

MissionSite

top unreached locations



BANNER ELK, NC

CENSUS TRACT: 37189980900

REGION: Region 7: Northwest

COUNTY: Watauga

SITESCAPE: Countryside

DENSITY PATTERN: A



In partnership with the:



Intercultural Institute
for Contextual Ministry



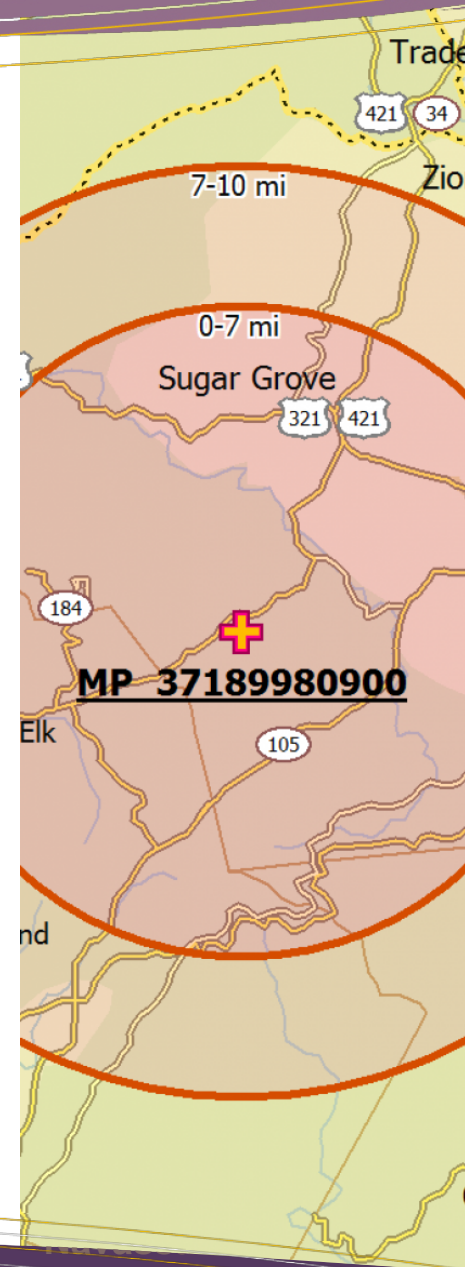
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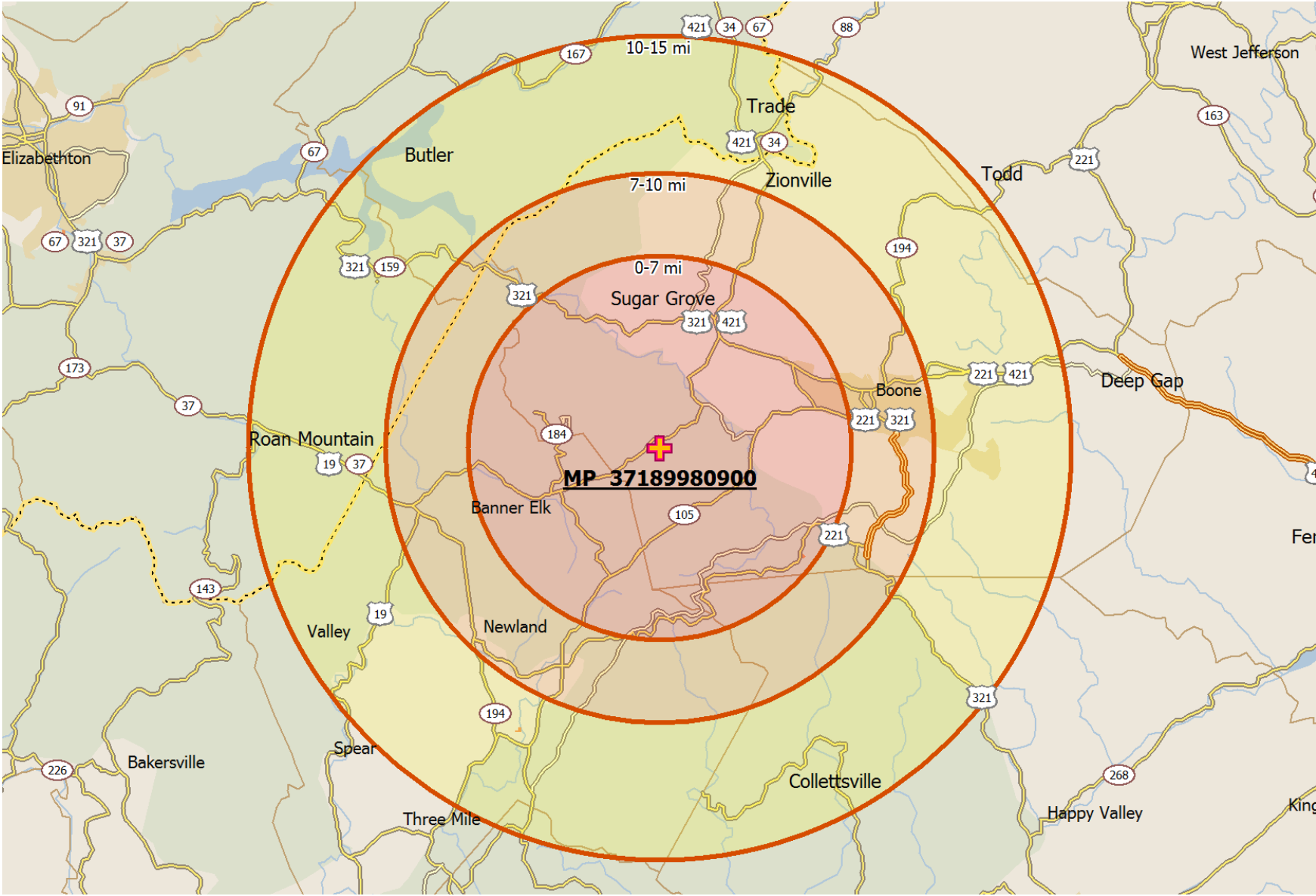
Site Location Summary

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 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3707	Region 7: Northwest
3	County Location	37189	Watauga
4	Zipcode	28604	Watauga
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	A	2500-50000-50000



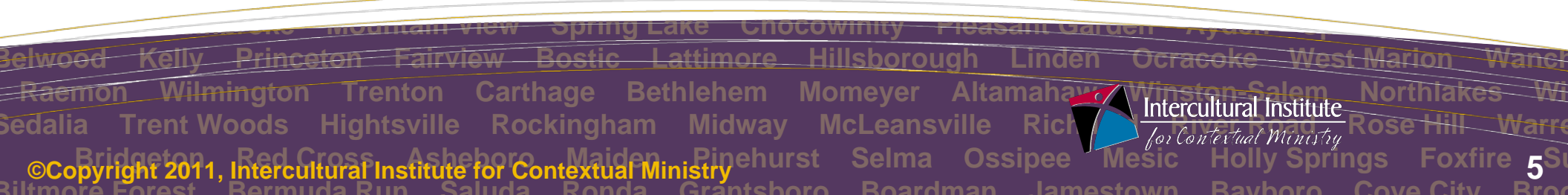
Site Location Summary - Map of the Site Location



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	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small 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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	3	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	15,019	28,068	22,231
2010 Households	6,958	11,448	9,618
2010 Group Quarters Population	798	5,443	856

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	18	27
Language Diversity National Index	11	21	24
Foreign Born Diversity National Index	52	62	76
Ancestry Diversity National Index	96	94	94
Racial Diversity National Index	4	10	14

Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
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	1	True
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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	412	5.92%
Mainstay Communities	Established, Diverse Households	1,753	25.19%
Working Communities	Blue-collar, Working Families	868	12.47%
Country Communities	Rural, Agri. & Mining Families	2,460	35.35%
Aspiring Communities	Young Singles / Aspiring-Multihousing	181	2.6%
Urban Communities	High Density, Inner-city Neighborhoods	1,282	18.42%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	13,491	4,693	34.79%
Unreached %	69.88%	67.45%	96.52
Religious But NOT Evangelical HH	2,441	901	36.93%
Religious But NOT Evangelical %	12.64%	12.96%	102.46
Spiritual But NOT Relig or Evang HH	3,275	1,124	34.31%
Spiritual But NOT Relig or Evang %	16.96%	16.15%	95.2
Not Evangelical, Not Interested HH	7,776	2,669	34.33%
Not Evangelical, Not Interested %	40.28%	38.36%	95.24



Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	43	3	6.98%
Active BCNC Attenders	3,914	279	7.13%
Active Evangelical Households	2,734	223	8.16%
Active Evangelical Percent	14.16%	17.11%	120.79
Inactive Evangelical Households	3,080	251	8.16%
Inactive Evangelical Percent	15.96%	19.27%	120.79
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	White Rock - Banner Elk	1.95 mi	0	Insufficient Data	16	Zion Hill - Sugar Grove	7.35 mi	51	Declining
2	Clarks Creek - Banner Elk	2.10 mi	21	Insufficient Data	17	Boone First - Boone	7.52 mi	0	Insufficient Data
3	Mount Calvary - Banner Elk	2.59 mi	258	Insufficient Data	18	Greenway - Boone	7.76 mi	183	Declining
4	Sugar Mountain - Newland	4.01 mi	43	Declining	19	Elk Park First - Elk Park	8.07 mi	24	Declining
5	Valley Haven - Beech Mountain	4.47 mi	26	Declining	20	Beaver Dam - Vilas	8.17 mi	0	Insufficient Data
6	Cool Springs - Blowing Rock	5.76 mi	25	Insufficient Data	21	Cove Creek - Sugar Grove	8.17 mi	25	Growing
7	Middle Fork - Boone	5.76 mi	43	Declining	22	Fall Creek - Elk Park	8.40 mi	47	Declining
8	Sandy Flat - Blowing Rock	5.76 mi	42	Plateauing	23	Doe Ridge - Boone	8.52 mi	26	Plateauing
9	Blowing Rock First - Blowing Rock	5.76 mi	200	Growing	24	Beech Mountain - Elk Park	8.61 mi	34	Declining
10	Brushy Fork - Vilas	5.79 mi	104	Declining	25	Pleasant Valley - Elk Park	8.61 mi	0	Plateauing
11	Willowdale - Vilas	6.45 mi	77	Plateauing	26	Pilgrim - Elk Park	8.61 mi	0	Insufficient Data
12	Oak Grove - Boone	6.58 mi	94	Plateauing	27	Perkinsville - Boone	8.62 mi	166	Growing
13	Willow Valley - Vilas	6.65 mi	120	Insufficient Data	28	Meat Camp - Boone	8.88 mi	62	Plateauing
14	Poplar Grove - Boone	6.72 mi	49	Plateauing	29	Shepherd's Heart Ministries - Boone	8.88 mi	125	Insufficient Data
15	Beech Valley - Sugar Grove	6.91 mi	86	Plateauing	30	Laurel Fork - Boone	8.88 mi	79	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

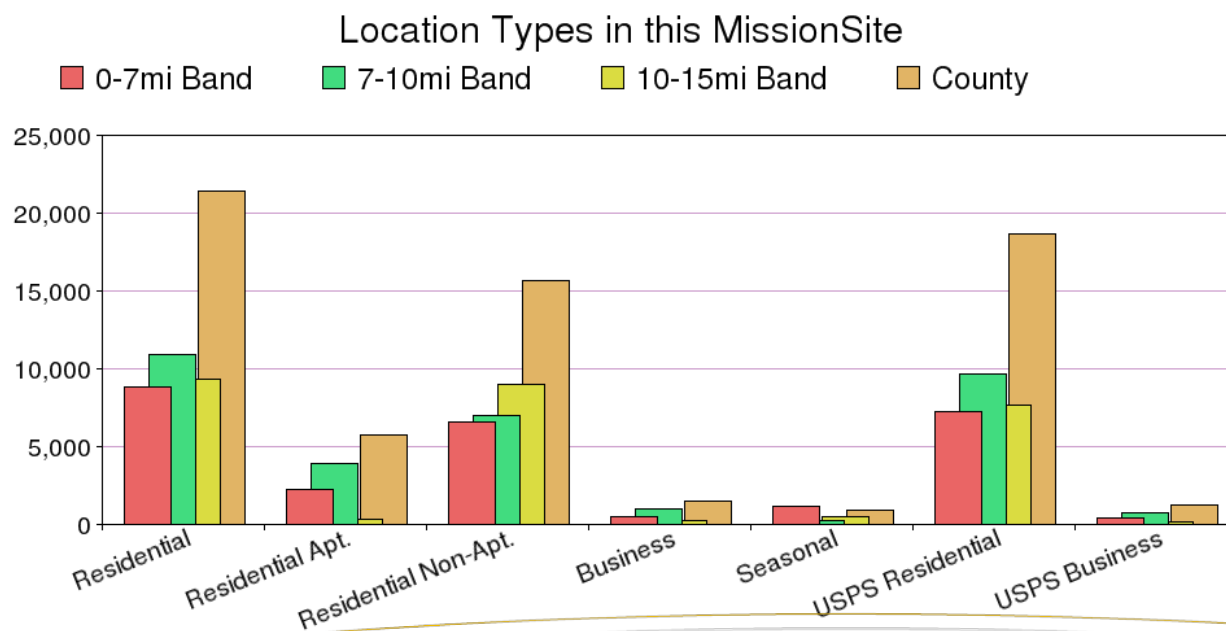


Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	36,952	12,659	34.26%
2000 Population	42,695	13,447	31.5%
2010 Population	45,925	15,019	32.7%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	13,693	4,646	33.93%
2000 Households	16,540	5,728	34.63%
2010 Households	19,305	6,958	36.04%



Location Type	0-7mi Band
Residential	8,850
Residential Apt.	2,258
Residential Non-Apt.	6,592
Business	534
Seasonal	1,183
USPS Residential	7,214
USPS Business	421

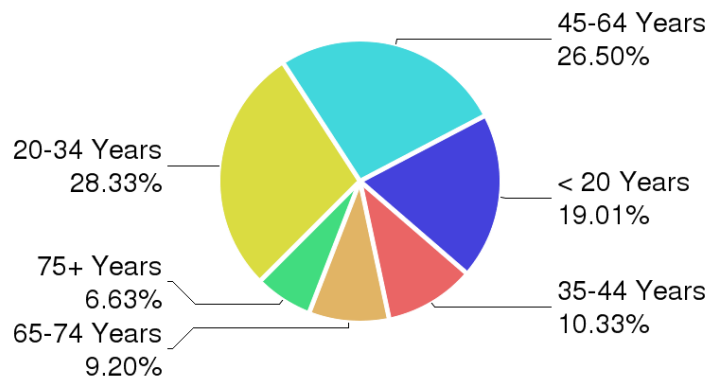
Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.88%	4.63%	119.33
4-5 Years	1.67%	1.54%	92.22
6-8 Years	2.4%	2.57%	107.08
9-11 Years	2.29%	2.55%	111.35
12-13 Years	1.49%	1.84%	123.49
14-17 Years	5.52%	3.64%	65.94
18-19 Years	3.43%	2.23%	65.01
0-5 Years	5.55%	6.17%	111.17
6-12 Years	5.44%	6.07%	111.58
13-19 Years	9.69%	6.77%	69.87
< 20 Years	20.68%	19.01%	91.92
20-34 Years	35.41%	28.32%	79.98
35-44 Years	8.47%	10.33%	121.96
45-64 Years	21.93%	26.49%	120.79
65-74 Years	7.54%	9.2%	122.02
75+ Years	5.98%	6.63%	110.87
Median Age	29	40	137.5
Median Age (Male)	29	39	136.23
Median Age (Female)	30	42	140.02

Age Group Percentages

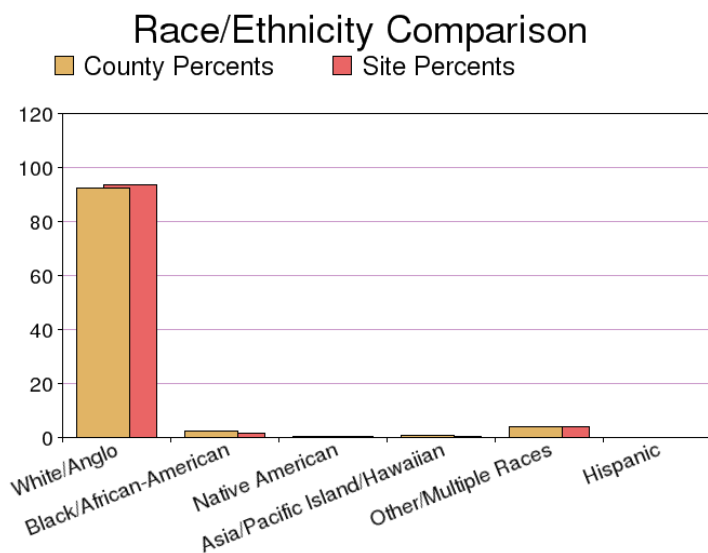


Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	92.47%	93.63%	101.26
Black, African-American	2.34%	1.58%	67.76
Native American	0.34%	0.25%	72.06
Asian	0.81%	0.49%	59.68
Pacific Island, Hawaiian	0.05%	0.06%	110.08
Other/Multiple Races	3.98%	3.98%	99.98
Hispanic	0%	1.81%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,090	10,525	
Less than 9th Grade	4.45%	5.21%	85.54
No High School Diploma	10.26%	10.7%	95.9
High School Graduate	22.57%	23.1%	97.72
Some College, no degree	19.14%	19.44%	98.47
Associate Degree	8.05%	8.07%	99.78
College Degree	18.89%	19.42%	97.25
Graduate/Prof. degree	16.64%	14.07%	118.25

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	16.78%	14.47%	67.85
\$10,000 to \$19,999	14.4%	14.01%	97.31
\$20,000 to \$29,999	14.41%	14.9%	103.46
\$30,000 to \$49,999	16.07%	16.1%	100.14
\$50,000 to \$59,999	10.14%	10.51%	103.58
\$60,000 to \$69,999	6.81%	6.51%	95.58
\$70,000 to \$79,999	4.72%	4.58%	97.15
\$80,000 to \$89,999	3.44%	3.59%	104.3
\$90,000 to \$99,999	2.41%	2.67%	110.74
\$100,000 to \$124,999	3.99%	4.37%	109.54
\$125,000 to \$149,999	2.23%	2.06%	92.27
\$150,000 to \$199,999	2.99%	4.08%	136.56
\$200,000 to \$249,999	0.68%	0.95%	139.78
\$250,000 or more	0.93%	1.14%	122.45
Median Household	34,314	38,122	111.1
Average Household	51,399	59,529	115.82
Per Capita Household	24,085	27,747	115.2
Family/Non-Family Household Income			
Median Family Income	55,137	55,675	100.98
Average Family Income	70,900	76,653	108.11
Median Non-Family Income	19,616	22,811	116.29
Average Non-Family Income	29,010	32,057	110.5

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	53.45%	58.57%	109.58
Families with Children	22.61%	23.73%	104.94
Families without Children	30.84%	34.84%	112.97
Non-Family Households			
% Non-Family Households	46.55%	41.43%	89.01
Non-Families with Children	0.12	0.11	96.5
Non-Families without Children	46.43	41.32	88.99
Housing Units			Index
Total Housing Units	28,198	15,152	
Vacant percent	31.54%	54.08%	171.47
Owned percent	39.23%	30.44%	77.61%
Rented Percent	29.23%	15.48%	52.94
Households by Size			Index
Avg household size	2.08	2.04	98.08
Avg family hh size	2.71	2.60	95.94
Avg non-family hh size	1.35	1.25	92.59
Households By Count of Persons			Percent
One	6,045	2,082	34.44%
Two	8,185	3,171	38.74%
Three or Four	4,520	1,556	34.42%
Five+	555	149	26.85%

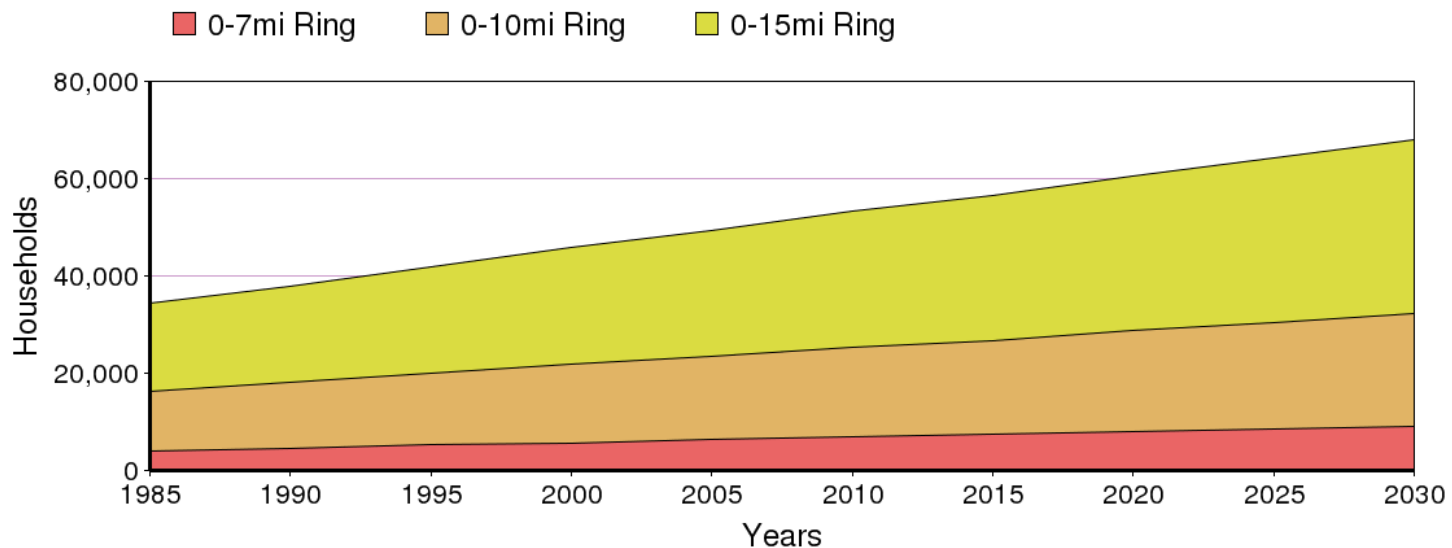
Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	36,952	12,659	34.26%
2000 Population	42,695	13,447	31.5%
2010 Population	45,925	15,019	32.7%
2015 Population	48,142	15,620	32.45%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	13,693	4,646	33.93%
2000 Households	16,540	5,728	34.63%
2010 Households	19,305	6,958	36.04%
2015 Households	20,503	7,365	35.92%

Household Change from 1985 to 2030



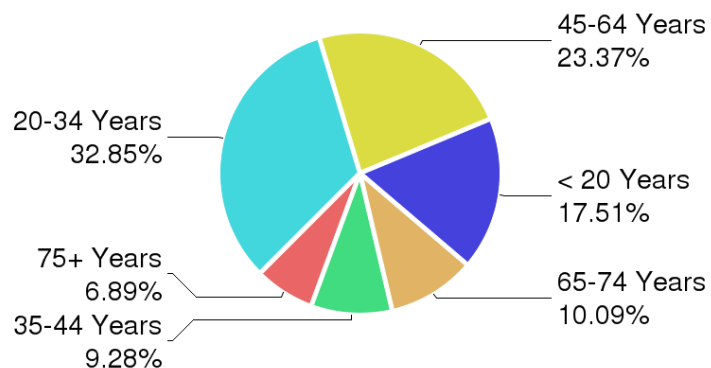
Projected Demographic Summary

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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.63%	5.38%	116.2
4-5 Years	1.54%	1.83%	118.83
6-8 Years	2.57%	2.91%	113.23
9-11 Years	2.55%	2.52%	98.82
12-13 Years	1.84%	1.72%	93.48
14-17 Years	3.64%	2.06%	56.59
18-19 Years	2.23%	1.08%	48.43
0-5 Years	6.17%	7.21%	116.86
6-12 Years	6.07%	6.36%	104.78
13-19 Years	6.77%	3.94%	58.2
< 20 Years	19.01%	17.51%	92.11
20-34 Years	28.32%	32.84%	115.96
35-44 Years	10.33%	9.28%	89.84
45-64 Years	26.49%	23.37%	88.22
65-74 Years	9.2%	10.09%	109.67
75+ Years	6.63%	6.89%	103.92
Median Age	29	39	133.37
Median Age (Male)	29	39	134.89
Median Age (Female)	30	39	132.51

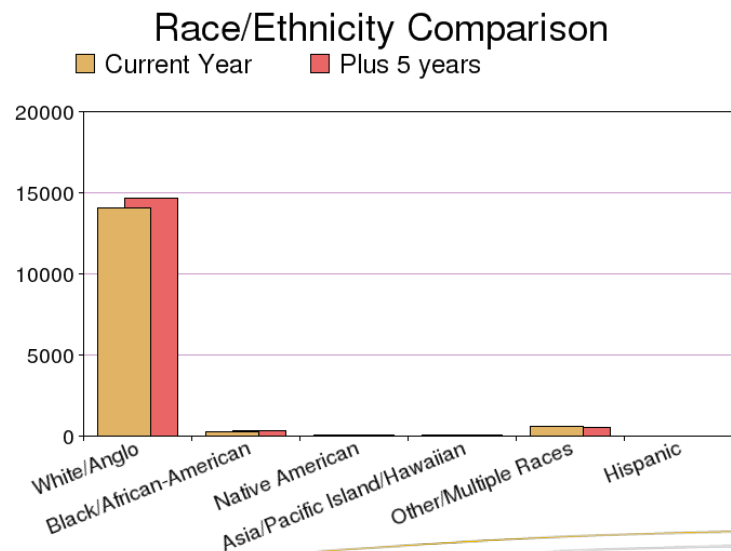
Projected Age Group Percentages



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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



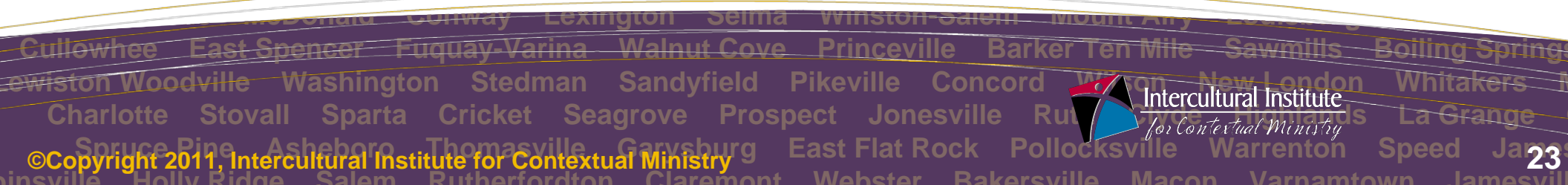
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	93.63%	93.74%	100.11
Black, African-American	1.58%	1.93%	122.01
Native American	0.25%	0.26%	103.95
Asian	0.49%	0.57%	117.23
Pacific Island, Hawaiian	0.06%	0.06%	106.84
Other/Multiple Races	3.98%	3.44%	86.5
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,525	12,004	
Less than 9th Grade	5.21%	4.21%	80.8
No High School Diploma	10.7%	11.1%	103.8
High School Graduate	23.1%	23.75%	102.83
Some College, no degree	19.44%	18.89%	97.15
Associate Degree	8.07%	8.21%	101.83
College Degree	19.42%	19.63%	101.06
Graduate/Prof. degree	14.07%	14.21%	101

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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.47%	14.27%	98.6
\$10,000 to \$19,999	14.01%	13.77%	98.25
\$20,000 to \$29,999	14.9%	14.32%	96.11
\$30,000 to \$49,999	16.1%	14.11%	87.64
\$50,000 to \$59,999	10.51%	10.82%	103
\$60,000 to \$69,999	6.51%	6.59%	101.15
\$70,000 to \$79,999	4.58%	4.73%	97.73
\$80,000 to \$89,999	3.59%	3.73%	98.25
\$90,000 to \$99,999	2.67%	2.72%	101.58
\$100,000 to \$249,999	4.37%	5%	114.36
\$125,000 to \$149,999	2.06%	2.43%	118.26
\$150,000 to \$199,999	4.08%	4.93%	120.75
\$200,000 to \$249,999	0.95%	1.1%	115.95
\$250,000 or more	1.14%	1.29%	113.61
Median Household	38,122	39,838	104.5
Average Household	59,529	63,195	106.16
Per Capita Household	27,747	29,984	108.06
Family/Non-Family Household Income			
Median Family Income	55,675	61,686	110.8
Average Family Income	76,653	82,245	107.3
Median Non-Family Income	22,811	24,032	105.35
Average Non-Family Income	32,057	34,469	107.52



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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.57%	57.12%	97.53
Families with Children	23.73	22.78	96.02
Families without Children	34.84	34.7	99.62
Non-Family Households			
% Non-Family Households	41.43%	42.88%	103.49
Non-Families with Children	0.11	0.12	103.49
Non-Families without Children	41.32	42.76	103.48
Housing Units			
Total Housing Units	15,152	16,007	105.64%
Vacant percent	54.08%	53.99%	99.83
Owned percent	30.44%	30.56%	100.38
Rented Percent	15.48%	15.45%	99.83
Households by Size			
Avg household size	2.04	2.01	98.53%
Avg family hh size	2.60	2.61	100.38%
Avg non-family hh size	1.25	1.21	96.8%
Households By Count of Persons			
One	2,082	2,297	110.33%
Two	3,171	3,325	104.86%
Three or Four	1,556	1,600	102.83%
Five+	149	142	95.3%

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.

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	286	611	242
Northern Europe	36	48	11
Western Europe	43	82	29
Southern Europe	28	13	5
Eastern Europe	19	44	11
Other Europe	0	0	0
Eastern Asia	25	93	20
So. Central Asia	1	7	7
SE Asia	4	22	33
Western Asia	19	30	9
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	1	6	0
Middle Africa	0	0	0
Northern Africa	2	13	3
Southern Africa	2	6	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	1	1	1
Caribbean	9	39	5
Central Amer.	68	139	78
South America	13	8	6
North America	15	60	24
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	11,984	25,137	18,514
Spanish	223	641	406
Other Indo-Euro language	301	487	183
French (incl. Patois, Cajun)	81	172	70
French Creole	0	0	0
Italian	16	19	0
Portuguese	13	25	13
German	108	184	72
Yiddish	6	0	0
Other West Germanic	2	11	6
A Scandinavian Language	19	9	0
Greek	21	14	3
Russian	15	12	0
Polish	2	17	0
Serbo-Croatian	0	0	0
Other Slavic Language	3	8	7
Armenian	0	0	0
Persian	0	0	0
Gujarathi	3	1	0
Hindi	0	2	11
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	12	10	0
Asian/PI languages	0	0	0
Chinese	4	60	13
Japanese	14	26	5
Korean	4	25	6
Mon-Khmer, Cambodian	0	18	0
Miao, Hmong	6	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	2	13	0
Other Asian	7	0	5
Tagalog	0	0	0
Other Pacific Is	1	5	0
Other languages	17	61	11
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	9	0
Arabic	16	0	8
Hebrew	1	41	3
African languages	0	11	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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	9,436	18,587	12,644
Arab	20	30	39
Armenian	4	2	2
Austrian	15	11	20
British	97	227	93
Canadian	6	49	5
Croatian	2	5	0
Czech	10	23	3
Czechoslovak	3	18	15
Danish	7	24	5
Dutch	138	261	153
English	1,534	2,896	1,985
European	190	472	208
Finnish	2	3	4
French (not Basque)	248	297	159
French Canadian	22	61	66
German	1,243	2,560	1,408
Greek	80	113	10
Hungarian	17	16	8
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	914	1,618	1,084
Italian	318	723	207
Lithuanian	5	5	4
Norwegian	96	165	78
Polish	90	234	69
Portuguese	4	3	5
Romanian	7	18	0
Russian	33	44	11
Scandinavian	30	39	10
Scotch-Irish	806	1,550	628
Scottish	586	1,138	475
Slovak	0	7	6
Subsaharan African	7	17	11
Swedish	80	204	86
Swiss	23	54	26
Ukrainian	4	16	11
US/American	1,784	3,326	4,431
Welsh	45	139	48
West Indian	6	37	3
Yugoslavian	0	14	0
Other	960	2,167	1,267



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

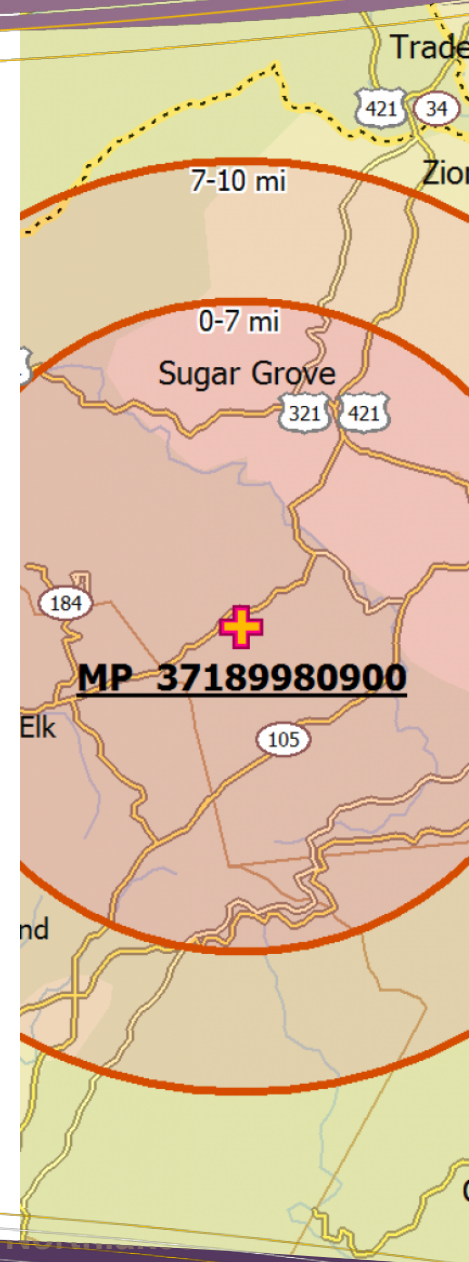
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	6,958	100%	4,743	100%
AFFLUENT SUBURBIA	185	2.66%	134	2.83%
America's Wealthiest	39	0.56%	31	0.65%
Dream Weavers	101	1.45%	72	1.52%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	45	0.65%	31	0.65%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	227	3.26%	153	3.23%
Status Conscious Consumers	6	0.09%	4	0.08%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	213	3.06%	143	3.01%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	8	0.11%	6	0.13%
SM TWN SUCCESS	427	6.14%	290	6.11%
Successful Urban Sprawl	104	1.49%	6	0.13%
2nd City Homebodies	42	0.6%	74	1.56%
Prime Middle America	0	0%	27	0.57%
Urban Optimists	192	2.76%	0	0%
Family Convenience	89	1.28%	122	2.57%
Mid-Market Enterprise	0	0%	61	1.29%

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	6,958	100%	4,743	100%
BLUE COLLAR BACKBONE	247	3.55%	155	3.27%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	175	2.52%	106	2.23%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	72	1.03%	49	1.03%
AMER. DIVERSITY	1,326	19.06%	939	19.8%
Ethnic Urban Mix	60	0.86%	42	0.89%
Urban Blues	21	0.3%	14	0.3%
Professional Urbanites	569	8.18%	411	8.67%
Urban Advancement	427	6.14%	288	6.07%
Amer. Great Outdoors	99	1.42%	63	1.33%
Mature America	150	2.16%	121	2.55%
METRO FRINGE	621	8.92%	425	8.96%
Steadfast Conservative	505	7.26%	346	7.29%
Moderate Conventionalists	80	1.15%	54	1.14%
Southern Blues	36	0.52%	25	0.53%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	6,958	100%	4,743	100%
REMOTE AMERICA	1,325	19.04%	803	16.93%
Hardy Rural Fam.	1,118	16.07%	680	14.34%
Rural Southern Living	155	2.23%	91	1.92%
Coal & Crops	52	0.75%	32	0.67%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	163	2.34%	118	2.49%
Young Cosmopolitans	64	0.92%	50	1.05%
Minority Metro Communities	12	0.17%	9	0.19%
Stable Careers	18	0.26%	13	0.27%
Aspiring Hispania	69	0.99%	46	0.97%
RURAL VILLAGES & FARMS	1,135	16.31%	684	14.42%
Aspiring Hispania	229	3.29%	46	0.97%
Industrious Country Living	42	0.6%	156	3.29%
America's Farmland	300	4.31%	24	0.51%
Comfy Country Living	253	3.64%	183	3.86%
Small Town Connections	311	4.47%	147	3.1%
Hinterland Fam.	0	0%	128	2.7%



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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	6,958	100%	4,743	100%
STRUGGLING SOCIETIES	1,154	16.59%	949	20.01%
Rugged Southern Style	33	0.47%	19	0.4%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	1,121	16.11%	930	19.61%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	128	1.84%	78	1.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	126	1.81%	77	1.62%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	2	0.03%	1	0.02%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	18	0.26%	15	0.32%
Military Family Life	0	0%	0	0%
Major University Towns	18	0.26%	15	0.32%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

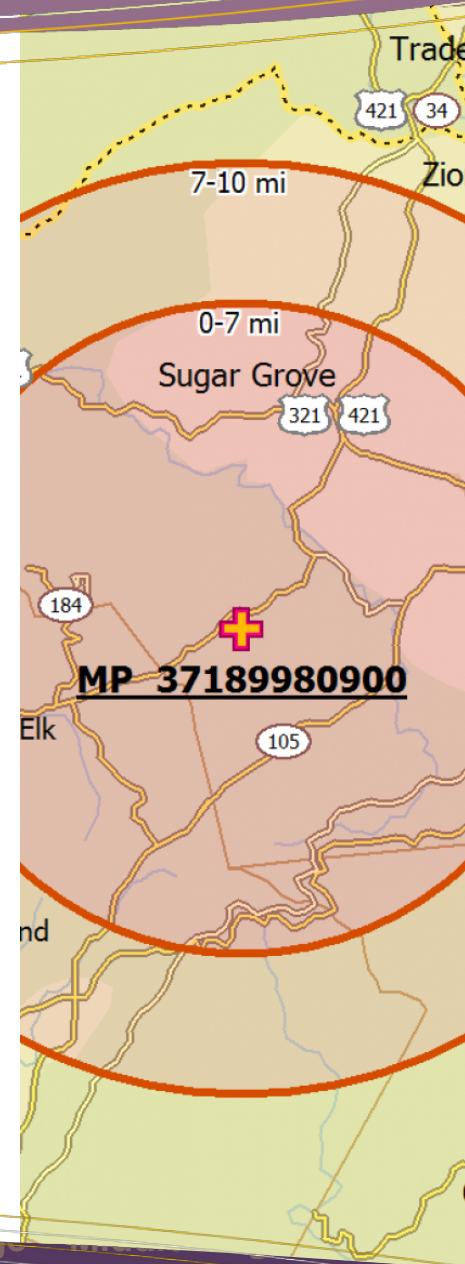
Potential Cultural Bridges

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 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	66%	67%	66%
Dining Out (Not Fast Food)	62%	64%	61%
Reading Books	59%	60%	57%
Card Games	42%	43%	43%
Cooking for Fun	37%	40%	37%
Gardening	35%	34%	36%
Go To A Beach/Lake	34%	35%	34%
Board Games	33%	34%	34%
Photography	22%	22%	21%
Visit Museum	22%	23%	21%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	41%	41%	40%
Dentist	28%	28%	27%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	21%	20%	20%
Eye Dr.	20%	20%	19%
None Of These	20%	20%	20%
High Cholesterol	18%	18%	17%
Any Arthritis	17%	16%	17%
Acid Reflux Disease (GERD)	16%	15%	14%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	28.87%	31.54%	28.29%
Live Theater	23.09%	24.3%	21.52%
Live Theater Most Often	20.23%	21.23%	18.56%
Rock/Pop Concerts Most Often	15.37%	17.9%	15.68%
Dance Performance	8.4%	8.42%	7.61%
Classical Concerts Most Often	7.06%	7.45%	6.35%
Movies: Action/Adventure	35.97%	34.02%	34.26%
Movies: Comedy	33.16%	31.28%	32.53%
Movies: Drama	20.76%	20.24%	19.14%

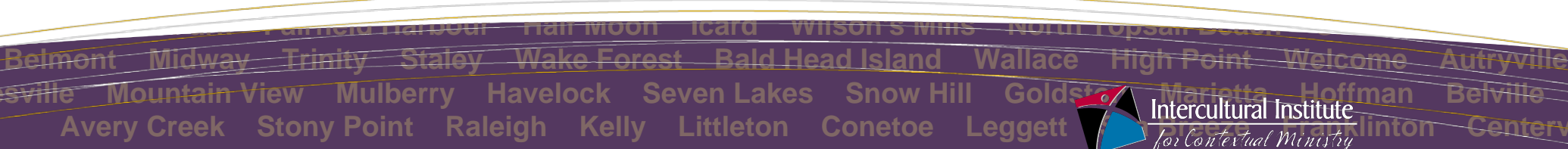
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Romantic Comedy	18.96%	18.86%	18.29%
Movies: Mystery	16.75%	17.41%	16.19%
Movies: Fam.	16.41%	14.97%	15.57%
College Football Reg. Season	7.27%	7.09%	6.69%
MLB Baseball Reg. Season	6.7%	6.63%	6.46%
College Basketball Reg. Season	5.56%	6.1%	5.3%
NFL Football Reg. Season	5.46%	5.04%	5.1%
NBA Basketball Reg. Season	2.26%	2.08%	2.15%
Auto Racing Events	2.16%	1.94%	2.45%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	42.09%	41.92%	40.63%
Swimming	34.61%	35.69%	35.23%
Billiards/Pool	21.79%	24.88%	22.68%
Bowling	21.59%	22.6%	22.38%
Freshwater Fishing	20.34%	19.67%	22.06%
Mountain/Road Biking	17.14%	19.04%	17.03%
Golf	16.7%	18.59%	16.49%
Camping Trips	16.06%	15.14%	18.15%
Basketball	15.58%	17.44%	16.58%
Jogging/Running	14.55%	16.18%	14.73%
Using Cardio Machine	13.74%	14.79%	13.42%
Weight Training	13.64%	14.63%	14.05%
Stationary Cycling	12.65%	12.28%	11.86%
Hunting	11.85%	10.76%	13.31%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Backpacking/Hiking	11.49%	12.76%	12.34%
Football	10.93%	13.65%	12.21%
Power Boating	10.3%	9.84%	9.8%
Baseball	9.62%	10.13%	10.39%
Aerobics	8.85%	8.69%	8.38%
Target Shooting	8.6%	8.49%	9.88%
Yoga	8.34%	9.18%	8.01%
Canoeing/Kayaking	7.86%	6.92%	7.71%
Tennis	7.8%	9.21%	8.27%
Soccer	7.76%	9.19%	8.1%
Saltwater Fishing	7.52%	6.73%	7.54%
Softball	7.28%	7.59%	7.63%
Horseback Riding	7.27%	7.26%	7.79%
Volleyball	6.89%	7.19%	7.62%



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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Ice Skating	6.23%	7%	6.24%
Water Skiing	5.45%	5.61%	5.65%
Motorcycling	5.36%	5.02%	5.54%
Roller Skating	5.34%	5.77%	5.51%
Fly Fishing	4.84%	4.47%	5.05%
Archery	4.74%	4.67%	5.38%
Jet Skiing	4.72%	5.1%	5.08%
Downhill & X-Country	4.36%	4.64%	4.53%
Skiing			
Snorkeling	3.92%	4.3%	4.43%
Sailing	3.83%	3.62%	3.57%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Snowboarding	3.7%	4.18%	3.77%
Rock Climbing	3.66%	4.35%	4.03%
Racquetball	3.47%	3.41%	3.45%
Snowmobiling	3.44%	3.51%	3.7%
Auto Racing	3.2%	3.17%	3.33%
Hockey	3.07%	3.14%	3.21%
Martial Arts	3.03%	3.17%	3.47%
Skateboarding	2.86%	2.72%	3.09%
Rowing	2.7%	2.59%	2.7%
Surfing & Windsurfing	2.33%	2.42%	2.46%



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.

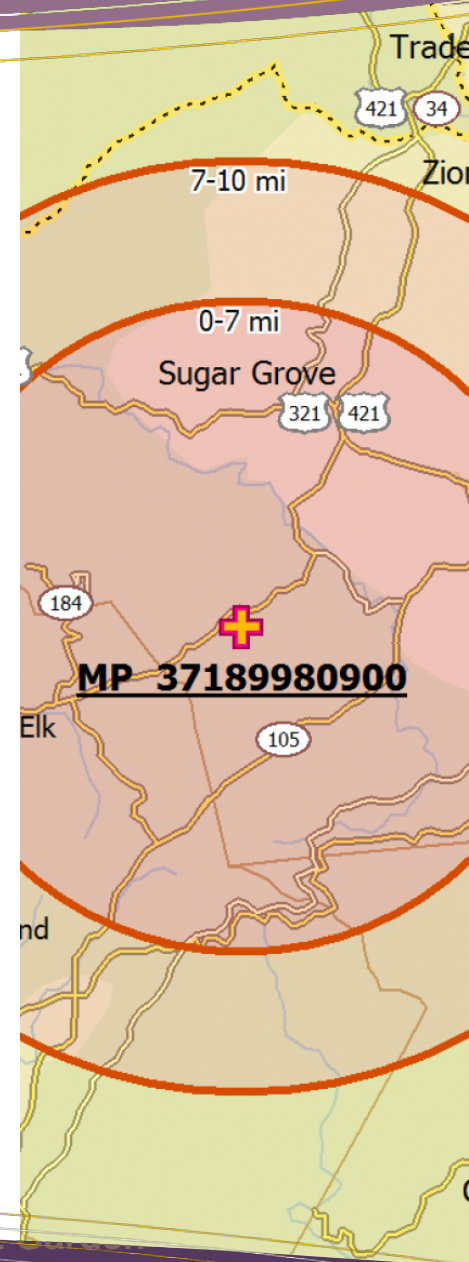
BIBLICAL BARRIERS

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.

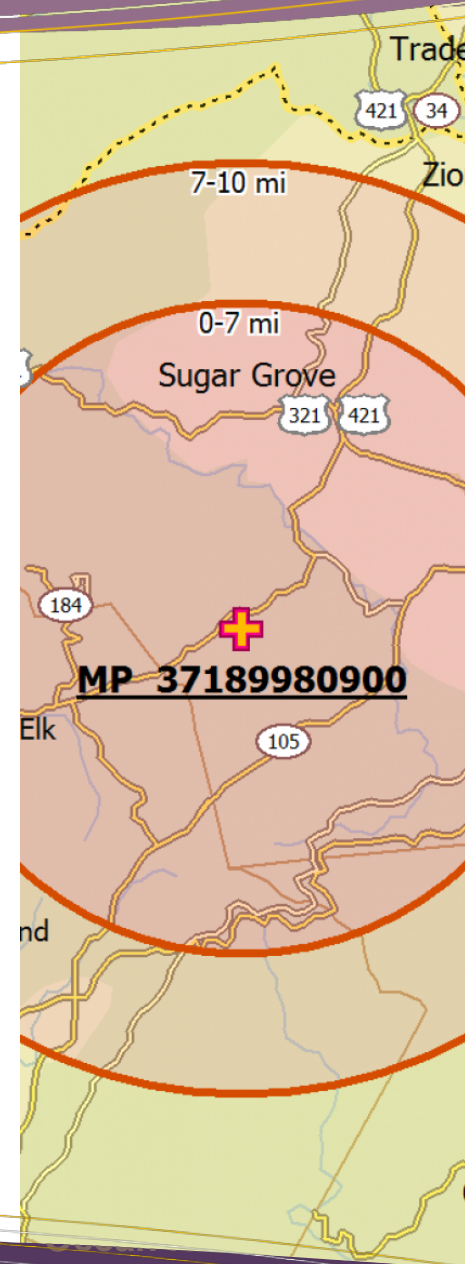
CULTURAL BARRIERS OF ACCEPTANCE

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.

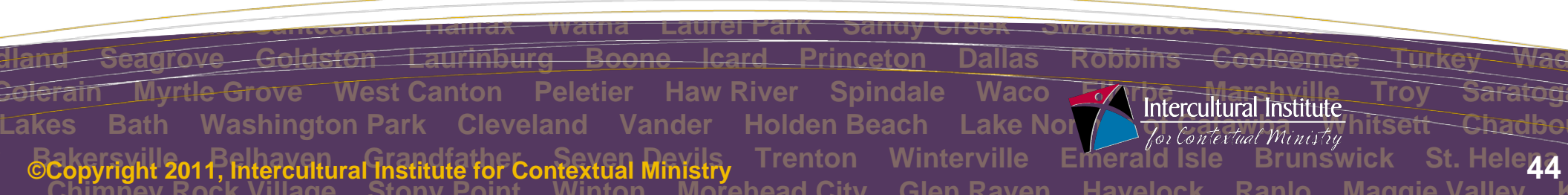


Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	49%	48%	49%
Find It Difficult To Say No To My Kids	38%	40%	40%
Prefer To Have Few Possessions As Possible	37%	40%	36%
Speak My Mind Even If It Upsets People	35%	34%	35%
Woman's Place Is In The Home	32%	31%	32%
Like Control Over People And Resources	32%	32%	33%
If Won Lottery Would Never Work Again	30%	31%	29%
Money Is Best Measure Of Success	29%	29%	29%
Don't Judge People/Way They Live Life	29%	30%	29%
Friends More Important Than My Fam.	28%	29%	27%
Like To Do Unconventional Things	28%	26%	27%
Like to Stand Out In A Crowd	21%	21%	21%

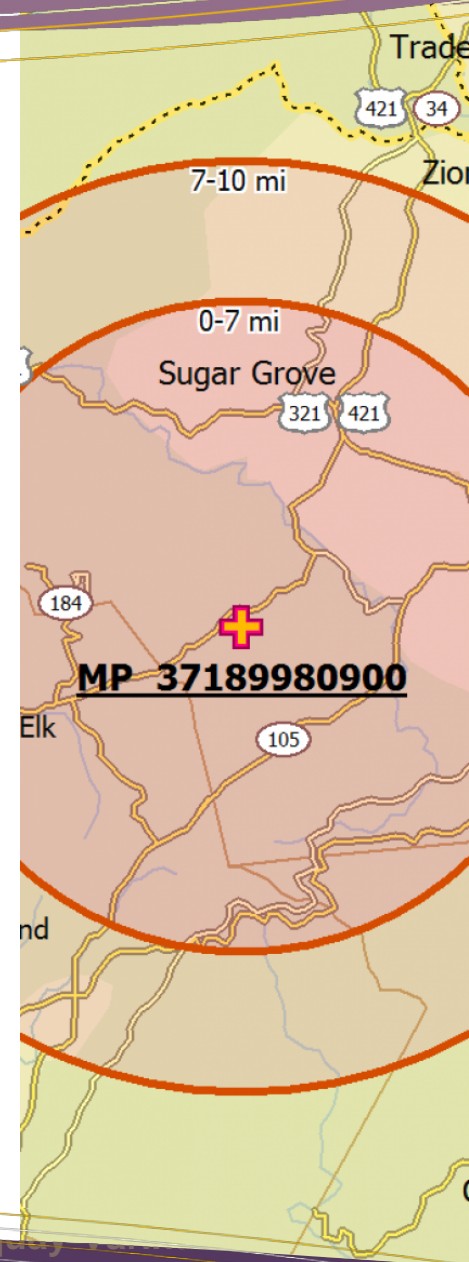
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like To Pursue Challenge/Novelty/Change	20%	20%	19%
Marijuana Should Be Legalized	18%	19%	18%
Too Much Sponsorship In Arts/Sports	18%	18%	19%
I Am A Workaholic	18%	20%	18%
Happy With My Standard Of Living	17%	19%	16%
Only Work Current Job for The Money	15%	14%	14%
Rarely Sit Down to a Meal Together At Home	14%	14%	16%
We Should Strive for Equality for All	13%	14%	13%
On Whole People Get What They Deserve	12%	14%	13%
Indulge My Kids With The Little Extras	10%	11%	10%
I Am A Perfectionist	8%	10%	8%
Willing To Give Up Time With Fam. To Advance	7%	7%	7%



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.

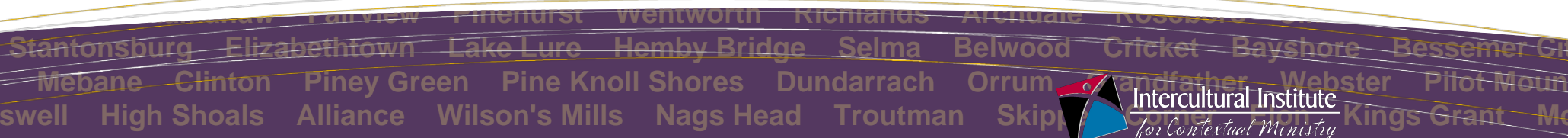


Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

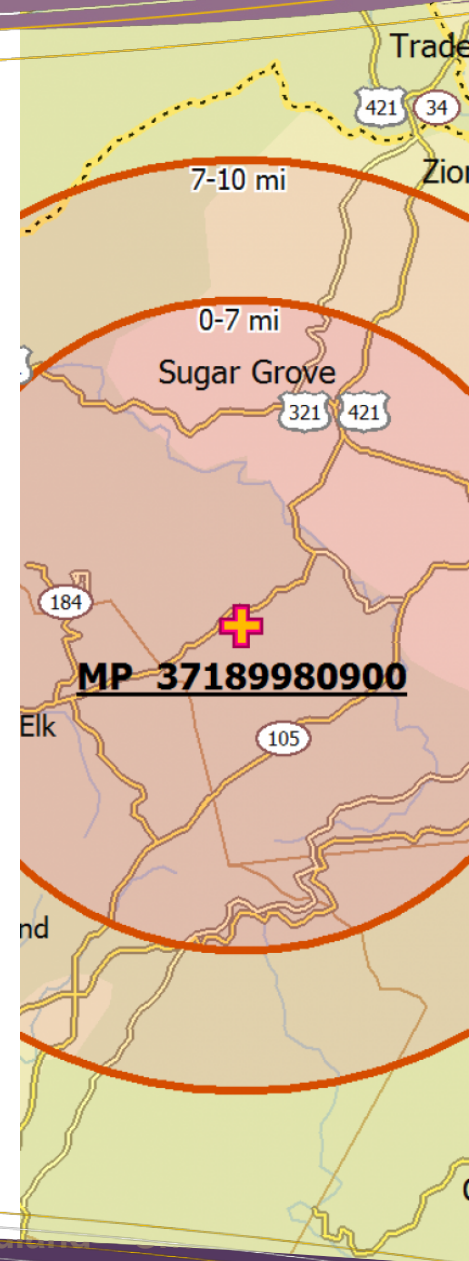
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	59%	59%	59%
You Should Seize Opportunities In Life	57%	57%	56%
Like To Understand About Nature	38%	40%	38%
Prefer To Have Few Possessions As Possible	37%	40%	36%
Prefer Work Part Of Team Than Alone	35%	36%	35%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	30%	29%	30%
Good At Fixing Things	30%	31%	30%
Have Keen Sense Of Adventure	27%	28%	27%
Like To Just Enjoy Life	22%	22%	21%
Worried About Pollution Caused By Cars	21%	25%	23%
People Have To Take Me As They Find Me	19%	18%	18%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Real Men Don't Cry	16%	15%	16%
Is An Important Part Of Who I Am	15%	13%	15%
Looking for New Ideas To Improve Home	13%	12%	13%
Provide My Kids With The Little Extras	13%	14%	14%
Try Not To Worry About The Future	13%	12%	12%
Enjoy Spending Time With My Fam.	8%	8%	10%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Feel Very Alone In The World	4%	4%	5%
Would Like To Set Up Own Business	2%	2%	3%



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.

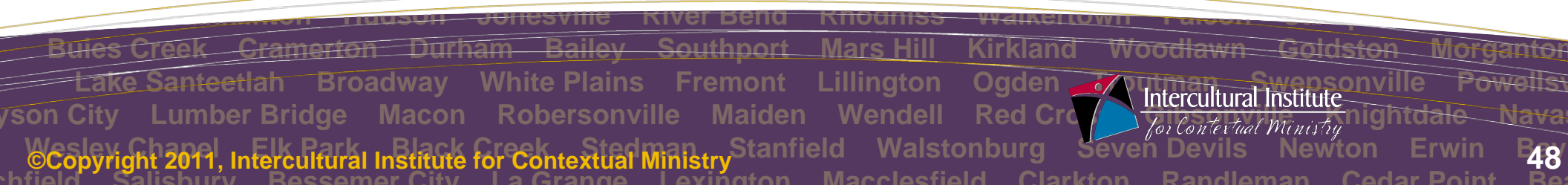


Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	81.77%	80.83%	83%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.82%	79.01%	79.92%
Houses-Visit Any			
McDonald's	54.39%	53.57%	54.55%
Burger King	31.8%	29.9%	32.97%
Subway	31.38%	31.73%	31.8%
Applebee's	29.84%	31.89%	29.82%
Wendy's	24.73%	23.88%	25.56%
Taco Bell	23.9%	23.08%	24.1%
Kentucky Fried Chicken (KFC)	22.25%	21.64%	24.03%
Arby's	20%	19.36%	20.02%
Olive Garden	18.75%	17.86%	17.82%
Pizza Hut	18.39%	17.71%	19.65%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	17.55%	17.47%	18.06%
Cracker Barrel	16.87%	16.99%	16.94%
Red Lobster	15.19%	14.6%	14.76%
Sonic	13.75%	12.52%	14.72%
Outback Steakhouse	13.49%	12.34%	12.41%
IHOP (International House Of Pancakes)	13.02%	13.31%	12.22%
Chili's Grill and Bar	12.72%	12.94%	11.81%
Denny's	12.51%	13.62%	12.46%
Domino's Pizza	12.51%	13.48%	12.86%
Starbucks	10.75%	11.76%	10.51%
Chick-Fil-A	10.59%	10.29%	10.6%
Golden Corral	10.05%	10.89%	11.03%

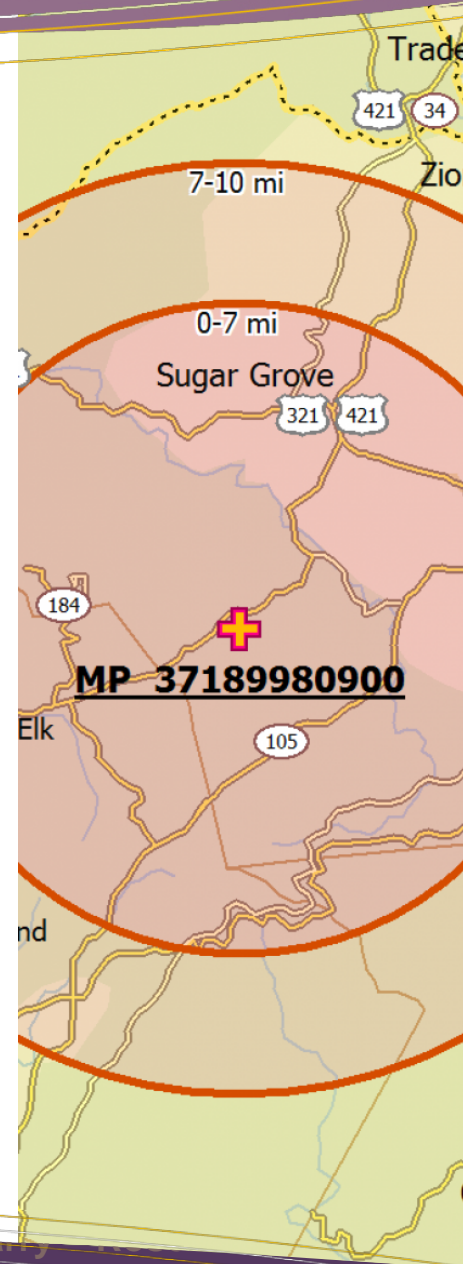


Potential Shared Projects

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-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	43%	41.36%	41.85%
Recycled products	34.04%	32.82%	31.81%
Worked as volunteer (non political)	17.11%	16.68%	16.4%
Engaged in fund raising	10.63%	10.56%	10.72%
Religious club member	7.34%	7.09%	7.34%
Wrote to editor of mag or newspaper	6.08%	6.2%	5.88%

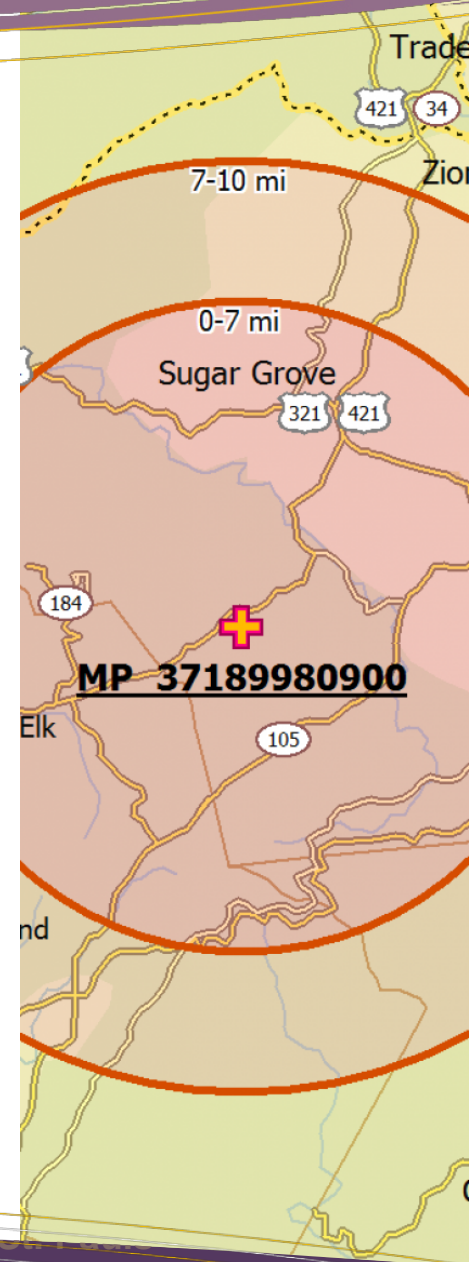
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to elected offcl about publ bus	5.88%	5.57%	5.59%
Charitable Organization	5.44%	5.62%	5.35%
Took active part in local civic issue	5.18%	5.32%	5.02%
Addressed a public meeting	5.14%	4.94%	4.85%
Union member	4.77%	4.55%	4.61%
Church Board	4.56%	4.16%	4.6%



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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7 MILES	7-10 MILES	10-15 MILES
Novel	17.63%	17.32%	16.64%
Mystery	12.83%	12.71%	12.21%
Children's Books	12.53%	12.26%	12.42%
Cookbooks	10.48%	10.4%	10.23%
Religious (not Bibles)	8.34%	7.96%	8.39%
Romance	7.1%	6.63%	6.92%
History	6.69%	6.24%	6.26%
Biography	6.37%	6.15%	5.98%
Personal/Business	6.33%	6.27%	6.04%
Self-help			

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	63.84%	64.03%	62.15%
Distributed			
Gen. Editorial	45.81%	45.86%	44.61%
Womens	40.66%	41.82%	40.37%
Service	35.72%	35.1%	35.14%
Mens	18.37%	19.65%	18.3%
Business/Finance	16.37%	16.54%	15.11%
Fishing/Hunting	15.91%	16.13%	16.83%
Sports	15.82%	17.31%	15.65%
Automotive	14.54%	15.17%	15.28%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	56.06%	54.62%	54.67%
Classified	36.2%	36.8%	37.17%
Sport	31.82%	31.5%	30.91%
Editorial Page	31.22%	29.7%	30.34%
Comics	28.94%	29.01%	28.32%
Business/Finance	28.18%	27.71%	26.22%
Movie Listings & Reviews	25.15%	25.71%	24.12%
Food/Cooking	24.72%	23.9%	23.46%
TV/Radio Listings	23.43%	22.14%	22.05%
Home/Gardening	19.04%	17.81%	18.23%
Travel	18.41%	17.73%	16.83%
Science/Technology	17.13%	16.99%	16.24%
Fashion	13.11%	12.76%	12.71%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	25.99%	24.9%	27.96%
Adult Contemporary	18.52%	18.69%	18.19%
CHR Contemp Hit Radio	17.97%	19.1%	17.85%
Rock	12.33%	13.02%	12.21%
Classic Rock	11.62%	11.82%	11.38%
News/Talk	10.21%	9.91%	9.44%
Oldies	9.82%	9.49%	9.64%
Urban Contemporary	9.34%	10.66%	9.75%
Alternative	8.73%	8.94%	8.55%
Variety	6.89%	6.99%	6.48%
Religious	5.71%	5.23%	5.75%
Soft Contemporary	5.29%	5.24%	4.98%
All Talk	4.16%	3.88%	3.68%
All News	4.09%	3.69%	3.3%
Classical	3.47%	3.49%	3.14%
Classic Hits	3.28%	3.34%	3.42%
Sports	3.06%	2.98%	2.83%
Jazz	3.01%	3.03%	2.6%

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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	64.55%	64.09%	64.35%
Soapnet	50.2%	48.24%	48.17%
Satellite Dish	48.47%	44.67%	48.78%
Other Video-On-Demand	42.03%	42.45%	43.45%
Comedy Central	37.51%	38.38%	33.37%
MSNBC	34.6%	34.89%	34.45%
Sci-Fi Channel	34.11%	33.11%	34.51%
Adult Swim	32.44%	35.36%	32.31%
Adult Pay Per View TV	32.41%	29.82%	32.23%
TV Info From Sunday TV Magazine	27.88%	25.43%	26.36%
ESPN Classic	27.58%	28.94%	24.38%
BET (Black Entertainment TV)	27.5%	28.61%	26.91%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Nickelodeon	27.01%	25.9%	28.03%
Nick At Nite	25.69%	26.48%	25.88%
ESPN2	25.18%	25.63%	23.46%
ABC Fam.	24.97%	26.61%	23.41%
TV Info From Newspapers	24.59%	23.51%	24.02%
TCM (Turner Classic Movies)	24.29%	24.01%	23.76%
Subscribe Digital Cable	24.25%	22.71%	24.47%
USA Network	24.16%	22.47%	22.58%
TV Info From Monthly Cable Guide	23.89%	23.73%	23.6%
The Golf Channel	23.46%	23.64%	22.38%
Hallmark Channel	22.6%	22.73%	22.92%
ESPN News	22.43%	23.54%	20.12%

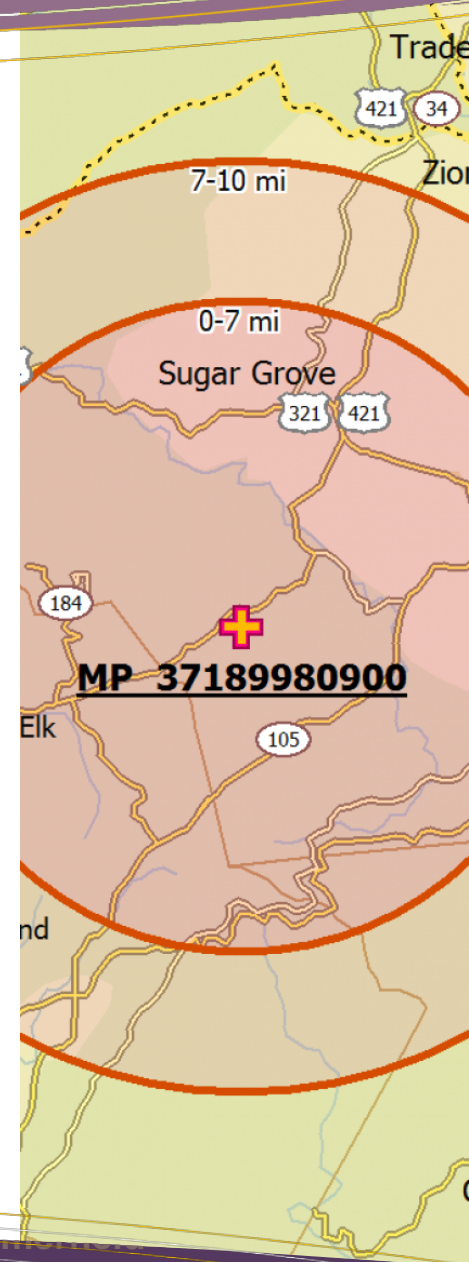


Communication Media Usage

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	21.22%	21.68%	20.67%
Medium Users (4-6)	10.91%	10.41%	10.21%
Light Users (1-3)	20.71%	20.75%	20.51%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	0.84%	0.93%
Newspaper II	1.17%	1.17%	1.1%
Newspaper III	2.06%	2.05%	2.22%
Newspaper IV	0.36%	0.36%	0.36%
Newspaper V (Light)	1.46%	1.08%	1.18%

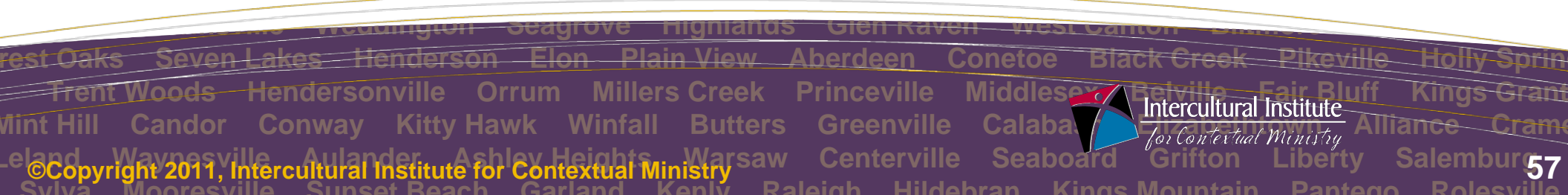
MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.66%	20.44%	19.79%
Magazines II	6.22%	5.98%	6.75%
Magazines III	11.66%	12.66%	11.78%
Magazines IV	8.92%	8.4%	9.03%
Magazines V (Light)	0.15%	0.17%	0.16%
Outdoor I (Heavy)	5.1%	4.9%	4.96%
Outdoor II	2.2%	2.21%	2.22%
Outdoor III	2.13%	2.18%	2.24%
Outdoor IV	16.46%	15.36%	16.71%
Outdoor V (Light)	25.77%	23.34%	24.15%
Yellow Pages I (Heavy)	15.07%	14.2%	14.61%
Yellow Pages II	5.25%	5.37%	5.03%
Yellow Pages III	7.05%	8.71%	7.32%
Yellow Pages IV	24.24%	24.26%	24.57%
Yellow Pages V (Light)	2.47%	2.66%	2.75%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	6.34%	8.16%	6.59%
Drive Time III (Medium)	0.81%	0.71%	0.83%
Radio IV & V (Light)	1.93%	1.65%	1.94%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	5.77%	5.39%	6.21%
Radio III (Medium)	3.4%	3.16%	3.55%
Radio IV & V (Light)	3.08%	2.85%	2.81%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.33%	10.67%	11.25%
Cable III (Medium)	4.99%	5.91%	5.57%
Cable IV & V (Light)	33.03%	32.46%	32.36%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	7.27%	8.99%	7.51%
Prime Time III (Medium)	2.38%	2.21%	2.13%
Prime Time IV & V (Light)	8.51%	9.53%	9.28%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.5%	41.92%	42.25%
Fringe III (Medium)	52.46%	51.59%	53.15%
Fringe IV (Light)	53.63%	52.31%	54.46%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	10.33%	9.21%	10.59%
All Day III (Medium)	22.51%	22.24%	23.93%
All Day IV (Light)	15.51%	17.67%	15.39%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.93%	12.01%	11.95%
6:00am - 10:00am	15.78%	15.22%	13.85%
10:00am - 3:00pm	8.56%	9.71%	7.97%
3:00pm - 7:00pm	12.29%	11.19%	11.85%
7:00pm - Midnight	13.53%	11.4%	11.4%
Midnight - 6:00am	5.55%	5.02%	4.76%
Weekend Radio			
Listeners			
Dayparts [summary]	11.85%	10.76%	11.17%
6:00am - 10:00am	4.1%	4.33%	3.78%
10:00am-3:00pm	7.03%	8.21%	6.6%
3:00pm - 7:00pm	5.87%	5.37%	5.47%
7:00pm - Midnight	9.37%	9.78%	9.11%
Midnight - 6:00am	10.95%	9.69%	9.2%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.84%	11.29%	9.89%
Saturday:	7.96%	6.96%	7.06%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.03%	13.02%	11.91%
9:00am-1:00pm	25.69%	26.48%	25.88%
9:00am-4:00pm	29.13%	29.74%	29.24%
4:00pm-7:00pm	26.84%	26.69%	26.3%
11:00pm-1:00am	43.27%	44.38%	42.77%
AVG Prime time	1.89%	1.69%	1.81%
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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	17.52%	17.17%	16.22%
7-9am	25.18%	25.63%	23.46%
9am-12noon	21.58%	22.27%	21.39%
12noon-4pm	7.56%	7.47%	7.85%
4-6pm	41.81%	42.23%	41.9%
6-7pm	17.78%	17.35%	18.58%
7-7:30pm	1.9%	1.81%	1.7%
7:30-8pm	10.49%	10.83%	10.78%
8-11pm	9.84%	11.29%	9.89%
11pm-12am	34.6%	34.89%	34.45%
11pm-1am	43.27%	44.38%	42.77%
1-6am	31.27%	31.35%	29.28%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	17.97%	18.29%	17.22%
Sat: 10am-1pm	8.24%	8.06%	7.72%
Sat: 1-4pm	22.83%	21.65%	22.22%
Sat: 4-6pm	6.93%	7.26%	6.77%
Sat: 6-7pm	1.4%	1.35%	1.36%
Sat: 7-8pm	0.94%	0.93%	0.97%
Sat: 8-11pm	7.96%	6.96%	7.06%
Sat: 11pm-1am	4.51%	4.47%	4.29%
Sat: 1am-7pm	24.16%	22.47%	22.58%
Sun: 7-10am	2.04%	2.35%	2.45%
Sun: 10am-1pm	6.52%	7.17%	7.15%
Sun: 1-4pm	4.97%	5.06%	5.42%
Sun: 4-7pm	14.31%	15.68%	14.61%
Sun: 7-11pm	11.03%	13.02%	11.91%
Sun: 11pm-1am	5.43%	6.39%	5.43%
Sun: 1-7am	21.16%	22.54%	21.53%

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?

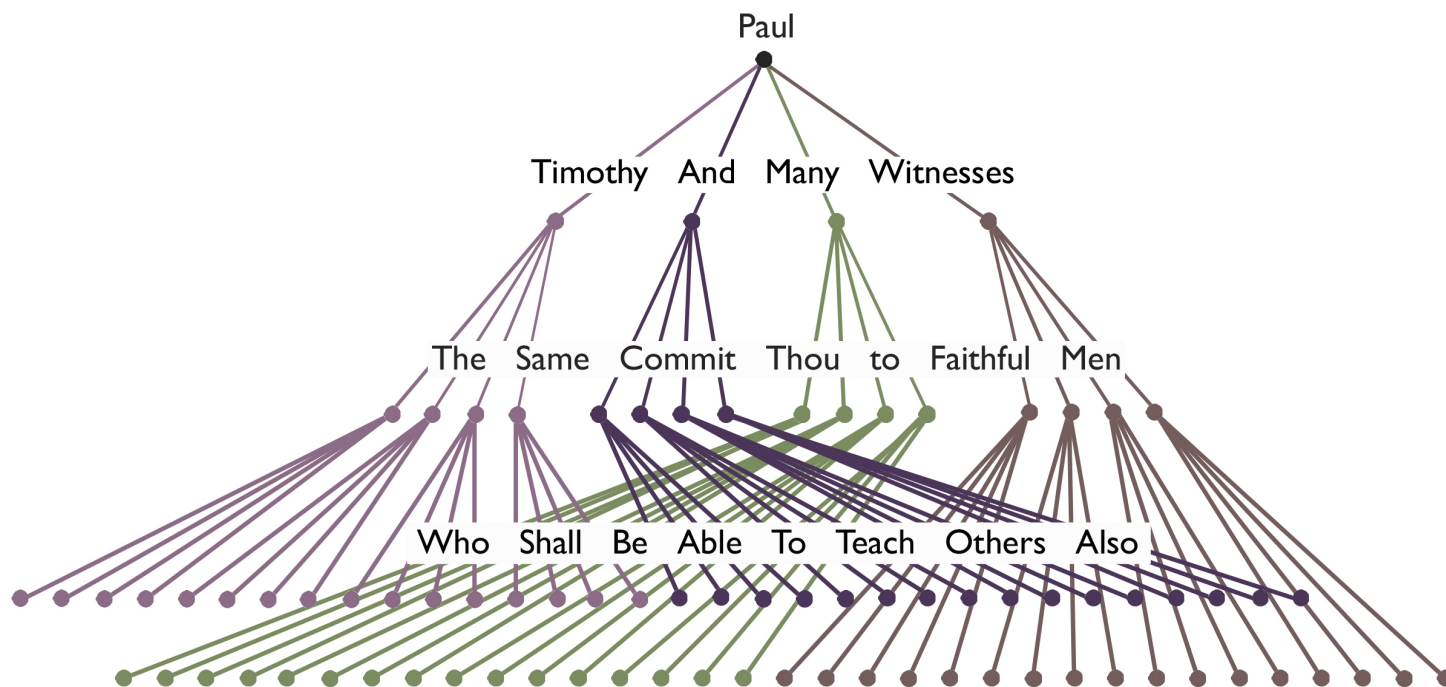


Biblical Missional Multiplication

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.

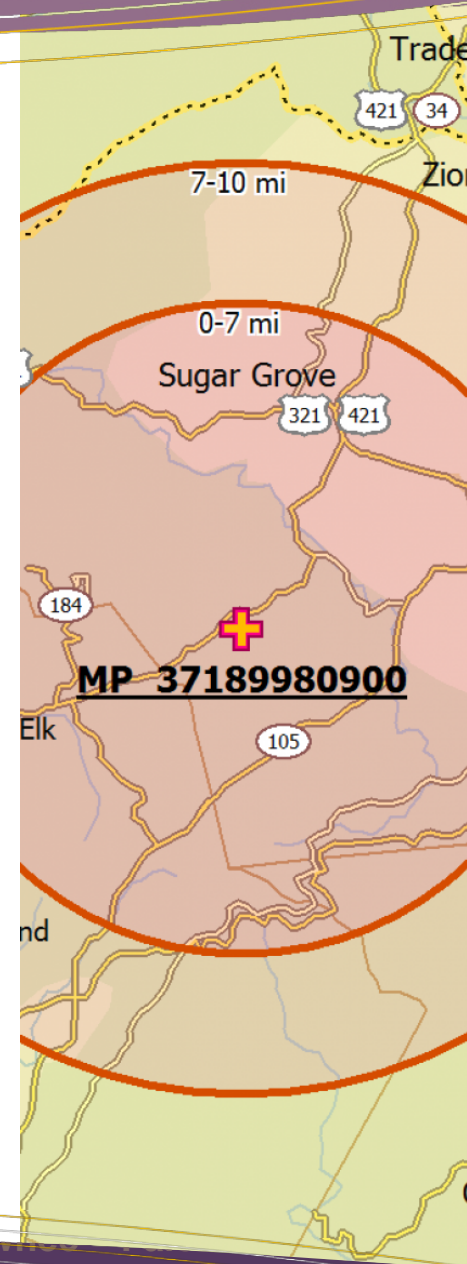


Your MissionSite and the Missional Suite

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. IICM provides access to a number of resources:

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	White Rock - Banner Elk	179 Hade Smith Dr Banner Elk, NC 28604	1.95 mi	0	Insufficient Data
2	Clarks Creek - Banner Elk	2988 Clarks Creek Rd Banner Elk, NC 28604	2.10 mi	21	Insufficient Data
3	Mount Calvary - Banner Elk	1161 Hwy 194 Banner Elk, NC 28604	2.59 mi	258	Insufficient Data
4	Sugar Mountain - Newland	1832 Sugar Mountain 2 Rd Newland, NC 28657	4.01 mi	43	Declining
5	Valley Haven - Beech Mountain	651 Beech Mountain Pkwy Banner Elk, NC 28604	4.47 mi	26	Declining
6	Cool Springs - Blowing Rock	1938 Payne Branch Rd Blowing Rock, NC 28605	5.76 mi	25	Insufficient Data
7	Middle Fork - Boone	268 Bishop Ridge Parkway Blowing Rock, NC 28605	5.76 mi	43	Declining
8	Sandy Flat - Blowing Rock	1756 US Highway 221 S Blowing Rock, NC 28605	5.76 mi	42	Plateauing
9	Blowing Rock First - Blowing Rock	350 Sunset Dr Blowing Rock, NC 28605	5.76 mi	200	Growing
10	Brushy Fork - Vilas	3915 US Highway 421 N Vilas, NC 28692	5.79 mi	104	Declining
11	Willowdale - Vilas	133 Westside Dr Vilas, NC 28692	6.45 mi	77	Plateauing
12	Oak Grove - Boone	306 Oak Grove Rd Boone, NC 28607	6.58 mi	94	Plateauing
13	Willow Valley - Vilas	603 Phillips Branch Rd Vilas, NC 28692	6.65 mi	120	Insufficient Data
14	Poplar Grove - Boone	1228 Poplar Grove Rd S Boone, NC 28607	6.72 mi	49	Plateauing
15	Beech Valley - Sugar Grove	3663 Buckeye Rd Sugar Grove, NC 28679	6.91 mi	86	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Zion Hill - Sugar Grove	6465 US Highway 321 N Sugar Grove, NC 28679	7.35 mi	51	Declining
17	Boone First - Boone	375 W King St Boone, NC 28607	7.52 mi	0	Insufficient Data
18	Greenway - Boone	880 Greenway Rd Boone, NC 28607	7.76 mi	183	Declining
19	Elk Park First - Elk Park	107 Maple St Elk Park, NC 28622	8.07 mi	24	Declining
20	Beaver Dam - Vilas	2695 Beaver Dam Rd Vilas, NC 28692	8.17 mi	0	Insufficient Data
21	Cove Creek - Sugar Grove	1330 Sherwood Rd Vilas, NC 28692	8.17 mi	25	Growing
22	Fall Creek - Elk Park	4241 Beech Mountain Rd Elk Park, NC 28622	8.40 mi	47	Declining
23	Doe Ridge - Boone	735 Doe Ridge Rd Boone, NC 28607	8.52 mi	26	Plateauing
24	Beech Mountain - Elk Park	1326 Dark Ridge Rd Elk Park, NC 28622	8.61 mi	34	Declining
25	Pleasant Valley - Elk Park	200 Hicks Hollow Rd Elk Park, NC 28622	8.61 mi	0	Plateauing
26	Pilgrim - Elk Park	100 Baptist Church Loop Elk Park, NC 28622	8.61 mi	0	Insufficient Data
27	Perkinsville - Boone	274 Jefferson Rd Boone, NC 28607	8.62 mi	166	Growing
28	Meat Camp - Boone	236 Meat Camp Baptist Church Rd Boone, NC 28607	8.88 mi	62	Plateauing
29	Shepherd's Heart Ministries - Boone	255 Country Ln Boone, NC 28607	8.88 mi	125	Insufficient Data
30	Laurel Fork - Boone	229 Jake Storie Rd Boone, NC 28607	8.88 mi	79	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Three Forks - Boone	1922 US Highway 421 S Boone, NC 28607	8.88 mi	45	Plateauing
32	Mount Vernon - Boone	3505 Bamboo Rd Boone, NC 28607	8.88 mi	870	Plateauing
33	Shulls Mills - Boone	511 Shulls Mills Rd Boone, NC 28607	8.88 mi	7	Insufficient Data
34	Rich Mountain - Boone	4620 Howards Creek Rd Boone, NC 28607	9.11 mi	0	Insufficient Data
35	Baileys Camp - Lenoir	9195 Blackberry Rd Lenoir, NC 28645	9.22 mi	14	Plateauing
36	Howards Creek - Boone	240 Howards Creek Church Rd Boone, NC 28607	9.23 mi	210	Plateauing
37	Pleasant Grove - Zion	1564 Silverstone Rd Zionville, NC 28698	9.35 mi	84	Declining
38	Pineola Missionary Baptist - Pineola	5 Pineola Church Rd Pineola, NC 28662	9.55 mi	45	Declining
39	Cranberry - Newland	5750 N US Highway 19e Newland, NC 28657	9.59 mi	63	Declining
40	Oak Grove - Newland	1790 Millers Gap Hwy Newland, NC 28657	9.77 mi	134	Declining
41	Bethel - Vilas	123 Mountain Dale Rd Vilas, NC 28692	9.81 mi	98	Insufficient Data
42	Edgemont - Collettsville	7980 Edgemont Church Pl Collettsville, NC 28611	11.16 mi	20	Insufficient Data
43	Proffitt's Grove - Boone	3200 Meat Camp Rd Boone, NC 28607	11.81 mi	151	Plateauing
44	Rutherwood - Boone	142 Don Hayes Rd Boone, NC 28607	11.98 mi	204	Plateauing
45	Union - Zionville	802 North Fork Rd Zionville, NC 28698	12.04 mi	132	Plateauing



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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.

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