MissionSite

top unreached locations

ASHEVILLE, NC

CENSUS TRACT: 37021002602
REGION: Region 9: Mountains
COUNTY: Buncombe
SITESCAPE: Townscape
DENSITY PATTERN: E3

iMultiply
CONGREGATIONAL REPRODUCTION

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MissionSite (TM)
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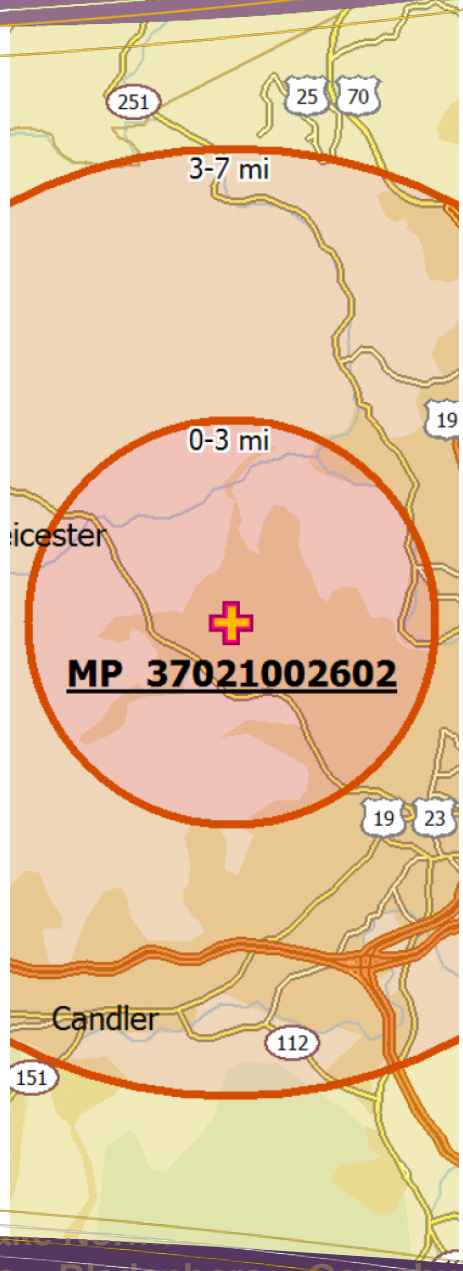
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37021	Buncombe
4	Zipcode	28806	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	E3	50000-100000-100000



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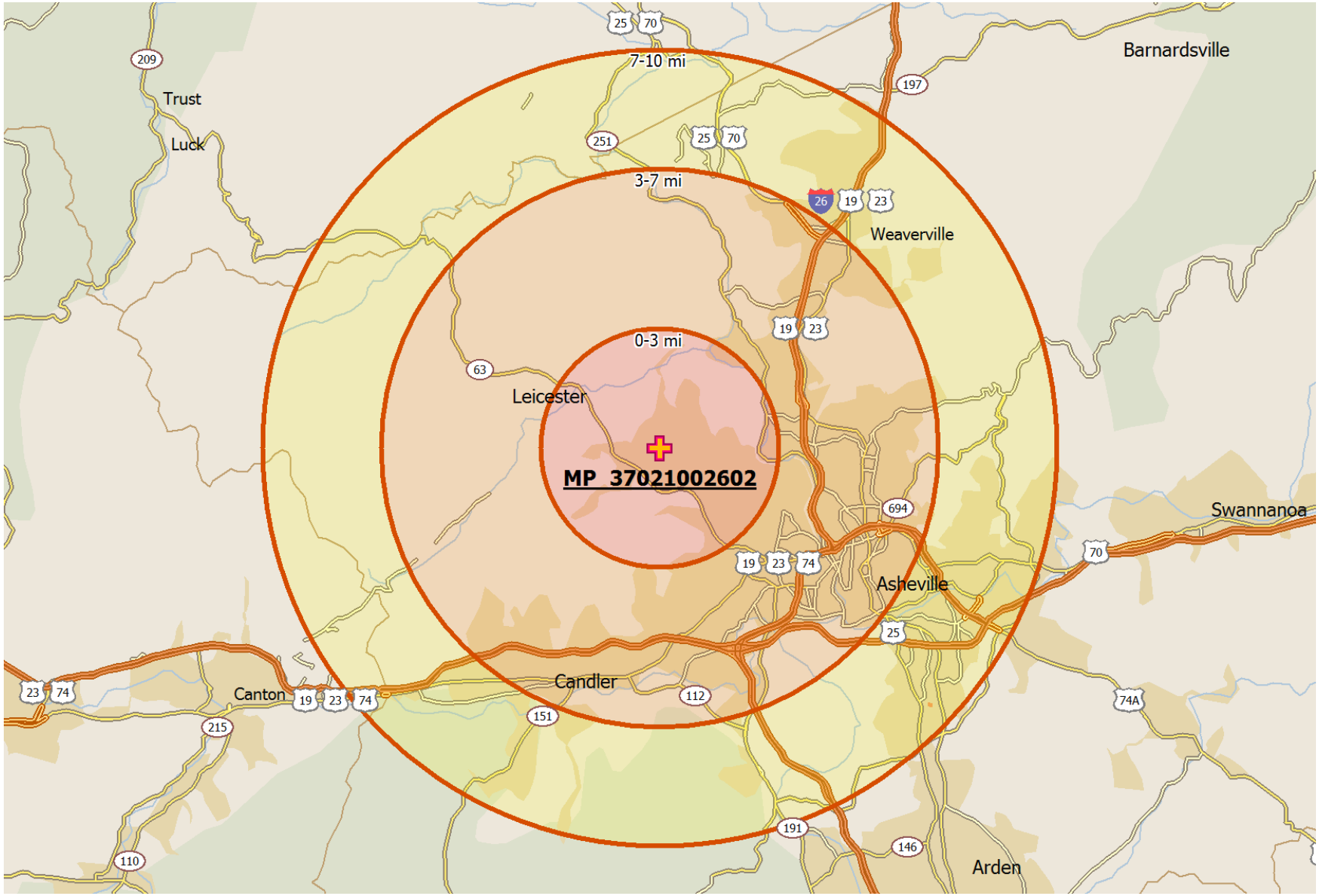
Site Location Summary - Map of the Site Location



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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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	14,128	83,608	50,415
2010 Households	5,636	36,451	22,105
2010 Group Quarters Population	159	3,620	617

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	42	36
Language Diversity National Index	33	34	30
Foreign Born Diversity National Index	45	40	38
Ancestry Diversity National Index	76	77	84
Racial Diversity National Index	22	33	27

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	708	12.56%
Mainstay Communities	Established, Diverse Households	1,347	23.9%
Working Communities	Blue-collar, Working Families	1,918	34.03%
Country Communities	Rural, Agri. & Mining Families	808	14.34%
Aspiring Communities	Young Singles / Aspiring-Multihousing	34	0.6%
Urban Communities	High Density, Inner-city Neighborhoods	823	14.6%

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Using the Site Location Summary

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

Issues for Your Consideration

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

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

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Using the Site Location Summary

Issues for Your Consideration - continued

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

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

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

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	67,697	3,690	5.45%
Unreached %	67.59%	65.47%	96.86
Religious But NOT Evangelical HH	16,190	746	4.6%
Religious But NOT Evangelical %	16.16%	13.23%	81.84
Spiritual But NOT Relig or Evang HH	11,321	659	5.82%
Spiritual But NOT Relig or Evang %	11.3%	11.7%	103.47
Not Evangelical, Not Interested HH	40,279	2,286	5.68%
Not Evangelical, Not Interested %	40.21%	40.56%	100.86

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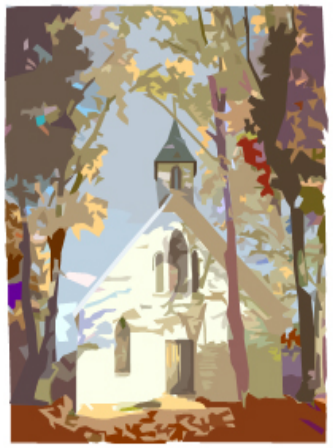
Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	116	8	6.9%
Active BCNC Attenders	17,528	1,223	6.98%
Active Evangelical Households	14,250	855	6%
Active Evangelical Percent	14.23%	15.17%	106.65
Inactive Evangelical Households	18,218	1,093	6%
Inactive Evangelical Percent	18.19%	19.39%	106.62
# New Churches Needed	0	0	0%



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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Mount Carmel - Asheville	1.53 mi	256	Plateauing
2	Zion Hill - Leicester	1.74 mi	136	Declining
3	Bethel - Asheville	2.20 mi	78	Growing
4	Newfound - Leicester	2.34 mi	274	Declining
5	Macedonia - Alexander	2.42 mi	143	Growing
6	Victory - Asheville	2.60 mi	182	Plateauing
7	Erwin Hills - Asheville	2.93 mi	42	Insufficient Data
8	New Liberty - Asheville	2.98 mi	112	Plateauing
9	Iglesia Comunidad Nueva Vida	3.35 mi	0	Insufficient Data
10	New Life Community - Asheville	3.35 mi	394	Declining
11	Sunrise - Asheville	3.50 mi	89	Declining
12	Elk Mountain - Asheville	3.83 mi	0	Insufficient Data
13	Turkey Creek - Leicester	3.86 mi	200	Insufficient Data
14	Starnes Cove - Asheville	3.97 mi	203	Plateauing
15	Freedom - Asheville	4.24 mi	200	Growing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Deaverview - Asheville	4.24 mi	63	Declining
17	Emma - Asheville	4.27 mi	63	Plateauing
18	Liberty - Candler	4.38 mi	114	Growing
19	West Asheville - Asheville	4.51 mi	784	Declining
20	Riverside - Asheville	4.67 mi	150	Insufficient Data
21	Newbridge - Asheville	4.76 mi	240	Growing
22	North Asheville Baptist Church	4.82 mi	981	Insufficient Data
23	Relate Church	4.83 mi	0	Insufficient Data
24	Bethel Romanian	4.83 mi	0	Insufficient Data
25	Sand Hill - Asheville	4.83 mi	12	Plateauing
26	Pole Creek - Candler	4.90 mi	578	Declining
27	Paradigm	4.90 mi	0	Insufficient Data
28	Grace - Asheville	5.00 mi	126	Plateauing
29	Pine Burr Park - Asheville	5.04 mi	35	Growing
30	Edgewood	5.11 mi	50	Growing

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

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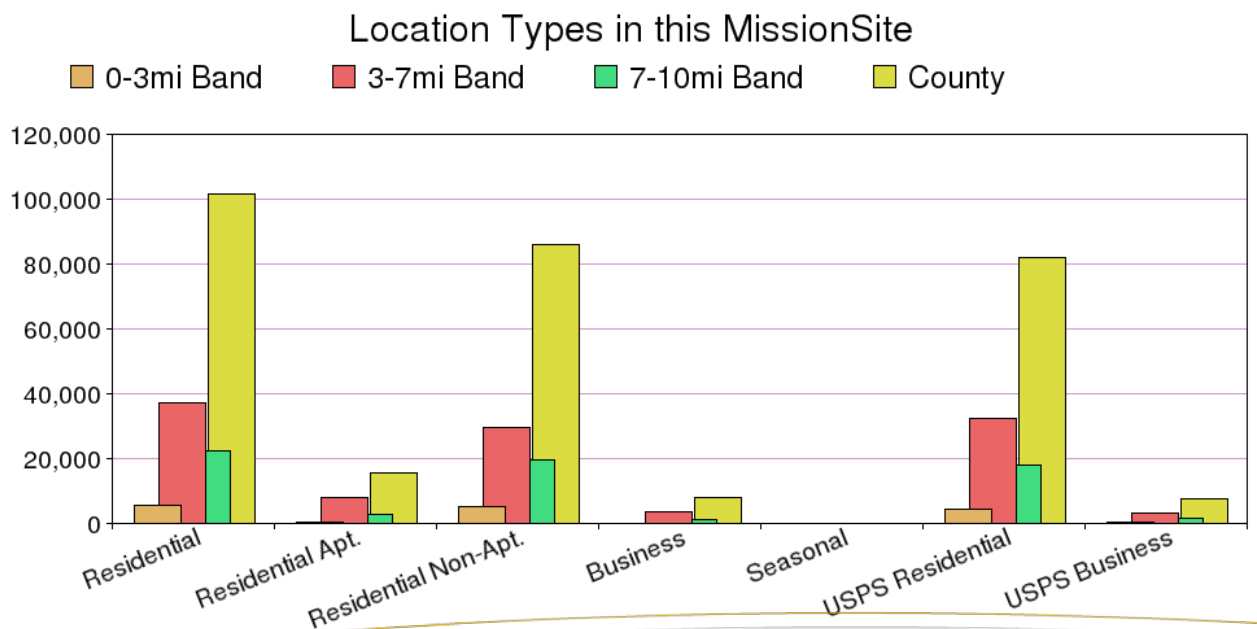
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	174,765	9,043	5.17%
2000 Population	206,330	11,349	5.5%
2010 Population	233,764	14,128	6.04%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,781	3,426	4.84%
2000 Households	85,776	4,371	5.1%
2010 Households	100,164	5,636	5.63%



Location Type	0-3mi Band
Residential	5,662
Residential Apt.	338
Residential Non-Apt.	5,324
Business	191
Seasonal	0
USPS Residential	4,238
USPS Business	229

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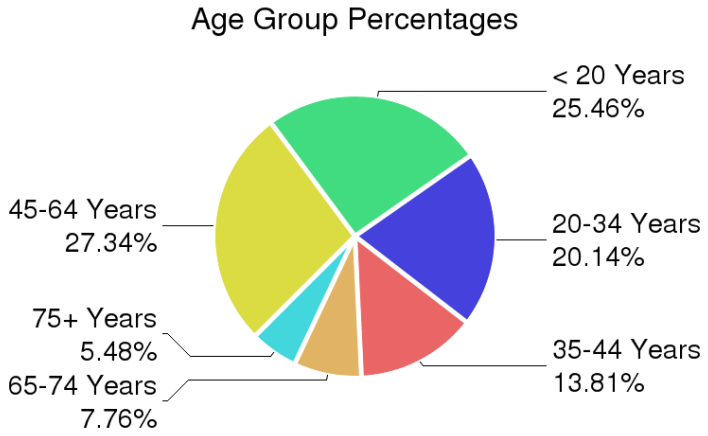
Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	6.38%	122.93
4-5 Years	2.4%	2.71%	112.92
6-8 Years	3.51%	4.02%	114.53
9-11 Years	3.39%	3.6%	106.19
12-13 Years	2.2%	2.27%	103.18
14-17 Years	4.48%	4.35%	97.1
18-19 Years	2.23%	2.14%	95.96
0-5 Years	7.59%	9.09%	119.76
6-12 Years	8%	8.79%	109.88
13-19 Years	7.8%	7.58%	97.18
< 20 Years	23.39%	25.46%	108.85
20-34 Years	19.01%	20.14%	105.94
35-44 Years	13.31%	13.81%	103.76
45-64 Years	27.56%	27.34%	99.2
65-74 Years	8.81%	7.76%	88.08
75+ Years	7.9%	5.48%	69.37
Median Age	41	38	93.56
Median Age (Male)	39	37	94.88
Median Age (Female)	42	39	92.81

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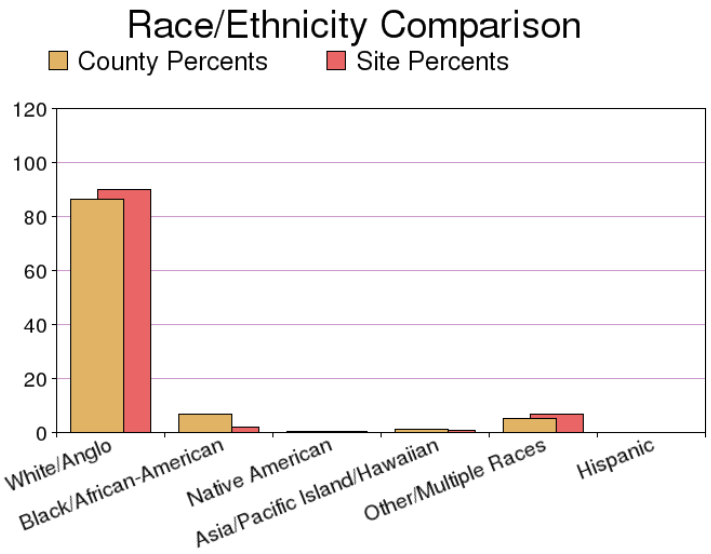
Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.27%	90.18%	104.52
Black, African-American	6.79%	2.06%	30.32
Native American	0.42%	0.45%	106.64
Asian	1.14%	0.6%	52.87
Pacific Island, Hawaiian	0.05%	0.01%	29.29
Other/Multiple Races	5.32%	6.7%	125.8
Hispanic	0%	6.83%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	165,486	9,700	
Less than 9th Grade	4.29%	5.29%	81.16
No High School Diploma	7.75%	8.9%	87.11
High School Graduate	26.03%	33.03%	78.81
Some College, no degree	21.04%	20.51%	102.6
Associate Degree	8.05%	8.7%	92.49
College Degree	20.78%	16.3%	127.49
Graduate/Prof. degree	12.06%	7.28%	165.69

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	7.13%	6.14%	122.01
$10,000 to $19,999	13.22%	13.22%	100.02
$20,000 to $29,999	12.7%	14.39%	113.34
$30,000 to $49,999	22.42%	24.65%	109.92
$50,000 to $59,999	9.12%	11.82%	129.61
$60,000 to $69,999	7.98%	10.11%	126.77
$70,000 to $79,999	6.2%	6.33%	102.15
$80,000 to $89,999	4.72%	3.78%	80.01
$90,000 to $99,999	3.18%	2.24%	70.31
$100,000 to $124,999	5.4%	3.66%	67.63
$125,000 to $149,999	2.83%	2.48%	87.92
$150,000 to $199,999	2.61%	0.66%	25.11
$200,000 to $249,999	0.73%	0.14%	19.34
$250,000 or more	1.76%	0.39%	22.15
Median Household	44,474	43,205	97.15
Average Household	62,842	48,785	77.63
Per Capita Household	27,651	19,480	70.45
Family/Non-Family Household Income			
Median Family Income	56,281	51,181	90.94
Average Family Income	76,826	55,313	72
Median Non-Family Income	28,721	26,678	92.89
Average Non-Family Income	41,481	33,974	81.9

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	60.43%	68.86%	113.94
Families with Children	27.7%	32.17%	116.13
Families without Children	32.74%	36.69%	112.09
Non-Family Households			
% Non-Family Households	39.57%	31.14%	78.7
Non-Families with Children	0.42	0.53	127.25
Non-Families without Children	39.15	30.61	78.18
Housing Units			Index
Total Housing Units	112,007	6,165	
Vacant percent	10.57%	8.58%	81.15
Owned percent	60.5%	72.39%	119.65%
Rented Percent	28.92%	19.01%	65.73
Households by Size			Index
Avg household size	2.26	2.48	109.73
Avg family hh size	2.94	3.01	102.38
Avg non-family hh size	1.23	1.29	104.88
Households By Count of Persons			Percent
One	30,946	1,355	4.38%
Two	36,588	2,094	5.72%
Three or Four	27,073	1,823	6.73%
Five+	5,557	364	6.55%

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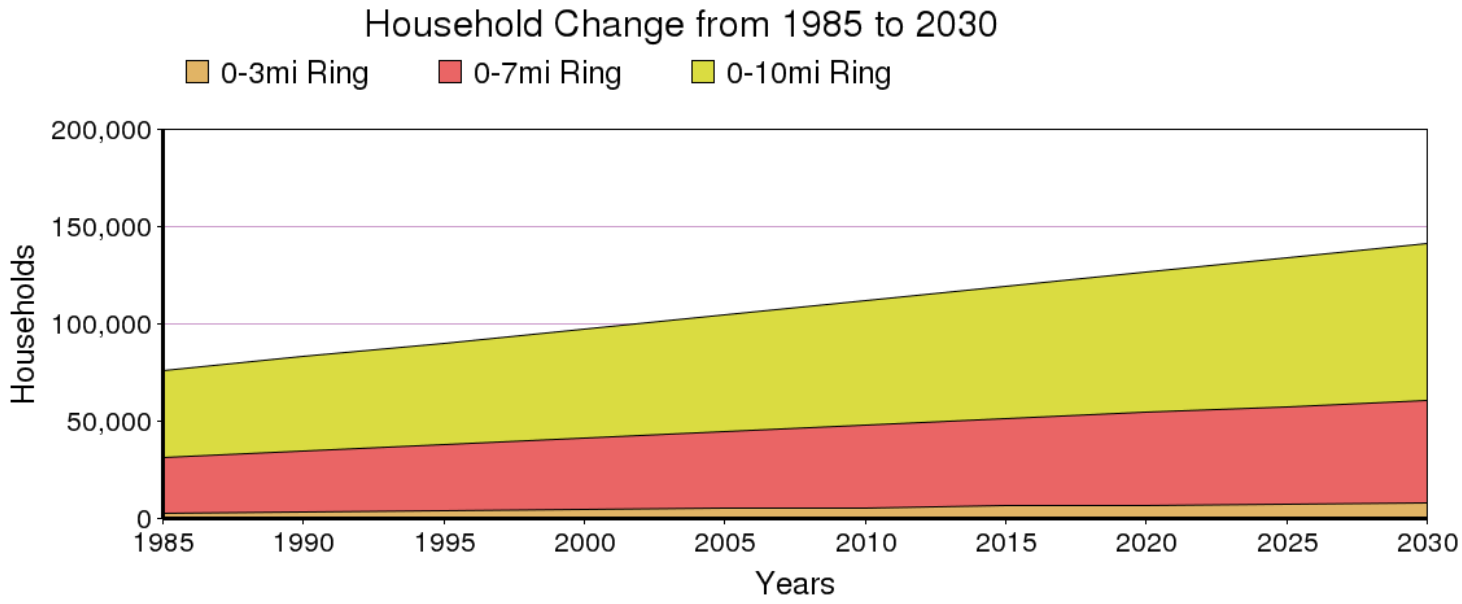
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	174,765	9,043	5.17%
2000 Population	206,330	11,349	5.5%
2010 Population	233,764	14,128	6.04%
2015 Population	245,308	15,814	6.45%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	70,781	3,426	4.84%
2000 Households	85,776	4,371	5.1%
2010 Households	100,164	5,636	5.63%
2015 Households	106,435	6,409	6.02%



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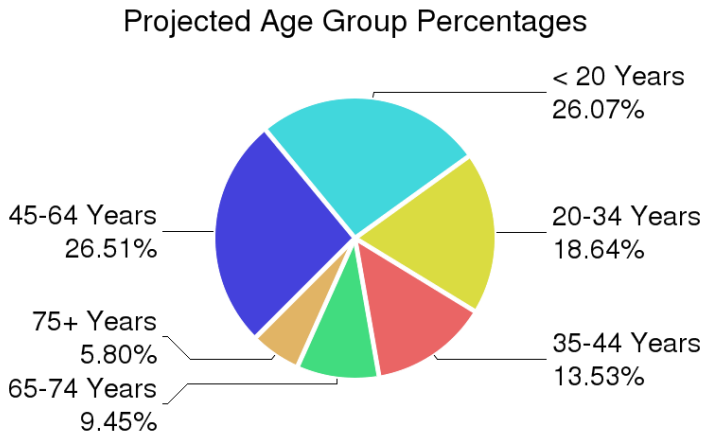
Projected Demographic Summary

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	6.38%	6.56%	102.82
4-5 Years	2.71%	2.86%	105.54
6-8 Years	4.02%	4.22%	104.98
9-11 Years	3.6%	3.8%	105.56
12-13 Years	2.27%	2.39%	105.29
14-17 Years	4.35%	4.22%	97.01
18-19 Years	2.14%	2%	93.46
0-5 Years	9.09%	9.43%	103.74
6-12 Years	8.79%	9.24%	105.12
13-19 Years	7.58%	7.4%	97.63
< 20 Years	25.46%	26.07%	102.4
20-34 Years	20.14%	18.64%	92.55
35-44 Years	13.81%	13.53%	97.97
45-64 Years	27.34%	26.51%	96.96
65-74 Years	7.76%	9.45%	121.78
75+ Years	5.48%	5.8%	105.84
Median Age	41	39	95.82
Median Age (Male)	39	38	97.35
Median Age (Female)	42	40	94.77

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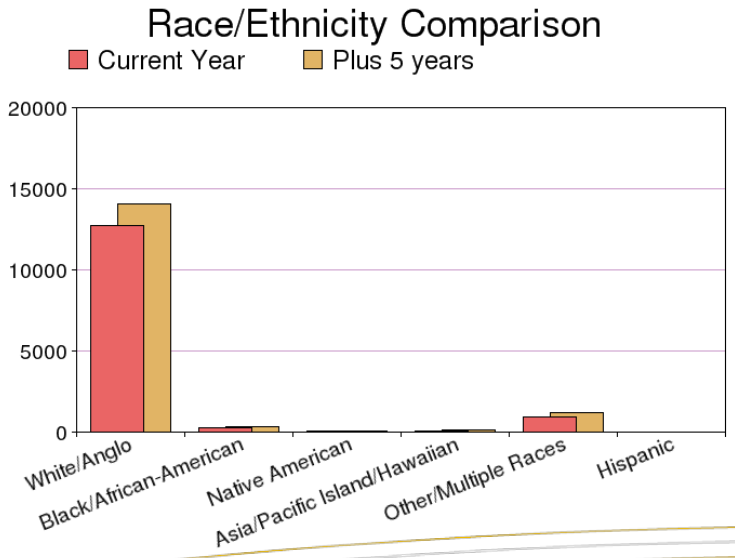
Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	90.18%	88.81%	98.48
Black, African-American	2.06%	2.27%	110.21
Native American	0.45%	0.49%	107.49
Asian	0.6%	0.71%	117.72
Pacific Island, Hawaiian	0.01%	0.01%	44.67
Other/Multiple Races	6.7%	7.73%	115.5
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,700	10,792	
Less than 9th Grade	5.29%	4.5%	85.15
No High School Diploma	8.9%	7.26%	81.65
High School Graduate	33.03%	31.48%	95.3
Some College, no degree	20.51%	20.66%	100.77
Associate Degree	8.7%	9.06%	104.15
College Degree	16.3%	18.32%	112.39
Graduate/Prof. degree	7.28%	8.71%	119.67

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	6.14%	5.77%	94.04
$10,000 to $19,999	13.22%	13.01%	98.44
$20,000 to $29,999	14.39%	13.34%	92.71
$30,000 to $49,999	24.65%	23.39%	94.9
$50,000 to $59,999	11.82%	11.83%	100.09
$60,000 to $69,999	10.11%	10.55%	104.29
$70,000 to $79,999	6.33%	6.8%	95.08
$80,000 to $89,999	3.78%	4.2%	101.98
$90,000 to $99,999	2.24%	2.34%	104.69
$100,000 to $249,999	3.66%	4.56%	124.65
$125,000 to $149,999	2.48%	2.7%	108.67
$150,000 to $199,999	0.66%	0.7%	106.95
$200,000 to $249,999	0.14%	0.12%	87.94
$250,000 or more	0.39%	0.42%	107.92
Median Household	43,205	45,440	105.17
Average Household	48,785	52,213	107.03
Per Capita Household	19,480	21,179	108.72
Family/Non-Family Household Income			
Median Family Income	51,181	54,261	106.02
Average Family Income	55,313	60,151	108.75
Median Non-Family Income	26,678	28,106	105.35
Average Non-Family Income	33,974	36,286	106.81

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.86%	66.09%	95.98
Families with Children	32.17	30.55	94.97
Families without Children	36.69	37.81	103.03
Non-Family Households			
% Non-Family Households	31.14%	33.91%	108.88
Non-Families with Children	0.53	0.5	108.88
Non-Families without Children	30.61	33.41	109.15
Housing Units			
Total Housing Units	6,165	7,032	114.06%
Vacant percent	8.58%	8.85%	103.08
Owned percent	72.39%	72.03%	99.5
Rented Percent	19.01%	19.13%	100.61
Households by Size			
Avg household size	2.48	2.44	98.39%
Avg family hh size	3.01	3.06	101.66%
Avg non-family hh size	1.29	1.23	95.35%
Households By Count of Persons			
One	1,355	1,638	120.89%
Two	2,094	2,359	112.66%
Three or Four	1,823	2,009	110.2%
Five+	364	403	110.71%

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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	597	3,162	1,971
Northern Europe	24	248	133
Western Europe	25	262	130
Southern Europe	24	60	22
Eastern Europe	127	438	280
Other Europe	0	0	0
Eastern Asia	56	90	158
So. Central Asia	20	172	108
SE Asia	81	190	110
Western Asia	6	16	16
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	6	14
Middle Africa	0	0	0
Northern Africa	0	15	0
Southern Africa	16	22	0
Western Africa	0	4	10
Other Africa	0	0	0
Oceania	3	23	5
Caribbean	0	49	40
Central Amer.	196	1,394	769
South America	3	92	95
North America	16	81	81
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	10,792	67,584	43,218
Spanish	434	2,876	1,655
Other Indo-Euro language	208	1,247	939
French (incl. Patois, Cajun)	17	223	135
French Creole	0	0	0
Italian	1	33	13
Portuguese	2	15	8
German	44	286	294
Yiddish	12	3	5
Other West Germanic	0	19	15
A Scandinavian Language	0	7	21
Greek	26	89	28
Russian	46	105	105
Polish	20	14	21
Serbo-Croatian	0	0	0
Other Slavic Language	31	267	154
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	65	59
Hindi	0	70	7
Urdu	0	10	34

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	9	15	36
Asian/PI languages	0	0	0
Chinese	0	100	76
Japanese	0	43	48
Korean	60	35	38
Mon-Khmer, Cambodian	85	0	0
Miao, Hmong	0	50	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	29	78
Other Asian	6	21	21
Tagalog	0	107	28
Other Pacific Is	8	59	9
Other languages	0	209	18
Navajo	0	19	0
Other Native N. American	0	52	18
Hungarian	0	51	0
Arabic	0	15	0
Hebrew	0	14	0
African languages	0	0	0
Other unspecified	0	58	0

Reidsville Pine Knoll Shores Linden Dillsboro Spindale Zebulon Maggie Valley Weaverville Glen Alpine
Milton Mount Gilead Lilesville Aberdeen Peletier Elrod Clinton Chadbourn Greenville
Grove Forest Oaks Kings Grant Thomasville Cajah's Mountain Tabor Oak Island
Bermuda Run Asheville Love Valley South Weldon Statesville Woodlawn New London
Harmony Sanford Newton Grove Holly Ridge River Road Fallston Clyde Carthage
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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,184	55,336	35,383
Arab	0	63	44
Armenian	0	0	17
Austrian	19	71	54
British	48	633	267
Canadian	19	86	30
Croatian	0	27	0
Czech	0	34	54
Czechoslovak	0	36	14
Danish	2	42	77
Dutch	129	870	635
English	986	6,787	4,933
European	23	655	529
Finnish	0	35	22
French (not Basque)	87	862	600
French Canadian	47	246	147
German	682	5,410	3,750
Greek	39	177	130
Hungarian	1	157	79
Iranian	0	20	4

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	925	5,651	3,556
Italian	240	1,282	879
Lithuanian	0	37	49
Norwegian	42	286	199
Polish	113	641	374
Portuguese	3	48	23
Romanian	0	37	34
Russian	39	323	185
Scandinavian	0	45	36
Scotch-Irish	516	3,339	2,426
Scottish	332	2,072	1,210
Slovak	12	16	66
Subsaharan African	32	544	47
Swedish	78	354	268
Swiss	0	138	84
Ukrainian	60	323	165
US/American	2,089	10,519	7,470
Welsh	17	350	243
West Indian	1	106	33
Yugoslavian	0	17	22
Other	1,603	12,998	6,628

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

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Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

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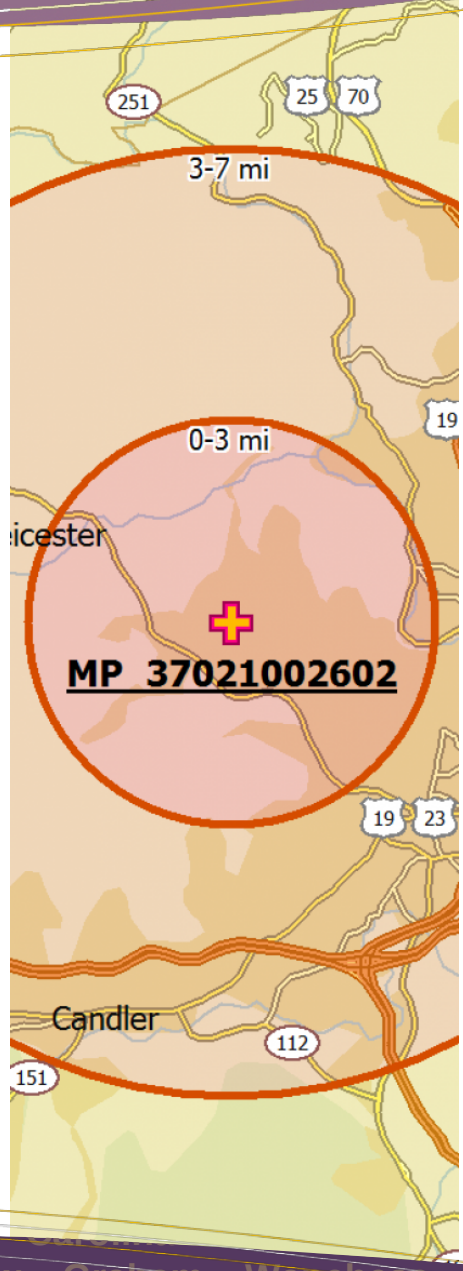
Unreached Households by Lifestyle Segment

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

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



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,636	100%	3,693	100%
AFFLUENT SUBURBIA	7	0.12%	5	0.14%
America's Wealthiest	1	0.02%	1	0.03%
Dream Weavers	6	0.11%	4	0.11%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	701	12.44%	471	12.75%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	701	12.44%	471	12.75%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,104	19.59%	707	19.14%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	228	4.05%	0	0%
Prime Middle America	0	0%	148	4.01%
Urban Optimists	876	15.54%	0	0%
Family Convenience	0	0%	559	15.14%
Mid-Market Enterprise	0	0%	0	0%

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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	5,636	100%	3,693	100%
BLUE COLLAR BACKBONE	41	0.73%	28	0.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	41	0.73%	28	0.76%
AMER. DIVERSITY	243	4.31%	161	4.36%
Ethnic Urban Mix	48	0.85%	34	0.92%
Urban Blues	184	3.26%	118	3.2%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	11	0.2%	9	0.24%
METRO FRINGE	1,877	33.3%	1,284	34.77%
Steadfast Conservative	1,576	27.96%	1,080	29.24%
Moderate Conventionalists	207	3.67%	139	3.76%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	94	1.67%	65	1.76%

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Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,636	100%	3,693	100%
REMOTE AMERICA	605	10.73%	355	9.61%
Hardy Rural Fam.	1	0.02%	1	0.03%
Rural Southern Living	592	10.5%	347	9.4%
Coal & Crops	12	0.21%	7	0.19%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	34	0.6%	25	0.68%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	4	0.07%	3	0.08%
Stable Careers	26	0.46%	19	0.51%
Aspiring Hispania	4	0.07%	3	0.08%
RURAL VILLAGES & FARMS	203	3.6%	114	3.09%
Aspiring Hispania	45	0.8%	3	0.08%
Industrious Country Living	0	0%	31	0.84%
America's Farmland	73	1.3%	0	0%
Comfy Country Living	0	0%	45	1.22%
Small Town Connections	85	1.51%	0	0%
Hinterland Fam.	0	0%	35	0.95%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,636	100%	3,693	100%
STRUGGLING SOCIETIES	101	1.79%	59	1.6%
Rugged Southern Style	96	1.7%	56	1.52%
Latino Nuevo	3	0.05%	2	0.05%
Struggling city Centers	2	0.04%	1	0.03%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	722	12.81%	484	13.11%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	25	0.44%	15	0.41%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	697	12.37%	469	12.7%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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

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

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

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

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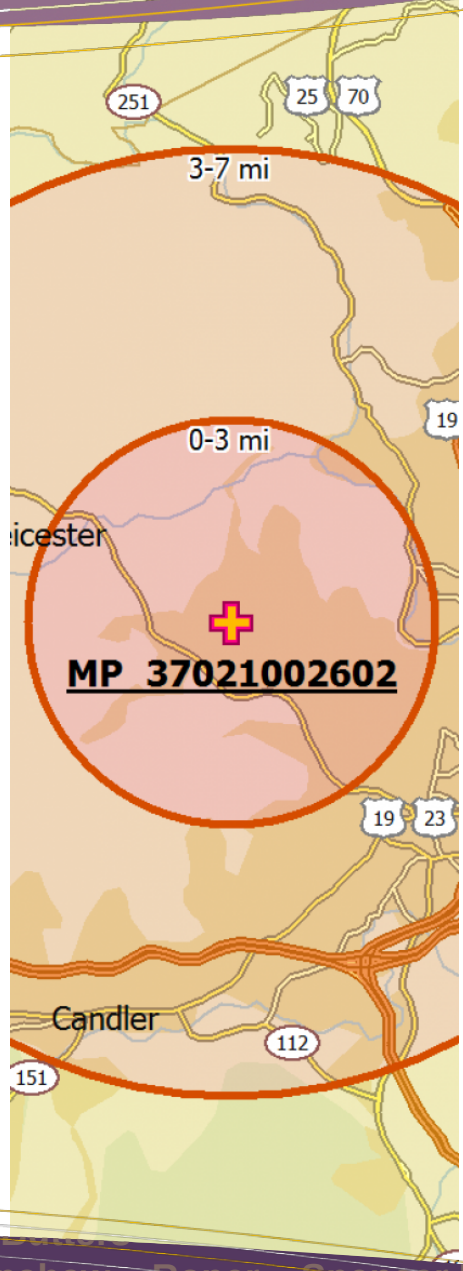
Potential Cultural Bridges

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

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

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

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



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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	77%	76%	77%
Use Comp. for Internet/E-mail	60%	59%	59%
Internet Use: E-Mail	50%	49%	50%
Use Comp. for Comp. Games	39%	39%	39%
Use Comp. for Word Processing	37%	37%	38%
Use Comp. for Shopping	35%	34%	35%
Use Comp. for Education	32%	32%	32%
Use Comp. for Banking	31%	31%	31%
Use Comp. for Digital Camera Photo Editing	31%	31%	31%
Internet Use: News/ Weather	29%	28%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	26%	26%	26%
HH Owns DVD Player	26%	27%	28%
Use Comp. for News/Info./Data Service	21%	22%	22%
PC-Network-HH Has One	16%	17%	18%
Use Comp. for Accounting	14%	13%	14%
Use Comp. for Personal Financial Mngmnt	13%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	12%
Use Comp. for Filing/DB Mngmnt	12%	11%	12%
Internet Use: Shopping: Made A Purchase	11%	11%	12%
Internet Use: Research/ Education	11%	12%	12%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	67%	67%
Dining Out (Not Fast Food)	58%	57%	58%
Reading Books	52%	53%	54%
Card Games	42%	42%	42%
Go To A Beach/Lake	37%	35%	36%
Cooking for Fun	36%	36%	36%
Gardening	35%	35%	35%
Board Games	34%	32%	32%
Visit Zoo	21%	19%	19%
Going To Bars/Nightclubs/Dancing	21%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	67%	68%
Gen./Fam. Practitioner	43%	41%	41%
Dentist	25%	27%	28%
Backache	23%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	21%	21%	20%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	17%	17%	18%
Overweight (30 Pounds Or More)	15%	14%	14%
Acid Reflux Disease (GERD)	15%	15%	15%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.56%	27.29%	27.76%
Live Theater	17.77%	19.17%	20%
Rock/Pop Concerts Most Often	14.47%	14.7%	14.7%
Live Theater Most Often	14.45%	15.5%	16.31%
Comedy Club	8.71%	8.87%	8.73%
Country Concerts Most Often	7.34%	6.08%	6.17%
Movies: Comedy	39.18%	38.86%	38.86%
Movies: Action/Adventure	35.44%	37.71%	37.8%
Movies: Romantic Comedy	18.61%	18.84%	19.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	18.56%	19.01%	18.96%
Movies: Drama	17.02%	19.62%	19.91%
Movies: Mystery	14.73%	17.12%	17.06%
MLB Baseball Reg. Season	7.56%	7.31%	7.46%
College Football Reg. Season	6.58%	5.89%	6.13%
NFL Football Reg. Season	6.43%	5.94%	6.12%
College Basketball Reg. Season	4.32%	3.96%	4.07%
NHL Hockey Reg. Season	3.11%	2.77%	2.74%
Auto Racing Events	2.74%	2.72%	2.7%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.07%	39.45%	40.14%
Swimming	35.22%	32.83%	33.19%
Bowling	22.31%	21.03%	21.09%
Freshwater Fishing	21.04%	18.7%	18.78%
Billiards/Pool	20.75%	19.31%	18.95%
Camping Trips	18.51%	16.16%	16.15%
Weight Training	15.1%	15.11%	15.38%
Basketball	14%	14.41%	14.27%
Using Cardio Machine	13.43%	13.48%	13.74%
Golf	13.14%	12.89%	13.24%
Jogging/Running	12.49%	13.95%	14.05%
Hunting	12.04%	10.18%	10.18%
Mountain/Road Biking	11.5%	12.52%	12.63%
Baseball	11.11%	11.08%	10.9%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	10.75%	11.66%	11.92%
Target Shooting	10.25%	9.47%	9.34%
Football	9.97%	9.78%	9.51%
Backpacking/Hiking	9.96%	9.95%	9.95%
Volleyball	9.68%	9.07%	8.81%
Aerobics	8.35%	9.21%	9.45%
Saltwater Fishing	7.92%	7.44%	7.57%
Softball	7.66%	7.71%	7.61%
Power Boating	7.63%	7.7%	7.97%
Canoeing/Kayaking	7.29%	6.88%	6.89%
Motorcycling	6.95%	6.18%	6.1%
Horseback Riding	6.2%	5.86%	5.88%
Soccer	6.16%	6.9%	6.87%
Yoga	6.01%	6.81%	6.92%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Tennis	5.79%	6.61%	6.76%
Archery	5.51%	4.86%	4.83%
Roller Skating	4.65%	5.2%	5.08%
Fly Fishing	4.29%	4.4%	4.42%
Water Skiing	4.1%	4.2%	4.19%
Ice Skating	4.04%	4.8%	4.74%
Downhill & X-Country Skiing	4%	4.36%	4.45%
Snorkeling	3.8%	4.37%	4.34%
Jet Skiing	3.54%	4.13%	4.09%
Snowmobiling	3.52%	3.49%	3.45%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.32%	3.66%	3.63%
Auto Racing	2.98%	3.24%	3.19%
Snowboarding	2.89%	3.02%	3.04%
Rock Climbing	2.88%	3.32%	3.28%
Hockey	2.82%	3.34%	3.28%
Skateboarding	2.62%	2.93%	2.93%
Martial Arts	2.58%	3.19%	3.12%
Sailing	2.39%	2.89%	2.96%
Rowing	2.28%	2.59%	2.61%
Surfing & Windsurfing	2.1%	2.41%	2.39%

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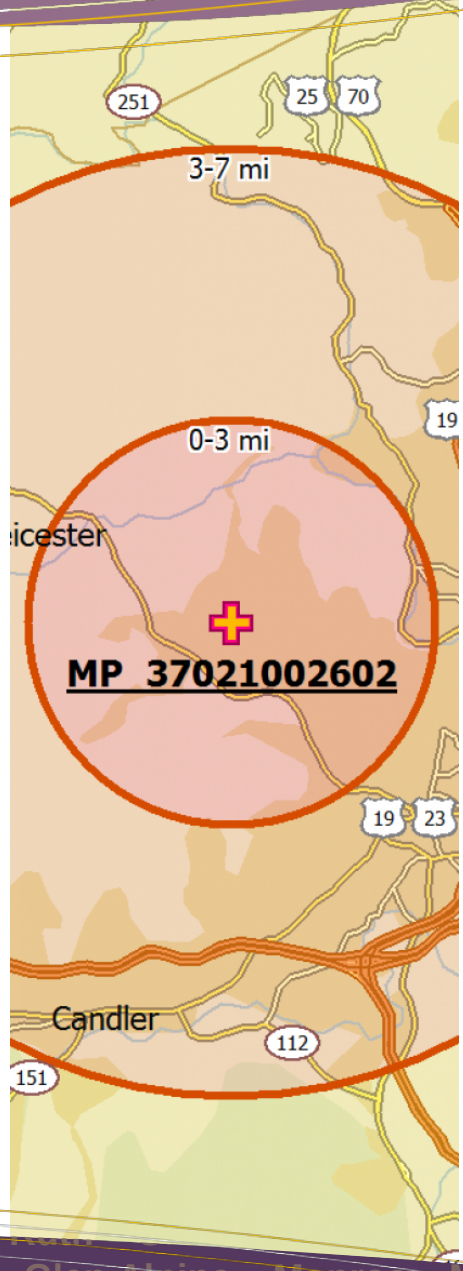
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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



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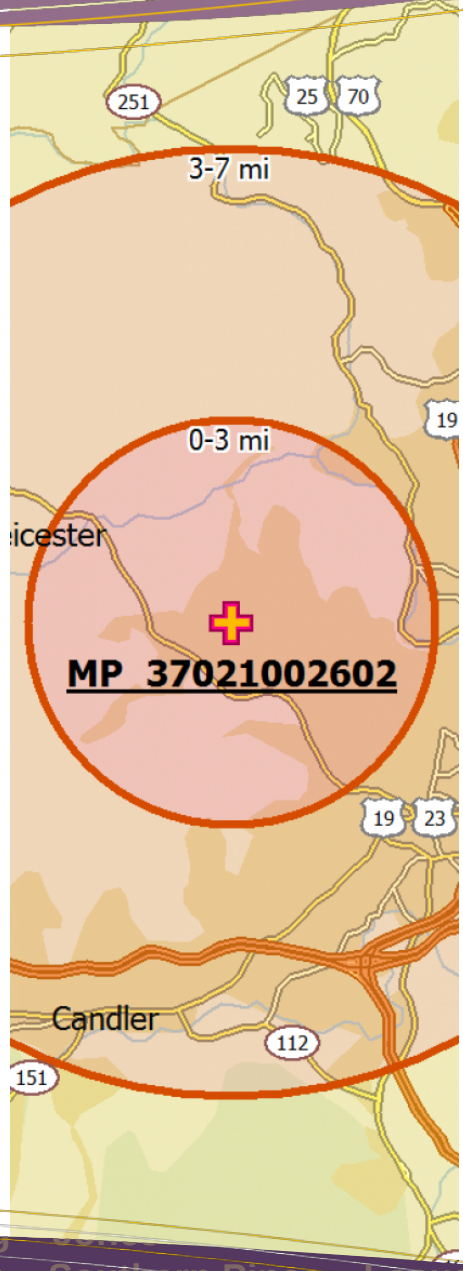
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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



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Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	49%	49%
Find It Difficult To Say No To My Kids	38%	38%	38%
Woman's Place Is In The Home	34%	33%	34%
Speak My Mind Even If It Upsets People	34%	35%	35%
Like Control Over People And Resources	33%	33%	33%
Prefer To Have Few Possessions As Possible	31%	33%	34%
Like To Do Unconventional Things	31%	29%	29%
Don't Judge People/Way They Live Life	28%	28%	28%
Money Is Best Measure Of Success	26%	26%	26%
If Won Lottery Would Never Work Again	24%	26%	27%
Friends More Important Than My Fam.	23%	25%	25%
Too Much Sponsorship In Arts/Sports	23%	23%	23%

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

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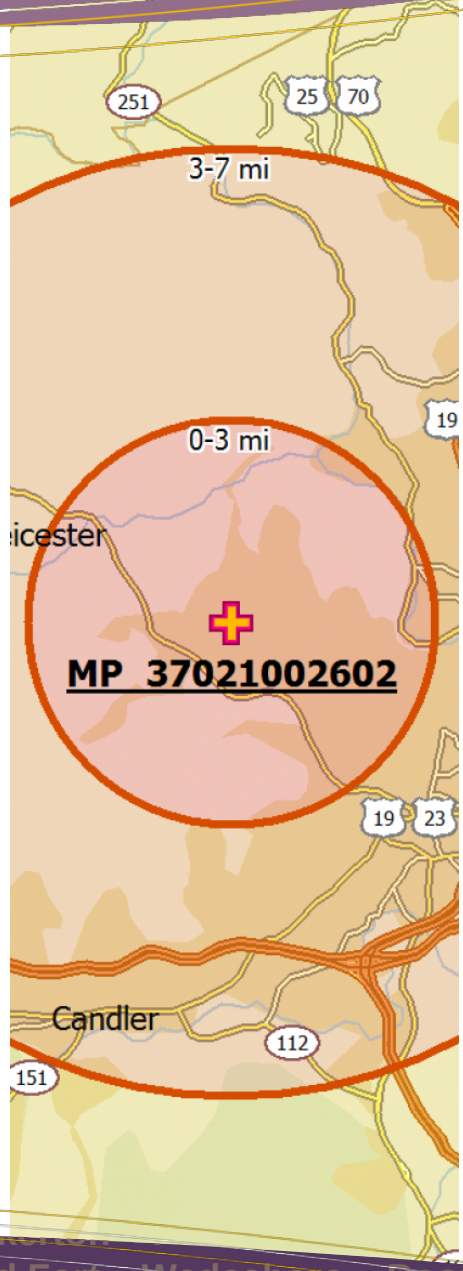
Potential Cultural Themes

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

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



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Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	60%	61%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	36%	37%	37%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	32%	33%	33%
Prefer To Have Few Possessions As Possible	31%	33%	34%
Important To Juggle Various Tasks	29%	31%	30%
Good At Fixing Things	26%	27%	27%
Have Keen Sense Of Adventure	24%	26%	26%
People Have To Take Me As They Find Me	23%	23%	23%
Like To Just Enjoy Life	22%	22%	23%
Consider Myself Interested In The Arts	18%	19%	19%

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

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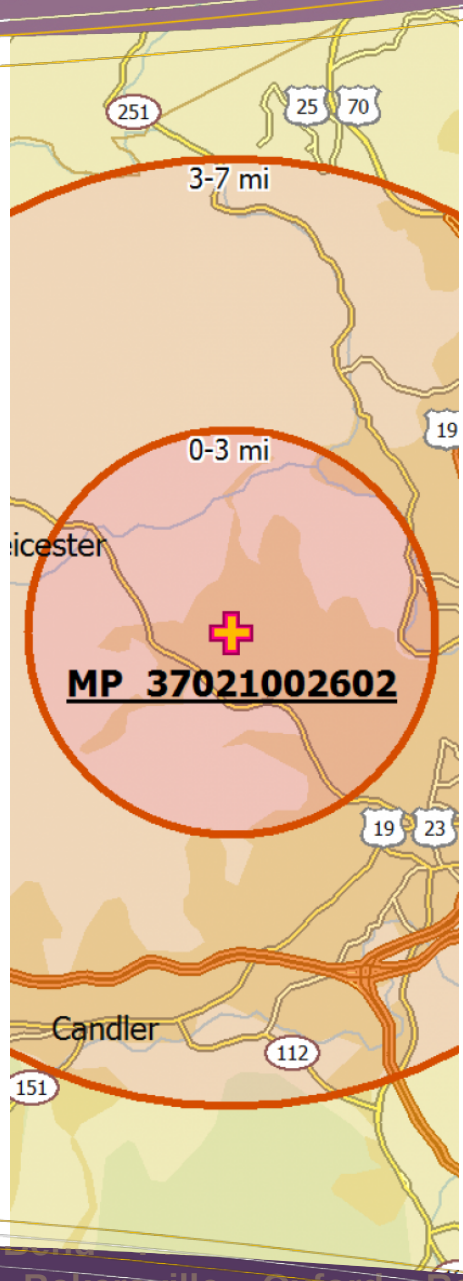
Potential Shared Places

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



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Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	87.24%	85.76%	85.41%
Fam. Restaurants/Steak Houses-Visit Any	82.58%	80.99%	81.62%
McDonald's	58.76%	56.97%	56.5%
Burger King	39.64%	38.61%	38%
Applebee's	32.35%	30.01%	29.92%
Subway	31.86%	30.33%	30.32%
Wendy's	30.98%	29.69%	29.6%
Taco Bell	30.18%	29.28%	29.04%
Kentucky Fried Chicken (KFC)	28.19%	28.85%	28.19%
Arby's	25.07%	23.02%	22.88%
Pizza Hut	22.59%	22.18%	21.99%
Olive Garden	20.02%	20.09%	20.33%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.9%	18.52%	18.28%
Red Lobster	16.82%	16.9%	16.74%
Cracker Barrel	15.97%	15.25%	15.52%
Outback Steakhouse	13.92%	13.9%	14.22%
Sonic	13.7%	13.91%	13.83%
Domino's Pizza	13.57%	14.06%	13.65%
Denny's	12.79%	12.78%	12.53%
Chick-Fil-A	12.76%	12.83%	12.91%
IHOP (International House Of Pancakes)	12.42%	13.37%	13.34%
Chili's Grill and Bar	11.78%	12.22%	12.24%
Golden Corral	11.6%	12.01%	11.74%
Dunkin' Donuts	11.25%	10.84%	10.82%

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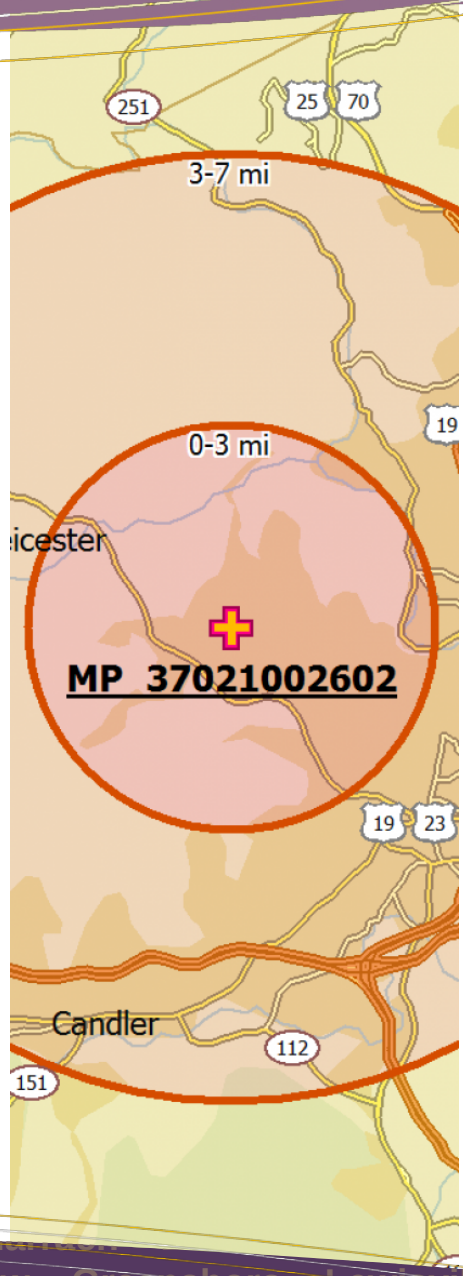
Potential Shared Projects

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

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

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



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Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.19%	46.32%	46.93%
Recycled products	34.23%	33.94%	34.68%
Worked as volunteer (non political)	16.65%	16.31%	16.75%
Engaged in fund raising	10.73%	10.62%	10.88%
Religious club member	7.3%	7.22%	7.34%
Wrote to elected offcl about publ bus	5.84%	5.79%	6%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.61%	5.63%	5.7%
Charitable Organization	5.48%	5.39%	5.53%
Union member	5.46%	5.15%	5.24%
Fraternal order member	4.88%	4.66%	4.72%
Took active part in local civic issue	4.85%	5.04%	5.14%
Church Board	4.54%	4.61%	4.7%

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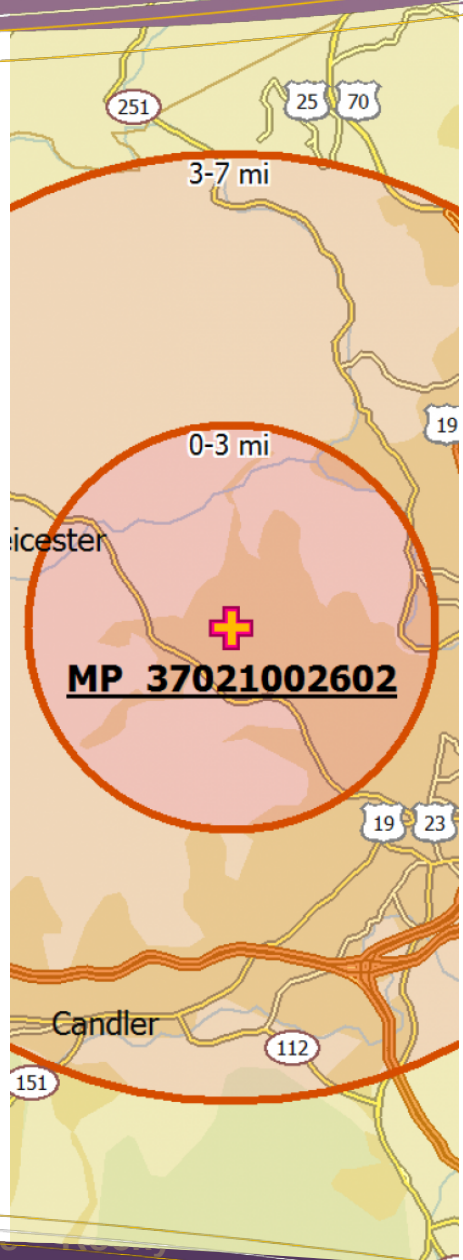
Communication Media Content

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

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



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Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.38%	16.01%	16.44%
Children's Books	12.43%	12.26%	12.57%
Mystery	11.53%	11.72%	12%
Cookbooks	10.24%	10.49%	10.62%
Religious (not Bibles)	8.54%	8.79%	8.84%
Romance	6.78%	6.52%	6.68%
History	6.59%	6.85%	7.05%
Personal/Business Self-help	6.46%	6.33%	6.55%
Biography	5.79%	6.31%	6.49%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.43%	67.57%	67.79%
Gen. Editorial	43.62%	46.29%	46.45%
Womens	39.49%	40.82%	40.71%
Service	35.04%	34.7%	35.08%
Mens	18.09%	18.53%	18.4%
Automotive	14.69%	14.26%	14.1%
Sports	14.24%	15.03%	15.01%
Business/Finance	14.2%	15.94%	16.45%
Fishing/Hunting	14.09%	13.34%	13.18%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	55.1%	54.45%	55.1%
Classified	35.85%	34.62%	34.22%
Sport	32.54%	32.38%	32.6%
Editorial Page	31.07%	30.91%	31.2%
Comics	28.67%	27.97%	28.05%
Business/Finance	27.1%	27.68%	28.41%
Movie Listings & Reviews	24.98%	25.42%	25.61%
Food/Cooking	24.54%	25.04%	25.36%
TV/Radio Listings	24.34%	24.2%	24.39%
Home/Gardening	21.56%	21.21%	21.53%
Travel	18.09%	18.57%	19.05%
Science/Technology	16.85%	17.01%	17.35%
Fashion	12.96%	13.56%	13.82%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.81%	22.74%	22.68%
CHR Contemp Hit Radio	19.27%	18.75%	18.48%
Adult Contemporary	18.23%	17.61%	17.75%
Rock	13.71%	12.63%	12.58%
Oldies	11.37%	11.11%	11.2%
News/Talk	11.15%	11.03%	11.46%
Urban Contemporary	10.65%	14.15%	13.49%
Classic Rock	10.4%	9.8%	9.99%
Alternative	9.18%	9.1%	9.25%
Variety	7.8%	7.48%	7.62%
Religious	6.31%	5.96%	6.12%
Soft Contemporary	6.01%	5.7%	5.85%
Classic Hits	4.49%	4.13%	4.11%
All News	3.6%	4.44%	4.88%
Hispanic	3.38%	3.45%	3.37%
Sports	3.28%	3.38%	3.59%
Jazz	3.07%	4.17%	4.29%
All Talk	2.94%	3.62%	3.91%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	62.83%	62.84%	63.34%
Satellite Dish	53.61%	52.36%	52.53%
Soapnet	51.67%	50.12%	50.56%
Other Video-On-Demand	39%	40.81%	40.81%
Sci-Fi Channel	36.91%	35.87%	36.04%
MSNBC	33.93%	33.44%	33.48%
Adult Pay Per View TV	33.81%	32.66%	33.25%
Nickelodeon	30.22%	28.52%	28.6%
TV Info From Sunday TV Magazine	29.15%	28.28%	28.84%
Subscribe Digital Cable	28.74%	28.06%	28.33%
Adult Swim	28.28%	26.36%	26.58%
Comedy Central	27.95%	30.53%	31.19%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.94%	25.93%	25.99%
Nick At Nite	25.99%	24.69%	24.66%
BET (Black Entertainment TV)	24.96%	24.61%	24.45%
USA Network	24.61%	23.89%	24.41%
TV Info From Monthly Cable Guide	24.25%	23.43%	23.63%
TCM (Turner Classic Movies)	24.21%	24.47%	24.72%
Hallmark Channel	23.83%	23.87%	24.24%
ABC Fam.	22.14%	23.2%	23.44%
The Golf Channel	21.45%	22.13%	22.71%
ESPN2	21.04%	22.45%	22.66%
Lifetime	20.62%	20.29%	20.31%
TV Info From Other	19.75%	19.53%	19.85%

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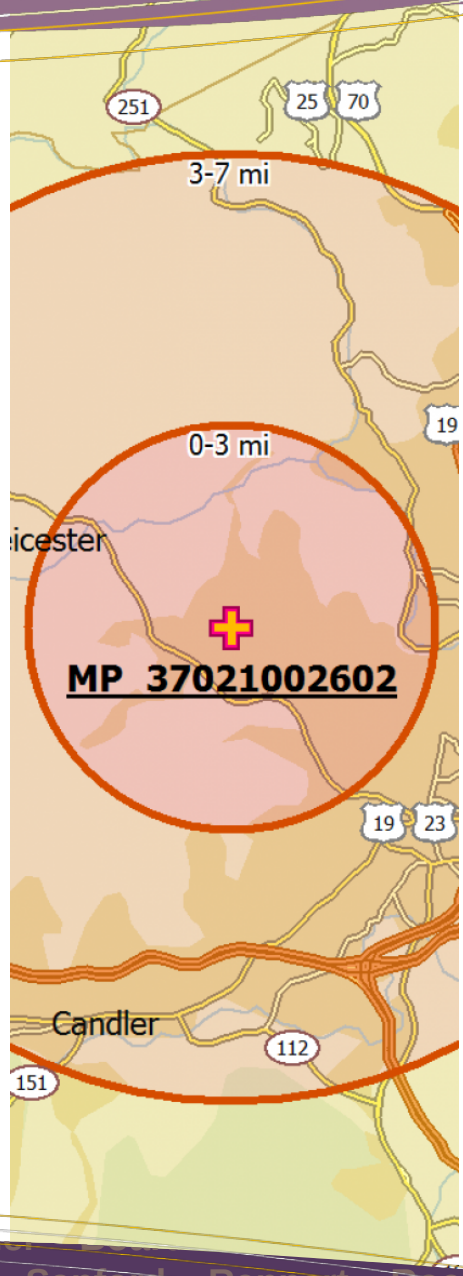
Communication Media Usage

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

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

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



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Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18.51%	19.06%	19.38%
Medium Users (4-6)	10.66%	10.31%	10.55%
Light Users (1-3)	20.2%	20.11%	20.25%
Quintiles (20%)			
Newspaper I (Heavy)	2.1%	1.62%	1.56%
Newspaper II	1.52%	1.64%	1.58%
Newspaper III	1.85%	2.04%	2.1%
Newspaper IV	0.72%	0.69%	0.65%
Newspaper V (Light)	1.19%	1.19%	1.16%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.6%	19.85%	19.52%
Magazines II	9.83%	9.16%	9%
Magazines III	10.75%	9.99%	9.83%
Magazines IV	11.75%	11.77%	11.54%
Magazines V (Light)	0.78%	0.55%	0.52%
Outdoor I (Heavy)	6.58%	6.8%	6.76%
Outdoor II	2.93%	3%	2.87%
Outdoor III	3.21%	3.61%	3.5%
Outdoor IV	16.62%	16.32%	16.44%
Outdoor V (Light)	24.33%	24.86%	25.1%
Yellow Pages I (Heavy)	15.87%	15.48%	15.4%
Yellow Pages II	6.21%	6.07%	6.16%
Yellow Pages III	5.23%	5.81%	5.63%
Yellow Pages IV	23.08%	22.89%	22.68%
Yellow Pages V (Light)	3.28%	3.56%	3.52%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.6%	3.51%	3.47%
Drive Time III (Medium)	0.77%	0.77%	0.74%
Radio IV & V (Light)	2.14%	2.64%	2.59%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.94%	9.23%	8.95%
Radio III (Medium)	5.15%	4.75%	4.78%
Radio IV & V (Light)	3.4%	3.33%	3.32%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.23%	12.64%	12.73%
Cable III (Medium)	3.69%	4.36%	4.35%
Cable IV & V (Light)	30.95%	32.52%	32.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.48%	4%	3.94%
Prime Time III (Medium)	2.21%	2.02%	2.03%
Prime Time IV & V (Light)	8.26%	8.95%	8.32%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.83%	39.14%	39.67%
Fringe III (Medium)	55.21%	53.55%	53.64%
Fringe IV (Light)	56.58%	55.73%	55.61%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	12.67%	13.09%	13.07%
All Day III (Medium)	25.33%	24.16%	24.21%
All Day IV (Light)	13.43%	13.39%	13.2%

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Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.08%	12.16%	12.22%
6:00am - 10:00am	13.3%	15.06%	15.34%
10:00am - 3:00pm	4.56%	7.63%	7.23%
3:00pm - 7:00pm	13.84%	13.96%	13.71%
7:00pm - Midnight	11.73%	12.09%	12.55%
Midnight - 6:00am	4.83%	5.75%	5.71%
Weekend Radio Listeners			
Dayparts [summary]	16.17%	14.95%	14.77%
6:00am - 10:00am	3.61%	3.98%	4.12%
10:00am-3:00pm	4%	5.2%	5.36%
3:00pm - 7:00pm	7.3%	7.28%	7.07%
7:00pm - Midnight	9.44%	9.09%	9.11%
Midnight - 6:00am	10.38%	11.79%	11.59%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.26%	7.76%	7.84%
Saturday: 8:00-11:00pm	9.08%	8.06%	8.22%
Sunday: 7:00-11:00pm	9.52%	9.99%	9.82%
9:00am-1:00pm	25.99%	24.69%	24.66%
9:00am-4:00pm	29.51%	28.37%	28.36%
4:00pm-7:00pm	27.8%	28.16%	28.45%
11:00pm-1:00am	41.79%	41.5%	41.45%
AVG Prime time Mon-Sun	2.19%	2.85%	2.84%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.22%	16.81%	16.75%
7-9am	21.04%	22.45%	22.66%
9am-12noon	21.86%	19.97%	20.18%
12noon-4pm	7.65%	8.41%	8.18%
4-6pm	44.16%	45.21%	46.02%
6-7pm	20.1%	19.24%	19.13%
7-7:30pm	1.52%	1.42%	1.5%
7:30-8pm	10.89%	10.82%	10.71%
8-11pm	8.26%	7.76%	7.84%
11pm-12am	33.93%	33.44%	33.48%
11pm-1am	41.79%	41.5%	41.45%
1-6am	29.78%	30.72%	30.69%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.67%	18.19%	18.38%
Sat: 10am-1pm	8.27%	7.82%	7.95%
Sat: 1-4pm	25.43%	24.69%	24.87%
Sat: 4-6pm	6%	6.55%	6.7%
Sat: 6-7pm	2.19%	1.98%	2.04%
Sat: 7-8pm	1.22%	0.8%	0.85%
Sat: 8-11pm	9.08%	8.06%	8.22%
Sat: 11pm-1am	4.68%	4.79%	4.88%
Sat: 1am-7pm	24.61%	23.89%	24.41%
Sun: 7-10am	2.47%	2.33%	2.34%
Sun: 10am-1pm	7.54%	6.95%	6.92%
Sun: 1-4pm	6.55%	6.15%	6.18%
Sun: 4-7pm	14.14%	13.77%	13.62%
Sun: 7-11pm	9.52%	9.99%	9.82%
Sun: 11pm-1am	5.2%	5.18%	5.01%
Sun: 1-7am	22.23%	21.63%	21.47%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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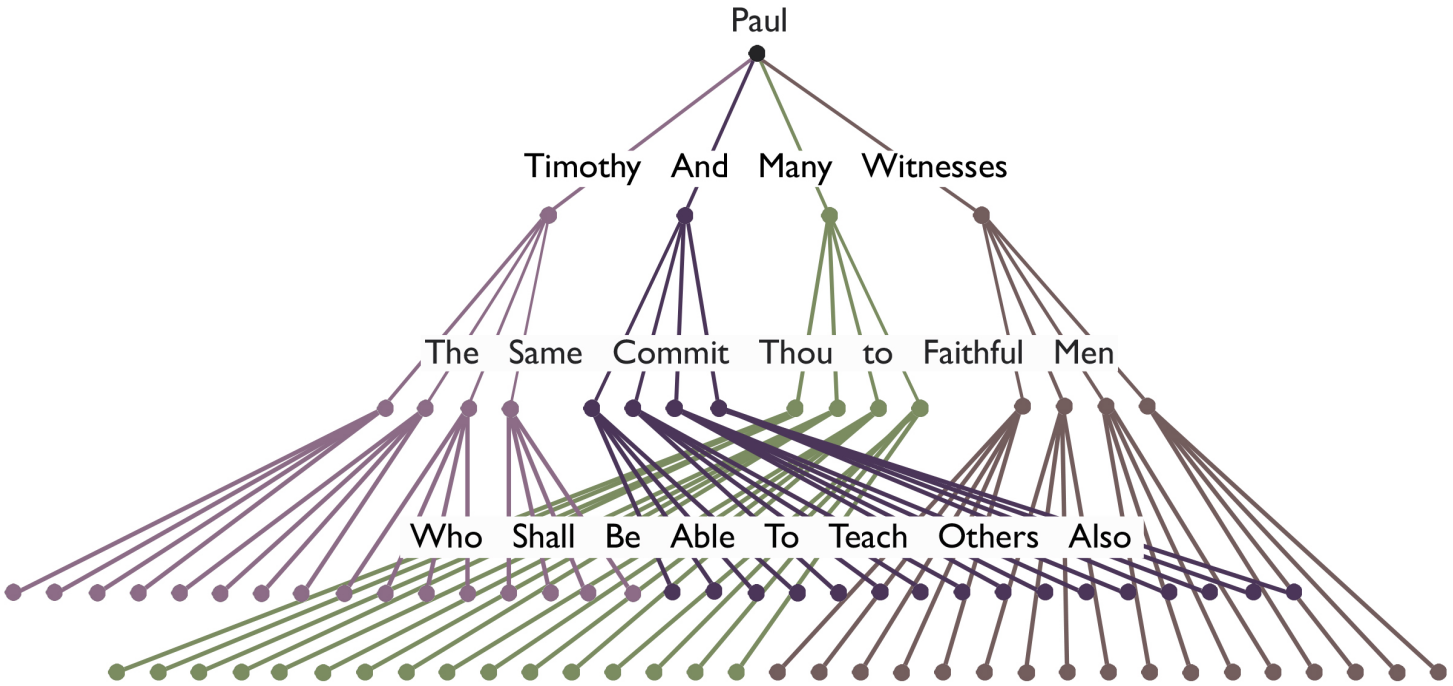
Biblical Missional Multiplication

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

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

Missional Multiplication Principle

2nd Timothy 2:2



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Establishing Redemptive Relationships

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

Communication Steps

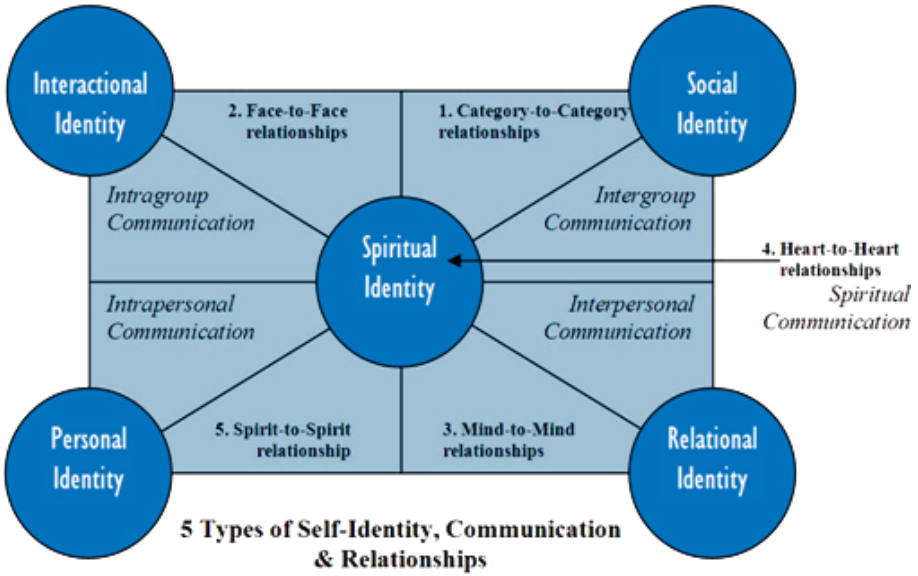
1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

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

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

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

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



5 Types of Self-Identity, Communication & Relationships

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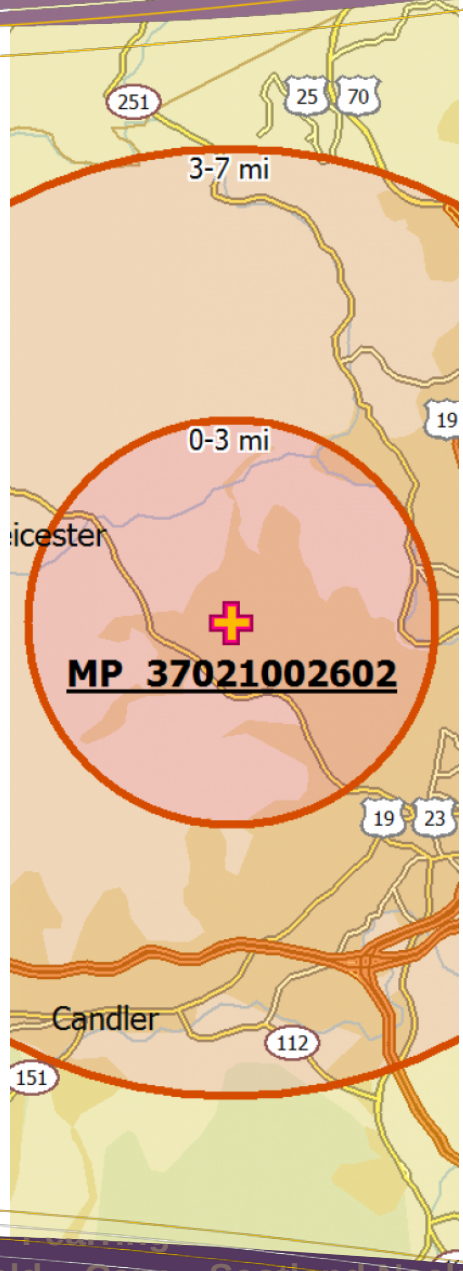
Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mount Carmel - Asheville	200 Mount Carmel Rd Asheville, NC 28806	1.53 mi	256	Plateauing
2	Zion Hill - Leicester	1008 Newfound Rd Leicester, NC 28748	1.74 mi	136	Declining
3	Bethel - Asheville	125 Ben Lippen Rd Asheville, NC 28806	2.20 mi	78	Growing
4	Newfound - Leicester	2605 New Leicester Hwy Leicester, NC 28748	2.34 mi	274	Declining
5	Macedonia - Alexander	1468 Jenkins Valley Rd Alexander, NC 28701	2.42 mi	143	Growing
6	Victory - Asheville	80 Olivette Rd Asheville, NC 28804	2.60 mi	182	Plateauing
7	Erwin Hills - Asheville	281 New Leicester Hwy Asheville, NC 28806	2.93 mi	42	Insufficient Data
8	New Liberty - Asheville	625 Olivette Rd Asheville, NC 28804	2.98 mi	112	Plateauing
9	Iglesia Comunidad Nueva Vida	1417 Riverside Dr Asheville, NC 28804	3.35 mi	0	Insufficient Data
10	New Life Community - Asheville	1417 Riverside Dr Asheville, NC 28804	3.35 mi	394	Declining
11	Sunrise - Asheville	419 Deaverview Rd Asheville, NC 28806	3.50 mi	89	Declining
12	Elk Mountain - Asheville	5 Church Rd Asheville, NC 28804	3.83 mi	0	Insufficient Data
13	Turkey Creek - Leicester	2206 Bear Creek Rd Leicester, NC 28748	3.86 mi	200	Insufficient Data
14	Starnes Cove - Asheville	149 Starnes Cove Rd Asheville, NC 28806	3.97 mi	203	Plateauing
15	Freedom - Asheville	50 Rice Rd Asheville, NC 28806	4.24 mi	200	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Deaverview - Asheville	420 Johnston Blvd Asheville, NC 28806	4.24 mi	63	Declining
17	Emma - Asheville	520 N Louisiana Ave Asheville, NC 28806	4.27 mi	63	Plateauing
18	Liberty - Candler	875 Monte Vista Rd Candler, NC 28715	4.38 mi	114	Growing
19	West Asheville - Asheville	926 Haywood Rd Asheville, NC 28806	4.51 mi	784	Declining
20	Riverside - Asheville	871 Riverside Dr Asheville, NC 28804	4.67 mi	150	Insufficient Data
21	Newbridge - Asheville	199 Elkwood Ave Asheville, NC 28804	4.76 mi	240	Growing
22	North Asheville Baptist Church	20 Reynolds Mountain Blvd Asheville, NC 28804	4.82 mi	981	Insufficient Data
23	Relate Church	227 Hazel Mill Rd Asheville, NC 28806	4.83 mi	0	Insufficient Data
24	Bethel Romanian	227 Hazel Mill Rd Asheville, NC 28806	4.83 mi	0	Insufficient Data
25	Sand Hill - Asheville	232 Sand Hill Rd Asheville, NC 28806	4.83 mi	12	Plateauing
26	Pole Creek - Candler	96 Snow Hill Church Rd Candler, NC 28715	4.90 mi	578	Declining
27	Paradigm	96 Snow Hill Church Rd Candler, NC 28715	4.90 mi	0	Insufficient Data
28	Grace - Asheville	718 Haywood Rd Asheville, NC 28806	5.00 mi	126	Plateauing
29	Pine Burr Park - Asheville	389 Weaverville Rd Asheville, NC 28804	5.04 mi	35	Growing
30	Edgewood	55 Moody Ave Candler, NC 28715	5.11 mi	50	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Community - Asheville	103 Burton St Asheville, NC 28806	5.19 mi	28	Insufficient Data
32	Pleasant Hill - Ashev	754 Aiken Rd Asheville, NC 28804	5.19 mi	450	Plateauing
33	Calvary - Asheville	531 Haywood Rd Asheville, NC 28806	5.25 mi	187	Insufficient Data
34	Woodland Hills - Asheville	50 Woodland Hills Rd Asheville, NC 28804	5.34 mi	293	Plateauing
35	Westwood - Asheville	150 Westwood Pl Asheville, NC 28806	5.40 mi	77	Insufficient Data
36	Grandview - Alexander	529 Grandview Rd Alexander, NC 28701	5.43 mi	27	Declining
37	Alexander - Alexander	1 Fletcher Martin Rd Alexander, NC 28701	5.64 mi	105	Growing
38	Jones Valley - Leicester	153 Big Sandy Mush Rd Leicester, NC 28748	5.70 mi	28	Growing
39	Cross Rock - Leicester	PO Box 40 Leicester, NC 28748	5.70 mi	0	Insufficient Data
40	Corinth - Leicester	195 Dix Creek One Rd 2 Leicester, NC 28748	5.70 mi	57	Declining
41	Cumberland Avenue - Asheville	119 Cumberland Ave Asheville, NC 28801	5.74 mi	18	Declining
42	Friendship - Asheville	240 Haywood St Asheville, NC 28801	5.88 mi	60	Plateauing
43	Merrimon Avenue - Asheville	283 Merrimon Ave Asheville, NC 28801	6.00 mi	250	Declining
44	Inanda - Asheville	590 Brevard Rd Asheville, NC 28806	6.00 mi	58	Declining
45	The Celebration Church - Weaverville	2 Boyds Chapel Rd Weaverville, NC 28787	6.05 mi	70	Insufficient Data

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