

# MissionSite

top unreached locations



CHARLOTTE, NC

CENSUS TRACT: 37119002800

REGION: Muph 6: Central Piedmont

COUNTY: Mecklenburg

SITESCAPE: Suburbscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



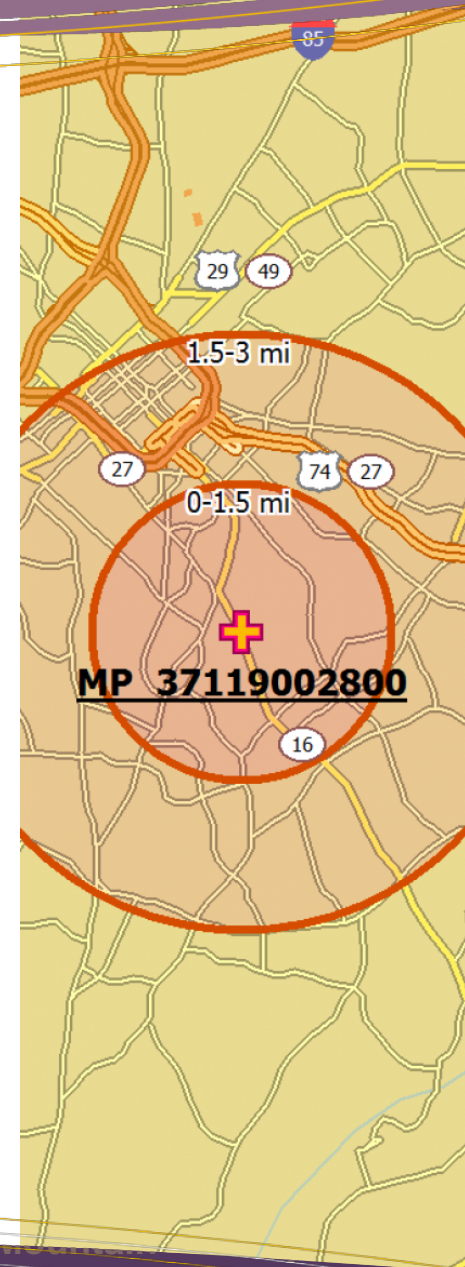
# MissionSite (TM) Table of Contents

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

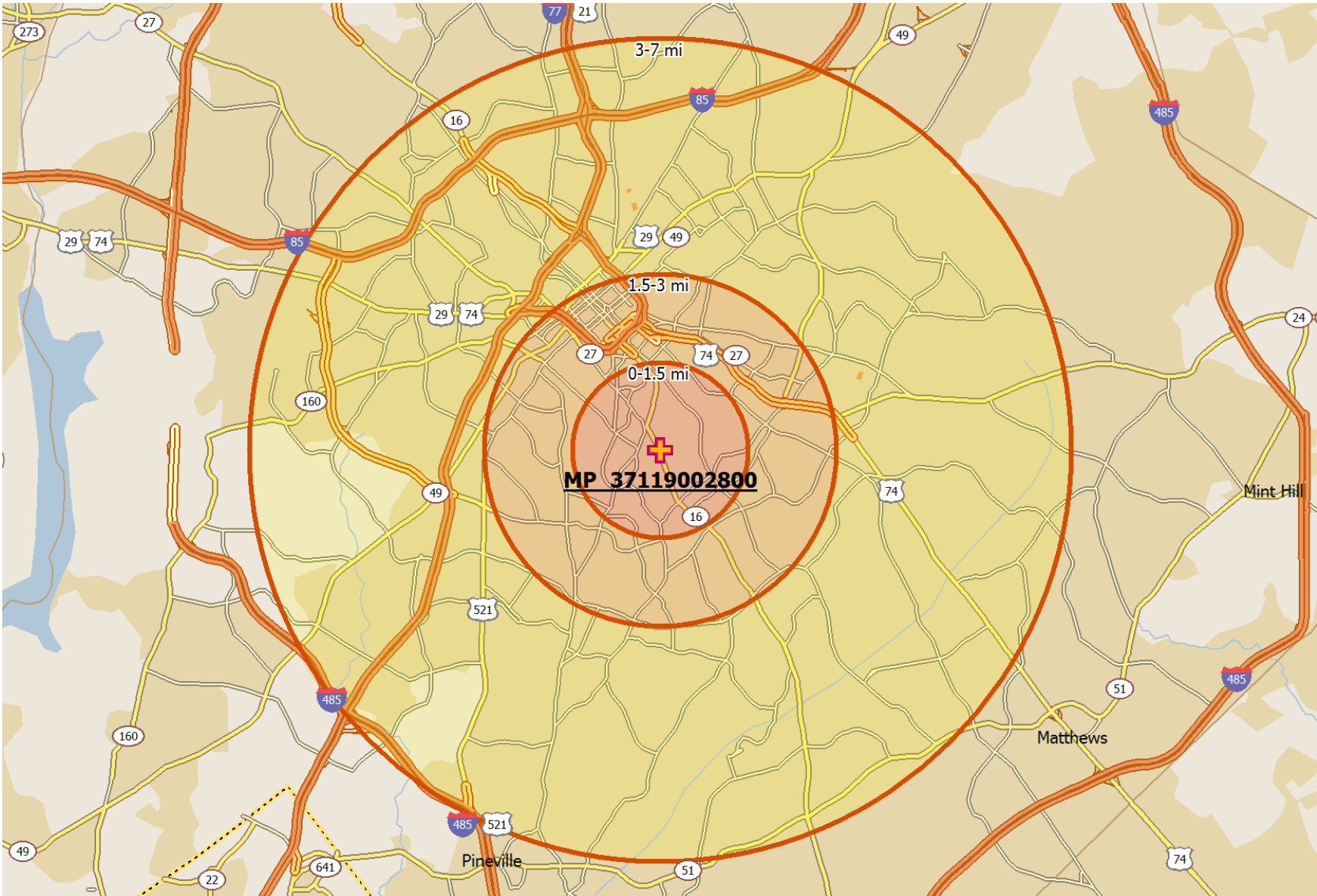
## Site Location Summary

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	28207	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



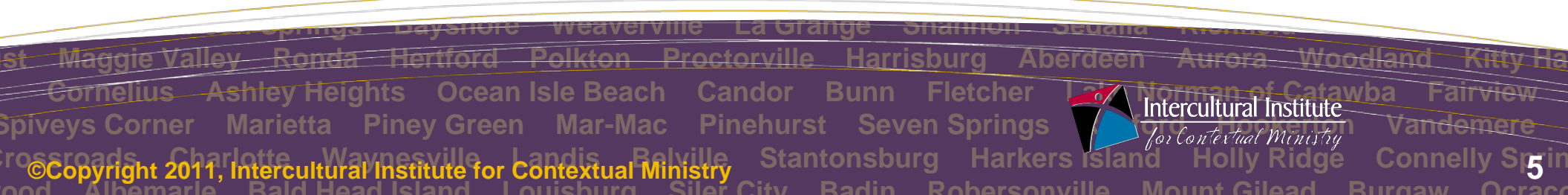
# Site Location Summary - Map of the Site Location



# 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	23,386	74,044	336,396
2010 Households	10,520	34,796	131,670
2010 Group Quarters Population	1,444	2,486	4,792

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	69	73	62
Language Diversity National Index	54	65	51
Foreign Born Diversity National Index	74	33	95
Ancestry Diversity National Index	63	20	55
Racial Diversity National Index	65	86	62

# 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	5,270	50.1%
Mainstay Communities	Established, Diverse Households	298	2.83%
Working Communities	Blue-collar, Working Families	369	3.51%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,896	27.53%
Urban Communities	High Density, Inner-city Neighborhoods	1,688	16.05%



# 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	8,076	3.09%
Unreached %	71.17%	76.77%	107.87
Religious But NOT Evangelical HH	70,896	2,444	3.45%
Religious But NOT Evangelical %	19.33%	23.23%	120.18
Spiritual But NOT Relig or Evang HH	39,966	1,146	2.87%
Spiritual But NOT Relig or Evang %	10.9%	10.89%	99.96
Not Evangelical, Not Interested HH	150,766	4,510	2.99%
Not Evangelical, Not Interested %	41.1%	42.87%	104.3



# 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).

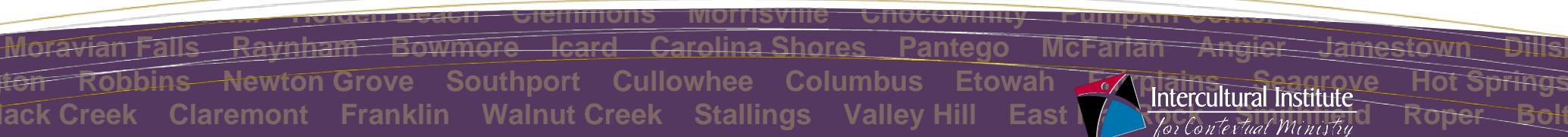
<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	148	27	18.24%
Active BCNC Attenders	22,756	2,093	9.2%
Active Evangelical Households	46,416	5,225	11.26%
Active Evangelical Percent	12.65%	11.53%	91.11
Inactive Evangelical Households	59,342	6,680	11.26%
Inactive Evangelical Percent	16.18%	14.74%	91.11
# New Churches Needed	35	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHF AVG	IICM CGR	CHURCHES	DIST.	WRSHF AVG	IICM CGR
1 Antioch - Charlotte	0.84 mi	0	Insufficient Data	16 The Impact	2.33 mi	0	Insufficient Data
2 Greater Fellowship - Charlotte	1.62 mi	0	Insufficient Data	17 Southside - Charlotte	2.43 mi	75	Plateauing
3 Green Memorial - Charlotte	1.74 mi	0	Growing	18 Iglesia Bautista Principe De Paz - Charlo	2.43 mi	0	Insufficient Data
4 Watershed - Charlotte	1.85 mi	0	Insufficient Data	19 Camino De Salvacion	2.43 mi	0	Insufficient Data
5 Dilworth - Charlotte	1.85 mi	28	Insufficient Data	20 Asian Indian-Huntersville	2.47 mi	0	Insufficient Data
6 United Missionary - Charlotte	1.87 mi	0	Insufficient Data	21 Tsimmeej - Charlotte	2.47 mi	0	Insufficient Data
7 Charlotte First - Charlotte	1.93 mi	1,262	Declining	22 Providence - Charlotte	2.47 mi	0	Plateauing
8 Charlotte First Deaf - Charlotte	1.93 mi	28	Insufficient Data	23 Oakhurst - Charlotte	2.60 mi	98	Declining
9 All Nations - Charlotte	1.93 mi	0	Insufficient Data	24 Midwood - Charlotte	2.63 mi	92	Growing
10 Kilborne - Charlotte	2.03 mi	0	Insufficient Data	25 Greater Galilee Baptist Church	2.71 mi	0	Insufficient Data
11 Rehabath Eritrean Church	2.11 mi	0	Insufficient Data	26 Montagnard Oyadao	2.82 mi	0	Insufficient Data
12 Iglesia Bautista Luz Y Vida - Charlotte	2.11 mi	0	Insufficient Data	27 Eastway - Charlotte	2.82 mi	120	Insufficient Data
13 Briar Creek Road - Charlotte	2.11 mi	0	Insufficient Data	28 Eastern Hills - Charlotte	3.17 mi	276	Plateauing
14 Pritchard Memorial - Charlotte	2.12 mi	390	Plateauing	29 Friendly Arab - Charlotte	3.17 mi	0	Insufficient Data
15 Saint Paul - Charlotte	2.27 mi	0	Insufficient Data	30 Greater Mount Sinai - Charlotte	3.38 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.



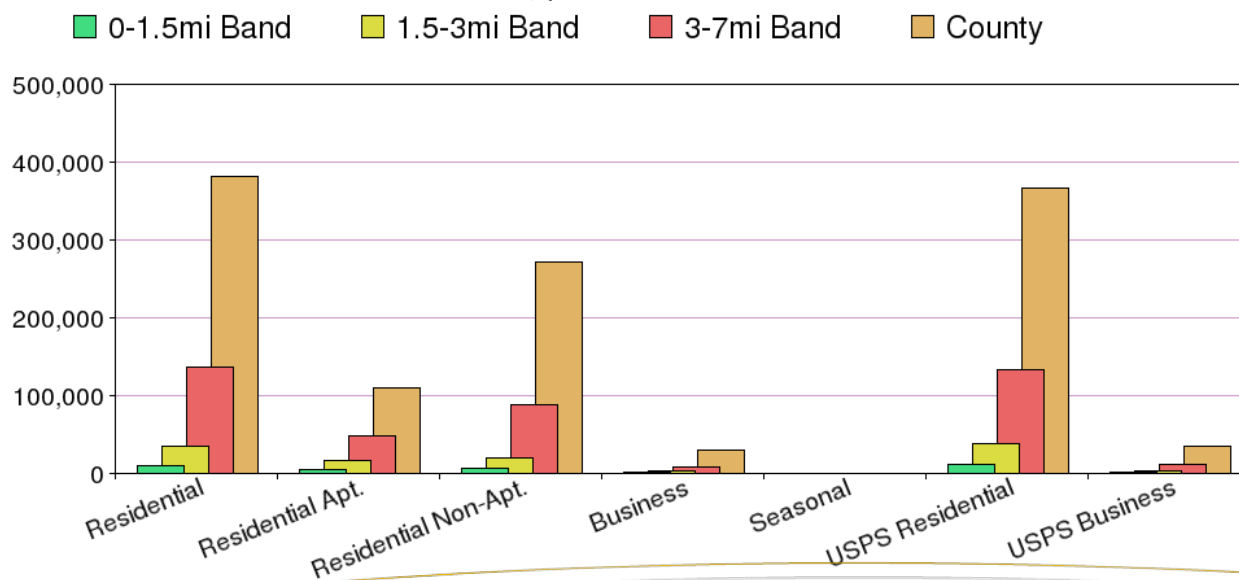
# Current Demographic Summary

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	21,718	4.25%
2000 Population	695,454	21,713	3.12%
2010 Population	937,663	23,386	2.49%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	9,714	4.85%
2000 Households	273,416	9,848	3.6%
2010 Households	366,792	10,520	2.87%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	10,790
Residential Apt.	4,384
Residential Non-Apt.	6,406
Business	1,452
Seasonal	0
USPS Residential	11,110
USPS Business	1,850

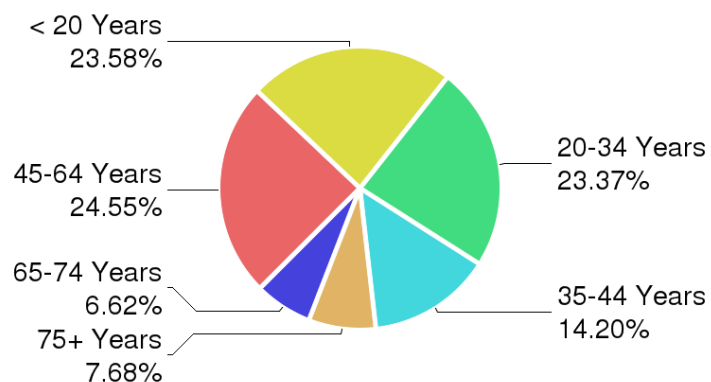
# Current Demographic Summary

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%	5.86%	92.43
4-5 Years	3.07%	2.44%	79.48
6-8 Years	4.54%	3.63%	79.96
9-11 Years	4.24%	3.27%	77.12
12-13 Years	2.69%	1.97%	73.23
14-17 Years	5.2%	4.11%	79.04
18-19 Years	2.54%	2.3%	90.55
0-5 Years	9.4%	8.3%	88.3
6-12 Years	10.13%	7.9%	77.99
13-19 Years	9.08%	7.38%	81.28
< 20 Years	28.61%	23.58%	82.42
20-34 Years	22.3%	23.37%	104.8
35-44 Years	16.07%	14.2%	88.36
45-64 Years	23.74%	24.55%	103.41
65-74 Years	5.27%	6.62%	125.62
75+ Years	4.01%	7.68%	191.52
Median Age	34	39	111.88
Median Age (Male)	33	38	113.25
Median Age (Female)	35	39	110.05

Age Group Percentages



Stanley Neuse Forest Valley Hill Aurora Davidson Arapahoe Walstonburg Ocracoke Lillington Cove Cl...  
 sville Pinebluff Biltmore Forest Carolina Beach Wade East Flat Rock B...  
 Belville Bolton Carolina Shores Elk Park Clinton Autryville Morven J...  
 Lake Junaluska Mehane Fearrington Gatesville Faison Lake Norman of Catawba Welcome Matthews S...  
 Chadbourne Proctorville Surf City Balfour Newton Burlington Bessemer City Vanceboro Mount Airy





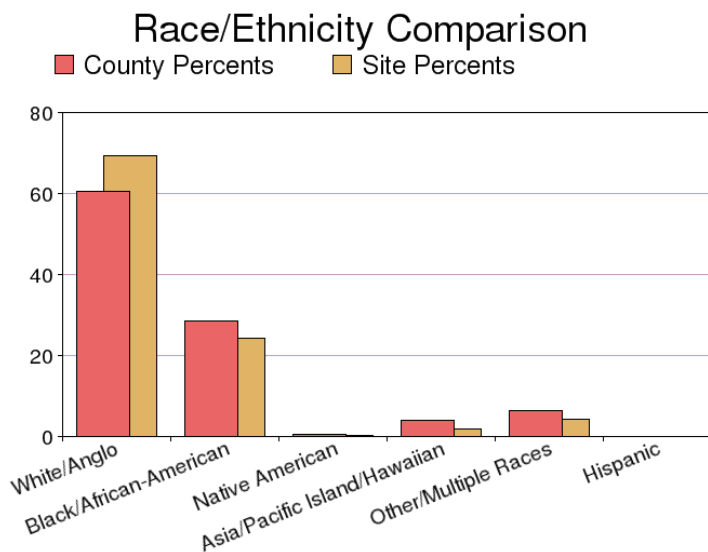
# Current Demographic Summary

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%	69.35%	114.38
Black, African-American	28.53%	24.32%	85.24
Native American	0.54%	0.37%	68.62
Asian	3.9%	1.73%	44.34
Pacific Island, Hawaiian	0.13%	0.08%	61.19
Other/Multiple Races	6.27%	4.15%	66.17
Hispanic	0%	5.53%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	16,328	
Less than 9th Grade	4.09%	3.8%	107.6
No High School Diploma	6.37%	4.12%	154.7
High School Graduate	21%	11.41%	184.08
Some College, no degree	19.56%	13.06%	149.81
Associate Degree	8.07%	5.41%	149.3
College Degree	27.74%	36.34%	76.35
Graduate/Prof. degree	13.17%	25.88%	50.89

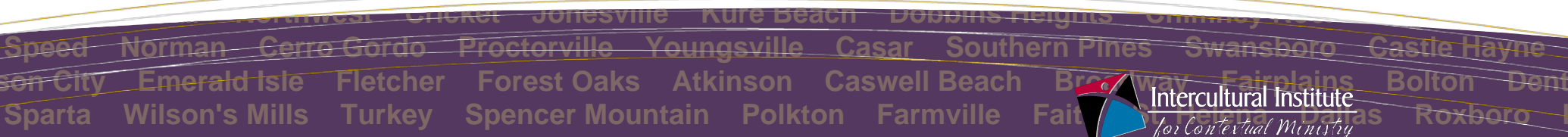


# Current Demographic Summary

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%	6.81%	152.07
\$10,000 to \$19,999	8.27%	9.49%	114.65
\$20,000 to \$29,999	9.74%	10.25%	105.18
\$30,000 to \$49,999	19.13%	15.71%	82.12
\$50,000 to \$59,999	9.04%	4.84%	53.52
\$60,000 to \$69,999	7.91%	5.17%	65.36
\$70,000 to \$79,999	6.92%	4.61%	66.63
\$80,000 to \$89,999	5.44%	3.89%	71.42
\$90,000 to \$99,999	4.02%	3.16%	78.53
\$100,000 to \$124,999	8.94%	7.37%	82.39
\$125,000 to \$149,999	5.22%	5.36%	102.74
\$150,000 to \$199,999	5.18%	8.02%	154.85
\$200,000 to \$249,999	1.81%	3.53%	194.31
\$250,000 or more	3.39%	11.83%	348.77
Median Household	58,654	79,643	135.78
Average Household	82,011	140,892	171.8
Per Capita Household	32,656	63,827	195.45
Family/Non-Family Household Income			
Median Family Income	71,577	128,749	179.87
Average Family Income	99,468	185,470	186.46
Median Non-Family Income	42,692	49,908	116.9
Average Non-Family Income	53,590	83,380	155.59



# 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%	46.81%	75.56
Families with Children	33.85%	23.4%	69.14
Families without Children	28.1%	23.4%	83.28
Non-Family Households			
% Non-Family Households	38.05%	53.19%	139.8
Non-Families with Children	0.4	0.21	52.43
Non-Families without Children	37.65	52.98	140.72
Housing Units			Index
Total Housing Units	405,664	11,797	
Vacant percent	9.58%	10.82%	112.88
Owned percent	57.54%	47.22%	82.05%
Rented Percent	32.87%	41.96%	127.64
Households by Size			Index
Avg household size	2.51	2.09	83.27
Avg family hh size	3.27	3.05	93.27
Avg non-family hh size	1.27	1.23	96.85
Households By Count of Persons			Percent
One	113,032	4,648	4.11%
Two	106,697	3,045	2.85%
Three or Four	110,837	2,167	1.96%
Five+	36,226	660	1.82%

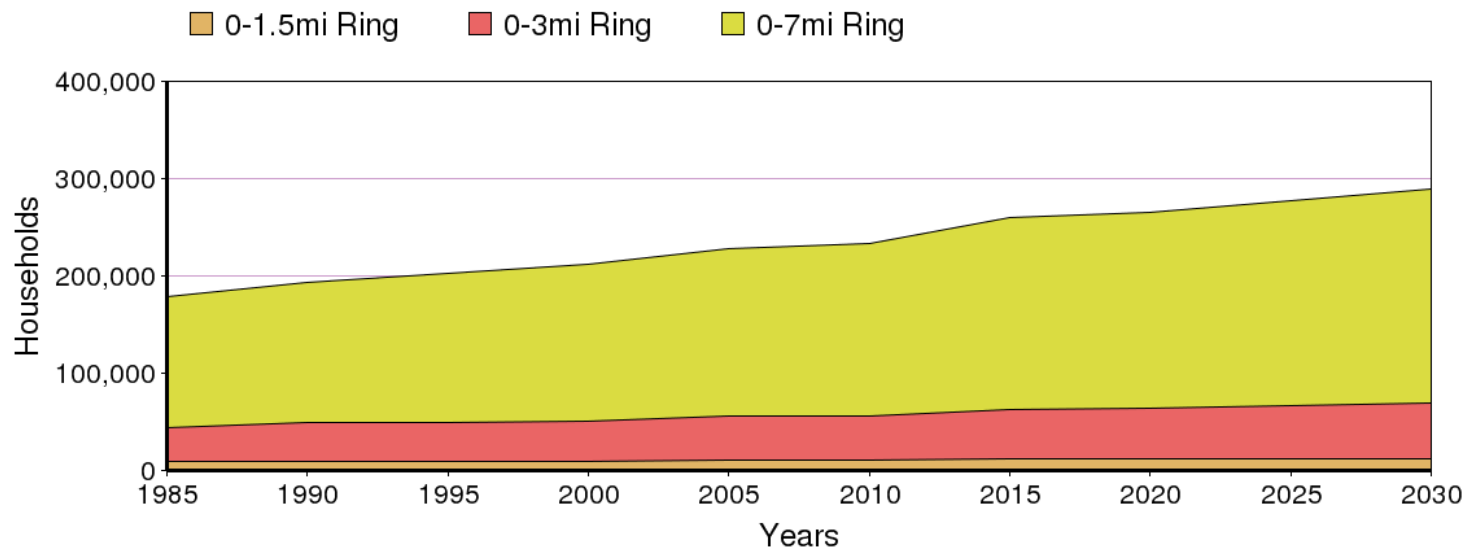
# Projected Demographic Summary

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	21,718	4.25%
2000 Population	695,454	21,713	3.12%
2010 Population	937,663	23,386	2.49%
2015 Population	1,057,744	26,138	2.47%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	200,107	9,714	4.85%
2000 Households	273,416	9,848	3.6%
2010 Households	366,792	10,520	2.87%
2015 Households	417,045	11,907	2.86%

Household Change from 1985 to 2030



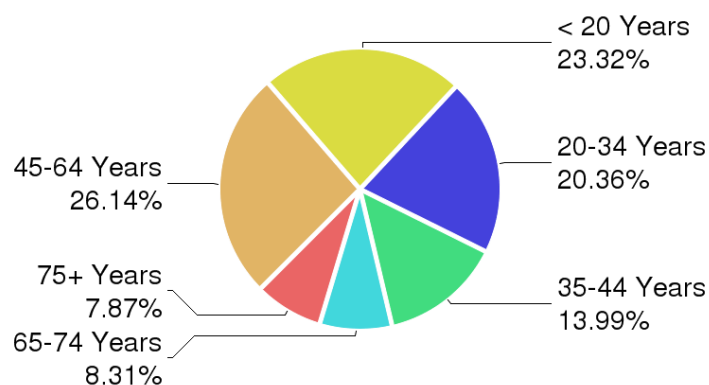
# Projected Demographic Summary

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	5.86%	5.18%	88.4
4-5 Years	2.44%	2.36%	96.72
6-8 Years	3.63%	3.63%	100
9-11 Years	3.27%	3.39%	103.67
12-13 Years	1.97%	2.17%	110.15
14-17 Years	4.11%	4.24%	103.16
18-19 Years	2.3%	2.34%	101.74
0-5 Years	8.3%	7.54%	90.84
6-12 Years	7.9%	8.12%	102.78
13-19 Years	7.38%	7.66%	103.79
< 20 Years	23.58%	23.32%	98.9
20-34 Years	23.37%	20.36%	87.12
35-44 Years	14.2%	13.99%	98.52
45-64 Years	24.55%	26.14%	106.48
65-74 Years	6.62%	8.31%	125.53
75+ Years	7.68%	7.87%	102.47
Median Age	34	40	117.16
Median Age (Male)	33	40	118.94
Median Age (Female)	35	41	115.36

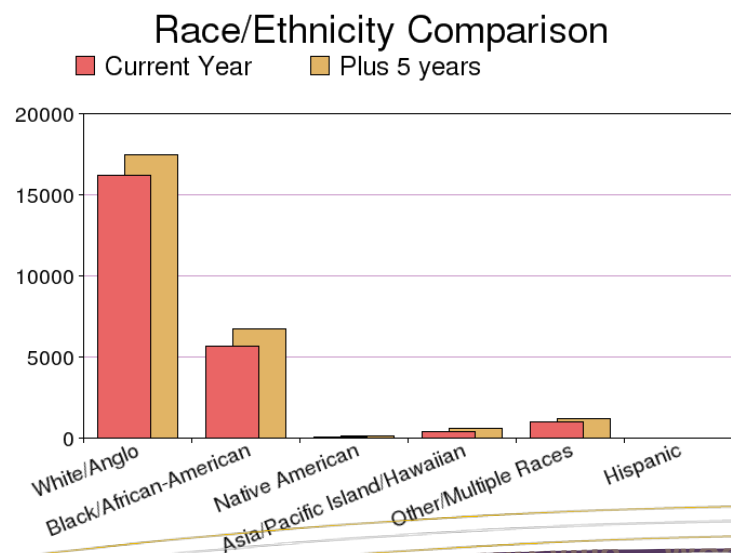
Projected Age Group Percentages



# 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.



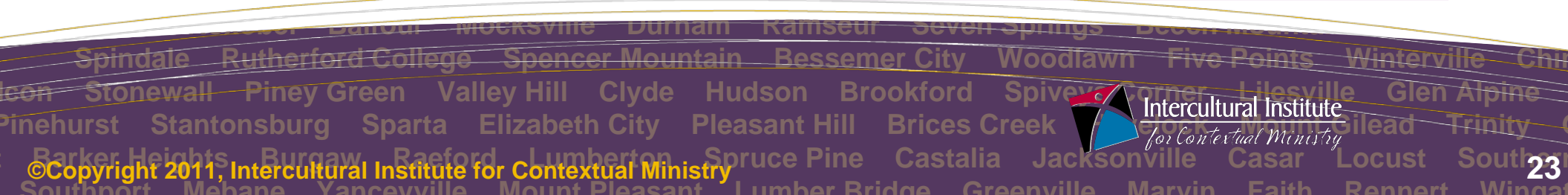
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	69.35%	66.73%	96.22
Black, African-American	24.32%	25.89%	106.43
Native American	0.37%	0.44%	118.6
Asian	1.73%	2.27%	131.55
Pacific Island, Hawaiian	0.08%	0.12%	145.98
Other/Multiple Races	4.15%	4.55%	109.76
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	16,328	18,393	
Less than 9th Grade	3.8%	3.51%	92.35
No High School Diploma	4.12%	3.31%	80.32
High School Graduate	11.41%	11.79%	103.31
Some College, no degree	13.06%	11.89%	91.06
Associate Degree	5.41%	5.73%	105.86
College Degree	36.34%	36.04%	99.19
Graduate/Prof. degree	25.88%	27.74%	107.22

# 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.

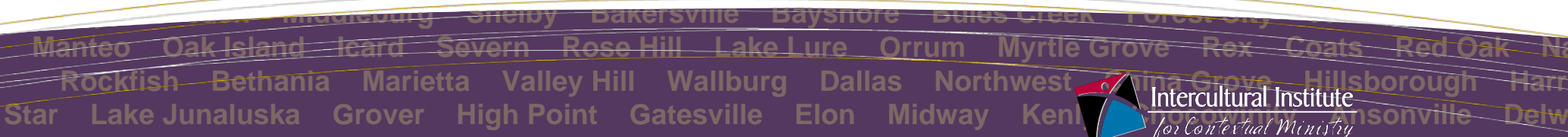
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	6.81%	6.33%	93.04
\$10,000 to \$19,999	9.49%	9.33%	98.36
\$20,000 to \$29,999	10.25%	9.58%	93.51
\$30,000 to \$49,999	15.71%	14.45%	91.99
\$50,000 to \$59,999	4.84%	4.76%	98.42
\$60,000 to \$69,999	5.17%	5.06%	97.77
\$70,000 to \$79,999	4.61%	4.47%	90.9
\$80,000 to \$89,999	3.89%	3.87%	94.18
\$90,000 to \$99,999	3.16%	3.06%	96.87
\$100,000 to \$249,999	7.37%	7.63%	103.51
\$125,000 to \$149,999	5.36%	5.96%	111.22
\$150,000 to \$199,999	8.02%	9.3%	115.88
\$200,000 to \$249,999	3.53%	4.01%	113.83
\$250,000 or more	11.83%	11.91%	100.71
Median Household	79,643	84,232	105.76
Average Household	140,892	146,798	104.19
Per Capita Household	63,827	67,338	105.5
<b>Family/Non-Family Household Income</b>			
Median Family Income	128,749	135,937	105.58
Average Family Income	185,470	194,832	105.05
Median Non-Family Income	49,908	54,553	109.31
Average Non-Family Income	83,380	87,482	104.92



# 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	46.81%	45.65%	97.52
Families with Children	23.4	22.93	97.97
Families without Children	23.4	24.97	106.69
<b>Non-Family Households</b>			
% Non-Family Households	53.19%	54.35%	102.18
Non-Families with Children	0.21	0.18	102.18
Non-Families without Children	52.98	54.18	102.25
<b>Housing Units</b>			
Total Housing Units	11,797	13,381	113.43%
Vacant percent	10.82%	11.02%	101.84
Owned percent	47.22%	46.95%	99.43
Rented Percent	41.96%	42.04%	100.18
<b>Households by Size</b>			
Avg household size	2.09	2.07	99.04%
Avg family hh size	3.05	3.10	101.64%
Avg non-family hh size	1.23	1.20	97.56%
<b>Households By Count of Persons</b>			
One	4,648	5,473	117.75%
Two	3,045	3,264	107.19%
Three or Four	2,167	2,409	111.17%
Five+	660	761	115.3%





# 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).

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,079	6,830	40,137
Northern Europe	83	187	847
Western Europe	88	291	1,062
Southern Europe	27	217	872
Eastern Europe	54	481	1,227
Other Europe	0	0	0
Eastern Asia	52	235	1,732
So. Central Asia	55	265	1,685
SE Asia	31	1,252	4,034
Western Asia	22	135	671
Other Asia	0	7	317

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	14	228	922
Middle Africa	3	36	430
Northern Africa	3	66	244
Southern Africa	4	6	70
Western Africa	23	299	1,326
Other Africa	2	31	272
Oceania	17	22	166
Caribbean	81	311	1,437
Central Amer.	435	1,993	19,643
South America	43	573	2,675
North America	42	195	505
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.

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
English only	19,415	55,792	239,178
Spanish	995	4,069	29,526
Other Indo-Euro language	529	2,054	8,530
French (incl. Patois, Cajun)	142	421	2,359
French Creole	0	86	140
Italian	0	68	289
Portuguese	37	10	256
German	146	369	1,252
Yiddish	9	11	10
Other West Germanic	7	62	84
A Scandinavian Language	11	25	52
Greek	65	294	1,371
Russian	10	58	501
Polish	0	0	180
Serbo-Croatian	26	353	123
Other Slavic Language	3	38	301
Armenian	0	0	15
Persian	0	13	205
Gujarathi	33	43	481
Hindi	27	40	205
Urdu	0	8	228

<b>SPOKEN AT HOME</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Other Indo-Euro	0	77	192
Asian/PI languages	0	0	0
Chinese	15	239	1,065
Japanese	11	122	207
Korean	0	25	880
Mon-Khmer, Cambodian	1	252	586
Miao, Hmong	62	21	551
Thai	0	76	120
Laotian	0	96	618
Vietnamese	24	580	2,291
Other Asian	0	88	308
Tagalog	11	97	318
Other Pacific Is	0	62	117
Other languages	39	606	3,186
Navajo	0	0	0
Other Native N. American	0	30	32
Hungarian	3	4	34
Arabic	14	223	1,096
Hebrew	0	16	27
African languages	20	328	1,792
Other unspecified	2	5	205

# 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	17,619	54,822	256,220
Arab	135	449	1,435
Armenian	0	21	58
Austrian	20	88	228
British	170	424	1,233
Canadian	26	132	381
Croatian	2	26	56
Czech	33	102	193
Czechoslovak	9	25	104
Danish	19	112	289
Dutch	184	459	1,554
English	2,884	5,842	15,754
European	256	782	2,031
Finnish	60	46	239
French (not Basque)	322	921	2,379
French Canadian	27	153	648
German	1,678	5,023	16,748
Greek	116	402	2,026
Hungarian	23	107	464
Iranian	0	15	297

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,295	3,812	12,665
Italian	477	1,473	5,660
Lithuanian	35	72	178
Norwegian	100	286	822
Polish	197	485	2,409
Portuguese	14	53	240
Romanian	0	14	163
Russian	119	333	1,122
Scandinavian	10	53	146
Scotch-Irish	1,381	3,065	8,728
Scottish	797	1,402	3,831
Slovak	19	40	211
Subsaharan African	283	1,097	6,290
Swedish	125	242	979
Swiss	16	89	345
Ukrainian	19	76	619
US/American	1,707	4,493	19,498
Welsh	133	301	878
West Indian	50	188	1,493
Yugoslavian	50	232	97
Other	4,827	21,885	143,729



# 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*

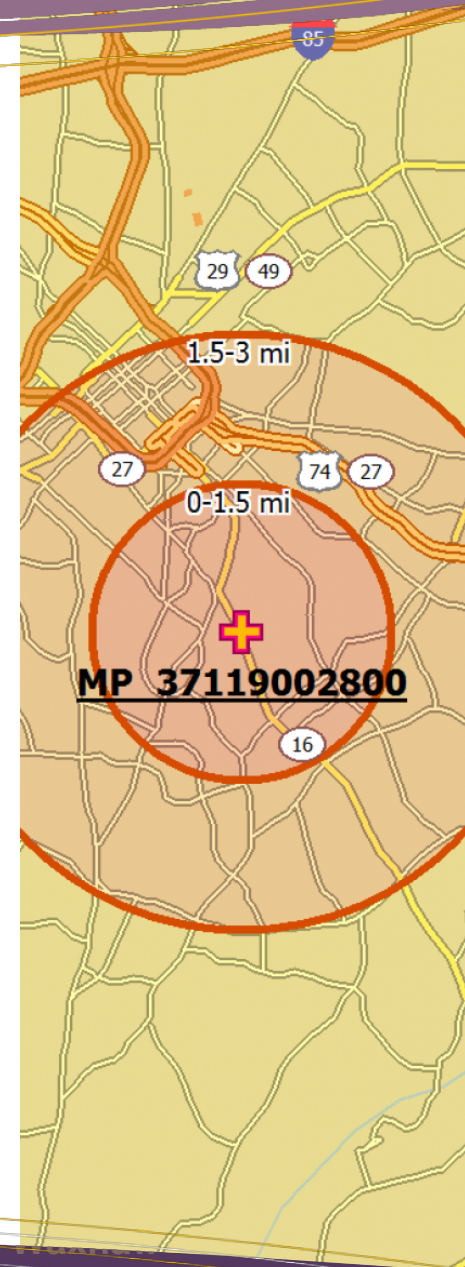
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



# 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	10,520	100%	8,106	100%
<b>AFFLUENT SUBURBIA</b>	4,437	42.18%	3,500	43.18%
America's Wealthiest	3,229	30.69%	2,591	31.96%
Dream Weavers	560	5.32%	401	4.95%
White Collar Suburbia	50	0.48%	41	0.51%
Upscale Suburbia	381	3.62%	317	3.91%
Enterprising Couples	0	0%	0	0%
Small Town Success	189	1.8%	131	1.62%
New Suburbia Fam.	28	0.27%	19	0.23%
<b>UPSCALE AMERICA</b>	833	7.92%	628	7.75%
Status Conscious Consumers	273	2.6%	191	2.36%
Affluent Urban Professionals	438	4.16%	354	4.37%
Urban Commuter Fam.	109	1.04%	73	0.9%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	13	0.12%	10	0.12%
<b>SM TWN SUCCESS</b>	9	0.09%	17	0.21%
Successful Urban Sprawl	5	0.05%	10	0.12%
2nd City Homebodies	0	0%	4	0.05%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	4	0.04%	0	0%
Mid-Market Enterprise	0	0%	3	0.04%



# 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	10,520	100%	8,106	100%
<b>BLUE COLLAR BACKBONE</b>	86	0.82%	58	0.72%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	86	0.82%	58	0.72%
<b>AMER. DIVERSITY</b>	289	2.75%	208	2.57%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	284	2.7%	205	2.53%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	2	0.02%	1	0.01%
Mature America	3	0.03%	2	0.02%
<b>METRO FRINGE</b>	283	2.69%	196	2.42%
Steadfast Conservative	238	2.26%	163	2.01%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	3	0.03%	2	0.02%
Urban Grit	42	0.4%	31	0.38%
Grass-Roots Living	0	0%	0	0%





# Unreached Households by Lifestyle Segment

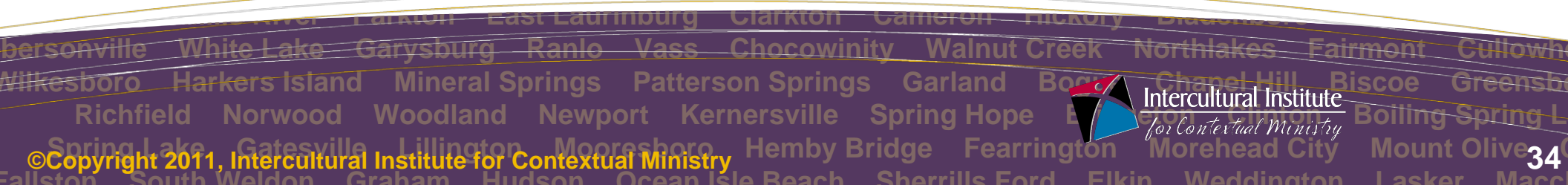
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also 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	10,520	100%	8,106	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,896	27.53%	2,251	27.77%
Young Cosmopolitans	2,583	24.55%	2,022	24.94%
Minority Metro Communities	272	2.59%	201	2.48%
Stable Careers	8	0.08%	6	0.07%
Aspiring Hispania	33	0.31%	22	0.27%
RURAL VILLAGES & FARMS	0	0%	22	0.27%
Aspiring Hispania	0	0%	22	0.27%
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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,520	100%	8,106	100%
<b>STRUGGLING SOCIETIES</b>	515	4.9%	357	4.4%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	422	4.01%	286	3.53%
College Town Communities	20	0.19%	17	0.21%
New Beginnings	73	0.69%	54	0.67%
<b>URBAN ESSENCE</b>	1,173	11.15%	869	10.72%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	290	2.76%	203	2.5%
Urban Diversity	0	0%	0	0%
New Generation Activists	67	0.64%	45	0.56%
Getting By	816	7.76%	621	7.66%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

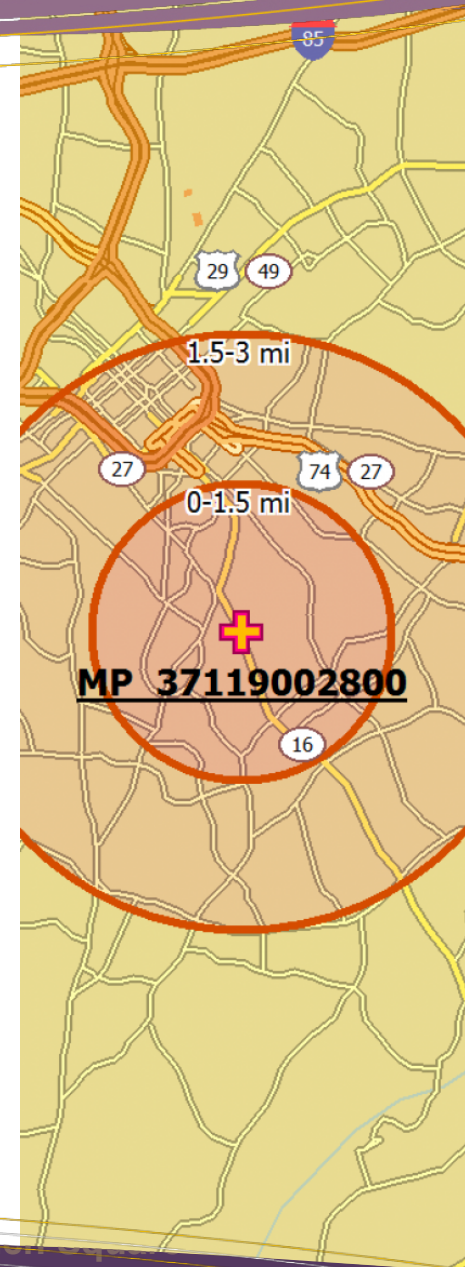
## Potential Cultural Bridges

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	83%	77%	73%
Use Comp. for Internet/E-mail	69%	61%	55%
Internet Use: E-Mail	62%	55%	49%
Use Comp. for Word Processing	50%	43%	37%
Use Comp. for Shopping	45%	38%	33%
Use Comp. for Banking	40%	35%	31%
Use Comp. for Digital Camera	39%	34%	30%
Photo Editing			
Internet Use: News/ Weather	39%	33%	28%
HH Owns DVD Player	37%	32%	29%
Use Comp. for Comp. Games	36%	36%	35%

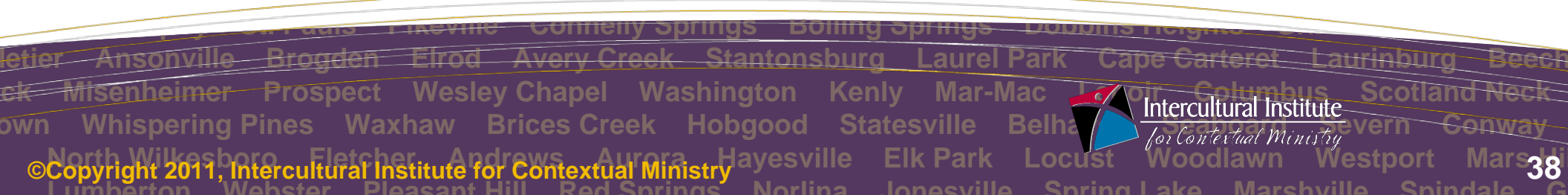
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for News/Info./Data Service	35%	28%	24%
Internet Use: Banking	34%	30%	26%
Use Comp. for Education	33%	32%	31%
PC-Network-HH Has One	28%	22%	20%
Use Comp. for Personal Financial Mngmnt	26%	19%	16%
Use Comp. for Accounting	22%	17%	14%
Internet Use: Shopping: Made A Purchase	21%	16%	12%
Internet Use: Shopping: Gathered Info. for Shopping	20%	17%	14%
Internet Use: Travel Reservations	20%	14%	11%
Internet Use: Read Magazines/ Newspapers	19%	16%	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	72%	70%	68%
Reading Books	65%	59%	55%
Dining Out (Not Fast Food)	64%	59%	54%
Cooking for Fun	44%	40%	37%
Go To A Beach/Lake	43%	38%	34%
Card Games	41%	40%	39%
Visit Museum	34%	27%	23%
Gardening	34%	30%	27%
Board Games	30%	30%	29%
Going To	24%	23%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	64%	64%	65%
Gen./Fam. Practitioner	35%	36%	35%
Dentist	34%	30%	28%
None Of These	24%	22%	21%
Eye Dr.	22%	21%	21%
Backache	21%	21%	20%
Hypertension/High Blood Pressure	17%	17%	19%
High Cholesterol	17%	17%	17%
OB/GYN	16%	13%	12%
Pharmacist	13%	12%	11%



# 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	39.98%	34.01%	30.44%
Live Theater	33.69%	27.04%	23.79%
Live Theater Most Often	27.17%	21.39%	18.92%
Rock/Pop Concerts Most Often	18.74%	17.67%	16.33%
Dance Performance	15.62%	12.96%	11.59%
Comedy Club	12.42%	11.33%	11.01%
Movies: Action/Adventure	45.35%	42.34%	40.18%
Movies: Comedy	42.61%	42.02%	41.24%
Movies: Drama	28.96%	25.8%	24.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	25.63%	22.62%	22.21%
Movies: Mystery	23.19%	21.52%	19.35%
Movies: Fam.	18.05%	18.86%	20.43%
MLB Baseball Reg. Season	13.38%	10.85%	8.4%
College Football Reg. Season	9.43%	7.4%	6.45%
NFL Football Reg. Season	7.75%	7.44%	6.83%
College Basketball Reg. Season	7.33%	5.51%	4.65%
NBA Basketball Reg. Season	6.63%	5.33%	4.47%
NHL Hockey Reg. Season	5.89%	4.52%	3.31%

# 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	47.5%	43.46%	40.94%
Swimming	36.32%	32.25%	29.58%
Weight Training	25.55%	20.12%	17.26%
Using Cardio Machine	22.62%	17.92%	14.9%
Jogging/Running	21.83%	19.36%	18.19%
Bowling	19.57%	19.77%	20.77%
Billiards/Pool	18.57%	18.92%	17.95%
Stationary Cycling	16.51%	13.98%	12.48%
Golf	16.16%	13.63%	12.52%
Mountain/Road Biking	15.59%	13.19%	11.85%
Aerobics	14.78%	12.67%	12.19%
Basketball	13.91%	14.67%	16.34%
Backpacking/Hiking	13.02%	11.31%	9.33%
Tennis	11.95%	9.51%	8.34%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	11.83%	12.67%	12.79%
Yoga	11.77%	9.84%	8.3%
Camping Trips	11.02%	11.33%	9.86%
Baseball	9.7%	10.43%	11.24%
Downhill & X-Country Skiing	9.38%	6.24%	5.16%
Soccer	8.86%	8.57%	8.44%
Power Boating	8.61%	6.94%	6.19%
Football	8.4%	9.4%	11.04%
Snorkeling	7.69%	5.89%	4.84%
Canoeing/Kayaking	7.53%	6.56%	5.58%
Softball	7.45%	7.9%	7.71%
Volleyball	7.24%	7.81%	8.06%
Ice Skating	6.91%	5.86%	5.68%
Saltwater Fishing	6.85%	6.65%	6.39%



# 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
Hunting	6.02%	5.82%	5.27%
Roller Skating	5.59%	5.85%	6.04%
Martial Arts	5.41%	4.38%	3.82%
Sailing	5.26%	3.88%	3.28%
Horseback Riding	5.17%	5.04%	4.64%
Target Shooting	4.77%	5.9%	6.06%
Jet Skiing	4.7%	4.39%	4.19%
Water Skiing	4.6%	4.08%	3.9%
Fly Fishing	3.96%	3.71%	3.75%
Archery	3.8%	3.3%	3.2%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snowboarding	3.77%	3.4%	3.39%
Rowing	3.67%	2.91%	2.69%
Rock Climbing	3.62%	3.59%	3.49%
Surfing & Windsurfing	3.59%	3.11%	2.71%
Racquetball	3.57%	3.67%	4.17%
Motorcycling	3.56%	4.36%	4.56%
Snowmobiling	3.07%	2.95%	2.96%
Hockey	3.05%	3.31%	3.7%
Skateboarding	2.91%	2.89%	3.2%
Auto Racing	2.68%	2.87%	2.63%



## 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.

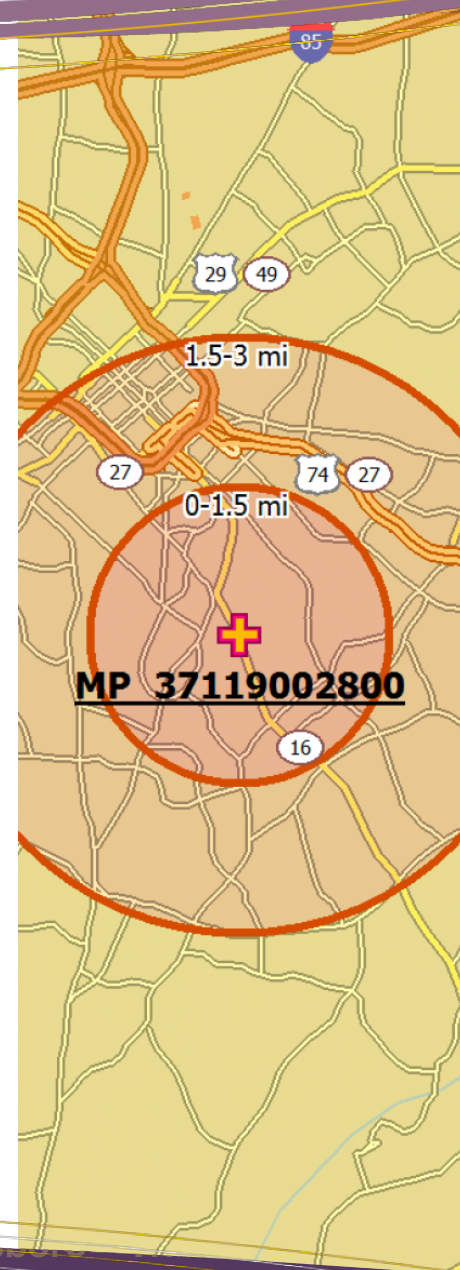
### BIBLICAL BARRIERS

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.

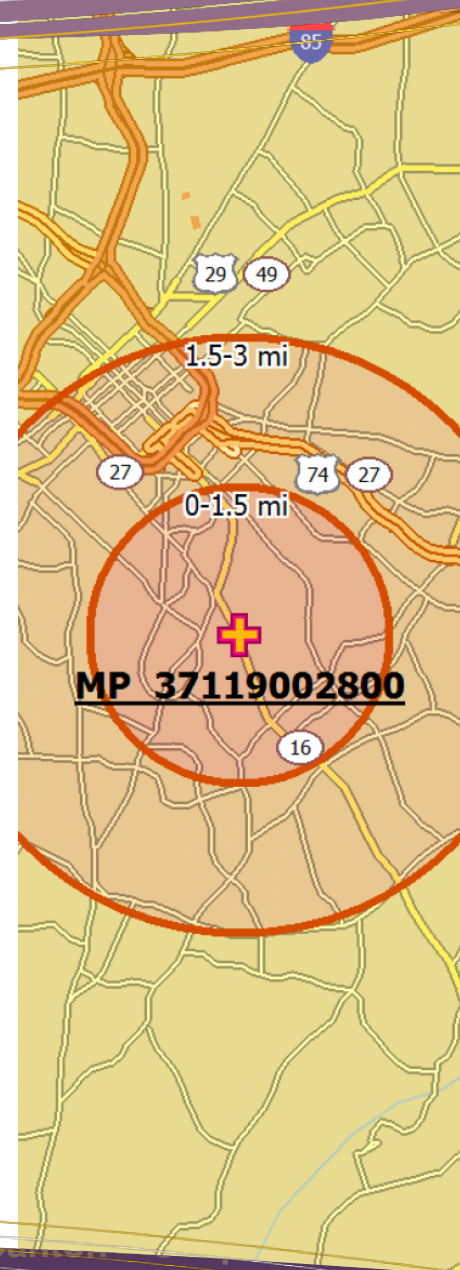
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

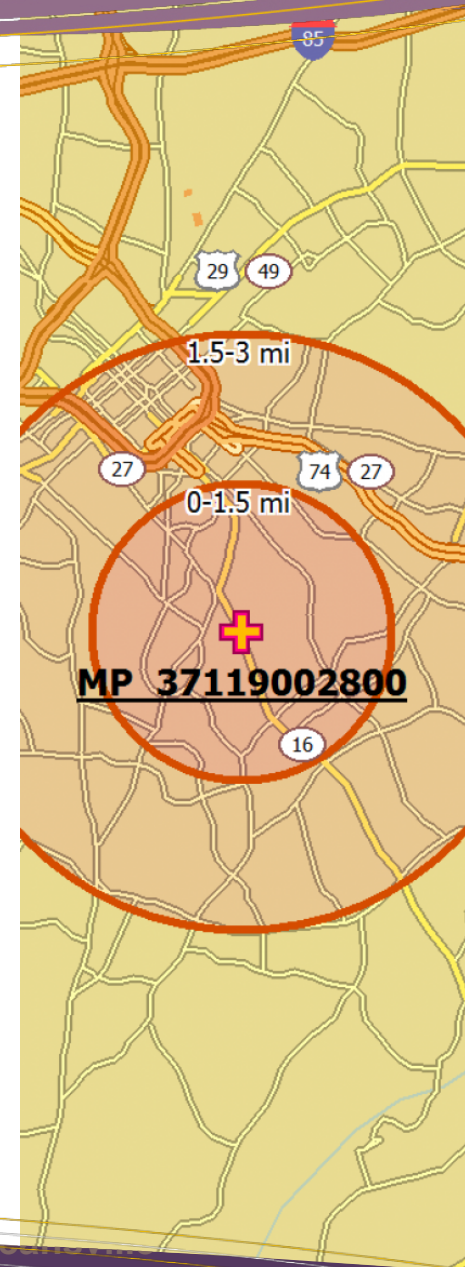
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	54%	51%	52%
Prefer To Have Few Possessions As Possible	49%	41%	36%
If Won Lottery Would Never Work Again	39%	32%	29%
Find It Difficult To Say No To My Kids	37%	36%	36%
Friends More Important Than My Fam.	36%	30%	27%
Speak My Mind Even If It Upsets People	35%	35%	36%
Don't Judge People/Way They Live Life	33%	31%	30%
Like Control Over People And Resources	31%	32%	36%
Woman's Place Is In The Home	30%	31%	33%
Money Is Best Measure Of Success	28%	26%	25%
Marijuana Should Be Legalized	25%	22%	22%
Like To Do Unconventional Things	23%	24%	25%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Happy With My Standard Of Living	23%	19%	16%
Like To Pursue Challenge/Novelty/Change	23%	21%	20%
Like to Stand Out In A Crowd	21%	20%	20%
I Am A Workaholic	20%	21%	22%
Too Much Sponsorship In Arts/Sports	20%	22%	25%
We Should Strive for Equality for All	17%	16%	16%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
On Whole People Get What They Deserve	15%	13%	12%
Only Work Current Job for The Money	14%	14%	15%
I Am A Perfectionist	10%	10%	10%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	9%	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.



Broadway Cameron Arapahoe Holly Ridge Connelly Springs Beech Mountain Hickory Webster McArthur  
Falcon Lake Lure Ramseur Carolina Shores Lake Park River Bend Salem Murfreesboro Bayboro  
Rowland East Spencer Fairplains Lawndale Oriental Winston-Salem  
Whispering Pines Mulberry Morrisville Plymouth Sparta Trenton Staley Candor Castle Hayne Speedwell  
Old Fort Dundarrach St Pauls Forest Oaks Avery Creek Burnsville Royal Pines Hildebran Elon Stovall

# Potential Cultural Themes:

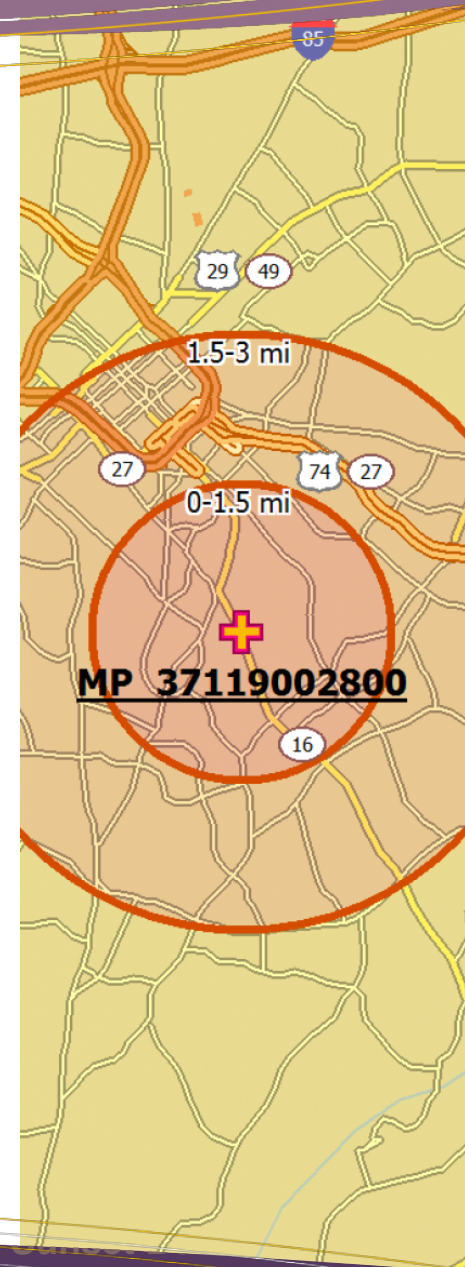
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	69%	64%	61%
You Should Seize Opportunities In Life	63%	60%	58%
Prefer To Have Few Possessions As Possible	49%	41%	36%
Important Feel Respected By My Peers	39%	36%	35%
Like To Understand About Nature	39%	39%	39%
Prefer Work Part Of Team Than Alone	32%	32%	35%
Like To Just Enjoy Life	30%	26%	23%
Important To Juggle Various Tasks	30%	31%	33%
Have Keen Sense Of Adventure	30%	28%	28%
People Have To Take Me As They Find Me	29%	27%	25%
Worried About Pollution Caused By Cars	28%	24%	21%
Good At Fixing Things	26%	27%	29%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	19%	20%	20%
Real Men Don't Cry	17%	17%	18%
Try Not To Worry About The Future	17%	16%	16%
Is An Important Part Of Who I Am	16%	16%	15%
Looking for New Ideas To Improve Home	13%	15%	17%
Enjoy Spending Time With My Fam.	10%	12%	12%
Provide My Kids With The Little Extras	9%	12%	16%
Children Should Be Allowed To Express Themselves	6%	6%	7%
Feel Very Alone In The World	5%	6%	6%
Would Like To Set Up Own Business	4%	4%	5%
Like Spending Most Time With Fam.	4%	5%	6%
Decor Particular Interest To Me	3%	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	78.13%	81.24%	82.86%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.21%	77.24%	77.15%
Houses-Visit Any			
McDonald's	48.41%	52.1%	53.4%
Burger King	28.67%	34.45%	36.82%
Subway	25.69%	26.78%	28.13%
Wendy's	23.92%	26.69%	29.15%
Taco Bell	23.22%	25.62%	25.72%
Applebee's	21.88%	24.66%	25.61%
Kentucky Fried Chicken (KFC)	21.78%	25.76%	29.06%
Starbucks	20.58%	16.89%	15.11%
Olive Garden	18.47%	19.25%	19.5%
Arby's	15.7%	18.33%	18.87%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TGI Friday's	15.59%	14.84%	14.68%
Outback Steakhouse	15.55%	15.09%	14.7%
Pizza Hut	15.43%	18.88%	21.08%
Chili's Grill and Bar	14.45%	13.95%	13.79%
IHOP (International House Of Pancakes)	14.12%	15.02%	15.85%
Quiznos Sub	13.64%	12.17%	11.3%
Chick-Fil-A	13.57%	13.58%	14.46%
Dunkin' Donuts	13.01%	12.95%	13.14%
Red Lobster	12.84%	15.39%	16.8%
Domino's Pizza	11.24%	13.52%	15.43%
Dairy Queen	11.1%	13.11%	13.99%
Panera Bread	10.76%	10.32%	9.47%

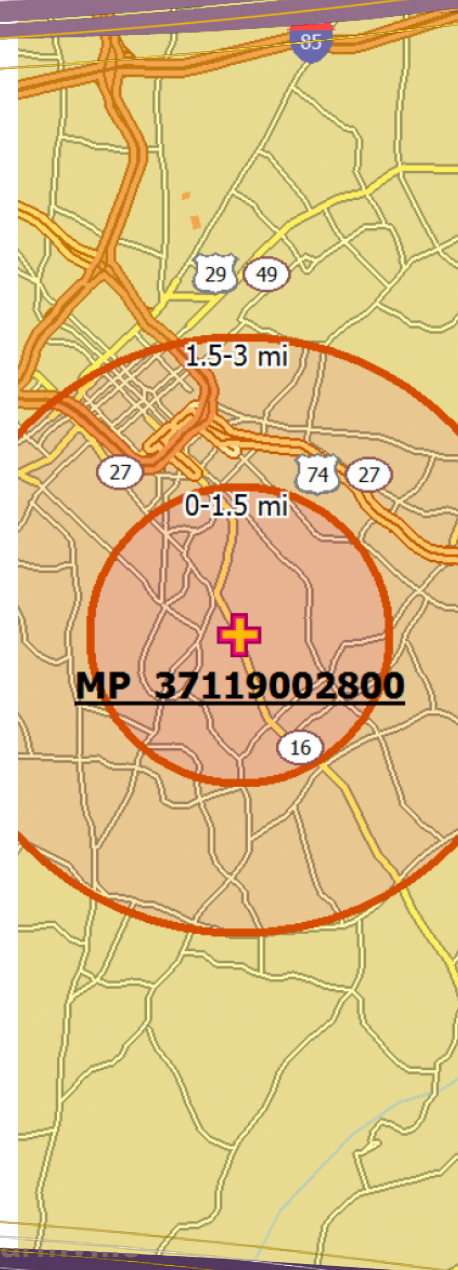


## Potential Shared Projects

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

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

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

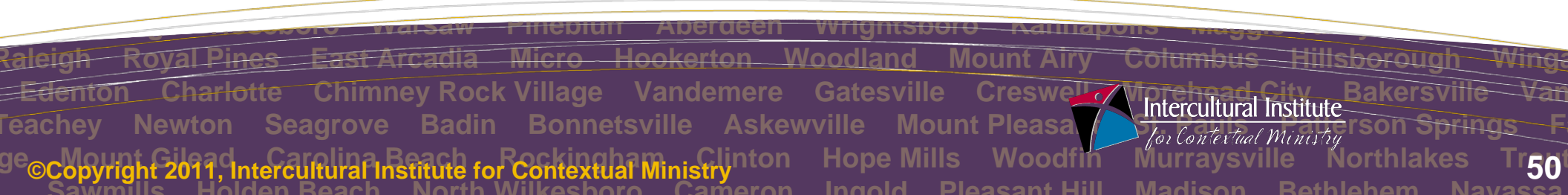


# Potential Shared Projects

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

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	51.31%	47.28%	45.03%
Recycled products	44.35%	37.86%	33.13%
Worked as volunteer (non political)	20.57%	17.75%	15.62%
Engaged in fund raising	12.79%	11.55%	11.73%
Wrote to elected offcl about publ bus	9.08%	7.19%	6.04%
Charitable Organization	8.4%	6.63%	5.63%

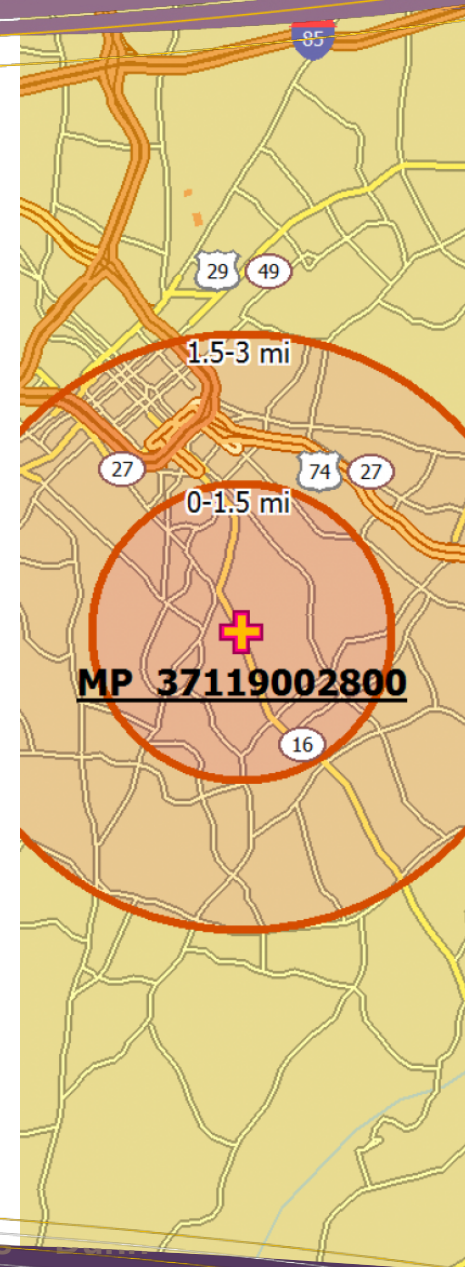
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Religious club member	7.8%	7.54%	7.86%
Took active part in local civic issue	7.72%	6.26%	5.48%
Wrote to editor of mag or newspaper	6.43%	6.05%	5.51%
Addressed a public meeting	6.14%	5.19%	4.71%
Union member	5.28%	4.96%	4.94%
Wrote to editor of mag or newspaper	5.03%	4.17%	3.67%



## 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	24.85%	20.61%	18.03%
Children's Books	15.74%	13.95%	13.7%
Mystery	14.85%	13.08%	11.32%
Cookbooks	12.14%	11.22%	10.03%
History	10.64%	8.74%	7.42%
Biography	10.59%	8.55%	7.5%
Personal/Business	9.36%	8.24%	7.49%
Self-help			
Religious (not Bibles)	8.6%	8.9%	9.32%
Romance	6.21%	6.39%	6.87%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper Distributed	73.74%	70.02%	68.44%
Gen. Editorial	56.13%	51.73%	51.29%
Womens	45.1%	44.21%	45.01%
Service	38.9%	35.11%	32.38%
Business/Finance	28.36%	22.92%	21.88%
Mens	20.17%	19.99%	19.75%
Sports	18.15%	16.85%	15.91%
Travel	14.59%	11.07%	9.32%
Mature Market	12.44%	11.6%	11.38%

# 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	57.13%	54.27%	51.67%
Business/Finance	37.76%	32.24%	29.11%
Sport	33.97%	32.66%	31.37%
Editorial Page	32.81%	29.8%	27.07%
Movie Listings & Reviews	30.98%	28.2%	26.19%
Food/Cooking	28.99%	26.09%	23.89%
Classified	25.97%	29.54%	30.2%
Travel	25.68%	22.1%	20.08%
TV/Radio Listings	25.66%	23.75%	22.47%
Comics	25.64%	25.68%	23.99%
Home/Gardening	24.59%	21.88%	20.23%
Science/Technology	22.64%	19.34%	17.05%
Fashion	18.14%	16.37%	16.48%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	19.53%	17.57%	14.82%
CHR Contemp Hit Radio	18.55%	19.31%	19.2%
News/Talk	18.46%	14.14%	11.17%
Urban Contemporary	15.94%	20.05%	27.83%
All News	14.33%	9.42%	8.83%
Alternative	13.61%	11.33%	8.61%
Oldies	12.44%	11.29%	10.5%
Country	10.83%	12.8%	11.33%
Variety	10.79%	10.17%	10.83%
Classic Rock	10.12%	9.07%	7.41%
Rock	9.27%	10.12%	9.01%
Classical	9.03%	6.01%	4.47%
Jazz	8.15%	7.35%	9.01%
Soft Contemporary	7.6%	6.72%	6.37%
Sports	7.23%	5.32%	4.63%
All Talk	6.26%	5.32%	5.04%
Public	6.14%	4.53%	3.37%
Religious	4.85%	5.5%	5.92%

# 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	65.94%	63.37%	61.99%
Soapnet	52.71%	51%	50.69%
Satellite Dish	47.98%	47.2%	49.04%
Comedy Central	47.52%	39.74%	33.63%
Other	38.88%	40.01%	40.91%
Video-On-Demand			
Sci-Fi Channel	37.58%	35.65%	34.98%
ESPN Classic	36.27%	29.22%	23.81%
ABC Fam.	35.02%	30.56%	27.03%
MSNBC	33.43%	32.39%	32.19%
ESPN2	32.33%	28.51%	25.13%
Discovery Health Channel	31.57%	23.74%	18.08%
ESPN News	31.51%	24.84%	20.3%

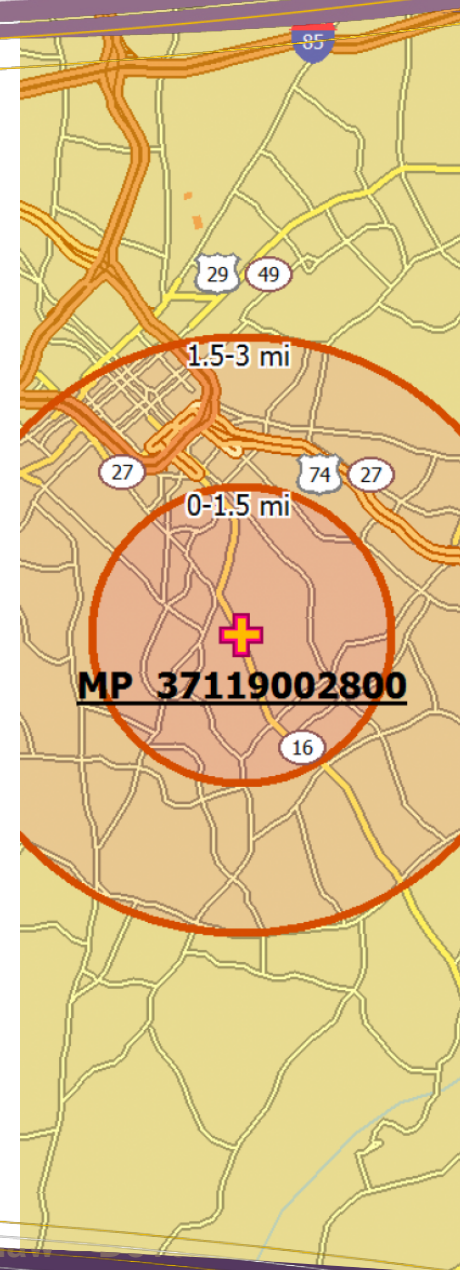
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Sunday TV Magazine	30.21%	28.74%	28.86%
Hallmark Channel	29.72%	26.8%	25.3%
The Golf Channel	28.92%	25.4%	23.48%
Subscribe Digital Cable	28.3%	29.22%	31.5%
BET (Black Entertainment TV)	27.91%	26.08%	24%
TCM (Turner Classic Movies)	27.84%	25.59%	24.77%
USA Network	27.79%	25.2%	23.73%
CMT (Country Music Television)	27.47%	22.61%	19.67%
Nickelodeon	27.29%	26.45%	26.03%
Adult Swim	27.04%	24.91%	22.65%
Nick At Nite	26.46%	24.74%	23.93%
TV Info From Newspapers	25.97%	25.55%	25.62%

## Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	27.15%	22.83%	20.1%
Medium Users (4-6)	13.13%	11.48%	10.3%
Light Users (1-3)	19.04%	20.05%	20.35%
Quintiles (20%)			
Newspaper I (Heavy)	0.56%	1.14%	1.13%
Newspaper II	1.03%	1.63%	1.73%
Newspaper III	2.83%	2.49%	2.48%
Newspaper IV	0.16%	0.34%	0.37%
Newspaper V (Light)	1.07%	0.95%	0.83%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.14%	19.94%	21.18%
Magazines II	8.66%	9.39%	9.73%
Magazines III	9.85%	9.7%	10.49%
Magazines IV	10.12%	11.35%	12.72%
Magazines V (Light)	0.6%	0.67%	0.93%
Outdoor I (Heavy)	9.19%	9.04%	9.09%
Outdoor II	3.33%	3.46%	4.01%
Outdoor III	3.47%	4.02%	4.78%
Outdoor IV	16.21%	16.22%	16.27%
Outdoor V (Light)	26.39%	24.42%	23.68%
Yellow Pages I (Heavy)	12.62%	13.82%	14.99%
Yellow Pages II	8.98%	7.98%	8.32%
Yellow Pages III	5.98%	6.78%	7.94%
Yellow Pages IV	21.27%	22.12%	22.67%
Yellow Pages V (Light)	3.69%	3.98%	4.49%



# 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)	3.19%	3.21%	3.43%
Drive Time III (Medium)	0.53%	0.74%	0.99%
Radio IV & V (Light)	1.68%	2.54%	3.04%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.33%	9.58%	10.4%
Radio III (Medium)	4.83%	4.63%	4.49%
Radio IV & V (Light)	2.94%	3.5%	4.09%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	19.28%	16.52%	14.35%
Cable III (Medium)	5.22%	5.04%	5.09%
Cable IV & V (Light)	33.81%	34.75%	35.3%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.71%	4.08%	4.32%
Prime Time III (Medium)	1.72%	1.73%	1.59%
Prime Time IV & V (Light)	8.22%	9.27%	9.75%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.99%	41.12%	39.83%
Fringe III (Medium)	49.28%	49.81%	51.11%
Fringe IV (Light)	53.3%	53.21%	53.62%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.33%	14.13%	15.63%
All Day III (Medium)	23.81%	23.78%	23.78%
All Day IV (Light)	15.54%	15.83%	17.96%

# 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]	12.16%	12.6%	11.84%
6:00am - 10:00am	27.47%	22.61%	19.67%
10:00am - 3:00pm	11.42%	11.51%	11.72%
3:00pm - 7:00pm	12.09%	14.11%	15.16%
7:00pm - Midnight	16.93%	15.25%	13.81%
Midnight - 6:00am	8.09%	7.91%	7.6%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	12.29%	13.96%	14.21%
6:00am - 10:00am	6.72%	5.56%	4.37%
10:00am-3:00pm	11.51%	9.01%	7.77%
3:00pm - 7:00pm	7.92%	8.18%	7.77%
7:00pm - Midnight	10.27%	9.74%	10.05%
Midnight - 6:00am	14.84%	14.34%	13.71%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	11.37%	9.01%	7.82%
Saturday:	9.11%	8.62%	8.93%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.56%	9.98%	9.23%
9:00am-1:00pm	26.46%	24.74%	23.93%
9:00am-4:00pm	31.22%	29.23%	28.19%
4:00pm-7:00pm	30.66%	30.13%	31.07%
11:00pm-1:00am	40.95%	40.28%	40.78%
AVG Prime time	4.38%	4.39%	4.59%
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.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	22.62%	20.36%	18.12%
7-9am	32.33%	28.51%	25.13%
9am-12noon	21.43%	19.24%	18.63%
12noon-4pm	9.8%	9.99%	9.56%
4-6pm	58.64%	52.82%	51.17%
6-7pm	16.82%	17.84%	17.16%
7-7:30pm	1.86%	2%	2.06%
7:30-8pm	10.34%	10.91%	10.67%
8-11pm	11.37%	9.01%	7.82%
11pm-12am	33.43%	32.39%	32.19%
11pm-1am	40.95%	40.28%	40.78%
1-6am	37.27%	34.97%	33.56%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	23.15%	20.86%	19.41%
Sat: 10am-1pm	10.43%	9.63%	9.62%
Sat: 1-4pm	25.62%	24.61%	24.19%
Sat: 4-6pm	8.55%	8.02%	7.89%
Sat: 6-7pm	2.28%	2.06%	1.91%
Sat: 7-8pm	1.65%	1.25%	1.32%
Sat: 8-11pm	9.11%	8.62%	8.93%
Sat: 11pm-1am	6.54%	6.29%	6.75%
Sat: 1am-7pm	27.79%	25.2%	23.73%
Sun: 7-10am	2.19%	2.24%	2.29%
Sun: 10am-1pm	5.29%	5.46%	5.36%
Sun: 1-4pm	6.12%	6.17%	5.67%
Sun: 4-7pm	11.79%	12.39%	12.08%
Sun: 7-11pm	10.56%	9.98%	9.23%
Sun: 11pm-1am	6.16%	5.62%	5.24%
Sun: 1-7am	21.14%	21.13%	20.49%

# 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*

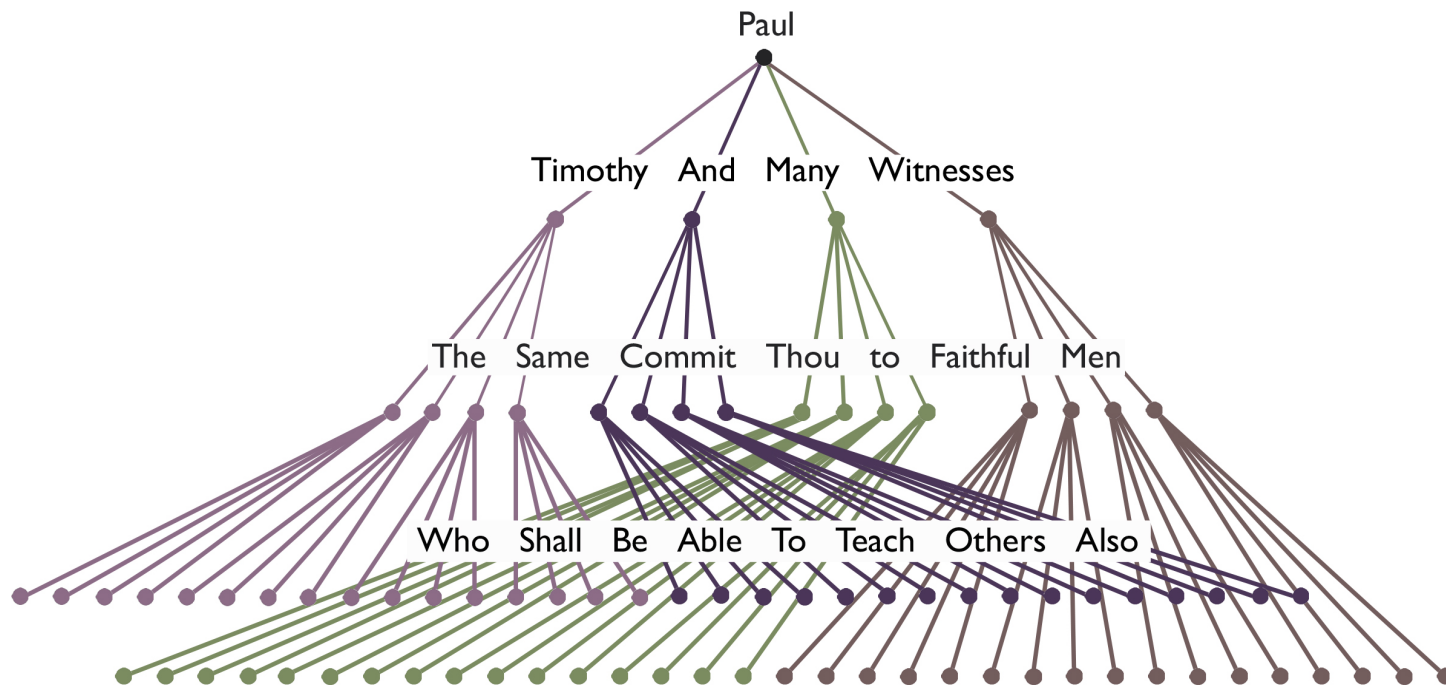
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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.

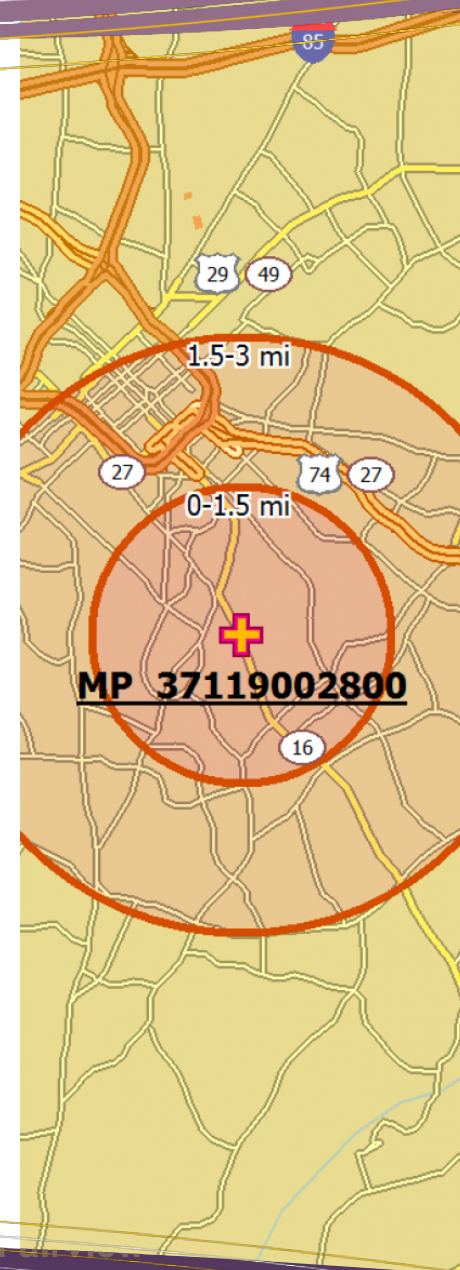


## Your MissionSite and the Missional Suite

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 reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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	WRSHIP AVG	IICM CGR
1	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	0.84 mi	0	Insufficient Data
2	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	1.62 mi	0	Insufficient Data
3	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	1.74 mi	0	Growing
4	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	1.85 mi	0	Insufficient Data
5	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	1.85 mi	28	Insufficient Data
6	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	1.87 mi	0	Insufficient Data
7	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	1.93 mi	1,262	Declining
8	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	1.93 mi	28	Insufficient Data
9	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	1.93 mi	0	Insufficient Data
10	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	2.03 mi	0	Insufficient Data
11	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	2.11 mi	0	Insufficient Data
12	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	2.11 mi	0	Insufficient Data
13	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	2.11 mi	0	Insufficient Data
14	Pritchard Memorial - Charlotte	1117 South Blvd Charlotte, NC 28203	2.12 mi	390	Plateauing
15	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	2.27 mi	0	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	The Impact	345 North College Street 315 Charlotte, NC 28202	2.33 mi	0	Insufficient Data
17	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	2.43 mi	75	Plateauing
18	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	2.43 mi	0	Insufficient Data
19	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	2.43 mi	0	Insufficient Data
20	Asian Indian-Huntersville	328 W Carson Blvd Charlotte, NC 28203	2.47 mi	0	Insufficient Data
21	Tsimmeej - Charlotte	328 W Carson Blvd Charlotte, NC 28203	2.47 mi	0	Insufficient Data
22	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	2.47 mi	0	Plateauing
23	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	2.60 mi	98	Declining
24	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	2.63 mi	92	Growing
25	Greater Galilee Baptist Church	501 W Park Ave Charlotte, NC 28203	2.71 mi	0	Insufficient Data
26	Montagnard Oyadao	2749 Eastway Drive Charlotte, NC 28205	2.82 mi	0	Insufficient Data
27	Eastway - Charlotte	2749 Eastway Dr Charlotte, NC 28205	2.82 mi	120	Insufficient Data
28	Eastern Hills - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	3.17 mi	276	Plateauing
29	Friendly Arab - Charlotte	4855 Albemarle Rd Charlotte, NC 28205	3.17 mi	0	Insufficient Data
30	Greater Mount Sinai - Charlotte	1243 West Blvd Charlotte, NC 28208	3.38 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Plaza - Charlotte	3321 The Plaza Charlotte, NC 28205	3.38 mi	99	Insufficient Data
32	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	3.40 mi	0	Insufficient Data
33	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	3.43 mi	0	Insufficient Data
34	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	3.45 mi	137	Insufficient Data
35	Victory International	801 Clanton Rd Charlotte, NC 28217	3.47 mi	0	Insufficient Data
36	East Baptist - Charlotte	6850 Monroe Rd Charlotte, NC 28212	4.01 mi	115	Declining
37	Victory - Cha	326 Regency Dr Charlotte, NC 28211	4.21 mi	0	Insufficient Data
38	Praise Ministries International	3315 Tyrone Dr Charlotte, NC 28215	4.35 mi	0	Insufficient Data
39	Sharon Forest - Charlotte	11020 East Harris Blvd Charlotte, NC 28212	4.39 mi	0	Insufficient Data
40	Charlotte Vietnamese - Charlotte	4301 Howie Cir Charlotte, NC 28205	4.42 mi	0	Insufficient Data
41	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	4.48 mi	1,650	Growing
42	Montagnard Christian	824 Wainwright Ave Charlotte, NC 28206	4.51 mi	0	Insufficient Data
43	Christian Mission - Charlotte	2400 West Blvd Charlotte, NC 28208	4.59 mi	0	Insufficient Data
44	Zo Christian	5805 E Farm Pond Ln Charlotte, NC 28212	4.72 mi	0	Insufficient Data
45	New Shiloh - Charlotte	2600 Elmin St Charlotte, NC 28208	4.74 mi	0	Insufficient Data





6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.aept.org](http://www.aept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)