

MissionSite

top unreached locations



RENO, NV

CENSUS TRACT: 32031002106

REGION: Western

ASSOCIATION: Sierra Baptist Association

COUNTY: Washoe

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



Intercultural Institute
for Contextual Ministry



**Nevada Baptist
Convention**

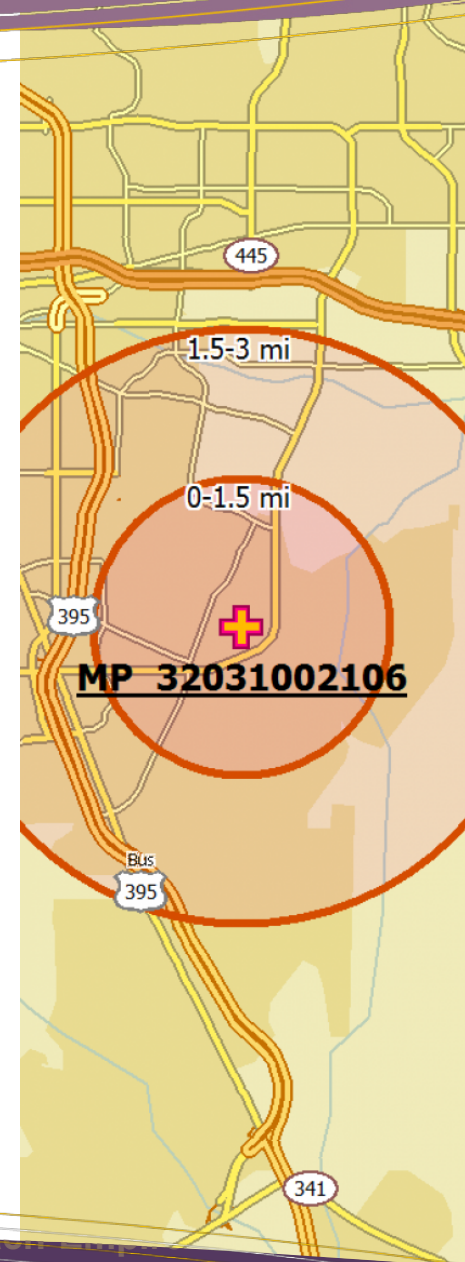
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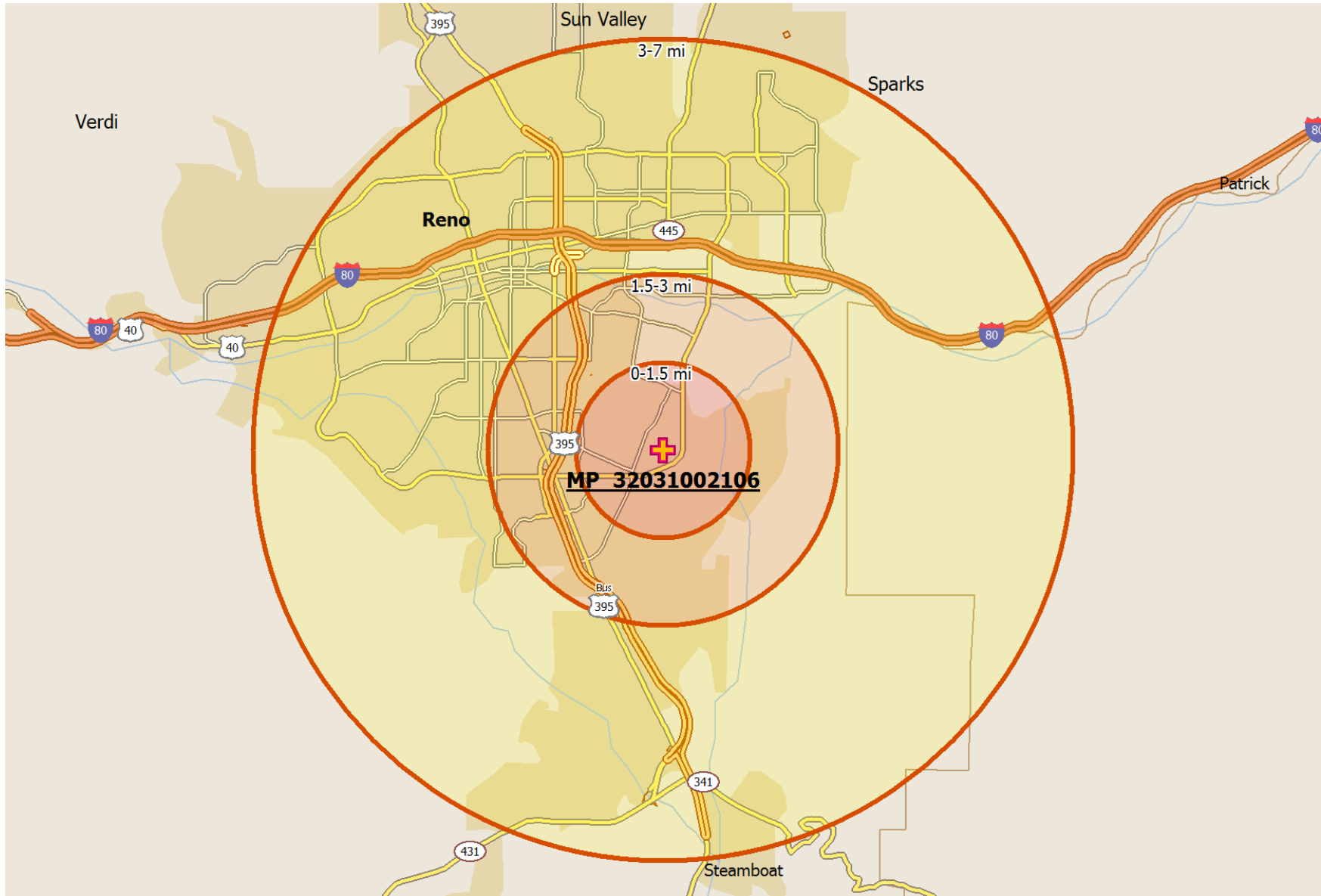
Site Location Summary

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 0-1.5 mile, 1.5-3 mile, and 3-7 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	SBA	Sierra Baptist Association
3	County Location	32031	Washoe
4	Zipcode	89502	Washoe
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	M	100000-250000-100000



Site Location Summary - Map of the Site Location



Calliente Yerington Carson City Winchester Spring Valley Owyhee Nixon Carlin Sparks Laughlin
Sutcliffe Stateline McGill Sunrise Manor Indian Hills Schurz Pahrump Enterprise McDermitt Bunkerville
Reno Nellis AFB Gardnerville Ranchos Wells Summerlin South Gerlach Primm Tonopah Lane Kingsbury



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	14,285	39,259	205,314
2010 Households	5,785	16,483	82,053
2010 Group Quarters Population	12	256	3,854

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	51	62	40
Language Diversity National Index	81	70	59
Foreign Born Diversity National Index	11	25	30
Ancestry Diversity National Index	43	63	83
Racial Diversity National Index	78	57	44

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	0	False

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

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,995	34.49%
Mainstay Communities	Established, Diverse Households	427	7.38%
Working Communities	Blue-collar, Working Families	1,225	21.18%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,168	20.19%
Urban Communities	High Density, Inner-city Neighborhoods	972	16.8%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	112,635	4,026	3.57%
Unreached %	69.91%	69.6%	99.56
Religious But NOT Evangelical HH	24,973	871	3.49%
Religious But NOT Evangelical %	15.5%	15.06%	97.17
Spiritual But NOT Relig or Evang HH	18,641	648	3.48%
Spiritual But NOT Relig or Evang %	11.57%	11.2%	96.83
Not Evangelical, Not Interested HH	69,035	2,507	3.63%
Not Evangelical, Not Interested %	42.85%	43.34%	101.15



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	6,080	825	13.57%
Active Evangelical Percent	3.77%	3.71%	98.2
Inactive Evangelical Households	42,406	5,755	13.57%
Inactive Evangelical Percent	26.32%	25.85%	98.2
# New Churches Needed	81	11	13.82%



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.

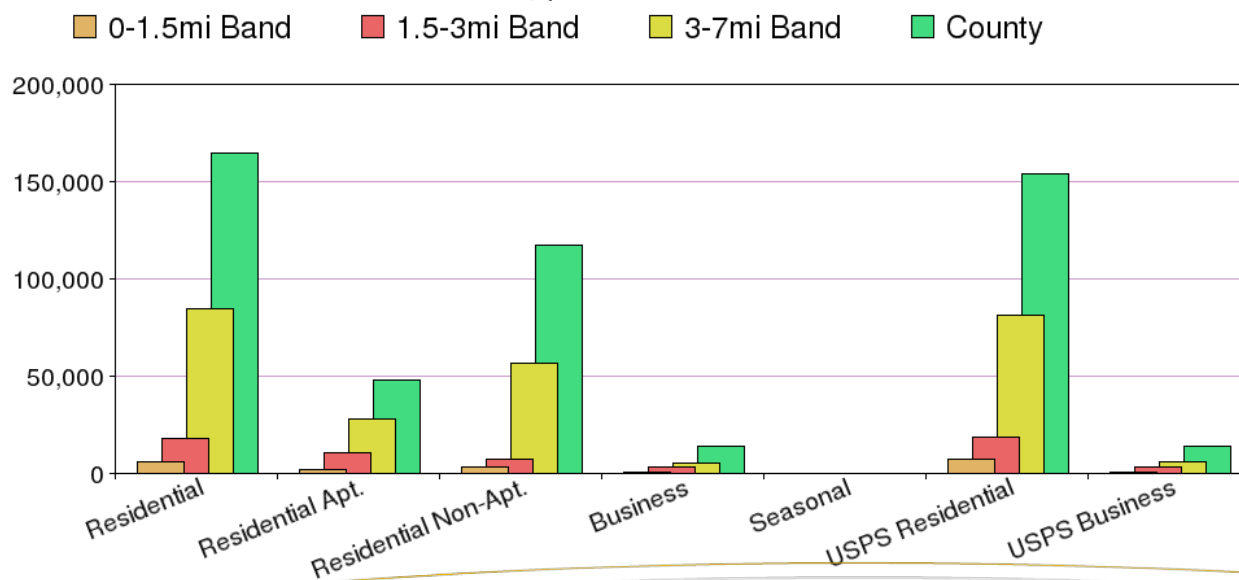
Current Demographic Summary

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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	254,672	13,046	5.12%
2000 Population	339,486	14,952	4.4%
2010 Population	419,061	14,285	3.41%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	102,298	5,377	5.26%
2000 Households	132,084	5,994	4.54%
2010 Households	161,121	5,785	3.59%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	5,897
Residential Apt.	2,328
Residential Non-Apt.	3,569
Business	659
Seasonal	0
USPS Residential	7,011
USPS Business	580

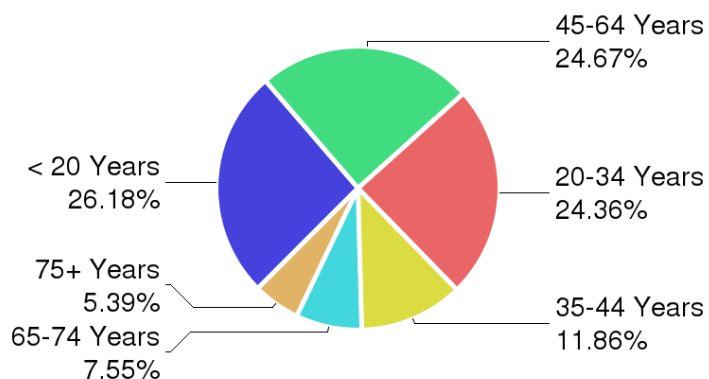
Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	6.51%	108.68
4-5 Years	2.82%	2.74%	97.16
6-8 Years	4.14%	4.07%	98.31
9-11 Years	3.96%	3.63%	91.67
12-13 Years	2.56%	2.3%	89.84
14-17 Years	5.08%	4.59%	90.35
18-19 Years	2.51%	2.34%	93.23
0-5 Years	8.81%	9.25%	104.99
6-12 Years	9.38%	8.85%	94.35
13-19 Years	8.86%	8.09%	91.31
< 20 Years	27.05%	26.19%	96.82
20-34 Years	20.9%	24.37%	116.6
35-44 Years	12.77%	11.87%	92.95
45-64 Years	26.21%	24.68%	94.16
65-74 Years	7.48%	7.55%	100.94
75+ Years	5.59%	5.39%	96.42
Median Age	37	39	105.52
Median Age (Male)	36	38	106.12
Median Age (Female)	37	40	106.67

Age Group Percentages

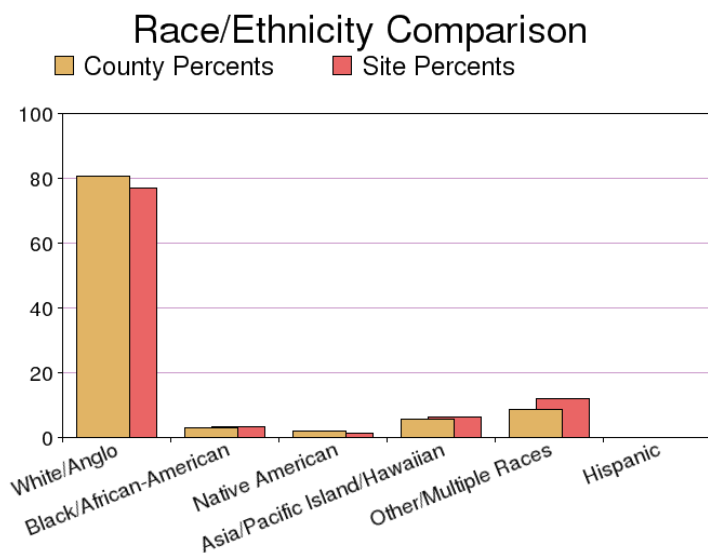


Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.7%	76.96%	95.37
Black, African-American	2.89%	3.21%	111.19
Native American	1.93%	1.41%	72.75
Asian	5.27%	5.86%	111.14
Pacific Island, Hawaiian	0.49%	0.49%	101.01
Other/Multiple Races	8.72%	12.07%	138.43
Hispanic	0%	31.5%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	277,717	9,393	
Less than 9th Grade	5.17%	7.95%	65.06
No High School Diploma	8.85%	8.71%	101.62
High School Graduate	25.32%	25.68%	98.62
Some College, no degree	25.72%	28.02%	91.79
Associate Degree	7.39%	8.09%	91.31
College Degree	17.71%	14.52%	121.95
Graduate/Prof. degree	9.84%	7.03%	139.98

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	5.4%	4.68%	91.02
\$10,000 to \$19,999	8.27%	9.23%	111.57
\$20,000 to \$29,999	8.91%	9.23%	103.56
\$30,000 to \$49,999	19.36%	25.29%	130.65
\$50,000 to \$59,999	9.78%	10.65%	108.84
\$60,000 to \$69,999	8.19%	9.13%	111.38
\$70,000 to \$79,999	7.48%	7.93%	106.01
\$80,000 to \$89,999	6.13%	6.14%	100.19
\$90,000 to \$99,999	4.25%	3.82%	89.87
\$100,000 to \$124,999	9.85%	9.13%	92.62
\$125,000 to \$149,999	4.96%	2.87%	57.84
\$150,000 to \$199,999	4.17%	1.23%	29.47
\$200,000 to \$249,999	1.26%	0.17%	13.69
\$250,000 or more	1.98%	0.45%	22.71
Median Household	58,198	51,294	88.14
Average Household	78,052	67,720	86.76
Per Capita Household	30,654	27,429	89.48
Family/Non-Family Household Income			
Median Family Income	71,067	59,993	84.42
Average Family Income	93,635	73,794	78.81
Median Non-Family Income	40,796	43,052	105.53
Average Non-Family Income	53,078	57,924	109.13

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	61.58%	57.18%	92.86
Families with Children	31.56%	29.97%	94.97
Families without Children	30.02%	27.21%	90.64
Non-Family Households			
% Non-Family Households	38.42%	42.82%	111.44
Non-Families with Children	0.33	0.4	121.78
Non-Families without Children	38.1	42.42	111.35
Housing Units			
			Index
Total Housing Units	182,362	6,419	
Vacant percent	11.65%	9.86%	84.66
Owned percent	53.42%	49.74%	93.12%
Rented Percent	34.93%	40.38%	115.6
Households by Size			
			Index
Avg household size	2.57	2.47	96.11
Avg family hh size	3.35	3.31	98.81
Avg non-family hh size	1.32	1.35	102.27
Households By Count of Persons			
			Percent
One	48,744	1,966	4.03%
Two	46,584	1,620	3.48%
Three or Four	46,519	1,548	3.33%
Five+	19,274	651	3.38%

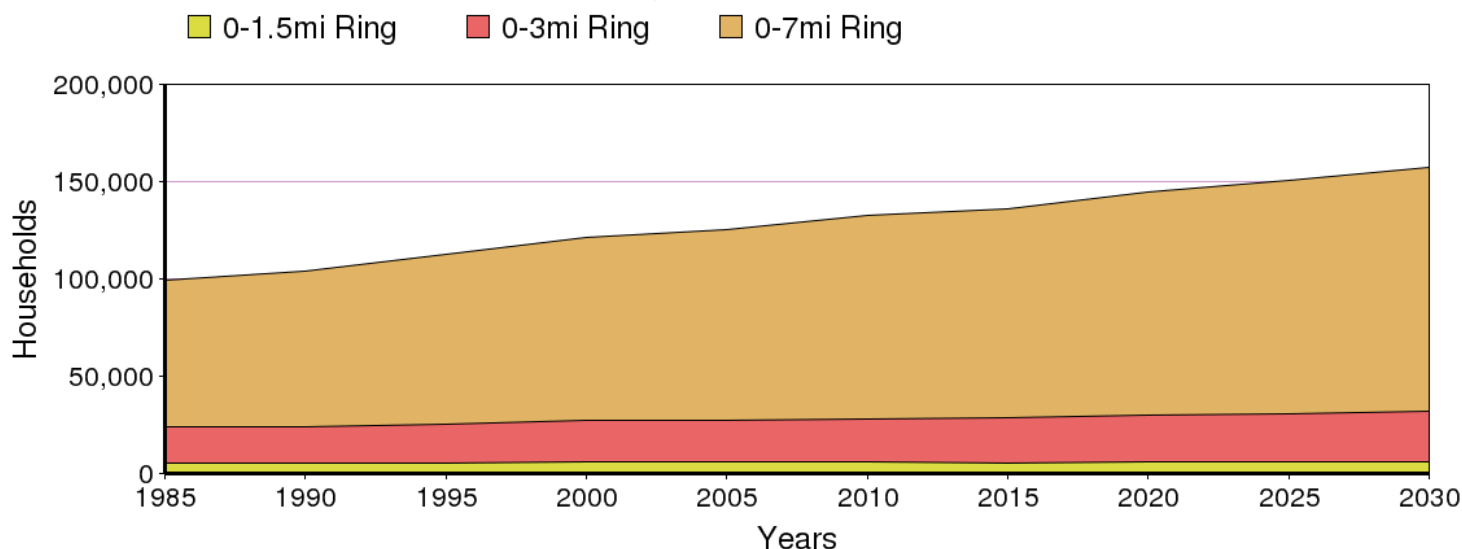
Projected Demographic Summary

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 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	254,672	13,046	5.12%
2000 Population	339,486	14,952	4.4%
2010 Population	419,061	14,285	3.41%
2015 Population	440,263	14,036	3.19%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	102,298	5,377	5.26%
2000 Households	132,084	5,994	4.54%
2010 Households	161,121	5,785	3.59%
2015 Households	168,179	5,648	3.36%

Household Change from 1985 to 2030



Paradise Zephyr Cove Round Hill Village Silver Springs Boulder City Blue Diamond Beatty Owyhee Winnemucca Yerington Henderson McGill Cal-Nev-Ari Spring Creek Smith Valley Reno Moapa Town Gardnerville RA...
 Merlin South West Wendover Lemmon Valley-Golden Valley Nixon Goodsp... Sunrise Manor Fa...
 Pahrump Incline Village-Crystal Bay Sutcliffe Kingsbury Mount Charleston Stateline Dayton Winchester
 Moana Valley Carson City Gardnerville Nellis AFB Indian Springs Minden Sparks Bunkerville Cold Springs

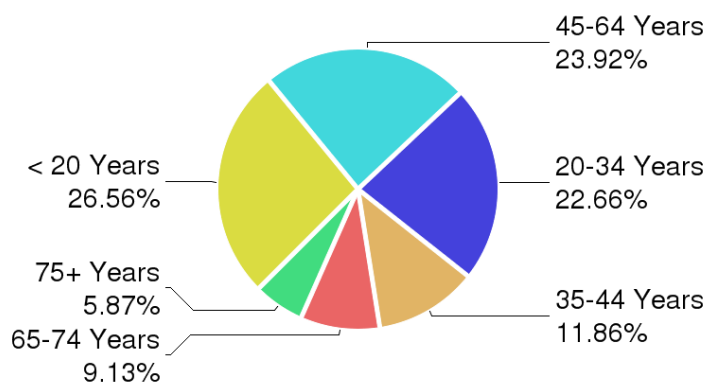
Projected Demographic Summary

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 0-1.5 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	6.51%	6.56%	100.77
4-5 Years	2.74%	2.84%	103.65
6-8 Years	4.07%	4.12%	101.23
9-11 Years	3.63%	3.7%	101.93
12-13 Years	2.3%	2.41%	104.78
14-17 Years	4.59%	4.67%	101.74
18-19 Years	2.34%	2.27%	97.01
0-5 Years	9.25%	9.4%	101.62
6-12 Years	8.85%	9.02%	101.92
13-19 Years	8.09%	8.14%	100.62
< 20 Years	26.19%	26.56%	101.41
20-34 Years	24.37%	22.66%	92.98
35-44 Years	11.87%	11.86%	99.92
45-64 Years	24.68%	23.92%	96.92
65-74 Years	7.55%	9.13%	120.93
75+ Years	5.39%	5.87%	108.91
Median Age	37	40	108.55
Median Age (Male)	36	38	106.73
Median Age (Female)	37	41	108.63

Projected Age Group Percentages

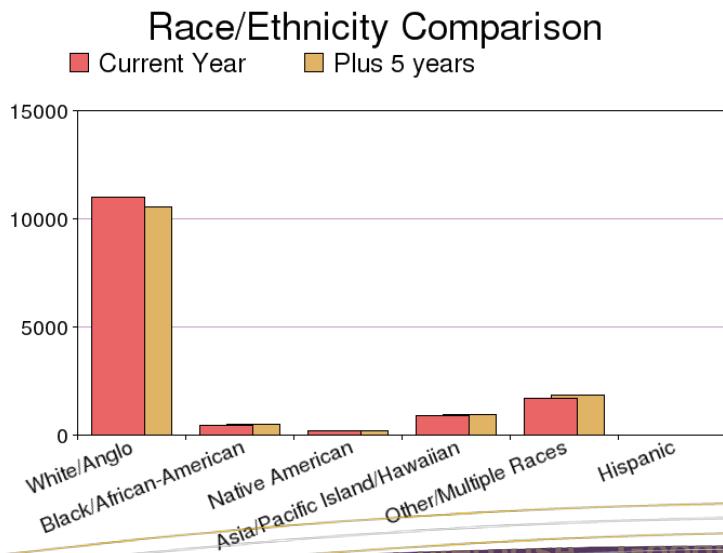


Projected Demographic Summary

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 0-1.5 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	76.96%	75.25%	97.77
Black, African-American	3.21%	3.43%	106.65
Native American	1.41%	1.45%	103.29
Asian	5.86%	6.31%	107.73
Pacific Island, Hawaiian	0.49%	0.53%	107.59
Other/Multiple Races	12.07%	13.04%	108.03
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,393	9,273	
Less than 9th Grade	7.95%	7.73%	97.23
No High School Diploma	8.71%	8.15%	93.62
High School Graduate	25.68%	25.89%	100.83
Some College, no degree	28.02%	26.86%	95.87
Associate Degree	8.09%	8.28%	102.36
College Degree	14.52%	15.31%	105.45
Graduate/Prof. degree	7.03%	7.76%	110.5



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 0-1.5 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 0-1.5 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 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.68%	4.25%	90.71
\$10,000 to \$19,999	9.23%	8.68%	93.99
\$20,000 to \$29,999	9.23%	8.29%	89.77
\$30,000 to \$49,999	25.29%	23.9%	94.51
\$50,000 to \$59,999	10.65%	10.48%	98.44
\$60,000 to \$69,999	9.13%	9.03%	98.93
\$70,000 to \$79,999	7.93%	8.36%	102.87
\$80,000 to \$89,999	6.14%	6.8%	107.62
\$90,000 to \$99,999	3.82%	3.95%	103.35
\$100,000 to \$249,999	9.13%	10.69%	117.17
\$125,000 to \$149,999	2.87%	3.31%	115.38
\$150,000 to \$199,999	1.23%	1.47%	119.74
\$200,000 to \$249,999	0.17%	0.27%	153.64
\$250,000 or more	0.45%	0.44%	98.49
Median Household	51,294	54,402	106.06
Average Household	67,720	72,752	107.43
Per Capita Household	27,429	29,279	106.74
Family/Non-Family Household Income			
Median Family Income	59,993	65,194	108.67
Average Family Income	73,794	80,406	108.96
Median Non-Family Income	43,052	45,709	106.17
Average Non-Family Income	57,924	60,456	104.37

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 0-1.5 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 0-1.5 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 0-1.5 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	57.18%	56.16%	98.21
Families with Children	29.97	28.91	96.46
Families without Children	27.21	25.46	93.58
Non-Family Households			
% Non-Family Households	42.82%	43.84%	102.38
Non-Families with Children	0.4	0.32	102.38
Non-Families without Children	42.42	43.52	102.59
Housing Units			
Total Housing Units	6,419	6,270	97.68%
Vacant percent	9.86%	9.9%	100.44
Owned percent	49.74%	49.39%	99.3
Rented Percent	40.38%	40.69%	100.76
Households by Size			
Avg household size	2.47	2.48	100.4%
Avg family hh size	3.31	3.44	103.93%
Avg non-family hh size	1.35	1.26	93.33%
Households By Count of Persons			
One	1,966	2,010	102.24%
Two	1,620	1,468	90.62%
Three or Four	1,548	1,512	97.67%
Five+	651	658	101.08%



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:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,820	10,697	26,665
Northern Europe	71	255	809
Western Europe	48	252	1,028
Southern Europe	24	71	451
Eastern Europe	119	132	441
Other Europe	0	0	0
Eastern Asia	28	205	1,959
So. Central Asia	51	156	1,034
SE Asia	362	774	4,227
Western Asia	24	37	121
Other Asia	0	0	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	11	34
Middle Africa	0	0	24
Northern Africa	0	23	87
Southern Africa	0	0	105
Western Africa	0	0	45
Other Africa	0	0	29
Oceania	15	102	604
Caribbean	8	59	105
Central Amer.	970	8,255	14,070
South America	48	208	532
North America	52	157	960
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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	8,636	22,371	133,617
Spanish	1,450	10,727	22,521
Other Indo-Euro language	308	698	4,598
French (incl. Patois, Cajun)	16	144	748
French Creole	0	0	0
Italian	26	33	711
Portuguese	35	40	180
German	76	116	1,068
Yiddish	0	15	17
Other West Germanic	0	20	134
A Scandinavian Language	0	56	142
Greek	0	19	210
Russian	80	5	93
Polish	5	24	100
Serbo-Croatian	4	19	19
Other Slavic Language	0	24	66
Armenian	0	19	4
Persian	0	0	155
Gujarathi	0	0	41
Hindi	0	25	187
Urdu	49	48	318

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	15	95
Asian/PI languages	0	0	0
Chinese	17	204	1,452
Japanese	10	53	614
Korean	0	13	459
Mon-Khmer, Cambodian	0	0	16
Miao, Hmong	0	0	0
Thai	75	113	123
Laotian	0	0	0
Vietnamese	92	114	386
Other Asian	11	37	96
Tagalog	323	374	3,328
Other Pacific Is	40	131	576
Other languages	29	99	835
Navajo	0	2	63
Other Native N. American	0	18	92
Hungarian	0	22	116
Arabic	24	10	138
Hebrew	0	0	8
African languages	0	30	260
Other unspecified	5	17	158

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	9,719	32,385	153,019
Arab	32	26	289
Armenian	5	39	143
Austrian	54	145	269
British	58	92	795
Canadian	40	48	415
Croatian	24	16	202
Czech	21	67	423
Czechoslovak	8	13	211
Danish	96	207	1,438
Dutch	99	306	1,810
English	847	2,091	14,894
European	96	191	1,433
Finnish	36	60	392
French (not Basque)	286	560	3,688
French Canadian	115	160	992
German	1,433	3,751	19,977
Greek	21	81	890
Hungarian	33	84	731
Iranian	0	0	200

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,107	2,545	14,254
Italian	765	1,723	10,572
Lithuanian	9	61	243
Norwegian	169	651	3,624
Polish	257	429	2,241
Portuguese	105	247	1,425
Romanian	3	28	102
Russian	156	181	1,116
Scandinavian	20	91	366
Scotch-Irish	127	510	2,711
Scottish	188	365	3,069
Slovak	11	38	173
Subsaharan African	14	63	421
Swedish	146	493	2,695
Swiss	36	99	521
Ukrainian	67	27	115
US/American	345	1,530	8,055
Welsh	45	97	760
West Indian	6	42	71
Yugoslavian	18	56	287
Other	2,820	15,171	51,006

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 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?



Using the Demographic Indicators

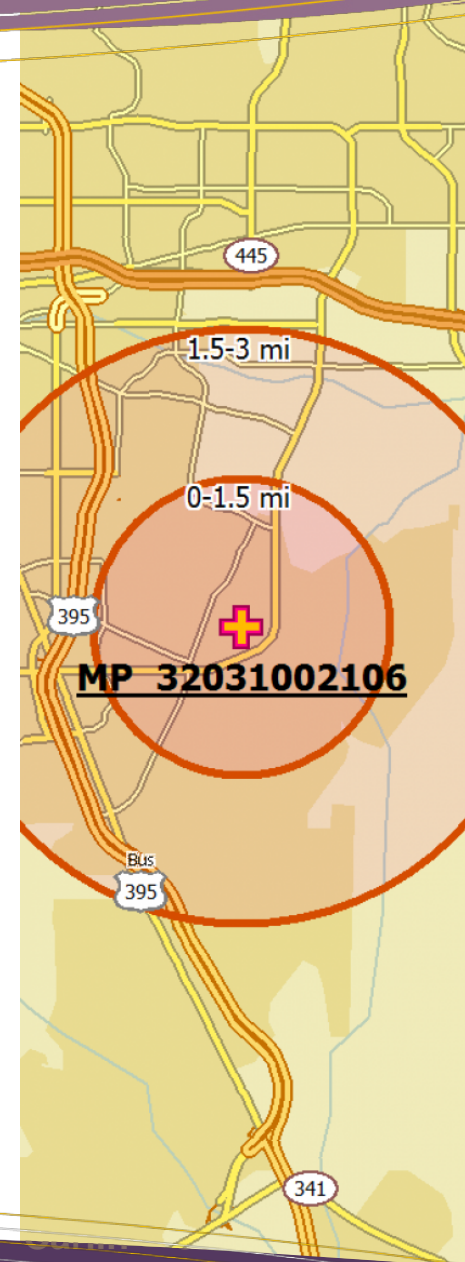
Issues for Your Consideration - continued

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?

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,785	100%	4,025	100%
AFFLUENT SUBURBIA	27	0.47%	21	0.52%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	19	0.33%	15	0.37%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	8	0.14%	6	0.15%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,968	34.02%	1,366	33.94%
Status Conscious Consumers	57	0.99%	40	0.99%
Affluent Urban Professionals	94	1.62%	76	1.89%
Urban Commuter Fam.	1,388	23.99%	932	23.16%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	344	5.95%	254	6.31%
Successful Urban Sprawl	85	1.47%	64	1.59%
SM TWN SUCCESS	364	6.29%	248	6.16%
2nd City Homebodies	24	0.41%	17	0.42%
Prime Middle America	40	0.69%	26	0.65%
Urban Optimists	264	4.56%	182	4.52%
Family Convenience	33	0.57%	21	0.52%
Mid-Market Enterprise	3	0.05%	2	0.05%



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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,785	100%	4,025	100%
BLUE COLLAR BACKBONE	86	1.49%	60	1.49%
Nuevo Hispanic Fam.	81	1.4%	57	1.42%
Working Rural Suburbia	5	0.09%	3	0.07%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	63	1.09%	45	1.12%
Ethnic Urban Mix	12	0.21%	8	0.2%
Urban Blues	0	0%	0	0%
Professional Urbanites	51	0.88%	37	0.92%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,139	19.69%	776	19.28%
Steadfast Conservative	617	10.67%	423	10.51%
Moderate Conventionalists	432	7.47%	290	7.2%
Southern Blues	90	1.56%	63	1.57%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,785	100%	4,025	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,168	20.19%	842	20.92%
Young Cosmopolitans	12	0.21%	9	0.22%
Minority Metro Communities	0	0%	0	0%
Stable Careers	1,124	19.43%	811	20.15%
Aspiring Hispania	32	0.55%	22	0.55%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
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%

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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,785	100%	4,025	100%
STRUGGLING SOCIETIES	545	9.42%	370	9.19%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	545	9.42%	370	9.19%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	427	7.38%	297	7.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	205	3.54%	148	3.68%
New Generation Activists	222	3.84%	149	3.7%
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%

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

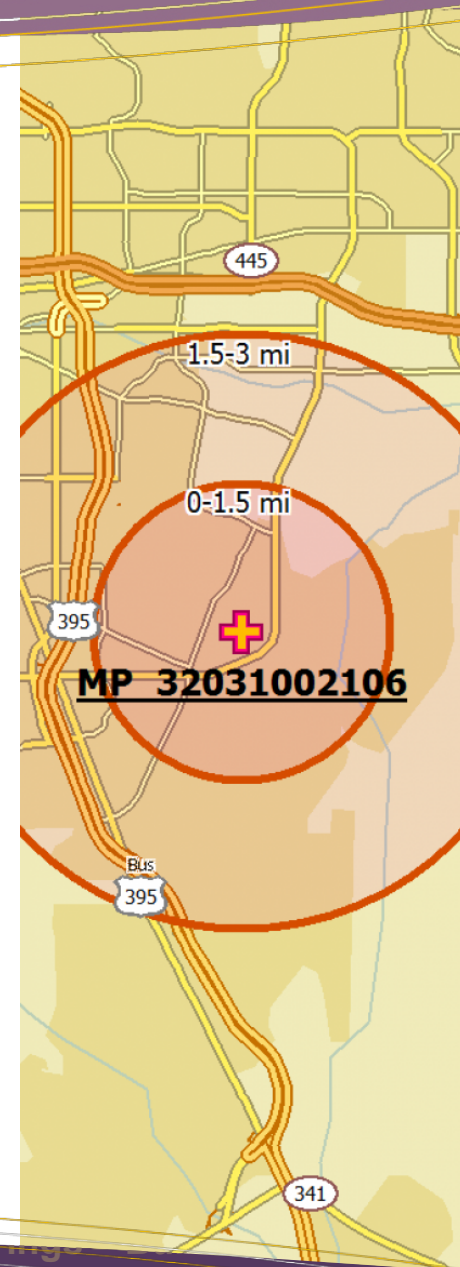
Potential Cultural Bridges

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	75%	73%	77%
Use Comp. for Internet/E-mail	59%	58%	62%
Internet Use: E-Mail	50%	50%	52%
Use Comp. for Word Processing	38%	40%	42%
Use Comp. for Comp. Games	36%	37%	38%
Use Comp. for Shopping	35%	36%	38%
Use Comp. for Education	33%	32%	33%
Use Comp. for Banking	32%	33%	35%
Use Comp. for Digital Camera Photo Editing	30%	31%	33%
Internet Use: News/ Weather	28%	27%	29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	28%	28%	30%
Internet Use: Banking	27%	28%	29%
Use Comp. for News/Info./Data Service	24%	26%	27%
PC-Network-HH Has One	19%	20%	22%
Internet Use: Shopping: Gathered Info. for Shopping	14%	13%	14%
Use Comp. for Personal Financial Mngmnt	13%	14%	16%
Internet Use: Research/ Education	13%	15%	14%
Use Comp. for Accounting	12%	12%	14%
Internet Use: Shopping: Made A Purchase	12%	12%	12%
Internet Use: Read Magazines/ Newspapers	12%	11%	12%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	67%	65%	67%
Dining Out (Not Fast Food)	56%	55%	58%
Reading Books	53%	54%	55%
Card Games	37%	37%	40%
Go To A Beach/Lake	37%	36%	37%
Cooking for Fun	36%	35%	36%
Board Games	30%	30%	32%
Gardening	27%	26%	29%
Going To	23%	22%	22%
Bars/Nightclubs/Dancing			
Visit Museum	21%	21%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	63%	63%	64%
Gen./Fam. Practitioner	38%	35%	38%
Dentist	28%	27%	29%
None Of These	22%	22%	22%
Eye Dr.	20%	20%	21%
Backache	19%	18%	19%
Hypertension/High Blood Pressure	17%	16%	17%
High Cholesterol	17%	16%	17%
Any Arthritis	13%	13%	14%
Overweight (30 Pounds Or More)	13%	12%	12%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	28.89%	29.11%	30.05%
Live Theater	20.54%	20.93%	22.42%
Rock/Pop Concerts Most Often	17.01%	16.15%	16.58%
Live Theater Most Often	16.77%	16.9%	18.33%
Comedy Club	10.02%	10.26%	10.53%
Dance Performance	8.8%	9.35%	9.41%
Movies: Comedy	38.36%	38.32%	38.5%
Movies: Action/Adventure	37.72%	37.18%	38.03%
Movies: Drama	20.48%	20.23%	20.8%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	19.46%	18.83%	19.82%
Movies: Fam.	18.9%	18.52%	19.39%
Movies: Mystery	16.62%	16.32%	16.37%
MLB Baseball Reg. Season	8.82%	8.69%	8.98%
NFL Football Reg. Season	7.09%	6.98%	7.29%
College Football Reg. Season	5.31%	5.9%	6.78%
NBA Basketball Reg. Season	3.87%	4.16%	4.39%
NHL Hockey Reg. Season	3.39%	3.72%	3.78%
College Basketball Reg. Season	2.75%	3.36%	4.07%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	40.17%	40.07%	41.38%
Swimming	32.69%	32.12%	33.97%
Bowling	19.88%	19.78%	20.74%
Billiards/Pool	19.6%	19.78%	19.47%
Jogging/Running	15.97%	15.66%	16.17%
Weight Training	15.79%	16.62%	17.43%
Camping Trips	15.34%	13.68%	14.37%
Using Cardio Machine	15.07%	15.2%	15.93%
Basketball	14.41%	14.82%	15.09%
Freshwater Fishing	13.58%	12.29%	13.36%
Mountain/Road Biking	12.31%	12.01%	13.44%
Golf	12.3%	12.42%	14.64%
Stationary Cycling	12.12%	12.68%	13.24%
Baseball	11.07%	12.14%	11.69%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Backpacking/Hiking	10.94%	10.53%	10.68%
Aerobics	10.08%	10.37%	10.69%
Soccer	9.25%	9.57%	8.85%
Football	9.01%	9.88%	9.7%
Yoga	8.14%	8.08%	7.95%
Volleyball	8.01%	8.12%	8.14%
Target Shooting	7.63%	7.37%	7.91%
Softball	7.15%	7.57%	7.21%
Tennis	6.95%	7.77%	8.04%
Canoeing/Kayaking	6.89%	6.7%	6.94%
Power Boating	6.62%	6.59%	7.78%
Hunting	6.62%	6.47%	6.95%
Saltwater Fishing	6.37%	6.02%	6.32%
Motorcycling	5.41%	5.59%	5.7%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Roller Skating	5.28%	5.33%	5.53%
Horseback Riding	4.91%	5.03%	5.09%
Ice Skating	4.66%	4.82%	5.42%
Snorkeling	4.64%	5.06%	5.17%
Downhill & X-Country Skiing	4.62%	4.59%	5.48%
Snowboarding	4.19%	3.65%	3.94%
Rock Climbing	4.11%	4.3%	4.27%
Martial Arts	3.95%	4.35%	4.23%
Archery	3.82%	3.8%	4.01%
Water Skiing	3.72%	4.45%	4.79%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fly Fishing	3.65%	3.47%	3.84%
Racquetball	3.63%	3.71%	3.87%
Jet Skiing	3.6%	4.27%	4.72%
Hockey	3.52%	3.68%	3.72%
Surfing & Windsurfing	3.14%	2.84%	2.99%
Skateboarding	3.08%	2.8%	2.89%
Snowmobiling	2.94%	3.22%	3.34%
Rowing	2.82%	2.88%	2.96%
Auto Racing	2.8%	3.56%	3.59%
Sailing	2.7%	3.39%	3.61%

Potential Cultural Barriers -- Introduction (part 1)

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

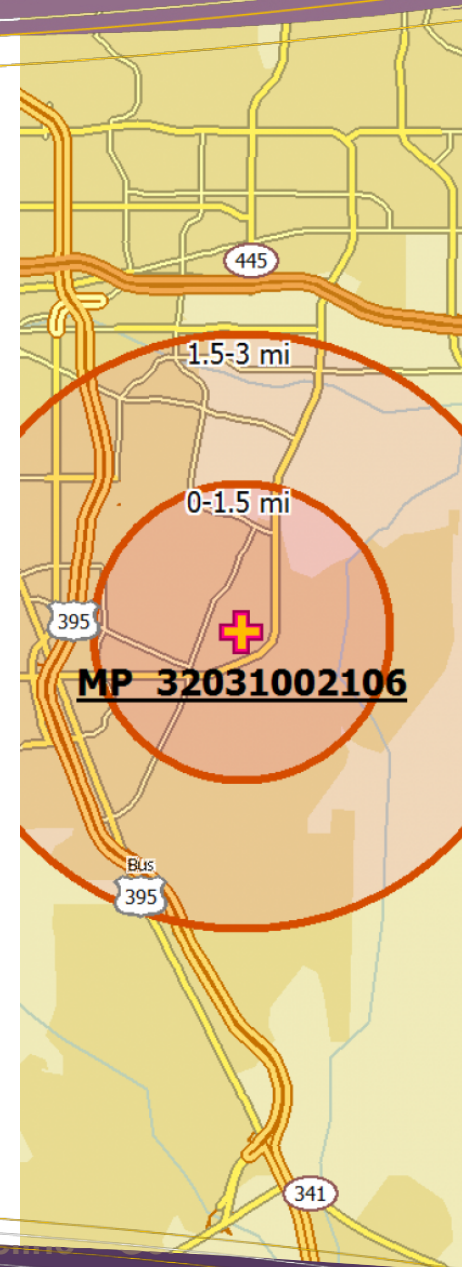
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

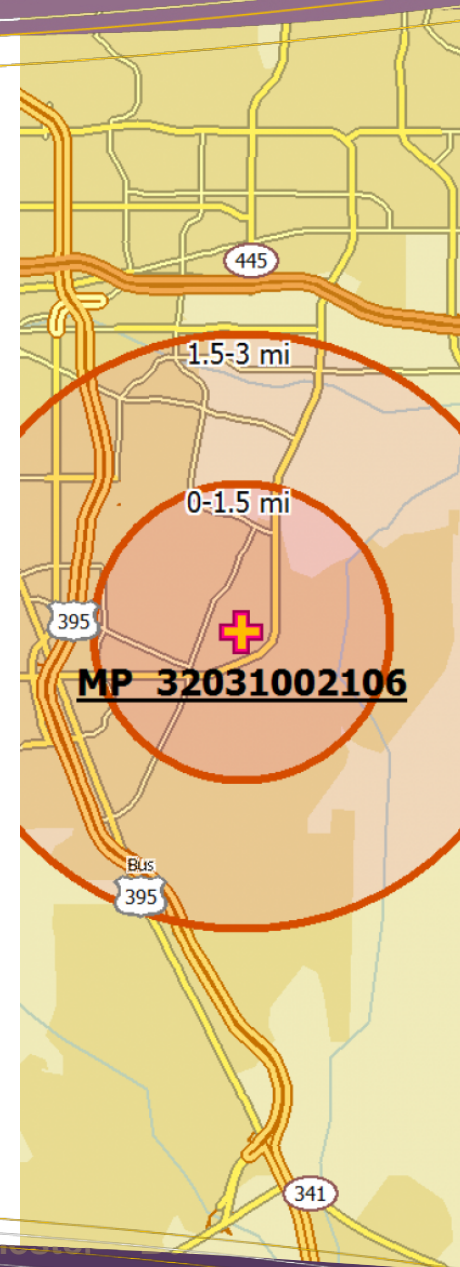
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

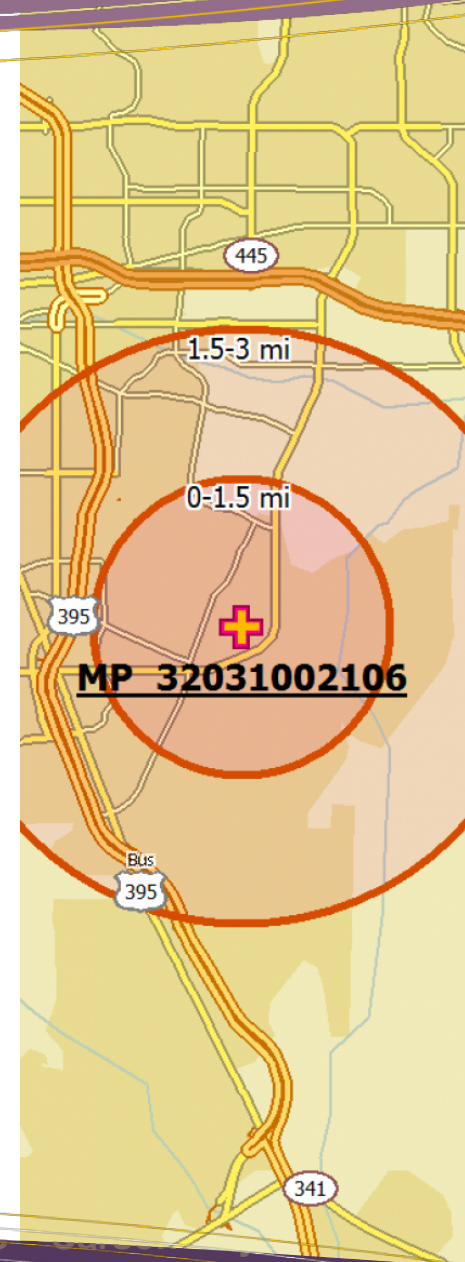
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	47%	48%
Prefer To Have Few Possessions As Possible	39%	36%	38%
Woman's Place Is In The Home	35%	33%	33%
Find It Difficult To Say No To My Kids	35%	33%	34%
Like Control Over People And Resources	34%	34%	33%
Speak My Mind Even If It Upsets People	34%	33%	34%
Don't Judge People/Way They Live Life	30%	29%	28%
Friends More Important Than My Fam.	29%	28%	29%
If Won Lottery Would Never Work Again	28%	28%	29%
Like To Do Unconventional Things	25%	25%	26%
Money Is Best Measure Of Success	25%	24%	25%
Too Much Sponsorship In Arts/Sports	24%	23%	23%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	23%	22%	21%
Marijuana Should Be Legalized	21%	21%	21%
I Am A Workaholic	19%	19%	18%
Like to Stand Out In A Crowd	18%	18%	18%
Only Work Current Job for The Money	16%	15%	15%
Happy With My Standard Of Living	16%	15%	15%
We Should Strive for Equality for All	15%	14%	14%
Rarely Sit Down to a Meal Together At Home	14%	14%	14%
Indulge My Kids With The Little Extras	11%	11%	10%
On Whole People Get What They Deserve	10%	11%	11%
I Am A Perfectionist	9%	9%	8%
More Important Do Duty Than Enjoy Life	8%	8%	7%

Potential Cultural Themes

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

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



Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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.

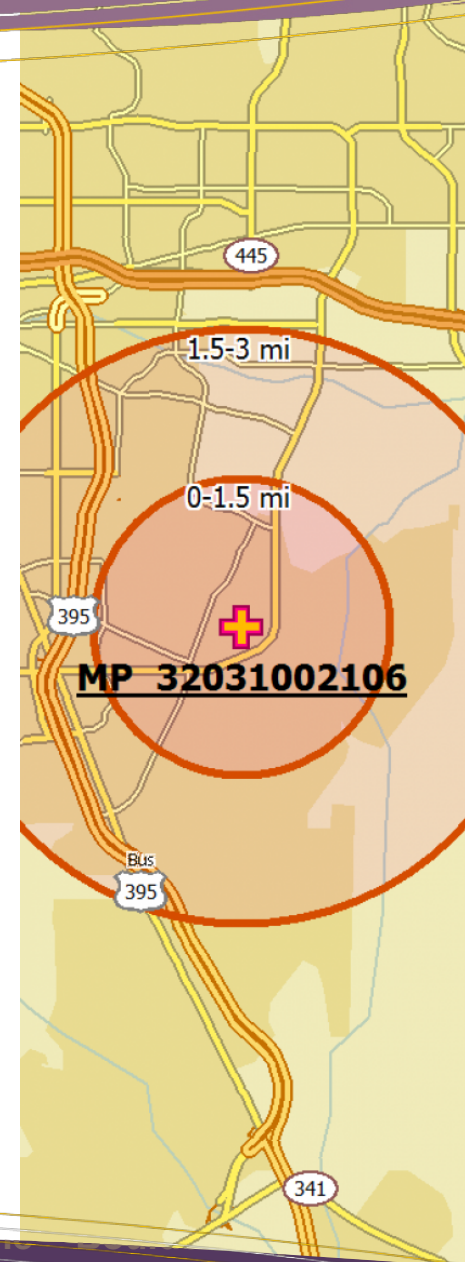
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	59%	58%	60%
You Should Seize Opportunities In Life	57%	56%	56%
Prefer To Have Few Possessions As Possible	39%	36%	38%
Like To Understand About Nature	39%	38%	38%
Important Feel Respected By My Peers	35%	34%	34%
Prefer Work Part Of Team Than Alone	31%	30%	31%
Important To Juggle Various Tasks	31%	32%	30%
Good At Fixing Things	29%	28%	28%
Like To Just Enjoy Life	26%	25%	24%
Have Keen Sense Of Adventure	26%	25%	26%
People Have To Take Me As They Find Me	24%	24%	24%
Worried About Pollution Caused By Cars	21%	21%	21%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	20%	19%	19%
Real Men Don't Cry	18%	18%	17%
Is An Important Part Of Who I Am	17%	16%	16%
Looking for New Ideas To Improve Home	17%	17%	16%
Try Not To Worry About The Future	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	12%	12%
Provide My Kids With The Little Extras	12%	11%	11%
Children Should Be Allowed To Express Themselves	7%	7%	6%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Decor Particular Interest To Me	5%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%



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.

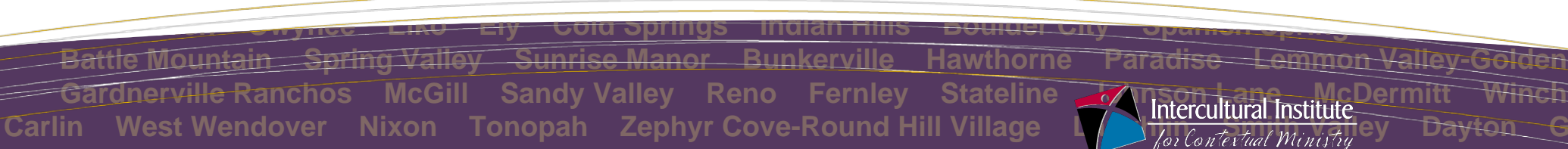


Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	83.38%	82.73%	83.29%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.05%	77.58%	79.76%
Houses-Visit Any			
McDonald's	53.43%	52.25%	53.43%
Burger King	38.78%	37.17%	36.73%
Taco Bell	28.87%	27.79%	28.44%
Subway	28.6%	27.4%	28.39%
Wendy's	27.54%	26.41%	27.82%
Applebee's	26.78%	26.42%	28.12%
Kentucky Fried Chicken (KFC)	24.27%	24.94%	24.93%
Pizza Hut	20.17%	20.55%	20.09%
Olive Garden	18.91%	18.45%	19.71%
Arby's	18.18%	18.21%	19.14%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Denny's	15.4%	14.21%	14%
Outback Steakhouse	15.34%	14.35%	15.36%
Red Lobster	15.21%	14.5%	15.12%
Domino's Pizza	14.86%	15.2%	14.7%
Dairy Queen	14.8%	14.5%	15.29%
IHOP (International House Of Pancakes)	14.59%	14.19%	14.72%
Dunkin' Donuts	13.46%	12.46%	12.25%
Chili's Grill and Bar	13.45%	13.91%	14.65%
Starbucks	12.78%	12.92%	14.01%
Jack-In-The-Box	12.65%	12.32%	11.41%
TGI Friday's	12.32%	11.9%	12.38%
Sonic	10.34%	11.43%	11.67%

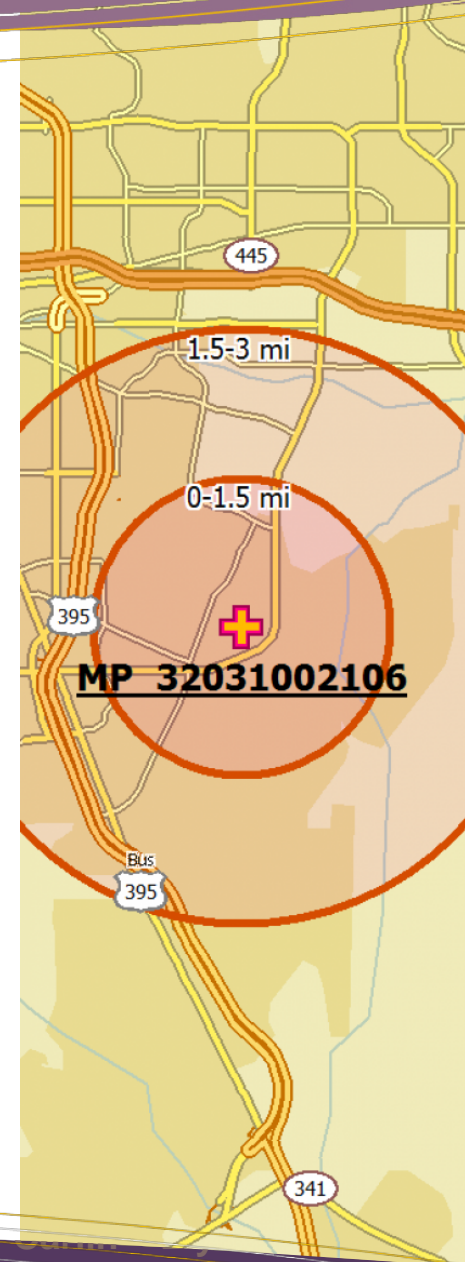


Potential Shared Projects

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-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	44.07%	43.04%	45.71%
Recycled products	36.81%	36.88%	38.29%
Worked as volunteer (non political)	16.48%	16.42%	17.69%
Engaged in fund raising	10.07%	10%	10.76%
Religious club member	6.93%	6.72%	7.17%
Wrote to editor of mag or newspaper	5.95%	5.94%	6.14%

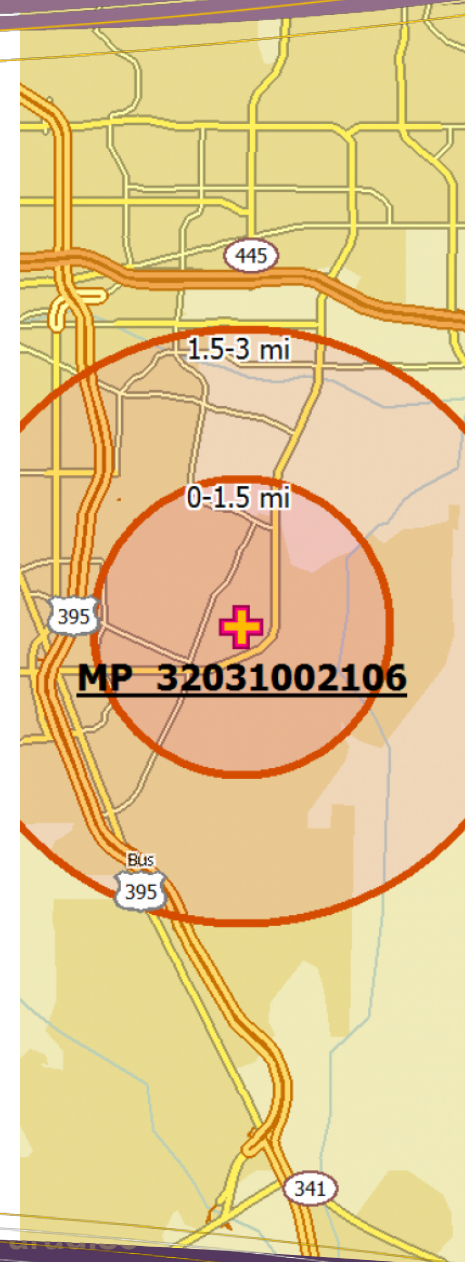
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to elected offcl about publ bus	5.91%	5.7%	6.16%
Charitable Organization	5.01%	5.09%	5.4%
Union member	4.94%	4.58%	4.84%
Took active part in local civic issue	4.86%	4.79%	5.07%
Fraternal order member	4.43%	4.29%	4.48%
Addressed a public meeting	4.2%	4.34%	4.76%



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.



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	18.29%	19%	19.44%
Children's Books	12.98%	12.91%	13.48%
Mystery	12.52%	12.53%	13.07%
Cookbooks	11.15%	10.95%	11.09%
History	7.84%	8.28%	8.32%
Religious (not Bibles)	7.82%	7.97%	8.21%
Biography	7.57%	7.64%	7.8%
Personal/Business	7.29%	7.25%	7.57%
Self-help			
Romance	6.24%	6.36%	6.69%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	66.41%	64.97%	67.49%
Distributed			
Gen. Editorial	45.98%	46.08%	46.8%
Womens	41.15%	41.19%	41.8%
Service	33.06%	32.86%	34.75%
Mens	20.57%	20.48%	20.07%
Business/Finance	17.83%	18.13%	19.32%
Sports	16.12%	16.25%	16.74%
Automotive	14.27%	13.52%	13.47%
Parenthood	13.67%	13.44%	13.74%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	52.83%	52.76%	54.67%
Sport	30.98%	30.8%	31.96%
Classified	30.69%	30.6%	30.76%
Business/Finance	28.7%	28.46%	30.3%
Editorial Page	27.17%	27.05%	28.67%
Comics	26.74%	26.23%	26.96%
Movie Listings & Reviews	26.32%	26.15%	26.79%
Food/Cooking	24%	23.74%	24.89%
TV/Radio Listings	22.3%	21.76%	22.73%
Home/Gardening	19.45%	19.13%	20.59%
Travel	18.69%	19.15%	20.41%
Science/Technology	17.12%	17.11%	18.08%
Fashion	13.69%	13.2%	13.77%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	21.94%	21.55%	20.54%
Adult Contemporary	19.07%	18.5%	19.23%
Country	15.89%	15.9%	17.18%
Rock	13.28%	12.33%	12.86%
Urban Contemporary	13%	13.12%	11.9%
News/Talk	12.79%	12.53%	13.71%
Oldies	12.52%	11.64%	11.89%
Alternative	11.73%	11.71%	11.85%
Variety	10.83%	10.72%	9.89%
Classic Rock	10.56%	10.62%	11.16%
Hispanic	8.71%	8.75%	6.97%
Soft Contemporary	6.79%	6.39%	6.98%
Religious	6.41%	6.11%	6.26%
All News	6.16%	5.8%	6.36%
All Talk	4.8%	4.76%	4.91%
Jazz	4.58%	4.42%	4.64%
Sports	4.53%	4.26%	4.77%
Classic Hits	4.27%	4.09%	4.31%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	60.9%	61.86%	63.13%
Soapnet	51.2%	51.46%	51.35%
Satellite Dish	50.11%	48.23%	51.27%
Other Video-On-Demand	41.53%	38.14%	39.53%
Sci-Fi Channel	35.57%	36.02%	36.32%
Comedy Central	33.35%	33.37%	35.27%
MSNBC	33.18%	32.48%	33.2%
Adult Pay Per View TV	30.44%	26.97%	29.49%
TV Info From Sunday TV Magazine	28.8%	29.02%	29.12%
ABC Fam.	28.34%	28.82%	28.95%
Nickelodeon	27.63%	27.07%	27.43%
Subscribe Digital Cable	26.52%	25.58%	26.2%

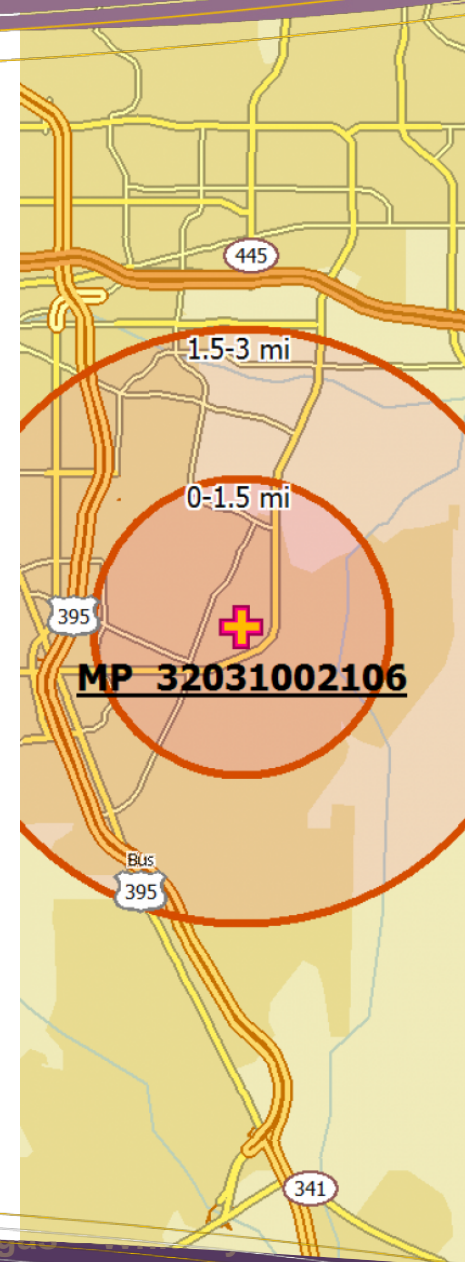
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Swim	26.52%	25.27%	27%
Nick At Nite	25.38%	24.89%	25.4%
TCM (Turner Classic Movies)	24.83%	24.76%	25.45%
BET (Black Entertainment TV)	24.77%	23.95%	25.22%
TV Info From Newspapers	24.51%	24.27%	24.97%
Hallmark Channel	24.38%	23.7%	25.1%
USA Network	23.72%	23.13%	23.96%
ESPN Classic	23.69%	23.61%	24.7%
ESPN2	23.33%	22.77%	23.85%
The Golf Channel	22.82%	22.1%	23.98%
TV Info From Monthly Cable Guide	22.69%	22.61%	22.98%
Video-On-Demand Movies	22.09%	21.41%	22.33%

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.



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	20.49%	21.03%	21.78%
Medium Users (4-6)	11.97%	11.69%	11.94%
Light Users (1-3)	20.79%	20.85%	21.03%
Quintiles (20%)			
Newspaper I (Heavy)	2.59%	2.38%	1.98%
Newspaper II	1.83%	1.73%	1.5%
Newspaper III	1.41%	1.62%	1.98%
Newspaper IV	0.46%	0.47%	0.55%
Newspaper V (Light)	0.93%	1.2%	1.14%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.76%	19.96%	19.89%
Magazines II	9.62%	9.6%	9.04%
Magazines III	10.1%	10.18%	10.23%
Magazines IV	11.69%	11.72%	11.7%
Magazines V (Light)	0.87%	0.76%	0.66%
Outdoor I (Heavy)	10.46%	9.49%	8.62%
Outdoor II	3.54%	3.52%	3.21%
Outdoor III	4.1%	4.01%	3.79%
Outdoor IV	17.45%	16.32%	15.51%
Outdoor V (Light)	22.87%	21.83%	22.58%
Yellow Pages I (Heavy)	15.58%	14.97%	14.32%
Yellow Pages II	8.05%	7.49%	6.95%
Yellow Pages III	7.29%	6.57%	6.16%
Yellow Pages IV	23.07%	22.89%	21.6%
Yellow Pages V (Light)	4.5%	4.17%	3.8%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.92%	2.76%	3.11%
Drive Time III (Medium)	0.54%	0.72%	0.64%
Radio IV & V (Light)	2.83%	2.63%	2.63%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.63%	10.35%	9.92%
Radio III (Medium)	5.22%	4.86%	5.01%
Radio IV & V (Light)	3.72%	3.63%	3.5%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.68%	14.37%	14.59%
Cable III (Medium)	4.48%	4.3%	4.36%
Cable IV & V (Light)	33.86%	32.92%	32.47%

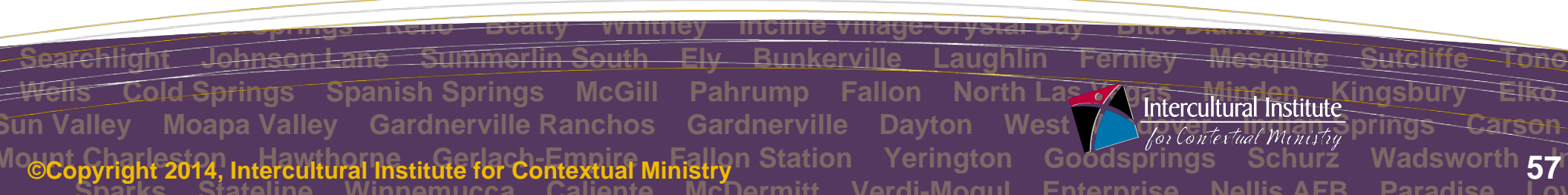
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.75%	3.8%	3.66%
Prime Time III (Medium)	1.66%	1.96%	2.11%
Prime Time IV & V (Light)	9.58%	10.43%	9.64%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.17%	37.31%	37.91%
Fringe III (Medium)	52.13%	50.59%	50.51%
Fringe IV (Light)	53.84%	52.84%	52.46%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.02%	13.41%	12.94%
All Day III (Medium)	25.08%	23.07%	22.8%
All Day IV (Light)	14.95%	14.49%	14.1%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.86%	11.27%	11.4%
6:00am - 10:00am	16.24%	17.65%	18.1%
10:00am - 3:00pm	7.01%	7.4%	7.58%
3:00pm - 7:00pm	15.63%	15.71%	14.98%
7:00pm - Midnight	14.7%	13.46%	13.58%
Midnight - 6:00am	6.38%	6.63%	6.35%
Weekend Radio			
Listeners			
Dayparts [summary]	16.11%	15.36%	15.12%
6:00am - 10:00am	4.75%	4.74%	4.67%
10:00am-3:00pm	6.2%	6.64%	6.96%
3:00pm - 7:00pm	7.05%	6.71%	6.77%
7:00pm - Midnight	9.27%	8.99%	9.22%
Midnight - 6:00am	11.29%	11.82%	11.76%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.99%	8.04%	8.78%
Saturday:	8.75%	8.11%	8.08%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.94%	8.83%	9.76%
9:00am-1:00pm	25.38%	24.89%	25.4%
9:00am-4:00pm	29.61%	28.64%	29.13%
4:00pm-7:00pm	29.98%	29.9%	30.4%
11:00pm-1:00am	40.69%	40.02%	40.85%
AVG Prime time	3.05%	3.36%	3.13%
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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	19.63%	19.76%	19.15%
7-9am	23.33%	22.77%	23.85%
9am-12noon	20.63%	20.45%	20.93%
12noon-4pm	8.98%	8.19%	8.2%
4-6pm	47.93%	46.64%	48.75%
6-7pm	18.62%	17.92%	18.64%
7-7:30pm	2.78%	2.16%	2.03%
7:30-8pm	10.4%	10.27%	10.27%
8-11pm	7.99%	8.04%	8.78%
11pm-12am	33.18%	32.48%	33.2%
11pm-1am	40.69%	40.02%	40.85%
1-6am	35.42%	35.42%	35.61%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	19.49%	18.82%	19.18%
Sat: 10am-1pm	7.31%	7.74%	7.73%
Sat: 1-4pm	24.6%	24.01%	24.16%
Sat: 4-6pm	6.58%	6.13%	6.61%
Sat: 6-7pm	2.21%	2.07%	2.09%
Sat: 7-8pm	1.63%	1.43%	1.44%
Sat: 8-11pm	8.75%	8.11%	8.08%
Sat: 11pm-1am	5.38%	5.06%	4.94%
Sat: 1am-7pm	23.72%	23.13%	23.96%
Sun: 7-10am	2.91%	2.44%	2.5%
Sun: 10am-1pm	6.09%	5.62%	6.22%
Sun: 1-4pm	6.05%	6.26%	6.3%
Sun: 4-7pm	12.01%	11.65%	12.8%
Sun: 7-11pm	8.94%	8.83%	9.76%
Sun: 11pm-1am	4.67%	4.31%	4.67%
Sun: 1-7am	20.06%	19.69%	20.81%



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.



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 this 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?

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*

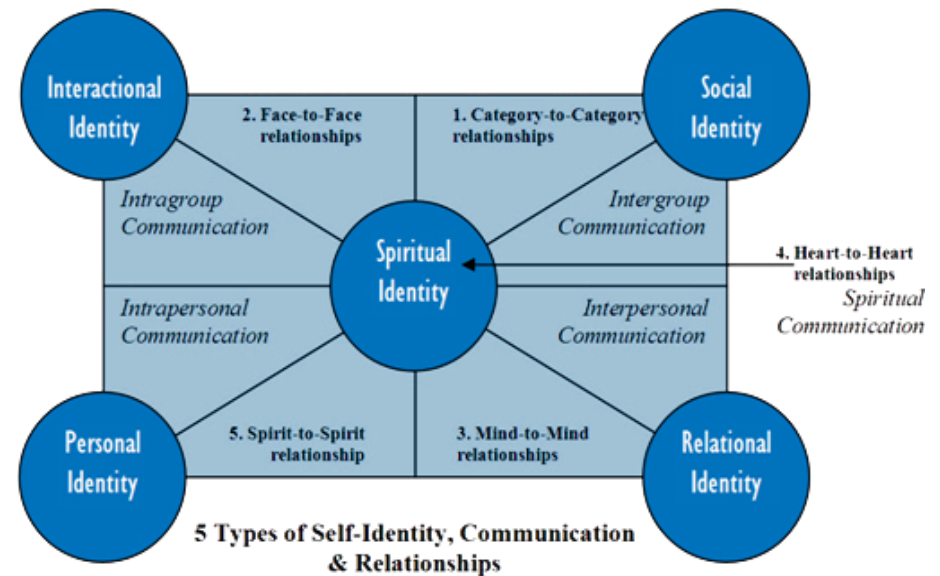


Establishing Redemptive Relationships

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.

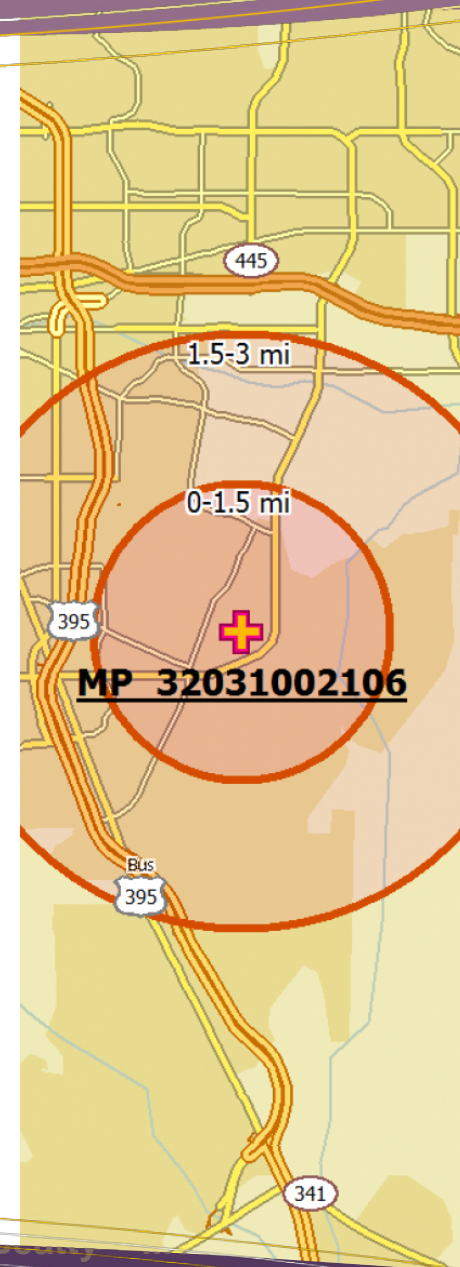


Your MissionSite and the Missional Suite

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 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.

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

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



Notes and Sources

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





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

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