

# MissionSite

top unreached locations



ARDEN, NC

CENSUS TRACT: 37021002201

REGION: Region 9: Mountains

COUNTY: Buncombe

SITESCAPE: Townscape

DENSITY PATTERN: 13



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



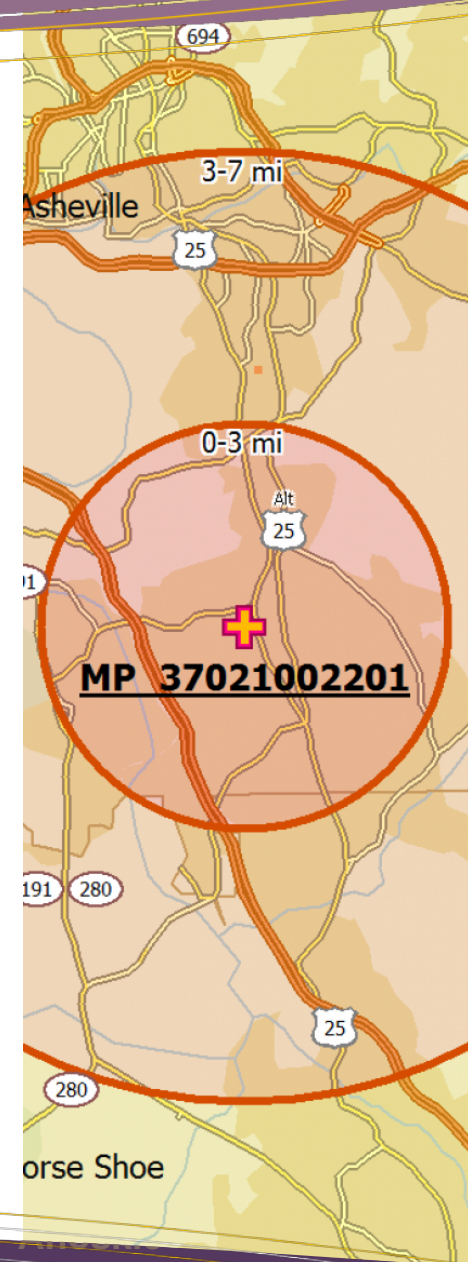
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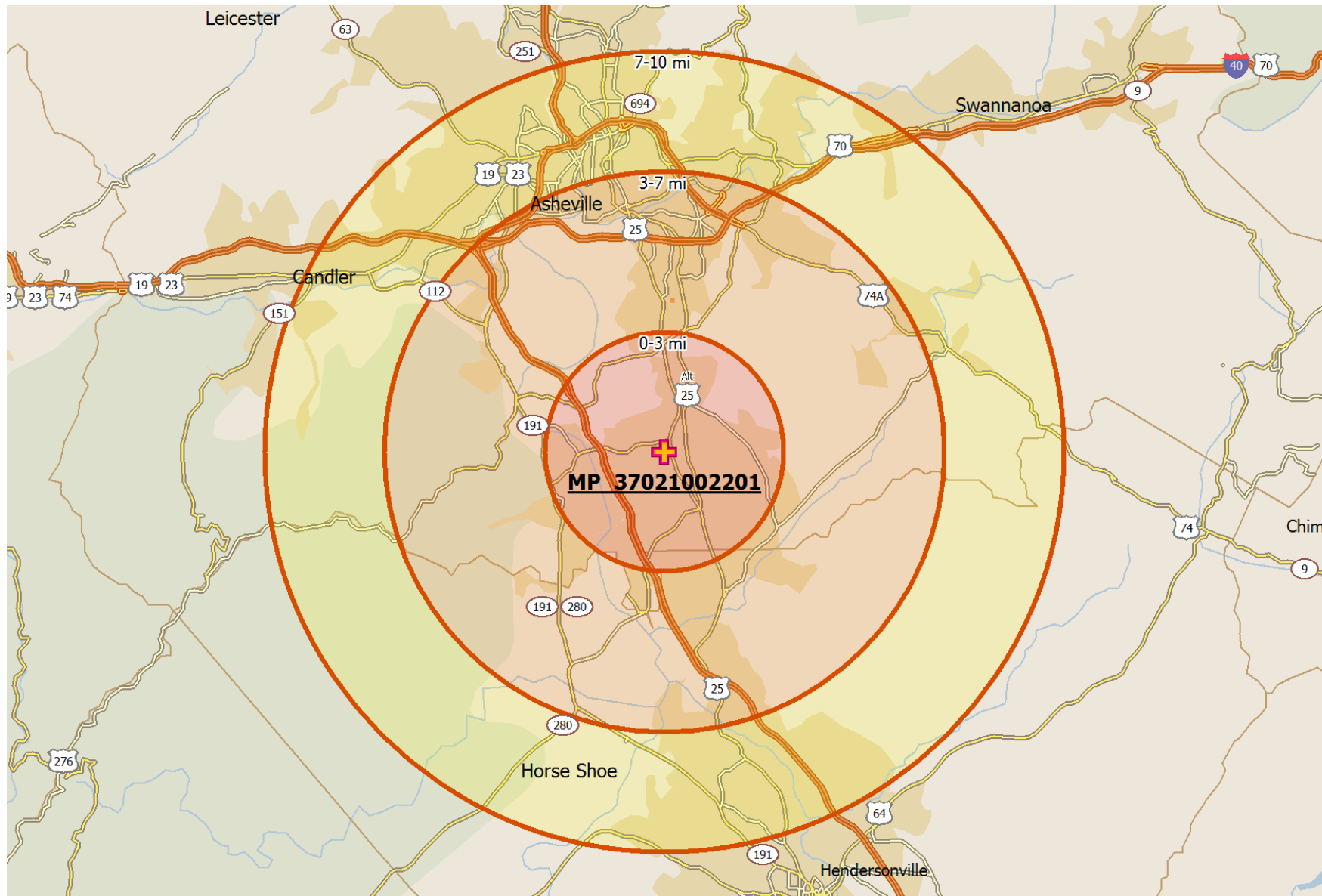
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37021	Buncombe
4	Zipcode	28704	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	I3	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	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

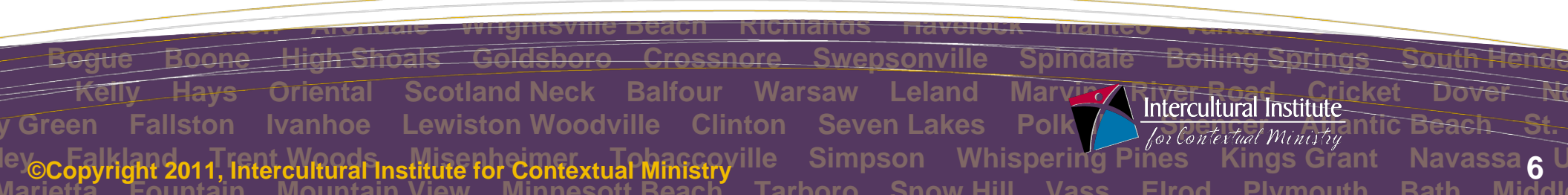


# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	26,035	51,947	92,003
2010 Households	11,530	22,278	40,245
2010 Group Quarters Population	390	508	3,763

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	35	43
Language Diversity National Index	28	29	37
Foreign Born Diversity National Index	80	42	40
Ancestry Diversity National Index	86	82	82
Racial Diversity National Index	23	31	34

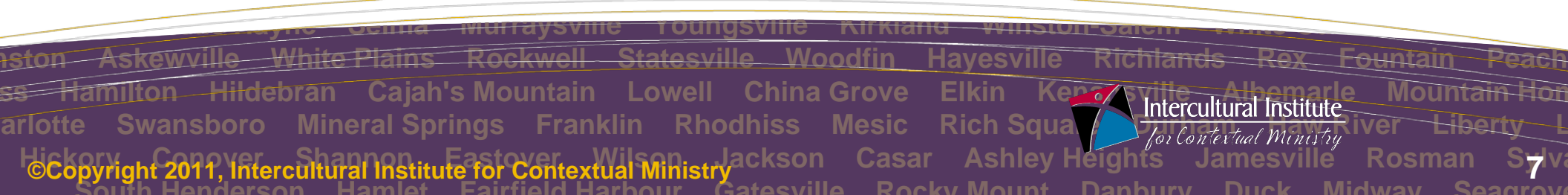


# Site Location Summary - County Environment

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

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

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,225	36.64%
Mainstay Communities	Established, Diverse Households	3,672	31.85%
Working Communities	Blue-collar, Working Families	1,704	14.78%
Country Communities	Rural, Agri. & Mining Families	181	1.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,116	9.68%
Urban Communities	High Density, Inner-city Neighborhoods	630	5.46%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	67,697	8,136	12.02%
Unreached %	67.59%	70.56%	104.41
Religious But NOT Evangelical HH	16,190	1,916	11.84%
Religious But NOT Evangelical %	16.16%	16.62%	102.83
Spiritual But NOT Relig or Evang HH	11,321	1,353	11.95%
Spiritual But NOT Relig or Evang %	11.3%	11.73%	103.82
Not Evangelical, Not Interested HH	40,279	4,873	12.1%
Not Evangelical, Not Interested %	40.21%	42.27%	105.1



# Spirituality Indicators - Churchscape

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

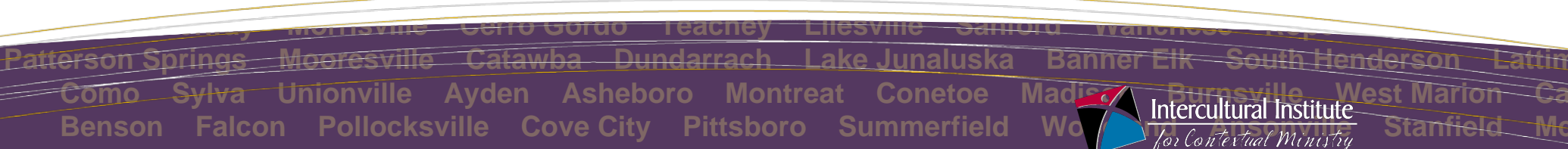
<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	116	5	4.31%
Active BCNC Attenders	17,528	4,046	23.08%
Active Evangelical Households	14,250	1,489	10.45%
Active Evangelical Percent	14.23%	12.91%	90.76
Inactive Evangelical Households	18,218	1,904	10.45%
Inactive Evangelical Percent	18.19%	16.51%	90.77
# New Churches Needed	0	1	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Arden First - Arden	1.37 mi	188	Growing	16 Mount Gilead - Mills River	5.60 mi	0	Plateauing
2 Mills Gap	1.89 mi	73	Insufficient Data	17 Reed Memorial - Asheville	5.70 mi	106	Growing
3 Biltmore - Arden	2.46 mi	3,730	Plateauing	18 Oakley - Asheville	5.77 mi	148	Plateauing
4 Long Shoals - Arden	2.67 mi	55	Declining	19 Gashes Creek - Asheville	5.94 mi	71	Plateauing
5 Work of Christ Church	2.71 mi	0	Insufficient Data	20 Hoopers Creek - Fletcher	6.02 mi	158	Insufficient Data
6 South Asheville - Asheville	3.48 mi	50	Plateauing	21 Inanda - Asheville	6.32 mi	58	Declining
7 Fletcher First - Fletcher	3.68 mi	471	Plateauing	22 Sulphur Springs Park - Asheville	6.50 mi	25	Plateauing
8 Blue Ridge Cowboy Church	4.02 mi	100	Insufficient Data	23 Ecclesia - Fairview	6.54 mi	146	Insufficient Data
9 Trinity - Fairview	4.28 mi	736	Plateauing	24 Amazing Grace	6.70 mi	0	Insufficient Data
10 Bent Creek - Asheville	4.48 mi	115	Growing	25 Naples - Hendersonville	6.82 mi	79	Plateauing
11 Emma's Grove - Fletcher	4.99 mi	79	Declining	26 Beverly Hills - Asheville	7.24 mi	224	Plateauing
12 Oak Forest - Fletcher	5.06 mi	99	Plateauing	27 Calvary - Asheville	7.36 mi	187	Insufficient Data
13 Oak Grove - Fletcher	5.09 mi	32	Plateauing	28 Oteen - Asheville	7.39 mi	56	Plateauing
14 Reynolds - Asheville	5.43 mi	118	Insufficient Data	29 Morningside - Asheville	7.46 mi	45	Growing
15 Asheville Korean - Hendersonville	5.49 mi	20	Insufficient Data	30 Grace - Asheville	7.47 mi	126	Plateauing



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

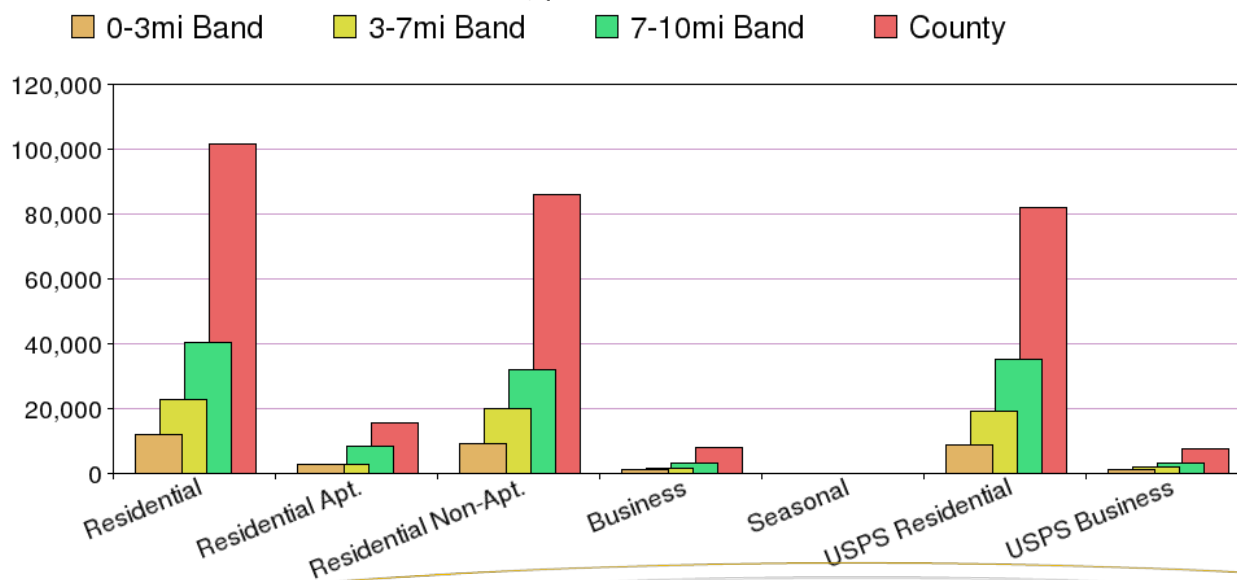
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	174,765	15,796	9.04%
2000 Population	206,330	20,688	10.03%
2010 Population	233,764	26,035	11.14%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,781	6,709	9.48%
2000 Households	85,776	8,867	10.34%
2010 Households	100,164	11,530	11.51%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	11,848
Residential Apt.	2,746
Residential Non-Apt.	9,102
Business	1,023
Seasonal	0
USPS Residential	8,857
USPS Business	1,011

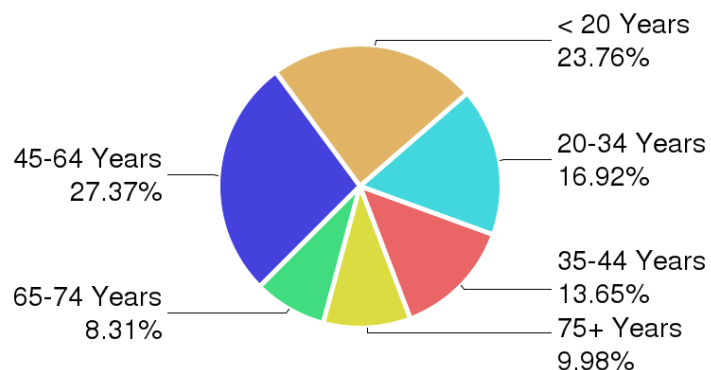
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	5.19%	100
4-5 Years	2.4%	2.44%	101.67
6-8 Years	3.51%	3.75%	106.84
9-11 Years	3.39%	3.63%	107.08
12-13 Years	2.2%	2.41%	109.55
14-17 Years	4.48%	4.26%	95.09
18-19 Years	2.23%	2.08%	93.27
0-5 Years	7.59%	7.63%	100.53
6-12 Years	8%	8.62%	107.75
13-19 Years	7.8%	7.51%	96.28
< 20 Years	23.39%	23.76%	101.58
20-34 Years	19.01%	16.92%	89.01
35-44 Years	13.31%	13.65%	102.55
45-64 Years	27.56%	27.37%	99.31
65-74 Years	8.81%	8.31%	94.32
75+ Years	7.9%	9.98%	126.33
Median Age	41	42	103.79
Median Age (Male)	39	41	105.07
Median Age (Female)	42	44	103.25

Age Group Percentages



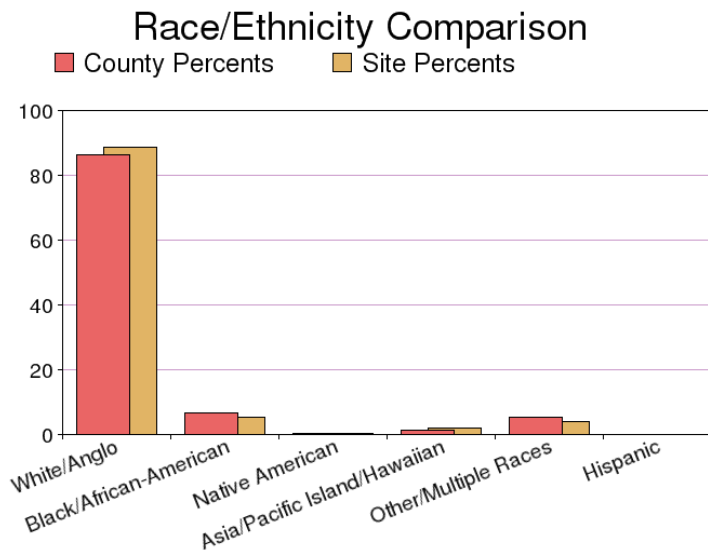


# Current Demographic Summary

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

For each category both county and 0-3 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%	88.55%	102.63
Black, African-American	6.79%	5.23%	76.95
Native American	0.42%	0.22%	50.64
Asian	1.14%	1.98%	174.18
Pacific Island, Hawaiian	0.05%	0.02%	39.73
Other/Multiple Races	5.32%	4.01%	75.34
Hispanic	0%	3.48%	0



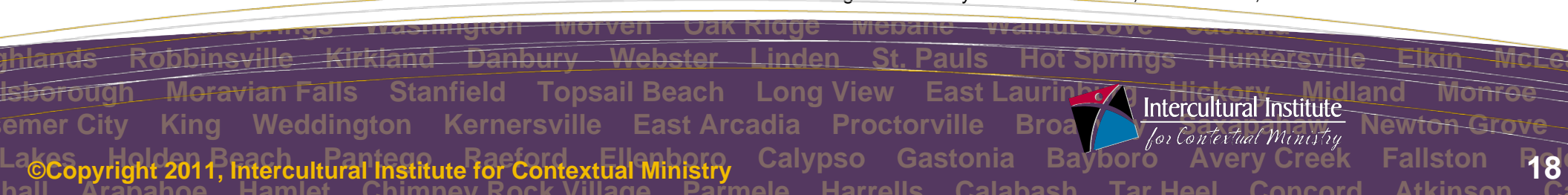
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	165,486	18,703	
Less than 9th Grade	4.29%	2.2%	194.85
No High School Diploma	7.75%	4.84%	160
High School Graduate	26.03%	19.7%	132.13
Some College, no degree	21.04%	21.05%	99.95
Associate Degree	8.05%	8.97%	89.69
College Degree	20.78%	28.38%	73.23
Graduate/Prof. degree	12.06%	14.85%	81.19

# 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%	4.27%	84.8
\$10,000 to \$19,999	13.22%	10.5%	79.47
\$20,000 to \$29,999	12.7%	9.45%	74.46
\$30,000 to \$49,999	22.42%	20.19%	90.05
\$50,000 to \$59,999	9.12%	8.66%	95.03
\$60,000 to \$69,999	7.98%	7.26%	90.99
\$70,000 to \$79,999	6.2%	6.21%	100.15
\$80,000 to \$89,999	4.72%	5.21%	110.36
\$90,000 to \$99,999	3.18%	3.87%	121.65
\$100,000 to \$124,999	5.4%	9.35%	173.01
\$125,000 to \$149,999	2.83%	5.53%	195.85
\$150,000 to \$199,999	2.61%	4.38%	167.51
\$200,000 to \$249,999	0.73%	1.41%	191.47
\$250,000 or more	1.76%	3.67%	208.2
Median Household	44,474	60,193	135.34
Average Household	62,842	82,540	131.35
Per Capita Household	27,651	36,580	132.29
Family/Non-Family Household Income			
Median Family Income	56,281	80,967	143.86
Average Family Income	76,826	104,308	135.77
Median Non-Family Income	28,721	35,502	123.61
Average Non-Family Income	41,481	48,398	116.68



# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	60.43%	60.43%	100
Families with Children	27.7%	28.35%	102.36
Families without Children	32.74%	32.08%	98
Non-Family Households			
% Non-Family Households	39.57%	39.57%	100
Non-Families with Children	0.42	0.4	95.37
Non-Families without Children	39.15	39.17	100.05
Housing Units			
			Index
Total Housing Units	112,007	12,925	
Vacant percent	10.57%	10.8%	102.15
Owned percent	60.5%	58.76%	97.12%
Rented Percent	28.92%	30.44%	105.23
Households by Size			
			Index
Avg household size	2.26	2.22	98.23
Avg family hh size	2.94	2.92	99.32
Avg non-family hh size	1.23	1.15	93.5
Households By Count of Persons			
			Percent
One	30,946	3,710	11.99%
Two	36,588	4,229	11.56%
Three or Four	27,073	2,998	11.07%
Five+	5,557	592	10.65%

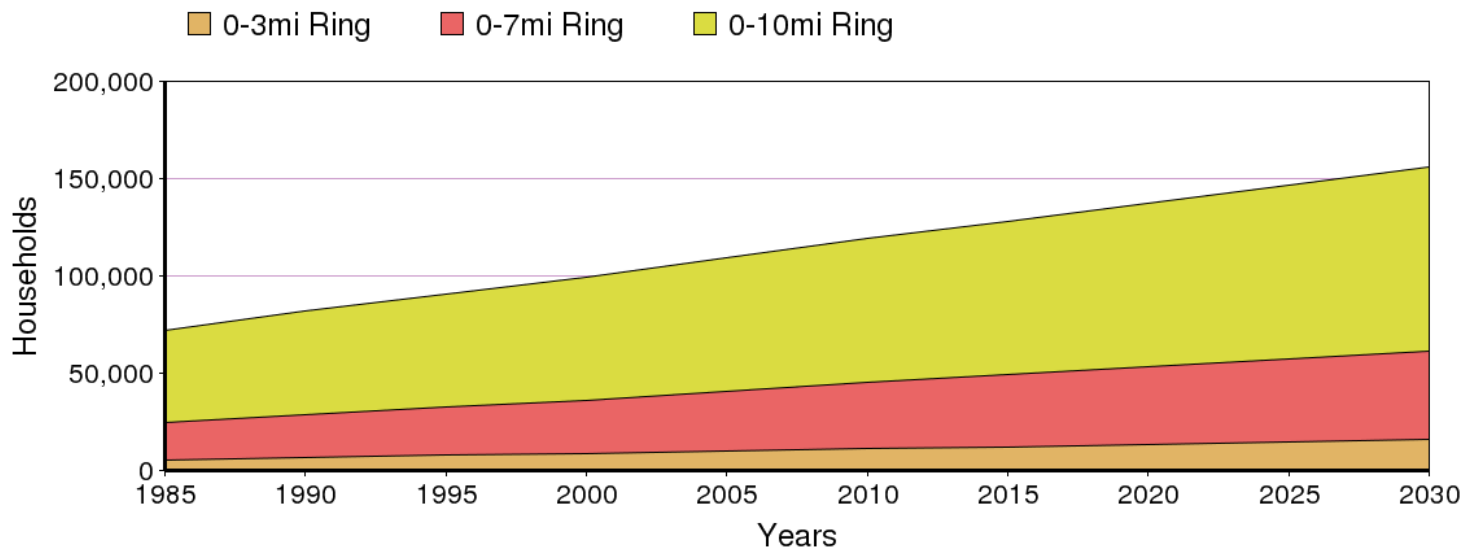
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	174,765	15,796	9.04%
2000 Population	206,330	20,688	10.03%
2010 Population	233,764	26,035	11.14%
2015 Population	245,308	27,476	11.2%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	70,781	6,709	9.48%
2000 Households	85,776	8,867	10.34%
2010 Households	100,164	11,530	11.51%
2015 Households	106,435	12,313	11.57%

Household Change from 1985 to 2030



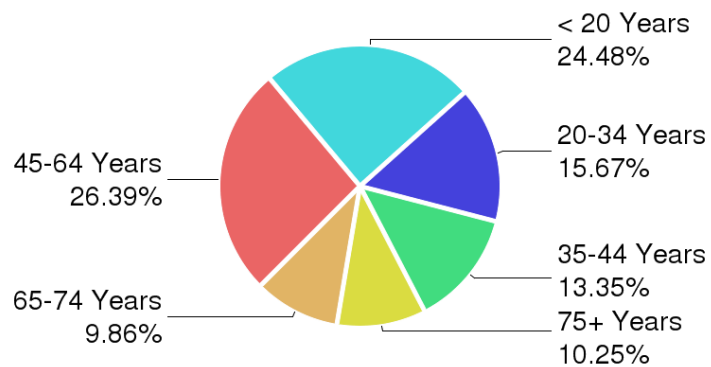
# Projected Demographic Summary

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	5.19%	5.51%	106.17
4-5 Years	2.44%	2.56%	104.92
6-8 Years	3.75%	4%	106.67
9-11 Years	3.63%	3.75%	103.31
12-13 Years	2.41%	2.42%	100.41
14-17 Years	4.26%	4.29%	100.7
18-19 Years	2.08%	1.95%	93.75
0-5 Years	7.63%	8.07%	105.77
6-12 Years	8.62%	8.97%	104.06
13-19 Years	7.51%	7.44%	99.07
< 20 Years	23.76%	24.48%	103.03
20-34 Years	16.92%	15.67%	92.61
35-44 Years	13.65%	13.35%	97.8
45-64 Years	27.37%	26.39%	96.42
65-74 Years	8.31%	9.86%	118.65
75+ Years	9.98%	10.25%	102.71
Median Age	41	42	104.16
Median Age (Male)	39	41	105.17
Median Age (Female)	42	44	103.16

Projected Age Group Percentages



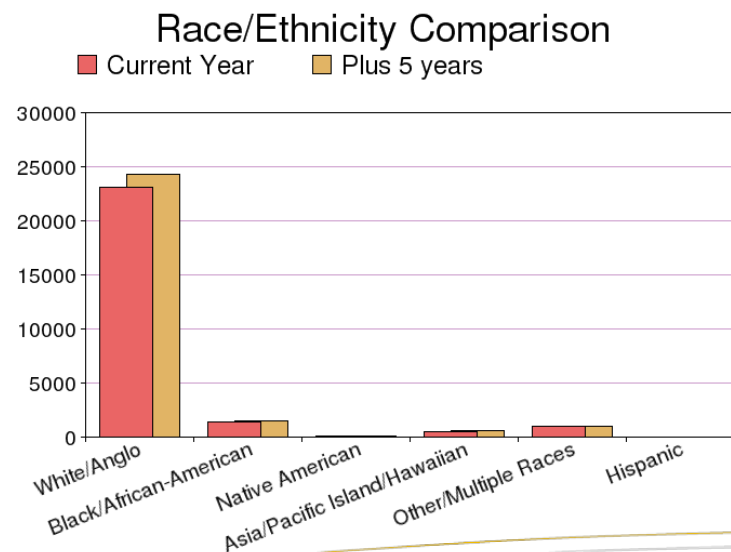
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	88.55%	88.59%	100.05
Black, African-American	5.23%	5.31%	101.51
Native American	0.22%	0.25%	115.06
Asian	1.98%	2.26%	114.22
Pacific Island, Hawaiian	0.02%	0.01%	75.8
Other/Multiple Races	4.01%	3.57%	89.13
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	18,703	19,589	
Less than 9th Grade	2.2%	1.9%	86.21
No High School Diploma	4.84%	3.87%	79.99
High School Graduate	19.7%	18.75%	95.17
Some College, no degree	21.05%	20.37%	96.79
Associate Degree	8.97%	9.21%	102.7
College Degree	28.38%	29.87%	105.28
Graduate/Prof. degree	14.85%	16.01%	107.82



# Projected Demographic Summary

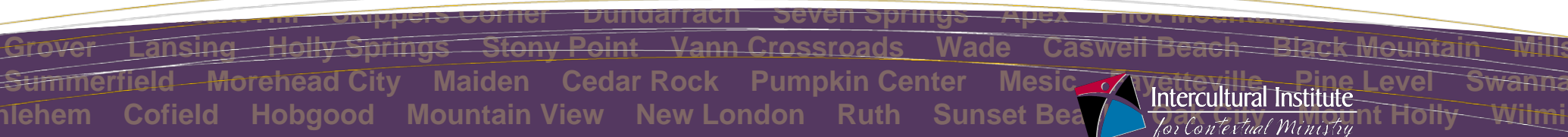
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	4.27%	3.76%	88.12
\$10,000 to \$19,999	10.5%	10.03%	95.5
\$20,000 to \$29,999	9.45%	8.67%	91.75
\$30,000 to \$49,999	20.19%	18.9%	93.6
\$50,000 to \$59,999	8.66%	8.32%	96.08
\$60,000 to \$69,999	7.26%	7.63%	105.05
\$70,000 to \$79,999	6.21%	6.4%	95.86
\$80,000 to \$89,999	5.21%	5.53%	100.03
\$90,000 to \$99,999	3.87%	3.87%	99.94
\$100,000 to \$249,999	9.35%	10.15%	108.58
\$125,000 to \$149,999	5.53%	6.2%	111.99
\$150,000 to \$199,999	4.38%	4.96%	113.3
\$200,000 to \$249,999	1.41%	1.54%	109.83
\$250,000 or more	3.67%	3.76%	102.5
Median Household	60,193	64,295	106.81
Average Household	82,540	88,839	107.63
Per Capita Household	36,580	39,840	108.91
<b>Family/Non-Family Household Income</b>			
Median Family Income	80,967	86,261	106.54
Average Family Income	104,308	113,936	109.23
Median Non-Family Income	35,502	38,841	109.41
Average Non-Family Income	48,398	53,206	109.93

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	60.43%	58.11%	96.15
Families with Children	28.35	27.21	95.96
Families without Children	32.08	31.56	98.37
<b>Non-Family Households</b>			
% Non-Family Households	39.57%	41.89%	105.87
Non-Families with Children	0.4	0.34	105.87
Non-Families without Children	39.17	41.55	106.08
<b>Housing Units</b>			
Total Housing Units	12,925	13,829	106.99%
Vacant percent	10.8%	10.96%	101.5
Owned percent	58.76%	58.54%	99.63
Rented Percent	30.44%	30.49%	100.19
<b>Households by Size</b>			
Avg household size	2.22	2.20	99.1%
Avg family hh size	2.92	2.97	101.71%
Avg non-family hh size	1.15	1.12	97.39%
<b>Households By Count of Persons</b>			
One	3,710	4,126	111.21%
Two	4,229	4,447	105.15%
Three or Four	2,998	3,131	104.44%
Five+	592	609	102.87%



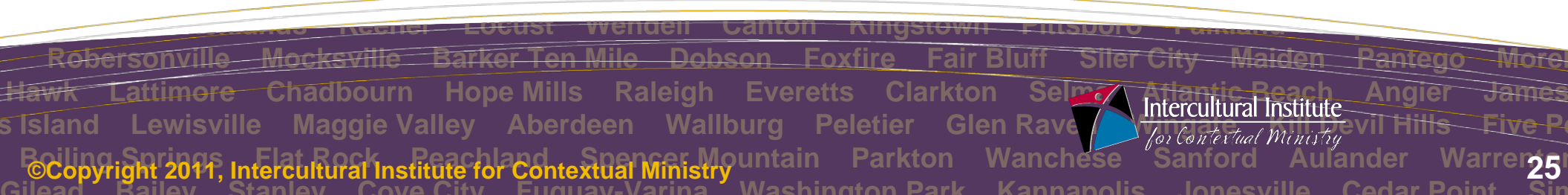


# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	905	1,741	3,960
Northern Europe	142	86	323
Western Europe	127	136	314
Southern Europe	73	36	93
Eastern Europe	48	280	470
Other Europe	0	0	0
Eastern Asia	136	146	98
So. Central Asia	22	50	248
SE Asia	43	107	145
Western Asia	5	15	29
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	22	0	37
Middle Africa	0	0	0
Northern Africa	0	7	9
Southern Africa	0	12	16
Western Africa	10	6	8
Other Africa	0	6	20
Oceania	0	2	21
Caribbean	0	18	82
Central Amer.	162	686	1,700
South America	5	105	173
North America	110	43	174
Born at sea	0	0	0



# Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	19,138	39,602	73,591
Spanish	519	1,442	3,629
Other Indo-Euro language	368	758	1,602
French (incl. Patois, Cajun)	76	96	279
French Creole	0	0	0
Italian	2	2	60
Portuguese	17	43	69
German	130	206	399
Yiddish	2	0	8
Other West Germanic	36	3	17
A Scandinavian Language	13	24	34
Greek	38	62	89
Russian	6	116	54
Polish	5	13	8
Serbo-Croatian	0	0	0
Other Slavic Language	36	88	305
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	12	97
Hindi	0	7	70
Urdu	0	22	14

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	7	60	72
Asian/PI languages	0	0	0
Chinese	47	75	85
Japanese	20	38	25
Korean	118	46	34
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	13	37
Thai	0	10	0
Laotian	21	0	0
Vietnamese	23	83	24
Other Asian	27	12	25
Tagalog	6	30	62
Other Pacific Is	0	0	41
Other languages	20	46	243
Navajo	0	0	22
Other Native N. American	0	12	50
Hungarian	0	9	35
Arabic	0	25	26
Hebrew	0	0	6
African languages	20	0	31
Other unspecified	0	0	73



# 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	15,841	32,858	62,618
Arab	6	54	42
Armenian	0	0	21
Austrian	17	25	55
British	152	216	655
Canadian	51	41	87
Croatian	0	22	34
Czech	29	42	58
Czechoslovak	22	16	24
Danish	23	65	110
Dutch	260	510	1,004
English	2,568	4,552	8,322
European	141	468	738
Finnish	36	21	56
French (not Basque)	320	662	883
French Canadian	81	185	391
German	2,204	3,719	6,855
Greek	129	130	211
Hungarian	19	99	211
Iranian	29	0	15

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,725	3,131	6,439
Italian	356	837	1,823
Lithuanian	24	59	59
Norwegian	108	279	315
Polish	181	325	812
Portuguese	18	53	66
Romanian	15	17	66
Russian	64	179	375
Scandinavian	22	31	56
Scotch-Irish	1,143	2,067	4,015
Scottish	711	1,156	2,395
Slovak	28	84	68
Subsaharan African	39	130	497
Swedish	79	233	435
Swiss	26	61	126
Ukrainian	59	79	334
US/American	2,474	6,121	10,852
Welsh	98	194	468
West Indian	11	15	128
Yugoslavian	0	15	25
Other	2,573	6,963	13,495



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

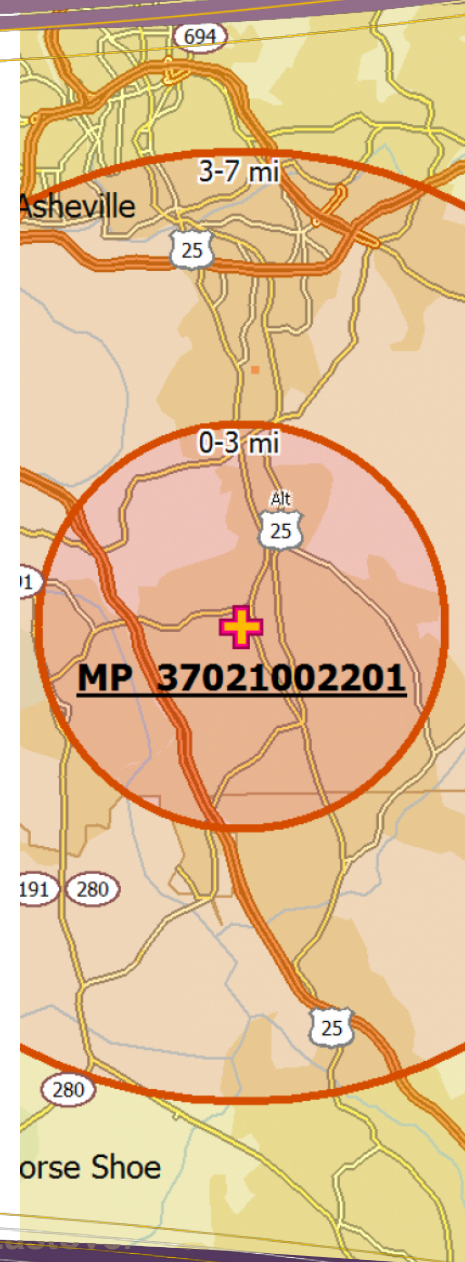
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	11,530	100%	8,796	100%
<b>AFFLUENT SUBURBIA</b>	726	6.3%	531	6.04%
America's Wealthiest	221	1.92%	177	2.01%
Dream Weavers	172	1.49%	123	1.4%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	16	0.14%	13	0.15%
Enterprising Couples	89	0.77%	60	0.68%
Small Town Success	228	1.98%	158	1.8%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	3,499	30.35%	2,434	27.67%
Status Conscious Consumers	520	4.51%	365	4.15%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	2,122	18.4%	1,425	16.2%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	857	7.43%	644	7.32%
<b>SM TWN SUCCESS</b>	1,268	11%	1,519	17.27%
Successful Urban Sprawl	806	6.99%	644	7.32%
2nd City Homebodies	305	2.65%	572	6.5%
Prime Middle America	0	0%	199	2.26%
Urban Optimists	92	0.8%	0	0%
Family Convenience	65	0.56%	59	0.67%
Mid-Market Enterprise	0	0%	45	0.51%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,530	100%	8,796	100%
<b>BLUE COLLAR BACKBONE</b>	429	3.72%	288	3.27%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	18	0.16%	11	0.13%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	411	3.56%	277	3.15%
<b>AMER. DIVERSITY</b>	2,404	20.85%	1,724	19.6%
Ethnic Urban Mix	1	0.01%	1	0.01%
Urban Blues	82	0.71%	53	0.6%
Professional Urbanites	2,189	18.99%	1,583	18%
Urban Advancement	14	0.12%	9	0.1%
Amer. Great Outdoors	107	0.93%	69	0.78%
Mature America	11	0.1%	9	0.1%
<b>METRO FRINGE</b>	1,275	11.06%	877	9.97%
Steadfast Conservative	894	7.75%	613	6.97%
Moderate Conventionalists	83	0.72%	56	0.64%
Southern Blues	50	0.43%	35	0.4%
Urban Grit	0	0%	0	0%
Grass-Roots Living	248	2.15%	173	1.97%



# 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	11,530	100%	8,796	100%
REMOTE AMERICA	122	1.06%	71	0.81%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	122	1.06%	71	0.81%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,116	9.68%	866	9.85%
Young Cosmopolitans	992	8.6%	777	8.83%
Minority Metro Communities	60	0.52%	44	0.5%
Stable Careers	46	0.4%	33	0.38%
Aspiring Hispania	18	0.16%	12	0.14%
RURAL VILLAGES & FARMS	59	0.51%	49	0.56%
Aspiring Hispania	10	0.09%	12	0.14%
Industrious Country Living	0	0%	7	0.08%
America's Farmland	49	0.42%	0	0%
Comfy Country Living	0	0%	30	0.34%
Small Town Connections	0	0%	0	0%
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	11,530	100%	8,796	100%
<b>STRUGGLING SOCIETIES</b>	121	1.05%	82	0.93%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	121	1.05%	82	0.93%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	509	4.41%	355	4.04%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	107	0.93%	66	0.75%
Af. Amer. Neighborhoods	18	0.16%	13	0.15%
Urban Diversity	362	3.14%	261	2.97%
New Generation Activists	22	0.19%	15	0.17%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



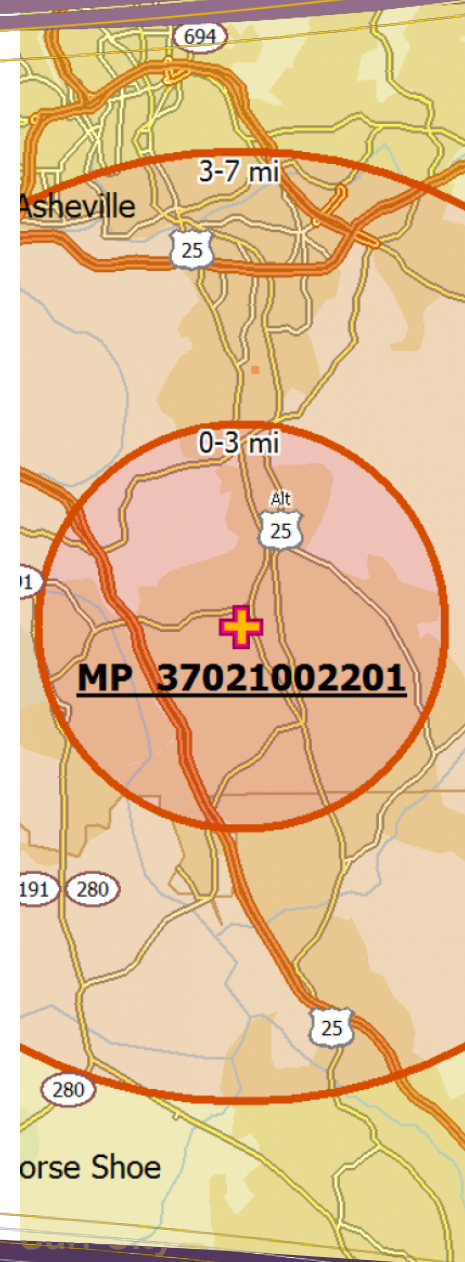
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	81%	79%	77%
Use Comp. for Internet/E-mail	67%	63%	61%
Internet Use: E-Mail	58%	54%	51%
Use Comp. for Word Processing	47%	43%	40%
Use Comp. for Comp. Games	42%	41%	40%
Use Comp. for Shopping	39%	37%	36%
Use Comp. for Digital Camera Photo Editing	37%	35%	33%
Use Comp. for Banking	36%	33%	32%
Use Comp. for Education	34%	33%	32%
Internet Use: News/ Weather	33%	30%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	32%	31%	29%
Use Comp. for News/Info./Data Service	30%	26%	25%
Internet Use: Banking	30%	27%	26%
PC-Network-HH Has One	22%	20%	18%
Use Comp. for Personal Financial Mngmnt	18%	16%	15%
Use Comp. for Accounting	17%	15%	14%
Internet Use: Shopping: Gathered Info. for Shopping	16%	14%	13%
Internet Use: Research/ Education	15%	13%	12%
Internet Use: Shopping: Made A Purchase	14%	13%	12%
Use Comp. for Telecommuting	14%	11%	10%

# 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	69%	69%	68%
Dining Out (Not Fast Food)	64%	61%	60%
Reading Books	60%	57%	55%
Card Games	43%	42%	42%
Go To A Beach/Lake	42%	39%	37%
Cooking for Fun	38%	37%	37%
Gardening	37%	36%	36%
Board Games	32%	33%	32%
Visit Museum	25%	23%	22%
Going To	21%	21%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	34%	30%	30%
Eye Dr.	24%	22%	22%
Backache	21%	22%	22%
None Of These	20%	20%	20%
High Cholesterol	19%	18%	18%
Hypertension/High Blood Pressure	18%	19%	19%
Any Arthritis	15%	15%	16%
Acid Reflux Disease (GERD)	14%	14%	15%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	33%	30.41%	29.23%
Live Theater	27.02%	23.66%	22.06%
Live Theater Most Often	22.25%	19.52%	18.12%
Rock/Pop Concerts Most Often	16.99%	16.21%	15.43%
Dance Performance	10.41%	9.58%	9.08%
Classical Concerts Most Often	9.54%	7.48%	7.02%
Movies: Comedy	41.28%	40.62%	39.38%
Movies: Action/Adventure	39.4%	39.24%	38.38%
Movies: Drama	23.36%	21.51%	20.84%

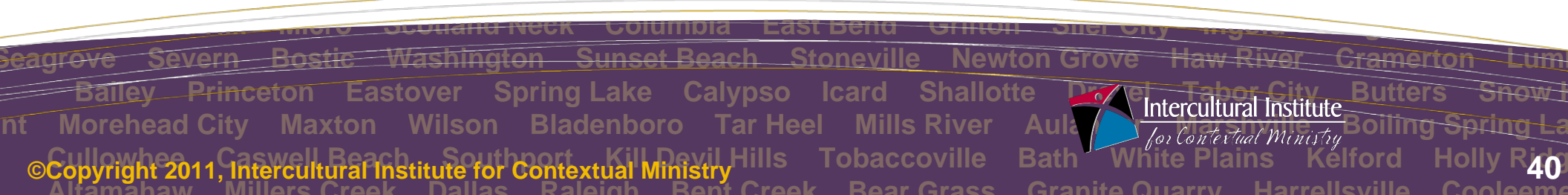
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.28%	20.7%	19.87%
Movies: Mystery	19.38%	17.89%	17.69%
Movies: Fam.	19.31%	19.94%	19.42%
MLB Baseball Reg. Season	10.21%	8.99%	8.13%
College Football Reg. Season	8.35%	7.51%	6.71%
NFL Football Reg. Season	8.14%	7.46%	6.75%
College Basketball Reg. Season	5.35%	4.89%	4.39%
NBA Basketball Reg. Season	4.63%	4.17%	3.8%
NHL Hockey Reg. Season	3.95%	3.29%	2.97%

# 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	46.05%	43.17%	41.97%
Swimming	36.01%	34.67%	33.54%
Bowling	20.33%	21.04%	20.74%
Billiards/Pool	18.89%	18.71%	18.49%
Weight Training	18.64%	17.28%	16%
Golf	17.59%	15.52%	14.49%
Using Cardio Machine	16.88%	15.41%	14.56%
Jogging/Running	16.51%	15.61%	14.83%
Stationary Cycling	14.81%	13.36%	12.8%
Freshwater Fishing	14.28%	16.56%	17.08%
Mountain/Road Biking	13.96%	13.4%	13.14%
Camping Trips	13.88%	14.97%	15.02%
Basketball	13.02%	14.15%	14.08%
Aerobics	11.64%	10.75%	10.15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.42%	10.98%	10.32%
Baseball	10.36%	10.91%	10.83%
Power Boating	9.37%	8.76%	8.52%
Tennis	8.88%	7.84%	7.27%
Football	8.17%	8.99%	9.02%
Yoga	8.17%	7.67%	7.4%
Canoeing/Kayaking	7.63%	7.35%	7.11%
Soccer	7.6%	7.32%	7.12%
Volleyball	7.57%	8.16%	8.42%
Saltwater Fishing	7.52%	7.64%	7.42%
Softball	7.46%	7.85%	7.68%
Target Shooting	7.06%	8.42%	8.62%
Hunting	6.64%	8.56%	8.81%
Motorcycling	5.76%	6.18%	5.96%





# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jet Skiing	5.41%	4.97%	4.52%
Snorkeling	5.39%	5.12%	4.72%
Horseback Riding	5.36%	5.67%	5.52%
Ice Skating	5.25%	5.23%	5.02%
Downhill & X-Country Skiing	5.22%	4.97%	4.71%
Roller Skating	4.93%	5.08%	5.08%
Water Skiing	4.57%	4.52%	4.28%
Sailing	4.22%	3.54%	3.33%
Fly Fishing	4.02%	4.22%	4.23%
Rock Climbing	3.9%	3.83%	3.57%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.78%	3.67%	3.51%
Archery	3.55%	4.25%	4.29%
Martial Arts	3.52%	3.39%	3.22%
Racquetball	3.51%	3.65%	3.65%
Snowboarding	3.42%	3.45%	3.25%
Snowmobiling	3.38%	3.68%	3.53%
Auto Racing	3.11%	3.56%	3.35%
Surfing & Windsurfing	2.85%	2.77%	2.57%
Skateboarding	2.75%	3.13%	3%
Rowing	2.71%	2.83%	2.76%

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

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

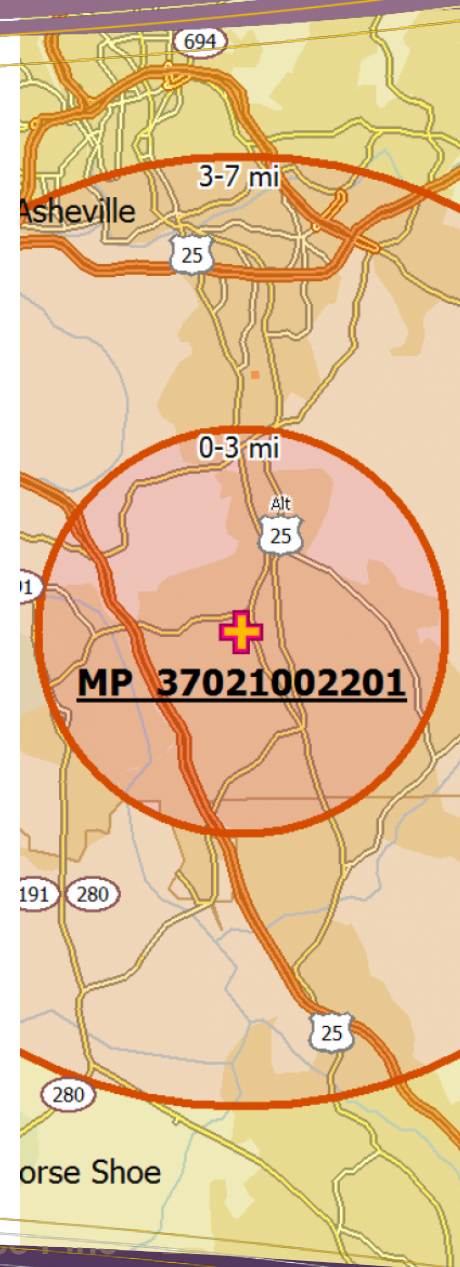
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

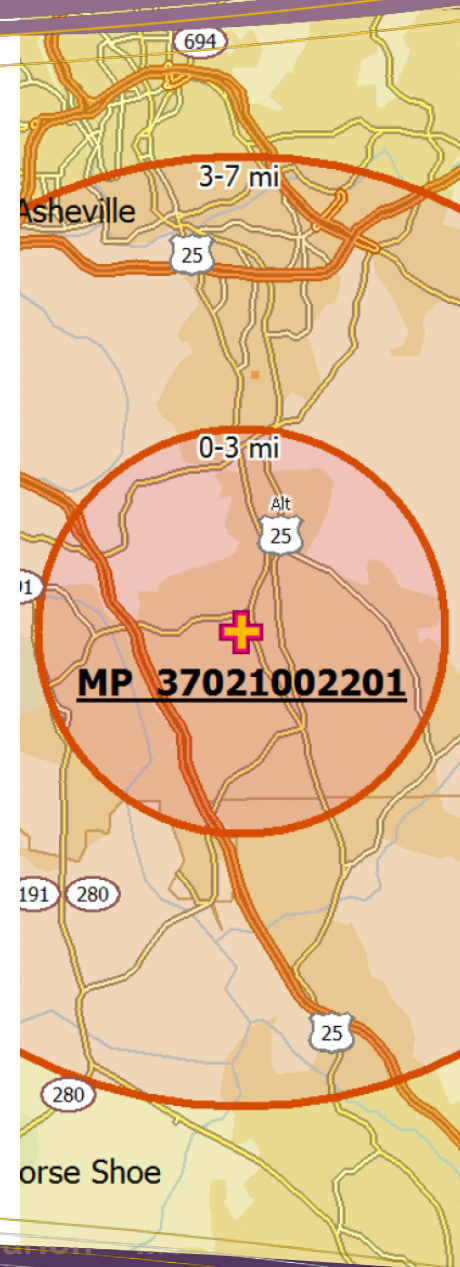
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



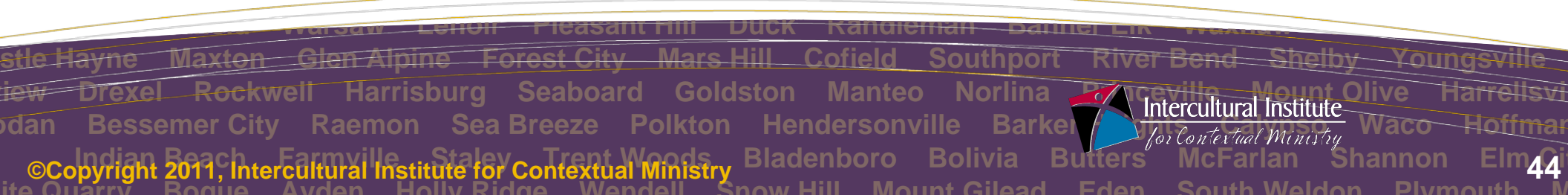
Vanceboro Ronda Rockfish Winton Farmville Bent Creek Pine Knoll Shores Earl Harmony King Mars  
Elm City Cofield Southern Pines Casar Chocowinity River Road Monroe Wallburg Swannanoa Robb  
Kernersville Glen Raven Ranlo Hayesville Jacksonville Belhaven Cranberry Weldon Fletcher  
Randleman Creedmoor Brookford Stanfield Raeford Cullowhee Trenton Fayetteville Swansboro Bluff  
Ossipee Ocoee Spring Hope Parmele Princeville Grandfather Wesley Chapel Tarboro Norlina Whispering Pines

# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	49%
Prefer To Have Few Possessions As Possible	43%	38%	36%
Find It Difficult To Say No To My Kids	37%	38%	37%
Speak My Mind Even If It Upsets People	34%	34%	35%
If Won Lottery Would Never Work Again	33%	30%	28%
Woman's Place Is In The Home	32%	33%	33%
Like Control Over People And Resources	31%	32%	32%
Friends More Important Than My Fam.	30%	27%	27%
Don't Judge People/Way They Live Life	28%	28%	28%
Like To Do Unconventional Things	27%	28%	29%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	21%	20%	20%

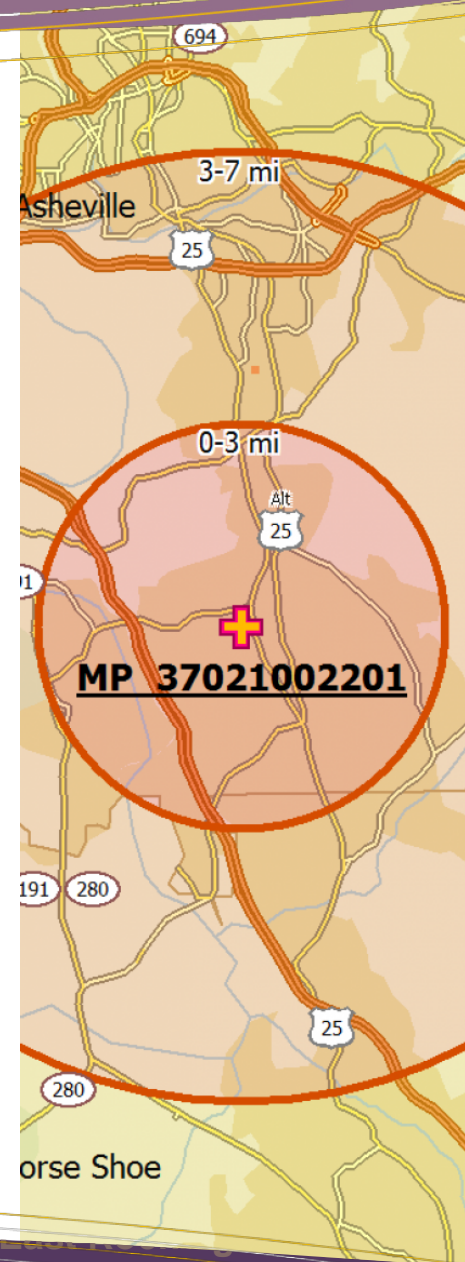
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	20%	20%
Like To Pursue Challenge/Novelty/Change	20%	18%	19%
Too Much Sponsorship In Arts/Sports	19%	21%	22%
Happy With My Standard Of Living	16%	14%	13%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
I Am A Workaholic	16%	17%	17%
Only Work Current Job for The Money	13%	14%	14%
We Should Strive for Equality for All	13%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	8%	9%
I Am A Perfectionist	6%	7%	7%



## Potential Cultural Themes

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

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



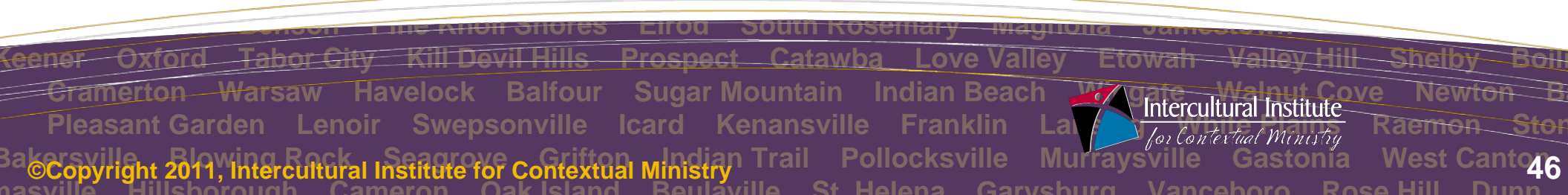
Anderson Barker Ten Mile Spring Lake Rowland Newton Grove  
Lilesville Gibson Henderson Beulaville Northwest Harrellsville Matthews Ocracoke Speed Lake Pa  
Unionville Whiteville Sanford East Spencer Pembroke Williamston La Grange Dover Proctorville Blo  
Walstonburg Gibsonville Oak Island Louisburg Faith Gatesville West Orono Park Ayden Durham  
Patterson Springs Turkey Linden Siler City Buies Creek Lawndale Pantego Cullowhee Elrod Sevi  
meyer West Marion Lowell Mulberry Tobaccoville Sugar Mountain Sandy Creek Spencer Surf City Wils

# 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.

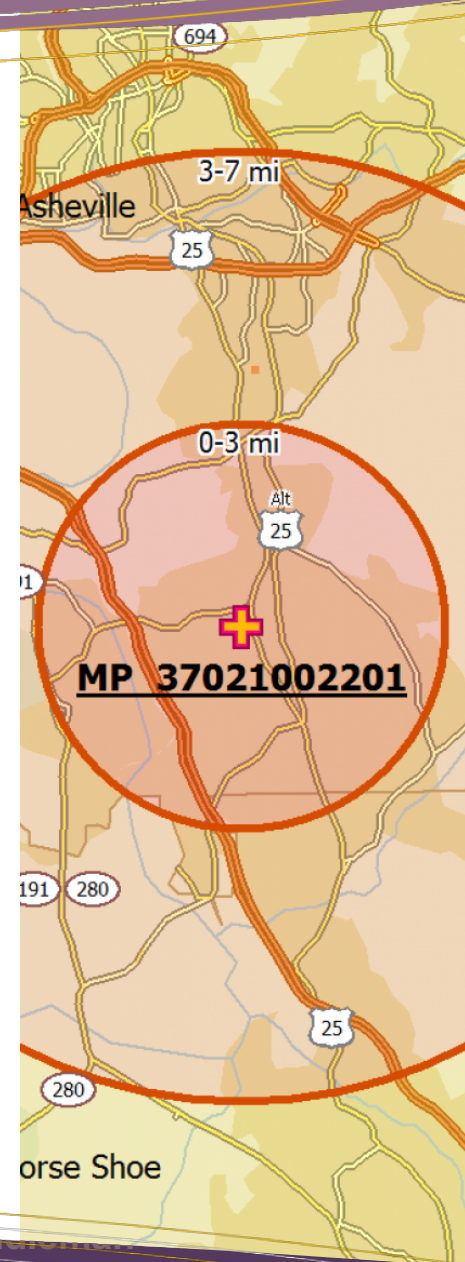
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	66%	64%	62%
You Should Seize Opportunities In Life	58%	57%	57%
Prefer To Have Few Possessions As Possible	43%	38%	36%
Like To Understand About Nature	39%	38%	38%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	31%	32%	33%
Important To Juggle Various Tasks	29%	29%	30%
Have Keen Sense Of Adventure	27%	26%	27%
Good At Fixing Things	26%	27%	27%
People Have To Take Me As They Find Me	25%	24%	23%
Like To Just Enjoy Life	25%	23%	23%
Worried About Pollution Caused By Cars	20%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	19%
Real Men Don't Cry	15%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	14%	15%	16%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	10%	11%	12%
Provide My Kids With The Little Extras	8%	10%	11%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	5%	5%	5%
Like Spending Most Time With Fam.	4%	5%	5%
Decor Particular Interest To Me	3%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%



## Potential Shared Places

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

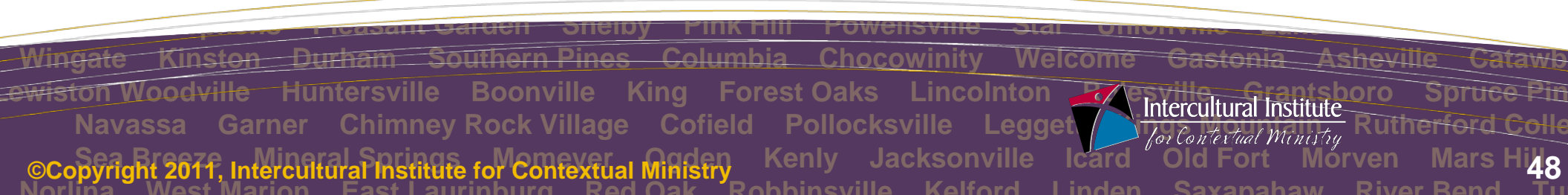


# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	84.32%	83.27%	82.44%
Fast Food/Drive-In Restaurant-Visit Any	82.92%	84.5%	84.75%
McDonald's	54.36%	55.25%	55.72%
Burger King	35.03%	36.58%	37.12%
Applebee's	30.76%	30.3%	30.14%
Wendy's	28.9%	29.59%	29.41%
Taco Bell	28.67%	29.43%	29.08%
Subway	28.26%	30.28%	30.15%
Kentucky Fried Chicken (KFC)	24.04%	26.83%	27.28%
Olive Garden	23.05%	21.9%	21.33%
Arby's	20.7%	22.75%	22.5%
Pizza Hut	18.95%	21.14%	21.28%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Outback Steakhouse	18.36%	16.59%	15.54%
Dairy Queen	16.45%	17.67%	17.91%
Red Lobster	16.36%	16.71%	16.96%
Cracker Barrel	15.42%	15.8%	15.53%
IHOP (International House Of Pancakes)	14.79%	14.42%	14.14%
Chili's Grill and Bar	14.46%	14.11%	13.16%
Starbucks	14.45%	12.97%	12.09%
Chick-Fil-A	12.81%	13.2%	12.92%
TGI Friday's	12.72%	12.25%	11.8%
Denny's	12.71%	12.54%	12.87%
Domino's Pizza	12.43%	13.11%	13.46%
Quiznos Sub	12.37%	11.19%	10.26%



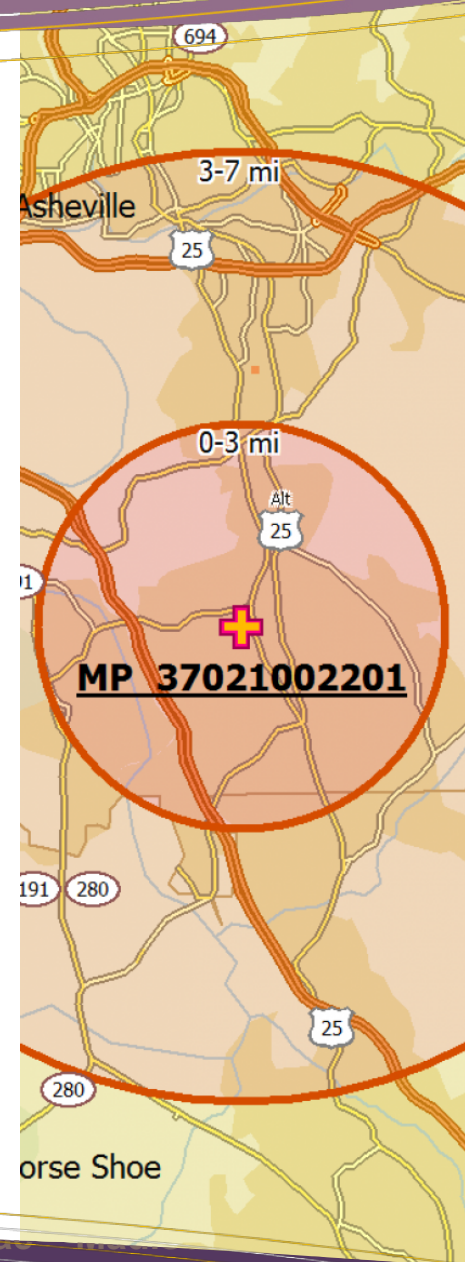


## Potential Shared Projects

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

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

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



# Potential Shared Projects

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

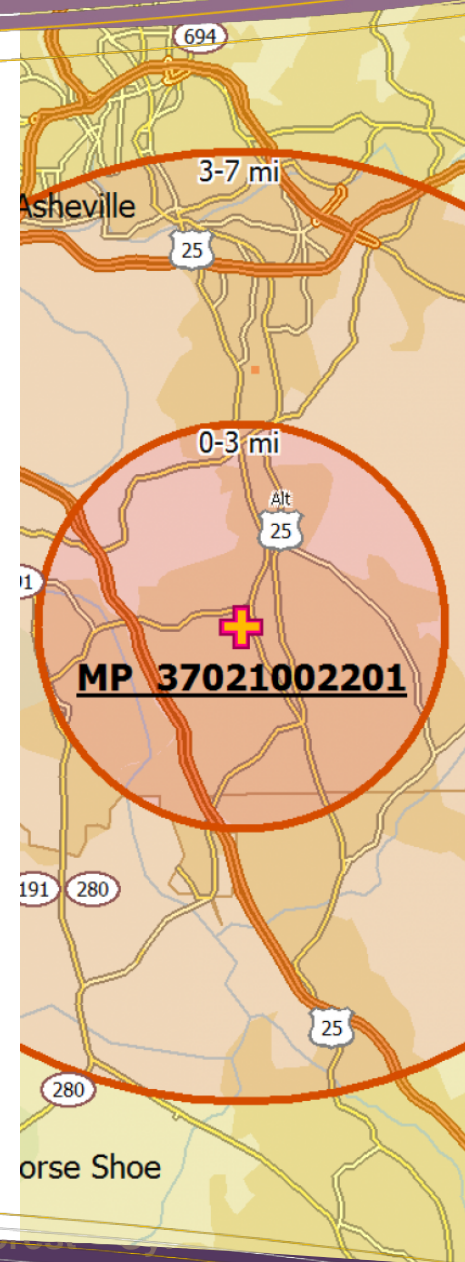
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	51.9%	49.33%	48.39%
Recycled products	42.1%	38.02%	36.61%
Worked as volunteer (non political)	20.11%	18.52%	17.59%
Engaged in fund raising	11.63%	11.49%	11.09%
Religious club member	7.74%	7.73%	7.47%
Wrote to elected offcl about publ bus	7.3%	6.75%	6.36%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.59%	6.2%	6%
Charitable Organization	6.35%	5.83%	5.64%
Took active part in local civic issue	5.86%	5.58%	5.4%
Union member	5.58%	5.49%	5.33%
Addressed a public meeting	5.51%	5.13%	4.94%
Fraternal order member	5.12%	4.92%	4.85%

## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	21.05%	18.77%	17.7%
Mystery	14.7%	13.23%	12.7%
Children's Books	13.97%	13.6%	12.96%
Cookbooks	11.86%	11.09%	10.88%
History	8.71%	7.78%	7.47%
Religious (not Bibles)	8.65%	8.85%	8.81%
Biography	8.58%	7.47%	7.05%
Personal/Business	8.17%	7.4%	6.93%
Self-help			
Romance	6.95%	7.07%	6.75%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	71.62%	69.61%	69.22%
Gen. Editorial	48.5%	47.47%	47.32%
Womens	41.45%	41.4%	41.2%
Service	37.77%	36.56%	35.71%
Business/Finance	21.36%	18.8%	17.79%
Mens	18.99%	18.64%	18.72%
Sports	16.82%	15.76%	15.66%
Mature Market	14.31%	13.49%	13.37%
Health	13.43%	13.35%	13.26%

# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	59.23%	57.37%	56.21%
Business/Finance	34.74%	31.46%	30.26%
Sport	34.52%	33.27%	33.05%
Editorial Page	32.89%	31.89%	31.59%
Classified	29.91%	32.54%	33.05%
Comics	29.02%	28.53%	28.38%
Food/Cooking	28.26%	26.8%	26.27%
Movie Listings & Reviews	28.19%	26.74%	26.34%
TV/Radio Listings	24.89%	24.55%	24.58%
Home/Gardening	23.4%	22.39%	21.97%
Travel	23.34%	21.05%	20.21%
Science/Technology	20.75%	18.96%	18.3%
Fashion	15.18%	14.57%	14.23%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	20.46%	18.99%	18.41%
Country	18.38%	20.61%	20.89%
CHR Contemp Hit Radio	18.13%	18.23%	18.49%
News/Talk	15.73%	13.68%	12.61%
Rock	13.21%	12.89%	12.78%
Alternative	12.68%	10.72%	10.04%
Oldies	12.37%	11.76%	11.52%
Classic Rock	11.33%	10.8%	10.34%
Urban Contemporary	9.89%	12.18%	13%
Variety	8.95%	8.44%	8.03%
All News	7.57%	6.16%	5.56%
Soft Contemporary	6.98%	6.67%	6.22%
Religious	6.66%	6.47%	6.23%
All Talk	6.58%	5.03%	4.67%
Jazz	5.22%	4.83%	4.69%
Classical	5.16%	4.26%	3.85%
Sports	5.07%	4.36%	3.95%
Classic Hits	4.63%	4.5%	4.29%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	66.81%	65.19%	64.19%
Soapnet	52.87%	52.24%	51.24%
Satellite Dish	50.09%	52.69%	51.98%
Comedy Central	41.85%	35.74%	34.22%
Other Video-On-Demand	39.73%	41.08%	41.21%
Sci-Fi Channel	37.19%	37.01%	36.33%
Adult Pay Per View TV	33.58%	33.39%	33.45%
MSNBC	32.41%	33.52%	33.47%
TV Info From Sunday TV Magazine	31.09%	30.27%	29.3%
ESPN Classic	30.17%	24.73%	23.04%
ABC Fam.	29.7%	26.22%	25.08%
Adult Swim	29.2%	27.72%	27.02%

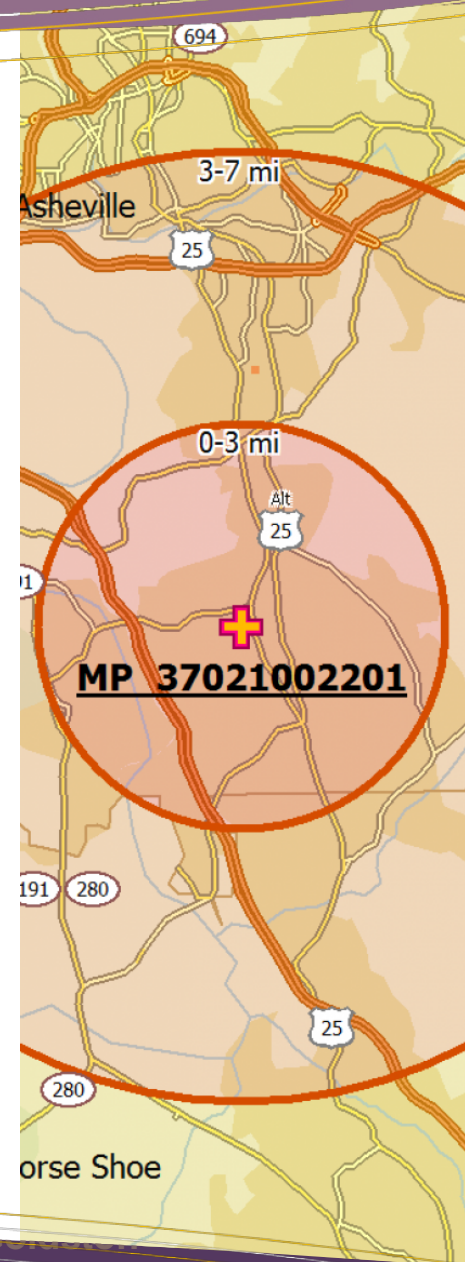
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	28.3%	26.55%	25.22%
The Golf Channel	27.42%	25.38%	24.38%
Subscribe Digital Cable	27.4%	28.56%	28.26%
Nickelodeon	27.38%	28.56%	28.16%
ESPN2	27.27%	24.56%	23.89%
USA Network	27.04%	26.1%	25.33%
TCM (Turner Classic Movies)	26.93%	25.94%	25.28%
TV Info From Newspapers	26.64%	26.84%	26.23%
BET (Black Entertainment TV)	26.48%	25.37%	25.08%
ESPN News	25.22%	21.28%	20.01%
Nick At Nite	24.9%	25.33%	24.63%
TV Info From Monthly Cable Guide	24.71%	24.86%	24.03%

## 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+)	23.01%	21.11%	20.27%
Medium Users (4-6)	12.24%	11.42%	11%
Light Users (1-3)	21.31%	20.93%	20.6%
Quintiles (20%)			
Newspaper I (Heavy)	1.13%	1.45%	1.52%
Newspaper II	1.17%	1.41%	1.49%
Newspaper III	2.3%	2.15%	2.07%
Newspaper IV	0.36%	0.5%	0.57%
Newspaper V (Light)	1.21%	1.1%	1.06%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.6%	18.59%	18.79%
Magazines II	7.88%	8.51%	8.6%
Magazines III	8.75%	9.5%	9.39%
Magazines IV	10.22%	10.68%	11.06%
Magazines V (Light)	0.38%	0.47%	0.49%
Outdoor I (Heavy)	7.12%	6.85%	6.96%
Outdoor II	2.12%	2.49%	2.71%
Outdoor III	2.81%	3.17%	3.36%
Outdoor IV	15.48%	16.22%	16.1%
Outdoor V (Light)	25.24%	25.13%	25.26%
Yellow Pages I (Heavy)	13.23%	14.11%	14.73%
Yellow Pages II	6.1%	6.03%	6.07%
Yellow Pages III	4.45%	5.36%	5.55%
Yellow Pages IV	20.81%	21.97%	22.24%
Yellow Pages V (Light)	2.65%	3.17%	3.41%



# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.95%	3.13%	3.29%
Drive Time III (Medium)	0.35%	0.51%	0.62%
Radio IV & V (Light)	2.43%	2.43%	2.53%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.77%	8.48%	8.52%
Radio III (Medium)	4.89%	4.82%	4.7%
Radio IV & V (Light)	2.77%	3.21%	3.26%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.9%	14.21%	13.2%
Cable III (Medium)	3.96%	4.43%	4.34%
Cable IV & V (Light)	33.54%	33.56%	33.6%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.57%	3.66%	3.8%
Prime Time III (Medium)	2.27%	2.1%	2.07%
Prime Time IV & V (Light)	6.55%	7.65%	7.75%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.33%	40.74%	40.04%
Fringe III (Medium)	51.81%	52.78%	52.93%
Fringe IV (Light)	54.26%	54.97%	55.07%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.92%	13.02%	13.03%
All Day III (Medium)	22.6%	23.49%	23.56%
All Day IV (Light)	11.48%	12.33%	12.82%

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.87%	12.48%	12.45%
6:00am - 10:00am	20.65%	17.53%	16.69%
10:00am - 3:00pm	7.52%	7.41%	7.7%
3:00pm - 7:00pm	13.3%	13.78%	13.7%
7:00pm - Midnight	16.14%	14.36%	13.56%
Midnight - 6:00am	6.88%	6.2%	6.16%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.88%	14.83%	14.64%
6:00am - 10:00am	5.94%	4.83%	4.52%
10:00am-3:00pm	7.31%	6.3%	6.01%
3:00pm - 7:00pm	6.63%	7.21%	7.08%
7:00pm - Midnight	9.53%	9.39%	9.11%
Midnight - 6:00am	12.05%	11.85%	11.98%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	8.87%	8.79%	8.23%
Saturday: 8:00-11:00pm	7.64%	8.27%	8.02%
Sunday: 7:00-11:00pm	10.37%	10.01%	9.92%
9:00am-1:00pm	24.9%	25.33%	24.63%
9:00am-4:00pm	28.56%	29.08%	28.31%
4:00pm-7:00pm	31.65%	30.3%	29.59%
11:00pm-1:00am	39.99%	41.29%	41.47%
AVG Prime time	2.95%	3.08%	2.93%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.53%	18.25%	17.5%
7-9am	27.27%	24.56%	23.89%
9am-12noon	20.88%	21.04%	20.24%
12noon-4pm	7.68%	8.05%	8.07%
4-6pm	53.37%	50.59%	48.19%
6-7pm	18.64%	18.73%	18.75%
7-7:30pm	1.73%	1.78%	1.63%
7:30-8pm	10.07%	10.57%	10.69%
8-11pm	8.87%	8.79%	8.23%
11pm-12am	32.41%	33.52%	33.47%
11pm-1am	39.99%	41.29%	41.47%
1-6am	35.82%	33.06%	32.63%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20.9%	19.58%	18.95%
Sat: 10am-1pm	8.06%	8.25%	7.89%
Sat: 1-4pm	25.44%	25.52%	25.02%
Sat: 4-6pm	7.02%	7.26%	6.94%
Sat: 6-7pm	2.75%	2.35%	2.16%
Sat: 7-8pm	1%	1.03%	0.89%
Sat: 8-11pm	7.64%	8.27%	8.02%
Sat: 11pm-1am	5.25%	5.12%	5.01%
Sat: 1am-7pm	27.04%	26.1%	25.33%
Sun: 7-10am	2.27%	2.3%	2.26%
Sun: 10am-1pm	6.64%	6.69%	6.63%
Sun: 1-4pm	6.96%	6.64%	6.26%
Sun: 4-7pm	12.95%	13.47%	13.4%
Sun: 7-11pm	10.37%	10.01%	9.92%
Sun: 11pm-1am	4.42%	4.72%	4.8%
Sun: 1-7am	21.38%	21.56%	21.26%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

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

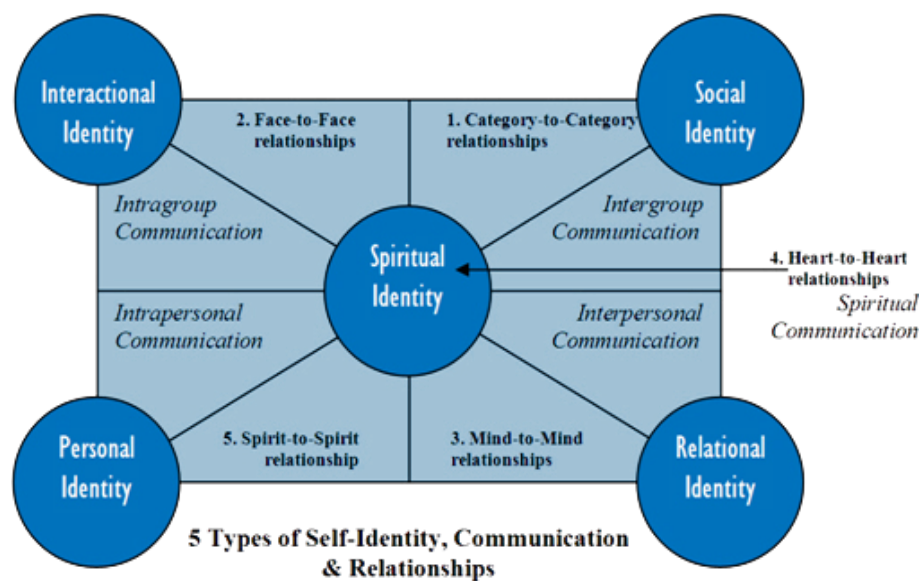


# Establishing Redemptive Relationships

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

## Communication Steps

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

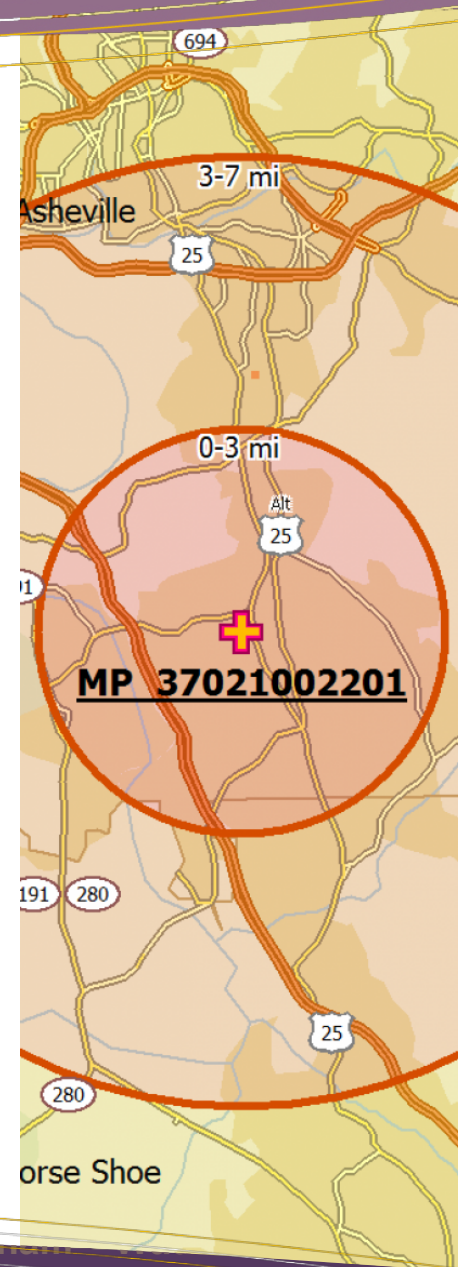


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Arden First - Arden	3839 Sweeten Creek Rd Arden, NC 28704	1.37 mi	188	Growing
2	Mills Gap	370 Mills Gap Rd Asheville, NC 28803	1.89 mi	73	Insufficient Data
3	Biltmore - Arden	35 Clayton Rd Arden, NC 28704	2.46 mi	3,730	Plateauing
4	Long Shoals - Arden	661 Long Shoals Rd Arden, NC 28704	2.67 mi	55	Declining
5	Work of Christ Church	4 Long Shoals Rd 161 Arden, NC 28704	2.71 mi	0	Insufficient Data
6	South Asheville - Asheville	32 Le An Hurst Rd Asheville, NC 28803	3.48 mi	50	Plateauing
7	Fletcher First - Fletcher	5 Cane Creek Road Fletcher, NC 28732	3.68 mi	471	Plateauing
8	Blue Ridge Cowboy Church	1301 Fanning Bridge Rd Fletcher, NC 28732	4.02 mi	100	Insufficient Data
9	Trinity - Fairview	276 Concord Rd Fletcher, NC 28732	4.28 mi	736	Plateauing
10	Bent Creek - Asheville	1554 Brevard Rd Asheville, NC 28806	4.48 mi	115	Growing
11	Emma's Grove - Fletcher	417 Emmas Grove Rd Fletcher, NC 28732	4.99 mi	79	Declining
12	Oak Forest - Fletcher	484 Jackson Rd Fletcher, NC 28732	5.06 mi	99	Plateauing
13	Oak Grove - Fletcher	1552 Cane Creek Rd Fletcher, NC 28732	5.09 mi	32	Plateauing
14	Reynolds - Asheville	520 Rose Hill Rd Asheville, NC 28803	5.43 mi	118	Insufficient Data
15	Asheville Korean - Hendersonville	2905 N Rugby Rd Hendersonville, NC 28791	5.49 mi	20	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Mount Gilead - Mills River	56 Mount Gilead Church Rd Mills River, NC 28759	5.60 mi	0	Plateauing
17	Reed Memorial - Asheville	756 Fairview Rd Asheville, NC 28803	5.70 mi	106	Growing
18	Oakley - Asheville	70 Fairview Ave Asheville, NC 28803	5.77 mi	148	Plateauing
19	Gashes Creek - Asheville	308 Gashes Creek Rd Asheville, NC 28803	5.94 mi	71	Plateauing
20	Hoopers Creek - Fletcher	1 Hoopers Creek Church Rd Fletcher, NC 28732	6.02 mi	158	Insufficient Data
21	Inanda - Asheville	590 Brevard Rd Asheville, NC 28806	6.32 mi	58	Declining
22	Sulphur Springs Park - Asheville	12 High Alta Ave Asheville, NC 28802	6.50 mi	25	Plateauing
23	Ecclesia - Fairview	15 Spivey Lake Dr Fairview, NC 28730	6.54 mi	146	Insufficient Data
24	Amazing Grace	56 Gaston Mountain Rd Asheville, NC 28806	6.70 mi	0	Insufficient Data
25	Naples - Hendersonville	799 Rugby Dr Hendersonville, NC 28791	6.82 mi	79	Plateauing
26	Beverly Hills - Asheville	777 Tunnel Rd Asheville, NC 28805	7.24 mi	224	Plateauing
27	Calvary - Asheville	531 Haywood Rd Asheville, NC 28806	7.36 mi	187	Insufficient Data
28	Oteen - Asheville	37 Oteen Church Rd Asheville, NC 28805	7.39 mi	56	Plateauing
29	Morningside - Asheville	14 Mineral Springs Rd Asheville, NC 28805	7.46 mi	45	Growing
30	Grace - Asheville	718 Haywood Rd Asheville, NC 28806	7.47 mi	126	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Westwood - Asheville	150 Westwood Pl Asheville, NC 28806	7.49 mi	77	Insufficient Data
32	Sand Hill - Asheville	232 Sand Hill Rd Asheville, NC 28806	7.51 mi	12	Plateauing
33	Community - Asheville	103 Burton St Asheville, NC 28806	7.53 mi	28	Insufficient Data
34	Enka - Enka	1310 Sand Hill Rd Enka, NC 28728	7.58 mi	62	Declining
35	Locust Grove - Hendersonville	1741 Locust Grove Rd Hendersonville, NC 28792	7.74 mi	24	Declining
36	Fellowship Asheville	20 Battery Park Ste 403 Asheville, NC 28801	7.87 mi	0	Insufficient Data
37	West Asheville - Asheville	926 Haywood Rd Asheville, NC 28806	7.90 mi	784	Declining
38	French Broad - Hendersonville	182 Grandview Ln Hendersonville, NC 28791	7.93 mi	157	Plateauing
39	Fairview - Fairview	32 Church Rd Fairview, NC 28730	7.93 mi	158	Declining
40	Friendship - Asheville	240 Haywood St Asheville, NC 28801	7.93 mi	60	Plateauing
41	New Morgan Hill - Candler	370 Lake Dr Candler, NC 28715	7.95 mi	241	Plateauing
42	Asheville First - Asheville	5 Oak St Asheville, NC 28801	7.98 mi	0	Insufficient Data
43	Relate Church	227 Hazel Mill Rd Asheville, NC 28806	8.02 mi	0	Insufficient Data
44	Bethel Romanian	227 Hazel Mill Rd Asheville, NC 28806	8.02 mi	0	Insufficient Data
45	Freedom - Asheville	50 Rice Rd Asheville, NC 28806	8.07 mi	200	Growing





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

In Partnership with:



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