

MissionSite

top unreached locations



WINSTON SALEM, NC

CENSUS TRACT: 37067000900

REGION: Region 5: Piedmont Triad

COUNTY: Forsyth

SITESCAPE: Suburbscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



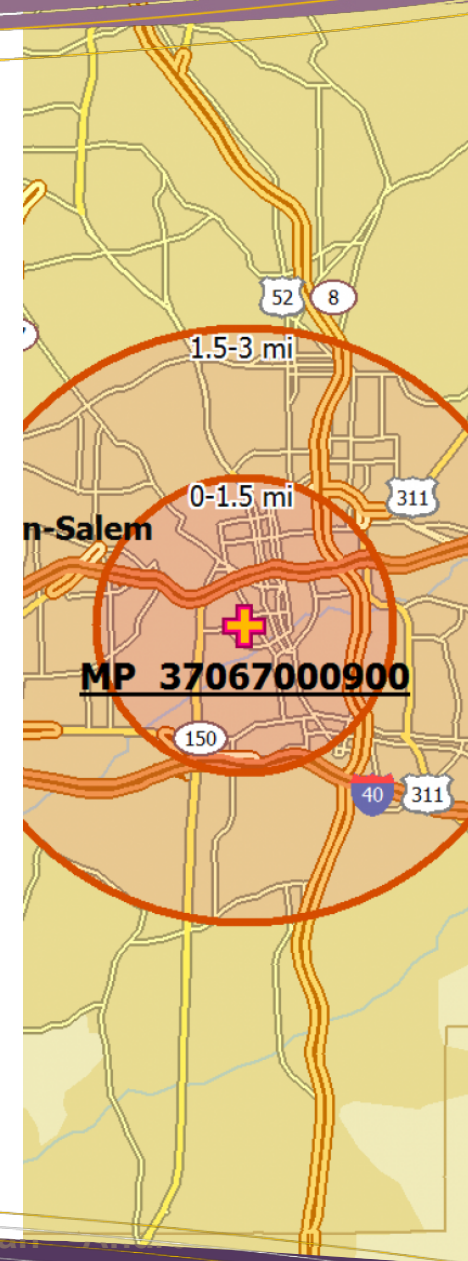
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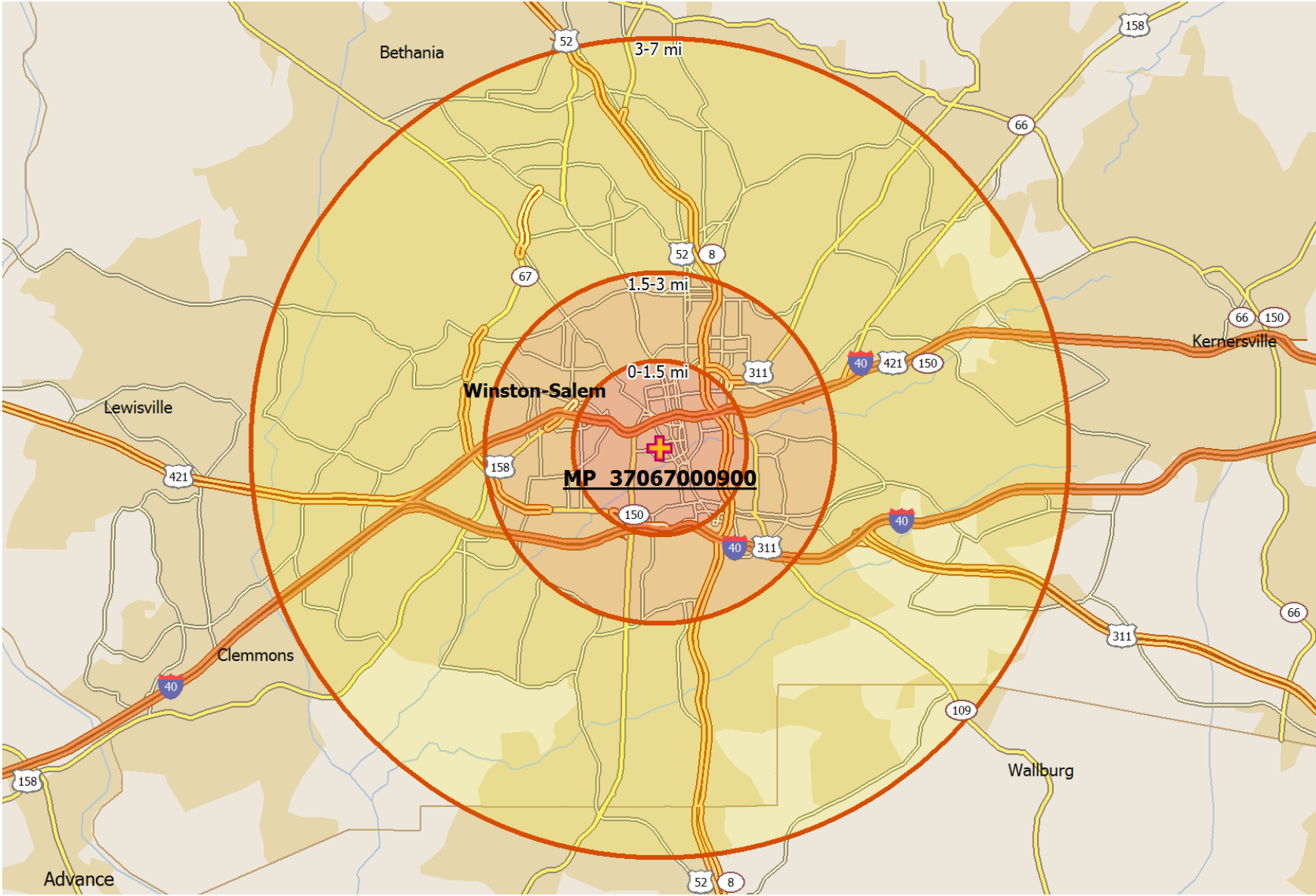
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37067	Forsyth
4	Zipcode	27101	Forsyth
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-100000



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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

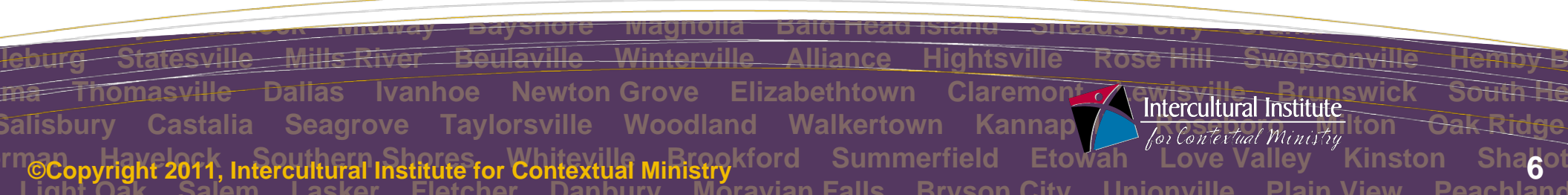


Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	22,226	56,545	159,816
2010 Households	8,616	21,493	63,214
2010 Group Quarters Population	2,966	2,204	4,877

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	59	53	46
Language Diversity National Index	54	46	27
Foreign Born Diversity National Index	11	16	59
Ancestry Diversity National Index	18	33	72
Racial Diversity National Index	85	70	35



Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	686	7.96%
Mainstay Communities	Established, Diverse Households	318	3.69%
Working Communities	Blue-collar, Working Families	2,333	27.08%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,617	18.77%
Urban Communities	High Density, Inner-city Neighborhoods	3,659	42.47%



Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	98,516	6,160	6.25%
Unreached %	69.9%	71.49%	102.28
Religious But NOT Evangelical HH	27,887	1,963	7.04%
Religious But NOT Evangelical %	19.79%	22.78%	115.14
Spiritual But NOT Relig or Evang HH	13,445	708	5.27%
Spiritual But NOT Relig or Evang %	9.54%	8.22%	86.16
Not Evangelical, Not Interested HH	57,646	3,555	6.17%
Not Evangelical, Not Interested %	40.9%	41.26%	100.88



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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	66	12	18.18%
Active BCNC Attenders	12,083	1,547	12.8%
Active Evangelical Households	22,607	4,674	20.68%
Active Evangelical Percent	16.04%	15.52%	96.78
Inactive Evangelical Households	19,812	4,096	20.67%
Inactive Evangelical Percent	14.06%	13.60%	96.77
# New Churches Needed	4	3	68.37%



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
1	International City of Praise Christian C	0.34 mi	0	Insufficient Data
2	Southside - Wins	1.02 mi	38	Plateauing
3	Greater Saint Matthews - Winston Salem	1.40 mi	50	Growing
4	Winston-Salem Chinese Christian - Winston	1.45 mi	0	Insufficient Data
5	Ardmore - Winston Salem	1.45 mi	628	Plateauing
6	121 Church	1.50 mi	0	Insufficient Data
7	Konnoak - Winston Salem	2.07 mi	100	Plateauing
8	Knollwood - Winston Salem	2.30 mi	371	Plateauing
9	Forsyth Park - Winston Salem	2.38 mi	37	Plateauing
10	Waughtown - Winston Salem	2.61 mi	110	Declining
11	Antioch - Winston Salem	2.75 mi	76	Declining
12	Griffith - Winston Salem	2.98 mi	137	Declining
13	Parkway - Winston	3.06 mi	33	Plateauing
14	Union - Winston	3.43 mi	0	Insufficient Data
15	Mineral Springs - Winston Salem	3.75 mi	90	Plateauing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	South Fork - Win	3.78 mi	61	Declining
17	Forest Hill - Winston	4.04 mi	48	Declining
18	North Winston - Winston Salem	4.11 mi	37	Plateauing
19	Fellowship - Winston Salem	4.14 mi	61	Declining
20	New Church	4.15 mi	0	Insufficient Data
21	Edgewood - Winst	4.19 mi	166	Plateauing
22	New Friendship - Winston Salem	4.60 mi	237	Growing
23	Oaklawn - Winston Salem	4.64 mi	249	Plateauing
24	Northwest - Winston Salem	4.94 mi	125	Insufficient Data
25	Crestwood - Winston Salem	5.03 mi	118	Declining
26	Unity - Winston	5.46 mi	0	Insufficient Data
27	Calvary - Win	5.60 mi	3,794	Plateauing
28	College Park - Winston Salem	5.78 mi	352	Plateauing
29	Resurrection Biker Church	6.07 mi	0	Insufficient Data
30	Vietnamese Mission	6.08 mi	0	Insufficient Data



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.



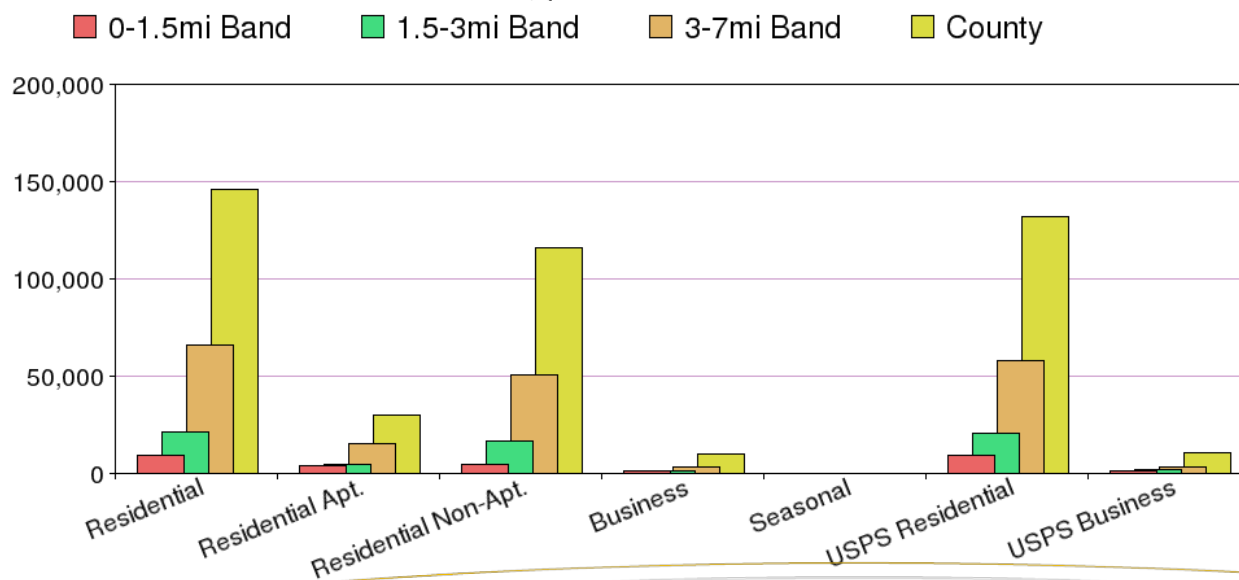
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	265,815	19,826	7.46%
2000 Population	306,067	20,981	6.86%
2010 Population	365,471	22,226	6.08%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,393	8,882	8.27%
2000 Households	123,851	8,727	7.05%
2010 Households	140,935	8,616	6.11%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	9,100
Residential Apt.	4,212
Residential Non-Apt.	4,888
Business	1,154
Seasonal	0
USPS Residential	9,091
USPS Business	1,286



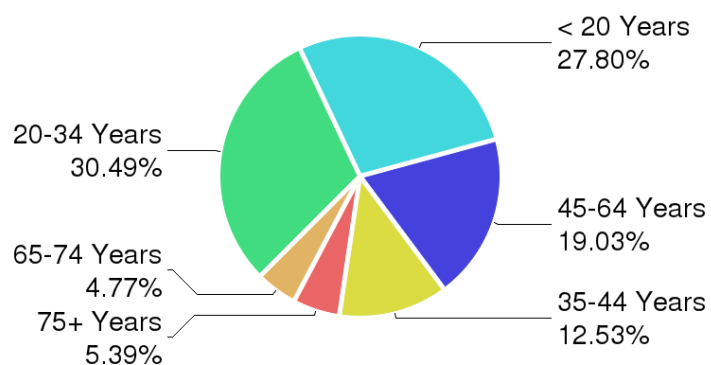
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	5.93%	111.26
4-5 Years	2.77%	2.43%	87.73
6-8 Years	4.2%	3.51%	83.57
9-11 Years	4.06%	3.26%	80.3
12-13 Years	2.63%	2%	76.05
14-17 Years	5.36%	5.76%	107.46
18-19 Years	2.67%	4.91%	183.9
0-5 Years	8.1%	8.36%	103.21
6-12 Years	9.57%	7.77%	81.19
13-19 Years	9.35%	11.67%	124.81
< 20 Years	27.02%	27.8%	102.89
20-34 Years	19.5%	30.49%	156.36
35-44 Years	13.38%	12.53%	93.65
45-64 Years	26.29%	19.03%	72.38
65-74 Years	7.36%	4.77%	64.81
75+ Years	6.44%	5.39%	83.7
Median Age	38	33	87.72
Median Age (Male)	36	33	90.58
Median Age (Female)	39	34	85.6

Age Group Percentages

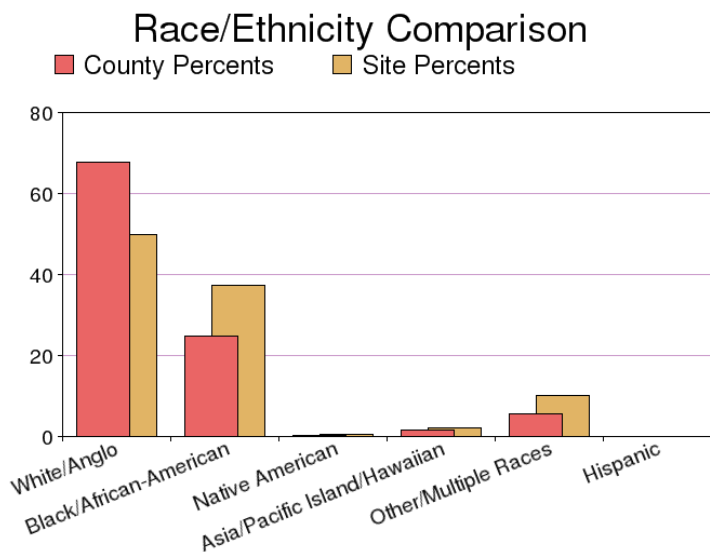


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.67%	49.99%	73.86
Black, African-American	24.76%	37.36%	150.87
Native American	0.38%	0.47%	125.66
Asian	1.6%	1.94%	121.35
Pacific Island, Hawaiian	0.08%	0.11%	132.43
Other/Multiple Races	5.51%	10.14%	184.09
Hispanic	0%	17.66%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	242,033	12,976	
Less than 9th Grade	4.75%	7.81%	60.9
No High School Diploma	8.18%	12.47%	65.62
High School Graduate	29.04%	27.77%	104.55
Some College, no degree	19.3%	16.33%	118.16
Associate Degree	7.38%	5.14%	143.67
College Degree	21.23%	18.46%	114.97
Graduate/Prof. degree	10.12%	12.01%	84.21

Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	7.78%	18.57%	281.66
\$10,000 to \$19,999	10.99%	19.25%	175.2
\$20,000 to \$29,999	12.16%	15.89%	130.72
\$30,000 to \$49,999	21.27%	19.01%	89.37
\$50,000 to \$59,999	9.05%	6.07%	67.08
\$60,000 to \$69,999	7.09%	4.51%	63.71
\$70,000 to \$79,999	6%	3.83%	63.81
\$80,000 to \$89,999	4.81%	3.08%	63.92
\$90,000 to \$99,999	3.42%	1.81%	52.98
\$100,000 to \$124,999	6.73%	3.12%	46.39
\$125,000 to \$149,999	4.18%	2.02%	48.31
\$150,000 to \$199,999	3.5%	1.33%	38.19
\$200,000 to \$249,999	1.14%	0.31%	27.6
\$250,000 or more	1.89%	1.2%	63.2
Median Household	47,448	28,757	60.61
Average Household	66,377	44,308	66.75
Per Capita Household	26,339	17,776	67.49
Family/Non-Family Household Income			
Median Family Income	60,192	40,521	67.32
Average Family Income	79,908	65,227	81.63
Median Non-Family Income	31,512	23,715	75.26
Average Non-Family Income	42,468	29,627	69.76

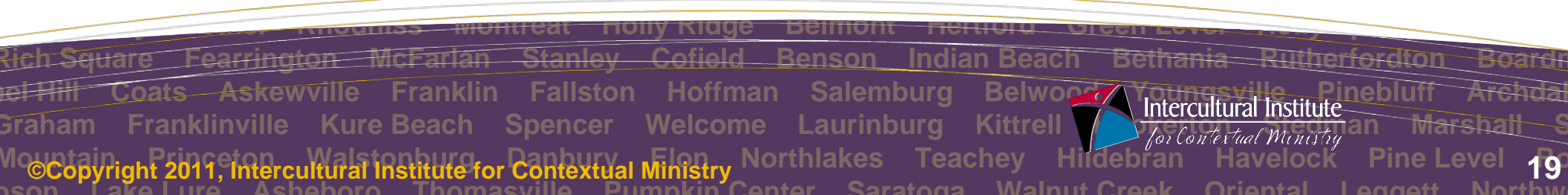


Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	63.86%	45.02%	70.5
Families with Children	32.62%	26.64%	81.65
Families without Children	31.24%	18.38%	58.86
Non-Family Households			
% Non-Family Households	36.14%	54.98%	152.12
Non-Families with Children	0.29	0.36	122.48
Non-Families without Children	35.85	54.62	152.37
Housing Units			
			Index
Total Housing Units	159,547	10,198	
Vacant percent	11.67%	15.51%	132.98
Owned percent	57.86%	29.14%	50.37%
Rented Percent	30.48%	55.34%	181.59
Households by Size			
			Index
Avg household size	2.51	2.24	89.24
Avg family hh size	3.24	3.33	102.78
Avg non-family hh size	1.23	1.34	108.94
Households By Count of Persons			
			Percent
One	44,145	4,063	9.2%
Two	40,015	1,899	4.75%
Three or Four	43,184	1,839	4.26%
Five+	13,591	814	5.99%



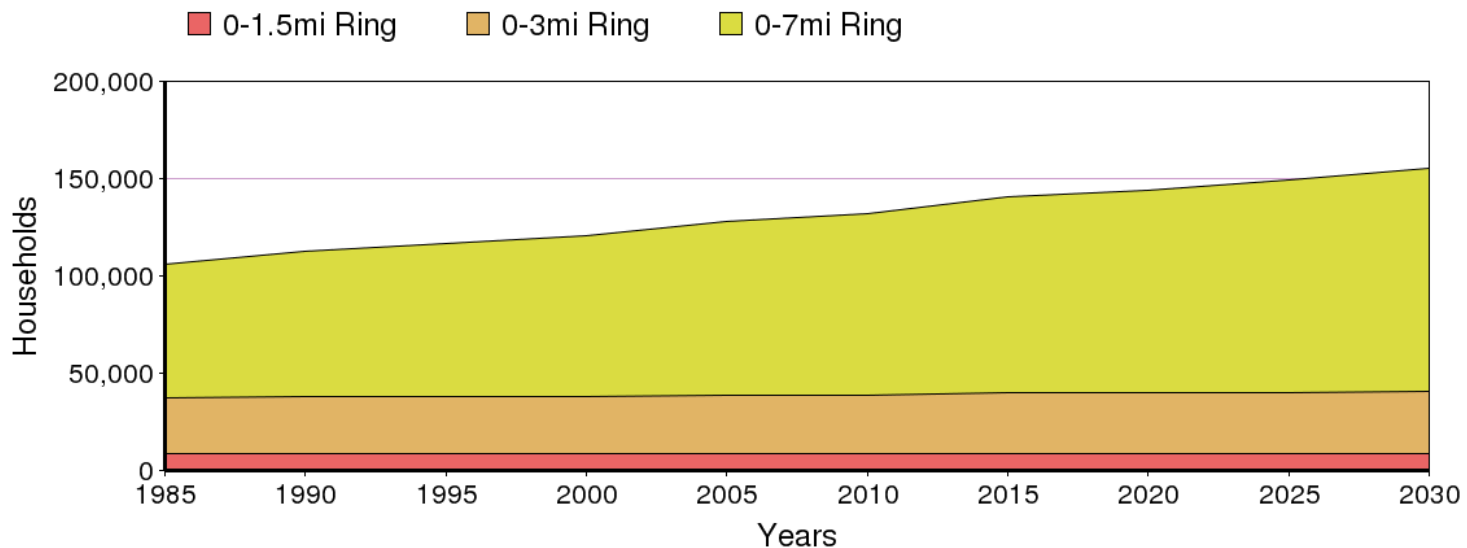
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	265,815	19,826	7.46%
2000 Population	306,067	20,981	6.86%
2010 Population	365,471	22,226	6.08%
2015 Population	394,620	23,146	5.87%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	107,393	8,882	8.27%
2000 Households	123,851	8,727	7.05%
2010 Households	140,935	8,616	6.11%
2015 Households	150,601	8,778	5.83%

Household Change from 1985 to 2030



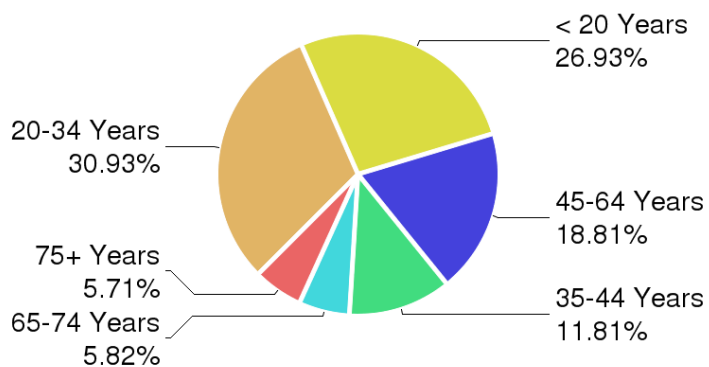
Projected Demographic Summary

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.93%	5.34%	90.05
4-5 Years	2.43%	2.29%	94.24
6-8 Years	3.51%	3.31%	94.3
9-11 Years	3.26%	3.27%	100.31
12-13 Years	2%	2.13%	106.5
14-17 Years	5.76%	5.73%	99.48
18-19 Years	4.91%	4.86%	98.98
0-5 Years	8.36%	7.63%	91.27
6-12 Years	7.77%	7.65%	98.46
13-19 Years	11.67%	11.65%	99.83
< 20 Years	27.8%	26.93%	96.87
20-34 Years	30.49%	30.93%	101.44
35-44 Years	12.53%	11.81%	94.25
45-64 Years	19.03%	18.81%	98.84
65-74 Years	4.77%	5.82%	122.01
75+ Years	5.39%	5.71%	105.94
Median Age	38	34	89.13
Median Age (Male)	36	33	92.1
Median Age (Female)	39	34	87.01

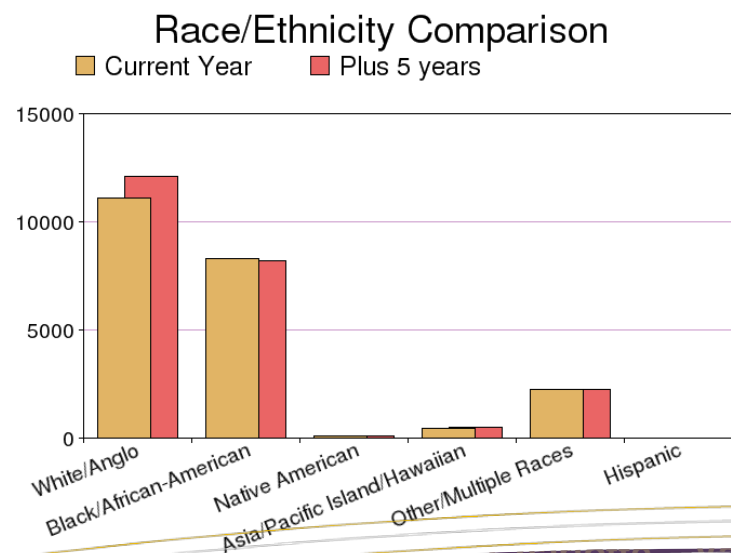
Projected Age Group Percentages



Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	49.99%	52.17%	104.37
Black, African-American	37.36%	35.39%	94.73
Native American	0.47%	0.51%	108.83
Asian	1.94%	2.12%	108.92
Pacific Island, Hawaiian	0.11%	0.12%	108.03
Other/Multiple Races	10.14%	9.69%	95.6
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,976	13,698	
Less than 9th Grade	7.81%	6.75%	86.41
No High School Diploma	12.47%	10.6%	85.01
High School Graduate	27.77%	29.2%	105.14
Some College, no degree	16.33%	16.13%	98.75
Associate Degree	5.14%	5.64%	109.78
College Degree	18.46%	19.51%	105.64
Graduate/Prof. degree	12.01%	12.18%	101.35

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value given assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	18.57%	17.77%	95.7
\$10,000 to \$19,999	19.25%	19.31%	100.28
\$20,000 to \$29,999	15.89%	15.82%	99.59
\$30,000 to \$49,999	19.01%	18.63%	97.97
\$50,000 to \$59,999	6.07%	6.03%	99.28
\$60,000 to \$69,999	4.51%	4.31%	95.38
\$70,000 to \$79,999	3.83%	3.91%	98.45
\$80,000 to \$89,999	3.08%	3.24%	103.71
\$90,000 to \$99,999	1.81%	1.88%	103.82
\$100,000 to \$249,999	3.12%	3.57%	114.21
\$125,000 to \$149,999	2.02%	2.32%	115.08
\$150,000 to \$199,999	1.33%	1.49%	111.81
\$200,000 to \$249,999	0.31%	0.34%	109.06
\$250,000 or more	1.2%	1.26%	105.78
Median Household	28,757	29,469	102.48
Average Household	44,308	46,807	105.64
Per Capita Household	17,776	18,454	103.81
Family/Non-Family Household Income			
Median Family Income	40,521	42,389	104.61
Average Family Income	65,227	69,591	106.69
Median Non-Family Income	23,715	24,607	103.76
Average Non-Family Income	29,627	31,634	106.77

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	45.02%	44.43%	98.69
Families with Children	26.64	26.58	99.78
Families without Children	18.38	18.28	99.46
Non-Family Households			
% Non-Family Households	54.98%	55.57%	101.08
Non-Families with Children	0.36	0.27	101.08
Non-Families without Children	54.62	55.3	101.24
Housing Units			
Total Housing Units	10,198	10,408	102.06%
Vacant percent	15.51%	15.66%	100.96
Owned percent	29.14%	28.72%	98.54
Rented Percent	55.34%	55.62%	100.5
Households by Size			
Avg household size	2.24	2.27	101.34%
Avg family hh size	3.33	3.46	103.9%
Avg non-family hh size	1.34	1.32	98.51%
Households By Count of Persons			
One	4,063	4,236	104.26%
Two	1,899	1,784	93.94%
Three or Four	1,839	1,866	101.47%
Five+	814	891	109.46%

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	2,500	3,681	9,416
Northern Europe	59	46	251
Western Europe	41	70	272
Southern Europe	9	46	251
Eastern Europe	63	95	240
Other Europe	0	0	0
Eastern Asia	132	142	521
So. Central Asia	8	37	322
SE Asia	88	79	307
Western Asia	15	27	55
Other Asia	0	0	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	9	15	20
Middle Africa	0	0	0
Northern Africa	12	12	15
Southern Africa	0	13	18
Western Africa	7	30	126
Other Africa	13	25	24
Oceania	17	0	0
Caribbean	68	86	253
Central Amer.	1,817	2,735	6,018
South America	79	164	387
North America	63	59	336
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	17,004	39,984	110,172
Spanish	2,529	4,056	9,168
Other Indo-Euro language	320	454	1,787
French (incl. Patois, Cajun)	127	198	500
French Creole	0	7	26
Italian	25	35	163
Portuguese	18	22	53
German	96	43	247
Yiddish	0	0	0
Other West Germanic	0	3	21
A Scandinavian Language	0	0	12
Greek	0	36	344
Russian	1	17	51
Polish	21	16	102
Serbo-Croatian	1	22	49
Other Slavic Language	12	20	59
Armenian	0	0	0
Persian	0	0	21
Gujarathi	0	6	11
Hindi	0	7	49
Urdu	0	0	54

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	9	9	5
Asian/PI languages	0	0	0
Chinese	98	135	346
Japanese	12	4	103
Korean	16	4	109
Mon-Khmer, Cambodian	55	20	30
Miao, Hmong	0	0	0
Thai	5	0	0
Laotian	16	20	0
Vietnamese	1	63	127
Other Asian	1	12	139
Tagalog	17	2	99
Other Pacific Is	13	11	27
Other languages	45	66	232
Navajo	0	0	0
Other Native N. American	0	0	4
Hungarian	9	0	26
Arabic	26	54	68
Hebrew	0	0	5
African languages	10	12	110
Other unspecified	0	0	19

Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	16,835	38,617	103,082
Arab	67	64	253
Armenian	0	3	7
Austrian	9	32	85
British	69	184	336
Canadian	7	47	185
Croatian	16	7	19
Czech	22	10	124
Czechoslovak	0	14	101
Danish	4	61	106
Dutch	128	210	799
English	1,201	3,170	10,854
European	230	356	1,375
Finnish	8	8	58
French (not Basque)	173	302	1,289
French Canadian	37	78	278
German	1,219	2,541	10,221
Greek	2	69	664
Hungarian	24	29	168
Iranian	0	10	28

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	861	1,323	5,643
Italian	276	515	2,313
Lithuanian	15	22	57
Norwegian	40	85	362
Polish	225	178	1,118
Portuguese	20	13	66
Romanian	17	0	45
Russian	30	91	335
Scandinavian	9	6	83
Scotch-Irish	376	878	2,895
Scottish	255	632	1,786
Slovak	8	11	26
Subsaharan African	269	421	1,121
Swedish	31	50	342
Swiss	12	32	126
Ukrainian	59	42	161
US/American	1,381	2,733	13,568
Welsh	99	169	414
West Indian	104	40	313
Yugoslavian	16	28	86
Other	9,516	24,153	45,271

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 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 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

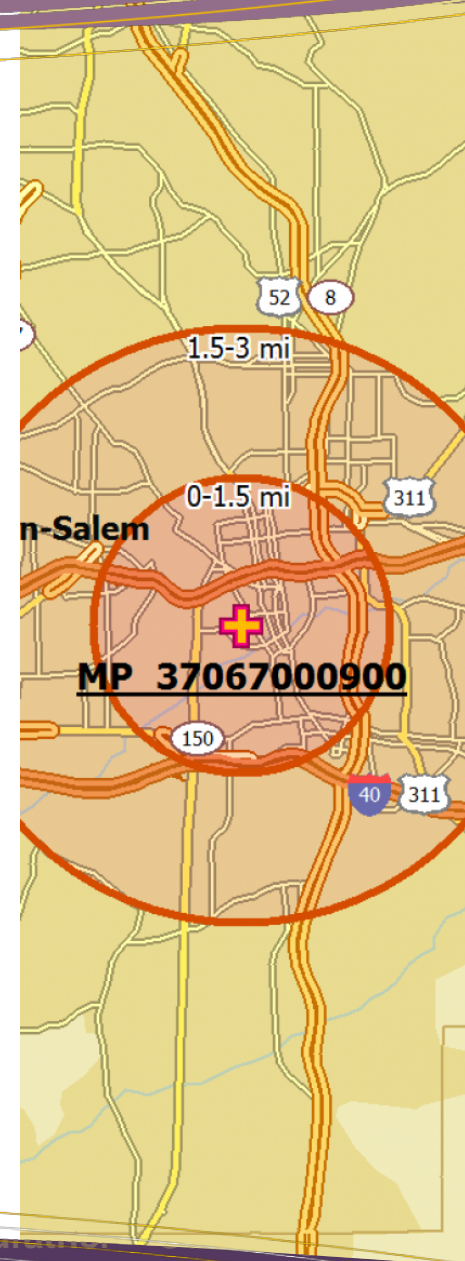
Issues for Your Consideration - continued

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 "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,616	100%	6,325	100%
AFFLUENT SUBURBIA	49	0.57%	36	0.57%
America's Wealthiest	28	0.32%	22	0.35%
Dream Weavers	3	0.03%	2	0.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	18	0.21%	12	0.19%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	637	7.39%	449	7.1%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	28	0.32%	23	0.36%
Urban Commuter Fam.	393	4.56%	264	4.17%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	216	2.51%	162	2.56%
SM TWN SUCCESS	91	1.06%	226	3.57%
Successful Urban Sprawl	75	0.87%	162	2.56%
2nd City Homebodies	0	0%	53	0.84%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	16	0.19%	0	0%
Mid-Market Enterprise	0	0%	11	0.17%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,616	100%	6,325	100%
BLUE COLLAR BACKBONE	247	2.87%	164	2.59%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	40	0.46%	24	0.38%
Lower Income Essentials	38	0.44%	26	0.41%
Small Town Endeavors	169	1.96%	114	1.8%
AMER. DIVERSITY	227	2.63%	157	2.48%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	60	0.7%	39	0.62%
Professional Urbanites	114	1.32%	82	1.3%
Urban Advancement	53	0.62%	36	0.57%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	2,086	24.21%	1,437	22.72%
Steadfast Conservative	1,622	18.83%	1,112	17.58%
Moderate Conventionalists	61	0.71%	41	0.65%
Southern Blues	295	3.42%	208	3.29%
Urban Grit	25	0.29%	18	0.28%
Grass-Roots Living	83	0.96%	58	0.92%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,616	100%	6,325	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,224	14.21%	933	14.75%
Young Cosmopolitans	630	7.31%	493	7.79%
Minority Metro Communities	586	6.8%	434	6.86%
Stable Careers	4	0.05%	3	0.05%
Aspiring Hispania	4	0.05%	3	0.05%
RURAL VILLAGES & FARMS	0	0%	3	0.05%
Aspiring Hispania	0	0%	3	0.05%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,616	100%	6,325	100%
STRUGGLING SOCIETIES	1,550	17.99%	1,058	16.73%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	272	3.16%	185	2.92%
Struggling city Centers	1,187	13.78%	805	12.73%
College Town Communities	0	0%	0	0%
New Beginnings	91	1.06%	68	1.08%
URBAN ESSENCE	2,109	24.48%	1,555	24.58%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	359	4.17%	251	3.97%
Urban Diversity	71	0.82%	51	0.81%
New Generation Activists	292	3.39%	197	3.11%
Getting By	1,387	16.1%	1,056	16.7%
VARYING LIFESTYLES	393	4.56%	307	4.85%
Military Family Life	0	0%	0	0%
Major University Towns	222	2.58%	180	2.85%
Gray Perspectives	171	1.98%	127	2.01%

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 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?

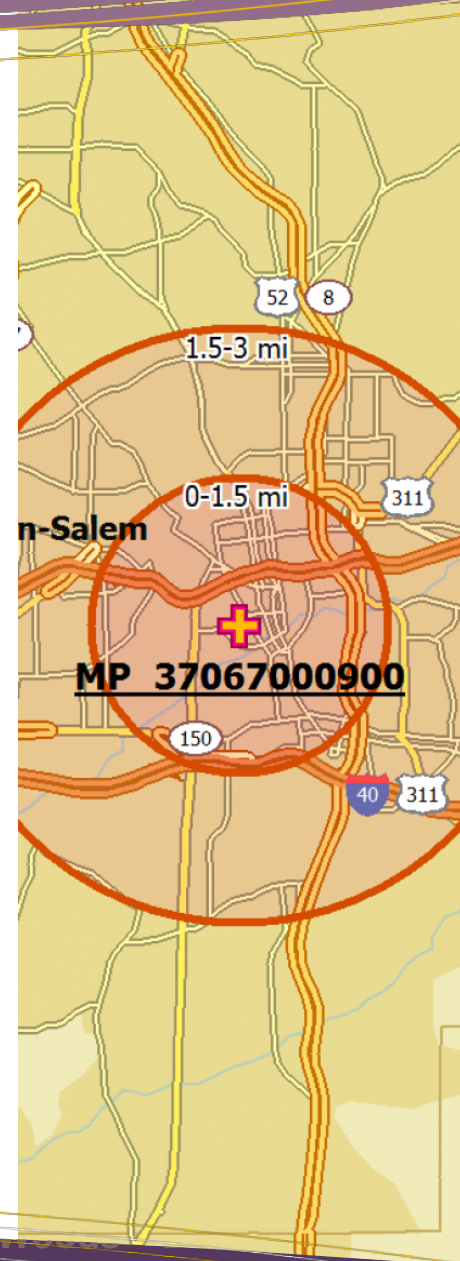
Potential Cultural Bridges

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).

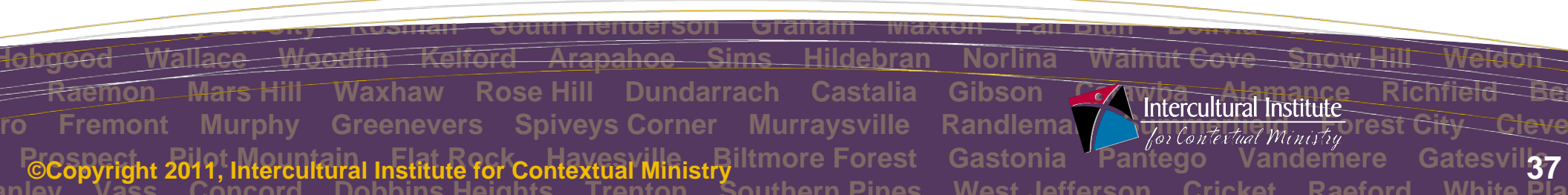


Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	69%	68%	73%
Use Comp. for Internet/E-mail	49%	48%	55%
Internet Use: E-Mail	43%	42%	47%
Use Comp. for Comp. Games	33%	33%	36%
Use Comp. for Word Processing	31%	30%	36%
Use Comp. for Education	30%	29%	31%
Use Comp. for Shopping	27%	27%	32%
HH Owns DVD Player	27%	26%	28%
Use Comp. for Banking	25%	25%	29%
Use Comp. for Digital Camera	24%	25%	29%
Photo Editing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	24%	23%	26%
Internet Use: Banking	22%	21%	25%
Use Comp. for News/Info./Data Service	18%	19%	22%
PC-Network-HH Has One	14%	16%	19%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	13%
Use Comp. for Personal Financial Mngmnt	12%	12%	14%
Internet Use: Read Magazines/ Newspapers	12%	11%	11%
Internet Use: Research/ Education	12%	11%	12%
HH Owns Video/Webcam	12%	11%	10%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	66%	67%	68%
Reading Books	52%	52%	54%
Dining Out (Not Fast Food)	49%	49%	54%
Card Games	40%	38%	40%
Cooking for Fun	35%	34%	36%
Go To A Beach/Lake	31%	31%	34%
Board Games	28%	27%	30%
Gardening	27%	26%	30%
Going To	19%	18%	19%
Bars/Nightclubs/Dancing			
Visit Museum	19%	18%	21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	65%	67%
Gen./Fam. Practitioner	36%	34%	37%
Dentist	24%	24%	27%
Backache	22%	22%	22%
None Of These	21%	20%	20%
Hypertension/High Blood Pressure	20%	20%	20%
Eye Dr.	19%	20%	21%
High Cholesterol	16%	17%	18%
Any Arthritis	15%	14%	15%
Acid Reflux Disease (GERD)	14%	14%	14%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	27.37%	27.12%	29.07%
Live Theater	19.07%	19.9%	22.07%
Rock/Pop Concerts Most Often	14.87%	14.39%	15.76%
Live Theater Most Often	14.07%	15.42%	17.61%
Dance Performance	11.02%	11.08%	10.55%
Comedy Club	10.91%	10.73%	10.52%
Movies: Comedy	40.6%	40.58%	40.82%
Movies: Action/Adventure	40.12%	39.55%	39.51%
Movies: Drama	22.96%	24.3%	23.31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Mystery	21.74%	20.74%	19.15%
Movies: Fam.	20.23%	20.84%	20.53%
Movies: Romantic Comedy	19.55%	20.93%	21.38%
MLB Baseball Reg. Season	6.7%	6.16%	7.64%
NFL Football Reg. Season	5.6%	5.3%	6.68%
College Football Reg. Season	5.14%	5.2%	6.2%
NBA Basketball Reg. Season	4.35%	3.6%	4%
College Basketball Reg. Season	3.64%	3.7%	4.24%
NHL Hockey Reg. Season	2.98%	2.57%	2.9%

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	36.96%	37.2%	40.03%
Swimming	25.89%	25.76%	29.59%
Billiards/Pool	18.19%	17.49%	18.1%
Bowling	18.13%	18.86%	20.52%
Jogging/Running	15.76%	16.08%	16.51%
Basketball	15.65%	16.06%	15.8%
Weight Training	14.72%	14.82%	16.28%
Freshwater Fishing	12.93%	12.84%	14.3%
Using Cardio Machine	12.63%	12.12%	13.73%
Baseball	11.46%	11.1%	11.25%
Stationary Cycling	11.07%	11.28%	12.16%
Football	10.86%	11.55%	10.91%
Camping Trips	10.53%	9.54%	11.38%
Aerobics	10.45%	10.94%	11.29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Mountain/Road Biking	10.34%	10.14%	11.57%
Golf	10.12%	10.5%	12.66%
Volleyball	8.87%	8.67%	8.39%
Backpacking/Hiking	8.37%	7.53%	8.87%
Softball	7.49%	7.27%	7.66%
Soccer	7.22%	6.68%	7.26%
Yoga	6.9%	6.99%	7.35%
Target Shooting	6.61%	6.01%	6.86%
Tennis	6.43%	6.65%	7.35%
Saltwater Fishing	6.34%	6.05%	6.87%
Hunting	6.18%	5.62%	6.38%
Roller Skating	5.78%	5.94%	5.86%
Power Boating	5.73%	6.07%	6.95%
Canoeing/Kayaking	5.5%	5.22%	5.98%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Ice Skating	5.35%	5.71%	5.44%
Snorkeling	5.04%	4.83%	4.87%
Motorcycling	4.81%	4.57%	5.19%
Horseback Riding	4.39%	4.1%	4.69%
Jet Skiing	4.3%	4.27%	4.52%
Downhill & X-Country Skiing	3.94%	4.37%	4.63%
Fly Fishing	3.81%	4.06%	4.13%
Martial Arts	3.63%	3.24%	3.39%
Rock Climbing	3.63%	3.33%	3.51%
Water Skiing	3.61%	3.67%	3.95%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.44%	3.88%	4.08%
Hockey	3.42%	3.54%	3.71%
Archery	3.4%	3.46%	3.6%
Auto Racing	3.36%	2.98%	2.89%
Skateboarding	3.28%	3.46%	3.31%
Snowmobiling	3.14%	3.33%	3.36%
Sailing	3.06%	3.08%	3.26%
Snowboarding	3.04%	3.41%	3.49%
Surfing & Windsurfing	2.99%	2.89%	2.85%
Rowing	2.43%	2.47%	2.64%

Potential Cultural Barriers -- Introduction (part 1)

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

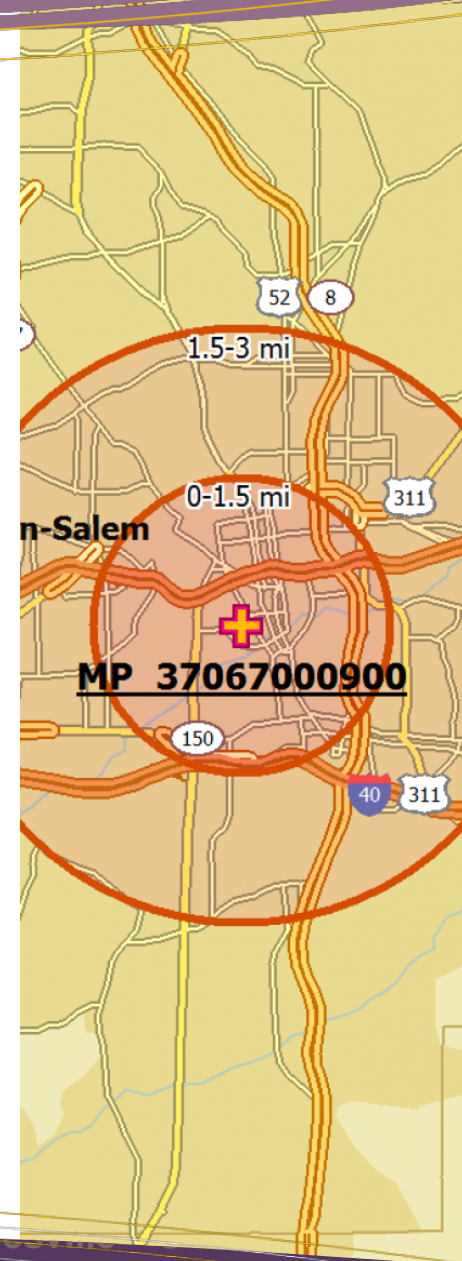
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

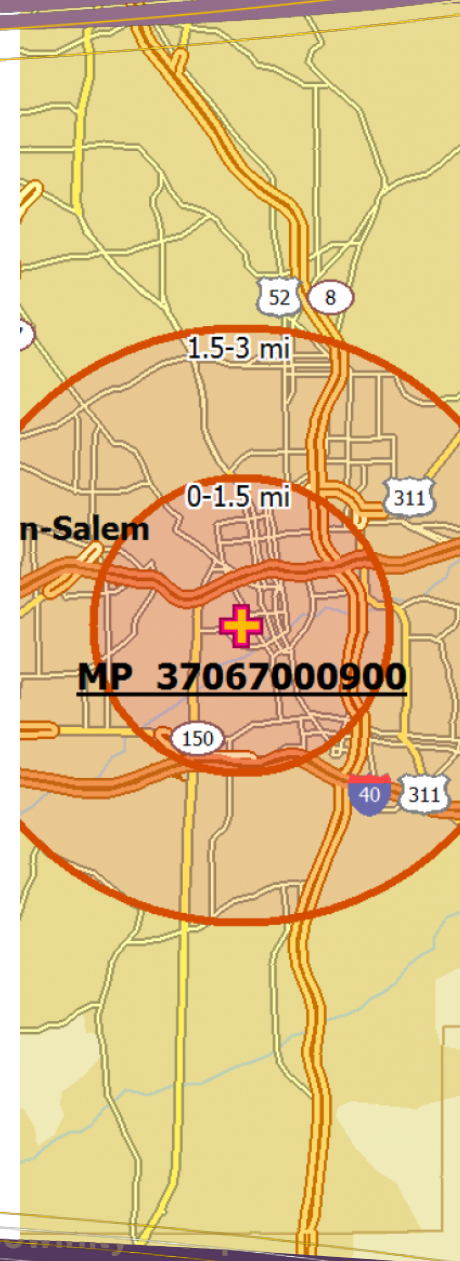
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

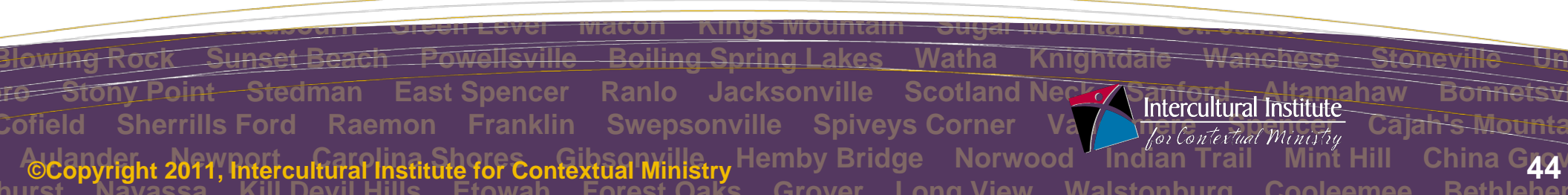


Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	52%	53%	51%
Speak My Mind Even If It Upsets People	38%	39%	37%
Like Control Over People And Resources	35%	37%	35%
Find It Difficult To Say No To My Kids	34%	34%	36%
Prefer To Have Few Possessions As Possible	31%	31%	34%
Don't Judge People/Way They Live Life	31%	32%	30%
Woman's Place Is In The Home	30%	32%	33%
Too Much Sponsorship In Arts/Sports	27%	28%	25%
Like To Do Unconventional Things	26%	26%	27%
If Won Lottery Would Never Work Again	24%	26%	28%
Money Is Best Measure Of Success	24%	24%	25%
Friends More Important Than My Fam.	24%	24%	25%

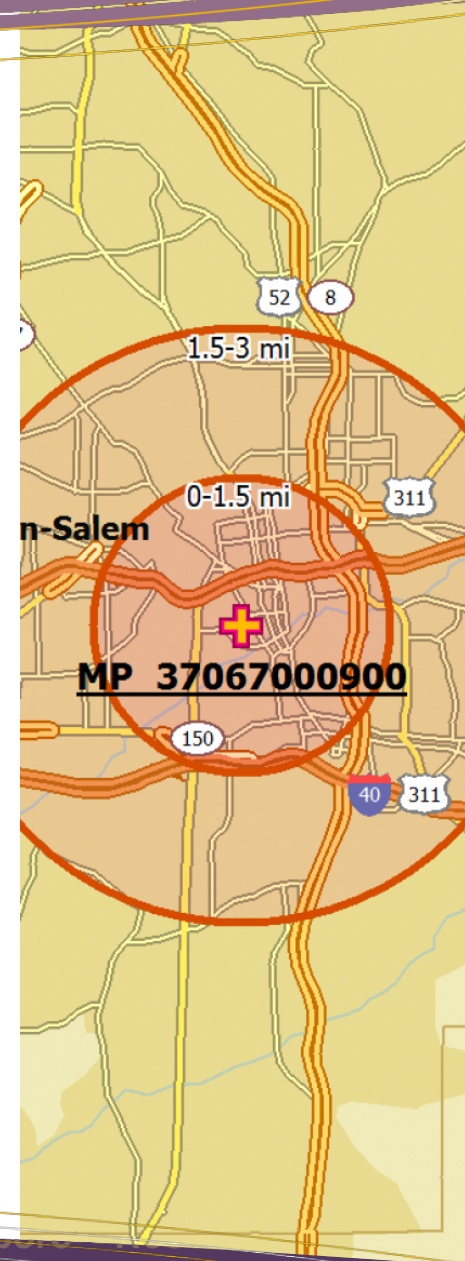
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	22%	24%	21%
Like to Stand Out In A Crowd	21%	22%	21%
Marijuana Should Be Legalized	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
We Should Strive for Equality for All	17%	18%	16%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Only Work Current Job for The Money	14%	15%	15%
Happy With My Standard Of Living	14%	14%	14%
On Whole People Get What They Deserve	12%	12%	11%
Very Happy With My Life As It Is	11%	11%	9%
I Am A Perfectionist	11%	10%	9%
Willing To Give Up Time With Fam. To Advance	9%	8%	7%



Potential Cultural Themes

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

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

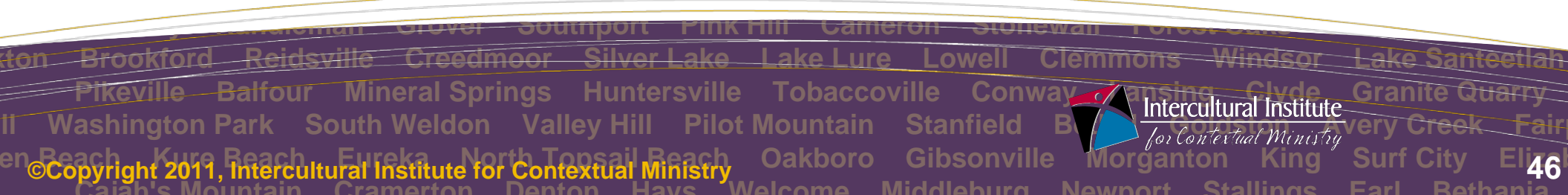


Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

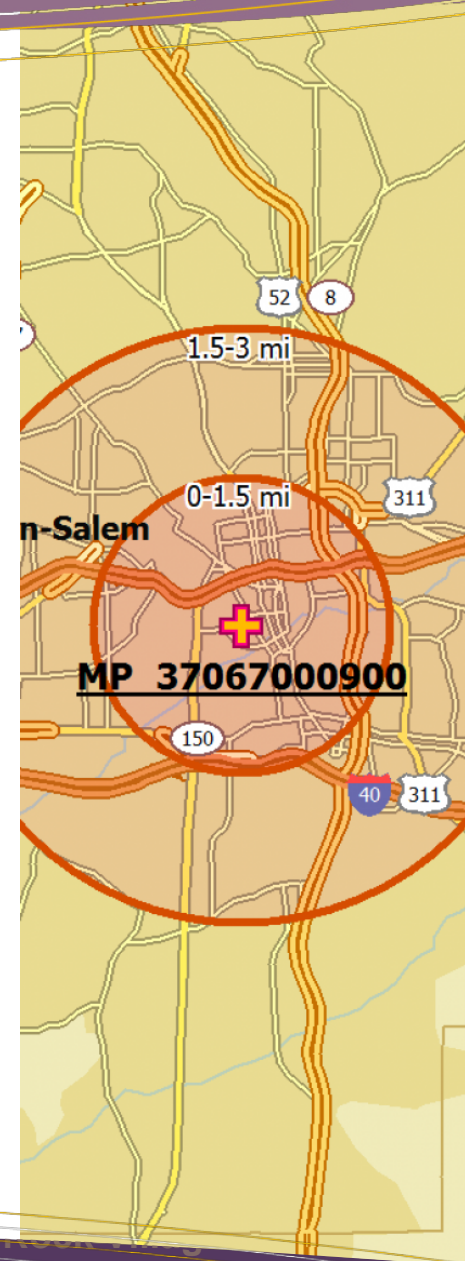
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	57%	57%
Important To Respect Customs And Beliefs	54%	55%	60%
Like To Understand About Nature	38%	39%	39%
Important Feel Respected By My Peers	35%	35%	34%
Prefer Work Part Of Team Than Alone	34%	36%	35%
Important To Juggle Various Tasks	34%	34%	32%
Prefer To Have Few Possessions As Possible	31%	31%	34%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	26%	28%	28%
People Have To Take Me As They Find Me	23%	23%	24%
Consider Myself Interested In The Arts	22%	22%	20%
Like To Just Enjoy Life	21%	21%	22%

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



Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	84.29%	84.32%	84.29%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.14%	74.45%	78.57%
Houses-Visit Any			
McDonald's	55.15%	54.27%	54.79%
Burger King	39.45%	38.57%	37.77%
Kentucky Fried Chicken (KFC)	32.19%	32.63%	30.25%
Wendy's	28.79%	29.95%	30.33%
Subway	28.45%	28.72%	29.4%
Taco Bell	27.36%	26.26%	27.1%
Applebee's	25.69%	25.13%	27.63%
Pizza Hut	22.43%	22.7%	21.9%
Arby's	20.44%	19.67%	20.81%
Olive Garden	18.6%	18.61%	20.25%

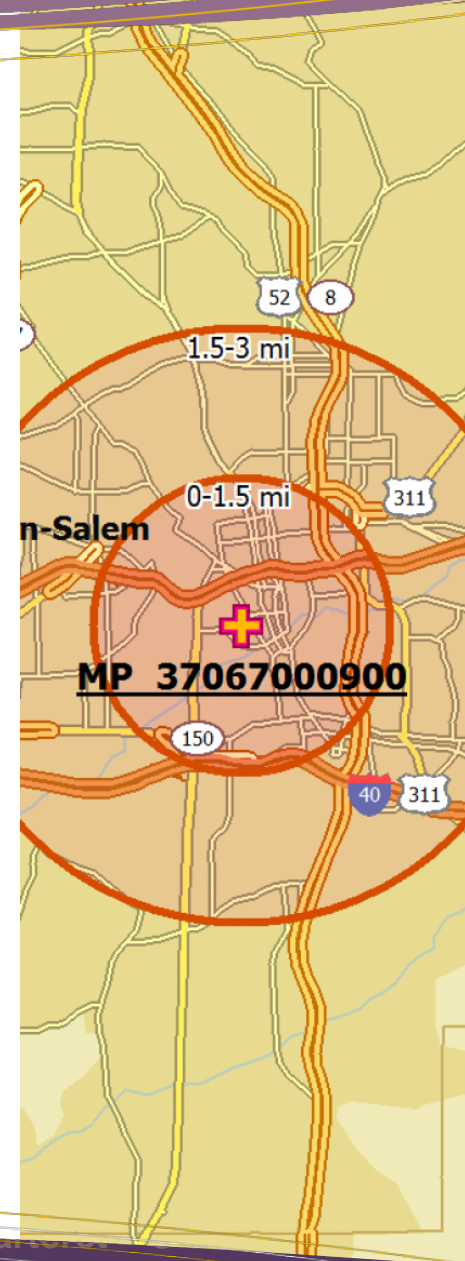
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	17.78%	17.77%	17.46%
Dairy Queen	16.71%	16.41%	16.06%
Domino's Pizza	15.91%	16.08%	15.09%
IHOP (International House Of Pancakes)	15.22%	15.06%	15.15%
TGI Friday's	14.27%	14.02%	14.07%
Outback Steakhouse	13.49%	13.63%	14.97%
Denny's	13.22%	12.65%	12.11%
Dunkin' Donuts	13.21%	13.51%	12.89%
Chili's Grill and Bar	12.95%	12.19%	13.37%
Sonic	12.87%	12.84%	12.53%
Popeyes	12.82%	14.39%	11.82%
Golden Corral	12.7%	13.12%	11.91%

Potential Shared Projects

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

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

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



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

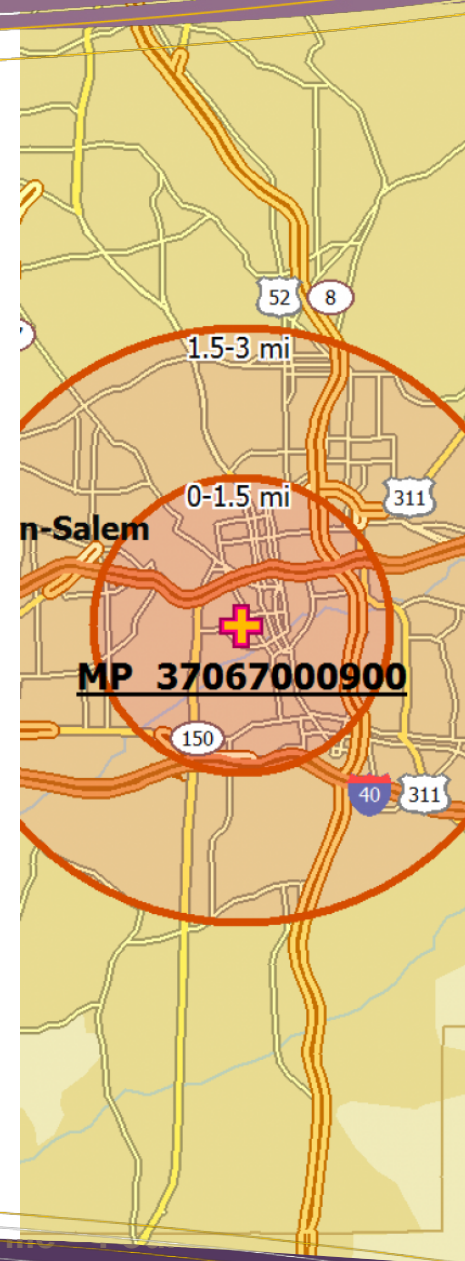
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	40.68%	41.55%	45.68%
Recycled products	27.65%	27.26%	32.29%
Worked as volunteer (non political)	13.41%	13.58%	15.72%
Engaged in fund raising	8.86%	10.08%	11.28%
Religious club member	7.11%	7.26%	7.8%
Wrote to editor of mag or newspaper	5.1%	4.94%	5.48%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.9%	5.08%	5.37%
Wrote to elected offcl about publ bus	4.85%	5.02%	5.86%
Church Board	4.75%	5.2%	5.57%
Charitable Organization	4.39%	4.62%	5.22%
Union member	4.03%	4.1%	4.97%
Fraternal order member	3.97%	4.05%	4.52%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	14.51%	14.59%	16.78%
Children's Books	11.79%	12.4%	13.3%
Mystery	10.26%	10%	11.15%
Cookbooks	9.56%	9.31%	10.16%
Religious (not Bibles)	8.7%	8.96%	9.3%
Romance	6.17%	6.7%	6.99%
Personal/Business	6.09%	6.03%	6.97%
Self-help			
History	6.02%	6.12%	6.8%
Biography	5.97%	6.21%	6.92%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	65.09%	66.69%	68.78%
Distributed			
Gen. Editorial	48.76%	50.8%	49.96%
Womens	43.84%	44.27%	44.13%
Service	31.34%	31.38%	33.19%
Mens	18.73%	18.82%	18.99%
Business/Finance	17.06%	18.91%	20.13%
Music	16.47%	17.12%	15.2%
Sports	15.07%	14.98%	15.53%
Parenthood	14.98%	14.84%	14.11%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	48.63%	48.96%	52.51%
Classified	33.45%	32.39%	31.94%
Sport	29.41%	29.75%	31.39%
Editorial Page	26.4%	25.89%	28.22%
Comics	25.18%	24.19%	25.4%
Business/Finance	24.54%	25.33%	28.45%
Movie Listings & Reviews	23.94%	24.16%	25.66%
Food/Cooking	23.31%	22.8%	24.45%
TV/Radio Listings	22.19%	22.53%	23.24%
Home/Gardening	18.24%	18.23%	20.38%
Travel	16.42%	16.93%	19.32%
Science/Technology	14.81%	14.51%	16.87%
Fashion	13.97%	14.98%	15.66%

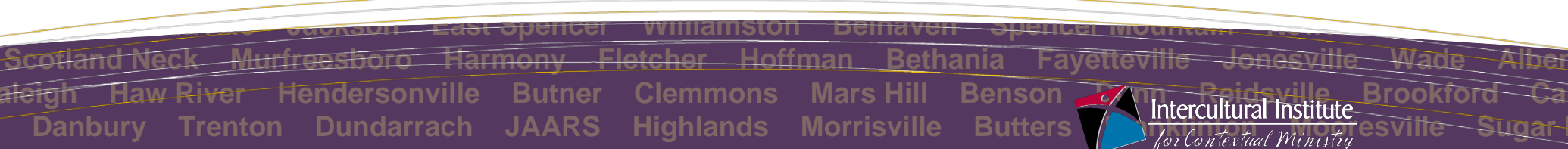
RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	27.97%	32.01%	26.03%
CHR Contemp Hit Radio	19.19%	17.65%	18.08%
Adult Contemporary	14.98%	13.73%	15.32%
Country	14.74%	12.62%	14.39%
Oldies	10.22%	10.24%	10.82%
Variety	8.96%	9.43%	9.75%
Rock	8.92%	8%	9.89%
News/Talk	8.51%	8.69%	10.99%
Alternative	7.81%	7.21%	8.58%
Classic Rock	6.85%	6.39%	7.88%
Jazz	6.58%	8.07%	7.9%
Hispanic	5.12%	3.86%	3.72%
Soft Contemporary	5.06%	5.33%	6.26%
Gospel	5.04%	5.94%	4.81%
Religious	4.88%	4.95%	5.88%
All News	4.29%	6.03%	6.98%
Sports	3.05%	3.38%	4.09%
Classical	2.97%	3.23%	3.79%

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	58.18%	59.13%	62.04%
Soapnet	48.23%	49.17%	50.53%
Satellite Dish	47.46%	47.58%	49.99%
Other Video-On-Demand	44.99%	45.54%	42.6%
Sci-Fi Channel	32.79%	32.95%	34.81%
MSNBC	31.2%	31.86%	32.49%
Subscribe Digital Cable	30.85%	31.58%	31.33%
Comedy Central	29.74%	29.44%	32.41%
Adult Pay Per View TV	29.17%	29.87%	31.45%
BET (Black Entertainment TV)	25.61%	24.93%	24.51%
TV Info From Sunday TV Magazine	25.14%	26.44%	28.23%
Nickelodeon	24.99%	25.23%	26.52%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Newspapers	24.77%	24.64%	25.68%
ESPN2	24.61%	24.14%	24.81%
ABC Fam.	23.81%	23.8%	25.17%
TCM (Turner Classic Movies)	23.3%	23.88%	24.81%
Nick At Nite	23.13%	23.41%	23.93%
Hallmark Channel	23.06%	23.26%	24.98%
TV Info From Monthly Cable Guide	22.72%	22.46%	23.11%
USA Network	21.56%	21.88%	23.56%
Adult Swim	21.49%	21.31%	23.87%
The Golf Channel	21.24%	21.54%	23.57%
E (Entertainment TV)	20.33%	19.54%	19.88%
Lifetime	19.42%	20.25%	21%

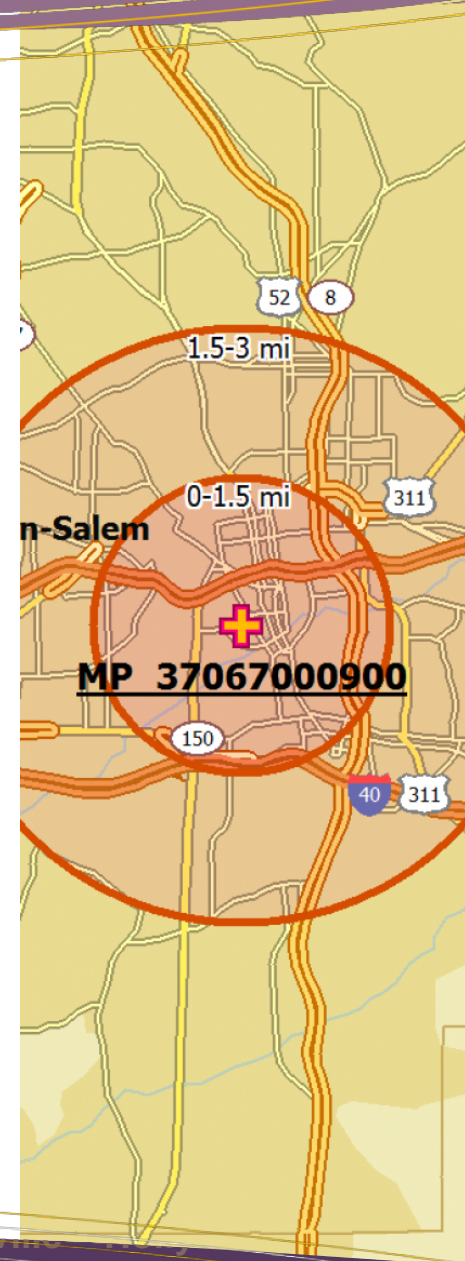


Communication Media Usage

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	17.32%	17.12%	19.18%
Medium Users (4-6)	9.17%	9.13%	10.06%
Light Users (1-3)	18.59%	18.75%	20.09%
Quintiles (20%)			
Newspaper I (Heavy)	1.38%	1.35%	1.24%
Newspaper II	1.91%	1.72%	1.68%
Newspaper III	1.78%	2.03%	2.16%
Newspaper IV	0.58%	0.48%	0.42%
Newspaper V (Light)	0.87%	1.05%	0.94%

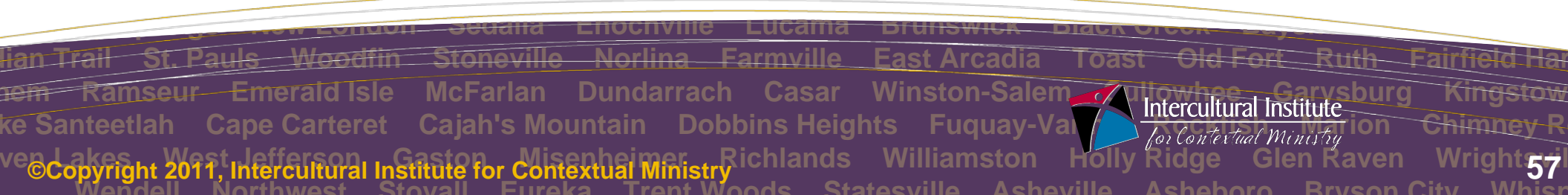
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.2%	21.3%	20.18%
Magazines II	9.72%	9.9%	9.34%
Magazines III	9.8%	10.54%	10.02%
Magazines IV	12.35%	13.33%	12.32%
Magazines V (Light)	0.78%	0.81%	0.8%
Outdoor I (Heavy)	8.63%	8.92%	8.22%
Outdoor II	4.1%	4.73%	3.76%
Outdoor III	4.78%	5.28%	4.53%
Outdoor IV	15.93%	16.28%	16.09%
Outdoor V (Light)	23.73%	24.5%	24.62%
Yellow Pages I (Heavy)	14.91%	15.6%	15.32%
Yellow Pages II	7.26%	7.95%	7.5%
Yellow Pages III	8.38%	9.35%	7.64%
Yellow Pages IV	22.71%	23.2%	22.42%
Yellow Pages V (Light)	4.69%	5.14%	4.33%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.88%	3.18%	3.16%
Drive Time III (Medium)	0.85%	0.97%	0.87%
Radio IV & V (Light)	2.83%	2.99%	2.89%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.65%	11.42%	10%
Radio III (Medium)	3.86%	3.91%	4.29%
Radio IV & V (Light)	3.85%	4.07%	3.91%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.8%	12.23%	13.47%
Cable III (Medium)	5.22%	5.42%	4.79%
Cable IV & V (Light)	36.36%	37.3%	35.38%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.5%	3.84%	3.89%
Prime Time III (Medium)	1.62%	1.44%	1.59%
Prime Time IV & V (Light)	11.37%	11.11%	9.47%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.46%	38.33%	39.59%
Fringe III (Medium)	51.22%	52.71%	52.12%
Fringe IV (Light)	52.32%	53.61%	54.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.54%	16.52%	15.2%
All Day III (Medium)	23.95%	24.69%	23.84%
All Day IV (Light)	16.72%	19.36%	17.08%



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.85%	11.43%	12.17%
6:00am - 10:00am	16.68%	16.9%	17.71%
10:00am - 3:00pm	14.57%	14.05%	11.27%
3:00pm - 7:00pm	17.42%	17.47%	15.59%
7:00pm - Midnight	12.19%	12.84%	13.55%
Midnight - 6:00am	8.97%	9.2%	7.84%
Weekend Radio			
Listeners			
Dayparts [summary]	15.96%	15.4%	14.93%
6:00am - 10:00am	3.98%	3.72%	4.13%
10:00am-3:00pm	6.48%	6.5%	6.62%
3:00pm - 7:00pm	10.32%	9.59%	8.37%
7:00pm - Midnight	10.07%	10.8%	10.23%
Midnight - 6:00am	16.86%	15.85%	13.92%

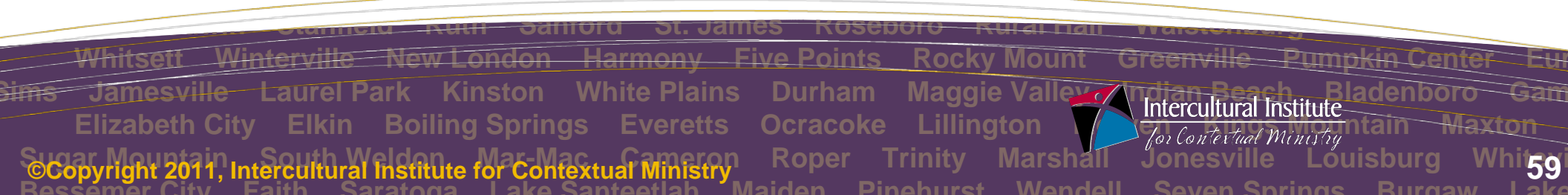
USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.75%	6.96%	7.78%
Saturday:	7.62%	8.29%	8.54%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.35%	9.74%	9.72%
9:00am-1:00pm	23.13%	23.41%	23.93%
9:00am-4:00pm	27.26%	27.32%	28%
4:00pm-7:00pm	28.59%	29.59%	30.72%
11:00pm-1:00am	41.04%	41.45%	41.29%
AVG Prime time	4.76%	5.22%	4.36%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	18.46%	18.38%	17.93%
7-9am	24.61%	24.14%	24.81%
9am-12noon	15.95%	16.52%	18.44%
12noon-4pm	11.31%	10.8%	9.56%
4-6pm	45.98%	47.2%	50.02%
6-7pm	17.85%	17.1%	17.81%
7-7:30pm	1.61%	1.7%	1.87%
7:30-8pm	10.9%	10.67%	10.72%
8-11pm	6.75%	6.96%	7.78%
11pm-12am	31.2%	31.86%	32.49%
11pm-1am	41.04%	41.45%	41.29%
1-6am	33.12%	32.68%	33.04%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	17.57%	17.69%	18.77%
Sat: 10am-1pm	8.55%	9.42%	9.17%
Sat: 1-4pm	23.37%	23.58%	24.45%
Sat: 4-6pm	7.11%	7.33%	7.56%
Sat: 6-7pm	1.51%	1.68%	2.04%
Sat: 7-8pm	0.73%	1.1%	1.18%
Sat: 8-11pm	7.62%	8.29%	8.54%
Sat: 11pm-1am	5.38%	6.24%	6.17%
Sat: 1am-7pm	21.56%	21.88%	23.56%
Sun: 7-10am	2.48%	2.37%	2.39%
Sun: 10am-1pm	5.82%	5.53%	6.03%
Sun: 1-4pm	5.55%	5.04%	5.76%
Sun: 4-7pm	12.52%	11.92%	12.54%
Sun: 7-11pm	10.35%	9.74%	9.72%
Sun: 11pm-1am	5.92%	5.81%	5.34%
Sun: 1-7am	20.69%	19.98%	20.84%



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.

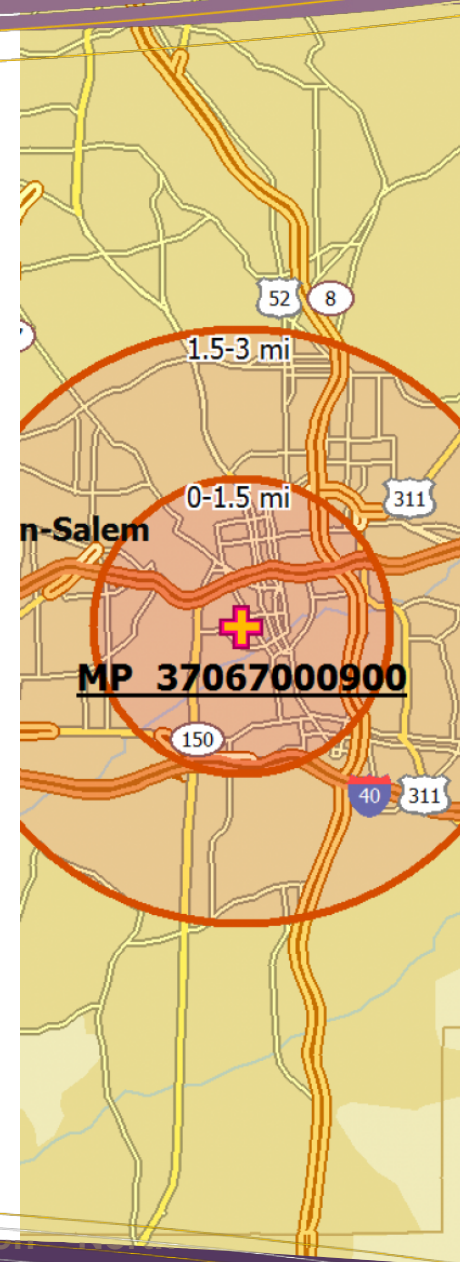


Your MissionSite and the Missional Suite

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. IICM provides access to a number of resources:

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	International City of Praise Christian C	1001 S Marshall St Ste 75 Winston Salem, NC 27101	0.34 mi	0	Insufficient Data
2	Southside - Wins	401 E Sprague St Winston Salem, NC 27127	1.02 mi	38	Plateauing
3	Greater Saint Matthews - Winston Salem	149 Wheeler St Winston Salem, NC 27101	1.40 mi	50	Growing
4	Winston-Salem Chinese Christian - Winston	501 Miller St Winston Salem, NC 27103	1.45 mi	0	Insufficient Data
5	Ardmore - Winston Salem	501 Miller St Winston Salem, NC 27103	1.45 mi	628	Plateauing
6	121 Church	903 N Cherry St Winston Salem, NC 27101	1.50 mi	0	Insufficient Data
7	Konnoak - Winston Salem	400 McLean Ave Winston Salem, NC 27127	2.07 mi	100	Plateauing
8	Knollwood - Winston Salem	330 Knollwood St Winston Salem, NC 27104	2.30 mi	371	Plateauing
9	Forsyth Park - Winston Salem	1600 S Hawthorne Rd Winston Salem, NC 27103	2.38 mi	37	Plateauing
10	Waughtown - Winston Salem	1538 Waughtown St Winston Salem, NC 27107	2.61 mi	110	Declining
11	Antioch - Winston Salem	910 Palmer Ln Winston Salem, NC 27107	2.75 mi	76	Declining
12	Griffith - Winston Salem	1987 Old Salisbury Rd Winston Salem, NC 27127	2.98 mi	137	Declining
13	Parkway - Winston	1170 W Clemmons Rd Winston Salem, NC 27127	3.06 mi	33	Plateauing
14	Union - Winston	1200 N Trade St Winston Salem, NC 27101	3.43 mi	0	Insufficient Data
15	Mineral Springs - Winston Salem	3733 Ogburn Ave Winston Salem, NC 27105	3.75 mi	90	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	South Fork - Win	3830 Wayne St Winston Salem, NC 27104	3.78 mi	61	Declining
17	Forest Hill - Winston	402 Polo Rd Winston Salem, NC 27105	4.04 mi	48	Declining
18	North Winston - Winston Salem	4023 Tise Ave Winston Salem, NC 27105	4.11 mi	37	Plateauing
19	Fellowship - Winston Salem	1075 Teague Rd Winston Salem, NC 27107	4.14 mi	61	Declining
20	New Church	1105 Long Dr Winston Salem, NC 27106	4.15 mi	0	Insufficient Data
21	Edgewood - Winst	4067 Reidsville Rd Winston Salem, NC 27101	4.19 mi	166	Plateauing
22	New Friendship - Winston Salem	4258 Old Lexington Rd Winston Salem, NC 27107	4.60 mi	237	Growing
23	Oaklawn - Winston Salem	3500 Kernersville Rd Winston Salem, NC 27107	4.64 mi	249	Plateauing
24	Northwest - Winston Salem	407 Petree Rd Winston Salem, NC 27106	4.94 mi	125	Insufficient Data
25	Crestwood - Winston Salem	530 Motor Rd Winston Salem, NC 27105	5.03 mi	118	Declining
26	Unity - Winston	145 Fishel Rd Winston Salem, NC 27107	5.46 mi	0	Insufficient Data
27	Calvary - Win	5000 Country Club Rd Winston Salem, NC 27104	5.60 mi	3,794	Plateauing
28	College Park - Winston Salem	1701 Polo Rd Winston Salem, NC 27106	5.78 mi	352	Plateauing
29	Resurrection Biker Church	401 Magnolia Branch Dr Apt 7 Winston Salem, NC 27104	6.07 mi	0	Insufficient Data
30	Vietnamese Mission	5230 Lukon Ln Winston Salem, NC 27104	6.08 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
31	Winston Salem Asian Indian Fellowship	1105 Long Dr Winston Salem, NC 27107	6.18 mi	0	Insufficient Data
32	Amity - Winston Salem	7967 N NC Highway 109 Winston Salem, NC 27107	6.18 mi	55	Plateauing
33	Ekklesia Community	5756 Gumtree Rd Winston Salem, NC 27107	6.18 mi	0	Insufficient Data
34	Life Point	11141 Old Hwy 52S Winston Salem, NC 27107	6.18 mi	87	Insufficient Data
35	Cornerstone - Winston Salem	4507 Thomasville Rd Winston Salem, NC 27107	6.18 mi	152	Plateauing
36	Glenn View - Winston Salem	4275 Glenn Hi Rd Winston Salem, NC 27107	6.54 mi	306	Growing
37	Old Town - Winston Salem	4386 Shattalon Dr Winston Salem, NC 27106	6.62 mi	517	Plateauing
38	Beck's - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	6.66 mi	328	Plateauing
39	Hispanic - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	6.66 mi	0	Insufficient Data
40	North Davidson Community - Winston Salem	1090 Chestnutview Dr Winston Salem, NC 27105	7.12 mi	0	Insufficient Data
41	Robinhood Road - Winston Salem	5422 Robinhood Rd Winston Salem, NC 27106	7.46 mi	157	Plateauing
42	Bethany - Winston Salem	600 Old Hollow Rd Winston Salem, NC 27105	7.61 mi	258	Plateauing
43	Iglesia Bautista Hispana Union Cross - Ke	1645 Union Cross Rd Kernersville, NC 27284	7.72 mi	110	Insufficient Data
44	Wallburg - Wallburg	5341 Wallburg Rd Wallburg, NC 27373	7.77 mi	126	Plateauing
45	Union Cross - Kernersville	4350 High Point Rd Kernersville, NC 27284	7.91 mi	142	Declining



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

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