

# MissionSite

top unreached locations



MORGANTON, NC

CENSUS TRACT: 37023020202

REGION: Region 8: Catawba

COUNTY: Burke

SITESCAPE: Townscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



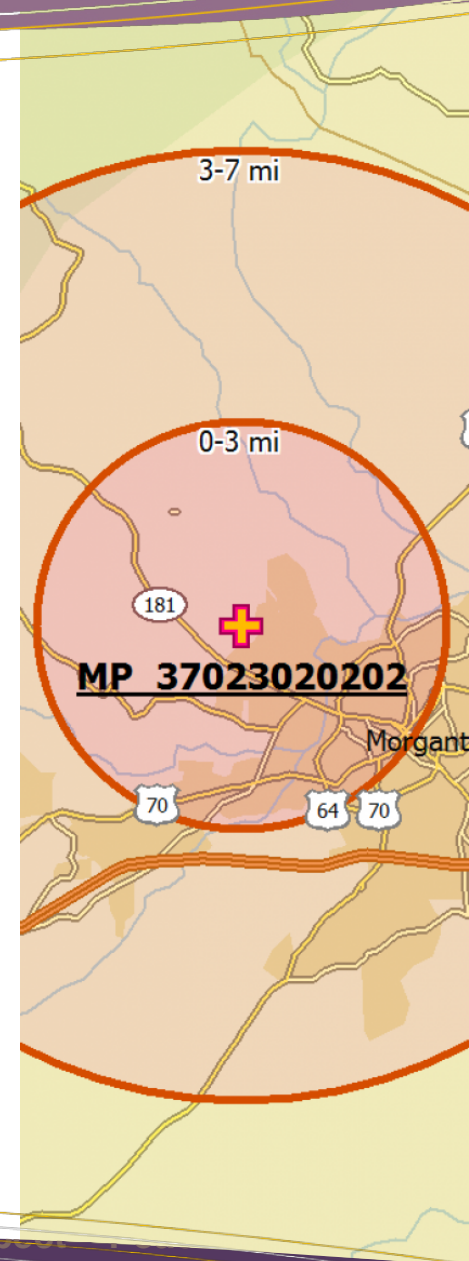
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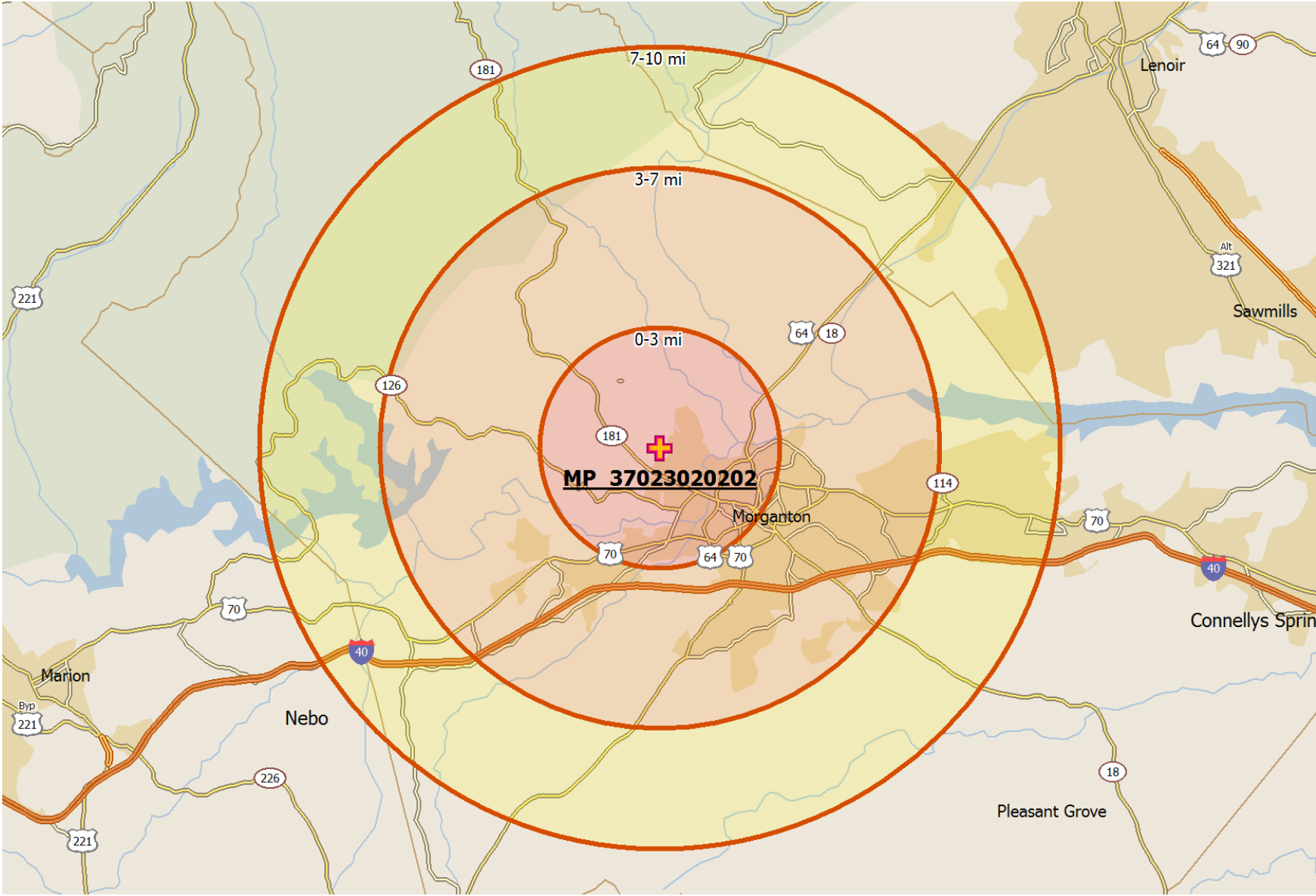
## Site Location Summary

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	3708	Region 8: Catawba
3	County Location	37023	Burke
4	Zipcode	28655	Burke
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	M	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.

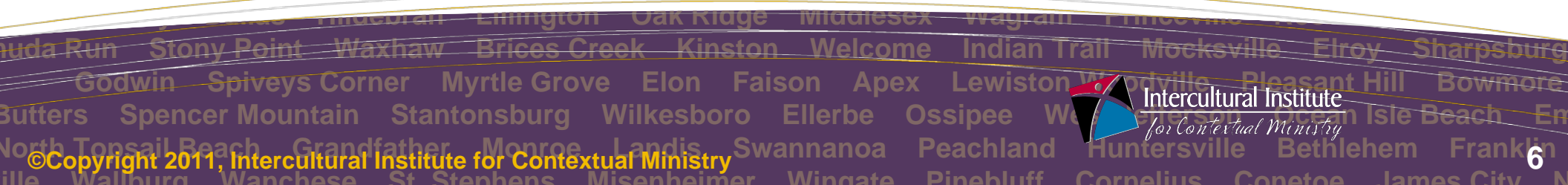
RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	1	Metro
2 Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3 Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4 NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,841	33,099	20,876
2010 Households	4,681	12,077	8,120
2010 Group Quarters Population	205	2,802	180

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	29	26
Language Diversity National Index	59	44	25
Foreign Born Diversity National Index	11	18	18
Ancestry Diversity National Index	50	53	68
Racial Diversity National Index	50	33	24



# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	851	18.18%
Mainstay Communities	Established, Diverse Households	822	17.56%
Working Communities	Blue-collar, Working Families	1,529	32.66%
Country Communities	Rural, Agri. & Mining Families	167	3.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	580	12.39%
Urban Communities	High Density, Inner-city Neighborhoods	730	15.59%

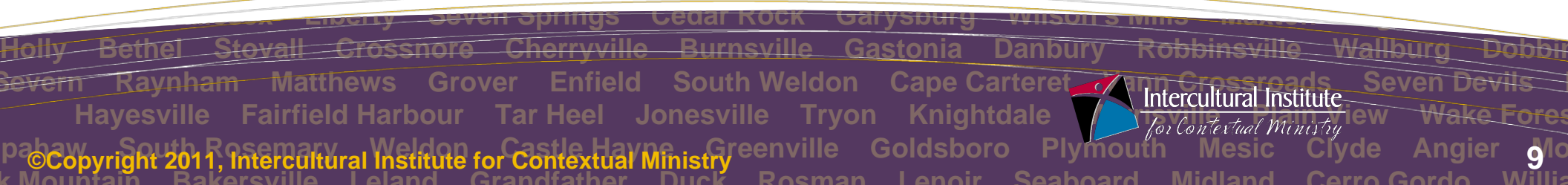


# Using the Site Location Summary

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	21,887	3,224	14.73%
Unreached %	64.08%	68.87%	107.48
Religious But NOT Evangelical HH	4,937	833	16.88%
Religious But NOT Evangelical %	14.45%	17.8%	123.17
Spiritual But NOT Relig or Evang HH	3,501	478	13.65%
Spiritual But NOT Relig or Evang %	10.25%	10.21%	99.62
Not Evangelical, Not Interested HH	13,460	1,915	14.23%
Not Evangelical, Not Interested %	39.41%	40.91%	103.81



# 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	93	14	15.05%
Active BCNC Attenders	10,416	1,388	13.33%
Active Evangelical Households	6,155	730	11.86%
Active Evangelical Percent	18.02%	15.59%	86.53
Inactive Evangelical Households	6,116	726	11.86%
Inactive Evangelical Percent	17.90%	15.50%	86.57
# 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 Grandview - Morganton	0.40 mi	51	Plateauing	16 Southside - Morganton	3.26 mi	46	Plateauing
2 Smyrna - Morganton	0.40 mi	0	Insufficient Data	17 North Morganton - Morganton	3.27 mi	62	Declining
3 Hopewell - Morganton	0.40 mi	280	Growing	18 Calvary - Morganton	3.32 mi	130	Declining
4 Riverside - Morganton	0.40 mi	0	Insufficient Data	19 Glen Alpine First - Glen Alpine	3.32 mi	120	Plateauing
5 Laurel Haven	0.40 mi	42	Growing	20 Friendship - Morganton	3.36 mi	40	Insufficient Data
6 El Bethel - Morganton	0.59 mi	172	Plateauing	21 Table Rock - Morganton	3.70 mi	53	Insufficient Data
7 Community - Morganton	0.85 mi	0	Insufficient Data	22 Walker Road - Morganton	3.87 mi	135	Growing
8 Calvin Heights - Morganton	1.65 mi	125	Declining	23 First Hmong - Morganton	4.11 mi	70	Insufficient Data
9 New Hope in Christ - Morganton	2.49 mi	0	Insufficient Data	24 Central - Morganton	4.22 mi	52	Plateauing
10 River of Life Hispanic Mission - Morganton	2.49 mi	0	Insufficient Data	25 Zion - Morganton	4.57 mi	226	Plateauing
11 Morganton First Deaf Mission - Morganton	2.71 mi	40	Declining	26 Pleasant View - Morganton	5.21 mi	81	Declining
12 Morganton First - Morganton	2.71 mi	411	Plateauing	27 Cross Memorial - Morganton	5.40 mi	74	Plateauing
13 Asheville Street - Morganton	2.76 mi	73	Growing	28 Brookwood - Morganton	5.52 mi	87	Plateauing
14 Journey Church	2.97 mi	194	Insufficient Data	29 Grace - Morganton	5.59 mi	188	Plateauing
15 Catawba Valley - Morganton	3.26 mi	250	Growing	30 Burkemont - Morganton	5.74 mi	800	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*

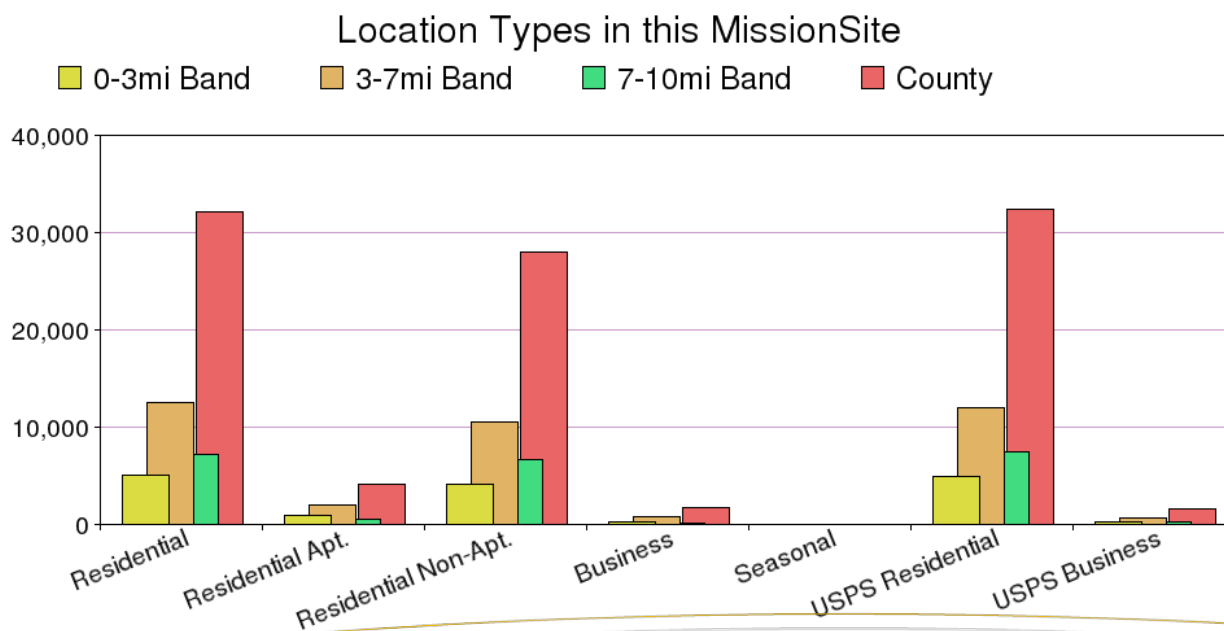
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	75,744	10,769	14.22%
2000 Population	89,148	12,062	13.53%
2010 Population	89,907	11,841	13.17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,184	4,461	15.29%
2000 Households	34,528	4,872	14.11%
2010 Households	34,157	4,681	13.7%

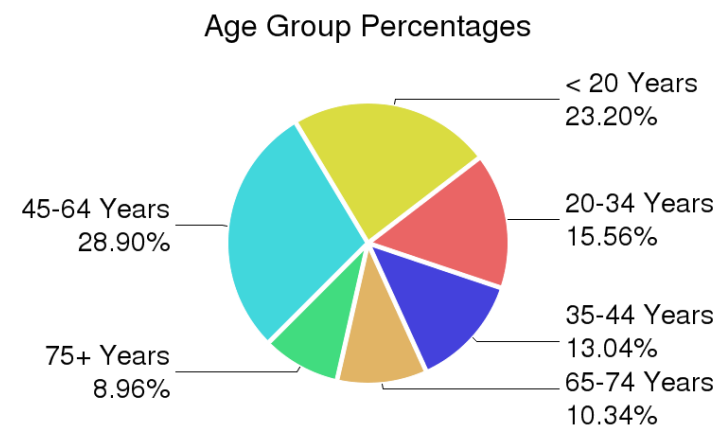


Location Type	0-3mi Band
Residential	5,115
Residential Apt.	985
Residential Non-Apt.	4,130
Business	330
Seasonal	0
USPS Residential	4,963
USPS Business	258

# 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	4.2%	4.14%	98.57
4-5 Years	2.31%	2.2%	95.24
6-8 Years	3.57%	3.57%	100
9-11 Years	3.66%	3.61%	98.63
12-13 Years	2.47%	2.45%	99.19
14-17 Years	5.37%	4.83%	89.94
18-19 Years	2.81%	2.39%	85.05
0-5 Years	6.51%	6.34%	97.39
6-12 Years	8.46%	8.42%	99.53
13-19 Years	9.41%	8.44%	89.69
< 20 Years	24.38%	23.2%	95.16
20-34 Years	17.41%	15.56%	89.37
35-44 Years	13.38%	13.04%	97.46
45-64 Years	28.2%	28.9%	102.48
65-74 Years	9.29%	10.34%	111.3
75+ Years	7.33%	8.96%	122.24
Median Age	41	44	107.06
Median Age (Male)	39	42	107.12
Median Age (Female)	43	47	107.62

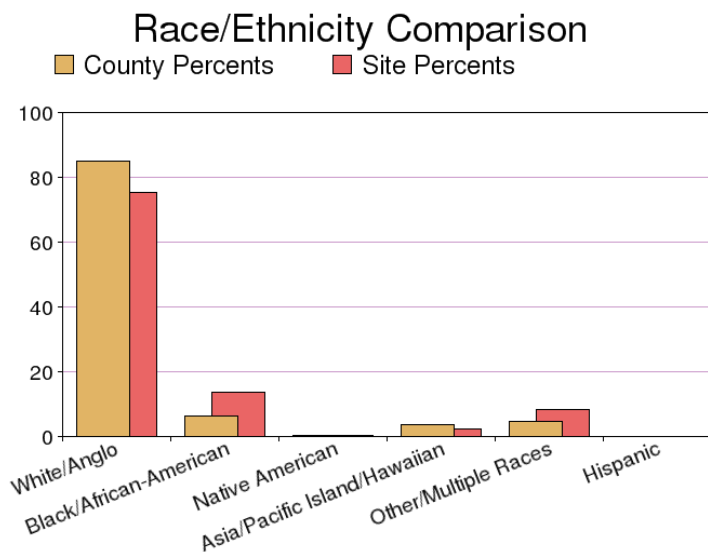


# Current Demographic Summary

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	85.07%	75.17%	88.37
Black, African-American	6.41%	13.68%	213.36
Native American	0.47%	0.48%	103.29
Asian	3.27%	1.67%	51.14
Pacific Island, Hawaiian	0.26%	0.66%	254.18
Other/Multiple Races	4.53%	8.34%	184.18
Hispanic	0%	12.18%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,233	8,391	
Less than 9th Grade	8.86%	7.11%	124.47
No High School Diploma	13.77%	9.06%	152.04
High School Graduate	34.86%	31.09%	112.11
Some College, no degree	18.32%	19.59%	93.5
Associate Degree	9.52%	10.39%	91.58
College Degree	8.54%	12.01%	71.07
Graduate/Prof. degree	6.14%	10.74%	57.2

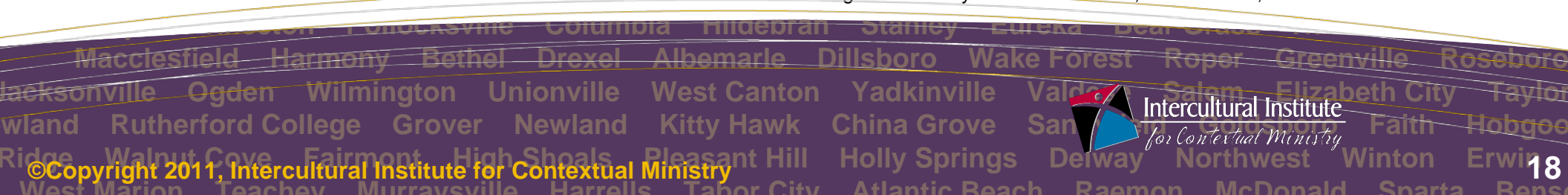


# Current Demographic Summary

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	9.85%	8.99%	130.39
\$10,000 to \$19,999	16.06%	14.7%	91.53
\$20,000 to \$29,999	15.12%	14.42%	95.4
\$30,000 to \$49,999	22.14%	18.82%	85
\$50,000 to \$59,999	9.6%	7.61%	79.22
\$60,000 to \$69,999	7.13%	7.52%	105.53
\$70,000 to \$79,999	5.97%	6.47%	108.49
\$80,000 to \$89,999	4.27%	4.83%	113.11
\$90,000 to \$99,999	2.49%	3.23%	129.32
\$100,000 to \$124,999	3.44%	4.89%	142.09
\$125,000 to \$149,999	1.52%	3.03%	199.65
\$150,000 to \$199,999	1.08%	2.14%	197.21
\$200,000 to \$249,999	0.32%	0.73%	223.51
\$250,000 or more	1.01%	2.61%	257.29
Median Household	36,860	42,632	115.66
Average Household	47,747	66,371	139.01
Per Capita Household	18,809	26,294	139.79
Family/Non-Family Household Income			
Median Family Income	47,385	56,861	120
Average Family Income	57,589	84,766	147.19
Median Non-Family Income	20,162	24,509	121.56
Average Non-Family Income	26,539	31,522	118.78



# 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	
<b>Family Households</b>			
			Index
% Family Households	68.3%	65.48%	95.86
Families with Children	30.85%	29.63%	96.04
Families without Children	37.45%	35.85%	95.72
<b>Non-Family Households</b>			
% Non-Family Households	31.7%	34.52%	108.91
Non-Families with Children	0.47	0.45	96.37
Non-Families without Children	31.23	34.07	109.1
<b>Housing Units</b>			
			Index
Total Housing Units	39,933	5,328	
Vacant percent	14.46%	12.16%	84.08
Owned percent	63.39%	59.89%	94.47%
Rented Percent	22.14%	27.95%	126.22
<b>Households by Size</b>			
			Index
Avg household size	2.53	2.49	98.42
Avg family hh size	3.15	3.15	100
Avg non-family hh size	1.20	1.23	102.5
<b>Households By Count of Persons</b>			
			Percent
One	9,329	1,399	15%
Two	10,889	1,445	13.27%
Three or Four	10,944	1,395	12.75%
Five+	2,995	442	14.76%

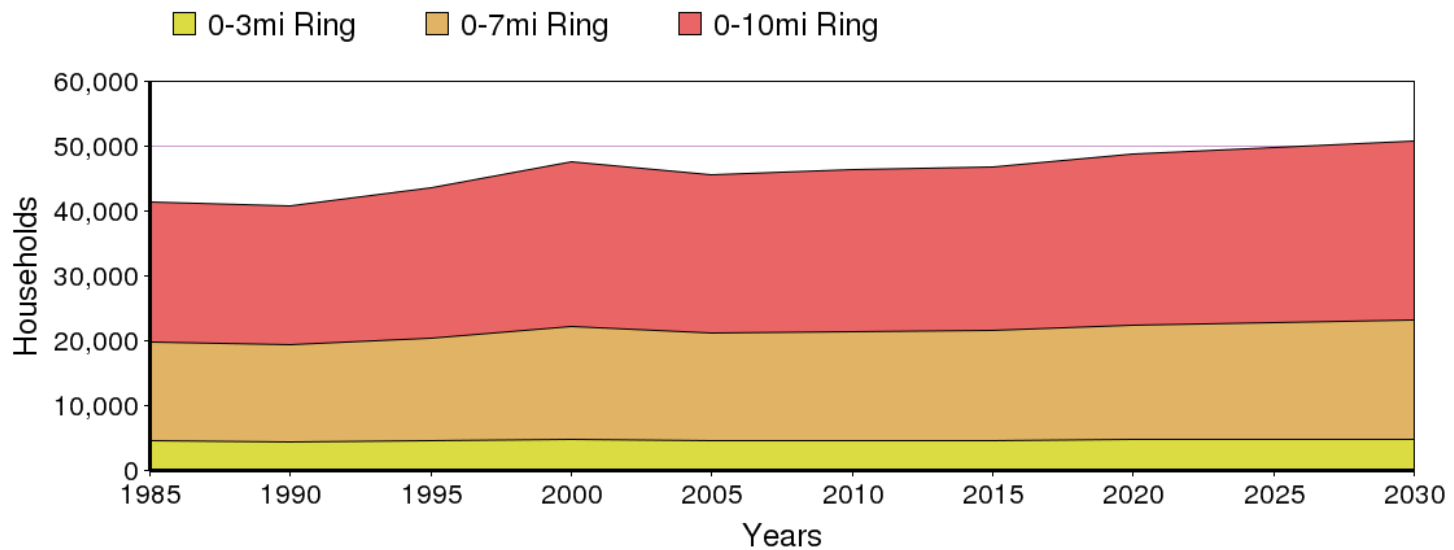
# Projected Demographic Summary

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	75,744	10,769	14.22%
2000 Population	89,148	12,062	13.53%
2010 Population	89,907	11,841	13.17%
2015 Population	91,705	11,843	12.91%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,184	4,461	15.29%
2000 Households	34,528	4,872	14.11%
2010 Households	34,157	4,681	13.7%
2015 Households	34,699	4,660	13.43%

Household Change from 1985 to 2030



Navassa Waynesville Archdale Pembroke Denton Wesley Chapel  
 Zebulon Long View Gatesville Fallston Ranlo Garysburg Brunswick Pikeville Powellsville Belhaven  
 Weddington Red Springs Sugar Mountain Cramerton Gibsonville Lucas Oakboro Stedman Murfreesboro  
 Rex King Fairview Hildebran Cashiers Roseboro Harrells Robbins Wagram Weaverville Stanley Randleman Cleveland Fairburn  
 Atlantic Beach Lake Waccamaw Elm City Wagram Weaverville Stanley Randleman Cleveland Fairburn  
 Williamston Louisburg Biltmore Forest West Canton Seven Devils Liberty Royal Pines Woodland Bryson



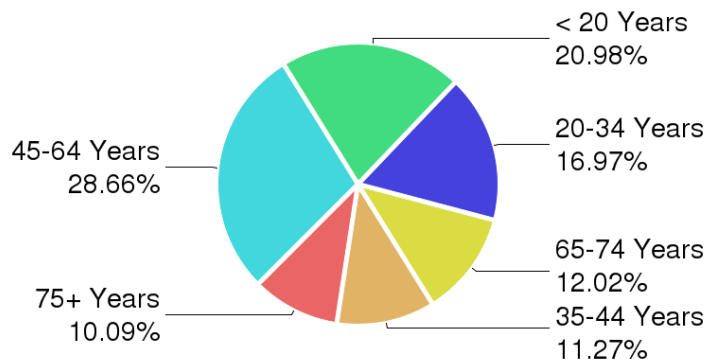
# Projected Demographic Summary

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	4.14%	3.67%	88.65
4-5 Years	2.2%	1.93%	87.73
6-8 Years	3.57%	3.11%	87.11
9-11 Years	3.61%	3.25%	90.03
12-13 Years	2.45%	2.35%	95.92
14-17 Years	4.83%	4.45%	92.13
18-19 Years	2.39%	2.2%	92.05
0-5 Years	6.34%	5.61%	88.49
6-12 Years	8.42%	7.53%	89.43
13-19 Years	8.44%	7.83%	92.77
< 20 Years	23.2%	20.97%	90.39
20-34 Years	15.56%	16.96%	109
35-44 Years	13.04%	11.27%	86.43
45-64 Years	28.9%	28.65%	99.13
65-74 Years	10.34%	12.02%	116.25
75+ Years	8.96%	10.09%	112.61
Median Age	41	46	111.22
Median Age (Male)	39	44	111.57
Median Age (Female)	43	48	111.03

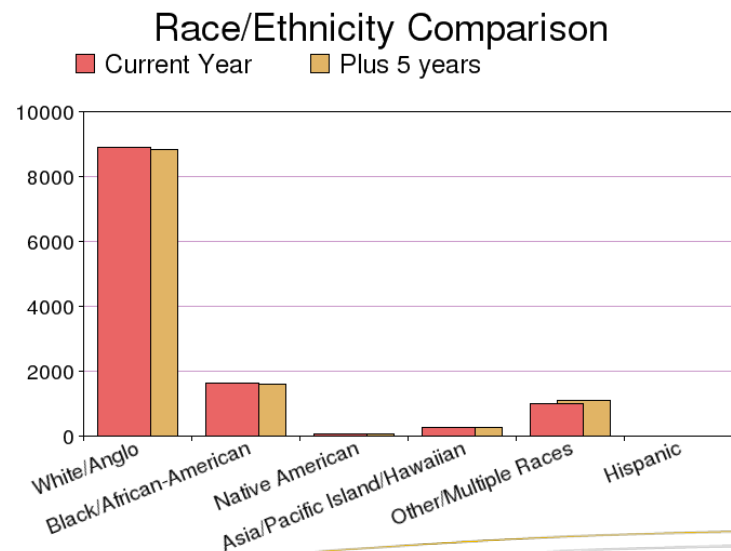
Projected Age Group Percentages



# 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.



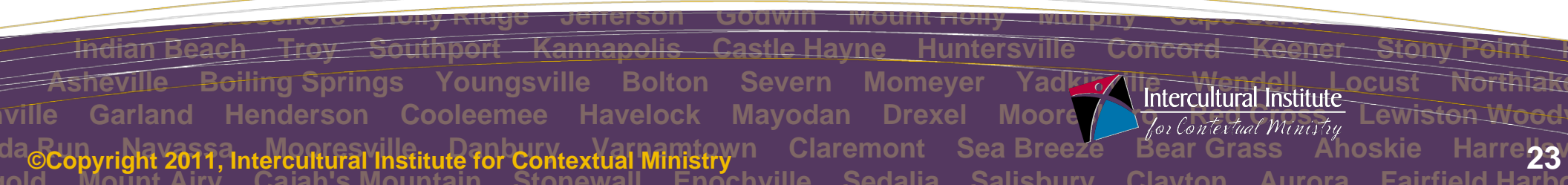
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	75.17%	74.47%	99.06
Black, African-American	13.68%	13.44%	98.26
Native American	0.48%	0.56%	115.77
Asian	1.67%	1.54%	91.9
Pacific Island, Hawaiian	0.66%	0.69%	105.11
Other/Multiple Races	8.34%	9.3%	111.53
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	8,391	8,601	
Less than 9th Grade	7.11%	5.82%	81.87
No High School Diploma	9.06%	7.56%	83.44
High School Graduate	31.09%	32.58%	104.78
Some College, no degree	19.59%	19.65%	100.29
Associate Degree	10.39%	11.36%	109.31
College Degree	12.01%	11.38%	94.75
Graduate/Prof. degree	10.74%	11.65%	108.49

# 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.

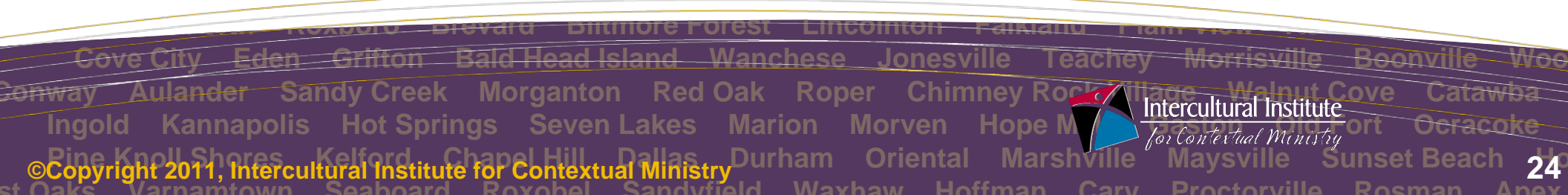
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	8.99%	8.5%	94.49
\$10,000 to \$19,999	14.7%	14.74%	100.3
\$20,000 to \$29,999	14.42%	13.56%	94.05
\$30,000 to \$49,999	18.82%	17.83%	94.75
\$50,000 to \$59,999	7.61%	7.3%	95.94
\$60,000 to \$69,999	7.52%	7.92%	105.3
\$70,000 to \$79,999	6.47%	6.55%	97.8
\$80,000 to \$89,999	4.83%	5.47%	103.12
\$90,000 to \$99,999	3.23%	3.35%	103.78
\$100,000 to \$249,999	4.89%	5.54%	113.17
\$125,000 to \$149,999	3.03%	3.2%	105.4
\$150,000 to \$199,999	2.14%	2.19%	102.46
\$200,000 to \$249,999	0.73%	0.94%	129.99
\$250,000 or more	2.61%	2.6%	99.63
Median Household	42,632	44,976	105.5
Average Household	66,371	68,331	102.95
Per Capita Household	26,294	26,945	102.48
<b>Family/Non-Family Household Income</b>			
Median Family Income	56,861	61,282	107.78
Average Family Income	84,766	87,926	103.73
Median Non-Family Income	24,509	25,847	105.46
Average Non-Family Income	31,522	32,956	104.55



# 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	65.48%	64.4%	98.35
Families with Children	29.63	28.41	95.89
Families without Children	35.85	34.64	96.62
<b>Non-Family Households</b>			
% Non-Family Households	34.52%	35.6%	103.12
Non-Families with Children	0.45	0.45	103.12
Non-Families without Children	34.07	35.15	103.16
<b>Housing Units</b>			
Total Housing Units	5,328	5,296	99.4%
Vacant percent	12.16%	12.01%	98.74
Owned percent	59.89%	59.95%	100.1
Rented Percent	27.95%	28.04%	100.33
<b>Households by Size</b>			
Avg household size	2.49	2.50	100.4%
Avg family hh size	3.15	3.23	102.54%
Avg non-family hh size	1.23	1.17	95.12%
<b>Households By Count of Persons</b>			
One	1,399	1,443	103.15%
Two	1,445	1,365	94.46%
Three or Four	1,395	1,394	99.93%
Five+	442	457	103.39%





# 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).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,263	1,724	569
Northern Europe	13	28	3
Western Europe	32	18	16
Southern Europe	2	0	2
Eastern Europe	14	0	3
Other Europe	0	0	0
Eastern Asia	43	38	10
So. Central Asia	7	43	14
SE Asia	291	661	338
Western Asia	0	6	1
Other Asia	0	9	7

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	10	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	5	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	17	3	0
Caribbean	0	13	0
Central Amer.	777	875	163
South America	4	13	7
North America	48	17	5
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	10,521	30,383	13,273
Spanish	1,012	1,489	275
Other Indo-Euro language	160	251	62
French (incl. Patois, Cajun)	52	66	18
French Creole	0	0	0
Italian	6	6	9
Portuguese	0	0	0
German	60	112	14
Yiddish	0	2	0
Other West Germanic	17	0	0
A Scandinavian Language	0	0	0
Greek	0	40	2
Russian	0	0	5
Polish	25	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	1
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	1
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	60	21	3
Japanese	0	0	1
Korean	0	33	5
Mon-Khmer, Cambodian	0	2	2
Miao, Hmong	141	733	464
Thai	0	6	5
Laotian	161	145	83
Vietnamese	0	18	11
Other Asian	0	13	9
Tagalog	19	2	1
Other Pacific Is	0	24	0
Other languages	33	130	13
Navajo	0	0	0
Other Native N. American	0	0	13
Hungarian	0	0	0
Arabic	0	16	0
Hebrew	0	0	0
African languages	10	7	0
Other unspecified	23	107	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	9,243	22,668	9,783
Arab	0	7	0
Armenian	0	0	0
Austrian	0	0	1
British	55	75	17
Canadian	12	18	8
Croatian	0	0	0
Czech	0	17	4
Czechoslovak	0	16	4
Danish	0	17	7
Dutch	123	415	215
English	1,033	2,314	903
European	115	536	143
Finnish	0	13	1
French (not Basque)	141	309	138
French Canadian	42	35	13
German	881	2,686	1,268
Greek	9	47	9
Hungarian	27	13	15
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	635	1,597	726
Italian	225	416	228
Lithuanian	7	12	8
Norwegian	4	88	15
Polish	74	133	36
Portuguese	0	10	11
Romanian	0	0	5
Russian	31	20	4
Scandinavian	6	7	7
Scotch-Irish	542	866	355
Scottish	154	466	210
Slovak	0	2	3
Subsaharan African	122	209	19
Swedish	22	24	23
Swiss	0	22	11
Ukrainian	28	24	3
US/American	1,878	6,723	3,185
Welsh	19	59	19
West Indian	0	10	13
Yugoslavian	0	0	0
Other	3,058	5,462	2,156



# 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*

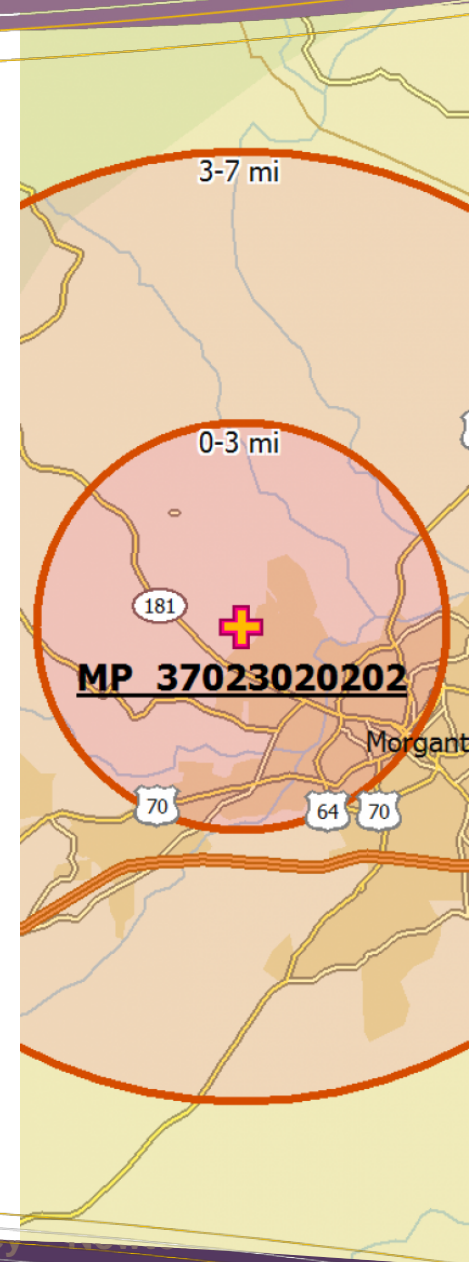
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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](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	4,681	100%	3,296	100%
<b>AFFLUENT SUBURBIA</b>	389	8.31%	270	8.19%
America's Wealthiest	5	0.11%	4	0.12%
Dream Weavers	27	0.58%	19	0.58%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	357	7.63%	247	7.49%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	462	9.87%	314	9.53%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	421	8.99%	283	8.59%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	41	0.88%	31	0.94%
<b>SM TOWN SUCCESS</b>	414	8.84%	305	9.25%
Successful Urban Sprawl	136	2.91%	31	0.94%
2nd City Homebodies	24	0.51%	96	2.91%
Prime Middle America	0	0%	16	0.49%
Urban Optimists	254	5.43%	0	0%
Family Convenience	0	0%	162	4.92%
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	4,681	100%	3,296	100%
<b>BLUE COLLAR BACKBONE</b>	164	3.5%	105	3.19%
Nuevo Hispanic Fam.	22	0.47%	15	0.46%
Working Rural Suburbia	77	1.64%	46	1.4%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	65	1.39%	44	1.33%
<b>AMER. DIVERSITY</b>	408	8.72%	286	8.68%
Ethnic Urban Mix	45	0.96%	32	0.97%
Urban Blues	110	2.35%	71	2.15%
Professional Urbanites	219	4.68%	158	4.79%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	10	0.21%	6	0.18%
Mature America	24	0.51%	19	0.58%
<b>METRO FRINGE</b>	1,365	29.16%	935	28.37%
Steadfast Conservative	1,296	27.69%	888	26.94%
Moderate Conventionalists	34	0.73%	23	0.7%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	35	0.75%	24	0.73%



# 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	4,681	100%	3,296	100%
REMOTE AMERICA	90	1.92%	54	1.64%
Hardy Rural Fam.	54	1.15%	33	1%
Rural Southern Living	36	0.77%	21	0.64%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	580	12.39%	425	12.89%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	503	10.75%	373	11.32%
Stable Careers	14	0.3%	10	0.3%
Aspiring Hispania	63	1.35%	42	1.27%
RURAL VILLAGES & FARMS	77	1.64%	82	2.49%
Aspiring Hispania	23	0.49%	42	1.27%
Industrious Country Living	0	0%	16	0.49%
America's Farmland	6	0.13%	0	0%
Comfy Country Living	0	0%	4	0.12%
Small Town Connections	48	1.03%	0	0%
Hinterland Fam.	0	0%	20	0.61%

# 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	4,681	100%	3,296	100%
<b>STRUGGLING SOCIETIES</b>	62	1.32%	42	1.27%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	34	0.73%	23	0.7%
Struggling city Centers	22	0.47%	15	0.46%
College Town Communities	0	0%	0	0%
New Beginnings	6	0.13%	4	0.12%
<b>URBAN ESSENCE</b>	668	14.27%	478	14.5%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	171	3.65%	120	3.64%
Urban Diversity	497	10.62%	358	10.86%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

Within the 0-3 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?



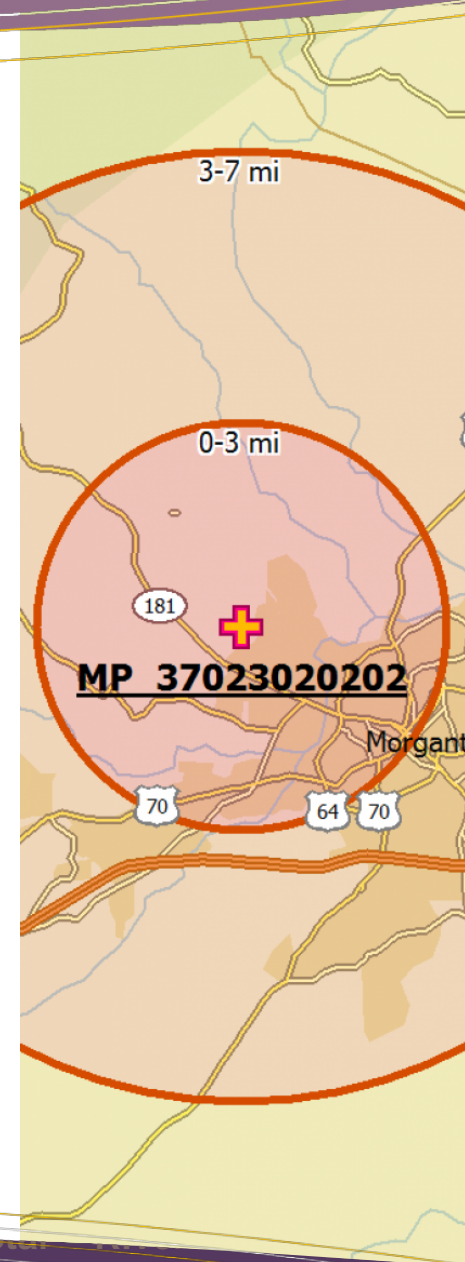
## Potential Cultural Bridges

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	76%	77%	76%
Use Comp. for Internet/E-mail	60%	59%	58%
Internet Use: E-Mail	49%	49%	48%
Use Comp. for Comp. Games	40%	40%	39%
Use Comp. for Word Processing	39%	38%	37%
Use Comp. for Shopping	35%	35%	35%
Use Comp. for Digital Camera	32%	31%	31%
Photo Editing			
Use Comp. for Education	32%	32%	31%
Use Comp. for Banking	31%	30%	30%
HH Owns DVD Player	29%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	27%	26%
Internet Use: Banking	25%	25%	26%
Use Comp. for News/Info./Data	24%	22%	21%
Service			
PC-Network-HH Has One	20%	18%	18%
Internet Use: Research/ Education	13%	12%	12%
Use Comp. for Personal Financial	13%	13%	12%
Mngmnt			
Use Comp. for Accounting	13%	13%	13%
Internet Use: Shopping: Gathered	12%	12%	11%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	12%	12%	11%
HH Owns Video/Webcam	11%	10%	10%

# 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	66%	67%	67%
Dining Out (Not Fast Food)	56%	57%	57%
Reading Books	53%	53%	52%
Card Games	41%	41%	41%
Go To A Beach/Lake	35%	35%	35%
Cooking for Fun	34%	35%	34%
Gardening	33%	35%	36%
Board Games	32%	33%	34%
Going To Bars/Nightclubs/Dancing	19%	19%	18%
Visit Museum	19%	18%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	39%	41%	41%
Dentist	28%	27%	26%
Eye Dr.	22%	21%	20%
Backache	21%	22%	22%
None Of These	20%	20%	21%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	19%	18%	18%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or More)	14%	15%	15%



# 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	27.52%	25.9%	25.33%
Live Theater	20.25%	18.52%	17.5%
Live Theater Most Often	16.68%	15.32%	14.31%
Rock/Pop Concerts Most Often	14.9%	14.18%	13.91%
Comedy Club	9.2%	8.46%	7.91%
Dance Performance	8.58%	7.61%	6.97%
Movies: Comedy	37.98%	37.96%	37.83%
Movies: Action/Adventure	37.34%	36.85%	36.35%
Movies: Fam.	19.58%	19.1%	18.69%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.12%	18.36%	18.11%
Movies: Romantic Comedy	18.92%	18.33%	18.07%
Movies: Mystery	15.93%	15.37%	15.17%
MLB Baseball Reg. Season	7.23%	6.9%	6.66%
NFL Football Reg. Season	6.09%	5.86%	5.64%
College Football Reg. Season	5.83%	5.96%	5.89%
College Basketball Reg. Season	3.62%	3.91%	3.8%
NBA Basketball Reg. Season	3.47%	3.13%	2.9%
Auto Racing Events	3.04%	2.88%	2.9%

# 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	40.75%	39.29%	38.48%
Swimming	32.34%	33.05%	33.53%
Bowling	21.41%	21.41%	21.63%
Billiards/Pool	18.68%	18.57%	18.9%
Freshwater Fishing	17.07%	19.76%	21.37%
Weight Training	15.68%	14.79%	14.5%
Camping Trips	15.36%	17.32%	18.44%
Basketball	15.34%	14.78%	14.79%
Jogging/Running	14.49%	13.37%	12.71%
Using Cardio Machine	13.4%	12.82%	12.37%
Golf	13.34%	12.91%	12.57%
Mountain/Road Biking	12.75%	12.35%	12.13%
Stationary Cycling	12.54%	11.73%	11.32%
Baseball	11.94%	11.44%	11.37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.98%	9.17%	8.78%
Football	9.95%	9.58%	9.8%
Hunting	9.73%	11.59%	12.71%
Backpacking/Hiking	9.41%	9.89%	10.05%
Target Shooting	9.32%	10.13%	10.54%
Volleyball	9.06%	8.98%	9.06%
Power Boating	8.3%	7.93%	7.76%
Softball	8.11%	7.67%	7.46%
Soccer	7.66%	6.93%	6.65%
Saltwater Fishing	7.3%	7.82%	8.05%
Canoeing/Kayaking	7.19%	7.13%	7.04%
Tennis	7.06%	6.71%	6.57%
Yoga	6.81%	6.45%	6.1%
Motorcycling	6.43%	6.51%	6.51%

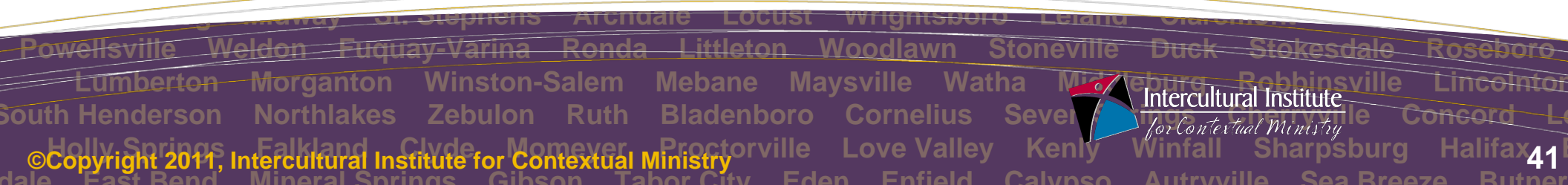


# Potential Cultural Bridges

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
Roller Skating	5.69%	5.12%	4.91%
Horseback Riding	5.63%	6.33%	6.64%
Ice Skating	5.08%	4.77%	4.43%
Snorkeling	4.86%	4.47%	4.36%
Water Skiing	4.84%	4.49%	4.45%
Archery	4.77%	5.2%	5.52%
Jet Skiing	4.76%	4.33%	4.29%
Downhill & X-Country	4.73%	4.47%	4.24%
Skiing			
Fly Fishing	4.33%	4.64%	4.86%
Racquetball	4.15%	3.86%	3.7%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	4.06%	3.69%	3.54%
Auto Racing	3.93%	3.72%	3.48%
Snowmobiling	3.89%	3.68%	3.57%
Rock Climbing	3.8%	3.49%	3.3%
Martial Arts	3.59%	3.35%	3.36%
Sailing	3.48%	2.97%	2.83%
Snowboarding	3.38%	3.13%	2.95%
Skateboarding	3.14%	3.15%	3.17%
Rowing	2.76%	2.63%	2.55%
Surfing & Windsurfing	2.62%	2.45%	2.34%



## 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.

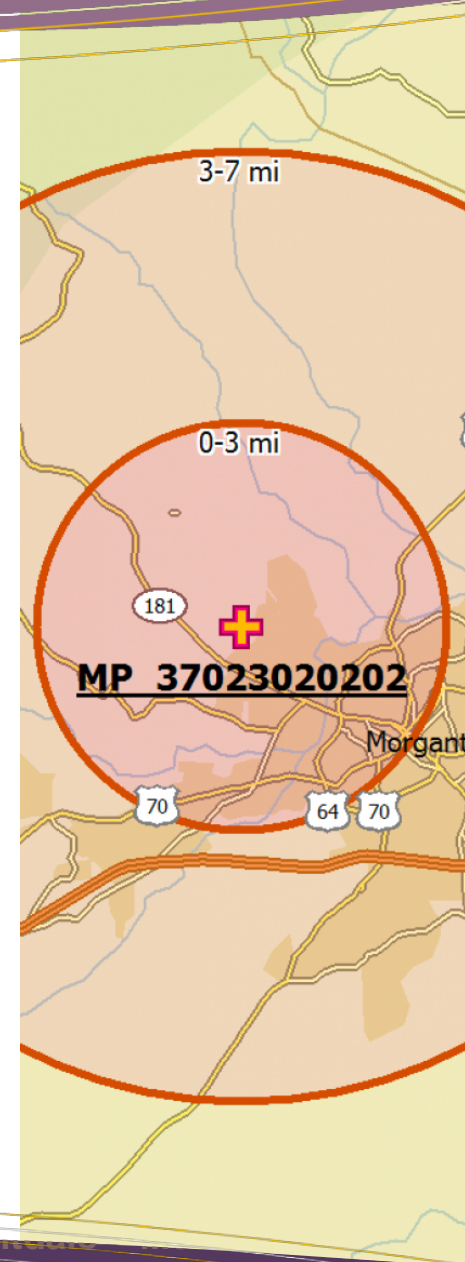
### BIBLICAL BARRIERS

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.

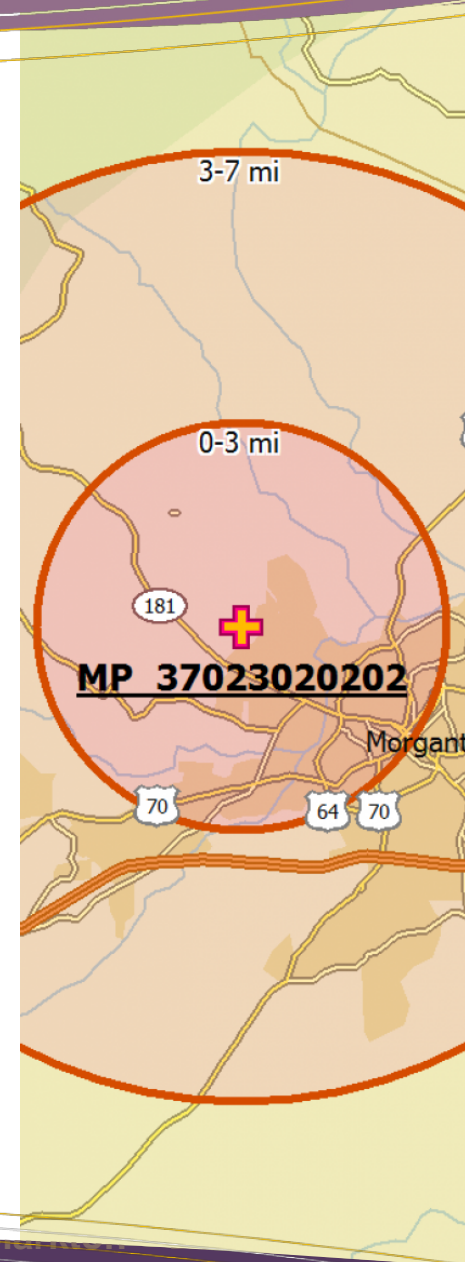
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

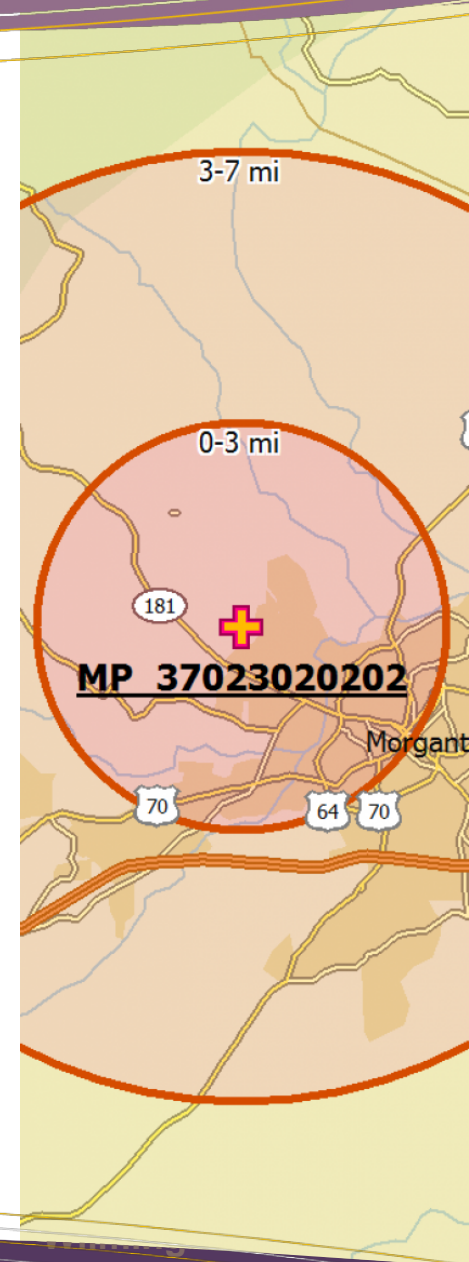
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	49%	49%
Find It Difficult To Say No To My Kids	36%	37%	39%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	35%	35%	35%
Prefer To Have Few Possessions As Possible	34%	32%	31%
Like Control Over People And Resources	34%	34%	34%
Like To Do Unconventional Things	29%	30%	30%
Don't Judge People/Way They Live Life	27%	27%	27%
If Won Lottery Would Never Work Again	27%	25%	25%
Friends More Important Than My Fam.	26%	25%	24%
Money Is Best Measure Of Success	25%	26%	26%
Too Much Sponsorship In Arts/Sports	23%	23%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	20%	19%	18%
Like to Stand Out In A Crowd	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
I Am A Workaholic	16%	16%	16%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	13%	13%	12%
Happy With My Standard Of Living	12%	11%	11%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	7%	6%	5%

## 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.

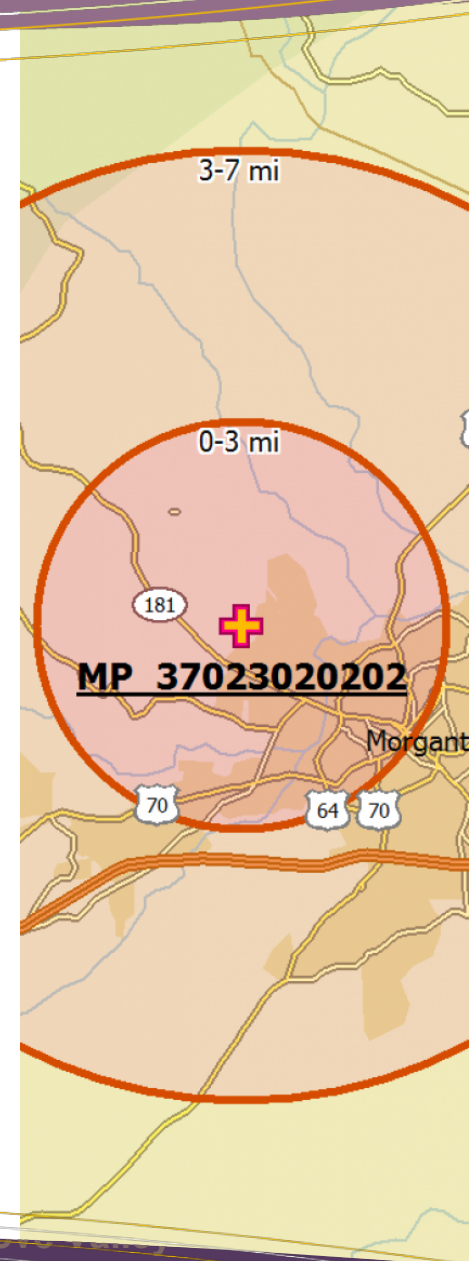
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	60%	61%
You Should Seize Opportunities In Life	55%	56%	55%
Like To Understand About Nature	37%	36%	36%
Prefer To Have Few Possessions As Possible	34%	32%	31%
Important Feel Respected By My Peers	33%	33%	33%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important To Juggle Various Tasks	31%	31%	31%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	26%	26%	26%
Like To Just Enjoy Life	22%	22%	22%
People Have To Take Me As They Find Me	22%	22%	21%
Consider Myself Interested In The Arts	19%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	17%	17%	17%
Looking for New Ideas To Improve Home	17%	17%	17%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	16%	16%	17%
Try Not To Worry About The Future	14%	13%	13%
Provide My Kids With The Little Extras	13%	12%	12%
Enjoy Spending Time With My Fam.	12%	13%	13%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	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	85.32%	86.16%	86.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.62%	82.06%	82.24%
Houses-Visit Any			
McDonald's	54.7%	56.14%	56.34%
Burger King	37.61%	38.22%	38.85%
Subway	29.44%	30.41%	30.65%
Applebee's	29.28%	29.48%	29.5%
Wendy's	28.68%	29.2%	29.58%
Kentucky Fried Chicken (KFC)	28.52%	29.11%	29.65%
Taco Bell	27.75%	29.03%	29.14%
Pizza Hut	22.51%	23.29%	23.53%
Arby's	22.04%	23.19%	23.19%
Olive Garden	19.82%	19.8%	19.65%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.01%	19.1%	19.19%
Red Lobster	16.36%	16.54%	16.31%
Cracker Barrel	14.95%	16.09%	16.48%
Domino's Pizza	14.41%	14.03%	13.72%
Outback Steakhouse	13.75%	13.45%	13.21%
IHOP (International House Of Pancakes)	13.56%	12.86%	12.28%
Sonic	12.93%	15.18%	16.08%
Chick-Fil-A	12.57%	12.74%	12.9%
Denny's	12.01%	11.94%	11.61%
Chili's Grill and Bar	11.99%	11.98%	11.46%
Golden Corral	11.82%	12.28%	12.52%
TGI Friday's	11.29%	10.17%	9.71%

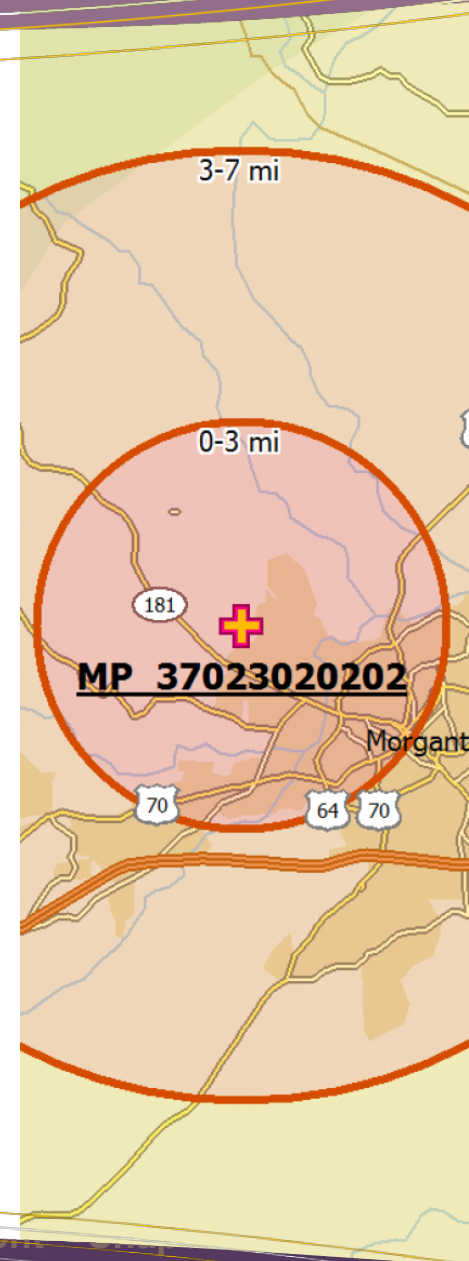


## Potential Shared Projects

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.

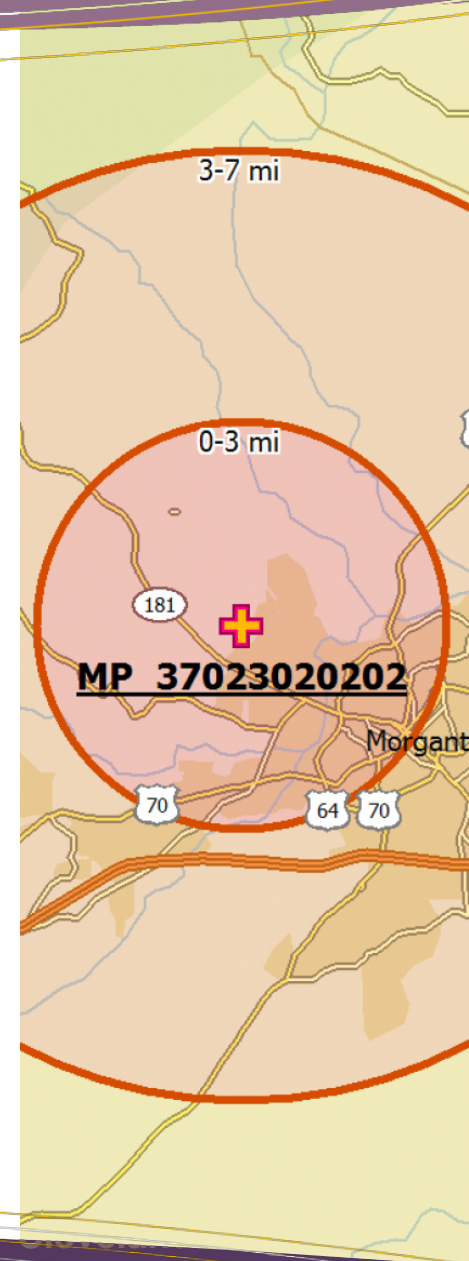
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	48.33%	46.72%	45.68%
Recycled products	36.48%	34.17%	32.97%
Worked as volunteer (non political)	17.06%	16.57%	16.16%
Engaged in fund raising	11.59%	11.12%	11.02%
Religious club member	7.57%	7.5%	7.48%
Wrote to editor of mag or newspaper	5.91%	5.64%	5.4%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.86%	5.77%	5.6%
Union member	5.64%	5.27%	5.13%
Charitable Organization	5.51%	5.39%	5.32%
Took active part in local civic issue	5.14%	4.89%	4.69%
Church Board	5.06%	4.9%	4.97%
Fraternal order member	5.03%	4.71%	4.48%

## 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	17.36%	16.1%	15.53%
Children's Books	12.88%	12.54%	12.49%
Mystery	11.77%	11.58%	11.47%
Cookbooks	10.75%	10.39%	10.31%
Religious (not Bibles)	9.08%	8.99%	9.1%
History	7.32%	6.85%	6.67%
Biography	7.04%	6.34%	6.08%
Personal/Business	6.85%	6.32%	6.11%
Self-help			
Romance	6.68%	6.72%	6.86%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	69.37%	66.7%	65.03%
Gen. Editorial	47.46%	45.68%	44.91%
Womens	41.84%	40.48%	39.83%
Service	34.42%	34.83%	34.69%
Mens	18.92%	18.21%	17.78%
Business/Finance	18.12%	15.72%	14.82%
Sports	15.58%	14.62%	14.11%
Automotive	13.63%	14.39%	14.74%
Health	13.38%	13.25%	13.22%

# 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	55.72%	55.33%	54.95%
Classified	33.11%	34.68%	35.39%
Sport	32.82%	32.23%	31.8%
Editorial Page	30.71%	31.11%	31.2%
Business/Finance	29.43%	27.4%	26.21%
Comics	27.49%	27.93%	27.74%
Movie Listings & Reviews	26.56%	24.98%	24.23%
Food/Cooking	25.41%	24.83%	24.34%
TV/Radio Listings	24.1%	24.01%	23.72%
Home/Gardening	22.07%	21.39%	20.9%
Travel	20.29%	18.61%	17.75%
Science/Technology	18.48%	17.08%	16.38%
Fashion	14.25%	13.52%	13.3%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	19.61%	24.16%	26.18%
CHR Contemp Hit Radio	18.5%	18.11%	17.81%
Adult Contemporary	17.1%	17.24%	16.99%
Urban Contemporary	15.65%	12.68%	12.1%
Rock	12.43%	12.51%	12.2%
News/Talk	12.19%	11.02%	10.24%
Oldies	11.39%	11%	10.7%
Classic Rock	10%	10.1%	9.97%
Alternative	9.43%	8.68%	8.43%
Variety	8.89%	7.53%	6.95%
Religious	6.41%	6.39%	6.48%
Soft Contemporary	6.12%	5.72%	5.52%
All News	5.87%	4.53%	4.01%
Jazz	5.65%	4.24%	3.75%
Hispanic	4.59%	3.88%	3.43%
All Talk	4.43%	3.61%	3.37%
Classic Hits	4.05%	4.19%	4.18%
Sports	3.88%	3.4%	3.15%

# 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	64.09%	63.41%	63.34%
Satellite Dish	52.06%	54.05%	54.63%
Soapnet	49.97%	50.36%	49.99%
Other Video-On-Demand	39.35%	40.67%	40.98%
Sci-Fi Channel	36.94%	36.53%	36.35%
MSNBC	33.28%	33.43%	33.3%
Adult Pay Per View TV	32.26%	33.07%	33.72%
Comedy Central	30.5%	28.27%	26.67%
TV Info From Sunday TV Magazine	28.19%	28.99%	28.99%
Subscribe Digital Cable	28.12%	27.88%	27.81%
Nickelodeon	28.01%	28.92%	29.62%
Adult Swim	25.64%	25.35%	25.26%

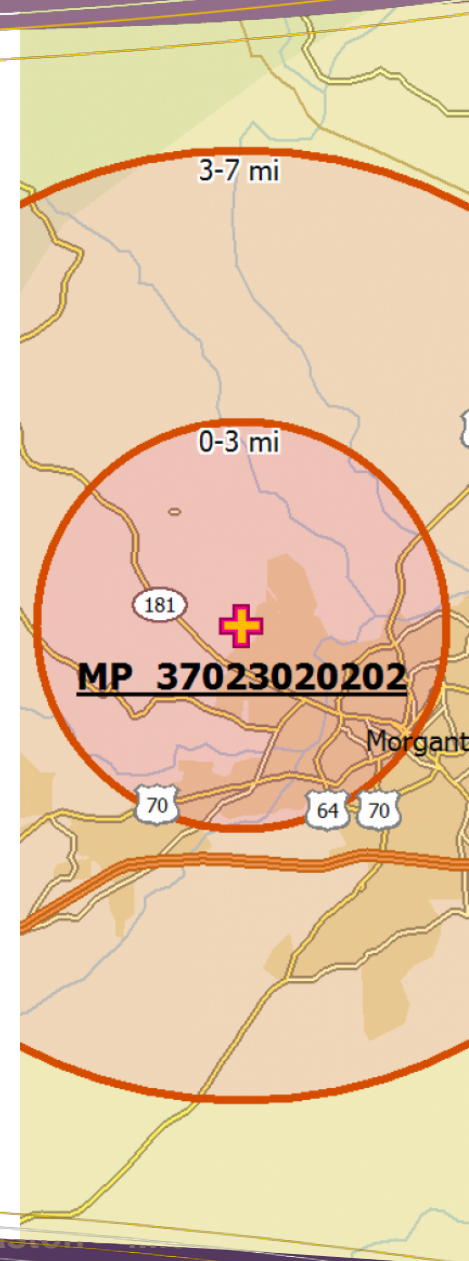
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	25.17%	25.55%	25.54%
TCM (Turner Classic Movies)	24.45%	24.47%	24.35%
Nick At Nite	24.39%	24.09%	24.12%
ABC Fam.	24.11%	21.72%	20.55%
Hallmark Channel	24.02%	23.74%	23.64%
USA Network	23.3%	23.87%	23.44%
BET (Black Entertainment TV)	23.14%	23%	22.73%
The Golf Channel	22.98%	21.86%	21.19%
TV Info From Monthly Cable Guide	22.53%	23.15%	23.24%
ESPN2	21.27%	20.04%	19.39%
Lifetime	21.18%	20.23%	20.04%
TV Info From Other	19.46%	19.39%	19.2%

## 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+)	19.78%	18.84%	18.5%
Medium Users (4-6)	10.59%	10.3%	10.08%
Light Users (1-3)	21.23%	20.77%	20.53%
Quintiles (20%)			
Newspaper I (Heavy)	1.44%	1.52%	1.51%
Newspaper II	1.59%	1.54%	1.48%
Newspaper III	2.02%	2.11%	2.16%
Newspaper IV	0.49%	0.63%	0.64%
Newspaper V (Light)	1.1%	1.34%	1.39%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.64%	19.12%	19.17%
Magazines II	8.51%	8.77%	8.98%
Magazines III	9.11%	9.79%	9.88%
Magazines IV	11.68%	11.47%	11.48%
Magazines V (Light)	0.49%	0.44%	0.42%
Outdoor I (Heavy)	7.11%	6.44%	5.99%
Outdoor II	3.1%	2.81%	2.8%
Outdoor III	3.71%	3.38%	3.24%
Outdoor IV	15.76%	16.93%	17.5%
Outdoor V (Light)	24.28%	25.14%	24.98%
Yellow Pages I (Heavy)	15.08%	15.63%	15.77%
Yellow Pages II	6.1%	5.71%	5.62%
Yellow Pages III	5.54%	5.3%	5.23%
Yellow Pages IV	21.96%	23.29%	23.66%
Yellow Pages V (Light)	3.45%	3.39%	3.36%



# 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)	3.21%	3.26%	3.26%
Drive Time III (Medium)	0.94%	0.86%	0.84%
Radio IV & V (Light)	2.99%	2.68%	2.73%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.74%	8.74%	8.8%
Radio III (Medium)	4.67%	4.75%	4.69%
Radio IV & V (Light)	3.54%	3.43%	3.27%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.34%	12.35%	12.35%
Cable III (Medium)	4.1%	4.35%	4.54%
Cable IV & V (Light)	32.4%	31.97%	31.56%

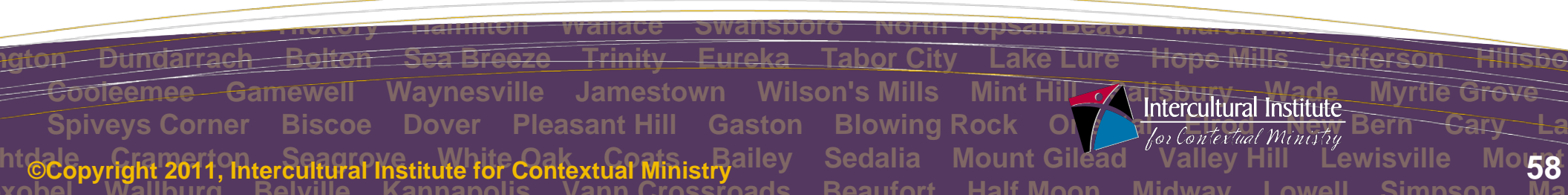
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.81%	4.03%	4.07%
Prime Time III (Medium)	1.77%	1.91%	1.93%
Prime Time IV & V (Light)	7.36%	8.28%	8.3%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.04%	39.18%	39.54%
Fringe III (Medium)	53.02%	54.79%	55.32%
Fringe IV (Light)	54.72%	56.47%	56.78%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.91%	12.9%	12.89%
All Day III (Medium)	22.9%	24.44%	25.09%
All Day IV (Light)	13.32%	12.27%	11.97%

# 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](http://MissionalContext.org).

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	11.56%	11.29%	11.25%
6:00am - 10:00am	15.9%	14.08%	13.02%
10:00am - 3:00pm	6.89%	5.67%	5.2%
3:00pm - 7:00pm	14.46%	13.4%	13.25%
7:00pm - Midnight	11.87%	11.4%	10.98%
Midnight - 6:00am	6.01%	5%	4.66%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.42%	13.99%	13.87%
6:00am - 10:00am	3.93%	3.46%	3.38%
10:00am-3:00pm	5.59%	4.68%	4.21%
3:00pm - 7:00pm	6.39%	6.19%	6.1%
7:00pm - Midnight	8.83%	8.46%	8.55%
Midnight - 6:00am	10.53%	10%	9.59%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.75%	7.5%	7.18%
Saturday: 8:00-11:00pm	7.72%	7.96%	7.98%
Sunday: 7:00-11:00pm	9.11%	9.15%	9.38%
9:00am-1:00pm	24.39%	24.09%	24.12%
9:00am-4:00pm	28.16%	27.67%	27.67%
4:00pm-7:00pm	29.92%	27.93%	27.39%
11:00pm-1:00am	41.23%	41.14%	40.69%
AVG Prime time	3.17%	2.71%	2.53%
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	16.83%	15.88%	15.29%
7-9am	21.27%	20.04%	19.39%
9am-12noon	20.54%	20.03%	19.84%
12noon-4pm	7.62%	7.65%	7.83%
4-6pm	46.96%	44.9%	44.13%
6-7pm	18.86%	19.26%	19.63%
7-7:30pm	1.62%	1.46%	1.39%
7:30-8pm	10.58%	10.82%	10.58%
8-11pm	7.75%	7.5%	7.18%
11pm-12am	33.28%	33.43%	33.3%
11pm-1am	41.23%	41.14%	40.69%
1-6am	31.94%	28.94%	27.5%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.45%	17.34%	17.06%
Sat: 10am-1pm	7.77%	7.57%	7.44%
Sat: 1-4pm	23.55%	24.41%	24.67%
Sat: 4-6pm	6.22%	6.27%	6.11%
Sat: 6-7pm	2.42%	2.01%	1.91%
Sat: 7-8pm	1.08%	0.89%	0.77%
Sat: 8-11pm	7.72%	7.96%	7.98%
Sat: 11pm-1am	4.87%	4.45%	4.37%
Sat: 1am-7pm	23.3%	23.87%	23.44%
Sun: 7-10am	2.39%	2.39%	2.55%
Sun: 10am-1pm	6.45%	6.78%	7.09%
Sun: 1-4pm	5.84%	6.04%	6.35%
Sun: 4-7pm	12.8%	13.36%	13.49%
Sun: 7-11pm	9.11%	9.15%	9.38%
Sun: 11pm-1am	4.42%	4.38%	4.39%
Sun: 1-7am	20.35%	20.82%	21.03%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

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

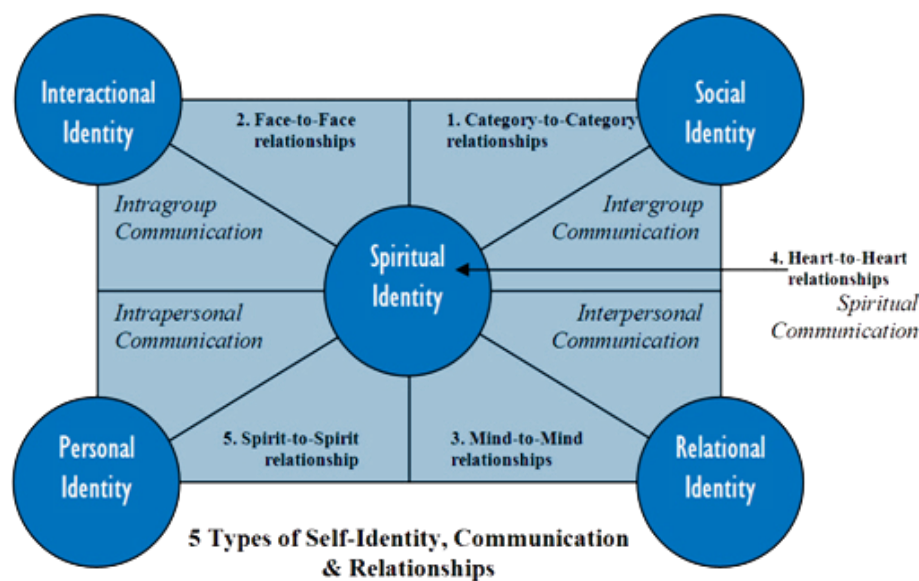


# Establishing Redemptive Relationships

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

## Communication Steps

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

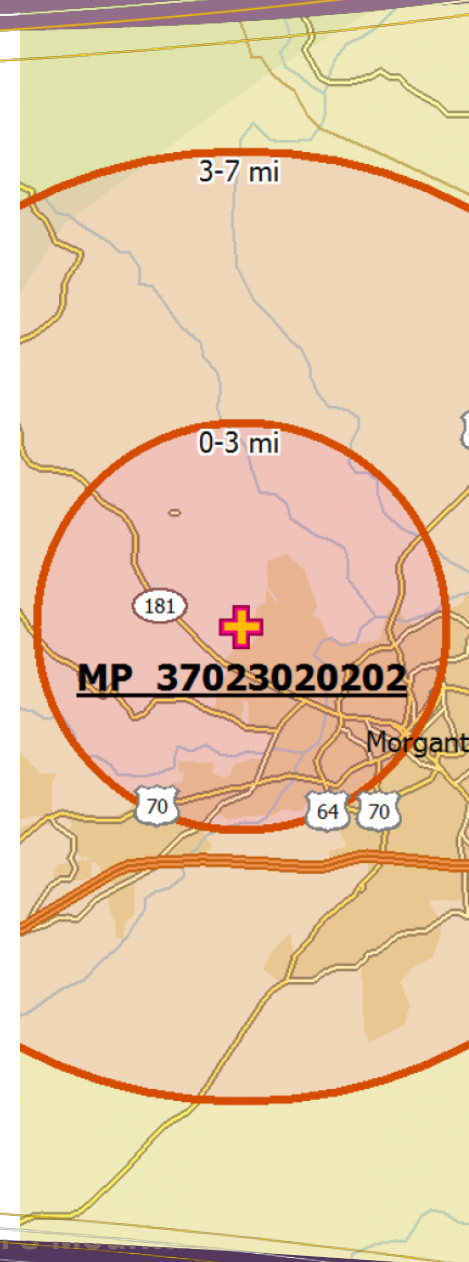


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Grandview - Morganton	2828 NC 126 Morganton, NC 28655	0.40 mi	51	Plateauing
2	Smyrna - Morganton	3500 Brown Mountain Beach Rd Morganton, NC 28655	0.40 mi	0	Insufficient Data
3	Hopewell - Morganton	1112 Hopewell Rd Morganton, NC 28655	0.40 mi	280	Growing
4	Riverside - Morganton	516 NC 126 Morganton, NC 28655	0.40 mi	0	Insufficient Data
5	Laurel Haven	4944 Tucker Ave. Morganton, NC 28655	0.40 mi	42	Growing
6	El Bethel - Morganton	1731 N Green St Morganton, NC 28655	0.59 mi	172	Plateauing
7	Community - Morganton	807 Saint Marys Church Rd Morganton, NC 28655	0.85 mi	0	Insufficient Data
8	Calvin Heights - Morganton	107 Calvin Heights St Morganton, NC 28655	1.65 mi	125	Declining
9	New Hope in Christ - Morganton	508 Bouchelle St Morganton, NC 28655	2.49 mi	0	Insufficient Data
10	River of Life Hispanic Mission - Morganto	508 Bouchelle St Morganton, NC 28655	2.49 mi	0	Insufficient Data
11	Morganton First Deaf Mission - Morganton	502 W Union St Morganton, NC 28655	2.71 mi	40	Declining
12	Morganton First - Morganton	502 W Union St Morganton, NC 28655	2.71 mi	411	Plateauing
13	Asheville Street - Morganton	119 Asheville St Morganton, NC 28655	2.76 mi	73	Growing
14	Journey Church	121 W Union St Morganton, NC 28655	2.97 mi	194	Insufficient Data
15	Catawba Valley - Morganton	706 Lenoir Rd Morganton, NC 28655	3.26 mi	250	Growing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Southside - Morganton	221 Herron St Morganton, NC 28655	3.26 mi	46	Plateauing
17	North Morganton - Morganton	101 View St Morganton, NC 28655	3.27 mi	62	Declining
18	Calvary - Morganton	407 S Green St Morganton, NC 28655	3.32 mi	130	Declining
19	Glen Alpine First - Glen Alpine	205 Church St Glen Alpine, NC 28628	3.32 mi	120	Plateauing
20	Friendship - Morganton	408 Church St Morganton, NC 28655	3.36 mi	40	Insufficient Data
21	Table Rock - Morganton	1845 Harmon Rd Morganton, NC 28655	3.70 mi	53	Insufficient Data
22	Walker Road - Morganton	100 Walker Rd Morganton, NC 28655	3.87 mi	135	Growing
23	First Hmong - Morganton	301 Walker Rd Morganton, NC 28655	4.11 mi	70	Insufficient Data
24	Central - Morganton	108 Murphy Ct Morganton, NC 28655	4.22 mi	52	Plateauing
25	Zion - Morganton	3394 Pea Ridge Rd Morganton, NC 28655	4.57 mi	226	Plateauing
26	Pleasant View - Morganton	1834 US 70 E Morganton, NC 28655	5.21 mi	81	Declining
27	Cross Memorial - Morganton	650 Enola Rd Morganton, NC 28655	5.40 mi	74	Plateauing
28	Brookwood - Morganton	210 Brookwood Rd Morganton, NC 28655	5.52 mi	87	Plateauing
29	Grace - Morganton	1939 Paul Shuping Ave Morganton, NC 28655	5.59 mi	188	Plateauing
30	Burkemont - Morganton	4668 Burkemont Rd Morganton, NC 28655	5.74 mi	800	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	The Great American Cowboy Church	207 Blanton Road Morganton, NC 28655	5.81 mi	0	Insufficient Data
32	Amherst - Morganton	1024 Amherst Rd Morganton, NC 28655	6.07 mi	109	Growing
33	Mount Home - Morganton	2272 Mount Home Church Rd Morganton, NC 28655	6.13 mi	455	Plateauing
34	Pleasant Ridge - Morganton	1698 Conley Rd Morganton, NC 28655	6.19 mi	314	Plateauing
35	Solid Rock - Morganton	2505 Burke Memorial Park Rd Morganton, NC 28655	6.20 mi	169	Plateauing
36	South Mountain - Morganton	3676 US 64 Morganton, NC 28655	6.26 mi	66	Declining
37	Bethel - Morganton	3861 Pax Hill Rd Morganton, NC 28655	6.36 mi	63	Plateauing
38	Mulls Grove - Morganton	5106 Burkemont Rd Morganton, NC 28655	6.44 mi	111	Growing
39	Faith Chapel - Valdese	959 Summers Rd Valdese, NC 28690	6.69 mi	0	Insufficient Data
40	Trinity - Valdese	3333 Trinity Church Rd Valdese, NC 28690	7.05 mi	164	Declining
41	Missionary Ridge - Morganton	5612 John Watts St Morganton, NC 28655	7.26 mi	203	Plateauing
42	North Cross - Morganton	2114 Antioch Rd Morganton, NC 28655	7.26 mi	0	Insufficient Data
43	Drexel First - Drexel	200 S Main St Drexel, NC 28619	7.33 mi	140	Growing
44	Drexel Memorial - Drexel	403 N Main St Drexel, NC 28619	7.51 mi	106	Plateauing
45	Down the Road Biiker	2398 Peeler St Drexel, NC 28619	7.54 mi	0	Insufficient Data



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

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