MissionSite

top unreached locations

ASHEVILLE, NC

CENSUS TRACT: 37021000900
REGION: Region 9: Mountains
COUNTY: Buncombe
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37021	Buncombe
4	Zipcode	28801	Buncombe
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
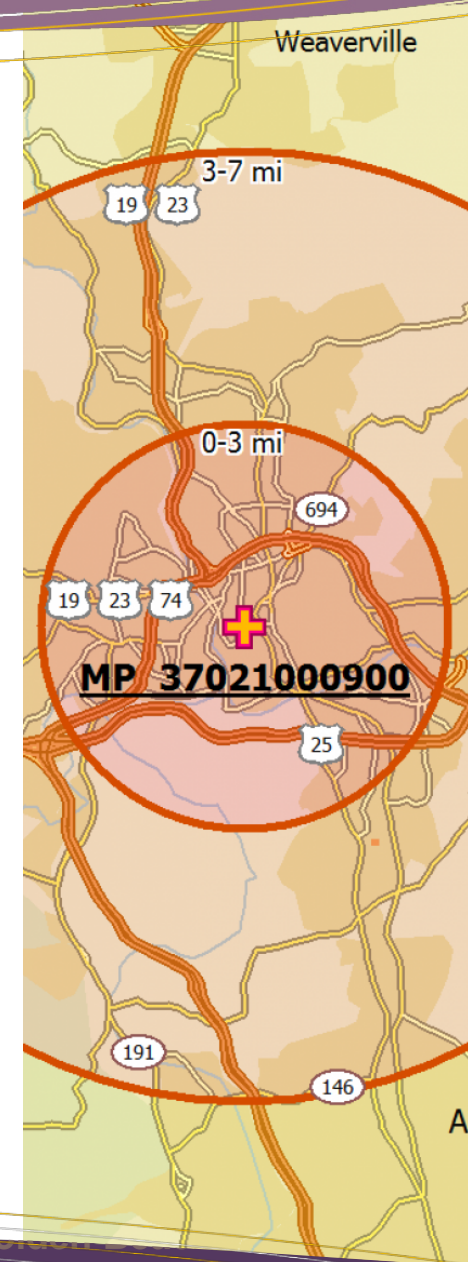
Site Location Summary - Map of the Site Location
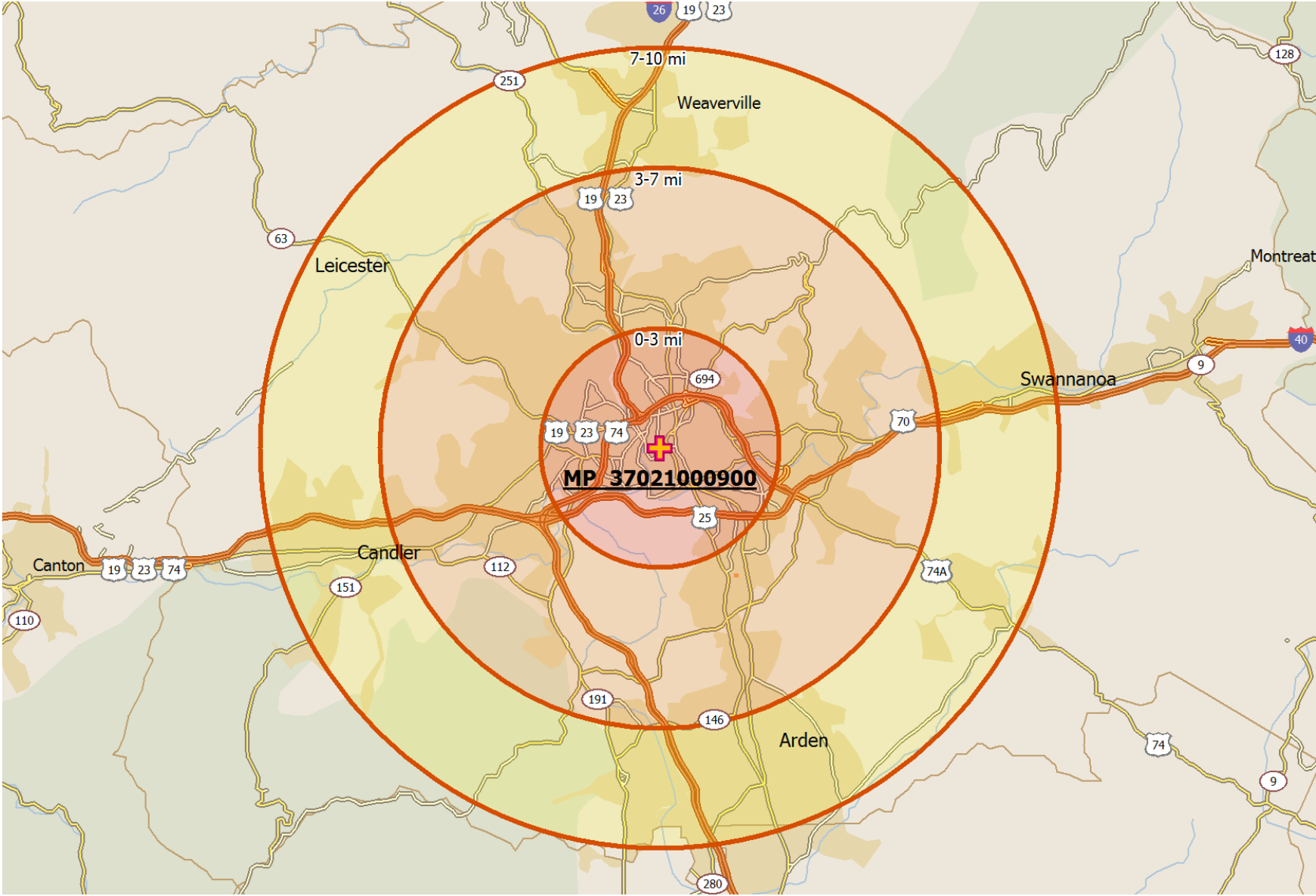
Site Location Summary - Urbanicity

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	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	47,442	78,171	62,495
2010 Households	21,707	34,007	25,796
2010 Group Quarters Population	2,935	1,744	1,171

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	46	39	38
Language Diversity National Index	40	36	21
Foreign Born Diversity National Index	47	48	57
Ancestry Diversity National Index	58	85	91
Racial Diversity National Index	51	24	20

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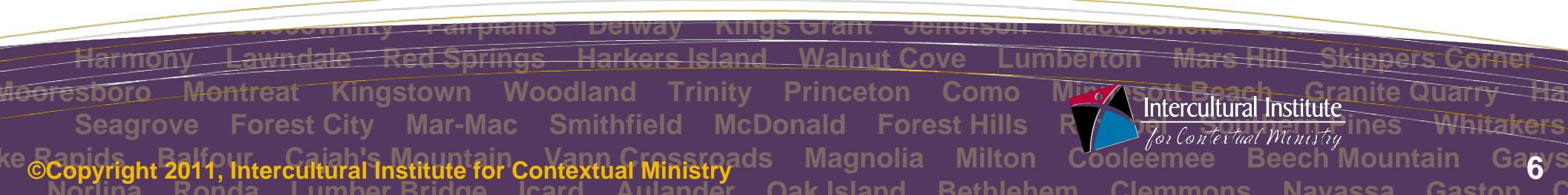
Site Location Summary - County Environment

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

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

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

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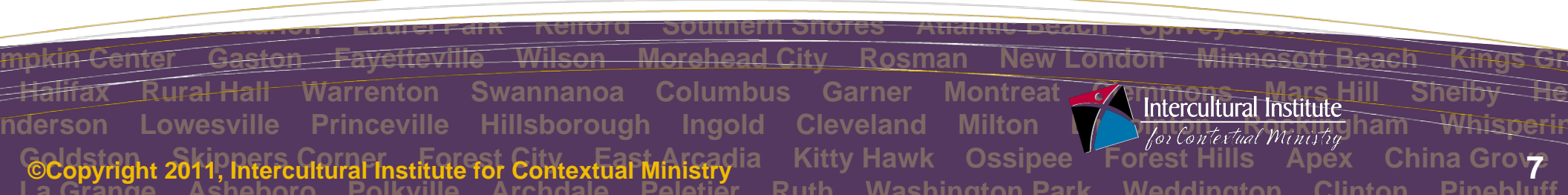
Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,938	8.93%
Mainstay Communities	Established, Diverse Households	1,903	8.77%
Working Communities	Blue-collar, Working Families	8,488	39.1%
Country Communities	Rural, Agri. & Mining Families	641	2.95%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,772	17.38%
Urban Communities	High Density, Inner-city Neighborhoods	4,963	22.86%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	67,697	15,240	22.51%
Unreached %	67.59%	70.21%	103.88
Religious But NOT Evangelical HH	16,190	4,315	26.65%
Religious But NOT Evangelical %	16.16%	19.88%	122.99
Spiritual But NOT Relig or Evang HH	11,321	2,206	19.48%
Spiritual But NOT Relig or Evang %	11.3%	10.16%	89.9
Not Evangelical, Not Interested HH	40,279	8,795	21.83%
Not Evangelical, Not Interested %	40.21%	40.52%	100.75

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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	116	19	16.38%
Active BCNC Attenders	17,528	2,197	12.53%
Active Evangelical Households	14,250	2,837	19.91%
Active Evangelical Percent	14.23%	13.07%	91.88
Inactive Evangelical Households	18,218	3,628	19.91%
Inactive Evangelical Percent	18.19%	16.71%	91.89
# New Churches Needed	0	0	0%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Friendship - Asheville	0.49 mi	60	Plateauing	16	Riverside - Asheville	2.42 mi	150	Insufficient Data
2	Fellowship Asheville	0.50 mi	0	Insufficient Data	17	Sand Hill - Asheville	2.44 mi	12	Plateauing
3	Sulphur Springs Park - Asheville	0.97 mi	25	Plateauing	18	Oakley - Asheville	2.94 mi	148	Plateauing
4	Cumberland Avenue - Asheville	0.97 mi	18	Declining	19	Beverly Hills - Asheville	2.98 mi	224	Plateauing
5	Asheville First - Asheville	1.00 mi	0	Insufficient Data	20	Reed Memorial - Asheville	3.09 mi	106	Growing
6	Westwood - Asheville	1.03 mi	77	Insufficient Data	21	Inanda - Asheville	3.27 mi	58	Declining
7	Community - Asheville	1.37 mi	28	Insufficient Data	22	Freedom - Asheville	3.30 mi	200	Growing
8	Relate Church	1.42 mi	0	Insufficient Data	23	Deaverview - Asheville	3.30 mi	63	Declining
9	Bethel Romanian	1.42 mi	0	Insufficient Data	24	Mount Olive - Asheville	3.40 mi	24	Insufficient Data
10	Merrimon Avenue - Asheville	1.52 mi	250	Declining	25	Iglesia Comunidad Nueva Vida	3.44 mi	0	Insufficient Data
11	Calvary - Asheville	1.53 mi	187	Insufficient Data	26	New Life Community - Asheville	3.44 mi	394	Declining
12	Morningside - Asheville	1.53 mi	45	Growing	27	Erwin Hills - Asheville	3.44 mi	42	Insufficient Data
13	Emma - Asheville	1.88 mi	63	Plateauing	28	Newbridge - Asheville	3.47 mi	240	Growing
14	Grace - Asheville	1.93 mi	126	Plateauing	29	Sunrise - Asheville	3.71 mi	89	Declining
15	West Asheville - Asheville	2.30 mi	784	Declining	30	Elk Mountain - Asheville	3.89 mi	0	Insufficient Data

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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes BCNC churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	174,765	44,596	25.52%
2000 Population	206,330	45,409	22.01%
2010 Population	233,764	47,442	20.29%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,781	19,483	27.53%
2000 Households	85,776	20,132	23.47%
2010 Households	100,164	21,707	21.67%

Location Types in this MissionSite
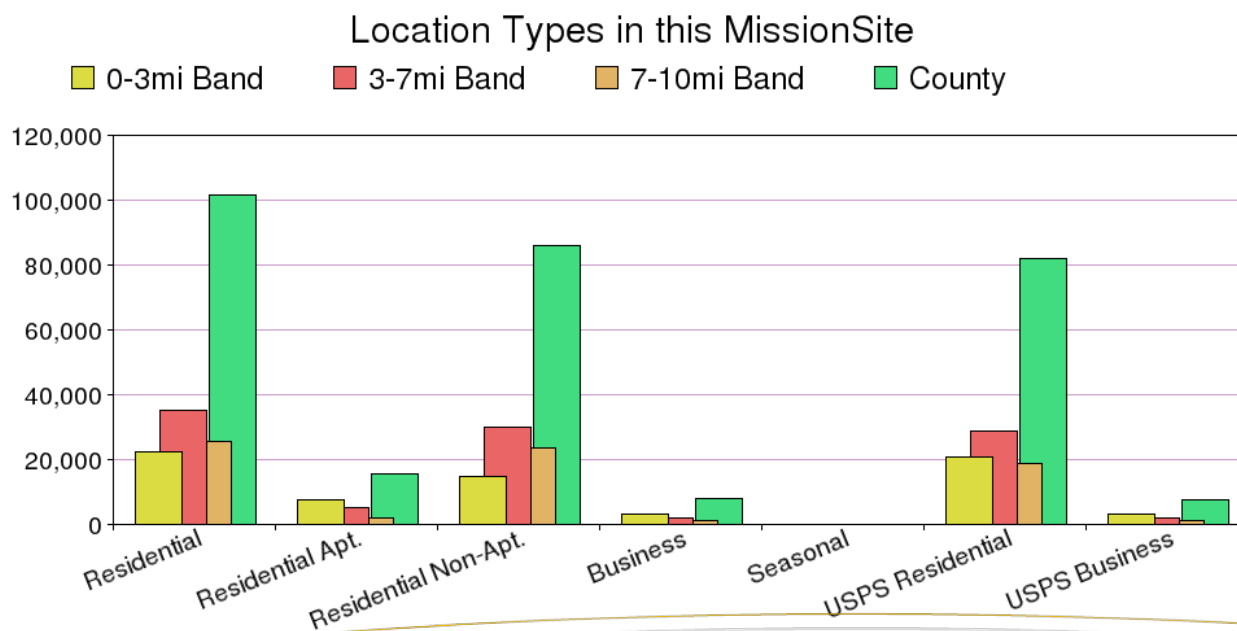
Location Type	0-3mi Band
Residential	22,336
Residential Apt.	7,454
Residential Non-Apt.	14,882
Business	3,140
Seasonal	0
USPS Residential	20,891
USPS Business	3,080

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Current Demographic Summary

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

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

Age Group Percentages
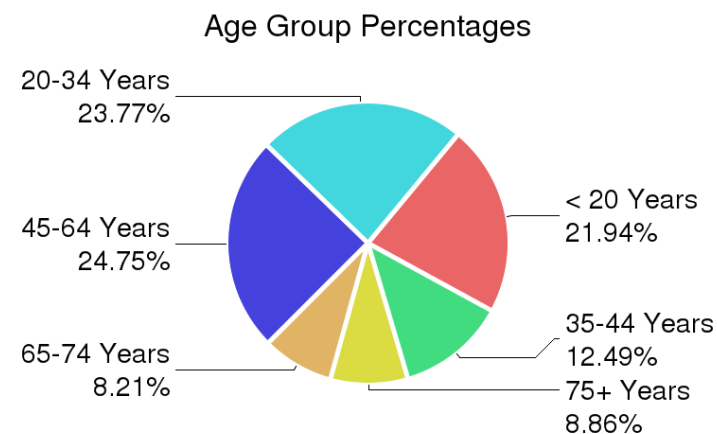
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	5.36%	103.28
4-5 Years	2.4%	2.08%	86.67
6-8 Years	3.51%	3.12%	88.89
9-11 Years	3.39%	2.97%	87.61
12-13 Years	2.2%	1.84%	83.64
14-17 Years	4.48%	3.93%	87.72
18-19 Years	2.23%	2.63%	117.94
0-5 Years	7.59%	7.44%	98.02
6-12 Years	8%	7.04%	88
13-19 Years	7.8%	7.46%	95.64
< 20 Years	23.39%	21.94%	93.8
20-34 Years	19.01%	23.77%	125.04
35-44 Years	13.31%	12.49%	93.84
45-64 Years	27.56%	24.75%	89.8
65-74 Years	8.81%	8.21%	93.19
75+ Years	7.9%	8.86%	112.15
Median Age	41	41	99.63
Median Age (Male)	39	38	98.28
Median Age (Female)	42	43	100.19

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Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.
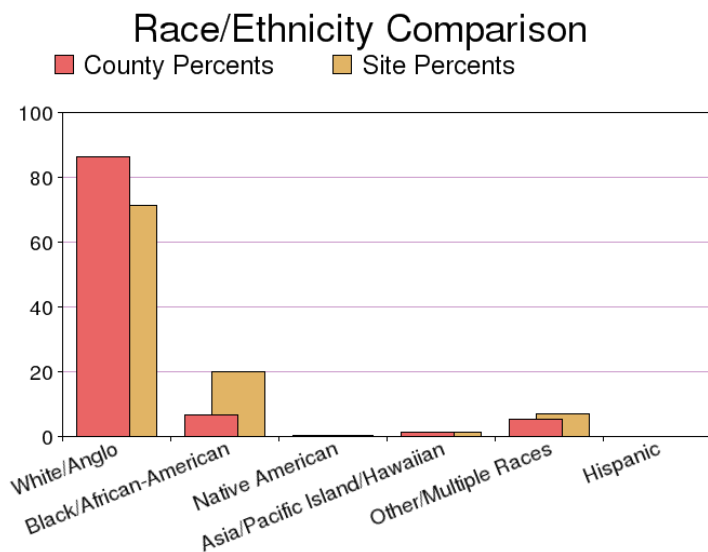
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.27%	71.32%	82.66
Black, African-American	6.79%	20.01%	294.54
Native American	0.42%	0.42%	97.75
Asian	1.14%	1.16%	102.25
Pacific Island, Hawaiian	0.05%	0.05%	113.37
Other/Multiple Races	5.32%	7.04%	132.27
Hispanic	0%	6.43%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	165,486	33,029	
Less than 9th Grade	4.29%	5.09%	84.39
No High School Diploma	7.75%	8.26%	93.87
High School Graduate	26.03%	23.13%	112.56
Some College, no degree	21.04%	21.44%	98.12
Associate Degree	8.05%	6.95%	115.71
College Degree	20.78%	22.3%	93.17
Graduate/Prof. degree	12.06%	12.83%	93.99

Race/Ethnicity Comparison

Legend: ■ County Percents ■ Site Percents

Categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	7.13%	12.17%	241.89
$10,000 to $19,999	13.22%	18.73%	141.73
$20,000 to $29,999	12.7%	13.81%	108.78
$30,000 to $49,999	22.42%	20.96%	93.47
$50,000 to $59,999	9.12%	7.69%	84.38
$60,000 to $69,999	7.98%	6.97%	87.31
$70,000 to $79,999	6.2%	4.92%	79.35
$80,000 to $89,999	4.72%	3.28%	69.54
$90,000 to $99,999	3.18%	2.08%	65.34
$100,000 to $124,999	5.4%	4%	74.08
$125,000 to $149,999	2.83%	1.82%	64.41
$150,000 to $199,999	2.61%	2.09%	79.99
$200,000 to $249,999	0.73%	0.48%	65.92
$250,000 or more	1.76%	0.99%	55.95
Median Household	44,474	36,972	83.13
Average Household	62,842	53,660	85.39
Per Capita Household	27,651	24,752	89.52
Family/Non-Family Household Income			
Median Family Income	56,281	51,704	91.87
Average Family Income	76,826	68,157	88.72
Median Non-Family Income	28,721	25,199	87.74
Average Non-Family Income	41,481	35,622	85.88

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	60.43%	47.19%	78.09
Families with Children	27.7%	22.99%	83.01
Families without Children	32.74%	24.2%	73.92
Non-Family Households			
% Non-Family Households	39.57%	52.81%	133.47
Non-Families with Children	0.42	0.36	87
Non-Families without Children	39.15	52.44	133.97
Housing Units			Index
Total Housing Units	112,007	24,236	
Vacant percent	10.57%	10.43%	98.69
Owned percent	60.5%	43.63%	72.12%
Rented Percent	28.92%	45.93%	158.81
Households by Size			Index
Avg household size	2.26	2.05	90.71
Avg family hh size	2.94	2.91	98.98
Avg non-family hh size	1.23	1.28	104.07
Households By Count of Persons			Percent
One	30,946	8,637	27.91%
Two	36,588	7,274	19.88%
Three or Four	27,073	4,756	17.57%
Five+	5,557	1,040	18.72%
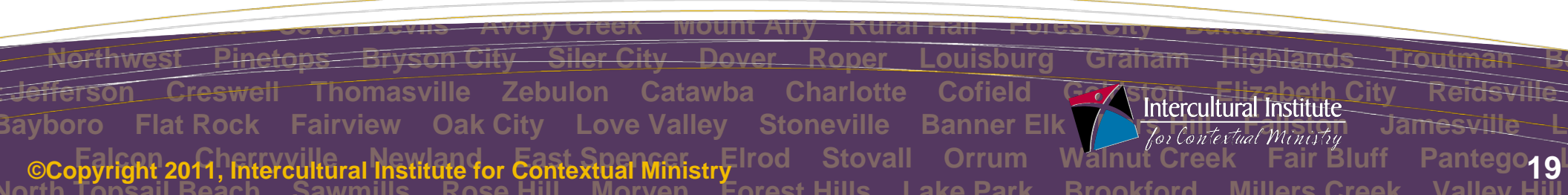
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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	174,765	44,596	25.52%
2000 Population	206,330	45,409	22.01%
2010 Population	233,764	47,442	20.29%
2015 Population	245,308	48,089	19.6%

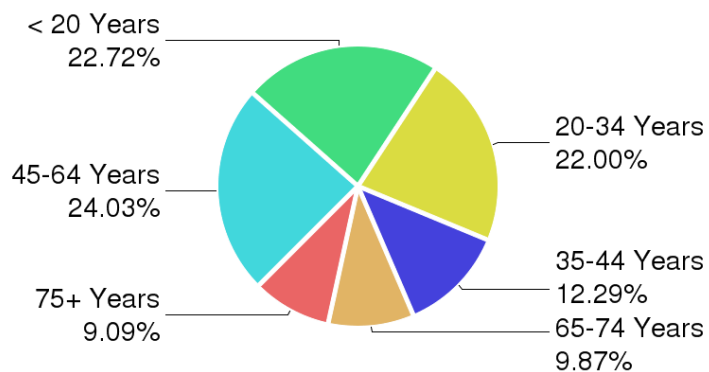| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	70,781	19,483	27.53%
2000 Households	85,776	20,132	23.47%
2010 Households	100,164	21,707	21.67%
2015 Households	106,435	22,256	20.91%

Household Change from 1985 to 2030
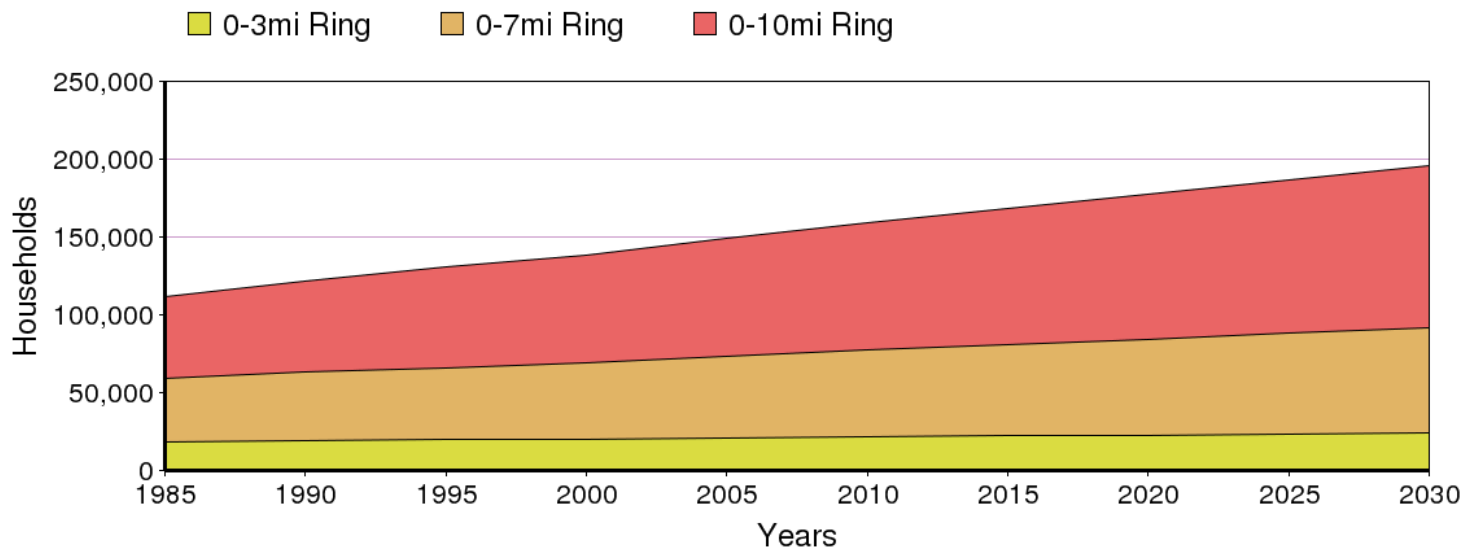
Projected Demographic Summary

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	5.36%	5.69%	106.16
4-5 Years	2.08%	2.25%	108.17
6-8 Years	3.12%	3.34%	107.05
9-11 Years	2.97%	3.12%	105.05
12-13 Years	1.84%	1.93%	104.89
14-17 Years	3.93%	3.97%	101.02
18-19 Years	2.63%	2.42%	92.02
0-5 Years	7.44%	7.94%	106.72
6-12 Years	7.04%	7.46%	105.97
13-19 Years	7.46%	7.32%	98.12
< 20 Years	21.94%	22.72%	103.56
20-34 Years	23.77%	22%	92.55
35-44 Years	12.49%	12.29%	98.4
45-64 Years	24.75%	24.03%	97.09
65-74 Years	8.21%	9.87%	120.22
75+ Years	8.86%	9.09%	102.6
Median Age	41	41	101.6
Median Age (Male)	39	39	99.59
Median Age (Female)	42	44	103.09

Projected Age Group Percentages

< 20 Years 22.72%
20-34 Years 22.00%
35-44 Years 12.29%
65-74 Years 9.87%
75+ Years 9.09%
45-64 Years 24.03%

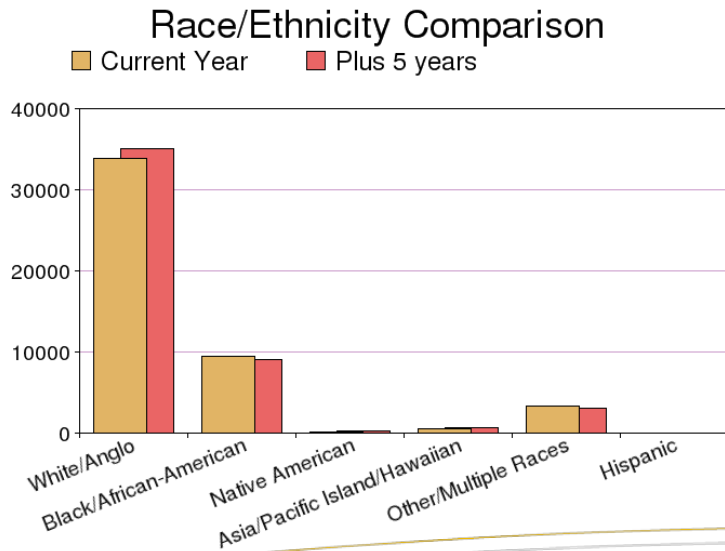Intercultural Institute
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Projected Demographic Summary

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.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	71.32%	73.03%	102.4
Black, African-American	20.01%	18.77%	93.8
Native American	0.42%	0.47%	113.68
Asian	1.16%	1.42%	122.07
Pacific Island, Hawaiian	0.05%	0.06%	113.83
Other/Multiple Races	7.04%	6.24%	88.67
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	33,029	33,307	
Less than 9th Grade	5.09%	4.16%	81.69
No High School Diploma	8.26%	6.58%	79.67
High School Graduate	23.13%	22.37%	96.74
Some College, no degree	21.44%	21.18%	98.79
Associate Degree	6.95%	7.36%	105.81
College Degree	22.3%	24.33%	109.09
Graduate/Prof. degree	12.83%	14.02%	109.3

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	12.17%	10.97%	90.15
$10,000 to $19,999	18.73%	18.46%	98.54
$20,000 to $29,999	13.81%	13.12%	94.96
$30,000 to $49,999	20.96%	20.38%	97.25
$50,000 to $59,999	7.69%	7.78%	101.1
$60,000 to $69,999	6.97%	7.47%	107.21
$70,000 to $79,999	4.92%	5.45%	101.83
$80,000 to $89,999	3.28%	3.64%	104.51
$90,000 to $99,999	2.08%	2.18%	104.89
$100,000 to $249,999	4%	4.48%	111.79
$125,000 to $149,999	1.82%	2.05%	112.6
$150,000 to $199,999	2.09%	2.33%	111.5
$200,000 to $249,999	0.48%	0.51%	105.89
$250,000 or more	0.99%	1.06%	107.56
Median Household	36,972	39,372	106.49
Average Household	53,660	57,727	107.58
Per Capita Household	24,752	26,937	108.83
Family/Non-Family Household Income			
Median Family Income	51,704	55,476	107.3
Average Family Income	68,157	74,226	108.9
Median Non-Family Income	25,199	27,267	108.21
Average Non-Family Income	35,622	39,033	109.58

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	47.19%	45.51%	96.43
Families with Children	22.99	22.25	96.79
Families without Children	24.2	23.08	95.38
Non-Family Households			
% Non-Family Households	52.81%	54.49%	103.19
Non-Families with Children	0.36	0.3	103.19
Non-Families without Children	52.44	54.2	103.34
Housing Units			
Total Housing Units	24,236	24,890	102.7%
Vacant percent	10.43%	10.58%	101.42
Owned percent	43.63%	43.3%	99.23
Rented Percent	45.93%	46.12%	100.41
Households by Size			
Avg household size	2.05	2.03	99.02%
Avg family hh size	2.91	2.97	102.06%
Avg non-family hh size	1.28	1.24	96.88%
Households By Count of Persons			
One	8,637	8,907	103.13%
Two	7,274	7,472	102.72%
Three or Four	4,756	4,839	101.75%
Five+	1,040	1,039	99.9%

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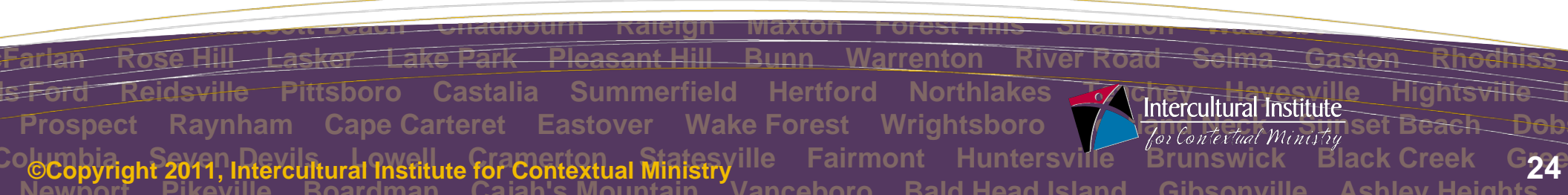
Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	2,385	3,300	1,533
Northern Europe	191	241	161
Western Europe	159	270	214
Southern Europe	24	120	63
Eastern Europe	430	375	159
Other Europe	0	0	0
Eastern Asia	134	216	103
So. Central Asia	92	205	60
SE Asia	125	223	52
Western Asia	11	21	24
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	17	19	29
Middle Africa	0	0	0
Northern Africa	5	13	3
Southern Africa	12	33	9
Western Africa	14	5	5
Other Africa	0	2	3
Oceania	10	18	3
Caribbean	61	37	6
Central Amer.	936	1,219	485
South America	86	131	65
North America	78	152	89
Born at sea	0	0	0

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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	42,689	60,741	42,927
Spanish	1,972	2,660	1,136
Other Indo-Euro language	1,090	1,385	637
French (incl. Patois, Cajun)	204	156	102
French Creole	0	0	0
Italian	21	28	0
Portuguese	8	88	31
German	266	408	212
Yiddish	0	24	8
Other West Germanic	17	28	24
A Scandinavian Language	14	27	6
Greek	43	117	60
Russian	80	131	46
Polish	7	36	14
Serbo-Croatian	0	0	0
Other Slavic Language	296	135	56
Armenian	0	0	0
Persian	0	0	0
Gujarathi	56	54	11
Hindi	30	47	0
Urdu	12	25	2

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	28	59	34
Asian/PI languages	0	0	0
Chinese	122	81	19
Japanese	36	47	36
Korean	13	154	79
Mon-Khmer, Cambodian	0	81	4
Miao, Hmong	50	0	0
Thai	0	0	0
Laotian	0	7	14
Vietnamese	87	33	10
Other Asian	19	35	21
Tagalog	23	74	23
Other Pacific Is	24	45	5
Other languages	167	52	90
Navajo	5	14	0
Other Native N. American	37	19	10
Hungarian	51	9	0
Arabic	10	5	25
Hebrew	6	0	4
African languages	0	5	51
Other unspecified	58	0	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	37,603	49,801	32,843
Arab	35	36	54
Armenian	6	21	0
Austrian	36	87	51
British	485	435	193
Canadian	67	65	42
Croatian	27	7	7
Czech	58	23	23
Czechoslovak	15	49	12
Danish	62	65	32
Dutch	539	788	621
English	4,342	7,376	4,788
European	486	600	402
Finnish	17	42	48
French (not Basque)	519	735	680
French Canadian	189	241	190
German	3,487	5,424	3,974
Greek	130	192	177
Hungarian	143	123	71
Iranian	17	21	15

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	3,450	5,150	3,737
Italian	995	1,321	717
Lithuanian	39	65	25
Norwegian	219	267	206
Polish	373	641	370
Portuguese	28	42	39
Romanian	41	21	17
Russian	239	290	138
Scandinavian	34	38	23
Scotch-Irish	2,293	3,347	2,409
Scottish	1,356	1,943	1,328
Slovak	50	50	31
Subsaharan African	482	143	75
Swedish	224	371	252
Swiss	80	110	68
Ukrainian	317	199	88
US/American	4,783	10,239	7,453
Welsh	219	312	225
West Indian	73	75	20
Yugoslavian	6	30	11
Other	11,644	8,816	4,230

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

# Using the Demographic Indicators

Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

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Unreached Households by Lifestyle Segment

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

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.
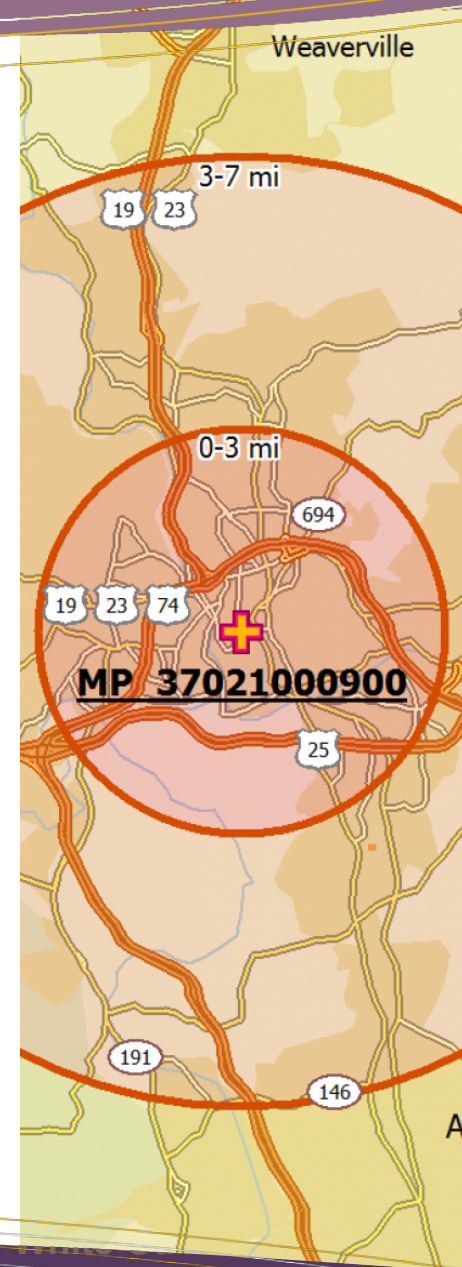
Unreached Households by Lifestyle Segment

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	21,707	100%	15,257	100%
AFFLUENT SUBURBIA	657	3.03%	482	3.16%
America's Wealthiest	184	0.85%	148	0.97%
Dream Weavers	206	0.95%	147	0.96%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	14	0.06%	12	0.08%
Enterprising Couples	2	0.01%	1	0.01%
Small Town Success	251	1.16%	174	1.14%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,281	5.9%	873	5.72%
Status Conscious Consumers	34	0.16%	24	0.16%
Affluent Urban Professionals	72	0.33%	58	0.38%
Urban Commuter Fam.	1,153	5.31%	774	5.07%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	22	0.1%	17	0.11%
SM TWN SUCCESS	425	1.96%	317	2.08%
Successful Urban Sprawl	357	1.64%	17	0.11%
2nd City Homebodies	6	0.03%	253	1.66%
Prime Middle America	0	0%	4	0.03%
Urban Optimists	0	0%	0	0%
Family Convenience	62	0.29%	0	0%
Mid-Market Enterprise	0	0%	43	0.28%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	21,707	100%	15,257	100%
BLUE COLLAR BACKBONE	851	3.92%	558	3.66%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	222	1.02%	134	0.88%
Lower Income Essentials	83	0.38%	56	0.37%
Small Town Endeavors	546	2.52%	368	2.41%
AMER. DIVERSITY	1,478	6.81%	1,024	6.71%
Ethnic Urban Mix	6	0.03%	4	0.03%
Urban Blues	80	0.37%	51	0.33%
Professional Urbanites	609	2.81%	440	2.88%
Urban Advancement	605	2.79%	408	2.67%
Amer. Great Outdoors	136	0.63%	87	0.57%
Mature America	42	0.19%	34	0.22%
METRO FRINGE	7,637	35.18%	5,247	34.39%
Steadfast Conservative	6,157	28.36%	4,219	27.65%
Moderate Conventionalists	304	1.4%	204	1.34%
Southern Blues	522	2.4%	368	2.41%
Urban Grit	18	0.08%	13	0.09%
Grass-Roots Living	636	2.93%	443	2.9%

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	21,707	100%	15,257	100%
REMOTE AMERICA	390	1.8%	229	1.5%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	390	1.8%	229	1.5%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,378	15.56%	2,526	16.56%
Young Cosmopolitans	841	3.87%	659	4.32%
Minority Metro Communities	1,911	8.8%	1,415	9.27%
Stable Careers	626	2.88%	452	2.96%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	251	1.16%	150	0.98%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	151	0.7%	0	0%
Comfy Country Living	100	0.46%	92	0.6%
Small Town Connections	0	0%	58	0.38%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	21,707	100%	15,257	100%
STRUGGLING SOCIETIES	1,958	9.02%	1,389	9.1%
Rugged Southern Style	24	0.11%	14	0.09%
Latino Nuevo	87	0.4%	59	0.39%
Struggling city Centers	1,355	6.24%	919	6.02%
College Town Communities	359	1.65%	298	1.95%
New Beginnings	133	0.61%	99	0.65%
URBAN ESSENCE	3,005	13.84%	2,169	14.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	855	3.94%	598	3.92%
Urban Diversity	3	0.01%	2	0.01%
New Generation Activists	740	3.41%	498	3.26%
Getting By	1,407	6.48%	1,071	7.02%
VARYING LIFESTYLES	394	1.82%	293	1.92%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	394	1.82%	293	1.92%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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Potential Cultural Bridges

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

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

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

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

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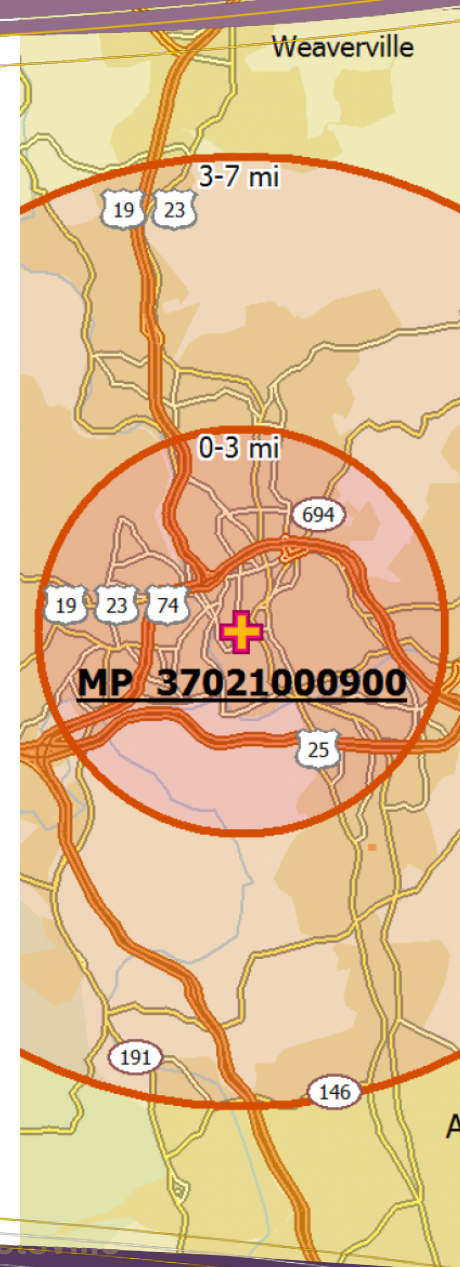
Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	72%	76%	78%
Use Comp. for Internet/E-mail	53%	59%	62%
Internet Use: E-Mail	46%	51%	52%
Use Comp. for Comp. Games	35%	38%	40%
Use Comp. for Word Processing	34%	39%	40%
Use Comp. for Shopping	31%	35%	36%
Use Comp. for Education	30%	31%	33%
Use Comp. for Digital Camera Photo Editing	27%	32%	33%
Use Comp. for Banking	27%	31%	32%
Internet Use: News/ Weather	26%	29%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	26%	28%	29%
Internet Use: Banking	23%	25%	27%
Use Comp. for News/Info./Data Service	21%	24%	24%
PC-Network-HH Has One	15%	17%	18%
Use Comp. for Personal Financial Mngmnt	13%	15%	15%
Internet Use: Shopping: Gathered Info. for Shopping	12%	13%	13%
Internet Use: Research/ Education	12%	12%	12%
Use Comp. for Accounting	12%	14%	15%
Internet Use: Read Magazines/ Newspapers	11%	11%	11%
HH Owns Video/Webcam	11%	10%	11%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	67%	68%
Dining Out (Not Fast Food)	54%	59%	59%
Reading Books	54%	55%	55%
Card Games	41%	41%	42%
Cooking for Fun	36%	36%	37%
Go To A Beach/Lake	33%	36%	37%
Gardening	31%	35%	36%
Board Games	30%	31%	32%
Going To Bars/Nightclubs/Dancing	20%	20%	20%
Visit Museum	20%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	39%	41%	41%
Dentist	27%	29%	29%
Backache	22%	22%	22%
Eye Dr.	21%	22%	22%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	20%	20%	19%
High Cholesterol	17%	18%	18%
Any Arthritis	16%	16%	15%
Acid Reflux Disease (GERD)	15%	15%	15%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	27.84%	28.95%	29.07%
Live Theater	19.86%	21.96%	21.75%
Live Theater Most Often	15.64%	17.85%	17.81%
Rock/Pop Concerts Most Often	15.06%	15.14%	15.31%
Dance Performance	9.5%	9.27%	8.9%
Comedy Club	9.25%	8.87%	8.99%
Movies: Comedy	38.87%	39.01%	39.66%
Movies: Action/Adventure	38.36%	37.95%	38.47%
Movies: Drama	21.3%	20.82%	20.77%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	19.57%	19.18%	19.4%
Movies: Romantic Comedy	19.29%	19.82%	19.85%
Movies: Mystery	18.63%	17.7%	17.52%
MLB Baseball Reg. Season	6.58%	7.75%	8.18%
NFL Football Reg. Season	5.52%	6.38%	6.65%
College Football Reg. Season	5.42%	6.41%	6.61%
NBA Basketball Reg. Season	3.9%	3.68%	3.71%
College Basketball Reg. Season	3.76%	4.2%	4.36%
NHL Hockey Reg. Season	2.68%	2.95%	3.03%

Intercultural Institute for Contextual Ministry

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	39.11%	41.65%	41.68%
Swimming	29.33%	32.5%	33.9%
Bowling	19.73%	20.43%	20.99%
Billiards/Pool	18.12%	18.24%	18.82%
Freshwater Fishing	15.22%	16.45%	17.5%
Basketball	14.6%	13.82%	14.02%
Jogging/Running	14.49%	14.59%	14.73%
Weight Training	14.27%	15.57%	16.09%
Using Cardio Machine	13.17%	14.37%	14.59%
Camping Trips	12.99%	14.72%	15.56%
Mountain/Road Biking	11.86%	12.77%	13.05%
Golf	11.76%	13.92%	14.26%
Stationary Cycling	11.5%	12.45%	12.58%
Baseball	10.6%	10.42%	10.69%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.99%	10.08%	9.95%
Football	9.79%	8.79%	9.01%
Backpacking/Hiking	9.31%	9.9%	10.23%
Volleyball	8.57%	8.45%	8.52%
Target Shooting	7.65%	8.33%	8.82%
Hunting	7.54%	8.49%	9.17%
Yoga	7.33%	7.37%	7.26%
Softball	7.19%	7.32%	7.61%
Soccer	6.92%	6.87%	7.02%
Power Boating	6.71%	8.23%	8.4%
Tennis	6.62%	7.06%	7.14%
Saltwater Fishing	6.45%	7.07%	7.5%
Canoeing/Kayaking	5.95%	6.85%	7.12%
Roller Skating	5.46%	5.11%	5.06%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Motorcycling	5.08%	5.57%	6.04%
Ice Skating	5.08%	4.91%	4.88%
Horseback Riding	4.77%	5.15%	5.65%
Snorkeling	4.24%	4.46%	4.57%
Downhill & X-Country Skiing	4.16%	4.64%	4.68%
Fly Fishing	4.07%	4.13%	4.24%
Jet Skiing	3.94%	4.12%	4.32%
Archery	3.74%	4.2%	4.44%
Water Skiing	3.72%	4.06%	4.26%
Racquetball	3.59%	3.54%	3.62%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.44%	3.35%	3.36%
Rock Climbing	3.43%	3.42%	3.42%
Martial Arts	3.3%	3.12%	3.11%
Auto Racing	3.27%	3.18%	3.19%
Snowboarding	3.07%	3.14%	3.16%
Snowmobiling	3.02%	3.28%	3.44%
Skateboarding	2.93%	2.83%	2.85%
Sailing	2.88%	3.17%	3.2%
Rowing	2.51%	2.62%	2.63%
Surfing & Windsurfing	2.47%	2.44%	2.49%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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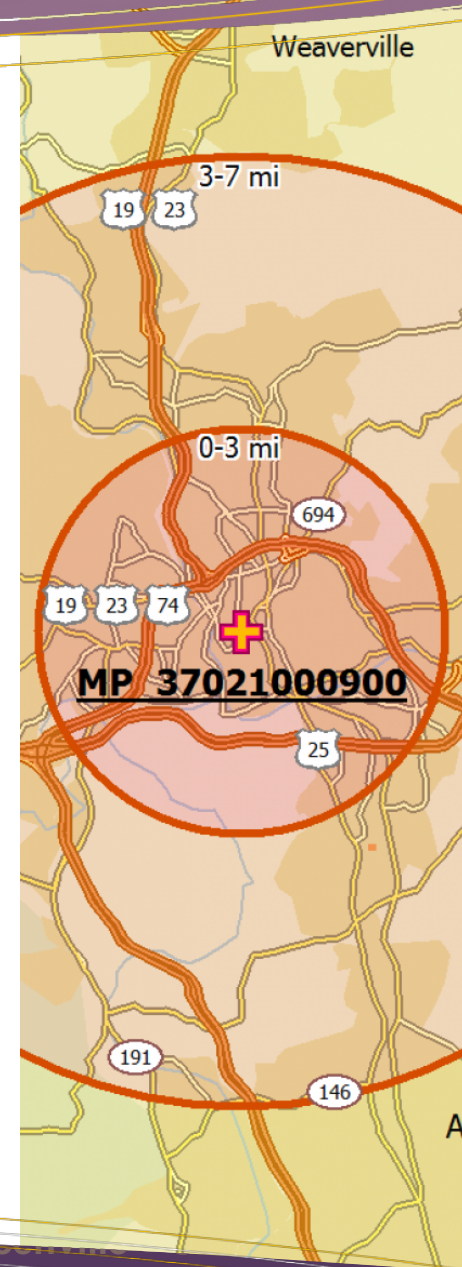
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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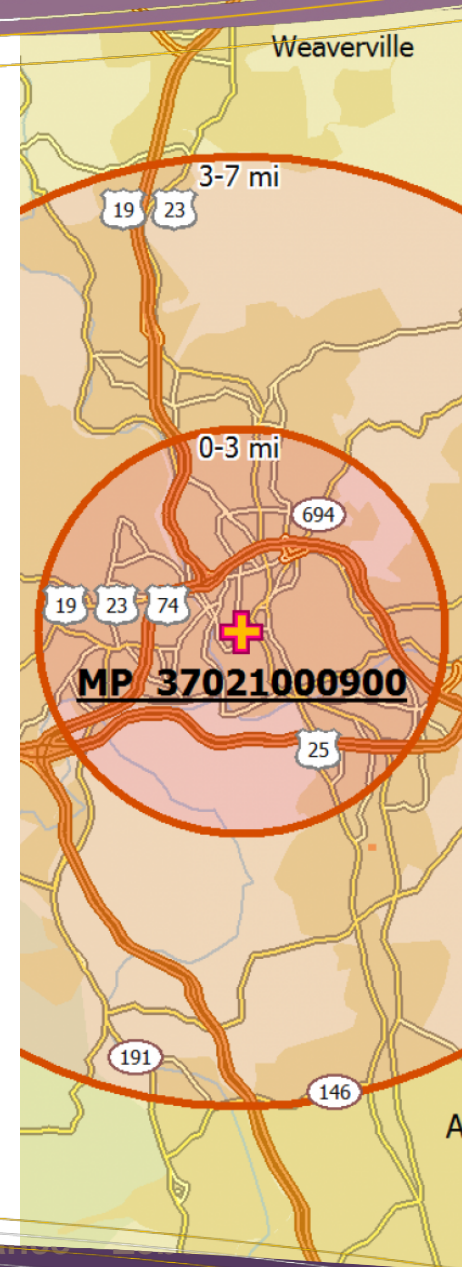
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
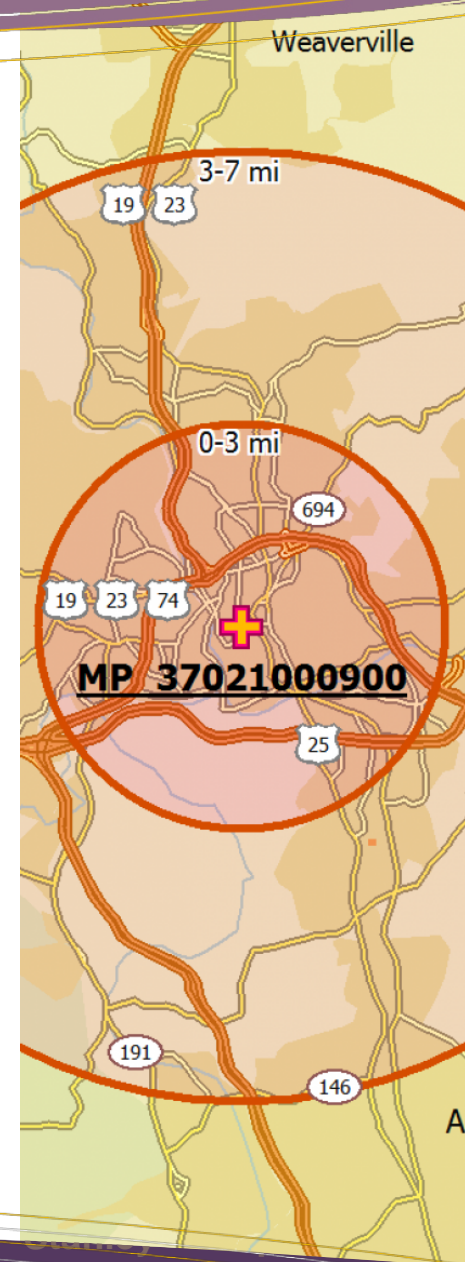
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	49%	49%
Speak My Mind Even If It Upsets People	37%	35%	35%
Find It Difficult To Say No To My Kids	36%	37%	38%
Like Control Over People And Resources	34%	33%	32%
Prefer To Have Few Possessions As Possible	33%	36%	36%
Woman's Place Is In The Home	32%	33%	33%
Don't Judge People/Way They Live Life	29%	28%	28%
Like To Do Unconventional Things	27%	28%	29%
If Won Lottery Would Never Work Again	26%	28%	28%
Money Is Best Measure Of Success	25%	26%	26%
Friends More Important Than My Fam.	25%	27%	27%
Too Much Sponsorship In Arts/Sports	25%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	20%	20%
Marijuana Should Be Legalized	20%	20%	20%
I Am A Workaholic	19%	17%	17%
Like To Pursue Challenge/Novelty/Change	19%	19%	18%
Rarely Sit Down to a Meal Together At Home	16%	16%	17%
We Should Strive for Equality for All	15%	13%	13%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	14%	14%	13%
On Whole People Get What They Deserve	11%	11%	10%
I Am A Perfectionist	9%	7%	7%
Indulge My Kids With The Little Extras	9%	9%	9%
Very Happy With My Life As It Is	8%	7%	6%

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Potential Cultural Themes

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

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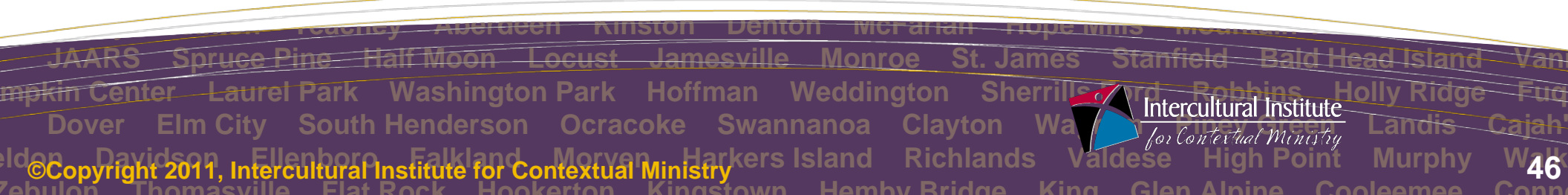
Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
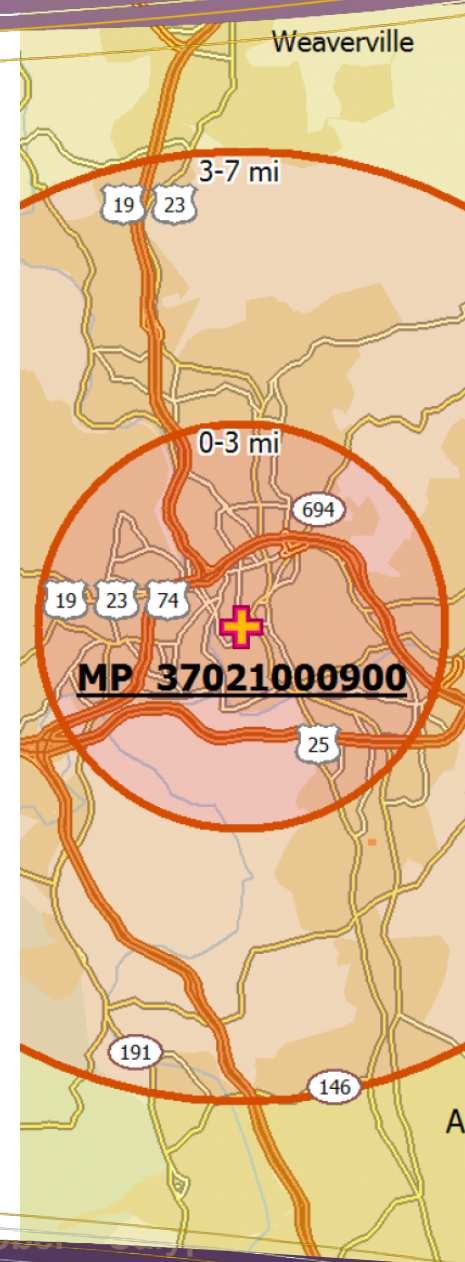
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	61%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	38%	38%	38%
Important Feel Respected By My Peers	34%	34%	33%
Prefer Work Part Of Team Than Alone	34%	33%	33%
Prefer To Have Few Possessions As Possible	33%	36%	36%
Important To Juggle Various Tasks	33%	31%	30%
Good At Fixing Things	29%	27%	27%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	22%	23%	23%
Like To Just Enjoy Life	22%	23%	23%
Consider Myself Interested In The Arts	20%	19%	19%

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

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Potential Shared Places

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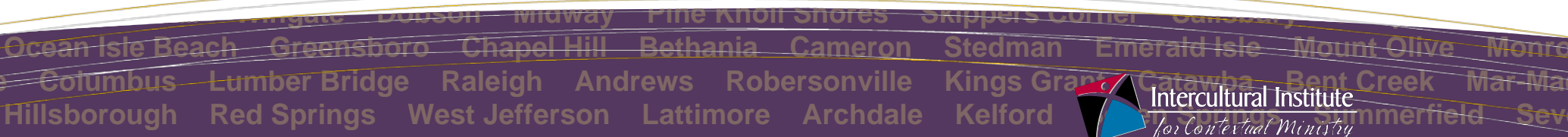
Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	84.93%	84.45%	84.88%
Fam. Restaurants/Steak Houses-Visit Any	78.29%	81.22%	82.28%
McDonald's	55.83%	55.49%	56.2%
Burger King	38.28%	37.15%	37.26%
Kentucky Fried Chicken (KFC)	29.87%	27.06%	27.07%
Wendy's	29.54%	29.15%	29.45%
Subway	29.43%	29.65%	30.14%
Applebee's	28.17%	29.36%	30.28%
Taco Bell	27.94%	28.03%	28.96%
Pizza Hut	22.36%	21.2%	21.29%
Arby's	21.6%	21.86%	22.61%
Olive Garden	19.46%	20.69%	21.02%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.82%	17.08%	16.8%
Dairy Queen	17.25%	17.68%	17.98%
Domino's Pizza	15.1%	13.58%	13.41%
IHOP (International House Of Pancakes)	14.73%	13.92%	13.77%
Outback Steakhouse	13.81%	14.88%	15.28%
Cracker Barrel	13.67%	14.68%	15.43%
Sonic	13.29%	12.52%	12.9%
Denny's	13.25%	12.93%	12.71%
Chili's Grill and Bar	12.6%	12.51%	12.88%
TGI Friday's	12.53%	11.69%	11.75%
Chick-Fil-A	12.48%	12.46%	12.92%
Golden Corral	12.32%	10.85%	10.91%

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Potential Shared Projects

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

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

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

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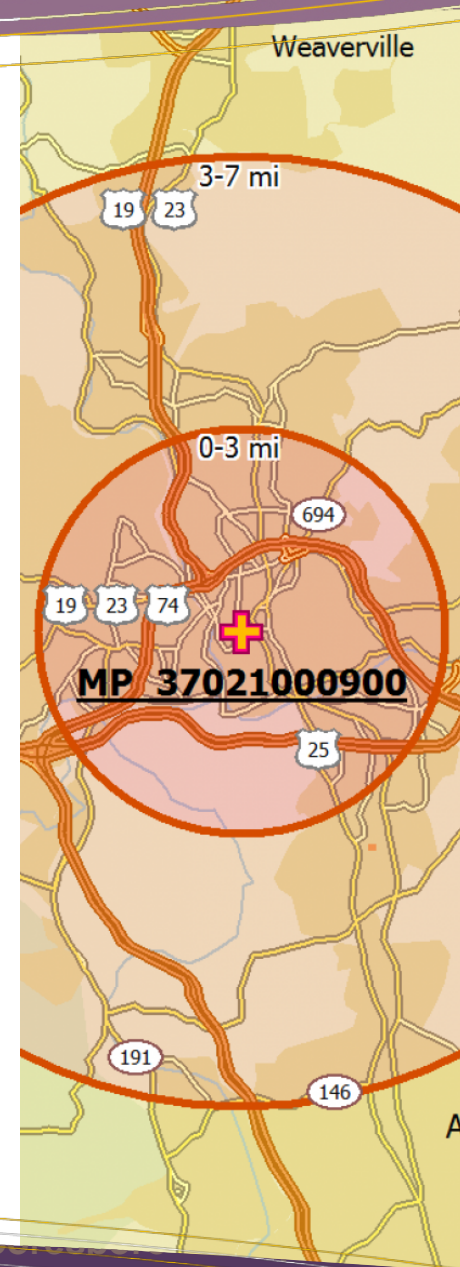
Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.55%	48.27%	48.54%
Recycled products	31.6%	36.3%	36.78%
Worked as volunteer (non political)	15.16%	17.31%	17.71%
Engaged in fund raising	10.36%	11.1%	11.16%
Religious club member	7.3%	7.39%	7.46%
Wrote to editor of mag or newspaper	5.56%	5.97%	6%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.43%	6.29%	6.37%
Took active part in local civic issue	5.11%	5.42%	5.37%
Charitable Organization	5.1%	5.75%	5.75%
Church Board	4.88%	4.68%	4.68%
Union member	4.77%	5.27%	5.39%
Fraternal order member	4.49%	4.86%	4.89%

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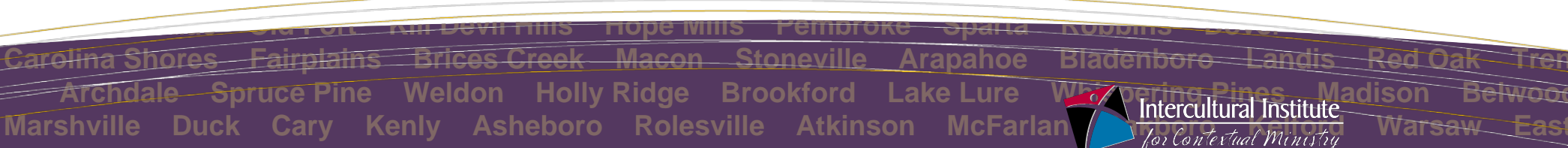
Communication Media Content

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.
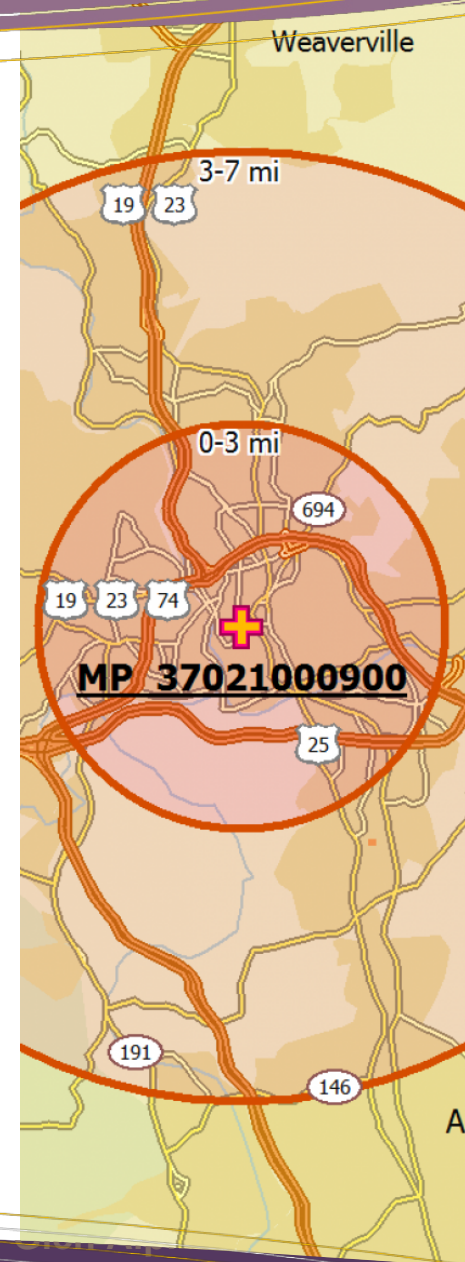
Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.72%	17.42%	17.6%
Children's Books	12.19%	12.82%	12.91%
Mystery	11.16%	12.46%	12.66%
Cookbooks	10.08%	10.77%	10.95%
Religious (not Bibles)	8.88%	8.77%	8.8%
History	6.51%	7.45%	7.46%
Personal/Business Self-help	6.34%	6.94%	6.99%
Biography	6.32%	7.04%	7%
Romance	6.3%	6.53%	6.7%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.53%	69.51%	69.27%
Gen. Editorial	48.53%	47.79%	47.11%
Womens	42.88%	41.5%	41.08%
Service	33.03%	35.24%	35.83%
Mens	19.49%	19.03%	18.7%
Business/Finance	17.36%	18.06%	17.75%
Sports	15.66%	15.91%	15.59%
Music	14.72%	11.98%	11.23%
Parenthood	13.76%	13.11%	13.12%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	52.29%	55.64%	56.24%
Classified	33.55%	32.82%	33.24%
Sport	31.39%	33.14%	33.24%
Editorial Page	29.02%	31.22%	31.66%
Business/Finance	26.87%	30.13%	30.24%
Comics	26.77%	28.14%	28.42%
Movie Listings & Reviews	25.28%	26.56%	26.47%
Food/Cooking	24.5%	25.95%	26.17%
TV/Radio Listings	23.62%	24.67%	24.69%
Home/Gardening	20.07%	21.9%	22.19%
Travel	18.05%	20.16%	20.27%
Science/Technology	16.48%	18.31%	18.41%
Fashion	14.4%	14.45%	14.2%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	21.16%	14.37%	12.72%
CHR Contemp Hit Radio	19.62%	18.86%	18.51%
Country	17.56%	19.72%	21.37%
Adult Contemporary	16.26%	18.07%	18.45%
Rock	11.09%	12.55%	12.95%
Oldies	10.52%	11.5%	11.57%
News/Talk	10.08%	12.39%	12.68%
Classic Rock	8.62%	10.01%	10.37%
Alternative	8.38%	9.93%	10.09%
Variety	8.21%	8.13%	8.01%
Jazz	5.87%	4.96%	4.58%
Religious	5.48%	6.08%	6.26%
Soft Contemporary	5.39%	6.03%	6.21%
All News	5.08%	5.8%	5.54%
Gospel	4.04%	2.71%	2.56%
All Talk	3.66%	4.68%	4.53%
Hispanic	3.54%	3.54%	3.41%
Classic Hits	3.43%	4.03%	4.28%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.46%	63.19%	64.17%
Soapnet	49.87%	50.87%	51.17%
Satellite Dish	49.72%	51.41%	52.36%
Other Video-On-Demand	42.16%	41.15%	40.73%
Sci-Fi Channel	34.03%	35.78%	36.5%
MSNBC	32.29%	33.03%	33.52%
Comedy Central	31.14%	33.84%	33.87%
Adult Pay Per View TV	30.84%	32.93%	33.38%
Subscribe Digital Cable	28.91%	28.45%	28.31%
TV Info From Sunday TV Magazine	26.98%	28.69%	29.26%
Nickelodeon	25.86%	27.34%	28.34%
TV Info From Newspapers	25.26%	25.72%	26.22%

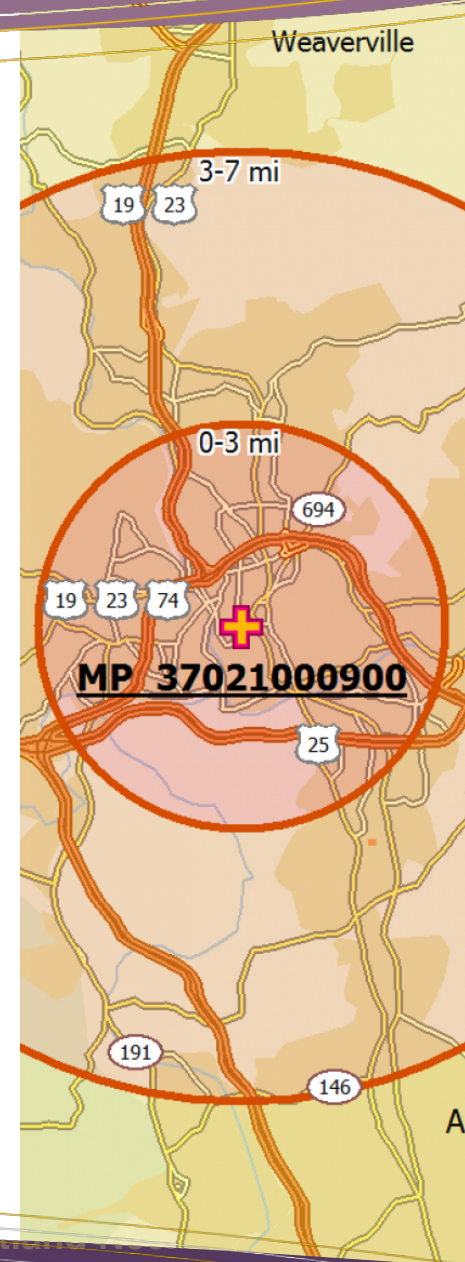| MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
BET (Black Entertainment TV)	24.49%	24.97%	24.98%
TCM (Turner Classic Movies)	23.98%	24.85%	25.2%
Adult Swim	23.84%	26.18%	27.32%
ABC Fam.	23.44%	24.82%	25.01%
ESPN2	23.43%	23.84%	23.83%
Nick At Nite	23.33%	23.96%	24.8%
USA Network	23.32%	24.99%	25.18%
TV Info From Monthly Cable Guide	22.96%	23.37%	23.96%
Hallmark Channel	22.72%	24.49%	25.14%
The Golf Channel	21.69%	23.74%	24%
ESPN Classic	20.8%	22.74%	22.71%
TV Info From Other	19.84%	20.2%	20.24%

Communication Media Usage

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

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

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

Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18.51%	20.04%	20.32%
Medium Users (4-6)	9.94%	10.96%	11.02%
Light Users (1-3)	19.81%	20.56%	20.54%
Quintiles (20%)			
Newspaper I (Heavy)	1.44%	1.47%	1.48%
Newspaper II	1.78%	1.56%	1.53%
Newspaper III	2.04%	2.08%	2.06%
Newspaper IV	0.62%	0.57%	0.6%
Newspaper V (Light)	0.96%	1.12%	1.13%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.67%	18.91%	19.09%
Magazines II	9.13%	8.71%	8.65%
Magazines III	9.66%	9.31%	9.54%
Magazines IV	11.96%	11.27%	11.28%
Magazines V (Light)	0.71%	0.54%	0.5%
Outdoor I (Heavy)	7.85%	7.31%	6.96%
Outdoor II	3.58%	3%	2.71%
Outdoor III	4.21%	3.55%	3.39%
Outdoor IV	16.38%	16.16%	16.1%
Outdoor V (Light)	24.73%	25.45%	25.15%
Yellow Pages I (Heavy)	15.35%	14.97%	14.89%
Yellow Pages II	6.92%	6.4%	6.14%
Yellow Pages III	7.32%	5.84%	5.48%
Yellow Pages IV	23.21%	22.21%	22.1%
Yellow Pages V (Light)	4.34%	3.57%	3.33%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.51%	3.41%	3.36%
Drive Time III (Medium)	0.83%	0.7%	0.67%
Radio IV & V (Light)	2.86%	2.65%	2.54%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.34%	8.58%	8.69%
Radio III (Medium)	4.19%	4.62%	4.83%
Radio IV & V (Light)	3.4%	3.22%	3.21%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.2%	12.83%	13.16%
Cable III (Medium)	4.96%	4.38%	4.26%
Cable IV & V (Light)	34.84%	33.64%	33.04%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.12%	3.89%	3.84%
Prime Time III (Medium)	1.96%	2.04%	2.07%
Prime Time IV & V (Light)	9.26%	7.68%	7.81%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.32%	39.78%	40.03%
Fringe III (Medium)	52.8%	53.06%	53.06%
Fringe IV (Light)	54.3%	54.79%	55.25%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	14.61%	13.4%	12.85%
All Day III (Medium)	23.92%	23.8%	23.77%
All Day IV (Light)	15.59%	13.6%	12.97%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.08%	12.24%	12.48%
6:00am - 10:00am	16.08%	16.83%	16.66%
10:00am - 3:00pm	10.91%	8.1%	7.31%
3:00pm - 7:00pm	14.9%	13.76%	13.7%
7:00pm - Midnight	12.35%	13.4%	13.52%
Midnight - 6:00am	6.94%	6.34%	5.99%
Weekend Radio Listeners			
Dayparts [summary]	14.6%	14.25%	14.77%
6:00am - 10:00am	3.92%	4.37%	4.56%
10:00am-3:00pm	6.03%	6.09%	5.8%
3:00pm - 7:00pm	8.04%	7.16%	7.12%
7:00pm - Midnight	9.22%	9.06%	9.25%
Midnight - 6:00am	13.85%	12.19%	11.76%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.04%	7.93%	8.29%
Saturday: 8:00-11:00pm	7.89%	7.89%	8.14%
Sunday: 7:00-11:00pm	9.57%	9.61%	9.93%
9:00am-1:00pm	23.33%	23.96%	24.8%
9:00am-4:00pm	27.07%	27.57%	28.49%
4:00pm-7:00pm	28.13%	29.18%	29.36%
11:00pm-1:00am	40.9%	41.12%	41.46%
AVG Prime time Mon-Sun	3.59%	3.03%	2.88%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.05%	17.3%	17.51%
7-9am	23.43%	23.84%	23.83%
9am-12noon	17.98%	19.53%	20.52%
12noon-4pm	9.09%	8.04%	7.97%
4-6pm	44.7%	47.15%	47.8%
6-7pm	17.82%	18.51%	18.95%
7-7:30pm	1.52%	1.58%	1.56%
7:30-8pm	10.69%	10.5%	10.63%
8-11pm	7.04%	7.93%	8.29%
11pm-12am	32.29%	33.03%	33.52%
11pm-1am	40.9%	41.12%	41.46%
1-6am	32.16%	32.69%	32.18%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.99%	18.89%	19.07%
Sat: 10am-1pm	7.75%	7.76%	8.01%
Sat: 1-4pm	24.39%	24.72%	25.01%
Sat: 4-6pm	7.19%	6.76%	6.85%
Sat: 6-7pm	1.7%	2.09%	2.26%
Sat: 7-8pm	0.77%	0.91%	0.92%
Sat: 8-11pm	7.89%	7.89%	8.14%
Sat: 11pm-1am	5.22%	5.08%	4.94%
Sat: 1am-7pm	23.32%	24.99%	25.18%
Sun: 7-10am	2.26%	2.24%	2.29%
Sun: 10am-1pm	6.19%	6.51%	6.82%
Sun: 1-4pm	5.25%	5.76%	6.25%
Sun: 4-7pm	12.71%	13.13%	13.62%
Sun: 7-11pm	9.57%	9.61%	9.93%
Sun: 11pm-1am	5.1%	4.75%	4.94%
Sun: 1-7am	20.27%	20.81%	21.59%

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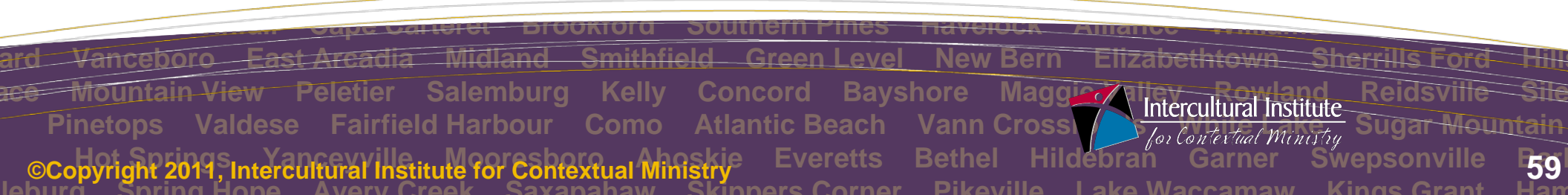
Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

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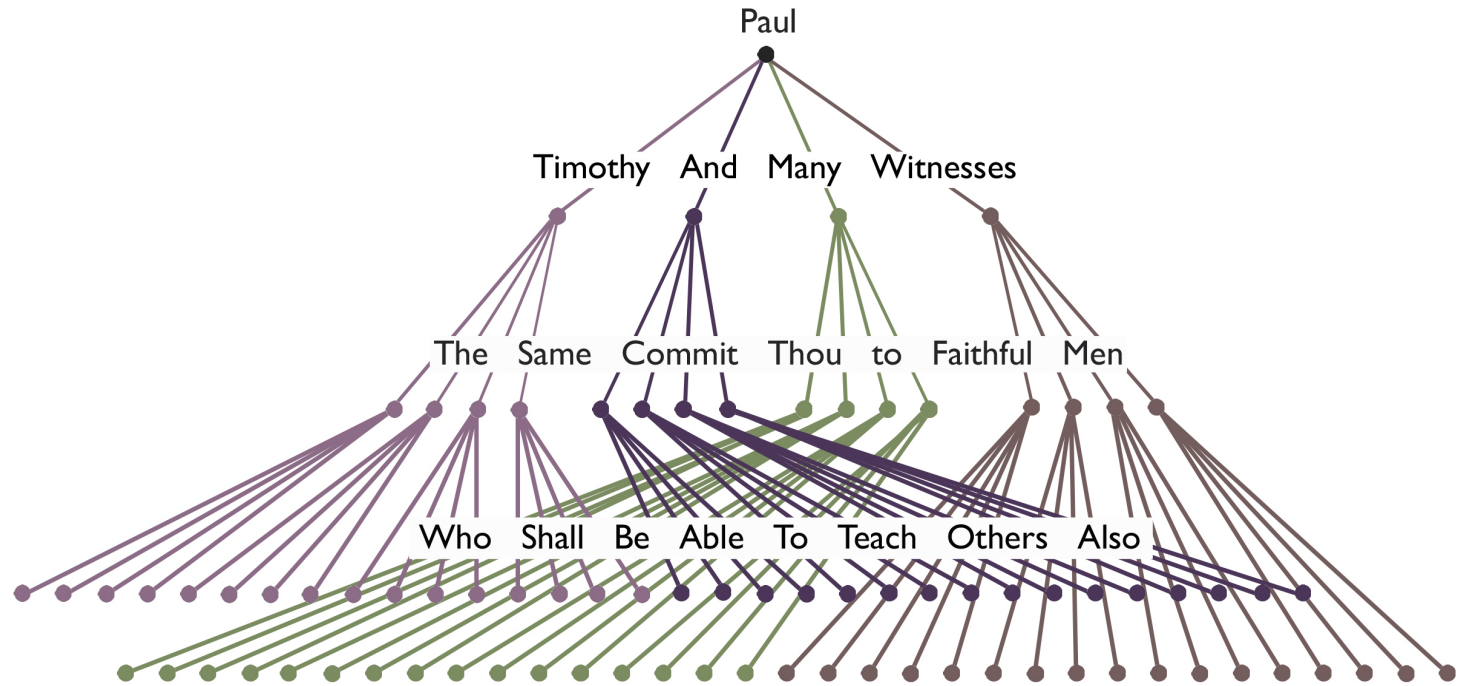
Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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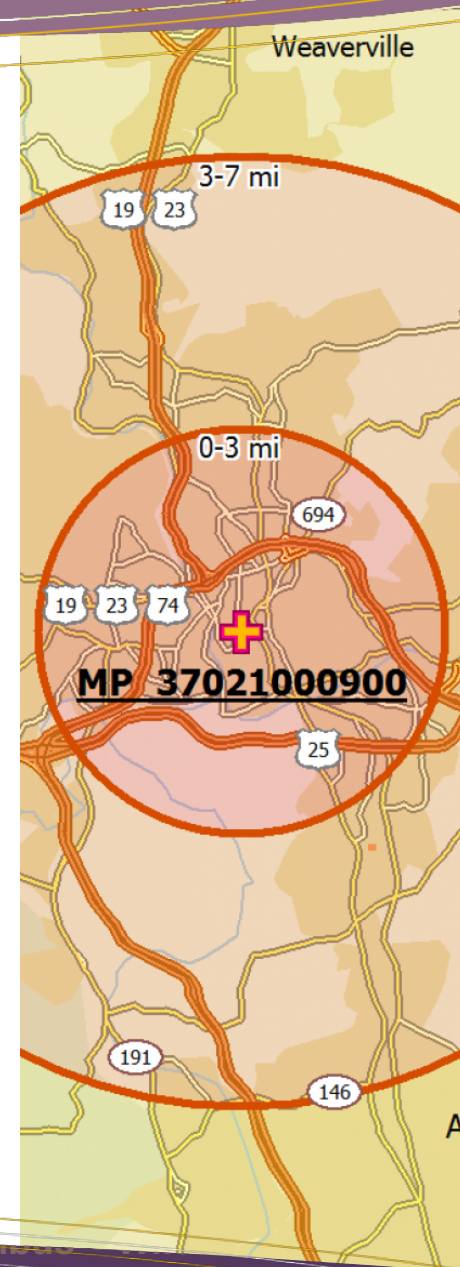
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Friendship - Asheville	240 Haywood St Asheville, NC 28801	0.49 mi	60	Plateauing
2	Fellowship Asheville	20 Battery Park Ste 403 Asheville, NC 28801	0.50 mi	0	Insufficient Data
3	Sulphur Springs Park - Asheville	12 High Alta Ave Asheville, NC 28802	0.97 mi	25	Plateauing
4	Cumberland Avenue - Asheville	119 Cumberland Ave Asheville, NC 28801	0.97 mi	18	Declining
5	Asheville First - Asheville	5 Oak St Asheville, NC 28801	1.00 mi	0	Insufficient Data
6	Westwood - Asheville	150 Westwood Pl Asheville, NC 28806	1.03 mi	77	Insufficient Data
7	Community - Asheville	103 Burton St Asheville, NC 28806	1.37 mi	28	Insufficient Data
8	Relate Church	227 Hazel Mill Rd Asheville, NC 28806	1.42 mi	0	Insufficient Data
9	Bethel Romanian	227 Hazel Mill Rd Asheville, NC 28806	1.42 mi	0	Insufficient Data
10	Merrimon Avenue - Asheville	283 Merrimon Ave Asheville, NC 28801	1.52 mi	250	Declining
11	Calvary - Asheville	531 Haywood Rd Asheville, NC 28806	1.53 mi	187	Insufficient Data
12	Morningside - Asheville	14 Mineral Springs Rd Asheville, NC 28805	1.53 mi	45	Growing
13	Emma - Asheville	520 N Louisiana Ave Asheville, NC 28806	1.88 mi	63	Plateauing
14	Grace - Asheville	718 Haywood Rd Asheville, NC 28806	1.93 mi	126	Plateauing
15	West Asheville - Asheville	926 Haywood Rd Asheville, NC 28806	2.30 mi	784	Declining

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Riverside - Asheville	871 Riverside Dr Asheville, NC 28804	2.42 mi	150	Insufficient Data
17	Sand Hill - Asheville	232 Sand Hill Rd Asheville, NC 28806	2.44 mi	12	Plateauing
18	Oakley - Asheville	70 Fairview Ave Asheville, NC 28803	2.94 mi	148	Plateauing
19	Beverly Hills - Asheville	777 Tunnel Rd Asheville, NC 28805	2.98 mi	224	Plateauing
20	Reed Memorial - Asheville	756 Fairview Rd Asheville, NC 28803	3.09 mi	106	Growing
21	Inanda - Asheville	590 Brevard Rd Asheville, NC 28806	3.27 mi	58	Declining
22	Freedom - Asheville	50 Rice Rd Asheville, NC 28806	3.30 mi	200	Growing
23	Deaverview - Asheville	420 Johnston Blvd Asheville, NC 28806	3.30 mi	63	Declining
24	Mount Olive - Asheville	64 Mount Olive Church Rd Asheville, NC 28804	3.40 mi	24	Insufficient Data
25	Iglesia Comunidad Nueva Vida	1417 Riverside Dr Asheville, NC 28804	3.44 mi	0	Insufficient Data
26	New Life Community - Asheville	1417 Riverside Dr Asheville, NC 28804	3.44 mi	394	Declining
27	Erwin Hills - Asheville	281 New Leicester Hwy Asheville, NC 28806	3.44 mi	42	Insufficient Data
28	Newbridge - Asheville	199 Elkwood Ave Asheville, NC 28804	3.47 mi	240	Growing
29	Sunrise - Asheville	419 Deaverview Rd Asheville, NC 28806	3.71 mi	89	Declining
30	Elk Mountain - Asheville	5 Church Rd Asheville, NC 28804	3.89 mi	0	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Bethel - Asheville	125 Ben Lippen Rd Asheville, NC 28806	3.93 mi	78	Growing
32	Gashes Creek - Asheville	308 Gashes Creek Rd Asheville, NC 28803	3.96 mi	71	Plateauing
33	Beaverdam - Asheville	399 Beaverdam Rd Asheville, NC 28804	4.09 mi	79	Declining
34	Victory - Asheville	80 Olivette Rd Asheville, NC 28804	4.12 mi	182	Plateauing
35	North Asheville Baptist Church	20 Reynolds Mountain Blvd Asheville, NC 28804	4.16 mi	981	Insufficient Data
36	Oteen - Asheville	37 Oteen Church Rd Asheville, NC 28805	4.18 mi	56	Plateauing
37	South Asheville - Asheville	32 Le An Hurst Rd Asheville, NC 28803	4.20 mi	50	Plateauing
38	Grassy Branch - Asheville	499 Riceville Rd Asheville, NC 28805	4.49 mi	190	Declining
39	New Liberty - Asheville	625 Olivette Rd Asheville, NC 28804	4.58 mi	112	Plateauing
40	Starnes Cove - Asheville	149 Starnes Cove Rd Asheville, NC 28806	4.63 mi	203	Plateauing
41	Mount Carmel - Asheville	200 Mount Carmel Rd Asheville, NC 28806	5.08 mi	256	Plateauing
42	Reynolds - Asheville	520 Rose Hill Rd Asheville, NC 28803	5.10 mi	118	Insufficient Data
43	Amazing Grace	56 Gaston Mountain Rd Asheville, NC 28806	5.29 mi	0	Insufficient Data
44	Pine Burr Park - Asheville	389 Weaverville Rd Asheville, NC 28804	5.46 mi	35	Growing
45	Edgewood	55 Moody Ave Candler, NC 28715	5.68 mi	50	Growing

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