

# MissionSite

top unreached locations



COLUMBIA, NC

CENSUS TRACT: 37177960100

REGION: Region 1: Northeast Coast

COUNTY: Tyrrell

SITESCAPE: Countryside

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



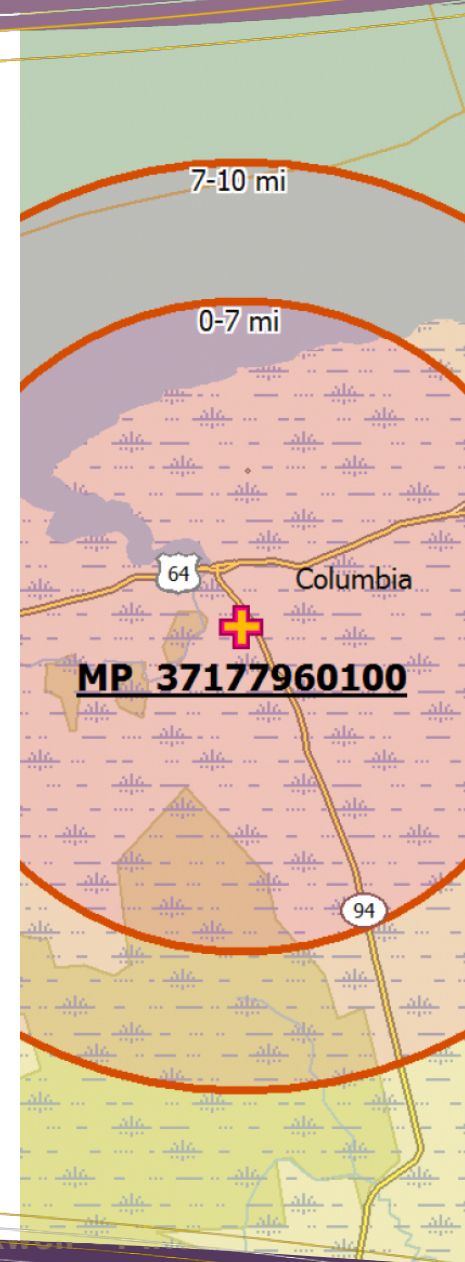
# MissionSite (TM) Table of Contents

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

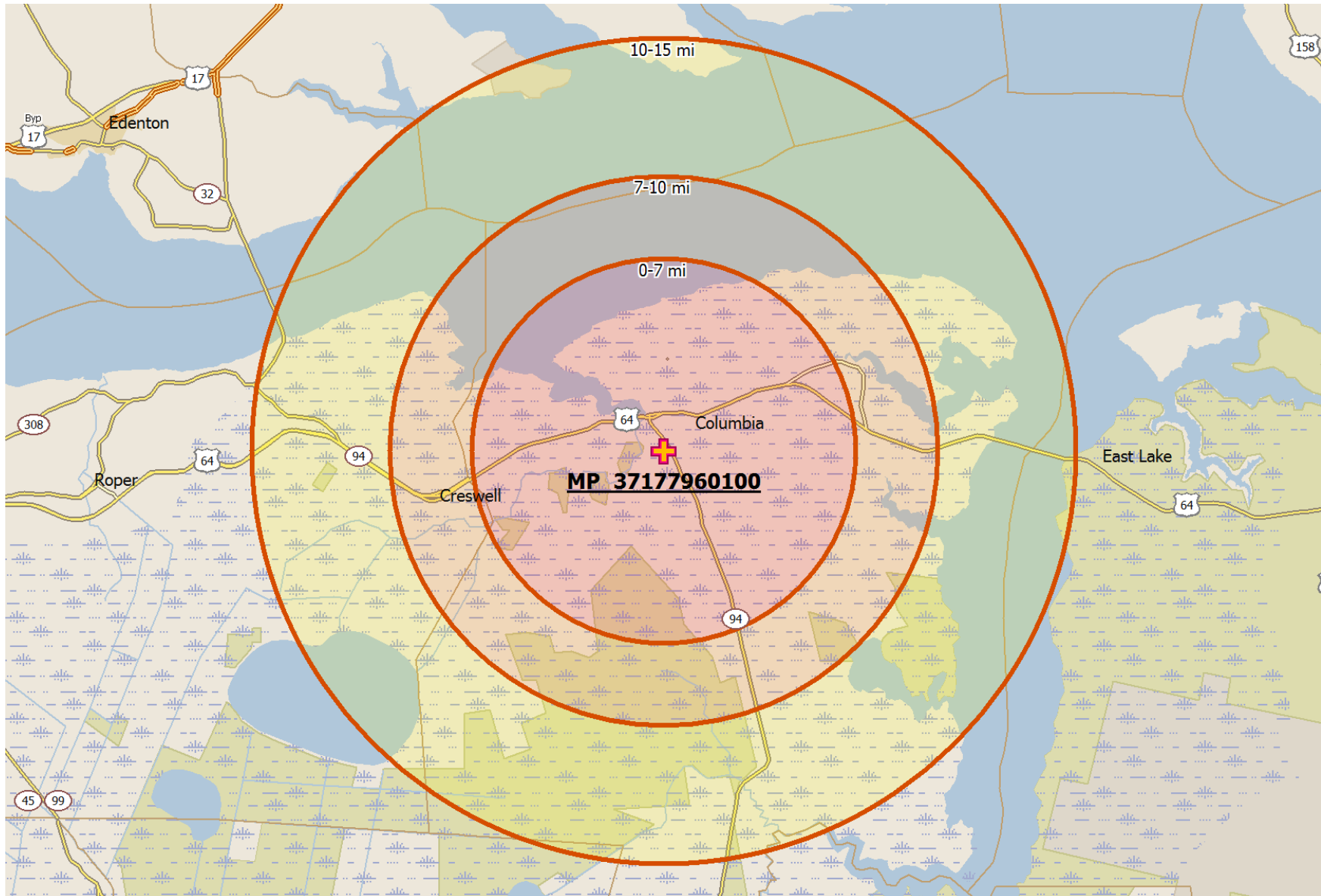
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3701	Region 1: Northeast Coast
3	County Location	37177	Tyrrell
4	Zipcode	27925	Tyrrell
5	Sitescape Category	1	Countryside
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.23	Settlements adjacent to a small town
8	Sitescape Density Pattern	M	2500-10000-2500



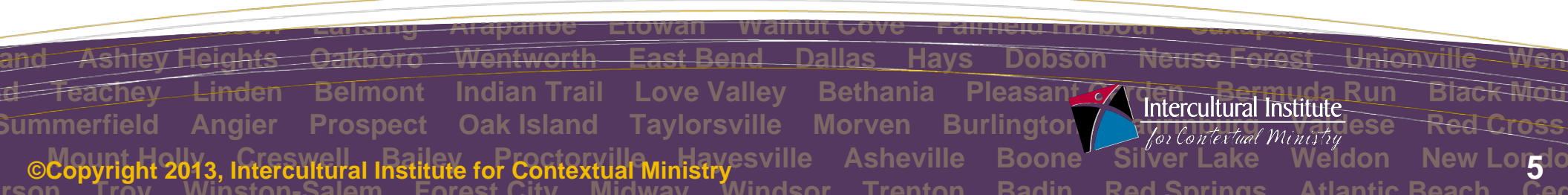
# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	10	Noncore adjacent to micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

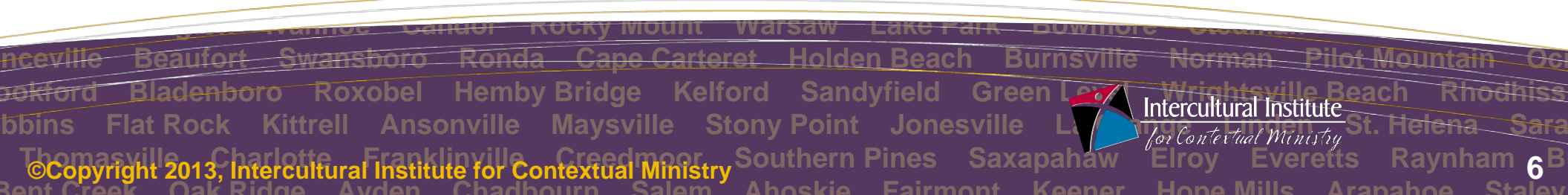


# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,324	1,060	4,161
2010 Households	1,327	447	1,865
2010 Group Quarters Population	655	0	13

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	1	6	1
Language Diversity National Index	30	25	39
Foreign Born Diversity National Index	13	9	2
Ancestry Diversity National Index	21	16	4
Racial Diversity National Index	84	67	77



# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	1	True
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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	11	0.83%
Mainstay Communities	Established, Diverse Households	24	1.81%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	97	7.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	590	44.46%
Urban Communities	High Density, Inner-city Neighborhoods	606	45.67%

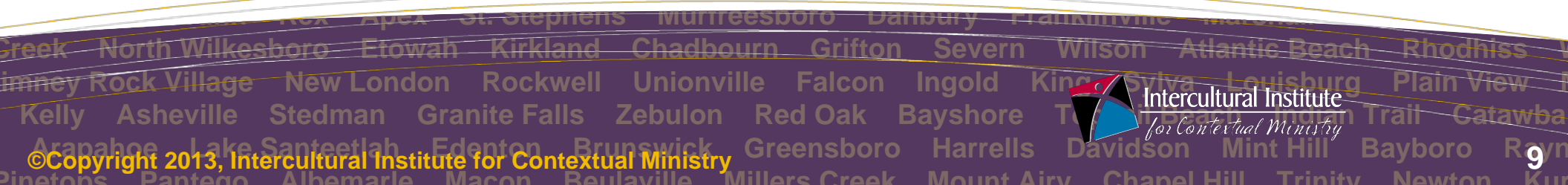


# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	1,152	928	80.61%
Unreached %	69.92%	69.95%	100.05
Religious But NOT Evangelical HH	438	351	80.07%
Religious But NOT Evangelical %	26.62%	26.45%	99.38
Spiritual But NOT Relig or Evang HH	83	66	79.51%
Spiritual But NOT Relig or Evang %	5.07%	5%	98.68
Not Evangelical, Not Interested HH	660	535	81.16%
Not Evangelical, Not Interested %	40.06%	40.35%	100.73

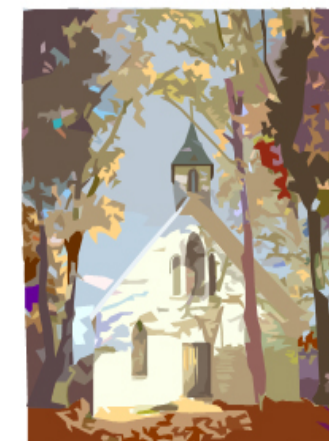


Erwin Hoffman Lilesville Mooresville Fair Bluff Clyde Laurinburg Shallotte Gramerton Castle Hayne  
 Lake Waccamaw Sunset Beach Clayton Unionville Locust Salem Bosseser City Lewisville  
 Lowell Spencer Clemmons Boiling Spring Lakes Belville South Rosema  
 Bunn Brookford Fayetteville Garner Granite Falls Delway Roanoke Rapids Claremont Four Oaks Peach  
 Foxfire Mayodan Pineville Bayboro South Weldon Carthage Autryville Fairview Creedmoor Sea Br

# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	2	0	0%
Active BCNC Attenders	90	0	0%
Active Evangelical Households	388	156	40.17%
Active Evangelical Percent	23.58%	24.18%	102.56
Inactive Evangelical Households	107	43	40.17%
Inactive Evangelical Percent	6.51%	6.67%	102.56
# 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	Columbia - Columbia	5.20 mi	38	Plateauing	16	Rocky Hock - Edenton	23.37 mi	318	Growing
2	Soundside Missionary - Columbia	5.20 mi	52	Growing	17	Fellowship and Worship Center - Edenton	23.37 mi	0	Insufficient Data
3	Creswell - Creswell	8.79 mi	30	Plateauing	18	Yeopim - Edenton	23.37 mi	33	Growing
4	Mount Pleasant - Creswell	10.46 mi	16	Declining	19	Mount Sinai - Hertford	25.52 mi	30	Plateauing
5	Oak Grove - Roper	14.27 mi	33	Declining	20	Trinity Fellowship - Elizabeth City	25.60 mi	39	Plateauing
6	Burgess - Hertford	17.68 mi	50	Declining	21	Family Prayer Worship Center - Elizabeth City	25.60 mi	0	Insufficient Data
7	Bethel - Hertford	18.70 mi	98	Growing	22	Calvary - Elizabeth City	25.99 mi	25	Plateauing
8	Great Hope - Hertford	19.98 mi	44	Declining	23	Elizabeth City First - Elizabeth City	26.30 mi	118	Plateauing
9	Roper	20.57 mi	45	Plateauing	24	Action Impact	26.38 mi	0	Insufficient Data
10	Salem - Elizabeth City	20.61 mi	102	Growing	25	Macedonia - Edenton	26.57 mi	191	Growing
11	Woodville - Hertford	22.04 mi	0	Insufficient Data	26	Shiloh - Shiloh	26.57 mi	140	Declining
12	Hertford - Hertford	22.24 mi	183	Declining	27	Blackwell Memorial - Elizabeth City	26.69 mi	93	Insufficient Data
13	Edenton - Edenton	22.50 mi	230	Plateauing	28	Powells Point - Powells Point	27.10 mi	66	Growing
14	Riverside - Elizabeth City	23.06 mi	0	Insufficient Data	29	Riverside Mission - Plymouth	27.72 mi	0	Insufficient Data
15	Albemarle - Edenton	23.37 mi	105	Declining	30	Plymouth First - Plymouth	28.36 mi	174	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.

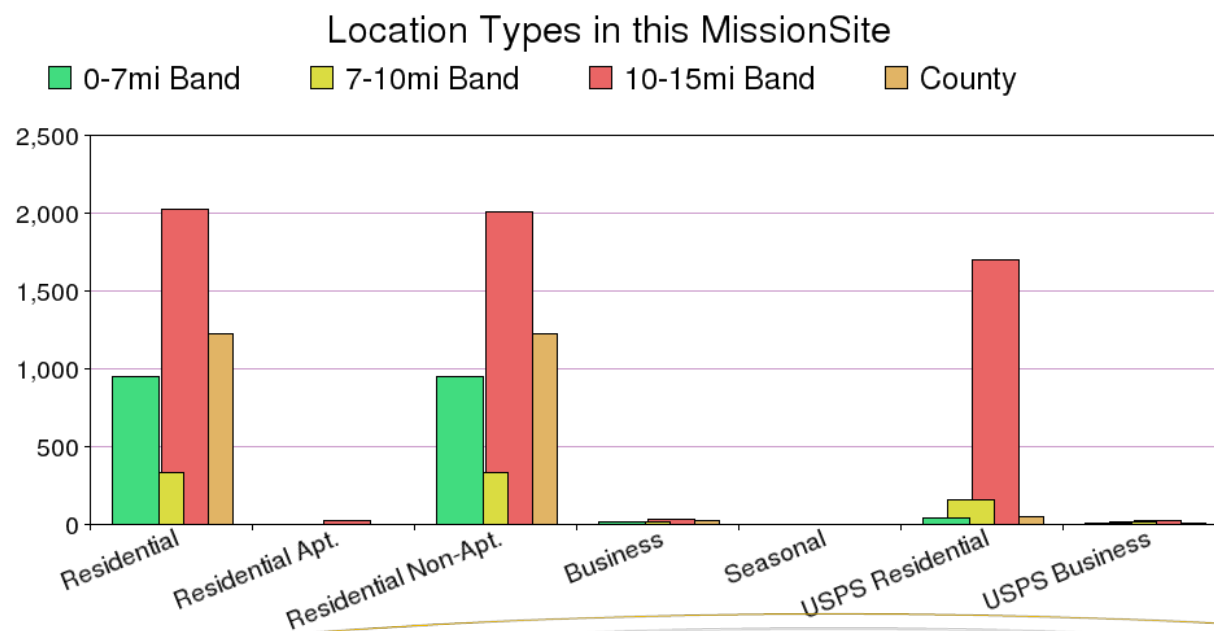


# Current Demographic Summary

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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	3,856	2,933	76.06%
2000 Population	4,149	3,311	79.8%
2010 Population	4,038	3,324	82.32%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	1,471	1,142	77.63%
2000 Households	1,537	1,219	79.31%
2010 Households	1,647	1,327	80.57%

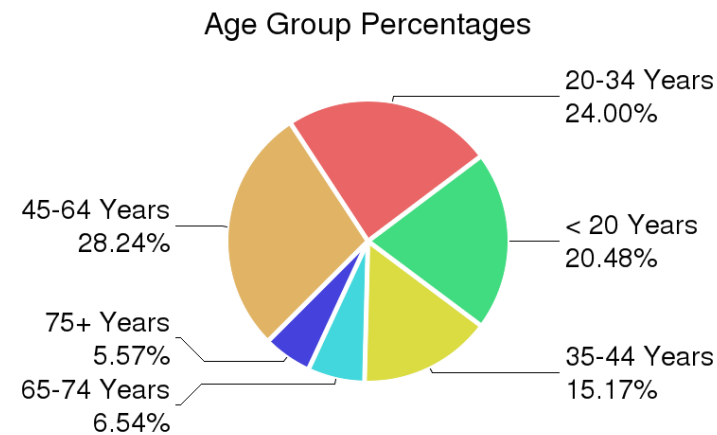


Location Type	0-7mi Band
Residential	954
Residential Apt.	0
Residential Non-Apt.	954
Business	13
Seasonal	0
USPS Residential	44
USPS Business	5

# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.28%	4.57%	106.78
4-5 Years	2.03%	1.23%	60.59
6-8 Years	3%	2.8%	93.33
9-11 Years	2.85%	3.13%	109.82
12-13 Years	1.88%	2.65%	140.96
14-17 Years	4.14%	3.55%	85.75
18-19 Years	2.11%	2.53%	119.91
0-5 Years	6.32%	5.81%	91.93
6-12 Years	6.79%	7.1%	104.57
13-19 Years	7.18%	7.55%	105.15
< 20 Years	20.29%	20.46%	100.84
20-34 Years	21.55%	23.98%	111.28
35-44 Years	14.71%	15.16%	103.06
45-64 Years	27.54%	28.22%	102.47
65-74 Years	8.15%	6.53%	80.12
75+ Years	7.75%	5.57%	71.87
Median Age	41	39	97.09
Median Age (Male)	38	38	101.59
Median Age (Female)	46	43	93.1

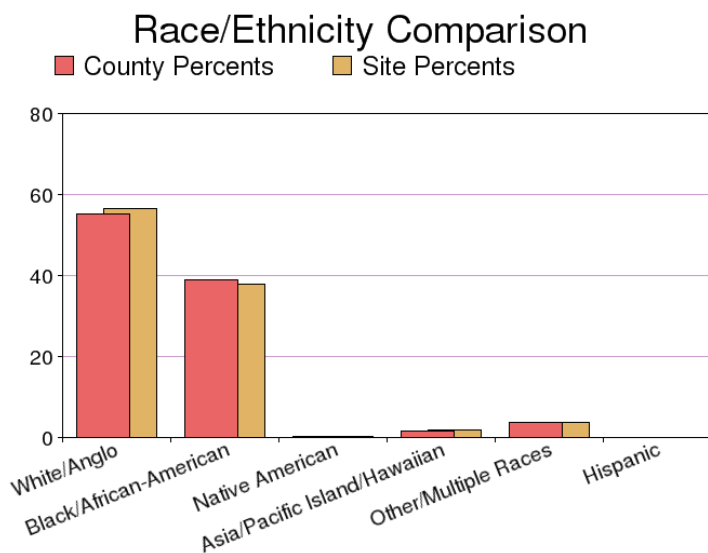


# Current Demographic Summary

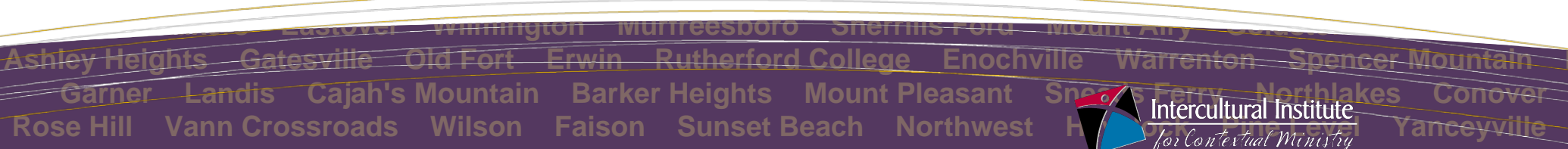
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.32%	56.47%	102.07
Black, African-American	38.91%	37.94%	97.51
Native American	0.22%	0.21%	94.48
Asian	1.71%	1.77%	103.87
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.84%	3.61%	94.05
Hispanic	0%	7.79%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,947	2,401	
Less than 9th Grade	11.57%	12%	96.47
No High School Diploma	21.99%	22.24%	98.87
High School Graduate	34.03%	33.32%	102.15
Some College, no degree	17.51%	17.91%	97.77
Associate Degree	4.58%	4.46%	102.79
College Degree	7.67%	7.62%	100.62
Graduate/Prof. degree	2.65%	2.46%	107.71



# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	17.55%	19.22%	80.74
\$10,000 to \$19,999	15.36%	17.33%	112.83
\$20,000 to \$29,999	14.27%	16.43%	115.14
\$30,000 to \$49,999	21.62%	19.97%	92.39
\$50,000 to \$59,999	8.01%	6.71%	83.68
\$60,000 to \$69,999	6.68%	5.05%	75.6
\$70,000 to \$79,999	3.83%	3.01%	78.8
\$80,000 to \$89,999	2.25%	2.11%	93.92
\$90,000 to \$99,999	1.82%	1.51%	82.74
\$100,000 to \$124,999	4.61%	5.12%	111.05
\$125,000 to \$149,999	1.4%	1.13%	80.94
\$150,000 to \$199,999	0.79%	0.68%	85.93
\$200,000 to \$249,999	0.3%	0.3%	99.29
\$250,000 or more	1.52%	1.43%	94.33
Median Household	31,939	31,155	97.55
Average Household	44,077	46,677	105.9
Per Capita Household	21,140	19,073	90.22
Family/Non-Family Household Income			
Median Family Income	40,055	41,724	104.17
Average Family Income	51,983	56,082	107.89
Median Non-Family Income	20,291	21,797	107.42
Average Non-Family Income	26,797	22,454	83.79

# 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	68.61%	66.99%	97.64
Families with Children	33.33%	33.23%	99.7
Families without Children	35.28%	33.76%	95.7
<b>Non-Family Households</b>			
% Non-Family Households	31.39%	33.01%	105.15
Non-Families with Children	0.49	0.15	31.03
Non-Families without Children	30.9	32.86	106.31
<b>Housing Units</b>			
			Index
Total Housing Units	2,180	1,748	
Vacant percent	24.45%	24.03%	98.27
Owned percent	56.51%	56.06%	99.2%
Rented Percent	19.04%	19.85%	104.28
<b>Households by Size</b>			
			Index
Avg household size	2.05	2.01	98.05
Avg family hh size	2.51	2.47	98.41
Avg non-family hh size	1.06	1.08	101.89
<b>Households By Count of Persons</b>			
			Percent
One	468	385	82.26%
Two	745	616	82.68%
Three or Four	410	310	75.61%
Five+	24	16	66.67%

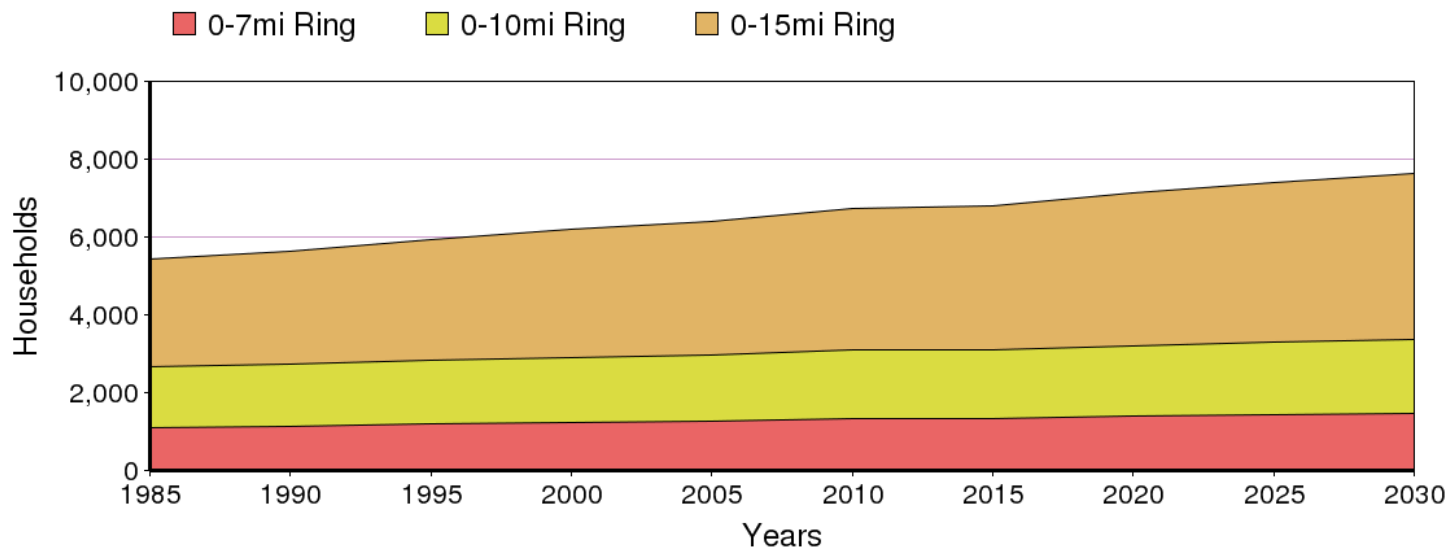
# Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	3,856	2,933	76.06%
2000 Population	4,149	3,311	79.8%
2010 Population	4,038	3,324	82.32%
2015 Population	3,845	3,170	82.44%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	1,471	1,142	77.63%
2000 Households	1,537	1,219	79.31%
2010 Households	1,647	1,327	80.57%
2015 Households	1,658	1,332	80.34%

Household Change from 1985 to 2030



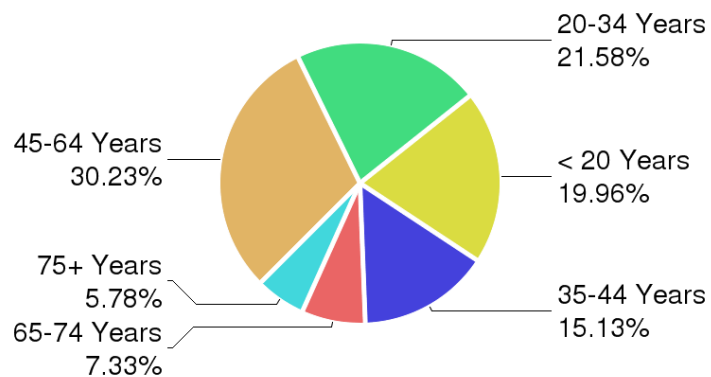
# Projected Demographic Summary

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 0-7 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	4.57%	3.6%	78.77
4-5 Years	1.23%	1.17%	95.12
6-8 Years	2.8%	3.31%	118.21
9-11 Years	3.13%	3.88%	123.96
12-13 Years	2.65%	2.68%	101.13
14-17 Years	3.55%	3.19%	89.86
18-19 Years	2.53%	2.11%	83.4
0-5 Years	5.81%	4.76%	81.93
6-12 Years	7.1%	8.58%	120.85
13-19 Years	7.55%	6.59%	87.28
< 20 Years	20.46%	19.93%	97.41
20-34 Years	23.98%	21.55%	89.87
35-44 Years	15.16%	15.11%	99.67
45-64 Years	28.22%	30.19%	106.98
65-74 Years	6.53%	7.32%	112.1
75+ Years	5.57%	5.77%	103.59
Median Age	41	42	102.22
Median Age (Male)	38	42	111.51
Median Age (Female)	46	42	92.57

Projected Age Group Percentages



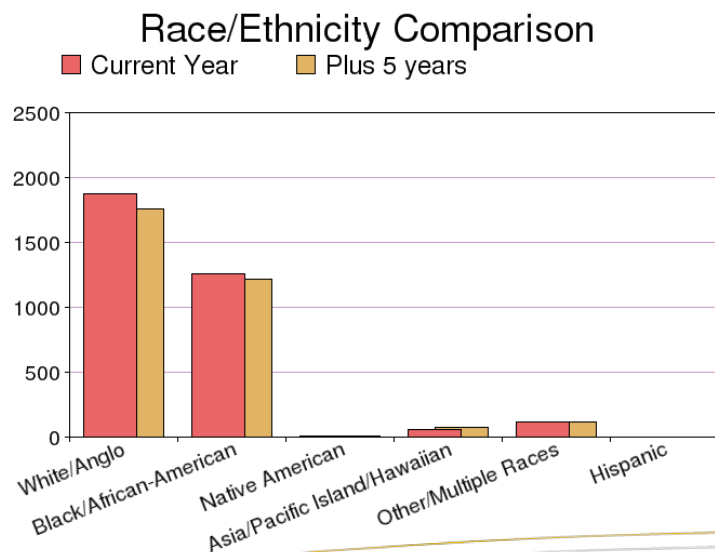
# Projected Demographic Summary

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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	56.47%	55.46%	98.21
Black, African-American	37.94%	38.36%	101.12
Native American	0.21%	0.25%	119.84
Asian	1.77%	2.33%	131.52
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.61%	3.56%	98.74
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	2,401	2,358	
Less than 9th Grade	12%	11.92%	99.35
No High School Diploma	22.24%	21.84%	98.2
High School Graduate	33.32%	33.46%	100.42
Some College, no degree	17.91%	18.07%	100.88
Associate Degree	4.46%	4.66%	104.68
College Degree	7.62%	7.63%	100.15
Graduate/Prof. degree	2.46%	2.42%	98.37



# Projected Demographic Summary

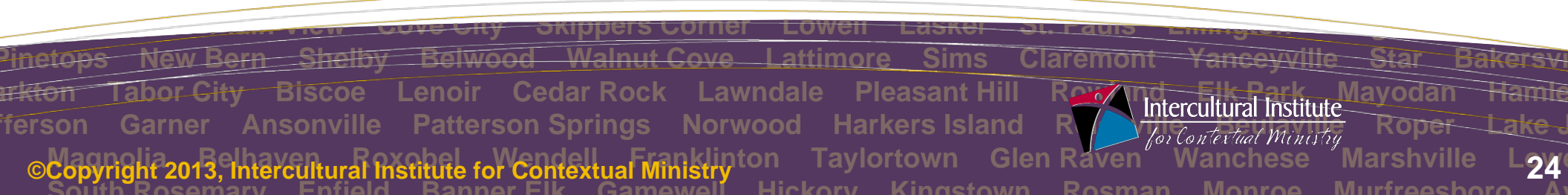
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	19.22%	17.27%	89.86
\$10,000 to \$19,999	17.33%	18.39%	106.12
\$20,000 to \$29,999	16.43%	14.04%	85.46
\$30,000 to \$49,999	19.97%	19.89%	99.62
\$50,000 to \$59,999	6.71%	7.13%	106.34
\$60,000 to \$69,999	5.05%	6.31%	124.9
\$70,000 to \$79,999	3.01%	3.15%	87.17
\$80,000 to \$89,999	2.11%	2.4%	120.97
\$90,000 to \$99,999	1.51%	1.8%	119.55
\$100,000 to \$249,999	5.12%	5.33%	104.02
\$125,000 to \$149,999	1.13%	1.58%	139.47
\$150,000 to \$199,999	0.68%	1.13%	166.04
\$200,000 to \$249,999	0.3%	0.23%	74.72
\$250,000 or more	1.43%	1.5%	104.87
Median Household	31,155	33,318	106.94
Average Household	46,677	50,518	108.23
Per Capita Household	19,073	21,738	113.97
<b>Family/Non-Family Household Income</b>			
Median Family Income	41,724	43,445	104.12
Average Family Income	56,082	58,844	104.92
Median Non-Family Income	21,797	24,455	112.19
Average Non-Family Income	22,454	25,826	115.02

# 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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	66.99%	66.52%	99.29
Families with Children	33.23	33.63	101.21
Families without Children	33.76	33.41	98.96
<b>Non-Family Households</b>			
% Non-Family Households	33.01%	33.48%	101.44
Non-Families with Children	0.15	0.15	101.44
Non-Families without Children	32.86	33.33	101.45
<b>Housing Units</b>			
Total Housing Units	1,748	1,762	100.8%
Vacant percent	24.03%	24.46%	101.8
Owned percent	56.06%	55.73%	99.41
Rented Percent	19.85%	19.86%	100.06
<b>Households by Size</b>			
Avg household size	2.01	1.89	94.03%
Avg family hh size	2.47	2.29	92.71%
Avg non-family hh size	1.08	1.09	100.93%
<b>Households By Count of Persons</b>			
One	385	388	100.78%
Two	616	631	102.44%
Three or Four	310	307	99.03%
Five+	16	5	31.25%





# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Foreign Born Pop	93	97	20
Northern Europe	2	2	0
Western Europe	3	2	0
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	3	3	0
So. Central Asia	0	0	0
SE Asia	11	8	0
Western Asia	0	0	0
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	7	7	1
Central Amer.	65	74	13
South America	0	0	0
North America	2	1	6
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,738	1,684	2,216
Spanish	99	148	75
Other Indo-Euro language	12	1	16
French (incl. Patois, Cajun)	0	0	12
French Creole	0	0	0
Italian	0	0	4
Portuguese	0	0	0
German	12	1	0
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	6	0	0
Japanese	0	0	0
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	20	1	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	2,007	1,312	1,677
Arab	0	4	8
Armenian	0	0	0
Austrian	0	0	0
British	2	1	0
Canadian	0	0	3
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	13	7	3
English	225	144	161
European	9	5	2
Finnish	0	0	0
French (not Basque)	8	5	4
French Canadian	0	0	3
German	85	48	73
Greek	0	0	0
Hungarian	0	1	2
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	98	43	54
Italian	19	7	21
Lithuanian	4	1	0
Norwegian	0	1	3
Polish	4	4	6
Portuguese	0	0	0
Romanian	0	0	0
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	25	14	20
Scottish	35	18	18
Slovak	0	0	0
Subsaharan African	12	11	14
Swedish	1	1	3
Swiss	0	0	0
Ukrainian	0	0	1
US/American	562	317	409
Welsh	7	3	0
West Indian	4	1	0
Yugoslavian	0	0	0
Other	895	676	869



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

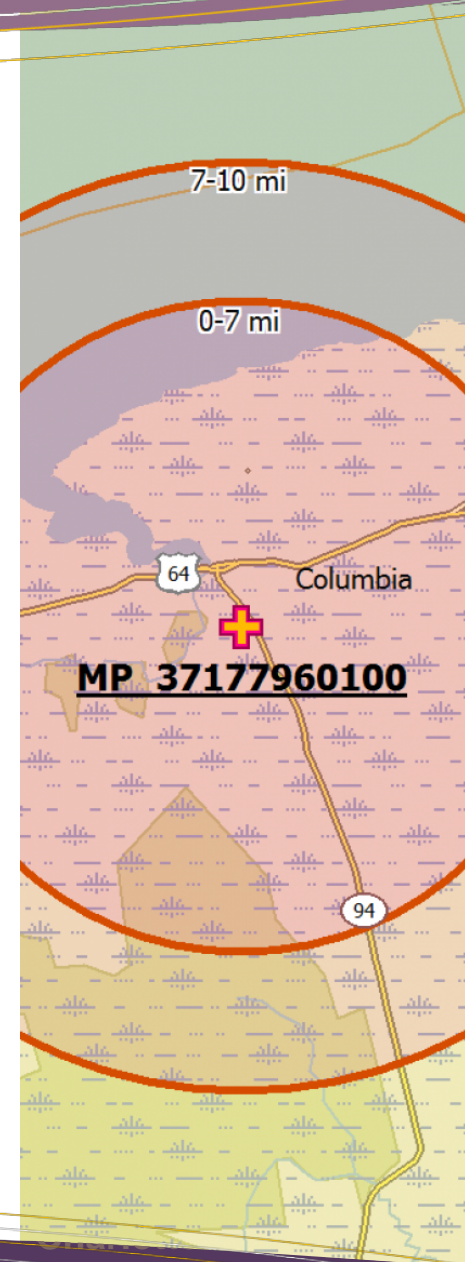
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,327	100%	929	100%
<b>AFFLUENT SUBURBIA</b>	11	0.83%	8	0.86%
America's Wealthiest	0	0%	0	0%
Dream Weavers	11	0.83%	8	0.86%
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%
<b>UPSCALE AMERICA</b>	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	1	0.08%	1	0.11%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	1	0.08%	1	0.11%
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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,327	100%	929	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	23	1.73%	15	1.61%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	23	1.73%	15	1.61%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%





# 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,327	100%	929	100%
REMOTE AMERICA	97	7.31%	59	6.35%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	97	7.31%	59	6.35%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	590	44.46%	437	47.04%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	590	44.46%	437	47.04%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,327	100%	929	100%
<b>STRUGGLING SOCIETIES</b>	526	39.64%	353	38%
Rugged Southern Style	38	2.86%	22	2.37%
Latino Nuevo	49	3.69%	33	3.55%
Struggling city Centers	439	33.08%	298	32.08%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	80	6.03%	56	6.03%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	68	5.12%	48	5.17%
Urban Diversity	0	0%	0	0%
New Generation Activists	12	0.9%	8	0.86%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?



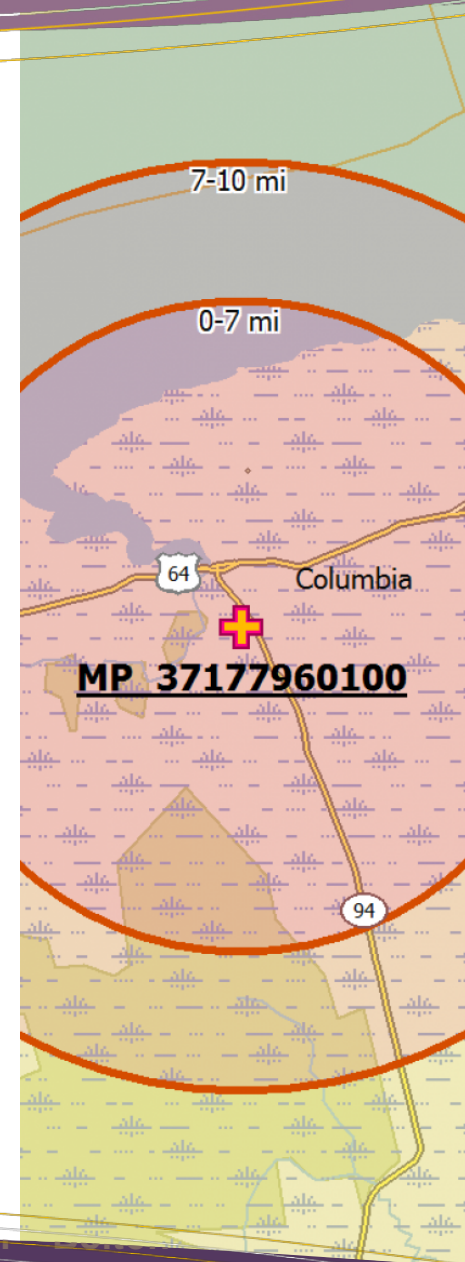
## Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	66%	67%	71%
Use Comp. for Internet/E-mail	43%	45%	50%
Internet Use: E-Mail	36%	37%	42%
Use Comp. for Comp. Games	33%	33%	35%
Use Comp. for Education	27%	28%	28%
HH Owns DVD Player	24%	24%	26%
Use Comp. for Word Processing	23%	24%	31%
Use Comp. for Shopping	22%	23%	27%
Use Comp. for Digital Camera	20%	21%	25%
Photo Editing			
Internet Use: News/ Weather	20%	20%	23%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Banking	19%	20%	23%
Internet Use: Banking	18%	19%	20%
PC-Network-HH Has One	17%	17%	18%
Use Comp. for News/Info./Data Service	14%	14%	19%
Use Comp. for Filing/DB Mngmnt	10%	10%	12%
Use Comp. for Personal Financial Mngmnt	9%	9%	13%
Internet Use: Research/ Education	9%	9%	11%
Internet Use: Shopping: Gathered Info. for Shopping	8%	8%	10%
HH Owns Video/Webcam	8%	8%	9%
Internet Use: Play/ Download	7%	7%	8%
Online Games			

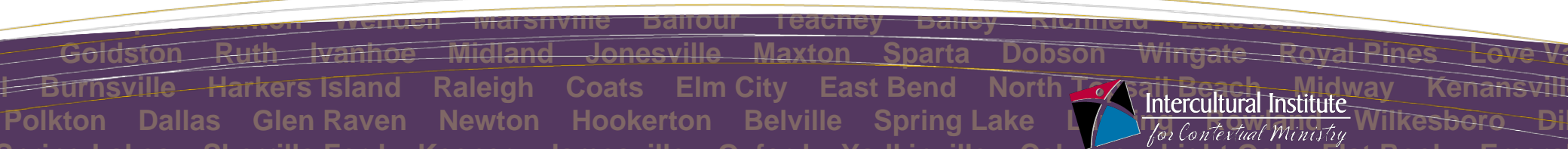


# Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	65%	65%	65%
Reading Books	48%	48%	52%
Dining Out (Not Fast Food)	43%	43%	49%
Card Games	36%	36%	39%
Cooking for Fun	32%	32%	34%
Go To A Beach/Lake	26%	27%	30%
Board Games	25%	26%	28%
Gardening	25%	25%	30%
Going To	15%	15%	16%
Bars/Nightclubs/Dancing			
Visit Museum	14%	14%	18%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	32%	32%	35%
Hypertension/High Blood Pressure	24%	24%	23%
Backache	23%	23%	23%
Dentist	22%	22%	26%
Eye Dr.	20%	20%	21%
High Cholesterol	19%	19%	19%
None Of These	17%	17%	18%
Any Arthritis	16%	16%	17%
Acid Reflux Disease (GERD)	16%	16%	16%

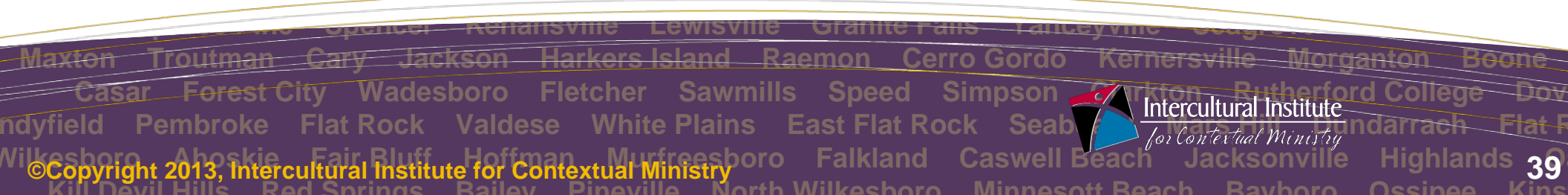


# Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	22.97%	22.95%	25.36%
Live Theater	15.78%	15.73%	19.17%
Live Theater Most Often	12.69%	12.71%	15.85%
Rock/Pop Concerts Most Often	12.6%	12.55%	12.45%
Dance Performance	9.55%	9.32%	9.36%
Comedy Club	9.51%	9.33%	8.97%
Movies: Comedy	40.4%	40.48%	38.48%
Movies: Action/Adventure	37.43%	37.65%	37.6%
Movies: Drama	23.83%	23.57%	22.6%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	22.64%	22.66%	21.16%
Movies: Romantic Comedy	19.78%	19.69%	20.15%
Movies: Mystery	18.52%	18.37%	17.88%
College Football Reg. Season	4.31%	4.49%	5.45%
NFL Football Reg. Season	4.16%	4.24%	5.02%
College Basketball Reg. Season	3.52%	3.62%	3.94%
MLB Baseball Reg. Season	3.02%	3.23%	4.85%
NBA Basketball Reg. Season	2.78%	2.83%	3.05%
College Football Post-Season	1.95%	1.95%	2.16%



# 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	35.04%	35.33%	39.13%
Swimming	22.28%	22.94%	27.21%
Bowling	18.81%	18.96%	19.82%
Basketball	18.66%	18.63%	17.35%
Billiards/Pool	16.16%	16.42%	16.2%
Jogging/Running	15.64%	15.51%	15.81%
Freshwater Fishing	13.57%	14.15%	16.16%
Football	13.54%	13.42%	11.69%
Weight Training	12.06%	12.34%	13.8%
Baseball	11.33%	11.12%	10.82%
Aerobics	10.73%	10.59%	10.99%
Stationary Cycling	10.03%	9.97%	11.22%
Using Cardio Machine	8.91%	9.05%	11.35%
Volleyball	8.64%	8.66%	8.34%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Golf	8.28%	8.61%	11.51%
Camping Trips	7.76%	8.23%	10.53%
Mountain/Road Biking	7.26%	7.64%	10.26%
Soccer	7.15%	7.04%	7.42%
Softball	7.15%	7.22%	7.7%
Tennis	6.4%	6.36%	6.89%
Saltwater Fishing	6.15%	6.24%	6.99%
Yoga	6.09%	6.03%	6.61%
Hunting	6.07%	6.73%	8.48%
Ice Skating	5.81%	5.83%	5.82%
Roller Skating	5.78%	5.78%	5.63%
Backpacking/Hiking	5.32%	5.48%	7.42%
Target Shooting	5.07%	5.3%	6.5%
Canoeing/Kayaking	4.57%	4.71%	6.57%





# 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Power Boating	4.52%	4.72%	7.57%
Horseback Riding	4.21%	4.46%	5.27%
Jet Skiing	4.15%	4.15%	4.25%
Racquetball	4.12%	3.99%	4.03%
Motorcycling	4.12%	4.34%	4.8%
Fly Fishing	4.1%	4.12%	4.45%
Snorkeling	4.03%	4.09%	4.58%
Skateboarding	3.89%	3.83%	3.74%
Hockey	3.85%	3.76%	3.78%
Water Skiing	3.5%	3.54%	4.26%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Downhill & X-Country Skiing	3.45%	3.5%	4.81%
Snowmobiling	3.33%	3.43%	3.82%
Snowboarding	3.07%	3.09%	3.19%
Sailing	2.85%	2.82%	3.7%
Rock Climbing	2.63%	2.61%	2.78%
Martial Arts	2.6%	2.56%	3.05%
Surfing & Windsurfing	2.51%	2.48%	2.63%
Archery	2.42%	2.71%	3.46%
Rowing	2.21%	2.18%	2.76%
Auto Racing	2.09%	2.07%	2.45%

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

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

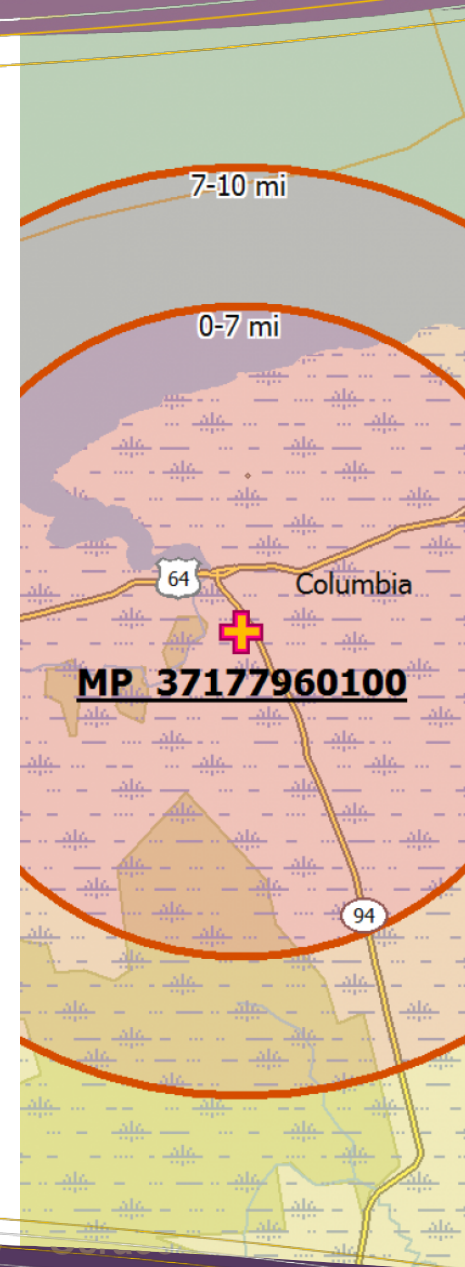
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

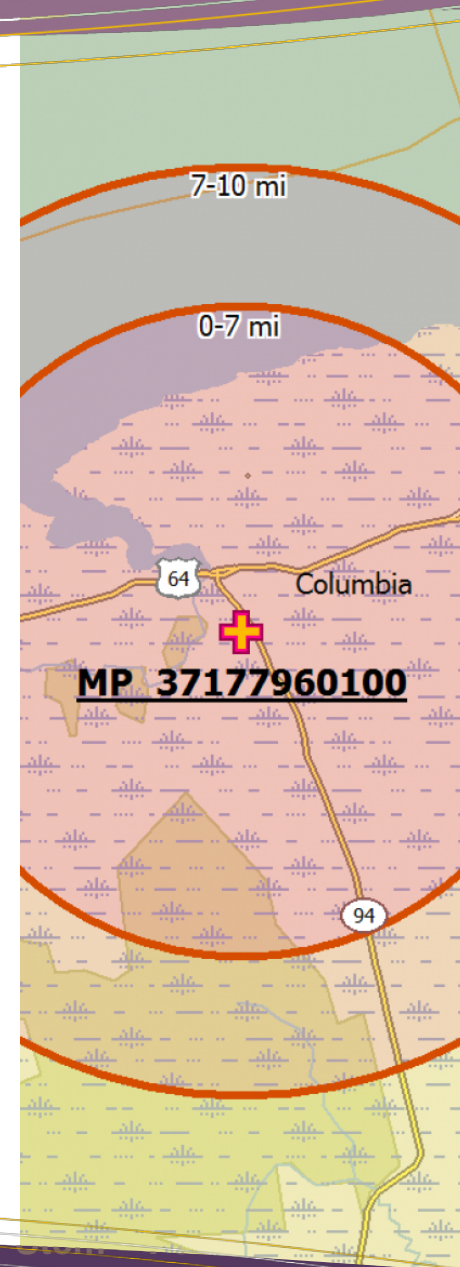
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

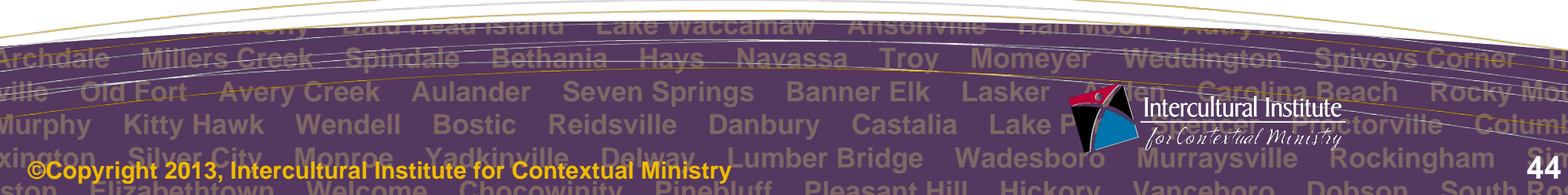


# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	56%	55%	54%
Like Control Over People And Resources	43%	42%	39%
Speak My Mind Even If It Upsets People	42%	42%	39%
Find It Difficult To Say No To My Kids	37%	37%	38%
Woman's Place Is In The Home	37%	37%	35%
Too Much Sponsorship In Arts/Sports	34%	33%	29%
Don't Judge People/Way They Live Life	33%	33%	31%
Like To Do Unconventional Things	29%	29%	30%
I Am A Workaholic	27%	27%	23%
Prefer To Have Few Possessions As Possible	27%	26%	31%
If Won Lottery Would Never Work Again	26%	26%	28%
Like to Stand Out In A Crowd	24%	24%	22%

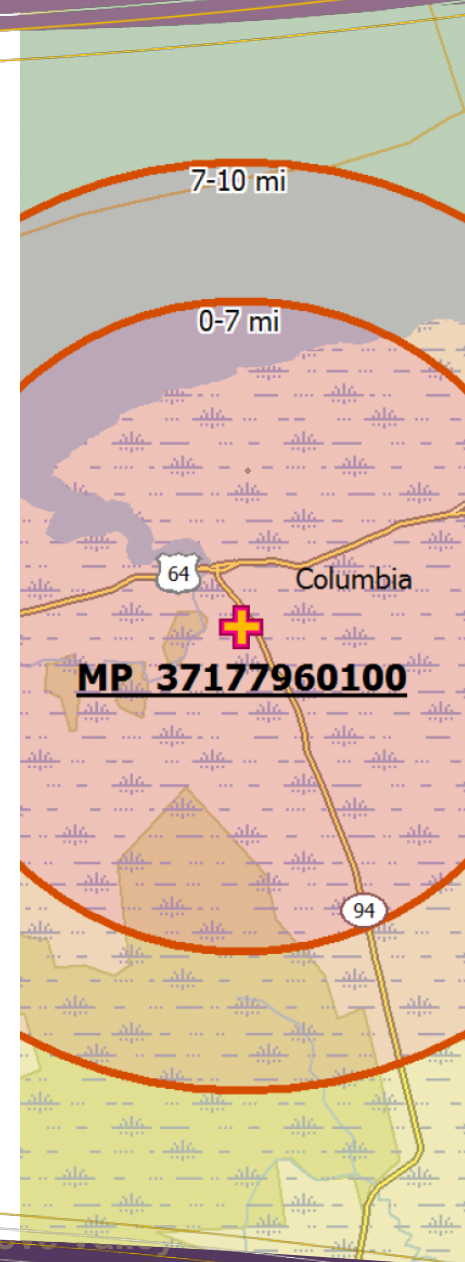
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Money Is Best Measure Of Success	24%	24%	26%
Marijuana Should Be Legalized	21%	21%	21%
We Should Strive for Equality for All	20%	19%	17%
Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Friends More Important Than My Fam.	18%	18%	22%
Only Work Current Job for The Money	18%	17%	17%
Happy With My Standard Of Living	13%	12%	13%
On Whole People Get What They Deserve	11%	11%	11%
Very Happy With My Life As It Is	11%	10%	8%
More Important Do Duty Than Enjoy Life	11%	10%	9%
Little I Can Do To Change My Life	11%	10%	9%



## 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.

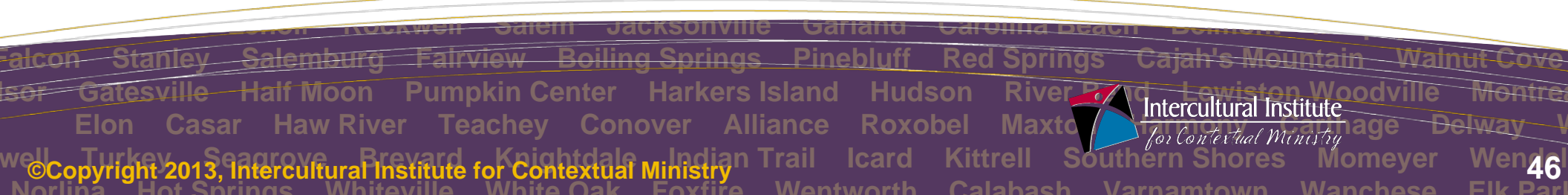


# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

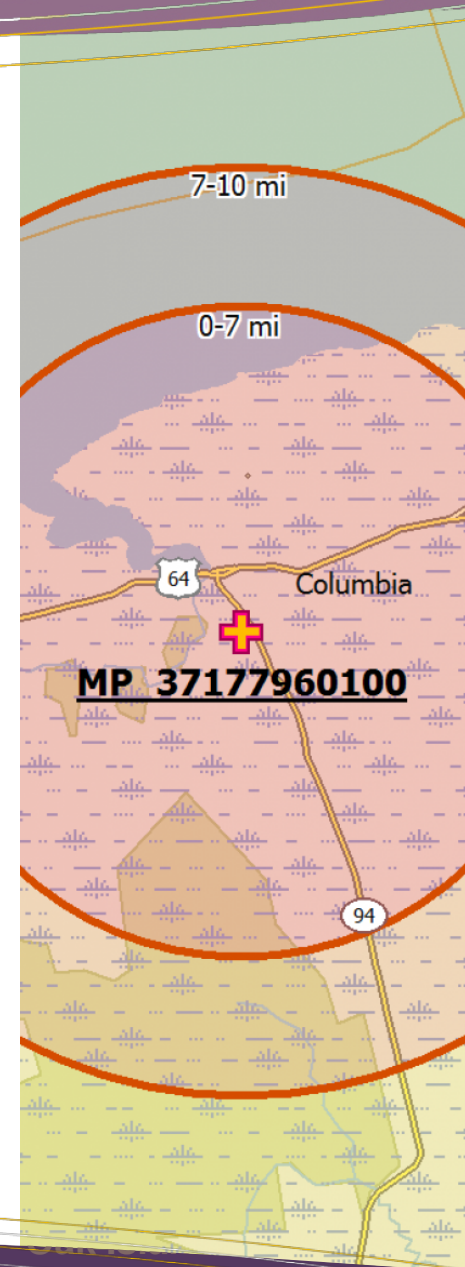
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life	58%	58%	58%
Important To Respect Customs And Beliefs	54%	55%	58%
Prefer Work Part Of Team Than Alone	40%	40%	38%
Like To Understand About Nature	39%	38%	38%
Important To Juggle Various Tasks	36%	36%	34%
Important Feel Respected By My Peers	33%	33%	34%
Good At Fixing Things	32%	31%	30%
Have Keen Sense Of Adventure	29%	29%	28%
Prefer To Have Few Possessions As Possible	27%	26%	31%
Provide My Kids With The Little Extras	25%	24%	19%
Looking for New Ideas To Improve Home	24%	23%	20%
Consider Myself Interested In The Arts	24%	23%	22%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
People Have To Take Me As They Find Me	23%	23%	24%
Like To Just Enjoy Life	18%	18%	21%
Real Men Don't Cry	18%	18%	18%
Try Not To Worry About The Future	18%	18%	17%
Worried About Pollution Caused By Cars	16%	16%	16%
Enjoy Spending Time With My Fam.	15%	15%	13%
Is An Important Part Of Who I Am	13%	13%	14%
Children Should Be Allowed To Express Themselves	10%	9%	8%
Feel Very Alone In The World	7%	7%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	5%	5%	5%
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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	88.5%	88.58%	86.46%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.08%	76.67%	78.95%
Houses-Visit Any			
McDonald's	57.14%	57.45%	56.14%
Burger King	40.05%	39.95%	37.66%
Kentucky Fried Chicken (KFC)	39.74%	39.52%	33.91%
Wendy's	34.48%	34.27%	31.37%
Subway	31.71%	31.97%	31.07%
Pizza Hut	28.28%	28.15%	24.31%
Applebee's	26.86%	27.1%	26.59%
Taco Bell	25.46%	25.98%	25.26%
Arby's	21.07%	21.67%	20.88%
Popeyes	20.56%	19.87%	14.9%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Red Lobster	20.54%	20.24%	18.83%
Domino's Pizza	19.57%	19.27%	16.35%
Dairy Queen	18.6%	19%	18.2%
Golden Corral	17.46%	17.35%	14.44%
Olive Garden	17.17%	17.19%	17.95%
IHOP (International House Of Pancakes)	16.24%	15.99%	15.11%
Sonic	16.02%	15.89%	14.11%
Chick-Fil-A	15.77%	15.67%	14.7%
Church's Fried Chicken	15.52%	14.92%	11.25%
Hardee's	14.01%	13.98%	11.71%
TGI Friday's	13.68%	13.47%	12.57%
Outback Steakhouse	13.32%	13.19%	13.79%

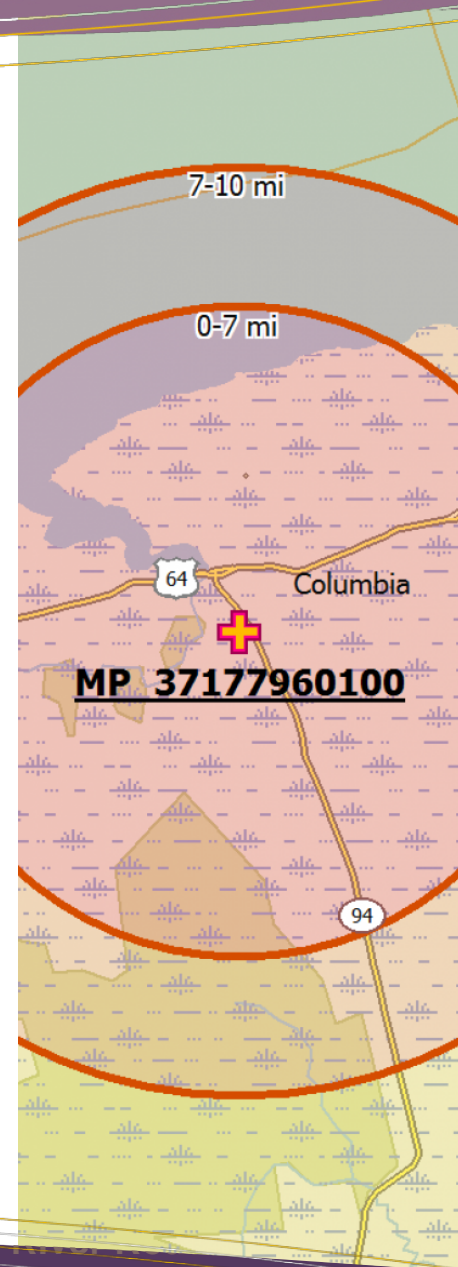


## Potential Shared Projects

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!

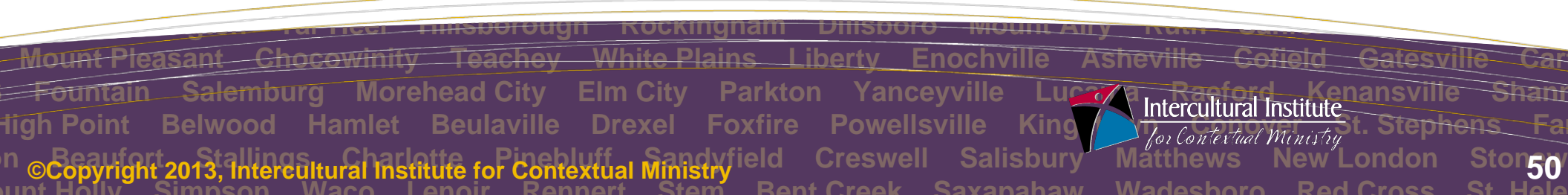


# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	39.84%	40.2%	44.02%
Recycled products	22.49%	23.1%	28.87%
Worked as volunteer (non political)	11.02%	11.37%	13.85%
Engaged in fund raising	10.45%	10.42%	11.02%
Religious club member	8.54%	8.51%	8.56%
Church Board	7.87%	7.8%	7.27%

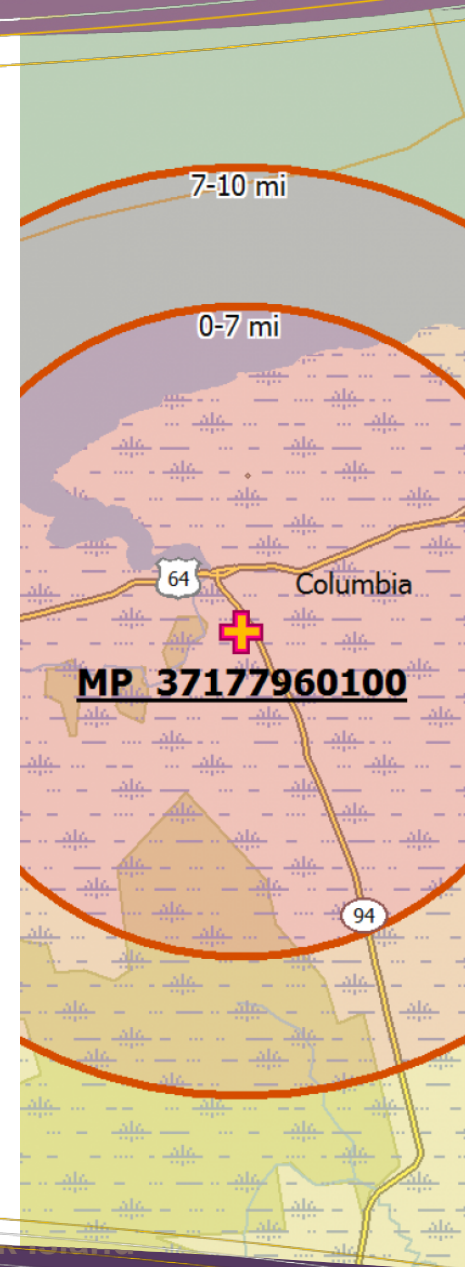
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Union member	4.44%	4.54%	5.14%
Wrote to editor of mag or newspaper	4.38%	4.39%	4.82%
Took active part in local civic issue	4.34%	4.35%	5.09%
Charitable Organization	3.73%	3.84%	4.74%
Wrote to elected offcl about publ bus	3.63%	3.74%	4.97%
Fraternal order member	3.61%	3.65%	4.2%



# 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Children's Books	12.31%	12.36%	12.98%
Novel	12.31%	12.3%	15.11%
Religious (not Bibles)	10.03%	9.97%	9.65%
Cookbooks	7.77%	7.94%	8.88%
Mystery	6.48%	6.61%	8.86%
Romance	6.16%	6.19%	6.4%
Personal/Business	5.2%	5.29%	6.08%
Self-help			
Biography	5.17%	5.07%	6.14%
Mail order	4.66%	4.61%	4.65%

<b>MAGAZINES</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Newspaper	63.31%	63.48%	65.35%
Distributed			
Gen. Editorial	54.92%	54.38%	52.71%
Womens	48.98%	48.51%	46.11%
Service	28.16%	28.52%	31.21%
Music	22.16%	21.48%	17.44%
Business/Finance	21.71%	21.47%	21.43%
Mens	19.91%	19.71%	18.75%
Parenthood	15.57%	15.4%	14.01%
Health	14.47%	14.36%	13.86%



# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	44.97%	45.54%	49.99%
Classified	30.17%	30.43%	30.37%
Sport	27.36%	27.64%	29.73%
Editorial Page	22.44%	22.94%	26.71%
Business/Finance	21.17%	21.48%	25.7%
Movie Listings & Reviews	20.3%	20.52%	22.59%
TV/Radio Listings	20.24%	20.56%	22.35%
Comics	20.19%	20.59%	23%
Food/Cooking	20.13%	20.31%	22.87%
Home/Gardening	16.42%	16.78%	19.22%
Fashion	15.99%	15.79%	15.93%
Travel	14.81%	15.02%	17.65%
Science/Technology	12.57%	12.71%	15.49%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	46.81%	45.15%	33.72%
CHR Contemp Hit Radio	15.97%	15.78%	16.12%
Jazz	14.97%	14.54%	12.07%
Variety	11.77%	11.54%	10.68%
Country	9.35%	10.56%	13.96%
Gospel	9.31%	8.98%	6.57%
Adult Contemporary	9.19%	9.62%	12.19%
Oldies	8.63%	8.7%	9.52%
All News	7.31%	7.09%	8.12%
Religious	5.46%	5.5%	5.94%
Soft Contemporary	4.51%	4.58%	4.96%
News/Talk	4.47%	4.85%	7.7%
Hispanic	4.36%	4.16%	3.94%
Rock	3.99%	4.48%	6.31%
Alternative	3.29%	3.48%	5.22%
All Talk	2.92%	2.84%	4.01%
Classic Rock	2.71%	3.15%	5.33%
Sports	2.56%	2.64%	3.41%

# 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	61.21%	61.52%	63.67%
Other Video-On-Demand	51.71%	51.44%	48.04%
Soapnet	49.69%	49.8%	49.86%
Satellite Dish	47.87%	48.31%	48.95%
Sci-Fi Channel	35.8%	36.07%	37.13%
MSNBC	34.21%	34.52%	34.35%
Subscribe Digital Cable	33.31%	33.14%	32.24%
Adult Pay Per View TV	32.27%	32.72%	34.02%
Nickelodeon	26.82%	27.22%	27.35%
TV Info From Sunday TV Magazine	26.73%	26.84%	27.78%
Nick At Nite	25.28%	25.83%	25.75%
TV Info From Newspapers	24.65%	24.94%	25.26%

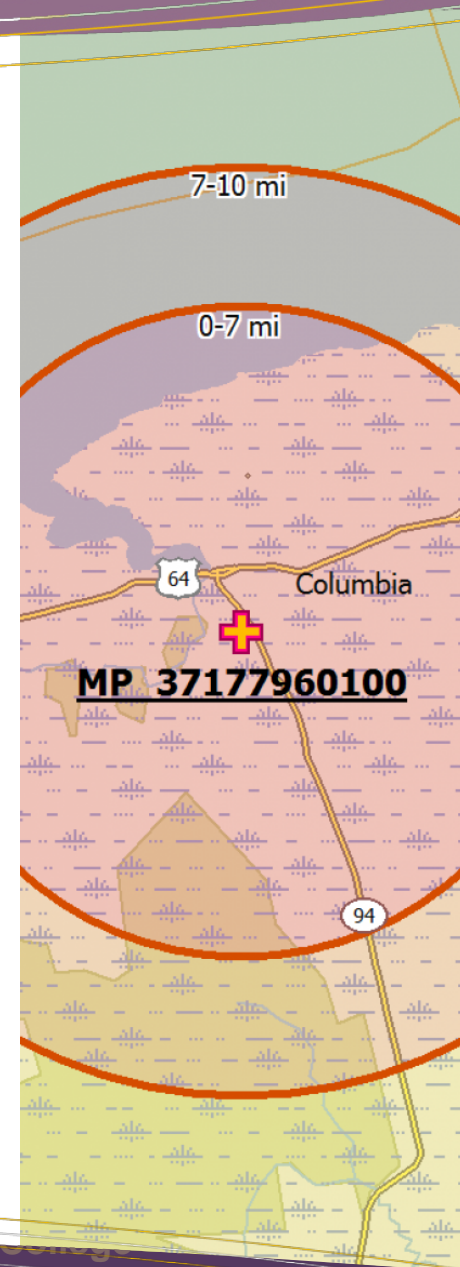
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TCM (Turner Classic Movies)	24.4%	24.53%	24.51%
Hallmark Channel	23.56%	23.81%	24.35%
Lifetime	23.36%	23.32%	22.61%
Comedy Central	22.84%	22.82%	28.25%
TV Info From Monthly Cable Guide	21.52%	21.67%	21.37%
BET (Black Entertainment TV)	21.47%	21.81%	23.02%
The Golf Channel	21.35%	21.44%	23.56%
TV Info From Other	21.15%	21.02%	21.22%
USA Network	20.63%	20.78%	22.93%
ABC Fam.	20.52%	20.56%	22.12%
HGTV (and Garden Television)	20.37%	20.46%	20.2%
TV Land	19.87%	19.66%	18.06%

## 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	14.88%	14.94%	17.45%
Medium Users (4-6)	7.36%	7.5%	8.87%
Light Users (1-3)	17.18%	17.21%	18.33%
Quintiles (20%)			
Newspaper I (Heavy)	0.94%	0.96%	0.86%
Newspaper II	1.6%	1.57%	1.31%
Newspaper III	1.68%	1.7%	1.88%
Newspaper IV	0.39%	0.43%	0.31%
Newspaper V (Light)	0.73%	0.81%	0.71%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.89%	21.83%	19.86%
Magazines II	9.75%	9.69%	8.58%
Magazines III	10.97%	10.86%	9.74%
Magazines IV	14.55%	14.41%	12.63%
Magazines V (Light)	1.39%	1.32%	1%
Outdoor I (Heavy)	10.45%	10.11%	9.03%
Outdoor II	5.91%	5.73%	4.53%
Outdoor III	6.12%	5.92%	4.77%
Outdoor IV	17.23%	17.05%	16.81%
Outdoor V (Light)	24.49%	24.52%	25.37%
Yellow Pages I (Heavy)	17.15%	17%	16.02%
Yellow Pages II	9.47%	9.18%	8.22%
Yellow Pages III	11.51%	11.18%	8.5%
Yellow Pages IV	26.09%	25.87%	24.55%
Yellow Pages V (Light)	5.83%	5.57%	4.47%



# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.26%	2.26%	2.72%
Drive Time III (Medium)	1.15%	1.14%	1.1%
Radio IV & V (Light)	2.52%	2.47%	2.28%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.92%	12.66%	10.45%
Radio III (Medium)	3.45%	3.56%	3.68%
Radio IV & V (Light)	4.32%	4.3%	3.84%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.88%	11.81%	11.99%
Cable III (Medium)	5.48%	5.41%	4.64%
Cable IV & V (Light)	42.52%	42.11%	39.82%

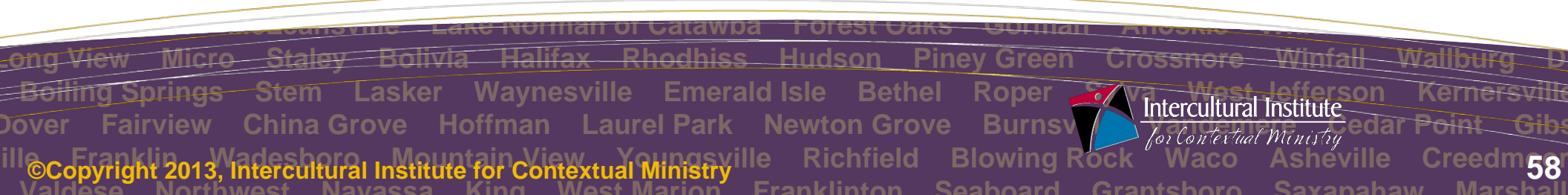
MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4%	3.99%	4.05%
Prime Time III (Medium)	1.03%	1.09%	1.42%
Prime Time IV & V (Light)	11.46%	11.09%	8.17%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.57%	39.17%	40.09%
Fringe III (Medium)	56.1%	56.06%	54.46%
Fringe IV (Light)	57.94%	57.6%	56.12%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.03%	16.45%	15.12%
All Day III (Medium)	26.62%	26.4%	24.92%
All Day IV (Light)	23.07%	22.36%	18.64%

# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.28%	10.39%	11.64%
6:00am - 10:00am	15.24%	14.98%	16.64%
10:00am - 3:00pm	13.13%	12.73%	10.75%
3:00pm - 7:00pm	16.64%	16.78%	15.28%
7:00pm - Midnight	11.68%	11.73%	13%
Midnight - 6:00am	9.57%	9.37%	8.37%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.98%	14.33%	13.73%
6:00am - 10:00am	1.94%	1.99%	2.94%
10:00am-3:00pm	4.96%	4.81%	5.89%
3:00pm - 7:00pm	7.38%	7.36%	6.87%
7:00pm - Midnight	10.64%	10.67%	9.73%
Midnight - 6:00am	14.54%	14.36%	13.55%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.07%	6.14%	6.66%
Saturday:	8.36%	8.39%	8.1%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.98%	9.22%	9.04%
9:00am-1:00pm	25.28%	25.83%	25.75%
9:00am-4:00pm	29.71%	30.24%	30.19%
4:00pm-7:00pm	32.47%	32.35%	31.94%
11:00pm-1:00am	45.81%	46.03%	44.53%
AVG Prime time	6.47%	6.32%	5.02%
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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	15.37%	15.41%	15.65%
7-9am	19.55%	19.49%	21.6%
9am-12noon	18.3%	19.1%	20.38%
12noon-4pm	11.41%	11.14%	9.82%
4-6pm	49.31%	49.18%	49.24%
6-7pm	17.63%	17.99%	18.18%
7-7:30pm	2%	1.96%	1.93%
7:30-8pm	13.26%	13.09%	12.2%
8-11pm	6.07%	6.14%	6.66%
11pm-12am	34.21%	34.52%	34.35%
11pm-1am	45.81%	46.03%	44.53%
1-6am	33.89%	33.44%	33.88%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	15.19%	15.31%	16.16%
Sat: 10am-1pm	8.7%	8.74%	8.52%
Sat: 1-4pm	23.73%	23.88%	23.32%
Sat: 4-6pm	7.18%	7.17%	6.96%
Sat: 6-7pm	1.53%	1.57%	1.71%
Sat: 7-8pm	1.42%	1.34%	1.24%
Sat: 8-11pm	8.36%	8.39%	8.1%
Sat: 11pm-1am	7.08%	6.9%	6.38%
Sat: 1am-7pm	20.63%	20.78%	22.93%
Sun: 7-10am	2.47%	2.45%	2.29%
Sun: 10am-1pm	5.03%	5.26%	5.28%
Sun: 1-4pm	3.9%	4.06%	4.47%
Sun: 4-7pm	10.33%	10.71%	10.68%
Sun: 7-11pm	8.98%	9.22%	9.04%
Sun: 11pm-1am	5.13%	5.25%	4.72%
Sun: 1-7am	19.01%	19.44%	19.03%



# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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

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

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

## *Issues for Your Consideration*

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

# Biblical Missional Multiplication

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

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

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



# Establishing Redemptive Relationships

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

## Communication Steps

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

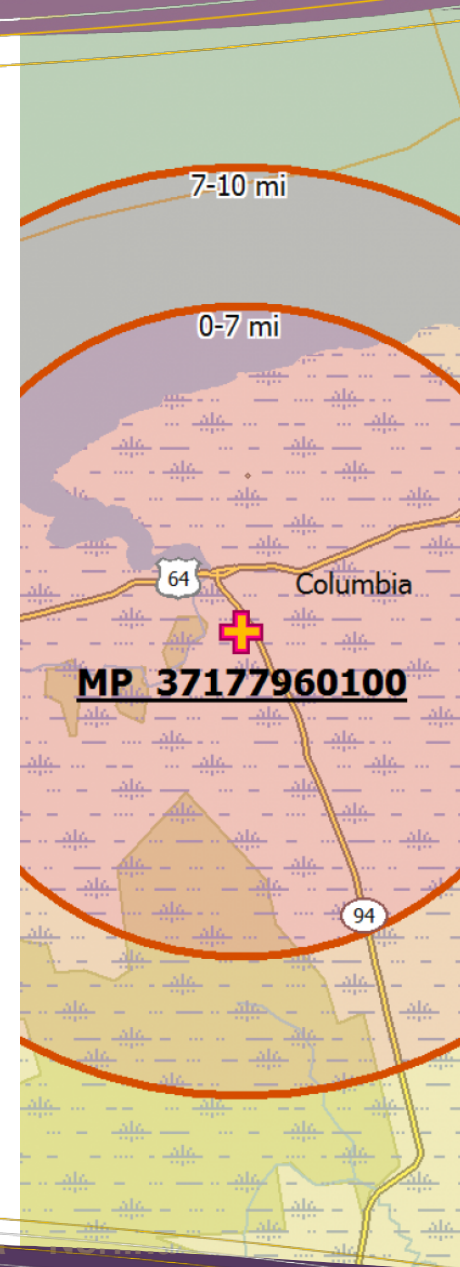


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

1. 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.

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Columbia - Columbia	710 Bridge St Columbia, NC 27925	5.20 mi	38	Plateauing
2	Soundside Missionary - Columbia	2607 Soundside Rd Columbia, NC 27925	5.20 mi	52	Growing
3	Creswell - Creswell	106 N 7th St Creswell, NC 27928	8.79 mi	30	Plateauing
4	Mount Pleasant - Creswell	10 Mount Pleasant Rd Creswell, NC 27928	10.46 mi	16	Declining
5	Oak Grove - Roper	233 Arnolds Beach Rd Roper, NC 27970	14.27 mi	33	Declining
6	Burgess - Hertford	1850 Harvey Point Rd Hertford, NC 27944	17.68 mi	50	Declining
7	Bethel - Hertford	794 Burnt Mill Rd Hertford, NC 27944	18.70 mi	98	Growing
8	Great Hope - Hertford	Great Hope Church Rd Hertford, NC 27944	19.98 mi	44	Declining
9	Roper	44 Griffin Rd Roper, NC 27970	20.57 mi	45	Plateauing
10	Salem - Elizabeth City	1401 Salem Church Rd Elizabeth City, NC 27909	20.61 mi	102	Growing
11	Woodville - Hertford	151 Woodville Rd Hertford, NC 27944	22.04 mi	0	Insufficient Data
12	Hertford - Hertford	124 W Market St Hertford, NC 27944	22.24 mi	183	Declining
13	Edenton - Edenton	200 S Granville St Edenton, NC 27932	22.50 mi	230	Plateauing
14	Riverside - Elizabeth City	1528 Weeksville Rd Elizabeth City, NC 27909	23.06 mi	0	Insufficient Data
15	Albemarle - Edenton	445 Soundside Rd Edenton, NC 27932	23.37 mi	105	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHW AVG	IICM CGR
16	Rocky Hock - Edenton	113 Rocky Hock Church Rd Edenton, NC 27932	23.37 mi	318	Growing
17	Fellowship and Worship Center - Edenton	2107 Virginia Rd Edenton, NC 27932	23.37 mi	0	Insufficient Data
18	Yeopim - Edenton	1116 Yeopim Rd Edenton, NC 27932	23.37 mi	33	Growing
19	Mount Sinai - Hertford	389 Swamp Rd Hertford, NC 27944	25.52 mi	30	Plateauing
20	Trinity Fellowship - Elizabeth City	2290 Peartree Rd Elizabeth City, NC 27909	25.60 mi	39	Plateauing
21	Family Prayer Worship Center - Elizabeth	2703 Main Street Ext Elizabeth City, NC 27909	25.60 mi	0	Insufficient Data
22	Calvary - Elizabeth City	801 Riverside Ave Elizabeth City, NC 27909	25.99 mi	25	Plateauing
23	Elizabeth City First - Elizabeth City	300 W Main St Elizabeth City, NC 27909	26.30 mi	118	Plateauing
24	Action Impact	1000 W Main St Elizabeth City, NC 27909	26.38 mi	0	Insufficient Data
25	Macedonia - Edenton	1004 Macedonia Rd Edenton, NC 27932	26.57 mi	191	Growing
26	Shiloh - Shiloh	952 NC Hwy 343 S Shiloh, NC 27974	26.57 mi	140	Declining
27	Blackwell Memorial - Elizabeth City	700 N Road St Elizabeth City, NC 27909	26.69 mi	93	Insufficient Data
28	Powells Point - Powells Point	8387 Caratoke Hwy Powells Point, NC 27966	27.10 mi	66	Growing
29	Riverside Mission - Plymouth	201 Gen Pettigrew Dr Plymouth, NC 27962	27.72 mi	0	Insufficient Data
30	Plymouth First - Plymouth	309 Washington St Plymouth, NC 27962	28.36 mi	174	Declining



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Center Hill - Tyner	936 Sandy Ridge Rd Tyner, NC 27980	28.67 mi	73	Plateauing
32	Merry Hill	402 Old Merry Hill Rd Merry Hill, NC 27957	29.37 mi	81	Plateauing
33	Chappell Hill - Tyner	892 County Line Rd Tyner, NC 27980	29.78 mi	45	Declining
34	Whiteville Grove - Belvidere	373 Perrys Bridge Rd Belvidere, NC 27919	29.87 mi	32	Growing
35	Sawyer's Creek - Camden	241 Sawyers Creek Rd Camden, NC 27921	29.92 mi	122	Declining
36	Berea - Elizabeth City	2033 N Road St Elizabeth City, NC 27909	30.03 mi	187	Plateauing
37	Geneva	806 NC Highway 343 N Camden, NC 27921	30.24 mi	29	Growing
38	Corinth - Elizabeth City	1035 US Highway 17 S Elizabeth City, NC 27909	30.41 mi	421	Plateauing
39	Riverside	1206 NC Highway 45 N Merry Hill, NC 27957	30.88 mi	49	Plateauing
40	Poplar Branch - Grandy	709 Poplar Branch Rd Grandy, NC 27939	30.91 mi	88	Growing
41	Manteo Faith - Manteo	1037 Burnside Rd Manteo, NC 27954	31.48 mi	72	Plateauing
42	Far Creek Cornerstone	34731 US Hwy 264 Engelhard, NC 27824	31.58 mi	0	Insufficient Data
43	Engelhard - Engelhard	33856 US Hwy 264 Engelhard, NC 27824	31.68 mi	25	Insufficient Data
44	Hatteras	3809 N Croatan Hwy Unit F Kitty Hawk, NC 27949	31.69 mi	0	Insufficient Data
45	Capeharts	101 Capehart Church Rd Merry Hill, NC 27957	31.72 mi	86	Declining



6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



#### CONTACT US:

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