

MissionSite

top unreached locations



HICKORY, NC

CENSUS TRACT: 37035010402

REGION: Region 8: Catawba

COUNTY: Catawba

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



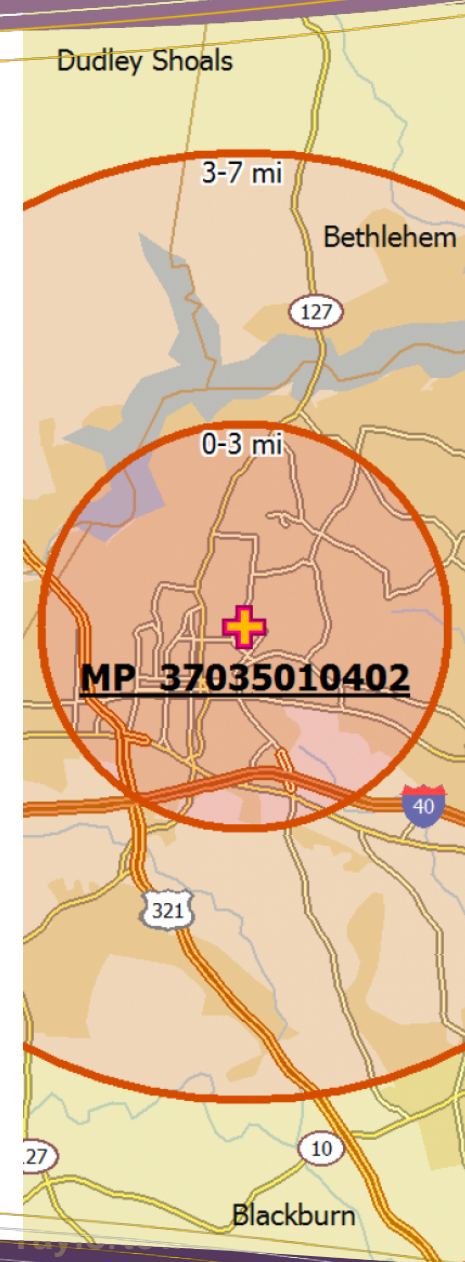
MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

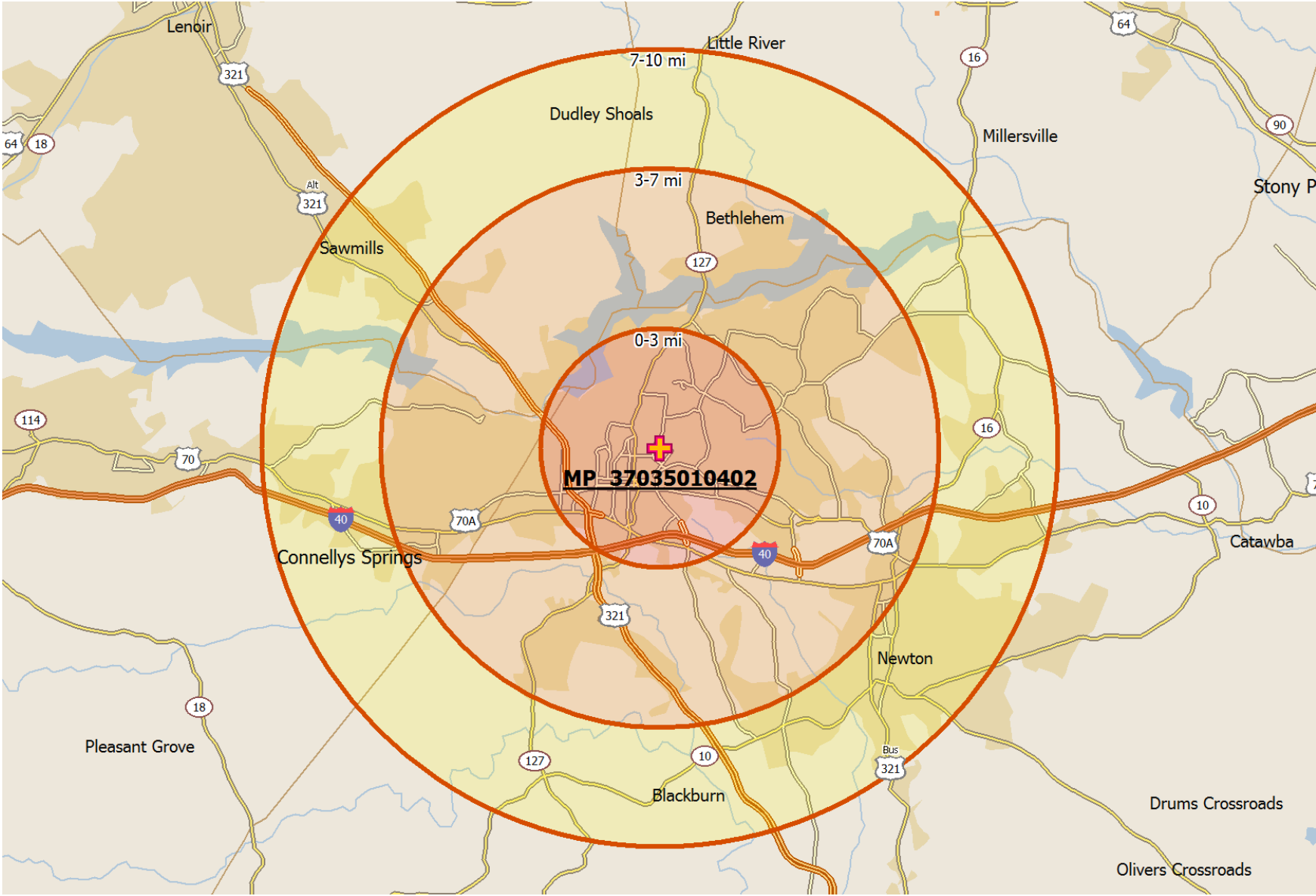
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37035	Catawba
4	Zipcode	28601	Catawba
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	K	50000-100000-100000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	42,609	65,003	52,902
2010 Households	16,883	24,014	19,726
2010 Group Quarters Population	1,496	296	351

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	45	35	39
Language Diversity National Index	60	37	34
Foreign Born Diversity National Index	26	22	18
Ancestry Diversity National Index	49	58	50
Racial Diversity National Index	55	32	31

Site Location Summary - County Environment

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

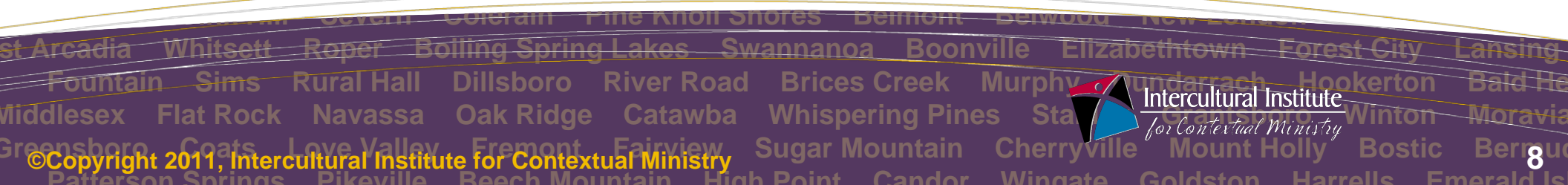
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,451	26.36%
Mainstay Communities	Established, Diverse Households	1,894	11.22%
Working Communities	Blue-collar, Working Families	5,747	34.04%
Country Communities	Rural, Agri. & Mining Families	734	4.35%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,884	11.16%
Urban Communities	High Density, Inner-city Neighborhoods	2,171	12.86%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	40,225	11,676	29.03%
Unreached %	66.53%	69.16%	103.95
Religious But NOT Evangelical HH	9,167	2,952	32.21%
Religious But NOT Evangelical %	15.16%	17.49%	115.33
Spiritual But NOT Relig or Evang HH	6,696	1,757	26.23%
Spiritual But NOT Relig or Evang %	11.07%	10.4%	93.95
Not Evangelical, Not Interested HH	24,408	7,002	28.69%
Not Evangelical, Not Interested %	40.37%	41.47%	102.73



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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	80	15	18.75%
Active BCNC Attenders	10,804	2,974	27.53%
Active Evangelical Households	8,881	2,284	25.72%
Active Evangelical Percent	14.69%	13.53%	92.12
Inactive Evangelical Households	11,353	2,921	25.73%
Inactive Evangelical Percent	18.78%	17.30%	92.12
# 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.	WRSH AVG	IICM CGR
1	Highland - Hickory	0.12 mi	334	Plateauing
2	East Hickory - Hickory	0.86 mi	140	Declining
3	Viewmont - Hickory	0.87 mi	0	Insufficient Data
4	Escalate	1.00 mi	0	Insufficient Data
5	Hickory First - Hickory	1.34 mi	390	Plateauing
6	Temple - Hickory	1.38 mi	61	Declining
7	New Hope - Hickory	1.52 mi	378	Insufficient Data
8	Gateway - Hickory	1.69 mi	0	Insufficient Data
9	Reflection Church	1.84 mi	0	Insufficient Data
10	Winkler's Grove - Hickory	1.84 mi	910	Plateauing
11	Penelope - Hickory	1.84 mi	178	Growing
12	Sweetwater - Hickory	2.04 mi	100	Plateauing
13	West Hickory - Hickory	2.22 mi	140	Plateauing
14	The Journey	2.72 mi	0	Insufficient Data
15	Lakeview - Hickory	2.94 mi	343	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Sandy Ridge - Hickory	3.02 mi	479	Insufficient Data
17	The Chapel at Carmike	3.12 mi	0	Insufficient Data
18	Church On a Mission	3.25 mi	0	Insufficient Data
19	Fairbrook - Hickory	3.27 mi	0	Insufficient Data
20	Axis	3.29 mi	0	Insufficient Data
21	Longview - Hickory	3.40 mi	43	Declining
22	Springs Road - Hickory	3.43 mi	136	Plateauing
23	Spencer Road - Conover	3.64 mi	0	Insufficient Data
24	Wayside - Hickory	3.71 mi	30	Growing
25	Fairgrove - Hickory	4.15 mi	70	Plateauing
26	Kings Way - Newton	4.16 mi	0	Insufficient Data
27	Christ United - Hickory	4.20 mi	0	Insufficient Data
28	New Life - Conover	4.20 mi	0	Insufficient Data
29	White Oak	4.35 mi	34	Insufficient Data
30	Unity Hmong - Hickory	4.41 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

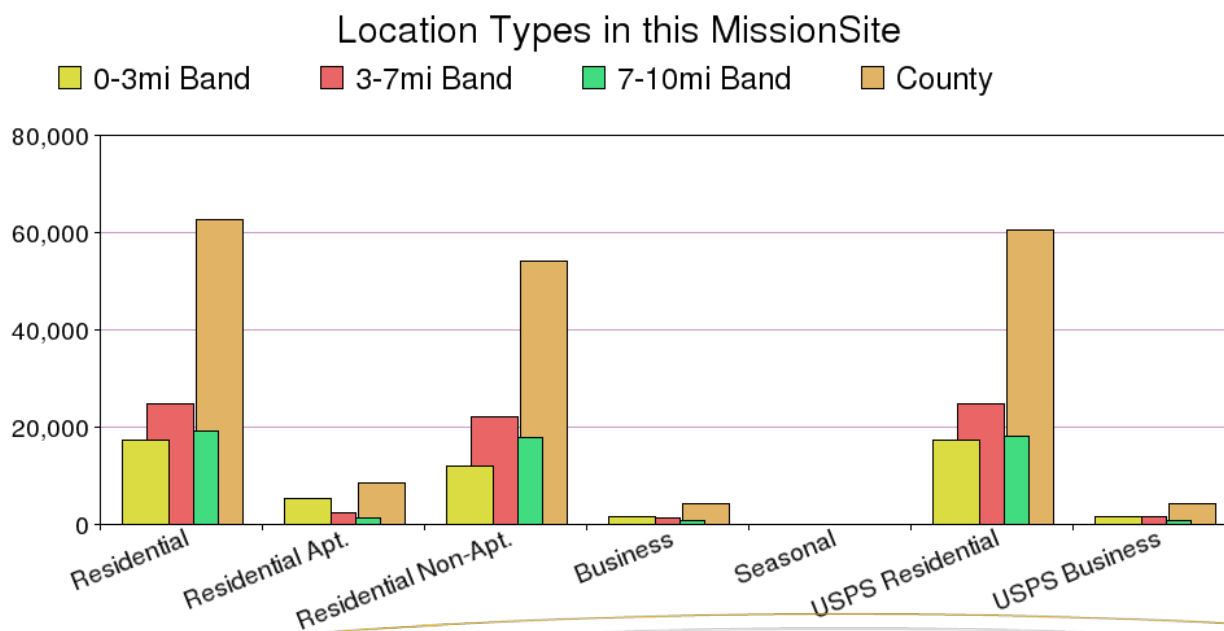
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	118,412	36,230	30.6%
2000 Population	141,685	39,124	27.61%
2010 Population	160,920	42,609	26.48%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	45,701	14,811	32.41%
2000 Households	55,533	16,198	29.17%
2010 Households	60,459	16,883	27.92%



Location Type	0-3mi Band
Residential	17,354
Residential Apt.	5,235
Residential Non-Apt.	12,119
Business	1,721
Seasonal	0
USPS Residential	17,406
USPS Business	1,591

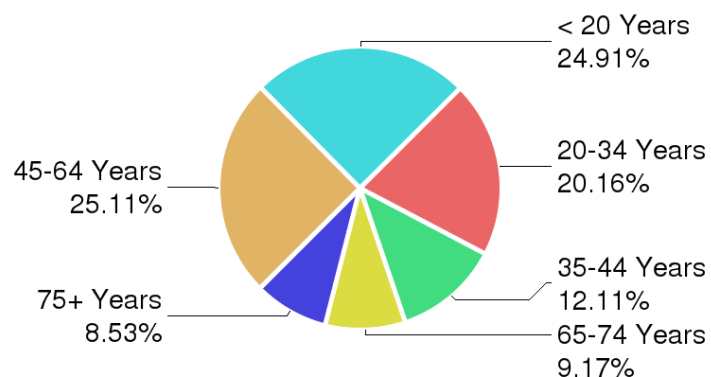
Current Demographic Summary

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	4.75%	5.08%	106.95
4-5 Years	2.63%	2.37%	90.11
6-8 Years	4.08%	3.78%	92.65
9-11 Years	4.02%	3.66%	91.04
12-13 Years	2.65%	2.38%	89.81
14-17 Years	5.17%	4.87%	94.2
18-19 Years	2.56%	2.78%	108.59
0-5 Years	7.39%	7.45%	100.81
6-12 Years	9.43%	8.63%	91.52
13-19 Years	9.05%	8.83%	97.57
< 20 Years	25.87%	24.91%	96.29
20-34 Years	17.86%	20.16%	112.88
35-44 Years	13.7%	12.11%	88.39
45-64 Years	27.44%	25.1%	91.47
65-74 Years	8.47%	9.17%	108.26
75+ Years	6.67%	8.53%	127.89
Median Age	40	40	100.58
Median Age (Male)	38	38	98.72
Median Age (Female)	41	42	102.78

Age Group Percentages

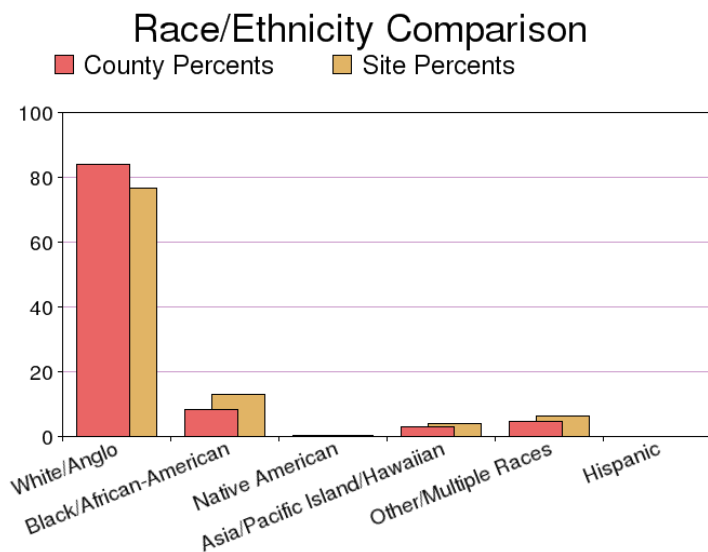


Current Demographic Summary

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	83.84%	76.63%	91.39
Black, African-American	8.29%	12.89%	155.42
Native American	0.28%	0.23%	81.81
Asian	2.93%	3.86%	131.49
Pacific Island, Hawaiian	0.06%	0.07%	113.3
Other/Multiple Races	4.58%	6.32%	137.87
Hispanic	0%	14.21%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	109,742	28,700	
Less than 9th Grade	6.64%	7.36%	90.25
No High School Diploma	12.54%	10.29%	121.91
High School Graduate	33.31%	28.01%	118.91
Some College, no degree	19.47%	19.48%	99.95
Associate Degree	8.73%	8.09%	107.86
College Degree	13.37%	17.35%	77.05
Graduate/Prof. degree	5.94%	9.43%	63.06

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	6.74%	8.23%	164.61
\$10,000 to \$19,999	11.71%	13.17%	112.46
\$20,000 to \$29,999	13.48%	15.04%	111.56
\$30,000 to \$49,999	23.89%	23.4%	97.92
\$50,000 to \$59,999	9.38%	7.56%	80.67
\$60,000 to \$69,999	7.84%	6.38%	81.33
\$70,000 to \$79,999	6.15%	5.03%	81.8
\$80,000 to \$89,999	4.67%	3.9%	83.57
\$90,000 to \$99,999	3.08%	2.53%	82.17
\$100,000 to \$124,999	5.56%	5.78%	103.96
\$125,000 to \$149,999	2.71%	2.87%	105.75
\$150,000 to \$199,999	2.74%	2.97%	108.36
\$200,000 to \$249,999	0.76%	1.05%	137.2
\$250,000 or more	1.27%	2.05%	161.33
Median Household	44,353	45,101	101.69
Average Household	59,020	61,487	104.18
Per Capita Household	22,493	24,412	108.53
Family/Non-Family Household Income			
Median Family Income	54,876	60,887	110.95
Average Family Income	70,478	75,525	107.16
Median Non-Family Income	28,307	28,868	101.98
Average Non-Family Income	35,624	37,663	105.72

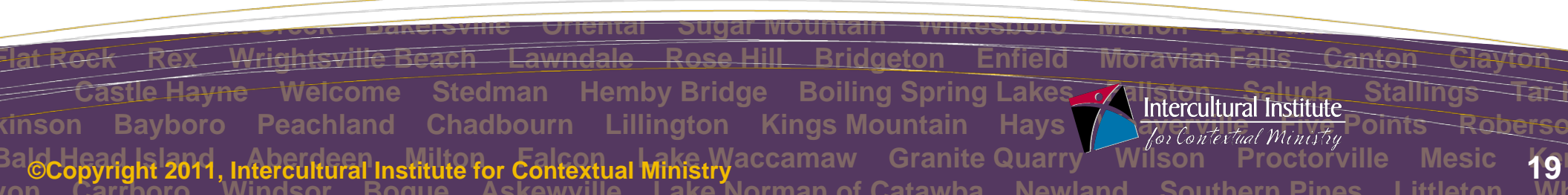


Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
Family Households			Index
% Family Households	67.13%	58.3%	86.84
Families with Children	32.07%	27.9%	86.98
Families without Children	35.05%	30.4%	86.72
Non-Family Households			
% Non-Family Households	32.87%	41.7%	126.86
Non-Families with Children	0.39	0.34	89.14
Non-Families without Children	32.49	41.36	127.31
Housing Units			
Total Housing Units	68,298	18,894	
Vacant percent	11.48%	10.64%	92.73
Owned percent	62.83%	49.02%	78.01%
Rented Percent	25.69%	40.34%	157.03
Households by Size			
Avg household size	2.62	2.44	93.13
Avg family hh size	3.33	3.29	98.8
Avg non-family hh size	1.18	1.24	105.08
Households By Count of Persons			
One	16,896	5,963	35.29%
Two	17,282	4,664	26.99%
Three or Four	19,905	4,633	23.28%
Five+	6,376	1,622	25.44%



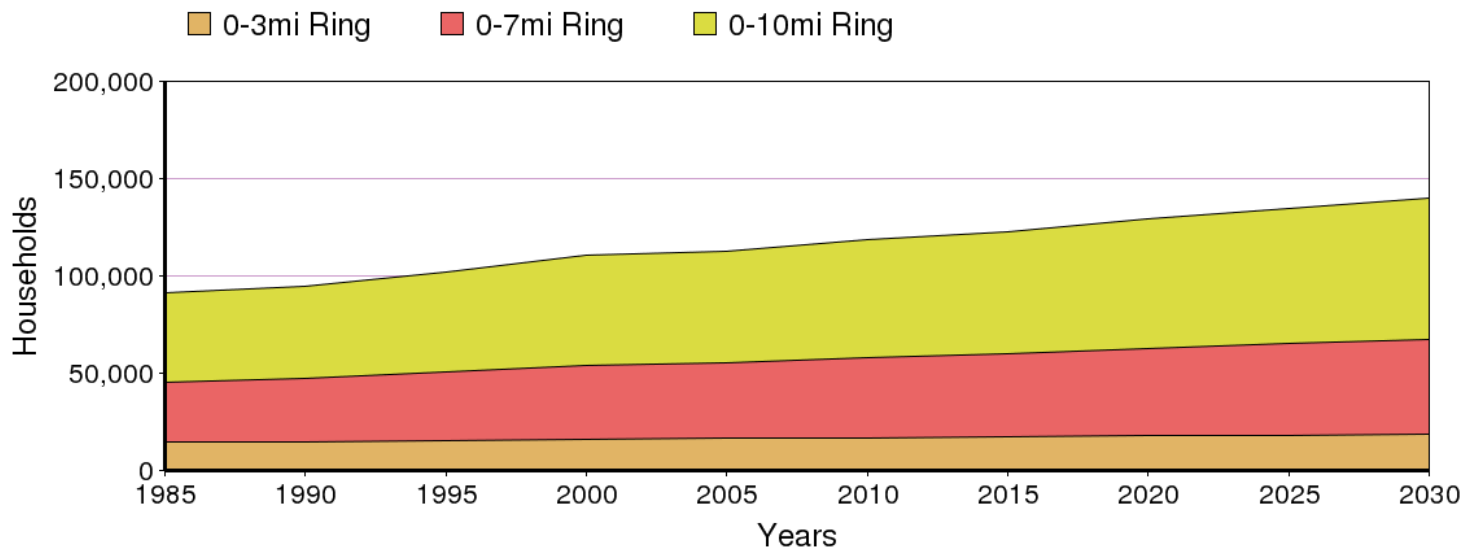
Projected Demographic Summary

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	118,412	36,230	30.6%
2000 Population	141,685	39,124	27.61%
2010 Population	160,920	42,609	26.48%
2015 Population	169,892	44,431	26.15%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	45,701	14,811	32.41%
2000 Households	55,533	16,198	29.17%
2010 Households	60,459	16,883	27.92%
2015 Households	62,075	17,149	27.63%

Household Change from 1985 to 2030



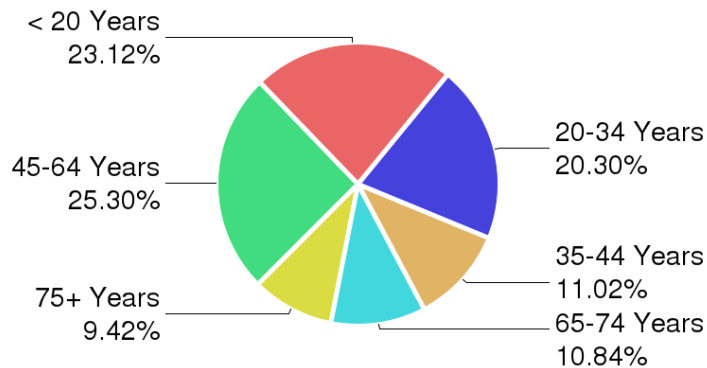
Projected Demographic Summary

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	5.08%	3.98%	78.35
4-5 Years	2.37%	2.01%	84.81
6-8 Years	3.78%	3.34%	88.36
9-11 Years	3.66%	3.48%	95.08
12-13 Years	2.38%	2.45%	102.94
14-17 Years	4.87%	4.99%	102.46
18-19 Years	2.78%	2.87%	103.24
0-5 Years	7.45%	5.99%	80.4
6-12 Years	8.63%	8.04%	93.16
13-19 Years	8.83%	9.09%	102.94
< 20 Years	24.91%	23.12%	92.81
20-34 Years	20.16%	20.3%	100.69
35-44 Years	12.11%	11.02%	91
45-64 Years	25.1%	25.3%	100.8
65-74 Years	9.17%	10.84%	118.21
75+ Years	8.53%	9.42%	110.43
Median Age	40	42	105.26
Median Age (Male)	38	40	103.02
Median Age (Female)	41	44	106.74

Projected Age Group Percentages



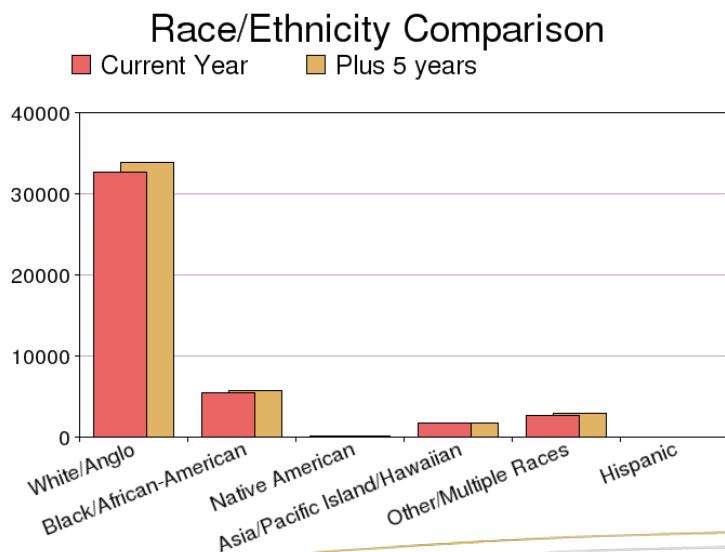
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	76.63%	76.36%	99.65
Black, African-American	12.89%	12.91%	100.14
Native American	0.23%	0.26%	112.37
Asian	3.86%	3.74%	96.89
Pacific Island, Hawaiian	0.07%	0.07%	102.29
Other/Multiple Races	6.32%	6.66%	105.45
Hispanic	0%	0%	0

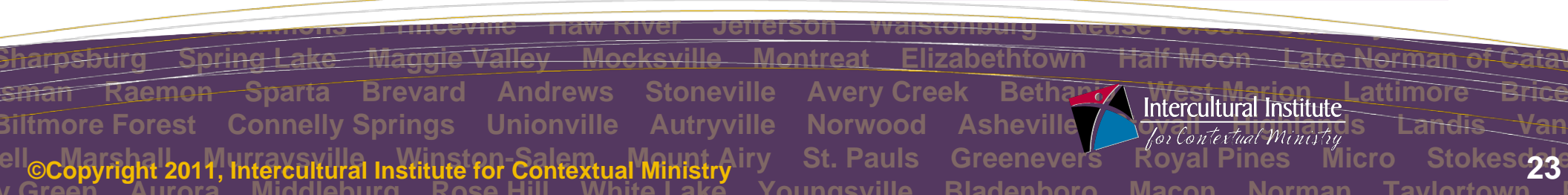
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,700	30,530	
Less than 9th Grade	7.36%	6.37%	86.66
No High School Diploma	10.29%	8.85%	86.02
High School Graduate	28.01%	28.75%	102.62
Some College, no degree	19.48%	19.37%	99.45
Associate Degree	8.09%	8.81%	108.94
College Degree	17.35%	17.78%	102.46
Graduate/Prof. degree	9.43%	10.07%	106.79



Projected Demographic Summary

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

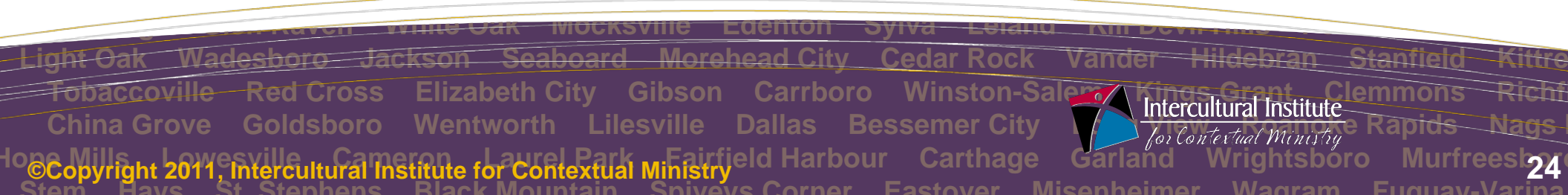
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.23%	7.77%	94.41
\$10,000 to \$19,999	13.17%	13.02%	98.8
\$20,000 to \$29,999	15.04%	14.58%	96.98
\$30,000 to \$49,999	23.4%	22.33%	95.46
\$50,000 to \$59,999	7.56%	7.27%	96.14
\$60,000 to \$69,999	6.38%	6.4%	100.28
\$70,000 to \$79,999	5.03%	5.31%	99.95
\$80,000 to \$89,999	3.9%	4.23%	104.87
\$90,000 to \$99,999	2.53%	2.62%	103.75
\$100,000 to \$249,999	5.78%	6.38%	110.35
\$125,000 to \$149,999	2.87%	3.25%	113.5
\$150,000 to \$199,999	2.97%	3.48%	117.08
\$200,000 to \$249,999	1.05%	1.14%	108.46
\$250,000 or more	2.05%	2.07%	101.01
Median Household	45,101	47,443	105.19
Average Household	61,487	63,779	103.73
Per Capita Household	24,412	24,668	101.05
Family/Non-Family Household Income			
Median Family Income	60,887	64,578	106.06
Average Family Income	75,525	79,399	105.13
Median Non-Family Income	28,868	30,239	104.75
Average Non-Family Income	37,663	39,055	103.7



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.3%	56.93%	97.66
Families with Children	27.9	27.01	96.82
Families without Children	30.4	29.47	96.93
Non-Family Households			
% Non-Family Households	41.7%	43.07%	103.27
Non-Families with Children	0.34	0.27	103.27
Non-Families without Children	41.36	42.8	103.47
Housing Units			
Total Housing Units	18,894	19,193	101.58%
Vacant percent	10.64%	10.65%	100.06
Owned percent	49.02%	49.35%	100.67
Rented Percent	40.34%	40%	99.17
Households by Size			
Avg household size	2.44	2.51	102.87%
Avg family hh size	3.29	3.48	105.78%
Avg non-family hh size	1.24	1.21	97.58%
Households By Count of Persons			
One	5,963	6,331	106.17%
Two	4,664	4,079	87.46%
Three or Four	4,633	4,835	104.36%
Five+	1,622	1,904	117.39%



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.

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	4,256	2,494	2,181
Northern Europe	109	81	36
Western Europe	210	70	37
Southern Europe	26	13	4
Eastern Europe	141	102	45
Other Europe	0	0	0
Eastern Asia	114	69	75
So. Central Asia	90	38	0
SE Asia	893	497	551
Western Asia	19	14	13
Other Asia	0	0	5

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	11	9	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	9	7	0
Western Africa	0	0	4
Other Africa	0	0	0
Oceania	34	8	6
Caribbean	101	58	23
Central Amer.	2,283	1,360	1,223
South America	127	91	115
North America	89	77	44
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	31,075	45,522	47,098
Spanish	3,199	2,113	1,966
Other Indo-Euro language	788	609	322
French (incl. Patois, Cajun)	280	205	182
French Creole	0	0	0
Italian	13	2	2
Portuguese	0	0	1
German	221	256	78
Yiddish	0	0	0
Other West Germanic	7	1	1
A Scandinavian Language	24	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	6	4
Serbo-Croatian	6	3	6
Other Slavic Language	0	0	2
Armenian	0	0	0
Persian	0	0	0
Gujarathi	38	10	0
Hindi	2	5	0
Urdu	61	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	136	121	43
Asian/PI languages	0	0	0
Chinese	137	14	71
Japanese	23	15	7
Korean	2	25	21
Mon-Khmer, Cambodian	25	0	0
Miao, Hmong	776	507	958
Thai	0	0	0
Laotian	77	37	140
Vietnamese	362	38	4
Other Asian	22	133	0
Tagalog	0	10	20
Other Pacific Is	0	7	0
Other languages	22	61	11
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	4
Arabic	22	26	0
Hebrew	0	23	0
African languages	0	0	0
Other unspecified	0	12	7



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	29,792	35,354	36,617
Arab	36	73	41
Armenian	4	4	0
Austrian	17	22	15
British	202	194	122
Canadian	46	85	62
Croatian	0	2	20
Czech	29	4	2
Czechoslovak	11	11	2
Danish	20	29	36
Dutch	582	668	505
English	2,655	3,139	3,018
European	350	428	601
Finnish	24	18	5
French (not Basque)	501	375	458
French Canadian	115	112	75
German	4,803	7,000	6,826
Greek	15	47	5
Hungarian	24	23	15
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,783	2,433	2,288
Italian	583	590	543
Lithuanian	24	25	12
Norwegian	167	92	51
Polish	185	212	148
Portuguese	37	17	19
Romanian	142	145	39
Russian	42	34	24
Scandinavian	46	66	1
Scotch-Irish	1,127	1,148	1,126
Scottish	656	831	746
Slovak	8	1	8
Subsaharan African	269	95	110
Swedish	182	160	82
Swiss	59	78	14
Ukrainian	18	0	10
US/American	5,304	9,452	11,543
Welsh	106	95	75
West Indian	8	2	7
Yugoslavian	3	6	5
Other	9,609	7,639	7,962

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

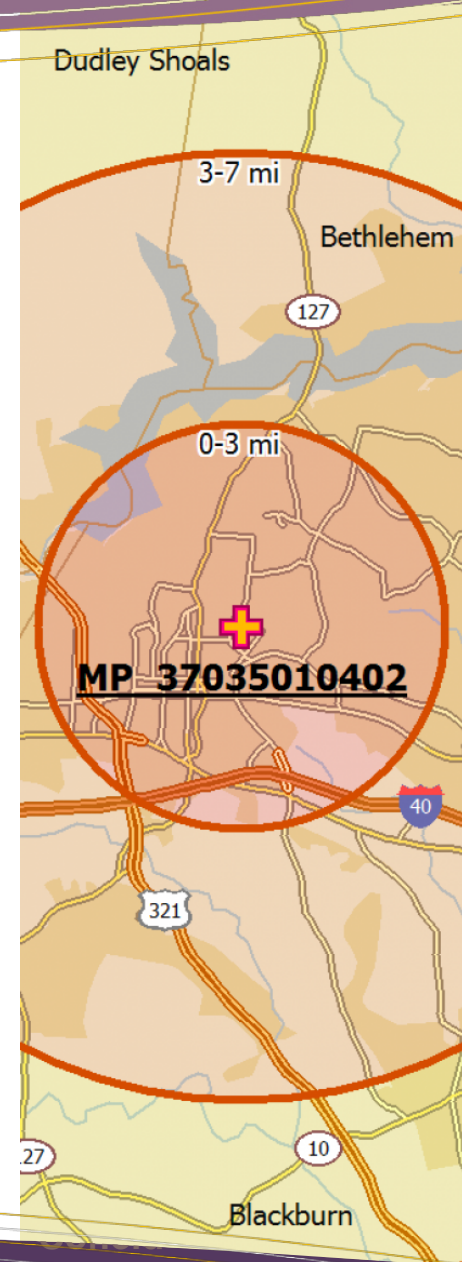
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	16,883	100%	11,971	100%
AFFLUENT SUBURBIA	2,062	12.21%	1,452	12.13%
America's Wealthiest	252	1.49%	202	1.69%
Dream Weavers	294	1.74%	210	1.75%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	515	3.05%	346	2.89%
Small Town Success	1,000	5.92%	693	5.79%
New Suburbia Fam.	1	0.01%	1	0.01%
UPSCALE AMERICA	2,389	14.15%	1,646	13.75%
Status Conscious Consumers	255	1.51%	179	1.5%
Affluent Urban Professionals	43	0.25%	35	0.29%
Urban Commuter Fam.	1,743	10.32%	1,170	9.77%
Solid Suburban Mix	2	0.01%	2	0.02%
2nd Generation Success	1	0.01%	1	0.01%
Successful Urban Sprawl	345	2.04%	259	2.16%
SM TWN SUCCESS	739	4.38%	755	6.31%
Successful Urban Sprawl	240	1.42%	259	2.16%
2nd City Homebodies	178	1.05%	170	1.42%
Prime Middle America	0	0%	116	0.97%
Urban Optimists	224	1.33%	0	0%
Family Convenience	97	0.57%	143	1.19%
Mid-Market Enterprise	0	0%	67	0.56%

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	16,883	100%	11,971	100%
BLUE COLLAR BACKBONE	950	5.63%	640	5.35%
Nuevo Hispanic Fam.	79	0.47%	56	0.47%
Working Rural Suburbia	43	0.25%	26	0.22%
Lower Income Essentials	26	0.15%	18	0.15%
Small Town Endeavors	802	4.75%	540	4.51%
AMER. DIVERSITY	1,155	6.84%	808	6.75%
Ethnic Urban Mix	38	0.23%	27	0.23%
Urban Blues	46	0.27%	30	0.25%
Professional Urbanites	658	3.9%	476	3.98%
Urban Advancement	324	1.92%	218	1.82%
Amer. Great Outdoors	88	0.52%	56	0.47%
Mature America	1	0.01%	1	0.01%
METRO FRINGE	4,797	28.41%	3,294	27.52%
Steadfast Conservative	4,010	23.75%	2,748	22.96%
Moderate Conventionalists	150	0.89%	101	0.84%
Southern Blues	250	1.48%	176	1.47%
Urban Grit	0	0%	0	0%
Grass-Roots Living	387	2.29%	269	2.25%

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	16,883	100%	11,971	100%
REMOTE AMERICA	325	1.93%	191	1.6%
Hardy Rural Fam.	3	0.02%	2	0.02%
Rural Southern Living	322	1.91%	189	1.58%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,884	11.16%	1,380	11.53%
Young Cosmopolitans	141	0.84%	110	0.92%
Minority Metro Communities	753	4.46%	558	4.66%
Stable Careers	941	5.57%	679	5.67%
Aspiring Hispania	49	0.29%	33	0.28%
RURAL VILLAGES & FARMS	409	2.42%	264	2.21%
Aspiring Hispania	19	0.11%	33	0.28%
Industrious Country Living	0	0%	13	0.11%
America's Farmland	190	1.13%	0	0%
Comfy Country Living	116	0.69%	116	0.97%
Small Town Connections	84	0.5%	67	0.56%
Hinterland Fam.	0	0%	35	0.29%

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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	16,883	100%	11,971	100%
STRUGGLING SOCIETIES	915	5.42%	631	5.27%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	241	1.43%	164	1.37%
Struggling city Centers	608	3.6%	412	3.44%
College Town Communities	66	0.39%	55	0.46%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,256	7.44%	910	7.6%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	216	1.28%	151	1.26%
Urban Diversity	711	4.21%	512	4.28%
New Generation Activists	42	0.25%	28	0.23%
Getting By	287	1.7%	219	1.83%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

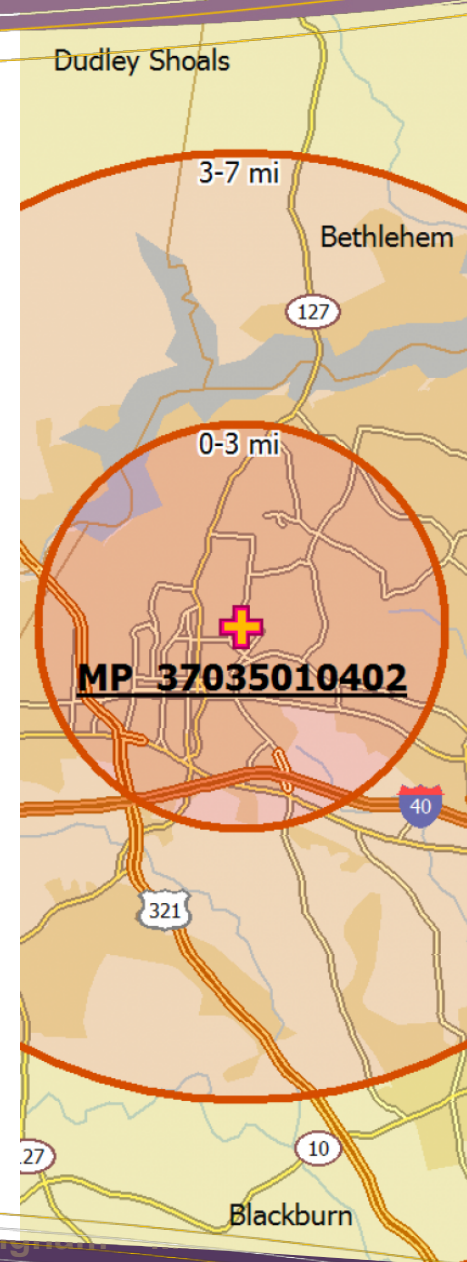
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	76%	79%	79%
Use Comp. for Internet/E-mail	60%	62%	62%
Internet Use: E-Mail	51%	52%	52%
Use Comp. for Comp. Games	40%	42%	42%
Use Comp. for Word Processing	40%	42%	41%
Use Comp. for Shopping	36%	38%	38%
Use Comp. for Education	32%	34%	33%
Use Comp. for Banking	32%	34%	33%
Use Comp. for Digital Camera Photo Editing	32%	35%	34%
HH Owns DVD Player	30%	30%	29%

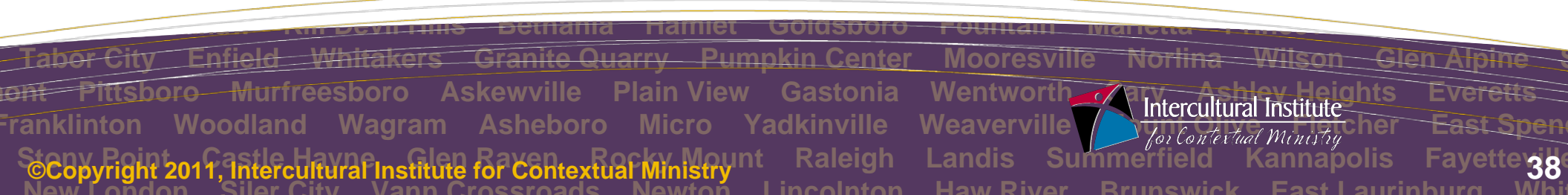
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	28%	29%	29%
Internet Use: Banking	27%	27%	27%
Use Comp. for News/Info./Data Service	24%	24%	23%
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Personal Financial Mngmnt	15%	14%	14%
Use Comp. for Accounting	14%	15%	15%
Internet Use: Shopping: Gathered Info. for Shopping	13%	13%	13%
Internet Use: Research/ Education	13%	12%	12%
Use Comp. for Filing/DB Mngmnt	12%	13%	12%
Internet Use: Shopping: Made A Purchase	12%	12%	12%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	59%	60%	59%
Reading Books	55%	54%	53%
Card Games	41%	42%	43%
Go To A Beach/Lake	37%	38%	37%
Cooking for Fun	36%	36%	36%
Gardening	33%	36%	37%
Board Games	32%	34%	34%
Visit Museum	21%	21%	20%
Visit Zoo	20%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	40%	42%	42%
Dentist	29%	29%	28%
Eye Dr.	22%	22%	21%
Backache	21%	22%	22%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	18%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	15%	15%	16%
Acid Reflux Disease (GERD)	14%	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	29.45%	28.28%	27.17%
Live Theater	21.96%	21.11%	19.89%
Live Theater Most Often	17.99%	17.43%	16.41%
Rock/Pop Concerts Most Often	16.17%	15.31%	14.71%
Dance Performance	9.44%	8.52%	7.88%
Comedy Club	9.4%	9.17%	8.8%
Movies: Comedy	39.38%	39.81%	39.5%
Movies: Action/Adventure	38.62%	38.77%	38.24%
Movies: Drama	21.06%	19.61%	18.87%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.02%	20.46%	20.11%
Movies: Romantic Comedy	19.89%	19.96%	19.47%
Movies: Mystery	17.12%	16.29%	15.87%
MLB Baseball Reg. Season	7.71%	8.05%	7.8%
NFL Football Reg. Season	6.78%	6.9%	6.66%
College Football Reg. Season	6.72%	6.66%	6.47%
College Basketball Reg. Season	4.26%	4.41%	4.28%
NBA Basketball Reg. Season	3.65%	3.61%	3.4%
NHL Hockey Reg. Season	2.94%	2.83%	2.65%

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	41.2%	41.25%	40.51%
Swimming	33.17%	34.73%	34.84%
Bowling	20.91%	22.02%	22.19%
Billiards/Pool	18.67%	19.04%	19.27%
Weight Training	16.28%	16.41%	16%
Freshwater Fishing	15.47%	18.48%	20.04%
Jogging/Running	15.16%	14.61%	14.02%
Camping Trips	14.63%	16.8%	17.92%
Basketball	14.51%	14.61%	14.67%
Using Cardio Machine	14.33%	14.22%	13.68%
Golf	13.86%	14.33%	13.96%
Mountain/Road Biking	12.88%	13.35%	13.16%
Stationary Cycling	12.83%	12.24%	11.78%
Baseball	10.99%	10.9%	10.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.46%	9.67%	9.21%
Backpacking/Hiking	10.29%	10.5%	10.44%
Football	9.48%	9.17%	9.3%
Target Shooting	8.69%	10.01%	10.52%
Volleyball	8.24%	8.69%	8.88%
Hunting	8.06%	10.39%	11.64%
Power Boating	8.04%	8.54%	8.37%
Soccer	7.56%	7.14%	6.89%
Tennis	7.48%	7.13%	6.9%
Yoga	7.47%	7.07%	6.67%
Softball	7.34%	7.88%	7.88%
Canoeing/Kayaking	7.01%	7.21%	7.16%
Saltwater Fishing	6.95%	7.76%	8.05%
Motorcycling	5.93%	6.51%	6.68%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Roller Skating	5.56%	5.25%	5.14%
Ice Skating	5.32%	5.18%	4.96%
Horseback Riding	5.3%	6.03%	6.4%
Snorkeling	4.79%	4.74%	4.59%
Downhill & X-Country Skiing	4.76%	4.69%	4.48%
Jet Skiing	4.55%	4.44%	4.33%
Fly Fishing	4.45%	4.47%	4.6%
Archery	4.3%	5.03%	5.44%
Water Skiing	4.25%	4.4%	4.37%
Rock Climbing	4.01%	3.74%	3.57%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.85%	3.77%	3.69%
Hockey	3.74%	3.46%	3.37%
Martial Arts	3.72%	3.31%	3.25%
Auto Racing	3.58%	3.75%	3.66%
Snowboarding	3.49%	3.3%	3.18%
Sailing	3.48%	3.08%	2.87%
Snowmobiling	3.46%	3.76%	3.79%
Skateboarding	2.95%	3.03%	3.07%
Rowing	2.73%	2.7%	2.62%
Surfing & Windsurfing	2.66%	2.45%	2.36%

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.

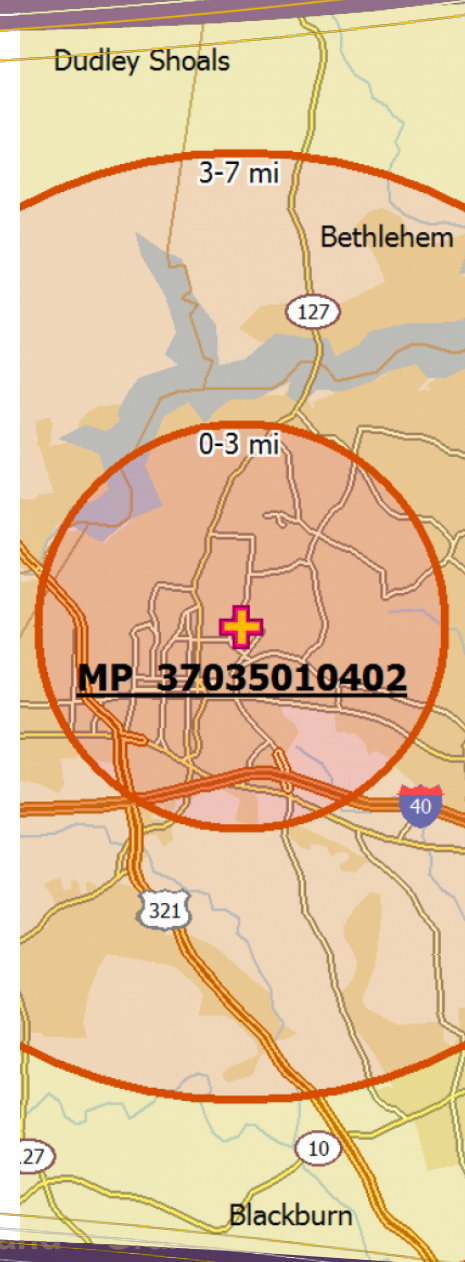
BIBLICAL BARRIERS

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.

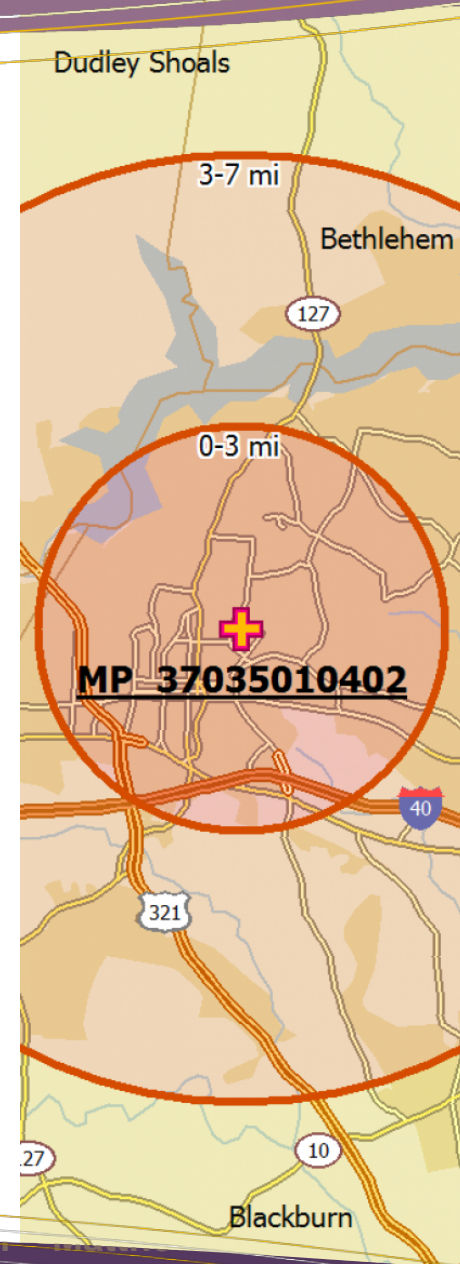
CULTURAL BARRIERS OF ACCEPTANCE

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.

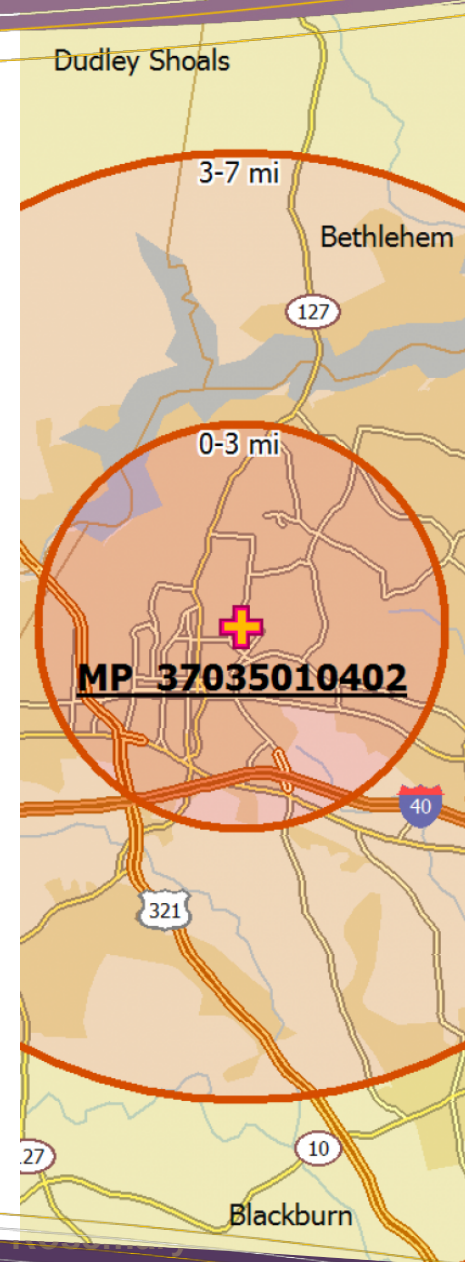
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%
Find It Difficult To Say No To My Kids	37%	39%	39%
Prefer To Have Few Possessions As Possible	35%	34%	33%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	34%	35%	35%
Like Control Over People And Resources	33%	32%	32%
If Won Lottery Would Never Work Again	28%	28%	27%
Don't Judge People/Way They Live Life	28%	28%	27%
Like To Do Unconventional Things	28%	29%	30%
Friends More Important Than My Fam.	26%	26%	25%
Money Is Best Measure Of Success	25%	26%	26%
Too Much Sponsorship In Arts/Sports	23%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	21%	21%
Marijuana Should Be Legalized	19%	19%	19%
Like To Pursue Challenge/Novelty/Change	19%	18%	17%
I Am A Workaholic	17%	16%	16%
Rarely Sit Down to a Meal Together At Home	16%	17%	18%
Only Work Current Job for The Money	14%	13%	14%
Happy With My Standard Of Living	14%	12%	11%
We Should Strive for Equality for All	13%	13%	12%
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%	6%

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:

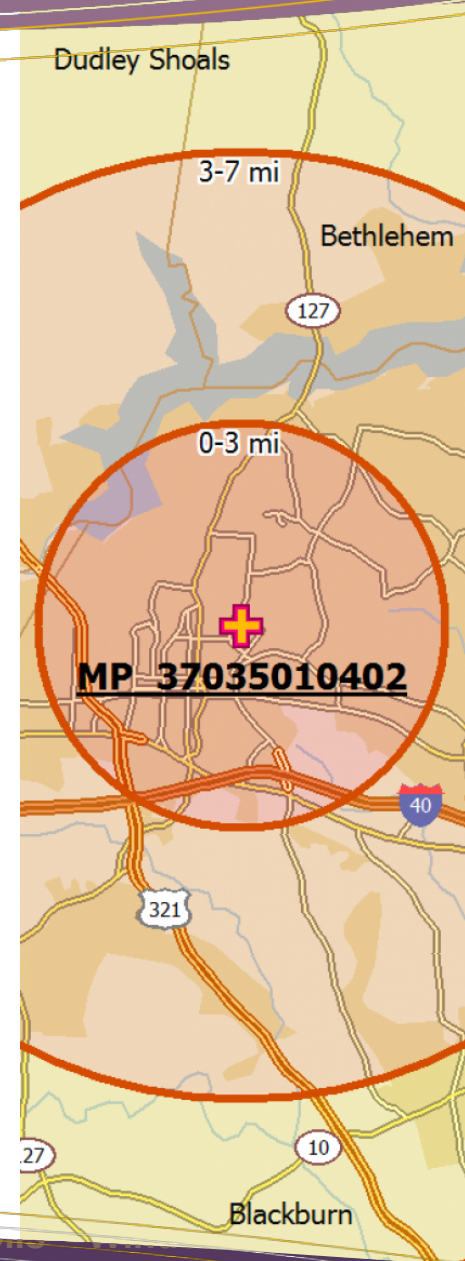
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	61%	63%	63%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	38%	37%	37%
Prefer To Have Few Possessions As Possible	35%	34%	33%
Important Feel Respected By My Peers	34%	33%	33%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Important To Juggle Various Tasks	31%	30%	30%
Good At Fixing Things	27%	27%	27%
Have Keen Sense Of Adventure	27%	26%	26%
Like To Just Enjoy Life	23%	23%	22%
People Have To Take Me As They Find Me	23%	23%	23%
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	19%	19%	19%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	16%	16%
Is An Important Part Of Who I Am	15%	16%	16%
Try Not To Worry About The Future	14%	14%	13%
Enjoy Spending Time With My Fam.	12%	12%	13%
Provide My Kids With The Little Extras	12%	11%	11%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	5%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	3%	3%

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	84.88%	86.15%	86.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.88%	83.61%	83.88%
Houses-Visit Any			
McDonald's	55.45%	57.15%	57.6%
Burger King	37.85%	37.81%	38.32%
Subway	30.43%	31.67%	31.94%
Applebee's	30%	30.92%	30.93%
Wendy's	29.88%	30.48%	30.68%
Taco Bell	29.17%	29.76%	30.04%
Kentucky Fried Chicken (KFC)	28.52%	28.45%	28.97%
Arby's	22.25%	24.33%	24.84%
Pizza Hut	21.88%	22.75%	23.33%
Olive Garden	20.7%	20.81%	20.5%

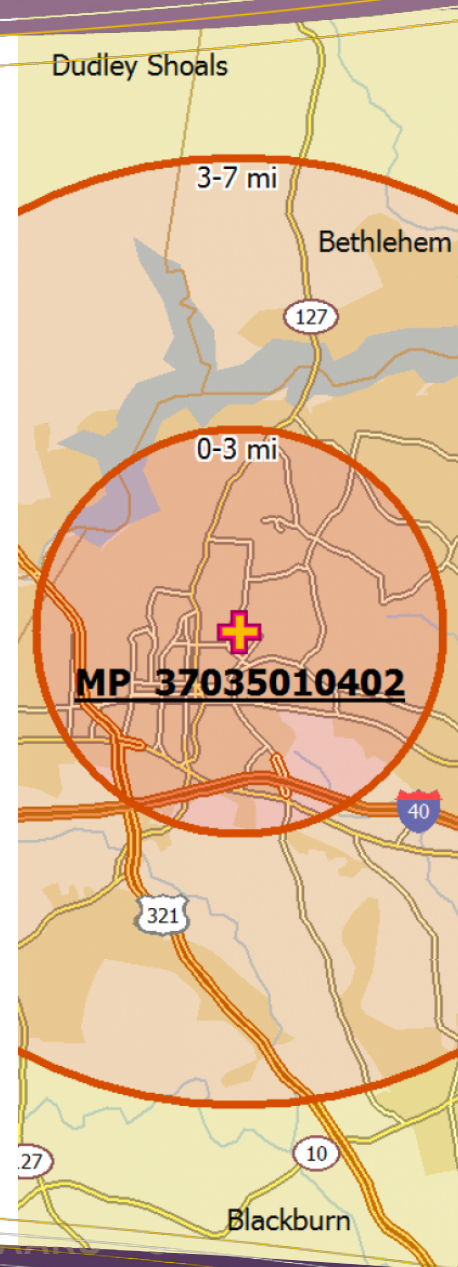
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	17.68%	18.76%	19.22%
Red Lobster	17.14%	16.94%	16.74%
Outback Steakhouse	15.24%	14.82%	14.27%
Cracker Barrel	15.14%	16.43%	16.84%
Domino's Pizza	14.7%	13.8%	13.57%
IHOP (International House Of Pancakes)	14.6%	13.79%	13.28%
Chili's Grill and Bar	13.83%	13.48%	12.83%
Sonic	13.49%	14.14%	14.84%
Denny's	13.08%	12.44%	12.21%
Chick-Fil-A	12.89%	13.42%	13.52%
Starbucks	12.49%	11.92%	11.23%
TGI Friday's	12.13%	11.5%	10.86%

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.

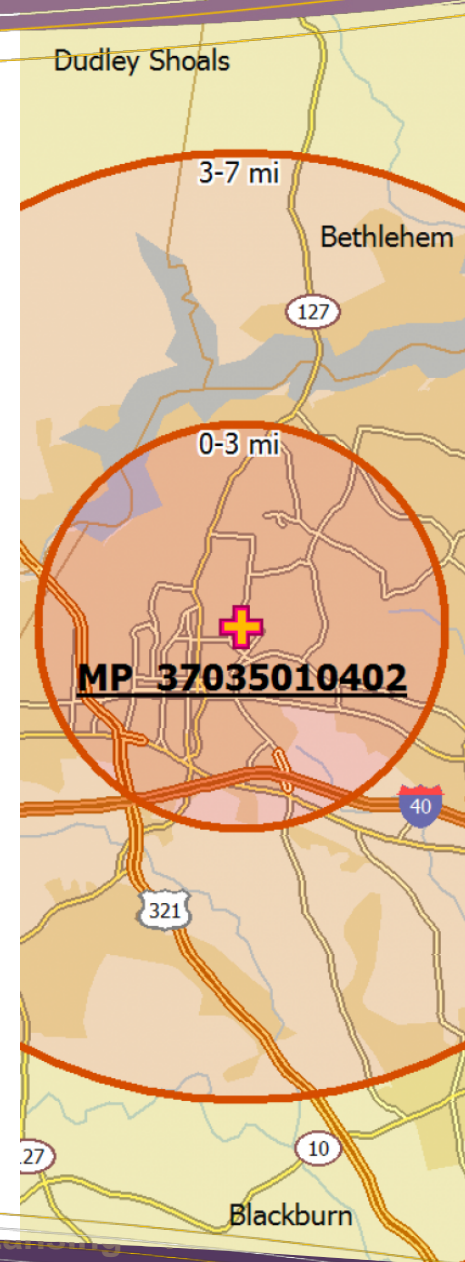
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	47.56%	48.85%	48.4%
Recycled products	36.37%	36.99%	36.16%
Worked as volunteer (non political)	17.44%	18.04%	17.72%
Engaged in fund raising	11.3%	11.58%	11.51%
Religious club member	7.4%	7.61%	7.63%
Wrote to elected offcl about publ bus	6.08%	6.39%	6.28%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.05%	6.15%	5.99%
Charitable Organization	5.55%	5.77%	5.73%
Took active part in local civic issue	5.3%	5.28%	5.12%
Union member	5.24%	5.58%	5.55%
Addressed a public meeting	4.86%	4.98%	4.93%
Fraternal order member	4.83%	4.87%	4.79%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	17.75%	17.42%	16.77%
Children's Books	13.01%	13.21%	13.1%
Mystery	12.32%	12.34%	12.09%
Cookbooks	11%	10.89%	10.76%
Religious (not Bibles)	8.7%	8.9%	9.02%
History	7.42%	7.4%	7.18%
Biography	6.99%	6.71%	6.41%
Personal/Business	6.96%	6.99%	6.78%
Self-help			
Romance	6.6%	6.85%	6.9%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.13%	69.12%	68.16%
Gen. Editorial	47.7%	46.34%	45.59%
Womens	41.53%	40.97%	40.58%
Service	35.15%	36.3%	36.24%
Mens	19.44%	18.77%	18.42%
Business/Finance	18.5%	17.27%	16.33%
Sports	16.24%	15.53%	15%
Automotive	13.8%	14.25%	14.61%
Parenthood	13.39%	13.3%	13.31%

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	55.35%	56.7%	56.56%
Classified	32.77%	34.23%	35%
Sport	32.62%	33.28%	33.15%
Editorial Page	30.7%	31.89%	32%
Business/Finance	29.79%	29.97%	28.99%
Comics	27.91%	28.65%	28.66%
Movie Listings & Reviews	26.5%	26.23%	25.7%
Food/Cooking	25.68%	25.92%	25.57%
TV/Radio Listings	24.18%	24.62%	24.55%
Home/Gardening	21.56%	22.48%	22.35%
Travel	19.98%	20.07%	19.46%
Science/Technology	18.15%	18.38%	17.87%
Fashion	14.36%	14.04%	13.79%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	19.26%	23.07%	25.06%
CHR Contemp Hit Radio	19.15%	18.51%	18.16%
Adult Contemporary	18.07%	18.64%	18.5%
Urban Contemporary	14.46%	11.32%	10.74%
Rock	13%	13.73%	13.67%
News/Talk	12.71%	12.82%	12.21%
Oldies	11.72%	11.8%	11.6%
Classic Rock	10.68%	11.04%	10.92%
Alternative	10.21%	10%	9.66%
Variety	8.59%	7.76%	7.29%
Soft Contemporary	6.37%	6.59%	6.43%
Religious	6.04%	6.39%	6.48%
All News	5.83%	5.2%	4.67%
Jazz	4.96%	4.12%	3.78%
All Talk	4.37%	4.18%	3.89%
Sports	4.16%	3.97%	3.73%
Classic Hits	4.09%	4.55%	4.58%
Hispanic	4.06%	3.31%	3.11%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	63.54%	64.74%	64.66%
Satellite Dish	52.9%	55.93%	56.37%
Soapnet	51.5%	51.45%	50.98%
Other Video-On-Demand	40.69%	42.12%	42.43%
Sci-Fi Channel	36.06%	37.36%	37.38%
MSNBC	33.34%	34.24%	34.24%
Comedy Central	33.34%	31.47%	29.51%
Adult Pay Per View TV	32.03%	34.12%	34.59%
TV Info From Sunday TV Magazine	28.9%	29.41%	29.28%
Subscribe Digital Cable	27.8%	28.72%	28.75%
Nickelodeon	27.64%	29.48%	30.1%
Adult Swim	26.18%	27.47%	27.6%

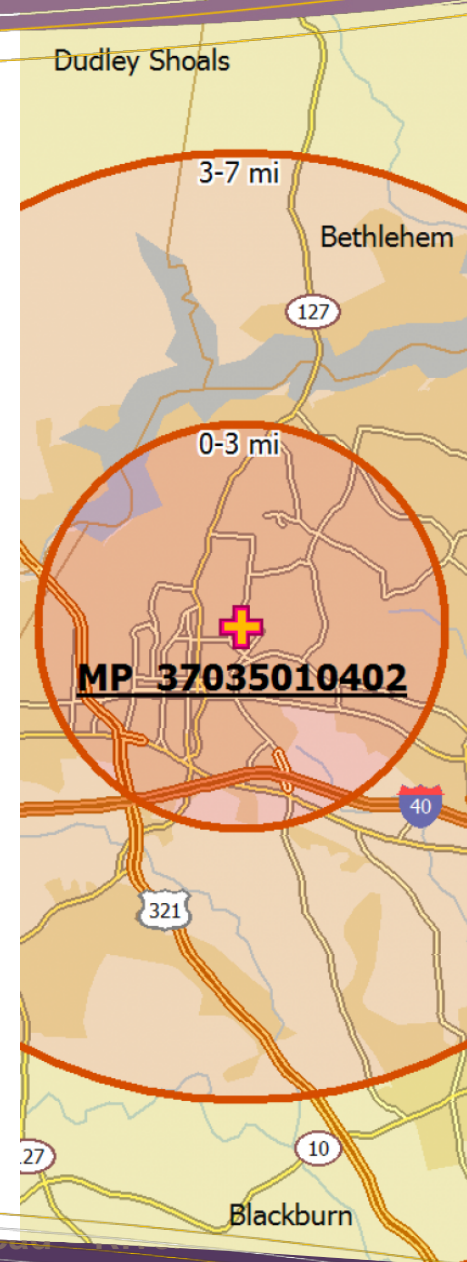
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.03%	26.78%	26.68%
TCM (Turner Classic Movies)	25.46%	25.32%	25.01%
ABC Fam.	25.45%	24.12%	22.86%
Hallmark Channel	24.7%	25.38%	25.13%
USA Network	24.6%	25.16%	24.76%
Nick At Nite	24.45%	25.6%	25.69%
BET (Black Entertainment TV)	23.98%	24.09%	23.73%
TV Info From Monthly Cable Guide	23.86%	24.64%	24.57%
The Golf Channel	23.75%	23.66%	22.97%
ESPN2	23.11%	22.08%	21.19%
ESPN Classic	22.36%	20.59%	18.9%
Lifetime	20.71%	21.53%	21.38%

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+)	20.49%	20.28%	19.75%
Medium Users (4-6)	10.96%	11.02%	10.82%
Light Users (1-3)	20.54%	20.85%	20.84%
Quintiles (20%)			
Newspaper I (Heavy)	1.54%	1.52%	1.5%
Newspaper II	1.65%	1.56%	1.54%
Newspaper III	2.17%	2.19%	2.24%
Newspaper IV	0.51%	0.7%	0.74%
Newspaper V (Light)	1.14%	1.14%	1.19%

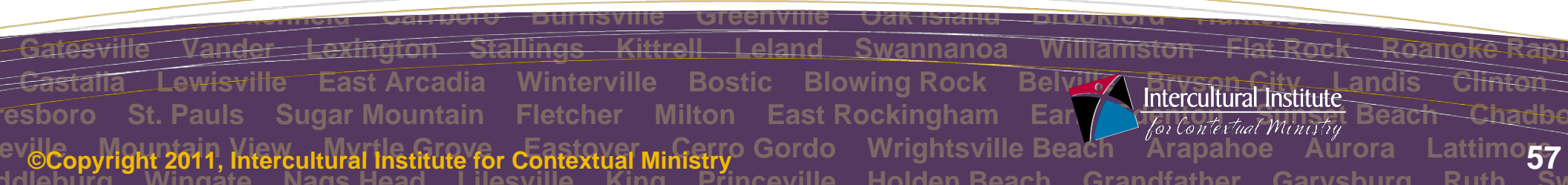
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.1%	19.28%	19.39%
Magazines II	8.75%	8.85%	9.03%
Magazines III	9.39%	9.59%	9.68%
Magazines IV	11.49%	11.29%	11.33%
Magazines V (Light)	0.46%	0.42%	0.39%
Outdoor I (Heavy)	7.51%	6.68%	6.36%
Outdoor II	3.07%	2.68%	2.58%
Outdoor III	3.75%	3.39%	3.27%
Outdoor IV	15.85%	16.23%	16.62%
Outdoor V (Light)	24.72%	25.38%	25.48%
Yellow Pages I (Heavy)	14.78%	14.75%	14.98%
Yellow Pages II	6.33%	5.66%	5.49%
Yellow Pages III	6.02%	5.34%	5.1%
Yellow Pages IV	22.19%	22.28%	22.62%
Yellow Pages V (Light)	3.63%	3.3%	3.25%

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)	2.97%	3.15%	3.23%
Drive Time III (Medium)	0.64%	0.7%	0.73%
Radio IV & V (Light)	2.75%	2.45%	2.46%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.85%	8.87%	8.88%
Radio III (Medium)	4.85%	5.23%	5.27%
Radio IV & V (Light)	3.34%	3.21%	3.15%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.38%	13.46%	13.21%
Cable III (Medium)	4.59%	4.53%	4.58%
Cable IV & V (Light)	33.03%	32.72%	32.34%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.83%	3.7%	3.78%
Prime Time III (Medium)	2.06%	2.09%	2.09%
Prime Time IV & V (Light)	9.12%	8.69%	8.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.01%	39.11%	39.48%
Fringe III (Medium)	52.53%	53.59%	54.31%
Fringe IV (Light)	54.77%	56.09%	56.61%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.24%	13.02%	12.95%
All Day III (Medium)	22.72%	23.65%	24.22%
All Day IV (Light)	13.51%	12.37%	11.96%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.61%	11.83%	11.7%
6:00am - 10:00am	16.55%	15.28%	14.14%
10:00am - 3:00pm	7.83%	6.33%	5.7%
3:00pm - 7:00pm	14.43%	13.94%	13.77%
7:00pm - Midnight	13.02%	12.59%	11.92%
Midnight - 6:00am	6.09%	5.16%	4.76%
Weekend Radio			
Listeners			
Dayparts [summary]	14.67%	15%	14.86%
6:00am - 10:00am	4.24%	3.91%	3.66%
10:00am-3:00pm	5.78%	5.13%	4.65%
3:00pm - 7:00pm	6.96%	6.95%	6.78%
7:00pm - Midnight	8.93%	8.84%	8.79%
Midnight - 6:00am	11.8%	10.53%	9.9%

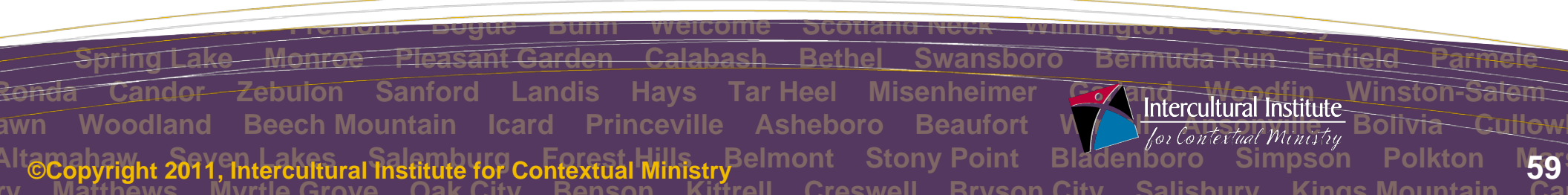
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.21%	8.6%	8.33%
Saturday: 8:00-11:00pm	8.01%	7.89%	7.81%
Sunday: 7:00-11:00pm	9.69%	9.91%	9.95%
9:00am-1:00pm	24.45%	25.6%	25.69%
9:00am-4:00pm	28.05%	29.16%	29.26%
4:00pm-7:00pm	29.4%	29.16%	28.53%
11:00pm-1:00am	41.27%	41.96%	41.79%
AVG Prime time	3.16%	2.84%	2.68%
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	17.78%	16.93%	16.26%
7-9am	23.11%	22.08%	21.19%
9am-12noon	20.07%	21.6%	21.71%
12noon-4pm	7.98%	7.56%	7.54%
4-6pm	47.81%	47.97%	46.95%
6-7pm	18.22%	19.27%	19.72%
7-7:30pm	1.51%	1.35%	1.3%
7:30-8pm	10.5%	10.96%	10.99%
8-11pm	8.21%	8.6%	8.33%
11pm-12am	33.34%	34.24%	34.24%
11pm-1am	41.27%	41.96%	41.79%
1-6am	32.75%	31.28%	29.88%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.07%	19.01%	18.5%
Sat: 10am-1pm	7.52%	7.69%	7.59%
Sat: 1-4pm	25.01%	25.42%	25.44%
Sat: 4-6pm	6.93%	7.04%	6.9%
Sat: 6-7pm	1.97%	2.05%	2.02%
Sat: 7-8pm	0.99%	0.92%	0.83%
Sat: 8-11pm	8.01%	7.89%	7.81%
Sat: 11pm-1am	5.06%	4.71%	4.54%
Sat: 1am-7pm	24.6%	25.16%	24.76%
Sun: 7-10am	2.16%	2.08%	2.19%
Sun: 10am-1pm	6.46%	6.91%	7.19%
Sun: 1-4pm	6.2%	6.32%	6.39%
Sun: 4-7pm	12.96%	13.92%	14.12%
Sun: 7-11pm	9.69%	9.91%	9.95%
Sun: 11pm-1am	4.5%	4.76%	4.77%
Sun: 1-7am	20.96%	21.79%	21.9%



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.

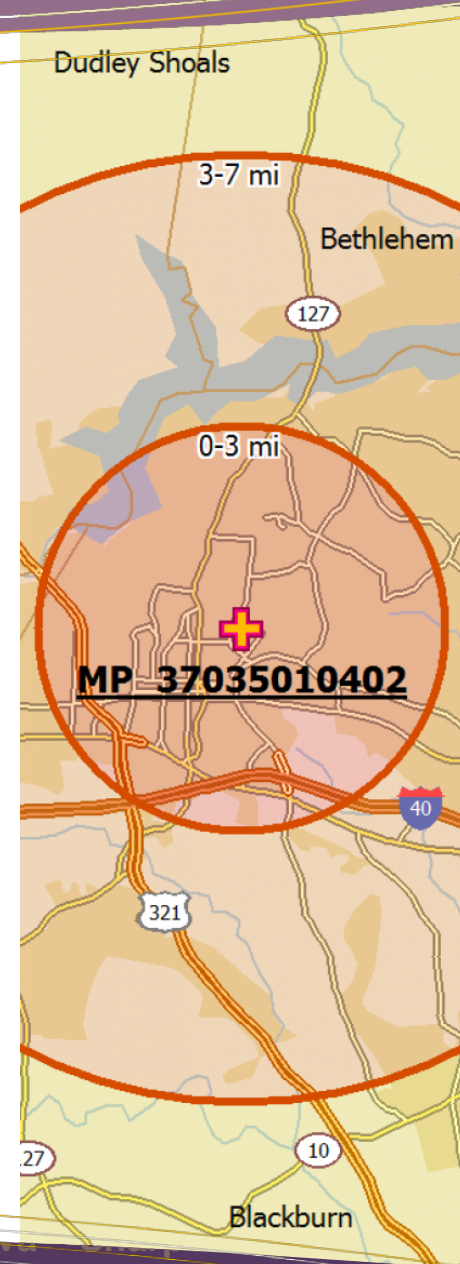


Your MissionSite and the Missional Suite

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 selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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

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



Notes and Sources

1. SITESCAPE 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.

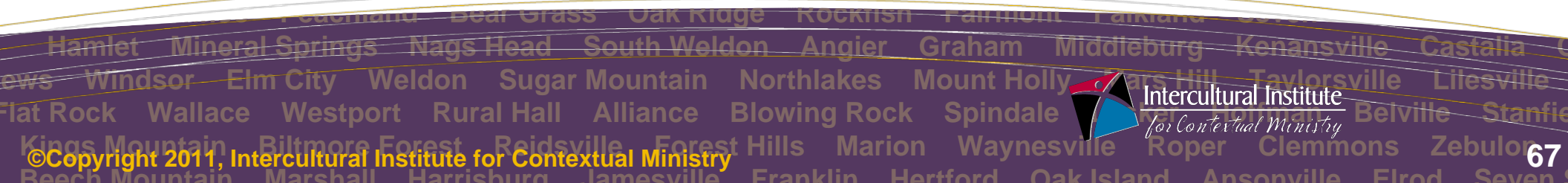


APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Highland - Hickory	828 9th Ave NE Hickory, NC 28601	0.12 mi	334	Plateauing
2	East Hickory - Hickory	130 16th St SE Hickory, NC 28602	0.86 mi	140	Declining
3	Viewmont - Hickory	1246 2nd St NE Hickory, NC 28601	0.87 mi	0	Insufficient Data
4	Escalate	415 1st Ave SE Hickory, NC 28602	1.00 mi	0	Insufficient Data
5	Hickory First - Hickory	339 2nd Ave NW Hickory, NC 28601	1.34 mi	390	Plateauing
6	Temple - Hickory	825 Lenoir Rhyne Blvd SE Hickory, NC 28602	1.38 mi	61	Declining
7	New Hope - Hickory	410 26th Ave NE Hickory, NC 28601	1.52 mi	378	Insufficient Data
8	Gateway - Hickory	691 9th St NW Hickory, NC 28601	1.69 mi	0	Insufficient Data
9	Reflection Church	3702 16th St Hickory, NC 28601	1.84 mi	0	Insufficient Data
10	Winkler's Grove - Hickory	3320 9th Avenue Dr NW Hickory, NC 28601	1.84 mi	910	Plateauing
11	Penelope - Hickory	3310 Main Ave NW Hickory, NC 28601	1.84 mi	178	Growing
12	Sweetwater - Hickory	609 21st St SE Hickory, NC 28602	2.04 mi	100	Plateauing
13	West Hickory - Hickory	40 12th St NW Hickory, NC 28601	2.22 mi	140	Plateauing
14	The Journey	621 38th Ave NE Hickory, NC 28601	2.72 mi	0	Insufficient Data
15	Lakeview - Hickory	4080 N Center St Hickory, NC 28601	2.94 mi	343	Declining

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Sandy Ridge - Hickory	3702 16th St NE Hickory, NC 28601	3.02 mi	479	Insufficient Data
17	The Chapel at Carmike	2000 Catawba Valley Blvd SE Hickory, NC 28602	3.12 mi	0	Insufficient Data
18	Church On a Mission	157 42nd Ave Dr NW Hickory, NC 28601	3.25 mi	0	Insufficient Data
19	Fairbrook - Hickory	2278 19th Ave SE Hickory, NC 28602	3.27 mi	0	Insufficient Data
20	Axis	2359 US Highway 70 SE 236 Hickory, NC 28602	3.29 mi	0	Insufficient Data
21	Longview - Hickory	205 24th St SW Hickory, NC 28602	3.40 mi	43	Declining
22	Springs Road - Hickory	3580 Springs Rd NE Hickory, NC 28601	3.43 mi	136	Plateauing
23	Spencer Road - Conover	3598 Puett Park Dr Conover, NC 28613	3.64 mi	0	Insufficient Data
24	Wayside - Hickory	2125 14th Ave SW Hickory, NC 28602	3.71 mi	30	Growing
25	Fairgrove - Hickory	1614 US Highway 70a W Hickory, NC 28601	4.15 mi	70	Plateauing
26	Kings Way - Newton	1146 Robinwood Rd Newton, NC 28658	4.16 mi	0	Insufficient Data
27	Christ United - Hickory	1131 33rd St SW Hickory, NC 28602	4.20 mi	0	Insufficient Data
28	New Life - Conover	4639 County Home Rd Conover, NC 28613	4.20 mi	0	Insufficient Data
29	White Oak	345 Hickory Airport Rd Hickory, NC 28601	4.35 mi	34	Insufficient Data
30	Unity Hmong - Hickory	4687 Springs Rd Conover, NC 28613	4.41 mi	0	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Poovey's Grove - Granite Falls	4889 Pooveys Grove Church Rd Granite Falls, NC 28630	4.46 mi	79	Growing
32	Joy - Conover	4015 Herman Sipe Rd NW Conover, NC 28613	4.71 mi	90	Growing
33	Mountain View - Hickory	4266 River Rd Hickory, NC 28602	4.75 mi	516	Plateauing
34	New Vision Baptist Fellowship - Granite F	4858 Grace Chapel Rd Granite Falls, NC 28630	5.08 mi	133	Declining
35	Crossroads	2288 Zion Church Rd Hickory, NC 28602	5.52 mi	153	Plateauing
36	Providence - Hickory	7618 Providence Church Rd Hickory, NC 28602	5.71 mi	211	Plateauing
37	Midway	9076 Wilson Rd Hildebran, NC 28637	5.77 mi	25	Plateauing
38	Hildebran First - Hildebran	8831 Old NC 10 Hildebran, NC 28637	5.80 mi	278	Plateauing
39	Central - Hildebran	201 US Highway 70 E Hildebran, NC 28637	5.80 mi	83	Insufficient Data
40	Oak Grove - Granite Falls	4950 Oak Grove Church Rd Granite Falls, NC 28630	6.01 mi	113	Plateauing
41	Catawba Valley Hmong - Conover	440 7th Street Pl SW Conover, NC 28613	6.23 mi	0	Insufficient Data
42	Woodlawn - Conover	440 7th Street Pl SW Conover, NC 28613	6.23 mi	1,000	Growing
43	Harmony - Conover	4477 C And B Farm Rd Conover, NC 28613	6.24 mi	0	Insufficient Data
44	Tri-City - Conover	1409 NC Hwy 16 N Conover, NC 28613	6.24 mi	931	Declining
45	Covenant - Conover	1031 Rock Barn Rd Conover, NC 28613	6.24 mi	0	Insufficient Data





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

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