

MissionSite

top unreached locations



HENDERSONVILLE, NC

CENSUS TRACT: 37089990900

REGION: Region 9: Mountains

COUNTY: Henderson

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



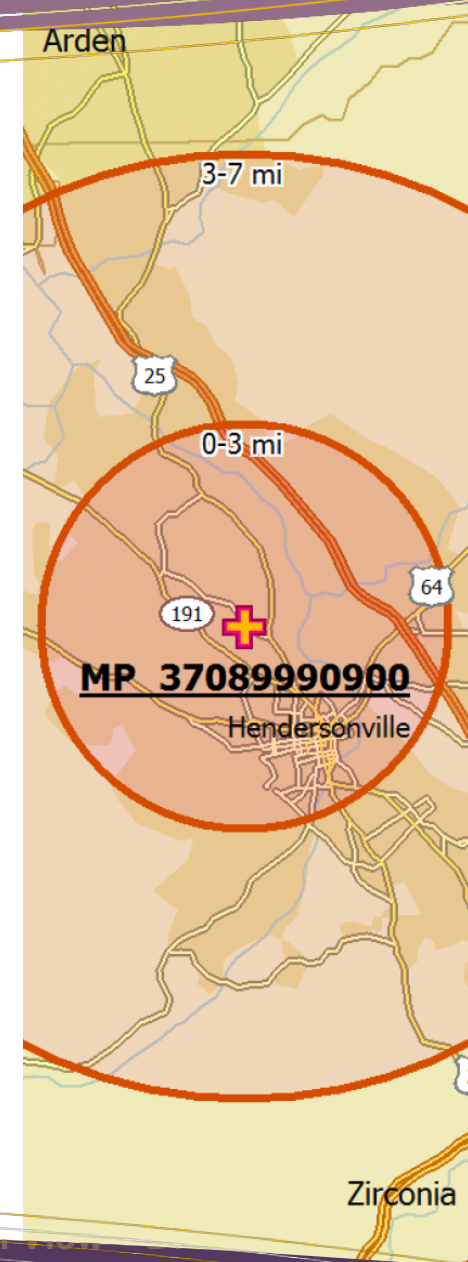
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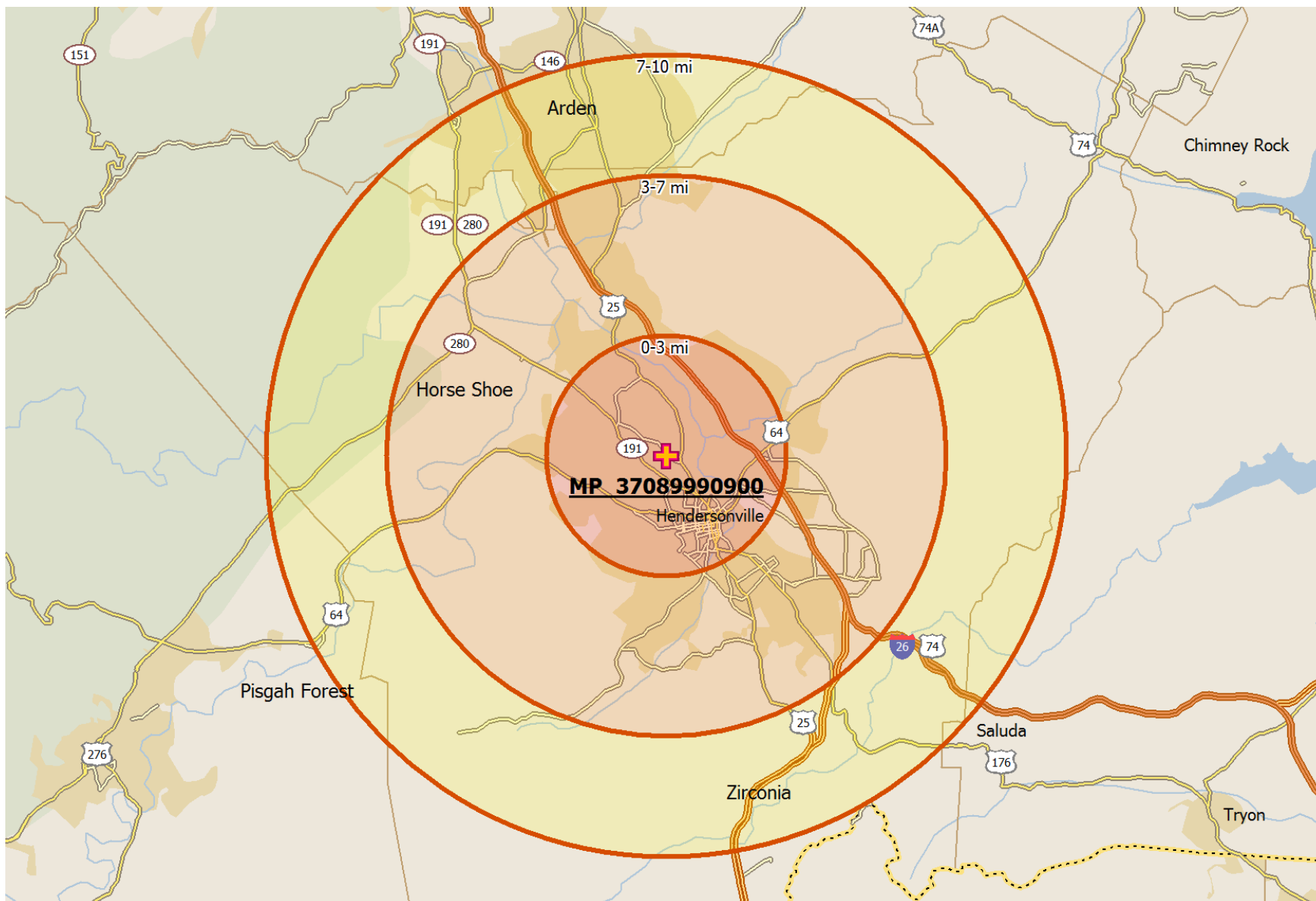
Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37089	Henderson
4	Zipcode	28791	Henderson
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	K	50000-100000-50000



Site Location Summary - Map of the Site Location



Stedman Winterville Spruce Pine Roseboro Cooleemee Troy Southport Greenville Bladenboro Brook...
Galabash Mount Olive Atlantic Beach Hertford Askewville Cerro Gordo Wisenheimer Seven Springs E...
Pilot Mountain Raemon JAARS Spindale South Rosemary Bath Bos...
the Dallas Graham Hoffman Burnsville Fremont Belhaven Millers Creek Cashiers McFarlan Sedalia...
ewall Pipey Green Hildebran Oak Island Five Points Lexington Unionville Forest Oaks Summerfield Ma...

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

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	28,723	52,894	36,765
2010 Households	12,658	22,556	15,211
2010 Group Quarters Population	1,632	301	201

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	36	36	30
Language Diversity National Index	45	37	24
Foreign Born Diversity National Index	32	13	45
Ancestry Diversity National Index	86	86	90
Racial Diversity National Index	34	27	22



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	1	True

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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	905	7.15%
Mainstay Communities	Established, Diverse Households	5,743	45.37%
Working Communities	Blue-collar, Working Families	3,798	30%
Country Communities	Rural, Agri. & Mining Families	567	4.48%
Aspiring Communities	Young Singles / Aspiring-Multihousing	553	4.37%
Urban Communities	High Density, Inner-city Neighborhoods	1,090	8.61%

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	29,990	8,796	29.33%
Unreached %	66.71%	69.49%	104.16
Religious But NOT Evangelical HH	6,536	2,018	30.87%
Religious But NOT Evangelical %	14.54%	15.94%	109.64
Spiritual But NOT Relig or Evang HH	5,687	1,604	28.2%
Spiritual But NOT Relig or Evang %	12.65%	12.67%	100.16
Not Evangelical, Not Interested HH	17,788	5,191	29.18%
Not Evangelical, Not Interested %	39.57%	41.01%	103.63



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	57	15	26.32%
Active BCNC Attenders	8,862	2,340	26.4%
Active Evangelical Households	8,444	2,178	25.8%
Active Evangelical Percent	18.78%	17.21%	91.62
Inactive Evangelical Households	6,520	1,682	25.8%
Inactive Evangelical Percent	14.50%	13.29%	91.63
# 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	Balfour - Hendersonville	0.79 mi	113	Declining	16	French Broad - Hendersonville	3.43 mi	157	Plateauing
2	Providence - Hendersonville	1.31 mi	0	Insufficient Data	17	Gethsemane - Hendersonville	3.52 mi	106	Growing
3	Shaws Creek - Hendersonville	1.38 mi	68	Plateauing	18	Living Water - Hendersonville	3.53 mi	467	Growing
4	Mountain View - Hendersonville	1.49 mi	140	Plateauing	19	Naples - Hendersonville	3.58 mi	79	Plateauing
5	Hendersonville First - Hendersonville	1.78 mi	1,497	Plateauing	20	Mud Creek - Hendersonville	3.58 mi	2,692	Growing
6	Middle Fork - Hendersonville	2.03 mi	28	Plateauing	21	Wayside - Flat Rock	3.65 mi	34	Growing
7	Contemporary First - Hendersonville	2.11 mi	0	Insufficient Data	22	East Flat Rock First - East Flat Rock	4.84 mi	263	Declining
8	Christ Covenant - Hendersonville	2.20 mi	25	Plateauing	23	Locust Grove - Hendersonville	4.87 mi	24	Declining
9	Main Street - Hendersonville	2.20 mi	75	Growing	24	Asheville Korean - Hendersonville	4.97 mi	20	Insufficient Data
10	West Hendersonville - Hendersonville	2.38 mi	76	Declining	25	Beulah - Hendersonville	5.28 mi	0	Insufficient Data
11	New Life of Hendersonville	2.54 mi	0	Insufficient Data	26	Jones Gap - Hendersonville	5.31 mi	35	Insufficient Data
12	Valley Hill - Hendersonville	2.85 mi	0	Plateauing	27	Pleasant Hill - Hendersonville	5.31 mi	20	Insufficient Data
13	Ebenezer - Hendersonville	2.89 mi	273	Declining	28	Mud Creek Mission - East Flat Rock	5.61 mi	7	Insufficient Data
14	Straightway - Hendersonville	2.93 mi	0	Insufficient Data	29	Berea - Hendersonville	5.65 mi	0	Insufficient Data
15	Barker Heights - Hendersonville	2.94 mi	45	Growing	30	Liberty - Hendersonville	5.68 mi	41	Declining

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.

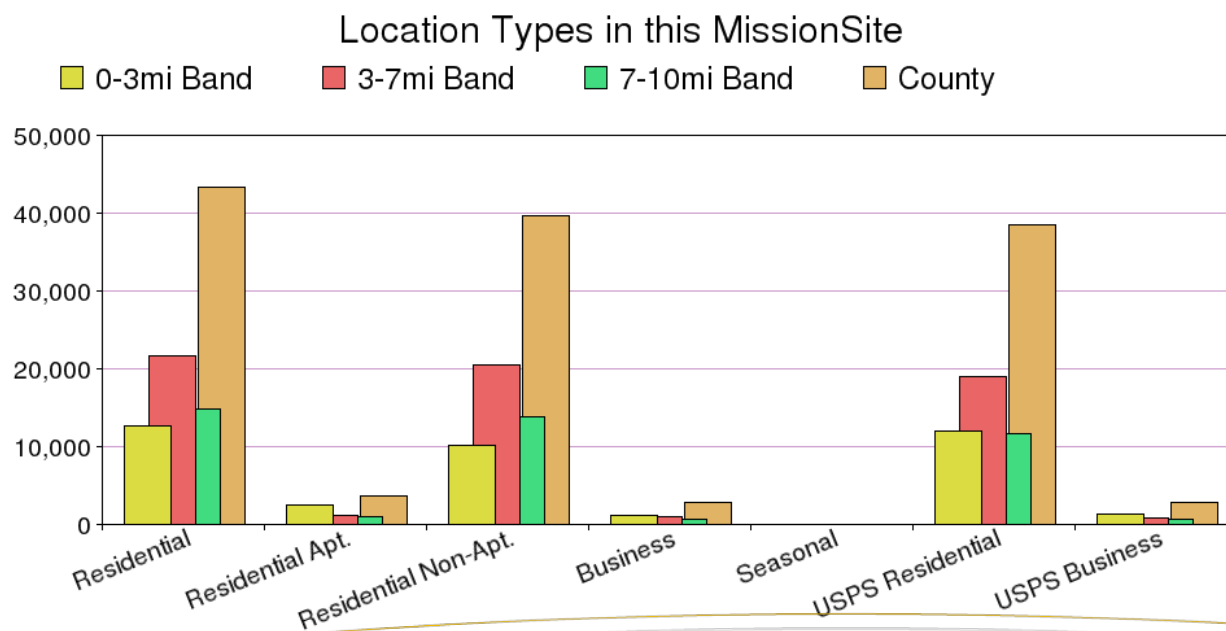


Current Demographic Summary

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	69,341	23,156	33.39%
2000 Population	89,173	26,608	29.84%
2010 Population	105,184	28,723	27.31%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	28,731	10,114	35.2%
2000 Households	37,414	11,509	30.76%
2010 Households	44,954	12,658	28.16%



Location Type	0-3mi Band
Residential	12,585
Residential Apt.	2,434
Residential Non-Apt.	10,151
Business	1,157
Seasonal	0
USPS Residential	11,919
USPS Business	1,324

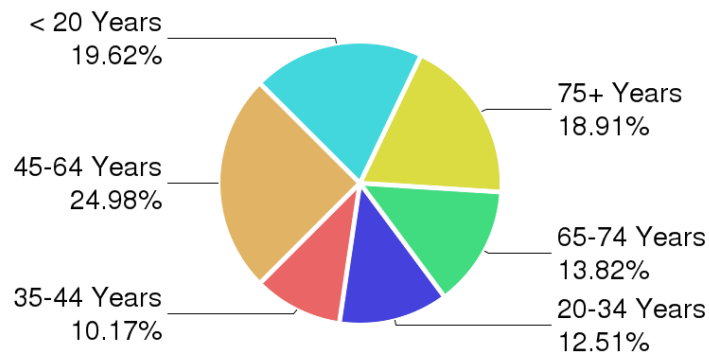
Current Demographic Summary

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	4.52%	3.74%	82.74
4-5 Years	2.37%	1.82%	76.79
6-8 Years	3.6%	3.02%	83.89
9-11 Years	3.5%	3.03%	86.57
12-13 Years	2.28%	1.99%	87.28
14-17 Years	4.41%	3.96%	89.8
18-19 Years	2.16%	2.06%	95.37
0-5 Years	6.88%	5.56%	80.81
6-12 Years	8.24%	7.03%	85.32
13-19 Years	7.7%	7.03%	91.3
< 20 Years	22.82%	19.62%	85.98
20-34 Years	14.85%	12.51%	84.24
35-44 Years	11.75%	10.17%	86.55
45-64 Years	27.37%	24.98%	91.27
65-74 Years	11.95%	13.82%	115.65
75+ Years	11.25%	18.91%	168.09
Median Age	45	51	111.6
Median Age (Male)	43	48	111.89
Median Age (Female)	48	53	110.73

Age Group Percentages

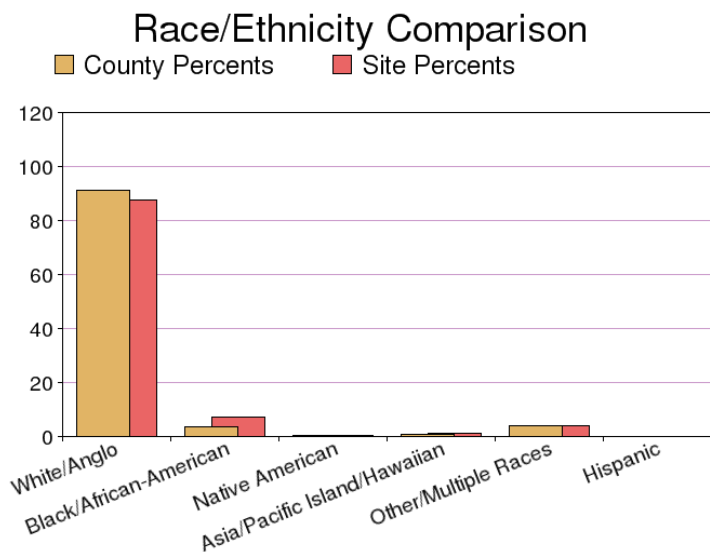


Current Demographic Summary

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	91.3%	87.6%	95.95
Black, African-American	3.59%	7.26%	202.3
Native American	0.36%	0.3%	84.96
Asian	0.8%	0.99%	123.52
Pacific Island, Hawaiian	0.02%	0.02%	109.86
Other/Multiple Races	3.94%	3.83%	97.14
Hispanic	0%	9.36%	0



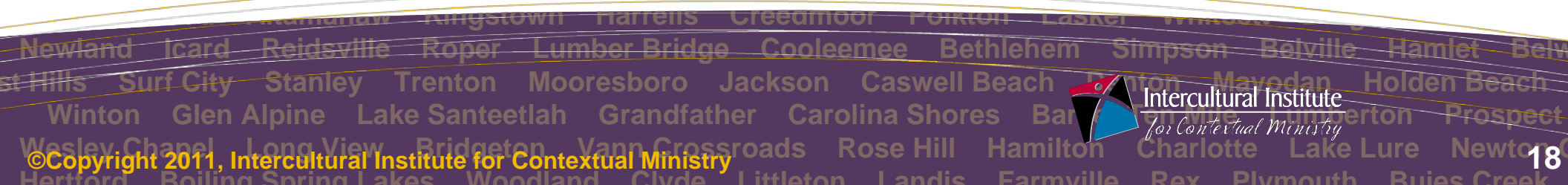
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,961	21,777	
Less than 9th Grade	5.41%	5.19%	104.3
No High School Diploma	6.53%	5.96%	109.53
High School Graduate	28.26%	23.74%	119.06
Some College, no degree	21.73%	22.38%	97.11
Associate Degree	10.79%	9.68%	111.47
College Degree	16.8%	19.66%	85.46
Graduate/Prof. degree	10.48%	13.39%	78.21

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	6.21%	7.95%	191.88
\$10,000 to \$19,999	12.5%	12.52%	100.16
\$20,000 to \$29,999	11.72%	11.77%	100.43
\$30,000 to \$49,999	22.83%	22.97%	100.58
\$50,000 to \$59,999	10.58%	10%	94.54
\$60,000 to \$69,999	6.92%	6.94%	100.34
\$70,000 to \$79,999	7.06%	6.11%	86.49
\$80,000 to \$89,999	5.94%	5.14%	86.39
\$90,000 to \$99,999	3.78%	3.33%	87.95
\$100,000 to \$124,999	4.98%	5.63%	113.04
\$125,000 to \$149,999	3.13%	3.22%	102.8
\$150,000 to \$199,999	2.16%	2.65%	123.02
\$200,000 to \$249,999	0.73%	0.75%	102.55
\$250,000 or more	1.45%	1.01%	69.83
Median Household	46,343	46,049	99.37
Average Household	62,042	55,705	89.79
Per Capita Household	26,948	24,726	91.75
Family/Non-Family Household Income			
Median Family Income	55,957	56,942	101.76
Average Family Income	71,575	64,627	90.29
Median Non-Family Income	29,146	29,177	100.11
Average Non-Family Income	43,141	40,022	92.77



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	66.47%	60.63%	91.2
Families with Children	28.02%	23.52%	83.95
Families without Children	38.46%	37.11%	96.49
Non-Family Households			
% Non-Family Households	33.53%	39.37%	117.44
Non-Families with Children	0.59	0.53	90.13
Non-Families without Children	32.94	38.84	117.93
Housing Units			
			Index
Total Housing Units	51,854	14,159	
Vacant percent	13.31%	10.6%	79.67
Owned percent	65.61%	61.16%	93.22%
Rented Percent	21.09%	28.24%	133.93
Households by Size			
			Index
Avg household size	2.30	2.14	93.04
Avg family hh size	2.88	2.78	96.53
Avg non-family hh size	1.14	1.15	100.88
Households By Count of Persons			
			Percent
One	13,180	4,480	33.99%
Two	17,596	4,916	27.94%
Three or Four	11,326	2,570	22.69%
Five+	2,852	692	24.26%

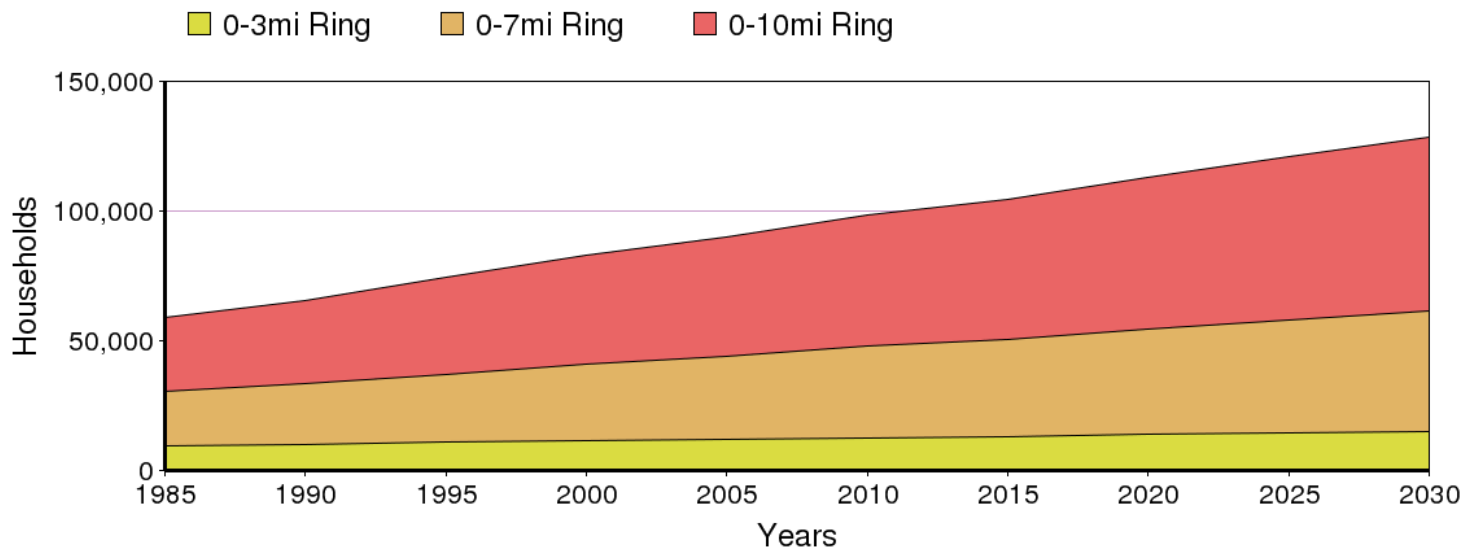
Projected Demographic Summary

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	69,341	23,156	33.39%
2000 Population	89,173	26,608	29.84%
2010 Population	105,184	28,723	27.31%
2015 Population	112,762	29,920	26.53%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	28,731	10,114	35.2%
2000 Households	37,414	11,509	30.76%
2010 Households	44,954	12,658	28.16%
2015 Households	47,911	13,164	27.48%

Household Change from 1985 to 2030



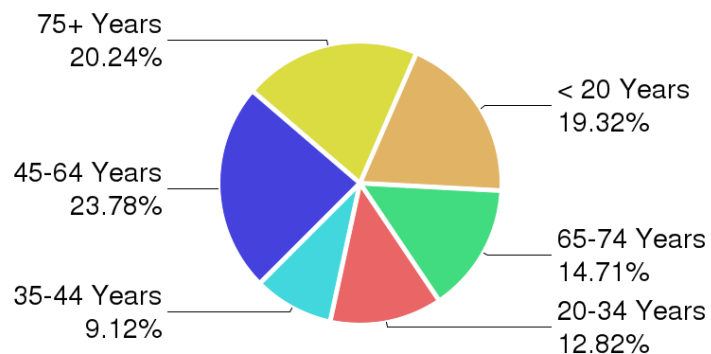
Projected Demographic Summary

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	3.74%	3.23%	86.36
4-5 Years	1.82%	1.62%	89.01
6-8 Years	3.02%	2.84%	94.04
9-11 Years	3.03%	3.03%	100
12-13 Years	1.99%	2.16%	108.54
14-17 Years	3.96%	4.2%	106.06
18-19 Years	2.06%	2.25%	109.22
0-5 Years	5.56%	4.85%	87.23
6-12 Years	7.03%	6.91%	98.29
13-19 Years	7.03%	7.56%	107.54
< 20 Years	19.62%	19.32%	98.47
20-34 Years	12.51%	12.82%	102.48
35-44 Years	10.17%	9.12%	89.68
45-64 Years	24.98%	23.78%	95.2
65-74 Years	13.82%	14.71%	106.44
75+ Years	18.91%	20.24%	107.03
Median Age	45	52	113.56
Median Age (Male)	43	48	112.28
Median Age (Female)	48	54	114.27

Projected Age Group Percentages



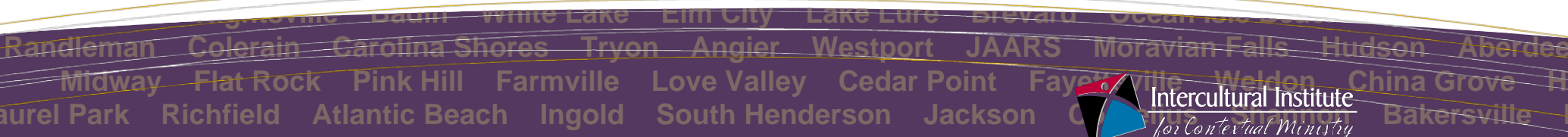
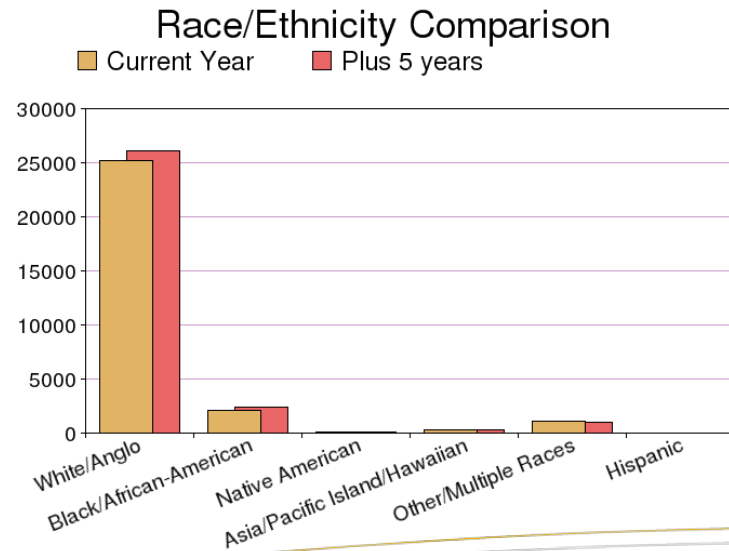
Projected Demographic Summary

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	87.6%	87.17%	99.5
Black, African-American	7.26%	7.94%	109.39
Native American	0.3%	0.33%	108.14
Asian	0.99%	1.08%	109.57
Pacific Island, Hawaiian	0.02%	0.02%	112
Other/Multiple Races	3.83%	3.46%	90.41
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	21,777	22,652	
Less than 9th Grade	5.19%	4.6%	88.65
No High School Diploma	5.96%	4.68%	78.44
High School Graduate	23.74%	23.35%	98.37
Some College, no degree	22.38%	21.64%	96.71
Associate Degree	9.68%	11.18%	115.52
College Degree	19.66%	20.13%	102.36
Graduate/Prof. degree	13.39%	14.43%	107.71



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	7.95%	7.22%	90.9
\$10,000 to \$19,999	12.52%	12.38%	98.89
\$20,000 to \$29,999	11.77%	10.49%	89.12
\$30,000 to \$49,999	22.97%	21.75%	94.7
\$50,000 to \$59,999	10%	10.34%	103.37
\$60,000 to \$69,999	6.94%	6.87%	99
\$70,000 to \$79,999	6.11%	6.55%	97.4
\$80,000 to \$89,999	5.14%	5.7%	105.48
\$90,000 to \$99,999	3.33%	3.55%	106.66
\$100,000 to \$249,999	5.63%	6.23%	110.59
\$125,000 to \$149,999	3.22%	3.8%	118.13
\$150,000 to \$199,999	2.65%	2.92%	110.18
\$200,000 to \$249,999	0.75%	0.86%	114.38
\$250,000 or more	1.01%	1.05%	103.67
Median Household	46,049	48,958	106.32
Average Household	55,705	60,475	108.56
Per Capita Household	24,726	26,789	108.34
Family/Non-Family Household Income			
Median Family Income	56,942	61,511	108.02
Average Family Income	64,627	70,890	109.69
Median Non-Family Income	29,177	31,470	107.86
Average Non-Family Income	40,022	44,433	111.02



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	60.63%	58.83%	97.05
Families with Children	23.52	23.34	99.22
Families without Children	37.11	36.22	97.61
Non-Family Households			
% Non-Family Households	39.37%	41.17%	104.55
Non-Families with Children	0.53	0.54	104.55
Non-Families without Children	38.84	40.63	104.58
Housing Units			
Total Housing Units	14,159	14,728	104.02%
Vacant percent	10.6%	10.62%	100.17
Owned percent	61.16%	61.24%	100.14
Rented Percent	28.24%	28.14%	99.62
Households by Size			
Avg household size	2.14	2.15	100.47%
Avg family hh size	2.78	2.87	103.24%
Avg non-family hh size	1.15	1.12	97.39%
Households By Count of Persons			
One	4,480	4,881	108.95%
Two	4,916	4,797	97.58%
Three or Four	2,570	2,713	105.56%
Five+	692	773	111.71%

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	1,808	2,915	804
Northern Europe	227	155	105
Western Europe	187	194	97
Southern Europe	42	11	39
Eastern Europe	86	49	54
Other Europe	0	0	0
Eastern Asia	51	62	60
So. Central Asia	53	31	17
SE Asia	46	94	33
Western Asia	8	20	2
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	5	6	9
Middle Africa	0	0	0
Northern Africa	2	0	1
Southern Africa	7	61	2
Western Africa	0	0	3
Other Africa	0	20	1
Oceania	8	0	2
Caribbean	41	23	0
Central Amer.	914	1,968	304
South America	54	119	14
North America	77	102	61
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	22,601	40,580	25,452
Spanish	1,414	2,702	838
Other Indo-Euro language	621	582	306
French (incl. Patois, Cajun)	147	151	61
French Creole	0	0	0
Italian	43	25	15
Portuguese	2	8	11
German	191	166	93
Yiddish	24	0	0
Other West Germanic	8	59	11
A Scandinavian Language	37	86	18
Greek	31	5	28
Russian	18	5	7
Polish	7	26	3
Serbo-Croatian	0	0	0
Other Slavic Language	3	7	20
Armenian	0	0	0
Persian	2	0	0
Gujarathi	8	18	0
Hindi	22	0	0
Urdu	15	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	35	8	32
Asian/PI languages	0	0	0
Chinese	46	0	15
Japanese	15	11	16
Korean	16	49	69
Mon-Khmer, Cambodian	32	64	0
Miao, Hmong	0	0	0
Thai	7	10	0
Laotian	0	0	14
Vietnamese	0	0	8
Other Asian	4	0	16
Tagalog	17	22	2
Other Pacific Is	12	0	0
Other languages	73	95	47
Navajo	16	6	0
Other Native N. American	0	23	28
Hungarian	53	6	0
Arabic	4	30	9
Hebrew	0	0	0
African languages	0	9	10
Other unspecified	0	21	0

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	19,895	34,291	20,455
Arab	17	53	31
Armenian	7	0	7
Austrian	52	67	31
British	147	255	173
Canadian	33	66	50
Croatian	3	16	8
Czech	22	32	19
Czechoslovak	21	12	12
Danish	182	72	34
Dutch	250	611	433
English	3,406	5,044	3,317
European	263	345	211
Finnish	27	40	27
French (not Basque)	378	737	457
French Canadian	169	179	126
German	2,653	4,582	2,708
Greek	60	60	102
Hungarian	76	98	60
Iranian	2	0	12

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,931	3,555	1,994
Italian	545	895	510
Lithuanian	26	53	25
Norwegian	162	203	145
Polish	363	499	230
Portuguese	28	53	49
Romanian	26	25	31
Russian	140	107	75
Scandinavian	32	35	35
Scotch-Irish	1,123	2,017	1,457
Scottish	831	1,271	932
Slovak	26	46	33
Subsaharan African	69	130	24
Swedish	171	267	144
Swiss	65	77	22
Ukrainian	28	32	31
US/American	2,817	6,674	3,996
Welsh	128	261	161
West Indian	29	14	9
Yugoslavian	2	18	9
Other	3,586	5,792	2,725

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

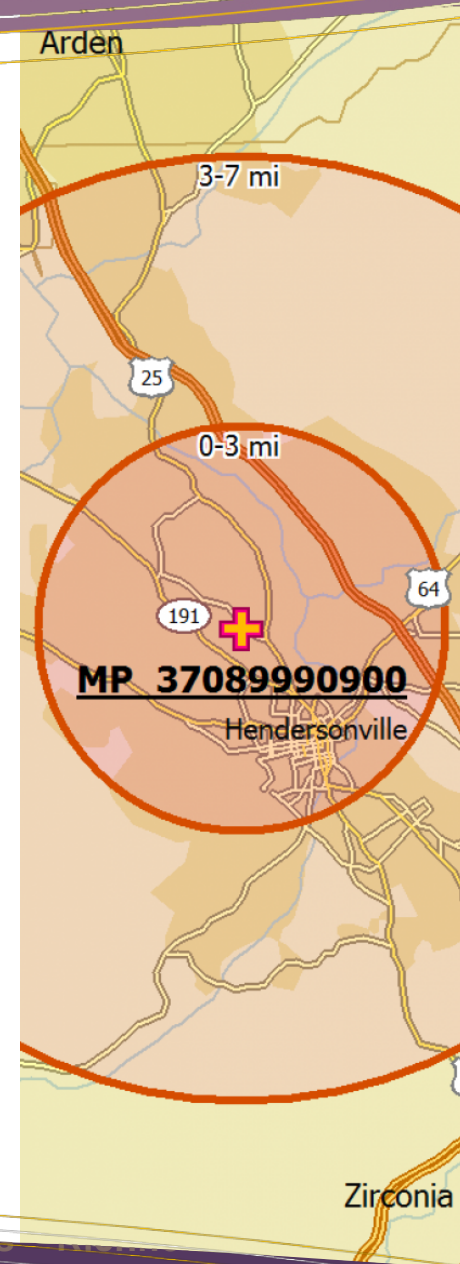
Issues for Your Consideration - continued

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. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	12,658	100%	8,814	100%
AFFLUENT SUBURBIA	23	0.18%	16	0.18%
America's Wealthiest	4	0.03%	3	0.03%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	19	0.15%	13	0.15%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	882	6.97%	594	6.74%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	857	6.77%	575	6.52%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	25	0.2%	19	0.22%
SM TOWN SUCCESS	253	2%	192	2.18%
Successful Urban Sprawl	156	1.23%	19	0.22%
2nd City Homebodies	18	0.14%	111	1.26%
Prime Middle America	0	0%	12	0.14%
Urban Optimists	79	0.62%	0	0%
Family Convenience	0	0%	50	0.57%
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	12,658	100%	8,814	100%
BLUE COLLAR BACKBONE	385	3.04%	250	2.84%
Nuevo Hispanic Fam.	10	0.08%	7	0.08%
Working Rural Suburbia	142	1.12%	86	0.98%
Lower Income Essentials	52	0.41%	35	0.4%
Small Town Endeavors	181	1.43%	122	1.38%
AMER. DIVERSITY	5,490	43.37%	3,928	44.57%
Ethnic Urban Mix	95	0.75%	67	0.76%
Urban Blues	212	1.67%	136	1.54%
Professional Urbanites	2,827	22.33%	2,044	23.19%
Urban Advancement	358	2.83%	241	2.73%
Amer. Great Outdoors	1,052	8.31%	675	7.66%
Mature America	946	7.47%	765	8.68%
METRO FRINGE	3,413	26.96%	2,342	26.57%
Steadfast Conservative	2,749	21.72%	1,884	21.38%
Moderate Conventionalists	204	1.61%	137	1.55%
Southern Blues	52	0.41%	37	0.42%
Urban Grit	0	0%	0	0%
Grass-Roots Living	408	3.22%	284	3.22%

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	12,658	100%	8,814	100%
REMOTE AMERICA	228	1.8%	136	1.54%
Hardy Rural Fam.	119	0.94%	72	0.82%
Rural Southern Living	109	0.86%	64	0.73%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	553	4.37%	404	4.58%
Young Cosmopolitans	22	0.17%	17	0.19%
Minority Metro Communities	175	1.38%	130	1.47%
Stable Careers	356	2.81%	257	2.92%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	339	2.68%	209	2.37%
Aspiring Hispania	49	0.39%	0	0%
Industrious Country Living	0	0%	33	0.37%
America's Farmland	256	2.02%	0	0%
Comfy Country Living	34	0.27%	156	1.77%
Small Town Connections	0	0%	20	0.23%
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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,658	100%	8,814	100%
STRUGGLING SOCIETIES	482	3.81%	323	3.66%
Rugged Southern Style	85	0.67%	50	0.57%
Latino Nuevo	61	0.48%	41	0.47%
Struggling city Centers	271	2.14%	184	2.09%
College Town Communities	0	0%	0	0%
New Beginnings	65	0.51%	48	0.54%
URBAN ESSENCE	608	4.8%	420	4.77%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	76	0.6%	53	0.6%
Urban Diversity	75	0.59%	54	0.61%
New Generation Activists	399	3.15%	269	3.05%
Getting By	58	0.46%	44	0.5%
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%

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?

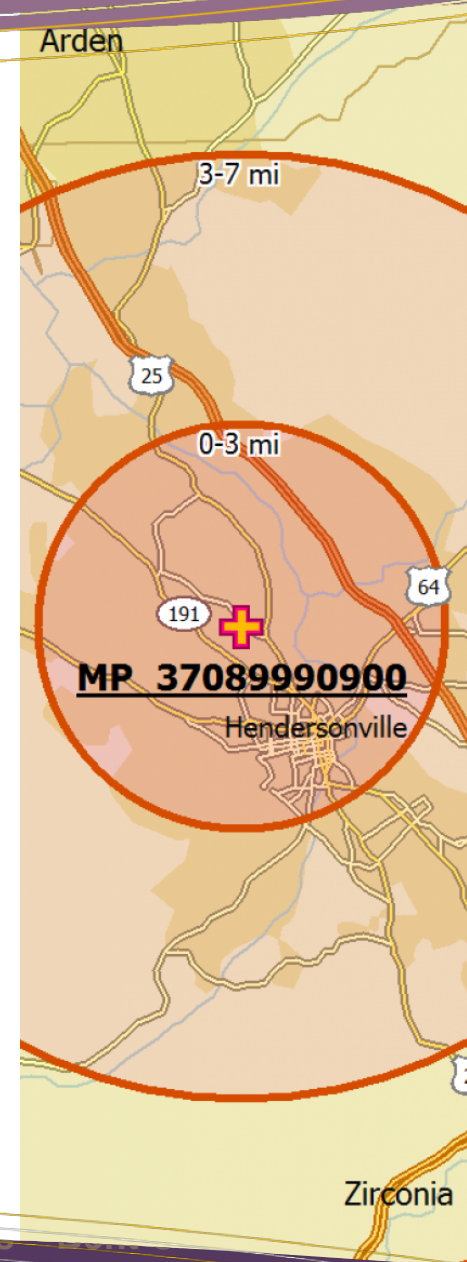
Potential Cultural Bridges

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	74%	76%	77%
Use Comp. for Internet/E-mail	56%	59%	61%
Internet Use: E-Mail	47%	48%	50%
Use Comp. for Word Processing	37%	39%	40%
Use Comp. for Comp. Games	35%	38%	40%
Use Comp. for Shopping	30%	33%	34%
Use Comp. for Digital Camera Photo Editing	29%	32%	33%
Use Comp. for Education	27%	29%	31%
Use Comp. for Banking	27%	29%	31%
Internet Use: News/ Weather	27%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	25%	27%	28%
Use Comp. for News/Info./Data Service	23%	24%	24%
Internet Use: Banking	21%	23%	25%
PC-Network-HH Has One	14%	16%	17%
Use Comp. for Personal Financial Mngmnt	14%	14%	14%
Use Comp. for Accounting	12%	14%	14%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	12%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Internet Use: Research/ Education	11%	11%	11%
HH Owns Video/Webcam	11%	11%	11%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	65%	66%	67%
Dining Out (Not Fast Food)	59%	59%	59%
Reading Books	57%	55%	55%
Card Games	41%	42%	42%
Cooking for Fun	34%	35%	36%
Go To A Beach/Lake	34%	36%	37%
Gardening	34%	37%	37%
Board Games	28%	30%	32%
Visit Museum	21%	20%	20%
Photography	19%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	71%	71%	70%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	32%	31%	30%
Eye Dr.	26%	24%	23%
Hypertension/High Blood Pressure	23%	21%	20%
Backache	22%	22%	22%
High Cholesterol	21%	20%	19%
Any Arthritis	19%	17%	17%
None Of These	18%	18%	19%
Acid Reflux Disease (GERD)	16%	15%	15%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.16%	27.55%	27.74%
Live Theater	23.48%	21.53%	21.34%
Live Theater Most Often	19.49%	18.09%	17.91%
Rock/Pop Concerts Most Often	12.89%	12.98%	13.6%
Classical Concerts Most Often	8.98%	7.51%	7.01%
Dance Performance	8.97%	8.23%	8.16%
Movies: Comedy	35.47%	36.48%	37.56%
Movies: Action/Adventure	34.69%	36.38%	37.03%
Movies: Drama	20.27%	19.77%	19.88%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	19.21%	18.65%	18.93%
Movies: Fam.	18.07%	18.6%	18.9%
Movies: Mystery	17.82%	17.6%	17.25%
MLB Baseball Reg. Season	6.57%	6.97%	7.44%
College Football Reg. Season	5.8%	6.22%	6.6%
NFL Football Reg. Season	5.74%	5.99%	6.41%
College Basketball Reg. Season	3.57%	3.85%	4.14%
NBA Basketball Reg. Season	2.57%	2.64%	2.96%
Auto Racing Events	2.25%	2.59%	2.86%

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	42.66%	42.03%	41.94%
Swimming	30.92%	32.92%	34.02%
Bowling	18.16%	19.67%	20.48%
Billiards/Pool	15.31%	17.06%	17.9%
Golf	15.2%	14.8%	14.98%
Freshwater Fishing	15.17%	18.34%	19.06%
Weight Training	13.4%	14.07%	14.87%
Using Cardio Machine	13.25%	13.2%	13.53%
Stationary Cycling	12.88%	12.62%	12.65%
Camping Trips	12.52%	14.83%	15.76%
Mountain/Road Biking	12.5%	12.86%	13.1%
Jogging/Running	12.46%	13.18%	13.66%
Basketball	11.94%	12.93%	13.49%
Aerobics	10.02%	9.47%	9.6%

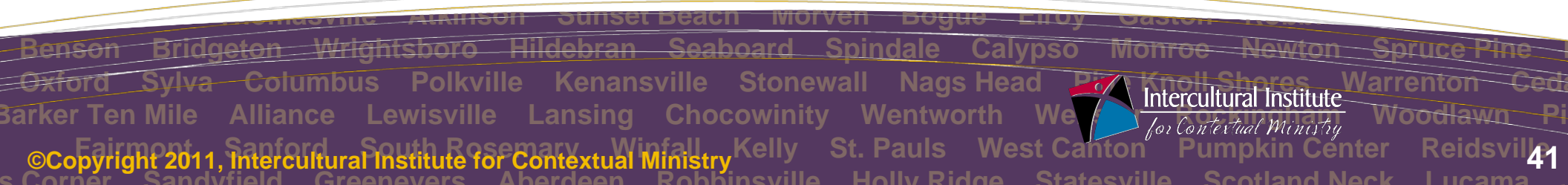
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	9.51%	9.66%	9.6%
Baseball	9.41%	10.35%	10.65%
Backpacking/Hiking	8.58%	9.27%	9.91%
Volleyball	7.99%	8.14%	8.27%
Hunting	7.67%	9.79%	10.46%
Football	7.27%	8.21%	8.7%
Yoga	7.23%	6.82%	6.79%
Target Shooting	7.15%	8.54%	9.04%
Saltwater Fishing	6.94%	7.86%	8.07%
Tennis	6.78%	6.62%	6.82%
Softball	6.67%	7.5%	7.79%
Canoeing/Kayaking	6.59%	7.26%	7.66%
Soccer	6.51%	6.81%	6.91%
Motorcycling	5.02%	5.89%	6.29%

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
Ice Skating	4.8%	4.7%	4.85%
Horseback Riding	4.53%	5.64%	6.12%
Roller Skating	4.46%	4.41%	4.63%
Downhill & X-Country Skiing	4.35%	4.27%	4.44%
Snorkeling	4.27%	4.32%	4.54%
Jet Skiing	3.96%	4.15%	4.5%
Sailing	3.91%	3.75%	3.7%
Fly Fishing	3.88%	4.35%	4.51%
Racquetball	3.67%	3.61%	3.66%
Water Skiing	3.67%	4.09%	4.45%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.64%	3.35%	3.47%
Archery	3.55%	4.24%	4.58%
Snowmobiling	3.43%	3.57%	3.78%
Snowboarding	3.22%	3.07%	3.15%
Rock Climbing	3.09%	3.09%	3.25%
Skateboarding	3.04%	3%	3.11%
Rowing	2.92%	2.86%	2.87%
Auto Racing	2.8%	3.14%	3.25%
Martial Arts	2.7%	2.77%	2.99%
Surfing & Windsurfing	2.35%	2.32%	2.44%



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.

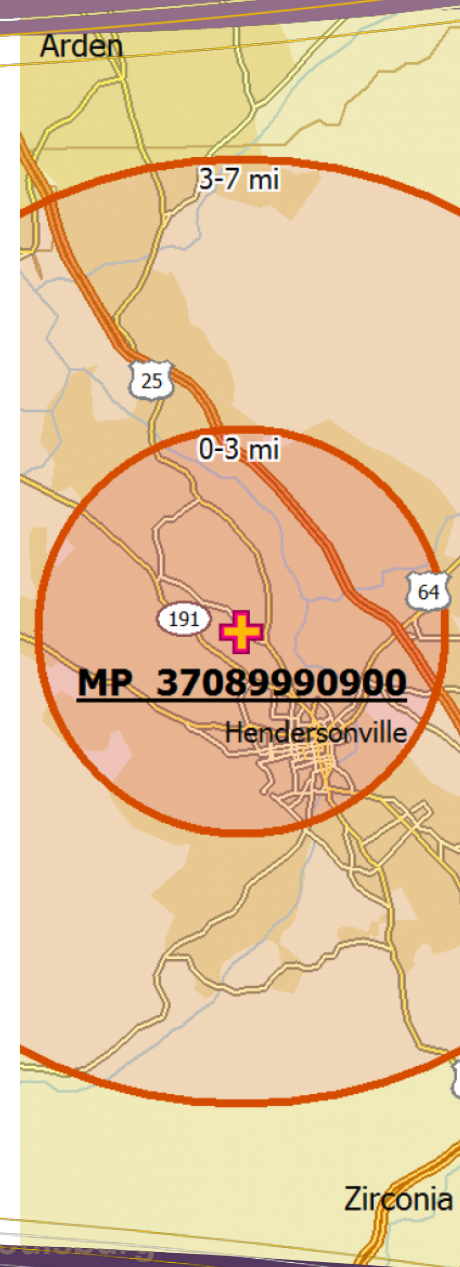
BIBLICAL BARRIERS

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.

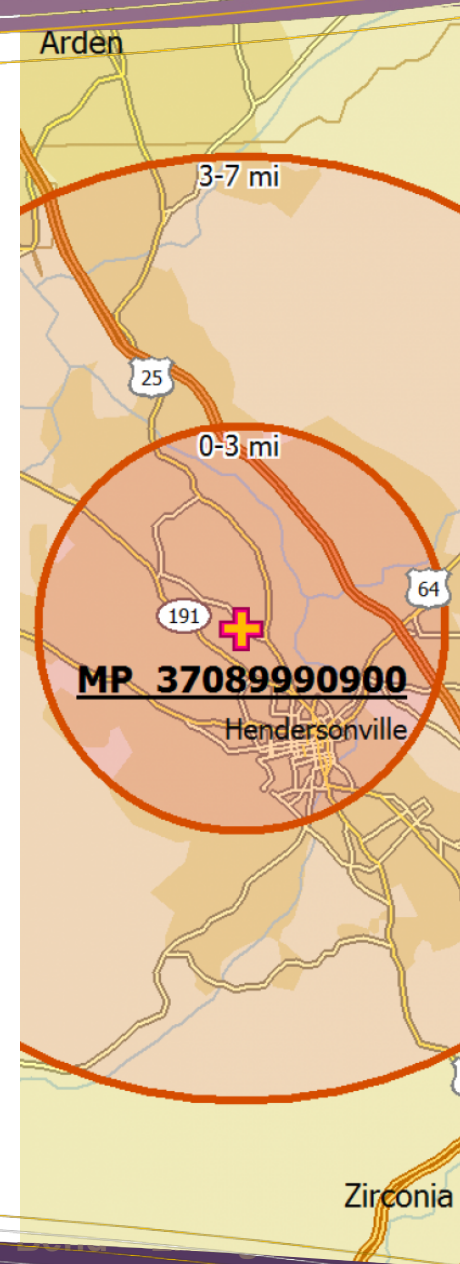
CULTURAL BARRIERS OF ACCEPTANCE

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.

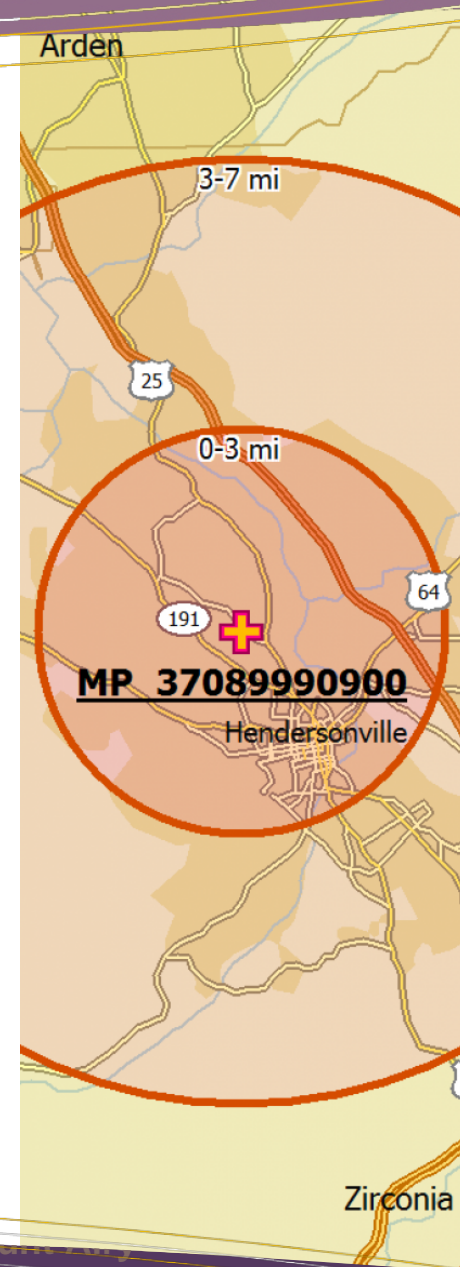
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	49%
Prefer To Have Few Possessions As Possible	39%	36%	35%
Speak My Mind Even If It Upsets People	36%	35%	34%
Find It Difficult To Say No To My Kids	35%	36%	37%
Like Control Over People And Resources	33%	33%	32%
Woman's Place Is In The Home	32%	33%	34%
Like To Do Unconventional Things	31%	31%	31%
If Won Lottery Would Never Work Again	29%	28%	28%
Friends More Important Than My Fam.	29%	27%	26%
Don't Judge People/Way They Live Life	27%	27%	27%
Money Is Best Measure Of Success	27%	27%	27%
Too Much Sponsorship In Arts/Sports	21%	21%	21%

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

Potential Cultural Themes

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

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



Potential Cultural Themes:

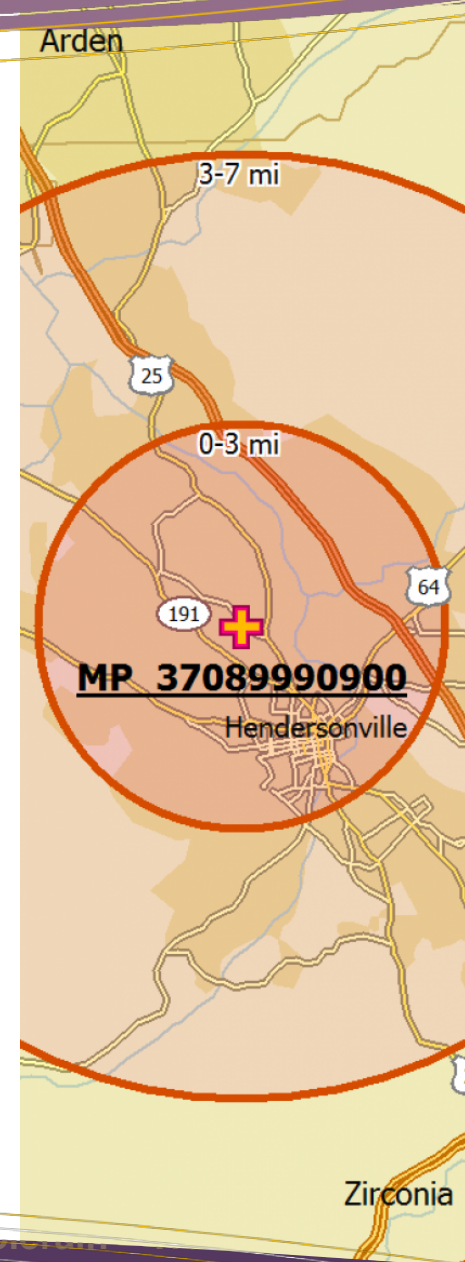
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	58%	57%
Important To Respect Customs And Beliefs	58%	61%	62%
Prefer To Have Few Possessions As Possible	39%	36%	35%
Like To Understand About Nature	38%	38%	37%
Important Feel Respected By My Peers	34%	34%	33%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important To Juggle Various Tasks	31%	30%	30%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	28%	27%	26%
Like To Just Enjoy Life	25%	23%	23%
People Have To Take Me As They Find Me	23%	24%	24%
Consider Myself Interested In The Arts	19%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	17%	16%	16%
Worried About Pollution Caused By Cars	16%	16%	17%
Is An Important Part Of Who I Am	15%	15%	16%
Looking for New Ideas To Improve Home	15%	15%	15%
Try Not To Worry About The Future	15%	14%	14%
Provide My Kids With The Little Extras	12%	11%	11%
Enjoy Spending Time With My Fam.	11%	11%	11%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	6%	6%	5%
Like Spending Most Time With Fam.	5%	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.

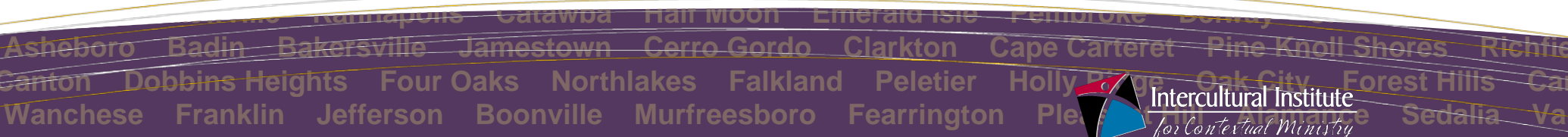


Potential Shared Places:

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
Fast Food/Drive-In	82.29%	83.88%	84.58%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.17%	83.55%	83.86%
Houses-Visit Any			
McDonald's	53.25%	55.41%	56.02%
Burger King	34.74%	36.11%	36.75%
Applebee's	28.18%	29.4%	29.93%
Subway	27.14%	29.07%	29.93%
Wendy's	27.07%	27.85%	28.65%
Taco Bell	25.81%	28.09%	28.86%
Kentucky Fried Chicken (KFC)	24.08%	25.43%	26.22%
Olive Garden	21.37%	21.39%	21.44%
Pizza Hut	19.24%	20.19%	20.66%
Arby's	18.99%	21.14%	22.18%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	16.99%	18.44%	18.63%
Red Lobster	16.9%	16.62%	16.52%
Outback Steakhouse	15.16%	15.1%	15.4%
Cracker Barrel	13.95%	15.69%	16.18%
IHOP (International House Of Pancakes)	13.88%	13.45%	13.41%
Denny's	13.48%	13.02%	12.7%
Domino's Pizza	12%	12.25%	12.41%
Dunkin' Donuts	11.35%	10.8%	10.83%
Sonic	11.04%	12.96%	13.4%
Chili's Grill and Bar	10.74%	11.57%	12.19%
Chick-Fil-A	10.53%	11.78%	12.32%
Starbucks	9.91%	10.29%	10.71%

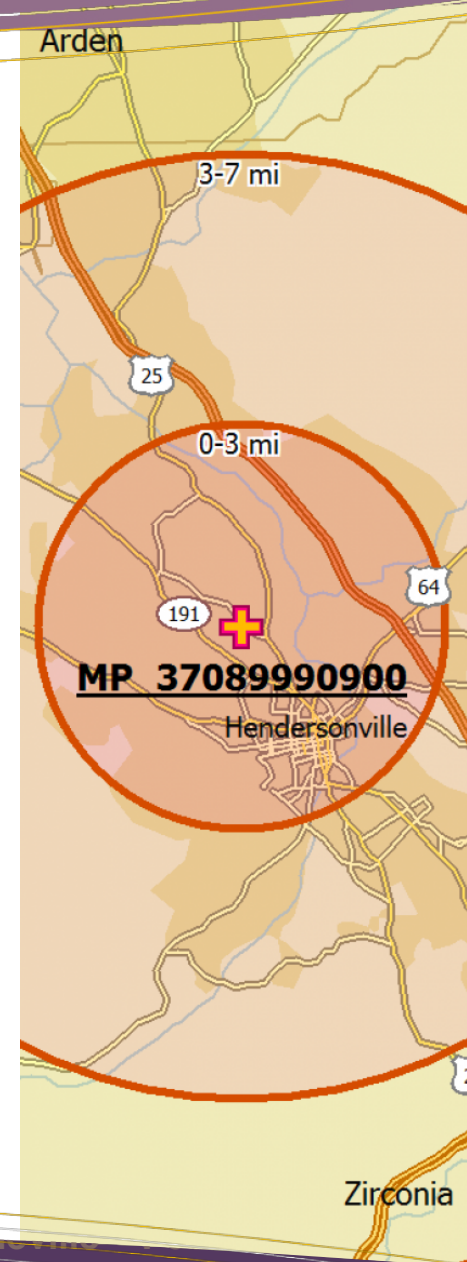


Potential Shared Projects

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!

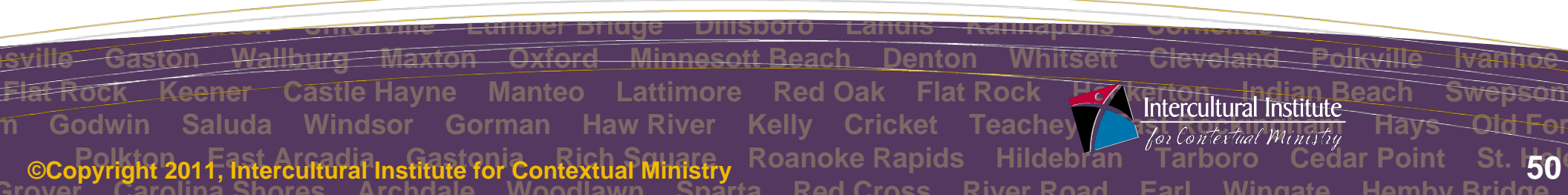


Potential Shared Projects

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	48.96%	47.64%	47.81%
Recycled products	37.21%	36.18%	36.28%
Worked as volunteer (non political)	17.29%	17.14%	17.47%
Engaged in fund raising	10.33%	10.17%	10.51%
Religious club member	7.21%	7.26%	7.41%
Wrote to elected offcl about publ bus	6.26%	6.12%	6.21%

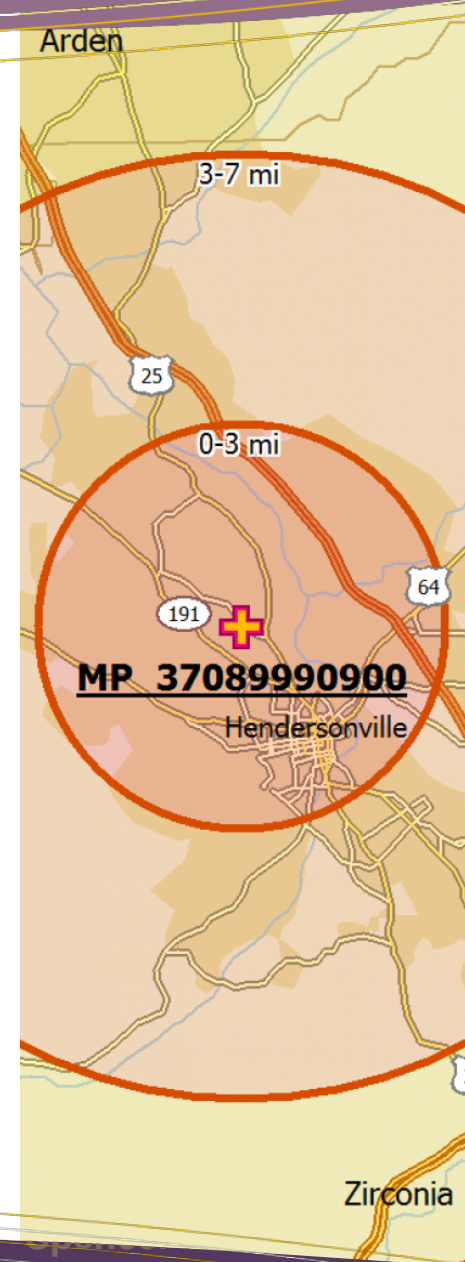
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.87%	5.75%	5.78%
Charitable Organization	5.75%	5.48%	5.46%
Took active part in local civic issue	5.26%	5.12%	5.14%
Addressed a public meeting	5.14%	5.16%	5.15%
Fraternal order member	5.06%	4.91%	4.91%
Union member	4.74%	5.09%	5.26%



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	17.64%	17.21%	17.37%
Mystery	13.57%	13.08%	12.95%
Children's Books	12.3%	12.41%	12.69%
Cookbooks	10.67%	10.54%	10.67%
Religious (not Bibles)	8.43%	8.55%	8.67%
History	8%	7.62%	7.48%
Biography	7.27%	6.81%	6.79%
Romance	6.83%	6.92%	7.05%
Personal/Business	6.48%	6.34%	6.5%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.79%	67.38%	67.23%
Gen. Editorial	47.79%	45.96%	45.76%
Womens	39.91%	39.17%	39.42%
Service	34.4%	35.27%	35.72%
Mens	18.39%	17.48%	17.42%
Business/Finance	17.46%	16.02%	16.2%
Sports	15.69%	14.65%	14.54%
Mature Market	15.57%	14.55%	14.15%
Automotive	13.35%	13.62%	13.69%

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	57.25%	56.81%	56.99%
Sport	33.95%	33.17%	32.99%
Editorial Page	32.46%	32.29%	32.36%
Business/Finance	31.56%	30.03%	29.84%
Classified	30.74%	32.65%	33.31%
Comics	28.88%	28.85%	28.79%
Food/Cooking	26.82%	26.37%	26.31%
TV/Radio Listings	25.94%	25%	24.82%
Movie Listings & Reviews	25.93%	25.08%	25.13%
Home/Gardening	21.44%	21.48%	21.67%
Travel	21.12%	19.88%	19.82%
Science/Technology	17.73%	17.36%	17.55%
Fashion	14.03%	13.41%	13.43%

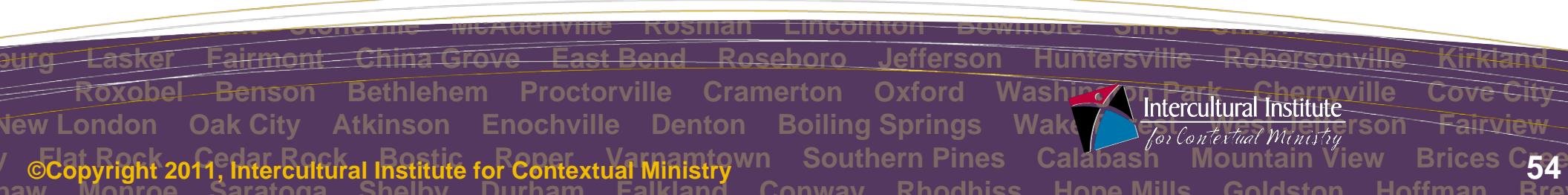
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	19.16%	23.07%	24.04%
Adult Contemporary	18.1%	18.42%	18.56%
CHR Contemp Hit Radio	17.97%	17.54%	17.37%
News/Talk	11.81%	11.38%	11.74%
Rock	11.58%	12.07%	12.38%
Oldies	11.25%	11.19%	11.25%
Urban Contemporary	10.98%	9.12%	9.26%
Classic Rock	9.92%	10.28%	10.51%
Alternative	9.17%	8.95%	9.27%
Variety	7.46%	7.15%	7.29%
Religious	5.98%	6.22%	6.37%
All Talk	5.78%	5.12%	4.82%
Soft Contemporary	5.72%	5.64%	5.82%
All News	5.63%	4.87%	4.83%
Adult Standards	4.81%	4.13%	3.78%
Jazz	4.75%	3.83%	3.81%
Hispanic	3.93%	3.95%	3.58%
Classical	3.76%	3.32%	3.39%

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	62.44%	64.17%	64.95%
Soapnet	51.54%	51.18%	51.36%
Satellite Dish	46.84%	49.94%	51.44%
Other Video-On-Demand	42.89%	42.88%	42.39%
Comedy Central	36.67%	34.41%	33.86%
Adult Pay Per View TV	34.78%	35.68%	35.57%
Sci-Fi Channel	33.62%	35.65%	36.48%
MSNBC	31.14%	32.82%	33.31%
TV Info From Sunday TV Magazine	29.74%	29.99%	30.14%
Subscribe Digital Cable	28.03%	27.87%	28.07%
USA Network	26.69%	26.04%	25.87%
Adult Swim	25.31%	27%	27.7%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
The Golf Channel	24.95%	24.44%	24.5%
Nickelodeon	24.82%	27.25%	28.37%
ABC Fam.	24.55%	23.98%	24.01%
BET (Black Entertainment TV)	24.41%	24.72%	25%
TCM (Turner Classic Movies)	24.17%	24.47%	24.89%
TV Info From Newspapers	24%	25.38%	26.04%
ESPN Classic	23.96%	22.44%	22.29%
Hallmark Channel	23.32%	24.24%	24.94%
ESPN2	23.08%	22.76%	22.89%
TV Info From Monthly Cable Guide	21.7%	23.06%	23.66%
Nick At Nite	21.13%	23.6%	24.67%
TV Info From Other	21.04%	20.92%	20.74%

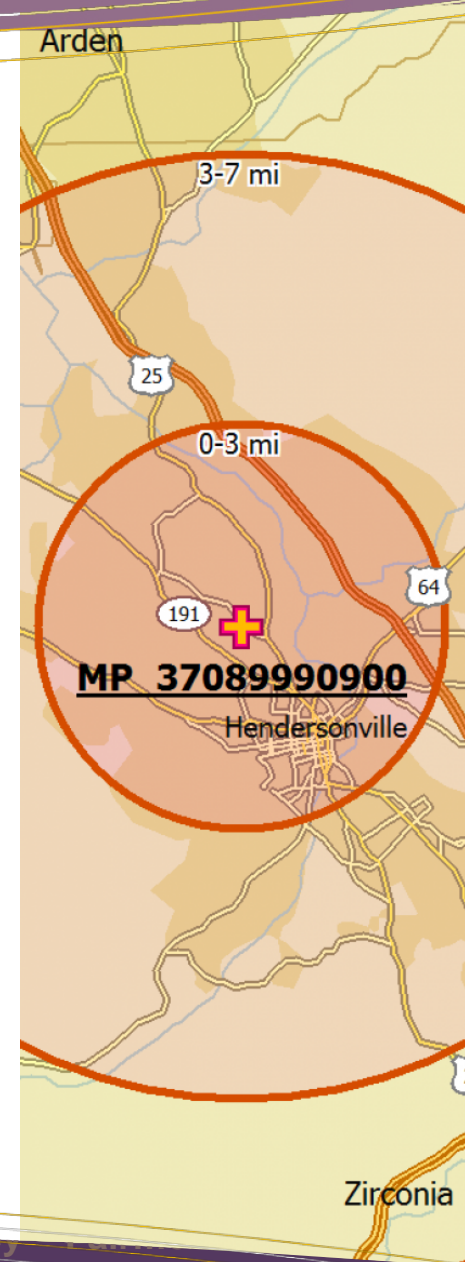


Communication Media Usage

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+)	19.28%	19.3%	19.68%
Medium Users (4-6)	11.35%	11.08%	11.04%
Light Users (1-3)	21.28%	20.58%	20.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.39%	1.43%	1.45%
Newspaper II	1.42%	1.28%	1.28%
Newspaper III	1.97%	1.98%	2.05%
Newspaper IV	0.44%	0.5%	0.51%
Newspaper V (Light)	1.03%	1.09%	1.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.21%	18.1%	18.36%
Magazines II	7.97%	8.03%	8.16%
Magazines III	7.98%	8.71%	9.08%
Magazines IV	10.5%	10.79%	10.78%
Magazines V (Light)	0.46%	0.34%	0.35%
Outdoor I (Heavy)	7.25%	6.51%	6.29%
Outdoor II	2.65%	2.31%	2.24%
Outdoor III	3.09%	2.86%	2.85%
Outdoor IV	16.9%	16.8%	16.73%
Outdoor V (Light)	28.21%	26.83%	26.2%
Yellow Pages I (Heavy)	15.54%	15.69%	15.35%
Yellow Pages II	5.97%	5.49%	5.41%
Yellow Pages III	4.65%	4.27%	4.39%
Yellow Pages IV	22.44%	23.08%	22.88%
Yellow Pages V (Light)	3.56%	3.27%	3.07%

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)	3.08%	3.11%	3.11%
Drive Time III (Medium)	0.49%	0.56%	0.59%
Radio IV & V (Light)	2.34%	2.29%	2.27%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.57%	7.95%	8.11%
Radio III (Medium)	4.21%	4.59%	4.7%
Radio IV & V (Light)	2.72%	2.99%	3.06%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.63%	11.41%	12.1%
Cable III (Medium)	3.84%	3.77%	3.84%
Cable IV & V (Light)	36.19%	35.09%	34.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.9%	3.93%	3.83%
Prime Time III (Medium)	2.18%	2.22%	2.22%
Prime Time IV & V (Light)	5.31%	6.35%	6.83%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.89%	41.69%	41.41%
Fringe III (Medium)	54.26%	54.3%	54.03%
Fringe IV (Light)	54.84%	55.94%	56.06%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.27%	12.81%	12.56%
All Day III (Medium)	23.46%	23.45%	23.54%
All Day IV (Light)	12.01%	11.24%	11.27%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.41%	12.69%	12.83%
6:00am - 10:00am	17.04%	16%	15.82%
10:00am - 3:00pm	7.64%	6.59%	6.33%
3:00pm - 7:00pm	13.45%	13.45%	13.59%
7:00pm - Midnight	14.11%	13.82%	13.84%
Midnight - 6:00am	7.33%	6.33%	6.02%
Weekend Radio			
Listeners			
Dayparts [summary]	12.85%	13.97%	14.45%
6:00am - 10:00am	4.25%	4.28%	4.37%
10:00am-3:00pm	6.66%	5.81%	5.56%
3:00pm - 7:00pm	6.39%	6.31%	6.49%
7:00pm - Midnight	8.25%	8.36%	8.72%
Midnight - 6:00am	12.42%	11.58%	11.43%

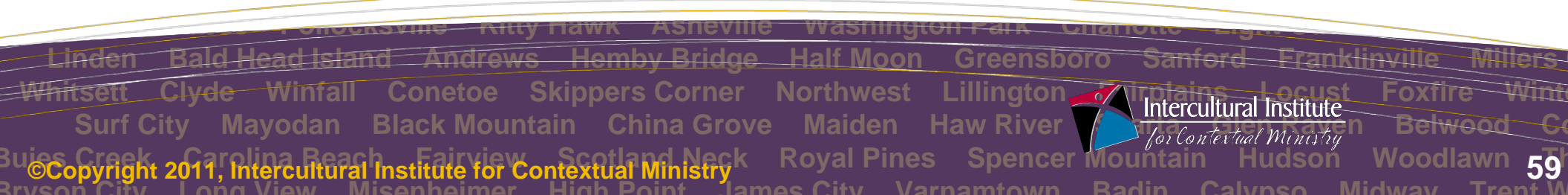
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.36%	6.96%	7.46%
Saturday: 8:00-11:00pm	7.17%	7.66%	7.94%
Sunday: 7:00-11:00pm	8.63%	9.43%	9.74%
9:00am-1:00pm	21.13%	23.6%	24.67%
9:00am-4:00pm	24.32%	27.06%	28.26%
4:00pm-7:00pm	29.45%	29.23%	29.48%
11:00pm-1:00am	39.32%	40.86%	41.2%
AVG Prime time	2.28%	2.26%	2.37%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.28%	16.42%	16.68%
7-9am	23.08%	22.76%	22.89%
9am-12noon	16.98%	19.59%	20.59%
12noon-4pm	7.34%	7.47%	7.67%
4-6pm	45.52%	45.65%	46.69%
6-7pm	17.56%	18.79%	19.24%
7-7:30pm	1.28%	1.39%	1.48%
7:30-8pm	10.26%	10.85%	10.8%
8-11pm	6.36%	6.96%	7.46%
11pm-12am	31.14%	32.82%	33.31%
11pm-1am	39.32%	40.86%	41.2%
1-6am	34.39%	32.64%	32.13%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.68%	18.35%	18.44%
Sat: 10am-1pm	6.73%	7.35%	7.67%
Sat: 1-4pm	23.9%	24.18%	24.58%
Sat: 4-6pm	5.99%	6.2%	6.42%
Sat: 6-7pm	1.67%	1.8%	1.98%
Sat: 7-8pm	0.61%	0.63%	0.72%
Sat: 8-11pm	7.17%	7.66%	7.94%
Sat: 11pm-1am	4.91%	4.78%	4.77%
Sat: 1am-7pm	26.69%	26.04%	25.87%
Sun: 7-10am	1.79%	1.9%	2.03%
Sun: 10am-1pm	5.21%	6%	6.42%
Sun: 1-4pm	5.34%	6.16%	6.5%
Sun: 4-7pm	11.03%	12.35%	12.79%
Sun: 7-11pm	8.63%	9.43%	9.74%
Sun: 11pm-1am	3.54%	4.12%	4.32%
Sun: 1-7am	18.18%	19.81%	20.56%



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*

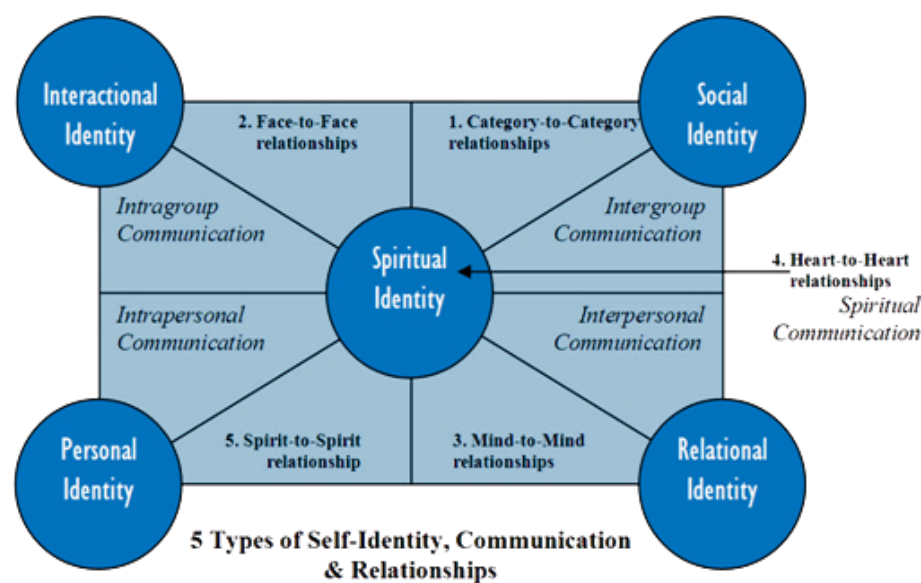


Establishing Redemptive Relationships

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.

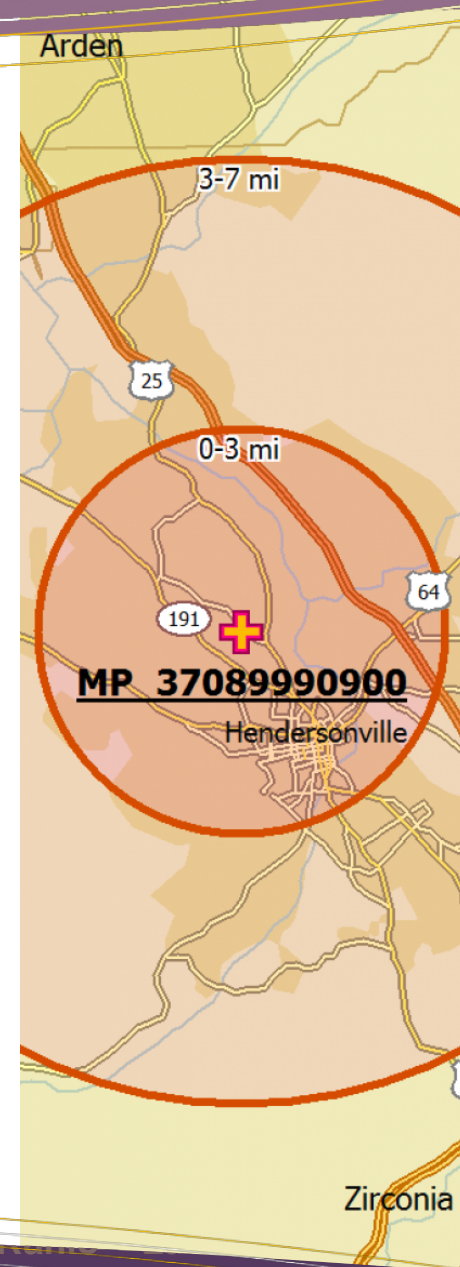


Your MissionSite and the Missional Suite

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. 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	WRSHF AVG	IICM CGR
1	Balfour - Hendersonville	2502 Asheville Hwy Hendersonville, NC 28791	0.79 mi	113	Declining
2	Providence - Hendersonville	1201 Oakland St Hendersonville, NC 28792	1.31 mi	0	Insufficient Data
3	Shaws Creek - Hendersonville	91 Shaw Creek Church Rd Hendersonville, NC 28791	1.38 mi	68	Plateauing
4	Mountain View - Hendersonville	650 Duncan Hill Rd Hendersonville, NC 28792	1.49 mi	140	Plateauing
5	Hendersonville First - Hendersonville	312 5th Ave W Hendersonville, NC 28739	1.78 mi	1,497	Plateauing
6	Middle Fork - Hendersonville	299 Middle Fork Rd Hendersonville, NC 28791	2.03 mi	28	Plateauing
7	Contemporary First - Hendersonville	429 Harris St Hendersonville, NC 28792	2.11 mi	0	Insufficient Data
8	Christ Covenant - Hendersonville	420 Kanuga Rd Hendersonville, NC 28739	2.20 mi	25	Plateauing
9	Main Street - Hendersonville	202 S Main St Hendersonville, NC 28792	2.20 mi	75	Growing
10	West Hendersonville - Hendersonville	730 Willow St Hendersonville, NC 28739	2.38 mi	76	Declining
11	New Life of Hendersonville	446 Deerhaven Ln Hendersonville, NC 28791	2.54 mi	0	Insufficient Data
12	Valley Hill - Hendersonville	118 School St Hendersonville, NC 28739	2.85 mi	0	Plateauing
13	Ebenezer - Hendersonville	2557 Chimney Rock Rd Hendersonville, NC 28792	2.89 mi	273	Declining
14	Straightway - Hendersonville	2560 Chimney Rock Rd Hendersonville, NC 28792	2.93 mi	0	Insufficient Data
15	Barker Heights - Hendersonville	210 Glover St Hendersonville, NC 28792	2.94 mi	45	Growing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	French Broad - Hendersonville	182 Grandview Ln Hendersonville, NC 28791	3.43 mi	157	Plateauing
17	Gethsemane - Hendersonville	1315 Old Spartanburg Rd Hendersonville, NC 28792	3.52 mi	106	Growing
18	Living Water - Hendersonville	1284 Sugarloaf Rd Hendersonville, NC 28792	3.53 mi	467	Growing
19	Naples - Hendersonville	799 Rugby Dr Hendersonville, NC 28791	3.58 mi	79	Plateauing
20	Mud Creek - Hendersonville	403 Rutledge Dr Hendersonville, NC 28739	3.58 mi	2,692	Growing
21	Wayside - Flat Rock	1548 Airport Rd Hendersonville, NC 28792	3.65 mi	34	Growing
22	East Flat Rock First - East Flat Rock	2227 Spartanburg Hwy East Flat Rock, NC 28726	4.84 mi	263	Declining
23	Locust Grove - Hendersonville	1741 Locust Grove Rd Hendersonville, NC 28792	4.87 mi	24	Declining
24	Asheville Korean - Hendersonville	2905 N Rugby Rd Hendersonville, NC 28791	4.97 mi	20	Insufficient Data
25	Beulah - Hendersonville	7088 Willow Rd Hendersonville, NC 28739	5.28 mi	0	Insufficient Data
26	Jones Gap - Hendersonville	8 Mount Hebron Rd Hendersonville, NC 28739	5.31 mi	35	Insufficient Data
27	Pleasant Hill - Hendersonville	4096 Little River Rd Hendersonville, NC 28739	5.31 mi	20	Insufficient Data
28	Mud Creek Mission - East Flat Rock	104 Mine Gap Rd East Flat Rock, NC 28726	5.61 mi	7	Insufficient Data
29	Berea - Hendersonville	626 Berea Church Rd Hendersonville, NC 28739	5.65 mi	0	Insufficient Data
30	Liberty - Hendersonville	3623 Old Clear Creek Rd Hendersonville, NC 28792	5.68 mi	41	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Upward - Flat Rock	935 Upward Rd Flat Rock, NC 28731	5.86 mi	39	Declining
32	Oak Forest - Fletcher	484 Jackson Rd Fletcher, NC 28732	6.01 mi	99	Plateauing
33	Etowah - Etowah	6508 Brevard Rd Etowah, NC 28729	6.45 mi	276	Growing
34	Fletcher First - Fletcher	5 Cane Creek Road Fletcher, NC 28732	6.78 mi	471	Plateauing
35	Kings Grove - Hendersonville	3034 Pace Rd Hendersonville, NC 28792	6.91 mi	0	Insufficient Data
36	Mount Gilead - Mills River	56 Mount Gilead Church Rd Mills River, NC 28759	7.15 mi	0	Plateauing
37	Mills River First - Horse Shoe	123 West Laurel Lane Etowah, NC 28729	7.18 mi	83	Plateauing
38	Pleasant Grove - Hendersonville	1122 Pleasant Grove Rd Hendersonville, NC 28739	7.19 mi	64	Declining
39	Blue Ridge Cowboy Church	1301 Fanning Bridge Rd Fletcher, NC 28732	7.35 mi	100	Insufficient Data
40	Hoopers Creek - Fletcher	1 Hoopers Creek Church Rd Fletcher, NC 28732	7.36 mi	158	Insufficient Data
41	Crab Creek - Hendersonville	72 Jeter Mountain Rd Hendersonville, NC 28739	7.36 mi	142	Declining
42	Bat Cave - Hendersonville	5095 Chimney Rock Rd Hendersonville, NC 28792	7.37 mi	300	Plateauing
43	Fruitland - Hendersonville	150 College St Hendersonville, NC 28792	7.37 mi	173	Plateauing
44	Mountain Home - Edneyville	21 Little Creek Rd Hendersonville, NC 28792	7.37 mi	55	Insufficient Data
45	Horse Shoe First - Horse Shoe	5050 Brevard Rd Horse Shoe, NC 28742	7.93 mi	39	Declining





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

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