

MissionSite

top unreached locations



WEAVERVILLE, NC

CENSUS TRACT: 37021002700

REGION: Region 9: Mountains

COUNTY: Buncombe

SITESCAPE: Townscape

DENSITY PATTERN: 13



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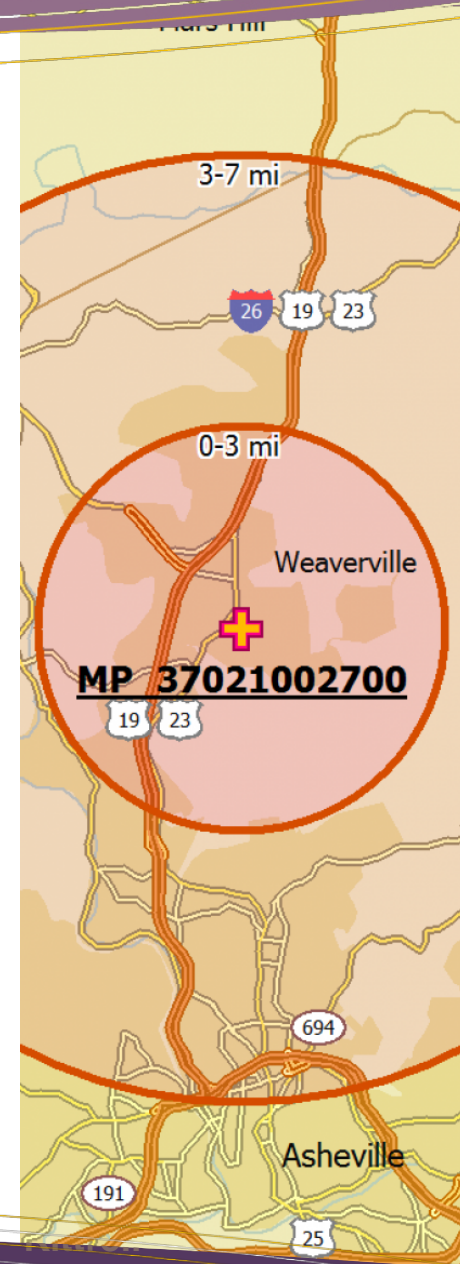
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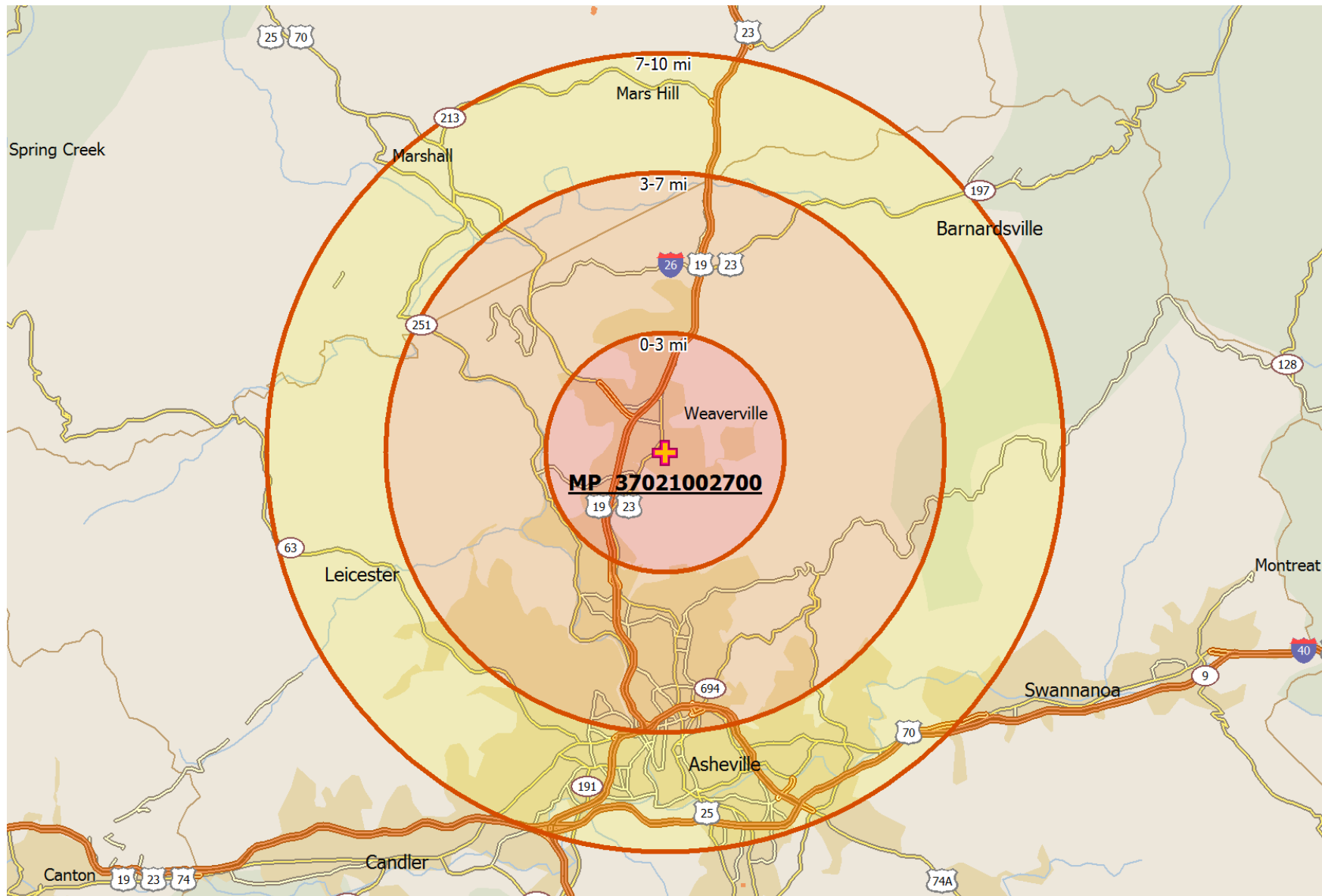
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37021	Buncombe
4	Zipcode	28787	Buncombe
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	I3	50000-100000-100000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	14,858	51,050	70,206
2010 Households	6,197	21,801	30,454
2010 Group Quarters Population	466	2,729	2,723

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	35	40
Language Diversity National Index	15	36	34
Foreign Born Diversity National Index	58	41	45
Ancestry Diversity National Index	91	88	67
Racial Diversity National Index	16	27	37

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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False



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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,139	18.38%
Mainstay Communities	Established, Diverse Households	3,031	48.91%
Working Communities	Blue-collar, Working Families	614	9.91%
Country Communities	Rural, Agri. & Mining Families	881	14.22%
Aspiring Communities	Young Singles / Aspiring-Multihousing	530	8.55%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	67,697	4,149	6.13%
Unreached %	67.59%	66.95%	99.06
Religious But NOT Evangelical HH	16,190	782	4.83%
Religious But NOT Evangelical %	16.16%	12.61%	78.04
Spiritual But NOT Relig or Evang HH	11,321	825	7.28%
Spiritual But NOT Relig or Evang %	11.3%	13.31%	117.75
Not Evangelical, Not Interested HH	40,279	2,543	6.31%
Not Evangelical, Not Interested %	40.21%	41.03%	102.03



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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	116	10	8.62%
Active BCNC Attenders	17,528	1,319	7.53%
Active Evangelical Households	14,250	898	6.3%
Active Evangelical Percent	14.23%	14.49%	101.86
Inactive Evangelical Households	18,218	1,148	6.3%
Inactive Evangelical Percent	18.19%	18.53%	101.88
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Weaverville First - Weaverville	0.19 mi	111	Plateauing
2	North Point - Weaverville	1.31 mi	264	Insufficient Data
3	Land of the Sky Cowboy Church	1.31 mi	0	Insufficient Data
4	Iglesia Bautista Hispana	1.31 mi	0	Insufficient Data
5	The Celebration Church - Weaverville	1.46 mi	70	Insufficient Data
6	Woodland Hills - Asheville	2.03 mi	293	Plateauing
7	Pleasant Hill - Asheville	2.22 mi	450	Plateauing
8	Pine Burr Park - Asheville	2.53 mi	35	Growing
9	North View Baptist Mission - Weaverville	2.81 mi	0	Insufficient Data
10	Forks of Ivy - Weaverville	2.81 mi	96	Declining
11	Flat Creek - Weaverville	3.41 mi	98	Plateauing
12	North Asheville Baptist Church	3.57 mi	981	Insufficient Data
13	Browns Chapel - Weaverville	3.63 mi	35	Insufficient Data
14	Alexander - Alexander	3.69 mi	105	Growing
15	Beaverdam - Asheville	3.94 mi	79	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Newbridge - Asheville	4.22 mi	240	Growing
17	Oak Ridge - Alexander	4.29 mi	161	Growing
18	Elk Mountain - Asheville	4.44 mi	0	Insufficient Data
19	Grandview - Alexander	4.55 mi	27	Declining
20	New Liberty - Asheville	4.70 mi	112	Plateauing
21	Jupiter - Weaverville	4.84 mi	0	Insufficient Data
22	Macedonia - Alexander	5.02 mi	143	Growing
23	Locust Grove - Weaverville	5.15 mi	343	Plateauing
24	Iglesia Comunidad Nueva Vida	5.31 mi	0	Insufficient Data
25	New Life Community - Asheville	5.31 mi	394	Declining
26	Riverside - Asheville	5.33 mi	150	Insufficient Data
27	Victory - Asheville	5.49 mi	182	Plateauing
28	Piney Mountain - Wea	5.76 mi	118	Plateauing
29	Cedar Hill - Alexander	5.89 mi	142	Plateauing
30	Morgan Hill - Weaverville	5.94 mi	75	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes BCNC churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.



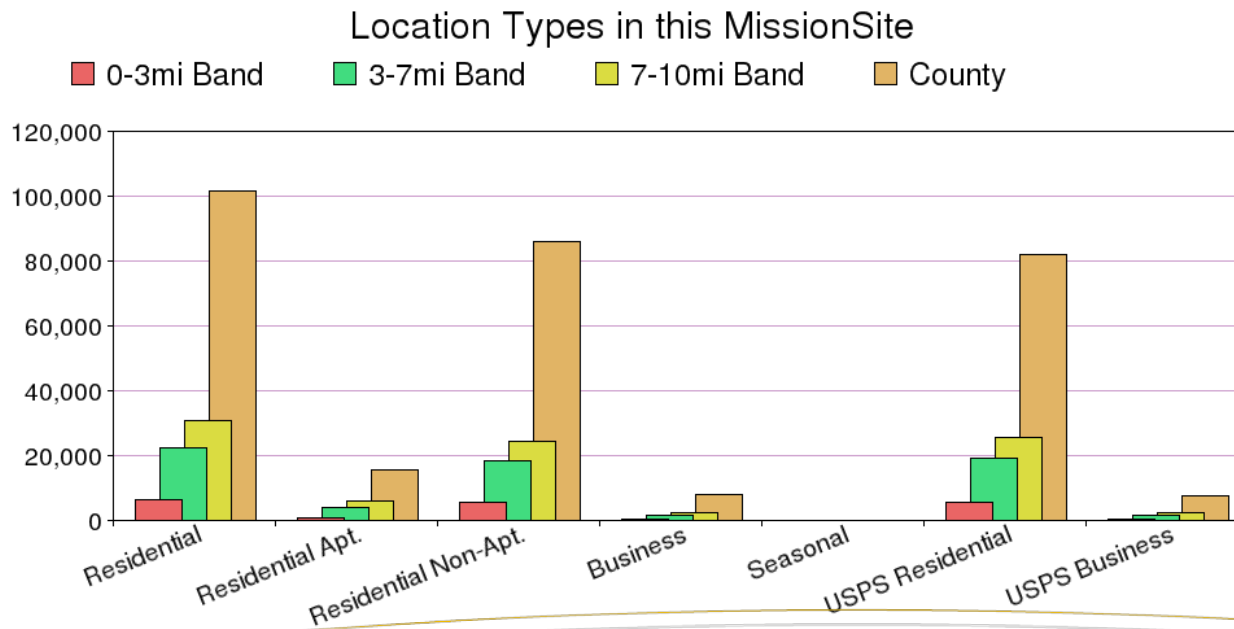
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Current Demographic Summary

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	174,765	9,910	5.67%
2000 Population	206,330	12,805	6.21%
2010 Population	233,764	14,858	6.36%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,781	3,840	5.43%
2000 Households	85,776	5,152	6.01%
2010 Households	100,164	6,197	6.19%

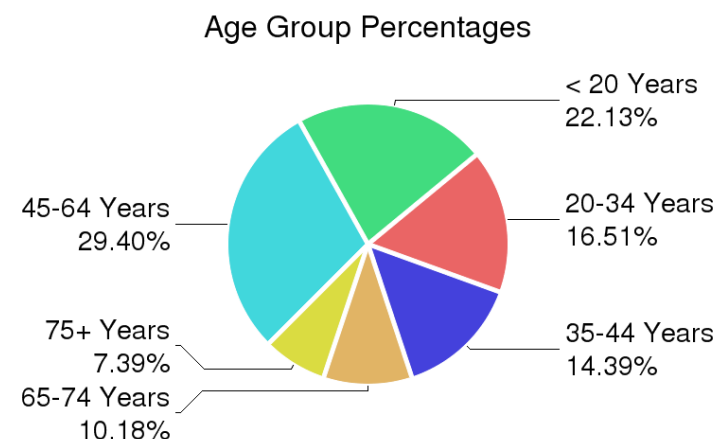


Location Type	0-3mi Band
Residential	6,321
Residential Apt.	754
Residential Non-Apt.	5,567
Business	265
Seasonal	0
USPS Residential	5,424
USPS Business	255

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%	4.81%	92.68
4-5 Years	2.4%	2.3%	95.83
6-8 Years	3.51%	3.63%	103.42
9-11 Years	3.39%	3.51%	103.54
12-13 Years	2.2%	2.4%	109.09
14-17 Years	4.48%	3.76%	83.93
18-19 Years	2.23%	1.72%	77.13
0-5 Years	7.59%	7.11%	93.68
6-12 Years	8%	8.35%	104.38
13-19 Years	7.8%	6.68%	85.64
< 20 Years	23.39%	22.14%	94.66
20-34 Years	19.01%	16.52%	86.9
35-44 Years	13.31%	14.4%	108.19
45-64 Years	27.56%	29.41%	106.71
65-74 Years	8.81%	10.19%	115.66
75+ Years	7.9%	7.39%	93.54
Median Age	41	44	107.82
Median Age (Male)	39	43	109.54
Median Age (Female)	42	46	107.47

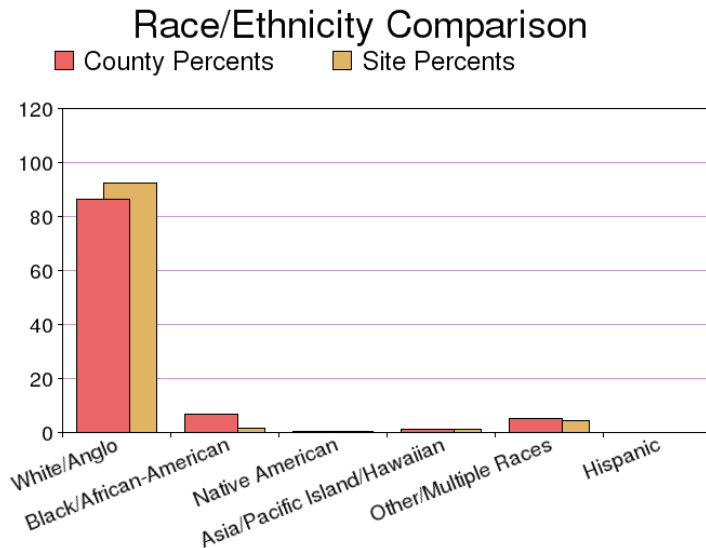
Current Demographic Summary

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	86.27%	92.22%	106.89
Black, African-American	6.79%	1.78%	26.15
Native American	0.42%	0.38%	90.31
Asian	1.14%	1.11%	97.59
Pacific Island, Hawaiian	0.05%	0.05%	111.39
Other/Multiple Races	5.32%	4.47%	83.96
Hispanic	0%	4.33%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	165,486	10,933	
Less than 9th Grade	4.29%	3.53%	121.57
No High School Diploma	7.75%	6.49%	119.35
High School Graduate	26.03%	24.49%	106.32
Some College, no degree	21.04%	21.63%	97.26
Associate Degree	8.05%	8.12%	99.08
College Degree	20.78%	21.59%	96.26
Graduate/Prof. degree	12.06%	14.15%	85.23



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	7.13%	4.45%	88.51
\$10,000 to \$19,999	13.22%	10.49%	79.36
\$20,000 to \$29,999	12.7%	11.73%	92.4
\$30,000 to \$49,999	22.42%	21.66%	96.59
\$50,000 to \$59,999	9.12%	10.15%	111.33
\$60,000 to \$69,999	7.98%	8.5%	106.6
\$70,000 to \$79,999	6.2%	7.37%	118.93
\$80,000 to \$89,999	4.72%	6.2%	131.19
\$90,000 to \$99,999	3.18%	4.1%	128.9
\$100,000 to \$124,999	5.4%	6.76%	125.11
\$125,000 to \$149,999	2.83%	3.16%	111.94
\$150,000 to \$199,999	2.61%	3.42%	130.84
\$200,000 to \$249,999	0.73%	0.45%	61.57
\$250,000 or more	1.76%	1.57%	88.83
Median Household	44,474	52,423	117.87
Average Household	62,842	65,338	103.97
Per Capita Household	27,651	27,257	98.58
Family/Non-Family Household Income			
Median Family Income	56,281	63,967	113.66
Average Family Income	76,826	78,377	102.02
Median Non-Family Income	28,721	31,169	108.52
Average Non-Family Income	41,481	40,579	97.83



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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	60.43%	66.35%	109.8
Families with Children	27.7%	28.77%	103.87
Families without Children	32.74%	37.58%	114.81
Non-Family Households			
% Non-Family Households	39.57%	33.65%	85.04
Non-Families with Children	0.42	0.44	104.15
Non-Families without Children	39.15	33.21	84.83
Housing Units			Index
Total Housing Units	112,007	6,741	
Vacant percent	10.57%	8.08%	76.46
Owned percent	60.5%	70.11%	115.88%
Rented Percent	28.92%	21.81%	75.4
Households by Size			Index
Avg household size	2.26	2.32	102.65
Avg family hh size	2.94	2.90	98.64
Avg non-family hh size	1.23	1.19	96.75
Households By Count of Persons			Percent
One	30,946	1,667	5.39%
Two	36,588	2,431	6.64%
Three or Four	27,073	1,786	6.6%
Five+	5,557	313	5.63%

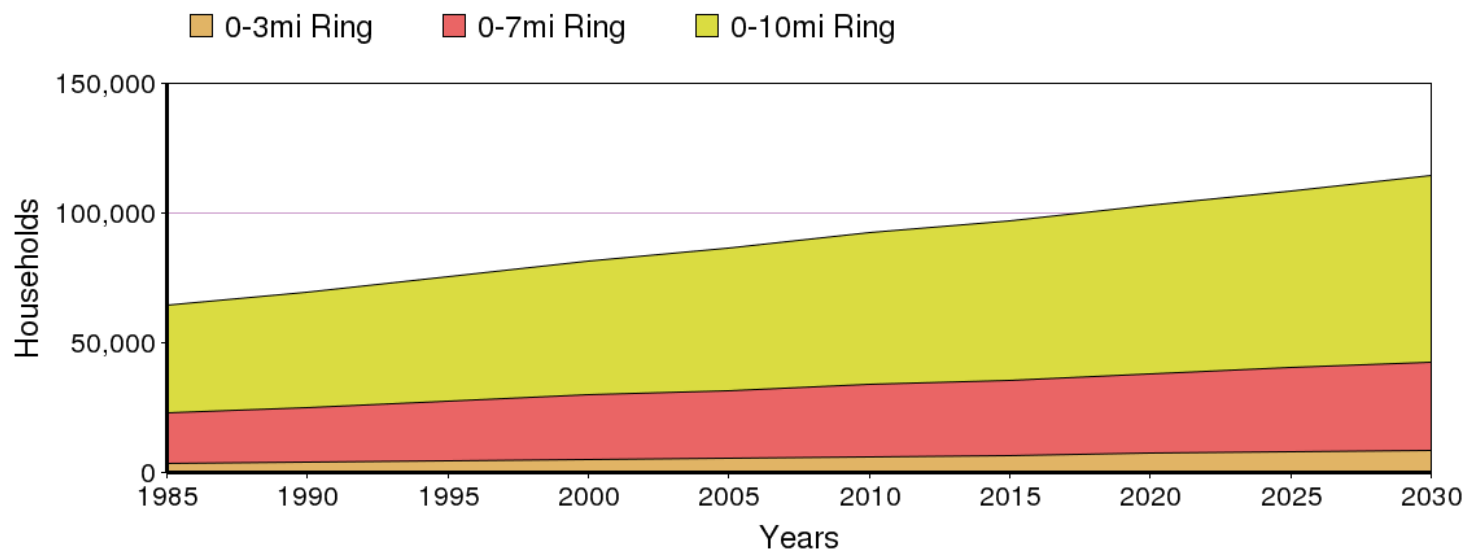
Projected Demographic Summary

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	174,765	9,910	5.67%
2000 Population	206,330	12,805	6.21%
2010 Population	233,764	14,858	6.36%
2015 Population	245,308	15,610	6.36%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	70,781	3,840	5.43%
2000 Households	85,776	5,152	6.01%
2010 Households	100,164	6,197	6.19%
2015 Households	106,435	6,610	6.21%

Household Change from 1985 to 2030



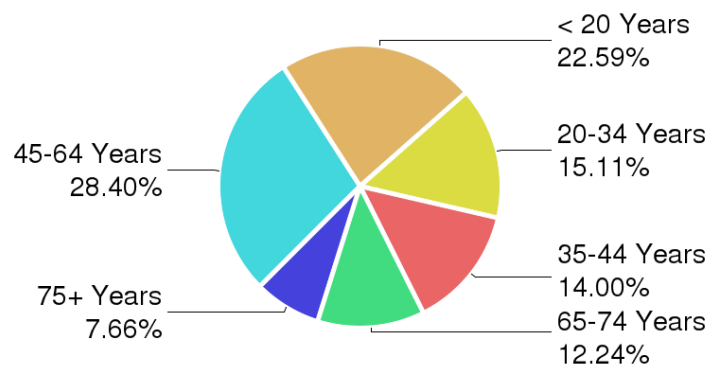
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.81%	4.94%	102.7
4-5 Years	2.3%	2.43%	105.65
6-8 Years	3.63%	3.82%	105.23
9-11 Years	3.51%	3.64%	103.7
12-13 Years	2.4%	2.42%	100.83
14-17 Years	3.76%	3.74%	99.47
18-19 Years	1.72%	1.6%	93.02
0-5 Years	7.11%	7.37%	103.66
6-12 Years	8.35%	8.69%	104.07
13-19 Years	6.68%	6.53%	97.75
< 20 Years	22.14%	22.59%	102.03
20-34 Years	16.52%	15.11%	91.46
35-44 Years	14.4%	14%	97.22
45-64 Years	29.41%	28.4%	96.57
65-74 Years	10.19%	12.24%	120.12
75+ Years	7.39%	7.66%	103.65
Median Age	41	45	109.66
Median Age (Male)	39	43	110.6
Median Age (Female)	42	46	109.5

Projected Age Group Percentages



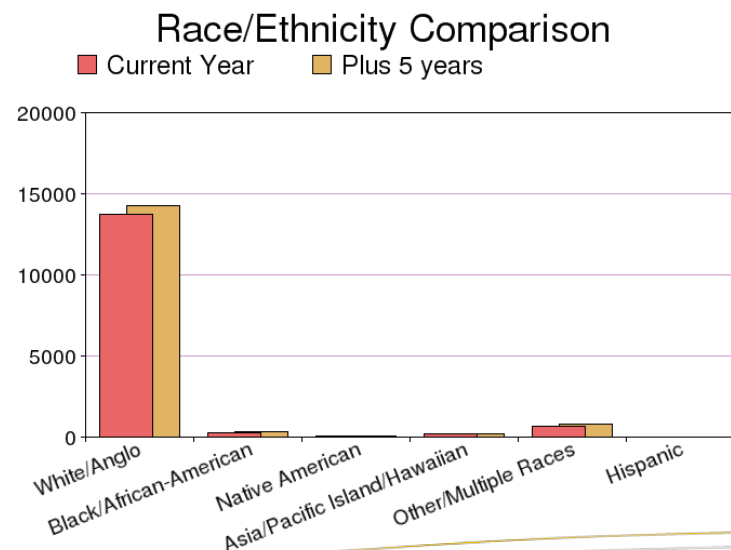
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.22%	91.21%	98.91
Black, African-American	1.78%	2.04%	114.65
Native American	0.38%	0.45%	118.56
Asian	1.11%	1.33%	119.99
Pacific Island, Hawaiian	0.05%	0.06%	118.98
Other/Multiple Races	4.47%	4.91%	109.95
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,933	11,445	
Less than 9th Grade	3.53%	2.95%	83.65
No High School Diploma	6.49%	5.19%	79.92
High School Graduate	24.49%	23.24%	94.92
Some College, no degree	21.63%	21.07%	97.42
Associate Degree	8.12%	8.37%	103.06
College Degree	21.59%	23.61%	109.37
Graduate/Prof. degree	14.15%	15.56%	109.98



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	4.45%	3.87%	86.96
\$10,000 to \$19,999	10.49%	9.95%	94.91
\$20,000 to \$29,999	11.73%	10.61%	90.4
\$30,000 to \$49,999	21.66%	20.2%	93.26
\$50,000 to \$59,999	10.15%	9.67%	95.24
\$60,000 to \$69,999	8.5%	9.11%	107.09
\$70,000 to \$79,999	7.37%	7.88%	97.24
\$80,000 to \$89,999	6.2%	6.96%	103.52
\$90,000 to \$99,999	4.1%	4.27%	104.09
\$100,000 to \$249,999	6.76%	7.41%	109.64
\$125,000 to \$149,999	3.16%	3.66%	115.75
\$150,000 to \$199,999	3.42%	3.92%	114.54
\$200,000 to \$249,999	0.45%	0.57%	127.23
\$250,000 or more	1.57%	1.63%	104.38
Median Household	52,423	55,853	106.54
Average Household	65,338	70,931	108.56
Per Capita Household	27,257	30,041	110.21
Family/Non-Family Household Income			
Median Family Income	63,967	69,429	108.54
Average Family Income	78,377	86,755	110.69
Median Non-Family Income	31,169	34,294	110.03
Average Non-Family Income	40,579	44,573	109.84



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	66.35%	63.62%	95.87
Families with Children	28.77	27.17	94.44
Families without Children	37.58	36.64	97.5
Non-Family Households			
% Non-Family Households	33.65%	36.38%	108.14
Non-Families with Children	0.44	0.36	108.14
Non-Families without Children	33.21	36.02	108.47
Housing Units			
Total Housing Units	6,741	7,195	106.73%
Vacant percent	8.08%	8.14%	100.74
Owned percent	70.11%	69.98%	99.82
Rented Percent	21.81%	21.89%	100.38
Households by Size			
Avg household size	2.32	2.29	98.71%
Avg family hh size	2.90	2.95	101.72%
Avg non-family hh size	1.19	1.14	95.8%
Households By Count of Persons			
One	1,667	1,874	112.42%
Two	2,431	2,564	105.47%
Three or Four	1,786	1,847	103.42%
Five+	313	325	103.83%

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	329	2,057	2,568
Northern Europe	56	145	201
Western Europe	53	222	143
Southern Europe	9	35	44
Eastern Europe	41	336	315
Other Europe	0	0	0
Eastern Asia	23	86	176
So. Central Asia	8	45	231
SE Asia	0	141	188
Western Asia	0	17	6
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	10	15
Middle Africa	0	0	0
Northern Africa	0	8	8
Southern Africa	0	30	14
Western Africa	0	0	14
Other Africa	0	0	0
Oceania	4	16	5
Caribbean	9	44	43
Central Amer.	98	801	951
South America	9	54	123
North America	19	67	91
Born at sea	0	0	0

Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	10,943	41,260	55,549
Spanish	235	1,707	2,411
Other Indo-Euro language	147	982	1,070
French (incl. Patois, Cajun)	35	171	144
French Creole	0	0	0
Italian	0	24	20
Portuguese	0	0	71
German	68	317	226
Yiddish	8	15	15
Other West Germanic	6	24	2
A Scandinavian Language	0	7	17
Greek	1	58	63
Russian	5	62	90
Polish	1	22	16
Serbo-Croatian	0	0	0
Other Slavic Language	14	212	172
Armenian	0	0	0
Persian	0	0	0
Gujarathi	8	15	93
Hindi	0	16	54
Urdu	0	0	39

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	26	36
Asian/PI languages	0	0	0
Chinese	0	49	125
Japanese	15	21	56
Korean	5	67	24
Mon-Khmer, Cambodian	0	78	7
Miao, Hmong	0	32	20
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	106
Other Asian	5	14	22
Tagalog	0	31	71
Other Pacific Is	0	64	10
Other languages	17	147	59
Navajo	0	0	19
Other Native N. American	17	33	4
Hungarian	0	42	18
Arabic	0	14	7
Hebrew	0	5	1
African languages	0	0	5
Other unspecified	0	53	5



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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,311	33,952	45,485
Arab	31	30	48
Armenian	0	5	37
Austrian	36	67	29
British	73	374	414
Canadian	1	62	54
Croatian	0	27	0
Czech	0	33	52
Czechoslovak	6	31	8
Danish	14	54	61
Dutch	138	557	672
English	1,220	4,457	5,755
European	136	437	555
Finnish	10	22	29
French (not Basque)	163	525	548
French Canadian	61	169	178
German	1,069	3,540	3,927
Greek	21	147	103
Hungarian	38	123	101
Iranian	1	23	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	903	3,783	4,283
Italian	157	1,020	1,020
Lithuanian	3	19	62
Norwegian	36	133	277
Polish	75	514	416
Portuguese	16	30	26
Romanian	0	42	11
Russian	41	190	278
Scandinavian	3	36	27
Scotch-Irish	697	2,406	2,660
Scottish	316	1,462	1,354
Slovak	0	37	49
Subsaharan African	24	178	440
Swedish	49	329	283
Swiss	50	92	53
Ukrainian	10	216	245
US/American	1,764	6,022	9,403
Welsh	100	183	274
West Indian	12	47	79
Yugoslavian	0	15	17
Other	1,037	6,517	11,657



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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

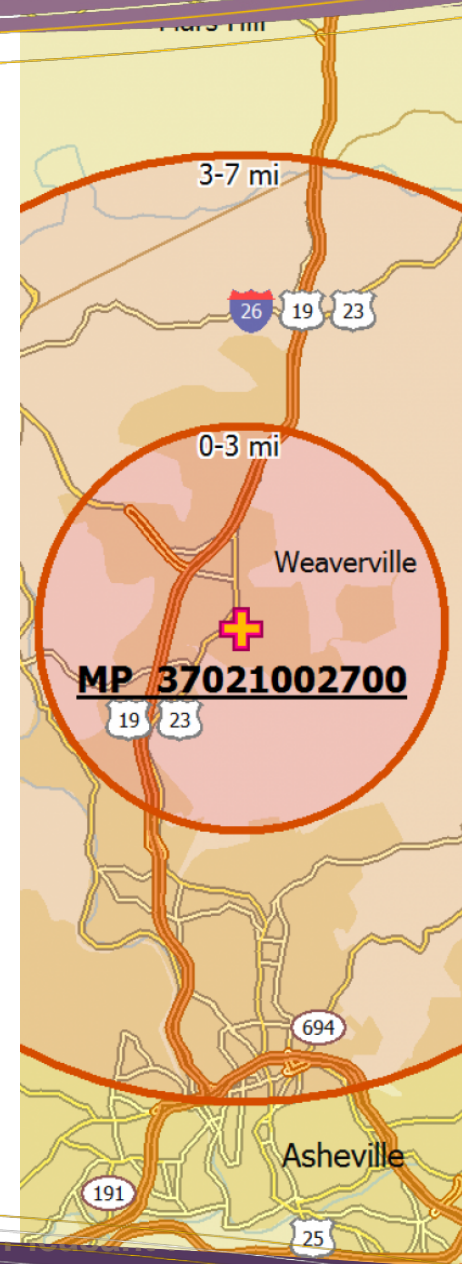
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,197	100%	4,204	100%
AFFLUENT SUBURBIA	157	2.53%	109	2.59%
America's Wealthiest	3	0.05%	2	0.05%
Dream Weavers	31	0.5%	22	0.52%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	123	1.98%	85	2.02%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	982	15.85%	673	16.01%
Status Conscious Consumers	4	0.06%	3	0.07%
Affluent Urban Professionals	59	0.95%	48	1.14%
Urban Commuter Fam.	848	13.68%	569	13.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	14	0.23%	10	0.24%
Successful Urban Sprawl	57	0.92%	43	1.02%
SM TOWN SUCCESS	2,465	39.78%	1,670	39.72%
Successful Urban Sprawl	706	11.39%	43	1.02%
2nd City Homebodies	220	3.55%	501	11.92%
Prime Middle America	8	0.13%	143	3.4%
Urban Optimists	1,512	24.4%	6	0.14%
Family Convenience	19	0.31%	964	22.93%
Mid-Market Enterprise	0	0%	13	0.31%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,197	100%	4,204	100%
BLUE COLLAR BACKBONE	4	0.06%	3	0.07%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.06%	3	0.07%
AMER. DIVERSITY	566	9.13%	391	9.3%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	98	1.58%	63	1.5%
Professional Urbanites	275	4.44%	199	4.73%
Urban Advancement	160	2.58%	108	2.57%
Amer. Great Outdoors	33	0.53%	21	0.5%
Mature America	0	0%	0	0%
METRO FRINGE	610	9.84%	417	9.92%
Steadfast Conservative	540	8.71%	370	8.8%
Moderate Conventionalists	51	0.82%	34	0.81%
Southern Blues	19	0.31%	13	0.31%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,197	100%	4,204	100%
REMOTE AMERICA	652	10.52%	387	9.21%
Hardy Rural Fam.	229	3.7%	139	3.31%
Rural Southern Living	423	6.83%	248	5.9%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	530	8.55%	411	9.78%
Young Cosmopolitans	461	7.44%	361	8.59%
Minority Metro Communities	25	0.4%	19	0.45%
Stable Careers	26	0.42%	19	0.45%
Aspiring Hispania	18	0.29%	12	0.29%
RURAL VILLAGES & FARMS	229	3.7%	143	3.4%
Aspiring Hispania	22	0.36%	12	0.29%
Industrious Country Living	0	0%	15	0.36%
America's Farmland	24	0.39%	0	0%
Comfy Country Living	152	2.45%	15	0.36%
Small Town Connections	31	0.5%	88	2.09%
Hinterland Fam.	0	0%	13	0.31%



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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,197	100%	4,204	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

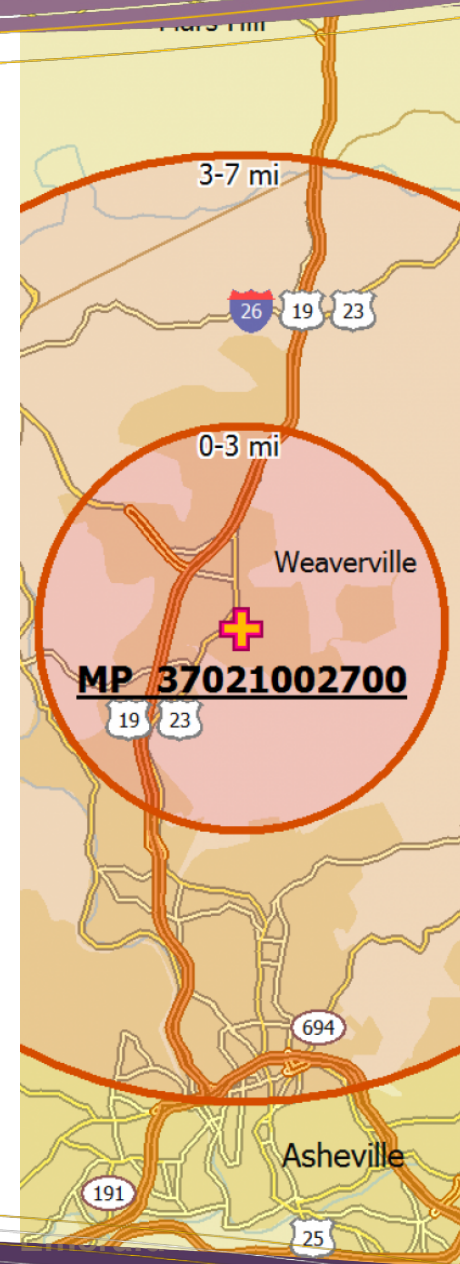
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	83%	79%	77%
Use Comp. for Internet/E-mail	69%	64%	60%
Internet Use: E-Mail	58%	54%	50%
Use Comp. for Word Processing	46%	43%	39%
Use Comp. for Comp. Games	43%	40%	39%
Use Comp. for Shopping	40%	38%	35%
Use Comp. for Digital Camera	37%	35%	32%
Photo Editing			
Use Comp. for Education	36%	34%	32%
Use Comp. for Banking	36%	34%	31%
Internet Use: News/ Weather	32%	31%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	31%	30%	28%
Internet Use: Banking	30%	28%	26%
Use Comp. for News/Info./Data	26%	25%	23%
Service			
PC-Network-HH Has One	19%	19%	17%
Use Comp. for Accounting	18%	16%	14%
Use Comp. for Personal Financial	16%	16%	14%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	15%	13%	12%
Internet Use: Shopping: Made A	14%	13%	12%
Purchase			
Internet Use: Shopping: Gathered	14%	14%	13%
Info. for Shopping			
Internet Use: Research/ Education	13%	13%	12%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	70%	68%	67%
Dining Out (Not Fast Food)	62%	61%	58%
Reading Books	56%	56%	54%
Card Games	43%	43%	42%
Go To A Beach/Lake	41%	39%	36%
Gardening	37%	37%	35%
Cooking for Fun	37%	37%	36%
Board Games	34%	33%	32%
Visit Museum	22%	22%	20%
Going To Bars/Nightclubs/Dancing	22%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	43%	42%	41%
Dentist	31%	31%	28%
Backache	23%	22%	22%
Eye Dr.	21%	22%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or More)	15%	14%	14%
Any Arthritis	15%	16%	16%

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	28.83%	29.34%	27.54%
Live Theater	22.56%	22.53%	20.24%
Live Theater Most Often	18.64%	18.66%	16.47%
Rock/Pop Concerts Most Often	14.56%	15.15%	14.52%
Comedy Club	8.48%	8.79%	8.64%
Dance Performance	8.13%	8.61%	8.29%
Movies: Comedy	42.99%	40.04%	39.24%
Movies: Action/Adventure	40.62%	38.96%	38%
Movies: Drama	21.08%	20.82%	20.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.12%	19.99%	19.3%
Movies: Fam.	19.48%	19.26%	19.21%
Movies: Mystery	17.04%	17.42%	17.03%
MLB Baseball Reg. Season	10.11%	8.86%	7.59%
College Football Reg. Season	7.53%	7%	6.22%
NFL Football Reg. Season	7.46%	6.98%	6.25%
College Basketball Reg. Season	4.96%	4.67%	4.1%
NBA Basketball Reg. Season	4.03%	4.16%	3.48%
NHL Hockey Reg. Season	3.3%	3.06%	2.74%

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	41.92%	41.97%	40.35%
Swimming	36.11%	35.18%	33.3%
Bowling	21.1%	21.5%	20.98%
Billiards/Pool	19.75%	19.33%	18.78%
Freshwater Fishing	19.2%	18.56%	18.62%
Weight Training	17.56%	16.8%	15.32%
Camping Trips	17.31%	16.07%	16.33%
Golf	15.36%	15.12%	13.49%
Using Cardio Machine	15.29%	15.03%	13.72%
Jogging/Running	14.82%	15%	14.05%
Mountain/Road Biking	13.8%	13.8%	12.71%
Basketball	13.79%	14.44%	14.2%
Stationary Cycling	12.68%	12.73%	11.91%
Hunting	11.79%	10.13%	10.31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	10.71%	10.36%	10.07%
Baseball	10.03%	10.65%	10.68%
Aerobics	9.49%	9.85%	9.44%
Target Shooting	9.25%	9.14%	9.32%
Football	8.72%	9.31%	9.27%
Saltwater Fishing	8.61%	7.98%	7.61%
Power Boating	8.45%	8.66%	8.08%
Volleyball	8.27%	8.31%	8.65%
Softball	7.94%	7.77%	7.54%
Tennis	7.6%	7.39%	6.76%
Canoeing/Kayaking	7.59%	7.23%	7%
Soccer	7.24%	7.06%	6.78%
Yoga	7.17%	7.31%	6.86%
Horseback Riding	7.06%	6.09%	5.94%



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
Motorcycling	7.01%	6.19%	6.09%
Archery	5.35%	4.82%	4.8%
Downhill & X-Country	4.88%	4.76%	4.43%
Skiing			
Snorkeling	4.66%	4.72%	4.4%
Roller Skating	4.65%	5.01%	5.03%
Ice Skating	4.6%	4.93%	4.76%
Water Skiing	4.5%	4.4%	4.23%
Jet Skiing	4.44%	4.44%	4.17%
Fly Fishing	4.07%	4.32%	4.4%
Snowmobiling	3.53%	3.48%	3.45%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.33%	3.59%	3.58%
Rock Climbing	3.1%	3.3%	3.29%
Hockey	3.08%	3.14%	3.28%
Sailing	2.99%	3.24%	2.99%
Snowboarding	2.9%	3.15%	3.06%
Martial Arts	2.9%	3.04%	3.12%
Skateboarding	2.7%	2.85%	2.95%
Surfing & Windsurfing	2.54%	2.51%	2.44%
Auto Racing	2.39%	2.89%	3.14%
Rowing	2.15%	2.64%	2.57%

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

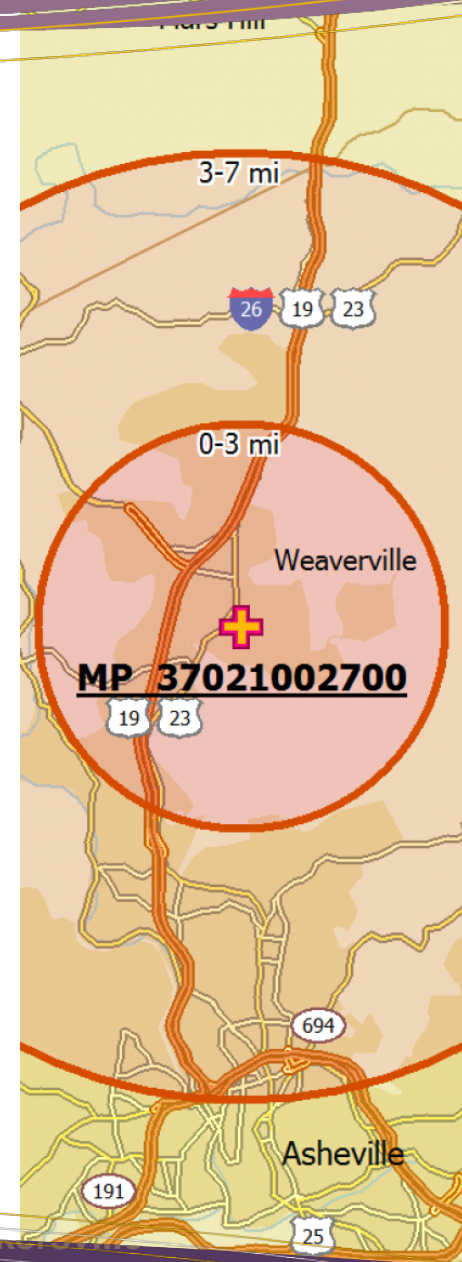
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

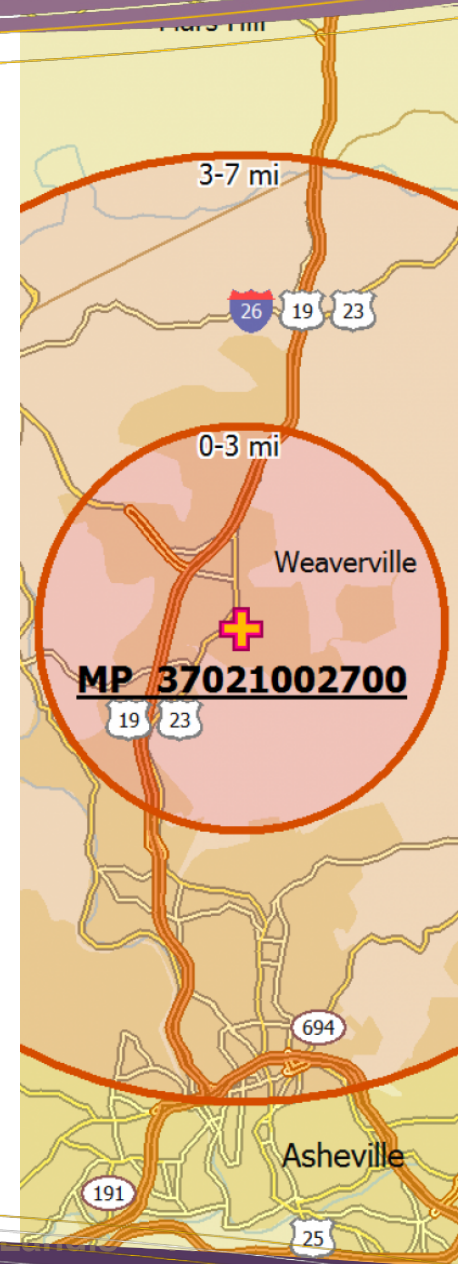
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



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Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%
Find It Difficult To Say No To My Kids	40%	39%	38%
Prefer To Have Few Possessions As Possible	37%	36%	34%
Woman's Place Is In The Home	35%	34%	34%
Speak My Mind Even If It Upsets People	34%	34%	35%
Like Control Over People And Resources	31%	32%	33%
Like To Do Unconventional Things	30%	29%	29%
If Won Lottery Would Never Work Again	29%	29%	27%
Don't Judge People/Way They Live Life	27%	28%	28%
Friends More Important Than My Fam.	27%	26%	25%
Money Is Best Measure Of Success	26%	27%	26%
Like to Stand Out In A Crowd	21%	20%	21%

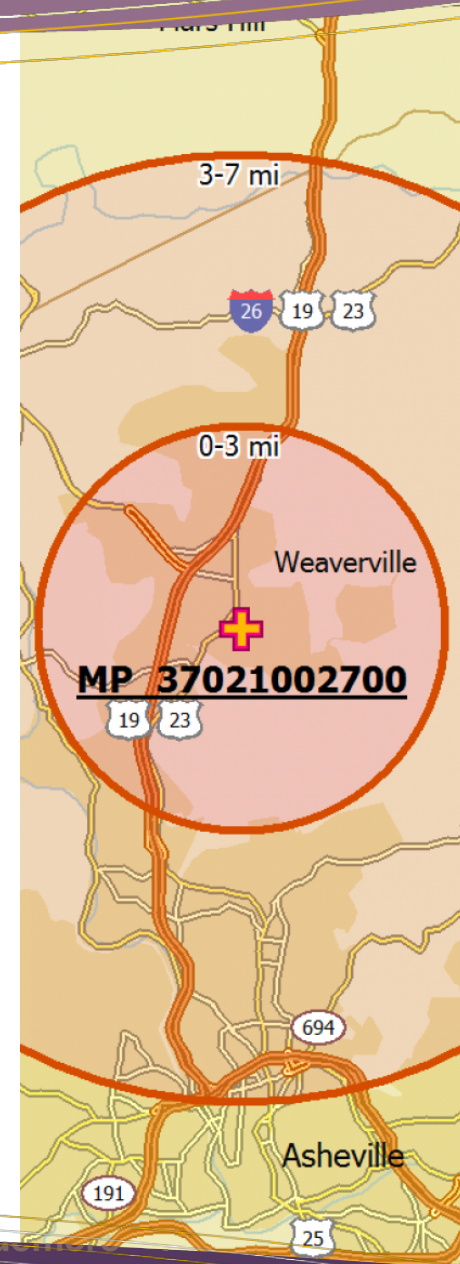
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	20%	21%	23%
Marijuana Should Be Legalized	20%	20%	19%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
I Am A Workaholic	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Happy With My Standard Of Living	14%	14%	13%
Only Work Current Job for The Money	13%	13%	14%
We Should Strive for Equality for All	13%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	7%	8%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	5%	6%	7%



Potential Cultural Themes

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

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



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Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	68%	65%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	39%	38%	37%
Prefer To Have Few Possessions As Possible	37%	36%	34%
Important Feel Respected By My Peers	32%	33%	33%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Important To Juggle Various Tasks	29%	29%	31%
Have Keen Sense Of Adventure	26%	27%	26%
Good At Fixing Things	26%	26%	27%
People Have To Take Me As They Find Me	25%	24%	23%
Like To Just Enjoy Life	23%	23%	23%
Worried About Pollution Caused By Cars	19%	19%	18%

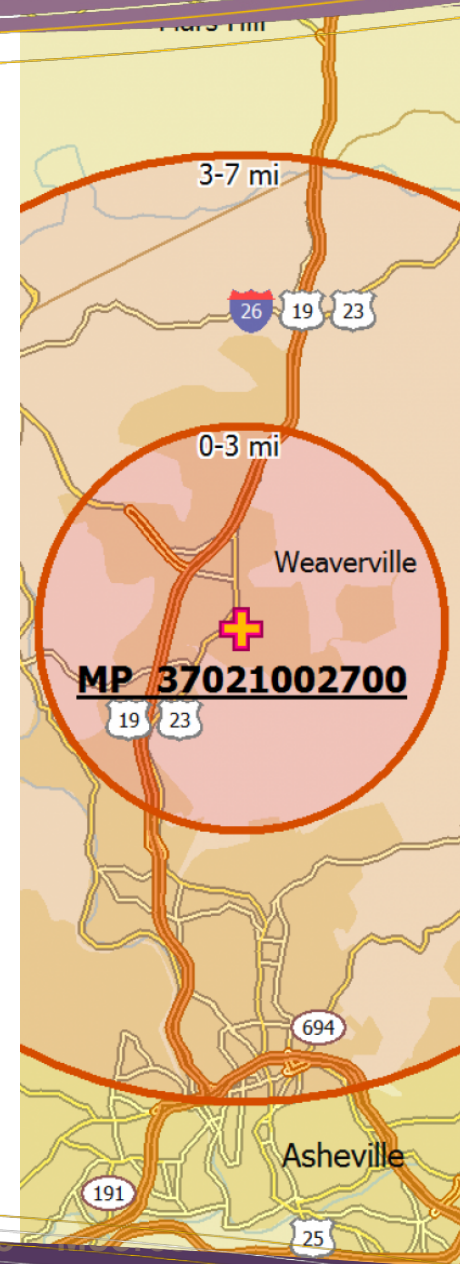
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	18%	19%
Is An Important Part Of Who I Am	16%	15%	16%
Real Men Don't Cry	15%	16%	16%
Looking for New Ideas To Improve Home	15%	15%	16%
Try Not To Worry About The Future	13%	14%	14%
Enjoy Spending Time With My Fam.	11%	11%	12%
Provide My Kids With The Little Extras	9%	11%	12%
Children Should Be Allowed To Express Themselves	4%	5%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Feel Very Alone In The World	4%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	4%



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Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	85.01%	85.13%	85.48%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.62%	82.99%	81.68%
Houses-Visit Any			
McDonald's	57.83%	57.2%	56.78%
Burger King	36.35%	36.51%	37.97%
Applebee's	31.39%	31.05%	29.87%
Subway	30.58%	30.61%	30.43%
Taco Bell	29.1%	28.72%	28.84%
Wendy's	28.86%	29.69%	29.63%
Kentucky Fried Chicken (KFC)	25.68%	26.6%	28.01%
Arby's	24.26%	22.93%	22.8%
Olive Garden	21.48%	21.25%	20.37%
Pizza Hut	20.72%	20.67%	21.89%

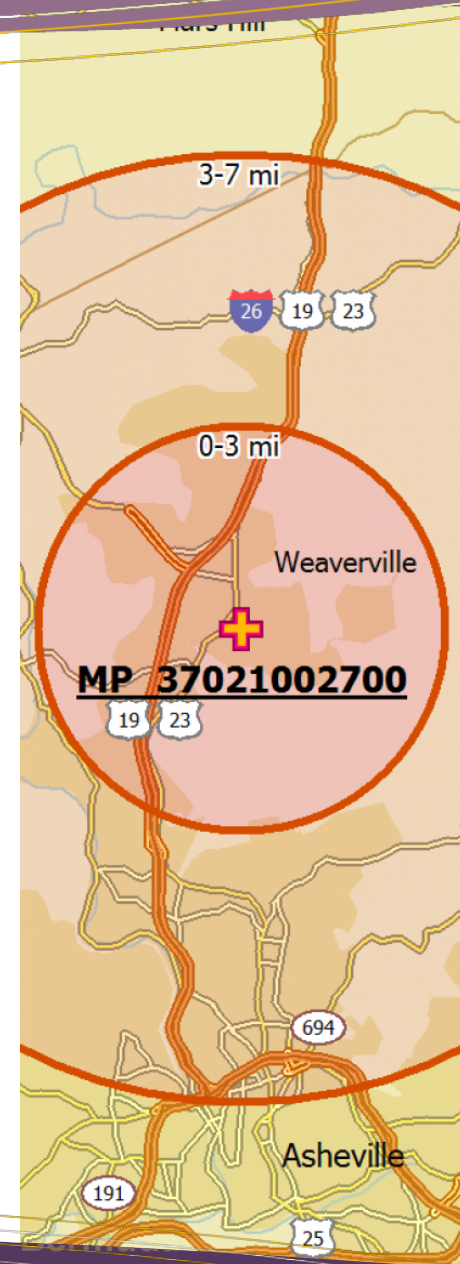
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.46%	17.81%	18.27%
Outback Steakhouse	16.59%	15.78%	14.55%
Cracker Barrel	16.27%	16.23%	15.46%
Red Lobster	15.62%	16.42%	16.82%
Chick-Fil-A	13.08%	13.42%	12.79%
IHOP (International House Of Pancakes)	13.04%	13.58%	13.34%
Starbucks	12.89%	12.69%	11.3%
Chili's Grill and Bar	12.88%	13.29%	12.38%
Sonic	12.15%	12.69%	13.71%
Domino's Pizza	11.96%	12.97%	13.48%
Ruby Tuesday	11.68%	11.66%	10.84%
Denny's	11.59%	12.02%	12.49%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	51%	49.26%	47.16%
Recycled products	39.68%	37.58%	34.88%
Worked as volunteer (non political)	20.15%	18.49%	17%
Engaged in fund raising	11.88%	11.44%	10.95%
Religious club member	8.12%	7.79%	7.5%
Wrote to elected offcl about publ bus	7.21%	6.68%	6.09%

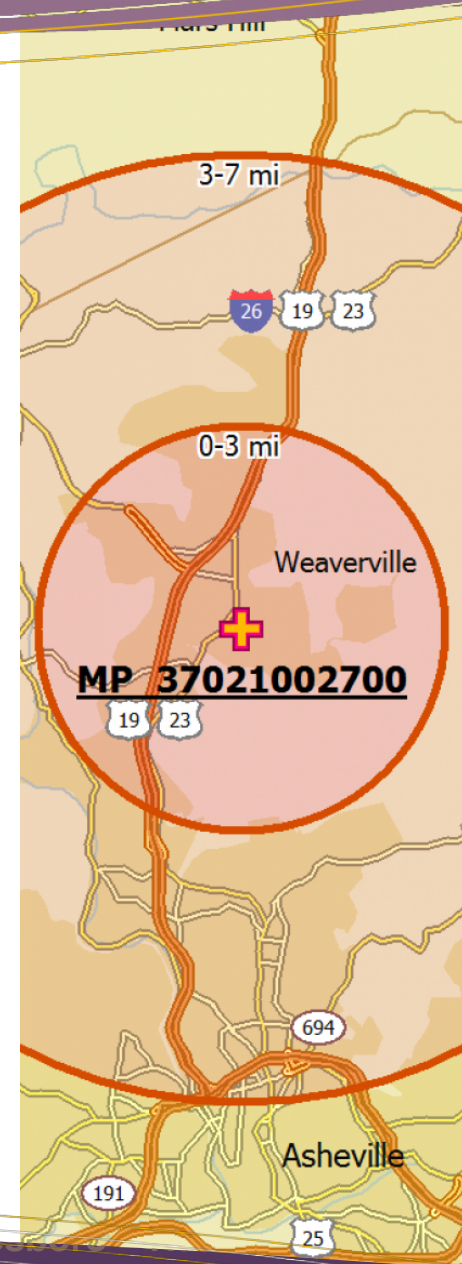
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.48%	6.16%	5.79%
Charitable Organization	6.47%	5.94%	5.55%
Union member	5.78%	5.58%	5.24%
Addressed a public meeting	5.74%	5.28%	4.8%
Took active part in local civic issue	5.38%	5.37%	5.14%
Fraternal order member	5.23%	4.95%	4.74%



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	19.02%	18.24%	16.67%
Mystery	13.53%	12.88%	12.1%
Children's Books	13.37%	13.37%	12.66%
Cookbooks	11.72%	11.19%	10.65%
Religious (not Bibles)	8.97%	8.99%	8.87%
Personal/Business	7.84%	7.29%	6.65%
Self-help			
History	7.67%	7.5%	7.04%
Romance	7.35%	7.05%	6.75%
Biography	7.26%	7.1%	6.55%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.56%	69.18%	67.64%
Gen. Editorial	45.7%	46.89%	46.37%
Womens	40.81%	41.48%	40.87%
Service	37.61%	36.56%	35.26%
Business/Finance	18.47%	18.61%	16.67%
Mens	17.78%	18.16%	18.36%
Sports	14.38%	15.17%	15%
Automotive	13.59%	13.51%	14.07%
Health	13.41%	13.32%	13.18%



Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.9%	56.89%	55.32%
Sport	34.72%	33.37%	32.61%
Classified	33.58%	33.17%	34.14%
Editorial Page	33.13%	32.19%	31.25%
Business/Finance	31.98%	30.91%	28.57%
Comics	29.31%	28.43%	28.06%
Food/Cooking	26.87%	26.42%	25.33%
Movie Listings & Reviews	26.82%	26.38%	25.46%
TV/Radio Listings	25.26%	24.6%	24.27%
Home/Gardening	23.8%	22.62%	21.51%
Travel	22.01%	20.8%	19.12%
Science/Technology	19.34%	18.67%	17.45%
Fashion	14.03%	14.31%	13.88%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.45%	22.55%	22.87%
Adult Contemporary	20.1%	18.73%	17.92%
CHR Contemp Hit Radio	17.37%	17.84%	18.38%
News/Talk	14.08%	13.17%	11.53%
Rock	14.01%	13.07%	12.55%
Oldies	11.66%	11.51%	11.19%
Classic Rock	11.5%	10.65%	10.08%
Alternative	10.6%	10.19%	9.32%
Urban Contemporary	8.58%	11.92%	13.42%
Variety	8.21%	8.05%	7.64%
Soft Contemporary	6.92%	6.59%	5.9%
Religious	6.82%	6.54%	6.22%
All News	5.31%	5.74%	4.87%
Classic Hits	4.7%	4.28%	4.1%
Sports	4.55%	4.18%	3.62%
Classical	4.41%	4.01%	3.46%
All Talk	4.36%	4.72%	4.05%
Jazz	4.33%	4.85%	4.37%



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	66.98%	65.37%	63.54%
Satellite Dish	53.43%	53.58%	52.89%
Soapnet	52.11%	51.49%	50.68%
Other Video-On-Demand	38.39%	40.5%	41.31%
Sci-Fi Channel	38.23%	37.12%	36.2%
Comedy Central	35.78%	34.89%	31.57%
MSNBC	34.65%	34.19%	33.5%
Adult Pay Per View TV	33.79%	34.48%	33.57%
Adult Swim	31.58%	28.78%	26.78%
TV Info From Sunday TV Magazine	31.24%	30.01%	28.95%
Nickelodeon	30.88%	29.31%	28.73%
Subscribe Digital Cable	28.76%	28.51%	28.46%

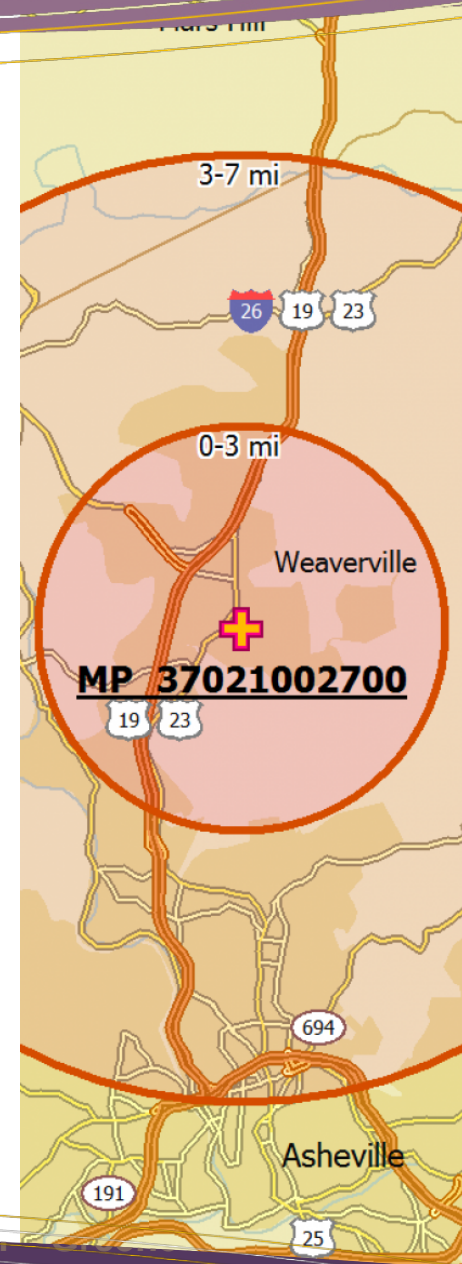
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	27.58%	26.3%	24.47%
TV Info From Newspapers	27.11%	26.8%	26.08%
Nick At Nite	26.74%	25.81%	24.74%
ABC Fam.	26.69%	25.69%	23.5%
USA Network	26.1%	25.39%	24.58%
BET (Black Entertainment TV)	25.85%	25.57%	24.55%
TCM (Turner Classic Movies)	25.48%	25.57%	24.72%
The Golf Channel	25.28%	24.6%	22.83%
ESPN2	25%	24.7%	22.9%
TV Info From Monthly Cable Guide	24.66%	24.29%	23.78%
ESPN Classic	24.46%	23.78%	20.88%
ESPN News	21.53%	20.55%	18.29%

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+)	21.64%	21.13%	19.56%
Medium Users (4-6)	11.98%	11.27%	10.66%
Light Users (1-3)	21.21%	20.63%	20.34%
Quintiles (20%)			
Newspaper I (Heavy)	1.24%	1.29%	1.48%
Newspaper II	1.46%	1.41%	1.55%
Newspaper III	2.18%	2.2%	2.09%
Newspaper IV	0.66%	0.63%	0.64%
Newspaper V (Light)	1.73%	1.25%	1.21%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.24%	19.22%	19.43%
Magazines II	8.25%	8.53%	8.87%
Magazines III	10.11%	9.97%	9.87%
Magazines IV	10.98%	11.01%	11.41%
Magazines V (Light)	0.36%	0.58%	0.52%
Outdoor I (Heavy)	6.31%	6.43%	6.78%
Outdoor II	1.65%	2.37%	2.79%
Outdoor III	2.63%	3.05%	3.4%
Outdoor IV	16.14%	15.84%	16.54%
Outdoor V (Light)	25.66%	25.24%	25.23%
Yellow Pages I (Heavy)	15.5%	15%	15.24%
Yellow Pages II	5.93%	5.98%	6.07%
Yellow Pages III	4.48%	5.09%	5.61%
Yellow Pages IV	22.39%	21.75%	22.7%
Yellow Pages V (Light)	2.49%	2.9%	3.4%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.66%	3.46%	3.43%
Drive Time III (Medium)	0.65%	0.67%	0.73%
Radio IV & V (Light)	2.53%	2.39%	2.57%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.85%	8.44%	8.89%
Radio III (Medium)	5.41%	5.03%	4.79%
Radio IV & V (Light)	2.6%	3.16%	3.18%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.23%	13.57%	12.77%
Cable III (Medium)	3.78%	4.01%	4.38%
Cable IV & V (Light)	30.61%	32.29%	32.81%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.57%	4.03%	3.99%
Prime Time III (Medium)	2.29%	2.1%	2.05%
Prime Time IV & V (Light)	7.49%	8.07%	8.38%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.98%	40.76%	40.01%
Fringe III (Medium)	53.63%	52.67%	53.66%
Fringe IV (Light)	56.73%	55.72%	55.75%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.26%	12.11%	13.11%
All Day III (Medium)	23.99%	23.46%	24.35%
All Day IV (Light)	11.66%	12.62%	13.06%

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
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Day-time Radio

Listeners

Dayparts [summary]	13.62%	12.91%	12.3%
6:00am - 10:00am	18.43%	17.36%	15.52%
10:00am - 3:00pm	5.4%	7.35%	7.33%
3:00pm - 7:00pm	13.42%	13.36%	13.88%
7:00pm - Midnight	14.97%	14.06%	12.83%
Midnight - 6:00am	5.58%	5.85%	5.78%

Weekend Radio

Listeners

Dayparts [summary]	16.01%	15.03%	14.79%
6:00am - 10:00am	5.32%	4.75%	4.13%
10:00am-3:00pm	5.62%	5.94%	5.3%
3:00pm - 7:00pm	6.9%	6.98%	7.21%
7:00pm - Midnight	10.51%	9.63%	9.19%
Midnight - 6:00am	11.58%	11.93%	11.66%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
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Prime Time TV Viewers

8:00-11:00pm	9.06%	8.82%	7.93%
Saturday: 8:00-11:00pm	8.86%	8.34%	8.12%
Sunday: 7:00-11:00pm	10.52%	10.35%	9.87%
9:00am-1:00pm	26.74%	25.81%	24.74%
9:00am-4:00pm	30.73%	29.64%	28.43%
4:00pm-7:00pm	29.96%	29.94%	28.57%
11:00pm-1:00am	41.95%	42.06%	41.37%
AVG Prime time	2.48%	2.74%	2.81%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.62%	17.46%	16.9%
7-9am	25%	24.7%	22.9%
9am-12noon	23.16%	21.75%	20.23%
12noon-4pm	7.57%	7.89%	8.2%
4-6pm	50.47%	49.28%	46.28%
6-7pm	20.33%	19.65%	19.24%
7-7:30pm	1.59%	1.56%	1.48%
7:30-8pm	10.76%	10.92%	10.69%
8-11pm	9.06%	8.82%	7.93%
11pm-12am	34.65%	34.19%	33.5%
11pm-1am	41.95%	42.06%	41.37%
1-6am	29.93%	32.32%	30.97%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.49%	19.24%	18.41%
Sat: 10am-1pm	8.68%	8.33%	7.88%
Sat: 1-4pm	25.83%	25.21%	24.9%
Sat: 4-6pm	6.96%	7.01%	6.71%
Sat: 6-7pm	3.08%	2.4%	2.07%
Sat: 7-8pm	0.97%	1%	0.87%
Sat: 8-11pm	8.86%	8.34%	8.12%
Sat: 11pm-1am	4.52%	4.99%	4.78%
Sat: 1am-7pm	26.1%	25.39%	24.58%
Sun: 7-10am	2.54%	2.29%	2.36%
Sun: 10am-1pm	8.11%	7.26%	6.95%
Sun: 1-4pm	6.68%	6.37%	6.11%
Sun: 4-7pm	15.18%	14.27%	13.66%
Sun: 7-11pm	10.52%	10.35%	9.87%
Sun: 11pm-1am	5.21%	5.11%	4.92%
Sun: 1-7am	24.05%	22.49%	21.51%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

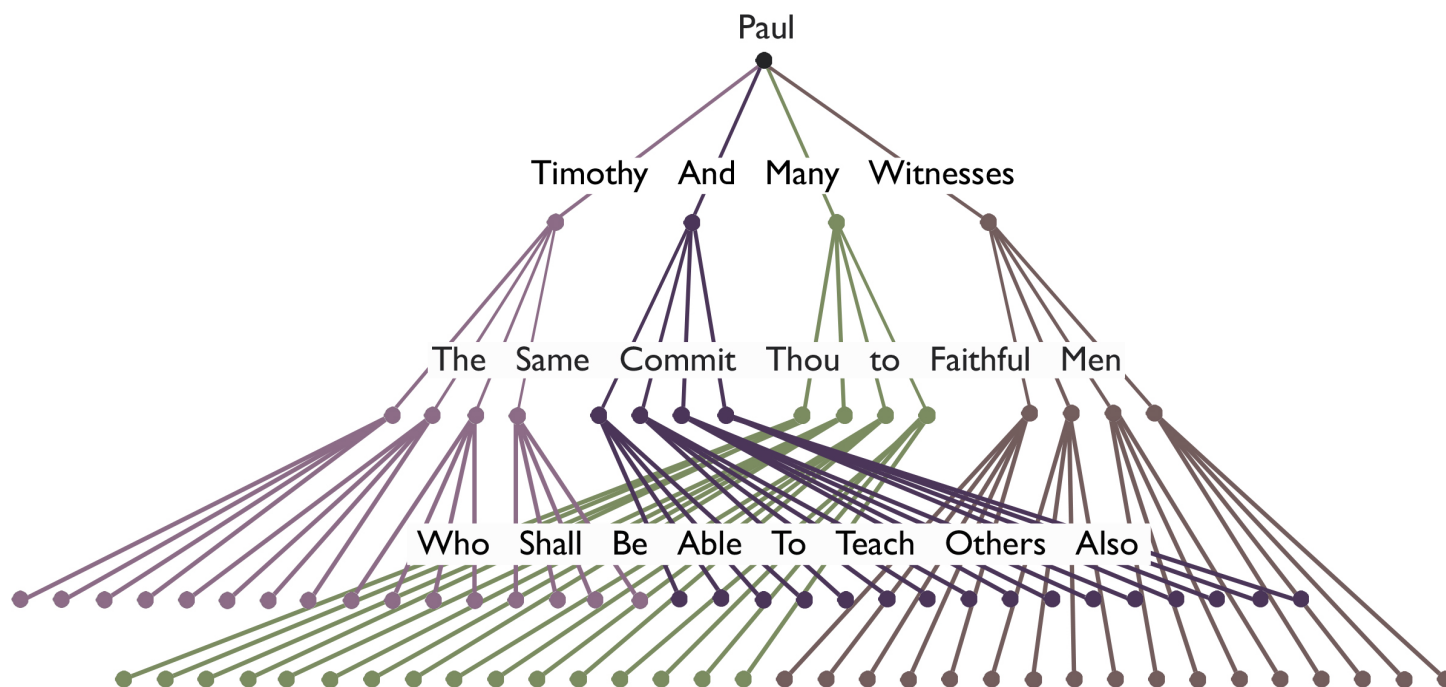


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

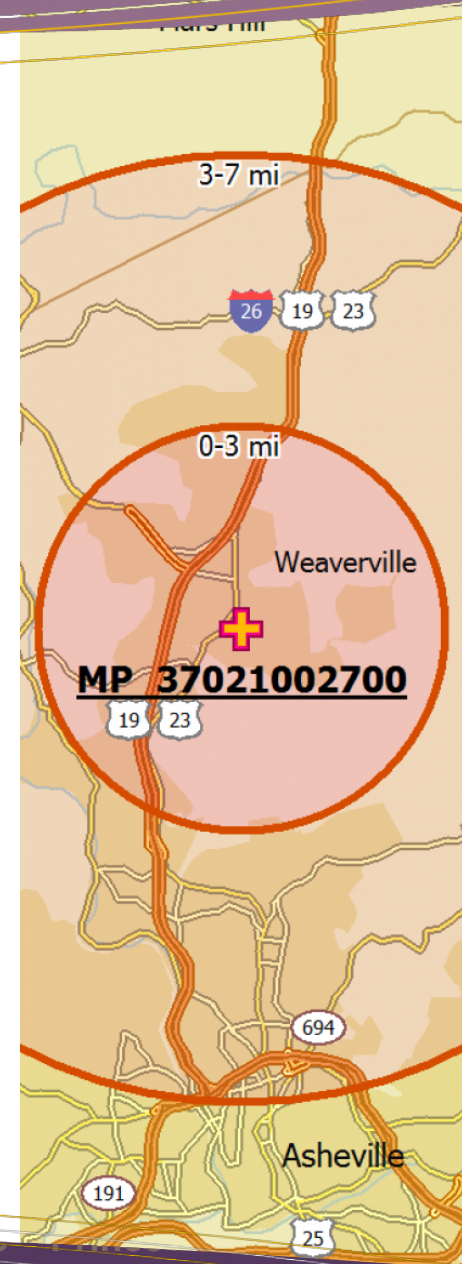


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
1	Weaverville First - Weaverville	63 N Main St Weaverville, NC 28787	0.19 mi	111	Plateauing
2	North Point - Weaverville	119 Monticello Rd Weaverville, NC 28787	1.31 mi	264	Insufficient Data
3	Land of the Sky Cowboy Church	119 Monticello Rd Weaverville, NC 28787	1.31 mi	0	Insufficient Data
4	Iglesia Bautista Hispana	119 Monticello Rd Weaverville, NC 28787	1.31 mi	0	Insufficient Data
5	The Celebration Church - Weaverville	2 Boyds Chapel Rd Weaverville, NC 28787	1.46 mi	70	Insufficient Data
6	Woodland Hills - Asheville	50 Woodland Hills Rd Asheville, NC 28804	2.03 mi	293	Plateauing
7	Pleasant Hill - Ashev	754 Aiken Rd Asheville, NC 28804	2.22 mi	450	Plateauing
8	Pine Burr Park - Asheville	389 Weaverville Rd Asheville, NC 28804	2.53 mi	35	Growing
9	North View Baptist Mission - Weaverville	North View Mobile Home Park Weaverville, NC 28787	2.81 mi	0	Insufficient Data
10	Forks of Ivy - Weaverville	3223 Old Mars Hill Hwy Weaverville, NC 28787	2.81 mi	96	Declining
11	Flat Creek - Weaverville	21 Flat Creek Church Rd Weaverville, NC 28787	3.41 mi	98	Plateauing
12	North Asheville Baptist Church	20 Reynolds Mountain Blvd Asheville, NC 28804	3.57 mi	981	Insufficient Data
13	Browns Chapel - Weaverville	932 Reems Creek Rd Weaverville, NC 28787	3.63 mi	35	Insufficient Data
14	Alexander - Alexander	1 Fletcher Martin Rd Alexander, NC 28701	3.69 mi	105	Growing
15	Beaverdam - Asheville	399 Beaverdam Rd Asheville, NC 28804	3.94 mi	79	Declining



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Newbridge - Asheville	199 Elkwood Ave Asheville, NC 28804	4.22 mi	240	Growing
17	Oak Ridge - Alexander	339 Flint Hill Rd Alexander, NC 28701	4.29 mi	161	Growing
18	Elk Mountain - Asheville	5 Church Rd Asheville, NC 28804	4.44 mi	0	Insufficient Data
19	Grandview - Alexander	529 Grandview Rd Alexander, NC 28701	4.55 mi	27	Declining
20	New Liberty - Asheville	625 Olivette Rd Asheville, NC 28804	4.70 mi	112	Plateauing
21	Jupiter - Weaverville	750 Jupiter Rd Weaverville, NC 28787	4.84 mi	0	Insufficient Data
22	Macedonia - Alexander	1468 Jenkins Valley Rd Alexander, NC 28701	5.02 mi	143	Growing
23	Locust Grove - Weaverville	330 Locust Grove Rd Weaverville, NC 28787	5.15 mi	343	Plateauing
24	Iglesia Comunidad Nueva Vida	1417 Riverside Dr Asheville, NC 28804	5.31 mi	0	Insufficient Data
25	New Life Community - Asheville	1417 Riverside Dr Asheville, NC 28804	5.31 mi	394	Declining
26	Riverside - Asheville	871 Riverside Dr Asheville, NC 28804	5.33 mi	150	Insufficient Data
27	Victory - Asheville	80 Olivette Rd Asheville, NC 28804	5.49 mi	182	Plateauing
28	Piney Mountain - Wea	150 Elkins Branch Rd Weaverville, NC 28787	5.76 mi	118	Plateauing
29	Cedar Hill - Alexander	474 Cedar Hill Rd Alexander, NC 28701	5.89 mi	142	Plateauing
30	Morgan Hill - Weaverville	594 Barnardsville Hwy Weaverville, NC 28787	5.94 mi	75	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Mount Olive - Asheville	64 Mount Olive Church Rd Asheville, NC 28804	5.95 mi	24	Insufficient Data
32	Mount Carmel - Asheville	200 Mount Carmel Rd Asheville, NC 28806	6.02 mi	256	Plateauing
33	Merrimon Avenue - Asheville	283 Merrimon Ave Asheville, NC 28801	6.05 mi	250	Declining
34	Pine Forest - Weaverville	102 Ivy Hill Rd Weaverville, NC 28787	6.22 mi	25	Insufficient Data
35	Cumberland Avenue - Asheville	119 Cumberland Ave Asheville, NC 28801	6.54 mi	18	Declining
36	Ivy Creek - Weaverville	21 Ivy Baptist Rd Weaverville, NC 28787	6.78 mi	20	Insufficient Data
37	Antioch - Weaverville	9 Antioch Church Rd Weaverville, NC 28787	6.79 mi	53	Insufficient Data
38	Bethel - Asheville	125 Ben Lippen Rd Asheville, NC 28806	6.80 mi	78	Growing
39	Gabriels Creek - Mars Hill	111 Gabriels Creek Church Rd Mars Hill, NC 28754	6.87 mi	58	Growing
40	Asheville First - Asheville	5 Oak St Asheville, NC 28801	6.87 mi	0	Insufficient Data
41	Friendship - Asheville	240 Haywood St Asheville, NC 28801	7.03 mi	60	Plateauing
42	Fellowship Asheville	20 Battery Park Ste 403 Asheville, NC 28801	7.04 mi	0	Insufficient Data
43	Turkey Creek - Leicester	2206 Bear Creek Rd Leicester, NC 28748	7.06 mi	200	Insufficient Data
44	Emma - Asheville	520 N Louisiana Ave Asheville, NC 28806	7.06 mi	63	Plateauing
45	Ivy Hill - Weaverville	331 Ivy Hill Rd Weaverville, NC 28787	7.08 mi	81	Plateauing



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

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