

MissionSite

top unreached locations



MONROE, NC

CENSUS TRACT: 37179020500

REGION: Region 6: Central Piedmont

COUNTY: Union

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



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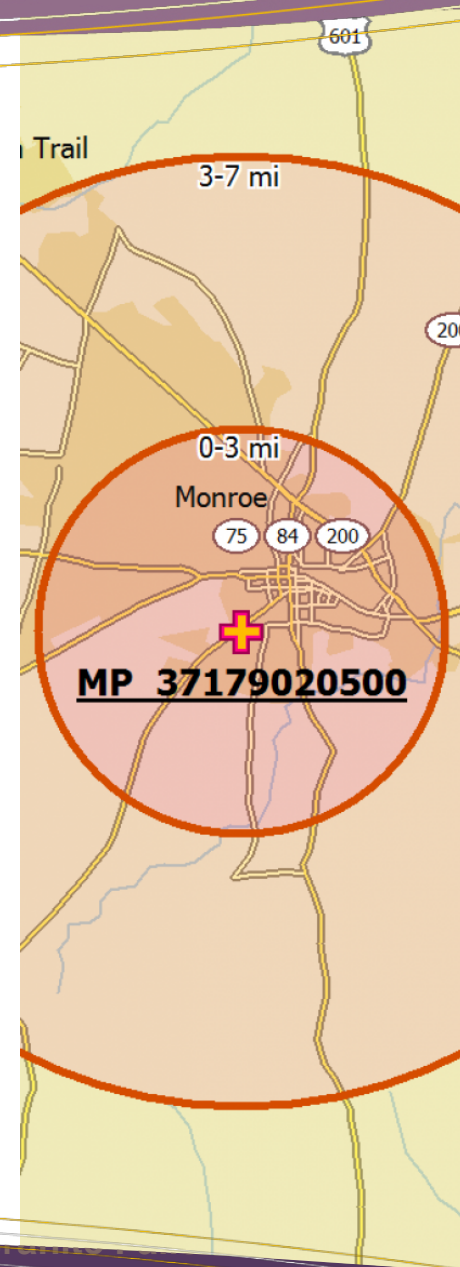
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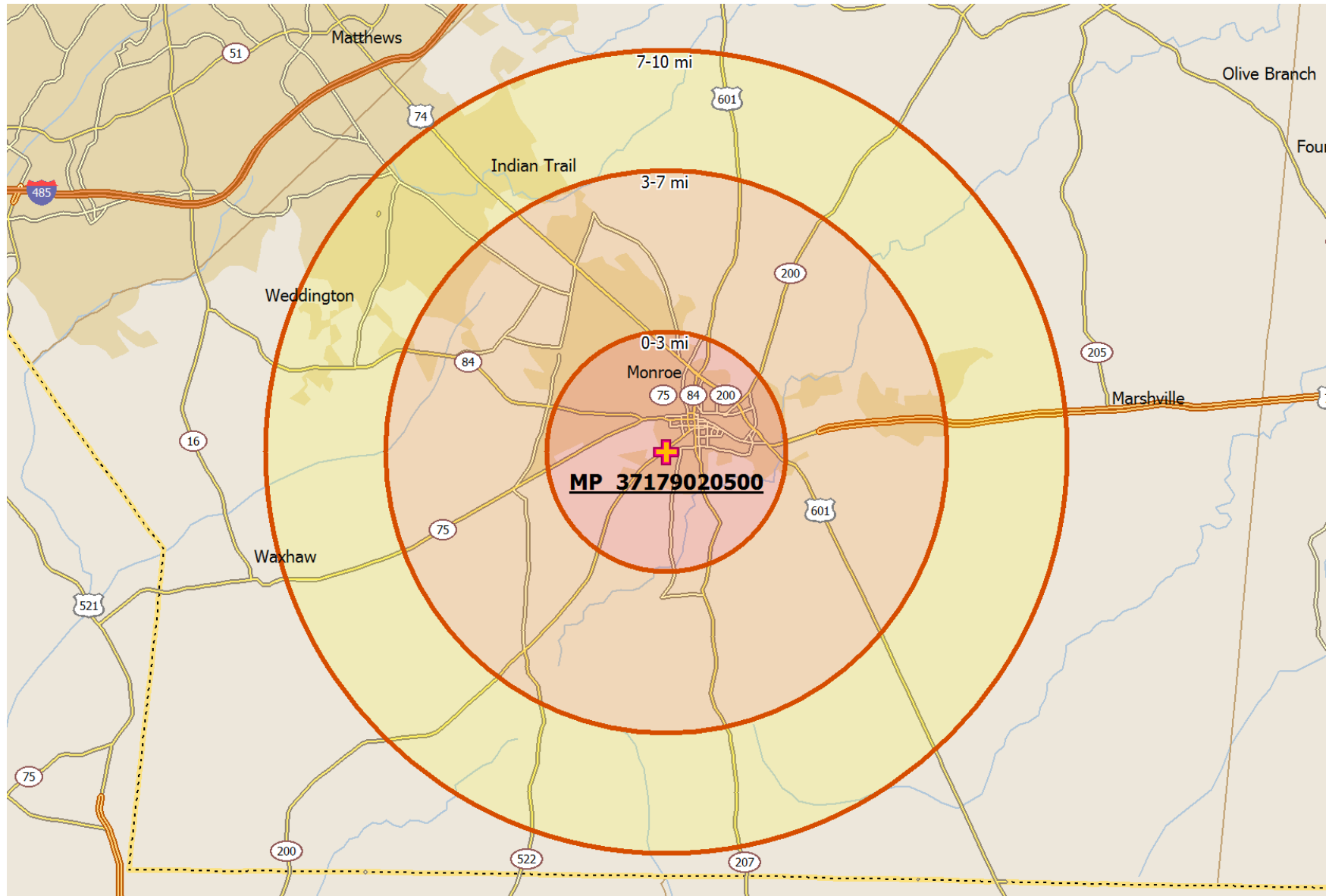
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37179	Union
4	Zipcode	28112	Union
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



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	COD	EXPLANATION
	E	
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	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	24,170	41,915	55,000
2010 Households	7,686	13,928	18,248
2010 Group Quarters Population	1,169	1,351	57

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	35	32	35
Language Diversity National Index	65	41	32
Foreign Born Diversity National Index	3	6	65
Ancestry Diversity National Index	27	51	80
Racial Diversity National Index	89	49	28



Site Location Summary - County Environment

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

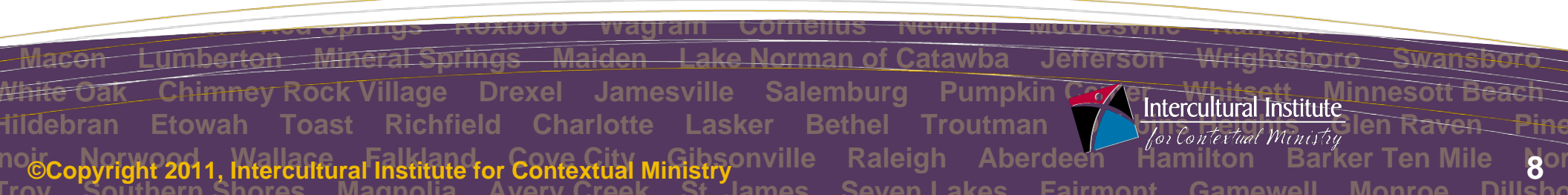
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,084	14.1%
Mainstay Communities	Established, Diverse Households	831	10.81%
Working Communities	Blue-collar, Working Families	1,949	25.36%
Country Communities	Rural, Agri. & Mining Families	343	4.46%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,616	21.03%
Urban Communities	High Density, Inner-city Neighborhoods	1,863	24.24%



Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	45,502	5,295	11.64%
Unreached %	67.39%	68.89%	102.24
Religious But NOT Evangelical HH	10,116	1,497	14.8%
Religious But NOT Evangelical %	14.98%	19.48%	130.03
Spiritual But NOT Relig or Evang HH	8,178	649	7.94%
Spiritual But NOT Relig or Evang %	12.11%	8.44%	69.72
Not Evangelical, Not Interested HH	27,243	3,182	11.68%
Not Evangelical, Not Interested %	40.34%	41.4%	102.62



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	81	12	14.81%
Active BCNC Attenders	13,449	1,976	14.69%
Active Evangelical Households	11,047	1,199	10.86%
Active Evangelical Percent	16.36%	15.60%	95.38
Inactive Evangelical Households	10,977	1,192	10.86%
Inactive Evangelical Percent	16.26%	15.50%	95.38
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	South Monroe - Monroe	0.34 mi	32	Declining	16	Trinity - Monroe	3.49 mi	160	Declining
2	EMBC	0.47 mi	650	Insufficient Data	17	New Salem - Monroe	3.86 mi	160	Declining
3	Oakland - Monroe	0.51 mi	107	Declining	18	Love - Monroe	3.96 mi	277	Declining
4	Monroe First - Monroe	0.55 mi	275	Plateauing	19	Fellowship - Monroe	4.14 mi	0	Insufficient Data
5	West Monroe - Monroe	1.46 mi	369	Declining	20	Corinth - Monroe	4.30 mi	83	Growing
6	Benton Heights - Monroe	1.76 mi	51	Declining	21	Hmong - Monroe	4.80 mi	28	Insufficient Data
7	Sutton Park - Monroe	1.86 mi	43	Declining	22	Shiloh - Monroe	5.20 mi	333	Plateauing
8	Westend - Monroe	1.89 mi	36	Declining	23	Solid Rock - Monroe	5.28 mi	86	Plateauing
9	Calvary - Monroe	2.28 mi	0	Growing	24	Secrest Grove	5.33 mi	87	Growing
10	Freedom Biker Church of Monroe	2.77 mi	0	Insufficient Data	25	Macedonia - Monroe	5.36 mi	73	Declining
11	Harvest Ministries of Monroe	2.77 mi	0	Insufficient Data	26	Roanoke - Monroe	5.68 mi	59	Declining
12	Lee Park	2.89 mi	413	Growing	27	New Life - Monroe	5.78 mi	0	Insufficient Data
13	Covenant - Monroe	3.23 mi	83	Plateauing	28	Mountain Springs - Monroe	6.21 mi	172	Declining
14	El Buen Pastor - Monroe	3.30 mi	99	Plateauing	29	Forest Hills - Indian Trail	6.23 mi	50	Insufficient Data
15	LifePoint - Monroe	3.33 mi	18	Declining	30	Oak Grove - Waxhaw	6.36 mi	150	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

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

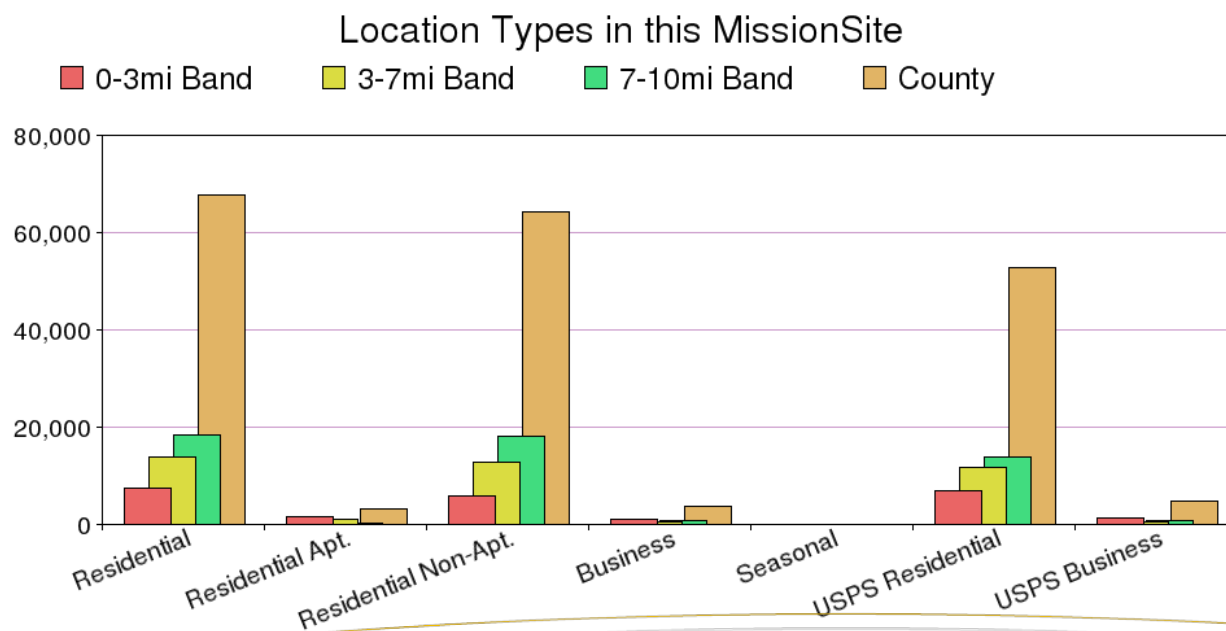


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	84,211	17,032	20.23%
2000 Population	123,677	20,334	16.44%
2010 Population	205,727	24,170	11.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,308	6,282	21.43%
2000 Households	43,390	6,908	15.92%
2010 Households	67,525	7,686	11.38%



Location Type	0-3mi Band
Residential	7,463
Residential Apt.	1,632
Residential Non-Apt.	5,831
Business	1,116
Seasonal	0
USPS Residential	6,950
USPS Business	1,269

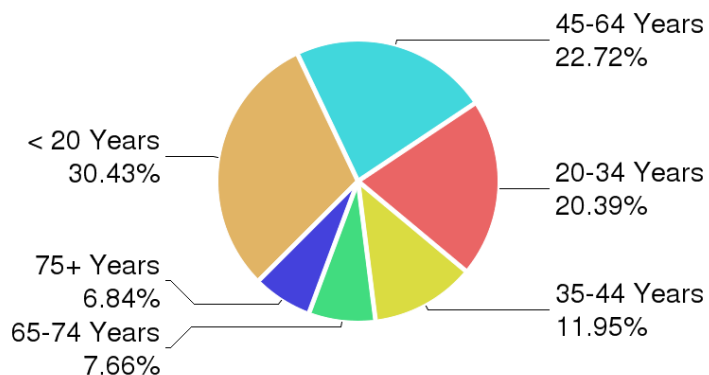
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.78%	6.16%	106.57
4-5 Years	3.25%	2.88%	88.62
6-8 Years	5.07%	4.35%	85.8
9-11 Years	5.17%	4.29%	82.98
12-13 Years	3.47%	2.89%	83.29
14-17 Years	6.37%	6.38%	100.16
18-19 Years	3.06%	3.48%	113.73
0-5 Years	9.03%	9.04%	100.11
6-12 Years	11.97%	10.08%	84.21
13-19 Years	11.17%	11.31%	101.25
< 20 Years	32.17%	30.43%	94.59
20-34 Years	16.49%	20.39%	123.65
35-44 Years	15.87%	11.95%	75.3
45-64 Years	25.68%	22.72%	88.47
65-74 Years	6.06%	7.66%	126.4
75+ Years	3.73%	6.84%	183.38
Median Age	36	36	99.94
Median Age (Male)	35	33	93.45
Median Age (Female)	37	39	104.99

Age Group Percentages

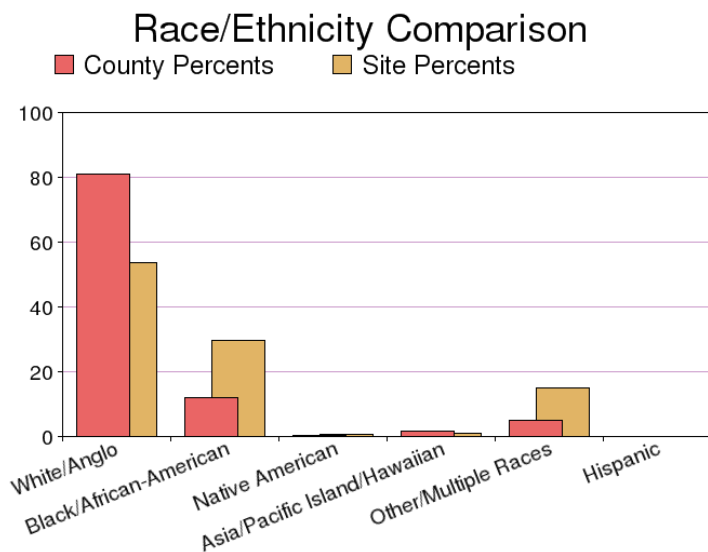


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.87%	53.52%	66.17
Black, African-American	11.99%	29.81%	248.61
Native American	0.48%	0.53%	110.61
Asian	1.76%	1%	56.74
Pacific Island, Hawaiian	0.03%	0.04%	157.62
Other/Multiple Races	4.87%	15.1%	310.25
Hispanic	0%	43.46%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	127,504	14,660	
Less than 9th Grade	4.5%	11.3%	39.85
No High School Diploma	9.93%	14.41%	68.87
High School Graduate	28.25%	27.93%	101.12
Some College, no degree	22.07%	21.56%	102.37
Associate Degree	7.42%	5.53%	134.06
College Degree	20.82%	13.09%	159.09
Graduate/Prof. degree	7.02%	6.18%	113.59

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.1%	8.35%	226.15
\$10,000 to \$19,999	6.8%	12.88%	189.53
\$20,000 to \$29,999	7.59%	11.88%	156.54
\$30,000 to \$49,999	18.53%	19.96%	107.71
\$50,000 to \$59,999	7.73%	6.86%	88.68
\$60,000 to \$69,999	9.55%	9.33%	97.66
\$70,000 to \$79,999	7.78%	7.05%	90.63
\$80,000 to \$89,999	6.56%	5.04%	76.71
\$90,000 to \$99,999	5.09%	3.16%	62.11
\$100,000 to \$124,999	9.7%	4.44%	45.75
\$125,000 to \$149,999	5.42%	2.55%	47.05
\$150,000 to \$199,999	5.53%	4.97%	89.88
\$200,000 to \$249,999	1.8%	1.34%	74.29
\$250,000 or more	3.82%	2.17%	56.89
Median Household	64,997	49,717	76.49
Average Household	81,417	63,943	78.54
Per Capita Household	27,062	20,510	75.79
Family/Non-Family Household Income			
Median Family Income	73,679	58,848	79.87
Average Family Income	91,280	72,412	79.33
Median Non-Family Income	38,044	30,370	79.83
Average Non-Family Income	44,768	38,899	86.89

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
Family Households			Index
% Family Households	78.79%	69.42%	88.11
Families with Children	45.39%	40.07%	88.29
Families without Children	33.41%	29.35%	87.87
Non-Family Households			
% Non-Family Households	21.21%	30.58%	144.18
Non-Families with Children	0.15	0.27	179.12
Non-Families without Children	21.05	30.3	143.93
Housing Units			
Total Housing Units	72,092	8,248	
Vacant percent	6.33%	6.81%	107.56
Owned percent	74.44%	46.81%	62.89%
Rented Percent	19.23%	46.37%	241.18
Households by Size			
			Index
Avg household size	3.01	2.99	99.34
Avg family hh size	3.47	3.59	103.46
Avg non-family hh size	1.29	1.63	126.36
Households By Count of Persons			
			Percent
One	11,881	1,973	16.61%
Two	18,805	1,915	10.18%
Three or Four	26,811	2,288	8.53%
Five+	10,028	1,511	15.07%

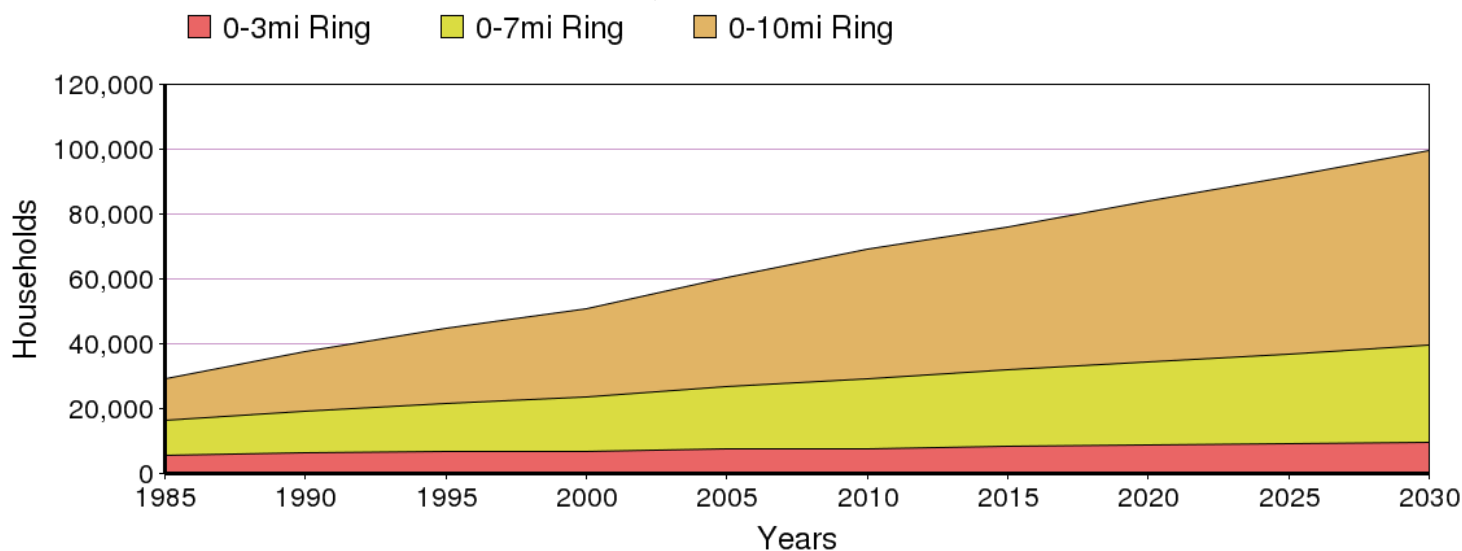
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	84,211	17,032	20.23%
2000 Population	123,677	20,334	16.44%
2010 Population	205,727	24,170	11.75%
2015 Population	241,126	27,555	11.43%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,308	6,282	21.43%
2000 Households	43,390	6,908	15.92%
2010 Households	67,525	7,686	11.38%
2015 Households	74,902	8,373	11.18%

Household Change from 1985 to 2030



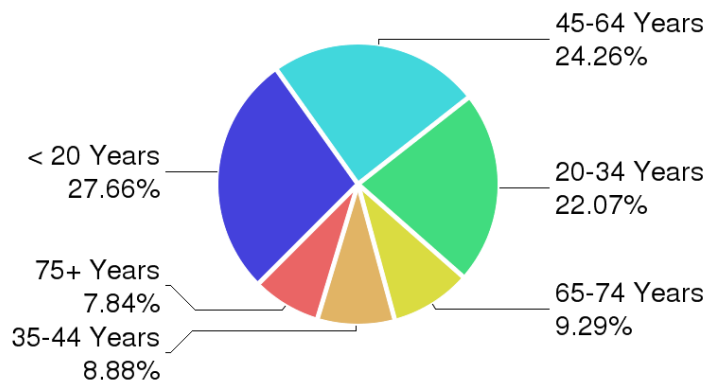
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.16%	5.43%	88.15
4-5 Years	2.88%	2.28%	79.17
6-8 Years	4.35%	3.38%	77.7
9-11 Years	4.29%	3.75%	87.41
12-13 Years	2.89%	2.63%	91
14-17 Years	6.38%	6.42%	100.63
18-19 Years	3.48%	3.77%	108.33
0-5 Years	9.04%	7.71%	85.29
6-12 Years	10.08%	8.46%	83.93
13-19 Years	11.31%	11.49%	101.59
< 20 Years	30.43%	27.66%	90.9
20-34 Years	20.39%	22.07%	108.24
35-44 Years	11.95%	8.88%	74.31
45-64 Years	22.72%	24.26%	106.78
65-74 Years	7.66%	9.29%	121.28
75+ Years	6.84%	7.84%	114.62
Median Age	36	37	103.9
Median Age (Male)	35	34	97.42
Median Age (Female)	37	40	109.47

Projected Age Group Percentages



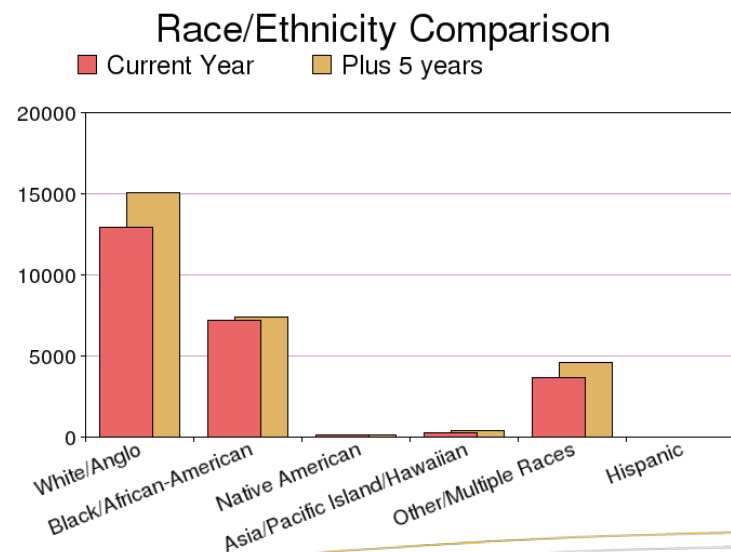
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	53.52%	54.58%	101.98
Black, African-American	29.81%	26.74%	89.7
Native American	0.53%	0.54%	102.79
Asian	1%	1.4%	139.91
Pacific Island, Hawaiian	0.04%	0.04%	87.72
Other/Multiple Races	15.1%	16.7%	110.6
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,660	16,953	
Less than 9th Grade	11.3%	8.91%	78.9
No High School Diploma	14.41%	12.59%	87.33
High School Graduate	27.93%	27.39%	98.05
Some College, no degree	21.56%	22.96%	106.53
Associate Degree	5.53%	5.88%	106.2
College Degree	13.09%	15.3%	116.89
Graduate/Prof. degree	6.18%	6.97%	112.82



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.35%	7.48%	89.51
\$10,000 to \$19,999	12.88%	12.35%	95.87
\$20,000 to \$29,999	11.88%	11.14%	93.81
\$30,000 to \$49,999	19.96%	18.69%	93.65
\$50,000 to \$59,999	6.86%	6.46%	94.23
\$60,000 to \$69,999	9.33%	8.85%	94.87
\$70,000 to \$79,999	7.05%	8.22%	104.33
\$80,000 to \$89,999	5.04%	5.72%	102.94
\$90,000 to \$99,999	3.16%	3.3%	104.26
\$100,000 to \$249,999	4.44%	5.02%	113.06
\$125,000 to \$149,999	2.55%	3.09%	121.3
\$150,000 to \$199,999	4.97%	5.54%	111.5
\$200,000 to \$249,999	1.34%	1.41%	105.16
\$250,000 or more	2.17%	2.39%	109.93
Median Household	49,717	54,148	108.91
Average Household	63,943	70,045	109.54
Per Capita Household	20,510	21,461	104.64
Family/Non-Family Household Income			
Median Family Income	58,848	63,590	108.06
Average Family Income	72,412	79,483	109.76
Median Non-Family Income	30,370	32,045	105.52
Average Non-Family Income	38,899	43,224	111.12

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.42%	69.41%	99.98
Families with Children	40.07	40.87	101.99
Families without Children	29.35	32.63	111.16
Non-Family Households			
% Non-Family Households	30.58%	30.59%	100.04
Non-Families with Children	0.27	0.26	100.04
Non-Families without Children	30.3	30.32	100.07
Housing Units			
Total Housing Units	8,248	9,006	109.19%
Vacant percent	6.81%	7.03%	103.15
Owned percent	46.81%	47.76%	102.02
Rented Percent	46.37%	45.21%	97.5
Households by Size			
Avg household size	2.99	3.15	105.35%
Avg family hh size	3.59	3.82	106.41%
Avg non-family hh size	1.63	1.61	98.77%
Households By Count of Persons			
One	1,973	2,165	109.73%
Two	1,915	1,740	90.86%
Three or Four	2,288	2,545	111.23%
Five+	1,511	1,923	127.27%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	3,417	1,727	753
Northern Europe	11	28	57
Western Europe	37	53	64
Southern Europe	9	1	7
Eastern Europe	21	12	40
Other Europe	0	0	0
Eastern Asia	27	23	39
So. Central Asia	0	37	34
SE Asia	35	32	67
Western Asia	16	6	5
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	13	6	0
Middle Africa	0	0	1
Northern Africa	0	0	0
Southern Africa	0	0	34
Western Africa	0	1	0
Other Africa	0	1	3
Oceania	4	4	2
Caribbean	75	54	35
Central Amer.	3,092	1,424	256
South America	58	13	56
North America	19	32	53
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	14,245	25,293	22,424
Spanish	3,202	1,744	1,106
Other Indo-Euro language	213	243	398
French (incl. Patois, Cajun)	78	132	156
French Creole	0	0	14
Italian	10	0	7
Portuguese	0	0	2
German	88	58	59
Yiddish	0	0	0
Other West Germanic	0	6	36
A Scandinavian Language	0	0	1
Greek	0	0	9
Russian	19	11	24
Polish	0	0	24
Serbo-Croatian	0	0	0
Other Slavic Language	11	0	4
Armenian	0	0	0
Persian	0	0	4
Gujarathi	0	1	34
Hindi	7	34	9
Urdu	0	0	6

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	1	2
Asian/PI languages	0	0	0
Chinese	14	9	0
Japanese	0	11	16
Korean	0	25	27
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	5	12	21
Other Asian	0	0	0
Tagalog	0	10	20
Other Pacific Is	14	15	0
Other languages	128	37	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	22	0
Hebrew	0	15	0
African languages	0	0	0
Other unspecified	128	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	13,737	19,640	17,628
Arab	39	30	24
Armenian	0	0	9
Austrian	13	30	20
British	38	183	202
Canadian	18	55	57
Croatian	0	8	8
Czech	33	17	36
Czechoslovak	0	26	29
Danish	0	0	17
Dutch	138	159	149
English	1,634	1,612	1,823
European	61	97	143
Finnish	8	19	9
French (not Basque)	127	266	264
French Canadian	45	70	84
German	983	2,057	2,252
Greek	22	33	43
Hungarian	13	24	38
Iranian	0	5	5

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	675	1,319	1,494
Italian	282	469	693
Lithuanian	40	19	5
Norwegian	30	62	77
Polish	68	233	294
Portuguese	12	12	19
Romanian	5	5	3
Russian	13	33	54
Scandinavian	3	10	8
Scotch-Irish	560	1,025	1,110
Scottish	186	385	399
Slovak	0	3	19
Subsaharan African	166	126	62
Swedish	29	61	85
Swiss	12	10	27
Ukrainian	36	10	17
US/American	2,106	4,743	4,055
Welsh	66	105	79
West Indian	54	39	24
Yugoslavian	7	5	1
Other	6,215	6,274	3,890



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

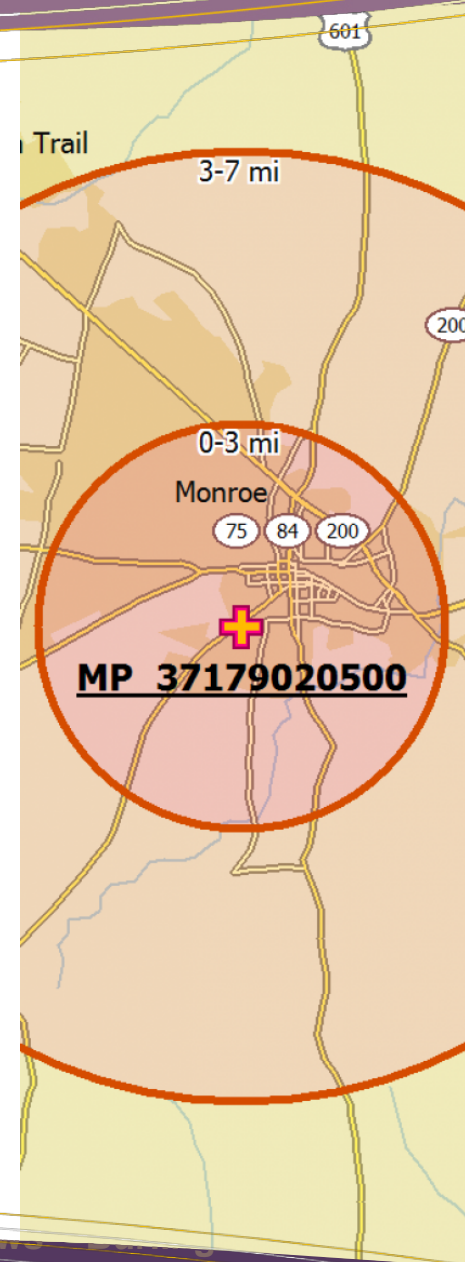
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	7,686	100%	5,557	100%
AFFLUENT SUBURBIA	6	0.08%	4	0.07%
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	0	0%	0	0%
Small Town Success	6	0.08%	4	0.07%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,078	14.03%	739	13.3%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	871	11.33%	585	10.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	162	2.11%	120	2.16%
Successful Urban Sprawl	45	0.59%	34	0.61%
SM TOWN SUCCESS	492	6.4%	360	6.48%
Successful Urban Sprawl	94	1.22%	34	0.61%
2nd City Homebodies	314	4.09%	67	1.21%
Prime Middle America	0	0%	205	3.69%
Urban Optimists	84	1.09%	0	0%
Family Convenience	0	0%	54	0.97%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,686	100%	5,557	100%
BLUE COLLAR BACKBONE	279	3.63%	192	3.46%
Nuevo Hispanic Fam.	103	1.34%	73	1.31%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	66	0.86%	45	0.81%
Small Town Endeavors	110	1.43%	74	1.33%
AMER. DIVERSITY	339	4.41%	227	4.08%
Ethnic Urban Mix	97	1.26%	69	1.24%
Urban Blues	130	1.69%	84	1.51%
Professional Urbanites	26	0.34%	19	0.34%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	86	1.12%	55	0.99%
Mature America	0	0%	0	0%
METRO FRINGE	1,670	21.73%	1,152	20.73%
Steadfast Conservative	1,248	16.24%	855	15.39%
Moderate Conventionalists	75	0.98%	50	0.9%
Southern Blues	224	2.91%	158	2.84%
Urban Grit	70	0.91%	52	0.94%
Grass-Roots Living	53	0.69%	37	0.67%



Unreached Households by Lifestyle Segment

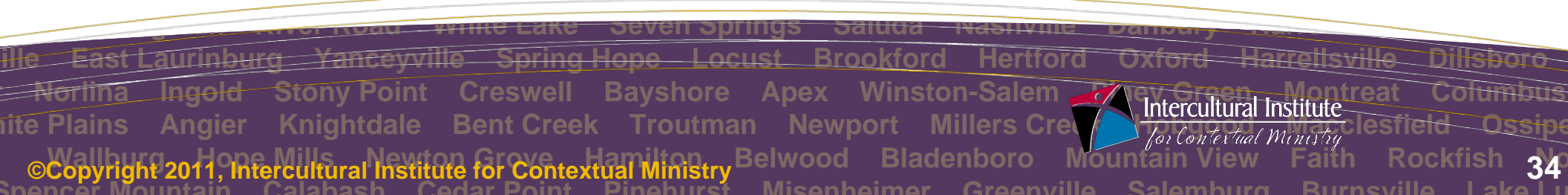
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	7,686	100%	5,557	100%
REMOTE AMERICA	31	0.4%	18	0.32%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	31	0.4%	18	0.32%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,616	21.03%	1,172	21.09%
Young Cosmopolitans	33	0.43%	26	0.47%
Minority Metro Communities	1,033	13.44%	765	13.77%
Stable Careers	217	2.82%	157	2.83%
Aspiring Hispania	333	4.33%	224	4.03%
RURAL VILLAGES & FARMS	312	4.06%	414	7.45%
Aspiring Hispania	9	0.12%	224	4.03%
Industrious Country Living	0	0%	6	0.11%
America's Farmland	298	3.88%	0	0%
Comfy Country Living	0	0%	182	3.28%
Small Town Connections	5	0.07%	0	0%
Hinterland Fam.	0	0%	2	0.04%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,686	100%	5,557	100%
STRUGGLING SOCIETIES	841	10.94%	572	10.29%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	256	3.33%	174	3.13%
Struggling city Centers	568	7.39%	385	6.93%
College Town Communities	0	0%	0	0%
New Beginnings	17	0.22%	13	0.23%
URBAN ESSENCE	1,022	13.3%	707	12.72%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	662	8.61%	463	8.33%
Urban Diversity	31	0.4%	22	0.4%
New Generation Activists	329	4.28%	222	3.99%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



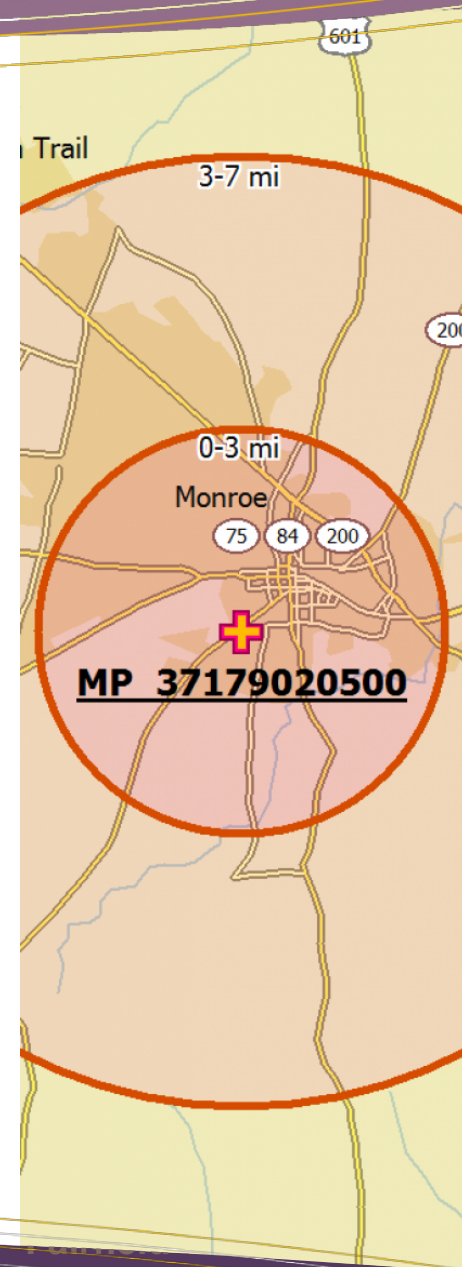
Potential Cultural Bridges

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

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

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

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

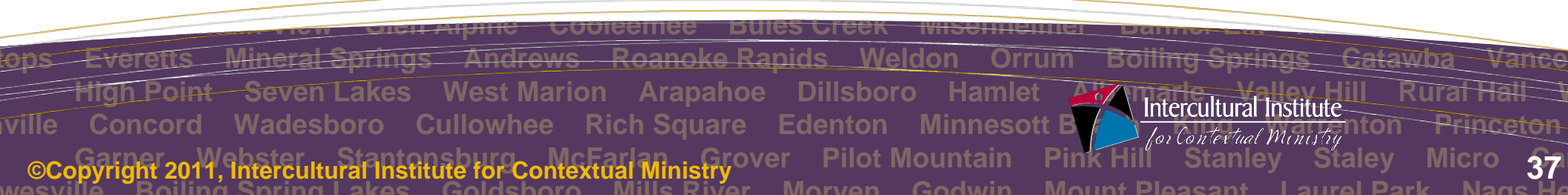


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	72%	79%	82%
Use Comp. for Internet/E-mail	53%	62%	68%
Internet Use: E-Mail	45%	52%	56%
Use Comp. for Comp. Games	35%	40%	43%
Use Comp. for Word Processing	32%	40%	46%
Use Comp. for Education	30%	33%	36%
Use Comp. for Shopping	29%	37%	42%
Use Comp. for Digital Camera Photo Editing	27%	35%	40%
Use Comp. for Banking	27%	33%	38%
HH Owns DVD Player	25%	28%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	25%	29%	31%
Internet Use: Banking	23%	28%	31%
Use Comp. for News/Info./Data Service	20%	24%	27%
PC-Network-HH Has One	16%	18%	22%
Use Comp. for Personal Financial Mngmnt	12%	14%	17%
Internet Use: Research/ Education	11%	11%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	13%	15%
Use Comp. for Filing/DB Mngmnt	10%	12%	14%
Use Comp. for Accounting	10%	14%	17%
Internet Use: Read Magazines/ Newspapers	10%	11%	12%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	68%	69%
Dining Out (Not Fast Food)	52%	57%	60%
Reading Books	51%	52%	53%
Card Games	37%	41%	43%
Cooking for Fun	34%	34%	35%
Go To A Beach/Lake	32%	37%	40%
Gardening	30%	34%	35%
Board Games	29%	33%	35%
Going To Bars/Nightclubs/Dancing	19%	20%	21%
Visit Museum	18%	20%	21%

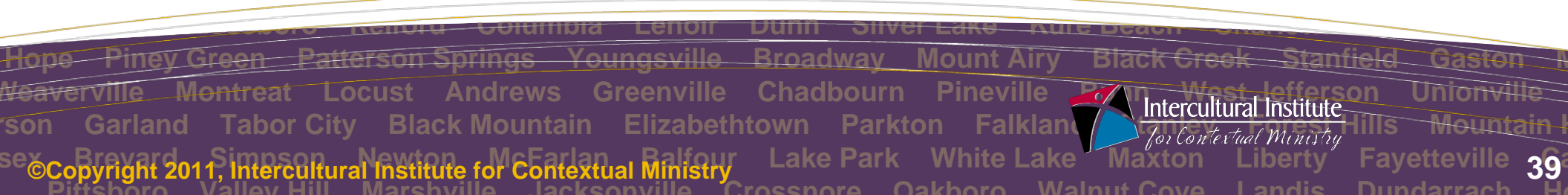
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	67%	66%
Gen./Fam. Practitioner	37%	41%	42%
Dentist	25%	27%	28%
Backache	21%	22%	21%
None Of These	21%	20%	21%
Eye Dr.	20%	20%	20%
Hypertension/High Blood Pressure	19%	18%	17%
High Cholesterol	17%	17%	17%
Acid Reflux Disease (GERD)	14%	14%	14%
Any Arthritis	14%	14%	13%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.91%	26.8%	28.15%
Live Theater	19.12%	19.65%	21.29%
Live Theater Most Often	15.58%	16.14%	17.52%
Rock/Pop Concerts Most Often	14.88%	14.11%	14.9%
Dance Performance	9.82%	8.11%	8.08%
Comedy Club	9.63%	10.72%	11.34%
Movies: Comedy	40.65%	41.12%	42.53%
Movies: Action/Adventure	38.17%	39.4%	41.05%
Movies: Drama	20.42%	19.11%	19.71%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.26%	21.18%	22.35%
Movies: Romantic Comedy	19.61%	20%	21.12%
Movies: Mystery	16.6%	15.91%	15.96%
MLB Baseball Reg. Season	6.61%	8.59%	9.96%
NFL Football Reg. Season	6.18%	7.44%	8.57%
College Football Reg. Season	5.6%	6.22%	7.33%
College Basketball Reg. Season	3.9%	4.2%	4.96%
NBA Basketball Reg. Season	3.12%	3.75%	4.59%
NHL Hockey Reg. Season	2.63%	2.9%	3.46%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.38%	40.7%	42.49%
Swimming	28.4%	33.71%	36.65%
Bowling	20.92%	22.32%	23.68%
Billiards/Pool	18.5%	20.08%	20.65%
Basketball	16.32%	15.91%	16.24%
Jogging/Running	15.52%	14.73%	15.86%
Weight Training	14.76%	16.74%	18.69%
Freshwater Fishing	14.24%	18.72%	18.91%
Using Cardio Machine	13.26%	14.35%	16.11%
Baseball	12.33%	12.32%	12.17%
Stationary Cycling	11.83%	11.53%	12.14%
Camping Trips	11.52%	15.34%	16.35%
Golf	11.38%	13.44%	15.68%
Football	11.13%	10.8%	10.53%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.95%	9.64%	9.88%
Mountain/Road Biking	10.18%	11.83%	13.38%
Volleyball	9.08%	8.78%	8.64%
Backpacking/Hiking	8.46%	9.48%	10.4%
Soccer	8.19%	7.35%	7.48%
Softball	7.68%	8.71%	8.81%
Target Shooting	7.41%	9.18%	9.63%
Tennis	7.14%	7.11%	7.85%
Yoga	6.94%	6.65%	7.02%
Hunting	6.93%	9.81%	10.06%
Saltwater Fishing	6.46%	8.44%	8.77%
Power Boating	6.07%	7.48%	8.33%
Roller Skating	5.52%	5.36%	5.5%
Canoeing/Kayaking	5.47%	6.31%	6.68%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Motorcycling	5.19%	6.59%	6.97%
Ice Skating	4.93%	4.77%	5.19%
Horseback Riding	4.76%	5.97%	6.13%
Racquetball	4.3%	4.05%	4.03%
Snorkeling	4.16%	4.85%	5.37%
Jet Skiing	4.08%	4.39%	5.01%
Water Skiing	4%	3.99%	4.45%
Fly Fishing	3.84%	4.35%	4.37%
Hockey	3.78%	3.28%	3.17%
Downhill & X-Country Skiing	3.77%	4.25%	5.05%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Archery	3.77%	4.8%	4.88%
Martial Arts	3.49%	3.18%	3.42%
Rock Climbing	3.36%	3.45%	3.66%
Snowboarding	3.3%	3.4%	3.54%
Skateboarding	3.27%	3.26%	3.27%
Snowmobiling	3.22%	3.75%	3.85%
Auto Racing	2.74%	2.94%	3.09%
Sailing	2.64%	2.74%	2.99%
Rowing	2.51%	2.91%	3.12%
Surfing & Windsurfing	2.49%	2.76%	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.

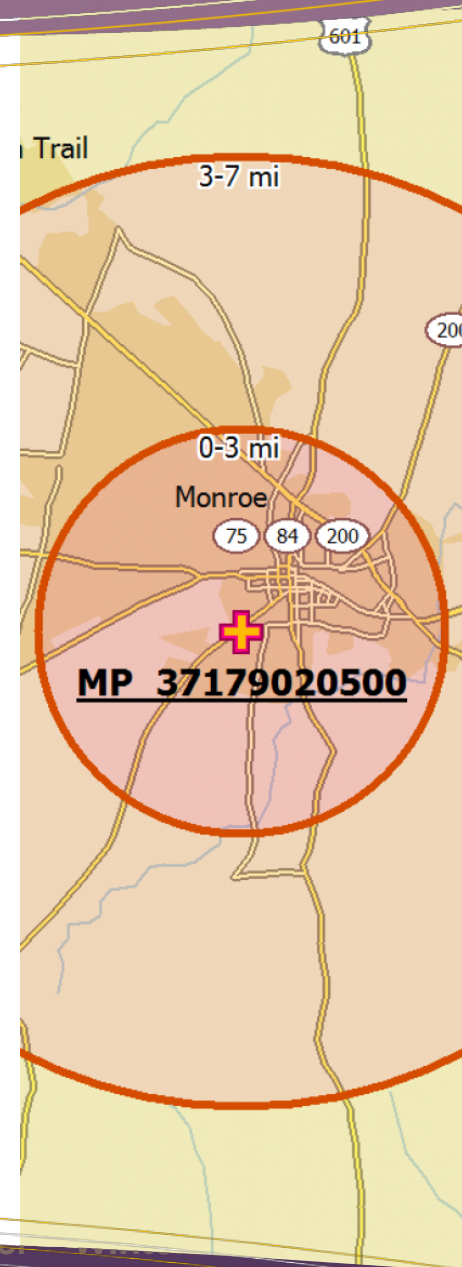
BIBLICAL BARRIERS

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.

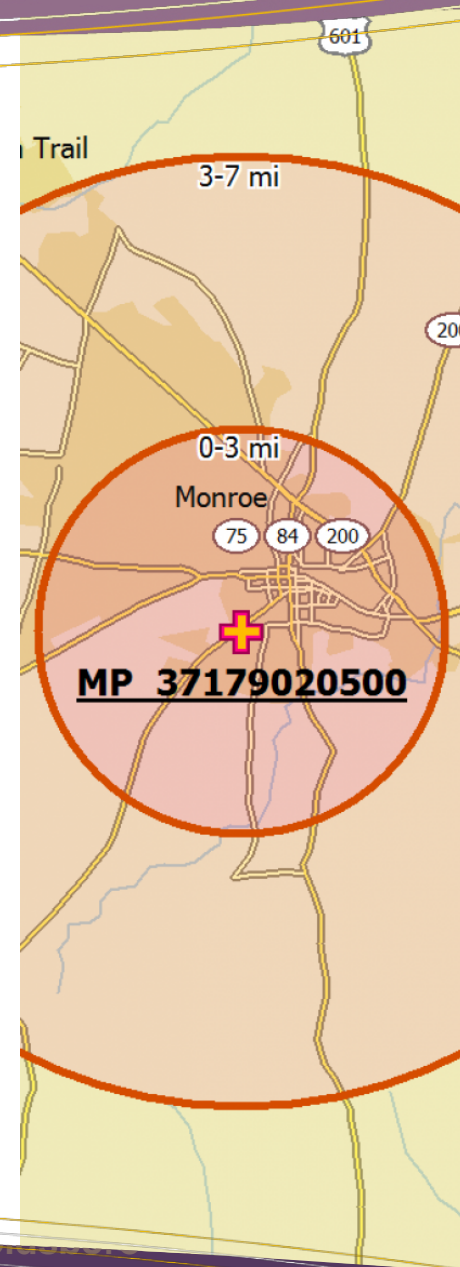
CULTURAL BARRIERS OF ACCEPTANCE

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

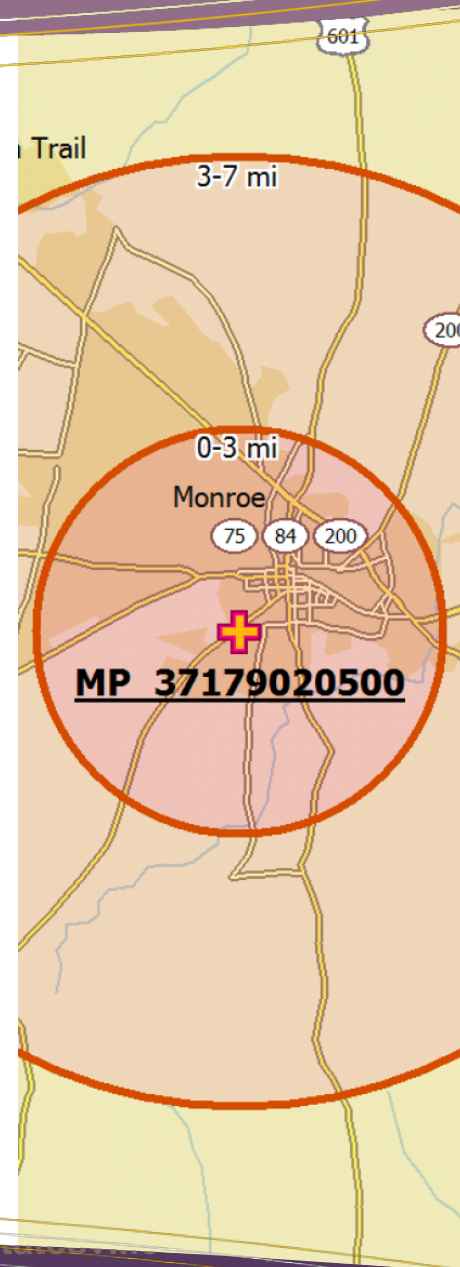
Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects 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 Themes

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

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



Potential Cultural Themes:

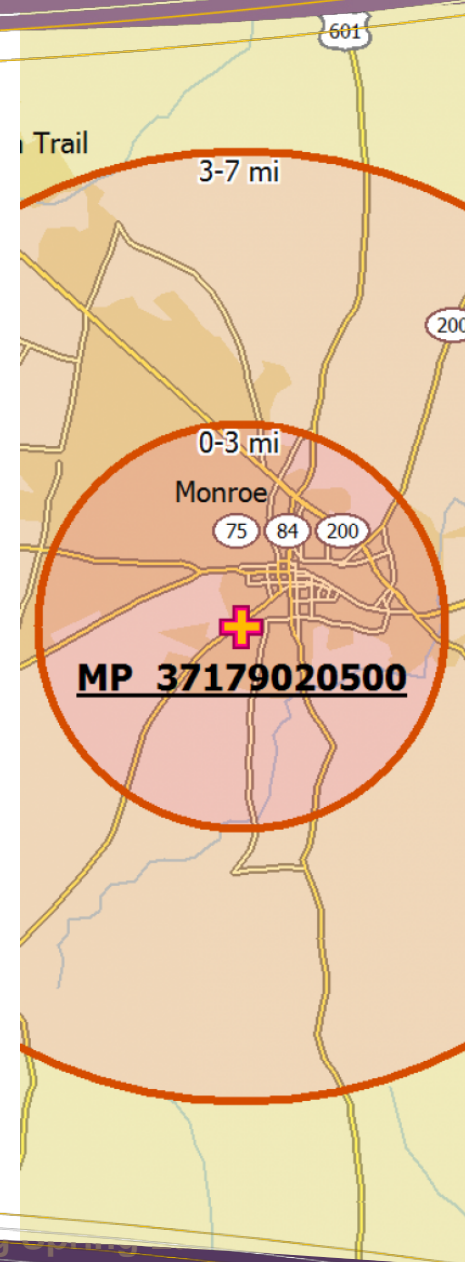
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	64%	68%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	38%	37%	37%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important To Juggle Various Tasks	34%	31%	29%
Important Feel Respected By My Peers	33%	32%	31%
Prefer To Have Few Possessions As Possible	33%	32%	33%
Good At Fixing Things	30%	28%	27%
Have Keen Sense Of Adventure	27%	26%	27%
People Have To Take Me As They Find Me	24%	24%	25%
Like To Just Enjoy Life	22%	21%	21%
Consider Myself Interested In The Arts	20%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	17%	16%
Worried About Pollution Caused By Cars	18%	20%	21%
Real Men Don't Cry	18%	17%	16%
Try Not To Worry About The Future	16%	14%	14%
Provide My Kids With The Little Extras	16%	12%	11%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	12%
Children Should Be Allowed To Express Themselves	7%	6%	5%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	3%
Decor Particular Interest To Me	4%	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 - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	85.45%	87.28%	87.8%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.09%	83.68%	85.58%
Houses-Visit Any			
McDonald's	54.73%	58.41%	59.53%
Burger King	39.64%	38.28%	37.33%
Kentucky Fried Chicken (KFC)	30.54%	28.66%	27.87%
Subway	30.12%	32.65%	33.9%
Wendy's	29.79%	31.14%	32.16%
Taco Bell	28.74%	31.77%	32.54%
Applebee's	28.18%	31.77%	33.15%
Pizza Hut	22.96%	22.82%	22.49%
Arby's	20.93%	24.38%	25.64%
Olive Garden	20.01%	21.08%	22.43%

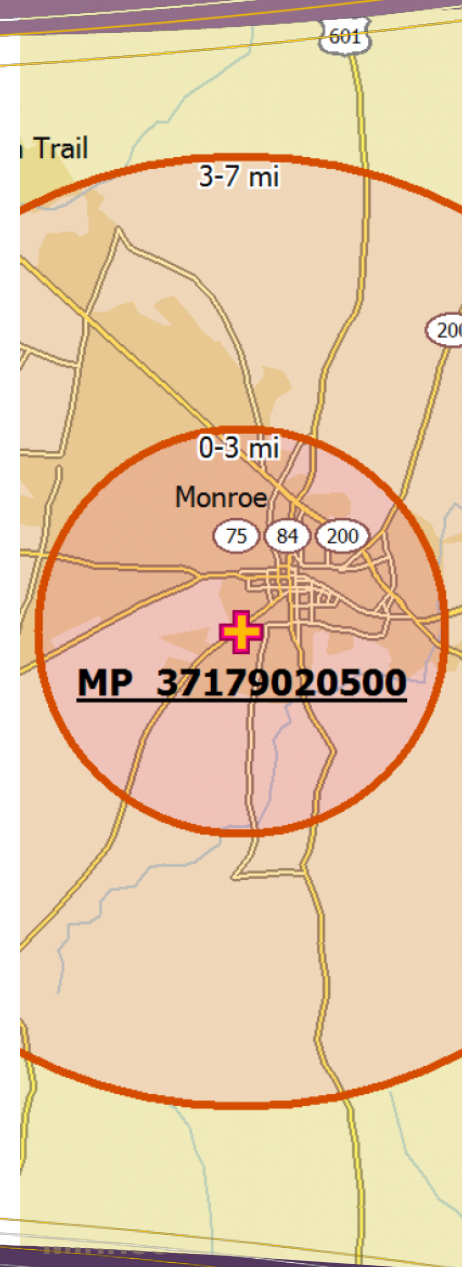
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.03%	17.14%	16.88%
Dairy Queen	16.85%	17.82%	17.71%
Domino's Pizza	16.76%	14.67%	14.02%
IHOP (International House Of Pancakes)	14.76%	14.58%	14.79%
Outback Steakhouse	14.03%	15.17%	16.48%
Denny's	14%	12.26%	11.85%
Sonic	13.89%	15.12%	15.65%
Chick-Fil-A	13.67%	16.1%	17.67%
Chili's Grill and Bar	13.3%	14.59%	16.54%
TGI Friday's	13.11%	12.49%	13.23%
Cracker Barrel	13.1%	15.98%	16.97%
Golden Corral	12.82%	12.71%	12.08%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

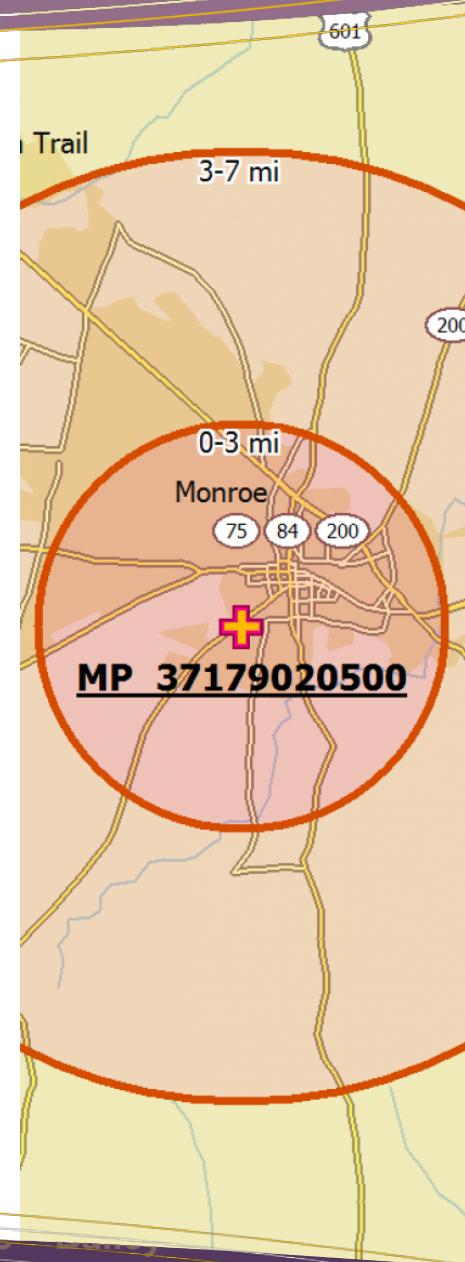
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	43.32%	46.7%	48.67%
Recycled products	30.83%	34.63%	37.44%
Worked as volunteer (non political)	14.47%	16.45%	18.22%
Engaged in fund raising	10.69%	10.9%	11.5%
Religious club member	7.44%	7.94%	8.23%
Church Board	5.27%	5.1%	5.06%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.26%	6.47%	7.11%
Wrote to editor of mag or newspaper	5.2%	5.82%	6.21%
Took active part in local civic issue	4.92%	5.14%	5.28%
Union member	4.86%	5.29%	5.38%
Charitable Organization	4.71%	5.12%	5.41%
Fraternal order member	4.35%	4.58%	4.56%

Communication Media Content

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

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



Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.23%	16.97%	18.64%
Children's Books	12.55%	13.27%	14.23%
Mystery	10.14%	11.44%	12.44%
Cookbooks	9.44%	10.21%	10.65%
Religious (not Bibles)	8.93%	9.71%	9.95%
Romance	6.46%	7.09%	7.55%
Biography	6.4%	6.57%	7.01%
Personal/Business	6.37%	6.6%	7.35%
Self-help			
History	6.35%	7.14%	7.82%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	65.66%	67.49%	68.95%
Gen. Editorial	47.46%	45.43%	45.32%
Womens	42.21%	42.13%	42.85%
Service	31.09%	35.51%	37.71%
Mens	19.27%	18.94%	19.05%
Business/Finance	16.99%	16.95%	18.46%
Sports	14.74%	14.57%	15.3%
Music	14.71%	11.63%	10.53%
Parenthood	13.82%	14.33%	14.86%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	50.72%	54.68%	56.55%
Classified	32.25%	33.82%	33.54%
Sport	30.17%	31.65%	32.73%
Editorial Page	26.76%	30.05%	31.01%
Business/Finance	25.81%	28.28%	30.65%
Comics	24.65%	27.03%	27.48%
Movie Listings & Reviews	24.23%	24.85%	25.75%
Food/Cooking	22.67%	24.38%	25.15%
TV/Radio Listings	22.05%	23.1%	23.27%
Home/Gardening	18.92%	20.75%	21.95%
Travel	17.33%	18.7%	20.29%
Science/Technology	15.57%	16.9%	18.06%
Fashion	14.42%	14.2%	14.52%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	23.75%	15.54%	12.59%
CHR Contemp Hit Radio	19.89%	18.69%	18.42%
Country	15.34%	22.59%	24.02%
Adult Contemporary	14.31%	17.28%	19.05%
Oldies	10.74%	11.25%	11.53%
Variety	10.69%	8.78%	8.22%
Rock	10.48%	13.06%	13.91%
News/Talk	9.23%	11.23%	13.13%
Alternative	7.88%	9.32%	10.63%
Classic Rock	7.61%	9.58%	10.83%
Jazz	7.22%	5.48%	5.15%
Hispanic	6.44%	4.2%	3.39%
Religious	6.03%	6.77%	7.14%
All News	5.98%	5.27%	5.5%
Soft Contemporary	5.73%	7.04%	8.02%
Gospel	4.27%	3.38%	2.84%
All Talk	3.85%	4.4%	4.93%
Sports	3.41%	3.37%	4.08%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.81%	64.86%	67.03%
Satellite Dish	52.15%	55.4%	58.4%
Soapnet	51.03%	51.11%	52.19%
Other Video-On-Demand	41.86%	42.45%	42.9%
Sci-Fi Channel	36.03%	37.73%	38.97%
MSNBC	33.36%	34.23%	35.33%
Adult Pay Per View TV	32.24%	35.09%	36.01%
Subscribe Digital Cable	30.88%	28.55%	28.73%
TV Info From Sunday TV Magazine	28.77%	29.49%	30.6%
Nickelodeon	28.25%	30.97%	32.16%
Comedy Central	27.61%	28.88%	31.71%
TV Info From Newspapers	25.88%	27.14%	28.2%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.31%	26.91%	28.23%
TCM (Turner Classic Movies)	24.1%	24.85%	25.87%
ABC Fam.	23.98%	24.2%	25.97%
BET (Black Entertainment TV)	23.69%	23.77%	24.44%
Hallmark Channel	23.62%	25.77%	27.87%
Adult Swim	23.59%	27.98%	30.07%
USA Network	23.06%	24.19%	25.48%
TV Info From Monthly Cable Guide	22.77%	25.02%	26.27%
The Golf Channel	21.66%	23.12%	25.03%
Lifetime	21.4%	23.25%	24.44%
ESPN2	21.22%	22.19%	23.47%
TV Info From Other	20.69%	20.82%	21.28%

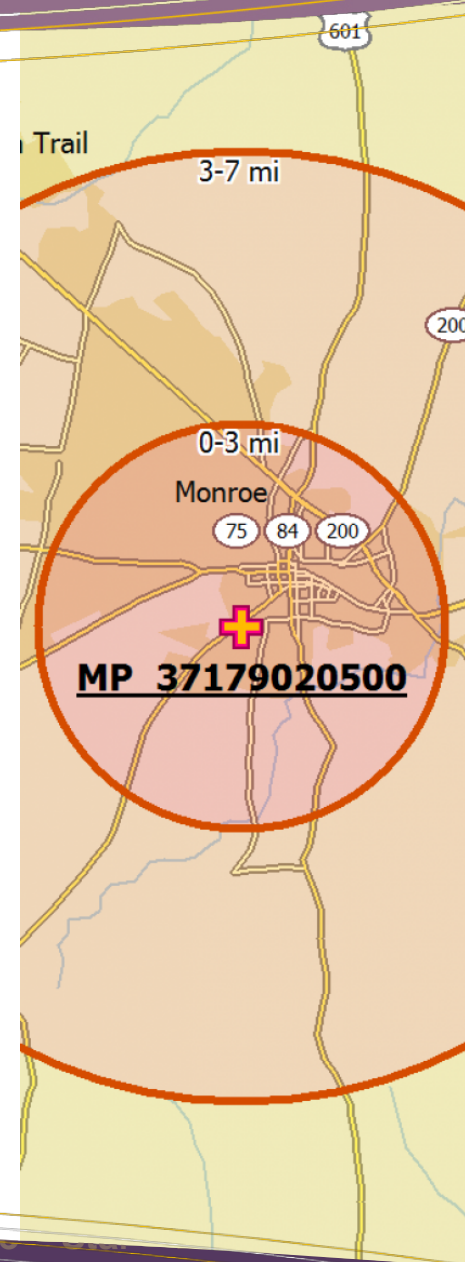


Communication Media Usage

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 Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.13%	3.21%	3.11%
Drive Time III (Medium)	0.9%	0.84%	0.76%
Radio IV & V (Light)	2.98%	2.43%	2.16%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.32%	10.22%	10.64%
Radio III (Medium)	4.5%	5.37%	5.72%
Radio IV & V (Light)	4.26%	4.02%	3.84%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.97%	14.43%	15.7%
Cable III (Medium)	4.57%	4.21%	4.24%
Cable IV & V (Light)	34.67%	33.25%	32.81%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.95%	3.46%	3.26%
Prime Time III (Medium)	1.85%	2.13%	2.2%
Prime Time IV & V (Light)	9.3%	10.39%	11.1%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.05%	39.35%	39.55%
Fringe III (Medium)	53.56%	52.26%	50.86%
Fringe IV (Light)	54.79%	56.47%	56.09%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.38%	13.95%	13.47%
All Day III (Medium)	24.41%	23.79%	23.42%
All Day IV (Light)	17.21%	14.03%	13%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.34%	11.85%	12.18%
6:00am - 10:00am	15.42%	14.18%	15.45%
10:00am - 3:00pm	9.27%	7.02%	6.65%
3:00pm - 7:00pm	15.59%	14.65%	14.44%
7:00pm - Midnight	12.86%	12.63%	13.12%
Midnight - 6:00am	6.52%	5.39%	5.11%
Weekend Radio			
Listeners			
Dayparts [summary]	15.32%	16.02%	16.3%
6:00am - 10:00am	3.49%	3.53%	3.68%
10:00am-3:00pm	5.55%	4.8%	5.31%
3:00pm - 7:00pm	7.18%	7.4%	7.66%
7:00pm - Midnight	9.51%	9.95%	10.17%
Midnight - 6:00am	12.24%	10.37%	10.14%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.52%	9.03%	10.39%
Saturday: 8:00-11:00pm	8.61%	7.96%	7.86%
Sunday: 7:00-11:00pm	9.04%	10.07%	10.91%
9:00am-1:00pm	24.31%	26.91%	28.23%
9:00am-4:00pm	28%	30.61%	31.87%
4:00pm-7:00pm	30.31%	30.26%	31.33%
11:00pm-1:00am	42.69%	42.28%	43.03%
AVG Prime time	3.97%	3.08%	2.95%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.85%	17.1%	17.78%
7-9am	21.22%	22.19%	23.47%
9am-12noon	19.35%	22.89%	24.33%
12noon-4pm	8.64%	7.72%	7.54%
4-6pm	47.48%	48.96%	52.18%
6-7pm	17.52%	19.23%	19.9%
7-7:30pm	1.87%	1.63%	1.55%
7:30-8pm	11.16%	11.7%	11.86%
8-11pm	7.52%	9.03%	10.39%
11pm-12am	33.36%	34.23%	35.33%
11pm-1am	42.69%	42.28%	43.03%
1-6am	31.6%	31.4%	32.75%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.45%	18.02%	19.16%
Sat: 10am-1pm	8.95%	8.21%	8.45%
Sat: 1-4pm	24.38%	25.35%	26.2%
Sat: 4-6pm	6.5%	6.9%	7.4%
Sat: 6-7pm	1.82%	1.91%	1.94%
Sat: 7-8pm	1.09%	1.02%	1.13%
Sat: 8-11pm	8.61%	7.96%	7.86%
Sat: 11pm-1am	5.83%	5.09%	4.93%
Sat: 1am-7pm	23.06%	24.19%	25.48%
Sun: 7-10am	2.53%	2.38%	2.23%
Sun: 10am-1pm	5.95%	7.14%	7.42%
Sun: 1-4pm	5.37%	6.12%	6.66%
Sun: 4-7pm	12.52%	14.46%	15.64%
Sun: 7-11pm	9.04%	10.07%	10.91%
Sun: 11pm-1am	5.29%	5.86%	6.13%
Sun: 1-7am	20.96%	22.7%	24.09%

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*



Morehead City Rockfish Waco Brunswick Roxobel Kings Mountain Lansing Pine Knoll Shores Holder
Vanceboro Stovall McDonald Orrum Monroe Sugar Mountain Burgaw Welcome Walnut Creek
Ingold Five Points Yanceyville Weaverville Canton Misenheimer
Aulander Gaston Pollocksville Lillington Watha Roseboro Brookford Millers Creek White Oak
East Rockingham Royal Pines Kings Grant Aberdeen Oak City Liberty Polkton Ranlo Marion St Stephen

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.

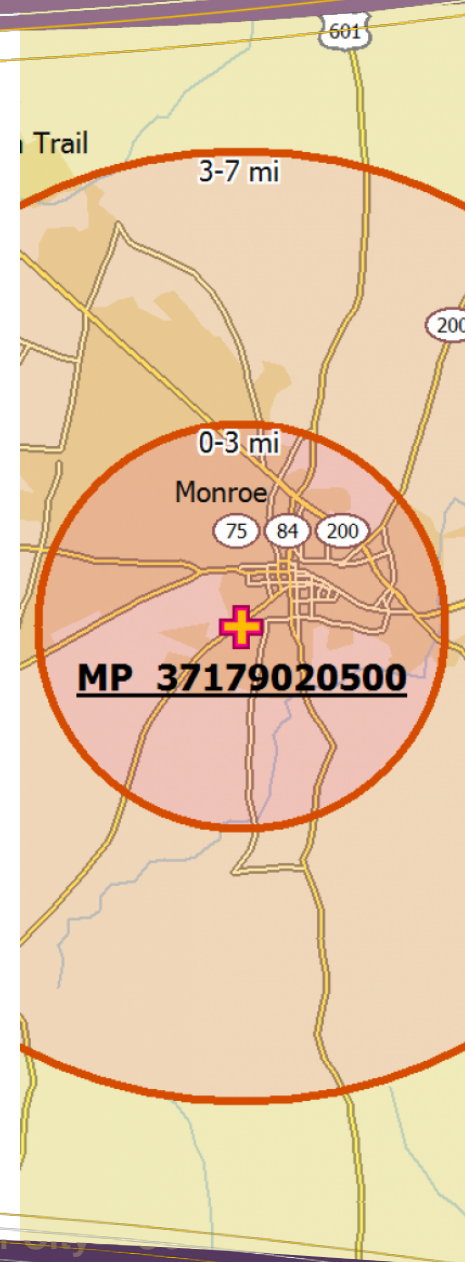


Your MissionSite and the Missional Suite

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



Danbury Grandfather Saxapahaw Brices Creek Wadesboro Grover Lawndale Sunset Beach Stokesdale
Morganton Lake Waccamaw Sharpsburg Broadway Fearrington Salisbury Rural Hall Trenton Newport
Raemon North Wilkesboro Stonewall Mountain View Bunn Maxton Troy Warren Valley Hill Hamlet
Watha Indian Trail Varnamtown East Flat Rock Elizabethtown Lincolnton Wrightsville Beach Anderson
Rhodhiss Lansing Icard Castalia Walnut Cove Bald Head Island Asheboro Whitakers Creedmoor Star

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	South Monroe - Monroe	1320 S Hayne St Monroe, NC 28112	0.34 mi	32	Declining
2	EMBC	503 Maurice St Monroe, NC 28112	0.47 mi	650	Insufficient Data
3	Oakland - Monroe	600 E Sunset Dr Monroe, NC 28112	0.51 mi	107	Declining
4	Monroe First - Monroe	109 Morrow Ave Monroe, NC 28112	0.55 mi	275	Plateauing
5	West Monroe - Monroe	1212 Icemorlee St Monroe, NC 28110	1.46 mi	369	Declining
6	Benton Heights - Monroe	1411 Helms St Monroe, NC 28110	1.76 mi	51	Declining
7	Sutton Park - Monroe	1801 Walkup Avenue Monroe, NC 28110	1.86 mi	43	Declining
8	Westend - Monroe	1611 Sanlee Church Rd Monroe, NC 28110	1.89 mi	36	Declining
9	Calvary - Monroe	2518 Lancaster Hwy Monroe, NC 28112	2.28 mi	0	Growing
10	Freedom Biker Church of Monroe	1744 Williams Rd Monroe, NC 28110	2.77 mi	0	Insufficient Data
11	Harvest Ministries of Monroe	1744 Williams Rd Monroe, NC 28110	2.77 mi	0	Insufficient Data
12	Lee Park	2505 Morgan Mill Rd Monroe, NC 28110	2.89 mi	413	Growing
13	Covenant - Monroe	2706 Secrest Shortcut Rd Monroe, NC 28110	3.23 mi	83	Plateauing
14	El Buen Pastor - Monroe	111 E Old Highway 74 Monroe, NC 28112	3.30 mi	99	Plateauing
15	LifePoint - Monroe	3007 Weddington Rd Monroe, NC 28110	3.33 mi	18	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Trinity - Monroe	2613 Concord Hwy Monroe, NC 28110	3.49 mi	160	Declining
17	New Salem - Monroe	2915 Goldmine Rd Monroe, NC 28110	3.86 mi	160	Declining
18	Love - Monroe	707 Deese Rd Monroe, NC 28110	3.96 mi	277	Declining
19	Fellowship - Monroe	902 Rocky River Rd S Monroe, NC 28110	4.14 mi	0	Insufficient Data
20	Corinth - Monroe	3805 Corinth Church Rd Monroe, NC 28112	4.30 mi	83	Growing
21	Hmong - Monroe	3100 Creekwood Dr Monroe, NC 28110	4.80 mi	28	Insufficient Data
22	Shiloh - Monroe	2301 Rocky River Rd N Monroe, NC 28110	5.20 mi	333	Plateauing
23	Solid Rock - Monroe	1924 Old Pageland Mnre Rd Monroe, NC 28112	5.28 mi	86	Plateauing
24	Secrest Grove	4505 Weddington Rd Monroe, NC 28110	5.33 mi	87	Growing
25	Macedonia - Monroe	610 Macedonia Church Rd Monroe, NC 28112	5.36 mi	73	Declining
26	Roanoke - Monroe	618 Roanoke Church Rd Monroe, NC 28110	5.68 mi	59	Declining
27	New Life - Monroe	826 Willoughby Rd Monroe, NC 28110	5.78 mi	0	Insufficient Data
28	Mountain Springs - Monroe	2509 Mountain Springs Ch Rd Monroe, NC 28112	6.21 mi	172	Declining
29	Forest Hills - Indian Trail	2003 Willis Long Rd Monroe, NC 28110	6.23 mi	50	Insufficient Data
30	Oak Grove - Waxhaw	4013 Newtown Rd Waxhaw, NC 28173	6.36 mi	150	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Sandy Ridge - Monroe	1106 W Sandy Ridge Rd Monroe, NC 28112	6.61 mi	199	Growing
32	Mount Pleasant - Monroe	2528 Stack Rd Monroe, NC 28112	6.67 mi	174	Growing
33	Hillcrest - Monroe	4316 Hillcrest Church Rd Monroe, NC 28110	6.88 mi	465	Plateauing
34	Lakeview - Monroe	4602 Concord Hwy Monroe, NC 28110	7.17 mi	459	Plateauing
35	Ebenezer - Indian Trail	1417 Unionville Indian Trl Rd W Indian Trail, NC 28079	7.62 mi	235	Declining
36	Mill Creek - Monroe	5417 Morgan Mill Rd Monroe, NC 28110	7.90 mi	159	Plateauing
37	Sardis - Indian Trail	3602 Unionville Indian Trl Rd W Indian Trail, NC 28079	8.08 mi	435	Declining
38	Faulks - Marshville	2234 Faulks Church Rd Marshville, NC 28103	8.15 mi	149	Declining
39	Foundation Church	6304 Secrest Short Cut Rd Indian Trail, NC 28079	8.25 mi	0	Insufficient Data
40	Austin Grove - Marshville	5919 Austin Grove Ch Rd Marshville, NC 28103	8.41 mi	214	Declining
41	Central - Matthews	4821 Waxhaw Indian Trail Rd Matthews, NC 28104	8.87 mi	125	Insufficient Data
42	Friendly - Indian Trail	5418 Friendly Baptist Ch Rd Indian Trail, NC 28079	9.07 mi	72	Plateauing
43	Benton's Cross Roads - Monroe	109 E Lawyers Rd Monroe, NC 28110	9.17 mi	171	Declining
44	Hartis Grove - Indian Trail	4224 Blanchard Cir Indian Trail, NC 28079	9.33 mi	217	Growing
45	Faith - Indian Trail	4224 Faith Church Rd Indian Trail, NC 28079	9.42 mi	35	Insufficient Data



6 Watroak Court
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
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