

# MissionSite

top unreached locations



NORTH WILKESBORO, NC

CENSUS TRACT: 37193960700

REGION: Region 7: Northwest

COUNTY: Wilkes

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



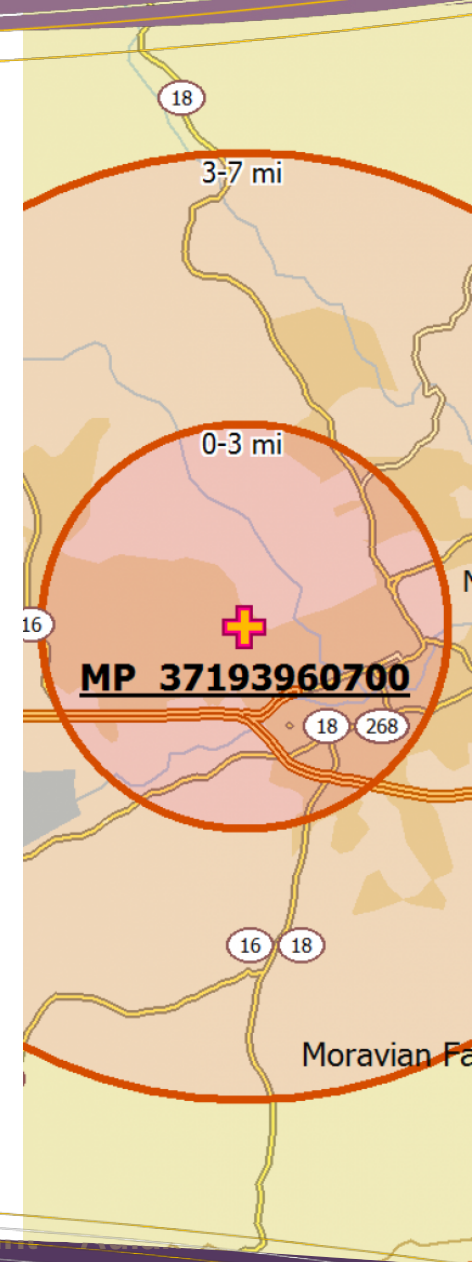
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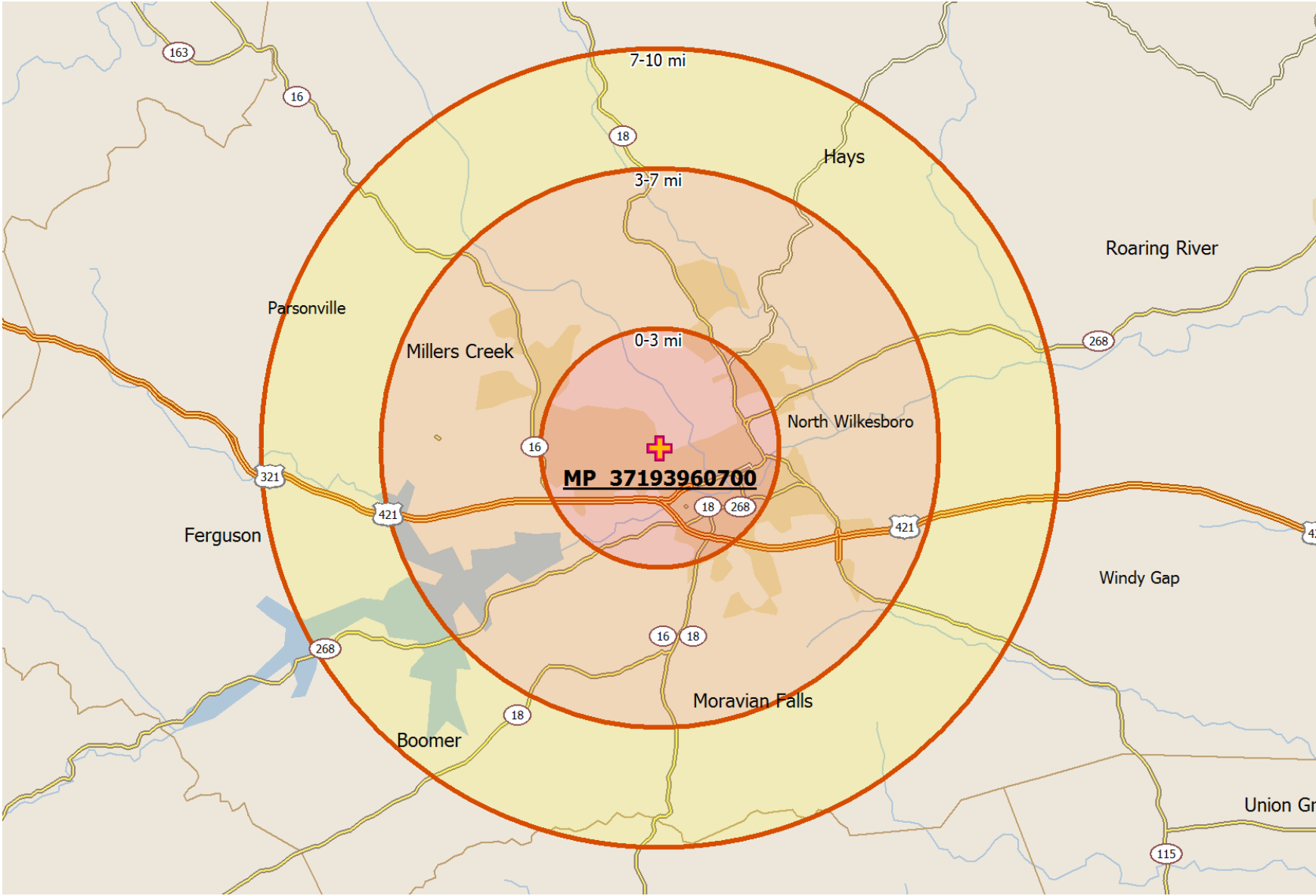
## Site Location Summary

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	3707	Region 7: Northwest
3	County Location	37193	Wilkes
4	Zipcode	28659	Wilkes
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



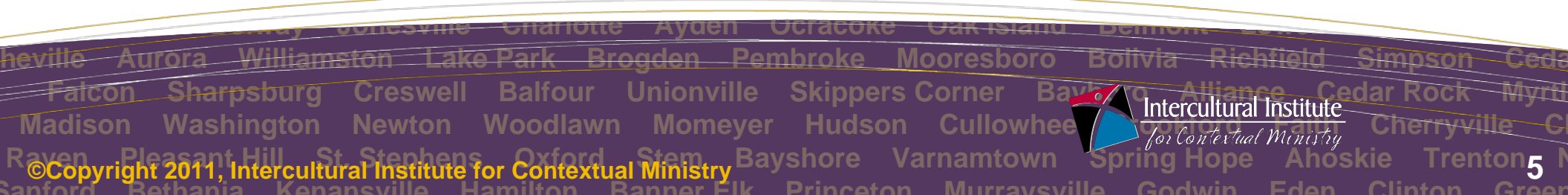
# Site Location Summary - Map of the Site Location



# 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	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	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	4	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	13,185	25,151	10,121
2010 Households	5,506	10,217	4,032
2010 Group Quarters Population	410	373	110

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	26	19
Language Diversity National Index	38	29	4
Foreign Born Diversity National Index	4	21	30
Ancestry Diversity National Index	56	63	48
Racial Diversity National Index	36	27	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](http://MissionalCyclopedia.org) website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
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	616	11.19%
Mainstay Communities	Established, Diverse Households	1,239	22.5%
Working Communities	Blue-collar, Working Families	2,068	37.56%
Country Communities	Rural, Agri. & Mining Families	1,006	18.27%
Aspiring Communities	Young Singles / Aspiring-Multihousing	182	3.31%
Urban Communities	High Density, Inner-city Neighborhoods	392	7.12%



# 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	16,244	3,603	22.18%
Unreached %	59.91%	65.44%	109.23
Religious But NOT Evangelical HH	3,318	717	21.61%
Religious But NOT Evangelical %	12.24%	13.02%	106.4
Spiritual But NOT Relig or Evang HH	2,477	660	26.66%
Spiritual But NOT Relig or Evang %	9.14%	11.99%	131.26
Not Evangelical, Not Interested HH	10,452	2,226	21.3%
Not Evangelical, Not Interested %	38.55%	40.43%	104.87



# 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	81	11	13.58%
Active BCNC Attenders	9,855	2,145	21.77%
Active Evangelical Households	5,111	893	17.48%
Active Evangelical Percent	18.85%	16.23%	86.07
Inactive Evangelical Households	5,758	1,007	17.49%
Inactive Evangelical Percent	21.24%	18.29%	86.11
# 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.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Welcome Home	0.58 mi	162	Plateauing	16 Antioch - Wilkesboro	3.35 mi	102	Growing
2 Celebration	0.77 mi	325	Insufficient Data	17 Fishing Creek Arbor - Wilkesboro	3.35 mi	239	Plateauing
3 Harmony	1.45 mi	64	Plateauing	18 Baptist Home - North Wilkesboro	3.49 mi	388	Growing
4 Oak Grove - Millers Creek	1.82 mi	106	Growing	19 Parkway Garden	3.53 mi	44	Plateauing
5 Calvary - Mil	1.91 mi	0	Insufficient Data	20 Pleasant Home	3.99 mi	170	Declining
6 Peace Haven - North Wilkesboro	2.06 mi	268	Plateauing	21 Oakwoods	4.20 mi	300	Growing
7 Hinshaw Street	2.08 mi	95	Insufficient Data	22 Cub Creek	4.30 mi	125	Plateauing
8 Fairplains - North Wilkesboro	2.20 mi	145	Declining	23 Greater Vision	4.43 mi	167	Growing
9 Wilkesboro	2.51 mi	434	Plateauing	24 Pilgrim	5.36 mi	194	Plateauing
10 Community	2.85 mi	46	Plateauing	25 Moravian Falls	5.37 mi	111	Plateauing
11 Millers Creek	2.88 mi	500	Plateauing	26 Mountain Valley - North Wilkesboro	5.46 mi	102	Plateauing
12 Fishing Creek	3.35 mi	115	Plateauing	27 Center	5.46 mi	83	Plateauing
13 Goshen	3.35 mi	107	Plateauing	28 North Wilkesboro First	5.46 mi	207	Declining
14 Mount Pleasant	3.35 mi	319	Plateauing	29 First Light	5.46 mi	0	Insufficient Data
15 Pleasant Grove	3.35 mi	130	Plateauing	30 Liberty Grove	5.46 mi	143	Declining

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

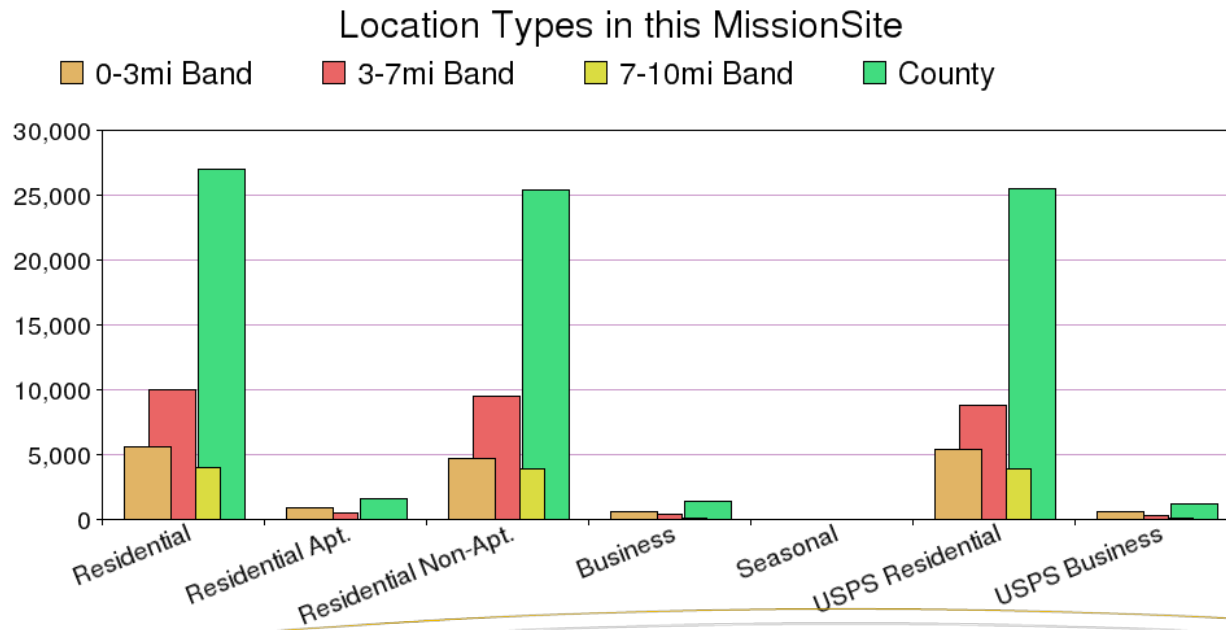


# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	59,393	12,642	21.29%
2000 Population	65,632	13,279	20.23%
2010 Population	66,502	13,185	19.83%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,021	5,172	22.47%
2000 Households	26,650	5,526	20.74%
2010 Households	27,113	5,506	20.31%



Location Type	0-3mi Band
Residential	5,591
Residential Apt.	928
Residential Non-Apt.	4,663
Business	629
Seasonal	0
USPS Residential	5,351
USPS Business	556

Franklinville Plymouth Knightdale Eastover Bowmore Stanfield Momeyer Midland Kure Beach Bethel  
 Vass Calabash James City Wallburg Walkertown Brevard Light Oak Winston-Salem Ashley Heights  
 Cleveland Grantsboro Vanceboro Saxapahaw Mooresboro Chadbourn  
 Winterville Lake Lure Waxhaw  
 Rowland Fountain Farmville Star Kernersville Cashiers Winfall North Topsail Beach  
 Graham Newland Pembroke Magnolia Lawndale Sandyfield Middlesex Murfreesboro Elrod Vann Cross

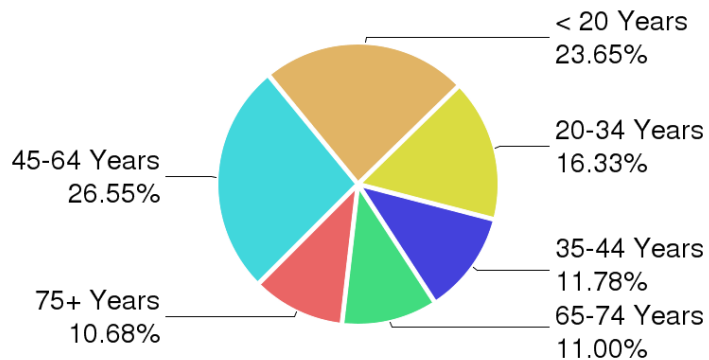
# Current Demographic Summary

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	4.64%	4.85%	104.53
4-5 Years	2.45%	2.26%	92.24
6-8 Years	3.72%	3.63%	97.58
9-11 Years	3.76%	3.48%	92.55
12-13 Years	2.52%	2.34%	92.86
14-17 Years	4.83%	4.65%	96.27
18-19 Years	2.36%	2.45%	103.81
0-5 Years	7.09%	7.11%	100.28
6-12 Years	8.74%	8.3%	94.97
13-19 Years	8.46%	8.24%	97.4
< 20 Years	24.29%	23.65%	97.37
20-34 Years	16.64%	16.33%	98.14
35-44 Years	12.74%	11.78%	92.46
45-64 Years	28.35%	26.55%	93.65
65-74 Years	10.02%	11%	109.78
75+ Years	7.95%	10.68%	134.34
Median Age	42	42	100.02
Median Age (Male)	41	40	98.62
Median Age (Female)	44	45	103.84

Age Group Percentages



Ronda Sneads Ferry Peachland Waxhaw Ramseur Louisburg East Spencer Micro Millers Creek Sparta  
 Archdale Randleman Liberty Hot Springs Bonnetsville Oak Island Coolidge Matthews Wake Forest V  
 el Hill Swannanoa Aulander Forest Oaks Spiveys Corner Garysburg Me... Ranlo Lenoir  
 Spruce Pine Raleigh Salemburg Cerro Gordo Orrum Tar Heel East Arcadia Chimney Rock Village Al  
 Gamewell Roseboro Woodlawn Enochville Lake Park Burgaw Garner Newport Hamilton Haw River Al

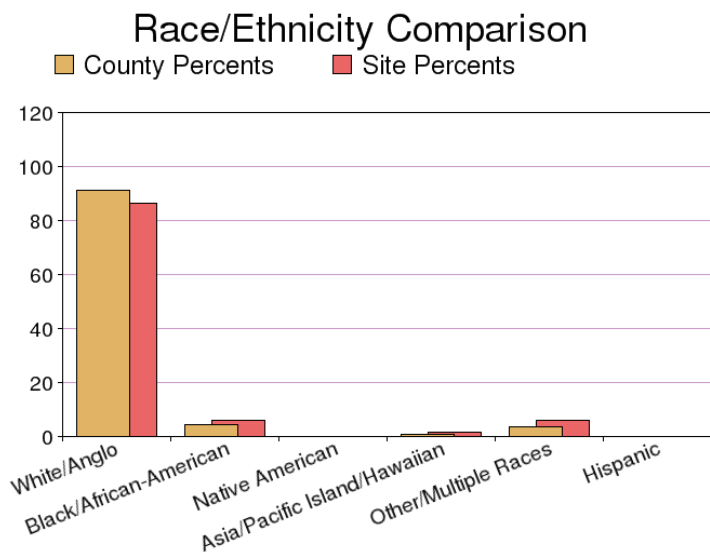


# Current Demographic Summary

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	91.31%	86.59%	94.83
Black, African-American	4.24%	5.83%	137.59
Native American	0.18%	0.11%	62.53
Asian	0.77%	1.22%	159.54
Pacific Island, Hawaiian	0.05%	0.2%	374.68
Other/Multiple Races	3.45%	6.04%	174.94
Hispanic	0%	11.54%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,785	9,311	
Less than 9th Grade	11.14%	11.71%	95.14
No High School Diploma	17.75%	17.3%	102.56
High School Graduate	33.52%	30.91%	108.45
Some College, no degree	17.66%	17.79%	99.28
Associate Degree	9.07%	8.56%	106
College Degree	8.26%	10.47%	78.87
Graduate/Prof. degree	2.61%	3.26%	79.8

# 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.

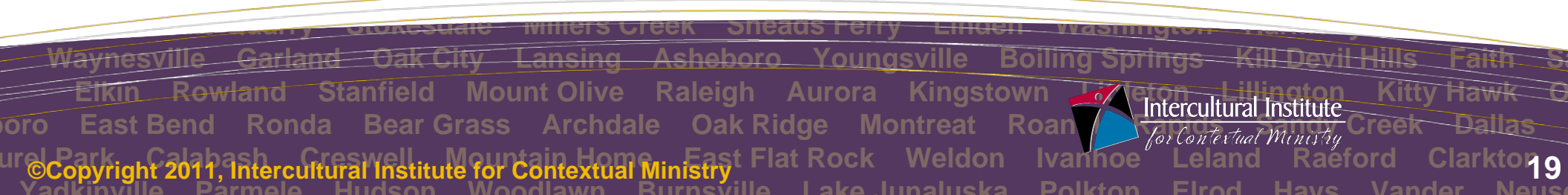
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.47%	13%	128.77
\$10,000 to \$19,999	16.84%	17.65%	104.8
\$20,000 to \$29,999	16.84%	18.36%	109.03
\$30,000 to \$49,999	19.84%	17.82%	89.82
\$50,000 to \$59,999	8.52%	7.65%	89.75
\$60,000 to \$69,999	6.71%	5.48%	81.76
\$70,000 to \$79,999	5.46%	5.54%	101.48
\$80,000 to \$89,999	4.06%	4.07%	100.28
\$90,000 to \$99,999	2.47%	2.23%	90.54
\$100,000 to \$124,999	4.35%	4.29%	98.49
\$125,000 to \$149,999	1.39%	1.94%	139.39
\$150,000 to \$199,999	0.99%	1.22%	123.11
\$200,000 to \$249,999	0.28%	0.16%	59.09
\$250,000 or more	0.79%	0.56%	71.33
Median Household	33,372	33,915	101.63
Average Household	47,462	48,806	102.83
Per Capita Household	19,590	20,440	104.34
Family/Non-Family Household Income			
Median Family Income	45,878	45,661	99.53
Average Family Income	55,866	59,282	106.11
Median Non-Family Income	19,372	20,381	105.21
Average Non-Family Income	27,245	28,465	104.48

# 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	70.64%	65.56%	92.82
Families with Children	28.58%	26.97%	94.37
Families without Children	42.06%	38.59%	91.77
<b>Non-Family Households</b>			
% Non-Family Households	29.36%	34.44%	117.28
Non-Families with Children	0.87	0.87	100.15
Non-Families without Children	28.49	33.56	117.8
<b>Housing Units</b>			
			Index
Total Housing Units	31,227	6,261	
Vacant percent	13.17%	12.06%	91.53
Owned percent	65.45%	55.29%	84.49%
Rented Percent	21.38%	32.65%	152.7
<b>Households by Size</b>			
			Index
Avg household size	2.42	2.32	95.87
Avg family hh size	2.94	2.93	99.66
Avg non-family hh size	1.16	1.17	100.86
<b>Households By Count of Persons</b>			
			Percent
One	6,733	1,633	24.25%
Two	9,879	1,925	19.49%
Three or Four	8,879	1,617	18.21%
Five+	1,622	330	20.35%



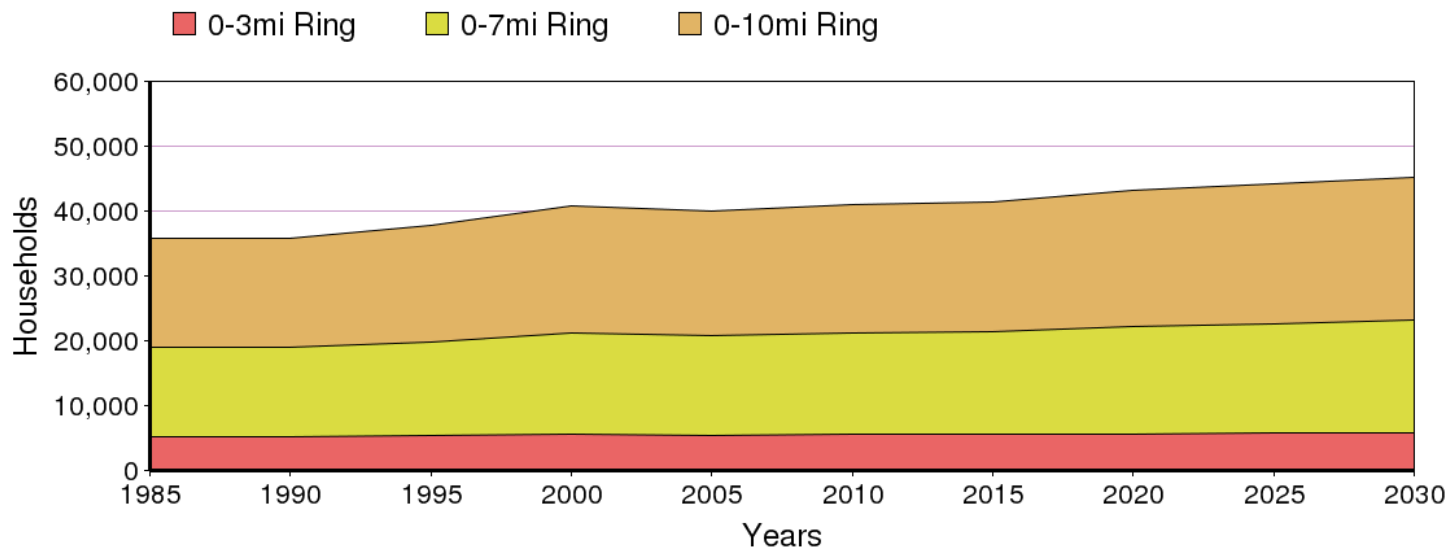
# Projected Demographic Summary

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	59,393	12,642	21.29%
2000 Population	65,632	13,279	20.23%
2010 Population	66,502	13,185	19.83%
2015 Population	66,230	13,092	19.77%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	23,021	5,172	22.47%
2000 Households	26,650	5,526	20.74%
2010 Households	27,113	5,506	20.31%
2015 Households	27,442	5,547	20.21%

Household Change from 1985 to 2030



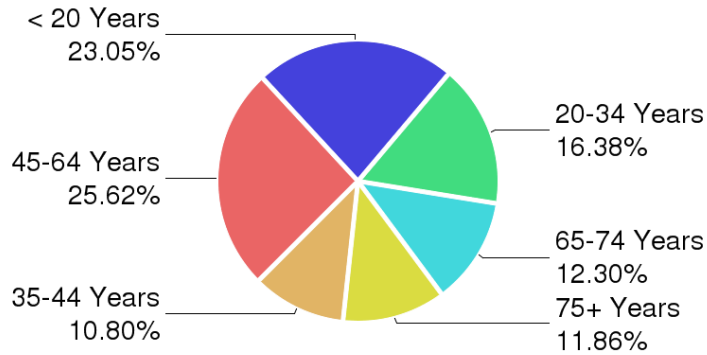
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.85%	4.67%	96.29
4-5 Years	2.26%	2.01%	88.94
6-8 Years	3.63%	3.32%	91.46
9-11 Years	3.48%	3.37%	96.84
12-13 Years	2.34%	2.43%	103.85
14-17 Years	4.65%	4.67%	100.43
18-19 Years	2.45%	2.58%	105.31
0-5 Years	7.11%	6.68%	93.95
6-12 Years	8.3%	7.91%	95.3
13-19 Years	8.24%	8.46%	102.67
< 20 Years	23.65%	23.05%	97.46
20-34 Years	16.33%	16.38%	100.31
35-44 Years	11.78%	10.8%	91.68
45-64 Years	26.55%	25.62%	96.5
65-74 Years	11%	12.3%	111.82
75+ Years	10.68%	11.86%	111.05
Median Age	42	43	102.11
Median Age (Male)	41	41	99.88
Median Age (Female)	44	47	106.67

Projected Age Group Percentages



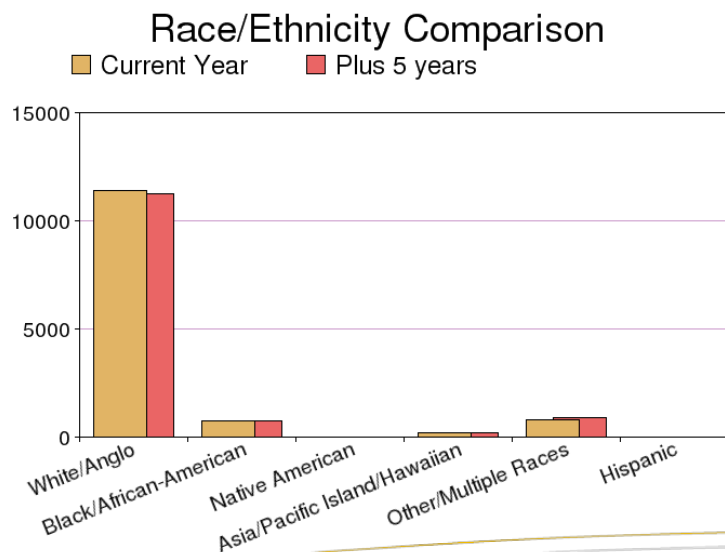
# Projected Demographic Summary

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	86.59%	85.86%	99.16
Black, African-American	5.83%	5.7%	97.7
Native American	0.11%	0.11%	100.71
Asian	1.22%	1.25%	102.59
Pacific Island, Hawaiian	0.2%	0.22%	112.33
Other/Multiple Races	6.04%	6.85%	113.49
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	9,311	9,261	
Less than 9th Grade	11.71%	10.26%	87.63
No High School Diploma	17.3%	16.35%	94.49
High School Graduate	30.91%	31.89%	103.16
Some College, no degree	17.79%	17.65%	99.26
Associate Degree	8.56%	10.34%	120.85
College Degree	10.47%	10.77%	102.81
Graduate/Prof. degree	3.26%	2.74%	84



# Projected Demographic Summary

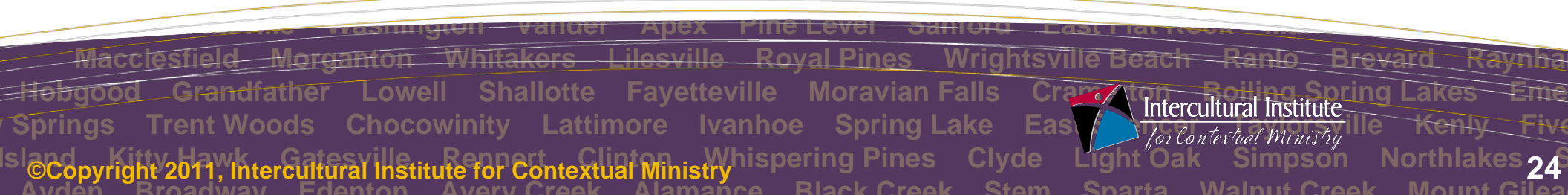
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if 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	13%	12.04%	92.61
\$10,000 to \$19,999	17.65%	17.99%	101.92
\$20,000 to \$29,999	18.36%	18.51%	100.83
\$30,000 to \$49,999	17.82%	16.12%	90.46
\$50,000 to \$59,999	7.65%	7.48%	97.85
\$60,000 to \$69,999	5.48%	5.59%	101.89
\$70,000 to \$79,999	5.54%	5.93%	99.59
\$80,000 to \$89,999	4.07%	4.45%	105.02
\$90,000 to \$99,999	2.23%	2.38%	106.52
\$100,000 to \$249,999	4.29%	5.23%	121.97
\$125,000 to \$149,999	1.94%	2.24%	115.03
\$150,000 to \$199,999	1.22%	1.19%	97.78
\$200,000 to \$249,999	0.16%	0.23%	143.38
\$250,000 or more	0.56%	0.59%	105.66
Median Household	33,915	35,382	104.33
Average Household	48,806	49,793	102.02
Per Capita Household	20,440	21,165	103.55
<b>Family/Non-Family Household Income</b>			
Median Family Income	45,661	47,917	104.94
Average Family Income	59,282	61,229	103.28
Median Non-Family Income	20,381	20,995	103.01
Average Non-Family Income	28,465	28,719	100.89

# 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	65.56%	64.68%	98.66
Families with Children	26.97	25.24	93.58
Families without Children	38.59	37.91	98.23
<b>Non-Family Households</b>			
% Non-Family Households	34.44%	35.32%	102.56
Non-Families with Children	0.87	0.96	102.56
Non-Families without Children	33.56	34.36	102.38
<b>Housing Units</b>			
Total Housing Units	6,261	6,306	100.72%
Vacant percent	12.06%	12.04%	99.81
Owned percent	55.29%	55.46%	100.29
Rented Percent	32.65%	32.52%	99.63
<b>Households by Size</b>			
Avg household size	2.32	2.28	98.28%
Avg family hh size	2.93	2.92	99.66%
Avg non-family hh size	1.17	1.12	95.73%
<b>Households By Count of Persons</b>			
One	1,633	1,661	101.71%
Two	1,925	1,980	102.86%
Three or Four	1,617	1,612	99.69%
Five+	330	294	89.09%





# Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the [MissionalCyclopedia.org](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	709	859	134
Northern Europe	19	25	14
Western Europe	0	28	1
Southern Europe	5	0	0
Eastern Europe	0	0	3
Other Europe	0	0	0
Eastern Asia	7	6	3
So. Central Asia	48	132	4
SE Asia	1	26	10
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	19	1
Middle Africa	0	0	0
Northern Africa	0	0	3
Southern Africa	0	29	1
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	24	15
Central Amer.	622	494	62
South America	7	52	9
North America	0	24	8
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	12,052	18,270	12,641
Spanish	672	986	268
Other Indo-Euro language	109	233	42
French (incl. Patois, Cajun)	21	20	22
French Creole	0	0	0
Italian	11	0	0
Portuguese	5	3	0
German	19	65	13
Yiddish	0	0	0
Other West Germanic	0	22	1
A Scandinavian Language	0	0	0
Greek	3	3	0
Russian	0	9	3
Polish	0	9	0
Serbo-Croatian	9	15	1
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	16	70	2
Hindi	25	17	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	0	0
Japanese	9	0	0
Korean	0	0	1
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	6	0
Laotian	0	0	0
Vietnamese	0	30	0
Other Asian	6	47	0
Tagalog	0	5	4
Other Pacific Is	0	11	0
Other languages	48	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	48	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	8,702	13,742	8,619
Arab	3	5	0
Armenian	0	0	0
Austrian	0	6	2
British	18	62	34
Canadian	0	0	0
Croatian	0	6	2
Czech	8	7	2
Czechoslovak	2	4	0
Danish	18	5	1
Dutch	107	144	139
English	1,199	2,464	2,048
European	28	127	105
Finnish	5	2	0
French (not Basque)	74	137	76
French Canadian	2	14	7
German	664	1,107	635
Greek	15	4	5
Hungarian	3	17	3
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	720	1,095	766
Italian	119	189	144
Lithuanian	0	7	8
Norwegian	30	65	33
Polish	69	122	17
Portuguese	0	4	5
Romanian	0	0	0
Russian	7	42	14
Scandinavian	0	10	8
Scotch-Irish	420	636	300
Scottish	233	311	89
Slovak	3	5	0
Subsaharan African	40	34	5
Swedish	47	66	14
Swiss	4	41	8
Ukrainian	0	0	0
US/American	3,080	4,703	2,975
Welsh	12	17	8
West Indian	0	0	0
Yugoslavian	9	0	0
Other	1,763	2,285	1,165

# 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 it's 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*

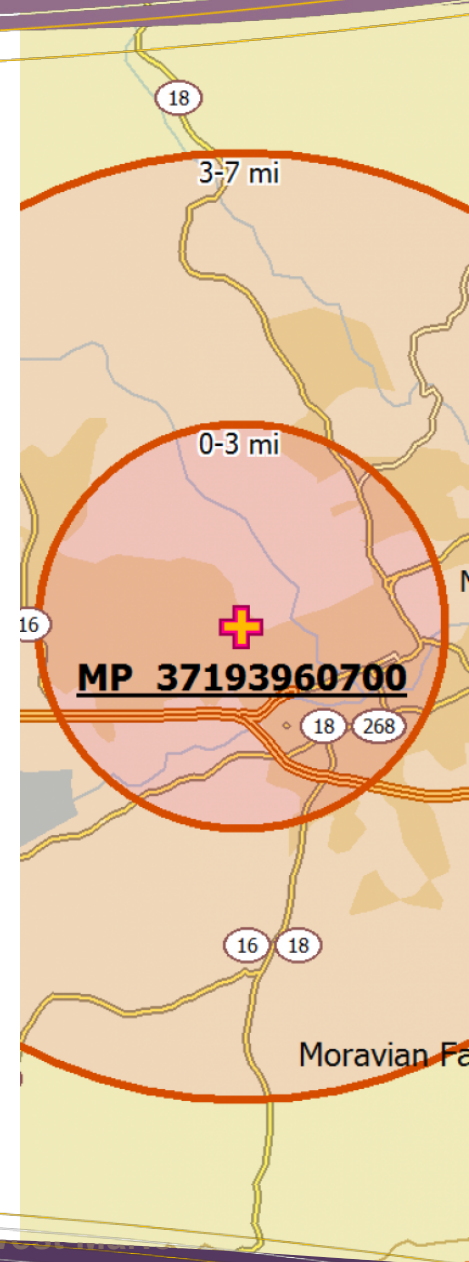
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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	5,506	100%	3,610	100%
<b>AFFLUENT SUBURBIA</b>	21	0.38%	15	0.42%
America's Wealthiest	4	0.07%	3	0.08%
Dream Weavers	4	0.07%	3	0.08%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	13	0.24%	9	0.25%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	595	10.81%	400	11.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	588	10.68%	395	10.94%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	7	0.13%	5	0.14%
<b>SM TWN SUCCESS</b>	516	9.37%	340	9.42%
Successful Urban Sprawl	39	0.71%	5	0.14%
2nd City Homebodies	205	3.72%	28	0.78%
Prime Middle America	0	0%	134	3.71%
Urban Optimists	272	4.94%	0	0%
Family Convenience	0	0%	173	4.79%
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	5,506	100%	3,610	100%
<b>BLUE COLLAR BACKBONE</b>	295	5.36%	181	5.01%
Nuevo Hispanic Fam.	4	0.07%	3	0.08%
Working Rural Suburbia	259	4.7%	156	4.32%
Lower Income Essentials	26	0.47%	18	0.5%
Small Town Endeavors	6	0.11%	4	0.11%
<b>AMER. DIVERSITY</b>	723	13.13%	490	13.57%
Ethnic Urban Mix	10	0.18%	7	0.19%
Urban Blues	114	2.07%	73	2.02%
Professional Urbanites	278	5.05%	201	5.57%
Urban Advancement	65	1.18%	44	1.22%
Amer. Great Outdoors	254	4.61%	163	4.52%
Mature America	2	0.04%	2	0.06%
<b>METRO FRINGE</b>	1,773	32.2%	1,224	33.91%
Steadfast Conservative	858	15.58%	588	16.29%
Moderate Conventionalists	20	0.36%	13	0.36%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	895	16.25%	623	17.26%





# 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	5,506	100%	3,610	100%
REMOTE AMERICA	255	4.63%	154	4.27%
Hardy Rural Fam.	72	1.31%	44	1.22%
Rural Southern Living	82	1.49%	48	1.33%
Coal & Crops	101	1.83%	62	1.72%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	182	3.31%	134	3.71%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	170	3.09%	126	3.49%
Stable Careers	10	0.18%	7	0.19%
Aspiring Hispania	2	0.04%	1	0.03%
RURAL VILLAGES & FARMS	751	13.64%	398	11.02%
Aspiring Hispania	304	5.52%	1	0.03%
Industrious Country Living	0	0%	207	5.73%
America's Farmland	1	0.02%	0	0%
Comfy Country Living	34	0.62%	1	0.03%
Small Town Connections	412	7.48%	20	0.55%
Hinterland Fam.	0	0%	169	4.68%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,506	100%	3,610	100%
<b>STRUGGLING SOCIETIES</b>	143	2.6%	104	2.88%
Rugged Southern Style	14	0.25%	8	0.22%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	129	2.34%	96	2.66%
<b>URBAN ESSENCE</b>	249	4.52%	170	4.71%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	11	0.2%	7	0.19%
Af. Amer. Neighborhoods	10	0.18%	7	0.19%
Urban Diversity	22	0.4%	16	0.44%
New Generation Activists	186	3.38%	125	3.46%
Getting By	20	0.36%	15	0.42%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

Within the 0-3 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?

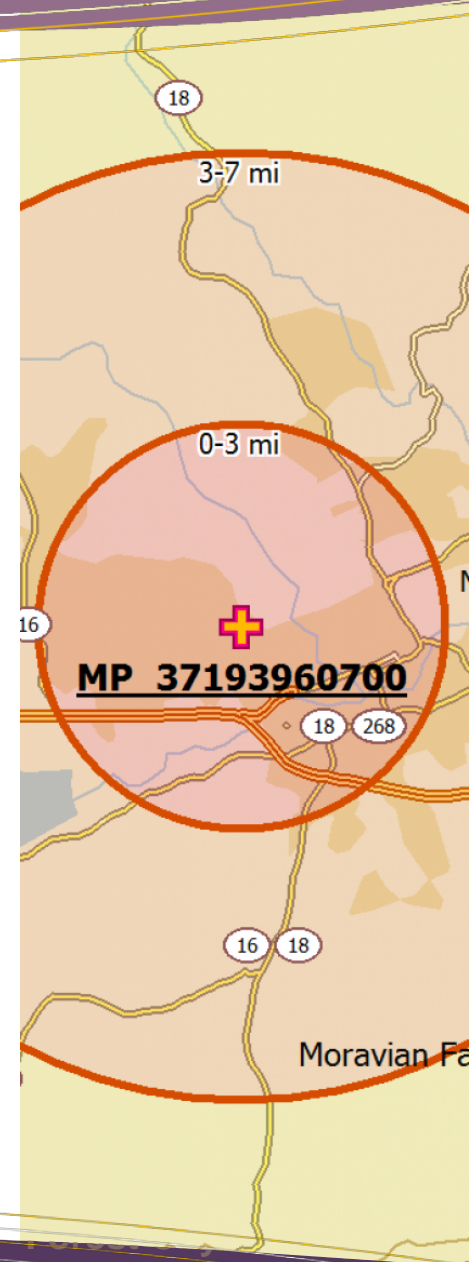
## Potential Cultural Bridges

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	75%	77%	76%
Use Comp. for Internet/E-mail	53%	58%	57%
Internet Use: E-Mail	48%	49%	48%
Use Comp. for Comp. Games	38%	39%	39%
Use Comp. for Word Processing	35%	38%	36%
Use Comp. for Shopping	31%	35%	35%
Use Comp. for Digital Camera	30%	32%	31%
Photo Editing			
Use Comp. for Education	29%	31%	30%
HH Owns DVD Player	26%	27%	26%
Use Comp. for Banking	26%	29%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	26%	25%
Internet Use: Banking	22%	25%	25%
Use Comp. for News/Info./Data	20%	21%	20%
Service			
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Accounting	13%	14%	14%
HH Owns Video/Webcam	12%	10%	9%
Use Comp. for Personal Financial	11%	12%	11%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Gathered	11%	12%	12%
Info. for Shopping			

# 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%	67%	67%
Dining Out (Not Fast Food)	56%	58%	57%
Reading Books	52%	52%	51%
Card Games	43%	43%	43%
Gardening	37%	38%	38%
Cooking for Fun	36%	35%	34%
Go To A Beach/Lake	33%	35%	35%
Board Games	33%	34%	34%
Visit Museum	19%	19%	18%
Photography	19%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	68%	67%
Gen./Fam. Practitioner	43%	42%	42%
Dentist	26%	26%	25%
Backache	23%	23%	22%
Eye Dr.	22%	21%	21%
Hypertension/High Blood Pressure	20%	20%	19%
None Of These	19%	20%	21%
High Cholesterol	19%	18%	18%
Any Arthritis	17%	17%	17%
Overweight (30 Pounds Or More)	16%	16%	16%

# 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	25.08%	25.08%	24.15%
Live Theater	18.08%	18.66%	17.85%
Live Theater Most Often	14.86%	15.3%	14.53%
Rock/Pop Concerts Most Often	12.99%	13.29%	12.95%
Comedy Club	7.4%	7.32%	6.67%
Country Concerts Most Often	7.35%	6.82%	6.67%
Movies: Comedy	37.33%	37.94%	37.4%
Movies: Action/Adventure	37.1%	36.61%	35.81%
Movies: Fam.	20.44%	19.22%	18.51%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	18.98%	19%	18.56%
Movies: Drama	17.55%	17.69%	17.18%
Movies: Mystery	15.78%	15.15%	14.63%
MLB Baseball Reg. Season	5.54%	6.66%	6.43%
College Football Reg. Season	5.26%	6.12%	6.14%
NFL Football Reg. Season	4.71%	5.67%	5.51%
College Basketball Reg. Season	3.79%	4.06%	3.94%
Auto Racing Events	2.49%	2.98%	3.1%
NBA Basketball Reg. Season	2.48%	2.98%	2.87%



# 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	38.92%	39.51%	38.93%
Swimming	32.19%	33.9%	34.15%
Freshwater Fishing	20.94%	22.44%	23.89%
Bowling	20.75%	21.82%	21.98%
Camping Trips	18.17%	19.42%	20.83%
Billiards/Pool	16.63%	18.1%	18.19%
Basketball	13.9%	14.8%	15.04%
Hunting	13.29%	14.36%	15.84%
Golf	12.98%	13.71%	13.49%
Weight Training	12.81%	14.61%	14.41%
Mountain/Road Biking	11.92%	12.68%	12.67%
Jogging/Running	11.73%	12.65%	12.17%
Using Cardio Machine	11.49%	12.29%	11.82%
Stationary Cycling	10.66%	11.05%	10.88%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Target Shooting	10.34%	10.92%	11.49%
Backpacking/Hiking	10.32%	10.53%	10.8%
Baseball	9.7%	10.41%	10.52%
Power Boating	8.75%	8.54%	8.45%
Aerobics	8.68%	8.98%	8.8%
Volleyball	8.39%	8.76%	8.82%
Saltwater Fishing	8.15%	8.45%	8.64%
Football	7.66%	9.06%	9.3%
Softball	7.07%	7.28%	7.08%
Canoeing/Kayaking	6.72%	7.05%	7.12%
Horseback Riding	6.63%	6.97%	7.35%
Yoga	6.31%	6.06%	5.74%
Soccer	6.06%	6.21%	6.01%
Motorcycling	5.8%	6.28%	6.27%





# 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
Tennis	5.75%	6.64%	6.73%
Auto Racing	5.29%	3.83%	3.66%
Archery	4.74%	5.85%	6.38%
Fly Fishing	4.66%	5.03%	5.38%
Ice Skating	4.54%	4.63%	4.48%
Water Skiing	4.14%	4.48%	4.65%
Snorkeling	4.11%	4.64%	4.79%
Jet Skiing	3.95%	4.43%	4.63%
Roller Skating	3.91%	4.66%	4.68%
Rock Climbing	3.74%	3.38%	3.33%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country Skiing	3.66%	4.29%	4.23%
Snowmobiling	3.43%	3.69%	3.71%
Skateboarding	3.28%	3.46%	3.65%
Racquetball	3.18%	3.44%	3.36%
Hockey	3.14%	3.39%	3.44%
Snowboarding	2.91%	3.04%	3.01%
Martial Arts	2.84%	3.42%	3.74%
Sailing	2.8%	2.9%	2.9%
Rowing	2.47%	2.6%	2.62%
Surfing & Windsurfing	2.16%	2.33%	2.36%

## 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.

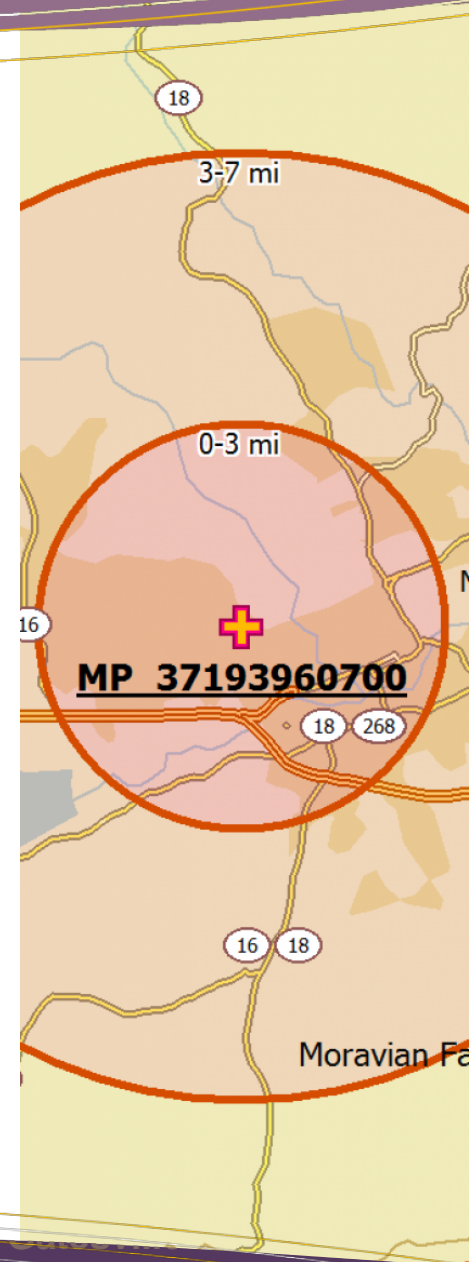
### BIBLICAL BARRIERS

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.

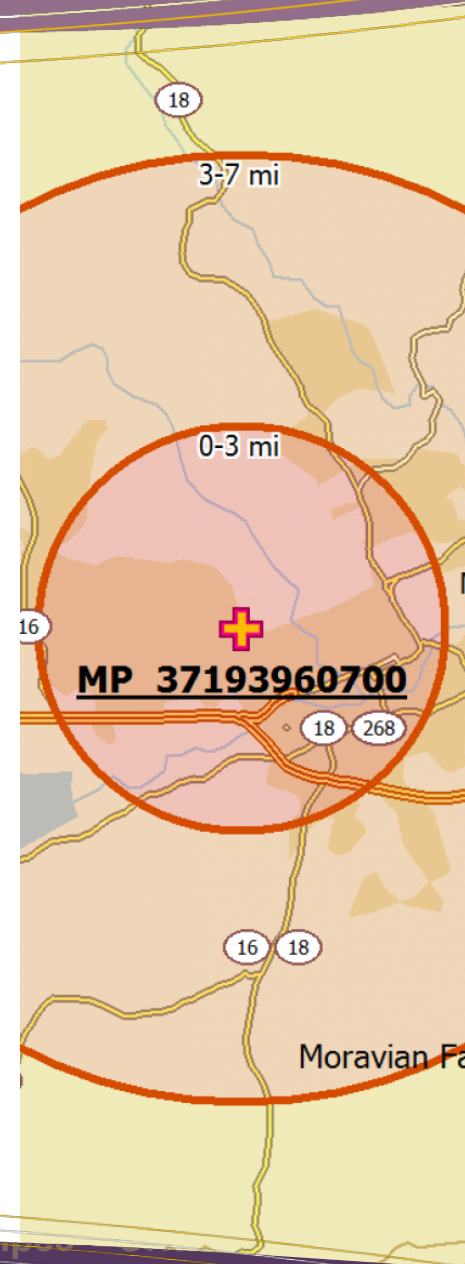
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

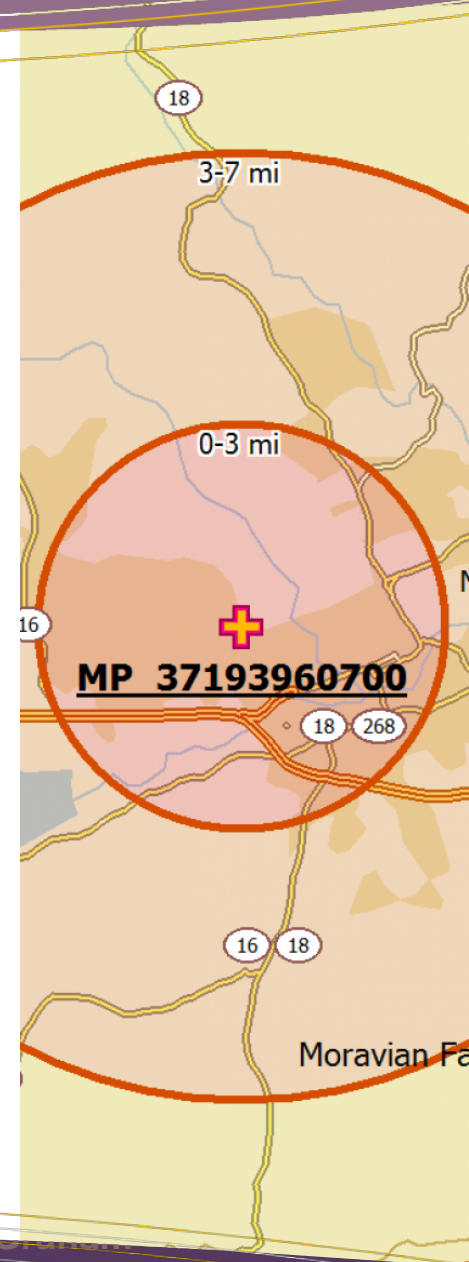
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Find It Difficult To Say No To My Kids	39%	41%	41%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	35%	36%	36%
Like Control Over People And Resources	34%	33%	33%
Prefer To Have Few Possessions As Possible	32%	31%	30%
Like To Do Unconventional Things	31%	31%	31%
Don't Judge People/Way They Live Life	30%	28%	27%
Money Is Best Measure Of Success	27%	26%	26%
Friends More Important Than My Fam.	25%	24%	23%
If Won Lottery Would Never Work Again	24%	25%	24%
Too Much Sponsorship In Arts/Sports	24%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	22%
Marijuana Should Be Legalized	20%	19%	18%
Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Like To Pursue Challenge/Novelty/Change	19%	18%	17%
I Am A Workaholic	16%	16%	15%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	12%	12%	11%
Happy With My Standard Of Living	12%	11%	11%
On Whole People Get What They Deserve	11%	10%	10%
Indulge My Kids With The Little Extras	8%	9%	8%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	7%	6%	6%

## Potential Cultural Themes

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

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

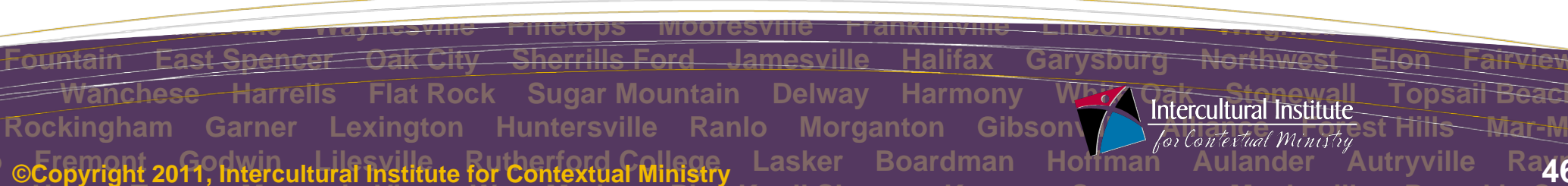


# Potential Cultural Themes:

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

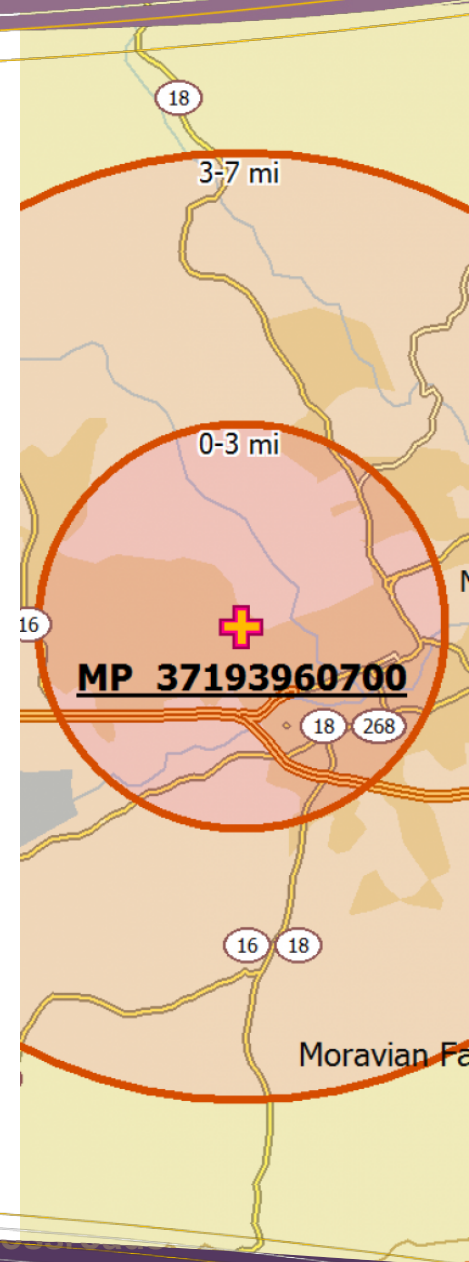
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	62%	62%
You Should Seize Opportunities In Life	57%	56%	55%
Like To Understand About Nature	37%	36%	35%
Important Feel Respected By My Peers	35%	34%	33%
Prefer Work Part Of Team Than Alone	33%	34%	34%
Prefer To Have Few Possessions As Possible	32%	31%	30%
Important To Juggle Various Tasks	32%	31%	31%
Good At Fixing Things	29%	27%	27%
Have Keen Sense Of Adventure	25%	26%	26%
Like To Just Enjoy Life	22%	22%	21%
People Have To Take Me As They Find Me	21%	22%	21%
Consider Myself Interested In The Arts	19%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	17%	18%	18%
Looking for New Ideas To Improve Home	16%	16%	16%
Is An Important Part Of Who I Am	16%	17%	18%
Real Men Don't Cry	15%	16%	16%
Try Not To Worry About The Future	13%	12%	12%
Enjoy Spending Time With My Fam.	13%	13%	14%
Provide My Kids With The Little Extras	11%	12%	12%
Feel Very Alone In The World	6%	5%	5%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	5%
Decor Particular Interest To Me	4%	3%	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 - 0-3 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	86.33%	87.04%	87.47%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.62%	83.53%	83.63%
Houses-Visit Any			
McDonald's	55.82%	56.37%	56.01%
Burger King	36.38%	37.87%	38.51%
Subway	30.18%	31.12%	31.26%
Kentucky Fried Chicken (KFC)	29.36%	29.79%	30.41%
Wendy's	29.27%	30.15%	30.23%
Taco Bell	27.68%	28.15%	27.98%
Applebee's	27.38%	28.5%	27.9%
Pizza Hut	25.35%	24.13%	24.3%
Arby's	23.47%	23.54%	23.1%
Dairy Queen	19.48%	19.26%	19.23%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	17.99%	19.17%	18.93%
Red Lobster	17%	16.27%	15.83%
Cracker Barrel	16.85%	16.85%	17.07%
Sonic	16.2%	16.26%	17.34%
Outback Steakhouse	13.8%	13.34%	12.83%
Domino's Pizza	13.11%	12.76%	12.48%
IHOP (International House Of Pancakes)	12.85%	12.04%	11.26%
Hardee's	12.29%	12.99%	13.95%
Golden Corral	11.92%	12.07%	12.2%
Denny's	11.39%	10.94%	10.52%
Chili's Grill and Bar	11.23%	11.12%	10.52%
Long John Silver's	11.1%	10.93%	11.78%

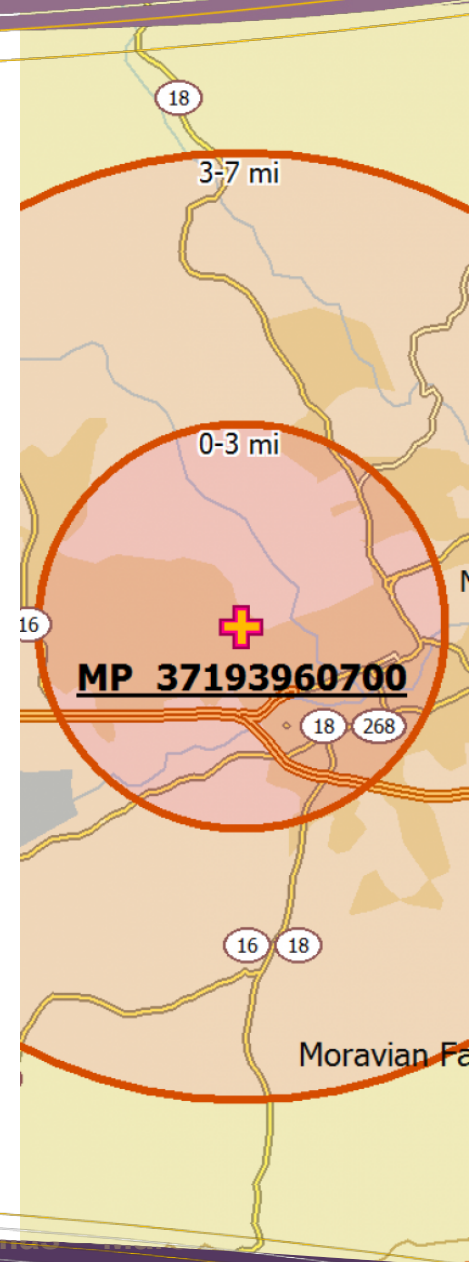


## Potential Shared Projects

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.

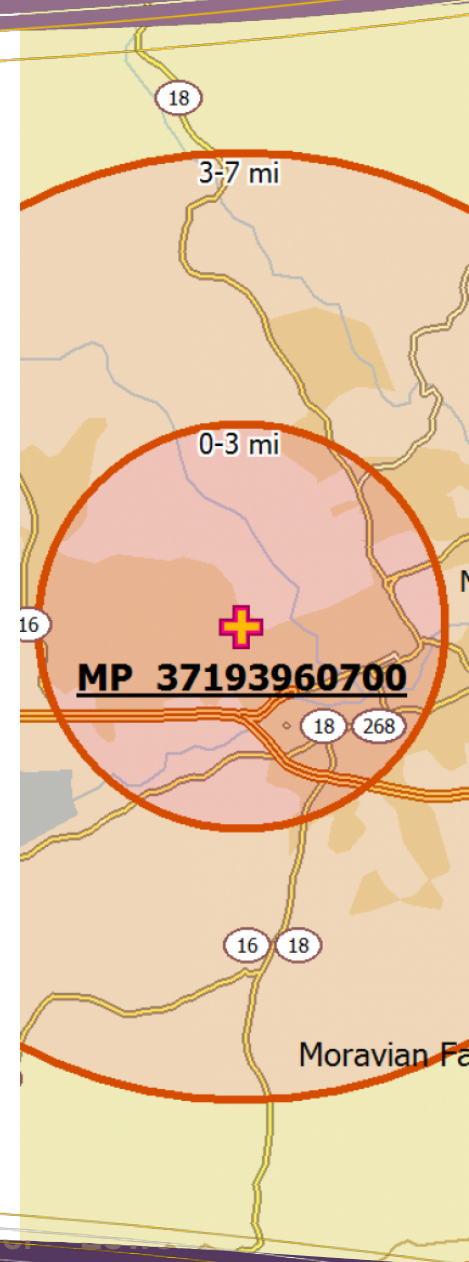
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.83%	46.53%	45.56%
Recycled products	31.98%	33.26%	32.09%
Worked as volunteer (non political)	16.81%	17.07%	16.72%
Engaged in fund raising	10.8%	11.66%	11.75%
Religious club member	7.94%	8.13%	8.18%
Wrote to editor of mag or newspaper	5.85%	5.57%	5.33%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.62%	6.02%	5.91%
Charitable Organization	5.26%	5.59%	5.49%
Union member	5.15%	5.3%	5.11%
Church Board	5.06%	5.48%	5.63%
Took active part in local civic issue	4.82%	4.83%	4.63%
Fraternal order member	4.56%	4.45%	4.2%

## 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	15.54%	15.93%	15.51%
Children's Books	13.13%	13.47%	13.56%
Mystery	12.01%	11.66%	11.45%
Cookbooks	9.6%	10.19%	10.17%
Religious (not Bibles)	8.98%	9.37%	9.53%
Romance	7.15%	7.3%	7.47%
History	6.44%	6.63%	6.47%
Personal/Business	6.4%	6.55%	6.37%
Self-help			
Biography	6.13%	6.22%	6.06%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	62.56%	64.39%	62.67%
Gen. Editorial	44.85%	44.84%	44.04%
Womens	39.63%	40.07%	39.44%
Service	35.29%	35.5%	35.26%
Mens	17.7%	17.26%	16.73%
Fishing/Hunting	14.59%	14.73%	15.45%
Automotive	14.39%	14.6%	14.98%
Business/Finance	14.21%	15.55%	14.88%
Sports	13.71%	13.77%	13.33%

Norwood Red Cross Sims Dunn Whitakers Boiling Spring Lakes Lake Waccamaw High Point Hamlet H  
 Spencer Mountain Avery Creek Rockwell Unionville Cullowhee Apex Crossnore Gibson Wilson's Mills  
 Flat Rock Grantsboro Belwood Roxobel Broadway Tobaccoville N... Sunnyside River Road  
 La Grange Bayboro Sandyfield Maggie Valley Gatesville Greenevers St. James Boone Saluda L...  
 rishburg Barker Heights Candor Kernersville Cedar Point Macclesfield Carthage Lewiston Woodville Ingo



# 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	56.17%	56.1%	55.65%
Classified	35.54%	35.31%	35.84%
Editorial Page	31.25%	31.83%	31.84%
Sport	31.03%	31.78%	31.15%
Comics	28.64%	27.76%	27.28%
Business/Finance	26.1%	26.76%	25.52%
Food/Cooking	25.3%	24.55%	23.78%
TV/Radio Listings	23.39%	23.6%	23.07%
Movie Listings & Reviews	22.98%	23.72%	22.93%
Home/Gardening	20.57%	21.28%	20.68%
Travel	17.17%	17.91%	17.02%
Science/Technology	16.69%	16.74%	16.02%
Fashion	13.45%	13.98%	13.82%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.91%	27.14%	29.09%
CHR Contemp Hit Radio	17.73%	16.91%	16.39%
Adult Contemporary	17.4%	17.2%	16.81%
Rock	11.25%	11.68%	11.28%
Oldies	10.61%	10.74%	10.47%
Classic Rock	10.45%	10.31%	10.31%
News/Talk	10.09%	10.65%	10.03%
Urban Contemporary	10.05%	11.26%	10.79%
Alternative	7.79%	8.33%	8.18%
Variety	6.56%	6.65%	6.17%
Religious	6.39%	6.84%	7.02%
Soft Contemporary	5.3%	5.82%	5.63%
Classic Hits	3.88%	4%	3.92%
All News	3.66%	4.47%	4.06%
Gospel	3.49%	3.54%	3.83%
All Talk	3.27%	3.74%	3.65%
Jazz	3.16%	3.93%	3.53%
Sports	3.05%	3.43%	3.27%

# 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	61.26%	63.56%	63.69%
Satellite Dish	56.82%	57.41%	58.38%
Soapnet	50.84%	50.26%	49.72%
Other Video-On-Demand	47.74%	44.77%	45%
Sci-Fi Channel	35.72%	36.56%	36.42%
Adult Pay Per View TV	35.36%	36.43%	37.29%
MSNBC	31.89%	33.21%	33.16%
Subscribe Digital Cable	29.69%	29.56%	29.32%
TV Info From Sunday TV Magazine	28.78%	29.3%	29.27%
Nickelodeon	26.92%	29.78%	30.69%
Comedy Central	26.46%	26.14%	24.13%
TV Info From Newspapers	25.51%	25.94%	25.74%

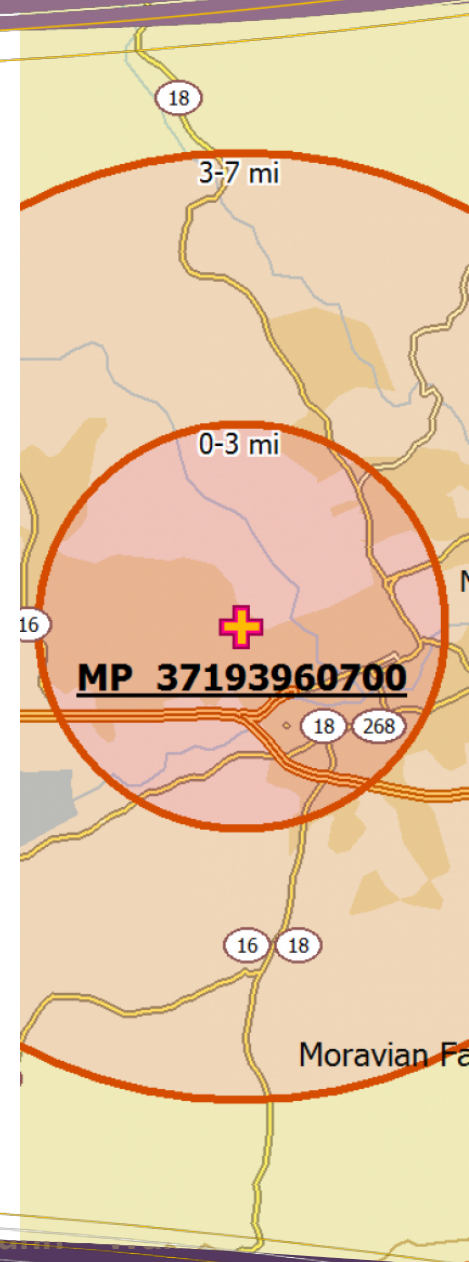
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Monthly Cable Guide	24.79%	23.84%	23.63%
USA Network	24.73%	24.28%	23.71%
Nick At Nite	23.98%	24.68%	24.45%
Adult Swim	23.24%	25.39%	25.06%
TCM (Turner Classic Movies)	23.24%	24.16%	24.11%
BET (Black Entertainment TV)	23.06%	22.85%	22.4%
Hallmark Channel	22.23%	24.32%	24.37%
The Golf Channel	20.39%	21.53%	20.89%
TV Info From Other	20.01%	19.58%	19.19%
Lifetime	19.24%	20.29%	20.08%
ABC Fam.	19.03%	19.72%	18.44%
Video-On-Demand Movies	18.79%	21.07%	21.84%

## 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+)	18.01%	18.74%	18.49%
Medium Users (4-6)	10.21%	10.38%	10.2%
Light Users (1-3)	20.52%	20.88%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.17%	1.08%	0.99%
Newspaper II	1.08%	1.2%	1.1%
Newspaper III	2.29%	2.47%	2.62%
Newspaper IV	0.66%	0.58%	0.53%
Newspaper V (Light)	1.09%	1.27%	1.35%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.45%	18.3%	18.14%
Magazines II	8.2%	8.71%	8.83%
Magazines III	8.86%	9.42%	9.49%
Magazines IV	10.08%	10.6%	10.45%
Magazines V (Light)	0.41%	0.4%	0.35%
Outdoor I (Heavy)	5.97%	5.61%	5.15%
Outdoor II	2.46%	2.59%	2.61%
Outdoor III	2.81%	2.83%	2.65%
Outdoor IV	19.54%	18.56%	19.12%
Outdoor V (Light)	26.3%	26.08%	25.9%
Yellow Pages I (Heavy)	14.85%	15.08%	15.06%
Yellow Pages II	5.25%	5.33%	5.09%
Yellow Pages III	5.53%	4.91%	4.75%
Yellow Pages IV	25.44%	23.95%	24.14%
Yellow Pages V (Light)	3.84%	3.26%	3.17%

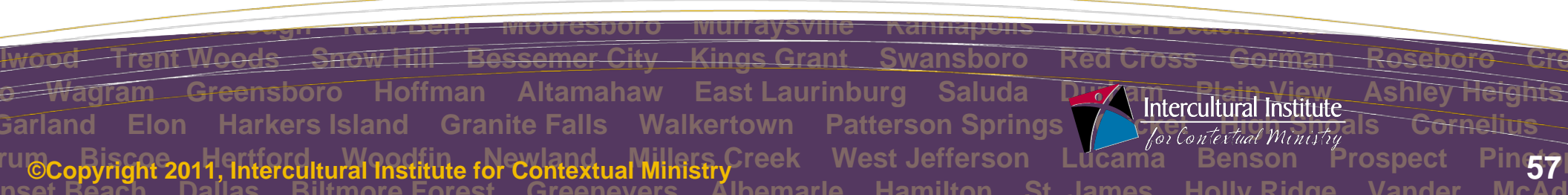


# Potential Multimedia Usage

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)	2.9%	3.06%	2.99%
Drive Time III (Medium)	0.54%	0.74%	0.78%
Radio IV & V (Light)	1.94%	2.42%	2.58%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.45%	8.34%	8.17%
Radio III (Medium)	4.62%	4.73%	4.62%
Radio IV & V (Light)	2.4%	2.75%	2.68%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.89%	12.73%	12.85%
Cable III (Medium)	5.55%	5.09%	5.3%
Cable IV & V (Light)	36.12%	32.87%	32.09%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.66%	4.01%	4.11%
Prime Time III (Medium)	2.47%	1.99%	1.87%
Prime Time IV & V (Light)	7.22%	7.43%	7.44%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.53%	41.38%	41.6%
Fringe III (Medium)	58.79%	56.86%	57.22%
Fringe IV (Light)	57.96%	57.42%	57.55%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.5%	13.61%	13.6%
All Day III (Medium)	26.11%	26.12%	26.81%
All Day IV (Light)	11.36%	11.28%	10.72%



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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.95%	11.06%	10.73%
6:00am - 10:00am	13.2%	12.71%	11.51%
10:00am - 3:00pm	6.1%	5.34%	4.92%
3:00pm - 7:00pm	13.48%	13.37%	13.33%
7:00pm - Midnight	12.27%	11.39%	10.75%
Midnight - 6:00am	4.63%	4.41%	4.07%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.33%	13.3%	12.79%
6:00am - 10:00am	3.32%	3.06%	2.77%
10:00am-3:00pm	4.35%	4.24%	3.83%
3:00pm - 7:00pm	6.45%	6.16%	5.87%
7:00pm - Midnight	7.29%	8.25%	8.18%
Midnight - 6:00am	10.03%	9.13%	8.42%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.24%	7.12%	6.87%
Saturday: 8:00-11:00pm	7.09%	7.57%	7.48%
Sunday: 7:00-11:00pm	8.28%	9.35%	9.51%
9:00am-1:00pm	23.98%	24.68%	24.45%
9:00am-4:00pm	27.28%	28.32%	28.06%
4:00pm-7:00pm	25.94%	27.31%	26.8%
11:00pm-1:00am	39%	40.11%	39.61%
AVG Prime time	2.88%	2.57%	2.39%
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	14.68%	14.56%	13.87%
7-9am	18.02%	18.94%	18.04%
9am-12noon	19.81%	20.45%	19.97%
12noon-4pm	7.47%	7.87%	8.08%
4-6pm	41.11%	44.98%	44.58%
6-7pm	18.54%	19.97%	20.44%
7-7:30pm	1.04%	1.25%	1.23%
7:30-8pm	11.18%	10.59%	10.25%
8-11pm	6.24%	7.12%	6.87%
11pm-12am	31.89%	33.21%	33.16%
11pm-1am	39%	40.11%	39.61%
1-6am	27.51%	27.24%	25.78%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.9%	17.03%	16.4%
Sat: 10am-1pm	6.69%	7.27%	7.11%
Sat: 1-4pm	24.54%	24.95%	24.97%
Sat: 4-6pm	7.47%	6.69%	6.4%
Sat: 6-7pm	1.49%	1.72%	1.6%
Sat: 7-8pm	0.84%	0.8%	0.72%
Sat: 8-11pm	7.09%	7.57%	7.48%
Sat: 11pm-1am	3.89%	4.32%	4.2%
Sat: 1am-7pm	24.73%	24.28%	23.71%
Sun: 7-10am	2.03%	2.48%	2.72%
Sun: 10am-1pm	5.89%	7.08%	7.36%
Sun: 1-4pm	5.24%	6.02%	6.26%
Sun: 4-7pm	11.69%	13.14%	13.18%
Sun: 7-11pm	8.28%	9.35%	9.51%
Sun: 11pm-1am	3.4%	3.91%	3.68%
Sun: 1-7am	17.93%	20.29%	20.29%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*

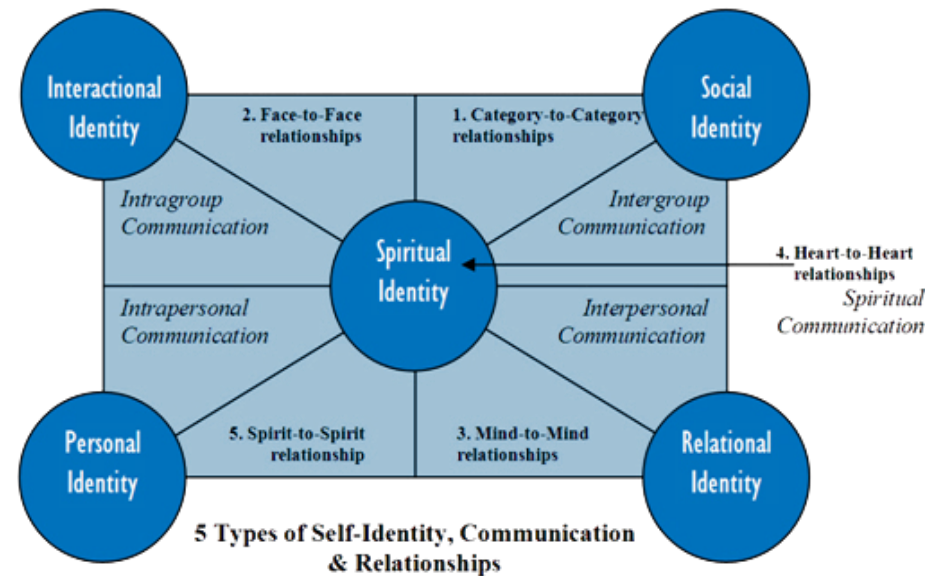


# Establishing Redemptive Relationships

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

## Communication Steps

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

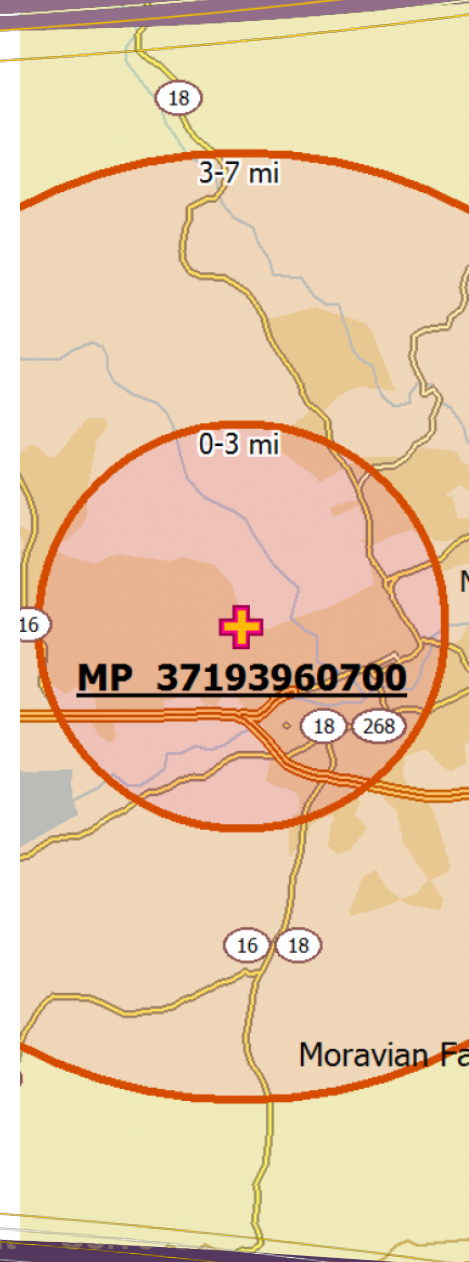


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Welcome Home	132 Welcome Home Ch Rd North Wilkesboro, NC 28659	0.58 mi	162	Plateauing
2	Celebration	164 Union School Dr North Wilkesboro, NC 28659	0.77 mi	325	Insufficient Data
3	Harmony	3515 Boone Trl Millers Creek, NC 28651	1.45 mi	64	Plateauing
4	Oak Grove - Millers Creek	1795 Oak Grove Church Rd Millers Creek, NC 28651	1.82 mi	106	Growing
5	Calvary - Mil	1624 Pads Rd North Wilkesboro, NC 28659	1.91 mi	0	Insufficient Data
6	Peace Haven - North Wilkesboro	737 Byrd Ridge Rd North Wilkesboro, NC 28659	2.06 mi	268	Plateauing
7	Hinshaw Street	1105 Hinshaw St North Wilkesboro, NC 28659	2.08 mi	95	Insufficient Data
8	Fairplains - North Wilkesboro	141 Fairplains Church St North Wilkesboro, NC 28659	2.20 mi	145	Declining
9	Wilkesboro	300 W Main St/201 Woodland Blvd Wilkesboro, NC 28697	2.51 mi	434	Plateauing
10	Community	400 Winston St Wilkesboro, NC 28697	2.85 mi	46	Plateauing
11	Millers Creek	5100 Boone Trl Millers Creek, NC 28651	2.88 mi	500	Plateauing
12	Fishing Creek	2180 Old Hwy 60 Wilkesboro, NC 28697	3.35 mi	115	Plateauing
13	Goshen	6524 W NC Highway 268 Wilkesboro, NC 28697	3.35 mi	107	Plateauing
14	Mount Pleasant	239 Champion Mount Pleasant Rd Wilkesboro, NC 28697	3.35 mi	319	Plateauing
15	Pleasant Grove	260 N NC Highway 16 Wilkesboro, NC 28697	3.35 mi	130	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Antioch - Wilkesboro	1298 Antioch Church Rd Wilkesboro, NC 28697	3.35 mi	102	Growing
17	Fishing Creek Arbor - Wilkesboro	2446 Fishing Creek Arbor Rd Wilkesboro, NC 28697	3.35 mi	239	Plateauing
18	Baptist Home - North Wilkesboro	2367 Sparta Rd North Wilkesboro, NC 28659	3.49 mi	388	Growing
19	Parkway Garden	799 Armory Rd North Wilkesboro, NC 28659	3.53 mi	44	Plateauing
20	Pleasant Home	735 Pleasant Home Church Rd Millers Creek, NC 28651	3.99 mi	170	Declining
21	Oakwoods	2385 Brushy Mountain Rd Wilkesboro, NC 28697	4.20 mi	300	Growing
22	Cub Creek	509 Moravian Falls Rd Wilkesboro, NC 28697	4.30 mi	125	Plateauing
23	Greater Vision	1090 N Minton Rd Millers Creek, NC 28651	4.43 mi	167	Growing
24	Pilgrim	493 Pilgrim Baptist Church Rd Wilkesboro, NC 28697	5.36 mi	194	Plateauing
25	Moravian Falls	1940 Moravian Falls Rd Moravian Falls, NC 28654	5.37 mi	111	Plateauing
26	Mountain Valley - North Wilkesboro	1264 Mountain Valley Church Rd North Wilkesboro, NC 28659	5.46 mi	102	Plateauing
27	Center	205 Center Baptist Church Rd North Wilkesboro, NC 28659	5.46 mi	83	Plateauing
28	North Wilkesboro First	Sixth St North Wilkesboro, NC 28659	5.46 mi	207	Declining
29	First Light	2776 Yellow Banks Rd North Wilkesboro, NC 28659	5.46 mi	0	Insufficient Data
30	Liberty Grove	5899 River Rd Liberty Grove Rd North Wilkesboro, NC 28659	5.46 mi	143	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Edgewood	2300 Edgewood Rd Wilkesboro, NC 28697	5.47 mi	117	Growing
32	Purlear	181 Shingle Gap Rd Purlear, NC 28665	5.86 mi	70	Plateauing
33	Mountain View - Hays	104 Traphill Rd Hays, NC 28635	6.38 mi	83	Plateauing
34	Boiling Springs	1390 Boiling Springs Rd Purlear, NC 28665	6.63 mi	68	Growing
35	Iglesia Bautista LaRoca	509 Moravian Falls Rd Moravian Falls, NC 28654	6.65 mi	40	Growing
36	Oak Grove - North Wilkesboro	183 Rock Quarry Rd North Wilkesboro, NC 28659	6.89 mi	140	Insufficient Data
37	Davis Memorial	3111 Red Top Rd Wilkesboro, NC 28697	7.29 mi	65	Declining
38	Rock Creek - North Wilkesboro	1954 Rock Creek Rd North Wilkesboro, NC 28659	7.66 mi	40	Declining
39	Maple Grove - Hays	1998 Traphill Rd Hays, NC 28635	7.73 mi	145	Plateauing
40	Liberty - Moravian Falls	145 Trails End Rd Moravian Falls, NC 28654	8.13 mi	35	Plateauing
41	Walnut Grove	6165 NC Highway 16 S Moravian Falls, NC 28654	8.13 mi	66	Growing
42	Bethany	7930 Brushy Mountain Rd Moravian Falls, NC 28654	8.13 mi	90	Plateauing
43	Zion Hill - Boomer	2552 Boomer Rd Boomer, NC 28606	8.50 mi	97	Growing
44	New Hope - Moravian Falls	9134 Brushy Mountain Rd Moravian Falls, NC 28654	8.57 mi	48	Plateauing
45	Union - Millers Creek	420 Colvard Rd Millers Creek, NC 28651	8.58 mi	107	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](http://www.iicm.net).

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