

MissionSite

top unreached locations



MORGANTON, NC

CENSUS TRACT: 37023021302

REGION: Region 8: Catawba

COUNTY: Burke

SITESCAPE: Countryside

DENSITY PATTERN: C



In partnership with the:



Intercultural Institute
for Contextual Ministry



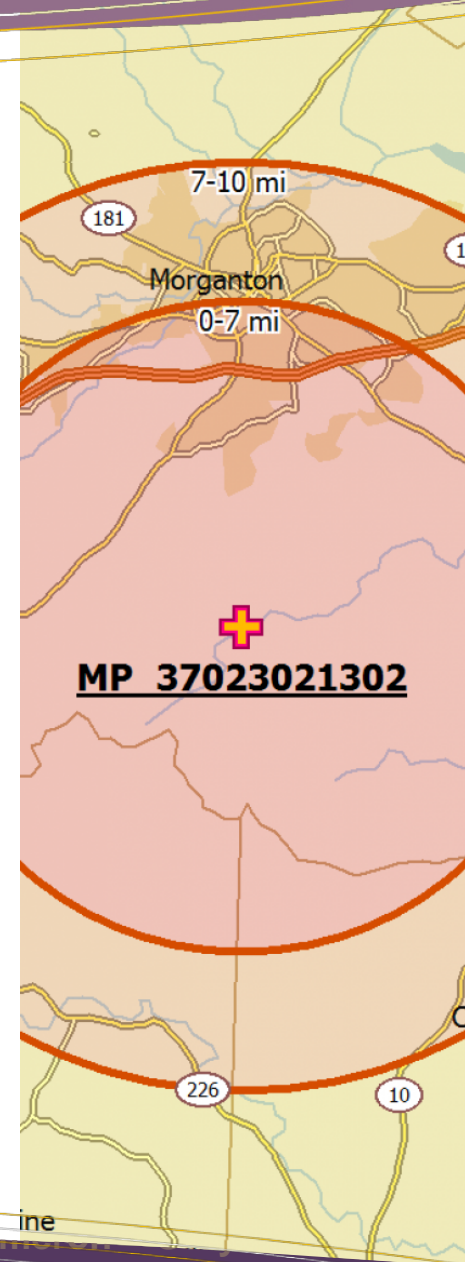
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Site Location Summary

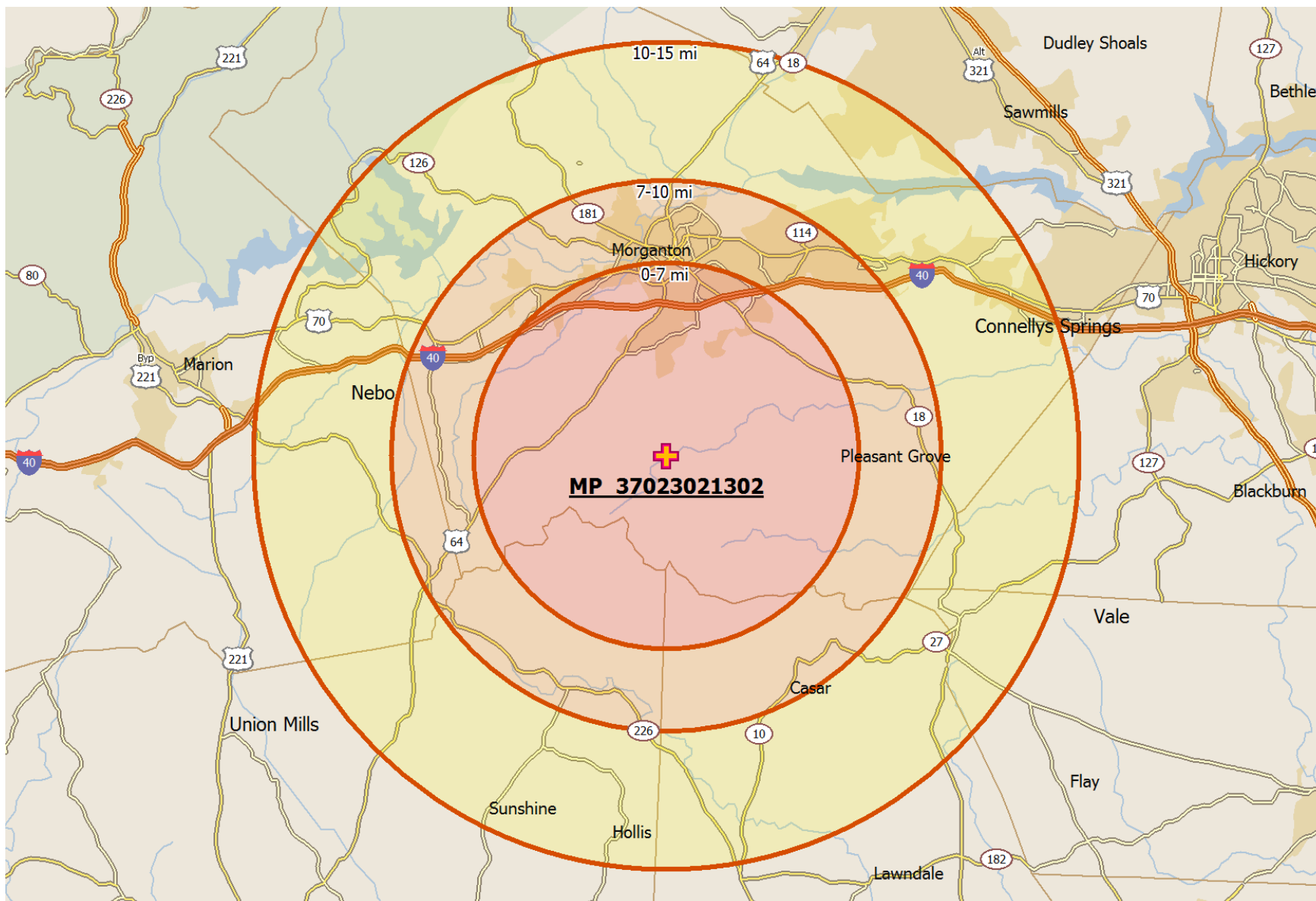
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37023	Burke
4	Zipcode	28655	Burke
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.14	Remote area adjacent to a medium town
8	Sitescape Density Pattern	C	0-50000-50000



Bryson City Lake Waccamaw Marshville Peletier Marvin Weddington McFarlan Fuquay-Varina Avery
 Bayboro Spindale Franklin Spring Hope Parkton Sea Breeze Tobacco City Bennettsville Hobgood Sk
 Green Level Trinity Arapahoe Oak Island Whispering Pines Ansonville Banner Elk Roxboro Fremont F
 High Shoals Kernersville Fearrington Vanceboro Cricket Prospect Banner Elk Roxboro Fremont F
 Crossnore Conway Westport Powellsville Locust Flat Rock Duck Kure Beach Teachey Pumpkin Cent

Site Location Summary - Map of the Site Location



Newton Chimney Rock Village McFarlan Salemville Hayesville
Fairfield Harbour Indian Beach Balfour Glen Raven Swepsonville Lilesville Silver City Kings Grant Drexel
Carpsburg Troutman Dunn Taylorsville Shannon Henderson Yadkinville Cheswell St. Helena Carolina Beach
Del Hill Robbinsville Prospect Wagram Fallston Pembroke Atlantic Beach Forestburg Oak City Spring Hill
Foxfire Sunset Beach Norwood Bessemer City Tarboro Mocksville Warrenton Barker Heights Hamilton
Cerro Gordo Bostic Halifax Whispering Pines Chadbourn Speed Spencer Mountain Gibson Davids

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	31,737	22,736	46,275
2010 Households	11,516	8,993	17,714
2010 Group Quarters Population	2,744	462	1,317

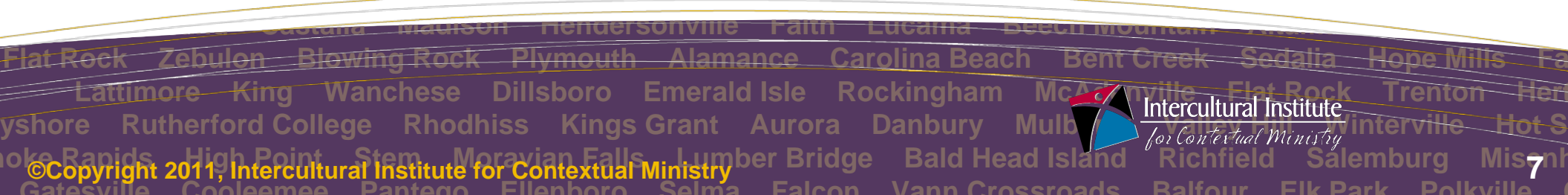
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	24	29
Language Diversity National Index	0	39	49
Foreign Born Diversity National Index	0	21	14
Ancestry Diversity National Index	0	61	56
Racial Diversity National Index	0	30	38

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,101	9.56%
Mainstay Communities	Established, Diverse Households	2,051	17.81%
Working Communities	Blue-collar, Working Families	4,122	35.79%
Country Communities	Rural, Agri. & Mining Families	2,351	20.42%
Aspiring Communities	Young Singles / Aspiring-Multihousing	748	6.5%
Urban Communities	High Density, Inner-city Neighborhoods	1,137	9.87%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	21,887	7,538	34.44%
Unreached %	64.08%	65.45%	102.15
Religious But NOT Evangelical HH	4,937	1,765	35.75%
Religious But NOT Evangelical %	14.45%	15.33%	106.05
Spiritual But NOT Relig or Evang HH	3,501	1,190	34%
Spiritual But NOT Relig or Evang %	10.25%	10.33%	100.84
Not Evangelical, Not Interested HH	13,460	4,586	34.07%
Not Evangelical, Not Interested %	39.41%	39.82%	101.06



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	93	7	7.53%
Active BCNC Attenders	10,416	1,682	16.15%
Active Evangelical Households	6,155	391	6.36%
Active Evangelical Percent	18.02%	19.00%	105.46
Inactive Evangelical Households	6,116	389	6.35%
Inactive Evangelical Percent	17.90%	18.86%	105.35
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Missionary Ridge - Morganton	0.79 mi	203	Plateauing	16	Mount Home - Morganton	5.66 mi	455	Plateauing
2	South Mountain - Morganton	0.83 mi	66	Declining	17	Asheville Street - Morganton	5.83 mi	73	Growing
3	Grace - Morganton	1.48 mi	188	Plateauing	18	Morganton First Deaf Mission - Morganton	6.01 mi	40	Declining
4	Mulls Grove - Morganton	1.92 mi	111	Growing	19	Morganton First - Morganton	6.01 mi	411	Plateauing
5	Pleasant Ridge - Morganton	2.27 mi	314	Plateauing	20	Brookwood - Morganton	6.08 mi	87	Plateauing
6	Burkemont - Morganton	2.59 mi	800	Plateauing	21	Southside - Morganton	6.13 mi	46	Plateauing
7	Bethlehem - Morganton	2.95 mi	0	Insufficient Data	22	Central - Morganton	6.32 mi	52	Plateauing
8	Mount Olive - Morganton	4.26 mi	0	Insufficient Data	23	Mountain View 2 - Morganton	6.44 mi	94	Plateauing
9	Walker Road - Morganton	4.31 mi	135	Growing	24	Journey Church	6.51 mi	194	Insufficient Data
10	Pleasant Hill - Morganton	4.43 mi	233	Growing	25	Calvary - Morganton	6.54 mi	130	Declining
11	Cross Memorial - Morganton	4.63 mi	74	Plateauing	26	Mountain View 1 - Morganton	6.59 mi	0	Insufficient Data
12	First Hmong - Morganton	4.64 mi	70	Insufficient Data	27	New Hope in Christ - Morganton	6.78 mi	0	Insufficient Data
13	Silver Creek - Morganton	4.84 mi	51	Growing	28	River of Life Hispanic Mission - Morganton	6.78 mi	0	Insufficient Data
14	Calvin Heights - Morganton	5.34 mi	125	Declining	29	Grandview - Morganton	6.81 mi	51	Plateauing
15	Glen Alpine First - Glen Alpine	5.47 mi	120	Plateauing	30	Smyrna - Morganton	6.81 mi	0	Insufficient Data

Using the Spirituality Indicators

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

Issues for Your Consideration

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

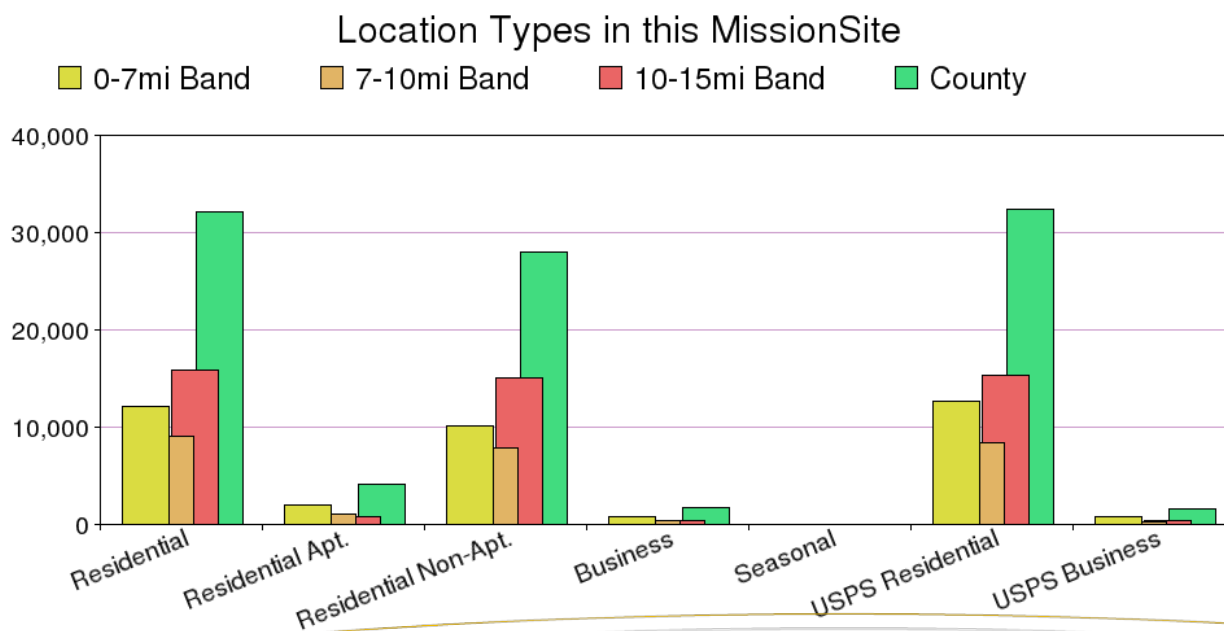


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	75,744	28,119	37.12%
2000 Population	89,148	32,617	36.59%
2010 Population	89,907	31,737	35.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,184	10,515	36.03%
2000 Households	34,528	12,083	34.99%
2010 Households	34,157	11,516	33.71%



Location Type	0-7mi Band
Residential	12,198
Residential Apt.	2,024
Residential Non-Apt.	10,174
Business	819
Seasonal	0
USPS Residential	12,653
USPS Business	750

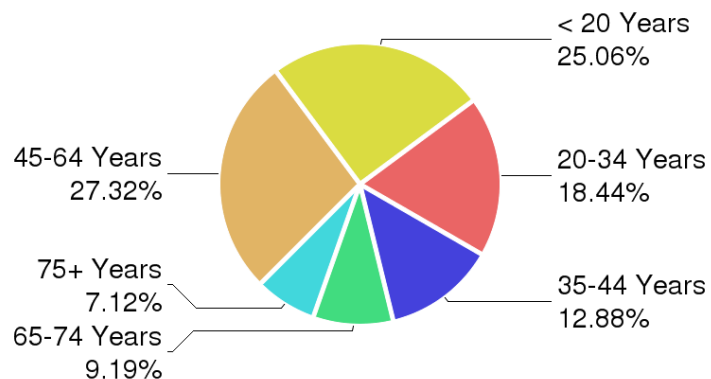
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.2%	4.24%	100.95
4-5 Years	2.31%	2.05%	88.74
6-8 Years	3.57%	3.32%	93
9-11 Years	3.66%	3.52%	96.17
12-13 Years	2.47%	2.46%	99.6
14-17 Years	5.37%	5.55%	103.35
18-19 Years	2.81%	3.9%	138.79
0-5 Years	6.51%	6.3%	96.77
6-12 Years	8.46%	8.08%	95.51
13-19 Years	9.41%	10.68%	113.5
< 20 Years	24.38%	25.06%	102.79
20-34 Years	17.41%	18.44%	105.92
35-44 Years	13.38%	12.88%	96.26
45-64 Years	28.2%	27.32%	96.88
65-74 Years	9.29%	9.19%	98.92
75+ Years	7.33%	7.12%	97.14
Median Age	41	42	101.02
Median Age (Male)	39	40	100.64
Median Age (Female)	43	44	100.92

Age Group Percentages

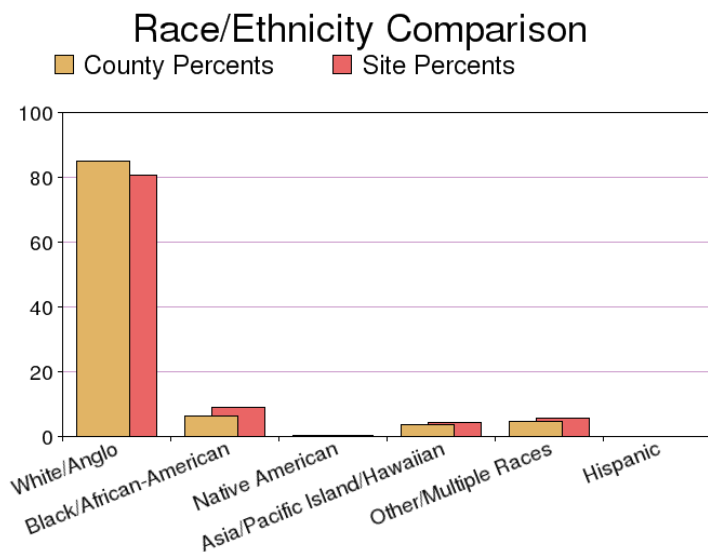


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.07%	80.61%	94.76
Black, African-American	6.41%	8.97%	139.95
Native American	0.47%	0.5%	106.82
Asian	3.27%	3.93%	120.16
Pacific Island, Hawaiian	0.26%	0.46%	177.51
Other/Multiple Races	4.53%	5.53%	122.12
Hispanic	0%	7.86%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,233	21,383	
Less than 9th Grade	8.86%	9.08%	97.56
No High School Diploma	13.77%	11.8%	116.66
High School Graduate	34.86%	34.56%	100.87
Some College, no degree	18.32%	19.07%	96.08
Associate Degree	9.52%	10.42%	91.3
College Degree	8.54%	8.64%	98.78
Graduate/Prof. degree	6.14%	6.43%	95.51

Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.85%	10.19%	147.67
\$10,000 to \$19,999	16.06%	17.07%	106.31
\$20,000 to \$29,999	15.12%	15.63%	103.41
\$30,000 to \$49,999	22.14%	22.57%	101.93
\$50,000 to \$59,999	9.6%	9%	93.8
\$60,000 to \$69,999	7.13%	6.45%	90.54
\$70,000 to \$79,999	5.97%	5.87%	98.38
\$80,000 to \$89,999	4.27%	4.14%	97.04
\$90,000 to \$99,999	2.49%	2.3%	92.25
\$100,000 to \$124,999	3.44%	2.66%	77.18
\$125,000 to \$149,999	1.52%	1.72%	113.16
\$150,000 to \$199,999	1.08%	0.98%	90.58
\$200,000 to \$249,999	0.32%	0.31%	96.2
\$250,000 or more	1.01%	1.06%	104.58
Median Household	36,860	36,606	99.31
Average Household	47,747	48,752	102.1
Per Capita Household	18,809	17,973	95.56
Family/Non-Family Household Income			
Median Family Income	47,385	47,662	100.58
Average Family Income	57,589	60,123	104.4
Median Non-Family Income	20,162	21,444	106.36
Average Non-Family Income	26,539	25,383	95.64

Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	68.3%	67.07%	98.2
Families with Children	30.85%	30.35%	98.37
Families without Children	37.45%	36.72%	98.06
Non-Family Households			
% Non-Family Households	31.7%	32.93%	103.88
Non-Families with Children	0.47	0.38	82.08
Non-Families without Children	31.23	32.55	104.21
Housing Units			
			Index
Total Housing Units	39,933	13,259	
Vacant percent	14.46%	13.15%	90.94
Owned percent	63.39%	61.1%	96.38%
Rented Percent	22.14%	25.76%	116.32
Households by Size			
			Index
Avg household size	2.53	2.52	99.6
Avg family hh size	3.15	3.15	100
Avg non-family hh size	1.20	1.22	101.67
Households By Count of Persons			
			Percent
One	9,329	3,280	35.16%
Two	10,889	3,637	33.4%
Three or Four	10,944	3,542	32.36%
Five+	2,995	1,056	35.26%

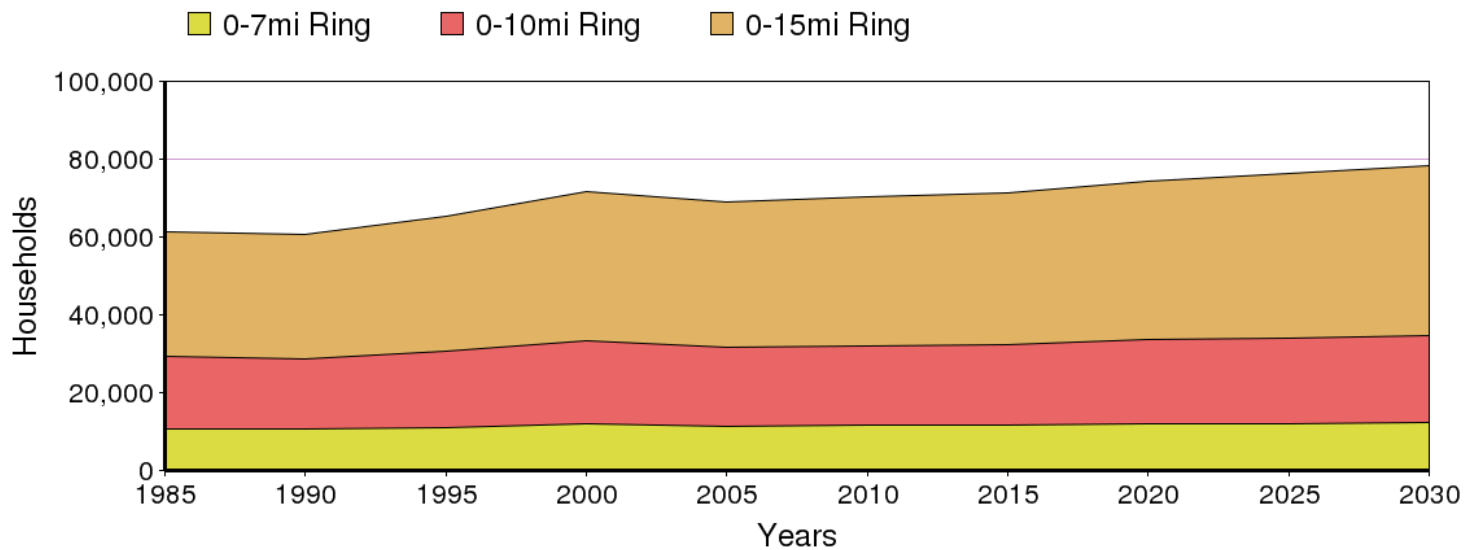
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	75,744	28,119	37.12%
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2010 Population	89,907	31,737	35.3%
2015 Population	91,705	31,926	34.81%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,184	10,515	36.03%
2000 Households	34,528	12,083	34.99%
2010 Households	34,157	11,516	33.71%
2015 Households	34,699	11,559	33.31%

Household Change from 1985 to 2030



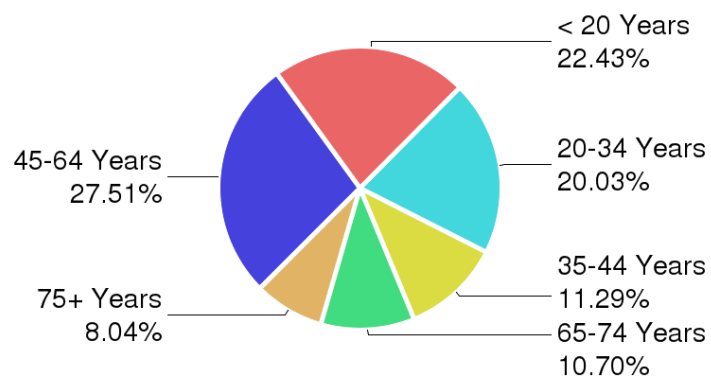
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.24%	3.59%	84.67
4-5 Years	2.05%	1.79%	87.32
6-8 Years	3.32%	2.99%	90.06
9-11 Years	3.52%	3.3%	93.75
12-13 Years	2.46%	2.45%	99.59
14-17 Years	5.55%	5.05%	90.99
18-19 Years	3.9%	3.26%	83.59
0-5 Years	6.3%	5.38%	85.4
6-12 Years	8.08%	7.51%	92.95
13-19 Years	10.68%	9.53%	89.23
< 20 Years	25.06%	22.42%	89.47
20-34 Years	18.44%	20.02%	108.57
35-44 Years	12.88%	11.29%	87.66
45-64 Years	27.32%	27.5%	100.66
65-74 Years	9.19%	10.7%	116.43
75+ Years	7.12%	8.04%	112.92
Median Age	41	43	104.55
Median Age (Male)	39	41	104.88
Median Age (Female)	43	45	104.49

Projected Age Group Percentages



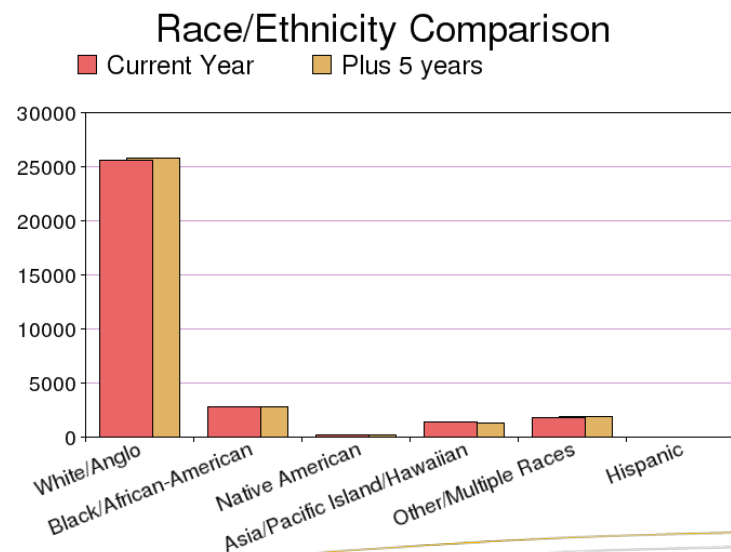
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	80.61%	80.85%	100.3
Black, African-American	8.97%	8.64%	96.34
Native American	0.5%	0.56%	112.62
Asian	3.93%	3.49%	88.89
Pacific Island, Hawaiian	0.46%	0.49%	106.22
Other/Multiple Races	5.53%	5.96%	107.85
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	21,383	22,160	
Less than 9th Grade	9.08%	7.32%	80.64
No High School Diploma	11.8%	9.9%	83.88
High School Graduate	34.56%	36.32%	105.1
Some College, no degree	19.07%	19.28%	101.11
Associate Degree	10.42%	11.54%	110.69
College Degree	8.64%	8.38%	96.96
Graduate/Prof. degree	6.43%	7.27%	112.99



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.19%	9.83%	96.49
\$10,000 to \$19,999	17.07%	17.48%	102.36
\$20,000 to \$29,999	15.63%	15.13%	96.81
\$30,000 to \$49,999	22.57%	21.11%	93.53
\$50,000 to \$59,999	9%	8.71%	96.75
\$60,000 to \$69,999	6.45%	6.7%	103.92
\$70,000 to \$79,999	5.87%	6.25%	101.1
\$80,000 to \$89,999	4.14%	4.68%	106.31
\$90,000 to \$99,999	2.3%	2.49%	108.27
\$100,000 to \$249,999	2.66%	3.11%	116.88
\$125,000 to \$149,999	1.72%	1.82%	105.67
\$150,000 to \$199,999	0.98%	1.07%	109.33
\$200,000 to \$249,999	0.31%	0.33%	105.16
\$250,000 or more	1.06%	1.08%	102.08
Median Household	36,606	37,572	102.64
Average Household	48,752	50,014	102.59
Per Capita Household	17,973	18,403	102.39
Family/Non-Family Household Income			
Median Family Income	47,662	50,086	105.09
Average Family Income	60,123	62,514	103.98
Median Non-Family Income	21,444	21,525	100.38
Average Non-Family Income	25,383	25,714	101.3

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.07%	66.03%	98.44
Families with Children	30.35	28.97	95.47
Families without Children	36.72	35.79	97.46
Non-Family Households			
% Non-Family Households	32.93%	33.97%	103.17
Non-Families with Children	0.38	0.4	103.17
Non-Families without Children	32.55	33.58	103.16
Housing Units			
Total Housing Units	13,259	13,292	100.25%
Vacant percent	13.15%	13.03%	99.07
Owned percent	61.1%	61.16%	100.11
Rented Percent	25.76%	25.8%	100.16
Households by Size			
Avg household size	2.52	2.54	100.79%
Avg family hh size	3.15	3.24	102.86%
Avg non-family hh size	1.22	1.16	95.08%
Households By Count of Persons			
One	3,280	3,394	103.48%
Two	3,637	3,477	95.6%
Three or Four	3,542	3,579	101.04%
Five+	1,056	1,110	105.11%

Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	1,865	1,374	1,138
Northern Europe	31	19	3
Western Europe	32	42	44
Southern Europe	3	6	7
Eastern Europe	14	0	11
Other Europe	0	0	0
Eastern Asia	56	31	25
So. Central Asia	39	22	22
SE Asia	744	361	482
Western Asia	6	0	4
Other Asia	0	9	7

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	10	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	5	0	0
Western Africa	0	0	0
Other Africa	0	0	2
Oceania	3	17	0
Caribbean	8	5	1
Central Amer.	860	816	517
South America	16	14	5
North America	38	32	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	0-7 MILES	7-10 MILES	10-15 MILES
English only	26,063	22,045	37,663
Spanish	1,401	1,116	970
Other Indo-Euro language	238	191	191
French (incl. Patois, Cajun)	83	35	55
French Creole	0	0	0
Italian	8	18	14
Portuguese	0	0	1
German	82	82	88
Yiddish	0	2	0
Other West Germanic	17	0	2
A Scandinavian Language	0	0	0
Greek	4	36	2
Russian	0	0	11
Polish	25	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	4
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	4
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	84	0	25
Japanese	0	0	42
Korean	12	23	3
Mon-Khmer, Cambodian	0	2	2
Miao, Hmong	850	261	570
Thai	0	6	7
Laotian	118	231	63
Vietnamese	0	89	29
Other Asian	0	13	9
Tagalog	19	17	33
Other Pacific Is	0	24	2
Other languages	56	120	0
Navajo	0	0	0
Other Native N. American	0	13	0
Hungarian	0	0	0
Arabic	6	10	0
Hebrew	0	0	0
African languages	17	0	0
Other unspecified	33	97	0



Ancestry Summary

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

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	19,855	16,789	26,494
Arab	2	5	1
Armenian	0	0	0
Austrian	0	0	5
British	92	62	70
Canadian	23	18	18
Croatian	0	0	4
Czech	0	20	12
Czechoslovak	14	5	1
Danish	8	5	19
Dutch	298	274	573
English	2,109	1,717	2,703
European	313	343	419
Finnish	3	10	13
French (not Basque)	225	283	324
French Canadian	38	47	38
German	2,136	1,971	3,140
Greek	33	26	13
Hungarian	24	26	18
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	1,289	1,271	2,056
Italian	384	415	624
Lithuanian	2	10	26
Norwegian	67	43	43
Polish	127	92	132
Portuguese	5	16	13
Romanian	0	0	11
Russian	27	25	21
Scandinavian	6	13	16
Scotch-Irish	926	690	945
Scottish	316	431	539
Slovak	2	1	13
Subsaharan African	212	120	110
Swedish	20	31	70
Swiss	3	19	36
Ukrainian	26	32	9
US/American	5,812	5,071	9,524
Welsh	52	44	57
West Indian	0	0	25
Yugoslavian	0	0	0
Other	5,261	3,652	4,852

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to its county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



Using the Demographic Indicators

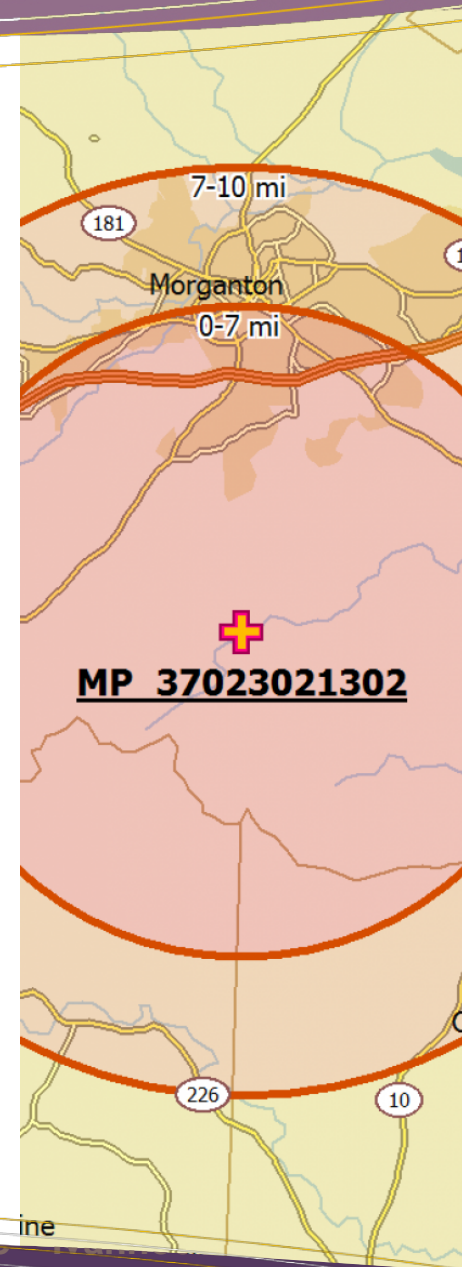
Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape 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 Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	11,516	100%	7,552	100%
AFFLUENT SUBURBIA	691	6%	486	6.44%
America's Wealthiest	5	0.04%	4	0.05%
Dream Weavers	298	2.59%	213	2.82%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	388	3.37%	269	3.56%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	410	3.56%	277	3.67%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	4	0.03%	3	0.04%
Urban Commuter Fam.	394	3.42%	265	3.51%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	12	0.1%	9	0.12%
SM TOWN SUCCESS	1,570	13.63%	1,041	13.78%
Successful Urban Sprawl	380	3.3%	9	0.12%
2nd City Homebodies	274	2.38%	270	3.58%
Prime Middle America	0	0%	178	2.36%
Urban Optimists	916	7.95%	0	0%
Family Convenience	0	0%	584	7.73%
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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	11,516	100%	7,552	100%
BLUE COLLAR BACKBONE	356	3.09%	224	2.97%
Nuevo Hispanic Fam.	16	0.14%	11	0.15%
Working Rural Suburbia	218	1.89%	131	1.73%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	122	1.06%	82	1.09%
AMER. DIVERSITY	481	4.18%	320	4.24%
Ethnic Urban Mix	38	0.33%	27	0.36%
Urban Blues	245	2.13%	158	2.09%
Professional Urbanites	91	0.79%	66	0.87%
Urban Advancement	18	0.16%	12	0.16%
Amer. Great Outdoors	89	0.77%	57	0.75%
Mature America	0	0%	0	0%
METRO FRINGE	3,766	32.7%	2,580	34.16%
Steadfast Conservative	3,298	28.64%	2,260	29.93%
Moderate Conventionalists	263	2.28%	177	2.34%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	205	1.78%	143	1.89%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	11,516	100%	7,552	100%
REMOTE AMERICA	1,156	10.04%	681	9.02%
Hardy Rural Fam.	63	0.55%	38	0.5%
Rural Southern Living	970	8.42%	568	7.52%
Coal & Crops	123	1.07%	75	0.99%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	726	6.3%	538	7.12%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	703	6.1%	521	6.9%
Stable Careers	16	0.14%	12	0.16%
Aspiring Hispania	7	0.06%	5	0.07%
RURAL VILLAGES & FARMS	1,195	10.38%	592	7.84%
Aspiring Hispania	51	0.44%	5	0.07%
Industrious Country Living	0	0%	35	0.46%
America's Farmland	233	2.02%	0	0%
Comfy Country Living	208	1.81%	142	1.88%
Small Town Connections	703	6.1%	121	1.6%
Hinterland Fam.	0	0%	289	3.83%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	11,516	100%	7,552	100%
STRUGGLING SOCIETIES	247	2.14%	167	2.21%
Rugged Southern Style	53	0.46%	31	0.41%
Latino Nuevo	85	0.74%	58	0.77%
Struggling city Centers	49	0.43%	33	0.44%
College Town Communities	0	0%	0	0%
New Beginnings	60	0.52%	45	0.6%
URBAN ESSENCE	890	7.73%	630	8.34%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	156	1.35%	109	1.44%
Urban Diversity	582	5.05%	419	5.55%
New Generation Activists	152	1.32%	102	1.35%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	22	0.19%	16	0.21%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	22	0.19%	16	0.21%



Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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



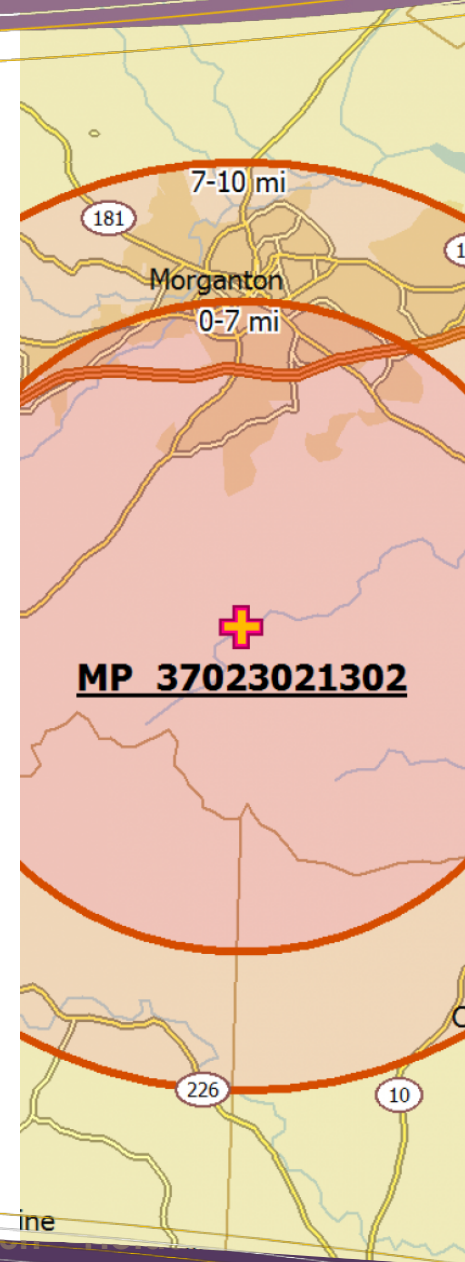
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	77%	77%	76%
Use Comp. for Internet/E-mail	60%	59%	57%
Internet Use: E-Mail	49%	49%	47%
Use Comp. for Comp. Games	40%	40%	39%
Use Comp. for Word Processing	38%	38%	35%
Use Comp. for Shopping	36%	35%	35%
Use Comp. for Education	32%	32%	30%
Use Comp. for Digital Camera	31%	31%	30%
Photo Editing			
Use Comp. for Banking	31%	31%	29%
HH Owns DVD Player	28%	27%	26%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: News/ Weather	27%	27%	25%
Internet Use: Banking	26%	26%	26%
Use Comp. for News/Info./Data Service	22%	22%	19%
PC-Network-HH Has One	19%	19%	18%
Use Comp. for Accounting	14%	13%	13%
Use Comp. for Personal Financial Mngmnt	13%	12%	11%
Internet Use: Research/ Education	12%	12%	11%
Use Comp. for Filing/DB Mngmnt	12%	12%	11%
Internet Use: Shopping: Gathered Info. for Shopping	12%	11%	11%
Internet Use: Shopping: Made A Purchase	11%	11%	11%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	67%	67%	66%
Dining Out (Not Fast Food)	57%	57%	56%
Reading Books	52%	52%	51%
Card Games	41%	41%	42%
Gardening	35%	35%	37%
Go To A Beach/Lake	35%	35%	34%
Cooking for Fun	35%	35%	34%
Board Games	34%	34%	34%
Visit Zoo	20%	19%	19%
Going To	19%	19%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	27%	27%	25%
Backache	22%	22%	22%
Eye Dr.	20%	21%	20%
None Of These	20%	20%	21%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	18%	18%	17%
Any Arthritis	16%	16%	17%
Overweight (30 Pounds Or More)	15%	15%	15%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Concert	25.84%	25.73%	24.1%
Live Theater	17.77%	17.89%	16.22%
Live Theater Most Often	14.63%	14.72%	13.15%
Rock/Pop Concerts Most Often	14.11%	14.02%	13.14%
Comedy Club	8.39%	8.19%	6.91%
Dance Performance	7.1%	7.12%	6.15%
Movies: Comedy	38.47%	37.94%	37.11%
Movies: Action/Adventure	37.15%	36.7%	35.57%
Movies: Fam.	19.07%	18.81%	18.29%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Drama	18.57%	18.34%	17.33%
Movies: Romantic Comedy	18.19%	18.15%	17.64%
Movies: Mystery	15.35%	15.37%	14.74%
MLB Baseball Reg. Season	7.09%	6.89%	6.14%
College Football Reg. Season	6.18%	5.94%	5.71%
NFL Football Reg. Season	5.89%	5.76%	5.17%
College Basketball Reg. Season	4.03%	3.83%	3.66%
NBA Basketball Reg. Season	3.13%	2.99%	2.8%
Auto Racing Events	2.9%	2.91%	2.95%

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	38.48%	38.7%	37.54%
Swimming	33.42%	33.58%	33.79%
Bowling	21.41%	21.53%	21.78%
Freshwater Fishing	20.67%	20.92%	23.66%
Billiards/Pool	19.02%	18.9%	18.73%
Camping Trips	17.59%	17.99%	20.26%
Basketball	14.8%	14.68%	14.89%
Weight Training	14.69%	14.7%	13.8%
Jogging/Running	13.09%	12.94%	11.8%
Golf	12.64%	12.77%	12.28%
Using Cardio Machine	12.59%	12.6%	11.52%
Mountain/Road Biking	12.12%	12.27%	12.09%
Hunting	11.86%	12.21%	14.76%
Baseball	11.61%	11.44%	11.21%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Stationary Cycling	11.54%	11.51%	10.7%
Target Shooting	10.19%	10.39%	11.34%
Football	9.85%	9.77%	9.75%
Backpacking/Hiking	9.76%	10%	10.37%
Volleyball	8.85%	8.95%	8.96%
Aerobics	8.77%	8.82%	8.27%
Saltwater Fishing	7.92%	7.99%	8.36%
Power Boating	7.63%	7.85%	7.78%
Softball	7.48%	7.55%	7.11%
Canoeing/Kayaking	6.94%	7.06%	6.93%
Soccer	6.77%	6.79%	6.21%
Motorcycling	6.61%	6.6%	6.43%
Tennis	6.52%	6.59%	6.39%
Horseback Riding	6.44%	6.56%	7.17%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Yoga	6.18%	6.22%	5.62%
Archery	5.23%	5.41%	6.06%
Roller Skating	4.88%	4.95%	4.65%
Fly Fishing	4.69%	4.79%	5.26%
Ice Skating	4.37%	4.49%	4.14%
Downhill & X-Country Skiing	4.35%	4.37%	3.97%
Water Skiing	4.33%	4.45%	4.47%
Snorkeling	4.24%	4.35%	4.37%
Jet Skiing	4.18%	4.28%	4.31%
Racquetball	3.71%	3.74%	3.46%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Auto Racing	3.49%	3.52%	3.55%
Snowmobiling	3.45%	3.6%	3.53%
Hockey	3.43%	3.55%	3.4%
Rock Climbing	3.3%	3.35%	3.21%
Martial Arts	3.13%	3.29%	3.49%
Skateboarding	2.93%	3.12%	3.33%
Snowboarding	2.87%	2.99%	2.78%
Sailing	2.82%	2.89%	2.73%
Rowing	2.45%	2.57%	2.51%
Surfing & Windsurfing	2.35%	2.4%	2.23%

Potential Cultural Barriers -- Introduction (part 1)

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

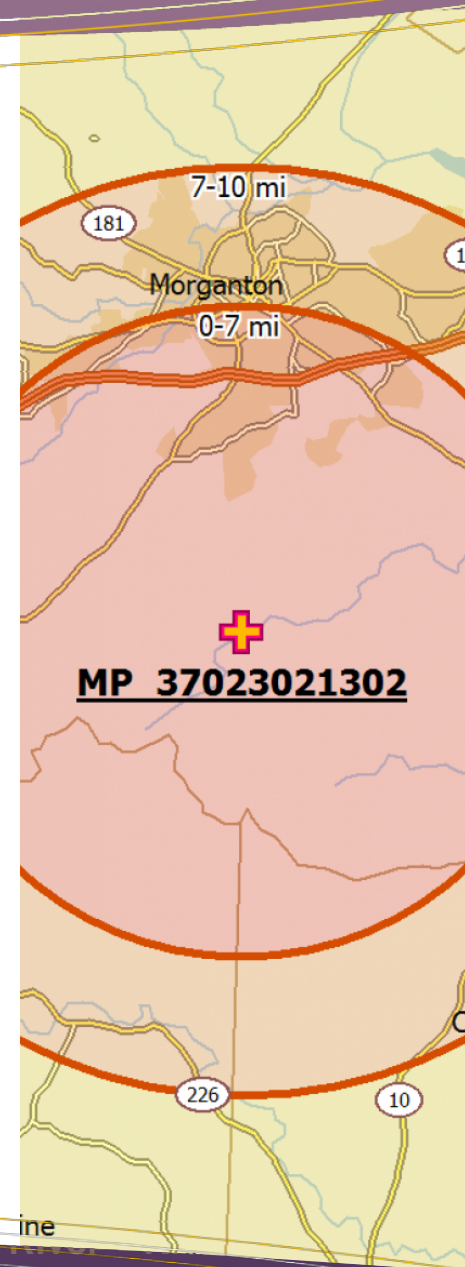
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

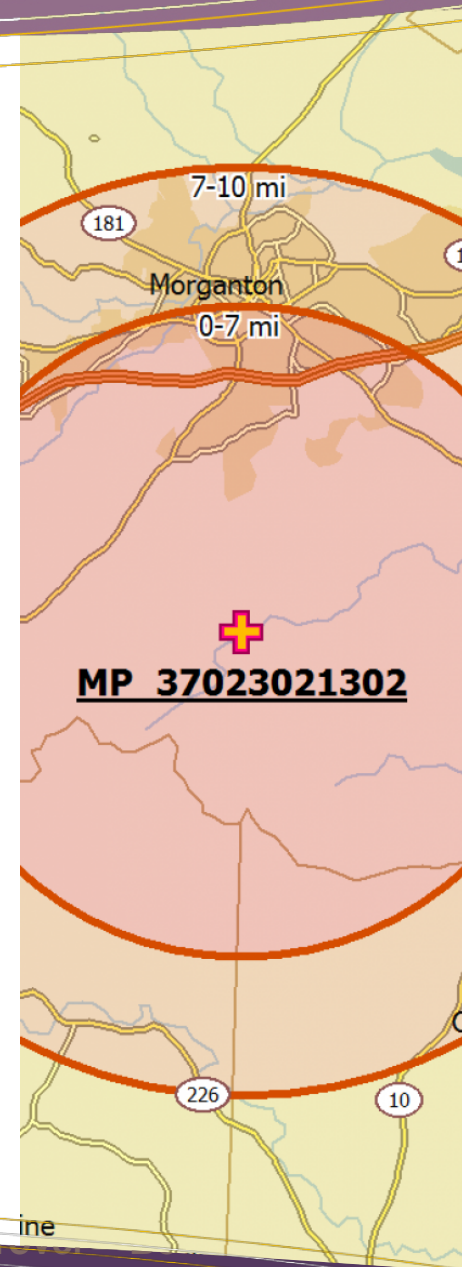
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

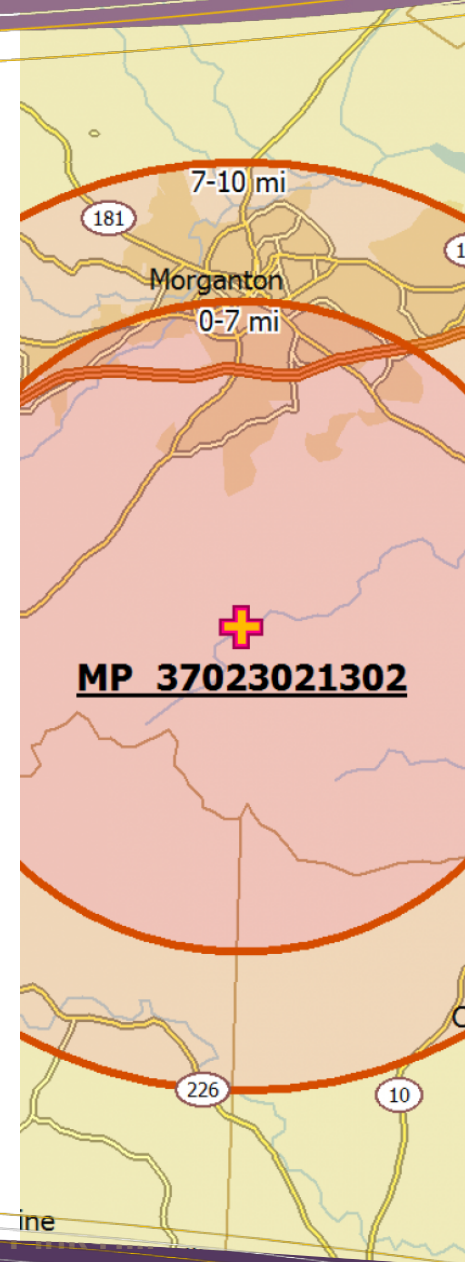
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	49%	49%	50%
Find It Difficult To Say No To My Kids	38%	38%	40%
Woman's Place Is In The Home	35%	35%	36%
Speak My Mind Even If It Upsets People	34%	35%	35%
Like Control Over People And Resources	33%	33%	34%
Prefer To Have Few Possessions As Possible	31%	31%	28%
Like To Do Unconventional Things	30%	30%	31%
Don't Judge People/Way They Live Life	27%	27%	27%
Money Is Best Measure Of Success	25%	26%	26%
If Won Lottery Would Never Work Again	25%	25%	23%
Friends More Important Than My Fam.	24%	24%	23%
Too Much Sponsorship In Arts/Sports	24%	23%	24%

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	19%	19%	18%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
I Am A Workaholic	16%	16%	15%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	13%	12%	12%
Happy With My Standard Of Living	11%	11%	10%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
More Important Do Duty Than Enjoy Life	6%	6%	5%

Potential Cultural Themes

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

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



Potential Cultural Themes:

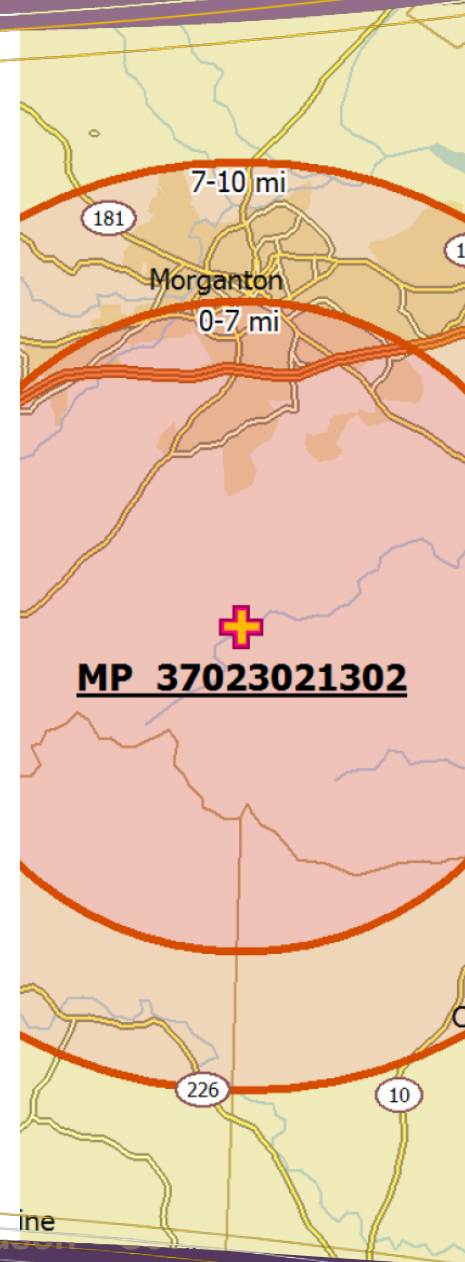
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	61%	61%	61%
You Should Seize Opportunities In Life	55%	55%	55%
Like To Understand About Nature	36%	36%	35%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	32%	33%	32%
Prefer To Have Few Possessions As Possible	31%	31%	28%
Important To Juggle Various Tasks	30%	31%	31%
Good At Fixing Things	27%	27%	26%
Have Keen Sense Of Adventure	26%	26%	25%
People Have To Take Me As They Find Me	22%	22%	21%
Like To Just Enjoy Life	22%	22%	21%
Consider Myself Interested In The Arts	19%	19%	18%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Worried About Pollution Caused By Cars	17%	17%	17%
Looking for New Ideas To Improve Home	17%	17%	16%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	16%	17%	18%
Try Not To Worry About The Future	13%	13%	12%
Enjoy Spending Time With My Fam.	13%	13%	14%
Provide My Kids With The Little Extras	12%	12%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Decor Particular Interest To Me	4%	4%	3%
Would Like To Set Up Own Business	3%	4%	4%

Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	86.25%	86.27%	87.22%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.94%	82.23%	82.55%
Houses-Visit Any			
McDonald's	56.64%	56.34%	56.36%
Burger King	38.46%	38.53%	39.15%
Subway	30.6%	30.49%	30.93%
Applebee's	30.25%	29.77%	28.69%
Taco Bell	29.45%	29.28%	28.97%
Kentucky Fried Chicken (KFC)	29.38%	29.18%	30.48%
Wendy's	29.27%	29.33%	29.86%
Arby's	23.58%	23.25%	23.15%
Pizza Hut	23.42%	23.25%	24.22%
Olive Garden	19.95%	19.84%	19.07%

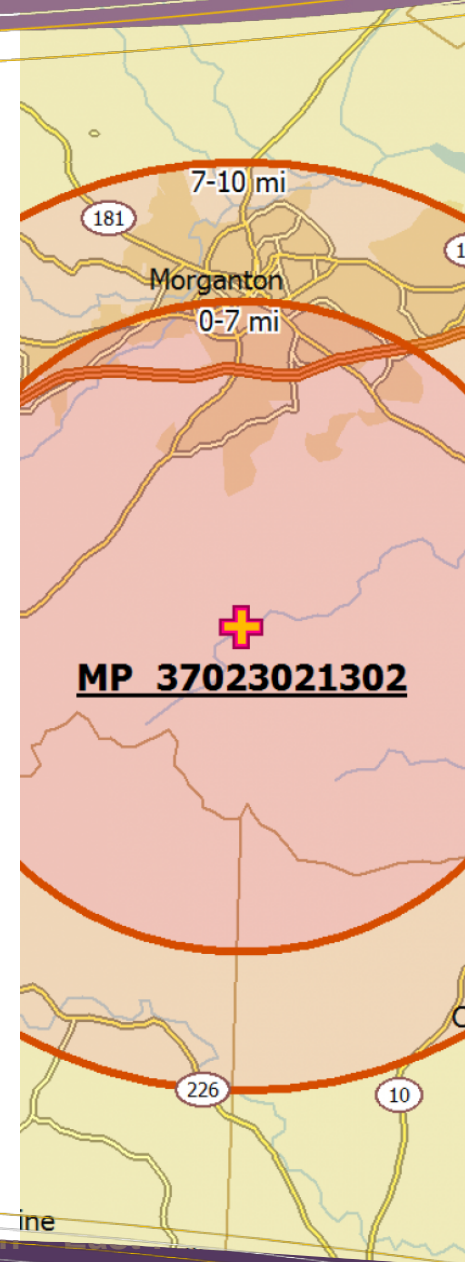
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	19.41%	19.18%	19.47%
Cracker Barrel	16.58%	16.44%	17.17%
Red Lobster	16.44%	16.3%	15.87%
Sonic	15.82%	15.69%	17.72%
Domino's Pizza	13.99%	13.73%	13.18%
Outback Steakhouse	13.68%	13.48%	12.62%
Chick-Fil-A	13.3%	12.92%	12.63%
IHOP (International House Of Pancakes)	12.81%	12.54%	11.36%
Golden Corral	12.63%	12.39%	12.76%
Hardee's	12.34%	12.32%	14.21%
Chili's Grill and Bar	12.18%	11.74%	10.7%
Denny's	11.66%	11.7%	11.04%

Potential Shared Projects

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

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

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

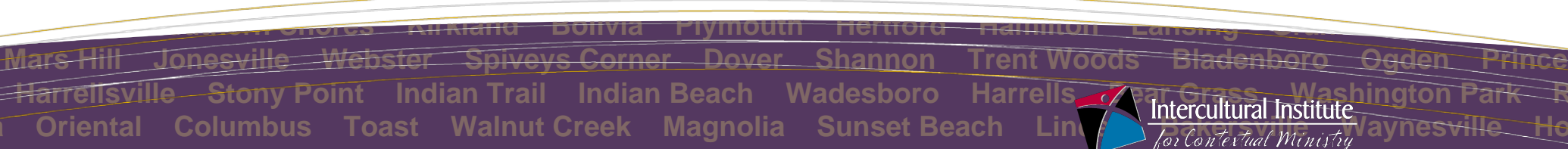


Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	46.05%	46.09%	44.22%
Recycled products	33.62%	33.55%	31.03%
Worked as volunteer (non political)	16.38%	16.39%	15.74%
Engaged in fund raising	11.04%	10.99%	10.98%
Religious club member	7.5%	7.45%	7.61%
Wrote to elected offcl about publ bus	5.68%	5.68%	5.42%

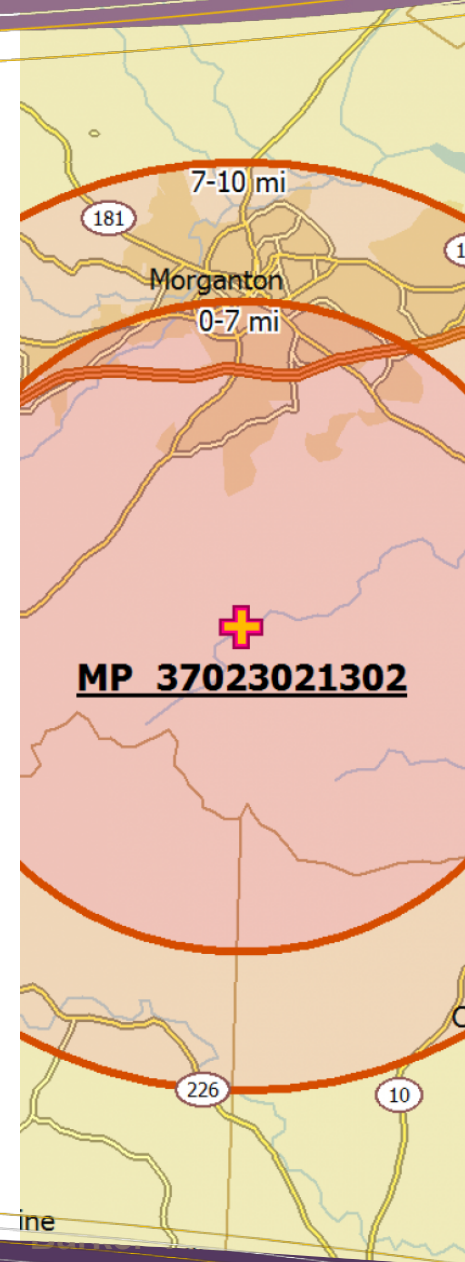
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to editor of mag or newspaper	5.56%	5.5%	5.13%
Charitable Organization	5.39%	5.36%	5.19%
Union member	5.17%	5.17%	4.89%
Church Board	4.87%	4.86%	5.13%
Took active part in local civic issue	4.77%	4.76%	4.42%
Addressed a public meeting	4.73%	4.7%	4.59%



Communication Media Content

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

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



Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7 MILES	7-10 MILES	10-15 MILES
Novel	15.91%	15.83%	14.81%
Children's Books	12.41%	12.44%	12.67%
Mystery	11.6%	11.67%	11.36%
Cookbooks	10.35%	10.41%	10.1%
Religious (not Bibles)	9.07%	9.02%	9.24%
Romance	6.77%	6.84%	7.14%
History	6.75%	6.78%	6.37%
Biography	6.17%	6.19%	5.71%
Personal/Business	6.16%	6.16%	5.83%
Self-help			

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	65.75%	65.7%	62.16%
Distributed			
Gen. Editorial	45.25%	45.11%	43.66%
Womens	40.31%	39.92%	38.89%
Service	35.03%	34.91%	34.59%
Mens	17.97%	17.87%	16.96%
Business/Finance	15.34%	15.1%	13.53%
Automotive	14.39%	14.57%	15.17%
Sports	14.26%	14.24%	13.27%
Fishing/Hunting	13.97%	14.12%	15.58%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	55.02%	55.22%	54.6%
Classified	35.18%	35.17%	36.39%
Sport	32.18%	32.1%	31.02%
Editorial Page	31.08%	31.28%	31.34%
Comics	28.02%	28.01%	27.55%
Business/Finance	26.81%	26.79%	24.51%
Food/Cooking	24.73%	24.69%	23.69%
Movie Listings & Reviews	24.62%	24.56%	22.87%
TV/Radio Listings	23.77%	23.91%	23.12%
Home/Gardening	21.29%	21.14%	20.22%
Travel	18.24%	18.16%	16.42%
Science/Technology	16.72%	16.63%	15.4%
Fashion	13.32%	13.28%	13.04%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	25.34%	25.71%	29.3%
CHR Contemp Hit Radio	17.92%	17.86%	17.06%
Adult Contemporary	17.3%	17.28%	16.63%
Rock	12.49%	12.44%	11.56%
Urban Contemporary	12.39%	11.83%	10.77%
Oldies	10.84%	10.84%	10.26%
News/Talk	10.57%	10.59%	9.25%
Classic Rock	10%	10.09%	9.96%
Alternative	8.43%	8.54%	7.89%
Variety	7.27%	7.09%	5.98%
Religious	6.41%	6.44%	6.66%
Soft Contemporary	5.73%	5.62%	5.19%
Classic Hits	4.32%	4.27%	4.06%
All News	4.21%	4.15%	3.25%
Jazz	3.94%	3.77%	2.93%
Hispanic	3.58%	3.52%	2.91%
All Talk	3.36%	3.46%	3.14%
Sports	3.25%	3.24%	2.85%

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	63.43%	63.44%	62.97%
Satellite Dish	53.93%	54.09%	56.47%
Soapnet	50.09%	50.09%	49.36%
Other Video-On-Demand	39.76%	40.43%	42.63%
Sci-Fi Channel	36.56%	36.41%	36.1%
MSNBC	33.71%	33.37%	33.03%
Adult Pay Per View TV	32.46%	33.24%	34.99%
Nickelodeon	29.5%	29.42%	30.27%
TV Info From Sunday TV Magazine	29.06%	29.11%	28.93%
Comedy Central	28.05%	27.73%	23.83%
Subscribe Digital Cable	27.45%	27.6%	27.98%
Adult Swim	25.69%	25.62%	24.68%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Newspapers	25.62%	25.54%	25.41%
TCM (Turner Classic Movies)	24.43%	24.47%	24.06%
Nick At Nite	24.36%	24.25%	23.96%
Hallmark Channel	23.77%	23.74%	23.37%
USA Network	23.49%	23.59%	22.91%
TV Info From Monthly Cable Guide	23.37%	23.28%	23.41%
BET (Black Entertainment TV)	22.9%	22.91%	22.13%
The Golf Channel	21.67%	21.53%	20%
ABC Fam.	21.58%	21.25%	18.37%
ESPN2	20.17%	19.88%	17.96%
Lifetime	20.17%	20.04%	19.52%
TV Info From Other	19.25%	19.26%	18.93%

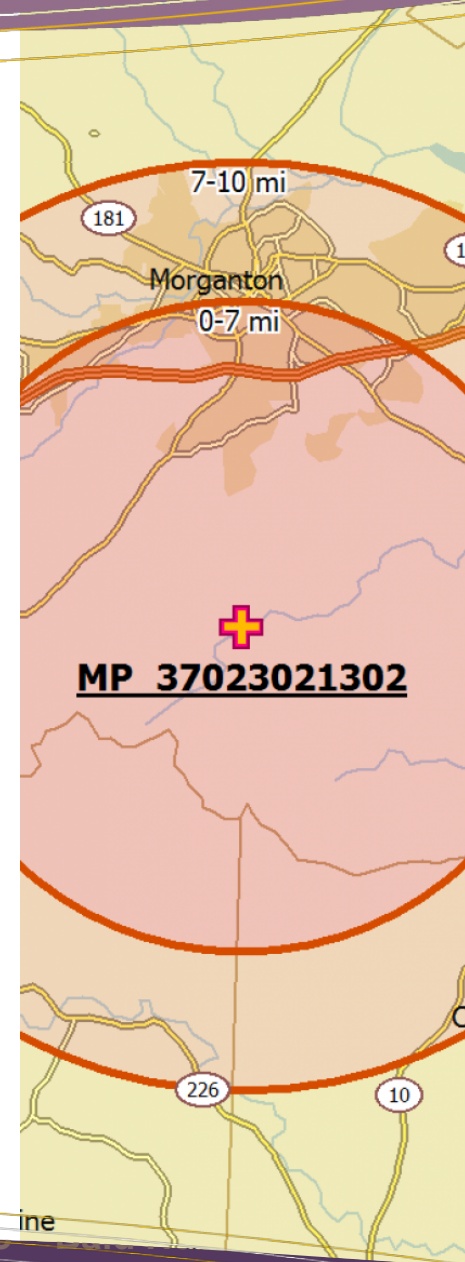


Communication Media Usage

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

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

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

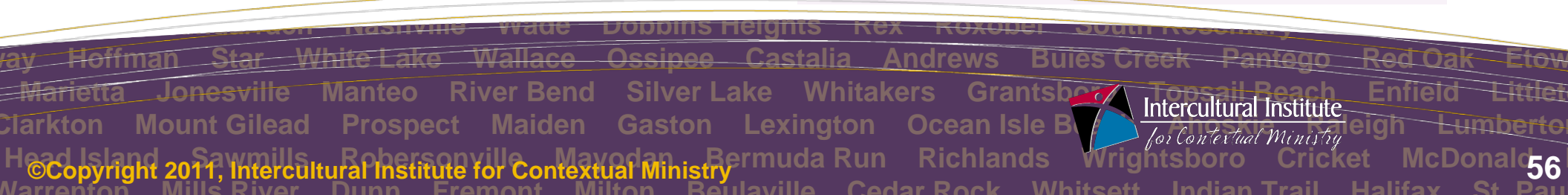


Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	18.81%	18.72%	17.97%
Medium Users (4-6)	10.17%	10.18%	9.76%
Light Users (1-3)	20.5%	20.58%	20.4%
Quintiles (20%)			
Newspaper I (Heavy)	1.59%	1.58%	1.32%
Newspaper II	1.57%	1.52%	1.3%
Newspaper III	2.02%	2.11%	2.35%
Newspaper IV	0.66%	0.65%	0.63%
Newspaper V (Light)	1.46%	1.4%	1.42%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.49%	19.25%	18.79%
Magazines II	8.86%	8.91%	9.01%
Magazines III	10.09%	9.93%	9.77%
Magazines IV	11.78%	11.56%	11.17%
Magazines V (Light)	0.43%	0.42%	0.36%
Outdoor I (Heavy)	6.22%	6.12%	5.26%
Outdoor II	2.75%	2.73%	2.67%
Outdoor III	3.35%	3.29%	2.96%
Outdoor IV	16.72%	17.18%	18.57%
Outdoor V (Light)	24.75%	25.01%	24.98%
Yellow Pages I (Heavy)	15.87%	15.79%	15.65%
Yellow Pages II	5.84%	5.7%	5.21%
Yellow Pages III	5.28%	5.19%	4.9%
Yellow Pages IV	23.46%	23.48%	24.23%
Yellow Pages V (Light)	3.36%	3.35%	3.33%



Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.34%	3.34%	3.18%
Drive Time III (Medium)	0.85%	0.82%	0.84%
Radio IV & V (Light)	2.77%	2.75%	2.72%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9%	8.81%	8.64%
Radio III (Medium)	4.73%	4.76%	4.56%
Radio IV & V (Light)	3.44%	3.33%	2.94%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.26%	12.3%	12.24%
Cable III (Medium)	4.33%	4.42%	5.03%
Cable IV & V (Light)	31.27%	31.51%	31.42%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.1%	4.07%	4.16%
Prime Time III (Medium)	1.96%	1.96%	1.93%
Prime Time IV & V (Light)	8.68%	8.36%	8.15%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.13%	39.48%	40.19%
Fringe III (Medium)	54.67%	54.98%	56.43%
Fringe IV (Light)	56.64%	56.65%	57.34%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.63%	12.76%	13.22%
All Day III (Medium)	24.35%	24.68%	26.06%
All Day IV (Light)	12.38%	12.02%	10.96%

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.34%	11.39%	10.85%
6:00am - 10:00am	14.03%	13.61%	11.37%
10:00am - 3:00pm	5.37%	5.3%	4.78%
3:00pm - 7:00pm	13.18%	13.24%	13.16%
7:00pm - Midnight	11.23%	11.29%	10.28%
Midnight - 6:00am	4.8%	4.79%	4.02%
Weekend Radio			
Listeners			
Dayparts [summary]	14.31%	14.11%	13.2%
6:00am - 10:00am	3.6%	3.57%	3.04%
10:00am-3:00pm	4.42%	4.44%	3.6%
3:00pm - 7:00pm	6.17%	6.15%	5.82%
7:00pm - Midnight	8.79%	8.64%	8.24%
Midnight - 6:00am	10.22%	9.88%	8.85%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.57%	7.32%	6.59%
Saturday:	8.29%	8.07%	7.67%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.36%	9.35%	9.45%
9:00am-1:00pm	24.36%	24.25%	23.96%
9:00am-4:00pm	28.03%	27.84%	27.43%
4:00pm-7:00pm	27.75%	27.57%	26.21%
11:00pm-1:00am	41.32%	40.83%	39.81%
AVG Prime time	2.65%	2.56%	2.31%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	16.03%	15.71%	14.17%
7-9am	20.17%	19.88%	17.96%
9am-12noon	20.18%	20.07%	19.53%
12noon-4pm	7.85%	7.78%	7.89%
4-6pm	44.56%	44.45%	42.62%
6-7pm	19.58%	19.49%	20.01%
7-7:30pm	1.46%	1.42%	1.21%
7:30-8pm	10.78%	10.62%	10.29%
8-11pm	7.57%	7.32%	6.59%
11pm-12am	33.71%	33.37%	33.03%
11pm-1am	41.32%	40.83%	39.81%
1-6am	28.34%	28.02%	25.36%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	17.27%	17.25%	16.31%
Sat: 10am-1pm	7.69%	7.5%	7.07%
Sat: 1-4pm	24.5%	24.56%	24.77%
Sat: 4-6pm	6.16%	6.16%	6.07%
Sat: 6-7pm	2.05%	1.99%	1.64%
Sat: 7-8pm	0.87%	0.81%	0.61%
Sat: 8-11pm	8.29%	8.07%	7.67%
Sat: 11pm-1am	4.41%	4.39%	4.07%
Sat: 1am-7pm	23.49%	23.59%	22.91%
Sun: 7-10am	2.49%	2.5%	2.66%
Sun: 10am-1pm	7.16%	7.09%	7.33%
Sun: 1-4pm	6.28%	6.33%	6.49%
Sun: 4-7pm	13.9%	13.57%	13.35%
Sun: 7-11pm	9.36%	9.35%	9.45%
Sun: 11pm-1am	4.61%	4.48%	4.02%
Sun: 1-7am	21.51%	21.15%	20.62%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

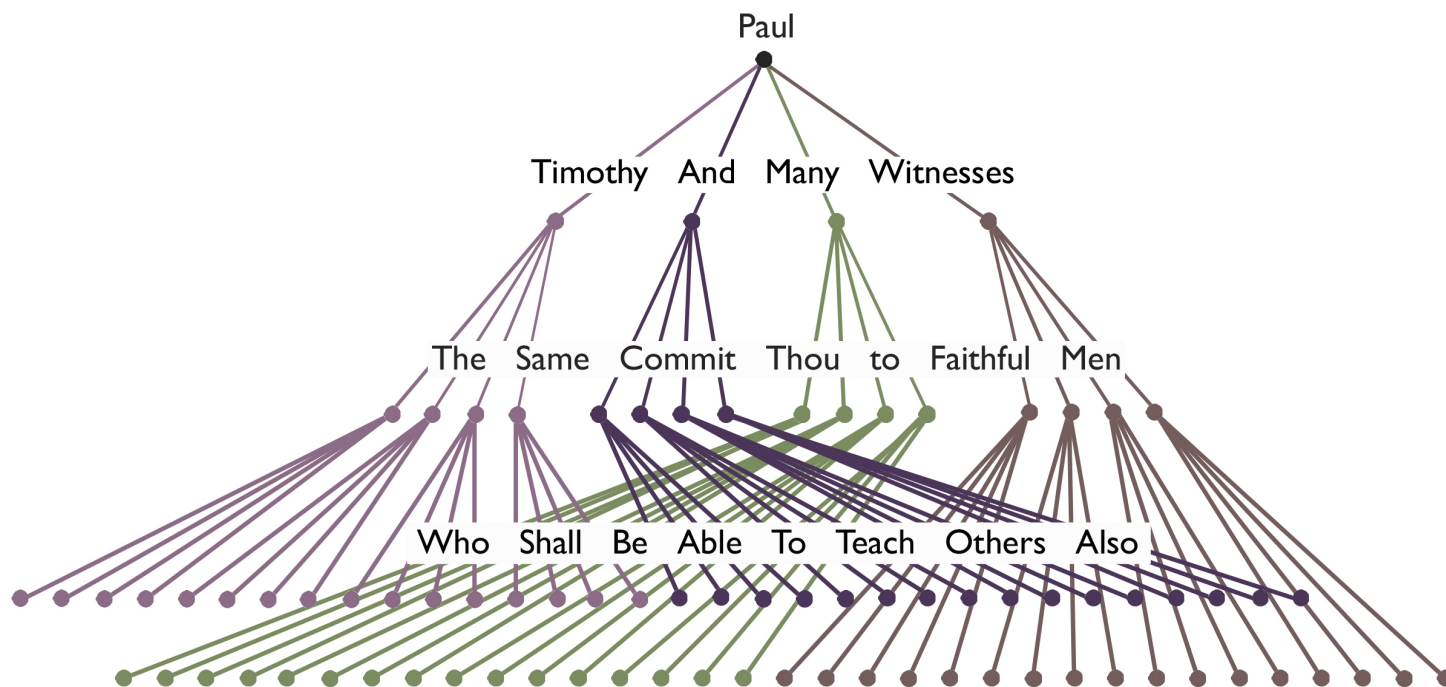


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

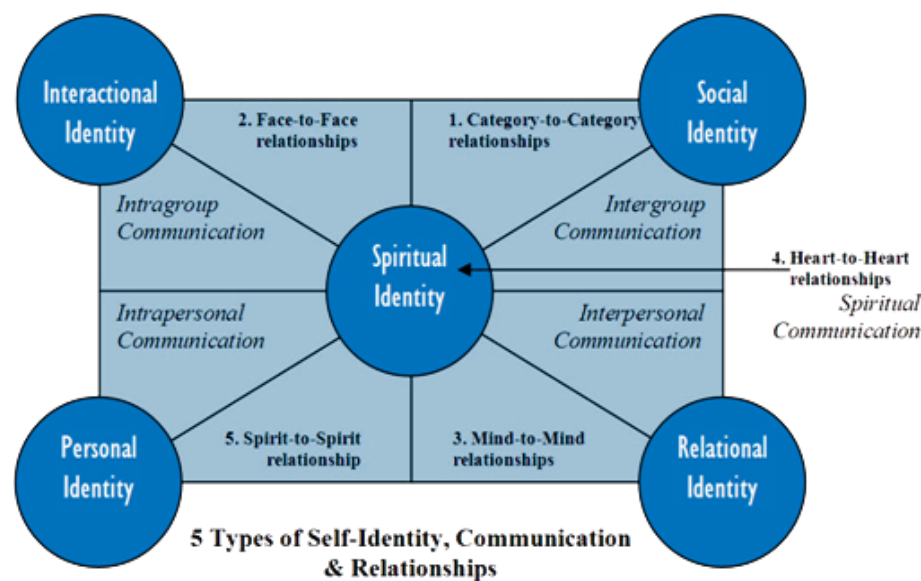


Establishing Redemptive Relationships

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

Communication Steps

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

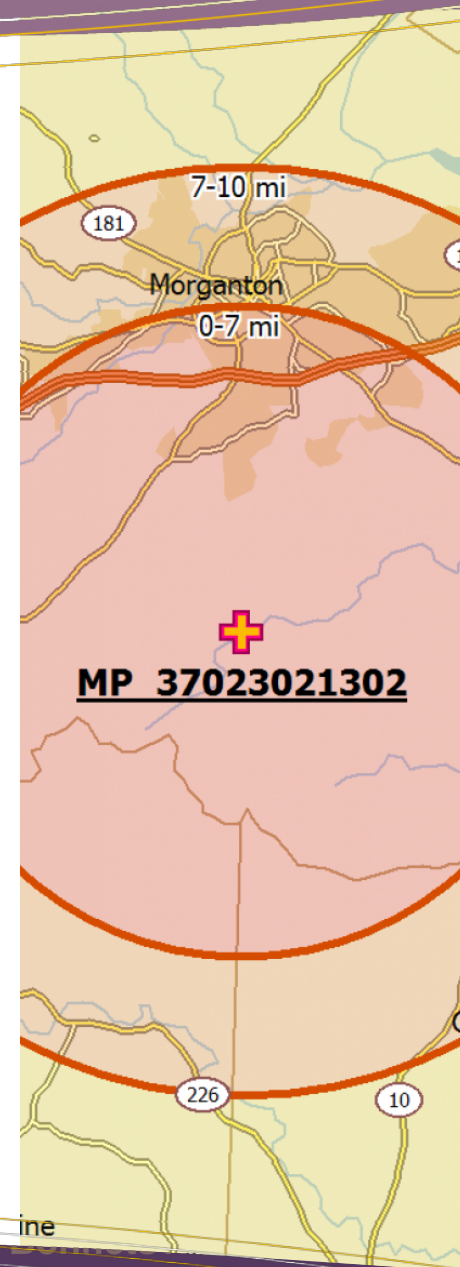


Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Missionary Ridge - Morganton	5612 John Watts St Morganton, NC 28655	0.79 mi	203	Plateauing
2	South Mountain - Morganton	3676 US 64 Morganton, NC 28655	0.83 mi	66	Declining
3	Grace - Morganton	1939 Paul Shuping Ave Morganton, NC 28655	1.48 mi	188	Plateauing
4	Mulls Grove - Morganton	5106 Burkemont Rd Morganton, NC 28655	1.92 mi	111	Growing
5	Pleasant Ridge - Morganton	1698 Conley Rd Morganton, NC 28655	2.27 mi	314	Plateauing
6	Burkemont - Morganton	4668 Burkemont Rd Morganton, NC 28655	2.59 mi	800	Plateauing
7	Bethlehem - Morganton	7479 Watershed Rd Morganton, NC 28655	2.95 mi	0	Insufficient Data
8	Mount Olive - Morganton	5388 Mount Olive Church Rd Morganton, NC 28655	4.26 mi	0	Insufficient Data
9	Walker Road - Morganton	100 Walker Rd Morganton, NC 28655	4.31 mi	135	Growing
10	Pleasant Hill - Morganton	2396 Enola Rd Morganton, NC 28655	4.43 mi	233	Growing
11	Cross Memorial - Morganton	650 Enola Rd Morganton, NC 28655	4.63 mi	74	Plateauing
12	First Hmong - Morganton	301 Walker Rd Morganton, NC 28655	4.64 mi	70	Insufficient Data
13	Silver Creek - Morganton	4504 Silver Creek Church Rd Morganton, NC 28655	4.84 mi	51	Growing
14	Calvin Heights - Morganton	107 Calvin Heights St Morganton, NC 28655	5.34 mi	125	Declining
15	Glen Alpine First - Glen Alpine	205 Church St Glen Alpine, NC 28628	5.47 mi	120	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Mount Home - Morganton	2272 Mount Home Church Rd Morganton, NC 28655	5.66 mi	455	Plateauing
17	Asheville Street - Morganton	119 Asheville St Morganton, NC 28655	5.83 mi	73	Growing
18	Morganton First Deaf Mission - Morganton	502 W Union St Morganton, NC 28655	6.01 mi	40	Declining
19	Morganton First - Morganton	502 W Union St Morganton, NC 28655	6.01 mi	411	Plateauing
20	Brookwood - Morganton	210 Brookwood Rd Morganton, NC 28655	6.08 mi	87	Plateauing
21	Southside - Morganton	221 Herron St Morganton, NC 28655	6.13 mi	46	Plateauing
22	Central - Morganton	108 Murphy Ct Morganton, NC 28655	6.32 mi	52	Plateauing
23	Mountain View 2 - Morganton	4692 Dysartsville Rd Morganton, NC 28655	6.44 mi	94	Plateauing
24	Journey Church	121 W Union St Morganton, NC 28655	6.51 mi	194	Insufficient Data
25	Calvary - Morganton	407 S Green St Morganton, NC 28655	6.54 mi	130	Declining
26	Mountain View 1 - Morganton	4162 Old NC 18 Morganton, NC 28655	6.59 mi	0	Insufficient Data
27	New Hope in Christ - Morganton	508 Bouchelle St Morganton, NC 28655	6.78 mi	0	Insufficient Data
28	River of Life Hispanic Mission - Morganto	508 Bouchelle St Morganton, NC 28655	6.78 mi	0	Insufficient Data
29	Grandview - Morganton	2828 NC 126 Morganton, NC 28655	6.81 mi	51	Plateauing
30	Smyrna - Morganton	3500 Brown Mountain Beach Rd Morganton, NC 28655	6.81 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Hopewell - Morganton	1112 Hopewell Rd Morganton, NC 28655	6.81 mi	280	Growing
32	Riverside - Morganton	516 NC 126 Morganton, NC 28655	6.81 mi	0	Insufficient Data
33	Laurel Haven	4944 Tucker Ave. Morganton, NC 28655	6.81 mi	42	Growing
34	Friendship - Morganton	408 Church St Morganton, NC 28655	6.85 mi	40	Insufficient Data
35	Carswell Memorial	3386 Carswell Church Rd Morganton, NC 28655	6.87 mi	37	Plateauing
36	The Great American Cowboy Church	207 Blanton Road Morganton, NC 28655	6.95 mi	0	Insufficient Data
37	El Bethel - Morganton	1731 N Green St Morganton, NC 28655	7.52 mi	172	Plateauing
38	North Morganton - Morganton	101 View St Morganton, NC 28655	7.53 mi	62	Declining
39	Community - Morganton	807 Saint Marys Church Rd Morganton, NC 28655	7.67 mi	0	Insufficient Data
40	Faith Chapel - Valdese	959 Summers Rd Valdese, NC 28690	7.90 mi	0	Insufficient Data
41	Solid Rock - Morganton	2505 Burke Memorial Park Rd Morganton, NC 28655	8.07 mi	169	Plateauing
42	Pleasant View - Morganton	1834 US 70 E Morganton, NC 28655	8.20 mi	81	Declining
43	Walker's Chapel	5292 Walkers Chapel Rd Morganton, NC 28655	8.64 mi	84	Plateauing
44	Dysartsville - Nebo	24 Clubhouse Rd Nebo, NC 28761	8.72 mi	39	Plateauing
45	Trinity - Valdese	3333 Trinity Church Rd Valdese, NC 28690	8.73 mi	164	Declining





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

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