

# MissionSite

top unreached locations



ALBEMARLE, NC

CENSUS TRACT: 37167990400

REGION: Region 6: Central Piedmont

COUNTY: Stanly

SITESCAPE: Townscape

DENSITY PATTERN: K

**Multiply**  
CONGREGATIONAL  
REPRODUCTION

In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



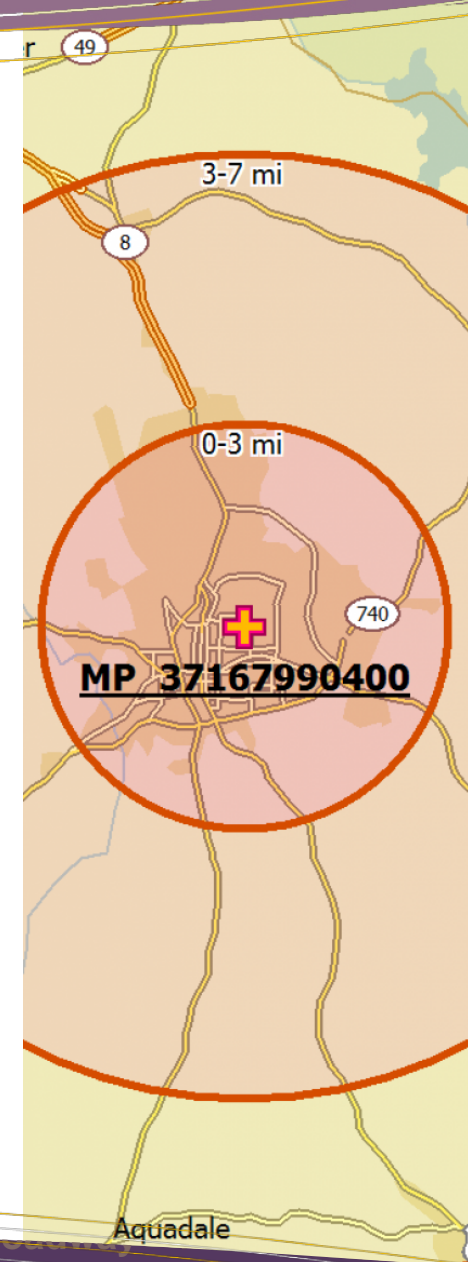
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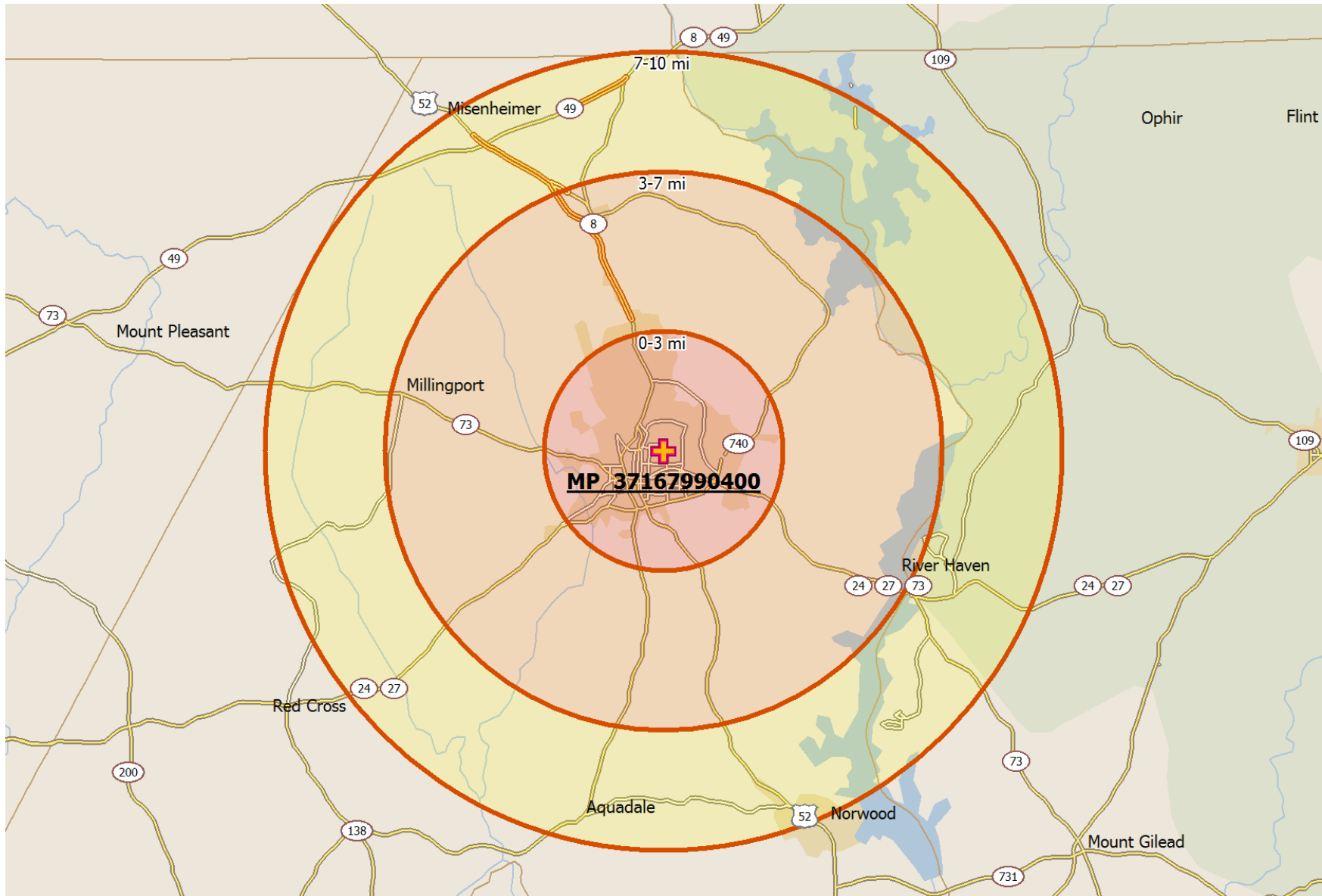
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37167	Stanly
4	Zipcode	28001	Stanly
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	24	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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	17,245	14,532	12,881
2010 Households	6,754	5,265	4,981
2010 Group Quarters Population	651	967	3

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	27	21	18
Language Diversity National Index	25	19	19
Foreign Born Diversity National Index	21	32	29
Ancestry Diversity National Index	43	50	51
Racial Diversity National Index	52	30	29

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

# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	923	13.67%
Mainstay Communities	Established, Diverse Households	602	8.91%
Working Communities	Blue-collar, Working Families	2,572	38.08%
Country Communities	Rural, Agri. & Mining Families	361	5.34%
Aspiring Communities	Young Singles / Aspiring-Multihousing	706	10.45%
Urban Communities	High Density, Inner-city Neighborhoods	1,588	23.51%



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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	14,792	4,605	31.13%
Unreached %	65.51%	68.18%	104.06
Religious But NOT Evangelical HH	3,510	1,288	36.68%
Religious But NOT Evangelical %	15.55%	19.06%	122.63
Spiritual But NOT Relig or Evang HH	2,335	616	26.38%
Spiritual But NOT Relig or Evang %	10.34%	9.12%	88.2
Not Evangelical, Not Interested HH	9,012	2,762	30.65%
Not Evangelical, Not Interested %	39.92%	40.89%	102.45



# 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	65	22	33.85%
Active BCNC Attenders	7,508	2,317	30.86%
Active Evangelical Households	4,394	1,212	27.58%
Active Evangelical Percent	19.46%	17.94%	92.19
Inactive Evangelical Households	3,393	936	27.59%
Inactive Evangelical Percent	15.03%	13.86%	92.23
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Albemarle First	0.44 mi	270	Plateauing
2	Fairview	0.67 mi	49	Plateauing
3	South Albemarle	0.99 mi	63	Growing
4	North Albemarle	1.14 mi	223	Declining
5	West Albemarle	1.18 mi	364	Plateauing
6	Oak Grove	1.20 mi	35	Declining
7	Grace	1.22 mi	96	Declining
8	Mount Calvary	1.40 mi	23	Plateauing
9	Immanuel	1.43 mi	118	Growing
10	West Stanly	1.58 mi	150	Growing
11	Union Grove	1.58 mi	102	Plateauing
12	East Albemarle	1.76 mi	33	Growing
13	Hillside	1.98 mi	102	Growing
14	Centerview	2.06 mi	129	Declining
15	Welcome	2.13 mi	36	Plateauing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Lakeview	2.29 mi	126	Growing
17	First Hmong Baptist Church of Albemarle	2.29 mi	0	Insufficient Data
18	Anderson Grove	2.31 mi	216	Declining
19	Poplin Grove	2.41 mi	76	Declining
20	Dunns Grove	2.52 mi	65	Declining
21	Vine Life	2.67 mi	41	Declining
22	Stanly Baptist Hispanic Mission	2.97 mi	0	Insufficient Data
23	Prospect	3.46 mi	324	Growing
24	Mountain View	4.21 mi	112	Declining
25	Kendalls	4.94 mi	111	Plateauing
26	Fellowship	5.25 mi	49	Insufficient Data
27	Plyler	5.26 mi	83	Declining
28	Badin	5.80 mi	37	Declining
29	Canton	5.84 mi	240	Plateauing
30	Porter	5.95 mi	110	Plateauing

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

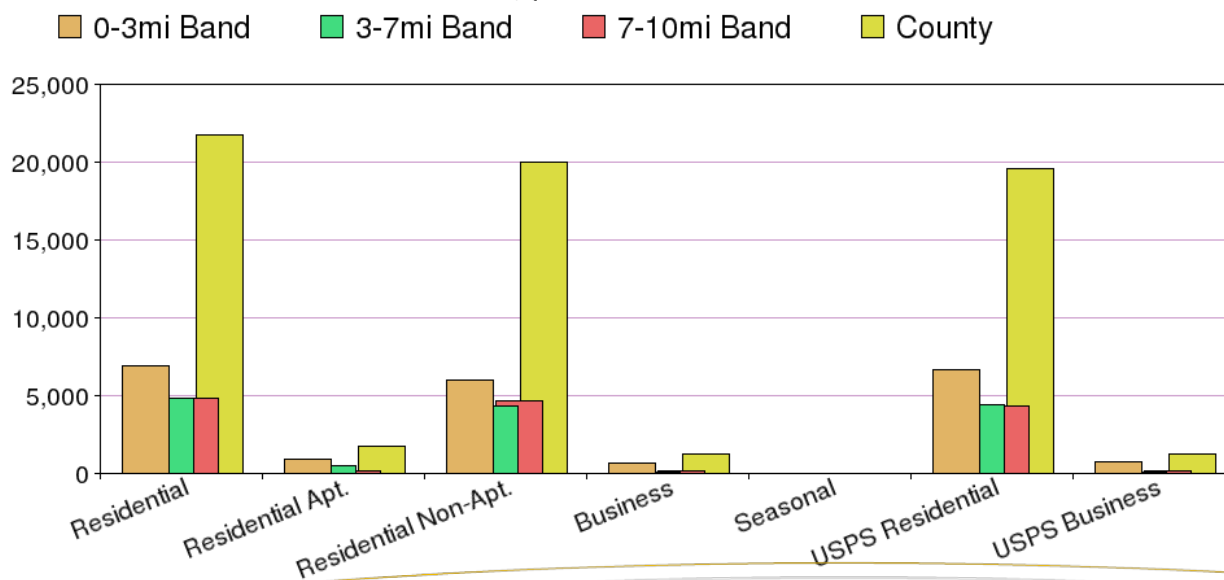
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	51,765	16,024	30.96%
2000 Population	58,100	16,843	28.99%
2010 Population	60,099	17,245	28.69%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	19,747	6,523	33.03%
2000 Households	22,223	6,718	30.23%
2010 Households	22,578	6,754	29.91%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	6,896
Residential Apt.	932
Residential Non-Apt.	5,964
Business	679
Seasonal	0
USPS Residential	6,701
USPS Business	730

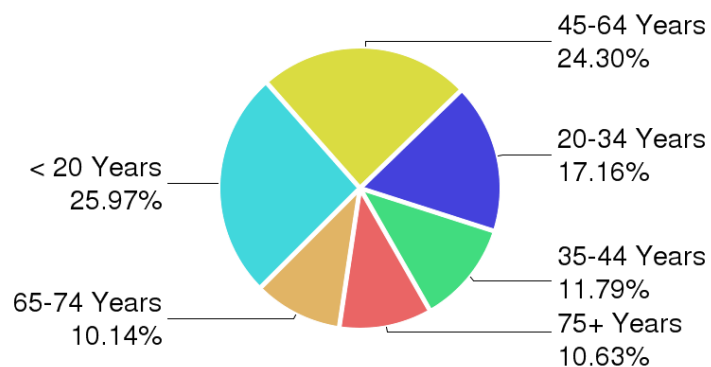
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.09%	5.85%	114.93
4-5 Years	2.52%	2.46%	97.62
6-8 Years	3.75%	3.73%	99.47
9-11 Years	3.81%	3.9%	102.36
12-13 Years	2.56%	2.55%	99.61
14-17 Years	5.25%	5%	95.24
18-19 Years	2.67%	2.48%	92.88
0-5 Years	7.61%	8.3%	109.07
6-12 Years	8.84%	8.92%	100.9
13-19 Years	9.21%	8.74%	94.9
< 20 Years	25.66%	25.96%	101.17
20-34 Years	17.82%	17.16%	96.3
35-44 Years	13%	11.79%	90.69
45-64 Years	26.97%	24.3%	90.1
65-74 Years	8.93%	10.14%	113.55
75+ Years	7.63%	10.63%	139.32
Median Age	40	43	106.66
Median Age (Male)	39	39	101.58
Median Age (Female)	42	46	109.52

Age Group Percentages



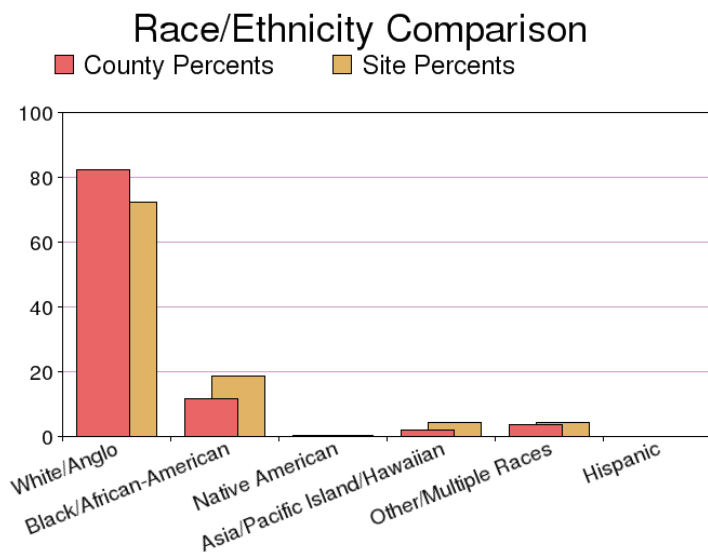


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	82.41%	72.46%	87.92
Black, African-American	11.66%	18.78%	161.14
Native American	0.26%	0.26%	96.44
Asian	2.02%	4.24%	210.19
Pacific Island, Hawaiian	0.03%	0.05%	165.08
Other/Multiple Races	3.62%	4.2%	116.22
Hispanic	0%	3.03%	0



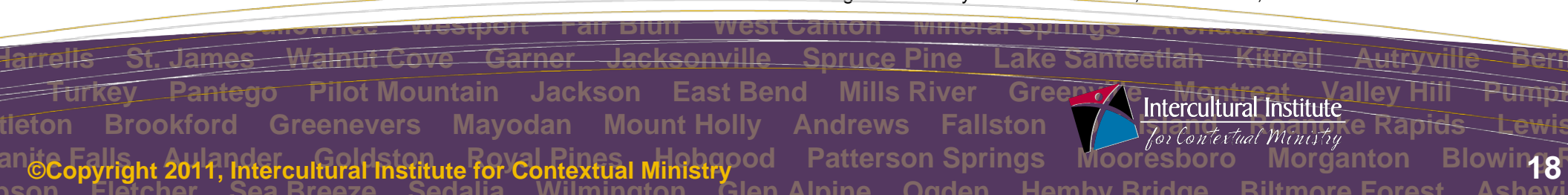
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	40,870	11,669	
Less than 9th Grade	4.74%	5.75%	82.51
No High School Diploma	12.85%	12.03%	106.8
High School Graduate	38.72%	35.4%	109.37
Some College, no degree	19.33%	18.79%	102.88
Associate Degree	8.89%	8.63%	103.01
College Degree	11.76%	14.51%	81.07
Graduate/Prof. degree	3.7%	4.88%	75.74

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	6.83%	9.88%	254.53
\$10,000 to \$19,999	13.96%	17.81%	127.63
\$20,000 to \$29,999	11.57%	11.95%	103.24
\$30,000 to \$49,999	23.15%	21.48%	92.82
\$50,000 to \$59,999	8.15%	7.54%	92.53
\$60,000 to \$69,999	8.34%	7.21%	86.41
\$70,000 to \$79,999	6.67%	5.46%	81.85
\$80,000 to \$89,999	5.2%	4.78%	92.05
\$90,000 to \$99,999	3.46%	3.08%	89.03
\$100,000 to \$124,999	6.55%	5.37%	82.1
\$125,000 to \$149,999	3.03%	2.72%	89.79
\$150,000 to \$199,999	2.22%	1.98%	89.23
\$200,000 to \$249,999	0.44%	0.34%	76.89
\$250,000 or more	0.43%	0.34%	78.46
Median Household	45,025	41,224	91.56
Average Household	56,993	51,303	90.02
Per Capita Household	22,082	20,251	91.71
Family/Non-Family Household Income			
Median Family Income	56,474	54,882	97.18
Average Family Income	68,407	64,847	94.8
Median Non-Family Income	23,424	22,143	94.53
Average Non-Family Income	30,291	28,179	93.03



# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	70.05%	63.71%	90.94
Families with Children	33.47%	31.05%	92.77
Families without Children	36.59%	32.66%	89.27
<b>Non-Family Households</b>			
% Non-Family Households	29.95%	36.29%	121.19
Non-Families with Children	0.16	0.15	92.86
Non-Families without Children	29.79	36.14	121.34
<b>Housing Units</b>			
			Index
Total Housing Units	27,917	8,309	
Vacant percent	19.12%	18.71%	97.86
Owned percent	63.24%	54.23%	85.76%
Rented Percent	17.64%	27.06%	153.39
<b>Households by Size</b>			
			Index
Avg household size	2.57	2.46	95.72
Avg family hh size	3.20	3.21	100.31
Avg non-family hh size	1.09	1.13	103.67
<b>Households By Count of Persons</b>			
			Percent
One	5,930	2,166	36.53%
Two	7,154	2,001	27.97%
Three or Four	7,380	1,978	26.8%
Five+	2,114	608	28.76%

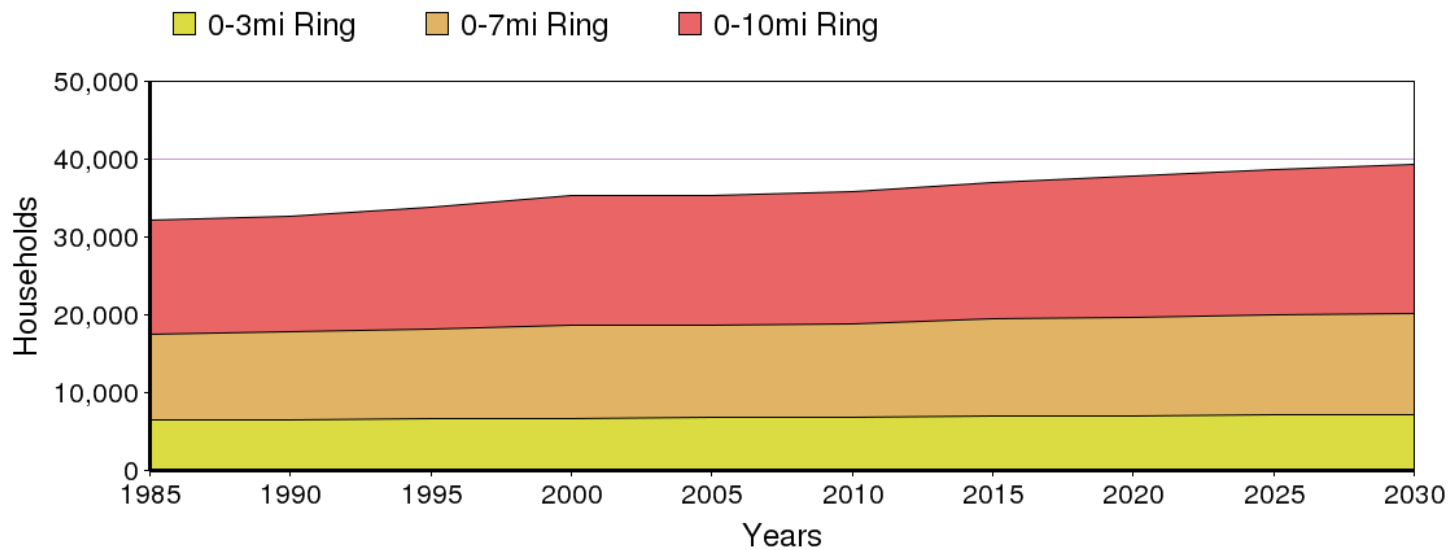
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	51,765	16,024	30.96%
2000 Population	58,100	16,843	28.99%
2010 Population	60,099	17,245	28.69%
2015 Population	61,618	17,652	28.65%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	19,747	6,523	33.03%
2000 Households	22,223	6,718	30.23%
2010 Households	22,578	6,754	29.91%
2015 Households	23,464	7,001	29.84%

Household Change from 1985 to 2030



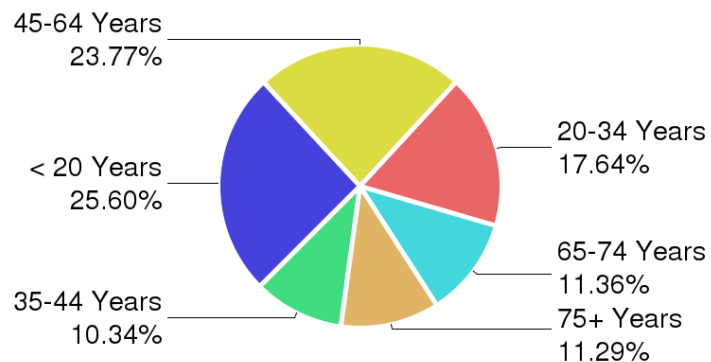
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.85%	6.38%	109.06
4-5 Years	2.46%	2.44%	99.19
6-8 Years	3.73%	3.57%	95.71
9-11 Years	3.9%	3.72%	95.38
12-13 Years	2.55%	2.47%	96.86
14-17 Years	5%	4.67%	93.4
18-19 Years	2.48%	2.35%	94.76
0-5 Years	8.3%	8.82%	106.27
6-12 Years	8.92%	8.54%	95.74
13-19 Years	8.74%	8.24%	94.28
< 20 Years	25.96%	25.6%	98.61
20-34 Years	17.16%	17.64%	102.8
35-44 Years	11.79%	10.34%	87.7
45-64 Years	24.3%	23.77%	97.82
65-74 Years	10.14%	11.36%	112.03
75+ Years	10.63%	11.29%	106.21
Median Age	40	44	109.19
Median Age (Male)	39	39	102.52
Median Age (Female)	42	47	112.69

Projected Age Group Percentages



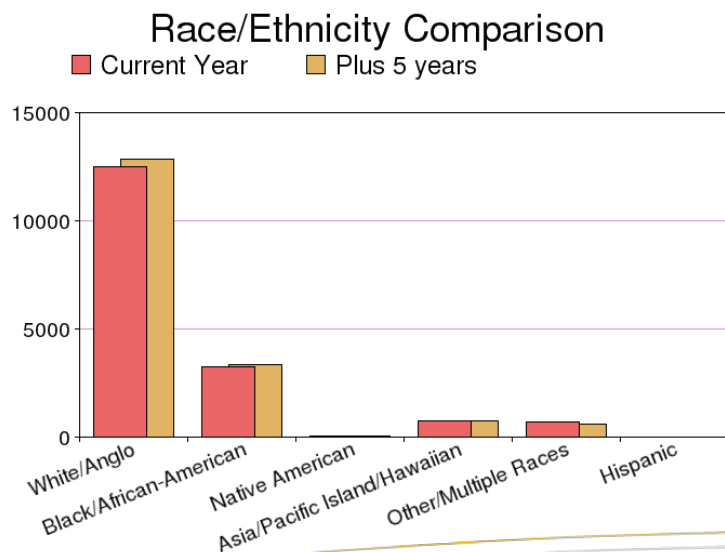
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	72.46%	72.85%	100.53
Black, African-American	18.78%	19.06%	101.49
Native American	0.26%	0.27%	104.36
Asian	4.24%	4.31%	101.57
Pacific Island, Hawaiian	0.05%	0.03%	65.13
Other/Multiple Races	4.2%	3.49%	83.01
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	11,669	11,997	
Less than 9th Grade	5.75%	4.03%	70.01
No High School Diploma	12.03%	10.29%	85.49
High School Graduate	35.4%	36.4%	102.82
Some College, no degree	18.79%	19.29%	102.63
Associate Degree	8.63%	9.45%	109.53
College Degree	14.51%	15.79%	108.81
Graduate/Prof. degree	4.88%	4.76%	97.44



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	9.88%	8.8%	89.1
\$10,000 to \$19,999	17.81%	17.54%	98.48
\$20,000 to \$29,999	11.95%	11.31%	94.68
\$30,000 to \$49,999	21.48%	20.78%	96.74
\$50,000 to \$59,999	7.54%	6.74%	89.46
\$60,000 to \$69,999	7.21%	7.7%	106.77
\$70,000 to \$79,999	5.46%	5.93%	99.09
\$80,000 to \$89,999	4.78%	5.17%	105.13
\$90,000 to \$99,999	3.08%	3.19%	103.43
\$100,000 to \$249,999	5.37%	6.31%	117.47
\$125,000 to \$149,999	2.72%	3.33%	122.16
\$150,000 to \$199,999	1.98%	2.31%	116.63
\$200,000 to \$249,999	0.34%	0.33%	96.47
\$250,000 or more	0.34%	0.3%	88.08
Median Household	41,224	44,463	107.86
Average Household	51,303	54,844	106.9
Per Capita Household	20,251	21,930	108.29
<b>Family/Non-Family Household Income</b>			
Median Family Income	54,882	59,210	107.89
Average Family Income	64,847	70,049	108.02
Median Non-Family Income	22,143	23,284	105.15
Average Non-Family Income	28,179	30,072	106.72

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.71%	62.55%	98.18
Families with Children	31.05	30.17	97.16
Families without Children	32.66	32.6	99.8
<b>Non-Family Households</b>			
% Non-Family Households	36.29%	37.45%	103.2
Non-Families with Children	0.15	0.07	103.2
Non-Families without Children	36.14	37.38	103.43
<b>Housing Units</b>			
Total Housing Units	8,309	8,626	103.82%
Vacant percent	18.71%	18.84%	100.66
Owned percent	54.23%	54.14%	99.83
Rented Percent	27.06%	27.01%	99.84
<b>Households by Size</b>			
Avg household size	2.46	2.43	98.78%
Avg family hh size	3.21	3.22	100.31%
Avg non-family hh size	1.13	1.10	97.35%
<b>Households By Count of Persons</b>			
One	2,166	2,300	106.19%
Two	2,001	2,075	103.7%
Three or Four	1,978	2,013	101.77%
Five+	608	613	100.82%



# Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	469	287	233
Northern Europe	5	15	9
Western Europe	9	37	25
Southern Europe	0	6	0
Eastern Europe	7	7	4
Other Europe	0	0	0
Eastern Asia	22	17	21
So. Central Asia	0	14	0
SE Asia	211	128	80
Western Asia	0	0	0
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	13	3	0
Central Amer.	202	54	84
South America	0	0	0
North America	0	6	10
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	13,871	13,924	11,946
Spanish	289	309	248
Other Indo-Euro language	96	126	73
French (incl. Patois, Cajun)	39	45	35
French Creole	0	10	2
Italian	46	9	0
Portuguese	0	0	0
German	4	27	25
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	7	0	0
Russian	0	7	0
Polish	0	10	11
Serbo-Croatian	0	0	0
Other Slavic Language	0	4	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	14	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	32	13
Japanese	6	4	1
Korean	9	0	0
Mon-Khmer, Cambodian	0	25	0
Miao, Hmong	304	48	111
Thai	0	9	27
Laotian	0	0	22
Vietnamese	13	51	15
Other Asian	0	0	0
Tagalog	52	4	12
Other Pacific Is	0	0	0
Other languages	14	30	0
Navajo	0	0	0
Other Native N. American	0	14	0
Hungarian	14	0	0
Arabic	0	16	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	10,477	9,079	8,040
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	5
British	15	45	32
Canadian	35	8	8
Croatian	0	0	2
Czech	5	0	0
Czechoslovak	19	6	0
Danish	5	0	4
Dutch	118	112	82
English	944	818	971
European	121	47	55
Finnish	0	0	3
French (not Basque)	110	185	117
French Canadian	25	46	33
German	1,076	1,172	958
Greek	9	2	8
Hungarian	25	8	8
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	499	425	403
Italian	209	150	111
Lithuanian	5	5	4
Norwegian	9	21	17
Polish	89	59	48
Portuguese	5	14	14
Romanian	0	0	0
Russian	9	4	12
Scandinavian	0	0	0
Scotch-Irish	373	248	299
Scottish	193	154	124
Slovak	5	0	0
Subsaharan African	31	56	25
Swedish	23	19	14
Swiss	8	3	6
Ukrainian	11	0	3
US/American	3,454	3,243	2,906
Welsh	32	13	17
West Indian	8	13	6
Yugoslavian	0	11	8
Other	3,007	2,193	1,738

# 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

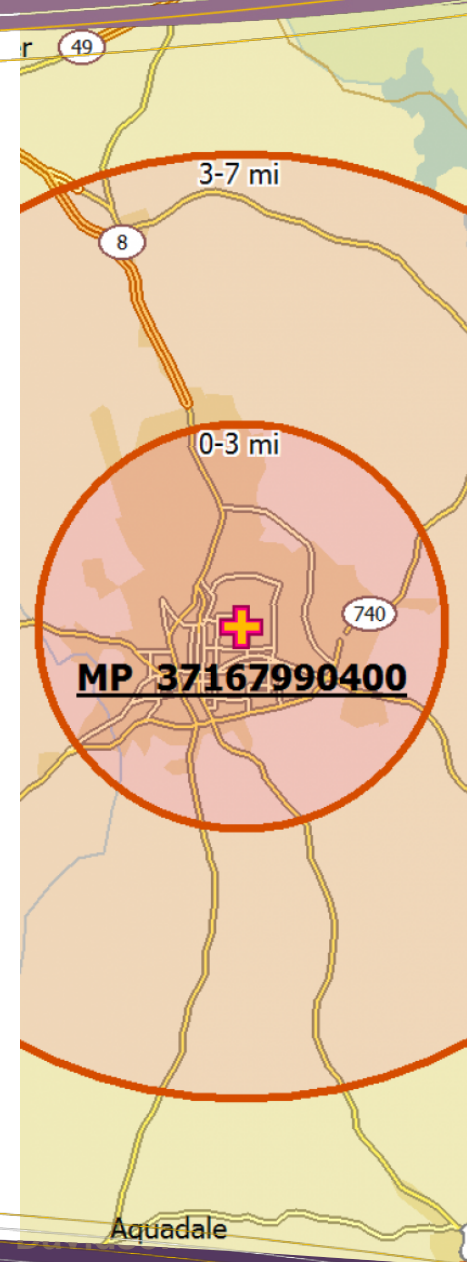
## *Issues for Your Consideration - continued*

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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	6,754	100%	4,607	100%
<b>AFFLUENT SUBURBIA</b>	203	3.01%	141	3.06%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	203	3.01%	141	3.06%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	720	10.66%	483	10.48%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	720	10.66%	483	10.48%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	408	6.04%	263	5.71%
Successful Urban Sprawl	37	0.55%	0	0%
2nd City Homebodies	14	0.21%	26	0.56%
Prime Middle America	0	0%	9	0.2%
Urban Optimists	357	5.29%	0	0%
Family Convenience	0	0%	228	4.95%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,754	100%	4,607	100%
<b>BLUE COLLAR BACKBONE</b>	195	2.89%	127	2.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	57	0.84%	34	0.74%
Lower Income Essentials	95	1.41%	64	1.39%
Small Town Endeavors	43	0.64%	29	0.63%
<b>AMER. DIVERSITY</b>	194	2.87%	136	2.95%
Ethnic Urban Mix	39	0.58%	28	0.61%
Urban Blues	21	0.31%	14	0.3%
Professional Urbanites	77	1.14%	56	1.22%
Urban Advancement	42	0.62%	28	0.61%
Amer. Great Outdoors	15	0.22%	10	0.22%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	2,377	35.19%	1,635	35.49%
Steadfast Conservative	1,641	24.3%	1,125	24.42%
Moderate Conventionalists	117	1.73%	79	1.71%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	619	9.16%	431	9.36%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	6,754	100%	4,607	100%
REMOTE AMERICA	93	1.38%	56	1.22%
Hardy Rural Fam.	42	0.62%	26	0.56%
Rural Southern Living	51	0.76%	30	0.65%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	699	10.35%	517	11.22%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	633	9.37%	469	10.18%
Stable Careers	66	0.98%	48	1.04%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	268	3.97%	157	3.41%
Aspiring Hispania	44	0.65%	0	0%
Industrious Country Living	0	0%	30	0.65%
America's Farmland	0	0%	0	0%
Comfy Country Living	205	3.04%	0	0%
Small Town Connections	19	0.28%	119	2.58%
Hinterland Fam.	0	0%	8	0.17%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,754	100%	4,607	100%
<b>STRUGGLING SOCIETIES</b>	1,173	17.37%	793	17.21%
Rugged Southern Style	53	0.78%	31	0.67%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,080	15.99%	732	15.89%
College Town Communities	0	0%	0	0%
New Beginnings	40	0.59%	30	0.65%
<b>URBAN ESSENCE</b>	415	6.14%	294	6.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	54	0.8%	33	0.72%
Af. Amer. Neighborhoods	132	1.95%	92	2%
Urban Diversity	21	0.31%	15	0.33%
New Generation Activists	49	0.73%	33	0.72%
Getting By	159	2.35%	121	2.63%
<b>VARYING LIFESTYLES</b>	7	0.1%	5	0.11%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	7	0.1%	5	0.11%



# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

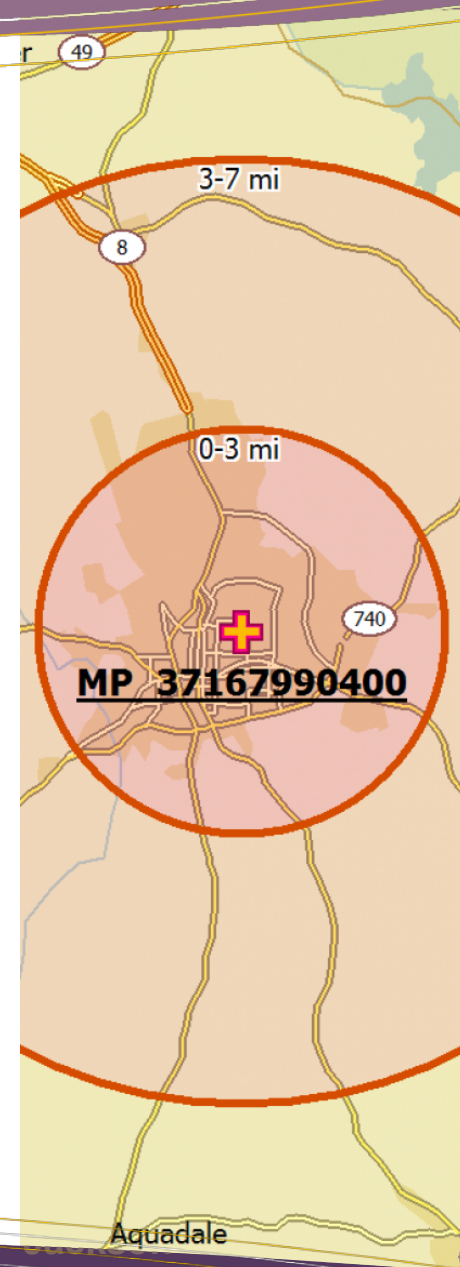
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	73%	75%	76%
Use Comp. for Internet/E-mail	52%	56%	57%
Internet Use: E-Mail	46%	47%	48%
Use Comp. for Comp. Games	38%	39%	39%
Use Comp. for Word Processing	33%	36%	37%
Use Comp. for Education	32%	32%	32%
Use Comp. for Shopping	30%	33%	34%
Use Comp. for Digital Camera Photo Editing	28%	30%	31%
HH Owns DVD Player	26%	26%	27%
Use Comp. for Banking	26%	28%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	25%	26%	26%
Internet Use: Banking	21%	22%	24%
Use Comp. for News/Info./Data Service	18%	19%	20%
PC-Network-HH Has One	16%	16%	17%
Use Comp. for Filing/DB Mngmnt	12%	12%	13%
Internet Use: Research/ Education	11%	11%	12%
Use Comp. for Accounting	11%	12%	13%
Use Comp. for Personal Financial Mngmnt	11%	11%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	12%
HH Owns Video/Webcam	10%	10%	10%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	66%	67%
Dining Out (Not Fast Food)	53%	55%	56%
Reading Books	52%	52%	53%
Card Games	40%	41%	42%
Cooking for Fun	35%	35%	35%
Gardening	32%	34%	35%
Go To A Beach/Lake	32%	33%	34%
Board Games	30%	32%	33%
Going To	18%	18%	19%
Bars/Nightclubs/Dancing			
Visit Museum	18%	18%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	40%	42%	42%
Dentist	25%	27%	27%
Backache	23%	23%	23%
Eye Dr.	21%	22%	21%
Hypertension/High Blood Pressure	21%	21%	21%
None Of These	19%	19%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	15%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.52%	25.29%	25.41%
Live Theater	17.71%	18.02%	18.63%
Live Theater Most Often	14.46%	14.76%	15.36%
Rock/Pop Concerts Most Often	14.2%	13.98%	13.76%
Dance Performance	8.83%	8.11%	7.98%
Comedy Club	8.43%	8.21%	8.07%
Movies: Comedy	40.23%	39.29%	39.15%
Movies: Action/Adventure	39.24%	38.2%	38.2%
Movies: Fam.	22.14%	20.9%	20.61%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	21.4%	19.92%	19.6%
Movies: Romantic Comedy	20.11%	19.49%	19.62%
Movies: Mystery	17.4%	16.23%	15.96%
MLB Baseball Reg. Season	5.59%	6.21%	6.54%
College Football Reg. Season	5.24%	5.59%	6.01%
NFL Football Reg. Season	4.95%	5.5%	5.74%
College Basketball Reg. Season	3.58%	3.62%	3.86%
NBA Basketball Reg. Season	2.97%	3.32%	3.4%
Auto Racing Events	2.14%	2.51%	2.68%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	37.77%	38.47%	39.24%
Swimming	28.87%	30.55%	31.81%
Bowling	20%	20.72%	21.25%
Billiards/Pool	17.36%	17.83%	18.08%
Freshwater Fishing	16.51%	18.38%	19.51%
Basketball	14.68%	14.79%	15%
Camping Trips	14.09%	15.81%	16.88%
Jogging/Running	13.65%	13.51%	13.72%
Weight Training	13.43%	14.03%	14.67%
Using Cardio Machine	11.27%	11.8%	12.23%
Golf	11.24%	12.03%	12.59%
Mountain/Road Biking	10.84%	11.73%	12.23%
Stationary Cycling	10.7%	10.91%	11.14%
Baseball	9.73%	10.28%	10.27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	9.23%	9.39%	9.36%
Aerobics	9.11%	9.02%	9.17%
Hunting	8.85%	10.42%	11.68%
Backpacking/Hiking	8.42%	8.97%	9.35%
Volleyball	8.25%	8.57%	8.6%
Target Shooting	8.13%	9.12%	9.6%
Power Boating	7.23%	7.51%	8%
Saltwater Fishing	6.84%	7.34%	7.75%
Softball	6.73%	7.15%	7.32%
Yoga	6.47%	6.31%	6.31%
Canoeing/Kayaking	6.13%	6.58%	7.04%
Soccer	5.86%	6.08%	6.21%
Tennis	5.74%	6.02%	6.26%
Motorcycling	5.39%	5.88%	6.12%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	5.04%	4.91%	5%
Horseback Riding	5.02%	5.53%	6.05%
Roller Skating	4.88%	5.07%	5.12%
Fly Fishing	4.37%	4.51%	4.65%
Archery	4.04%	4.83%	5.26%
Snorkeling	3.96%	4.11%	4.29%
Jet Skiing	3.9%	4%	4.14%
Auto Racing	3.81%	3.46%	3.45%
Downhill & X-Country	3.77%	4.04%	4.31%
Skiing			
Water Skiing	3.6%	3.89%	4.2%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.41%	3.33%	3.28%
Racquetball	3.4%	3.58%	3.56%
Snowmobiling	3.25%	3.46%	3.61%
Hockey	3.21%	3.36%	3.34%
Skateboarding	3.11%	3.18%	3.29%
Snowboarding	3.1%	3.11%	3.13%
Sailing	2.55%	2.56%	2.77%
Martial Arts	2.53%	2.8%	3.01%
Surfing & Windsurfing	2.28%	2.31%	2.33%
Rowing	2.08%	2.3%	2.41%

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

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

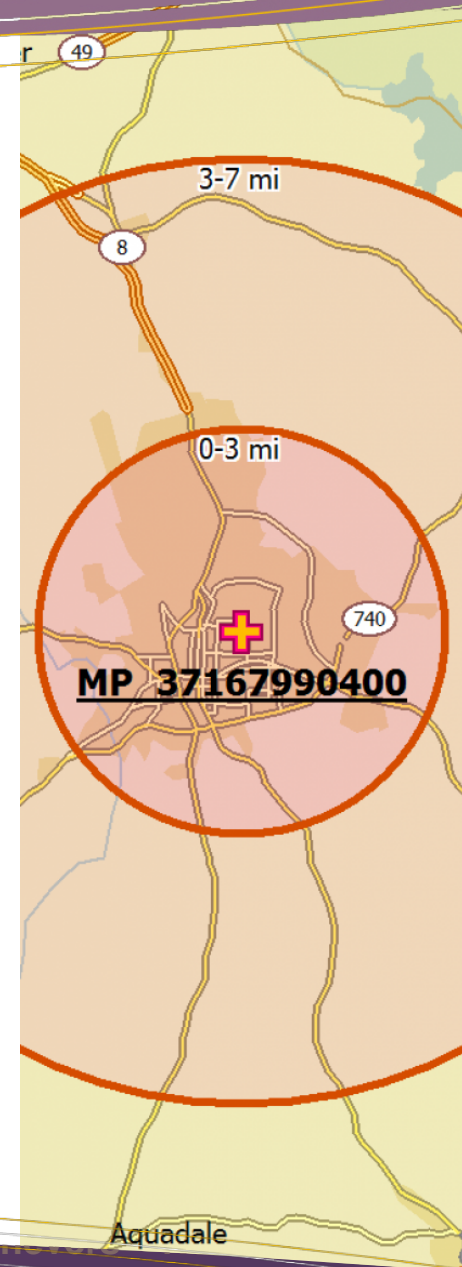
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

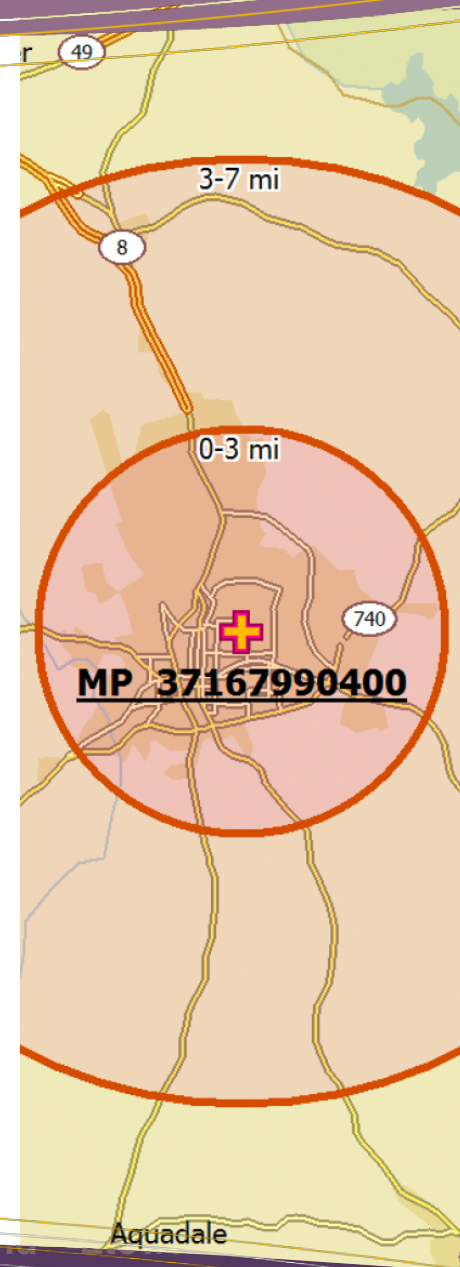
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

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

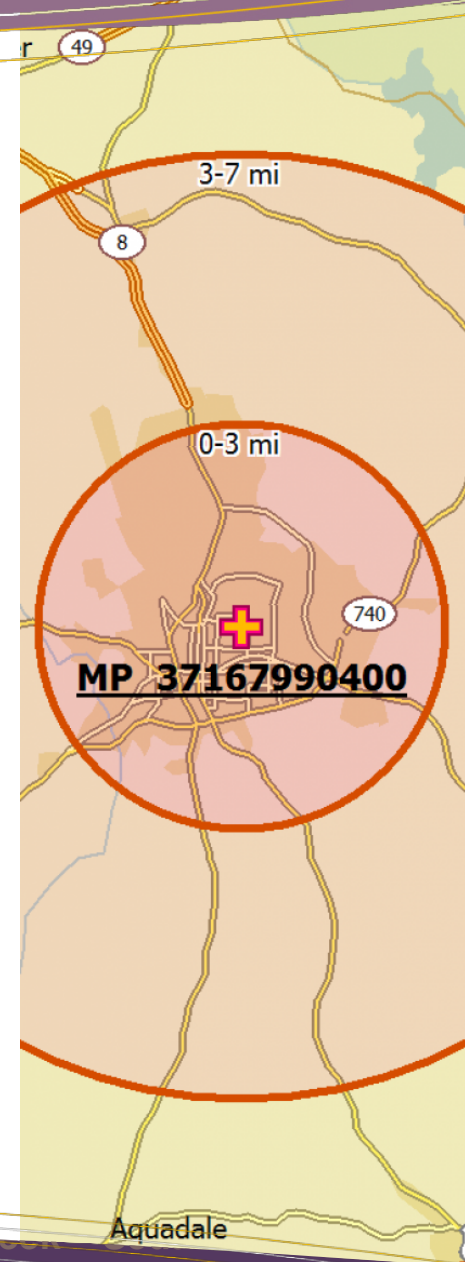
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Speak My Mind Even If It Upsets People	38%	37%	36%
Find It Difficult To Say No To My Kids	37%	38%	39%
Like Control Over People And Resources	36%	35%	35%
Woman's Place Is In The Home	35%	36%	36%
Prefer To Have Few Possessions As Possible	31%	31%	32%
Don't Judge People/Way They Live Life	31%	29%	29%
Like To Do Unconventional Things	30%	30%	31%
Too Much Sponsorship In Arts/Sports	27%	25%	25%
If Won Lottery Would Never Work Again	25%	26%	26%
Money Is Best Measure Of Success	25%	25%	26%
Friends More Important Than My Fam.	24%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	24%	23%	22%
Marijuana Should Be Legalized	20%	19%	19%
I Am A Workaholic	19%	17%	17%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
We Should Strive for Equality for All	15%	14%	14%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	10%	10%	10%
Little I Can Do To Change My Life	9%	8%	8%
Indulge My Kids With The Little Extras	8%	8%	8%
Very Happy With My Life As It Is	8%	7%	6%

## Potential Cultural Themes

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

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



# Potential Cultural Themes:

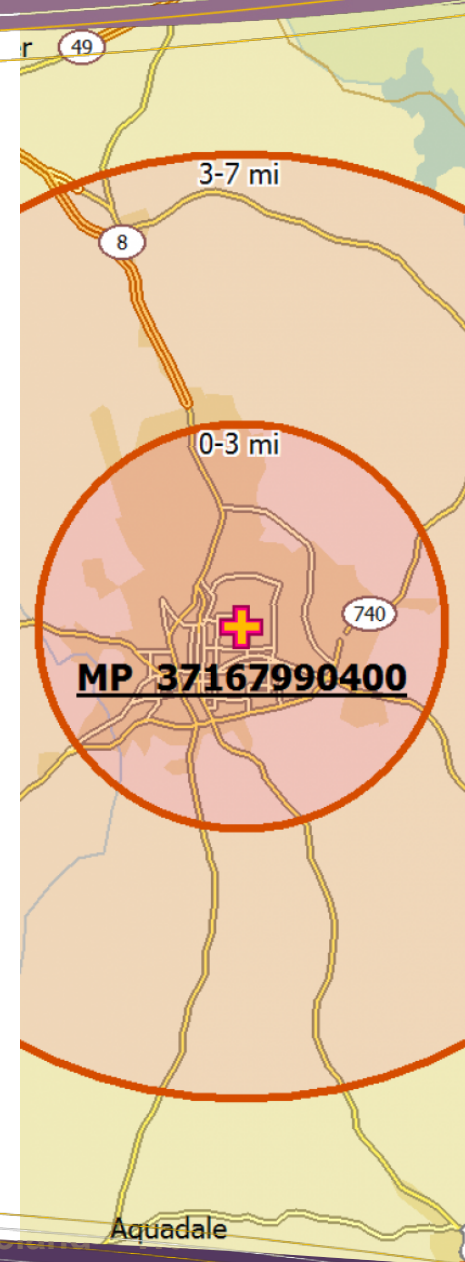
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	60%	61%
You Should Seize Opportunities In Life	58%	58%	57%
Like To Understand About Nature	39%	38%	37%
Prefer Work Part Of Team Than Alone	36%	35%	35%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	33%	32%	32%
Prefer To Have Few Possessions As Possible	31%	31%	32%
Good At Fixing Things	30%	29%	28%
Have Keen Sense Of Adventure	27%	27%	26%
Like To Just Enjoy Life	22%	22%	22%
People Have To Take Me As They Find Me	22%	22%	22%
Consider Myself Interested In The Arts	22%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	18%	17%
Worried About Pollution Caused By Cars	17%	17%	18%
Real Men Don't Cry	17%	17%	16%
Is An Important Part Of Who I Am	16%	16%	16%
Provide My Kids With The Little Extras	15%	14%	14%
Try Not To Worry About The Future	15%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	4%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.32%	86.66%	86.79%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.31%	80.77%	81.61%
Houses-Visit Any			
McDonald's	56.67%	57.18%	57.26%
Burger King	38.62%	39%	38.72%
Kentucky Fried Chicken (KFC)	32.67%	31.7%	31.12%
Wendy's	31.57%	31.37%	31.16%
Subway	31.4%	31.43%	31.77%
Taco Bell	27.85%	28.17%	27.95%
Applebee's	27.71%	28.53%	28.56%
Pizza Hut	25.28%	24.54%	24.26%
Arby's	23.49%	23.83%	23.98%
Dairy Queen	19.92%	19.7%	19.62%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.94%	19.4%	19.26%
Red Lobster	18.49%	17.83%	17.32%
Domino's Pizza	15.42%	14.6%	13.99%
Sonic	14.93%	14.69%	14.64%
Cracker Barrel	14.52%	15.16%	15.61%
IHOP (International House Of Pancakes)	14.02%	13.5%	13.2%
Outback Steakhouse	13.86%	13.55%	13.5%
Golden Corral	13.22%	13.04%	12.76%
Hardee's	13.04%	12.91%	12.71%
Denny's	12.53%	12.13%	11.75%
Chili's Grill and Bar	12.06%	11.82%	11.67%
Chick-Fil-A	11.89%	12.55%	12.81%

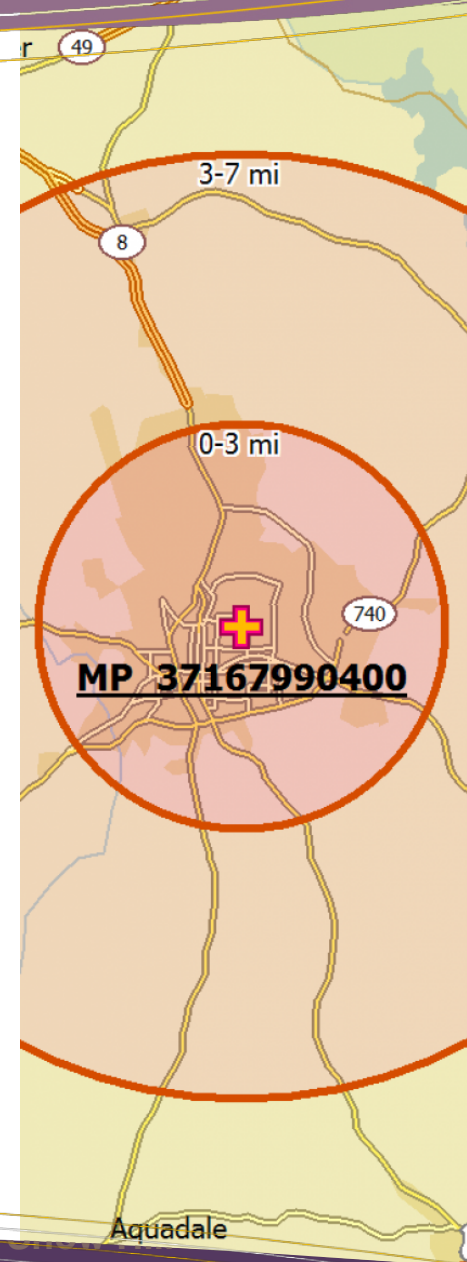


## Potential Shared Projects

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

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

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



# Potential Shared Projects

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

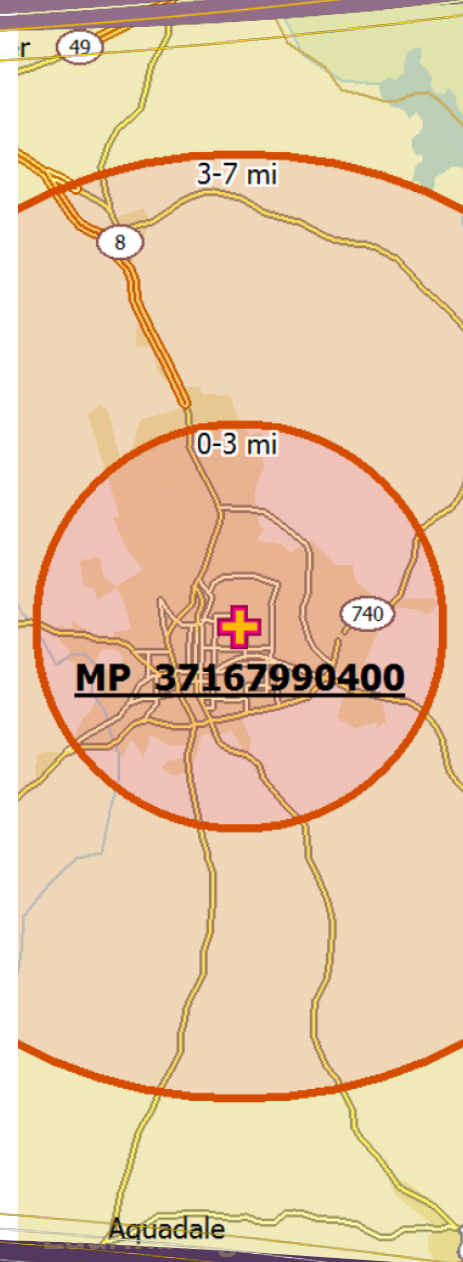
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	45.32%	47.04%	47.62%
Recycled products	30.97%	32.72%	33.76%
Worked as volunteer (non political)	15.69%	16.16%	16.72%
Engaged in fund raising	10.82%	11.27%	11.62%
Religious club member	7.68%	7.84%	8.04%
Wrote to editor of mag or newspaper	5.55%	5.56%	5.62%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Church Board	5.4%	5.57%	5.73%
Wrote to elected offcl about publ bus	5.19%	5.57%	5.81%
Union member	5.11%	5.45%	5.64%
Charitable Organization	5.01%	5.31%	5.52%
Took active part in local civic issue	4.96%	4.98%	5.02%
Fraternal order member	4.52%	4.68%	4.71%

# Communication Media Content

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

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



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	14.62%	15.18%	15.69%
Children's Books	12.69%	12.84%	13.17%
Mystery	10.52%	10.66%	10.84%
Cookbooks	9.63%	9.96%	10.1%
Religious (not Bibles)	8.79%	9.09%	9.21%
Romance	6.63%	6.74%	6.91%
Personal/Business	6.26%	6.42%	6.65%
Self-help			
History	5.96%	6.21%	6.39%
Biography	5.78%	5.97%	6.1%

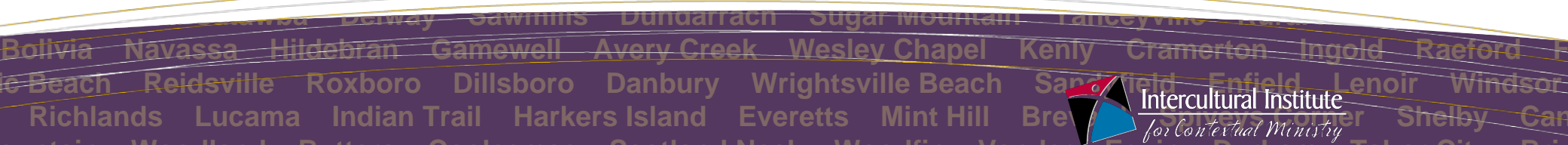
<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	66.72%	67.65%	67.5%
Gen. Editorial	48.87%	47.92%	47.64%
Womens	42.7%	42.5%	42.34%
Service	33.58%	34.14%	34.68%
Mens	19.2%	18.78%	18.37%
Business/Finance	17.23%	17.17%	17.49%
Sports	14.69%	14.6%	14.41%
Music	14.33%	13.25%	12.59%
Parenthood	14.12%	13.65%	13.42%

# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	53.37%	54.46%	55.14%
Classified	34.18%	34.47%	34.53%
Sport	31.47%	32.19%	32.38%
Editorial Page	29.01%	30.24%	30.85%
Comics	27.16%	27.39%	27.35%
Business/Finance	26.27%	27%	27.51%
Movie Listings & Reviews	24.36%	24.86%	24.97%
Food/Cooking	24.35%	24.61%	24.75%
TV/Radio Listings	23.89%	24.23%	24.35%
Home/Gardening	20.27%	21.24%	21.76%
Travel	17.6%	18.32%	18.75%
Science/Technology	16.33%	16.8%	17.16%
Fashion	14.35%	14.42%	14.52%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	21.99%	19.15%	17.63%
Country	19.22%	21.36%	22.64%
CHR Contemp Hit Radio	17.41%	17.51%	17.19%
Adult Contemporary	15.76%	16.36%	16.67%
Oldies	10.79%	10.9%	10.92%
Rock	10.73%	11.56%	11.61%
News/Talk	9.84%	10.37%	10.77%
Classic Rock	8.49%	8.98%	9.33%
Variety	8%	7.8%	7.79%
Alternative	7.77%	8.11%	8.24%
Jazz	6.41%	6.07%	6%
Religious	5.66%	6.09%	6.31%
Soft Contemporary	5.41%	5.71%	5.89%
Gospel	4.93%	4.27%	4.03%
All News	4.71%	4.93%	5.28%
Classic Hits	3.32%	3.63%	3.6%
Sports	3.23%	3.39%	3.6%
All Talk	3.02%	3.41%	3.57%



# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.98%	62.38%	63.42%
Satellite Dish	54.17%	54.97%	55.63%
Soapnet	50.84%	50.53%	50.58%
Other Video-On-Demand	47.48%	44.85%	44.52%
Sci-Fi Channel	35.61%	36.29%	36.97%
MSNBC	33.52%	33.93%	34.26%
Adult Pay Per View TV	32.67%	33.58%	34.37%
Subscribe Digital Cable	30.53%	30.15%	30.36%
TV Info From Sunday TV Magazine	27.78%	28.33%	28.64%
Comedy Central	27.61%	27.71%	27.73%
Nickelodeon	26.71%	28.1%	29.07%
TV Info From Newspapers	25.68%	25.94%	26.26%

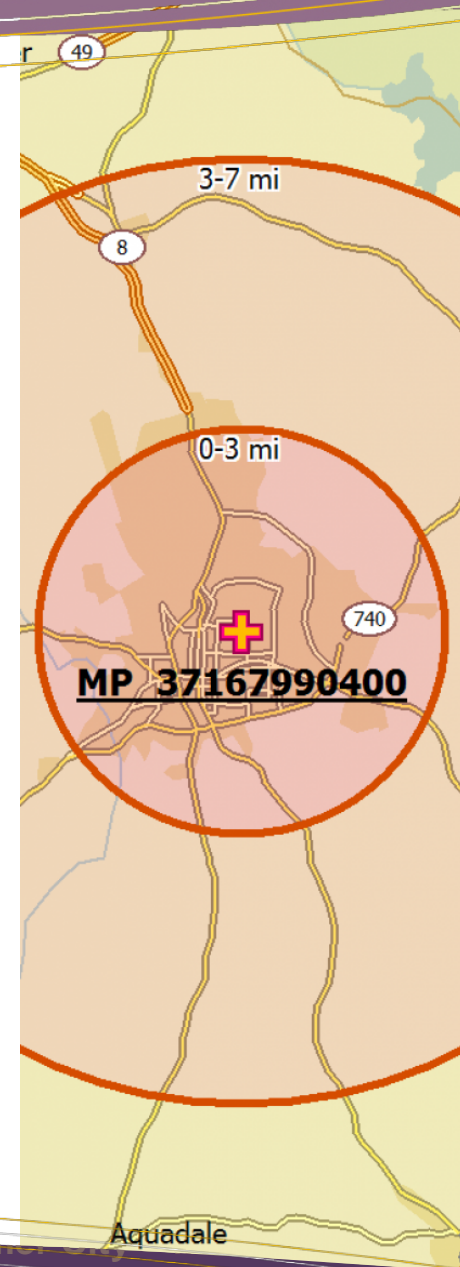
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.61%	24.64%	24.63%
Nick At Nite	24.48%	24.63%	25.37%
BET (Black Entertainment TV)	24.05%	23.87%	23.87%
TV Info From Monthly Cable Guide	23.97%	23.46%	23.53%
USA Network	23.21%	23.53%	23.88%
Adult Swim	23.15%	24.54%	25.43%
Hallmark Channel	22.93%	23.64%	24.25%
ABC Fam.	21.13%	21.06%	21.15%
The Golf Channel	21.05%	21.57%	22.11%
Lifetime	20.82%	20.84%	21.04%
TV Info From Other	20.5%	20.07%	20.01%
ESPN2	20.34%	20.63%	20.64%

## Communication Media Usage

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

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

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

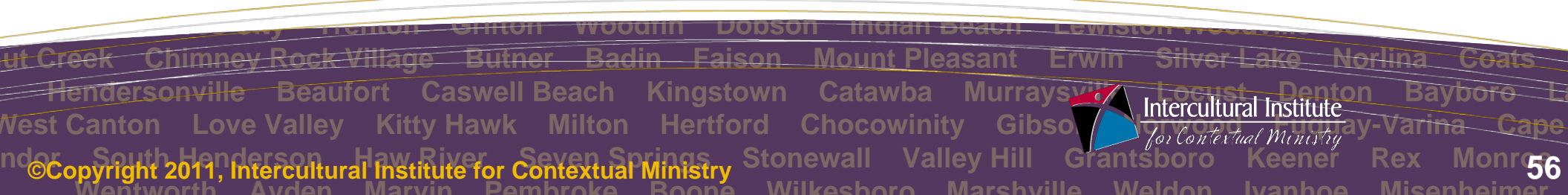


# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.54%	18.1%	18.64%
Medium Users (4-6)	9.6%	9.93%	10.24%
Light Users (1-3)	19.17%	19.98%	20.13%
Quintiles (20%)			
Newspaper I (Heavy)	1.38%	1.38%	1.26%
Newspaper II	1.44%	1.52%	1.45%
Newspaper III	1.94%	2.08%	2.18%
Newspaper IV	0.67%	0.67%	0.61%
Newspaper V (Light)	1.63%	1.6%	1.49%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.73%	19.57%	19.36%
Magazines II	8.69%	8.89%	8.78%
Magazines III	9.67%	9.73%	9.65%
Magazines IV	12.2%	11.93%	11.63%
Magazines V (Light)	0.57%	0.55%	0.51%
Outdoor I (Heavy)	7.51%	6.95%	6.67%
Outdoor II	3.86%	3.44%	3.23%
Outdoor III	4.23%	3.82%	3.55%
Outdoor IV	17.81%	17.44%	17.47%
Outdoor V (Light)	26.62%	26.55%	26.46%
Yellow Pages I (Heavy)	16.41%	16.42%	16.01%
Yellow Pages II	6.77%	6.47%	6.26%
Yellow Pages III	7.94%	6.68%	6.13%
Yellow Pages IV	25.07%	24.28%	23.79%
Yellow Pages V (Light)	4.55%	4.01%	3.64%



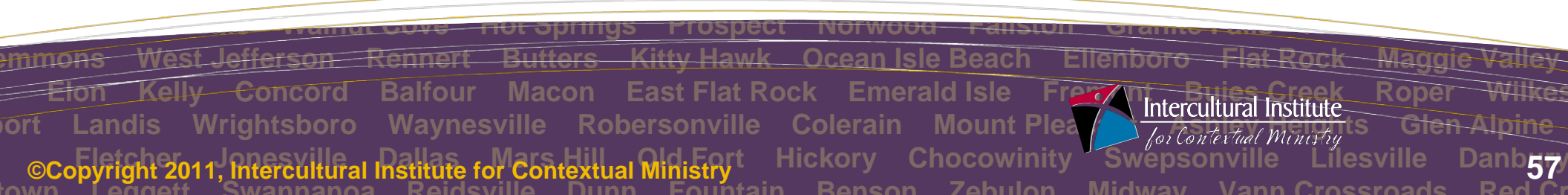


# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.95%	3.16%	3.13%
Drive Time III (Medium)	0.7%	0.8%	0.83%
Radio IV & V (Light)	2.7%	2.86%	2.78%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.75%	9.12%	8.88%
Radio III (Medium)	4.28%	4.53%	4.66%
Radio IV & V (Light)	3.08%	3.14%	3.09%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.52%	11.87%	12.19%
Cable III (Medium)	5.46%	4.89%	4.8%
Cable IV & V (Light)	36.98%	34.69%	34.07%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.17%	4.28%	4.18%
Prime Time III (Medium)	2.01%	1.93%	1.9%
Prime Time IV & V (Light)	9.18%	8.61%	8.02%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.03%	39.57%	39.97%
Fringe III (Medium)	57.16%	56.26%	55.91%
Fringe IV (Light)	57.02%	57.06%	56.98%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.35%	14.51%	14.01%
All Day III (Medium)	25.23%	25.06%	25.08%
All Day IV (Light)	15.73%	14.23%	13.55%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	11.11%	11.43%	11.54%
6:00am - 10:00am	15.12%	14.69%	14.51%
10:00am - 3:00pm	8.84%	7.68%	7.04%
3:00pm - 7:00pm	15.09%	14.25%	14.15%
7:00pm - Midnight	12.82%	12.16%	12.15%
Midnight - 6:00am	6.65%	5.87%	5.57%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.49%	14.3%	14.32%
6:00am - 10:00am	3.2%	3.1%	3.11%
10:00am-3:00pm	4.56%	4.6%	4.65%
3:00pm - 7:00pm	7.61%	6.99%	6.84%
7:00pm - Midnight	9.09%	8.92%	8.98%
Midnight - 6:00am	12.41%	11.6%	11.06%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.51%	6.8%	7.16%
Saturday: 8:00-11:00pm	7.48%	7.61%	7.85%
Sunday: 7:00-11:00pm	9.12%	9.33%	9.42%
9:00am-1:00pm	24.48%	24.63%	25.37%
9:00am-4:00pm	27.9%	28.26%	29.16%
4:00pm-7:00pm	28.14%	28.53%	28.74%
11:00pm-1:00am	42.3%	42.29%	42.43%
AVG Prime time	4.19%	3.55%	3.37%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.85%	16.04%	15.72%
7-9am	20.34%	20.63%	20.64%
9am-12noon	19.61%	20.16%	21.09%
12noon-4pm	8.28%	8.1%	8.07%
4-6pm	44.34%	45.4%	46.19%
6-7pm	17.67%	18.95%	19.51%
7-7:30pm	1.43%	1.56%	1.6%
7:30-8pm	11.21%	11.07%	11%
8-11pm	6.51%	6.8%	7.16%
11pm-12am	33.52%	33.93%	34.26%
11pm-1am	42.3%	42.29%	42.43%
1-6am	29.28%	29.42%	29.43%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.62%	17.51%	17.46%
Sat: 10am-1pm	7.37%	7.28%	7.54%
Sat: 1-4pm	25.32%	25.33%	25.25%
Sat: 4-6pm	7.16%	6.8%	6.78%
Sat: 6-7pm	1.76%	1.88%	1.93%
Sat: 7-8pm	0.85%	0.82%	0.89%
Sat: 8-11pm	7.48%	7.61%	7.85%
Sat: 11pm-1am	5.03%	4.97%	4.94%
Sat: 1am-7pm	23.21%	23.53%	23.88%
Sun: 7-10am	2.03%	2.25%	2.31%
Sun: 10am-1pm	6.07%	6.75%	6.93%
Sun: 1-4pm	4.84%	5.23%	5.47%
Sun: 4-7pm	12.46%	13.15%	13.29%
Sun: 7-11pm	9.12%	9.33%	9.42%
Sun: 11pm-1am	4.81%	4.69%	4.59%
Sun: 1-7am	20.08%	20.75%	20.96%

# 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.

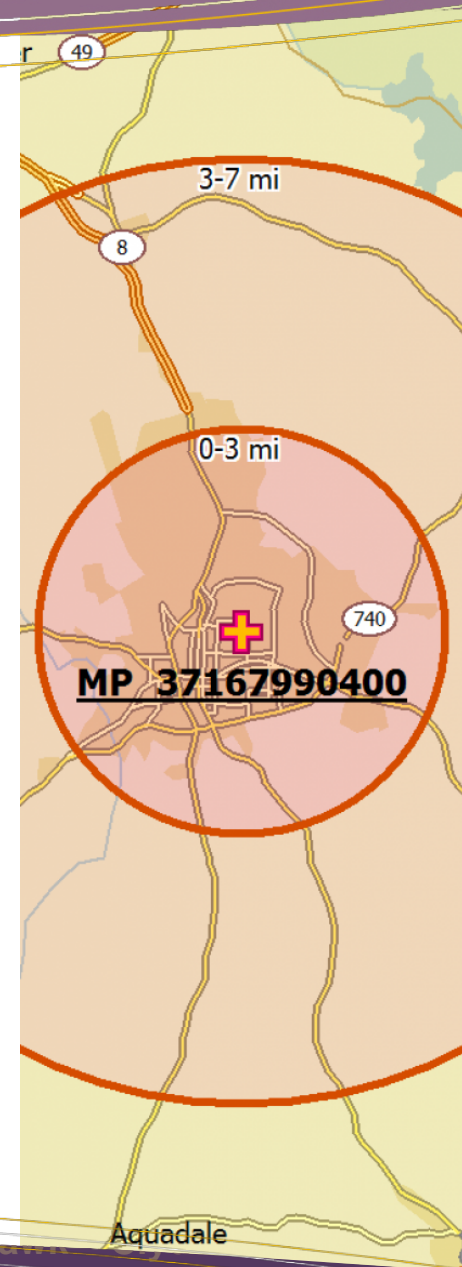


## Your MissionSite and the Missional Suite

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Albemarle First	202 N 2nd St Albemarle, NC 28001	0.44 mi	270	Plateauing
2	Fairview	410 Ridge St Albemarle, NC 28001	0.67 mi	49	Plateauing
3	South Albemarle	1005 S 2nd St Albemarle, NC 28001	0.99 mi	63	Growing
4	North Albemarle	401 Park Ridge Rd Albemarle, NC 28001	1.14 mi	223	Declining
5	West Albemarle	336 Church St Albemarle, NC 28001	1.18 mi	364	Plateauing
6	Oak Grove	1002 Wiscassett St Albemarle, NC 28001	1.20 mi	35	Declining
7	Grace	644 Edgemont St Albemarle, NC 28001	1.22 mi	96	Declining
8	Mount Calvary	703 Snuggs St Albemarle, NC 28001	1.40 mi	23	Plateauing
9	Immanuel	1309 Old Charlotte Rd Albemarle, NC 28001	1.43 mi	118	Growing
10	West Stanly	24172 NC 24 27 Hwy Albemarle, NC 28001	1.58 mi	150	Growing
11	Union Grove	20514 NC 138 Hwy Albemarle, NC 28001	1.58 mi	102	Plateauing
12	East Albemarle	1510 Moss Springs Rd Albemarle, NC 28001	1.76 mi	33	Growing
13	Hillside	930 Concord Rd Albemarle, NC 28001	1.98 mi	102	Growing
14	Centerview	508 NE Connector Albemarle, NC 28001	2.06 mi	129	Declining
15	Welcome	1125 Mountain Creek Rd Albemarle, NC 28001	2.13 mi	36	Plateauing



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Lakeview	32496 Pennington Rd Albemarle, NC 28001	2.29 mi	126	Growing
17	First Hmong Baptist Church of Albemarle	32496 Pennington Road Albemarle, NC 28001	2.29 mi	0	Insufficient Data
18	Anderson Grove	2225 E Main St Albemarle, NC 28001	2.31 mi	216	Declining
19	Poplin Grove	220 Poplins Grove Church Rd Albemarle, NC 28001	2.41 mi	76	Declining
20	Dunns Grove	33803 Ridge St Albemarle, NC 28001	2.52 mi	65	Declining
21	Vine Life	24655 Saint Martin Rd Albemarle, NC 28001	2.67 mi	41	Declining
22	Stanly Baptist Hispanic Mission	27212 Hedge Rd Albemarle, NC 28001	2.97 mi	0	Insufficient Data
23	Prospect	502 Prospect Church Rd Albemarle, NC 28001	3.46 mi	324	Growing
24	Mountain View	44166 Mountain View Church Rd Albemarle, NC 28001	4.21 mi	112	Declining
25	Kendalls	32157 Kendalls Church Rd New London, NC 28127	4.94 mi	111	Plateauing
26	Fellowship	27726 Hatley Farm Rd Albemarle, NC 28001	5.25 mi	49	Insufficient Data
27	Plyler	25958 Austin Rd Albemarle, NC 28001	5.26 mi	83	Declining
28	Badin	28 Falls Rd Badin, NC 28009	5.80 mi	37	Declining
29	Canton	24615 Endy Rd Albemarle, NC 28001	5.84 mi	240	Plateauing
30	Porter	16562 Us 52 Hwy S A Norwood, NC 28128	5.95 mi	110	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	New London First	111 Church Rd New London, NC 28127	6.26 mi	46	Declining
32	Highland	106 Highland Dr New London, NC 28127	6.46 mi	313	Growing
33	Calvary	13094 Us 52 Hwy S Norwood, NC 28128	7.25 mi	49	Plateauing
34	White Crest - Mount Gilead	1051 River Rd Mount Gilead, NC 27306	7.85 mi	90	Declining
35	Bethlehem	32283 Bethlehem Church Rd Norwood, NC 28128	8.00 mi	92	Plateauing
36	Pauls Crossing	40461 Pauls Crossing Rd Richfield, NC 28137	8.47 mi	80	Declining
37	Richfield	410 S Main St Richfield, NC 28137	8.52 mi	60	Declining
38	South Stanly	40907 S Stanly School Rd Norwood, NC 28128	9.01 mi	141	Plateauing
39	Pleasant Grove	17236 Frog Pond Rd Oakboro, NC 28129	9.05 mi	267	Declining
40	Aquadale	32871 Church St Norwood, NC 28128	9.15 mi	52	Declining
41	Barbees Grove	24819 Barbees Grove Rd A Oakboro, NC 28129	9.66 mi	100	Plateauing
42	Parker Memorial - Richfield	49403 Parker Memorial Rd Richfield, NC 28137	9.84 mi	20	Insufficient Data
43	Memorial	873 Pee Dee Ave Norwood, NC 28128	9.84 mi	174	Growing
44	Silver Springs	16072 NC 138 Hwy Norwood, NC 28128	9.84 mi	73	Plateauing
45	Norwood First	143 Anson Ave Norwood, NC 28128	9.97 mi	102	Declining



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

In Partnership with:



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