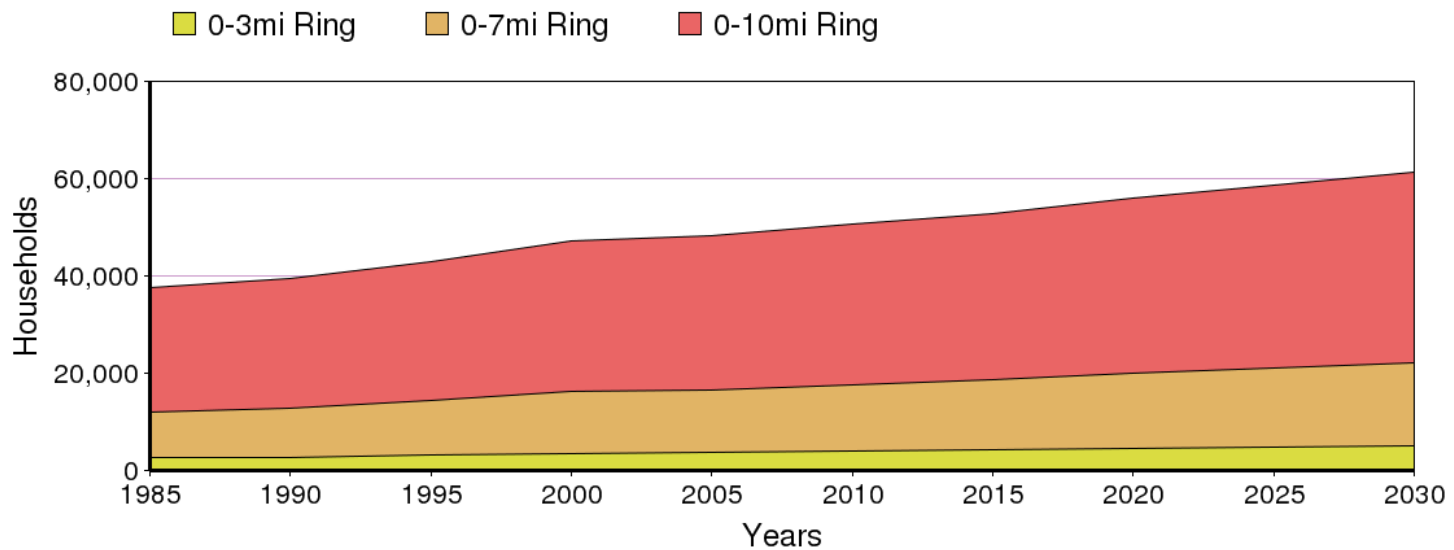
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	110,605	7,403	6.69%
2000 Population	130,340	9,219	7.07%
2010 Population	142,526	10,543	7.4%
2015 Population	151,160	11,301	7.48%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,512	2,754	6.48%
2000 Households	49,940	3,476	6.96%
2010 Households	53,894	3,920	7.27%
2015 Households	56,184	4,136	7.36%

Household Change from 1985 to 2030



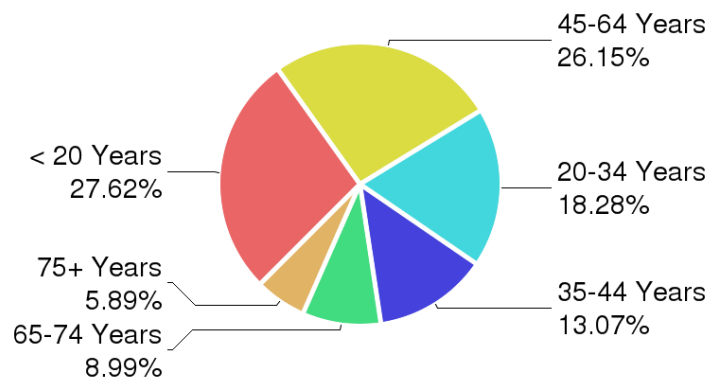
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.2%	4.89%	94.04
4-5 Years	2.77%	2.65%	95.67
6-8 Years	4.24%	4.07%	95.99
9-11 Years	4.42%	4.32%	97.74
12-13 Years	3.01%	3.03%	100.66
14-17 Years	5.8%	5.81%	100.17
18-19 Years	2.98%	2.84%	95.3
0-5 Years	7.97%	7.55%	94.73
6-12 Years	10.17%	9.89%	97.25
13-19 Years	10.28%	10.18%	99.03
< 20 Years	28.42%	27.62%	97.19
20-34 Years	17.74%	18.28%	103.04
35-44 Years	14.22%	13.07%	91.91
45-64 Years	26.49%	26.15%	98.72
65-74 Years	7.47%	8.99%	120.35
75+ Years	5.65%	5.89%	104.25
Median Age	40	38	96.18
Median Age (Male)	38	37	97.28
Median Age (Female)	41	39	95.13

Projected Age Group Percentages



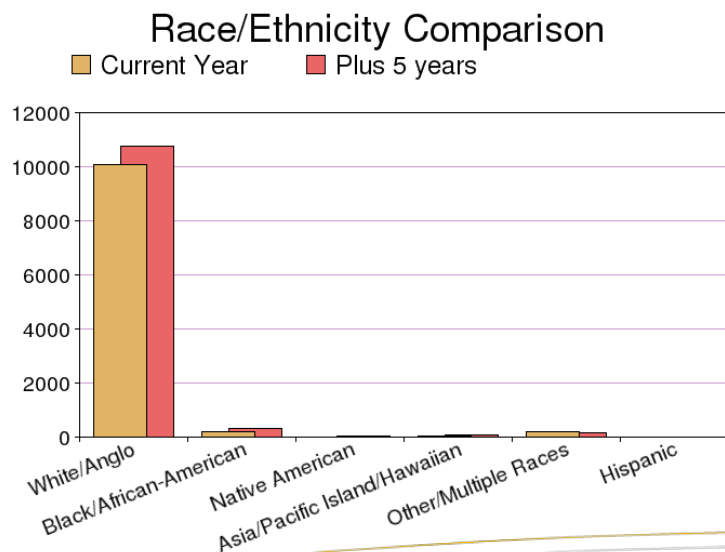
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	95.6%	95.2%	99.59
Black, African-American	1.86%	2.66%	143.27
Native American	0.18%	0.19%	108.02
Asian	0.47%	0.54%	113.82
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.88%	1.39%	73.97
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,945	7,514	
Less than 9th Grade	5.77%	5.03%	87.13
No High School Diploma	12.5%	11.5%	92
High School Graduate	37.54%	38.32%	102.07
Some College, no degree	21.58%	20.88%	96.74
Associate Degree	10.28%	11.46%	111.46
College Degree	9.63%	10.13%	105.14
Graduate/Prof. degree	2.69%	2.69%	99.84



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	4.92%	4.33%	87.9
\$10,000 to \$19,999	13.39%	13.35%	99.65
\$20,000 to \$29,999	12.88%	11.87%	92.15
\$30,000 to \$49,999	23.06%	21.47%	93.1
\$50,000 to \$59,999	12.35%	12.55%	101.63
\$60,000 to \$69,999	7.7%	7.52%	97.6
\$70,000 to \$79,999	6.51%	7.08%	98.12
\$80,000 to \$89,999	5.38%	6%	105.11
\$90,000 to \$99,999	3.37%	3.48%	103.39
\$100,000 to \$249,999	5.84%	6.79%	116.3
\$125,000 to \$149,999	2.53%	2.95%	116.8
\$150,000 to \$199,999	0.77%	0.94%	123.21
\$200,000 to \$249,999	0.31%	0.31%	102.68
\$250,000 or more	0.97%	1.09%	112.24
Median Household	46,735	49,642	106.22
Average Household	55,416	59,236	106.89
Per Capita Household	20,677	21,759	105.23
Family/Non-Family Household Income			
Median Family Income	53,433	56,850	106.39
Average Family Income	62,109	67,081	108.01
Median Non-Family Income	28,441	29,442	103.52
Average Non-Family Income	35,966	37,765	105

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	74.49%	73.45%	98.61
Families with Children	38.78	37.77	97.4
Families without Children	35.71	36.7	102.77
Non-Family Households			
% Non-Family Households	25.51%	26.55%	104.07
Non-Families with Children	0.56	0.51	104.07
Non-Families without Children	24.95	26.04	104.37
Housing Units			
Total Housing Units	4,358	4,602	105.6%
Vacant percent	10.05%	10.1%	100.54
Owned percent	69.39%	69.14%	99.65
Rented Percent	20.56%	20.75%	100.93
Households by Size			
Avg household size	2.65	2.70	101.89%
Avg family hh size	3.17	3.27	103.15%
Avg non-family hh size	1.15	1.10	95.65%
Households By Count of Persons			
One	856	931	108.76%
Two	1,255	1,240	98.8%
Three or Four	1,464	1,567	107.04%
Five+	345	399	115.65%

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	210	463	2,261
Northern Europe	30	15	33
Western Europe	6	36	75
Southern Europe	0	0	1
Eastern Europe	7	45	101
Other Europe	0	0	0
Eastern Asia	4	8	2
So. Central Asia	6	7	48
SE Asia	66	40	177
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	4	2	6
Middle Africa	0	0	0
Northern Africa	0	0	6
Southern Africa	0	0	0
Western Africa	0	9	72
Other Africa	0	0	8
Oceania	3	1	11
Caribbean	7	14	65
Central Amer.	65	263	1,573
South America	7	21	35
North America	5	2	48
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	9,705	22,666	40,836
Spanish	236	544	2,217
Other Indo-Euro language	38	229	459
French (incl. Patois, Cajun)	11	91	123
French Creole	0	0	0
Italian	4	23	19
Portuguese	0	0	0
German	15	57	153
Yiddish	0	0	9
Other West Germanic	0	0	0
A Scandinavian Language	3	8	0
Greek	0	0	12
Russian	0	0	0
Polish	0	6	2
Serbo-Croatian	0	35	77
Other Slavic Language	0	1	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	5	6	22
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	16
Asian/PI languages	0	0	0
Chinese	0	19	0
Japanese	0	26	0
Korean	0	1	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	38	4	104
Thai	0	0	0
Laotian	0	6	0
Vietnamese	7	27	121
Other Asian	0	0	0
Tagalog	8	0	13
Other Pacific Is	0	0	0
Other languages	22	3	75
Navajo	0	0	0
Other Native N. American	13	2	4
Hungarian	8	1	11
Arabic	1	0	0
Hebrew	0	0	9
African languages	0	0	51
Other unspecified	0	0	0

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	7,196	17,032	32,934
Arab	0	13	46
Armenian	0	3	5
Austrian	1	22	12
British	3	67	58
Canadian	7	18	1
Croatian	0	0	0
Czech	5	6	27
Czechoslovak	0	0	10
Danish	6	13	4
Dutch	117	208	267
English	485	1,169	2,459
European	71	209	306
Finnish	4	3	10
French (not Basque)	38	88	448
French Canadian	23	32	100
German	1,918	3,577	4,630
Greek	15	9	29
Hungarian	19	16	42
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	512	1,004	1,241
Italian	142	235	442
Lithuanian	2	1	0
Norwegian	19	42	94
Polish	43	109	278
Portuguese	1	9	0
Romanian	0	0	22
Russian	0	11	40
Scandinavian	1	1	71
Scotch-Irish	204	704	1,116
Scottish	93	195	514
Slovak	11	7	7
Subsaharan African	70	215	408
Swedish	18	30	79
Swiss	8	25	29
Ukrainian	8	7	12
US/American	2,393	5,569	7,561
Welsh	11	30	75
West Indian	9	15	76
Yugoslavian	7	32	105
Other	931	3,339	12,310

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

Issues for Your Consideration - continued

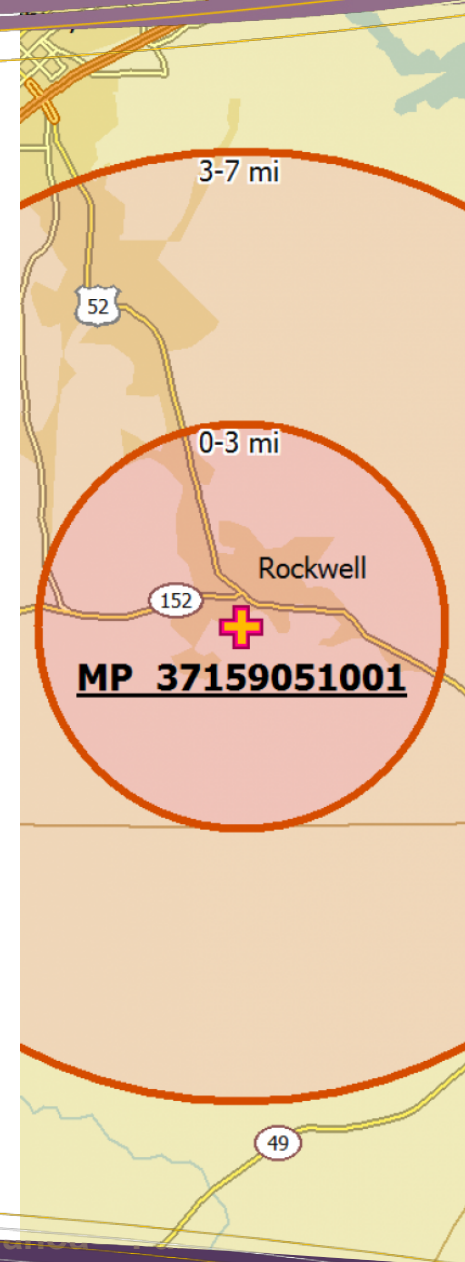
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "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 0-3 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	3,920	100%	2,537	100%
AFFLUENT SUBURBIA	105	2.68%	72	2.84%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2	0.05%	1	0.04%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	103	2.63%	71	2.8%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	211	5.38%	142	5.6%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	211	5.38%	142	5.6%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	1,500	38.27%	957	37.72%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	80	2.04%	0	0%
Prime Middle America	0	0%	52	2.05%
Urban Optimists	1,420	36.22%	0	0%
Family Convenience	0	0%	905	35.67%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,920	100%	2,537	100%
BLUE COLLAR BACKBONE	71	1.81%	43	1.69%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	71	1.81%	43	1.69%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	85	2.17%	60	2.36%
Ethnic Urban Mix	41	1.05%	29	1.14%
Urban Blues	0	0%	0	0%
Professional Urbanites	42	1.07%	30	1.18%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	2	0.05%	1	0.04%
Mature America	0	0%	0	0%
METRO FRINGE	1,147	29.26%	786	30.98%
Steadfast Conservative	1,147	29.26%	786	30.98%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	3,920	100%	2,537	100%
REMOTE AMERICA	504	12.86%	297	11.71%
Hardy Rural Fam.	61	1.56%	37	1.46%
Rural Southern Living	443	11.3%	260	10.25%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	70	1.79%	52	2.05%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	70	1.79%	52	2.05%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	198	5.05%	110	4.34%
Aspiring Hispania	94	2.4%	0	0%
Industrious Country Living	0	0%	64	2.52%
America's Farmland	13	0.33%	0	0%
Comfy Country Living	6	0.15%	8	0.32%
Small Town Connections	85	2.17%	3	0.12%
Hinterland Fam.	0	0%	35	1.38%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,920	100%	2,537	100%
STRUGGLING SOCIETIES	21	0.54%	12	0.47%
Rugged Southern Style	21	0.54%	12	0.47%
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	9	0.23%	6	0.24%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	9	0.23%	6	0.24%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



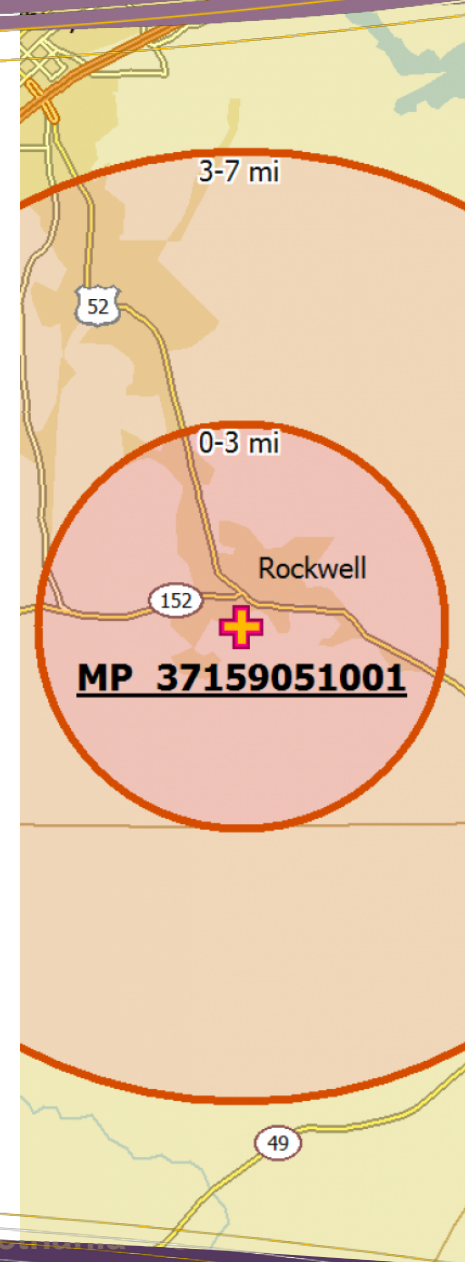
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	83%	81%	77%
Use Comp. for Internet/E-mail	67%	65%	60%
Internet Use: E-Mail	53%	53%	49%
Use Comp. for Comp. Games	44%	43%	40%
Use Comp. for Word Processing	43%	42%	38%
Use Comp. for Shopping	39%	39%	35%
Use Comp. for Digital Camera	36%	35%	32%
Photo Editing			
Use Comp. for Education	35%	35%	33%
Use Comp. for Banking	35%	34%	31%
Internet Use: News/ Weather	30%	29%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	29%	29%	28%
Internet Use: Banking	28%	27%	26%
Use Comp. for News/Info./Data	22%	23%	21%
Service			
PC-Network-HH Has One	18%	18%	18%
Use Comp. for Accounting	17%	17%	14%
Use Comp. for Filing/DB Mngmnt	14%	14%	13%
Internet Use: Shopping: Made A	13%	13%	11%
Purchase			
Use Comp. for Personal Financial	13%	13%	12%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	69%	69%	68%
Dining Out (Not Fast Food)	61%	60%	57%
Reading Books	52%	53%	52%
Card Games	45%	45%	42%
Gardening	39%	39%	35%
Go To A Beach/Lake	38%	38%	35%
Board Games	37%	36%	33%
Cooking for Fun	36%	36%	35%
Visit Zoo	22%	21%	19%
Going To Bars/Nightclubs/Dancing	21%	20%	19%

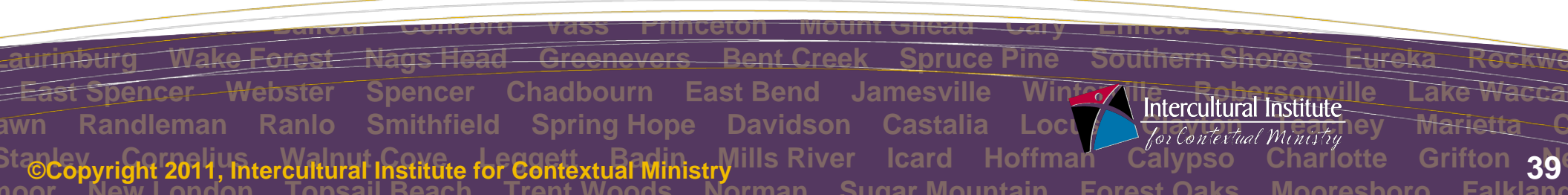
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	46%	45%	42%
Dentist	28%	28%	27%
Backache	24%	24%	23%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	19%	20%
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or More)	18%	17%	16%
Any Arthritis	16%	16%	16%

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	25.35%	25.62%	25.48%
Live Theater	18.34%	19.14%	18.67%
Live Theater Most Often	15.61%	16.24%	15.47%
Rock/Pop Concerts Most Often	13.18%	13.3%	13.53%
Country Concerts Most Often	8.31%	7.94%	6.63%
Comedy Club	7.94%	7.82%	8.5%
Movies: Comedy	40.4%	40.12%	40.03%
Movies: Action/Adventure	38.19%	38.18%	38.42%
Movies: Fam.	19.5%	19.56%	20.3%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	18.65%	19.03%	19.45%
Movies: Drama	17.01%	17.71%	19.31%
Movies: Mystery	15.07%	15.26%	16.49%
MLB Baseball Reg. Season	8.03%	7.92%	7.02%
College Football Reg. Season	6.78%	6.89%	6.11%
NFL Football Reg. Season	6.69%	6.73%	6.12%
College Basketball Reg. Season	4.67%	4.56%	4.12%
Auto Racing Events	3.35%	3.26%	2.96%
NBA Basketball Reg. Season	3.16%	3.24%	3.24%



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	39.59%	39.99%	39.1%
Swimming	36.53%	35.92%	33.07%
Freshwater Fishing	24.51%	23.45%	20.29%
Bowling	22.92%	22.65%	21.61%
Billiards/Pool	20.9%	20%	19.09%
Camping Trips	20.28%	19.56%	16.85%
Weight Training	16.25%	16.02%	15.32%
Hunting	15.69%	14.77%	12.17%
Basketball	14.8%	14.9%	15.24%
Golf	14.37%	14.67%	13.13%
Mountain/Road Biking	13.71%	13.53%	12.41%
Jogging/Running	13.45%	13.47%	13.94%
Using Cardio Machine	12.86%	12.98%	12.48%
Target Shooting	12.31%	11.62%	9.98%

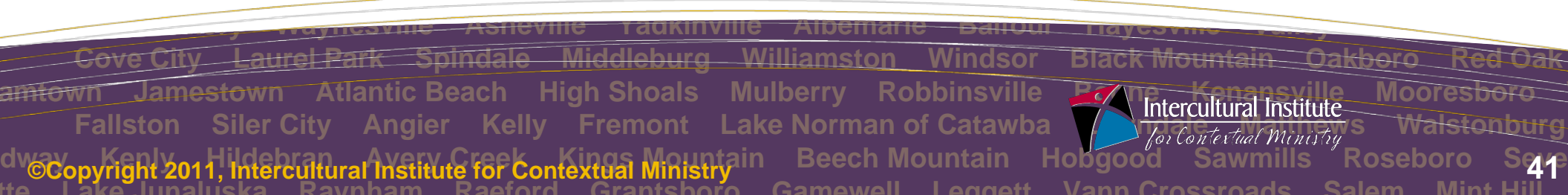
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	10.73%	11.05%	11.05%
Baseball	10.42%	10.38%	10.58%
Backpacking/Hiking	9.74%	9.87%	9.28%
Football	9.61%	9.51%	9.96%
Volleyball	9.36%	8.91%	8.92%
Saltwater Fishing	8.9%	8.86%	8.03%
Power Boating	8.51%	8.71%	7.9%
Softball	8.28%	7.92%	7.73%
Motorcycling	8.07%	7.53%	6.65%
Aerobics	7.87%	8.39%	9%
Horseback Riding	7.66%	7.35%	6.45%
Canoeing/Kayaking	7.33%	7.34%	6.78%
Archery	7.14%	6.7%	5.55%
Soccer	6.35%	6.31%	6.51%

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
Tennis	6.28%	6.47%	6.48%
Yoga	5.59%	5.76%	6.13%
Roller Skating	4.96%	4.87%	5.18%
Ice Skating	4.69%	4.68%	5.02%
Water Skiing	4.58%	4.52%	4.31%
Fly Fishing	4.48%	4.63%	4.51%
Snowmobiling	4.28%	4.09%	3.89%
Snorkeling	4.2%	4.33%	4.54%
Downhill & X-Country	4.18%	4.22%	4.32%
Skiing			
Jet Skiing	3.98%	4.14%	4.27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.39%	3.42%	3.59%
Auto Racing	3.11%	3.08%	3.24%
Rock Climbing	2.91%	3.06%	3.19%
Hockey	2.86%	2.96%	3.26%
Snowboarding	2.84%	2.98%	3.14%
Skateboarding	2.81%	3.02%	3.27%
Martial Arts	2.53%	2.72%	2.97%
Sailing	2.39%	2.59%	2.81%
Rowing	2.15%	2.29%	2.38%
Surfing & Windsurfing	1.88%	2.09%	2.35%



Potential Cultural Barriers -- Introduction (part 1)

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

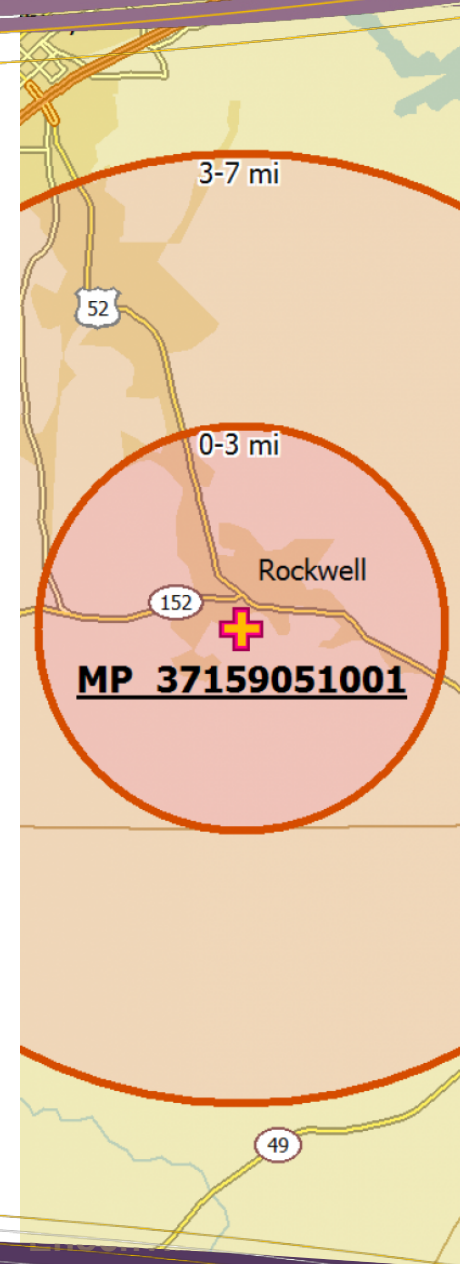
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

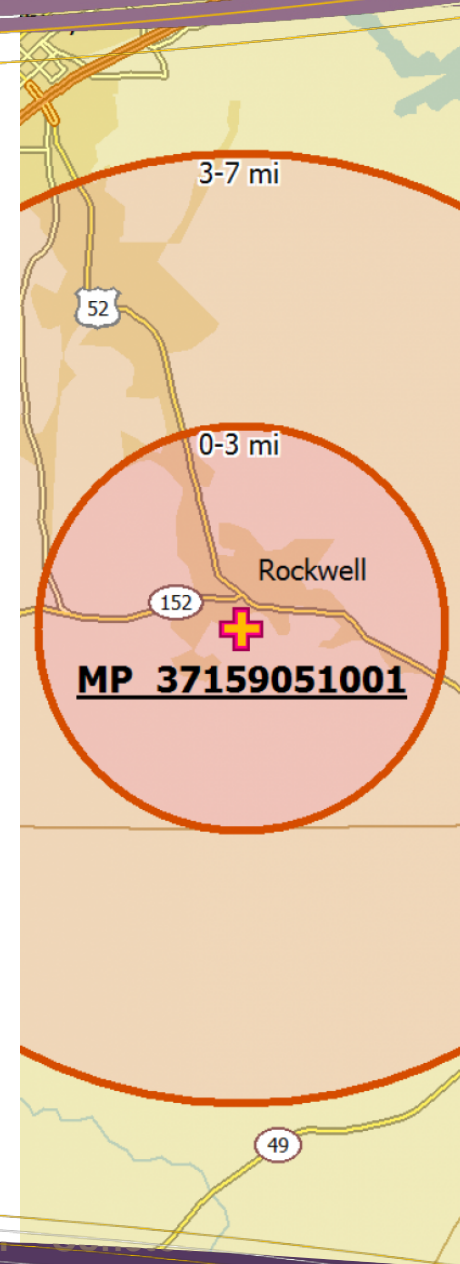
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

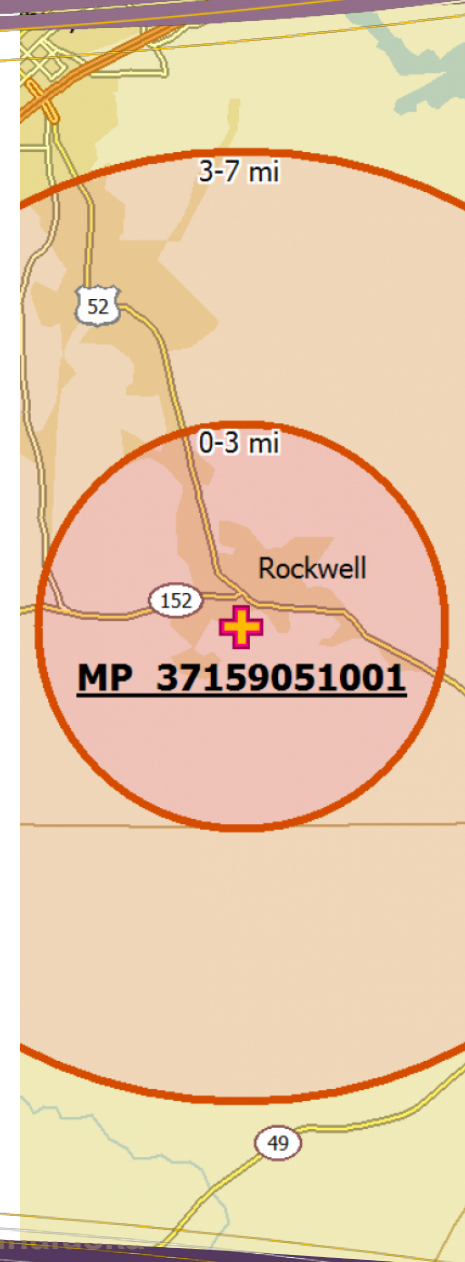
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	49%	50%
Find It Difficult To Say No To My Kids	42%	42%	40%
Woman's Place Is In The Home	37%	37%	36%
Speak My Mind Even If It Upsets People	33%	34%	35%
Like To Do Unconventional Things	32%	32%	30%
Like Control Over People And Resources	32%	32%	34%
Prefer To Have Few Possessions As Possible	30%	31%	31%
Don't Judge People/Way They Live Life	26%	26%	28%
Money Is Best Measure Of Success	26%	26%	26%
If Won Lottery Would Never Work Again	25%	26%	26%
Friends More Important Than My Fam.	23%	23%	23%
Too Much Sponsorship In Arts/Sports	22%	22%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	22%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Marijuana Should Be Legalized	17%	18%	19%
I Am A Workaholic	15%	15%	18%
Like To Pursue Challenge/Novelty/Change	15%	15%	16%
Only Work Current Job for The Money	13%	14%	14%
We Should Strive for Equality for All	12%	12%	14%
Happy With My Standard Of Living	9%	10%	11%
On Whole People Get What They Deserve	9%	9%	10%
Indulge My Kids With The Little Extras	9%	8%	8%
Little I Can Do To Change My Life	8%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	5%	6%

Potential Cultural Themes

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

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



Potential Cultural Themes:

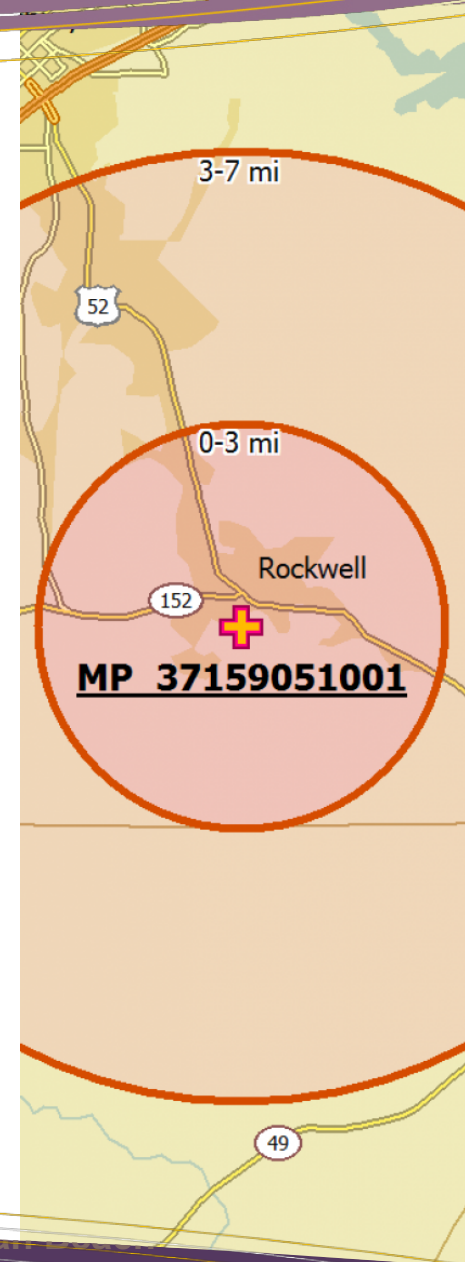
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	67%	66%	63%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	37%	37%
Prefer Work Part Of Team Than Alone	33%	34%	34%
Important Feel Respected By My Peers	32%	32%	33%
Prefer To Have Few Possessions As Possible	30%	31%	31%
Important To Juggle Various Tasks	28%	29%	30%
Good At Fixing Things	26%	26%	28%
Have Keen Sense Of Adventure	25%	26%	26%
People Have To Take Me As They Find Me	24%	24%	23%
Like To Just Enjoy Life	20%	21%	21%
Worried About Pollution Caused By Cars	18%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	18%	19%
Is An Important Part Of Who I Am	16%	16%	16%
Looking for New Ideas To Improve Home	15%	16%	17%
Real Men Don't Cry	15%	15%	16%
Enjoy Spending Time With My Fam.	13%	13%	13%
Try Not To Worry About The Future	12%	12%	14%
Provide My Kids With The Little Extras	10%	11%	13%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	88.34%	87.76%	87.18%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.59%	85.17%	82.51%
Houses-Visit Any			
McDonald's	60.68%	59.52%	58.09%
Burger King	39.03%	38.55%	38.72%
Subway	33.28%	32.95%	31.93%
Applebee's	33.28%	32.13%	30.2%
Wendy's	31.16%	31.13%	30.86%
Taco Bell	30.68%	29.95%	29.07%
Kentucky Fried Chicken (KFC)	29.99%	29.68%	30.97%
Arby's	28.74%	27.21%	24.98%
Pizza Hut	24.34%	23.86%	24.04%
Dairy Queen	21.81%	21%	19.8%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	20.16%	20.4%	19.62%
Cracker Barrel	18.27%	18.06%	16.07%
Red Lobster	15.67%	16.11%	16.8%
Sonic	14.02%	14.51%	14.5%
Chick-Fil-A	13.66%	13.63%	13.46%
Outback Steakhouse	13.18%	14.04%	13.66%
Golden Corral	12.82%	12.45%	12.76%
Hardee's	12.76%	12.63%	12.22%
Domino's Pizza	12.06%	12.24%	13.78%
IHOP (International House Of Pancakes)	11.97%	12.23%	13.15%
Denny's	11.29%	11.16%	11.65%
Ruby Tuesday	11.1%	11.45%	11.18%

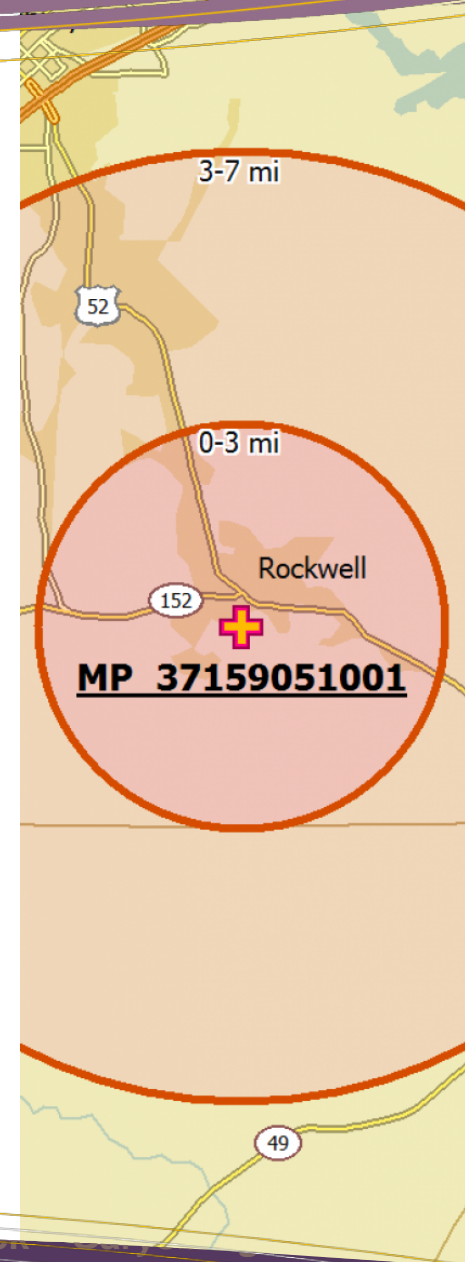


Potential Shared Projects

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

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

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



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

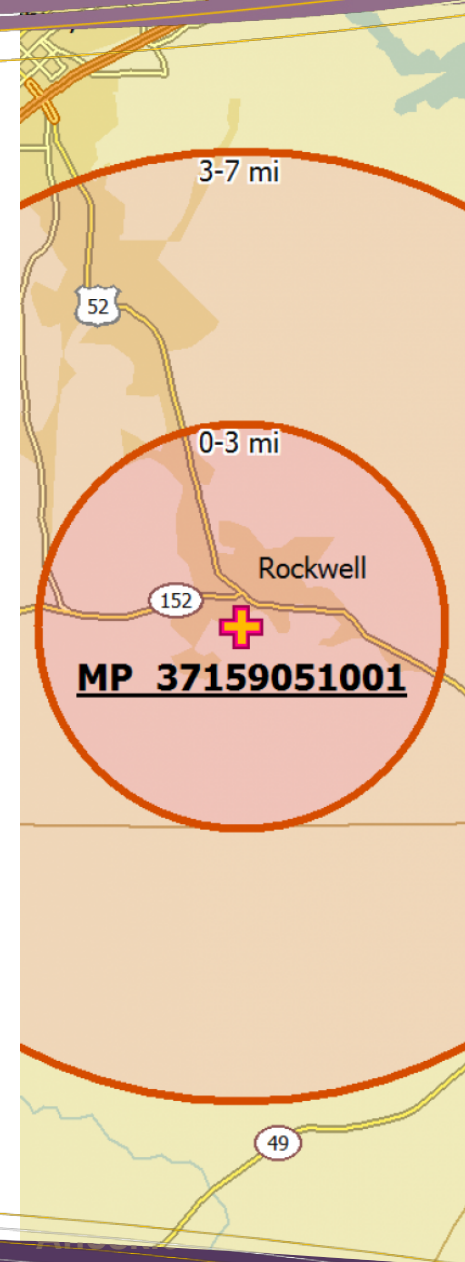
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	50.54%	49.95%	47.07%
Recycled products	37.55%	36.84%	33.79%
Worked as volunteer (non political)	18.7%	18.63%	16.87%
Engaged in fund raising	11.92%	11.91%	11.3%
Religious club member	7.96%	8.15%	7.94%
Wrote to elected offcl about publ bus	6.44%	6.46%	5.85%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	6.39%	6.15%	5.53%
Union member	6.28%	6.07%	5.5%
Wrote to editor of mag or newspaper	5.97%	5.93%	5.61%
Addressed a public meeting	5.51%	5.46%	4.93%
Fraternal order member	5.26%	5.14%	4.73%
Church Board	5.14%	5.43%	5.44%

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	15.86%	16.26%	15.62%
Children's Books	13.09%	13.46%	12.99%
Mystery	11.67%	11.85%	11.04%
Cookbooks	10.99%	10.9%	10.33%
Religious (not Bibles)	9.02%	9.16%	9.14%
Romance	7.23%	7.38%	7.04%
Personal/Business	6.87%	6.98%	6.56%
Self-help			
History	6.78%	6.75%	6.45%
Biography	5.6%	5.92%	5.92%

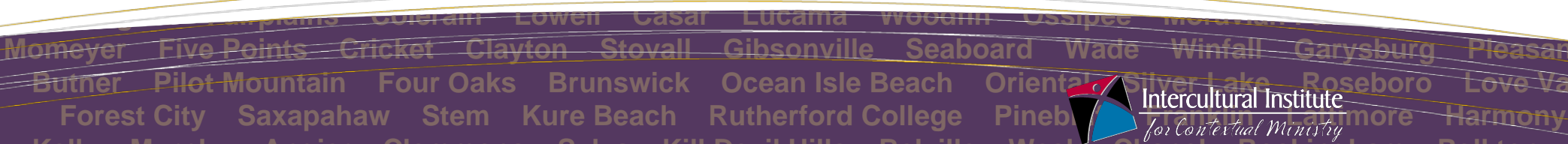
MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.37%	68.39%	67.38%
Gen. Editorial	44.1%	44.69%	46.57%
Womens	40.22%	40.53%	41.73%
Service	36.98%	36.83%	34.95%
Mens	16.87%	16.89%	17.91%
Fishing/Hunting	16.06%	15.29%	13.75%
Business/Finance	15.35%	16.3%	16.88%
Automotive	14.7%	14.32%	13.64%
Mature Market	13.34%	13.44%	12.52%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.42%	58.02%	55.13%
Classified	37.11%	36.02%	34.87%
Sport	35.16%	34.24%	32.59%
Editorial Page	33.68%	33.14%	30.85%
Comics	29.83%	29.25%	27.56%
Business/Finance	29.3%	29.26%	27.55%
TV/Radio Listings	25.95%	25.38%	24.26%
Food/Cooking	25.93%	25.85%	24.62%
Movie Listings & Reviews	25.86%	25.46%	24.8%
Home/Gardening	24.61%	23.77%	21.77%
Travel	20.34%	20.09%	18.76%
Science/Technology	17.89%	17.82%	16.74%
Fashion	13.24%	13.69%	13.99%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	30.41%	28.85%	24.12%
Adult Contemporary	19.84%	19.08%	17.32%
CHR Contemp Hit Radio	16.46%	16.21%	16.92%
Rock	14.81%	13.89%	12.13%
News/Talk	12.19%	12.21%	10.78%
Oldies	11.64%	11.48%	10.92%
Classic Rock	11.35%	11.03%	9.62%
Alternative	8.9%	8.97%	8.25%
Urban Contemporary	8.03%	9.51%	16.35%
Soft Contemporary	6.78%	6.69%	6.14%
Religious	6.66%	6.9%	6.39%
Variety	6.57%	6.87%	7.63%
Classic Hits	4.61%	4.37%	3.81%
All News	3.97%	4.38%	4.76%
Sports	3.81%	3.87%	3.56%
Jazz	3.36%	4.03%	5.43%
All Talk	3.16%	3.56%	3.53%
Classical	3.05%	3.2%	3.05%

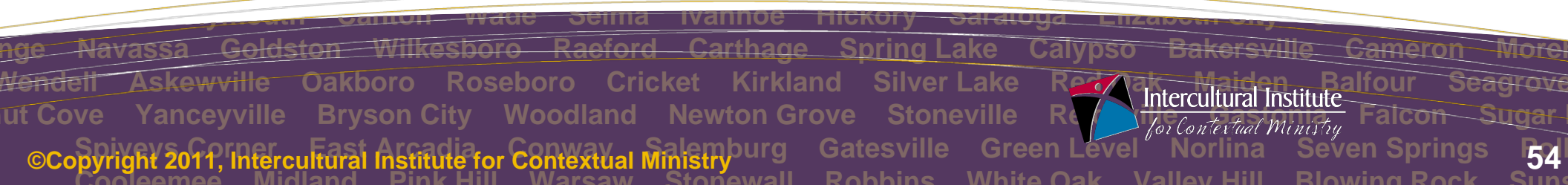


Potential Multimedia Content:

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	65.87%	65.47%	63.69%
Satellite Dish	57%	57.28%	54.66%
Soapnet	50.49%	50.95%	50.51%
Other Video-On-Demand	41.82%	42.54%	43.91%
Sci-Fi Channel	38.62%	38.13%	36.8%
MSNBC	36.1%	35.37%	34.3%
Adult Pay Per View TV	35.36%	36.14%	34.52%
Nickelodeon	33.06%	31.99%	30.1%
Adult Swim	31.47%	30.06%	26.74%
Subscribe Digital Cable	29.79%	30.24%	30.07%
TV Info From Sunday TV Magazine	29.53%	30%	28.94%
Nick At Nite	28.54%	27.48%	26.35%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	27.61%	27.34%	26.61%
Comedy Central	27.45%	28.19%	27.85%
Hallmark Channel	25.94%	25.84%	24.78%
USA Network	24.73%	24.86%	23.79%
TCM (Turner Classic Movies)	24.26%	24.58%	24.43%
TV Info From Monthly Cable Guide	24.23%	24.28%	23.78%
BET (Black Entertainment TV)	24.02%	23.94%	23.67%
The Golf Channel	23.1%	23.14%	22.33%
ABC Fam.	22.17%	21.97%	22.03%
Encore	21.5%	21.04%	19.67%
Lifetime	21.29%	21.11%	21.12%
ESPN2	20.54%	20.84%	20.75%

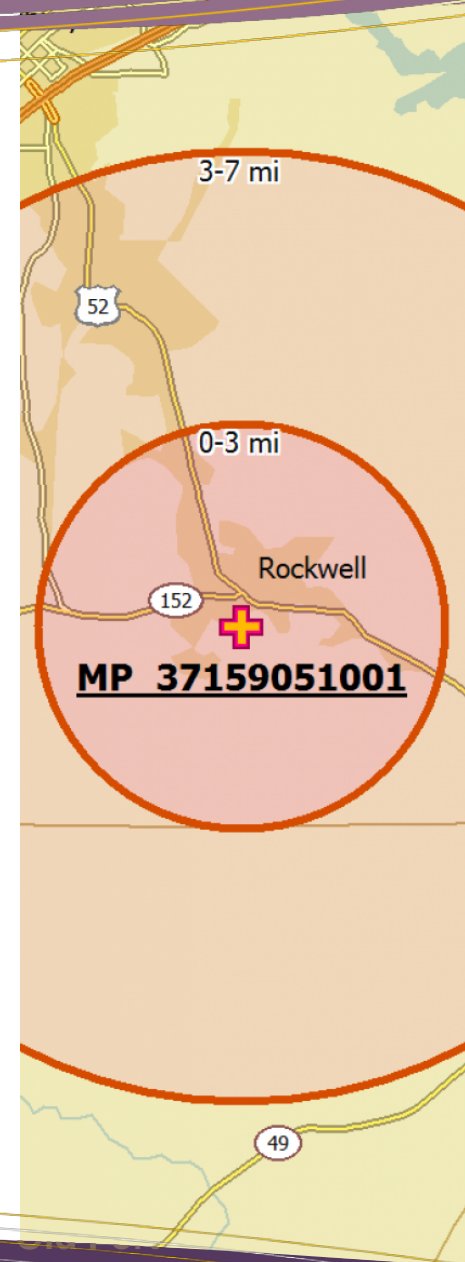


Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.43%	19.58%	18.66%
Medium Users (4-6)	10.98%	10.99%	10.31%
Light Users (1-3)	20.96%	20.91%	20.18%
Quintiles (20%)			
Newspaper I (Heavy)	1.42%	1.28%	1.37%
Newspaper II	1.8%	1.59%	1.57%
Newspaper III	2.3%	2.32%	2.18%
Newspaper IV	0.89%	0.73%	0.67%
Newspaper V (Light)	1.38%	1.49%	1.35%

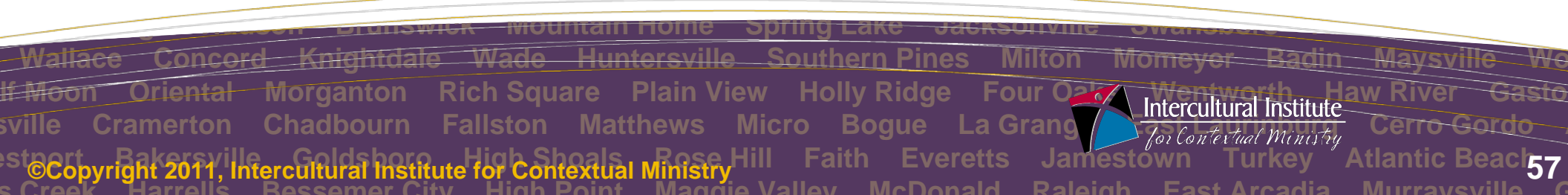
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.31%	19.69%	19.98%
Magazines II	9.2%	8.95%	9.12%
Magazines III	9.96%	9.91%	9.98%
Magazines IV	11.48%	11.1%	11.74%
Magazines V (Light)	0.25%	0.35%	0.49%
Outdoor I (Heavy)	5.3%	5.38%	6.51%
Outdoor II	1.95%	2.05%	2.96%
Outdoor III	2.92%	2.83%	3.54%
Outdoor IV	16.12%	16.66%	16.86%
Outdoor V (Light)	26.25%	26.44%	25.96%
Yellow Pages I (Heavy)	15.53%	15.63%	15.57%
Yellow Pages II	5.2%	5.34%	6.01%
Yellow Pages III	3.65%	3.99%	5.75%
Yellow Pages IV	21.72%	22.17%	23.03%
Yellow Pages V (Light)	2.34%	2.48%	3.32%

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 Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.55%	3.34%	3.11%
Drive Time III (Medium)	0.8%	0.71%	0.81%
Radio IV & V (Light)	2.18%	2.24%	2.45%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.64%	8.4%	9.27%
Radio III (Medium)	6%	5.57%	5.09%
Radio IV & V (Light)	2.84%	2.89%	3.24%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.81%	12.2%	12.18%
Cable III (Medium)	3.98%	4.17%	4.61%
Cable IV & V (Light)	30.06%	30.91%	33.2%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.07%	4.15%	3.96%
Prime Time III (Medium)	2.06%	2.09%	1.88%
Prime Time IV & V (Light)	7.86%	7.75%	8.73%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.83%	41.1%	40.05%
Fringe III (Medium)	55.87%	55.87%	55.21%
Fringe IV (Light)	58.31%	57.83%	57.07%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.22%	11.76%	13.11%
All Day III (Medium)	24.47%	24.53%	24.73%
All Day IV (Light)	10.8%	10.95%	13.33%



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]	12.09%	12.11%	11.57%
6:00am - 10:00am	12.84%	13.5%	14.03%
10:00am - 3:00pm	3.78%	4.5%	6.86%
3:00pm - 7:00pm	13.78%	13.58%	14.64%
7:00pm - Midnight	10.75%	11.73%	11.82%
Midnight - 6:00am	3.93%	4.36%	5.58%
Weekend Radio			
Listeners			
Dayparts [summary]	16.27%	15.61%	15.37%
6:00am - 10:00am	3.39%	3.55%	3.36%
10:00am-3:00pm	3.76%	4.08%	4.57%
3:00pm - 7:00pm	6.68%	6.65%	7.19%
7:00pm - Midnight	9.35%	9.29%	9.38%
Midnight - 6:00am	9.25%	9.72%	10.84%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.92%	8.56%	7.88%
Saturday: 8:00-11:00pm	8.92%	8.6%	8.3%
Sunday: 7:00-11:00pm	10.55%	10.26%	9.81%
9:00am-1:00pm	28.54%	27.48%	26.35%
9:00am-4:00pm	32.86%	31.63%	30.32%
4:00pm-7:00pm	28.19%	28.41%	28.56%
11:00pm-1:00am	43.91%	42.98%	42.51%
AVG Prime time	2.18%	2.39%	3.2%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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	15.26%	15.49%	15.99%
7-9am	20.54%	20.84%	20.75%
9am-12noon	25.13%	24.01%	21.99%
12noon-4pm	7.73%	7.61%	8.33%
4-6pm	46.9%	47.11%	46.49%
6-7pm	22.5%	21.48%	20.07%
7-7:30pm	1.09%	1.24%	1.35%
7:30-8pm	11.28%	11.09%	11.08%
8-11pm	8.92%	8.56%	7.88%
11pm-12am	36.1%	35.37%	34.3%
11pm-1am	43.91%	42.98%	42.51%
1-6am	28.33%	28.31%	29.4%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.29%	18.14%	17.66%
Sat: 10am-1pm	8.44%	8.23%	8.21%
Sat: 1-4pm	25.35%	25.45%	25%
Sat: 4-6pm	6.65%	6.68%	6.78%
Sat: 6-7pm	2.38%	2.31%	1.99%
Sat: 7-8pm	0.7%	0.8%	0.85%
Sat: 8-11pm	8.92%	8.6%	8.3%
Sat: 11pm-1am	4.34%	4.47%	4.86%
Sat: 1am-7pm	24.73%	24.86%	23.79%
Sun: 7-10am	2.08%	2.22%	2.21%
Sun: 10am-1pm	8.58%	8.2%	7.17%
Sun: 1-4pm	6.75%	6.51%	5.98%
Sun: 4-7pm	15.87%	15.19%	13.9%
Sun: 7-11pm	10.55%	10.26%	9.81%
Sun: 11pm-1am	5.28%	4.95%	4.98%
Sun: 1-7am	23.96%	23.27%	21.81%

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.

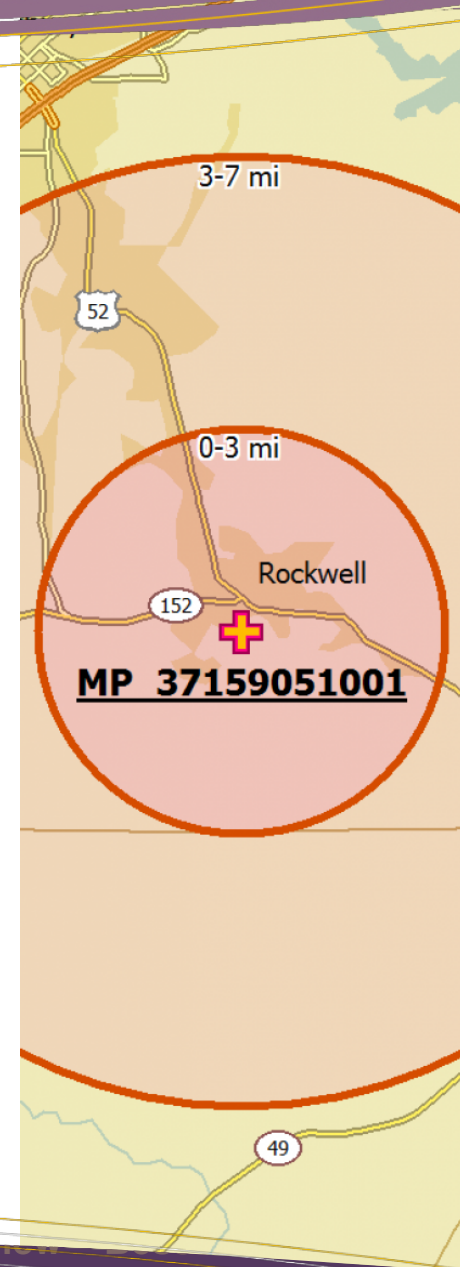


Your MissionSite and the Missional Suite

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Rockwell First - Rockwell	8630 Hillcrest Dr Rockwell, NC 28138	3.00 mi	368	Plateauing
2	Eastside - Salisbury	370 Trexler Rd Salisbury, NC 28146	3.24 mi	64	Plateauing
3	Faith - Faith	203 N Main St Faith, NC 28041	3.50 mi	320	Plateauing
4	Dunn's Mountain	1350 Old Stone House Rd Salisbury, NC 28146	5.06 mi	86	Declining
5	Gold Hill First - Gold Hill	16140 Old Beatty Ford Rd Gold Hill, NC 28071	5.53 mi	193	Growing
6	Phaniels - Rockwell	2685 Phaniel Church Rd Rockwell, NC 28138	6.04 mi	117	Growing
7	Tri-County Cowboy - Rockwell	7860 Gold Hill Rd Rockwell, NC 28138	6.11 mi	50	Insufficient Data
8	Southside - Salisbury	500 Morlan Park Rd Salisbury, NC 28146	6.49 mi	133	Declining
9	Friendship - Salisbury	100 Porter Rd Salisbury, NC 28146	6.72 mi	0	Insufficient Data
10	High Rock	7800 Bringle Ferry Rd Salisbury, NC 28146	6.86 mi	405	Growing
11	Mount Carmel - Con	6986 Gold Hill Rd Concord, NC 28025	6.87 mi	45	Declining
12	Oakland Heights - Salisbury	205 Newsome Rd Salisbury, NC 28146	6.94 mi	18	Declining
13	Emmanuel - Salisbury	2300 Bringle Ferry Rd Salisbury, NC 28146	7.40 mi	103	Declining
14	East Corinth - Gold Hill	12510 Stokes Ferry Rd Gold Hill, NC 28071	7.55 mi	41	Declining
15	Community	18 Carolina St Salisbury, NC 28144	7.82 mi	189	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Wall of Fire Outreach Ministries - Salisb	500 East Council St Salisbury, NC 28144	7.93 mi	0	Insufficient Data
17	Stallings Memorial - Salisbury	817 S Main St Salisbury, NC 28144	7.99 mi	173	Declining
18	Main Street - China Grove	1615 N Main St China Grove, NC 28023	8.29 mi	99	Plateauing
19	Pine Ridge - China Grove	880 Old Linn Rd China Grove, NC 28023	8.37 mi	43	Declining
20	Salisbury First - Salisbury	223 N Fulton St Salisbury, NC 28144	8.49 mi	600	Declining
21	Rowan International - Salisbury	1709 N Lee St Salisbury, NC 28144	8.64 mi	0	Insufficient Data
22	North Main - Salisbury	1501 N Main St Salisbury, NC 28144	8.70 mi	172	Declining
23	Providence - Salisbury	620 Andrews St Salisbury, NC 28144	8.82 mi	68	Declining
24	Trading Ford - Salisbury	3600 Long Ferry Rd Salisbury, NC 28146	9.10 mi	238	Plateauing
25	Whosoever Will	318 8th St Spencer, NC 28159	9.19 mi	0	Insufficient Data
26	Spencer First - Spencer	215 5th St Spencer, NC 28159	9.20 mi	72	Declining
27	Pleasant Hill - Mt P	425 Mount Pleasant Rd N Mount Pleasant, NC 28124	9.26 mi	43	Insufficient Data
28	Carmel Baptist Church	2100 Mooresville Rd Salisbury, NC 28147	9.46 mi	39	Declining
29	China Grove First - China Grove	302 Patterson St China Grove, NC 28023	9.51 mi	148	Declining
30	South China Grove - China Grove	501 Haney St China Grove, NC 28023	9.52 mi	132	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Wyatts Grove - Richfield	2995 Wyatts Grove Church Rd Richfield, NC 28137	9.60 mi	58	Declining
32	Oakdale - Spencer	200 Charles St Spencer, NC 28159	9.74 mi	113	Declining
33	Lane Street - Kannapolis	2532 Lane St Kannapolis, NC 28083	10.01 mi	125	Insufficient Data
34	Milford Hills - Salisbury	1238 E Colonial Dr Salisbury, NC 28144	10.38 mi	64	Plateauing
35	Charity - Kannapolis	2420 Brantley Rd Kannapolis, NC 28083	10.52 mi	675	Plateauing
36	Parker Memorial - Richfield	49403 Parker Memorial Rd Richfield, NC 28137	10.54 mi	20	Insufficient Data
37	Lao - Salisbury	1510 Henderson Grove Church Rd Salisbury, NC 28144	10.56 mi	0	Insufficient Data
38	Pauls Crossing	40461 Pauls Crossing Rd Richfield, NC 28137	10.59 mi	80	Declining
39	Franklin Heights - Kannapolis	526 Wright Ave Kannapolis, NC 28083	10.67 mi	203	Insufficient Data
40	Richfield	410 S Main St Richfield, NC 28137	10.72 mi	60	Declining
41	Central - Kannapolis	1810 Moose Rd Kannapolis, NC 28083	10.78 mi	750	Plateauing
42	Neel Road - Salisbury	135 Neel Rd Salisbury, NC 28147	10.80 mi	152	Plateauing
43	Glorieta - Concord	4912 Highway 73 E Concord, NC 28025	10.92 mi	150	Insufficient Data
44	Grace Missionary - Kannapolis	1409 E 11th St Kannapolis, NC 28083	10.99 mi	0	Insufficient Data
45	Yadkin - Salisbury	150 Yadkin Baptist Church Rd Salisbury, NC 28144	11.09 mi	64	Growing





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

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