

# MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119002903

REGION: Region 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: E3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



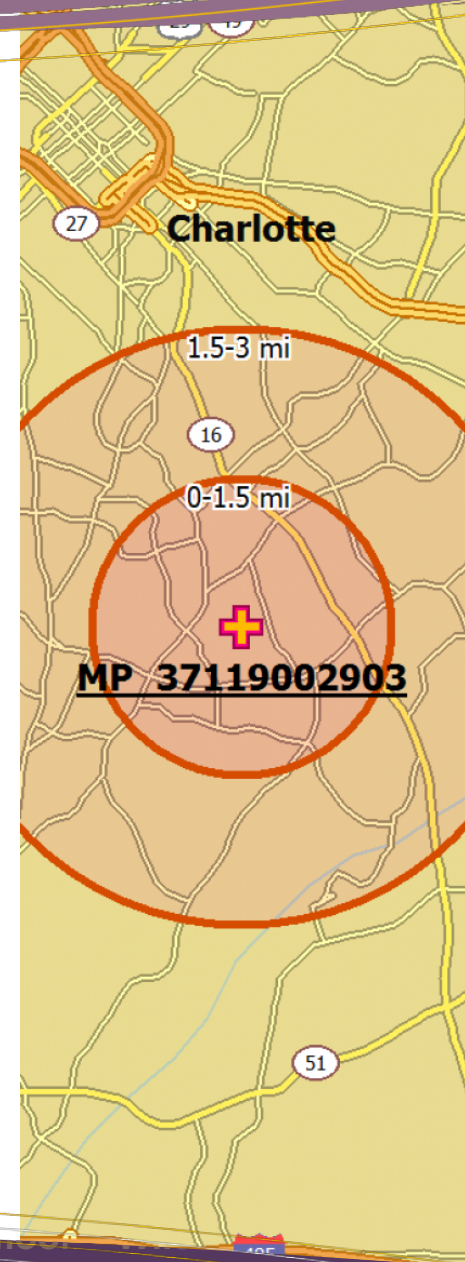
# MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28211	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	E3	100000-1000000-250000

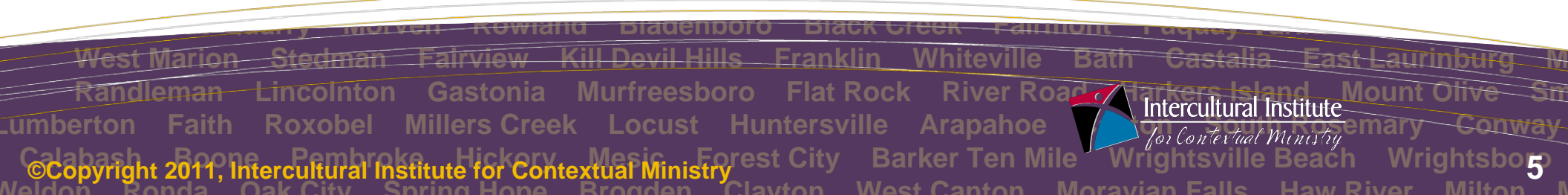




# Site Location Summary - Urbanicity

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	1	Large-in a metro area with at least 1 million residents or more
3 Rural / Urban Continuum	1	County in metro area with 1 million population or more
4 NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5 NCES Urban Centric Locale Codes	11	City: Large: Territory inside an urbanized area and inside a principal city with population of 250,000 or more
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	18,780	58,532	340,501
2010 Households	8,641	25,497	138,209
2010 Group Quarters Population	128	994	7,985

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	60	73	62
Language Diversity National Index	46	63	57
Foreign Born Diversity National Index	96	45	28
Ancestry Diversity National Index	93	33	21
Racial Diversity National Index	41	82	79

# Site Location Summary - County Environment

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

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

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

# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	5,593	64.73%
Mainstay Communities	Established, Diverse Households	1,137	13.16%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	2	0.02%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,907	22.07%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

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

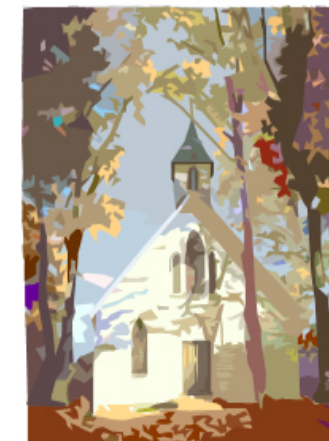
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	6,583	2.52%
Unreached %	71.17%	76.18%	107.04
Religious But NOT Evangelical HH	70,896	1,654	2.33%
Religious But NOT Evangelical %	19.33%	19.14%	99.02
Spiritual But NOT Relig or Evang HH	39,966	1,160	2.9%
Spiritual But NOT Relig or Evang %	10.9%	13.43%	123.24
Not Evangelical, Not Interested HH	150,766	3,768	2.5%
Not Evangelical, Not Interested %	41.1%	43.61%	106.1



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	148	3	2.03%
Active BCNC Attenders	22,756	194	0.85%
Active Evangelical Households	46,416	3,935	8.48%
Active Evangelical Percent	12.65%	11.53%	91.09
Inactive Evangelical Households	59,342	5,031	8.48%
Inactive Evangelical Percent	16.18%	14.74%	91.09
# New Churches Needed	35	14	39.75%



# 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.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Sharon - Charlotte	1.96 mi	194	Growing	16 Camino De Salvacion	4.24 mi	0	Insufficient Data
2 Providence - Charlotte	2.08 mi	0	Plateauing	17 Southview - Charlotte	4.26 mi	42	Plateauing
3 Wedgewood - Charlotte	2.46 mi	0	Insufficient Data	18 Carmel - Charlotte	4.56 mi	2,422	Plateauing
4 Victory - Cha	3.06 mi	0	Insufficient Data	19 Eastern Hills - Charlotte	4.75 mi	276	Plateauing
5 Antioch - Charlotte	3.56 mi	0	Insufficient Data	20 Friendly Arab - Charlotte	4.75 mi	0	Insufficient Data
6 Candlewyck - Charlotte	3.64 mi	97	Insufficient Data	21 Rehabath Eritrean Church	4.83 mi	0	Insufficient Data
7 Christ Center	3.72 mi	0	Insufficient Data	22 Iglesia Bautista Luz Y Vida - Charlotte	4.83 mi	0	Insufficient Data
8 Oakhurst - Charlotte	3.92 mi	98	Declining	23 Briar Creek Road - Charlotte	4.83 mi	0	Insufficient Data
9 Woodlawn - Charlotte	4.02 mi	137	Insufficient Data	24 Greater Fellowship - Charlotte	4.83 mi	0	Insufficient Data
10 GetReady International Outreach Ministri	4.04 mi	0	Insufficient Data	25 Victory International	4.88 mi	0	Insufficient Data
11 Dilworth - Charlotte	4.08 mi	28	Insufficient Data	26 Watershed - Charlotte	4.96 mi	0	Insufficient Data
12 East Baptist - Charlotte	4.13 mi	115	Declining	27 Pritchard Memorial - Charlotte	5.02 mi	390	Plateauing
13 Nations Ford Community - Charlotte	4.19 mi	1,650	Growing	28 Green Memorial - Charlotte	5.05 mi	0	Growing
14 Southside - Charlotte	4.24 mi	75	Plateauing	29 Charlotte First - Charlotte	5.13 mi	1,262	Declining
15 Iglesia Bautista Principe De Paz - Charlo	4.24 mi	0	Insufficient Data	30 Charlotte First Deaf - Charlotte	5.13 mi	28	Insufficient Data

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

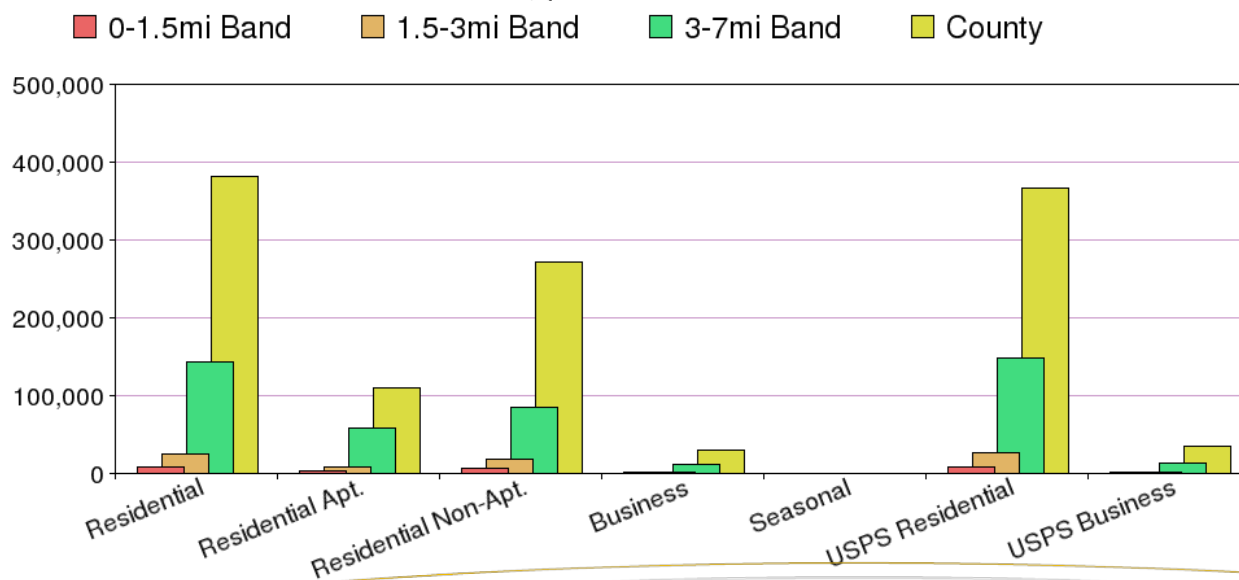
# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	511,163	16,300	3.19%
2000 Population	695,454	17,480	2.51%
2010 Population	937,663	18,780	2%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	6,890	3.44%
2000 Households	273,416	8,009	2.93%
2010 Households	366,792	8,641	2.36%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	8,865
Residential Apt.	2,888
Residential Non-Apt.	5,977
Business	1,062
Seasonal	0
USPS Residential	8,186
USPS Business	1,206

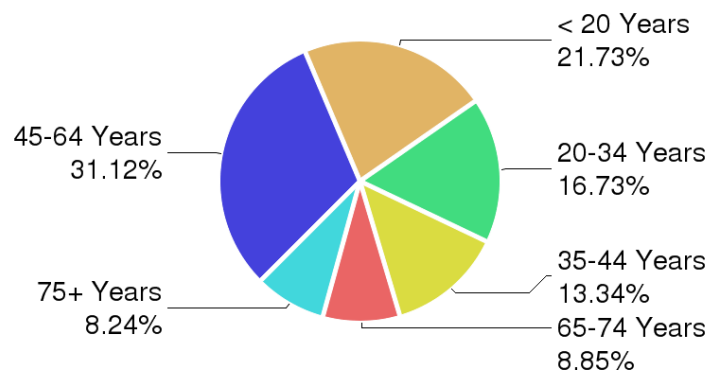
# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	3.82%	60.25
4-5 Years	3.07%	2.07%	67.43
6-8 Years	4.54%	3.54%	77.97
9-11 Years	4.24%	3.63%	85.61
12-13 Years	2.69%	2.52%	93.68
14-17 Years	5.2%	4.22%	81.15
18-19 Years	2.54%	1.95%	76.77
0-5 Years	9.4%	5.88%	62.55
6-12 Years	10.13%	8.41%	83.02
13-19 Years	9.08%	7.44%	81.94
< 20 Years	28.61%	21.73%	75.95
20-34 Years	22.3%	16.73%	75.02
35-44 Years	16.07%	13.34%	83.01
45-64 Years	23.74%	31.12%	131.09
65-74 Years	5.27%	8.85%	167.93
75+ Years	4.01%	8.24%	205.49
Median Age	34	45	131.13
Median Age (Male)	33	44	131.35
Median Age (Female)	35	46	129.81

Age Group Percentages



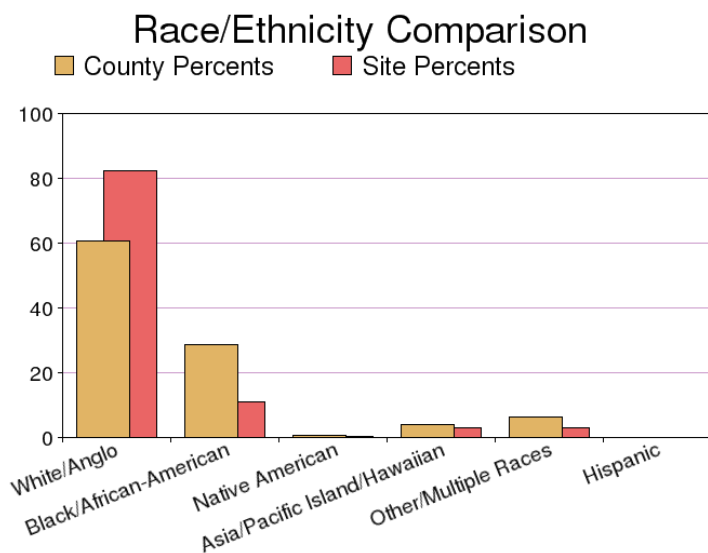


# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.63%	82.39%	135.88
Black, African-American	28.53%	11.15%	39.08
Native American	0.54%	0.31%	58.62
Asian	3.9%	3.05%	78.18
Pacific Island, Hawaiian	0.13%	0.04%	28.07
Other/Multiple Races	6.27%	3.06%	48.85
Hispanic	0%	4.5%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	13,833	
Less than 9th Grade	4.09%	1.06%	384.49
No High School Diploma	6.37%	1.91%	333.6
High School Graduate	21%	8.36%	251.33
Some College, no degree	19.56%	14.19%	137.85
Associate Degree	8.07%	7.01%	115.14
College Degree	27.74%	40.22%	68.98
Graduate/Prof. degree	13.17%	27.25%	48.31

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.97%	3.03%	67.75
\$10,000 to \$19,999	8.27%	4.35%	52.59
\$20,000 to \$29,999	9.74%	5.74%	58.92
\$30,000 to \$49,999	19.13%	14.38%	75.18
\$50,000 to \$59,999	9.04%	6.28%	69.51
\$60,000 to \$69,999	7.91%	5.5%	69.48
\$70,000 to \$79,999	6.92%	5.14%	74.26
\$80,000 to \$89,999	5.44%	4.65%	85.46
\$90,000 to \$99,999	4.02%	4.1%	101.94
\$100,000 to \$124,999	8.94%	11.03%	123.34
\$125,000 to \$149,999	5.22%	6.82%	130.63
\$150,000 to \$199,999	5.18%	9.48%	182.94
\$200,000 to \$249,999	1.81%	4.98%	274.19
\$250,000 or more	3.39%	14.55%	429.05
Median Household	58,654	94,803	161.63
Average Household	82,011	160,726	195.98
Per Capita Household	32,656	73,954	226.46
Family/Non-Family Household Income			
Median Family Income	71,577	145,841	203.75
Average Family Income	99,468	206,371	207.47
Median Non-Family Income	42,692	56,647	132.69
Average Non-Family Income	53,590	83,336	155.51

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	61.95%	54.29%	87.63
Families with Children	33.85%	24.14%	71.32
Families without Children	28.1%	30.15%	107.28
<b>Non-Family Households</b>			
% Non-Family Households	38.05%	45.71%	120.14
Non-Families with Children	0.4	0.1	26.11
Non-Families without Children	37.65	45.61	121.13
<b>Housing Units</b>			
			Index
Total Housing Units	405,664	9,588	
Vacant percent	9.58%	9.88%	103.07
Owned percent	57.54%	57.36%	99.69%
Rented Percent	32.87%	32.76%	99.65
<b>Households by Size</b>			
			Index
Avg household size	2.51	2.16	86.06
Avg family hh size	3.27	3.00	91.74
Avg non-family hh size	1.27	1.16	91.34
<b>Households By Count of Persons</b>			
			Percent
One	113,032	3,406	3.01%
Two	106,697	2,750	2.58%
Three or Four	110,837	1,938	1.75%
Five+	36,226	547	1.51%



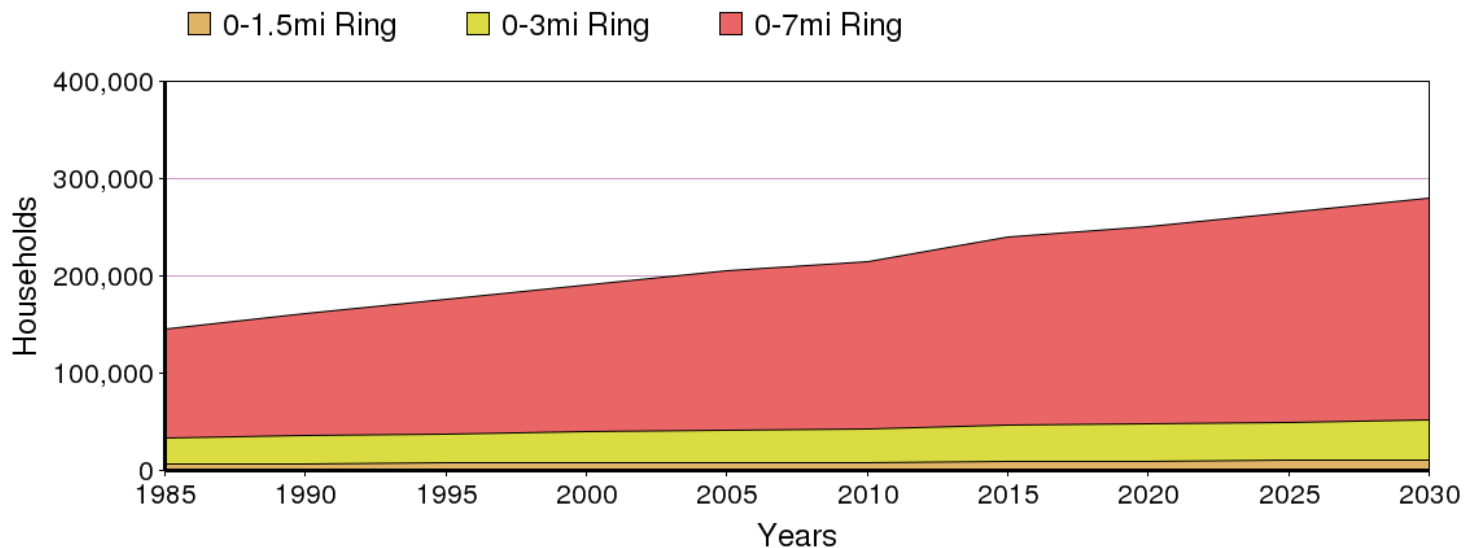
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	511,163	16,300	3.19%
2000 Population	695,454	17,480	2.51%
2010 Population	937,663	18,780	2%
2015 Population	1,057,744	20,669	1.95%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	6,890	3.44%
2000 Households	273,416	8,009	2.93%
2010 Households	366,792	8,641	2.36%
2015 Households	417,045	9,602	2.3%

Household Change from 1985 to 2030



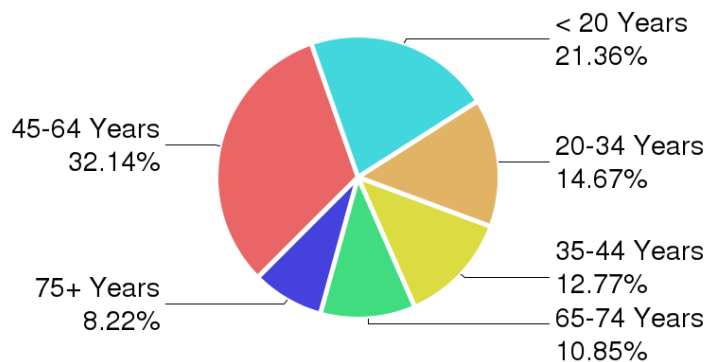
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.82%	3.41%	89.27
4-5 Years	2.07%	1.96%	94.69
6-8 Years	3.54%	3.45%	97.46
9-11 Years	3.63%	3.62%	99.72
12-13 Years	2.52%	2.58%	102.38
14-17 Years	4.22%	4.33%	102.61
18-19 Years	1.95%	2%	102.56
0-5 Years	5.88%	5.38%	91.5
6-12 Years	8.41%	8.35%	99.29
13-19 Years	7.44%	7.63%	102.55
< 20 Years	21.73%	21.36%	98.3
20-34 Years	16.73%	14.67%	87.69
35-44 Years	13.34%	12.77%	95.73
45-64 Years	31.12%	32.14%	103.28
65-74 Years	8.85%	10.85%	122.6
75+ Years	8.24%	8.22%	99.76
Median Age	34	47	136.85
Median Age (Male)	33	46	138.29
Median Age (Female)	35	48	134.78

Projected Age Group Percentages

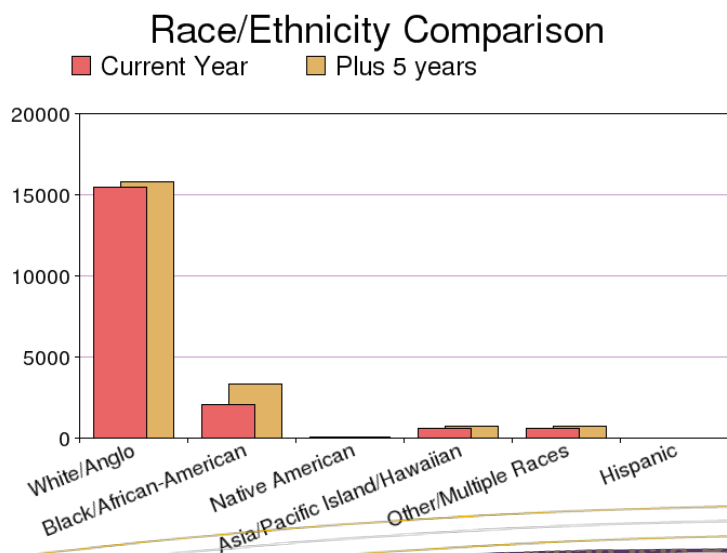


# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	82.39%	76.49%	92.84
Black, African-American	11.15%	16.08%	144.19
Native American	0.31%	0.42%	132.44
Asian	3.05%	3.38%	110.88
Pacific Island, Hawaiian	0.04%	0.08%	207.68
Other/Multiple Races	3.06%	3.56%	116.14
Hispanic	0%	0%	0
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	13,833	15,340	
Less than 9th Grade	1.06%	1.06%	99.38
No High School Diploma	1.91%	1.66%	86.76
High School Graduate	8.36%	8.51%	101.8
Some College, no degree	14.19%	13.09%	92.24
Associate Degree	7.01%	7.43%	105.98
College Degree	40.22%	39.39%	97.96
Graduate/Prof. degree	27.25%	28.87%	105.91



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	3.03%	2.79%	92.05
\$10,000 to \$19,999	4.35%	4.25%	97.65
\$20,000 to \$29,999	5.74%	5.21%	90.72
\$30,000 to \$49,999	14.38%	13.25%	92.09
\$50,000 to \$59,999	6.28%	6.19%	98.44
\$60,000 to \$69,999	5.5%	5.38%	97.95
\$70,000 to \$79,999	5.14%	4.84%	91.41
\$80,000 to \$89,999	4.65%	4.52%	92.23
\$90,000 to \$99,999	4.1%	3.85%	94.06
\$100,000 to \$249,999	11.03%	11.36%	103.02
\$125,000 to \$149,999	6.82%	7.37%	108.17
\$150,000 to \$199,999	9.48%	10.08%	106.36
\$200,000 to \$249,999	4.98%	5.33%	107.15
\$250,000 or more	14.55%	15.41%	105.96
Median Household	94,803	100,053	105.54
Average Household	160,726	167,565	104.26
Per Capita Household	73,954	77,845	105.26
<b>Family/Non-Family Household Income</b>			
Median Family Income	145,841	157,202	107.79
Average Family Income	206,371	218,406	105.83
Median Non-Family Income	56,647	61,557	108.67
Average Non-Family Income	83,336	87,206	104.64

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	54.29%	52.84%	97.34
Families with Children	24.14	23.9	99.01
Families without Children	30.15	31.12	103.22
<b>Non-Family Households</b>			
% Non-Family Households	45.71%	47.16%	103.16
Non-Families with Children	0.1	0.11	103.16
Non-Families without Children	45.61	47.04	103.14
<b>Housing Units</b>			
Total Housing Units	9,588	10,685	111.44%
Vacant percent	9.88%	10.14%	102.62
Owned percent	57.36%	56.47%	98.45
Rented Percent	32.76%	33.39%	101.93
<b>Households by Size</b>			
Avg household size	2.16	2.14	99.07%
Avg family hh size	3.00	3.04	101.33%
Avg non-family hh size	1.16	1.13	97.41%
<b>Households By Count of Persons</b>			
One	3,406	3,956	116.15%
Two	2,750	2,907	105.71%
Three or Four	1,938	2,132	110.01%
Five+	547	606	110.79%

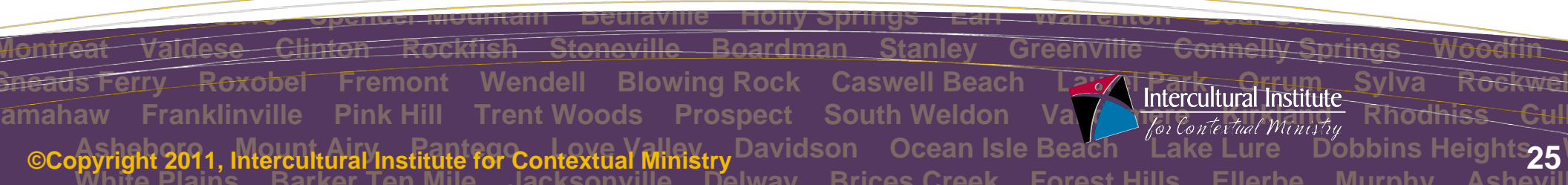


# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Foreign Born Pop	1,143	3,918	36,116
Northern Europe	141	274	1,215
Western Europe	215	428	1,029
Southern Europe	59	372	836
Eastern Europe	44	205	1,668
Other Europe	0	0	0
Eastern Asia	147	330	2,019
So. Central Asia	86	182	2,213
SE Asia	16	270	3,905
Western Asia	19	127	675
Other Asia	0	10	221

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Eastern Africa	6	17	1,005
Middle Africa	0	0	331
Northern Africa	34	1	346
Southern Africa	2	20	99
Western Africa	0	35	903
Other Africa	0	7	219
Oceania	18	55	182
Caribbean	47	81	1,473
Central Amer.	64	849	14,264
South America	166	499	2,704
North America	79	156	809
Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	16,662	43,450	232,777
Spanish	563	2,403	23,588
Other Indo-Euro language	629	1,971	9,287
French (incl. Patois, Cajun)	146	329	1,995
French Creole	0	0	236
Italian	42	83	359
Portuguese	16	24	370
German	178	568	1,208
Yiddish	2	20	20
Other West Germanic	16	53	101
A Scandinavian Language	32	4	75
Greek	92	508	1,380
Russian	5	120	466
Polish	0	4	165
Serbo-Croatian	13	55	463
Other Slavic Language	11	51	314
Armenian	0	7	8
Persian	41	27	291
Gujarathi	0	73	673
Hindi	15	20	240
Urdu	8	3	205

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	12	21	270
Asian/PI languages	0	0	0
Chinese	86	209	1,271
Japanese	67	25	350
Korean	26	137	998
Mon-Khmer, Cambodian	0	0	588
Miao, Hmong	0	0	110
Thai	0	0	146
Laotian	0	5	365
Vietnamese	0	225	2,383
Other Asian	24	87	388
Tagalog	0	60	362
Other Pacific Is	0	0	193
Other languages	56	268	3,306
Navajo	0	0	0
Other Native N. American	0	11	55
Hungarian	4	1	50
Arabic	39	95	1,337
Hebrew	0	16	68
African languages	13	15	1,661
Other unspecified	0	130	135

# Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	15,578	42,330	244,086
Arab	89	244	1,835
Armenian	0	23	56
Austrian	29	134	309
British	264	445	1,459
Canadian	52	140	581
Croatian	9	29	133
Czech	37	60	379
Czechoslovak	30	31	165
Danish	70	72	375
Dutch	184	541	1,752
English	2,982	6,635	19,249
European	400	874	2,307
Finnish	23	150	283
French (not Basque)	363	1,023	3,222
French Canadian	67	165	950
German	2,206	5,509	21,094
Greek	113	683	2,159
Hungarian	45	115	641
Iranian	44	50	389

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,478	3,720	16,697
Italian	614	1,786	8,665
Lithuanian	13	67	295
Norwegian	137	369	1,052
Polish	186	775	3,086
Portuguese	23	18	350
Romanian	27	57	96
Russian	140	504	1,450
Scandinavian	11	37	153
Scotch-Irish	1,290	3,603	9,495
Scottish	799	1,663	4,839
Slovak	19	86	342
Subsaharan African	19	270	4,891
Swedish	146	303	1,461
Swiss	42	158	344
Ukrainian	61	76	676
US/American	1,501	4,571	19,978
Welsh	113	256	1,177
West Indian	15	35	1,454
Yugoslavian	24	38	378
Other	1,913	7,012	109,867



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

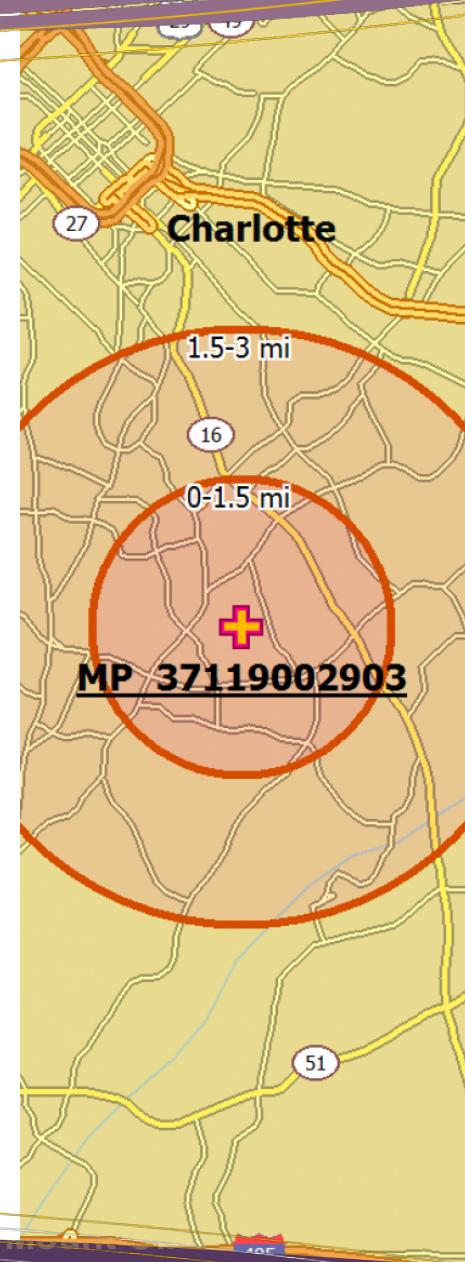
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

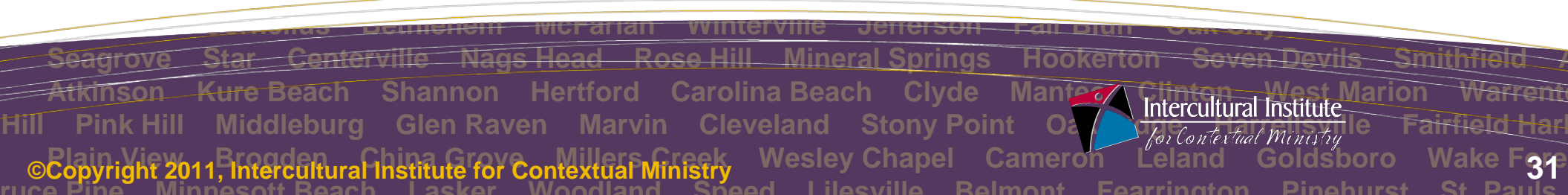
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,641	100%	6,594	100%
<b>AFFLUENT SUBURBIA</b>	4,283	49.57%	3,304	50.11%
America's Wealthiest	1,728	20%	1,387	21.03%
Dream Weavers	1,106	12.8%	791	12%
White Collar Suburbia	78	0.9%	64	0.97%
Upscale Suburbia	805	9.32%	671	10.18%
Enterprising Couples	24	0.28%	16	0.24%
Small Town Success	542	6.27%	375	5.69%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	1,310	15.16%	962	14.59%
Status Conscious Consumers	598	6.92%	419	6.35%
Affluent Urban Professionals	461	5.34%	372	5.64%
Urban Commuter Fam.	225	2.6%	151	2.29%
Solid Suburban Mix	26	0.3%	20	0.3%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	56	0.65%	40	0.61%
Successful Urban Sprawl	56	0.65%	0	0%
2nd City Homebodies	0	0%	40	0.61%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

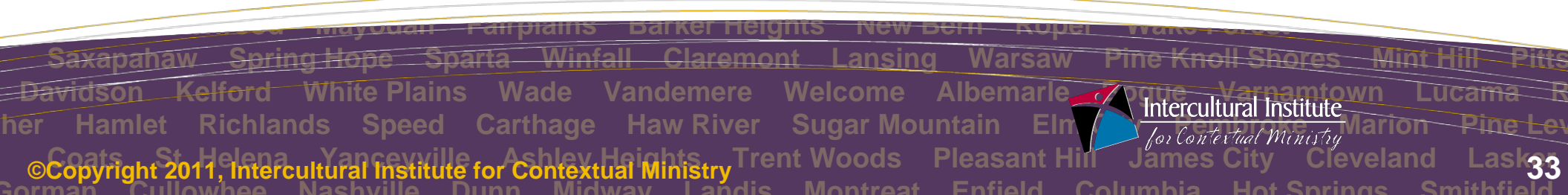
2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,641	100%	6,594	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	1,081	12.51%	803	12.18%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	825	9.55%	596	9.04%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	256	2.96%	207	3.14%
<b>METRO FRINGE</b>	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,641	100%	6,594	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,907	22.07%	1,471	22.31%
Young Cosmopolitans	1,559	18.04%	1,221	18.52%
Minority Metro Communities	37	0.43%	27	0.41%
Stable Careers	291	3.37%	210	3.18%
Aspiring Hispania	20	0.23%	13	0.2%
RURAL VILLAGES & FARMS	2	0.02%	14	0.21%
Aspiring Hispania	0	0%	13	0.2%
Industrious Country Living	0	0%	0	0%
America's Farmland	2	0.02%	0	0%
Comfy Country Living	0	0%	1	0.02%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,641	100%	6,594	100%
<b>STRUGGLING SOCIETIES</b>	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

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



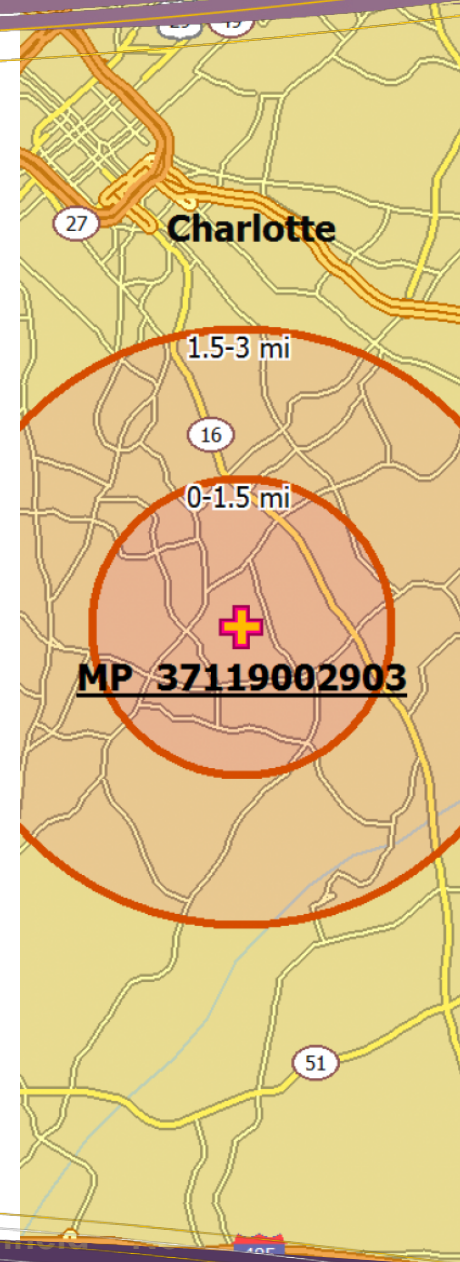
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	87%	85%	78%
Use Comp. for Internet/E-mail	75%	72%	63%
Internet Use: E-Mail	67%	64%	55%
Use Comp. for Word Processing	58%	53%	44%
Use Comp. for Shopping	50%	47%	39%
Use Comp. for Banking	45%	42%	36%
Use Comp. for Digital Camera	44%	41%	35%
Photo Editing			
Internet Use: News/ Weather	42%	39%	32%
Use Comp. for Comp. Games	40%	41%	38%
Use Comp. for News/Info./Data Service	39%	35%	28%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	38%	36%	32%
Internet Use: Banking	37%	34%	30%
Use Comp. for Education	35%	36%	34%
PC-Network-HH Has One	30%	28%	24%
Use Comp. for Personal Financial Mngmnt	27%	24%	19%
Use Comp. for Accounting	25%	22%	17%
Internet Use: Shopping: Made A Purchase	23%	20%	15%
Internet Use: Travel Reservations	21%	19%	14%
Internet Use: Shopping: Gathered Info. for Shopping	21%	20%	16%
Use Comp. for Telecommuting	20%	17%	13%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	72%	71%	69%
Dining Out (Not Fast Food)	70%	68%	59%
Reading Books	68%	65%	58%
Go To A Beach/Lake	46%	45%	39%
Cooking for Fun	44%	43%	39%
Card Games	43%	42%	40%
Gardening	37%	37%	30%
Visit Museum	36%	32%	26%
Board Games	32%	32%	31%
Going To	25%	24%	22%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	66%	65%
Dentist	39%	37%	30%
Gen./Fam. Practitioner	38%	39%	37%
Eye Dr.	25%	24%	21%
None Of These	22%	22%	22%
High Cholesterol	19%	19%	17%
Backache	19%	20%	20%
Hypertension/High Blood Pressure	18%	18%	17%
OB/GYN	16%	15%	13%
Internist	14%	12%	9%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	41.67%	38.34%	32.98%
Live Theater	37.39%	33.19%	26.54%
Live Theater Most Often	30.77%	27.41%	21.34%
Rock/Pop Concerts Most Often	19.41%	18.95%	17.76%
Dance Performance	14.88%	13%	11.64%
Classical Concerts Most Often	13.83%	11.74%	8.44%
Movies: Action/Adventure	43.18%	42.12%	41.37%
Movies: Comedy	42.62%	42.07%	42.37%
Movies: Drama	29.52%	26.84%	25.09%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	26.09%	25.06%	23.19%
Movies: Mystery	21.46%	19.91%	19.38%
Movies: Fam.	18.28%	18.9%	20.39%
MLB Baseball Reg. Season	14.24%	12.59%	10.5%
College Football Reg. Season	10.21%	9.56%	7.89%
NFL Football Reg. Season	9.03%	8.97%	8.14%
College Basketball Reg. Season	7.4%	6.7%	5.61%
NBA Basketball Reg. Season	6.81%	6.22%	5.28%
NHL Hockey Reg. Season	5.73%	5.02%	4.22%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	50.96%	48.68%	43.5%
Swimming	39.49%	38.65%	33.52%
Weight Training	25.78%	23.37%	19.45%
Using Cardio Machine	23.23%	21.12%	17.36%
Jogging/Running	21.26%	19.9%	18.92%
Bowling	20.84%	20.93%	21.43%
Golf	20.28%	18.72%	15.02%
Billiards/Pool	17.74%	18.15%	18.66%
Stationary Cycling	17.31%	16.04%	13.64%
Mountain/Road Biking	17.13%	16.1%	13.62%
Aerobics	14.37%	13.59%	12.48%
Backpacking/Hiking	14.34%	13.21%	11.09%
Yoga	12.68%	10.72%	9.16%
Tennis	12.46%	11.07%	9.36%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Basketball	12.43%	13.26%	15.62%
Camping Trips	12.32%	13.26%	11.54%
Freshwater Fishing	11.6%	12.91%	12.78%
Downhill & X-Country Skiing	9.84%	8.37%	6.14%
Power Boating	9.66%	9.83%	7.14%
Soccer	8.83%	8.56%	8.72%
Baseball	8.69%	9.15%	10.64%
Canoeing/Kayaking	8.34%	7.98%	6.46%
Snorkeling	7.36%	6.57%	5.38%
Football	7.07%	7.6%	9.89%
Saltwater Fishing	6.98%	6.86%	6.49%
Softball	6.91%	6.99%	7.58%
Ice Skating	6.87%	6.32%	5.93%
Volleyball	6.64%	7.03%	7.74%



# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Sailing	5.43%	4.74%	3.58%
Hunting	5.43%	5.94%	5.45%
Roller Skating	5.32%	5.3%	5.8%
Horseback Riding	5.08%	5.18%	5.01%
Target Shooting	5.07%	6.17%	6.27%
Water Skiing	4.94%	4.81%	4.24%
Jet Skiing	4.89%	4.8%	4.48%
Martial Arts	4.49%	4.32%	4.12%
Snowboarding	3.96%	3.85%	3.44%
Motorcycling	3.88%	4.64%	4.87%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Rowing	3.81%	3.42%	2.82%
Fly Fishing	3.77%	3.96%	3.64%
Racquetball	3.62%	3.66%	3.92%
Rock Climbing	3.61%	3.73%	3.69%
Hockey	3.25%	3.36%	3.59%
Surfing & Windsurfing	3.2%	3.03%	2.71%
Archery	3.17%	3.52%	3.19%
Snowmobiling	3.07%	3.16%	2.92%
Skateboarding	2.7%	2.71%	2.88%
Auto Racing	2.29%	2.53%	2.62%

## Potential Cultural Barriers -- Introduction (part 1)

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

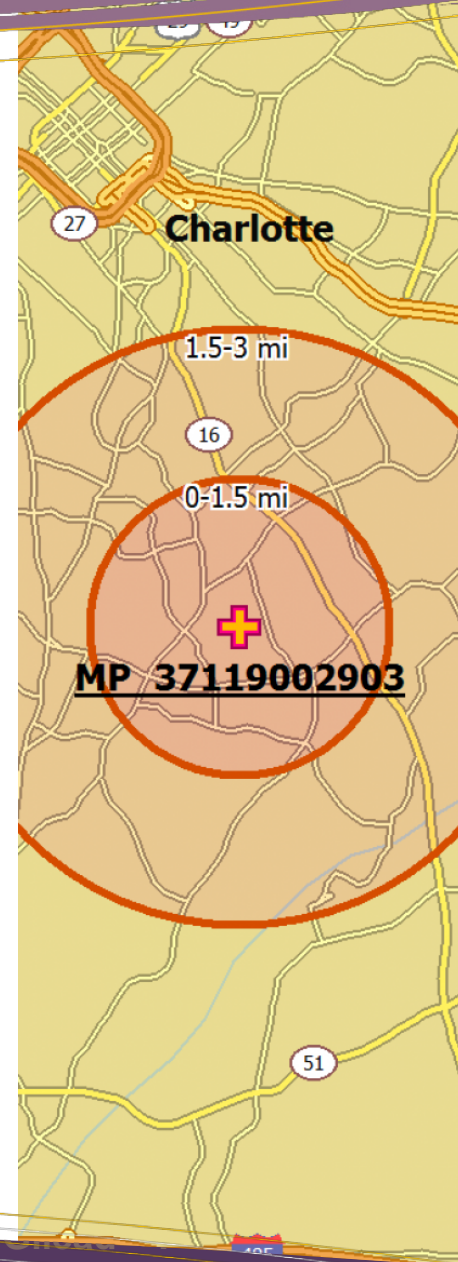
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

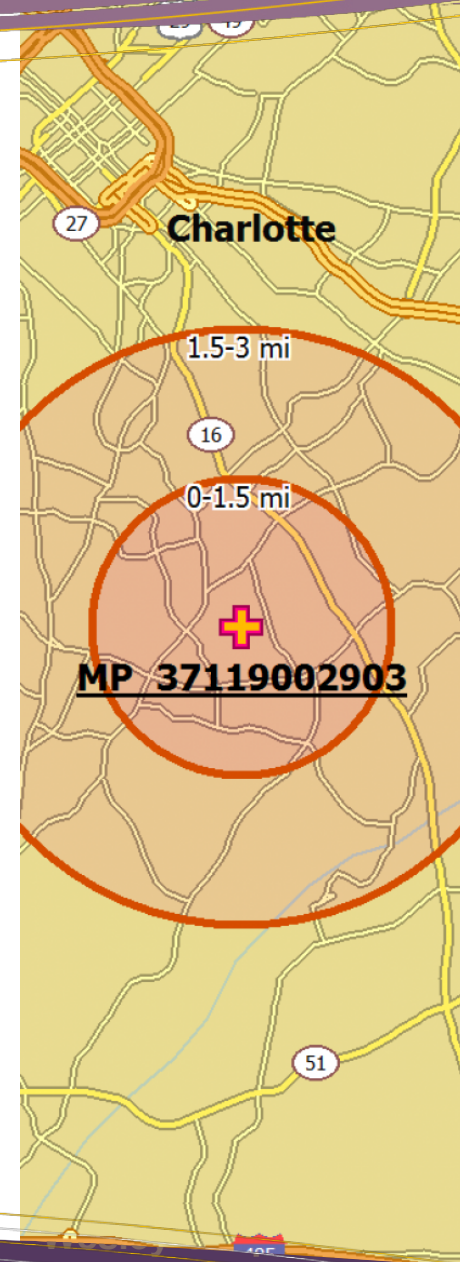
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org).

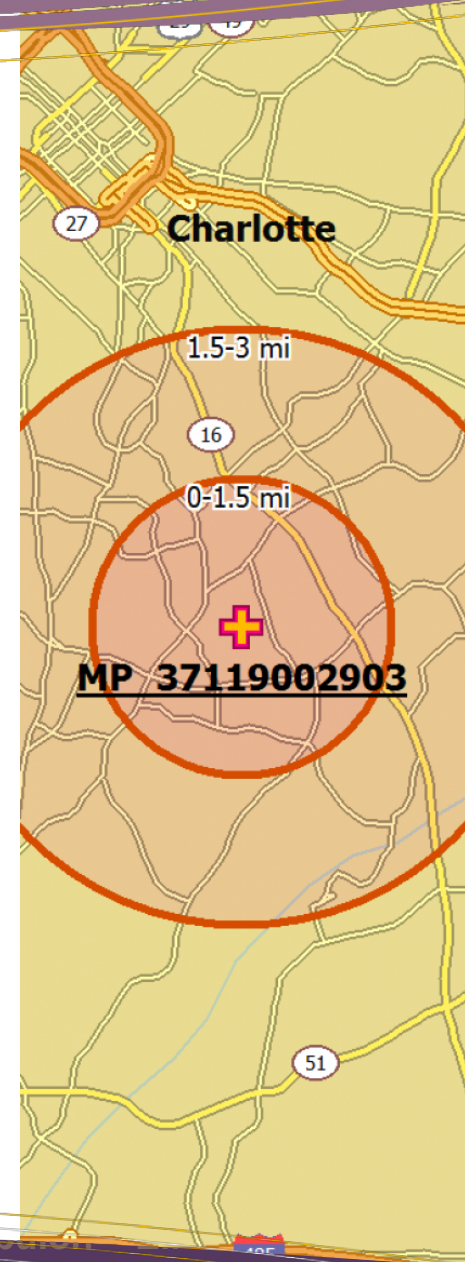
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prefer To Have Few Possessions As Possible	53%	49%	40%
Important Continue Learning New Things	51%	51%	51%
If Won Lottery Would Never Work Again	42%	38%	31%
Friends More Important Than My Fam.	37%	35%	29%
Find It Difficult To Say No To My Kids	36%	38%	37%
Speak My Mind Even If It Upsets People	33%	33%	35%
Woman's Place Is In The Home	31%	32%	32%
Don't Judge People/Way They Live Life	30%	30%	30%
Like Control Over People And Resources	28%	30%	33%
Money Is Best Measure Of Success	27%	27%	25%
Marijuana Should Be Legalized	25%	24%	22%
Like To Do Unconventional Things	24%	25%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	23%	22%	20%
Happy With My Standard Of Living	22%	20%	17%
Like to Stand Out In A Crowd	19%	19%	20%
I Am A Workaholic	17%	17%	20%
Too Much Sponsorship In Arts/Sports	16%	18%	23%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	14%	14%	15%
On Whole People Get What They Deserve	13%	12%	12%
Indulge My Kids With The Little Extras	8%	8%	10%
I Am A Perfectionist	8%	7%	9%
Little I Can Do To Change My Life	8%	7%	8%

## Potential Cultural Themes

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

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



# Potential Cultural Themes:

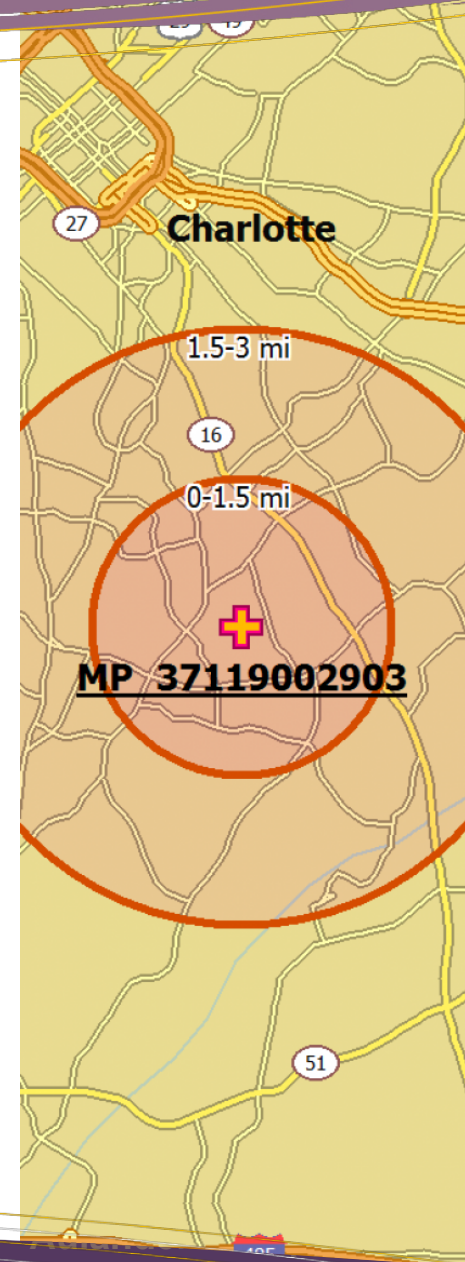
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	73%	71%	65%
You Should Seize Opportunities In Life	62%	61%	58%
Prefer To Have Few Possessions As Possible	53%	49%	40%
Like To Understand About Nature	40%	40%	39%
Important Feel Respected By My Peers	37%	36%	35%
Like To Just Enjoy Life	30%	29%	25%
Prefer Work Part Of Team Than Alone	30%	31%	33%
People Have To Take Me As They Find Me	30%	29%	26%
Have Keen Sense Of Adventure	30%	29%	28%
Important To Juggle Various Tasks	28%	28%	31%
Worried About Pollution Caused By Cars	27%	25%	23%
Good At Fixing Things	24%	25%	27%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	17%	18%	19%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	12%	13%	16%
Enjoy Spending Time With My Fam.	9%	10%	12%
Provide My Kids With The Little Extras	6%	7%	12%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	5%	5%	6%
Like Spending Most Time With Fam.	4%	4%	5%
Would Like To Set Up Own Business	3%	4%	4%
Decor Particular Interest To Me	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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	79.94%	81.83%	79.55%
Fast Food/Drive-In Restaurant-Visit Any	76.71%	79.96%	82.73%
McDonald's	48.68%	51.54%	53.84%
Burger King	27.3%	30.83%	35.46%
Subway	25.25%	27.21%	28.55%
Wendy's	24.7%	26.86%	29.13%
Applebee's	23.78%	26.45%	26.94%
Taco Bell	23.08%	25.04%	26.54%
Starbucks	20.98%	19.26%	17.12%
Olive Garden	20.35%	21.18%	20.74%
Kentucky Fried Chicken (KFC)	17.95%	20.57%	26.34%
Outback Steakhouse	16.83%	17.23%	16.16%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Chili's Grill and Bar	15.72%	15.56%	15.62%
Arby's	15.41%	17.57%	19.48%
TGI Friday's	14.64%	14.3%	14.92%
Pizza Hut	13.87%	16.14%	19.66%
Quiznos Sub	13.66%	13.14%	12.12%
IHOP (International House Of Pancakes)	13.6%	14.22%	15.77%
Chick-Fil-A	13.19%	13.67%	14.84%
Panera Bread	12.62%	12.66%	11.39%
Red Lobster	12.45%	14.16%	16.19%
Dunkin' Donuts	12.24%	12.63%	13.02%
Cracker Barrel	11.18%	12.38%	12.26%
Dairy Queen	11.02%	13%	13.82%

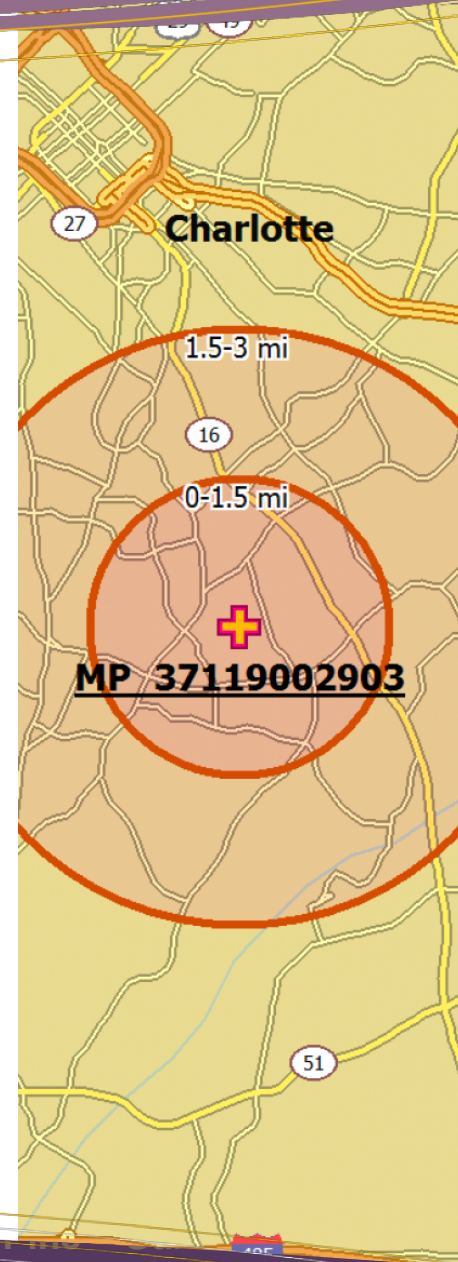


## Potential Shared Projects

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

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

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



# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

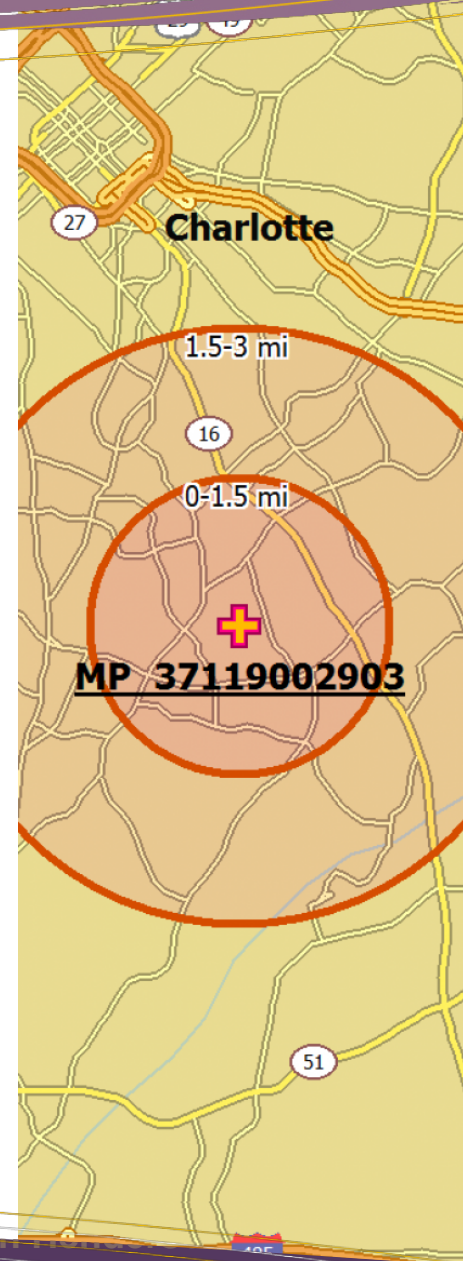
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	56.14%	54.59%	47.94%
Recycled products	49.66%	46.83%	38.08%
Worked as volunteer (non political)	23.39%	22.14%	18.15%
Engaged in fund raising	13.77%	13.47%	12.21%
Wrote to elected offcl about publ bus	9.97%	8.92%	6.95%
Charitable Organization	8.92%	8.1%	6.28%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Religious club member	7.89%	7.9%	7.86%
Took active part in local civic issue	7.61%	7.02%	5.8%
Wrote to editor of mag or newspaper	6.98%	6.82%	6.12%
Addressed a public meeting	6.84%	6.4%	5.21%
Union member	5.73%	5.66%	5.06%
Wrote to editor of mag or newspaper	5.6%	5.1%	4.21%

# Communication Media Content

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

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	27.22%	24.69%	20.52%
Mystery	16.74%	15.59%	12.95%
Children's Books	16.03%	15.54%	14.36%
Cookbooks	13.03%	12.6%	11%
History	11.95%	10.57%	8.49%
Biography	11.26%	10.14%	8.27%
Personal/Business	9.94%	9.4%	8.31%
Self-help			
Religious (not Bibles)	8.45%	8.48%	8.97%
Romance	6.7%	6.67%	6.83%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	76.12%	74.91%	70.32%
Distributed			
Gen. Editorial	55.38%	53%	50.88%
Womens	44.26%	43.5%	44.52%
Service	40.99%	39.69%	35.26%
Business/Finance	29.72%	27.08%	23.3%
Mens	20.08%	20%	20.21%
Sports	18.96%	18.53%	17.06%
Travel	16.26%	14.25%	10.84%
Mature Market	14.37%	14.11%	11.79%

# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	61.24%	59.84%	54.61%
Business/Finance	42.08%	39.29%	32.52%
Sport	36.52%	35.6%	32.87%
Editorial Page	35.25%	33.88%	29.13%
Movie Listings & Reviews	32.31%	30.92%	27.78%
Food/Cooking	30.5%	29.07%	25.54%
Travel	28.68%	26.53%	22.23%
Comics	27.62%	27.57%	25.42%
TV/Radio Listings	27.09%	26.16%	23.38%
Home/Gardening	26.6%	25.44%	22.01%
Classified	24.82%	26.56%	29.42%
Science/Technology	24.61%	22.95%	18.97%
Fashion	17.79%	17.14%	16.4%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	21.34%	20.92%	17.66%
News/Talk	21.13%	19.17%	14.17%
CHR Contemp Hit Radio	17.42%	18.33%	19.42%
Alternative	15.08%	14.08%	11.05%
All News	14.42%	12.51%	9.36%
Oldies	13.02%	12.94%	11.26%
Country	12.55%	13.86%	13.14%
Classic Rock	11.91%	11.78%	9.41%
Rock	11.21%	12.16%	10.81%
Variety	10.15%	9.98%	10.29%
Classical	9.29%	7.71%	5.32%
Soft Contemporary	8.34%	8.11%	7.25%
Urban Contemporary	8.32%	9.76%	20.19%
All Talk	7.99%	7.36%	5.6%
Sports	7.8%	7.05%	5.53%
Jazz	7.42%	6.78%	7.67%
Public	6.76%	5.69%	4.2%
Religious	5.86%	6.19%	6.18%

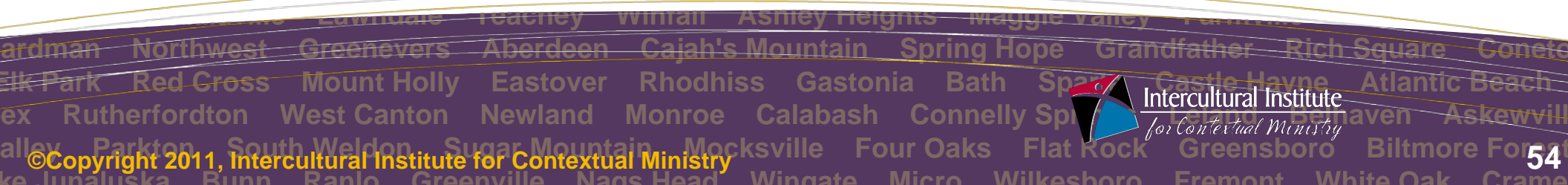


# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	69.04%	68.11%	64.28%
Soapnet	54.61%	53.77%	52.19%
Comedy Central	51.87%	47.62%	38.59%
Satellite Dish	49.61%	51.78%	51.26%
ESPN Classic	40.69%	36.18%	28.33%
Sci-Fi Channel	38.53%	38.42%	36.27%
Other Video-On-Demand	37.54%	38.97%	40.25%
ABC Fam.	36.57%	34.28%	30.17%
Discovery Health Channel	34.38%	29.5%	22.07%
MSNBC	33.43%	34.17%	33.09%
ESPN News	33.42%	29.79%	23.64%
TV Info From Sunday TV Magazine	32.86%	32.34%	30.29%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ESPN2	32.77%	30.53%	27.01%
Hallmark Channel	31.66%	30.65%	27.39%
The Golf Channel	31%	30.17%	25.73%
USA Network	30.26%	29.22%	25.78%
TCM (Turner Classic Movies)	29.55%	28.69%	26.38%
Adult Swim	29.02%	28.59%	25.54%
Adult Pay Per View TV	28.89%	30.76%	29.52%
CMT (Country Music Television)	28.82%	25.07%	21.5%
Video-On-Demand Movies	28.32%	26.77%	23.98%
Subscribe Digital Cable	28.28%	28.7%	30.55%
BET (Black Entertainment TV)	27.92%	27.37%	25.52%
Nickelodeon	26.91%	27.88%	26.96%

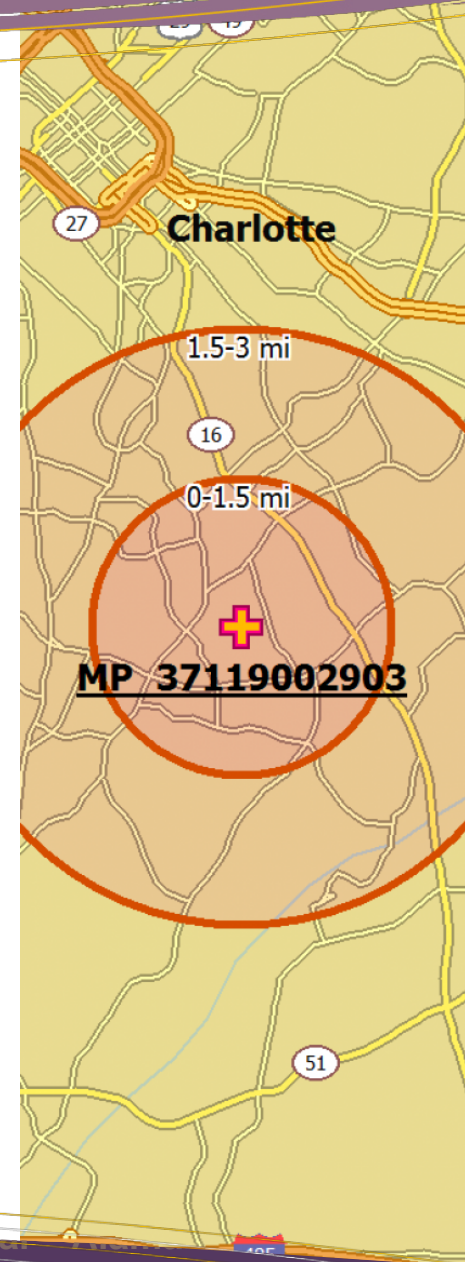


## Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	28.72%	26.76%	22.59%
Medium Users (4-6)	14.23%	13.51%	11.57%
Light Users (1-3)	20.97%	20.87%	20.74%
Quintiles (20%)			
Newspaper I (Heavy)	0.66%	1.04%	1.28%
Newspaper II	0.96%	1.19%	1.63%
Newspaper III	3.2%	2.54%	2.42%
Newspaper IV	0.18%	0.3%	0.37%
Newspaper V (Light)	1.18%	1.08%	0.89%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.29%	18.21%	20.51%
Magazines II	8.27%	8.09%	9.3%
Magazines III	8.98%	8.85%	9.95%
Magazines IV	9.9%	10.1%	11.99%
Magazines V (Light)	0.79%	0.6%	0.8%
Outdoor I (Heavy)	8.56%	8.46%	8.89%
Outdoor II	2.64%	2.78%	3.41%
Outdoor III	2.9%	3.16%	4.24%
Outdoor IV	15.45%	15.49%	15.84%
Outdoor V (Light)	26.12%	25.88%	23.83%
Yellow Pages I (Heavy)	12.05%	12.82%	14.06%
Yellow Pages II	7.73%	7.61%	7.79%
Yellow Pages III	4.48%	5.07%	6.91%
Yellow Pages IV	19.44%	19.77%	21.66%
Yellow Pages V (Light)	2.8%	3.07%	3.92%



# Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.06%	2.89%	3.13%
Drive Time III (Medium)	0.48%	0.51%	0.85%
Radio IV & V (Light)	1.72%	1.98%	2.6%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.5%	8.4%	9.95%
Radio III (Medium)	4.85%	4.91%	4.76%
Radio IV & V (Light)	2.53%	2.74%	3.64%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	19.77%	17.95%	15.77%
Cable III (Medium)	4.87%	4.6%	4.9%
Cable IV & V (Light)	32.87%	32.83%	34.19%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.05%	3.79%	4.07%
Prime Time III (Medium)	1.77%	1.74%	1.7%
Prime Time IV & V (Light)	6.21%	6.74%	9.45%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	44.21%	42.96%	40.53%
Fringe III (Medium)	47.96%	48.98%	49.85%
Fringe IV (Light)	53.84%	53.59%	53.36%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.34%	12.07%	14.21%
All Day III (Medium)	23.01%	23.41%	23.54%
All Day IV (Light)	13.09%	13.59%	16.24%

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.32%	12.88%	12.48%
6:00am - 10:00am	28.82%	25.07%	21.5%
10:00am - 3:00pm	8.86%	8.03%	10.29%
3:00pm - 7:00pm	10.71%	11.82%	14.49%
7:00pm - Midnight	19.03%	17.84%	15.14%
Midnight - 6:00am	7.29%	6.76%	7.04%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	11.56%	12.75%	14.35%
6:00am - 10:00am	7.2%	6.47%	5.06%
10:00am-3:00pm	11.94%	10.03%	8.45%
3:00pm - 7:00pm	6.37%	6.46%	7.5%
7:00pm - Midnight	10.12%	9.92%	9.99%
Midnight - 6:00am	14.24%	13.26%	13.46%

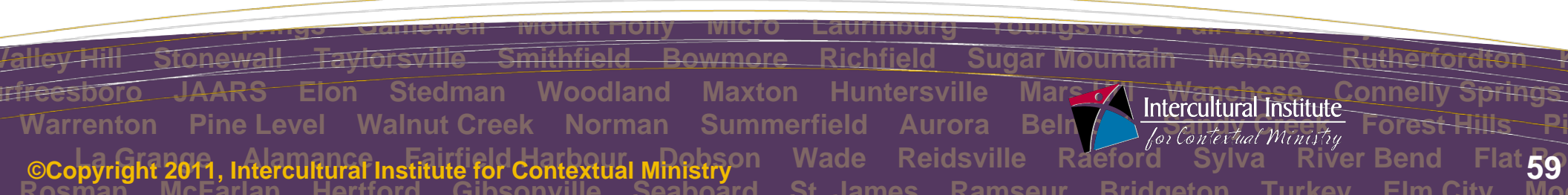
USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	11.1%	10.87%	9.14%
Saturday:	9%	8.82%	8.86%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.15%	10.49%	10.08%
9:00am-1:00pm	26.33%	25.95%	24.8%
9:00am-4:00pm	30.6%	30.03%	28.88%
4:00pm-7:00pm	33.42%	32.81%	31.42%
11:00pm-1:00am	40.35%	41.33%	41.01%
AVG Prime time	3.68%	3.54%	4.09%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	21.97%	21.02%	19.49%
7-9am	32.77%	30.53%	27.01%
9am-12noon	22.46%	21.95%	19.95%
12noon-4pm	8.14%	8.09%	8.93%
4-6pm	61.52%	59.23%	53.83%
6-7pm	17.55%	18.2%	17.55%
7-7:30pm	2.31%	1.95%	1.97%
7:30-8pm	9.77%	9.84%	10.42%
8-11pm	11.1%	10.87%	9.14%
11pm-12am	33.43%	34.17%	33.09%
11pm-1am	40.35%	41.33%	41.01%
1-6am	40.26%	38.67%	35.3%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	24.57%	23.65%	21.32%
Sat: 10am-1pm	9.55%	9.21%	9.5%
Sat: 1-4pm	26.58%	26.24%	25.32%
Sat: 4-6pm	8.1%	7.71%	7.98%
Sat: 6-7pm	2.71%	2.49%	2.09%
Sat: 7-8pm	1.7%	1.61%	1.39%
Sat: 8-11pm	9%	8.82%	8.86%
Sat: 11pm-1am	6.35%	6.12%	6.36%
Sat: 1am-7pm	30.26%	29.22%	25.78%
Sun: 7-10am	1.78%	2.02%	2.13%
Sun: 10am-1pm	5.46%	6.09%	5.77%
Sun: 1-4pm	6.39%	6.8%	6.47%
Sun: 4-7pm	11.8%	12.78%	12.9%
Sun: 7-11pm	10.15%	10.49%	10.08%
Sun: 11pm-1am	4.96%	4.86%	5.29%
Sun: 1-7am	21.32%	22.14%	21.9%



# 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.

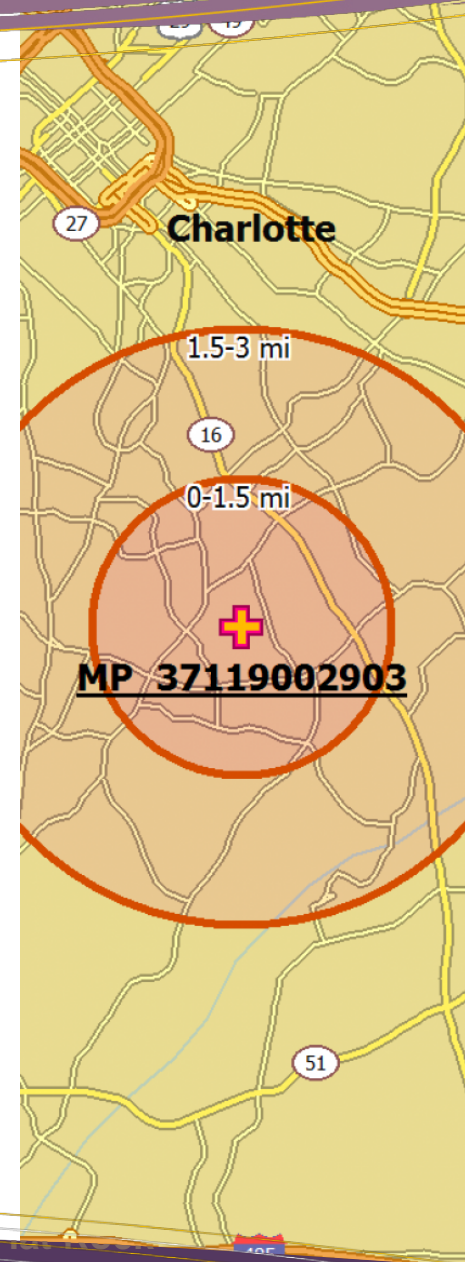


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Sharon - Charlotte	6411 Sharon Rd Charlotte, NC 28210	1.96 mi	194	Growing
2	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	2.08 mi	0	Plateauing
3	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	2.46 mi	0	Insufficient Data
4	Victory - Cha	326 Regency Dr Charlotte, NC 28211	3.06 mi	0	Insufficient Data
5	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	3.56 mi	0	Insufficient Data
6	Candlewyck - Charlotte	7200 Providence Rd Charlotte, NC 28226	3.64 mi	97	Insufficient Data
7	Christ Center	1505 Kellen Way Apt 338 Charlotte, NC 28210	3.72 mi	0	Insufficient Data
8	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	3.92 mi	98	Declining
9	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	4.02 mi	137	Insufficient Data
10	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	4.04 mi	0	Insufficient Data
11	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	4.08 mi	28	Insufficient Data
12	East Baptist - Charlotte	6850 Monroe Rd Charlotte, NC 28212	4.13 mi	115	Declining
13	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	4.19 mi	1,650	Growing
14	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	4.24 mi	75	Plateauing
15	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	4.24 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	4.24 mi	0	Insufficient Data
17	Southview - Charlotte	100 Ann Marie Dr Charlotte, NC 28217	4.26 mi	42	Plateauing
18	Carmel - Charlotte	1145 Pineville Matthews Rd Matthews, NC 28105	4.56 mi	2,422	Plateauing
19	Eastern Hills - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	4.75 mi	276	Plateauing
20	Friendly Arab - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	4.75 mi	0	Insufficient Data
21	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	4.83 mi	0	Insufficient Data
22	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.83 mi	0	Insufficient Data
23	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.83 mi	0	Insufficient Data
24	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	4.83 mi	0	Insufficient Data
25	Victory International	801 Clanton Rd Charlotte, NC 28217	4.88 mi	0	Insufficient Data
26	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	4.96 mi	0	Insufficient Data
27	Pritchard Memorial - Charlotte	1117 South Blvd Charlotte, NC 28203	5.02 mi	390	Plateauing
28	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	5.05 mi	0	Growing
29	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	5.13 mi	1,262	Declining
30	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	5.13 mi	28	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	5.13 mi	0	Insufficient Data
32	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	5.18 mi	0	Insufficient Data
33	Sharon Forest - Charlotte	11020 East Harris Blvd Charlotte, NC 28212	5.20 mi	0	Insufficient Data
34	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	5.24 mi	0	Insufficient Data
35	Greater Galilee Baptist Church	501 W Park Ave Charlotte, NC 28203	5.32 mi	0	Insufficient Data
36	Asian Indian-Huntersville	328 W Carson Blvd Charlotte, NC 28203	5.39 mi	0	Insufficient Data
37	Tsimmeej - Charlotte	328 W Carson Blvd Charlotte, NC 28203	5.39 mi	0	Insufficient Data
38	Montagnard Oyadao	2749 Eastway Drive Charlotte, NC 28205	5.46 mi	0	Insufficient Data
39	Eastway - Charlotte	2749 Eastway Dr Charlotte, NC 28205	5.46 mi	120	Insufficient Data
40	The Impact	345 North College Street 315 Charlotte, NC 28202	5.60 mi	0	Insufficient Data
41	Trinity - Charlotte	2009 W Arrowood Rd Charlotte, NC 28217	5.63 mi	83	Plateauing
42	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	5.65 mi	0	Insufficient Data
43	Greater Mount Sinai - Charlotte	1243 West Blvd Charlotte, NC 28208	5.65 mi	0	Insufficient Data
44	New Hope - Charlotte	7841 Idlewild Rd Charlotte, NC 28212	5.75 mi	82	Declining
45	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	5.86 mi	92	Growing





6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)