MissionSite
top unreached locations

WINSTON SALEM, NC

CENSUS TRACT: 37067003905
REGION: Region 5: Piedmont Triad
COUNTY: Forsyth
SITESCAPE: Suburbscape
DENSITY PATTERN: M

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
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North Carolina Baptists
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MissionSite (TM)
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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	27104	Forsyth
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	M	50000-250000-100000
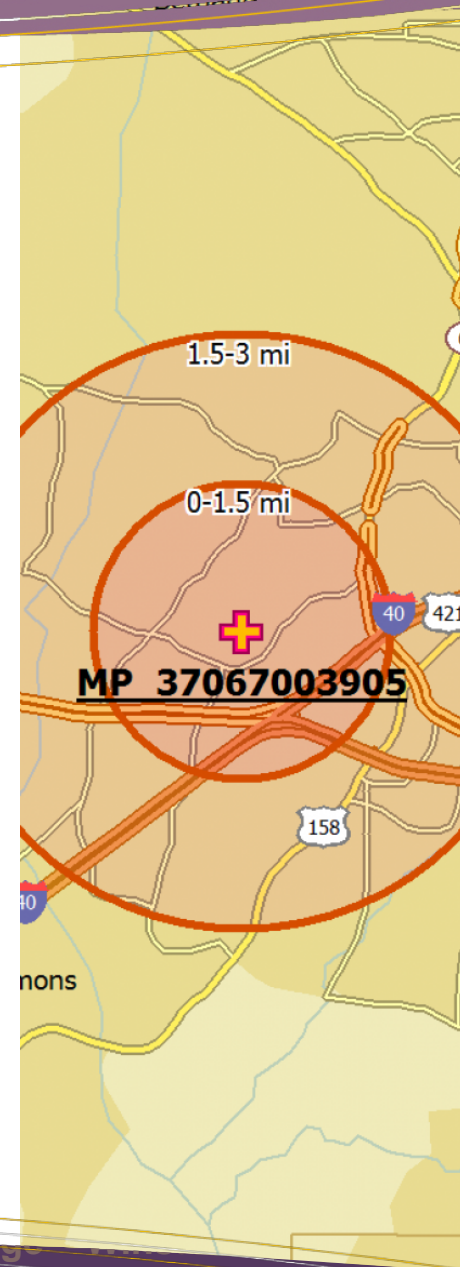
Site Location Summary - Map of the Site Location
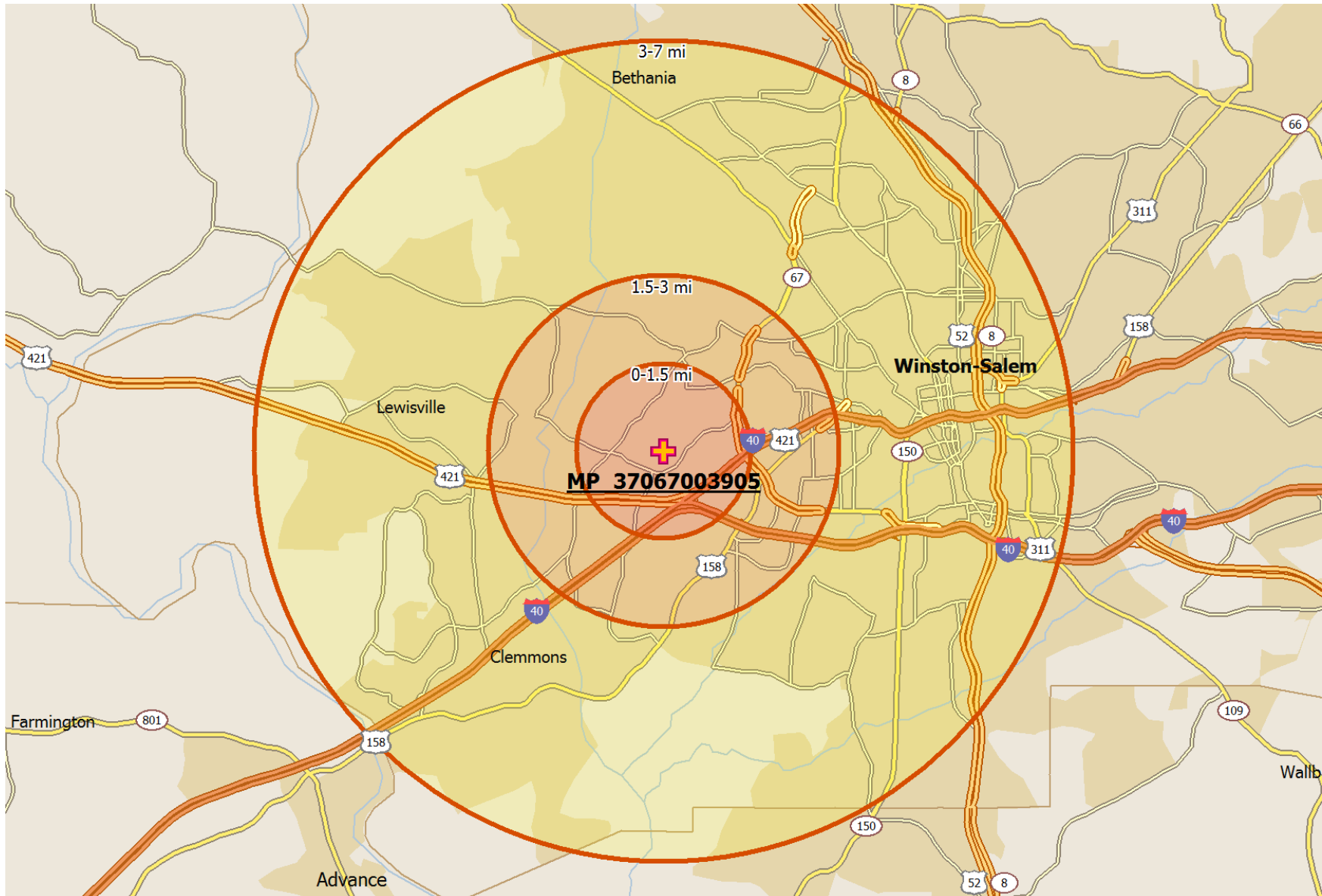
Site Location Summary - Urbanicity

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

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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	18,607	40,298	178,740
2010 Households	8,373	17,452	66,439
2010 Group Quarters Population	90	665	9,167

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	49	55	42
Language Diversity National Index	36	49	40
Foreign Born Diversity National Index	97	14	5
Ancestry Diversity National Index	78	29	21
Racial Diversity National Index	43	77	68

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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

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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	2,726	32.56%
Mainstay Communities	Established, Diverse Households	1,416	16.91%
Working Communities	Blue-collar, Working Families	1,345	16.06%
Country Communities	Rural, Agri. & Mining Families	94	1.12%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,592	30.96%
Urban Communities	High Density, Inner-city Neighborhoods	199	2.38%

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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	5,981	6.07%
Unreached %	69.9%	71.43%	102.19
Religious But NOT Evangelical HH	27,887	1,410	5.06%
Religious But NOT Evangelical %	19.79%	16.84%	85.1
Spiritual But NOT Relig or Evang HH	13,445	1,040	7.74%
Spiritual But NOT Relig or Evang %	9.54%	12.42%	130.22
Not Evangelical, Not Interested HH	57,646	3,535	6.13%
Not Evangelical, Not Interested %	40.9%	42.22%	103.22

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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	9	13.64%
Active BCNC Attenders	12,083	5,016	41.51%
Active Evangelical Households	22,607	3,985	17.63%
Active Evangelical Percent	16.04%	15.43%	96.2
Inactive Evangelical Households	19,812	3,493	17.63%
Inactive Evangelical Percent	14.06%	13.52%	96.2
# New Churches Needed	4	4	87.58%

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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.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	South Fork - Win	0.40 mi	61	Declining	16	Friends - Clemmons	4.29 mi	63	Declining
2	Calvary - Win	1.50 mi	3,794	Plateauing	17	Griffith - Winston Salem	4.33 mi	137	Declining
3	Vietnamese Mission	1.95 mi	0	Insufficient Data	18	Southside - Wins	4.44 mi	38	Plateauing
4	Forsyth Park - Winston Salem	1.97 mi	37	Plateauing	19	International City of Praise Christian C	4.46 mi	0	Insufficient Data
5	Knollwood - Winston Salem	1.98 mi	371	Plateauing	20	Konnoak - Winston Salem	4.89 mi	100	Plateauing
6	Resurrection Biker Church	2.15 mi	0	Insufficient Data	21	Parkway - Winston	4.91 mi	33	Plateauing
7	Northwest - Winston Salem	2.68 mi	125	Insufficient Data	22	Forest Hill - Winston	4.99 mi	48	Declining
8	Winston-Salem Chinese Christian - Winston	2.71 mi	0	Insufficient Data	23	Life Quest - Clemmons	5.18 mi	55	Insufficient Data
9	Ardmore - Winston Salem	2.71 mi	628	Plateauing	24	Lewisville - Lewisville	5.23 mi	190	Plateauing
10	Robinhood Road - Winston Salem	3.65 mi	157	Plateauing	25	The Triad Journey	5.23 mi	0	Insufficient Data
11	College Park - Winston Salem	3.67 mi	352	Plateauing	26	Greater Saint Matthews - Winston Salem	5.27 mi	50	Growing
12	121 Church	4.17 mi	0	Insufficient Data	27	Mineral Springs - Winston Salem	5.86 mi	90	Plateauing
13	Old Town - Winston Salem	4.22 mi	517	Plateauing	28	Antioch - Winston Salem	5.99 mi	76	Declining
14	Winston-Salem Baptist Church Inc - Lewisv	4.24 mi	40	Insufficient Data	29	Beck's - Winston Salem	6.04 mi	328	Plateauing
15	New Church	4.24 mi	0	Insufficient Data	30	Hispanic - Winston Salem	6.04 mi	0	Insufficient Data

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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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.
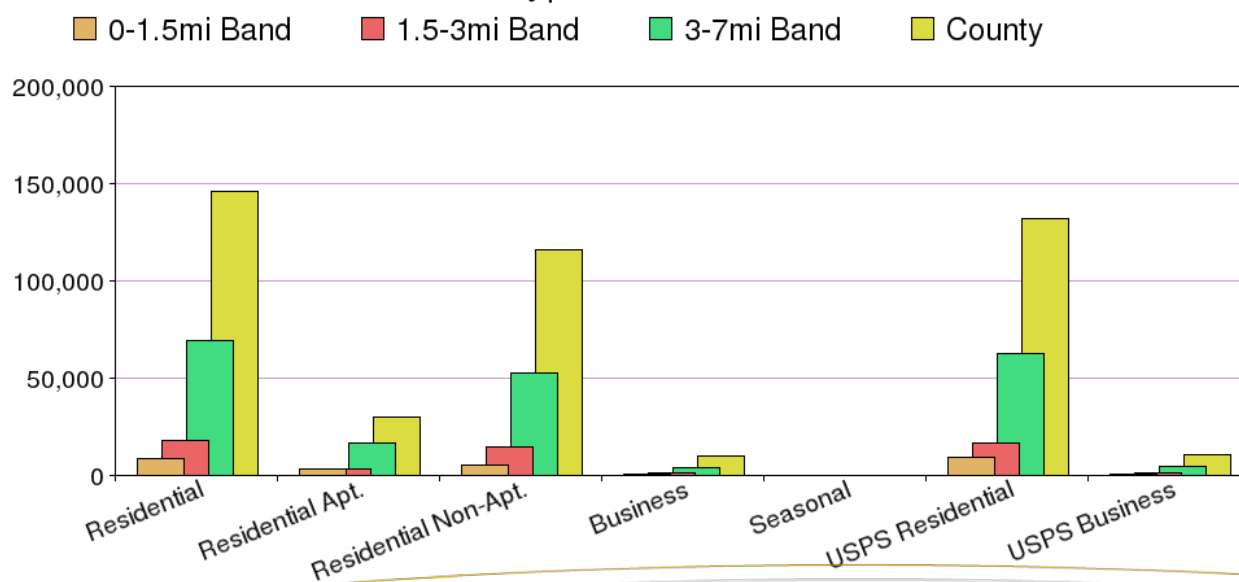
Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	265,815	15,563	5.85%
2000 Population	306,067	16,655	5.44%
2010 Population	365,471	18,607	5.09%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,393	7,087	6.6%
2000 Households	123,851	7,882	6.36%
2010 Households	140,935	8,373	5.94%

Location Types in this MissionSite

Location Type	0-1.5mi Band
Residential	8,605
Residential Apt.	3,492
Residential Non-Apt.	5,113
Business	742
Seasonal	0
USPS Residential	9,470
USPS Business	826

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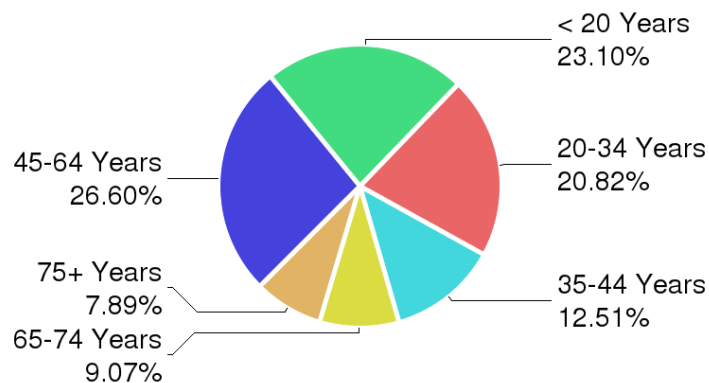*for Contextual Ministry*

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.

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	4.7%	88.18
4-5 Years	2.77%	2.35%	84.84
6-8 Years	4.2%	3.9%	92.86
9-11 Years	4.06%	3.76%	92.61
12-13 Years	2.63%	2.5%	95.06
14-17 Years	5.36%	4.16%	77.61
18-19 Years	2.67%	1.73%	64.79
0-5 Years	8.1%	7.05%	87.04
6-12 Years	9.57%	8.9%	93
13-19 Years	9.35%	7.15%	76.47
< 20 Years	27.02%	23.1%	85.49
20-34 Years	19.5%	20.82%	106.77
35-44 Years	13.38%	12.51%	93.5
45-64 Years	26.29%	26.6%	101.18
65-74 Years	7.36%	9.07%	123.23
75+ Years	6.44%	7.89%	122.52
Median Age	38	43	114.56
Median Age (Male)	36	42	116.46
Median Age (Female)	39	44	112.53

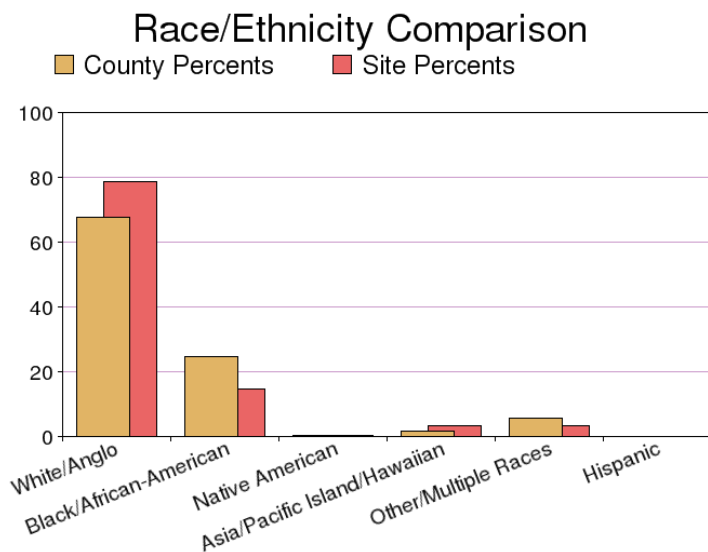Intercultural Institute for Contextual Ministry
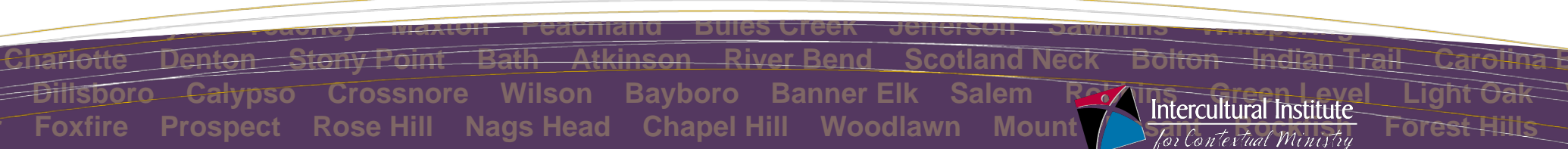
Current Demographic Summary

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.

Race/Ethnicity Comparison

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.67%	78.54%	116.06
Black, African-American	24.76%	14.56%	58.8
Native American	0.38%	0.27%	71.48
Asian	1.6%	3.07%	191.92
Pacific Island, Hawaiian	0.08%	0.16%	191.14
Other/Multiple Races	5.51%	3.4%	61.68
Hispanic	0%	8.92%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	242,033	13,118	
Less than 9th Grade	4.75%	1.83%	259.86
No High School Diploma	8.18%	4.34%	188.64
High School Graduate	29.04%	19.58%	148.33
Some College, no degree	19.3%	18.26%	105.69
Associate Degree	7.38%	7.86%	93.96
College Degree	21.23%	30.9%	68.71
Graduate/Prof. degree	10.12%	17.24%	58.67

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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%	6.28%	95.28
$10,000 to $19,999	10.99%	8.06%	73.35
$20,000 to $29,999	12.16%	14.96%	123.11
$30,000 to $49,999	21.27%	19.46%	91.46
$50,000 to $59,999	9.05%	7.95%	87.9
$60,000 to $69,999	7.09%	5.7%	80.39
$70,000 to $79,999	6%	4.73%	78.79
$80,000 to $89,999	4.81%	4.1%	85.14
$90,000 to $99,999	3.42%	3.37%	98.56
$100,000 to $124,999	6.73%	6.25%	92.81
$125,000 to $149,999	4.18%	5.76%	137.7
$150,000 to $199,999	3.5%	6.86%	196.14
$200,000 to $249,999	1.14%	2.51%	220.92
$250,000 or more	1.89%	4.01%	212.14
Median Household	47,448	61,451	129.51
Average Household	66,377	94,456	142.3
Per Capita Household	26,339	42,505	161.38
Family/Non-Family Household Income			
Median Family Income	60,192	85,508	142.06
Average Family Income	79,908	112,536	140.83
Median Non-Family Income	31,512	36,686	116.42
Average Non-Family Income	42,468	61,765	145.44

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	63.86%	54.5%	85.34
Families with Children	32.62%	25.52%	78.23
Families without Children	31.24%	28.97%	92.76
Non-Family Households			
% Non-Family Households	36.14%	45.5%	125.91
Non-Families with Children	0.29	0.12	40.66
Non-Families without Children	35.85	45.38	126.6
Housing Units			Index
Total Housing Units	159,547	9,580	
Vacant percent	11.67%	12.6%	108
Owned percent	57.86%	44.97%	77.72%
Rented Percent	30.48%	42.43%	139.23
Households by Size			Index
Avg household size	2.51	2.21	88.05
Avg family hh size	3.24	3.06	94.44
Avg non-family hh size	1.23	1.20	97.56
Households By Count of Persons			Percent
One	44,145	3,332	7.55%
Two	40,015	2,504	6.26%
Three or Four	43,184	1,995	4.62%
Five+	13,591	542	3.99%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	265,815	15,563	5.85%
2000 Population	306,067	16,655	5.44%
2010 Population	365,471	18,607	5.09%
2015 Population	394,620	19,016	4.82%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	107,393	7,087	6.6%
2000 Households	123,851	7,882	6.36%
2010 Households	140,935	8,373	5.94%
2015 Households	150,601	8,471	5.62%

Household Change from 1985 to 2030
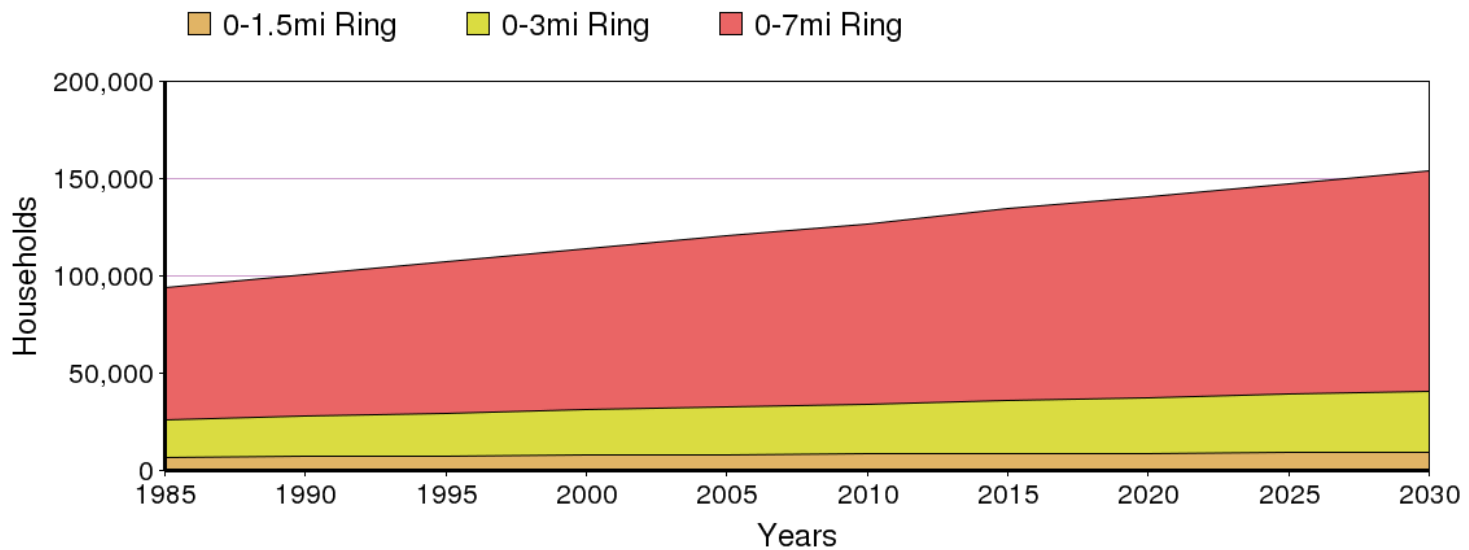
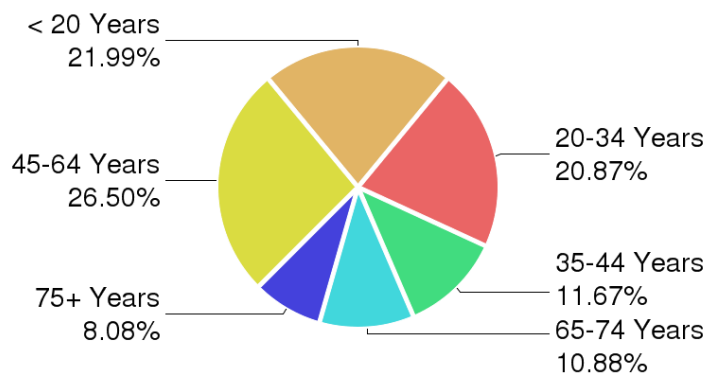Intercultural Institute for Contextual Ministry

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.

Projected Age Group Percentages

- < 20 Years 21.99%
- 45-64 Years 26.50%
- 75+ Years 8.08%
- 20-34 Years 20.87%
- 35-44 Years 11.67%
- 65-74 Years 10.88%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.7%	4.11%	87.45
4-5 Years	2.35%	2.15%	91.49
6-8 Years	3.9%	3.58%	91.79
9-11 Years	3.76%	3.61%	96.01
12-13 Years	2.5%	2.63%	105.2
14-17 Years	4.16%	4.11%	98.8
18-19 Years	1.73%	1.8%	104.05
0-5 Years	7.05%	6.26%	88.79
6-12 Years	8.9%	8.5%	95.51
13-19 Years	7.15%	7.23%	101.12
< 20 Years	23.1%	21.99%	95.19
20-34 Years	20.82%	20.87%	100.24
35-44 Years	12.51%	11.67%	93.29
45-64 Years	26.6%	26.49%	99.59
65-74 Years	9.07%	10.88%	119.96
75+ Years	7.89%	8.08%	102.41
Median Age	38	45	118.44
Median Age (Male)	36	44	121.02
Median Age (Female)	39	45	116.08

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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.

Race/Ethnicity Comparison
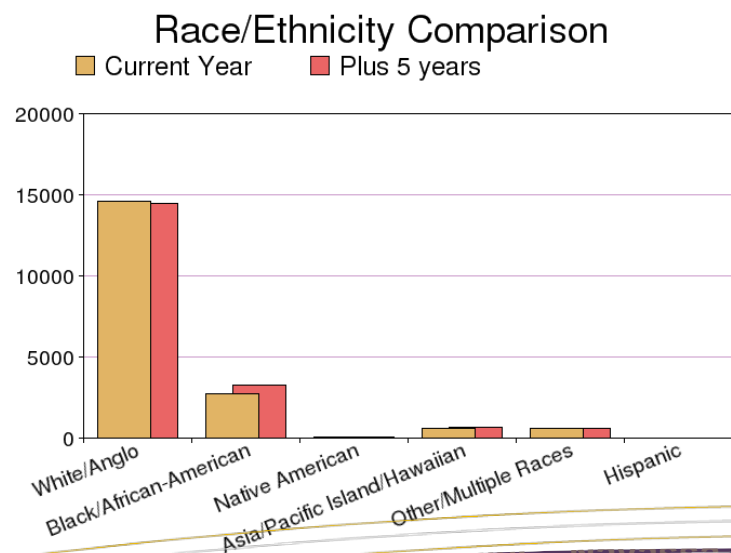
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.54%	76.04%	96.82
Black, African-American	14.56%	17.06%	117.17
Native American	0.27%	0.32%	117.42
Asian	3.07%	3.14%	102.3
Pacific Island, Hawaiian	0.16%	0.19%	124.84
Other/Multiple Races	3.4%	3.24%	95.53
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,118	13,653	
Less than 9th Grade	1.83%	1.61%	88.07
No High School Diploma	4.34%	3.74%	86.29
High School Graduate	19.58%	20.2%	103.19
Some College, no degree	18.26%	17.45%	95.56
Associate Degree	7.86%	8.36%	106.33
College Degree	30.9%	31.47%	101.87
Graduate/Prof. degree	17.24%	17.17%	99.56

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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	6.28%	5.83%	92.83
$10,000 to $19,999	8.06%	8%	99.28
$20,000 to $29,999	14.96%	14.66%	97.98
$30,000 to $49,999	19.46%	18.86%	96.96
$50,000 to $59,999	7.95%	7.85%	98.69
$60,000 to $69,999	5.7%	5.43%	95.32
$70,000 to $79,999	4.73%	4.69%	97.84
$80,000 to $89,999	4.1%	4.16%	100.57
$90,000 to $99,999	3.37%	3.46%	102.7
$100,000 to $249,999	6.25%	6.61%	105.84
$125,000 to $149,999	5.76%	6.45%	111.97
$150,000 to $199,999	6.86%	7.33%	106.94
$200,000 to $249,999	2.51%	2.68%	106.84
$250,000 or more	4.01%	3.99%	99.43
Median Household	61,451	63,873	103.94
Average Household	94,456	98,401	104.18
Per Capita Household	42,505	43,835	103.13
Family/Non-Family Household Income			
Median Family Income	85,508	89,461	104.62
Average Family Income	112,536	118,162	105
Median Non-Family Income	36,686	39,322	107.19
Average Non-Family Income	61,765	64,092	103.77
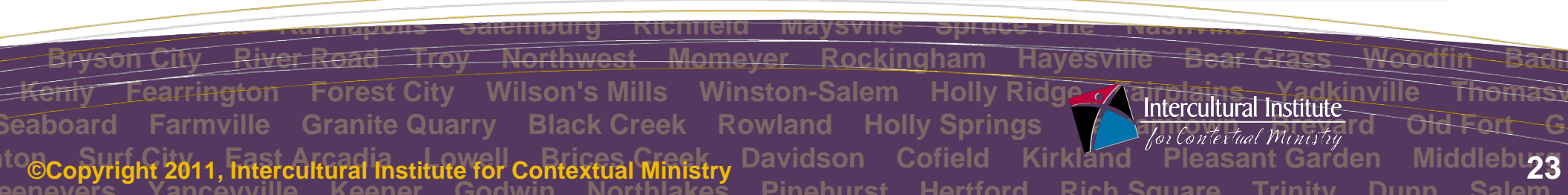
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Projected Demographic Summary

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	54.5%	53.45%	98.08
Families with Children	25.52	25.39	99.49
Families without Children	28.97	28.23	97.42
Non-Family Households			
% Non-Family Households	45.5%	46.55%	102.29
Non-Families with Children	0.12	0.09	102.29
Non-Families without Children	45.38	46.45	102.35
Housing Units			
Total Housing Units	9,580	9,699	101.24%
Vacant percent	12.6%	12.66%	100.49
Owned percent	44.97%	44.55%	99.07
Rented Percent	42.43%	42.79%	100.84
Households by Size			
Avg household size	2.21	2.23	100.9%
Avg family hh size	3.06	3.15	102.94%
Avg non-family hh size	1.20	1.18	98.33%
Households By Count of Persons			
One	3,332	3,470	104.14%
Two	2,504	2,355	94.05%
Three or Four	1,995	2,058	103.16%
Five+	542	588	108.49%

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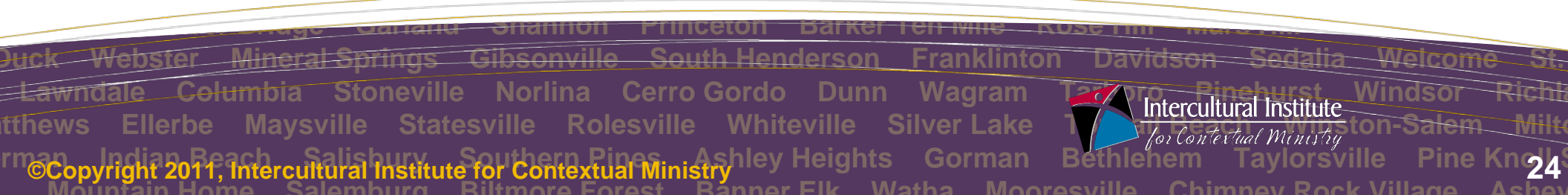
Ethnographic Summary

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	920	1,881	13,001
Northern Europe	53	109	297
Western Europe	30	120	259
Southern Europe	81	130	187
Eastern Europe	79	158	245
Other Europe	0	0	0
Eastern Asia	114	273	439
So. Central Asia	92	103	360
SE Asia	113	127	369
Western Asia	0	59	58
Other Asia	0	0	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	6	31	19
Middle Africa	0	0	0
Northern Africa	8	13	27
Southern Africa	2	6	35
Western Africa	3	28	134
Other Africa	0	0	62
Oceania	0	0	21
Caribbean	26	90	309
Central Amer.	180	296	9,409
South America	48	154	481
North America	85	184	290
Born at sea	0	0	0

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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	14,036	29,379	128,046
Spanish	533	877	13,625
Other Indo-Euro language	285	691	2,099
French (incl. Patois, Cajun)	60	144	637
French Creole	0	0	33
Italian	15	67	176
Portuguese	2	26	54
German	26	81	353
Yiddish	0	0	5
Other West Germanic	0	7	22
A Scandinavian Language	5	0	23
Greek	94	163	275
Russian	9	18	132
Polish	22	53	133
Serbo-Croatian	34	38	0
Other Slavic Language	5	44	34
Armenian	0	0	0
Persian	0	11	15
Gujarathi	3	8	6
Hindi	0	0	65
Urdu	10	3	97

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	3	21
Asian/PI languages	0	0	0
Chinese	65	257	323
Japanese	28	26	45
Korean	24	31	89
Mon-Khmer, Cambodian	10	16	77
Miao, Hmong	0	0	0
Thai	0	0	8
Laotian	0	23	13
Vietnamese	57	63	243
Other Asian	72	21	74
Tagalog	47	12	104
Other Pacific Is	6	0	37
Other languages	8	140	246
Navajo	0	0	0
Other Native N. American	0	0	4
Hungarian	0	20	16
Arabic	8	60	90
Hebrew	0	0	28
African languages	0	41	91
Other unspecified	0	19	17

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	13,194	26,567	122,820
Arab	48	97	329
Armenian	0	0	15
Austrian	5	32	131
British	59	196	494
Canadian	52	61	229
Croatian	2	15	39
Czech	21	61	87
Czechoslovak	28	32	68
Danish	28	83	79
Dutch	126	253	845
English	2,136	5,058	10,813
European	301	647	1,411
Finnish	12	15	71
French (not Basque)	225	515	1,365
French Canadian	30	152	242
German	1,676	3,862	10,917
Greek	127	339	447
Hungarian	30	93	151
Iranian	6	5	50

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,097	2,070	5,921
Italian	331	1,022	2,401
Lithuanian	3	30	90
Norwegian	81	211	298
Polish	182	407	1,340
Portuguese	15	35	72
Romanian	11	11	27
Russian	42	220	288
Scandinavian	22	23	83
Scotch-Irish	620	1,298	3,005
Scottish	460	801	2,022
Slovak	11	12	66
Subsaharan African	74	177	1,486
Swedish	86	110	309
Swiss	26	30	153
Ukrainian	18	66	207
US/American	1,472	3,344	12,915
Welsh	41	225	519
West Indian	61	77	309
Yugoslavian	44	54	37
Other	3,585	4,827	63,490

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 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?

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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 "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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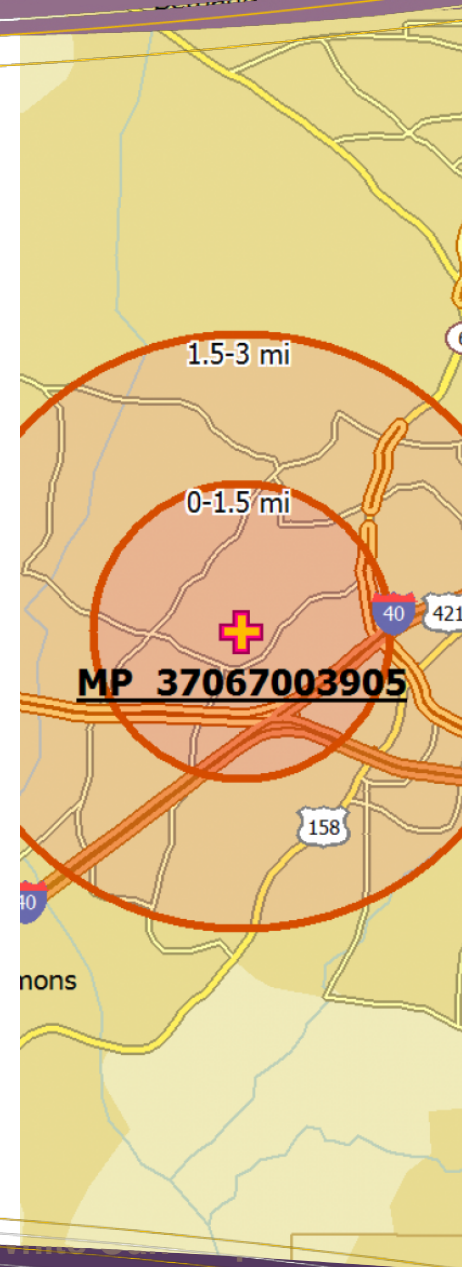
Unreached Households by Lifestyle Segment

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	8,373	100%	5,997	100%
AFFLUENT SUBURBIA	1,791	21.39%	1,261	21.03%
America's Wealthiest	150	1.79%	120	2%
Dream Weavers	377	4.5%	270	4.5%
White Collar Suburbia	3	0.04%	2	0.03%
Upscale Suburbia	2	0.02%	2	0.03%
Enterprising Couples	237	2.83%	159	2.65%
Small Town Success	1,022	12.21%	708	11.81%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	935	11.17%	646	10.77%
Status Conscious Consumers	542	6.47%	380	6.34%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	369	4.41%	248	4.14%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	24	0.29%	18	0.3%
SM TWN SUCCESS	370	4.42%	280	4.67%
Successful Urban Sprawl	370	4.42%	18	0.3%
2nd City Homebodies	0	0%	262	4.37%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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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 HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,373	100%	5,997	100%
BLUE COLLAR BACKBONE	23	0.27%	14	0.23%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	17	0.2%	10	0.17%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	6	0.07%	4	0.07%
AMER. DIVERSITY	1,046	12.49%	755	12.59%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	1,024	12.23%	740	12.34%
Urban Advancement	22	0.26%	15	0.25%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,322	15.79%	911	15.19%
Steadfast Conservative	1,021	12.19%	700	11.67%
Moderate Conventionalists	15	0.18%	10	0.17%
Southern Blues	286	3.42%	201	3.35%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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	8,373	100%	5,997	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	2,592	30.96%	1,941	32.37%
Young Cosmopolitans	992	11.85%	777	12.96%
Minority Metro Communities	542	6.47%	401	6.69%
Stable Careers	1,058	12.64%	763	12.72%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	94	1.12%	54	0.9%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	2	0.02%	0	0%
Comfy Country Living	92	1.1%	1	0.02%
Small Town Connections	0	0%	53	0.88%
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 HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,373	100%	5,997	100%
STRUGGLING SOCIETIES	81	0.97%	55	0.92%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	81	0.97%	55	0.92%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	118	1.41%	80	1.33%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	16	0.19%	11	0.18%
Urban Diversity	0	0%	0	0%
New Generation Activists	102	1.22%	69	1.15%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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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?

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Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).

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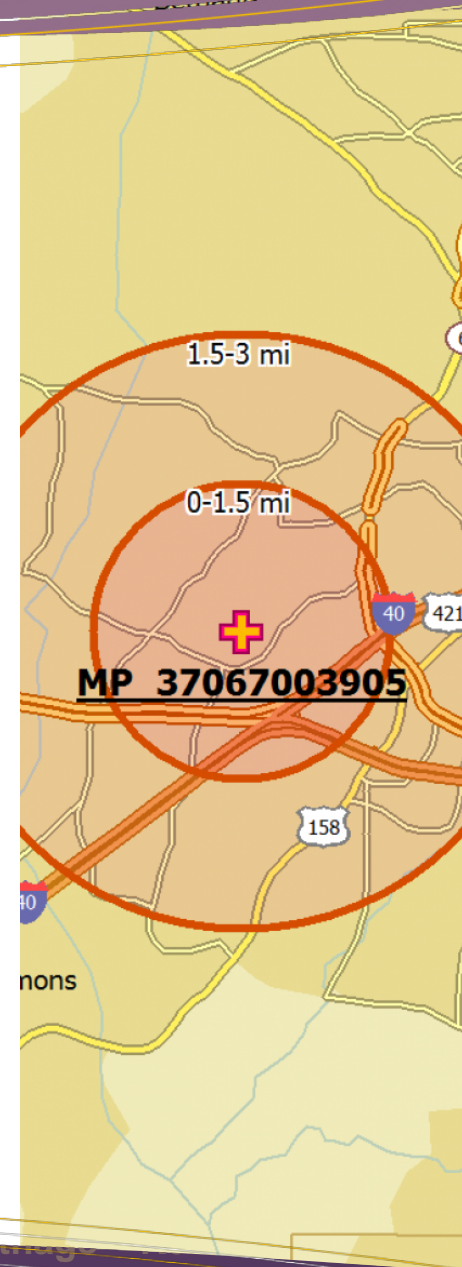
Potential Cultural Bridges

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	81%	81%	75%
Use Comp. for Internet/E-mail	67%	67%	58%
Internet Use: E-Mail	59%	58%	50%
Use Comp. for Word Processing	48%	47%	39%
Use Comp. for Comp. Games	41%	41%	38%
Use Comp. for Shopping	41%	41%	35%
Use Comp. for Banking	38%	38%	32%
Use Comp. for Digital Camera Photo Editing	37%	37%	32%
Use Comp. for Education	36%	34%	32%
Internet Use: News/ Weather	35%	34%	28%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	34%	32%	30%
Internet Use: Banking	32%	31%	27%
Use Comp. for News/Info./Data Service	29%	29%	24%
PC-Network-HH Has One	22%	23%	20%
Use Comp. for Personal Financial Mngmnt	19%	19%	16%
Internet Use: Shopping: Gathered Info. for Shopping	18%	17%	14%
Use Comp. for Accounting	18%	17%	14%
Internet Use: Research/ Education	16%	15%	13%
Internet Use: Travel Reservations	15%	15%	11%
Internet Use: Shopping: Made A Purchase	15%	15%	12%

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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	70%	70%	68%
Dining Out (Not Fast Food)	64%	65%	57%
Reading Books	61%	61%	55%
Card Games	42%	42%	41%
Go To A Beach/Lake	41%	42%	37%
Cooking for Fun	40%	39%	36%
Gardening	34%	36%	31%
Board Games	32%	32%	31%
Visit Museum	26%	27%	22%
Going To Bars/Nightclubs/Dancing	22%	23%	20%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	67%	68%	67%
Gen./Fam. Practitioner	40%	41%	38%
Dentist	34%	34%	29%
Eye Dr.	23%	24%	21%
None Of These	21%	21%	20%
Backache	20%	21%	21%
High Cholesterol	19%	19%	18%
Hypertension/High Blood Pressure	18%	19%	19%
Any Arthritis	14%	15%	14%
Acid Reflux Disease (GERD)	13%	14%	14%

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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	34%	34.46%	30.57%
Live Theater	27.46%	28.01%	23.6%
Live Theater Most Often	22.07%	23%	18.85%
Rock/Pop Concerts Most Often	18.3%	18.44%	16.66%
Dance Performance	10.64%	10.88%	10.64%
Comedy Club	9.19%	9.54%	10.81%
Movies: Comedy	42.89%	41.67%	41.44%
Movies: Action/Adventure	41.09%	40.32%	40.07%
Movies: Drama	24.06%	23.88%	23.74%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	22.4%	22.98%	21.97%
Movies: Fam.	20.09%	19.41%	20.66%
Movies: Mystery	18.93%	18.23%	19.25%
MLB Baseball Reg. Season	10.49%	10.7%	8.61%
NFL Football Reg. Season	8.38%	8.63%	7.44%
College Football Reg. Season	7.99%	8.33%	7%
College Basketball Reg. Season	5.5%	5.62%	4.71%
NBA Basketball Reg. Season	5.23%	5.07%	4.38%
NHL Hockey Reg. Season	4.23%	4.33%	3.33%

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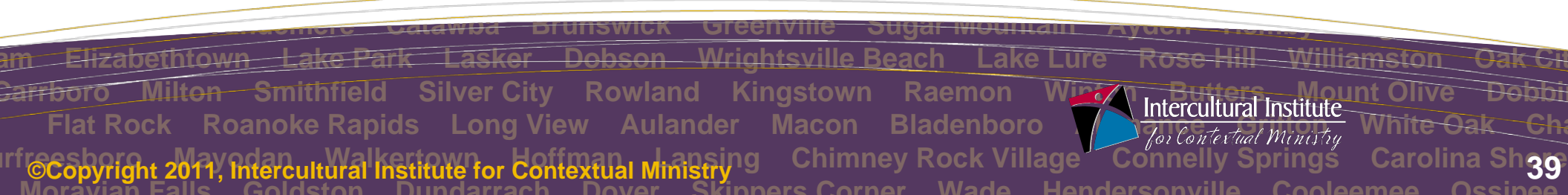
Potential Cultural Bridges

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	45.85%	45.85%	41.26%
Swimming	35.55%	36.03%	31.41%
Bowling	20.1%	20.83%	20.68%
Weight Training	18.68%	19.52%	17.14%
Billiards/Pool	18.33%	18.58%	18.42%
Jogging/Running	17.24%	17.04%	16.7%
Using Cardio Machine	17.23%	17.76%	14.68%
Golf	15.75%	16.88%	13.86%
Mountain/Road Biking	14.31%	14.73%	12.42%
Stationary Cycling	13.9%	14.59%	12.76%
Freshwater Fishing	13.43%	14.04%	14.11%
Basketball	13.41%	13.31%	15.49%
Camping Trips	13.15%	14.23%	11.96%
Backpacking/Hiking	11.7%	11.64%	9.6%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	11.42%	11.96%	11.51%
Yoga	9.1%	9%	7.61%
Baseball	8.94%	9.63%	11.1%
Tennis	8.93%	8.85%	7.68%
Soccer	8.35%	7.6%	7.35%
Power Boating	8.29%	9.14%	7.5%
Football	7.66%	8.12%	10.49%
Volleyball	7.14%	7.56%	8.29%
Softball	7.1%	7.06%	7.69%
Canoeing/Kayaking	7%	7.6%	6.39%
Target Shooting	6.98%	7.04%	6.82%
Saltwater Fishing	6.73%	7.12%	7.05%
Hunting	6.16%	6.69%	6.27%
Downhill & X-Country Skiing	5.44%	6.06%	4.89%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Roller Skating	5.36%	5.42%	5.78%
Motorcycling	5.14%	5.37%	5.43%
Horseback Riding	5.1%	5.05%	4.8%
Snorkeling	5.07%	5.45%	5.2%
Ice Skating	4.99%	5.51%	5.56%
Jet Skiing	4.43%	4.86%	4.79%
Water Skiing	4.17%	4.5%	4.11%
Sailing	3.71%	4.07%	3.48%
Rock Climbing	3.62%	3.68%	3.7%
Martial Arts	3.58%	3.69%	3.48%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fly Fishing	3.56%	4.11%	4.15%
Hockey	3.18%	3.56%	3.72%
Racquetball	3.13%	3.71%	4%
Snowboarding	3.06%	3.72%	3.59%
Archery	2.79%	3.42%	3.54%
Snowmobiling	2.65%	3.18%	3.41%
Rowing	2.5%	2.88%	2.75%
Surfing & Windsurfing	2.47%	2.88%	2.94%
Auto Racing	2.46%	2.61%	2.92%
Skateboarding	2.37%	2.72%	3.23%

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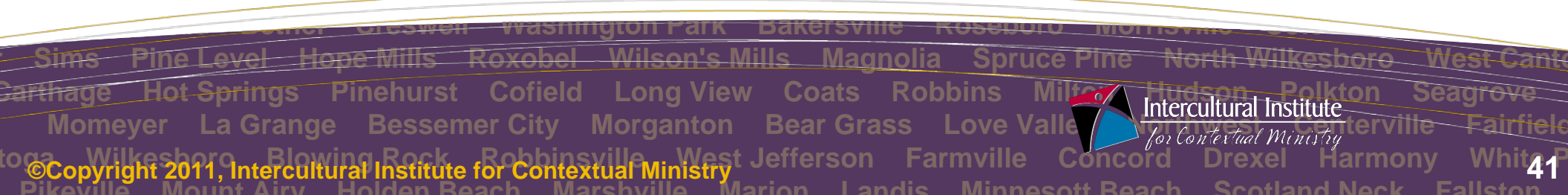
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
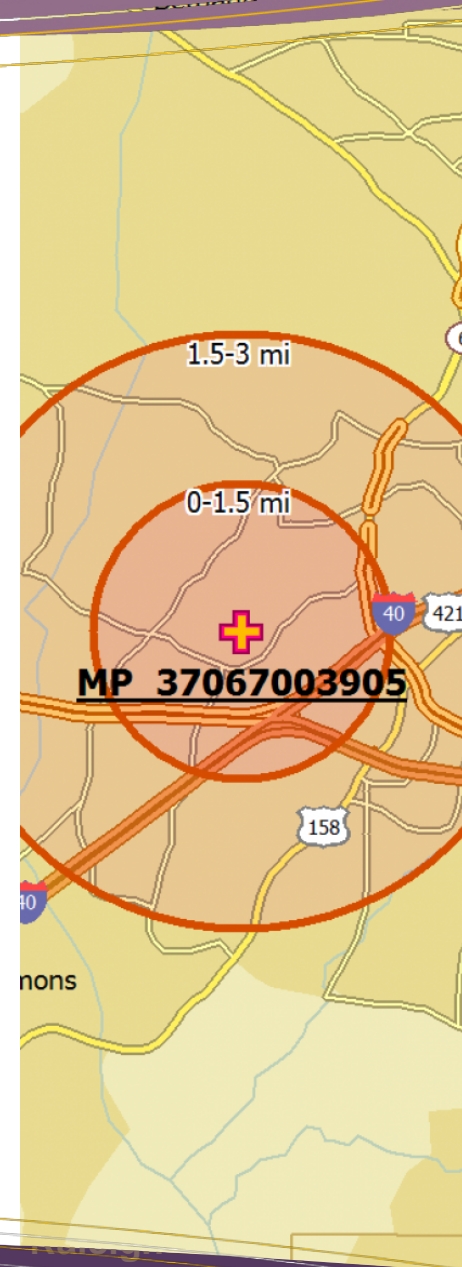
Potential Cultural Barriers -- Introduction (part 2)

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.

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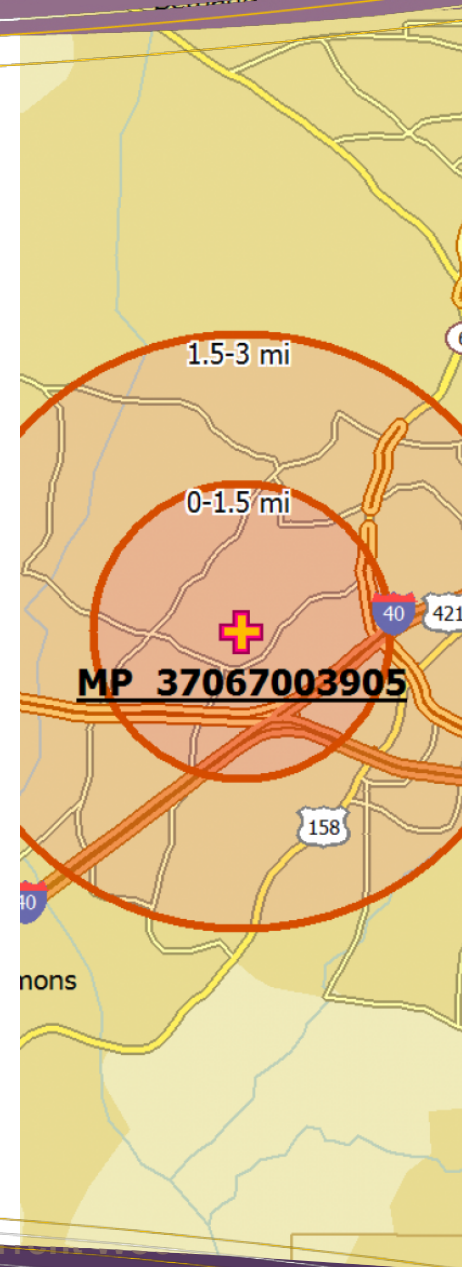
Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	49%	51%
Prefer To Have Few Possessions As Possible	42%	44%	36%
Find It Difficult To Say No To My Kids	39%	38%	36%
Speak My Mind Even If It Upsets People	34%	35%	36%
If Won Lottery Would Never Work Again	33%	33%	29%
Woman's Place Is In The Home	32%	32%	32%
Like Control Over People And Resources	31%	31%	34%
Friends More Important Than My Fam.	29%	30%	26%
Don't Judge People/Way They Live Life	28%	28%	30%
Money Is Best Measure Of Success	26%	26%	25%
Like To Do Unconventional Things	26%	27%	27%
Marijuana Should Be Legalized	21%	22%	21%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	20%	20%	19%
Too Much Sponsorship In Arts/Sports	19%	19%	24%
Like to Stand Out In A Crowd	19%	19%	21%
Happy With My Standard Of Living	17%	16%	14%
I Am A Workaholic	17%	16%	20%
Rarely Sit Down to a Meal Together At Home	15%	16%	16%
We Should Strive for Equality for All	14%	13%	15%
Only Work Current Job for The Money	14%	13%	14%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	8%	8%	8%
I Am A Perfectionist	7%	7%	8%
Little I Can Do To Change My Life	7%	7%	8%
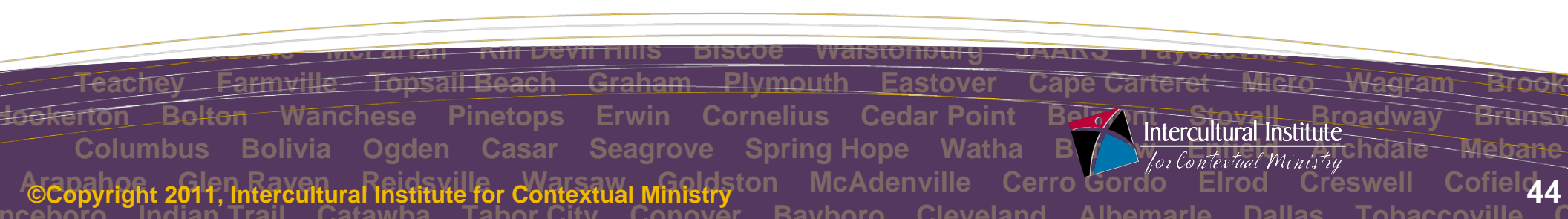
Potential Cultural Themes

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

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

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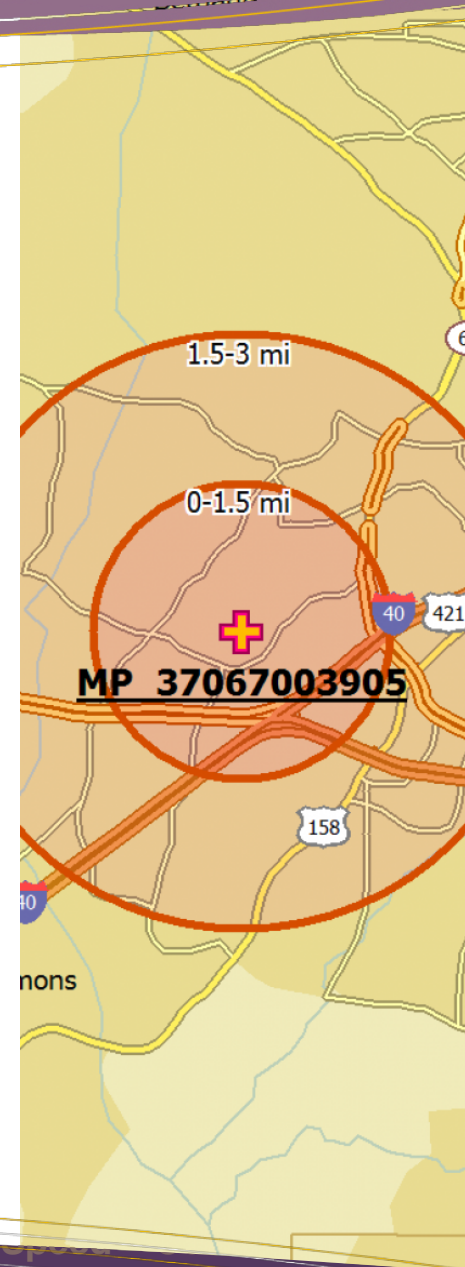
Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
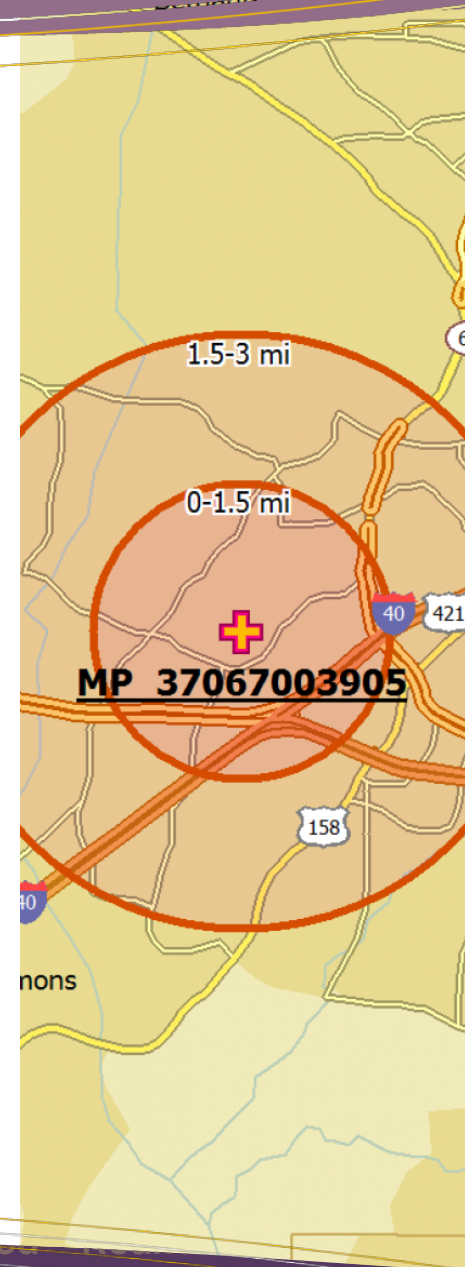
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	68%	67%	61%
You Should Seize Opportunities In Life	59%	58%	57%
Prefer To Have Few Possessions As Possible	42%	44%	36%
Like To Understand About Nature	40%	39%	39%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	31%	31%	34%
Important To Juggle Various Tasks	30%	29%	31%
Have Keen Sense Of Adventure	28%	28%	27%
People Have To Take Me As They Find Me	27%	26%	24%
Good At Fixing Things	26%	25%	28%
Like To Just Enjoy Life	25%	26%	23%
Worried About Pollution Caused By Cars	23%	22%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	19%	18%	20%
Real Men Don't Cry	17%	16%	17%
Try Not To Worry About The Future	15%	15%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	14%	14%	17%
Enjoy Spending Time With My Fam.	11%	11%	12%
Provide My Kids With The Little Extras	9%	9%	14%
Children Should Be Allowed To Express Themselves	6%	5%	6%
Feel Very Alone In The World	5%	5%	6%
Like Spending Most Time With Fam.	4%	4%	5%
Decor Particular Interest To Me	3%	3%	4%
Would Like To Set Up Own Business	3%	3%	4%

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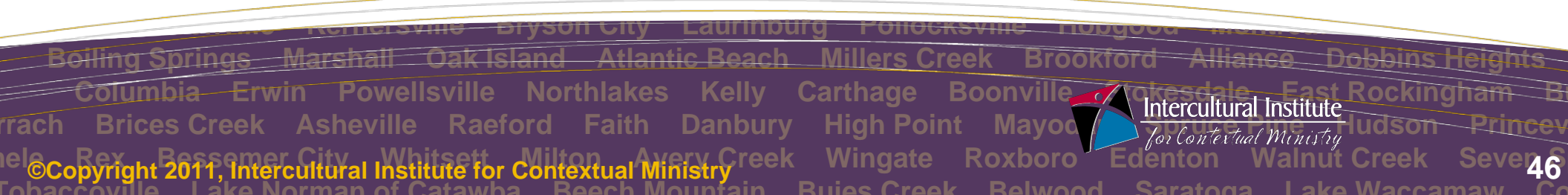
Potential Shared Places

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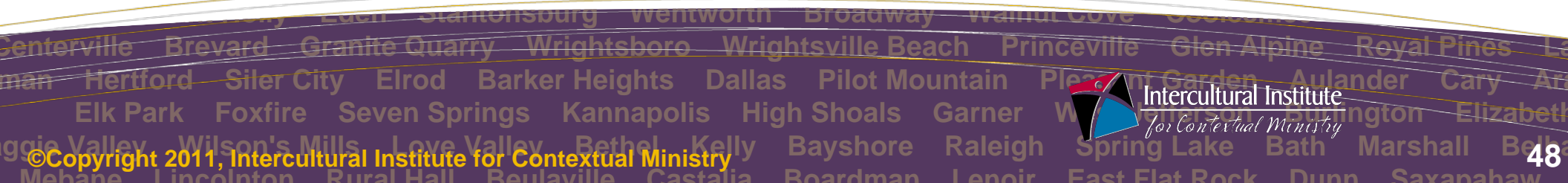
Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	83.22%	83.58%	79.79%
Fast Food/Drive-In Restaurant-Visit Any	83.1%	82.79%	84.22%
McDonald's	55.4%	54.3%	55%
Burger King	35.49%	34.56%	37.08%
Applebee's	29.61%	29.99%	28.56%
Wendy's	28.9%	29.83%	30.44%
Subway	28.77%	28.96%	29.73%
Taco Bell	26.83%	27.31%	27.41%
Kentucky Fried Chicken (KFC)	24.4%	23.88%	28.96%
Olive Garden	21.9%	22.37%	20.98%
Arby's	20.1%	20.49%	21.01%
Pizza Hut	19.04%	18.77%	21.11%

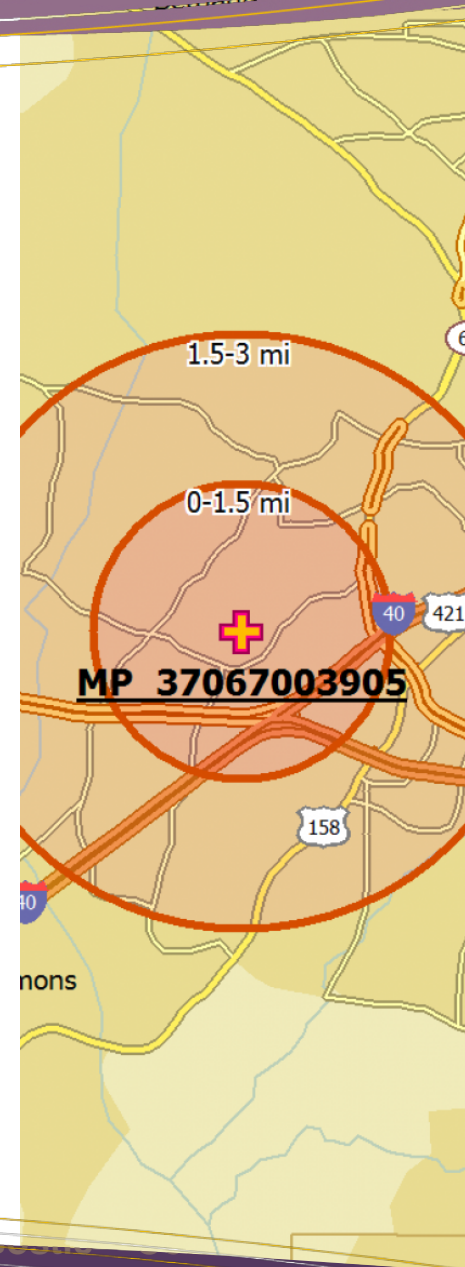| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Outback Steakhouse	17.6%	17.48%	16.01%
Starbucks	16.77%	16.37%	14.1%
Red Lobster	16.75%	16.27%	17.26%
Chili's Grill and Bar	15.4%	15.17%	14.3%
IHOP (International House Of Pancakes)	15.28%	14.55%	15.33%
Dairy Queen	15.21%	15.04%	15.94%
Chick-Fil-A	14.06%	13.32%	14.11%
TGI Friday's	13.87%	13.95%	14.36%
Cracker Barrel	13.45%	14.03%	13.24%
Domino's Pizza	13.43%	12.74%	14.63%
Quiznos Sub	12.95%	12.64%	11.52%
Denny's	12.74%	12.59%	12.16%

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	51.25%	52.94%	46.96%
Recycled products	41.99%	43%	34.42%
Worked as volunteer (non political)	19.85%	20.72%	16.83%
Engaged in fund raising	12.13%	12.79%	11.4%
Religious club member	7.86%	8.05%	7.84%
Wrote to elected offcl about publ bus	7.36%	7.71%	6.28%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	6.8%	6.75%	5.77%
Charitable Organization	6.68%	6.75%	5.39%
Took active part in local civic issue	5.8%	6.2%	5.54%
Addressed a public meeting	5.73%	5.76%	4.84%
Union member	5.43%	5.73%	5.04%
Church Board	4.86%	4.94%	5.32%

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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.
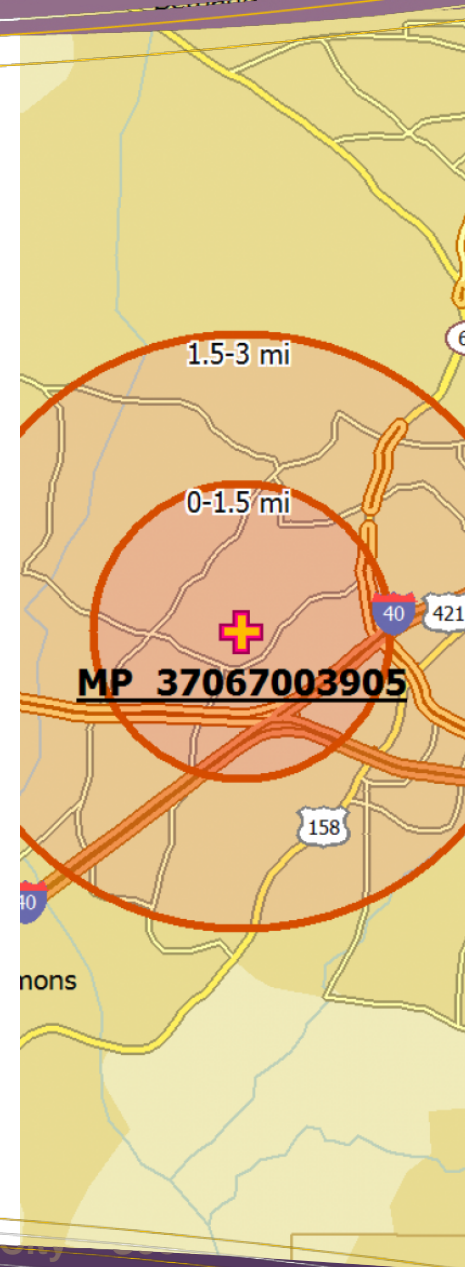
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Potential Print Media Content:

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	21.52%	21.67%	17.92%
Mystery	14.33%	14.37%	11.9%
Children's Books	13.91%	14.61%	13.66%
Cookbooks	12.08%	12.3%	10.66%
History	8.95%	8.79%	7.23%
Religious (not Bibles)	8.84%	8.85%	9.15%
Personal/Business Self-help	8.62%	8.76%	7.32%
Biography	8.44%	8.67%	7.28%
Romance	6.49%	6.99%	7.06%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	71.91%	73.39%	69.57%
Gen. Editorial	50.05%	50.12%	49.69%
Womens	42.97%	42.98%	43.84%
Service	36.74%	37.77%	34.56%
Business/Finance	22.98%	23.49%	20.82%
Mens	20.53%	19.86%	19.12%
Sports	17.71%	17.68%	16.03%
Mature Market	13.4%	14.2%	12.29%
Health	13.21%	13.23%	13.37%

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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 particpation 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	57.52%	59.02%	53.92%
Business/Finance	34.86%	35.72%	30.01%
Sport	34.6%	34.7%	31.87%
Editorial Page	31.99%	33.08%	29.21%
Classified	29.2%	29.62%	31.59%
Movie Listings & Reviews	28.64%	29.17%	26.29%
Comics	27.59%	28.27%	26.1%
Food/Cooking	26.71%	28.07%	25.37%
TV/Radio Listings	24.4%	25.52%	23.66%
Travel	23.7%	24.21%	20.25%
Home/Gardening	23.07%	24.1%	21.06%
Science/Technology	20.75%	21.5%	17.76%
Fashion	15.68%	16.14%	15.69%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	19.87%	19.85%	16.57%
CHR Contemp Hit Radio	19.7%	18.69%	18.15%
Country	15.93%	16.21%	15.01%
News/Talk	15.56%	16.9%	12.4%
Urban Contemporary	13.02%	11.92%	22.81%
Rock	12.99%	13.17%	10.63%
Alternative	12.1%	12.81%	9.75%
Oldies	11.75%	12.54%	11.28%
Classic Rock	11.26%	11.64%	8.83%
Variety	9.45%	9.63%	9.69%
All News	8.17%	8.71%	7.14%
Soft Contemporary	7.21%	7.68%	6.78%
Religious	6.71%	6.62%	6.01%
All Talk	6.65%	6.01%	4.6%
Jazz	6.48%	6.26%	7.29%
Sports	5.42%	5.81%	4.48%
Classical	5.38%	5.79%	4.13%
Public	4.66%	4.43%	3.01%

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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	66.06%	66.49%	62.97%
Soapnet	52.56%	53.51%	51.3%
Satellite Dish	51.3%	52.77%	51.58%
Comedy Central	42.12%	42.59%	34.93%
Other Video-On-Demand	38.93%	39.1%	42.54%
Sci-Fi Channel	37.32%	37.14%	35.22%
MSNBC	33.92%	33.71%	32.84%
Adult Pay Per View TV	31.25%	33.5%	32.35%
TV Info From Sunday TV Magazine	30.88%	31.08%	28.92%
ABC Fam.	30.76%	30.59%	26.72%
ESPN Classic	30.59%	31.06%	24%
Hallmark Channel	28.37%	28.24%	26.15%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Subscribe Digital Cable	27.77%	28.99%	31.09%
Nickelodeon	27.7%	27.6%	26.88%
The Golf Channel	27.32%	28.1%	24.74%
USA Network	27.28%	27.75%	24.51%
TCM (Turner Classic Movies)	27.21%	27.73%	25.67%
Adult Swim	27.1%	29.2%	25.44%
ESPN2	27.05%	28.36%	26.05%
TV Info From Newspapers	26.43%	26.52%	26.13%
BET (Black Entertainment TV)	25.83%	26.64%	25.41%
ESPN News	24.82%	25.78%	20.87%
Nick At Nite	24.63%	24.76%	24.35%
TV Info From Monthly Cable Guide	23.77%	24.15%	23.84%

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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.
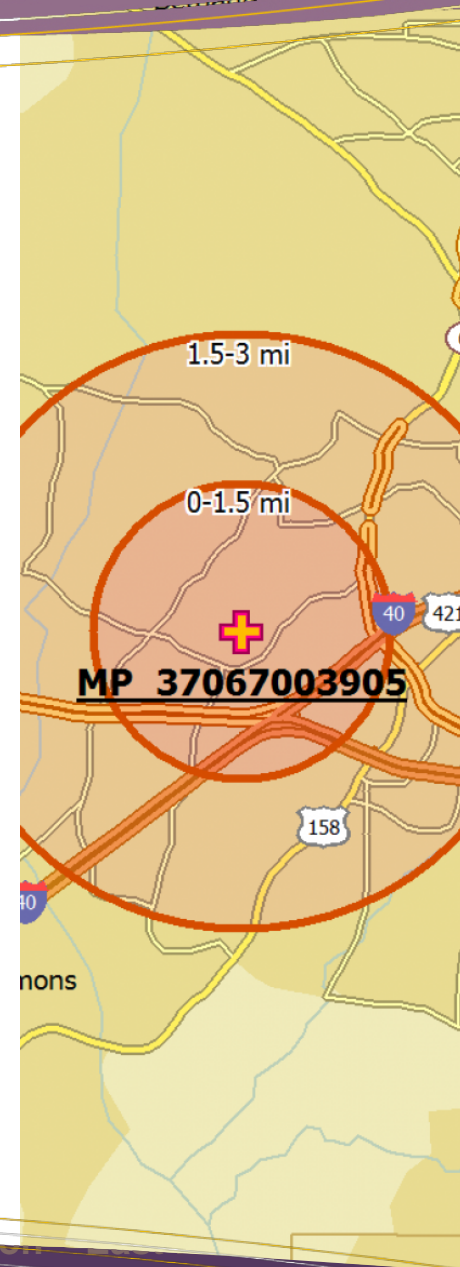
Potential Print Media Usage:

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+)	23.82%	24.08%	20.31%
Medium Users (4-6)	12.21%	12.53%	10.61%
Light Users (1-3)	21.06%	21.28%	20.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.4%	1.19%	1.26%
Newspaper II	1.67%	1.4%	1.63%
Newspaper III	2.09%	2.18%	2.06%
Newspaper IV	0.45%	0.36%	0.41%
Newspaper V (Light)	1.04%	1.03%	0.94%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.85%	17.84%	19.7%
Magazines II	8.49%	7.92%	9.08%
Magazines III	8.52%	8.69%	9.79%
Magazines IV	10.99%	10.33%	11.74%
Magazines V (Light)	0.65%	0.67%	0.75%
Outdoor I (Heavy)	8.24%	7.71%	8.09%
Outdoor II	2.62%	2.6%	3.46%
Outdoor III	3.19%	3.22%	4.19%
Outdoor IV	15.37%	15.65%	15.79%
Outdoor V (Light)	24.55%	25.77%	24.84%
Yellow Pages I (Heavy)	13.61%	14.06%	14.9%
Yellow Pages II	6.81%	6.88%	7.26%
Yellow Pages III	5.71%	5.28%	7.2%
Yellow Pages IV	21.57%	20.6%	21.83%
Yellow Pages V (Light)	2.96%	3.25%	4.05%

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Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.77%	2.85%	2.96%
Drive Time III (Medium)	0.55%	0.52%	0.75%
Radio IV & V (Light)	2.67%	2.4%	2.64%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.3%	7.93%	9.73%
Radio III (Medium)	4.87%	4.56%	4.34%
Radio IV & V (Light)	2.97%	2.92%	3.71%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	15.76%	16.08%	14.29%
Cable III (Medium)	4.72%	4.06%	4.63%
Cable IV & V (Light)	33.54%	32.95%	34.93%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.28%	3.62%	3.69%
Prime Time III (Medium)	1.91%	2%	1.67%
Prime Time IV & V (Light)	7.8%	6.56%	9.44%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	41.25%	41.67%	39.82%
Fringe III (Medium)	50.08%	50.67%	51.44%
Fringe IV (Light)	53.97%	53.56%	53.67%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.9%	12.34%	14.59%
All Day III (Medium)	23.31%	23.25%	23.52%
All Day IV (Light)	13.02%	13.7%	16.39%

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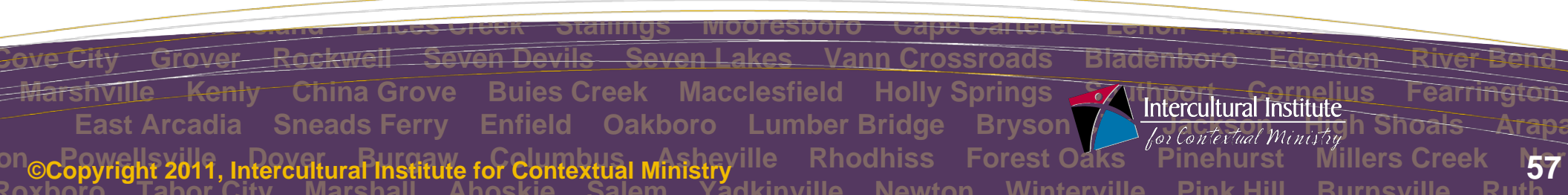
Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.21%	13.71%	12.51%
6:00am - 10:00am	21.92%	21.39%	18.49%
10:00am - 3:00pm	8.24%	7.67%	10.89%
3:00pm - 7:00pm	13.52%	13.21%	15.55%
7:00pm - Midnight	16.63%	16.81%	14.43%
Midnight - 6:00am	6.75%	6.87%	7.82%
Weekend Radio Listeners			
Dayparts [summary]	14.27%	14.16%	15.23%
6:00am - 10:00am	5.78%	5.57%	4.48%
10:00am-3:00pm	7.73%	7.78%	6.83%
3:00pm - 7:00pm	6.61%	6.97%	8.5%
7:00pm - Midnight	9.37%	9.7%	10.37%
Midnight - 6:00am	13.2%	12.97%	14.11%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.14%	9.62%	8.5%
Saturday: 8:00-11:00pm	8.28%	8.78%	8.44%
Sunday: 7:00-11:00pm	10.7%	10.51%	10.26%
9:00am-1:00pm	24.63%	24.76%	24.35%
9:00am-4:00pm	28.49%	28.73%	28.33%
4:00pm-7:00pm	31.8%	31.99%	31.11%
11:00pm-1:00am	41.46%	41.14%	41.3%
AVG Prime time Mon-Sun	3.23%	3.13%	4.16%

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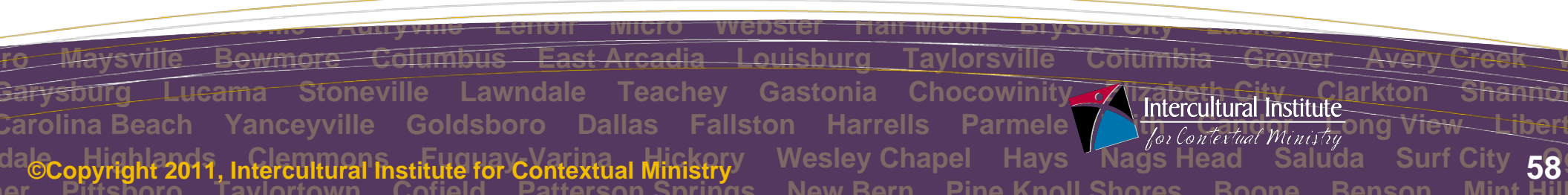
Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	19.97%	19.86%	18.91%
7-9am	27.05%	28.36%	26.05%
9am-12noon	20.26%	20.62%	18.93%
12noon-4pm	8.23%	8.11%	9.4%
4-6pm	53.9%	54.8%	51.6%
6-7pm	18.58%	18.69%	17.89%
7-7:30pm	1.71%	1.91%	1.85%
7:30-8pm	10.42%	10.16%	10.52%
8-11pm	9.14%	9.62%	8.5%
11pm-12am	33.92%	33.71%	32.84%
11pm-1am	41.46%	41.14%	41.3%
1-6am	36.35%	36.49%	34.3%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	21.97%	22%	19.74%
Sat: 10am-1pm	7.72%	8.4%	9.02%
Sat: 1-4pm	25.66%	26.42%	25.14%
Sat: 4-6pm	7.08%	7.65%	7.58%
Sat: 6-7pm	2.19%	2.59%	2.14%
Sat: 7-8pm	1.21%	1.4%	1.24%
Sat: 8-11pm	8.28%	8.78%	8.44%
Sat: 11pm-1am	5.52%	5.64%	6%
Sat: 1am-7pm	27.28%	27.75%	24.51%
Sun: 7-10am	2.15%	2.31%	2.35%
Sun: 10am-1pm	6.24%	6.69%	6.25%
Sun: 1-4pm	7.14%	6.79%	6.24%
Sun: 4-7pm	13.98%	13.27%	12.91%
Sun: 7-11pm	10.7%	10.51%	10.26%
Sun: 11pm-1am	4.71%	4.75%	5.41%
Sun: 1-7am	23.19%	22.44%	21.53%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 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.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 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 ths 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 disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

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

Missional Multiplication Principle
2nd Timothy 2:2

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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.

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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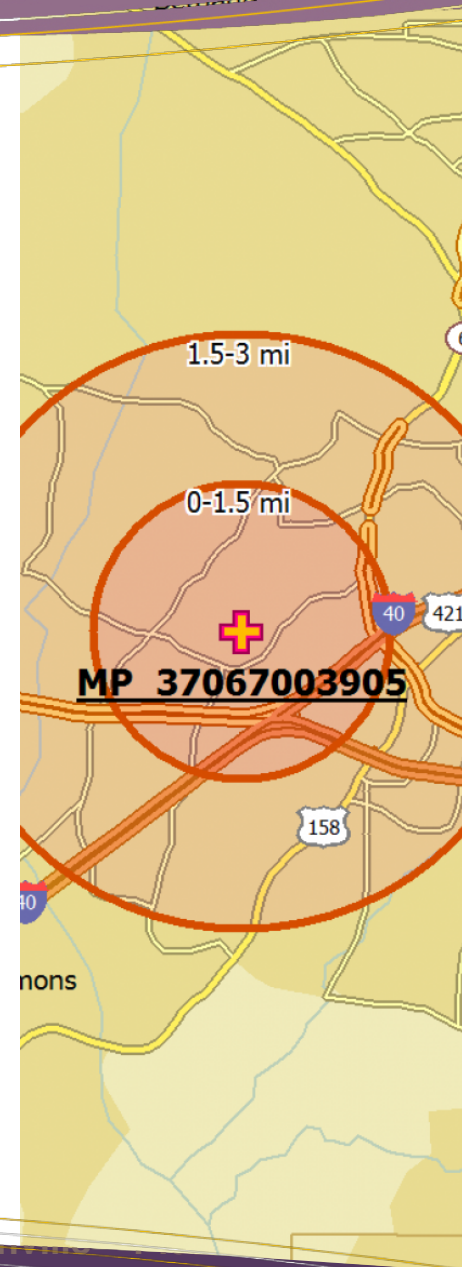
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	South Fork - Win	3830 Wayne St Winston Salem, NC 27104	0.40 mi	61	Declining
2	Calvary - Win	5000 Country Club Rd Winston Salem, NC 27104	1.50 mi	3,794	Plateauing
3	Vietnamese Mission	5230 Lukon Ln Winston Salem, NC 27104	1.95 mi	0	Insufficient Data
4	Forsyth Park - Winston Salem	1600 S Hawthorne Rd Winston Salem, NC 27103	1.97 mi	37	Plateauing
5	Knollwood - Winston Salem	330 Knollwood St Winston Salem, NC 27104	1.98 mi	371	Plateauing
6	Resurrection Biker Church	401 Magnolia Branch Dr Apt 7 Winston Salem, NC 27104	2.15 mi	0	Insufficient Data
7	Northwest - Winston Salem	407 Petree Rd Winston Salem, NC 27106	2.68 mi	125	Insufficient Data
8	Winston-Salem Chinese Christian - Winston	501 Miller St Winston Salem, NC 27103	2.71 mi	0	Insufficient Data
9	Ardmore - Winston Salem	501 Miller St Winston Salem, NC 27103	2.71 mi	628	Plateauing
10	Robinhood Road - Winston Salem	5422 Robinhood Rd Winston Salem, NC 27106	3.65 mi	157	Plateauing
11	College Park - Winston Salem	1701 Polo Rd Winston Salem, NC 27106	3.67 mi	352	Plateauing
12	121 Church	903 N Cherry St Winston Salem, NC 27101	4.17 mi	0	Insufficient Data
13	Old Town - Winston Salem	4386 Shattalon Dr Winston Salem, NC 27106	4.22 mi	517	Plateauing
14	Winston-Salem Baptist Church Inc - Lewisv	1020 Cedar Holw Lewisville, NC 27023	4.24 mi	40	Insufficient Data
15	New Church	1105 Long Dr Winston Salem, NC 27106	4.24 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Friends - Clemmons	1840 Lewisville Clemmons Rd Clemmons, NC 27012	4.29 mi	63	Declining
17	Griffith - Winston Salem	1987 Old Salisbury Rd Winston Salem, NC 27127	4.33 mi	137	Declining
18	Southside - Wins	401 E Sprague St Winston Salem, NC 27127	4.44 mi	38	Plateauing
19	International City of Praise Christian C	1001 S Marshall St Ste 75 Winston Salem, NC 27101	4.46 mi	0	Insufficient Data
20	Konnoak - Winston Salem	400 McLean Ave Winston Salem, NC 27127	4.89 mi	100	Plateauing
21	Parkway - Winston	1170 W Clemmonsville Rd Winston Salem, NC 27127	4.91 mi	33	Plateauing
22	Forest Hill - Winston	402 Polo Rd Winston Salem, NC 27105	4.99 mi	48	Declining
23	Life Quest - Clemmons	1150 S Peace Haven Rd Clemmons, NC 27012	5.18 mi	55	Insufficient Data
24	Lewisville - Lewisville	125 Lewisville Clemmons Rd Lewisville, NC 27023	5.23 mi	190	Plateauing
25	The Triad Journey	125 Lewisville Clemmons Rd Lewisville, NC 27023	5.23 mi	0	Insufficient Data
26	Greater Saint Matthews - Winston Salem	149 Wheeler St Winston Salem, NC 27101	5.27 mi	50	Growing
27	Mineral Springs - Winston Salem	3733 Ogburn Ave Winston Salem, NC 27105	5.86 mi	90	Plateauing
28	Antioch - Winston Salem	910 Palmer Ln Winston Salem, NC 27107	5.99 mi	76	Declining
29	Beck's - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	6.04 mi	328	Plateauing
30	Hispanic - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	6.04 mi	0	Insufficient Data

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Center Grove - Clemmons	8200 Center Grove Church Rd Clemmons, NC 27012	6.05 mi	583	Plateauing
32	North Winston - Winston Salem	4023 Tise Ave Winston Salem, NC 27105	6.22 mi	37	Plateauing
33	Crestwood - Winston Salem	530 Motor Rd Winston Salem, NC 27105	6.25 mi	118	Declining
34	Union Hill - Clemmons	8494 Lasater Rd Clemmons, NC 27012	6.49 mi	65	Plateauing
35	Clemmons First - Clemmons	3530 Clemmons Rd Clemmons, NC 27012	6.50 mi	269	Plateauing
36	Waughtown - Winston Salem	1538 Waughtown St Winston Salem, NC 27107	6.67 mi	110	Declining
37	Pfafftown - Pfafftown	4336 Transou Rd Pfafftown, NC 27040	6.71 mi	180	Declining
38	Union - Winston	1200 N Trade St Winston Salem, NC 27101	7.16 mi	0	Insufficient Data
39	Unity - Winston	145 Fishel Rd Winston Salem, NC 27107	7.51 mi	0	Insufficient Data
40	New Friendship - Winston Salem	4258 Old Lexington Rd Winston Salem, NC 27107	7.52 mi	237	Growing
41	United - Winston	5815 Murray Rd Winston Salem, NC 27106	7.58 mi	94	Growing
42	Fellowship - Winston Salem	1075 Teague Rd Winston Salem, NC 27107	7.72 mi	61	Declining
43	Stanleyville First - Winston Salem	851 Ziglar Rd Winston Salem, NC 27105	7.82 mi	332	Declining
44	Edgewood - Winst	4067 Reidsville Rd Winston Salem, NC 27101	7.90 mi	166	Plateauing
45	Macedonia - Tobaccoville	6186 Doral Drive Tobaccoville, NC 27050	8.13 mi	71	Declining

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