MissionSite
top unreached locations

SALISBURY, NC

CENSUS TRACT: 37159050400
REGION: Region 5: Piedmont Triad
COUNTY: Rowan
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

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MissionSite (TM)
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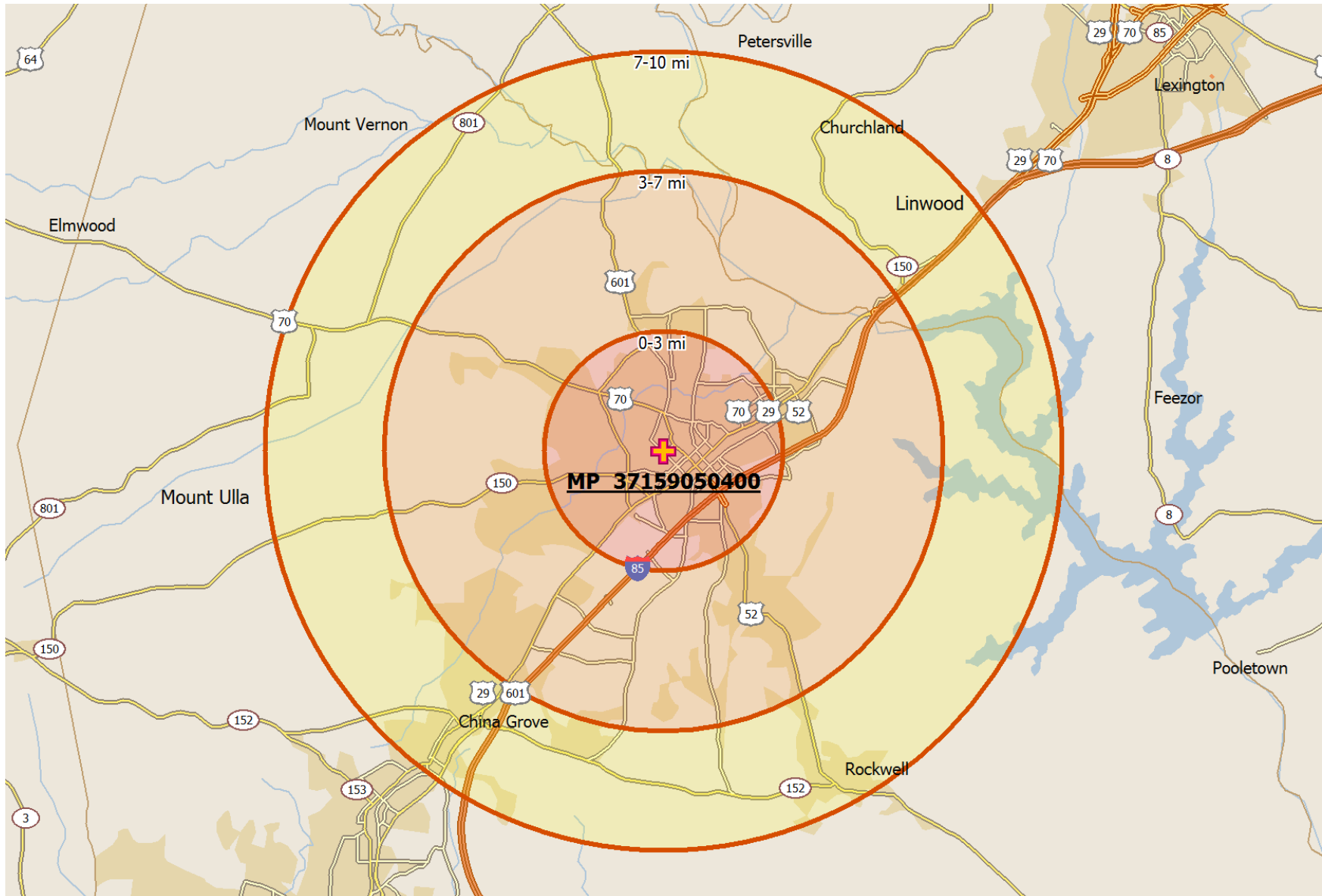
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37159	Rowan
4	Zipcode	28144	Rowan
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000
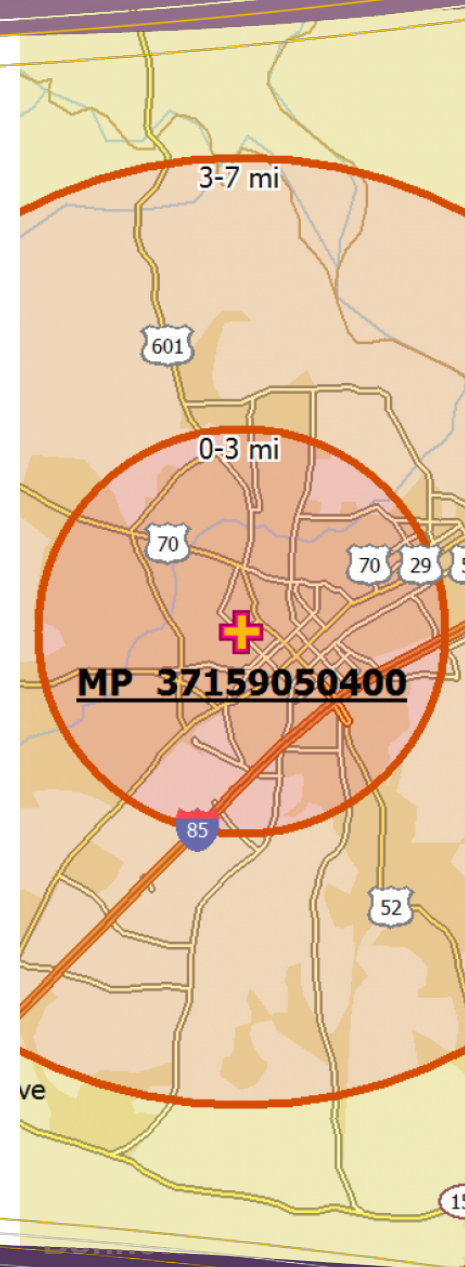
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Site Location Summary - Map of the Site Location

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	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	23	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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	33,551	37,519	33,609
2010 Households	12,978	13,911	12,684
2010 Group Quarters Population	3,127	1,156	216

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	38	30	33
Language Diversity National Index	33	34	19
Foreign Born Diversity National Index	28	14	7
Ancestry Diversity National Index	27	45	51
Racial Diversity National Index	71	38	26

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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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,837	14.15%
Mainstay Communities	Established, Diverse Households	1,282	9.88%
Working Communities	Blue-collar, Working Families	2,712	20.9%
Country Communities	Rural, Agri. & Mining Families	465	3.58%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,945	22.69%
Urban Communities	High Density, Inner-city Neighborhoods	3,738	28.8%

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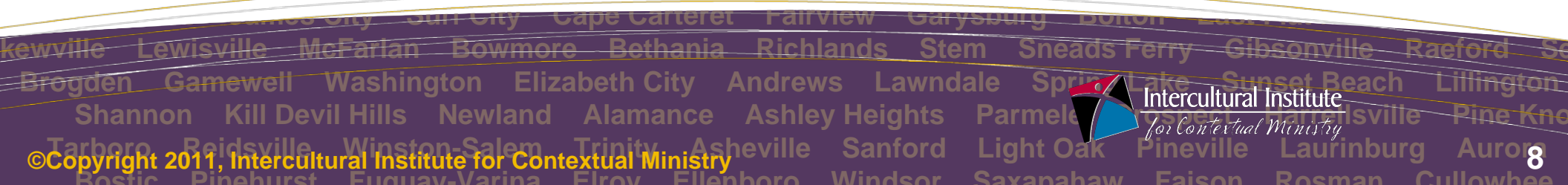
Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.
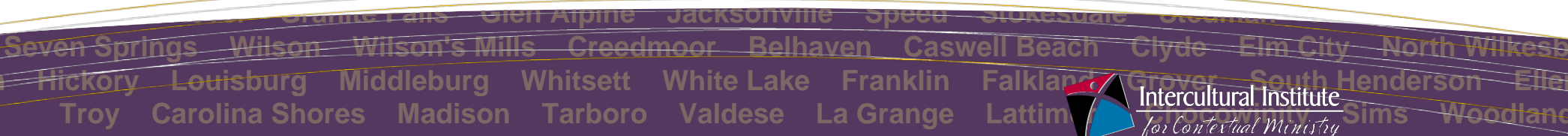
Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	35,687	9,059	25.39%
Unreached %	66.22%	69.81%	105.42
Religious But NOT Evangelical HH	8,595	2,834	32.97%
Religious But NOT Evangelical %	15.95%	21.84%	136.93
Spiritual But NOT Relig or Evang HH	5,786	1,061	18.34%
Spiritual But NOT Relig or Evang %	10.74%	8.18%	76.18
Not Evangelical, Not Interested HH	21,465	5,288	24.64%
Not Evangelical, Not Interested %	39.83%	40.75%	102.31

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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	57	14	24.56%
Active BCNC Attenders	7,381	1,563	21.18%
Active Evangelical Households	6,849	1,475	21.53%
Active Evangelical Percent	12.71%	11.36%	89.4
Inactive Evangelical Households	11,358	2,445	21.53%
Inactive Evangelical Percent	21.07%	18.84%	89.4
# 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
1	Salisbury First - Salisbury	0.49 mi	600	Declining
2	Stallings Memorial - Salisbury	0.93 mi	173	Declining
3	Wall of Fire Outreach Ministries - Salisb	1.06 mi	0	Insufficient Data
4	Community	1.40 mi	189	Declining
5	North Main - Salisbury	1.55 mi	172	Declining
6	Milford Hills - Salisbury	1.63 mi	64	Plateauing
7	Rowan International - Salisbury	1.73 mi	0	Insufficient Data
8	Oakland Heights - Salisbury	2.07 mi	18	Declining
9	Lao - Salisbury	2.37 mi	0	Insufficient Data
10	Southside - Salisbury	2.38 mi	133	Declining
11	Carmel Baptist Church	2.38 mi	39	Declining
12	Whosoever Will	2.47 mi	0	Insufficient Data
13	Emmanuel - Salisbury	2.60 mi	103	Declining
14	Spencer First - Spencer	2.67 mi	72	Declining
15	Providence - Salisbury	3.54 mi	68	Declining

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Calvary	3.67 mi	203	Declining
17	Oakdale - Spencer	3.70 mi	113	Declining
18	Enon	3.78 mi	115	Plateauing
19	Dunn's Mountain	3.91 mi	86	Declining
20	Friendship - Salisbury	4.07 mi	0	Insufficient Data
21	Neel Road - Salisbury	4.47 mi	152	Plateauing
22	Franklin - Salisbury	4.65 mi	183	Plateauing
23	Yadkin - Salisbury	5.29 mi	64	Growing
24	Faith - Faith	5.98 mi	320	Plateauing
25	Smith Grove - Linwood	6.18 mi	108	Growing
26	Sherrills Ford Road - Salisbury	6.57 mi	50	Growing
27	Trading Ford - Salisbury	6.83 mi	238	Plateauing
28	Lakeview - Linwood	7.56 mi	47	Growing
29	Main Street - China Grove	7.69 mi	99	Plateauing
30	Eastside - Salisbury	7.88 mi	64	Plateauing

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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.

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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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	110,605	28,681	25.93%
2000 Population	130,340	31,415	24.1%
2010 Population	142,526	33,551	23.54%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,512	11,370	26.75%
2000 Households	49,940	12,277	24.58%
2010 Households	53,894	12,978	24.08%

Location Types in this MissionSite
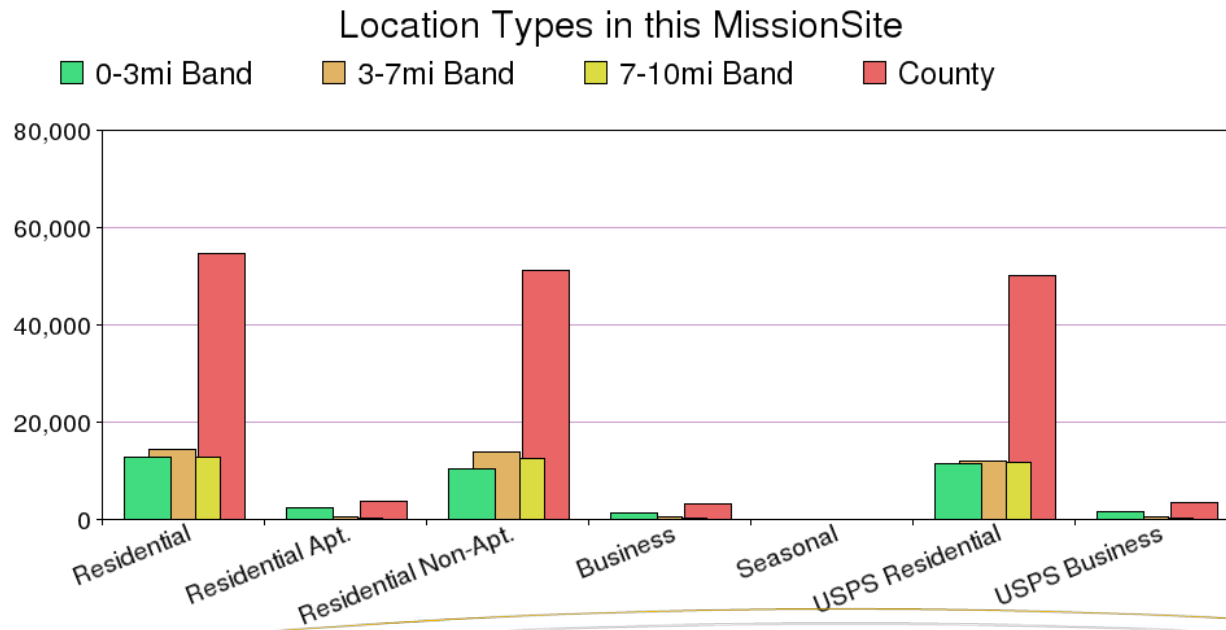
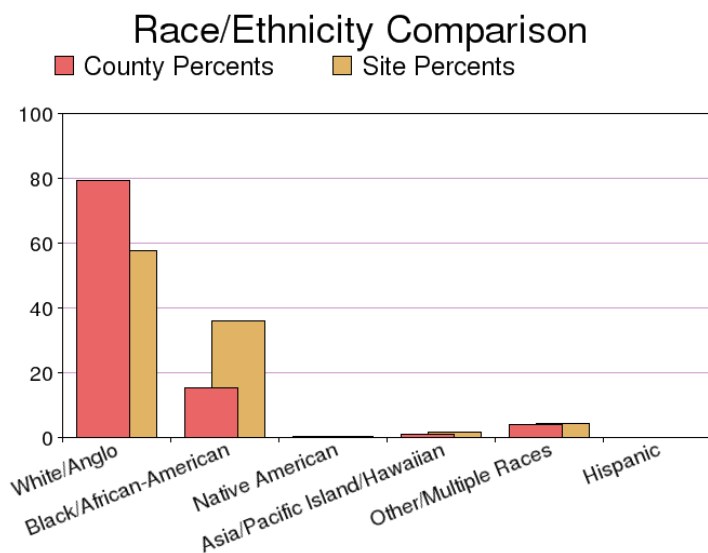| Location Type	0-3mi Band
Residential	12,874
Residential Apt.	2,527
Residential Non-Apt.	10,347
Business	1,454
Seasonal	0
USPS Residential	11,470
USPS Business	1,547

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

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.02%	5.14%	102.39
4-5 Years	2.57%	2.27%	88.33
6-8 Years	3.88%	3.44%	88.66
9-11 Years	3.87%	3.39%	87.6
12-13 Years	2.57%	2.32%	90.27
14-17 Years	5.25%	4.87%	92.76
18-19 Years	2.65%	2.98%	112.45
0-5 Years	7.58%	7.4%	97.63
6-12 Years	9.03%	8%	88.59
13-19 Years	9.18%	8.99%	97.93
< 20 Years	25.79%	24.39%	94.57
20-34 Years	18.58%	19.61%	105.54
35-44 Years	12.88%	10.47%	81.29
45-64 Years	27.16%	24.4%	89.84
65-74 Years	8.18%	9.01%	110.15
75+ Years	7.41%	12.13%	163.7
Median Age	40	42	106.4
Median Age (Male)	38	40	103.46
Median Age (Female)	41	45	109.5
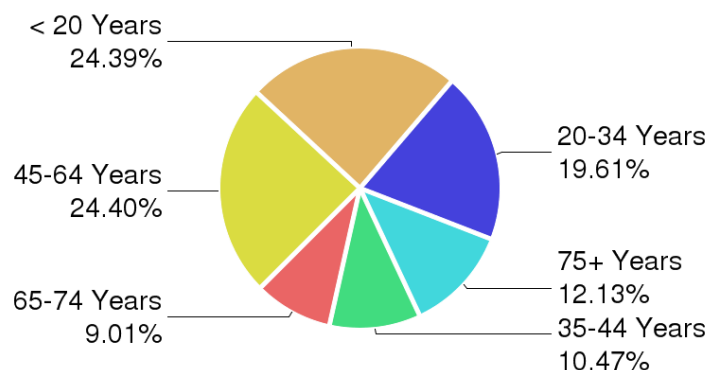
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	79.43%	57.7%	72.65
Black, African-American	15.33%	36.03%	235.12
Native American	0.34%	0.29%	84.61
Asian	0.95%	1.48%	156.71
Pacific Island, Hawaiian	0.03%	0.04%	148.68
Other/Multiple Races	3.93%	4.45%	113.09
Hispanic	0%	7.36%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	96,587	22,493	
Less than 9th Grade	6.82%	6.58%	103.63
No High School Diploma	14.12%	13.8%	102.26
High School Graduate	35.18%	29.29%	120.12
Some College, no degree	19.28%	18.68%	103.22
Associate Degree	8.43%	6.78%	124.3
College Degree	11.79%	18.25%	64.6
Graduate/Prof. degree	4.38%	6.61%	66.25

Race/Ethnicity Comparison
Legend: County Percents, Site Percents

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	7.4%	11.18%	243.75
$10,000 to $19,999	14.62%	17.68%	120.98
$20,000 to $29,999	11.63%	13.02%	111.95
$30,000 to $49,999	20.69%	19.66%	94.98
$50,000 to $59,999	10.12%	7.54%	74.56
$60,000 to $69,999	7.34%	5.22%	71.07
$70,000 to $79,999	7.1%	6.38%	89.82
$80,000 to $89,999	5.59%	4.73%	84.57
$90,000 to $99,999	3.41%	2.65%	77.64
$100,000 to $124,999	5.77%	5.05%	87.52
$125,000 to $149,999	3.18%	2.46%	77.29
$150,000 to $199,999	1.78%	2.4%	135.25
$200,000 to $249,999	0.32%	0.55%	169.45
$250,000 or more	1.04%	1.47%	141.38
Median Household	45,724	40,377	88.31
Average Household	57,143	58,336	102.09
Per Capita Household	22,279	22,731	102.03
Family/Non-Family Household Income			
Median Family Income	54,976	54,279	98.73
Average Family Income	66,756	70,724	105.94
Median Non-Family Income	25,838	26,236	101.54
Average Non-Family Income	34,948	34,798	99.57

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

| 2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.78%	59.9%	85.85
Families with Children	34.15%	29.23%	85.58
Families without Children	35.63%	30.67%	86.1
Non-Family Households			
% Non-Family Households	30.22%	40.1%	132.68
Non-Families with Children	0.61	0.53	86.57
Non-Families without Children	29.61	39.57	133.64
Housing Units			Index
Total Housing Units	61,071	14,935	
Vacant percent	11.75%	13.1%	111.5
Owned percent	64.21%	46.8%	72.89%
Rented Percent	24.04%	40.1%	166.81
Households by Size			Index
Avg household size	2.56	2.34	91.41
Avg family hh size	3.16	3.10	98.1
Avg non-family hh size	1.16	1.22	105.17
Households By Count of Persons			Percent
One	13,891	4,481	32.26%
Two	17,428	4,045	23.21%
Three or Four	17,663	3,377	19.12%
Five+	4,912	1,075	21.89%

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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	110,605	28,681	25.93%
2000 Population	130,340	31,415	24.1%
2010 Population	142,526	33,551	23.54%
2015 Population	151,160	34,861	23.06%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,512	11,370	26.75%
2000 Households	49,940	12,277	24.58%
2010 Households	53,894	12,978	24.08%
2015 Households	56,184	13,239	23.56%

Household Change from 1985 to 2030
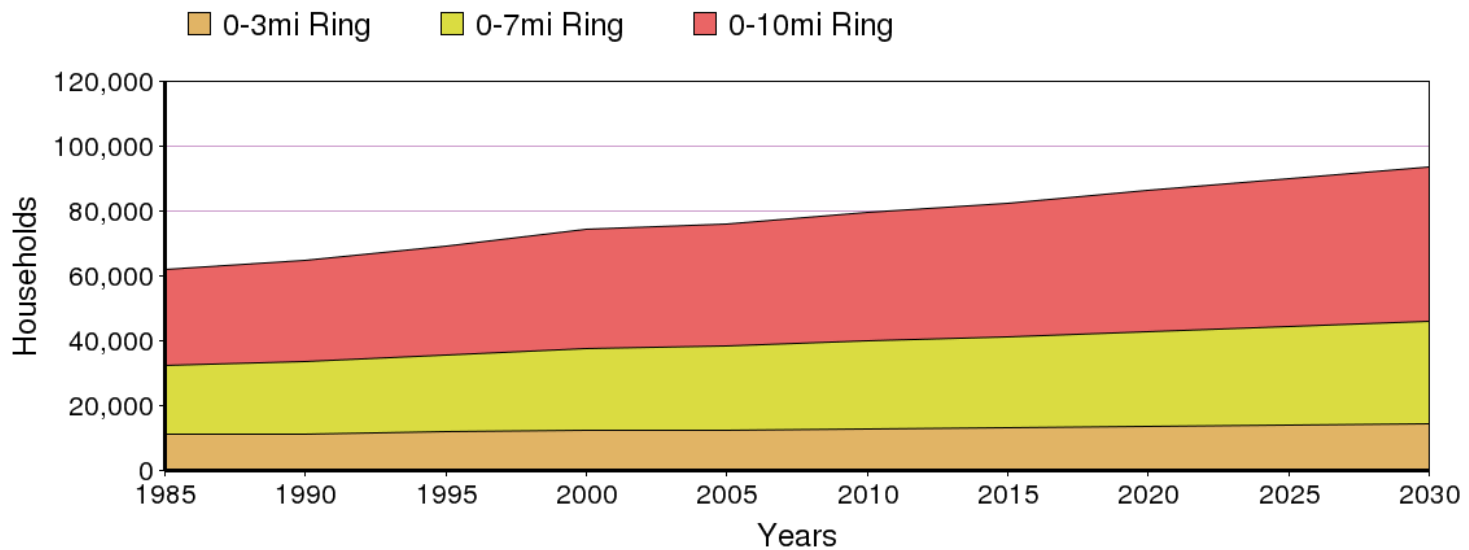
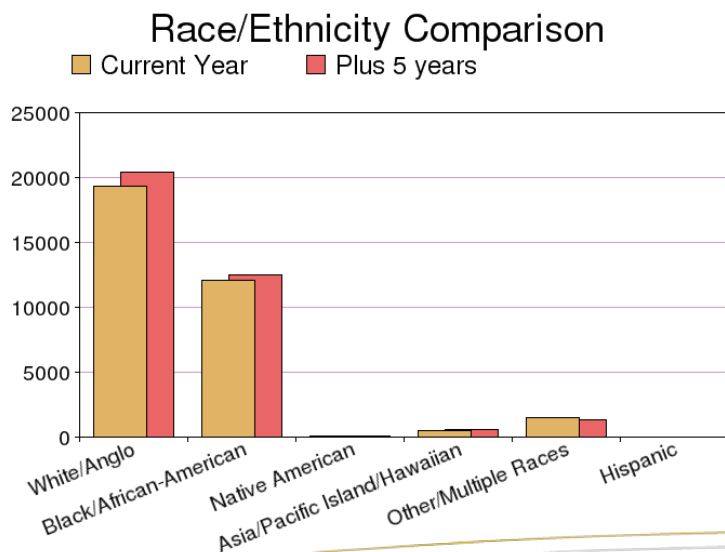0-3mi Ring   0-7mi Ring   0-10mi Ring

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Projected Demographic Summary

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

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

Projected Age Group Percentages

- < 20 Years 23.48%
- 20-34 Years 19.88%
- 75+ Years 12.49%
- 65-74 Years 10.56%
- 35-44 Years 9.59%
- 45-64 Years 24.00%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.14%	5.08%	98.83
4-5 Years	2.27%	2.16%	95.15
6-8 Years	3.44%	3.29%	95.64
9-11 Years	3.39%	3.21%	94.69
12-13 Years	2.32%	2.23%	96.12
14-17 Years	4.87%	4.68%	96.1
18-19 Years	2.98%	2.81%	94.3
0-5 Years	7.4%	7.25%	97.97
6-12 Years	8%	7.64%	95.5
13-19 Years	8.99%	8.59%	95.55
< 20 Years	24.39%	23.48%	96.27
20-34 Years	19.61%	19.88%	101.38
35-44 Years	10.47%	9.59%	91.6
45-64 Years	24.4%	24%	98.36
65-74 Years	9.01%	10.56%	117.2
75+ Years	12.13%	12.49%	102.97
Median Age	40	43	109.08
Median Age (Male)	38	41	106.39
Median Age (Female)	41	46	111.92

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	57.7%	58.51%	101.39
Black, African-American	36.03%	35.81%	99.38
Native American	0.29%	0.28%	96.24
Asian	1.48%	1.58%	106.29
Pacific Island, Hawaiian	0.04%	0.04%	89.37
Other/Multiple Races	4.45%	3.79%	85.22
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	22,493	23,649	
Less than 9th Grade	6.58%	5.69%	86.5
No High School Diploma	13.8%	12.69%	91.93
High School Graduate	29.29%	29.78%	101.68
Some College, no degree	18.68%	18.09%	96.83
Associate Degree	6.78%	7.62%	112.31
College Degree	18.25%	19.25%	105.49
Graduate/Prof. degree	6.61%	6.88%	104

Race/Ethnicity Comparison

■ Current Year ■ Plus 5 years

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	11.18%	10.23%	91.54
$10,000 to $19,999	17.68%	18.12%	102.47
$20,000 to $29,999	13.02%	11.95%	91.76
$30,000 to $49,999	19.66%	18.02%	91.69
$50,000 to $59,999	7.54%	7.61%	100.83
$60,000 to $69,999	5.22%	5.24%	100.49
$70,000 to $79,999	6.38%	6.91%	98.74
$80,000 to $89,999	4.73%	5.31%	106.81
$90,000 to $99,999	2.65%	2.81%	106.01
$100,000 to $249,999	5.05%	5.83%	115.54
$125,000 to $149,999	2.46%	2.99%	121.69
$150,000 to $199,999	2.4%	2.76%	114.68
$200,000 to $249,999	0.55%	0.59%	107.69
$250,000 or more	1.47%	1.55%	105.21
Median Household	40,377	43,183	106.95
Average Household	58,336	62,486	107.11
Per Capita Household	22,731	23,917	105.22
Family/Non-Family Household Income			
Median Family Income	54,279	58,118	107.07
Average Family Income	70,724	75,790	107.16
Median Non-Family Income	26,236	27,100	103.29
Average Non-Family Income	34,798	38,094	109.47
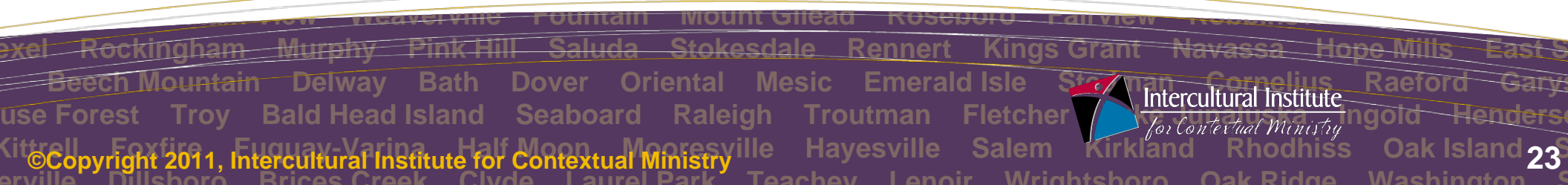
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	59.9%	59.23%	98.89
Families with Children	29.23	28.33	96.94
Families without Children	30.67	30.58	99.7
Non-Family Households			
% Non-Family Households	40.1%	40.77%	101.66
Non-Families with Children	0.53	0.5	101.66
Non-Families without Children	39.57	40.27	101.77
Housing Units			
Total Housing Units	14,935	15,235	102.01%
Vacant percent	13.1%	13.11%	100.03
Owned percent	46.8%	46.76%	99.91
Rented Percent	40.1%	40.13%	100.08
Households by Size			
Avg household size	2.34	2.38	101.71%
Avg family hh size	3.10	3.21	103.55%
Avg non-family hh size	1.22	1.19	97.54%
Households By Count of Persons			
One	4,481	4,666	104.13%
Two	4,045	3,876	95.82%
Three or Four	3,377	3,494	103.46%
Five+	1,075	1,202	111.81%

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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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,523	1,437	987
Northern Europe	34	25	33
Western Europe	64	76	40
Southern Europe	13	2	2
Eastern Europe	49	104	2
Other Europe	0	0	0
Eastern Asia	1	8	9
So. Central Asia	90	70	3
SE Asia	173	84	140
Western Asia	2	8	3
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	6	6	0
Middle Africa	0	0	0
Northern Africa	11	6	0
Southern Africa	0	0	3
Western Africa	105	9	0
Other Africa	8	0	1
Oceania	2	13	0
Caribbean	74	27	39
Central Amer.	834	943	693
South America	40	19	16
North America	17	37	3
Born at sea	0	0	0

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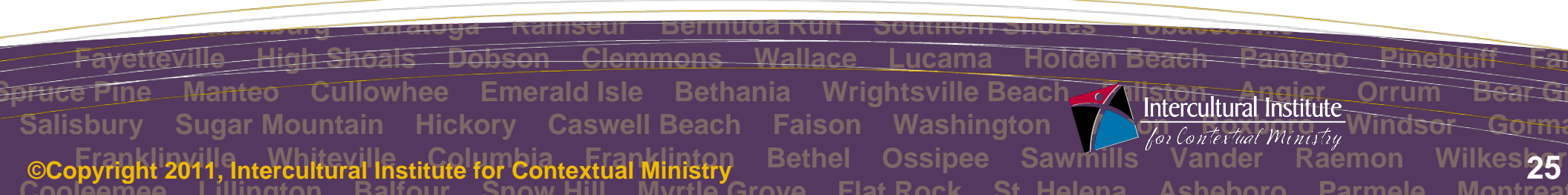
Language Summary

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	0-3 MILES	3-7 MILES	7-10 MILES
English only	28,776	27,351	35,380
Spanish	1,395	1,474	1,201
Other Indo-Euro language	381	508	132
French (incl. Patois, Cajun)	100	138	67
French Creole	0	0	0
Italian	15	29	6
Portuguese	0	0	0
German	119	110	41
Yiddish	9	0	0
Other West Germanic	0	8	0
A Scandinavian Language	0	5	3
Greek	20	0	0
Russian	0	0	0
Polish	6	0	1
Serbo-Croatian	35	71	11
Other Slavic Language	0	1	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	22	11	0
Hindi	20	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	6	11	3
Asian/PI languages	0	0	0
Chinese	16	1	19
Japanese	0	3	30
Korean	0	1	0
Mon-Khmer, Cambodian	0	0	9
Miao, Hmong	107	7	84
Thai	6	0	0
Laotian	9	1	5
Vietnamese	60	70	59
Other Asian	0	0	0
Tagalog	23	16	22
Other Pacific Is	0	0	0
Other languages	71	33	11
Navajo	0	0	0
Other Native N. American	0	15	11
Hungarian	11	9	0
Arabic	0	1	0
Hebrew	9	8	0
African languages	51	0	0
Other unspecified	0	0	0

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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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	23,946	21,893	25,756
Arab	59	26	10
Armenian	8	0	0
Austrian	7	10	27
British	61	45	57
Canadian	0	19	14
Croatian	0	0	0
Czech	2	8	33
Czechoslovak	5	5	3
Danish	14	10	6
Dutch	198	228	316
English	1,799	1,592	1,945
European	261	202	128
Finnish	0	15	9
French (not Basque)	343	281	260
French Canadian	47	67	105
German	2,681	3,976	5,280
Greek	36	11	38
Hungarian	35	39	47
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	759	1,205	1,497
Italian	308	249	380
Lithuanian	0	0	2
Norwegian	71	71	45
Polish	133	180	164
Portuguese	0	10	10
Romanian	8	14	0
Russian	15	3	59
Scandinavian	39	1	29
Scotch-Irish	660	895	1,116
Scottish	327	245	358
Slovak	19	34	11
Subsaharan African	529	137	84
Swedish	61	40	65
Swiss	36	18	23
Ukrainian	6	3	22
US/American	4,173	6,180	8,883
Welsh	57	48	39
West Indian	99	27	7
Yugoslavian	36	108	0
Other	11,055	5,891	4,682

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

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.

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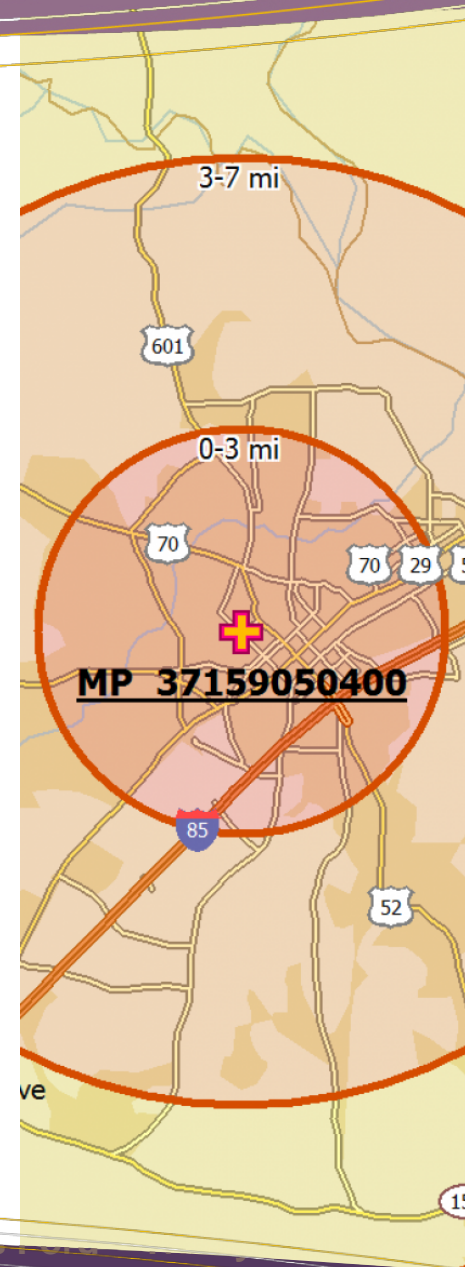
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,978	100%	9,100	100%
AFFLUENT SUBURBIA	768	5.92%	542	5.96%
America's Wealthiest	80	0.62%	64	0.7%
Dream Weavers	84	0.65%	60	0.66%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	604	4.65%	418	4.59%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,069	8.24%	720	7.91%
Status Conscious Consumers	37	0.29%	26	0.29%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,016	7.83%	682	7.49%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	16	0.12%	12	0.13%
SM TWN SUCCESS	318	2.45%	223	2.45%
Successful Urban Sprawl	100	0.77%	12	0.13%
2nd City Homebodies	49	0.38%	71	0.78%
Prime Middle America	0	0%	32	0.35%
Urban Optimists	169	1.3%	0	0%
Family Convenience	0	0%	108	1.19%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,978	100%	9,100	100%
BLUE COLLAR BACKBONE	559	4.31%	361	3.97%
Nuevo Hispanic Fam.	7	0.05%	5	0.05%
Working Rural Suburbia	234	1.8%	141	1.55%
Lower Income Essentials	66	0.51%	45	0.49%
Small Town Endeavors	252	1.94%	170	1.87%
AMER. DIVERSITY	964	7.43%	699	7.68%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	172	1.33%	111	1.22%
Professional Urbanites	550	4.24%	398	4.37%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	33	0.25%	21	0.23%
Mature America	209	1.61%	169	1.86%
METRO FRINGE	2,153	16.59%	1,481	16.27%
Steadfast Conservative	1,611	12.41%	1,104	12.13%
Moderate Conventionalists	23	0.18%	15	0.16%
Southern Blues	42	0.32%	30	0.33%
Urban Grit	0	0%	0	0%
Grass-Roots Living	477	3.68%	332	3.65%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,978	100%	9,100	100%
REMOTE AMERICA	134	1.03%	79	0.87%
Hardy Rural Fam.	8	0.06%	5	0.05%
Rural Southern Living	118	0.91%	69	0.76%
Coal & Crops	8	0.06%	5	0.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,945	22.69%	2,168	23.82%
Young Cosmopolitans	2	0.02%	2	0.02%
Minority Metro Communities	2,363	18.21%	1,750	19.23%
Stable Careers	538	4.15%	388	4.26%
Aspiring Hispania	42	0.32%	28	0.31%
RURAL VILLAGES & FARMS	331	2.55%	224	2.46%
Aspiring Hispania	0	0%	28	0.31%
Industrious Country Living	0	0%	0	0%
America's Farmland	132	1.02%	0	0%
Comfy Country Living	199	1.53%	81	0.89%
Small Town Connections	0	0%	115	1.26%
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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,978	100%	9,100	100%
STRUGGLING SOCIETIES	2,288	17.63%	1,556	17.1%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,220	17.11%	1,505	16.54%
College Town Communities	0	0%	0	0%
New Beginnings	68	0.52%	51	0.56%
URBAN ESSENCE	1,450	11.17%	1,047	11.51%
Unattached Multicultures	97	0.75%	67	0.74%
Academic Necessities	18	0.14%	11	0.12%
Af. Amer. Neighborhoods	426	3.28%	298	3.27%
Urban Diversity	167	1.29%	120	1.32%
New Generation Activists	163	1.26%	110	1.21%
Getting By	579	4.46%	441	4.85%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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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).
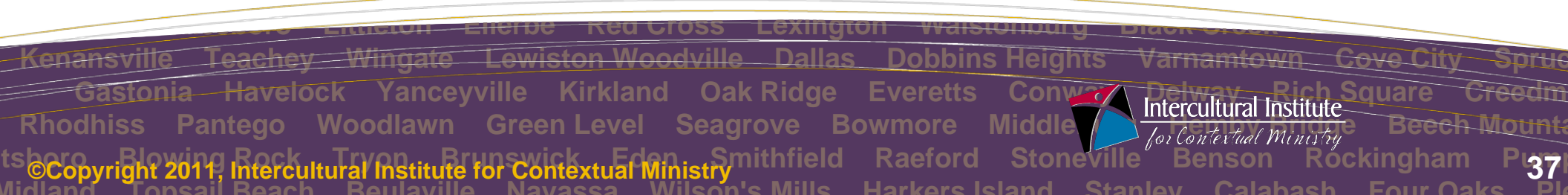
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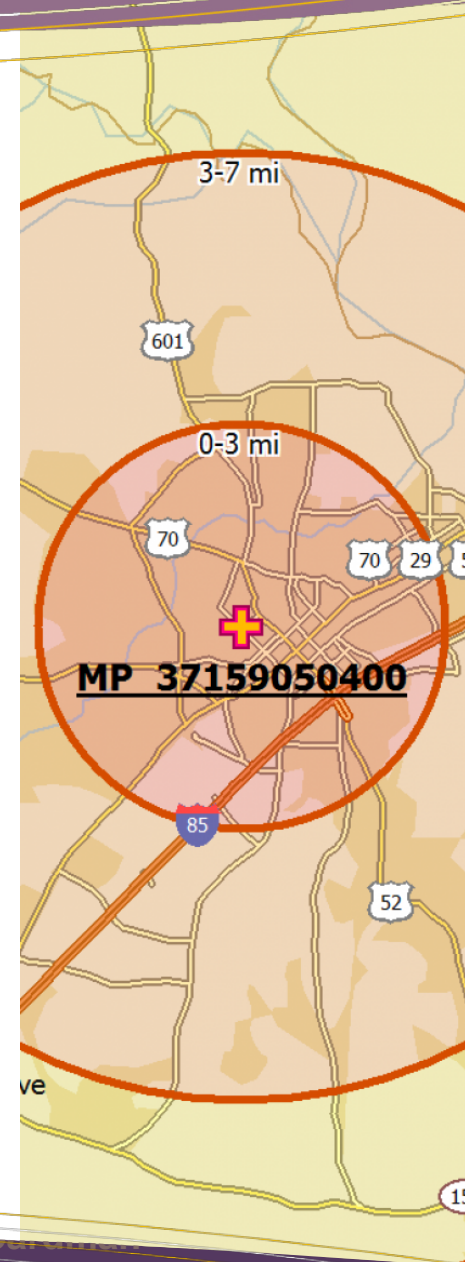
Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	72%	76%	78%
Use Comp. for Internet/E-mail	52%	58%	60%
Internet Use: E-Mail	45%	49%	50%
Use Comp. for Comp. Games	36%	39%	40%
Use Comp. for Word Processing	33%	37%	38%
Use Comp. for Education	31%	33%	33%
Use Comp. for Shopping	30%	34%	35%
HH Owns DVD Player	27%	28%	28%
Use Comp. for Digital Camera Photo Editing	27%	31%	32%
Use Comp. for Banking	26%	30%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	25%	27%	28%
Internet Use: Banking	22%	25%	26%
Use Comp. for News/Info./Data Service	19%	21%	22%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for Personal Financial Mngmnt	12%	13%	13%
Internet Use: Research/ Education	12%	12%	11%
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Internet Use: Shopping: Gathered Info. for Shopping	11%	12%	12%
Use Comp. for Accounting	11%	14%	15%
Internet Use: Read Magazines/ Newspapers	10%	10%	10%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	67%	68%
Reading Books	53%	53%	52%
Dining Out (Not Fast Food)	52%	55%	57%
Card Games	39%	42%	42%
Cooking for Fun	35%	35%	36%
Go To A Beach/Lake	31%	35%	36%
Board Games	29%	32%	33%
Gardening	29%	33%	35%
Visit Museum	18%	19%	19%
Going To Bars/Nightclubs/Dancing	17%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	37%	40%	41%
Dentist	26%	27%	27%
Backache	22%	23%	23%
Eye Dr.	21%	21%	21%
Hypertension/High Blood Pressure	21%	20%	20%
None Of These	19%	20%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	15%	15%	15%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.5%	26.33%	25.99%
Live Theater	19.53%	19.56%	18.89%
Live Theater Most Often	15.79%	16.14%	15.67%
Rock/Pop Concerts Most Often	14.48%	14.07%	13.78%
Dance Performance	9.66%	8.44%	7.69%
Comedy Club	9.21%	8.9%	8.66%
Movies: Comedy	40.33%	40.4%	40.06%
Movies: Action/Adventure	38.96%	38.89%	38.54%
Movies: Drama	22.53%	20.51%	19.47%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.7%	20.82%	20.35%
Movies: Romantic Comedy	20.4%	20.02%	19.48%
Movies: Mystery	18.62%	17.22%	16.61%
MLB Baseball Reg. Season	5.54%	6.87%	7.1%
College Football Reg. Season	5.43%	6.08%	6.14%
NFL Football Reg. Season	5.34%	6.19%	6.22%
College Basketball Reg. Season	3.79%	4.09%	4.15%
NBA Basketball Reg. Season	3.35%	3.44%	3.3%
Auto Racing Events	2.16%	2.79%	2.94%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	38.33%	39.49%	39.24%
Swimming	28.43%	31.87%	33.25%
Bowling	19.63%	21.2%	21.77%
Billiards/Pool	16.99%	18.55%	19.2%
Basketball	15.73%	15.61%	15.44%
Jogging/Running	14.83%	14.51%	14.09%
Freshwater Fishing	14.19%	17.96%	20.15%
Weight Training	14.15%	15.34%	15.52%
Using Cardio Machine	11.94%	12.8%	12.72%
Golf	11.62%	13.03%	13.23%
Stationary Cycling	11.2%	11.37%	11.14%
Camping Trips	10.92%	14.68%	16.36%
Mountain/Road Biking	10.7%	11.95%	12.36%
Aerobics	10.49%	9.77%	9.17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	10.44%	10.16%	10.22%
Baseball	10.42%	10.58%	10.74%
Volleyball	8.45%	8.73%	8.91%
Backpacking/Hiking	7.87%	8.88%	9.2%
Hunting	6.92%	10.16%	11.72%
Softball	6.91%	7.53%	7.79%
Target Shooting	6.76%	8.68%	9.77%
Power Boating	6.76%	7.69%	7.85%
Yoga	6.75%	6.47%	6.22%
Tennis	6.66%	6.69%	6.56%
Soccer	6.66%	6.75%	6.7%
Saltwater Fishing	6.47%	7.67%	8.12%
Canoeing/Kayaking	5.58%	6.51%	6.68%
Ice Skating	5.46%	5.18%	4.96%

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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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Roller Skating	5.45%	5.27%	5.17%
Motorcycling	4.95%	6.09%	6.62%
Snorkeling	4.77%	4.7%	4.54%
Horseback Riding	4.43%	5.75%	6.34%
Downhill & X-Country Skiing	4.39%	4.35%	4.28%
Jet Skiing	4.33%	4.36%	4.25%
Fly Fishing	4.09%	4.33%	4.49%
Water Skiing	3.77%	4.17%	4.26%
Racquetball	3.76%	3.71%	3.66%
Hockey	3.66%	3.4%	3.24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.44%	3.35%	3.25%
Snowboarding	3.37%	3.29%	3.14%
Snowmobiling	3.32%	3.66%	3.8%
Archery	3.31%	4.69%	5.35%
Rock Climbing	3.3%	3.25%	3.14%
Sailing	3.17%	3.02%	2.86%
Auto Racing	3.13%	3.1%	3.12%
Martial Arts	3.03%	3.05%	2.94%
Surfing & Windsurfing	2.66%	2.53%	2.37%
Rowing	2.38%	2.46%	2.43%

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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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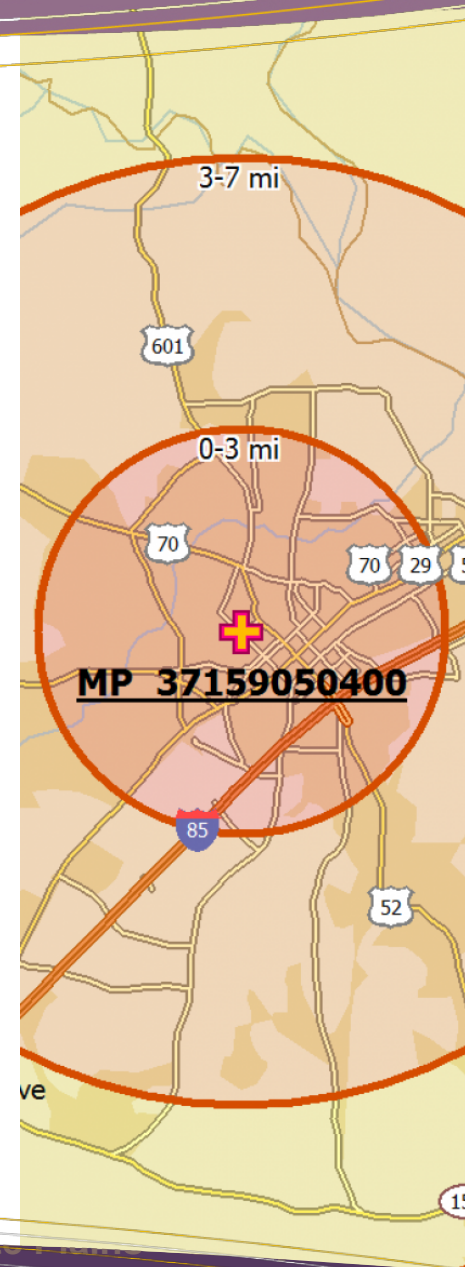
Potential Cultural Barriers -- Introduction (part 2)

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.

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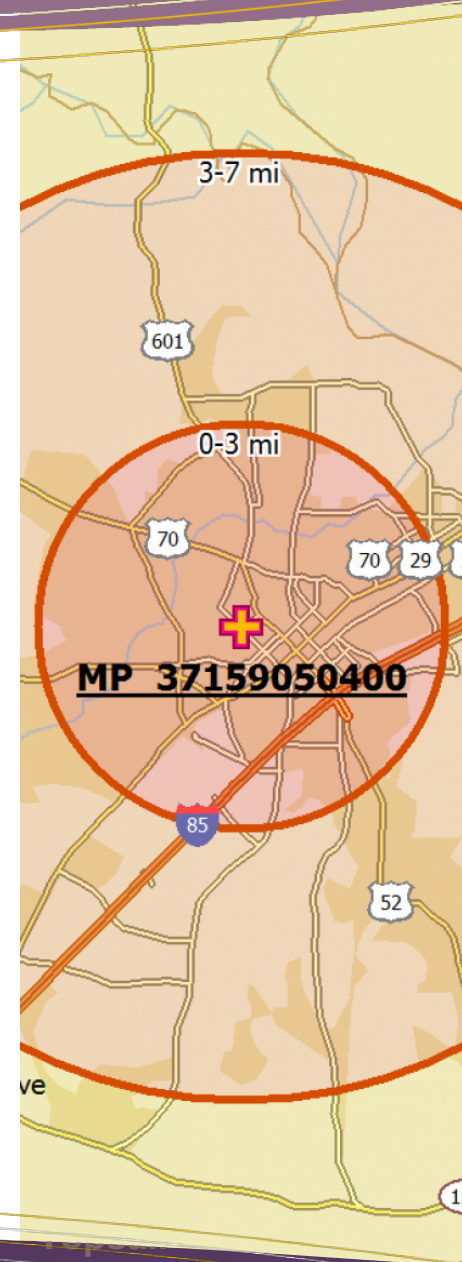
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
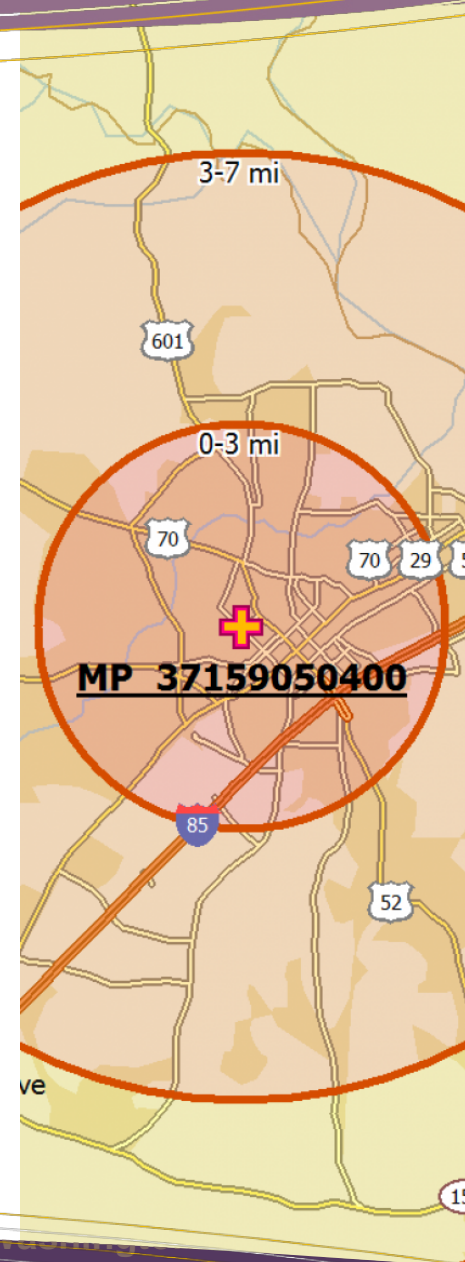
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	50%
Speak My Mind Even If It Upsets People	38%	36%	35%
Find It Difficult To Say No To My Kids	37%	39%	40%
Like Control Over People And Resources	36%	34%	34%
Woman's Place Is In The Home	34%	35%	36%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Don't Judge People/Way They Live Life	31%	29%	28%
Like To Do Unconventional Things	28%	30%	30%
Too Much Sponsorship In Arts/Sports	27%	25%	24%
If Won Lottery Would Never Work Again	26%	26%	26%
Money Is Best Measure Of Success	25%	25%	26%
Friends More Important Than My Fam.	23%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	21%	21%
I Am A Workaholic	21%	19%	18%
Marijuana Should Be Legalized	20%	20%	19%
Like To Pursue Challenge/Novelty/Change	18%	17%	16%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
We Should Strive for Equality for All	16%	14%	14%
Only Work Current Job for The Money	15%	14%	14%
Happy With My Standard Of Living	13%	12%	11%
On Whole People Get What They Deserve	10%	10%	10%
Little I Can Do To Change My Life	9%	8%	8%
Very Happy With My Life As It Is	9%	7%	6%
I Am A Perfectionist	8%	7%	6%

Potential Cultural Themes

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

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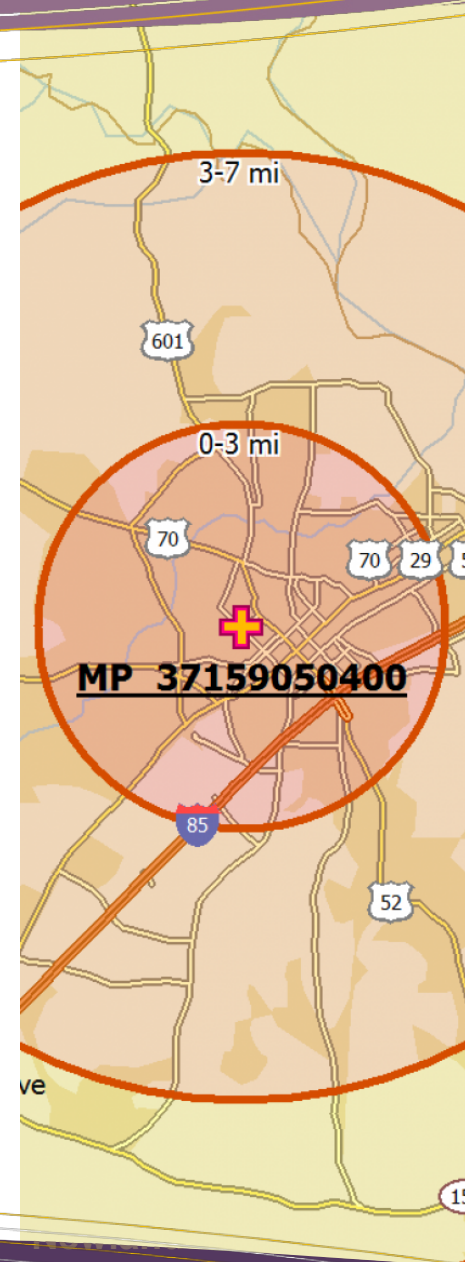
Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	62%	63%
You Should Seize Opportunities In Life	58%	57%	57%
Like To Understand About Nature	38%	38%	37%
Prefer Work Part Of Team Than Alone	36%	35%	34%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	31%	30%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Good At Fixing Things	30%	29%	28%
Have Keen Sense Of Adventure	28%	27%	26%
People Have To Take Me As They Find Me	23%	24%	24%
Consider Myself Interested In The Arts	22%	20%	19%
Like To Just Enjoy Life	21%	21%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	18%	17%
Worried About Pollution Caused By Cars	18%	18%	18%
Real Men Don't Cry	17%	16%	16%
Provide My Kids With The Little Extras	17%	14%	13%
Try Not To Worry About The Future	16%	15%	14%
Is An Important Part Of Who I Am	14%	15%	16%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	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 - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	85.59%	86.63%	87.13%
Fam. Restaurants/Steak Houses-Visit Any	78.71%	81.62%	82.77%
McDonald's	55.46%	57.24%	58.15%
Burger King	38.18%	38.26%	38.52%
Kentucky Fried Chicken (KFC)	33.01%	31.19%	30.91%
Wendy's	30.71%	30.84%	30.97%
Subway	30.3%	31.55%	31.95%
Applebee's	27.83%	29.68%	30.64%
Taco Bell	27.13%	28.4%	29.25%
Pizza Hut	24.08%	23.7%	23.88%
Arby's	21.68%	23.7%	24.84%
Olive Garden	19.3%	19.81%	19.89%

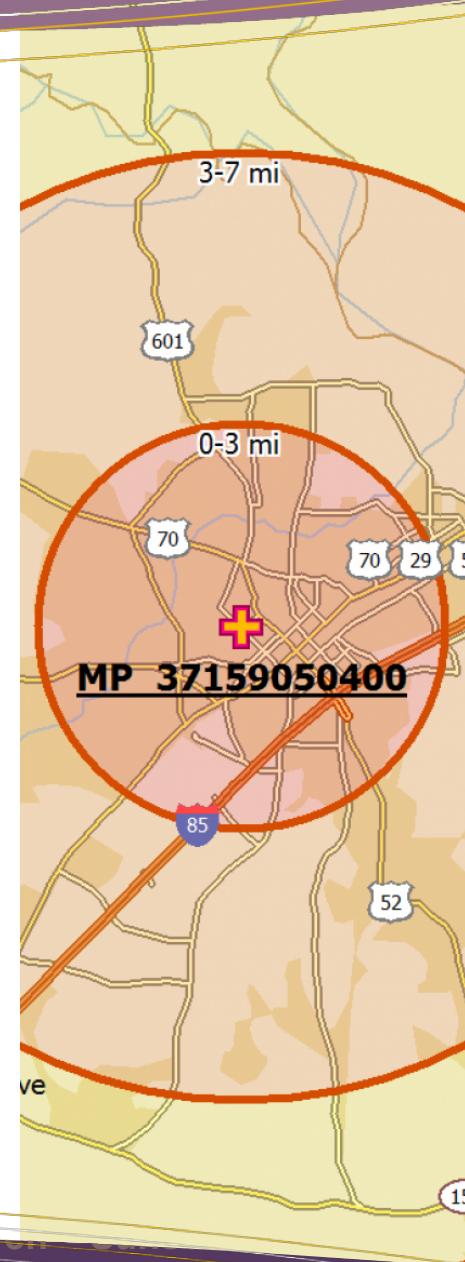| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.52%	17.45%	16.94%
Dairy Queen	18.19%	18.94%	19.55%
Domino's Pizza	16.13%	14.61%	13.98%
IHOP (International House Of Pancakes)	14.94%	14%	13.42%
Outback Steakhouse	14.29%	14.39%	14%
Sonic	14.13%	14.02%	14.51%
Cracker Barrel	13.48%	15.2%	16.2%
Chick-Fil-A	13.45%	13.73%	13.93%
Golden Corral	13.16%	12.62%	12.86%
Popeyes	13.02%	9.85%	8.52%
TGI Friday's	12.92%	12.16%	11.5%
Chili's Grill and Bar	12.66%	12.52%	12.16%

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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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
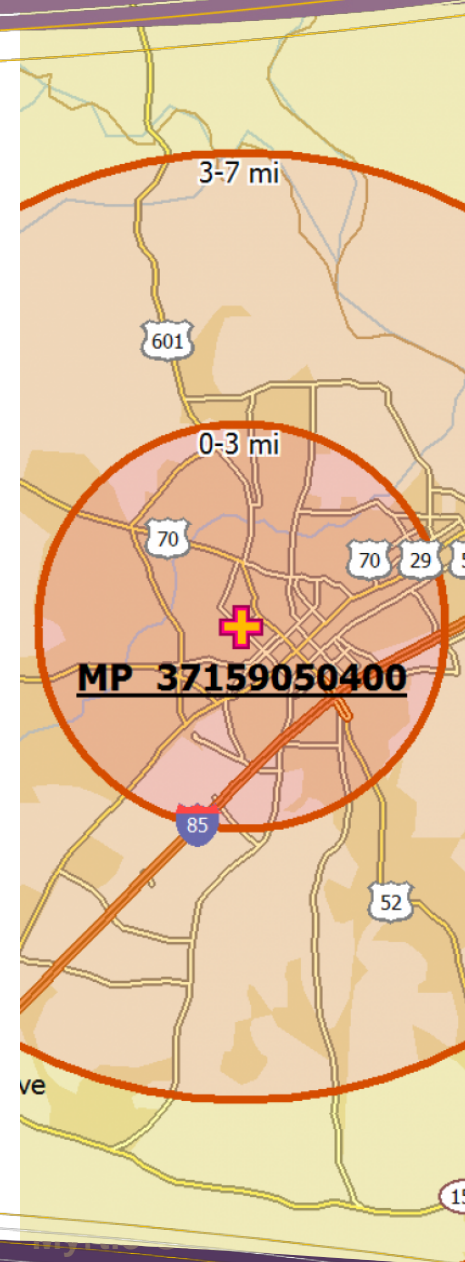
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.13%	46.52%	46.96%
Recycled products	29.99%	33.28%	33.79%
Worked as volunteer (non political)	14.83%	16.5%	16.78%
Engaged in fund raising	10.65%	11.17%	11.23%
Religious club member	7.84%	8.04%	7.97%
Church Board	5.85%	5.68%	5.51%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.28%	5.59%	5.6%
Wrote to elected offcl about publ bus	5.08%	5.74%	5.83%
Took active part in local civic issue	4.94%	4.97%	4.88%
Charitable Organization	4.81%	5.29%	5.47%
Union member	4.77%	5.37%	5.52%
Fraternal order member	4.36%	4.67%	4.71%

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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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.19%	15.94%	15.77%
Children's Books	12.72%	13.12%	13.05%
Mystery	10.19%	10.89%	11.09%
Cookbooks	9.65%	10.2%	10.33%
Religious (not Bibles)	9.21%	9.22%	9.22%
Romance	6.59%	6.94%	7.05%
Personal/Business Self-help	6.26%	6.67%	6.59%
Biography	6.22%	6.22%	5.99%
History	6.04%	6.41%	6.48%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.17%	67.61%	67.36%
Gen. Editorial	51.01%	48.16%	46.77%
Womens	44.6%	42.98%	41.98%
Service	32.21%	34.21%	34.88%
Business/Finance	19.7%	18.47%	17.24%
Mens	19.44%	18.46%	17.93%
Music	16.54%	13.46%	12.18%
Sports	15.06%	14.45%	14%
Parenthood	14.13%	13.63%	13.31%

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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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	51.42%	54.09%	54.92%
Classified	31.83%	33.32%	34.47%
Sport	30.56%	31.86%	32.43%
Editorial Page	27.6%	29.77%	30.69%
Business/Finance	26.44%	27.77%	27.69%
Comics	25.15%	26.62%	27.36%
Movie Listings & Reviews	24.33%	24.88%	24.79%
Food/Cooking	23.61%	24.5%	24.71%
TV/Radio Listings	23.1%	23.85%	24.15%
Home/Gardening	19.25%	21.11%	21.7%
Travel	17.92%	18.89%	18.88%
Science/Technology	15.84%	16.79%	16.77%
Fashion	15.12%	14.58%	14.1%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	28.44%	20.41%	16.93%
CHR Contemp Hit Radio	17.5%	17.2%	17.04%
Country	14.76%	20.34%	23.51%
Adult Contemporary	14.36%	16.4%	17.1%
Oldies	10.13%	10.76%	10.86%
News/Talk	9.29%	10.68%	10.76%
Variety	9.18%	8.55%	7.87%
Rock	9.08%	11.16%	11.98%
Jazz	8.9%	6.96%	5.82%
Classic Rock	7.26%	8.85%	9.44%
Alternative	7.1%	8.14%	8.15%
All News	6.13%	5.57%	4.97%
Religious	5.77%	6.33%	6.45%
Gospel	5.68%	4.28%	3.8%
Soft Contemporary	5.48%	6.18%	6.23%
All Talk	3.87%	3.86%	3.62%
Sports	3.43%	3.69%	3.6%
Hispanic	3.18%	3.04%	2.76%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.7%	63.08%	63.84%
Soapnet	50.9%	50.99%	50.73%
Satellite Dish	50.59%	53.55%	54.44%
Other Video-On-Demand	45.96%	44.5%	43.57%
Sci-Fi Channel	34.48%	36.33%	36.87%
MSNBC	32.66%	33.87%	34.36%
Adult Pay Per View TV	31.97%	34.39%	34.72%
Subscribe Digital Cable	30.49%	30.68%	30.14%
Comedy Central	29.43%	29.14%	28.29%
TV Info From Sunday TV Magazine	28.01%	28.92%	29.17%
Nickelodeon	26.01%	28.83%	29.99%
TV Info From Newspapers	25.49%	26.42%	26.69%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.65%	24.61%	24.57%
Nick At Nite	23.88%	25.82%	26.45%
Hallmark Channel	23.48%	24.74%	24.97%
BET (Black Entertainment TV)	23.08%	23.72%	23.55%
USA Network	22.91%	23.74%	23.86%
TV Info From Monthly Cable Guide	22.66%	23.52%	23.82%
ABC Fam.	22.62%	22.92%	22.39%
The Golf Channel	22.12%	22.82%	22.64%
ESPN2	21.13%	21.39%	20.97%
Adult Swim	21.11%	25.3%	26.74%
TV Info From Other	20.96%	20.46%	20.12%
Lifetime	20.92%	21.36%	21.27%
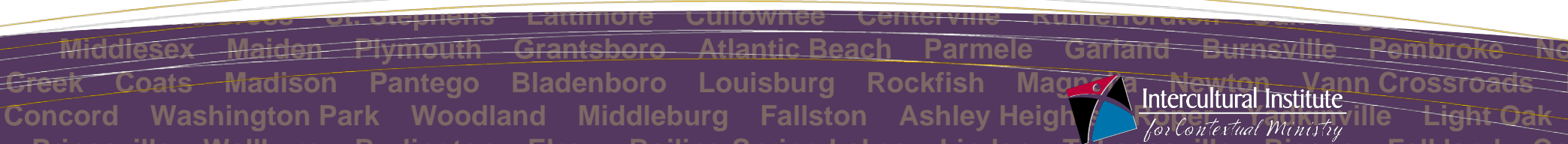
Communication Media Usage

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

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

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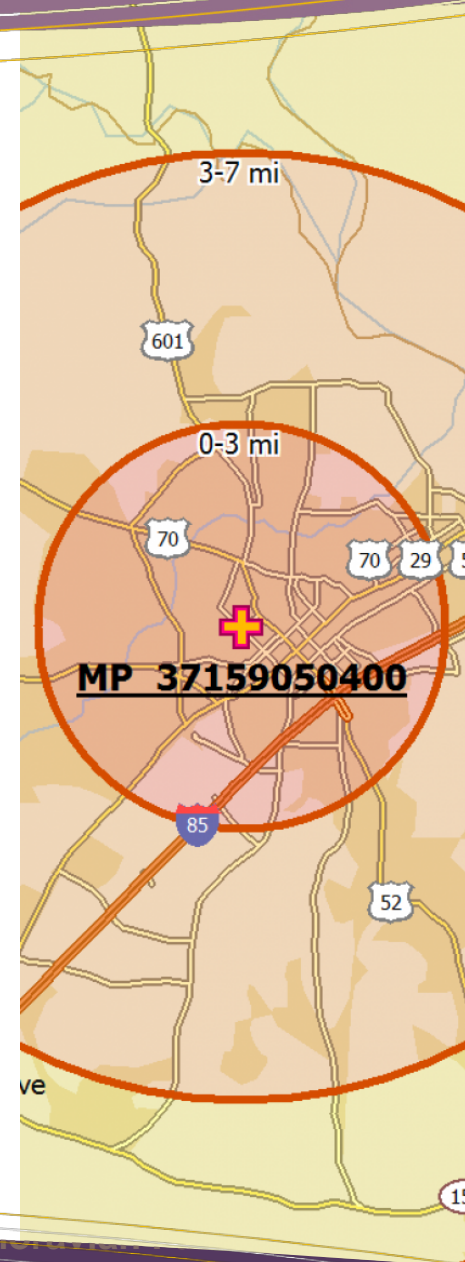
Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.77%	18.73%	18.78%
Medium Users (4-6)	9.45%	10.27%	10.31%
Light Users (1-3)	19.14%	19.91%	20.1%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.3%	1.37%
Newspaper II	1.61%	1.54%	1.57%
Newspaper III	1.93%	2.04%	2.13%
Newspaper IV	0.47%	0.56%	0.65%
Newspaper V (Light)	1.3%	1.28%	1.28%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.93%	19.76%	19.99%
Magazines II	9.02%	8.98%	9.13%
Magazines III	9.83%	9.85%	10.01%
Magazines IV	12.48%	11.81%	11.81%
Magazines V (Light)	0.85%	0.69%	0.58%
Outdoor I (Heavy)	8.16%	7.16%	6.55%
Outdoor II	4.25%	3.35%	2.96%
Outdoor III	4.6%	3.8%	3.56%
Outdoor IV	17.07%	16.78%	16.71%
Outdoor V (Light)	25.64%	25.76%	25.7%
Yellow Pages I (Heavy)	15.82%	15.66%	15.67%
Yellow Pages II	7.36%	6.51%	6.13%
Yellow Pages III	8.5%	6.59%	5.77%
Yellow Pages IV	23.98%	23.1%	22.95%
Yellow Pages V (Light)	4.43%	3.6%	3.31%

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.54%	2.8%	3.05%
Drive Time III (Medium)	0.81%	0.78%	0.78%
Radio IV & V (Light)	2.61%	2.43%	2.38%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.19%	9.47%	9.38%
Radio III (Medium)	4.13%	4.72%	5.05%
Radio IV & V (Light)	3.73%	3.47%	3.35%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.93%	12.47%	12.46%
Cable III (Medium)	5.23%	4.64%	4.5%
Cable IV & V (Light)	37.31%	34.61%	33.33%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.89%	3.82%	3.88%
Prime Time III (Medium)	1.61%	1.8%	1.88%
Prime Time IV & V (Light)	9.73%	8.84%	8.75%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.6%	39.59%	39.95%
Fringe III (Medium)	54.61%	54.55%	54.84%
Fringe IV (Light)	55.79%	56.4%	56.94%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	14.97%	13.57%	13%
All Day III (Medium)	24.39%	24.37%	24.48%
All Day IV (Light)	17.14%	14.67%	13.5%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	10.95%	11.62%	11.74%
6:00am - 10:00am	16.23%	15.17%	14.29%
10:00am - 3:00pm	10.89%	8.26%	6.95%
3:00pm - 7:00pm	15.67%	14.95%	14.48%
7:00pm - Midnight	12.84%	12.69%	12.02%
Midnight - 6:00am	7.86%	6.46%	5.67%
Weekend Radio Listeners			
Dayparts [summary]	14.61%	15.3%	15.5%
6:00am - 10:00am	3.44%	3.55%	3.49%
10:00am-3:00pm	5.69%	5.1%	4.67%
3:00pm - 7:00pm	7.85%	7.45%	7.17%
7:00pm - Midnight	9.62%	9.62%	9.49%
Midnight - 6:00am	13.57%	11.9%	11.04%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.97%	7.81%	7.95%
Saturday: 8:00-11:00pm	8.16%	8.31%	8.44%
Sunday: 7:00-11:00pm	9.01%	9.57%	9.84%
9:00am-1:00pm	23.88%	25.82%	26.45%
9:00am-4:00pm	27.71%	29.8%	30.49%
4:00pm-7:00pm	29.6%	29.54%	29.04%
11:00pm-1:00am	42.02%	42.53%	42.7%
AVG Prime time Mon-Sun	4.56%	3.68%	3.23%

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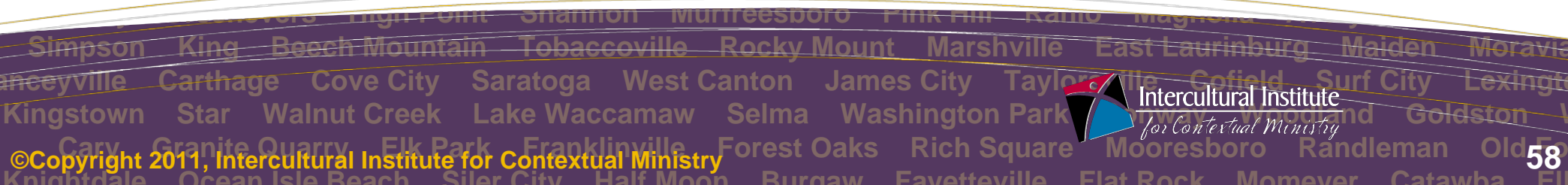
Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.89%	16.52%	16.07%
7-9am	21.13%	21.39%	20.97%
9am-12noon	18.48%	21.25%	22.14%
12noon-4pm	9.24%	8.55%	8.35%
4-6pm	46.74%	47.44%	47.04%
6-7pm	17.35%	19.12%	19.97%
7-7:30pm	1.49%	1.49%	1.39%
7:30-8pm	11.06%	11.2%	11.26%
8-11pm	6.97%	7.81%	7.95%
11pm-12am	32.66%	33.87%	34.36%
11pm-1am	42.02%	42.53%	42.7%
1-6am	31.79%	30.91%	29.81%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.52%	17.78%	17.79%
Sat: 10am-1pm	8.15%	8.34%	8.31%
Sat: 1-4pm	24.55%	24.92%	25.03%
Sat: 4-6pm	7.05%	6.85%	6.81%
Sat: 6-7pm	1.66%	1.96%	2.01%
Sat: 7-8pm	0.98%	0.99%	0.9%
Sat: 8-11pm	8.16%	8.31%	8.44%
Sat: 11pm-1am	5.75%	5.26%	4.98%
Sat: 1am-7pm	22.91%	23.74%	23.86%
Sun: 7-10am	2.08%	2.2%	2.22%
Sun: 10am-1pm	5.45%	6.58%	7.11%
Sun: 1-4pm	4.97%	5.67%	6.09%
Sun: 4-7pm	11.84%	13.2%	13.89%
Sun: 7-11pm	9.01%	9.57%	9.84%
Sun: 11pm-1am	4.79%	5%	5.1%
Sun: 1-7am	19.73%	21.3%	21.98%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

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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
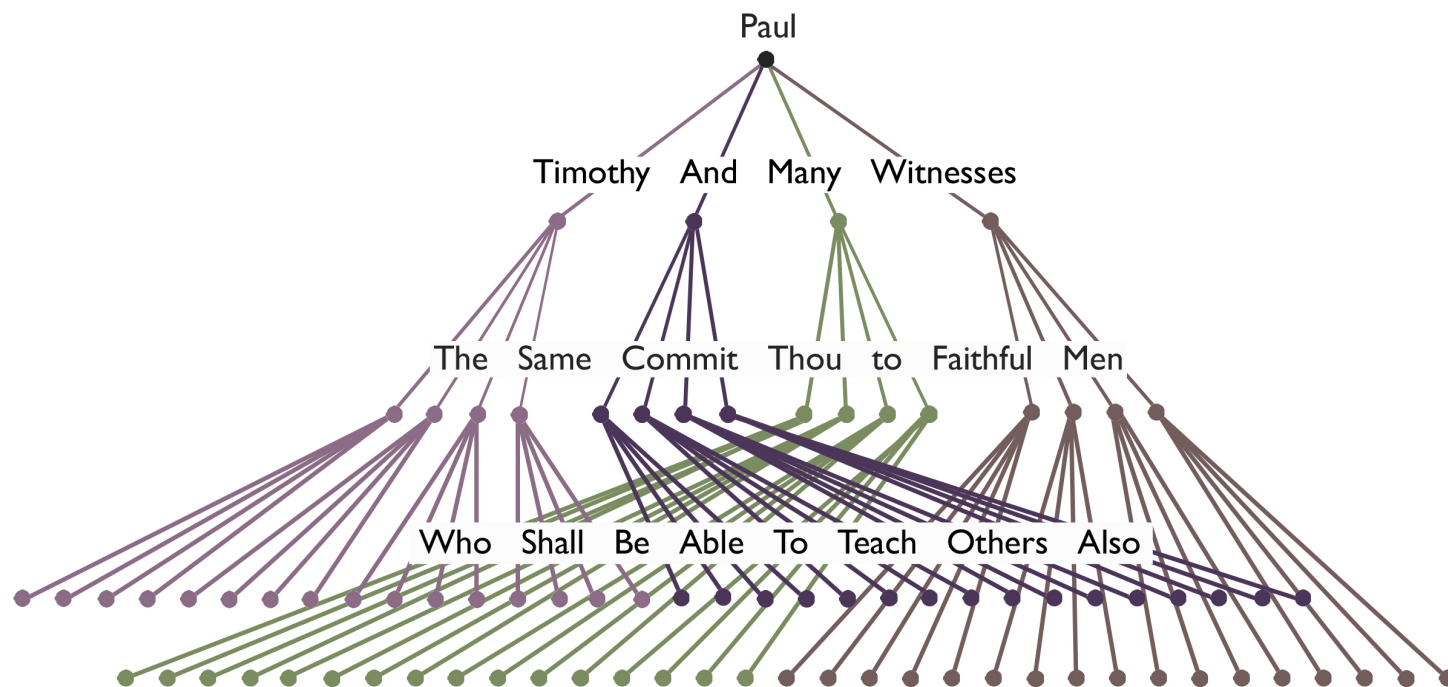
Establishing Redemptive Relationships

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

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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
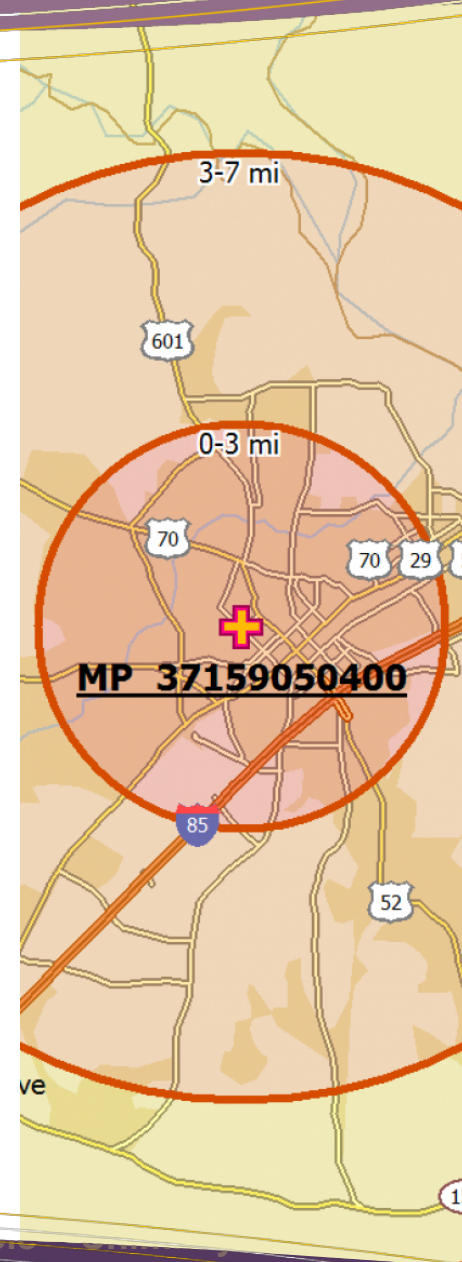
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Salisbury First - Salisbury	223 N Fulton St Salisbury, NC 28144	0.49 mi	600	Declining
2	Stallings Memorial - Salisbury	817 S Main St Salisbury, NC 28144	0.93 mi	173	Declining
3	Wall of Fire Outreach Ministries - Salisb	500 East Council St Salisbury, NC 28144	1.06 mi	0	Insufficient Data
4	Community	18 Carolina St Salisbury, NC 28144	1.40 mi	189	Declining
5	North Main - Salisbury	1501 N Main St Salisbury, NC 28144	1.55 mi	172	Declining
6	Milford Hills - Salisbury	1238 E Colonial Dr Salisbury, NC 28144	1.63 mi	64	Plateauing
7	Rowan International - Salisbury	1709 N Lee St Salisbury, NC 28144	1.73 mi	0	Insufficient Data
8	Oakland Heights - Salisbury	205 Newsome Rd Salisbury, NC 28146	2.07 mi	18	Declining
9	Lao - Salisbury	1510 Henderson Grove Church Rd Salisbury, NC 28144	2.37 mi	0	Insufficient Data
10	Southside - Salisbury	500 Morlan Park Rd Salisbury, NC 28146	2.38 mi	133	Declining
11	Carmel Baptist Church	2100 Mooresville Rd Salisbury, NC 28147	2.38 mi	39	Declining
12	Whosoever Will	318 8th St Spencer, NC 28159	2.47 mi	0	Insufficient Data
13	Emmanuel - Salisbury	2300 Bringle Ferry Rd Salisbury, NC 28146	2.60 mi	103	Declining
14	Spencer First - Spencer	215 5th St Spencer, NC 28159	2.67 mi	72	Declining
15	Providence - Salisbury	620 Andrews St Salisbury, NC 28144	3.54 mi	68	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Calvary	2255 E Ridge Rd Salisbury, NC 28144	3.67 mi	203	Declining
17	Oakdale - Spencer	200 Charles St Spencer, NC 28159	3.70 mi	113	Declining
18	Enon	1875 Enon Church Rd Salisbury, NC 28147	3.78 mi	115	Plateauing
19	Dunn's Mountain	1350 Old Stone House Rd Salisbury, NC 28146	3.91 mi	86	Declining
20	Friendship - Salisbury	100 Porter Rd Salisbury, NC 28146	4.07 mi	0	Insufficient Data
21	Neel Road - Salisbury	135 Neel Rd Salisbury, NC 28147	4.47 mi	152	Plateauing
22	Franklin - Salisbury	3810 US Highway 601 Salisbury, NC 28147	4.65 mi	183	Plateauing
23	Yadkin - Salisbury	150 Yadkin Baptist Church Rd Salisbury, NC 28144	5.29 mi	64	Growing
24	Faith - Faith	203 N Main St Faith, NC 28041	5.98 mi	320	Plateauing
25	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	6.18 mi	108	Growing
26	Sherrills Ford Road - Salisbury	6455 Sherrills Ford Rd Salisbury, NC 28147	6.57 mi	50	Growing
27	Trading Ford - Salisbury	3600 Long Ferry Rd Salisbury, NC 28146	6.83 mi	238	Plateauing
28	Lakeview - Linwood	341 Lakeview Church Rd Linwood, NC 27299	7.56 mi	47	Growing
29	Main Street - China Grove	1615 N Main St China Grove, NC 28023	7.69 mi	99	Plateauing
30	Eastside - Salisbury	370 Trexler Rd Salisbury, NC 28146	7.88 mi	64	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Woodleaf - Woodleaf	7790 Woodleaf Rd Woodleaf, NC 27054	8.07 mi	185	Growing
32	High Rock	7800 Bringle Ferry Rd Salisbury, NC 28146	9.12 mi	405	Growing
33	China Grove First - China Grove	302 Patterson St China Grove, NC 28023	9.24 mi	148	Declining
34	South China Grove - China Grove	501 Haney St China Grove, NC 28023	9.79 mi	132	Plateauing
35	Pine Ridge - China Grove	880 Old Linn Rd China Grove, NC 28023	9.86 mi	43	Declining
36	Community - Cooleemee	612 Gladstone Rd Cooleemee, NC 27014	9.90 mi	0	Insufficient Data
37	Grace	1655 Patterson St China Grove, NC 28023	10.11 mi	0	Insufficient Data
38	Jersey - Lexington	2920 Jersey Church Rd Lexington, NC 27292	10.13 mi	216	Plateauing
39	Cooleemee First - Cooleemee	204 Marginal St Cooleemee, NC 27014	10.66 mi	57	Plateauing
40	Rockwell First - Rockwell	8630 Hillcrest Dr Rockwell, NC 28138	10.72 mi	368	Plateauing
41	Landis - Landis	108 N Kimmons St Landis, NC 28088	11.41 mi	0	Insufficient Data
42	Phaniels - Rockwell	2685 Phaniel Church Rd Rockwell, NC 28138	11.51 mi	117	Growing
43	Cleveland First - Cleveland	200 Maple St Cleveland, NC 27013	12.11 mi	98	Plateauing
44	New Piney Grove - Kannapolis	1000 S Chapel St Kannapolis, NC 28083	12.26 mi	113	Declining
45	Rodgers Park - Kannapolis	2400 East Cannon Blvd Kannapolis, NC 28083	12.62 mi	108	Insufficient Data

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