

MissionSite

top unreached locations



CANTON, NC

CENSUS TRACT: 37087980400

REGION: Region 9: Mountains

COUNTY: Haywood

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:

Intercultural Institute
for Contextual Ministry



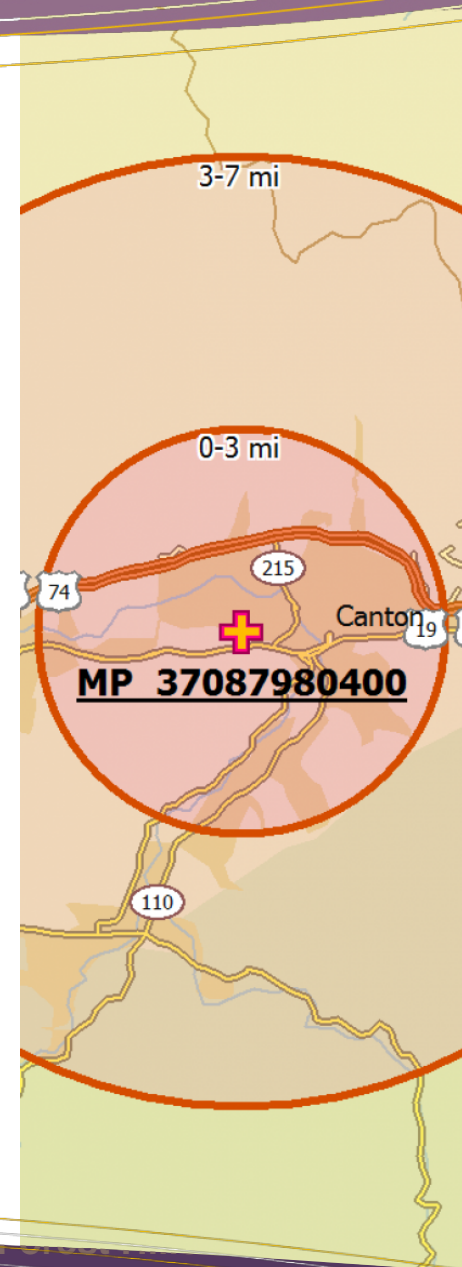
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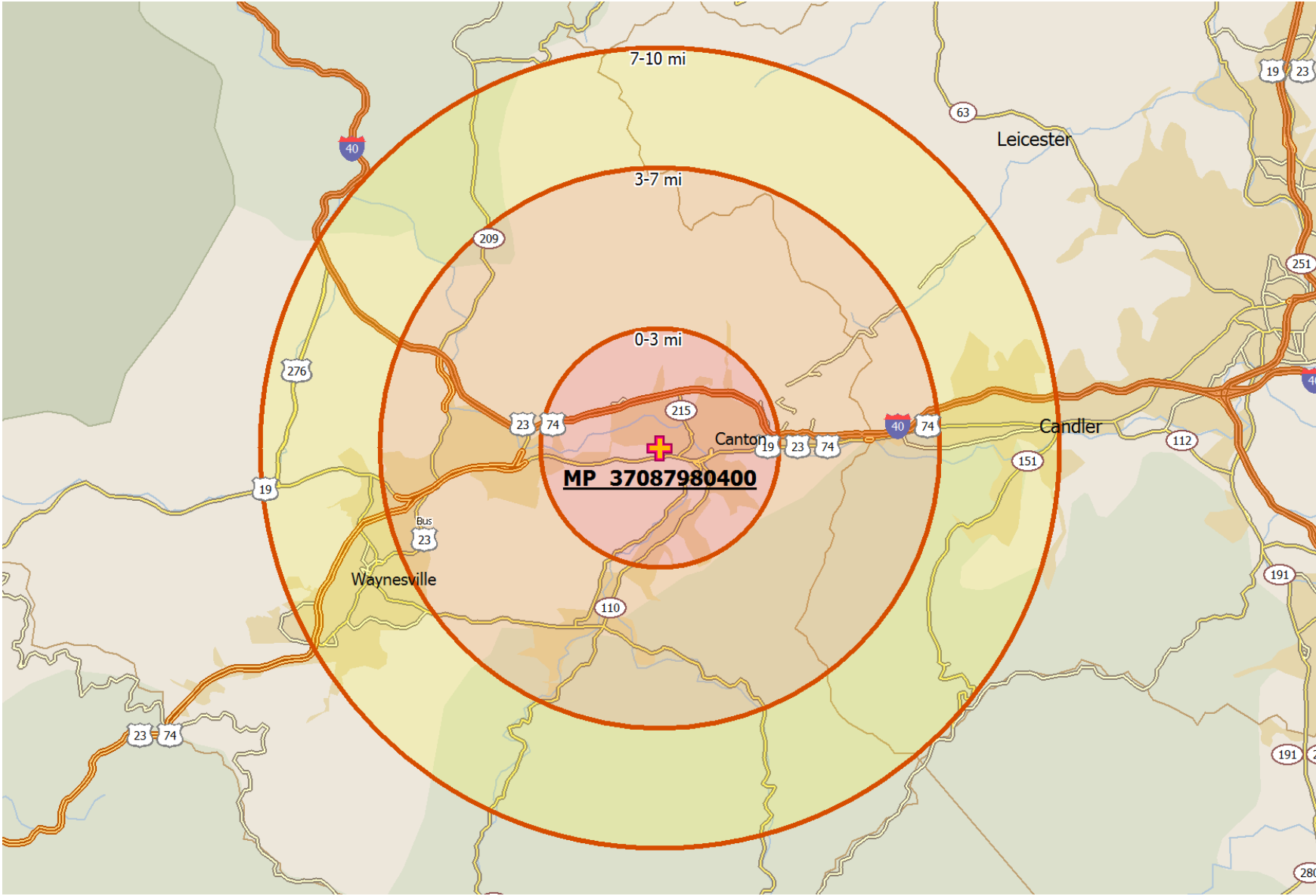
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3709	Region 9: Mountains
3	County Location	37087	Haywood
4	Zipcode	28716	Haywood
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	I3	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

RURAL / URBAN	COD	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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



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	11,793	20,135	31,444
2010 Households	5,344	8,745	13,823
2010 Group Quarters Population	80	318	504

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	24	31
Language Diversity National Index	15	7	15
Foreign Born Diversity National Index	25	51	46
Ancestry Diversity National Index	80	90	91
Racial Diversity National Index	13	7	12



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.

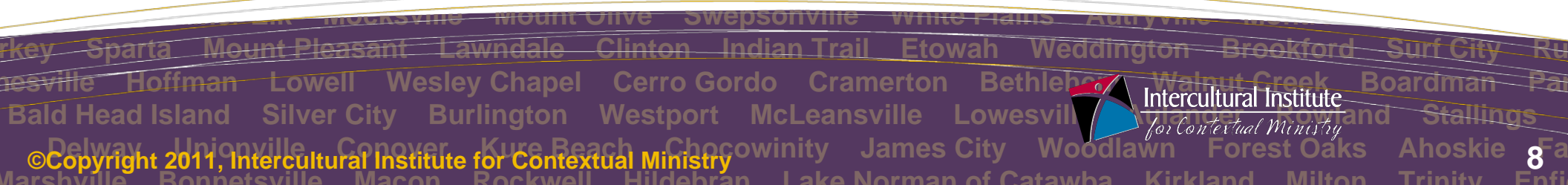
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	0	False

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	0	False
Nonspecialized-dependent county indicator	1	True

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	197	3.69%
Mainstay Communities	Established, Diverse Households	596	11.15%
Working Communities	Blue-collar, Working Families	3,258	60.97%
Country Communities	Rural, Agri. & Mining Families	969	18.13%
Aspiring Communities	Young Singles / Aspiring-Multihousing	155	2.9%
Urban Communities	High Density, Inner-city Neighborhoods	172	3.22%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	16,742	3,489	20.84%
Unreached %	64.65%	65.28%	100.97
Religious But NOT Evangelical HH	3,598	813	22.61%
Religious But NOT Evangelical %	13.89%	15.22%	109.56
Spiritual But NOT Relig or Evang HH	3,215	583	18.12%
Spiritual But NOT Relig or Evang %	12.42%	10.9%	87.83
Not Evangelical, Not Interested HH	9,931	2,093	21.07%
Not Evangelical, Not Interested %	38.35%	39.16%	102.12



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	65	14	21.54%
Active BCNC Attenders	7,272	1,324	18.21%
Active Evangelical Households	5,452	1,107	20.3%
Active Evangelical Percent	21.05%	20.71%	98.38
Inactive Evangelical Households	3,701	751	20.28%
Inactive Evangelical Percent	14.29%	14.05%	98.3
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Beulah - Canton	0.26 mi	137	Plateauing	16	Spring Hill - Canton	3.15 mi	72	Growing
2	West Canton - Canton	0.31 mi	101	Declining	17	Dutch Cove - Canton	3.78 mi	133	Declining
3	Pinnacle Church - Canton	1.00 mi	0	Insufficient Data	18	Emmanuel - Clyde	4.07 mi	37	Plateauing
4	Rescue - Canton	1.05 mi	35	Declining	19	Bethel - Canton	4.75 mi	587	Growing
5	Beaverdam - Canton	1.15 mi	86	Plateauing	20	Iglesia Bautista Casa De Dios	4.75 mi	11	Insufficient Data
6	Canton First - Canton	1.18 mi	224	Declining	21	The Gathering in the Mountain - Waynesvil	5.05 mi	5	Plateauing
7	High Street - Canton	1.26 mi	118	Growing	22	Lake Junaluska First - Clyde	5.10 mi	184	Plateauing
8	North Canton - Canton	1.40 mi	48	Growing	23	Mount Zion - Canton	5.29 mi	173	Plateauing
9	East Canton - Canton	1.48 mi	32	Growing	24	Rock Springs - Clyde	5.52 mi	77	Plateauing
10	Long Branch - Canton	1.55 mi	67	Growing	25	Ratcliffe Cove - Waynesville	5.69 mi	84	Declining
11	Oak Grove - Clyde	1.97 mi	140	Plateauing	26	Woodland - Clyde	5.86 mi	243	Growing
12	Calvary - Canton	2.00 mi	82	Declining	27	Crabtree - Clyde	6.54 mi	110	Plateauing
13	Crestview - Canton	2.52 mi	254	Plateauing	28	Rocky Face - Canton	6.65 mi	110	Growing
14	New Beginning Baptist Church	2.68 mi	0	Insufficient Data	29	Meadows Grove - Canton	6.65 mi	0	Insufficient Data
15	Clyde First - Clyde	3.07 mi	98	Growing	30	Laurel Grove - Canton	6.65 mi	55	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

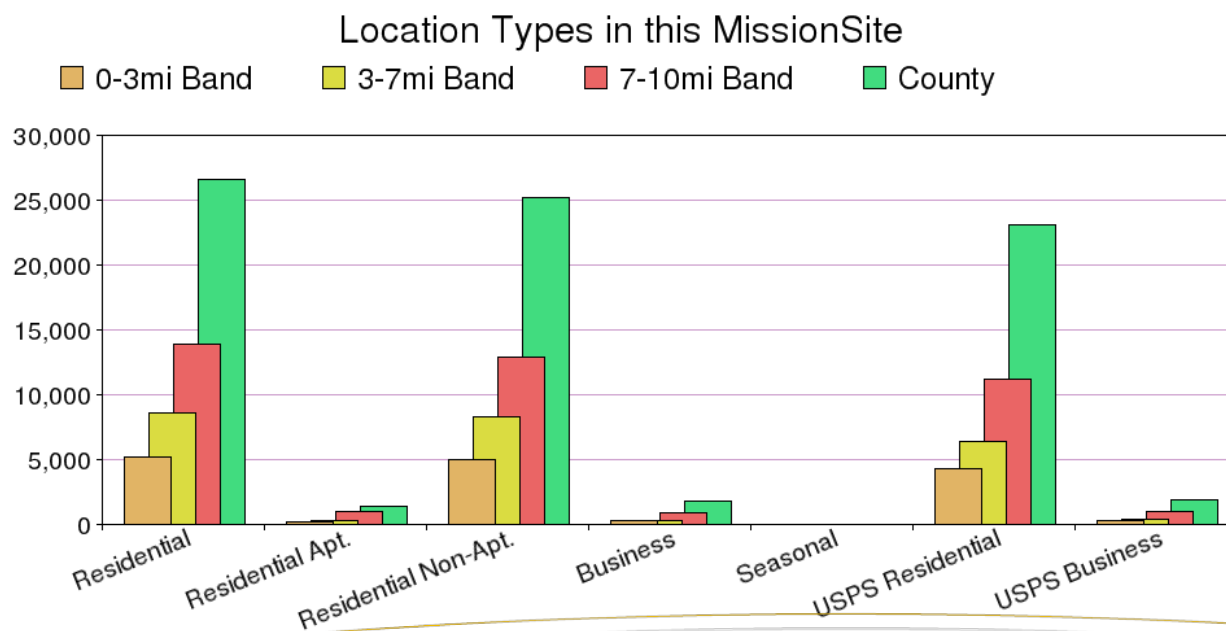


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	46,942	10,830	23.07%
2000 Population	54,033	11,646	21.55%
2010 Population	57,329	11,793	20.57%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	19,212	4,546	23.66%
2000 Households	23,100	5,007	21.68%
2010 Households	25,896	5,344	20.64%



Location Type	0-3mi Band
Residential	5,206
Residential Apt.	180
Residential Non-Apt.	5,026
Business	279
Seasonal	0
USPS Residential	4,265
USPS Business	299

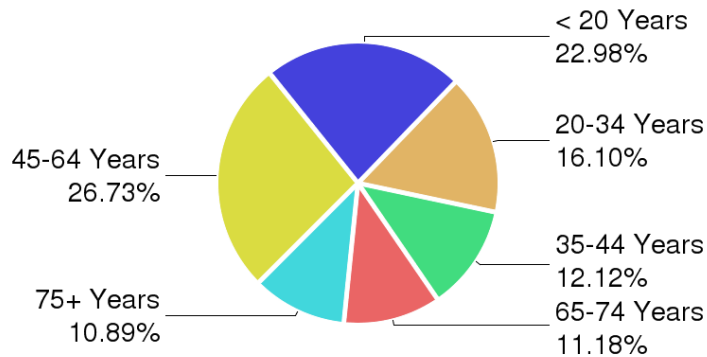
Current Demographic Summary

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	4.29%	4.45%	103.73
4-5 Years	2.14%	2.12%	99.07
6-8 Years	3.21%	3.44%	107.17
9-11 Years	3.27%	3.54%	108.26
12-13 Years	2.22%	2.43%	109.46
14-17 Years	4.55%	4.6%	101.1
18-19 Years	2.3%	2.4%	104.35
0-5 Years	6.43%	6.57%	102.18
6-12 Years	7.59%	8.18%	107.77
13-19 Years	7.95%	8.23%	103.52
< 20 Years	21.97%	22.98%	104.6
20-34 Years	15.29%	16.1%	105.3
35-44 Years	12.17%	12.12%	99.59
45-64 Years	28.82%	26.73%	92.75
65-74 Years	11.72%	11.18%	95.39
75+ Years	10.03%	10.89%	108.57
Median Age	45	45	98.35
Median Age (Male)	43	42	97.76
Median Age (Female)	47	47	99.83

Age Group Percentages

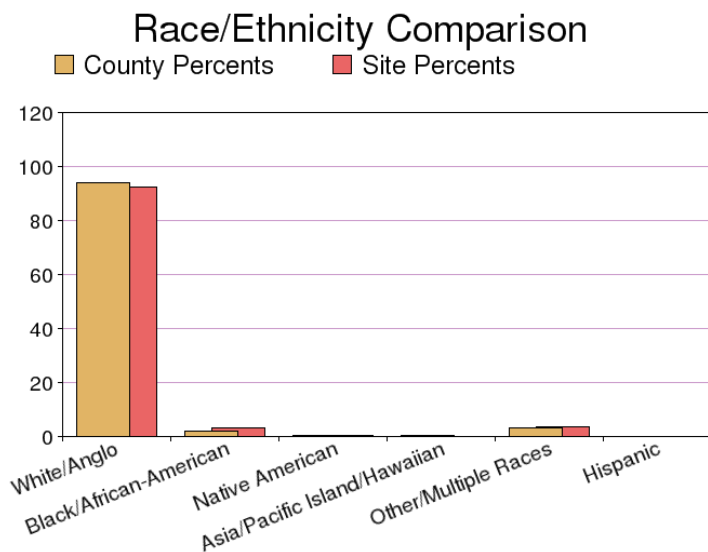


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	93.84%	92.58%	98.65
Black, African-American	1.94%	3.21%	165.83
Native American	0.57%	0.51%	90.02
Asian	0.33%	0.2%	59.47
Pacific Island, Hawaiian	0.04%	0%	0
Other/Multiple Races	3.29%	3.5%	106.45
Hispanic	0%	2.78%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	41,661	8,430	
Less than 9th Grade	4.65%	4.76%	97.74
No High School Diploma	11.85%	13.65%	86.81
High School Graduate	30.74%	32.23%	95.38
Some College, no degree	22.01%	21.99%	100.08
Associate Degree	11.56%	13.67%	84.56
College Degree	13.24%	9.56%	138.48
Graduate/Prof. degree	5.95%	4.14%	143.73

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	8.64%	10.42%	152.49
\$10,000 to \$19,999	14.22%	13.77%	96.84
\$20,000 to \$29,999	14.82%	14.15%	95.48
\$30,000 to \$49,999	22.66%	23.13%	102.05
\$50,000 to \$59,999	8.91%	9.02%	101.24
\$60,000 to \$69,999	6.5%	6.27%	96.46
\$70,000 to \$79,999	5.3%	4.62%	87.24
\$80,000 to \$89,999	4.2%	3.61%	86.04
\$90,000 to \$99,999	2.83%	2.47%	87.15
\$100,000 to \$124,999	5.42%	6.14%	113.29
\$125,000 to \$149,999	2.75%	3.46%	125.91
\$150,000 to \$199,999	2.05%	1.24%	60.12
\$200,000 to \$249,999	0.46%	0.26%	57.01
\$250,000 or more	1.24%	1.46%	117.75
Median Household	39,140	38,694	98.86
Average Household	53,894	52,820	98.01
Per Capita Household	24,707	23,936	96.88
Family/Non-Family Household Income			
Median Family Income	49,388	48,269	97.73
Average Family Income	64,302	64,367	100.1
Median Non-Family Income	21,616	20,831	96.37
Average Non-Family Income	31,305	29,371	93.82



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.46%	67.35%	98.38
Families with Children	27.56%	28.8%	104.51
Families without Children	40.9%	38.55%	94.24
Non-Family Households			
% Non-Family Households	31.54%	32.65%	103.53
Non-Families with Children	0.22	0.21	95.19
Non-Families without Children	31.33	32.45	103.58
Housing Units			Index
Total Housing Units	32,886	5,943	
Vacant percent	21.26%	10.08%	47.42
Owned percent	57.09%	65.29%	114.35%
Rented Percent	21.65%	24.63%	113.78
Households by Size			Index
Avg household size	2.18	2.19	100.46
Avg family hh size	2.67	2.72	101.87
Avg non-family hh size	1.09	1.10	100.92
Households By Count of Persons			Percent
One	7,185	1,576	21.93%
Two	11,105	2,124	19.13%
Three or Four	6,648	1,437	21.62%
Five+	958	208	21.71%

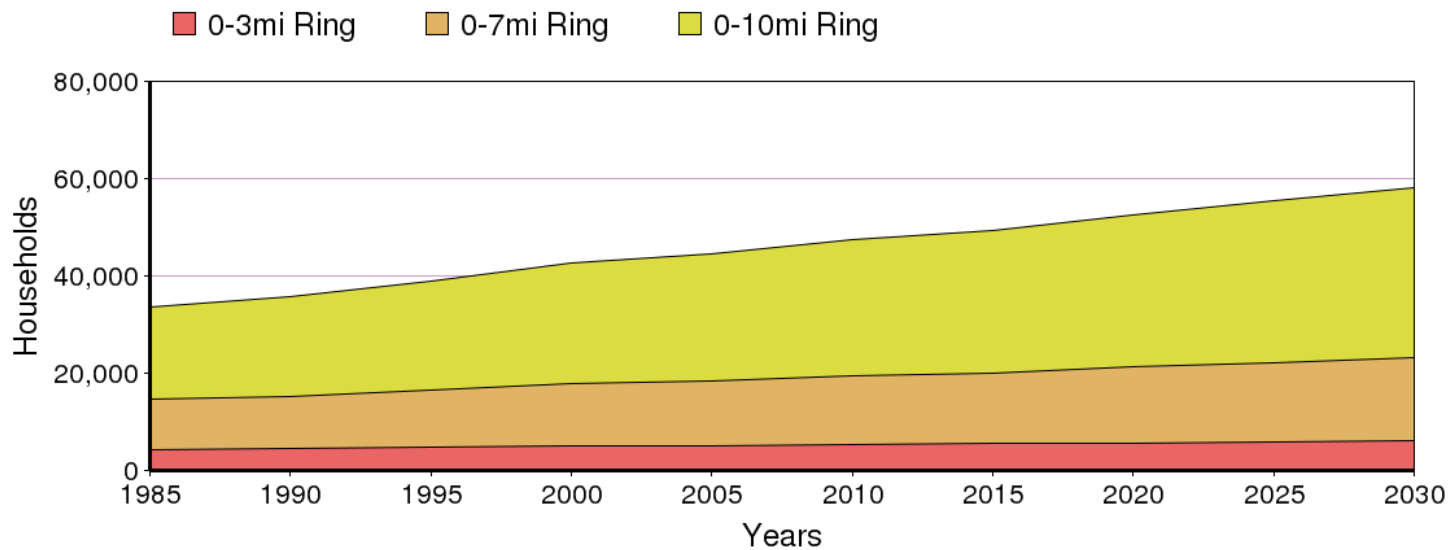
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	46,942	10,830	23.07%
2000 Population	54,033	11,646	21.55%
2010 Population	57,329	11,793	20.57%
2015 Population	58,418	11,907	20.38%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	19,212	4,546	23.66%
2000 Households	23,100	5,007	21.68%
2010 Households	25,896	5,344	20.64%
2015 Households	26,926	5,496	20.41%

Household Change from 1985 to 2030



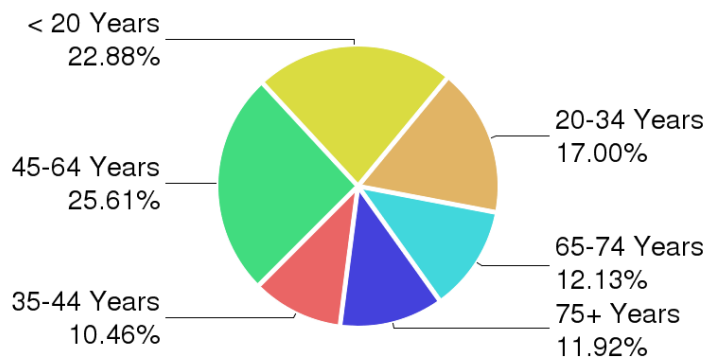
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.45%	4.68%	105.17
4-5 Years	2.12%	2.23%	105.19
6-8 Years	3.44%	3.45%	100.29
9-11 Years	3.54%	3.52%	99.44
12-13 Years	2.43%	2.33%	95.88
14-17 Years	4.6%	4.39%	95.43
18-19 Years	2.4%	2.28%	95
0-5 Years	6.57%	6.9%	105.02
6-12 Years	8.18%	8.15%	99.63
13-19 Years	8.23%	7.83%	95.14
< 20 Years	22.98%	22.88%	99.56
20-34 Years	16.1%	17%	105.59
35-44 Years	12.12%	10.46%	86.3
45-64 Years	26.73%	25.61%	95.81
65-74 Years	11.18%	12.13%	108.5
75+ Years	10.89%	11.92%	109.46
Median Age	45	45	99.56
Median Age (Male)	43	42	97.52
Median Age (Female)	47	48	101.78

Projected Age Group Percentages



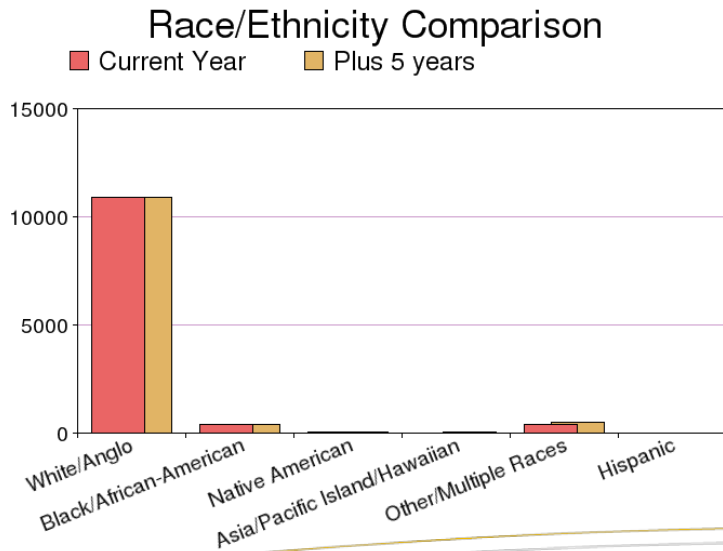
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.58%	91.54%	98.88
Black, African-American	3.21%	3.54%	110.28
Native American	0.51%	0.5%	99.04
Asian	0.2%	0.24%	120.57
Pacific Island, Hawaiian	0%	0.02%	0
Other/Multiple Races	3.5%	4.16%	118.71
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,430	8,484	
Less than 9th Grade	4.76%	3.57%	75.08
No High School Diploma	13.65%	12.49%	91.51
High School Graduate	32.23%	31.52%	97.79
Some College, no degree	21.99%	22.6%	102.74
Associate Degree	13.67%	14.86%	108.77
College Degree	9.56%	10.8%	112.92
Graduate/Prof. degree	4.14%	4.16%	100.5



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	10.42%	9.66%	92.7
\$10,000 to \$19,999	13.77%	13.12%	95.25
\$20,000 to \$29,999	14.15%	13.52%	95.56
\$30,000 to \$49,999	23.13%	22.18%	95.9
\$50,000 to \$59,999	9.02%	9.02%	100.06
\$60,000 to \$69,999	6.27%	6.28%	100.14
\$70,000 to \$79,999	4.62%	4.8%	96.84
\$80,000 to \$89,999	3.61%	4%	104.79
\$90,000 to \$99,999	2.47%	2.69%	109.02
\$100,000 to \$249,999	6.14%	7.1%	115.61
\$125,000 to \$149,999	3.46%	4.15%	119.83
\$150,000 to \$199,999	1.24%	1.53%	123.75
\$200,000 to \$249,999	0.26%	0.25%	97.23
\$250,000 or more	1.46%	1.53%	104.71
Median Household	38,694	40,820	105.49
Average Household	52,820	56,319	106.62
Per Capita Household	23,936	25,996	108.61
Family/Non-Family Household Income			
Median Family Income	48,269	52,597	108.97
Average Family Income	64,367	68,985	107.17
Median Non-Family Income	20,831	22,096	106.07
Average Non-Family Income	29,371	31,353	106.75

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.35%	66.81%	99.21
Families with Children	28.8	28.26	98.12
Families without Children	38.55	38.81	100.68
Non-Family Households			
% Non-Family Households	32.65%	33.19%	101.64
Non-Families with Children	0.21	0.16	101.64
Non-Families without Children	32.45	33.02	101.78
Housing Units			
Total Housing Units	5,943	6,111	102.83%
Vacant percent	10.08%	10.06%	99.85
Owned percent	65.29%	65.31%	100.03
Rented Percent	24.63%	24.63%	99.97
Households by Size			
Avg household size	2.19	2.15	98.17%
Avg family hh size	2.72	2.69	98.9%
Avg non-family hh size	1.10	1.06	96.36%
Households By Count of Persons			
One	1,576	1,655	105.01%
Two	2,124	2,224	104.71%
Three or Four	1,437	1,434	99.79%
Five+	208	183	87.98%

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	208	296	517
Northern Europe	41	17	60
Western Europe	10	41	85
Southern Europe	2	9	2
Eastern Europe	3	30	85
Other Europe	0	0	0
Eastern Asia	2	8	3
So. Central Asia	0	8	25
SE Asia	9	29	36
Western Asia	0	3	5
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	4	0
Middle Africa	0	0	4
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	1	0
Caribbean	18	4	11
Central Amer.	113	100	172
South America	1	34	26
North America	9	8	3
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	9,688	18,398	26,964
Spanish	207	435	449
Other Indo-Euro language	171	140	371
French (incl. Patois, Cajun)	69	37	107
French Creole	0	0	0
Italian	0	0	12
Portuguese	7	4	1
German	64	32	151
Yiddish	2	4	0
Other West Germanic	5	3	0
A Scandinavian Language	0	0	0
Greek	0	2	5
Russian	4	16	20
Polish	17	16	19
Serbo-Croatian	0	0	8
Other Slavic Language	0	20	25
Armenian	0	0	0
Persian	0	0	0
Gujarathi	3	6	15
Hindi	0	0	0
Urdu	0	0	8

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	5	18
Korean	0	4	21
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	10	0	11
Laotian	0	0	14
Vietnamese	0	24	0
Other Asian	0	0	0
Tagalog	0	15	0
Other Pacific Is	0	0	0
Other languages	0	12	14
Navajo	0	0	0
Other Native N. American	0	4	10
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	4	4
African languages	0	4	0
Other unspecified	0	0	0

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	6,748	13,220	19,752
Arab	2	6	9
Armenian	0	0	0
Austrian	2	13	18
British	21	60	75
Canadian	3	17	8
Croatian	1	7	7
Czech	1	11	15
Czechoslovak	0	0	16
Danish	2	5	31
Dutch	231	342	407
English	807	1,682	2,530
European	51	166	225
Finnish	0	4	19
French (not Basque)	75	200	453
French Canadian	12	25	60
German	919	1,573	2,055
Greek	27	41	67
Hungarian	4	21	26
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	658	1,271	2,429
Italian	97	217	325
Lithuanian	0	5	4
Norwegian	21	92	147
Polish	31	132	256
Portuguese	3	20	13
Romanian	0	2	23
Russian	1	18	40
Scandinavian	3	18	12
Scotch-Irish	509	1,055	1,600
Scottish	191	450	681
Slovak	0	0	20
Subsaharan African	1	14	19
Swedish	27	93	157
Swiss	4	7	34
Ukrainian	1	24	58
US/American	2,182	4,157	5,810
Welsh	25	37	74
West Indian	0	6	17
Yugoslavian	6	3	25
Other	830	1,427	1,987

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

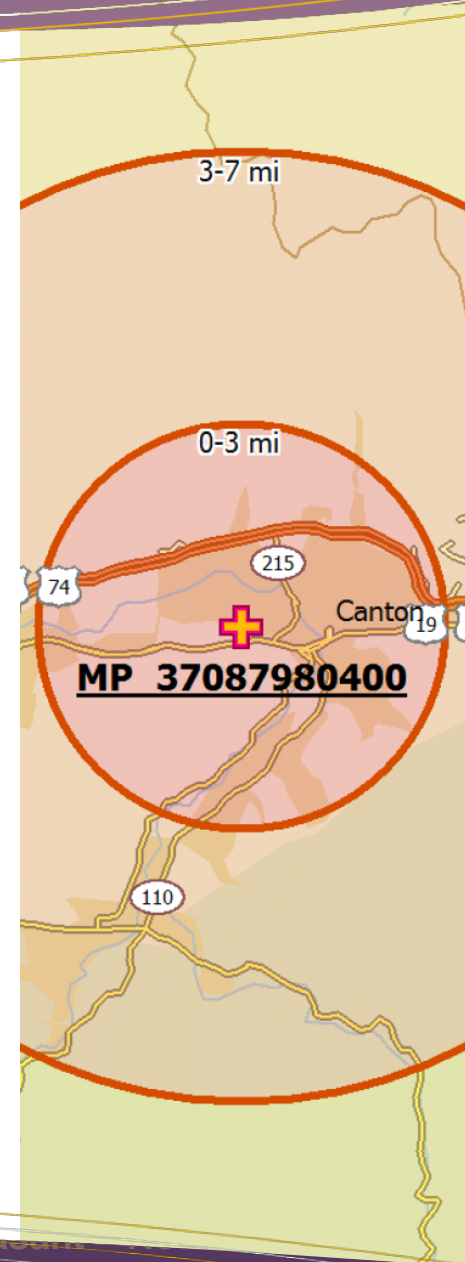
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	5,344	100%	3,492	100%
AFFLUENT SUBURBIA	13	0.24%	10	0.29%
America's Wealthiest	2	0.04%	2	0.06%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	11	0.21%	8	0.23%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	184	3.44%	124	3.55%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	184	3.44%	124	3.55%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	377	7.05%	241	6.9%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	37	0.69%	0	0%
Prime Middle America	0	0%	24	0.69%
Urban Optimists	340	6.36%	0	0%
Family Convenience	0	0%	217	6.21%
Mid-Market Enterprise	0	0%	0	0%



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	5,344	100%	3,492	100%
BLUE COLLAR BACKBONE	191	3.57%	126	3.61%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	43	0.8%	26	0.74%
Lower Income Essentials	126	2.36%	85	2.43%
Small Town Endeavors	22	0.41%	15	0.43%
AMER. DIVERSITY	219	4.1%	145	4.15%
Ethnic Urban Mix	16	0.3%	11	0.32%
Urban Blues	36	0.67%	23	0.66%
Professional Urbanites	24	0.45%	17	0.49%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	131	2.45%	84	2.41%
Mature America	12	0.22%	10	0.29%
METRO FRINGE	3,067	57.39%	2,102	60.19%
Steadfast Conservative	2,829	52.94%	1,939	55.53%
Moderate Conventionalists	120	2.25%	81	2.32%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	118	2.21%	82	2.35%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	5,344	100%	3,492	100%
REMOTE AMERICA	345	6.46%	206	5.9%
Hardy Rural Fam.	140	2.62%	85	2.43%
Rural Southern Living	182	3.41%	107	3.06%
Coal & Crops	23	0.43%	14	0.4%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	155	2.9%	115	3.29%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	155	2.9%	115	3.29%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	624	11.68%	309	8.85%
Aspiring Hispania	120	2.25%	0	0%
Industrious Country Living	0	0%	82	2.35%
America's Farmland	61	1.14%	0	0%
Comfy Country Living	44	0.82%	37	1.06%
Small Town Connections	399	7.47%	26	0.74%
Hinterland Fam.	0	0%	164	4.7%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	5,344	100%	3,492	100%
STRUGGLING SOCIETIES	61	1.14%	36	1.03%
Rugged Southern Style	61	1.14%	36	1.03%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	111	2.08%	78	2.23%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	47	0.88%	33	0.95%
Urban Diversity	32	0.6%	23	0.66%
New Generation Activists	32	0.6%	22	0.63%
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%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



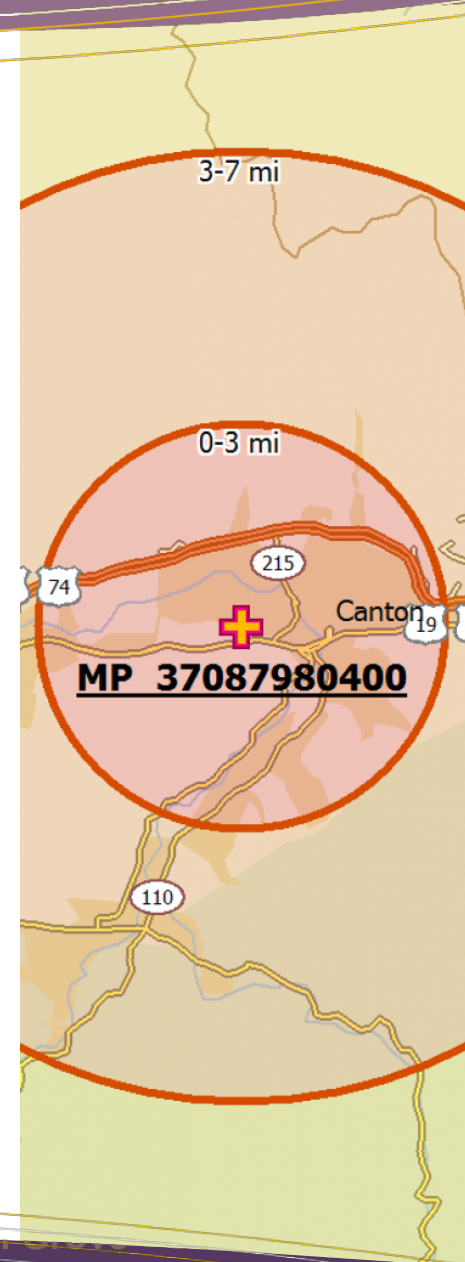
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	77%	77%	77%
Use Comp. for Internet/E-mail	58%	60%	59%
Internet Use: E-Mail	46%	48%	48%
Use Comp. for Comp. Games	40%	40%	40%
Use Comp. for Word Processing	36%	38%	38%
Use Comp. for Shopping	34%	35%	34%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Education	30%	31%	30%
Use Comp. for Banking	29%	30%	30%
HH Owns DVD Player	26%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	25%	26%	26%
Internet Use: Banking	23%	25%	25%
Use Comp. for News/Info./Data	20%	21%	21%
Service			
PC-Network-HH Has One	16%	17%	17%
Use Comp. for Accounting	12%	14%	14%
Use Comp. for Personal Financial	11%	13%	13%
Mngmnt			
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%
HH Owns Video/Webcam	11%	10%	11%
Internet Use: Shopping: Made A	10%	11%	11%
Purchase			

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	67%	66%
Dining Out (Not Fast Food)	57%	58%	58%
Reading Books	51%	52%	52%
Card Games	42%	43%	43%
Gardening	38%	39%	39%
Go To A Beach/Lake	34%	36%	35%
Cooking for Fun	34%	35%	35%
Board Games	34%	34%	34%
Visit Zoo	19%	19%	19%
Going To	19%	19%	18%
Bars/Nightclubs/Dancing			

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

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	24.62%	24.57%	25.06%
Live Theater	16.43%	17.64%	17.53%
Rock/Pop Concerts Most Often	13.73%	12.95%	12.88%
Live Theater Most Often	13.56%	14.8%	14.69%
Comedy Club	7.67%	7.49%	7.47%
Dance Performance	7.13%	6.86%	6.96%
Movies: Comedy	36.98%	36.69%	36.84%
Movies: Action/Adventure	36.23%	36.38%	36.74%
Movies: Fam.	18.66%	18.39%	18.78%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	17.63%	17.72%	17.92%
Movies: Drama	17.21%	17.45%	18.04%
Movies: Mystery	15.02%	15.06%	15.58%
MLB Baseball Reg. Season	6.35%	6.95%	6.65%
NFL Football Reg. Season	5.43%	5.87%	5.58%
College Football Reg. Season	5.35%	6.21%	5.98%
College Basketball Reg. Season	3.4%	3.9%	3.93%
Auto Racing Events	2.93%	3.02%	2.87%
NBA Basketball Reg. Season	2.38%	2.56%	2.47%

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	39.08%	40.04%	39.61%
Swimming	32.78%	33.96%	34.17%
Freshwater Fishing	21.9%	23.3%	23.33%
Bowling	21.54%	21.54%	21.67%
Camping Trips	19.59%	20.04%	19.46%
Billiards/Pool	18.8%	18.66%	18.52%
Basketball	13.8%	14.04%	14.08%
Weight Training	13.62%	14.03%	13.8%
Hunting	13.22%	14.62%	14.05%
Jogging/Running	12.8%	12.94%	12.68%
Mountain/Road Biking	12.54%	13.16%	12.84%
Golf	12.08%	13.17%	12.94%
Using Cardio Machine	12.04%	12.22%	12.17%
Target Shooting	11.26%	11.52%	11.21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	11.17%	11.46%	11.23%
Baseball	11.06%	10.76%	10.68%
Backpacking/Hiking	10.2%	10.37%	10.21%
Volleyball	9.52%	8.77%	8.55%
Football	8.89%	8.77%	8.78%
Power Boating	8.38%	9.21%	9.17%
Aerobics	8.2%	8.21%	8.26%
Softball	8%	8.02%	7.81%
Saltwater Fishing	7.8%	8.24%	8.38%
Canoeing/Kayaking	7.73%	8.2%	7.91%
Motorcycling	6.73%	6.81%	6.65%
Horseback Riding	6.53%	7.07%	7.15%
Soccer	6.31%	6.19%	6.28%
Yoga	6.19%	6.12%	6.1%

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	5.95%	5.98%	5.95%
Archery	5.74%	6.17%	5.74%
Roller Skating	5.15%	5.04%	4.74%
Fly Fishing	4.89%	5.05%	5.04%
Ice Skating	4.7%	4.75%	4.54%
Water Skiing	4.44%	4.76%	4.6%
Downhill & X-Country Skiing	4.27%	4.45%	4.23%
Jet Skiing	4.09%	4.13%	3.95%
Snorkeling	4.08%	4.21%	4.04%
Snowmobiling	3.95%	4.13%	3.88%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.79%	3.39%	3.37%
Auto Racing	3.76%	3.63%	3.76%
Hockey	3.63%	3.26%	3.1%
Rock Climbing	3.29%	3.16%	3.11%
Martial Arts	3.25%	3.06%	2.92%
Skateboarding	3.18%	3.29%	3.14%
Snowboarding	3.08%	3.02%	2.82%
Sailing	2.66%	2.95%	2.99%
Rowing	2.59%	2.64%	2.6%
Surfing & Windsurfing	2.25%	2.33%	2.17%



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

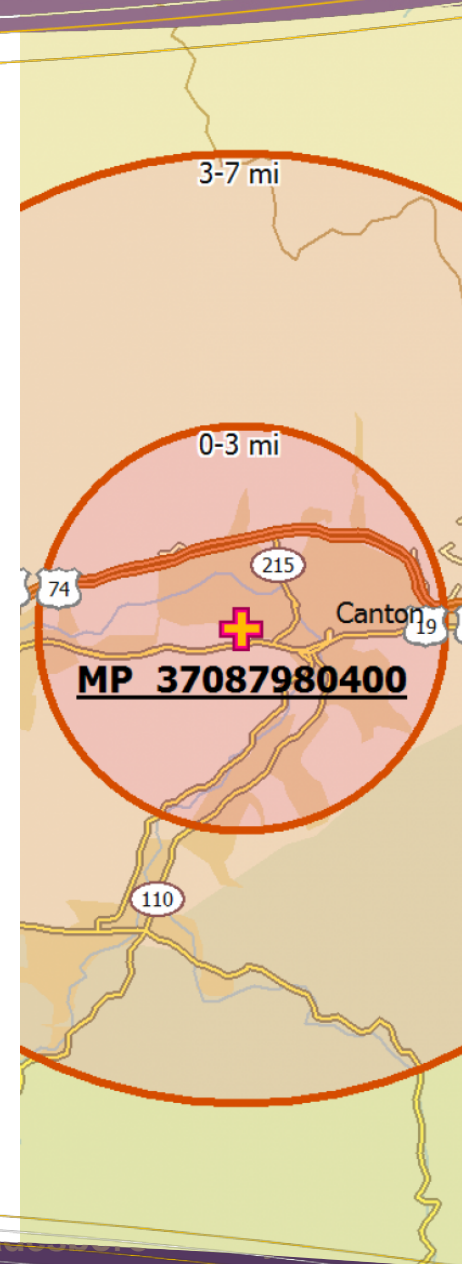
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

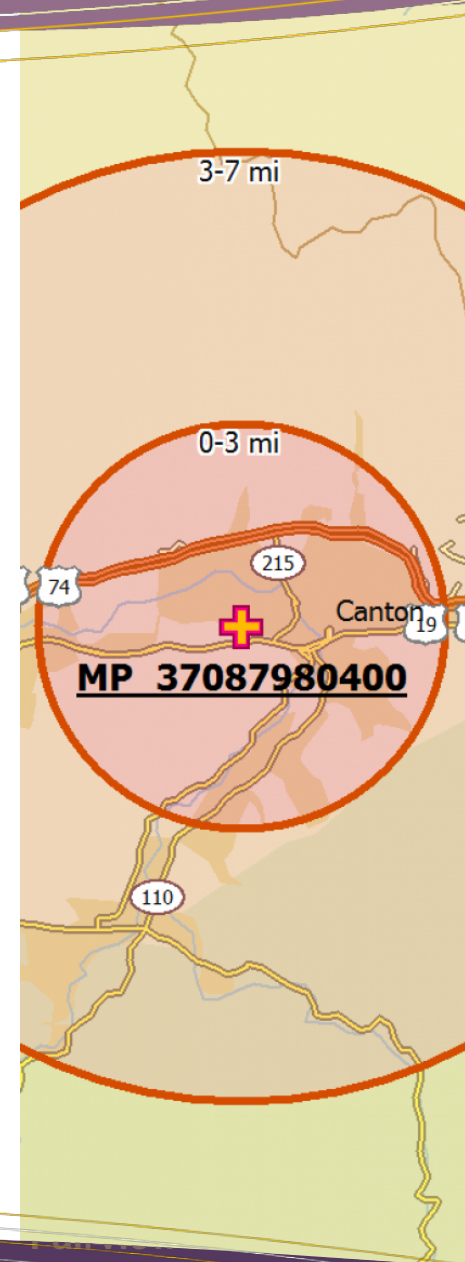
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%
Find It Difficult To Say No To My Kids	38%	39%	39%
Speak My Mind Even If It Upsets People	36%	35%	34%
Woman's Place Is In The Home	36%	36%	35%
Like Control Over People And Resources	34%	33%	33%
Prefer To Have Few Possessions As Possible	31%	31%	31%
Like To Do Unconventional Things	31%	31%	31%
Don't Judge People/Way They Live Life	27%	27%	27%
Money Is Best Measure Of Success	27%	27%	27%
Friends More Important Than My Fam.	25%	24%	24%
If Won Lottery Would Never Work Again	24%	25%	24%
Too Much Sponsorship In Arts/Sports	24%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Marijuana Should Be Legalized	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
I Am A Workaholic	14%	15%	15%
Only Work Current Job for The Money	14%	15%	14%
We Should Strive for Equality for All	12%	12%	12%
Happy With My Standard Of Living	10%	10%	11%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	6%	5%	5%

Potential Cultural Themes

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

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



Potential Cultural Themes:

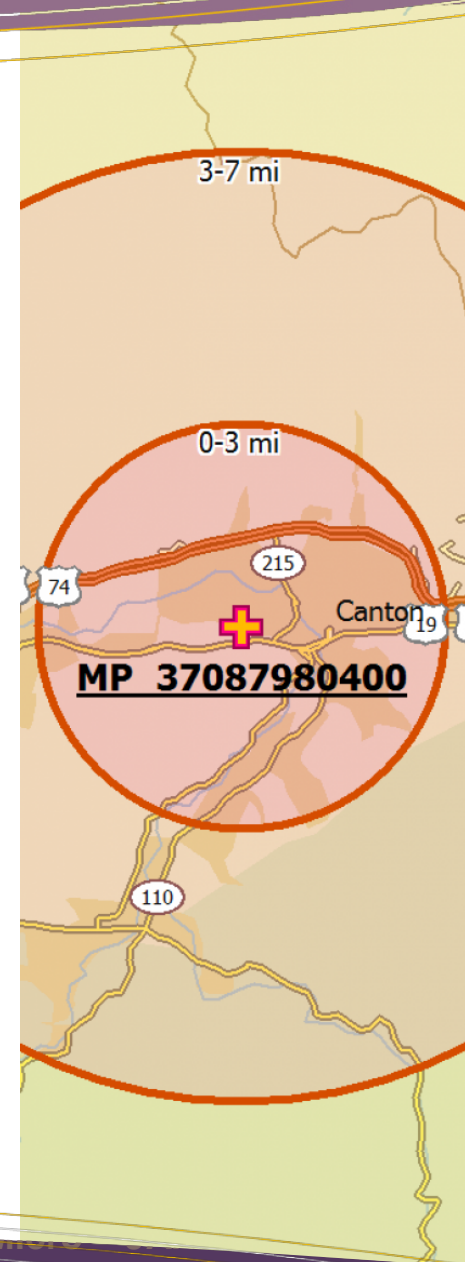
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	61%	61%
You Should Seize Opportunities In Life	56%	56%	56%
Like To Understand About Nature	36%	35%	36%
Prefer Work Part Of Team Than Alone	34%	33%	33%
Important Feel Respected By My Peers	34%	33%	33%
Prefer To Have Few Possessions As Possible	31%	31%	31%
Important To Juggle Various Tasks	31%	30%	30%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	26%	26%	25%
Like To Just Enjoy Life	23%	22%	22%
People Have To Take Me As They Find Me	21%	22%	22%
Consider Myself Interested In The Arts	19%	18%	18%

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

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.98%	86.82%	86.42%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.17%	83.81%	83.53%
Houses-Visit Any			
McDonald's	57.1%	57.16%	57.13%
Burger King	40.23%	39.07%	38.29%
Subway	31.43%	31.81%	31.62%
Taco Bell	29.95%	29.31%	29.34%
Wendy's	29.9%	29.37%	29.27%
Kentucky Fried Chicken (KFC)	29.72%	28.54%	28.35%
Applebee's	29.49%	29.45%	29.32%
Arby's	24.62%	24.65%	24.44%
Pizza Hut	23.65%	22.78%	23.04%
Dairy Queen	20.62%	20.52%	20.19%

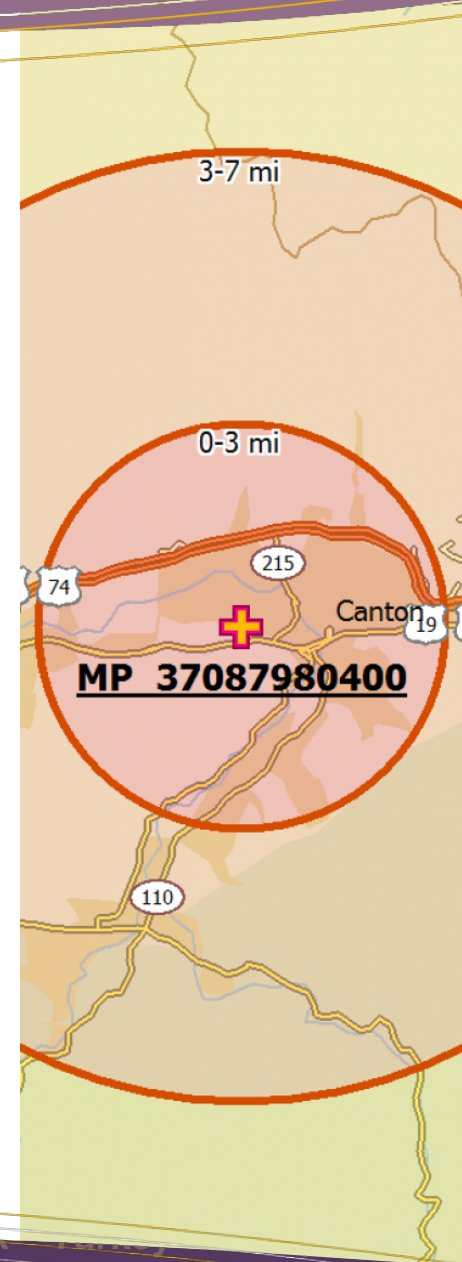
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	19.85%	19.93%	19.74%
Red Lobster	16.91%	16.32%	16.34%
Cracker Barrel	16.17%	16.77%	17.31%
Sonic	15.48%	15.46%	16.17%
Domino's Pizza	13.36%	12.27%	12.43%
Hardee's	13.33%	12.65%	12.75%
Denny's	12.93%	11.93%	11.74%
Golden Corral	12.57%	11.79%	11.93%
Outback Steakhouse	12.06%	12.96%	13.3%
Chick-Fil-A	12.03%	12.04%	12.31%
IHOP (International House Of Pancakes)	11.97%	11.81%	12%
Long John Silver's	11.46%	10.47%	10.44%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

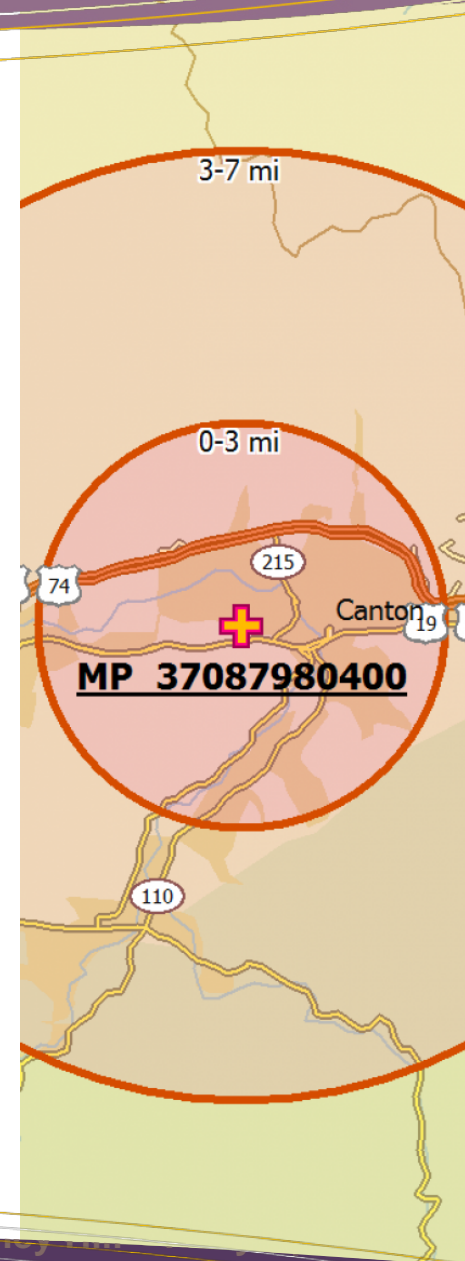
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	47.81%	47.27%	46.13%
Recycled products	34.15%	34.47%	33.63%
Worked as volunteer (non political)	16.21%	16.8%	16.6%
Engaged in fund raising	11.03%	10.95%	10.64%
Religious club member	7.16%	7.48%	7.39%
Wrote to elected offcl about publ bus	5.69%	5.97%	5.79%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.59%	5.63%	5.39%
Wrote to editor of mag or newspaper	5.47%	5.56%	5.5%
Charitable Organization	5.42%	5.42%	5.32%
Took active part in local civic issue	5.02%	4.95%	4.87%
Fraternal order member	4.86%	4.8%	4.68%
Church Board	4.66%	4.92%	4.82%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	14.87%	15.61%	15.52%
Children's Books	11.85%	12.43%	12.44%
Mystery	11.15%	11.6%	11.93%
Cookbooks	10.36%	10.45%	10.32%
Religious (not Bibles)	8.83%	8.85%	8.82%
History	6.6%	6.79%	6.78%
Romance	6.36%	6.84%	6.91%
Personal/Business	5.86%	6.14%	6.05%
Self-help			
Biography	5.81%	5.91%	5.81%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.51%	65.91%	64.53%
Gen. Editorial	44.75%	44.23%	44.19%
Womens	39.17%	38.82%	38.52%
Service	34.8%	35.68%	35.68%
Mens	18.33%	17.18%	17.05%
Automotive	15.81%	15.14%	14.83%
Fishing/Hunting	15.68%	15.99%	15.88%
Sports	14.61%	13.73%	13.54%
Business/Finance	13.18%	13.84%	13.63%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	56.09%	56.65%	56.31%
Classified	36.95%	36.7%	36.53%
Sport	33.19%	32.94%	32.47%
Editorial Page	32.52%	32.69%	32.41%
Comics	29.02%	29.03%	29.04%
Business/Finance	26.68%	27.24%	26.9%
Movie Listings & Reviews	25.22%	24.46%	24.04%
TV/Radio Listings	24.98%	24.53%	24.46%
Food/Cooking	24.97%	25.04%	25.24%
Home/Gardening	21.93%	21.8%	21.45%
Travel	17.9%	18.07%	17.82%
Science/Technology	17.07%	16.92%	16.71%
Fashion	13.02%	12.88%	12.8%

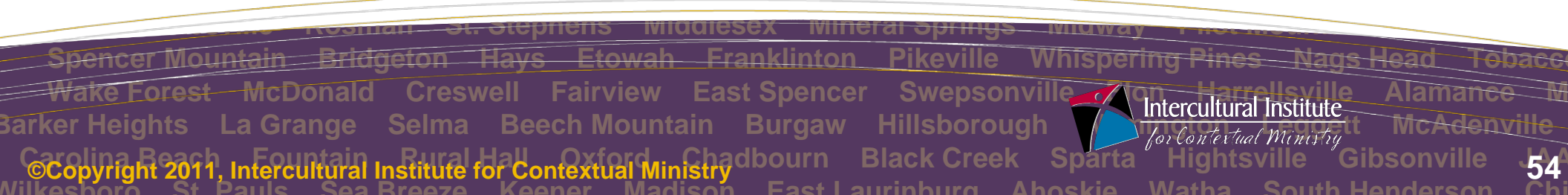
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	27.42%	29.19%	29.24%
CHR Contemp Hit Radio	18.19%	17.14%	17.05%
Adult Contemporary	17.89%	18.43%	18.02%
Rock	13.63%	13.15%	12.62%
Oldies	11.29%	11.17%	10.86%
News/Talk	10.48%	10.68%	10.34%
Classic Rock	10.4%	10.79%	10.54%
Urban Contemporary	9.61%	8.22%	8.16%
Alternative	8.82%	8.67%	8.33%
Variety	6.14%	6.36%	6.14%
Religious	6.03%	6.48%	6.45%
Soft Contemporary	5.24%	5.33%	5.15%
Classic Hits	4.48%	4.25%	4.14%
All News	3.32%	3.55%	3.43%
All Talk	3.06%	3.57%	3.44%
Sports	3%	3.14%	3.02%
Hispanic	2.94%	2.76%	2.77%
Adult Standards	2.77%	2.88%	2.88%

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	63.77%	65.01%	64.31%
Satellite Dish	54.76%	55.4%	55.05%
Soapnet	49%	49.74%	49.97%
Other Video-On-Demand	42.59%	42.72%	43.09%
Sci-Fi Channel	36.98%	37.58%	37.17%
Adult Pay Per View TV	34.2%	35.91%	35.42%
MSNBC	34.18%	34.85%	34.05%
Nickelodeon	29.99%	31.1%	30.13%
Subscribe Digital Cable	27.83%	27.56%	27.87%
TV Info From Sunday TV Magazine	27.57%	28.87%	29%
Adult Swim	26.65%	27.72%	26.89%
Comedy Central	26.34%	27.77%	27.62%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	25.52%	26.24%	26.08%
Nick At Nite	24.26%	25.68%	25.28%
TCM (Turner Classic Movies)	23.94%	24.57%	24.38%
BET (Black Entertainment TV)	23.92%	24.68%	23.94%
USA Network	23.67%	24.38%	24.36%
TV Info From Monthly Cable Guide	22.85%	23.57%	23.92%
Hallmark Channel	22.79%	24.05%	23.5%
The Golf Channel	21.29%	22.19%	21.75%
Lifetime	20.39%	20.47%	19.99%
ABC Fam.	20.08%	20.64%	20.16%
ESPN2	19.51%	20.41%	20.01%
TV Info From Other	19.06%	19.39%	19.74%

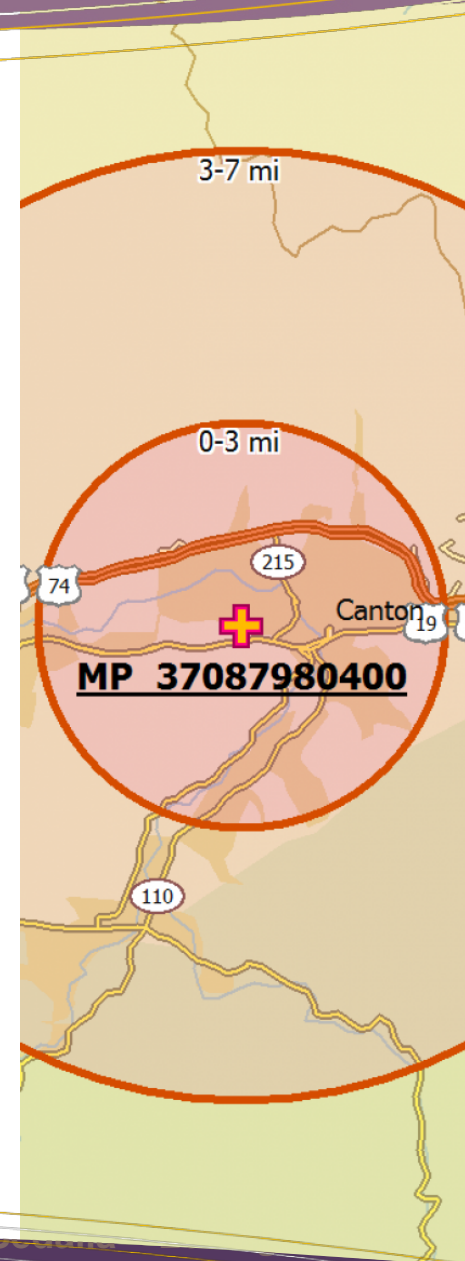


Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18%	18.65%	18.59%
Medium Users (4-6)	10.04%	10.39%	10.21%
Light Users (1-3)	20.59%	20.49%	20.15%
Quintiles (20%)			
Newspaper I (Heavy)	1.7%	1.67%	1.54%
Newspaper II	1.55%	1.38%	1.34%
Newspaper III	2.17%	2.28%	2.22%
Newspaper IV	0.72%	0.64%	0.66%
Newspaper V (Light)	1.3%	1.34%	1.24%

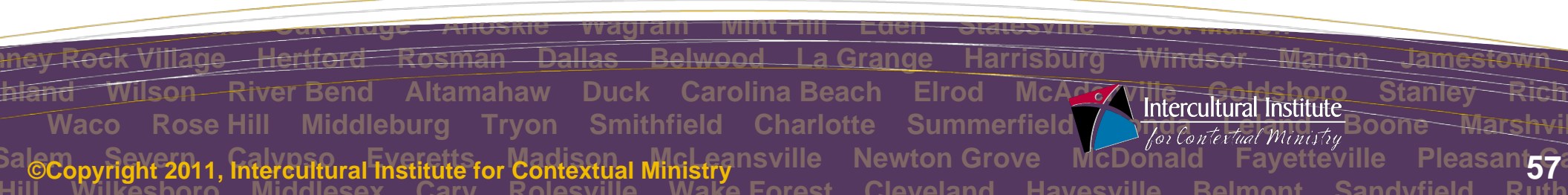
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.17%	19.12%	18.9%
Magazines II	8.88%	8.8%	8.57%
Magazines III	9.24%	9.75%	9.5%
Magazines IV	11.53%	10.95%	10.97%
Magazines V (Light)	0.17%	0.18%	0.22%
Outdoor I (Heavy)	6.11%	5.72%	5.61%
Outdoor II	2.73%	2.47%	2.31%
Outdoor III	3.27%	2.82%	2.88%
Outdoor IV	17.58%	17.44%	17.71%
Outdoor V (Light)	26.22%	26.22%	25.9%
Yellow Pages I (Heavy)	16.41%	15.56%	15.48%
Yellow Pages II	5.11%	5.12%	5.09%
Yellow Pages III	4.93%	4.51%	4.53%
Yellow Pages IV	24.33%	23.55%	23.68%
Yellow Pages V (Light)	3.72%	2.96%	3.05%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.6%	3.65%	3.5%
Drive Time III (Medium)	0.87%	0.83%	0.81%
Radio IV & V (Light)	2.99%	2.69%	2.4%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.18%	7.94%	8.18%
Radio III (Medium)	4.82%	5.08%	4.89%
Radio IV & V (Light)	3.07%	3.31%	3.19%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.58%	11.99%	11.74%
Cable III (Medium)	4.3%	4.08%	4.34%
Cable IV & V (Light)	32.42%	32.34%	33.06%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.31%	4%	3.9%
Prime Time III (Medium)	2.02%	2.07%	2.22%
Prime Time IV & V (Light)	7.4%	7.2%	7.22%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.97%	40.88%	40.54%
Fringe III (Medium)	56.22%	55.69%	55.67%
Fringe IV (Light)	57.72%	57.11%	56.97%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.48%	12.67%	12.69%
All Day III (Medium)	25.28%	25.23%	24.91%
All Day IV (Light)	11.61%	10.87%	10.87%



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]	11.77%	12.04%	12.13%
6:00am - 10:00am	12.33%	13.02%	12.96%
10:00am - 3:00pm	4.61%	4.67%	4.76%
3:00pm - 7:00pm	13.06%	13.36%	13.23%
7:00pm - Midnight	10.59%	11.81%	12.01%
Midnight - 6:00am	4.32%	4.65%	4.56%
Weekend Radio			
Listeners			
Dayparts [summary]	13.82%	14.38%	14.18%
6:00am - 10:00am	2.95%	3.16%	3.52%
10:00am-3:00pm	4.01%	4.33%	4.22%
3:00pm - 7:00pm	6.03%	6.12%	6.22%
7:00pm - Midnight	7.65%	8.06%	8.08%
Midnight - 6:00am	8.88%	9.55%	9.74%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.88%	7.36%	7.09%
Saturday: 8:00-11:00pm	7.36%	8.05%	7.96%
Sunday: 7:00-11:00pm	9.66%	9.57%	9.36%
9:00am-1:00pm	24.26%	25.68%	25.28%
9:00am-4:00pm	27.71%	29.46%	28.92%
4:00pm-7:00pm	26.64%	27.29%	26.82%
11:00pm-1:00am	41.63%	42.34%	41.51%
AVG Prime time	2.22%	2.23%	2.3%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	14.77%	15.21%	15.17%
7-9am	19.51%	20.41%	20.01%
9am-12noon	20.14%	21.51%	21.34%
12noon-4pm	7.56%	7.95%	7.58%
4-6pm	42.55%	44.18%	42.9%
6-7pm	20.23%	20.99%	20.01%
7-7:30pm	1.38%	1.69%	1.43%
7:30-8pm	11.07%	10.88%	10.85%
8-11pm	6.88%	7.36%	7.09%
11pm-12am	34.18%	34.85%	34.05%
11pm-1am	41.63%	42.34%	41.51%
1-6am	27.58%	28.53%	27.61%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.92%	16.97%	17.1%
Sat: 10am-1pm	6.73%	7.25%	7.37%
Sat: 1-4pm	24.67%	24.43%	24.45%
Sat: 4-6pm	6.02%	6.17%	6.46%
Sat: 6-7pm	1.78%	1.83%	1.77%
Sat: 7-8pm	0.49%	0.74%	0.65%
Sat: 8-11pm	7.36%	8.05%	7.96%
Sat: 11pm-1am	4.3%	4.36%	4.22%
Sat: 1am-7pm	23.67%	24.38%	24.36%
Sun: 7-10am	2.3%	2.37%	2.19%
Sun: 10am-1pm	7.16%	7.27%	6.89%
Sun: 1-4pm	6.08%	6.19%	6.27%
Sun: 4-7pm	13.65%	13.72%	13.28%
Sun: 7-11pm	9.66%	9.57%	9.36%
Sun: 11pm-1am	4.49%	4.4%	4.39%
Sun: 1-7am	20.94%	20.94%	20.59%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

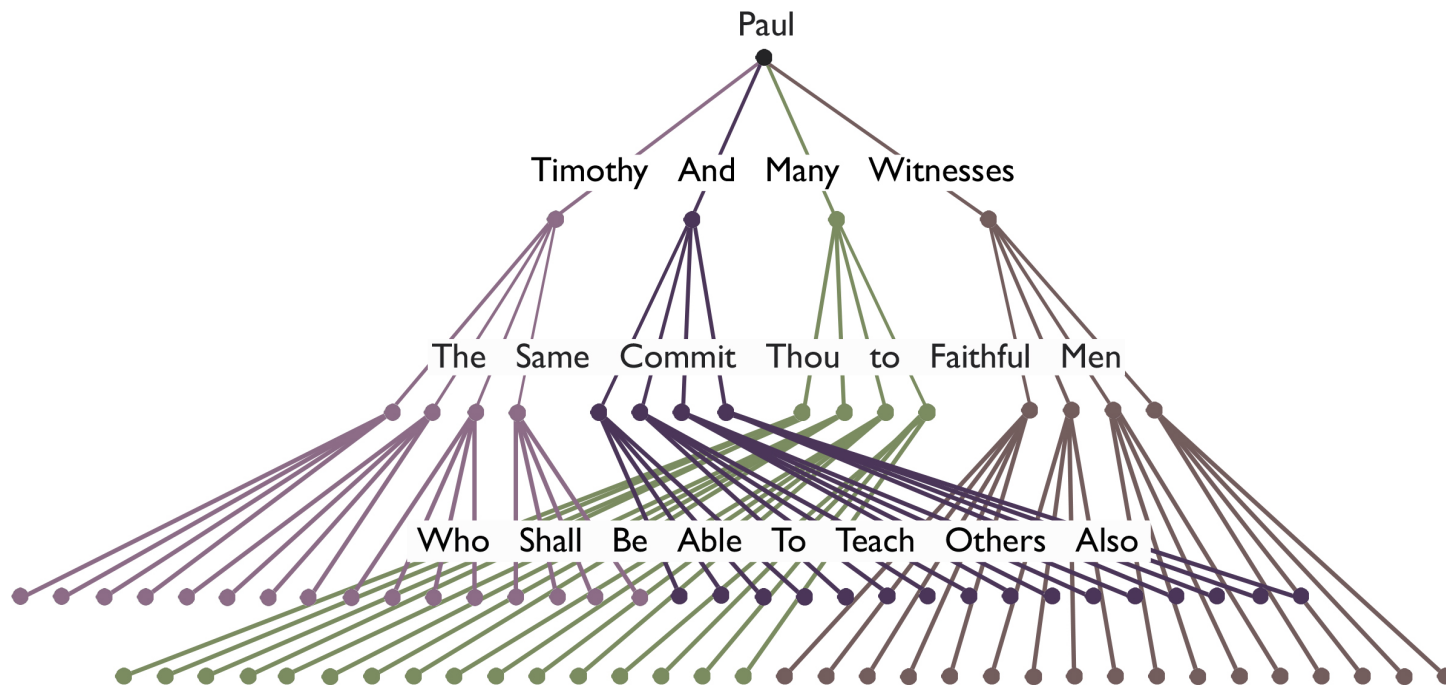


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

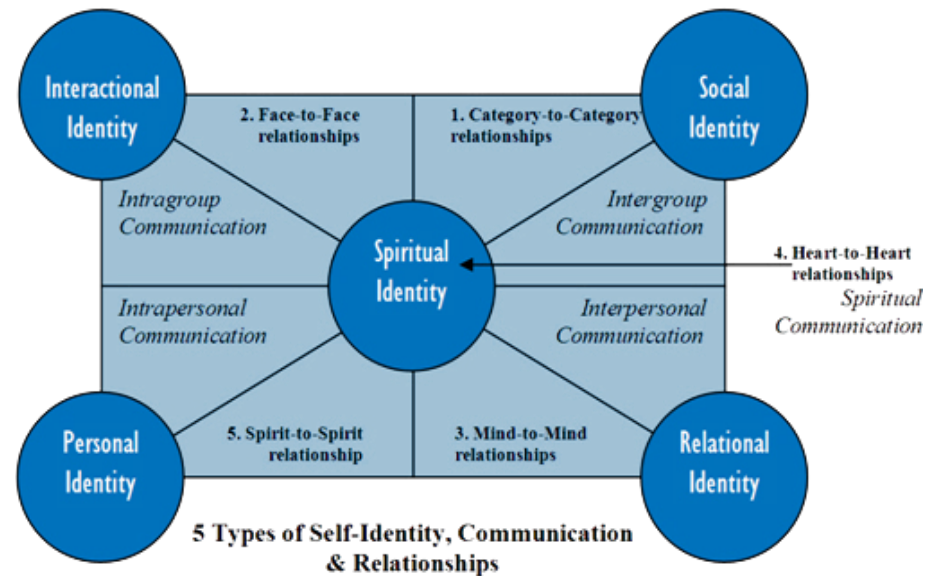


Establishing Redemptive Relationships

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

Communication Steps

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

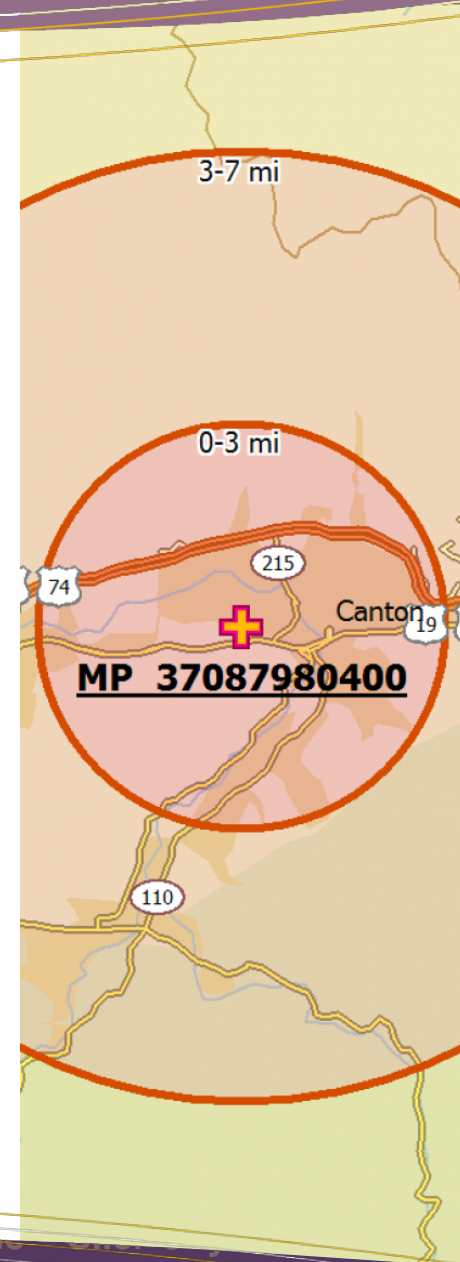


Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net. 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



Gatesville Connelly Springs Keener Unionville Aurora St. Helena Northwest Autryville Black Creek Oc
gram Jamesville Burgaw Half Moon Hookerton McLeansville Washington Broadway Plymouth Nags He
Belhaven Lucama Morrisville Peletier Sugar Mountain Knightdale Castal Center vintops Norwooe
nceboro Mar-Mac Mooresville Light Oak Fuguy-Varina Lake Lure Lawndale Winton Garysburg McDona
Goldston Dundarrach Middleburg Rockwell Huntersville Conover Middlesex Newland Norlina Brice

Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Beulah - Canton	483 Sunset Cir Canton, NC 28716	0.26 mi	137	Plateauing
2	West Canton - Canton	75 Lowe St Canton, NC 28716	0.31 mi	101	Declining
3	Pinnacle Church - Canton	90 Main St Canton, NC 28716	1.00 mi	0	Insufficient Data
4	Rescue - Canton	112 Main St Canton, NC 28716	1.05 mi	35	Declining
5	Beaverdam - Canton	92 Beaverdam Rd Canton, NC 28716	1.15 mi	86	Plateauing
6	Canton First - Canton	74 Academy St Canton, NC 28716	1.18 mi	224	Declining
7	High Street - Canton	73 High St Canton, NC 28716	1.26 mi	118	Growing
8	North Canton - Canton	735 N Canton Rd Canton, NC 28716	1.40 mi	48	Growing
9	East Canton - Canton	30 Sharptown Rd Canton, NC 28716	1.48 mi	32	Growing
10	Long Branch - Canton	7 Homestead Trail Canton, NC 28716	1.55 mi	67	Growing
11	Oak Grove - Clyde	39 Robinson Rd Clyde, NC 28721	1.97 mi	140	Plateauing
12	Calvary - Canton	23 Phillips St Canton, NC 28716	2.00 mi	82	Declining
13	Crestview - Canton	3258 Pisgah Dr Canton, NC 28716	2.52 mi	254	Plateauing
14	New Beginning Baptist Church	7979 Carolina Blvd Clyde, NC 28721	2.68 mi	0	Insufficient Data
15	Clyde First - Clyde	227 Main St Clyde, NC 28721	3.07 mi	98	Growing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Spring Hill - Canton	1918 Murray Rd Canton, NC 28716	3.15 mi	72	Growing
17	Dutch Cove - Canton	4161 Dutch Cove Rd Canton, NC 28716	3.78 mi	133	Declining
18	Emmanuel - Clyde	107 Weaver Dr Clyde, NC 28721	4.07 mi	37	Plateauing
19	Bethel - Canton	5868 Pigeon Rd Canton, NC 28716	4.75 mi	587	Growing
20	Iglesia Bautista Casa De Dios	5868 Pigeon Rd Canton, NC 28716	4.75 mi	11	Insufficient Data
21	The Gathering in the Mountain - Waynesvil	190 Acorn Lane Clyde, NC 28721	5.05 mi	5	Plateauing
22	Lake Junaluska First - Clyde	154 Sunset Ridge Rd Clyde, NC 28721	5.10 mi	184	Plateauing
23	Mount Zion - Canton	261 Dix Creek Rd Canton, NC 28716	5.29 mi	173	Plateauing
24	Rock Springs - Clyde	2554 Liner Creek Rd Clyde, NC 28721	5.52 mi	77	Plateauing
25	Ratcliffe Cove - Waynesville	1300 Ratcliffe Cove Rd Waynesville, NC 28786	5.69 mi	84	Declining
26	Woodland - Clyde	545 Crabtree Rd Waynesville, NC 28785	5.86 mi	243	Growing
27	Crabtree - Clyde	480 Crabtree Church Rd Clyde, NC 28721	6.54 mi	110	Plateauing
28	Rocky Face - Canton	1635 Worley Cove Rd Canton, NC 28716	6.65 mi	110	Growing
29	Meadows Grove - Canton	12 Meadow Grove Church Rd Canton, NC 28716	6.65 mi	0	Insufficient Data
30	Laurel Grove - Canton	83 School House Branch Rd Canton, NC 28716	6.65 mi	55	Declining

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Welcome Hill - Canton	709 Queentown Rd Canton, NC 28716	6.65 mi	49	Declining
32	East Fork - Canton	13175 Cruso Rd Canton, NC 28716	6.65 mi	148	Plateauing
33	Burnette Siding - Canton	7321 Lake Logan Rd Canton, NC 28716	6.65 mi	65	Declining
34	Sunny Point - Canton	132 Sunny Point Dr Canton, NC 28716	6.65 mi	81	Plateauing
35	Burnette Cove - Canton	193 Burnette Cove Rd Canton, NC 28716	6.65 mi	49	Growing
36	Antioch - Waynesville	542 Iron Duff Rd Waynesville, NC 28785	6.68 mi	313	Declining
37	Riverside - Waynesville	2171 Lake Logan Rd Waynesville, NC 28786	6.69 mi	207	Declining
38	East Waynesville - Waynesville	175 Woodland Dr Waynesville, NC 28786	6.89 mi	62	Growing
39	James Chapel - Clyde	94 James Chapel Rd Clyde, NC 28721	7.28 mi	54	Declining
40	Calvary Road - Waynesville	77 Sutton Loop Waynesville, NC 28786	7.68 mi	225	Growing
41	Barberville - Waynesville	1441 Russ Ave Waynesville, NC 28786	7.70 mi	99	Declining
42	Richland Missionary - Waynesville	107 Water St Waynesville, NC 28786	7.91 mi	18	Declining
43	Waynesville First - Waynesville	100 S Main St Waynesville, NC 28786	8.07 mi	401	Plateauing
44	River of Life Community - Candler	30 Lower Glady Fork Rd Candler, NC 28715	8.30 mi	0	Insufficient Data
45	Ridgeway - Candler	525 Old Us 19 23 Hwy Candler, NC 28715	8.32 mi	168	Declining





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

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