

MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119003014

REGION: Region 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: E3



In partnership with the:



Intercultural Institute
for Contextual Ministry



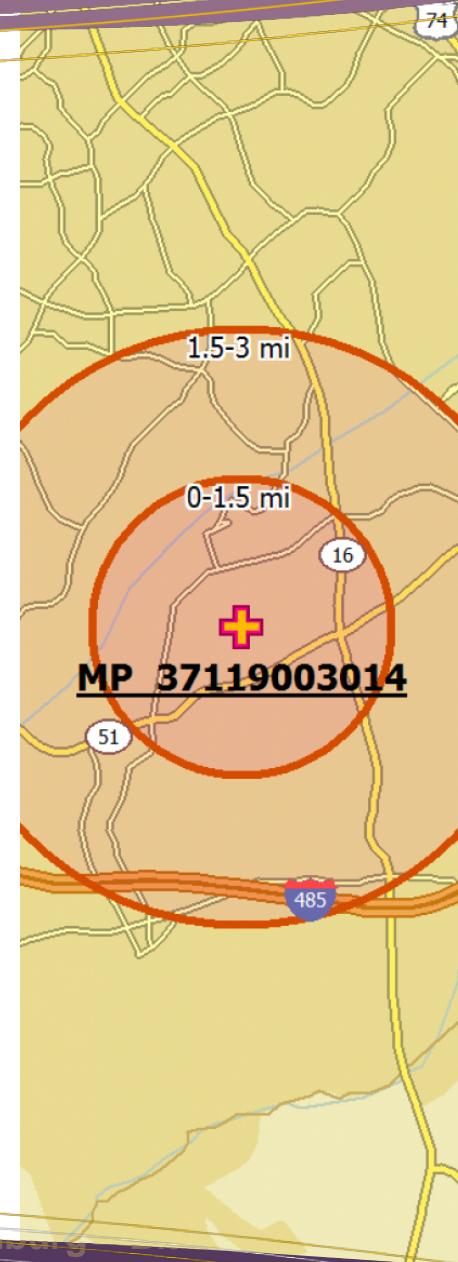
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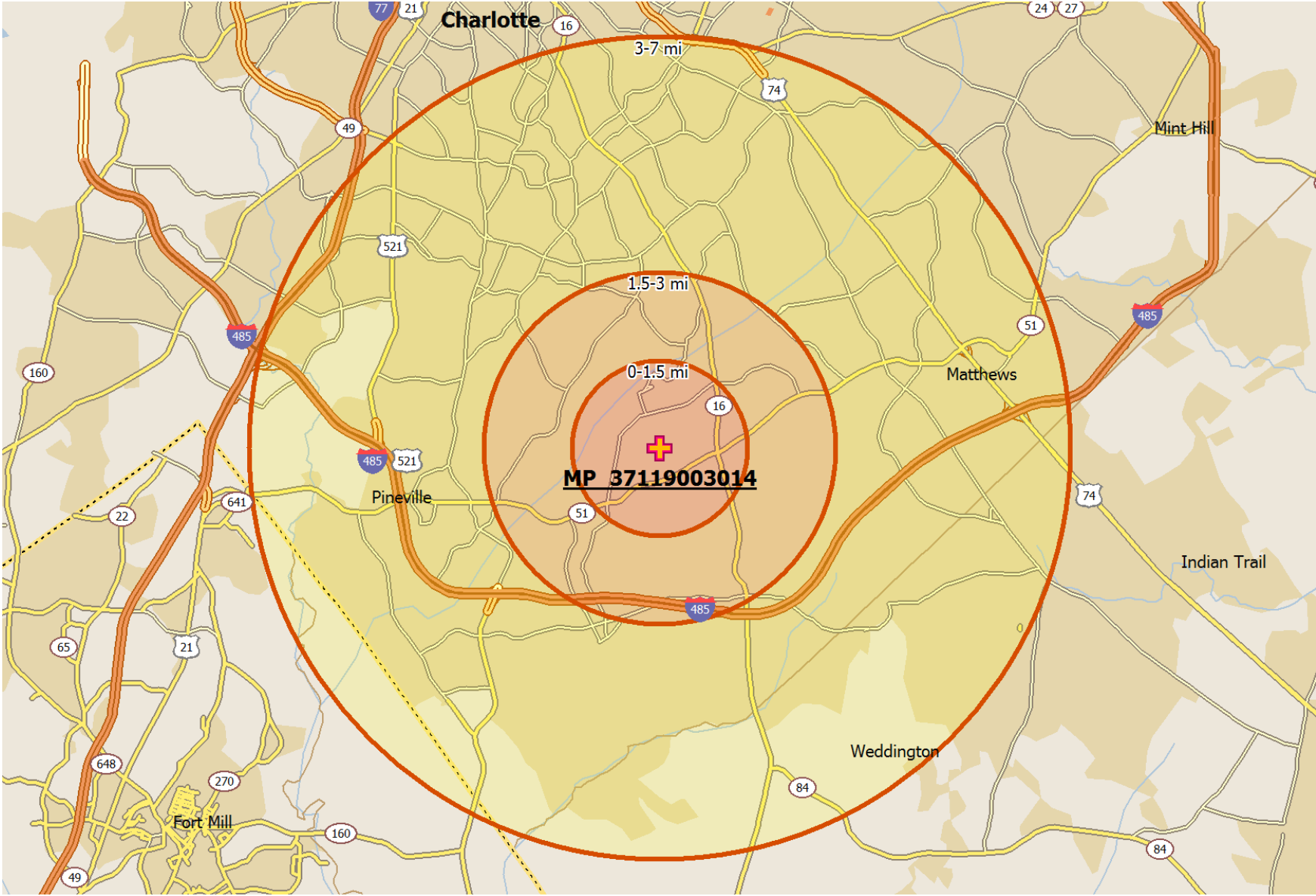
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28226	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 - Map of the Site Location



Southern Shores Elk Park Laurel Park Askeville Boonville St. Pauls Lexington Biltmore Forest Der
Valley Hill Ogden Boiling Springs Princeville Kenansville Rolesville Patehurst Tarboro Stallings Wils
Wallburg Stovall Morganton Brices Creek Eureka Patterson Springs
Mocksville Forest Oaks Brookford Wendell Concord Archdale Parmele Woodlawn Harmony Wash
Thomasville Norlina Como Whispering Pines Creedmoor Royal Pines Landis Gatesville Falkland Av

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.

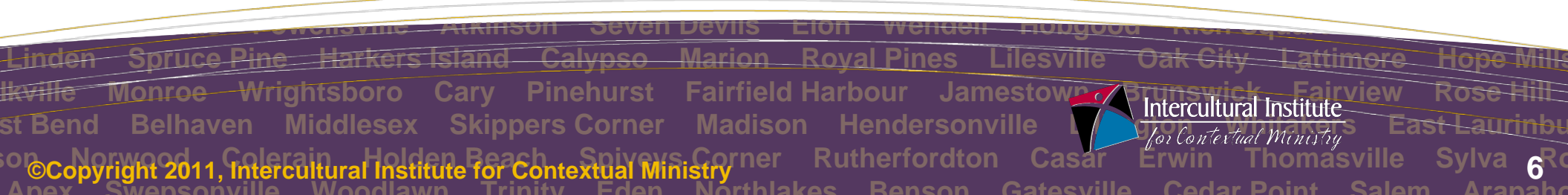
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan 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.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	15,322	55,152	282,556
2010 Households	5,830	22,290	112,472
2010 Group Quarters Population	48	335	2,491

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	52	67	63
Language Diversity National Index	51	57	61
Foreign Born Diversity National Index	99	61	39
Ancestry Diversity National Index	98	74	24
Racial Diversity National Index	38	54	80



Site Location Summary - County Environment

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

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

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	5,341	91.61%
Mainstay Communities	Established, Diverse Households	193	3.31%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	295	5.06%
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 for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Spirituality Indicators Overview - Evangelscape

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

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

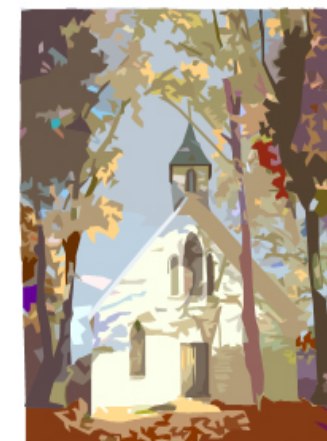
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	4,185	1.6%
Unreached %	71.17%	71.78%	100.87
Religious But NOT Evangelical HH	70,896	1,025	1.45%
Religious But NOT Evangelical %	19.33%	17.59%	90.98
Spiritual But NOT Relig or Evang HH	39,966	649	1.62%
Spiritual But NOT Relig or Evang %	10.9%	11.14%	102.23
Not Evangelical, Not Interested HH	150,766	2,510	1.66%
Not Evangelical, Not Interested %	41.1%	43.06%	104.75



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	148	2	1.35%
Active BCNC Attenders	22,756	2,519	11.07%
Active Evangelical Households	46,416	3,334	7.18%
Active Evangelical Percent	12.65%	11.86%	93.7
Inactive Evangelical Households	59,342	4,263	7.18%
Inactive Evangelical Percent	16.18%	15.16%	93.7
# New Churches Needed	35	12	34.07%



Spirituality Indicators - 30 Closest BCNC Churches

The table below lists the 30 closest BCNC churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Candlewyck - Charlotte	1.41 mi	97	Insufficient Data
2	Carmel - Charlotte	2.85 mi	2,422	Plateauing
3	Sharon - Charlotte	3.03 mi	194	Growing
4	McKee Road - Charlotte	3.60 mi	76	Insufficient Data
5	Covenant - Charlotte	3.74 mi	80	Declining
6	Korean Baptist Church of Charlotte	4.05 mi	200	Insufficient Data
7	Victory - Cha	4.08 mi	0	Insufficient Data
8	Christ Center	4.43 mi	0	Insufficient Data
9	First Baptist Church of Matthews	4.49 mi	736	Declining
10	Providence - Charlotte	4.61 mi	0	Plateauing
11	Pleasant Plains - Mat	5.06 mi	120	Plateauing
12	Wedgewood - Charlotte	5.30 mi	0	Insufficient Data
13	Stough Memorial - Pineville	5.33 mi	450	Insufficient Data
14	East Baptist - Charlotte	5.61 mi	115	Declining
15	GetReady International Outreach Ministri	5.94 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Elevation - Matthews	6.11 mi	0	Insufficient Data
17	Oakhurst - Charlotte	6.29 mi	98	Declining
18	Southview - Charlotte	6.31 mi	42	Plateauing
19	Antioch - Charlotte	6.63 mi	0	Insufficient Data
20	Bethany - Matthews	6.66 mi	84	Plateauing
21	Sharon Forest - Charlotte	6.80 mi	0	Insufficient Data
22	Nations Ford Community - Charlotte	6.81 mi	1,650	Growing
23	Grace Covenant Community - Matthews	6.88 mi	45	Growing
24	Korean Global Mission - Indian Trail	6.88 mi	33	Plateauing
25	Weddington First - Weddington	6.93 mi	206	Growing
26	Charlotte South Fellowship - Matthews	6.95 mi	628	Insufficient Data
27	Idlewild - Matthews	6.97 mi	192	Plateauing
28	Eastern Hills - Charlotte	7.00 mi	276	Plateauing
29	Friendly Arab - Charlotte	7.00 mi	0	Insufficient Data
30	New Hope - Charlotte	7.02 mi	82	Declining

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.

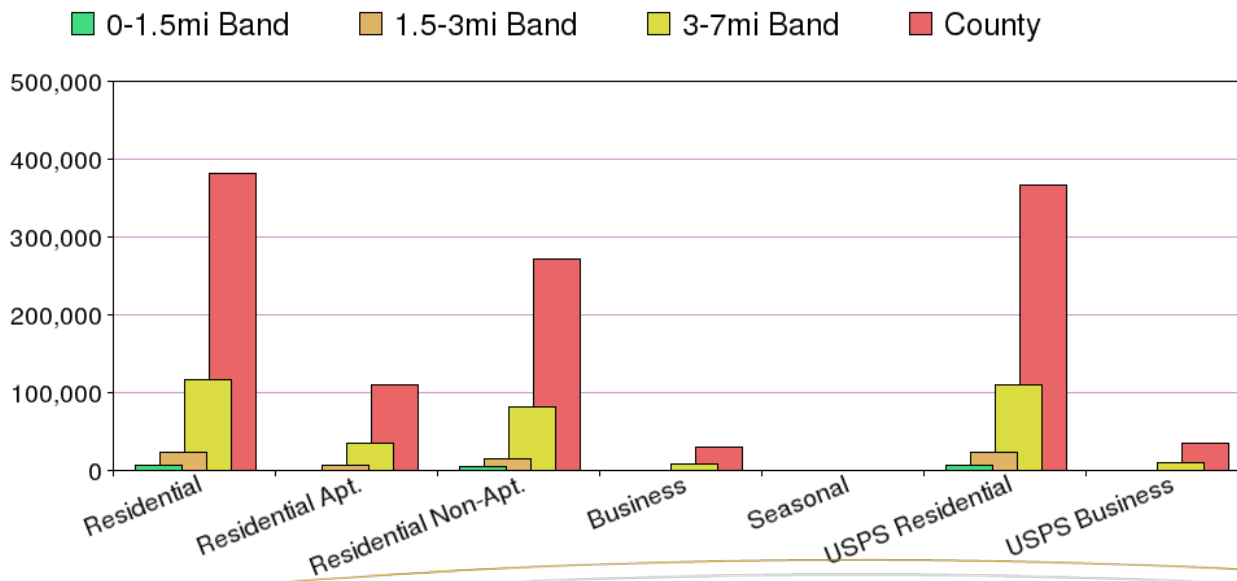
Current Demographic Summary

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	10,065	1.97%
2000 Population	695,454	13,364	1.92%
2010 Population	937,663	15,322	1.63%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	3,568	1.78%
2000 Households	273,416	5,068	1.85%
2010 Households	366,792	5,830	1.59%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	6,208
Residential Apt.	833
Residential Non-Apt.	5,375
Business	269
Seasonal	0
USPS Residential	6,879
USPS Business	269

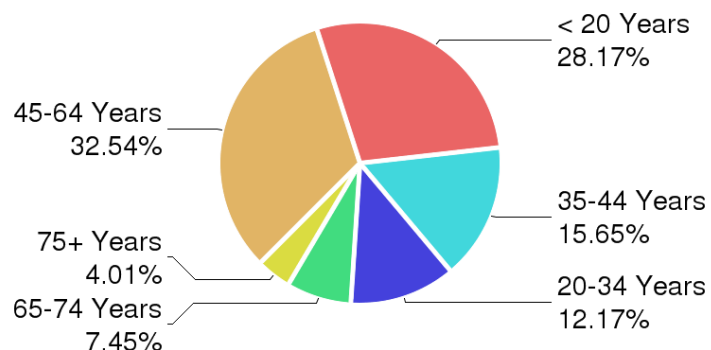
Current Demographic Summary

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%	5.38%	84.86
4-5 Years	3.07%	2.96%	96.42
6-8 Years	4.54%	4.71%	103.74
9-11 Years	4.24%	4.61%	108.73
12-13 Years	2.69%	2.97%	110.41
14-17 Years	5.2%	5.2%	100
18-19 Years	2.54%	2.34%	92.13
0-5 Years	9.4%	8.33%	88.62
6-12 Years	10.13%	10.81%	106.71
13-19 Years	9.08%	9.03%	99.45
< 20 Years	28.61%	28.17%	98.46
20-34 Years	22.3%	12.17%	54.57
35-44 Years	16.07%	15.65%	97.39
45-64 Years	23.74%	32.54%	137.07
65-74 Years	5.27%	7.45%	141.37
75+ Years	4.01%	4.01%	100
Median Age	34	43	124.45
Median Age (Male)	33	42	126.38
Median Age (Female)	35	43	122.25

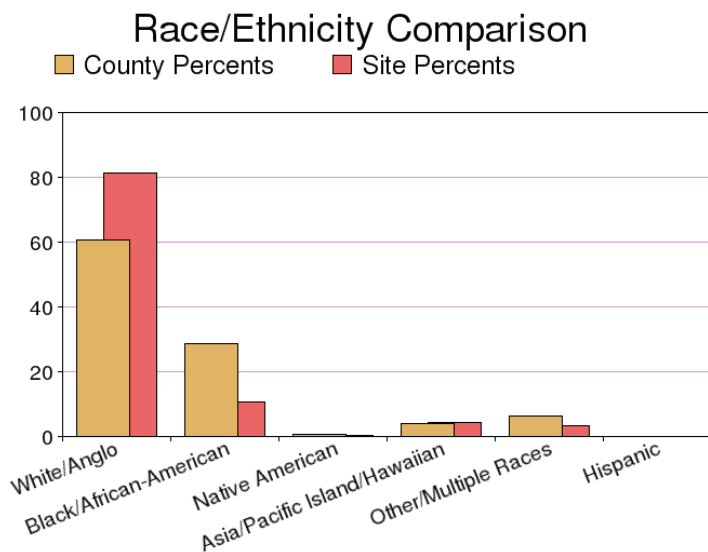
Age Group Percentages



Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.63%	81.27%	134.03
Black, African-American	28.53%	10.79%	37.83
Native American	0.54%	0.26%	48.71
Asian	3.9%	4.11%	105.37
Pacific Island, Hawaiian	0.13%	0.07%	49.15
Other/Multiple Races	6.27%	3.5%	55.81
Hispanic	0%	4.64%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	10,564	
Less than 9th Grade	4.09%	0.98%	415.03
No High School Diploma	6.37%	1.68%	377.85
High School Graduate	21%	12.19%	172.27
Some College, no degree	19.56%	17.53%	111.58
Associate Degree	8.07%	8.31%	97.15
College Degree	27.74%	36.05%	76.96
Graduate/Prof. degree	13.17%	23.25%	56.64

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.

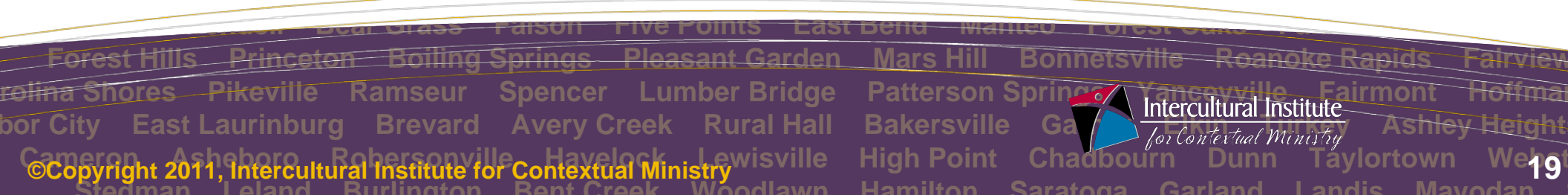
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.97%	0.99%	22.23
\$10,000 to \$19,999	8.27%	2.25%	27.16
\$20,000 to \$29,999	9.74%	4.25%	43.66
\$30,000 to \$49,999	19.13%	11.08%	57.91
\$50,000 to \$59,999	9.04%	7.86%	86.9
\$60,000 to \$69,999	7.91%	5.33%	67.43
\$70,000 to \$79,999	6.92%	6.14%	88.75
\$80,000 to \$89,999	5.44%	5.87%	107.76
\$90,000 to \$99,999	4.02%	5.21%	129.75
\$100,000 to \$124,999	8.94%	13.53%	151.35
\$125,000 to \$149,999	5.22%	9.83%	188.35
\$150,000 to \$199,999	5.18%	11.06%	213.54
\$200,000 to \$249,999	1.81%	4.91%	270.3
\$250,000 or more	3.39%	11.68%	344.52
Median Household	58,654	107,577	183.41
Average Household	82,011	156,758	191.14
Per Capita Household	32,656	59,655	182.68
Family/Non-Family Household Income			
Median Family Income	71,577	127,592	178.26
Average Family Income	99,468	174,836	175.77
Median Non-Family Income	42,692	63,623	149.03
Average Non-Family Income	53,590	93,972	175.35

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	61.95%	73.12%	118.03
Families with Children	33.85%	37.15%	109.76
Families without Children	28.1%	35.97%	128
Non-Family Households			
% Non-Family Households	38.05%	26.88%	70.64
Non-Families with Children	0.4	0.14	34.4
Non-Families without Children	37.65	26.74	71.02
Housing Units			Index
Total Housing Units	405,664	6,409	
Vacant percent	9.58%	9.03%	94.28
Owned percent	57.54%	74.82%	130.02%
Rented Percent	32.87%	16.15%	49.12
Households by Size			Index
Avg household size	2.51	2.62	104.38
Avg family hh size	3.27	3.19	97.55
Avg non-family hh size	1.27	1.07	84.25
Households By Count of Persons			Percent
One	113,032	1,353	1.2%
Two	106,697	1,932	1.81%
Three or Four	110,837	1,945	1.75%
Five+	36,226	599	1.65%



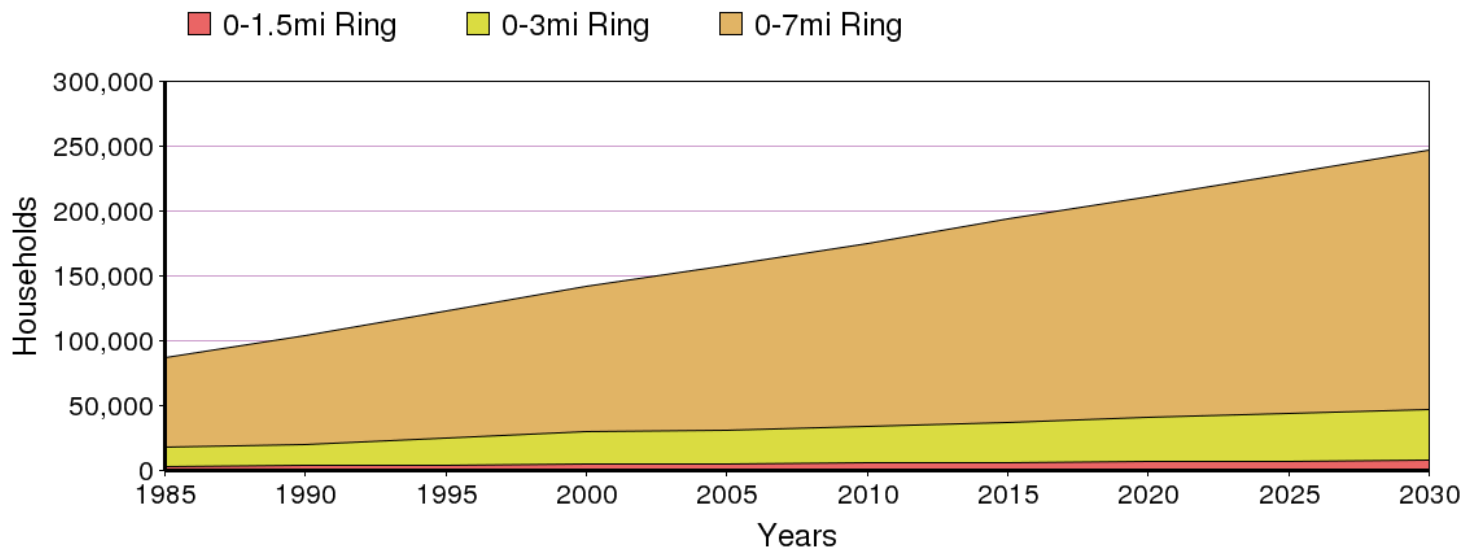
Projected Demographic Summary

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	10,065	1.97%
2000 Population	695,454	13,364	1.92%
2010 Population	937,663	15,322	1.63%
2015 Population	1,057,744	16,526	1.56%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	3,568	1.78%
2000 Households	273,416	5,068	1.85%
2010 Households	366,792	5,830	1.59%
2015 Households	417,045	6,324	1.52%

Household Change from 1985 to 2030



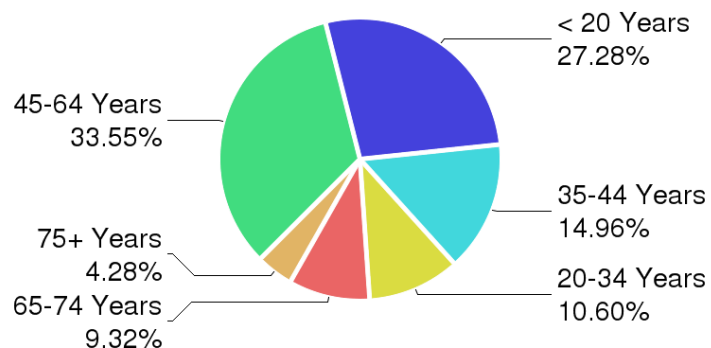
Projected Demographic Summary

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	5.38%	4.71%	87.55
4-5 Years	2.96%	2.77%	93.58
6-8 Years	4.71%	4.48%	95.12
9-11 Years	4.61%	4.59%	99.57
12-13 Years	2.97%	3.09%	104.04
14-17 Years	5.2%	5.3%	101.92
18-19 Years	2.34%	2.35%	100.43
0-5 Years	8.33%	7.48%	89.8
6-12 Years	10.81%	10.58%	97.87
13-19 Years	9.03%	9.22%	102.1
< 20 Years	28.17%	27.28%	96.84
20-34 Years	12.17%	10.6%	87.1
35-44 Years	15.65%	14.96%	95.59
45-64 Years	32.54%	33.55%	103.1
65-74 Years	7.45%	9.32%	125.1
75+ Years	4.01%	4.28%	106.73
Median Age	34	45	129.33
Median Age (Male)	33	44	131.44
Median Age (Female)	35	45	127.02

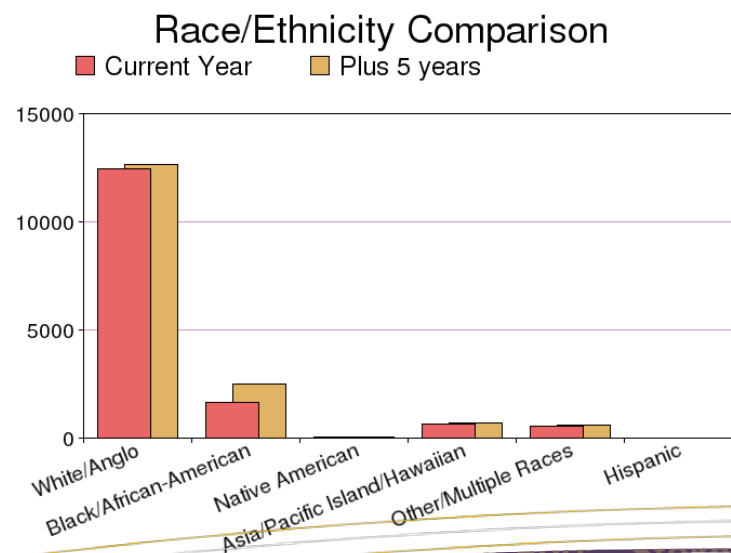
Projected Age Group Percentages



Projected Demographic Summary

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

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



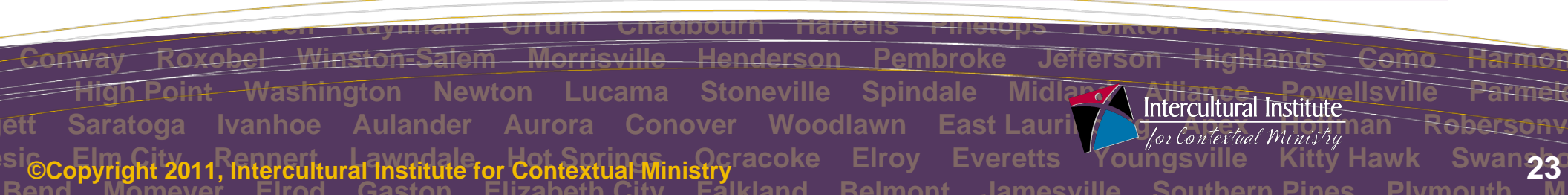
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	81.27%	76.46%	94.08
Black, African-American	10.79%	15.2%	140.81
Native American	0.26%	0.36%	136.75
Asian	4.11%	4.31%	104.95
Pacific Island, Hawaiian	0.07%	0.07%	111.26
Other/Multiple Races	3.5%	3.61%	103.09
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,564	11,554	
Less than 9th Grade	0.98%	0.94%	95.83
No High School Diploma	1.68%	1.56%	92.46
High School Graduate	12.19%	12.5%	102.51
Some College, no degree	17.53%	16.02%	91.38
Associate Degree	8.31%	8.8%	105.91
College Degree	36.05%	35.73%	99.11
Graduate/Prof. degree	23.25%	24.45%	105.17

Projected Demographic Summary

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

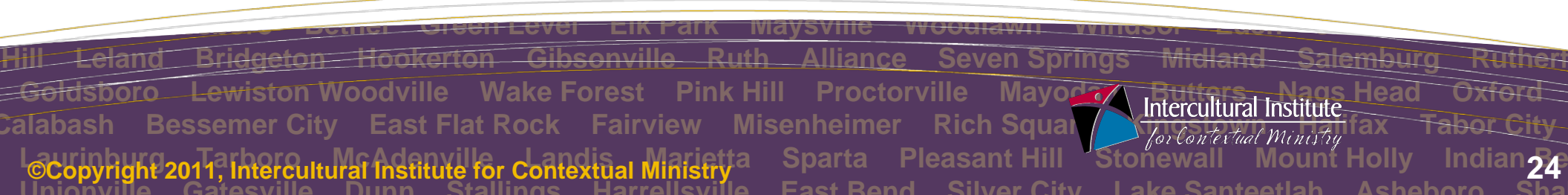
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	0.99%	0.85%	85.83
\$10,000 to \$19,999	2.25%	2.31%	102.74
\$20,000 to \$29,999	4.25%	3.95%	92.93
\$30,000 to \$49,999	11.08%	10.15%	91.62
\$50,000 to \$59,999	7.86%	7.32%	93.19
\$60,000 to \$69,999	5.33%	4.89%	91.6
\$70,000 to \$79,999	6.14%	5.65%	89.87
\$80,000 to \$89,999	5.87%	5.71%	94.61
\$90,000 to \$99,999	5.21%	4.89%	93.7
\$100,000 to \$249,999	13.53%	14.06%	103.87
\$125,000 to \$149,999	9.83%	10.45%	106.35
\$150,000 to \$199,999	11.06%	11.99%	108.34
\$200,000 to \$249,999	4.91%	5.39%	109.92
\$250,000 or more	11.68%	12.27%	105.05
Median Household	107,577	112,506	104.58
Average Household	156,758	162,532	103.68
Per Capita Household	59,655	62,205	104.27
Family/Non-Family Household Income			
Median Family Income	127,592	133,238	104.43
Average Family Income	174,836	182,667	104.48
Median Non-Family Income	63,623	67,547	106.17
Average Non-Family Income	93,972	98,307	104.61



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.12%	71.92%	98.35
Families with Children	37.15	36.83	99.13
Families without Children	35.97	37.67	104.72
Non-Family Households			
% Non-Family Households	26.88%	28.08%	104.48
Non-Families with Children	0.14	0.08	104.48
Non-Families without Children	26.74	28	104.72
Housing Units			
Total Housing Units	6,409	6,955	108.52%
Vacant percent	9.03%	9.07%	100.43
Owned percent	74.82%	74.68%	99.82
Rented Percent	16.15%	16.25%	100.61
Households by Size			
Avg household size	2.62	2.61	99.62%
Avg family hh size	3.19	3.21	100.63%
Avg non-family hh size	1.07	1.05	98.13%
Households By Count of Persons			
One	1,353	1,555	114.93%
Two	1,932	2,014	104.24%
Three or Four	1,945	2,090	107.46%
Five+	599	665	111.02%



Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	911	4,172	21,728
Northern Europe	55	401	1,150
Western Europe	87	420	1,041
Southern Europe	37	286	726
Eastern Europe	109	294	834
Other Europe	0	0	9
Eastern Asia	183	666	1,332
So. Central Asia	133	225	1,902
SE Asia	28	229	1,637
Western Asia	14	202	400
Other Asia	29	18	135

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	17	374
Middle Africa	0	0	104
Northern Africa	0	50	183
Southern Africa	0	19	86
Western Africa	0	14	351
Other Africa	0	0	135
Oceania	27	81	96
Caribbean	42	140	741
Central Amer.	53	492	7,302
South America	44	409	2,483
North America	70	209	707
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	12,751	39,891	168,052
Spanish	378	1,779	14,393
Other Indo-Euro language	642	2,001	6,467
French (incl. Patois, Cajun)	84	280	1,073
French Creole	0	0	158
Italian	20	127	307
Portuguese	36	145	149
German	132	405	1,111
Yiddish	0	4	38
Other West Germanic	13	16	123
A Scandinavian Language	0	18	88
Greek	124	438	1,050
Russian	53	104	303
Polish	15	62	61
Serbo-Croatian	32	13	125
Other Slavic Language	8	45	192
Armenian	0	11	6
Persian	13	134	249
Gujarathi	51	85	569
Hindi	17	35	144
Urdu	18	0	156

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	8	79	121
Asian/PI languages	0	0	0
Chinese	134	420	605
Japanese	5	116	255
Korean	46	377	654
Mon-Khmer, Cambodian	0	34	93
Miao, Hmong	0	0	58
Thai	0	0	19
Laotian	0	47	95
Vietnamese	0	47	955
Other Asian	8	17	371
Tagalog	22	25	239
Other Pacific Is	6	16	105
Other languages	84	307	1,710
Navajo	0	0	0
Other Native N. American	0	5	33
Hungarian	0	6	48
Arabic	77	176	739
Hebrew	7	0	57
African languages	0	4	689
Other unspecified	0	116	144



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	12,437	39,939	171,310
Arab	72	247	1,287
Armenian	0	11	82
Austrian	39	91	285
British	141	429	1,516
Canadian	53	158	544
Croatian	12	29	164
Czech	74	91	288
Czechoslovak	15	64	190
Danish	57	65	367
Dutch	144	410	1,711
English	1,730	5,784	19,338
European	242	822	2,222
Finnish	35	101	289
French (not Basque)	295	824	3,056
French Canadian	77	224	912
German	1,642	5,125	20,262
Greek	257	728	1,444
Hungarian	29	136	636
Iranian	7	167	381

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,339	4,421	14,189
Italian	743	2,391	7,888
Lithuanian	18	86	218
Norwegian	101	278	1,233
Polish	348	926	2,512
Portuguese	63	36	232
Romanian	17	44	120
Russian	192	502	1,298
Scandinavian	3	18	134
Scotch-Irish	718	2,583	9,527
Scottish	457	1,451	4,692
Slovak	37	80	341
Subsaharan African	4	120	2,236
Swedish	88	403	1,360
Swiss	58	169	294
Ukrainian	104	129	411
US/American	1,137	3,835	17,407
Welsh	137	256	997
West Indian	32	62	706
Yugoslavian	29	4	181
Other	1,891	6,637	50,357

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

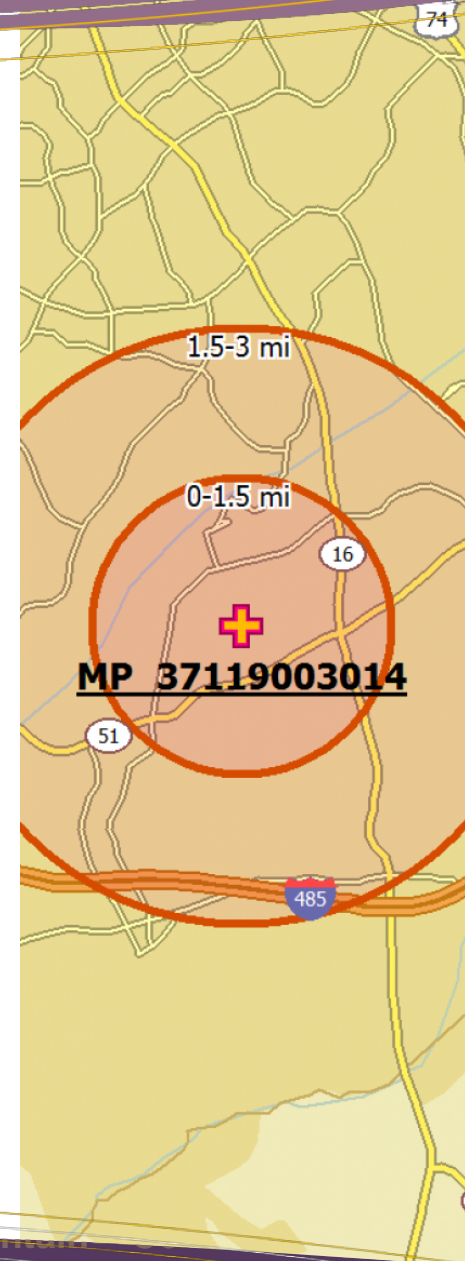
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	5,830	100%	4,196	100%
AFFLUENT SUBURBIA	4,250	72.9%	3,063	73%
America's Wealthiest	747	12.81%	599	14.28%
Dream Weavers	1,487	25.51%	1,064	25.36%
White Collar Suburbia	265	4.55%	216	5.15%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	1,260	21.61%	845	20.14%
Small Town Success	432	7.41%	299	7.13%
New Suburbia Fam.	59	1.01%	40	0.95%
UPSCALE AMERICA	1,091	18.71%	750	17.87%
Status Conscious Consumers	446	7.65%	313	7.46%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	592	10.15%	397	9.46%
Solid Suburban Mix	37	0.63%	28	0.67%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	16	0.27%	12	0.29%
SM TWN SUCCESS	4	0.07%	15	0.36%
Successful Urban Sprawl	4	0.07%	12	0.29%
2nd City Homebodies	0	0%	3	0.07%
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	5,830	100%	4,196	100%
BLUE COLLAR BACKBONE	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%
AMER. DIVERSITY	189	3.24%	137	3.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	189	3.24%	137	3.27%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	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	5,830	100%	4,196	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	295	5.06%	231	5.51%
Young Cosmopolitans	295	5.06%	231	5.51%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,830	100%	4,196	100%
STRUGGLING SOCIETIES	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%
URBAN ESSENCE	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%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-1.5 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?



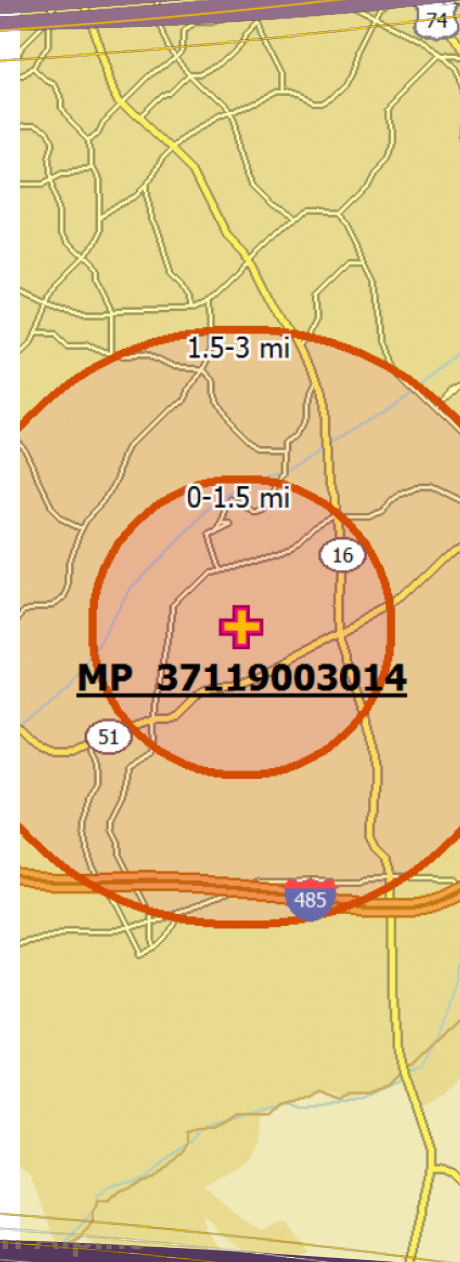
Potential Cultural Bridges

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	91%	89%	84%
Use Comp. for Internet/E-mail	79%	78%	71%
Internet Use: E-Mail	71%	69%	62%
Use Comp. for Word Processing	61%	60%	52%
Use Comp. for Shopping	54%	52%	46%
Use Comp. for Comp. Games	48%	46%	43%
Use Comp. for Banking	48%	47%	43%
Use Comp. for Digital Camera Photo Editing	47%	46%	41%
Internet Use: News/ Weather	44%	43%	37%
Use Comp. for Education	41%	40%	39%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	40%	39%	36%
Use Comp. for News/Info./Data Service	40%	38%	34%
Internet Use: Banking	38%	38%	35%
PC-Network-HH Has One	35%	33%	28%
Use Comp. for Personal Financial Mngmnt	29%	27%	23%
Use Comp. for Accounting	27%	25%	21%
Internet Use: Shopping: Gathered Info. for Shopping	24%	23%	19%
Use Comp. for Filing/DB Mngmnt	21%	20%	16%
Internet Use: Shopping: Made A Purchase	21%	21%	18%
Internet Use: Travel Reservations	21%	20%	16%



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
Dining Out (Not Fast Food)	72%	70%	65%
Listening To Music	72%	71%	70%
Reading Books	66%	66%	61%
Go To A Beach/Lake	50%	48%	43%
Card Games	45%	44%	43%
Cooking for Fun	43%	43%	40%
Gardening	41%	38%	34%
Board Games	37%	36%	34%
Visit Museum	35%	34%	29%
Visit Zoo	26%	25%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	65%	65%
Gen./Fam. Practitioner	40%	39%	39%
Dentist	40%	38%	34%
Eye Dr.	24%	24%	22%
None Of These	22%	22%	22%
Backache	19%	19%	19%
High Cholesterol	19%	18%	17%
OB/GYN	17%	16%	14%
Hypertension/High Blood Pressure	15%	16%	16%
Internist	13%	12%	10%

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	40.87%	39.14%	35.32%
Live Theater	37.06%	35.03%	29.12%
Live Theater Most Often	30.12%	28.68%	23.79%
Rock/Pop Concerts Most Often	21.46%	20.45%	19.05%
Dance Performance	12.04%	12.16%	11.43%
Comedy Club	11.89%	11.6%	11.37%
Movies: Comedy	44.82%	44.82%	43.58%
Movies: Action/Adventure	43.32%	43.89%	42.8%
Movies: Drama	28.81%	28.28%	25.67%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	28.43%	27.24%	24.43%
Movies: Fam.	22.16%	21.43%	21.12%
Movies: Mystery	18.9%	19.69%	19.1%
MLB Baseball Reg. Season	14.78%	15.13%	12.34%
College Football Reg. Season	13.65%	12.06%	9.55%
NFL Football Reg. Season	11.9%	11.18%	9.62%
College Basketball Reg. Season	9.32%	8.58%	6.61%
NBA Basketball Reg. Season	6.85%	7.15%	6.15%
NHL Hockey Reg. Season	5.7%	5.98%	4.98%

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	49.78%	49.09%	46.36%
Swimming	43.72%	41.96%	38.16%
Weight Training	24.39%	24.62%	21.92%
Bowling	24.16%	23.4%	23.02%
Golf	22.6%	21.32%	18.43%
Using Cardio Machine	22.02%	22.17%	20.01%
Jogging/Running	20.7%	20.97%	19.89%
Mountain/Road Biking	18.06%	17.38%	15.82%
Billiards/Pool	18.03%	18.66%	19.44%
Stationary Cycling	17.17%	16.61%	14.9%
Basketball	15.08%	14.78%	15.4%
Aerobics	14.98%	14.31%	12.81%
Camping Trips	14.22%	13.69%	13.52%
Backpacking/Hiking	14.08%	13.99%	12.7%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	12.85%	12.62%	13.15%
Tennis	11.41%	11.57%	10.43%
Power Boating	10.75%	9.7%	8.63%
Yoga	9.8%	10.59%	9.71%
Baseball	9.73%	9.46%	10.33%
Downhill & X-Country Skiing	8.79%	8.81%	7.39%
Soccer	8.66%	8.72%	9.04%
Canoeing/Kayaking	8.53%	8.28%	7.31%
Football	8.32%	8.12%	9.06%
Volleyball	7.78%	7.22%	7.61%
Ice Skating	7.42%	7.2%	6.37%
Saltwater Fishing	7.08%	6.83%	6.81%
Softball	6.93%	7.08%	7.39%
Target Shooting	6.4%	6.07%	6.81%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snorkeling	6.29%	6.51%	5.94%
Motorcycling	5.7%	5.16%	5.42%
Horseback Riding	5.52%	5.53%	5.33%
Roller Skating	5.44%	5.35%	5.63%
Hunting	5.31%	5.27%	5.75%
Water Skiing	5.03%	4.78%	4.87%
Jet Skiing	4.97%	4.93%	5.11%
Sailing	4.68%	4.51%	3.94%
Fly Fishing	4.25%	3.82%	3.7%
Racquetball	4.21%	3.93%	3.87%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Martial Arts	4%	4.25%	4.41%
Rock Climbing	3.89%	3.59%	3.94%
Hockey	3.77%	3.48%	3.56%
Snowboarding	3.57%	3.44%	3.63%
Archery	3.44%	3.13%	3.35%
Rowing	3.16%	3.02%	3.1%
Snowmobiling	3.08%	2.86%	3%
Surfing & Windsurfing	2.72%	2.75%	2.74%
Auto Racing	2.5%	2.33%	2.69%
Skateboarding	2.38%	2.37%	2.74%

Potential Cultural Barriers -- Introduction (part 1)

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

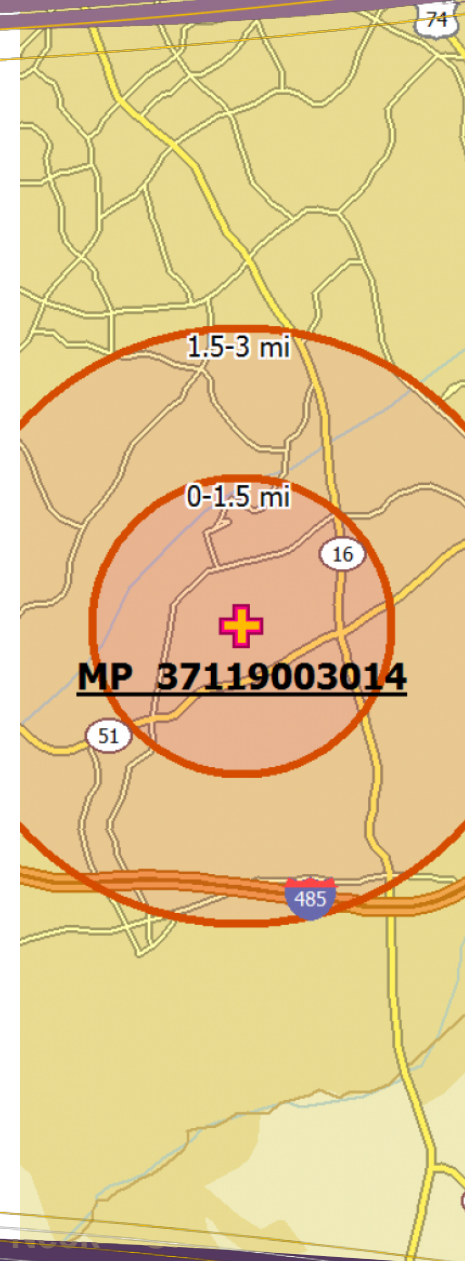
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

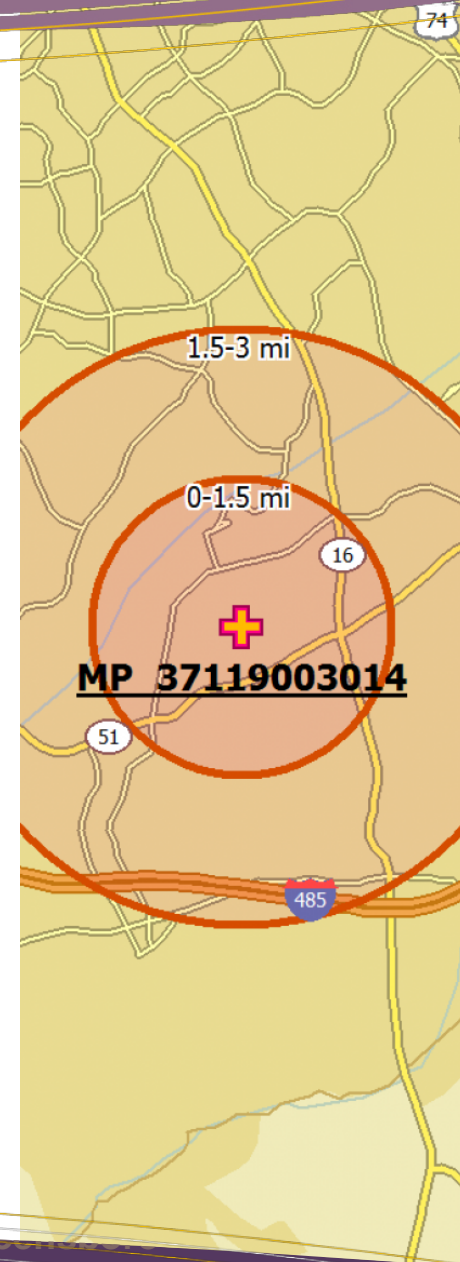
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

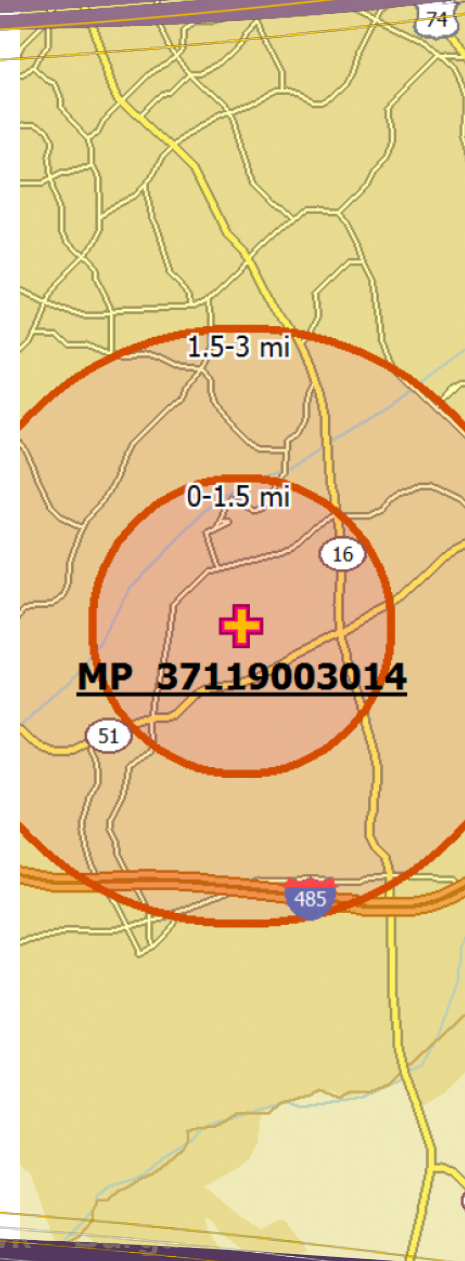
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prefer To Have Few Possessions As Possible	51%	49%	43%
Important Continue Learning New Things	49%	49%	50%
Find It Difficult To Say No To My Kids	40%	39%	38%
If Won Lottery Would Never Work Again	38%	37%	34%
Friends More Important Than My Fam.	34%	33%	30%
Woman's Place Is In The Home	32%	32%	33%
Speak My Mind Even If It Upsets People	32%	32%	33%
Don't Judge People/Way They Live Life	28%	29%	29%
Like Control Over People And Resources	28%	28%	31%
Like To Do Unconventional Things	27%	26%	25%
Money Is Best Measure Of Success	26%	26%	25%
Marijuana Should Be Legalized	24%	24%	23%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	20%	20%	20%
Like to Stand Out In A Crowd	19%	19%	19%
Too Much Sponsorship In Arts/Sports	18%	18%	20%
Happy With My Standard Of Living	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
I Am A Workaholic	15%	16%	18%
We Should Strive for Equality for All	12%	13%	14%
Only Work Current Job for The Money	12%	12%	14%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	7%	7%
I Am A Perfectionist	6%	6%	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.

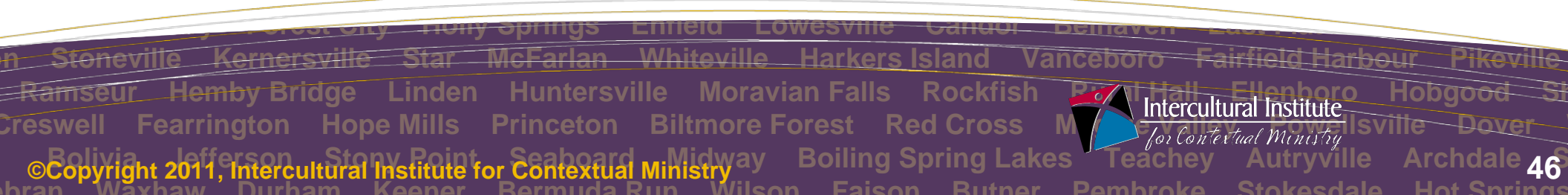


Potential Cultural Themes:

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.

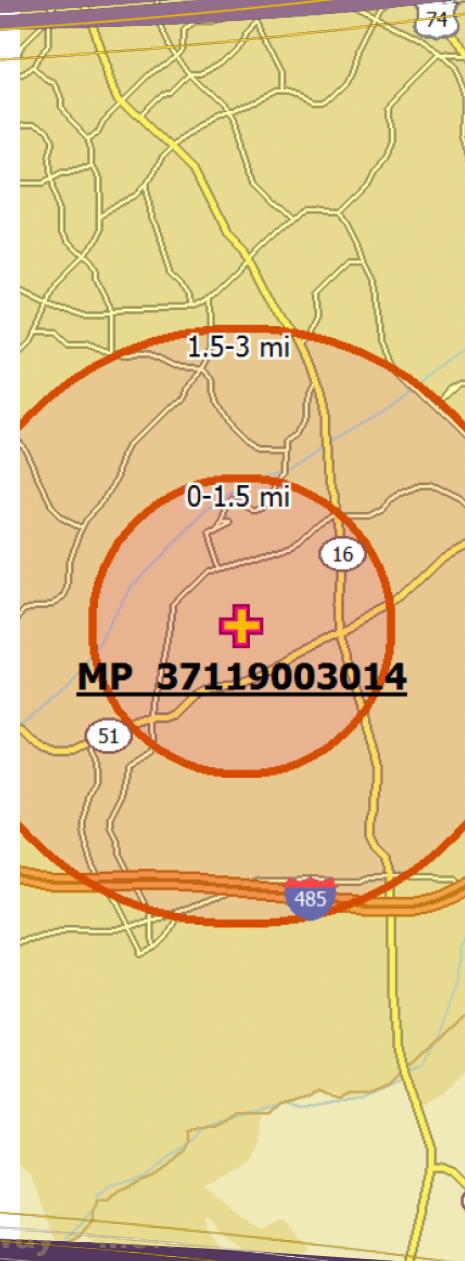
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	76%	75%	70%
You Should Seize Opportunities In Life	60%	60%	58%
Prefer To Have Few Possessions As Possible	51%	49%	43%
Like To Understand About Nature	42%	41%	40%
Important Feel Respected By My Peers	33%	33%	34%
Prefer Work Part Of Team Than Alone	32%	31%	32%
Have Keen Sense Of Adventure	29%	29%	28%
People Have To Take Me As They Find Me	29%	30%	28%
Like To Just Enjoy Life	28%	28%	26%
Worried About Pollution Caused By Cars	26%	26%	25%
Important To Juggle Various Tasks	25%	26%	28%
Good At Fixing Things	24%	24%	26%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Real Men Don't Cry	16%	17%	17%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	15%	14%	15%
Looking for New Ideas To Improve Home	13%	13%	14%
Enjoy Spending Time With My Fam.	10%	10%	11%
Provide My Kids With The Little Extras	5%	6%	9%
Children Should Be Allowed To Express Themselves	4%	4%	5%
Feel Very Alone In The World	4%	4%	5%
Like Spending Most Time With Fam.	3%	4%	5%
Would Like To Set Up Own Business	3%	3%	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	86.35%	84.64%	82.8%
Fast Food/Drive-In Restaurant-Visit Any	83.06%	82.48%	83.08%
McDonald's	56.04%	55.26%	54.79%
Applebee's	31.75%	29.69%	29.1%
Burger King	31.33%	31.35%	34.05%
Wendy's	31.12%	30.18%	29.86%
Subway	30.4%	29.31%	29.75%
Taco Bell	24.58%	25.66%	27.71%
Olive Garden	23.88%	23.43%	22.64%
Starbucks	23.22%	22.62%	19.25%
Kentucky Fried Chicken (KFC)	20.93%	21.15%	23.91%
Outback Steakhouse	20.8%	19.54%	17.9%

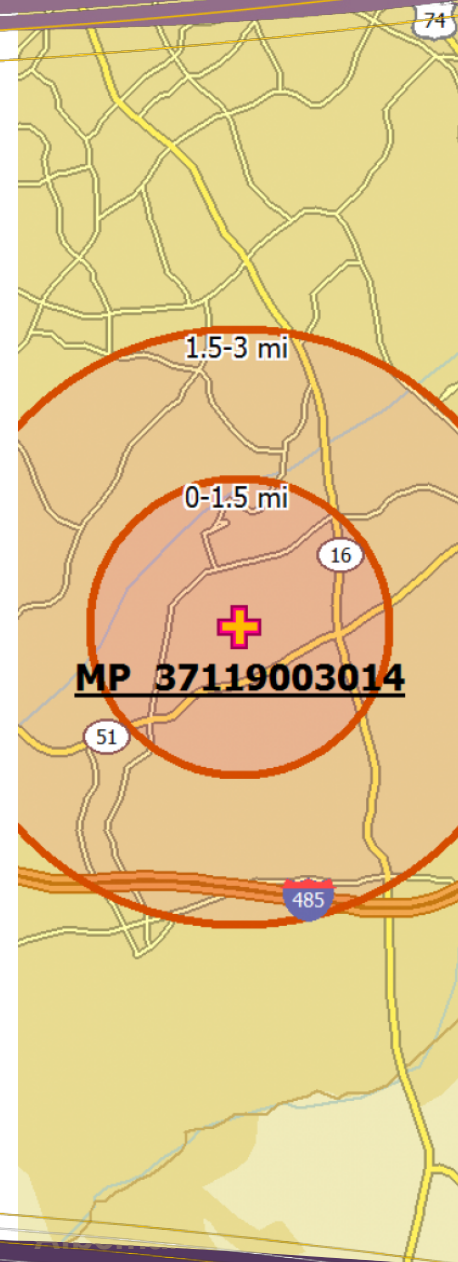
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Arby's	20.13%	19.86%	20.66%
Chili's Grill and Bar	20.08%	19.83%	17.94%
Panera Bread	17.69%	16.39%	13.36%
Chick-Fil-A	17.55%	16.89%	16.04%
IHOP (International House Of Pancakes)	16.75%	16.19%	15.7%
TGI Friday's	16.47%	16.19%	15.32%
Red Lobster	16.47%	15.8%	15.73%
Cracker Barrel	15.73%	14.55%	13.85%
Pizza Hut	15.48%	16.14%	18.63%
Dunkin' Donuts	15.09%	13.65%	12.8%
Dairy Queen	13.96%	13.3%	14.04%
Quiznos Sub	13.77%	13.68%	13.11%

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.

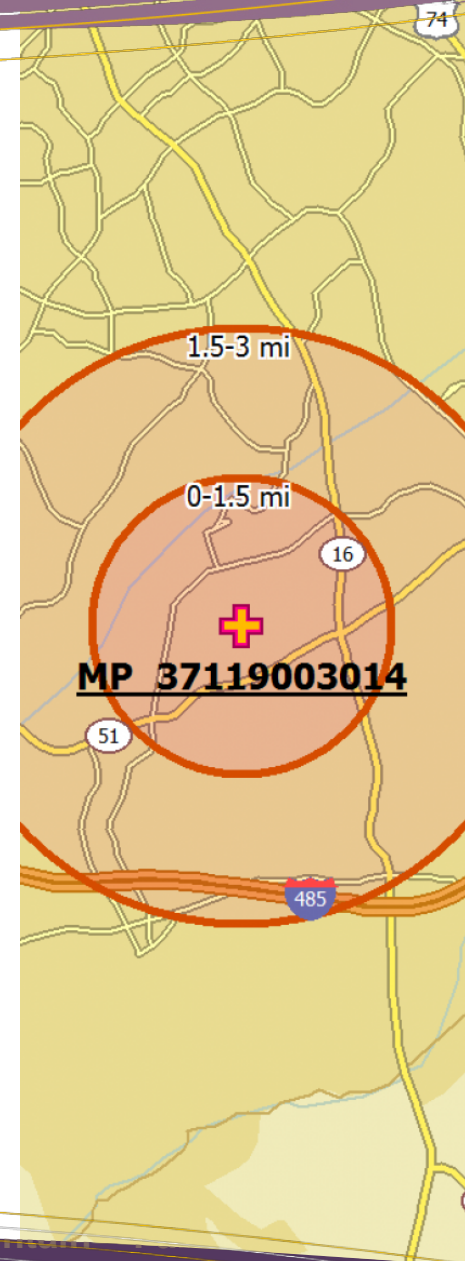
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	57.69%	55.88%	51.38%
Recycled products	49.15%	48.37%	43.29%
Worked as volunteer (non political)	24.62%	24.03%	20.99%
Engaged in fund raising	15.09%	14.48%	12.97%
Wrote to elected offcl about publ bus	9.26%	9.08%	7.84%
Religious club member	8.57%	8.4%	8.01%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	8.4%	8.18%	6.86%
Wrote to editor of mag or newspaper	7.22%	7.29%	6.67%
Addressed a public meeting	7.11%	6.67%	5.87%
Took active part in local civic issue	6.99%	6.73%	6.06%
Union member	5.79%	5.46%	5.25%
Wrote to editor of mag or newspaper	5.49%	5.4%	4.77%

Communication Media Content

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

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



Potential Print Media Content:

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

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	26.09%	26.05%	22.92%
Children's Books	16.67%	16.38%	15.35%
Mystery	15.97%	16.08%	14.58%
Cookbooks	12.87%	12.77%	11.86%
History	10.64%	10.69%	9.55%
Biography	10.37%	10.2%	9.01%
Personal/Business	10.03%	10.05%	9.22%
Self-help			
Religious (not Bibles)	8.49%	8.61%	8.8%
Romance	7.11%	7.03%	7.07%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	76.71%	75.6%	72.51%
Distributed			
Gen. Editorial	52.57%	52.42%	50.39%
Womens	44.23%	44.83%	44.34%
Service	43.56%	42.29%	38.6%
Business/Finance	30.07%	29.21%	25.05%
Mens	20.06%	20.42%	20.39%
Sports	20%	19.5%	18.26%
Travel	15.08%	14.9%	12.35%
Mature Market	14.87%	13.62%	12.28%

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	61.91%	60.8%	57.8%
Business/Finance	42.17%	41.07%	36.27%
Sport	36.9%	36.39%	34.6%
Editorial Page	35.28%	34.1%	31.16%
Movie Listings & Reviews	31.25%	30.97%	29.35%
Food/Cooking	30.82%	29.74%	27.22%
Travel	28.43%	27.81%	24.61%
Comics	27.98%	27.67%	26.74%
Home/Gardening	27.97%	26.85%	24.1%
TV/Radio Listings	26.9%	25.89%	24.29%
Classified	26.85%	26.8%	28.58%
Science/Technology	24%	23.44%	20.95%
Fashion	18.29%	17.59%	16.48%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	22.02%	21.79%	20.53%
News/Talk	21.13%	20.6%	17.33%
CHR Contemp Hit Radio	18.4%	18.32%	19.28%
Alternative	15.01%	14.97%	13.37%
Country	14.38%	14.42%	15.39%
Oldies	13.98%	13.22%	12.11%
All News	13.79%	12.81%	9.95%
Classic Rock	13.12%	12.52%	11.5%
Rock	12.9%	12.94%	12.57%
Soft Contemporary	10.09%	9.46%	8.44%
Variety	10.07%	9.59%	9.6%
Urban Contemporary	8.31%	8.88%	12.73%
Sports	8.23%	7.75%	6.58%
Classical	7.31%	7.31%	5.98%
All Talk	6.77%	6.97%	6.29%
Jazz	6.56%	6.68%	6.54%
Religious	6.56%	6.68%	6.66%
Public	5.87%	6.09%	4.92%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	70.88%	70.06%	67.43%
Satellite Dish	65.3%	59.23%	55.31%
Soapnet	56.53%	55.85%	53.94%
Comedy Central	51.63%	50.11%	43.34%
Other Video-On-Demand	40.04%	39.69%	40.34%
ESPN Classic	39.4%	38.65%	32.57%
Sci-Fi Channel	39.34%	39.14%	38.1%
ABC Fam.	36.94%	36.54%	33.08%
Adult Pay Per View TV	36.28%	33.43%	31.57%
MSNBC	36.02%	35.13%	34.52%
TV Info From Sunday TV Magazine	35.57%	34.38%	32.23%
Hallmark Channel	34.75%	33.32%	30.12%

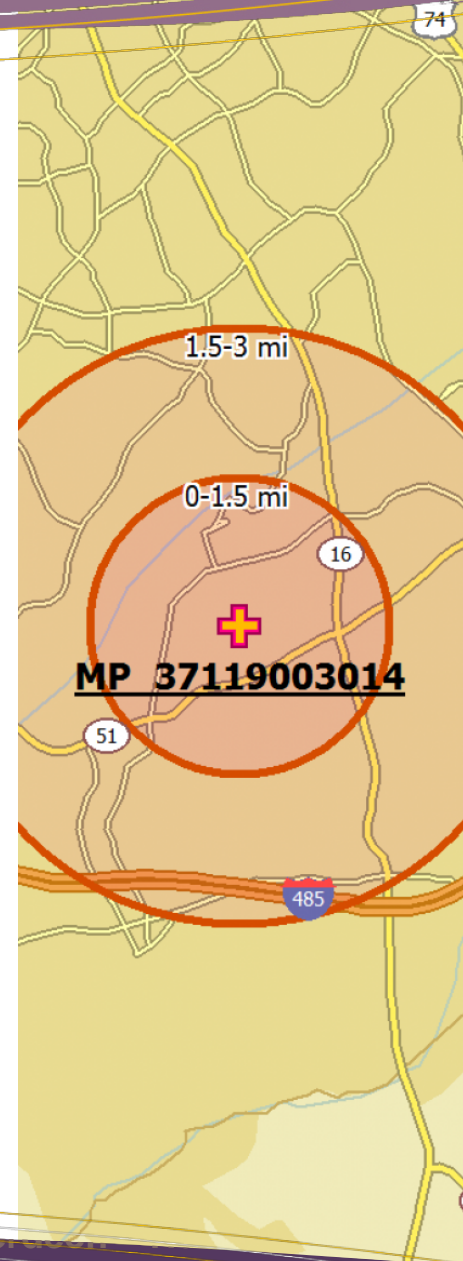
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Subscribe Digital Cable	34.08%	31.94%	30.39%
ESPN2	33.15%	31.76%	28.61%
Video-On-Demand	32.67%	30.98%	27.51%
Movies			
The Golf Channel	32.62%	31.53%	28.62%
ESPN News	32.37%	31.75%	26.86%
USA Network	32.07%	31.07%	28.01%
Adult Swim	31.68%	30.49%	28.93%
TCM (Turner Classic Movies)	31.5%	30.55%	28.2%
Discovery Health Channel	30.27%	30.71%	25.6%
BET (Black Entertainment TV)	29.62%	28.73%	26.78%
TV Info From Newspapers	28.97%	28.18%	27.51%
Nickelodeon	28.76%	28.34%	28.41%

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+)	28.18%	27.96%	25.04%
Medium Users (4-6)	13.92%	13.84%	12.99%
Light Users (1-3)	21.4%	21.43%	21.24%
Quintiles (20%)			
Newspaper I (Heavy)	0.66%	0.92%	1.38%
Newspaper II	1.33%	1.25%	1.43%
Newspaper III	2.28%	2.42%	2.43%
Newspaper IV	0.18%	0.24%	0.41%
Newspaper V (Light)	0.91%	1.01%	0.95%

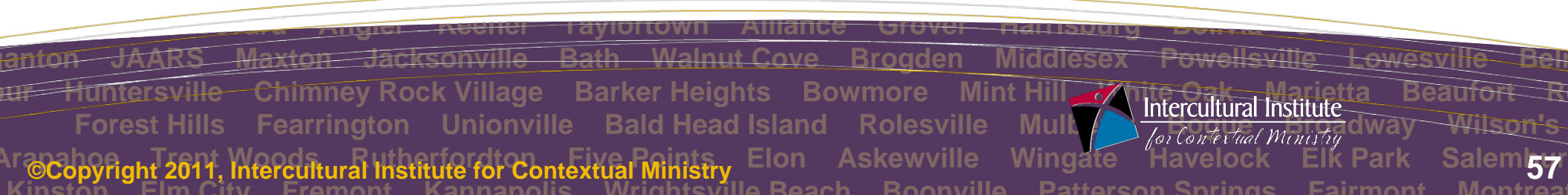
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.99%	19.25%	20.12%
Magazines II	7.87%	8.04%	8.82%
Magazines III	9.32%	9.3%	9.66%
Magazines IV	10.16%	10.75%	11.59%
Magazines V (Light)	0.53%	0.69%	0.67%
Outdoor I (Heavy)	8.15%	8.35%	8.35%
Outdoor II	2.57%	2.53%	2.81%
Outdoor III	2.99%	3.23%	3.74%
Outdoor IV	13.66%	14.39%	15.18%
Outdoor V (Light)	25.96%	25.43%	23.97%
Yellow Pages I (Heavy)	12.21%	12.16%	13.11%
Yellow Pages II	7.33%	7.09%	7.09%
Yellow Pages III	4.91%	4.99%	5.69%
Yellow Pages IV	16.54%	18.05%	20.06%
Yellow Pages V (Light)	2.57%	2.75%	3.26%

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.5%	2.54%	2.87%
Drive Time III (Medium)	0.57%	0.73%	0.68%
Radio IV & V (Light)	1.51%	1.62%	2.18%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.34%	9.56%	9.82%
Radio III (Medium)	5.32%	5.13%	5.06%
Radio IV & V (Light)	2.76%	2.95%	3.22%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	18.91%	18.91%	17.17%
Cable III (Medium)	3.78%	4.13%	4.68%
Cable IV & V (Light)	30.57%	31.94%	32.99%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.11%	3.24%	3.71%
Prime Time III (Medium)	1.69%	1.73%	1.82%
Prime Time IV & V (Light)	8.31%	8.32%	9.21%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.19%	42.61%	40.9%
Fringe III (Medium)	46.98%	46.97%	48.5%
Fringe IV (Light)	52.56%	53.14%	52.88%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.5%	11.55%	12.86%
All Day III (Medium)	22.32%	22.96%	23.15%
All Day IV (Light)	15.01%	14.41%	14.44%



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
Day-time Radio			
Listeners			
Dayparts [summary]	12.81%	13.41%	12.99%
6:00am - 10:00am	26.98%	26.84%	23.01%
10:00am - 3:00pm	8.12%	8.15%	8.5%
3:00pm - 7:00pm	13.51%	13.1%	13.65%
7:00pm - Midnight	19.15%	18.48%	16.31%
Midnight - 6:00am	6.09%	6.24%	6.28%
Weekend Radio			
Listeners			
Dayparts [summary]	14.76%	14.17%	14.54%
6:00am - 10:00am	6.06%	6.18%	5.54%
10:00am-3:00pm	10.02%	10.13%	9.06%
3:00pm - 7:00pm	7.31%	7.11%	7.2%
7:00pm - Midnight	11.06%	10.72%	10.1%
Midnight - 6:00am	14.83%	14%	12.8%

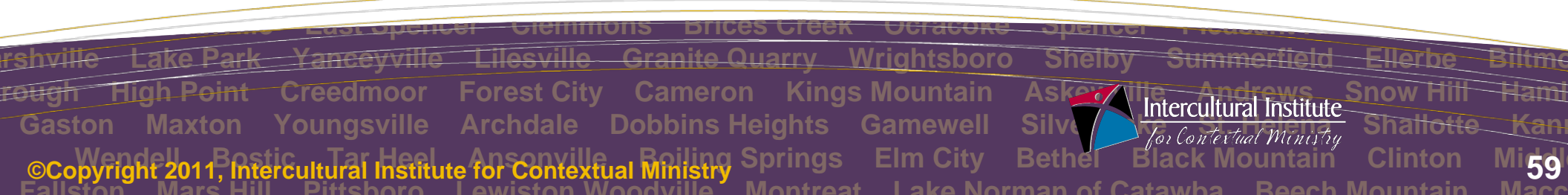
USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	12.99%	12.06%	10.81%
Saturday:	8.82%	8.87%	8.7%
8:00-11:00pm			
Sunday: 7:00-11:00pm	12.2%	11.54%	11.1%
9:00am-1:00pm	25.78%	25.92%	26.23%
9:00am-4:00pm	29.02%	29.52%	30.07%
4:00pm-7:00pm	34.39%	33.83%	32.58%
11:00pm-1:00am	42.88%	41.99%	41.94%
AVG Prime time	3.62%	3.58%	3.63%
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.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	22.19%	22.03%	20.52%
7-9am	33.15%	31.76%	28.61%
9am-12noon	21.34%	21.76%	21.89%
12noon-4pm	7.68%	7.76%	8.18%
4-6pm	65.05%	62.88%	57.77%
6-7pm	18.1%	18.19%	18.19%
7-7:30pm	1.45%	1.6%	1.88%
7:30-8pm	9.09%	9.87%	10.22%
8-11pm	12.99%	12.06%	10.81%
11pm-12am	36.02%	35.13%	34.52%
11pm-1am	42.88%	41.99%	41.94%
1-6am	42.77%	40.43%	37.26%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	27.35%	26.3%	23.16%
Sat: 10am-1pm	9.81%	10.09%	9.51%
Sat: 1-4pm	28.59%	27.73%	26.7%
Sat: 4-6pm	7.65%	8.12%	8.11%
Sat: 6-7pm	2.59%	2.63%	2.28%
Sat: 7-8pm	2.06%	1.84%	1.49%
Sat: 8-11pm	8.82%	8.87%	8.7%
Sat: 11pm-1am	6.24%	6.14%	5.94%
Sat: 1am-7pm	32.07%	31.07%	28.01%
Sun: 7-10am	1.68%	1.64%	1.99%
Sun: 10am-1pm	7.15%	6.49%	6.36%
Sun: 1-4pm	8.43%	7.88%	7.27%
Sun: 4-7pm	14.61%	14.17%	14.17%
Sun: 7-11pm	12.2%	11.54%	11.1%
Sun: 11pm-1am	5.13%	5.28%	5.42%
Sun: 1-7am	25.38%	24.75%	23.72%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

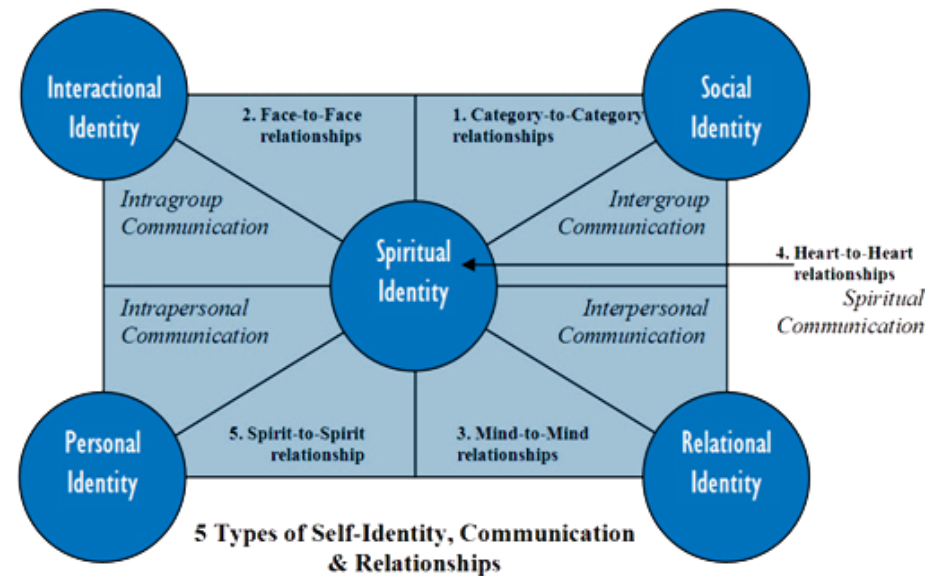


Establishing Redemptive Relationships

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

Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

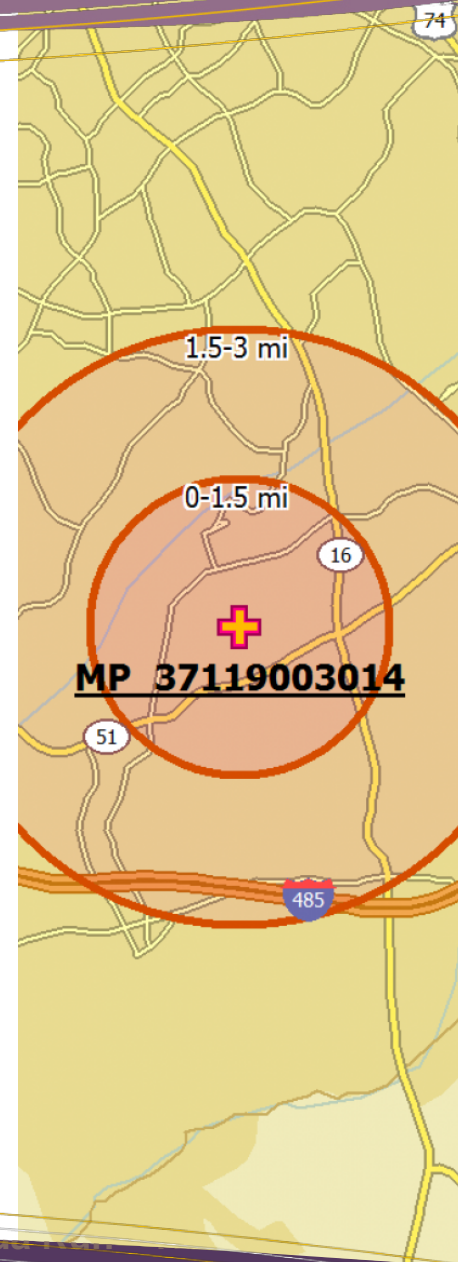


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Candlewyck - Charlotte	7200 Providence Rd Charlotte, NC 28226	1.41 mi	97	Insufficient Data
2	Carmel - Charlotte	1145 Pineville Matthews Rd Matthews, NC 28105	2.85 mi	2,422	Plateauing
3	Sharon - Charlotte	6411 Sharon Rd Charlotte, NC 28210	3.03 mi	194	Growing
4	McKee Road - Charlotte	4300 McKee Rd Charlotte, NC 28270	3.60 mi	76	Insufficient Data
5	Covenant - Charlotte	11724 Elm Ln Charlotte, NC 28277	3.74 mi	80	Declining
6	Korean Baptist Church of Charlotte	1015 S Trade St Matthews, NC 28105	4.05 mi	200	Insufficient Data
7	Victory - Cha	326 Regency Dr Charlotte, NC 28211	4.08 mi	0	Insufficient Data
8	Christ Center	1505 Kellen Way Apt 338 Charlotte, NC 28210	4.43 mi	0	Insufficient Data
9	First Baptist Church of Matthews	185 S Trade St Matthews, NC 28105	4.49 mi	736	Declining
10	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	4.61 mi	0	Plateauing
11	Pleasant Plains - Mat	3316 Pleasant Plains Rd Matthews, NC 28105	5.06 mi	120	Plateauing
12	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	5.30 mi	0	Insufficient Data
13	Stough Memorial - Pineville	705 Lakeview Dr Pineville, NC 28134	5.33 mi	450	Insufficient Data
14	East Baptist - Charlotte	6850 Monroe Rd Charlotte, NC 28212	5.61 mi	115	Declining
15	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	5.94 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Elevation - Matthews	11416 E Independence Blvd Suite N Matthews, NC 28105	6.11 mi	0	Insufficient Data
17	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	6.29 mi	98	Declining
18	Southview - Charlotte	100 Ann Marie Dr Charlotte, NC 28217	6.31 mi	42	Plateauing
19	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	6.63 mi	0	Insufficient Data
20	Bethany - Matthews	4301 Beulah Church Rd Weddington, NC 28104	6.66 mi	84	Plateauing
21	Sharon Forest - Charlotte	11020 East Harris Blvd Charlotte, NC 28212	6.80 mi	0	Insufficient Data
22	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	6.81 mi	1,650	Growing
23	Grace Covenant Community - Matthews	1329 Stallings Rd Matthews, NC 28104	6.88 mi	45	Growing
24	Korean Global Mission - Indian Trail	1329 Stallings Rd Matthews, NC 28104	6.88 mi	33	Plateauing
25	Weddington First - Weddington	348 Providence Rd S Weddington, NC 28173	6.93 mi	206	Growing
26	Charlotte South Fellowship - Matthews	2301 Stevens Mill Rd Matthews, NC 28104	6.95 mi	628	Insufficient Data
27	Idlewild - Matthews	12701 Idlewild Rd Matthews, NC 28105	6.97 mi	192	Plateauing
28	Eastern Hills - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	7.00 mi	276	Plateauing
29	Friendly Arab - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	7.00 mi	0	Insufficient Data
30	New Hope - Charlotte	7841 Idlewild Rd Charlotte, NC 28212	7.02 mi	82	Declining

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	7.06 mi	137	Insufficient Data
32	Mount Harmony - Matthews	2817 Mount Harmony Ch Rd Matthews, NC 28105	7.34 mi	433	Plateauing
33	Trinity - Charlotte	2009 W Arrowood Rd Charlotte, NC 28217	7.37 mi	83	Plateauing
34	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	7.43 mi	28	Insufficient Data
35	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	7.55 mi	75	Plateauing
36	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	7.55 mi	0	Insufficient Data
37	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	7.55 mi	0	Insufficient Data
38	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	7.67 mi	0	Insufficient Data
39	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	7.67 mi	0	Insufficient Data
40	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	7.67 mi	0	Insufficient Data
41	Hartis Grove - Indian Trail	4224 Blanchard Cir Indian Trail, NC 28079	7.68 mi	217	Growing
42	Zo Christian	5805 E Farm Pond Ln Charlotte, NC 28212	7.69 mi	0	Insufficient Data
43	Iglesia Bautista El Remanete	7203 Petal Ct Charlotte, NC 28227	7.75 mi	0	Insufficient Data
44	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	7.92 mi	0	Insufficient Data
45	Next Level Church	4317 Stevens Mill Rd Matthews, NC 28104	7.96 mi	0	Insufficient Data





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

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