MissionSite

top unreached locations

MOORESVILLE, NC

CENSUS TRACT: 37097061400
REGION: Region 8: Catawba
COUNTY: Iredell
SITESCAPE: Townscape
DENSITY PATTERN: M

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
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MissionSite (TM)
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37097	Iredell
4	Zipcode	28117	Iredell
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	M	50000-100000-100000

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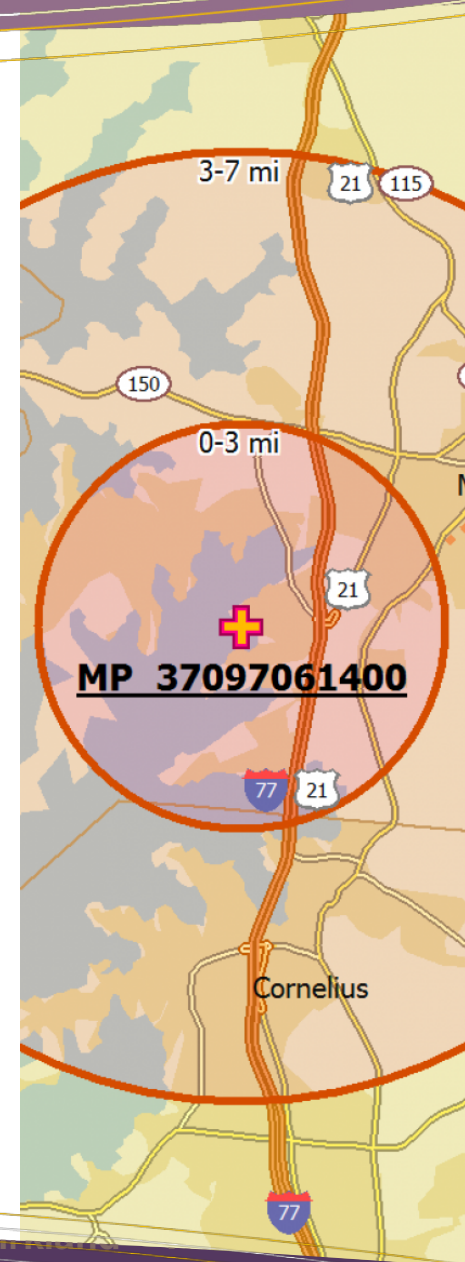
Site Location Summary - Map of the Site Location
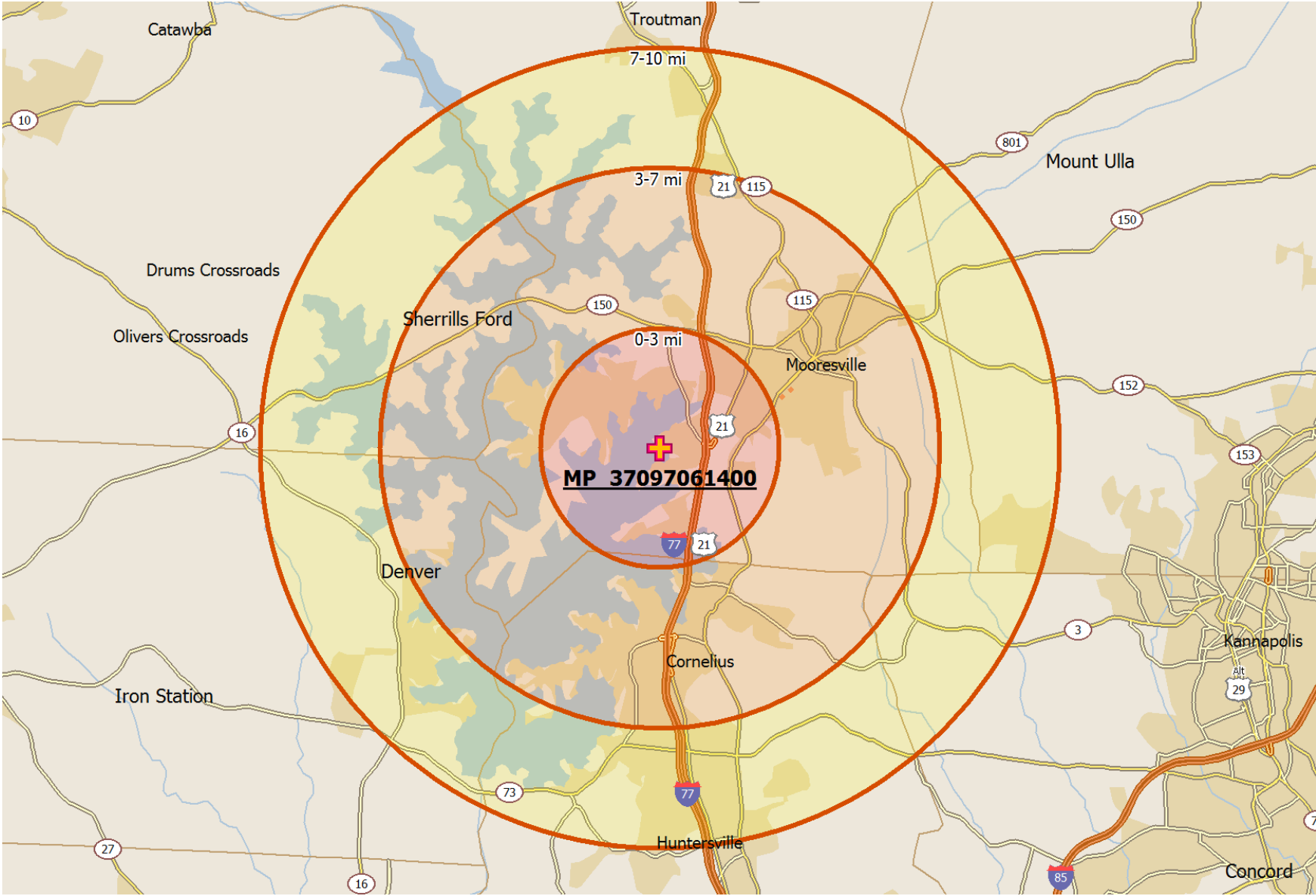
Site Location Summary - Urbanicity

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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	23	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	24,185	76,124	60,073
2010 Households	9,294	29,338	23,124
2010 Group Quarters Population	46	2,439	88

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	40	37
Language Diversity National Index	18	22	18
Foreign Born Diversity National Index	79	59	58
Ancestry Diversity National Index	91	90	88
Racial Diversity National Index	16	33	30

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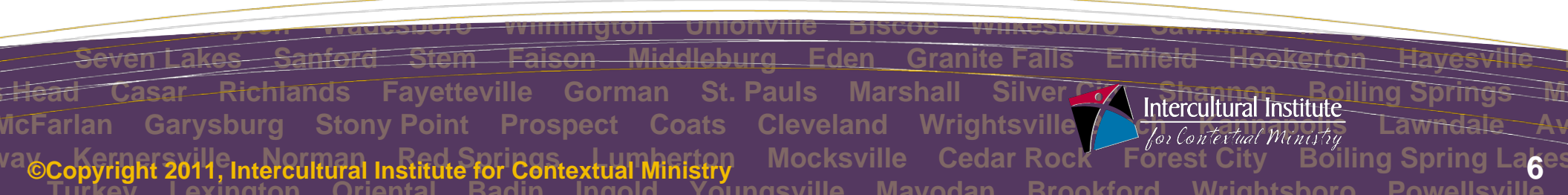
Site Location Summary - County Environment

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	6,974	75.04%
Mainstay Communities	Established, Diverse Households	1,231	13.25%
Working Communities	Blue-collar, Working Families	263	2.83%
Country Communities	Rural, Agri. & Mining Families	240	2.58%
Aspiring Communities	Young Singles / Aspiring-Multihousing	585	6.29%
Urban Communities	High Density, Inner-city Neighborhoods	2	0.02%

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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?

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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	41,903	6,503	15.52%
Unreached %	66.45%	69.97%	105.3
Religious But NOT Evangelical HH	10,312	1,437	13.93%
Religious But NOT Evangelical %	16.35%	15.46%	94.53
Spiritual But NOT Relig or Evang HH	6,663	1,212	18.2%
Spiritual But NOT Relig or Evang %	10.56%	13.04%	123.47
Not Evangelical, Not Interested HH	25,111	3,854	15.35%
Not Evangelical, Not Interested %	39.82%	41.47%	104.13

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	59	4	6.78%
Active BCNC Attenders	9,398	1,019	10.84%
Active Evangelical Households	9,287	1,226	13.2%
Active Evangelical Percent	14.73%	13.19%	89.54
Inactive Evangelical Households	11,873	1,567	13.19%
Inactive Evangelical Percent	18.83%	16.86%	89.53
# New Churches Needed	0	1	0%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Cove - Mooresville	1.15 mi	0	Insufficient Data	16	Westport - Denver	7.63 mi	299	Growing
2	Peninsula - Mooresville	1.39 mi	731	Declining	17	Hopewell - Davidson	7.87 mi	194	Plateauing
3	Trinity Baptist Church	2.53 mi	140	Insufficient Data	18	Denver - Denver	7.99 mi	557	Growing
4	Berea - Mooresville	2.81 mi	148	Plateauing	19	Fallstown - Troutman	8.08 mi	144	Growing
5	Southside - Mooresville	3.75 mi	325	Plateauing	20	Lake Norman - Huntersville	8.18 mi	750	Growing
6	Rockwell - Mooresville	4.35 mi	0	Insufficient Data	21	Wiggins Road - Mooresville	8.59 mi	62	Insufficient Data
7	Mooresville First - Mooresville	4.44 mi	393	Plateauing	22	Amity - Iron Station	8.61 mi	80	Declining
8	Primera Iglesia Bautista De Mooresville	4.44 mi	0	Insufficient Data	23	Ostwalt - Troutman	8.64 mi	188	Plateauing
9	Shepherd - Mooresville	4.55 mi	0	Insufficient Data	24	Bethel - Statesville	8.67 mi	129	Plateauing
10	Whitman Park - Mooresville	5.21 mi	80	Insufficient Data	25	Christ Community - Huntersville	9.19 mi	900	Insufficient Data
11	Grace Fellowship	5.49 mi	105	Insufficient Data	26	Olivet - Long Island	9.24 mi	272	Declining
12	Cornelius First - Cornelius	5.64 mi	93	Plateauing	27	Watermark	9.44 mi	0	Insufficient Data
13	Terrell - Sherrills Ford	6.00 mi	83	Growing	28	Edwards Road - Kannapolis	9.44 mi	0	Insufficient Data
14	Harvest Cove Community Church - Sherrills	6.28 mi	0	Insufficient Data	29	West Corinth - Mooresville	9.49 mi	99	Plateauing
15	Mosaic-Lake Norman	6.70 mi	0	Insufficient Data	30	Troutman - Troutman	9.51 mi	320	Plateauing

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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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.
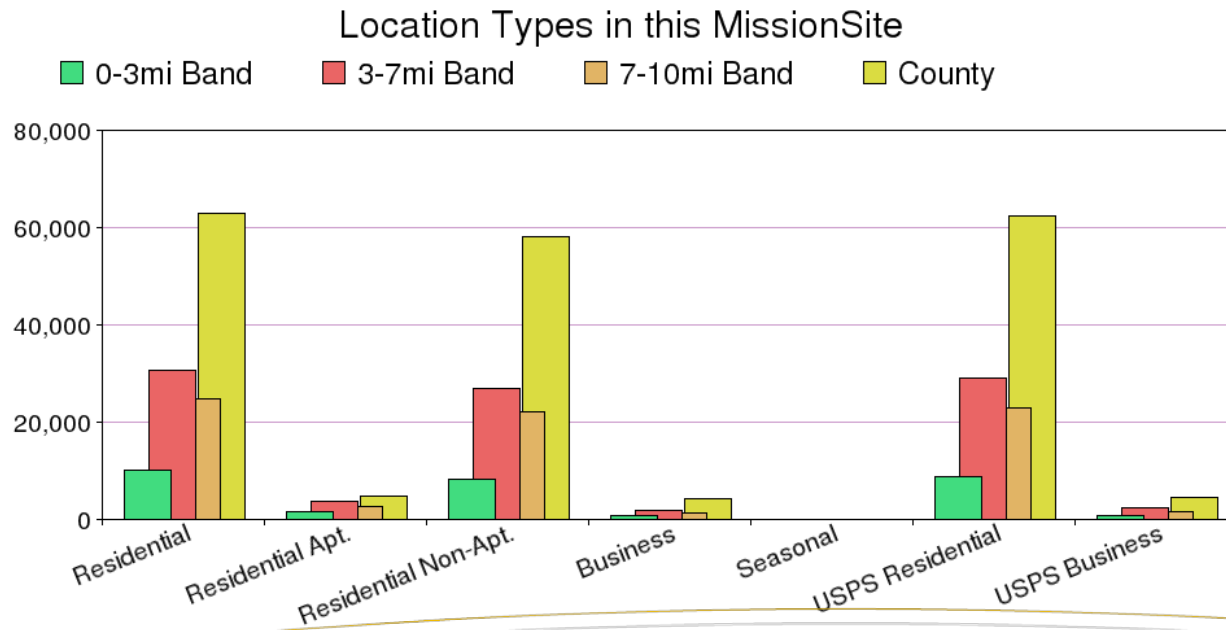
Current Demographic Summary

The population and household figures from IICM's Demoscape 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	93,201	6,254	6.71%
2000 Population	122,660	12,708	10.36%
2010 Population	161,507	24,185	14.97%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,691	2,467	6.91%
2000 Households	47,360	4,842	10.22%
2010 Households	63,063	9,294	14.74%

Location Types in this MissionSite

Location Type	0-3mi Band
Residential	10,093
Residential Apt.	1,706
Residential Non-Apt.	8,387
Business	852
Seasonal	0
USPS Residential	8,713
USPS Business	825

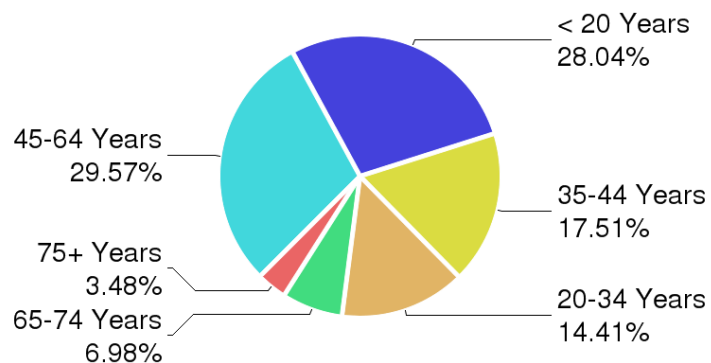Intercultural Institute *for Contextual Ministry*

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.

Age Group Percentages

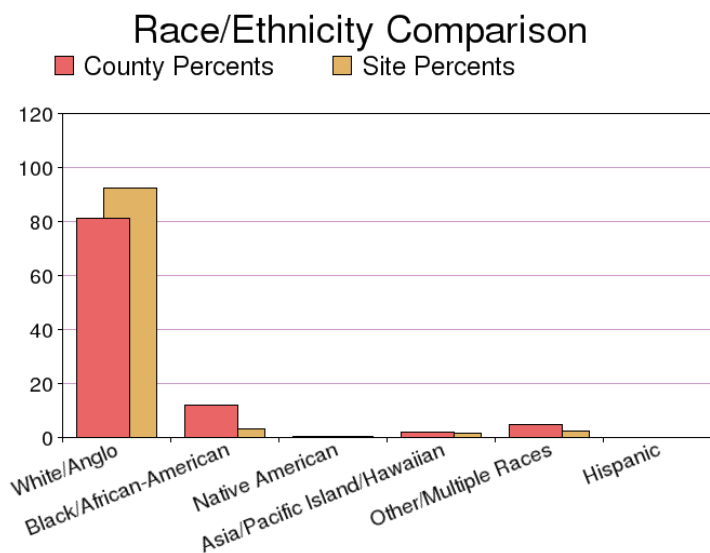| 2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.06%	5.79%	114.43
4-5 Years	2.75%	2.9%	105.45
6-8 Years	4.23%	4.83%	114.18
9-11 Years	4.3%	4.69%	109.07
12-13 Years	2.89%	3.12%	107.96
14-17 Years	5.62%	4.66%	82.92
18-19 Years	2.78%	2.05%	73.74
0-5 Years	7.81%	8.69%	111.27
6-12 Years	9.97%	11.08%	111.13
13-19 Years	9.84%	8.27%	84.04
< 20 Years	27.62%	28.04%	101.52
20-34 Years	17.33%	14.41%	83.15
35-44 Years	14.17%	17.51%	123.57
45-64 Years	27.2%	29.57%	108.71
65-74 Years	7.68%	6.98%	90.89
75+ Years	5.99%	3.48%	58.1
Median Age	39	41	106.19
Median Age (Male)	37	41	109
Median Age (Female)	40	42	103.52

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	81.22%	92.56%	113.97
Black, African-American	11.96%	3.07%	25.69
Native American	0.3%	0.31%	101.47
Asian	1.85%	1.76%	95.18
Pacific Island, Hawaiian	0.02%	0.02%	72.19
Other/Multiple Races	4.65%	2.28%	49.04
Hispanic	0%	2.33%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	107,269	16,480	
Less than 9th Grade	4.09%	0.87%	471.53
No High School Diploma	10.12%	5.11%	198.13
High School Graduate	32.68%	21.95%	148.86
Some College, no degree	22.51%	23.17%	97.16
Associate Degree	8.75%	9.92%	88.27
College Degree	16.02%	27.8%	57.63
Graduate/Prof. degree	5.82%	11.18%	52.06

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Bar chart with categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic. Y-axis scale 0 to 120.

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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	6.29%	2.67%	52.82
$10,000 to $19,999	11.57%	4.87%	42.14
$20,000 to $29,999	10.68%	5.19%	48.55
$30,000 to $49,999	20.18%	13.04%	64.63
$50,000 to $59,999	8.6%	6.84%	79.61
$60,000 to $69,999	8.04%	7.1%	88.31
$70,000 to $79,999	7.14%	8.58%	120.18
$80,000 to $89,999	5.81%	8.48%	145.97
$90,000 to $99,999	3.93%	6.27%	159.57
$100,000 to $124,999	7.22%	14.26%	197.42
$125,000 to $149,999	4.06%	8.67%	213.72
$150,000 to $199,999	3.36%	6.77%	201.51
$200,000 to $249,999	1.12%	2.79%	248.57
$250,000 or more	2.02%	4.47%	221.55
Median Household	51,267	83,461	162.8
Average Household	67,441	100,115	148.45
Per Capita Household	26,586	38,473	144.71
Family/Non-Family Household Income			
Median Family Income	62,822	96,285	153.27
Average Family Income	79,424	114,509	144.17
Median Non-Family Income	30,339	50,548	166.61
Average Non-Family Income	40,597	58,265	143.52

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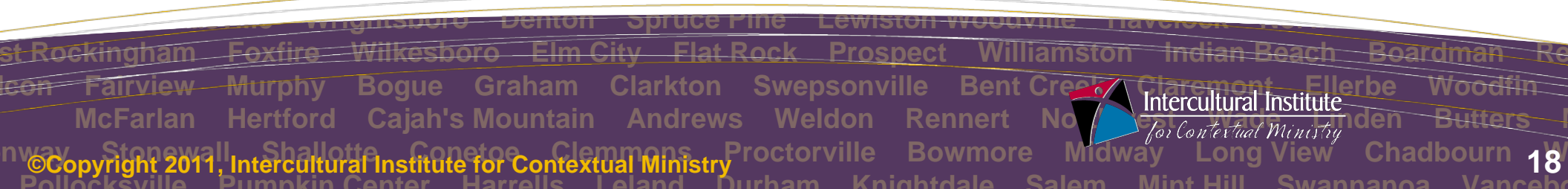
Current Demographic Summary

A current year demographic summary of household types, houseing 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	69.14%	73.13%	105.78
Families with Children	32.31%	34.55%	106.94
Families without Children	36.83%	38.58%	104.76
Non-Family Households			
% Non-Family Households	30.86%	26.87%	87.05
Non-Families with Children	0.23	0.15	64.19
Non-Families without Children	30.63	26.72	87.23
Housing Units			Index
Total Housing Units	73,217	11,352	
Vacant percent	13.87%	18.14%	130.79
Owned percent	63.4%	67.08%	105.8%
Rented Percent	22.73%	14.79%	65.07
Households by Size			Index
Avg household size	2.53	2.60	102.77
Avg family hh size	3.15	3.14	99.68
Avg non-family hh size	1.16	1.12	96.55
Households By Count of Persons			Percent
One	16,105	1,942	12.06%
Two	20,792	3,356	16.14%
Three or Four	20,737	3,225	15.55%
Five+	5,429	771	14.2%

Projected Demographic Summary

The population and household figures from IICM's Demoscape 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	93,201	6,254	6.71%
2000 Population	122,660	12,708	10.36%
2010 Population	161,507	24,185	14.97%
2015 Population	178,277	29,373	16.48%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	35,691	2,467	6.91%
2000 Households	47,360	4,842	10.22%
2010 Households	63,063	9,294	14.74%
2015 Households	72,449	11,712	16.17%

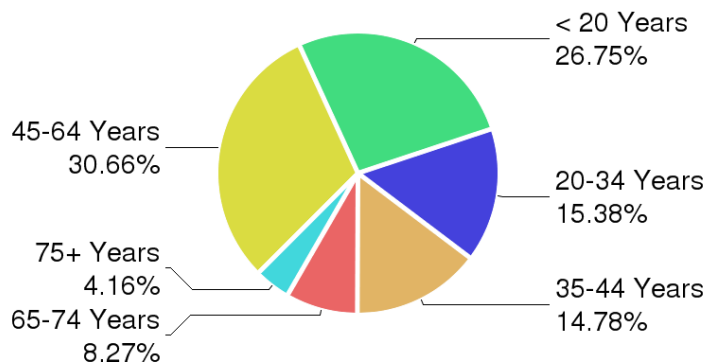## Household Change from 1985 to 2030
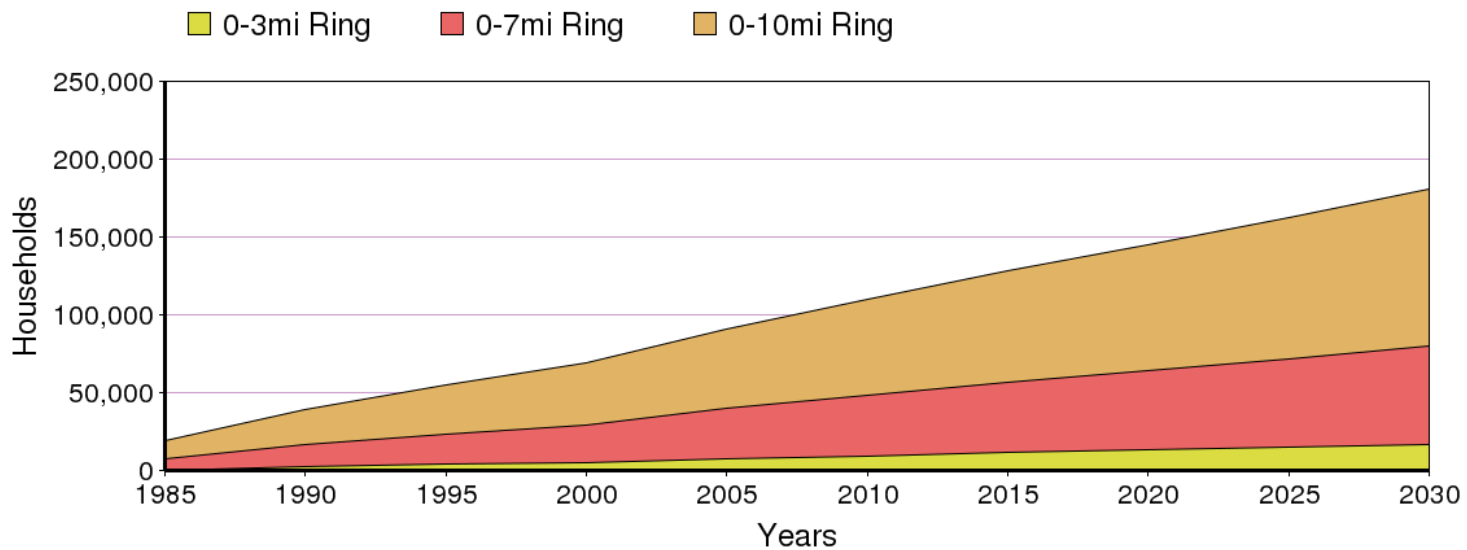
Projected Demographic Summary

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.

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.79%	5.43%	93.78
4-5 Years	2.9%	2.67%	92.07
6-8 Years	4.83%	4.34%	89.86
9-11 Years	4.69%	4.34%	92.54
12-13 Years	3.12%	3%	96.15
14-17 Years	4.66%	4.82%	103.43
18-19 Years	2.05%	2.15%	104.88
0-5 Years	8.69%	8.1%	93.21
6-12 Years	11.08%	10.18%	91.88
13-19 Years	8.27%	8.47%	102.42
< 20 Years	28.04%	26.75%	95.4
20-34 Years	14.41%	15.38%	106.73
35-44 Years	17.51%	14.78%	84.41
45-64 Years	29.57%	30.66%	103.69
65-74 Years	6.98%	8.27%	118.48
75+ Years	3.48%	4.16%	119.54
Median Age	39	42	109.28
Median Age (Male)	37	42	112.93
Median Age (Female)	40	43	106.43

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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.

Race/Ethnicity Comparison
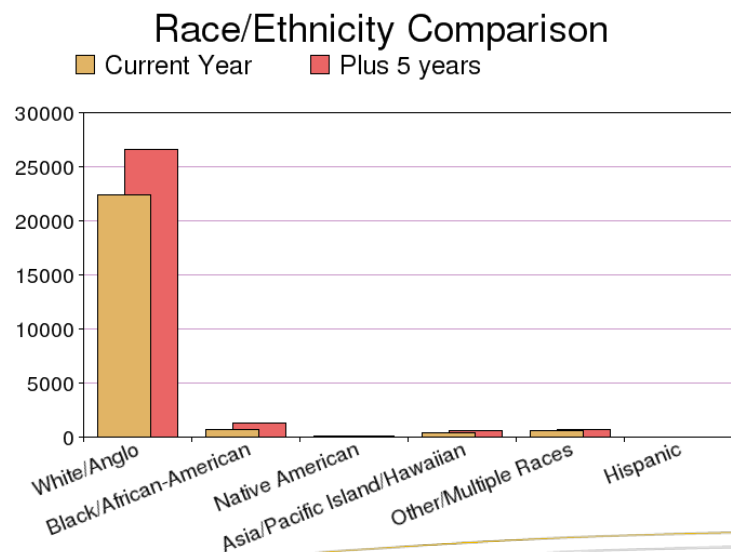
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.56%	90.69%	97.98
Black, African-American	3.07%	4.45%	144.95
Native American	0.31%	0.33%	109.04
Asian	1.76%	2.07%	117.6
Pacific Island, Hawaiian	0.02%	0%	20.58
Other/Multiple Races	2.28%	2.45%	107.4
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,480	20,172	
Less than 9th Grade	0.87%	0.63%	72.56
No High School Diploma	5.11%	4.3%	84.12
High School Graduate	21.95%	21.69%	98.81
Some College, no degree	23.17%	23.16%	99.95
Associate Degree	9.92%	10.1%	101.85
College Degree	27.8%	28.79%	103.54
Graduate/Prof. degree	11.18%	11.34%	101.38

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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	2.67%	2.36%	88.31
$10,000 to $19,999	4.87%	4.63%	94.95
$20,000 to $29,999	5.19%	4.66%	89.89
$30,000 to $49,999	13.04%	11.9%	91.27
$50,000 to $59,999	6.84%	6.08%	88.84
$60,000 to $69,999	7.1%	6.83%	96.19
$70,000 to $79,999	8.58%	8.65%	86.03
$80,000 to $89,999	8.48%	8.63%	90.73
$90,000 to $99,999	6.27%	5.85%	93.24
$100,000 to $249,999	14.26%	15.38%	107.86
$125,000 to $149,999	8.67%	9.54%	109.97
$150,000 to $199,999	6.77%	7.29%	107.74
$200,000 to $249,999	2.79%	2.9%	104.17
$250,000 or more	4.47%	4.59%	102.68
Median Household	83,461	87,393	104.71
Average Household	100,115	105,061	104.94
Per Capita Household	38,473	41,891	108.88
Family/Non-Family Household Income			
Median Family Income	96,285	101,026	104.92
Average Family Income	114,509	121,660	106.24
Median Non-Family Income	50,548	53,933	106.7
Average Non-Family Income	58,265	61,584	105.7

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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	73.13%	70.99%	97.07
Families with Children	34.55	32.74	94.78
Families without Children	38.58	43.57	112.92
Non-Family Households			
% Non-Family Households	26.87%	29.01%	107.99
Non-Families with Children	0.15	0.09	107.99
Non-Families without Children	26.72	28.93	108.28
Housing Units			
Total Housing Units	11,352	14,303	126%
Vacant percent	18.14%	18.12%	99.87
Owned percent	67.08%	66.93%	99.78
Rented Percent	14.79%	14.95%	101.07
Households by Size			
Avg household size	2.60	2.50	96.15%
Avg family hh size	3.14	3.09	98.41%
Avg non-family hh size	1.12	1.06	94.64%
Households By Count of Persons			
One	1,942	2,644	136.15%
Two	3,356	4,380	130.51%
Three or Four	3,225	3,840	119.07%
Five+	771	848	109.99%

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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	372	1,720	956
Northern Europe	44	156	98
Western Europe	61	172	70
Southern Europe	7	36	21
Eastern Europe	30	66	47
Other Europe	0	0	0
Eastern Asia	47	171	77
So. Central Asia	59	103	32
SE Asia	0	96	116
Western Asia	0	5	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	4	0
Middle Africa	0	2	1
Northern Africa	26	10	6
Southern Africa	0	3	21
Western Africa	0	5	1
Other Africa	0	0	0
Oceania	0	7	6
Caribbean	0	18	27
Central Amer.	8	526	307
South America	12	88	25
North America	78	252	101
Born at sea	0	0	0

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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	12,729	45,385	35,993
Spanish	195	1,118	725
Other Indo-Euro language	279	822	465
French (incl. Patois, Cajun)	61	266	159
French Creole	0	0	0
Italian	25	53	33
Portuguese	0	21	8
German	102	225	123
Yiddish	4	18	4
Other West Germanic	0	15	13
A Scandinavian Language	0	14	43
Greek	15	27	22
Russian	12	18	8
Polish	0	10	1
Serbo-Croatian	0	2	0
Other Slavic Language	0	2	1
Armenian	0	0	0
Persian	0	4	4
Gujarathi	60	73	2
Hindi	0	23	17
Urdu	0	17	15

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	29	6
Asian/PI languages	0	0	0
Chinese	51	41	35
Japanese	0	68	50
Korean	0	25	61
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	7	3
Laotian	0	17	0
Vietnamese	0	25	62
Other Asian	0	0	0
Tagalog	0	56	13
Other Pacific Is	0	0	23
Other languages	26	38	12
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	8	19	1
Arabic	18	3	0
Hebrew	0	0	0
African languages	0	10	11
Other unspecified	0	6	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	10,511	35,946	28,837
Arab	57	82	46
Armenian	0	14	35
Austrian	26	74	55
British	80	161	172
Canadian	59	162	92
Croatian	31	10	15
Czech	14	41	79
Czechoslovak	9	21	20
Danish	49	71	23
Dutch	141	406	412
English	1,562	3,960	3,188
European	83	551	440
Finnish	12	15	46
French (not Basque)	196	801	529
French Canadian	86	230	136
German	1,488	5,488	4,895
Greek	49	66	153
Hungarian	44	115	94
Iranian	0	11	7

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,412	3,096	2,803
Italian	527	1,550	1,370
Lithuanian	0	54	21
Norwegian	73	243	135
Polish	273	783	654
Portuguese	0	55	47
Romanian	16	39	24
Russian	17	99	158
Scandinavian	0	19	5
Scotch-Irish	566	2,259	1,827
Scottish	298	1,041	755
Slovak	0	20	71
Subsaharan African	0	203	117
Swedish	94	228	263
Swiss	32	70	35
Ukrainian	0	45	41
US/American	1,967	7,003	5,771
Welsh	57	202	123
West Indian	0	27	8
Yugoslavian	7	5	15
Other	1,188	6,626	4,157

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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 Demoscape 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?

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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.
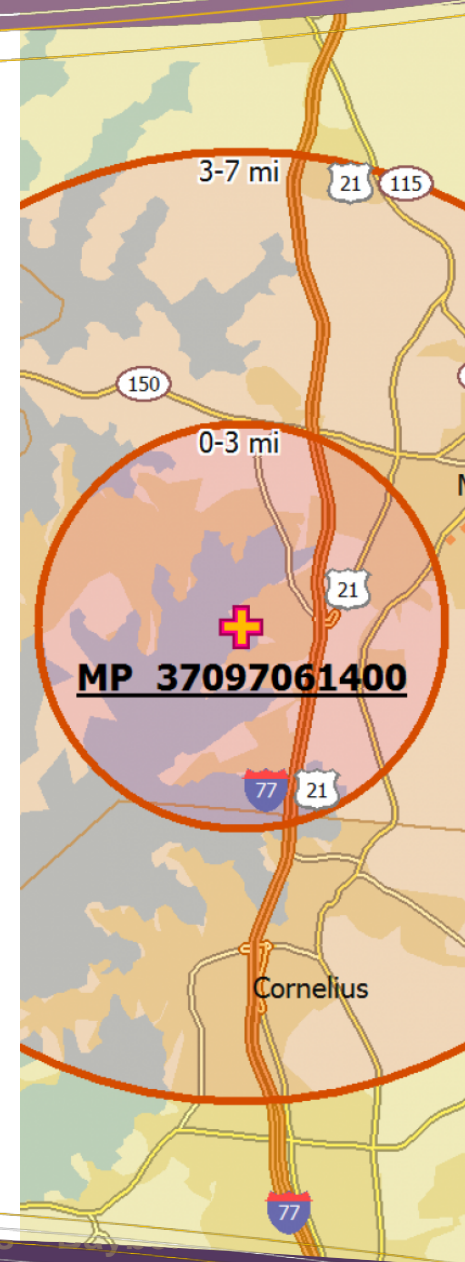
Unreached Households by Lifestyle Segment

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,294	100%	6,658	100%
AFFLUENT SUBURBIA	6,210	66.82%	4,363	65.53%
America's Wealthiest	219	2.36%	176	2.64%
Dream Weavers	2,393	25.75%	1,712	25.71%
White Collar Suburbia	28	0.3%	23	0.35%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	2,445	26.31%	1,693	25.43%
New Suburbia Fam.	1,125	12.1%	759	11.4%
UPSCALE AMERICA	764	8.22%	550	8.26%
Status Conscious Consumers	239	2.57%	168	2.52%
Affluent Urban Professionals	107	1.15%	86	1.29%
Urban Commuter Fam.	229	2.46%	154	2.31%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	189	2.03%	142	2.13%
SM TWN SUCCESS	1,185	12.75%	923	13.86%
Successful Urban Sprawl	172	1.85%	142	2.13%
2nd City Homebodies	968	10.42%	122	1.83%
Prime Middle America	0	0%	630	9.46%
Urban Optimists	45	0.48%	0	0%
Family Convenience	0	0%	29	0.44%
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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,294	100%	6,658	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	46	0.49%	33	0.5%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	43	0.46%	31	0.47%
Urban Advancement	3	0.03%	2	0.03%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	263	2.83%	180	2.7%
Steadfast Conservative	263	2.83%	180	2.7%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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	9,294	100%	6,658	100%
REMOTE AMERICA	225	2.42%	132	1.98%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	225	2.42%	132	1.98%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	585	6.29%	453	6.8%
Young Cosmopolitans	518	5.57%	406	6.1%
Minority Metro Communities	4	0.04%	3	0.05%
Stable Careers	42	0.45%	30	0.45%
Aspiring Hispania	21	0.23%	14	0.21%
RURAL VILLAGES & FARMS	15	0.16%	23	0.35%
Aspiring Hispania	0	0%	14	0.21%
Industrious Country Living	0	0%	0	0%
America's Farmland	12	0.13%	0	0%
Comfy Country Living	3	0.03%	7	0.11%
Small Town Connections	0	0%	2	0.03%
Hinterland Fam.	0	0%	0	0%

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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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,294	100%	6,658	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2	0.02%	1	0.02%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	2	0.02%	1	0.02%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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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?
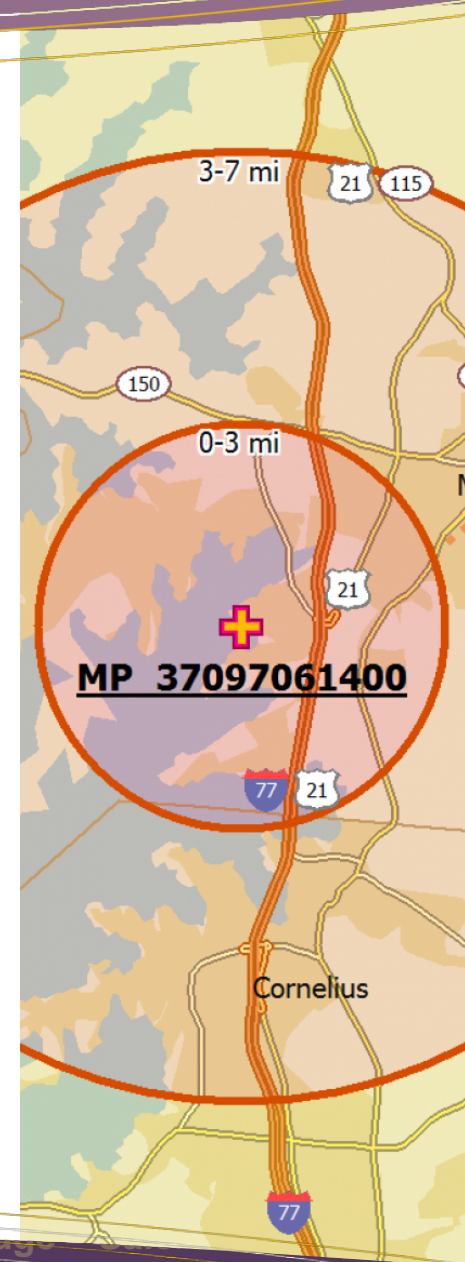
Potential Cultural Bridges

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, lignuistic, 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 comunity 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	90%	86%	87%
Use Comp. for Internet/E-mail	81%	73%	74%
Internet Use: E-Mail	69%	63%	63%
Use Comp. for Word Processing	62%	53%	54%
Use Comp. for Shopping	55%	47%	48%
Use Comp. for Banking	51%	43%	45%
Use Comp. for Comp. Games	50%	45%	46%
Use Comp. for Digital Camera Photo Editing	49%	43%	43%
Use Comp. for Education	45%	40%	40%
HH Owns DVD Player	42%	36%	37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	41%	37%	37%
Internet Use: Banking	39%	35%	36%
Use Comp. for News/Info./Data Service	38%	33%	33%
PC-Network-HH Has One	32%	27%	28%
Use Comp. for Personal Financial Mngmnt	25%	21%	22%
Use Comp. for Accounting	24%	21%	21%
Internet Use: Shopping: Gathered Info. for Shopping	22%	19%	18%
Use Comp. for Telecommuting	20%	16%	16%
Use Comp. for Filing/DB Mngmnt	19%	17%	17%
Internet Use: Travel Reservations	19%	16%	15%

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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	73%	71%	71%
Dining Out (Not Fast Food)	71%	66%	65%
Reading Books	62%	60%	59%
Go To A Beach/Lake	49%	44%	44%
Card Games	48%	45%	45%
Cooking for Fun	41%	40%	39%
Gardening	40%	37%	37%
Board Games	39%	36%	36%
Visit Museum	30%	27%	26%
Visit Zoo	26%	23%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	35%	33%	32%
None Of These	22%	21%	22%
Eye Dr.	22%	22%	21%
Backache	19%	21%	20%
High Cholesterol	18%	18%	17%
OB/GYN	15%	14%	15%
Hypertension/High Blood Pressure	15%	17%	16%
Acid Reflux Disease (GERD)	13%	13%	13%
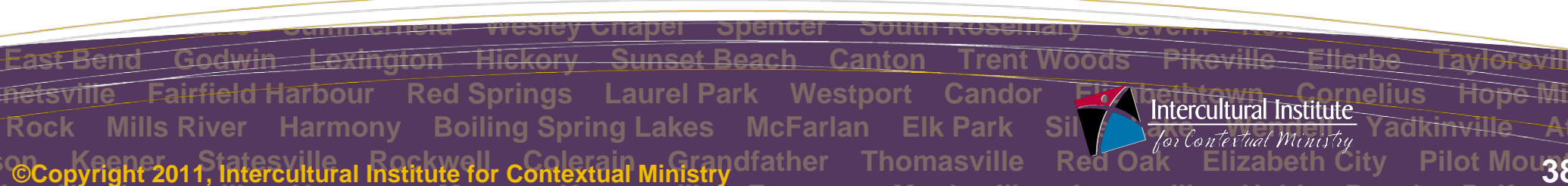
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Potential Cultural Bridges

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	37.07%	33.79%	33.29%
Live Theater	30.35%	27.07%	25.94%
Live Theater Most Often	25.04%	22.3%	21.29%
Rock/Pop Concerts Most Often	20.35%	18.07%	18.01%
Comedy Club	11.45%	10.95%	11.18%
Dance Performance	10.3%	10.01%	9.71%
Movies: Comedy	46.32%	44.26%	44.47%
Movies: Action/Adventure	45.63%	43.32%	43.6%
Movies: Romantic Comedy	25.9%	23.99%	23.6%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	25.49%	23.93%	23.66%
Movies: Fam.	24.34%	22.47%	22.75%
Movies: Mystery	18.32%	18.17%	18.08%
MLB Baseball Reg. Season	14.76%	12.37%	12.18%
College Football Reg. Season	11.49%	9.51%	9.59%
NFL Football Reg. Season	11.23%	9.54%	9.71%
College Basketball Reg. Season	7.96%	6.76%	6.81%
NBA Basketball Reg. Season	7.72%	6.23%	6.13%
NHL Hockey Reg. Season	5.7%	4.75%	4.79%

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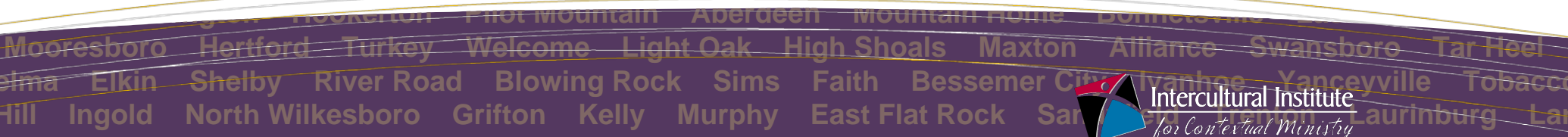
Potential Cultural Bridges

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	48.12%	45.72%	45.76%
Swimming	43.78%	39.55%	39.96%
Bowling	26.01%	23.94%	24.59%
Weight Training	24.61%	21.85%	21.84%
Golf	22.2%	18.46%	18.7%
Using Cardio Machine	21.47%	19%	19.35%
Billiards/Pool	21.11%	20.42%	20.99%
Jogging/Running	20.43%	18.69%	18.9%
Mountain/Road Biking	18.5%	15.75%	15.82%
Camping Trips	16.76%	15.57%	15.98%
Stationary Cycling	16.04%	14.37%	14.2%
Basketball	15.99%	15.63%	16.02%
Freshwater Fishing	15.89%	16.62%	16.97%
Backpacking/Hiking	13.67%	12.05%	11.97%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	12.22%	11.62%	11.46%
Power Boating	10.87%	9.27%	9.15%
Baseball	10.68%	10.6%	10.88%
Tennis	10.5%	9.52%	9.62%
Yoga	9.79%	8.86%	8.59%
Football	9.15%	9.38%	9.54%
Target Shooting	8.79%	8.27%	8.51%
Canoeing/Kayaking	8.58%	7.65%	7.37%
Downhill & X-Country Skiing	8.44%	7%	6.82%
Soccer	8.32%	7.93%	8.12%
Volleyball	8%	7.97%	8.14%
Saltwater Fishing	7.92%	7.99%	8.16%
Softball	7.68%	7.8%	7.85%
Hunting	7.27%	8.15%	8.48%

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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
Snorkeling	6.91%	6.03%	5.88%
Ice Skating	6.72%	6.04%	6%
Motorcycling	6.67%	6.19%	6.39%
Jet Skiing	6.58%	5.36%	5.56%
Roller Skating	5.82%	5.58%	5.66%
Water Skiing	5.75%	4.87%	5.07%
Horseback Riding	5.65%	5.85%	5.94%
Sailing	4.42%	3.87%	3.76%
Fly Fishing	4.31%	4.19%	4.15%
Martial Arts	4.12%	3.81%	3.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.9%	3.8%	3.82%
Rock Climbing	3.82%	3.54%	3.64%
Archery	3.65%	3.95%	4.05%
Snowboarding	3.55%	3.43%	3.45%
Auto Racing	3.22%	2.94%	2.99%
Snowmobiling	3.19%	3.26%	3.27%
Hockey	3.17%	3.16%	3.14%
Rowing	3.17%	2.92%	2.97%
Surfing & Windsurfing	2.91%	2.8%	2.76%
Skateboarding	2.68%	2.79%	2.81%

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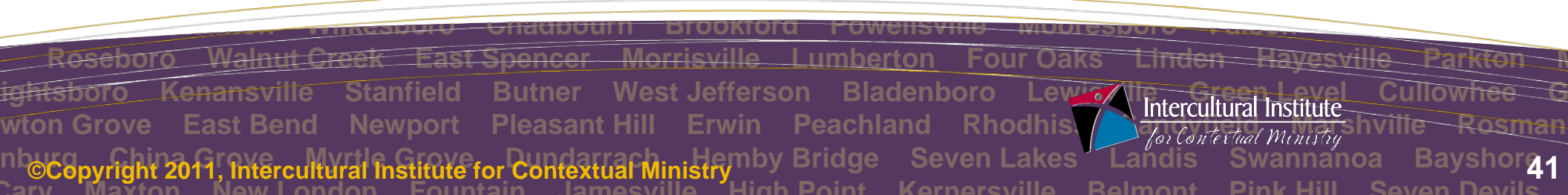
Potential Cultural Barriers -- Introduction (part 1)

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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
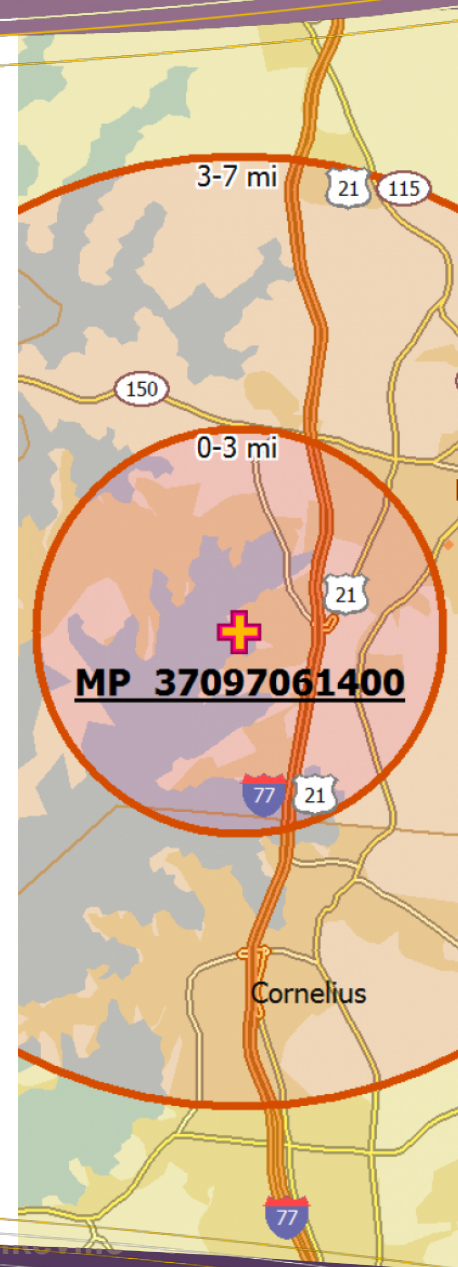
Potential Cultural Barriers -- Introduction (part 2)

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.
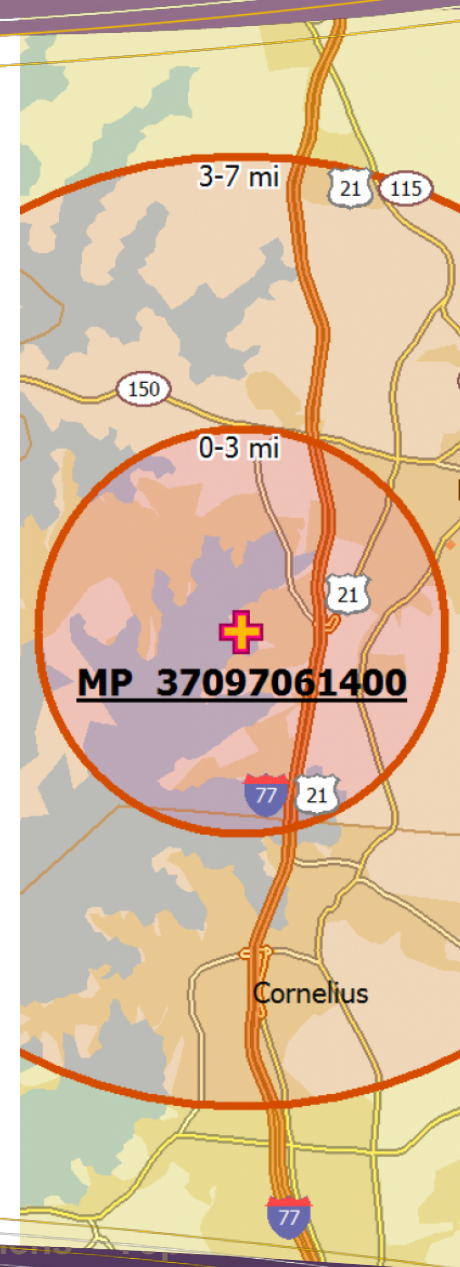
Potential Cultural Barriers:

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.
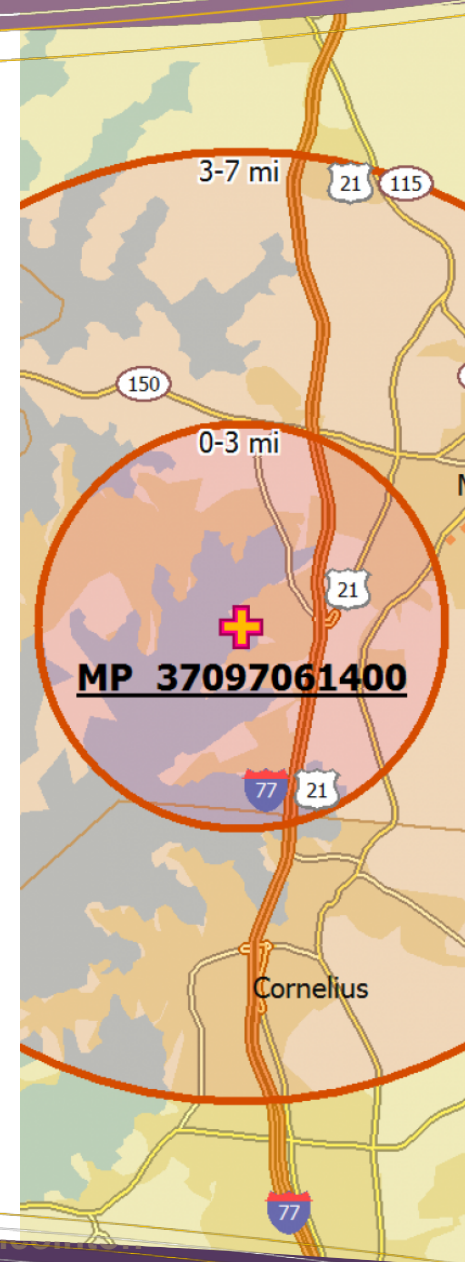
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	50%
Prefer To Have Few Possessions As Possible	42%	40%	38%
Find It Difficult To Say No To My Kids	41%	40%	41%
If Won Lottery Would Never Work Again	34%	33%	32%
Woman's Place Is In The Home	33%	34%	34%
Speak My Mind Even If It Upsets People	31%	33%	33%
Friends More Important Than My Fam.	28%	28%	27%
Like To Do Unconventional Things	27%	28%	28%
Like Control Over People And Resources	27%	30%	30%
Don't Judge People/Way They Live Life	27%	28%	28%
Money Is Best Measure Of Success	24%	25%	25%
Marijuana Should Be Legalized	23%	22%	22%

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

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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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.
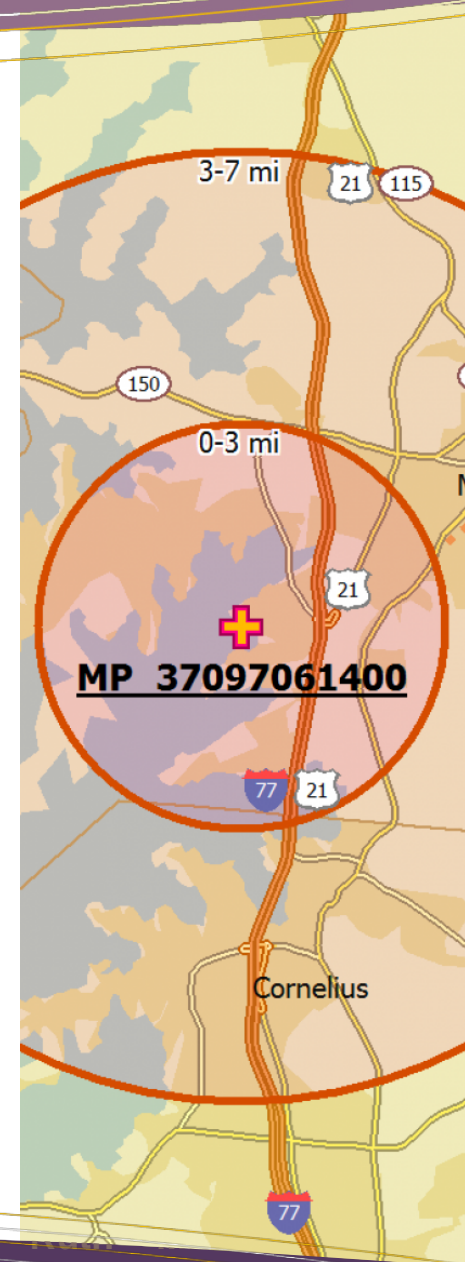
Potential Cultural Themes:

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	77%	72%	73%
You Should Seize Opportunities In Life	56%	58%	57%
Prefer To Have Few Possessions As Possible	42%	40%	38%
Like To Understand About Nature	39%	38%	38%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Important Feel Respected By My Peers	31%	32%	32%
People Have To Take Me As They Find Me	28%	27%	27%
Have Keen Sense Of Adventure	28%	28%	27%
Important To Juggle Various Tasks	24%	27%	27%
Worried About Pollution Caused By Cars	24%	23%	24%
Like To Just Enjoy Life	23%	23%	23%
Good At Fixing Things	23%	25%	25%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	17%	18%
Real Men Don't Cry	15%	16%	16%
Try Not To Worry About The Future	14%	14%	14%
Looking for New Ideas To Improve Home	14%	15%	15%
Is An Important Part Of Who I Am	13%	14%	14%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	6%	9%	9%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Like Spending Most Time With Fam.	4%	4%	5%
Feel Very Alone In The World	3%	4%	4%
Decor Particular Interest To Me	3%	3%	4%
Would Like To Set Up Own Business	3%	3%	3%

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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
Fam. Restaurants/Steak Houses-Visit Any	87.55%	85.47%	86.08%
Fast Food/Drive-In Restaurant-Visit Any	85.65%	85.5%	86.01%
McDonald's	58.67%	57.9%	58.43%
Applebee's	33.91%	31.91%	32.58%
Burger King	33.75%	34.62%	34.87%
Subway	33.23%	32.01%	32.63%
Wendy's	32.9%	31.75%	32.27%
Taco Bell	29.76%	29.46%	30.5%
Olive Garden	26.05%	23.3%	23.74%
Arby's	24.51%	23.83%	24.71%
Kentucky Fried Chicken (KFC)	24.45%	25.89%	26.18%
Starbucks	22.04%	18.42%	18.38%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chili's Grill and Bar	21.97%	18.36%	18.67%
Outback Steakhouse	19.83%	17.85%	18.12%
Pizza Hut	19.55%	20.42%	20.79%
Chick-Fil-A	19.07%	17.52%	18.37%
Cracker Barrel	17.43%	16.39%	16.91%
Red Lobster	16.41%	16.46%	16.32%
Dairy Queen	16.39%	16.28%	16.28%
TGI Friday's	16.26%	14.9%	14.94%
Panera Bread	15.77%	12.63%	12.22%
IHOP (International House Of Pancakes)	15.49%	15.18%	15.17%
Quiznos Sub	14.72%	12.92%	12.99%
Sonic	14.41%	13.56%	14.41%

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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!

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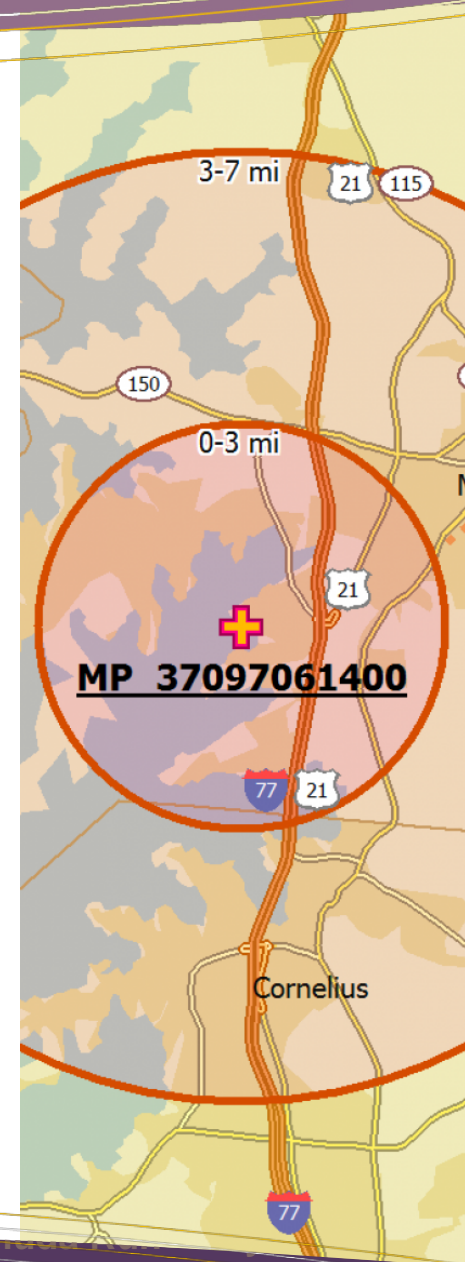
Potential Shared Projects

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.
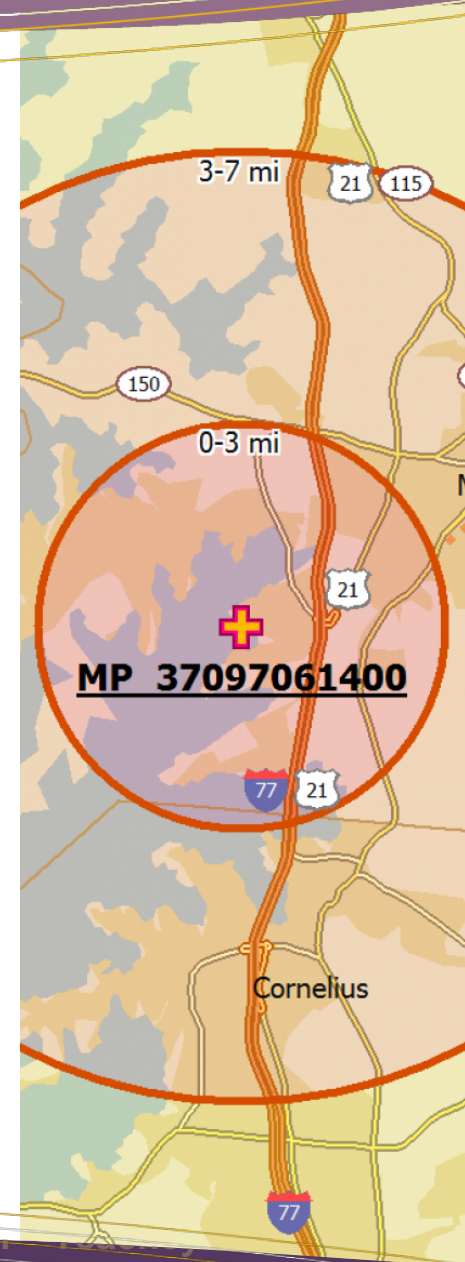
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	55.42%	52.64%	51.96%
Recycled products	47.27%	43.11%	42.83%
Worked as volunteer (non political)	24.37%	21.43%	21.25%
Engaged in fund raising	14.77%	13.37%	12.96%
Wrote to elected offcl about publ bus	8.71%	7.95%	7.8%
Religious club member	8.61%	8.48%	8.42%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	7.67%	6.91%	6.74%
Charitable Organization	7.33%	6.88%	6.58%
Addressed a public meeting	6.86%	6.04%	6%
Took active part in local civic issue	6.05%	5.92%	5.73%
Union member	5.51%	5.6%	5.5%
Wrote to editor of mag or newspaper	5.39%	4.98%	4.98%

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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	24.69%	22.14%	21.88%
Children's Books	16.61%	15.46%	15.58%
Mystery	16.13%	14.35%	14.35%
Cookbooks	12.3%	11.65%	11.57%
History	10.07%	9.02%	9.04%
Personal/Business Self-help	9.95%	8.97%	9.07%
Religious (not Bibles)	9.38%	9.48%	9.63%
Biography	8.99%	8.33%	8.19%
Romance	8.07%	7.46%	7.65%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	74.58%	72.47%	71.83%
Gen. Editorial	49.25%	49.4%	48.52%
Womens	44.56%	44.46%	44.5%
Service	42.86%	39.91%	39.96%
Business/Finance	26.18%	24.02%	23.36%
Mens	19.29%	19.51%	19.59%
Sports	18.84%	17.32%	17.25%
Parenthood	14.58%	13.94%	14.36%
Health	13.1%	13.35%	13.49%

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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 particpation 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	60.76%	58.72%	58.86%
Business/Finance	39.51%	35.78%	35.37%
Sport	36.46%	34.94%	34.99%
Editorial Page	33.89%	32.68%	32.33%
Movie Listings & Reviews	30.21%	28.67%	28.5%
Classified	29.96%	30.6%	31%
Comics	28.55%	27.74%	27.61%
Food/Cooking	28.49%	27.44%	27.24%
Travel	26.75%	24.34%	24.15%
Home/Gardening	26.47%	24.77%	24.62%
TV/Radio Listings	24.78%	24.58%	24.28%
Science/Technology	22.97%	21.15%	20.79%
Fashion	16.06%	15.96%	15.82%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	22.03%	20.14%	20.76%
News/Talk	20.41%	17.1%	16.8%
Country	20%	19.64%	21.12%
CHR Contemp Hit Radio	17.28%	17.73%	18%
Rock	14.78%	13.4%	13.46%
Alternative	13.89%	12.32%	12.71%
Classic Rock	13.76%	11.72%	11.92%
Oldies	12.81%	12.11%	11.85%
Soft Contemporary	9.91%	8.67%	8.85%
All News	8.45%	8.45%	7.76%
Variety	7.89%	8.55%	8.22%
Religious	7.65%	7.09%	7.15%
Sports	7.01%	5.94%	6%
Urban Contemporary	6.72%	11.56%	10.86%
All Talk	6.48%	5.76%	5.63%
Classic Hits	6%	5.15%	5.26%
Public	5.69%	4.7%	4.53%
Classical	5.6%	5.24%	4.95%

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	72.21%	69.05%	69.32%
Satellite Dish	62.58%	57.63%	58.65%
Soapnet	55.58%	53.87%	54.06%
Comedy Central	45.77%	40.47%	39.98%
Sci-Fi Channel	41.47%	39.71%	39.73%
Other Video-On-Demand	40.28%	41.05%	41.63%
MSNBC	37.87%	35.8%	35.96%
Adult Pay Per View TV	35.27%	33.83%	34.05%
Hallmark Channel	34.14%	30.77%	30.86%
TV Info From Sunday TV Magazine	33.88%	32.02%	32.2%
ESPN Classic	33.86%	29.25%	28.87%
ABC Fam.	33.79%	30.6%	30.6%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	33.1%	30.47%	31.29%
Video-On-Demand Movies	33.08%	28.46%	28.94%
The Golf Channel	32.31%	28.85%	28.71%
Nickelodeon	31.79%	30.64%	31.12%
Subscribe Digital Cable	31.31%	30.28%	30.09%
TCM (Turner Classic Movies)	30.06%	28.17%	28.12%
USA Network	29.97%	27.93%	27.8%
TV Info From Newspapers	29.95%	28.48%	28.77%
Nick At Nite	29%	27.87%	28.37%
ESPN2	28.67%	26.85%	26.81%
ESPN News	28.67%	24.74%	24.34%
Encore	27.99%	23.74%	24.45%

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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.
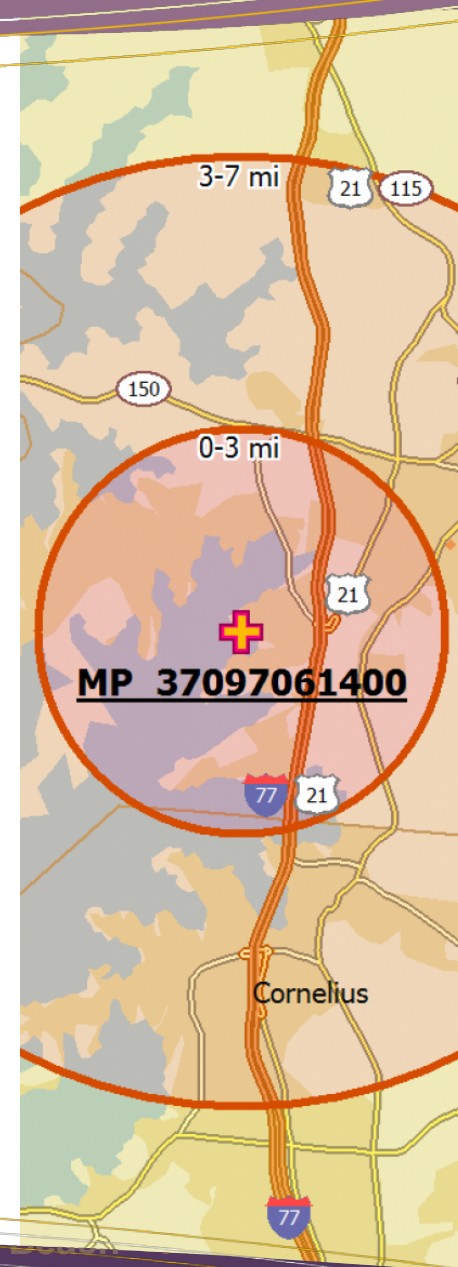
Potential Print Media Usage:

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+)	27.17%	24.61%	24.46%
Medium Users (4-6)	13.82%	12.66%	12.85%
Light Users (1-3)	21.67%	21.16%	21.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.23%	1.3%
Newspaper II	1.09%	1.23%	1.22%
Newspaper III	2.35%	2.38%	2.55%
Newspaper IV	0.46%	0.56%	0.65%
Newspaper V (Light)	1.08%	1.07%	1.08%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.36%	20.21%	20.9%
Magazines II	8.02%	8.68%	9.11%
Magazines III	9.77%	9.9%	10.2%
Magazines IV	12.54%	11.98%	12.25%
Magazines V (Light)	0.74%	0.74%	0.64%
Outdoor I (Heavy)	6.11%	6.93%	6.7%
Outdoor II	2.43%	2.53%	2.32%
Outdoor III	3.22%	3.3%	3.24%
Outdoor IV	13.55%	14.85%	14.87%
Outdoor V (Light)	23.7%	24.58%	24.07%
Yellow Pages I (Heavy)	11.93%	13.16%	13.05%
Yellow Pages II	5.07%	5.98%	5.77%
Yellow Pages III	4.38%	4.92%	4.52%
Yellow Pages IV	17.91%	20.25%	20.15%
Yellow Pages V (Light)	2.25%	2.75%	2.59%

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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 Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.52%	2.76%	2.81%
Drive Time III (Medium)	0.71%	0.75%	0.67%
Radio IV & V (Light)	2.13%	2.13%	2.04%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.79%	10.18%	10.59%
Radio III (Medium)	5.18%	5.23%	5.47%
Radio IV & V (Light)	3.14%	3.3%	3.28%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	19.73%	17.59%	17.52%
Cable III (Medium)	4.67%	4.49%	4.44%
Cable IV & V (Light)	31.54%	32.74%	32.7%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.92%	3.26%	3.25%
Prime Time III (Medium)	1.77%	1.92%	2.1%
Prime Time IV & V (Light)	9.3%	9%	9.72%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.75%	40.79%	40.64%
Fringe III (Medium)	46.61%	49.42%	49.3%
Fringe IV (Light)	53.34%	54.7%	54.23%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.46%	12.1%	12.15%
All Day III (Medium)	22.5%	23.21%	23.14%
All Day IV (Light)	12.37%	13.22%	12.8%

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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]	14.29%	13.27%	13.12%
6:00am - 10:00am	23.6%	21.11%	20.8%
10:00am - 3:00pm	6.46%	7.01%	6.9%
3:00pm - 7:00pm	13.45%	13.42%	13.47%
7:00pm - Midnight	16.75%	15.45%	15.07%
Midnight - 6:00am	5.48%	5.66%	5.46%
Weekend Radio Listeners			
Dayparts [summary]	16.21%	15.33%	15.43%
6:00am - 10:00am	5.45%	5.01%	4.86%
10:00am-3:00pm	8.18%	7.45%	7.51%
3:00pm - 7:00pm	7.97%	7.39%	7.4%
7:00pm - Midnight	11.12%	10.47%	10.3%
Midnight - 6:00am	12.31%	11.82%	11.46%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	13.03%	11.1%	11.34%
Saturday: 8:00-11:00pm	9.19%	8.73%	8.5%
Sunday: 7:00-11:00pm	12.92%	11.5%	11.8%
9:00am-1:00pm	29%	27.87%	28.37%
9:00am-4:00pm	32.9%	31.84%	32.27%
4:00pm-7:00pm	36.02%	33.18%	32.91%
11:00pm-1:00am	44.82%	43.31%	43.58%
AVG Prime time Mon-Sun	3.39%	3.42%	3.33%
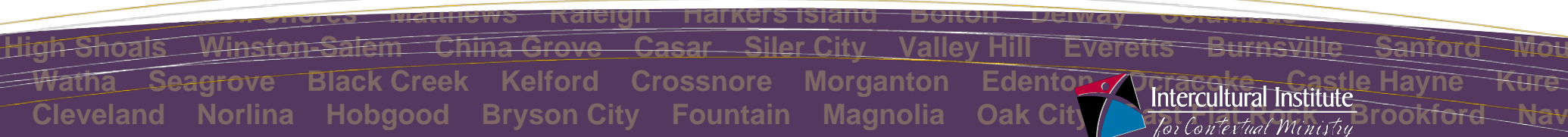
Potential Weekday & Weekend TV Media Usage:

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	21.92%	19.84%	19.51%
7-9am	28.67%	26.85%	26.81%
9am-12noon	24.6%	23.78%	24.24%
12noon-4pm	8.3%	8.07%	8.02%
4-6pm	63.88%	57.97%	57.71%
6-7pm	20.63%	19.87%	20.2%
7-7:30pm	1.64%	1.63%	1.63%
7:30-8pm	11.28%	11.42%	11.53%
8-11pm	13.03%	11.1%	11.34%
11pm-12am	37.87%	35.8%	35.96%
11pm-1am	44.82%	43.31%	43.58%
1-6am	38.36%	35.6%	35.37%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	24.67%	22.37%	22.17%
Sat: 10am-1pm	10.34%	9.54%	9.48%
Sat: 1-4pm	28.22%	26.99%	27.3%
Sat: 4-6pm	8.48%	8.07%	8.19%
Sat: 6-7pm	2.78%	2.46%	2.28%
Sat: 7-8pm	1.79%	1.47%	1.35%
Sat: 8-11pm	9.19%	8.73%	8.5%
Sat: 11pm-1am	5.33%	5.46%	5.31%
Sat: 1am-7pm	29.97%	27.93%	27.8%
Sun: 7-10am	1.84%	2.02%	2.03%
Sun: 10am-1pm	7.56%	7.06%	7.14%
Sun: 1-4pm	8.6%	7.46%	7.66%
Sun: 4-7pm	17.61%	15.58%	15.98%
Sun: 7-11pm	12.92%	11.5%	11.8%
Sun: 11pm-1am	6.15%	5.84%	6.08%
Sun: 1-7am	28.06%	25.26%	25.52%

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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.

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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
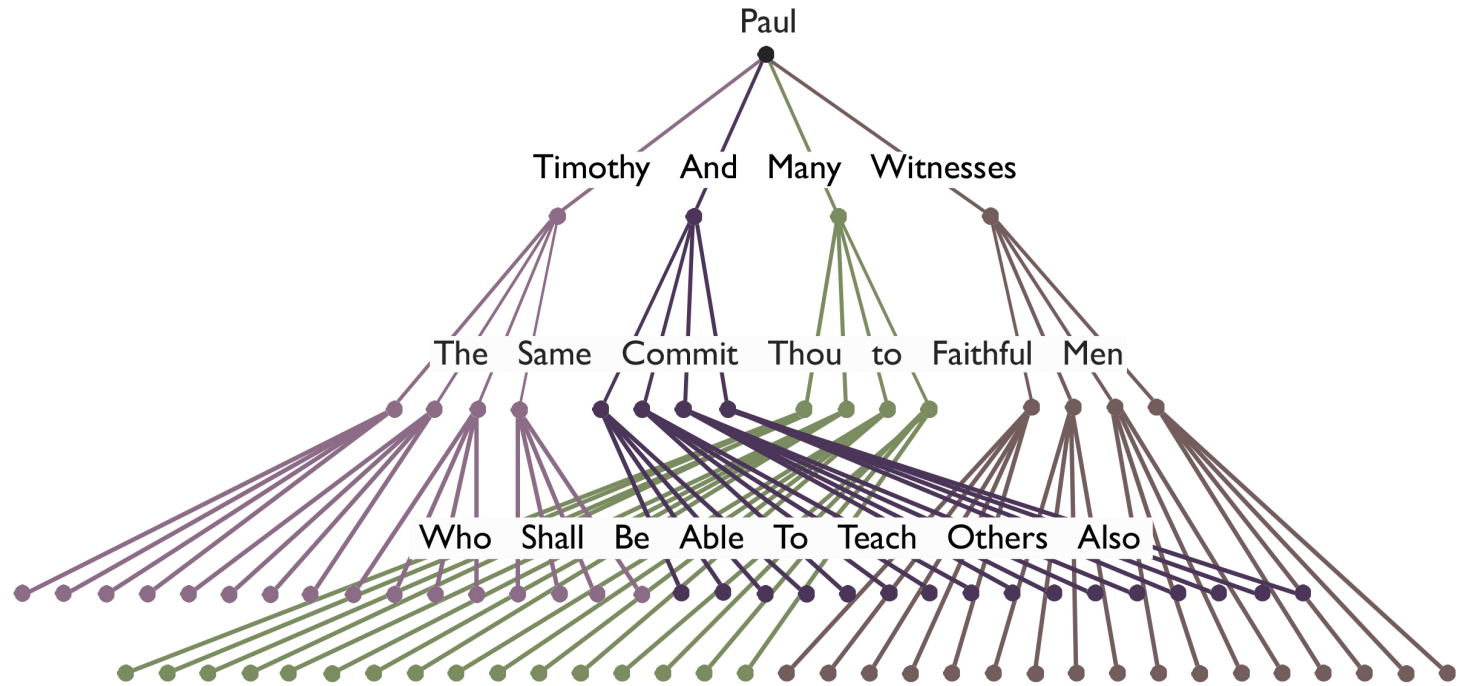
Issues for Your Consideration

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 ths 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 disciplemaking 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

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

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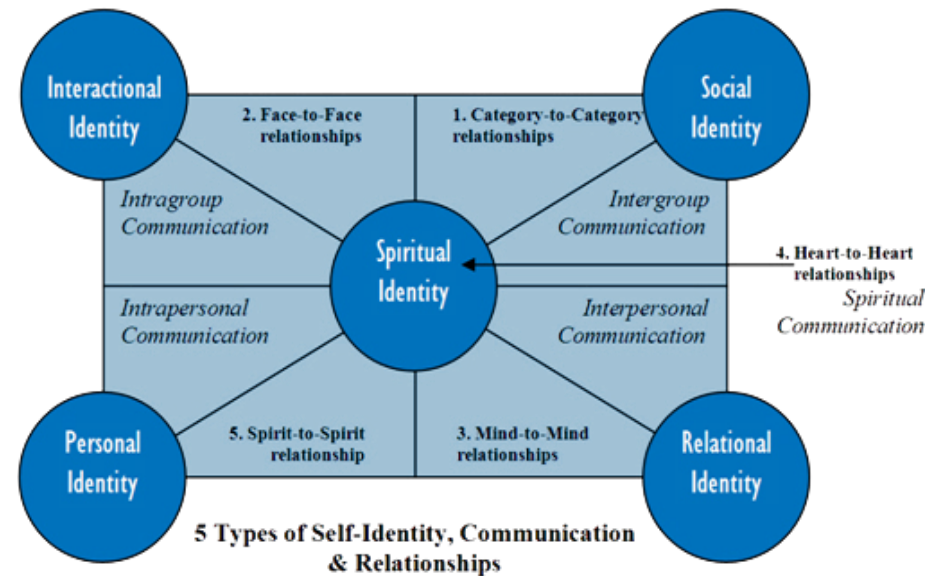*for Contextual Ministry*

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.

5 Types of Self-Identity, Communication & Relationships

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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 spirituallity of this particular location. This report relects 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

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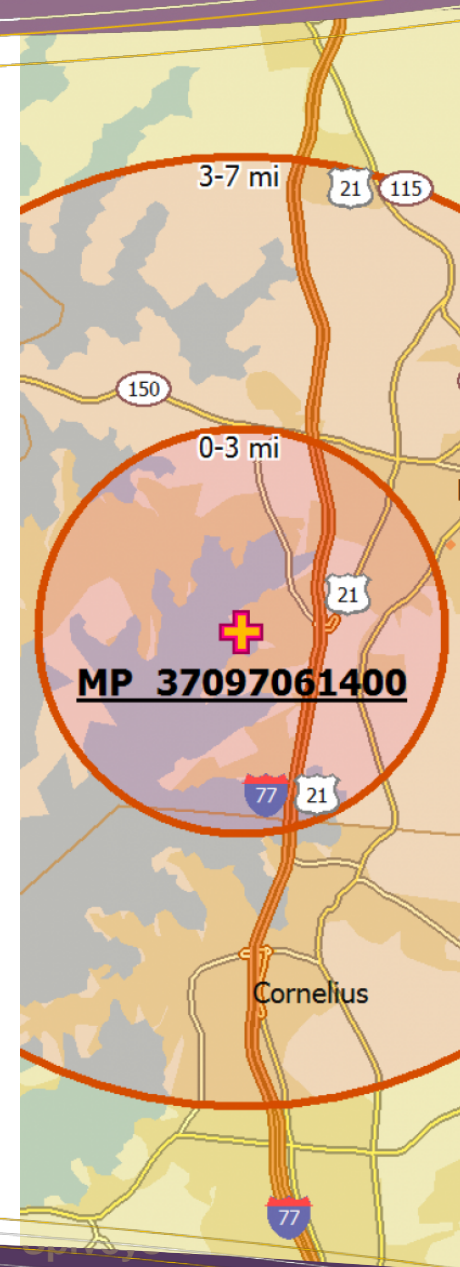
Notes and Sources

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.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Cove - Mooresville	197 Lanetree Rd Mooresville, NC 28117	1.15 mi	0	Insufficient Data
2	Peninsula - Mooresville	687 Brawley School Rd Mooresville, NC 28117	1.39 mi	731	Declining
3	Trinity Baptist Church	121 Rolling Hill Rd Ste 214 Mooresville, NC 28117	2.53 mi	140	Insufficient Data
4	Berea - Mooresville	1015 River Hwy Mooresville, NC 28117	2.81 mi	148	Plateauing
5	Southside - Mooresville	525 S Broad St Mooresville, NC 28115	3.75 mi	325	Plateauing
6	Rockwell - Mooresville	133 Rockwell Loop Mooresville, NC 28115	4.35 mi	0	Insufficient Data
7	Mooresville First - Mooresville	150 S Church St Mooresville, NC 28115	4.44 mi	393	Plateauing
8	Primera Iglesia Bautista De Mooresville	150 S Church St Mooresville, NC 28115	4.44 mi	0	Insufficient Data
9	Shepherd - Mooresville	2210 Charlotte Hwy Mooresville, NC 28117	4.55 mi	0	Insufficient Data
10	Whitman Park - Mooresville	118 Whitman Cir Mooresville, NC 28115	5.21 mi	80	Insufficient Data
11	Grace Fellowship	691 Brookwood St Mooresville, NC 28115	5.49 mi	105	Insufficient Data
12	Cornelius First - Cornelius	21007 Catawba Ave Cornelius, NC 28031	5.64 mi	93	Plateauing
13	Terrell - Sherrills Ford	4146 Slanting Bridge Rd Sherrills Ford, NC 28673	6.00 mi	83	Growing
14	Harvest Cove Community Church - Sherrills	3929 Chevlot Hills Rd Sherrills Ford, NC 28673	6.28 mi	0	Insufficient Data
15	Mosaic-Lake Norman	11216 Heritage Green Dr Cornelius, NC 28031	6.70 mi	0	Insufficient Data

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Westport - Denver	2372 Lake Shore Rd S Denver, NC 28037	7.63 mi	299	Growing
17	Hopewell - Davidson	18841 Davidson Concord Rd Davidson, NC 28036	7.87 mi	194	Plateauing
18	Denver - Denver	3545 North Highway 16 Denver, NC 28037	7.99 mi	557	Growing
19	Fallstown - Troutman	242 State Park Rd Troutman, NC 28166	8.08 mi	144	Growing
20	Lake Norman - Huntersville	7921 Sam Furr Rd Huntersville, NC 28078	8.18 mi	750	Growing
21	Wiggins Road - Mooresville	188 Wiggins Rd Mooresville, NC 28115	8.59 mi	62	Insufficient Data
22	Amity - Iron Station	881 Amity Church Rd Denver, NC 28037	8.61 mi	80	Declining
23	Ostwalt - Troutman	198 Ostwalt Amity Rd Troutman, NC 28166	8.64 mi	188	Plateauing
24	Bethel - Statesville	1162 E Monbo Rd Statesville, NC 28677	8.67 mi	129	Plateauing
25	Christ Community - Huntersville	16301 Old Statesville Rd Huntersville, NC 28078	9.19 mi	900	Insufficient Data
26	Olivet - Long Island	7893 Monbo Rd Catawba, NC 28609	9.24 mi	272	Declining
27	Watermark	303 West Ave Troutman, NC 28166	9.44 mi	0	Insufficient Data
28	Edwards Road - Kannapolis	8865 Unity Church Rd Mooresville, NC 28115	9.44 mi	0	Insufficient Data
29	West Corinth - Mooresville	120 Corinth Church Rd Mooresville, NC 28115	9.49 mi	99	Plateauing
30	Troutman - Troutman	305 Perry Rd Troutman, NC 28166	9.51 mi	320	Plateauing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	New Hope - Denver	532 N Little Egypt Rd Denver, NC 28037	10.47 mi	70	Growing
32	Union Grove - Huntersville	6431 Cashion Rd Huntersville, NC 28078	10.74 mi	43	Insufficient Data
33	Huntersville First - Huntersville	119 N Old Statesville Rd Huntersville, NC 28078	10.75 mi	550	Declining
34	Mathis Chapel - Catawba	1786 Mathis Church Rd Catawba, NC 28609	10.81 mi	136	Plateauing
35	Korean Christian Fellowship	401 Huntersville Concord Rd Huntersville, NC 28078	10.83 mi	0	Insufficient Data
36	Fellowship - Statesville	2306 Buffalo Shoals Rd Statesville, NC 28677	10.86 mi	73	Insufficient Data
37	Fresh Start	11721 Eastfield Rd Huntersville, NC 28078	11.03 mi	0	Insufficient Data
38	Mountain View - Maiden	5045 E Maiden Rd Maiden, NC 28650	11.09 mi	216	Plateauing
39	Mountain Road - Statesville	132 Compton Park Rd Statesville, NC 28677	11.65 mi	171	Plateauing
40	Lakehaven Community - Huntersville	11925 Lakehaven Dr Huntersville, NC 28078	12.18 mi	0	Insufficient Data
41	Insight Outreach - Troutman	2327 S Avenue Statesville, NC 28677	12.35 mi	40	Declining
42	Shady Grove - Statesville	3327 Amity Hill Rd Statesville, NC 28677	12.44 mi	63	Plateauing
43	Beulah - Statesville	1851 Old Mountain Rd Statesville, NC 28677	12.46 mi	413	Declining
44	Hudson Chapel - Catawba	6474 Hudson Chapel Rd Catawba, NC 28609	12.55 mi	75	Plateauing
45	Pathway Fellowship Church	6253 Mooresville Rd Kannapolis, NC 28081	12.57 mi	0	Insufficient Data

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6 Wateroak Court
North Augusta, SC 29841

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

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CONTACT US:

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