

# MissionSite

top unreached locations



FAIRVIEW, NC

CENSUS TRACT: 37021003200

REGION: Region 9: Mountains

COUNTY: Buncombe

SITESCAPE: Townscape

DENSITY PATTERN: E1



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



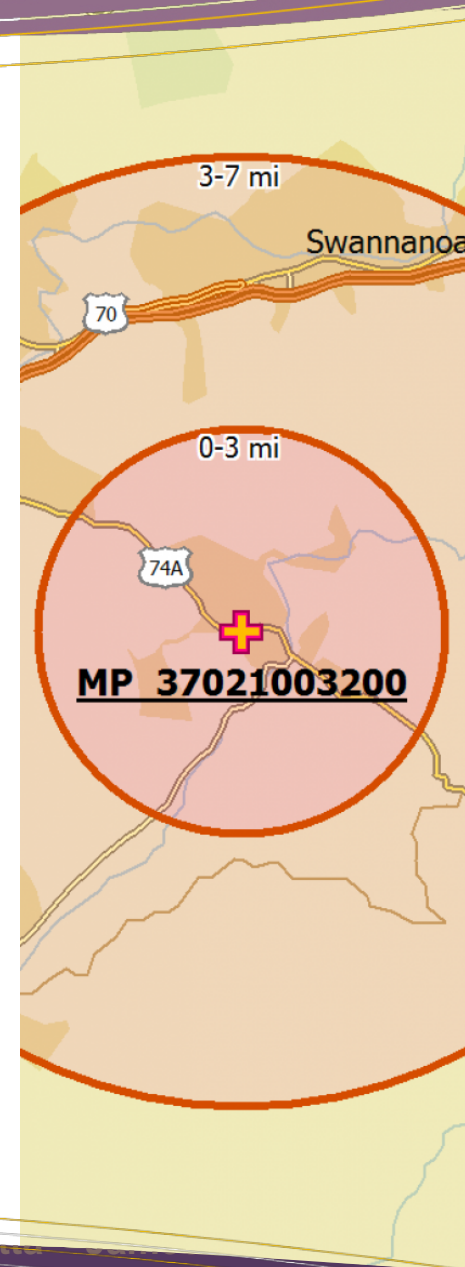
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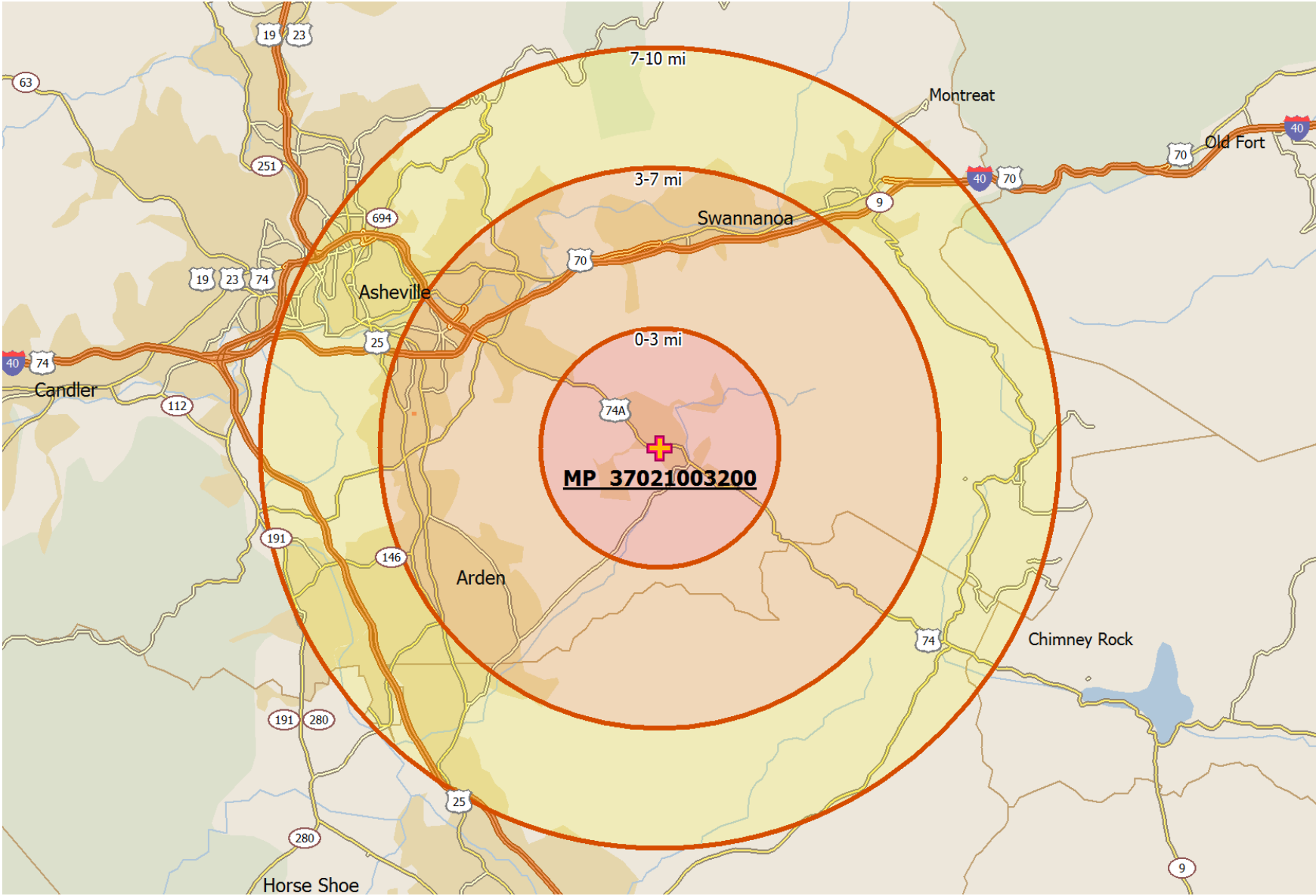
## Site Location Summary

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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37021	Buncombe
4	Zipcode	28730	Buncombe
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.15	Small towns adjacent to a large town
8	Sitescape Density Pattern	E1	10000-100000-100000



# 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	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,757	66,709	70,138
2010 Households	3,447	28,855	31,256
2010 Group Quarters Population	135	2,071	3,106

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	35	40
Language Diversity National Index	11	34	28
Foreign Born Diversity National Index	62	53	53
Ancestry Diversity National Index	93	84	79
Racial Diversity National Index	7	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](http://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



# 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,506	43.69%
Mainstay Communities	Established, Diverse Households	884	25.65%
Working Communities	Blue-collar, Working Families	255	7.4%
Country Communities	Rural, Agri. & Mining Families	491	14.24%
Aspiring Communities	Young Singles / Aspiring-Multihousing	310	8.99%
Urban Communities	High Density, Inner-city Neighborhoods	2	0.06%



# 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](http://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](http://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	2,349	3.47%
Unreached %	67.59%	68.15%	100.83
Religious But NOT Evangelical HH	16,190	517	3.2%
Religious But NOT Evangelical %	16.16%	15.01%	92.85
Spiritual But NOT Relig or Evang HH	11,321	430	3.79%
Spiritual But NOT Relig or Evang %	11.3%	12.46%	110.28
Not Evangelical, Not Interested HH	40,279	1,402	3.48%
Not Evangelical, Not Interested %	40.21%	40.67%	101.15

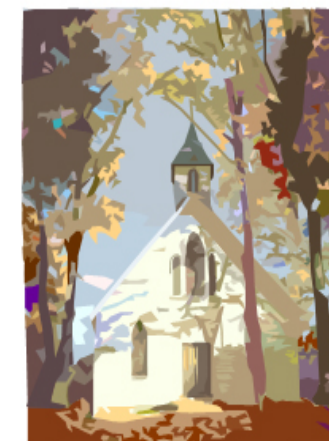


Grover Hudson Teachey Fuquay-Varina Cedar Rock Hickory Franklinton Clinton Plain View Pinehurst  
 Belville Linden Jamestown White Oak Troutman Salemburg Banner Elk West Jefferson Bladenboro Co  
 Como Rolesville Wilmington Icard Nags Head Granite Falls Rutherfordton Jonesboro Calabash Park  
 Montreat Sandy Creek Seaboard Garland Everetts Neuse Forest Misenheimer Kenansville Ellenboro  
 Grandfather Greenville Maggie Valley Cramerton Skippers Corner North Topsail Beach Mulberry Lewis

# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	116	4	3.45%
Active BCNC Attenders	17,528	501	2.86%
Active Evangelical Households	14,250	482	3.38%
Active Evangelical Percent	14.23%	13.99%	98.36
Inactive Evangelical Households	18,218	617	3.38%
Inactive Evangelical Percent	18.19%	17.89%	98.34
# 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	CHURCHES	DIST.	WRSH AVG	IICM CGR
1 Ecclesia - Fairview	0.34 mi	146	Insufficient Data	16 Grassy Branch - Asheville	5.10 mi	190	Declining
2 Emma's Grove - Fletcher	2.24 mi	79	Declining	17 South Asheville - Asheville	5.25 mi	50	Plateauing
3 Fairview - Fairview	2.36 mi	158	Declining	18 The Place Fellowship Church	5.47 mi	0	Insufficient Data
4 Reynolds - Asheville	2.94 mi	118	Insufficient Data	19 Beverly Hills - Asheville	5.49 mi	224	Plateauing
5 Oak Grove - Fletcher	3.53 mi	32	Plateauing	20 Berea - Asheville	5.79 mi	163	Growing
6 Trinity - Fairview	3.72 mi	736	Plateauing	21 Bearwallow - Gerton	6.37 mi	33	Growing
7 Calvary Baptist Church of Fairview - Fair	3.85 mi	32	Insufficient Data	22 Arden First - Arden	6.55 mi	188	Growing
8 Buckeye - Swannanoa	3.99 mi	53	Plateauing	23 Blue Ridge Cowboy Church	6.73 mi	100	Insufficient Data
9 Gashes Creek - Asheville	4.09 mi	71	Plateauing	24 Hoopers Creek - Fletcher	6.75 mi	158	Insufficient Data
10 Christian Creek - Swannanoa	4.24 mi	63	Growing	25 Morningside - Asheville	6.85 mi	45	Growing
11 Oteen - Asheville	4.53 mi	56	Plateauing	26 Sulphur Springs Park - Asheville	7.29 mi	25	Plateauing
12 Swannanoa First - Swannanoa	4.81 mi	420	Growing	27 Laurel Springs - Fairview	7.35 mi	9	Growing
13 Mills Gap	4.87 mi	73	Insufficient Data	28 Mount Olive - Asheville	7.38 mi	24	Insufficient Data
14 Reed Memorial - Asheville	4.95 mi	106	Growing	29 Asheville First - Asheville	7.75 mi	0	Insufficient Data
15 Oakley - Asheville	5.10 mi	148	Plateauing	30 Fletcher First - Fletcher	7.87 mi	471	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.



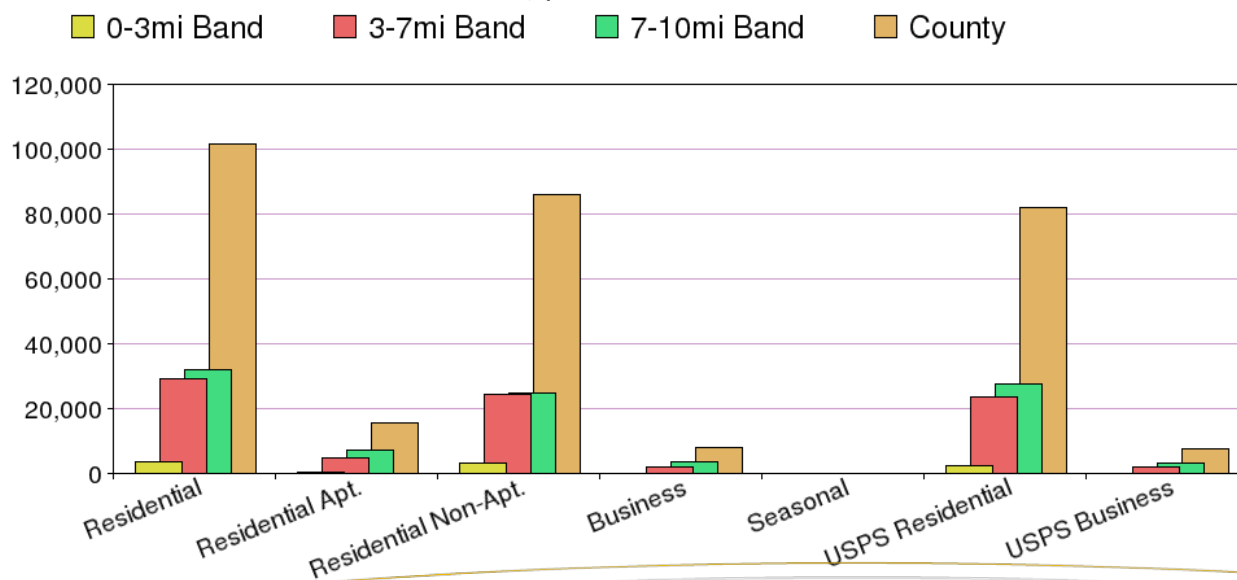
# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	174,765	5,183	2.97%
2000 Population	206,330	7,512	3.64%
2010 Population	233,764	8,757	3.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,781	1,940	2.74%
2000 Households	85,776	2,840	3.31%
2010 Households	100,164	3,447	3.44%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	3,540
Residential Apt.	204
Residential Non-Apt.	3,336
Business	128
Seasonal	0
USPS Residential	2,574
USPS Business	174

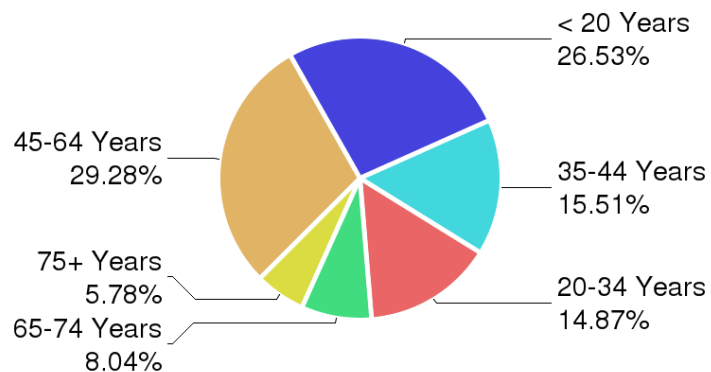
# Current Demographic Summary

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%	5.88%	113.29
4-5 Years	2.4%	2.65%	110.42
6-8 Years	3.51%	3.93%	111.97
9-11 Years	3.39%	3.95%	116.52
12-13 Years	2.2%	2.73%	124.09
14-17 Years	4.48%	4.94%	110.27
18-19 Years	2.23%	2.46%	110.31
0-5 Years	7.59%	8.53%	112.38
6-12 Years	8%	9.24%	115.5
13-19 Years	7.8%	8.77%	112.44
< 20 Years	23.39%	26.54%	113.47
20-34 Years	19.01%	14.87%	78.22
35-44 Years	13.31%	15.51%	116.53
45-64 Years	27.56%	29.29%	106.28
65-74 Years	8.81%	8.04%	91.26
75+ Years	7.9%	5.78%	73.16
Median Age	41	42	102.95
Median Age (Male)	39	41	106.35
Median Age (Female)	42	42	99.69

Age Group Percentages



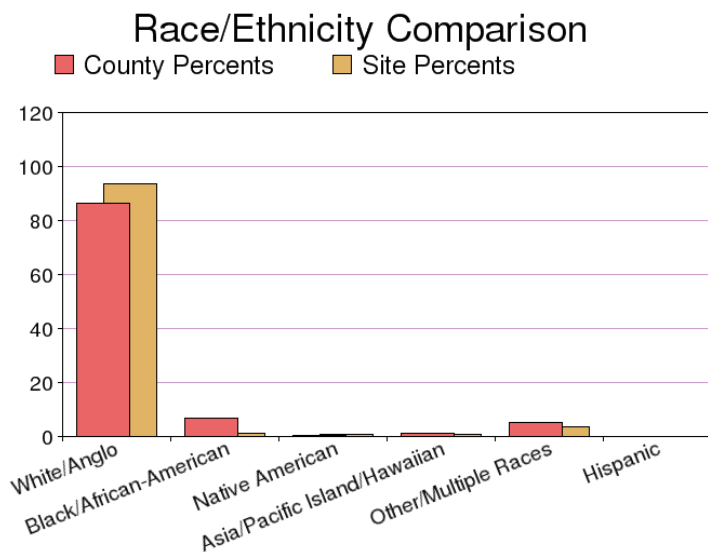


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.27%	93.61%	108.5
Black, African-American	6.79%	1.21%	17.82
Native American	0.42%	0.63%	147.85
Asian	1.14%	0.96%	84.3
Pacific Island, Hawaiian	0.05%	0.05%	94.49
Other/Multiple Races	5.32%	3.55%	66.73
Hispanic	0%	2.15%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	165,486	6,082	
Less than 9th Grade	4.29%	2.99%	143.44
No High School Diploma	7.75%	6.56%	118.14
High School Graduate	26.03%	24.22%	107.49
Some College, no degree	21.04%	21.37%	98.43
Associate Degree	8.05%	8.53%	94.3
College Degree	20.78%	23.82%	87.22
Graduate/Prof. degree	12.06%	12.5%	96.51

# 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.

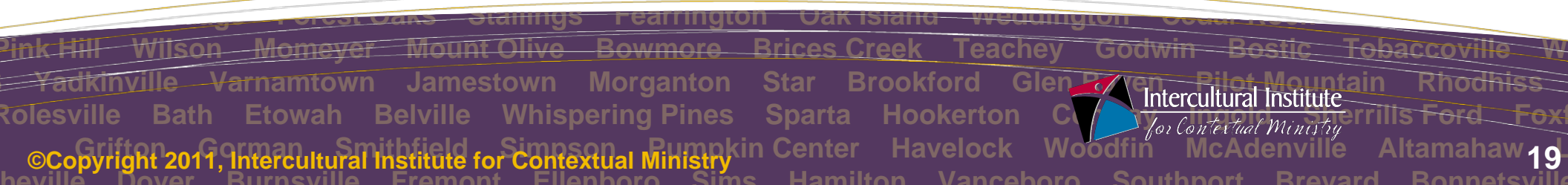
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	7.13%	4.5%	89.37
\$10,000 to \$19,999	13.22%	7.89%	59.71
\$20,000 to \$29,999	12.7%	13.03%	102.6
\$30,000 to \$49,999	22.42%	16.54%	73.75
\$50,000 to \$59,999	9.12%	8.33%	91.32
\$60,000 to \$69,999	7.98%	8.7%	109.09
\$70,000 to \$79,999	6.2%	8.38%	135.21
\$80,000 to \$89,999	4.72%	7.43%	157.24
\$90,000 to \$99,999	3.18%	4.93%	155.1
\$100,000 to \$124,999	5.4%	6.79%	125.62
\$125,000 to \$149,999	2.83%	5.72%	202.28
\$150,000 to \$199,999	2.61%	3.92%	149.79
\$200,000 to \$249,999	0.73%	1.39%	189.77
\$250,000 or more	1.76%	2.49%	141.59
Median Household	44,474	60,422	135.86
Average Household	62,842	76,480	121.7
Per Capita Household	27,651	30,119	108.93
Family/Non-Family Household Income			
Median Family Income	56,281	72,089	128.09
Average Family Income	76,826	91,468	119.06
Median Non-Family Income	28,721	32,317	112.52
Average Non-Family Income	41,481	43,122	103.96

# 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	
<b>Family Households</b>			
			Index
% Family Households	60.43%	70.21%	116.17
Families with Children	27.7%	33.51%	120.97
Families without Children	32.74%	36.7%	112.11
<b>Non-Family Households</b>			
% Non-Family Households	39.57%	29.79%	75.3
Non-Families with Children	0.42	0.44	104.03
Non-Families without Children	39.15	29.36	75
<b>Housing Units</b>			
			Index
Total Housing Units	112,007	3,787	
Vacant percent	10.57%	8.98%	84.91
Owned percent	60.5%	74.97%	123.91%
Rented Percent	28.92%	16.05%	55.51
<b>Households by Size</b>			
			Index
Avg household size	2.26	2.50	110.62
Avg family hh size	2.94	3.04	103.4
Avg non-family hh size	1.23	1.22	99.19
<b>Households By Count of Persons</b>			
			Percent
One	30,946	788	2.55%
Two	36,588	1,290	3.53%
Three or Four	27,073	1,129	4.17%
Five+	5,557	240	4.32%



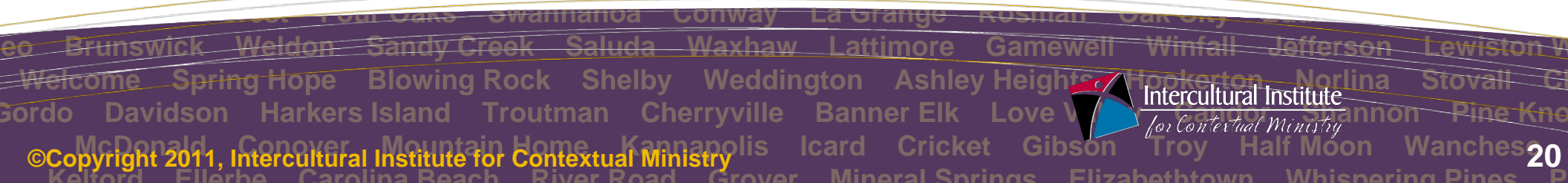
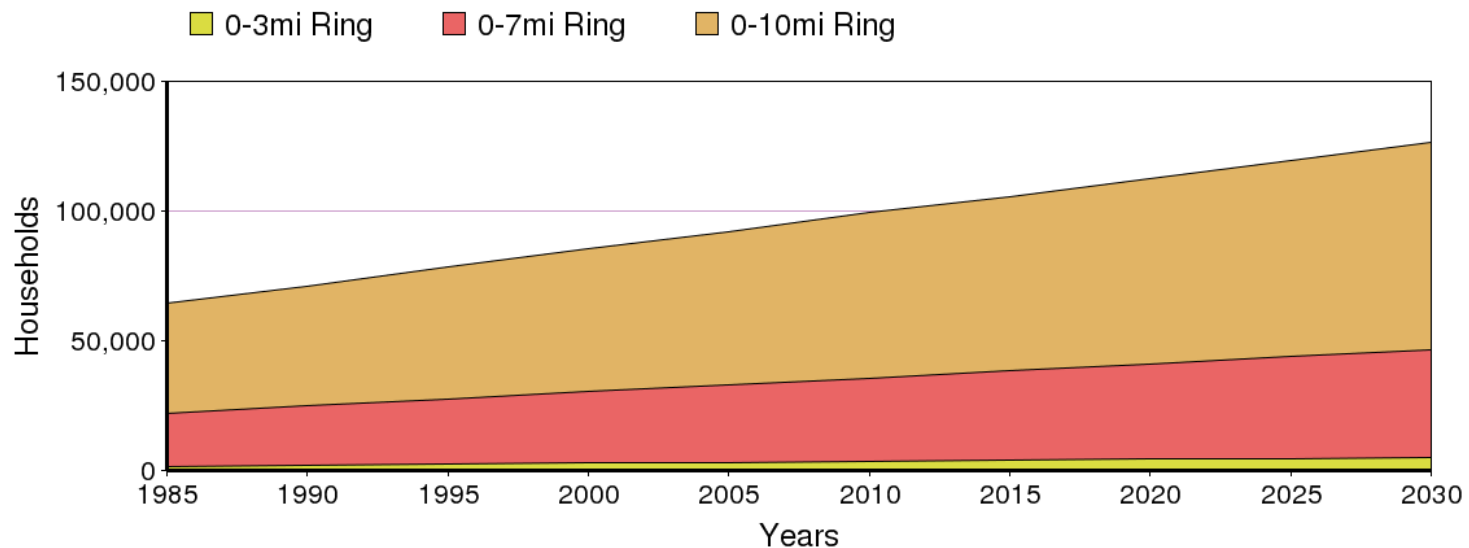
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	174,765	5,183	2.97%
2000 Population	206,330	7,512	3.64%
2010 Population	233,764	8,757	3.75%
2015 Population	245,308	9,883	4.03%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	70,781	1,940	2.74%
2000 Households	85,776	2,840	3.31%
2010 Households	100,164	3,447	3.44%
2015 Households	106,435	3,943	3.7%

Household Change from 1985 to 2030



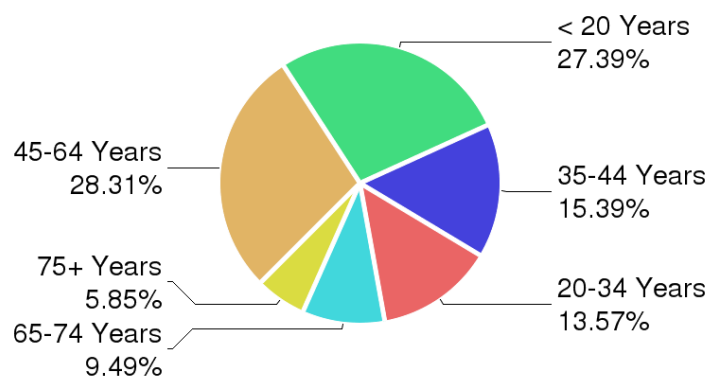
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.88%	5.93%	100.85
4-5 Years	2.65%	2.8%	105.66
6-8 Years	3.93%	4.32%	109.92
9-11 Years	3.95%	4.31%	109.11
12-13 Years	2.73%	2.89%	105.86
14-17 Years	4.94%	4.91%	99.39
18-19 Years	2.46%	2.24%	91.06
0-5 Years	8.53%	8.73%	102.34
6-12 Years	9.24%	10.07%	108.98
13-19 Years	8.77%	8.6%	98.06
< 20 Years	26.54%	27.4%	103.24
20-34 Years	14.87%	13.57%	91.26
35-44 Years	15.51%	15.39%	99.23
45-64 Years	29.29%	28.32%	96.69
65-74 Years	8.04%	9.49%	118.03
75+ Years	5.78%	5.85%	101.21
Median Age	41	42	103.91
Median Age (Male)	39	42	107.66
Median Age (Female)	42	43	101.13

Projected Age Group Percentages



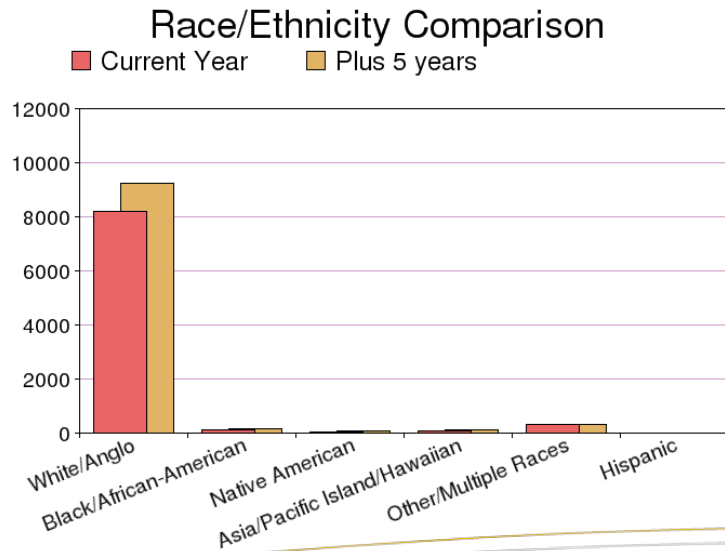
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	93.61%	93.38%	99.76
Black, African-American	1.21%	1.62%	133.75
Native American	0.63%	0.73%	115.99
Asian	0.96%	1.15%	120.25
Pacific Island, Hawaiian	0.05%	0.06%	132.91
Other/Multiple Races	3.55%	3.06%	86.04
Hispanic	0%	0%	0

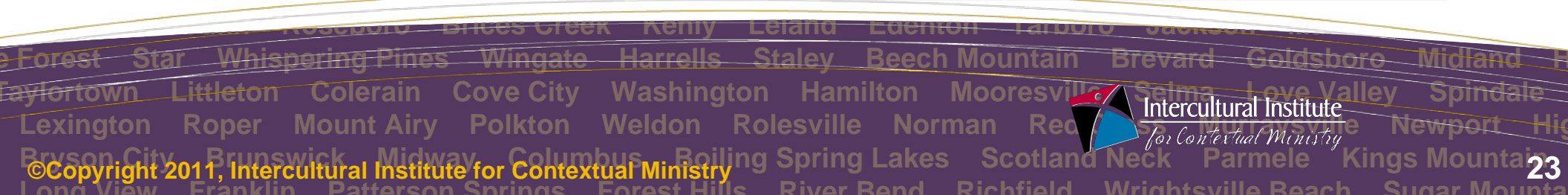
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	6,082	6,799	
Less than 9th Grade	2.99%	2.43%	81.1
No High School Diploma	6.56%	5.27%	80.26
High School Graduate	24.22%	22.94%	94.74
Some College, no degree	21.37%	20.86%	97.57
Associate Degree	8.53%	8.93%	104.62
College Degree	23.82%	25.99%	109.09
Graduate/Prof. degree	12.5%	13.59%	108.76



# 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
<b>Household Income</b>			
< \$10,000	4.5%	3.7%	82.34
\$10,000 to \$19,999	7.89%	7.18%	90.96
\$20,000 to \$29,999	13.03%	11.79%	90.54
\$30,000 to \$49,999	16.54%	15.7%	94.94
\$50,000 to \$59,999	8.33%	8.34%	100.21
\$60,000 to \$69,999	8.7%	8.7%	99.95
\$70,000 to \$79,999	8.38%	8.72%	90.14
\$80,000 to \$89,999	7.43%	8.01%	98.35
\$90,000 to \$99,999	4.93%	5%	101.31
\$100,000 to \$249,999	6.79%	7.05%	103.86
\$125,000 to \$149,999	5.72%	6.67%	116.71
\$150,000 to \$199,999	3.92%	4.34%	110.73
\$200,000 to \$249,999	1.39%	1.65%	118.38
\$250,000 or more	2.49%	2.66%	106.73
Median Household	60,422	64,955	107.5
Average Household	76,480	83,354	108.99
Per Capita Household	30,119	33,270	110.46
<b>Family/Non-Family Household Income</b>			
Median Family Income	72,089	78,974	109.55
Average Family Income	91,468	101,244	110.69
Median Non-Family Income	32,317	37,491	116.01
Average Non-Family Income	43,122	48,103	111.55



# 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
<b>Family Households</b>			
% Family Households	70.21%	67.49%	96.13
Families with Children	33.51	31.96	95.37
Families without Children	36.7	38.19	104.08
<b>Non-Family Households</b>			
% Non-Family Households	29.79%	32.51%	109.13
Non-Families with Children	0.44	0.38	109.13
Non-Families without	29.36	32.13	109.45
<b>Children</b>			
<b>Housing Units</b>			
Total Housing Units	3,787	4,333	114.42%
Vacant percent	8.98%	9%	100.25
Owned percent	74.97%	74.59%	99.5
Rented Percent	16.05%	16.41%	102.21
<b>Households by Size</b>			
Avg household size	2.50	2.47	98.8%
Avg family hh size	3.04	3.11	102.3%
Avg non-family hh size	1.22	1.15	94.26%
<b>Households By Count of Persons</b>			
One	788	966	122.59%
Two	1,290	1,453	112.64%
Three or Four	1,129	1,258	111.43%
Five+	240	266	110.83%



# 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](http://MissionalCyclopedia.org).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	255	2,652	2,401
Northern Europe	15	219	246
Western Europe	53	247	232
Southern Europe	26	73	45
Eastern Europe	63	310	324
Other Europe	0	0	0
Eastern Asia	6	267	89
So. Central Asia	0	130	89
SE Asia	0	127	124
Western Asia	0	37	12
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	51	14
Middle Africa	0	0	0
Northern Africa	6	2	6
Southern Africa	10	9	12
Western Africa	0	14	10
Other Africa	5	4	1
Oceania	0	3	10
Caribbean	0	44	44
Central Amer.	35	853	937
South America	36	133	85
North America	0	129	121
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	8,245	53,691	51,211
Spanish	174	1,874	2,092
Other Indo-Euro language	207	1,262	1,036
French (incl. Patois, Cajun)	21	153	242
French Creole	0	0	0
Italian	0	12	24
Portuguese	29	89	8
German	67	406	287
Yiddish	0	11	0
Other West Germanic	0	36	28
A Scandinavian Language	0	33	20
Greek	36	41	82
Russian	5	94	63
Polish	0	20	11
Serbo-Croatian	0	0	0
Other Slavic Language	0	177	199
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	39	40
Hindi	0	7	21
Urdu	0	37	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	49	72	5
Asian/PI languages	0	0	0
Chinese	7	127	85
Japanese	0	51	27
Korean	0	125	37
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	50
Thai	0	3	15
Laotian	0	7	14
Vietnamese	0	102	22
Other Asian	0	29	30
Tagalog	0	33	23
Other Pacific Is	0	6	26
Other languages	0	109	188
Navajo	0	0	5
Other Native N. American	0	12	36
Hungarian	0	16	57
Arabic	0	25	26
Hebrew	0	0	6
African languages	0	56	0
Other unspecified	0	0	58

# 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	6,638	44,656	43,382
Arab	5	41	51
Armenian	0	27	0
Austrian	11	31	62
British	11	359	518
Canadian	0	50	95
Croatian	17	9	34
Czech	0	50	69
Czechoslovak	0	29	26
Danish	17	92	75
Dutch	83	734	746
English	996	6,656	5,768
European	132	615	666
Finnish	0	69	35
French (not Basque)	138	722	768
French Canadian	58	216	258
German	923	5,090	4,619
Greek	62	161	223
Hungarian	26	147	143
Iranian	0	17	37

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	809	4,628	4,122
Italian	194	1,258	1,143
Lithuanian	5	82	48
Norwegian	56	269	306
Polish	117	485	456
Portuguese	11	44	70
Romanian	0	49	30
Russian	40	262	257
Scandinavian	0	34	63
Scotch-Irish	560	3,195	2,977
Scottish	288	1,647	1,797
Slovak	17	97	28
Subsaharan African	12	93	498
Swedish	88	314	321
Swiss	13	61	118
Ukrainian	7	167	175
US/American	1,247	8,072	5,559
Welsh	60	265	254
West Indian	0	54	62
Yugoslavian	0	15	24
Other	634	8,450	10,882

# 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

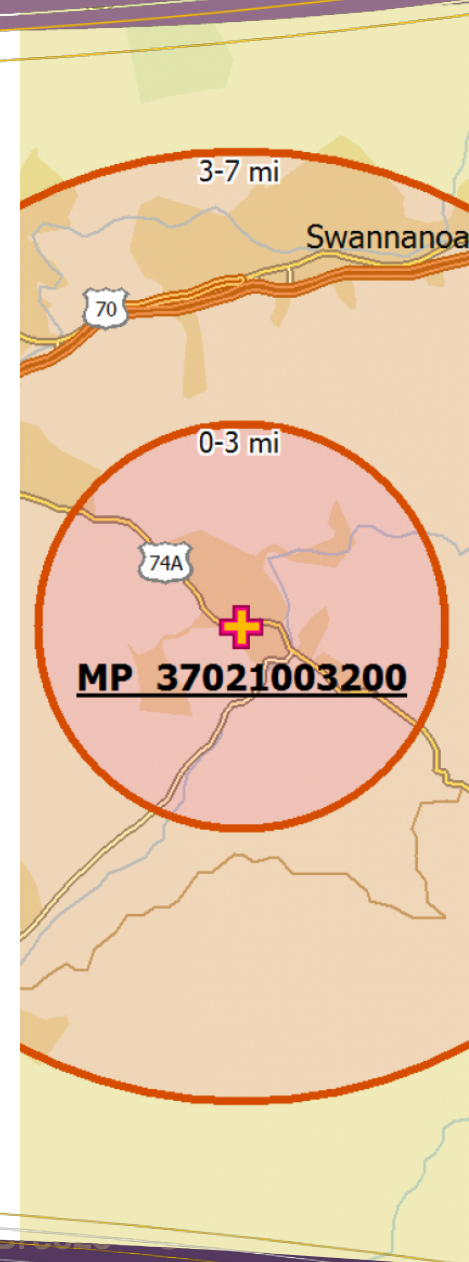
## *Issues for Your Consideration - continued*

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 "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://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](http://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	3,447	100%	2,348	100%
<b>AFFLUENT SUBURBIA</b>	830	24.08%	578	24.62%
America's Wealthiest	7	0.2%	6	0.26%
Dream Weavers	65	1.89%	47	2%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	758	21.99%	525	22.36%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	676	19.61%	454	19.34%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	4	0.12%	3	0.13%
Urban Commuter Fam.	670	19.44%	450	19.17%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	2	0.06%	1	0.04%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	560	16.25%	366	15.59%
Successful Urban Sprawl	76	2.2%	0	0%
2nd City Homebodies	286	8.3%	54	2.3%
Prime Middle America	0	0%	186	7.92%
Urban Optimists	198	5.74%	0	0%
Family Convenience	0	0%	126	5.37%
Mid-Market Enterprise	0	0%	0	0%

# 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	3,447	100%	2,348	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	324	9.4%	234	9.97%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	324	9.4%	234	9.97%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	255	7.4%	175	7.45%
Steadfast Conservative	226	6.56%	155	6.6%
Moderate Conventionalists	16	0.46%	11	0.47%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	13	0.38%	9	0.38%



# 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	3,447	100%	2,348	100%
REMOTE AMERICA	90	2.61%	52	2.21%
Hardy Rural Fam.	4	0.12%	2	0.09%
Rural Southern Living	86	2.49%	50	2.13%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	310	8.99%	225	9.58%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	73	2.12%	54	2.3%
Stable Careers	237	6.88%	171	7.28%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	401	11.63%	263	11.2%
Aspiring Hispania	262	7.6%	0	0%
Industrious Country Living	0	0%	178	7.58%
America's Farmland	139	4.03%	0	0%
Comfy Country Living	0	0%	85	3.62%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# 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	3,447	100%	2,348	100%
<b>STRUGGLING SOCIETIES</b>	2	0.06%	1	0.04%
Rugged Southern Style	2	0.06%	1	0.04%
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%
<b>URBAN ESSENCE</b>	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%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



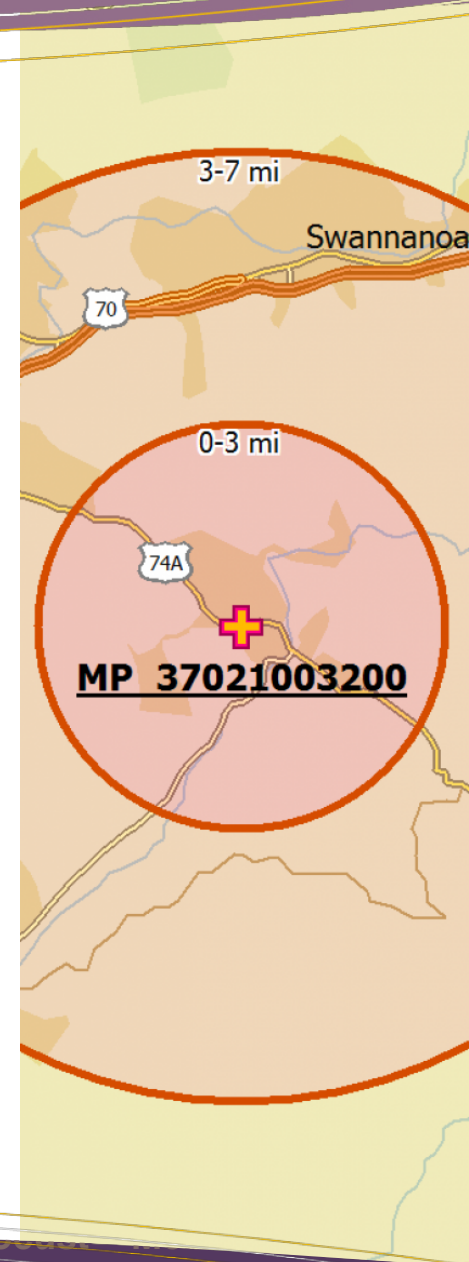
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	83%	79%	78%
Use Comp. for Internet/E-mail	70%	63%	62%
Internet Use: E-Mail	59%	54%	52%
Use Comp. for Word Processing	50%	43%	41%
Use Comp. for Comp. Games	45%	40%	40%
Use Comp. for Shopping	44%	37%	36%
Use Comp. for Digital Camera	41%	35%	33%
Photo Editing			
Use Comp. for Banking	39%	33%	32%
Use Comp. for Education	38%	33%	32%
Internet Use: News/ Weather	34%	30%	29%

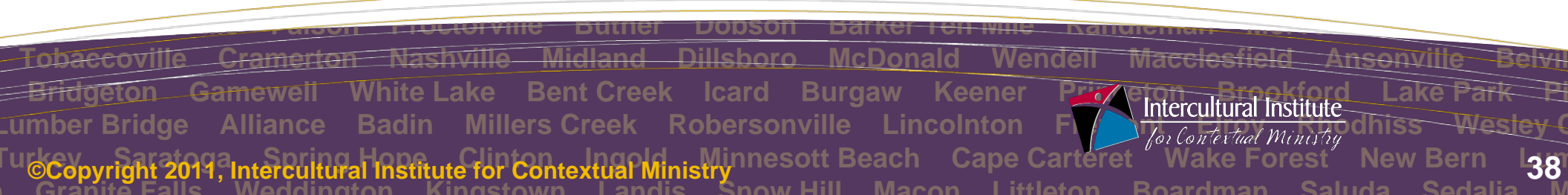
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	34%	30%	29%
Internet Use: Banking	30%	27%	27%
Use Comp. for News/Info./Data	30%	26%	25%
Service			
PC-Network-HH Has One	23%	20%	19%
Use Comp. for Personal Financial	19%	16%	15%
Mngmnt			
Use Comp. for Accounting	18%	16%	15%
Internet Use: Shopping: Gathered	17%	14%	14%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	17%	13%	12%
Internet Use: Travel Reservations	14%	11%	10%
Internet Use: Shopping: Made A	14%	13%	12%
Purchase			

# 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	71%	68%	68%
Dining Out (Not Fast Food)	67%	62%	60%
Reading Books	58%	57%	56%
Go To A Beach/Lake	44%	39%	37%
Card Games	44%	42%	42%
Gardening	41%	37%	36%
Cooking for Fun	38%	37%	37%
Board Games	35%	32%	32%
Visit Museum	25%	23%	22%
Photography	23%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	43%	42%	41%
Dentist	34%	31%	30%
Eye Dr.	23%	23%	22%
Backache	21%	22%	22%
None Of These	20%	20%	20%
High Cholesterol	19%	19%	18%
Hypertension/High Blood Pressure	18%	19%	19%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	15%	16%	15%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	32.14%	30.11%	29.64%
Live Theater	26.48%	23.83%	22.69%
Live Theater Most Often	22.38%	19.79%	18.64%
Rock/Pop Concerts Most Often	17.3%	15.47%	15.65%
Dance Performance	9.06%	9.27%	9.38%
Comedy Club	9.03%	8.87%	9.19%
Movies: Comedy	41.63%	39.64%	39.81%
Movies: Action/Adventure	40.4%	38.62%	38.83%
Movies: Romantic Comedy	21.76%	20.73%	20.16%

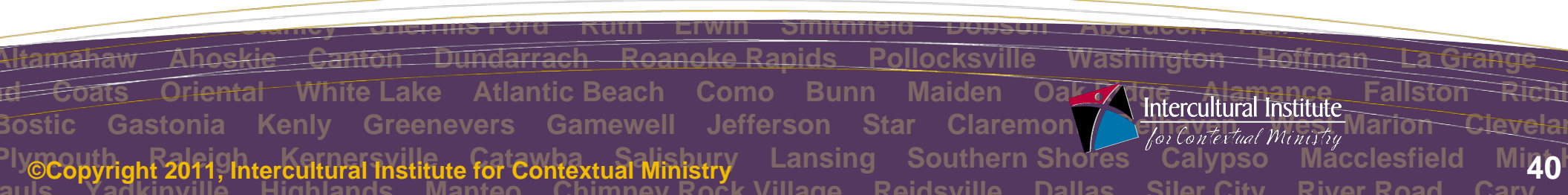
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.9%	21.25%	21.45%
Movies: Fam.	20.69%	19.66%	19.64%
Movies: Mystery	16.8%	17.36%	17.89%
MLB Baseball Reg. Season	10.26%	8.61%	8.39%
NFL Football Reg. Season	8.5%	7.19%	6.97%
College Football Reg. Season	8.45%	7.2%	7.04%
College Basketball Reg. Season	5.43%	4.62%	4.63%
NBA Basketball Reg. Season	4.86%	3.75%	4.05%
NHL Hockey Reg. Season	3.52%	3.05%	3.02%

# 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	45.56%	43.58%	42.38%
Swimming	38.74%	34.91%	33.79%
Bowling	22.57%	21.12%	20.78%
Weight Training	18.81%	16.57%	16.29%
Billiards/Pool	18.29%	17.98%	18.54%
Freshwater Fishing	18.08%	17.23%	16.87%
Golf	17.61%	15.5%	14.73%
Camping Trips	16.78%	15.52%	14.87%
Using Cardio Machine	16.75%	15.25%	14.84%
Jogging/Running	16.31%	15.01%	15.17%
Mountain/Road Biking	15.82%	13.5%	13.22%
Basketball	14.54%	13.71%	14.15%
Stationary Cycling	14.16%	13.17%	12.92%
Backpacking/Hiking	11.37%	10.35%	10.35%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	10.46%	9.25%	8.55%
Target Shooting	10.41%	8.63%	8.38%
Aerobics	10.37%	10.47%	10.43%
Baseball	10.21%	10.32%	10.67%
Hunting	9.99%	8.82%	8.62%
Football	8.09%	8.21%	8.95%
Yoga	8.05%	7.41%	7.43%
Saltwater Fishing	8.02%	7.59%	7.43%
Canoeing/Kayaking	7.89%	7.25%	7.18%
Tennis	7.83%	7.44%	7.4%
Softball	7.82%	7.34%	7.56%
Volleyball	7.64%	7.89%	8.17%
Soccer	7.12%	6.83%	7.02%
Motorcycling	6.56%	5.84%	5.91%





# 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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	5.63%	4.68%	4.78%
Horseback Riding	5.61%	5.48%	5.52%
Downhill & X-Country Skiing	5.52%	4.94%	4.74%
Ice Skating	5.17%	4.86%	5.08%
Jet Skiing	5.16%	4.33%	4.58%
Roller Skating	5.11%	4.86%	5.12%
Water Skiing	4.88%	4.28%	4.33%
Archery	4.76%	4.26%	4.19%
Fly Fishing	4.31%	4.24%	4.23%
Snowmobiling	3.82%	3.43%	3.48%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.8%	3.5%	3.54%
Sailing	3.71%	3.43%	3.39%
Snowboarding	3.52%	3.32%	3.29%
Auto Racing	3.46%	3.23%	3.23%
Racquetball	3.28%	3.57%	3.62%
Martial Arts	3.14%	3.02%	3.21%
Skateboarding	3.11%	2.86%	2.96%
Rowing	3.06%	2.75%	2.73%
Hockey	2.91%	3.31%	3.49%
Surfing & Windsurfing	2.63%	2.51%	2.61%

## Potential Cultural Barriers -- Introduction (part 1)

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

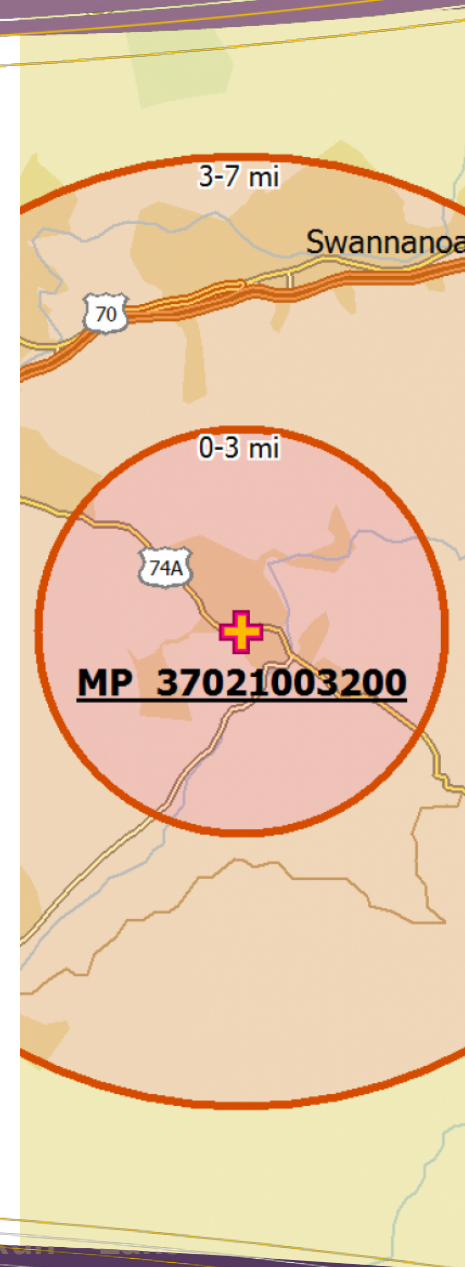
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

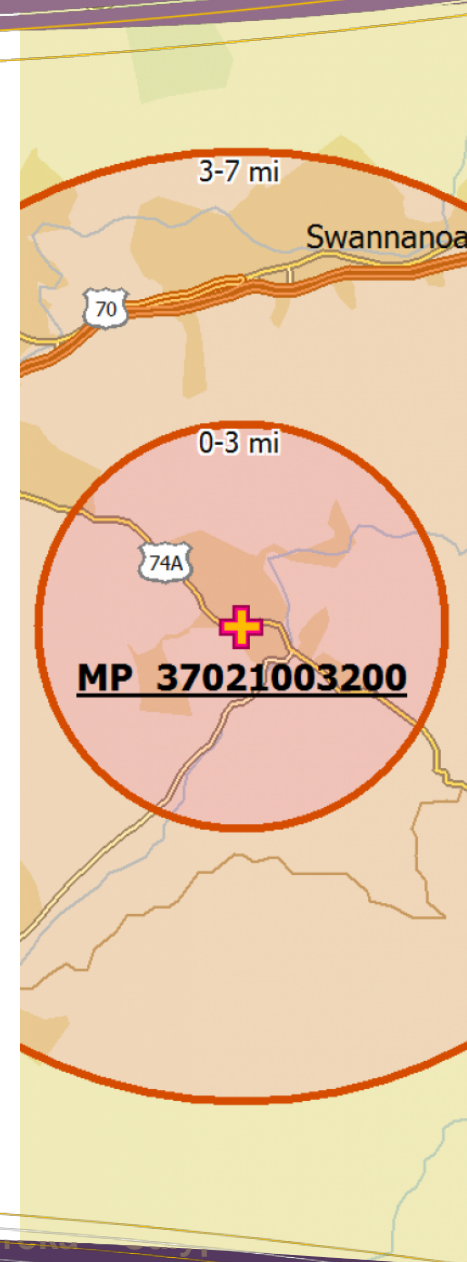
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

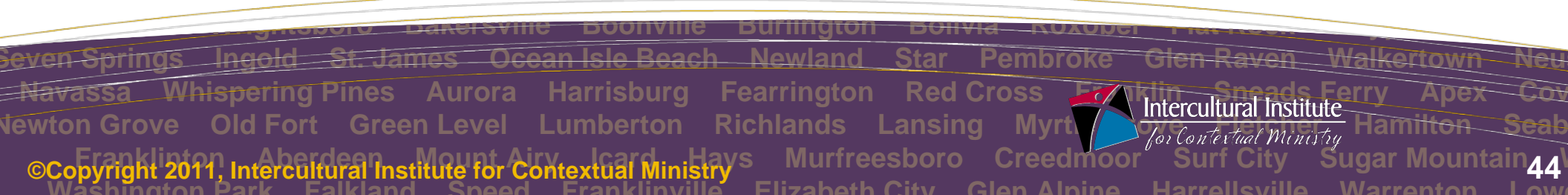


# Potential Cultural Barriers:

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

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

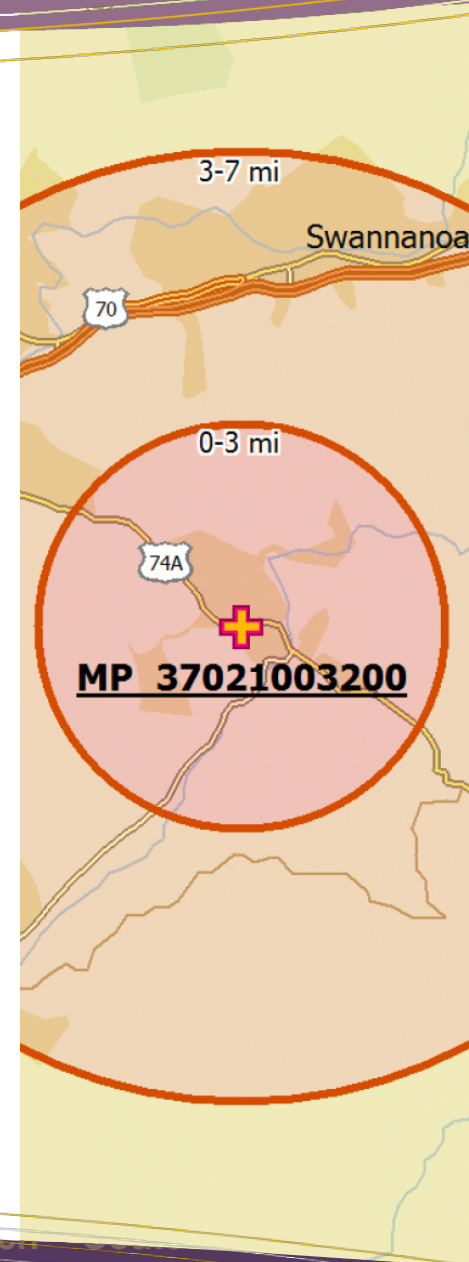
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	19%	20%	20%
Too Much Sponsorship In Arts/Sports	18%	21%	22%
Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Like To Pursue Challenge/Novelty/Change	16%	18%	18%
I Am A Workaholic	15%	16%	17%
Only Work Current Job for The Money	13%	14%	14%
Happy With My Standard Of Living	13%	14%	14%
We Should Strive for Equality for All	12%	12%	13%
On Whole People Get What They Deserve	9%	10%	11%
Indulge My Kids With The Little Extras	8%	8%	8%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	6%	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.



# Potential Cultural Themes:

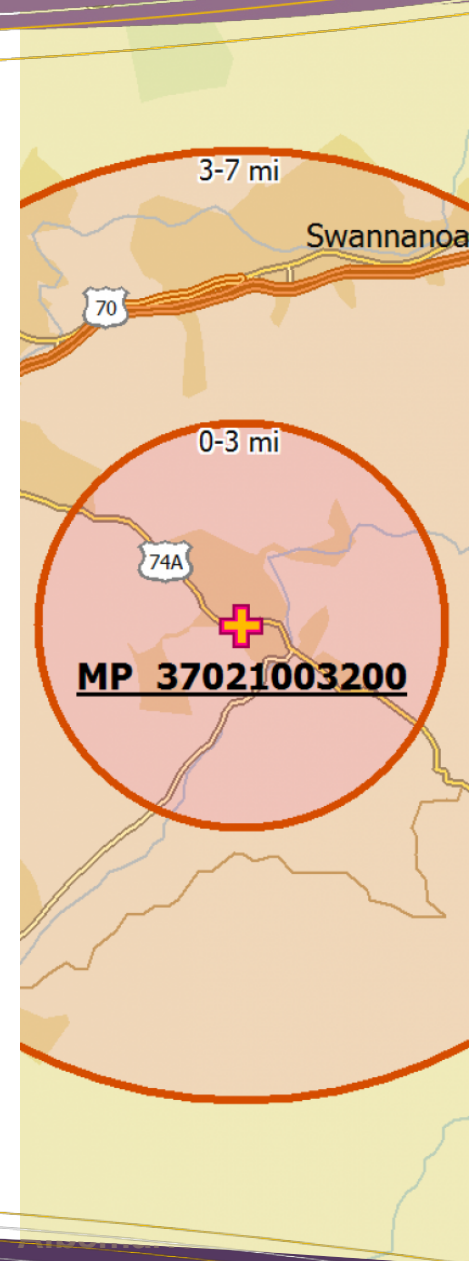
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	69%	64%	63%
You Should Seize Opportunities In Life	56%	57%	57%
Prefer To Have Few Possessions As Possible	37%	38%	37%
Like To Understand About Nature	37%	38%	38%
Important Feel Respected By My Peers	33%	34%	34%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Have Keen Sense Of Adventure	27%	27%	27%
Important To Juggle Various Tasks	27%	29%	30%
People Have To Take Me As They Find Me	25%	24%	24%
Good At Fixing Things	25%	27%	27%
Like To Just Enjoy Life	23%	24%	23%
Worried About Pollution Caused By Cars	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	18%	19%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	14%	15%	16%
Is An Important Part Of Who I Am	14%	15%	15%
Try Not To Worry About The Future	13%	14%	14%
Enjoy Spending Time With My Fam.	11%	11%	11%
Provide My Kids With The Little Extras	8%	10%	11%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	6%
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%	3%

## Potential Shared Places

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

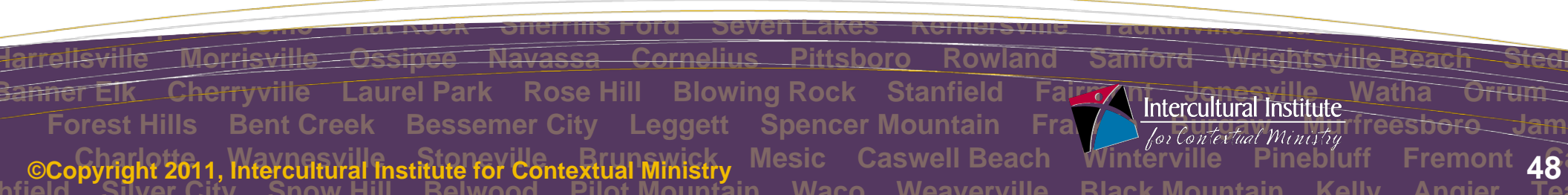


# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	86.63%	83.78%	82.41%
Fast Food/Drive-In Restaurant-Visit Any	85.58%	84.24%	84.61%
McDonald's	56.86%	55.32%	55.77%
Burger King	35.6%	36.04%	36.89%
Applebee's	33.38%	30.27%	30.08%
Subway	33.17%	30.23%	30.28%
Wendy's	30.5%	29.36%	29.47%
Taco Bell	28.93%	28.58%	28.96%
Kentucky Fried Chicken (KFC)	25.74%	25.47%	27.05%
Arby's	24.14%	22.26%	22.51%
Olive Garden	23.84%	21.75%	21.43%
Pizza Hut	20.13%	20.66%	21.09%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.6%	17.59%	17.79%
Outback Steakhouse	17.81%	16.29%	15.86%
Cracker Barrel	17.74%	15.97%	15.53%
Red Lobster	16.67%	16.71%	16.91%
Chili's Grill and Bar	15.55%	13.33%	13.49%
Starbucks	14.6%	12.44%	12.38%
Chick-Fil-A	14.37%	13.04%	13.13%
IHOP (International House Of Pancakes)	13.69%	13.83%	14.22%
Sonic	13.21%	12.59%	12.91%
TGI Friday's	13.03%	11.67%	12.06%
Quiznos Sub	12.46%	10.37%	10.53%
Domino's Pizza	12.3%	12.56%	13.3%



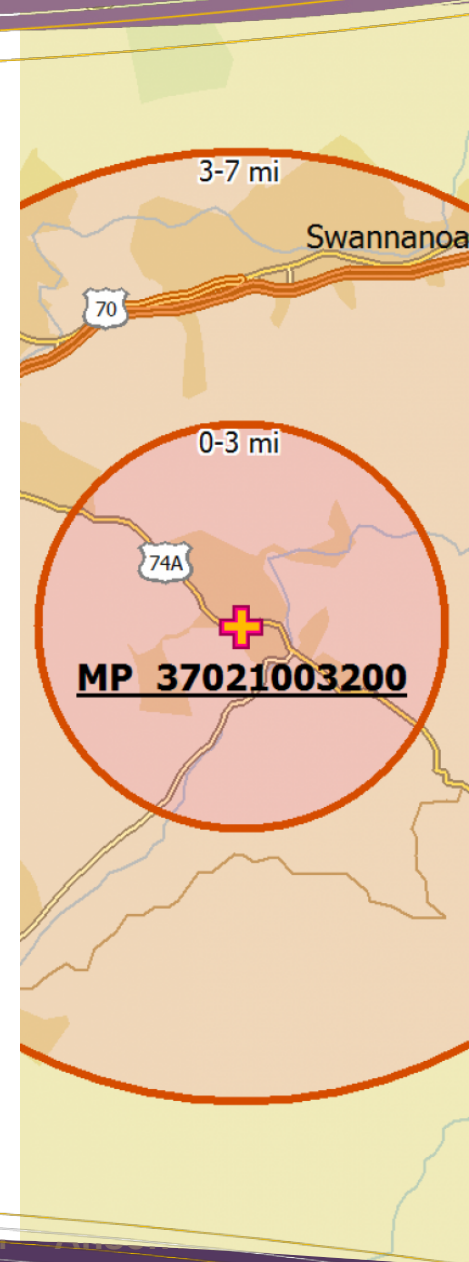


## Potential Shared Projects

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.

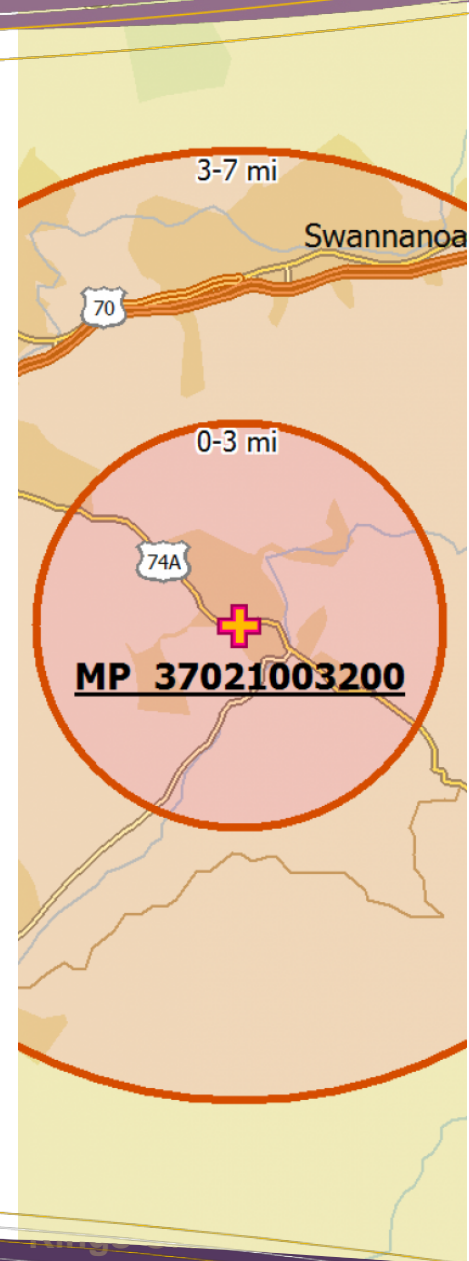
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	52.88%	50.4%	48.71%
Recycled products	42%	38.95%	36.98%
Worked as volunteer (non political)	21.14%	18.84%	17.83%
Engaged in fund raising	12.92%	11.73%	11.21%
Religious club member	8.27%	7.73%	7.6%
Wrote to elected offcl about publ bus	7.62%	6.9%	6.49%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	7.07%	6.26%	6.04%
Charitable Organization	6.27%	6.05%	5.71%
Union member	6.1%	5.59%	5.37%
Addressed a public meeting	6.06%	5.25%	5.01%
Took active part in local civic issue	5.71%	5.65%	5.47%
Fraternal order member	5.09%	5.07%	4.88%

# 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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	20.5%	18.8%	18.03%
Children's Books	14.78%	13.64%	13.2%
Mystery	14.16%	13.45%	12.8%
Cookbooks	12.26%	11.26%	10.96%
Religious (not Bibles)	9.06%	8.9%	8.85%
History	8.4%	7.97%	7.52%
Personal/Business	8.22%	7.47%	7.1%
Self-help			
Biography	7.76%	7.54%	7.15%
Romance	7.58%	6.97%	6.82%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	72.18%	70.35%	69.38%
Gen. Editorial	47.46%	47.61%	47.69%
Womens	41.39%	41.09%	41.59%
Service	38.79%	36.97%	35.96%
Business/Finance	20.92%	19.13%	18.47%
Mens	18.12%	18.62%	18.68%
Sports	16.37%	15.95%	15.68%
Mature Market	13.84%	14.14%	13.46%
Health	13.17%	13.44%	13.33%



# 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	59.37%	57.96%	56.47%
Business/Finance	34.78%	32.3%	30.67%
Sport	34.45%	33.84%	33.12%
Editorial Page	33.69%	32.48%	31.66%
Classified	32.18%	32.24%	32.8%
Comics	29.15%	28.83%	28.33%
Movie Listings & Reviews	27.67%	27.09%	26.5%
Food/Cooking	27.26%	27.09%	26.45%
TV/Radio Listings	24.64%	25.13%	24.69%
Home/Gardening	23.95%	22.96%	22.15%
Travel	22.88%	21.49%	20.55%
Science/Technology	20.81%	19.47%	18.55%
Fashion	14.68%	14.79%	14.49%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.12%	20.89%	20.61%
Adult Contemporary	20.34%	19.01%	18.47%
CHR Contemp Hit Radio	17.39%	18.01%	18.24%
News/Talk	16.4%	13.97%	12.88%
Rock	14.72%	13.1%	12.61%
Classic Rock	12.86%	10.92%	10.3%
Oldies	12.57%	11.97%	11.5%
Alternative	11.36%	10.77%	10.18%
Variety	8.27%	8.17%	8.18%
Urban Contemporary	8.24%	10.93%	13.51%
Soft Contemporary	7.78%	6.64%	6.31%
Religious	7.5%	6.66%	6.29%
All News	6.28%	6.57%	5.92%
All Talk	6.18%	5.4%	4.81%
Sports	5.05%	4.44%	4.11%
Classic Hits	4.88%	4.37%	4.2%
Jazz	4.62%	4.78%	5.03%
Classical	4.51%	4.31%	4%



# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	68.2%	65.06%	64.35%
Satellite Dish	59.19%	53.34%	52.25%
Soapnet	53.58%	52.02%	51.55%
Other Video-On-Demand	40.88%	41.35%	41.39%
Sci-Fi Channel	39.34%	36.89%	36.47%
Comedy Central	38.09%	35.79%	34.93%
Adult Pay Per View TV	37.49%	34.74%	33.42%
MSNBC	37.14%	33.5%	33.55%
TV Info From Sunday TV Magazine	32.11%	30.18%	29.46%
Nickelodeon	31.87%	28.27%	28.16%
Hallmark Channel	29.33%	25.87%	25.61%
Adult Swim	29.26%	27.62%	27.27%

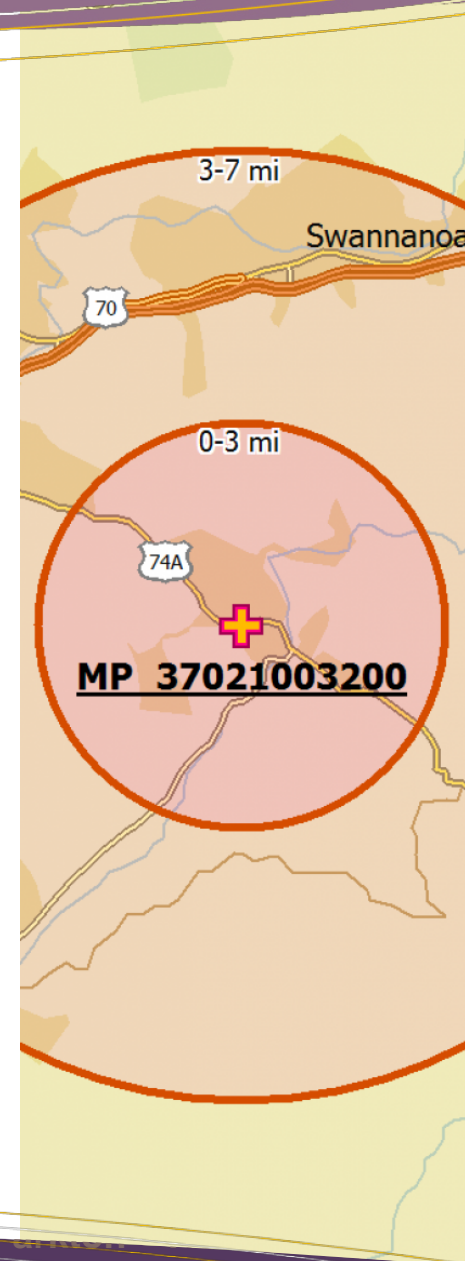
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	28.58%	26.33%	26.41%
Subscribe Digital Cable	28.55%	28.66%	28.46%
The Golf Channel	28.07%	25.32%	24.71%
USA Network	27.8%	26.37%	25.52%
TCM (Turner Classic Movies)	27.68%	25.78%	25.5%
ABC Fam.	27.63%	25.66%	25.41%
Nick At Nite	26.92%	24.56%	24.88%
TV Info From Monthly Cable Guide	26.08%	24.38%	24.18%
ESPN Classic	26.07%	24.36%	23.76%
Video-On-Demand Movies	25.8%	20.79%	20.06%
BET (Black Entertainment TV)	25.44%	24.84%	25.23%
ESPN2	24.72%	24.41%	24.45%

# 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+)	23.56%	21.27%	20.62%
Medium Users (4-6)	12.36%	11.6%	11.1%
Light Users (1-3)	21.04%	21.01%	20.6%
Quintiles (20%)			
Newspaper I (Heavy)	1.54%	1.34%	1.38%
Newspaper II	1.35%	1.4%	1.5%
Newspaper III	2.09%	2.11%	2.08%
Newspaper IV	0.48%	0.51%	0.54%
Newspaper V (Light)	1%	1.06%	1.09%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.51%	18.25%	18.77%
Magazines II	8.12%	8.25%	8.46%
Magazines III	9.75%	9.11%	9.42%
Magazines IV	10.09%	10.67%	10.98%
Magazines V (Light)	0.65%	0.46%	0.51%
Outdoor I (Heavy)	5.85%	6.9%	6.98%
Outdoor II	2.18%	2.45%	2.67%
Outdoor III	2.66%	3.14%	3.34%
Outdoor IV	15.11%	16.22%	16.09%
Outdoor V (Light)	25.29%	25.69%	25.29%
Yellow Pages I (Heavy)	13.52%	14.35%	14.54%
Yellow Pages II	5.21%	6.09%	6.15%
Yellow Pages III	4.9%	5.05%	5.56%
Yellow Pages IV	19.77%	21.4%	21.89%
Yellow Pages V (Light)	2.16%	3.13%	3.26%



# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.75%	3.17%	3.22%
Drive Time III (Medium)	0.34%	0.57%	0.62%
Radio IV & V (Light)	2.16%	2.41%	2.47%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.09%	8.17%	8.49%
Radio III (Medium)	5.45%	4.86%	4.67%
Radio IV & V (Light)	3.57%	3.16%	3.25%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	15.75%	13.42%	13.39%
Cable III (Medium)	4.3%	4.27%	4.36%
Cable IV & V (Light)	31.8%	33.53%	33.73%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.39%	3.62%	3.78%
Prime Time III (Medium)	1.71%	2.09%	2.06%
Prime Time IV & V (Light)	7.77%	6.63%	7.67%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.17%	40.97%	40.24%
Fringe III (Medium)	51.38%	53.03%	52.66%
Fringe IV (Light)	55.4%	54.88%	54.87%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.42%	12.85%	13%
All Day III (Medium)	22.98%	23.63%	23.51%
All Day IV (Light)	10.81%	12.34%	12.93%

# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.69%	12.5%	12.55%
6:00am - 10:00am	18.18%	17.24%	17.09%
10:00am - 3:00pm	6.18%	6.75%	7.93%
3:00pm - 7:00pm	12.99%	13.35%	13.83%
7:00pm - Midnight	15.32%	14.52%	13.96%
Midnight - 6:00am	5.79%	5.95%	6.27%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.79%	14.3%	14.62%
6:00am - 10:00am	4.9%	4.84%	4.63%
10:00am-3:00pm	6.13%	6.16%	6.1%
3:00pm - 7:00pm	7.14%	6.84%	7.25%
7:00pm - Midnight	9.38%	9.15%	9.34%
Midnight - 6:00am	11.1%	11.34%	12.26%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	11.2%	8.69%	8.45%
Saturday: 8:00-11:00pm	9.34%	8.17%	8.2%
Sunday: 7:00-11:00pm	10.79%	9.67%	9.97%
9:00am-1:00pm	26.92%	24.56%	24.88%
9:00am-4:00pm	30.79%	28.18%	28.67%
4:00pm-7:00pm	32.38%	29.98%	29.85%
11:00pm-1:00am	44.65%	41.17%	41.59%
AVG Prime time	2.57%	2.81%	3.02%
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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.3%	17.55%	17.77%
7-9am	24.72%	24.41%	24.45%
9am-12noon	23.14%	20.8%	20.51%
12noon-4pm	7.64%	7.38%	8.16%
4-6pm	55.2%	49.36%	48.9%
6-7pm	19.97%	18.6%	18.78%
7-7:30pm	1.67%	1.64%	1.69%
7:30-8pm	11%	10.31%	10.56%
8-11pm	11.2%	8.69%	8.45%
11pm-12am	37.14%	33.5%	33.55%
11pm-1am	44.65%	41.17%	41.59%
1-6am	34.86%	33.02%	33.03%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20.82%	19.6%	19.19%
Sat: 10am-1pm	8.52%	8.04%	8.1%
Sat: 1-4pm	26.11%	25.23%	25.15%
Sat: 4-6pm	7.44%	7.06%	7.06%
Sat: 6-7pm	2.51%	2.35%	2.21%
Sat: 7-8pm	1.52%	1.04%	0.92%
Sat: 8-11pm	9.34%	8.17%	8.2%
Sat: 11pm-1am	5.13%	5.02%	5.07%
Sat: 1am-7pm	27.8%	26.37%	25.52%
Sun: 7-10am	2.14%	2.26%	2.25%
Sun: 10am-1pm	7.14%	6.65%	6.67%
Sun: 1-4pm	7.28%	6.23%	6.28%
Sun: 4-7pm	15.88%	13.36%	13.44%
Sun: 7-11pm	10.79%	9.67%	9.97%
Sun: 11pm-1am	4.58%	4.52%	4.85%
Sun: 1-7am	24.13%	21.19%	21.41%



# 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.

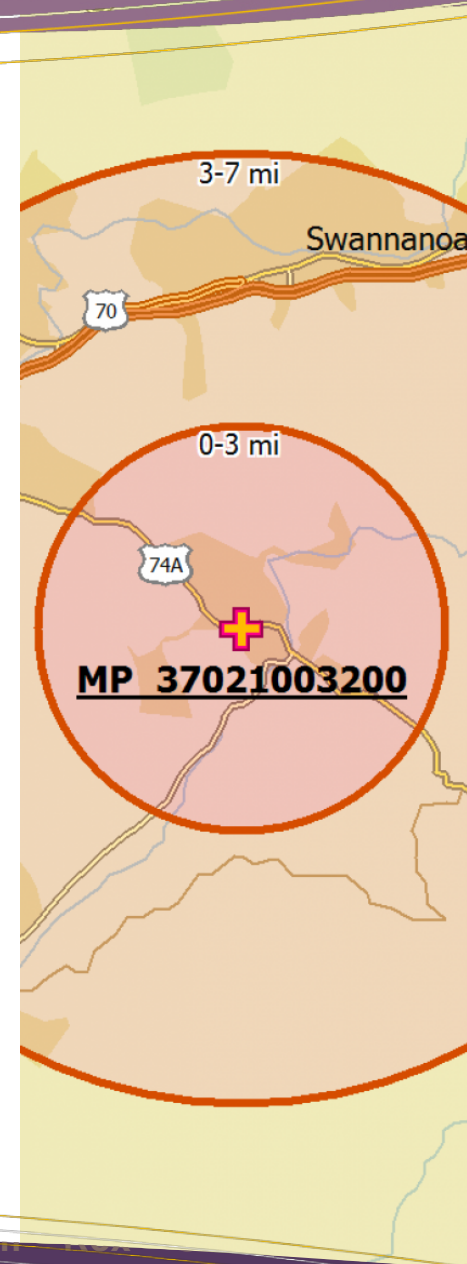


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Ecclesia - Fairview	15 Spivey Lake Dr Fairview, NC 28730	0.34 mi	146	Insufficient Data
2	Emma's Grove - Fletcher	417 Emmas Grove Rd Fletcher, NC 28732	2.24 mi	79	Declining
3	Fairview - Fairview	32 Church Rd Fairview, NC 28730	2.36 mi	158	Declining
4	Reynolds - Asheville	520 Rose Hill Rd Asheville, NC 28803	2.94 mi	118	Insufficient Data
5	Oak Grove - Fletcher	1552 Cane Creek Rd Fletcher, NC 28732	3.53 mi	32	Plateauing
6	Trinity - Fairview	276 Concord Rd Fletcher, NC 28732	3.72 mi	736	Plateauing
7	Calvary Baptist Church of Fairview - Fair	33 Jeremiah Blvd Fairview, NC 28730	3.85 mi	32	Insufficient Data
8	Buckeye - Swannanoa	102 W Buckeye Rd Swannanoa, NC 28778	3.99 mi	53	Plateauing
9	Gashes Creek - Asheville	308 Gashes Creek Rd Asheville, NC 28803	4.09 mi	71	Plateauing
10	Christian Creek - Swannanoa	40 New Salem Rd Swannanoa, NC 28778	4.24 mi	63	Growing
11	Oteen - Asheville	37 Oteen Church Rd Asheville, NC 28805	4.53 mi	56	Plateauing
12	Swannanoa First - Swannanoa	503 Park St Swannanoa, NC 28778	4.81 mi	420	Growing
13	Mills Gap	370 Mills Gap Rd Asheville, NC 28803	4.87 mi	73	Insufficient Data
14	Reed Memorial - Asheville	756 Fairview Rd Asheville, NC 28803	4.95 mi	106	Growing
15	Oakley - Asheville	70 Fairview Ave Asheville, NC 28803	5.10 mi	148	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Grassy Branch - Asheville	499 Riceville Rd Asheville, NC 28805	5.10 mi	190	Declining
17	South Asheville - Asheville	32 Le An Hurst Rd Asheville, NC 28803	5.25 mi	50	Plateauing
18	The Place Fellowship Church	306 Whitson Ave Swannanoa, NC 28778	5.47 mi	0	Insufficient Data
19	Beverly Hills - Asheville	777 Tunnel Rd Asheville, NC 28805	5.49 mi	224	Plateauing
20	Berea - Asheville	2578 Riceville Rd Asheville, NC 28805	5.79 mi	163	Growing
21	Bearwallow - Gerton	407 Konatoga Cir Gerton, NC 28735	6.37 mi	33	Growing
22	Arden First - Arden	3839 Sweeten Creek Rd Arden, NC 28704	6.55 mi	188	Growing
23	Blue Ridge Cowboy Church	1301 Fanning Bridge Rd Fletcher, NC 28732	6.73 mi	100	Insufficient Data
24	Hoopers Creek - Fletcher	1 Hoopers Creek Church Rd Fletcher, NC 28732	6.75 mi	158	Insufficient Data
25	Morningside - Asheville	14 Mineral Springs Rd Asheville, NC 28805	6.85 mi	45	Growing
26	Sulphur Springs Park - Asheville	12 High Alta Ave Asheville, NC 28802	7.29 mi	25	Plateauing
27	Laurel Springs - Fairview	677 Morgan Hill Rd Fairview, NC 28730	7.35 mi	9	Growing
28	Mount Olive - Asheville	64 Mount Olive Church Rd Asheville, NC 28804	7.38 mi	24	Insufficient Data
29	Asheville First - Asheville	5 Oak St Asheville, NC 28801	7.75 mi	0	Insufficient Data
30	Fletcher First - Fletcher	5 Cane Creek Road Fletcher, NC 28732	7.87 mi	471	Plateauing



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
31	Oak Forest - Fletcher	484 Jackson Rd Fletcher, NC 28732	7.98 mi	99	Plateauing
32	Fellowship Asheville	20 Battery Park Ste 403 Asheville, NC 28801	8.12 mi	0	Insufficient Data
33	Friendship - Asheville	240 Haywood St Asheville, NC 28801	8.32 mi	60	Plateauing
34	Grace And Knowledge - Black Mountain	299 Vance Ave Black Mountain, NC 28711	8.36 mi	26	Insufficient Data
35	Merrimon Avenue - Asheville	283 Merrimon Ave Asheville, NC 28801	8.52 mi	250	Declining
36	Biltmore - Arden	35 Clayton Rd Arden, NC 28704	8.52 mi	3,730	Plateauing
37	Cumberland Avenue - Asheville	119 Cumberland Ave Asheville, NC 28801	8.55 mi	18	Declining
38	Black Mountain First - Black Mountain	130 Montreat Rd Black Mountain, NC 28711	8.62 mi	138	Declining
39	Lakewood - Black Mountain	807 Rhododendron Ave Black Mountain, NC 28711	8.70 mi	14	Insufficient Data
40	Westwood - Asheville	150 Westwood Pl Asheville, NC 28806	8.81 mi	77	Insufficient Data
41	Long Shoals - Arden	661 Long Shoals Rd Arden, NC 28704	9.03 mi	55	Declining
42	Community - Asheville	103 Burton St Asheville, NC 28806	9.08 mi	28	Insufficient Data
43	Calvary - Asheville	531 Haywood Rd Asheville, NC 28806	9.08 mi	187	Insufficient Data
44	Grove Stone - Black Mountain	1568 Grovestone Rd Black Mountain, NC 28711	9.12 mi	150	Declining
45	Mountain View - Black Mountain	2221 North Fork Rd Black Mountain, NC 28711	9.12 mi	323	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](http://www.iicm.net).

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[www.missionalpartners.org](http://www.missionalpartners.org)