

# MissionSite

top unreached locations



GASTONIA, NC

CENSUS TRACT: 37071033000

REGION: Region 8: Catawba

COUNTY: Gaston

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

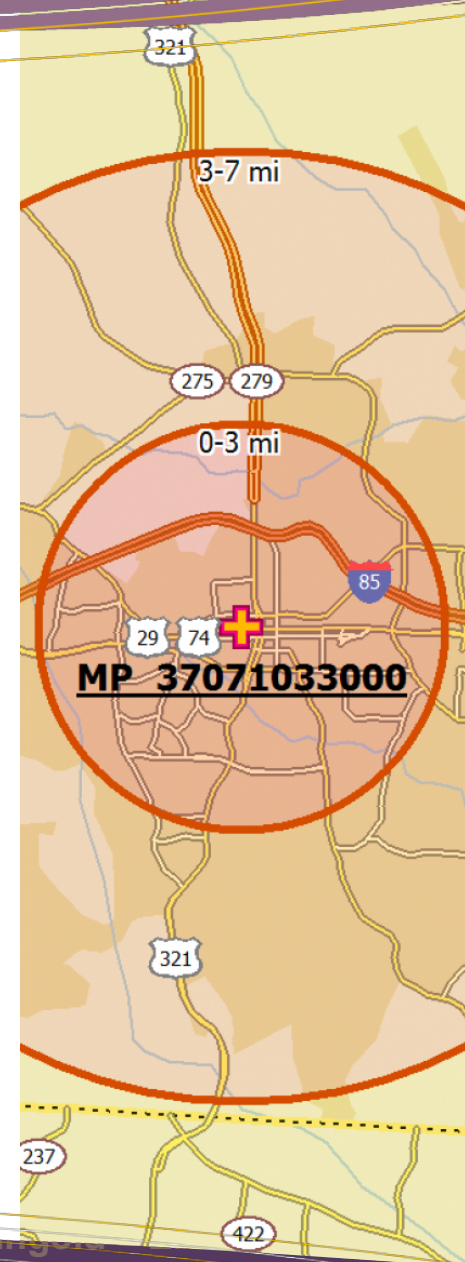
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66



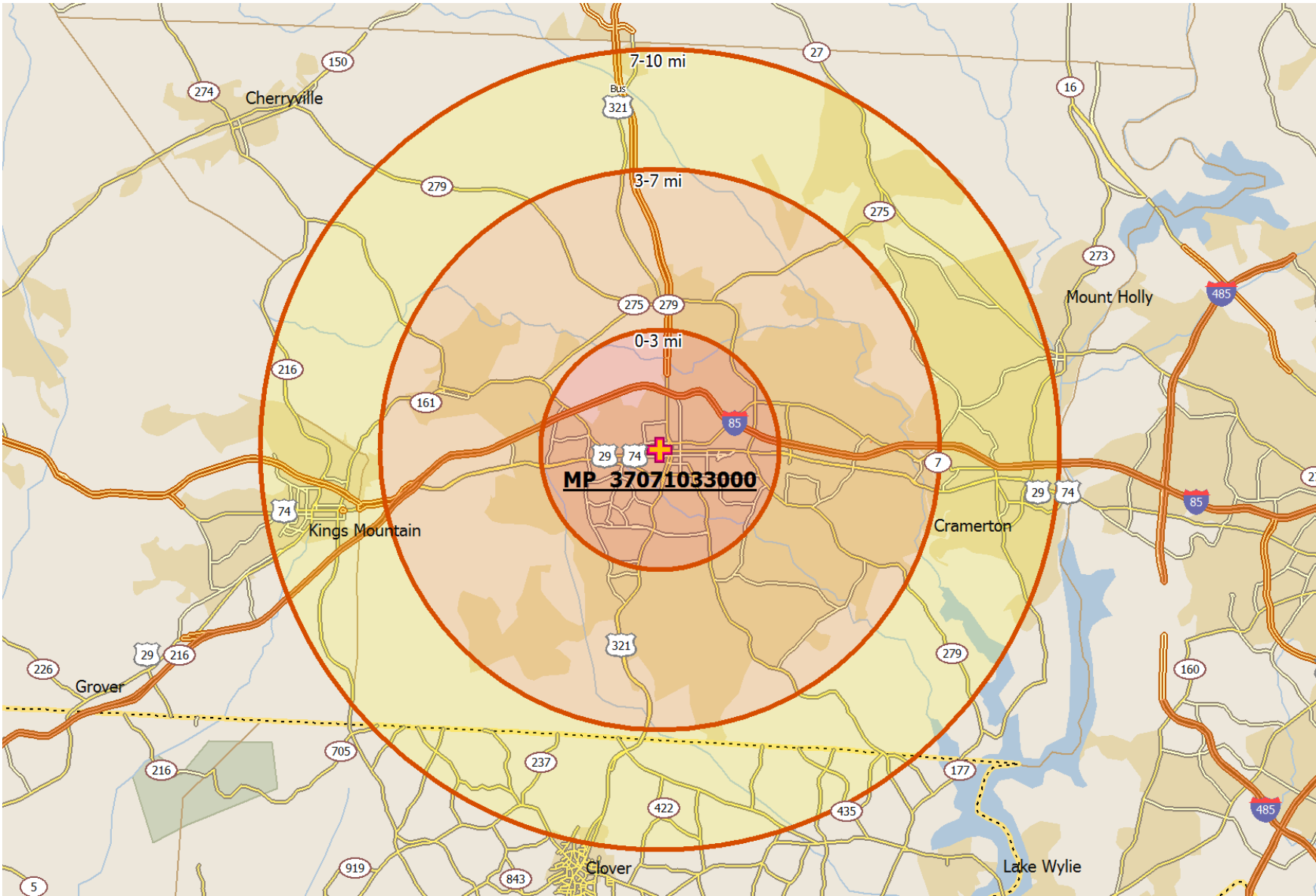
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37071	Gaston
4	Zipcode	28052	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



# Site Location Summary - Map of the Site Location

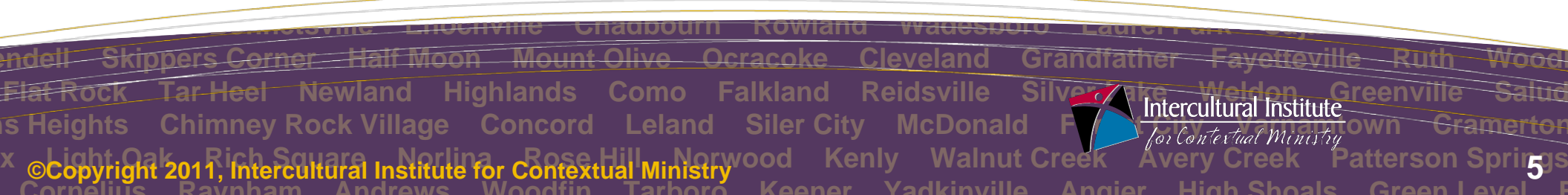




# Site Location Summary - Urbanicity

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	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
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



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	50,858	83,265	67,585
2010 Households	19,240	30,645	25,135
2010 Group Quarters Population	1,395	617	1,210

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	46	41	40
Language Diversity National Index	41	24	23
Foreign Born Diversity National Index	21	44	38
Ancestry Diversity National Index	23	61	65
Racial Diversity National Index	74	36	34





# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,772	9.21%
Mainstay Communities	Established, Diverse Households	2,065	10.73%
Working Communities	Blue-collar, Working Families	7,550	39.24%
Country Communities	Rural, Agri. & Mining Families	247	1.28%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,957	10.17%
Urban Communities	High Density, Inner-city Neighborhoods	5,648	29.36%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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





# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	53,464	13,388	25.04%
Unreached %	67.57%	69.59%	102.99
Religious But NOT Evangelical HH	13,080	3,909	29.89%
Religious But NOT Evangelical %	16.53%	20.32%	122.91
Spiritual But NOT Relig or Evang HH	8,571	1,728	20.16%
Spiritual But NOT Relig or Evang %	10.83%	8.98%	82.91
Not Evangelical, Not Interested HH	31,948	7,868	24.63%
Not Evangelical, Not Interested %	40.37%	40.9%	101.29



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	127	35	27.56%
Active BCNC Attenders	15,999	3,539	22.12%
Active Evangelical Households	13,678	3,118	22.8%
Active Evangelical Percent	17.29%	16.21%	93.75
Inactive Evangelical Households	11,987	2,733	22.8%
Inactive Evangelical Percent	15.15%	14.20%	93.76
# New Churches Needed	0	0	0%





# Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	5th Avenue	0.61 mi	0	Insufficient Data	16	Temple - Gastonia	1.54 mi	100	Plateauing
2	South Marietta Street - Gastonia	0.75 mi	80	Declining	17	True Vine Restoration	1.70 mi	0	Insufficient Data
3	Love Memorial - Gaston	0.76 mi	71	Plateauing	18	Salem - Gastonia	1.87 mi	40	Plateauing
4	Loray - Gastonia	0.77 mi	115	Plateauing	19	Friendly - Gastonia	1.90 mi	0	Insufficient Data
5	Vietnamese - Gastonia	0.77 mi	0	Insufficient Data	20	Victory - Gaston	1.91 mi	68	Declining
6	New Canaan - Gastonia	0.86 mi	0	Insufficient Data	21	Korean Christian Fellowship Church	1.94 mi	0	Insufficient Data
7	Bethany - Gastonia	0.98 mi	0	Insufficient Data	22	Unity - Gastonia	2.02 mi	106	Plateauing
8	Faith - Gastonia	0.99 mi	30	Insufficient Data	23	Iglesia Bautista Hispana Parkwood - Gasto	2.03 mi	0	Insufficient Data
9	Gastonia East - Gastonia	1.06 mi	106	Declining	24	Parkwood - Gastonia	2.03 mi	1,094	Plateauing
10	Christ Community - Gastonia	1.14 mi	120	Insufficient Data	25	West Franklin - Gastonia	2.06 mi	70	Plateauing
11	Mission Gaston at Highland Hills	1.41 mi	0	Insufficient Data	26	Mount Zion Restoration	2.12 mi	0	Insufficient Data
12	North Modena - Gastonia	1.42 mi	20	Insufficient Data	27	Gastonia First - Gastonia	2.19 mi	315	Plateauing
13	East Garrison - Gastonia	1.44 mi	45	Plateauing	28	Flint Groves - Gastonia	2.28 mi	593	Growing
14	Cedar Grove - Gastoni	1.44 mi	25	Declining	29	Garver Memorial - Gastonia	2.37 mi	42	Growing
15	Fairview - Gastonia	1.50 mi	85	Plateauing	30	Macedonia - Gastonia	2.40 mi	82	Plateauing

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

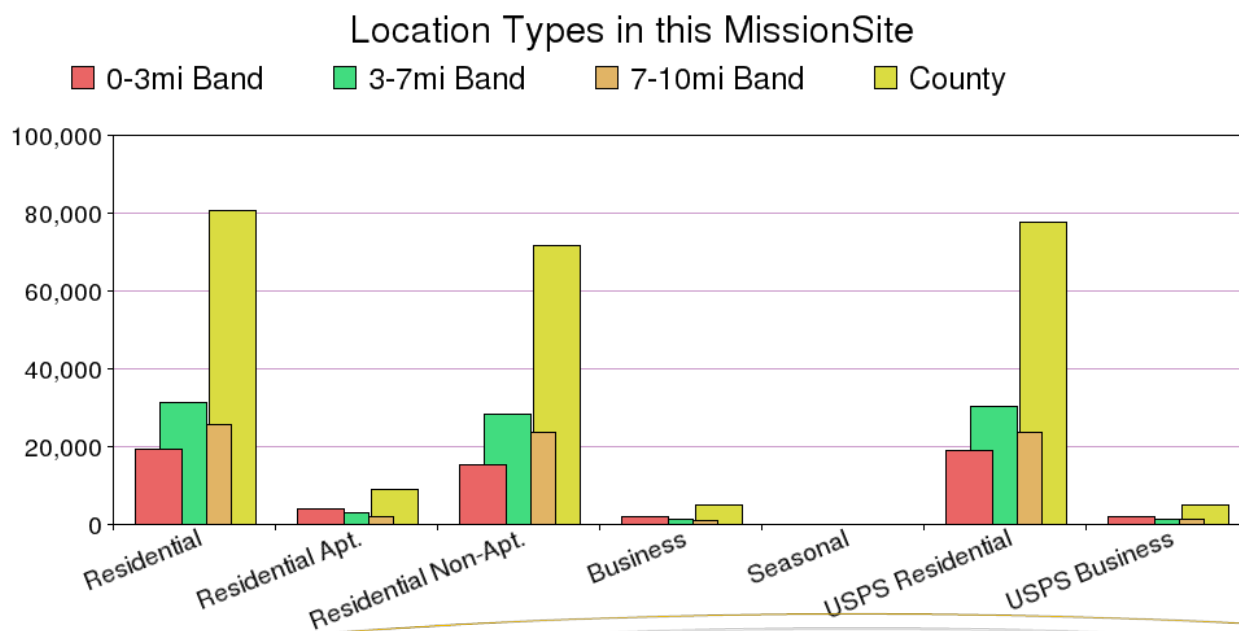
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	175,104	46,749	26.7%
2000 Population	190,365	48,532	25.49%
2010 Population	212,254	50,858	23.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	65,351	18,104	27.7%
2000 Households	73,936	19,236	26.02%
2010 Households	79,129	19,240	24.31%

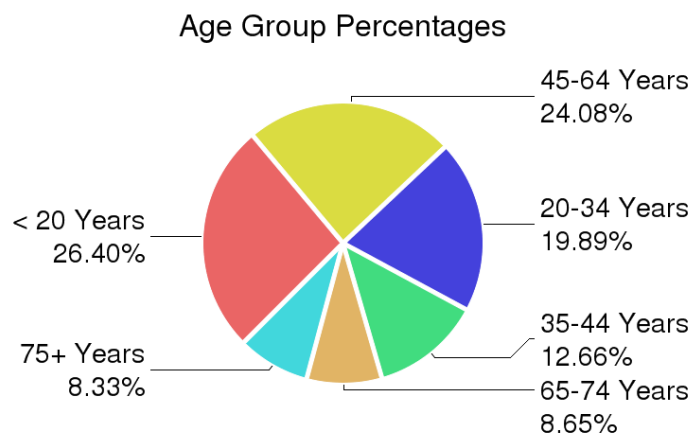


Location Type	0-3mi Band
Residential	19,179
Residential Apt.	3,856
Residential Non-Apt.	15,323
Business	1,845
Seasonal	0
USPS Residential	19,007
USPS Business	2,025

# Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	5.97%	112.01
4-5 Years	2.7%	2.57%	95.19
6-8 Years	4.07%	3.99%	98.03
9-11 Years	3.99%	3.87%	96.99
12-13 Years	2.63%	2.57%	97.72
14-17 Years	5.17%	4.97%	96.13
18-19 Years	2.56%	2.47%	96.48
0-5 Years	8.03%	8.54%	106.35
6-12 Years	9.38%	9.14%	97.44
13-19 Years	9.04%	8.72%	96.46
< 20 Years	26.45%	26.4%	99.81
20-34 Years	18.36%	19.89%	108.33
35-44 Years	14.22%	12.66%	89.03
45-64 Years	26.86%	24.08%	89.65
65-74 Years	7.87%	8.65%	109.91
75+ Years	6.24%	8.33%	133.49
Median Age	39	40	103.95
Median Age (Male)	37	38	101.84
Median Age (Female)	40	42	105.52

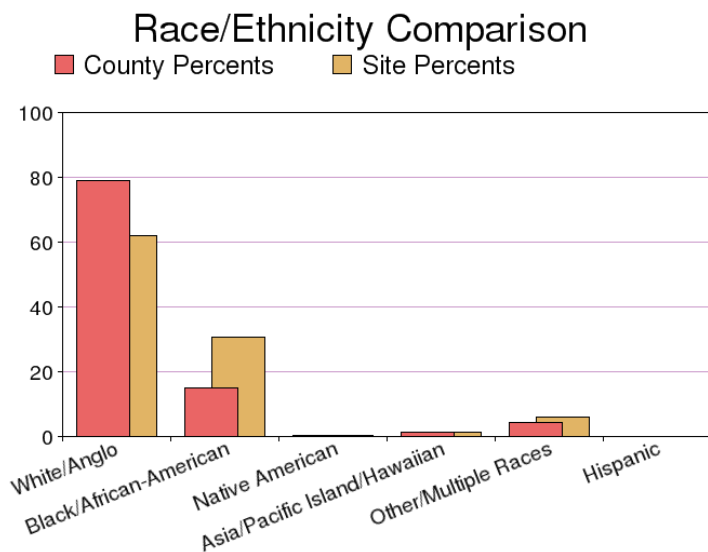


# Current Demographic Summary

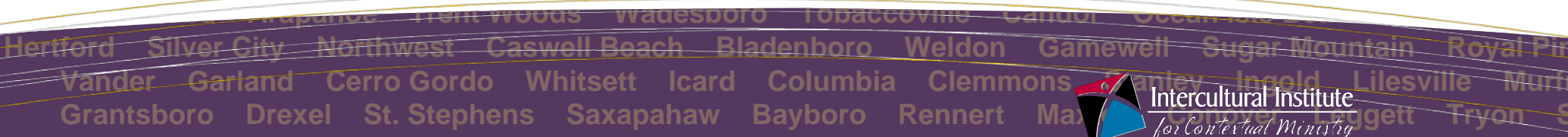
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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%	62.02%	78.45
Black, African-American	14.95%	30.61%	204.77
Native American	0.34%	0.23%	67.71
Asian	1.26%	1.12%	89.19
Pacific Island, Hawaiian	0.05%	0.05%	103.3
Other/Multiple Races	4.36%	5.98%	137.01
Hispanic	0%	12.39%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	143,249	33,837	
Less than 9th Grade	8.02%	10.1%	79.4
No High School Diploma	12.7%	14.54%	87.33
High School Graduate	30.92%	28.97%	106.73
Some College, no degree	21.31%	19.53%	109.12
Associate Degree	8.41%	7.51%	111.99
College Degree	12.67%	12.8%	99.02
Graduate/Prof. degree	5.97%	6.55%	91.14



# 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%	12.94%	172.75
\$10,000 to \$19,999	13.23%	17.41%	131.57
\$20,000 to \$29,999	11.67%	12.82%	109.9
\$30,000 to \$49,999	22.14%	22.01%	99.41
\$50,000 to \$59,999	8.62%	6.99%	81.06
\$60,000 to \$69,999	8.24%	6.3%	76.47
\$70,000 to \$79,999	6.4%	4.84%	75.58
\$80,000 to \$89,999	4.74%	3.52%	74.42
\$90,000 to \$99,999	3.15%	2.21%	70.19
\$100,000 to \$124,999	6.57%	4.8%	73.12
\$125,000 to \$149,999	2.6%	1.95%	75.09
\$150,000 to \$199,999	2.33%	2.47%	106.34
\$200,000 to \$249,999	0.52%	0.41%	79.05
\$250,000 or more	1.45%	1.29%	89.2
Median Household	44,864	38,193	85.13
Average Household	58,359	52,497	89.96
Per Capita Household	22,081	19,930	90.26
Family/Non-Family Household Income			
Median Family Income	55,074	48,668	88.37
Average Family Income	68,145	62,226	91.31
Median Non-Family Income	25,618	23,820	92.98
Average Non-Family Income	36,938	32,837	88.9

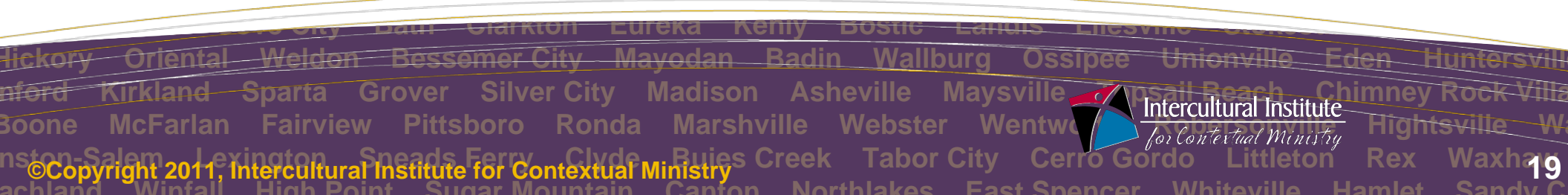


# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	68.64%	63.19%	92.06
Families with Children	33.93%	32.51%	95.81
Families without Children	34.71%	30.69%	88.4
<b>Non-Family Households</b>			
% Non-Family Households	31.36%	36.81%	117.38
Non-Families with Children	0.39	0.42	106.48
Non-Families without Children	30.97	36.39	117.52
<b>Housing Units</b>			
			Index
Total Housing Units	90,165	22,182	
Vacant percent	12.24%	13.26%	108.36
Owned percent	61.89%	47.92%	77.43%
Rented Percent	25.87%	38.82%	150.02
<b>Households by Size</b>			
			Index
Avg household size	2.64	2.57	97.35
Avg family hh size	3.31	3.32	100.3
Avg non-family hh size	1.17	1.28	109.4
<b>Households By Count of Persons</b>			
			Percent
One	21,845	6,223	28.49%
Two	21,587	5,012	23.22%
Three or Four	27,471	5,827	21.21%
Five+	8,226	2,178	26.48%



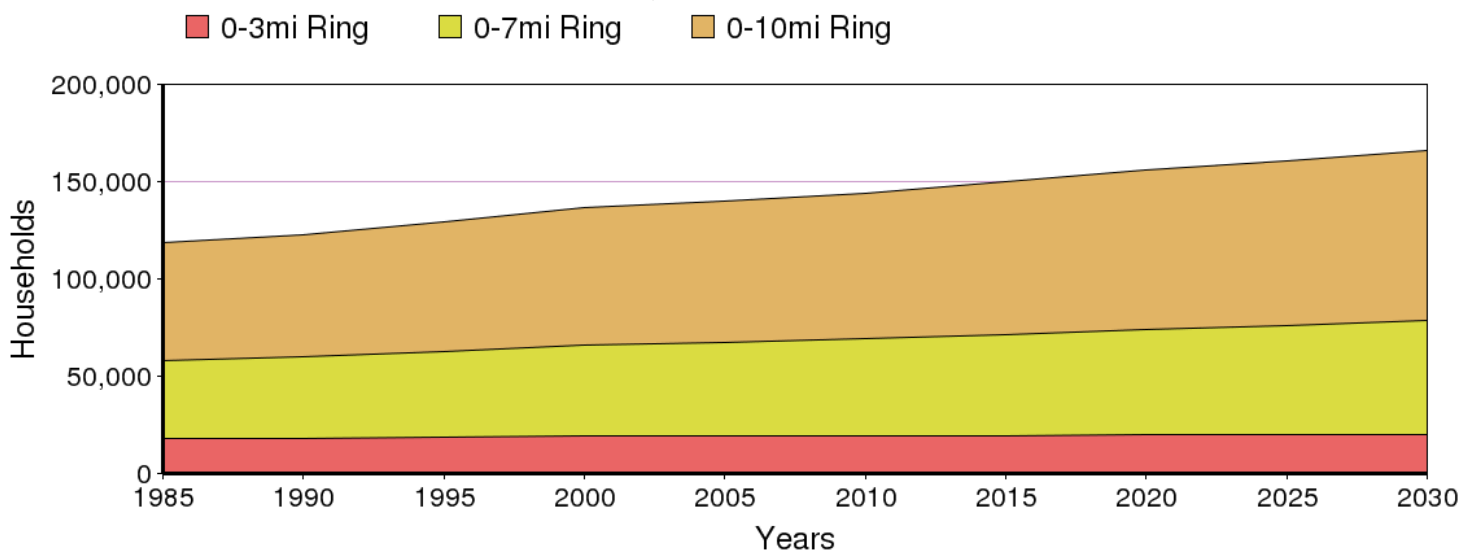
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	175,104	46,749	26.7%
2000 Population	190,365	48,532	25.49%
2010 Population	212,254	50,858	23.96%
2015 Population	228,721	52,484	22.95%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	65,351	18,104	27.7%
2000 Households	73,936	19,236	26.02%
2010 Households	79,129	19,240	24.31%
2015 Households	83,093	19,377	23.32%

Household Change from 1985 to 2030





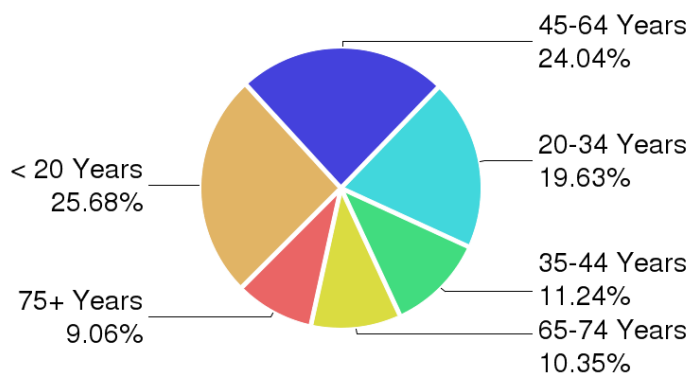
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.97%	5.63%	94.3
4-5 Years	2.57%	2.45%	95.33
6-8 Years	3.99%	3.83%	95.99
9-11 Years	3.87%	3.75%	96.9
12-13 Years	2.57%	2.59%	100.78
14-17 Years	4.97%	4.96%	99.8
18-19 Years	2.47%	2.48%	100.4
0-5 Years	8.54%	8.07%	94.5
6-12 Years	9.14%	8.88%	97.16
13-19 Years	8.72%	8.73%	100.11
< 20 Years	26.4%	25.68%	97.27
20-34 Years	19.89%	19.63%	98.69
35-44 Years	12.66%	11.24%	88.78
45-64 Years	24.08%	24.04%	99.83
65-74 Years	8.65%	10.35%	119.65
75+ Years	8.33%	9.06%	108.76
Median Age	39	42	107.23
Median Age (Male)	37	39	105.35
Median Age (Female)	40	44	108.64

Projected Age Group Percentages



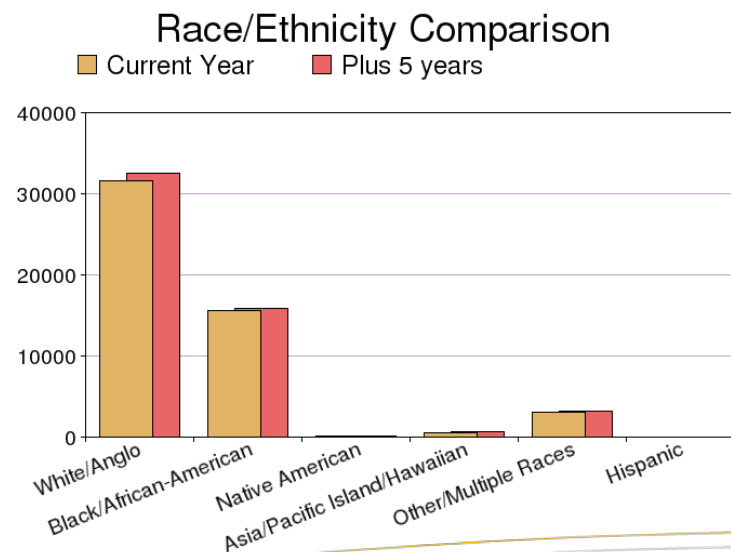
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	62.02%	61.99%	99.96
Black, African-American	30.61%	30.26%	98.86
Native American	0.23%	0.27%	117.79
Asian	1.12%	1.28%	114.38
Pacific Island, Hawaiian	0.05%	0.06%	120.16
Other/Multiple Races	5.98%	6.14%	102.77
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	33,837	35,188	
Less than 9th Grade	10.1%	8.96%	88.76
No High School Diploma	14.54%	11.88%	81.74
High School Graduate	28.97%	29.65%	102.34
Some College, no degree	19.53%	19.59%	100.32
Associate Degree	7.51%	8.39%	111.71
College Degree	12.8%	13.92%	108.75
Graduate/Prof. degree	6.55%	7.6%	116.03



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	12.94%	12.21%	94.31
\$10,000 to \$19,999	17.41%	17.48%	100.39
\$20,000 to \$29,999	12.82%	12.02%	93.74
\$30,000 to \$49,999	22.01%	20.94%	95.14
\$50,000 to \$59,999	6.99%	6.75%	96.63
\$60,000 to \$69,999	6.3%	6.56%	104.12
\$70,000 to \$79,999	4.84%	5.08%	100.89
\$80,000 to \$89,999	3.52%	3.77%	103.83
\$90,000 to \$99,999	2.21%	2.37%	107.22
\$100,000 to \$249,999	4.8%	5.57%	116.06
\$125,000 to \$149,999	1.95%	2.3%	117.83
\$150,000 to \$199,999	2.47%	2.86%	115.56
\$200,000 to \$249,999	0.41%	0.48%	116.89
\$250,000 or more	1.29%	1.43%	110.46
Median Household	38,193	40,017	104.78
Average Household	52,497	54,849	104.48
Per Capita Household	19,930	20,327	101.99
<b>Family/Non-Family Household Income</b>			
Median Family Income	48,668	51,826	106.49
Average Family Income	62,226	65,343	105.01
Median Non-Family Income	23,820	24,886	104.48
Average Non-Family Income	32,837	35,194	107.18



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.19%	61.43%	97.22
Families with Children	32.51	31.89	98.12
Families without Children	30.69	29.16	95.02
<b>Non-Family Households</b>			
% Non-Family Households	36.81%	38.57%	104.77
Non-Families with Children	0.42	0.38	104.77
Non-Families without	36.39	38.19	104.94
<b>Children</b>			
<b>Housing Units</b>			
Total Housing Units	22,182	22,347	100.74%
Vacant percent	13.26%	13.29%	100.17
Owned percent	47.92%	47.59%	99.32
Rented Percent	38.82%	39.11%	100.77
<b>Households by Size</b>			
Avg household size	2.57	2.64	102.72%
Avg family hh size	3.32	3.52	106.02%
Avg non-family hh size	1.28	1.23	96.09%
<b>Households By Count of Persons</b>			
One	6,223	6,705	107.75%
Two	5,012	4,286	85.51%
Three or Four	5,827	5,894	101.15%
Five+	2,178	2,492	114.42%

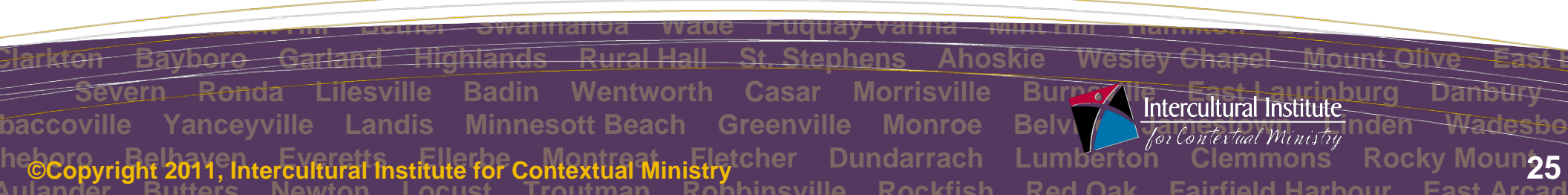


# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	2,700	1,987	1,651
Northern Europe	68	126	45
Western Europe	81	202	70
Southern Europe	50	18	11
Eastern Europe	29	104	80
Other Europe	0	0	0
Eastern Asia	49	87	109
So. Central Asia	75	77	108
SE Asia	160	107	466
Western Asia	15	10	14
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	22	57	34
Middle Africa	0	0	8
Northern Africa	15	36	0
Southern Africa	0	22	0
Western Africa	18	26	1
Other Africa	11	6	8
Oceania	0	3	7
Caribbean	109	47	15
Central Amer.	1,596	814	598
South America	333	147	39
North America	69	98	38
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	42,313	63,901	52,467
Spanish	2,905	2,078	1,463
Other Indo-Euro language	540	821	728
French (incl. Patois, Cajun)	209	221	174
French Creole	0	0	0
Italian	59	45	13
Portuguese	19	9	0
German	117	281	203
Yiddish	0	0	0
Other West Germanic	8	22	12
A Scandinavian Language	21	3	9
Greek	16	11	2
Russian	6	34	4
Polish	0	51	3
Serbo-Croatian	0	0	29
Other Slavic Language	0	18	0
Armenian	0	0	0
Persian	0	11	0
Gujarathi	65	61	107
Hindi	0	1	12
Urdu	11	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	9	8	52
Asian/PI languages	0	0	0
Chinese	22	36	94
Japanese	10	28	26
Korean	31	91	8
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	2	5
Thai	0	9	66
Laotian	8	22	209
Vietnamese	142	107	239
Other Asian	0	0	0
Tagalog	9	8	31
Other Pacific Is	5	15	9
Other languages	119	104	35
Navajo	0	0	0
Other Native N. American	0	20	7
Hungarian	0	35	0
Arabic	71	17	17
Hebrew	0	10	0
African languages	35	22	1
Other unspecified	13	0	10

# 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	34,469	45,878	37,160
Arab	138	67	110
Armenian	2	10	4
Austrian	8	14	6
British	84	202	106
Canadian	44	67	26
Croatian	5	0	0
Czech	23	23	5
Czechoslovak	2	23	0
Danish	19	31	12
Dutch	420	782	541
English	1,945	3,955	3,391
European	354	533	521
Finnish	1	12	24
French (not Basque)	302	475	395
French Canadian	54	89	154
German	2,716	5,832	4,773
Greek	32	85	41
Hungarian	29	65	40
Iranian	0	11	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,030	3,987	3,349
Italian	436	928	712
Lithuanian	22	17	13
Norwegian	51	121	152
Polish	142	278	218
Portuguese	20	9	5
Romanian	34	12	5
Russian	52	41	32
Scandinavian	0	3	6
Scotch-Irish	1,210	2,527	1,853
Scottish	482	1,190	795
Slovak	4	52	27
Subsaharan African	631	336	180
Swedish	69	93	76
Swiss	36	75	52
Ukrainian	27	42	46
US/American	6,856	13,433	11,498
Welsh	74	145	74
West Indian	42	0	27
Yugoslavian	3	4	7
Other	16,073	10,313	7,884

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

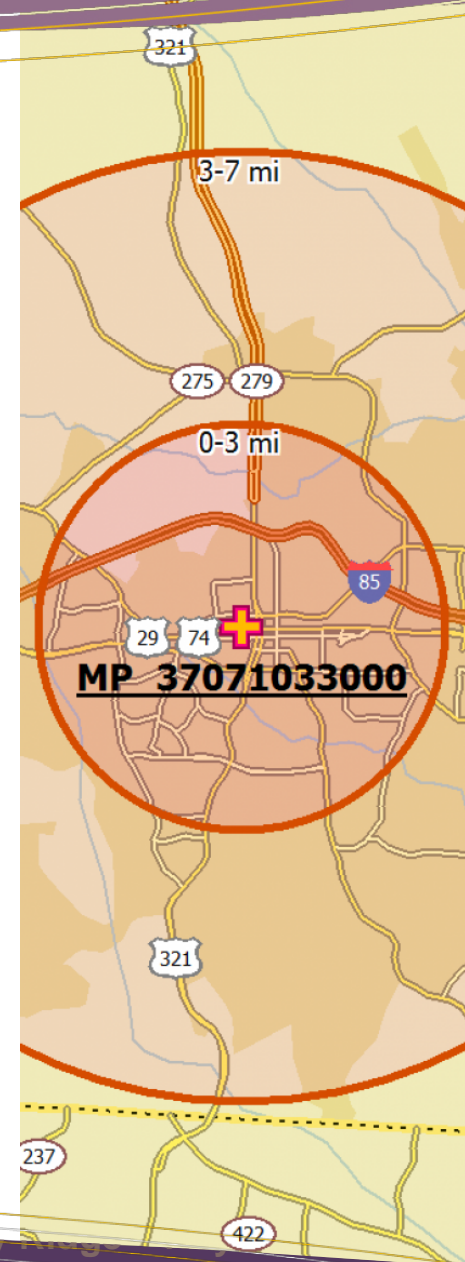
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscope dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

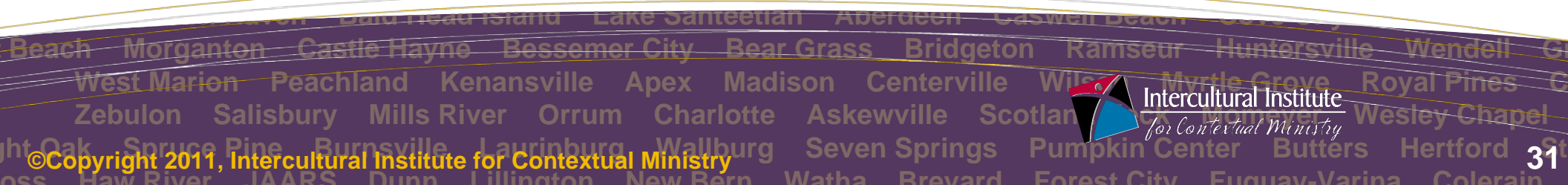
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	19,240	100%	13,411	100%
<b>AFFLUENT SUBURBIA</b>	649	3.37%	458	3.42%
America's Wealthiest	76	0.4%	61	0.45%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	573	2.98%	397	2.96%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	1,123	5.84%	756	5.64%
Status Conscious Consumers	29	0.15%	20	0.15%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,081	5.62%	726	5.41%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	13	0.07%	10	0.07%
<b>SM TWN SUCCESS</b>	407	2.12%	277	2.07%
Successful Urban Sprawl	33	0.17%	10	0.07%
2nd City Homebodies	319	1.66%	23	0.17%
Prime Middle America	0	0%	208	1.55%
Urban Optimists	51	0.27%	0	0%
Family Convenience	4	0.02%	33	0.25%
Mid-Market Enterprise	0	0%	3	0.02%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	19,240	100%	13,411	100%
<b>BLUE COLLAR BACKBONE</b>	486	2.53%	324	2.42%
Nuevo Hispanic Fam.	20	0.1%	14	0.1%
Working Rural Suburbia	52	0.27%	31	0.23%
Lower Income Essentials	118	0.61%	80	0.6%
Small Town Endeavors	296	1.54%	199	1.48%
<b>AMER. DIVERSITY</b>	1,658	8.62%	1,195	8.91%
Ethnic Urban Mix	56	0.29%	40	0.3%
Urban Blues	244	1.27%	157	1.17%
Professional Urbanites	525	2.73%	380	2.83%
Urban Advancement	41	0.21%	28	0.21%
Amer. Great Outdoors	301	1.56%	193	1.44%
Mature America	491	2.55%	397	2.96%
<b>METRO FRINGE</b>	7,064	36.72%	4,862	36.25%
Steadfast Conservative	5,029	26.14%	3,446	25.7%
Moderate Conventionalists	219	1.14%	147	1.1%
Southern Blues	381	1.98%	268	2%
Urban Grit	39	0.2%	29	0.22%
Grass-Roots Living	1,396	7.26%	972	7.25%



# 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	19,240	100%	13,411	100%
REMOTE AMERICA	68	0.35%	41	0.31%
Hardy Rural Fam.	36	0.19%	22	0.16%
Rural Southern Living	32	0.17%	19	0.14%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,957	10.17%	1,440	10.74%
Young Cosmopolitans	41	0.21%	32	0.24%
Minority Metro Communities	1,366	7.1%	1,012	7.55%
Stable Careers	535	2.78%	386	2.88%
Aspiring Hispania	15	0.08%	10	0.07%
RURAL VILLAGES & FARMS	179	0.93%	114	0.85%
Aspiring Hispania	0	0%	10	0.07%
Industrious Country Living	0	0%	0	0%
America's Farmland	29	0.15%	0	0%
Comfy Country Living	141	0.73%	18	0.13%
Small Town Connections	9	0.05%	82	0.61%
Hinterland Fam.	0	0%	4	0.03%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	19,240	100%	13,411	100%
<b>STRUGGLING SOCIETIES</b>	2,650	13.77%	1,801	13.43%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	541	2.81%	368	2.74%
Struggling city Centers	2,068	10.75%	1,402	10.45%
College Town Communities	0	0%	0	0%
New Beginnings	41	0.21%	31	0.23%
<b>URBAN ESSENCE</b>	2,998	15.58%	2,143	15.98%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	8	0.04%	5	0.04%
Af. Amer. Neighborhoods	1,388	7.21%	971	7.24%
Urban Diversity	238	1.24%	171	1.28%
New Generation Activists	486	2.53%	327	2.44%
Getting By	878	4.56%	669	4.99%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



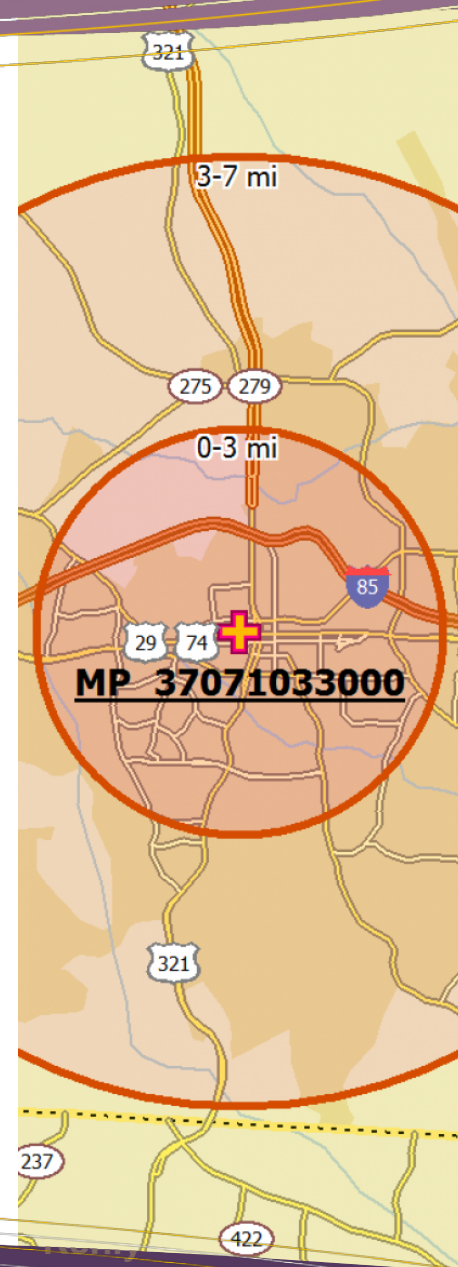
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	71%	76%	78%
Use Comp. for Internet/E-mail	50%	57%	59%
Internet Use: E-Mail	43%	49%	50%
Use Comp. for Comp. Games	35%	39%	40%
Use Comp. for Word Processing	31%	38%	38%
Use Comp. for Education	29%	32%	33%
Use Comp. for Shopping	28%	34%	35%
Use Comp. for Digital Camera Photo Editing	26%	31%	32%
HH Owns DVD Player	26%	28%	29%
Use Comp. for Banking	25%	31%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	23%	27%	28%
Internet Use: Banking	21%	25%	26%
Use Comp. for News/Info./Data Service	18%	22%	22%
PC-Network-HH Has One	15%	18%	18%
Internet Use: Research/ Education	11%	12%	11%
Use Comp. for Personal Financial Mngmnt	11%	13%	13%
Internet Use: Shopping: Gathered Info. for Shopping	11%	12%	12%
HH Owns Video/Webcam	11%	11%	11%
Use Comp. for Accounting	10%	14%	14%
Use Comp. for Filing/DB Mngmnt	10%	12%	12%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	67%	68%
Reading Books	52%	53%	53%
Dining Out (Not Fast Food)	51%	56%	57%
Card Games	39%	41%	42%
Cooking for Fun	34%	36%	36%
Go To A Beach/Lake	31%	35%	36%
Gardening	30%	34%	35%
Board Games	29%	32%	33%
Visit Museum	18%	20%	20%
Going To Bars/Nightclubs/Dancing	18%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	38%	41%	42%
Dentist	24%	27%	27%
Backache	22%	22%	23%
Eye Dr.	21%	21%	21%
Hypertension/High Blood Pressure	20%	19%	19%
None Of These	20%	20%	20%
High Cholesterol	17%	18%	18%
Any Arthritis	16%	15%	15%
Acid Reflux Disease (GERD)	14%	14%	14%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	26.07%	27.59%	27.42%
Live Theater	18.48%	19.64%	19.32%
Live Theater Most Often	14.73%	16.03%	15.86%
Rock/Pop Concerts Most Often	14.09%	15.14%	15.01%
Dance Performance	9.67%	8.79%	8.38%
Comedy Club	9.23%	9.23%	9.11%
Movies: Comedy	39%	39.52%	39.62%
Movies: Action/Adventure	38.23%	38.71%	38.73%
Movies: Fam.	21.24%	20.81%	20.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	21.04%	20.27%	19.78%
Movies: Romantic Comedy	19.73%	19.99%	19.73%
Movies: Mystery	18.12%	17.15%	16.84%
MLB Baseball Reg. Season	5.51%	7.2%	7.27%
NFL Football Reg. Season	4.89%	6.08%	6.18%
College Football Reg. Season	4.76%	5.83%	5.98%
College Basketball Reg. Season	3.28%	3.98%	4.09%
NBA Basketball Reg. Season	2.83%	3.25%	3.25%
NHL Hockey Reg. Season	2.21%	2.68%	2.63%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	37.96%	39.61%	39.7%
Swimming	27.79%	32.38%	33.23%
Bowling	19.81%	21.69%	22.01%
Billiards/Pool	17.46%	18.8%	19.12%
Freshwater Fishing	15%	17.93%	19.03%
Basketball	14.96%	14.9%	14.88%
Jogging/Running	14.23%	14.56%	14.32%
Weight Training	13.54%	15.28%	15.46%
Camping Trips	12.62%	15.81%	16.5%
Using Cardio Machine	11.71%	13.28%	13.34%
Golf	10.93%	12.92%	13.12%
Baseball	10.86%	11.01%	10.99%
Stationary Cycling	10.83%	11.57%	11.5%
Mountain/Road Biking	10.52%	12.27%	12.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	9.98%	9.64%	9.64%
Aerobics	9.77%	9.53%	9.28%
Volleyball	8.77%	8.93%	8.94%
Backpacking/Hiking	8.37%	9.8%	9.86%
Target Shooting	7.8%	9.25%	9.74%
Hunting	7.49%	9.42%	10.19%
Softball	7.25%	7.68%	7.76%
Soccer	6.98%	7.19%	7.01%
Power Boating	6.87%	7.84%	7.94%
Yoga	6.85%	7%	6.83%
Saltwater Fishing	6.6%	7.55%	7.79%
Tennis	6.18%	6.64%	6.58%
Canoeing/Kayaking	5.76%	6.7%	6.78%
Roller Skating	5.47%	5.29%	5.2%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Motorcycling	5.17%	6.05%	6.33%
Ice Skating	5.14%	5.08%	4.98%
Horseback Riding	4.76%	5.71%	5.95%
Fly Fishing	4.16%	4.42%	4.48%
Snorkeling	4.05%	4.27%	4.25%
Jet Skiing	3.87%	4.1%	4.1%
Downhill & X-Country Skiing	3.86%	4.33%	4.31%
Racquetball	3.8%	3.83%	3.75%
Archery	3.78%	4.48%	4.77%
Auto Racing	3.77%	3.74%	3.72%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.62%	4.05%	4.1%
Rock Climbing	3.57%	3.6%	3.51%
Hockey	3.51%	3.39%	3.29%
Skateboarding	3.3%	3.13%	3.08%
Snowmobiling	3.28%	3.45%	3.53%
Snowboarding	3.26%	3.25%	3.16%
Martial Arts	3.05%	3.07%	2.98%
Sailing	2.8%	2.82%	2.76%
Surfing & Windsurfing	2.46%	2.42%	2.34%
Rowing	2.45%	2.56%	2.54%

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

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

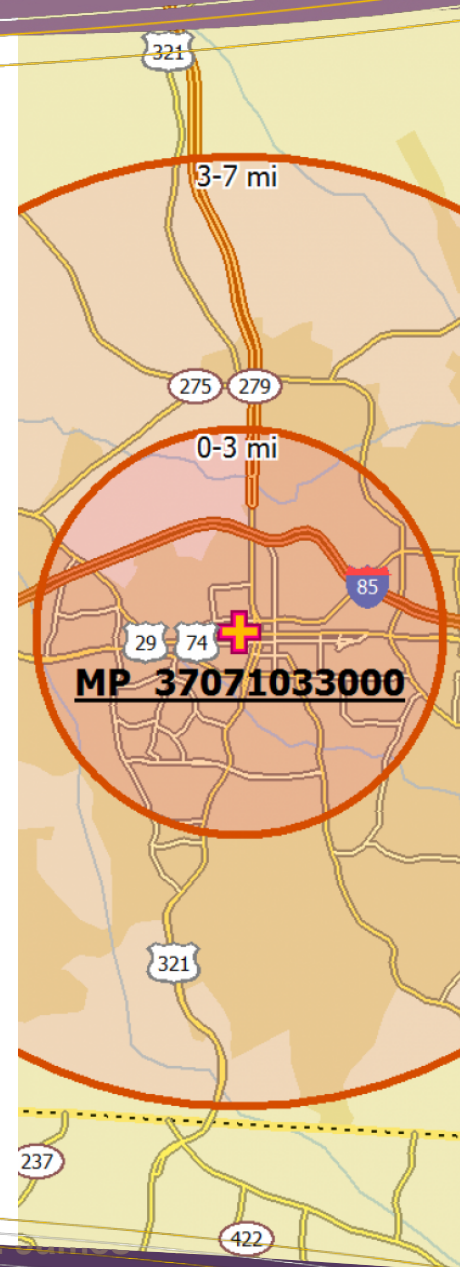
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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





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

### CULTURAL BARRIERS OF UNDERSTANDING

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

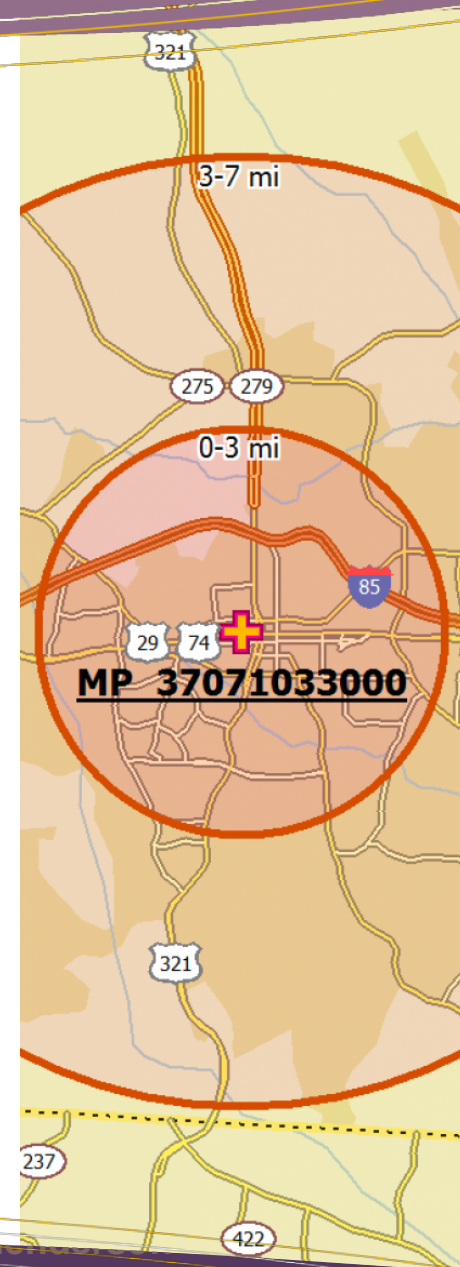
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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





# Potential Cultural Barriers:

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

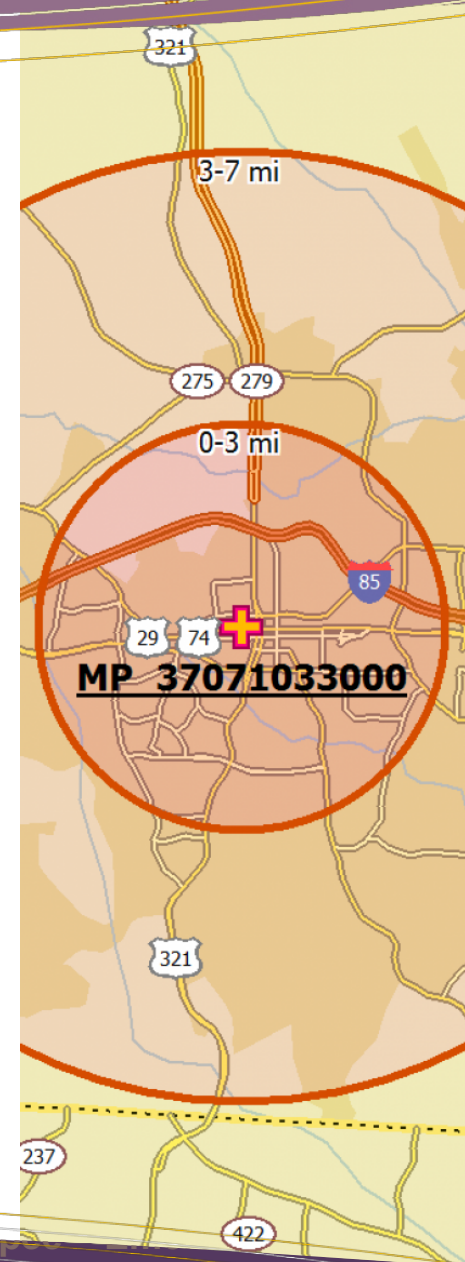
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	50%	50%
Speak My Mind Even If It Upsets People	37%	35%	35%
Like Control Over People And Resources	36%	34%	33%
Find It Difficult To Say No To My Kids	35%	38%	39%
Woman's Place Is In The Home	34%	35%	35%
Prefer To Have Few Possessions As Possible	32%	34%	33%
Don't Judge People/Way They Live Life	30%	29%	28%
Like To Do Unconventional Things	28%	29%	30%
Too Much Sponsorship In Arts/Sports	27%	24%	24%
If Won Lottery Would Never Work Again	25%	26%	26%
Money Is Best Measure Of Success	25%	25%	26%
Friends More Important Than My Fam.	24%	25%	25%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	21%	21%
I Am A Workaholic	20%	18%	17%
Marijuana Should Be Legalized	20%	20%	19%
Like To Pursue Challenge/Novelty/Change	19%	18%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
We Should Strive for Equality for All	15%	13%	13%
Only Work Current Job for The Money	15%	14%	14%
Happy With My Standard Of Living	13%	12%	12%
On Whole People Get What They Deserve	11%	11%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Very Happy With My Life As It Is	9%	7%	6%
Little I Can Do To Change My Life	9%	8%	8%

## Potential Cultural Themes

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

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



# Potential Cultural Themes:

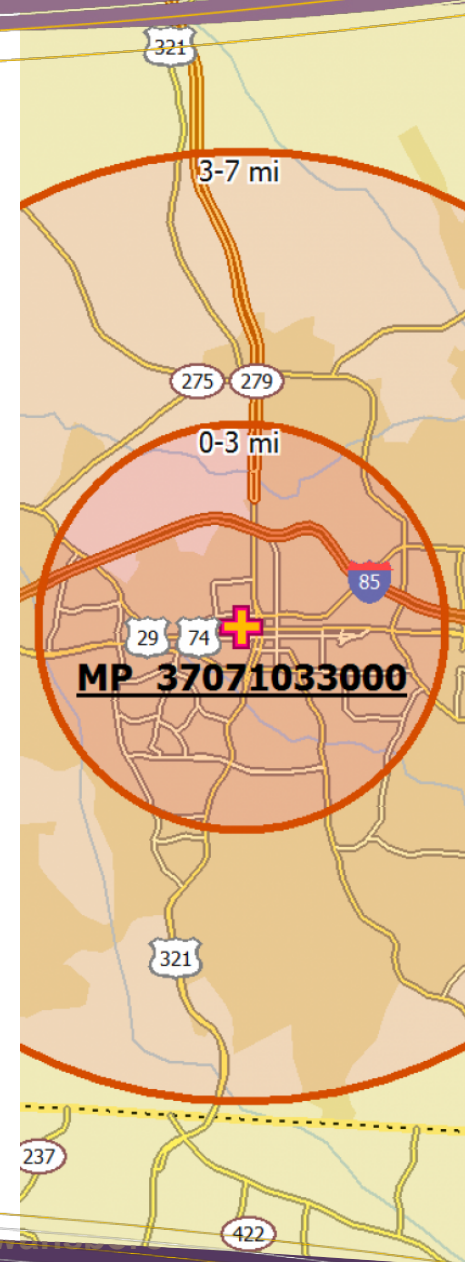
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%
Important To Respect Customs And Beliefs	56%	61%	62%
Like To Understand About Nature	38%	38%	37%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important Feel Respected By My Peers	34%	34%	33%
Important To Juggle Various Tasks	33%	31%	30%
Prefer To Have Few Possessions As Possible	32%	34%	33%
Good At Fixing Things	30%	28%	27%
Have Keen Sense Of Adventure	27%	26%	26%
Like To Just Enjoy Life	22%	22%	22%
People Have To Take Me As They Find Me	22%	22%	22%
Consider Myself Interested In The Arts	21%	20%	19%

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

## Potential Shared Places

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





# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	85.02%	85.95%	86.46%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.87%	81.57%	82.53%
Houses-Visit Any			
McDonald's	55.09%	56.7%	57.4%
Burger King	38.94%	38.4%	38.54%
Kentucky Fried Chicken (KFC)	31.09%	29.37%	29.64%
Wendy's	29.95%	30.61%	30.95%
Subway	29.61%	30.98%	31.59%
Taco Bell	27.67%	29%	29.71%
Applebee's	26.36%	29.29%	30.27%
Pizza Hut	24.05%	23.5%	23.82%
Arby's	21.29%	23.22%	24.3%
Olive Garden	18.66%	19.94%	20.2%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.97%	17.36%	17.32%
Dairy Queen	17.89%	18.47%	19.08%
Domino's Pizza	15.75%	14.71%	14.42%
IHOP (International House Of Pancakes)	14.54%	14.06%	13.88%
Sonic	14.43%	14.57%	14.9%
Outback Steakhouse	13.42%	14.4%	14.37%
Denny's	13.35%	12.81%	12.57%
Golden Corral	13.03%	12.17%	12.47%
Cracker Barrel	13%	15.26%	16.12%
Chick-Fil-A	12.05%	13.04%	13.47%
Chili's Grill and Bar	11.95%	12.91%	12.92%
Dunkin' Donuts	11.84%	11.15%	10.64%

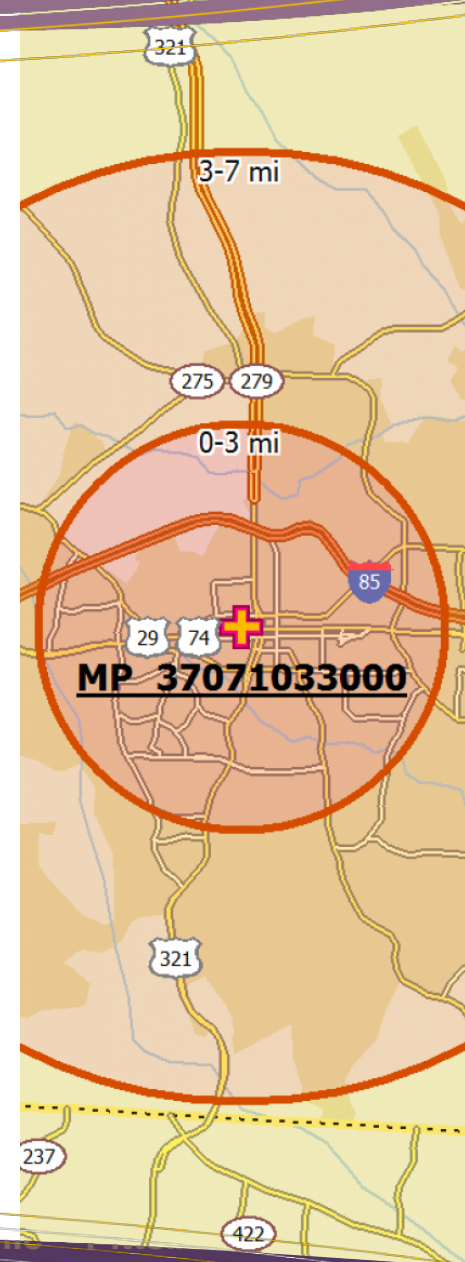


## Potential Shared Projects

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

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

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



# Potential Shared Projects

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

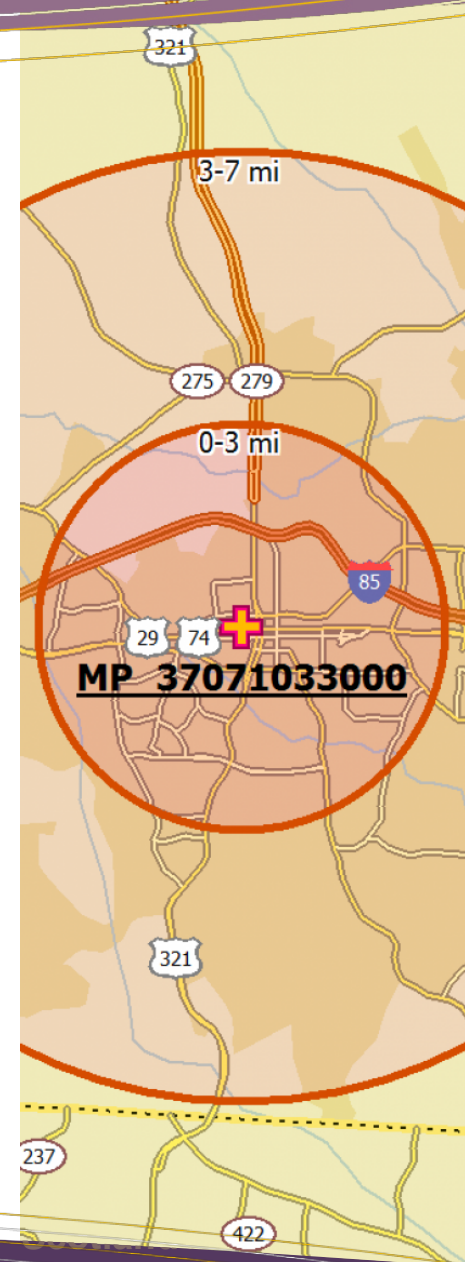
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	43.34%	46.54%	47.08%
Recycled products	29.93%	33.96%	34.41%
Worked as volunteer (non political)	14.62%	16.69%	16.91%
Engaged in fund raising	10.29%	11.07%	11.14%
Religious club member	7.14%	7.39%	7.47%
Wrote to editor of mag or newspaper	5.35%	5.8%	5.83%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.08%	5.8%	5.87%
Took active part in local civic issue	4.87%	5.07%	5.05%
Charitable Organization	4.86%	5.38%	5.46%
Church Board	4.85%	4.75%	4.81%
Union member	4.55%	5.22%	5.38%
Fraternal order member	4.39%	4.65%	4.71%

## Communication Media Content

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

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

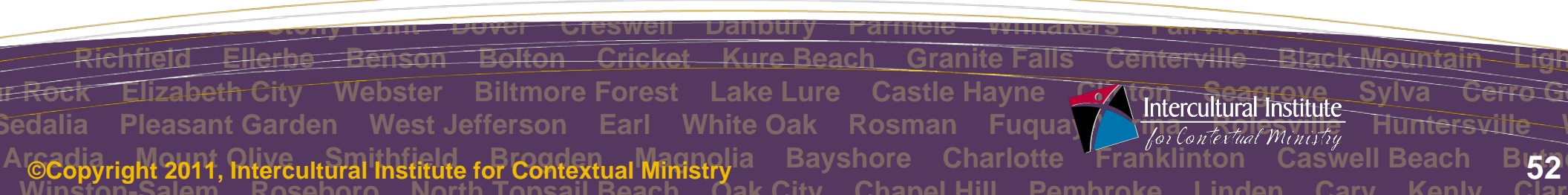


# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	14.66%	16.15%	16.08%
Children's Books	12.27%	12.86%	12.88%
Mystery	10.87%	11.83%	11.82%
Cookbooks	9.39%	10.25%	10.34%
Religious (not Bibles)	8.85%	8.88%	8.97%
Romance	6.64%	6.8%	6.82%
History	6.43%	6.95%	6.91%
Personal/Business	6.05%	6.64%	6.62%
Self-help			
Biography	6.03%	6.39%	6.25%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	66.09%	67.51%	67.75%
Gen. Editorial	48.27%	46.9%	46.57%
Womens	42.02%	41.22%	41.13%
Service	32.19%	34.84%	35.29%
Mens	19.12%	18.8%	18.63%
Business/Finance	16.29%	16.65%	16.4%
Sports	14.96%	15.16%	14.96%
Music	14.6%	12.02%	11.62%
Parenthood	13.92%	13.6%	13.48%



# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	51.7%	54.63%	55.19%
Classified	33.55%	34.17%	34.65%
Sport	30.96%	32.34%	32.65%
Editorial Page	27.86%	30.24%	30.82%
Comics	26.32%	27.78%	28.16%
Business/Finance	25.89%	28.2%	28.3%
Movie Listings & Reviews	24.4%	25.45%	25.48%
Food/Cooking	23.62%	25.17%	25.38%
TV/Radio Listings	23.34%	24.1%	24.35%
Home/Gardening	19.19%	21.31%	21.73%
Travel	17.35%	18.9%	19.01%
Science/Technology	15.5%	17.22%	17.36%
Fashion	14.12%	14.06%	13.92%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	22.57%	15.44%	14.26%
CHR Contemp Hit Radio	18.74%	18.52%	18.29%
Country	17.25%	21.26%	22.77%
Adult Contemporary	14.97%	17.13%	17.5%
Oldies	10.67%	11.41%	11.39%
Rock	10.29%	12.33%	12.77%
News/Talk	9.24%	11.41%	11.49%
Variety	8.4%	7.95%	7.63%
Classic Rock	8.1%	9.75%	9.99%
Alternative	7.49%	8.97%	8.95%
Jazz	5.91%	4.71%	4.53%
Religious	5.47%	6.09%	6.21%
Soft Contemporary	5.24%	6.09%	6.15%
All News	4.71%	4.88%	4.67%
Gospel	4.54%	3.43%	3.34%
Hispanic	4.4%	3.86%	3.37%
All Talk	3.47%	3.69%	3.61%
Classic Hits	3.25%	4.09%	4.25%

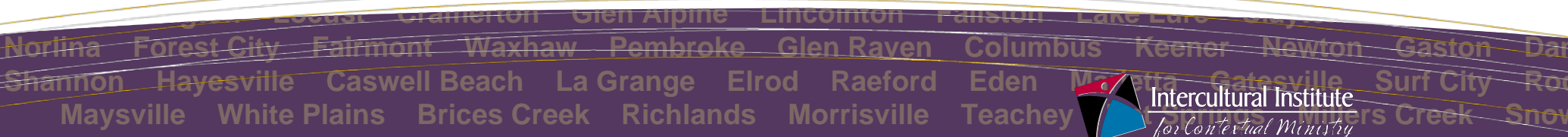


# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	59.86%	62.78%	63.35%
Satellite Dish	50.66%	54.63%	55.14%
Soapnet	49.88%	50.66%	50.79%
Other Video-On-Demand	44.97%	43.58%	43.3%
Sci-Fi Channel	34.27%	36.28%	36.73%
MSNBC	31.85%	33.27%	33.73%
Adult Pay Per View TV	30.74%	33.22%	33.68%
Subscribe Digital Cable	30.22%	29.99%	29.68%
Comedy Central	27.44%	29.56%	29.22%
TV Info From Sunday TV Magazine	27.12%	28.57%	28.77%
Nickelodeon	25.53%	27.88%	28.67%
TV Info From Newspapers	24.8%	26.01%	26.39%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
BET (Black Entertainment TV)	23.35%	24.02%	23.84%
TCM (Turner Classic Movies)	23.32%	24.54%	24.67%
Nick At Nite	23.17%	24.76%	25.35%
TV Info From Monthly Cable Guide	23.01%	24.15%	24.44%
USA Network	22.84%	24.05%	24.23%
Adult Swim	22.17%	25.72%	26.4%
Hallmark Channel	22.17%	24.25%	24.46%
ABC Fam.	21.65%	23.02%	22.7%
The Golf Channel	20.7%	22.34%	22.5%
ESPN2	20.55%	21.48%	21.21%
TV Info From Other	20.42%	20.45%	20.38%
Lifetime	20.12%	20.97%	21.15%

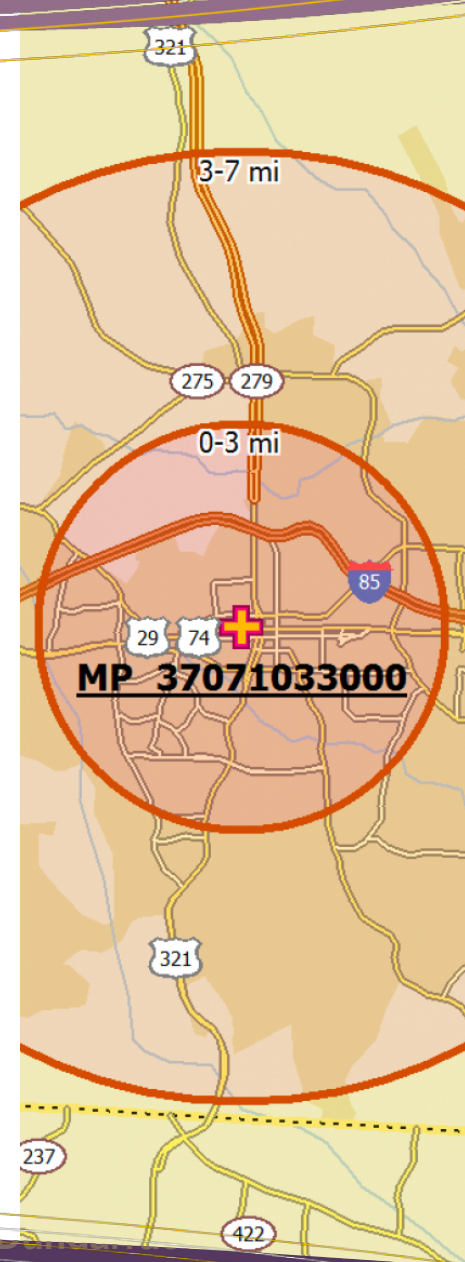


## Communication Media Usage

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

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

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

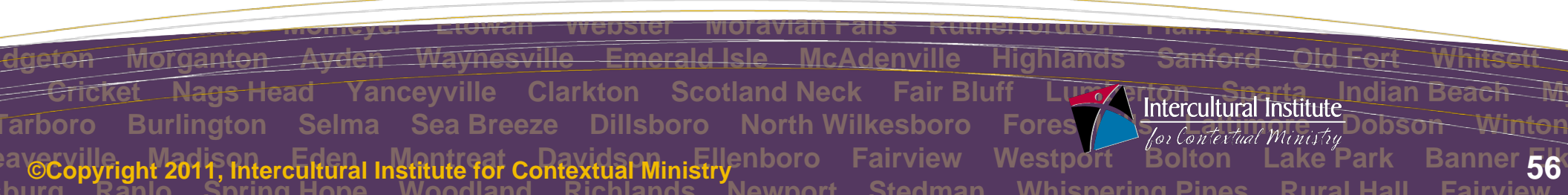


# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.1%	18.92%	19.01%
Medium Users (4-6)	9.63%	10.39%	10.42%
Light Users (1-3)	19.86%	20.33%	20.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.46%	1.5%	1.54%
Newspaper II	1.66%	1.57%	1.59%
Newspaper III	2.1%	2.13%	2.13%
Newspaper IV	0.6%	0.64%	0.7%
Newspaper V (Light)	1.11%	1.07%	1.09%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.36%	19.8%	19.82%
Magazines II	9.45%	9.09%	9.13%
Magazines III	9.73%	9.64%	9.69%
Magazines IV	12.84%	12.07%	12%
Magazines V (Light)	0.67%	0.58%	0.54%
Outdoor I (Heavy)	8.15%	7.24%	6.86%
Outdoor II	3.94%	3.12%	2.95%
Outdoor III	4.56%	3.9%	3.74%
Outdoor IV	17.39%	16.97%	16.86%
Outdoor V (Light)	25.02%	25.09%	25.19%
Yellow Pages I (Heavy)	15.83%	15.52%	15.45%
Yellow Pages II	6.71%	6.11%	5.94%
Yellow Pages III	7.74%	6.29%	5.93%
Yellow Pages IV	24.35%	23.2%	23.05%
Yellow Pages V (Light)	4.77%	4%	3.75%

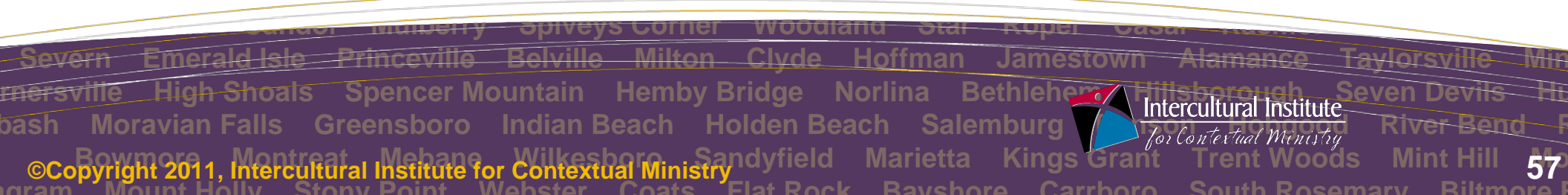


# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.26%	3.3%	3.3%
Drive Time III (Medium)	0.84%	0.74%	0.71%
Radio IV & V (Light)	2.98%	2.65%	2.56%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.35%	9.54%	9.45%
Radio III (Medium)	4.31%	4.87%	5.02%
Radio IV & V (Light)	3.52%	3.35%	3.34%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.76%	13.07%	13.06%
Cable III (Medium)	5.54%	4.94%	4.83%
Cable IV & V (Light)	36.7%	34.34%	33.85%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.1%	3.83%	3.76%
Prime Time III (Medium)	1.96%	2.04%	2.09%
Prime Time IV & V (Light)	9.51%	8.87%	8.75%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.03%	39.06%	39.17%
Fringe III (Medium)	54.74%	54.29%	54.46%
Fringe IV (Light)	55.15%	55.96%	56.36%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.9%	14.18%	13.71%
All Day III (Medium)	24.47%	24.26%	24.25%
All Day IV (Light)	15.88%	13.94%	13.33%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	11.24%	11.87%	11.89%
6:00am - 10:00am	14.86%	15.1%	14.61%
10:00am - 3:00pm	10.04%	7.47%	6.82%
3:00pm - 7:00pm	15.86%	14.4%	14.06%
7:00pm - Midnight	12.24%	12.71%	12.37%
Midnight - 6:00am	7.01%	5.71%	5.36%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.53%	14.87%	15.05%
6:00am - 10:00am	3.4%	3.81%	3.77%
10:00am-3:00pm	5.33%	5.16%	4.89%
3:00pm - 7:00pm	8.01%	7.33%	7.2%
7:00pm - Midnight	9.12%	8.98%	8.97%
Midnight - 6:00am	12.7%	11.17%	10.8%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.31%	7.62%	7.83%
Saturday: 8:00-11:00pm	7.53%	7.8%	7.97%
Sunday: 7:00-11:00pm	8.88%	9.61%	9.73%
9:00am-1:00pm	23.17%	24.76%	25.35%
9:00am-4:00pm	26.59%	28.29%	28.98%
4:00pm-7:00pm	28.18%	28.57%	28.53%
11:00pm-1:00am	40.56%	41.32%	41.79%
AVG Prime time	4.09%	3.37%	3.19%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.85%	16.86%	16.53%
7-9am	20.55%	21.48%	21.21%
9am-12noon	17.87%	20.26%	21.05%
12noon-4pm	8.72%	8.03%	7.93%
4-6pm	43.78%	46.19%	46.26%
6-7pm	16.96%	18.35%	18.87%
7-7:30pm	1.47%	1.47%	1.43%
7:30-8pm	11.01%	11.18%	11.28%
8-11pm	6.31%	7.62%	7.83%
11pm-12am	31.85%	33.27%	33.73%
11pm-1am	40.56%	41.32%	41.79%
1-6am	30.19%	30.26%	29.91%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.45%	18.56%	18.52%
Sat: 10am-1pm	7.76%	7.82%	7.8%
Sat: 1-4pm	24%	24.96%	25.19%
Sat: 4-6pm	7.08%	7.18%	7.17%
Sat: 6-7pm	1.54%	1.93%	1.97%
Sat: 7-8pm	0.87%	0.97%	0.91%
Sat: 8-11pm	7.53%	7.8%	7.97%
Sat: 11pm-1am	5.31%	5%	4.88%
Sat: 1am-7pm	22.84%	24.05%	24.23%
Sun: 7-10am	2.09%	2.13%	2.14%
Sun: 10am-1pm	5.48%	6.47%	6.77%
Sun: 1-4pm	5.02%	5.95%	6.12%
Sun: 4-7pm	11.93%	13.22%	13.66%
Sun: 7-11pm	8.88%	9.61%	9.73%
Sun: 11pm-1am	4.85%	5.01%	5.08%
Sun: 1-7am	19.44%	21.14%	21.59%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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

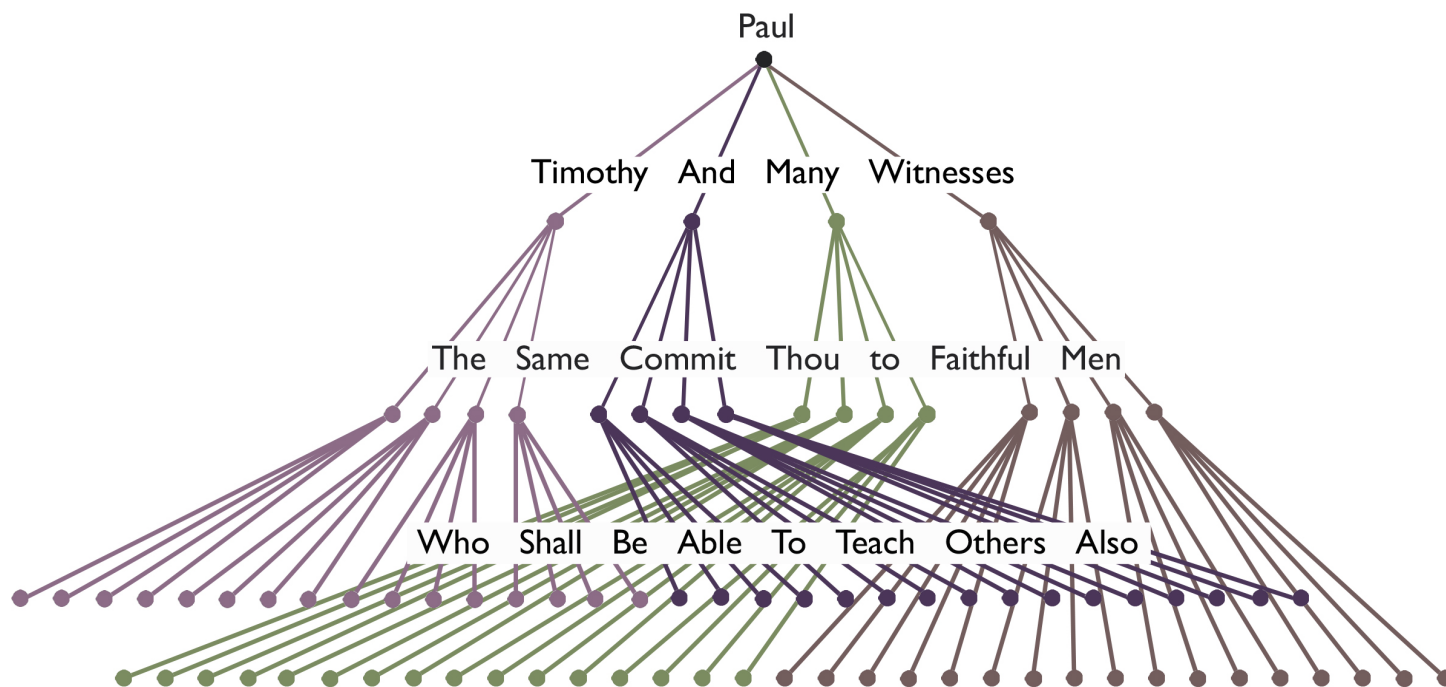


# Biblical Missional Multiplication

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

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

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

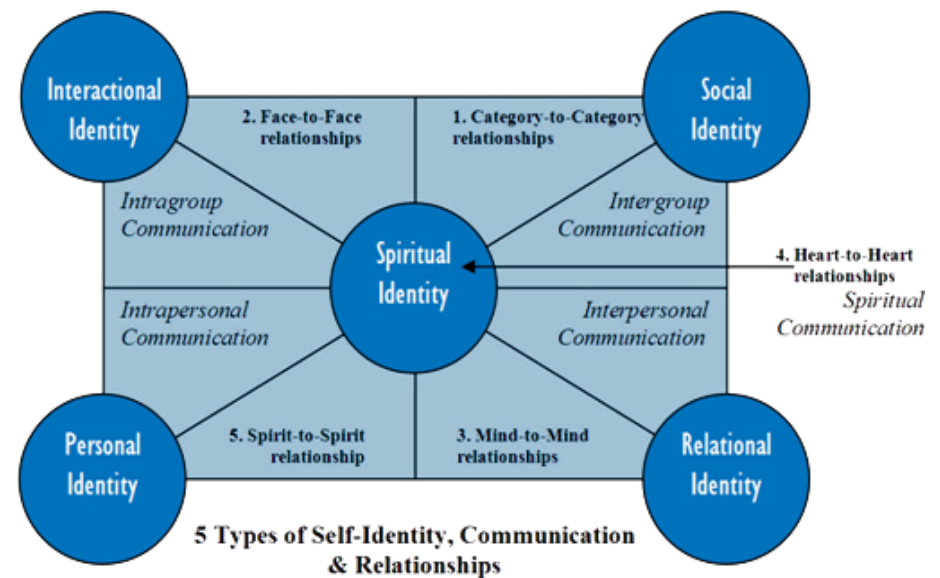


# Establishing Redemptive Relationships

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

## Communication Steps

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



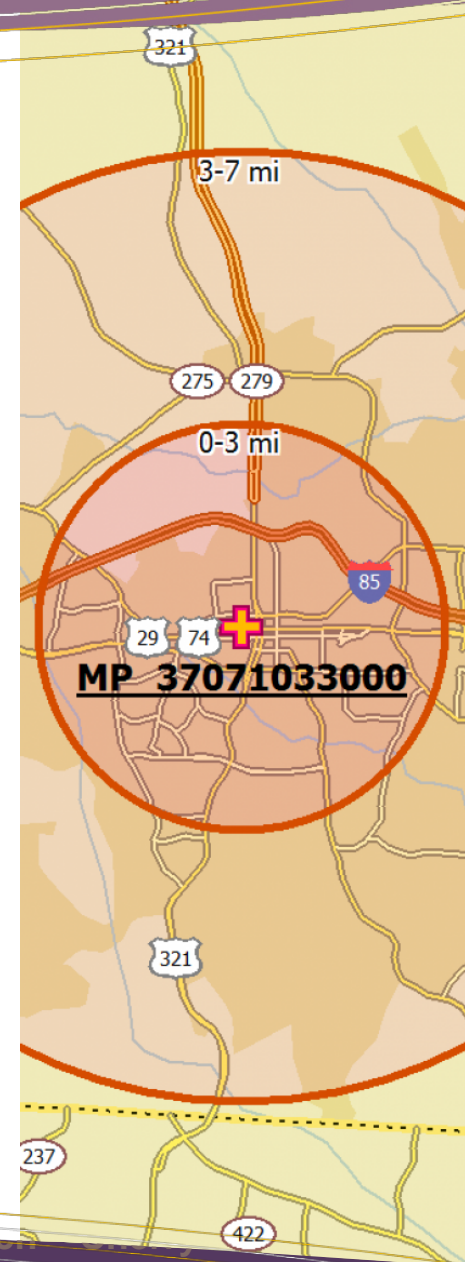


## Your MissionSite and the Missional Suite

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

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

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



# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	5th Avenue	907 W Fifth Ave Gastonia, NC 28052	0.61 mi	0	Insufficient Data
2	South Marietta Street - Gastonia	911 S Marietta St Gastonia, NC 28054	0.75 mi	80	Declining
3	Love Memorial - Gaston	311 E Walnut Ave Gastonia, NC 28054	0.76 mi	71	Plateauing
4	Loray - Gastonia	1128 W Franklin Blvd Gastonia, NC 28052	0.77 mi	115	Plateauing
5	Vietnamese - Gastonia	1128 W Franklin Blvd Gastonia, NC 28052	0.77 mi	0	Insufficient Data
6	New Canaan - Gastonia	1109 S York St Gastonia, NC 28052	0.86 mi	0	Insufficient Data
7	Bethany - Gastonia	1299 W Franklin Blvd Gastonia, NC 28052	0.98 mi	0	Insufficient Data
8	Faith - Gastonia	1102 W Walnut Ave Gastonia, NC 28052	0.99 mi	30	Insufficient Data
9	Gastonia East - Gastonia	114 N Church St Gastonia, NC 28054	1.06 mi	106	Declining
10	Christ Community - Gastonia	1128 N Ransom St Gastonia, NC 28052	1.14 mi	120	Insufficient Data
11	Mission Gaston at Highland Hills	1030 Sims Cir Apt C Gastonia, NC 28052	1.41 mi	0	Insufficient Data
12	North Modena - Gastonia	734 Modena St Gastonia, NC 28054	1.42 mi	20	Insufficient Data
13	East Garrison - Gastonia	1226 E Garrison Blvd Gastonia, NC 28054	1.44 mi	45	Plateauing
14	Cedar Grove - Gastoni	1326 E Cedar Ave Gastonia, NC 28054	1.44 mi	25	Declining
15	Fairview - Gastonia	1706 W Davidson Ave Gastonia, NC 28052	1.50 mi	85	Plateauing



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Temple - Gastonia	701 Littlejohn St Gastonia, NC 28052	1.54 mi	100	Plateauing
17	True Vine Restoration	1621 Rolling Meadow Ln Gastonia, NC 28054	1.70 mi	0	Insufficient Data
18	Salem - Gastonia	1534 Rolling Meadow Ln Gastonia, NC 28054	1.87 mi	40	Plateauing
19	Friendly - Gastonia	1422 N Rhyne St Gastonia, NC 28054	1.90 mi	0	Insufficient Data
20	Victory - Gaston	1101 Lynhaven Dr Gastonia, NC 28052	1.91 mi	68	Declining
21	Korean Christian Fellowship Church	1607 Rankin Lake Rd Gastonia, NC 28052	1.94 mi	0	Insufficient Data
22	Unity - Gastonia	482 N Myrtle School Rd Gastonia, NC 28052	2.02 mi	106	Plateauing
23	Iglesia Bautista Hispana Parkwood - Gasto	1729 E Garrison Blvd Gastonia, NC 28054	2.03 mi	0	Insufficient Data
24	Parkwood - Gastonia	1729 E Garrison Blvd Gastonia, NC 28054	2.03 mi	1,094	Plateauing
25	West Franklin - Gastonia	450 S Myrtle School Rd Gastonia, NC 28052	2.06 mi	70	Plateauing
26	Mount Zion Restoration	2311 Crescent Ln Gastonia, NC 28052	2.12 mi	0	Insufficient Data
27	Gastonia First - Gastonia	2650 Union Rd Gastonia, NC 28054	2.19 mi	315	Plateauing
28	Flint Groves - Gastonia	2017 E Ozark Ave Gastonia, NC 28054	2.28 mi	593	Growing
29	Garver Memorial - Gastonia	1920 Modena St Gastonia, NC 28054	2.37 mi	42	Growing
30	Macedonia - Gastonia	2023 Garland Ave Gastonia, NC 28052	2.40 mi	82	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Rankin Lake - Dallas	2705 Gastonia Dallas Hwy Dallas, NC 28034	2.40 mi	103	Plateauing
32	Calvary - Gastonia	3001 York Hwy Gastonia, NC 28052	2.67 mi	229	Plateauing
33	Bethany - Gastonia	2903 Goble St Gastonia, NC 28056	2.73 mi	0	Insufficient Data
34	Midway - Gastonia	2808 Fairview Dr Gastonia, NC 28052	2.77 mi	0	Insufficient Data
35	Taylor Memorial - Gastonia	2616 Davis Park Rd Gastonia, NC 28052	2.80 mi	0	Insufficient Data
36	Gaston - Dallas	516 S Gaston St Dallas, NC 28034	3.25 mi	60	Declining
37	Covenant - Gastonia	3131 Erskine Dr Gastonia, NC 28054	3.28 mi	99	Plateauing
38	Grace - Gastonia	2200 Auten Rd Gastonia, NC 28054	3.30 mi	139	Growing
39	Westview - Gastonia	3385 Fairview Dr Gastonia, NC 28052	3.34 mi	147	Growing
40	Serenity - Gastonia	115 Ridge St Gastonia, NC 28052	3.47 mi	0	Insufficient Data
41	Davis Memorial - Gastonia	3358 Robinwood Rd Gastonia, NC 28054	3.49 mi	72	Declining
42	Ranlo - Gastonia	1517 Spencer Mountain Rd Gastonia, NC 28054	3.52 mi	78	Plateauing
43	Saint John's Missionary - Gastonia	2560 Darren Dr Gastonia, NC 28054	3.55 mi	0	Insufficient Data
44	Ridge - Gastonia	3818 Old York Rd Gastonia, NC 28056	3.59 mi	73	Declining
45	Fraley Memorial - Gastonia	3025 Fraley Church Rd Gastonia, NC 28054	3.64 mi	260	Declining





6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)