MissionSite

top unreached locations

CRAMERTON, NC

CENSUS TRACT: 37071032200
REGION: Region 8: Catawba
COUNTY: Gaston
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

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North Carolina Baptists
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MissionSite (TM)
Table of Contents

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 site.

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37071	Gaston
4	Zipcode	28032	Gaston
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	K	50000-100000-100000

MP 37071032200

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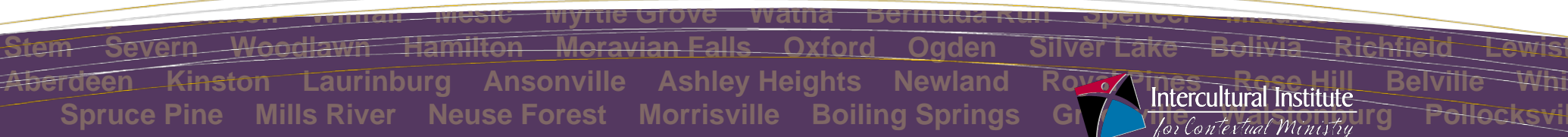# Site Location Summary - Map of the Site Location
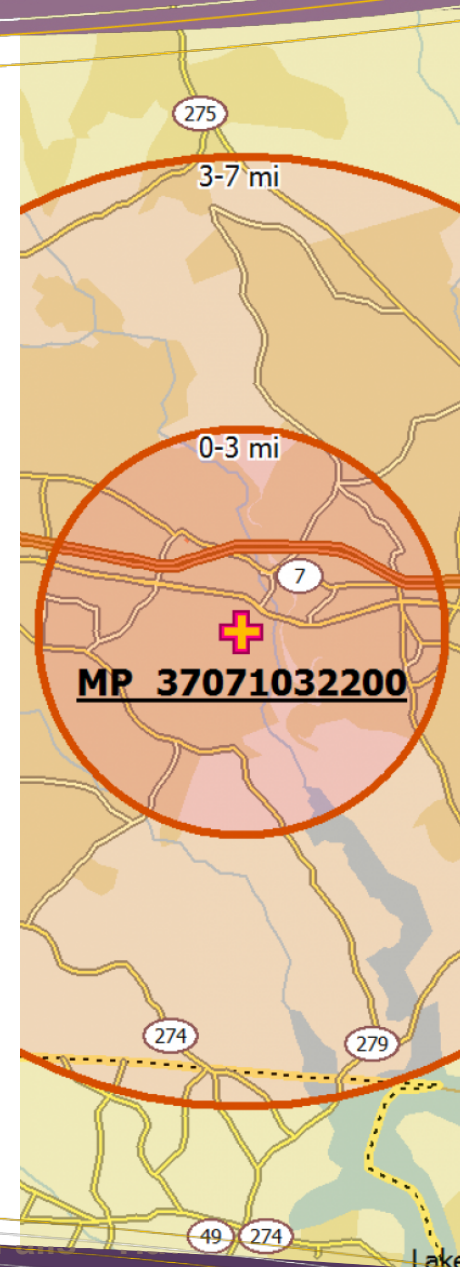
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	32,944	102,654	112,345
2010 Households	12,385	39,130	41,776
2010 Group Quarters Population	813	1,697	908

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	37	44	45
Language Diversity National Index	33	31	37
Foreign Born Diversity National Index	36	39	29
Ancestry Diversity National Index	68	47	31
Racial Diversity National Index	42	46	56

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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	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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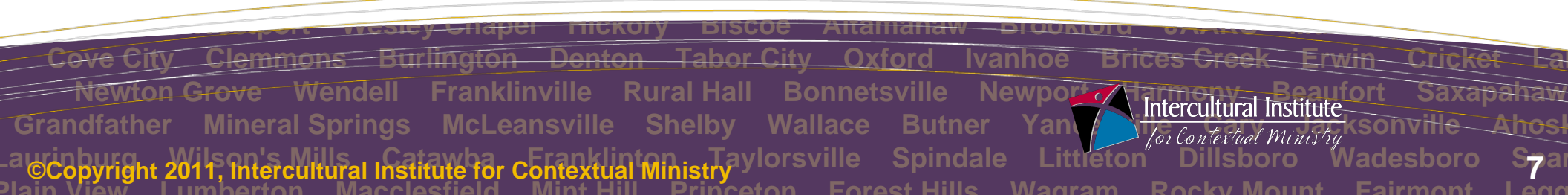
Site Location Summary - Social Environment

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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,459	27.93%
Mainstay Communities	Established, Diverse Households	1,422	11.48%
Working Communities	Blue-collar, Working Families	5,040	40.69%
Country Communities	Rural, Agri. & Mining Families	732	5.91%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,124	9.08%
Urban Communities	High Density, Inner-city Neighborhoods	608	4.91%

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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?

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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 0-3 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	53,464	8,453	15.81%
Unreached %	67.57%	68.25%	101.02
Religious But NOT Evangelical HH	13,080	2,015	15.41%
Religious But NOT Evangelical %	16.53%	16.27%	98.44
Spiritual But NOT Relig or Evang HH	8,571	1,373	16.01%
Spiritual But NOT Relig or Evang %	10.83%	11.08%	102.32
Not Evangelical, Not Interested HH	31,948	5,069	15.87%
Not Evangelical, Not Interested %	40.37%	40.93%	101.38

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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	127	23	18.11%
Active BCNC Attenders	15,999	2,484	15.53%
Active Evangelical Households	13,678	2,096	15.32%
Active Evangelical Percent	17.29%	16.92%	97.88
Inactive Evangelical Households	11,987	1,836	15.32%
Inactive Evangelical Percent	15.15%	14.83%	97.88
# New Churches Needed	0	0	0%

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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
1	Cramerton First - Cramerton	0.28 mi	110	Plateauing
2	Riverside - Cramerton	0.67 mi	51	Plateauing
3	Lakeview - McAdenville	0.97 mi	60	Insufficient Data
4	Lighthouse - Gastonia	1.00 mi	32	Growing
5	West Cramerton - Gastonia	1.09 mi	80	Declining
6	McAdenville - McAdenville	1.29 mi	58	Growing
7	Stowe Memorial - Belmont	1.55 mi	0	Insufficient Data
8	Bethel - Gastonia	1.84 mi	0	Insufficient Data
9	Belmont First - Belmont	2.12 mi	150	Plateauing
10	Alexander Memorial - Belmont	2.25 mi	0	Insufficient Data
11	Sunset Forest - Gastonia	2.29 mi	75	Insufficient Data
12	Exodus Church	2.31 mi	0	Insufficient Data
13	New Hope - Gastonia	2.44 mi	160	Declining
14	Lowell First - Lowell	2.52 mi	90	Plateauing
15	Carolina Community - Belmont	2.64 mi	0	Insufficient Data
16	Woodlawn - Lowell	2.73 mi	260	Insufficient Data
17	Forest Pointe - Belmont	2.75 mi	613	Insufficient Data
18	Friendship - Belmont	2.82 mi	90	Plateauing
19	Centerview - Belmont	2.86 mi	123	Declining
20	New Life - Belmont	2.86 mi	117	Insufficient Data
21	Saint John's Missionary - Gastonia	2.94 mi	0	Insufficient Data
22	Covenant - Gastonia	2.95 mi	99	Plateauing
23	South Point - Belmont	2.99 mi	316	Growing
24	East Belmont - Belmont	3.04 mi	97	Declining
25	Catawba Heights - Bel	3.06 mi	785	Insufficient Data
26	New Beginning Missionary	3.23 mi	0	Insufficient Data
27	United - Gastonia	3.23 mi	76	Declining
28	Bethlehem - Gastonia	3.23 mi	1,200	Plateauing
29	Berea - Gastonia	3.39 mi	122	Declining
30	Unity - Belmont	3.44 mi	0	Insufficient Data

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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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

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Current Demographic Summary

The population and household figures from IICM's Demoscape 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	175,104	25,770	14.72%
2000 Population	190,365	27,242	14.31%
2010 Population	212,254	32,944	15.52%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	65,351	9,658	14.78%
2000 Households	73,936	10,689	14.46%
2010 Households	79,129	12,385	15.65%

Location Types in this MissionSite
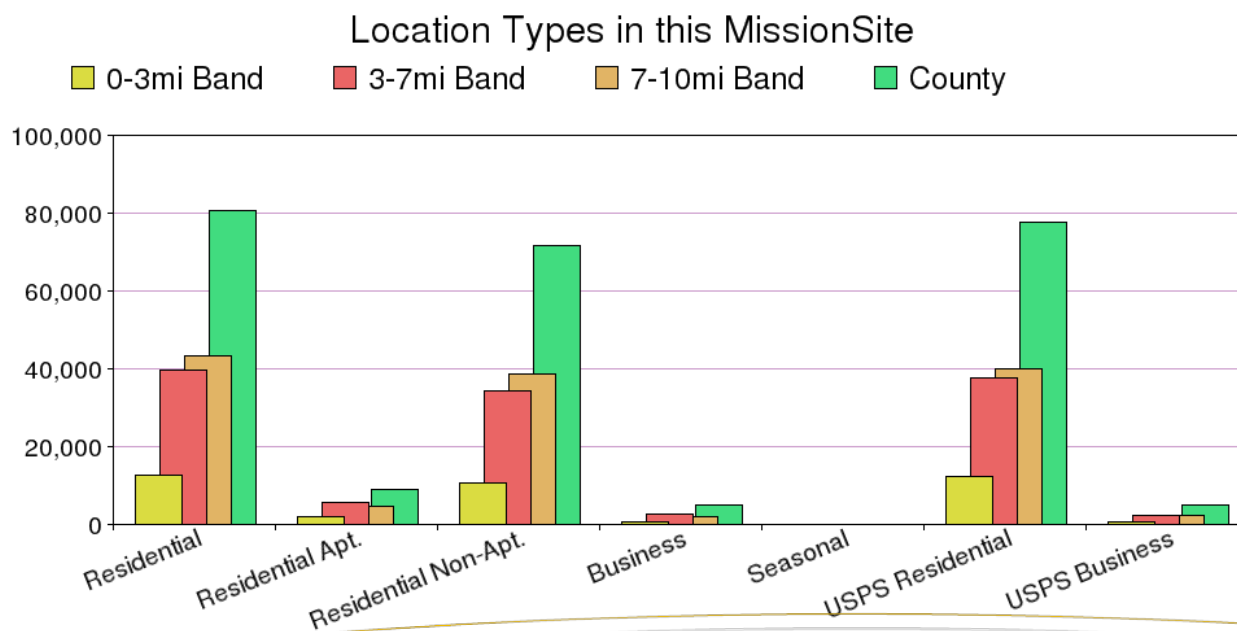
Location Type	0-3mi Band
Residential	12,666
Residential Apt.	2,104
Residential Non-Apt.	10,562
Business	761
Seasonal	0
USPS Residential	12,405
USPS Business	784

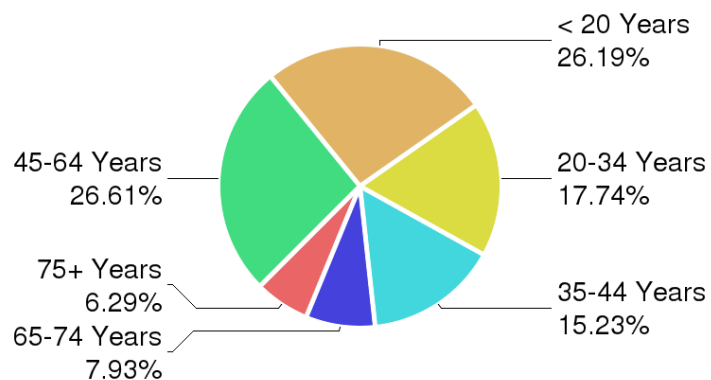Intercultural Institute
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Current Demographic Summary

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.

Age Group Percentages

- < 20 Years 26.19%
- 20-34 Years 17.74%
- 35-44 Years 15.23%
- 45-64 Years 26.61%
- 75+ Years 6.29%
- 65-74 Years 7.93%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	5.2%	97.56
4-5 Years	2.7%	2.53%	93.7
6-8 Years	4.07%	3.9%	95.82
9-11 Years	3.99%	3.86%	96.74
12-13 Years	2.63%	2.72%	103.42
14-17 Years	5.17%	5.28%	102.13
18-19 Years	2.56%	2.7%	105.47
0-5 Years	8.03%	7.73%	96.26
6-12 Years	9.38%	9.12%	97.23
13-19 Years	9.04%	9.34%	103.32
< 20 Years	26.45%	26.19%	99.02
20-34 Years	18.36%	17.74%	96.62
35-44 Years	14.22%	15.23%	107.1
45-64 Years	26.86%	26.61%	99.07
65-74 Years	7.87%	7.93%	100.76
75+ Years	6.24%	6.29%	100.8
Median Age	39	40	103.3
Median Age (Male)	37	39	103.82
Median Age (Female)	40	41	103.12

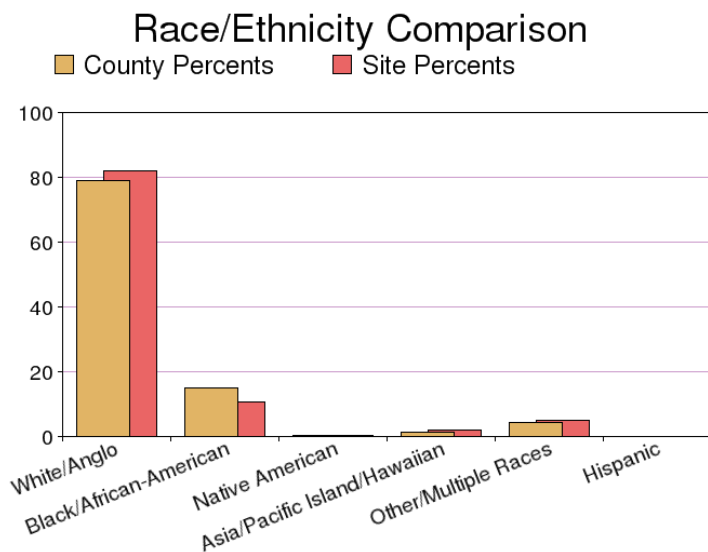Intercultural Institute
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Current Demographic Summary

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	79.05%	82.04%	103.78
Black, African-American	14.95%	10.52%	70.37
Native American	0.34%	0.35%	103.63
Asian	1.26%	1.97%	156.49
Pacific Island, Hawaiian	0.05%	0.04%	89.31
Other/Multiple Races	4.36%	5.08%	116.37
Hispanic	0%	6.21%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	143,249	22,320	
Less than 9th Grade	8.02%	7.33%	109.39
No High School Diploma	12.7%	10.17%	124.9
High School Graduate	30.92%	26.43%	116.97
Some College, no degree	21.31%	20.94%	101.77
Associate Degree	8.41%	9.06%	92.83
College Degree	12.67%	17.64%	71.82
Graduate/Prof. degree	5.97%	8.43%	70.86

Race/Ethnicity Comparison

☐ County Percents   ☐ Site Percents

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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	8.34%	6.1%	81.37
$10,000 to $19,999	13.23%	12.57%	94.99
$20,000 to $29,999	11.67%	10.07%	86.3
$30,000 to $49,999	22.14%	21.66%	97.84
$50,000 to $59,999	8.62%	7.95%	92.29
$60,000 to $69,999	8.24%	8.84%	107.24
$70,000 to $79,999	6.4%	7.12%	111.24
$80,000 to $89,999	4.74%	5.26%	111.17
$90,000 to $99,999	3.15%	3.54%	112.12
$100,000 to $124,999	6.57%	8.02%	122.08
$125,000 to $149,999	2.6%	3.25%	125.36
$150,000 to $199,999	2.33%	2.8%	120.42
$200,000 to $249,999	0.52%	0.82%	157.01
$250,000 or more	1.45%	1.99%	137.47
Median Household	44,864	53,046	118.24
Average Household	58,359	66,675	114.25
Per Capita Household	22,081	25,098	113.66
Family/Non-Family Household Income			
Median Family Income	55,074	65,864	119.59
Average Family Income	68,145	78,836	115.69
Median Non-Family Income	25,618	28,567	111.51
Average Non-Family Income	36,938	39,899	108.02

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Current Demographic Summary

A current year demographic summary of household types, houseing 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	
Family Households			Index
% Family Households	68.64%	67.22%	97.93
Families with Children	33.93%	33.28%	98.1
Families without Children	34.71%	33.94%	97.76
Non-Family Households			
% Non-Family Households	31.36%	32.77%	104.52
Non-Families with Children	0.39	0.3	76.5
Non-Families without Children	30.97	32.47	104.87
Housing Units			Index
Total Housing Units	90,165	14,024	
Vacant percent	12.24%	11.69%	95.54
Owned percent	61.89%	61.98%	100.15%
Rented Percent	25.87%	26.33%	101.75
Households by Size			Index
Avg household size	2.64	2.59	98.11
Avg family hh size	3.31	3.29	99.4
Avg non-family hh size	1.17	1.16	99.15
Households By Count of Persons			Percent
One	21,845	3,585	16.41%
Two	21,587	3,349	15.51%
Three or Four	27,471	4,302	15.66%
Five+	8,226	1,147	13.94%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape 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	175,104	25,770	14.72%
2000 Population	190,365	27,242	14.31%
2010 Population	212,254	32,944	15.52%
2015 Population	228,721	38,502	16.83%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	65,351	9,658	14.78%
2000 Households	73,936	10,689	14.46%
2010 Households	79,129	12,385	15.65%
2015 Households	83,093	14,095	16.96%

Household Change from 1985 to 2030
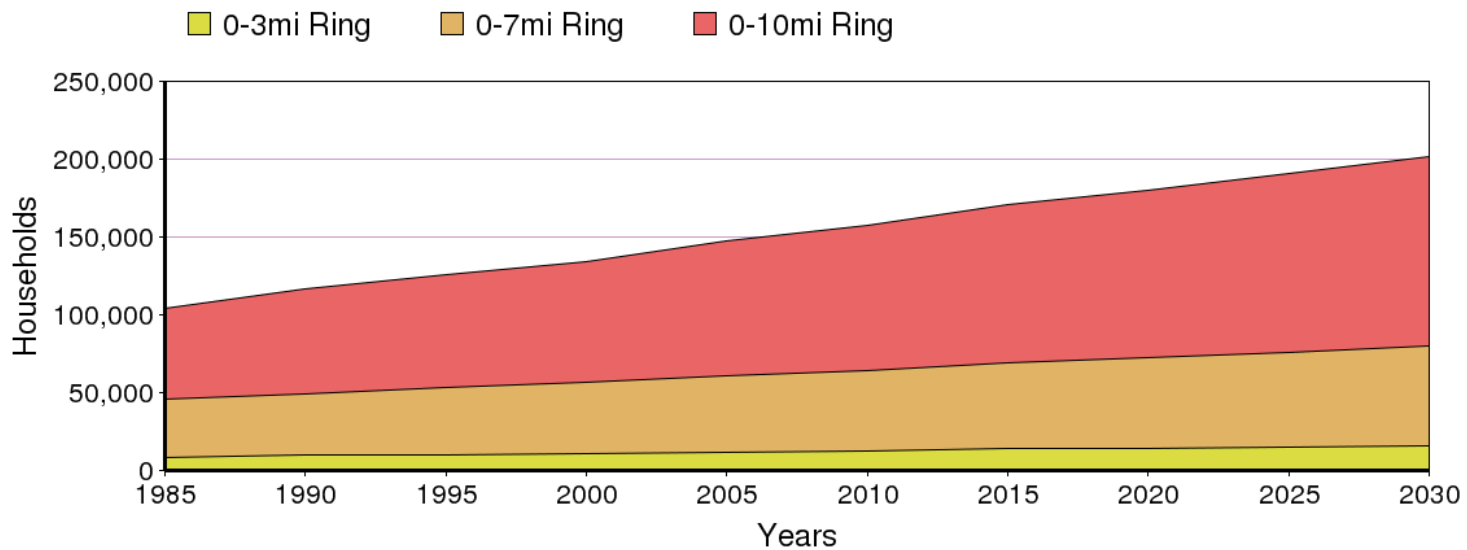
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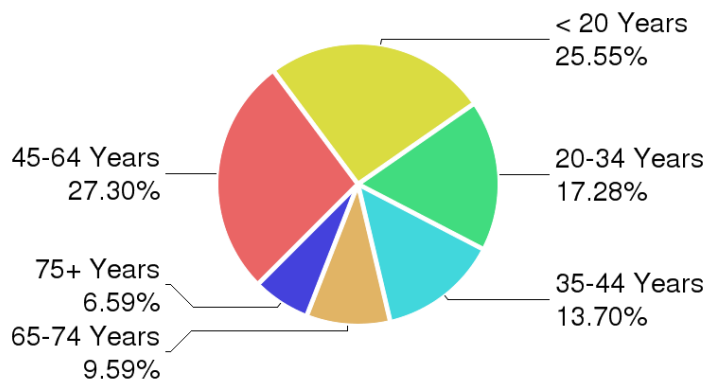*for Contextual Ministry*

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.

Projected Age Group Percentages

< 20 Years	25.55%
20-34 Years	17.28%
35-44 Years	13.70%
65-74 Years	9.59%
75+ Years	6.59%
45-64 Years	27.30%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.2%	4.75%	91.35
4-5 Years	2.53%	2.33%	92.09
6-8 Years	3.9%	3.77%	96.67
9-11 Years	3.86%	3.92%	101.55
12-13 Years	2.72%	2.7%	99.26
14-17 Years	5.28%	5.31%	100.57
18-19 Years	2.7%	2.76%	102.22
0-5 Years	7.73%	7.09%	91.72
6-12 Years	9.12%	9.04%	99.12
13-19 Years	9.34%	9.42%	100.86
< 20 Years	26.19%	25.55%	97.56
20-34 Years	17.74%	17.28%	97.41
35-44 Years	15.23%	13.7%	89.95
45-64 Years	26.61%	27.3%	102.59
65-74 Years	7.93%	9.59%	120.93
75+ Years	6.29%	6.59%	104.77
Median Age	39	41	106.56
Median Age (Male)	37	40	107.43
Median Age (Female)	40	42	105.09

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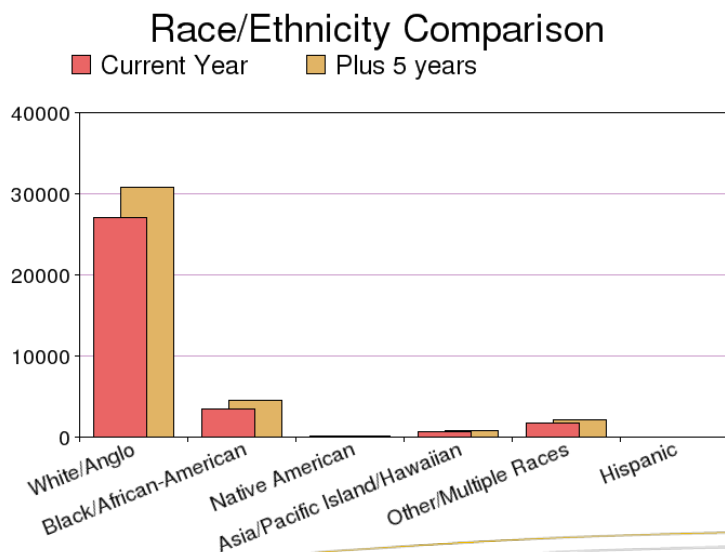for Contextual Ministry

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
Race/Ethnicity			
White, Anglo	82.04%	80.12%	97.65
Black, African-American	10.52%	11.79%	112.14
Native American	0.35%	0.37%	106.4
Asian	1.97%	2.08%	105.74
Pacific Island, Hawaiian	0.04%	0.05%	110.01
Other/Multiple Races	5.08%	5.59%	110.08
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	22,320	26,314	
Less than 9th Grade	7.33%	6.57%	89.7
No High School Diploma	10.17%	8.25%	81.16
High School Graduate	26.43%	26.5%	100.23
Some College, no degree	20.94%	20.5%	97.91
Associate Degree	9.06%	10.1%	111.54
College Degree	17.64%	18.51%	104.94
Graduate/Prof. degree	8.43%	9.56%	113.41

Race/Ethnicity Comparison

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
Household Income			
< $10,000	6.1%	5.56%	91.24
$10,000 to $19,999	12.57%	12.24%	97.35
$20,000 to $29,999	10.07%	9.27%	92.1
$30,000 to $49,999	21.66%	19.98%	92.22
$50,000 to $59,999	7.95%	7.58%	95.36
$60,000 to $69,999	8.84%	8.8%	99.5
$70,000 to $79,999	7.12%	7.17%	92.15
$80,000 to $89,999	5.26%	5.63%	98.78
$90,000 to $99,999	3.54%	3.53%	99.7
$100,000 to $249,999	8.02%	8.85%	110.34
$125,000 to $149,999	3.25%	3.75%	115.34
$150,000 to $199,999	2.8%	3.53%	125.85
$200,000 to $249,999	0.82%	1.11%	136.59
$250,000 or more	1.99%	2.59%	129.85
Median Household	53,046	57,335	108.09
Average Household	66,675	69,249	103.86
Per Capita Household	25,098	25,384	101.14
Family/Non-Family Household Income			
Median Family Income	65,864	72,551	110.15
Average Family Income	78,836	82,417	104.54
Median Non-Family Income	28,567	29,853	104.5
Average Non-Family Income	39,899	41,696	104.5
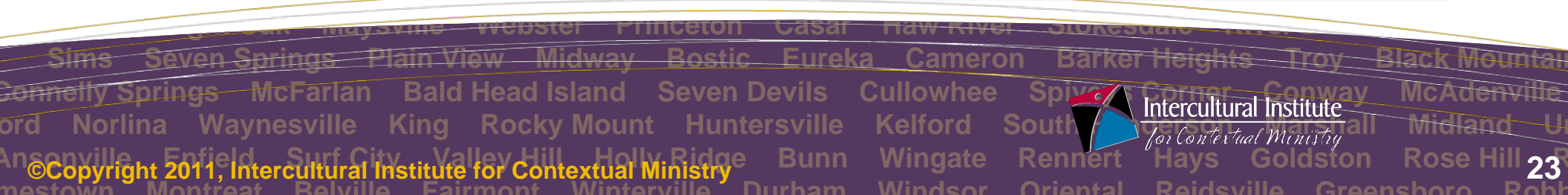
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Projected Demographic Summary

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
Family Households			
% Family Households	67.22%	66.02%	98.21
Families with Children	33.28	32.01	96.18
Families without Children	33.94	36.77	108.36
Non-Family Households			
% Non-Family Households	32.77%	33.98%	103.69
Non-Families with Children	0.3	0.31	103.69
Non-Families without Children	32.47	33.68	103.71
Housing Units			
Total Housing Units	14,024	15,953	113.75%
Vacant percent	11.69%	11.65%	99.59
Owned percent	61.98%	63.01%	101.66
Rented Percent	26.33%	25.34%	96.27
Households by Size			
Avg household size	2.59	2.67	103.09%
Avg family hh size	3.29	3.46	105.17%
Avg non-family hh size	1.16	1.14	98.28%
Households By Count of Persons			
One	3,585	4,302	120%
Two	3,349	3,264	97.46%
Three or Four	4,302	4,984	115.85%
Five+	1,147	1,543	134.52%

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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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,222	3,170	4,739
Northern Europe	26	145	150
Western Europe	61	199	161
Southern Europe	0	45	23
Eastern Europe	109	89	127
Other Europe	0	0	0
Eastern Asia	70	141	122
So. Central Asia	41	95	81
SE Asia	103	476	919
Western Asia	7	31	20
Other Asia	0	0	8

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	22	76	42
Middle Africa	6	2	0
Northern Africa	36	9	27
Southern Africa	0	22	0
Western Africa	9	19	182
Other Africa	5	20	26
Oceania	0	5	30
Caribbean	55	63	113
Central Amer.	531	1,320	2,365
South America	105	290	291
North America	36	123	52
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	23,577	75,945	75,657
Spanish	970	3,197	4,191
Other Indo-Euro language	395	1,091	1,092
French (incl. Patois, Cajun)	92	297	323
French Creole	0	0	0
Italian	3	92	31
Portuguese	9	6	26
German	85	341	374
Yiddish	0	0	0
Other West Germanic	1	41	13
A Scandinavian Language	0	14	10
Greek	2	22	21
Russian	5	34	36
Polish	19	22	49
Serbo-Croatian	29	0	0
Other Slavic Language	4	15	41
Armenian	0	0	0
Persian	11	0	7
Gujarathi	43	48	120
Hindi	0	15	18
Urdu	0	11	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	33	39	23
Asian/PI languages	0	0	0
Chinese	83	99	23
Japanese	11	18	36
Korean	9	106	82
Mon-Khmer, Cambodian	0	0	67
Miao, Hmong	0	0	100
Thai	0	12	27
Laotian	72	65	321
Vietnamese	48	454	389
Other Asian	0	0	8
Tagalog	0	9	10
Other Pacific Is	5	20	3
Other languages	49	139	166
Navajo	0	0	0
Other Native N. American	0	6	16
Hungarian	35	0	0
Arabic	13	81	52
Hebrew	0	7	5
African languages	1	32	83
Other unspecified	0	13	10

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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	17,257	57,831	63,193
Arab	61	201	114
Armenian	8	4	9
Austrian	6	7	18
British	38	228	187
Canadian	22	94	59
Croatian	0	10	24
Czech	7	43	29
Czechoslovak	7	21	29
Danish	5	39	27
Dutch	300	857	733
English	1,780	4,693	3,886
European	244	819	432
Finnish	4	6	50
French (not Basque)	280	628	668
French Canadian	33	130	134
German	2,290	6,287	5,803
Greek	37	119	79
Hungarian	24	60	51
Iranian	11	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,513	4,817	3,781
Italian	401	1,137	1,088
Lithuanian	0	51	39
Norwegian	61	159	219
Polish	81	408	434
Portuguese	7	25	17
Romanian	0	54	70
Russian	19	64	97
Scandinavian	0	5	47
Scotch-Irish	1,152	2,833	2,596
Scottish	482	1,248	1,210
Slovak	21	53	45
Subsaharan African	50	462	932
Swedish	52	134	158
Swiss	41	127	49
Ukrainian	16	83	46
US/American	4,289	15,006	13,034
Welsh	41	216	153
West Indian	5	47	118
Yugoslavian	4	10	2
Other	3,865	16,649	26,726

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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 Demoscape 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?

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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?

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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.

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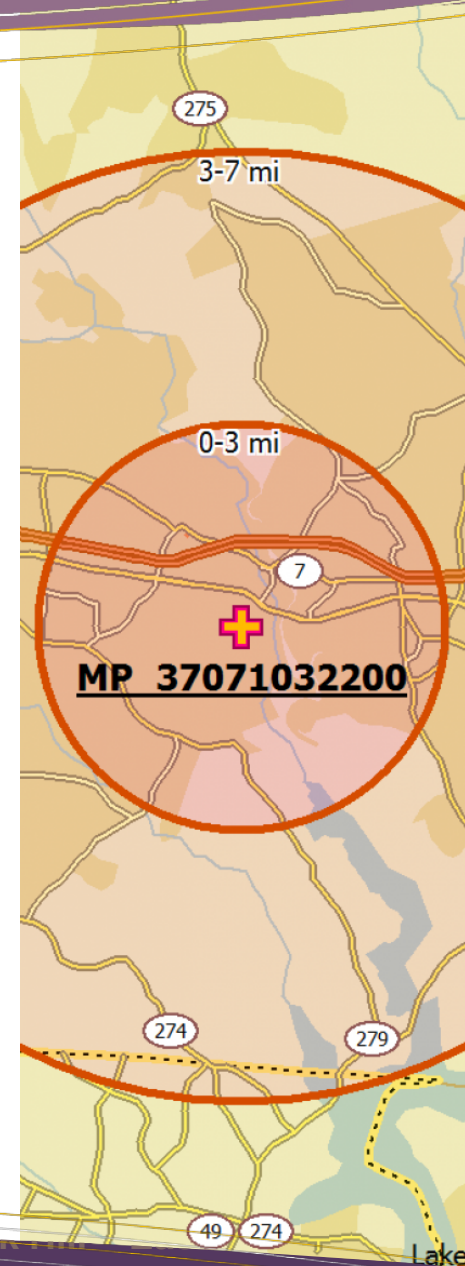
Unreached Households by Lifestyle Segment

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	12,385	100%	8,626	100%
AFFLUENT SUBURBIA	1,568	12.66%	1,082	12.54%
America's Wealthiest	10	0.08%	8	0.09%
Dream Weavers	312	2.52%	223	2.59%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	465	3.75%	312	3.62%
Small Town Success	635	5.13%	440	5.1%
New Suburbia Fam.	146	1.18%	99	1.15%
UPSCALE AMERICA	1,891	15.27%	1,278	14.82%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,790	14.45%	1,202	13.93%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	101	0.82%	76	0.88%
SM TWN SUCCESS	1,106	8.93%	798	9.25%
Successful Urban Sprawl	144	1.16%	76	0.88%
2nd City Homebodies	481	3.88%	102	1.18%
Prime Middle America	0	0%	313	3.63%
Urban Optimists	477	3.85%	0	0%
Family Convenience	4	0.03%	304	3.52%
Mid-Market Enterprise	0	0%	3	0.03%

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,385	100%	8,626	100%
BLUE COLLAR BACKBONE	289	2.33%	190	2.2%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	66	0.53%	40	0.46%
Lower Income Essentials	34	0.27%	23	0.27%
Small Town Endeavors	189	1.53%	127	1.47%
AMER. DIVERSITY	316	2.55%	217	2.52%
Ethnic Urban Mix	50	0.4%	35	0.41%
Urban Blues	39	0.31%	25	0.29%
Professional Urbanites	150	1.21%	108	1.25%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	77	0.62%	49	0.57%
Mature America	0	0%	0	0%
METRO FRINGE	4,751	38.36%	3,258	37.77%
Steadfast Conservative	3,998	32.28%	2,740	31.76%
Moderate Conventionalists	290	2.34%	195	2.26%
Southern Blues	74	0.6%	52	0.6%
Urban Grit	0	0%	0	0%
Grass-Roots Living	389	3.14%	271	3.14%

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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	12,385	100%	8,626	100%
REMOTE AMERICA	264	2.13%	157	1.82%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	170	1.37%	100	1.16%
Coal & Crops	94	0.76%	57	0.66%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,124	9.08%	827	9.59%
Young Cosmopolitans	167	1.35%	131	1.52%
Minority Metro Communities	648	5.23%	480	5.56%
Stable Careers	163	1.32%	118	1.37%
Aspiring Hispania	146	1.18%	98	1.14%
RURAL VILLAGES & FARMS	468	3.78%	394	4.57%
Aspiring Hispania	365	2.95%	98	1.14%
Industrious Country Living	0	0%	248	2.88%
America's Farmland	22	0.18%	0	0%
Comfy Country Living	11	0.09%	13	0.15%
Small Town Connections	70	0.57%	6	0.07%
Hinterland Fam.	0	0%	29	0.34%

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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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	12,385	100%	8,626	100%
STRUGGLING SOCIETIES	504	4.07%	352	4.08%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	380	3.07%	258	2.99%
Struggling city Centers	58	0.47%	39	0.45%
College Town Communities	66	0.53%	55	0.64%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	104	0.84%	73	0.85%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	20	0.16%	14	0.16%
Urban Diversity	52	0.42%	37	0.43%
New Generation Activists	32	0.26%	22	0.26%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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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?

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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, lignuistic, 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 comunity 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).

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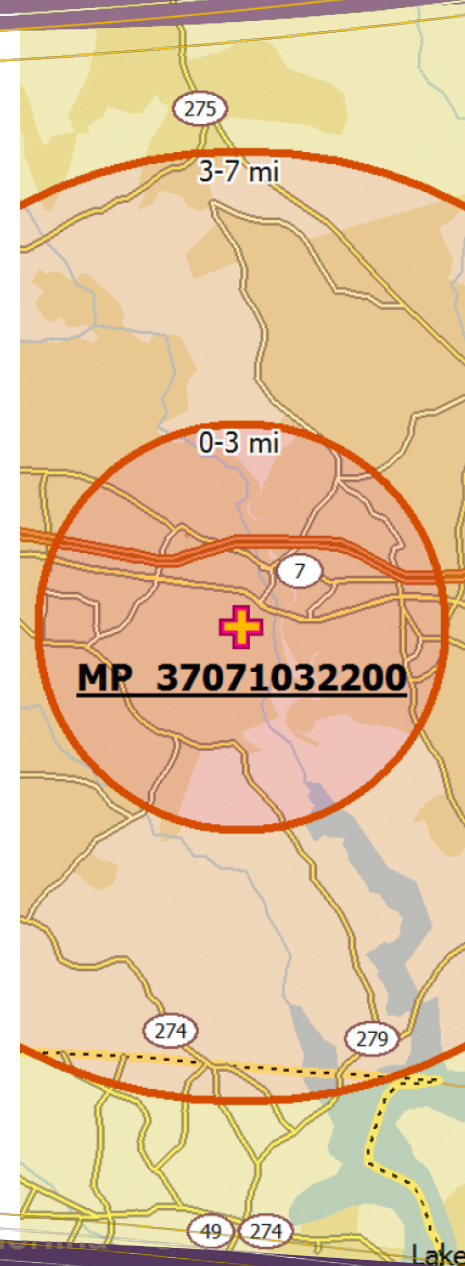
Potential Cultural Bridges

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	80%	78%	78%
Use Comp. for Internet/E-mail	62%	61%	61%
Internet Use: E-Mail	52%	51%	51%
Use Comp. for Comp. Games	42%	41%	41%
Use Comp. for Word Processing	42%	40%	40%
Use Comp. for Shopping	38%	36%	36%
Use Comp. for Digital Camera Photo Editing	35%	34%	34%
Use Comp. for Education	34%	34%	34%
Use Comp. for Banking	34%	33%	33%
Internet Use: News/ Weather	30%	29%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	30%	29%	29%
Internet Use: Banking	27%	26%	27%
Use Comp. for News/Info./Data Service	25%	23%	24%
PC-Network-HH Has One	20%	19%	19%
Use Comp. for Personal Financial Mngmnt	15%	14%	15%
Use Comp. for Accounting	14%	14%	15%
Internet Use: Shopping: Gathered Info. for Shopping	14%	13%	14%
Use Comp. for Filing/DB Mngmnt	13%	12%	13%
Internet Use: Research/ Education	13%	12%	12%
Internet Use: Shopping: Made A Purchase	12%	11%	11%

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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	68%	68%	68%
Dining Out (Not Fast Food)	60%	59%	58%
Reading Books	54%	54%	53%
Card Games	42%	42%	42%
Go To A Beach/Lake	38%	37%	37%
Gardening	37%	36%	35%
Cooking for Fun	37%	37%	36%
Board Games	34%	34%	33%
Visit Museum	21%	21%	21%
Going To Bars/Nightclubs/Dancing	20%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	29%	28%	28%
Backache	22%	22%	22%
Eye Dr.	22%	22%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	15%	15%	15%
Overweight (30 Pounds Or More)	14%	14%	14%
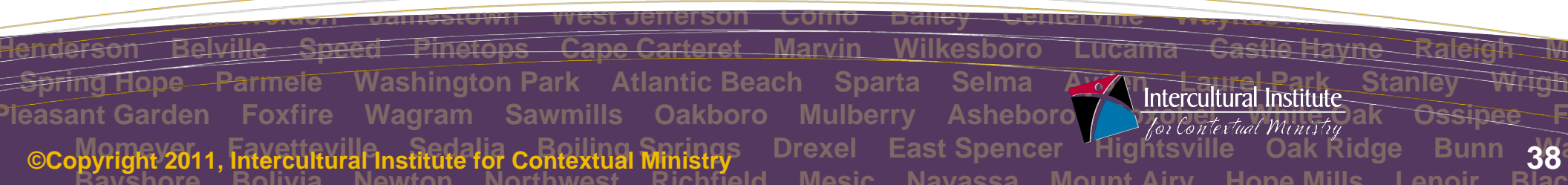
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Potential Cultural Bridges

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	28.93%	28.37%	28.31%
Live Theater	21.24%	20.58%	20.63%
Live Theater Most Often	17.44%	16.94%	16.82%
Rock/Pop Concerts Most Often	16.31%	15.64%	15.42%
Comedy Club	9.49%	9.33%	9.72%
Dance Performance	8.67%	8.63%	8.82%
Movies: Comedy	39.53%	39.77%	40.38%
Movies: Action/Adventure	38.8%	38.96%	39.63%
Movies: Fam.	20.45%	20.7%	20.97%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	19.97%	20.13%	20.27%
Movies: Drama	19.62%	19.86%	20.53%
Movies: Mystery	16.52%	16.63%	17.4%
MLB Baseball Reg. Season	8.27%	7.92%	8%
NFL Football Reg. Season	7.09%	6.67%	6.93%
College Football Reg. Season	6.75%	6.34%	6.4%
College Basketball Reg. Season	4.42%	4.24%	4.3%
NBA Basketball Reg. Season	3.62%	3.51%	3.73%
Auto Racing Events	3.19%	2.99%	3.22%

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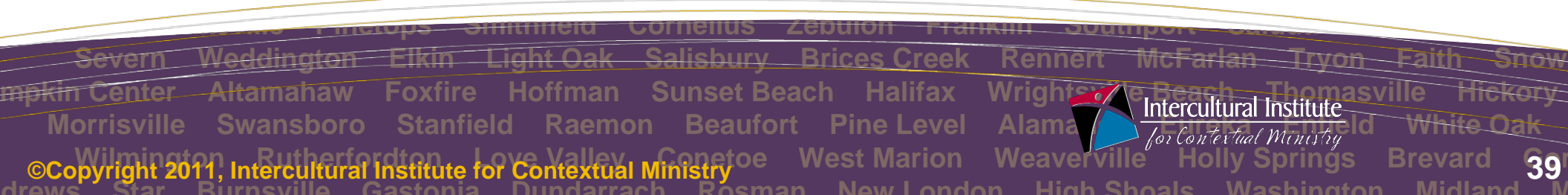
Potential Cultural Bridges

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	41.71%	40.82%	40.81%
Swimming	34.72%	33.94%	33.6%
Bowling	22.63%	22.08%	22.32%
Billiards/Pool	19.44%	19.19%	19.28%
Freshwater Fishing	18.04%	18.4%	18.1%
Camping Trips	17.17%	16.6%	15.73%
Weight Training	16.55%	16.14%	16.48%
Jogging/Running	15.31%	14.74%	15.34%
Basketball	14.87%	14.76%	15.26%
Using Cardio Machine	14.78%	14.09%	14.31%
Golf	14.77%	13.95%	13.95%
Mountain/Road Biking	13.75%	13.06%	12.78%
Stationary Cycling	12.77%	12.13%	12.02%
Baseball	11.35%	11.11%	11.23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.03%	10.33%	10.02%
Hunting	10%	9.88%	9.41%
Aerobics	9.97%	9.58%	9.91%
Target Shooting	9.93%	9.8%	9.29%
Football	9.39%	9.49%	9.85%
Volleyball	9.33%	8.94%	8.87%
Power Boating	8.61%	8.4%	8.04%
Softball	8.2%	7.93%	7.97%
Soccer	7.9%	7.24%	7.33%
Saltwater Fishing	7.77%	7.73%	7.91%
Canoeing/Kayaking	7.6%	7.16%	6.7%
Yoga	7.41%	7.19%	7.06%
Tennis	7.29%	6.89%	7.07%
Motorcycling	6.56%	6.42%	6.26%

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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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	6.02%	5.86%	5.73%
Roller Skating	5.56%	5.44%	5.45%
Ice Skating	5.52%	5.16%	5.16%
Downhill & X-Country Skiing	4.97%	4.66%	4.55%
Archery	4.88%	4.74%	4.54%
Jet Skiing	4.71%	4.39%	4.45%
Snorkeling	4.71%	4.52%	4.57%
Water Skiing	4.64%	4.33%	4.25%
Fly Fishing	4.53%	4.49%	4.42%
Racquetball	4.04%	3.88%	3.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.95%	3.7%	3.57%
Hockey	3.82%	3.43%	3.39%
Auto Racing	3.81%	3.69%	3.53%
Snowmobiling	3.8%	3.66%	3.56%
Martial Arts	3.56%	3.17%	3.22%
Snowboarding	3.49%	3.36%	3.35%
Skateboarding	3.28%	3.13%	3.19%
Sailing	3.06%	2.99%	2.98%
Rowing	2.85%	2.73%	2.72%
Surfing & Windsurfing	2.67%	2.53%	2.61%

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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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.

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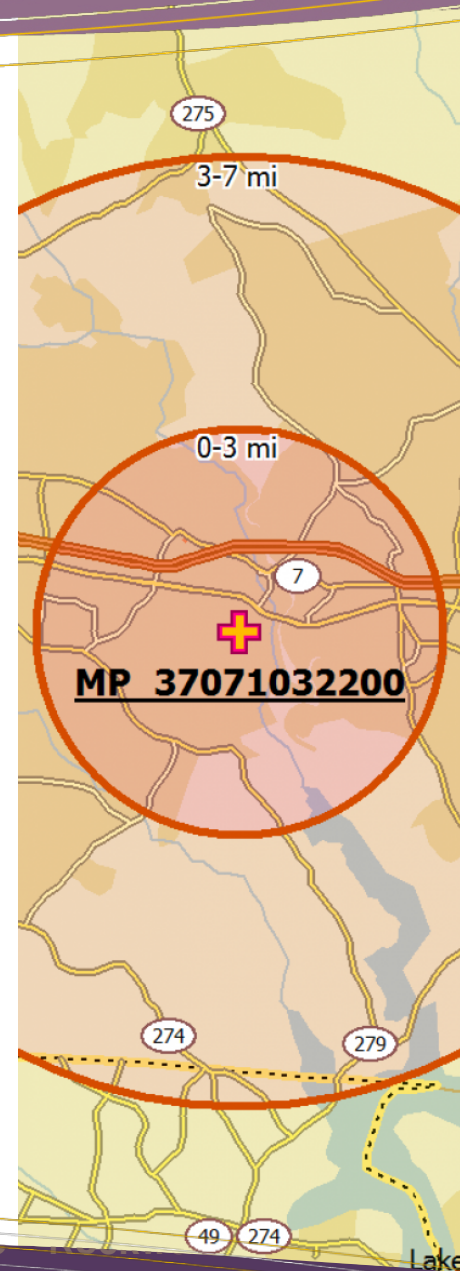
Potential Cultural Barriers -- Introduction (part 2)

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.

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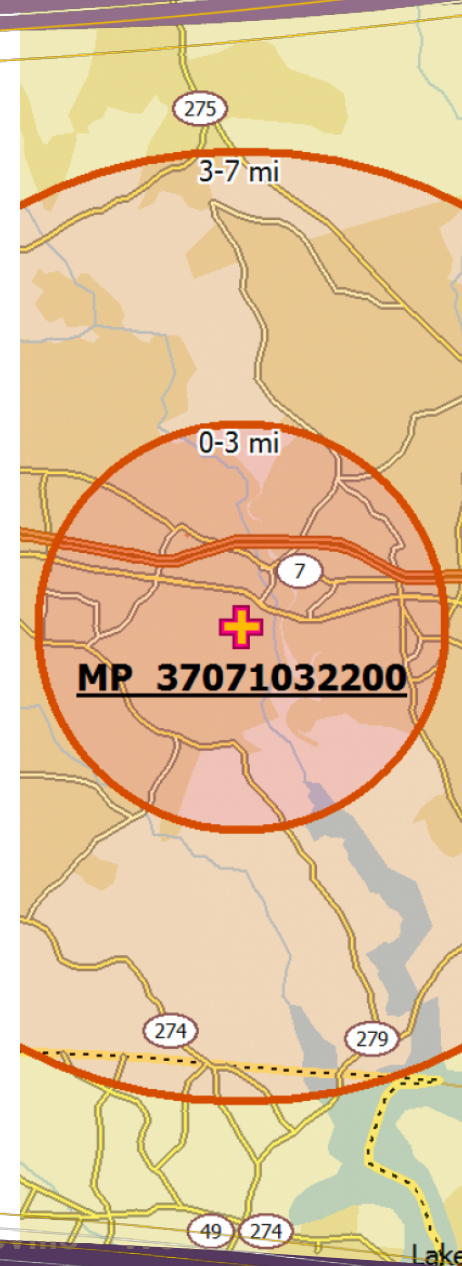
Potential Cultural Barriers:

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.

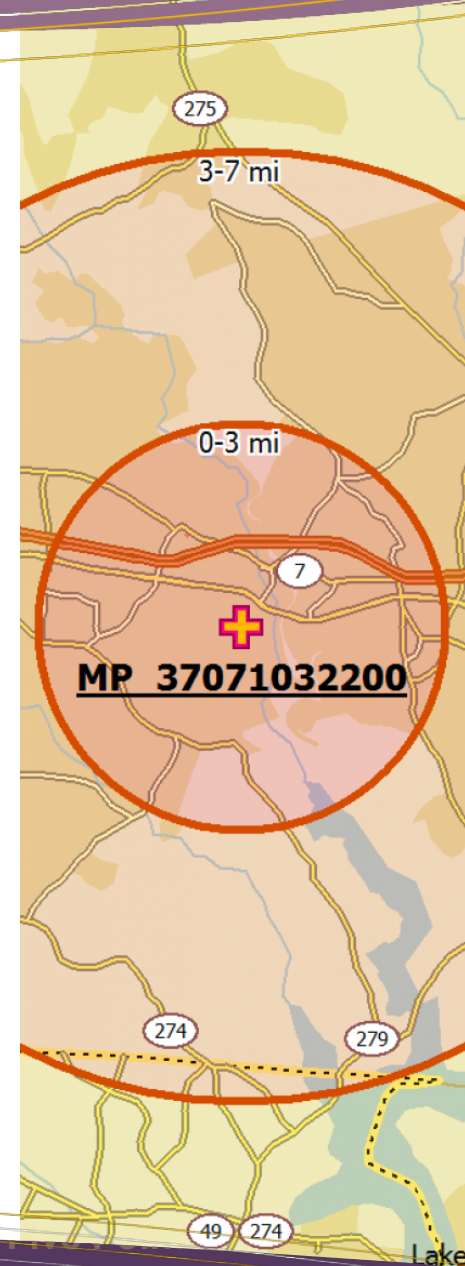| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	50%
Find It Difficult To Say No To My Kids	39%	38%	39%
Prefer To Have Few Possessions As Possible	37%	35%	34%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	35%	35%	34%
Like Control Over People And Resources	33%	33%	33%
Like To Do Unconventional Things	29%	29%	29%
Don't Judge People/Way They Live Life	28%	28%	28%
If Won Lottery Would Never Work Again	28%	27%	27%
Friends More Important Than My Fam.	27%	26%	25%
Money Is Best Measure Of Success	26%	26%	25%
Too Much Sponsorship In Arts/Sports	23%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	20%	20%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	18%	17%	17%
I Am A Workaholic	16%	17%	18%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	13%	12%	12%
We Should Strive for Equality for All	13%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	7%	7%	7%

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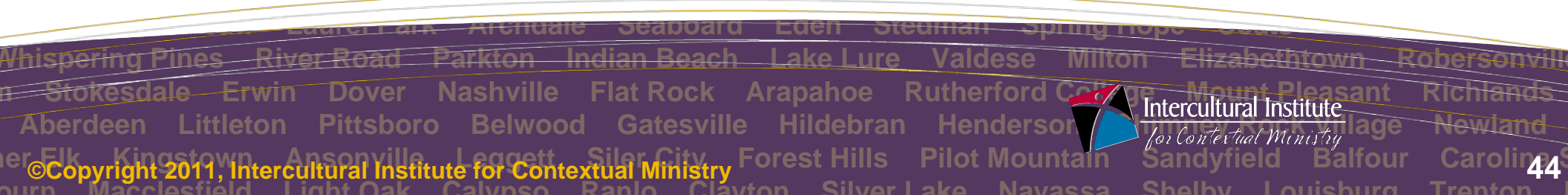
Potential Cultural Themes

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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

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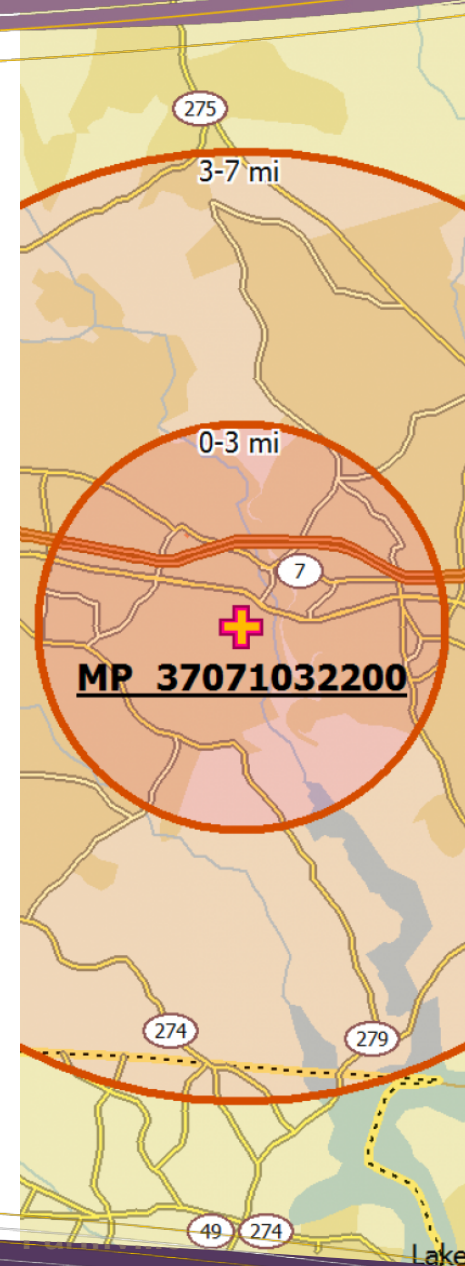
Potential Cultural Themes:

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	63%	63%	63%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	38%	38%	38%
Prefer To Have Few Possessions As Possible	37%	35%	34%
Important Feel Respected By My Peers	34%	33%	33%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Important To Juggle Various Tasks	30%	30%	30%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	27%	26%	26%
Like To Just Enjoy Life	23%	23%	22%
People Have To Take Me As They Find Me	23%	23%	23%
Consider Myself Interested In The Arts	19%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	19%	18%	19%
Looking for New Ideas To Improve Home	16%	16%	17%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Provide My Kids With The Little Extras	11%	11%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	6%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	3%	4%

Peletier   Hot Springs   Bladenboro   Falcon   Connelly Springs   Taylortown   Casar   Marietta   Zebulon
Elm City   Burnsville   Dover   East Spencer   Bunn   Mills River   Spruce Pi   Ellenboro   Troutman   Boon
bster   Rolesville   Sparta   Kings Mountain   Coats   Flat Rock   Holly Springs
Roanoke Rapids   Dobson   Siler City   Murphy   Mineral Springs   Bear Grass   Fayetteville   Rowland   Kirkland

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Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 Restaurant-Visit Any	86.51%	86.22%	86.22%
Fam. Restaurants/Steak Houses-Visit Any	83.94%	83.13%	82.84%
McDonald's	57.07%	57.14%	57.34%
Burger King	38.43%	38.36%	38.14%
Subway	31.73%	31.48%	31.49%
Applebee's	31.09%	30.59%	30.62%
Wendy's	30.7%	30.91%	30.82%
Taco Bell	29.41%	29.65%	29.67%
Kentucky Fried Chicken (KFC)	28.11%	28.72%	29.09%
Arby's	24.02%	23.88%	23.9%
Pizza Hut	22.71%	22.98%	23%
Olive Garden	21.01%	20.72%	20.91%

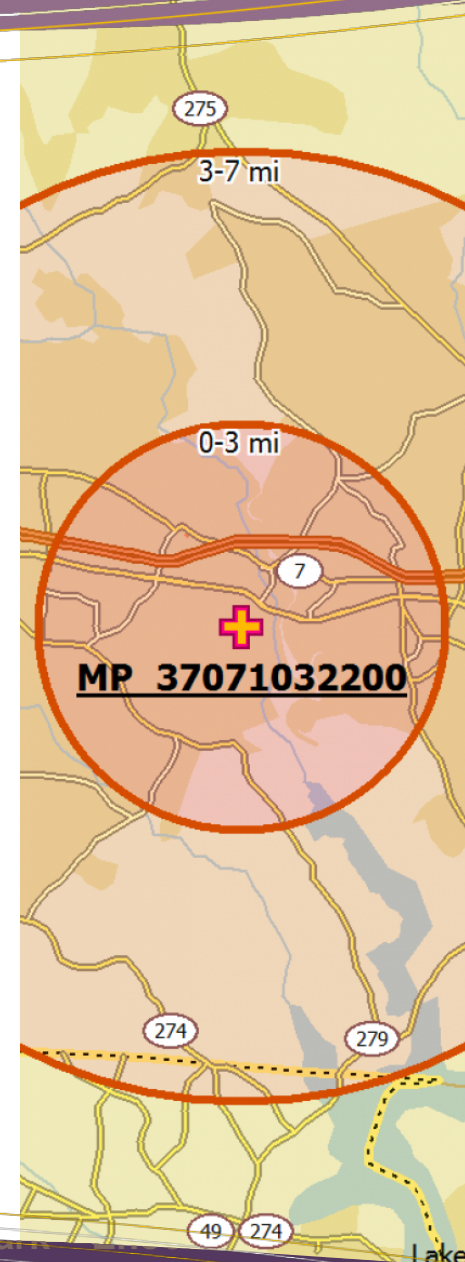| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.73%	18.63%	18.14%
Red Lobster	17.37%	17.28%	17.37%
Cracker Barrel	16.16%	15.86%	15.79%
Outback Steakhouse	15.06%	14.95%	15.12%
Domino's Pizza	14.43%	14.27%	14.33%
IHOP (International House Of Pancakes)	14.17%	14.01%	14.34%
Sonic	13.71%	14.39%	14.32%
Chili's Grill and Bar	13.63%	13.5%	13.85%
Chick-Fil-A	13.4%	13.46%	14.48%
Denny's	13.1%	12.73%	12.42%
Starbucks	12.66%	12.37%	12.58%
TGI Friday's	12.09%	11.89%	12.55%

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!

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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.

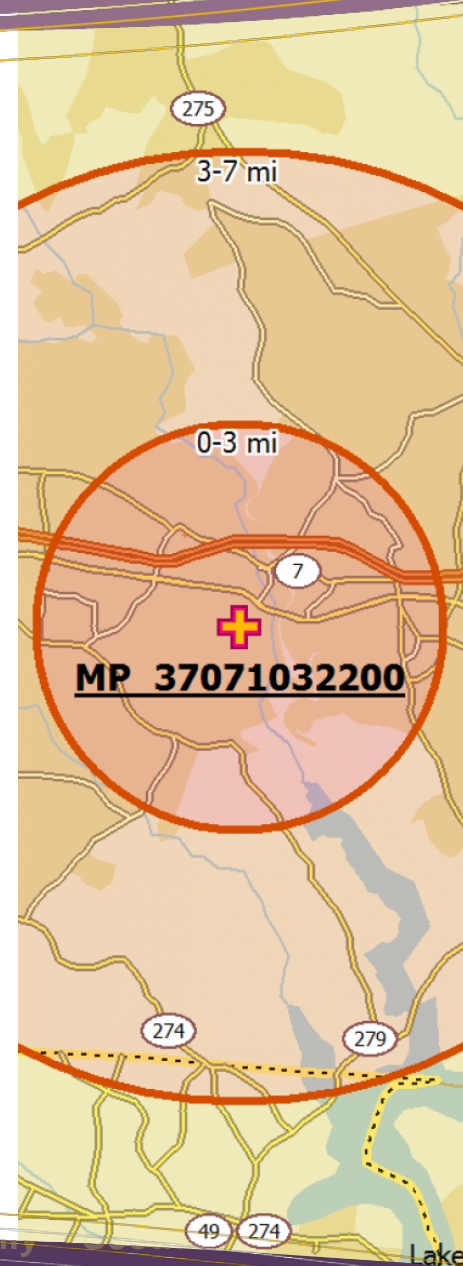| PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.48%	48.39%	47.68%
Recycled products	37.56%	36.08%	35.33%
Worked as volunteer (non political)	18.21%	17.64%	17.25%
Engaged in fund raising	11.68%	11.47%	11.28%
Religious club member	7.54%	7.52%	7.7%
Wrote to elected offcl about publ bus	6.33%	6.21%	6.16%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.19%	6.05%	5.89%
Union member	5.71%	5.5%	5.41%
Charitable Organization	5.68%	5.6%	5.51%
Took active part in local civic issue	5.31%	5.23%	5.21%
Fraternal order member	4.94%	4.85%	4.72%
Addressed a public meeting	4.93%	4.89%	4.88%
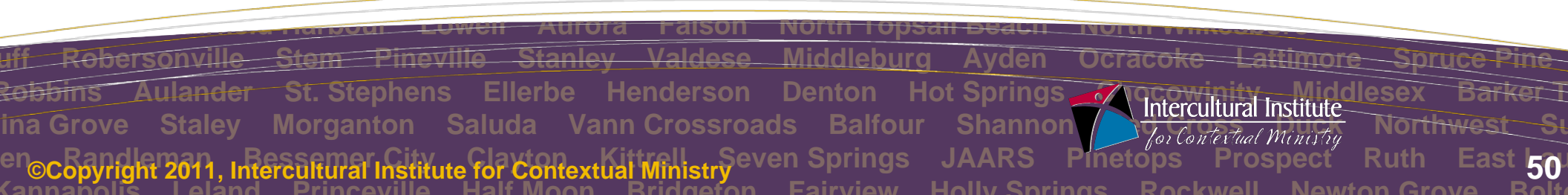
Communication Media Content

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.

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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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	17.47%	16.99%	16.96%
Children's Books	13.13%	13.08%	13.25%
Mystery	12.2%	12.23%	12.04%
Cookbooks	10.92%	10.65%	10.52%
Religious (not Bibles)	8.84%	8.97%	9.24%
History	7.36%	7.24%	7.19%
Personal/Business Self-help	7.12%	6.9%	7%
Biography	6.96%	6.64%	6.67%
Romance	6.6%	6.88%	6.98%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.82%	69.07%	68.53%
Gen. Editorial	46.73%	46.73%	47.01%
Womens	41.26%	41.18%	42.06%
Service	36.21%	35.83%	35.58%
Mens	19.22%	18.83%	18.72%
Business/Finance	17.6%	17.14%	17.72%
Sports	16.05%	15.48%	15.33%
Automotive	14.73%	14.09%	13.62%
Parenthood	13.49%	13.42%	13.77%

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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 particpation 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	56.53%	56.05%	55.32%
Classified	33.83%	34.18%	33.8%
Sport	33.37%	33.09%	32.76%
Editorial Page	31.73%	31.44%	30.68%
Business/Finance	30.28%	29.61%	29.3%
Comics	28.49%	28.37%	27.68%
Movie Listings & Reviews	26.63%	26.18%	25.89%
Food/Cooking	26.21%	25.81%	25.53%
TV/Radio Listings	24.59%	24.53%	24.08%
Home/Gardening	22.71%	22.17%	21.88%
Travel	20.28%	19.86%	19.77%
Science/Technology	18.81%	18.07%	17.79%
Fashion	14.21%	14.08%	14.46%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	21.94%	22.19%	21.41%
CHR Contemp Hit Radio	19.09%	18.49%	18.42%
Adult Contemporary	18.62%	18.06%	17.66%
Rock	13.81%	13.31%	12.56%
News/Talk	13.27%	12.51%	12%
Oldies	12.21%	11.74%	11.42%
Urban Contemporary	11.53%	12.93%	15.52%
Classic Rock	10.99%	10.55%	9.91%
Alternative	10.37%	9.67%	9.41%
Variety	8.3%	7.9%	8.1%
Soft Contemporary	6.66%	6.5%	6.64%
Religious	6.4%	6.33%	6.38%
All News	5.34%	5.01%	5.32%
Classic Hits	4.58%	4.48%	4.29%
Jazz	4.46%	4.46%	5.29%
Hispanic	4.43%	3.43%	3.59%
Sports	4.14%	3.88%	3.91%
All Talk	4.05%	4%	4.16%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	65.15%	64.23%	64.17%
Satellite Dish	57.15%	55.67%	55.09%
Soapnet	51.35%	51.13%	51.05%
Other Video-On-Demand	42.68%	42.33%	43.09%
Sci-Fi Channel	37.73%	37.1%	36.94%
Adult Pay Per View TV	35.02%	34.08%	34.09%
MSNBC	34.42%	34.12%	33.86%
Comedy Central	32.3%	31.25%	31.26%
Subscribe Digital Cable	29.68%	29.38%	30.16%
Nickelodeon	29.33%	28.96%	28.93%
TV Info From Sunday TV Magazine	29.3%	29.09%	29.18%
Adult Swim	28.25%	27.31%	26.83%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.75%	26.6%	26.64%
Hallmark Channel	26%	25.14%	25.51%
Nick At Nite	25.7%	25.5%	25.66%
TCM (Turner Classic Movies)	25.59%	25.14%	24.94%
USA Network	25.25%	24.82%	24.52%
BET (Black Entertainment TV)	24.93%	24.54%	24.11%
ABC Fam.	24.9%	24%	24.2%
TV Info From Monthly Cable Guide	24.56%	24.52%	24.59%
The Golf Channel	24.19%	23.47%	23.61%
ESPN2	22.45%	22.27%	22.78%
Video-On-Demand Movies	22.41%	21.39%	22.17%
Lifetime	21.89%	21.57%	21.75%

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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.

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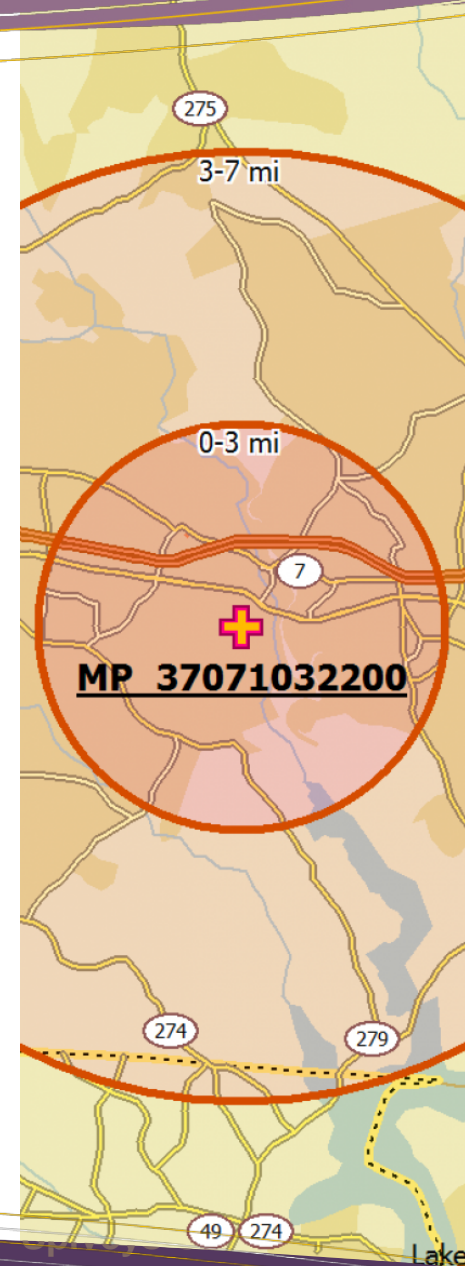
Potential Print Media Usage:

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+)	20.25%	19.83%	19.71%
Medium Users (4-6)	11.06%	10.81%	10.77%
Light Users (1-3)	20.97%	20.69%	20.62%
Quintiles (20%)			
Newspaper I (Heavy)	1.61%	1.59%	1.46%
Newspaper II	1.56%	1.59%	1.59%
Newspaper III	2.13%	2.15%	2.18%
Newspaper IV	0.61%	0.65%	0.66%
Newspaper V (Light)	1%	1.08%	1.04%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.3%	19.69%	19.98%
Magazines II	8.89%	9.05%	9.24%
Magazines III	9.59%	9.66%	9.88%
Magazines IV	11.45%	11.86%	11.95%
Magazines V (Light)	0.49%	0.55%	0.59%
Outdoor I (Heavy)	7.17%	6.9%	7.01%
Outdoor II	2.85%	2.92%	2.92%
Outdoor III	3.46%	3.62%	3.7%
Outdoor IV	16.4%	16.42%	16.41%
Outdoor V (Light)	25.41%	25.14%	25.01%
Yellow Pages I (Heavy)	15.12%	15.17%	15.13%
Yellow Pages II	5.89%	5.82%	6.03%
Yellow Pages III	5.59%	5.7%	5.81%
Yellow Pages IV	22.19%	22.57%	22.37%
Yellow Pages V (Light)	3.55%	3.59%	3.57%

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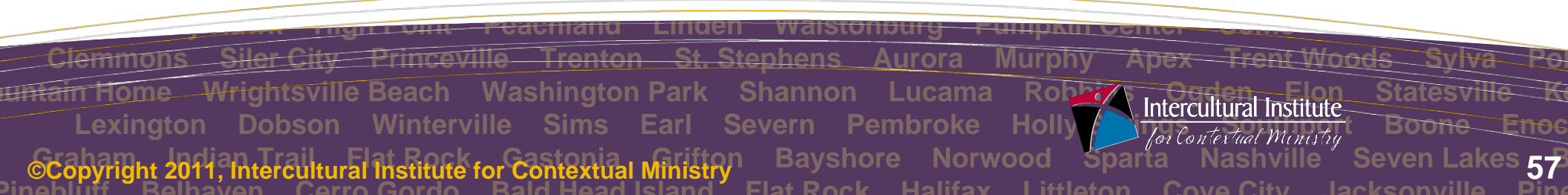for Contextual Ministry

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 Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.34%	3.28%	3.23%
Drive Time III (Medium)	0.62%	0.68%	0.68%
Radio IV & V (Light)	2.63%	2.67%	2.58%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.78%	9.27%	9.58%
Radio III (Medium)	5.2%	5.07%	5.07%
Radio IV & V (Light)	3.31%	3.35%	3.5%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	14.13%	13.71%	13.88%
Cable III (Medium)	4.37%	4.64%	4.62%
Cable IV & V (Light)	32.98%	33.3%	33.85%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.69%	3.73%	3.66%
Prime Time III (Medium)	2.03%	2.07%	2.02%
Prime Time IV & V (Light)	8.47%	8.64%	9.09%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.4%	39.26%	39.38%
Fringe III (Medium)	53.66%	53.59%	53.01%
Fringe IV (Light)	56.02%	56.01%	55.55%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.14%	13.45%	13.74%
All Day III (Medium)	24.03%	23.93%	23.81%
All Day IV (Light)	12.89%	13.11%	13.53%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.15%	12.26%	12.17%
6:00am - 10:00am	15.95%	15.57%	15.76%
10:00am - 3:00pm	6.33%	6.86%	7.63%
3:00pm - 7:00pm	13.68%	14.09%	14.17%
7:00pm - Midnight	13.17%	13.06%	12.95%
Midnight - 6:00am	5.27%	5.49%	5.82%
Weekend Radio Listeners			
Dayparts [summary]	15.05%	15.26%	15.3%
6:00am - 10:00am	3.9%	3.94%	3.95%
10:00am-3:00pm	5.54%	5.33%	5.49%
3:00pm - 7:00pm	6.87%	7.19%	7.58%
7:00pm - Midnight	8.74%	9.02%	9.26%
Midnight - 6:00am	10.45%	11.08%	11.28%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.66%	8.33%	8.4%
Saturday: 8:00-11:00pm	7.65%	8.02%	7.98%
Sunday: 7:00-11:00pm	10.13%	10.01%	9.98%
9:00am-1:00pm	25.7%	25.5%	25.66%
9:00am-4:00pm	29.36%	29.17%	29.43%
4:00pm-7:00pm	29.71%	29.34%	29.61%
11:00pm-1:00am	42.3%	42.04%	42%
AVG Prime time Mon-Sun	2.96%	3.1%	3.36%

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.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.24%	17.2%	17.06%
7-9am	22.45%	22.27%	22.78%
9am-12noon	21.34%	21.16%	21.16%
12noon-4pm	8.01%	8%	8.27%
4-6pm	49.5%	47.82%	48.62%
6-7pm	19.3%	19.1%	19.16%
7-7:30pm	1.69%	1.58%	1.56%
7:30-8pm	11.25%	11.23%	11.44%
8-11pm	8.66%	8.33%	8.4%
11pm-12am	34.42%	34.12%	33.86%
11pm-1am	42.3%	42.04%	42%
1-6am	32.36%	31.37%	31.55%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.34%	18.98%	18.86%
Sat: 10am-1pm	7.42%	7.75%	8.17%
Sat: 1-4pm	25.64%	25.28%	25.23%
Sat: 4-6pm	6.91%	7.08%	7.27%
Sat: 6-7pm	2.19%	2.05%	2%
Sat: 7-8pm	1.07%	1.05%	0.99%
Sat: 8-11pm	7.65%	8.02%	7.98%
Sat: 11pm-1am	4.91%	4.96%	5.09%
Sat: 1am-7pm	25.25%	24.82%	24.52%
Sun: 7-10am	2.3%	2.21%	2.21%
Sun: 10am-1pm	7.05%	6.89%	6.74%
Sun: 1-4pm	6.29%	6.28%	6.22%
Sun: 4-7pm	13.88%	13.9%	13.95%
Sun: 7-11pm	10.13%	10.01%	9.98%
Sun: 11pm-1am	4.97%	5.12%	5.32%
Sun: 1-7am	22.04%	22.03%	22.02%

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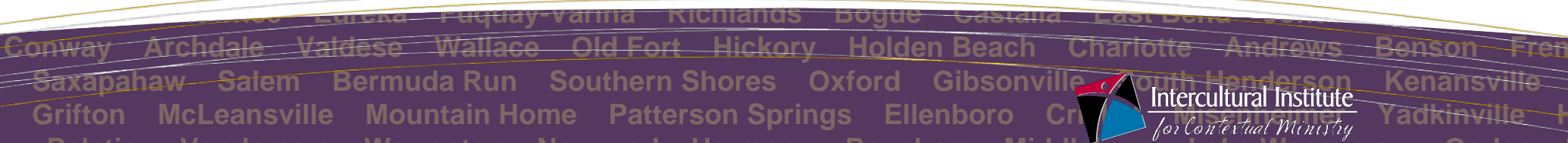
Using the Cultural Bridges, Barriers and Themes

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.

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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 ths 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 disciplemaking 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
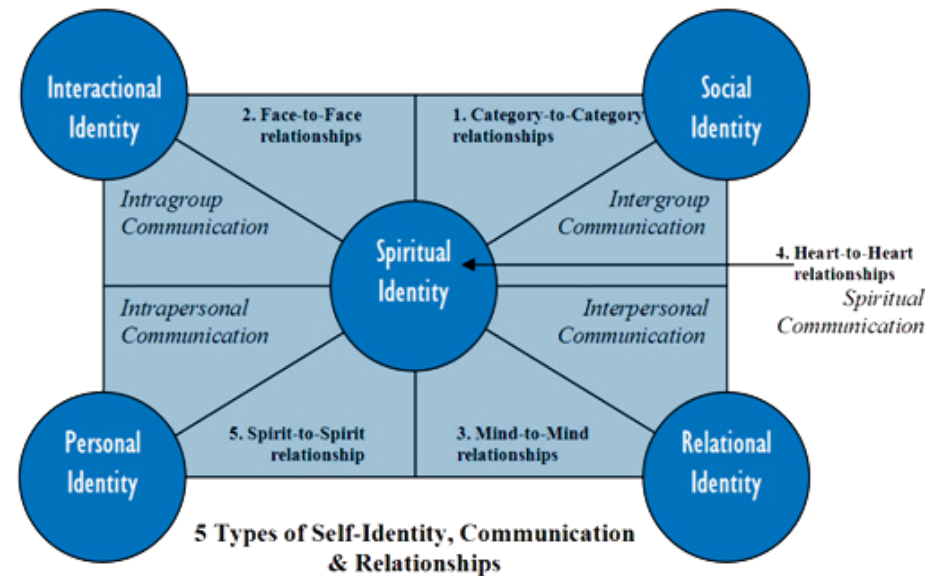
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Establishing Redemptive Relationships

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.


5 Types of Self-Identity, Communication & Relationships

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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 spirituallity of this particular location. This report relects 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

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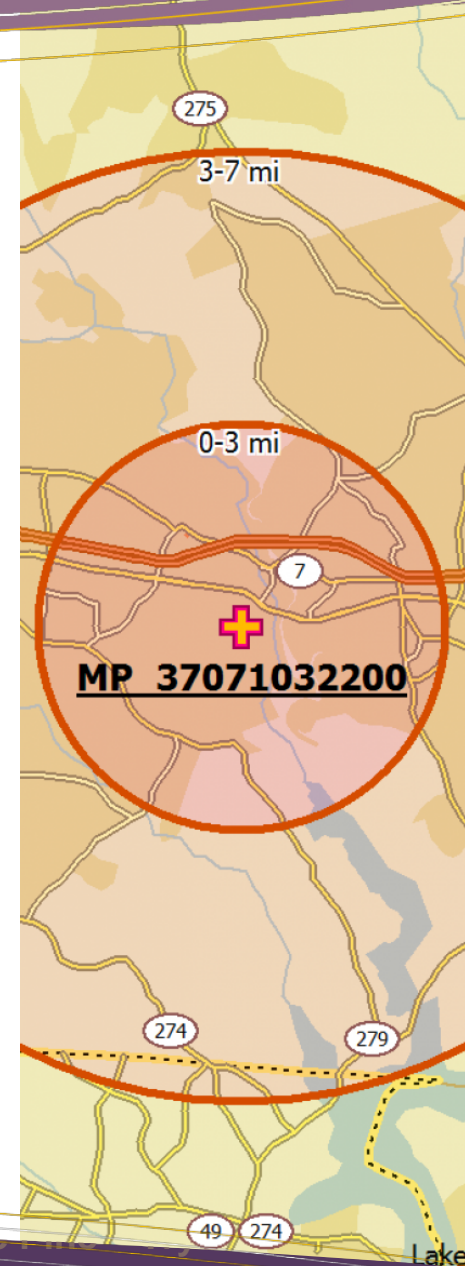
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Cramerton First - Cramerton	235 8th Ave Cramerton, NC 28032	0.28 mi	110	Plateauing
2	Riverside - Cramerton	76 Riverside Dr Cramerton, NC 28032	0.67 mi	51	Plateauing
3	Lakeview - McAdenville	143 Church St McAdenville, NC 28101	0.97 mi	60	Insufficient Data
4	Lighthouse - Gastonia	151 Lighthouse Church Ln Gastonia, NC 28056	1.00 mi	32	Growing
5	West Cramerton - Gastonia	5006 Wilkinson Blvd Gastonia, NC 28056	1.09 mi	80	Declining
6	McAdenville - McAdenville	192 Main St McAdenville, NC 28101	1.29 mi	58	Growing
7	Stowe Memorial - Belmont	26 Kee Rd Belmont, NC 28012	1.55 mi	0	Insufficient Data
8	Bethel - Gastonia	3412 Redbud Dr Gastonia, NC 28056	1.84 mi	0	Insufficient Data
9	Belmont First - Belmont	23 N Central Ave Belmont, NC 28012	2.12 mi	150	Plateauing
10	Alexander Memorial - Belmont	208 S Main St Belmont, NC 28012	2.25 mi	0	Insufficient Data
11	Sunset Forest - Gastonia	903 Hickory Grove Rd Gastonia, NC 28056	2.29 mi	75	Insufficient Data
12	Exodus Church	332 Deep Forest Ct Gastonia, NC 28056	2.31 mi	0	Insufficient Data
13	New Hope - Gastonia	2024 Redbud Dr Gastonia, NC 28056	2.44 mi	160	Declining
14	Lowell First - Lowell	400 W 1st St Lowell, NC 28098	2.52 mi	90	Plateauing
15	Carolina Community - Belmont	100 Belmont Mount Holly Rd Belmont, NC 28012	2.64 mi	0	Insufficient Data

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Woodlawn - Lowell	1101 N Main St Lowell, NC 28098	2.73 mi	260	Insufficient Data
17	Forest Pointe - Belmont	6700 Wilkinson Blvd Belmont, NC 28012	2.75 mi	613	Insufficient Data
18	Friendship - Belmont	5008 S New Hope Rd Belmont, NC 28012	2.82 mi	90	Plateauing
19	Centerview - Belmont	2300 Acme Rd Belmont, NC 28012	2.86 mi	123	Declining
20	New Life - Belmont	201 Oaktrail St Belmont, NC 28012	2.86 mi	117	Insufficient Data
21	Saint John's Missionary - Gastonia	2560 Darren Dr Gastonia, NC 28054	2.94 mi	0	Insufficient Data
22	Covenant - Gastonia	3131 Erskine Dr Gastonia, NC 28054	2.95 mi	99	Plateauing
23	South Point - Belmont	124 Horsley Ave Belmont, NC 28012	2.99 mi	316	Growing
24	East Belmont - Belmont	501 Catawba St Belmont, NC 28012	3.04 mi	97	Declining
25	Catawba Heights - Bel	311 Belmont Mount Holly Rd Belmont, NC 28012	3.06 mi	785	Insufficient Data
26	New Beginning Missionary	3908 S New Hope Rd Gastonia, NC 28056	3.23 mi	0	Insufficient Data
27	United - Gastonia	1970 Lowell Bethesda Rd Gastonia, NC 28056	3.23 mi	76	Declining
28	Bethlehem - Gastonia	3100 Bethlehem Church St Gastonia, NC 28056	3.23 mi	1,200	Plateauing
29	Berea - Gastonia	2522 Hickory Grove Rd Gastonia, NC 28056	3.39 mi	122	Declining
30	Unity - Belmont	1005 Catawba St Belmont, NC 28012	3.44 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Fraley Memorial - Gastonia	3025 Fraley Church Rd Gastonia, NC 28054	3.54 mi	260	Declining
32	Tuckaseege - Mt Holly	511 Tuckaseege Rd Mount Holly, NC 28120	4.19 mi	141	Declining
33	Iglesia Bautista Hispana Parkwood - Gasto	1729 E Garrison Blvd Gastonia, NC 28054	4.20 mi	0	Insufficient Data
34	Parkwood - Gastonia	1729 E Garrison Blvd Gastonia, NC 28054	4.20 mi	1,094	Plateauing
35	Gastonia First - Gastonia	2650 Union Rd Gastonia, NC 28054	4.21 mi	315	Plateauing
36	Ranlo - Gastonia	1517 Spencer Mountain Rd Gastonia, NC 28054	4.23 mi	78	Plateauing
37	Ridgeview - Mount Holly	105 Pine Rd Mount Holly, NC 28120	4.24 mi	65	Plateauing
38	Hickory Grove - Gastonia	3717 Hickory Grove Rd Gastonia, NC 28056	4.47 mi	125	Plateauing
39	Day Star - Mount Holly	211 Smith Rd Mount Holly, NC 28120	4.63 mi	46	Plateauing
40	Mount Holly Second - Mount Holly	740 Rankin Ave Mount Holly, NC 28120	4.71 mi	217	Plateauing
41	East Garrison - Gastonia	1226 E Garrison Blvd Gastonia, NC 28054	4.82 mi	45	Plateauing
42	West Mecklenburg - Charlotte	9917 Old Dowd Rd Charlotte, NC 28214	4.83 mi	60	Insufficient Data
43	Davis Memorial - Gastonia	3358 Robinwood Rd Gastonia, NC 28054	4.83 mi	72	Declining
44	Flint Groves - Gastonia	2017 E Ozark Ave Gastonia, NC 28054	4.88 mi	593	Growing
45	Mount Holly First - Mount Holly	300 S Main St Mount Holly, NC 28120	5.09 mi	288	Plateauing

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