

MissionSite

top unreached locations



ROCKY MOUNT, NC

CENSUS TRACT: 37127010400

REGION: Region 2: Central Coast

COUNTY: Nash

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



MissionSite (TM) Table of Contents

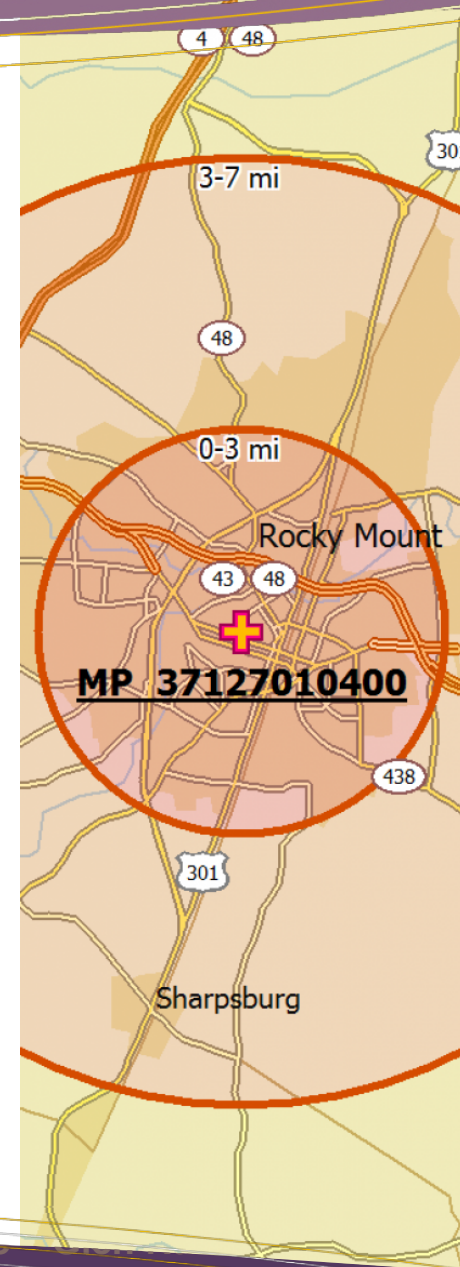
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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



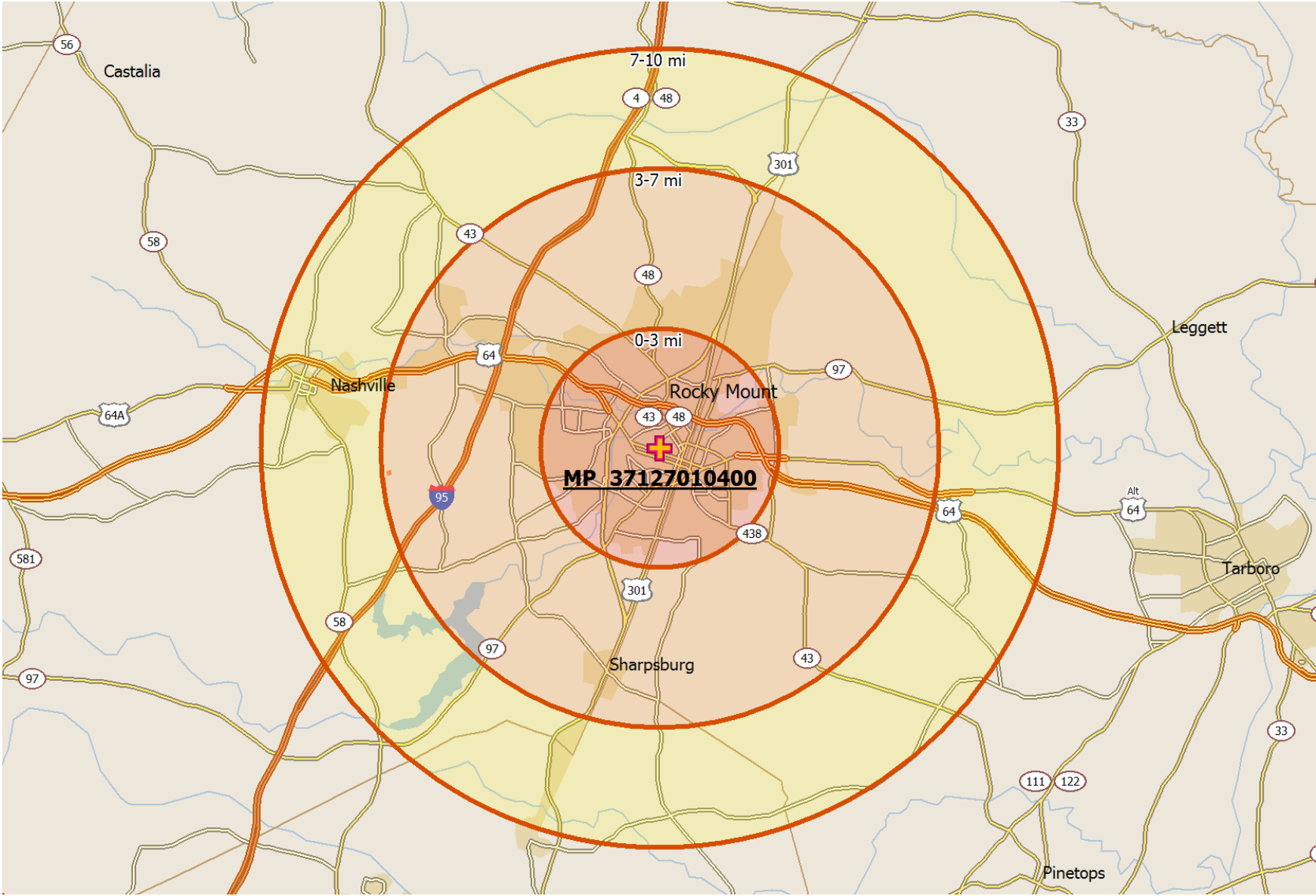
Site Location Summary

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	37127	Nash
4	Zipcode	27804	Nash
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	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	38,014	35,678	18,646
2010 Households	15,801	14,119	7,314
2010 Group Quarters Population	643	1,199	424

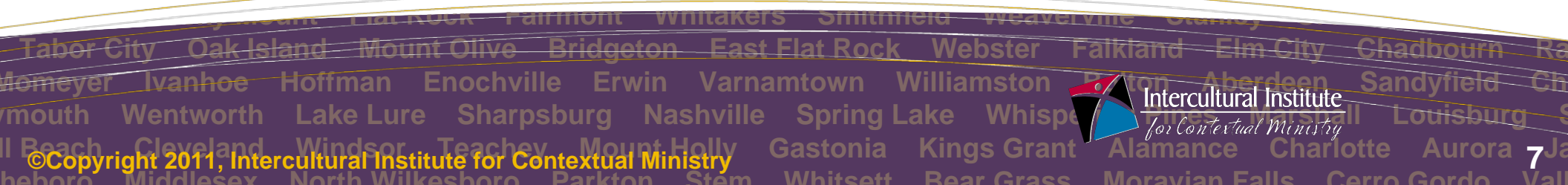
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	43	30	21
Language Diversity National Index	17	33	11
Foreign Born Diversity National Index	48	50	30
Ancestry Diversity National Index	9	22	17
Racial Diversity National Index	58	60	58

Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
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	1,895	11.99%
Mainstay Communities	Established, Diverse Households	940	5.95%
Working Communities	Blue-collar, Working Families	1,615	10.22%
Country Communities	Rural, Agri. & Mining Families	283	1.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,621	16.59%
Urban Communities	High Density, Inner-city Neighborhoods	8,447	53.46%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

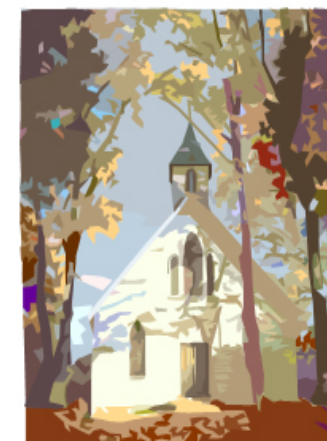
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	25,554	11,110	43.47%
Unreached %	68.19%	70.31%	103.1
Religious But NOT Evangelical HH	7,711	4,183	54.25%
Religious But NOT Evangelical %	20.58%	26.48%	128.66
Spiritual But NOT Relig or Evang HH	3,159	889	28.14%
Spiritual But NOT Relig or Evang %	8.43%	5.63%	66.74
Not Evangelical, Not Interested HH	14,930	6,281	42.07%
Not Evangelical, Not Interested %	39.84%	39.75%	99.77



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	56	12	21.43%
Active BCNC Attenders	7,568	3,559	47.03%
Active Evangelical Households	5,605	2,206	39.36%
Active Evangelical Percent	14.96%	13.96%	93.35
Inactive Evangelical Households	6,314	2,485	39.36%
Inactive Evangelical Percent	16.85%	15.73%	93.35
# 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.	WRSHF AVG	IICM CGR	CHURCHES	DIST.	WRSHF AVG	IICM CGR
1 Rocky Mount First - Rocky Mount	0.56 mi	900	Plateauing	16 Grace International Christian Fellowship	3.83 mi	0	Insufficient Data
2 Word Tabernacle - Rocky Mount	1.40 mi	0	Insufficient Data	17 Dortches - Rocky Mount	3.83 mi	133	Plateauing
3 Greater Joy Baptist Church	1.47 mi	0	Insufficient Data	18 Servant's Heart - Rocky Mount	3.83 mi	100	Insufficient Data
4 Church of God's Glory - Rocky Mount	1.65 mi	5	Insufficient Data	19 Northside Community - Rocky Mount	3.83 mi	310	Growing
5 Arlington - Rocky Mount	2.07 mi	320	Declining	20 Avalon - Rocky Mount	3.97 mi	50	Plateauing
6 Calvary - Rocky Mount	2.19 mi	269	Plateauing	21 West Mount - Rocky Mount	3.98 mi	74	Insufficient Data
7 Faith Baptist Fellowship	2.20 mi	55	Insufficient Data	22 Oakdale - Rocky Mount	4.16 mi	230	Plateauing
8 Oak View - Rocky Mount	2.30 mi	144	Growing	23 West Edgecombe	4.37 mi	223	Insufficient Data
9 Parkwood - Rocky Mount	2.31 mi	317	Declining	24 Union Missionary - Rocky Mount	4.60 mi	230	Plateauing
10 Southside - Rocky Mount	2.31 mi	99	Declining	25 Sharpsburg Missionary - Sharpsburg	5.77 mi	110	Growing
11 Englewood - Rocky Mount	2.48 mi	1,373	Plateauing	26 Memorial - Rocky Mount	6.00 mi	35	Insufficient Data
12 Edgemont - Rocky Mount	2.55 mi	77	Plateauing	27 Oak Level - Rocky Mount	6.20 mi	50	Plateauing
13 Sunset Avenue - Rocky Mount	3.09 mi	380	Insufficient Data	28 Battleboro - Battleboro	7.41 mi	29	Declining
14 Benvenue - Rocky Mount	3.16 mi	100	Declining	29 Stoney Creek Cowboy Church	7.97 mi	0	Insufficient Data
15 Proctors Chapel - Rocky Mount	3.26 mi	172	Plateauing	30 Mount Hermon - Rocky Mount	8.42 mi	65	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

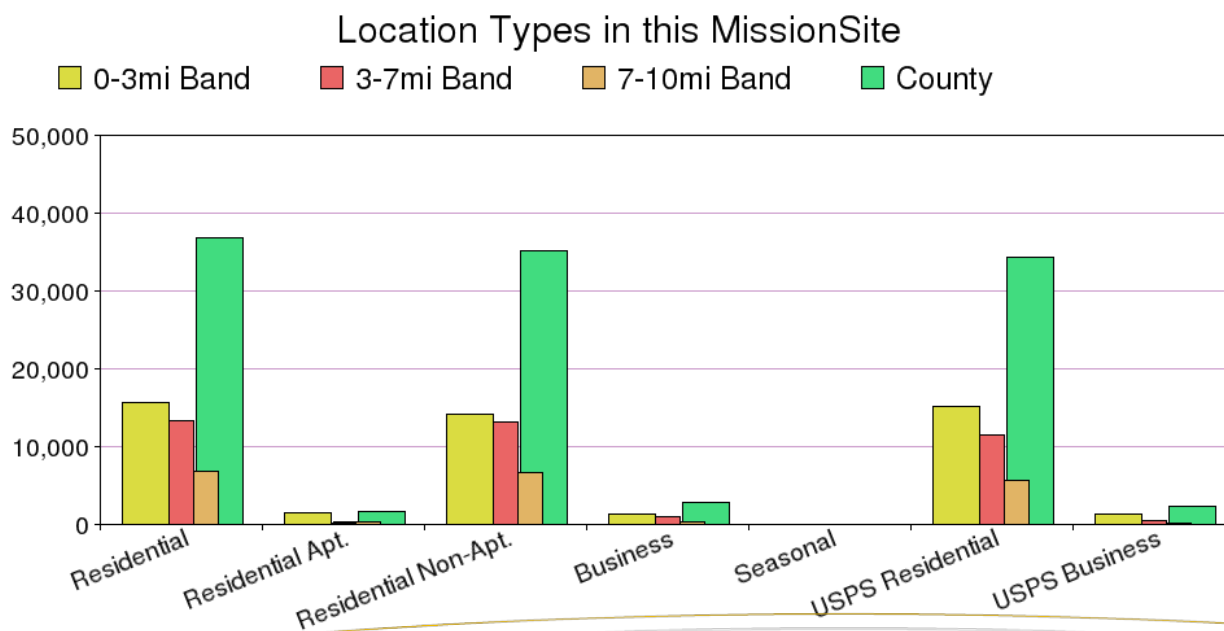


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	76,677	43,353	56.54%
2000 Population	87,420	41,997	48.04%
2010 Population	95,524	38,014	39.8%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,041	16,941	58.33%
2000 Households	33,644	16,271	48.36%
2010 Households	37,473	15,801	42.17%

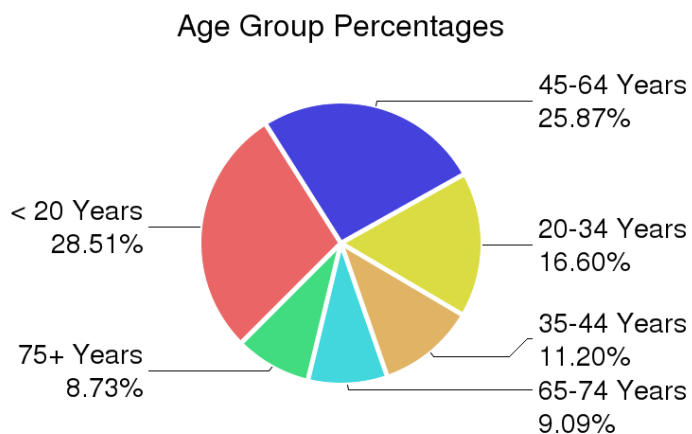


Location Type	0-3mi Band
Residential	15,675
Residential Apt.	1,547
Residential Non-Apt.	14,128
Business	1,335
Seasonal	0
USPS Residential	15,134
USPS Business	1,377

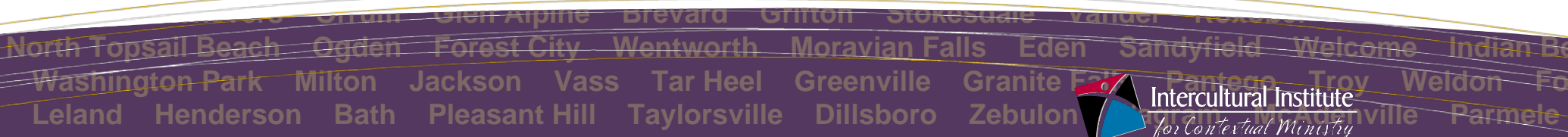
Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	5.58%	104.49
4-5 Years	2.66%	2.78%	104.51
6-8 Years	3.97%	4.49%	113.1
9-11 Years	3.99%	4.5%	112.78
12-13 Years	2.67%	2.95%	110.49
14-17 Years	5.44%	5.51%	101.29
18-19 Years	2.74%	2.69%	98.18
0-5 Years	8%	8.36%	104.5
6-12 Years	9.3%	10.47%	112.58
13-19 Years	9.51%	9.68%	101.79
< 20 Years	26.81%	28.51%	106.34
20-34 Years	17.33%	16.6%	95.79
35-44 Years	12.16%	11.2%	92.11
45-64 Years	27.67%	25.87%	93.49
65-74 Years	8.52%	9.09%	106.69
75+ Years	7.5%	8.73%	116.4
Median Age	40	42	104.17
Median Age (Male)	38	39	102.13
Median Age (Female)	42	44	105.21

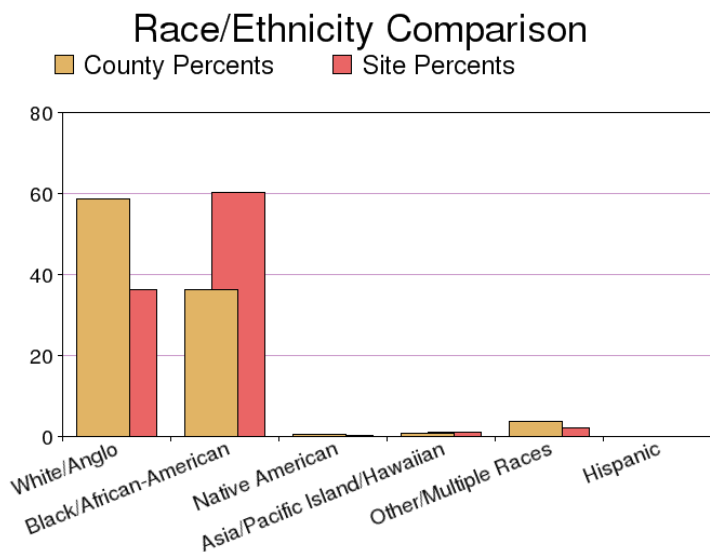


Current Demographic Summary

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	58.61%	36.32%	61.97
Black, African-American	36.15%	60.14%	166.34
Native American	0.57%	0.38%	66.18
Asian	0.82%	0.96%	117.42
Pacific Island, Hawaiian	0.03%	0.01%	38.07
Other/Multiple Races	3.81%	2.19%	57.46
Hispanic	0%	2.41%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	63,966	24,840	
Less than 9th Grade	5.95%	6.61%	89.89
No High School Diploma	10.7%	13.8%	77.56
High School Graduate	35.82%	34.66%	103.36
Some College, no degree	19.37%	18.11%	106.93
Associate Degree	9.07%	8.09%	112.13
College Degree	12.83%	12.43%	103.28
Graduate/Prof. degree	6.26%	6.3%	99.29

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	10.16%	15.76%	170.44
\$10,000 to \$19,999	12.39%	16.89%	136.3
\$20,000 to \$29,999	9.57%	12.44%	129.98
\$30,000 to \$49,999	22.94%	21.43%	93.43
\$50,000 to \$59,999	9.4%	7.26%	77.26
\$60,000 to \$69,999	6.59%	5.26%	79.79
\$70,000 to \$79,999	5.99%	4.51%	75.29
\$80,000 to \$89,999	4.97%	3.46%	69.47
\$90,000 to \$99,999	3.3%	2.09%	63.22
\$100,000 to \$124,999	6.08%	4.98%	81.86
\$125,000 to \$149,999	3.91%	2.63%	67.18
\$150,000 to \$199,999	2.37%	1.73%	73.26
\$200,000 to \$249,999	0.64%	0.33%	51.82
\$250,000 or more	1.69%	1.22%	72.42
Median Household	45,426	36,646	80.67
Average Household	61,295	55,320	90.25
Per Capita Household	24,558	23,038	93.81
Family/Non-Family Household Income			
Median Family Income	55,785	48,957	87.76
Average Family Income	72,414	66,885	92.36
Median Non-Family Income	30,496	24,250	79.52
Average Non-Family Income	39,898	35,129	88.05

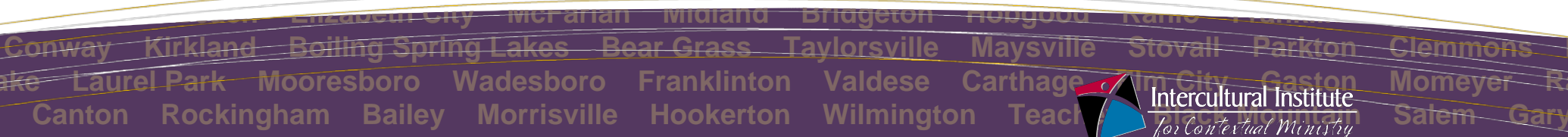


Current Demographic Summary

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	65.8%	62.36%	94.76
Families with Children	31.05%	32.16%	103.6
Families without Children	34.76%	30.19%	86.87
Non-Family Households			
% Non-Family Households	34.2%	37.64%	110.06
Non-Families with Children	0.77	0.74	96.01
Non-Families without Children	33.42	36.9	110.39
Housing Units			
			Index
Total Housing Units	42,102	18,065	
Vacant percent	10.99%	12.54%	114.04
Owned percent	57.02%	40.82%	71.59%
Rented Percent	31.98%	46.64%	145.83
Households by Size			
			Index
Avg household size	2.49	2.37	95.18
Avg family hh size	3.19	3.09	96.87
Avg non-family hh size	1.14	1.16	101.75
Households By Count of Persons			
			Percent
One	11,215	5,295	47.21%
Two	11,144	4,796	43.04%
Three or Four	11,689	4,450	38.07%
Five+	3,425	1,260	36.79%



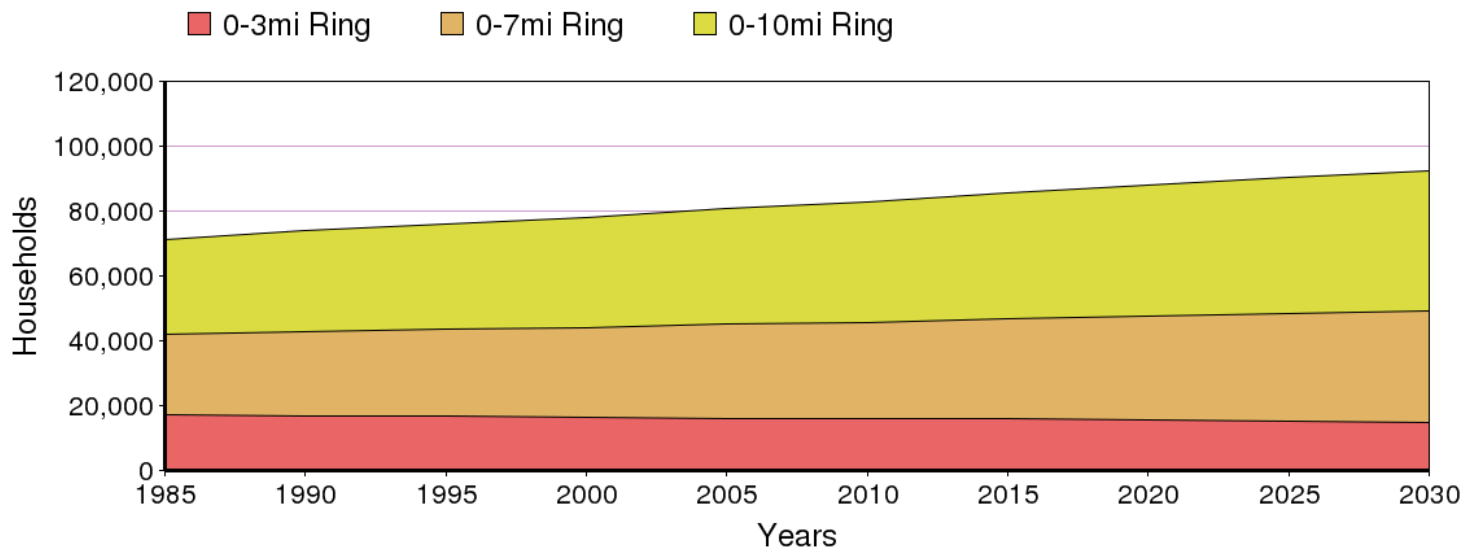
Projected Demographic Summary

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	76,677	43,353	56.54%
2000 Population	87,420	41,997	48.04%
2010 Population	95,524	38,014	39.8%
2015 Population	99,427	37,570	37.79%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,041	16,941	58.33%
2000 Households	33,644	16,271	48.36%
2010 Households	37,473	15,801	42.17%
2015 Households	38,904	15,810	40.64%

Household Change from 1985 to 2030



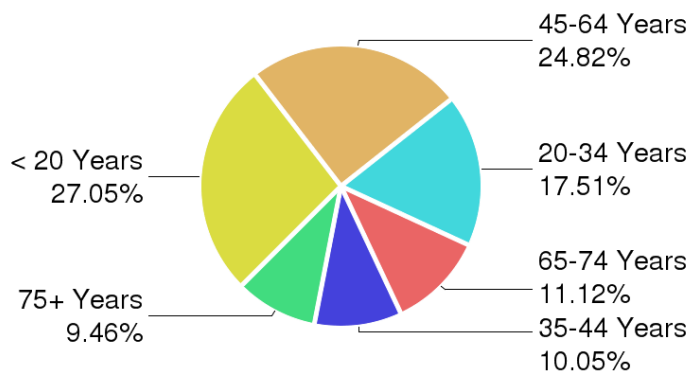
Projected Demographic Summary

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	5.58%	5.33%	95.52
4-5 Years	2.78%	2.61%	93.88
6-8 Years	4.49%	4.14%	92.2
9-11 Years	4.5%	4.27%	94.89
12-13 Years	2.95%	2.94%	99.66
14-17 Years	5.51%	5.26%	95.46
18-19 Years	2.69%	2.51%	93.31
0-5 Years	8.36%	7.94%	94.98
6-12 Years	10.47%	9.88%	94.36
13-19 Years	9.68%	9.24%	95.45
< 20 Years	28.51%	27.06%	94.91
20-34 Years	16.6%	17.51%	105.48
35-44 Years	11.2%	10.05%	89.73
45-64 Years	25.87%	24.82%	95.94
65-74 Years	9.09%	11.12%	122.33
75+ Years	8.73%	9.46%	108.36
Median Age	40	43	106.37
Median Age (Male)	38	40	105.53
Median Age (Female)	42	45	107.19

Projected Age Group Percentages



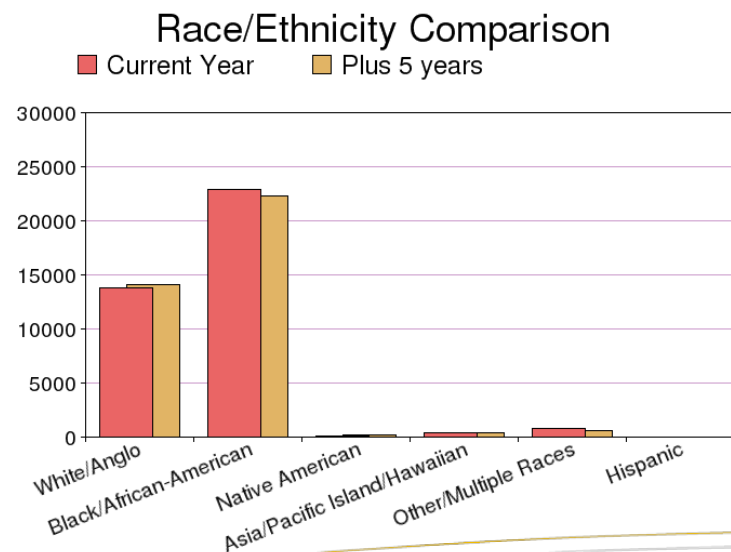
Projected Demographic Summary

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	36.32%	37.62%	103.58
Black, African-American	60.14%	59.23%	98.5
Native American	0.38%	0.42%	112.5
Asian	0.96%	1.1%	114.52
Pacific Island, Hawaiian	0.01%	0.02%	141.65
Other/Multiple Races	2.19%	1.61%	73.37
Hispanic	0%	0%	0

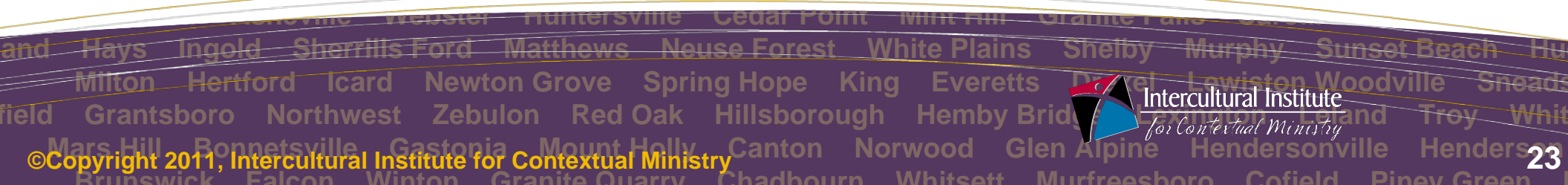
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,840	24,985	
Less than 9th Grade	6.61%	4.98%	75.34
No High School Diploma	13.8%	11.77%	85.29
High School Graduate	34.66%	35.51%	102.47
Some College, no degree	18.11%	18.6%	102.71
Associate Degree	8.09%	9.55%	118.13
College Degree	12.43%	12.76%	102.7
Graduate/Prof. degree	6.3%	6.82%	108.12



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	15.76%	15.02%	95.29
\$10,000 to \$19,999	16.89%	16.5%	97.7
\$20,000 to \$29,999	12.44%	11.76%	94.55
\$30,000 to \$49,999	21.43%	21.03%	98.14
\$50,000 to \$59,999	7.26%	7.17%	98.72
\$60,000 to \$69,999	5.26%	5.48%	104.15
\$70,000 to \$79,999	4.51%	4.74%	102.05
\$80,000 to \$89,999	3.46%	3.64%	102.69
\$90,000 to \$99,999	2.09%	2.28%	109.03
\$100,000 to \$249,999	4.98%	5.64%	113.28
\$125,000 to \$149,999	2.63%	3.07%	116.8
\$150,000 to \$199,999	1.73%	1.87%	107.6
\$200,000 to \$249,999	0.33%	0.34%	103.79
\$250,000 or more	1.22%	1.37%	111.85
Median Household	36,646	38,614	105.37
Average Household	55,320	58,074	104.98
Per Capita Household	23,038	24,491	106.31
Family/Non-Family Household Income			
Median Family Income	48,957	52,316	106.86
Average Family Income	66,885	71,808	107.36
Median Non-Family Income	24,250	25,605	105.59
Average Non-Family Income	35,129	36,596	104.18



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	62.36%	60.01%	96.23
Families with Children	32.16	29.96	93.16
Families without Children	30.19	27.86	92.28
Non-Family Households			
% Non-Family Households	37.64%	39.99%	106.26
Non-Families with Children	0.74	0.83	106.26
Non-Families without	36.9	39.16	106.13
Children			
Housing Units			
Total Housing Units	18,065	18,024	99.77%
Vacant percent	12.54%	12.28%	97.97
Owned percent	40.82%	41.22%	100.98
Rented Percent	46.64%	46.5%	99.69
Households by Size			
Avg household size	2.37	2.33	98.31%
Avg family hh size	3.09	3.15	101.94%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of Persons			
One	5,295	5,700	107.65%
Two	4,796	4,551	94.89%
Three or Four	4,450	4,321	97.1%
Five+	1,260	1,237	98.17%

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	459	1,001	117
Northern Europe	1	46	1
Western Europe	44	78	4
Southern Europe	12	38	3
Eastern Europe	2	21	2
Other Europe	0	0	0
Eastern Asia	27	94	13
So. Central Asia	41	52	2
SE Asia	58	35	0
Western Asia	28	66	19
Other Asia	17	6	3

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	1	9	0
Middle Africa	0	0	0
Northern Africa	1	5	0
Southern Africa	1	6	0
Western Africa	8	12	0
Other Africa	0	0	0
Oceania	1	9	0
Caribbean	16	42	7
Central Amer.	181	379	54
South America	14	70	5
North America	6	33	4
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	34,893	30,196	14,377
Spanish	823	1,201	248
Other Indo-Euro language	311	367	93
French (incl. Patois, Cajun)	177	169	48
French Creole	0	0	0
Italian	10	45	19
Portuguese	0	0	0
German	44	63	19
Yiddish	0	5	0
Other West Germanic	21	17	0
A Scandinavian Language	0	3	0
Greek	6	33	0
Russian	0	0	0
Polish	0	4	7
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	35	0	0
Urdu	0	4	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	17	14	0
Asian/PI languages	0	0	0
Chinese	15	95	1
Japanese	36	28	0
Korean	0	7	0
Mon-Khmer, Cambodian	8	0	0
Miao, Hmong	0	0	0
Thai	0	22	0
Laotian	0	0	0
Vietnamese	23	0	0
Other Asian	0	0	0
Tagalog	9	25	1
Other Pacific Is	0	0	0
Other languages	163	200	84
Navajo	0	0	0
Other Native N. American	17	0	0
Hungarian	5	0	7
Arabic	121	169	75
Hebrew	1	10	0
African languages	19	21	2
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	30,221	25,285	11,122
Arab	131	251	81
Armenian	1	5	0
Austrian	0	11	0
British	146	127	52
Canadian	43	41	8
Croatian	0	0	0
Czech	9	2	6
Czechoslovak	0	0	0
Danish	6	6	8
Dutch	21	99	76
English	2,418	3,216	1,286
European	176	243	89
Finnish	0	0	0
French (not Basque)	172	187	74
French Canadian	35	48	20
German	557	1,067	433
Greek	11	37	15
Hungarian	31	27	0
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	638	1,034	497
Italian	193	588	236
Lithuanian	0	9	4
Norwegian	38	93	30
Polish	77	128	39
Portuguese	5	17	4
Romanian	0	0	0
Russian	0	21	5
Scandinavian	6	20	7
Scotch-Irish	533	401	122
Scottish	155	396	143
Slovak	0	42	0
Subsaharan African	353	162	128
Swedish	54	74	15
Swiss	0	5	2
Ukrainian	0	2	1
US/American	3,600	4,533	3,044
Welsh	41	128	23
West Indian	15	61	10
Yugoslavian	0	0	0
Other	20,755	12,206	4,663

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

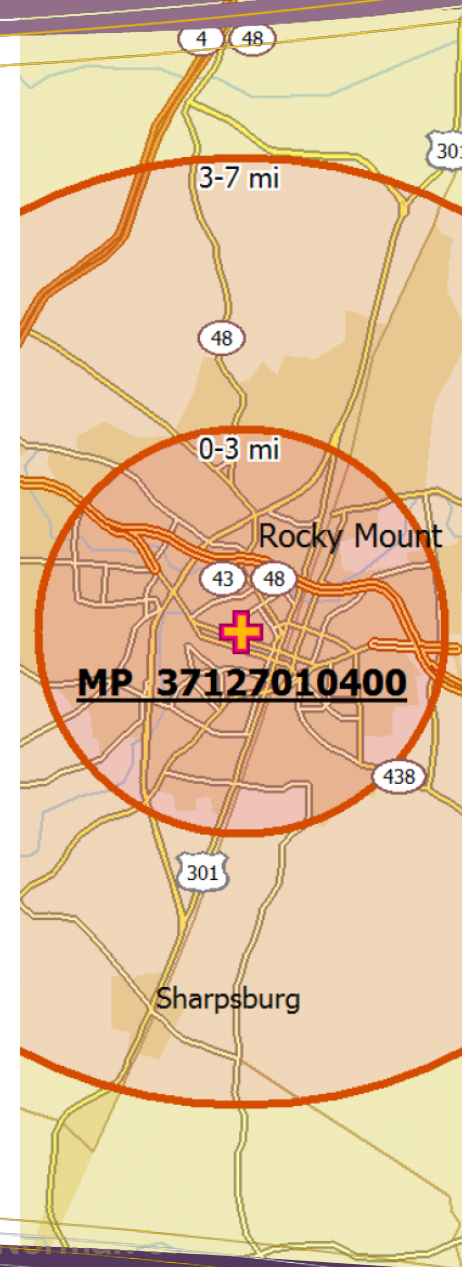
Issues for Your Consideration - continued

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	15,801	100%	11,155	100%
AFFLUENT SUBURBIA	658	4.16%	459	4.11%
America's Wealthiest	27	0.17%	22	0.2%
Dream Weavers	173	1.09%	124	1.11%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	170	1.08%	114	1.02%
Small Town Success	280	1.77%	194	1.74%
New Suburbia Fam.	8	0.05%	5	0.04%
UPSCALE AMERICA	1,237	7.83%	837	7.5%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	16	0.1%	13	0.12%
Urban Commuter Fam.	1,165	7.37%	782	7.01%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	56	0.35%	42	0.38%
SM TWN SUCCESS	374	2.37%	290	2.6%
Successful Urban Sprawl	37	0.23%	42	0.38%
2nd City Homebodies	245	1.55%	26	0.23%
Prime Middle America	0	0%	160	1.43%
Urban Optimists	40	0.25%	0	0%
Family Convenience	52	0.33%	26	0.23%
Mid-Market Enterprise	0	0%	36	0.32%

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	15,801	100%	11,155	100%
BLUE COLLAR BACKBONE	324	2.05%	217	1.95%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	34	0.22%	21	0.19%
Lower Income Essentials	41	0.26%	28	0.25%
Small Town Endeavors	249	1.58%	168	1.51%
AMER. DIVERSITY	566	3.58%	406	3.64%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	47	0.3%	30	0.27%
Professional Urbanites	261	1.65%	189	1.69%
Urban Advancement	111	0.7%	75	0.67%
Amer. Great Outdoors	43	0.27%	28	0.25%
Mature America	104	0.66%	84	0.75%
METRO FRINGE	1,291	8.17%	889	7.97%
Steadfast Conservative	1,104	6.99%	757	6.79%
Moderate Conventionalists	22	0.14%	15	0.13%
Southern Blues	58	0.37%	41	0.37%
Urban Grit	30	0.19%	22	0.2%
Grass-Roots Living	77	0.49%	54	0.48%

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	15,801	100%	11,155	100%
REMOTE AMERICA	10	0.06%	6	0.05%
Hardy Rural Fam.	8	0.05%	5	0.04%
Rural Southern Living	0	0%	0	0%
Coal & Crops	2	0.01%	1	0.01%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,621	16.59%	1,940	17.39%
Young Cosmopolitans	34	0.22%	27	0.24%
Minority Metro Communities	2,417	15.3%	1,790	16.05%
Stable Careers	170	1.08%	123	1.1%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	273	1.73%	172	1.54%
Aspiring Hispania	83	0.53%	0	0%
Industrious Country Living	0	0%	56	0.5%
America's Farmland	190	1.2%	0	0%
Comfy Country Living	0	0%	116	1.04%
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	15,801	100%	11,155	100%
STRUGGLING SOCIETIES	4,351	27.54%	2,950	26.45%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4,351	27.54%	2,950	26.45%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4,096	25.92%	2,989	26.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,046	12.95%	1,431	12.83%
Urban Diversity	0	0%	0	0%
New Generation Activists	33	0.21%	22	0.2%
Getting By	2,017	12.77%	1,536	13.77%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



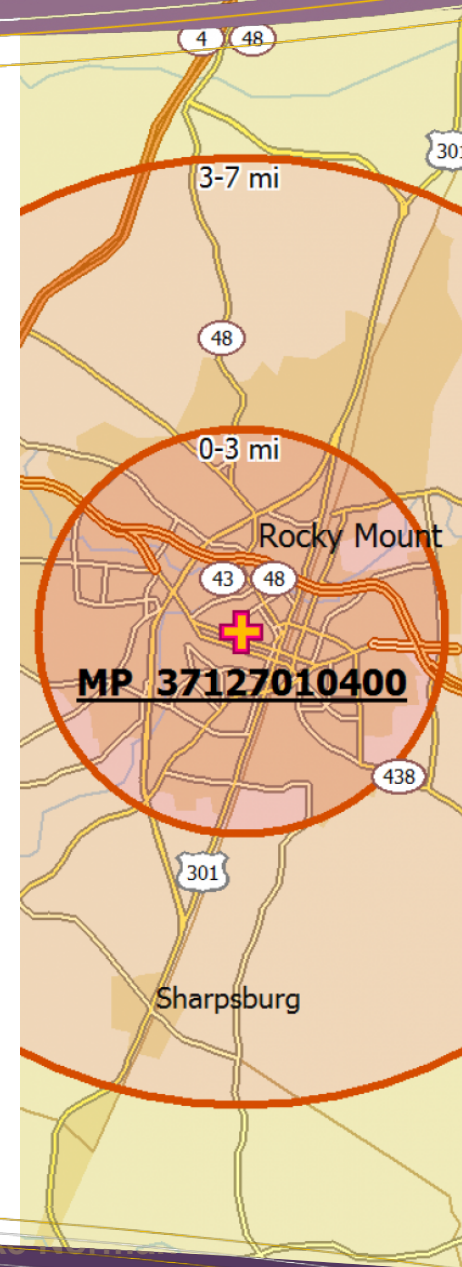
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	66%	71%	72%
Use Comp. for Internet/E-mail	46%	51%	52%
Internet Use: E-Mail	39%	44%	44%
Use Comp. for Comp. Games	33%	36%	36%
Use Comp. for Education	29%	30%	30%
Use Comp. for Word Processing	27%	32%	33%
HH Owns DVD Player	26%	27%	27%
Use Comp. for Shopping	26%	29%	30%
Use Comp. for Digital Camera Photo Editing	24%	27%	27%
Use Comp. for Banking	23%	27%	27%

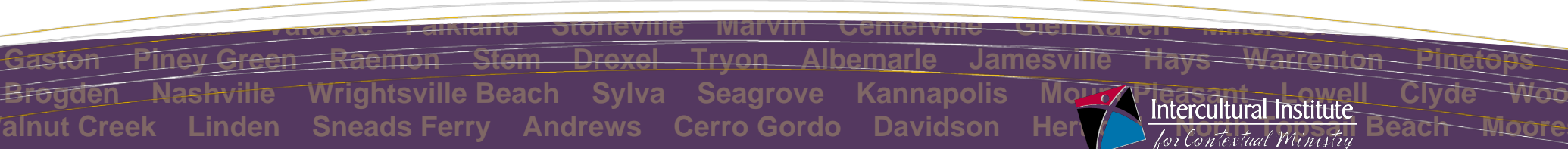
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	22%	24%	24%
Internet Use: Banking	21%	23%	23%
Use Comp. for News/Info./Data Service	17%	19%	20%
PC-Network-HH Has One	15%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	11%
Use Comp. for Personal Financial Mngmnt	11%	12%	12%
Use Comp. for Accounting	10%	12%	12%
Internet Use: Read Magazines/ Newspapers	10%	10%	10%
Internet Use: Research/ Education	10%	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%
Reading Books	50%	52%	52%
Dining Out (Not Fast Food)	47%	51%	52%
Card Games	37%	39%	40%
Cooking for Fun	33%	34%	35%
Go To A Beach/Lake	29%	32%	32%
Board Games	27%	30%	30%
Gardening	25%	28%	29%
Visit Museum	17%	18%	19%
Going To	17%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	67%	68%
Gen./Fam. Practitioner	33%	36%	37%
Dentist	23%	25%	25%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	21%	21%	21%
None Of These	19%	19%	19%
Eye Dr.	19%	20%	20%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	14%	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	25.85%	26.9%	26.7%
Live Theater	19.02%	20.12%	20.03%
Live Theater Most Often	14.73%	15.97%	16.02%
Rock/Pop Concerts Most Often	14.07%	14.57%	14.44%
Dance Performance	11.08%	10.23%	9.9%
Comedy Club	10.71%	10.46%	10.24%
Movies: Comedy	41.86%	41.23%	40.86%
Movies: Action/Adventure	40.27%	39.53%	39.13%
Movies: Drama	25.57%	23.56%	22.86%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.07%	21.82%	21.56%
Movies: Mystery	21.51%	19.28%	18.66%
Movies: Romantic Comedy	21.19%	20.91%	20.73%
MLB Baseball Reg. Season	5.39%	6.29%	6.25%
NFL Football Reg. Season	5.26%	6.06%	6.02%
College Football Reg. Season	5.09%	5.9%	5.87%
College Basketball Reg. Season	3.69%	4.19%	4.14%
NBA Basketball Reg. Season	3.2%	3.43%	3.37%
Auto Racing Events	2.13%	2.53%	2.53%

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	36.24%	38.14%	38.35%
Swimming	24.13%	27.64%	28.18%
Bowling	19.08%	20.6%	20.96%
Basketball	16.95%	16.85%	16.91%
Billiards/Pool	16.83%	17.55%	17.59%
Jogging/Running	16.35%	15.8%	15.7%
Weight Training	13.78%	14.76%	14.78%
Freshwater Fishing	12.64%	15.01%	15.69%
Football	12.1%	11.97%	11.96%
Aerobics	11.02%	11.01%	10.94%
Stationary Cycling	10.9%	11.3%	11.26%
Using Cardio Machine	10.77%	12.01%	12.06%
Baseball	10.74%	11.43%	11.51%
Golf	9.74%	11.41%	11.62%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	9.29%	10.29%	10.45%
Volleyball	8.33%	8.48%	8.56%
Camping Trips	7.89%	10.11%	10.77%
Softball	7.14%	7.72%	7.84%
Yoga	6.59%	6.64%	6.58%
Backpacking/Hiking	6.4%	7.58%	7.76%
Tennis	6.24%	6.79%	6.81%
Soccer	6.01%	6.79%	6.89%
Roller Skating	6.01%	5.96%	5.92%
Saltwater Fishing	5.9%	6.83%	7.03%
Ice Skating	5.8%	5.5%	5.43%
Target Shooting	5.6%	6.84%	7.24%
Power Boating	5.36%	6.12%	6.3%
Hunting	5.08%	6.62%	7.24%

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
Snorkeling	4.54%	4.43%	4.38%
Canoeing/Kayaking	4.48%	5.19%	5.4%
Jet Skiing	4.26%	4.36%	4.32%
Motorcycling	4.26%	5.21%	5.36%
Fly Fishing	4.05%	4.18%	4.24%
Racquetball	3.9%	4.17%	4.22%
Horseback Riding	3.68%	4.65%	4.88%
Downhill & X-Country	3.59%	3.82%	3.9%
Skiing			
Skateboarding	3.59%	3.54%	3.55%
Hockey	3.47%	3.68%	3.7%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.31%	3.25%	3.23%
Water Skiing	3.28%	3.73%	3.83%
Snowmobiling	3.27%	3.44%	3.49%
Archery	3.1%	3.51%	3.71%
Rock Climbing	3.09%	3.15%	3.15%
Martial Arts	2.9%	2.99%	3.01%
Sailing	2.85%	2.97%	2.95%
Surfing & Windsurfing	2.75%	2.64%	2.6%
Auto Racing	2.75%	2.66%	2.69%
Rowing	2.22%	2.54%	2.57%

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.

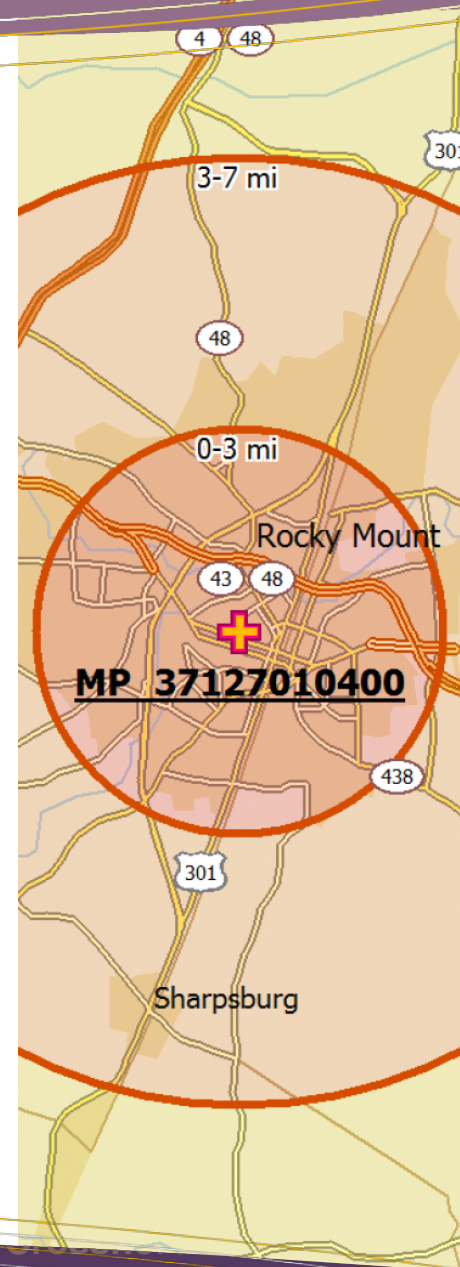
BIBLICAL BARRIERS

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.

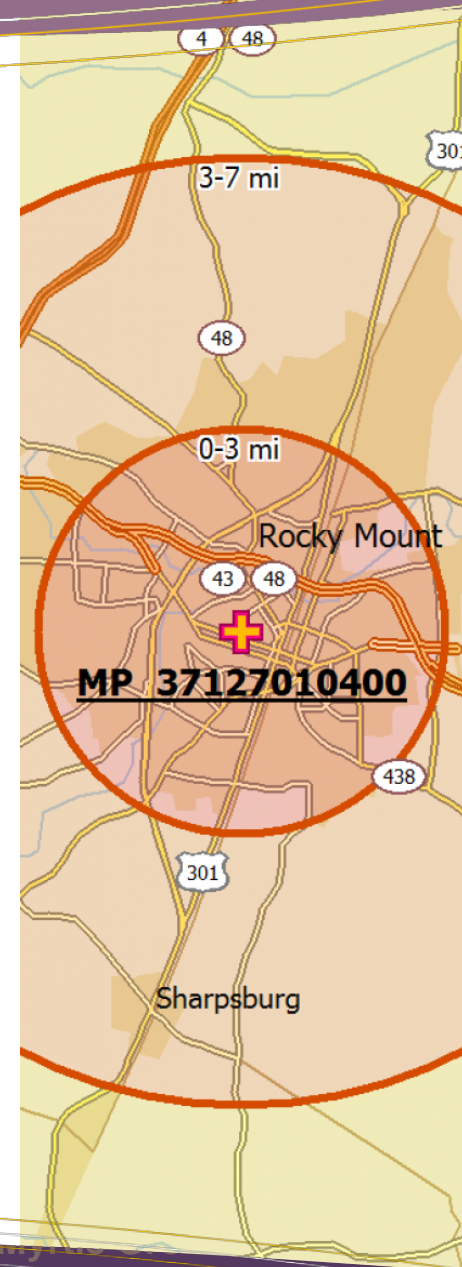
CULTURAL BARRIERS OF ACCEPTANCE

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.

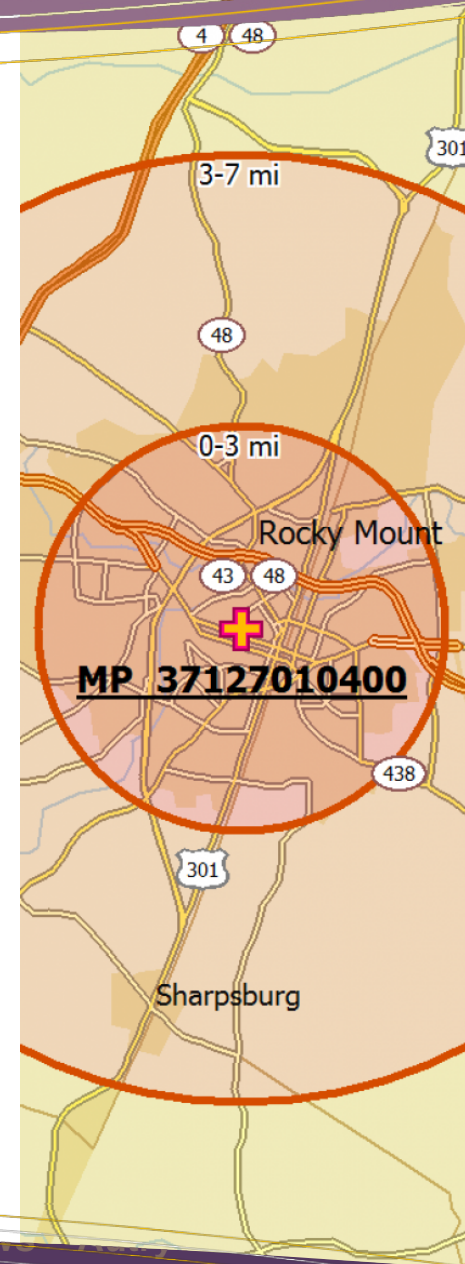
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	52%	52%
Speak My Mind Even If It Upsets People	40%	39%	38%
Like Control Over People And Resources	38%	37%	37%
Find It Difficult To Say No To My Kids	35%	37%	37%
Woman's Place Is In The Home	33%	34%	34%
Don't Judge People/Way They Live Life	32%	30%	30%
Too Much Sponsorship In Arts/Sports	30%	28%	27%
Prefer To Have Few Possessions As Possible	28%	30%	30%
Like To Do Unconventional Things	26%	28%	29%
I Am A Workaholic	25%	23%	22%
If Won Lottery Would Never Work Again	25%	26%	26%
Money Is Best Measure Of Success	23%	24%	25%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	22%	22%
Friends More Important Than My Fam.	21%	22%	22%
Marijuana Should Be Legalized	20%	20%	20%
We Should Strive for Equality for All	19%	16%	16%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	13%	13%	12%
Very Happy With My Life As It Is	12%	10%	9%
On Whole People Get What They Deserve	11%	11%	11%
I Am A Perfectionist	11%	9%	9%
Little I Can Do To Change My Life	9%	9%	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:

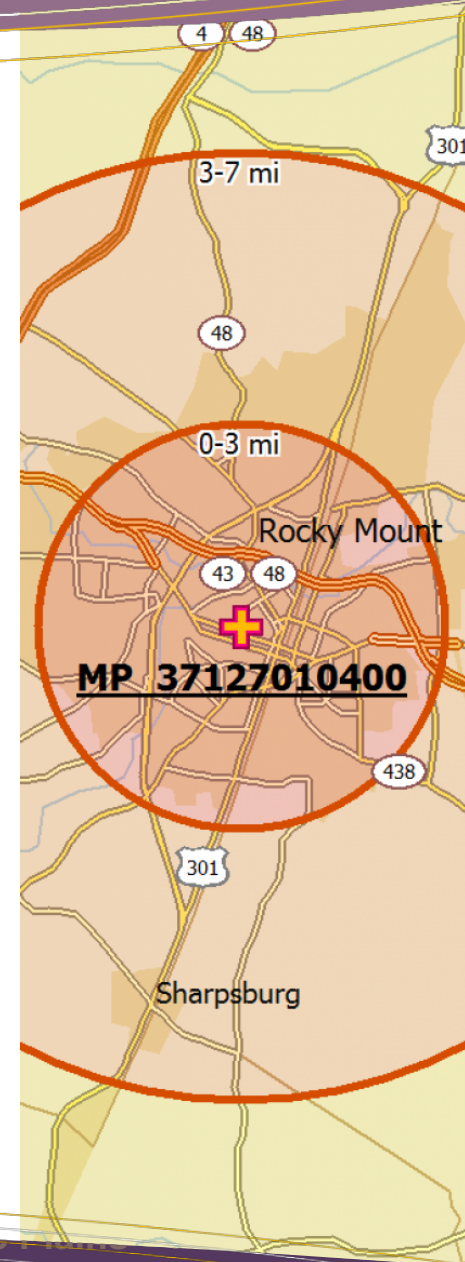
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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
You Should Seize Opportunities In Life	57%	57%	57%
Important To Respect Customs And Beliefs	55%	58%	59%
Like To Understand About Nature	39%	39%	38%
Prefer Work Part Of Team Than Alone	37%	37%	37%
Important To Juggle Various Tasks	34%	33%	33%
Important Feel Respected By My Peers	34%	33%	33%
Good At Fixing Things	31%	30%	29%
Have Keen Sense Of Adventure	29%	28%	28%
Prefer To Have Few Possessions As Possible	28%	30%	30%
Consider Myself Interested In The Arts	23%	21%	21%
People Have To Take Me As They Find Me	23%	23%	23%
Provide My Kids With The Little Extras	21%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	19%	19%
Like To Just Enjoy Life	19%	20%	20%
Try Not To Worry About The Future	18%	16%	16%
Real Men Don't Cry	17%	17%	17%
Worried About Pollution Caused By Cars	17%	18%	18%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	6%	5%	6%
Would Like To Set Up Own Business	5%	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	85.62%	86.08%	86.21%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.73%	78.52%	79.06%
Houses-Visit Any			
McDonald's	55.32%	56.23%	56.4%
Burger King	39.59%	39.13%	39.08%
Kentucky Fried Chicken (KFC)	36.06%	33.78%	33.58%
Wendy's	31.61%	31.91%	31.99%
Subway	30.22%	30.89%	30.94%
Taco Bell	26.44%	27.64%	27.55%
Applebee's	26.24%	28.4%	28.55%
Pizza Hut	24.13%	23.83%	23.92%
Arby's	21.02%	22.22%	22.37%
Olive Garden	19.3%	20.12%	20.01%

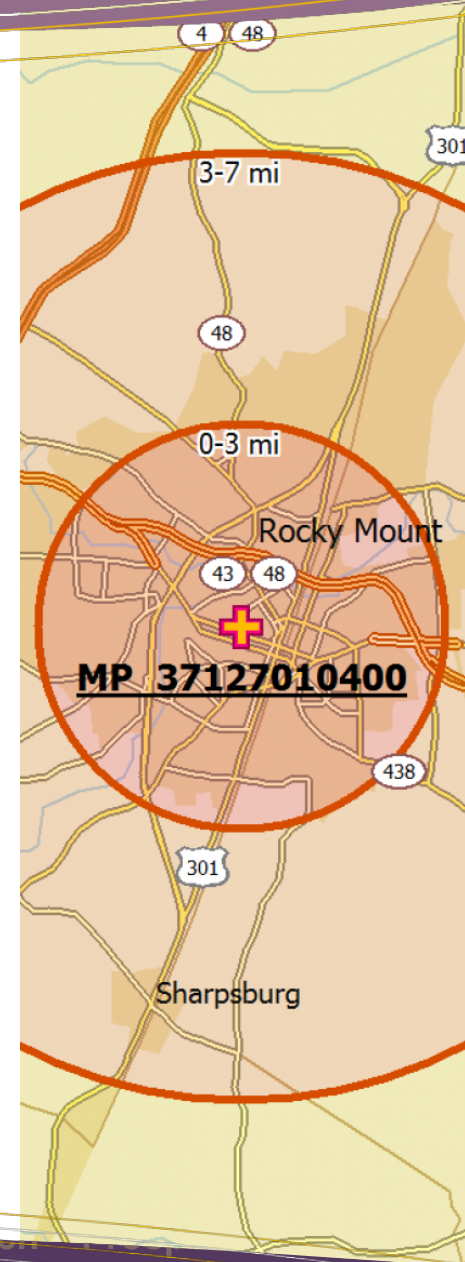
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.21%	18.76%	18.69%
Dairy Queen	17.17%	17.3%	17.38%
Domino's Pizza	17.02%	16.22%	16.04%
Popeyes	16.93%	14.47%	13.99%
IHOP (International House Of Pancakes)	15.85%	15.67%	15.44%
TGI Friday's	14.9%	14.27%	14.01%
Golden Corral	14.57%	14.28%	14.28%
Chick-Fil-A	14.23%	15.57%	15.53%
Outback Steakhouse	14.11%	14.67%	14.57%
Sonic	13.89%	14.75%	14.7%
Dunkin' Donuts	13.66%	12.53%	12.32%
Church's Fried Chicken	12.67%	10.58%	10.19%

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.

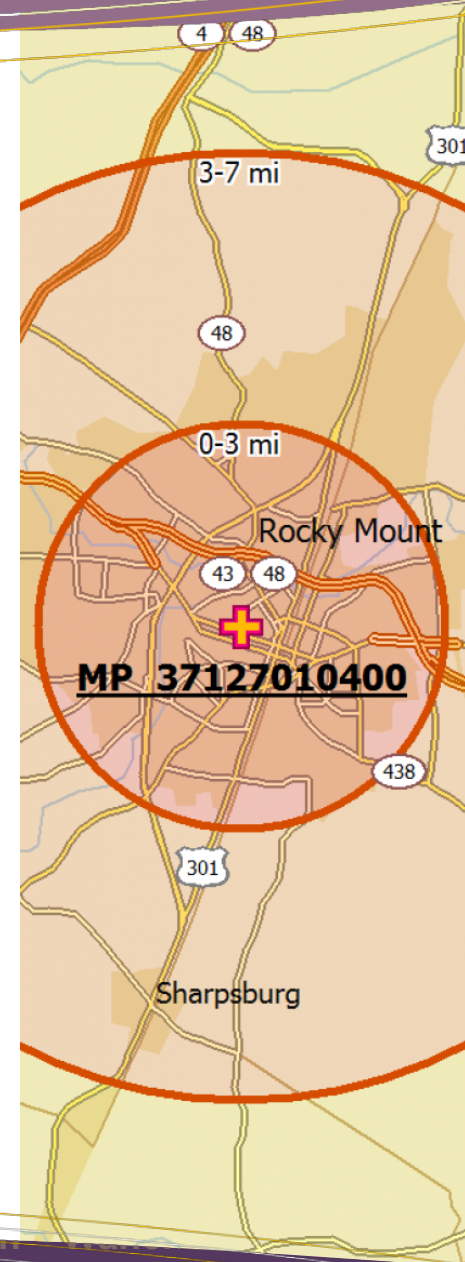
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	40.44%	43.52%	44.16%
Recycled products	24.35%	28.1%	28.67%
Worked as volunteer (non political)	12.61%	14.01%	14.26%
Engaged in fund raising	10.18%	10.85%	11.11%
Religious club member	7.58%	7.93%	8.09%
Church Board	5.97%	6.15%	6.36%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Took active part in local civic issue	4.88%	4.97%	4.99%
Wrote to editor of mag or newspaper	4.73%	4.99%	5.04%
Wrote to elected offcl about publ bus	4.54%	5.14%	5.22%
Charitable Organization	4.16%	4.64%	4.75%
Union member	4.05%	4.68%	4.92%
Fraternal order member	3.95%	4.29%	4.4%

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.

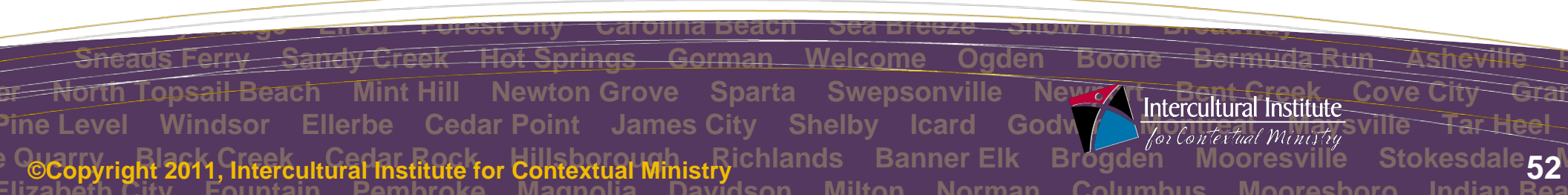


Potential Print Media Content:

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	13.4%	14.8%	14.95%
Children's Books	12.36%	12.8%	12.93%
Religious (not Bibles)	9.44%	9.74%	9.82%
Cookbooks	8.99%	9.32%	9.35%
Mystery	8.98%	9.8%	9.78%
Romance	6.89%	7.09%	7.1%
Personal/Business	5.71%	6.1%	6.22%
Self-help			
Biography	5.7%	6.03%	6.08%
History	5.38%	5.94%	5.92%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.44%	67.14%	67.19%
Gen. Editorial	52.19%	50.79%	50.56%
Womens	45.68%	44.95%	44.96%
Service	30.38%	31.86%	31.99%
Business/Finance	19.55%	19.48%	19.57%
Music	19.27%	16.94%	16.72%
Mens	18.83%	18.72%	18.64%
Parenthood	15.36%	14.44%	14.25%
Sports	14.54%	14.5%	14.4%



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	47.52%	50.56%	51.02%
Classified	32.73%	32.73%	32.73%
Sport	29.09%	30.38%	30.52%
Editorial Page	24.66%	27.1%	27.4%
Business/Finance	23.89%	25.83%	26.02%
Movie Listings & Reviews	23.12%	23.82%	23.88%
Comics	23.1%	24.21%	24.29%
Food/Cooking	21.95%	23.25%	23.36%
TV/Radio Listings	21.88%	22.85%	22.85%
Home/Gardening	17.39%	19.04%	19.4%
Travel	15.98%	17.69%	17.89%
Fashion	15.55%	15.55%	15.65%
Science/Technology	13.41%	14.85%	15.19%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	38.97%	32.08%	31.25%
CHR Contemp Hit Radio	16.65%	17.04%	17.06%
Adult Contemporary	12.22%	13.24%	13.27%
Country	11.24%	14.74%	15.28%
Jazz	9.84%	9.33%	9.45%
Oldies	9.6%	9.79%	9.83%
Variety	9.46%	9.43%	9.52%
Gospel	7.59%	6.47%	6.34%
News/Talk	7.13%	8.38%	8.56%
Rock	6.87%	8.29%	8.46%
All News	5.88%	6.28%	6.48%
Alternative	5.85%	6.37%	6.36%
Soft Contemporary	5.24%	5.77%	5.78%
Classic Rock	5.2%	6.34%	6.48%
Religious	4.98%	5.72%	5.93%
All Talk	3.26%	3.7%	3.76%
Sports	3.01%	3.29%	3.36%
Classical	2.56%	2.89%	2.95%

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	58.8%	61.43%	61.85%
Soapnet	49.37%	50.55%	50.59%
Other Video-On-Demand	48.33%	45.12%	44.51%
Satellite Dish	48.06%	51.06%	51.46%
Subscribe Digital Cable	32.96%	32.38%	32.43%
Sci-Fi Channel	32.45%	34.44%	34.9%
MSNBC	32.3%	32.93%	33.02%
Adult Pay Per View TV	31.12%	32.29%	32.62%
Comedy Central	27.63%	28.69%	28.37%
TV Info From Sunday TV Magazine	26.38%	28.22%	28.42%
Nickelodeon	25.5%	26.96%	27.18%
TV Info From Newspapers	25.21%	26.1%	26.19%

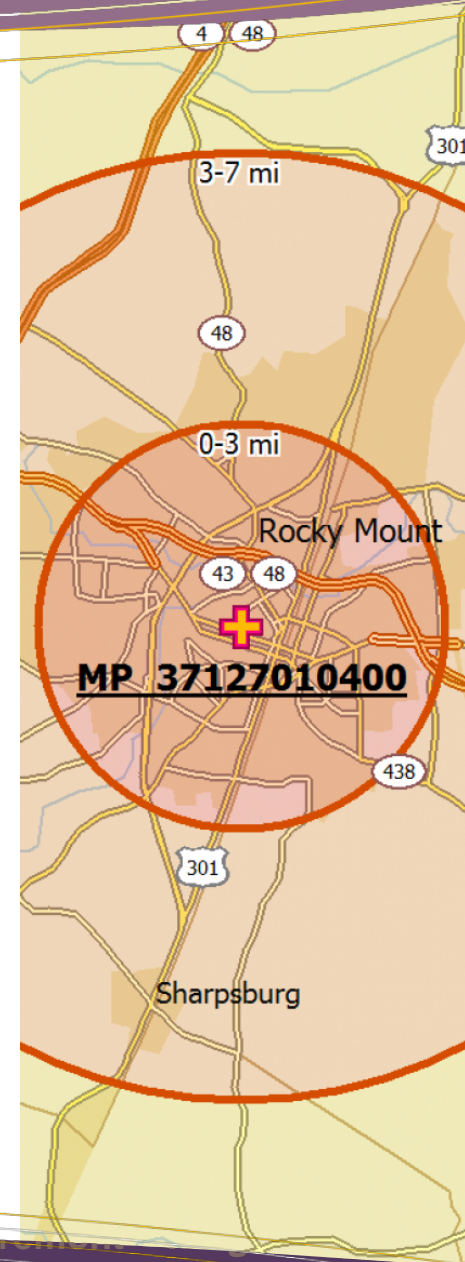
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
BET (Black Entertainment TV)	23.96%	23.38%	23.08%
TCM (Turner Classic Movies)	23.85%	24.56%	24.5%
ESPN2	23.63%	23.05%	22.68%
Nick At Nite	23.39%	24.21%	24.34%
Hallmark Channel	23.04%	24.25%	24.25%
TV Info From Monthly Cable Guide	22.92%	23.36%	23.21%
ABC Fam.	22.69%	22.84%	22.52%
TV Info From Other	21.39%	21.74%	21.62%
USA Network	21.22%	22.76%	22.9%
The Golf Channel	21.2%	22.28%	22.23%
Lifetime	20.87%	21.32%	21.34%
Adult Swim	19.64%	22.34%	22.53%

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+)	16.04%	17.29%	17.46%
Medium Users (4-6)	8.4%	9.01%	9.08%
Light Users (1-3)	18.23%	19.4%	19.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.11%	1.06%
Newspaper II	1.81%	1.85%	1.81%
Newspaper III	2.1%	2.15%	2.2%
Newspaper IV	0.43%	0.45%	0.44%
Newspaper V (Light)	1.01%	0.92%	0.92%

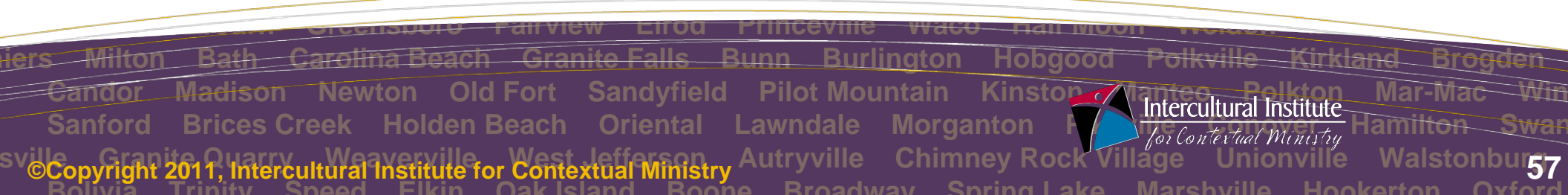
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.99%	21.43%	21.24%
Magazines II	10.21%	9.92%	9.83%
Magazines III	10.88%	10.68%	10.67%
Magazines IV	13.81%	13.29%	13.13%
Magazines V (Light)	0.86%	0.9%	0.92%
Outdoor I (Heavy)	8.97%	8.07%	7.91%
Outdoor II	5.15%	4.28%	4.13%
Outdoor III	5.76%	5.01%	4.86%
Outdoor IV	16.47%	16.46%	16.56%
Outdoor V (Light)	24.87%	24.84%	24.79%
Yellow Pages I (Heavy)	15.91%	15.86%	15.92%
Yellow Pages II	8.16%	7.55%	7.52%
Yellow Pages III	10.55%	8.61%	8.25%
Yellow Pages IV	23.61%	23.24%	23.28%
Yellow Pages V (Light)	5.29%	4.5%	4.35%

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)	2.91%	2.97%	3.02%
Drive Time III (Medium)	0.97%	0.91%	0.93%
Radio IV & V (Light)	3.06%	2.91%	2.89%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.88%	11.1%	10.88%
Radio III (Medium)	3.91%	4.25%	4.31%
Radio IV & V (Light)	4.48%	4.24%	4.17%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.5%	12.48%	12.55%
Cable III (Medium)	5.72%	5.19%	5.02%
Cable IV & V (Light)	39.23%	37.09%	36.6%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.81%	3.92%	4.01%
Prime Time III (Medium)	1.26%	1.5%	1.52%
Prime Time IV & V (Light)	12.13%	10.67%	10.26%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.07%	39.01%	39.36%
Fringe III (Medium)	53.53%	53.03%	53.36%
Fringe IV (Light)	54.55%	55.14%	55.49%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.27%	15.98%	15.75%
All Day III (Medium)	24.71%	24.11%	24.19%
All Day IV (Light)	20.98%	18.35%	17.93%



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]	11.1%	11.73%	11.77%
6:00am - 10:00am	16.27%	16.13%	16.04%
10:00am - 3:00pm	15.59%	12.53%	11.81%
3:00pm - 7:00pm	18.15%	16.6%	16.09%
7:00pm - Midnight	12.51%	12.75%	12.62%
Midnight - 6:00am	9.93%	8.24%	7.85%
Weekend Radio			
Listeners			
Dayparts [summary]	15.76%	15.52%	15.29%
6:00am - 10:00am	3.26%	3.35%	3.32%
10:00am-3:00pm	5.96%	5.88%	5.81%
3:00pm - 7:00pm	10.06%	8.82%	8.42%
7:00pm - Midnight	11.06%	10.63%	10.39%
Midnight - 6:00am	16.13%	14.55%	13.99%

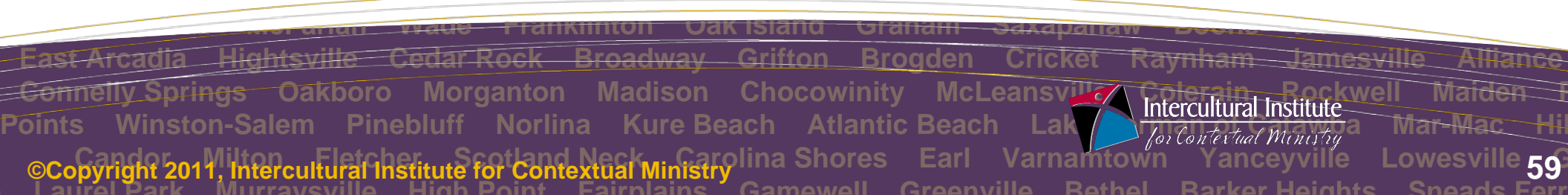
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.8%	7.33%	7.31%
Saturday: 8:00-11:00pm	8.67%	8.82%	8.83%
Sunday: 7:00-11:00pm	9.58%	9.76%	9.59%
9:00am-1:00pm	23.39%	24.21%	24.34%
9:00am-4:00pm	27.36%	28.28%	28.47%
4:00pm-7:00pm	29.78%	30.43%	30.5%
11:00pm-1:00am	42.4%	42.5%	42.44%
AVG Prime time	5.82%	4.91%	4.73%
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	17.59%	16.89%	16.47%
7-9am	23.63%	23.05%	22.68%
9am-12noon	16.03%	18.17%	18.64%
12noon-4pm	11.33%	10.11%	9.83%
4-6pm	47.22%	48.78%	48.77%
6-7pm	16.88%	17.46%	17.71%
7-7:30pm	1.58%	1.69%	1.72%
7:30-8pm	11.11%	11.15%	11.25%
8-11pm	6.8%	7.33%	7.31%
11pm-12am	32.3%	32.93%	33.02%
11pm-1am	42.4%	42.5%	42.44%
1-6am	32.31%	32.25%	31.9%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.23%	17.77%	17.63%
Sat: 10am-1pm	9.88%	9.33%	9.24%
Sat: 1-4pm	23.73%	24.52%	24.47%
Sat: 4-6pm	7.81%	7.55%	7.5%
Sat: 6-7pm	1.53%	1.66%	1.75%
Sat: 7-8pm	1.03%	1.01%	1.07%
Sat: 8-11pm	8.67%	8.82%	8.83%
Sat: 11pm-1am	6.79%	6.43%	6.39%
Sat: 1am-7pm	21.22%	22.76%	22.9%
Sun: 7-10am	2.17%	2.23%	2.29%
Sun: 10am-1pm	5.19%	5.94%	6.05%
Sun: 1-4pm	4.76%	5.56%	5.53%
Sun: 4-7pm	11.94%	12.63%	12.61%
Sun: 7-11pm	9.58%	9.76%	9.59%
Sun: 11pm-1am	5.84%	5.68%	5.49%
Sun: 1-7am	19.81%	21.07%	21.02%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

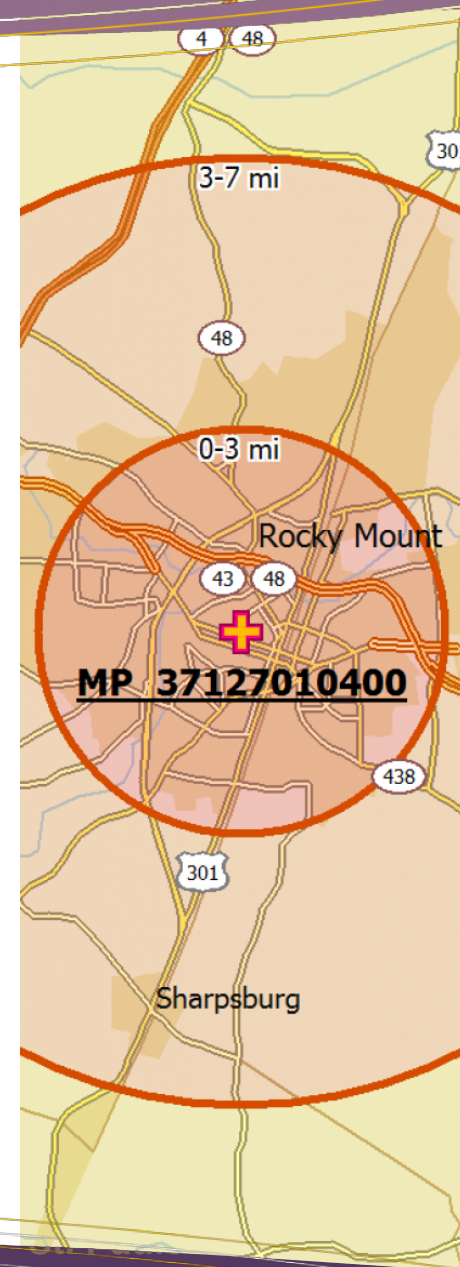


Your MissionSite and the Missional Suite

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

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

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



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	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	0.56 mi	900	Plateauing
2	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	1.40 mi	0	Insufficient Data
3	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	1.47 mi	0	Insufficient Data
4	Church of God's Glory - Rocky Mount	415 Forest Hill Ave Rocky Mount, NC 27804	1.65 mi	5	Insufficient Data
5	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	2.07 mi	320	Declining
6	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	2.19 mi	269	Plateauing
7	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	2.20 mi	55	Insufficient Data
8	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	2.30 mi	144	Growing
9	Parkwood - Rocky Mount	1731 Hunter Hill Rd Rocky Mount, NC 27804	2.31 mi	317	Declining
10	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	2.31 mi	99	Declining
11	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	2.48 mi	1,373	Plateauing
12	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	2.55 mi	77	Plateauing
13	Sunset Avenue - Rocky Mount	3732 Sunset Ave Rocky Mount, NC 27804	3.09 mi	380	Insufficient Data
14	Benvenue - Rocky Mount	2464 Benvenue Rd Rocky Mount, NC 27804	3.16 mi	100	Declining
15	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	3.26 mi	172	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANC E	WRSH P AVG	IICM CGR
16	Grace International Christian Fellowship	1660 Beaver Pond Dr Rocky Mount, NC 27804	3.83 mi	0	Insufficient Data
17	Dortches - Rocky Mount	4776 Dortches Blvd Rocky Mount, NC 27804	3.83 mi	133	Plateauing
18	Servant's Heart - Rocky Mount	Northern Nash Senior High School Rocky Mount, NC 27804	3.83 mi	100	Insufficient Data
19	Northside Community - Rocky Mount	1660 Beaver Pond Dr Rocky Mount, NC 27804	3.83 mi	310	Growing
20	Avalon - Rocky Mount	3237 Old Battleboro Rd Rocky Mount, NC 27801	3.97 mi	50	Plateauing
21	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	3.98 mi	74	Insufficient Data
22	Oakdale - Rocky Mount	13037 US 64 ALT West Hwy Rocky Mount, NC 27801	4.16 mi	230	Plateauing
23	West Edgecombe	13821 NC Highway 43 N Rocky Mount, NC 27801	4.37 mi	223	Insufficient Data
24	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	4.60 mi	230	Plateauing
25	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	5.77 mi	110	Growing
26	Memorial - Rocky Mount	5399 Old Wilson Rd Rocky Mount, NC 27801	6.00 mi	35	Insufficient Data
27	Oak Level - Rocky Mount	3598 Oak Level Rd Rocky Mount, NC 27804	6.20 mi	50	Plateauing
28	Battleboro - Battleboro	408 E Battleboro Ave Battleboro, NC 27809	7.41 mi	29	Declining
29	Stoney Creek Cowboy Church	1920 Red Oak Rd Nashville, NC 27856	7.97 mi	0	Insufficient Data
30	Mount Hermon - Rocky Mount	5556 Bend Of The River Rd Rocky Mount, NC 27803	8.42 mi	65	Declining

Hertford Lumberton Kill Devil Hills Kings Grant Staley Red Cross Oak City Murfreesboro Ellerbe Snow
 East Spencer Woodland Flat Rock Boardman Fallston Powellsville Rivers Faith Lasker Topsail Beach
 Granite Quarry Icard Hightsville Jonesville Colerain Faison Vass Lake Junaluska Wentworth
 Webster Delway Davidson Calypso Severn Pollocksville New Bern Lake Junaluska Wentworth
 Fairview Aberdeen Parmele Oakboro Garysburg Maxton East Bend Stedman Ruth Seven Springs



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Red Oak - Red Oak	5515 Red Oak Rd Red Oak, NC 27868	8.54 mi	240	Plateauing
32	Nashville - Nashville	512 E Washington St Nashville, NC 27856	8.79 mi	175	Plateauing
33	Elm Grove - Nashville	2365 Old Bailey Hwy Nashville, NC 27856	9.54 mi	89	Declining
34	Aenon - Elm City	7503 Town Creek Rd Elm City, NC 27822	9.75 mi	21	Declining
35	Elm City Missionary - Elm City	206 Wilson St Elm City, NC 27822	9.95 mi	0	Insufficient Data
36	Living Stone Baptist Church	115 C West Nashville Dr. Nashville, NC 27856	11.07 mi	0	Insufficient Data
37	Pleasant Grove - Nashville	4848 Pleasant Grove Church Rd Nashville, NC 27856	11.07 mi	67	Plateauing
38	Rock Creek - Nashville	1238 Rock Creek Dr Nashville, NC 27856	11.07 mi	124	Growing
39	Corinth - Nashville	2883 N NC HIGHWAY 58 Nashville, NC 27856	11.07 mi	200	Plateauing
40	Hickory - Whitakers	12702 NC Highway 48 Whitakers, NC 27891	11.08 mi	41	Declining
41	Fellowship - Nashville	3851 Old County Home Rd Nashville, NC 27856	11.26 mi	0	Insufficient Data
42	Salem - Whitakers	4502 Swift Creek School Rd Whitakers, NC 27891	12.01 mi	73	Plateauing
43	Whitakers - Whitakers	105 West Pittman St Whitakers, NC 27891	12.17 mi	6	Declining
44	Pleasant Hope - Elm City	5018 Rosebud Church Rd Elm City, NC 27822	12.21 mi	69	Growing
45	Ebenezer - Whitakers	615 Ebenezer Rd Whitakers, NC 27891	12.30 mi	0	Insufficient Data



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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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