

# MissionSite

top unreached locations



PISGAH FOREST, NC

CENSUS TRACT: 37175960100

REGION: Region 9: Mountains

COUNTY: Transylvania

SITESCAPE: Townscape

DENSITY PATTERN: E3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



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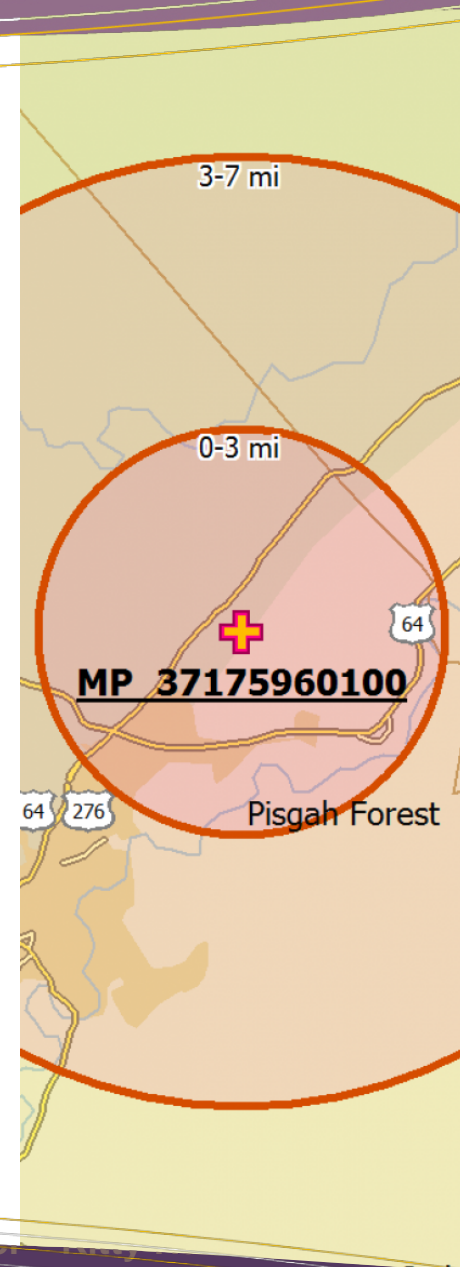
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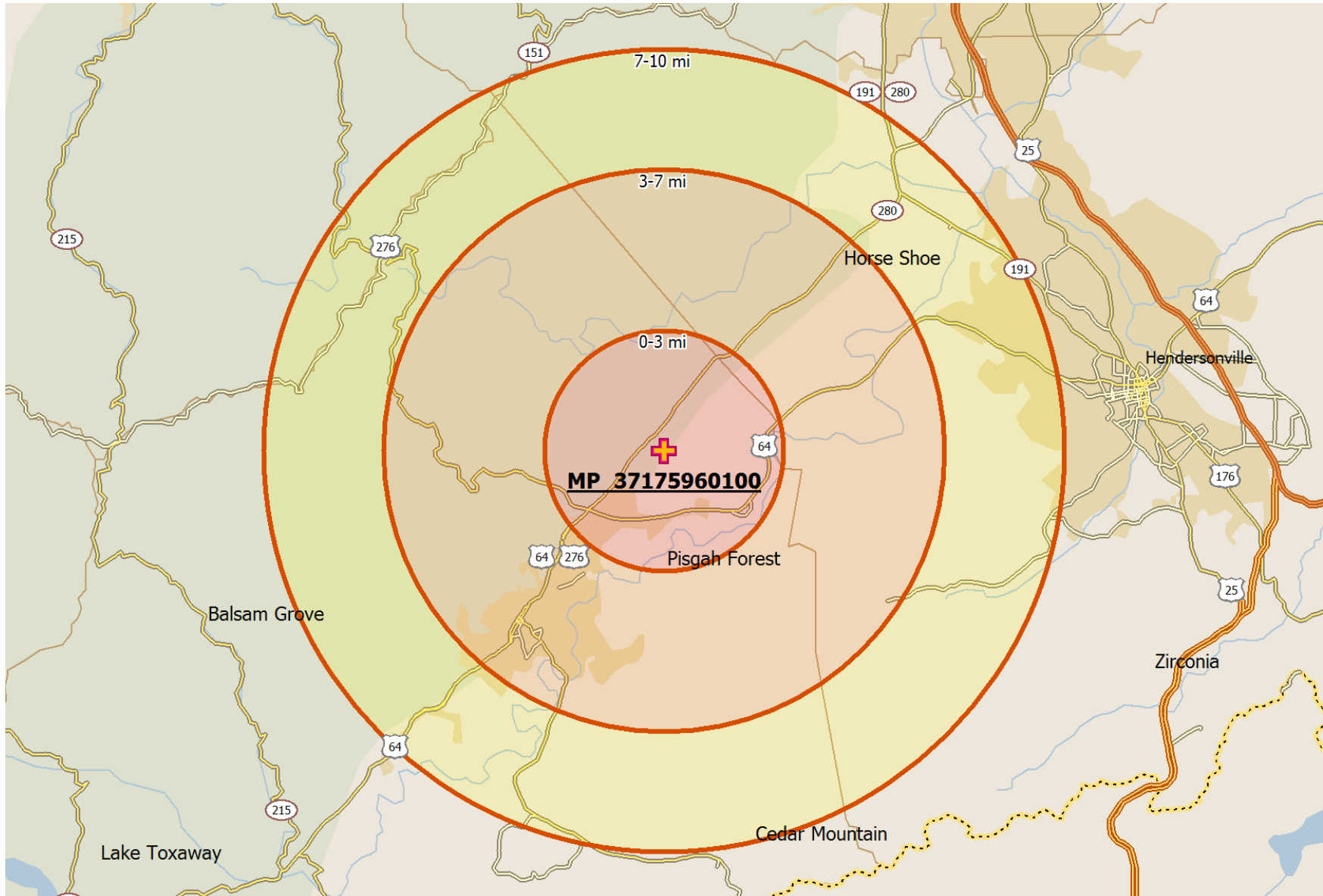
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37175	Transylvania
4	Zipcode	28768	Transylvania
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	E3	10000-50000-50000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	16	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	6,008	20,998	14,988
2010 Households	2,518	9,097	6,507
2010 Group Quarters Population	257	824	7

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	26	19
Language Diversity National Index	11	23	23
Foreign Born Diversity National Index	49	81	54
Ancestry Diversity National Index	64	93	91
Racial Diversity National Index	23	19	10



# 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	1	True
Retirement Destination County	1	True

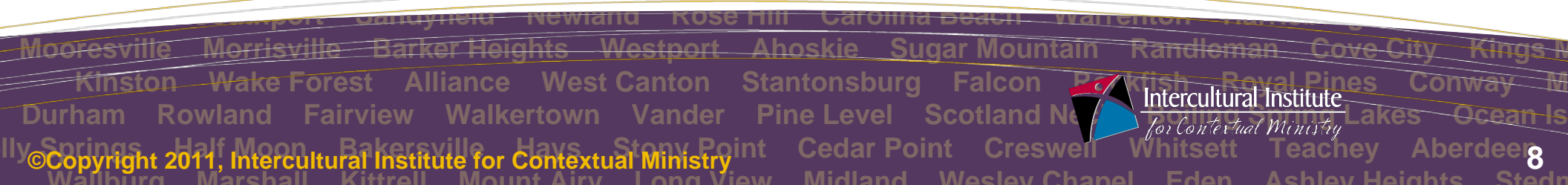
ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	317	12.59%
Mainstay Communities	Established, Diverse Households	880	34.95%
Working Communities	Blue-collar, Working Families	439	17.43%
Country Communities	Rural, Agri. & Mining Families	550	21.84%
Aspiring Communities	Young Singles / Aspiring-Multihousing	241	9.57%
Urban Communities	High Density, Inner-city Neighborhoods	92	3.65%



# 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	8,447	1,672	19.8%
Unreached %	64.49%	66.42%	103
Religious But NOT Evangelical HH	1,856	373	20.12%
Religious But NOT Evangelical %	14.17%	14.83%	104.67
Spiritual But NOT Relig or Evang HH	1,560	321	20.56%
Spiritual But NOT Relig or Evang %	11.91%	12.73%	106.94
Not Evangelical, Not Interested HH	5,034	978	19.43%
Not Evangelical, Not Interested %	38.43%	38.86%	101.1



# 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	35	7	20%
Active BCNC Attenders	3,667	717	19.55%
Active Evangelical Households	2,187	398	18.2%
Active Evangelical Percent	16.70%	15.81%	94.67
Inactive Evangelical Households	2,464	448	18.19%
Inactive Evangelical Percent	18.81%	17.80%	94.64
# 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	Turkey Creek - Pisgah	0.32 mi	210	Declining	16	Dunns Rock - Brevard	7.62 mi	21	Declining
2	Pisgah Forest - Pisgah Forest	0.32 mi	221	Declining	17	Jones Gap - Hendersonville	7.87 mi	35	Insufficient Data
3	Blantyre - Pisgah Forest	0.32 mi	59	Plateauing	18	Pleasant Hill - Hendersonville	7.87 mi	20	Insufficient Data
4	Temple - Pisgah Forest	0.32 mi	75	Growing	19	Rocky Hill - Cedar Mo	8.09 mi	166	Declining
5	Enon - Pisgah Forest	0.48 mi	75	Growing	20	Blue Ridge - Cedar Mo	8.09 mi	23	Growing
6	La Primera Mision Bautista - Pisgah Fores	0.48 mi	21	Growing	21	Cedar Mountain - Cedar Mountain	8.09 mi	94	Plateauing
7	Calvary - Brevard	2.64 mi	56	Declining	22	Horse Shoe First - Horse Shoe	8.28 mi	39	Declining
8	Little River - Penros	3.25 mi	189	Declining	23	Little Cove - Brevard	8.97 mi	21	Growing
9	Grace - Brevard	3.65 mi	83	Plateauing	24	Cherryfield - Brevard	8.97 mi	94	Declining
10	Pleasant Grove - Hendersonville	4.72 mi	64	Declining	25	East Fork - Brevard	8.97 mi	102	Declining
11	Boylston - Mills River	4.98 mi	90	Declining	26	Mount Moriah Calvert - Brevard	8.97 mi	18	Insufficient Data
12	Mills River First - Horse Shoe	5.12 mi	83	Plateauing	27	Morningside - Brevard	8.97 mi	45	Plateauing
13	Etowah - Etowah	5.66 mi	276	Growing	28	Cathey's Creek - Brevard	8.97 mi	110	Declining
14	Beulah - Hendersonville	7.28 mi	0	Insufficient Data	29	Brevard First - Brevard	8.97 mi	242	Declining
15	Crab Creek - Hendersonville	7.53 mi	142	Declining	30	Carsons Creek - Brevard	8.97 mi	92	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*

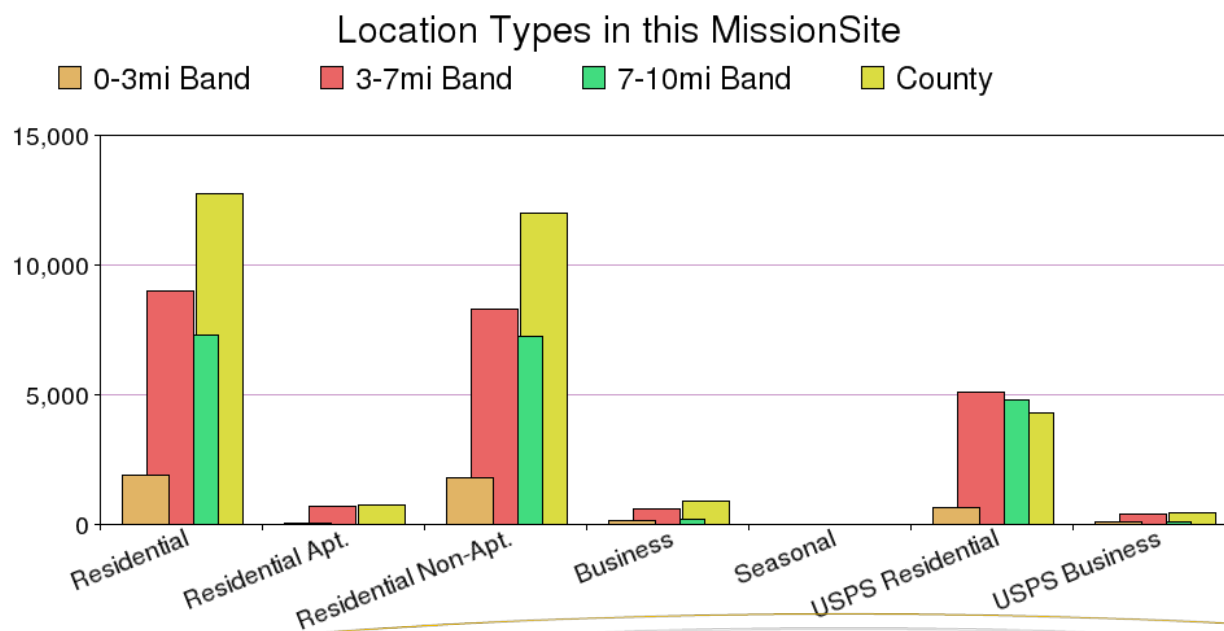
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	25,520	5,478	21.47%
2000 Population	29,334	5,687	19.39%
2010 Population	30,326	6,008	19.81%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,924	2,105	21.21%
2000 Households	12,320	2,339	18.99%
2010 Households	13,099	2,518	19.22%

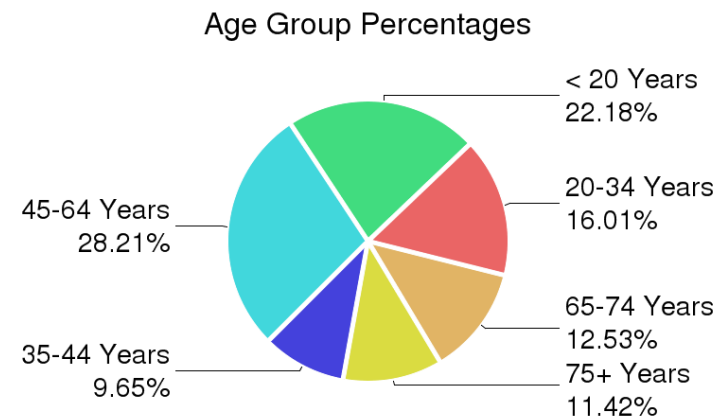


Location Type	0-3mi Band
Residential	1,878
Residential Apt.	60
Residential Non-Apt.	1,818
Business	155
Seasonal	0
USPS Residential	627
USPS Business	83

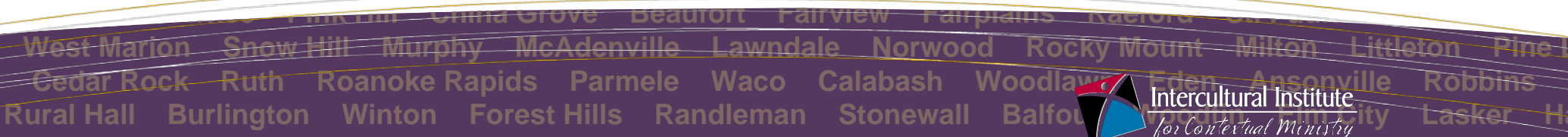
# Current Demographic Summary

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	4.56%	4.33%	94.96
4-5 Years	2.09%	1.85%	88.52
6-8 Years	3.05%	2.93%	96.07
9-11 Years	3.09%	3.18%	102.91
12-13 Years	2.08%	2.5%	120.19
14-17 Years	4.59%	4.68%	101.96
18-19 Years	2.41%	2.71%	112.45
0-5 Years	6.65%	6.18%	92.93
6-12 Years	7.19%	7.37%	102.5
13-19 Years	8.05%	8.62%	107.08
< 20 Years	21.89%	22.17%	101.28
20-34 Years	15.39%	16%	103.96
35-44 Years	9.47%	9.65%	101.9
45-64 Years	27.38%	28.2%	102.99
65-74 Years	13.65%	12.52%	91.72
75+ Years	12.23%	11.42%	93.38
Median Age	48	47	98.95
Median Age (Male)	46	46	100.22
Median Age (Female)	50	50	101.37



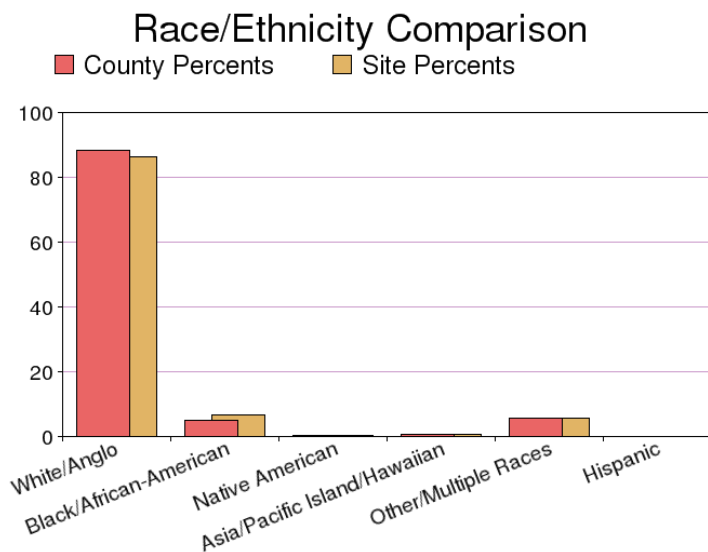


# Current Demographic Summary

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	88.22%	86.47%	98.02
Black, African-American	5.11%	6.79%	132.78
Native American	0.3%	0.43%	145.82
Asian	0.53%	0.58%	109.73
Pacific Island, Hawaiian	0.03%	0.08%	315.48
Other/Multiple Races	5.81%	5.64%	97.06
Hispanic	0%	3.05%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	21,917	4,325	
Less than 9th Grade	3.8%	3.63%	104.7
No High School Diploma	8.12%	9.76%	83.24
High School Graduate	31.51%	33.62%	93.74
Some College, no degree	19.51%	18.82%	103.69
Associate Degree	8.2%	9.43%	86.91
College Degree	18.83%	16.02%	117.52
Graduate/Prof. degree	10.02%	8.72%	114.95

# 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	7.99%	6.47%	103.92
\$10,000 to \$19,999	15.05%	15.17%	100.77
\$20,000 to \$29,999	14.03%	14.65%	104.44
\$30,000 to \$49,999	21.94%	23.07%	105.17
\$50,000 to \$59,999	9.34%	8.42%	90.1
\$60,000 to \$69,999	5.05%	5.04%	99.95
\$70,000 to \$79,999	5.55%	6%	108.05
\$80,000 to \$89,999	5.08%	5.68%	111.7
\$90,000 to \$99,999	3.35%	3.61%	107.83
\$100,000 to \$124,999	5.19%	5.36%	103.28
\$125,000 to \$149,999	3.47%	3.77%	108.62
\$150,000 to \$199,999	1.73%	0.99%	57.29
\$200,000 to \$249,999	0.32%	0.08%	24.77
\$250,000 or more	1.89%	1.71%	90.56
Median Household	39,254	41,364	105.38
Average Household	53,740	57,818	107.59
Per Capita Household	23,979	24,369	101.63
Family/Non-Family Household Income			
Median Family Income	51,543	53,382	103.57
Average Family Income	63,768	69,631	109.19
Median Non-Family Income	23,923	25,099	104.92
Average Non-Family Income	35,518	28,363	79.86



# 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>			
Family Households			Index
% Family Households	64.5%	66.44%	103.01
Families with Children	22.66%	23.39%	103.24
Families without Children	41.84%	43.05%	102.88
<b>Non-Family Households</b>			
% Non-Family Households	35.5%	33.56%	94.53
Non-Families with Children	0	0	0
Non-Families without Children	35.5	33.56	94.53
<b>Housing Units</b>			
Total Housing Units	17,738	2,999	
Vacant percent	26.15%	16.04%	61.33
Owned percent	57.12%	67.76%	118.62%
Rented Percent	16.73%	16.21%	96.88
<b>Households by Size</b>			
			Index
Avg household size	2.23	2.28	102.24
Avg family hh size	2.84	2.86	100.7
Avg non-family hh size	1.13	1.14	100.88
<b>Households By Count of Persons</b>			
			Percent
One	4,131	754	18.25%
Two	5,027	956	19.02%
Three or Four	3,203	667	20.82%
Five+	738	141	19.11%

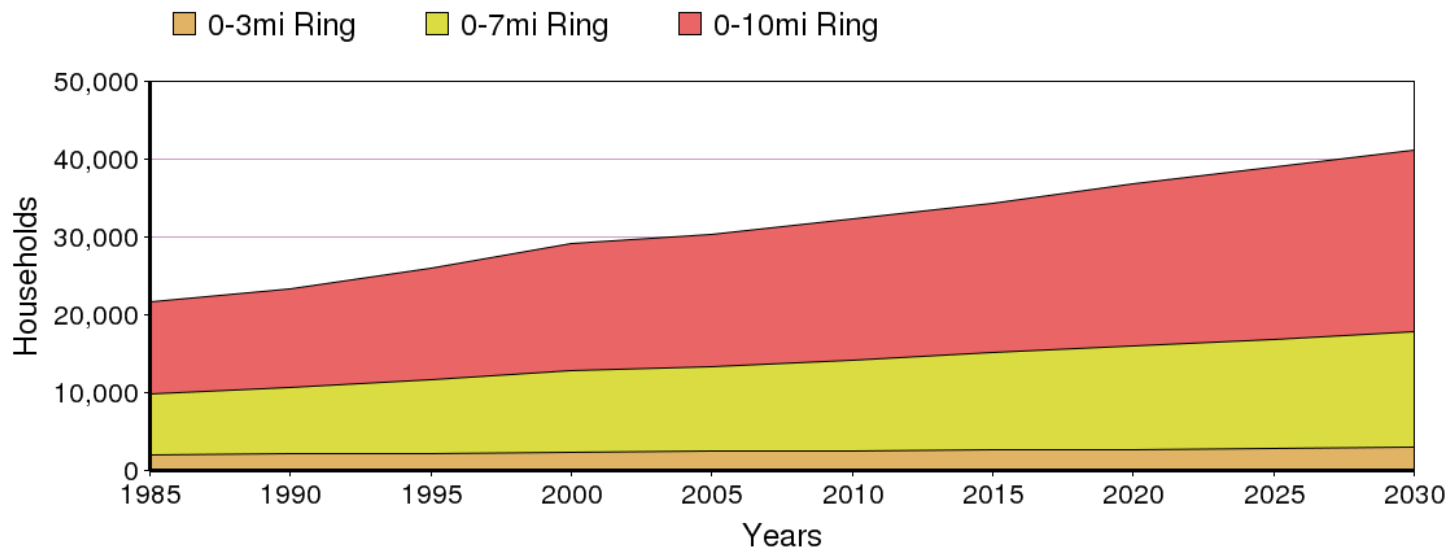
# Projected Demographic Summary

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	25,520	5,478	21.47%
2000 Population	29,334	5,687	19.39%
2010 Population	30,326	6,008	19.81%
2015 Population	30,933	6,099	19.72%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,924	2,105	21.21%
2000 Households	12,320	2,339	18.99%
2010 Households	13,099	2,518	19.22%
2015 Households	13,635	2,615	19.18%

Household Change from 1985 to 2030





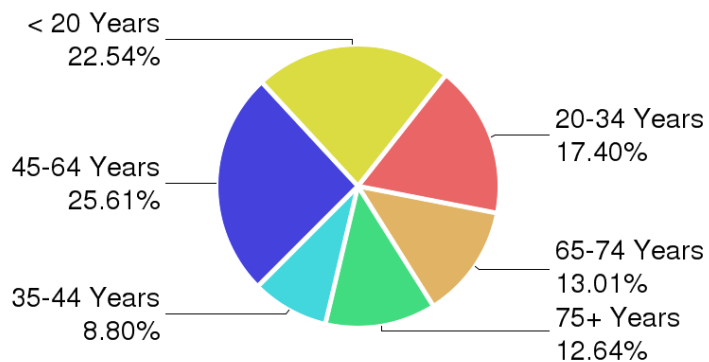
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.33%	5.36%	123.79
4-5 Years	1.85%	2.13%	115.14
6-8 Years	2.93%	3.15%	107.51
9-11 Years	3.18%	3.12%	98.11
12-13 Years	2.5%	2.2%	88
14-17 Years	4.68%	4.31%	92.09
18-19 Years	2.71%	2.26%	83.39
0-5 Years	6.18%	7.49%	121.2
6-12 Years	7.37%	7.39%	100.27
13-19 Years	8.62%	7.64%	88.63
< 20 Years	22.17%	22.52%	101.58
20-34 Years	16%	17.38%	108.63
35-44 Years	9.65%	8.79%	91.09
45-64 Years	28.2%	25.59%	90.74
65-74 Years	12.52%	13%	103.83
75+ Years	11.42%	12.63%	110.6
Median Age	48	48	100.04
Median Age (Male)	46	46	100.99
Median Age (Female)	50	50	100.46

Projected Age Group Percentages



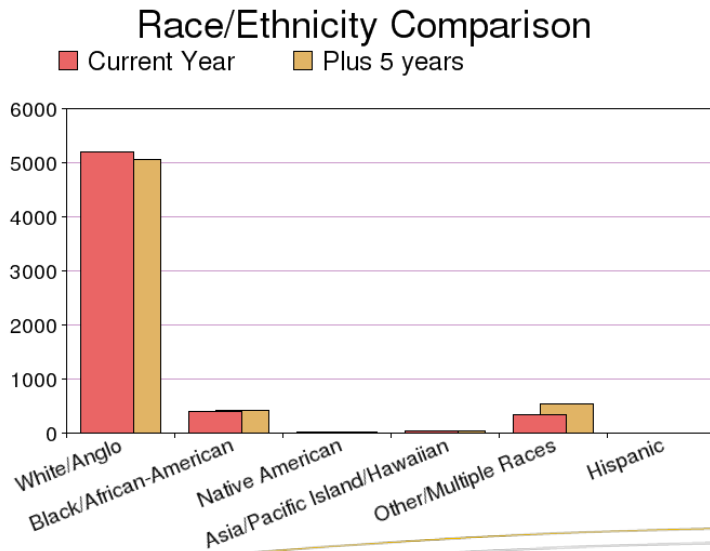
# Projected Demographic Summary

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	86.47%	82.93%	95.91
Black, African-American	6.79%	6.9%	101.65
Native American	0.43%	0.48%	109.87
Asian	0.58%	0.59%	101.32
Pacific Island, Hawaiian	0.08%	0.11%	137.91
Other/Multiple Races	5.64%	8.99%	159.24
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	4,325	4,366	
Less than 9th Grade	3.63%	2.77%	76.35
No High School Diploma	9.76%	7.99%	81.92
High School Graduate	33.62%	34.1%	101.45
Some College, no degree	18.82%	17.38%	92.37
Associate Degree	9.43%	10.28%	109.02
College Degree	16.02%	18.35%	114.5
Graduate/Prof. degree	8.72%	9.12%	104.58



# 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	6.47%	5.93%	91.56
\$10,000 to \$19,999	15.17%	14.84%	97.8
\$20,000 to \$29,999	14.65%	13.42%	91.59
\$30,000 to \$49,999	23.07%	21.38%	92.64
\$50,000 to \$59,999	8.42%	8.26%	98.11
\$60,000 to \$69,999	5.04%	4.51%	89.47
\$70,000 to \$79,999	6%	6.62%	98.84
\$80,000 to \$89,999	5.68%	6.5%	103.02
\$90,000 to \$99,999	3.61%	3.79%	104.76
\$100,000 to \$249,999	5.36%	5.97%	111.27
\$125,000 to \$149,999	3.77%	5.35%	141.9
\$150,000 to \$199,999	0.99%	1.19%	119.4
\$200,000 to \$249,999	0.08%	0.08%	96.29
\$250,000 or more	1.71%	2.22%	129.88
Median Household	41,364	45,730	110.56
Average Household	57,818	58,957	101.97
Per Capita Household	24,369	25,436	104.38
<b>Family/Non-Family Household Income</b>			
Median Family Income	53,382	59,519	111.5
Average Family Income	69,631	71,169	102.21
Median Non-Family Income	25,099	26,949	107.37
Average Non-Family Income	28,363	32,028	112.92

# 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	66.44%	64.09%	96.46
Families with Children	23.39	21.34	91.22
Families without Children	43.05	41.57	96.56
<b>Non-Family Households</b>			
% Non-Family Households	33.56%	35.91%	107
Non-Families with Children	0	0	107
Non-Families without Children	33.56	35.91	107
<b>Housing Units</b>			
Total Housing Units	2,999	3,125	104.2%
Vacant percent	16.04%	16.32%	101.75
Owned percent	67.76%	68.32%	100.83
Rented Percent	16.21%	15.36%	94.78
<b>Households by Size</b>			
Avg household size	2.28	2.23	97.81%
Avg family hh size	2.86	2.86	100%
Avg non-family hh size	1.14	1.09	95.61%
<b>Households By Count of Persons</b>			
One	754	833	110.48%
Two	956	981	102.62%
Three or Four	667	667	100%
Five+	141	135	95.74%



# 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	91	752	303
Northern Europe	15	135	55
Western Europe	12	121	58
Southern Europe	0	14	3
Eastern Europe	12	68	22
Other Europe	0	0	0
Eastern Asia	0	35	4
So. Central Asia	0	42	10
SE Asia	13	20	2
Western Asia	9	54	6
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	37	1
Southern Africa	0	0	0
Western Africa	0	11	1
Other Africa	0	6	0
Oceania	0	0	1
Caribbean	30	21	0
Central Amer.	0	96	95
South America	0	48	16
North America	0	44	29
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	4,318	19,760	10,205
Spanish	74	504	218
Other Indo-Euro language	42	377	159
French (incl. Patois, Cajun)	17	132	42
French Creole	0	0	0
Italian	1	27	18
Portuguese	0	0	0
German	17	77	36
Yiddish	0	0	0
Other West Germanic	0	4	1
A Scandinavian Language	1	43	29
Greek	1	8	1
Russian	0	0	0
Polish	1	9	2
Serbo-Croatian	0	0	0
Other Slavic Language	1	31	9
Armenian	0	0	0
Persian	0	0	0
Gujarathi	3	29	3
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	10	5
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	4	6
Korean	0	14	5
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	2
Other Asian	0	0	0
Tagalog	7	23	16
Other Pacific Is	0	0	0
Other languages	9	131	22
Navajo	0	3	3
Other Native N. American	0	36	0
Hungarian	0	3	19
Arabic	9	89	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	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	3,146	15,387	8,294
Arab	9	21	7
Armenian	0	0	0
Austrian	0	74	38
British	14	137	61
Canadian	1	31	22
Croatian	0	4	2
Czech	2	33	16
Czechoslovak	0	10	5
Danish	3	74	38
Dutch	21	237	148
English	419	2,435	1,400
European	33	112	57
Finnish	0	22	13
French (not Basque)	19	371	192
French Canadian	17	65	41
German	334	2,104	1,210
Greek	17	17	7
Hungarian	6	80	49
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	261	1,494	829
Italian	28	444	235
Lithuanian	1	24	14
Norwegian	6	161	89
Polish	16	286	170
Portuguese	0	7	6
Romanian	0	3	4
Russian	10	39	24
Scandinavian	8	8	6
Scotch-Irish	179	1,030	587
Scottish	75	741	425
Slovak	0	56	20
Subsaharan African	12	89	21
Swedish	24	156	116
Swiss	1	61	15
Ukrainian	8	16	5
US/American	1,092	2,857	1,587
Welsh	14	156	78
West Indian	23	31	4
Yugoslavian	0	14	6
Other	494	1,886	747



# 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*

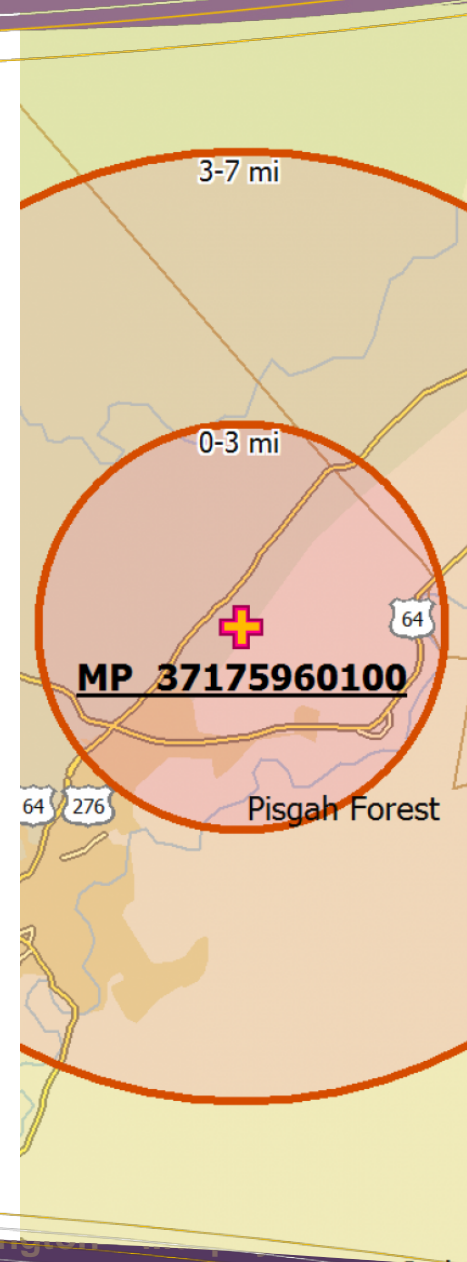
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	2,518	100%	1,700	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
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	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	317	12.59%	213	12.53%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	317	12.59%	213	12.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	210	8.34%	138	8.12%
Successful Urban Sprawl	46	1.83%	0	0%
2nd City Homebodies	42	1.67%	33	1.94%
Prime Middle America	0	0%	27	1.59%
Urban Optimists	122	4.85%	0	0%
Family Convenience	0	0%	78	4.59%
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	2,518	100%	1,700	100%
<b>BLUE COLLAR BACKBONE</b>	9	0.36%	6	0.35%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	5	0.2%	3	0.18%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.16%	3	0.18%
<b>AMER. DIVERSITY</b>	670	26.61%	478	28.12%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	1	0.04%	1	0.06%
Professional Urbanites	423	16.8%	306	18%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	166	6.59%	106	6.24%
Mature America	80	3.18%	65	3.82%
<b>METRO FRINGE</b>	430	17.08%	295	17.35%
Steadfast Conservative	401	15.93%	275	16.18%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	29	1.15%	20	1.18%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,518	100%	1,700	100%
REMOTE AMERICA	277	11%	167	9.82%
Hardy Rural Fam.	210	8.34%	128	7.53%
Rural Southern Living	67	2.66%	39	2.29%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	241	9.57%	176	10.35%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	203	8.06%	150	8.82%
Stable Careers	0	0%	0	0%
Aspiring Hispania	38	1.51%	26	1.53%
RURAL VILLAGES & FARMS	273	10.84%	173	10.18%
Aspiring Hispania	99	3.93%	26	1.53%
Industrious Country Living	0	0%	67	3.94%
America's Farmland	1	0.04%	0	0%
Comfy Country Living	46	1.83%	1	0.06%
Small Town Connections	127	5.04%	27	1.59%
Hinterland Fam.	0	0%	52	3.06%



# 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	2,518	100%	1,700	100%
<b>STRUGGLING SOCIETIES</b>	92	3.65%	54	3.18%
Rugged Southern Style	92	3.65%	54	3.18%
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?

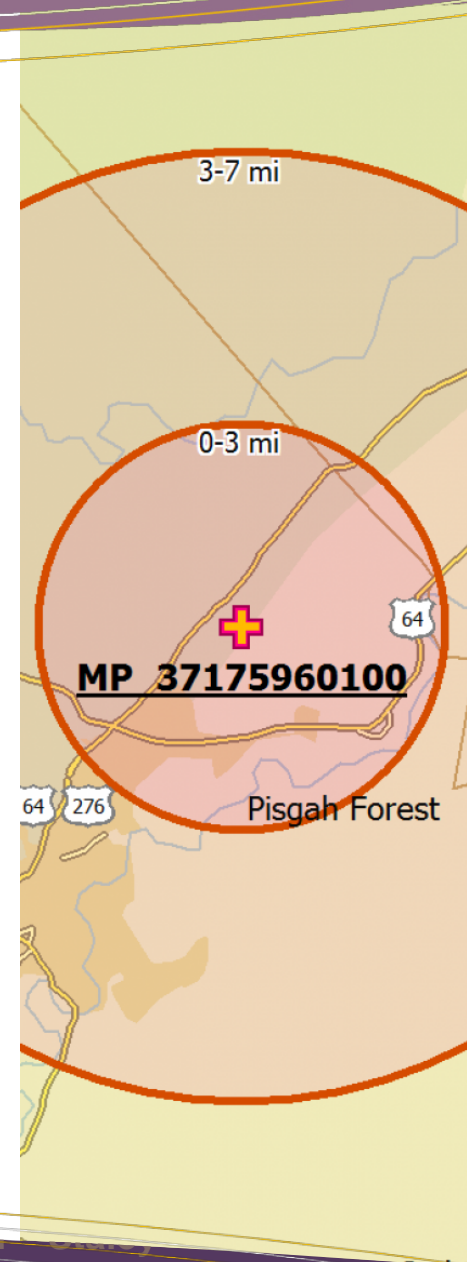
## Potential Cultural Bridges

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).

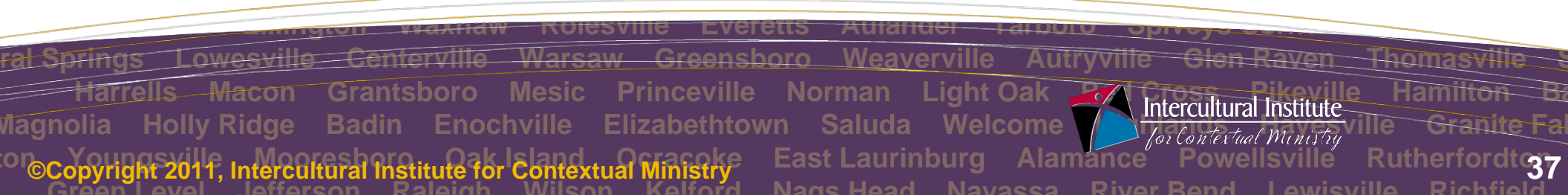


# Potential Cultural Bridges

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	77%	76%	77%
Use Comp. for Internet/E-mail	60%	60%	61%
Internet Use: E-Mail	50%	50%	51%
Use Comp. for Word Processing	40%	39%	42%
Use Comp. for Comp. Games	39%	39%	39%
Use Comp. for Shopping	34%	34%	35%
Use Comp. for Digital Camera Photo Editing	33%	33%	34%
Use Comp. for Education	30%	30%	30%
Use Comp. for Banking	29%	28%	29%
HH Owns DVD Player	27%	26%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	27%	28%
Use Comp. for News/Info./Data Service	24%	23%	24%
Internet Use: Banking	23%	23%	24%
PC-Network-HH Has One	17%	16%	16%
Use Comp. for Accounting	14%	14%	15%
Use Comp. for Personal Financial Mngmnt	14%	14%	15%
Use Comp. for Filing/DB Mngmnt	12%	12%	13%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	12%
Internet Use: Shopping: Made A Purchase	11%	11%	11%

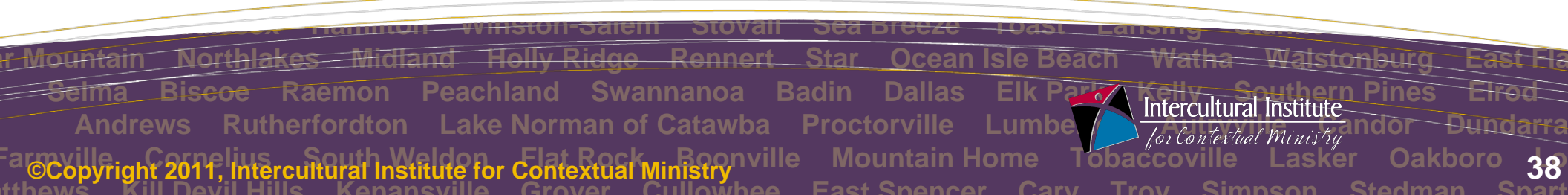


# Potential Cultural Bridges

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%	66%
Dining Out (Not Fast Food)	58%	58%	60%
Reading Books	55%	55%	56%
Card Games	43%	42%	43%
Gardening	38%	37%	39%
Go To A Beach/Lake	36%	35%	36%
Cooking for Fun	35%	35%	35%
Board Games	31%	31%	31%
Visit Museum	20%	20%	21%
Photography	19%	19%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	71%	71%	71%
Gen./Fam. Practitioner	42%	42%	43%
Dentist	31%	30%	31%
Eye Dr.	24%	23%	23%
Backache	22%	23%	22%
Hypertension/High Blood Pressure	22%	22%	21%
High Cholesterol	20%	19%	20%
Any Arthritis	19%	18%	18%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	15%	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	26.63%	26.3%	26.56%
Live Theater	21.77%	21.08%	22.42%
Live Theater Most Often	18.31%	17.75%	18.88%
Rock/Pop Concerts Most Often	12.14%	12.35%	11.98%
Dance Performance	7.92%	8.05%	8.28%
Classical Concerts Most Often	7.52%	7.11%	7.65%
Movies: Comedy	36.56%	37.27%	37.14%
Movies: Action/Adventure	36.54%	36.89%	37.04%
Movies: Drama	19.57%	19.7%	20.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	19.34%	19.27%	19.38%
Movies: Fam.	18.65%	19.11%	18.97%
Movies: Mystery	16.84%	16.5%	16.93%
MLB Baseball Reg. Season	7.1%	7.06%	7.39%
NFL Football Reg. Season	6.15%	6.08%	6.36%
College Football Reg. Season	5.99%	6.18%	6.62%
College Basketball Reg. Season	3.63%	3.93%	4.09%
Auto Racing Events	3.01%	2.84%	2.89%
NBA Basketball Reg. Season	2.71%	2.7%	2.77%

# 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	42.43%	41.85%	43.15%
Swimming	33.39%	32.77%	33.54%
Bowling	20.68%	20.05%	20.02%
Freshwater Fishing	19.9%	19.31%	19.45%
Billiards/Pool	16.64%	16.44%	16.3%
Camping Trips	16.06%	15.54%	15.87%
Golf	15.77%	14.84%	15.6%
Weight Training	14.24%	13.6%	13.96%
Basketball	13.7%	13.3%	12.98%
Mountain/Road Biking	13.68%	13.02%	13.63%
Jogging/Running	13.37%	13.1%	13.29%
Using Cardio Machine	13.14%	12.88%	13.24%
Stationary Cycling	12.48%	12.15%	12.56%
Hunting	11.7%	10.91%	11.19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	10.85%	10.14%	10.8%
Backpacking/Hiking	9.96%	9.64%	9.7%
Baseball	9.94%	9.91%	9.53%
Aerobics	9.63%	9.29%	9.39%
Target Shooting	9.46%	9.17%	9.23%
Canoeing/Kayaking	8.32%	7.85%	8.23%
Football	8.24%	7.77%	7.3%
Volleyball	8.22%	7.83%	7.57%
Saltwater Fishing	8.19%	7.99%	8.15%
Softball	7.83%	7.46%	7.59%
Soccer	6.85%	6.42%	6.31%
Tennis	6.66%	6.42%	6.45%
Yoga	6.62%	6.58%	6.63%
Horseback Riding	6.38%	6.06%	6.16%

# 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
Motorcycling	6.01%	5.87%	5.88%
Ice Skating	5.02%	4.67%	4.79%
Archery	4.97%	4.6%	4.71%
Water Skiing	4.84%	4.27%	4.51%
Roller Skating	4.77%	4.51%	4.43%
Downhill & X-Country Skiing	4.76%	4.45%	4.51%
Fly Fishing	4.7%	4.52%	4.45%
Snorkeling	4.63%	4.29%	4.3%
Jet Skiing	4.52%	4.07%	4.1%
Snowmobiling	4.19%	3.81%	3.83%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	4%	3.63%	3.77%
Racquetball	3.87%	3.64%	3.38%
Hockey	3.61%	3.34%	3.15%
Skateboarding	3.48%	3.12%	3.07%
Rock Climbing	3.15%	3.14%	3.06%
Snowboarding	3.12%	2.91%	2.82%
Martial Arts	3.1%	2.73%	2.61%
Rowing	3.06%	2.8%	2.84%
Auto Racing	3.01%	3.1%	3.09%
Surfing & Windsurfing	2.55%	2.39%	2.28%

## 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.

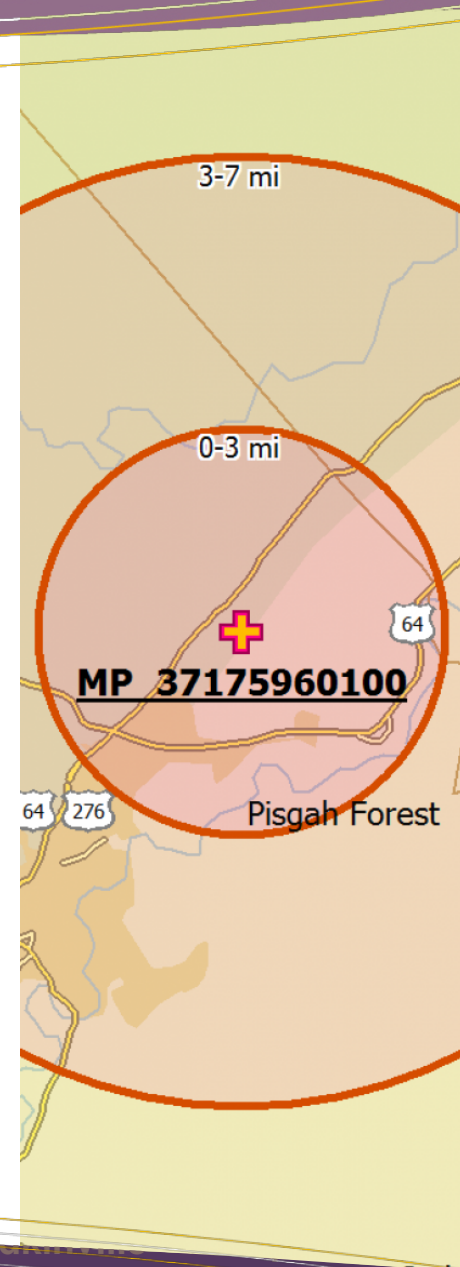
### BIBLICAL BARRIERS

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.

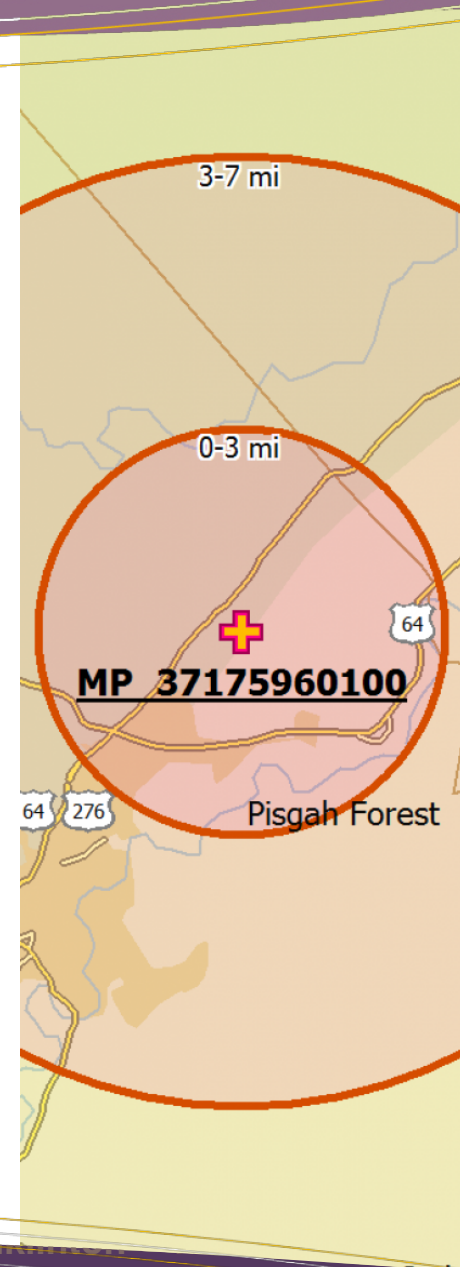
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

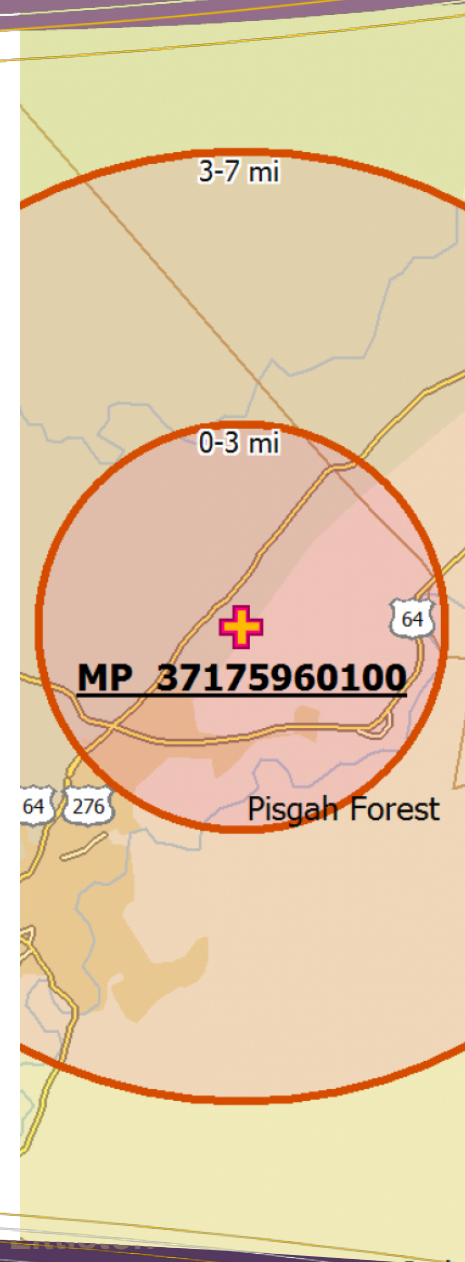
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	51%	50%
Find It Difficult To Say No To My Kids	38%	38%	38%
Prefer To Have Few Possessions As Possible	37%	36%	36%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	34%	34%	34%
Like Control Over People And Resources	33%	33%	32%
Like To Do Unconventional Things	31%	31%	31%
If Won Lottery Would Never Work Again	28%	28%	29%
Money Is Best Measure Of Success	28%	27%	28%
Don't Judge People/Way They Live Life	27%	27%	27%
Friends More Important Than My Fam.	27%	27%	27%
Too Much Sponsorship In Arts/Sports	21%	22%	20%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	21%	20%
Marijuana Should Be Legalized	20%	20%	20%
Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	16%	15%	15%
I Am A Workaholic	14%	14%	14%
We Should Strive for Equality for All	13%	13%	13%
Happy With My Standard Of Living	13%	12%	13%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	8%	9%	8%
Little I Can Do To Change My Life	8%	7%	8%
Willing To Give Up Time With Fam. To Advance	6%	5%	5%

## 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.

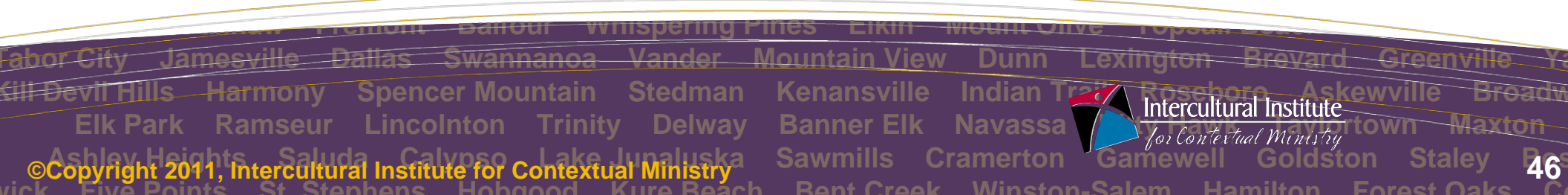


# Potential Cultural Themes:

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.

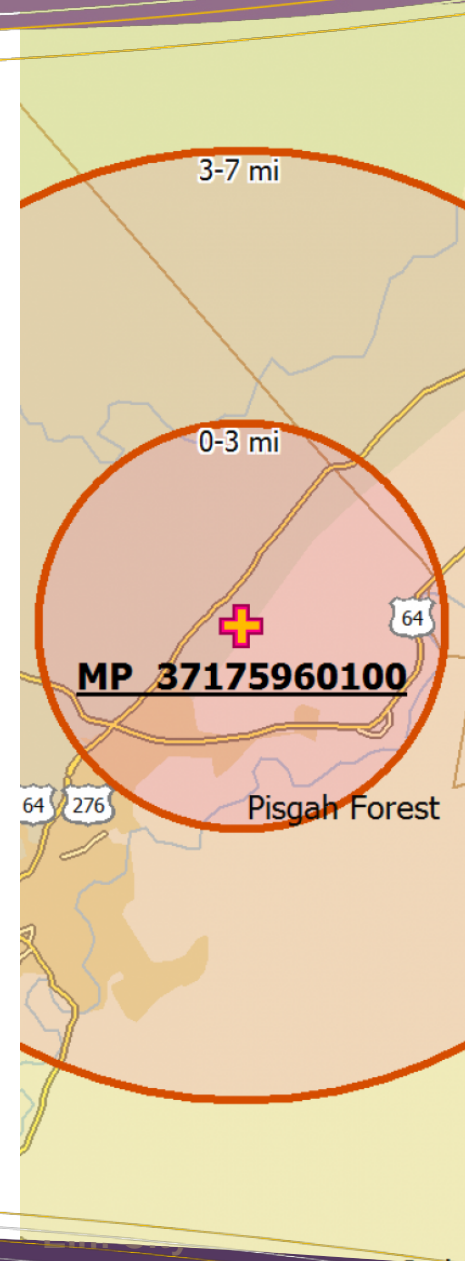
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	61%	62%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	37%	37%	38%
Prefer To Have Few Possessions As Possible	37%	36%	36%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	31%	32%	31%
Good At Fixing Things	28%	28%	28%
Have Keen Sense Of Adventure	27%	27%	27%
Like To Just Enjoy Life	24%	24%	24%
People Have To Take Me As They Find Me	23%	23%	24%
Consider Myself Interested In The Arts	19%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	17%	16%	16%
Real Men Don't Cry	17%	17%	17%
Worried About Pollution Caused By Cars	16%	17%	16%
Looking for New Ideas To Improve Home	15%	16%	15%
Try Not To Worry About The Future	14%	14%	14%
Provide My Kids With The Little Extras	12%	12%	10%
Enjoy Spending Time With My Fam.	11%	10%	10%
Children Should Be Allowed To Express Themselves	6%	6%	5%
Feel Very Alone In The World	6%	5%	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	4%	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	84.35%	84.02%	83.79%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.59%	82.79%	83.46%
Houses-Visit Any			
McDonald's	55.56%	55.69%	55.88%
Burger King	36.2%	35.97%	35.58%
Subway	29.49%	29.88%	29.85%
Applebee's	28.26%	28.55%	28.63%
Wendy's	28.16%	27.89%	27.79%
Taco Bell	26.07%	27.02%	26.57%
Kentucky Fried Chicken (KFC)	25.93%	26.1%	24.83%
Arby's	21.25%	21.9%	21.74%
Olive Garden	20.76%	20.98%	21.3%
Pizza Hut	20.06%	20.51%	19.87%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.22%	18.78%	18.65%
Red Lobster	16.89%	17.18%	16.93%
Cracker Barrel	15.56%	15.8%	16.04%
Outback Steakhouse	15.22%	15.17%	15.64%
IHOP (International House Of Pancakes)	12.78%	13.01%	12.95%
Sonic	12.58%	13.65%	12.92%
Denny's	12%	12.13%	11.88%
Chick-Fil-A	11.72%	11.96%	11.87%
Domino's Pizza	11.7%	12.05%	11.31%
Chili's Grill and Bar	11.04%	11.64%	11.67%
Dunkin' Donuts	10.77%	10.13%	10.18%
Ruby Tuesday	10.6%	10.46%	10.43%

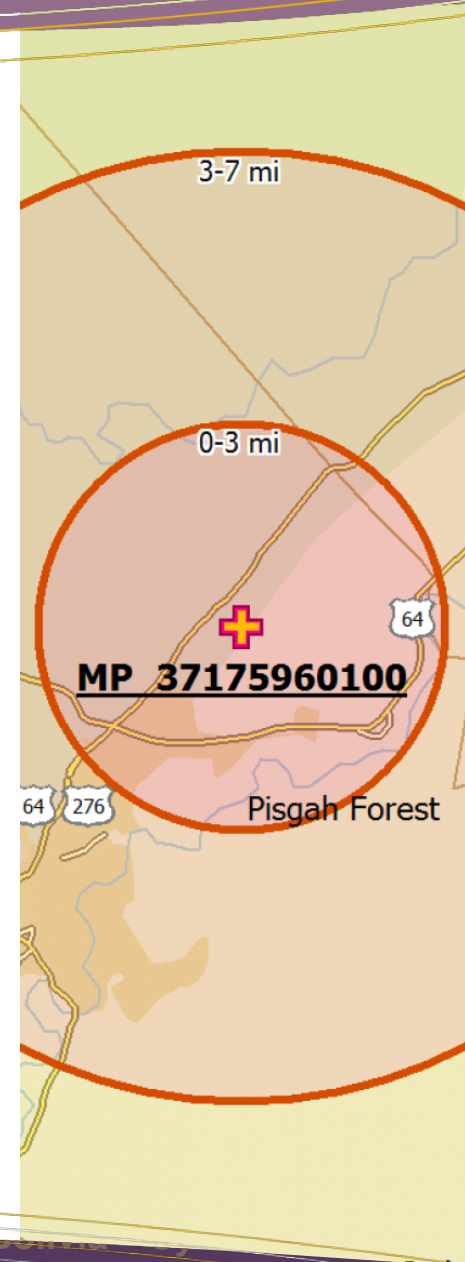


## Potential Shared Projects

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.

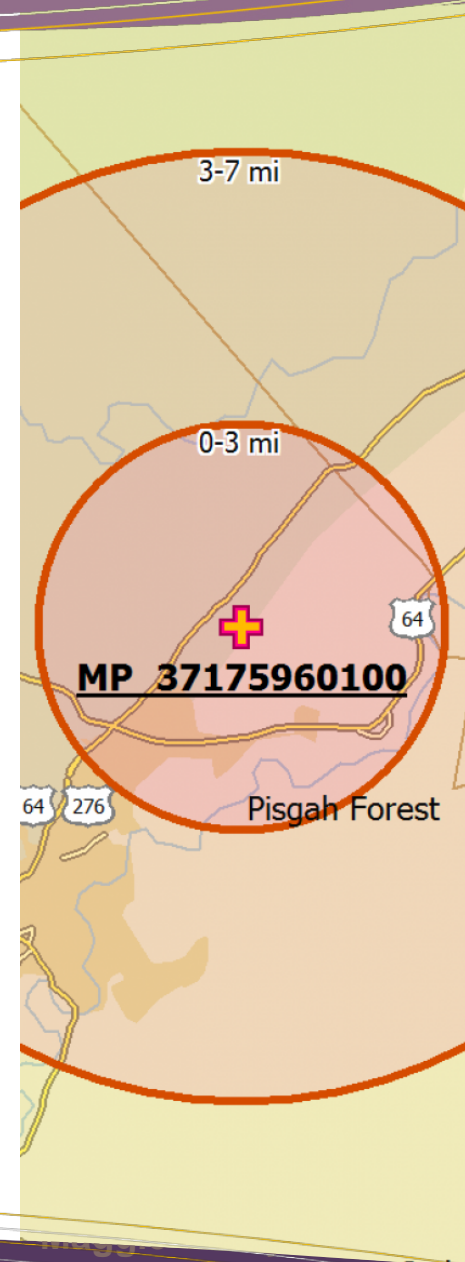
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.62%	48.92%	49.83%
Recycled products	36.95%	36.28%	37.8%
Worked as volunteer (non political)	17.98%	17.53%	18.19%
Engaged in fund raising	11.04%	10.79%	10.85%
Religious club member	7.93%	7.76%	7.78%
Wrote to elected offcl about publ bus	6.39%	6.38%	6.66%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.71%	5.76%	6%
Charitable Organization	5.65%	5.61%	5.74%
Church Board	5.52%	5.19%	5.2%
Union member	5.51%	5.3%	5.51%
Addressed a public meeting	5.44%	5.24%	5.42%
Took active part in local civic issue	5.36%	5.36%	5.41%

## 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.

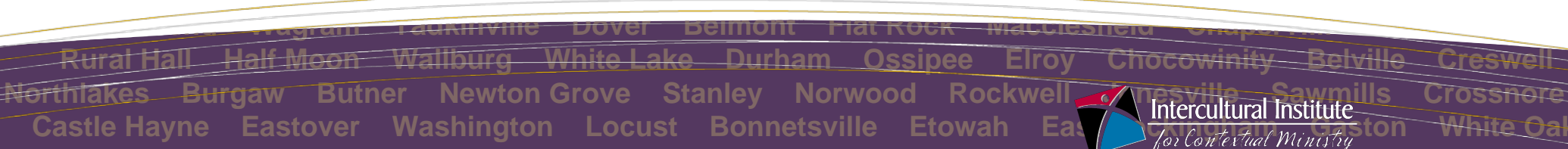


# Potential Print Media Content:

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	17.69%	17.31%	18.04%
Mystery	12.91%	12.84%	13.24%
Children's Books	12.91%	12.64%	12.86%
Cookbooks	10.72%	10.51%	10.71%
Religious (not Bibles)	8.91%	8.82%	8.84%
History	7.41%	7.35%	7.74%
Romance	7.14%	6.93%	7.02%
Biography	7.1%	6.83%	7.14%
Personal/Business	6.72%	6.48%	6.77%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	67.8%	67.48%	68.14%
Gen. Editorial	46.85%	46.46%	46.66%
Womens	39.99%	39.83%	39.75%
Service	35.57%	35.65%	36.58%
Business/Finance	17.55%	16.61%	17.36%
Mens	17.04%	17.52%	17.26%
Mature Market	15.33%	14.97%	15.15%
Sports	14.39%	14.49%	14.64%
Automotive	13.51%	13.7%	13.7%



# 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	57.85%	57.57%	58.34%
Sport	33.47%	33.5%	33.89%
Editorial Page	33.22%	32.96%	33.38%
Classified	32.69%	33.31%	32.92%
Business/Finance	30.79%	30.2%	31.41%
Comics	28.63%	29.1%	29.23%
Food/Cooking	26.69%	26.48%	26.83%
TV/Radio Listings	25.25%	25.18%	25.32%
Movie Listings & Reviews	25.12%	25.08%	25.44%
Home/Gardening	22.08%	21.81%	22.26%
Travel	20.6%	20.1%	20.77%
Science/Technology	18.27%	18.04%	18.58%
Fashion	14.13%	13.94%	13.96%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	23.88%	24.24%	24.44%
Adult Contemporary	17.8%	17.91%	18.77%
CHR Contemp Hit Radio	16.24%	16.81%	16.57%
News/Talk	11.7%	11.33%	12.01%
Rock	11.42%	11.92%	12.14%
Oldies	11.12%	11.06%	11.3%
Urban Contemporary	10.6%	10.23%	8.94%
Classic Rock	9.89%	9.94%	10.4%
Alternative	8.88%	8.71%	9.26%
Variety	7.3%	7.05%	7.08%
Religious	6.78%	6.57%	6.78%
All News	5.6%	5.11%	5.46%
Soft Contemporary	5.56%	5.48%	5.56%
All Talk	5.32%	5.02%	5.72%
Jazz	5.08%	4.48%	4.35%
Adult Standards	4.2%	3.93%	4.19%
Sports	3.62%	3.37%	3.58%
Classic Hits	3.55%	3.82%	3.8%



# 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	65.42%	64.42%	65.62%
Satellite Dish	52.12%	52.21%	52.49%
Soapnet	50.58%	50.93%	51.25%
Other Video-On-Demand	43.99%	43.05%	43.23%
Adult Pay Per View TV	37.63%	35.59%	36.97%
Sci-Fi Channel	36.81%	36.37%	36.9%
Comedy Central	34.49%	33.91%	35.62%
MSNBC	32.9%	33.09%	33.36%
Subscribe Digital Cable	30.1%	28.71%	28.45%
TV Info From Sunday TV Magazine	30.04%	30.04%	30.59%
Nickelodeon	27.86%	27.63%	28%
Adult Swim	26.88%	25.97%	26.85%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	25.8%	25.9%	26.63%
TV Info From Newspapers	25.42%	25.49%	25.9%
BET (Black Entertainment TV)	24.96%	24.49%	25.29%
The Golf Channel	24.56%	23.89%	24.79%
TCM (Turner Classic Movies)	24.43%	24.44%	24.87%
Hallmark Channel	24.37%	23.71%	24.6%
Nick At Nite	24.16%	23.34%	23.96%
ABC Fam.	23.15%	22.51%	23.43%
ESPN2	23.02%	22.54%	23.51%
ESPN Classic	22.55%	22.06%	23.62%
TV Info From Monthly Cable Guide	22.35%	22.8%	23.17%
TV Info From Other	20.73%	20.93%	20.98%

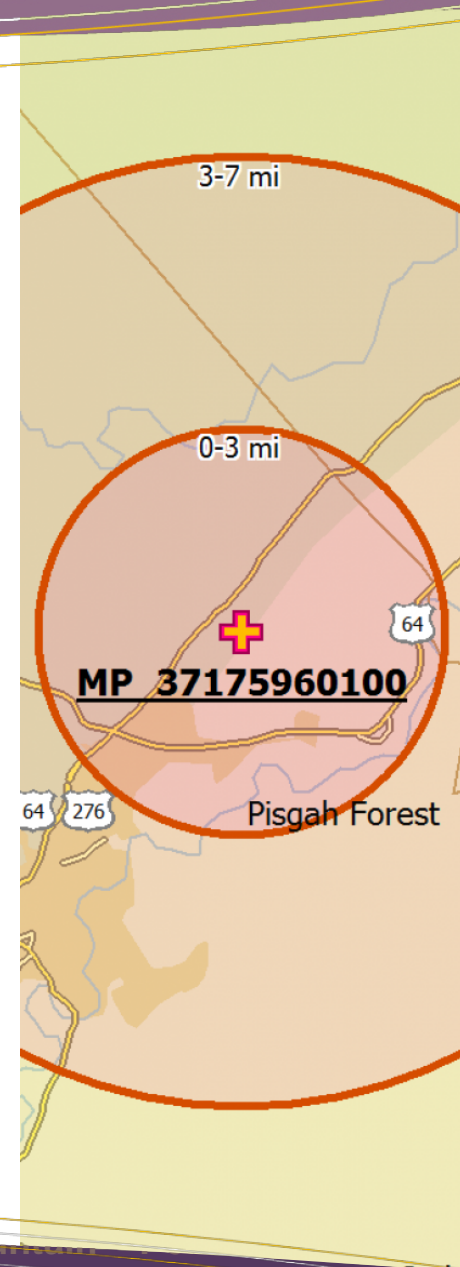


## Communication Media Usage

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+)	19.91%	19.57%	20.23%
Medium Users (4-6)	10.93%	10.8%	11.26%
Light Users (1-3)	20.86%	20.78%	20.85%
Quintiles (20%)			
Newspaper I (Heavy)	1.11%	1.21%	1.18%
Newspaper II	1.15%	1.25%	1.19%
Newspaper III	2.14%	2.07%	2.12%
Newspaper IV	0.36%	0.49%	0.47%
Newspaper V (Light)	1.26%	1.51%	1.46%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.37%	17.89%	17.77%
Magazines II	7.69%	7.74%	7.69%
Magazines III	8.48%	8.94%	8.89%
Magazines IV	10.17%	10.29%	10.1%
Magazines V (Light)	0.41%	0.34%	0.29%
Outdoor I (Heavy)	6.15%	6.19%	6.1%
Outdoor II	2.29%	2.26%	2.11%
Outdoor III	2.72%	2.76%	2.55%
Outdoor IV	17.35%	17.17%	16.87%
Outdoor V (Light)	27.77%	27.79%	27.89%
Yellow Pages I (Heavy)	15.58%	15.71%	15.16%
Yellow Pages II	5.46%	5.42%	5.3%
Yellow Pages III	4.1%	4.37%	4.07%
Yellow Pages IV	22.9%	23.61%	22.82%
Yellow Pages V (Light)	2.75%	2.8%	2.42%

# 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)	3.22%	3.33%	3.33%
Drive Time III (Medium)	0.64%	0.67%	0.67%
Radio IV & V (Light)	2.3%	2.3%	2.25%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.26%	7.38%	7.21%
Radio III (Medium)	4.32%	4.33%	4.62%
Radio IV & V (Light)	2.72%	2.92%	2.96%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.24%	11.01%	11.14%
Cable III (Medium)	3.65%	3.82%	3.61%
Cable IV & V (Light)	35.04%	34.65%	34.79%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.18%	4.43%	4.14%
Prime Time III (Medium)	2.24%	2.31%	2.32%
Prime Time IV & V (Light)	5.53%	6.47%	6.12%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.4%	41.6%	42.36%
Fringe III (Medium)	54.55%	54.81%	54.3%
Fringe IV (Light)	56.11%	56.4%	56.14%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.6%	12.83%	12.42%
All Day III (Medium)	23.69%	23.56%	23.54%
All Day IV (Light)	11.14%	11.13%	10.71%

# 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]	13.5%	12.74%	13.12%
6:00am - 10:00am	16.89%	16.57%	17.16%
10:00am - 3:00pm	6.75%	6.39%	6.48%
3:00pm - 7:00pm	13.25%	12.81%	13.01%
7:00pm - Midnight	14.69%	14.15%	14.93%
Midnight - 6:00am	6.45%	6.03%	6.29%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.63%	13.23%	13.45%
6:00am - 10:00am	4.36%	4.12%	4.38%
10:00am-3:00pm	6%	5.6%	5.92%
3:00pm - 7:00pm	6.38%	6.28%	6.33%
7:00pm - Midnight	8.36%	8.12%	8.34%
Midnight - 6:00am	11.81%	11.63%	11.86%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.72%	6.93%	7.28%
Saturday: 8:00-11:00pm	7.04%	7.19%	7.35%
Sunday: 7:00-11:00pm	9.27%	8.9%	9.14%
9:00am-1:00pm	24.16%	23.34%	23.96%
9:00am-4:00pm	27.9%	26.81%	27.49%
4:00pm-7:00pm	29.75%	28.72%	29.52%
11:00pm-1:00am	40.59%	40.91%	41.23%
AVG Prime time	2.46%	2.38%	2.36%
Mon-Sun			

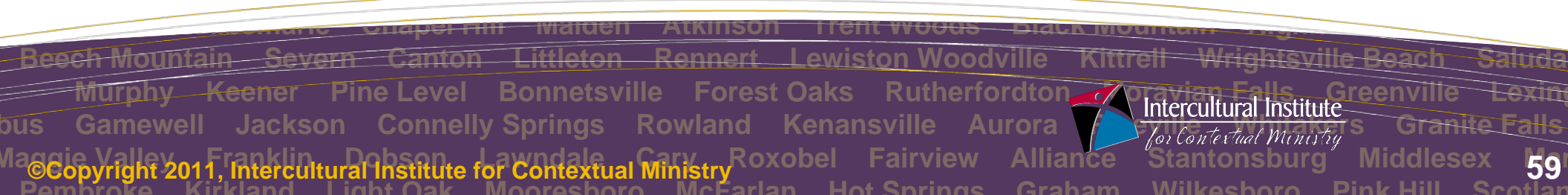


# Potential Weekday & Weekend TV Media Usage:

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	16.08%	16.3%	16.56%
7-9am	23.02%	22.54%	23.51%
9am-12noon	20.33%	19.72%	20.31%
12noon-4pm	7.57%	7.09%	7.18%
4-6pm	46.16%	44.65%	46%
6-7pm	19.14%	18.51%	19.04%
7-7:30pm	1.42%	1.38%	1.49%
7:30-8pm	10.66%	10.73%	10.51%
8-11pm	6.72%	6.93%	7.28%
11pm-12am	32.9%	33.09%	33.36%
11pm-1am	40.59%	40.91%	41.23%
1-6am	32.18%	30.97%	32.54%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.78%	17.82%	18.23%
Sat: 10am-1pm	7.17%	7.09%	7.27%
Sat: 1-4pm	23.76%	24.05%	24%
Sat: 4-6pm	6.03%	6.12%	6.17%
Sat: 6-7pm	1.99%	1.8%	1.96%
Sat: 7-8pm	0.71%	0.62%	0.71%
Sat: 8-11pm	7.04%	7.19%	7.35%
Sat: 11pm-1am	4.75%	4.53%	4.66%
Sat: 1am-7pm	25.8%	25.9%	26.63%
Sun: 7-10am	2.02%	1.88%	1.87%
Sun: 10am-1pm	6.13%	5.92%	6.07%
Sun: 1-4pm	5.62%	5.46%	5.6%
Sun: 4-7pm	11.84%	12.36%	12.55%
Sun: 7-11pm	9.27%	8.9%	9.14%
Sun: 11pm-1am	3.93%	3.95%	3.89%
Sun: 1-7am	19.57%	19.7%	19.79%



# 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.



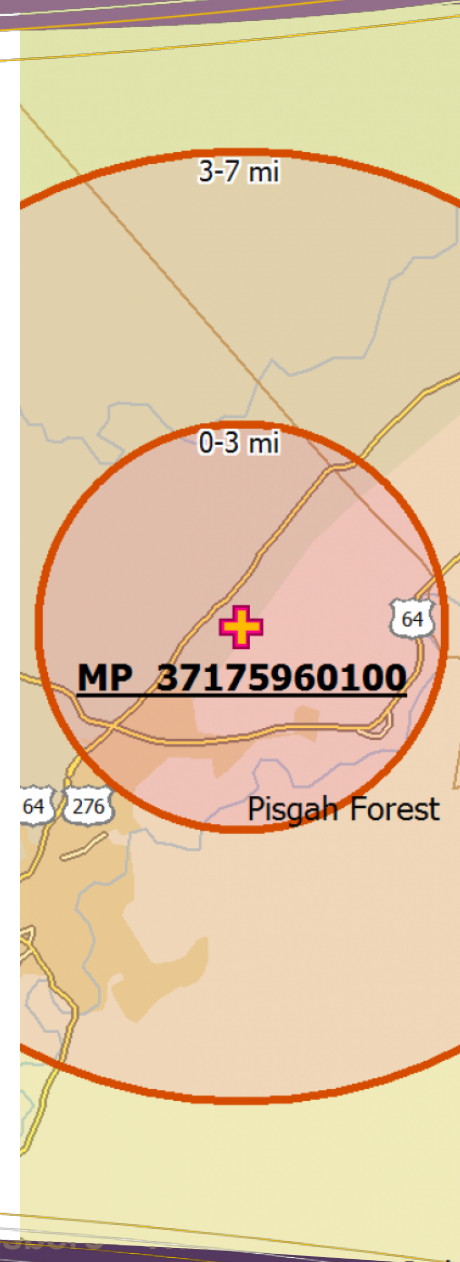


## Your MissionSite and the Missional Suite

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	WRSHP AVG	IICM CGR
1	Turkey Creek - Pisgah	805 Capps Rd Pisgah Forest, NC 28768	0.32 mi	210	Declining
2	Pisgah Forest - Pisgah Forest	494 Hendersonville Hwy Pisgah Forest, NC 28768	0.32 mi	221	Declining
3	Blantyre - Pisgah Forest	2451 King Rd Pisgah Forest, NC 28768	0.32 mi	59	Plateauing
4	Temple - Pisgah Forest	5 Temple Church Rd Pisgah Forest, NC 28768	0.32 mi	75	Growing
5	Enon - Pisgah Forest	1541 Old Hendersonville Hwy Pisgah Forest, NC 28768	0.48 mi	75	Growing
6	La Primera Mision Bautista - Pisgah Fores	417 Morris Rd Pisgah Forest, NC 28768	0.48 mi	21	Growing
7	Calvary - Brevard	133 Osborne Rd Brevard, NC 28712	2.64 mi	56	Declining
8	Little River - Penros	51 Little River Church Rd Penrose, NC 28766	3.25 mi	189	Declining
9	Grace - Brevard	10 West Holden Rd Brevard, NC 28712	3.65 mi	83	Plateauing
10	Pleasant Grove - Hendersonville	1122 Pleasant Grove Rd Hendersonville, NC 28739	4.72 mi	64	Declining
11	Boylston - Mills River	9949 Boylston Hwy Mills River, NC 28759	4.98 mi	90	Declining
12	Mills River First - Horse Shoe	123 West Laurel Lane Etowah, NC 28729	5.12 mi	83	Plateauing
13	Etowah - Etowah	6508 Brevard Rd Etowah, NC 28729	5.66 mi	276	Growing
14	Beulah - Hendersonville	7088 Willow Rd Hendersonville, NC 28739	7.28 mi	0	Insufficient Data
15	Crab Creek - Hendersonville	72 Jeter Mountain Rd Hendersonville, NC 28739	7.53 mi	142	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Dunns Rock - Brevard	109 Connestee Rd Brevard, NC 28712	7.62 mi	21	Declining
17	Jones Gap - Hendersonville	8 Mount Hebron Rd Hendersonville, NC 28739	7.87 mi	35	Insufficient Data
18	Pleasant Hill - Hendersonville	4096 Little River Rd Hendersonville, NC 28739	7.87 mi	20	Insufficient Data
19	Rocky Hill - Cedar Mo	Hwy 276 Cedar Mountain, NC 28718	8.09 mi	166	Declining
20	Blue Ridge - Cedar Mo	3858 Reasonover Rd Cedar Mountain, NC 28718	8.09 mi	23	Growing
21	Cedar Mountain - Cedar Mountain	Hwy 276 South Cedar Mountain, NC 28718	8.09 mi	94	Plateauing
22	Horse Shoe First - Horse Shoe	5050 Brevard Rd Horse Shoe, NC 28742	8.28 mi	39	Declining
23	Little Cove - Brevard	Corner of Nicholson Creek Rd and Cashie Brevard, NC 28712	8.97 mi	21	Growing
24	Cherryfield - Brevard	2070 Whitmire Rd Brevard, NC 28712	8.97 mi	94	Declining
25	East Fork - Brevard	8081 East Fork Rd Brevard, NC 28712	8.97 mi	102	Declining
26	Mount Moriah Calvert - Brevard	928 Calvert Rd Brevard, NC 28712	8.97 mi	18	Insufficient Data
27	Morningside - Brevard	90 Outland Ave Brevard, NC 28712	8.97 mi	45	Plateauing
28	Cathey's Creek - Brevard	58 Catheys Creek Church Rd Brevard, NC 28712	8.97 mi	110	Declining
29	Brevard First - Brevard	94 South Gaston St Brevard, NC 28712	8.97 mi	242	Declining
30	Carsons Creek - Brevard	4727 Connestee Trl Brevard, NC 28712	8.97 mi	92	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Dunns Creek - Brevard	2061 See Off Mountain Rd Brevard, NC 28712	8.97 mi	20	Declining
32	Brevard Community - Brevard	417 Morris Rd Brevard, NC 28712	8.97 mi	540	Growing
33	Carr's Hill - Brevard	2719 Greenville Hwy Brevard, NC 28712	8.97 mi	103	Declining
34	Glady Branch	1156 Rosman Hwy Brevard, NC 28712	8.97 mi	292	Declining
35	New Life of Hendersonville	446 Deerhaven Ln Hendersonville, NC 28791	10.38 mi	0	Insufficient Data
36	New Hope - Brevard	76 Good Neighbor Rd Brevard, NC 28712	10.47 mi	32	Declining
37	French Broad - Hendersonville	182 Grandview Ln Hendersonville, NC 28791	10.64 mi	157	Plateauing
38	Shaws Creek - Hendersonville	91 Shaw Creek Church Rd Hendersonville, NC 28791	10.73 mi	68	Plateauing
39	Berea - Hendersonville	626 Berea Church Rd Hendersonville, NC 28739	10.89 mi	0	Insufficient Data
40	Mountain Valley - Zirconia	65 Mountain Valley Cemetery Rd Zirconia, NC 28790	11.00 mi	105	Plateauing
41	Middle Fork - Hendersonville	299 Middle Fork Rd Hendersonville, NC 28791	11.12 mi	28	Plateauing
42	Valley Hill - Hendersonville	118 School St Hendersonville, NC 28739	11.17 mi	0	Plateauing
43	Mount Gilead - Mills River	56 Mount Gilead Church Rd Mills River, NC 28759	11.26 mi	0	Plateauing
44	Mount Olivet - Zirconia	3582 Mount Olivet Rd Zirconia, NC 28790	11.30 mi	0	Insufficient Data
45	Tuxedo First - Zirconia	30 Branch Ln, Hwy 225 S Zirconia, NC 28790	11.30 mi	100	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).

In Partnership with:



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