

# MissionSite

top unreached locations



INCLINE VILLAGE, NV

CENSUS TRACT: 32031003304

REGION: Western

ASSOCIATION: Sierra Baptist Association

COUNTY: Washoe

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



**Nevada Baptist**  
**Convention**

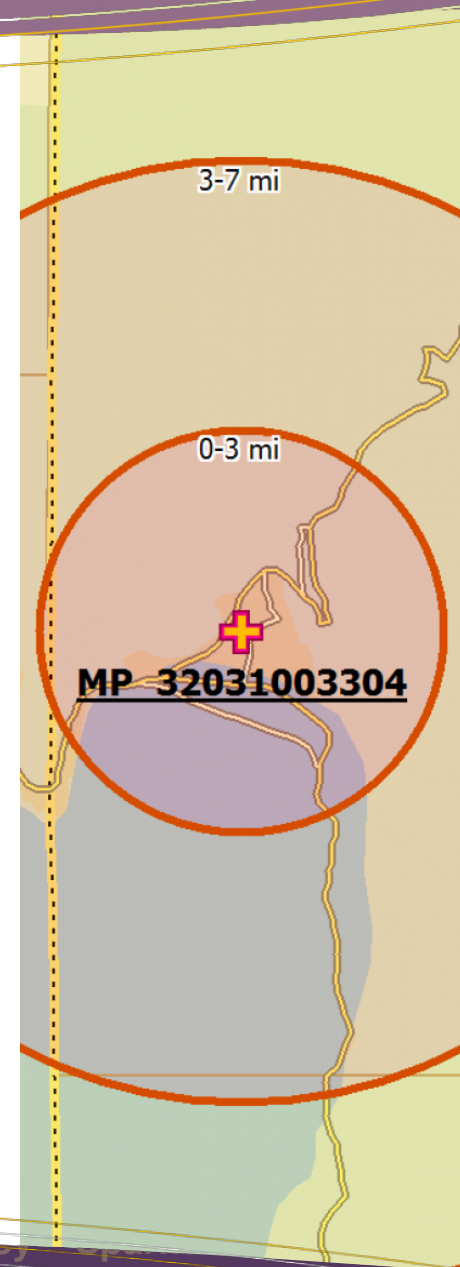
# MissionSite (TM) Table of Contents

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

## Site Location Summary

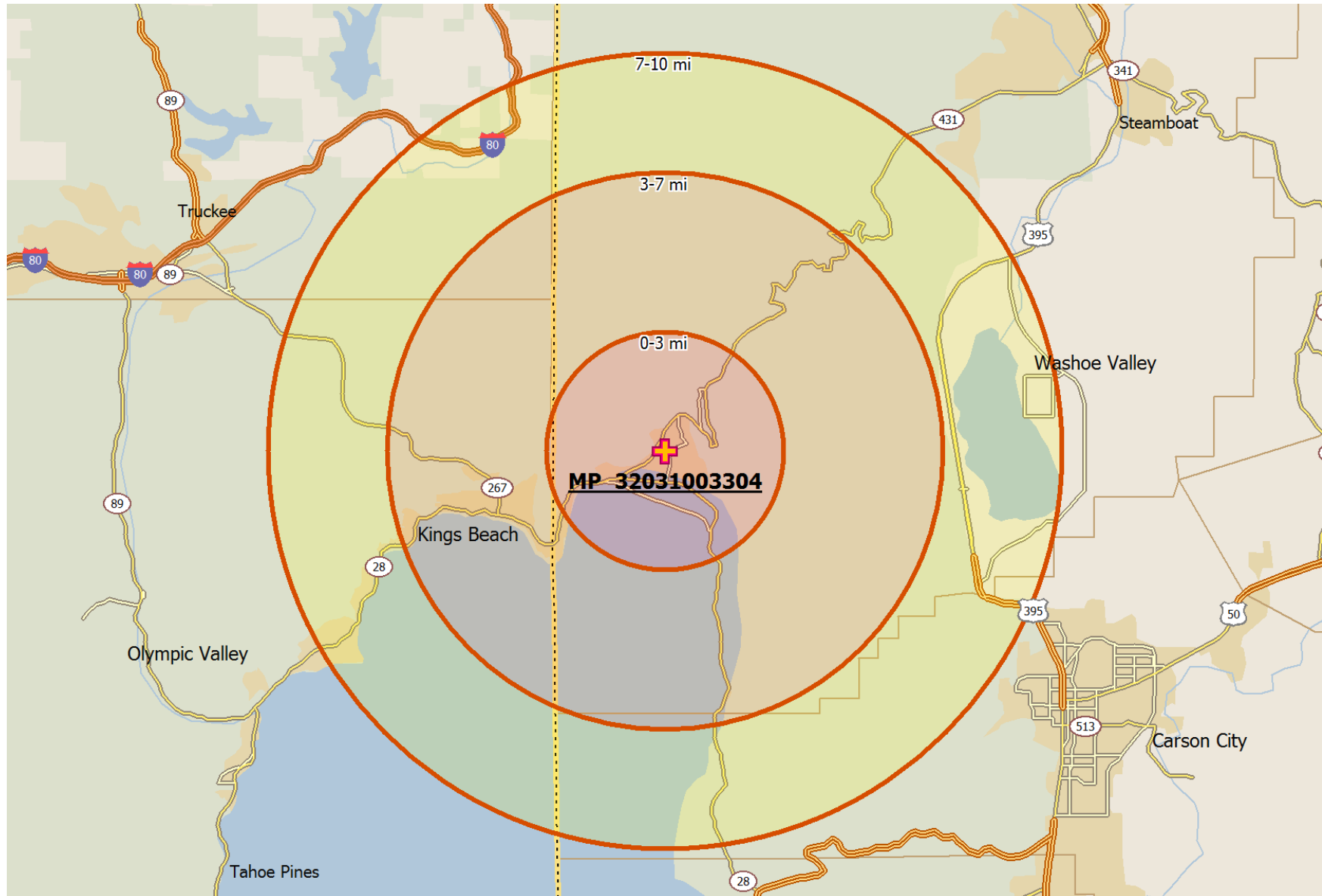
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3203	Western
2	Association	SBA	Sierra Baptist Association
3	County Location	32031	Washoe
4	Zipcode	89451	Washoe
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	I3	50000-10000-50000



Hawthorne Zephyr Cove-Round Hill Village Whitney Elko Beatty Carlin Schurz Johnson Lane Fallon  
 Caliente Indian Springs Carson City Ely Nellis AFB Kingsbury Silver Springs Winchester Minden Reno  
 Bunkerville Cal-Nev-Ari Mesquite Dayton Paradise Verdi-Mogul Gerlach Virginia Valley-Golden V

# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	9,899	7,198	10,825
2010 Households	4,146	2,652	4,359
2010 Group Quarters Population	109	0	126

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	15	17
Language Diversity National Index	60	79	26
Foreign Born Diversity National Index	23	1	79
Ancestry Diversity National Index	95	48	97
Racial Diversity National Index	40	65	20

# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,271	78.9%
Mainstay Communities	Established, Diverse Households	343	8.27%
Working Communities	Blue-collar, Working Families	124	2.99%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	409	9.86%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%





# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	112,635	3,219	2.86%
Unreached %	69.91%	77.64%	111.06
Religious But NOT Evangelical HH	24,973	932	3.73%
Religious But NOT Evangelical %	15.5%	22.48%	145.02
Spiritual But NOT Relig or Evang HH	18,641	468	2.51%
Spiritual But NOT Relig or Evang %	11.57%	11.29%	97.59
Not Evangelical, Not Interested HH	69,035	1,822	2.64%
Not Evangelical, Not Interested %	42.85%	43.94%	102.56



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of NVBC Churches	0	0	0%
Active NVBC Attenders	0	0	0%
Active Evangelical Households	6,080	116	1.91%
Active Evangelical Percent	3.77%	2.81%	74.39
Inactive Evangelical Households	42,406	812	1.91%
Inactive Evangelical Percent	26.32%	19.58%	74.39
# New Churches Needed	81	2	2.57%



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

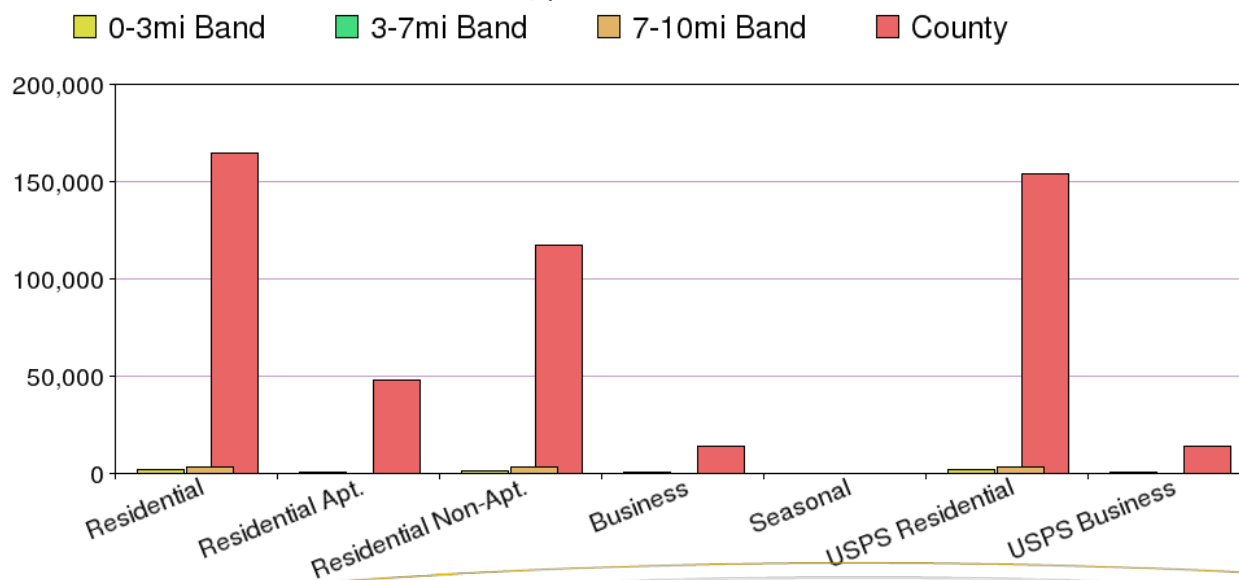
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	254,672	7,401	2.91%
2000 Population	339,486	9,699	2.86%
2010 Population	419,061	9,899	2.36%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	102,298	3,073	3%
2000 Households	132,084	4,053	3.07%
2010 Households	161,121	4,146	2.57%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	1,897
Residential Apt.	619
Residential Non-Apt.	1,278
Business	336
Seasonal	0
USPS Residential	1,886
USPS Business	451

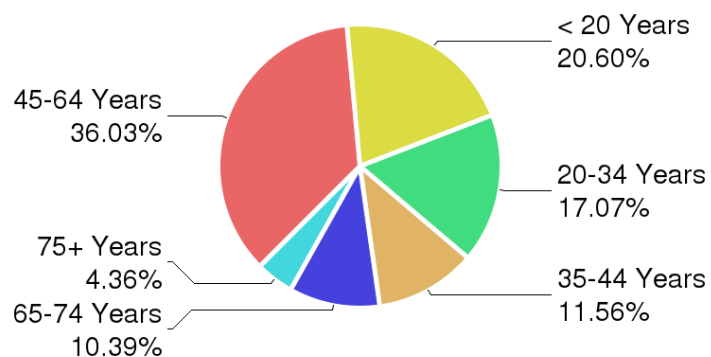
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	3.88%	64.77
4-5 Years	2.82%	1.92%	68.09
6-8 Years	4.14%	3.03%	73.19
9-11 Years	3.96%	3.26%	82.32
12-13 Years	2.56%	2.21%	86.33
14-17 Years	5.08%	4.12%	81.1
18-19 Years	2.51%	2.19%	87.25
0-5 Years	8.81%	5.8%	65.83
6-12 Years	9.38%	7.39%	78.78
13-19 Years	8.86%	7.42%	83.75
< 20 Years	27.05%	20.61%	76.19
20-34 Years	20.9%	17.08%	81.72
35-44 Years	12.77%	11.56%	90.52
45-64 Years	26.21%	36.04%	137.5
65-74 Years	7.48%	10.39%	138.9
75+ Years	5.59%	4.36%	78
Median Age	37	48	131.94
Median Age (Male)	36	49	135.69
Median Age (Female)	37	48	127.45

Age Group Percentages

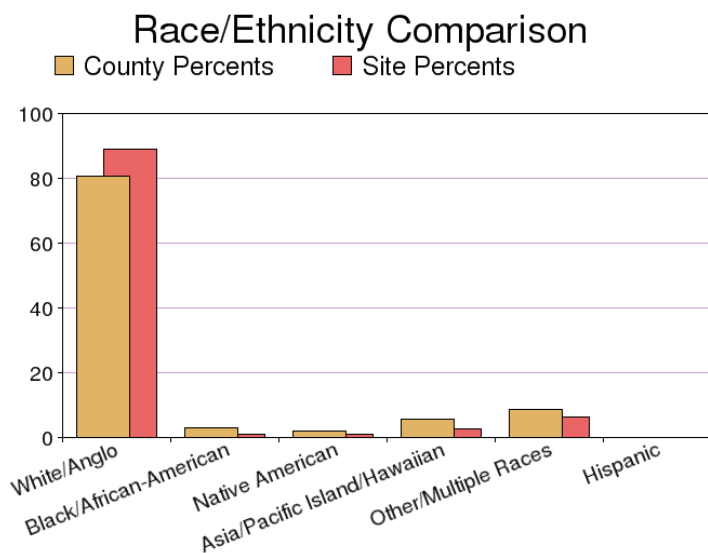


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.7%	89.11%	110.42
Black, African-American	2.89%	1.05%	36.36
Native American	1.93%	0.87%	44.92
Asian	5.27%	2.53%	47.9
Pacific Island, Hawaiian	0.49%	0.22%	45.81
Other/Multiple Races	8.72%	6.22%	71.38
Hispanic	0%	19.15%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	277,717	7,290	
Less than 9th Grade	5.17%	1.98%	261.93
No High School Diploma	8.85%	3.79%	233.75
High School Graduate	25.32%	17.26%	146.75
Some College, no degree	25.72%	21.23%	121.13
Associate Degree	7.39%	8.18%	90.36
College Degree	17.71%	28.08%	63.07
Graduate/Prof. degree	9.84%	19.49%	50.46



# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	5.4%	3.42%	66.55
\$10,000 to \$19,999	8.27%	3.96%	47.81
\$20,000 to \$29,999	8.91%	5.28%	59.26
\$30,000 to \$49,999	19.36%	12.47%	64.42
\$50,000 to \$59,999	9.78%	7.38%	75.44
\$60,000 to \$69,999	8.19%	6.32%	77.12
\$70,000 to \$79,999	7.48%	6.32%	84.43
\$80,000 to \$89,999	6.13%	5.79%	94.51
\$90,000 to \$99,999	4.25%	5.02%	118.02
\$100,000 to \$124,999	9.85%	11.55%	117.24
\$125,000 to \$149,999	4.96%	6.75%	136.14
\$150,000 to \$199,999	4.17%	10.27%	246.69
\$200,000 to \$249,999	1.26%	4.51%	357.11
\$250,000 or more	1.98%	10.95%	553.43
Median Household	58,198	92,320	158.63
Average Household	78,052	147,928	189.52
Per Capita Household	30,654	61,957	202.12
Family/Non-Family Household Income			
Median Family Income	71,067	113,143	159.21
Average Family Income	93,635	179,683	191.9
Median Non-Family Income	40,796	69,753	170.98
Average Non-Family Income	53,078	97,833	184.32

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	61.58%	61.43%	99.76
Families with Children	31.56%	23.78%	75.35
Families without Children	30.02%	37.65%	125.43
<b>Non-Family Households</b>			
% Non-Family Households	38.42%	38.57%	100.38
Non-Families with Children	0.33	0.24	73.88
Non-Families without Children	38.1	38.33	100.61
<b>Housing Units</b>			
			Index
Total Housing Units	182,362	7,831	
Vacant percent	11.65%	47.06%	404
Owned percent	53.42%	34.15%	63.92%
Rented Percent	34.93%	18.8%	53.81
<b>Households by Size</b>			
			Index
Avg household size	2.57	2.36	91.83
Avg family hh size	3.35	2.99	89.25
Avg non-family hh size	1.32	1.36	103.03
<b>Households By Count of Persons</b>			
			Percent
One	48,744	1,212	2.49%
Two	46,584	1,568	3.37%
Three or Four	46,519	992	2.13%
Five+	19,274	374	1.94%



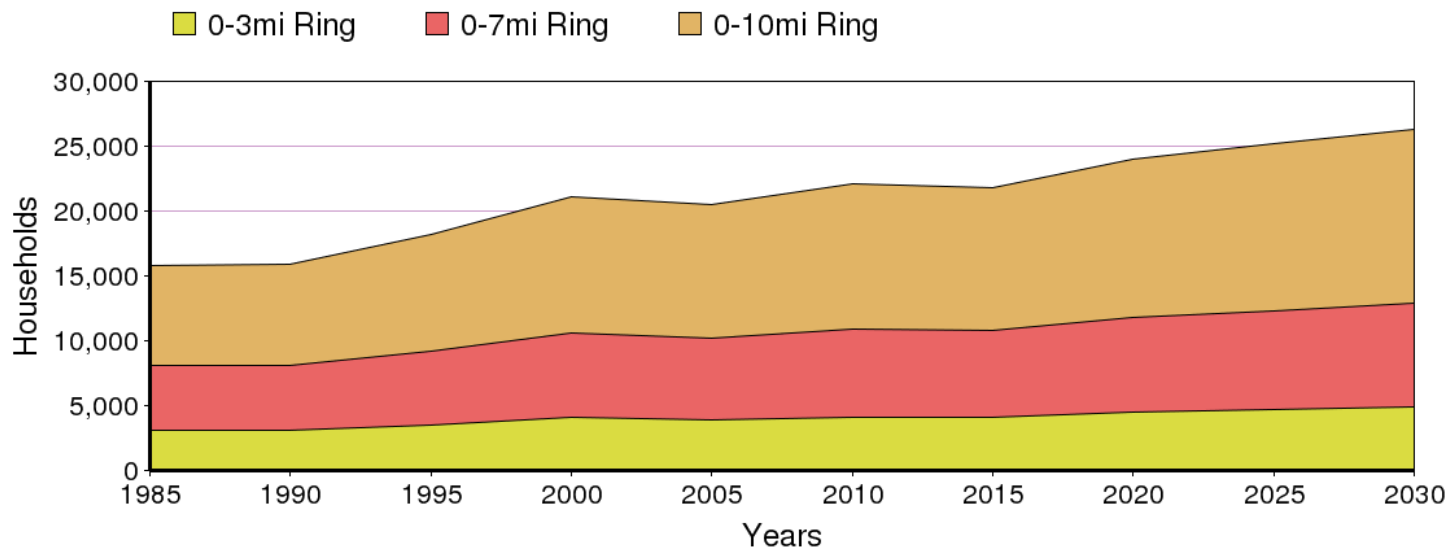
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	254,672	7,401	2.91%
2000 Population	339,486	9,699	2.86%
2010 Population	419,061	9,899	2.36%
2015 Population	440,263	9,794	2.22%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	102,298	3,073	3%
2000 Households	132,084	4,053	3.07%
2010 Households	161,121	4,146	2.57%
2015 Households	168,179	4,073	2.42%

Household Change from 1985 to 2030



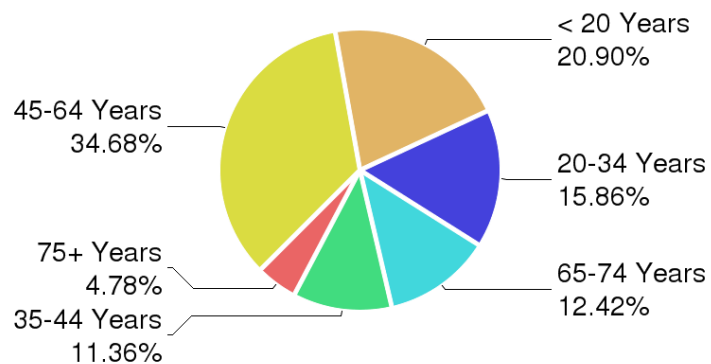
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.88%	3.87%	99.74
4-5 Years	1.92%	1.93%	100.52
6-8 Years	3.03%	3.07%	101.32
9-11 Years	3.26%	3.34%	102.45
12-13 Years	2.21%	2.35%	106.33
14-17 Years	4.12%	4.23%	102.67
18-19 Years	2.19%	2.11%	96.35
0-5 Years	5.8%	5.8%	100
6-12 Years	7.39%	7.57%	102.44
13-19 Years	7.42%	7.54%	101.62
< 20 Years	20.61%	20.91%	101.46
20-34 Years	17.08%	15.87%	92.92
35-44 Years	11.56%	11.37%	98.36
45-64 Years	36.04%	34.7%	96.28
65-74 Years	10.39%	12.43%	119.63
75+ Years	4.36%	4.78%	109.63
Median Age	37	49	134.59
Median Age (Male)	36	49	137.33
Median Age (Female)	37	50	133.48

Projected Age Group Percentages



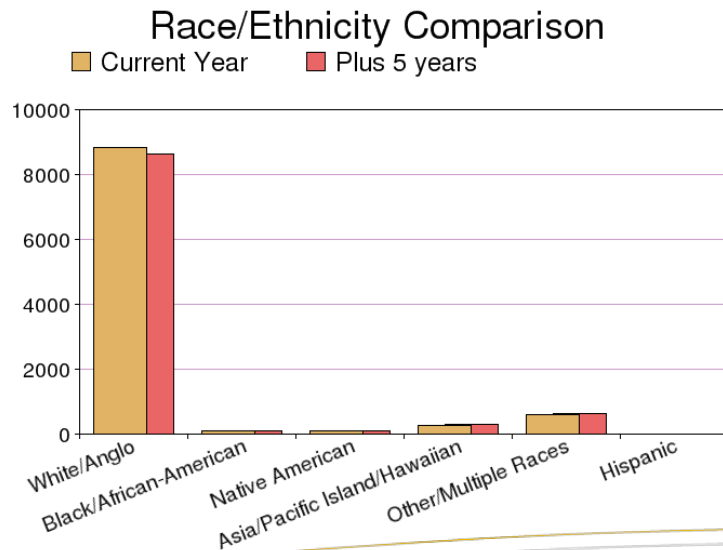
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	89.11%	88.25%	99.03
Black, African-American	1.05%	1.18%	112.73
Native American	0.87%	0.94%	108.12
Asian	2.53%	2.86%	113.2
Pacific Island, Hawaiian	0.22%	0.25%	110.26
Other/Multiple Races	6.22%	6.52%	104.85
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	7,290	7,239	
Less than 9th Grade	1.98%	1.81%	91.61
No High School Diploma	3.79%	3.45%	91.22
High School Graduate	17.26%	17.13%	99.26
Some College, no degree	21.23%	19.98%	94.07
Associate Degree	8.18%	8.16%	99.86
College Degree	28.08%	28.65%	102.03
Graduate/Prof. degree	19.49%	20.82%	106.8



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	3.42%	2.97%	86.74
\$10,000 to \$19,999	3.96%	3.44%	86.9
\$20,000 to \$29,999	5.28%	4.57%	86.45
\$30,000 to \$49,999	12.47%	11.17%	89.59
\$50,000 to \$59,999	7.38%	6.95%	94.14
\$60,000 to \$69,999	6.32%	6.16%	97.52
\$70,000 to \$79,999	6.32%	6.26%	98.68
\$80,000 to \$89,999	5.79%	5.89%	100.94
\$90,000 to \$99,999	5.02%	5.16%	102.77
\$100,000 to \$249,999	11.55%	12.64%	109.44
\$125,000 to \$149,999	6.75%	7.49%	110.88
\$150,000 to \$199,999	10.27%	11.51%	112.07
\$200,000 to \$249,999	4.51%	4.93%	109.41
\$250,000 or more	10.95%	10.83%	98.88
Median Household	92,320	99,268	107.53
Average Household	147,928	155,831	105.34
Per Capita Household	61,957	64,805	104.6
<b>Family/Non-Family Household Income</b>			
Median Family Income	113,143	124,387	109.94
Average Family Income	179,683	192,935	107.38
Median Non-Family Income	69,753	72,348	103.72
Average Non-Family Income	97,833	99,410	101.61



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	61.43%	60.37%	98.28
Families with Children	23.78	23.18	97.46
Families without Children	37.65	36.16	96.05
<b>Non-Family Households</b>			
% Non-Family Households	38.57%	39.63%	102.75
Non-Families with Children	0.24	0.15	102.75
Non-Families without Children	38.33	39.48	103.01
<b>Housing Units</b>			
Total Housing Units	7,831	7,693	98.24%
Vacant percent	47.06%	47.06%	100
Owned percent	34.15%	33.98%	99.51
Rented Percent	18.8%	18.98%	100.96
<b>Households by Size</b>			
Avg household size	2.36	2.38	100.85%
Avg family hh size	2.99	3.11	104.01%
Avg non-family hh size	1.36	1.27	93.38%
<b>Households By Count of Persons</b>			
One	1,212	1,262	104.13%
Two	1,568	1,438	91.71%
Three or Four	992	991	99.9%
Five+	374	382	102.14%

# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,194	1,668	435
Northern Europe	68	10	43
Western Europe	112	24	91
Southern Europe	0	2	9
Eastern Europe	47	22	10
Other Europe	0	2	3
Eastern Asia	44	0	23
So. Central Asia	5	9	15
SE Asia	61	5	52
Western Asia	0	6	5
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	3	4
Southern Africa	0	1	5
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	17	8	31
Caribbean	8	0	10
Central Amer.	699	1,557	69
South America	12	2	13
North America	121	17	52
Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,079	4,178	9,745
Spanish	1,047	2,017	278
Other Indo-Euro language	265	111	240
French (incl. Patois, Cajun)	71	39	70
French Creole	0	0	0
Italian	30	7	16
Portuguese	8	0	4
German	62	46	106
Yiddish	0	0	0
Other West Germanic	12	0	0
A Scandinavian Language	0	4	0
Greek	13	0	0
Russian	8	0	0
Polish	0	10	8
Serbo-Croatian	0	0	0
Other Slavic Language	31	0	3
Armenian	0	0	0
Persian	0	0	13
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	5	5

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	30	0	8
Asian/PI languages	0	0	0
Chinese	15	0	13
Japanese	11	0	0
Korean	23	4	40
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	14	0
Tagalog	41	0	9
Other Pacific Is	8	0	0
Other languages	0	10	4
Navajo	0	0	0
Other Native N. American	0	0	3
Hungarian	0	10	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	1



# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,418	5,459	8,872
Arab	10	29	15
Armenian	52	9	27
Austrian	128	3	12
British	70	12	60
Canadian	15	2	18
Croatian	9	1	7
Czech	67	8	13
Czechoslovak	0	16	0
Danish	71	42	83
Dutch	101	32	156
English	1,092	401	1,283
European	286	173	205
Finnish	25	0	6
French (not Basque)	90	129	362
French Canadian	48	47	59
German	1,365	467	1,620
Greek	40	35	22
Hungarian	46	55	49
Iranian	0	0	10

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	929	559	1,052
Italian	544	275	575
Lithuanian	24	18	16
Norwegian	185	66	294
Polish	182	57	160
Portuguese	61	70	111
Romanian	28	1	9
Russian	154	40	80
Scandinavian	32	3	27
Scotch-Irish	96	98	197
Scottish	236	99	279
Slovak	14	14	6
Subsaharan African	13	0	0
Swedish	143	77	211
Swiss	97	26	37
Ukrainian	22	3	15
US/American	400	265	491
Welsh	80	39	93
West Indian	21	0	4
Yugoslavian	8	0	17
Other	1,635	2,287	1,192

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

1. The Demoscope information on page 19 highlights the rate of population change at the site compared to its county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 15 and 20 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 16 & 21 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

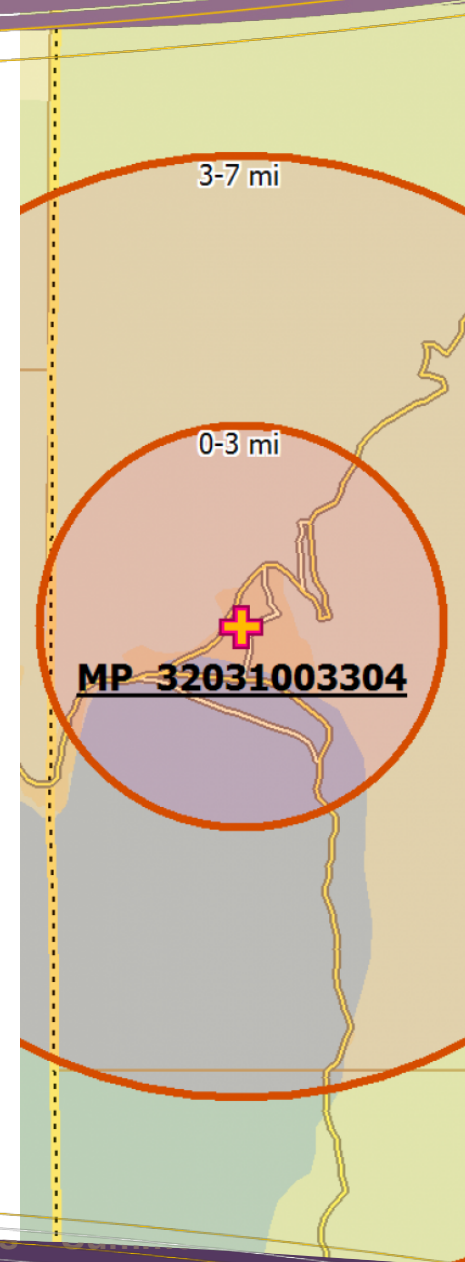
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

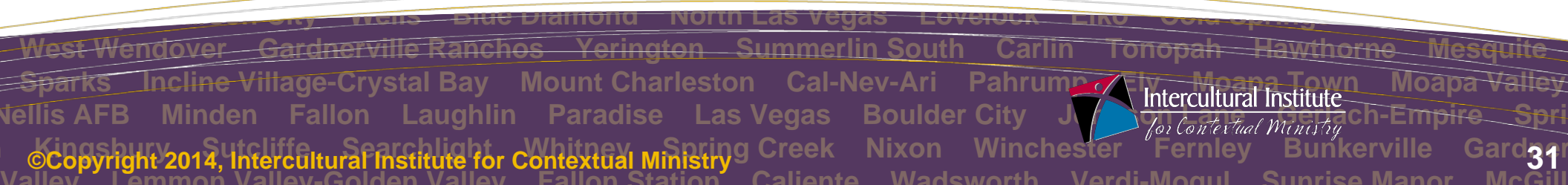
2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,146	100%	3,219	100%
<b>AFFLUENT SUBURBIA</b>	2,554	61.6%	2,040	63.37%
America's Wealthiest	1,908	46.02%	1,531	47.56%
Dream Weavers	150	3.62%	107	3.32%
White Collar Suburbia	18	0.43%	15	0.47%
Upscale Suburbia	399	9.62%	332	10.31%
Enterprising Couples	0	0%	0	0%
Small Town Success	79	1.91%	55	1.71%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	717	17.29%	563	17.49%
Status Conscious Consumers	154	3.71%	108	3.36%
Affluent Urban Professionals	563	13.58%	455	14.13%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,146	100%	3,219	100%
<b>BLUE COLLAR BACKBONE</b>	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%
<b>AMER. DIVERSITY</b>	343	8.27%	243	7.55%
Ethnic Urban Mix	174	4.2%	123	3.82%
Urban Blues	0	0%	0	0%
Professional Urbanites	124	2.99%	90	2.8%
Urban Advancement	45	1.09%	30	0.93%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	124	2.99%	83	2.58%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	124	2.99%	83	2.58%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	4,146	100%	3,219	100%
<b>REMOTE AMERICA</b>	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%
<b>ASPIRING CONTEMP'S</b>	409	9.86%	290	9.01%
Young Cosmopolitans	131	3.16%	103	3.2%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	278	6.71%	187	5.81%
<b>RURAL VILLAGES &amp; FARMS</b>	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%





# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,146	100%	3,219	100%
<b>STRUGGLING SOCIETIES</b>	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%
<b>URBAN ESSENCE</b>	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 14-18 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 19-23. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 30-33. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

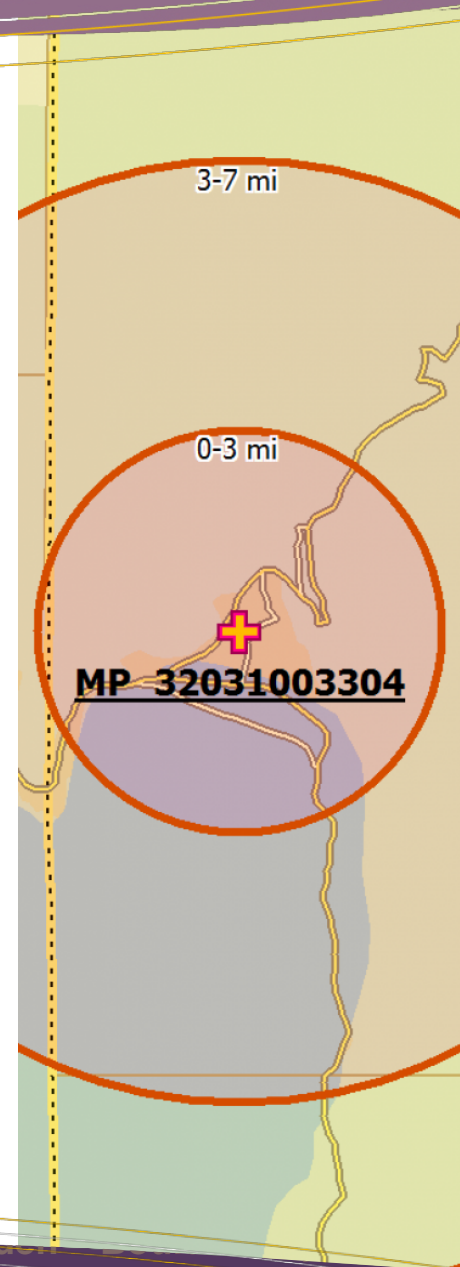
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	89%	89%	87%
Use Comp. for Internet/E-mail	75%	75%	74%
Internet Use: E-Mail	68%	67%	65%
Use Comp. for Word Processing	56%	56%	56%
Use Comp. for Shopping	54%	53%	50%
Use Comp. for Banking	46%	47%	45%
Use Comp. for Digital Camera Photo Editing	46%	44%	43%
Internet Use: News/ Weather	44%	42%	40%
Use Comp. for News/Info./Data Service	43%	42%	39%
HH Owns DVD Player	40%	39%	38%

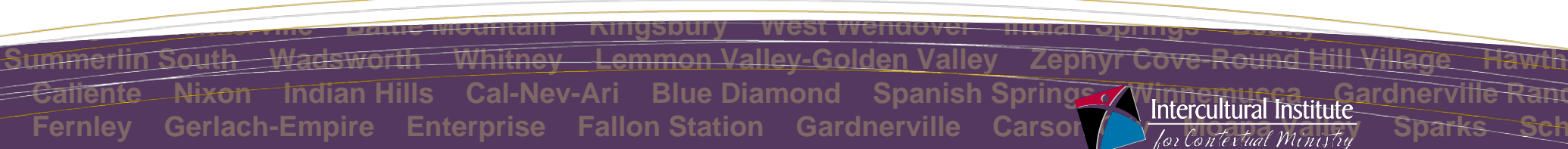
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Comp. Games	38%	40%	41%
Use Comp. for Education	37%	40%	39%
Internet Use: Banking	35%	35%	34%
PC-Network-HH Has One	35%	33%	30%
Use Comp. for Personal Financial Mngmnt	30%	29%	26%
Use Comp. for Accounting	27%	24%	23%
Internet Use: Shopping: Made A Purchase	25%	21%	18%
Internet Use: Travel Reservations	24%	21%	19%
Use Comp. for Telecommuting	21%	20%	18%
Internet Use: Shopping: Gathered Info. for Shopping	21%	20%	19%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	72%	73%	72%
Reading Books	70%	65%	64%
Dining Out (Not Fast Food)	69%	68%	69%
Go To A Beach/Lake	48%	47%	47%
Cooking for Fun	47%	45%	43%
Visit Museum	41%	36%	33%
Card Games	41%	43%	44%
Gardening	36%	36%	38%
Board Games	32%	35%	35%
Going To	25%	26%	25%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	65%	66%
Dentist	39%	37%	37%
Gen./Fam. Practitioner	36%	38%	40%
Eye Dr.	24%	23%	24%
None Of These	23%	23%	22%
High Cholesterol	18%	18%	19%
Backache	18%	19%	21%
Hypertension/High Blood Pressure	17%	17%	18%
OB/GYN	16%	16%	16%
Internist	15%	12%	12%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	45.21%	40.6%	37.78%
Live Theater	40.19%	33.46%	32.03%
Live Theater Most Often	33.35%	27.7%	26.81%
Rock/Pop Concerts Most Often	18.99%	19.54%	18.77%
Dance Performance	17.09%	14.26%	12.92%
Classical Concerts Most Often	15.23%	12.18%	11.01%
Movies: Action/Adventure	44.23%	44.52%	43.24%
Movies: Comedy	39.82%	40.71%	41.82%
Movies: Drama	30.5%	28.3%	27.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	27.42%	26.02%	25.95%
Movies: Mystery	20.62%	19.49%	19.45%
Movies: Fam.	16.82%	19.81%	20.65%
MLB Baseball Reg. Season	13.76%	13.12%	12.57%
College Football Reg. Season	10.19%	10.63%	10.32%
NFL Football Reg. Season	8.03%	9.25%	9.8%
NBA Basketball Reg. Season	7.02%	6.73%	6.15%
College Basketball Reg. Season	6.75%	6.64%	6.56%
NHL Hockey Reg. Season	5.04%	5.03%	4.58%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	50.74%	48.81%	48.09%
Swimming	40.21%	39.57%	39.05%
Weight Training	30.43%	27.82%	25.57%
Using Cardio Machine	26.77%	24.99%	22.68%
Jogging/Running	22.4%	21.53%	20.09%
Bowling	21.02%	22.79%	22.62%
Golf	19.71%	19.71%	20.52%
Stationary Cycling	18.89%	17.59%	16.49%
Mountain/Road Biking	17.5%	17.15%	16.7%
Billiards/Pool	17.05%	19.1%	18.91%
Aerobics	16.55%	14.11%	13.03%
Backpacking/Hiking	15.81%	14.61%	13.76%
Yoga	14.1%	12.22%	10.72%
Tennis	14.09%	12.25%	11.01%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Basketball	13.09%	14.27%	14.03%
Downhill & X-Country Skiing	12.43%	10.99%	9.28%
Camping Trips	12.25%	14.8%	15.11%
Freshwater Fishing	11.16%	12.93%	13.46%
Power Boating	10.93%	10.24%	10.41%
Soccer	10.32%	9.56%	8.55%
Baseball	9.85%	10.64%	10.2%
Snorkeling	8.99%	7.38%	6.56%
Canoeing/Kayaking	8.71%	8.28%	8.08%
Football	8.27%	8.58%	8.11%
Ice Skating	7.61%	7.06%	6.57%
Volleyball	7.22%	7.19%	6.91%
Softball	7.22%	6.68%	6.31%
Saltwater Fishing	6.75%	6.97%	7.13%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	6.1%	5.25%	5%
Hunting	5.95%	6.57%	6.39%
Water Skiing	5.92%	5.84%	5.32%
Martial Arts	5.65%	5.23%	4.42%
Rowing	5.35%	4.69%	4.05%
Jet Skiing	5.13%	5.47%	5.25%
Horseback Riding	5%	4.71%	4.77%
Archery	4.87%	4.53%	3.95%
Roller Skating	4.85%	5.46%	5.05%
Target Shooting	4.71%	5.74%	6.2%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	4.59%	4.67%	4.34%
Fly Fishing	4.55%	4.43%	4.07%
Racquetball	4.34%	3.88%	3.67%
Rock Climbing	3.98%	4.27%	4.05%
Surfing & Windsurfing	3.91%	3.74%	3.16%
Snowmobiling	3.62%	3.25%	3.22%
Motorcycling	3.5%	4.49%	4.9%
Hockey	3.44%	3.22%	3.09%
Skateboarding	3.42%	3.34%	2.93%
Auto Racing	2.81%	3.09%	2.94%



## Potential Cultural Barriers -- Introduction (part 1)

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

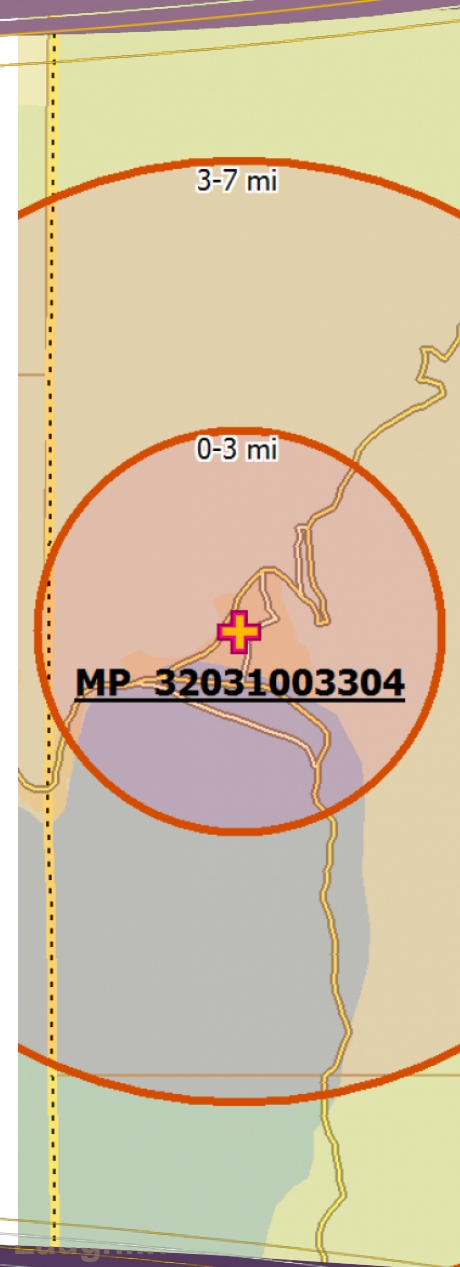
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

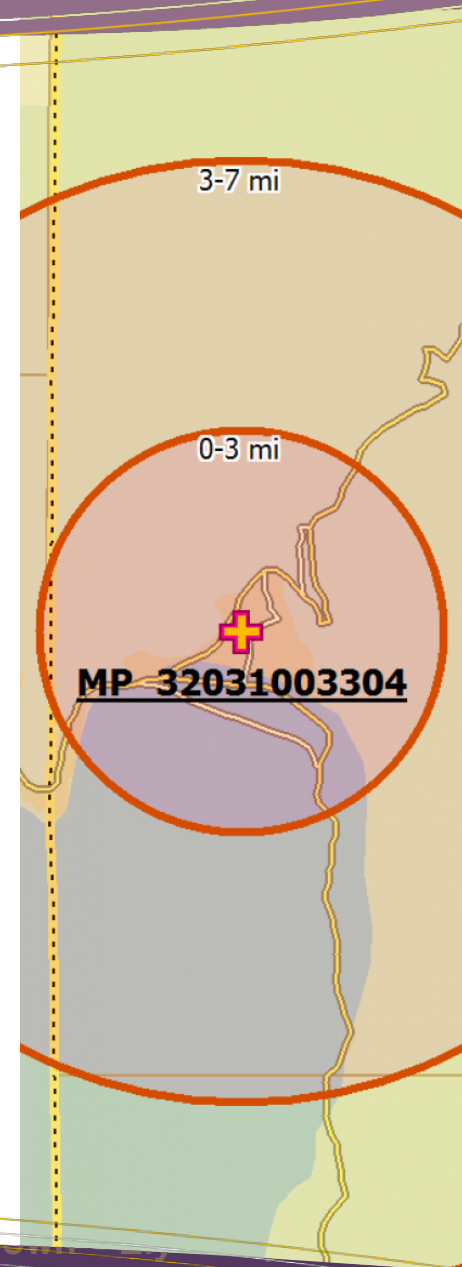
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

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

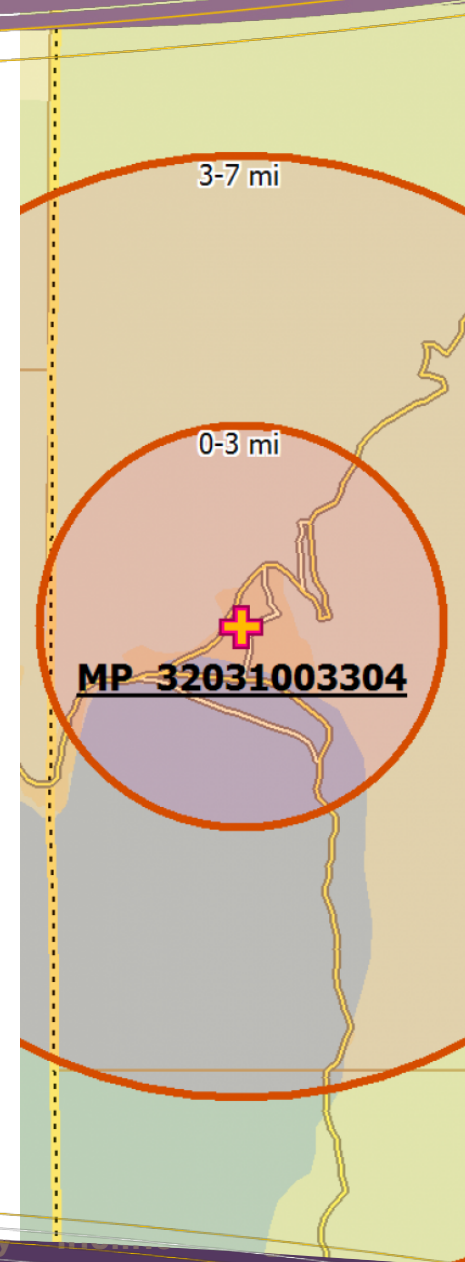
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Prefer To Have Few Possessions As Possible	56%	50%	48%
Important Continue Learning New Things	54%	54%	52%
If Won Lottery Would Never Work Again	49%	43%	40%
Friends More Important Than My Fam.	43%	37%	34%
Find It Difficult To Say No To My Kids	36%	37%	38%
Don't Judge People/Way They Live Life	35%	33%	30%
Speak My Mind Even If It Upsets People	34%	35%	35%
Woman's Place Is In The Home	33%	34%	34%
Like Control Over People And Resources	30%	30%	29%
Marijuana Should Be Legalized	29%	27%	25%
Money Is Best Measure Of Success	28%	27%	27%
Like To Pursue Challenge/Novelty/Change	27%	23%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Happy With My Standard Of Living	26%	22%	19%
Like To Do Unconventional Things	24%	25%	26%
Like to Stand Out In A Crowd	21%	20%	20%
Too Much Sponsorship In Arts/Sports	19%	20%	20%
I Am A Workaholic	18%	18%	18%
We Should Strive for Equality for All	16%	15%	14%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Only Work Current Job for The Money	16%	15%	14%
On Whole People Get What They Deserve	15%	12%	11%
I Am A Perfectionist	11%	10%	8%
Indulge My Kids With The Little Extras	9%	9%	8%
Little I Can Do To Change My Life	8%	8%	7%

## Potential Cultural Themes

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

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



Gardnerville Tonopah Indian Springs Spanish Springs Nellis AFB Carson City Elko Paradise Silver Springs  
Fernley Sutcliffe Owyhee Searchlight Reno Dayton Sunrise Manor Battle Mountain Mount Charleston  
Moapa Valley Gardnerville Ranchos Henderson Goodsprings Minden Primm Valley Pahrump Valley  
Pahrump West Wendover Johnson Lane Sandy Valley Boulder City Laughlin Gerlach-Empire Nye  
Fallon Station Spring Creek Cal-Nev-Ari Sun Valley Cold Springs Schurz Lovelock Indian Hills Enterprise

# Potential Cultural Themes:

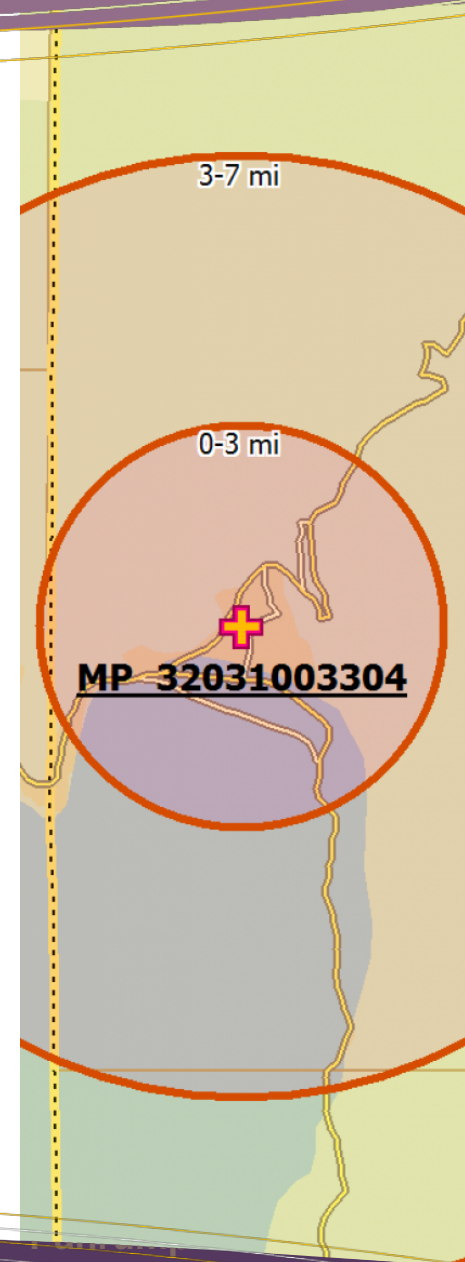
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	73%	73%	72%
You Should Seize Opportunities In Life	66%	63%	61%
Prefer To Have Few Possessions As Possible	56%	50%	48%
Important Feel Respected By My Peers	42%	38%	35%
Like To Understand About Nature	40%	40%	40%
Like To Just Enjoy Life	35%	32%	29%
Prefer Work Part Of Team Than Alone	33%	32%	31%
People Have To Take Me As They Find Me	32%	30%	29%
Have Keen Sense Of Adventure	32%	30%	29%
Worried About Pollution Caused By Cars	30%	28%	25%
Important To Juggle Various Tasks	29%	27%	27%
Good At Fixing Things	26%	27%	26%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	18%	17%	17%
Try Not To Worry About The Future	17%	16%	16%
Consider Myself Interested In The Arts	17%	18%	18%
Is An Important Part Of Who I Am	17%	16%	16%
Looking for New Ideas To Improve Home	13%	14%	14%
Enjoy Spending Time With My Fam.	8%	10%	10%
Provide My Kids With The Little Extras	6%	7%	6%
Children Should Be Allowed To Express Themselves	6%	5%	5%
Feel Very Alone In The World	5%	4%	4%
Would Like To Set Up Own Business	4%	4%	4%
Like Spending Most Time With Fam.	4%	4%	4%
Decor Particular Interest To Me	3%	4%	4%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	75.39%	79.78%	82.68%
Fast Food/Drive-In Restaurant-Visit Any	73.83%	78.89%	80.8%
McDonald's	42.69%	47.92%	51.24%
Subway	24.51%	28.4%	28.83%
Burger King	23.71%	29.31%	31.61%
Starbucks	21.85%	21.89%	20.67%
Wendy's	20.98%	26.08%	28.64%
Taco Bell	19.92%	25.41%	27.64%
Applebee's	19.09%	25.09%	28.74%
Olive Garden	16.35%	19.68%	21.55%
Kentucky Fried Chicken (KFC)	16.29%	19.99%	21.48%
Dunkin' Donuts	14.84%	14.37%	13.94%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
TGI Friday's	14.49%	15.1%	14.88%
Outback Steakhouse	13.99%	16.17%	17.36%
Chili's Grill and Bar	13.47%	16.04%	16.73%
Quiznos Sub	13.13%	13.74%	13.47%
Pizza Hut	12.88%	16.44%	17.73%
IHOP (International House Of Pancakes)	11.68%	13.31%	13.62%
Chick-Fil-A	11.53%	14.45%	14.72%
Arby's	11.49%	16.97%	19.09%
Panera Bread	10.43%	11.32%	12.7%
Denny's	9.93%	11.39%	12.41%
Dairy Queen	9.22%	12.3%	13.99%
Domino's Pizza	9.22%	11.41%	12.35%

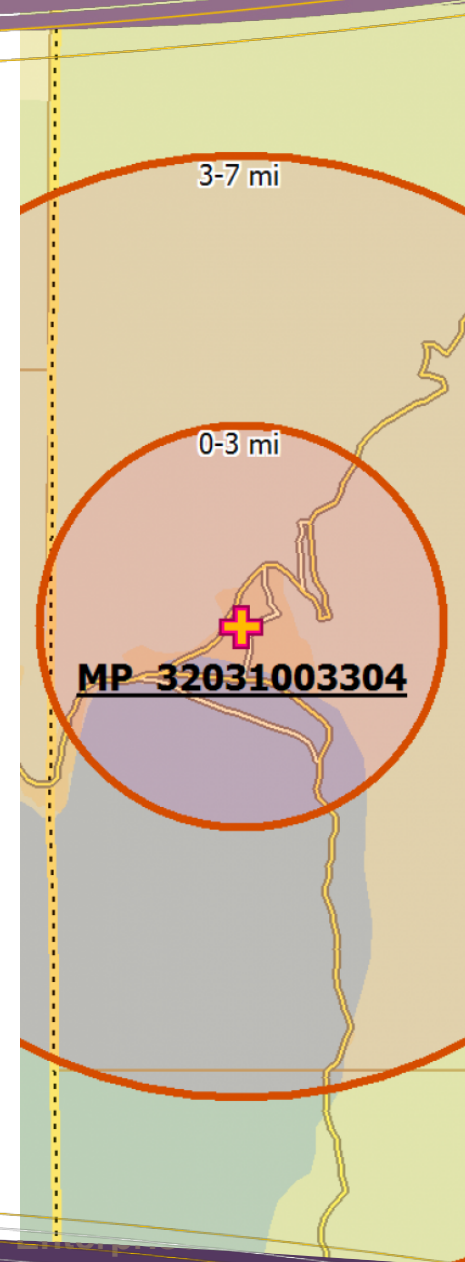


## Potential Shared Projects

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

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

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



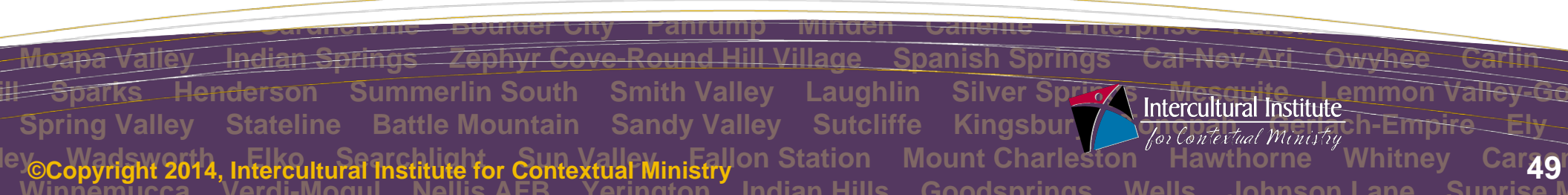


# Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	55.8%	53.46%	54.15%
Recycled products	50.56%	47.77%	47.33%
Worked as volunteer (non political)	22.95%	22.02%	22.3%
Engaged in fund raising	14.46%	13.46%	13.25%
Wrote to elected offcl about publ bus	10.72%	9.4%	8.9%
Charitable Organization	9.93%	8.25%	7.75%

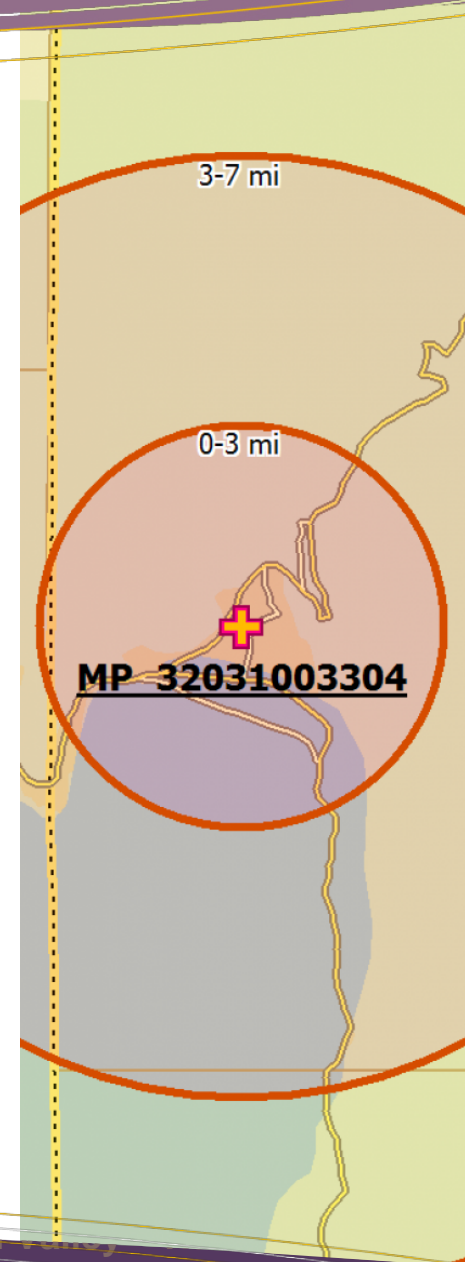
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Took active part in local civic issue	8.81%	7.49%	6.95%
Religious club member	7.57%	7.68%	7.91%
Addressed a public meeting	7.26%	6.86%	6.69%
Union member	6.15%	5.83%	5.81%
Wrote to editor of mag or newspaper	6.09%	6.13%	6.39%
Wrote to editor of mag or newspaper	5.76%	5.36%	5.19%



## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	28.15%	25.78%	24.82%
Children's Books	16.88%	16.69%	16.37%
Mystery	15.59%	15.21%	15.43%
History	12.96%	11.71%	10.94%
Cookbooks	12.61%	12.01%	12.17%
Biography	12.49%	10.95%	10.25%
Personal/Business	9.66%	9.79%	9.65%
Self-help			
Religious (not Bibles)	7.81%	8.45%	8.6%
Romance	6.29%	7.09%	7.35%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	76.11%	74.78%	74.69%
Gen. Editorial	58.16%	54.57%	52.65%
Womens	43.86%	44.68%	44.19%
Service	41.14%	40.79%	40.87%
Business/Finance	31.54%	28.4%	27.27%
Mens	19.73%	20.21%	19.68%
Sports	18.79%	18.85%	18.8%
Travel	17.72%	15.33%	14.47%
Mature Market	13.81%	12.68%	13.46%

# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	60.47%	59.86%	60.22%
Business/Finance	42.54%	39.81%	39.48%
Editorial Page	35.52%	33.39%	33.43%
Sport	35.14%	35.36%	35.75%
Movie Listings & Reviews	33.17%	31.93%	30.97%
Food/Cooking	30.8%	29.35%	29.27%
Travel	28.44%	26.8%	26.53%
TV/Radio Listings	28.12%	26.5%	26.14%
Home/Gardening	27.01%	25.98%	25.97%
Comics	25.83%	26.32%	27.21%
Science/Technology	25.03%	22.96%	22.68%
Classified	22.6%	25.62%	26.56%
Fashion	19.24%	18.13%	17.5%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
News/Talk	21.26%	19.82%	19.39%
Adult Contemporary	20.85%	22.23%	22.36%
All News	19.36%	14.58%	12.6%
CHR Contemp Hit Radio	18.41%	19.29%	18.5%
Alternative	15.08%	15.07%	14.89%
Oldies	13.66%	12.97%	13.1%
Variety	12.34%	11.06%	10.17%
Classic Rock	11.46%	12.17%	12.24%
Classical	11.45%	8.85%	7.54%
Rock	9.1%	10.88%	12.06%
Country	9%	13.49%	14.95%
Urban Contemporary	8.67%	9.34%	9.02%
Sports	8.66%	8.12%	7.56%
Soft Contemporary	8.43%	9.07%	9.04%
Jazz	8.05%	7.09%	6.54%
All Talk	7.66%	6.8%	7.15%
Public	7%	5.94%	5.34%
Religious	4.37%	5.28%	6.08%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	70.27%	70.35%	70.29%
Soapnet	54.99%	55.21%	55.09%
Comedy Central	53.4%	50.2%	49.4%
Satellite Dish	51.61%	56.03%	57.36%
ESPN Classic	43.09%	39.92%	38.6%
Sci-Fi Channel	40.82%	40.67%	40.14%
ABC Fam.	38.5%	36.98%	35.79%
Other Video-On-Demand	37.56%	39.31%	40.66%
Discovery Health Channel	37.43%	32.66%	30.24%
MSNBC	36.32%	37.1%	36.07%
ESPN News	36.14%	33.28%	32.13%
ESPN2	34.57%	33.49%	32.97%

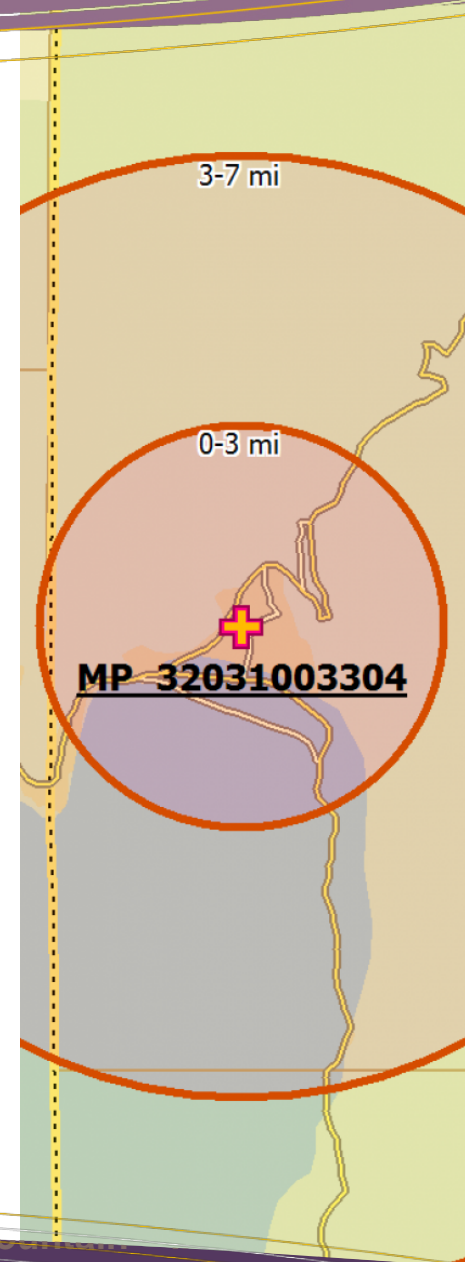
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Sunday TV Magazine	33.73%	33.39%	33.59%
Hallmark Channel	32.25%	31.93%	31.18%
The Golf Channel	32.22%	31.87%	31.44%
USA Network	30.53%	28.93%	28.66%
Video-On-Demand Movies	30.22%	30.05%	29.37%
CMT (Country Music Television)	30.15%	27.28%	25.2%
Nick At Nite	30.08%	30.1%	28.16%
TCM (Turner Classic Movies)	29.75%	29.98%	29.82%
Adult Swim	28.97%	31.81%	31.91%
Nickelodeon	28.94%	29.84%	28.73%
Subscribe Digital Cable	28.62%	27.88%	28.58%
BET (Black Entertainment TV)	27.76%	29.02%	28.84%

## Communication Media Usage

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

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

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

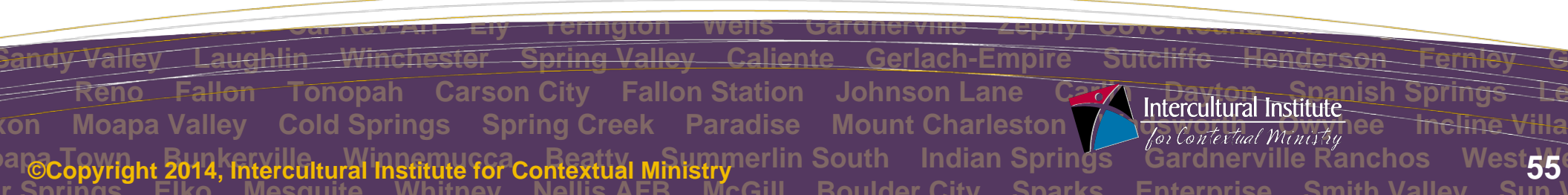


# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	29.97%	27.79%	26.88%
Medium Users (4-6)	15.05%	15.01%	14.56%
Light Users (1-3)	19.08%	19.92%	20.61%
Quintiles (20%)			
Newspaper I (Heavy)	1.03%	1.82%	1.46%
Newspaper II	0.8%	0.93%	0.96%
Newspaper III	2.77%	2.7%	2.45%
Newspaper IV	0.25%	0.36%	0.35%
Newspaper V (Light)	1.32%	1.33%	1.19%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.5%	19.57%	18.78%
Magazines II	7.94%	8.93%	8.14%
Magazines III	9.93%	10.33%	9.32%
Magazines IV	9.12%	11.3%	11.1%
Magazines V (Light)	0.45%	0.29%	0.34%
Outdoor I (Heavy)	9.27%	8.61%	7.85%
Outdoor II	4.38%	4.12%	3.46%
Outdoor III	3.3%	3.8%	4.02%
Outdoor IV	16.26%	16.22%	15.94%
Outdoor V (Light)	27.14%	25.56%	25.44%
Yellow Pages I (Heavy)	12.66%	13.13%	12.97%
Yellow Pages II	10.63%	9.36%	7.82%
Yellow Pages III	5.76%	5.53%	4.88%
Yellow Pages IV	19.5%	19.99%	19.62%
Yellow Pages V (Light)	3.92%	3.7%	3.15%



# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.36%	3.59%	3.03%
Drive Time III (Medium)	0.24%	0.23%	0.36%
Radio IV & V (Light)	1.38%	2.37%	2.23%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.7%	9.5%	9.04%
Radio III (Medium)	4.86%	5.44%	5.3%
Radio IV & V (Light)	1.91%	2.73%	2.71%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	21.23%	20.57%	18.97%
Cable III (Medium)	5.25%	5.19%	4.88%
Cable IV & V (Light)	31.93%	32.54%	32.96%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.88%	3.23%	2.97%
Prime Time III (Medium)	1.36%	1.69%	1.7%
Prime Time IV & V (Light)	5.96%	7.54%	7.17%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	43.03%	41.45%	41.53%
Fringe III (Medium)	47.48%	47.47%	47.67%
Fringe IV (Light)	53.13%	51.27%	51.35%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.69%	14.22%	13.52%
All Day III (Medium)	24.2%	23.65%	22.6%
All Day IV (Light)	15.59%	14.53%	13.21%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	11.62%	12.18%	13.05%
6:00am - 10:00am	30.15%	27.28%	25.2%
10:00am - 3:00pm	8.51%	8.06%	7.93%
3:00pm - 7:00pm	9.38%	11.33%	12.55%
7:00pm - Midnight	19.21%	18.05%	17.73%
Midnight - 6:00am	7.2%	7.09%	7.13%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	11.38%	13.51%	13.81%
6:00am - 10:00am	7.13%	5.66%	5.44%
10:00am-3:00pm	13.82%	12.53%	11.01%
3:00pm - 7:00pm	6.43%	6.9%	7.07%
7:00pm - Midnight	10.58%	10.15%	9.7%
Midnight - 6:00am	15.04%	13.61%	12.84%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	12.89%	12.56%	11.91%
Saturday: 8:00-11:00pm	9.77%	10.08%	9.82%
Sunday: 7:00-11:00pm	9.63%	10.96%	11.62%
9:00am-1:00pm	30.08%	30.1%	28.16%
9:00am-4:00pm	35.14%	34.92%	32.51%
4:00pm-7:00pm	35.19%	33.64%	32.74%
11:00pm-1:00am	43.71%	45.19%	44.24%
AVG Prime time	4.74%	4.46%	3.99%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	22.8%	21.65%	20.55%
7-9am	34.57%	33.49%	32.97%
9am-12noon	25.9%	25.5%	24.05%
12noon-4pm	9.24%	9.42%	8.46%
4-6pm	66.62%	63.91%	60.71%
6-7pm	17.25%	18.77%	18.88%
7-7:30pm	2.94%	3.39%	2.64%
7:30-8pm	8.79%	9.34%	9.19%
8-11pm	12.89%	12.56%	11.91%
11pm-12am	36.32%	37.1%	36.07%
11pm-1am	43.71%	45.19%	44.24%
1-6am	43.08%	42.27%	42.03%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	24.24%	23.59%	23.81%
Sat: 10am-1pm	10.35%	9.59%	9.61%
Sat: 1-4pm	27.54%	28.22%	27.68%
Sat: 4-6pm	7.71%	8.45%	8.87%
Sat: 6-7pm	2.49%	2.03%	2.12%
Sat: 7-8pm	2.08%	2.03%	1.71%
Sat: 8-11pm	9.77%	10.08%	9.82%
Sat: 11pm-1am	7.06%	6.73%	6.35%
Sat: 1am-7pm	30.53%	28.93%	28.66%
Sun: 7-10am	2.3%	2.64%	2.24%
Sun: 10am-1pm	6.17%	7.34%	7.64%
Sun: 1-4pm	5.3%	6.15%	6.76%
Sun: 4-7pm	10.27%	13.14%	13.96%
Sun: 7-11pm	9.63%	10.96%	11.62%
Sun: 11pm-1am	5.63%	6.26%	5.7%
Sun: 1-7am	19.32%	21.78%	22.56%



# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

## *Issues for Your Consideration*

1. Please read pages 61 and 62 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 36-40. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 43. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 45. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 49. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 55-58. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*



# Establishing Redemptive Relationships

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

## Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

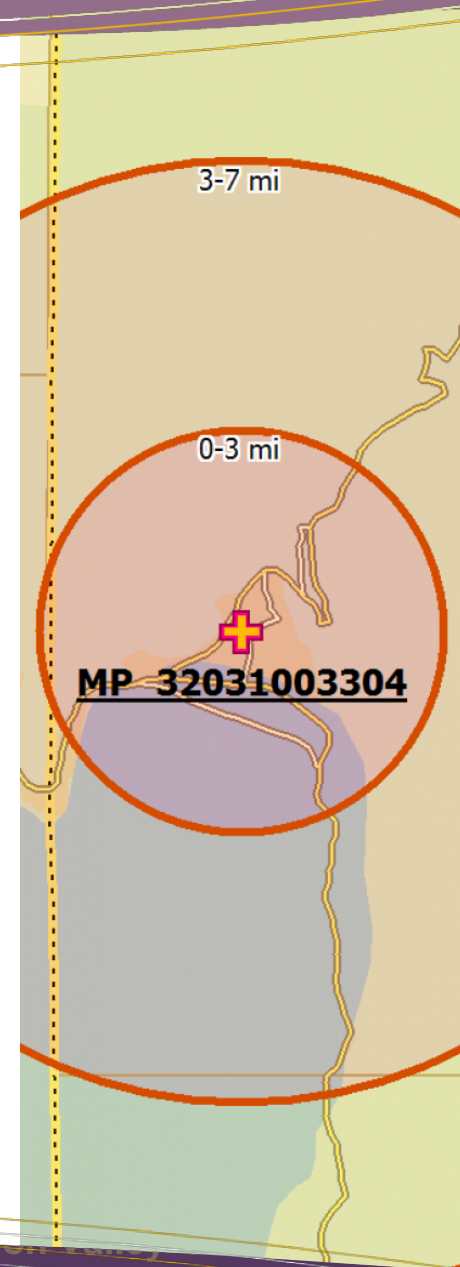


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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



# Notes and Sources

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





6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)

