

# MissionSite

top unreached locations



CULLOWHEE, NC

CENSUS TRACT: 37099950600

REGION: Region 10: Southwest

COUNTY: Jackson

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

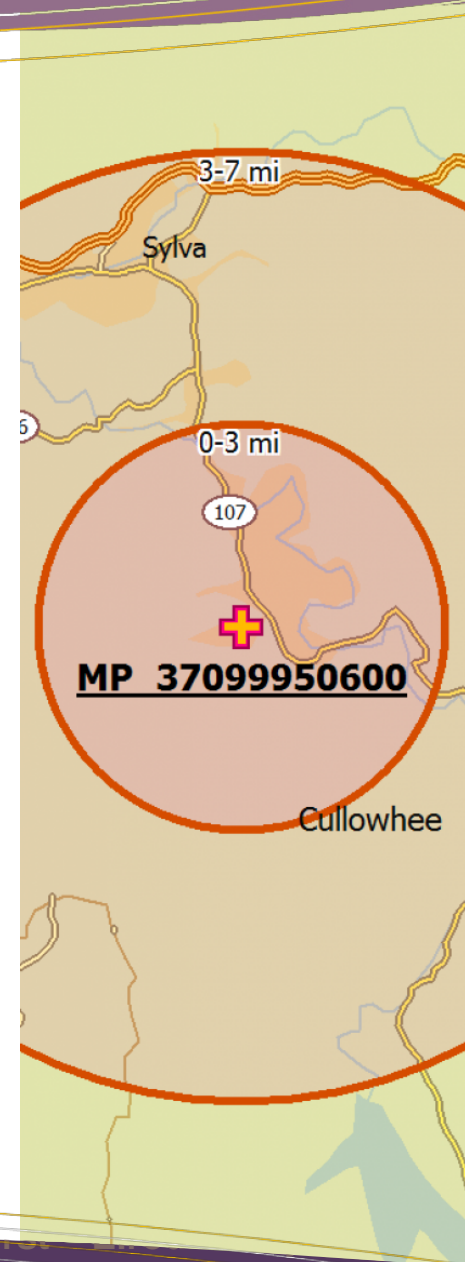
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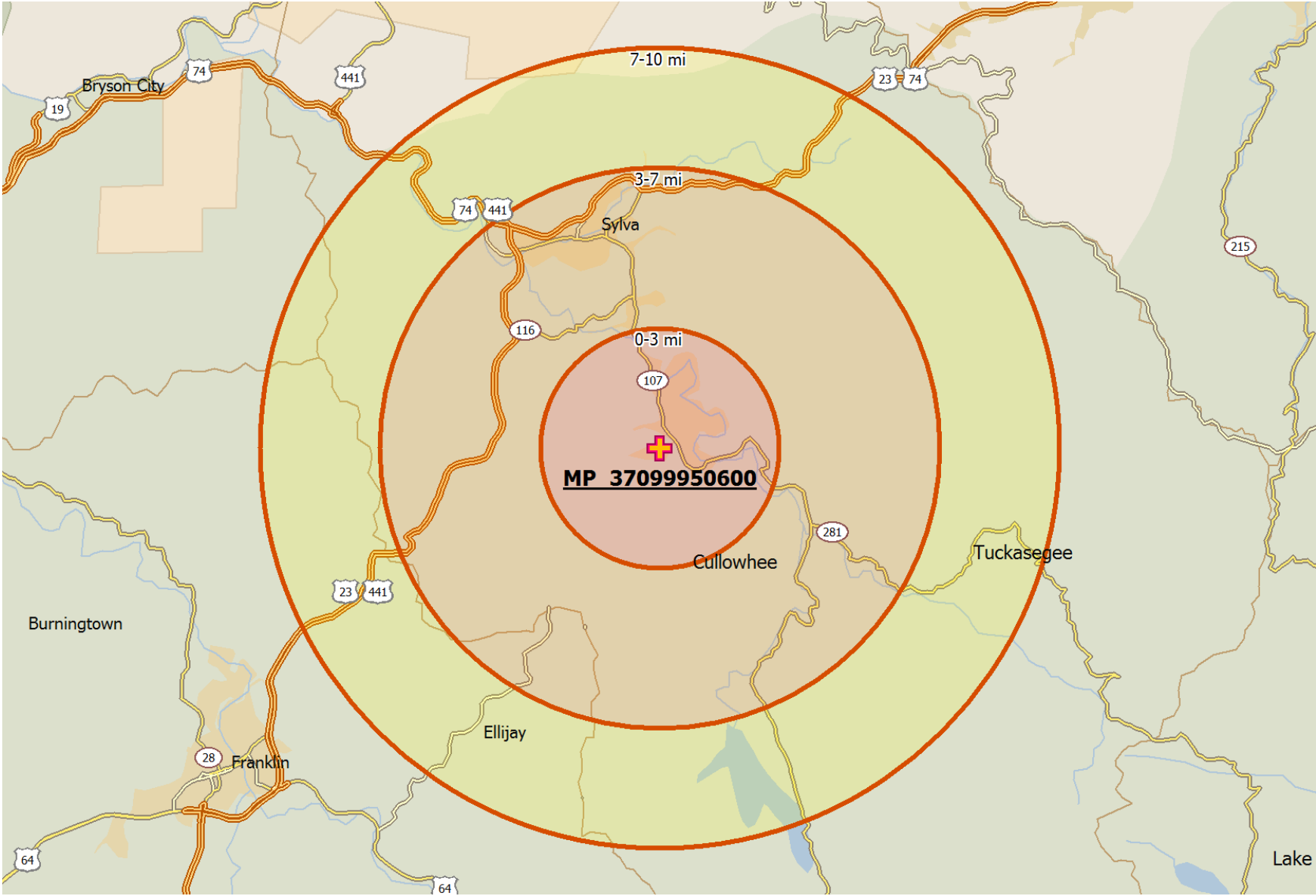
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	37010	Region 10: Southwest
3	County Location	37099	Jackson
4	Zipcode	28723	Jackson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	K	10000-50000-50000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3 Rural / Urban Continuum	6	
4 NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	49	Small town core commuting: No additional code
7 ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8 Percent Commuting to Metro	6	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	8,518	12,537	7,534
2010 Households	2,839	5,762	3,437
2010 Group Quarters Population	2,652	208	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	17	16
Language Diversity National Index	22	10	9
Foreign Born Diversity National Index	55	77	31
Ancestry Diversity National Index	90	86	89
Racial Diversity National Index	20	15	14

# Site Location Summary - County Environment

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

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

# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	88	3.1%
Mainstay Communities	Established, Diverse Households	90	3.17%
Working Communities	Blue-collar, Working Families	390	13.74%
Country Communities	Rural, Agri. & Mining Families	681	23.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	324	11.41%
Urban Communities	High Density, Inner-city Neighborhoods	1,266	44.59%



# 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	10,164	2,083	20.49%
Unreached %	64.81%	73.37%	113.21
Religious But NOT Evangelical HH	1,807	322	17.83%
Religious But NOT Evangelical %	11.52%	11.35%	98.49
Spiritual But NOT Relig or Evang HH	2,216	543	24.48%
Spiritual But NOT Relig or Evang %	14.13%	19.11%	135.23
Not Evangelical, Not Interested HH	6,142	1,218	19.83%
Not Evangelical, Not Interested %	39.16%	42.91%	109.57



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	50	3	6%
Active BCNC Attenders	2,969	34	1.15%
Active Evangelical Households	2,076	284	13.7%
Active Evangelical Percent	13.24%	10.02%	75.68
Inactive Evangelical Households	3,443	472	13.7%
Inactive Evangelical Percent	21.95%	16.61%	75.68
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

The table below lists the 30 closest BCNC churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	El Centro del Senor	0.90 mi	34	Insufficient Data	16	Deitz Memorial - Sylva	4.50 mi	0	Insufficient Data
2	Black Mountain - Cull	1.94 mi	0	Insufficient Data	17	Calvary - Sylva	4.84 mi	73	Growing
3	Johns Creek - Cullowhee	2.56 mi	0	Insufficient Data	18	Long Branch Missionary - Sylva	5.03 mi	44	Plateauing
4	Unity - Cullowhee	3.02 mi	35	Insufficient Data	19	Mount Pleasant - Sylv	5.03 mi	40	Growing
5	Moses Creek - Cullowhee	3.03 mi	42	Declining	20	Grace Community Church	5.03 mi	0	Insufficient Data
6	Speedwell	3.34 mi	41	Plateauing	21	Scotts Creek - Sylva	5.03 mi	157	Declining
7	Tilley Creek - Cullowhee	3.34 mi	60	Insufficient Data	22	East Sylva - Sylva	5.03 mi	213	Plateauing
8	Cullowhee Valley - Cullowhee	3.34 mi	11	Growing	23	New Savannah - Sylva	5.03 mi	34	Declining
9	Promise Land - Cullowhee	3.34 mi	16	Declining	24	Liberty - Syl	5.03 mi	85	Insufficient Data
10	Little Savannah - Sylva	3.51 mi	72	Growing	25	Sylva First - Sylva	5.09 mi	190	Declining
11	New Hope - Sylva	3.54 mi	196	Declining	26	Lighthouse - Sylva	5.17 mi	216	Insufficient Data
12	Lovedale - Sylva	3.79 mi	74	Growing	27	Old Savannah - Sylva	5.28 mi	161	Plateauing
13	Faith - Sylva	3.85 mi	48	Plateauing	28	Wilkesdale - Sylva	5.50 mi	21	Declining
14	East Fork - Sylv	3.87 mi	53	Plateauing	29	Greens Creek - Sylva	5.55 mi	35	Plateauing
15	Webster - Webster	4.19 mi	137	Growing	30	Jarrett Memorial - Dillsboro	6.46 mi	34	Plateauing

Snow Hill Hudson Millers Creek Bath Fairfield Harbour Falcon St. Stephens Mulberry Williamston Harri  
Shannon Yanceyville Mount Gilead White Oak Ellerbe Bailey Clemmons Buies Creek Hamlet Lewis  
e Forest Mars Hill Red Springs Wilson Saluda Indian Trail Richlands Five Points  
Warsaw Goldston Mount Airy Conetoe Kannapolis Rich Square Brevard Elon Bayshore Taylorsville  
Fletcher Long View Tar Heel Banner Elk Momever Kirkland Monroe Hertford Fearrington Swanna



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

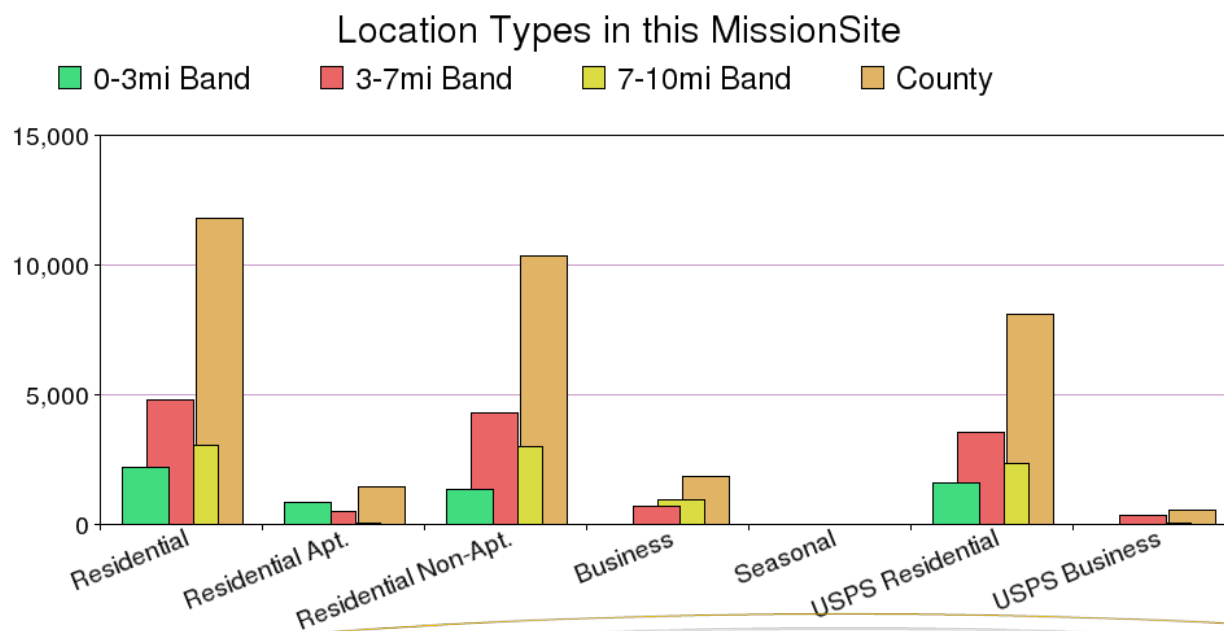
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes BCNC churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	26,846	6,512	24.26%
2000 Population	33,121	7,480	22.58%
2010 Population	37,115	8,518	22.95%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,683	1,587	16.39%
2000 Households	13,191	2,260	17.13%
2010 Households	15,683	2,839	18.1%



Location Type	0-3mi Band
Residential	2,176
Residential Apt.	832
Residential Non-Apt.	1,344
Business	21
Seasonal	0
USPS Residential	1,605
USPS Business	8

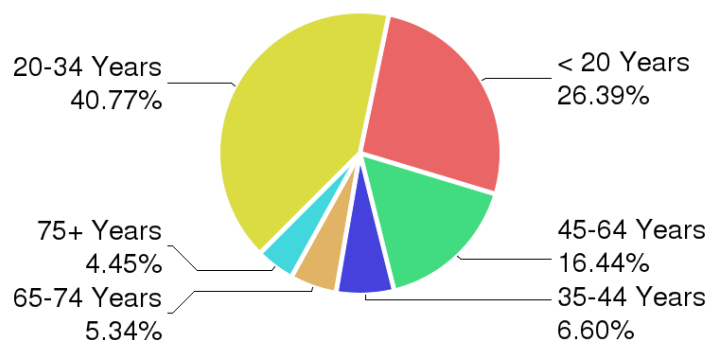
# Current Demographic Summary

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	5.2%	3.71%	71.35
4-5 Years	2.27%	1.24%	54.63
6-8 Years	3.26%	1.85%	56.75
9-11 Years	3.02%	1.85%	61.26
12-13 Years	1.94%	1.3%	67.01
14-17 Years	5.26%	7.26%	138.02
18-19 Years	2.87%	9.17%	319.51
0-5 Years	7.47%	4.95%	66.27
6-12 Years	7.25%	4.36%	60.14
13-19 Years	9.1%	17.08%	187.69
< 20 Years	23.82%	26.39%	110.79
20-34 Years	25.05%	40.77%	162.75
35-44 Years	10.11%	6.6%	65.28
45-64 Years	24.79%	16.44%	66.32
65-74 Years	9.55%	5.34%	55.92
75+ Years	6.69%	4.45%	66.52
Median Age	36	30	82.9
Median Age (Male)	34	29	85.06
Median Age (Female)	38	32	82.26

Age Group Percentages



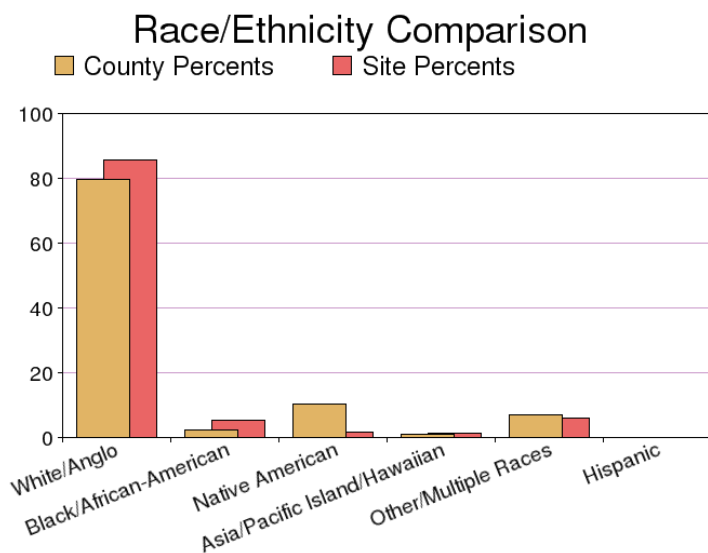


# Current Demographic Summary

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	79.76%	85.57%	107.29
Black, African-American	2.21%	5.45%	246.26
Native American	10.17%	1.54%	15.13
Asian	0.85%	1.29%	151.2
Pacific Island, Hawaiian	0.02%	0.05%	248.99
Other/Multiple Races	6.99%	6.1%	87.35
Hispanic	0%	2.27%	0



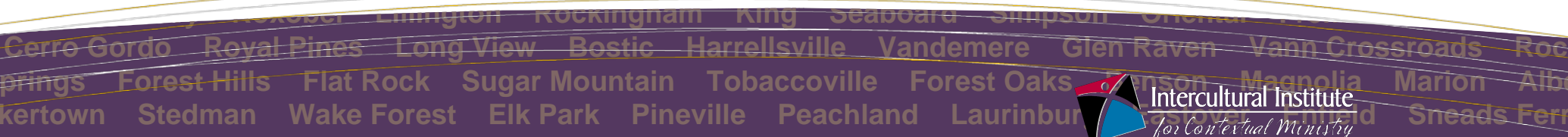
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,931	3,703	
Less than 9th Grade	5.08%	3.86%	131.58
No High School Diploma	9.44%	7.21%	130.98
High School Graduate	31.25%	19.98%	156.37
Some College, no degree	20.04%	19.88%	100.83
Associate Degree	9.78%	10.91%	89.62
College Degree	15.52%	20.23%	76.71
Graduate/Prof. degree	8.89%	17.93%	49.59

# 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	15.23%	20.5%	125.49
\$10,000 to \$19,999	12.49%	13.98%	111.95
\$20,000 to \$29,999	11.91%	10.6%	89.01
\$30,000 to \$49,999	20.19%	15.99%	79.22
\$50,000 to \$59,999	9.73%	6.73%	69.14
\$60,000 to \$69,999	8.87%	8.84%	99.68
\$70,000 to \$79,999	5.67%	5.49%	96.83
\$80,000 to \$89,999	3.61%	3.8%	105.41
\$90,000 to \$99,999	2.43%	2.54%	104.39
\$100,000 to \$124,999	4.5%	5.92%	131.45
\$125,000 to \$149,999	1.56%	1.94%	124.52
\$150,000 to \$199,999	2.82%	3.06%	108.73
\$200,000 to \$249,999	0.57%	0.32%	55.86
\$250,000 or more	0.43%	0.25%	57.71
Median Household	39,670	35,640	89.84
Average Household	52,481	49,876	95.04
Per Capita Household	23,611	17,502	74.13
Family/Non-Family Household Income			
Median Family Income	51,995	61,076	117.47
Average Family Income	66,304	74,250	111.98
Median Non-Family Income	19,160	16,372	85.45
Average Non-Family Income	30,951	27,418	88.59



# 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	
Family Households			Index
% Family Households	60.9%	47.2%	77.5
Families with Children	20.8%	16.66%	80.1
Families without Children	40.1%	30.54%	76.16
Non-Family Households			
% Non-Family Households	39.1%	52.8%	135.04
Non-Families with Children	0	0	0
Non-Families without Children	39.1	52.8	135.04
Housing Units			Index
Total Housing Units	24,765	3,522	
Vacant percent	36.67%	19.39%	52.88
Owned percent	41.31%	36%	87.15%
Rented Percent	22.01%	44.63%	202.74
Households by Size			Index
Avg household size	2.18	2.07	94.95
Avg family hh size	2.84	2.80	98.59
Avg non-family hh size	1.16	1.41	121.55
Households By Count of Persons			Percent
One	4,821	898	18.63%
Two	6,178	1,193	19.31%
Three or Four	3,988	660	16.55%
Five+	696	87	12.5%

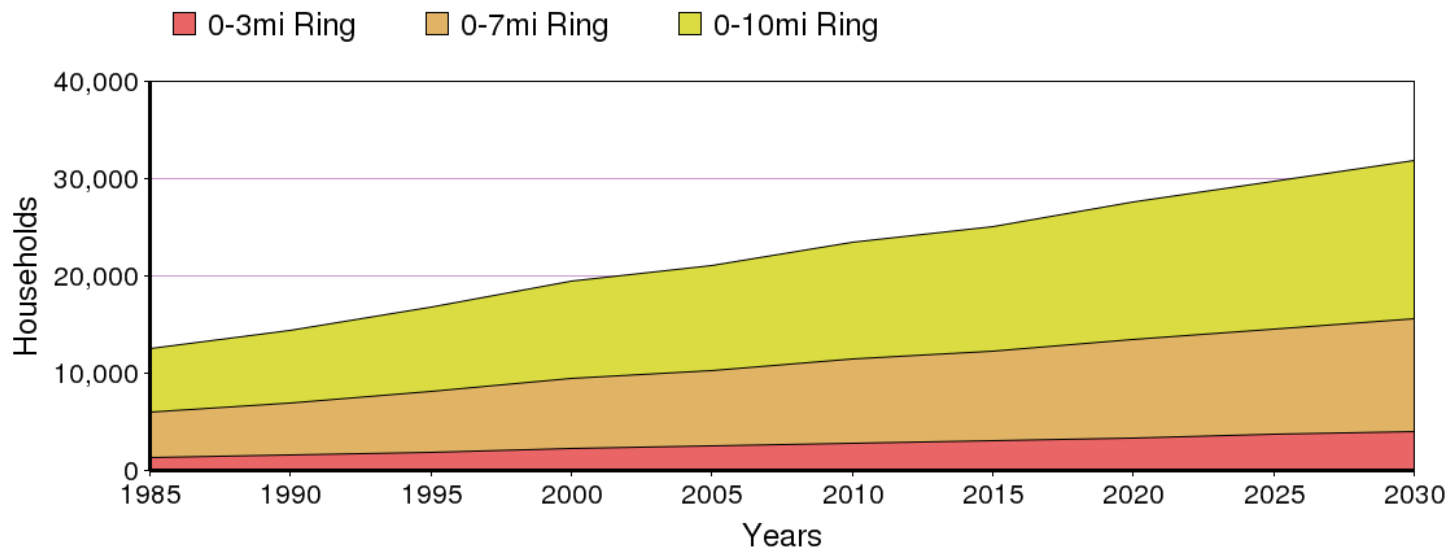
# Projected Demographic Summary

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	26,846	6,512	24.26%
2000 Population	33,121	7,480	22.58%
2010 Population	37,115	8,518	22.95%
2015 Population	38,261	8,515	22.26%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,683	1,587	16.39%
2000 Households	13,191	2,260	17.13%
2010 Households	15,683	2,839	18.1%
2015 Households	16,681	3,054	18.31%

Household Change from 1985 to 2030



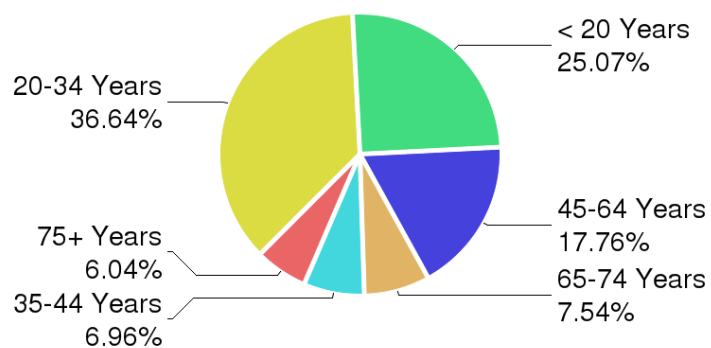
# Projected Demographic Summary

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	3.71%	5.28%	142.32
4-5 Years	1.24%	1.84%	148.39
6-8 Years	1.85%	2.65%	143.24
9-11 Years	1.85%	2.57%	138.92
12-13 Years	1.3%	1.63%	125.38
14-17 Years	7.26%	6.12%	84.3
18-19 Years	9.17%	4.98%	54.31
0-5 Years	4.95%	7.13%	144.04
6-12 Years	4.36%	6.07%	139.22
13-19 Years	17.08%	11.88%	69.56
< 20 Years	26.39%	25.08%	95.04
20-34 Years	40.77%	36.66%	89.92
35-44 Years	6.6%	6.96%	105.45
45-64 Years	16.44%	17.77%	108.09
65-74 Years	5.34%	7.54%	141.2
75+ Years	4.45%	6.04%	135.73
Median Age	36	31	85.16
Median Age (Male)	34	30	88.87
Median Age (Female)	38	32	84.29

Projected Age Group Percentages



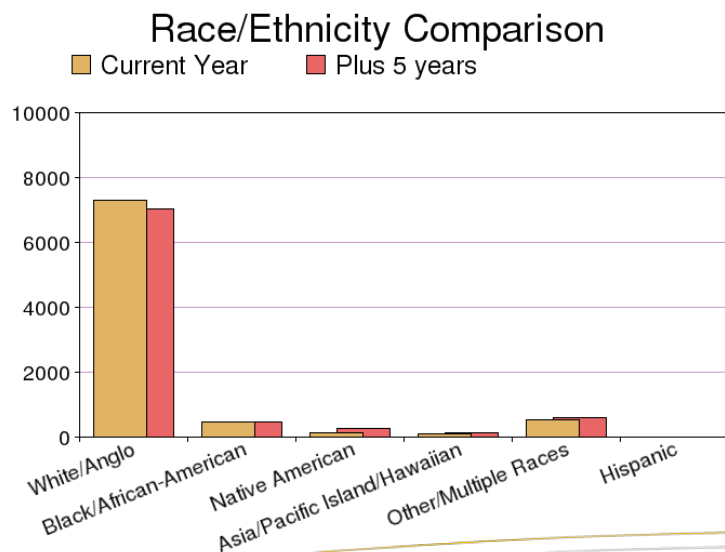
# Projected Demographic Summary

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	85.57%	82.78%	96.74
Black, African-American	5.45%	5.48%	100.68
Native American	1.54%	3.11%	202.36
Asian	1.29%	1.41%	109.13
Pacific Island, Hawaiian	0.05%	0.06%	125.04
Other/Multiple Races	6.1%	7.15%	117.16
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	3,703	4,772	
Less than 9th Grade	3.86%	2.87%	74.34
No High School Diploma	7.21%	5.99%	83.12
High School Graduate	19.98%	22.17%	110.94
Some College, no degree	19.88%	20.49%	103.11
Associate Degree	10.91%	12.47%	114.28
College Degree	20.23%	20.96%	103.6
Graduate/Prof. degree	17.93%	15.05%	83.91



# 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	20.5%	20.37%	99.35
\$10,000 to \$19,999	13.98%	12.97%	92.73
\$20,000 to \$29,999	10.6%	9.56%	90.18
\$30,000 to \$49,999	15.99%	14.87%	92.96
\$50,000 to \$59,999	6.73%	6.84%	101.72
\$60,000 to \$69,999	8.84%	9.23%	104.44
\$70,000 to \$79,999	5.49%	5.96%	101.9
\$80,000 to \$89,999	3.8%	4.16%	100.71
\$90,000 to \$99,999	2.54%	2.55%	100.71
\$100,000 to \$249,999	5.92%	6.84%	115.65
\$125,000 to \$149,999	1.94%	1.96%	101.41
\$150,000 to \$199,999	3.06%	3.8%	123.95
\$200,000 to \$249,999	0.32%	0.33%	103.29
\$250,000 or more	0.25%	0.2%	79.68
Median Household	35,640	39,007	109.45
Average Household	49,876	52,965	106.19
Per Capita Household	17,502	19,853	113.43
<b>Family/Non-Family Household Income</b>			
Median Family Income	61,076	63,844	104.53
Average Family Income	74,250	79,688	107.32
Median Non-Family Income	16,372	17,183	104.95
Average Non-Family Income	27,418	30,128	109.88

# 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	47.2%	45.68%	96.78
Families with Children	16.66	14.28	85.69
Families without Children	30.54	30.19	98.86
<b>Non-Family Households</b>			
% Non-Family Households	52.8%	54.32%	102.88
Non-Families with Children	0	0	102.88
Non-Families without Children	52.8	54.32	102.88
<b>Housing Units</b>			
Total Housing Units	3,522	3,791	107.64%
Vacant percent	19.39%	19.44%	100.25
Owned percent	36%	35.95%	99.86
Rented Percent	44.63%	44.61%	99.94
<b>Households by Size</b>			
Avg household size	2.07	2.03	98.07%
Avg family hh size	2.80	2.84	101.43%
Avg non-family hh size	1.41	1.34	95.04%
<b>Households By Count of Persons</b>			
One	898	1,005	111.92%
Two	1,193	1,271	106.54%
Three or Four	660	691	104.7%
Five+	87	87	100%



# 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	126	87	113
Northern Europe	10	8	3
Western Europe	39	17	22
Southern Europe	0	0	0
Eastern Europe	0	15	8
Other Europe	0	0	0
Eastern Asia	19	5	3
So. Central Asia	0	1	1
SE Asia	8	7	0
Western Asia	0	5	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	23	2	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	4	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	0	10
Central Amer.	9	11	55
South America	0	7	0
North America	14	9	11
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	6,764	9,357	7,759
Spanish	184	154	199
Other Indo-Euro language	112	73	68
French (incl. Patois, Cajun)	57	24	11
French Creole	0	0	0
Italian	0	3	11
Portuguese	5	0	0
German	31	29	30
Yiddish	0	0	0
Other West Germanic	15	1	0
A Scandinavian Language	0	0	0
Greek	0	3	0
Russian	4	13	5
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	11
Asian/PI languages	0	0	0
Chinese	6	2	2
Japanese	4	0	6
Korean	0	8	8
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	6	0	0
Vietnamese	9	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	7	5	0
Other languages	11	32	25
Navajo	0	0	0
Other Native N. American	1	16	14
Hungarian	0	5	8
Arabic	0	5	0
Hebrew	0	0	0
African languages	10	0	0
Other unspecified	0	6	3

# 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	4,774	6,981	5,559
Arab	3	20	20
Armenian	2	0	0
Austrian	9	5	3
British	20	35	13
Canadian	2	5	4
Croatian	18	3	0
Czech	4	9	22
Czechoslovak	0	2	1
Danish	9	8	0
Dutch	115	117	129
English	555	1,098	889
European	70	74	56
Finnish	0	8	4
French (not Basque)	116	119	87
French Canadian	3	23	36
German	692	762	650
Greek	4	12	6
Hungarian	1	8	20
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	658	891	671
Italian	109	138	73
Lithuanian	2	10	3
Norwegian	25	28	47
Polish	67	87	57
Portuguese	7	5	4
Romanian	0	5	2
Russian	21	37	17
Scandinavian	3	2	4
Scotch-Irish	554	735	545
Scottish	211	238	212
Slovak	0	0	7
Subsaharan African	40	12	5
Swedish	41	43	20
Swiss	9	31	26
Ukrainian	3	6	9
US/American	689	1,609	1,232
Welsh	27	33	49
West Indian	7	3	13
Yugoslavian	3	0	0
Other	675	760	623



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to 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 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



# Using the Demographic Indicators

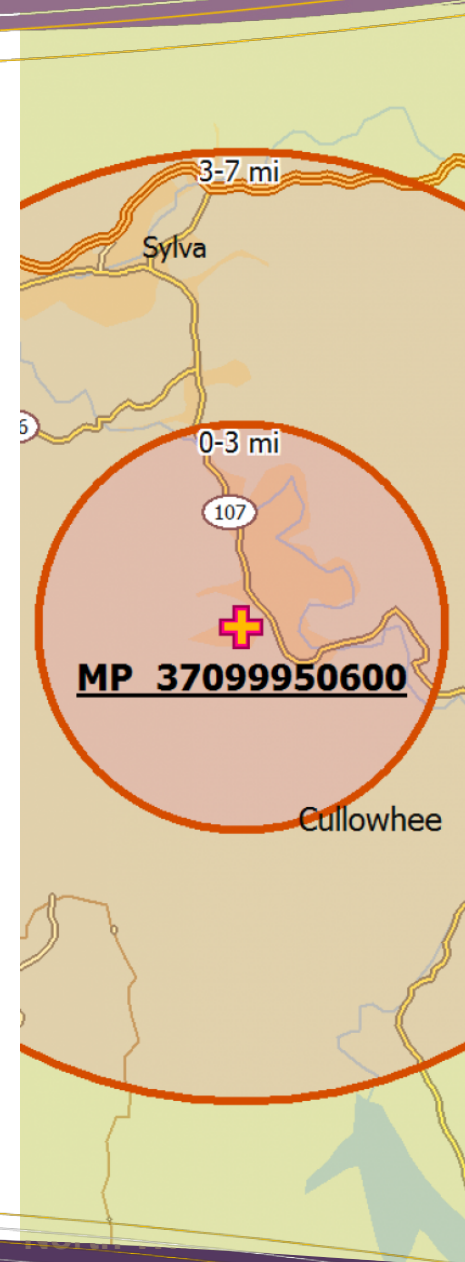
## *Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	2,839	100%	2,088	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	88	3.1%	60	2.87%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	86	3.03%	58	2.78%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	2	0.07%	2	0.1%
<b>SM TOWN SUCCESS</b>	13	0.46%	12	0.57%
Successful Urban Sprawl	12	0.42%	2	0.1%
2nd City Homebodies	0	0%	9	0.43%
Prime Middle America	0	0%	0	0%
Urban Optimists	1	0.04%	0	0%
Family Convenience	0	0%	1	0.05%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,839	100%	2,088	100%
<b>BLUE COLLAR BACKBONE</b>	173	6.09%	115	5.51%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	34	1.2%	21	1.01%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	139	4.9%	94	4.5%
<b>AMER. DIVERSITY</b>	77	2.71%	51	2.44%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	25	0.88%	16	0.77%
Professional Urbanites	12	0.42%	9	0.43%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	40	1.41%	26	1.25%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	217	7.64%	150	7.18%
Steadfast Conservative	169	5.95%	116	5.56%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	48	1.69%	34	1.63%
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	2,839	100%	2,088	100%
REMOTE AMERICA	78	2.75%	47	2.25%
Hardy Rural Fam.	71	2.5%	43	2.06%
Rural Southern Living	7	0.25%	4	0.19%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	120	4.23%	87	4.17%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	32	1.13%	24	1.15%
Stable Careers	88	3.1%	63	3.02%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	603	21.24%	355	17%
Aspiring Hispania	49	1.73%	0	0%
Industrious Country Living	0	0%	33	1.58%
America's Farmland	22	0.77%	0	0%
Comfy Country Living	532	18.74%	13	0.62%
Small Town Connections	0	0%	309	14.8%
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	2,839	100%	2,088	100%
<b>STRUGGLING SOCIETIES</b>	1,241	43.71%	1,028	49.23%
Rugged Southern Style	7	0.25%	4	0.19%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	1,234	43.47%	1,024	49.04%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	25	0.88%	17	0.81%
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	25	0.88%	17	0.81%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	204	7.19%	166	7.95%
Military Family Life	0	0%	0	0%
Major University Towns	204	7.19%	166	7.95%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?



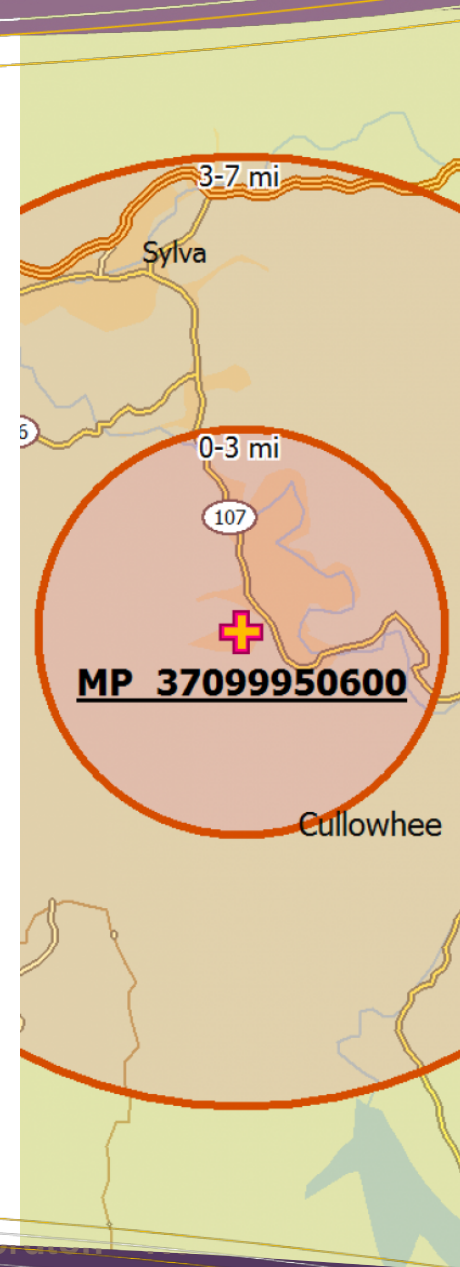
## Potential Cultural Bridges

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

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

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

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

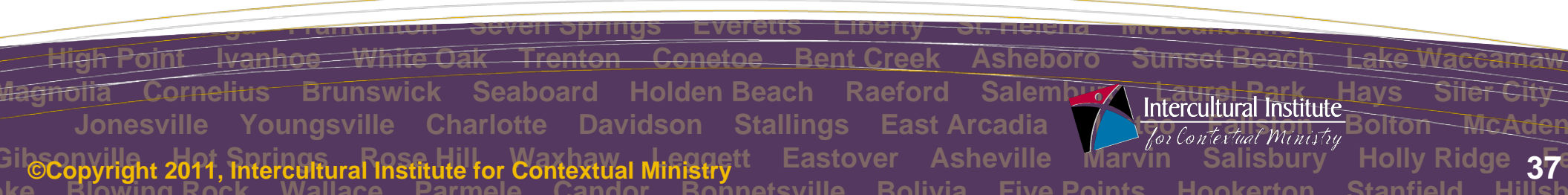


# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	71%	71%	72%
Use Comp. for Internet/E-mail	61%	56%	57%
Internet Use: E-Mail	54%	47%	47%
Use Comp. for Digital Camera Photo Editing	39%	33%	33%
Use Comp. for Shopping	39%	33%	33%
Internet Use: News/ Weather	35%	26%	25%
Use Comp. for Word Processing	31%	33%	35%
Use Comp. for Banking	30%	28%	28%
Use Comp. for Education	29%	28%	28%
Use Comp. for Comp. Games	29%	36%	37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for News/Info./Data Service	28%	22%	21%
Internet Use: Banking	27%	23%	23%
Internet Use: Bulletin/ Message Boards	24%	12%	10%
Internet Use: Sports	20%	12%	10%
HH Owns DVD Player	17%	23%	25%
Internet Use: Yellow Pages	16%	10%	9%
Internet Use: Research/ Education	16%	12%	12%
Internet Use: Play/ Download Online Games	14%	12%	11%
Internet Use: Personal Ads/Dating Services	14%	6%	5%
PC-Network-HH Has One	13%	12%	13%



# 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	67%	66%	65%
Reading Books	65%	57%	56%
Dining Out (Not Fast Food)	65%	58%	56%
Cooking for Fun	46%	39%	37%
Card Games	42%	42%	43%
Board Games	33%	32%	33%
Go To A Beach/Lake	31%	31%	32%
Gardening	28%	33%	35%
Going To	27%	21%	21%
Bars/Nightclubs/Dancing			
Photography	24%	20%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	70%	69%
Gen./Fam. Practitioner	41%	40%	40%
Dentist	27%	26%	26%
Backache	23%	24%	23%
Hypertension/High Blood Pressure	21%	21%	21%
None Of These	20%	19%	19%
Any Arthritis	17%	17%	18%
Eye Dr.	17%	19%	19%
Pharmacist	17%	14%	13%
High Cholesterol	15%	17%	17%



# 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	32.06%	26.91%	25.79%
Live Theater	24.61%	18.88%	18.33%
Live Theater Most Often	22.23%	16.68%	16.13%
Rock/Pop Concerts Most Often	20.83%	15.03%	13.66%
Dance Performance	7.82%	7.6%	7.63%
Classical Concerts Most Often	6.75%	5.49%	5.36%
Movies: Action/Adventure	32.19%	35.15%	35.97%
Movies: Comedy	27.54%	32.87%	33.75%
Movies: Horror	20.35%	15.04%	13.54%

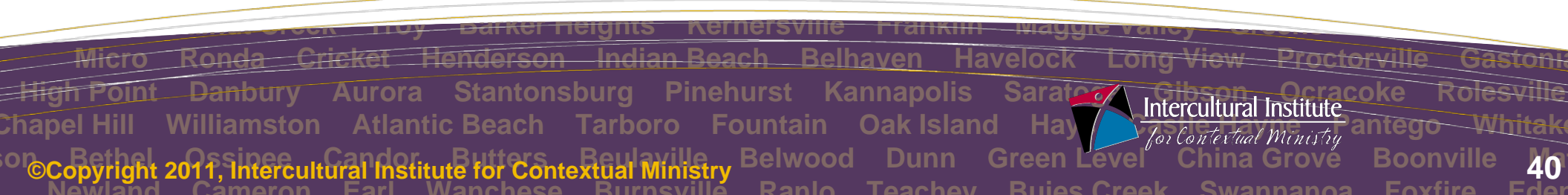
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	18.55%	17.27%	17.72%
Movies: Romantic Comedy	18.18%	17.2%	17.46%
Movies: Mystery	15.94%	14.87%	14.81%
College Basketball Reg. Season	6.3%	4.47%	4.36%
College Football Reg. Season	6.19%	5.65%	5.81%
MLB Baseball Reg. Season	4.5%	5.34%	5.78%
NFL Football Reg. Season	3.11%	4.24%	4.68%
MLB Baseball Post-Season	2.16%	1.34%	1.38%
Rodeo	1.92%	2.26%	2.34%

# 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	37.33%	38.19%	38.81%
Swimming	35.04%	33.71%	33.87%
Billiards/Pool	29.82%	22.78%	21.5%
Mountain/Road Biking	22.58%	15.41%	14.81%
Bowling	22.21%	21.52%	21.61%
Golf	21.59%	15.95%	14.97%
Basketball	19.68%	16.01%	15.5%
Football	18.7%	12.5%	11.13%
Jogging/Running	16.84%	14.57%	14.21%
Freshwater Fishing	15.92%	18.47%	20.51%
Backpacking/Hiking	14.88%	12.06%	11.62%
Using Cardio Machine	14.21%	12.75%	12.38%
Weight Training	13.75%	13.57%	13.22%
Soccer	11.45%	8.16%	7.54%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Tennis	11.01%	7.66%	6.87%
Camping Trips	10.93%	15.64%	17.42%
Stationary Cycling	10.22%	11.3%	11.25%
Baseball	10.19%	11.03%	10.72%
Yoga	10.15%	7.74%	7.25%
Power Boating	9.09%	10.05%	10.78%
Target Shooting	8.44%	10.58%	10.92%
Ice Skating	8.33%	6.59%	6.21%
Hunting	7.47%	11.87%	13.38%
Aerobics	7.14%	8.38%	8.27%
Softball	6.99%	7.7%	8.04%
Horseback Riding	6.99%	6.94%	7.54%
Volleyball	6.27%	7.77%	7.76%
Roller Skating	6.2%	6.01%	5.8%





# 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
Rock Climbing	6.17%	4.89%	4.4%
Saltwater Fishing	5.5%	7.02%	7.68%
Water Skiing	5.41%	5.2%	5.5%
Jet Skiing	5.34%	5.08%	4.85%
Canoeing/Kayaking	5.22%	8.51%	9.56%
Archery	5.09%	5.64%	5.71%
Snowboarding	5.07%	4.25%	3.86%
Motorcycling	4.41%	5.86%	6.24%
Fly Fishing	4.35%	5.37%	5.49%
Downhill & X-Country Skiing	4.31%	4.77%	4.81%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	4.21%	4.8%	4.61%
Racquetball	3.96%	4.26%	4.05%
Martial Arts	3.35%	4.01%	3.71%
Hockey	3.27%	3.68%	3.45%
Auto Racing	3.08%	4.27%	4.19%
Snowmobiling	3.08%	4.08%	4.23%
Sailing	2.96%	4.09%	4.11%
Surfing & Windsurfing	2.81%	3.25%	3.05%
Skateboarding	2.3%	3.07%	3.12%
Rowing	2.21%	2.75%	2.8%



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

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

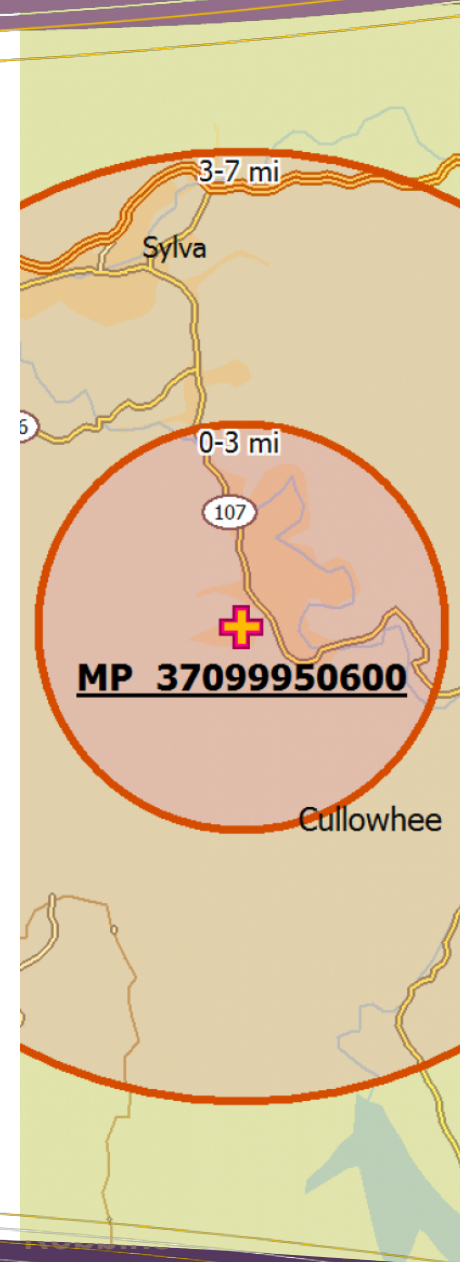
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

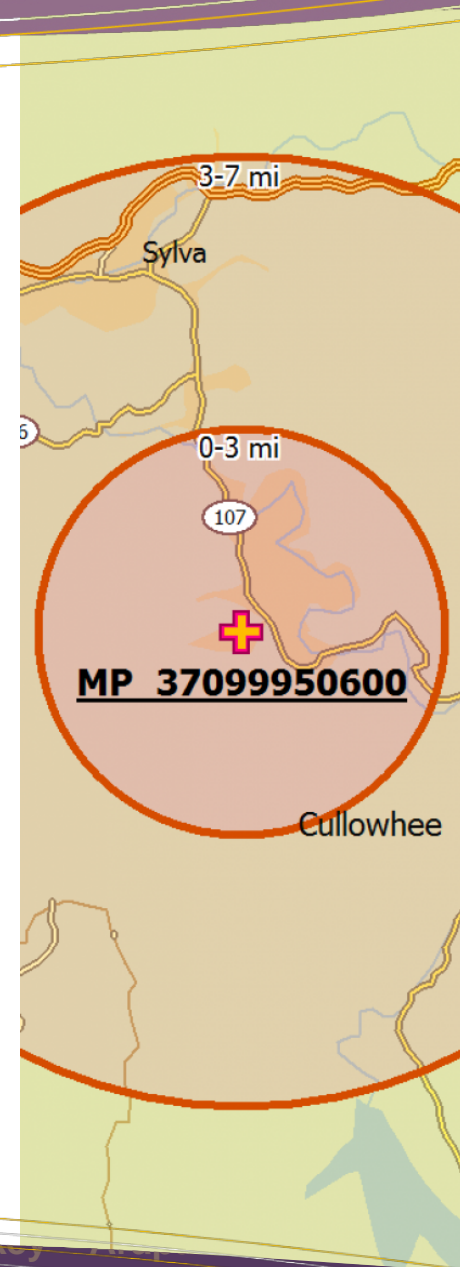
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

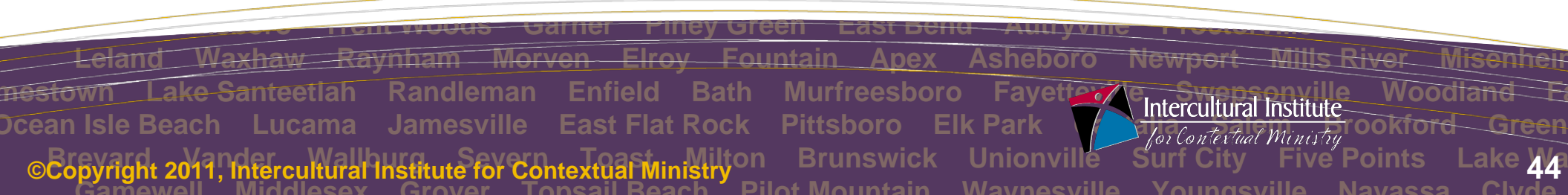


# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	50%	50%
Prefer To Have Few Possessions As Possible	44%	35%	34%
Find It Difficult To Say No To My Kids	42%	37%	37%
Friends More Important Than My Fam.	35%	28%	27%
Speak My Mind Even If It Upsets People	34%	34%	34%
If Won Lottery Would Never Work Again	34%	26%	25%
Like Control Over People And Resources	32%	32%	32%
Don't Judge People/Way They Live Life	32%	30%	30%
Woman's Place Is In The Home	29%	32%	33%
Money Is Best Measure Of Success	29%	28%	28%
Like to Stand Out In A Crowd	27%	23%	22%
Like To Do Unconventional Things	24%	28%	29%

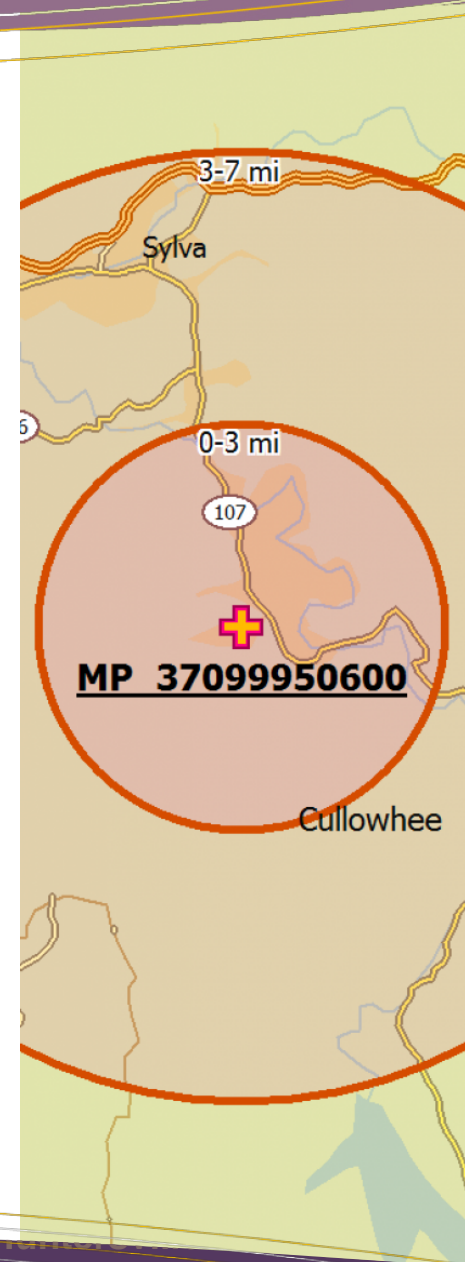
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Pursue Challenge/Novelty/Change	24%	21%	20%
I Am A Workaholic	24%	18%	17%
Happy With My Standard Of Living	23%	16%	15%
We Should Strive for Equality for All	20%	15%	14%
Marijuana Should Be Legalized	20%	18%	18%
Too Much Sponsorship In Arts/Sports	19%	21%	21%
On Whole People Get What They Deserve	16%	13%	13%
Rarely Sit Down to a Meal Together At Home	14%	16%	16%
I Am A Perfectionist	14%	8%	7%
Only Work Current Job for The Money	13%	14%	14%
Indulge My Kids With The Little Extras	11%	10%	9%
Willing To Give Up Time With Fam. To Advance	9%	7%	6%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

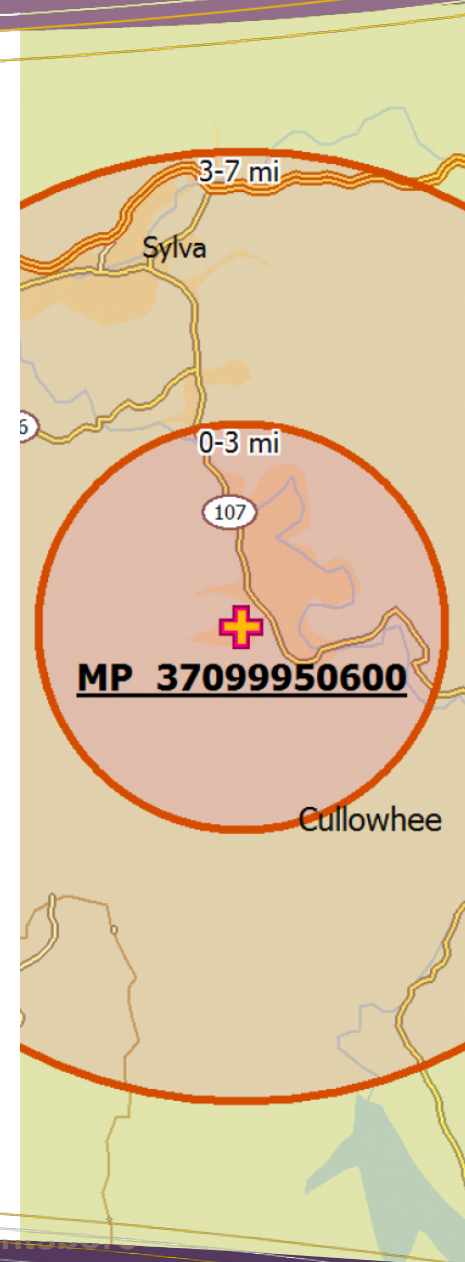
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	60%	58%	57%
Important To Respect Customs And Beliefs	54%	55%	56%
Like To Understand About Nature	44%	38%	37%
Prefer To Have Few Possessions As Possible	44%	35%	34%
Prefer Work Part Of Team Than Alone	41%	36%	35%
Good At Fixing Things	35%	31%	30%
Important Feel Respected By My Peers	35%	35%	35%
Important To Juggle Various Tasks	34%	33%	32%
Worried About Pollution Caused By Cars	33%	21%	19%
Have Keen Sense Of Adventure	32%	27%	26%
Like To Just Enjoy Life	25%	23%	23%
Consider Myself Interested In The Arts	21%	21%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Provide My Kids With The Little Extras	20%	15%	14%
Real Men Don't Cry	19%	17%	17%
People Have To Take Me As They Find Me	16%	19%	20%
Is An Important Part Of Who I Am	14%	15%	16%
Try Not To Worry About The Future	12%	13%	13%
Looking for New Ideas To Improve Home	12%	15%	15%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Like Spending Most Time With Fam.	5%	5%	5%
Enjoy Spending Time With My Fam.	4%	8%	9%
Decor Particular Interest To Me	4%	5%	6%
Feel Very Alone In The World	3%	5%	5%
Would Like To Set Up Own Business	1%	2%	3%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	75.73%	82.56%	83.46%
Restaurant-Visit Any			
Fam. Restaurants/Steak	71.35%	78.02%	78.8%
Houses-Visit Any			
McDonald's	52.6%	55.58%	56.5%
Applebee's	32.05%	29.29%	28.09%
Subway	30.61%	31.04%	31.65%
Burger King	26.1%	34.78%	35.68%
Kentucky Fried Chicken (KFC)	21.52%	27.53%	26.91%
Wendy's	20.56%	25.64%	26.16%
Taco Bell	20.01%	26.67%	26.4%
Dairy Queen	17.31%	19.42%	19.77%
Domino's Pizza	16.43%	14.96%	13.87%
Chili's Grill and Bar	16.34%	13.31%	12.49%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Cracker Barrel	15.67%	15.47%	15.49%
Arby's	15.67%	20.77%	21.59%
Olive Garden	15.34%	17.32%	17.37%
Pizza Hut	15.27%	19.47%	19.98%
Red Lobster	14.92%	16.63%	16.45%
Denny's	14.77%	13.66%	12.86%
IHOP (International House Of Pancakes)	13.58%	12.9%	12.44%
Bennigan's	13.17%	7%	5.79%
Golden Corral	12.93%	11.59%	10.94%
Starbucks	12.63%	9.72%	9.31%
Sonic	12.32%	14.06%	14.56%
Fuddrucker's	12.09%	6.77%	6.32%



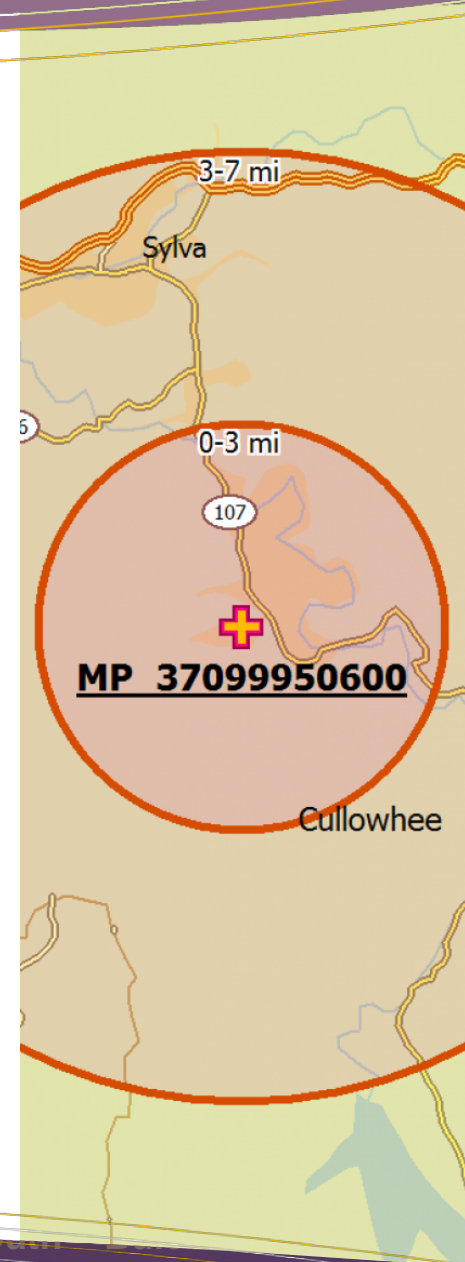


## Potential Shared Projects

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.

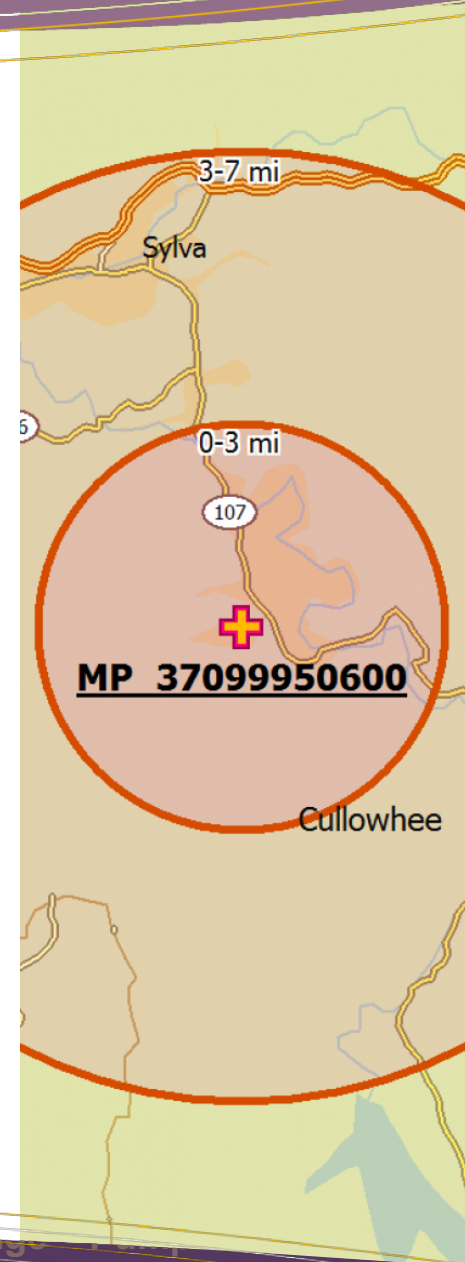
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	35.87%	41.4%	42.7%
Recycled products	27.77%	30.67%	31.62%
Worked as volunteer (non political)	15.01%	15.99%	16.38%
Engaged in fund raising	9.38%	9.98%	10.08%
Religious club member	6.59%	7.07%	7.23%
Wrote to editor of mag or newspaper	6.19%	5.8%	5.8%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	5.55%	5.07%	5%
Took active part in local civic issue	5.41%	5.19%	5.2%
Wrote to elected offcl about publ bus	4.66%	5.16%	5.45%
Addressed a public meeting	4.45%	4.59%	4.72%
Partic. in environmental group/causes	4.17%	3.11%	2.86%
Fraternal order member	3.85%	4.88%	5.01%

## Communication Media Content

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

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	16.27%	16.03%	16.26%
Mystery	12.07%	11.84%	11.89%
Children's Books	11.04%	11.55%	11.79%
Cookbooks	9.17%	9.5%	9.63%
Religious (not Bibles)	6.81%	7.92%	8.11%
Science Fiction	6.2%	5.07%	4.81%
Romance	6.1%	6.65%	6.79%
Biography	5.62%	5.84%	5.87%
Personal/Business	5.39%	5.52%	5.7%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	62.56%	63.18%	62.8%
Gen. Editorial	45.19%	44.24%	44.11%
Womens	43.8%	40.16%	39.52%
Service	33.47%	33.7%	34.53%
Mens	21.72%	18.66%	17.76%
Music	19.99%	13.9%	12.23%
Sports	19.65%	15.47%	14.52%
Automotive	16.61%	15.03%	14.68%
Fishing/Hunting	16.61%	15.93%	16.58%

# 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	51.5%	54.22%	55.14%
Classified	38.3%	37.49%	37.63%
Sport	29.92%	30.74%	31.04%
Comics	29.78%	29.62%	29.54%
Editorial Page	26.38%	30.27%	31.06%
Movie Listings & Reviews	25.96%	24.44%	24.13%
Business/Finance	24.84%	25.44%	26.01%
Food/Cooking	21.14%	23.72%	24.24%
TV/Radio Listings	19.4%	22.16%	22.89%
Science/Technology	15.29%	16.1%	16.54%
Travel	15.27%	16.29%	16.77%
Home/Gardening	12.92%	17.58%	18.7%
Fashion	11.59%	11.96%	12.1%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.71%	25.98%	27.83%
CHR Contemp Hit Radio	21.58%	19.06%	17.88%
Adult Contemporary	18.15%	17.49%	17.8%
Rock	14.47%	13.53%	13%
Urban Contemporary	13.33%	9.94%	8.89%
Classic Rock	12.31%	11.52%	11.25%
Oldies	8.33%	10.16%	10.32%
Alternative	8.08%	7.92%	7.99%
News/Talk	7.46%	9.09%	9.46%
Variety	6.43%	6.69%	6.68%
Soft Contemporary	4.5%	4.55%	4.47%
Religious	4.19%	4.99%	5.39%
Hispanic	3.98%	3.13%	2.89%
Classic Hits	3.16%	3.47%	3.41%
Classical	3.11%	2.7%	2.7%
Gospel	3.06%	2.3%	2.17%
All Talk	3.02%	2.65%	2.82%
Jazz	2.58%	2.37%	2.34%

# 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	59.49%	61.75%	62.94%
Soapnet	47.21%	49.38%	49.2%
Comedy Central	42.93%	33.2%	32.17%
Satellite Dish	40.18%	47.64%	49.71%
Other Video-On-Demand	38.18%	40.03%	41.56%
Adult Swim	36.18%	29.38%	29.21%
MSNBC	34.57%	33.21%	33.6%
ESPN Classic	34.54%	23.27%	21.99%
BET (Black Entertainment TV)	29.91%	26.61%	26.89%
Sci-Fi Channel	28.18%	34.05%	35.7%
ABC Fam.	27.29%	22.6%	21.8%
ESPN2	25.89%	21.62%	21.94%

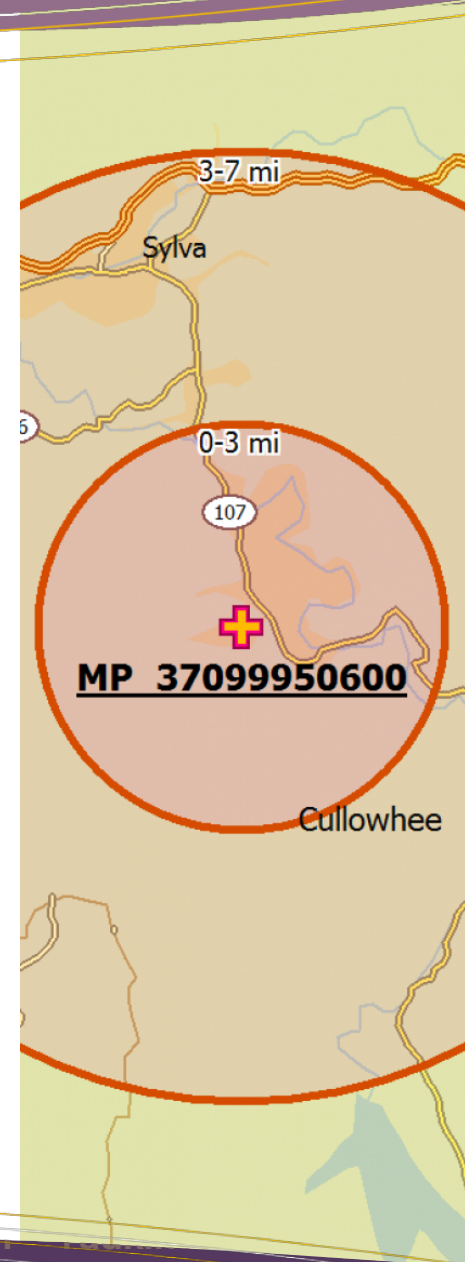
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Encore	25.78%	18.1%	17.88%
ESPN News	25.31%	18.73%	17.93%
Nick At Nite	24.52%	25.52%	26.12%
TV Info From Sunday TV Magazine	24.24%	25.61%	26.08%
TCM (Turner Classic Movies)	23.42%	22.35%	22.42%
TV Info From Monthly Cable Guide	22.43%	22.65%	22.76%
TV Info From Newspapers	21.13%	24.49%	24.96%
ESPN	19.96%	17.18%	17.09%
Adult Pay Per View TV	19.82%	27.72%	30.05%
USA Network	19.65%	22.08%	22.73%
The Golf Channel	19.53%	20.24%	20.85%
Nickelodeon	19.36%	25.15%	26.68%

## Communication Media Usage

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

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

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.

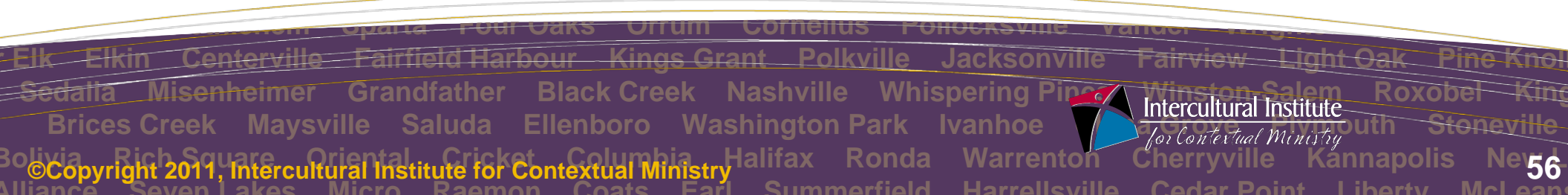


# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	22%	19.83%	19.83%
Medium Users (4-6)	9.27%	9.91%	10.08%
Light Users (1-3)	21.11%	20.41%	20.14%
Quintiles (20%)			
Newspaper I (Heavy)	0.54%	1.19%	1.22%
Newspaper II	1.27%	1.02%	1.01%
Newspaper III	2.12%	2.73%	2.54%
Newspaper IV	0.39%	0.37%	0.38%
Newspaper V (Light)	3.51%	2.29%	2.02%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	24.5%	21.05%	20.29%
Magazines II	5.25%	7.41%	7.3%
Magazines III	17.9%	12.73%	11.65%
Magazines IV	7.58%	10.34%	10.4%
Magazines V (Light)	0.12%	0.23%	0.21%
Outdoor I (Heavy)	3.05%	5%	5.33%
Outdoor II	2.39%	2.55%	2.32%
Outdoor III	1.55%	2.38%	2.4%
Outdoor IV	14.52%	16.4%	16.78%
Outdoor V (Light)	22.83%	24.03%	24.72%
Yellow Pages I (Heavy)	16.51%	15.65%	15.7%
Yellow Pages II	5.58%	4.56%	4.49%
Yellow Pages III	11.78%	6.63%	5.91%
Yellow Pages IV	30.21%	27.22%	26.46%
Yellow Pages V (Light)	2.12%	2.51%	2.4%





# 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)	12.12%	6.18%	5.44%
Drive Time III (Medium)	0.29%	0.64%	0.86%
Radio IV & V (Light)	1.66%	2.34%	2.22%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	4.46%	7.24%	7.25%
Radio III (Medium)	2.01%	3.96%	4.07%
Radio IV & V (Light)	2.06%	2.69%	2.83%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	8.7%	10.64%	10.62%
Cable III (Medium)	7.56%	4.9%	4.44%
Cable IV & V (Light)	27.25%	31.32%	32.49%

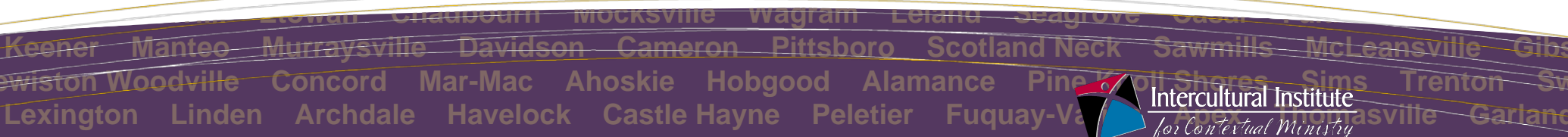
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	15.91%	7.98%	6.82%
Prime Time III (Medium)	2.64%	3%	2.93%
Prime Time IV & V (Light)	18.13%	12.48%	10.93%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.74%	38.77%	39.47%
Fringe III (Medium)	53.33%	55%	54.75%
Fringe IV (Light)	53.27%	57.29%	57.48%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	7.51%	11.14%	11.51%
All Day III (Medium)	20.19%	21.26%	22.03%
All Day IV (Light)	20.69%	14.16%	13.51%

# 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]	9.65%	11.08%	12.23%
6:00am - 10:00am	17.24%	15.77%	15.68%
10:00am - 3:00pm	12.9%	8.57%	7.59%
3:00pm - 7:00pm	7.59%	12.22%	12.86%
7:00pm - Midnight	8.7%	10.98%	12.41%
Midnight - 6:00am	3.54%	4.55%	4.86%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	7.22%	12.08%	12.75%
6:00am - 10:00am	4.25%	3.68%	3.79%
10:00am-3:00pm	10.02%	6.14%	5.58%
3:00pm - 7:00pm	4.01%	5.51%	5.9%
7:00pm - Midnight	9.9%	8.06%	8.13%
Midnight - 6:00am	10.76%	11.08%	11.34%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	12.49%	8.37%	8.08%
Saturday: 8:00-11:00pm	4.3%	6.45%	6.9%
Sunday: 7:00-11:00pm	15.42%	10.27%	9.83%
9:00am-1:00pm	24.52%	25.52%	26.12%
9:00am-4:00pm	26.8%	28.73%	29.6%
4:00pm-7:00pm	24.31%	25.99%	26.38%
11:00pm-1:00am	45.5%	41.91%	41.91%
AVG Prime time	1%	1.68%	1.9%
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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.96%	17.18%	17.09%
7-9am	25.89%	21.62%	21.94%
9am-12noon	20.57%	21.54%	22.21%
12noon-4pm	6.23%	7.19%	7.39%
4-6pm	35.64%	37.04%	37.73%
6-7pm	13.83%	17.94%	18.68%
7-7:30pm	1.47%	1.22%	1.43%
7:30-8pm	11.3%	11.98%	11.82%
8-11pm	12.49%	8.37%	8.08%
11pm-12am	34.57%	33.21%	33.6%
11pm-1am	45.5%	41.91%	41.91%
1-6am	27.16%	28.46%	28.68%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.88%	16.63%	16.45%
Sat: 10am-1pm	6.31%	6.5%	6.88%
Sat: 1-4pm	20.09%	21.31%	21.46%
Sat: 4-6pm	6.38%	6.05%	6.05%
Sat: 6-7pm	0.42%	1.01%	1.26%
Sat: 7-8pm	0.73%	0.91%	1.03%
Sat: 8-11pm	4.3%	6.45%	6.9%
Sat: 11pm-1am	3.69%	3.97%	4.04%
Sat: 1am-7pm	19.65%	22.08%	22.73%
Sun: 7-10am	2.46%	1.88%	1.79%
Sun: 10am-1pm	7.61%	6.06%	6.03%
Sun: 1-4pm	3.66%	4.41%	4.61%
Sun: 4-7pm	18.98%	13.2%	12.67%
Sun: 7-11pm	15.42%	10.27%	9.83%
Sun: 11pm-1am	7.98%	4.91%	4.72%
Sun: 1-7am	25.45%	20%	19.71%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



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

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

## *Issues for Your Consideration*

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

# Biblical Missional Multiplication

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

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

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



# Establishing Redemptive Relationships

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

## Communication Steps

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

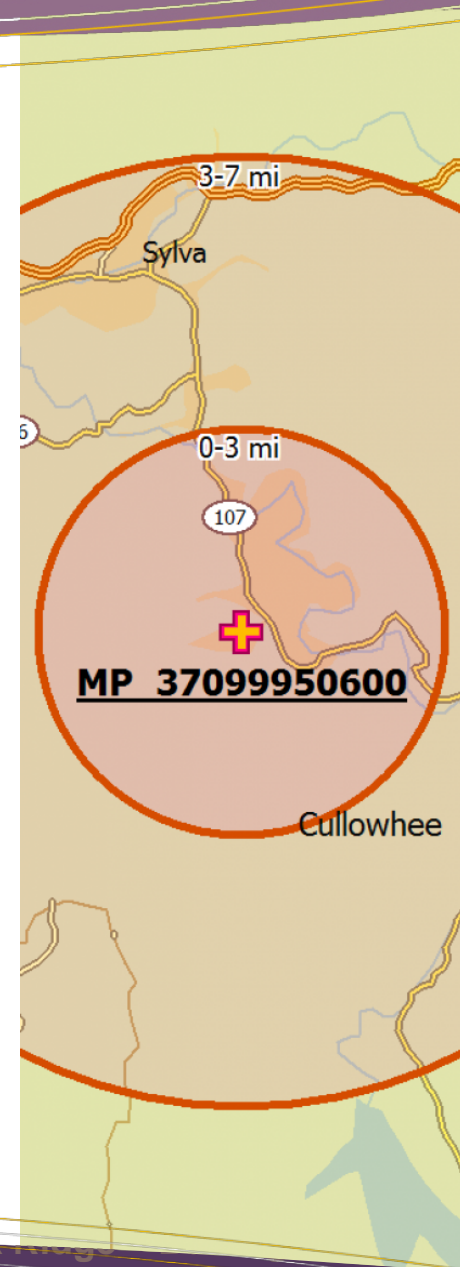


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

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



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	El Centro del Senor	416 Central Dr Cullowee, NC 28723	0.90 mi	34	Insufficient Data
2	Black Mountain - Cull	2029 Wayehutta Rd Cullowee, NC 28723	1.94 mi	0	Insufficient Data
3	Johns Creek - Cullowhee	4 Precious Moments Dr Cullowee, NC 28723	2.56 mi	0	Insufficient Data
4	Unity - Cullowhee	50 Casper Dr Cullowee, NC 28723	3.02 mi	35	Insufficient Data
5	Moses Creek - Cullowhee	966 Moses Creek Rd Cullowee, NC 28723	3.03 mi	42	Declining
6	Speedwell	35 Speedwell Bapt Church Rd Cullowee, NC 28723	3.34 mi	41	Plateauing
7	Tilley Creek - Cullowhee	3331 Tilley Creek Rd Cullowee, NC 28723	3.34 mi	60	Insufficient Data
8	Cullowhee Valley - Cullowhee	36 Tilley Creek Rd Cullowee, NC 28723	3.34 mi	11	Growing
9	Promise Land - Cullowhee	8359 Highway 107 Cullowee, NC 28723	3.34 mi	16	Declining
10	Little Savannah - Sylva	2390 Little Savannah Rd Sylva, NC 28779	3.51 mi	72	Growing
11	New Hope - Sylva	470 Old Settlement Rd Sylva, NC 28779	3.54 mi	196	Declining
12	Lovedale - Sylva	160 Lovedale Rd Sylva, NC 28779	3.79 mi	74	Growing
13	Faith - Sylva	714 Webster Rd Sylva, NC 28779	3.85 mi	48	Plateauing
14	East Fork - Sylv	19 Woodrow Deitz Rd Sylva, NC 28779	3.87 mi	53	Plateauing
15	Webster - Webster	1955 Webster Rd Webster, NC 28788	4.19 mi	137	Growing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Deitz Memorial - Sylva	761 E Fork Rd Sylva, NC 28779	4.50 mi	0	Insufficient Data
17	Calvary - Sylva	724 Calvary Church Rd Sylva, NC 28779	4.84 mi	73	Growing
18	Long Branch Missionary - Sylva	540 Long Branch Church Rd Sylva, NC 28779	5.03 mi	44	Plateauing
19	Mount Pleasant - Sylv	1767 Mt Pleasant Church Rd Sylva, NC 28779	5.03 mi	40	Growing
20	Grace Community Church	2807 US 74E Sylva, NC 28779	5.03 mi	0	Insufficient Data
21	Scotts Creek - Sylva	97 Steeple Rd Sylva, NC 28779	5.03 mi	157	Declining
22	East Sylva - Sylva	61 Faith Ave Sylva, NC 28779	5.03 mi	213	Plateauing
23	New Savannah - Sylva	7219 US 441 South Sylva, NC 28779	5.03 mi	34	Declining
24	Liberty - Syl	551 Scotts Creek Rd Sylva, NC 28779	5.03 mi	85	Insufficient Data
25	Sylva First - Sylva	669 W Main St Sylva, NC 28779	5.09 mi	190	Declining
26	Lighthouse - Sylva	2577 Hwy 441 S Sylva, NC 28779	5.17 mi	216	Insufficient Data
27	Old Savannah - Sylva	138 Sutton Branch Rd Sylva, NC 28779	5.28 mi	161	Plateauing
28	Wilkesdale - Sylva	64 Wilkesdale St Sylva, NC 28779	5.50 mi	21	Declining
29	Greens Creek - Sylva	1683 Greens Creek Rd Sylva, NC 28779	5.55 mi	35	Plateauing
30	Jarrett Memorial - Dillsboro	18 Church St Dillsboro, NC 28725	6.46 mi	34	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Zion Hill - Sylva	3110 Pumpkintown Rd Sylva, NC 28779	6.70 mi	73	Plateauing
32	Balsam Grove - Cullowhee	8041 Caney Fork Rd Cullowhee, NC 28723	6.75 mi	0	Insufficient Data
33	Ochre Hill - Sylva	14 Norman Dr Sylva, NC 28779	6.81 mi	95	Declining
34	Locust Field - Sylva	326 Macktown Gap Rd Sylva, NC 28779	6.87 mi	50	Plateauing
35	Buff Creek - Sylva	1274 Mineral Springs Dr Sylva, NC 28779	7.44 mi	73	Declining
36	Pine Creek - Cullowhee	4338 Pine Creek Rd Cullowhee, NC 28723	7.81 mi	46	Growing
37	Rockdale - Whittier	2 Rockdale Rd Whittier, NC 28789	8.17 mi	41	Declining
38	Dicks Creek - Whittier	1630 Dicks Creek Rd Whittier, NC 28789	8.23 mi	20	Insufficient Data
39	Big Ridge - Glenville	4224 Big Ridge Rd Glenville, NC 28736	8.63 mi	10	Insufficient Data
40	Ellijay	16 Little Ellijay Rd Franklin, NC 28734	8.88 mi	64	Plateauing
41	Balsam - Balsam	105 Heavenly Rd Balsam, NC 28707	9.38 mi	0	Insufficient Data
42	Hamburg - Glenville	4673 N Highway 107 Glenville, NC 28736	9.56 mi	131	Plateauing
43	Sols Creek - Tuckasegee	721 Sols Creek Church Rd Tuckasegee, NC 28783	9.64 mi	108	Plateauing
44	Tuckasegee - Tuckasegee	36 Tuskasegee Baptist Church Rd Tuckasegee, NC 28783	9.64 mi	0	Insufficient Data
45	Watauga	658 Watauga Church Rd Franklin, NC 28734	10.15 mi	142	Plateauing



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

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[www.missionalcontext.org](http://www.missionalcontext.org)  
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[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)