

MissionSite

top unreached locations



NEW BERN, NC

CENSUS TRACT: 37049960700

REGION: Region 2: Central Coast

COUNTY: Craven

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



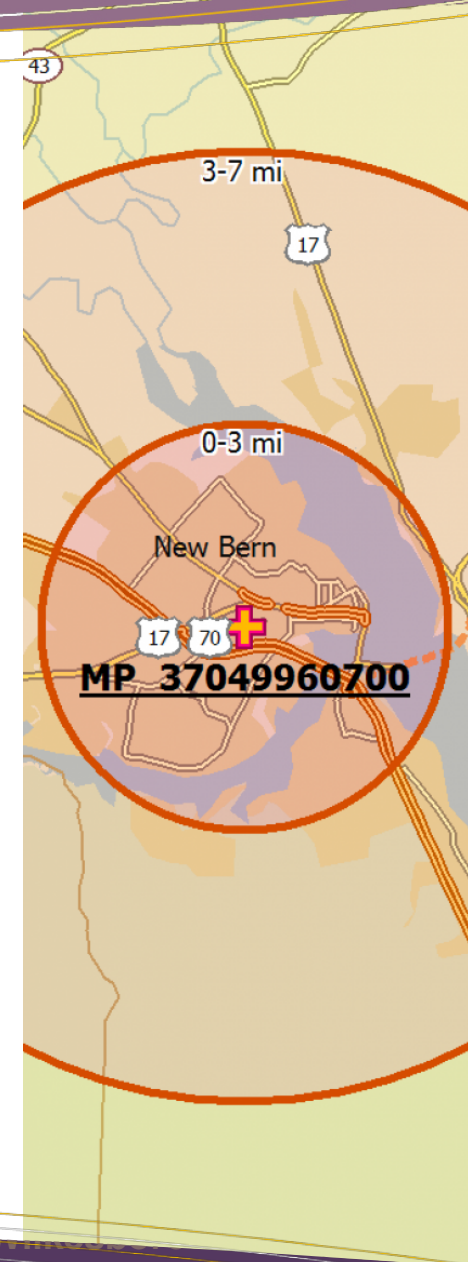
MissionSite (TM) Table of Contents

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

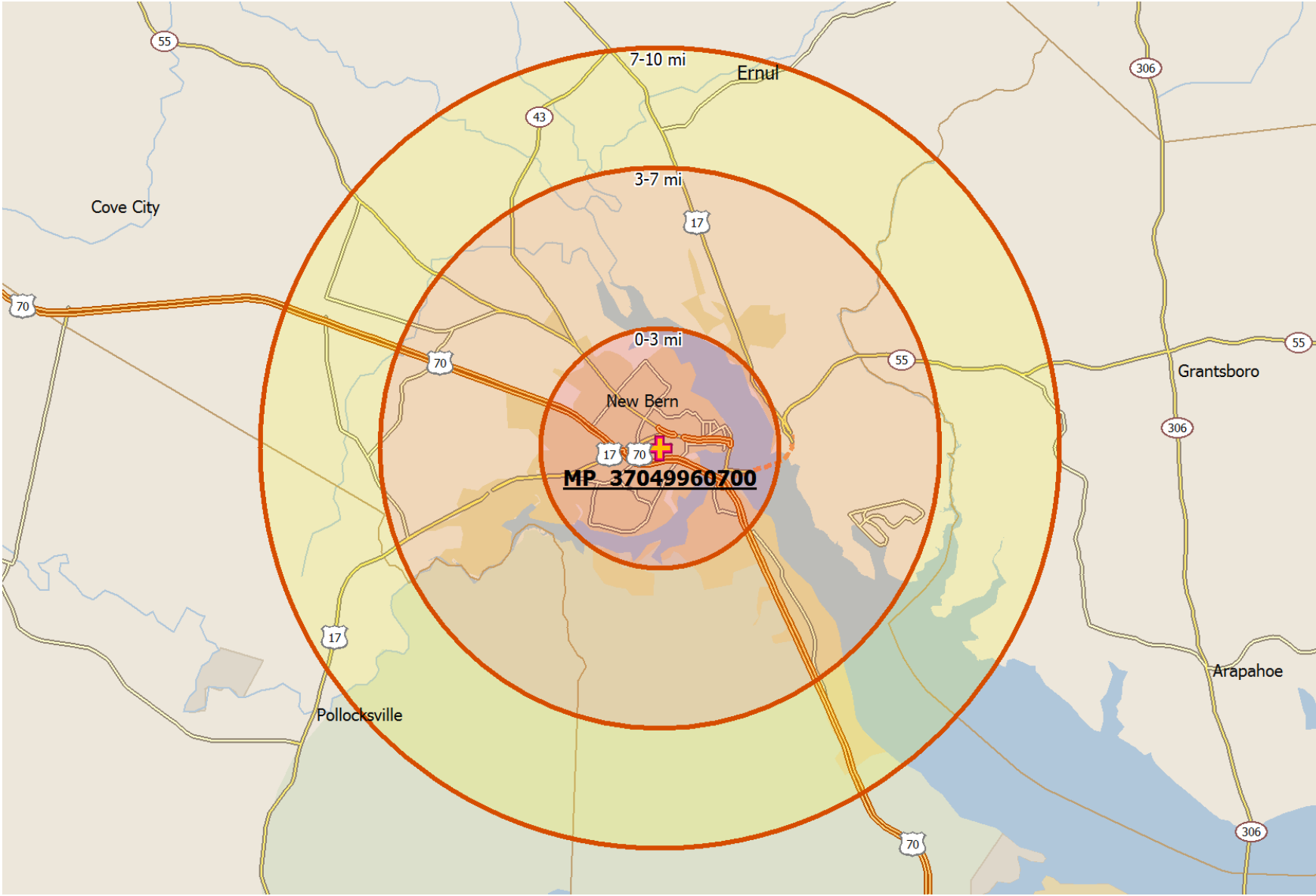
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37049	Craven
4	Zipcode	28560	Craven
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-10000



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	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	2	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	28,564	23,326	7,320
2010 Households	13,484	10,518	3,072
2010 Group Quarters Population	380	318	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	25	5
Language Diversity National Index	24	18	35
Foreign Born Diversity National Index	60	52	25
Ancestry Diversity National Index	32	66	47
Racial Diversity National Index	62	30	28

Site Location Summary - County Environment

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

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

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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

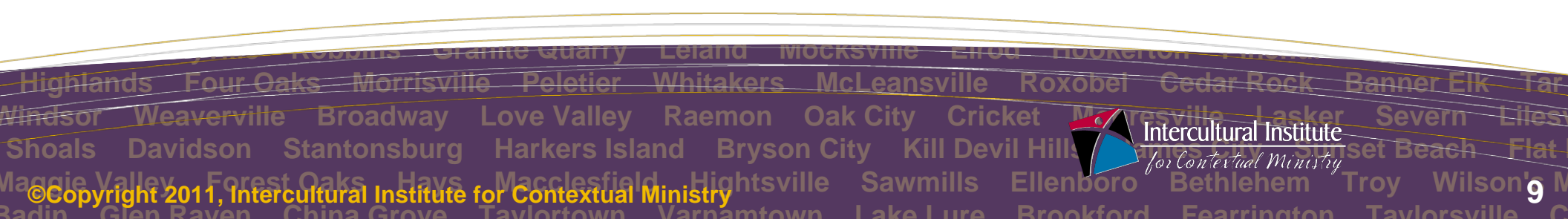
SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,094	15.53%
Mainstay Communities	Established, Diverse Households	1,081	8.02%
Working Communities	Blue-collar, Working Families	2,213	16.41%
Country Communities	Rural, Agri. & Mining Families	681	5.05%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,845	28.52%
Urban Communities	High Density, Inner-city Neighborhoods	3,567	26.45%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

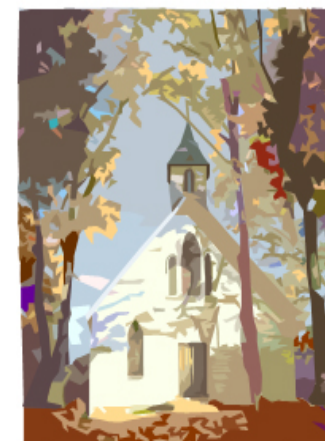
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	28,227	9,431	33.41%
Unreached %	67.73%	69.94%	103.26
Religious But NOT Evangelical HH	7,974	3,103	38.91%
Religious But NOT Evangelical %	19.13%	23.01%	120.25
Spiritual But NOT Relig or Evang HH	3,810	1,139	29.89%
Spiritual But NOT Relig or Evang %	9.14%	8.45%	92.38
Not Evangelical, Not Interested HH	16,823	5,271	31.33%
Not Evangelical, Not Interested %	40.37%	39.09%	96.84



Spirituality Indicators - Churchscape

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

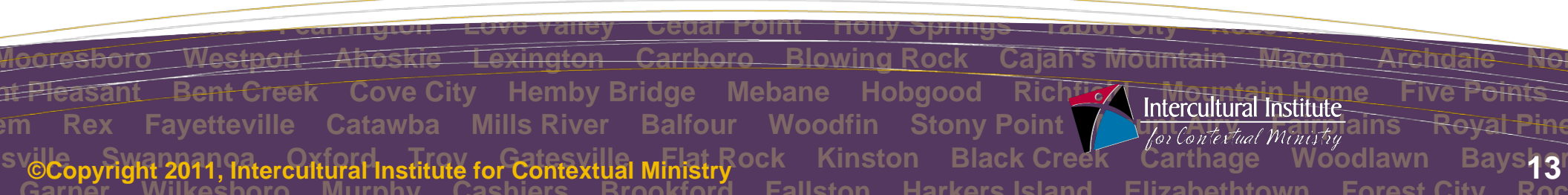
ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	17	4	23.53%
Active BCNC Attenders	1,941	853	43.95%
Active Evangelical Households	6,324	1,905	30.12%
Active Evangelical Percent	15.17%	14.13%	93.09
Inactive Evangelical Households	7,124	2,146	30.12%
Inactive Evangelical Percent	17.10%	15.92%	93.1
# New Churches Needed	4	3	71.45%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Crossroads - New Bern	0.43 mi	161	Plateauing	16	Memorial	17.07 mi	60	Growing
2	Tabernacle - New Bern	1.19 mi	358	Declining	17	Cherry Point - Havelock	17.15 mi	177	Plateauing
3	New Bern First - New Bern	1.39 mi	277	Growing	18	Havelock Community - Havelock	18.17 mi	75	Growing
4	Colony - New Bern	1.84 mi	57	Declining	19	Havelock First - Havelock	18.58 mi	218	Declining
5	Neuse River - New Bern	5.28 mi	70	Declining	20	The Bridge	19.07 mi	0	Insufficient Data
6	River Bend - New Bern	5.32 mi	120	Plateauing	21	Cherry Branch - Havelock	19.16 mi	46	Growing
7	Temple - New Bern	5.54 mi	1,455	Growing	22	Havelock Korean - Havelock	19.79 mi	15	Declining
8	Karen Baptist Church	5.54 mi	0	Insufficient Data	23	McCotter Boulevard - Havelock	19.79 mi	111	Declining
9	Spring Garden - New Bern	8.25 mi	116	Declining	24	Aurora First - Aurora	20.17 mi	29	Declining
10	Pollocksville - Pollocksville	11.86 mi	65	Growing	25	Fort Barnwell - Dover	20.92 mi	69	Declining
11	Piney Grove - Pollock	15.15 mi	26	Growing	26	Dover Missionary - Dover	20.92 mi	0	Insufficient Data
12	Cove City Missionary - Cove City	15.56 mi	71	Plateauing	27	Oriental First - Oriental	21.54 mi	70	Plateauing
13	Maysville FBC	16.48 mi	169	Plateauing	28	Chocowinity First - Chocowinity	23.45 mi	67	Growing
14	Trenton Baptist	16.75 mi	55	Declining	29	Grants Creek	24.40 mi	197	Growing
15	Bayboro Missionary - Bayboro	16.88 mi	65	Insufficient Data	30	Newport - Newport	24.42 mi	115	Plateauing



Using the Spirituality Indicators

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

Issues for Your Consideration

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

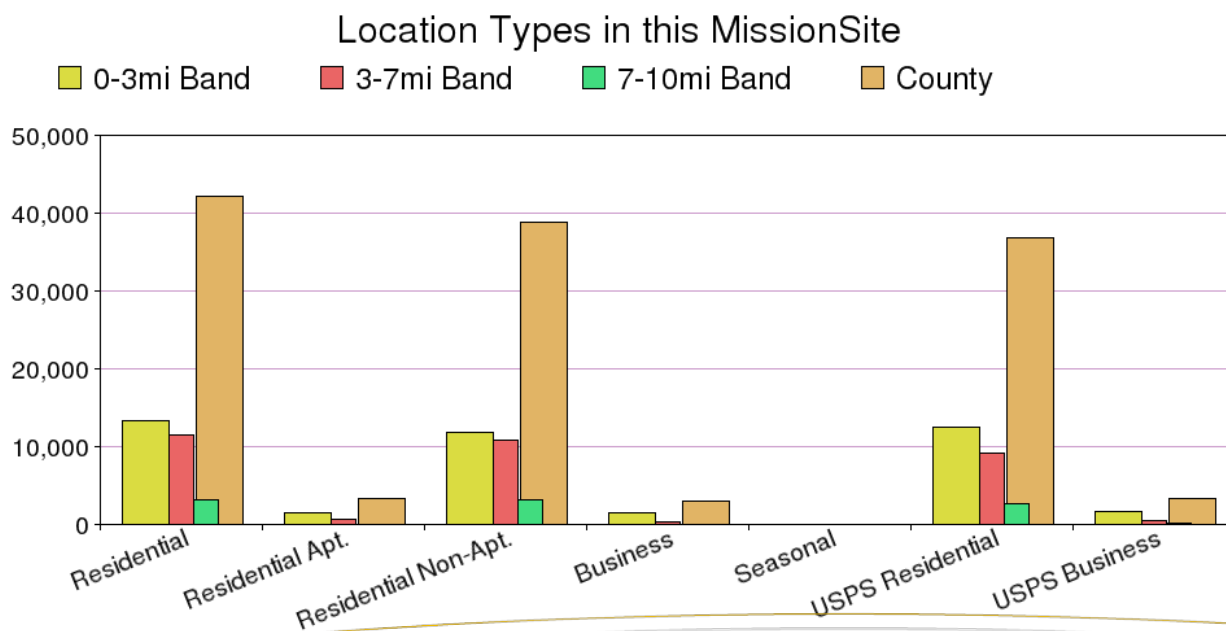


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	81,602	26,081	31.96%
2000 Population	91,436	26,976	29.5%
2010 Population	99,507	28,564	28.71%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,539	10,604	35.9%
2000 Households	34,582	11,612	33.58%
2010 Households	41,675	13,484	32.36%



Location Type	0-3mi Band
Residential	13,405
Residential Apt.	1,524
Residential Non-Apt.	11,881
Business	1,527
Seasonal	0
USPS Residential	12,494
USPS Business	1,713

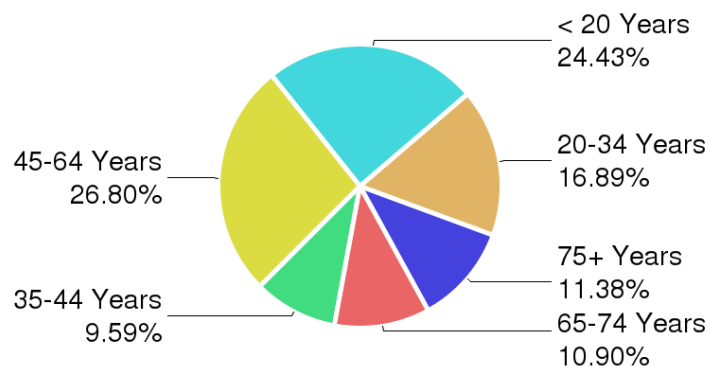
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.19%	5.6%	90.47
4-5 Years	2.83%	2.49%	87.99
6-8 Years	4.1%	3.99%	97.32
9-11 Years	3.65%	3.75%	102.74
12-13 Years	2.24%	2.5%	111.61
14-17 Years	4.58%	4.17%	91.05
18-19 Years	2.26%	1.93%	85.4
0-5 Years	9.02%	8.09%	89.69
6-12 Years	8.88%	9.01%	101.46
13-19 Years	7.96%	7.32%	91.96
< 20 Years	25.86%	24.42%	94.43
20-34 Years	22.77%	16.88%	74.13
35-44 Years	9.87%	9.59%	97.16
45-64 Years	24.79%	26.79%	108.07
65-74 Years	9.09%	10.9%	119.91
75+ Years	7.63%	11.38%	149.15
Median Age	36	46	124.81
Median Age (Male)	33	43	129.96
Median Age (Female)	40	47	119.07

Age Group Percentages

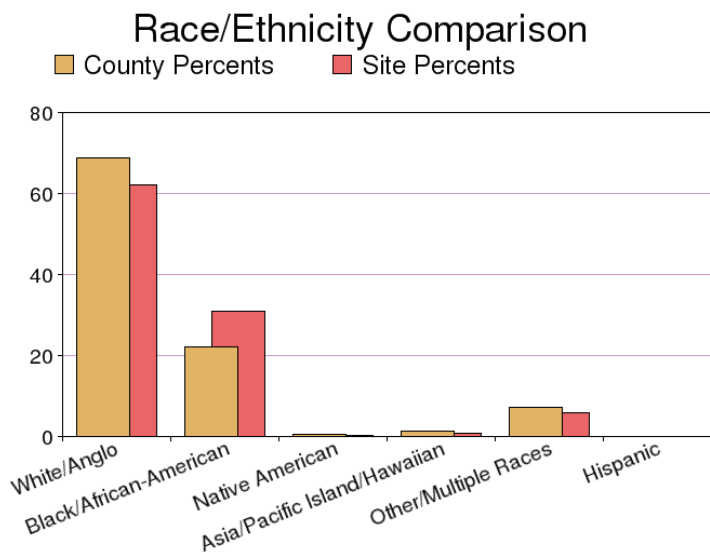


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.78%	62.21%	90.44
Black, African-American	22.2%	30.89%	139.12
Native American	0.41%	0.28%	68.12
Asian	1.26%	0.83%	65.61
Pacific Island, Hawaiian	0.08%	0.05%	58.81
Other/Multiple Races	7.27%	5.76%	79.14
Hispanic	0%	2.84%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	64,682	20,051	
Less than 9th Grade	3.39%	4.04%	83.86
No High School Diploma	7.28%	7.35%	98.97
High School Graduate	27.6%	25.2%	109.53
Some College, no degree	29.69%	26.92%	110.32
Associate Degree	10.69%	10.01%	106.75
College Degree	13.87%	16.82%	82.49
Graduate/Prof. degree	7.47%	9.66%	77.4

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.08%	13.28%	145.29
\$10,000 to \$19,999	11.08%	12.81%	115.61
\$20,000 to \$29,999	11.19%	11.72%	104.7
\$30,000 to \$49,999	22.11%	19.63%	88.77
\$50,000 to \$59,999	9.35%	8.96%	95.78
\$60,000 to \$69,999	7.55%	6.37%	84.36
\$70,000 to \$79,999	7.35%	6.23%	84.73
\$80,000 to \$89,999	5.97%	4.84%	81.06
\$90,000 to \$99,999	3.64%	3%	82.2
\$100,000 to \$124,999	6.64%	6.54%	98.55
\$125,000 to \$149,999	2.32%	2.51%	108.57
\$150,000 to \$199,999	2.55%	2.39%	93.71
\$200,000 to \$249,999	0.55%	0.67%	122.28
\$250,000 or more	0.61%	1.02%	166.61
Median Household	45,736	44,436	97.16
Average Household	59,815	64,703	108.17
Per Capita Household	26,058	30,569	117.31
Family/Non-Family Household Income			
Median Family Income	55,709	56,130	100.76
Average Family Income	67,940	75,222	110.72
Median Non-Family Income	30,000	28,906	96.35
Average Non-Family Income	41,557	45,273	108.94



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.2%	60.47%	87.38
Families with Children	34.07%	30.19%	88.63
Families without Children	35.14%	30.28%	86.17
Non-Family Households			
% Non-Family Households	30.8%	39.53%	128.36
Non-Families with Children	1.08	1.2	111.02
Non-Families without Children	29.71	38.33	128.99
Housing Units			Index
Total Housing Units	45,677	14,764	
Vacant percent	8.76%	8.67%	98.95
Owned percent	59.47%	54.43%	91.53%
Rented Percent	31.77%	36.9%	116.15
Households by Size			Index
Avg household size	2.28	2.09	91.67
Avg family hh size	2.77	2.71	97.83
Avg non-family hh size	1.18	1.14	96.61
Households By Count of Persons			Percent
One	10,340	4,471	43.24%
Two	17,373	5,200	29.93%
Three or Four	11,966	3,261	27.25%
Five+	1,996	552	27.66%

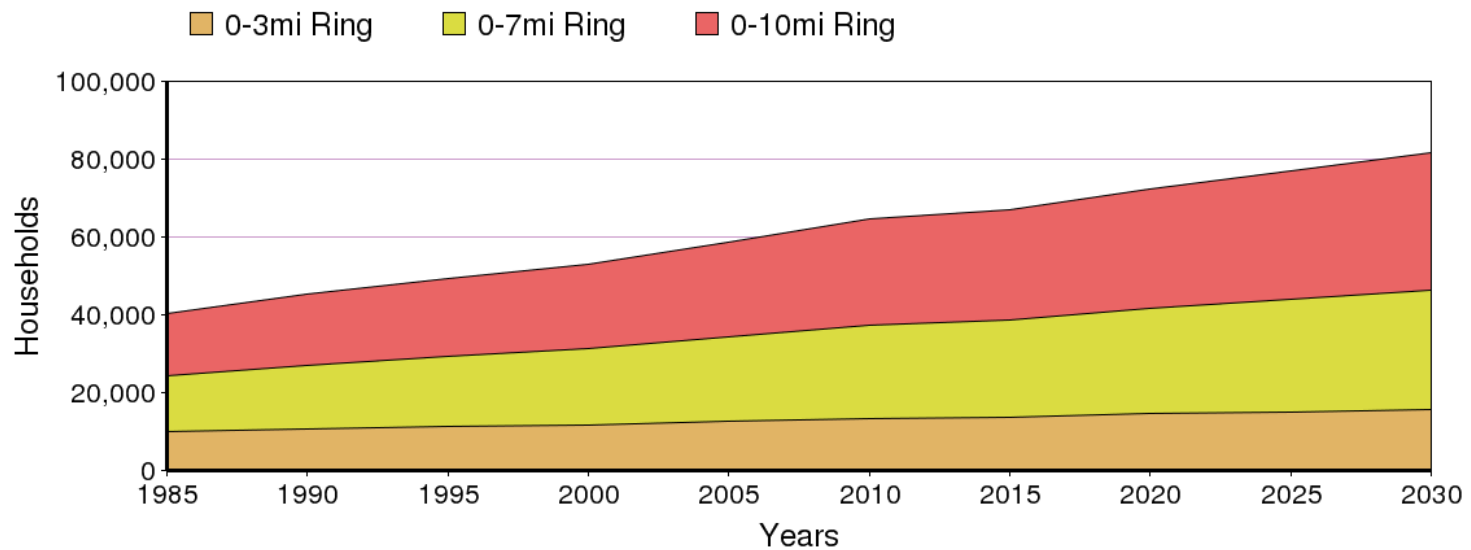
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	81,602	26,081	31.96%
2000 Population	91,436	26,976	29.5%
2010 Population	99,507	28,564	28.71%
2015 Population	104,384	28,959	27.74%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,539	10,604	35.9%
2000 Households	34,582	11,612	33.58%
2010 Households	41,675	13,484	32.36%
2015 Households	43,712	13,685	31.31%

Household Change from 1985 to 2030



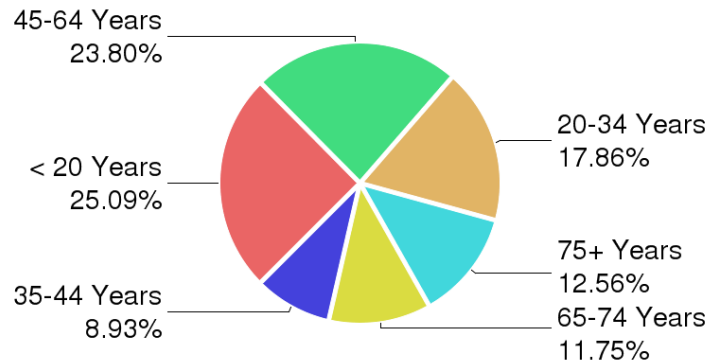
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.6%	5.21%	93.04
4-5 Years	2.49%	2.59%	104.02
6-8 Years	3.99%	4.29%	107.52
9-11 Years	3.75%	4.16%	110.93
12-13 Years	2.5%	2.91%	116.4
14-17 Years	4.17%	4.18%	100.24
18-19 Years	1.93%	1.73%	89.64
0-5 Years	8.09%	7.81%	96.54
6-12 Years	9.01%	9.91%	109.99
13-19 Years	7.32%	7.36%	100.55
< 20 Years	24.42%	25.08%	102.7
20-34 Years	16.88%	17.86%	105.81
35-44 Years	9.59%	8.93%	93.12
45-64 Years	26.79%	23.8%	88.84
65-74 Years	10.9%	11.75%	107.8
75+ Years	11.38%	12.56%	110.37
Median Age	36	45	124.54
Median Age (Male)	33	42	126.77
Median Age (Female)	40	48	120.96

Projected Age Group Percentages



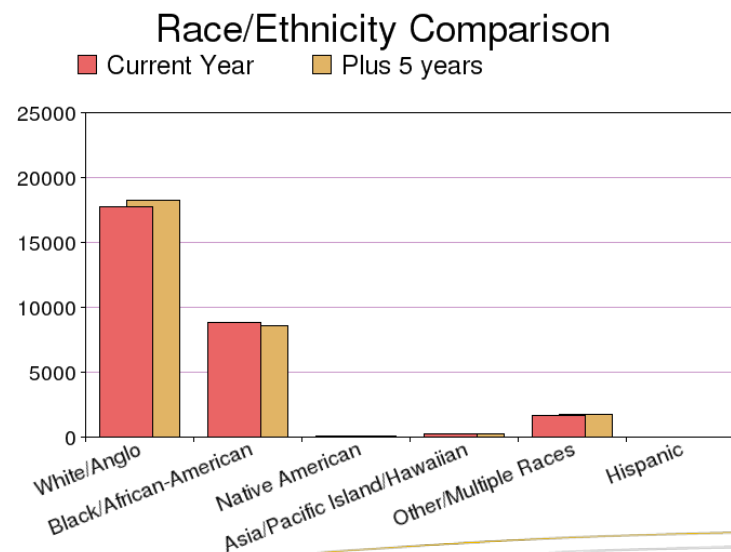
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	62.21%	62.88%	101.08
Black, African-American	30.89%	29.69%	96.13
Native American	0.28%	0.28%	101.13
Asian	0.83%	0.92%	111.17
Pacific Island, Hawaiian	0.05%	0.05%	113.81
Other/Multiple Races	5.76%	6.17%	107.28
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,051	20,700	
Less than 9th Grade	4.04%	3.27%	80.74
No High School Diploma	7.35%	5.64%	76.76
High School Graduate	25.2%	24.08%	95.54
Some College, no degree	26.92%	28.63%	106.38
Associate Degree	10.01%	11.39%	113.75
College Degree	16.82%	16.51%	98.16
Graduate/Prof. degree	9.66%	10.48%	108.57



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	13.28%	12.62%	95.01
\$10,000 to \$19,999	12.81%	11.8%	92.14
\$20,000 to \$29,999	11.72%	10.6%	90.42
\$30,000 to \$49,999	19.63%	18.96%	96.6
\$50,000 to \$59,999	8.96%	8.94%	99.84
\$60,000 to \$69,999	6.37%	6.52%	102.32
\$70,000 to \$79,999	6.23%	6.69%	98.65
\$80,000 to \$89,999	4.84%	5.55%	108.2
\$90,000 to \$99,999	3%	3.2%	106.82
\$100,000 to \$249,999	6.54%	7.48%	114.39
\$125,000 to \$149,999	2.51%	2.78%	110.74
\$150,000 to \$199,999	2.39%	2.84%	118.73
\$200,000 to \$249,999	0.67%	0.76%	112.61
\$250,000 or more	1.02%	1.01%	98.53
Median Household	44,436	47,909	107.82
Average Household	64,703	69,696	107.72
Per Capita Household	30,569	32,965	107.84
Family/Non-Family Household Income			
Median Family Income	56,130	60,699	108.14
Average Family Income	75,222	81,948	108.94
Median Non-Family Income	28,906	31,398	108.62
Average Non-Family Income	45,273	48,343	106.78

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	60.47%	58.89%	97.38
Families with Children	30.19	29.67	98.29
Families without Children	30.28	29.14	96.24
Non-Family Households			
% Non-Family Households	39.53%	41.11%	104
Non-Families with Children	1.2	1.33	104
Non-Families without Children	38.33	39.78	103.79
Housing Units			
Total Housing Units	14,764	15,016	101.71%
Vacant percent	8.67%	8.86%	102.24
Owned percent	54.43%	53.7%	98.66
Rented Percent	36.9%	37.43%	101.44
Households by Size			
Avg household size	2.09	2.09	100%
Avg family hh size	2.71	2.76	101.85%
Avg non-family hh size	1.14	1.12	98.25%
Households By Count of Persons			
One	4,471	4,683	104.74%
Two	5,200	5,134	98.73%
Three or Four	3,261	3,289	100.86%
Five+	552	579	104.89%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	562	861	106
Northern Europe	26	76	8
Western Europe	52	136	11
Southern Europe	5	19	1
Eastern Europe	36	32	0
Other Europe	0	0	0
Eastern Asia	47	71	6
So. Central Asia	52	44	0
SE Asia	32	84	2
Western Asia	5	0	4
Other Asia	0	0	2

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	1	10	0
Other Africa	0	0	0
Oceania	3	6	0
Caribbean	3	21	2
Central Amer.	158	297	59
South America	116	0	0
North America	26	65	11
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	19,217	22,229	5,690
Spanish	556	409	164
Other Indo-Euro language	346	460	54
French (incl. Patois, Cajun)	69	118	27
French Creole	0	0	0
Italian	8	24	4
Portuguese	0	6	1
German	132	171	18
Yiddish	13	0	0
Other West Germanic	0	14	1
A Scandinavian Language	6	13	0
Greek	8	14	1
Russian	0	0	0
Polish	26	52	0
Serbo-Croatian	25	0	2
Other Slavic Language	0	7	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	5	9	0
Hindi	17	32	0
Urdu	24	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	16	8	11
Japanese	44	24	5
Korean	42	17	5
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	11	11	0
Vietnamese	15	41	0
Other Asian	5	3	0
Tagalog	21	11	7
Other Pacific Is	14	22	0
Other languages	0	13	13
Navajo	0	0	0
Other Native N. American	0	2	0
Hungarian	0	0	0
Arabic	0	0	8
Hebrew	0	0	5
African languages	0	11	0
Other unspecified	0	0	0



Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	17,611	18,625	4,435
Arab	38	44	11
Armenian	0	7	1
Austrian	55	52	2
British	45	48	11
Canadian	5	92	18
Croatian	25	0	3
Czech	14	14	0
Czechoslovak	8	12	2
Danish	37	42	1
Dutch	109	139	14
English	2,119	2,864	558
European	131	249	37
Finnish	9	2	1
French (not Basque)	220	311	54
French Canadian	52	71	28
German	1,346	1,927	249
Greek	17	45	6
Hungarian	15	41	7
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,224	1,678	340
Italian	410	745	76
Lithuanian	3	16	2
Norwegian	98	154	11
Polish	270	346	55
Portuguese	34	63	8
Romanian	3	6	0
Russian	15	24	5
Scandinavian	3	8	11
Scotch-Irish	339	517	136
Scottish	375	490	43
Slovak	0	13	2
Subsaharan African	231	203	122
Swedish	95	95	7
Swiss	56	67	21
Ukrainian	4	11	0
US/American	2,337	3,111	995
Welsh	81	75	3
West Indian	15	18	0
Yugoslavian	0	5	1
Other	7,775	5,020	1,596

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

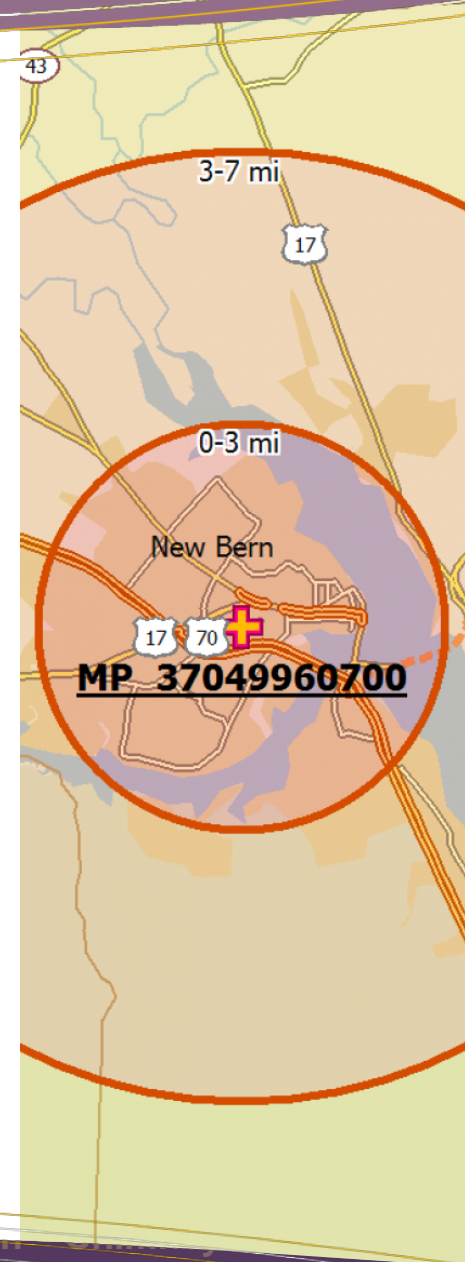
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	13,484	100%	9,572	100%
AFFLUENT SUBURBIA	1,146	8.5%	798	8.34%
America's Wealthiest	23	0.17%	18	0.19%
Dream Weavers	97	0.72%	69	0.72%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	1,026	7.61%	711	7.43%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	948	7.03%	639	6.68%
Status Conscious Consumers	99	0.73%	69	0.72%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	849	6.3%	570	5.95%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	377	2.8%	260	2.72%
Successful Urban Sprawl	240	1.78%	0	0%
2nd City Homebodies	104	0.77%	170	1.78%
Prime Middle America	0	0%	68	0.71%
Urban Optimists	17	0.13%	0	0%
Family Convenience	16	0.12%	11	0.11%
Mid-Market Enterprise	0	0%	11	0.11%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,484	100%	9,572	100%
BLUE COLLAR BACKBONE	348	2.58%	214	2.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	290	2.15%	175	1.83%
Lower Income Essentials	44	0.33%	30	0.31%
Small Town Endeavors	14	0.1%	9	0.09%
AMER. DIVERSITY	704	5.22%	491	5.13%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	140	1.04%	90	0.94%
Professional Urbanites	484	3.59%	350	3.66%
Urban Advancement	5	0.04%	3	0.03%
Amer. Great Outdoors	75	0.56%	48	0.5%
Mature America	0	0%	0	0%
METRO FRINGE	1,865	13.83%	1,280	13.37%
Steadfast Conservative	1,658	12.3%	1,136	11.87%
Moderate Conventionalists	3	0.02%	2	0.02%
Southern Blues	33	0.24%	23	0.24%
Urban Grit	0	0%	0	0%
Grass-Roots Living	171	1.27%	119	1.24%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	13,484	100%	9,572	100%
REMOTE AMERICA	647	4.8%	379	3.96%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	647	4.8%	379	3.96%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,831	28.41%	2,823	29.49%
Young Cosmopolitans	20	0.15%	16	0.17%
Minority Metro Communities	3,563	26.42%	2,639	27.57%
Stable Careers	35	0.26%	25	0.26%
Aspiring Hispania	213	1.58%	143	1.49%
RURAL VILLAGES & FARMS	34	0.25%	164	1.71%
Aspiring Hispania	1	0.01%	143	1.49%
Industrious Country Living	0	0%	1	0.01%
America's Farmland	33	0.24%	0	0%
Comfy Country Living	0	0%	20	0.21%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,484	100%	9,572	100%
STRUGGLING SOCIETIES	1,803	13.37%	1,199	12.53%
Rugged Southern Style	250	1.85%	146	1.53%
Latino Nuevo	110	0.82%	75	0.78%
Struggling city Centers	1,443	10.7%	978	10.22%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,764	13.08%	1,317	13.76%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	261	1.94%	183	1.91%
Urban Diversity	63	0.47%	45	0.47%
New Generation Activists	90	0.67%	61	0.64%
Getting By	1,350	10.01%	1,028	10.74%
VARYING LIFESTYLES	14	0.1%	8	0.08%
Military Family Life	14	0.1%	8	0.08%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



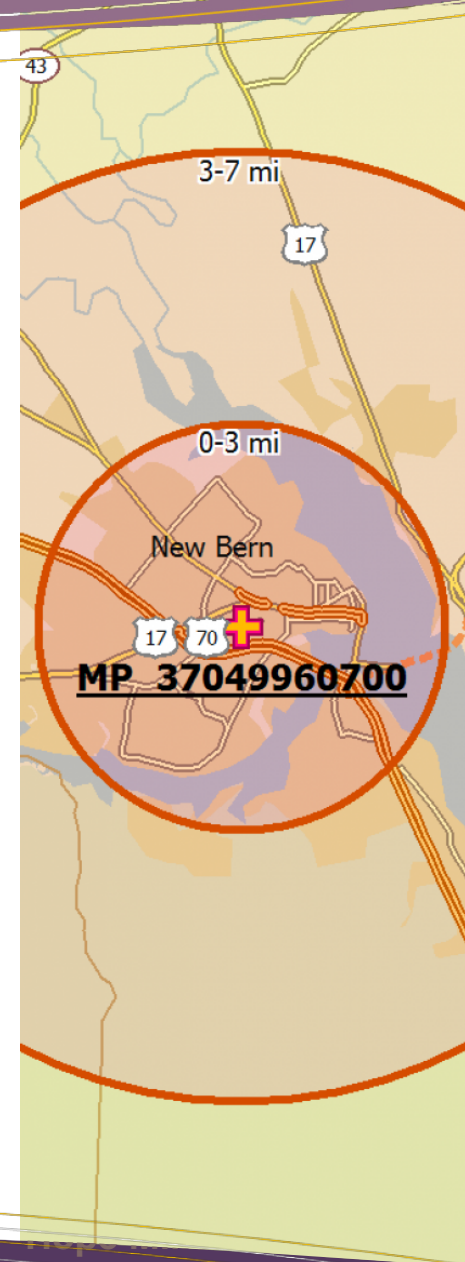
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	74%	76%	77%
Use Comp. for Internet/E-mail	54%	58%	58%
Internet Use: E-Mail	46%	49%	50%
Use Comp. for Comp. Games	38%	39%	39%
Use Comp. for Word Processing	35%	38%	38%
Use Comp. for Education	32%	33%	32%
Use Comp. for Shopping	31%	33%	33%
HH Owns DVD Player	29%	29%	29%
Use Comp. for Digital Camera Photo Editing	28%	30%	30%
Use Comp. for Banking	28%	29%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	28%	28%
Internet Use: Banking	24%	25%	25%
Use Comp. for News/Info./Data Service	21%	24%	24%
PC-Network-HH Has One	18%	19%	19%
Use Comp. for Personal Financial Mngmnt	14%	15%	15%
Use Comp. for Accounting	13%	15%	15%
Internet Use: Shopping: Gathered Info. for Shopping	13%	13%	13%
Use Comp. for Filing/DB Mngmnt	13%	13%	13%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Read Magazines/ Newspapers	12%	11%	11%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	53%	57%	57%
Reading Books	53%	55%	54%
Card Games	42%	42%	42%
Cooking for Fun	35%	36%	36%
Go To A Beach/Lake	33%	36%	36%
Board Games	31%	31%	31%
Gardening	30%	33%	33%
Visit Museum	19%	21%	21%
Going To	18%	18%	18%
Bars/Nightclubs/Dancing			

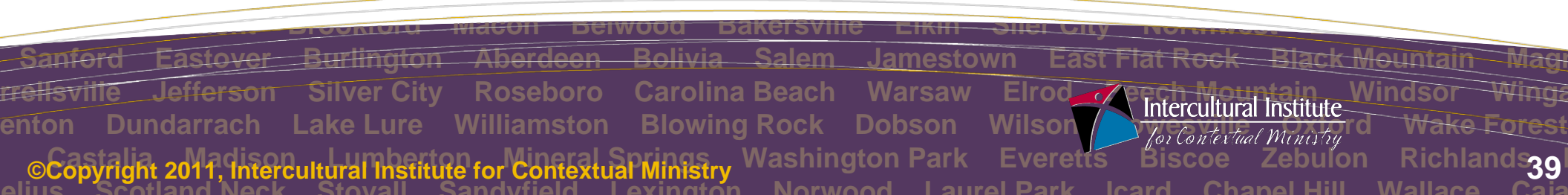
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	69%	69%
Gen./Fam. Practitioner	36%	38%	39%
Dentist	26%	28%	28%
Backache	23%	22%	22%
Eye Dr.	21%	22%	22%
Hypertension/High Blood Pressure	21%	20%	20%
None Of These	19%	19%	19%
High Cholesterol	18%	19%	19%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	15%	15%	15%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.12%	29.03%	28.77%
Live Theater	20.01%	21.99%	21.71%
Live Theater Most Often	15.76%	17.56%	17.43%
Rock/Pop Concerts Most Often	15.4%	14.73%	14.62%
Comedy Club	9.85%	9.15%	9.13%
Dance Performance	9.51%	9%	8.88%
Movies: Comedy	40.62%	40.24%	40.1%
Movies: Action/Adventure	40.46%	39.15%	39.02%
Movies: Drama	22.94%	22.51%	22.22%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.45%	20.46%	20.36%
Movies: Mystery	20.46%	19.87%	19.5%
Movies: Romantic Comedy	20.24%	20.34%	20.15%
MLB Baseball Reg. Season	6.19%	7.06%	7.1%
NFL Football Reg. Season	6.09%	6.48%	6.53%
College Football Reg. Season	5.57%	6.25%	6.33%
NBA Basketball Reg. Season	3.82%	3.64%	3.61%
College Basketball Reg. Season	3.81%	4.08%	4.14%
Auto Racing Events	2.84%	2.88%	2.89%

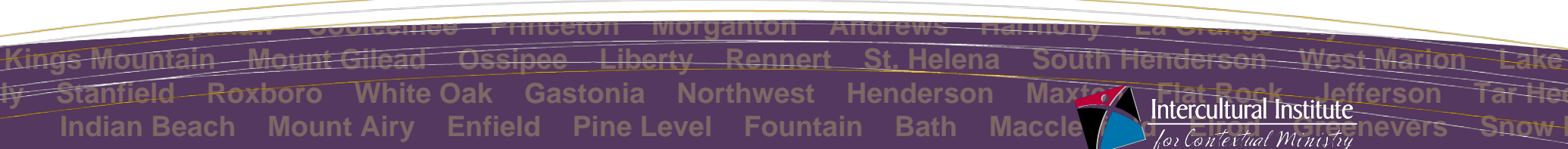


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.09%	40.98%	40.93%
Swimming	29.11%	31.54%	31.79%
Bowling	21.26%	20.89%	21.05%
Billiards/Pool	17.92%	17.73%	17.84%
Basketball	16.78%	15.3%	15.36%
Jogging/Running	16.14%	15.3%	15.18%
Freshwater Fishing	15.99%	16.51%	17.07%
Weight Training	15.42%	15.68%	15.59%
Using Cardio Machine	12.94%	13.69%	13.66%
Golf	12.34%	14.15%	14.04%
Stationary Cycling	11.65%	12.19%	12.15%
Football	11.39%	10.32%	10.32%
Mountain/Road Biking	11.23%	11.93%	11.91%
Camping Trips	11.19%	11.92%	12.32%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	11%	10.65%	10.77%
Aerobics	10.92%	10.65%	10.54%
Volleyball	8.91%	8.53%	8.48%
Backpacking/Hiking	8.66%	8.96%	8.94%
Softball	7.69%	7.52%	7.56%
Soccer	7.57%	7.32%	7.24%
Hunting	7.45%	7.51%	7.89%
Saltwater Fishing	7.36%	7.62%	7.73%
Target Shooting	7.21%	7.29%	7.52%
Power Boating	6.98%	7.93%	7.91%
Yoga	6.84%	6.82%	6.75%
Tennis	6.8%	7.04%	7%
Canoeing/Kayaking	5.74%	5.94%	6.03%
Roller Skating	5.68%	4.96%	4.95%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	5.44%	4.87%	4.81%
Motorcycling	5.39%	5.48%	5.57%
Snorkeling	4.79%	4.56%	4.49%
Jet Skiing	4.76%	4.51%	4.43%
Horseback Riding	4.74%	4.87%	5.02%
Fly Fishing	4.39%	4.14%	4.18%
Downhill & X-Country Skiing	4.34%	4.32%	4.28%
Water Skiing	4.12%	3.99%	3.99%
Racquetball	4.04%	3.75%	3.75%
Hockey	3.79%	3.44%	3.39%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.69%	3.22%	3.19%
Snowmobiling	3.44%	3.25%	3.25%
Martial Arts	3.37%	2.91%	2.87%
Sailing	3.37%	3.46%	3.39%
Archery	3.31%	3.4%	3.54%
Auto Racing	3.27%	2.83%	2.79%
Snowboarding	3.19%	2.9%	2.88%
Rock Climbing	3.17%	2.97%	2.94%
Surfing & Windsurfing	2.91%	2.58%	2.53%
Rowing	2.69%	2.66%	2.66%

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.

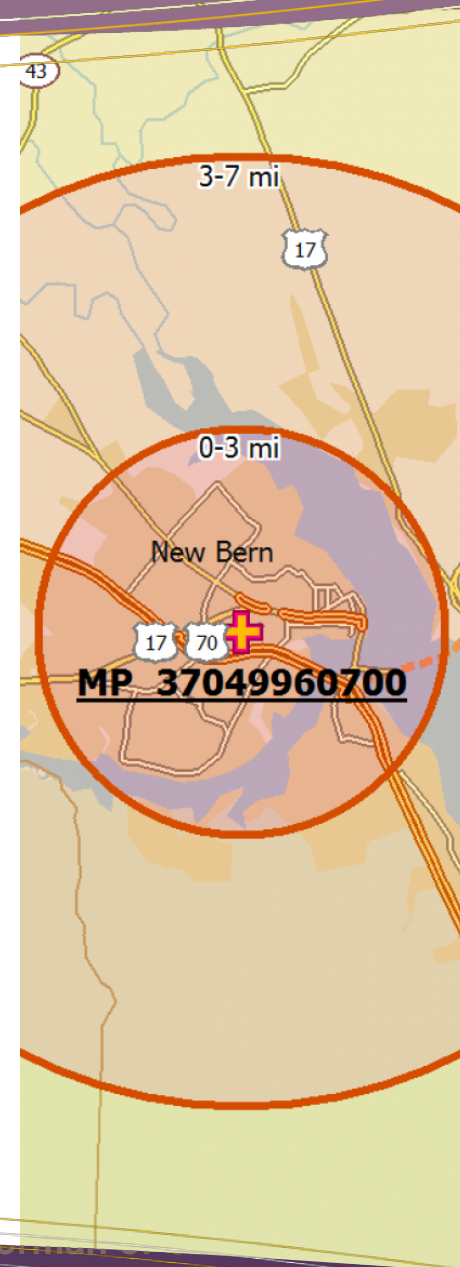
BIBLICAL BARRIERS

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.

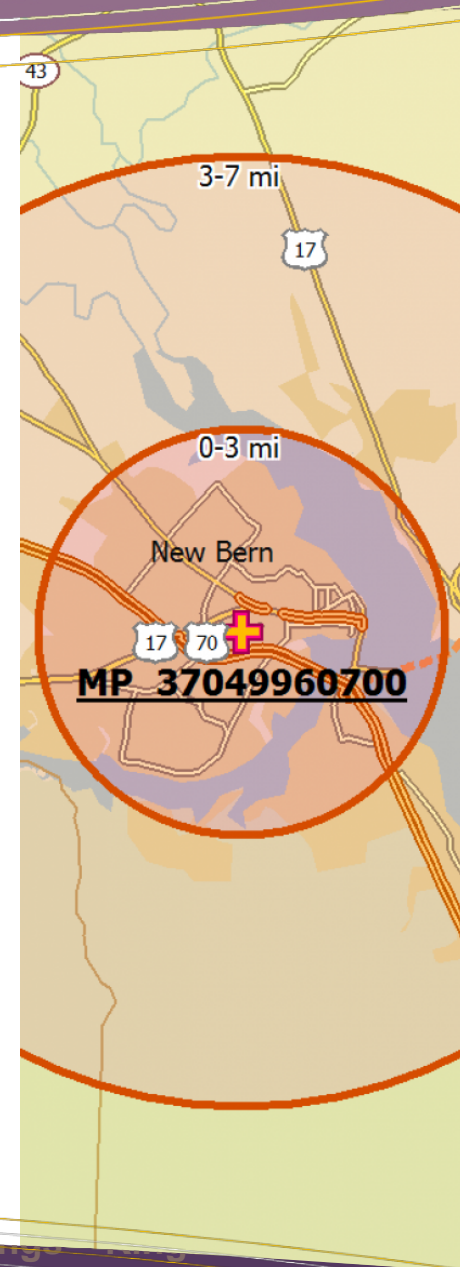
CULTURAL BARRIERS OF ACCEPTANCE

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.

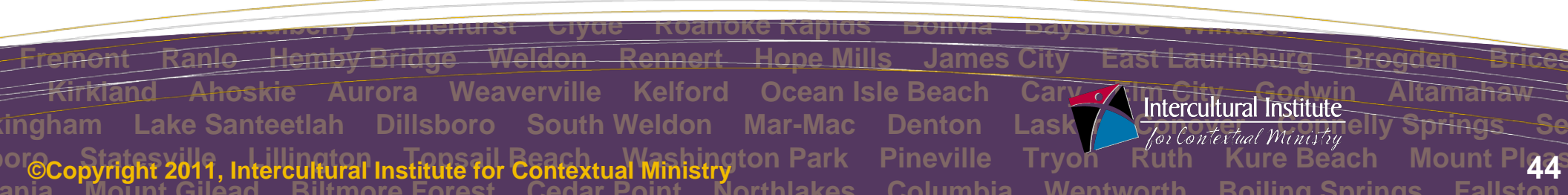


Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Speak My Mind Even If It Upsets People	38%	37%	36%
Find It Difficult To Say No To My Kids	38%	38%	38%
Like Control Over People And Resources	36%	35%	35%
Woman's Place Is In The Home	33%	33%	33%
Prefer To Have Few Possessions As Possible	31%	34%	33%
Don't Judge People/Way They Live Life	30%	29%	29%
Like To Do Unconventional Things	29%	29%	30%
Too Much Sponsorship In Arts/Sports	27%	24%	24%
If Won Lottery Would Never Work Again	26%	28%	28%
Money Is Best Measure Of Success	25%	26%	26%
Friends More Important Than My Fam.	22%	24%	24%

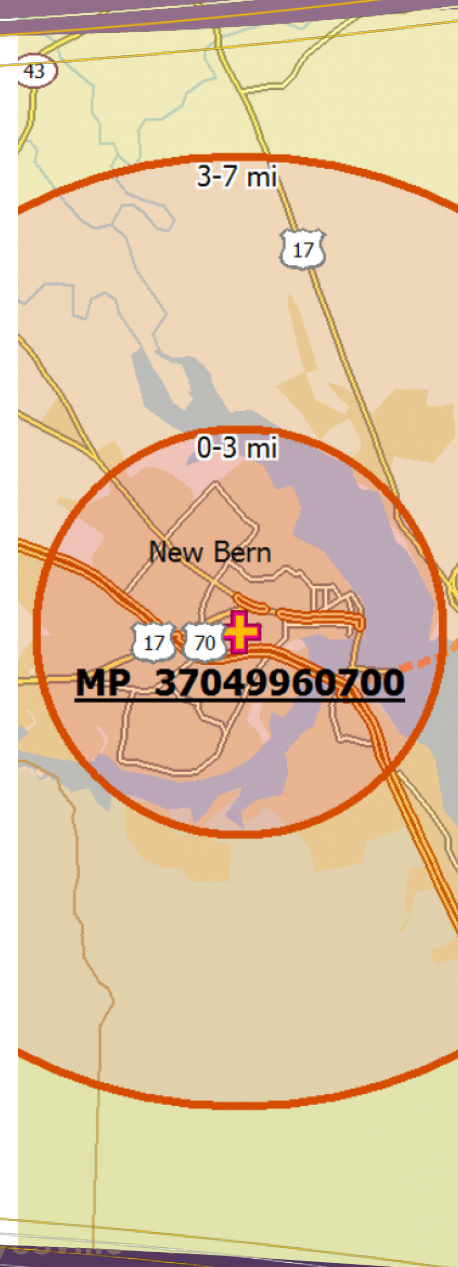
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	20%	20%
Marijuana Should Be Legalized	21%	21%	21%
I Am A Workaholic	21%	19%	19%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
We Should Strive for Equality for All	16%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



Potential Cultural Themes

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

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

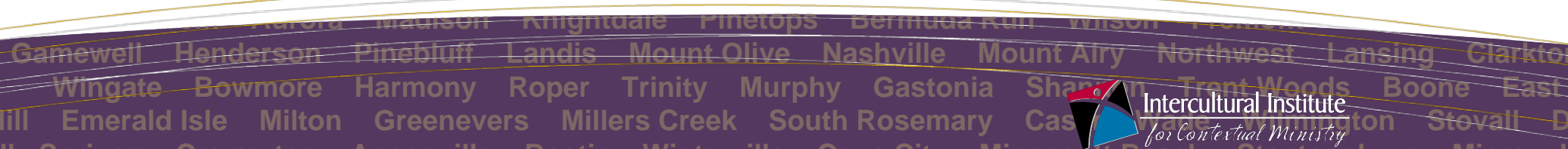


Potential Cultural Themes:

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

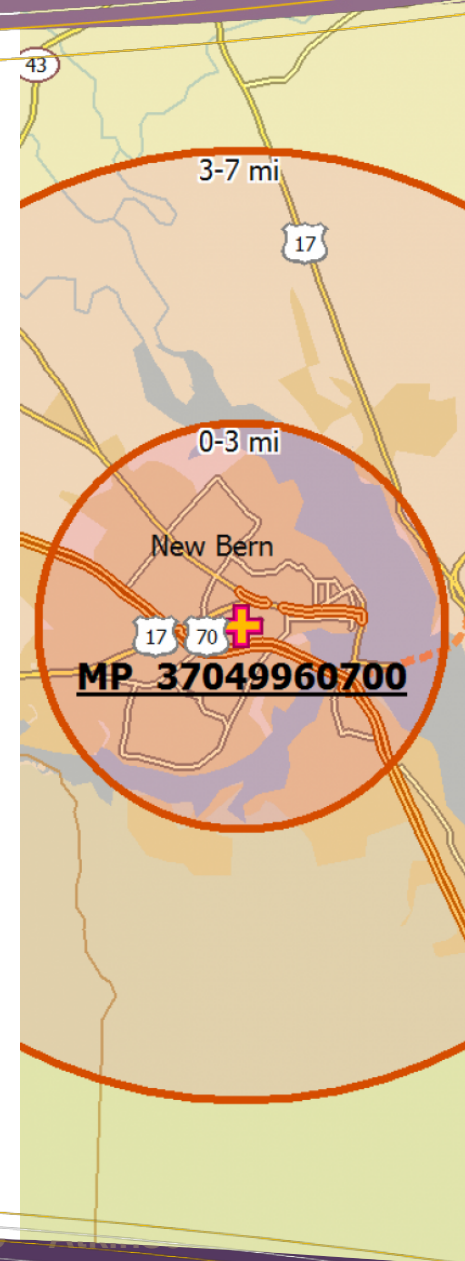
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	62%	63%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	38%	38%	38%
Prefer Work Part Of Team Than Alone	37%	35%	35%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	31%	31%
Prefer To Have Few Possessions As Possible	31%	34%	33%
Good At Fixing Things	29%	28%	28%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	24%	25%	24%
Consider Myself Interested In The Arts	21%	20%	20%
Like To Just Enjoy Life	20%	21%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	18%	17%
Worried About Pollution Caused By Cars	18%	18%	18%
Provide My Kids With The Little Extras	17%	14%	14%
Real Men Don't Cry	17%	16%	16%
Try Not To Worry About The Future	16%	16%	15%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	12%	12%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	6%	5%
Like Spending Most Time With Fam.	6%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.37%	85.09%	85.3%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.75%	81.57%	81.89%
Houses-Visit Any			
McDonald's	56.32%	56.22%	56.47%
Burger King	38.5%	37.1%	37.23%
Kentucky Fried Chicken (KFC)	33.36%	29.71%	29.71%
Subway	30.71%	29.75%	30.12%
Wendy's	30.26%	29.62%	29.77%
Applebee's	29.6%	30.67%	30.89%
Taco Bell	27.02%	27.18%	27.52%
Pizza Hut	24.04%	22.06%	22.19%
Arby's	22.67%	21.84%	22.23%
Olive Garden	20.12%	21.3%	21.34%

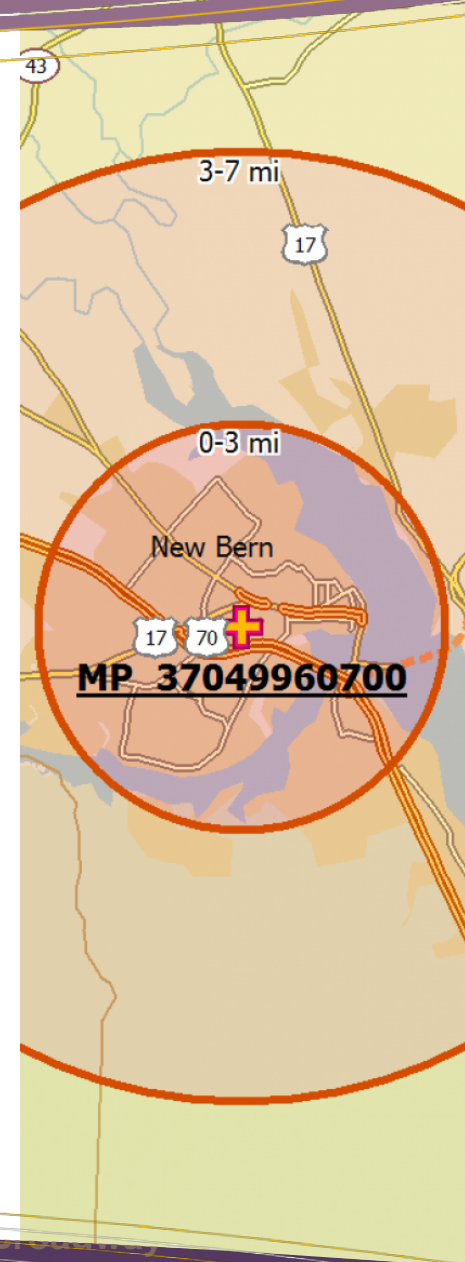
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19%	18.15%	18.13%
Dairy Queen	18.16%	17.69%	17.89%
Domino's Pizza	16.13%	14.39%	14.32%
IHOP (International House Of Pancakes)	15.44%	14.97%	14.9%
Chick-Fil-A	15.37%	14.95%	15.16%
TGI Friday's	14.77%	13.51%	13.31%
Outback Steakhouse	14.46%	15.67%	15.63%
Cracker Barrel	14.46%	15.17%	15.58%
Sonic	13.83%	12.78%	13.16%
Golden Corral	13.62%	12.23%	12.38%
Chili's Grill and Bar	13.18%	13.02%	13.06%
Popeyes	12.77%	10.37%	10.22%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

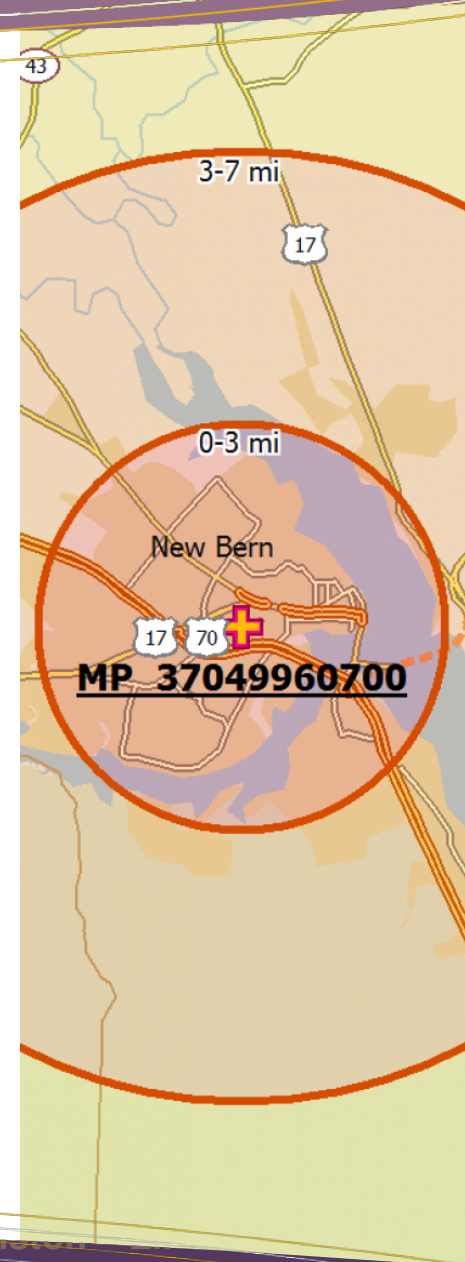
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.35%	46.56%	46.63%
Recycled products	29.99%	33.39%	33.42%
Worked as volunteer (non political)	14.8%	16.15%	16.14%
Engaged in fund raising	10.72%	10.84%	10.86%
Religious club member	8.23%	8.06%	8.07%
Church Board	6.33%	5.83%	5.85%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.13%	5.47%	5.47%
Union member	5.1%	5.18%	5.23%
Took active part in local civic issue	5.05%	5.17%	5.15%
Wrote to elected offcl about publ bus	4.98%	5.68%	5.71%
Charitable Organization	4.85%	5.37%	5.36%
Addressed a public meeting	4.61%	4.99%	4.98%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.36%	16.79%	16.71%
Children's Books	12.73%	12.87%	12.88%
Mystery	10.12%	11.7%	11.63%
Cookbooks	9.95%	10.33%	10.32%
Religious (not Bibles)	9.66%	9.48%	9.52%
Romance	6.59%	6.82%	6.83%
Personal/Business	6.45%	6.73%	6.69%
Self-help			
Biography	6.3%	6.88%	6.79%
History	5.94%	6.87%	6.84%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.91%	67.89%	67.75%
Gen. Editorial	50.92%	49.58%	49.32%
Womens	45.45%	43.64%	43.53%
Service	32.35%	34.05%	34.17%
Business/Finance	20.2%	19.9%	19.65%
Mens	18.6%	18.24%	18.18%
Music	16.68%	14.31%	14.09%
Sports	14.96%	15.14%	14.99%
Parenthood	14.42%	13.63%	13.57%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	50.94%	53.45%	53.61%
Classified	32.13%	31.47%	31.76%
Sport	30.55%	32.03%	32.03%
Editorial Page	27.84%	29.62%	29.79%
Business/Finance	26.58%	29.02%	28.89%
Comics	24.89%	26.23%	26.33%
Food/Cooking	24.26%	25.35%	25.37%
Movie Listings & Reviews	24.22%	24.95%	24.88%
TV/Radio Listings	22.81%	23.53%	23.6%
Home/Gardening	20.03%	20.98%	21.07%
Travel	18.36%	19.76%	19.67%
Science/Technology	16.45%	17.33%	17.29%
Fashion	15.6%	15.28%	15.2%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	30.07%	23.01%	22.39%
CHR Contemp Hit Radio	17.64%	17.71%	17.62%
Country	14.88%	17.03%	17.81%
Adult Contemporary	13.91%	15.86%	15.9%
Oldies	9.95%	10.46%	10.44%
Jazz	9.7%	8.04%	7.92%
Variety	9.27%	8.73%	8.65%
News/Talk	8.98%	10.3%	10.26%
Rock	8.36%	9.7%	9.89%
Classic Rock	6.61%	7.83%	7.9%
Alternative	6.39%	7.64%	7.63%
All News	6.36%	6.54%	6.44%
Religious	6.08%	6.41%	6.46%
Gospel	6.07%	4.65%	4.61%
Soft Contemporary	5.68%	5.97%	5.98%
Hispanic	3.83%	3.63%	3.5%
All Talk	3.79%	4.98%	4.89%
Sports	3.43%	3.66%	3.61%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.87%	63.51%	63.67%
Satellite Dish	50.97%	50.15%	50.54%
Soapnet	49.75%	50.56%	50.61%
Other Video-On-Demand	46.24%	43.7%	43.51%
Sci-Fi Channel	35.36%	35.7%	35.89%
Adult Pay Per View TV	33.93%	34.74%	34.84%
Subscribe Digital Cable	33.21%	31.44%	31.24%
MSNBC	33.11%	32.87%	33.05%
Comedy Central	30.44%	33.84%	33.31%
TV Info From Sunday TV Magazine	27.71%	29.31%	29.36%
Nickelodeon	26.62%	26.99%	27.37%
TV Info From Newspapers	25.65%	25.87%	26%

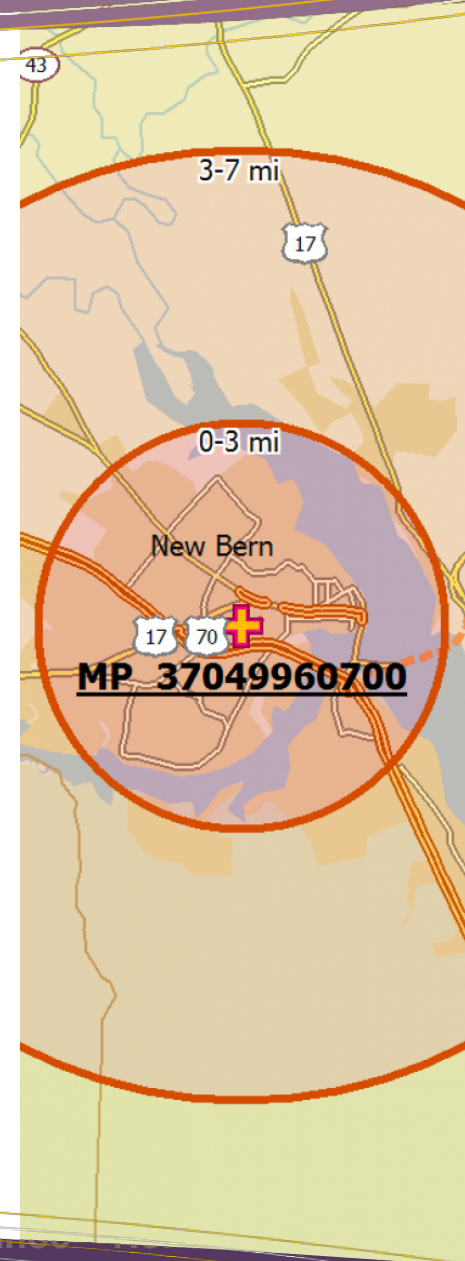
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.84%	24.49%	24.61%
Hallmark Channel	24.73%	25.59%	25.53%
TCM (Turner Classic Movies)	24.32%	24.68%	24.69%
The Golf Channel	23.42%	24.62%	24.52%
ABC Fam.	23.35%	24.63%	24.3%
TV Info From Monthly Cable Guide	22.96%	23.32%	23.4%
ESPN2	22.7%	23.85%	23.63%
USA Network	22.59%	24.3%	24.33%
BET (Black Entertainment TV)	22.46%	23.21%	23.15%
Adult Swim	21.77%	24%	24.24%
Lifetime	21.54%	21.49%	21.49%
TV Info From Other	21.16%	21.3%	21.31%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.96%	19.13%	19.11%
Medium Users (4-6)	9.25%	10.17%	10.16%
Light Users (1-3)	19.04%	19.77%	19.8%
Quintiles (20%)			
Newspaper I (Heavy)	1.15%	1.18%	1.19%
Newspaper II	1.78%	1.6%	1.6%
Newspaper III	1.65%	1.75%	1.78%
Newspaper IV	0.38%	0.43%	0.45%
Newspaper V (Light)	0.73%	0.84%	0.85%

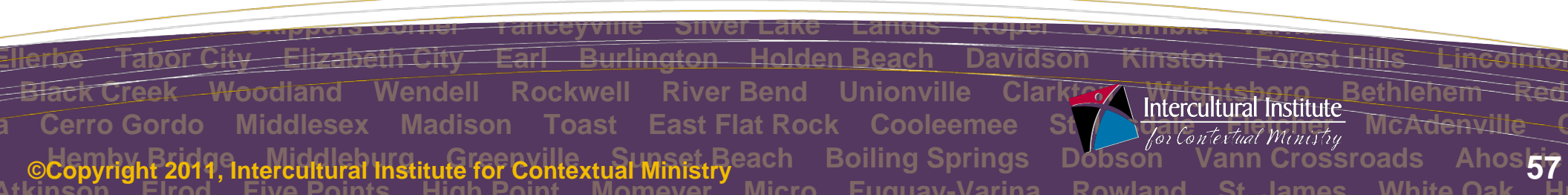
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.23%	18.94%	19%
Magazines II	8.83%	8.66%	8.69%
Magazines III	9.37%	9.3%	9.39%
Magazines IV	12.02%	11.65%	11.63%
Magazines V (Light)	0.92%	0.79%	0.78%
Outdoor I (Heavy)	7.87%	7.3%	7.19%
Outdoor II	4.11%	3.36%	3.27%
Outdoor III	4.58%	3.91%	3.84%
Outdoor IV	16.79%	16.29%	16.28%
Outdoor V (Light)	25.27%	25.38%	25.37%
Yellow Pages I (Heavy)	15.69%	15.23%	15.3%
Yellow Pages II	7.45%	7.03%	6.94%
Yellow Pages III	8.02%	6.57%	6.42%
Yellow Pages IV	22.6%	22.07%	22.09%
Yellow Pages V (Light)	4.19%	3.57%	3.5%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.68%	2.96%	2.97%
Drive Time III (Medium)	0.66%	0.57%	0.6%
Radio IV & V (Light)	2.61%	2.49%	2.47%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.9%	9.41%	9.34%
Radio III (Medium)	3.74%	4.18%	4.25%
Radio IV & V (Light)	3.95%	3.51%	3.58%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.11%	12.9%	12.88%
Cable III (Medium)	4.94%	4.44%	4.37%
Cable IV & V (Light)	37.21%	35.89%	35.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.58%	3.67%	3.65%
Prime Time III (Medium)	1.38%	1.68%	1.71%
Prime Time IV & V (Light)	9.01%	7.94%	7.93%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.33%	40.18%	40.19%
Fringe III (Medium)	52.7%	52.51%	52.57%
Fringe IV (Light)	54.25%	54.53%	54.75%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.7%	13.71%	13.58%
All Day III (Medium)	23.82%	23.54%	23.52%
All Day IV (Light)	16.72%	14.86%	14.66%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.97%	12.4%	12.38%
6:00am - 10:00am	16.49%	17.29%	16.95%
10:00am - 3:00pm	11.62%	9.88%	9.5%
3:00pm - 7:00pm	15.01%	14.04%	13.86%
7:00pm - Midnight	12.73%	13.51%	13.38%
Midnight - 6:00am	8.29%	7.68%	7.42%
Weekend Radio			
Listeners			
Dayparts [summary]	15.32%	14.92%	14.89%
6:00am - 10:00am	3.75%	4.46%	4.37%
10:00am-3:00pm	5.96%	6.23%	6.07%
3:00pm - 7:00pm	8.91%	8.05%	7.87%
7:00pm - Midnight	9.75%	9.82%	9.75%
Midnight - 6:00am	13.93%	13.31%	13.05%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.22%	7.55%	7.63%
Saturday: 8:00-11:00pm	8.33%	8.22%	8.32%
Sunday: 7:00-11:00pm	9.44%	9.7%	9.66%
9:00am-1:00pm	24.84%	24.49%	24.61%
9:00am-4:00pm	29.41%	28.66%	28.78%
4:00pm-7:00pm	30.47%	31.04%	30.86%
11:00pm-1:00am	42.66%	41.8%	41.97%
AVG Prime time	4.79%	3.88%	3.78%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.73%	16.87%	16.61%
7-9am	22.7%	23.85%	23.63%
9am-12noon	18.88%	19.26%	19.55%
12noon-4pm	10.53%	9.39%	9.24%
4-6pm	49.52%	50.01%	49.73%
6-7pm	18.24%	18.54%	18.66%
7-7:30pm	1.63%	1.5%	1.53%
7:30-8pm	11.74%	11.14%	11.21%
8-11pm	7.22%	7.55%	7.63%
11pm-12am	33.11%	32.87%	33.05%
11pm-1am	42.66%	41.8%	41.97%
1-6am	32.93%	33.8%	33.43%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.63%	18.56%	18.43%
Sat: 10am-1pm	8.69%	8.5%	8.5%
Sat: 1-4pm	24.13%	24.36%	24.42%
Sat: 4-6pm	7.18%	6.86%	6.85%
Sat: 6-7pm	1.83%	2.08%	2.06%
Sat: 7-8pm	0.92%	0.86%	0.86%
Sat: 8-11pm	8.33%	8.22%	8.32%
Sat: 11pm-1am	5.83%	5.64%	5.61%
Sat: 1am-7pm	22.59%	24.3%	24.33%
Sun: 7-10am	2.32%	2.29%	2.29%
Sun: 10am-1pm	5.79%	6.18%	6.27%
Sun: 1-4pm	5.43%	5.97%	5.99%
Sun: 4-7pm	12.58%	13.01%	13.12%
Sun: 7-11pm	9.44%	9.7%	9.66%
Sun: 11pm-1am	5.41%	5.06%	5.06%
Sun: 1-7am	20.78%	21.07%	21.18%



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*



Zebulon Goldston Seven Lakes Gatesville Barker Heights McFarlan Roxboro Taylorsville Hayesville
Angier Rich Square Ayden Kill Devil Hills Hobgood Lumber Bridge Foster Wallace Bostic East L
ikesboro Warsaw Lattimore Rennert Dobson Kenly Royal Pines Sunset City North Top
and Robbinsville Bethlehem St. Stephens Star Grandfather Stovall Mount Pleasant Cooleemee Wagram
West Marion Vanceville Havelock Stoneville Butler Halifax Rosman Bermuda Run Lilesville Ivanhoe M

Establishing Redemptive Relationships

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

Communication Steps

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

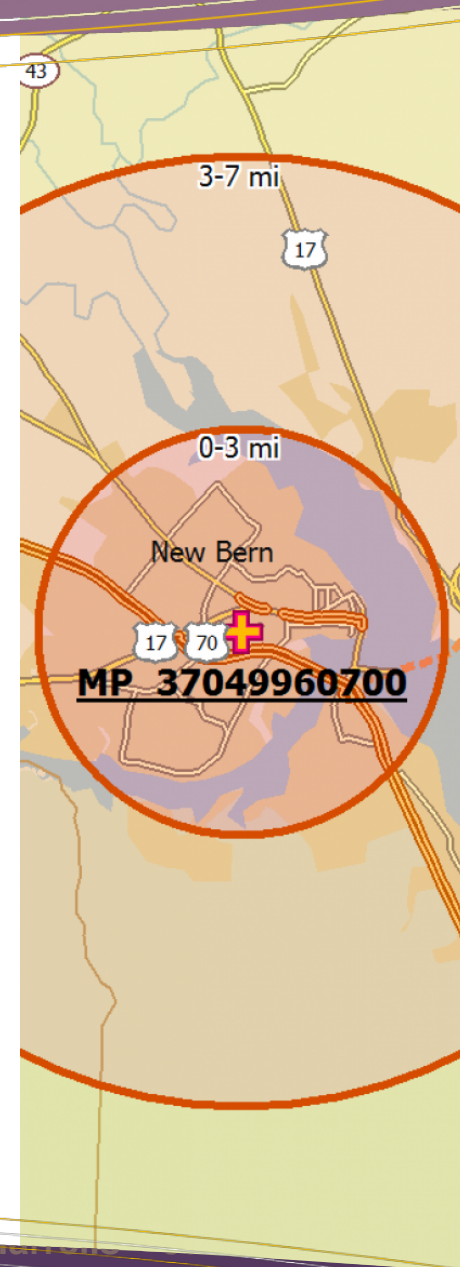


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Crossroads - New Bern	1802 US Highway 70 E New Bern, NC 28560	0.43 mi	161	Plateauing
2	Tabernacle - New Bern	608 Broad St New Bern, NC 28560	1.19 mi	358	Declining
3	New Bern First - New Bern	239 Middle St New Bern, NC 28560	1.39 mi	277	Growing
4	Colony - New Bern	1506 S Glenburnie Rd New Bern, NC 28562	1.84 mi	57	Declining
5	Neuse River - New Bern	3702 Old Cherry Point Rd New Bern, NC 28560	5.28 mi	70	Declining
6	River Bend - New Bern	5001 US Highway 17 S New Bern, NC 28562	5.32 mi	120	Plateauing
7	Temple - New Bern	1500 Kingdom Way New Bern, NC 28560	5.54 mi	1,455	Growing
8	Karen Baptist Church	1500 Kingdom Way New Bern, NC 28560	5.54 mi	0	Insufficient Data
9	Spring Garden - New Bern	650 Spring Garden Rd New Bern, NC 28562	8.25 mi	116	Declining
10	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	11.86 mi	65	Growing
11	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	15.15 mi	26	Growing
12	Cove City Missionary - Cove City	110 N Main St Cove City, NC 28523	15.56 mi	71	Plateauing
13	Maysville FBC	201 Main St Maysville, NC 28555	16.48 mi	169	Plateauing
14	Trenton Baptist	206 W Jones St Trenton, NC 28585	16.75 mi	55	Declining
15	Bayboro Missionary - Bayboro	101 Main St Bayboro, NC 28515	16.88 mi	65	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Memorial	904 Main St Maysville, NC 28555	17.07 mi	60	Growing
17	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	17.15 mi	177	Plateauing
18	Havelock Community - Havelock	262 US Highway 70 W Havelock, NC 28532	18.17 mi	75	Growing
19	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	18.58 mi	218	Declining
20	The Bridge	925 E Main St Ste 77 Havelock, NC 28532	19.07 mi	0	Insufficient Data
21	Cherry Branch - Havelock	1490 Ferry Rd Havelock, NC 28532	19.16 mi	46	Growing
22	Havelock Korean - Havelock	101 Hollywood Blvd Havelock, NC 28532	19.79 mi	15	Declining
23	McCotter Boulevard - Havelock	103 McCotter Blvd Havelock, NC 28532	19.79 mi	111	Declining
24	Aurora First - Aurora	380 South 5th St Aurora, NC 27806	20.17 mi	29	Declining
25	Fort Barnwell - Dover	9335 NC Highway 55 W Dover, NC 28526	20.92 mi	69	Declining
26	Dover Missionary - Dover	PO Box 158 Dover, NC 28526	20.92 mi	0	Insufficient Data
27	Oriental First - Oriental	605 Broad St Oriental, NC 28571	21.54 mi	70	Plateauing
28	Chocowinity First - Chocowinity	230 NC Highway 33 W Chocowinity, NC 27817	23.45 mi	67	Growing
29	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	24.40 mi	197	Growing
30	Newport - Newport	312 Chatham St Newport, NC 28570	24.42 mi	115	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	26.18 mi	180	Growing
32	South Creek - Aurora	1074 S Creek Rd Aurora, NC 27806	26.31 mi	17	Declining
33	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	26.45 mi	91	Declining
34	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	26.66 mi	37	Declining
35	Grifton First - Grifton	6776 Patrick St Grifton, NC 28530	26.92 mi	55	Declining
36	Croatan - Newport	3095 Highway 24 Newport, NC 28570	27.18 mi	19	Plateauing
37	The Intersection	3323 Highway 24 Newport, NC 28570	27.27 mi	116	Insufficient Data
38	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	27.60 mi	119	Plateauing
39	Calvary - Kinston	2469 NC Highway 11 N Kinston, NC 28501	27.67 mi	49	Declining
40	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	27.89 mi	22	Insufficient Data
41	New Beginnings - Grifton	112 S Pitt St Grifton, NC 28530	27.96 mi	30	Insufficient Data
42	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	28.33 mi	344	Growing
43	Greater Vision Baptist Church	1440 Highway 70 E Kinston, NC 28501	28.75 mi	55	Insufficient Data
44	Reeces Chapel Missionary Baptist - Newpor	171 Old Winberry Rd Newport, NC 28570	28.78 mi	170	Growing
45	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	28.80 mi	378	Plateauing



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

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