MissionSite

top unreached locations

DAYTON, NV

CENSUS TRACT: 32019960300
REGION: Western
ASSOCIATION: Lahontan Baptist Association
COUNTY: Lyon
SITESCAPE: Townscape
DENSITY PATTERN: I3

iMultiply CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute for Contextual Ministry

Nevada Baptist Convention

©Copyright 2014, Intercultural Institute for Contextual Ministry

MissionSite (TM)
Table of Contents

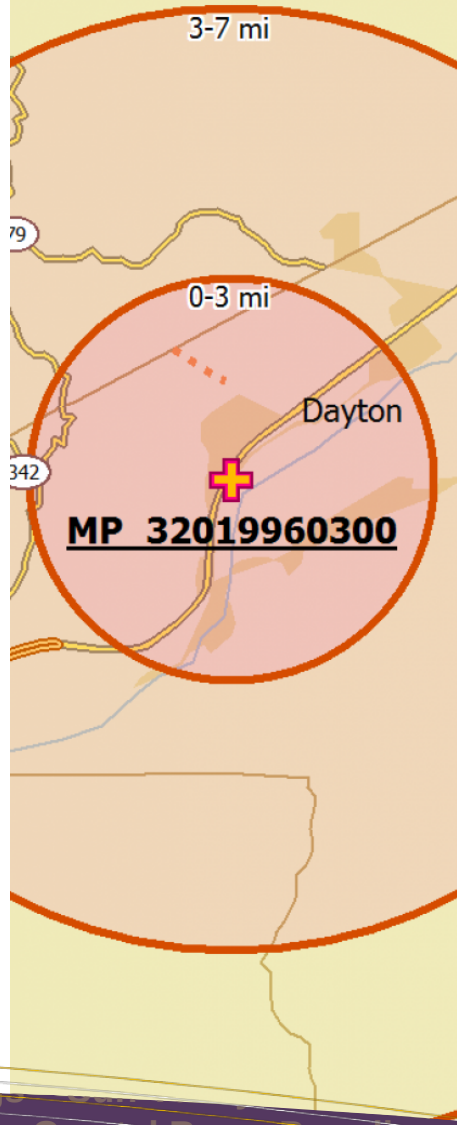
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65

©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary

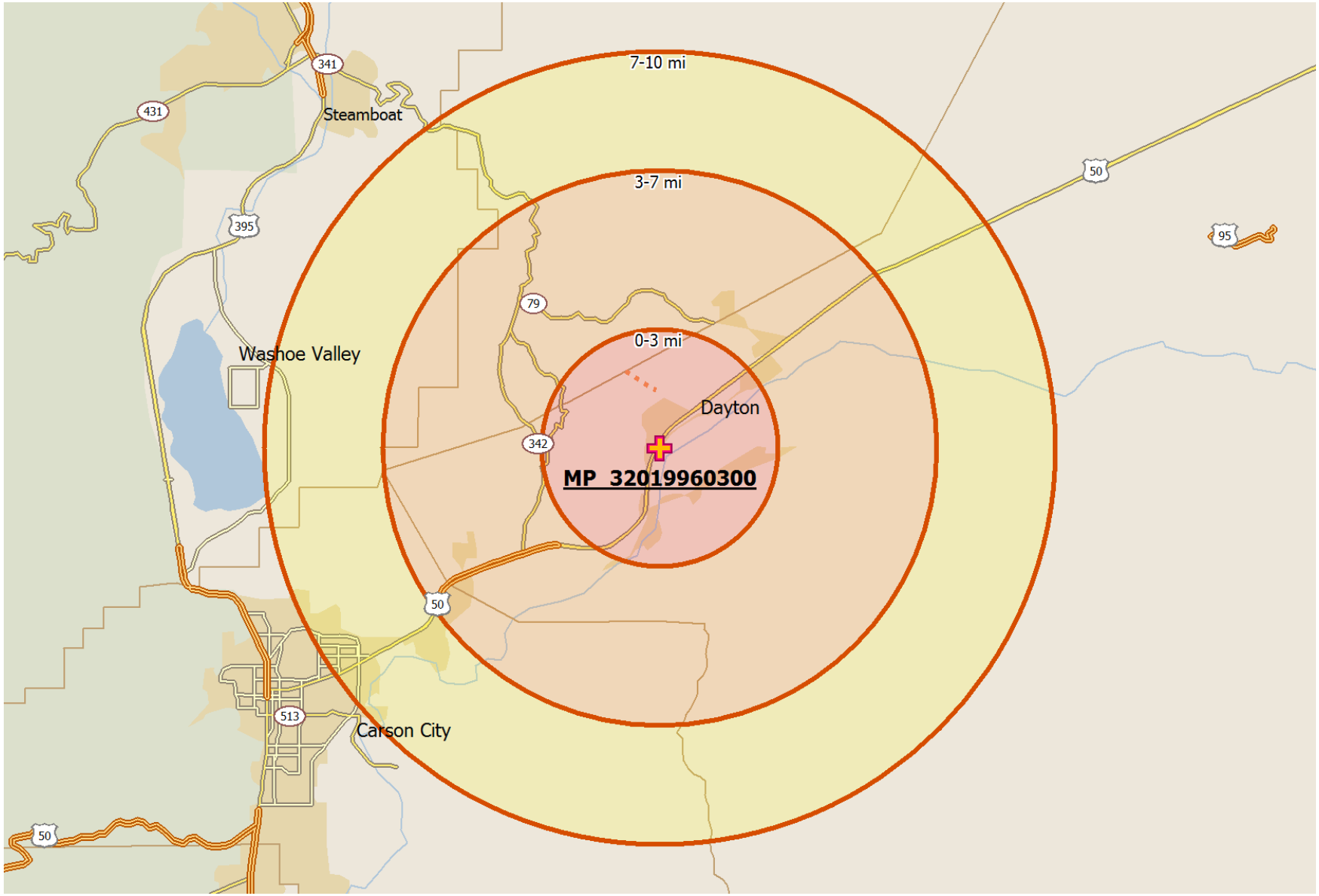
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3203	Western
2	Association	LBA	Lahontan Baptist Association
3	County Location	32019	Lyon
4	Zipcode	89403	Lyon
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	I3	50000-10000-50000



©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



©Copyright 2014, Intercultural Institute for Contextual Ministry

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	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	38	Percent commuting from non metro to metro areas

©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,005	6,980	4,189
2010 Households	2,843	2,148	1,460
2010 Group Quarters Population	4	4	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	5	21
Language Diversity National Index	47	47	69
Foreign Born Diversity National Index	20	53	6
Ancestry Diversity National Index	88	100	66
Racial Diversity National Index	36	24	53

©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	449	15.79%
Mainstay Communities	Established, Diverse Households	1,669	58.71%
Working Communities	Blue-collar, Working Families	406	14.28%
Country Communities	Rural, Agri. & Mining Families	86	3.02%
Aspiring Communities	Young Singles / Aspiring-Multihousing	223	7.84%
Urban Communities	High Density, Inner-city Neighborhoods	10	0.35%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

©Copyright 2014, Intercultural Institute for Contextual Ministry

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?

©Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

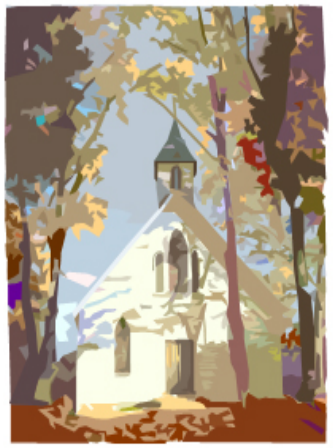
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	9,886	1,904	19.26%
Unreached %	65.85%	66.98%	101.71
Religious But NOT Evangelical HH	2,009	378	18.8%
Religious But NOT Evangelical %	13.38%	13.28%	99.26
Spiritual But NOT Relig or Evang HH	1,869	380	20.35%
Spiritual But NOT Relig or Evang %	12.45%	13.38%	107.44
Not Evangelical, Not Interested HH	6,008	1,146	19.08%
Not Evangelical, Not Interested %	40.02%	40.32%	100.75

©Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of NVBC 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 NVBC Churches	0	0	0%
Active NVBC Attenders	0	0	0%
Active Evangelical Households	482	88	18.31%
Active Evangelical Percent	3.21%	3.11%	96.7
Inactive Evangelical Households	4,645	851	18.31%
Inactive Evangelical Percent	30.94%	29.92%	96.7
# New Churches Needed	8	1	18.94%



©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

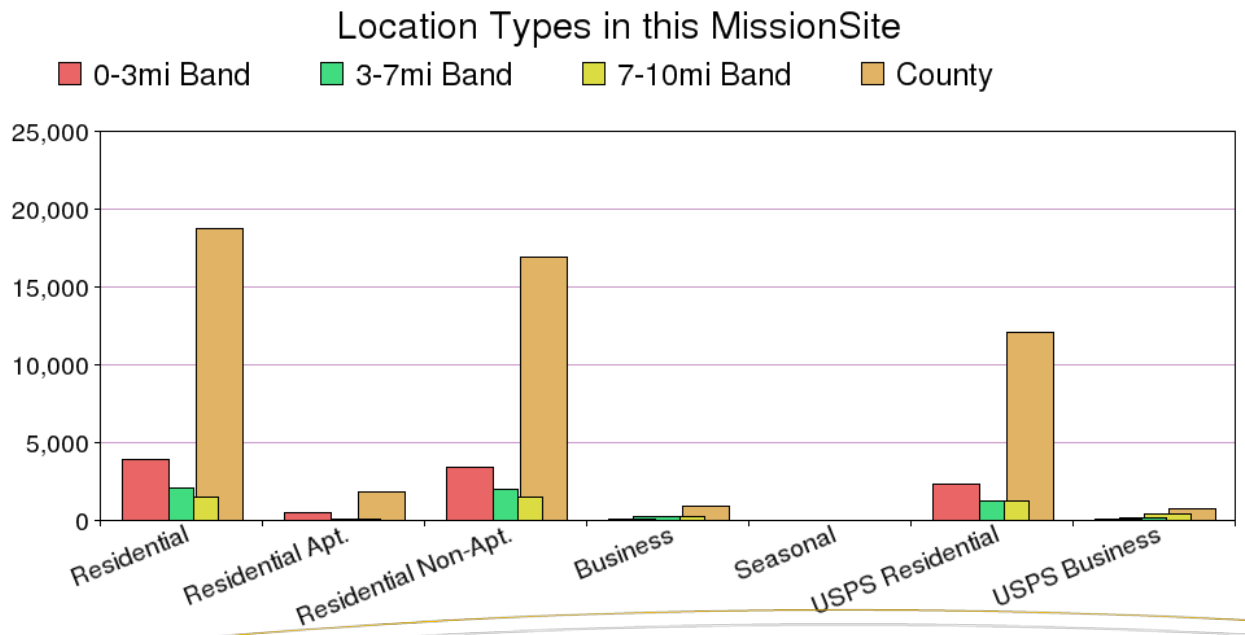
©Copyright 2014, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	20,001	2,386	11.93%
2000 Population	34,501	6,423	18.62%
2010 Population	52,809	10,005	18.95%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,680	889	11.58%
2000 Households	13,007	2,376	18.27%
2010 Households	15,013	2,843	18.94%



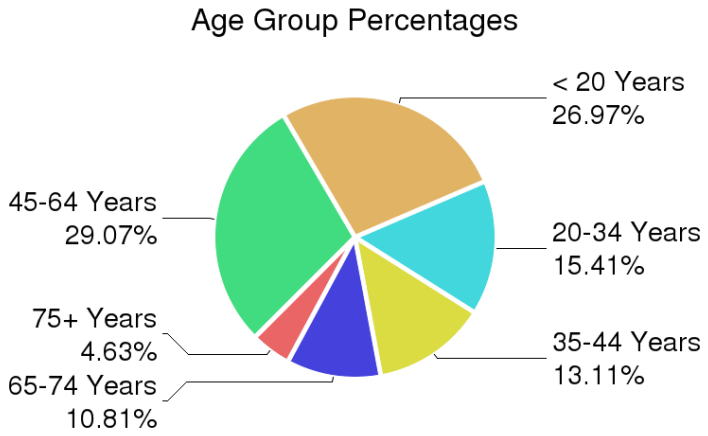
Location Type	0-3mi Band
Residential	3,893
Residential Apt.	477
Residential Non-Apt.	3,416
Business	105
Seasonal	0
USPS Residential	2,375
USPS Business	88

©Copyright 2014, Intercultural Institute for Contextual Ministry

Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

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



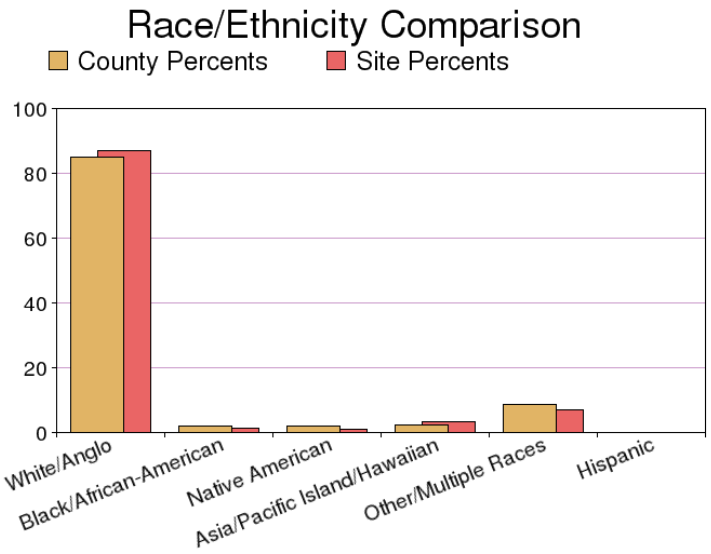
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.12%	5.26%	102.73
4-5 Years	2.65%	2.64%	99.62
6-8 Years	4%	3.98%	99.5
9-11 Years	4.11%	4.23%	102.92
12-13 Years	2.78%	3.01%	108.27
14-17 Years	5.61%	5.25%	93.58
18-19 Years	2.83%	2.62%	92.58
0-5 Years	7.76%	7.9%	101.8
6-12 Years	9.5%	9.74%	102.53
13-19 Years	9.83%	9.35%	95.12
< 20 Years	27.09%	26.99%	99.63
20-34 Years	16.17%	15.42%	95.36
35-44 Years	12.6%	13.12%	104.13
45-64 Years	28.13%	29.09%	103.41
65-74 Years	10.14%	10.82%	106.71
75+ Years	5.88%	4.63%	78.74
Median Age	40	42	103.68
Median Age (Male)	40	41	104.26
Median Age (Female)	41	42	101.99

©Copyright 2014, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	84.99%	87.12%	102.5
Black, African-American	2.01%	1.32%	65.54
Native American	2.02%	1.02%	50.5
Asian	1.99%	3.26%	163.72
Pacific Island, Hawaiian	0.21%	0.15%	70.69
Other/Multiple Races	8.77%	7.14%	81.36
Hispanic	0%	13.46%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	35,594	6,812	
Less than 9th Grade	0.99%	1.06%	93.83
No High School Diploma	9.87%	7.63%	129.26
High School Graduate	45.84%	42.57%	107.67
Some College, no degree	25.41%	27.94%	90.97
Associate Degree	7.73%	8.51%	90.81
College Degree	7.57%	8.85%	85.57
Graduate/Prof. degree	2.58%	3.44%	75.24

©Copyright 2014, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	6.47%	5.63%	99.64
$10,000 to $19,999	10.95%	6.96%	63.6
$20,000 to $29,999	10.17%	11.43%	112.39
$30,000 to $49,999	22.87%	25.89%	113.21
$50,000 to $59,999	10.68%	11.71%	109.63
$60,000 to $69,999	8.23%	9.81%	119.3
$70,000 to $79,999	7.66%	6.68%	87.25
$80,000 to $89,999	6.48%	5.63%	86.84
$90,000 to $99,999	4.1%	3.55%	86.72
$100,000 to $124,999	7.17%	5.59%	77.96
$125,000 to $149,999	3.11%	4.89%	157.18
$150,000 to $199,999	1.2%	1.09%	90.95
$200,000 to $249,999	0.36%	0.46%	127.13
$250,000 or more	0.55%	0.63%	114.52
Median Household	49,605	50,532	101.87
Average Household	58,522	60,001	102.53
Per Capita Household	17,084	17,051	99.81
Family/Non-Family Household Income			
Median Family Income	58,891	59,805	101.55
Average Family Income	69,527	68,240	98.15
Median Non-Family Income	26,841	28,402	105.82
Average Non-Family Income	32,350	32,191	99.51

©Copyright 2014, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	70.4%	73.16%	103.93
Families with Children	27.38%	28.56%	104.33
Families without Children	43.02%	44.6%	103.67
Non-Family Households			
% Non-Family Households	29.6%	26.84%	90.67
Non-Families with Children	0	0.04	0
Non-Families without Children	29.6	26.8	90.55
Housing Units			Index
Total Housing Units	18,412	3,340	
Vacant percent	18.46%	14.88%	80.6
Owned percent	60.25%	63.29%	105.04%
Rented Percent	21.29%	21.83%	102.54
Households by Size			Index
Avg household size	3.48	3.52	101.15
Avg family hh size	4.50	4.39	97.56
Avg non-family hh size	1.07	1.15	107.48
Households By Count of Persons			Percent
One	4,264	736	17.26%
Two	7,536	1,488	19.75%
Three or Four	3,171	599	18.89%
Five+	42	18	42.86%

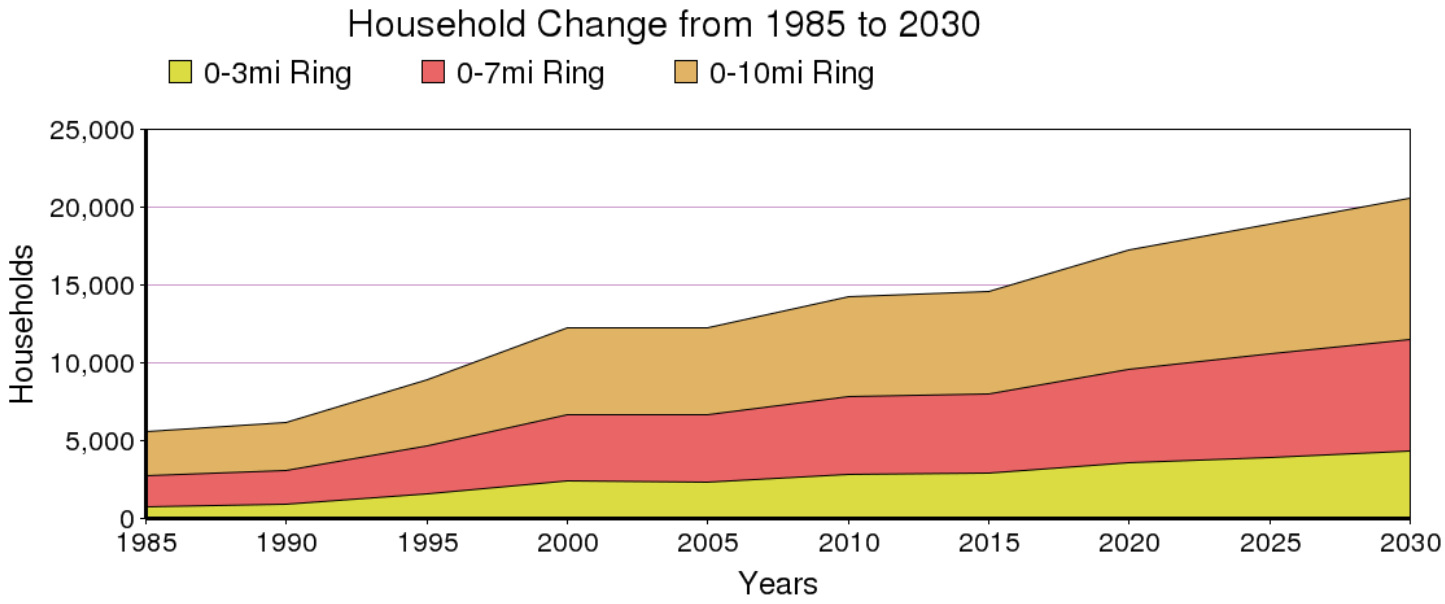
©Copyright 2014, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	20,001	2,386	11.93%
2000 Population	34,501	6,423	18.62%
2010 Population	52,809	10,005	18.95%
2015 Population	53,648	10,002	18.64%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	7,680	889	11.58%
2000 Households	13,007	2,376	18.27%
2010 Households	15,013	2,843	18.94%
2015 Households	15,638	2,918	18.66%



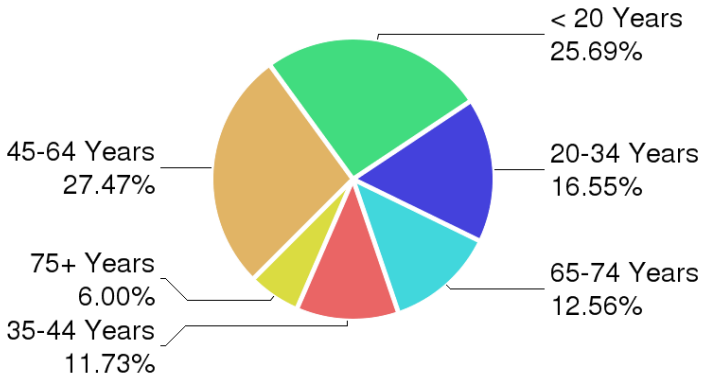
©Copyright 2014, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

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

Projected Age Group Percentages



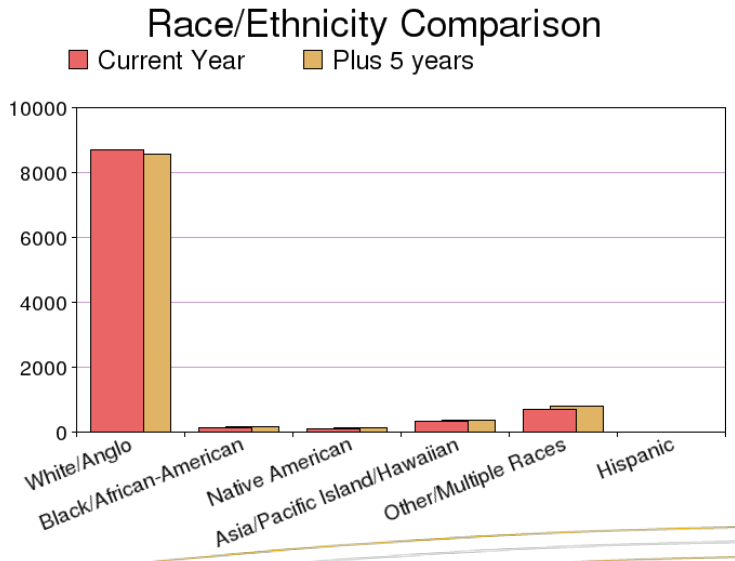
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.26%	5.04%	95.82
4-5 Years	2.64%	2.47%	93.56
6-8 Years	3.98%	3.73%	93.72
9-11 Years	4.23%	3.94%	93.14
12-13 Years	3.01%	2.81%	93.36
14-17 Years	5.25%	5.18%	98.67
18-19 Years	2.62%	2.53%	96.56
0-5 Years	7.9%	7.51%	95.06
6-12 Years	9.74%	9.12%	93.63
13-19 Years	9.35%	9.07%	97.01
< 20 Years	26.99%	25.7%	95.22
20-34 Years	15.42%	16.55%	107.33
35-44 Years	13.12%	11.73%	89.41
45-64 Years	29.09%	27.48%	94.47
65-74 Years	10.82%	12.56%	116.08
75+ Years	4.63%	6%	129.59
Median Age	40	43	105.76
Median Age (Male)	40	41	104.18
Median Age (Female)	41	43	104.31

©Copyright 2014, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	87.12%	85.51%	98.16
Black, African-American	1.32%	1.54%	116.7
Native American	1.02%	1.17%	114.74
Asian	3.26%	3.55%	108.93
Pacific Island, Hawaiian	0.15%	0.17%	113.37
Other/Multiple Races	7.14%	8.06%	112.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,812	6,780	
Less than 9th Grade	1.06%	0.5%	47.45
No High School Diploma	7.63%	6.46%	84.63
High School Graduate	42.57%	47.45%	111.45
Some College, no degree	27.94%	25.28%	90.49
Associate Degree	8.51%	8.86%	104.11
College Degree	8.85%	8.17%	92.31
Graduate/Prof. degree	3.44%	3.27%	95.32

©Copyright 2014, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	5.63%	5.17%	91.95
$10,000 to $19,999	6.96%	6.48%	93
$20,000 to $29,999	11.43%	11.03%	96.53
$30,000 to $49,999	25.89%	23.65%	91.34
$50,000 to $59,999	11.71%	11.21%	95.67
$60,000 to $69,999	9.81%	9.66%	98.48
$70,000 to $79,999	6.68%	7.44%	102.56
$80,000 to $89,999	5.63%	6.41%	104.74
$90,000 to $99,999	3.55%	3.91%	109.97
$100,000 to $249,999	5.59%	6.92%	123.78
$125,000 to $149,999	4.89%	5.83%	119.16
$150,000 to $199,999	1.09%	1.2%	110
$200,000 to $249,999	0.46%	0.45%	97.43
$250,000 or more	0.63%	0.41%	64.95
Median Household	50,532	54,086	107.03
Average Household	60,001	63,012	105.02
Per Capita Household	17,051	18,384	107.82
Family/Non-Family Household Income			
Median Family Income	59,805	64,333	107.57
Average Family Income	68,240	72,808	106.69
Median Non-Family Income	28,402	30,162	106.2
Average Non-Family Income	32,191	32,796	101.88

©Copyright 2014, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.16%	71.69%	97.99
Families with Children	28.56	24.98	87.47
Families without Children	44.6	43.87	98.35
Non-Family Households			
% Non-Family Households	26.84%	28.31%	105.47
Non-Families with Children	0.04	0.03	105.47
Non-Families without Children	26.8	28.27	105.48
Housing Units			
Total Housing Units	3,340	3,423	102.49%
Vacant percent	14.88%	14.75%	99.15
Owned percent	63.29%	63.1%	99.7
Rented Percent	21.83%	22.17%	101.59
Households by Size			
Avg household size	3.52	3.43	97.44%
Avg family hh size	4.39	4.33	98.63%
Avg non-family hh size	1.15	1.13	98.26%
Households By Count of Persons			
One	736	812	110.33%
Two	1,488	1,489	100.07%
Three or Four	599	600	100.17%
Five+	18	17	94.44%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	572	50	179
Northern Europe	37	10	9
Western Europe	42	3	12
Southern Europe	22	0	0
Eastern Europe	8	11	0
Other Europe	0	0	3
Eastern Asia	20	3	9
So. Central Asia	0	0	0
SE Asia	25	10	0
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	0	0
Central Amer.	355	8	117
South America	17	5	9
North America	46	0	20
Born at sea	0	0	0

©Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,112	2,182	1,267
Spanish	728	65	298
Other Indo-Euro language	150	98	20
French (incl. Patois, Cajun)	0	17	4
French Creole	0	0	0
Italian	19	8	4
Portuguese	0	12	10
German	70	25	2
Yiddish	0	0	0
Other West Germanic	19	0	0
A Scandinavian Language	25	10	0
Greek	0	0	0
Russian	9	0	0
Polish	0	5	0
Serbo-Croatian	8	0	0
Other Slavic Language	0	21	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	2	0
Japanese	0	2	8
Korean	13	1	8
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	6	0	0
Other Asian	0	0	0
Tagalog	19	4	0
Other Pacific Is	0	0	3
Other languages	0	37	0
Navajo	0	0	0
Other Native N. American	0	20	0
Hungarian	0	17	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

©Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	7,965	1,923	1,381
Arab	6	0	0
Armenian	0	0	0
Austrian	8	0	1
British	21	4	0
Canadian	53	5	3
Croatian	0	10	3
Czech	28	33	0
Czechoslovak	0	0	4
Danish	67	78	0
Dutch	153	20	36
English	1,079	229	191
European	65	22	11
Finnish	0	0	0
French (not Basque)	166	108	27
French Canadian	47	33	22
German	1,229	286	166
Greek	31	0	0
Hungarian	42	18	6
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	792	269	106
Italian	482	98	94
Lithuanian	9	0	0
Norwegian	305	60	34
Polish	156	25	16
Portuguese	96	34	28
Romanian	8	4	0
Russian	55	0	3
Scandinavian	7	25	4
Scotch-Irish	149	43	24
Scottish	165	67	23
Slovak	0	0	0
Subsaharan African	0	0	0
Swedish	186	54	41
Swiss	108	9	0
Ukrainian	0	7	0
US/American	766	107	187
Welsh	24	14	12
West Indian	0	0	0
Yugoslavian	0	0	2
Other	1,662	261	338

©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 15 and 20 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 16 & 21 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?

©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 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 18 & 23. 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?

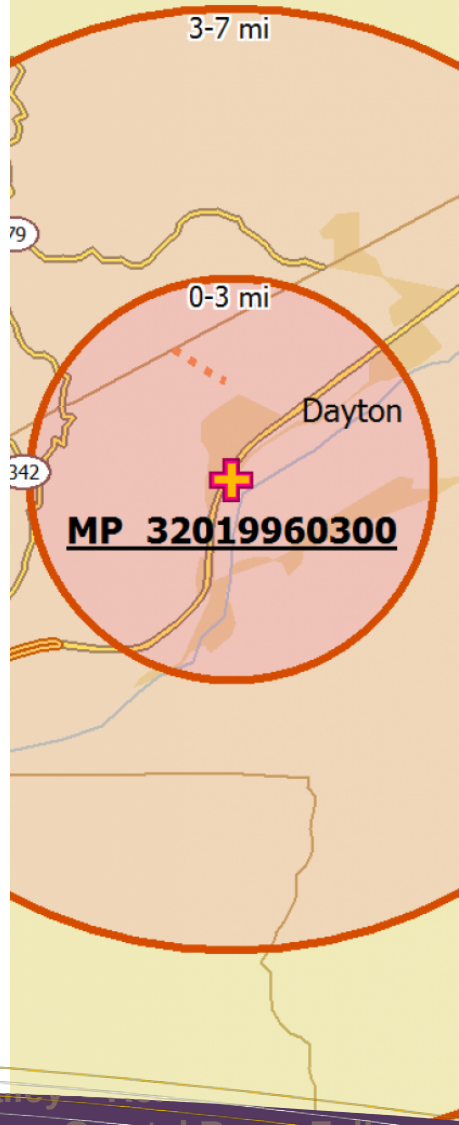
6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

©Copyright 2014, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,843	100%	1,904	100%
AFFLUENT SUBURBIA	267	9.39%	185	9.72%
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	267	9.39%	185	9.72%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	182	6.4%	123	6.46%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	173	6.09%	116	6.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	9	0.32%	7	0.37%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,379	48.51%	900	47.27%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	889	31.27%	579	30.41%
Urban Optimists	155	5.45%	107	5.62%
Family Convenience	335	11.78%	214	11.24%
Mid-Market Enterprise	0	0%	0	0%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,843	100%	1,904	100%
BLUE COLLAR BACKBONE	40	1.41%	24	1.26%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	40	1.41%	24	1.26%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	290	10.2%	206	10.82%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	217	7.63%	157	8.25%
Urban Advancement	73	2.57%	49	2.57%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	366	12.87%	246	12.92%
Steadfast Conservative	40	1.41%	27	1.42%
Moderate Conventionalists	326	11.47%	219	11.5%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

©Copyright 2014, Intercultural Institute for Contextual Ministry

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	2,843	100%	1,904	100%
REMOTE AMERICA	39	1.37%	23	1.21%
Hardy Rural Fam.	6	0.21%	4	0.21%
Rural Southern Living	33	1.16%	19	1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	223	7.84%	159	8.35%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	3	0.11%	2	0.11%
Stable Careers	184	6.47%	133	6.99%
Aspiring Hispania	36	1.27%	24	1.26%
RURAL VILLAGES & FARMS	47	1.65%	32	1.68%
Industrious Country Living	47	1.65%	32	1.68%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,843	100%	1,904	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	10	0.35%	6	0.32%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	10	0.35%	6	0.32%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 14-18 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 19-23. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 30-33. 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?

©Copyright 2014, Intercultural Institute for Contextual Ministry

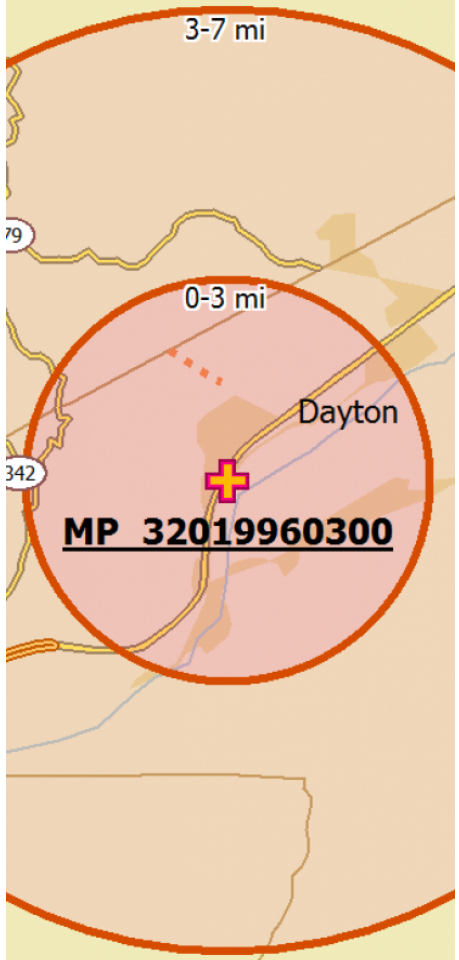
Potential Cultural Bridges

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

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

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

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	82%	83%	83%
Use Comp. for Internet/E-mail	69%	70%	70%
Internet Use: E-Mail	58%	58%	58%
Use Comp. for Word Processing	48%	48%	48%
Use Comp. for Shopping	42%	43%	43%
Use Comp. for Comp. Games	41%	42%	43%
Use Comp. for Digital Camera Photo Editing	40%	41%	41%
Use Comp. for Banking	40%	39%	39%
Use Comp. for Education	36%	36%	37%
Internet Use: News/ Weather	33%	33%	33%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	32%	32%	32%
Internet Use: Banking	32%	32%	31%
Use Comp. for News/Info./Data Service	29%	29%	29%
PC-Network-HH Has One	20%	20%	21%
Internet Use: Shopping: Gathered Info. for Shopping	17%	17%	17%
Use Comp. for Personal Financial Mngmnt	17%	17%	17%
Use Comp. for Accounting	17%	17%	17%
Use Comp. for Filing/DB Mngmnt	15%	15%	15%
Internet Use: Read Magazines/ Newspapers	14%	13%	13%
Internet Use: Travel Reservations	13%	13%	13%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	70%	70%	70%
Dining Out (Not Fast Food)	64%	64%	64%
Reading Books	56%	55%	55%
Card Games	44%	44%	44%
Go To A Beach/Lake	42%	42%	42%
Cooking for Fun	37%	37%	37%
Board Games	35%	35%	35%
Gardening	34%	36%	37%
Visit Museum	22%	22%	22%
Visit Zoo	21%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	45%	45%	44%
Dentist	31%	31%	31%
Eye Dr.	22%	21%	21%
Backache	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	19%	18%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Overweight (30 Pounds Or More)	15%	15%	14%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	29.03%	28.85%	29.33%
Live Theater	22.31%	22.68%	22.7%
Live Theater Most Often	18.31%	18.85%	18.87%
Rock/Pop Concerts Most Often	15.31%	15.2%	15.73%
Comedy Club	10.86%	11.1%	10.93%
Comedy Club Most Often	8.2%	8.22%	8.1%
Movies: Action/Adventure	41.19%	40.96%	40.95%
Movies: Comedy	40.11%	41.25%	41.29%
Movies: Fam.	22.51%	22.04%	21.78%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.72%	21.16%	21.12%
Movies: Drama	19.89%	19.38%	19.53%
Movies: Mystery	15.26%	15.51%	15.65%
MLB Baseball Reg. Season	11.21%	11%	10.86%
NFL Football Reg. Season	9.11%	9.04%	9.04%
College Football Reg. Season	7.36%	7.34%	7.46%
NBA Basketball Reg. Season	5.08%	4.79%	4.79%
Auto Racing Events	4.36%	4.44%	4.37%
College Basketball Reg. Season	4.26%	4.46%	4.55%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	42.97%	43.47%	43.68%
Swimming	37.9%	38.18%	38.01%
Bowling	21.86%	22.59%	22.93%
Billiards/Pool	20.06%	20.38%	20.47%
Freshwater Fishing	19.94%	19.98%	19.64%
Weight Training	18.58%	18.76%	18.89%
Camping Trips	18.23%	18.27%	18.25%
Using Cardio Machine	15.71%	15.99%	16.28%
Golf	15.03%	15.93%	16.14%
Jogging/Running	14.62%	14.89%	15.21%
Basketball	13.88%	14.5%	14.59%
Mountain/Road Biking	13.87%	14.09%	14.26%
Stationary Cycling	12.58%	12.62%	12.93%
Baseball	10.84%	11.25%	11.32%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hunting	10.58%	10.93%	10.7%
Backpacking/Hiking	10.52%	10.85%	11%
Target Shooting	9.36%	9.93%	9.94%
Aerobics	8.88%	9.24%	9.48%
Saltwater Fishing	8.86%	9.16%	8.95%
Power Boating	8.65%	9.18%	9.31%
Football	8.65%	9.14%	9.13%
Softball	8.01%	8.64%	8.55%
Yoga	7.43%	7.24%	7.35%
Canoeing/Kayaking	7.15%	7.49%	7.62%
Volleyball	6.6%	7.5%	7.83%
Tennis	6.56%	6.95%	7.15%
Motorcycling	6.56%	7.07%	7.04%
Soccer	6.13%	6.43%	6.66%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	5.54%	6.08%	5.99%
Roller Skating	5.32%	5.34%	5.45%
Snorkeling	5.26%	5.57%	5.53%
Downhill & X-Country Skiing	5.12%	5.05%	5.17%
Archery	4.88%	5.26%	5.21%
Fly Fishing	4.69%	4.68%	4.69%
Ice Skating	4.48%	4.82%	4.93%
Jet Skiing	4.42%	4.82%	5.03%
Snowboarding	4.04%	4.04%	4.02%
Water Skiing	3.67%	4.1%	4.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Surfing & Windsurfing	3.55%	3.4%	3.34%
Rock Climbing	3.46%	3.75%	3.83%
Racquetball	3.44%	3.69%	3.78%
Snowmobiling	3.34%	3.9%	3.9%
Skateboarding	3.12%	3.3%	3.32%
Sailing	3.05%	3.12%	3.16%
Rowing	2.99%	3.17%	3.17%
Auto Racing	2.77%	3.05%	3.15%
Martial Arts	2.65%	2.94%	3.12%
Hockey	2.39%	2.8%	2.96%

©Copyright 2014, Intercultural Institute for Contextual Ministry

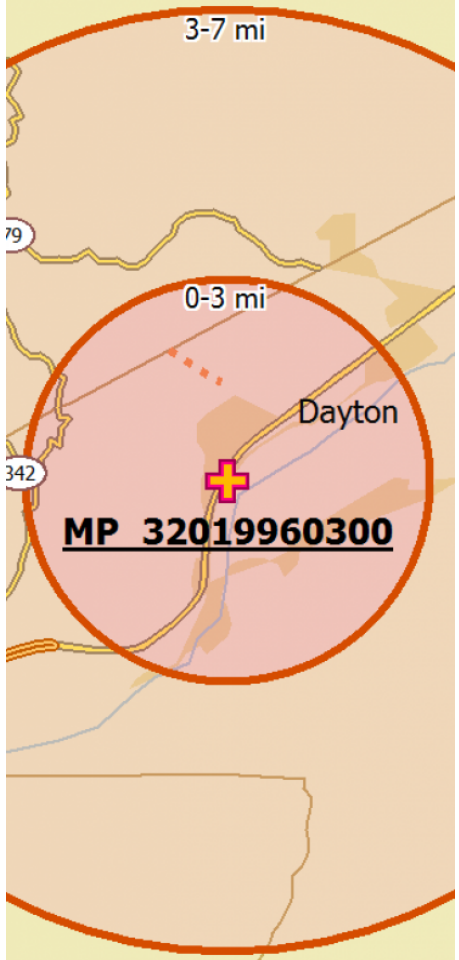
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

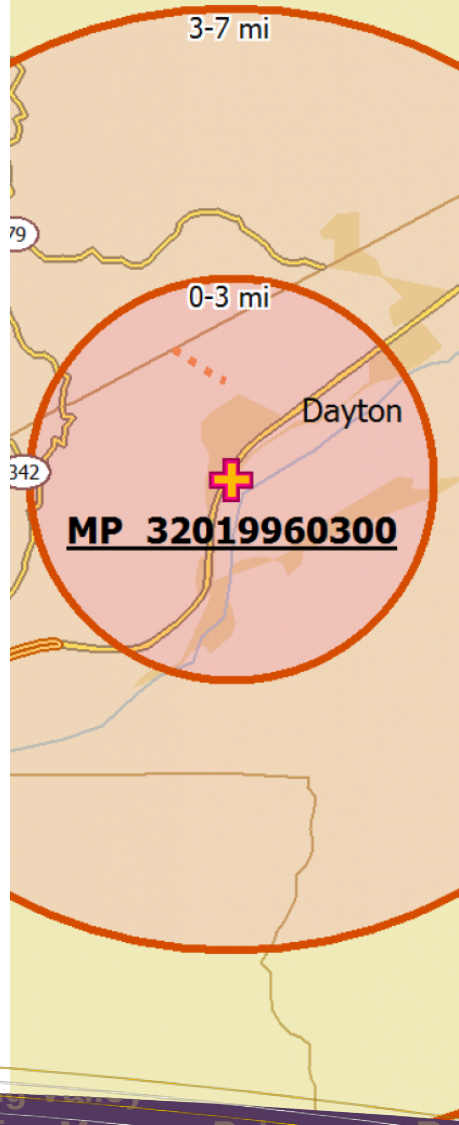
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	50%	50%
Find It Difficult To Say No To My Kids	40%	40%	40%
Woman's Place Is In The Home	37%	36%	36%
Speak My Mind Even If It Upsets People	35%	35%	35%
Prefer To Have Few Possessions As Possible	35%	35%	36%
If Won Lottery Would Never Work Again	31%	31%	31%
Like Control Over People And Resources	30%	30%	30%
Like To Do Unconventional Things	29%	30%	29%
Don't Judge People/Way They Live Life	29%	29%	28%
Friends More Important Than My Fam.	26%	26%	26%
Money Is Best Measure Of Success	25%	26%	26%
Marijuana Should Be Legalized	20%	20%	21%

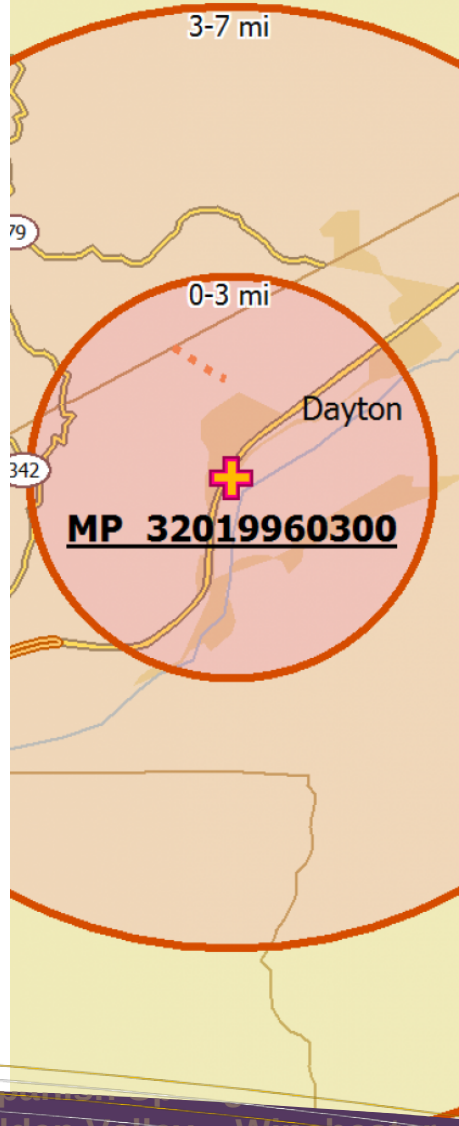
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	20%	20%	20%
Like to Stand Out In A Crowd	19%	20%	20%
I Am A Workaholic	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like To Pursue Challenge/Novelty/Change	16%	16%	17%
Only Work Current Job for The Money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

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

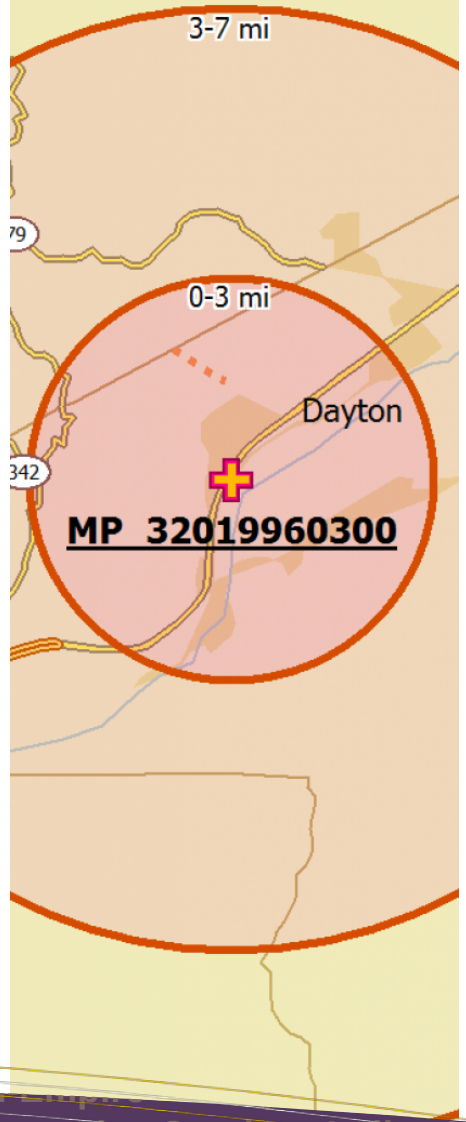
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	70%	69%	69%
You Should Seize Opportunities In Life	58%	58%	57%
Like To Understand About Nature	38%	37%	37%
Prefer To Have Few Possessions As Possible	35%	35%	36%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	32%	32%	32%
Have Keen Sense Of Adventure	28%	27%	27%
Good At Fixing Things	27%	27%	27%
Important To Juggle Various Tasks	27%	27%	27%
People Have To Take Me As They Find Me	25%	25%	25%
Like To Just Enjoy Life	23%	23%	23%
Worried About Pollution Caused By Cars	22%	21%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	17%	17%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	16%	15%	15%
Looking for New Ideas To Improve Home	15%	15%	15%
Try Not To Worry About The Future	13%	13%	13%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	10%	9%	9%
Like Spending Most Time With Fam.	6%	6%	6%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Feel Very Alone In The World	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	87.13%	87.46%	87.37%
Fam. Restaurants/Steak Houses-Visit Any	86.95%	87.14%	86.96%
McDonald's	59.25%	59.48%	58.99%
Burger King	36.74%	36.77%	37.06%
Subway	33.66%	33.9%	33.82%
Applebee's	33.29%	33.61%	33.51%
Taco Bell	31.62%	32.14%	31.85%
Wendy's	30.63%	31.43%	31.37%
Kentucky Fried Chicken (KFC)	24.45%	25.18%	25.43%
Arby's	24.31%	25.1%	25.12%
Olive Garden	21.88%	22.25%	22.54%
Pizza Hut	21.19%	21.19%	21.28%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	17.48%	17.81%	17.99%
Outback Steakhouse	17.08%	17.27%	17.2%
Chili's Grill and Bar	15.97%	15.84%	15.78%
Red Lobster	15.75%	16.14%	16.3%
Chick-Fil-A	15.54%	15.58%	15.47%
Cracker Barrel	15.53%	16.44%	16.46%
IHOP (International House Of Pancakes)	14.8%	14.5%	14.36%
Sonic	13.81%	13.71%	13.72%
Starbucks	13.57%	13.09%	13.35%
TGI Friday's	12.67%	12.9%	13.06%
Domino's Pizza	11.96%	12.22%	12.49%
Ruby Tuesday	11.67%	12.36%	12.14%

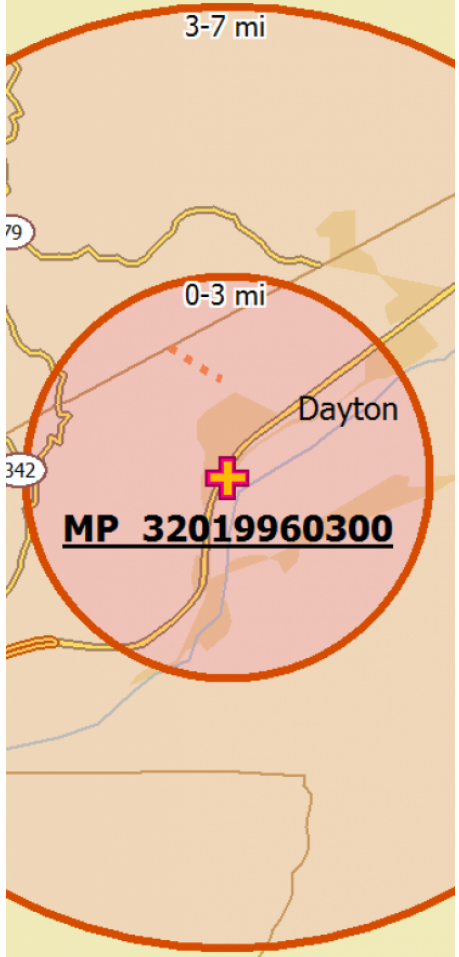
©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.1%	50.56%	50.9%
Recycled products	39.08%	39.72%	40.01%
Worked as volunteer (non political)	18.65%	19.32%	19.47%
Engaged in fund raising	11.4%	11.67%	11.8%
Religious club member	8.33%	8.44%	8.29%
Wrote to elected offcl about publ bus	7.6%	7.74%	7.64%

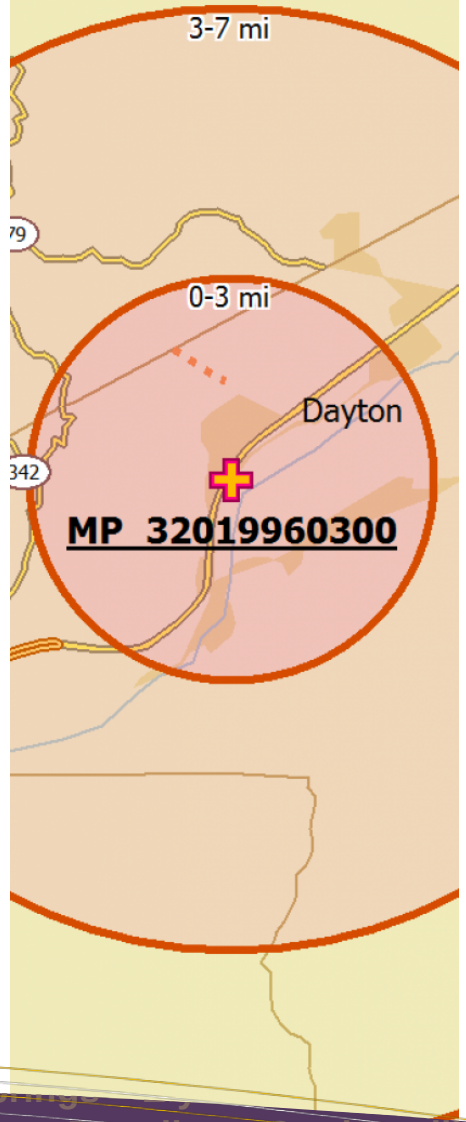
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.73%	6.73%	6.69%
Charitable Organization	5.61%	5.63%	5.66%
Union member	5.57%	5.83%	5.85%
Wrote to editor of mag or newspaper	5.26%	5.2%	5%
Addressed a public meeting	5.25%	5.21%	5.27%
Took active part in local civic issue	5.21%	5.46%	5.51%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	19.79%	19.69%	19.58%
Children's Books	14.31%	14.45%	14.41%
Mystery	13.41%	13.26%	13.27%
Cookbooks	11.18%	11.37%	11.44%
Religious (not Bibles)	9.84%	9.79%	9.65%
History	8.28%	8.06%	8.07%
Romance	7.85%	7.81%	7.68%
Personal/Business Self-help	7.46%	7.55%	7.65%
Biography	7.21%	7.33%	7.38%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.71%	70.62%	71%
Gen. Editorial	45.08%	44.92%	45.15%
Womens	42.43%	42.18%	42.01%
Service	38.75%	39.13%	38.94%
Mens	19.07%	18.84%	18.87%
Business/Finance	18.59%	18.71%	18.73%
Sports	15.01%	15.14%	15.45%
Parenthood	14.24%	14.39%	14.34%
Health	13.4%	13.37%	13.35%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.19%	58.89%	58.86%
Classified	33.59%	33.79%	33.7%
Sport	33.24%	33.3%	33.51%
Editorial Page	32.26%	32.84%	32.85%
Business/Finance	31.84%	32.3%	32.49%
Comics	29.08%	29.24%	29.21%
Movie Listings & Reviews	26.03%	26.38%	26.77%
Food/Cooking	25.74%	26.32%	26.46%
TV/Radio Listings	23.64%	24.04%	24.24%
Home/Gardening	21.89%	22.53%	22.81%
Travel	20.59%	20.87%	21.13%
Science/Technology	18.23%	18.94%	19.22%
Fashion	14.4%	14.51%	14.53%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25%	25.18%	24.71%
Adult Contemporary	20.9%	20.7%	20.69%
CHR Contemp Hit Radio	18.49%	17.98%	18.08%
Rock	15.06%	15.32%	15.34%
News/Talk	13.92%	14.62%	14.88%
Classic Rock	12.31%	12.25%	12.25%
Oldies	12.02%	12.39%	12.46%
Alternative	10.75%	11.39%	11.63%
Urban Contemporary	9.02%	8.55%	8.52%
Soft Contemporary	8.4%	8.45%	8.34%
Variety	8.35%	8.3%	8.32%
Religious	7.28%	7.42%	7.33%
Classic Hits	6.09%	6.01%	5.9%
All Talk	5.8%	5.54%	5.44%
All News	5.44%	5.55%	5.52%
Jazz	4.15%	4.18%	4.15%
Sports	3.99%	4.12%	4.27%
Classical	3.47%	3.67%	3.75%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	66.77%	67.07%	67.18%
Satellite Dish	56.67%	58%	58.31%
Soapnet	52.98%	52.75%	52.68%
Other Video-On-Demand	42.28%	42.7%	42.54%
Sci-Fi Channel	38.82%	38.95%	39.07%
Adult Pay Per View TV	36.5%	37.67%	37.62%
MSNBC	36.38%	35.78%	35.86%
Comedy Central	35.44%	34.58%	34.83%
Nickelodeon	32.84%	32.74%	32.57%
Adult Swim	32.38%	32.35%	32.18%
TV Info From Sunday TV Magazine	30.58%	30.64%	30.57%
Nick At Nite	29.31%	29.11%	28.79%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	28.42%	28.3%	28.35%
TV Info From Newspapers	27.92%	28.25%	28.18%
TV Info From Monthly Cable Guide	27.76%	27.35%	27.06%
ABC Fam.	26.82%	26.64%	26.81%
Video-On-Demand Movies	26.73%	27.11%	26.89%
TCM (Turner Classic Movies)	26.57%	26.45%	26.51%
USA Network	26.35%	26.42%	26.31%
The Golf Channel	26.16%	25.88%	26.14%
ESPN2	25.29%	25.12%	25.1%
Subscribe Digital Cable	25.03%	26.67%	27.39%
BET (Black Entertainment TV)	24.91%	25.34%	25.63%
Lifetime	24.41%	24.33%	24.21%

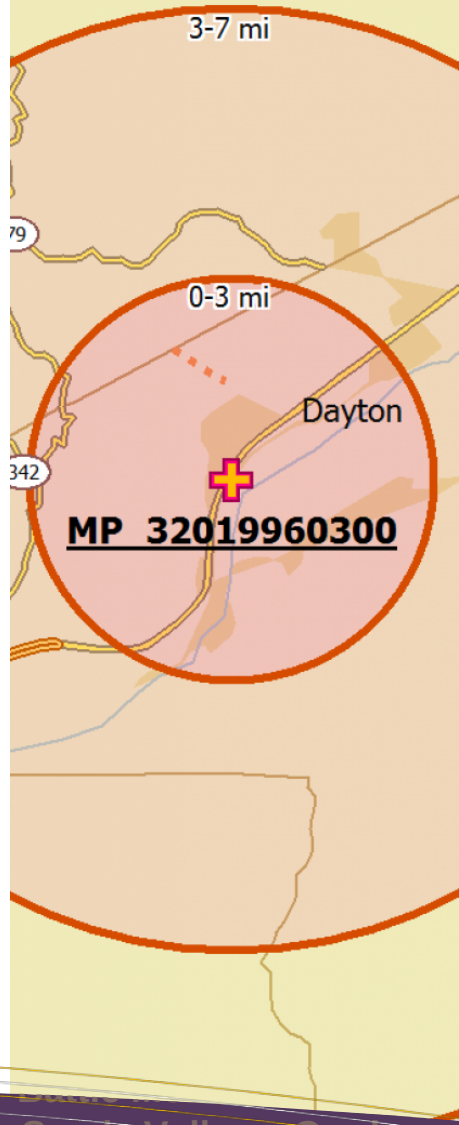
©Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	21.86%	21.98%	21.99%
Medium Users (4-6)	12.43%	12.32%	12.3%
Light Users (1-3)	21.93%	21.93%	21.85%
Quintiles (20%)			
Newspaper I (Heavy)	2.41%	2.03%	2.02%
Newspaper II	1.55%	1.41%	1.4%
Newspaper III	1.87%	1.98%	2.01%
Newspaper IV	0.89%	0.88%	0.83%
Newspaper V (Light)	1.26%	1.2%	1.19%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.89%	20.27%	20.05%
Magazines II	10.05%	9.69%	9.52%
Magazines III	11.52%	11.19%	10.86%
Magazines IV	12.27%	11.4%	11.38%
Magazines V (Light)	0.56%	0.61%	0.58%
Outdoor I (Heavy)	7.37%	6.85%	6.78%
Outdoor II	2.58%	2.24%	2.33%
Outdoor III	2.64%	2.62%	2.71%
Outdoor IV	15.88%	15.63%	15.57%
Outdoor V (Light)	26.11%	26.1%	25.99%
Yellow Pages I (Heavy)	14.31%	14.19%	14.35%
Yellow Pages II	6.24%	5.6%	5.59%
Yellow Pages III	4.94%	4.65%	4.71%
Yellow Pages IV	22.37%	22.05%	21.73%
Yellow Pages V (Light)	2.87%	2.67%	2.76%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.53%	3.26%	3.25%
Drive Time III (Medium)	0.54%	0.54%	0.52%
Radio IV & V (Light)	2.77%	2.36%	2.44%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.96%	9.61%	9.37%
Radio III (Medium)	6.47%	6.17%	5.99%
Radio IV & V (Light)	4.03%	3.8%	3.78%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	16.86%	16.44%	16.33%
Cable III (Medium)	4.23%	3.98%	3.99%
Cable IV & V (Light)	33.53%	32.73%	32.56%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.83%	2.92%	2.95%
Prime Time III (Medium)	2.14%	2.19%	2.16%
Prime Time IV & V (Light)	10.07%	10.01%	9.6%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	41.98%	41.7%	41.21%
Fringe III (Medium)	51.13%	51.52%	51.52%
Fringe IV (Light)	56.87%	57.01%	56.52%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.43%	13.01%	12.95%
All Day III (Medium)	24.77%	24.15%	24.03%
All Day IV (Light)	11.99%	11.81%	11.93%

©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.43%	12.65%	12.74%
6:00am - 10:00am	16.12%	15.67%	16.01%
10:00am - 3:00pm	5.77%	5.88%	5.86%
3:00pm - 7:00pm	14.9%	14.71%	14.4%
7:00pm - Midnight	14.81%	14.77%	14.81%
Midnight - 6:00am	5.61%	5.42%	5.44%
Weekend Radio Listeners			
Dayparts [summary]	17.62%	17.29%	17.03%
6:00am - 10:00am	3.69%	3.96%	4.05%
10:00am-3:00pm	5.21%	5.1%	5.29%
3:00pm - 7:00pm	7.94%	7.97%	7.85%
7:00pm - Midnight	10.67%	10.47%	10.27%
Midnight - 6:00am	10.49%	10.19%	10.25%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.19%	10.55%	10.54%
Saturday: 8:00-11:00pm	9.09%	8.46%	8.36%
Sunday: 7:00-11:00pm	10.08%	10.53%	10.62%
9:00am-1:00pm	29.31%	29.11%	28.79%
9:00am-4:00pm	33.85%	33.3%	32.9%
4:00pm-7:00pm	32.25%	31.71%	31.75%
11:00pm-1:00am	43.59%	42.84%	43.07%
AVG Prime time Mon-Sun	2.42%	2.46%	2.55%

©Copyright 2014, Intercultural Institute for Contextual Ministry

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	19.47%	19.05%	18.98%
7-9am	25.29%	25.12%	25.1%
9am-12noon	25.15%	25.32%	24.93%
12noon-4pm	8.7%	7.98%	7.97%
4-6pm	53.74%	53.12%	53.33%
6-7pm	21.93%	21.1%	20.95%
7-7:30pm	2.69%	2.2%	2.18%
7:30-8pm	11.67%	11.55%	11.47%
8-11pm	10.19%	10.55%	10.54%
11pm-12am	36.38%	35.78%	35.86%
11pm-1am	43.59%	42.84%	43.07%
1-6am	36.25%	34.88%	34.68%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20.15%	19.83%	19.9%
Sat: 10am-1pm	7.19%	7.64%	7.73%
Sat: 1-4pm	26.61%	26.52%	26.54%
Sat: 4-6pm	7.35%	7.34%	7.22%
Sat: 6-7pm	2.01%	2.22%	2.27%
Sat: 7-8pm	1.71%	1.54%	1.5%
Sat: 8-11pm	9.09%	8.46%	8.36%
Sat: 11pm-1am	4.82%	4.81%	4.84%
Sat: 1am-7pm	26.35%	26.42%	26.31%
Sun: 7-10am	2.81%	2.61%	2.59%
Sun: 10am-1pm	7.91%	7.96%	7.93%
Sun: 1-4pm	6.38%	6.51%	6.56%
Sun: 4-7pm	15.61%	15.59%	15.57%
Sun: 7-11pm	10.08%	10.53%	10.62%
Sun: 11pm-1am	6.03%	5.96%	5.94%
Sun: 1-7am	23.05%	23.51%	23.62%

©Copyright 2014, Intercultural Institute for Contextual Ministry

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 61 and 62 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 36-40. 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 43. 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 45. 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.

©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 47. 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 49. 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 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 55-58. 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?

©Copyright 2014, Intercultural Institute for Contextual Ministry

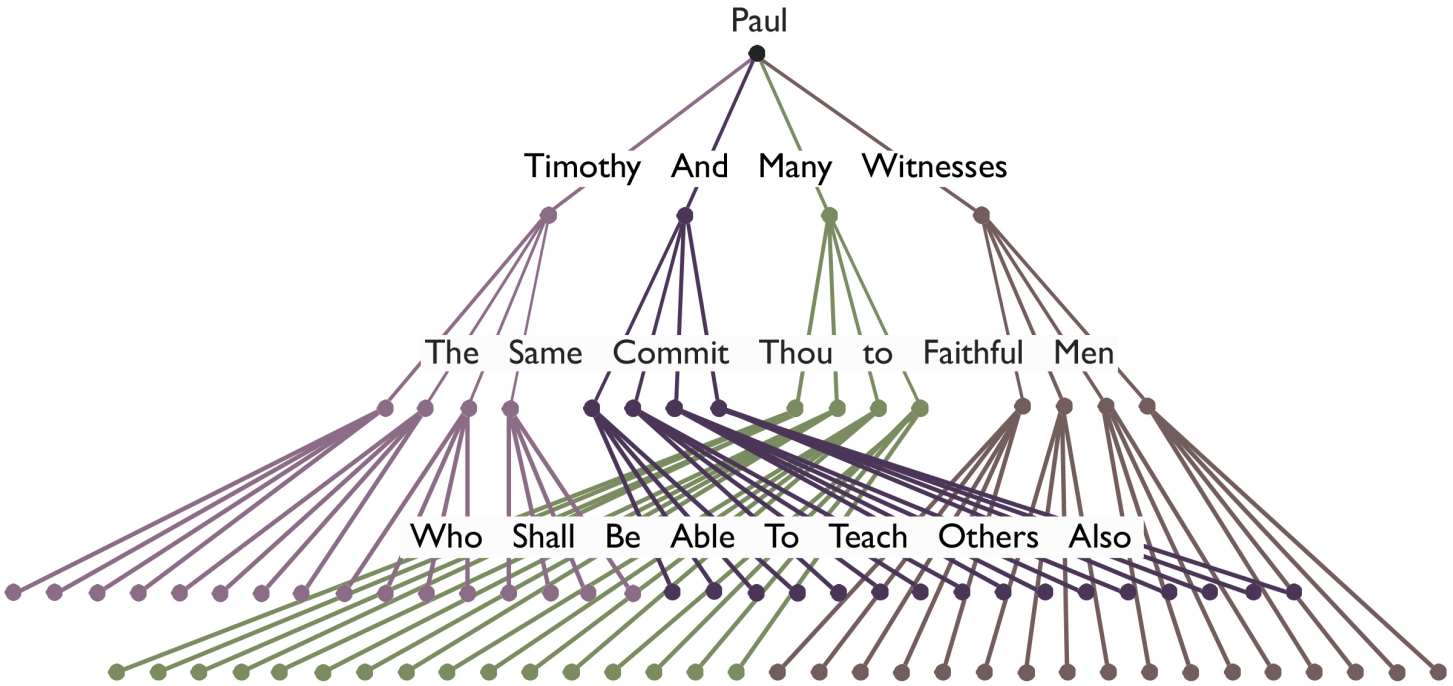
Biblical Missional Multiplication

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

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

Missional Multiplication Principle

2nd Timothy 2:2



©Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

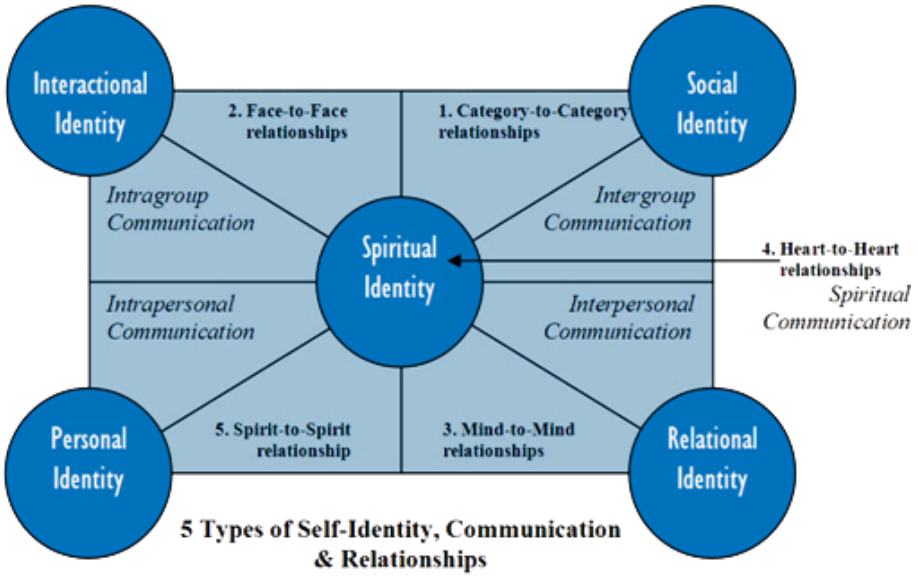
1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



5 Types of Self-Identity, Communication & Relationships

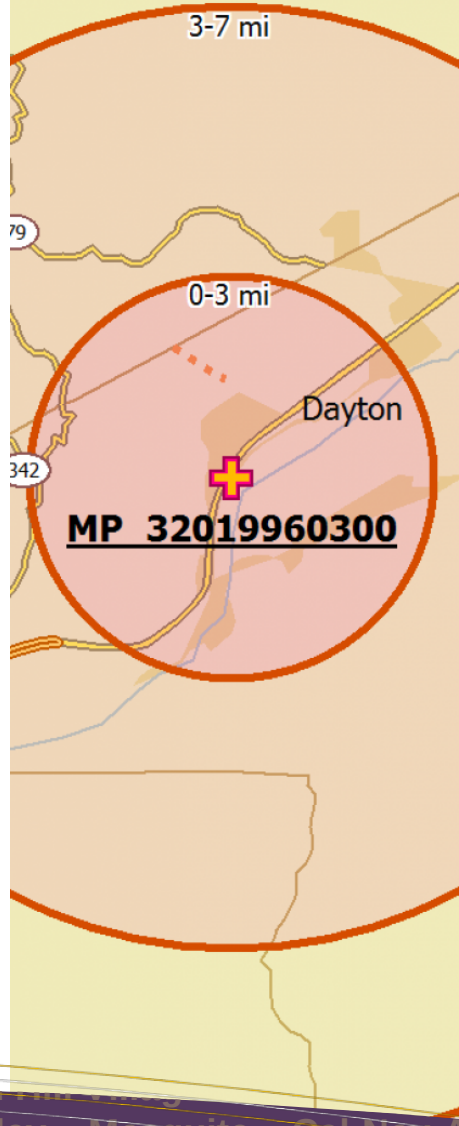
©Copyright 2014, Intercultural Institute for Contextual Ministry

Your MissionSite and the Missional Suite

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

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

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



©Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

©Copyright 2014, Intercultural Institute for Contextual Ministry

Intercultural Institute for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

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

In Partnership with:

Nevada Baptist Convention

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

©Copyright 2014, Intercultural Institute for Contextual Ministry