

MissionSite

top unreached locations



SHELBY, NC

CENSUS TRACT: 37045951000

REGION: Region 8: Catawba

COUNTY: Cleveland

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



MissionSite (TM) Table of Contents

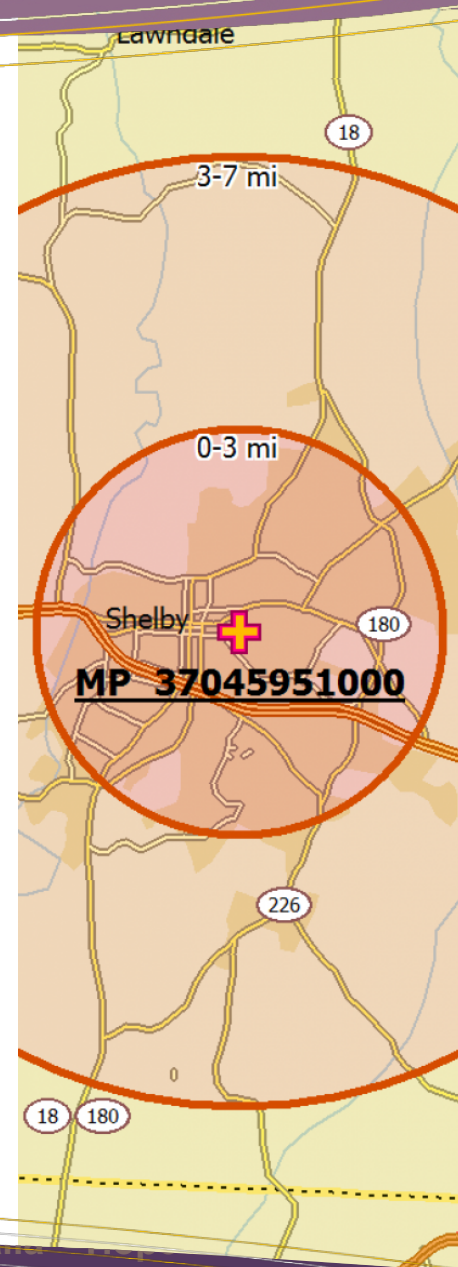
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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



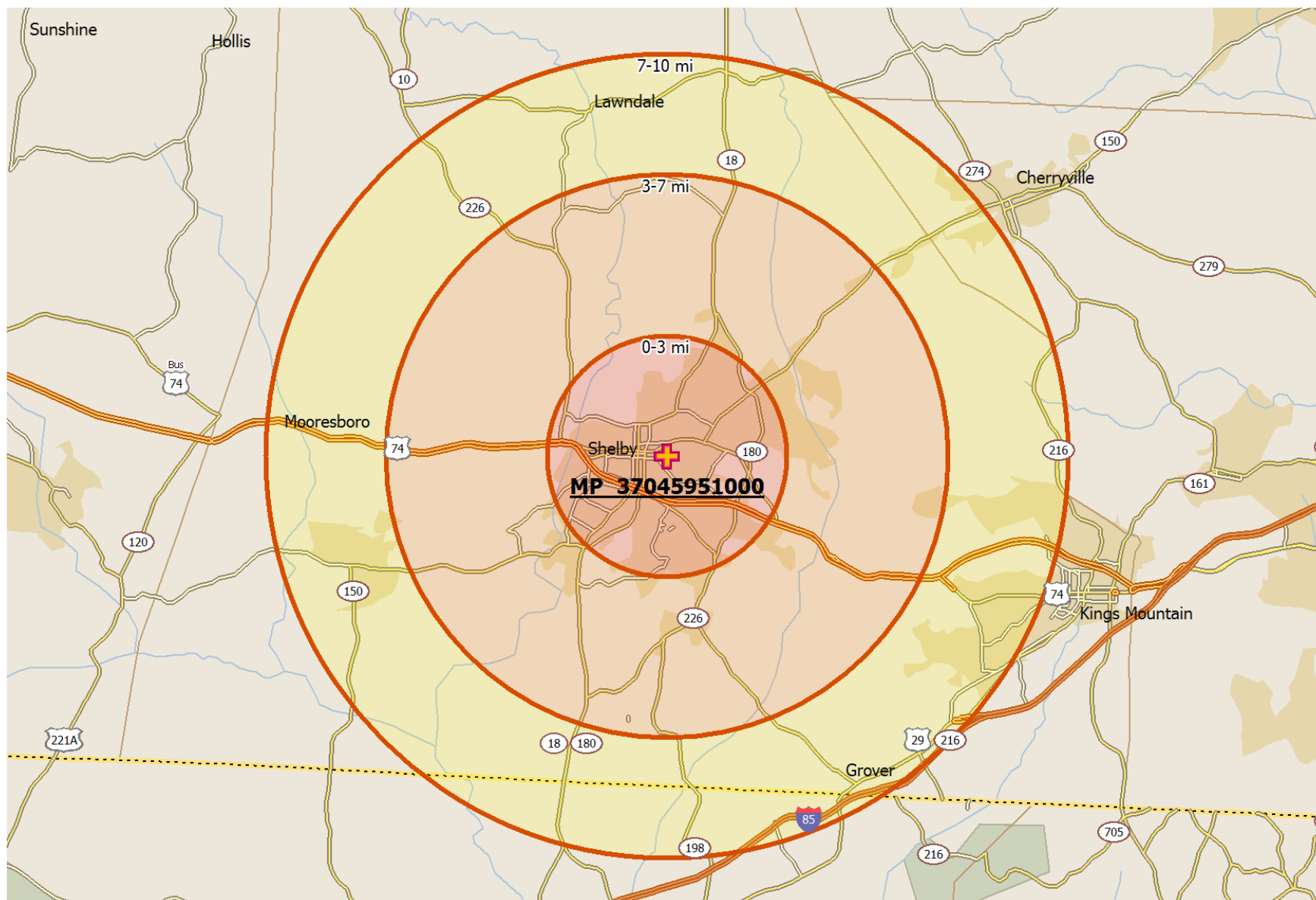
Site Location Summary

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	37045	Cleveland
4	Zipcode	28150	Cleveland
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	23	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	23,319	26,079	32,687
2010 Households	9,223	9,920	11,577
2010 Group Quarters Population	848	119	1,551

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	32	27	31
Language Diversity National Index	18	9	21
Foreign Born Diversity National Index	66	45	51
Ancestry Diversity National Index	25	43	44
Racial Diversity National Index	60	40	36

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



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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	894	9.69%
Mainstay Communities	Established, Diverse Households	925	10.03%
Working Communities	Blue-collar, Working Families	1,975	21.41%
Country Communities	Rural, Agri. & Mining Families	414	4.49%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,078	22.53%
Urban Communities	High Density, Inner-city Neighborhoods	2,938	31.86%



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	24,599	6,371	25.9%
Unreached %	65.26%	69.08%	105.85
Religious But NOT Evangelical HH	6,345	2,073	32.68%
Religious But NOT Evangelical %	16.83%	22.48%	133.55
Spiritual But NOT Relig or Evang HH	3,640	680	18.67%
Spiritual But NOT Relig or Evang %	9.66%	7.37%	76.31
Not Evangelical, Not Interested HH	14,782	3,747	25.35%
Not Evangelical, Not Interested %	39.22%	40.63%	103.6



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	114	21	18.42%
Active BCNC Attenders	14,135	3,310	23.42%
Active Evangelical Households	8,620	1,878	21.79%
Active Evangelical Percent	22.87%	20.36%	89.05
Inactive Evangelical Households	4,474	975	21.78%
Inactive Evangelical Percent	11.87%	10.57%	89.03
# 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.	WRSHF AVG	IICM CGR
1	City of Hope	0.66 mi	0	Insufficient Data
2	Shelby First	0.75 mi	600	Plateauing
3	Bethel	0.82 mi	520	Growing
4	Peach Street	0.90 mi	23	Insufficient Data
5	Hoppers Chapel Baptist Church	1.01 mi	0	Insufficient Data
6	Journey With God	1.19 mi	0	Insufficient Data
7	Eastside Shelby	1.21 mi	289	Declining
8	New Jerusalem	1.33 mi	55	Insufficient Data
9	Revive Church	1.45 mi	0	Insufficient Data
10	Shelby Second	1.52 mi	75	Declining
11	Putnam Memorial	1.56 mi	718	Plateauing
12	New Covenant - Shelby	1.69 mi	0	Declining
13	Lily Memorial	1.75 mi	48	Declining
14	Joy Christian Church	1.76 mi	0	Insufficient Data
15	Ross Grove	1.84 mi	63	Plateauing

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
16	Elizabeth	2.03 mi	454	Plateauing
17	Westwood Heights	2.29 mi	86	Declining
18	White Harvest Ministries	2.49 mi	48	Insufficient Data
19	Heritage Fellowship Church	2.66 mi	0	Insufficient Data
20	Zoar	2.76 mi	240	Declining
21	Northside Shelby	2.97 mi	91	Declining
22	Christopher Road	3.17 mi	345	Plateauing
23	North Lafayette Street	3.36 mi	25	Declining
24	Bethany First Hispanic	3.42 mi	43	Declining
25	Immanuel	3.44 mi	17	Plateauing
26	Dover	3.60 mi	80	Insufficient Data
27	Calvary	3.89 mi	209	Declining
28	Buffalo	4.02 mi	215	Declining
29	Zion	4.17 mi	232	Plateauing
30	Christ Covenant	4.34 mi	500	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.

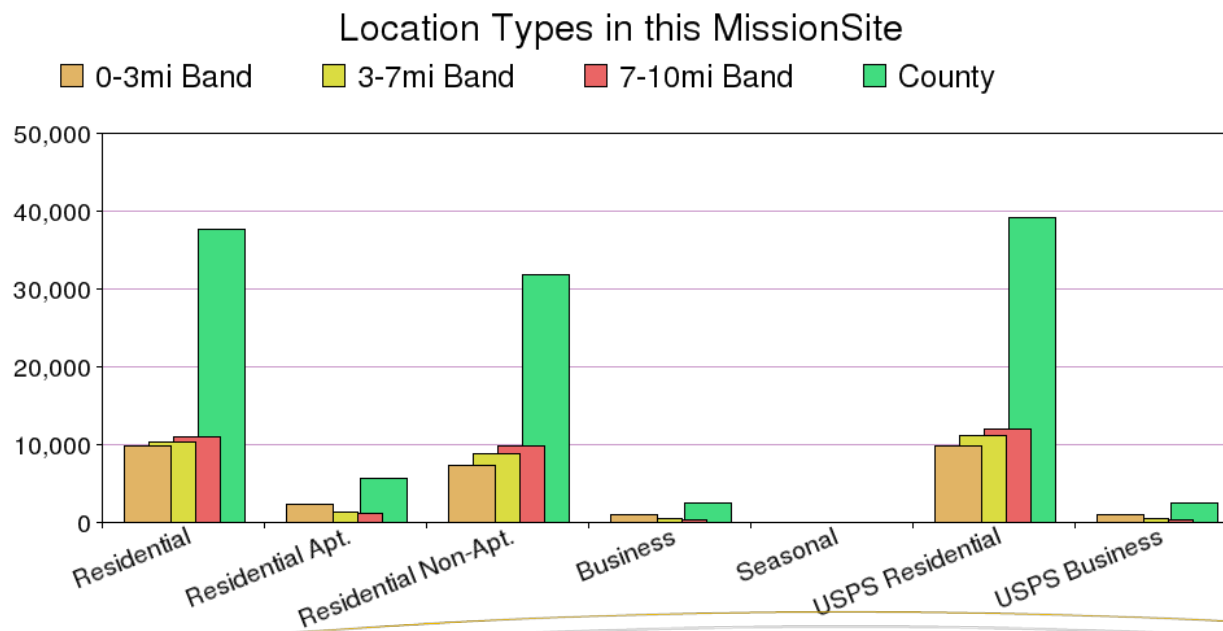


Current Demographic Summary

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	84,689	23,601	27.87%
2000 Population	96,287	22,756	23.63%
2010 Population	99,756	23,319	23.38%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	32,028	9,467	29.56%
2000 Households	37,046	9,184	24.79%
2010 Households	37,693	9,223	24.47%



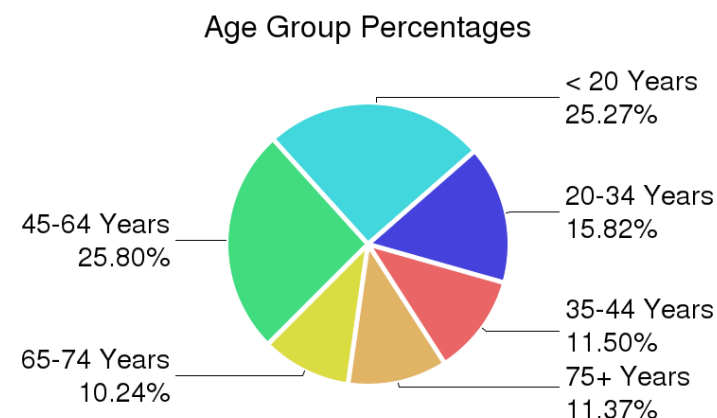
Location Type	0-3mi Band
Residential	9,754
Residential Apt.	2,390
Residential Non-Apt.	7,364
Business	1,015
Seasonal	0
USPS Residential	9,767
USPS Business	969



Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.13%	4.84%	94.35
4-5 Years	2.56%	2.34%	91.41
6-8 Years	3.83%	3.88%	101.31
9-11 Years	3.94%	3.93%	99.75
12-13 Years	2.68%	2.71%	101.12
14-17 Years	5.59%	5.05%	90.34
18-19 Years	2.85%	2.53%	88.77
0-5 Years	7.7%	7.17%	93.12
6-12 Years	9.11%	9.15%	100.44
13-19 Years	9.79%	8.95%	91.42
< 20 Years	26.6%	25.27%	95
20-34 Years	17.56%	15.82%	90.09
35-44 Years	12.54%	11.5%	91.71
45-64 Years	27.27%	25.8%	94.61
65-74 Years	8.72%	10.24%	117.43
75+ Years	7.31%	11.37%	155.54
Median Age	40	45	112.23
Median Age (Male)	38	42	109.05
Median Age (Female)	41	48	115.31

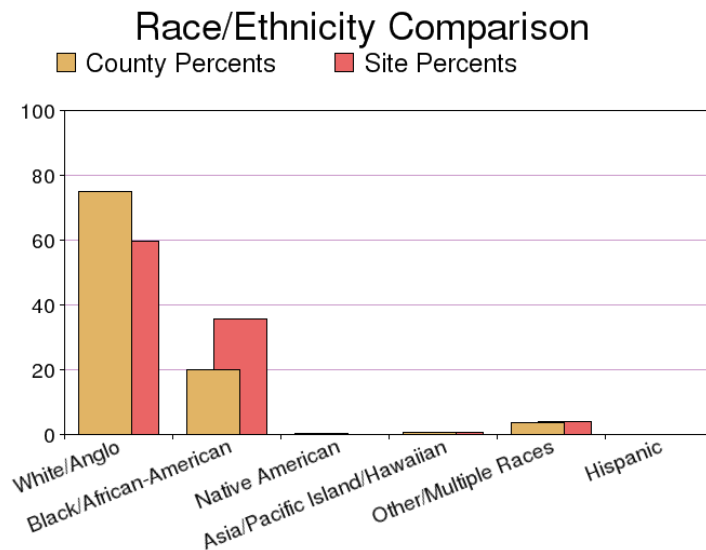
Current Demographic Summary

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	75.09%	59.54%	79.3
Black, African-American	20.12%	35.67%	177.32
Native American	0.2%	0.13%	64.17
Asian	0.82%	0.66%	80.73
Pacific Island, Hawaiian	0.01%	0.02%	194.45
Other/Multiple Races	3.77%	3.98%	105.64
Hispanic	0%	2.63%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	66,737	16,117	
Less than 9th Grade	7.72%	7.62%	101.38
No High School Diploma	13.27%	12.37%	107.25
High School Graduate	33.76%	31.96%	105.64
Some College, no degree	21.73%	21.15%	102.74
Associate Degree	8.34%	7.43%	112.26
College Degree	10.31%	13%	79.34
Graduate/Prof. degree	4.86%	6.47%	75.14



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	10.35%	13.24%	156.04
\$10,000 to \$19,999	16.41%	20.19%	123.05
\$20,000 to \$29,999	12.96%	13.56%	104.64
\$30,000 to \$49,999	21.84%	17.77%	81.35
\$50,000 to \$59,999	10.07%	8.76%	86.99
\$60,000 to \$69,999	6.59%	5.94%	90.2
\$70,000 to \$79,999	5.66%	4.35%	76.83
\$80,000 to \$89,999	4.34%	2.99%	68.99
\$90,000 to \$99,999	2.67%	1.85%	69.33
\$100,000 to \$124,999	4.65%	4.47%	96.16
\$125,000 to \$149,999	2.34%	3.52%	150.76
\$150,000 to \$199,999	1.5%	2.32%	154.79
\$200,000 to \$249,999	0.29%	0.48%	164.97
\$250,000 or more	0.33%	0.54%	163.47
Median Household	38,436	35,019	91.11
Average Household	48,870	49,213	100.7
Per Capita Household	18,929	19,556	103.31
Family/Non-Family Household			
Income			
Median Family Income	48,224	46,114	95.62
Average Family Income	57,567	60,190	104.56
Median Non-Family Income	19,991	20,013	100.11
Average Non-Family Income	27,917	29,874	107.01



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	70.67%	64.66%	91.5
Families with Children	33.2%	31.13%	93.77
Families without Children	37.47%	33.54%	89.5
Non-Family Households			
% Non-Family Households	29.33%	35.34%	120.47
Non-Families with Children	0.47	0.48	102.17
Non-Families without Children	28.86	34.86	120.76
Housing Units			Index
Total Housing Units	43,454	10,817	
Vacant percent	13.26%	14.73%	111.08
Owned percent	60.54%	48.97%	80.88%
Rented Percent	26.2%	36.29%	138.54
Households by Size			Index
Avg household size	2.57	2.44	94.94
Avg family hh size	3.16	3.13	99.05
Avg non-family hh size	1.16	1.16	100
Households By Count of Persons			Percent
One	9,499	2,871	30.22%
Two	12,032	2,881	23.94%
Three or Four	12,662	2,643	20.87%
Five+	3,500	830	23.71%

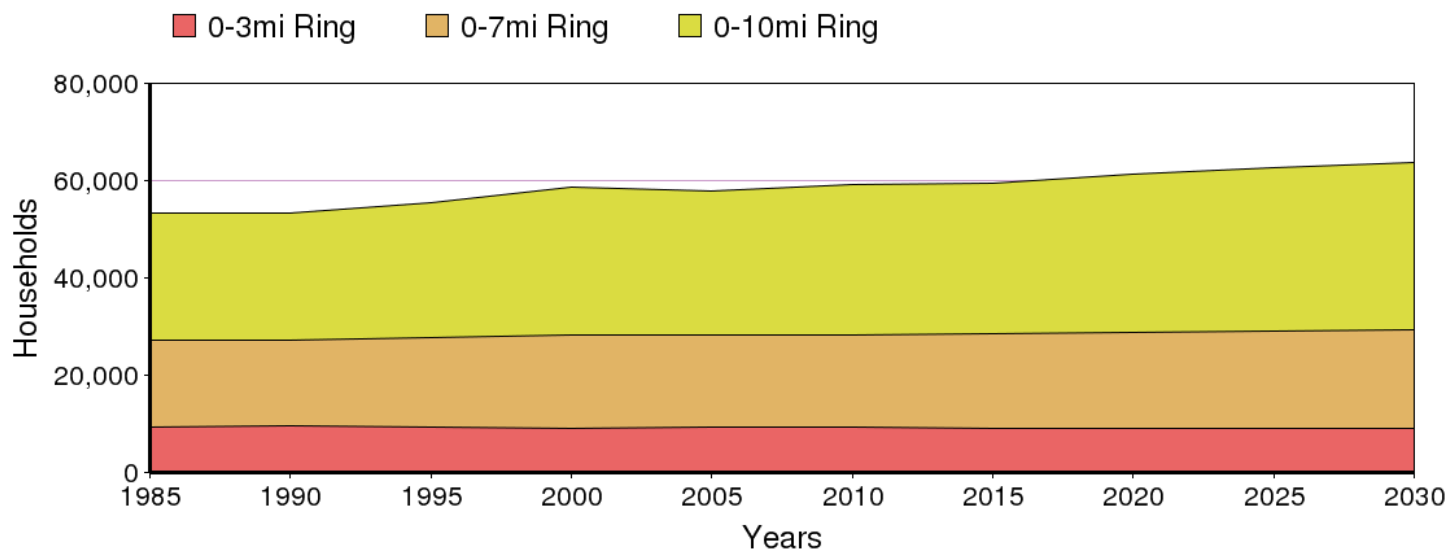
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	84,689	23,601	27.87%
2000 Population	96,287	22,756	23.63%
2010 Population	99,756	23,319	23.38%
2015 Population	102,162	23,399	22.9%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	32,028	9,467	29.56%
2000 Households	37,046	9,184	24.79%
2010 Households	37,693	9,223	24.47%
2015 Households	38,155	9,146	23.97%

Household Change from 1985 to 2030



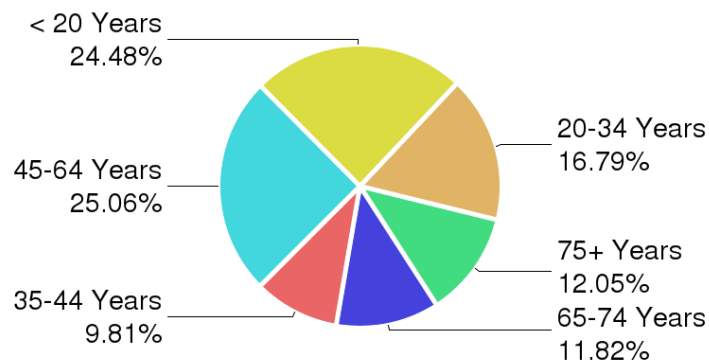
Projected Demographic Summary

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	4.84%	5.2%	107.44
4-5 Years	2.34%	2.36%	100.85
6-8 Years	3.88%	3.78%	97.42
9-11 Years	3.93%	3.68%	93.64
12-13 Years	2.71%	2.55%	94.1
14-17 Years	5.05%	4.65%	92.08
18-19 Years	2.53%	2.28%	90.12
0-5 Years	7.17%	7.56%	105.44
6-12 Years	9.15%	8.74%	95.52
13-19 Years	8.95%	8.19%	91.51
< 20 Years	25.27%	24.49%	96.91
20-34 Years	15.82%	16.8%	106.19
35-44 Years	11.5%	9.81%	85.3
45-64 Years	25.8%	25.07%	97.17
65-74 Years	10.24%	11.82%	115.43
75+ Years	11.37%	12.05%	105.98
Median Age	40	46	115.45
Median Age (Male)	38	43	112.44
Median Age (Female)	41	49	118.14

Projected Age Group Percentages



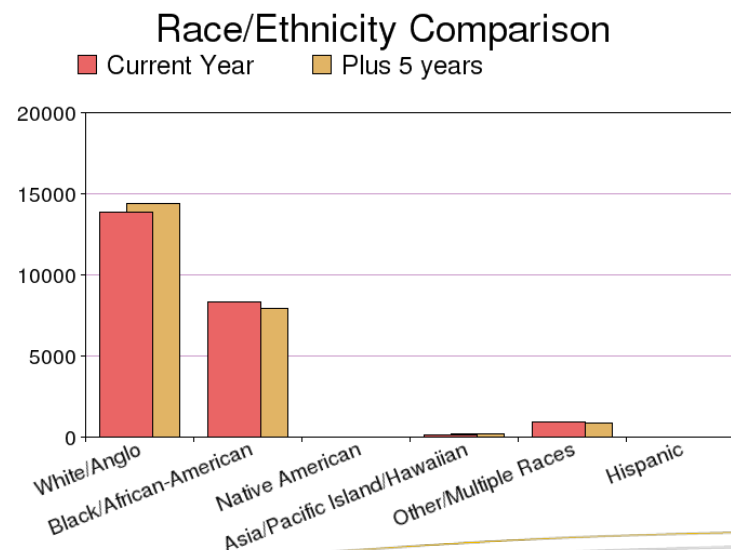
Projected Demographic Summary

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	59.54%	61.41%	103.14
Black, African-American	35.67%	33.95%	95.19
Native American	0.13%	0.13%	102.98
Asian	0.66%	0.73%	110.66
Pacific Island, Hawaiian	0.02%	0.02%	79.73
Other/Multiple Races	3.98%	3.75%	94.29
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,117	16,283	
Less than 9th Grade	7.62%	6.84%	89.79
No High School Diploma	12.37%	10.43%	84.29
High School Graduate	31.96%	31.63%	98.96
Some College, no degree	21.15%	22.81%	107.84
Associate Degree	7.43%	7.96%	107.17
College Degree	13%	13.61%	104.7
Graduate/Prof. degree	6.47%	6.72%	103.92



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	13.24%	12.5%	94.4
\$10,000 to \$19,999	20.19%	20.5%	101.55
\$20,000 to \$29,999	13.56%	12.86%	94.8
\$30,000 to \$49,999	17.77%	16.95%	95.37
\$50,000 to \$59,999	8.76%	8.71%	99.47
\$60,000 to \$69,999	5.94%	5.83%	98.08
\$70,000 to \$79,999	4.35%	4.52%	99.33
\$80,000 to \$89,999	2.99%	3.39%	107.78
\$90,000 to \$99,999	1.85%	2%	107.92
\$100,000 to \$249,999	4.47%	5.17%	115.77
\$125,000 to \$149,999	3.52%	4.13%	117.29
\$150,000 to \$199,999	2.32%	2.62%	113.09
\$200,000 to \$249,999	0.48%	0.45%	93.97
\$250,000 or more	0.54%	0.36%	66.56
Median Household	35,019	36,622	104.58
Average Household	49,213	51,285	104.21
Per Capita Household	19,556	20,153	103.05

Family/Non-Family Household Income			
Median Family Income	46,114	49,180	106.65
Average Family Income	60,190	63,956	106.26
Median Non-Family Income	20,013	20,632	103.09
Average Non-Family Income	29,874	30,184	101.04

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	64.66%	63.55%	98.27
Families with Children	31.13	30.49	97.96
Families without Children	33.54	32.16	95.89
Non-Family Households			
% Non-Family Households	35.34%	36.45%	103.16
Non-Families with Children	0.48	0.47	103.16
Non-Families without Children	34.86	35.98	103.23
Housing Units			
Total Housing Units	10,817	10,723	99.13%
Vacant percent	14.73%	14.71%	99.86
Owned percent	48.97%	48.88%	99.81
Rented Percent	36.29%	36.42%	100.34
Households by Size			
Avg household size	2.44	2.46	100.82%
Avg family hh size	3.13	3.23	103.19%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of Persons			
One	2,871	2,919	101.67%
Two	2,881	2,713	94.17%
Three or Four	2,643	2,628	99.43%
Five+	830	886	106.75%



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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	519	306	514
Northern Europe	15	19	11
Western Europe	31	47	55
Southern Europe	37	1	0
Eastern Europe	24	12	24
Other Europe	0	0	0
Eastern Asia	35	11	11
So. Central Asia	115	6	42
SE Asia	44	37	126
Western Asia	0	4	23
Other Asia	0	1	5

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	3	16
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	18	4	0
Other Africa	0	1	2
Oceania	0	0	4
Caribbean	36	19	22
Central Amer.	131	132	134
South America	5	7	5
North America	28	2	34
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	19,598	25,196	27,471
Spanish	368	527	632
Other Indo-Euro language	377	263	302
French (incl. Patois, Cajun)	131	137	162
French Creole	0	1	4
Italian	0	1	15
Portuguese	8	16	21
German	31	84	76
Yiddish	0	0	0
Other West Germanic	26	0	0
A Scandinavian Language	0	1	5
Greek	42	4	0
Russian	0	0	3
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	30	12	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	96	0	6
Hindi	0	4	5
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	13	3	5
Asian/PI languages	0	0	0
Chinese	32	0	6
Japanese	9	1	0
Korean	0	6	2
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	6	69
Thai	7	0	3
Laotian	0	8	169
Vietnamese	71	0	5
Other Asian	0	2	20
Tagalog	9	0	15
Other Pacific Is	0	1	26
Other languages	0	10	56
Navajo	0	0	0
Other Native N. American	0	0	12
Hungarian	0	0	0
Arabic	0	4	28
Hebrew	0	4	10
African languages	0	2	6
Other unspecified	0	0	0



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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	15,964	18,042	19,989
Arab	0	13	24
Armenian	0	0	0
Austrian	9	4	34
British	54	65	82
Canadian	33	11	15
Croatian	0	0	0
Czech	32	15	9
Czechoslovak	0	3	16
Danish	8	3	2
Dutch	174	257	220
English	1,285	1,516	1,732
European	84	98	245
Finnish	0	5	9
French (not Basque)	169	238	198
French Canadian	12	24	86
German	1,563	1,798	2,289
Greek	49	39	36
Hungarian	4	19	14
Iranian	0	2	3

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	596	1,080	1,435
Italian	141	318	211
Lithuanian	0	5	9
Norwegian	15	49	31
Polish	89	79	80
Portuguese	0	4	2
Romanian	4	8	12
Russian	5	13	12
Scandinavian	0	9	6
Scotch-Irish	564	728	858
Scottish	292	290	336
Slovak	60	19	2
Subsaharan African	130	210	189
Swedish	59	57	31
Swiss	25	15	3
Ukrainian	0	2	20
US/American	2,899	5,644	6,167
Welsh	24	36	28
West Indian	11	2	2
Yugoslavian	0	0	0
Other	7,574	5,363	5,541



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

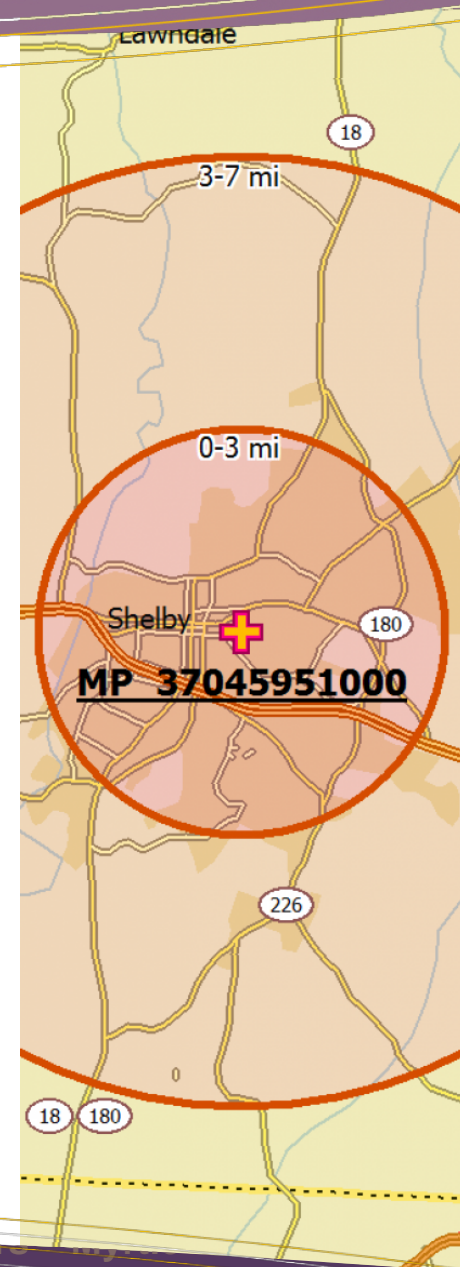
Issues for Your Consideration - continued

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 "Evangelscape 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 Evangelscape 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	9,223	100%	6,372	100%
AFFLUENT SUBURBIA	217	2.35%	161	2.53%
America's Wealthiest	88	0.95%	71	1.11%
Dream Weavers	25	0.27%	18	0.28%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	104	1.13%	72	1.13%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	677	7.34%	455	7.14%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	677	7.34%	455	7.14%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	408	4.42%	262	4.11%
Successful Urban Sprawl	22	0.24%	0	0%
2nd City Homebodies	56	0.61%	16	0.25%
Prime Middle America	0	0%	36	0.56%
Urban Optimists	330	3.58%	0	0%
Family Convenience	0	0%	210	3.3%
Mid-Market Enterprise	0	0%	0	0%



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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	9,223	100%	6,372	100%
BLUE COLLAR BACKBONE	204	2.21%	133	2.09%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	61	0.66%	37	0.58%
Lower Income Essentials	89	0.96%	60	0.94%
Small Town Endeavors	54	0.59%	36	0.56%
AMER. DIVERSITY	517	5.61%	368	5.78%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	51	0.55%	33	0.52%
Professional Urbanites	205	2.22%	148	2.32%
Urban Advancement	34	0.37%	23	0.36%
Amer. Great Outdoors	113	1.23%	72	1.13%
Mature America	114	1.24%	92	1.44%
METRO FRINGE	1,771	19.2%	1,218	19.11%
Steadfast Conservative	1,434	15.55%	983	15.43%
Moderate Conventionalists	9	0.1%	6	0.09%
Southern Blues	52	0.56%	37	0.58%
Urban Grit	0	0%	0	0%
Grass-Roots Living	276	2.99%	192	3.01%

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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,223	100%	6,372	100%
REMOTE AMERICA	193	2.09%	115	1.8%
Hardy Rural Fam.	72	0.78%	44	0.69%
Rural Southern Living	121	1.31%	71	1.11%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,078	22.53%	1,537	24.12%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,960	21.25%	1,452	22.79%
Stable Careers	118	1.28%	85	1.33%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	221	2.4%	111	1.74%
Aspiring Hispania	23	0.25%	0	0%
Industrious Country Living	0	0%	16	0.25%
America's Farmland	0	0%	0	0%
Comfy Country Living	81	0.88%	0	0%
Small Town Connections	117	1.27%	47	0.74%
Hinterland Fam.	0	0%	48	0.75%



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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	9,223	100%	6,372	100%
STRUGGLING SOCIETIES	2,309	25.04%	1,566	24.58%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,309	25.04%	1,566	24.58%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	629	6.82%	446	7%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	39	0.42%	24	0.38%
Af. Amer. Neighborhoods	368	3.99%	257	4.03%
Urban Diversity	20	0.22%	14	0.22%
New Generation Activists	35	0.38%	24	0.38%
Getting By	167	1.81%	127	1.99%
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%



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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?

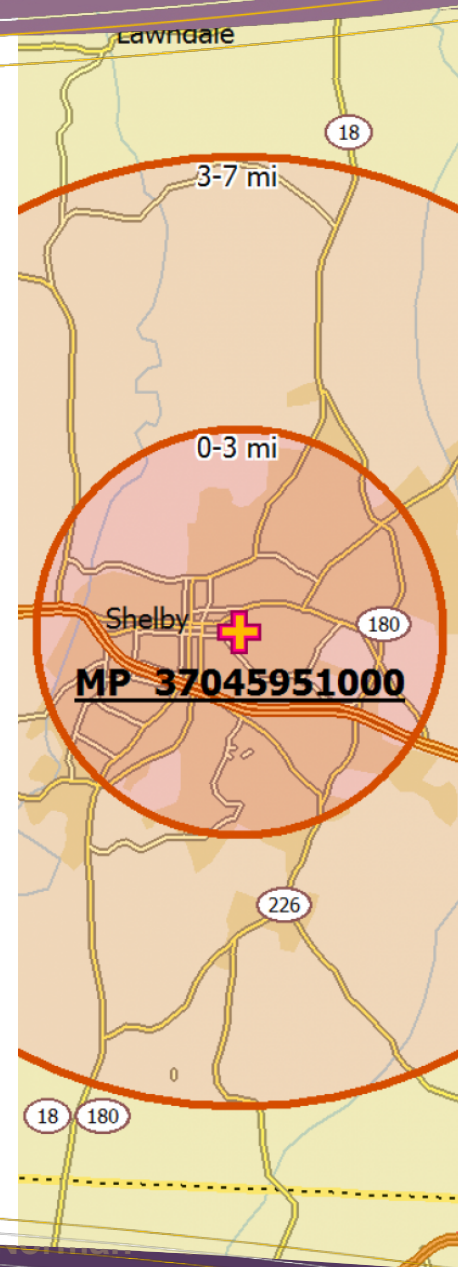
Potential Cultural Bridges

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	71%	75%	76%
Use Comp. for Internet/E-mail	50%	56%	58%
Internet Use: E-Mail	42%	47%	48%
Use Comp. for Comp. Games	36%	39%	39%
Use Comp. for Education	30%	32%	32%
Use Comp. for Word Processing	29%	35%	36%
Use Comp. for Shopping	27%	32%	33%
HH Owns DVD Player	26%	27%	28%
Use Comp. for Digital Camera Photo Editing	25%	29%	30%
Use Comp. for Banking	24%	29%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	23%	26%	27%
Internet Use: Banking	21%	25%	26%
Use Comp. for News/Info./Data Service	17%	20%	21%
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Use Comp. for Personal Financial Mngmnt	10%	12%	12%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Accounting	10%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	10%	11%	11%
HH Owns Video/Webcam	10%	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%
Reading Books	51%	52%	52%
Dining Out (Not Fast Food)	49%	54%	55%
Card Games	38%	41%	42%
Cooking for Fun	34%	35%	36%
Go To A Beach/Lake	30%	34%	34%
Gardening	29%	33%	33%
Board Games	29%	32%	33%
Visit Museum	17%	18%	18%
Going To	17%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	37%	39%	40%
Dentist	25%	26%	26%
Backache	23%	23%	23%
Hypertension/High Blood Pressure	22%	20%	20%
Eye Dr.	21%	21%	21%
None Of These	19%	19%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	16%	16%
Acid Reflux Disease (GERD)	16%	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	25.34%	25.88%	25.91%
Live Theater	17.91%	18.04%	17.73%
Live Theater Most Often	14.51%	14.81%	14.55%
Rock/Pop Concerts Most Often	13.74%	13.85%	13.81%
Dance Performance	9.46%	8%	7.41%
Comedy Club	8.85%	8.53%	8.57%
Movies: Comedy	40.72%	39.98%	39.58%
Movies: Action/Adventure	38.85%	38.34%	38.18%
Movies: Drama	23.04%	20.82%	20.13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.2%	20.77%	20.34%
Movies: Romantic Comedy	20.51%	19.67%	19.35%
Movies: Mystery	18.55%	17.07%	16.74%
College Football Reg. Season	4.93%	5.68%	5.8%
MLB Baseball Reg. Season	4.79%	6.11%	6.48%
NFL Football Reg. Season	4.76%	5.52%	5.69%
College Basketball Reg. Season	3.61%	3.9%	3.89%
NBA Basketball Reg. Season	2.92%	3.06%	3.01%
Auto Racing Events	1.91%	2.47%	2.62%



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	37.57%	38.1%	38.1%
Swimming	26.66%	30.97%	32.29%
Bowling	19.36%	21.1%	21.61%
Billiards/Pool	17.16%	18.56%	19.16%
Basketball	16.26%	15.8%	15.57%
Freshwater Fishing	14.85%	18.93%	20.48%
Jogging/Running	14.63%	13.97%	13.58%
Weight Training	13.49%	14.59%	14.83%
Football	11.17%	10.88%	10.92%
Using Cardio Machine	10.89%	11.83%	12.07%
Stationary Cycling	10.72%	10.94%	10.94%
Golf	10.62%	11.97%	12.11%
Camping Trips	10.61%	14.45%	15.77%
Aerobics	10.2%	9.39%	8.97%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.09%	10.71%	11.04%
Mountain/Road Biking	9.9%	11.25%	11.46%
Volleyball	8.45%	8.64%	8.66%
Hunting	7.4%	10.25%	11.07%
Backpacking/Hiking	7.04%	8.35%	8.77%
Softball	6.97%	7.35%	7.5%
Target Shooting	6.57%	8.69%	9.32%
Yoga	6.45%	6.17%	6.08%
Power Boating	6.41%	7.17%	7.23%
Saltwater Fishing	6.4%	7.54%	7.98%
Soccer	6.3%	6.56%	6.63%
Tennis	6.25%	6.35%	6.27%
Ice Skating	5.49%	4.85%	4.55%
Roller Skating	5.44%	5.16%	5.05%

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
Canoeing/Kayaking	5.38%	6.16%	6.29%
Motorcycling	4.86%	5.99%	6.35%
Horseback Riding	4.52%	5.76%	6.2%
Snorkeling	4.33%	4.2%	4.04%
Fly Fishing	4.16%	4.48%	4.63%
Jet Skiing	4.12%	4.1%	4%
Downhill & X-Country Skiing	3.77%	3.98%	3.95%
Racquetball	3.72%	3.7%	3.67%
Water Skiing	3.58%	3.99%	4%
Hockey	3.55%	3.29%	3.14%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Archery	3.48%	4.61%	4.94%
Skateboarding	3.46%	3.2%	3.14%
Snowmobiling	3.42%	3.48%	3.42%
Snowboarding	3.22%	2.97%	2.87%
Rock Climbing	3%	2.97%	2.94%
Sailing	2.88%	2.84%	2.76%
Auto Racing	2.73%	2.84%	2.86%
Martial Arts	2.71%	2.8%	2.77%
Surfing & Windsurfing	2.4%	2.27%	2.24%
Rowing	2.27%	2.34%	2.4%



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.

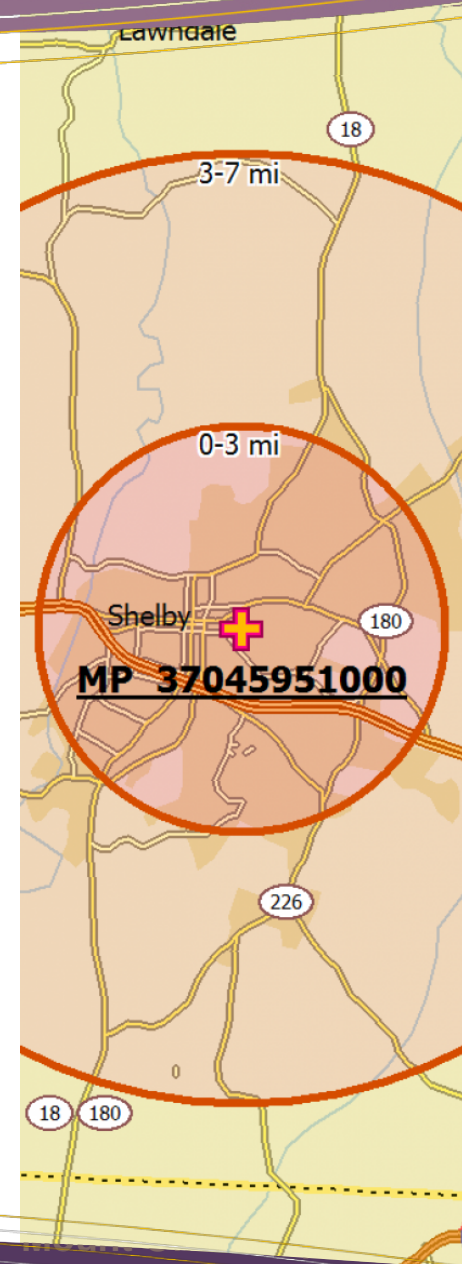
BIBLICAL BARRIERS

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.

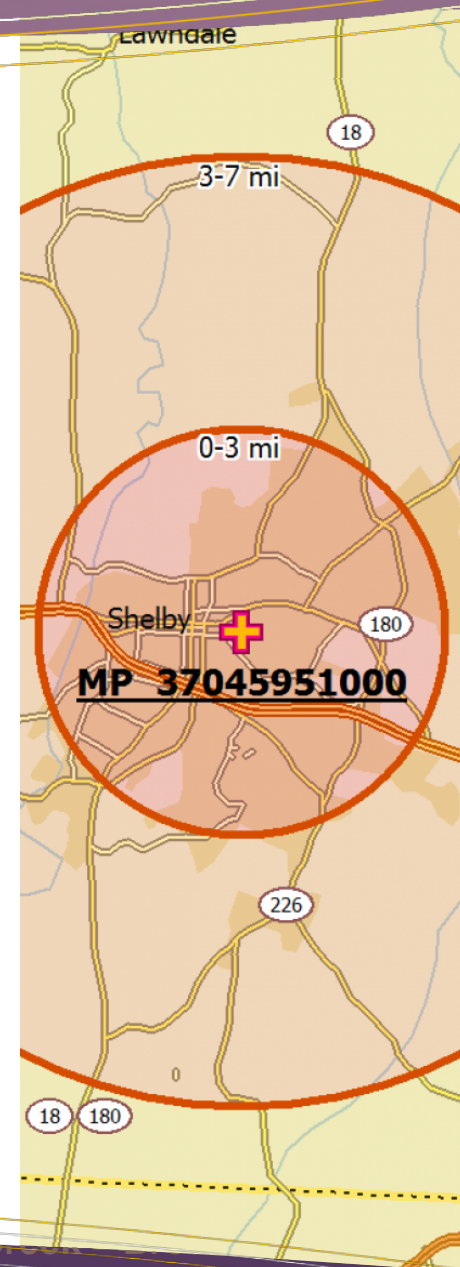
CULTURAL BARRIERS OF ACCEPTANCE

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	53%	51%	51%
Speak My Mind Even If It Upsets People	40%	37%	36%
Like Control Over People And Resources	38%	36%	35%
Find It Difficult To Say No To My Kids	37%	39%	40%
Woman's Place Is In The Home	35%	36%	36%
Don't Judge People/Way They Live Life	32%	29%	29%
Prefer To Have Few Possessions As Possible	30%	30%	29%
Like To Do Unconventional Things	29%	30%	31%
Too Much Sponsorship In Arts/Sports	29%	26%	25%
If Won Lottery Would Never Work Again	26%	26%	25%
Money Is Best Measure Of Success	24%	25%	25%
Like to Stand Out In A Crowd	23%	22%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
I Am A Workaholic	22%	19%	18%
Friends More Important Than My Fam.	22%	22%	22%
Marijuana Should Be Legalized	20%	19%	19%
Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
We Should Strive for Equality for All	17%	15%	14%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	12%	12%	11%
On Whole People Get What They Deserve	11%	10%	10%
Little I Can Do To Change My Life	9%	8%	8%
Very Happy With My Life As It Is	9%	7%	7%
Indulge My Kids With The Little Extras	8%	8%	9%

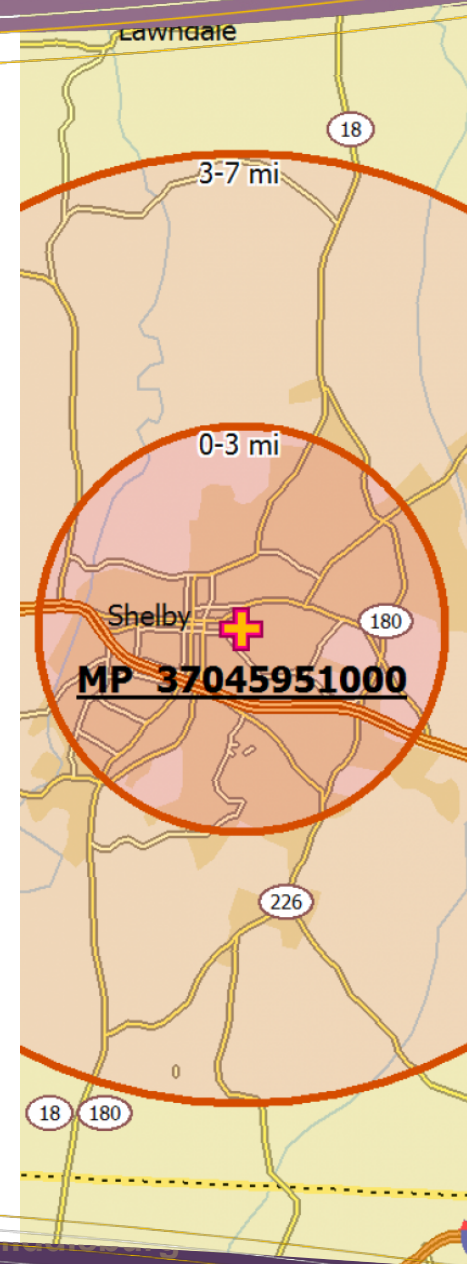


Intercultural Institute
for Contextual Ministry

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.

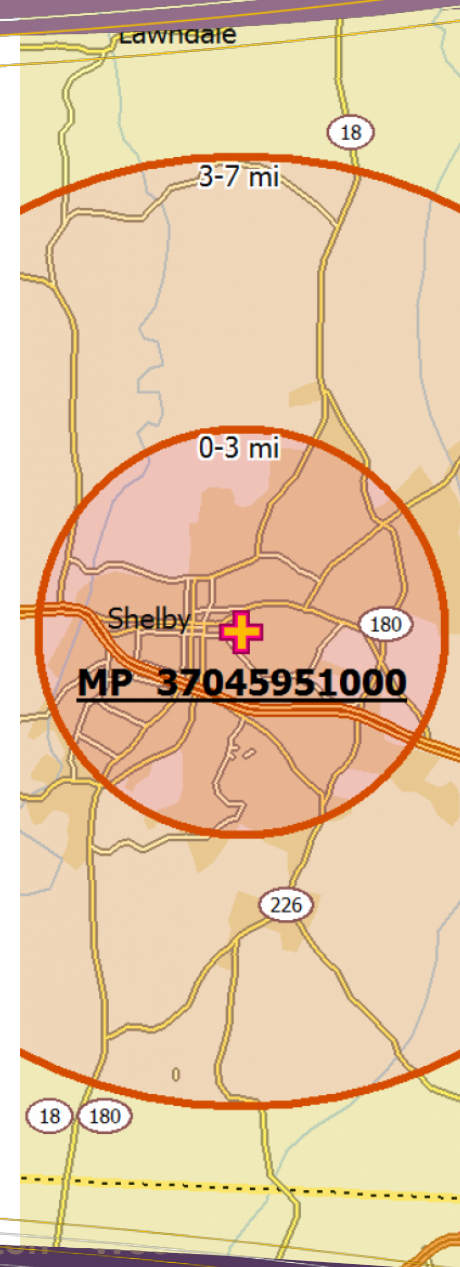
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%
Important To Respect Customs And Beliefs	58%	61%	62%
Like To Understand About Nature	39%	38%	37%
Prefer Work Part Of Team Than Alone	37%	36%	35%
Important To Juggle Various Tasks	34%	32%	31%
Important Feel Respected By My Peers	34%	33%	33%
Good At Fixing Things	30%	28%	27%
Prefer To Have Few Possessions As Possible	30%	30%	29%
Have Keen Sense Of Adventure	28%	27%	26%
People Have To Take Me As They Find Me	23%	23%	23%
Consider Myself Interested In The Arts	22%	20%	19%
Like To Just Enjoy Life	21%	21%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	18%	18%
Provide My Kids With The Little Extras	19%	16%	14%
Real Men Don't Cry	17%	16%	16%
Try Not To Worry About The Future	17%	15%	14%
Worried About Pollution Caused By Cars	17%	17%	18%
Is An Important Part Of Who I Am	15%	15%	16%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	7%	7%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%



Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.86%	86.95%	87.09%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.69%	81.14%	81.98%
Houses-Visit Any			
McDonald's	56.46%	57.46%	57.91%
Burger King	38.98%	38.82%	39.01%
Kentucky Fried Chicken (KFC)	35.33%	32.67%	31.76%
Wendy's	32.79%	31.78%	31.64%
Subway	31.22%	31.53%	31.59%
Applebee's	27.57%	29.69%	30.42%
Taco Bell	27.5%	28.39%	29.09%
Pizza Hut	25.36%	24.54%	24.34%
Arby's	22.34%	23.71%	23.97%
Red Lobster	19%	17.65%	17.23%

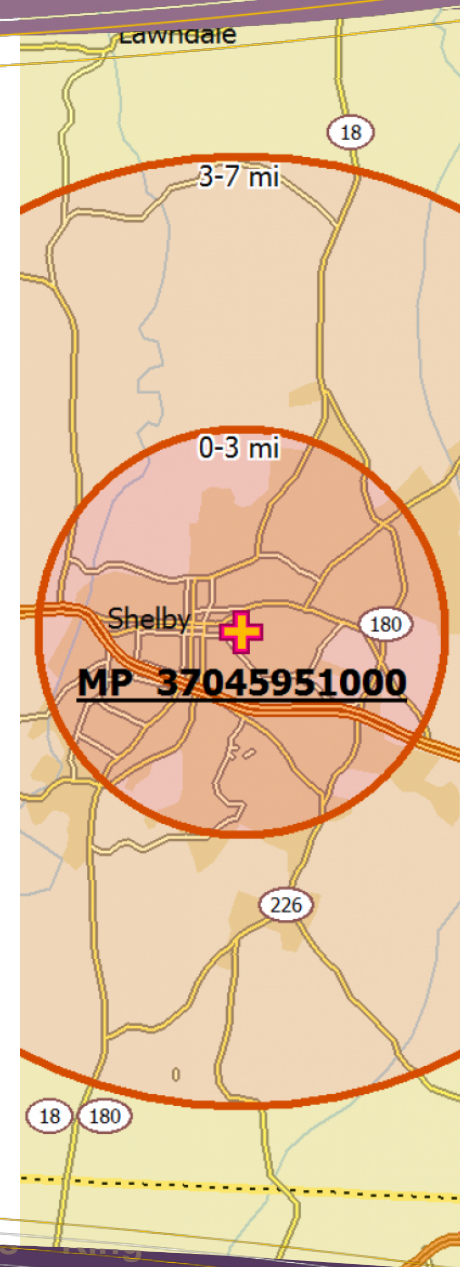
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.82%	19.49%	19.61%
Dairy Queen	18.82%	19.23%	19.2%
Domino's Pizza	16.75%	15.02%	14.51%
IHOP (International House Of Pancakes)	14.9%	13.84%	13.66%
Golden Corral	14.75%	13.86%	13.75%
Popeyes	14.68%	10.75%	9.6%
Sonic	14.62%	15.1%	15.56%
Chick-Fil-A	13.81%	14.22%	14.5%
Outback Steakhouse	13.77%	13.91%	13.93%
Cracker Barrel	13.48%	15.62%	16.3%
Hardee's	12.91%	12.85%	12.98%
TGI Friday's	12.78%	11.86%	11.59%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

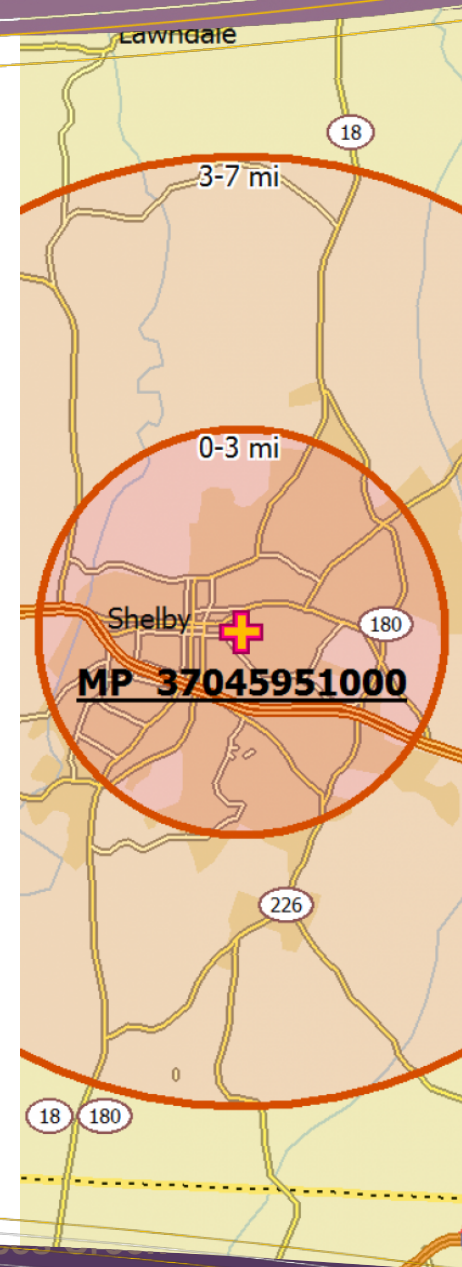
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	43.91%	45.47%	45.31%
Recycled products	28.49%	31.38%	31.75%
Worked as volunteer (non political)	14.07%	15.53%	15.61%
Engaged in fund raising	10.71%	11.12%	11.01%
Religious club member	7.9%	7.94%	7.89%
Church Board	6.29%	5.91%	5.69%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.98%	5.25%	5.25%
Took active part in local civic issue	4.85%	4.77%	4.66%
Union member	4.8%	5.23%	5.29%
Wrote to elected offcl about publ bus	4.78%	5.27%	5.34%
Charitable Organization	4.6%	5.14%	5.19%
Fraternal order member	4.24%	4.47%	4.45%

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	14.02%	15.01%	15.1%
Children's Books	12.59%	12.8%	12.73%
Religious (not Bibles)	9.39%	9.38%	9.4%
Cookbooks	9.24%	9.87%	9.94%
Mystery	9.2%	10.39%	10.7%
Romance	6.54%	6.91%	7.03%
Personal/Business	5.91%	6.22%	6.18%
Self-help			
Biography	5.77%	5.83%	5.76%
History	5.53%	6.06%	6.2%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.18%	66.59%	65.95%
Gen. Editorial	52.02%	48.71%	47.43%
Womens	45.24%	43.08%	42.24%
Service	31.58%	33.49%	34.03%
Business/Finance	19.81%	18.1%	17.12%
Mens	19.59%	18.4%	18.07%
Music	17.29%	14.22%	13.24%
Sports	14.54%	14.02%	13.75%
Parenthood	14.47%	13.61%	13.42%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	50.55%	53.11%	53.63%
Classified	32.11%	33.74%	34.41%
Sport	30.27%	31.51%	31.67%
Editorial Page	27.07%	29.38%	29.96%
Business/Finance	25.27%	26.36%	26.24%
Comics	24.34%	26.11%	26.61%
Movie Listings & Reviews	23.65%	24.13%	24.04%
TV/Radio Listings	23.17%	23.68%	23.68%
Food/Cooking	23.02%	24.07%	24.25%
Home/Gardening	18.96%	20.61%	20.8%
Travel	17.18%	18.1%	17.97%
Fashion	15.14%	14.48%	14.17%
Science/Technology	15%	15.94%	15.84%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	32.09%	22.7%	19.7%
CHR Contemp Hit Radio	16.51%	16.7%	16.94%
Country	14.58%	20.63%	22.82%
Adult Contemporary	13.25%	15.28%	15.88%
Jazz	10.01%	7.43%	6.44%
Oldies	9.95%	10.29%	10.31%
Variety	9.28%	8.28%	7.88%
News/Talk	8.27%	9.46%	9.46%
Rock	8.24%	10.25%	10.82%
Gospel	6.64%	5.09%	4.72%
Alternative	6.51%	7.22%	7.34%
Classic Rock	6.31%	8.06%	8.5%
All News	6.12%	5.39%	5.03%
Religious	5.55%	6.17%	6.34%
Soft Contemporary	5.28%	5.73%	5.82%
All Talk	3.32%	3.36%	3.34%
Sports	3.19%	3.35%	3.25%
Classical	2.9%	2.98%	2.9%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.4%	62.93%	63.21%
Satellite Dish	50.78%	52.78%	53.13%
Soapnet	50.53%	50.5%	50.44%
Other Video-On-Demand	48.51%	44.27%	42.9%
Sci-Fi Channel	35.11%	36.24%	36.36%
MSNBC	33.69%	34.02%	33.95%
Adult Pay Per View TV	33.2%	33.61%	33.78%
Subscribe Digital Cable	31.3%	30.51%	29.88%
TV Info From Sunday TV Magazine	27.48%	28.64%	28.99%
Comedy Central	27.01%	27.47%	27.34%
Nickelodeon	26.7%	28.72%	29.39%
TV Info From Newspapers	25.4%	26.02%	26.27%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.99%	25.64%	25.98%
TCM (Turner Classic Movies)	24.93%	24.71%	24.66%
BET (Black Entertainment TV)	23.65%	23.11%	22.94%
Hallmark Channel	23.35%	24.06%	24.11%
TV Info From Monthly Cable Guide	22.67%	23.27%	23.73%
USA Network	22.54%	23.12%	23.23%
Adult Swim	22.04%	24.77%	25.69%
ABC Fam.	21.95%	21.77%	21.58%
Lifetime	21.92%	21.27%	21.01%
The Golf Channel	21.89%	22.05%	21.78%
TV Info From Other	20.82%	20.38%	20.27%
ESPN2	20.76%	20.69%	20.71%

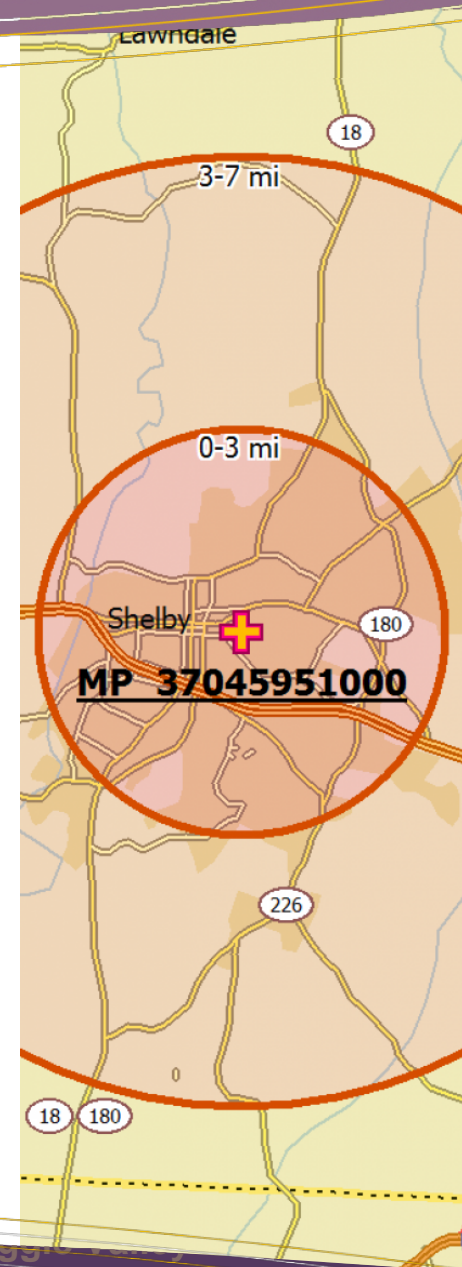


Communication Media Usage

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+)	16.79%	18.02%	18.16%
Medium Users (4-6)	8.93%	9.59%	9.72%
Light Users (1-3)	18.51%	19.36%	19.52%
Quintiles (20%)			
Newspaper I (Heavy)	1.17%	1.31%	1.46%
Newspaper II	1.52%	1.58%	1.62%
Newspaper III	1.92%	1.99%	2%
Newspaper IV	0.54%	0.57%	0.61%
Newspaper V (Light)	1.22%	1.27%	1.24%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.66%	20.3%	20.46%
Magazines II	9.31%	9.18%	9.37%
Magazines III	9.9%	10.01%	10.22%
Magazines IV	13.25%	12.57%	12.56%
Magazines V (Light)	0.87%	0.72%	0.68%
Outdoor I (Heavy)	8.45%	7.05%	6.66%
Outdoor II	4.72%	3.6%	3.32%
Outdoor III	4.99%	4.11%	3.87%
Outdoor IV	17.21%	16.99%	17%
Outdoor V (Light)	25.71%	25.36%	25.14%
Yellow Pages I (Heavy)	16.42%	16.28%	16.19%
Yellow Pages II	7.69%	6.88%	6.7%
Yellow Pages III	9.25%	6.95%	6.27%
Yellow Pages IV	24.91%	23.83%	23.69%
Yellow Pages V (Light)	4.89%	3.92%	3.7%



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)	2.53%	2.92%	3.1%
Drive Time III (Medium)	0.86%	0.81%	0.77%
Radio IV & V (Light)	2.7%	2.62%	2.67%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.03%	10.12%	10.07%
Radio III (Medium)	3.91%	4.46%	4.69%
Radio IV & V (Light)	3.61%	3.44%	3.46%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.41%	11.98%	12.29%
Cable III (Medium)	5.42%	4.82%	4.69%
Cable IV & V (Light)	38.99%	35.01%	33.83%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.02%	4.04%	3.96%
Prime Time III (Medium)	1.58%	1.78%	1.87%
Prime Time IV & V (Light)	9.62%	8.93%	8.92%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.02%	39.67%	40.08%
Fringe III (Medium)	55.98%	55.32%	55.05%
Fringe IV (Light)	56.73%	56.94%	57%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.55%	13.82%	13.43%
All Day III (Medium)	25.37%	24.76%	24.76%
All Day IV (Light)	18.69%	15.46%	14.47%

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]	11.22%	11.7%	11.84%
6:00am - 10:00am	15.3%	14.65%	14.14%
10:00am - 3:00pm	11.3%	8.17%	7.26%
3:00pm - 7:00pm	16.45%	14.77%	14.37%
7:00pm - Midnight	12.71%	12.12%	11.93%
Midnight - 6:00am	8.16%	6.4%	5.82%
Weekend Radio			
Listeners			
Dayparts [summary]	14.8%	15.05%	15.32%
6:00am - 10:00am	3.06%	3.44%	3.51%
10:00am-3:00pm	5.14%	4.73%	4.6%
3:00pm - 7:00pm	7.7%	7.11%	7.01%
7:00pm - Midnight	10.27%	9.83%	9.76%
Midnight - 6:00am	13.92%	12.1%	11.55%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.4%	7.11%	7.2%
Saturday: 8:00-11:00pm	8.04%	8.49%	8.7%
Sunday: 7:00-11:00pm	9.67%	9.76%	9.81%
9:00am-1:00pm	24.99%	25.64%	25.98%
9:00am-4:00pm	28.84%	29.66%	30.07%
4:00pm-7:00pm	30.48%	29.51%	29.01%
11:00pm-1:00am	43.64%	42.83%	42.44%
AVG Prime time	5.04%	3.84%	3.48%
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	16.53%	16.02%	15.9%
7-9am	20.76%	20.69%	20.71%
9am-12noon	19.26%	20.85%	21.34%
12noon-4pm	9.59%	8.8%	8.73%
4-6pm	46.89%	46.52%	46.1%
6-7pm	17.63%	19.01%	19.42%
7-7:30pm	1.53%	1.47%	1.56%
7:30-8pm	11.45%	11.23%	11.13%
8-11pm	6.4%	7.11%	7.2%
11pm-12am	33.69%	34.02%	33.95%
11pm-1am	43.64%	42.83%	42.44%
1-6am	31.82%	29.98%	29.42%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.02%	17.43%	17.51%
Sat: 10am-1pm	8.18%	8.23%	8.18%
Sat: 1-4pm	24.88%	24.96%	25.08%
Sat: 4-6pm	7.12%	6.79%	6.69%
Sat: 6-7pm	1.7%	1.94%	1.92%
Sat: 7-8pm	0.89%	0.91%	0.91%
Sat: 8-11pm	8.04%	8.49%	8.7%
Sat: 11pm-1am	6.07%	5.43%	5.27%
Sat: 1am-7pm	22.54%	23.12%	23.23%
Sun: 7-10am	2.21%	2.32%	2.44%
Sun: 10am-1pm	5.76%	6.75%	7.13%
Sun: 1-4pm	4.89%	5.85%	6.23%
Sun: 4-7pm	11.8%	13.12%	13.56%
Sun: 7-11pm	9.67%	9.76%	9.81%
Sun: 11pm-1am	5.27%	5.16%	5.29%
Sun: 1-7am	20.24%	21.52%	21.94%

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

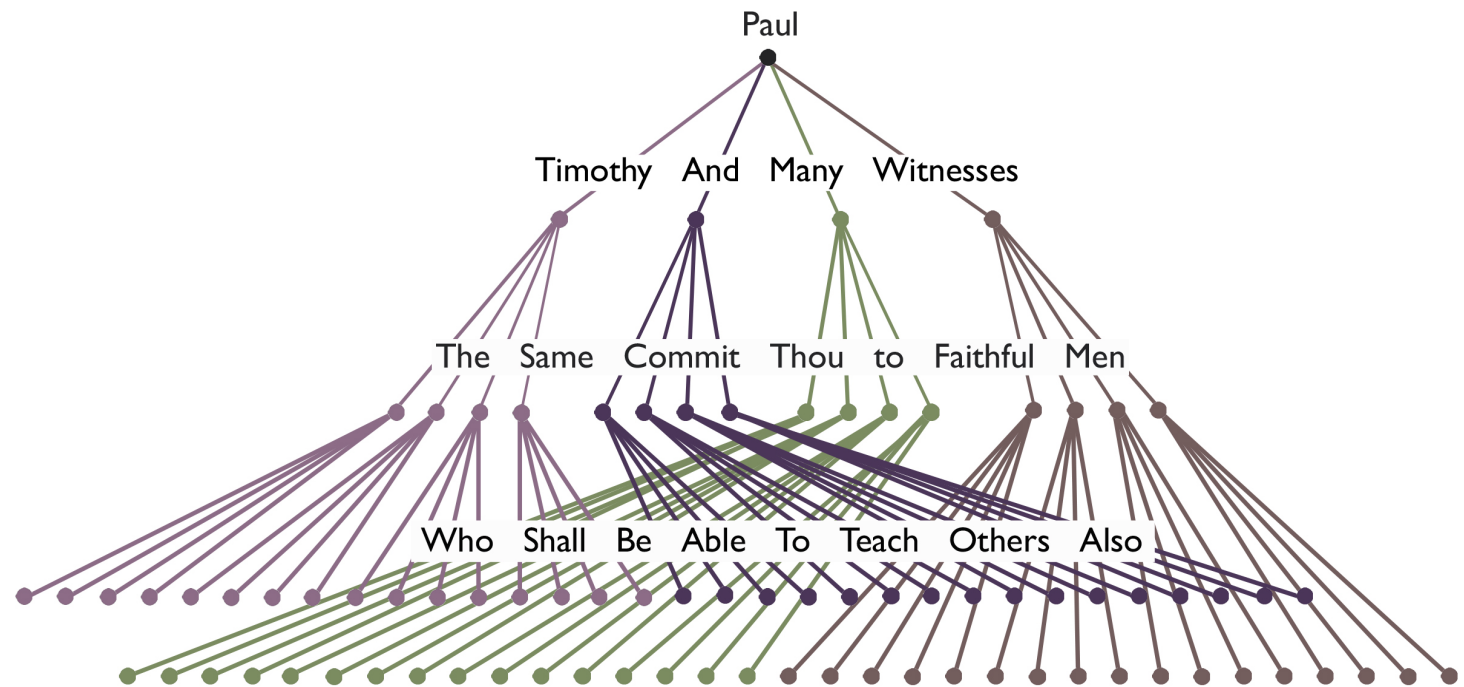
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

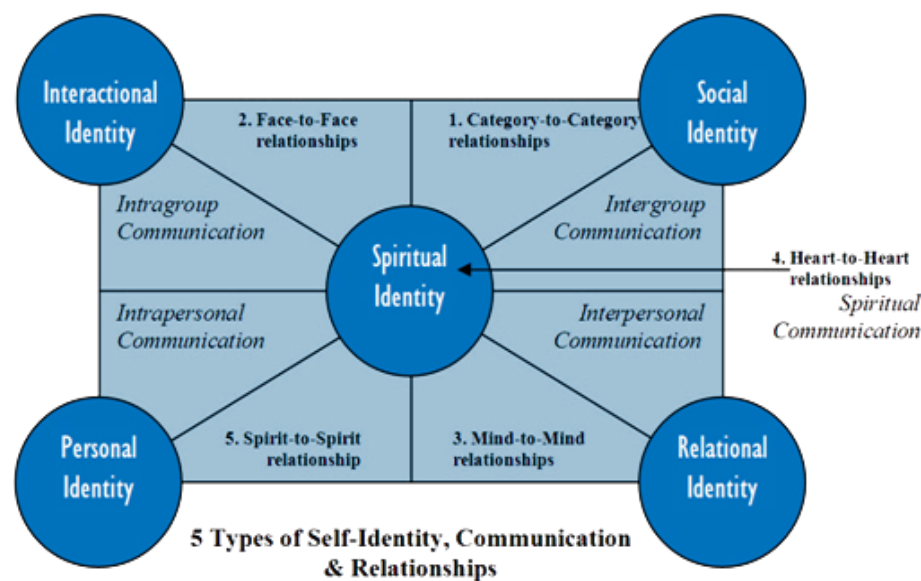


Establishing Redemptive Relationships

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.

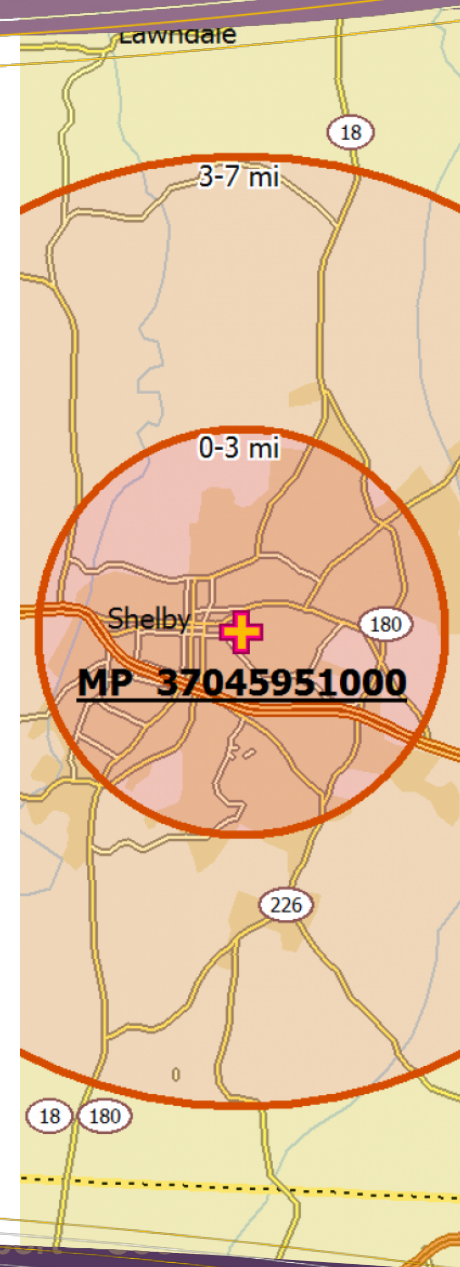


Your MissionSite and the Missional Suite

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	City of Hope	702 Buffalo St Shelby, NC 28150	0.66 mi	0	Insufficient Data
2	Shelby First	120 N Lafayette St Shelby, NC 28150	0.75 mi	600	Plateauing
3	Bethel	606 S Dekalb St Shelby, NC 28150	0.82 mi	520	Growing
4	Peach Street	116 Peach St Shelby, NC 28150	0.90 mi	23	Insufficient Data
5	Hoppers Chapel Baptist Church	415 W Graham St Shelby, NC 28150	1.01 mi	0	Insufficient Data
6	Journey With God	240 W Grover St Apt 15 Shelby, NC 28150	1.19 mi	0	Insufficient Data
7	Eastside Shelby	1165 Wyke Rd Shelby, NC 28150	1.21 mi	289	Declining
8	New Jerusalem	701 Gardner St Shelby, NC 28150	1.33 mi	55	Insufficient Data
9	Revive Church	411 Cherryville Rd Shelby, NC 28150	1.45 mi	0	Insufficient Data
10	Shelby Second	1114 S Lafayette St Shelby, NC 28152	1.52 mi	75	Declining
11	Putnam Memorial	1146 County Home Rd Shelby, NC 28152	1.56 mi	718	Plateauing
12	New Covenant - Shelby	215 Morton St Shelby, NC 28152	1.69 mi	0	Declining
13	Lily Memorial	406 Whitener St Shelby, NC 28152	1.75 mi	48	Declining
14	Joy Christian Church	1607 E Dixon Blvd Shelby, NC 28152	1.76 mi	0	Insufficient Data
15	Ross Grove	1225 Fallston Rd Shelby, NC 28150	1.84 mi	63	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Elizabeth	301 N Post Rd Shelby, NC 28152	2.03 mi	454	Plateauing
17	Westwood Heights	650 Dellinger Rd Shelby, NC 28152	2.29 mi	86	Declining
18	White Harvest Ministries	1014 Industry Dr Ste 3 Shelby, NC 28152	2.49 mi	48	Insufficient Data
19	Heritage Fellowship Church	1531 Rhyne St Shelby, NC 28152	2.66 mi	0	Insufficient Data
20	Zoar	1740 S Lafayette St Shelby, NC 28152	2.76 mi	240	Declining
21	Northside Shelby	1220 Scenic Dr Shelby, NC 28150	2.97 mi	91	Declining
22	Christopher Road	420 Christopher Rd Shelby, NC 28152	3.17 mi	345	Plateauing
23	North Lafayette Street	1700 N Lafayette St Shelby, NC 28150	3.36 mi	25	Declining
24	Bethany First Hispanic	207 Caleb Rd Shelby, NC 28152	3.42 mi	43	Declining
25	Immanuel	1548 S Post Rd Shelby, NC 28152	3.44 mi	17	Plateauing
26	Dover	1501 Polkville Rd Shelby, NC 28150	3.60 mi	80	Insufficient Data
27	Calvary	320 Old Boiling Springs Rd Shelby, NC 28152	3.89 mi	209	Declining
28	Buffalo	1410 Buffalo Church Rd Shelby, NC 28150	4.02 mi	215	Declining
29	Zion	525 W Zion Church Rd Shelby, NC 28150	4.17 mi	232	Plateauing
30	Christ Covenant	1050 Sam Lattimore Rd Shelby, NC 28152	4.34 mi	500	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Patterson Springs	2107 Cleveland Ave Grover, NC 28073	4.38 mi	334	Plateauing
32	Pleasant Hill	2338 Pleasant Hill Church Rd Grover, NC 28073	4.53 mi	83	Plateauing
33	Wallace Grove	751 Wallace Grove Dr Shelby, NC 28150	4.56 mi	0	Insufficient Data
34	Getsemani Baptist	5700 Fallston Rd Shelby, NC 28150	4.81 mi	0	Insufficient Data
35	New Prospect	1960 New Prospect Church Rd Shelby, NC 28150	4.85 mi	62	Declining
36	Ellis Chapel - Patterson Springs	114 Ellis Chapel Rd Patterson Springs, NC 28152	4.91 mi	0	Insufficient Data
37	Westview	500 Melody Ln Shelby, NC 28152	4.91 mi	131	Declining
38	Mulls Memorial	3299 Fallston Rd Shelby, NC 28150	5.00 mi	57	Plateauing
39	Beaver Dam	123 Beaver Dam Church Rd Shelby, NC 28152	5.06 mi	316	Declining
40	Poplar Springs	1106 Poplar Springs Church Rd Shelby, NC 28152	5.27 mi	270	Declining
41	New Start Fellowship - Shelby	2513 S Lafayette St Shelby, NC 28152	5.86 mi	0	Insufficient Data
42	Crestview	1090 Old Boiling Springs Rd Shelby, NC 28152	6.03 mi	189	Growing
43	Oak Grove	1022 Oak Grove Rd Kings Mountain, NC 28086	6.06 mi	129	Declining
44	New Hope	2621 Blacksburg Rd Earl, NC 28038	6.10 mi	175	Growing
45	Double Shoals	318 Old Mill Rd Shelby, NC 28150	6.28 mi	150	Declining



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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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