

# MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119003102

REGION: Region 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

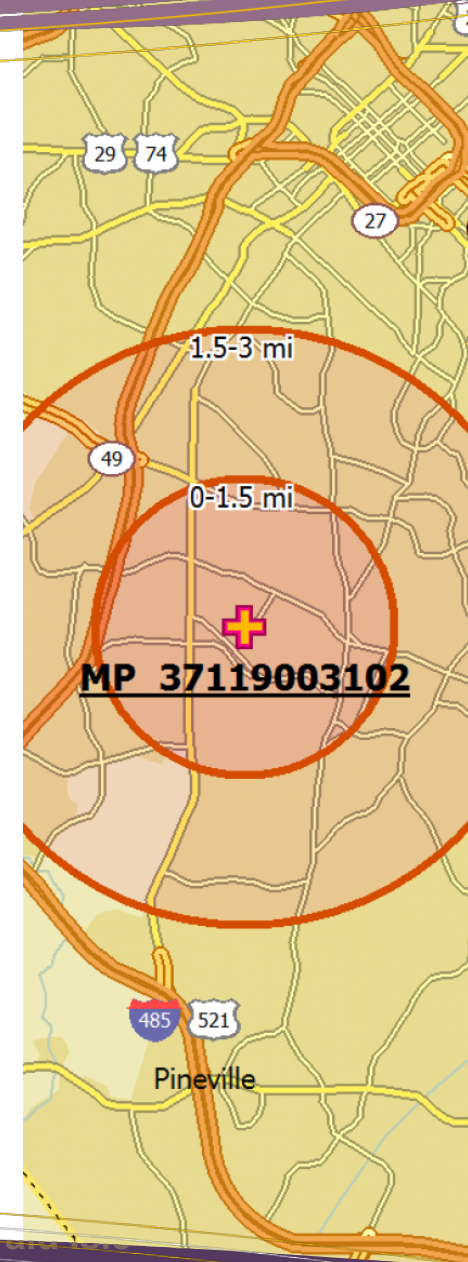
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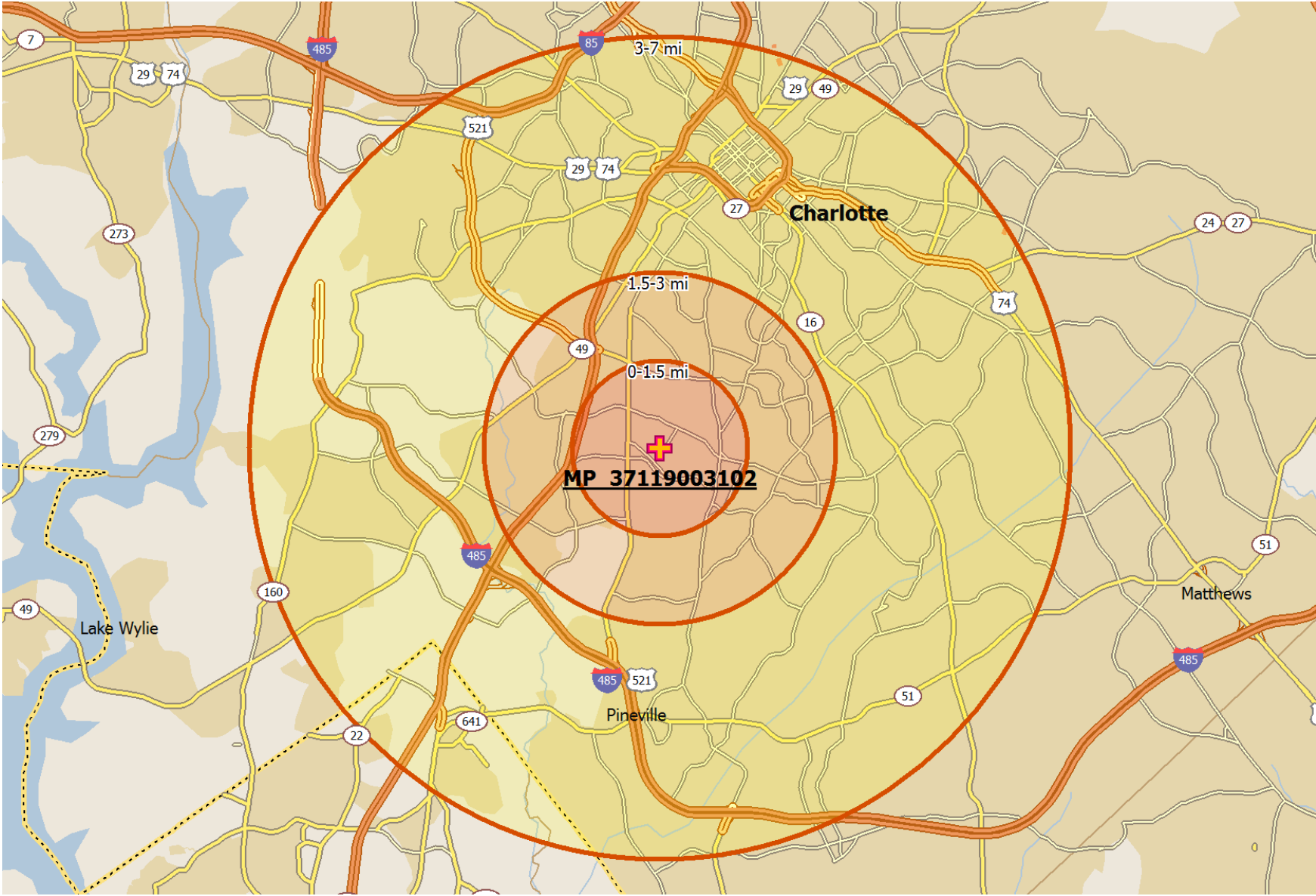
## Site Location Summary

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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28210	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

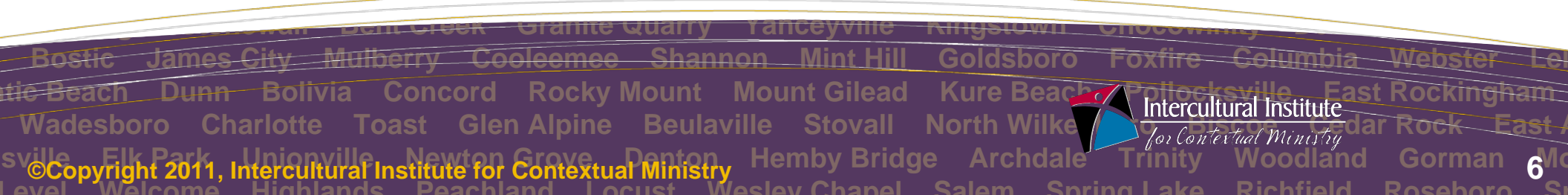
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan 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	22,172	59,179	257,840
2010 Households	9,304	26,692	105,321
2010 Group Quarters Population	25	437	6,892

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	64	65	66
Language Diversity National Index	66	57	60
Foreign Born Diversity National Index	40	60	35
Ancestry Diversity National Index	49	40	23
Racial Diversity National Index	82	78	81



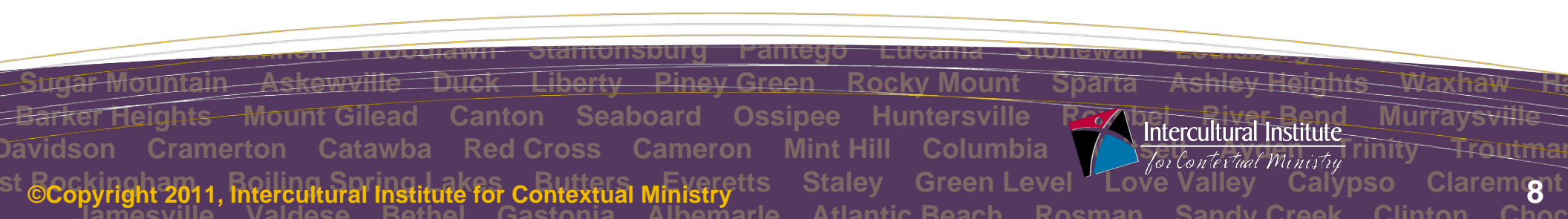




# Site Location Summary - Social Environment

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	1,191	12.8%
Mainstay Communities	Established, Diverse Households	265	2.85%
Working Communities	Blue-collar, Working Families	4,275	45.95%
Country Communities	Rural, Agri. & Mining Families	120	1.29%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,990	21.39%
Urban Communities	High Density, Inner-city Neighborhoods	1,462	15.71%





# 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).

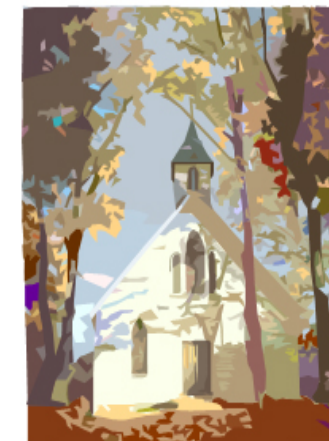
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	6,465	2.48%
Unreached %	71.17%	69.48%	97.63
Religious But NOT Evangelical HH	70,896	1,712	2.42%
Religious But NOT Evangelical %	19.33%	18.4%	95.21
Spiritual But NOT Relig or Evang HH	39,966	837	2.09%
Spiritual But NOT Relig or Evang %	10.9%	9%	82.58
Not Evangelical, Not Interested HH	150,766	3,915	2.6%
Not Evangelical, Not Interested %	41.1%	42.08%	102.38



# 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	11	7.43%
Active BCNC Attenders	22,756	2,181	9.58%
Active Evangelical Households	46,416	4,413	9.51%
Active Evangelical Percent	12.65%	12.26%	96.87
Inactive Evangelical Households	59,342	5,642	9.51%
Inactive Evangelical Percent	16.18%	15.67%	96.87
# New Churches Needed	35	7	19.77%



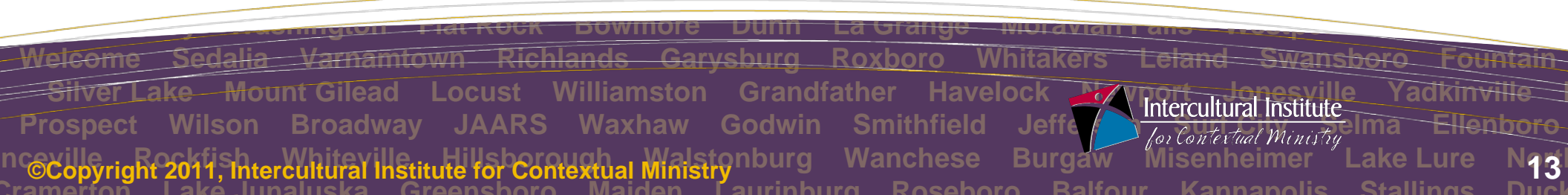


# Spirituality Indicators - 30 Closest BCNC Churches

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	Wedgewood - Charlotte	0.64 mi	0	Insufficient Data
2	Nations Ford Community - Charlotte	1.20 mi	1,650	Growing
3	Southview - Charlotte	1.47 mi	42	Plateauing
4	Woodlawn - Charlotte	1.64 mi	137	Insufficient Data
5	Sharon - Charlotte	2.68 mi	194	Growing
6	Christ Center	2.74 mi	0	Insufficient Data
7	Victory International	2.77 mi	0	Insufficient Data
8	Southside - Charlotte	2.80 mi	75	Plateauing
9	Iglesia Bautista Principe De Paz - Charlo	2.80 mi	0	Insufficient Data
10	Camino De Salvacion	2.80 mi	0	Insufficient Data
11	Trinity - Charlotte	2.87 mi	83	Plateauing
12	Dilworth - Charlotte	3.12 mi	28	Insufficient Data
13	Christian Mission - Charlotte	3.96 mi	0	Insufficient Data
14	Greater Mount Sinai - Charlotte	4.01 mi	0	Insufficient Data
15	New Shiloh - Charlotte	4.09 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Greater Galilee Baptist Church	4.11 mi	0	Insufficient Data
17	Pritchard Memorial - Charlotte	4.25 mi	390	Plateauing
18	Watershed - Charlotte	4.47 mi	0	Insufficient Data
19	Providence - Charlotte	4.50 mi	0	Plateauing
20	Asian Indian-Huntersville	4.50 mi	0	Insufficient Data
21	Tsimmeej - Charlotte	4.50 mi	0	Insufficient Data
22	True Destiny Christian Church	4.65 mi	18	Insufficient Data
23	Antioch - Charlotte	4.66 mi	0	Insufficient Data
24	Charlotte First - Charlotte	4.71 mi	1,262	Declining
25	Charlotte First Deaf - Charlotte	4.71 mi	28	Insufficient Data
26	All Nations - Charlotte	4.71 mi	0	Insufficient Data
27	Westview - Charlotte	4.94 mi	19	Declining
28	The Impact	5.18 mi	0	Insufficient Data
29	Calvary - Charlotte	5.33 mi	184	Plateauing
30	Stough Memorial - Pineville	5.41 mi	450	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.

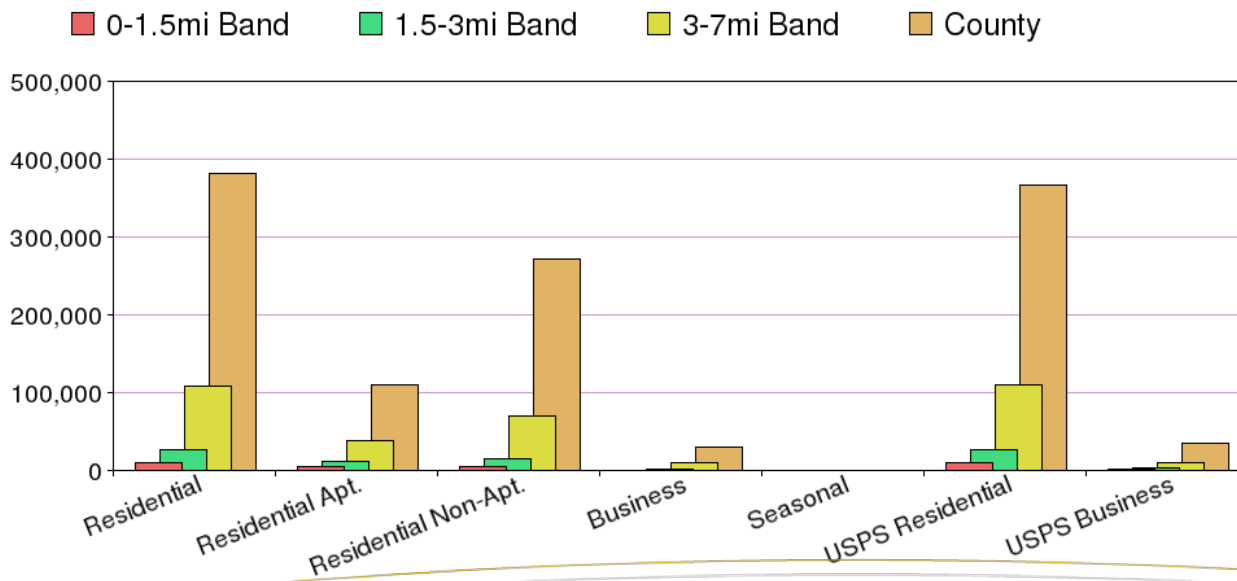
# Current Demographic Summary

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	18,686	3.66%
2000 Population	695,454	19,651	2.83%
2010 Population	937,663	22,172	2.36%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	8,207	4.1%
2000 Households	273,416	8,344	3.05%
2010 Households	366,792	9,304	2.54%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	9,565
Residential Apt.	4,415
Residential Non-Apt.	5,150
Business	770
Seasonal	0
USPS Residential	10,454
USPS Business	1,101

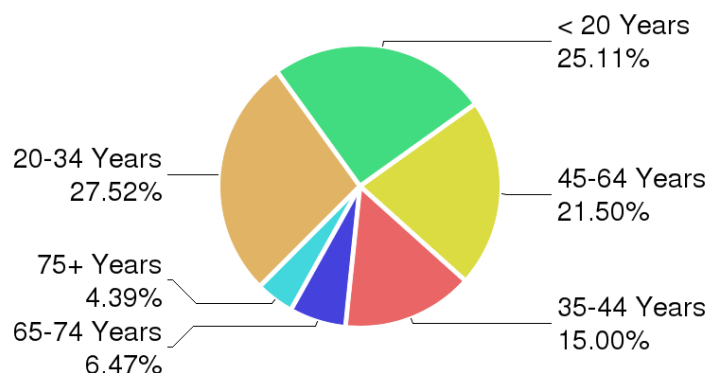
# Current Demographic Summary

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%	5.49%	86.59
4-5 Years	3.07%	2.59%	84.36
6-8 Years	4.54%	3.95%	87
9-11 Years	4.24%	3.57%	84.2
12-13 Years	2.69%	2.27%	84.39
14-17 Years	5.2%	4.77%	91.73
18-19 Years	2.54%	2.47%	97.24
0-5 Years	9.4%	8.08%	85.96
6-12 Years	10.13%	8.68%	85.69
13-19 Years	9.08%	8.35%	91.96
< 20 Years	28.61%	25.11%	87.77
20-34 Years	22.3%	27.52%	123.41
35-44 Years	16.07%	15%	93.34
45-64 Years	23.74%	21.5%	90.56
65-74 Years	5.27%	6.47%	122.77
75+ Years	4.01%	4.39%	109.48
Median Age	34	37	107.81
Median Age (Male)	33	34	102.36
Median Age (Female)	35	38	108.5

Age Group Percentages



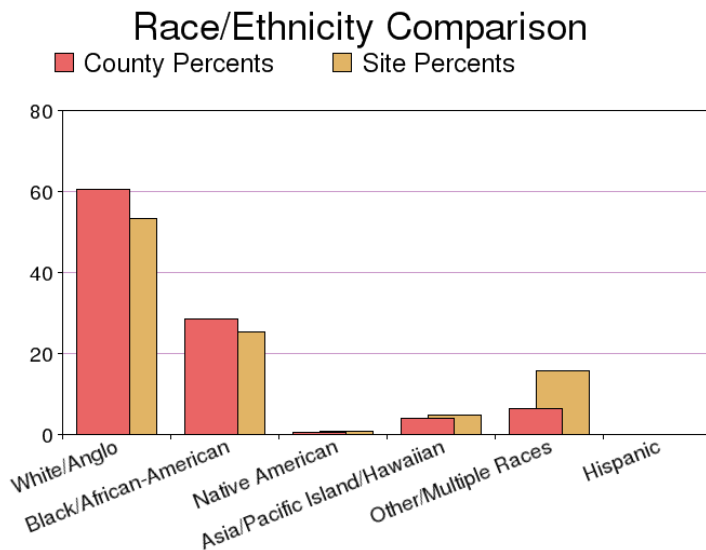


# Current Demographic Summary

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%	53.38%	88.04
Black, African-American	28.53%	25.23%	88.41
Native American	0.54%	0.85%	159.06
Asian	3.9%	4.61%	118.32
Pacific Island, Hawaiian	0.13%	0.2%	152.86
Other/Multiple Races	6.27%	15.73%	250.9
Hispanic	0%	39.97%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	14,678	
Less than 9th Grade	4.09%	7.71%	52.98
No High School Diploma	6.37%	6.95%	91.62
High School Graduate	21%	25.58%	82.12
Some College, no degree	19.56%	23.3%	83.95
Associate Degree	8.07%	7.87%	102.61
College Degree	27.74%	20.82%	133.24
Graduate/Prof. degree	13.17%	7.77%	169.38

# 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%	6.89%	153.94
\$10,000 to \$19,999	8.27%	10.89%	131.59
\$20,000 to \$29,999	9.74%	14.06%	144.3
\$30,000 to \$49,999	19.13%	26.92%	140.71
\$50,000 to \$59,999	9.04%	10.59%	117.11
\$60,000 to \$69,999	7.91%	7.28%	91.98
\$70,000 to \$79,999	6.92%	6.14%	88.7
\$80,000 to \$89,999	5.44%	4.51%	82.92
\$90,000 to \$99,999	4.02%	2.84%	70.6
\$100,000 to \$124,999	8.94%	4.39%	49.04
\$125,000 to \$149,999	5.22%	1.89%	36.25
\$150,000 to \$199,999	5.18%	1.5%	29.04
\$200,000 to \$249,999	1.81%	0.46%	25.46
\$250,000 or more	3.39%	1.63%	48.19
Median Household	58,654	43,013	73.33
Average Household	82,011	60,749	74.07
Per Capita Household	32,656	25,492	78.06
Family/Non-Family Household Income			
Median Family Income	71,577	52,902	73.91
Average Family Income	99,468	74,365	74.76
Median Non-Family Income	42,692	35,661	83.53
Average Non-Family Income	53,590	40,282	75.17

# 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%	52.52%	84.77
Families with Children	33.85%	26.99%	79.74
Families without Children	28.1%	25.53%	90.84
<b>Non-Family Households</b>			
% Non-Family Households	38.05%	47.48%	124.79
Non-Families with Children	0.4	0.57	142.82
Non-Families without Children	37.65	46.92	124.6
<b>Housing Units</b>			
			Index
Total Housing Units	405,664	10,330	
Vacant percent	9.58%	9.93%	103.65
Owned percent	57.54%	42.1%	73.16%
Rented Percent	32.87%	47.96%	145.88
<b>Households by Size</b>			
			Index
Avg household size	2.51	2.38	94.82
Avg family hh size	3.27	3.24	99.08
Avg non-family hh size	1.27	1.43	112.6
<b>Households By Count of Persons</b>			
			Percent
One	113,032	3,552	3.14%
Two	106,697	2,525	2.37%
Three or Four	110,837	2,249	2.03%
Five+	36,226	978	2.7%



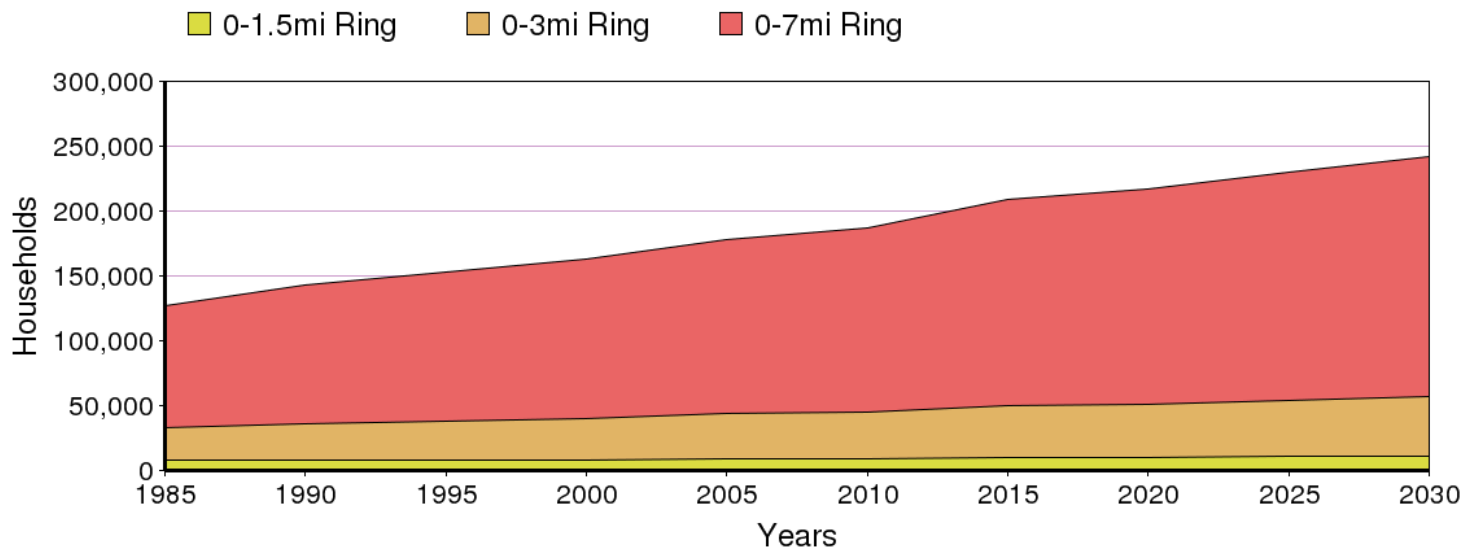
# Projected Demographic Summary

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	18,686	3.66%
2000 Population	695,454	19,651	2.83%
2010 Population	937,663	22,172	2.36%
2015 Population	1,057,744	24,499	2.32%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	8,207	4.1%
2000 Households	273,416	8,344	3.05%
2010 Households	366,792	9,304	2.54%
2015 Households	417,045	10,281	2.47%

Household Change from 1985 to 2030





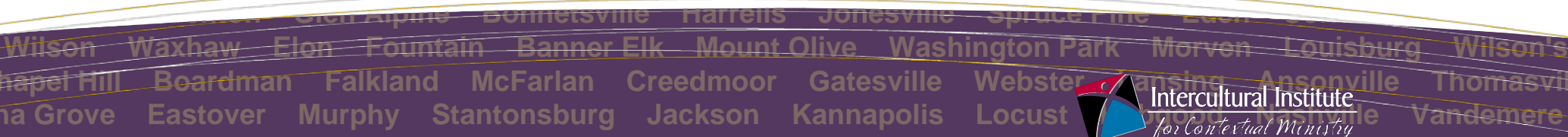
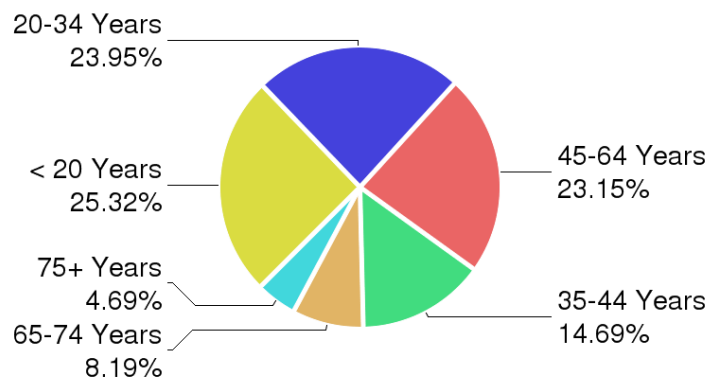
# Projected Demographic Summary

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	5.49%	4.98%	90.71
4-5 Years	2.59%	2.54%	98.07
6-8 Years	3.95%	3.97%	100.51
9-11 Years	3.57%	3.8%	106.44
12-13 Years	2.27%	2.47%	108.81
14-17 Years	4.77%	4.99%	104.61
18-19 Years	2.47%	2.56%	103.64
0-5 Years	8.08%	7.53%	93.19
6-12 Years	8.68%	9.01%	103.8
13-19 Years	8.35%	8.78%	105.15
< 20 Years	25.11%	25.32%	100.84
20-34 Years	27.52%	23.95%	87.03
35-44 Years	15%	14.69%	97.93
45-64 Years	21.5%	23.15%	107.67
65-74 Years	6.47%	8.19%	126.58
75+ Years	4.39%	4.69%	106.83
Median Age	34	39	113.88
Median Age (Male)	33	36	108.62
Median Age (Female)	35	41	116.15

Projected Age Group Percentages



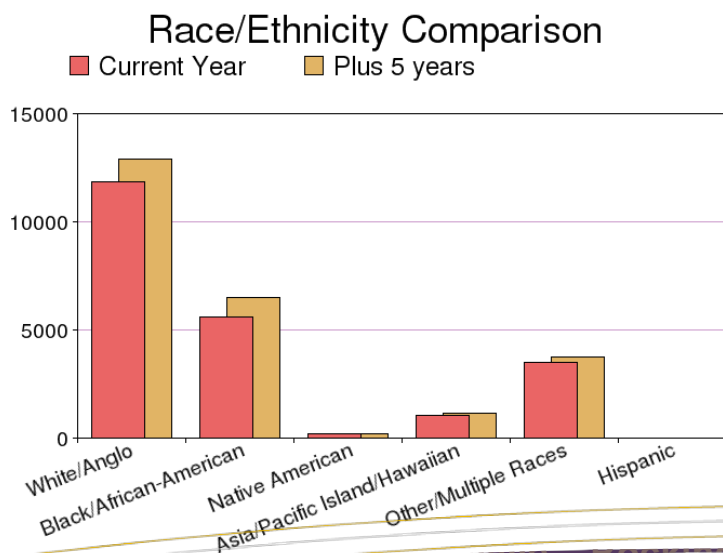
# Projected Demographic Summary

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	53.38%	52.61%	98.55
Black, African-American	25.23%	26.47%	104.92
Native American	0.85%	0.85%	100.08
Asian	4.61%	4.56%	99
Pacific Island, Hawaiian	0.2%	0.23%	112.62
Other/Multiple Races	15.73%	15.28%	97.15
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	14,678	16,271	
Less than 9th Grade	7.71%	7.33%	95.07
No High School Diploma	6.95%	5.85%	84.2
High School Graduate	25.58%	26.35%	103.04
Some College, no degree	23.3%	21.71%	93.19
Associate Degree	7.87%	8.57%	108.95
College Degree	20.82%	21.36%	102.61
Graduate/Prof. degree	7.77%	8.81%	113.37



# 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.

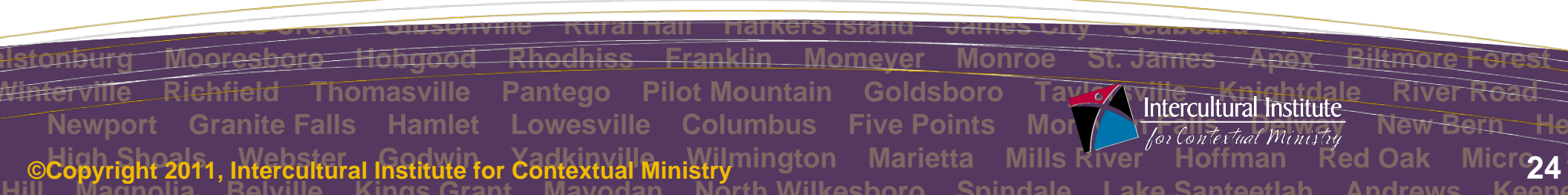
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	6.89%	6.49%	94.17
\$10,000 to \$19,999	10.89%	11.03%	101.31
\$20,000 to \$29,999	14.06%	13.79%	98.11
\$30,000 to \$49,999	26.92%	26.03%	96.67
\$50,000 to \$59,999	10.59%	10.5%	99.23
\$60,000 to \$69,999	7.28%	7.19%	98.78
\$70,000 to \$79,999	6.14%	6.19%	93.98
\$80,000 to \$89,999	4.51%	4.74%	98.47
\$90,000 to \$99,999	2.84%	2.82%	99.41
\$100,000 to \$249,999	4.39%	4.9%	111.79
\$125,000 to \$149,999	1.89%	2.07%	109.52
\$150,000 to \$199,999	1.5%	1.73%	115.06
\$200,000 to \$249,999	0.46%	0.54%	117.86
\$250,000 or more	1.63%	1.75%	107.17
Median Household	43,013	44,024	102.35
Average Household	60,749	63,774	104.98
Per Capita Household	25,492	26,763	104.99
<b>Family/Non-Family Household Income</b>			
Median Family Income	52,902	54,040	102.15
Average Family Income	74,365	78,920	106.13
Median Non-Family Income	35,661	37,367	104.78
Average Non-Family Income	40,282	42,152	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	52.52%	51.84%	98.72
Families with Children	26.99	26.9	99.69
Families without Children	25.53	27.42	107.42
<b>Non-Family Households</b>			
% Non-Family Households	47.48%	48.16%	101.41
Non-Families with Children	0.57	0.49	101.41
Non-Families without Children	46.92	47.67	101.61
<b>Housing Units</b>			
Total Housing Units	10,330	11,436	110.71%
Vacant percent	9.93%	10.1%	101.69
Owned percent	42.1%	41.62%	98.87
Rented Percent	47.96%	48.28%	100.67
<b>Households by Size</b>			
Avg household size	2.38	2.38	100%
Avg family hh size	3.24	3.32	102.47%
Avg non-family hh size	1.43	1.37	95.8%
<b>Households By Count of Persons</b>			
One	3,552	4,096	115.32%
Two	2,525	2,633	104.28%
Three or Four	2,249	2,450	108.94%
Five+	978	1,103	112.78%





# 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	3,916	5,837	18,220
Northern Europe	41	188	756
Western Europe	105	292	1,040
Southern Europe	122	203	604
Eastern Europe	81	177	1,140
Other Europe	0	0	0
Eastern Asia	30	192	1,399
So. Central Asia	119	444	890
SE Asia	446	489	2,403
Western Asia	18	45	458
Other Asia	3	7	65

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Eastern Africa	6	13	332
Middle Africa	0	0	75
Northern Africa	19	70	90
Southern Africa	6	18	53
Western Africa	41	198	510
Other Africa	7	0	48
Oceania	22	47	132
Caribbean	96	232	651
Central Amer.	2,248	2,271	5,696
South America	477	815	1,369
North America	29	136	509
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	12,753	40,194	177,691
Spanish	3,671	4,047	11,335
Other Indo-Euro language	516	1,682	6,496
French (incl. Patois, Cajun)	86	273	1,469
French Creole	0	20	176
Italian	15	33	287
Portuguese	0	23	197
German	92	374	1,262
Yiddish	2	6	34
Other West Germanic	28	19	85
A Scandinavian Language	0	7	87
Greek	156	302	989
Russian	6	52	259
Polish	10	12	111
Serbo-Croatian	47	17	442
Other Slavic Language	2	75	135
Armenian	0	0	11
Persian	0	26	165
Gujarathi	27	110	259
Hindi	12	41	123
Urdu	17	89	29

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	9	57	190
Asian/PI languages	0	0	0
Chinese	10	118	958
Japanese	9	78	276
Korean	22	73	602
Mon-Khmer, Cambodian	0	0	367
Miao, Hmong	0	0	142
Thai	0	70	60
Laotian	23	0	348
Vietnamese	412	360	1,223
Other Asian	13	67	191
Tagalog	42	14	244
Other Pacific Is	12	1	134
Other languages	122	274	1,237
Navajo	0	0	0
Other Native N. American	22	0	47
Hungarian	0	0	34
Arabic	28	67	587
Hebrew	0	0	23
African languages	54	193	430
Other unspecified	18	14	116

# 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	15,728	41,469	174,559
Arab	46	176	1,046
Armenian	28	5	32
Austrian	19	86	221
British	79	347	1,139
Canadian	48	92	351
Croatian	8	16	86
Czech	6	56	314
Czechoslovak	0	29	107
Danish	18	73	228
Dutch	169	354	1,332
English	1,083	4,412	15,932
European	93	498	2,361
Finnish	58	45	217
French (not Basque)	193	695	2,494
French Canadian	29	95	634
German	1,418	4,215	14,855
Greek	203	363	1,536
Hungarian	29	95	423
Iranian	0	20	210

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	886	2,792	12,047
Italian	353	1,115	5,929
Lithuanian	23	34	231
Norwegian	52	191	873
Polish	164	436	2,299
Portuguese	0	55	172
Romanian	9	13	149
Russian	77	197	1,097
Scandinavian	14	31	105
Scotch-Irish	709	2,356	7,923
Scottish	240	1,162	4,299
Slovak	10	65	215
Subsaharan African	253	612	2,615
Swedish	52	279	1,022
Swiss	28	96	321
Ukrainian	19	86	377
US/American	1,630	3,939	14,513
Welsh	66	185	915
West Indian	43	144	598
Yugoslavian	27	13	343
Other	7,546	15,994	74,991

# 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

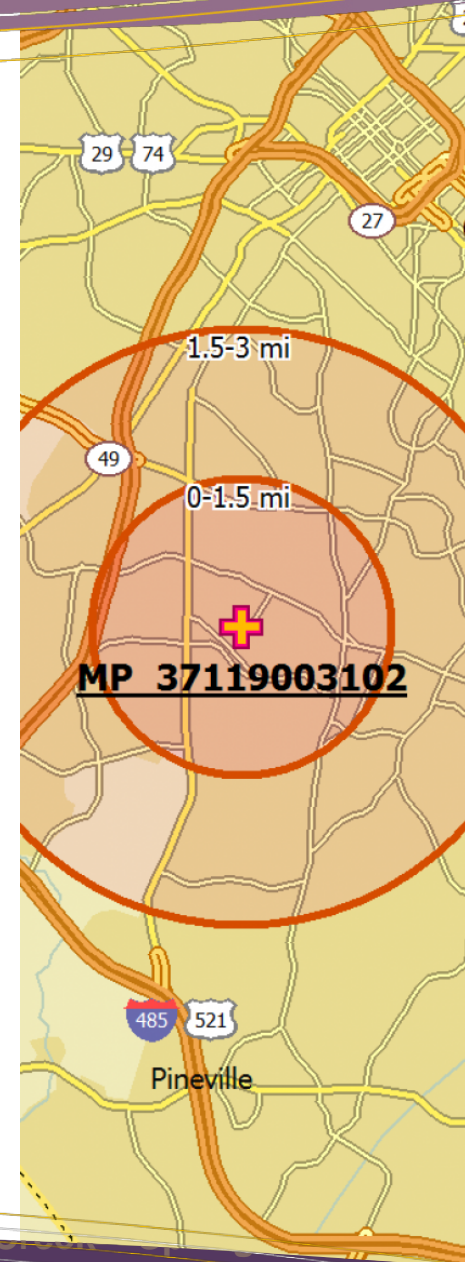
## *Issues for Your Consideration - continued*

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	9,304	100%	6,935	100%
<b>AFFLUENT SUBURBIA</b>	23	0.25%	16	0.23%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	7	0.08%	5	0.07%
Small Town Success	16	0.17%	11	0.16%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	1,168	12.55%	801	11.55%
Status Conscious Consumers	21	0.23%	15	0.22%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	943	10.14%	633	9.13%
Solid Suburban Mix	18	0.19%	14	0.2%
2nd Generation Success	53	0.57%	39	0.56%
Successful Urban Sprawl	133	1.43%	100	1.44%
<b>SM TWN SUCCESS</b>	258	2.77%	281	4.05%
Successful Urban Sprawl	139	1.49%	100	1.44%
2nd City Homebodies	0	0%	99	1.43%
Prime Middle America	46	0.49%	0	0%
Urban Optimists	0	0%	32	0.46%
Family Convenience	73	0.78%	0	0%
Mid-Market Enterprise	0	0%	50	0.72%



# 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	9,304	100%	6,935	100%
<b>BLUE COLLAR BACKBONE</b>	1,024	11.01%	721	10.4%
Nuevo Hispanic Fam.	1,024	11.01%	721	10.4%
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>	7	0.08%	5	0.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	7	0.08%	5	0.07%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	3,251	34.94%	2,231	32.17%
Steadfast Conservative	2,680	28.8%	1,837	26.49%
Moderate Conventionalists	260	2.79%	175	2.52%
Southern Blues	311	3.34%	219	3.16%
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	9,304	100%	6,935	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	1,990	21.39%	1,426	20.56%
Young Cosmopolitans	52	0.56%	41	0.59%
Minority Metro Communities	706	7.59%	523	7.54%
Stable Careers	684	7.35%	493	7.11%
Aspiring Hispania	548	5.89%	369	5.32%
RURAL VILLAGES & FARMS	120	1.29%	442	6.37%
Aspiring Hispania	0	0%	369	5.32%
Industrious Country Living	0	0%	0	0%
America's Farmland	120	1.29%	0	0%
Comfy Country Living	0	0%	73	1.05%
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	9,304	100%	6,935	100%
<b>STRUGGLING SOCIETIES</b>	564	6.06%	384	5.54%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	563	6.05%	383	5.52%
Struggling city Centers	1	0.01%	1	0.01%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	898	9.65%	628	9.06%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	874	9.39%	611	8.81%
Urban Diversity	24	0.26%	17	0.25%
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?



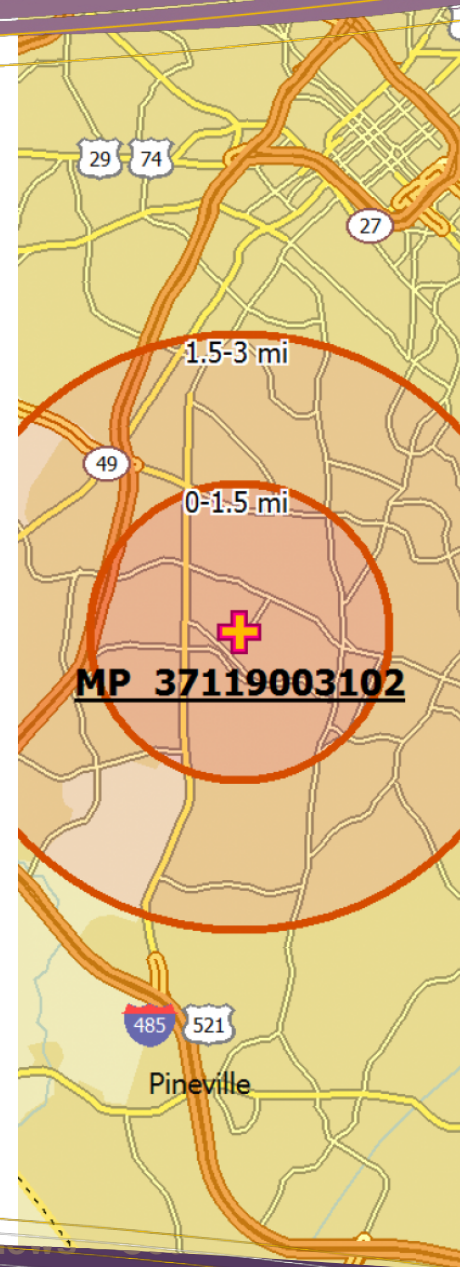
## Potential Cultural Bridges

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	73%	76%	78%
Use Comp. for Internet/E-mail	54%	60%	62%
Internet Use: E-Mail	44%	52%	55%
Use Comp. for Comp. Games	35%	35%	38%
Use Comp. for Word Processing	33%	41%	43%
Use Comp. for Education	32%	32%	34%
Use Comp. for Shopping	30%	36%	39%
Use Comp. for Banking	28%	34%	36%
Use Comp. for Digital Camera	27%	32%	34%
Photo Editing			
HH Owns DVD Player	26%	30%	32%

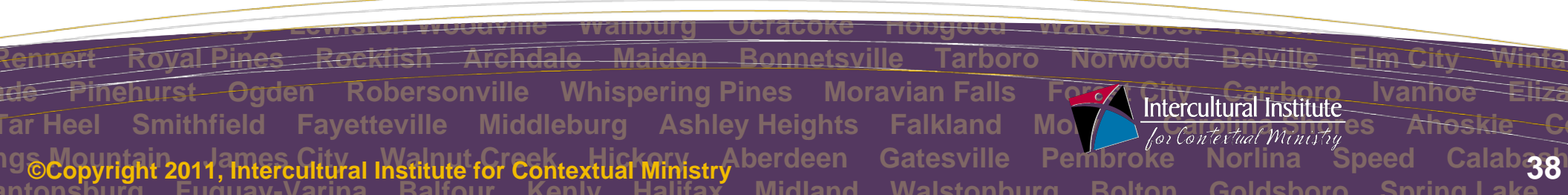
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	25%	31%	32%
Internet Use: Banking	23%	29%	30%
Use Comp. for News/Info./Data Service	21%	26%	28%
PC-Network-HH Has One	17%	20%	23%
Use Comp. for Personal Financial Mngmnt	12%	16%	19%
Internet Use: Research/ Education	12%	14%	15%
Internet Use: Shopping: Gathered Info. for Shopping	11%	15%	17%
Use Comp. for Accounting	10%	15%	17%
Internet Use: Read Magazines/ Newspapers	10%	13%	14%
Internet Use: Shopping: Made A Purchase	10%	14%	15%

# 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	66%	68%	69%
Dining Out (Not Fast Food)	51%	58%	59%
Reading Books	50%	57%	58%
Card Games	37%	39%	40%
Cooking for Fun	34%	38%	39%
Go To A Beach/Lake	33%	37%	38%
Board Games	29%	30%	31%
Gardening	29%	29%	30%
Going To	20%	22%	22%
Bars/Nightclubs/Dancing			
Visit Museum	19%	25%	26%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	64%	65%	65%
Gen./Fam. Practitioner	37%	37%	36%
Dentist	26%	30%	30%
None Of These	21%	21%	22%
Backache	20%	20%	20%
Eye Dr.	19%	22%	21%
Hypertension/High Blood Pressure	18%	18%	17%
High Cholesterol	17%	17%	17%
Any Arthritis	14%	14%	13%
Overweight (30 Pounds Or More)	13%	12%	11%





# 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	27.42%	31.65%	33.06%
Live Theater	18.68%	24.79%	26.12%
Rock/Pop Concerts Most Often	15.66%	17.05%	17.83%
Live Theater Most Often	15.01%	20.07%	20.89%
Dance Performance	9.86%	11.2%	11.72%
Comedy Club	9.8%	10.07%	11.02%
Movies: Comedy	39.13%	40.5%	42.48%
Movies: Action/Adventure	38.46%	39.53%	41.7%
Movies: Drama	19.92%	23.39%	25.31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	19.57%	21.34%	22.86%
Movies: Fam.	19.55%	18.88%	20.14%
Movies: Mystery	16.45%	18.66%	20.02%
MLB Baseball Reg. Season	7.04%	9.25%	10.4%
NFL Football Reg. Season	6.16%	7.21%	7.94%
College Football Reg. Season	4.56%	6.2%	7.59%
NBA Basketball Reg. Season	3.29%	4.55%	5.18%
College Basketball Reg. Season	3.03%	4.35%	5.47%
NHL Hockey Reg. Season	2.63%	3.55%	4.25%

# 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	39.07%	42.78%	43.2%
Swimming	28.23%	31.79%	33.1%
Bowling	20.99%	20.26%	20.84%
Billiards/Pool	19.42%	18.64%	18.89%
Jogging/Running	16.53%	17.95%	18.85%
Basketball	16.05%	14.92%	15.31%
Weight Training	15.11%	17.72%	19.35%
Freshwater Fishing	14.25%	12.75%	12.73%
Using Cardio Machine	13.74%	16.39%	17.26%
Camping Trips	12.96%	11.64%	11.61%
Baseball	12.94%	10.52%	10.41%
Stationary Cycling	12.1%	13.01%	13.61%
Golf	11.37%	13.46%	14.4%
Mountain/Road Biking	10.89%	12.76%	13.28%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	10.8%	11.7%	12.26%
Football	10.74%	9.46%	9.63%
Soccer	10.4%	9.63%	8.6%
Volleyball	9.75%	7.66%	7.72%
Backpacking/Hiking	9.48%	10.96%	10.97%
Softball	8.27%	7.66%	7.51%
Target Shooting	7.87%	6.45%	6.16%
Tennis	7.67%	9.06%	9.21%
Yoga	7.52%	9.26%	9.2%
Hunting	6.72%	5.59%	5.64%
Saltwater Fishing	6.47%	6.31%	6.52%
Power Boating	6.17%	6.6%	6.98%
Canoeing/Kayaking	5.89%	6.17%	6.37%
Roller Skating	5.82%	5.6%	5.79%

# 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
Motorcycling	5.58%	4.72%	4.7%
Horseback Riding	5.43%	5.2%	4.97%
Ice Skating	4.92%	5.25%	5.78%
Racquetball	4.85%	3.82%	3.78%
Hockey	4.46%	3.67%	3.42%
Water Skiing	4.35%	4.01%	4.15%
Downhill & X-Country Skiing	4.27%	5.35%	5.9%
Martial Arts	4.15%	4.12%	4.1%
Jet Skiing	4.14%	3.99%	4.46%
Archery	4.05%	3.15%	3.15%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snorkeling	3.98%	4.89%	5.44%
Rock Climbing	3.98%	3.82%	3.68%
Fly Fishing	3.95%	3.44%	3.65%
Snowboarding	3.48%	3.45%	3.49%
Skateboarding	3.48%	2.9%	2.89%
Snowmobiling	3.39%	2.87%	2.92%
Auto Racing	3.01%	2.5%	2.66%
Rowing	2.68%	2.81%	2.74%
Sailing	2.6%	3.26%	3.61%
Surfing & Windsurfing	2.57%	2.57%	2.85%

## 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.

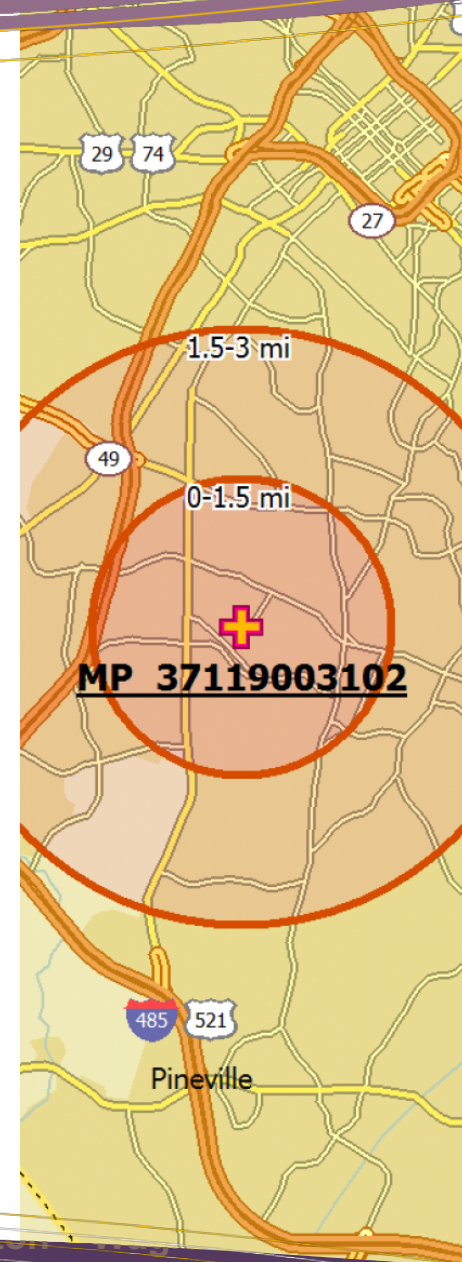
### BIBLICAL BARRIERS

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.

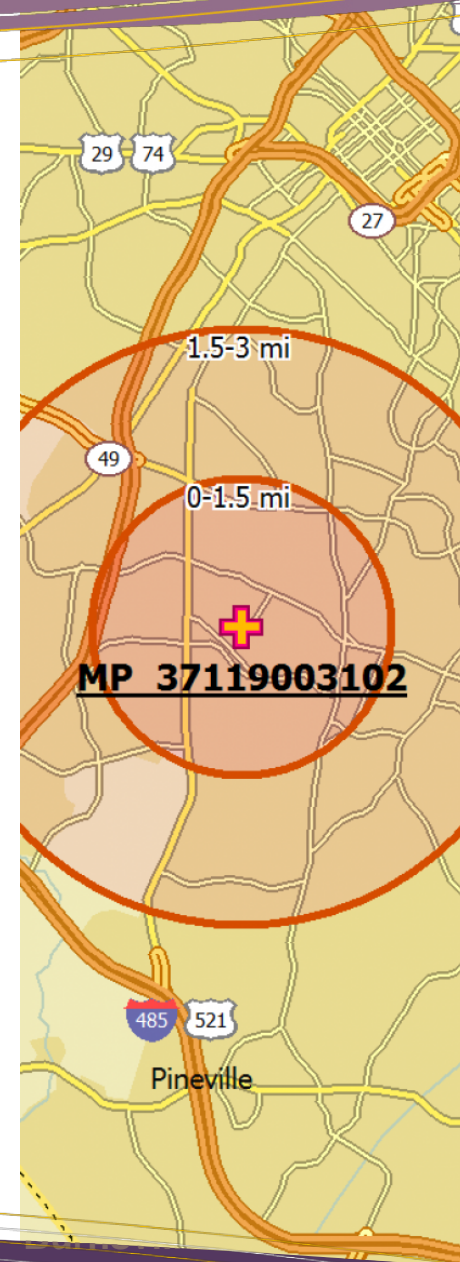
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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).

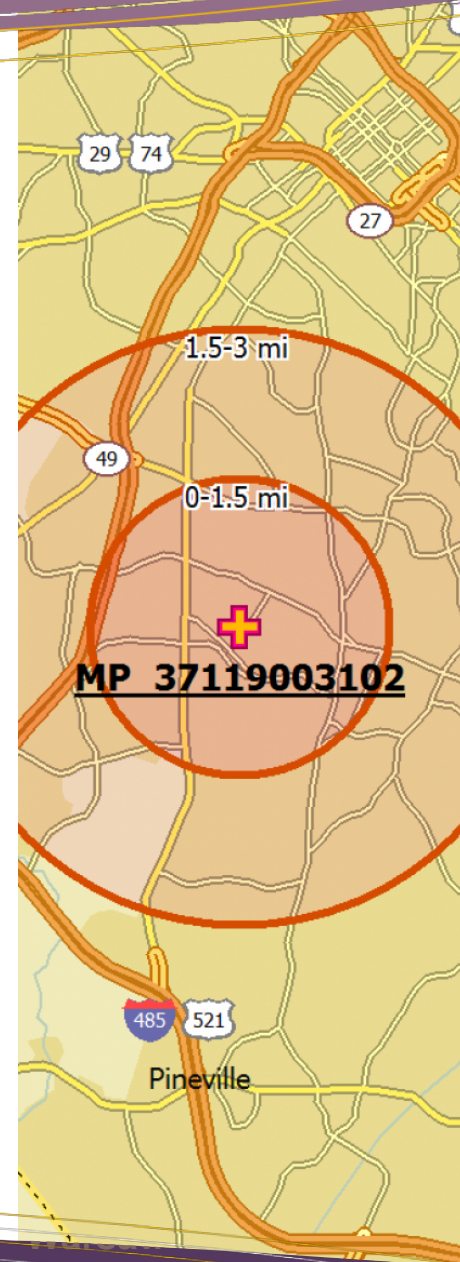
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	50%	51%
Prefer To Have Few Possessions As Possible	37%	40%	40%
Like Control Over People And Resources	37%	34%	33%
Woman's Place Is In The Home	36%	34%	32%
Find It Difficult To Say No To My Kids	35%	36%	37%
Speak My Mind Even If It Upsets People	35%	35%	35%
Don't Judge People/Way They Live	29%	30%	30%
Friends More Important Than My Fam.	28%	30%	29%
Too Much Sponsorship In Arts/Sports	27%	23%	23%
If Won Lottery Would Never Work Again	27%	31%	31%
Like To Do Unconventional Things	27%	25%	25%
Money Is Best Measure Of Success	26%	26%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	22%	22%	21%
Marijuana Should Be Legalized	21%	22%	22%
I Am A Workaholic	21%	20%	20%
Like to Stand Out In A Crowd	20%	19%	20%
Only Work Current Job for The Money	16%	16%	14%
We Should Strive for Equality for All	16%	16%	16%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Happy With My Standard Of Living	14%	17%	17%
Indulge My Kids With The Little Extras	13%	11%	9%
On Whole People Get What They Deserve	11%	12%	12%
I Am A Perfectionist	10%	10%	9%
More Important Do Duty Than Enjoy Life	9%	7%	7%

## Potential Cultural Themes

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

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

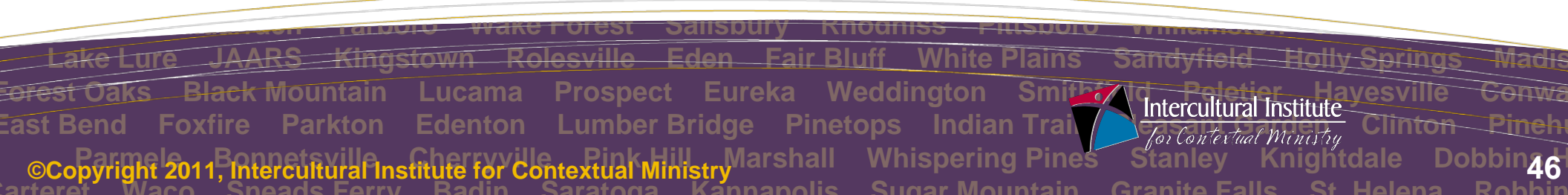


# Potential Cultural Themes:

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

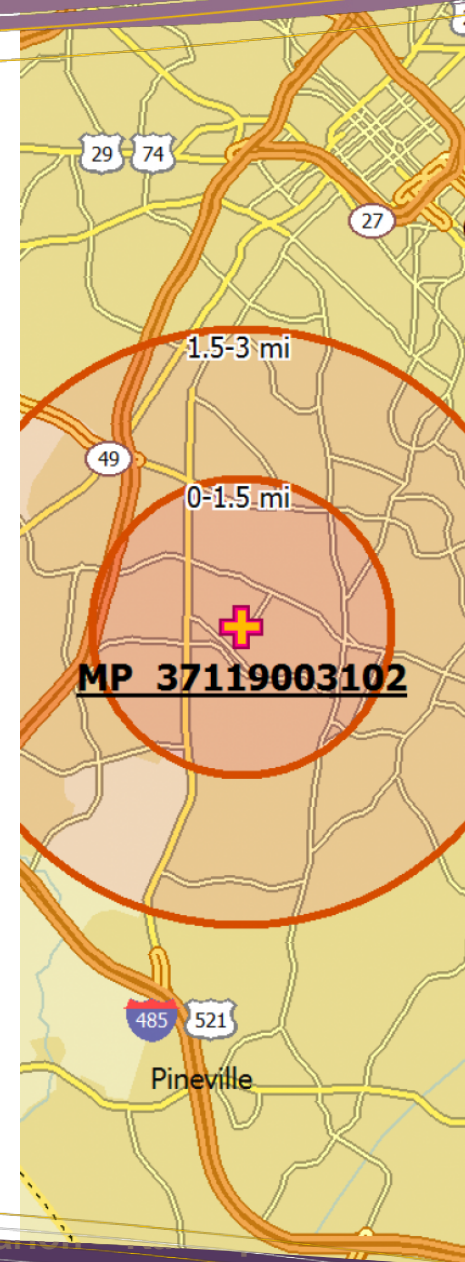
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	59%	59%
Important To Respect Customs And Beliefs	57%	62%	64%
Like To Understand About Nature	39%	40%	39%
Prefer To Have Few Possessions As Possible	37%	40%	40%
Important Feel Respected By My Peers	35%	35%	35%
Prefer Work Part Of Team Than Alone	34%	33%	33%
Important To Juggle Various Tasks	34%	32%	31%
Good At Fixing Things	30%	28%	28%
Have Keen Sense Of Adventure	27%	28%	28%
Like To Just Enjoy Life	25%	25%	25%
People Have To Take Me As They Find Me	23%	26%	26%
Consider Myself Interested In The Arts	21%	19%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Worried About Pollution Caused By Cars	19%	23%	23%
Real Men Don't Cry	18%	18%	17%
Looking for New Ideas To Improve Home	18%	15%	16%
Is An Important Part Of Who I Am	17%	16%	16%
Try Not To Worry About The Future	16%	16%	16%
Provide My Kids With The Little Extras	15%	13%	12%
Enjoy Spending Time With My Fam.	13%	12%	12%
Children Should Be Allowed To Express Themselves	8%	7%	6%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	7%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	5%	4%	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.



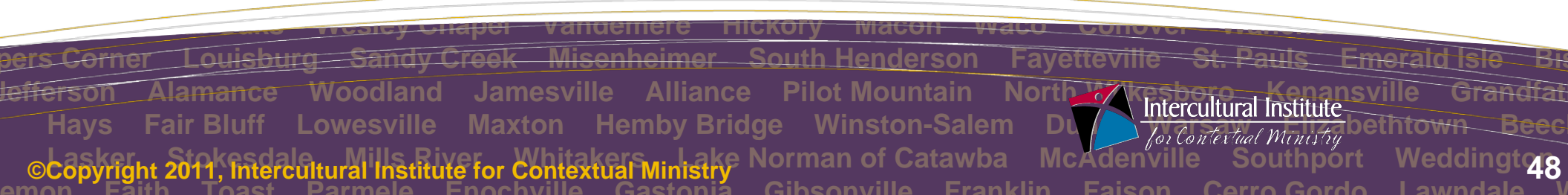


# Potential Shared Places:

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
Fast Food/Drive-In	84%	81.98%	82.69%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.28%	78.98%	79.09%
Houses-Visit Any			
McDonald's	53.34%	52.77%	53.7%
Burger King	40.07%	35.99%	35.38%
Taco Bell	28.45%	26.57%	26.39%
Subway	28.1%	27.43%	28.38%
Kentucky Fried Chicken (KFC)	27.9%	25.09%	26.36%
Wendy's	27.32%	27.08%	28.46%
Applebee's	26.24%	25.89%	26.73%
Pizza Hut	23.09%	19.89%	19.56%
Arby's	19.39%	18.27%	19.3%
Olive Garden	19.11%	19.46%	20.28%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Domino's Pizza	16.92%	14.79%	14.34%
Red Lobster	16.25%	15.52%	16%
Dairy Queen	15.28%	13.56%	13.83%
Denny's	14.98%	13.33%	12.35%
IHOP (International House Of Pancakes)	14.39%	15.1%	15.42%
Starbucks	12.94%	15.21%	16.85%
TGI Friday's	12.61%	13.48%	14.92%
Outback Steakhouse	12.6%	14.7%	16.05%
Chili's Grill and Bar	12.5%	13.74%	15.04%
Dunkin' Donuts	12.4%	12.16%	12.9%
Sonic	12.21%	10.99%	11.27%
Jack-In-The-Box	11.99%	10.67%	9.56%



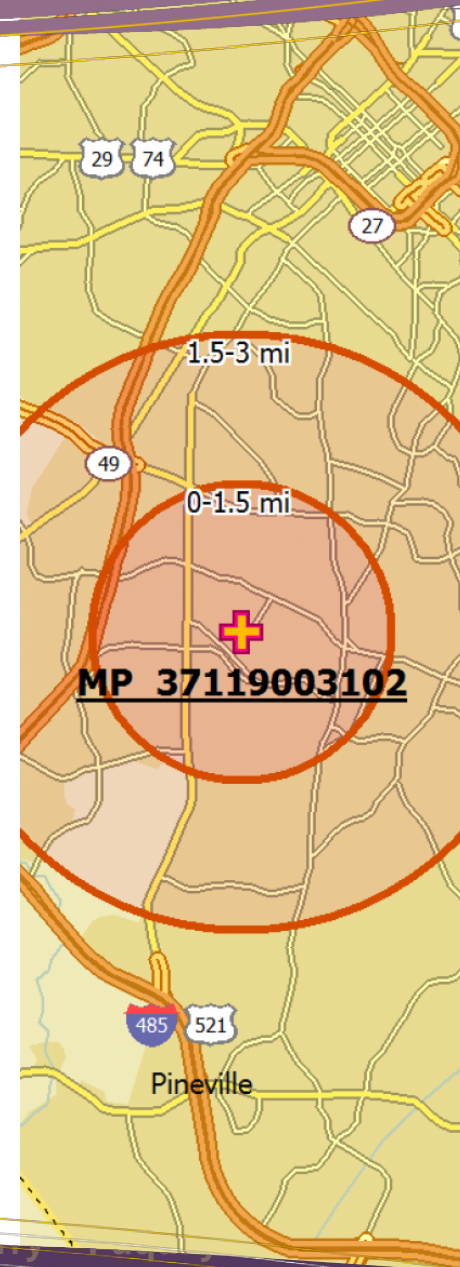


## Potential Shared Projects

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.

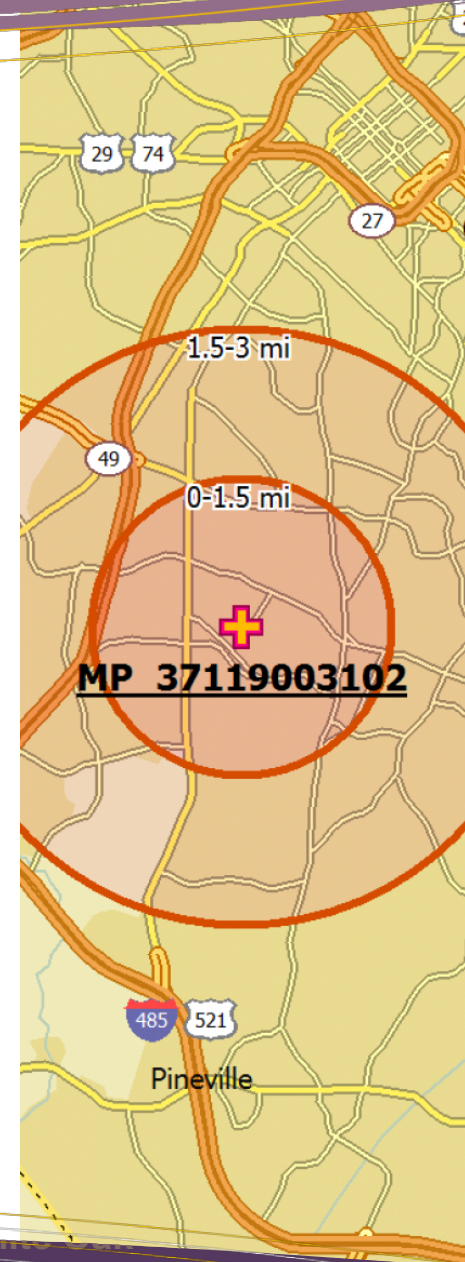
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	43.06%	46.27%	47.21%
Recycled products	33.17%	37.35%	37.61%
Worked as volunteer (non political)	14.5%	16.99%	17.92%
Engaged in fund raising	10.58%	11.33%	11.73%
Religious club member	6.87%	7.38%	7.68%
Wrote to editor of mag or newspaper	5.46%	6.02%	6.08%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to elected offcl about publ bus	5.13%	6.51%	6.87%
Charitable Organization	4.94%	6.01%	6.2%
Took active part in local civic issue	4.87%	5.51%	5.8%
Union member	4.76%	4.95%	4.92%
Church Board	4.4%	4.7%	4.86%
Fraternal order member	4.2%	4.27%	4.22%

## 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	15.55%	19.54%	20.25%
Children's Books	12.06%	13.34%	14.12%
Mystery	10.48%	12.58%	12.96%
Cookbooks	9.68%	10.98%	11.15%
Religious (not Bibles)	8.13%	8.55%	8.88%
History	6.94%	8.36%	8.46%
Personal/Business	6.58%	7.83%	8.21%
Self-help			
Biography	6.5%	7.93%	8.2%
Romance	6.08%	6.28%	6.71%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	64.79%	68.41%	69.74%
Distributed			
Gen. Editorial	45.34%	49.37%	50.76%
Womens	39.96%	42.83%	44.19%
Service	29.97%	33.09%	35.05%
Mens	19.35%	20.52%	20.18%
Business/Finance	15.25%	20.9%	22.78%
Sports	14.94%	16.56%	16.91%
Automotive	14.27%	12.75%	11.93%
Parenthood	13.38%	12.63%	13.43%



# 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	50.28%	53.46%	54.27%
Classified	31.37%	29.17%	29.59%
Sport	30.48%	32.18%	32.61%
Business/Finance	25.84%	30.8%	32.05%
Editorial Page	25.77%	28.17%	29.09%
Comics	24.8%	25.45%	25.51%
Movie Listings & Reviews	24.69%	27.11%	27.6%
Food/Cooking	22.52%	24.46%	25.47%
TV/Radio Listings	21.63%	22.88%	23.3%
Home/Gardening	19.06%	20.65%	21.6%
Travel	17.74%	20.98%	21.86%
Science/Technology	15.48%	18.08%	18.77%
Fashion	13.73%	15.38%	16.09%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	21.85%	20.62%	19.4%
Urban Contemporary	18.49%	18.05%	20.08%
Adult Contemporary	15.35%	17.34%	17.81%
Country	15.15%	13.35%	13.44%
Hispanic	11.73%	7.07%	4.57%
Variety	11.65%	10.81%	10.24%
Rock	11.61%	11.32%	10.72%
Oldies	11.26%	11.07%	11.28%
News/Talk	9.89%	12.93%	13.96%
Alternative	8.47%	10.6%	11.2%
Classic Rock	8.14%	9.28%	9.42%
Religious	6.19%	6.24%	5.94%
All News	5.72%	8.36%	8.85%
Jazz	5.24%	6.95%	7.4%
Soft Contemporary	5.24%	6.37%	7.1%
All Talk	4.16%	5.79%	5.43%
Sports	3.6%	4.87%	5.35%
Classic Hits	3.54%	3.6%	3.66%



# 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	62.28%	63.22%	63.94%
Satellite Dish	53.63%	48.29%	50.46%
Soapnet	50.08%	51.27%	51.92%
Other Video-On-Demand	42.35%	40.25%	41.09%
Sci-Fi Channel	36.37%	35.88%	36.09%
MSNBC	33.03%	32.48%	33.11%
Adult Pay Per View TV	32.67%	28.99%	29.36%
Subscribe Digital Cable	31.89%	28.82%	29.99%
TV Info From Sunday TV Magazine	29.26%	29.77%	29.78%
Comedy Central	28.35%	36.5%	38.67%
Nickelodeon	28.02%	26.64%	27.14%
ABC Fam.	26.01%	29.45%	30.32%

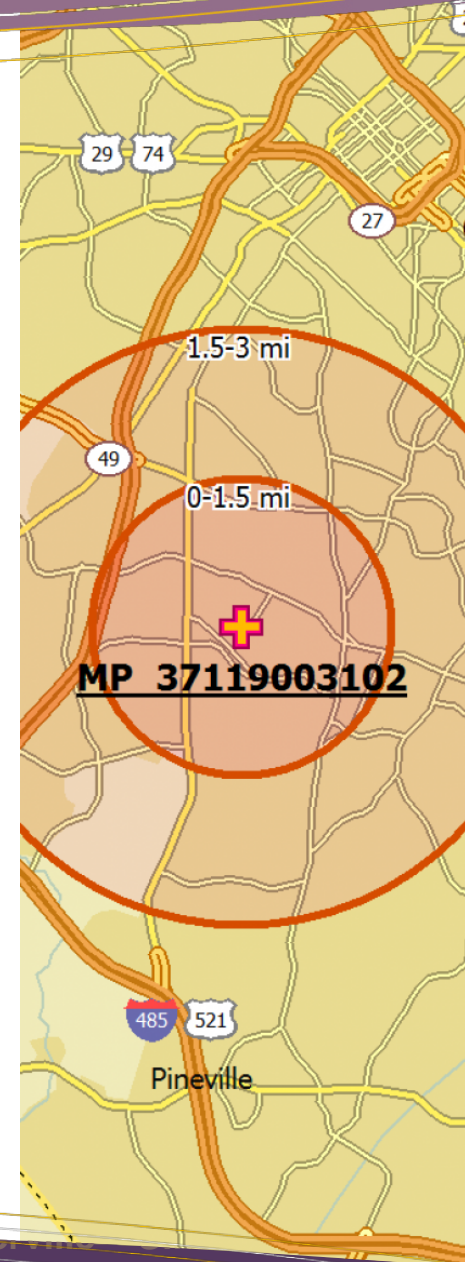
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Newspapers	25.48%	25.29%	26.1%
Adult Swim	24.81%	24.75%	25.55%
Nick At Nite	24.22%	24.29%	24.95%
Hallmark Channel	24.16%	25.83%	27.31%
TCM (Turner Classic Movies)	23.69%	25.34%	26.21%
BET (Black Entertainment TV)	23.31%	24.28%	25.85%
TV Info From Monthly Cable Guide	22.68%	22.45%	23.59%
USA Network	22.45%	24.81%	25.34%
The Golf Channel	21.77%	24.4%	25.53%
ESPN2	21.37%	25.03%	27.29%
Lifetime	21.08%	21.16%	21.9%
Video-On-Demand Movies	21.04%	21.86%	23.76%

## Communication Media Usage

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

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

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

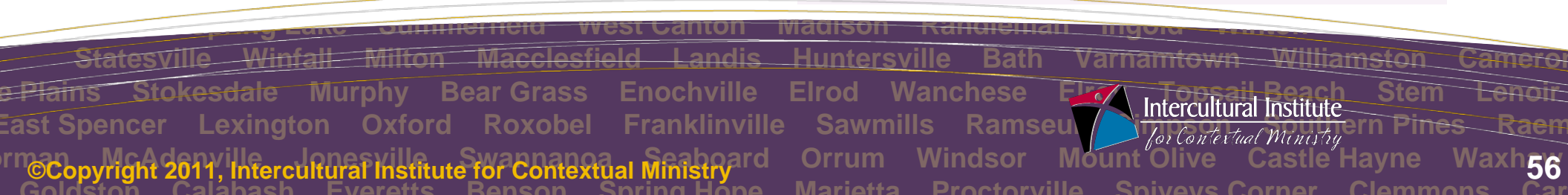


# Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	17.77%	21.51%	22.48%
Medium Users (4-6)	9.93%	11.3%	11.52%
Light Users (1-3)	20.91%	20.96%	20.4%
Quintiles (20%)			
Newspaper I (Heavy)	1.68%	1.59%	1.34%
Newspaper II	1.85%	1.79%	1.61%
Newspaper III	1.94%	2.25%	2.38%
Newspaper IV	0.56%	0.45%	0.39%
Newspaper V (Light)	0.83%	0.81%	0.93%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.16%	19.82%	20.44%
Magazines II	9.22%	9.25%	9.42%
Magazines III	9.82%	9.41%	9.9%
Magazines IV	12.65%	11.62%	11.82%
Magazines V (Light)	0.72%	0.78%	0.76%
Outdoor I (Heavy)	9.94%	9.65%	9.04%
Outdoor II	4.56%	3.51%	3.44%
Outdoor III	5.26%	4.32%	4.16%
Outdoor IV	17.52%	16.7%	16.05%
Outdoor V (Light)	23.81%	23.7%	23.98%
Yellow Pages I (Heavy)	16.81%	14.9%	14.14%
Yellow Pages II	8.11%	8.03%	7.78%
Yellow Pages III	7.77%	7.15%	7.1%
Yellow Pages IV	23.79%	23%	21.91%
Yellow Pages V (Light)	5.58%	4.31%	3.97%

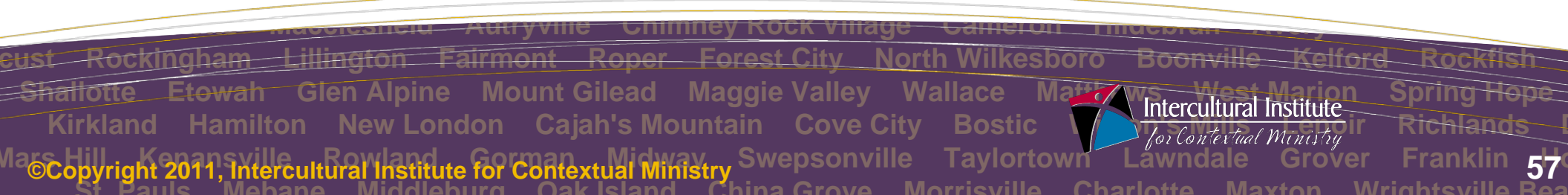


# Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.3%	3.2%	3.04%
Drive Time III (Medium)	0.92%	0.81%	0.76%
Radio IV & V (Light)	3.29%	2.76%	2.53%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.58%	9.01%	9.93%
Radio III (Medium)	4.76%	4.8%	4.81%
Radio IV & V (Light)	3.82%	3.54%	3.61%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.19%	14.77%	15.89%
Cable III (Medium)	4.85%	5.06%	4.99%
Cable IV & V (Light)	33.76%	34.58%	34.66%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.04%	4.58%	4.02%
Prime Time III (Medium)	1.61%	1.66%	1.7%
Prime Time IV & V (Light)	8.9%	8.87%	9.75%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	37.67%	40.39%	40.55%
Fringe III (Medium)	52.9%	50.78%	50.09%
Fringe IV (Light)	53.95%	53.91%	53.49%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	16.78%	14.24%	14.06%
All Day III (Medium)	24.86%	23.98%	23.73%
All Day IV (Light)	17.15%	15.75%	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]	11.52%	12.21%	12.4%
6:00am - 10:00am	15.25%	19.72%	21.55%
10:00am - 3:00pm	8.16%	9.17%	10.68%
3:00pm - 7:00pm	15.05%	13.95%	14.67%
7:00pm - Midnight	12.9%	14.85%	15.35%
Midnight - 6:00am	5.81%	6.61%	7.44%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.27%	13.85%	14.52%
6:00am - 10:00am	3.71%	5.07%	5.19%
10:00am-3:00pm	6.09%	7.98%	8.35%
3:00pm - 7:00pm	6.85%	6.46%	7.77%
7:00pm - Midnight	9.01%	9.18%	9.99%
Midnight - 6:00am	10.81%	12.17%	13.69%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.13%	8.06%	9.16%
Saturday:	8.71%	8.61%	8.71%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.74%	9.28%	10.13%
9:00am-1:00pm	24.22%	24.29%	24.95%
9:00am-4:00pm	28.13%	28.38%	29.02%
4:00pm-7:00pm	30.49%	30.66%	30.93%
11:00pm-1:00am	42.05%	40.5%	41.17%
AVG Prime time	3.94%	3.76%	4.17%
Mon-Sun			





# 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*

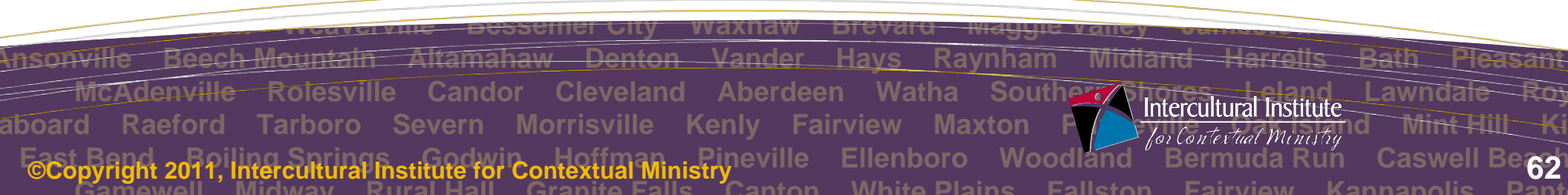
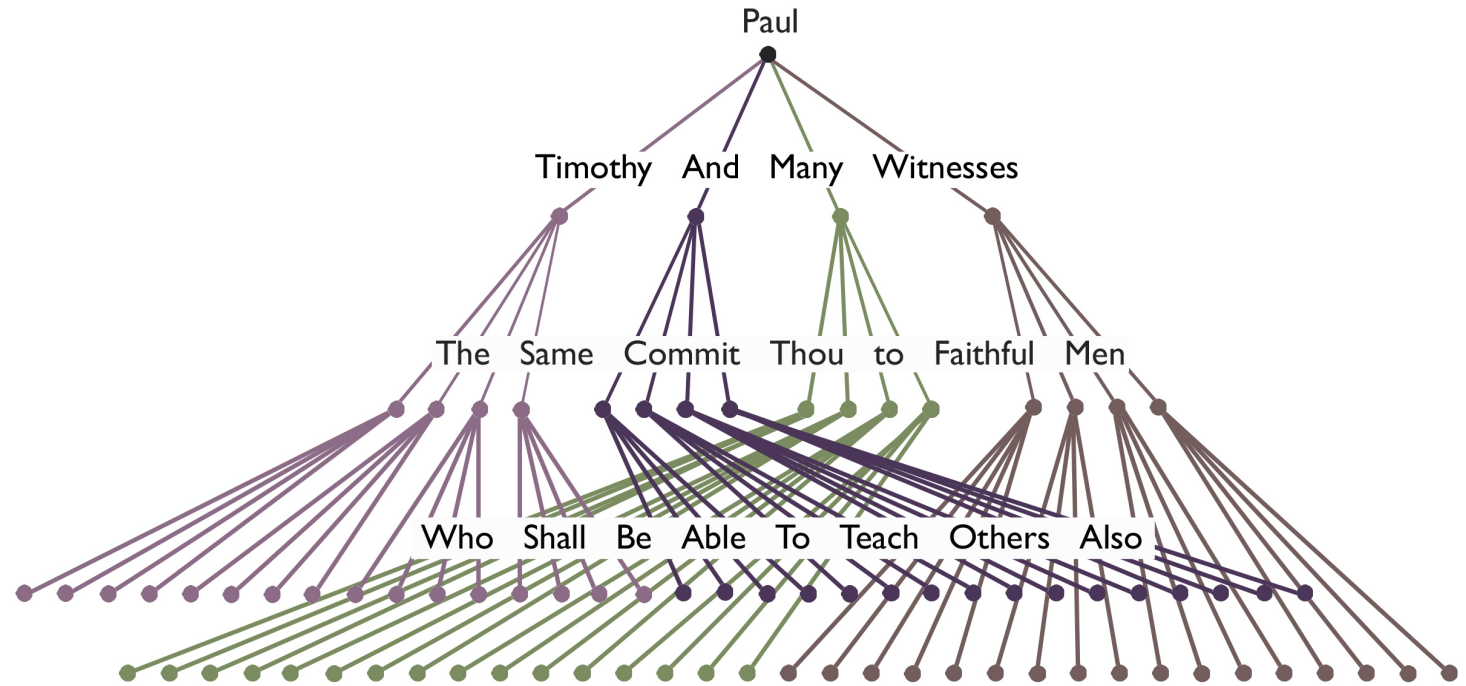
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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



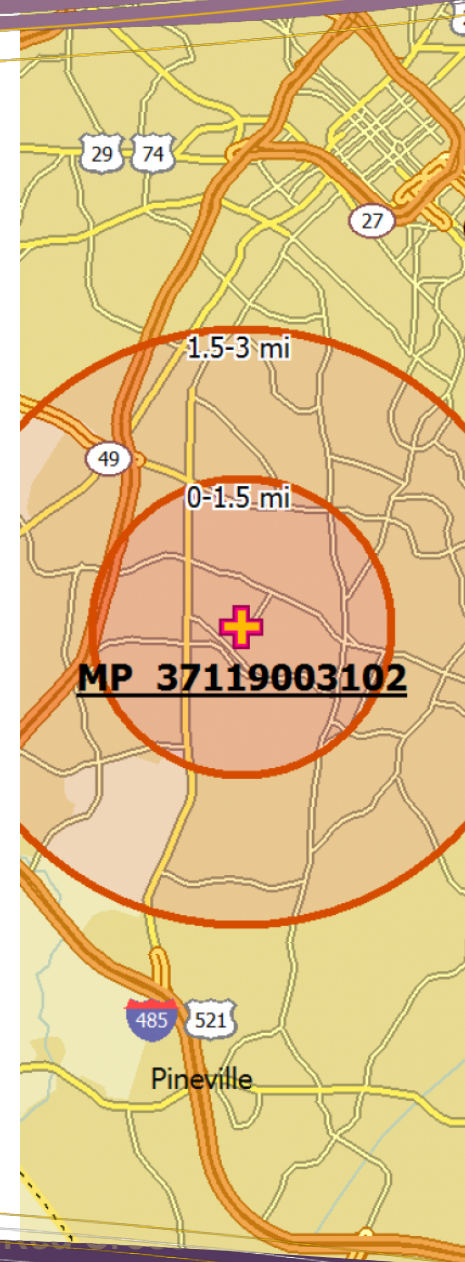


## Your MissionSite and the Missional Suite

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	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	0.64 mi	0	Insufficient Data
2	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	1.20 mi	1,650	Growing
3	Southview - Charlotte	100 Ann Marie Dr Charlotte, NC 28217	1.47 mi	42	Plateauing
4	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	1.64 mi	137	Insufficient Data
5	Sharon - Charlotte	6411 Sharon Rd Charlotte, NC 28210	2.68 mi	194	Growing
6	Christ Center	1505 Kellen Way Apt 338 Charlotte, NC 28210	2.74 mi	0	Insufficient Data
7	Victory International	801 Clanton Rd Charlotte, NC 28217	2.77 mi	0	Insufficient Data
8	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	2.80 mi	75	Plateauing
9	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	2.80 mi	0	Insufficient Data
10	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	2.80 mi	0	Insufficient Data
11	Trinity - Charlotte	2009 W Arrowood Rd Charlotte, NC 28217	2.87 mi	83	Plateauing
12	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	3.12 mi	28	Insufficient Data
13	Christian Mission - Charlotte	2400 West Blvd Charlotte, NC 28208	3.96 mi	0	Insufficient Data
14	Greater Mount Sinai - Charlotte	1243 West Blvd Charlotte, NC 28208	4.01 mi	0	Insufficient Data
15	New Shiloh - Charlotte	2600 Elmin St Charlotte, NC 28208	4.09 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Greater Galilee Baptist Church	501 W Park Ave Charlotte, NC 28203	4.11 mi	0	Insufficient Data
17	Pritchard Memorial - Charlotte	1117 South Blvd Charlotte, NC 28203	4.25 mi	390	Plateauing
18	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	4.47 mi	0	Insufficient Data
19	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	4.50 mi	0	Plateauing
20	Asian Indian-Huntersville	328 W Carson Blvd Charlotte, NC 28203	4.50 mi	0	Insufficient Data
21	Tsimmeej - Charlotte	328 W Carson Blvd Charlotte, NC 28203	4.50 mi	0	Insufficient Data
22	True Destiny Christian Church	Kennedy Middle School Charlotte, NC 28273	4.65 mi	18	Insufficient Data
23	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	4.66 mi	0	Insufficient Data
24	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	4.71 mi	1,262	Declining
25	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	4.71 mi	28	Insufficient Data
26	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	4.71 mi	0	Insufficient Data
27	Westview - Charlotte	2604 Midland Ave Charlotte, NC 28208	4.94 mi	19	Declining
28	The Impact	345 North College Street 315 Charlotte, NC 28202	5.18 mi	0	Insufficient Data
29	Calvary - Charlotte	2200 Ashley Rd Charlotte, NC 28208	5.33 mi	184	Plateauing
30	Stough Memorial - Pineville	705 Lakeview Dr Pineville, NC 28134	5.41 mi	450	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	5.53 mi	0	Insufficient Data
32	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	5.55 mi	0	Insufficient Data
33	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	5.58 mi	0	Growing
34	Steele Creek - Charlotte	9526 Shopton Rd W Charlotte, NC 28278	5.76 mi	50	Insufficient Data
35	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	5.86 mi	0	Insufficient Data
36	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	5.93 mi	98	Declining
37	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	5.95 mi	0	Insufficient Data
38	Victory - Cha	326 Regency Dr Charlotte, NC 28211	5.96 mi	0	Insufficient Data
39	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	6.04 mi	0	Insufficient Data
40	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	6.04 mi	0	Insufficient Data
41	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	6.04 mi	0	Insufficient Data
42	Candlewyck - Charlotte	7200 Providence Rd Charlotte, NC 28226	6.38 mi	97	Insufficient Data
43	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	6.40 mi	0	Insufficient Data
44	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	6.48 mi	92	Growing
45	Laotian Mission - Belmont	4307 Eddleman St Charlotte, NC 28208	6.57 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](http://www.iicm.net).

In Partnership with:



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[www.missionalcoach.org](http://www.missionalcoach.org)  
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[www.missionalpartners.org](http://www.missionalpartners.org)

