

MissionSite

top unreached locations



SALISBURY, NC

CENSUS TRACT: 37159050901

REGION: Region 5: Piedmont Triad

COUNTY: Rowan

SITESCAPE: Townscape

DENSITY PATTERN: C



In partnership with the:



Intercultural Institute
for Contextual Ministry



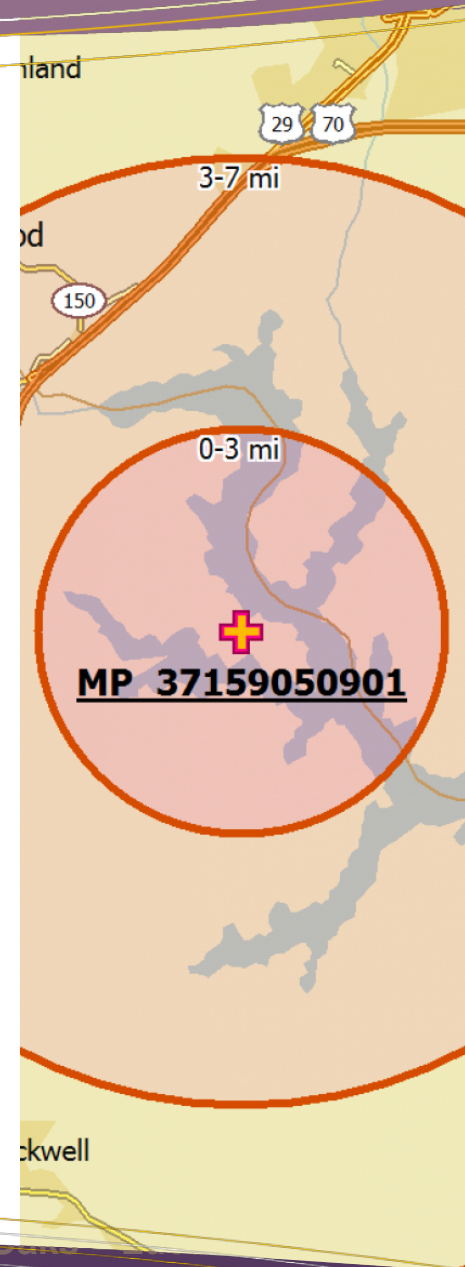
MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

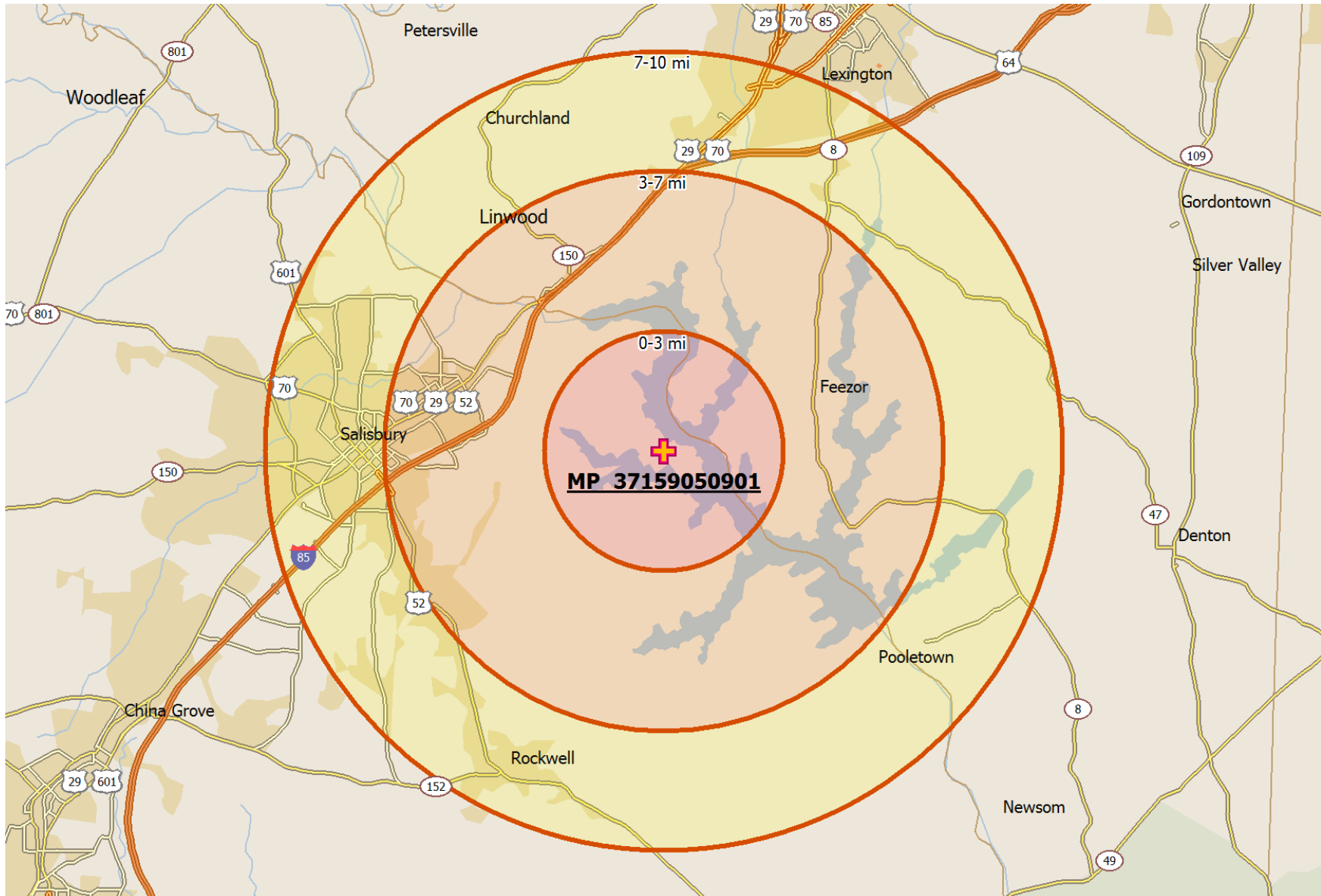
Site Location Summary

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	28146	Rowan
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	C	10000-50000-50000



Site Location Summary - Map of the Site Location



Woodleaf Petersville Churchland Linwood Salisbury Feezor Poolletown Rockwell Newsom China Grove Lexington Gordontown Silver Valley Denton

Hightsville Lexington Salem Mount Gilead Wentworth Cofield Red Cross Glen Raven Simpson Wain
non Dobson Burgaw Maiden Boone Southport Huntersville Conway Appahoe Avery Creek Jamesville
Madison Columbus Garland Winterville White Lake Washington Y...ville Winstonburg Delway
Hookerton Pumpkin Center Red Springs Harkers Island Westport Icard Cornelius Winton Turkey Board
Forest City St. Stephens Murphy Ruth Peachland Ramsey Greensboro Elm City Hickory Asheboro

Site Location Summary - Urbanicity

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

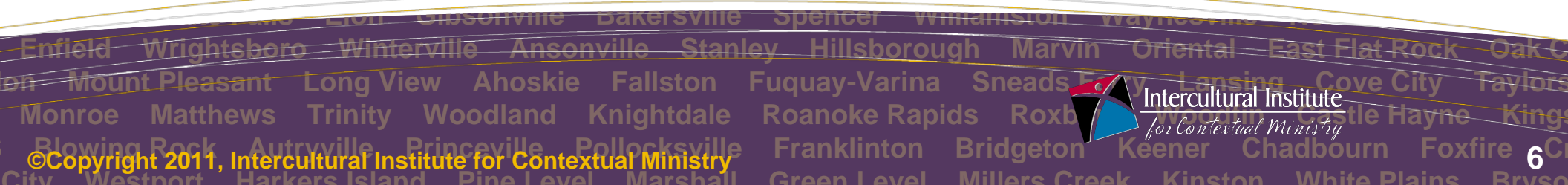
RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	3	Micropolitan area adjacent to a large metro area
3 Rural / Urban Continuum	4	
4 NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	73	Micropolitan high commuting: Secondary flow 10% to 30% to an Urban Area
7 ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8 Percent Commuting to Metro	23	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,152	41,234	44,699
2010 Households	1,623	16,217	16,968
2010 Group Quarters Population	3	1,038	2,758

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	28	35
Language Diversity National Index	10	20	31
Foreign Born Diversity National Index	39	7	25
Ancestry Diversity National Index	61	38	37
Racial Diversity National Index	18	38	51

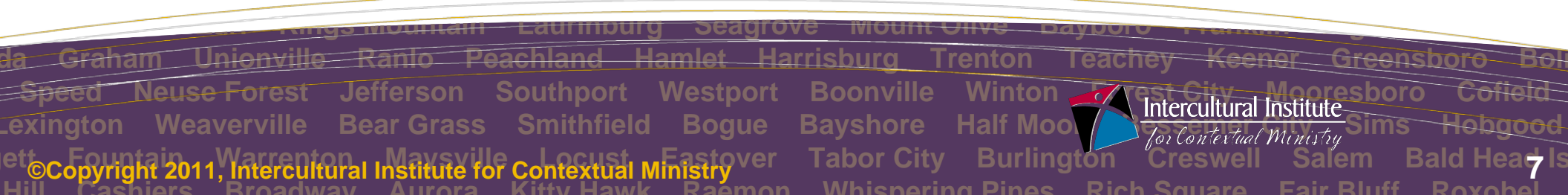


Site Location Summary - County Environment

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

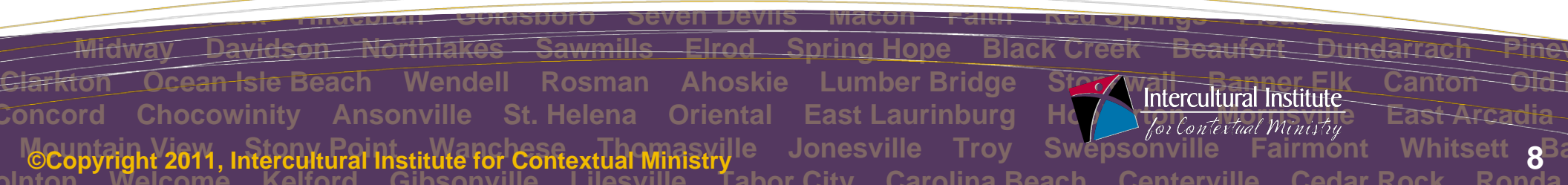
ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county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



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	434	26.74%
Mainstay Communities	Established, Diverse Households	444	27.36%
Working Communities	Blue-collar, Working Families	162	9.98%
Country Communities	Rural, Agri. & Mining Families	464	28.59%
Aspiring Communities	Young Singles / Aspiring-Multihousing	98	6.04%
Urban Communities	High Density, Inner-city Neighborhoods	22	1.36%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	1,035	2.9%
Unreached %	66.22%	63.77%	96.3
Religious But NOT Evangelical HH	8,595	217	2.52%
Religious But NOT Evangelical %	15.95%	13.34%	83.67
Spiritual But NOT Relig or Evang HH	5,786	182	3.14%
Spiritual But NOT Relig or Evang %	10.74%	11.2%	104.33
Not Evangelical, Not Interested HH	21,465	638	2.97%
Not Evangelical, Not Interested %	39.83%	39.29%	98.64



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	2	3.51%
Active BCNC Attenders	7,381	643	8.71%
Active Evangelical Households	6,849	222	3.24%
Active Evangelical Percent	12.71%	13.65%	107.43
Inactive Evangelical Households	11,358	367	3.23%
Inactive Evangelical Percent	21.07%	22.63%	107.39
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Trading Ford - Salisbury	2.04 mi	238	Plateauing	16	Southside - Salisbury	6.20 mi	133	Declining
2	High Rock	2.34 mi	405	Growing	17	Lakeview - Linwood	6.24 mi	47	Growing
3	Eastside - Salisbury	4.13 mi	64	Plateauing	18	Salisbury First - Salisbury	6.58 mi	600	Declining
4	Providence - Salisbury	4.15 mi	68	Declining	19	Stallings Memorial - Salisbury	6.87 mi	173	Declining
5	Emmanuel - Salisbury	4.47 mi	103	Declining	20	Lao - Salisbury	6.99 mi	0	Insufficient Data
6	Oakdale - Spencer	4.83 mi	113	Declining	21	Community	7.27 mi	189	Declining
7	Dunn's Mountain	4.93 mi	86	Declining	22	Faith - Faith	7.41 mi	320	Plateauing
8	Spencer First - Spencer	5.16 mi	72	Declining	23	Mountain View - Lexington	7.42 mi	68	Plateauing
9	Yadkin - Salisbury	5.23 mi	64	Growing	24	Calvary	7.69 mi	203	Declining
10	Whosoever Will	5.32 mi	0	Insufficient Data	25	Smith Grove - Linwood	7.72 mi	108	Growing
11	Oakland Heights - Salisbury	5.44 mi	18	Declining	26	Holloways - Lexington	7.78 mi	131	Plateauing
12	Rowan International - Salisbury	5.54 mi	0	Insufficient Data	27	East Corinth - Gold Hill	8.09 mi	41	Declining
13	North Main - Salisbury	5.72 mi	172	Declining	28	Milford Hills - Salisbury	8.51 mi	64	Plateauing
14	Jersey - Lexington	6.01 mi	216	Plateauing	29	Friendship - Salisbury	8.70 mi	0	Insufficient Data
15	Wall of Fire Outreach Ministries - Salisb	6.11 mi	0	Insufficient Data	30	Floyd - Lexington	8.93 mi	21	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

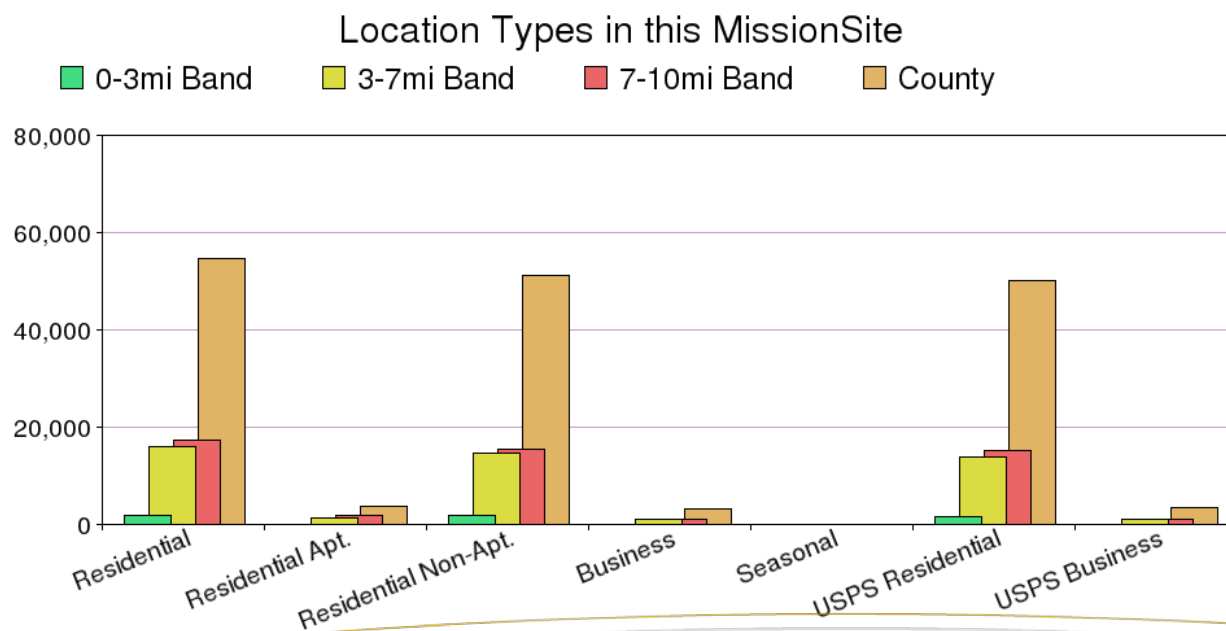


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	110,605	3,098	2.8%
2000 Population	130,340	3,904	3%
2010 Population	142,526	4,152	2.91%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,512	1,202	2.83%
2000 Households	49,940	1,541	3.09%
2010 Households	53,894	1,623	3.01%



Location Type	0-3mi Band
Residential	1,867
Residential Apt.	4
Residential Non-Apt.	1,863
Business	21
Seasonal	0
USPS Residential	1,610
USPS Business	18

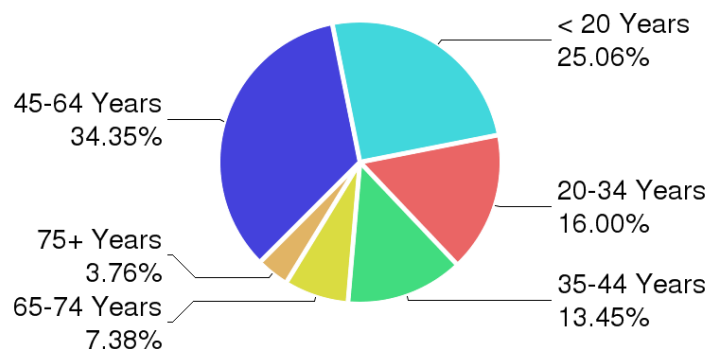
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.02%	4.6%	91.63
4-5 Years	2.57%	2.14%	83.27
6-8 Years	3.88%	4.12%	106.19
9-11 Years	3.87%	4.05%	104.65
12-13 Years	2.57%	2.91%	113.23
14-17 Years	5.25%	4.87%	92.76
18-19 Years	2.65%	2.41%	90.94
0-5 Years	7.58%	6.74%	88.92
6-12 Years	9.03%	9.66%	106.98
13-19 Years	9.18%	8.69%	94.66
< 20 Years	25.79%	25.09%	97.29
20-34 Years	18.58%	16.02%	86.22
35-44 Years	12.88%	13.46%	104.5
45-64 Years	27.16%	34.39%	126.62
65-74 Years	8.18%	7.39%	90.34
75+ Years	7.41%	3.76%	50.74
Median Age	40	42	107.28
Median Age (Male)	38	44	115.06
Median Age (Female)	41	42	102.72

Age Group Percentages



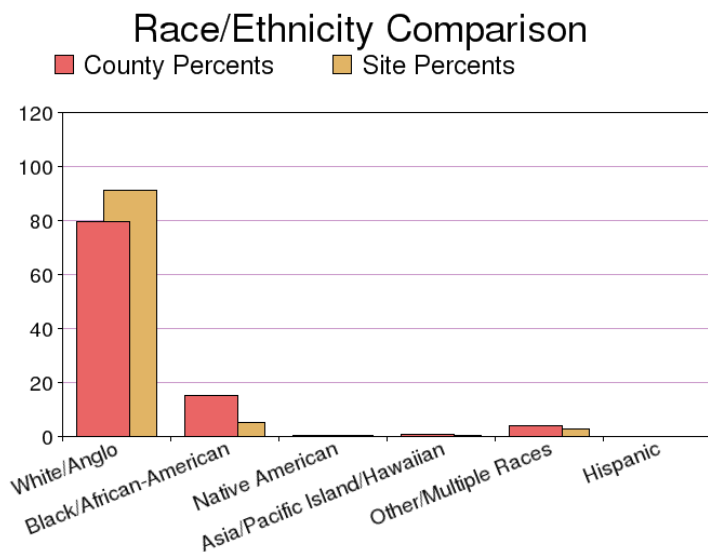
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	79.43%	91.21%	114.84
Black, African-American	15.33%	5.11%	33.32
Native American	0.34%	0.22%	64.1
Asian	0.95%	0.55%	58.48
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	3.93%	2.91%	74.07
Hispanic	0%	4.84%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	96,587	2,935	
Less than 9th Grade	6.82%	5.72%	119.12
No High School Diploma	14.12%	12.54%	112.58
High School Graduate	35.18%	37.44%	93.95
Some College, no degree	19.28%	20.07%	96.09
Associate Degree	8.43%	9.27%	90.99
College Degree	11.79%	10.8%	109.15
Graduate/Prof. degree	4.38%	4.16%	105.36



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%	5.18%	112.84
\$10,000 to \$19,999	14.62%	10.91%	74.61
\$20,000 to \$29,999	11.63%	10.72%	92.17
\$30,000 to \$49,999	20.69%	20.64%	99.74
\$50,000 to \$59,999	10.12%	9.92%	98.04
\$60,000 to \$69,999	7.34%	5.85%	79.74
\$70,000 to \$79,999	7.1%	7.33%	103.23
\$80,000 to \$89,999	5.59%	6.35%	113.44
\$90,000 to \$99,999	3.41%	4.25%	124.52
\$100,000 to \$124,999	5.77%	8.93%	154.92
\$125,000 to \$149,999	3.18%	4.37%	137.55
\$150,000 to \$199,999	1.78%	3.82%	214.91
\$200,000 to \$249,999	0.32%	0.74%	229.01
\$250,000 or more	1.04%	0.74%	71.03
Median Household	45,724	54,966	120.21
Average Household	57,143	65,665	114.91
Per Capita Household	22,279	25,669	115.22
Family/Non-Family Household Income			
Median Family Income	54,976	66,212	120.44
Average Family Income	66,756	74,347	111.37
Median Non-Family Income	25,838	27,137	105.03
Average Non-Family Income	34,948	36,173	103.51

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.78%	74.12%	106.23
Families with Children	34.15%	33.46%	97.97
Families without Children	35.63%	40.67%	114.14
Non-Family Households			
% Non-Family Households	30.22%	25.88%	85.63
Non-Families with Children	0.61	0.37	60.19
Non-Families without Children	29.61	25.51	86.15
Housing Units			Index
Total Housing Units	61,071	1,894	
Vacant percent	11.75%	14.36%	122.2
Owned percent	64.21%	71.96%	112.08%
Rented Percent	24.04%	13.73%	57.1
Households by Size			Index
Avg household size	2.56	2.56	100
Avg family hh size	3.16	3.06	96.84
Avg non-family hh size	1.16	1.12	96.55
Households By Count of Persons			Percent
One	13,891	344	2.48%
Two	17,428	607	3.48%
Three or Four	17,663	566	3.2%
Five+	4,912	106	2.16%

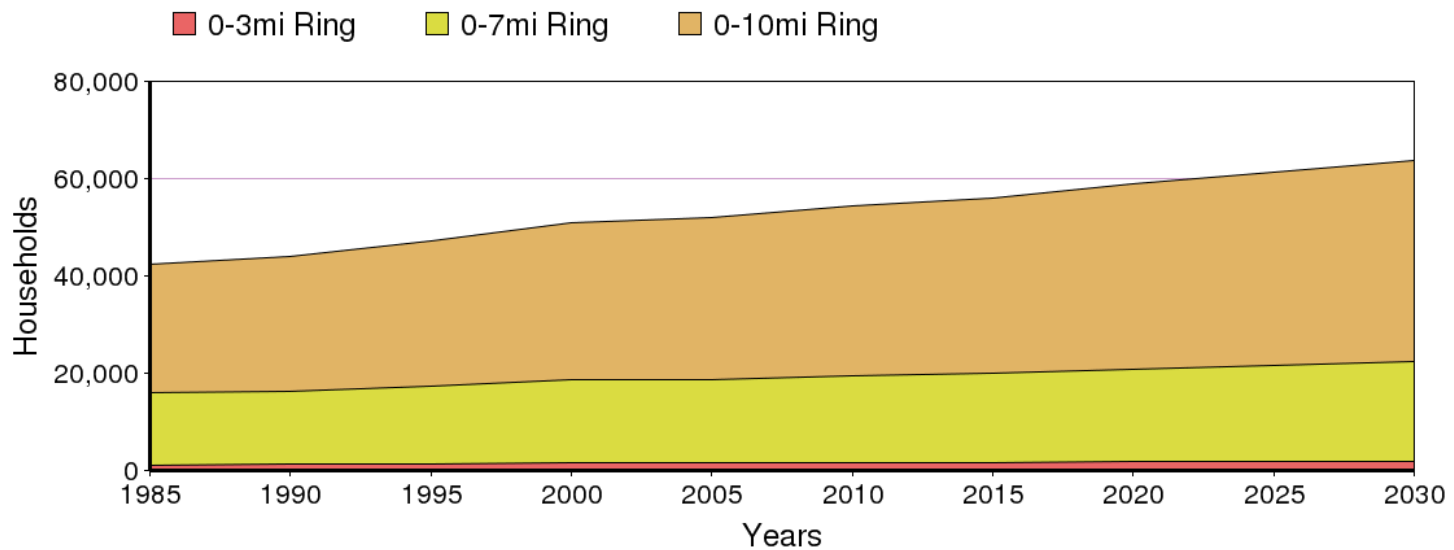
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	110,605	3,098	2.8%
2000 Population	130,340	3,904	3%
2010 Population	142,526	4,152	2.91%
2015 Population	151,160	4,313	2.85%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,512	1,202	2.83%
2000 Households	49,940	1,541	3.09%
2010 Households	53,894	1,623	3.01%
2015 Households	56,184	1,662	2.96%

Household Change from 1985 to 2030



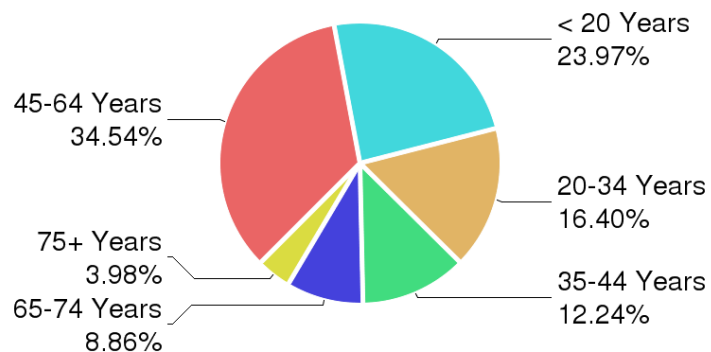
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.6%	4.34%	94.35
4-5 Years	2.14%	2.04%	95.33
6-8 Years	4.12%	3.76%	91.26
9-11 Years	4.05%	4.03%	99.51
12-13 Years	2.91%	2.85%	97.94
14-17 Years	4.87%	4.68%	96.1
18-19 Years	2.41%	2.32%	96.27
0-5 Years	6.74%	6.38%	94.66
6-12 Years	9.66%	9.27%	95.96
13-19 Years	8.69%	8.37%	96.32
< 20 Years	25.09%	24.02%	95.74
20-34 Years	16.02%	16.44%	102.62
35-44 Years	13.46%	12.27%	91.16
45-64 Years	34.39%	34.62%	100.67
65-74 Years	7.39%	8.88%	120.16
75+ Years	3.76%	3.99%	106.12
Median Age	40	44	110.12
Median Age (Male)	38	45	118.72
Median Age (Female)	41	43	104.92

Projected Age Group Percentages



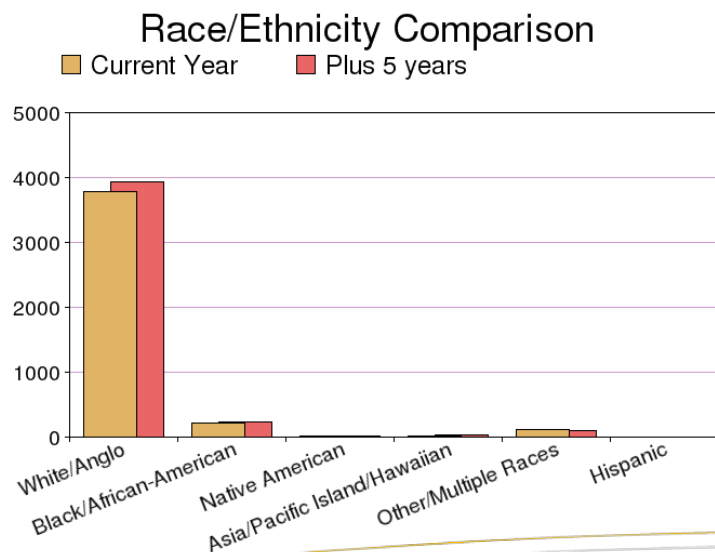
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.21%	91.14%	99.93
Black, African-American	5.11%	5.59%	109.44
Native American	0.22%	0.23%	106.96
Asian	0.55%	0.7%	125.57
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.91%	2.34%	80.36
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,935	3,096	
Less than 9th Grade	5.72%	5.07%	88.59
No High School Diploma	12.54%	11.37%	90.68
High School Graduate	37.44%	38.05%	101.61
Some College, no degree	20.07%	19.35%	96.41
Associate Degree	9.27%	10.63%	114.67
College Degree	10.8%	11.21%	103.77
Graduate/Prof. degree	4.16%	4.33%	104.12



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	5.18%	4.33%	83.7
\$10,000 to \$19,999	10.91%	10.77%	98.76
\$20,000 to \$29,999	10.72%	9.93%	92.6
\$30,000 to \$49,999	20.64%	18.59%	90.07
\$50,000 to \$59,999	9.92%	9.21%	92.8
\$60,000 to \$69,999	5.85%	6.56%	112.04
\$70,000 to \$79,999	7.33%	7.7%	96.01
\$80,000 to \$89,999	6.35%	7.16%	108.08
\$90,000 to \$99,999	4.25%	4.33%	101.9
\$100,000 to \$249,999	8.93%	9.81%	109.78
\$125,000 to \$149,999	4.37%	5.35%	122.41
\$150,000 to \$199,999	3.82%	4.51%	118.13
\$200,000 to \$249,999	0.74%	0.9%	122.07
\$250,000 or more	0.74%	0.72%	97.65
Median Household	54,966	59,532	108.31
Average Household	65,665	71,207	108.44
Per Capita Household	25,669	27,440	106.9
Family/Non-Family Household Income			
Median Family Income	66,212	71,531	108.03
Average Family Income	74,347	81,228	109.26
Median Non-Family Income	27,137	30,039	110.69
Average Non-Family Income	36,173	40,581	112.19

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	74.12%	73.41%	99.03
Families with Children	33.46	32.79	98.01
Families without Children	40.67	40.73	100.17
Non-Family Households			
% Non-Family Households	25.88%	26.59%	102.77
Non-Families with Children	0.37	0.42	102.77
Non-Families without Children	25.51	26.17	102.61
Housing Units			
Total Housing Units	1,894	1,940	102.43%
Vacant percent	14.36%	14.33%	99.78
Owned percent	71.96%	71.86%	99.85
Rented Percent	13.73%	13.81%	100.63
Households by Size			
Avg household size	2.56	2.59	101.17%
Avg family hh size	3.06	3.15	102.94%
Avg non-family hh size	1.12	1.06	94.64%
Households By Count of Persons			
One	344	367	106.69%
Two	607	587	96.71%
Three or Four	566	586	103.53%
Five+	106	122	115.09%

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	49	1,198	1,408
Northern Europe	7	31	69
Western Europe	7	44	82
Southern Europe	0	0	13
Eastern Europe	0	57	4
Other Europe	0	0	0
Eastern Asia	1	6	9
So. Central Asia	0	24	135
SE Asia	14	67	229
Western Asia	0	1	12
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	6	6
Middle Africa	0	0	0
Northern Africa	0	6	10
Southern Africa	0	0	6
Western Africa	0	46	67
Other Africa	0	2	6
Oceania	0	4	2
Caribbean	7	10	90
Central Amer.	13	839	632
South America	0	40	25
North America	0	15	11
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,824	31,698	38,826
Spanish	55	1,487	1,306
Other Indo-Euro language	27	263	553
French (incl. Patois, Cajun)	5	71	153
French Creole	0	0	0
Italian	5	21	20
Portuguese	0	0	0
German	17	89	138
Yiddish	0	6	3
Other West Germanic	0	0	0
A Scandinavian Language	0	0	15
Greek	0	0	20
Russian	0	0	0
Polish	0	6	0
Serbo-Croatian	0	37	13
Other Slavic Language	0	1	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	11	22
Hindi	0	0	20
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	10	7
Asian/PI languages	0	0	0
Chinese	0	0	16
Japanese	18	8	2
Korean	0	1	0
Mon-Khmer, Cambodian	0	9	76
Miao, Hmong	46	62	87
Thai	0	0	6
Laotian	5	1	9
Vietnamese	8	9	81
Other Asian	0	0	0
Tagalog	0	0	32
Other Pacific Is	0	0	0
Other languages	0	59	37
Navajo	0	0	0
Other Native N. American	0	15	0
Hungarian	0	20	0
Arabic	0	1	0
Hebrew	0	0	9
African languages	0	23	28
Other unspecified	0	0	0

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	3,677	25,893	28,587
Arab	6	35	39
Armenian	0	8	0
Austrian	6	8	28
British	0	43	117
Canadian	1	18	16
Croatian	0	0	0
Czech	4	7	2
Czechoslovak	0	1	4
Danish	0	7	18
Dutch	33	245	404
English	283	1,590	2,574
European	19	300	155
Finnish	0	5	9
French (not Basque)	85	248	348
French Canadian	7	30	72
German	746	3,935	4,945
Greek	2	33	58
Hungarian	13	43	38
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	158	905	1,773
Italian	36	358	429
Lithuanian	0	0	3
Norwegian	4	74	93
Polish	47	147	163
Portuguese	0	6	17
Romanian	0	2	6
Russian	0	3	19
Scandinavian	26	21	26
Scotch-Irish	139	732	879
Scottish	92	358	363
Slovak	1	20	39
Subsaharan African	40	539	170
Swedish	11	50	90
Swiss	0	40	14
Ukrainian	4	13	16
US/American	1,395	6,430	7,712
Welsh	7	50	49
West Indian	0	35	88
Yugoslavian	0	49	0
Other	512	9,506	7,810

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to its county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

Issues for Your Consideration - continued

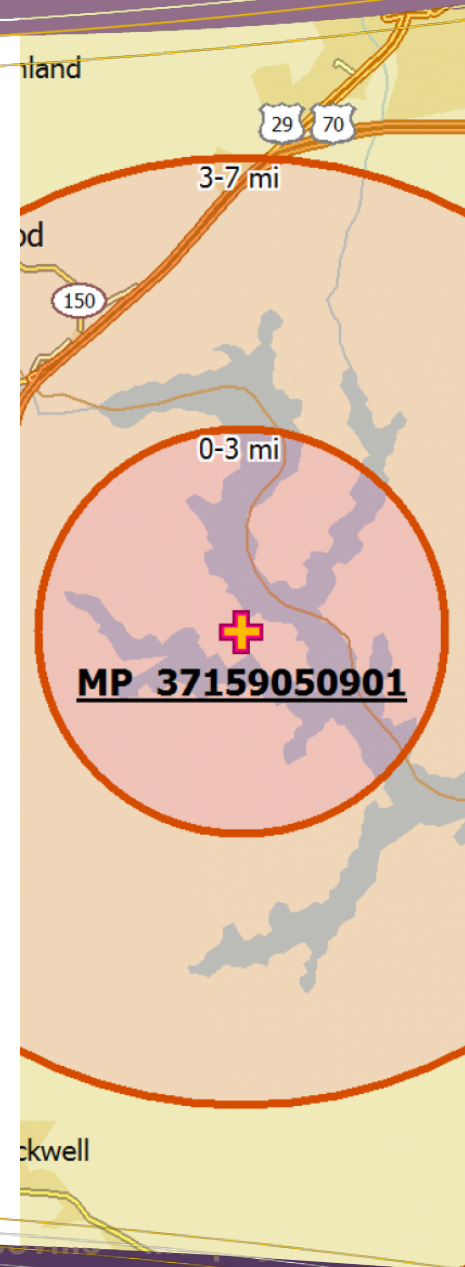
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	1,623	100%	1,033	100%
AFFLUENT SUBURBIA	119	7.33%	82	7.94%
America's Wealthiest	0	0%	0	0%
Dream Weavers	9	0.55%	6	0.58%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	110	6.78%	76	7.36%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	315	19.41%	211	20.43%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	315	19.41%	211	20.43%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	299	18.42%	191	18.49%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	79	4.87%	0	0%
Prime Middle America	0	0%	51	4.94%
Urban Optimists	220	13.56%	0	0%
Family Convenience	0	0%	140	13.55%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,623	100%	1,033	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	145	8.93%	104	10.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	5	0.31%	3	0.29%
Professional Urbanites	140	8.63%	101	9.78%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	162	9.98%	111	10.75%
Steadfast Conservative	162	9.98%	111	10.75%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	1,623	100%	1,033	100%
REMOTE AMERICA	50	3.08%	30	2.9%
Hardy Rural Fam.	48	2.96%	29	2.81%
Rural Southern Living	2	0.12%	1	0.1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	98	6.04%	73	7.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	98	6.04%	73	7.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	414	25.51%	216	20.91%
Aspiring Hispania	171	10.54%	0	0%
Industrious Country Living	0	0%	116	11.23%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	243	14.97%	0	0%
Hinterland Fam.	0	0%	100	9.68%

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	1,623	100%	1,033	100%
STRUGGLING SOCIETIES	22	1.36%	15	1.45%
Rugged Southern Style	3	0.18%	2	0.19%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	19	1.17%	13	1.26%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

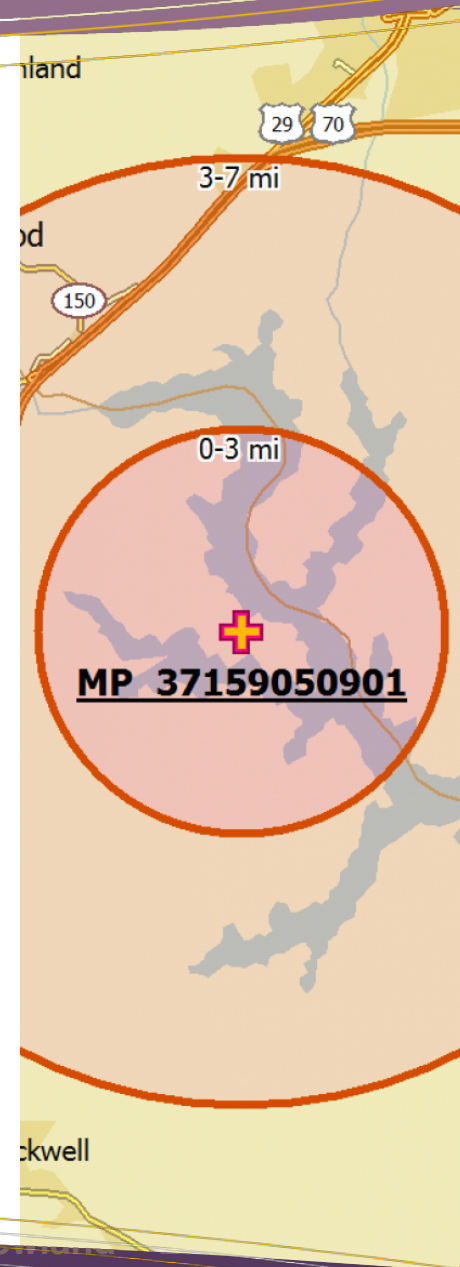
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	78%	76%	76%
Use Comp. for Internet/E-mail	63%	58%	58%
Internet Use: E-Mail	52%	48%	48%
Use Comp. for Word Processing	43%	37%	37%
Use Comp. for Comp. Games	42%	39%	40%
Use Comp. for Shopping	39%	34%	34%
Use Comp. for Digital Camera	36%	31%	31%
Photo Editing			
Use Comp. for Education	33%	32%	32%
Use Comp. for Banking	33%	29%	30%
HH Owns DVD Player	30%	28%	28%

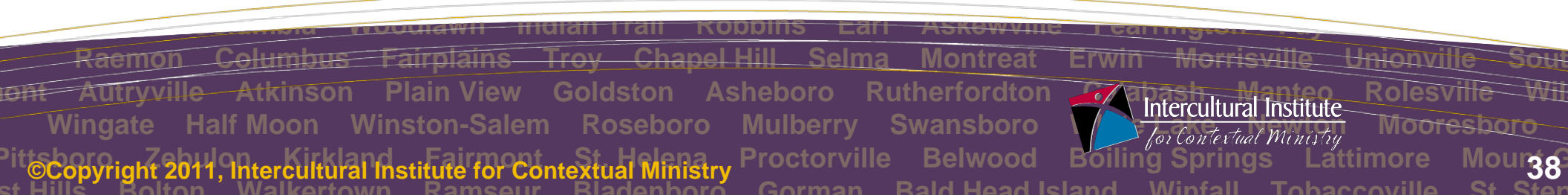
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	28%	26%	27%
Internet Use: Banking	27%	24%	25%
Use Comp. for News/Info./Data	24%	20%	21%
Service			
PC-Network-HH Has One	20%	18%	18%
Use Comp. for Accounting	16%	14%	14%
Use Comp. for Filing/DB Mngmnt	15%	13%	13%
Use Comp. for Personal Financial	14%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	13%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	11%	11%
Purchase			
Internet Use: Research/ Education	12%	11%	11%

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	68%	67%	67%
Dining Out (Not Fast Food)	61%	55%	56%
Reading Books	54%	52%	52%
Card Games	45%	42%	42%
Gardening	41%	35%	35%
Go To A Beach/Lake	40%	35%	35%
Cooking for Fun	35%	35%	35%
Board Games	35%	33%	33%
Photography	21%	18%	18%
Visit Museum	20%	18%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	42%	40%	41%
Dentist	30%	26%	26%
Backache	22%	23%	23%
Eye Dr.	22%	20%	21%
None Of These	21%	20%	20%
Hypertension/High Blood Pressure	20%	20%	20%
High Cholesterol	19%	18%	18%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or More)	15%	15%	15%



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	26.04%	25.1%	25.37%
Live Theater	21.73%	18.73%	18.67%
Live Theater Most Often	18.23%	15.36%	15.4%
Rock/Pop Concerts Most Often	13.55%	13.39%	13.47%
Comedy Club	7.5%	8.13%	8.14%
Dance Performance	7.33%	7.89%	7.65%
Movies: Comedy	38.31%	39.85%	39.51%
Movies: Action/Adventure	37.23%	38.55%	37.98%
Movies: Romantic Comedy	19.62%	19.73%	19.34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	19.07%	20.59%	20.08%
Movies: Drama	17.93%	19.87%	19.43%
Movies: Mystery	15.41%	16.69%	16.44%
MLB Baseball Reg. Season	7.78%	6.52%	6.68%
College Football Reg. Season	6.95%	6.15%	6.1%
NFL Football Reg. Season	6.76%	5.87%	5.92%
College Basketball Reg. Season	4.25%	4.13%	4.08%
NBA Basketball Reg. Season	3.37%	3.27%	3.17%
Auto Racing Events	3.35%	2.89%	2.88%

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	42.44%	38.84%	38.99%
Swimming	36.25%	32.08%	32.82%
Bowling	22.6%	21%	21.45%
Freshwater Fishing	22.48%	19.99%	20.49%
Camping Trips	20.18%	16.31%	16.76%
Billiards/Pool	18.25%	18.22%	18.64%
Weight Training	16.33%	14.81%	15%
Golf	16.04%	12.96%	13.03%
Basketball	15.12%	15.67%	15.45%
Hunting	15.07%	12.37%	12.43%
Mountain/Road Biking	14.79%	12.34%	12.3%
Jogging/Running	14.04%	13.89%	13.79%
Using Cardio Machine	13.51%	11.93%	12.25%
Stationary Cycling	12.31%	11.03%	11.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Target Shooting	12.03%	9.61%	9.9%
Backpacking/Hiking	11.08%	9.15%	9.34%
Baseball	10.35%	10.52%	10.55%
Power Boating	10.24%	8.11%	7.94%
Aerobics	9.4%	9.33%	9.2%
Football	9.14%	10.04%	10.04%
Saltwater Fishing	8.78%	7.94%	8.02%
Volleyball	8.68%	8.81%	8.78%
Canoeing/Kayaking	8.27%	6.74%	6.77%
Softball	8.24%	7.54%	7.56%
Horseback Riding	7.17%	6.21%	6.44%
Tennis	7%	6.49%	6.57%
Motorcycling	6.82%	6.15%	6.36%
Archery	6.68%	5.34%	5.47%

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
Soccer	6.44%	6.24%	6.47%
Yoga	6.41%	6.08%	6.12%
Ice Skating	5.42%	5.18%	4.98%
Water Skiing	5.38%	4.46%	4.36%
Snorkeling	5.33%	4.96%	4.65%
Roller Skating	5.25%	5.21%	5.14%
Fly Fishing	5.13%	4.71%	4.66%
Jet Skiing	5.1%	4.59%	4.35%
Downhill & X-Country	4.86%	4.46%	4.32%
Skiing			
Snowmobiling	4.56%	3.92%	3.82%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.87%	3.58%	3.4%
Auto Racing	3.65%	3.29%	3.19%
Martial Arts	3.6%	3.12%	3.13%
Rock Climbing	3.54%	3.18%	3.15%
Racquetball	3.45%	3.54%	3.55%
Snowboarding	3.44%	3.23%	3.13%
Hockey	3.42%	3.37%	3.33%
Sailing	3.42%	3.06%	2.94%
Rowing	3.05%	2.47%	2.45%
Surfing & Windsurfing	2.6%	2.58%	2.4%

Potential Cultural Barriers -- Introduction (part 1)

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

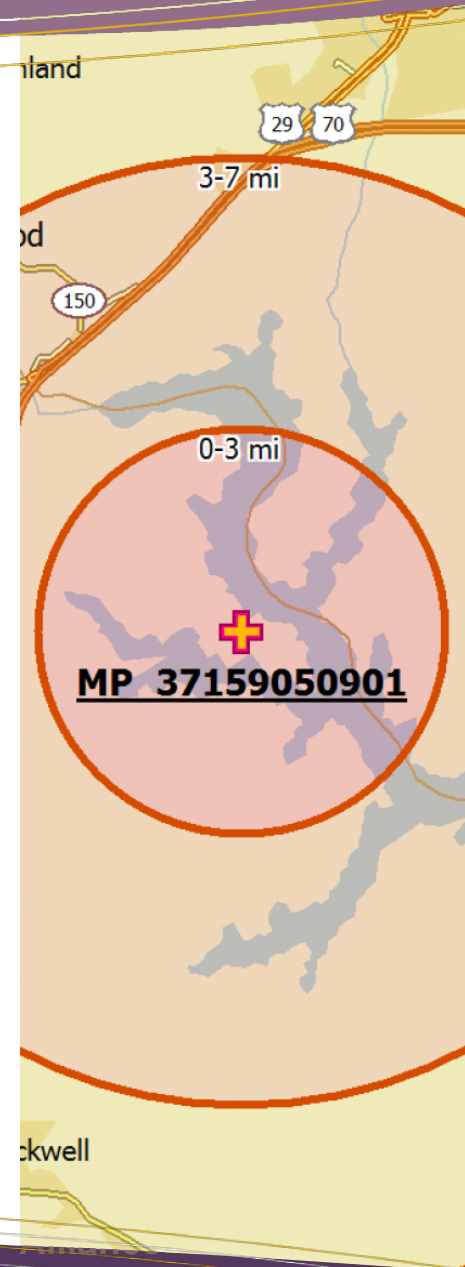
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

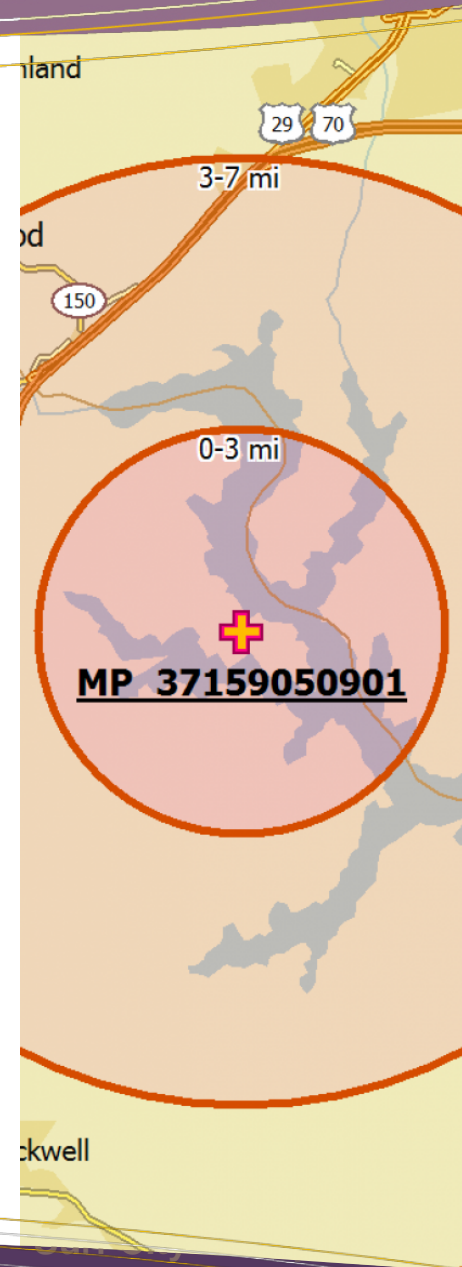
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

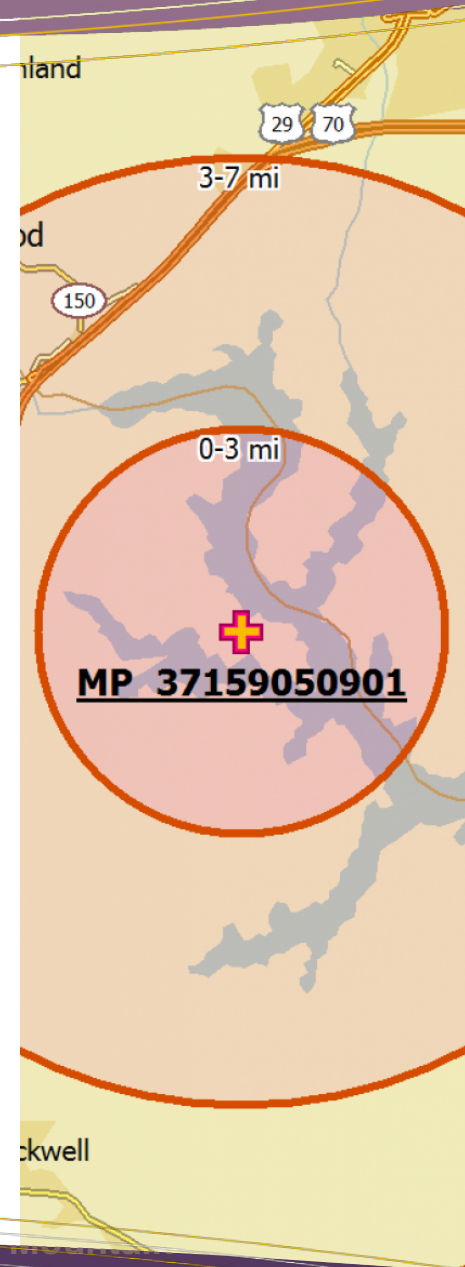
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	51%	51%
Find It Difficult To Say No To My Kids	42%	40%	40%
Woman's Place Is In The Home	36%	35%	36%
Speak My Mind Even If It Upsets People	35%	36%	36%
Prefer To Have Few Possessions As Possible	33%	30%	30%
Like Control Over People And Resources	32%	34%	34%
Like To Do Unconventional Things	30%	30%	30%
If Won Lottery Would Never Work Again	28%	26%	26%
Money Is Best Measure Of Success	27%	25%	26%
Don't Judge People/Way They Live Life	27%	29%	28%
Friends More Important Than My Fam.	24%	22%	23%
Like to Stand Out In A Crowd	21%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	25%	24%
Marijuana Should Be Legalized	18%	19%	19%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	16%	17%	17%
I Am A Workaholic	15%	18%	18%
Only Work Current Job for The Money	14%	15%	14%
We Should Strive for Equality for All	11%	14%	14%
Happy With My Standard Of Living	11%	11%	11%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	8%	8%	8%
Little I Can Do To Change My Life	8%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	6%	6%

Potential Cultural Themes

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

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



Potential Cultural Themes:

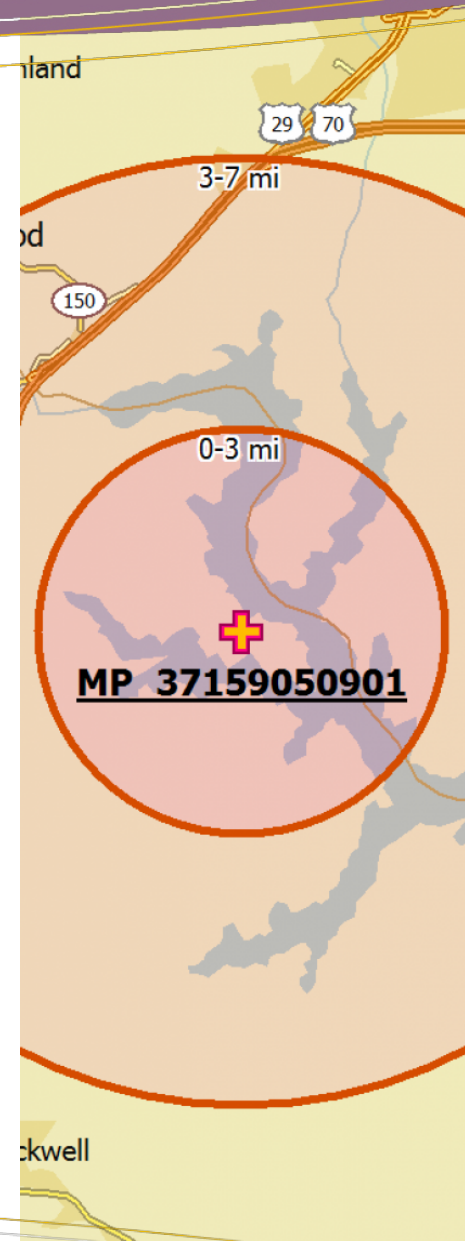
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	66%	62%	62%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	35%	37%	37%
Prefer Work Part Of Team Than Alone	34%	35%	35%
Prefer To Have Few Possessions As Possible	33%	30%	30%
Important Feel Respected By My Peers	33%	33%	33%
Important To Juggle Various Tasks	29%	31%	31%
Have Keen Sense Of Adventure	27%	27%	26%
Good At Fixing Things	26%	29%	28%
People Have To Take Me As They Find Me	23%	23%	23%
Like To Just Enjoy Life	22%	21%	21%
Worried About Pollution Caused By Cars	18%	18%	18%

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

Potential Shared Places

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

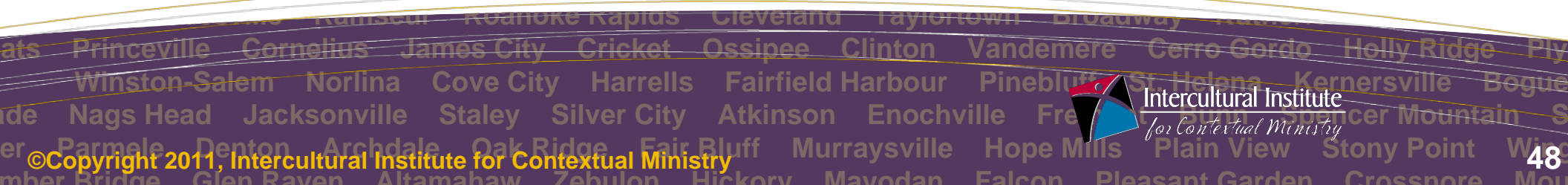


Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	87.48%	87.02%	87.05%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.92%	81.87%	82.4%
Houses-Visit Any			
McDonald's	57.28%	57.12%	57.44%
Burger King	37.96%	38.47%	38.63%
Subway	32.32%	31.84%	31.76%
Wendy's	31.45%	30.85%	30.79%
Applebee's	29.95%	28.93%	29.55%
Kentucky Fried Chicken (KFC)	28.89%	32.08%	31.32%
Taco Bell	28.06%	28.02%	28.58%
Arby's	24.12%	24.01%	24.24%
Pizza Hut	22.4%	24.16%	23.96%
Olive Garden	20.71%	19.35%	19.51%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.13%	19.46%	19.47%
Cracker Barrel	17.63%	15.74%	16.11%
Red Lobster	16.25%	17.07%	16.83%
Outback Steakhouse	14.62%	13.8%	13.7%
Sonic	14.48%	15.3%	15.09%
Chick-Fil-A	12.8%	13.46%	13.5%
Chili's Grill and Bar	11.86%	11.76%	11.63%
Hardee's	11.85%	12.79%	12.52%
IHOP (International House Of Pancakes)	11.81%	12.99%	13%
Domino's Pizza	11.73%	13.85%	13.76%
Ruby Tuesday	11.36%	11.49%	11.34%
Golden Corral	11.11%	12.94%	12.82%

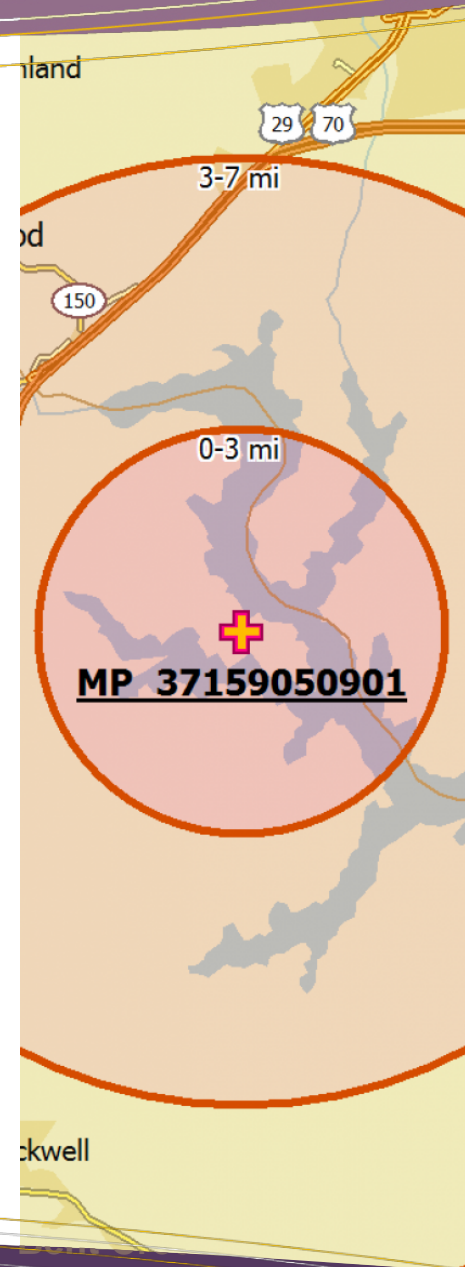


Potential Shared Projects

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

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

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



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

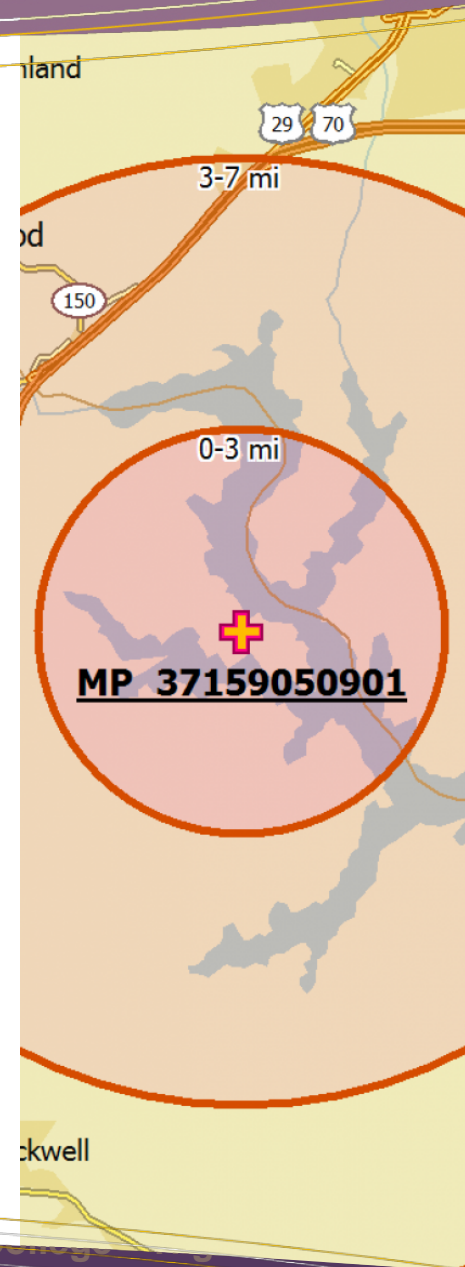
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	50.19%	46.04%	46.3%
Recycled products	37.13%	32.16%	32.83%
Worked as volunteer (non political)	19.09%	16.43%	16.53%
Engaged in fund raising	12.41%	11.31%	11.3%
Religious club member	8.49%	8.18%	8.02%
Wrote to elected offcl about publ bus	6.76%	5.76%	5.75%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.1%	5.45%	5.47%
Union member	6.1%	5.29%	5.36%
Church Board	5.97%	5.9%	5.67%
Charitable Organization	5.78%	5.28%	5.41%
Addressed a public meeting	5.46%	4.89%	4.9%
Took active part in local civic issue	5.15%	4.89%	4.81%

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	17.61%	15.52%	15.57%
Children's Books	14.27%	13.28%	13.1%
Mystery	12.12%	10.74%	10.98%
Cookbooks	11.17%	10.13%	10.24%
Religious (not Bibles)	9.47%	9.46%	9.3%
Romance	7.7%	7.2%	7.12%
Personal/Business	7.34%	6.48%	6.48%
Self-help			
History	7.13%	6.23%	6.38%
Biography	6.86%	6.03%	5.97%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.84%	65.98%	66.23%
Gen. Editorial	45.8%	47.5%	46.82%
Womens	40.67%	42.39%	41.78%
Service	37.19%	34.57%	34.59%
Business/Finance	18.18%	17.61%	17.05%
Mens	16.75%	17.65%	17.7%
Fishing/Hunting	14.58%	13.47%	13.67%
Sports	14.28%	13.83%	13.84%
Automotive	14.25%	13.15%	13.51%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.06%	54.35%	54.68%
Classified	34.54%	34.52%	34.64%
Editorial Page	33.17%	30.42%	30.65%
Sport	32.79%	31.54%	31.95%
Business/Finance	29.94%	26.77%	26.97%
Comics	27.94%	26.66%	27.03%
Food/Cooking	25.45%	24.14%	24.3%
Movie Listings & Reviews	24.93%	23.99%	24.24%
TV/Radio Listings	24%	23.57%	23.85%
Home/Gardening	22.55%	20.82%	21.18%
Travel	19.84%	18.12%	18.32%
Science/Technology	18.34%	16.35%	16.41%
Fashion	14.19%	14.34%	14.12%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	26.96%	23.25%	24.02%
Adult Contemporary	18.44%	16.24%	16.65%
CHR Contemp Hit Radio	15.86%	16.23%	16.68%
News/Talk	13.05%	10.14%	10.3%
Rock	12.7%	10.73%	11.36%
Oldies	11.65%	10.55%	10.61%
Classic Rock	11.51%	9.12%	9.35%
Urban Contemporary	10.21%	19.22%	17.24%
Alternative	9.77%	7.76%	7.92%
Religious	7.54%	6.45%	6.48%
Variety	7.2%	7.69%	7.57%
Soft Contemporary	6.45%	5.92%	5.93%
All News	5.21%	4.91%	4.86%
All Talk	4.96%	3.61%	3.62%
Jazz	4.63%	6.3%	5.77%
Sports	4.1%	3.44%	3.48%
Classic Hits	4.01%	3.41%	3.58%
Classical	3.58%	3.01%	3.03%

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	67.31%	63.58%	63.62%
Satellite Dish	59.79%	55.47%	54.75%
Soapnet	51.35%	50.38%	50.43%
Other Video-On-Demand	44.47%	45.63%	44.34%
Adult Pay Per View TV	40.33%	35.44%	34.96%
Sci-Fi Channel	38.47%	36.44%	36.56%
MSNBC	35.24%	34.3%	34.07%
Nickelodeon	31.93%	29.85%	29.92%
TV Info From Sunday TV Magazine	30.79%	28.83%	28.98%
Comedy Central	29.92%	27.52%	27.37%
Subscribe Digital Cable	29.82%	30.32%	29.98%
Adult Swim	28.22%	25.09%	25.72%

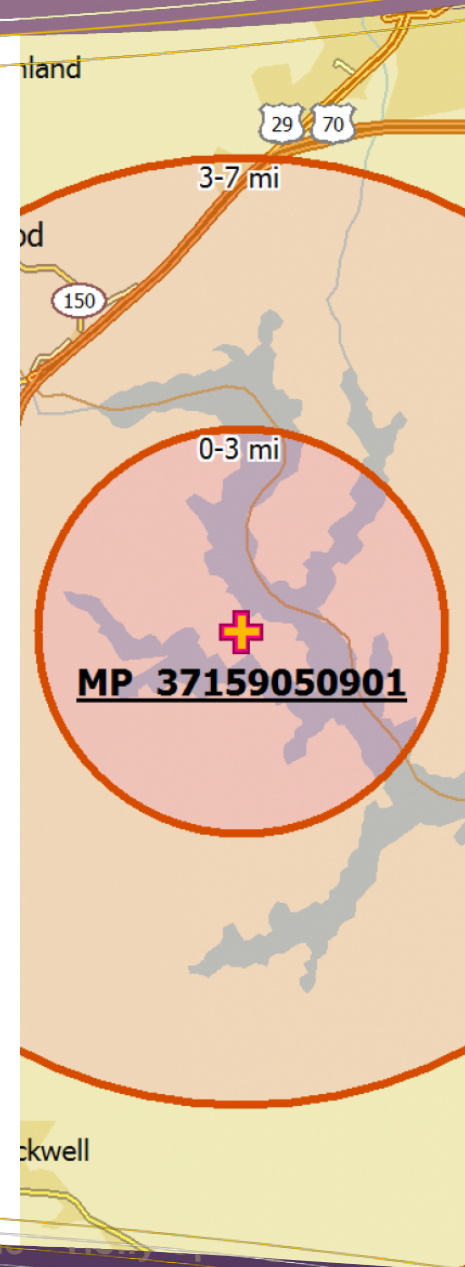
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	27.47%	26.39%	26.4%
Hallmark Channel	26.96%	24.85%	24.69%
Nick At Nite	26.82%	25.85%	25.86%
TCM (Turner Classic Movies)	26.06%	24.62%	24.48%
USA Network	25.78%	23.56%	23.7%
BET (Black Entertainment TV)	24.67%	23.7%	23.36%
TV Info From Monthly Cable Guide	24.57%	23.62%	23.54%
The Golf Channel	24.08%	22.37%	22.24%
Video-On-Demand Movies	24.07%	20.36%	19.87%
ABC Fam.	22.29%	21.22%	21.38%
Encore	22.11%	19.93%	19.52%
Lifetime	22.01%	21.31%	20.98%

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+)	20.67%	18.52%	18.58%
Medium Users (4-6)	11.2%	10.03%	10.15%
Light Users (1-3)	21.08%	19.91%	20.08%
Quintiles (20%)			
Newspaper I (Heavy)	1.08%	1.13%	1.25%
Newspaper II	1.11%	1.4%	1.48%
Newspaper III	2.63%	2.2%	2.24%
Newspaper IV	0.45%	0.57%	0.6%
Newspaper V (Light)	1.23%	1.45%	1.32%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.39%	19.52%	19.63%
Magazines II	8.78%	8.95%	9.06%
Magazines III	9.87%	9.97%	9.89%
Magazines IV	10.01%	11.47%	11.58%
Magazines V (Light)	0.45%	0.55%	0.53%
Outdoor I (Heavy)	5.15%	6.34%	6.36%
Outdoor II	2.38%	3.24%	3.03%
Outdoor III	2.5%	3.46%	3.47%
Outdoor IV	17.43%	17.41%	17.3%
Outdoor V (Light)	26.27%	26.09%	25.76%
Yellow Pages I (Heavy)	14.17%	15.43%	15.5%
Yellow Pages II	4.91%	6.01%	6%
Yellow Pages III	4.34%	6.34%	5.89%
Yellow Pages IV	21.76%	23.57%	23.3%
Yellow Pages V (Light)	2.3%	3.41%	3.32%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.96%	2.83%	2.98%
Drive Time III (Medium)	0.62%	0.82%	0.81%
Radio IV & V (Light)	2.36%	2.46%	2.47%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.06%	9.25%	9.15%
Radio III (Medium)	5.32%	4.65%	4.85%
Radio IV & V (Light)	3.03%	3.27%	3.25%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.94%	12.4%	12.28%
Cable III (Medium)	4.34%	4.9%	4.77%
Cable IV & V (Light)	32.07%	34.29%	33.59%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.67%	3.98%	3.98%
Prime Time III (Medium)	1.81%	1.76%	1.83%
Prime Time IV & V (Light)	7.29%	8.83%	8.55%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.25%	40.14%	40.15%
Fringe III (Medium)	55.19%	55.37%	55.33%
Fringe IV (Light)	57.01%	56.86%	56.97%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.33%	13.59%	13.26%
All Day III (Medium)	25.46%	25.14%	24.98%
All Day IV (Light)	10.35%	13.79%	13.27%

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]	12.25%	11.46%	11.49%
6:00am - 10:00am	14.24%	14.26%	13.85%
10:00am - 3:00pm	5.85%	7.96%	7.08%
3:00pm - 7:00pm	13.92%	14.95%	14.52%
7:00pm - Midnight	13.08%	12.16%	11.82%
Midnight - 6:00am	5.22%	6.17%	5.66%
Weekend Radio			
Listeners			
Dayparts [summary]	14.69%	14.93%	14.87%
6:00am - 10:00am	3.51%	3.17%	3.31%
10:00am-3:00pm	4.97%	4.72%	4.59%
3:00pm - 7:00pm	6.56%	7.32%	6.98%
7:00pm - Midnight	8.77%	9.39%	9.27%
Midnight - 6:00am	9.75%	11.59%	10.9%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.61%	7.71%	7.59%
Saturday: 8:00-11:00pm	8.06%	8.15%	8.29%
Sunday: 7:00-11:00pm	10.42%	9.84%	9.73%
9:00am-1:00pm	26.82%	25.85%	25.86%
9:00am-4:00pm	30.77%	29.86%	29.84%
4:00pm-7:00pm	29.98%	28.93%	28.61%
11:00pm-1:00am	42.28%	42.49%	42.15%
AVG Prime time	2.58%	3.55%	3.22%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.45%	15.99%	15.56%
7-9am	21.48%	20.63%	20.35%
9am-12noon	22.54%	20.9%	21.32%
12noon-4pm	8.23%	8.96%	8.52%
4-6pm	50.13%	46.97%	46.44%
6-7pm	21.44%	20.04%	19.97%
7-7:30pm	1.58%	1.43%	1.38%
7:30-8pm	10.7%	11.08%	10.98%
8-11pm	8.61%	7.71%	7.59%
11pm-12am	35.24%	34.3%	34.07%
11pm-1am	42.28%	42.49%	42.15%
1-6am	30.88%	29.55%	29.11%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.91%	17.1%	17.33%
Sat: 10am-1pm	7.78%	8.09%	8.07%
Sat: 1-4pm	25.29%	24.95%	24.9%
Sat: 4-6pm	6.85%	6.81%	6.75%
Sat: 6-7pm	2.24%	1.83%	1.88%
Sat: 7-8pm	1.13%	0.9%	0.85%
Sat: 8-11pm	8.06%	8.15%	8.29%
Sat: 11pm-1am	4.79%	4.98%	4.93%
Sat: 1am-7pm	25.78%	23.56%	23.7%
Sun: 7-10am	2.58%	2.34%	2.31%
Sun: 10am-1pm	7.64%	6.85%	6.99%
Sun: 1-4pm	6.58%	5.77%	6%
Sun: 4-7pm	14.15%	13.46%	13.52%
Sun: 7-11pm	10.42%	9.84%	9.73%
Sun: 11pm-1am	4.02%	4.73%	4.7%
Sun: 1-7am	21.84%	21.23%	21.36%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

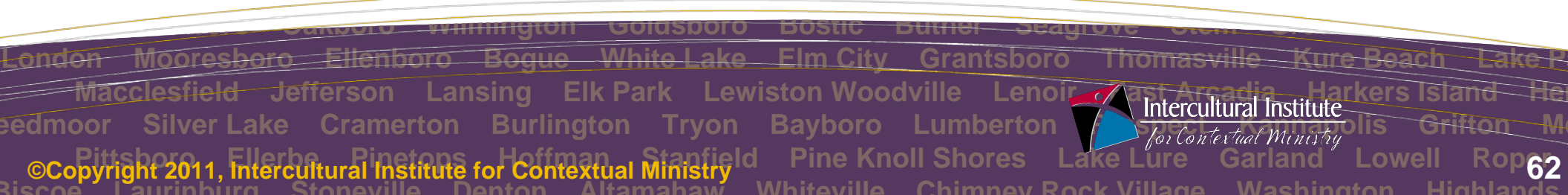


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

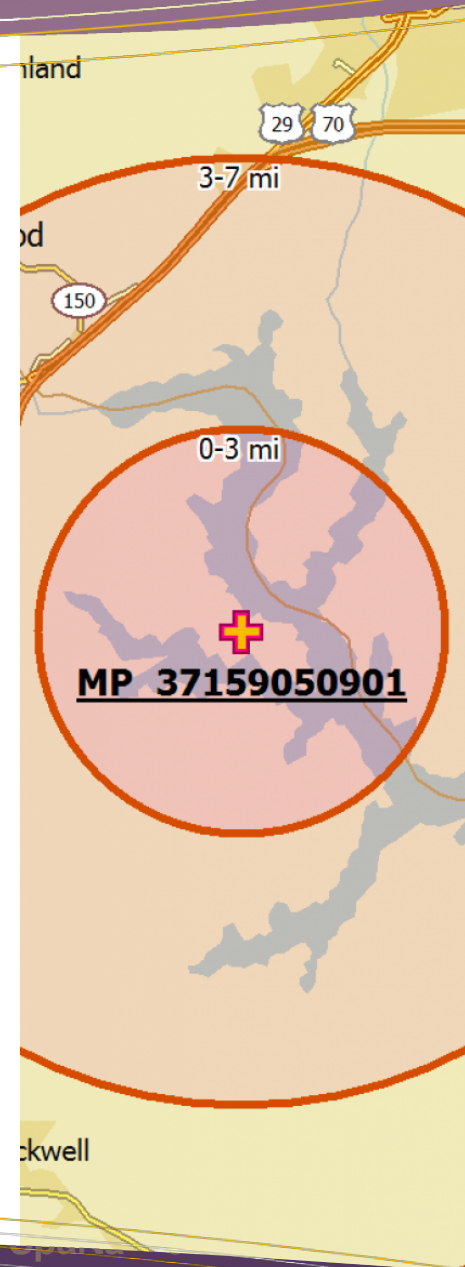


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
1	Trading Ford - Salisbury	3600 Long Ferry Rd Salisbury, NC 28146	2.04 mi	238	Plateauing
2	High Rock	7800 Bringle Ferry Rd Salisbury, NC 28146	2.34 mi	405	Growing
3	Eastside - Salisbury	370 Trexler Rd Salisbury, NC 28146	4.13 mi	64	Plateauing
4	Providence - Salisbury	620 Andrews St Salisbury, NC 28144	4.15 mi	68	Declining
5	Emmanuel - Salisbury	2300 Bringle Ferry Rd Salisbury, NC 28146	4.47 mi	103	Declining
6	Oakdale - Spencer	200 Charles St Spencer, NC 28159	4.83 mi	113	Declining
7	Dunn's Mountain	1350 Old Stone House Rd Salisbury, NC 28146	4.93 mi	86	Declining
8	Spencer First - Spencer	215 5th St Spencer, NC 28159	5.16 mi	72	Declining
9	Yadkin - Salisbury	150 Yadkin Baptist Church Rd Salisbury, NC 28144	5.23 mi	64	Growing
10	Whosoever Will	318 8th St Spencer, NC 28159	5.32 mi	0	Insufficient Data
11	Oakland Heights - Salisbury	205 Newsome Rd Salisbury, NC 28146	5.44 mi	18	Declining
12	Rowan International - Salisbury	1709 N Lee St Salisbury, NC 28144	5.54 mi	0	Insufficient Data
13	North Main - Salisbury	1501 N Main St Salisbury, NC 28144	5.72 mi	172	Declining
14	Jersey - Lexington	2920 Jersey Church Rd Lexington, NC 27292	6.01 mi	216	Plateauing
15	Wall of Fire Outreach Ministries - Salisb	500 East Council St Salisbury, NC 28144	6.11 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Southside - Salisbury	500 Morlan Park Rd Salisbury, NC 28146	6.20 mi	133	Declining
17	Lakeview - Linwood	341 Lakeview Church Rd Linwood, NC 27299	6.24 mi	47	Growing
18	Salisbury First - Salisbury	223 N Fulton St Salisbury, NC 28144	6.58 mi	600	Declining
19	Stallings Memorial - Salisbury	817 S Main St Salisbury, NC 28144	6.87 mi	173	Declining
20	Lao - Salisbury	1510 Henderson Grove Church Rd Salisbury, NC 28144	6.99 mi	0	Insufficient Data
21	Community	18 Carolina St Salisbury, NC 28144	7.27 mi	189	Declining
22	Faith - Faith	203 N Main St Faith, NC 28041	7.41 mi	320	Plateauing
23	Mountain View - Lexington	407 Mountain View Church Rd Lexington, NC 27292	7.42 mi	68	Plateauing
24	Calvary	2255 E Ridge Rd Salisbury, NC 28144	7.69 mi	203	Declining
25	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	7.72 mi	108	Growing
26	Holloways - Lexington	131 Briggs Rd Lexington, NC 27292	7.78 mi	131	Plateauing
27	East Corinth - Gold Hill	12510 Stokes Ferry Rd Gold Hill, NC 28071	8.09 mi	41	Declining
28	Milford Hills - Salisbury	1238 E Colonial Dr Salisbury, NC 28144	8.51 mi	64	Plateauing
29	Friendship - Salisbury	100 Porter Rd Salisbury, NC 28146	8.70 mi	0	Insufficient Data
30	Floyd - Lexington	2145 Floyd Church Rd Lexington, NC 27292	8.93 mi	21	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Carmel Baptist Church	2100 Mooresville Rd Salisbury, NC 28147	9.21 mi	39	Declining
32	Faith - Denton	4518 Shiptontown Rd Denton, NC 27239	9.46 mi	67	Declining
33	Gold Hill First - Gold Hill	16140 Old Beatty Ford Rd Gold Hill, NC 28071	10.10 mi	193	Growing
34	Rockwell First - Rockwell	8630 Hillcrest Dr Rockwell, NC 28138	10.24 mi	368	Plateauing
35	High Rock - Denton	346 Bringle Ferry Rd Denton, NC 27239	10.38 mi	20	Growing
36	Stoner's Grove - Lexington	10470 NC Highway 8 Lexington, NC 27292	10.39 mi	118	Declining
37	Central - Lexington	1347 Nc Highway 47 Lexington, NC 27292	10.39 mi	99	Growing
38	Center Hill - Lexington	3759 NC Highway 8 Lexington, NC 27292	10.39 mi	83	Growing
39	Lick Creek - Denton	2574 Lick Creek Church Rd Denton, NC 27239	10.40 mi	72	Growing
40	Enon	1875 Enon Church Rd Salisbury, NC 28147	10.57 mi	115	Plateauing
41	Summerville - Denton	3134 Summerville Church Rd Denton, NC 27239	10.83 mi	145	Declining
42	Neel Road - Salisbury	135 Neel Rd Salisbury, NC 28147	11.30 mi	152	Plateauing
43	Franklin - Salisbury	3810 US Highway 601 Salisbury, NC 28147	11.69 mi	183	Plateauing
44	Wyatts Grove - Richfield	2995 Wyatts Grove Church Rd Richfield, NC 28137	11.85 mi	58	Declining
45	Antioch - Lexington	505 Becks Nursery Rd Lexington, NC 27292	11.92 mi	28	Declining



6 Waterlooak Court
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org