# MissionSite top unreached locations

Blue Diamond Nixon Goodsprings Whitney Gardnervill Elko Sparks Lovelock Spanish Springs Cold Springs

CENSUS TRACT: 32031002603 REGION: Western ASSOCIATION: Sierra Baptist Association COUNTY: Washoe Intercultural Institute for Contextual Ministry Contextual Ministry Convention

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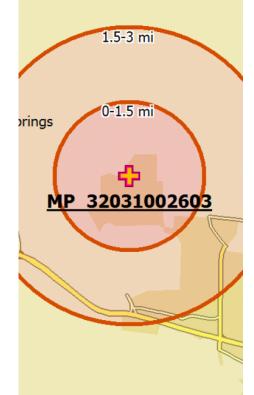
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#### Site Location Summary

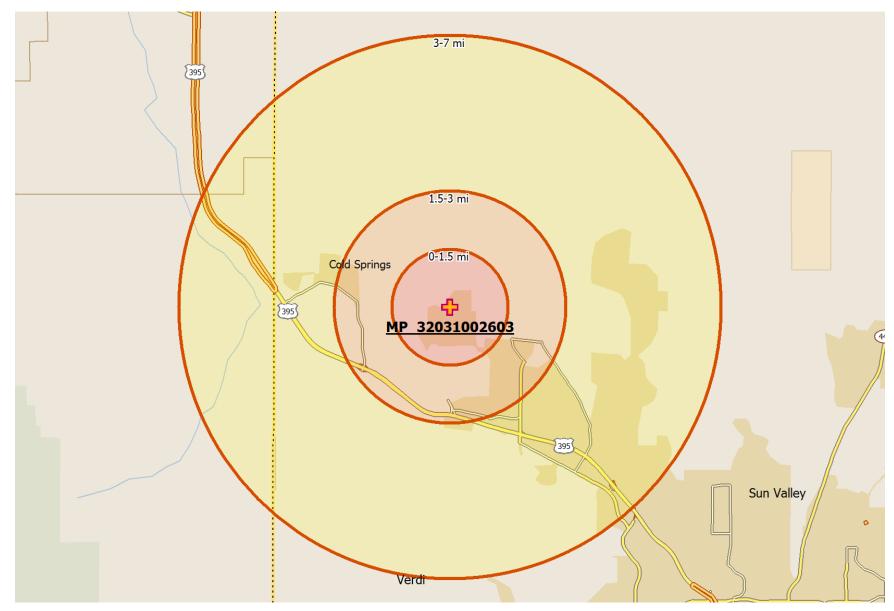
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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                   | 89508 | Washoe                             |
| 5 | Sitescape Category        | 3     | Suburbscape                        |
| 6 | Sitescape Group           | 3.2   | Medium Suburbs                     |
| 7 | Sitescape Subgroup        | 3.21  | Medium suburbs nearby a large town |
| 8 | Sitescape Density Pattern | 13    | 50000-50000-100000                 |
|   |                           |       |                                    |



ing Valley Winnemucca Johnson Lane Whitney Nellis AFB Sun Valley Carlin Winchester Smith Valley Hoopa Valley Ely Blue Diamond Beatty Carson City Lovelock Mesquite Intercultural Institute Carlach-Empire Bar Summerlin South Elko Zephyr Cove-Round Hill Village Bunkerville Way Covertual Ministry McDermitt Reno North Lag

#### Site Location Summary - Map of the Site Location



Cold Springs Sparks Goodsprings Silver Springs Indian Hills Incline Village-Crystal Bay Tonopah Smith Va Dayton Sunrise Manor Moapa Town Caliente Pahrump Elko Lemma Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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                         |     | EXPLANATION   |
|---|---------------------------------------|-----|---|
|   |                                       | E   |   |
| 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<br>Continuum            | 2   | County in metro area of 250,000 to 1 million population   |
| 4 | NCHS Rural Urban<br>Codes             | 3   | Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population   |
| 5 | NCES Urban<br>Centric Locale<br>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<br>Index             | 100 | Metropolitan core commuting: No additional code   |
| 7 | ERS RUCA<br>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   |

Spring Valley McGill Spring Creek Johnson Lane Wadsworth Kingsbury Lovelock Wells Rene Gardner Entroca Searchlight Las Vegas Dayton Nixon Henderson Stateline Sure Intercultural Institute Schurz Owyhee Tonopah Cold Springs Whitney Winchester Moapa Van Intercultural Institute Contextual Ministry Moapa Town Indian Springs Zephyr Cove-Round Hill V5 Copyright 2014, Intercultural Institute for Contextual Ministry Moapa Town Indian Springs Zephyr Cove-Round Hill V5

#### 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                | 1,307       | 13,688      | 27,019    |
| 2010 Households                | 490         | 4,366       | 9,659     |
| 2010 Group Quarters Population | 0           | 544         | 19        |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 26        | 27        | 39         |
| Language Diversity National Index     | 62        | 56        | 64         |
| Foreign Born Diversity National Index | 29        | 26        | 30         |
| Ancestry Diversity National Index     | 74        | 81        | 71         |
| Racial Diversity National Index       | 45        | 41        | 54         |

p Wadsworth Cold Springs Battle Mountain Gerlach-Empire Enterprise Paradise Winchester Gardnerville West Wendover Silver Springs Carson City Bunkerville Yerington Intercultural Institute allon Station Laughlin Moapa Town McGill McDermitt Sutcliffe Calienter for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 | 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      |

Searchlight Owyhee Wells Incline Village Crystal Bay Lemmon Valley-Golden Valley Whitney Carson City enderson Spanish Springs Zephyr Cove-Round Hill Village Winchester Surf Intercultural Institute Las Vegas Summerlin South West Wendover North Las Vegas Bould for Contextual Ministry Corpyright 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 0-1.5 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        | 438   | 89.39%  |
| Mainstay Communities | Established, Diverse Households        | 34    | 6.94%   |
| Working Communities  | Blue-collar, Working Families          | 0     | 0%      |
| Country Communities  | Rural, Agri. & Mining Families         | 18    | 3.67%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 0     | 0%      |
| Urban Communities    | High Density, Inner-city Neighborhoods | 0     | 0%      |

McGill Kingsbury Caliente Tonopah Enterprise Cold Springs Wadsworth Spring Creek North Las V Gerlach-Empire Sparks Sutcliffe Johnson Lane Gardnerville Indian Hur Intercultural Institute Winnemucca Gardnerville Ranchos Paradise Ely Goodsprings Smit Gov Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bunkervill8

# 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.

Moapa Town Hawthorne Zephyr Cove-Round Hill Village Wadsworth Pahrump McGill Sutcliffe Las Vegas en ucca Johnson Lane McDermitt Dayton Kingsbury Yerington Verdi-Mer Intercultural Institute Mount Charleston Sparks Fernley Indian Springs Wells Minden Whi Recopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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?

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# 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 | 331             | 0.29%   |
| Unreached %                         | 69.91%  | 67.54%          | 96.61   |
| Religious But NOT Evangelical HH    | 24,973  | 78              | 0.31%   |
| Religious But NOT Evangelical %     | 15.5%   | 15.84%          | 102.21  |
| Spiritual But NOT Relig or Evang HH | 18,641  | 52              | 0.28%   |
| Spiritual But NOT Relig or Evang %  | 11.57%  | 10.69%          | 92.4    |
| Not Evangelical, Not Interested HH  | 69,035  | 201             | 0.29%   |
| Not Evangelical, Not Interested %   | 42.85%  | 41%             | 95.69   |



Ump Elko Spanish Springs Summerlin South Winnemucca Reno Sparks Sunrise Manor Stateline Mesque Whitney Minden Fernley Nixon McGill Cold Springs North Las Vegas Thian Springs West Wendover Dayton Moapa Valley Gerlach-Empire Sun Valley Las Vegas Enterprise To Contestual Institute Copyright 2014, Intercultural Institute for Contextual Ministry 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 | PERCENT |
|---------------------------------|--------|--------|---------|
|                                 |        | RING   | &INDEX  |
| Num of NVBC Churches            | 0      | 0      | 0%      |
| Active NVBC Attenders           | 0      | 0      | 0%      |
| Active Evangelical Households   | 6,080  | 189    | 3.11%   |
| Active Evangelical Percent      | 3.77%  | 3.90%  | 103.26  |
| Inactive Evangelical Households | 42,406 | 1,320  | 3.11%   |
| Inactive Evangelical Percent    | 26.32% | 27.18% | 103.26  |
| # New Churches Needed           | 81     | 2      | 3.01%   |





# 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.

Coodsprings Reno Spring Creek Lemmon Valley-Golden Valley Carson City Verdi-Mogul Minden Was Sparks Moapa Town Fernley Mount Charleston Beatty Gardnerville Intercultural Institute Owyhee Spring Valley Gardnerville Ranchos Moapa Valley Cold Spring Tonopah Battle Mountain 13 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Residential Non-Apt.

Business

Residential Apt.

100,000

50,000

Residential

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 0-1.5 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                         | DEMOSCAPE       | COUNTY                     | BAND | % OF (                   |
|-----------------|---------|----------------------|---------------------------------|-----------------|----------------------------|------|--------------------------|
| 1990 Population | 254,672 | 1,295                | 0.51%                           | 1990 Households | 102,298                    | 424  | 0.41%                    |
| 2000 Population | 339,486 | 1,385                | 0.41%                           | 2000 Households | 132,084                    | 517  | 0.39%                    |
| 2010 Population | 419,061 | 1,307                | 0.31%                           | 2010 Households | 161,121                    | 490  | 0.3%                     |
|                 |         |                      |                                 |                 |                            |      |                          |
|                 |         | _                    |                                 |                 |                            |      |                          |
| 🗖 0-1 5mi Ba    |         |                      | in this Mission                 | ountv           | Location Ty                | /pe  | 0-1.5mi Ba               |
| 🔲 0-1.5mi Ba    |         | on Types<br>Bmi Band | in this Mission<br>I 3-7mi Band | ounty           | Location Ty<br>Residential | /ре  | <b>0-1.5mi Ba</b><br>534 |
| 0-1.5mi Ba      |         |                      |                                 | ounty           |                            |      |                          |
|                 |         |                      |                                 | ounty           | Residential                | Apt. | 534<br>2                 |

Moapa Town Lovelock Owv **Contextual Ministry** North

USPS Residential

Seasonal

USPS Business

0

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551

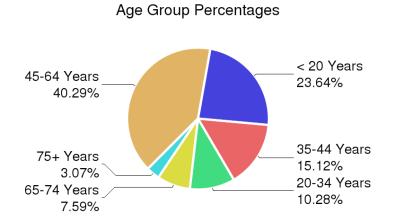
Seasonal

**USPS** Residential

**USPS** Business

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.

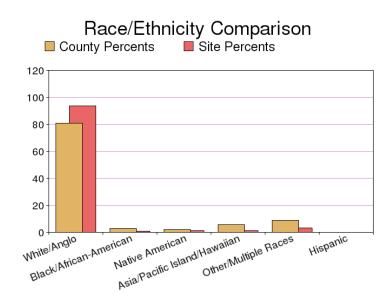


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 5.99%  | 3.6%   | 60.1   |
| 4-5 Years           | 2.82%  | 1.91%  | 67.73  |
| 6-8 Years           | 4.14%  | 3.29%  | 79.47  |
| 9-11 Years          | 3.96%  | 3.9%   | 98.48  |
| 12-13 Years         | 2.56%  | 3.06%  | 119.53 |
| 14-17 Years         | 5.08%  | 5.2%   | 102.36 |
| 18-19 Years         | 2.51%  | 2.6%   | 103.59 |
| 0-5 Years           | 8.81%  | 5.51%  | 62.54  |
| 6-12 Years          | 9.38%  | 8.65%  | 92.22  |
| 13-19 Years         | 8.86%  | 9.41%  | 106.21 |
| < 20 Years          | 27.05% | 23.57% | 87.13  |
| 20-34 Years         | 20.9%  | 10.25% | 49.04  |
| 35-44 Years         | 12.77% | 15.07% | 118.01 |
| 45-64 Years         | 26.21% | 40.17% | 153.26 |
| 65-74 Years         | 7.48%  | 7.57%  | 101.2  |
| 75+ Years           | 5.59%  | 3.06%  | 54.74  |
| Median Age          | 37     | 44     | 120.82 |
| Median Age (Male)   | 36     | 47     | 129.4  |
| Median Age (Female) | 37     | 41     | 110.24 |

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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%  | 93.42% | 115.76 |
| Black, African-American       | 2.89%  | 0.77%  | 26.48  |
| Native American               | 1.93%  | 1.15%  | 59.34  |
| Asian                         | 5.27%  | 1.15%  | 21.77  |
| Pacific Island, Hawaiian      | 0.49%  | 0.23%  | 47.31  |
| Other/Multiple Races          | 8.72%  | 3.29%  | 37.74  |
| Hispanic                      | 0%     | 8.88%  | 0      |
|                               |        |        |        |
| Education of Adults (25 yrs+) |        |        |        |

| Total Adults over age 25 years. | 277,717 | 958    |        |
|---------------------------------|---------|--------|--------|
| Less than 9th Grade             | 5.17%   | 1.98%  | 260.88 |
| No High School Diploma          | 8.85%   | 4.18%  | 211.95 |
| High School Graduate            | 25.32%  | 25.26% | 100.25 |
| Some College, no degree         | 25.72%  | 32.15% | 80     |
| Associate Degree                | 7.39%   | 5.85%  | 126.38 |
| College Degree                  | 17.71%  | 22.03% | 80.4   |
| Graduate/Prof. degree           | 9.84%   | 8.56%  | 114.91 |
|                                 |         |        |        |

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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              | COUNTY | BAND   | INDEX  |
|-----------------------------|--------|--------|--------|
| ESTIMATES                   |        |        |        |
| Household Income            |        |        |        |
| < \$10,000                  | 5.4%   | 2.65%  | 51.55  |
| \$10,000 to \$19,999        | 8.27%  | 0%     | 0      |
| \$20,000 to \$29,999        | 8.91%  | 8.16%  | 91.59  |
| \$30,000 to \$49,999        | 19.36% | 13.47% | 69.58  |
| \$50,000 to \$59,999        | 9.78%  | 11.02% | 112.64 |
| \$60,000 to \$69,999        | 8.19%  | 15.71% | 191.77 |
| \$70,000 to \$79,999        | 7.48%  | 14.49% | 193.6  |
| \$80,000 to \$89,999        | 6.13%  | 11.84% | 193.25 |
| \$90,000 to \$99,999        | 4.25%  | 6.94%  | 163.23 |
| \$100,000 to \$124,999      | 9.85%  | 14.49% | 147.04 |
| \$125,000 to \$149,999      | 4.96%  | 0%     | 0      |
| \$150,000 to \$199,999      | 4.17%  | 0%     | 0      |
| \$200,000 to \$249,999      | 1.26%  | 0%     | 0      |
| \$250,000 or more           | 1.98%  | 1.22%  | 61.89  |
| Median Household            | 58,198 | 69,237 | 118.97 |
| Average Household           | 78,052 | 81,002 | 103.78 |
| Per Capita Household        | 30,654 | 30,368 | 99.07  |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 71,067 | 77,479 | 109.02 |
| Average Family Income       | 93,635 | 92,767 | 99.07  |
| Median Non-Family Income    | 40,796 | 47,375 | 116.13 |
| Average Non-Family Income   | 53,078 | 49,219 | 92.73  |

Tenopah Wells Paradise Gerlach-Empire Incline Village-Crystal Bay Stateline Fallon Fernley Wads Cal-Nev-Ari Goodsprings Cold Springs Carlin McDermitt North Las Ver Intercultural Institute Las Vegas Ely Enterprise Searchlight Elko Dayton Boulder City Spring Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 0-1.5 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                 | COUNTY  | BAND   |         |
|--------------------------------|---------|--------|---------|
| ESTIMATES                      |         |        |         |
| Family Households              |         |        | Index   |
| % Family Households            | 61.58%  | 75.71% | 122.96  |
| Families with Children         | 31.56%  | 31.22% | 98.93   |
| Families without Children      | 30.02%  | 44.49% | 148.21  |
| Non-Family Households          |         |        |         |
| % Non-Family Households        | 38.42%  | 24.29% | 63.21   |
| Non-Families with Children     | 0.33    | 0.2    | 62.51   |
| Non-Families without Children  | 38.1    | 24.08  | 63.21   |
| Housing Units                  |         |        | Index   |
| Total Housing Units            | 182,362 | 528    |         |
| Vacant percent                 | 11.65%  | 7.01%  | 60.16   |
| Owned percent                  | 53.42%  | 85.23% | 159.54% |
| Rented Percent                 | 34.93%  | 7.58%  | 21.69   |
| Households by Size             |         |        | Index   |
| Avg household size             | 2.57    | 2.67   | 103.89  |
| Avg family hh size             | 3.35    | 3.15   | 94.03   |
| Avg non-family hh size         | 1.32    | 1.17   | 88.64   |
| Households By Count of Persons |         |        | Percent |
| One                            | 48,744  | 88     | 0.18%   |
| Тwo                            | 46,584  | 182    | 0.39%   |
| Three or Four                  | 46,519  | 174    | 0.37%   |
| Five+                          | 19,274  | 47     | 0.24%   |

rdnerville Wells Lemmon Valley Golden Valley Smith Valley West Wendover Fernley Stateline Sparks Ha Verdi-Mogul Gardnerville Ranchos Tonopah Indian Springs Reno Blue Intercultural Institute Ely Minden Springs Fallon Station Moapa Valley Pahrump Sutcliffe Spring Valley Modernitt Elko Spanish Spring 18 Copyright 2014, Intercultural Institute for Contextual Ministry Lovelock Whitney McDermitt Elko Spanish Spring 18

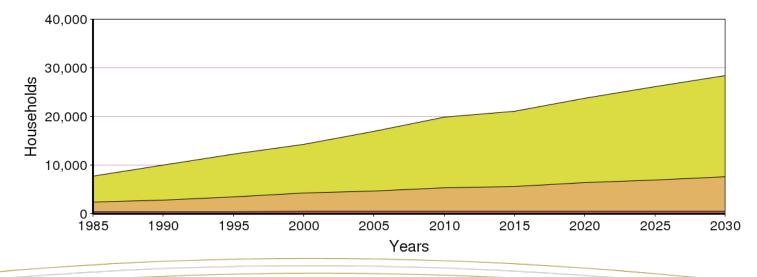
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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 | 1,295 | 0.51%   |
| 2000 Population | 339,486 | 1,385 | 0.41%   |
| 2010 Population | 419,061 | 1,307 | 0.31%   |
| 2015 Population | 440,263 | 1,266 | 0.29%   |

Household Change from 1985 to 2030

📕 0-1.5mi Ring 👘 🔲 0-3mi Ring

🗖 0-7mi Ring

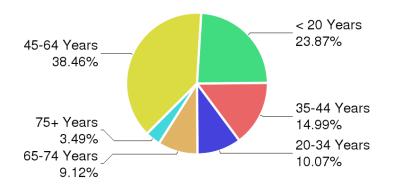


Owyhee North Las Vegas Spring Valley Carson City Smith Valley Wells Reno Indian Hills Indian Spring Valley Carson City Smith Valley Wells Reno Indian Hills Indian Spring Valley State Valley Sparks McDermitt Elko Schurz Henderson Paradise Sunrice Intercultural Institute Sandy Valley Fallon Carlin Lovelock Mesquite Gardnerville Moapa Confectual Ministry Netlis AFB L Confectual Ministry Spring 2014, Intercultural Institute for Confectual Ministry Beatty Searchlight Stateline Gerlach-Empire Silver Spring

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.

Projected Age Group Percentages

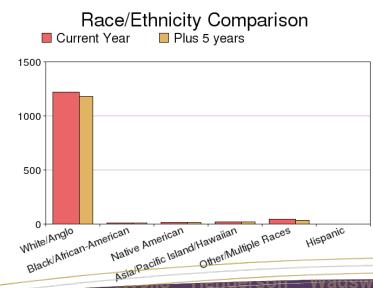


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 3.6%    | 3.71%        | 103.06 |
| 4-5 Years             | 1.91%   | 1.97%        | 103.14 |
| 6-8 Years             | 3.29%   | 3.24%        | 98.48  |
| 9-11 Years            | 3.9%    | 4.03%        | 103.33 |
| 12-13 Years           | 3.06%   | 3%           | 98.04  |
| 14-17 Years           | 5.2%    | 5.21%        | 100.19 |
| 18-19 Years           | 2.6%    | 2.61%        | 100.38 |
| 0-5 Years             | 5.51%   | 5.69%        | 103.27 |
| 6-12 Years            | 8.65%   | 8.69%        | 100.46 |
| 13-19 Years           | 9.41%   | 9.4%         | 99.89  |
| < 20 Years            | 23.57%  | 23.78%       | 100.89 |
| 20-34 Years           | 10.25%  | 10.03%       | 97.85  |
| 35-44 Years           | 15.07%  | 14.93%       | 99.07  |
| 45-64 Years           | 40.17%  | 38.31%       | 95.37  |
| 65-74 Years           | 7.57%   | 9.08%        | 119.95 |
| 75+ Years             | 3.06%   | 3.48%        | 113.73 |
| Median Age            | 37      | 44           | 120.93 |
| Median Age (Male)     | 36      | 47           | 129.74 |
| Median Age (Female)   | 37      | 42           | 112.76 |

rth Spanish Springs Bitte Diamond Sandy Valley Summerlin South Paradise Silver Springs Owyhee Ber uite Ely Indian Springs Hawthorne Reno Johnson Lane Winnemucca Intercultural Institute Kingsbury Laughlin Smith Valley Goodsprings Mount Charleston Spring Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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                    | 93.42%  | 93.13%     | 99.69  |
| Black, African-American         | 0.77%   | 0.95%      | 123.89 |
| Native American                 | 1.15%   | 1.26%      | 110.12 |
| Asian                           | 1.15%   | 1.58%      | 137.65 |
| Pacific Island, Hawaiian        | 0.23%   | 0.16%      | 68.83  |
| Other/Multiple Races            | 3.29%   | 2.92%      | 88.83  |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 958     | 927        |        |
| Less than 9th Grade             | 1.98%   | 2.16%      | 108.78 |
| No High School Diploma          | 4.18%   | 3.99%      | 95.59  |
| High School Graduate            | 25.26%  | 25.35%     | 100.35 |
| Some College, no degree         | 32.15%  | 30.31%     | 94.28  |
| Associate Degree                | 5.85%   | 6.26%      | 107.03 |

22.03%

8.56%

22.76%

9.17%

103.34

107.13

Village-Crystal Bay Ely Kingsbury Searchlight Moapa Town Gardnerville Spring Valley Gerlach-Empire Mesquite Indian Hills Enterprise North Las Vegas Goodsprings Spring Intercultural Institute Indian Springs Gardnerville Ranchos Bunkerville Boulder City Whitn For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Battle Mountain Babruran Babruran Forder Contextual Ministry

**College Degree** 

Graduate/Prof. degree

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                  | 2.65%   | 2.55%        | 96.24  |
| \$10,000 to \$19,999        | 0%      | 0%           | 0      |
| \$20,000 to \$29,999        | 8.16%   | 7.02%        | 86.01  |
| \$30,000 to \$49,999        | 13.47%  | 13.19%       | 97.94  |
| \$50,000 to \$59,999        | 11.02%  | 11.06%       | 100.39 |
| \$60,000 to \$69,999        | 15.71%  | 14.68%       | 93.42  |
| \$70,000 to \$79,999        | 14.49%  | 14.47%       | 102.79 |
| \$80,000 to \$89,999        | 11.84%  | 12.13%       | 106.05 |
| \$90,000 to \$99,999        | 6.94%   | 7.23%        | 104.26 |
| \$100,000 to \$249,999      | 14.49%  | 16.6%        | 114.53 |
| \$125,000 to \$149,999      | 0%      | 0%           | 0      |
| \$150,000 to \$199,999      | 0%      | 0%           | 0      |
| \$200,000 to \$249,999      | 0%      | 0%           | 0      |
| \$250,000 or more           | 1.22%   | 1.06%        | 86.88  |
| Median Household            | 69,237  | 71,359       | 103.06 |
| Average Household           | 81,002  | 84,709       | 104.58 |
| Per Capita Household        | 30,368  | 31,448       | 103.56 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 77,479  | 79,733       | 102.91 |
| Average Family Income       | 92,767  | 98,015       | 105.66 |
| Median Non-Family Income    | 47,375  | 50,157       | 105.87 |
| Average Non-Family Income   | 49,219  | 51,968       | 105.59 |

Mesquite Las Vegas Searchlight Spring Valley Hawthorne Goodsprings Moapa Town Sparks Johnson La Nixon Sandy Valley Elko Moapa Valley Enterprise Wadsworth Ferric Boulder City Nellis AFB Da hee Sun Valley Laughlin Smith Valley Winnemucca Bunkerville McDerm Confectual Ministry Se Manor Wes ©Copyright 2014, Intercultural Institute for Contextual Ministry Carson City Confectual Institute for Contextual Ministry

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        | 75.71%  | 74.47%       | 98.35   |
| Families with Children     | 31.22   | 30.64        | 98.12   |
| Families without Children  | 44.49   | 41.91        | 94.21   |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 24.29%  | 25.53%       | 105.13  |
| Non-Families with Children | 0.2     | 0            | 105.13  |
| Non-Families without       | 24.08   | 25.53        | 106.02  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 528     | 506          | 95.83%  |
| Vacant percent             | 7.01%   | 6.92%        | 98.71   |
| Owned percent              | 85.23%  | 84.58%       | 99.25   |
| Rented Percent             | 7.58%   | 8.3%         | 109.57  |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.67    | 2.69         | 100.75% |
| Avg family hh size         | 3.15    | 3.24         | 102.86% |
| Avg non-family hh size     | 1.17    | 1.09         | 93.16%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 88      | 94           | 106.82% |
| Тwo                        | 182     | 161          | 88.46%  |
| Three or Four              | 174     | 167          | 95.98%  |
| Five+                      | 47      | 49           | 104.26% |

Indian Springs West Wendover Zephyr Cove Round Hill Village Reno Winchester North Las Vegas Mount Laughlin Nixon Gerlach-Empire McDermitt Winnemucca Schurz Intercultural Institute Wadsworth B lock Elko Las Vegas Lemmon Valley-Golden Valley Kingsbury Indian Hill Veradise Bunkerville Beatty 23 CCopyright 2014, Intercultural Institute for Contextual Ministry Moana Town Spring Valley Sandy Valley Battle Mountain

# **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 | 1.5-3 | 3-7   | BORN IN:        | BORN IN: 0-1.5    | BORN IN: 0-1.5 1.5-3 |
|------------------|-------|-------|-------|-----------------|-------------------|----------------------|
|                  | MILES | MILES | MILES |                 | MILES             | MILES MILES          |
| Foreign Born Pop | 0     | 846   | 1,219 | Eastern Africa  | Eastern Africa 0  | Eastern Africa 0 0   |
| Northern Europe  | 0     | 30    | 8     | Middle Africa   | Middle Africa 0   | Middle Africa 0 0    |
| Western Europe   | 0     | 41    | 28    | Northern Africa | Northern Africa 0 | Northern Africa 0 7  |
| Southern Europe  | 0     | 0     | 5     | Southern Africa | Southern Africa 0 | Southern Africa 0 0  |
| Eastern Europe   | 0     | 11    | 21    | Western Africa  | Western Africa 0  | Western Africa 0 0   |
| Other Europe     | 0     | 0     | 0     | Other Africa    | Other Africa 0    | Other Africa 0 0     |
| Eastern Asia     | 0     | 100   | 44    | Oceania         | Oceania 0         | Oceania 0 43         |
| So. Central Asia | 0     | 0     | 63    | Caribbean       | Caribbean 0       | Caribbean 0 9        |
| SE Asia          | 0     | 141   | 276   | Central Amer.   | Central Amer. 0   | Central Amer. 0 427  |
| Western Asia     | 0     | 0     | 6     | South America   | South America 0   | South America 0 0    |
| Other Asia       | 0     | 0     | 0     | North America   | North America 0   | North America 0 37   |
|                  |       |       |       | Born at sea     | Born at sea 0     | Born at sea 0 0      |

Jount Charleston <u>Hoapa Town</u> Laughlin Sparks Goodsprings Carson City Henderson Fallon Station Elke Cold Springs Incline Village-Crystal Bay Sutcliffe Minden Fallon Indiana Intercultural Institute lise Dayton Sandy Valley Verdi-Mogul Boulder City McGill Lemmon Val Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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          | 0-1.5 | 1.5-3        | 3-7          | SPOKEN AT HOME                | 0-1.5      | 1.5-3 | 3-7               |
|-------------------------|-------|--------------|--------------|-------------------------------|------------|-------|-------------------|
| English only            | MILES | MILES        | MILES        | Other Indo-Euro               | MILES<br>0 | MILES | <b>MILE</b><br>10 |
| English only<br>Spanish | 0     | 7,767<br>998 | 14,522       |                               | 0          | 0     | -                 |
| Other Indo-Euro         |       |              | 1,192<br>327 | Asian/PI languages<br>Chinese |            | 25    | 0<br>49           |
|                         | 0     | 133          | 327          |                               | 0          |       |                   |
| language                | 0     | 00           | 40           | Japanese                      | 0          | 5     | 10                |
| French (incl. Patois,   | 0     | 26           | 43           | Korean                        | 0          | 20    | 9                 |
| Cajun)                  | •     | •            |              | Mon-Khmer,                    | 0          | 0     | 0                 |
| French Creole           | 0     | 0            | 0            | Cambodian                     | _          |       |                   |
| Italian                 | 0     | 4            | 15           | Miao, Hmong                   | 0          | 0     | 0                 |
| Portuguese              | 0     | 0            | 0            | Thai                          | 0          | 6     | 20                |
| German                  | 0     | 53           | 109          | Laotian                       | 0          | 11    | 1                 |
| Yiddish                 | 0     | 0            | 7            | Vietnamese                    | 0          | 0     | 12                |
| Other West Germanic     | 0     | 0            | 0            | Other Asian                   | 0          | 0     | 0                 |
| A Scandinavian          | 0     | 17           | 3            | Tagalog                       | 0          | 111   | 132               |
| Language                |       |              |              | Other Pacific Is              | 0          | 96    | 12                |
| Greek                   | 0     | 0            | 30           | Other languages               | 0          | 22    | 79                |
| Russian                 | 0     | 6            | 18           | Navajo                        | 0          | 6     | 1                 |
| Polish                  | 0     | 0            | 2            | Other Native N.               | 0          | 4     | 0                 |
| Serbo-Croatian          | 0     | 0            | 0            | American                      |            |       |                   |
| Other Slavic Language   | 0     | 0            | 0            | Hungarian                     | 0          | 0     | 26                |
| Armenian                | 0     | 0            | 0            | Arabic                        | 0          | 0     | 0                 |
| Persian                 | 0     | 0            | 12           | Hebrew                        | 0          | 0     | 0                 |
| Gujarathi               | 0     | 0            | 0            | African languages             | 0          | 12    | 44                |
| Hindi                   | 0     | 27           | 37           | Other unspecified             | 0          | 0     | 8                 |
| Urdu                    | 0     | 0            | 0            |                               |            | -     | -                 |

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Elko Searchlight Gwynee Sunrise Manor Enterprise Kingsbury Stateline Las egas Lovelock Gardin Stateline Laughlin Goodsprings Spring Creek Cal-Nev-Ari Moapa Intercultural Institute y Pahrump Schurz Henderson Boulder City Bunkerville Gardnerville ©Copyright 2014, Intercultural Institute for Contextual Ministry ©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            | 0-1.5 | 1.5-3 | 3-7    | ANCESTRY           | ANCESTRY 0-1.5       | ANCESTRY 0-1.5 1.5-3    |
|---------------------|-------|-------|--------|--------------------|----------------------|-------------------------|
|                     | MILES | MILES | MILES  |                    | MILES                | MILES MILES             |
| Reporting ancestry  | 0     | 8,209 | 13,801 | Irish              | Irish 0              | Irish 0 953             |
| Arab                | 0     | 0     | 15     | Italian            | Italian 0            | Italian 0 524           |
| Armenian            | 0     | 0     | 0      | Lithuanian         | Lithuanian 0         | Lithuanian 0 0          |
| Austrian            | 0     | 37    | 25     | Norwegian          | Norwegian 0          | Norwegian 0 320         |
| British             | 0     | 0     | 14     | Polish             | Polish 0             | Polish 0 110            |
| Canadian            | 0     | 51    | 72     | Portuguese         | Portuguese 0         | Portuguese 0 47         |
| Croatian            | 0     | 0     | 0      | Romanian           | Romanian 0           | Romanian 0 0            |
| Czech               | 0     | 32    | 20     | Russian            | Russian 0            | Russian 0 24            |
| Czechoslovak        | 0     | 9     | 33     | Scandinavian       | Scandinavian 0       | Scandinavian 0 16       |
| Danish              | 0     | 78    | 107    | Scotch-Irish       | Scotch-Irish 0       | Scotch-Irish 0 152      |
| Dutch               | 0     | 91    | 162    | Scottish           | Scottish 0           | Scottish 0 196          |
| English             | 0     | 886   | 1,495  | Slovak             | Slovak 0             | Slovak 0 7              |
| European            | 0     | 94    | 87     | Subsaharan African | Subsaharan African 0 | Subsaharan African 0 11 |
| Finnish             | 0     | 32    | 31     | Swedish            | Swedish 0            | Swedish 0 135           |
| French (not Basque) | 0     | 134   | 441    | Swiss              | Swiss 0              | Swiss 0 0               |
| French Canadian     | 0     | 48    | 119    | Ukrainian          | Ukrainian 0          | Ukrainian 0 17          |
| German              | 0     | 1,387 | 2,326  | US/American        | US/American 0        | US/American 0 589       |
| Greek               | 0     | 18    | 45     | Welsh              | Welsh 0              | Welsh 0 31              |
| Hungarian           | 0     | 50    | 37     | West Indian        | West Indian 0        | West Indian 0 3         |
| Iranian             | 0     | 0     | 29     | Yugoslavian        | Yugoslavian 0        | Yugoslavian 0 0         |
|                     |       |       |        | Other              | Other 0              | Other 0 2,128           |

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## 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?



# Using the Demographic Indicators

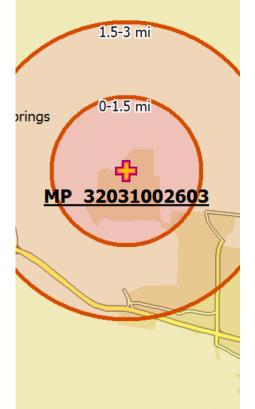
#### Issues for Your Consideration - continued

- 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?

ingsbury Indian Hills Nixon Minden Laughlin Gardnerville Winchester Indian Springs Fernley Searchie Goodsprings Sutcliffe Fallon Zephyr Cove-Round Hill Village Hawthorne Intercultural Institute Bunkerville Lemmon Valley-Golden Valley Blue Diamond North Las Vega Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Minist

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.



Moapa Valley Indian Springs Stateline Winchester Cold Springs Enterprise Verdi-Mogul Nixon Cal-Nev Callente Gerlach-Empire McGill McDermitt Sandy Valley Pahrump Intercultural Institute an Gardnerville Ranchos Mesquite Dayton Hawthorne Searchlight Fallo (ontextual Ministry for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.

| 0-1.5 HH & Percent |  | Unreached HH & Percent  |  |
|--------------------|--|---|--|
| 490                | 100%   | 331   | 100%   |
| 105                | 21.43%   | 73  | 22.05%   |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
| 105                | 21.43%   | 73  | 22.05%   |
| 0                  | 0%   | 0   | 0%   |
| 333                | 67.96%   | 225   | 67.98%   |
| 19                 | 3.88%  | 13  | 3.93%  |
| 0                  | 0%   | 0   | 0%   |
| 302                | 61.63%   | 203   | 61.33%   |
| 0                  | 0%   | 0   | 0%   |
| 2                  | 0.41%  | 1   | 0.3%   |
| 10                 | 2.04%  | 8   | 2.42%  |
| 34                 | 6.94%  | 22  | 6.65%  |
| 0                  | 0%   | 0   | 0%   |
| 34                 | 6.94%  | 22  | 6.65%  |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
| 0                  | 0%   | 0   | 0%   |
|                    | <ul> <li>490</li> <li>105</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>105</li> <li>0</li> <li>105</li> <li>0</li> <li>333</li> <li>19</li> <li>0</li> <li>302</li> <li>0</li> <li>2</li> <li>10</li> <li>34</li> <li>0</li> <li>34</li> <li>0</li> <li>34</li> <li>0</li> <li>34</li> <li>0</li> <li>34</li> <li>0</li> <li>34</li> <li>0</li> <li>0</li> <li>34</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul> | 490 $100%$ $105$ $21.43%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $105$ $21.43%$ $0$ $0%$ $105$ $21.43%$ $0$ $0%$ $333$ $67.96%$ $19$ $3.88%$ $0$ $0%$ $302$ $61.63%$ $0$ $0%$ $2$ $0.41%$ $10$ $2.04%$ $34$ $6.94%$ $0$ $0%$ $34$ $6.94%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ | 490100%33110521.43%7300%000%000%000%000%000%010521.43%7300%033367.96%225193.88%1300%030261.63%20300%020.41%1102.04%8346.94%2200%0346.94%2200%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0 |

Beatty Paradise Tonopan North Las Vegas Moapa Town Sutcliffe Sparks Smith Valley Mount Charleston Herprise Summerlin South Fernley Mesquite Stateline Spring Creek Work Intercultural Institute Inson Lane Indian Springs Battle Mountain Henderson Dayton Reno Sa Intercultural Institute Boulder City C Copyright 2014, Intercultural Institute for Contextual Ministry Laughlin Bunkerville Moapa Valley Las Vegas Ki30

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 HHIds         | 0-1.5 HH & Percent |      | Unreached HH & Percent |      |
|---------------------------|--------------------|------|------------------------|------|
| Total                     | 490                | 100% | 331                    | 100% |
| BLUE COLLAR BACKBONE      | 0                  | 0%   | 0                      | 0%   |
| Nuevo Hispanic Fam.       | 0                  | 0%   | 0                      | 0%   |
| Working Rural Suburbia    | 0                  | 0%   | 0                      | 0%   |
| Lower Income Essentials   | 0                  | 0%   | 0                      | 0%   |
| Small Town Endeavors      | 0                  | 0%   | 0                      | 0%   |
| AMER. DIVERSITY           | 0                  | 0%   | 0                      | 0%   |
| Ethnic Urban Mix          | 0                  | 0%   | 0                      | 0%   |
| Urban Blues               | 0                  | 0%   | 0                      | 0%   |
| Professional Urbanites    | 0                  | 0%   | 0                      | 0%   |
| Urban Advancement         | 0                  | 0%   | 0                      | 0%   |
| Amer. Great Outdoors      | 0                  | 0%   | 0                      | 0%   |
| Mature America            | 0                  | 0%   | 0                      | 0%   |
| METRO FRINGE              | 0                  | 0%   | 0                      | 0%   |
| Steadfast Conservative    | 0                  | 0%   | 0                      | 0%   |
| Moderate Conventionalists | 0                  | 0%   | 0                      | 0%   |
| Southern Blues            | 0                  | 0%   | 0                      | 0%   |
| Urban Grit                | 0                  | 0%   | 0                      | 0%   |
| Grass-Roots Living        | 0                  | 0%   | 0                      | 0%   |

Lemmon Valley-Golden Valley Silver Springs Fallon Station Paradise Spring Valley Sunrise Manor Suite Fington Enterprise Spanish Springs Elko Goodsprings West Wendover <u>Intercultural Institute</u> Search ight Indian Springs North Las Vegas Johnson Lane Sandy Valley Cold Sp Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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                      | 490                | 100%  | 331                    | 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         | 0                  | 0%    | 0                      | 0%    |
| Young Cosmopolitans        | 0                  | 0%    | 0                      | 0%    |
| Minority Metro Communities | 0                  | 0%    | 0                      | 0%    |
| Stable Careers             | 0                  | 0%    | 0                      | 0%    |
| Aspiring Hispania          | 0                  | 0%    | 0                      | 0%    |
| RURAL VILLAGES & FARMS     | 18                 | 3.67% | 11                     | 3.32% |
| Industrious Country Living | 0                  | 0%    | 0                      | 0%    |
| America's Farmland         | 0                  | 0%    | 0                      | 0%    |
| Comfy Country Living       | 18                 | 3.67% | 11                     | 3.32% |
| Small Town Connections     | 0                  | 0%    | 0                      | 0%    |
| Hinterland Fam.            | 0                  | 0%    | 0                      | 0%    |

Cline Village-Crystal Bay Winchester West Wendover Bunkerville Paradise Moapa Town Nellis AFB Sun Valley Enterprise Summerlin South Searchlight Johnson Lane Fernley Pabro Intercultural Institute North Las Vegas Boulder City McDermitt Henderson Mount Charleston (a) Contestual Ministry on Indian Sprin Copyright 2014, Intercultural Institute for Contextual Ministry Gardnerville Ranchos Minden Dayton Winnemucca 320

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 HHIds        | 0-1.5 HH & Percent |      | Unreached HH & Percent |      |
|--------------------------|--------------------|------|------------------------|------|
| Total                    | 490                | 100% | 331                    | 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            | 0                  | 0%   | 0                      | 0%   |
| Unattached Multicultures | 0                  | 0%   | 0                      | 0%   |
| Academic Necessities     | 0                  | 0%   | 0                      | 0%   |
| Af. Amer. Neighborhoods  | 0                  | 0%   | 0                      | 0%   |
| Urban Diversity          | 0                  | 0%   | 0                      | 0%   |
| New Generation Activists | 0                  | 0%   | 0                      | 0%   |
| Getting By               | 0                  | 0%   | 0                      | 0%   |
| 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%   |

Carson City Enterprise Sutcliffe Spring Valley Nixon Ely Whitney Hawthorne West Wendover Win Silver Springs Sun Valley Goodsprings Verdi-Mogul Wadsworth Stateling <u>Intercultural Institute</u> Sunkerville Spanish Springs Gardnerville Carlin Laughlin Fernley Gerla Confectual Ministry Lemmon Valley Confectual Ministry Sandy Valley Verington Sparks Cal-Nev-Ari McGill

# 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?

erington Indian Hills Caliente North Las Vegas Wells Schurz Henderson Pernley Kingsbury Reno Day Spring Creek Verdi-Mogul Stateline Zephyr Cove-Round Hill Village Bould Intercultural Institute ian Springs Moapa Valley Cal-Nev-Ari Incline Village-Crystal Bay Whitney Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

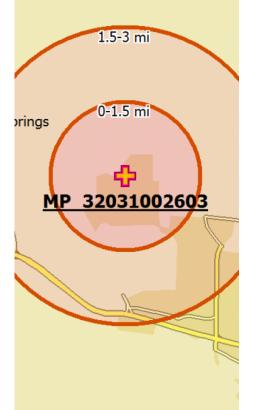
#### **Potential Cultural Bridges**

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).



Sparks Owyhee Yerington Searchlight Spring Creek Blue Diamond Fallon Station Cartin Nellis AFB H and Lane Ely Caliente Bunkerville Spanish Springs Battle Mountain Intercultural Institute Isprings North Las Vegas Mesquite Beatty McDermitt Indian Springs Boy Gorder and Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 - 0-1.5 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 | 1.5-3 | 3-7   |
|-------------------------------|-------|-------|-------|
|                               | MILES | MILES | MILES |
| PC-HH Own                     | 85%   | 83%   | 82%   |
| Use Comp. for Internet/E-mail | 74%   | 67%   | 66%   |
| Internet Use: E-Mail          | 62%   | 57%   | 55%   |
| Jse Comp. for Word            | 51%   | 46%   | 44%   |
| Processing                    |       |       |       |
| Use Comp. for Comp. Games     | 48%   | 40%   | 41%   |
| Jse Comp. for Shopping        | 45%   | 41%   | 39%   |
| Use Comp. for Digital Camera  | 43%   | 38%   | 37%   |
| Photo Editing                 |       |       |       |
| Use Comp. for Banking         | 41%   | 39%   | 37%   |
| Use Comp. for Education       | 39%   | 38%   | 36%   |
| Internet Use: News/ Weather   | 35%   | 32%   | 31%   |
|                               |       |       |       |

gsbury Summerlin South Lemmon Valley-Golden Valley Goodsprings Zephyr Cove-Round Hill Village Whitne Thrise Manor Schurz Cal-Nev-Ari Las Vegas Mesquite Boulder City Top Smith Valley Gerlach-Empirise gton Ely Sparks Wells Fernley Enterprise Spanish Springs Elko Jor Contextual Ministry (or Contextual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry George Spanish Springs West Wendover Stateline Fallon Station Winner

Purchase

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 | 1.5-3 | 3-7   |
|----------------------|-------|-------|-------|
|                      | MILES | MILES | MILES |
| Listening To Music   | 72%   | 68%   | 68%   |
| Dining Out (Not Fast | 68%   | 57%   | 58%   |
| Food)                |       |       |       |
| Reading Books        | 58%   | 51%   | 51%   |
| Go To A Beach/Lake   | 46%   | 38%   | 38%   |
| Card Games           | 44%   | 40%   | 41%   |
| Gardening            | 41%   | 33%   | 33%   |
| Cooking for Fun      | 38%   | 35%   | 36%   |
| Board Games          | 35%   | 33%   | 33%   |
| Visit Museum         | 26%   | 21%   | 21%   |
| Photography          | 24%   | 20%   | 20%   |
|                      |       |       |       |

| 0-1.5 | 1.5-3  | 3-7   |
|-------|--|---|
| MILES | MILES  | MILES   |
| 69%   | 63%  | 65%   |
| 44%   | 39%  | 41%   |
| 36%   | 28%  | 28%   |
| 23%   | 18%  | 19%   |
| 21%   | 23%  | 22%   |
| 21%   | 19%  | 21%   |
| 19%   | 16%  | 17%   |
| 18%   | 16%  | 17%   |
|       |  |   |
| 15%   | 12%  | 13%   |
|       |  |   |
| 14%   | 11%  | 13%   |
|       | MILES         69%         44%         36%         23%         21%         1%         19%         18%         15% | MILES69%63%44%39%36%28%23%18%21%23%19%16%18%16%15%12% |

Fallon Station Boulder City Moapa Valley Laughlin Tonopah Elko Battle Mountain Hawthorne Mount actine VIIIage-Crystal Bay Dayton Verdi-Mogul Fernley Sun Valley Sunrise Antie Mountain Moapa Town Bea Minden Sandy Valley Kingsbury Lemmon Valley-Golden Valley Blue for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Pahrump McGill Fallon Indian Hills Whitney West V37 Spring Valley Filler Contextual Ministry

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  | 1.5-3  | 3-7    |
|----------------------------|--------|--------|--------|
|                            | MILES  | MILES  | MILES  |
| Concert                    | 35.88% | 28.8%  | 28.25% |
| Live Theater               | 28.44% | 19.58% | 19.38% |
| Live Theater Most Often    | 24.44% | 16.29% | 16.19% |
| Rock/Pop Concerts Most     | 21.08% | 16.75% | 15.68% |
| Often                      |        |        |        |
| Dance Performance          | 10.45% | 9.09%  | 7.99%  |
| Comedy Club                | 10.25% | 11.88% | 11.04% |
| Movies: Comedy             | 43.98% | 40.47% | 40.26% |
| Movies: Action/Adventure   | 41.8%  | 42.08% | 40.76% |
| Movies: Romantic<br>Comedy | 23.81% | 20.18% | 19.85% |

| BRIDGES                  | 0-1.5  | 1.5-3  | 3-7    |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Drama            | 21.89% | 20.32% | 19.33% |
| Movies: Fam.             | 20.43% | 21.36% | 20.39% |
| Movies: Mystery          | 16.92% | 16.4%  | 16.18% |
| MLB Baseball Reg.        | 11.74% | 10.68% | 10.05% |
| Season                   |        |        |        |
| NFL Football Reg. Season | 10.03% | 8.5%   | 8.11%  |
| College Football Reg.    | 9.18%  | 6.98%  | 6.22%  |
| Season                   |        |        |        |
| College Basketball Reg.  | 5.75%  | 4.25%  | 3.81%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 5.35%  | 4.94%  | 4.34%  |
| Season                   |        |        |        |
| NHL Hockey Reg. Season   | 4.62%  | 4.2%   | 3.57%  |

Nixon Mesquite Kingsbury Incline Village-Crystal Bay Gerlach-Empire Winnemusca Paradise Wadswor Fallon Station Spring Valley McDermitt Beatty Elko Henderson More Intercultural Institute Nellis AFB Sind mmon Valley-Golden Valley Whitney Mount Charleston Sparks Ely McGil for Contextual Ministry Ve Copyright 2014, Intercultural Institute for Contextual Ministry Springs Goodsprings Carlin Verdi-Mogul Searchlight <u>38</u>

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  | 1.5-3  | 3-7    | BRIDGES           | BRIDGES 0-1.5           | BRIDGES 0-1.5 1.5-3           |
|--------------------------|--------|--------|--------|-------------------|-------------------------|-------------------------------|
|                          | MILES  | MILES  | MILES  |                   | MILES                   | MILES MILES                   |
| Walking for Exercise     | 47.58% | 42.16% | 41.11% | Aerobics          | Aerobics 12.21%         | Aerobics 12.21% 10.02%        |
| Swimming                 | 40.32% | 34.84% | 35.13% | Power Boating     | Power Boating 11.59%    | Power Boating 11.59% 7.63%    |
| Bowling                  | 24.39% | 23.51% | 22.86% | Baseball          | Baseball 11.29%         | Baseball 11.29% 12.3%         |
| Weight Training          | 20.78% | 18.71% | 17.99% | Target Shooting   | Target Shooting 9.95%   | Target Shooting9.95%8.48%     |
| Billiards/Pool           | 20.63% | 21.59% | 21.19% | Football          | Football 8.97%          | Football 8.97% 10.05%         |
| Golf                     | 19.99% | 14.78% | 14.16% | Canoeing/Kayaking | Canoeing/Kayaking 8.94% | Canoeing/Kayaking 8.94% 6.21% |
| Using Cardio Machine     | 19.06% | 17.38% | 16.02% | Tennis            | Tennis 8.61%            | Tennis 8.61% 8.25%            |
| Jogging/Running          | 18.15% | 17.13% | 15.46% | Volleyball        | Volleyball 8.57%        | Volleyball 8.57% 9.38%        |
| Camping Trips            | 17.6%  | 17.48% | 17.23% | Hunting           | Hunting 8.55%           | Hunting 8.55% 8.04%           |
| Freshwater Fishing       | 16.74% | 16.37% | 18.24% | Yoga              | Yoga 8.39%              | Yoga 8.39% 7.93%              |
| Mountain/Road Biking     | 16.22% | 14.4%  | 13.51% | Saltwater Fishing | Saltwater Fishing 8.38% | Saltwater Fishing 8.38% 8.32% |
| Basketball               | 15.68% | 16.76% | 15.84% | Softball          | Softball 7.93%          | Softball 7.93% 7.61%          |
| Stationary Cycling       |        |        |        |                   |                         |                               |
| e la li e j e j e li e g | 15.51% | 12.95% | 12.31% | Soccer            | Soccer 7.2%             | Soccer 7.2% 9.3%              |

Spanish Springs Gerlach-Emplre Cal-Nev-Ari Carlin Gardnerville Ranchos Incline-Village-Crystal Bay White The Wells Caliente Verdi-Mogul Bunkerville Indian Springs Mesquiter Intercultural Institute alley Spring Valley Stateline Blue Diamond Reno McDermitt Fallon Model for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Conte

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 | 1.5-3 | 3-7   |
|----------------------|-------|-------|-------|
|                      | MILES | MILES | MILES |
| Snorkeling           | 6.68% | 4.97% | 5.02% |
| Jet Skiing           | 6.54% | 4.82% | 4.51% |
| Downhill & X-Country | 5.9%  | 5.01% | 4.59% |
| Skiing               |       |       |       |
| Roller Skating       | 5.86% | 5.81% | 5.34% |
| Water Skiing         | 5.52% | 4.47% | 4.14% |
| Ice Skating          | 5.52% | 6.07% | 5.21% |
| Horseback Riding     | 5.35% | 4.92% | 5.62% |
| Fly Fishing          | 4.99% | 4.32% | 4.36% |
| Snowboarding         | 4.86% | 4.22% | 3.91% |
| Rock Climbing        | 4.74% | 3.91% | 3.72% |

| BRIDGES               | 0-1.5 | 1.5-3 | 3-7   |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Archery               | 4.73% | 4.38% | 4.66% |
| Racquetball           | 4.29% | 4.16% | 4.13% |
| Snowmobiling          | 4.2%  | 3.08% | 3.39% |
| Sailing               | 4.06% | 2.77% | 2.78% |
| Martial Arts          | 3.81% | 4.07% | 3.75% |
| Hockey                | 3.75% | 3.58% | 3.41% |
| Surfing & Windsurfing | 3.64% | 3.33% | 3.09% |
| Rowing                | 3.44% | 3.1%  | 3.04% |
| Skateboarding         | 3.41% | 3.6%  | 3.42% |
| Auto Racing           | 3.4%  | 3.24% | 3.01% |

Sandy Valley Mount Charleston Fallon North Las Vegas Gerlach-Empire Hawthorne Summerlin South The Spanish Springs Winnemucca Indian Hills Boulder City Owyhee Intercultural Institute Wells McDermitt Searchlight Paradise Sutcliffe Stateline Johnson Log for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Mini

#### 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.

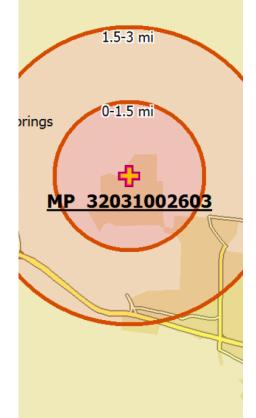
#### **BIBLICAL BARRIERS**

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 referring 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.



This AFB Stateline Fernley Caliente Moapa Town Moapa Valley Incline Village-Crystal Bay Dayton Winches Searchlight Goodsprings Spring Valley Boulder City Indian Hills Summer Intercultural Institute the McDermitt Verdi-Mogul Winnemucca Cold Springs Reno Gerlach-Em Intercultural Institute for Confectual Ministry Vegas Minden Gardnerville Ranchos Indian Springs S41 Corpyright 2014, Intercultural Institute for Contextual Ministry Vegas Minden Gardnerville Ranchos Indian Springs S41

#### 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.

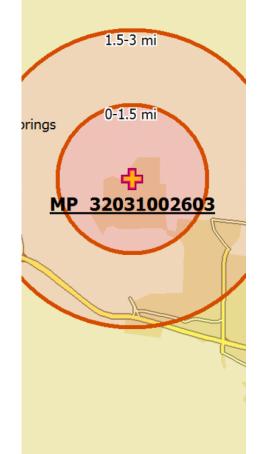
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Lenderson Sunrise Manor Mesquite Goodsprings Sun Valley Indian Hills Silver Springs Mount Charleston The stateline Wadsworth North Las Vegas Verdi-Mogul Cal-Nev-Ari The stateline Wadsworth North Las Vegas Verdi-Mogul Cal-Nev-Ari Intercultural Institute Intercultural Institute for Mountain Intercultural Institute for Contextual Ministry Corporate 2014, Intercultural Institute for Contextual Ministry Corporate Con

## **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<br>MILES | 1.5-3<br>MILES | 3-7<br>MILES | BARRIERS  | 0-1.5<br>MILES | 1.5-3<br>MILES |   |
|---|----------------|----------------|--------------|---|----------------|----------------|---|
| Important Continue Learning<br>New Things     | 48%            | 49%            | 49%          | Like to Stand Out In A Crowd<br>Too Much Sponsorship In | 19%<br>18%     | 19%<br>23%     |   |
| Prefer To Have Few<br>Possessions As Possible | 43%            | 38%            | 36%          | Arts/Sports<br>Like To Pursue                           | 17%            | 20%            |   |
| Find It Difficult To Say No To<br>My Kids     | 40%            | 38%            | 39%          | Challenge/Novelty/Change<br>Rarely Sit Down to a Meal   | 16%            | 16%            |   |
| Woman's Place Is In The Home                  | 34%            | 35%            | 35%          | Together At Home  | 1070           | 1078           |   |
| Speak My Mind Even If It<br>Upsets People     | 33%            | 33%            | 34%          | I Am A Workaholic<br>Happy With My Standard Of          | 15%<br>14%     | 20%<br>12%     |   |
| If Won Lottery Would Never<br>Work Again      | 33%            | 29%            | 28%          | Living<br>Only Work Current Job for The                 | 12%            | 15%            |   |
| Like Control Over People And                  | 29%            | 33%            | 32%          | Money   |                |                |   |
| Resources<br>Friends More Important Than      | 29%            | 28%            | 27%          | We Should Strive for Equality for All                   |                | 14%            |   |
| My Fam.<br>Like To Do Unconventional          | 28%            | 26%            | 28%          | On Whole People Get What<br>They Deserve                | 9%             | 9%             |   |
| Things<br>Don't Judge People/Way They         | 27%            | 28%            | 28%          | Indulge My Kids With The Little Extras                  | 8%             | 10%            |   |
| Live Life                                     |                |                |              | Little I Can Do To Change My                            | 6%             | 8%             | ł |
| Money Is Best Measure Of Success              | 26%            | 24%            | 25%          | Life<br>Willing To Give Up Time With                    | 5%             | 6%             | ( |
| Marijuana Should Be Legalized                 | 21%            | 22%            | 21%          | Fam. To Advance   |                |                |   |

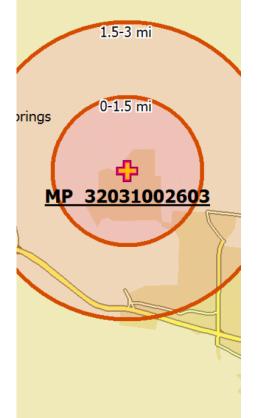
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Wells Mesquite Reno Fallon Station Zephyr Cove-Round Hill Village Carson City Spring Creek Goodspring Silver Springs Schurz Bunkerville Battle Mountain Summerlin South <u>Intercultural Institute</u> Boulder City Indian Springs Hawthorne Paradise Moapa Valley Winnemuc Village Carson City Spring Lemmor Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Elko Cardnerville Wadsworth Owybee Nellis AFB

#### **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.



Minden Hawthorne Wadsworth Caliente North Las Vegas Sun Valley Wells Kingsbury Sparks Cal-Nev Beatty Indian Springs Boulder City Smith Valley Gerlach-Empire Silver Intercultural Institute Imp Nixon Johnson Lane Moapa Valley Winchester Carlin Stateline for Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Ranchos Incline Village-Crystal Bay Whitney Nellis AFP44

## **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.

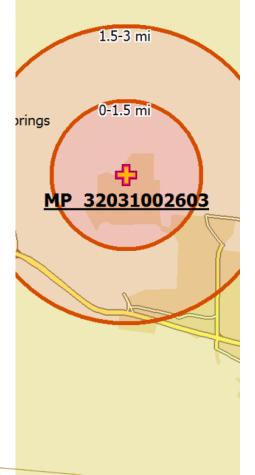
| THEMES  | 0-1.5 | 1.5-3 | 3-7   | THEMES  | 0-1.5 | 1.5-3 | 3-7   |
|---|-------|-------|-------|---|-------|-------|-------|
|   | MILES | MILES | MILES |   | MILES | MILES | MILES |
| Important To Respect Customs<br>And Beliefs   | 69%   | 66%   | 66%   | Consider Myself Interested In The<br>Arts           | 16%   | 18%   | 18%   |
| You Should Seize Opportunities                | 55%   | 55%   | 56%   | Real Men Don't Cry                                  | 16%   | 17%   | 17%   |
| In Life                                       |       |       |       | Is An Important Part Of Who I Am                    | 15%   | 16%   | 16%   |
| Prefer To Have Few<br>Possessions As Possible | 43%   | 38%   | 36%   | Looking for New Ideas To Improve<br>Home            | 15%   | 16%   | 16%   |
| Like To Understand About<br>Nature            | 37%   | 36%   | 37%   | Try Not To Worry About The<br>Future                | 14%   | 14%   | 14%   |
| Important Feel Respected By<br>My Peers       | 33%   | 32%   | 33%   | Enjoy Spending Time With My Fam.                    | 12%   | 13%   | 13%   |
| Prefer Work Part Of Team Than Alone           | 31%   | 31%   | 32%   | Provide My Kids With The Little<br>Extras           | 8%    | 11%   | 11%   |
| Have Keen Sense Of Adventure                  | 27%   | 24%   | 25%   | Feel Very Alone In The World                        | 5%    | 5%    | 5%    |
| Important To Juggle Various<br>Tasks          | 26%   | 28%   | 29%   | Like Spending Most Time With<br>Fam.                | 4%    | 6%    | 6%    |
| People Have To Take Me As<br>They Find Me     | 25%   | 25%   | 25%   | Children Should Be Allowed To<br>Express Themselves | 4%    | 7%    | 7%    |
| Good At Fixing Things                         | 25%   | 27%   | 27%   | Would Like To Set Up Own                            | 4%    | 4%    | 4%    |
| Like To Just Enjoy Life                       | 24%   | 24%   | 23%   | Business  |       |       |       |
| Worried About Pollution Caused<br>By Cars     | 20%   | 22%   | 21%   | Decor Particular Interest To Me                     | 3%    | 5%    | 5%    |

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McGill North Las Vegas Laughlin Boulder City Lovelock McDermitt Anson Lane Stateline Nettis a fogul Spring Valley Minden Summerlin South Ely Wells Spanish Spring for Contextual Ministry Contextual Ministry Contextual Ministry Indian Hills Blue Diamond Whitney Silver Springs Elk 45

#### **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.



Charleston Kingsbury Nellis AFB McDermitt Owyhee Fallon Station Carson City Tonopah Indian Springs The Society of Contextual Ministry Paradise Car Enterprise Silver Springs Johnson Lane Moapa Town McGill Verdi-Model Intercultural Institute Contextual Ministry Contextual Ministry Contextual Ministry Fallon Boulder City Laughlin Beatty Winchester Minder

## **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  | 1.5-3  | 3-7    |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Fam. Restaurants/Steak       | 87.82% | 83.22% | 83.84% |
| Houses-Visit Any             |        |        |        |
| Fast Food/Drive-In           | 85.66% | 85.72% | 86.19% |
| Restaurant-Visit Any         |        |        |        |
| McDonald's                   | 55.68% | 55.51% | 56.6%  |
| Burger King                  | 36.03% | 36.8%  | 37.24% |
| Applebee's                   | 34.17% | 30.67% | 31.26% |
| Subway                       | 33.77% | 32.07% | 31.93% |
| Wendy's                      | 32.37% | 30.37% | 29.85% |
| Taco Bell                    | 30.06% | 32.82% | 32.4%  |
| Olive Garden                 | 25.25% | 23.31% | 22.3%  |
| Kentucky Fried Chicken (KFC) | 25.02% | 26.04% | 26.53% |
| Arby's                       | 23.71% | 21.36% | 22.41% |
| Outback Steakhouse           | 20.61% | 17.45% | 16.64% |

| PLACE                        | 0-1.5  | 1.5-3  | 3-7    |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Pizza Hut                    | 18.82% | 21.8%  | 21.69% |
| Dairy Queen                  | 17.77% | 15.44% | 16.25% |
| Cracker Barrel               | 17.2%  | 12.71% | 13.79% |
| Red Lobster                  | 17.09% | 16.53% | 16.38% |
| Chili's Grill and Bar        | 16.76% | 18.12% | 16.41% |
| Starbucks                    | 15.99% | 16.82% | 14.33% |
| TGI Friday's                 | 15.52% | 13.75% | 13.07% |
| Dunkin' Donuts               | 14.26% | 11.05% | 10.88% |
| Chick-Fil-A                  | 13.89% | 15.05% | 14.6%  |
| Quiznos Sub                  | 13.76% | 12.66% | 11%    |
| IHOP (International House Of | 13.56% | 16.63% | 15.52% |
| Pancakes)                    |        |        |        |
| Panera Bread                 | 13.47% | 9.09%  | 8.59%  |

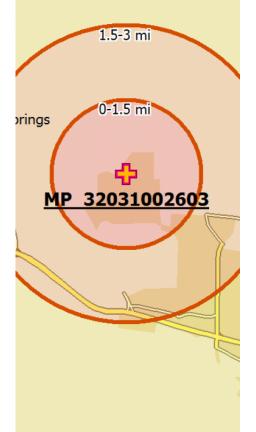
The Fallon Carlin Smith Valley Bunkerville Spring Valley Wadsworth Johnson Lane Laughlin Carson G Paradise Goodsprings Spring Creek Cold Springs Winnemucca Silver Intercultural Institute Fernley Pahrump Whitney Gerlach-Empire Sandy Valley Battle Mountain For Contextual Ministry <sup>g</sup>Copyright 2014, Intercultural Institute for Contextual Ministry Second Station Indian Hills Wells Verdi-Modul Boulder City

#### **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!



Creek Cold Springs Gerlach Empire Hawthorne Sutcliffe Spanish Springs Dayton Pahrump Fallon Station Contextual Institute For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Conte

## **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  | 1.5-3  | 3-7    |
|---------------------------------------|--------|--------|--------|
|                                       | MILES  | MILES  | MILES  |
| Voted in fed/state/local election     | 56.63% | 45.69% | 46.05% |
| Recycled products                     | 44.89% | 38.57% | 37.34% |
| Worked as volunteer (non political)   | 23.5%  | 17.08% | 16.92% |
| Engaged in fund raising               | 14.04% | 10.06% | 10.15% |
| Religious club member                 | 8.58%  | 7.85%  | 7.74%  |
| Wrote to elected offcl about publ bus | 8.39%  | 6.4%   | 6.45%  |

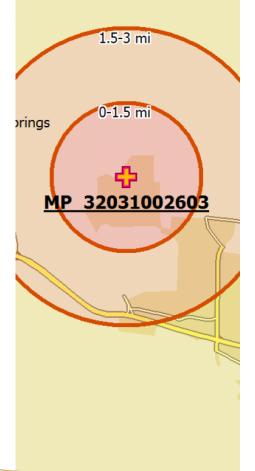
| PROJECTS                        | 0-1.5 | 1.5-3 | 3-7   |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Wrote to editor of mag or       | 7.23% | 6.09% | 5.99% |
| newspaper                       |       |       |       |
| Union member                    | 6.57% | 5.53% | 5.45% |
| Took active part in local civic | 6.55% | 5.1%  | 5.13% |
| issue                           |       |       |       |
| Charitable Organization         | 6.23% | 4.82% | 4.99% |
| Addressed a public meeting      | 6.13% | 4.73% | 4.73% |
| Fraternal order member          | 6.04% | 3.95% | 4.22% |

Nixon Stateline Indian Hills Dayton Gerlach-Empire Minden Sun Valley Bunkerville Sandy Valley Verdi-A Elko Pahrump Gardnerville Ranchos Carlin Boulder City Kingsbury Intercultural Institute Searchlight Wadsworth Yerington Indian Springs Fernley McDermit (Source Struet Ministry) 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.



Whitney Yerington Searchlight Beatty Mesquite Pahrump McGill Summerlin South Sandy Valley Net Intercultural Institute Sun Valley Sunrise Manor Indian Springs Stateline Reno Cold Spring Confectual Ministry 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 -- 0-1.5 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  | 1.5-3  | 3-7    |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Novel                  | 21.79% | 18.97% | 18.3%  |
| Children's Books       | 16.3%  | 14.16% | 13.5%  |
| Mystery                | 14.82% | 12.94% | 12.67% |
| Cookbooks              | 13.44% | 10.31% | 10.56% |
| Personal/Business      | 9.29%  | 7.67%  | 7.06%  |
| Self-help              |        |        |        |
| Religious (not Bibles) | 9.1%   | 8.54%  | 8.74%  |
| Biography              | 8.84%  | 7.6%   | 7.17%  |
| History                | 8.2%   | 8.31%  | 7.85%  |
| Romance                | 7.96%  | 7.15%  | 7.05%  |

| MAGAZINES                | 0-1.5  | 1.5-3  | 3-7    |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Newspaper<br>Distributed | 75.5%  | 67.01% | 67.08% |
| Gen. Editorial           | 47.48% | 44.57% | 44.15% |
| Womens                   | 41.75% | 42.36% | 41.28% |
| Service                  | 40.11% | 36.41% | 36.14% |
| <b>Business/Finance</b>  | 23.42% | 17.82% | 16.65% |
| Mens                     | 18.01% | 20.16% | 19.48% |
| Sports                   | 17.28% | 15.83% | 15.1%  |
| Mature Market            | 14.76% | 9.98%  | 10.87% |
| Parenthood               | 14.18% | 15.77% | 14.71% |

Winchester Enterprise McDermitt Reno Mount Charleston West Wendover Sun Valley Searchlight Wind Cat-Nev-Ari Nellis AFB Goodsprings Gardnerville Spring Valley Fallon Intercultural Institute Tesquite Fernley Spring Creek Sunrise Manor Sutcliffe Carlin Sandy Va Joi Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Silver Springs Stateline Spanish Springs Schurz Inclu

### 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  | 1.5-3  | 3-7    |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 61.86% | 54.82% | 55.11% |
| Business/Finance         | 37.69% | 30.17% | 29.43% |
| Editorial Page           | 34.8%  | 27.91% | 29.39% |
| Sport                    | 34.22% | 32.37% | 32.1%  |
| Classified               | 31.24% | 31.91% | 32.92% |
| Movie Listings & Reviews | 30.09% | 26.58% | 25.9%  |
| Comics                   | 29.96% | 26.88% | 27.53% |
| Food/Cooking             | 29.57% | 25.19% | 25.21% |
| Home/Gardening           | 25.61% | 20.97% | 20.9%  |
| TV/Radio Listings        | 25.58% | 22.01% | 22.81% |
| Travel                   | 24.6%  | 20.11% | 19.45% |
| Science/Technology       | 23.43% | 17.49% | 17.14% |
| Fashion                  | 16.21% | 14.16% | 13.73% |

| 0-1.5  | 1.5-3  | 3-7   |
|--------|--|---|
| MILES  | MILES  | MILES   |
| 20.46% | 21.57%   | 20.61%  |
| 20.37% | 12.35%   | 11.95%  |
| 19.03% | 21.34%   | 22.88%  |
| 16.26% | 22.1%  | 20.76%  |
| 15.87% | 14.1%  | 14.31%  |
| 14.8%  | 12.07%   | 11.14%  |
| 14.38% | 12.23%   | 11.95%  |
| 13.52% | 10.51%   | 10.48%  |
| 9.7%   | 9.54%  | 8.88%   |
| 9.31%  | 8.65%  | 8.04%   |
| 7.98%  | 6.81%  | 6.69%   |
| 7.48%  | 10.59%   | 10.03%  |
| 7.45%  | 5.85%  | 5.36%   |
| 6.25%  | 5.25%  | 4.44%   |
| 5.85%  | 4.93%  | 4.65%   |
| 5.48%  | 3.14%  | 3.14%   |
| 5.25%  | 5.49%  | 5.5%  |
| 5.13%  | 4.78%  | 4.23%   |
|        | MILES         20.46%         20.37%         19.03%         16.26%         15.87%         14.8%         14.38%         9.7%         9.31%         7.98%         7.48%         6.25%         5.85%         5.48% | MILESMILES20.46%21.57%20.37%12.35%19.03%21.34%16.26%22.1%15.87%14.1%14.8%12.07%14.38%12.23%13.52%10.51%9.7%9.54%9.31%8.65%7.48%10.59%7.45%5.85%6.25%4.93%5.48%3.14%5.25%5.49% |

Henderson Paradise Sunrise Manor Fallon Owyhee Silver Springs Tonopah Sutcliffe Sparks Verder Winnemucca Spring Valley Winchester Carson City Gardnerville Ranches Intercultural Institute Indian Springs Spanish Springs Battle Mountain Cold Springs Gerlach-Geopyright 2014, Intercultural Institute for Contextual Ministry 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 -- 0-1.5 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  | 1.5-3  | 3-7    | MULTIMEDIA: TV          |
|-------------------------|--------|--------|--------|-------------------------|
|                         | MILES  | MILES  | MILES  |                         |
| Fox News Channel        | 67.55% | 65.23% | 64.82% | Hallmark Channel        |
| Satellite Dish          | 63.15% | 59.92% | 56.4%  | Video-On-Demand Mov     |
| Soapnet                 | 53.9%  | 51.4%  | 51.11% | ABC Fam.                |
| Other Video-On-Demand   | 41.95% | 44.55% | 43.37% | The Golf Channel        |
| Adult Pay Per View TV   | 41.05% | 36.9%  | 36.3%  | TV Info From Newspape   |
| Comedy Central          | 40.44% | 32.63% | 31.75% | ESPN Classic            |
| Sci-Fi Channel          | 38.96% | 37.79% | 37.57% | ESPN2                   |
| MSNBC                   | 36.22% | 35.72% | 34.97% | BET (Black Entertainme  |
| Subscribe Digital Cable | 32.26% | 28.84% | 28.48% | TV)                     |
| Adult Swim              | 32.09% | 30.76% | 30.02% | TCM (Turner Classic     |
| TV Info From Sunday TV  | 31.11% | 31.29% | 30.63% | Movies)                 |
| Magazine                |        |        |        | USA Network             |
| Nickelodeon             | 31.01% | 31.26% | 31.33% | Nick At Nite            |
|                         |        |        |        | TV/ Info From Monthly C |

| MULTIMEDIA: TV             | 0-1.5  | 1.5-3  | 3-7    |
|----------------------------|--------|--------|--------|
|                            | MILES  | MILES  | MILES  |
| Hallmark Channel           | 30.26% | 28.3%  | 26.93% |
| Video-On-Demand Movies     | 30.2%  | 29.6%  | 26.3%  |
| ABC Fam.                   | 30.08% | 29.93% | 27.85% |
| The Golf Channel           | 29.52% | 25.24% | 24.47% |
| TV Info From Newspapers    | 28.55% | 26.79% | 26.57% |
| ESPN Classic               | 28.2%  | 22.93% | 21.41% |
| ESPN2                      | 28.13% | 24.33% | 23.56% |
| BET (Black Entertainment   | 28.06% | 26.57% | 25.51% |
| TV)                        |        |        |        |
| TCM (Turner Classic        | 28.02% | 26.13% | 25.32% |
| Movies)                    |        |        |        |
| USA Network                | 27.52% | 23.33% | 23.59% |
| Nick At Nite               | 27.21% | 29.1%  | 28.17% |
| TV Info From Monthly Cable | 26.19% | 24.62% | 24.53% |
| Guide                      |        |        |        |

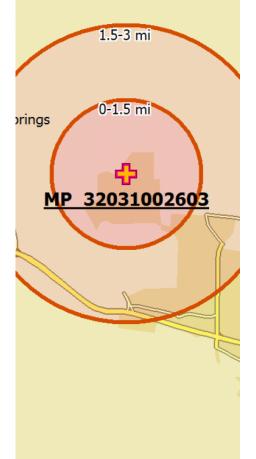


#### **Communication Media Usage**

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.



Valley Winnemucca Verdi Mogul Sun Valley Fernley Searchlight Sutcline Elko Mesquite Carson City Cal-Nev-Ari Hawthorne Spring Creek Goodsprings Sandy Valley Bunker Intercultural Institute Cold Springs Enterprise Nixon Lemmon Valley-Golden Valley Minden for Contextual Ministry ©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 -- 0-1.5 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  | 1.5-3  | 3-7    |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Book Readers        |        |        |        |
| Heavy Users (7+)    | 25.16% | 21.19% | 20.6%  |
| Medium Users (4-6)  | 13.04% | 13.11% | 12.25% |
| Light Users (1-3)   | 21.77% | 20.89% | 20.84% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.12%  | 1.85%  | 2.05%  |
| Newspaper II        | 1.06%  | 1.19%  | 1.35%  |
| Newspaper III       | 2.06%  | 2.16%  | 1.89%  |
| Newspaper IV        | 0.22%  | 0.8%   | 0.78%  |
| Newspaper V (Light) | 1.04%  | 1.28%  | 1.14%  |

| MEDIUM              | 0-1.5  | 1.5-3  | 3-7    |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Quintiles (20%)     |        |        |        |
| Magazines I (Heavy) | 16.53% | 20.7%  | 19.97% |
| Magazines II        | 7.25%  | 9.35%  | 9.38%  |
| Magazines III       | 8.77%  | 11.39% | 10.59% |
| Magazines IV        | 8.81%  | 11.69% | 11.39% |
| Magazines V (Light) | 0.9%   | 0.66%  | 0.68%  |
| Outdoor I (Heavy)   | 5.92%  | 8.15%  | 7.77%  |
| Outdoor II          | 2.07%  | 3.17%  | 2.78%  |
| Outdoor III         | 2.51%  | 3.54%  | 3.35%  |
| Outdoor IV          | 14.67% | 16.16% | 16.28% |
| Outdoor V (Light)   | 24.81% | 23.73% | 24.56% |
| Yellow Pages I      | 13.82% | 15.17% | 15.78% |
| (Heavy)             |        |        |        |
| Yellow Pages II     | 5.04%  | 6.63%  | 6.37%  |
| Yellow Pages III    | 4.76%  | 5.83%  | 5.63%  |
| Yellow Pages IV     | 17.75% | 21.88% | 23.06% |
| Yellow Pages V      | 2.34%  | 3.75%  | 3.75%  |
| (Light)             |        |        |        |

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## 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  | 1.5-3  | 3-7    | MEDIUM                         | 0-1.5  |  |
|------------------------------|--------|--------|--------|--------------------------------|--------|--|
|                              | MILES  | MILES  | MILES  |                                | MILES  |  |
| Radio Drive Time Quntiles    |        |        |        | TV Prime Time Quntiles (fifths | ;      |  |
| (fifths / 20%)               |        |        |        | / 20%)                         |        |  |
| Drive Time I & II (Heavy)    | 2%     | 3.6%   | 3.23%  | Prime Time I & II (Heavy)      | 2.99%  |  |
| Drive Time III (Medium)      | 0.07%  | 0.28%  | 0.43%  | Prime Time III (Medium)        | 1.82%  |  |
| Radio IV & V (Light)         | 2.03%  | 2.76%  | 2.48%  | Prime Time IV & V (Light)      | 6.5%   |  |
| Radio Media Quntiles (fifths | /      |        |        | TV Early/Late Fringe Quntiles  |        |  |
| 20%)                         |        |        |        | (fifths / 20%)                 |        |  |
| Radio I & II (Heavy)         | 7.07%  | 9.63%  | 9.28%  | Fringe I & II (Heavy)          | 39.67% |  |
| Radio III (Medium)           | 4.41%  | 5.8%   | 5.61%  | Fringe III (Medium)            | 50.77% |  |
| Radio IV & V (Light)         | 3.48%  | 3.86%  | 3.69%  | Fringe IV (Light)              | 53.8%  |  |
| Cable TV Quntiles (fifths /  |        |        |        | TV All Day Quntiles (fifths /  |        |  |
| 20%)                         |        |        |        | 20%)                           |        |  |
| Cable I & II (Heavy)         | 17.7%  | 17.47% | 15.85% | All Day I & II (Heavy)         | 11.33% |  |
| Cable III (Medium)           | 3.73%  | 3.76%  | 3.82%  | All Day III (Medium)           | 22.12% |  |
| Cable IV & V (Light)         | 30.53% | 31.61% | 32.07% | All Day IV (Light)             | 12.35% |  |

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# 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  | 1.5-3  | 3-7    |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 14%    | 11.25% | 12.05% |
| 6:00am - 10:00am   | 19.3%  | 16.36% | 15.21% |
| 10:00am - 3:00pm   | 6.85%  | 6.42%  | 6.1%   |
| 3:00pm - 7:00pm    | 13.24% | 13.77% | 13.87% |
| 7:00pm - Midnight  | 18.46% | 14.04% | 13.74% |
| Midnight - 6:00am  | 6.31%  | 5.5%   | 5.28%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 16.17% | 16.2%  | 16.5%  |
| 6:00am - 10:00am   | 6.1%   | 3.74%  | 4.07%  |
| 10:00am-3:00pm     | 6.38%  | 6.86%  | 5.86%  |
| 3:00pm - 7:00pm    | 7.92%  | 7.25%  | 7.15%  |
| 7:00pm - Midnight  | 10.11% | 9.52%  | 9.62%  |
| Midnight - 6:00am  | 11.76% | 10.24% | 10.38% |

| USAGE                 | 0-1.5  | 1.5-3  | 3-7    |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Prime Time TV Viewers |        |        |        |
| 8:00-11:00pm          | 12.66% | 9.78%  | 9.16%  |
| Saturday:             | 8.95%  | 7.56%  | 7.66%  |
| 8:00-11:00pm          |        |        |        |
| Sunday: 7:00-11:00pm  | 11.53% | 10.36% | 10.23% |
| 9:00am-1:00pm         | 27.21% | 29.1%  | 28.17% |
| 9:00am-4:00pm         | 31.29% | 32.99% | 31.99% |
| 4:00pm-7:00pm         | 33.54% | 31.52% | 30.65% |
| 11:00pm-1:00am        | 42.94% | 44.15% | 42.93% |
| AVG Prime time        | 3%     | 3.51%  | 2.96%  |
| Mon-Sun               |        |        |        |

Moapa Town Nellis AFB Stateline Spanish Springs McDermitt Laughlin Paradise Schurz Hawthorne tountain Caliente Pahrump Dayton Lovelock Winchester McGill Silver Intercultural Institute e Village-Crystal Bay Cal-Nev-Ari Sun Valley Fallon Station Cold Springs for Contextual Institute for Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Comparison Spring Creek Gardnerville Ranchos Indian Spring 57

## 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  | 1.5-3  | 3-7    |  | TV VIEWERS    | TV VIEWERS 0-1.5    | TV VIEWERS 0-1.5 1.5-3     |
|------------|--------|--------|--------|--|---------------|---------------------|----------------------------|
|            | MILES  | MILES  | MILES  |  |               | MILES               | MILES MILES                |
| Weekday    |        |        |        |  | Weekend       | Weekend             | Weekend                    |
| 6-7am      | 20.38% | 19.9%  | 18.97% |  | Sat: 7-10am   | Sat: 7-10am 21.6%   | Sat: 7-10am 21.6% 18.45%   |
| 7-9am      | 28.13% | 24.33% | 23.56% |  | Sat: 10am-1pm | Sat: 10am-1pm 9.27% | Sat: 10am-1pm 9.27% 7.77%  |
| 9am-12noon | 23.64% | 24.51% | 24%    |  | Sat: 1-4pm    | Sat: 1-4pm 26.75%   | Sat: 1-4pm 26.75% 25.63%   |
| 12noon-4pm | 7.65%  | 8.47%  | 7.99%  |  | Sat: 4-6pm    | Sat: 4-6pm 7.3%     | Sat: 4-6pm 7.3% 6.94%      |
| 4-6pm      | 57.76% | 52.6%  | 50.13% |  | Sat: 6-7pm    | Sat: 6-7pm 3.31%    | Sat: 6-7pm 3.31% 1.91%     |
| 6-7pm      | 19.43% | 20.34% | 19.96% |  | Sat: 7-8pm    | Sat: 7-8pm 2.03%    | Sat: 7-8pm 2.03% 1.43%     |
| 7-7:30pm   | 2.05%  | 2.78%  | 2.17%  |  | Sat: 8-11pm   | Sat: 8-11pm 8.95%   | Sat: 8-11pm 8.95% 7.56%    |
| 7:30-8pm   | 10.63% | 12.6%  | 12.24% |  | Sat: 11pm-1am | Sat: 11pm-1am 5.6%  | Sat: 11pm-1am 5.6% 4.89%   |
| 8-11pm     | 12.66% | 9.78%  | 9.16%  |  | Sat: 1am-7pm  | Sat: 1am-7pm 27.52% | Sat: 1am-7pm 27.52% 23.33% |
| 11pm-12am  | 36.22% | 35.72% | 34.97% |  | Sun: 7-10am   | Sun: 7-10am 2.62%   | Sun: 7-10am 2.62% 2.73%    |
| 11pm-1am   | 42.94% | 44.15% | 42.93% |  | Sun: 10am-1pm | Sun: 10am-1pm 7.76% | Sun: 10am-1pm 7.76% 6.56%  |
| 1-6am      | 35.45% | 33.77% | 32.42% |  | Sun: 1-4pm    | Sun: 1-4pm 7.28%    | Sun: 1-4pm 7.28% 6.35%     |
|            |        |        |        |  | Sun: 4-7pm    | Sun: 4-7pm 15.51%   | Sun: 4-7pm 15.51% 14.34%   |
|            |        |        |        |  | Sun: 7-11pm   | Sun: 7-11pm 11.53%  | Sun: 7-11pm 11.53% 10.36%  |
|            |        |        |        |  | Sun: 11pm-1am | Sun: 11pm-1am 5.23% | Sun: 11pm-1am 5.23% 6.79%  |
|            |        |        |        |  | Sun: 1-7am    | Sun: 1-7am 25.15%   | Sun: 1-7am 25.15% 22.78%   |

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# 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.

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# 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?

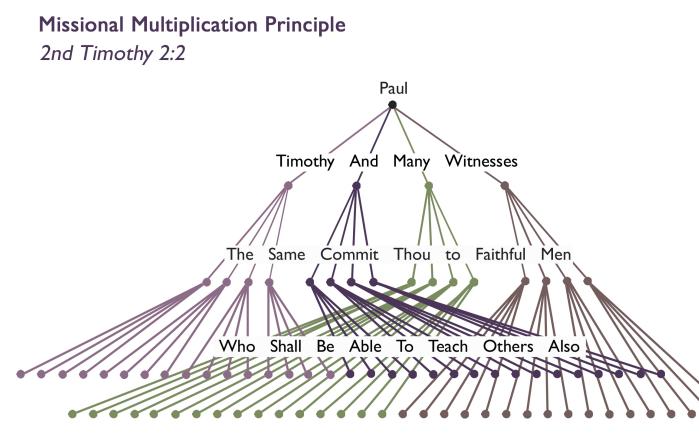
Henderson Battle Mountain Summerlin South Sparks Enterprise Sun Valley Cal-Nev-Ari Tonopah Per Mesquite Sandy Valley Indian Hills Nixon Lovelock Reno Gardner in Intercultural Institute Owyhee Hawthorne Boulder City Gardnerville Ranchos Moapa Valley Mount Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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## **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.



Mount Charleston Johnson Lane Pahrump Kingsbury Las Vegas Cal-Nev-Ari Lemmon Valley-Golden Valley Moapa Valley Fernley McGill Spanish Springs Fallon Silver Springs Intercultural Institute Valley Caliente Laughlin Zephyr Cove-Round Hill Village Schurz Bunkerv Verschultural Institute Contextual Ministry Coversity Intercultural Institute for Contextual Ministry Coversity Intercultural Institute for Contextual Ministry Coversity Coversion Spring Creek Spring Valley Tonopah Dayt 61

## **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.



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#### 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



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## 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.

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