MissionSite
top unreached locations

FOREST CITY, NC

CENSUS TRACT: 37161960800
REGION: Region 8: Catawba
COUNTY: Rutherford
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
Caring. Sharing. Daring.

MissionSite (TM)
Table of Contents

Intercultural Institute
*for Contextual Ministry*

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	37161	Rutherford
4	Zipcode	28043	Rutherford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000

Intercultural Institute
for Contextual Ministry
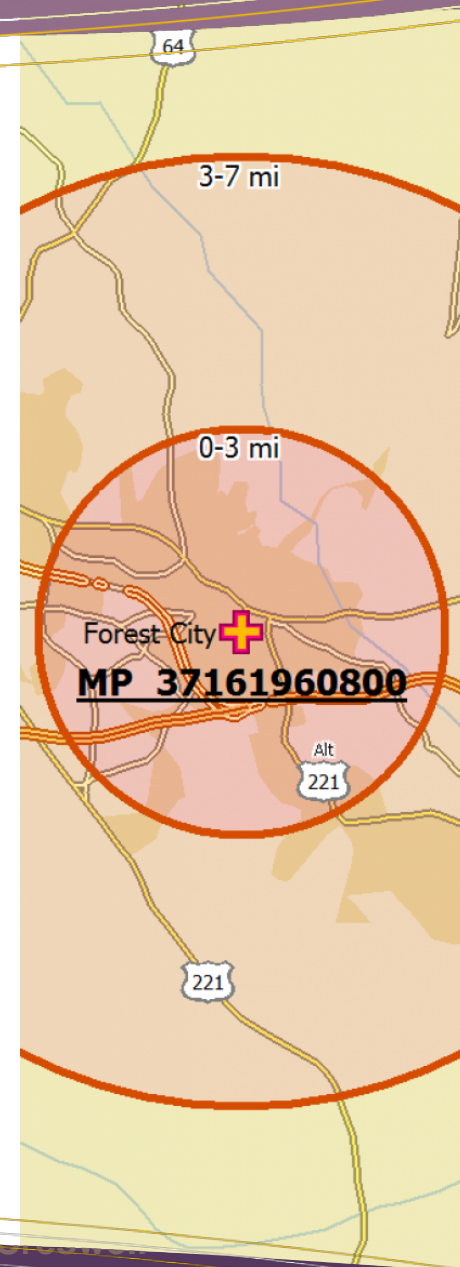
Site Location Summary - Map of the Site Location
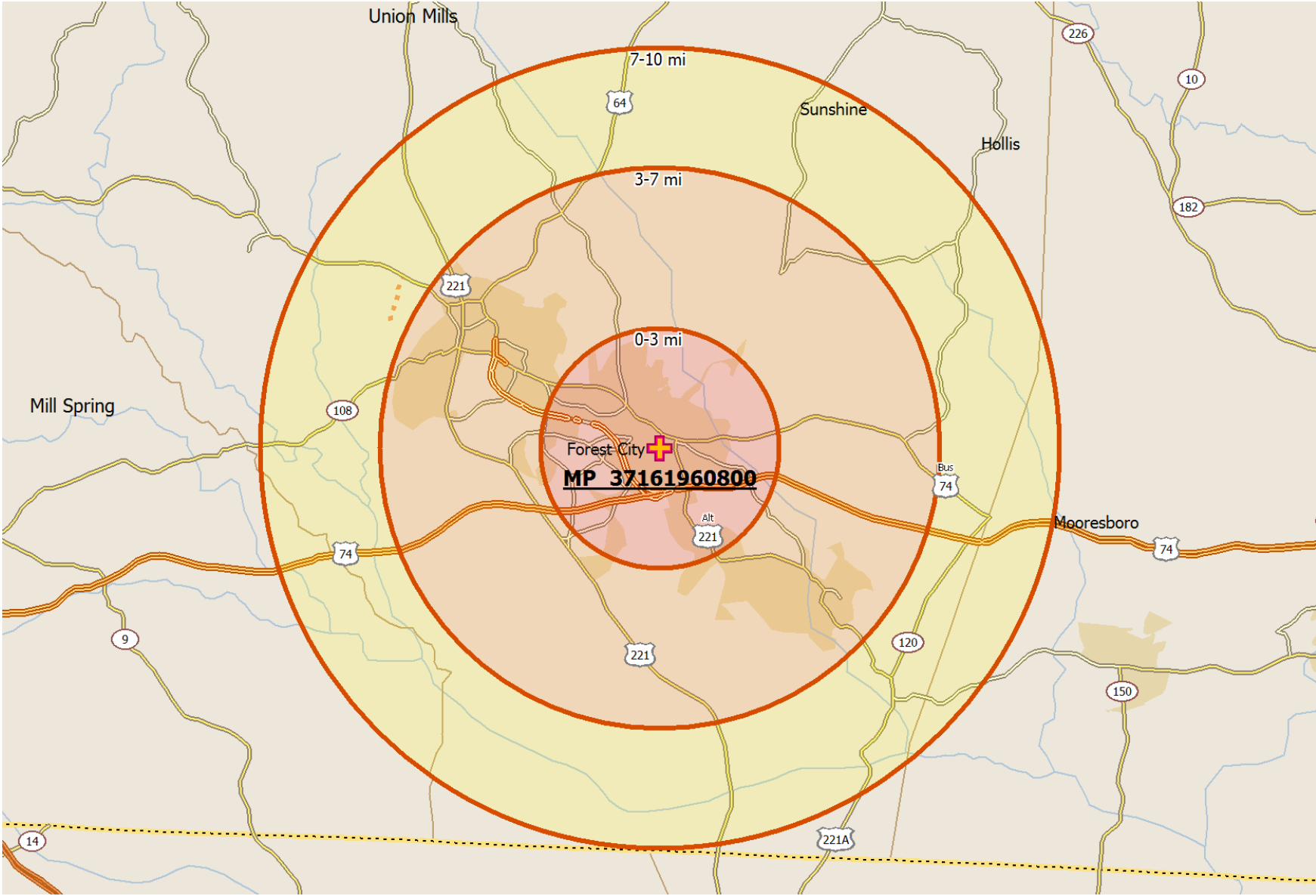
Site Location Summary - Urbanicity

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	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

Intercultural Institute
for Contextual Ministry

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	12,642	29,357	13,187
2010 Households	5,540	12,415	5,499
2010 Group Quarters Population	368	973	139

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	28	17
Language Diversity National Index	17	10	13
Foreign Born Diversity National Index	13	28	21
Ancestry Diversity National Index	35	59	62
Racial Diversity National Index	51	26	22

Intercultural Institute
for Contextual Ministry
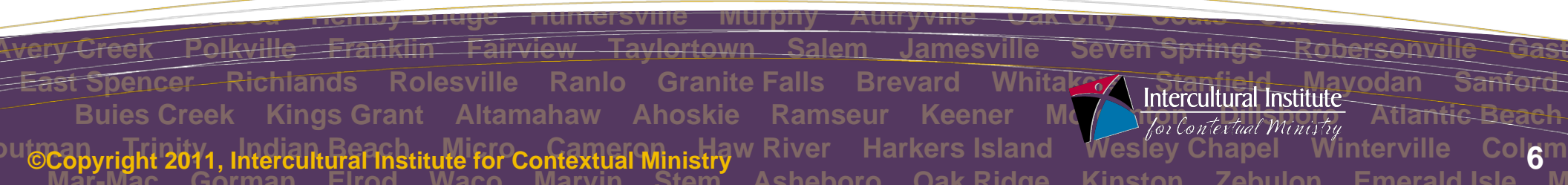
Site Location Summary - County Environment

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

Intercultural Institute
for Contextual Ministry

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	178	3.21%
Mainstay Communities	Established, Diverse Households	478	8.63%
Working Communities	Blue-collar, Working Families	2,551	46.05%
Country Communities	Rural, Agri. & Mining Families	446	8.05%
Aspiring Communities	Young Singles / Aspiring-Multihousing	545	9.84%
Urban Communities	High Density, Inner-city Neighborhoods	1,344	24.26%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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	16,678	3,733	22.38%
Unreached %	61.53%	67.38%	109.51
Religious But NOT Evangelical HH	3,661	971	26.53%
Religious But NOT Evangelical %	13.5%	17.53%	129.82
Spiritual But NOT Relig or Evang HH	2,548	536	21.04%
Spiritual But NOT Relig or Evang %	9.4%	9.68%	102.94
Not Evangelical, Not Interested HH	10,526	2,265	21.52%
Not Evangelical, Not Interested %	38.83%	40.88%	105.28

Intercultural Institute
for Contextual Ministry

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	90	22	24.44%
Active BCNC Attenders	9,679	2,267	23.42%
Active Evangelical Households	6,866	1,191	17.35%
Active Evangelical Percent	25.33%	21.50%	84.89
Inactive Evangelical Households	3,563	618	17.34%
Inactive Evangelical Percent	13.15%	11.15%	84.83
# New Churches Needed	0	0	0%

Intercultural Institute
for Contextual Ministry

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
1	Florence	0.15 mi	450	Growing
2	Harmon Street	0.36 mi	71	Declining
3	Faith	0.41 mi	52	Growing
4	Forest City First - Forest City	0.47 mi	228	Declining
5	Harvest House	0.77 mi	49	Insufficient Data
6	Crestview	0.85 mi	272	Plateauing
7	New Generation Christian	1.19 mi	0	Insufficient Data
8	Sulphur Springs - For	1.19 mi	90	Plateauing
9	Forest Lake	1.19 mi	46	Declining
10	Cornerstone Fellowship - Forest City	1.19 mi	0	Insufficient Data
11	Mount Pleasant - For	1.19 mi	219	Growing
12	New Bethel - Forest C	1.19 mi	85	Declining
13	Long Branch Road - Forest City	1.19 mi	64	Plateauing
14	Chase	1.19 mi	0	Insufficient Data
15	Johnson Memorial - Forest City	1.81 mi	36	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Glenwood	1.94 mi	73	Plateauing
17	Bethany	2.16 mi	197	Declining
18	Smith Grove - Forest	2.36 mi	72	Declining
19	New Beginnings	2.37 mi	0	Insufficient Data
20	Sandy Mush - Forest City	2.75 mi	57	Declining
21	Concord	2.85 mi	106	Plateauing
22	Bostic First	2.86 mi	100	Plateauing
23	Adaville - Spindale	3.18 mi	240	Plateauing
24	Iglesia Bautista Cristo Vive - Forest Cit	3.19 mi	97	Insufficient Data
25	New Hope	3.19 mi	0	Insufficient Data
26	Pilgrim - Ellenboro	3.26 mi	25	Declining
27	Spindale First - Spindale	4.05 mi	91	Declining
28	Spencer - Spindale	4.35 mi	176	Declining
29	Main Street - Spindale	4.36 mi	94	Plateauing
30	Corinth	4.40 mi	150	Plateauing

Intercultural Institute
for Contextual Ministry

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.
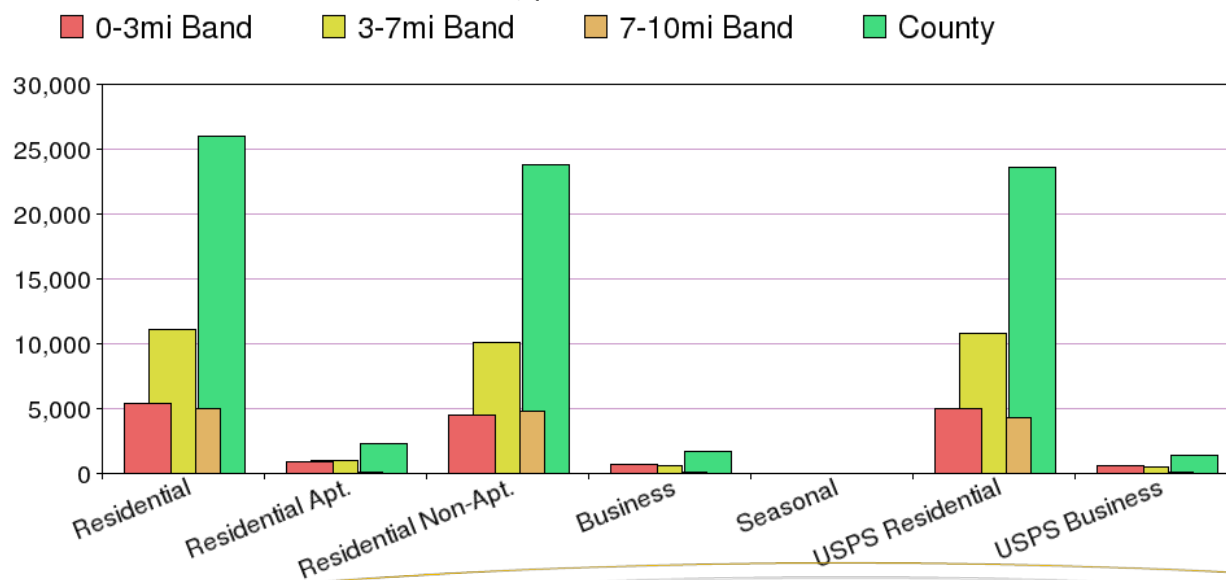
Current Demographic Summary

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	56,929	14,373	25.25%
2000 Population	62,899	13,348	21.22%
2010 Population	63,570	12,642	19.89%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	22,202	5,709	25.71%
2000 Households	25,191	5,503	21.85%
2010 Households	27,108	5,540	20.44%

Location Types in this MissionSite

Location Type	0-3mi Band
Residential	5,405
Residential Apt.	881
Residential Non-Apt.	4,524
Business	675
Seasonal	0
USPS Residential	4,953
USPS Business	585

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.
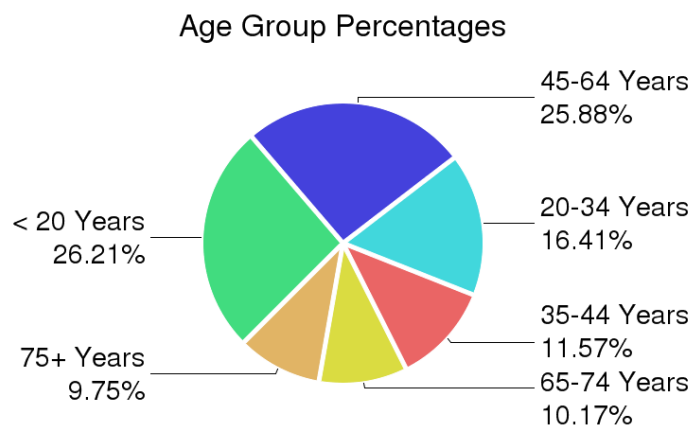
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	5.84%	112.52
4-5 Years	2.5%	2.4%	96
6-8 Years	3.7%	3.71%	100.27
9-11 Years	3.74%	3.69%	98.66
12-13 Years	2.52%	2.74%	108.73
14-17 Years	5.12%	5.09%	99.41
18-19 Years	2.57%	2.74%	106.61
0-5 Years	7.7%	8.24%	107.01
6-12 Years	8.7%	8.79%	101.03
13-19 Years	8.95%	9.18%	102.57
< 20 Years	25.35%	26.21%	103.39
20-34 Years	16.25%	16.41%	100.98
35-44 Years	12.49%	11.57%	92.63
45-64 Years	27.8%	25.88%	93.09
65-74 Years	9.89%	10.17%	102.83
75+ Years	8.22%	9.75%	118.61
Median Age	42	40	94.44
Median Age (Male)	40	37	92.78
Median Age (Female)	43	42	96.32

Age Group Percentages

- 45-64 Years 25.88%
- 20-34 Years 16.41%
- 35-44 Years 11.57%
- 65-74 Years 10.17%
- 75+ Years 9.75%
- < 20 Years 26.21%

Intercultural Institute
for Contextual Ministry

Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.
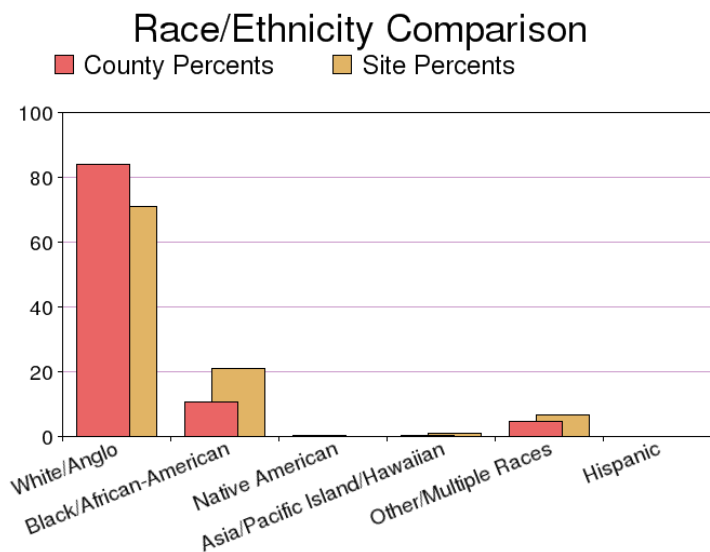
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	83.97%	71.03%	84.6
Black, African-American	10.78%	21.1%	195.75
Native American	0.23%	0.15%	65.89
Asian	0.44%	0.83%	187.23
Pacific Island, Hawaiian	0.04%	0.09%	240.49
Other/Multiple Races	4.55%	6.8%	149.53
Hispanic	0%	4.3%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	43,948	8,590	
Less than 9th Grade	5.15%	6.07%	84.94
No High School Diploma	12.91%	14.63%	88.21
High School Graduate	35.49%	34.13%	103.99
Some College, no degree	20.68%	21.71%	95.23
Associate Degree	10.99%	9.85%	111.64
College Degree	9.72%	8.54%	113.79
Graduate/Prof. degree	5.05%	5.06%	99.75

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Intercultural Institute for Contextual Ministry

Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	10.49%	13.1%	151.3
$10,000 to $19,999	16.92%	19.78%	116.94
$20,000 to $29,999	13.58%	15.78%	116.15
$30,000 to $49,999	24.32%	21.9%	90.01
$50,000 to $59,999	9.4%	8.01%	85.3
$60,000 to $69,999	7.65%	6.84%	89.42
$70,000 to $79,999	5.06%	4.04%	79.83
$80,000 to $89,999	3.19%	2.33%	72.89
$90,000 to $99,999	1.96%	1.53%	78.18
$100,000 to $124,999	3.69%	3.56%	96.49
$125,000 to $149,999	1.48%	1.03%	69.55
$150,000 to $199,999	1.35%	1.14%	84
$200,000 to $249,999	0.28%	0.23%	83.7
$250,000 or more	0.62%	0.69%	111.34
Median Household	36,223	31,704	87.52
Average Household	47,622	44,280	92.98
Per Capita Household	20,752	19,521	94.07
Family/Non-Family Household Income			
Median Family Income	45,475	43,483	95.62
Average Family Income	58,666	57,763	98.46
Median Non-Family Income	20,354	19,476	95.69
Average Non-Family Income	27,171	23,487	86.44

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	64.93%	60.76%	93.57
Families with Children	28.25%	28.38%	100.43
Families without Children	36.68%	32.38%	88.29
Non-Family Households			
% Non-Family Households	35.07%	39.24%	111.9
Non-Families with Children	0.72	0.72	100.37
Non-Families without Children	34.35	38.52	112.15
Housing Units			Index
Total Housing Units	32,567	6,315	
Vacant percent	16.76%	12.27%	73.21
Owned percent	59.58%	49.74%	83.48%
Rented Percent	23.66%	38%	160.64
Households by Size			Index
Avg household size	2.29	2.22	96.94
Avg family hh size	2.91	2.90	99.66
Avg non-family hh size	1.14	1.15	100.88
Households By Count of Persons			Percent
One	8,199	1,877	22.89%
Two	9,648	1,898	19.67%
Three or Four	7,714	1,468	19.03%
Five+	1,547	299	19.33%

Intercultural Institute
for Contextual Ministry

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	56,929	14,373	25.25%
2000 Population	62,899	13,348	21.22%
2010 Population	63,570	12,642	19.89%
2015 Population	64,344	12,582	19.55%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	22,202	5,709	25.71%
2000 Households	25,191	5,503	21.85%
2010 Households	27,108	5,540	20.44%
2015 Households	27,936	5,611	20.09%

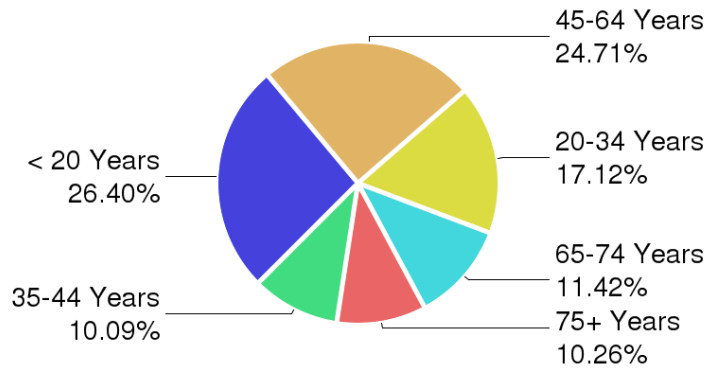### Household Change from 1985 to 2030
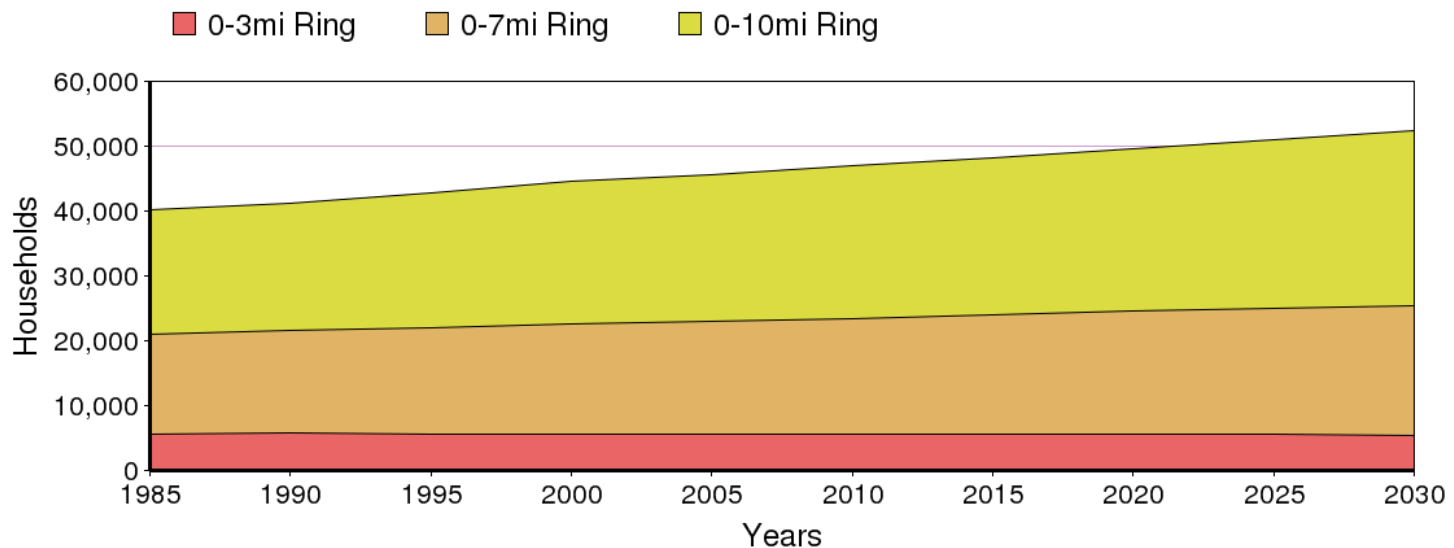
Projected Demographic Summary

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	5.84%	6.51%	111.47
4-5 Years	2.4%	2.52%	105
6-8 Years	3.71%	3.75%	101.08
9-11 Years	3.69%	3.62%	98.1
12-13 Years	2.74%	2.54%	92.7
14-17 Years	5.09%	4.97%	97.64
18-19 Years	2.74%	2.51%	91.61
0-5 Years	8.24%	9.03%	109.59
6-12 Years	8.79%	8.66%	98.52
13-19 Years	9.18%	8.72%	94.99
< 20 Years	26.21%	26.41%	100.76
20-34 Years	16.41%	17.13%	104.39
35-44 Years	11.57%	10.09%	87.21
45-64 Years	25.88%	24.72%	95.52
65-74 Years	10.17%	11.42%	112.29
75+ Years	9.75%	10.26%	105.23
Median Age	42	40	94.54
Median Age (Male)	40	38	93.47
Median Age (Female)	43	42	96.32

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.
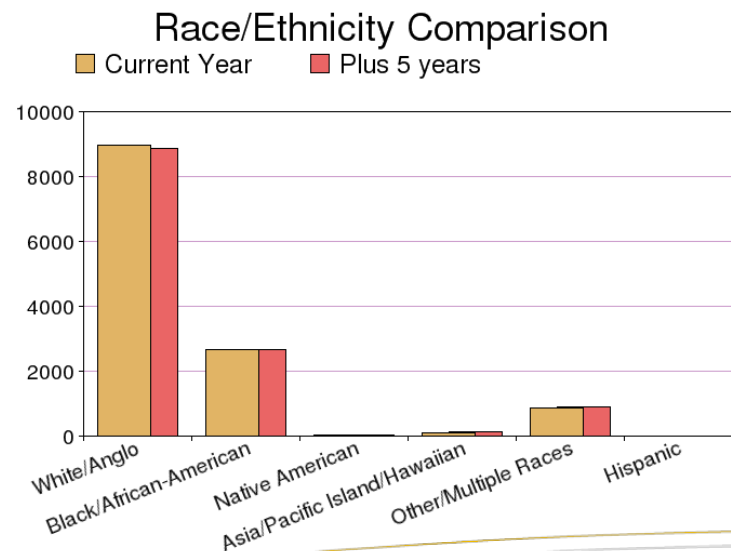
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	71.03%	70.59%	99.38
Black, African-American	21.1%	21.18%	100.4
Native American	0.15%	0.17%	111.05
Asian	0.83%	0.87%	104.3
Pacific Island, Hawaiian	0.09%	0.09%	100.48
Other/Multiple Races	6.8%	7.11%	104.45
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,590	8,425	
Less than 9th Grade	6.07%	4.02%	66.34
No High School Diploma	14.63%	12.17%	83.14
High School Graduate	34.13%	34.82%	102.03
Some College, no degree	21.71%	22.5%	103.65
Associate Degree	9.85%	12.06%	122.45
College Degree	8.54%	8.88%	103.9
Graduate/Prof. degree	5.06%	5.54%	109.46

Race/Ethnicity Comparison

■ Current Year ■ Plus 5 years

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	13.1%	12.3%	93.84
$10,000 to $19,999	19.78%	19.73%	99.73
$20,000 to $29,999	15.78%	14.92%	94.55
$30,000 to $49,999	21.9%	21.73%	99.22
$50,000 to $59,999	8.01%	7.86%	98.07
$60,000 to $69,999	6.84%	7.24%	105.77
$70,000 to $79,999	4.04%	4.38%	103.58
$80,000 to $89,999	2.33%	2.66%	108.68
$90,000 to $99,999	1.53%	1.69%	110.35
$100,000 to $249,999	3.56%	4.03%	113.27
$125,000 to $149,999	1.03%	1.09%	105.66
$150,000 to $199,999	1.14%	1.39%	122.24
$200,000 to $249,999	0.23%	0.23%	98.73
$250,000 or more	0.69%	0.73%	106.53
Median Household	31,704	32,885	103.73
Average Household	44,280	46,036	103.97
Per Capita Household	19,521	20,658	105.82
Family/Non-Family Household Income			
Median Family Income	43,483	46,644	107.27
Average Family Income	57,763	61,785	106.96
Median Non-Family Income	19,476	20,868	107.15
Average Non-Family Income	23,487	24,444	104.07
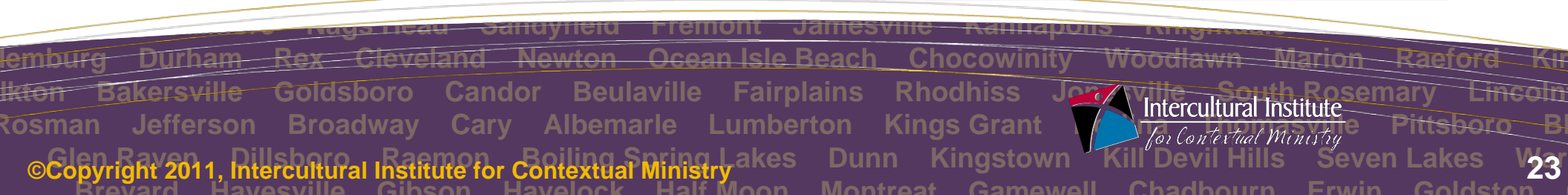
Intercultural Institute
for Contextual Ministry

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	60.76%	57.76%	95.07
Families with Children	28.38	26.41	93.08
Families without Children	32.38	29.75	91.86
Non-Family Households			
% Non-Family Households	39.24%	42.24%	107.64
Non-Families with Children	0.72	0.82	107.64
Non-Families without Children	38.52	41.42	107.53
Housing Units			
Total Housing Units	6,315	6,394	101.25%
Vacant percent	12.27%	12.25%	99.78
Owned percent	49.74%	49.62%	99.77
Rented Percent	38%	38.13%	100.33
Households by Size			
Avg household size	2.22	2.18	98.2%
Avg family hh size	2.90	2.96	102.07%
Avg non-family hh size	1.15	1.11	96.52%
Households By Count of Persons			
One	1,877	2,021	107.67%
Two	1,898	1,849	97.42%
Three or Four	1,468	1,444	98.37%
Five+	299	297	99.33%

Intercultural Institute
for Contextual Ministry

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	259	455	90
Northern Europe	7	5	7
Western Europe	8	26	17
Southern Europe	0	0	0
Eastern Europe	4	48	7
Other Europe	0	0	0
Eastern Asia	12	26	6
So. Central Asia	9	9	4
SE Asia	2	28	3
Western Asia	9	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	19	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	3	0
Caribbean	26	14	4
Central Amer.	182	250	35
South America	0	6	0
North America	0	21	7
Born at sea	0	0	0

Intercultural Institute
for Contextual Ministry

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	12,847	29,786	6,988
Spanish	444	729	52
Other Indo-Euro language	62	288	66
French (incl. Patois, Cajun)	31	103	15
French Creole	8	3	0
Italian	6	8	0
Portuguese	0	16	2
German	4	78	17
Yiddish	0	0	0
Other West Germanic	7	14	24
A Scandinavian Language	0	1	0
Greek	0	0	0
Russian	0	3	0
Polish	0	15	2
Serbo-Croatian	2	0	0
Other Slavic Language	0	9	2
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	4	10	4
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	28	0
Asian/PI languages	0	0	0
Chinese	0	0	24
Japanese	40	14	0
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	24
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	3	0
Other languages	15	20	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	6	7	0
Arabic	9	13	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

Intercultural Institute
for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	9,428	20,452	4,654
Arab	0	0	3
Armenian	0	0	0
Austrian	0	29	6
British	13	79	25
Canadian	1	24	6
Croatian	0	0	0
Czech	0	10	4
Czechoslovak	0	7	0
Danish	6	6	0
Dutch	131	273	58
English	895	2,628	530
European	58	112	31
Finnish	0	0	2
French (not Basque)	123	254	63
French Canadian	13	41	11
German	780	1,793	431
Greek	0	26	5
Hungarian	9	0	9
Iranian	0	0	1

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	808	1,918	397
Italian	73	297	67
Lithuanian	0	28	7
Norwegian	4	46	11
Polish	65	117	26
Portuguese	0	4	2
Romanian	0	0	0
Russian	11	14	3
Scandinavian	1	20	3
Scotch-Irish	444	909	203
Scottish	178	578	138
Slovak	0	0	0
Subsaharan African	116	78	24
Swedish	26	58	23
Swiss	3	10	3
Ukrainian	5	19	5
US/American	2,230	6,568	1,496
Welsh	32	18	10
West Indian	2	6	5
Yugoslavian	0	0	0
Other	3,401	4,482	1,046

Intercultural Institute
for Contextual Ministry

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?

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.
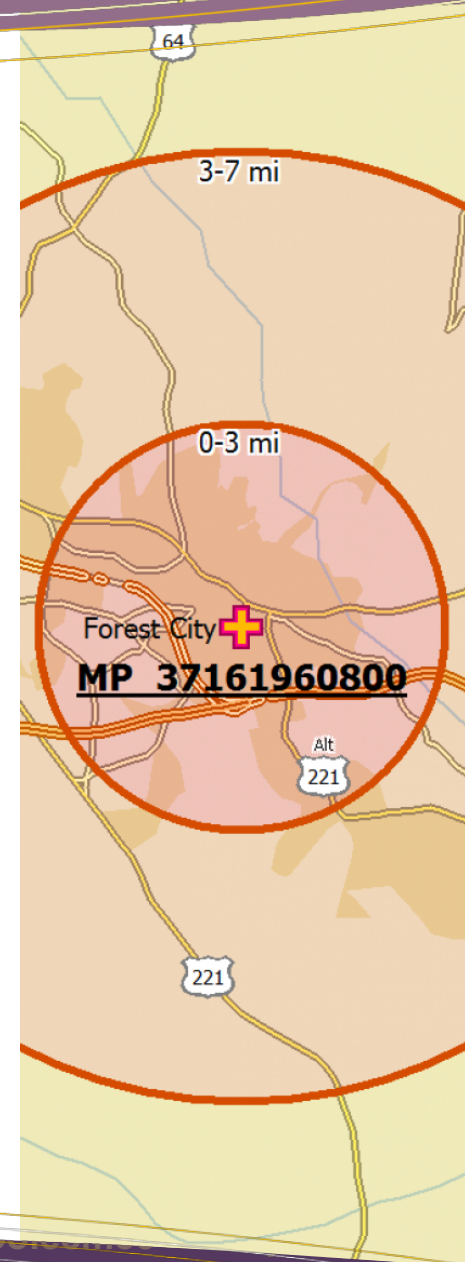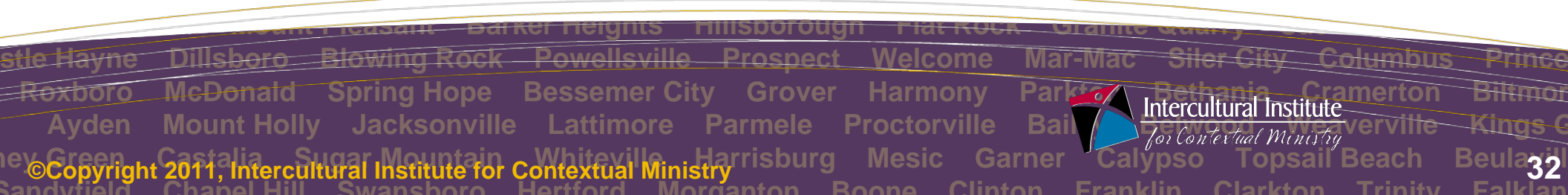
Unreached Households by Lifestyle Segment

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	5,540	100%	3,734	100%
AFFLUENT SUBURBIA	46	0.83%	35	0.94%
America's Wealthiest	29	0.52%	23	0.62%
Dream Weavers	3	0.05%	2	0.05%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	14	0.25%	10	0.27%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	132	2.38%	89	2.38%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	132	2.38%	89	2.38%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	148	2.67%	95	2.54%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	1	0.02%	0	0%
Prime Middle America	0	0%	1	0.03%
Urban Optimists	147	2.65%	0	0%
Family Convenience	0	0%	94	2.52%
Mid-Market Enterprise	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

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	5,540	100%	3,734	100%
BLUE COLLAR BACKBONE	296	5.34%	196	5.25%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	53	0.96%	32	0.86%
Lower Income Essentials	122	2.2%	82	2.2%
Small Town Endeavors	121	2.18%	82	2.2%
AMER. DIVERSITY	330	5.96%	217	5.81%
Ethnic Urban Mix	1	0.02%	1	0.03%
Urban Blues	89	1.61%	57	1.53%
Professional Urbanites	52	0.94%	38	1.02%
Urban Advancement	17	0.31%	11	0.29%
Amer. Great Outdoors	171	3.09%	110	2.95%
Mature America	0	0%	0	0%
METRO FRINGE	2,255	40.7%	1,553	41.59%
Steadfast Conservative	1,569	28.32%	1,075	28.79%
Moderate Conventionalists	4	0.07%	3	0.08%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	682	12.31%	475	12.72%

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	5,540	100%	3,734	100%
REMOTE AMERICA	39	0.7%	23	0.62%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	38	0.69%	22	0.59%
Coal & Crops	1	0.02%	1	0.03%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	545	9.84%	401	10.74%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	382	6.9%	283	7.58%
Stable Careers	163	2.94%	118	3.16%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	407	7.35%	198	5.3%
Aspiring Hispania	63	1.14%	0	0%
Industrious Country Living	0	0%	43	1.15%
America's Farmland	15	0.27%	0	0%
Comfy Country Living	68	1.23%	9	0.24%
Small Town Connections	261	4.71%	39	1.04%
Hinterland Fam.	0	0%	107	2.87%

Intercultural Institute
for Contextual Ministry

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	5,540	100%	3,734	100%
STRUGGLING SOCIETIES	765	13.81%	519	13.9%
Rugged Southern Style	21	0.38%	12	0.32%
Latino Nuevo	7	0.13%	5	0.13%
Struggling city Centers	701	12.65%	475	12.72%
College Town Communities	0	0%	0	0%
New Beginnings	36	0.65%	27	0.72%
URBAN ESSENCE	579	10.45%	408	10.93%
Unattached Multicultures	58	1.05%	40	1.07%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	4	0.07%	3	0.08%
Urban Diversity	25	0.45%	18	0.48%
New Generation Activists	313	5.65%	211	5.65%
Getting By	179	3.23%	136	3.64%
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%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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).
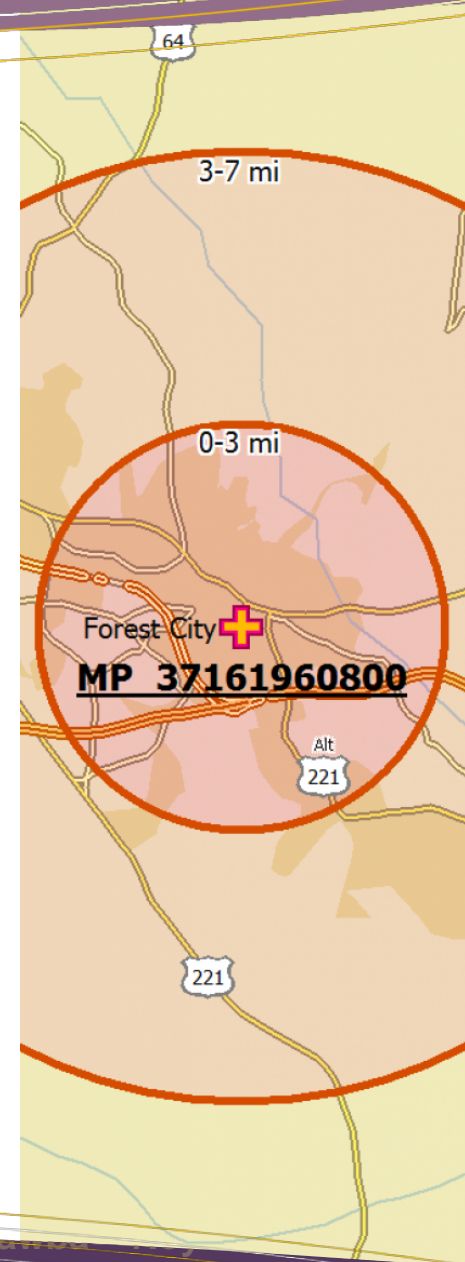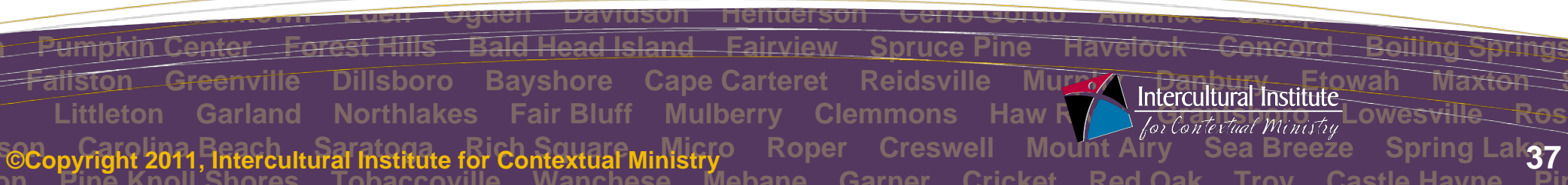
Potential Cultural Bridges

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	71%	74%	74%
Use Comp. for Internet/E-mail	49%	53%	54%
Internet Use: E-Mail	43%	45%	45%
Use Comp. for Comp. Games	36%	38%	38%
Use Comp. for Education	30%	29%	29%
Use Comp. for Word Processing	29%	33%	33%
Use Comp. for Shopping	28%	32%	33%
Use Comp. for Digital Camera Photo Editing	26%	28%	29%
HH Owns DVD Player	25%	25%	25%
Internet Use: News/ Weather	24%	24%	24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	24%	26%	27%
Internet Use: Banking	20%	23%	24%
Use Comp. for News/Info./Data Service	17%	18%	18%
PC-Network-HH Has One	14%	16%	17%
HH Owns Video/Webcam	12%	10%	10%
Internet Use: Research/ Education	11%	10%	10%
Use Comp. for Personal Financial Mngmnt	10%	10%	10%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	10%
Use Comp. for Accounting	10%	11%	12%
Internet Use: Read Magazines/ Newspapers	10%	9%	8%

Intercultural Institute
for Contextual Ministry

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	65%	66%	66%
Dining Out (Not Fast Food)	51%	55%	55%
Reading Books	51%	50%	50%
Card Games	40%	41%	41%
Cooking for Fun	35%	34%	33%
Gardening	32%	36%	37%
Board Games	30%	33%	33%
Go To A Beach/Lake	30%	32%	33%
Visit Zoo	18%	18%	18%
Going To Bars/Nightclubs/Dancing	17%	17%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	39%	41%	41%
Backache	23%	23%	23%
Dentist	23%	24%	24%
Eye Dr.	21%	20%	20%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	20%	20%	19%
High Cholesterol	17%	17%	17%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	14%	14%

Intercultural Institute for Contextual Ministry

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	24.11%	23.55%	23.01%
Live Theater	15.81%	16.03%	15.94%
Rock/Pop Concerts Most Often	13.23%	12.89%	12.58%
Live Theater Most Often	12.56%	13.05%	12.97%
Dance Performance	7.93%	6.8%	6.38%
Comedy Club	7.69%	6.67%	6.42%
Movies: Comedy	38.65%	37.68%	37.34%
Movies: Action/Adventure	37.25%	36.1%	35.5%
Movies: Fam.	21.46%	19.38%	18.71%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.31%	17.86%	17.38%
Movies: Romantic Comedy	19%	18.11%	17.82%
Movies: Mystery	16.85%	15.33%	14.88%
College Football Reg. Season	4.68%	5.43%	5.63%
MLB Baseball Reg. Season	4.46%	5.29%	5.42%
NFL Football Reg. Season	4.2%	4.82%	4.93%
College Basketball Reg. Season	3.28%	3.62%	3.68%
NBA Basketball Reg. Season	2.39%	2.45%	2.44%
Auto Racing Events	2.04%	2.61%	2.78%

Intercultural Institute
for Contextual Ministry

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	36.43%	37.22%	37.13%
Swimming	29.34%	31.82%	32.44%
Bowling	19.74%	20.89%	21.2%
Billiards/Pool	17.14%	17.58%	17.71%
Freshwater Fishing	17.02%	21.58%	22.91%
Camping Trips	15.03%	18.77%	19.99%
Basketball	14.4%	14.68%	14.86%
Jogging/Running	12.38%	11.99%	11.79%
Weight Training	12.28%	12.92%	13.05%
Using Cardio Machine	10.6%	10.86%	10.75%
Golf	10.41%	11.61%	11.84%
Mountain/Road Biking	10.38%	11.38%	11.54%
Baseball	10.23%	10.53%	10.7%
Hunting	9.94%	13.58%	14.83%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	9.86%	10.43%	10.48%
Volleyball	9.17%	8.82%	8.81%
Football	9.17%	9.16%	9.38%
Backpacking/Hiking	8.81%	9.84%	10.13%
Aerobics	8.71%	8.4%	8.3%
Target Shooting	8.47%	10.53%	11.13%
Power Boating	6.9%	7.51%	7.58%
Softball	6.71%	6.73%	6.74%
Saltwater Fishing	6.66%	7.78%	8.07%
Yoga	6.19%	5.83%	5.62%
Soccer	5.99%	5.89%	5.78%
Canoeing/Kayaking	5.88%	6.5%	6.64%
Tennis	5.66%	6.23%	6.38%
Motorcycling	5.14%	5.76%	5.91%

Intercultural Institute
for Contextual Ministry

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
Horseback Riding	5.13%	6.49%	6.91%
Ice Skating	4.92%	4.45%	4.38%
Roller Skating	4.59%	4.49%	4.51%
Auto Racing	4.3%	3.87%	3.72%
Snorkeling	4.28%	4.32%	4.44%
Fly Fishing	4.27%	4.98%	5.23%
Archery	4.01%	5.41%	5.89%
Downhill & X-Country Skiing	3.96%	3.81%	3.82%
Jet Skiing	3.71%	4.11%	4.3%
Water Skiing	3.6%	4.04%	4.25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.32%	3.29%	3.26%
Racquetball	3.31%	3.36%	3.34%
Snowmobiling	3.3%	3.41%	3.49%
Hockey	3.29%	3.3%	3.31%
Skateboarding	3.27%	3.39%	3.52%
Snowboarding	3.07%	2.89%	2.87%
Martial Arts	2.9%	3.33%	3.53%
Sailing	2.67%	2.68%	2.71%
Surfing & Windsurfing	2.27%	2.2%	2.23%
Rowing	2.09%	2.31%	2.38%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
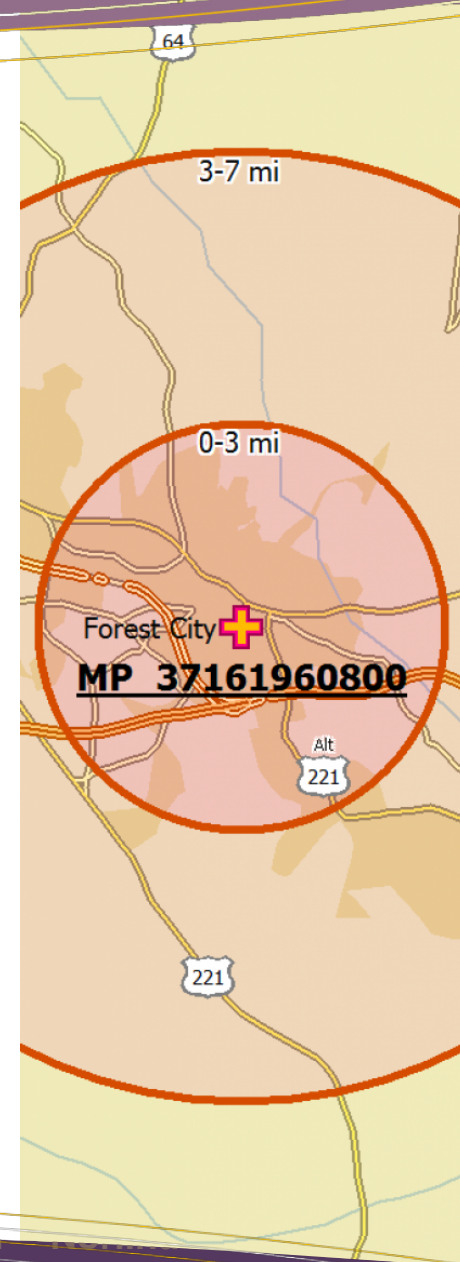
Potential Cultural Barriers -- Introduction (part 2)

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.

Intercultural Institute
for Contextual Ministry
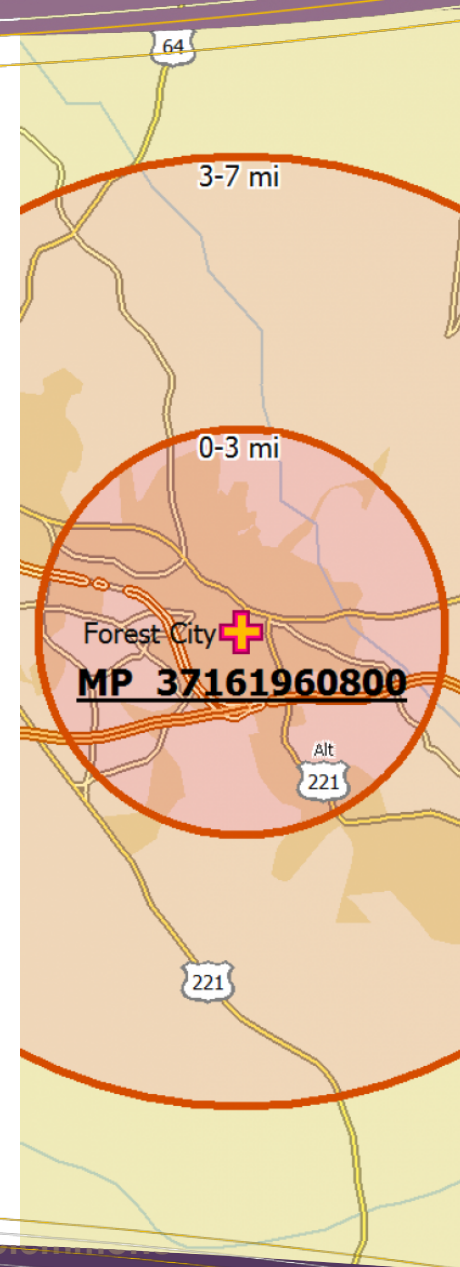
Potential Cultural Barriers:

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.

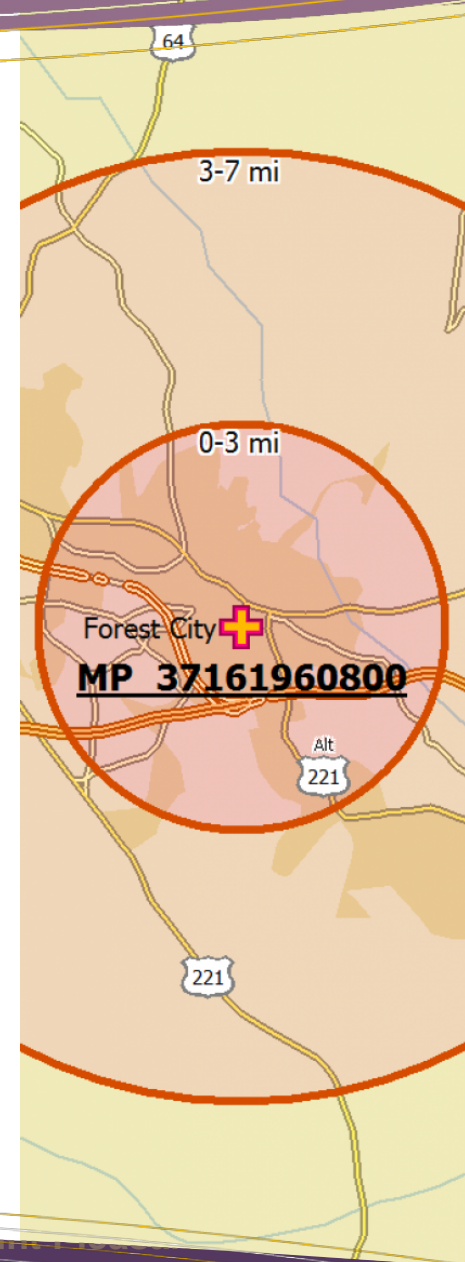| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Speak My Mind Even If It Upsets People	37%	36%	36%
Find It Difficult To Say No To My Kids	37%	40%	41%
Like Control Over People And Resources	36%	34%	34%
Woman's Place Is In The Home	34%	36%	36%
Don't Judge People/Way They Live Life	31%	28%	28%
Like To Do Unconventional Things	30%	31%	31%
Prefer To Have Few Possessions As Possible	29%	28%	28%
Too Much Sponsorship In Arts/Sports	27%	25%	25%
Money Is Best Measure Of Success	25%	26%	26%
If Won Lottery Would Never Work Again	23%	23%	23%
Friends More Important Than My Fam.	23%	23%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	23%	23%
Marijuana Should Be Legalized	19%	18%	18%
I Am A Workaholic	19%	16%	16%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	18%	19%	19%
We Should Strive for Equality for All	14%	13%	12%
Only Work Current Job for The Money	14%	15%	15%
Happy With My Standard Of Living	12%	11%	11%
On Whole People Get What They Deserve	11%	10%	10%
Very Happy With My Life As It Is	8%	7%	7%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	9%	9%

Intercultural Institute
for Contextual Ministry
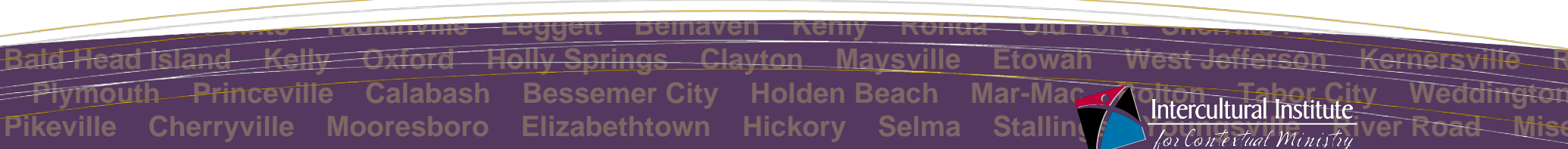
Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

Intercultural Institute
for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
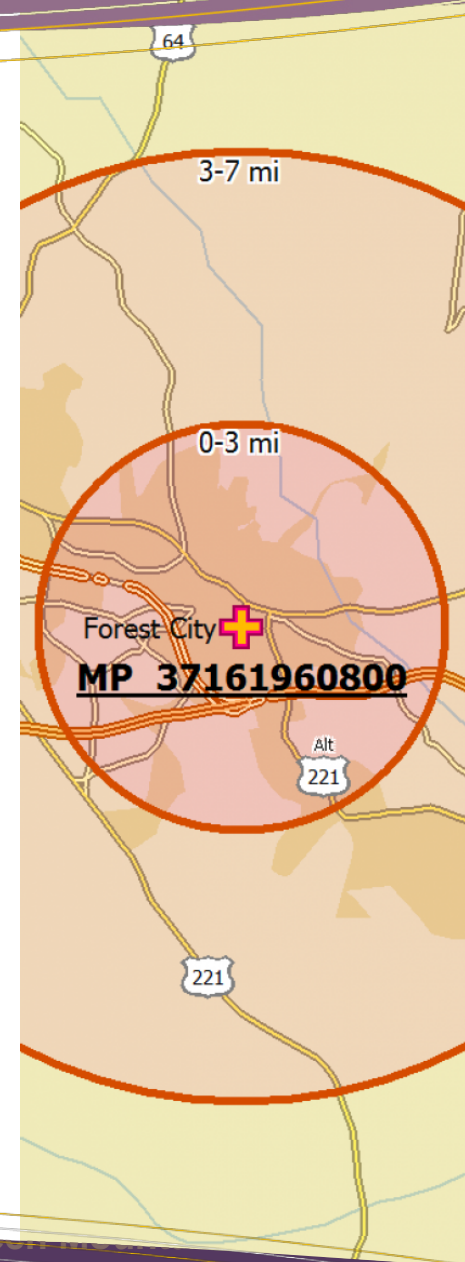
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	56%	55%
Important To Respect Customs And Beliefs	56%	59%	60%
Like To Understand About Nature	37%	36%	35%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	32%	32%
Good At Fixing Things	30%	28%	28%
Prefer To Have Few Possessions As Possible	29%	28%	28%
Have Keen Sense Of Adventure	26%	26%	26%
Like To Just Enjoy Life	22%	21%	21%
Consider Myself Interested In The Arts	21%	19%	19%
People Have To Take Me As They Find Me	21%	21%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	17%	17%
Worried About Pollution Caused By Cars	18%	18%	18%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	17%	18%
Provide My Kids With The Little Extras	15%	13%	13%
Try Not To Worry About The Future	14%	13%	12%
Enjoy Spending Time With My Fam.	14%	14%	14%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	4%	5%

Intercultural Institute for Contextual Ministry

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.
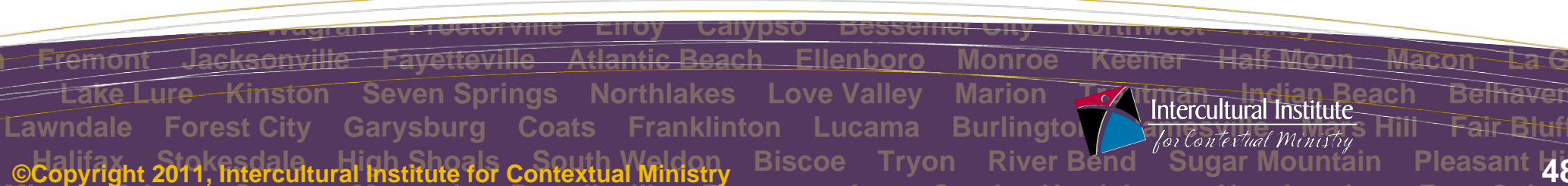
Potential Shared Places:

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
Fast Food/Drive-In Restaurant-Visit Any	86.49%	87.21%	87.61%
Fam. Restaurants/Steak Houses-Visit Any	79.37%	81.86%	82.29%
McDonald's	56.14%	56.21%	56.22%
Burger King	39.24%	39.25%	39.49%
Kentucky Fried Chicken (KFC)	33.12%	32.2%	32.19%
Subway	30.7%	31.36%	31.49%
Wendy's	30.48%	30.27%	30.37%
Taco Bell	28.38%	28.55%	28.41%
Applebee's	27.07%	27.84%	27.82%
Pizza Hut	25.75%	25.4%	25.35%
Arby's	23.01%	23.32%	23.14%
Dairy Queen	19.76%	19.98%	19.9%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.22%	17.01%	16.61%
Olive Garden	17.69%	18.62%	18.66%
Sonic	16.03%	17.82%	18.45%
Domino's Pizza	15.54%	13.92%	13.48%
Cracker Barrel	14.51%	16.65%	17.08%
Golden Corral	13.5%	13.27%	13.21%
IHOP (International House Of Pancakes)	13.4%	12%	11.46%
Hardee's	13.33%	14.49%	14.92%
Denny's	13.18%	11.84%	11.32%
Outback Steakhouse	12.55%	12.62%	12.5%
Chick-Fil-A	11.29%	12.02%	12.19%
Chili's Grill and Bar	11.21%	10.69%	10.42%

Intercultural Institute
*for Contextual Ministry*

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!

Intercultural Institute
for Contextual Ministry
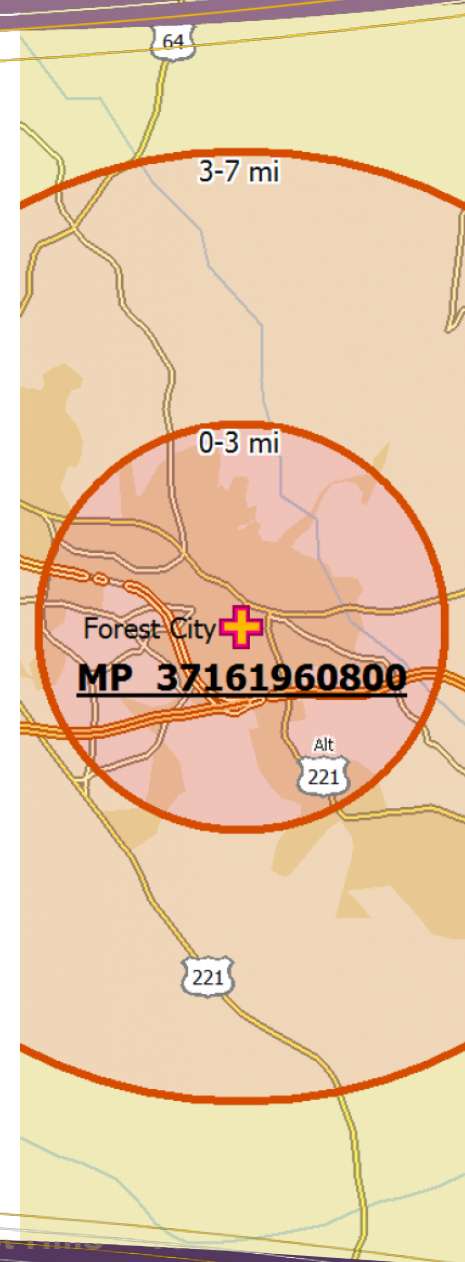
Potential Shared Projects

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.
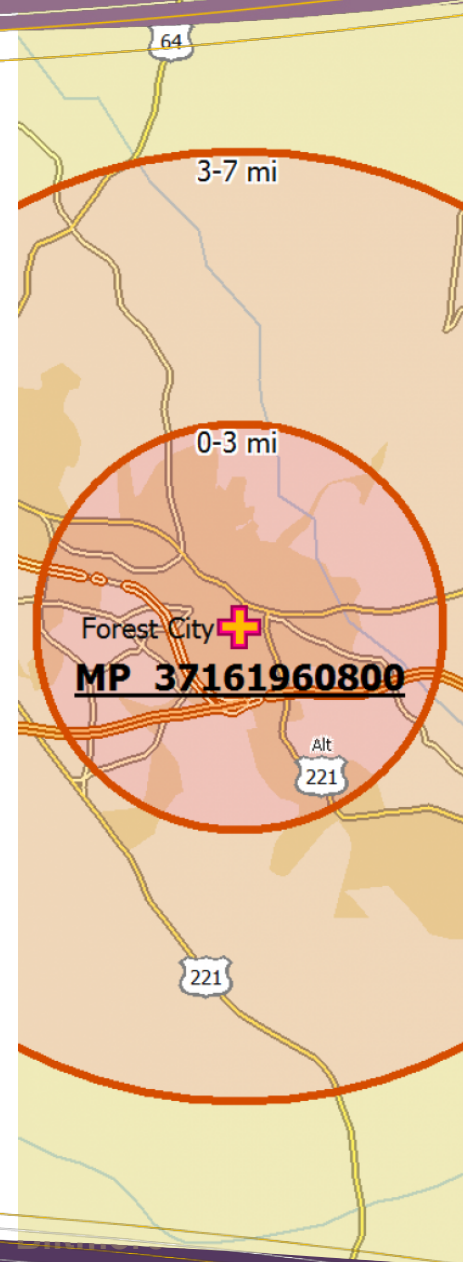
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	41.99%	43.42%	43.21%
Recycled products	28.44%	29.67%	29.32%
Worked as volunteer (non political)	14.44%	15.35%	15.39%
Engaged in fund raising	9.99%	10.84%	11.03%
Religious club member	7.31%	7.66%	7.8%
Wrote to editor of mag or newspaper	5.22%	5.21%	5.13%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Church Board	4.97%	5.23%	5.38%
Charitable Organization	4.76%	5.08%	5.07%
Wrote to elected offcl about publ bus	4.69%	5.18%	5.24%
Took active part in local civic issue	4.66%	4.51%	4.39%
Union member	4.59%	4.74%	4.69%
Fraternal order member	4.13%	4.08%	3.97%

Intercultural Institute
for Contextual Ministry

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	13.64%	14.17%	14.18%
Children's Books	12.09%	12.57%	12.73%
Mystery	10.33%	10.84%	10.81%
Cookbooks	9.08%	9.62%	9.68%
Religious (not Bibles)	8.69%	9.1%	9.25%
Romance	6.42%	6.93%	7.13%
History	5.75%	6%	5.98%
Personal/Business	5.7%	5.77%	5.72%
Self-help			
Biography	5.38%	5.46%	5.44%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	63.09%	62.02%	61.1%
Gen. Editorial	47.22%	44.89%	44.16%
Womens	41.42%	39.71%	39.3%
Service	32.49%	33.79%	33.99%
Mens	19.22%	17.62%	17.08%
Business/Finance	14.57%	13.7%	13.43%
Sports	14.42%	13.53%	13.17%
Music	14.38%	11.98%	11.58%
Automotive	13.98%	14.88%	15.09%

Intercultural Institute
for Contextual Ministry

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	51.8%	53.63%	53.68%
Classified	35.07%	36.08%	36.43%
Sport	30.17%	30.6%	30.34%
Editorial Page	28.35%	30.29%	30.49%
Comics	26.8%	27.18%	26.92%
Business/Finance	23.69%	23.9%	23.43%
Food/Cooking	23.19%	23.3%	22.91%
Movie Listings & Reviews	23.05%	22.49%	21.94%
TV/Radio Listings	22.99%	22.85%	22.46%
Home/Gardening	18.72%	19.6%	19.43%
Travel	15.63%	15.83%	15.48%
Science/Technology	14.99%	15.01%	14.66%
Fashion	13.38%	13.27%	13.19%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	21.14%	26.96%	28.65%
Urban Contemporary	19.92%	14.01%	13.12%
CHR Contemp Hit Radio	18.63%	17.2%	16.71%
Adult Contemporary	15.35%	16.12%	16.13%
Rock	10.32%	10.94%	10.79%
Oldies	10.11%	10.14%	10.03%
Classic Rock	8.58%	9.52%	9.67%
News/Talk	8.19%	8.61%	8.43%
Variety	7.17%	6.16%	5.9%
Alternative	7.06%	7.35%	7.31%
Religious	5.38%	6.22%	6.47%
Jazz	5.04%	3.71%	3.41%
Gospel	4.82%	4.31%	4.37%
Soft Contemporary	4.69%	4.98%	4.97%
All News	3.41%	3.16%	3.03%
Classic Hits	3.25%	3.64%	3.66%
Hispanic	3.08%	2.58%	2.44%
Sports	2.66%	2.75%	2.71%

Intercultural Institute
for Contextual Ministry

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	59.56%	61.77%	62.3%
Satellite Dish	52.58%	55.64%	56.5%
Soapnet	50.39%	49.82%	49.57%
Other Video-On-Demand	47.42%	45.87%	45.68%
Sci-Fi Channel	34.65%	35.58%	35.72%
MSNBC	32.09%	32.93%	33.02%
Adult Pay Per View TV	31.74%	34.46%	35.36%
Subscribe Digital Cable	29.51%	29.08%	28.93%
TV Info From Sunday TV Magazine	27.06%	28.29%	28.59%
Nickelodeon	26.34%	29.21%	30.19%
TV Info From Newspapers	25.25%	25.35%	25.37%
Comedy Central	24.41%	23.22%	22.33%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Monthly Cable Guide	23.6%	23.65%	23.64%
Nick At Nite	23.38%	23.42%	23.49%
TCM (Turner Classic Movies)	23.29%	23.54%	23.62%
BET (Black Entertainment TV)	22.85%	21.98%	21.72%
USA Network	22.67%	23.06%	22.96%
Hallmark Channel	21.17%	22.47%	22.88%
Adult Swim	21.04%	22.99%	23.29%
TV Info From Other	19.99%	19.57%	19.31%
Lifetime	19.98%	19.72%	19.66%
The Golf Channel	19.19%	19.73%	19.59%
ABC Fam.	18.91%	17.81%	17.28%
ESPN2	17.72%	17.37%	17.14%

Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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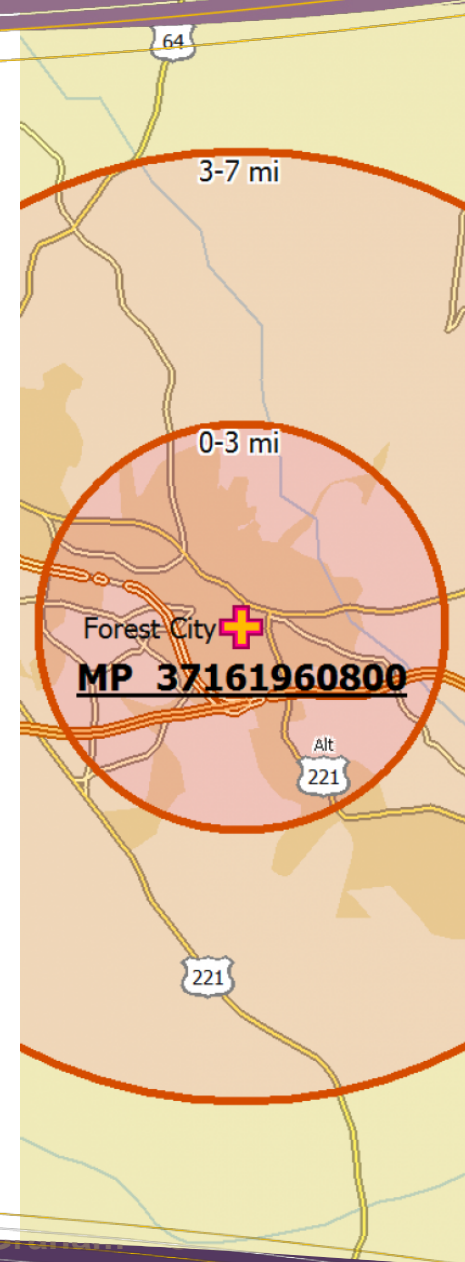
Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	16.44%	17.24%	17.33%
Medium Users (4-6)	9.33%	9.6%	9.59%
Light Users (1-3)	19%	19.86%	20%
Quintiles (20%)			
Newspaper I (Heavy)	1.52%	1.29%	1.21%
Newspaper II	1.3%	1.25%	1.2%
Newspaper III	1.99%	2.35%	2.48%
Newspaper IV	0.66%	0.58%	0.54%
Newspaper V (Light)	1.4%	1.42%	1.42%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.52%	18.86%	18.84%
Magazines II	9.08%	8.94%	9.06%
Magazines III	9.49%	9.55%	9.78%
Magazines IV	12.04%	11.2%	11.04%
Magazines V (Light)	0.57%	0.36%	0.33%
Outdoor I (Heavy)	7.31%	5.9%	5.54%
Outdoor II	3.8%	3.03%	2.92%
Outdoor III	3.96%	3.2%	3.03%
Outdoor IV	18.84%	19.08%	19.28%
Outdoor V (Light)	25.46%	25.65%	25.54%
Yellow Pages I (Heavy)	15.91%	15.74%	15.59%
Yellow Pages II	6.16%	5.37%	5.19%
Yellow Pages III	7.73%	5.89%	5.55%
Yellow Pages IV	26.27%	25.39%	25.19%
Yellow Pages V (Light)	4.87%	3.94%	3.73%

Intercultural Institute
for Contextual Ministry

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)	2.78%	2.89%	2.89%
Drive Time III (Medium)	0.82%	0.77%	0.79%
Radio IV & V (Light)	2.41%	2.57%	2.62%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.1%	8.89%	8.8%
Radio III (Medium)	4.34%	4.47%	4.52%
Radio IV & V (Light)	2.85%	2.78%	2.78%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.27%	11.82%	12.1%
Cable III (Medium)	5.75%	5.56%	5.54%
Cable IV & V (Light)	37.17%	34.02%	33.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.95%	4.26%	4.27%
Prime Time III (Medium)	2.14%	2%	1.91%
Prime Time IV & V (Light)	9.13%	8.51%	8.63%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.55%	40.22%	40.87%
Fringe III (Medium)	57.54%	57.71%	57.78%
Fringe IV (Light)	57.27%	58.08%	58.35%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.46%	14.28%	14.12%
All Day III (Medium)	25.76%	26.39%	26.88%
All Day IV (Light)	14.77%	11.98%	11.49%

Intercultural Institute for Contextual Ministry
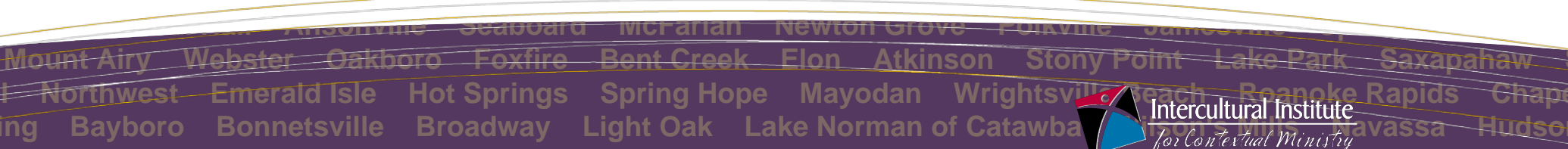
Potential Audio & Prime Time TV Media Usage:

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]	10.34%	10.31%	10.18%
6:00am - 10:00am	12.97%	11.51%	10.88%
10:00am - 3:00pm	8.18%	5.85%	5.41%
3:00pm - 7:00pm	15.25%	13.58%	13.43%
7:00pm - Midnight	10.94%	10.25%	9.93%
Midnight - 6:00am	5.91%	4.54%	4.27%
Weekend Radio Listeners			
Dayparts [summary]	14.27%	13.03%	12.76%
6:00am - 10:00am	2.84%	2.69%	2.53%
10:00am-3:00pm	4.22%	3.63%	3.43%
3:00pm - 7:00pm	7.34%	6.13%	5.91%
7:00pm - Midnight	8.11%	7.75%	7.78%
Midnight - 6:00am	11.29%	9.26%	8.71%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.86%	6.33%	6.45%
Saturday: 8:00-11:00pm	7.05%	7.3%	7.42%
Sunday: 7:00-11:00pm	8.62%	9.04%	9.2%
9:00am-1:00pm	23.38%	23.42%	23.49%
9:00am-4:00pm	26.34%	26.64%	26.78%
4:00pm-7:00pm	25.99%	25.76%	25.63%
11:00pm-1:00am	40.41%	40.24%	39.98%
AVG Prime time Mon-Sun	3.65%	2.78%	2.6%
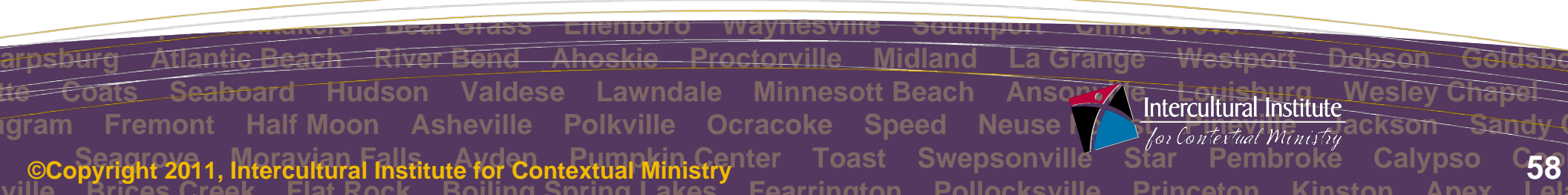
Potential Weekday & Weekend TV Media Usage:

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	15.31%	14.01%	13.59%
7-9am	17.72%	17.37%	17.14%
9am-12noon	18.41%	18.75%	18.67%
12noon-4pm	7.94%	7.89%	8.1%
4-6pm	40.13%	41.46%	41.88%
6-7pm	17.67%	19.26%	19.83%
7-7:30pm	0.96%	1.04%	1.06%
7:30-8pm	11.34%	11%	10.81%
8-11pm	5.86%	6.33%	6.45%
11pm-12am	32.09%	32.93%	33.02%
11pm-1am	40.41%	40.24%	39.98%
1-6am	27.63%	25.55%	24.98%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.61%	16.16%	15.86%
Sat: 10am-1pm	6.93%	6.91%	6.97%
Sat: 1-4pm	24.96%	24.89%	24.82%
Sat: 4-6pm	6.93%	6.47%	6.3%
Sat: 6-7pm	1.26%	1.32%	1.31%
Sat: 7-8pm	0.64%	0.6%	0.64%
Sat: 8-11pm	7.05%	7.3%	7.42%
Sat: 11pm-1am	4.48%	4.19%	4.15%
Sat: 1am-7pm	22.67%	23.06%	22.96%
Sun: 7-10am	1.94%	2.35%	2.53%
Sun: 10am-1pm	5.46%	6.49%	6.83%
Sun: 1-4pm	4.98%	5.78%	6.01%
Sun: 4-7pm	11.52%	12.61%	12.81%
Sun: 7-11pm	8.62%	9.04%	9.2%
Sun: 11pm-1am	4.1%	3.71%	3.57%
Sun: 1-7am	18.46%	19.54%	19.74%

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.

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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

**Intercultural Institute** *for Contextual Ministry*

62

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
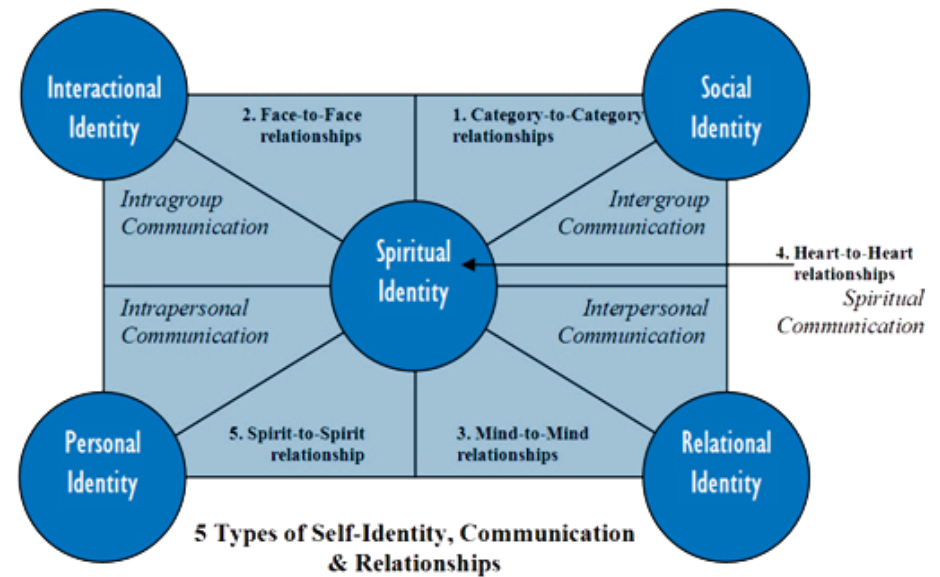
Your MissionSite and the Missional Suite

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

Intercultural Institute
for Contextual Ministry
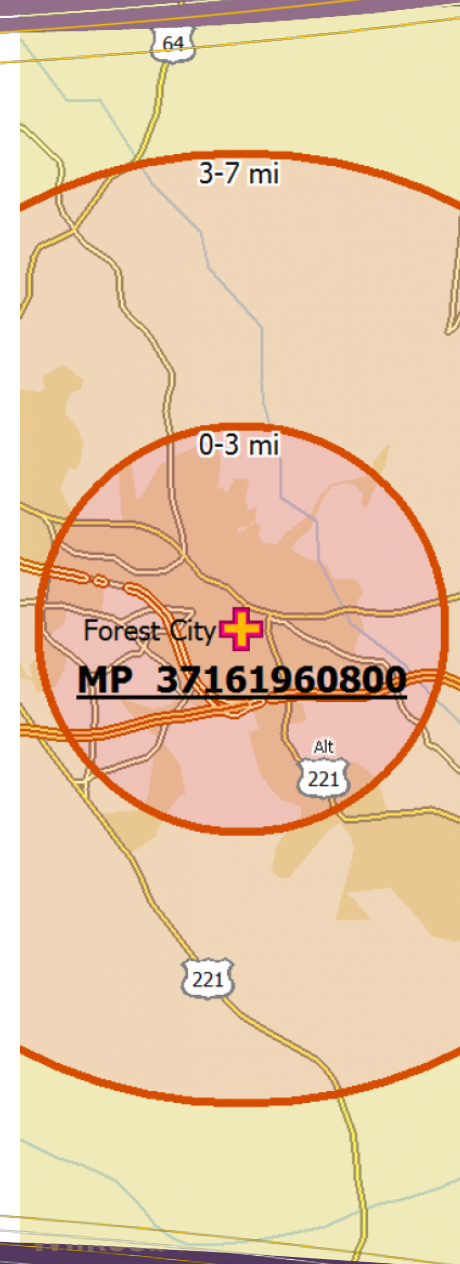
Notes and Sources

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.

Intercultural Institute
for Contextual Ministry

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Florence	201 S Broadway St Forest City, NC 28043	0.15 mi	450	Growing
2	Harmon Street	398 Harmon St Forest City, NC 28043	0.36 mi	71	Declining
3	Faith	149 W Main St Forest City, NC 28043	0.41 mi	52	Growing
4	Forest City First - Forest City	211 W Main St Forest City, NC 28043	0.47 mi	228	Declining
5	Harvest House	245 Big Springs Ave Forest City, NC 28043	0.77 mi	49	Insufficient Data
6	Crestview	630 S Church St Forest City, NC 28043	0.85 mi	272	Plateauing
7	New Generation Christian	Ledbetter Rd Forest City, NC 28043	1.19 mi	0	Insufficient Data
8	Sulphur Springs - For	221 Sulphur Springs Church Rd Forest City, NC 28043	1.19 mi	90	Plateauing
9	Forest Lake	292 Forest Lake Rd Forest City, NC 28043	1.19 mi	46	Declining
10	Cornerstone Fellowship - Forest City	1188 Hudlow Rd Forest City, NC 28043	1.19 mi	0	Insufficient Data
11	Mount Pleasant - For	397 Mount Pleasant Church Rd Forest City, NC 28043	1.19 mi	219	Growing
12	New Bethel - Forest C	223 New Bethel Church Rd Forest City, NC 28043	1.19 mi	85	Declining
13	Long Branch Road - Forest City	621 Long Branch Rd Forest City, NC 28043	1.19 mi	64	Plateauing
14	Chase	1725 Harris Henrietta Rd Forest City, NC 28043	1.19 mi	0	Insufficient Data
15	Johnson Memorial - Forest City	129 Groce St Forest City, NC 28043	1.81 mi	36	Plateauing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Glenwood	461 Bostic Sunshine Hwy Bostic, NC 28018	1.94 mi	73	Plateauing
17	Bethany	760 Bethany Church Rd Forest City, NC 28043	2.16 mi	197	Declining
18	Smith Grove - Forest	185 Horn Bottom Rd Forest City, NC 28043	2.36 mi	72	Declining
19	New Beginnings	864 Bostic Sunshine Hwy Bostic, NC 28018	2.37 mi	0	Insufficient Data
20	Sandy Mush - Forest City	676 US Highway 221a Forest City, NC 28043	2.75 mi	57	Declining
21	Concord	720 Old Us 74 Hwy Bostic, NC 28018	2.85 mi	106	Plateauing
22	Bostic First	188 E Church St Bostic, NC 28018	2.86 mi	100	Plateauing
23	Adaville - Spindale	805 Oakland Rd Spindale, NC 28160	3.18 mi	240	Plateauing
24	Iglesia Bautista Cristo Vive - Forest Cit	929 Oakland Rd Forest City, NC 28043	3.19 mi	97	Insufficient Data
25	New Hope	929 Oakland Rd Forest City, NC 28043	3.19 mi	0	Insufficient Data
26	Pilgrim - Ellenboro	241 Pilgrim Rd Ellenboro, NC 28040	3.26 mi	25	Declining
27	Spindale First - Spindale	105 E Wilson St Spindale, NC 28160	4.05 mi	91	Declining
28	Spencer - Spindale	187 N Oak St Spindale, NC 28160	4.35 mi	176	Declining
29	Main Street - Spindale	327 E Main St Spindale, NC 28160	4.36 mi	94	Plateauing
30	Corinth	767 Pinehurst Rd Ellenboro, NC 28040	4.40 mi	150	Plateauing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Victory - Ellenboro	531 Soco Gap Rd Ellenboro, NC 28040	4.59 mi	103	Plateauing
32	Piney Mountain - Elle	577 Piney Mountain Church Rd Ellenboro, NC 28040	5.48 mi	73	Growing
33	Fellowship - Rutherfordton	210 Silvers Lake Rd Rutherfordton, NC 28139	5.56 mi	80	Growing
34	New Dimension Baptist	241 E Court St Rutherfordton, NC 28139	5.57 mi	40	Insufficient Data
35	Holly Springs - Ruthe	1541 Harris Holly Springs Rd Rutherfordton, NC 28139	5.76 mi	475	Plateauing
36	Rutherfordton First - Rutherfordton	246 N Main St Rutherfordton, NC 28139	5.77 mi	190	Plateauing
37	Mount Vernon - Forest	2676 Hudlow Rd Forest City, NC 28043	6.02 mi	173	Declining
38	Floyd's Creek	2004 Chase High Rd Forest City, NC 28043	6.03 mi	200	Plateauing
39	Sandy Run - Mooresboro	210 E Church St Mooresboro, NC 28114	6.09 mi	118	Plateauing
40	Walls - Bostic	749 Walls Church Rd Bostic, NC 28018	6.41 mi	157	Declining
41	West Memorial - Rutherfordton	320 Piedmont Rd Rutherfordton, NC 28139	6.52 mi	41	Declining
42	Wilson - Forest City	3617 Whitesides Rd Forest City, NC 28043	6.58 mi	97	Declining
43	Green Hill - Rutherfordton	1941 US 64 74A Hwy Rutherfordton, NC 28139	6.64 mi	126	Plateauing
44	High Shoal - Mooresboro	284 High Shoals Church Rd Mooresboro, NC 28114	6.83 mi	70	Plateauing
45	Calvary - Rutherfordton	224 Chimney Rock Rd Rutherfordton, NC 28139	7.01 mi	57	Plateauing

Intercultural Institute
for Contextual Ministry

Intercultural Institute *for Contextual Ministry*

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.

In Partnership with:

North Carolina Baptists
Caring. Sharing. Daring.

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
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

Intercultural Institute *for Contextual Ministry*