

# MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119001505

REGION: Region 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



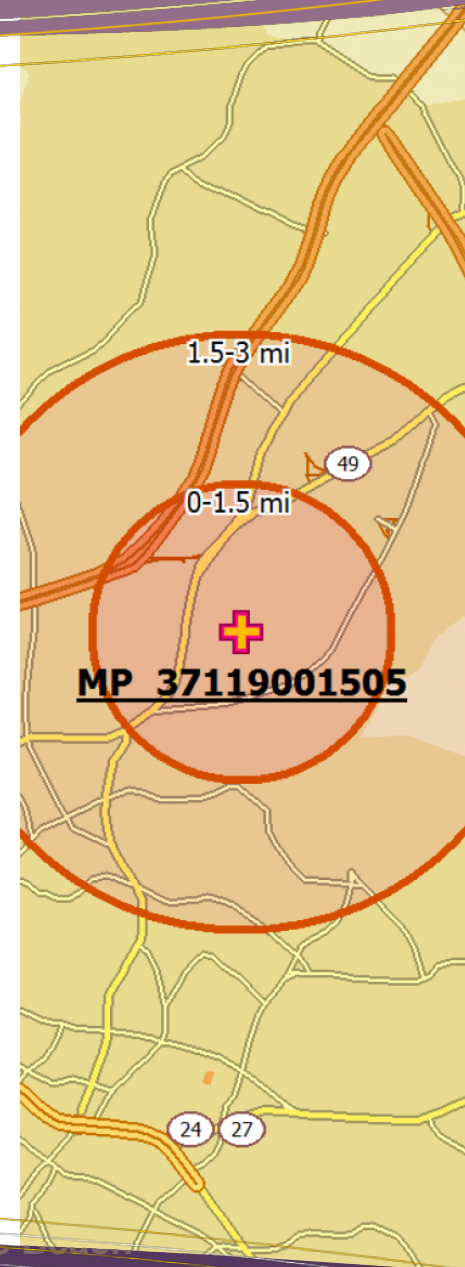
# MissionSite (TM) Table of Contents

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

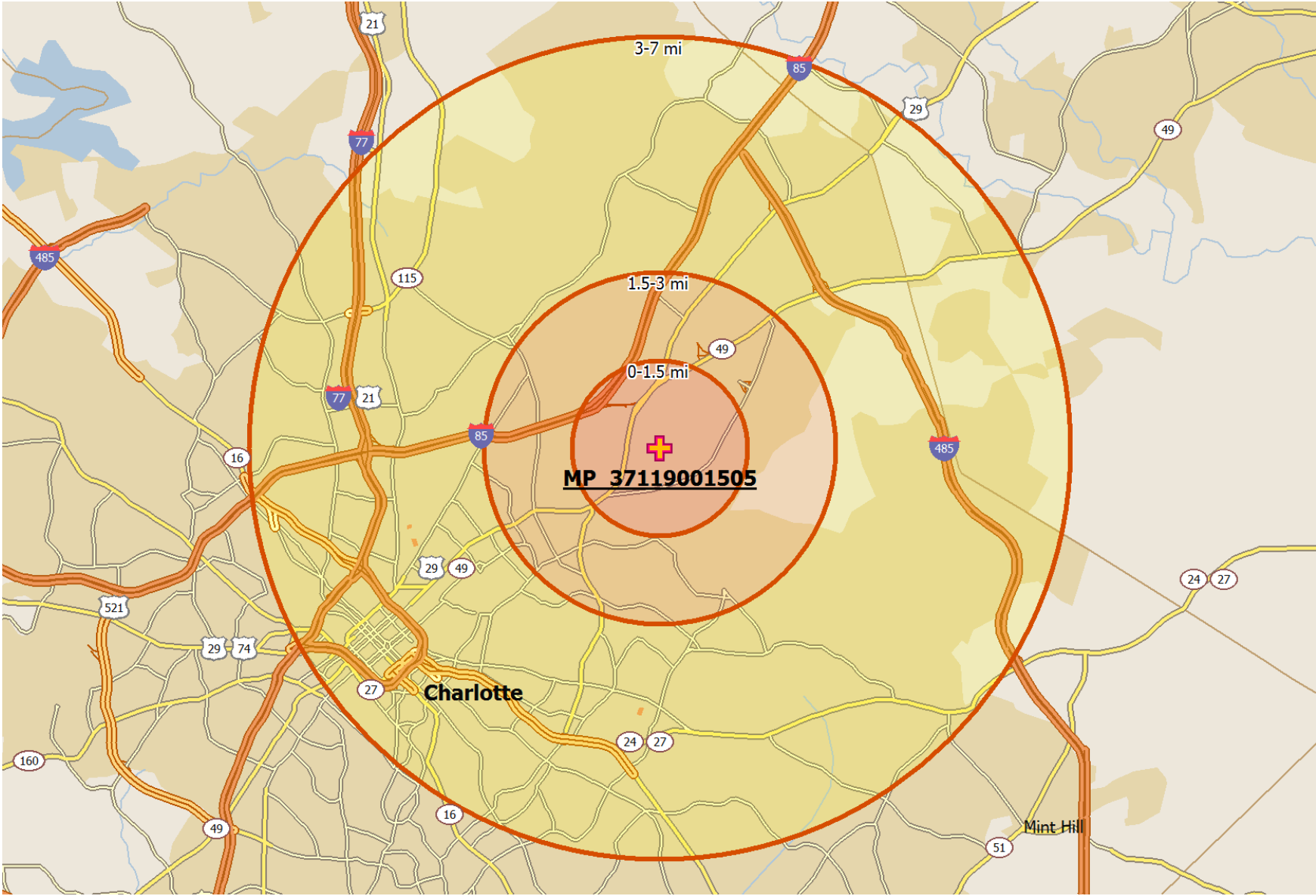
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28213	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro area
8	Sitescape Density Pattern	M	100000-1000000-250000



Murfreesboro Weaverville Clemmons Fairplains Ayden Hertford Franklinton Asheboro German Brunsv  
 North Topsail Beach Spencer Mountain Biscoe Glen Raven Smithfield Pumpkin Center Trenton Aberc  
 lkton Ansonville Raemon Belhaven Wrightsboro East Flat Rock Dunda  
 Morganton Harrisburg Boardman Garland Edenton Morrisville Hudson Dobbins Heights Lowell Wa  
 tawha Milton Mebane Angier Stoneville Roper Connolly Springs Wagram East Bend Weddington Sed

# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
1 Metro or Non-Metro	1	Metro
2 Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3 Rural / Urban Continuum	1	County in metro area with 1 million population or more
4 NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5 NCES Urban Centric Locale Codes	11	City: Large: Territory inside an urbanized area and inside a principal city with population of 250,000 or more
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	17,795	58,030	290,300
2010 Households	6,236	20,467	115,804
2010 Group Quarters Population	22	5,196	6,490

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	59	67	61
Language Diversity National Index	70	62	46
Foreign Born Diversity National Index	23	44	74
Ancestry Diversity National Index	12	23	47
Racial Diversity National Index	91	82	65



# 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](http://MissionalCyclopedia.org) website.

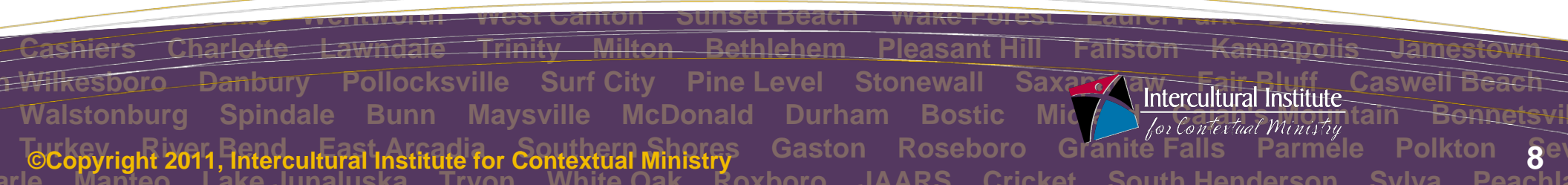
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	293	4.7%
Mainstay Communities	Established, Diverse Households	302	4.84%
Working Communities	Blue-collar, Working Families	700	11.23%
Country Communities	Rural, Agri. & Mining Families	323	5.18%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,131	34.17%
Urban Communities	High Density, Inner-city Neighborhoods	2,486	39.87%





# 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](http://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](http://MissionalCyclopedia.org).

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

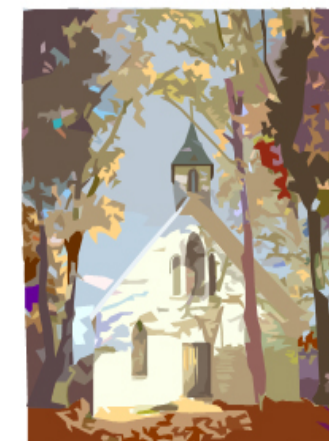
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	4,435	1.7%
Unreached %	71.17%	71.11%	99.92
Religious But NOT Evangelical HH	70,896	1,553	2.19%
Religious But NOT Evangelical %	19.33%	24.9%	128.8
Spiritual But NOT Relig or Evang HH	39,966	444	1.11%
Spiritual But NOT Relig or Evang %	10.9%	7.13%	65.39
Not Evangelical, Not Interested HH	150,766	2,441	1.62%
Not Evangelical, Not Interested %	41.1%	39.14%	95.23



# 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).

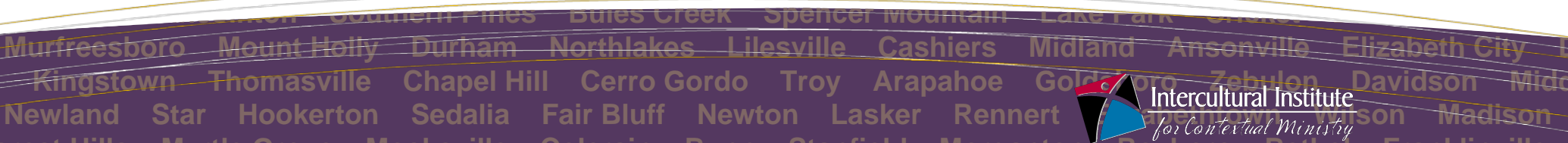
<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	148	13	8.78%
Active BCNC Attenders	22,756	960	4.22%
Active Evangelical Households	46,416	3,296	7.1%
Active Evangelical Percent	12.65%	12.34%	97.54
Inactive Evangelical Households	59,342	4,214	7.1%
Inactive Evangelical Percent	16.18%	15.78%	97.55
# New Churches Needed	35	0	0.99%



# 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.	WRSHIP AVG	IICM CGR	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Exhort Christian Faith - Charlotte	0.72 mi	100	Insufficient Data	16 Derita - Charlotte	3.24 mi	0	Insufficient Data
2 Christ Palace	0.96 mi	0	Insufficient Data	17 First Haitian Church of Derita	3.24 mi	0	Insufficient Data
3 Life - Charlotte	1.05 mi	39	Insufficient Data	18 Romanian Baptist Church of Charlotte	3.24 mi	0	Insufficient Data
4 Newell - Charlotte	1.57 mi	88	Insufficient Data	19 Christian Family - Charlotte	3.25 mi	0	Insufficient Data
5 Agape Global Ministries	1.84 mi	0	Insufficient Data	20 Vietnamese Faith - Charlotte	3.41 mi	0	Insufficient Data
6 New Waves of Joy - Charlotte	1.84 mi	0	Insufficient Data	21 Redeeming Word Ministries - Charlotte	3.72 mi	54	Insufficient Data
7 Desiring God Community - Charlotte	1.90 mi	105	Plateauing	22 Midwood - Charlotte	3.77 mi	92	Growing
8 Greater Providence - Charlotte	1.94 mi	0	Insufficient Data	23 La Voz De Esperanza - Charlotte	3.86 mi	145	Plateauing
9 Charlotte Vietnamese - Charlotte	1.97 mi	0	Insufficient Data	24 Montagnard Oyadao	3.87 mi	0	Insufficient Data
10 Mayfield Memorial Missionary - Charlotte	2.12 mi	200	Insufficient Data	25 Eastway - Charlotte	3.87 mi	120	Insufficient Data
11 Praise Ministries International	2.21 mi	0	Insufficient Data	26 Iglesia Bautista De Hickory - Charlotte	3.88 mi	0	Insufficient Data
12 McLean Road - Charlotte	2.32 mi	40	Plateauing	27 Hickory Grove - Charlotte	3.88 mi	5,092	Plateauing
13 University Hills - Charlotte	2.53 mi	388	Plateauing	28 Slavic - Charlotte	4.02 mi	0	Insufficient Data
14 Plaza - Charlotte	3.06 mi	99	Insufficient Data	29 Montagnard Christian	4.14 mi	0	Insufficient Data
15 Greater Faith Temple - Pineville	3.24 mi	0	Insufficient Data	30 Charlotte Chinese - Charlotte	4.27 mi	0	Insufficient Data



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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



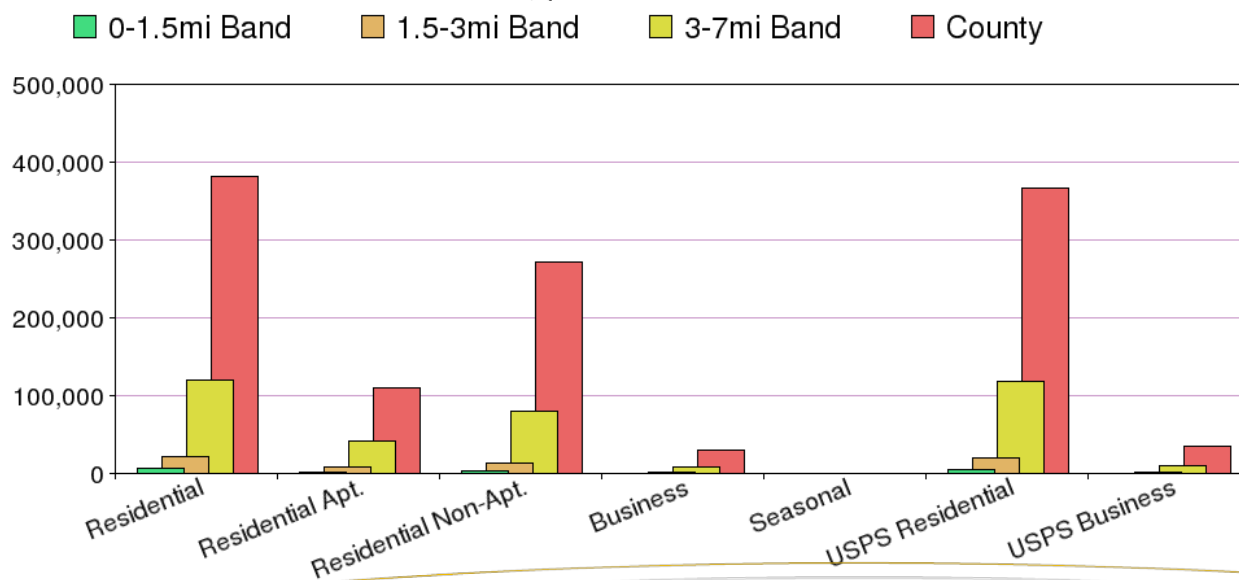
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	511,163	14,893	2.91%
2000 Population	695,454	17,128	2.46%
2010 Population	937,663	17,795	1.9%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	5,387	2.69%
2000 Households	273,416	6,018	2.2%
2010 Households	366,792	6,236	1.7%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	6,413
Residential Apt.	2,286
Residential Non-Apt.	4,127
Business	475
Seasonal	0
USPS Residential	5,651
USPS Business	548

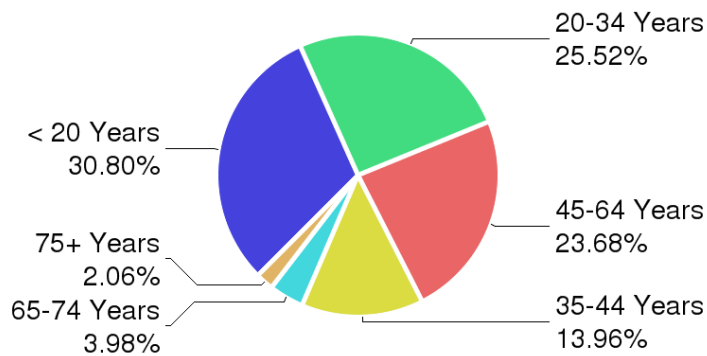
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	6.03%	95.11
4-5 Years	3.07%	2.94%	95.77
6-8 Years	4.54%	4.66%	102.64
9-11 Years	4.24%	4.42%	104.25
12-13 Years	2.69%	2.87%	106.69
14-17 Years	5.2%	6.35%	122.12
18-19 Years	2.54%	3.52%	138.58
0-5 Years	9.4%	8.97%	95.43
6-12 Years	10.13%	10.54%	104.05
13-19 Years	9.08%	11.29%	124.34
< 20 Years	28.61%	30.8%	107.65
20-34 Years	22.3%	25.52%	114.44
35-44 Years	16.07%	13.96%	86.87
45-64 Years	23.74%	23.68%	99.75
65-74 Years	5.27%	3.98%	75.52
75+ Years	4.01%	2.06%	51.37
Median Age	34	35	100.26
Median Age (Male)	33	33	99.49
Median Age (Female)	35	35	100.2

Age Group Percentages



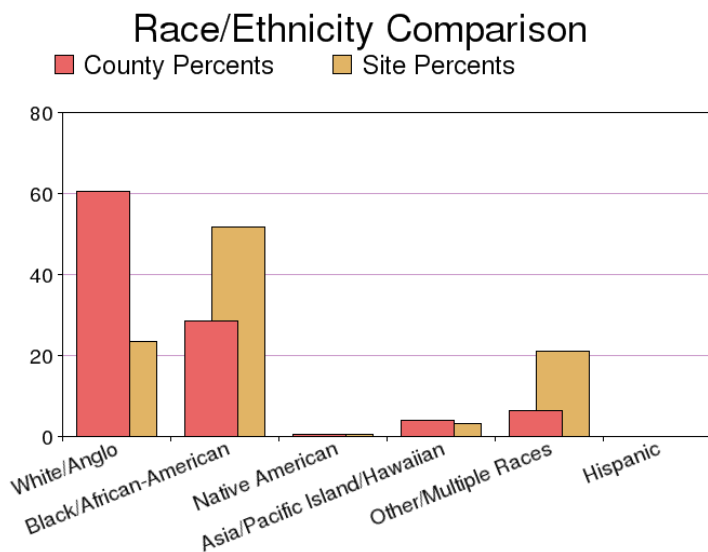


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.63%	23.49%	38.74
Black, African-American	28.53%	51.67%	181.1
Native American	0.54%	0.57%	105.91
Asian	3.9%	3.03%	77.75
Pacific Island, Hawaiian	0.13%	0.2%	148.13
Other/Multiple Races	6.27%	21.05%	335.74
Hispanic	0%	37.35%	0



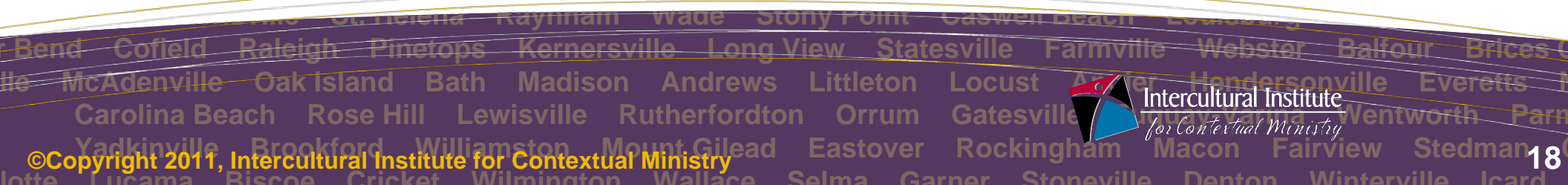
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	10,567	
Less than 9th Grade	4.09%	10.97%	37.25
No High School Diploma	6.37%	10.74%	59.27
High School Graduate	21%	25.21%	83.31
Some College, no degree	19.56%	21.79%	89.76
Associate Degree	8.07%	9.49%	85.06
College Degree	27.74%	16.16%	171.63
Graduate/Prof. degree	13.17%	5.63%	233.84

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.97%	8.77%	195.99
\$10,000 to \$19,999	8.27%	12.38%	149.62
\$20,000 to \$29,999	9.74%	15.59%	159.99
\$30,000 to \$49,999	19.13%	25.24%	131.91
\$50,000 to \$59,999	9.04%	7.84%	86.74
\$60,000 to \$69,999	7.91%	8.21%	103.78
\$70,000 to \$79,999	6.92%	6.67%	96.42
\$80,000 to \$89,999	5.44%	4.76%	87.49
\$90,000 to \$99,999	4.02%	2.71%	67.43
\$100,000 to \$124,999	8.94%	3.88%	43.4
\$125,000 to \$149,999	5.22%	1.57%	30.12
\$150,000 to \$199,999	5.18%	1.65%	31.88
\$200,000 to \$249,999	1.81%	0.34%	18.55
\$250,000 or more	3.39%	0.37%	10.88
Median Household	58,654	41,267	70.36
Average Household	82,011	52,118	63.55
Per Capita Household	32,656	18,268	55.94
Family/Non-Family Household Income			
Median Family Income	71,577	48,927	68.36
Average Family Income	99,468	62,294	62.63
Median Non-Family Income	42,692	31,417	73.59
Average Non-Family Income	53,590	34,234	63.88

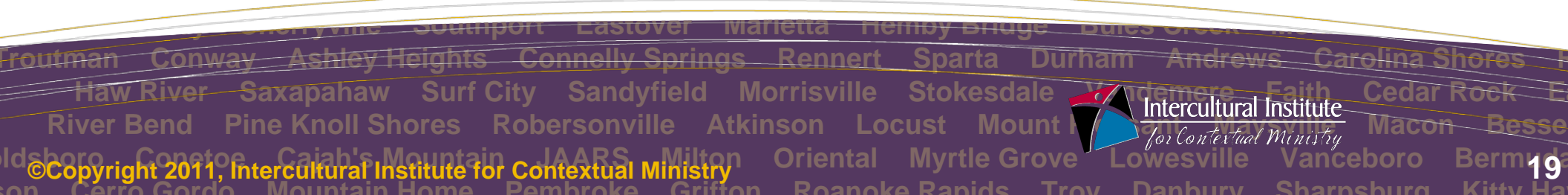


# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	61.95%	63.33%	102.22
Families with Children	33.85%	37.16%	109.77
Families without Children	28.1%	26.17%	93.13
Non-Family Households			
% Non-Family Households	38.05%	36.67%	96.38
Non-Families with Children	0.4	1.07	269.37
Non-Families without Children	37.65	35.6	94.55
Housing Units			Index
Total Housing Units	405,664	6,885	
Vacant percent	9.58%	9.41%	98.22
Owned percent	57.54%	47.73%	82.94%
Rented Percent	32.87%	42.85%	130.33
Households by Size			Index
Avg household size	2.51	2.85	113.55
Avg family hh size	3.27	3.52	107.65
Avg non-family hh size	1.27	1.69	133.07
Households By Count of Persons			Percent
One	113,032	1,771	1.57%
Two	106,697	1,507	1.41%
Three or Four	110,837	1,917	1.73%
Five+	36,226	1,042	2.88%



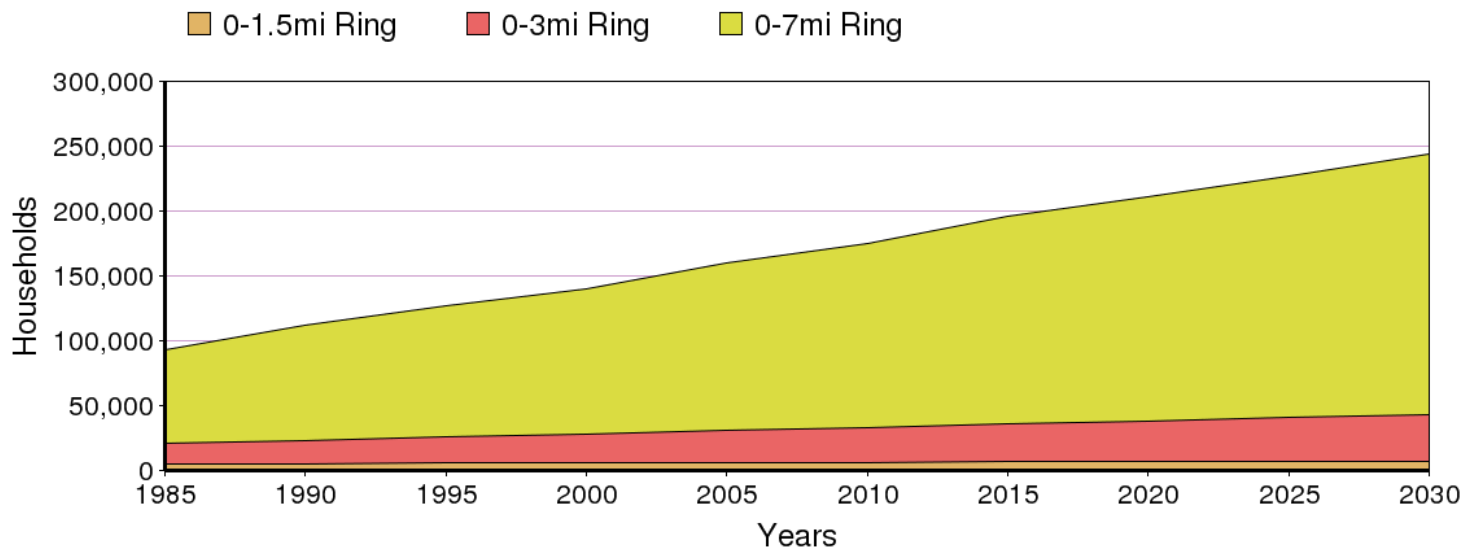
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	511,163	14,893	2.91%
2000 Population	695,454	17,128	2.46%
2010 Population	937,663	17,795	1.9%
2015 Population	1,057,744	18,887	1.79%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	5,387	2.69%
2000 Households	273,416	6,018	2.2%
2010 Households	366,792	6,236	1.7%
2015 Households	417,045	6,669	1.6%

Household Change from 1985 to 2030



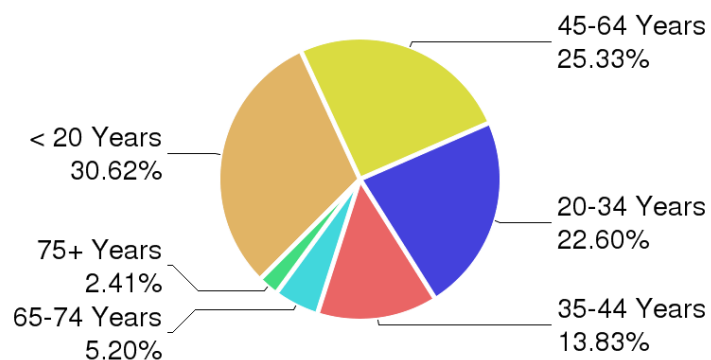
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.03%	5.45%	90.38
4-5 Years	2.94%	2.87%	97.62
6-8 Years	4.66%	4.67%	100.21
9-11 Years	4.42%	4.6%	104.07
12-13 Years	2.87%	3.1%	108.01
14-17 Years	6.35%	6.48%	102.05
18-19 Years	3.52%	3.46%	98.3
0-5 Years	8.97%	8.32%	92.75
6-12 Years	10.54%	10.81%	102.56
13-19 Years	11.29%	11.49%	101.77
< 20 Years	30.8%	30.62%	99.42
20-34 Years	25.52%	22.6%	88.56
35-44 Years	13.96%	13.83%	99.07
45-64 Years	23.68%	25.33%	106.97
65-74 Years	3.98%	5.2%	130.65
75+ Years	2.06%	2.41%	116.99
Median Age	34	36	104.3
Median Age (Male)	33	35	103.41
Median Age (Female)	35	37	104.32

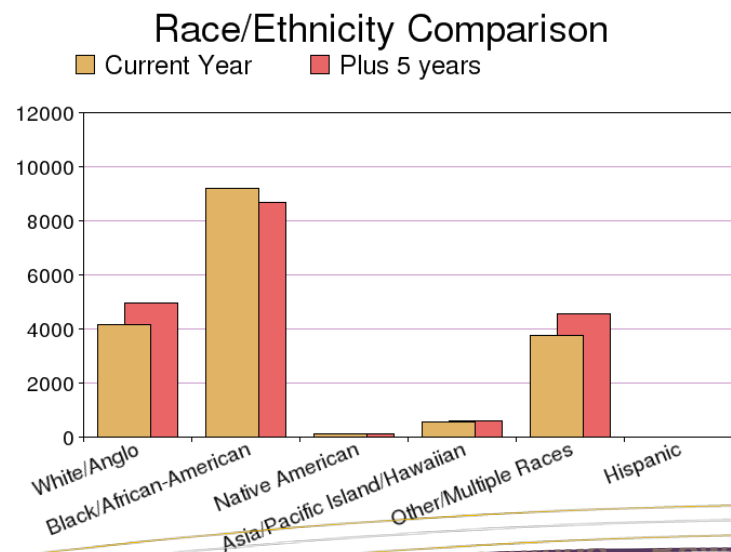
Projected Age Group Percentages



# Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	23.49%	26.17%	111.39
Black, African-American	51.67%	46.04%	89.09
Native American	0.57%	0.56%	97.95
Asian	3.03%	2.95%	97.36
Pacific Island, Hawaiian	0.2%	0.21%	107.68
Other/Multiple Races	21.05%	24.09%	114.45
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	10,567	11,352	
Less than 9th Grade	10.97%	10.19%	92.92
No High School Diploma	10.74%	8.84%	82.26
High School Graduate	25.21%	25.95%	102.94
Some College, no degree	21.79%	20.56%	94.34
Associate Degree	9.49%	10.31%	108.58
College Degree	16.16%	17.42%	107.75
Graduate/Prof. degree	5.63%	6.74%	119.68

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	8.77%	8.23%	93.85
\$10,000 to \$19,999	12.38%	12.49%	100.9
\$20,000 to \$29,999	15.59%	15.19%	97.45
\$30,000 to \$49,999	25.24%	24.46%	96.89
\$50,000 to \$59,999	7.84%	7.77%	99.05
\$60,000 to \$69,999	8.21%	8.37%	101.91
\$70,000 to \$79,999	6.67%	6.66%	95.98
\$80,000 to \$89,999	4.76%	5.04%	99.8
\$90,000 to \$99,999	2.71%	2.8%	103.47
\$100,000 to \$249,999	3.88%	4.41%	113.6
\$125,000 to \$149,999	1.57%	1.74%	110.68
\$150,000 to \$199,999	1.65%	1.81%	109.85
\$200,000 to \$249,999	0.34%	0.42%	124.68
\$250,000 or more	0.37%	0.45%	121.97
Median Household	41,267	42,445	102.85
Average Household	52,118	54,714	104.98
Per Capita Household	18,268	19,323	105.78
<b>Family/Non-Family Household Income</b>			
Median Family Income	48,927	50,835	103.9
Average Family Income	62,294	66,181	106.24
Median Non-Family Income	31,417	32,767	104.3
Average Non-Family Income	34,234	35,589	103.96

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.33%	62.23%	98.27
Families with Children	37.16	36.26	97.58
Families without Children	26.17	27.49	105.02
<b>Non-Family Households</b>			
% Non-Family Households	36.67%	37.77%	102.99
Non-Families with Children	1.07	0.94	102.99
Non-Families without Children	35.6	36.83	103.45
<b>Housing Units</b>			
Total Housing Units	6,885	7,365	106.97%
Vacant percent	9.41%	9.46%	100.55
Owned percent	47.73%	47.59%	99.71
Rented Percent	42.85%	42.95%	100.23
<b>Households by Size</b>			
Avg household size	2.85	2.83	99.3%
Avg family hh size	3.52	3.58	101.7%
Avg non-family hh size	1.69	1.59	94.08%
<b>Households By Count of Persons</b>			
One	1,771	2,025	114.34%
Two	1,507	1,547	102.65%
Three or Four	1,917	2,002	104.43%
Five+	1,042	1,094	104.99%



# 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](http://MissionalCyclopedia.org).

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Foreign Born Pop	2,887	7,362	24,241
Northern Europe	17	114	435
Western Europe	19	165	472
Southern Europe	0	55	415
Eastern Europe	0	99	955
Other Europe	0	0	0
Eastern Asia	47	322	1,344
So. Central Asia	33	291	1,465
SE Asia	254	725	3,256
Western Asia	73	79	634
Other Asia	26	7	253

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Eastern Africa	15	128	968
Middle Africa	35	147	262
Northern Africa	6	79	221
Southern Africa	0	3	49
Western Africa	113	396	758
Other Africa	20	36	217
Oceania	0	9	57
Caribbean	68	234	1,251
Central Amer.	2,091	4,105	9,641
South America	38	258	1,088
North America	32	110	500
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	11,231	33,421	180,339
Spanish	2,598	5,539	16,180
Other Indo-Euro language	197	972	6,153
French (incl. Patois, Cajun)	121	392	1,601
French Creole	0	0	192
Italian	0	33	229
Portuguese	0	30	152
German	26	129	839
Yiddish	0	0	13
Other West Germanic	0	4	61
A Scandinavian Language	0	4	37
Greek	1	53	592
Russian	2	36	257
Polish	0	31	91
Serbo-Croatian	0	0	380
Other Slavic Language	0	10	233
Armenian	0	0	0
Persian	0	8	32
Gujarathi	2	101	480
Hindi	35	76	203
Urdu	8	31	228

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	2	22	190
Asian/PI languages	0	0	0
Chinese	23	205	759
Japanese	0	17	191
Korean	7	210	580
Mon-Khmer, Cambodian	114	234	557
Miao, Hmong	12	101	557
Thai	0	12	104
Laotian	34	47	407
Vietnamese	30	245	1,794
Other Asian	0	98	343
Tagalog	81	17	256
Other Pacific Is	6	4	143
Other languages	198	500	2,953
Navajo	0	0	0
Other Native N. American	0	2	28
Hungarian	0	2	52
Arabic	137	174	1,099
Hebrew	0	0	41
African languages	61	297	1,675
Other unspecified	0	25	58

# Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	13,553	37,455	182,895
Arab	144	222	1,493
Armenian	0	0	17
Austrian	0	15	132
British	43	75	762
Canadian	32	61	286
Croatian	0	0	57
Czech	0	25	252
Czechoslovak	0	25	105
Danish	0	25	251
Dutch	38	136	1,379
English	201	1,387	11,049
European	12	188	1,593
Finnish	0	17	128
French (not Basque)	46	299	1,853
French Canadian	16	47	518
German	235	1,871	13,514
Greek	2	94	951
Hungarian	0	70	370
Iranian	0	14	100

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	209	1,564	10,450
Italian	71	717	4,346
Lithuanian	12	39	162
Norwegian	20	77	535
Polish	21	289	1,928
Portuguese	0	34	165
Romanian	14	0	35
Russian	8	103	677
Scandinavian	0	19	146
Scotch-Irish	156	812	6,285
Scottish	56	395	2,956
Slovak	0	19	112
Subsaharan African	675	1,086	4,654
Swedish	0	83	744
Swiss	0	12	171
Ukrainian	8	10	275
US/American	797	2,587	14,178
Welsh	10	85	675
West Indian	68	245	1,171
Yugoslavian	0	5	283
Other	10,659	24,703	98,140

# 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*

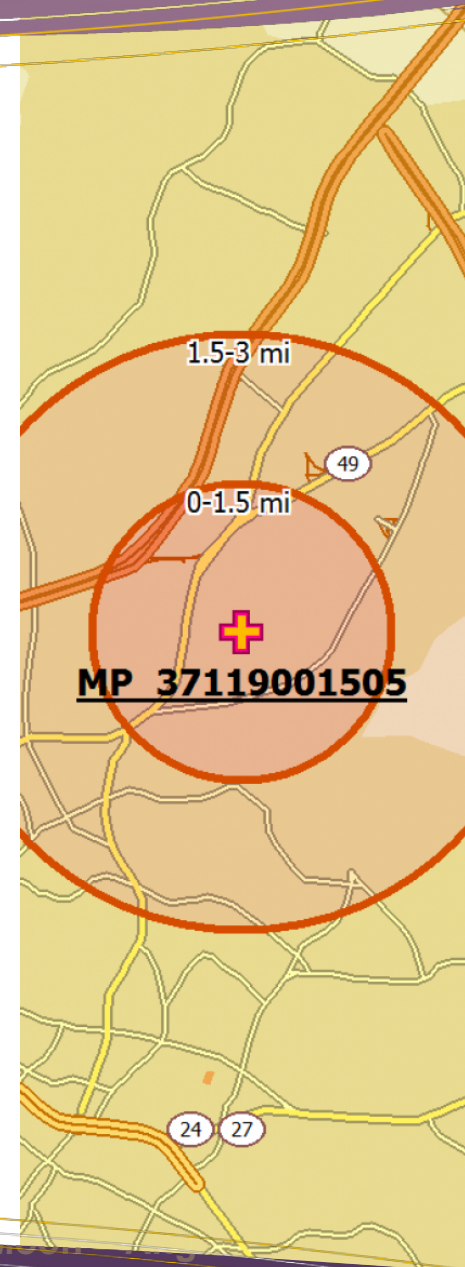
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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](http://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](http://MissionalCulturescape.org).



Stovall Butters Cerro Gordo Cahaj's Mountain Harrisburg Brunswick Indian Trail Grandfather West Cant  
ers Island Creswell Kenansville Red Cross Belville Stanley Roxobel Water Forest Fountain Pilot Mounta  
Kelly Fremont Youngsville Hoffman Midway Holly Ridge Dobson C... Community Springs Balfo  
el Lumber Bridge Kinston Trinity Misenheimer Roper Fallston Clinton Whitakers Clayton Pollocksvill  
Danbury Delway Staley Tar Heel Forest Oaks Elkin Conover Pumpkin Center Jacksonville McAde

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,236	100%	4,454	100%
<b>AFFLUENT SUBURBIA</b>	17	0.27%	11	0.25%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	17	0.27%	11	0.25%
<b>UPSCALE AMERICA</b>	276	4.43%	197	4.42%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	110	1.76%	74	1.66%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	139	2.23%	103	2.31%
Successful Urban Sprawl	27	0.43%	20	0.45%
<b>SM TWN SUCCESS</b>	261	4.19%	190	4.27%
Successful Urban Sprawl	0	0%	20	0.45%
2nd City Homebodies	246	3.94%	0	0%
Prime Middle America	0	0%	160	3.59%
Urban Optimists	15	0.24%	0	0%
Family Convenience	0	0%	10	0.22%
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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,236	100%	4,454	100%
<b>BLUE COLLAR BACKBONE</b>	133	2.13%	94	2.11%
Nuevo Hispanic Fam.	133	2.13%	94	2.11%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	41	0.66%	26	0.58%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	41	0.66%	26	0.58%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	567	9.09%	411	9.23%
Steadfast Conservative	123	1.97%	84	1.89%
Moderate Conventionalists	19	0.3%	13	0.29%
Southern Blues	0	0%	0	0%
Urban Grit	425	6.82%	314	7.05%
Grass-Roots Living	0	0%	0	0%





# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,236	100%	4,454	100%
REMOTE AMERICA	323	5.18%	189	4.24%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	323	5.18%	189	4.24%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,122	34.03%	1,573	35.32%
Young Cosmopolitans	34	0.55%	27	0.61%
Minority Metro Communities	2,088	33.48%	1,546	34.71%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,236	100%	4,454	100%
<b>STRUGGLING SOCIETIES</b>	564	9.04%	384	8.62%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	504	8.08%	343	7.7%
Struggling city Centers	60	0.96%	41	0.92%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	1,922	30.82%	1,372	30.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	183	2.93%	112	2.51%
Af. Amer. Neighborhoods	681	10.92%	476	10.69%
Urban Diversity	65	1.04%	47	1.06%
New Generation Activists	216	3.46%	145	3.26%
Getting By	777	12.46%	592	13.29%
<b>VARYING LIFESTYLES</b>	9	0.14%	7	0.16%
Military Family Life	0	0%	0	0%
Major University Towns	9	0.14%	7	0.16%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

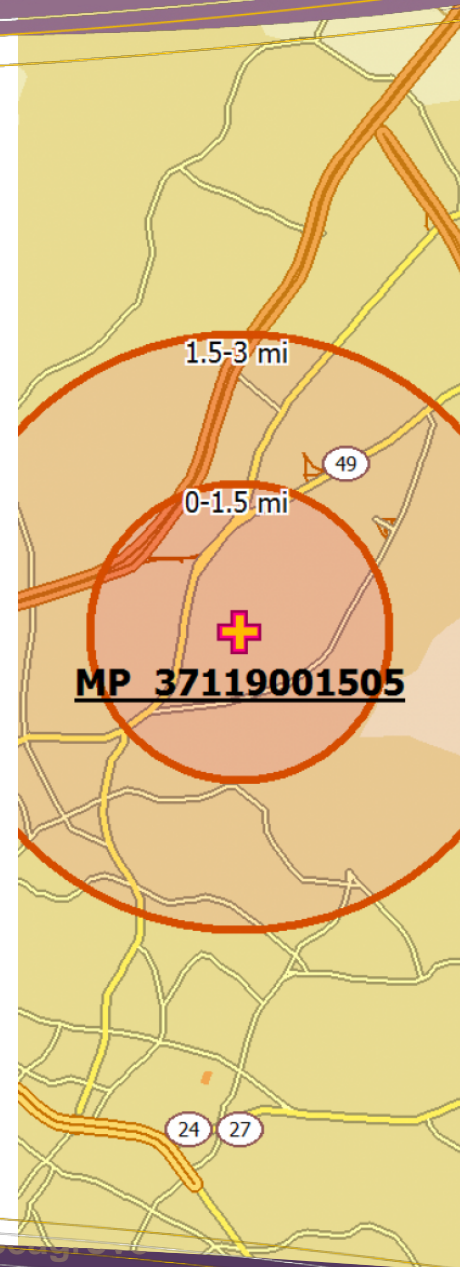
## Potential Cultural Bridges

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

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

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

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

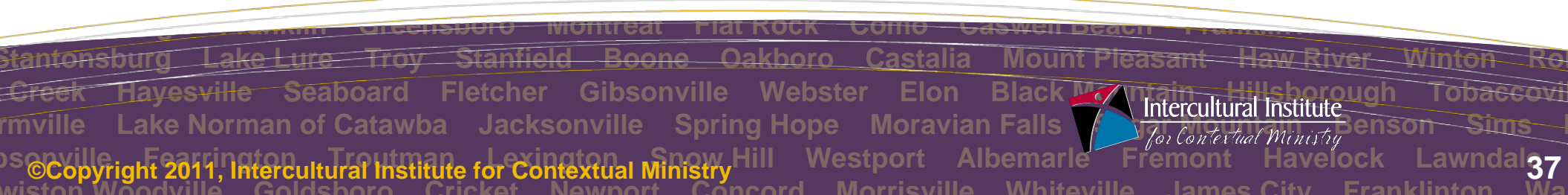


# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	69%	69%	74%
Use Comp. for Internet/E-mail	47%	48%	56%
Internet Use: E-Mail	43%	42%	49%
Use Comp. for Comp. Games	31%	31%	35%
Use Comp. for Word Processing	31%	30%	38%
Use Comp. for Education	28%	28%	32%
Use Comp. for Shopping	26%	27%	34%
Internet Use: News/ Weather	24%	24%	27%
Use Comp. for Banking	24%	25%	31%
Use Comp. for Digital Camera	23%	24%	30%
Photo Editing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	23%	24%	29%
Internet Use: Banking	22%	23%	27%
Use Comp. for News/Info./Data Service	19%	20%	24%
PC-Network-HH Has One	15%	16%	20%
Internet Use: Read Magazines/ Newspapers	13%	11%	12%
Internet Use: Research/ Education	13%	12%	13%
Use Comp. for Personal Financial Mngmnt	12%	11%	15%
Use Comp. for Filing/DB Mngmnt	11%	11%	13%
HH Owns Video/Webcam	11%	9%	11%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	13%



# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	66%	67%	68%
Reading Books	50%	52%	54%
Dining Out (Not Fast Food)	47%	49%	54%
Card Games	40%	39%	40%
Cooking for Fun	33%	35%	36%
Go To A Beach/Lake	30%	30%	34%
Board Games	29%	28%	30%
Gardening	25%	24%	27%
Visit Museum	19%	19%	22%
Going To Bars/Nightclubs/Dancing	17%	19%	21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	65%	65%
Gen./Fam. Practitioner	32%	33%	35%
Backache	22%	21%	21%
Dentist	21%	23%	27%
None Of These	20%	20%	21%
Eye Dr.	19%	20%	20%
Hypertension/High Blood Pressure	19%	20%	18%
High Cholesterol	16%	17%	17%
Acid Reflux Disease (GERD)	14%	14%	13%
Overweight (30 Pounds Or More)	14%	14%	12%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	25.2%	27.02%	29.63%
Live Theater	18.1%	19.67%	21.77%
Live Theater Most Often	13.65%	15.56%	17.28%
Rock/Pop Concerts Most Often	13.48%	15.21%	16.62%
Comedy Club	12.04%	10.85%	11.15%
Dance Performance	10.94%	10.72%	11.02%
Movies: Comedy	39.83%	39.1%	41.44%
Movies: Action/Adventure	38.76%	37.7%	40.43%
Movies: Drama	22.32%	22.51%	23.51%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Fam.	20.86%	20.15%	21.31%
Movies: Romantic Comedy	20.12%	20.37%	21.76%
Movies: Mystery	19.8%	18.75%	18.87%
NFL Football Reg. Season	6.08%	5.57%	6.9%
MLB Baseball Reg. Season	5.82%	5.91%	8.12%
College Football Reg. Season	4.95%	5%	6.39%
NBA Basketball Reg. Season	3.87%	3.48%	4.38%
College Basketball Reg. Season	3.57%	3.94%	4.75%
NHL Hockey Reg. Season	2.95%	2.42%	3.33%

# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	36.26%	37.71%	40.56%
Swimming	25.65%	26.51%	29.95%
Bowling	20.96%	21.49%	22.01%
Basketball	18.23%	18.43%	17.43%
Billiards/Pool	17.36%	18.55%	19.14%
Jogging/Running	16.75%	17.44%	18.27%
Weight Training	14.12%	14.29%	17.1%
Freshwater Fishing	13.71%	13.63%	13.45%
Football	13.36%	13.56%	11.73%
Baseball	13.36%	12.44%	11.94%
Using Cardio Machine	11.81%	12.3%	15.03%
Aerobics	11.33%	11.56%	11.69%
Stationary Cycling	10.69%	10.73%	12.25%
Mountain/Road Biking	10.28%	11.01%	12.15%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Volleyball	9.5%	8.85%	8.43%
Golf	9.3%	10.55%	12.76%
Soccer	9.03%	9.05%	8.7%
Camping Trips	8.59%	8.34%	10.52%
Softball	8.18%	8.09%	7.89%
Saltwater Fishing	7.72%	6.72%	6.74%
Backpacking/Hiking	7.23%	7.87%	9.13%
Tennis	6.32%	7.36%	8.25%
Yoga	6.25%	7.21%	7.94%
Ice Skating	6.13%	5.87%	5.68%
Target Shooting	6.05%	5.99%	6.54%
Roller Skating	5.8%	6.21%	6.24%
Hunting	5.64%	5.33%	5.77%
Motorcycling	4.99%	4.53%	4.92%



# Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Horseback Riding	4.79%	4.66%	4.74%
Racquetball	4.61%	4.52%	4.27%
Power Boating	4.6%	4.73%	6.04%
Canoeing/Kayaking	4.5%	4.37%	5.33%
Skateboarding	4.03%	3.59%	3.24%
Jet Skiing	4.02%	3.94%	4.57%
Fly Fishing	4.02%	3.71%	3.67%
Hockey	3.93%	3.96%	3.71%
Snorkeling	3.92%	3.86%	4.71%
Martial Arts	3.67%	3.56%	3.92%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Water Skiing	3.53%	3.59%	4.14%
Archery	3.49%	3.17%	3.18%
Downhill & X-Country Skiing	3.43%	3.6%	4.73%
Auto Racing	3.23%	2.61%	2.89%
Rock Climbing	3.1%	3.26%	3.66%
Snowboarding	3.02%	3.29%	3.42%
Sailing	3.01%	2.71%	3.22%
Snowmobiling	2.99%	2.87%	2.97%
Surfing & Windsurfing	2.94%	2.53%	2.68%
Rowing	2.84%	2.54%	2.7%

## Potential Cultural Barriers -- Introduction (part 1)

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

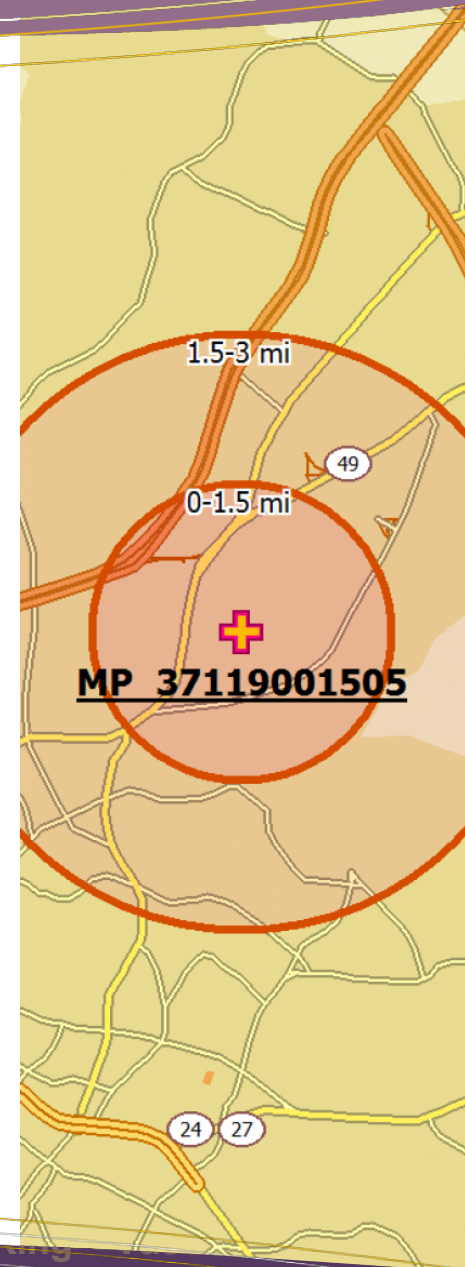
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

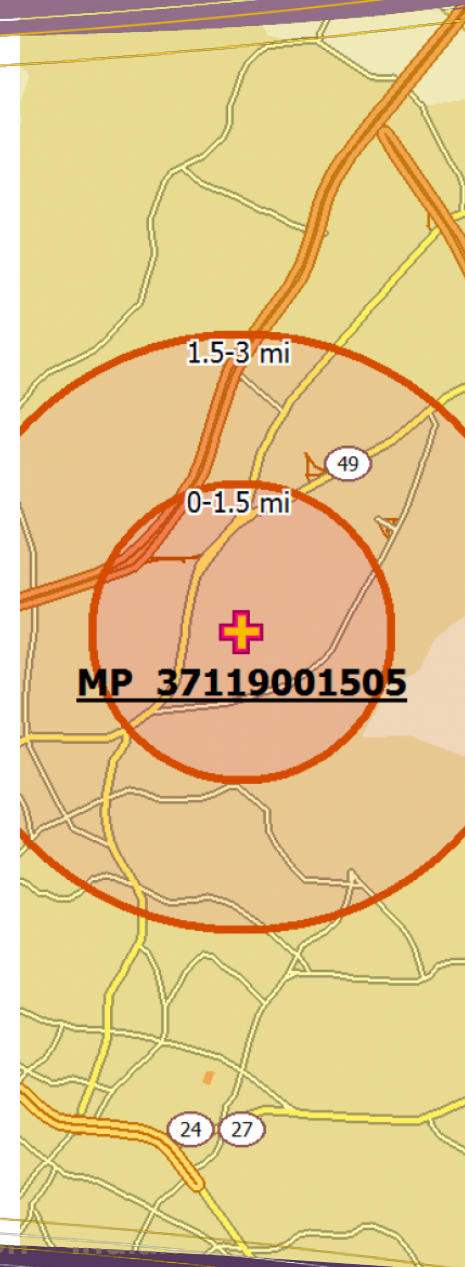
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

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

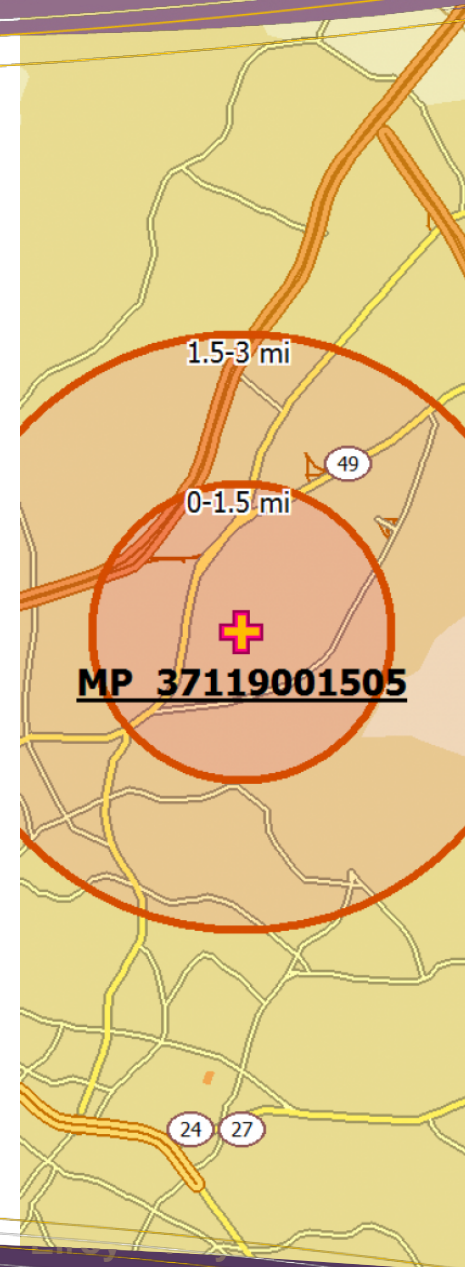
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	52%	51%	51%
Like Control Over People And Resources	39%	39%	36%
Speak My Mind Even If It Upsets People	37%	37%	36%
Find It Difficult To Say No To My Kids	34%	36%	37%
Woman's Place Is In The Home	31%	33%	33%
Too Much Sponsorship In Arts/Sports	29%	28%	26%
Prefer To Have Few Possessions As Possible	29%	32%	35%
Like To Do Unconventional Things	29%	27%	26%
Don't Judge People/Way They Live Life	28%	30%	30%
I Am A Workaholic	25%	25%	23%
Money Is Best Measure Of Success	25%	25%	25%
If Won Lottery Would Never Work Again	22%	25%	28%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Friends More Important Than My Fam.	22%	23%	25%
Marijuana Should Be Legalized	21%	21%	21%
Like to Stand Out In A Crowd	19%	20%	20%
Like To Pursue Challenge/Novelty/Change	18%	19%	19%
We Should Strive for Equality for All	16%	17%	16%
Only Work Current Job for The Money	15%	16%	15%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Happy With My Standard Of Living	12%	14%	15%
On Whole People Get What They Deserve	11%	12%	12%
Very Happy With My Life As It Is	11%	10%	9%
I Am A Perfectionist	11%	11%	10%
Indulge My Kids With The Little Extras	10%	11%	10%

## Potential Cultural Themes

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

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

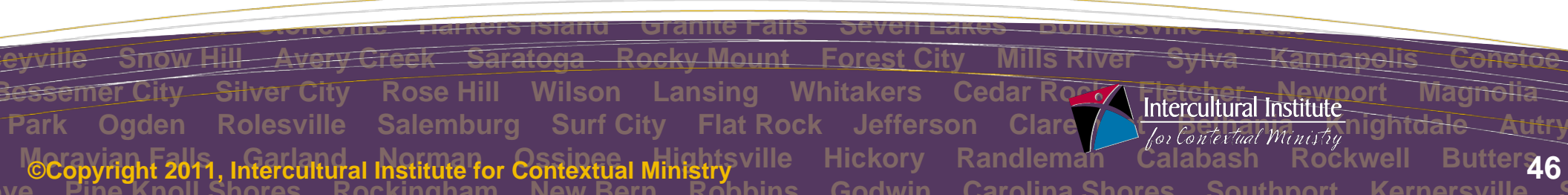


# Potential Cultural Themes:

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

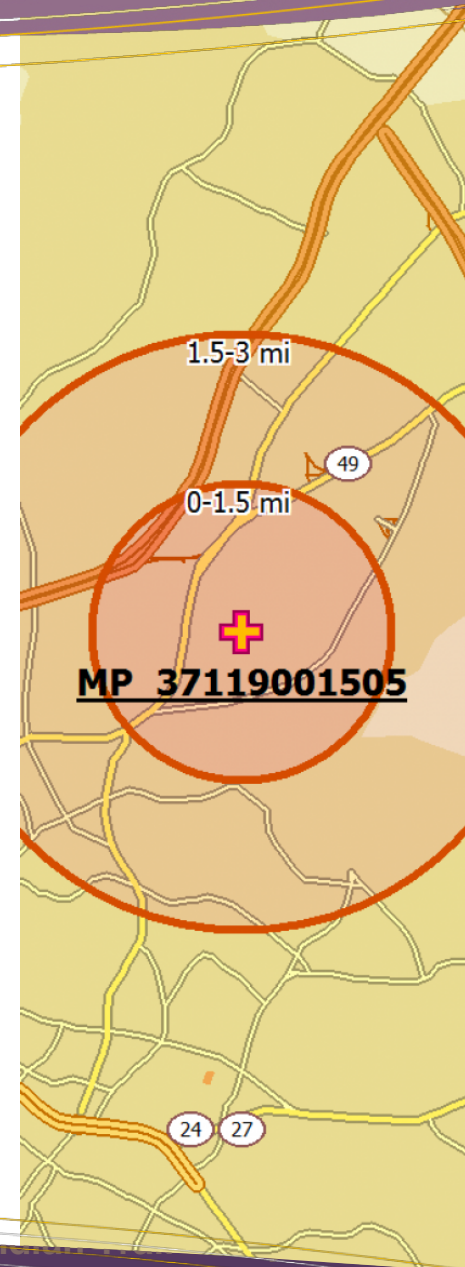
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	55%	56%	57%
Important To Respect Customs And Beliefs	54%	56%	61%
Prefer Work Part Of Team Than Alone	37%	38%	35%
Like To Understand About Nature	35%	37%	38%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	34%	34%	32%
Good At Fixing Things	29%	30%	29%
Prefer To Have Few Possessions As Possible	29%	32%	35%
Have Keen Sense Of Adventure	24%	26%	27%
People Have To Take Me As They Find Me	23%	23%	24%
Consider Myself Interested In The Arts	21%	21%	20%
Looking for New Ideas To Improve Home	20%	19%	18%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Worried About Pollution Caused By Cars	20%	21%	22%
Provide My Kids With The Little Extras	19%	20%	16%
Like To Just Enjoy Life	18%	20%	22%
Real Men Don't Cry	18%	17%	17%
Try Not To Worry About The Future	16%	16%	16%
Enjoy Spending Time With My Fam.	14%	13%	13%
Is An Important Part Of Who I Am	14%	14%	15%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Like Spending Most Time With Fam.	7%	7%	6%
Feel Very Alone In The World	7%	6%	6%
Would Like To Set Up Own Business	5%	5%	4%
Decor Particular Interest To Me	4%	4%	4%



## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	83.72%	83.61%	84.07%
Restaurant-Visit Any			
Fam. Restaurants/Steak	73.78%	75.34%	78.33%
Houses-Visit Any			
McDonald's	55.23%	54.21%	54.47%
Burger King	39.62%	38.25%	37.24%
Kentucky Fried Chicken (KFC)	32.58%	32.09%	30.5%
Wendy's	29.39%	29.87%	30.4%
Subway	28.58%	28.82%	29.46%
Taco Bell	26.51%	25.73%	27.23%
Applebee's	26.43%	26.51%	27.63%
Pizza Hut	24.17%	23.19%	22.3%
Arby's	18.76%	18.98%	20.52%
Olive Garden	18.44%	18.62%	20.12%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	18.22%	17.93%	17.09%
IHOP (International House Of Pancakes)	18%	17.06%	16.04%
Domino's Pizza	17.84%	17.5%	16.17%
Chick-Fil-A	15.91%	15.19%	15.74%
Dairy Queen	15.11%	14.59%	14.55%
TGI Friday's	14.91%	14.43%	15.02%
Golden Corral	14.33%	14.24%	12.51%
Popeyes	13.83%	14.49%	12.9%
Denny's	13.2%	12.81%	12.21%
Starbucks	12.96%	13.08%	15.21%
Sonic	12.89%	12.76%	13.38%
Dunkin' Donuts	12.89%	12.53%	12.57%

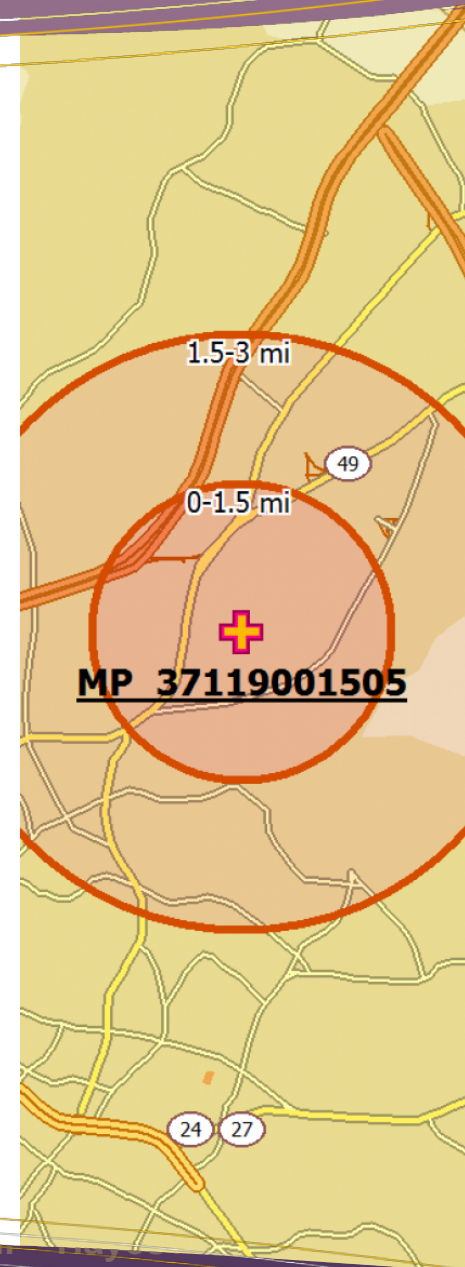


## Potential Shared Projects

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

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

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



# Potential Shared Projects

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

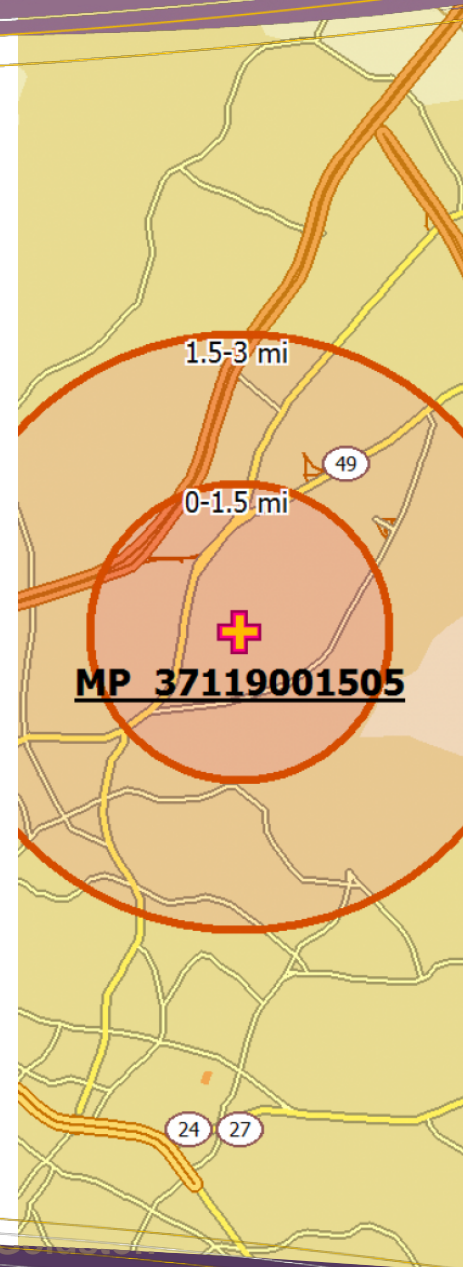
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	38.57%	40.49%	44.37%
Recycled products	26.14%	27.16%	32.6%
Worked as volunteer (non political)	11.73%	12.43%	15.3%
Engaged in fund raising	9.83%	10.89%	11.49%
Religious club member	8.21%	8.07%	8.04%
Church Board	6.51%	6.62%	5.91%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Union member	4.73%	4.93%	5.03%
Wrote to editor of mag or newspaper	4.56%	4.8%	5.44%
Took active part in local civic issue	4.34%	4.71%	5.2%
Charitable Organization	4.16%	4.57%	5.16%
Wrote to elected offcl about publ bus	4.13%	4.56%	5.67%
Addressed a public meeting	3.8%	3.95%	4.65%

# Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given.

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

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Novel	14.01%	14.9%	17.47%
Children's Books	12.41%	12.91%	13.82%
Religious (not Bibles)	9.69%	9.78%	9.66%
Mystery	8.88%	9.28%	11%
Cookbooks	8.59%	8.74%	9.75%
Romance	6.91%	6.87%	7.1%
Personal/Business	6.26%	6.54%	7.58%
Self-help			
Biography	5.99%	6.34%	7.11%
History	5.6%	5.76%	7.05%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	62.41%	64.96%	67.8%
Distributed			
Gen. Editorial	49.92%	50.94%	50.49%
Womens	46.27%	46.52%	45.78%
Service	28.69%	28.89%	32.14%
Music	19.2%	19.63%	16.62%
Business/Finance	18.87%	19.96%	21.2%
Mens	18.82%	19.82%	20.11%
Parenthood	14.77%	14.16%	14.27%
Health	14.34%	14.05%	13.71%

# Potential Print & Audio Media Content:

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

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	46.19%	47.77%	51.65%
Classified	32.03%	31.68%	31.1%
Sport	28.17%	29.3%	31.28%
Editorial Page	23.5%	23.98%	26.61%
Business/Finance	22.74%	24.32%	28.22%
Movie Listings & Reviews	22.59%	23.99%	25.99%
Comics	22.14%	22.32%	23.83%
Food/Cooking	21.83%	21.73%	23.63%
TV/Radio Listings	20.14%	20.65%	21.89%
Home/Gardening	17.67%	17.83%	20.04%
Travel	16.13%	17.14%	19.75%
Fashion	15.97%	16.39%	16.32%
Science/Technology	14.06%	14.74%	16.89%

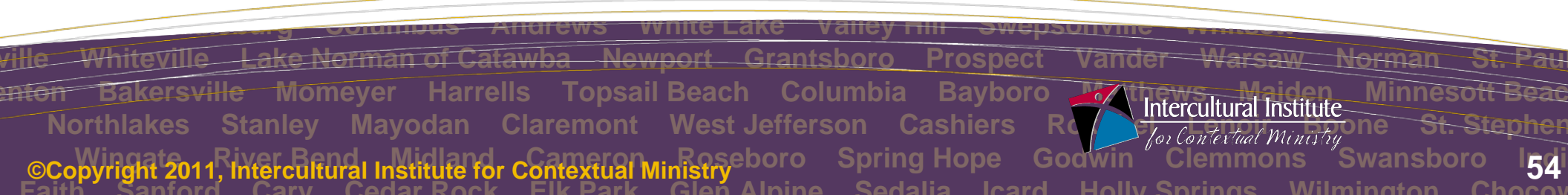
RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	36.69%	36.25%	28.35%
CHR Contemp Hit Radio	20.56%	20.1%	19.56%
Variety	11.43%	11.35%	10.65%
Country	11.31%	10.49%	12.79%
Adult Contemporary	10.92%	11.57%	14.87%
Jazz	10.56%	10.93%	9.25%
Oldies	9.41%	9.24%	10.02%
Hispanic	8.16%	6.05%	4.79%
All News	6.8%	7.6%	7.62%
Gospel	6.77%	6.63%	5.04%
Rock	6.28%	7.33%	9.2%
Religious	6.06%	5.96%	6.11%
News/Talk	5.85%	6.93%	10.58%
Soft Contemporary	5.5%	5.59%	6.62%
Alternative	4.68%	5.55%	8.58%
Classic Rock	4.29%	5.06%	7.44%
All Talk	3.34%	4.03%	4.57%
Sports	2.86%	3.43%	4.51%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	57.54%	59.28%	62.56%
Satellite Dish	49.42%	47.17%	50.82%
Soapnet	47.79%	48.78%	50.85%
Other Video-On-Demand	41.6%	41.2%	41.3%
Subscribe Digital Cable	34.7%	32.39%	31.3%
Sci-Fi Channel	33.02%	33.36%	35.42%
MSNBC	29.46%	31.03%	32.72%
Adult Pay Per View TV	28.69%	27.91%	29.23%
TV Info From Sunday TV Magazine	27.05%	27.23%	28.63%
TV Info From Newspapers	24.86%	24.86%	26.26%
Comedy Central	24.63%	26.98%	32.27%
Nickelodeon	24.4%	24.63%	26.51%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Nick At Nite	23.32%	23.47%	24.65%
ABC Fam.	22.03%	23.23%	26.6%
TCM (Turner Classic Movies)	21.88%	22.73%	24.72%
Hallmark Channel	21.87%	22.58%	25.01%
Video-On-Demand Movies	21.85%	19.51%	22.1%
ESPN2	21.52%	21.82%	24.45%
TV Info From Monthly Cable Guide	21.09%	20.95%	23.08%
BET (Black Entertainment TV)	20.71%	21.9%	23.9%
TV Info From Other	20.71%	21.21%	21.62%
USA Network	20.51%	20.97%	22.97%
Lifetime	19.21%	19.96%	21.64%
The Golf Channel	19.12%	20.4%	23.21%

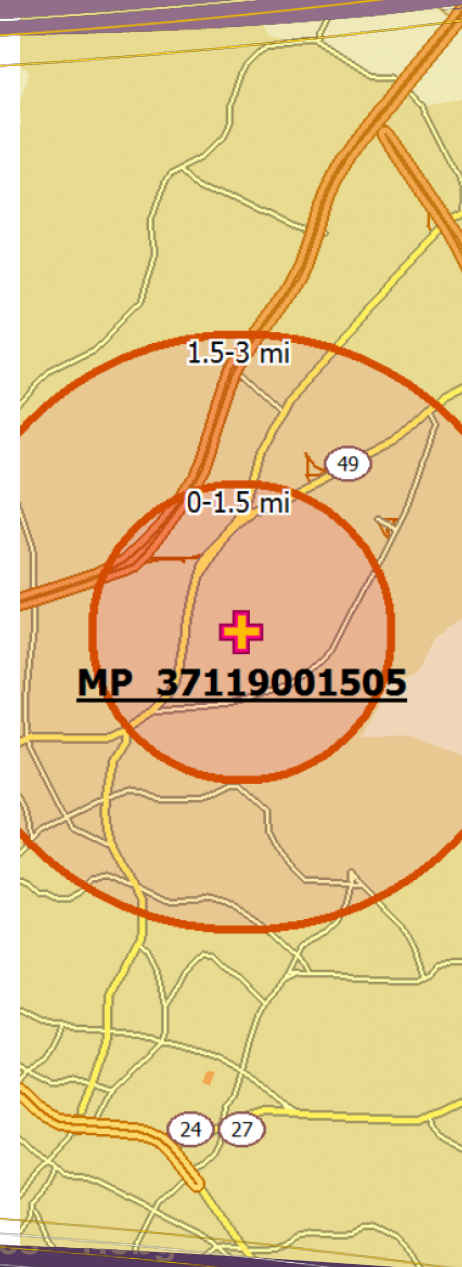


## Communication Media Usage

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

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

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







# Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	4.37%	4.63%	3.58%
Drive Time III (Medium)	0.92%	1.08%	0.94%
Radio IV & V (Light)	3.06%	3.16%	3.01%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.05%	10.53%	10.74%
Radio III (Medium)	3.76%	4.02%	4.59%
Radio IV & V (Light)	5.23%	4.77%	4.13%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.72%	12.87%	14.47%
Cable III (Medium)	4.3%	5%	5.06%
Cable IV & V (Light)	34.66%	35.67%	35.23%

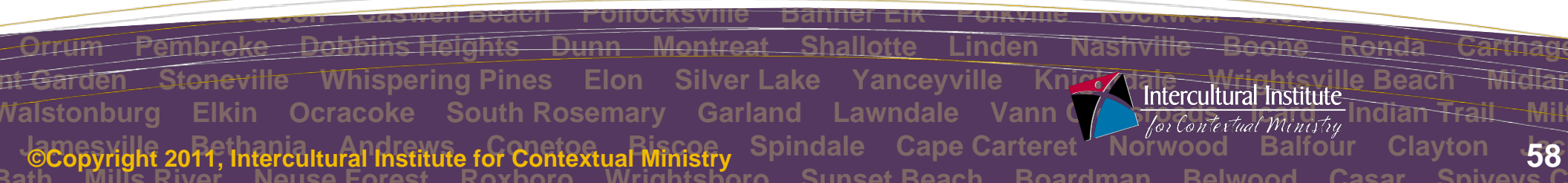
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.79%	5.14%	4.34%
Prime Time III (Medium)	2.39%	1.83%	1.75%
Prime Time IV & V (Light)	10.76%	10.4%	10.24%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	36.31%	38.57%	39.1%
Fringe III (Medium)	50.03%	51.96%	51.05%
Fringe IV (Light)	51.45%	53.34%	53.17%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.98%	15.99%	15.47%
All Day III (Medium)	22.49%	23.35%	23.24%
All Day IV (Light)	17.46%	19.54%	17.58%

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.31%	10.92%	11.75%
6:00am - 10:00am	15.07%	16.27%	18.93%
10:00am - 3:00pm	12.39%	12.38%	11.49%
3:00pm - 7:00pm	14.87%	14.7%	15.19%
7:00pm - Midnight	10.19%	10.93%	12.74%
Midnight - 6:00am	8.04%	7.36%	7.27%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.34%	13.42%	14.4%
6:00am - 10:00am	2.85%	3.25%	3.9%
10:00am-3:00pm	5.96%	6.78%	7.61%
3:00pm - 7:00pm	9.17%	7.49%	7.74%
7:00pm - Midnight	9.27%	9.73%	9.74%
Midnight - 6:00am	12.82%	12.36%	12.77%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.89%	6.56%	8.16%
Saturday:	8.43%	8.62%	8.72%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.88%	8.65%	9.84%
9:00am-1:00pm	23.32%	23.47%	24.65%
9:00am-4:00pm	28.1%	27.93%	28.88%
4:00pm-7:00pm	28.96%	30.1%	30.89%
11:00pm-1:00am	38.97%	40.53%	41.81%
AVG Prime time	4.86%	4.6%	4.51%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	15.29%	15.4%	17.39%
7-9am	21.52%	21.82%	24.45%
9am-12noon	17.43%	18.19%	19.56%
12noon-4pm	10.67%	9.74%	9.33%
4-6pm	45.16%	46.78%	50.36%
6-7pm	16.92%	16.55%	17.48%
7-7:30pm	2.02%	2.11%	2.05%
7:30-8pm	11.77%	11.54%	11.23%
8-11pm	5.89%	6.56%	8.16%
11pm-12am	29.46%	31.03%	32.72%
11pm-1am	38.97%	40.53%	41.81%
1-6am	30.61%	30.67%	33.06%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	15.93%	16.83%	18.8%
Sat: 10am-1pm	9.4%	9.5%	9.57%
Sat: 1-4pm	22.86%	22.89%	24.44%
Sat: 4-6pm	7.37%	7.88%	8.23%
Sat: 6-7pm	1.48%	1.65%	1.78%
Sat: 7-8pm	0.98%	1.11%	1.2%
Sat: 8-11pm	8.43%	8.62%	8.72%
Sat: 11pm-1am	6.28%	6.92%	6.5%
Sat: 1am-7pm	20.51%	20.97%	22.97%
Sun: 7-10am	2.55%	2.48%	2.35%
Sun: 10am-1pm	4.58%	4.93%	5.58%
Sun: 1-4pm	4.93%	4.96%	5.92%
Sun: 4-7pm	11.87%	11.9%	12.94%
Sun: 7-11pm	7.88%	8.65%	9.84%
Sun: 11pm-1am	5.17%	5.33%	5.68%
Sun: 1-7am	19.29%	19.61%	21.27%

# 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.

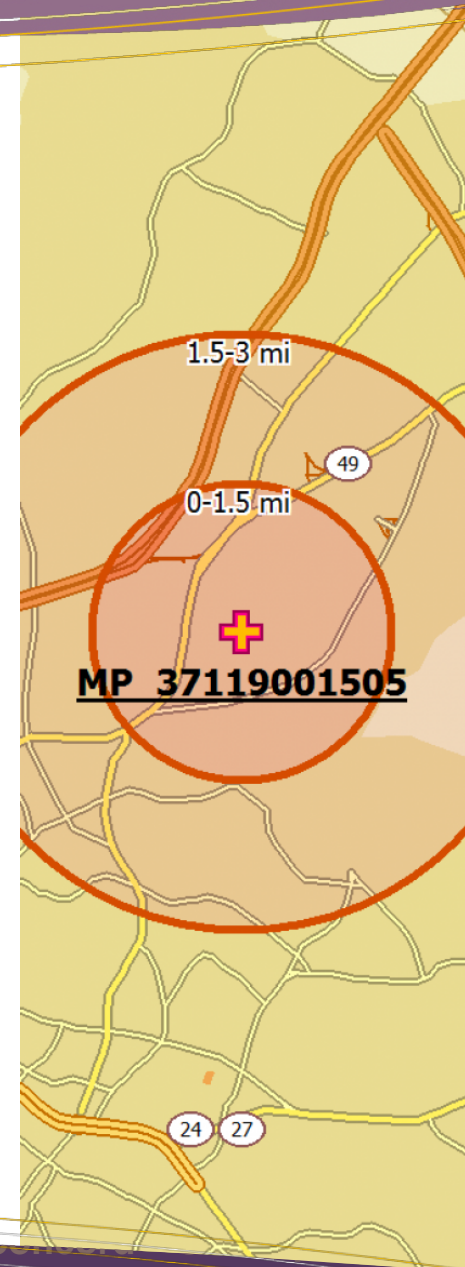


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

- Online personal missional profile at [APEPT.org](http://APEPT.org)
- Custom reports at [MissionalContext.org](http://MissionalContext.org)
- Custom mapping at [MissionalCulturescape.org](http://MissionalCulturescape.org)
- Missional information at [MissionalCyclopedia.org](http://MissionalCyclopedia.org)
- Networking & Zipcode level data at [MissionalCorps.org](http://MissionalCorps.org)
- Information on top lifestyle groups at [MissionalZipcode.org](http://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 P AVG	IICM CGR
1	Exhort Christian Faith - Charlotte	6001 Orr Rd Charlotte, NC 28213	0.72 mi	100	Insufficient Data
2	Christ Palace	6702 Elgywood Ln Apt 6 Charlotte, NC 28213	0.96 mi	0	Insufficient Data
3	Life - Charlotte	5901 Amberly Ln Charlotte, NC 28213	1.05 mi	39	Insufficient Data
4	Newell - Charlotte	9115 Newell Baptist Church Rd Charlotte, NC 28213	1.57 mi	88	Insufficient Data
5	Agape Global Ministries	4739 E WT Harris Blvd Charlotte, NC 28215	1.84 mi	0	Insufficient Data
6	New Waves of Joy - Charlotte	4739 E WT Harris Blvd Charlotte, NC 28205	1.84 mi	0	Insufficient Data
7	Desiring God Community - Charlotte	7121 Delta Lake Dr Charlotte, NC 28215	1.90 mi	105	Plateauing
8	Greater Providence - Charlotte	2000 Milton Rd Charlotte, NC 28215	1.94 mi	0	Insufficient Data
9	Charlotte Vietnamese - Charlotte	4301 Howie Cir Charlotte, NC 28205	1.97 mi	0	Insufficient Data
10	Mayfield Memorial Missionary - Charlotte	700 W Sugar Creek Rd Charlotte, NC 28213	2.12 mi	200	Insufficient Data
11	Praise Ministries International	3315 Tyrone Dr Charlotte, NC 28215	2.21 mi	0	Insufficient Data
12	McLean Road - Charlotte	1800 McLean Rd Charlotte, NC 28213	2.32 mi	40	Plateauing
13	University Hills - Charlotte	1500 Suther Rd Charlotte, NC 28213	2.53 mi	388	Plateauing
14	Plaza - Charlotte	3321 The Plaza Charlotte, NC 28205	3.06 mi	99	Insufficient Data
15	Greater Faith Temple - Pineville	2835 Sugar Creek Rd, West Charlotte, NC 28262	3.24 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Derita - Charlotte	2835 W Sugar Creek Rd Charlotte, NC 28262	3.24 mi	0	Insufficient Data
17	First Haitian Church of Derita	2835 W Sugar Creek Rd Charlotte, NC 28262	3.24 mi	0	Insufficient Data
18	Romanian Baptist Church of Charlotte	2835 W Sugar Creek Rd Charlotte, NC 28262	3.24 mi	0	Insufficient Data
19	Christian Family - Charlotte	3030 Allen Road S Charlotte, NC 28269	3.25 mi	0	Insufficient Data
20	Vietnamese Faith - Charlotte	9733 Plaza Road Ext Charlotte, NC 28215	3.41 mi	0	Insufficient Data
21	Redeeming Word Ministries - Charlotte	4424 Steepleton Way Charlotte, NC 28215	3.72 mi	54	Insufficient Data
22	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	3.77 mi	92	Growing
23	La Voz De Esperanza - Charlotte	7122 Robinson Church Rd Charlotte, NC 28215	3.86 mi	145	Plateauing
24	Montagnard Oyadao	2749 Eastway Drive Charlotte, NC 28205	3.87 mi	0	Insufficient Data
25	Eastway - Charlotte	2749 Eastway Dr Charlotte, NC 28205	3.87 mi	120	Insufficient Data
26	Iglesia Bautista De Hickory - Charlotte	6050 Hickory Grove Rd Charlotte, NC 28215	3.88 mi	0	Insufficient Data
27	Hickory Grove - Charlotte	6050 Hickory Grove Rd Charlotte, NC 28215	3.88 mi	5,092	Plateauing
28	Slavic - Charlotte	7600 Plott Rd Charlotte, NC 28215	4.02 mi	0	Insufficient Data
29	Montagnard Christian	824 Wainwright Ave Charlotte, NC 28206	4.14 mi	0	Insufficient Data
30	Charlotte Chinese - Charlotte	7225 Pence Rd Charlotte, NC 28215	4.27 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	4.32 mi	0	Insufficient Data
32	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	4.49 mi	0	Insufficient Data
33	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	4.49 mi	0	Insufficient Data
34	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.49 mi	0	Insufficient Data
35	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.49 mi	0	Insufficient Data
36	Statesville Road - Charlotte	4901 Statesville Rd Charlotte, NC 28269	4.56 mi	122	Plateauing
37	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	4.67 mi	0	Growing
38	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	4.74 mi	0	Insufficient Data
39	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	4.74 mi	0	Insufficient Data
40	Filipino International	7933 Holly Hill Rd Charlotte, NC 28227	4.80 mi	0	Insufficient Data
41	Zo Christian	5805 E Farm Pond Ln Charlotte, NC 28212	5.02 mi	0	Insufficient Data
42	Eastern Hills - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	5.05 mi	276	Plateauing
43	Friendly Arab - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	5.05 mi	0	Insufficient Data
44	Unity - Charlotte	5031 A West W T Harris Blvd Charlotte, NC 28269	5.11 mi	0	Insufficient Data
45	Urban Street Outreach - Charlotte	5833 Milhaven Ln Charlotte, NC 28269	5.11 mi	0	Insufficient Data



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

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