MissionSite
top unreached locations

GREENSBORO, NC

CENSUS TRACT: 37081012609
REGION: Region 5: Piedmont Triad
COUNTY: Guilford
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

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	37081	Guilford
4	Zipcode	27407	Guilford
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000

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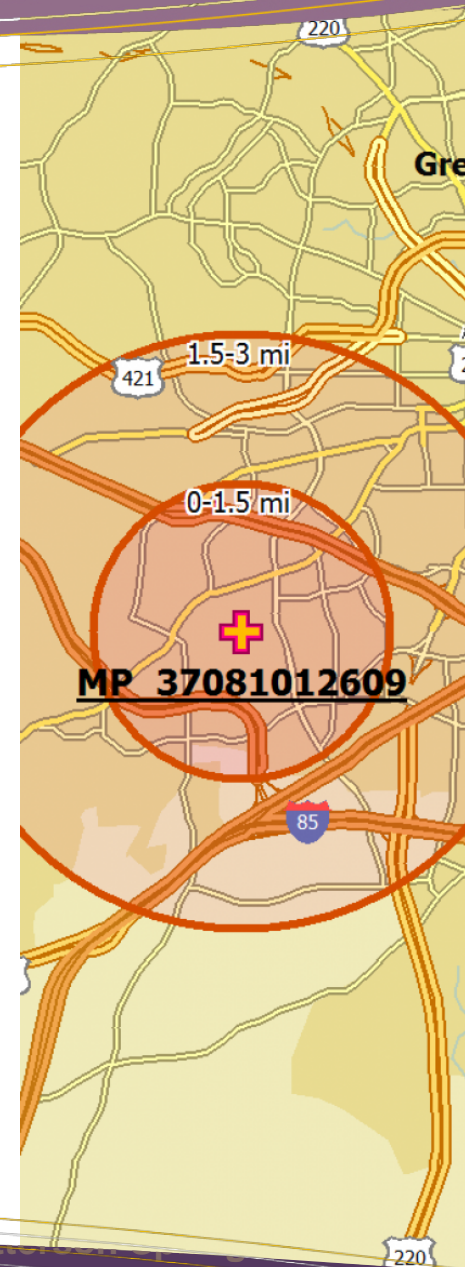
Site Location Summary - Map of the Site Location
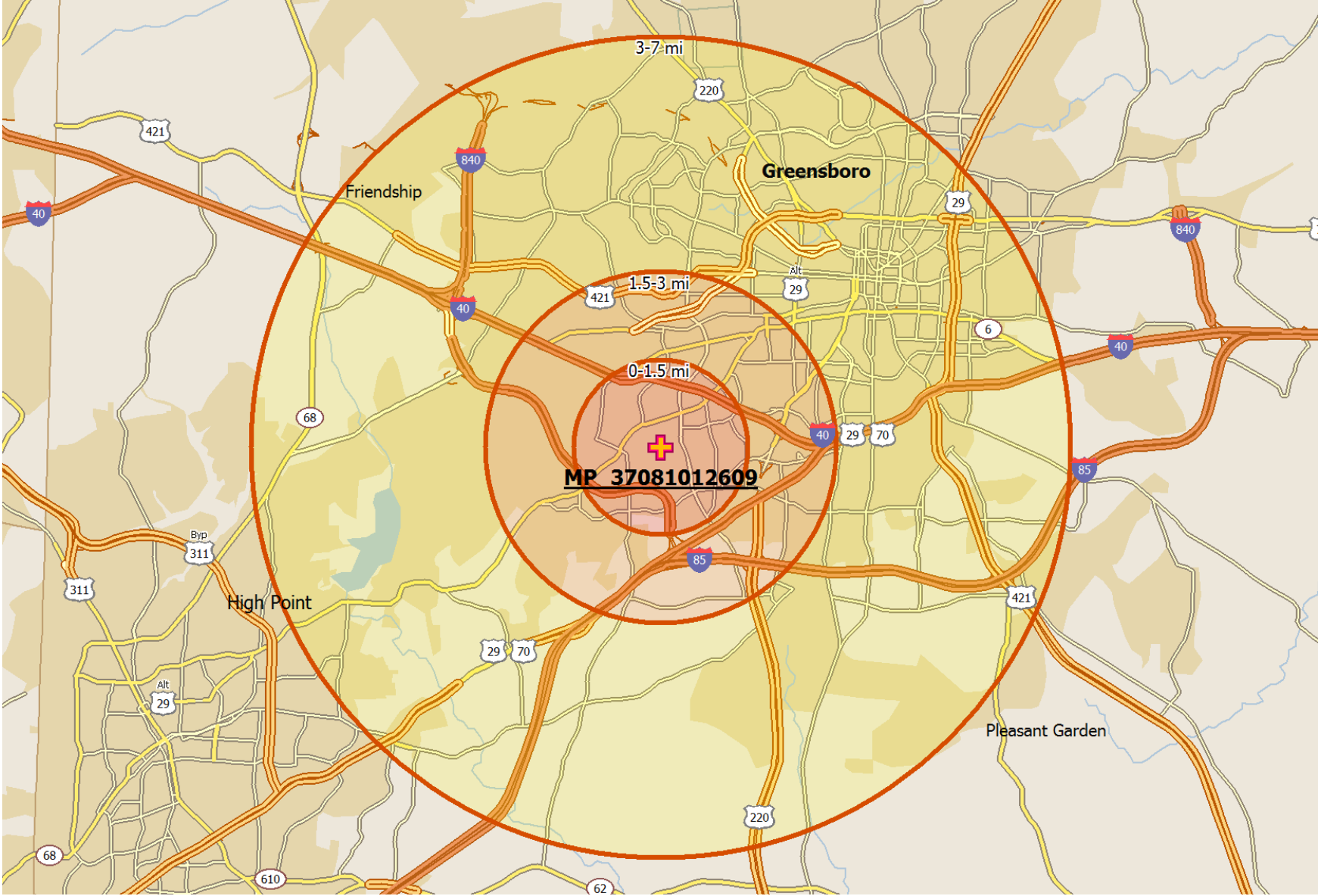
Site Location Summary - Urbanicity

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	18,131	41,600	177,007
2010 Households	7,393	17,049	71,815
2010 Group Quarters Population	139	896	11,770

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	55	54	55
Language Diversity National Index	65	42	42
Foreign Born Diversity National Index	58	83	50
Ancestry Diversity National Index	28	40	29
Racial Diversity National Index	84	69	70

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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	0	False
Nonspecialized-dependent county indicator	1	True

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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	604	8.17%
Mainstay Communities	Established, Diverse Households	405	5.48%
Working Communities	Blue-collar, Working Families	2,549	34.48%
Country Communities	Rural, Agri. & Mining Families	8	0.11%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,407	32.56%
Urban Communities	High Density, Inner-city Neighborhoods	1,420	19.21%

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?

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	136,556	5,210	3.82%
Unreached %	70.16%	70.48%	100.45
Religious But NOT Evangelical HH	39,383	1,667	4.23%
Religious But NOT Evangelical %	20.23%	22.55%	111.44
Spiritual But NOT Relig or Evang HH	18,879	601	3.18%
Spiritual But NOT Relig or Evang %	9.7%	8.12%	83.75
Not Evangelical, Not Interested HH	78,865	2,948	3.74%
Not Evangelical, Not Interested %	40.52%	39.88%	98.41

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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	116	18	15.52%
Active BCNC Attenders	14,613	1,642	11.24%
Active Evangelical Households	25,491	3,155	12.38%
Active Evangelical Percent	13.10%	12.91%	98.57
Inactive Evangelical Households	32,590	4,034	12.38%
Inactive Evangelical Percent	16.74%	16.50%	98.56
# New Churches Needed	0	0	0%

Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Rolling Roads - Greensboro	1.02 mi	71	Plateauing	16	Asian American Outreach	2.90 mi	0	Insufficient Data
2	Pleasant Grove - Greensboro	1.13 mi	40	Declining	17	New Bethel Christian Center	2.96 mi	0	Insufficient Data
3	Pinecroft - Greensboro	1.20 mi	91	Declining	18	Lindley Park - Greensboro	2.96 mi	0	Insufficient Data
4	Crosspoint Church of Greensboro	1.44 mi	605	Declining	19	Florida Street - Greensboro	3.04 mi	39	Plateauing
5	Whosoever Will	1.69 mi	0	Insufficient Data	20	Rocky Knoll - Greensboro	3.07 mi	144	Plateauing
6	Groometown - Greensboro	1.75 mi	36	Declining	21	Beautiful Gate	3.25 mi	0	Insufficient Data
7	Montagnard Bunong Christian	2.42 mi	0	Insufficient Data	22	Sumner - Greensboro	3.38 mi	85	Declining
8	Amigos De Dios	2.42 mi	0	Insufficient Data	23	Awaken	3.73 mi	21	Insufficient Data
9	Southside - Greensboro	2.42 mi	226	Plateauing	24	College Park - Greensboro	3.76 mi	0	Insufficient Data
10	Laotian Baptist Mission	2.52 mi	0	Insufficient Data	25	Auto-Cross Mission	3.83 mi	0	Insufficient Data
11	Ethiopian Mission - Greensboro	2.52 mi	15	Insufficient Data	26	Iglesia Bautista Hispana - Greensboro	4.05 mi	150	Insufficient Data
12	Immanuel - Greensboro	2.52 mi	118	Growing	27	Guilford - Greensboro	4.07 mi	212	Declining
13	Gate City - Jamestown	2.63 mi	356	Declining	28	Life Community Church - Jamestown	4.09 mi	830	Plateauing
14	Gate City Cambodian Ministry	2.63 mi	0	Insufficient Data	29	24/7 Christian	4.12 mi	0	Insufficient Data
15	Sedgefield - Greensboro	2.76 mi	84	Growing	30	Encounter	4.41 mi	30	Insufficient Data

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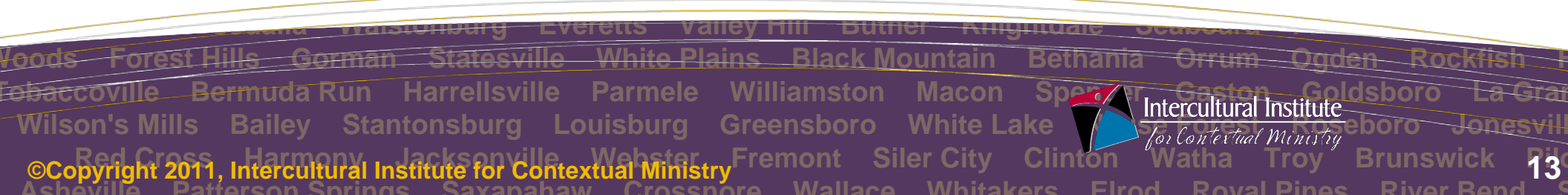
Using the Spirituality Indicators

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.
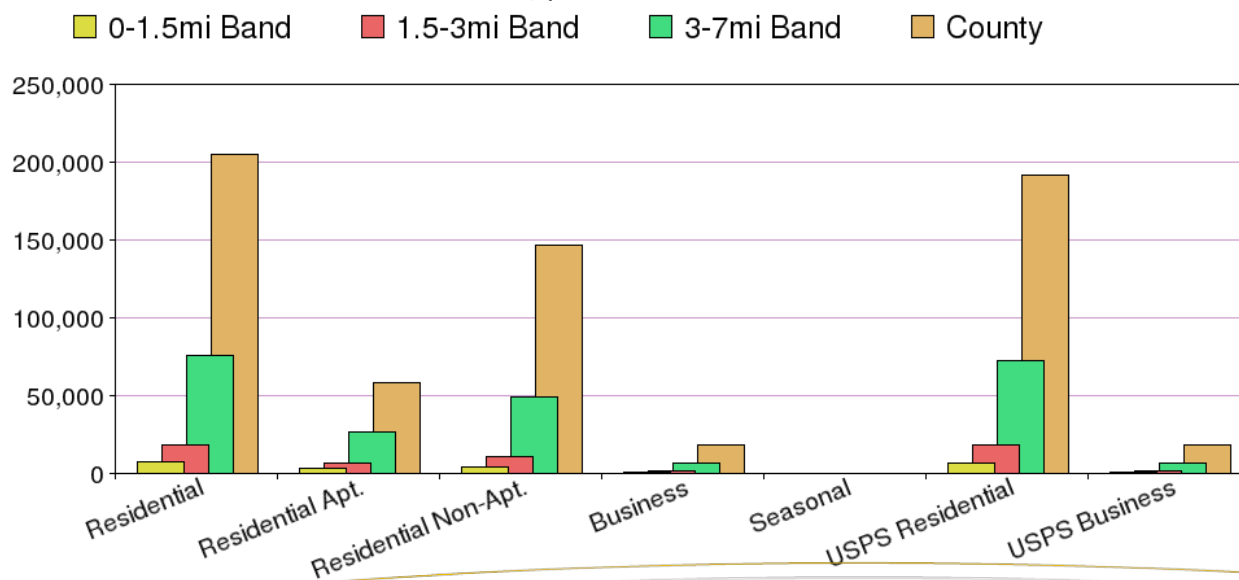
Current Demographic Summary

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	347,465	13,844	3.98%
2000 Population	421,048	16,295	3.87%
2010 Population	488,074	18,131	3.71%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	137,725	5,795	4.21%
2000 Households	168,667	6,659	3.95%
2010 Households	194,637	7,393	3.8%

Location Types in this MissionSite

Location Type	0-1.5mi Band
Residential	7,126
Residential Apt.	3,076
Residential Non-Apt.	4,050
Business	545
Seasonal	0
USPS Residential	7,068
USPS Business	631

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Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.
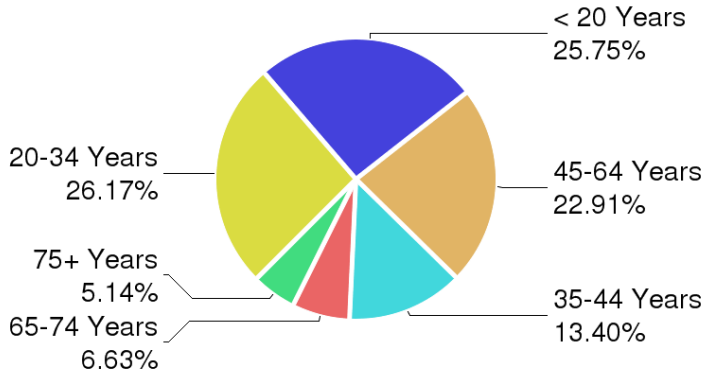
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.16%	5.92%	114.73
4-5 Years	2.64%	2.61%	98.86
6-8 Years	3.99%	4.04%	101.25
9-11 Years	3.92%	3.71%	94.64
12-13 Years	2.58%	2.45%	94.96
14-17 Years	5.44%	4.71%	86.58
18-19 Years	2.74%	2.33%	85.04
0-5 Years	7.8%	8.53%	109.36
6-12 Years	9.2%	9%	97.83
13-19 Years	9.48%	8.23%	86.81
< 20 Years	26.48%	25.76%	97.28
20-34 Years	21.2%	26.18%	123.49
35-44 Years	13.66%	13.4%	98.1
45-64 Years	25.5%	22.92%	89.88
65-74 Years	7.07%	6.63%	93.78
75+ Years	6.08%	5.14%	84.54
Median Age	37	36	99.13
Median Age (Male)	35	35	97.68
Median Age (Female)	38	38	101.45

Age Group Percentages

- < 20 Years 25.75%
- 45-64 Years 22.91%
- 35-44 Years 13.40%
- 65-74 Years 6.63%
- 75+ Years 5.14%
- 20-34 Years 26.17%

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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.
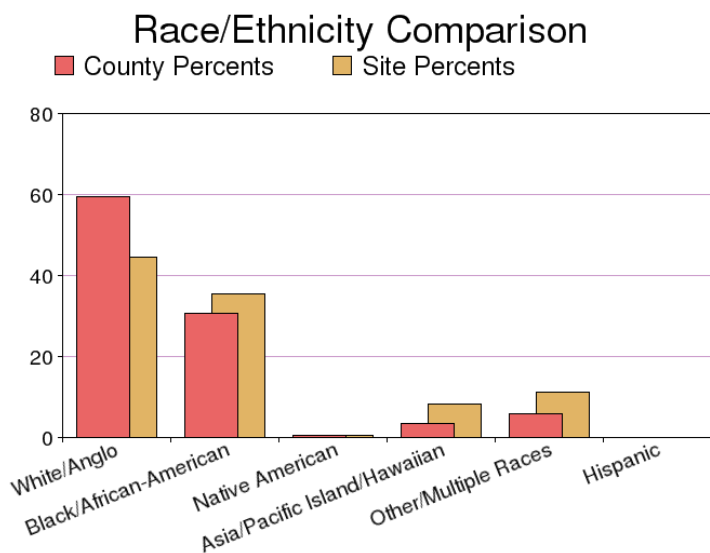
Race/Ethnicity Comparison

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	59.49%	44.42%	74.66
Black, African-American	30.59%	35.41%	115.76
Native American	0.53%	0.65%	120.95
Asian	3.38%	8.27%	244.71
Pacific Island, Hawaiian	0.06%	0.11%	197.94
Other/Multiple Races	5.95%	11.15%	187.3
Hispanic	0%	15.75%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	323,464	11,915	
Less than 9th Grade	4.74%	6.9%	68.65
No High School Diploma	8.3%	9.05%	91.71
High School Graduate	27.38%	29.93%	91.49
Some College, no degree	20.4%	22.28%	91.53
Associate Degree	6.84%	7.56%	90.45
College Degree	21.94%	18.11%	121.13
Graduate/Prof. degree	10.41%	6.17%	168.75

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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	7.95%	8.6%	121.49
$10,000 to $19,999	11.29%	14.55%	128.87
$20,000 to $29,999	12.36%	14.65%	118.51
$30,000 to $49,999	20.62%	25.21%	122.28
$50,000 to $59,999	8.18%	7.37%	90.1
$60,000 to $69,999	8.13%	9.78%	120.3
$70,000 to $79,999	6.29%	5.15%	81.87
$80,000 to $89,999	4.77%	2.73%	57.33
$90,000 to $99,999	3.42%	1.95%	56.92
$100,000 to $124,999	6.63%	4.79%	72.26
$125,000 to $149,999	3.6%	1.12%	31.22
$150,000 to $199,999	3.63%	2.72%	74.83
$200,000 to $249,999	1.21%	0.54%	44.68
$250,000 or more	1.91%	0.77%	40.26
Median Household	47,418	39,731	83.79
Average Household	65,789	55,812	84.83
Per Capita Household	27,040	22,766	84.19
Family/Non-Family Household Income			
Median Family Income	61,265	51,787	84.53
Average Family Income	80,986	67,904	83.85
Median Non-Family Income	30,830	27,391	88.85
Average Non-Family Income	40,524	35,764	88.25

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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	62.44%	58.19%	93.19
Families with Children	32.03%	30.66%	95.75
Families without Children	30.42%	27.53%	90.5
Non-Family Households			
% Non-Family Households	37.56%	41.81%	111.32
Non-Families with Children	0.17	0.23	136.87
Non-Families without Children	37.39	41.58	111.2
Housing Units			Index
Total Housing Units	218,939	8,262	
Vacant percent	11.1%	10.52%	94.76
Owned percent	55.99%	47.16%	84.23%
Rented Percent	32.91%	42.33%	128.6
Households by Size			Index
Avg household size	2.42	2.43	100.41
Avg family hh size	3.14	3.21	102.23
Avg non-family hh size	1.24	1.35	108.87
Households By Count of Persons			Percent
One	61,054	2,487	4.07%
Two	59,779	2,165	3.62%
Three or Four	57,603	2,059	3.57%
Five+	16,201	681	4.2%

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	347,465	13,844	3.98%
2000 Population	421,048	16,295	3.87%
2010 Population	488,074	18,131	3.71%
2015 Population	526,600	19,262	3.66%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	137,725	5,795	4.21%
2000 Households	168,667	6,659	3.95%
2010 Households	194,637	7,393	3.8%
2015 Households	207,125	7,758	3.75%

Household Change from 1985 to 2030
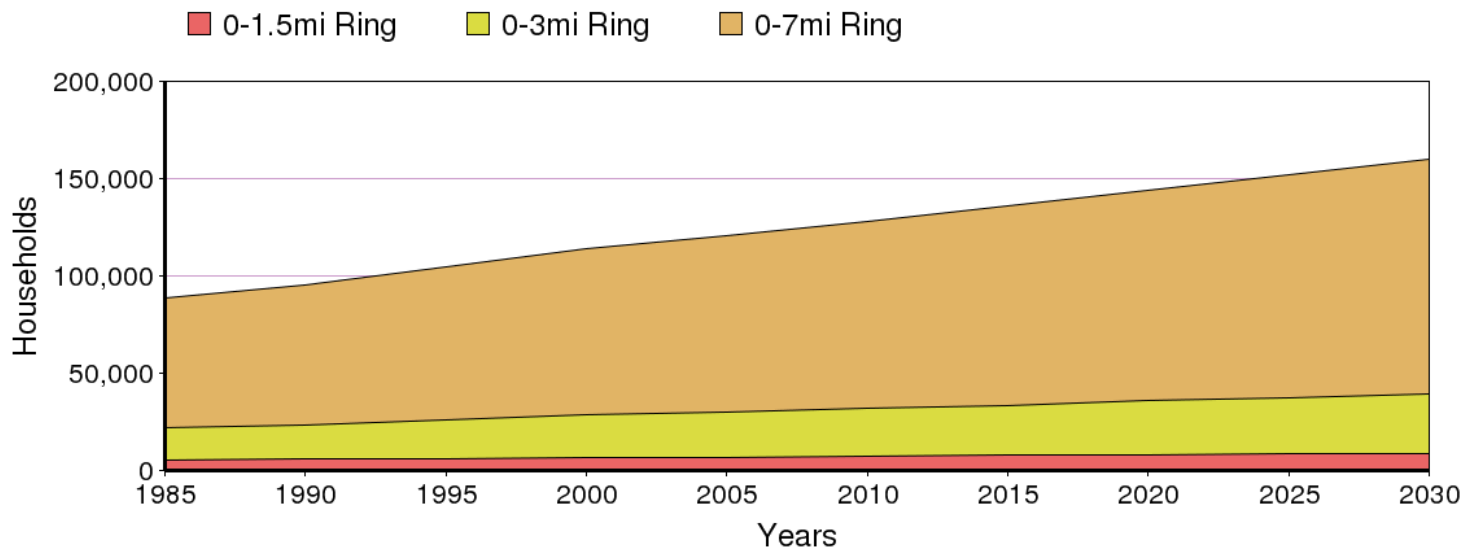
Legend: ■ 0-1.5mi Ring   ■ 0-3mi Ring   ■ 0-7mi Ring

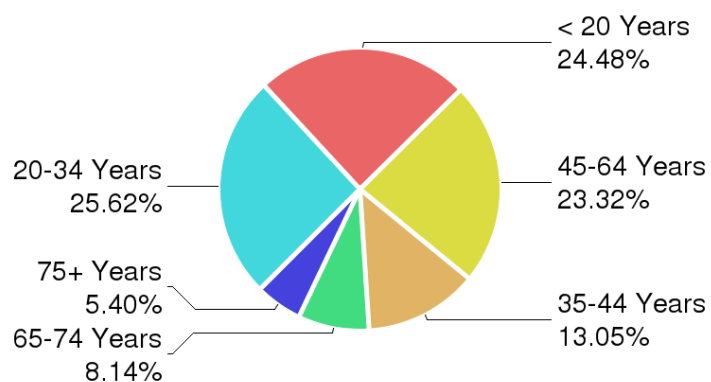Intercultural Institute for Contextual Ministry

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 24.48%
- 45-64 Years 23.32%
- 35-44 Years 13.05%
- 65-74 Years 8.14%
- 75+ Years 5.40%
- 20-34 Years 25.62%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.92%	5.61%	94.76
4-5 Years	2.61%	2.51%	96.17
6-8 Years	4.04%	3.88%	96.04
9-11 Years	3.71%	3.67%	98.92
12-13 Years	2.45%	2.46%	100.41
14-17 Years	4.71%	4.29%	91.08
18-19 Years	2.33%	2.06%	88.41
0-5 Years	8.53%	8.12%	95.19
6-12 Years	9%	8.8%	97.78
13-19 Years	8.23%	7.56%	91.86
< 20 Years	25.76%	24.48%	95.03
20-34 Years	26.18%	25.63%	97.9
35-44 Years	13.4%	13.05%	97.39
45-64 Years	22.92%	23.32%	101.75
65-74 Years	6.63%	8.14%	122.78
75+ Years	5.14%	5.4%	105.06
Median Age	37	37	101.66
Median Age (Male)	35	35	99.97
Median Age (Female)	38	40	105.25

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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
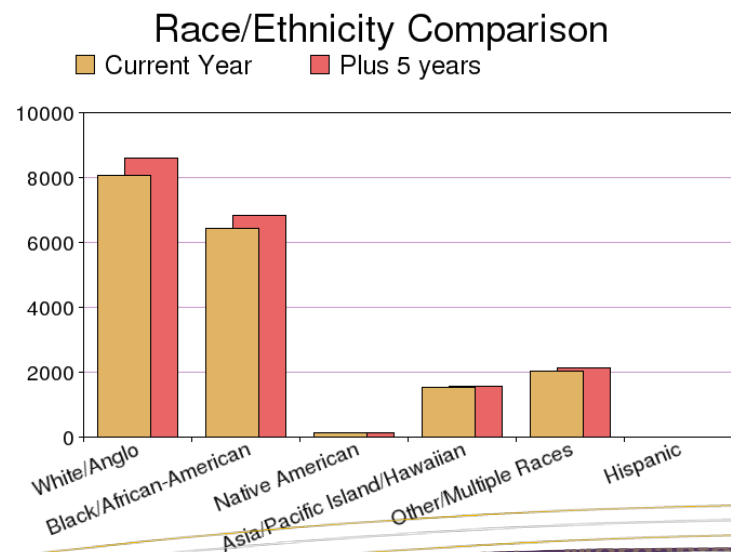
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	44.42%	44.7%	100.64
Black, African-American	35.41%	35.46%	100.15
Native American	0.65%	0.68%	105.39
Asian	8.27%	8.03%	97.14
Pacific Island, Hawaiian	0.11%	0.12%	112.95
Other/Multiple Races	11.15%	11%	98.6
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,915	13,018	
Less than 9th Grade	6.9%	6.31%	91.42
No High School Diploma	9.05%	7.61%	84.14
High School Graduate	29.93%	31.23%	104.33
Some College, no degree	22.28%	21.55%	96.7
Associate Degree	7.56%	8.03%	106.16
College Degree	18.11%	18.48%	102.05
Graduate/Prof. degree	6.17%	6.8%	110.21

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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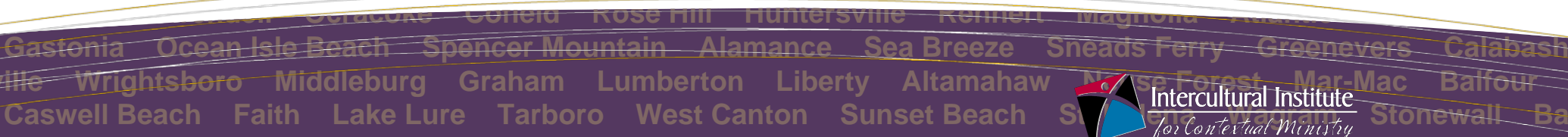 projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 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	8.6%	8.57%	99.64
$10,000 to $19,999	14.55%	14.66%	100.7
$20,000 to $29,999	14.65%	14.29%	97.58
$30,000 to $49,999	25.21%	24.08%	95.5
$50,000 to $59,999	7.37%	7.19%	97.57
$60,000 to $69,999	9.78%	10.18%	104.13
$70,000 to $79,999	5.15%	5.25%	99.8
$80,000 to $89,999	2.73%	2.84%	99.54
$90,000 to $99,999	1.95%	1.93%	99.27
$100,000 to $249,999	4.79%	5.31%	110.91
$125,000 to $149,999	1.12%	1.2%	106.78
$150,000 to $199,999	2.72%	3.12%	114.73
$200,000 to $249,999	0.54%	0.52%	95.3
$250,000 or more	0.77%	0.82%	107
Median Household	39,731	40,436	101.77
Average Household	55,812	58,193	104.27
Per Capita Household	22,766	23,448	103
Family/Non-Family Household Income			
Median Family Income	51,787	53,925	104.13
Average Family Income	67,904	72,164	106.27
Median Non-Family Income	27,391	27,972	102.12
Average Non-Family Income	35,764	36,650	102.48

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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	58.19%	56.99%	97.93
Families with Children	30.66	30.1	98.15
Families without Children	27.53	27.76	100.87
Non-Family Households			
% Non-Family Households	41.81%	43.01%	102.88
Non-Families with Children	0.23	0.13	102.88
Non-Families without Children	41.58	42.88	103.14
Housing Units			
Total Housing Units	8,262	8,673	104.97%
Vacant percent	10.52%	10.55%	100.3
Owned percent	47.16%	47.28%	100.27
Rented Percent	42.33%	42.17%	99.62
Households by Size			
Avg household size	2.43	2.46	101.23%
Avg family hh size	3.21	3.34	104.05%
Avg non-family hh size	1.35	1.30	96.3%
Households By Count of Persons			
One	2,487	2,743	110.29%
Two	2,165	2,063	95.29%
Three or Four	2,059	2,164	105.1%
Five+	681	788	115.71%

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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	2,551	4,847	8,081
Northern Europe	28	345	498
Western Europe	86	182	371
Southern Europe	16	21	132
Eastern Europe	73	152	358
Other Europe	0	0	0
Eastern Asia	57	169	816
So. Central Asia	85	378	726
SE Asia	669	1,094	627
Western Asia	38	92	112
Other Asia	16	32	17

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	19	281	311
Middle Africa	32	0	8
Northern Africa	32	92	388
Southern Africa	0	9	57
Western Africa	205	154	520
Other Africa	54	88	36
Oceania	0	37	40
Caribbean	68	112	274
Central Amer.	951	1,229	2,194
South America	73	215	307
North America	49	165	289
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	12,331	30,964	130,350
Spanish	1,445	2,480	5,318
Other Indo-Euro language	470	1,510	3,105
French (incl. Patois, Cajun)	196	515	1,048
French Creole	7	0	48
Italian	27	36	154
Portuguese	0	12	69
German	90	97	538
Yiddish	0	1	37
Other West Germanic	8	50	47
A Scandinavian Language	0	279	70
Greek	0	0	108
Russian	0	13	70
Polish	0	17	55
Serbo-Croatian	62	76	72
Other Slavic Language	0	12	88
Armenian	0	0	0
Persian	0	22	66
Gujarathi	11	85	143
Hindi	0	144	59
Urdu	10	63	54

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	5	15	48
Asian/PI languages	0	0	0
Chinese	7	97	399
Japanese	5	44	90
Korean	37	161	495
Mon-Khmer, Cambodian	204	142	69
Miao, Hmong	54	0	48
Thai	17	28	27
Laotian	128	106	9
Vietnamese	323	633	275
Other Asian	0	18	112
Tagalog	36	40	109
Other Pacific Is	0	94	30
Other languages	246	589	1,051
Navajo	0	0	0
Other Native N. American	0	5	9
Hungarian	0	0	13
Arabic	81	179	446
Hebrew	0	17	51
African languages	159	364	505
Other unspecified	6	24	27

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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	13,384	32,215	119,320
Arab	86	258	555
Armenian	0	0	22
Austrian	13	34	213
British	25	158	832
Canadian	26	139	261
Croatian	3	6	69
Czech	2	52	147
Czechoslovak	0	8	118
Danish	14	51	127
Dutch	67	306	1,086
English	1,095	2,718	13,025
European	69	387	1,723
Finnish	0	66	61
French (not Basque)	65	476	1,533
French Canadian	19	98	456
German	729	2,484	9,942
Greek	16	88	438
Hungarian	10	70	254
Iranian	3	38	43

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	502	1,751	7,225
Italian	183	711	3,358
Lithuanian	0	11	61
Norwegian	19	230	601
Polish	86	404	1,450
Portuguese	43	3	100
Romanian	0	0	53
Russian	28	81	602
Scandinavian	0	13	107
Scotch-Irish	242	994	5,368
Scottish	216	583	2,747
Slovak	0	48	125
Subsaharan African	418	982	2,333
Swedish	29	439	680
Swiss	28	25	246
Ukrainian	0	0	123
US/American	1,369	4,013	12,308
Welsh	26	46	520
West Indian	52	127	389
Yugoslavian	62	50	88
Other	7,839	14,268	49,931

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?

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# Using the Demographic Indicators

Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Unreached Households by Lifestyle Segment

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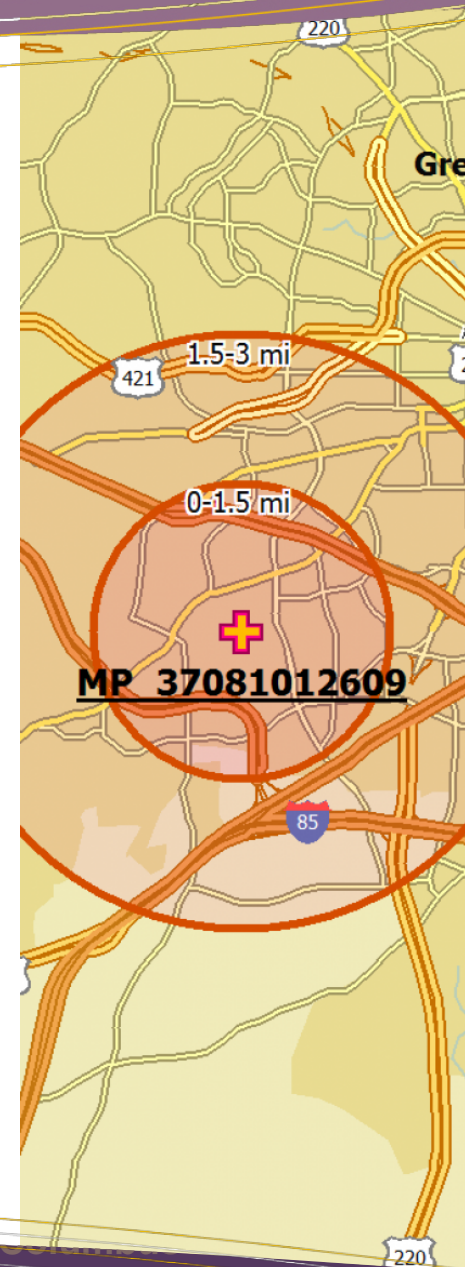
Unreached Households by Lifestyle Segment

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	7,393	100%	5,228	100%
AFFLUENT SUBURBIA	266	3.6%	194	3.71%
America's Wealthiest	81	1.1%	65	1.24%
Dream Weavers	7	0.09%	5	0.1%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	177	2.39%	123	2.35%
New Suburbia Fam.	1	0.01%	1	0.02%
UPSCALE AMERICA	338	4.57%	234	4.48%
Status Conscious Consumers	29	0.39%	20	0.38%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	220	2.98%	148	2.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	78	1.06%	58	1.11%
Successful Urban Sprawl	11	0.15%	8	0.15%
SM TWN SUCCESS	135	1.83%	101	1.93%
Successful Urban Sprawl	39	0.53%	8	0.15%
2nd City Homebodies	32	0.43%	28	0.54%
Prime Middle America	0	0%	21	0.4%
Urban Optimists	0	0%	0	0%
Family Convenience	64	0.87%	0	0%
Mid-Market Enterprise	0	0%	44	0.84%

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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	7,393	100%	5,228	100%
BLUE COLLAR BACKBONE	115	1.56%	74	1.42%
Nuevo Hispanic Fam.	50	0.68%	35	0.67%
Working Rural Suburbia	65	0.88%	39	0.75%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	270	3.65%	177	3.39%
Ethnic Urban Mix	49	0.66%	35	0.67%
Urban Blues	134	1.81%	86	1.64%
Professional Urbanites	6	0.08%	4	0.08%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	81	1.1%	52	0.99%
Mature America	0	0%	0	0%
METRO FRINGE	2,434	32.92%	1,663	31.81%
Steadfast Conservative	1,617	21.87%	1,108	21.19%
Moderate Conventionalists	625	8.45%	420	8.03%
Southern Blues	192	2.6%	135	2.58%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	7,393	100%	5,228	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	2,407	32.56%	1,779	34.03%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2,272	30.73%	1,683	32.19%
Stable Careers	121	1.64%	87	1.66%
Aspiring Hispania	14	0.19%	9	0.17%
RURAL VILLAGES & FARMS	8	0.11%	14	0.27%
Aspiring Hispania	0	0%	9	0.17%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	8	0.11%	0	0%
Small Town Connections	0	0%	5	0.1%
Hinterland Fam.	0	0%	0	0%

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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	7,393	100%	5,228	100%
STRUGGLING SOCIETIES	571	7.72%	388	7.42%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	492	6.65%	334	6.39%
Struggling city Centers	79	1.07%	54	1.03%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	849	11.48%	604	11.55%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	617	8.35%	432	8.26%
Urban Diversity	52	0.7%	37	0.71%
New Generation Activists	27	0.37%	18	0.34%
Getting By	153	2.07%	117	2.24%
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%

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).
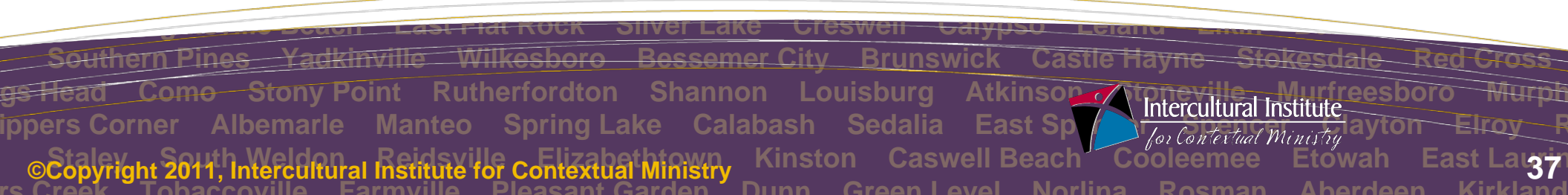
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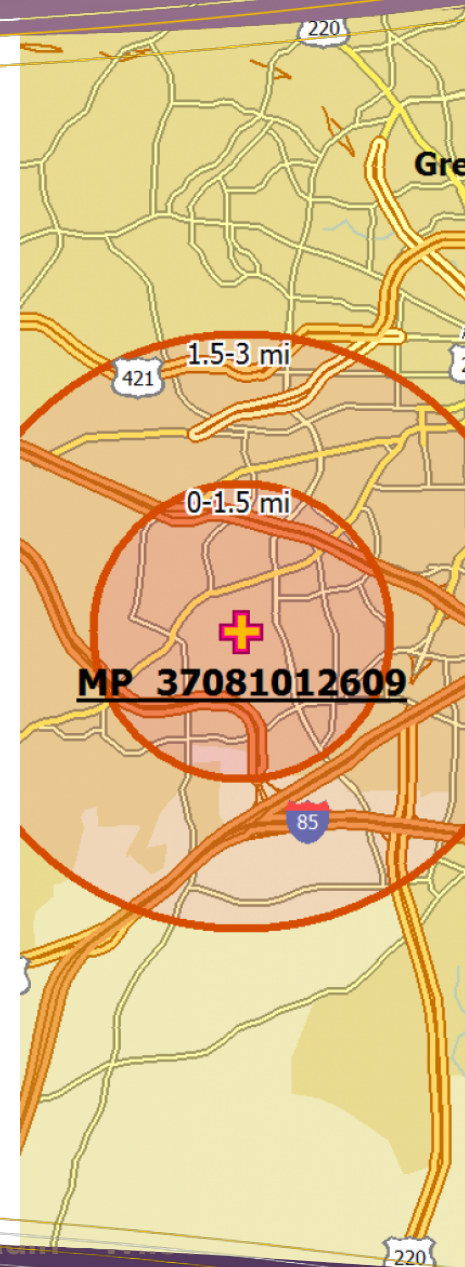
Potential Cultural Bridges

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	72%	75%	76%
Use Comp. for Internet/E-mail	52%	56%	59%
Internet Use: E-Mail	43%	48%	51%
Use Comp. for Comp. Games	34%	36%	37%
Use Comp. for Word Processing	33%	36%	39%
Use Comp. for Education	30%	32%	33%
Use Comp. for Shopping	28%	32%	35%
HH Owns DVD Player	26%	29%	30%
Use Comp. for Banking	26%	30%	32%
Use Comp. for Digital Camera Photo Editing	25%	28%	32%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	24%	27%	29%
Internet Use: Banking	21%	25%	27%
Use Comp. for News/Info./Data Service	21%	23%	25%
PC-Network-HH Has One	17%	19%	20%
Use Comp. for Personal Financial Mngmnt	12%	14%	16%
Internet Use: Research/ Education	12%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	11%	13%	14%
Use Comp. for Filing/DB Mngmnt	11%	12%	13%
Internet Use: Read Magazines/ Newspapers	11%	12%	12%
Use Comp. for Accounting	10%	12%	14%

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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	67%	68%	69%
Reading Books	52%	54%	56%
Dining Out (Not Fast Food)	51%	53%	57%
Card Games	40%	41%	41%
Cooking for Fun	36%	37%	38%
Go To A Beach/Lake	32%	33%	36%
Board Games	31%	31%	31%
Gardening	29%	29%	30%
Visit Museum	19%	20%	22%
Going To Bars/Nightclubs/Dancing	19%	20%	21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	67%	67%	66%
Gen./Fam. Practitioner	37%	38%	38%
Dentist	26%	27%	29%
Backache	22%	22%	21%
Hypertension/High Blood Pressure	21%	20%	19%
Eye Dr.	21%	21%	21%
None Of These	19%	21%	21%
High Cholesterol	19%	18%	18%
Any Arthritis	15%	14%	14%
Acid Reflux Disease (GERD)	15%	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	26.79%	28.55%	30.92%
Live Theater	18.7%	20.33%	23.32%
Rock/Pop Concerts Most Often	15.59%	16.48%	17.61%
Live Theater Most Often	14.91%	16.19%	18.79%
Comedy Club	9.99%	10.28%	10.43%
Dance Performance	9.45%	9.93%	10.47%
Movies: Action/Adventure	38.3%	40.04%	39.99%
Movies: Comedy	37.71%	40.47%	41.14%
Movies: Fam.	20.65%	21.63%	20.74%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Drama	20.47%	21.59%	23.14%
Movies: Romantic Comedy	19.35%	20.69%	21.89%
Movies: Mystery	17.25%	17.67%	18.55%
MLB Baseball Reg. Season	6.06%	7.32%	8.74%
NFL Football Reg. Season	5.84%	6.66%	7.25%
College Football Reg. Season	5.2%	6.14%	7.03%
NBA Basketball Reg. Season	3.41%	3.97%	4.34%
College Basketball Reg. Season	3.13%	4.1%	5.02%
Auto Racing Events	2.37%	2.58%	2.65%

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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	39.06%	40.69%	41.53%
Swimming	27.28%	29.72%	32.1%
Bowling	21.01%	21.94%	21.99%
Billiards/Pool	18.56%	18.99%	19.32%
Basketball	17%	17.02%	16.45%
Jogging/Running	16.22%	16.82%	17.52%
Freshwater Fishing	15.7%	14.72%	14.53%
Weight Training	14.88%	16.12%	17.19%
Baseball	12.74%	12.33%	11.48%
Using Cardio Machine	12.69%	14.27%	15.21%
Camping Trips	12.26%	12.04%	12.04%
Football	11.85%	11.49%	11.01%
Stationary Cycling	11.58%	12.18%	12.77%
Golf	10.96%	12.49%	14.02%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	10.76%	11.28%	11.46%
Mountain/Road Biking	10.75%	11.73%	13.06%
Volleyball	9.32%	9.28%	8.47%
Soccer	9.07%	8.59%	8.03%
Backpacking/Hiking	8.76%	9.08%	9.8%
Softball	8.27%	8.13%	7.81%
Hunting	7.56%	6.95%	6.48%
Target Shooting	7.47%	7.16%	7.06%
Yoga	7.38%	7.63%	8.11%
Saltwater Fishing	7.26%	6.94%	6.85%
Tennis	6.8%	7.58%	8.14%
Roller Skating	6.46%	6.5%	6.16%
Power Boating	6.16%	6.52%	7.05%
Canoeing/Kayaking	6.15%	6.02%	6.11%

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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
Motorcycling	5.43%	5.34%	5.19%
Ice Skating	5.29%	5.51%	5.58%
Horseback Riding	4.87%	4.7%	4.86%
Downhill & X-Country Skiing	4.76%	5.13%	5.15%
Racquetball	4.43%	4.39%	4.11%
Fly Fishing	4.41%	4.09%	3.94%
Hockey	4.26%	4.09%	3.69%
Jet Skiing	4.09%	4.65%	4.77%
Snorkeling	4%	4.68%	5.02%
Water Skiing	3.95%	4.36%	4.23%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Skateboarding	3.9%	3.65%	3.2%
Archery	3.86%	3.47%	3.39%
Martial Arts	3.63%	3.74%	3.59%
Snowboarding	3.6%	3.59%	3.6%
Rock Climbing	3.5%	3.49%	3.65%
Snowmobiling	3.29%	3.26%	3.13%
Auto Racing	3.11%	2.81%	2.77%
Surfing & Windsurfing	3.04%	3%	2.83%
Rowing	2.91%	2.76%	2.6%
Sailing	2.88%	3.13%	3.32%

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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.

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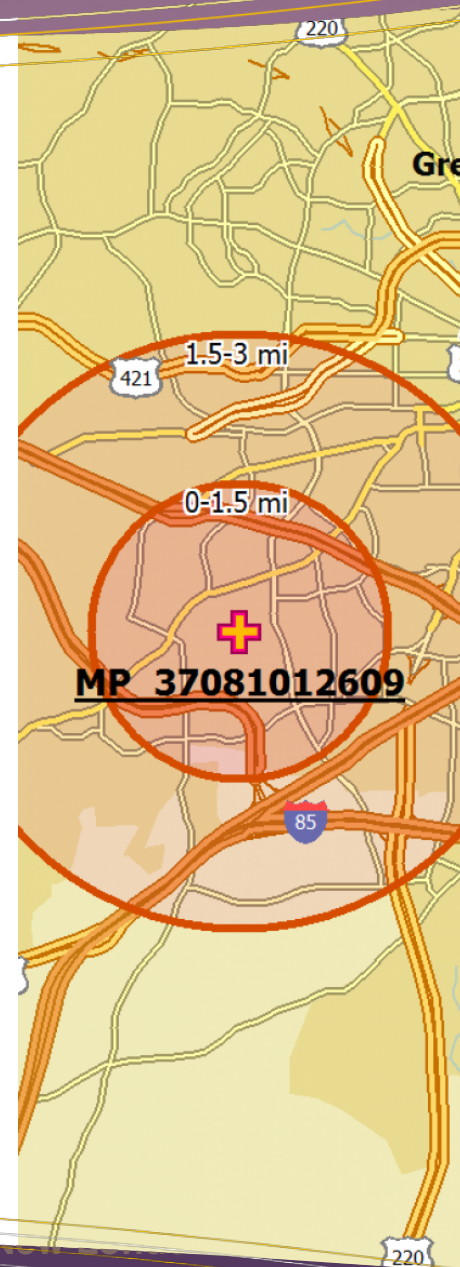
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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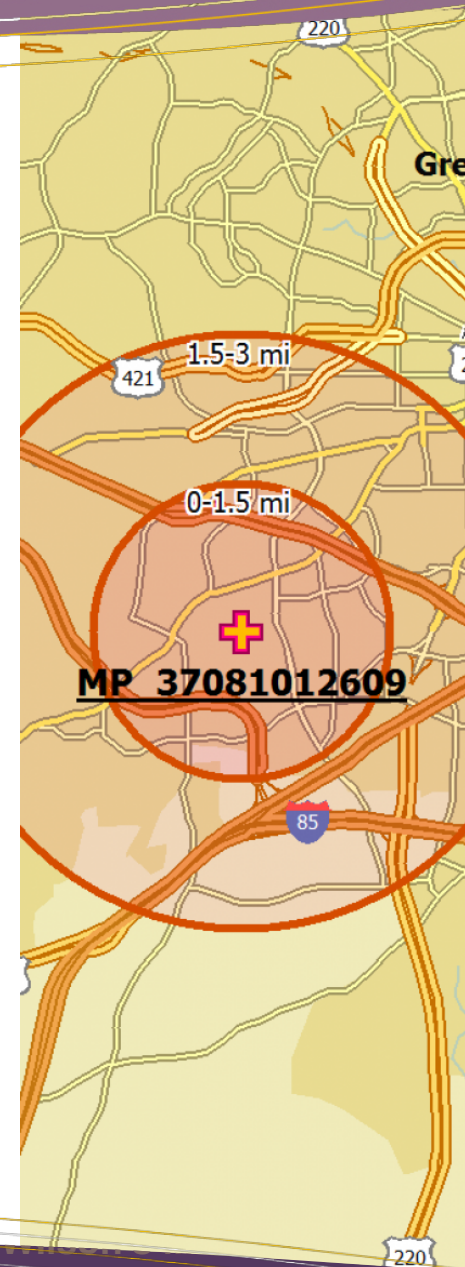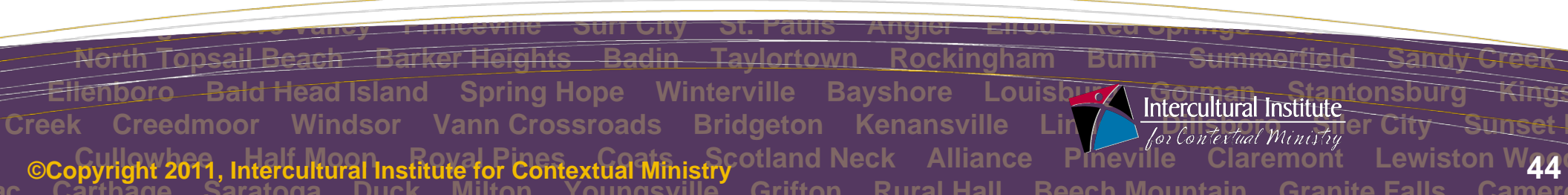
Potential Cultural Barriers:

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

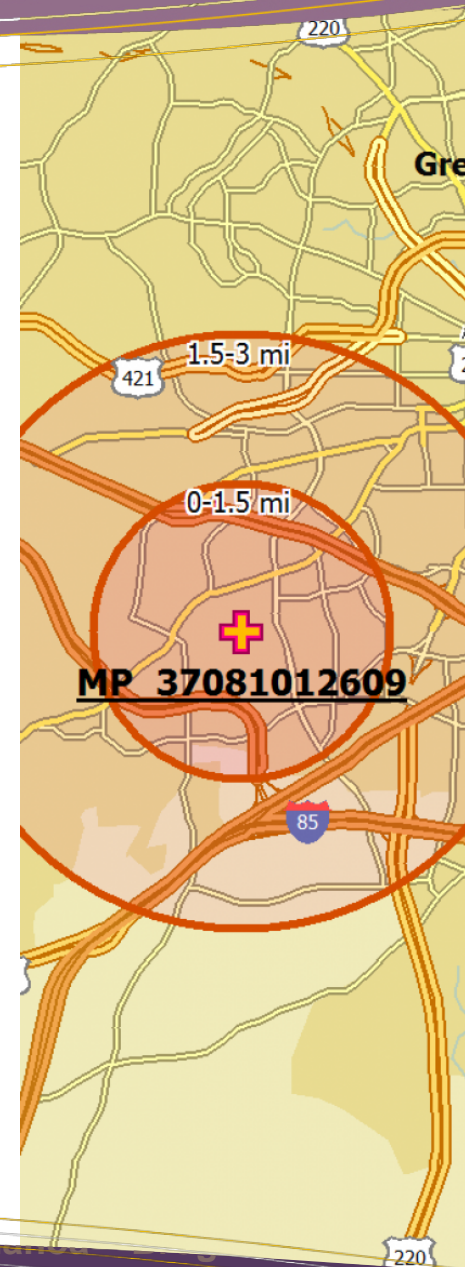| BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	51%	51%	50%
Speak My Mind Even If It Upsets People	37%	37%	36%
Like Control Over People And Resources	37%	36%	34%
Find It Difficult To Say No To My Kids	36%	38%	38%
Woman's Place Is In The Home	35%	34%	33%
Prefer To Have Few Possessions As Possible	33%	35%	36%
Don't Judge People/Way They Live Life	29%	29%	30%
Like To Do Unconventional Things	28%	27%	26%
Too Much Sponsorship In Arts/Sports	28%	26%	24%
If Won Lottery Would Never Work Again	27%	27%	28%
Money Is Best Measure Of Success	26%	25%	26%
Friends More Important Than My Fam.	25%	25%	26%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	21%	21%	20%
Marijuana Should Be Legalized	21%	21%	21%
Like to Stand Out In A Crowd	20%	20%	20%
Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Only Work Current Job for The Money	16%	15%	14%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	15%	15%	15%
Happy With My Standard Of Living	13%	14%	15%
Indulge My Kids With The Little Extras	11%	10%	9%
On Whole People Get What They Deserve	10%	11%	11%
I Am A Perfectionist	10%	9%	9%
More Important Do Duty Than Enjoy Life	9%	8%	7%

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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.
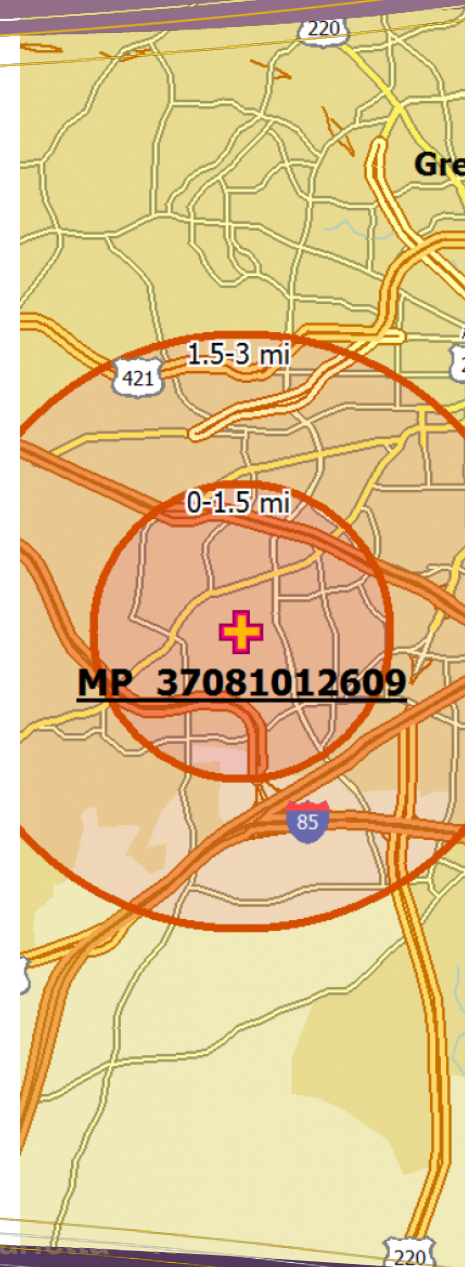
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	57%	61%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	38%	39%
Prefer Work Part Of Team Than Alone	36%	36%	35%
Important Feel Respected By My Peers	34%	34%	33%
Prefer To Have Few Possessions As Possible	33%	35%	36%
Important To Juggle Various Tasks	33%	32%	31%
Good At Fixing Things	30%	29%	29%
Have Keen Sense Of Adventure	27%	27%	28%
People Have To Take Me As They Find Me	23%	24%	24%
Like To Just Enjoy Life	22%	22%	22%
Consider Myself Interested In The Arts	20%	20%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	19%	18%	16%
Worried About Pollution Caused By Cars	18%	20%	21%
Real Men Don't Cry	18%	17%	17%
Provide My Kids With The Little Extras	17%	16%	15%
Try Not To Worry About The Future	15%	16%	15%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	12%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Like Spending Most Time With Fam.	7%	6%	5%
Feel Very Alone In The World	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

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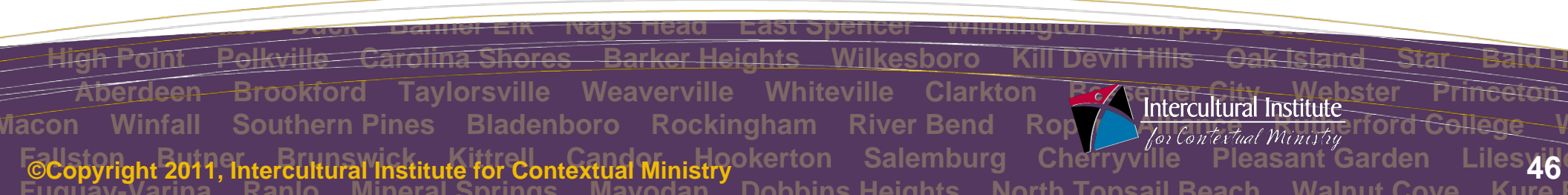
Potential Shared Places

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
Fast Food/Drive-In Restaurant-Visit Any	85.56%	85.92%	84.33%
Fam. Restaurants/Steak Houses-Visit Any	79.25%	80.8%	80.38%
McDonald's	54.7%	55.32%	54.83%
Burger King	40.44%	39.51%	37.08%
Kentucky Fried Chicken (KFC)	31.59%	31.5%	29.14%
Wendy's	30.15%	31.37%	30.37%
Subway	29.67%	30.42%	30.2%
Taco Bell	27.56%	27.83%	26.92%
Applebee's	27.35%	28.71%	29.25%
Pizza Hut	24.05%	23.43%	21.27%
Arby's	20.86%	21.76%	21.22%
Olive Garden	18.69%	20.08%	20.92%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	18.21%	18.49%	17.33%
Domino's Pizza	17.02%	16.46%	15.21%
Dairy Queen	16.77%	16.35%	15.67%
IHOP (International House Of Pancakes)	15.9%	15.84%	15.45%
Chick-Fil-A	14.47%	15.58%	14.88%
Golden Corral	13.98%	13.29%	11.49%
Sonic	13.59%	14.02%	12.93%
TGI Friday's	13.33%	14.71%	14.67%
Outback Steakhouse	13.04%	14.71%	15.61%
Denny's	12.99%	12.39%	11.9%
Popeyes	12.68%	12.75%	11.12%
Cracker Barrel	12.56%	13.42%	13.75%

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!

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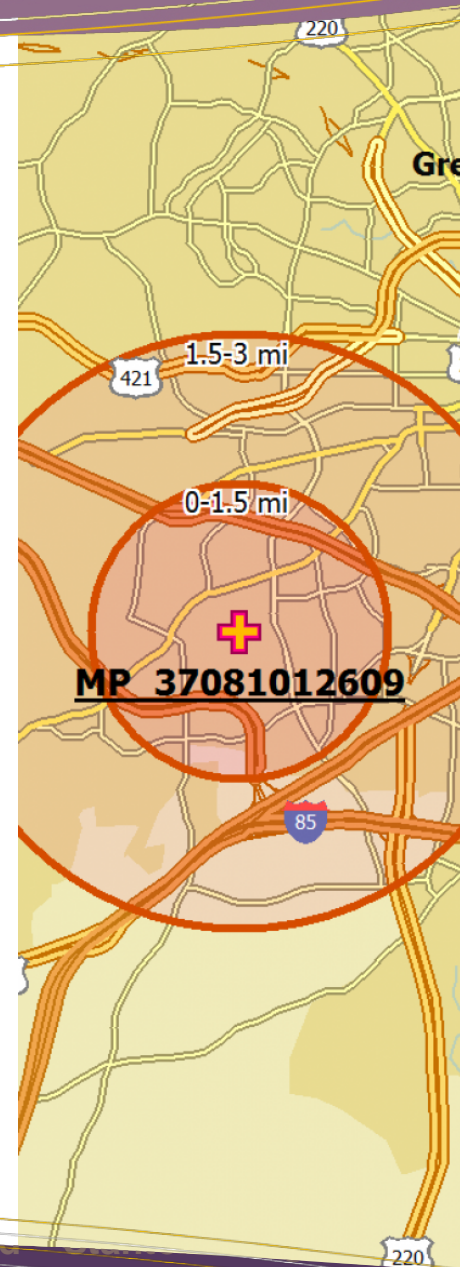
Potential Shared Projects

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.
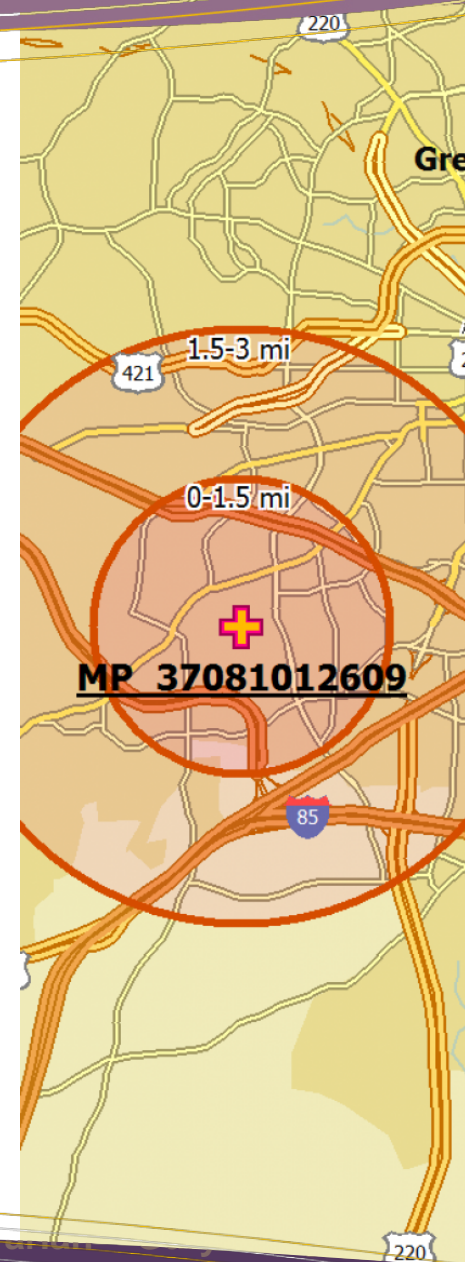
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	44.44%	45.96%	46.74%
Recycled products	31.17%	32.81%	34.39%
Worked as volunteer (non political)	13.86%	15.36%	16.76%
Engaged in fund raising	11.13%	11.54%	11.96%
Religious club member	7.94%	8.2%	8.01%
Church Board	6.21%	6.31%	5.69%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Union member	5.51%	5.5%	5.26%
Wrote to editor of mag or newspaper	5.06%	5.39%	5.84%
Wrote to elected offcl about publ bus	5.03%	5.49%	6.12%
Took active part in local civic issue	4.9%	5.14%	5.42%
Charitable Organization	4.88%	5.03%	5.49%
Fraternal order member	4.44%	4.55%	4.55%

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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.

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	15.33%	16.59%	17.99%
Children's Books	12.69%	13.41%	13.85%
Religious (not Bibles)	9.79%	9.85%	9.45%
Mystery	9.51%	10.29%	11.73%
Cookbooks	9.32%	9.72%	10.47%
Personal/Business Self-help	6.61%	7.31%	7.64%
Biography	6.56%	6.88%	7.23%
Romance	6.41%	6.72%	7.09%
History	6.29%	6.54%	7.09%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	67.18%	68.58%	69.52%
Gen. Editorial	49.92%	50.53%	50.02%
Womens	45.13%	45.71%	44.69%
Service	30.75%	32.11%	33.73%
Mens	19.55%	20.04%	19.75%
Business/Finance	19.06%	20.72%	21.14%
Music	16.24%	16.18%	15.14%
Sports	14.99%	15.61%	16.27%
Health	13.89%	13.89%	13.55%

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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	50.56%	52.28%	53.74%
Classified	31.79%	31.38%	31.72%
Sport	30.78%	31.44%	32.16%
Editorial Page	26.92%	27.79%	28.8%
Business/Finance	26.04%	27.99%	29.87%
Movie Listings & Reviews	24.97%	25.89%	26.74%
Comics	24.35%	24.51%	25.58%
Food/Cooking	23.28%	24.06%	24.82%
TV/Radio Listings	22.54%	22.76%	23.07%
Home/Gardening	19.97%	20.61%	21.03%
Travel	18.3%	19.57%	20.49%
Science/Technology	16.24%	17.27%	18%
Fashion	15.71%	16.17%	16.09%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	28.39%	27.66%	23.97%
CHR Contemp Hit Radio	20.09%	19.43%	18.81%
Country	13.46%	13.64%	14.62%
Adult Contemporary	13.29%	14.37%	15.97%
Variety	11.2%	10.84%	10.03%
Oldies	10.57%	10.37%	10.71%
Jazz	9.65%	9.86%	8.1%
Rock	9.46%	9.76%	10.75%
News/Talk	8.83%	10.45%	12.14%
All News	7.19%	7.29%	7.25%
Hispanic	7.02%	4.83%	3.58%
Classic Rock	6.72%	7.45%	8.72%
Alternative	6.61%	8.05%	9.32%
Religious	6.23%	6.42%	6.24%
Soft Contemporary	5.83%	6.37%	6.82%
Gospel	5.04%	5.05%	4.39%
All Talk	3.91%	4.21%	4.67%
Sports	3.53%	4.13%	4.57%

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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	62.42%	63.19%	63.32%
Satellite Dish	50.48%	52.28%	51.65%
Soapnet	49.27%	50.92%	51.33%
Other Video-On-Demand	41.57%	41.65%	40.91%
Sci-Fi Channel	36%	36.25%	35.49%
MSNBC	33.37%	33.46%	33.36%
Adult Pay Per View TV	31.89%	32.41%	31.23%
Subscribe Digital Cable	30.91%	31.66%	30.72%
Comedy Central	28.15%	30.92%	34.53%
TV Info From Sunday TV Magazine	27.52%	28.33%	28.76%
Nickelodeon	26.88%	27.37%	27.2%
TV Info From Newspapers	25.27%	26.47%	26.55%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Nick At Nite	24.76%	25.24%	24.55%
Hallmark Channel	24.25%	25.11%	25.99%
TCM (Turner Classic Movies)	23.89%	24.93%	25.4%
ABC Fam.	23.24%	24.87%	26.65%
Adult Swim	23%	24.35%	25.66%
The Golf Channel	22.89%	23.5%	24.49%
BET (Black Entertainment TV)	22.78%	23.78%	25%
USA Network	22.24%	23.24%	23.98%
TV Info From Monthly Cable Guide	21.78%	22.91%	23.62%
Lifetime	21.65%	22.36%	21.65%
ESPN2	21.59%	23%	25.03%
TV Info From Other	20.39%	21.09%	21.56%

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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.
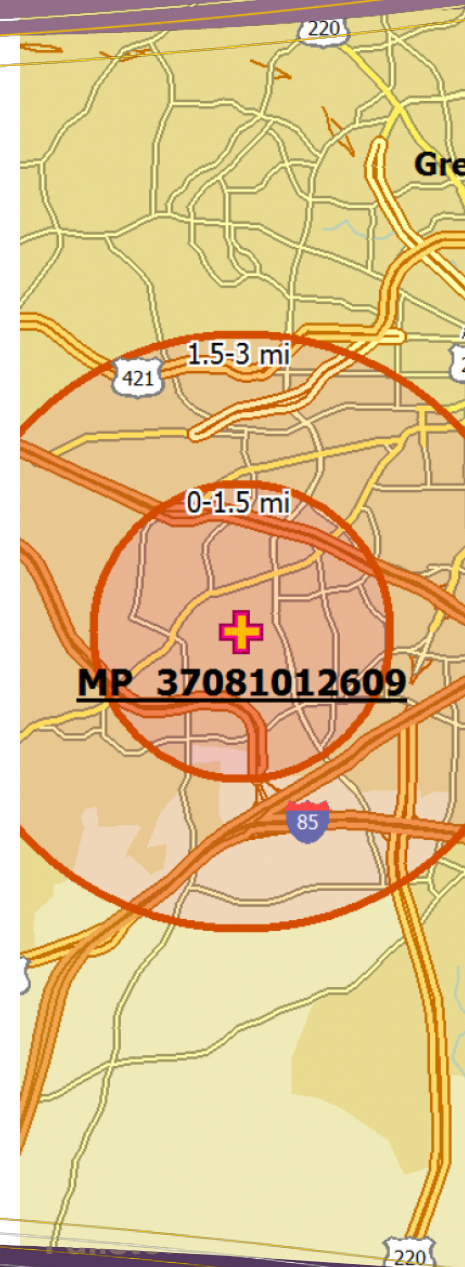
Potential Print Media Usage:

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+)	17.31%	18.81%	20.55%
Medium Users (4-6)	9.62%	10.07%	10.51%
Light Users (1-3)	20.63%	20.5%	20.66%
Quintiles (20%)			
Newspaper I (Heavy)	1.6%	1.35%	1.19%
Newspaper II	1.91%	1.76%	1.64%
Newspaper III	1.98%	2.2%	2.36%
Newspaper IV	0.4%	0.35%	0.32%
Newspaper V (Light)	0.73%	0.87%	0.88%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.28%	20.71%	20.55%
Magazines II	9.73%	9.68%	9.19%
Magazines III	9.98%	10.1%	10.27%
Magazines IV	13.29%	13.22%	12.26%
Magazines V (Light)	0.95%	0.99%	0.86%
Outdoor I (Heavy)	9.18%	8.55%	7.87%
Outdoor II	4.53%	4.24%	3.53%
Outdoor III	4.79%	4.51%	4.19%
Outdoor IV	16.87%	16.46%	15.93%
Outdoor V (Light)	24.06%	23.79%	23.83%
Yellow Pages I (Heavy)	16.58%	15.62%	14.93%
Yellow Pages II	8.3%	7.9%	7.34%
Yellow Pages III	7.82%	7.55%	7.46%
Yellow Pages IV	23.89%	23.11%	22.21%
Yellow Pages V (Light)	4.77%	4.38%	3.95%

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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)	3.61%	3.21%	3.53%
Drive Time III (Medium)	0.99%	0.92%	0.86%
Radio IV & V (Light)	3.88%	3.42%	2.92%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.59%	10.06%	9.52%
Radio III (Medium)	4.26%	4.45%	4.56%
Radio IV & V (Light)	4.56%	4.19%	3.96%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.71%	14.4%	14.51%
Cable III (Medium)	4.67%	4.69%	4.87%
Cable IV & V (Light)	35.49%	35.45%	34.43%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.12%	3.91%	4.32%
Prime Time III (Medium)	1.42%	1.68%	1.63%
Prime Time IV & V (Light)	8.11%	8.38%	9.12%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	37.98%	38.91%	39.92%
Fringe III (Medium)	52.43%	52.06%	51.43%
Fringe IV (Light)	53.56%	53.74%	53.82%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.66%	15.12%	14.29%
All Day III (Medium)	24.08%	23.97%	23.4%
All Day IV (Light)	16.89%	17.03%	16.88%
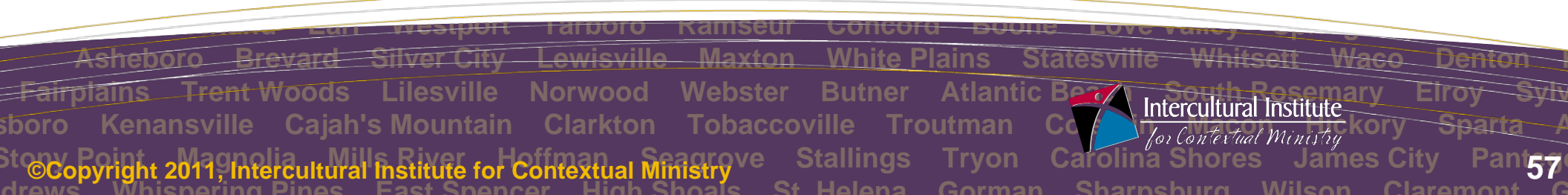
Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	11.86%	12.37%	12.36%
6:00am - 10:00am	15.97%	18.01%	19.08%
10:00am - 3:00pm	9.65%	10.29%	10.54%
3:00pm - 7:00pm	14.79%	15.32%	14.76%
7:00pm - Midnight	12.29%	13.48%	13.84%
Midnight - 6:00am	7.07%	7.19%	7.09%
Weekend Radio Listeners			
Dayparts [summary]	14.92%	15.51%	14.79%
6:00am - 10:00am	2.84%	3.48%	4.26%
10:00am-3:00pm	6.48%	7.06%	7.37%
3:00pm - 7:00pm	7%	7.5%	7.67%
7:00pm - Midnight	9.27%	9.6%	9.96%
Midnight - 6:00am	12.36%	13.01%	12.84%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.35%	7.57%	8.83%
Saturday: 8:00-11:00pm	8.76%	8.64%	8.82%
Sunday: 7:00-11:00pm	8.55%	9.43%	10.13%
9:00am-1:00pm	24.76%	25.24%	24.55%
9:00am-4:00pm	29.6%	29.81%	28.69%
4:00pm-7:00pm	31.45%	31.57%	30.98%
11:00pm-1:00am	42.96%	42.76%	42.01%
AVG Prime time Mon-Sun	4.5%	4.5%	3.98%

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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	16.16%	17.26%	17.96%
7-9am	21.59%	23%	25.03%
9am-12noon	19.31%	20.04%	19.57%
12noon-4pm	10.29%	9.78%	9.12%
4-6pm	50.2%	51.17%	51.52%
6-7pm	18.79%	18.45%	17.91%
7-7:30pm	3.03%	2.57%	2.08%
7:30-8pm	11.72%	11.51%	10.95%
8-11pm	6.35%	7.57%	8.83%
11pm-12am	33.37%	33.46%	33.36%
11pm-1am	42.96%	42.76%	42.01%
1-6am	33.1%	33.44%	33.2%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.87%	18%	19.56%
Sat: 10am-1pm	7.89%	8.45%	9.21%
Sat: 1-4pm	23.88%	24.98%	24.93%
Sat: 4-6pm	6.93%	7.2%	7.82%
Sat: 6-7pm	1.83%	1.94%	2.06%
Sat: 7-8pm	1.26%	1.29%	1.33%
Sat: 8-11pm	8.76%	8.64%	8.82%
Sat: 11pm-1am	6.49%	6.38%	6.3%
Sat: 1am-7pm	22.24%	23.24%	23.98%
Sun: 7-10am	3.05%	2.8%	2.41%
Sun: 10am-1pm	6.29%	6.24%	6.17%
Sun: 1-4pm	4.97%	5.45%	6.11%
Sun: 4-7pm	12.26%	12.73%	13.42%
Sun: 7-11pm	8.55%	9.43%	10.13%
Sun: 11pm-1am	5.19%	5.65%	5.56%
Sun: 1-7am	20.22%	21.46%	21.95%

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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.

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?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
*2nd Timothy 2:2*

Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

5 Types of Self-Identity, Communication & Relationships
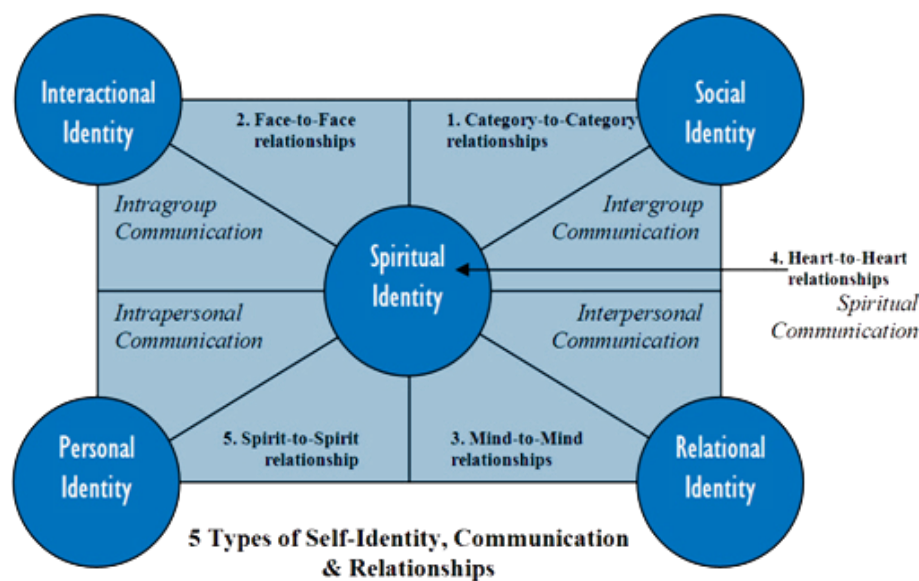
Your MissionSite and the Missional Suite

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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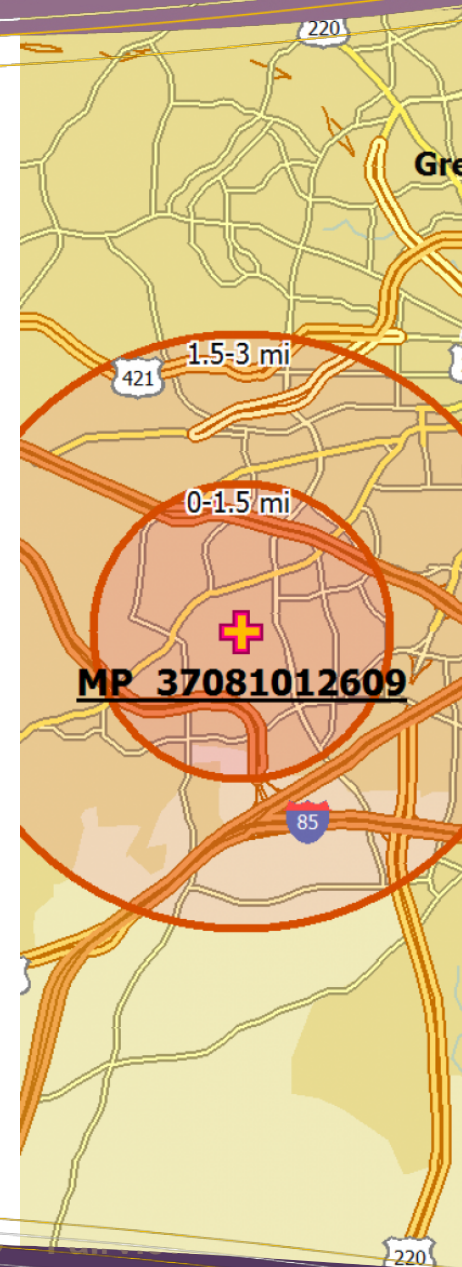
Notes and Sources

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.

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Rolling Roads - Greensboro	2800 Vanstory St Greensboro, NC 27407	1.02 mi	71	Plateauing
2	Pleasant Grove - Greensboro	3812 Groometown Rd Greensboro, NC 27407	1.13 mi	40	Declining
3	Pinecroft - Greensboro	2022 W Vandalia Rd Greensboro, NC 27407	1.20 mi	91	Declining
4	Crosspoint Church of Greensboro	1806 Merritt Dr Greensboro, NC 27407	1.44 mi	605	Declining
5	Whosoever Will	3116 Four Seasons Blvd Greensboro, NC 27406	1.69 mi	0	Insufficient Data
6	Groometown - Greensboro	4202A Groometown Rd Greensboro, NC 27407	1.75 mi	36	Declining
7	Montagnard Bunong Christian	2400 Old Chapman St Greensboro, NC 27403	2.42 mi	0	Insufficient Data
8	Amigos De Dios	1001 Greenhaven Dr Greensboro, NC 27406	2.42 mi	0	Insufficient Data
9	Southside - Greensboro	1001 Greenhaven Dr Greensboro, NC 27406	2.42 mi	226	Plateauing
10	Laotian Baptist Mission	2432 High Point Rd Greensboro, NC 27403	2.52 mi	0	Insufficient Data
11	Ethiopian Mission - Greensboro	2432 High Point Rd Greensboro, NC 27403	2.52 mi	15	Insufficient Data
12	Immanuel - Greensboro	2432 High Point Rd Greensboro, NC 27403	2.52 mi	118	Growing
13	Gate City - Jamestown	5250 Hilltop Rd Jamestown, NC 27282	2.63 mi	356	Declining
14	Gate City Cambodian Ministry	5250 Hilltop Rd Jamestown, NC 27282	2.63 mi	0	Insufficient Data
15	Sedgefield - Greensboro	6007 High Point Rd Greensboro, NC 27407	2.76 mi	84	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Asian American Outreach	4925 W Market St Greensboro, NC 27407	2.90 mi	0	Insufficient Data
17	New Bethel Christian Center	4010 Walker Ave Greensboro, NC 27403	2.96 mi	0	Insufficient Data
18	Lindley Park - Greensboro	4010 Walker Avenue Greensboro, NC 27403	2.96 mi	0	Insufficient Data
19	Florida Street - Greensboro	1403 W Florida St Greensboro, NC 27403	3.04 mi	39	Plateauing
20	Rocky Knoll - Greensboro	501 Kirkland St Greensboro, NC 27406	3.07 mi	144	Plateauing
21	Beautiful Gate	2427 New Orleans St Greensboro, NC 27406	3.25 mi	0	Insufficient Data
22	Sumner - Greensboro	4453 Old Randleman Rd Greensboro, NC 27406	3.38 mi	85	Declining
23	Awaken	4713 Kingswood Dr Greensboro, NC 27410	3.73 mi	21	Insufficient Data
24	College Park - Greensboro	1601 Walker Ave Greensboro, NC 27403	3.76 mi	0	Insufficient Data
25	Auto-Cross Mission	3524 S Elm Eugene St Greensboro, NC 27406	3.83 mi	0	Insufficient Data
26	Iglesia Bautista Hispana - Greensboro	2119 S Elm Eugene St Greensboro, NC 27406	4.05 mi	150	Insufficient Data
27	Guilford - Greensboro	5904 W Market St Greensboro, NC 27409	4.07 mi	212	Declining
28	Life Community Church - Jamestown	4900 W Wendover Ave Jamestown, NC 27282	4.09 mi	830	Plateauing
29	24/7 Christian	409 Overlook St Greensboro, NC 27403	4.12 mi	0	Insufficient Data
30	Encounter	3205 Northline Ave Greensboro, NC 27410	4.41 mi	30	Insufficient Data

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	South Elm - Greensboro	4212 S Elm Eugene St Greensboro, NC 27406	4.45 mi	400	Plateauing
32	Korean Mission - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	4.47 mi	48	Declining
33	Greensboro First - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	4.47 mi	300	Plateauing
34	Friendly Avenue Karen Church	4800 W Friendly Ave Greensboro, NC 27410	4.50 mi	0	Insufficient Data
35	Friendly Avenue - Greensboro	4800 W Friendly Ave Greensboro, NC 27410	4.50 mi	485	Plateauing
36	Jamestown First - Jamestown	306 Guilford Rd Jamestown, NC 27282	4.65 mi	76	Plateauing
37	Central Community - Greensboro	406 Prescott Greensboro, NC 27401	4.77 mi	40	Insufficient Data
38	Saint Paul Baptist Church - Inc.	1309 Larkin St Greensboro, NC 27406	4.80 mi	0	Insufficient Data
39	121 Church	707 Broad Ave Greensboro, NC 27406	4.86 mi	0	Insufficient Data
40	Word Fellowship Reformed Baptist	23 Oak Branch Greensboro, NC 27420	5.12 mi	0	Insufficient Data
41	Willomore - Greensboro	4720 Randleman Rd Greensboro, NC 27406	5.25 mi	220	Declining
42	Parkway - Greensboro	1411 Benjamin Pkwy Greensboro, NC 27408	5.28 mi	140	Declining
43	Parkwood - High	2107 Penny Rd High Point, NC 27265	5.54 mi	0	Insufficient Data
44	Shiloh Rock - Jamestown	104 Kearns St Jamestown, NC 27282	5.77 mi	0	Insufficient Data
45	Triad Community Fellowship	1203 Magnolia St Greensboro, NC 27401	5.80 mi	0	Insufficient Data

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