

# MissionSite

top unreached locations



BOONE, NC

CENSUS TRACT: 37189980500

REGION: Region 7: Northwest

COUNTY: Watauga

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



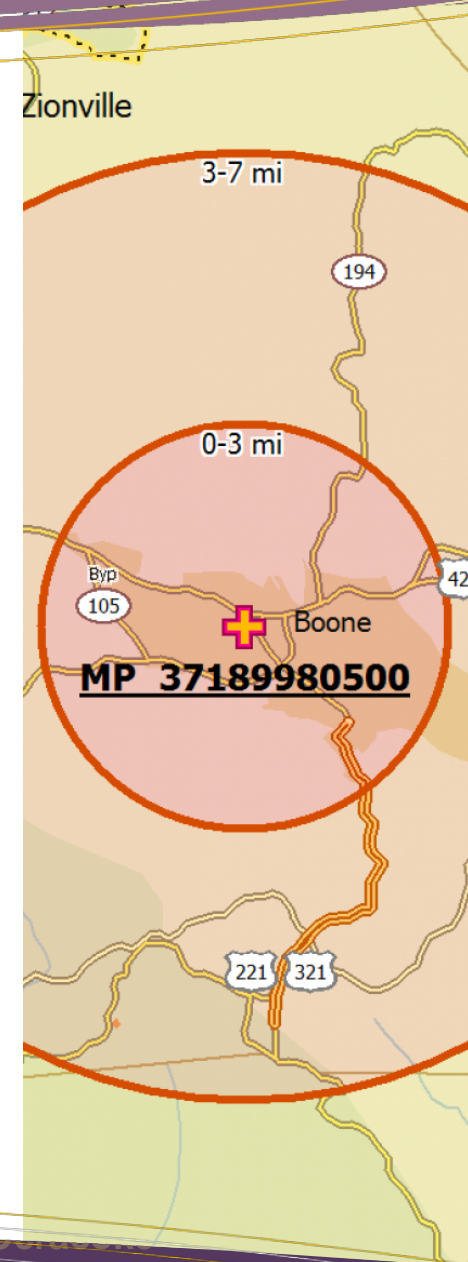
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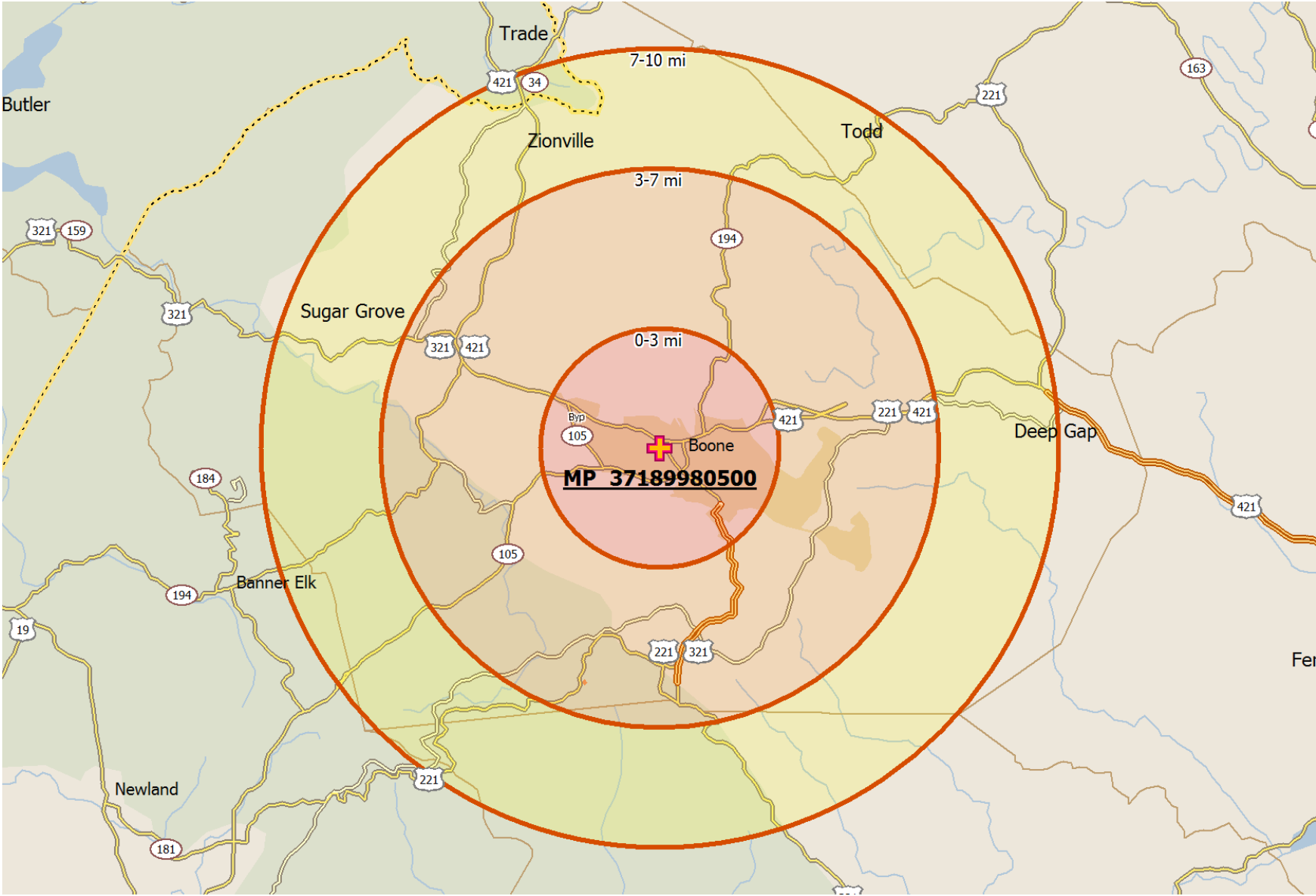
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3707	Region 7: Northwest
3	County Location	37189	Watauga
4	Zipcode	28607	Watauga
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	50000-50000-10000



# 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
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	5	Micropolitan area adjacent to a small metro area
3 Rural / Urban Continuum	6	
4 NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
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	79	Micropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8 Percent Commuting to Metro	3	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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	21,071	15,997	8,205
2010 Households	8,181	7,102	3,722
2010 Group Quarters Population	5,304	496	60

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	31	19	14
Language Diversity National Index	28	20	5
Foreign Born Diversity National Index	83	82	45
Ancestry Diversity National Index	97	90	92
Racial Diversity National Index	17	8	5

# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	413	5.05%
Mainstay Communities	Established, Diverse Households	745	9.11%
Working Communities	Blue-collar, Working Families	977	11.94%
Country Communities	Rural, Agri. & Mining Families	514	6.28%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,111	13.58%
Urban Communities	High Density, Inner-city Neighborhoods	4,419	54.02%



# 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 0-3 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	13,491	6,274	46.51%
Unreached %	69.88%	76.69%	109.74
Religious But NOT Evangelical HH	2,441	1,047	42.9%
Religious But NOT Evangelical %	12.64%	12.8%	101.23
Spiritual But NOT Relig or Evang HH	3,275	1,743	53.23%
Spiritual But NOT Relig or Evang %	16.96%	21.31%	125.62
Not Evangelical, Not Interested HH	7,776	3,484	44.8%
Not Evangelical, Not Interested %	40.28%	42.59%	105.73



# 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).

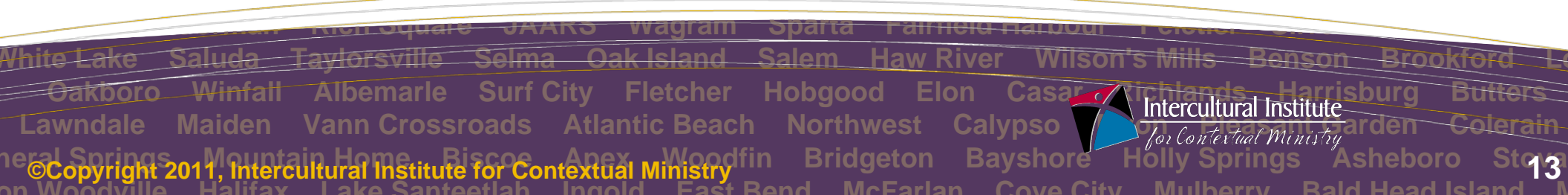
<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	43	13	30.23%
Active BCNC Attenders	3,914	1,916	48.95%
Active Evangelical Households	2,734	896	32.76%
Active Evangelical Percent	14.16%	10.95%	77.31
Inactive Evangelical Households	3,080	1,009	32.77%
Inactive Evangelical Percent	15.96%	12.34%	77.33
# 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.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Boone First - Boone	0.08 mi	0	Insufficient Data	16 Rutherwood - Boone	4.74 mi	204	Plateauing
2 Poplar Grove - Boone	0.88 mi	49	Plateauing	17 Journey Church of the Highlands	5.12 mi	0	Insufficient Data
3 Perkinsville - Boone	1.21 mi	166	Growing	18 Cool Springs - Blowing Rock	5.64 mi	25	Insufficient Data
4 Oak Grove - Boone	1.42 mi	94	Plateauing	19 Middle Fork - Boone	5.64 mi	43	Declining
5 Greenway - Boone	1.51 mi	183	Declining	20 Sandy Flat - Blowing Rock	5.64 mi	42	Plateauing
6 Meat Camp - Boone	1.56 mi	62	Plateauing	21 Blowing Rock First - Blowing Rock	5.64 mi	200	Growing
7 Shepherd's Heart Ministries - Boone	1.56 mi	125	Insufficient Data	22 Willowdale - Vilas	5.70 mi	77	Plateauing
8 Laurel Fork - Boone	1.56 mi	79	Declining	23 Clarks Creek - Banner Elk	5.71 mi	21	Insufficient Data
9 Three Forks - Boone	1.56 mi	45	Plateauing	24 Tabernacle - Boone	5.75 mi	47	Plateauing
10 Mount Vernon - Boone	1.56 mi	870	Plateauing	25 Pilot Mountain - Todd	6.34 mi	33	Plateauing
11 Shulls Mills - Boone	1.56 mi	7	Insufficient Data	26 Proffitt's Grove - Boone	6.45 mi	151	Plateauing
12 Howards Creek - Boone	2.10 mi	210	Plateauing	27 Pleasant Grove - Zion	6.47 mi	84	Declining
13 Doe Ridge - Boone	2.95 mi	26	Plateauing	28 Baileys Camp - Lenoir	7.49 mi	14	Plateauing
14 Rich Mountain - Boone	4.58 mi	0	Insufficient Data	29 Willow Valley - Vilas	7.69 mi	120	Insufficient Data
15 Brushy Fork - Vilas	4.65 mi	104	Declining	30 Beaver Dam - Vilas	7.87 mi	0	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*

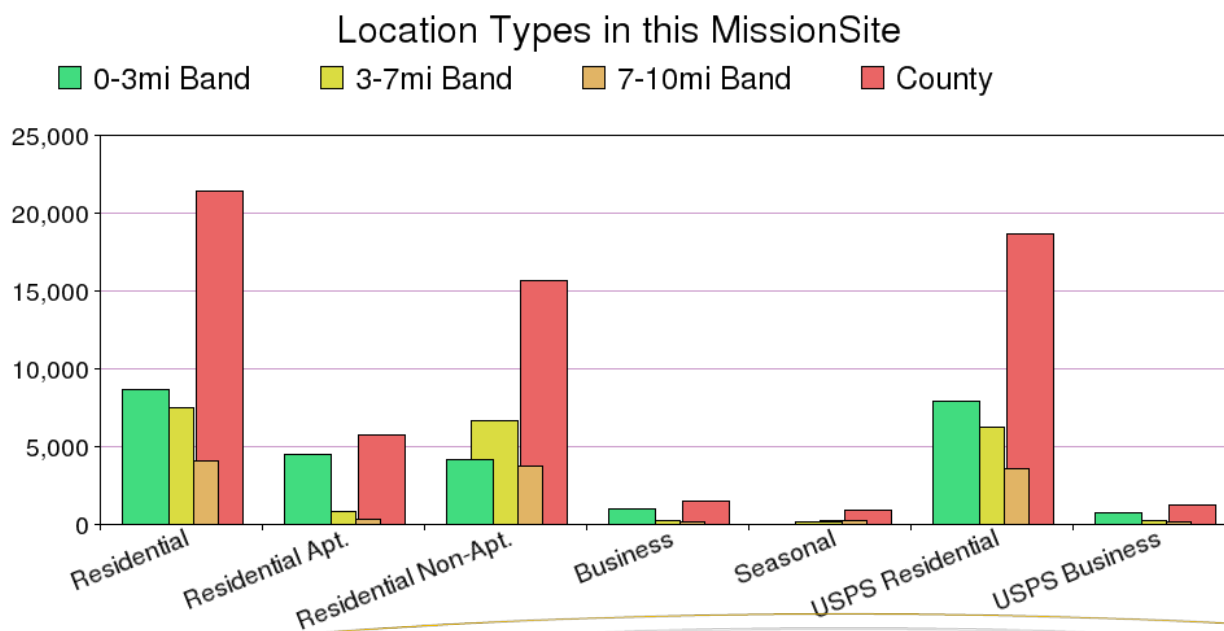
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 0-3 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	36,952	17,887	48.41%
2000 Population	42,695	19,280	45.16%
2010 Population	45,925	21,071	45.88%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	13,693	6,113	44.64%
2000 Households	16,540	6,885	41.63%
2010 Households	19,305	8,181	42.38%



Location Type	0-3mi Band
Residential	8,660
Residential Apt.	4,498
Residential Non-Apt.	4,162
Business	1,033
Seasonal	30
USPS Residential	7,919
USPS Business	784

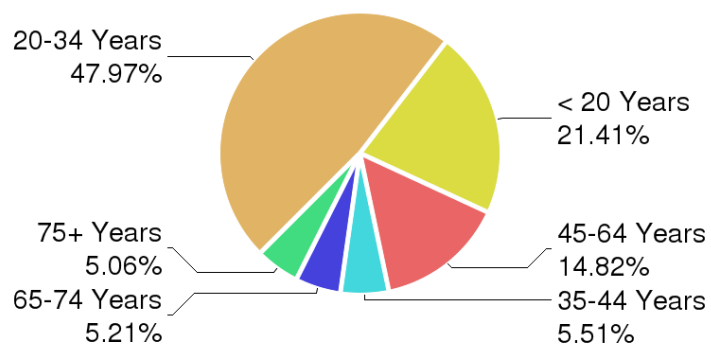
# Current Demographic Summary

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	3.88%	2.64%	68.04
4-5 Years	1.67%	0.81%	48.5
6-8 Years	2.4%	1.31%	54.58
9-11 Years	2.29%	1.36%	59.39
12-13 Years	1.49%	0.97%	65.1
14-17 Years	5.52%	5.29%	95.83
18-19 Years	3.43%	9.01%	262.68
0-5 Years	5.55%	3.45%	62.16
6-12 Years	5.44%	3.19%	58.64
13-19 Years	9.69%	14.76%	152.32
< 20 Years	20.68%	21.4%	103.48
20-34 Years	35.41%	47.94%	135.39
35-44 Years	8.47%	5.51%	65.05
45-64 Years	21.93%	14.81%	67.53
65-74 Years	7.54%	5.21%	69.1
75+ Years	5.98%	5.06%	84.62
Median Age	29	31	106.65
Median Age (Male)	29	31	106.36
Median Age (Female)	30	33	111.85

Age Group Percentages



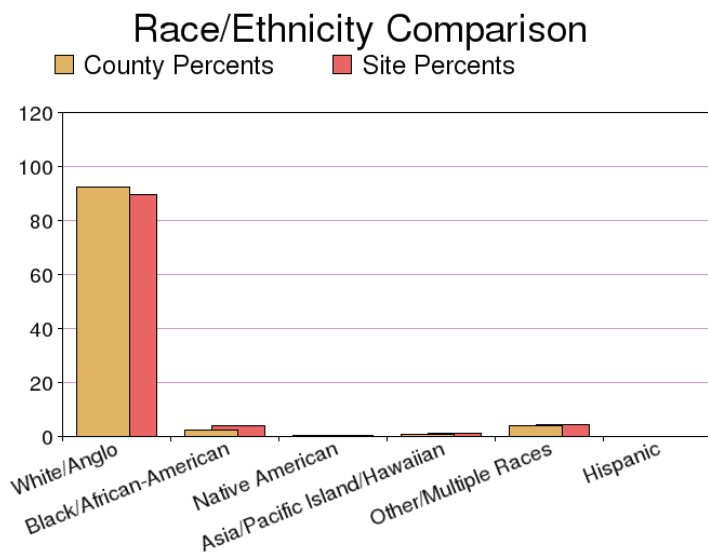


# Current Demographic Summary

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	92.47%	89.69%	97
Black, African-American	2.34%	4.05%	173.1
Native American	0.34%	0.32%	93.01
Asian	0.81%	1.29%	158.51
Pacific Island, Hawaiian	0.05%	0.08%	139.49
Other/Multiple Races	3.98%	4.58%	114.88
Hispanic	0%	2.92%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,090	9,774	
Less than 9th Grade	4.45%	3.56%	125.08
No High School Diploma	10.26%	6.91%	148.56
High School Graduate	22.57%	18.87%	119.63
Some College, no degree	19.14%	19.13%	100.05
Associate Degree	8.05%	9.23%	87.22
College Degree	18.89%	20.36%	92.76
Graduate/Prof. degree	16.64%	21.95%	75.82

# 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	16.78%	25.53%	119.71
\$10,000 to \$19,999	14.4%	15.5%	107.63
\$20,000 to \$29,999	14.41%	14.67%	101.82
\$30,000 to \$49,999	16.07%	13.89%	86.39
\$50,000 to \$59,999	10.14%	7.76%	76.53
\$60,000 to \$69,999	6.81%	5.24%	76.98
\$70,000 to \$79,999	4.72%	3.78%	80.04
\$80,000 to \$89,999	3.44%	2.85%	82.68
\$90,000 to \$99,999	2.41%	1.91%	79
\$100,000 to \$124,999	3.99%	3.62%	90.71
\$125,000 to \$149,999	2.23%	2.05%	92.19
\$150,000 to \$199,999	2.99%	2.24%	74.84
\$200,000 to \$249,999	0.68%	0.38%	55.84
\$250,000 or more	0.93%	0.56%	60.64
Median Household	34,314	27,533	80.24
Average Household	51,399	46,080	89.65
Per Capita Household	24,085	19,908	82.66
Family/Non-Family Household Income			
Median Family Income	55,137	58,899	106.82
Average Family Income	70,900	70,706	99.73
Median Non-Family Income	19,616	17,006	86.69
Average Non-Family Income	29,010	25,943	89.43

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	53.45%	37.5%	70.17
Families with Children	22.61%	15.58%	68.93
Families without Children	30.84%	21.92%	71.07
Non-Family Households			
% Non-Family Households	46.55%	62.5%	134.25
Non-Families with Children	0.12	0.17	143.64
Non-Families without Children	46.43	62.33	134.23
Housing Units			
			Index
Total Housing Units	28,198	9,754	
Vacant percent	31.54%	16.12%	51.1
Owned percent	39.23%	32.64%	83.21%
Rented Percent	29.23%	51.23%	175.25
Households by Size			
			Index
Avg household size	2.08	1.93	92.79
Avg family hh size	2.71	2.64	97.42
Avg non-family hh size	1.35	1.50	111.11
Households By Count of Persons			
			Percent
One	6,045	2,938	48.6%
Two	8,185	3,444	42.08%
Three or Four	4,520	1,652	36.55%
Five+	555	146	26.31%

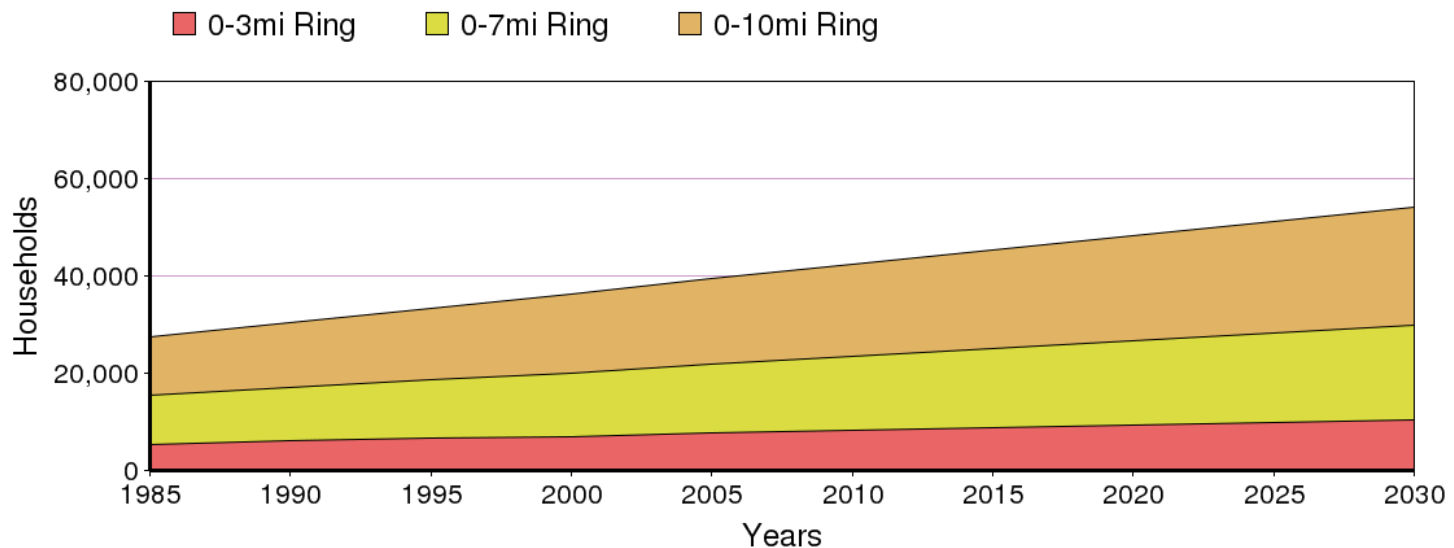
# Projected Demographic Summary

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	36,952	17,887	48.41%
2000 Population	42,695	19,280	45.16%
2010 Population	45,925	21,071	45.88%
2015 Population	48,142	22,257	46.23%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	13,693	6,113	44.64%
2000 Households	16,540	6,885	41.63%
2010 Households	19,305	8,181	42.38%
2015 Households	20,503	8,786	42.85%

Household Change from 1985 to 2030



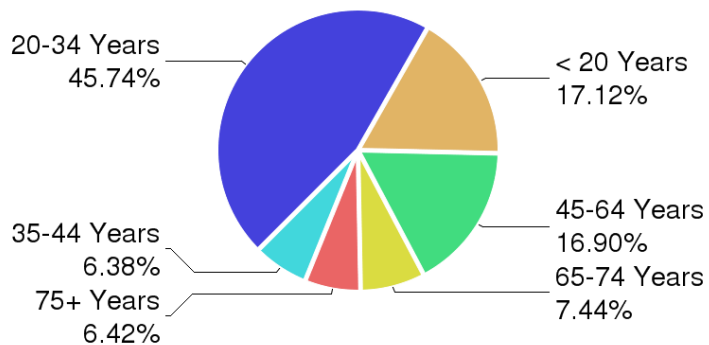
# Projected Demographic Summary

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	2.64%	4.1%	155.3
4-5 Years	0.81%	1.37%	169.14
6-8 Years	1.31%	2.11%	161.07
9-11 Years	1.36%	1.93%	141.91
12-13 Years	0.97%	1.25%	128.87
14-17 Years	5.29%	3.53%	66.73
18-19 Years	9.01%	2.84%	31.52
0-5 Years	3.45%	5.47%	158.55
6-12 Years	3.19%	4.73%	148.28
13-19 Years	14.76%	6.92%	46.88
< 20 Years	21.4%	17.12%	80
20-34 Years	47.94%	45.74%	95.41
35-44 Years	5.51%	6.38%	115.79
45-64 Years	14.81%	16.9%	114.11
65-74 Years	5.21%	7.44%	142.8
75+ Years	5.06%	6.42%	126.88
Median Age	29	33	111.02
Median Age (Male)	29	33	112.68
Median Age (Female)	30	34	114.3

Projected Age Group Percentages



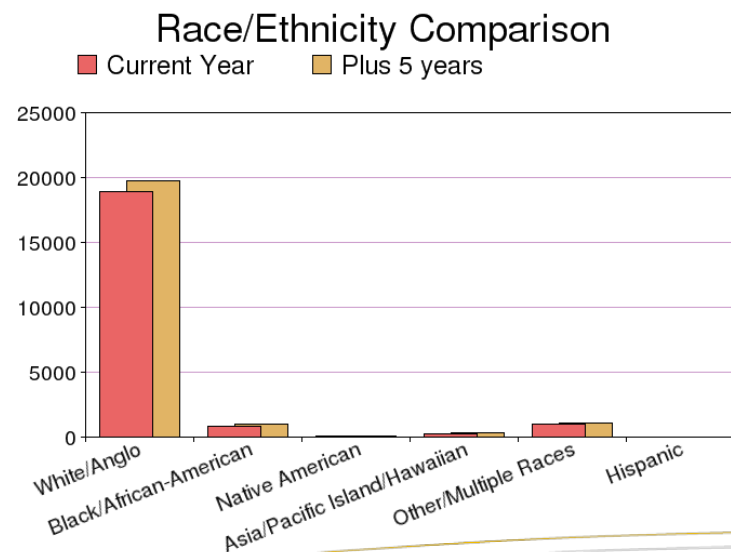
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	89.69%	88.75%	98.94
Black, African-American	4.05%	4.49%	110.99
Native American	0.32%	0.35%	111.63
Asian	1.29%	1.37%	106.16
Pacific Island, Hawaiian	0.08%	0.08%	100.59
Other/Multiple Races	4.58%	4.96%	108.32
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	9,774	15,113	
Less than 9th Grade	3.56%	2.51%	70.43
No High School Diploma	6.91%	6.58%	95.24
High School Graduate	18.87%	16.96%	89.89
Some College, no degree	19.13%	20.6%	107.7
Associate Degree	9.23%	10.75%	116.44
College Degree	20.36%	19.78%	97.14
Graduate/Prof. degree	21.95%	22.83%	104.02



# Projected Demographic Summary

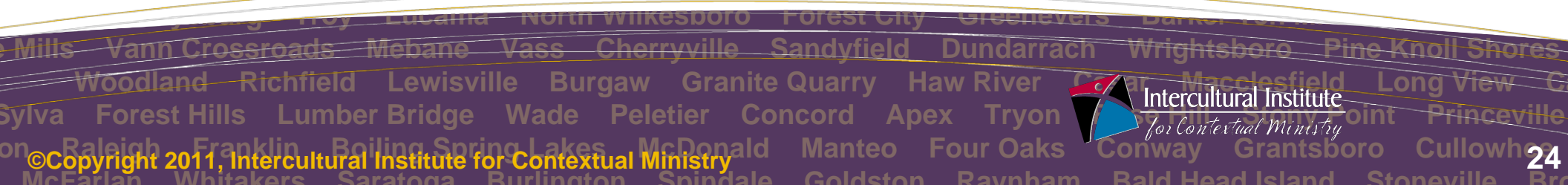
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if 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
<b>Household Income</b>			
< \$10,000	25.53%	25.95%	101.63
\$10,000 to \$19,999	15.5%	15.14%	97.67
\$20,000 to \$29,999	14.67%	14.24%	97.07
\$30,000 to \$49,999	13.89%	12.28%	88.44
\$50,000 to \$59,999	7.76%	8.15%	104.99
\$60,000 to \$69,999	5.24%	5.18%	98.76
\$70,000 to \$79,999	3.78%	3.82%	95.52
\$80,000 to \$89,999	2.85%	3.06%	98.31
\$90,000 to \$99,999	1.91%	1.9%	99.68
\$100,000 to \$249,999	3.62%	3.98%	110.1
\$125,000 to \$149,999	2.05%	2.42%	118.06
\$150,000 to \$199,999	2.24%	2.74%	122.63
\$200,000 to \$249,999	0.38%	0.4%	105.13
\$250,000 or more	0.56%	0.58%	103.24
Median Household	27,533	28,147	102.23
Average Household	46,080	47,907	103.96
Per Capita Household	19,908	21,146	106.22
<b>Family/Non-Family Household Income</b>			
Median Family Income	58,899	64,620	109.71
Average Family Income	70,706	74,858	105.87
Median Non-Family Income	17,006	17,842	104.92
Average Non-Family Income	25,943	27,209	104.88

# 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
<b>Family Households</b>			
% Family Households	37.5%	36.23%	96.6
Families with Children	15.58	15.1	96.91
Families without Children	21.92	21.72	99.09
<b>Non-Family Households</b>			
% Non-Family Households	62.5%	63.77%	102.04
Non-Families with Children	0.17	0.23	102.04
Non-Families without	62.33	63.54	101.95
<b>Children</b>			
<b>Housing Units</b>			
Total Housing Units	9,754	10,479	107.43%
Vacant percent	16.12%	16.16%	100.25
Owned percent	32.64%	32.52%	99.63
Rented Percent	51.23%	51.32%	100.18
<b>Households by Size</b>			
Avg household size	1.93	1.90	98.45%
Avg family hh size	2.64	2.68	101.52%
Avg non-family hh size	1.50	1.46	97.33%
<b>Households By Count of Persons</b>			
One	2,938	3,261	110.99%
Two	3,444	3,642	105.75%
Three or Four	1,652	1,723	104.3%
Five+	146	160	109.59%





# 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>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	388	376	40
Northern Europe	30	45	7
Western Europe	56	43	9
Southern Europe	13	28	5
Eastern Europe	33	25	0
Other Europe	0	0	0
Eastern Asia	80	13	8
So. Central Asia	0	0	0
SE Asia	4	16	0
Western Asia	21	37	0
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	4	1	0
Middle Africa	0	0	0
Northern Africa	8	8	0
Southern Africa	5	1	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	35	11	2
Central Amer.	61	88	9
South America	0	20	0
North America	38	40	0
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	17,237	15,070	5,191
Spanish	434	373	82
Other Indo-Euro language	447	265	42
French (incl. Patois, Cajun)	159	111	20
French Creole	0	0	0
Italian	23	10	2
Portuguese	12	33	5
German	175	38	6
Yiddish	0	6	0
Other West Germanic	8	7	0
A Scandinavian Language	8	15	5
Greek	15	15	1
Russian	15	4	0
Polish	19	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	4	9	2
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

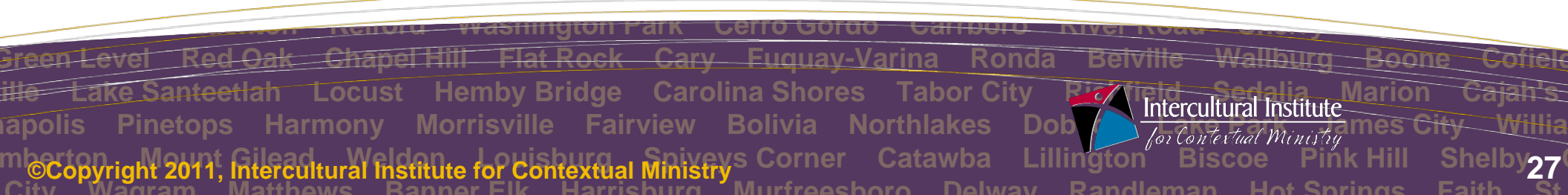
SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	7	15	0
Asian/PI languages	0	0	0
Chinese	49	3	0
Japanese	26	0	0
Korean	16	4	6
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	6	1	0
Other Asian	0	5	0
Tagalog	0	0	0
Other Pacific Is	5	1	0
Other languages	50	35	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	9	0	0
Arabic	0	24	0
Hebrew	33	8	0
African languages	8	3	0
Other unspecified	0	0	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	12,955	11,788	3,802
Arab	12	61	16
Armenian	1	3	1
Austrian	2	26	4
British	181	134	36
Canadian	49	7	1
Croatian	6	1	0
Czech	16	8	2
Czechoslovak	13	4	2
Danish	20	10	2
Dutch	181	177	72
English	1,867	2,073	611
European	398	260	113
Finnish	4	1	0
French (not Basque)	243	257	80
French Canadian	36	101	13
German	1,749	1,669	511
Greek	110	58	13
Hungarian	14	14	4
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,213	916	336
Italian	649	343	105
Lithuanian	2	7	4
Norwegian	99	132	63
Polish	213	120	33
Portuguese	0	8	0
Romanian	19	6	0
Russian	28	25	6
Scandinavian	32	16	3
Scotch-Irish	1,180	875	209
Scottish	798	576	128
Slovak	0	0	7
Subsaharan African	18	1	3
Swedish	159	133	33
Swiss	33	40	17
Ukrainian	9	14	0
US/American	1,724	2,529	1,016
Welsh	120	39	6
West Indian	35	6	0
Yugoslavian	14	0	0
Other	1,708	1,137	352



# 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*

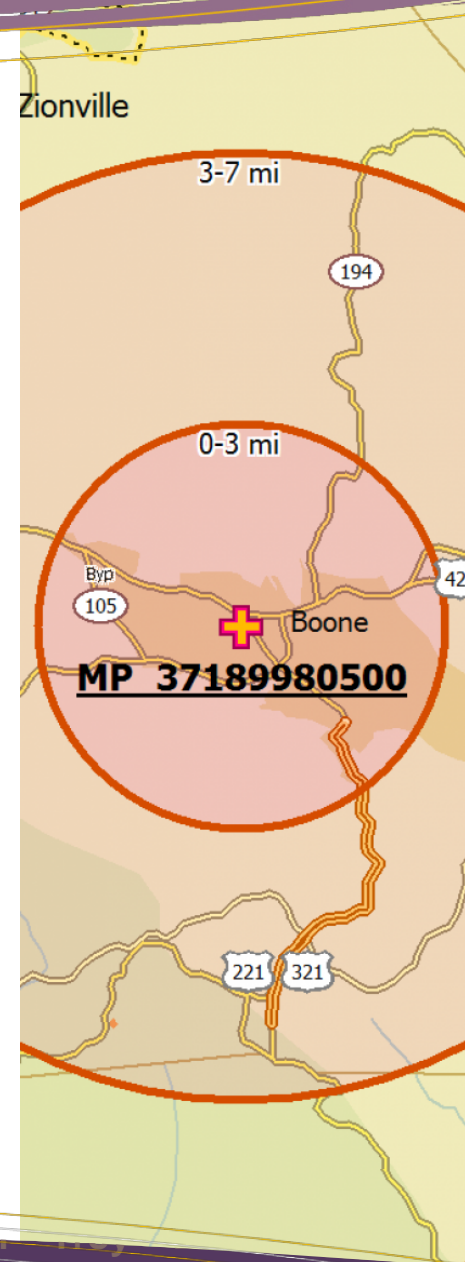
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 0-3 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	8,181	100%	6,336	100%
<b>AFFLUENT SUBURBIA</b>	52	0.64%	37	0.58%
America's Wealthiest	5	0.06%	4	0.06%
Dream Weavers	10	0.12%	7	0.11%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	37	0.45%	26	0.41%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	361	4.41%	251	3.96%
Status Conscious Consumers	7	0.09%	5	0.08%
Affluent Urban Professionals	33	0.4%	27	0.43%
Urban Commuter Fam.	270	3.3%	181	2.86%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	51	0.62%	38	0.6%
<b>SM TWN SUCCESS</b>	391	4.78%	298	4.7%
Successful Urban Sprawl	36	0.44%	38	0.6%
2nd City Homebodies	3	0.04%	26	0.41%
Prime Middle America	0	0%	2	0.03%
Urban Optimists	192	2.35%	0	0%
Family Convenience	160	1.96%	122	1.93%
Mid-Market Enterprise	0	0%	110	1.74%



# 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	8,181	100%	6,336	100%
<b>BLUE COLLAR BACKBONE</b>	281	3.43%	175	2.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	206	2.52%	124	1.96%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	75	0.92%	51	0.8%
<b>AMER. DIVERSITY</b>	354	4.33%	247	3.9%
Ethnic Urban Mix	4	0.05%	3	0.05%
Urban Blues	45	0.55%	29	0.46%
Professional Urbanites	180	2.2%	130	2.05%
Urban Advancement	114	1.39%	77	1.22%
Amer. Great Outdoors	5	0.06%	3	0.05%
Mature America	6	0.07%	5	0.08%
<b>METRO FRINGE</b>	696	8.51%	477	7.53%
Steadfast Conservative	687	8.4%	471	7.43%
Moderate Conventionalists	9	0.11%	6	0.09%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

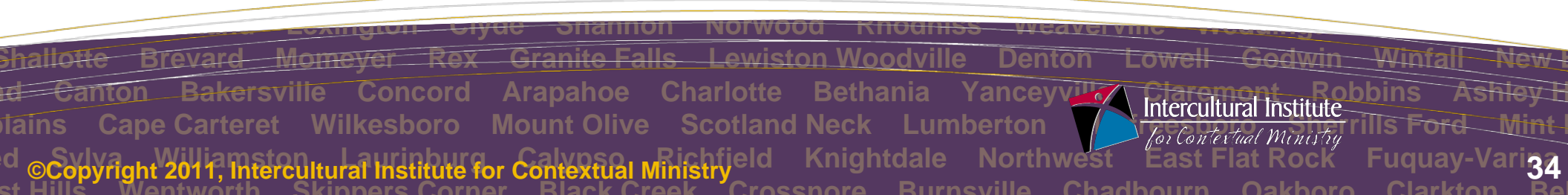
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	8,181	100%	6,336	100%
REMOTE AMERICA	116	1.42%	69	1.09%
Hardy Rural Fam.	78	0.95%	47	0.74%
Rural Southern Living	38	0.46%	22	0.35%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	542	6.63%	407	6.42%
Young Cosmopolitans	249	3.04%	195	3.08%
Minority Metro Communities	97	1.19%	72	1.14%
Stable Careers	164	2%	118	1.86%
Aspiring Hispania	32	0.39%	22	0.35%
RURAL VILLAGES & FARMS	398	4.86%	252	3.98%
Aspiring Hispania	4	0.05%	22	0.35%
Industrious Country Living	0	0%	3	0.05%
America's Farmland	163	1.99%	0	0%
Comfy Country Living	188	2.3%	100	1.58%
Small Town Connections	43	0.53%	109	1.72%
Hinterland Fam.	0	0%	18	0.28%

# 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	8,181	100%	6,336	100%
<b>STRUGGLING SOCIETIES</b>	4,399	53.77%	3,646	57.54%
Rugged Southern Style	2	0.02%	1	0.02%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	17	0.21%	12	0.19%
College Town Communities	4,380	53.54%	3,633	57.34%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	20	0.24%	14	0.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	1	0.01%	1	0.02%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	19	0.23%	13	0.21%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	569	6.96%	463	7.31%
Military Family Life	0	0%	0	0%
Major University Towns	569	6.96%	463	7.31%
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?

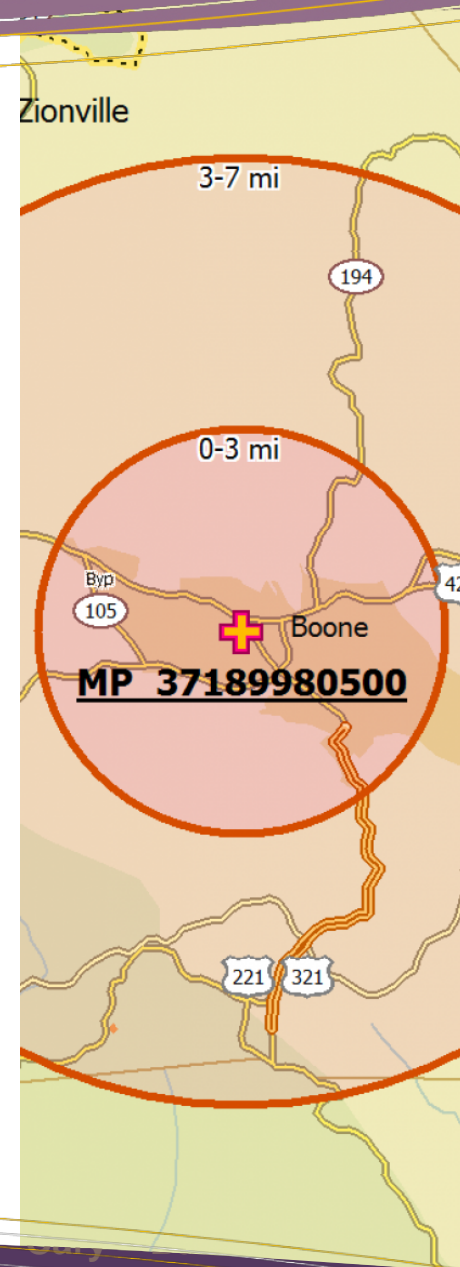
## Potential Cultural Bridges

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	75%	75%	75%
Use Comp. for Internet/E-mail	64%	63%	62%
Internet Use: E-Mail	55%	53%	52%
Use Comp. for Shopping	39%	38%	37%
Internet Use: News/ Weather	39%	34%	32%
Use Comp. for Digital Camera Photo Editing	39%	37%	36%
Use Comp. for News/Info./Data Service	34%	29%	28%
Use Comp. for Banking	34%	33%	33%
Internet Use: Banking	33%	30%	30%
Use Comp. for Word Processing	27%	33%	34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Comp. Games	26%	31%	33%
Use Comp. for Education	24%	27%	27%
Internet Use: Sports	23%	17%	15%
Internet Use: Bulletin/ Message Boards	22%	15%	13%
Internet Use: Yellow Pages	20%	15%	14%
HH Owns DVD Player	19%	22%	24%
Internet Use: Personal Ads/Dating Services	17%	11%	9%
PC-Network-HH Has One	16%	16%	16%
Internet Use: Research/ Education	15%	14%	13%
Use Comp. for Accounting	13%	14%	14%

# 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
Dining Out (Not Fast Food)	71%	67%	65%
Listening To Music	70%	69%	68%
Reading Books	66%	62%	60%
Cooking for Fun	48%	42%	40%
Card Games	43%	42%	43%
Board Games	37%	35%	35%
Go To A Beach/Lake	34%	35%	35%
Going To	32%	26%	25%
Bars/Nightclubs/Dancing			
Gardening	30%	33%	34%
Visit Museum	28%	25%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	40%	41%	41%
Dentist	27%	29%	28%
Backache	21%	22%	22%
None Of These	21%	20%	20%
Hypertension/High Blood Pressure	20%	20%	20%
Eye Dr.	18%	20%	19%
High Cholesterol	17%	18%	18%
Pharmacist	17%	15%	14%
Overweight (30 Pounds Or More)	15%	14%	14%



# 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	38.31%	33.72%	31.77%
Live Theater	28.89%	25.97%	24.24%
Live Theater Most Often	25.91%	22.72%	21.11%
Rock/Pop Concerts Most Often	25.07%	20.09%	18.36%
Dance Performance	8.62%	8.5%	8.21%
Classical Concerts Most Often	8.34%	7.78%	7.21%
Movies: Action/Adventure	29.62%	33.49%	34.33%
Movies: Comedy	25.08%	30.61%	31.54%
Movies: Horror	22.12%	16.42%	15.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.83%	20.23%	19.96%
Movies: Mystery	19.7%	17.97%	17.43%
Movies: Romantic Comedy	18.56%	19.13%	18.88%
College Basketball Reg. Season	8.08%	6.51%	6.03%
College Football Reg. Season	7.24%	7.06%	6.95%
MLB Baseball Reg. Season	5.78%	6.73%	6.73%
NFL Football Reg. Season	3.67%	4.98%	5.11%
MLB Baseball Post-Season	2.85%	2.37%	2.18%
Bowling	1.55%	1.43%	1.44%

# 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	41.75%	41.97%	41.64%
Swimming	38.41%	36.42%	36.28%
Billiards/Pool	34.49%	27.07%	25.47%
Mountain/Road Biking	25.75%	20.73%	19.4%
Bowling	25.06%	23%	22.89%
Golf	24.86%	20.12%	18.69%
Basketball	22.71%	18.43%	17.66%
Football	21.3%	15.43%	14.08%
Jogging/Running	20.3%	17.25%	16.37%
Using Cardio Machine	17.42%	15.79%	15%
Freshwater Fishing	17.24%	18.05%	19.78%
Backpacking/Hiking	16.27%	13.65%	13.07%
Weight Training	16.05%	15.65%	15.22%
Tennis	13.2%	10.42%	9.39%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Soccer	13.19%	10.27%	9.43%
Yoga	12.27%	10.12%	9.31%
Stationary Cycling	11.78%	12.39%	12.2%
Camping Trips	10.86%	13.52%	15.23%
Baseball	10.65%	10.22%	10.22%
Ice Skating	9.7%	7.61%	7.11%
Power Boating	8.76%	9.14%	9.64%
Aerobics	8.25%	8.88%	8.73%
Softball	7.85%	7.59%	7.8%
Hunting	7.26%	9.19%	10.89%
Volleyball	7.18%	7.25%	7.4%
Target Shooting	7.15%	7.95%	8.78%
Horseback Riding	6.97%	6.82%	7.24%
Roller Skating	6.95%	6%	5.84%

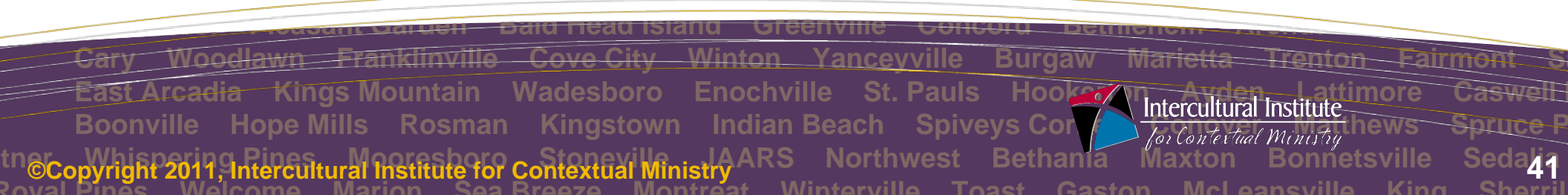


# Potential Cultural Bridges

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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jet Skiing	6.24%	5.42%	5.21%
Water Skiing	6.15%	5.53%	5.63%
Rock Climbing	6.01%	4.75%	4.4%
Snowboarding	5.86%	4.64%	4.27%
Saltwater Fishing	4.79%	6.28%	6.9%
Downhill & X-Country Skiing	4.76%	4.68%	4.67%
Snorkeling	4.72%	4.56%	4.49%
Archery	4.31%	4.58%	4.94%
Canoeing/Kayaking	3.95%	5.69%	6.72%
Motorcycling	3.73%	4.63%	5.1%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.5%	3.41%	3.36%
Fly Fishing	3.49%	4.14%	4.49%
Racquetball	3.45%	3.54%	3.48%
Hockey	3.4%	3.31%	3.21%
Snowmobiling	3.31%	3.38%	3.57%
Auto Racing	3.26%	3.16%	3.29%
Sailing	3.21%	3.44%	3.52%
Surfing & Windsurfing	2.62%	2.52%	2.49%
Skateboarding	2.38%	2.66%	2.82%
Rowing	2.36%	2.51%	2.6%



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

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

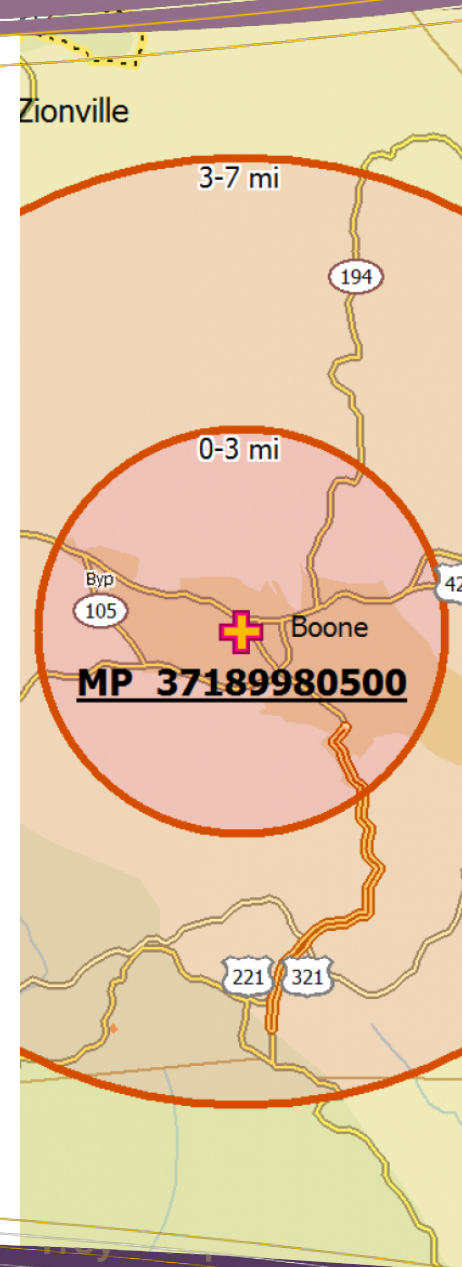
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

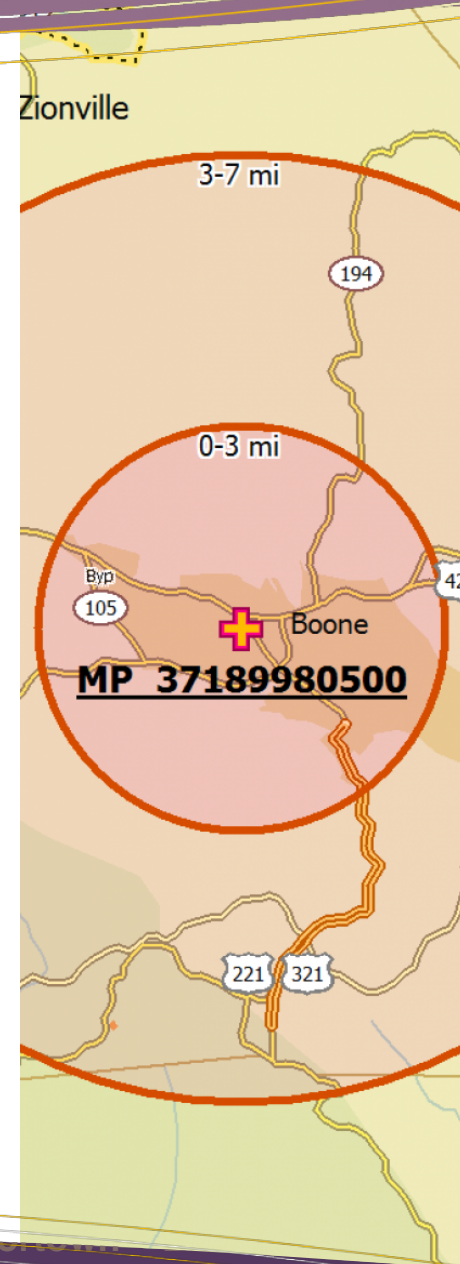
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Prefer To Have Few Possessions As Possible	48%	42%	40%
Important Continue Learning New Things	46%	48%	48%
Find It Difficult To Say No To My Kids	44%	41%	41%
If Won Lottery Would Never Work Again	38%	34%	32%
Speak My Mind Even If It Upsets People	34%	34%	34%
Friends More Important Than My Fam.	34%	31%	29%
Don't Judge People/Way They Live Life	33%	31%	30%
Like Control Over People And Resources	33%	32%	32%
Money Is Best Measure Of Success	30%	29%	29%
I Am A Workaholic	28%	22%	21%
Happy With My Standard Of Living	26%	21%	19%
Woman's Place Is In The Home	26%	29%	31%

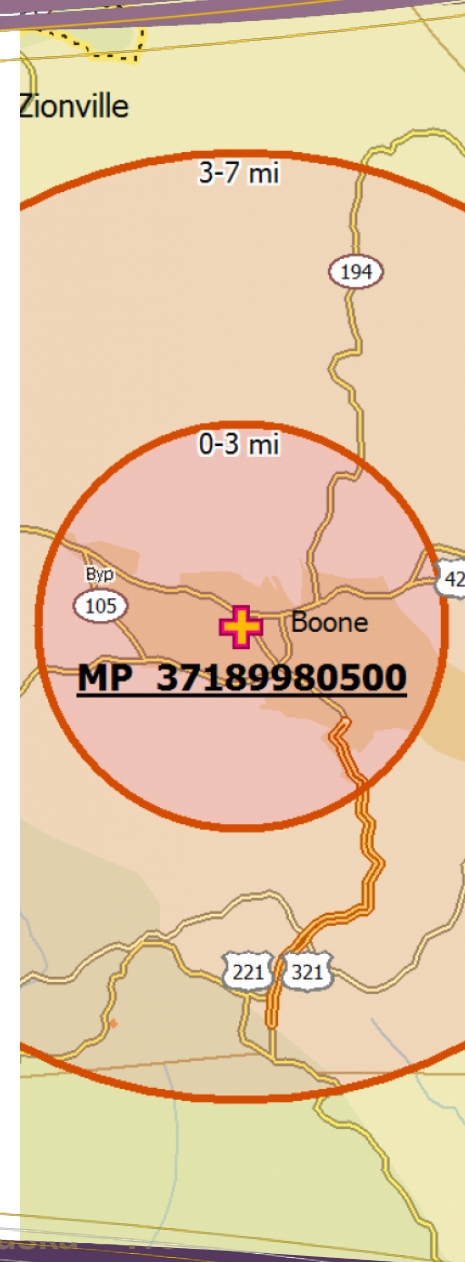
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	22%	21%
Like To Pursue Challenge/Novelty/Change	21%	20%	20%
Marijuana Should Be Legalized	21%	20%	19%
Like To Do Unconventional Things	21%	24%	26%
On Whole People Get What They Deserve	18%	15%	14%
We Should Strive for Equality for All	18%	15%	15%
I Am A Perfectionist	16%	11%	10%
Too Much Sponsorship In Arts/Sports	16%	17%	18%
Indulge My Kids With The Little Extras	14%	11%	11%
Rarely Sit Down to a Meal Together At Home	12%	14%	15%
Only Work Current Job for The Money	11%	13%	13%
Willing To Give Up Time With Fam. To Advance	10%	8%	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.

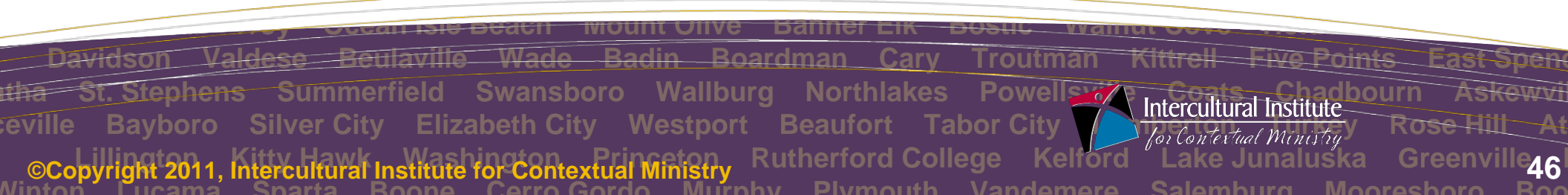


# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 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.

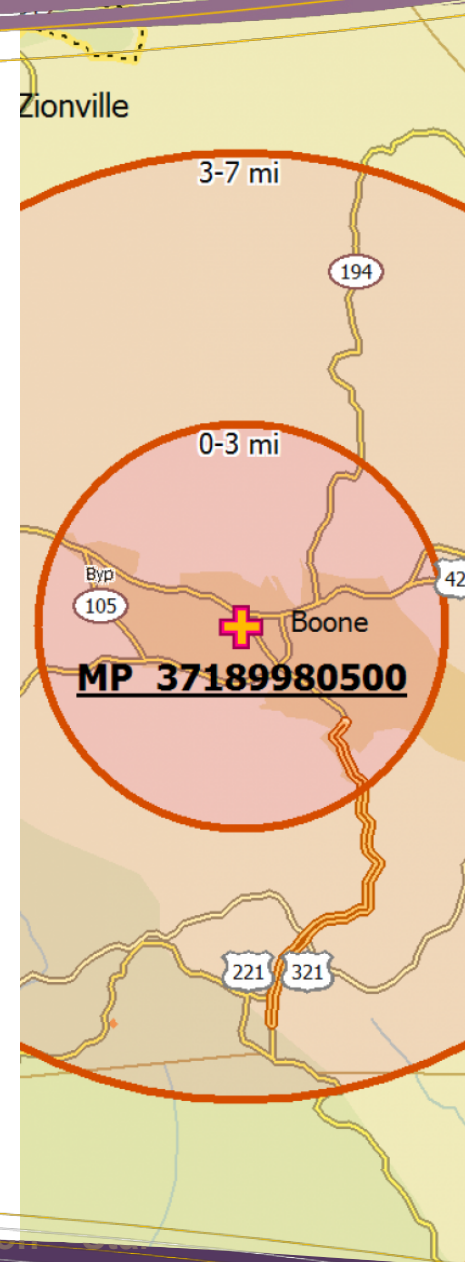
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	60%	60%
You Should Seize Opportunities In Life	57%	57%	57%
Prefer To Have Few Possessions As Possible	48%	42%	40%
Like To Understand About Nature	43%	41%	40%
Prefer Work Part Of Team Than Alone	40%	37%	36%
Good At Fixing Things	37%	32%	31%
Worried About Pollution Caused By Cars	36%	28%	26%
Important Feel Respected By My Peers	35%	34%	34%
Have Keen Sense Of Adventure	32%	30%	29%
Important To Juggle Various Tasks	27%	29%	29%
Like To Just Enjoy Life	20%	22%	22%
Provide My Kids With The Little Extras	20%	16%	14%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	17%	17%
People Have To Take Me As They Find Me	13%	17%	18%
Real Men Don't Cry	13%	15%	15%
Try Not To Worry About The Future	11%	12%	12%
Is An Important Part Of Who I Am	9%	13%	14%
Looking for New Ideas To Improve Home	8%	11%	12%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Like Spending Most Time With Fam.	7%	5%	5%
Enjoy Spending Time With My Fam.	5%	8%	8%
Decor Particular Interest To Me	3%	4%	4%
Feel Very Alone In The World	3%	4%	4%
Would Like To Set Up Own Business	1%	2%	2%



## 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	77.5%	80.02%	81.2%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.92%	78.61%	79.45%
Houses-Visit Any			
McDonald's	51.04%	52.78%	53.82%
Applebee's	38.08%	33.71%	32.27%
Subway	32.72%	31.55%	31.76%
Burger King	23.23%	28.15%	30.16%
Taco Bell	20.25%	22.87%	23.73%
Wendy's	20.15%	23.55%	24.48%
Kentucky Fried Chicken (KFC)	18.88%	21.37%	22.36%
Cracker Barrel	18.36%	17.29%	17.2%
Denny's	17.04%	14.48%	13.62%
Arby's	17%	18.83%	19.76%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Domino's Pizza	16.76%	14.43%	13.73%
Dairy Queen	16.73%	16.53%	17.17%
Bennigan's	15.86%	10.76%	9.18%
Olive Garden	15.53%	17.78%	17.9%
IHOP (International House Of Pancakes)	15.07%	13.96%	13.38%
Chili's Grill and Bar	14.74%	13.86%	13.26%
Fuddrucker's	14.73%	10.28%	9.22%
Pizza Hut	14.63%	16.94%	17.85%
Starbucks	14.31%	12.98%	12.21%
Golden Corral	13.37%	11.63%	11.35%
Red Lobster	13.3%	14.36%	14.53%
Bob Evans	11.55%	9.82%	9.34%

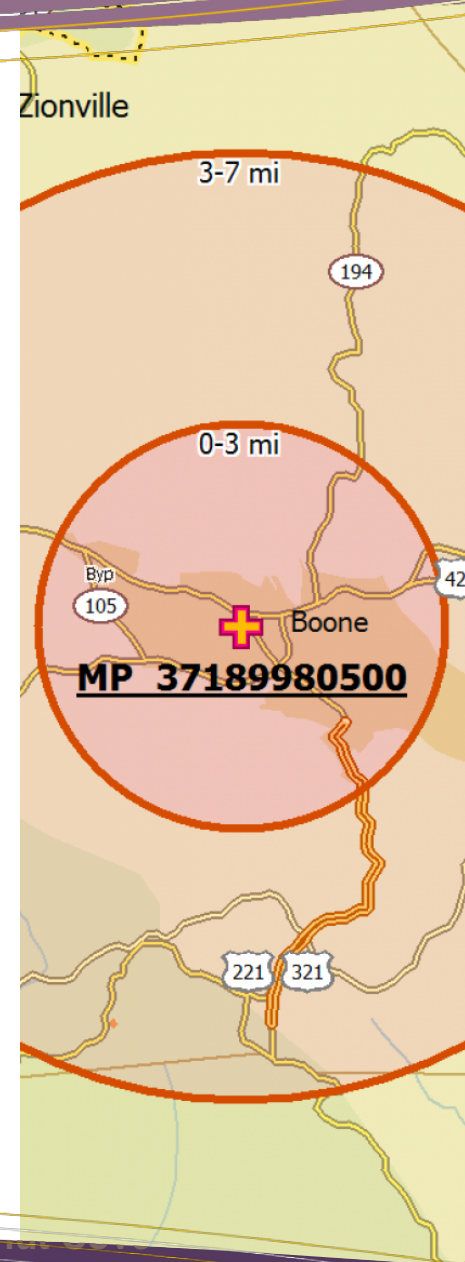


## Potential Shared Projects

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.

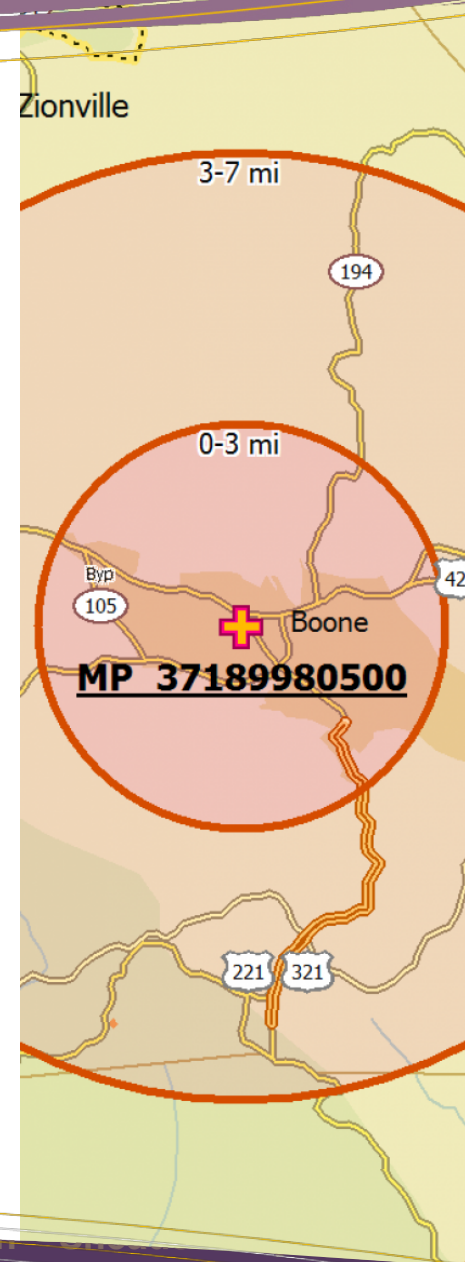
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	34.66%	40.3%	41.2%
Recycled products	28.81%	32.52%	32.75%
Worked as volunteer (non political)	15.31%	16.64%	16.72%
Engaged in fund raising	10%	10.64%	10.6%
Wrote to editor of mag or newspaper	6.56%	6.39%	6.22%
Religious club member	6.29%	6.99%	7.08%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	5.87%	5.76%	5.59%
Took active part in local civic issue	5.47%	5.42%	5.3%
Wrote to elected offcl about publ bus	4.61%	5.51%	5.59%
Partic. in environmental group/causes	4.6%	3.84%	3.52%
Addressed a public meeting	4.34%	4.78%	4.87%
Union member	3.58%	4.37%	4.62%

# 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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	17.03%	17.64%	17.39%
Mystery	12.73%	12.8%	12.67%
Children's Books	11.59%	12.38%	12.44%
Cookbooks	9.96%	10.53%	10.48%
Religious (not Bibles)	6.99%	7.78%	8.05%
Science Fiction	6.8%	5.84%	5.47%
Romance	5.85%	6.52%	6.72%
Biography	5.83%	6.31%	6.23%
Personal/Business	5.8%	6.43%	6.38%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	64.09%	65.1%	64.37%
Gen. Editorial	46.83%	46.3%	45.81%
Womens	45.74%	43.1%	42.04%
Service	33.68%	34.9%	35.24%
Mens	23.22%	20.87%	19.77%
Sports	21.69%	18.72%	17.43%
Music	21.52%	16.34%	14.72%
Business/Finance	17.56%	17.43%	16.68%
Automotive	16.98%	15.62%	15.36%

# 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	50.86%	53.83%	54.46%
Classified	38.51%	36.61%	36.88%
Sport	30.26%	31.33%	31.34%
Comics	29.26%	28.92%	28.87%
Movie Listings & Reviews	27.51%	26.53%	25.88%
Business/Finance	26.17%	27.8%	27.58%
Editorial Page	25.39%	28.62%	29.55%
Food/Cooking	21.38%	23.36%	23.72%
TV/Radio Listings	18.95%	21.39%	21.97%
Science/Technology	16.02%	17.06%	16.99%
Travel	15.92%	17.7%	17.67%
Home/Gardening	13.26%	16.91%	17.72%
Fashion	11.91%	12.84%	12.72%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
CHR Contemp Hit Radio	22.53%	20.48%	19.43%
Country	20.84%	22.57%	24.71%
Adult Contemporary	18.93%	18.88%	18.74%
Rock	14.78%	13.78%	13.36%
Urban Contemporary	14.63%	12.02%	10.82%
Classic Rock	12.73%	12.27%	12.02%
Alternative	9.1%	9.47%	9.21%
News/Talk	8.33%	10.13%	10.13%
Oldies	7.82%	9.3%	9.53%
Variety	6.67%	7.2%	6.97%
Soft Contemporary	5.49%	5.71%	5.46%
Hispanic	4.27%	3.84%	3.52%
Religious	3.85%	4.98%	5.32%
All Talk	3.58%	3.95%	3.85%
Classical	3.44%	3.71%	3.51%
Gospel	3.37%	2.77%	2.71%
Classic Hits	3.36%	3.6%	3.56%
Jazz	3.18%	3.3%	3.04%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	62%	63.72%	64.33%
Comedy Central	44.54%	40.62%	38.25%
Soapnet	44.44%	48.12%	48.44%
Adult Swim	43.7%	37.13%	35.44%
Other Video-On-Demand	43.14%	41.74%	42.12%
ESPN Classic	36.7%	31.58%	28.98%
MSNBC	35.95%	35.17%	35.07%
Satellite Dish	34.51%	42.75%	45.42%
ABC Fam.	32.16%	28.7%	26.91%
BET (Black Entertainment TV)	32.12%	29%	28.58%
Encore	30.03%	24.66%	23.54%
ESPN News	28.57%	25.38%	23.52%

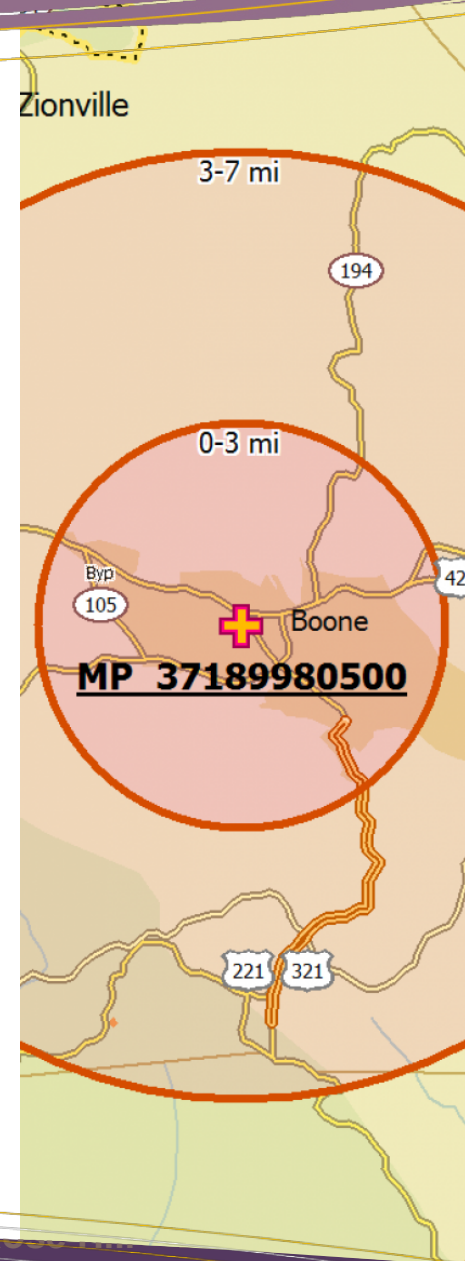
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	28.34%	26.56%	26.83%
Sci-Fi Channel	27.9%	31.59%	33.06%
ESPN2	27.75%	26.4%	25.44%
TV Info From Monthly Cable Guide	23.72%	24.07%	24.05%
The Golf Channel	23.71%	23.93%	23.61%
TCM (Turner Classic Movies)	23.17%	24.44%	24.38%
Adult Pay Per View TV	22.55%	28.2%	30.07%
Hallmark Channel	21.66%	22.97%	23.1%
Discovery Health Channel	21.38%	19.6%	18.19%
Nickelodeon	21.07%	24.68%	26.04%
TV Info From Newspapers	20.64%	23.01%	23.77%
Animal Planet	20.32%	15.69%	14.13%

# Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	23.19%	22.34%	21.81%
Medium Users (4-6)	9.61%	10.43%	10.44%
Light Users (1-3)	21.72%	21.25%	20.91%
Quintiles (20%)			
Newspaper I (Heavy)	0.46%	0.76%	0.9%
Newspaper II	1.19%	1.18%	1.14%
Newspaper III	2.04%	2.12%	2.17%
Newspaper IV	0.28%	0.38%	0.4%
Newspaper V (Light)	0.76%	1.1%	1.14%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.59%	21.2%	20.74%
Magazines II	4.78%	5.91%	6.34%
Magazines III	16.79%	13.8%	12.95%
Magazines IV	6.44%	7.86%	8.46%
Magazines V (Light)	0.13%	0.19%	0.18%
Outdoor I (Heavy)	3.63%	4.69%	4.74%
Outdoor II	2.55%	2.36%	2.27%
Outdoor III	1.9%	2.11%	2.14%
Outdoor IV	13.21%	14.82%	15.48%
Outdoor V (Light)	18.33%	22.47%	23.09%
Yellow Pages I (Heavy)	12.66%	13.98%	14.24%
Yellow Pages II	5.45%	5.7%	5.42%
Yellow Pages III	13.96%	9.97%	8.8%
Yellow Pages IV	26.04%	24.8%	24.59%
Yellow Pages V (Light)	2.7%	2.88%	2.71%



# 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)	14.01%	9.43%	8.25%
Drive Time III (Medium)	0.35%	0.54%	0.67%
Radio IV & V (Light)	0.89%	1.47%	1.65%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	3.5%	5.07%	5.59%
Radio III (Medium)	1.94%	3.01%	3.36%
Radio IV & V (Light)	2.44%	2.67%	2.84%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.14%	11.07%	11.18%
Cable III (Medium)	9.02%	6.66%	6.07%
Cable IV & V (Light)	30.57%	31.39%	31.91%

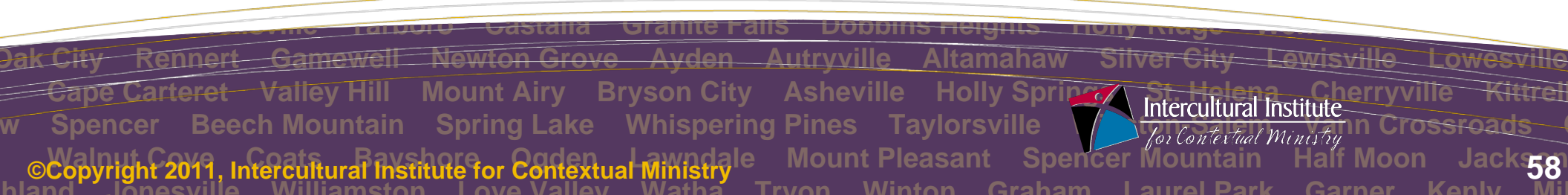
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	15.27%	10.48%	9.09%
Prime Time III (Medium)	1.89%	2.09%	2.18%
Prime Time IV & V (Light)	13.71%	10.9%	10.12%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.57%	42.15%	41.92%
Fringe III (Medium)	49.19%	51.21%	51.8%
Fringe IV (Light)	48.71%	51.55%	52.62%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	5.76%	8.64%	9.2%
All Day III (Medium)	20.31%	21.96%	22.47%
All Day IV (Light)	24.49%	19.3%	17.59%

# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	9.65%	11.32%	11.97%
6:00am - 10:00am	14.13%	15.44%	15.13%
10:00am - 3:00pm	14.75%	10.98%	9.8%
3:00pm - 7:00pm	8.15%	10.37%	11.16%
7:00pm - Midnight	6.41%	10.1%	11.05%
Midnight - 6:00am	3.86%	4.73%	4.81%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	7.25%	10.09%	11.06%
6:00am - 10:00am	4.66%	4.43%	4.35%
10:00am-3:00pm	11.99%	9.2%	8.23%
3:00pm - 7:00pm	3.95%	5.06%	5.34%
7:00pm - Midnight	11.21%	10.2%	9.91%
Midnight - 6:00am	6.97%	9.1%	9.57%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	15.79%	12.41%	11.34%
Saturday: 8:00-11:00pm	4.95%	6.46%	6.94%
Sunday: 7:00-11:00pm	18.09%	14.2%	13.28%
9:00am-1:00pm	28.34%	26.56%	26.83%
9:00am-4:00pm	31.1%	29.65%	30.14%
4:00pm-7:00pm	24.68%	26.63%	26.92%
11:00pm-1:00am	47.8%	45.08%	44.46%
AVG Prime time	0.98%	1.52%	1.68%
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	17.35%	17.65%	17.28%
7-9am	27.75%	26.4%	25.44%
9am-12noon	23.76%	22.26%	22.53%
12noon-4pm	7.35%	7.39%	7.61%
4-6pm	40.19%	43.19%	42.95%
6-7pm	14.57%	16.51%	17.54%
7-7:30pm	1.75%	1.73%	1.78%
7:30-8pm	11.71%	11.09%	11%
8-11pm	15.79%	12.41%	11.34%
11pm-12am	35.95%	35.17%	35.07%
11pm-1am	47.8%	45.08%	44.46%
1-6am	32.35%	31.61%	31.02%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.1%	18.95%	18.49%
Sat: 10am-1pm	8.01%	8.06%	8.04%
Sat: 1-4pm	18.68%	21.81%	22.11%
Sat: 4-6pm	8.25%	7.76%	7.49%
Sat: 6-7pm	0.7%	1.29%	1.4%
Sat: 7-8pm	0.79%	0.86%	0.9%
Sat: 8-11pm	4.95%	6.46%	6.94%
Sat: 11pm-1am	4.58%	4.51%	4.5%
Sat: 1am-7pm	18.21%	21.9%	22.43%
Sun: 7-10am	2.8%	2.54%	2.46%
Sun: 10am-1pm	8.4%	7.5%	7.35%
Sun: 1-4pm	4.46%	5.06%	5.33%
Sun: 4-7pm	20.23%	16.94%	16.05%
Sun: 7-11pm	18.09%	14.2%	13.28%
Sun: 11pm-1am	9.3%	7.08%	6.55%
Sun: 1-7am	26.05%	23.57%	22.9%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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

# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

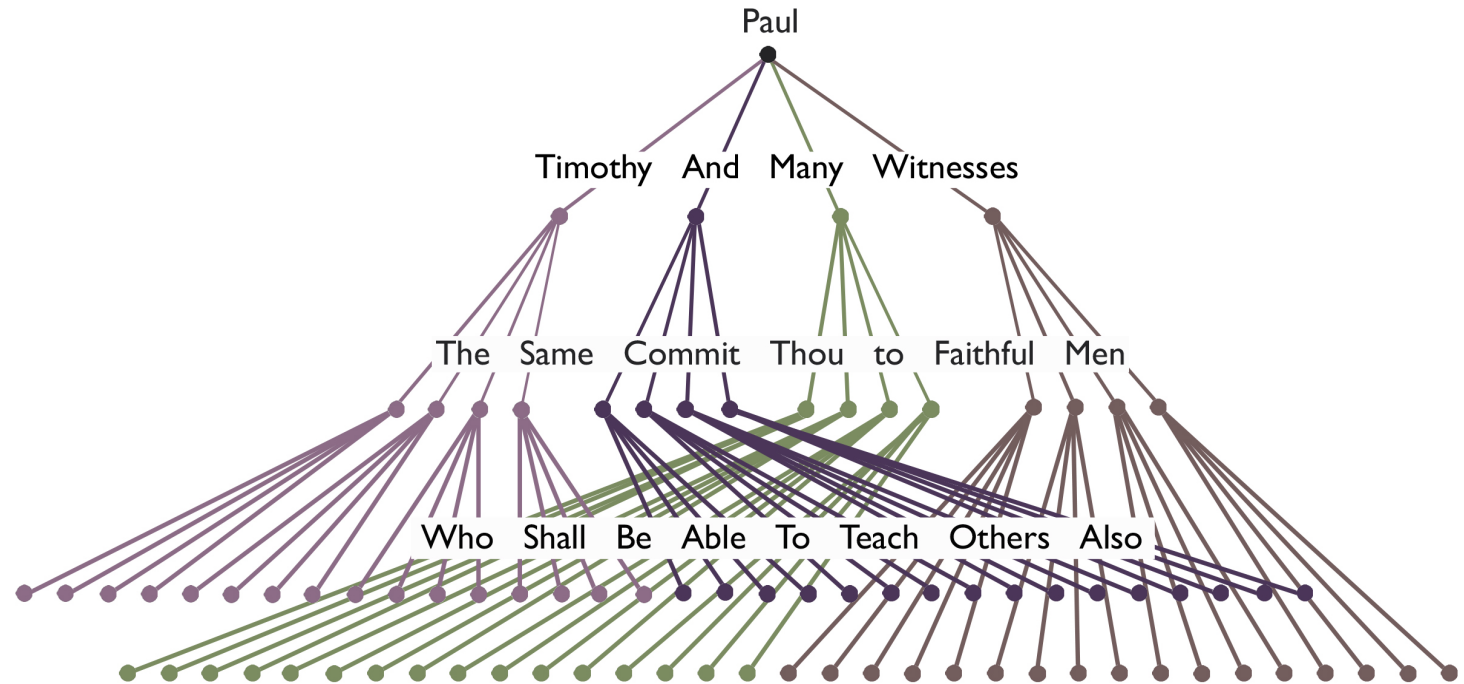
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*

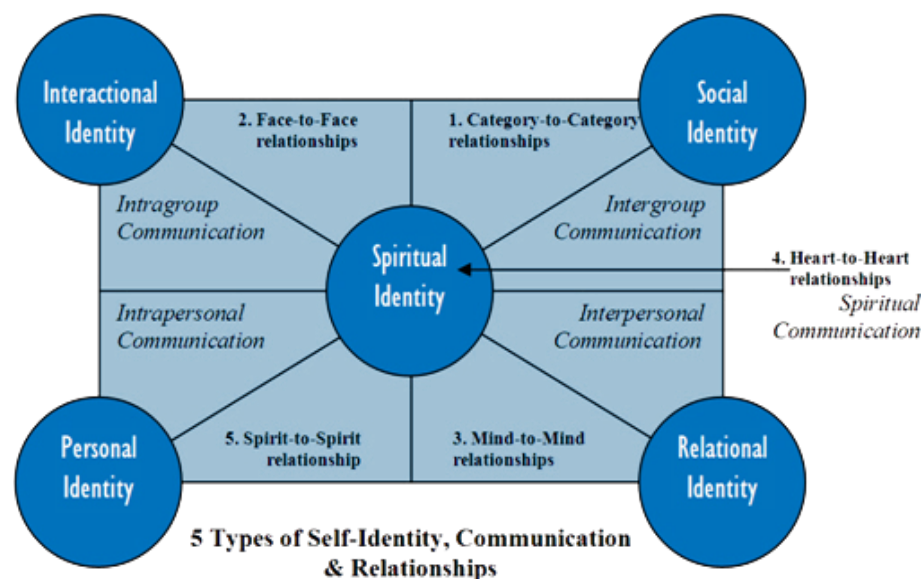


# Establishing Redemptive Relationships

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

## Communication Steps

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

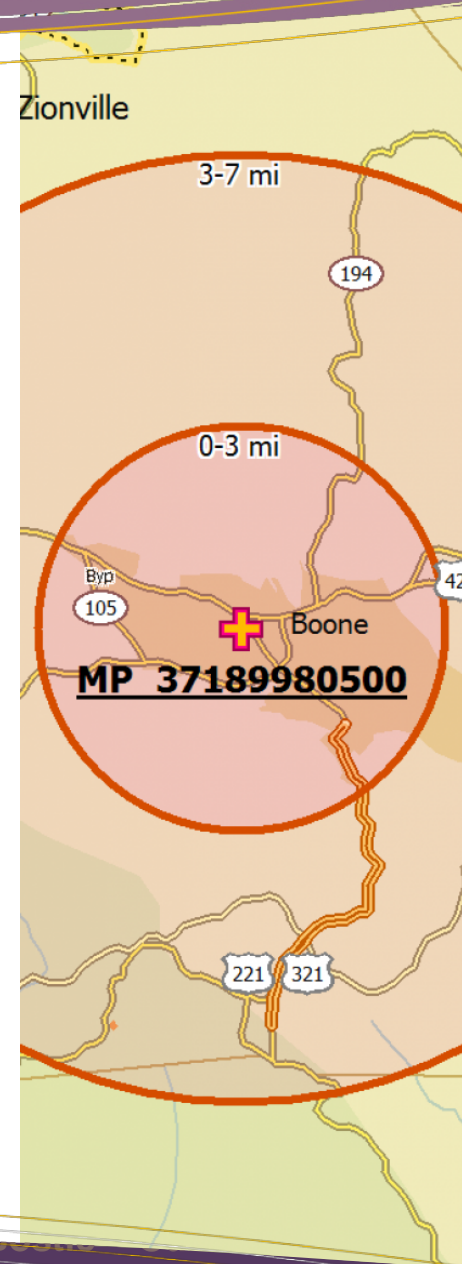


## Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report 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.

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)



Bailey Boone Lake Park Pinetops Rich Square Stokesdale Dobson Lewisville Knightdale Kannapolis  
Tarrellsville Elm City Bath Wendell Linden Askewville Bermuda Run Waynesville Unionville Mars Hill  
Ke Lure Raemon Denton Milton Garysburg Carolina Beach Ahoskie The Woodlands Cary Spring Lake  
Hendersonville Conway Rutherford College Claremont Atlantic Beach Rosman Stanley Surf City St. Helens



# 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	Boone First - Boone	375 W King St Boone, NC 28607	0.08 mi	0	Insufficient Data
2	Poplar Grove - Boone	1228 Poplar Grove Rd S Boone, NC 28607	0.88 mi	49	Plateauing
3	Perkinsville - Boone	274 Jefferson Rd Boone, NC 28607	1.21 mi	166	Growing
4	Oak Grove - Boone	306 Oak Grove Rd Boone, NC 28607	1.42 mi	94	Plateauing
5	Greenway - Boone	880 Greenway Rd Boone, NC 28607	1.51 mi	183	Declining
6	Meat Camp - Boone	236 Meat Camp Baptist Church Rd Boone, NC 28607	1.56 mi	62	Plateauing
7	Shepherd's Heart Ministries - Boone	255 Country Ln Boone, NC 28607	1.56 mi	125	Insufficient Data
8	Laurel Fork - Boone	229 Jake Storie Rd Boone, NC 28607	1.56 mi	79	Declining
9	Three Forks - Boone	1922 US Highway 421 S Boone, NC 28607	1.56 mi	45	Plateauing
10	Mount Vernon - Boone	3505 Bamboo Rd Boone, NC 28607	1.56 mi	870	Plateauing
11	Shulls Mills - Boone	511 Shulls Mills Rd Boone, NC 28607	1.56 mi	7	Insufficient Data
12	Howards Creek - Boone	240 Howards Creek Church Rd Boone, NC 28607	2.10 mi	210	Plateauing
13	Doe Ridge - Boone	735 Doe Ridge Rd Boone, NC 28607	2.95 mi	26	Plateauing
14	Rich Mountain - Boone	4620 Howards Creek Rd Boone, NC 28607	4.58 mi	0	Insufficient Data
15	Brushy Fork - Vilas	3915 US Highway 421 N Vilas, NC 28692	4.65 mi	104	Declining



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Rutherwood - Boone	142 Don Hayes Rd Boone, NC 28607	4.74 mi	204	Plateauing
17	Journey Church of the Highlands	121 Howard Winkler Rd Boone, NC 28607	5.12 mi	0	Insufficient Data
18	Cool Springs - Blowing Rock	1938 Payne Branch Rd Blowing Rock, NC 28605	5.64 mi	25	Insufficient Data
19	Middle Fork - Boone	268 Bishop Ridge Parkway Blowing Rock, NC 28605	5.64 mi	43	Declining
20	Sandy Flat - Blowing Rock	1756 US Highway 221 S Blowing Rock, NC 28605	5.64 mi	42	Plateauing
21	Blowing Rock First - Blowing Rock	350 Sunset Dr Blowing Rock, NC 28605	5.64 mi	200	Growing
22	Willowdale - Vilas	133 Westside Dr Vilas, NC 28692	5.70 mi	77	Plateauing
23	Clarks Creek - Banner Elk	2988 Clarks Creek Rd Banner Elk, NC 28604	5.71 mi	21	Insufficient Data
24	Tabernacle - Boone	3815 Castle Ford Rd Boone, NC 28607	5.75 mi	47	Plateauing
25	Pilot Mountain - Todd	5635 Castle Ford Rd Todd, NC 28684	6.34 mi	33	Plateauing
26	Proffitt's Grove - Boone	3200 Meat Camp Rd Boone, NC 28607	6.45 mi	151	Plateauing
27	Pleasant Grove - Zion	1564 Silverstone Rd Zionville, NC 28698	6.47 mi	84	Declining
28	Baileys Camp - Lenoir	9195 Blackberry Rd Lenoir, NC 28645	7.49 mi	14	Plateauing
29	Willow Valley - Vilas	603 Phillips Branch Rd Vilas, NC 28692	7.69 mi	120	Insufficient Data
30	Beaver Dam - Vilas	2695 Beaver Dam Rd Vilas, NC 28692	7.87 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Cove Creek - Sugar Grove	1330 Sherwood Rd Vilas, NC 28692	7.87 mi	25	Growing
32	White Rock - Banner Elk	179 Hade Smith Dr Banner Elk, NC 28604	8.29 mi	0	Insufficient Data
33	Liberty Grove - Fleetwood	3289 Liberty Grove Church Rd Fleetwood, NC 28626	9.13 mi	94	Growing
34	Beech Valley - Sugar Grove	3663 Buckeye Rd Sugar Grove, NC 28679	9.16 mi	86	Plateauing
35	Zionville - Zionville	8174 Old US Highway 421 Zionville, NC 28698	9.27 mi	0	Insufficient Data
36	Mabel - Zionville	6218 Old US Highway 421 Zionville, NC 28698	9.27 mi	44	Plateauing
37	South Fork - Todd	157 S Fork Church Rd Todd, NC 28684	9.34 mi	75	Declining
38	Gap Creek - Deep Gap	1045 US Hwy 221 N Deep Gap, NC 28618	9.46 mi	30	Plateauing
39	Emmanuel - Deep Gap	13526 US Hwy 221 Deep Gap, NC 28618	9.46 mi	32	Plateauing
40	Trinity - Deep Gap	7186 Old Hwy 421 S Deep Gap, NC 28618	9.46 mi	90	Insufficient Data
41	Laurel Springs - Deep Gap	7504 US Hwy 421 S Deep Gap, NC 28618	9.46 mi	200	Insufficient Data
42	Mount Ephriam - Deep Gap	3275 Elk Creek Rd Deep Gap, NC 28618	9.46 mi	18	Declining
43	New Beginning Evangelistic Mission	3614 Railroad Grade Rd Fleetwood, NC 28626	9.74 mi	12	Plateauing
44	Mount Calvary - Banner Elk	1161 Hwy 194 Banner Elk, NC 28604	9.83 mi	258	Insufficient Data
45	Big Flatts - Fleetwood	2373 Big Flatts Church Rd Fleetwood, NC 28626	9.91 mi	33	Plateauing



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North Augusta, SC 29841

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

In Partnership with:



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