MissionSite
top unreached locations

BATTLEBORO, NC

CENSUS TRACT: 37127010700
REGION: Region 2: Central Coast
COUNTY: Nash
SITESCAPE: Townscape
DENSITY PATTERN: A

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
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MissionSite (TM)
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37127	Nash
4	Zipcode	27809	Nash
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	A	10000-50000-50000

MP 37127010700

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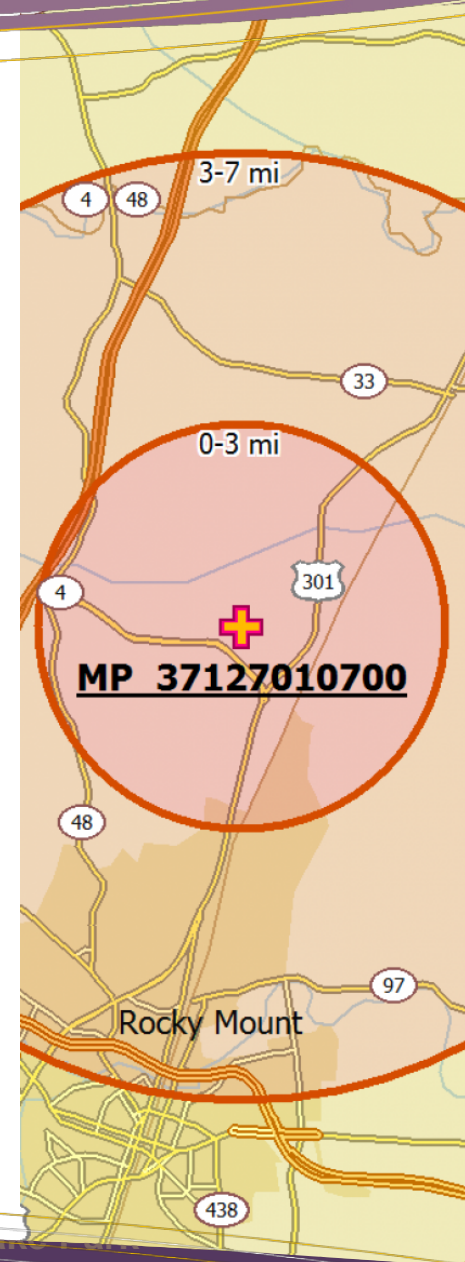
Site Location Summary - Map of the Site Location
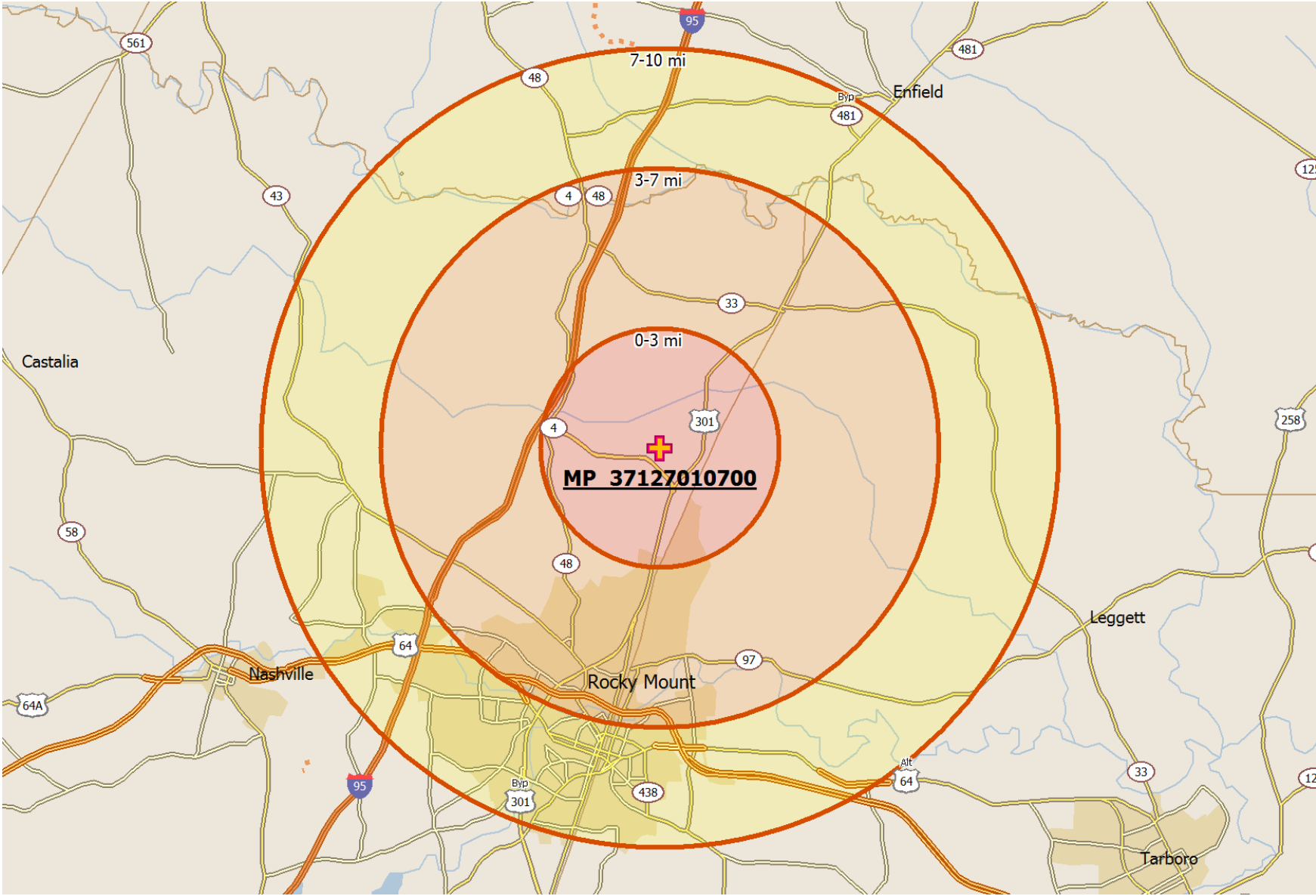
Site Location Summary - Urbanicity

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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,048	23,104	47,612
2010 Households	1,098	9,383	19,207
2010 Group Quarters Population	308	966	605

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	25	35
Language Diversity National Index	30	35	19
Foreign Born Diversity National Index	7	63	38
Ancestry Diversity National Index	9	18	5
Racial Diversity National Index	51	68	63

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Site Location Summary - County Environment

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

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

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

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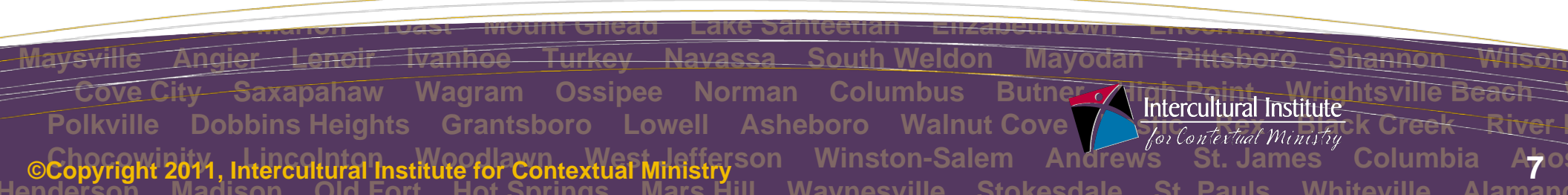
Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	11	1%
Mainstay Communities	Established, Diverse Households	29	2.64%
Working Communities	Blue-collar, Working Families	36	3.28%
Country Communities	Rural, Agri. & Mining Families	46	4.19%
Aspiring Communities	Young Singles / Aspiring-Multihousing	421	38.34%
Urban Communities	High Density, Inner-city Neighborhoods	556	50.64%

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	775	3.03%
Unreached %	68.19%	70.62%	103.56
Religious But NOT Evangelical HH	7,711	284	3.69%
Religious But NOT Evangelical %	20.58%	25.89%	125.83
Spiritual But NOT Relig or Evang HH	3,159	71	2.26%
Spiritual But NOT Relig or Evang %	8.43%	6.5%	77.09
Not Evangelical, Not Interested HH	14,930	422	2.83%
Not Evangelical, Not Interested %	39.84%	38.48%	96.57

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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	56	1	1.79%
Active BCNC Attenders	7,568	29	0.38%
Active Evangelical Households	5,605	152	2.72%
Active Evangelical Percent	14.96%	13.86%	92.66
Inactive Evangelical Households	6,314	171	2.71%
Inactive Evangelical Percent	16.85%	15.60%	92.59
# New Churches Needed	0	0	0%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Battleboro - Battleboro	1.64 mi	29	Declining	16	Oakdale - Rocky Mount	7.90 mi	230	Plateauing
2	Hickory - Whitakers	3.62 mi	41	Declining	17	Rocky Mount First - Rocky Mount	8.03 mi	900	Plateauing
3	Avalon - Rocky Mount	4.52 mi	50	Plateauing	18	Calvary - Rocky Mount	8.08 mi	269	Plateauing
4	Whitakers - Whitakers	4.78 mi	6	Declining	19	Faith Baptist Fellowship	8.49 mi	55	Insufficient Data
5	Benvenue - Rocky Mount	5.32 mi	100	Declining	20	Englewood - Rocky Mount	8.67 mi	1,373	Plateauing
6	Parkwood - Rocky Mount	6.34 mi	317	Declining	21	Arlington - Rocky Mount	8.92 mi	320	Declining
7	Grace International Christian Fellowship	6.42 mi	0	Insufficient Data	22	Word Tabernacle - Rocky Mount	9.05 mi	0	Insufficient Data
8	Dortches - Rocky Mount	6.42 mi	133	Plateauing	23	Greater Joy Baptist Church	9.13 mi	0	Insufficient Data
9	Servant's Heart - Rocky Mount	6.42 mi	100	Insufficient Data	24	Ebenezer - Whitakers	9.29 mi	0	Insufficient Data
10	Northside Community - Rocky Mount	6.42 mi	310	Growing	25	Edgemont - Rocky Mount	9.84 mi	77	Plateauing
11	Gethsemane - Whitakers	6.49 mi	51	Growing	26	Oak View - Rocky Mount	9.92 mi	144	Growing
12	Salem - Whitakers	6.71 mi	73	Plateauing	27	West Edgecombe	9.93 mi	223	Insufficient Data
13	Church of God's Glory - Rocky Mount	7.52 mi	5	Insufficient Data	28	Southside - Rocky Mount	9.98 mi	99	Declining
14	Red Oak - Red Oak	7.74 mi	240	Plateauing	29	Stoney Creek Cowboy Church	10.25 mi	0	Insufficient Data
15	Sunset Avenue - Rocky Mount	7.88 mi	380	Insufficient Data	30	Enfield - Enfield	10.28 mi	79	Declining

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	76,677	2,487	3.24%
2000 Population	87,420	2,703	3.09%
2010 Population	95,524	3,048	3.19%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,041	754	2.6%
2000 Households	33,644	886	2.63%
2010 Households	37,473	1,098	2.93%

Location Types in this MissionSite
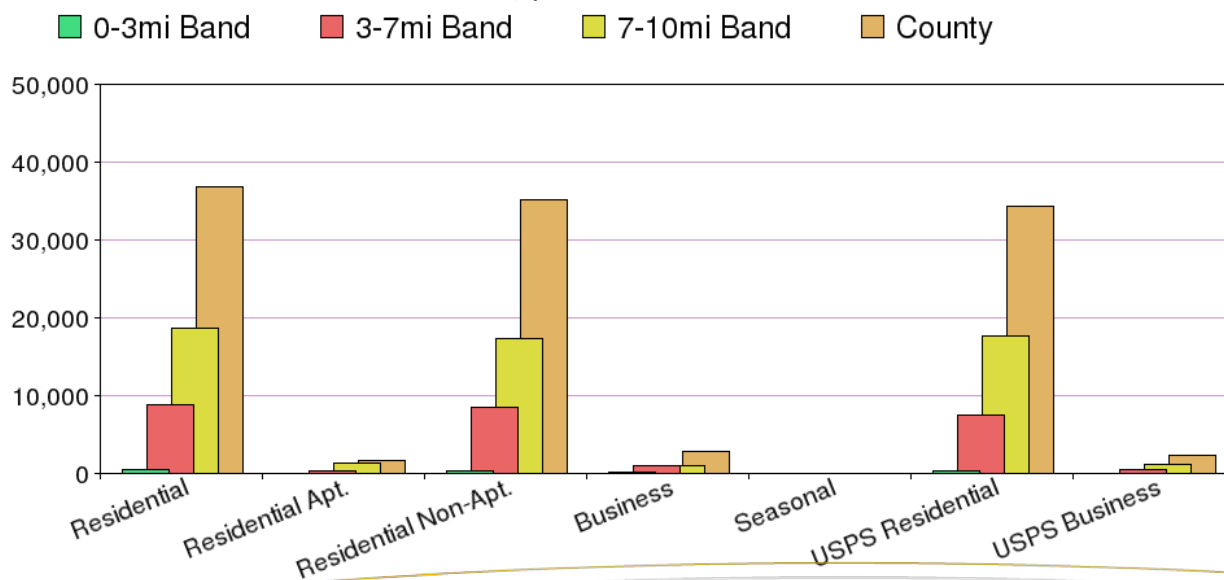
Location Type	0-3mi Band
Residential	438
Residential Apt.	26
Residential Non-Apt.	412
Business	235
Seasonal	0
USPS Residential	370
USPS Business	79

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.

Age Group Percentages

- 45-64 Years 26.73%
- < 20 Years 31.26%
- 75+ Years 3.97%
- 65-74 Years 6.07%
- 20-34 Years 20.46%
- 35-44 Years 11.52%
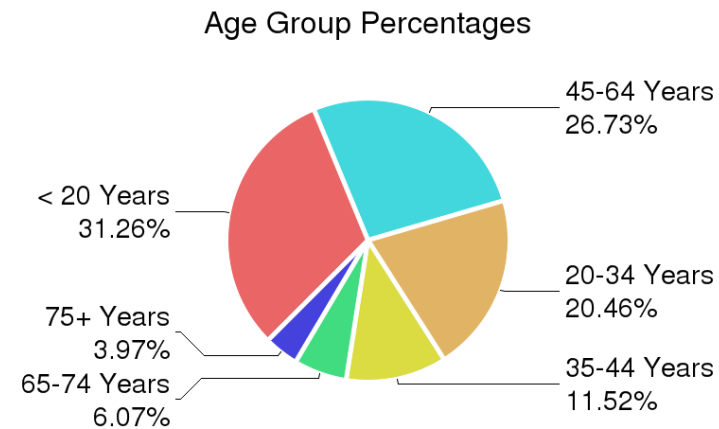
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	4.99%	93.45
4-5 Years	2.66%	2.53%	95.11
6-8 Years	3.97%	4.33%	109.07
9-11 Years	3.99%	4.1%	102.76
12-13 Years	2.67%	2.89%	108.24
14-17 Years	5.44%	7.41%	136.21
18-19 Years	2.74%	5.02%	183.21
0-5 Years	8%	7.51%	93.88
6-12 Years	9.3%	9.91%	106.56
13-19 Years	9.51%	13.85%	145.64
< 20 Years	26.81%	31.27%	116.64
20-34 Years	17.33%	20.47%	118.12
35-44 Years	12.16%	11.52%	94.74
45-64 Years	27.67%	26.74%	96.64
65-74 Years	8.52%	6.07%	71.24
75+ Years	7.5%	3.97%	52.93
Median Age	40	39	98.4
Median Age (Male)	38	39	102.29
Median Age (Female)	42	40	96.73

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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	58.61%	32.45%	55.36
Black, African-American	36.15%	63.71%	176.23
Native American	0.57%	0.72%	126.98
Asian	0.82%	0.33%	40.23
Pacific Island, Hawaiian	0.03%	0.1%	284.91
Other/Multiple Races	3.81%	2.66%	69.68
Hispanic	0%	3.15%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	63,966	1,807	
Less than 9th Grade	5.95%	7.47%	79.58
No High School Diploma	10.7%	19.42%	55.09
High School Graduate	35.82%	32.87%	108.98
Some College, no degree	19.37%	22.97%	84.33
Associate Degree	9.07%	5.92%	153.15
College Degree	12.83%	8.02%	159.95
Graduate/Prof. degree	6.26%	3.32%	188.52

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

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Current Demographic Summary

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

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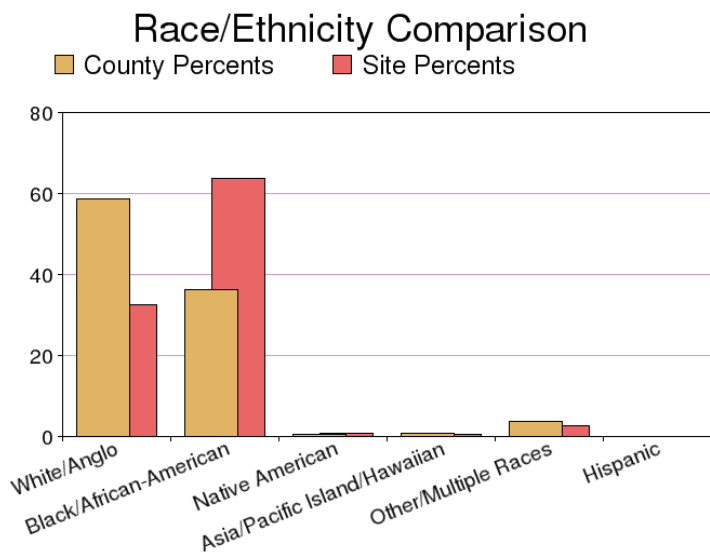band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	10.16%	16.76%	181.18
$10,000 to $19,999	12.39%	19.03%	153.59
$20,000 to $29,999	9.57%	13.84%	144.62
$30,000 to $49,999	22.94%	19.4%	84.58
$50,000 to $59,999	9.4%	7.92%	84.33
$60,000 to $69,999	6.59%	4.46%	67.7
$70,000 to $79,999	5.99%	4.19%	69.9
$80,000 to $89,999	4.97%	3.28%	65.91
$90,000 to $99,999	3.3%	1.91%	57.89
$100,000 to $124,999	6.08%	4.28%	70.35
$125,000 to $149,999	3.91%	0.27%	6.99
$150,000 to $199,999	2.37%	1.64%	69.26
$200,000 to $249,999	0.64%	0.73%	114.72
$250,000 or more	1.69%	2.19%	129.6
Median Household	45,426	34,059	74.98
Average Household	61,295	68,255	111.35
Per Capita Household	24,558	24,588	100.12
Family/Non-Family Household Income			
Median Family Income	55,785	42,185	75.62
Average Family Income	72,414	82,533	113.97
Median Non-Family Income	30,496	18,420	60.4
Average Non-Family Income	39,898	29,735	74.53

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	65.8%	69.22%	105.19
Families with Children	31.05%	35.79%	115.29
Families without Children	34.76%	33.42%	96.16
Non-Family Households			
% Non-Family Households	34.2%	30.78%	90.02
Non-Families with Children	0.77	0.73	94.47
Non-Families without Children	33.42	30.05	89.92
Housing Units			Index
Total Housing Units	42,102	1,300	
Vacant percent	10.99%	15.54%	141.33
Owned percent	57.02%	56%	98.21%
Rented Percent	31.98%	28.46%	88.99
Households by Size			Index
Avg household size	2.49	2.50	100.4
Avg family hh size	3.19	3.11	97.49
Avg non-family hh size	1.14	1.12	98.25
Households By Count of Persons			Percent
One	11,215	310	2.76%
Two	11,144	372	3.34%
Three or Four	11,689	320	2.74%
Five+	3,425	97	2.83%
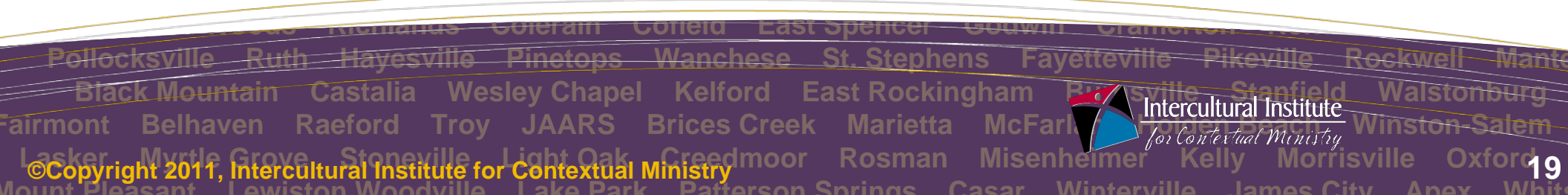
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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	76,677	2,487	3.24%
2000 Population	87,420	2,703	3.09%
2010 Population	95,524	3,048	3.19%
2015 Population	99,427	3,143	3.16%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,041	754	2.6%
2000 Households	33,644	886	2.63%
2010 Households	37,473	1,098	2.93%
2015 Households	38,904	1,152	2.96%

Household Change from 1985 to 2030
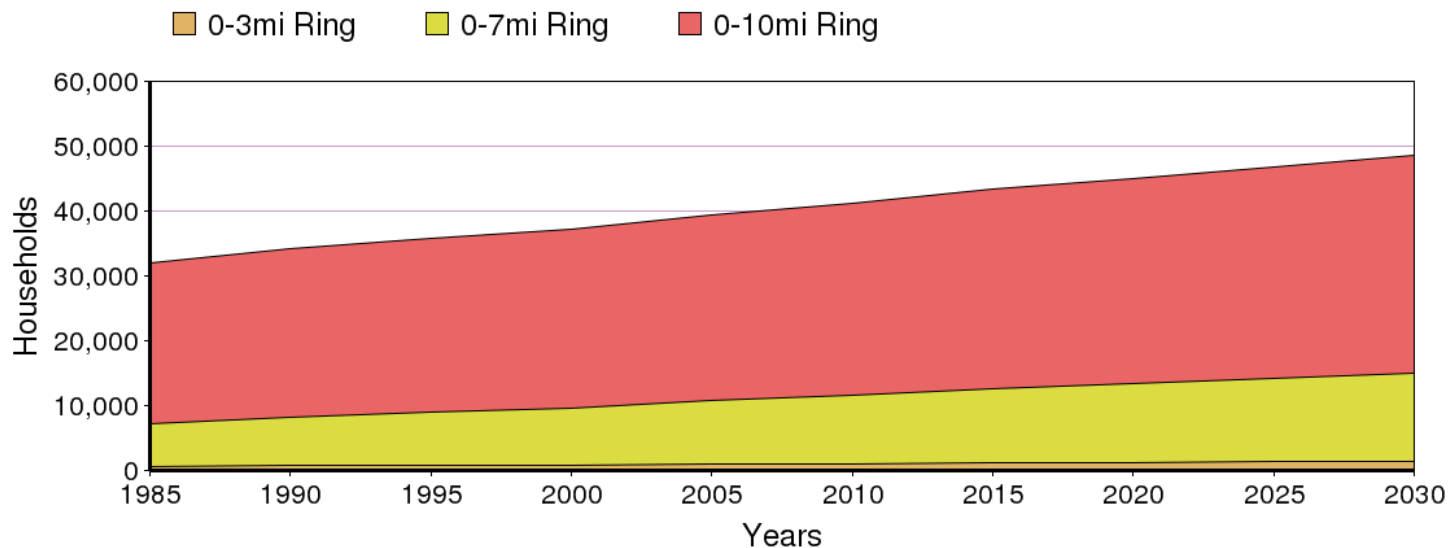
■ 0-3mi Ring   ■ 0-7mi Ring   ■ 0-10mi Ring

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Projected Demographic Summary

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

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

Projected Age Group Percentages

- 45-64 Years 25.91%
- 20-34 Years 21.47%
- 35-44 Years 10.65%
- 65-74 Years 8.12%
- 75+ Years 4.21%
- < 20 Years 29.64%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.99%	4.58%	91.78
4-5 Years	2.53%	2.26%	89.33
6-8 Years	4.33%	4.17%	96.3
9-11 Years	4.1%	3.88%	94.63
12-13 Years	2.89%	2.83%	97.92
14-17 Years	7.41%	7.29%	98.38
18-19 Years	5.02%	4.58%	91.24
0-5 Years	7.51%	6.84%	91.08
6-12 Years	9.91%	9.42%	95.06
13-19 Years	13.85%	13.33%	96.25
< 20 Years	31.27%	29.59%	94.63
20-34 Years	20.47%	21.44%	104.74
35-44 Years	11.52%	10.63%	92.27
45-64 Years	26.74%	25.87%	96.75
65-74 Years	6.07%	8.11%	133.61
75+ Years	3.97%	4.2%	105.79
Median Age	40	41	103.2
Median Age (Male)	38	38	99.66
Median Age (Female)	42	42	101.03

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Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	32.45%	32.77%	101
Black, African-American	63.71%	63.7%	99.97
Native American	0.72%	0.89%	123.43
Asian	0.33%	0.32%	96.98
Pacific Island, Hawaiian	0.1%	0.1%	96.98
Other/Multiple Races	2.66%	2.23%	83.81
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,807	1,897	
Less than 9th Grade	7.47%	5.96%	79.73
No High School Diploma	19.42%	16.61%	85.49
High School Graduate	32.87%	34.37%	104.56
Some College, no degree	22.97%	23.51%	102.37
Associate Degree	5.92%	7.33%	123.74
College Degree	8.02%	8.38%	104.45
Graduate/Prof. degree	3.32%	3.85%	115.89
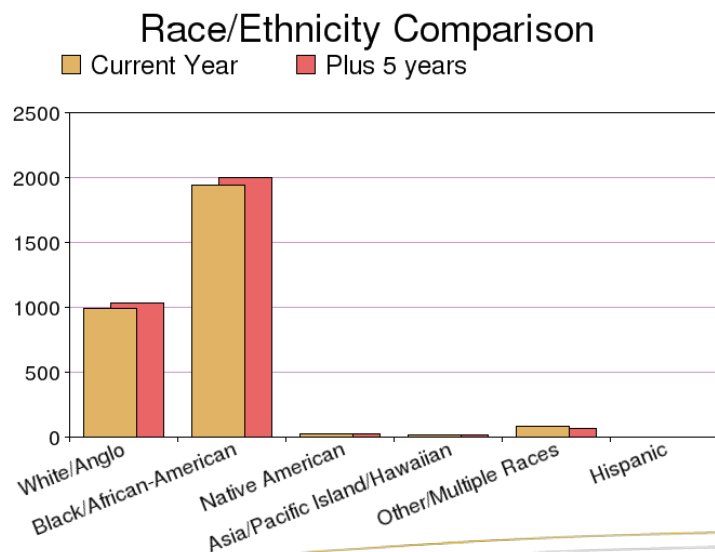
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	16.76%	15.97%	95.31
$10,000 to $19,999	19.03%	19.27%	101.24
$20,000 to $29,999	13.84%	13.02%	94.06
$30,000 to $49,999	19.4%	19.44%	100.23
$50,000 to $59,999	7.92%	7.47%	94.22
$60,000 to $69,999	4.46%	4.86%	108.93
$70,000 to $79,999	4.19%	4.43%	99.46
$80,000 to $89,999	3.28%	3.56%	100.61
$90,000 to $99,999	1.91%	1.82%	95.31
$100,000 to $249,999	4.28%	5.03%	117.62
$125,000 to $149,999	0.27%	0.26%	95.31
$150,000 to $199,999	1.64%	1.91%	116.49
$200,000 to $249,999	0.73%	0.61%	83.4
$250,000 or more	2.19%	2.34%	107.23
Median Household	34,059	35,020	102.82
Average Household	68,255	72,280	105.9
Per Capita Household	24,588	26,493	107.75
Family/Non-Family Household Income			
Median Family Income	42,185	42,525	100.81
Average Family Income	82,533	86,465	104.76
Median Non-Family Income	18,420	21,877	118.77
Average Non-Family Income	29,735	32,550	109.47
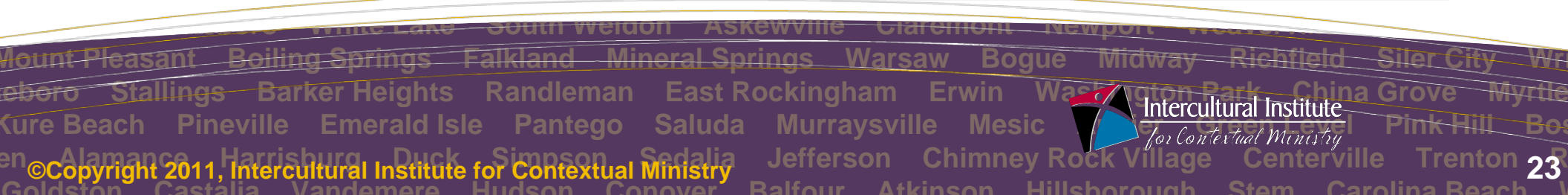
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.22%	66.84%	96.57
Families with Children	35.79	33.94	94.83
Families without Children	33.42	32.73	97.91
Non-Family Households			
% Non-Family Households	30.78%	33.16%	107.72
Non-Families with Children	0.73	1.04	107.72
Non-Families without Children	30.05	32.12	106.87
Housing Units			
Total Housing Units	1,300	1,362	104.77%
Vacant percent	15.54%	15.35%	98.76
Owned percent	56%	56.09%	100.17
Rented Percent	28.46%	28.56%	100.35
Households by Size			
Avg household size	2.50	2.45	98%
Avg family hh size	3.11	3.14	100.96%
Avg non-family hh size	1.12	1.07	95.54%
Households By Count of Persons			
One	310	353	113.87%
Two	372	375	100.81%
Three or Four	320	330	103.13%
Five+	97	94	96.91%

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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	0	726	727
Northern Europe	0	26	27
Western Europe	0	35	88
Southern Europe	0	10	34
Eastern Europe	0	14	9
Other Europe	0	0	0
Eastern Asia	0	98	27
So. Central Asia	0	77	14
SE Asia	0	40	56
Western Asia	0	69	22
Other Asia	0	0	17

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	10	0
Middle Africa	0	0	0
Northern Africa	0	6	0
Southern Africa	0	7	0
Western Africa	0	14	6
Other Africa	0	0	0
Oceania	0	10	0
Caribbean	0	30	26
Central Amer.	0	249	319
South America	0	18	60
North America	0	13	22
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	21,887	42,594
Spanish	0	810	1,191
Other Indo-Euro language	0	297	400
French (incl. Patois, Cajun)	0	167	184
French Creole	0	0	0
Italian	0	26	31
Portuguese	0	1	1
German	0	33	76
Yiddish	0	5	0
Other West Germanic	0	0	38
A Scandinavian Language	0	3	0
Greek	0	1	38
Russian	0	0	0
Polish	0	12	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	25	10
Urdu	0	0	4

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	13	18
Asian/PI languages	0	0	0
Chinese	0	76	21
Japanese	0	10	41
Korean	0	5	0
Mon-Khmer, Cambodian	0	0	8
Miao, Hmong	0	0	0
Thai	0	22	0
Laotian	0	0	0
Vietnamese	0	0	23
Other Asian	0	0	0
Tagalog	0	25	13
Other Pacific Is	0	0	0
Other languages	0	233	118
Navajo	0	0	0
Other Native N. American	0	5	12
Hungarian	0	1	4
Arabic	0	202	76
Hebrew	0	4	7
African languages	0	21	19
Other unspecified	0	0	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	0	18,306	36,692
Arab	0	237	106
Armenian	0	6	0
Austrian	0	3	8
British	0	126	121
Canadian	0	20	62
Croatian	0	0	0
Czech	0	0	9
Czechoslovak	0	0	0
Danish	0	11	13
Dutch	0	40	81
English	0	2,230	3,362
European	0	82	314
Finnish	0	0	0
French (not Basque)	0	171	211
French Canadian	0	42	58
German	0	700	941
Greek	0	9	35
Hungarian	0	32	24
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	0	801	905
Italian	0	300	402
Lithuanian	0	1	1
Norwegian	0	34	84
Polish	0	122	92
Portuguese	0	9	18
Romanian	0	0	0
Russian	0	5	11
Scandinavian	0	29	14
Scotch-Irish	0	312	604
Scottish	0	209	360
Slovak	0	0	42
Subsaharan African	0	144	354
Swedish	0	41	91
Swiss	0	0	0
Ukrainian	0	4	0
US/American	0	2,499	4,947
Welsh	0	73	96
West Indian	0	52	19
Yugoslavian	0	0	0
Other	0	9,962	23,307

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

Using the Demographic Indicators

*Issues for Your Consideration - continued*

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

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

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

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Unreached Households by Lifestyle Segment

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

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

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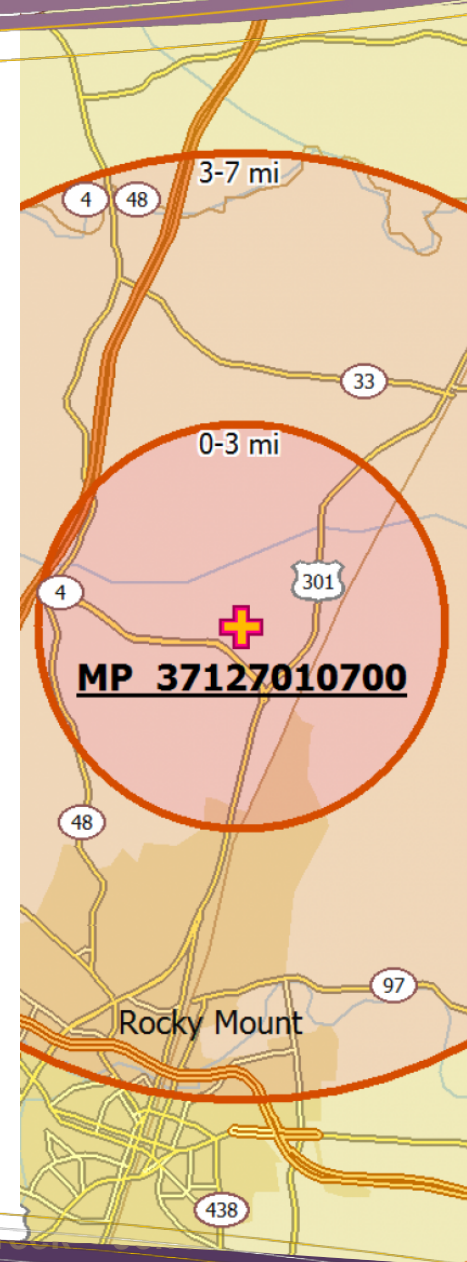
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,098	100%	775	100%
AFFLUENT SUBURBIA	11	1%	8	1.03%
America's Wealthiest	0	0%	0	0%
Dream Weavers	11	1%	8	1.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	29	2.64%	18	2.32%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	29	2.64%	0	0%
Family Convenience	0	0%	18	2.32%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,098	100%	775	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	36	3.28%	25	3.23%
Steadfast Conservative	36	3.28%	25	3.23%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	1,098	100%	775	100%
REMOTE AMERICA	34	3.1%	21	2.71%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	15	1.37%	9	1.16%
Coal & Crops	19	1.73%	12	1.55%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	421	38.34%	312	40.26%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	421	38.34%	312	40.26%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	12	1.09%	8	1.03%
Aspiring Hispania	12	1.09%	0	0%
Industrious Country Living	0	0%	8	1.03%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,098	100%	775	100%
STRUGGLING SOCIETIES	61	5.56%	40	5.16%
Rugged Southern Style	12	1.09%	7	0.9%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	49	4.46%	33	4.26%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	495	45.08%	343	44.26%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	362	32.97%	253	32.65%
Urban Diversity	0	0%	0	0%
New Generation Activists	121	11.02%	81	10.45%
Getting By	12	1.09%	9	1.16%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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

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

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

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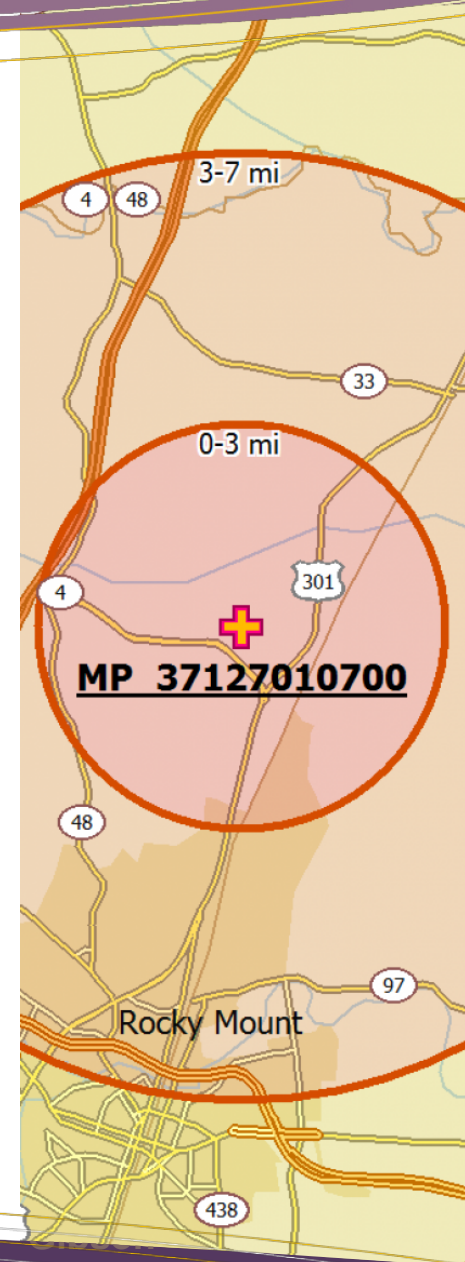
Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	63%	70%	70%
Use Comp. for Internet/E-mail	42%	50%	50%
Internet Use: E-Mail	36%	42%	43%
Use Comp. for Comp. Games	28%	34%	35%
Use Comp. for Education	25%	28%	30%
Use Comp. for Word Processing	25%	31%	31%
Use Comp. for Shopping	22%	27%	28%
HH Owns DVD Player	22%	26%	27%
Use Comp. for Digital Camera Photo Editing	21%	25%	26%
Use Comp. for Banking	20%	25%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	18%	23%	24%
Internet Use: Banking	17%	22%	23%
Use Comp. for News/Info./Data Service	17%	19%	19%
PC-Network-HH Has One	15%	16%	17%
Use Comp. for Personal Financial Mngmnt	10%	11%	12%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Filing/DB Mngmnt	10%	10%	12%
Internet Use: Shopping: Gathered Info. for Shopping	9%	10%	11%
Internet Use: Play/ Download Online Games	9%	9%	8%
Use Comp. for Accounting	8%	10%	11%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	68%	67%
Reading Books	51%	53%	52%
Dining Out (Not Fast Food)	47%	51%	50%
Card Games	37%	40%	39%
Cooking for Fun	35%	35%	34%
Go To A Beach/Lake	27%	31%	31%
Board Games	26%	30%	29%
Gardening	23%	27%	27%
Going To Bars/Nightclubs/Dancing	17%	17%	17%
Visit Museum	16%	19%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	68%	67%
Gen./Fam. Practitioner	33%	37%	35%
Backache	22%	22%	22%
Dentist	22%	25%	24%
Hypertension/High Blood Pressure	21%	22%	21%
Eye Dr.	20%	21%	20%
None Of These	19%	19%	19%
High Cholesterol	17%	19%	18%
Acid Reflux Disease (GERD)	15%	16%	15%
Any Arthritis	15%	15%	15%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.4%	26.4%	26.7%
Live Theater	19.12%	20.51%	20.01%
Live Theater Most Often	14.71%	16.65%	15.85%
Rock/Pop Concerts Most Often	13.47%	14.33%	14.47%
Comedy Club	10.14%	10.45%	10.53%
Dance Performance	9.75%	10.43%	10.43%
Movies: Comedy	39.47%	40.16%	41.5%
Movies: Action/Adventure	34.52%	37.94%	39.58%
Movies: Drama	21.39%	21.81%	24.01%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.34%	20.41%	21.14%
Movies: Fam.	20.64%	21.65%	22.1%
Movies: Mystery	15.84%	17.48%	19.45%
College Football Reg. Season	4.89%	5.68%	5.77%
MLB Baseball Reg. Season	4.77%	5.9%	6.05%
NFL Football Reg. Season	4.66%	5.87%	5.9%
College Basketball Reg. Season	3.84%	4.06%	4.14%
NBA Basketball Reg. Season	2.49%	3.36%	3.41%
College Basketball Post-Season	1.71%	1.55%	1.61%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	36.53%	38.92%	37.77%
Swimming	24.45%	27.04%	26.73%
Bowling	22.01%	20.62%	20.2%
Basketball	17.68%	16.96%	16.96%
Billiards/Pool	16.64%	17.4%	17.32%
Jogging/Running	15.77%	15.37%	15.86%
Freshwater Fishing	14.33%	14.67%	14.21%
Football	13.68%	12.5%	12.13%
Weight Training	12.69%	14.61%	14.54%
Baseball	12.57%	12.25%	11.31%
Aerobics	11.71%	11.34%	11.09%
Using Cardio Machine	10.31%	12.19%	11.69%
Stationary Cycling	9.62%	11.08%	11.2%
Golf	9.24%	11.73%	11.08%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Volleyball	9.1%	8.4%	8.4%
Softball	8.04%	8.15%	7.59%
Mountain/Road Biking	7.72%	9.74%	9.92%
Camping Trips	7.71%	9.74%	9.39%
Soccer	6.6%	7.47%	6.68%
Target Shooting	6.36%	7.05%	6.4%
Roller Skating	6.17%	6.4%	6%
Tennis	6.08%	7.27%	6.72%
Saltwater Fishing	6%	6.87%	6.59%
Yoga	5.99%	6.79%	6.64%
Backpacking/Hiking	5.92%	7.82%	7.25%
Hunting	5.69%	6.5%	6.11%
Racquetball	4.78%	4.59%	4.16%
Power Boating	4.39%	5.91%	5.94%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	4.36%	5.44%	5.58%
Motorcycling	4.27%	5.63%	5%
Canoeing/Kayaking	4.18%	5.36%	5.03%
Horseback Riding	3.86%	4.94%	4.42%
Hockey	3.63%	4.26%	3.67%
Fly Fishing	3.54%	4.02%	4.13%
Water Skiing	3.24%	3.97%	3.67%
Skateboarding	3.16%	3.77%	3.57%
Downhill & X-Country Skiing	3.12%	3.95%	3.76%
Archery	3.07%	3.41%	3.31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jet Skiing	3.03%	4.42%	4.38%
Snorkeling	2.89%	4.24%	4.45%
Snowmobiling	2.71%	3.69%	3.42%
Snowboarding	2.59%	3.5%	3.29%
Rock Climbing	2.44%	3.31%	3.15%
Martial Arts	2.42%	3.24%	2.93%
Sailing	2.22%	3.12%	2.97%
Auto Racing	2.07%	2.44%	2.59%
Rowing	2.06%	2.91%	2.49%
Surfing & Windsurfing	1.85%	2.7%	2.67%

Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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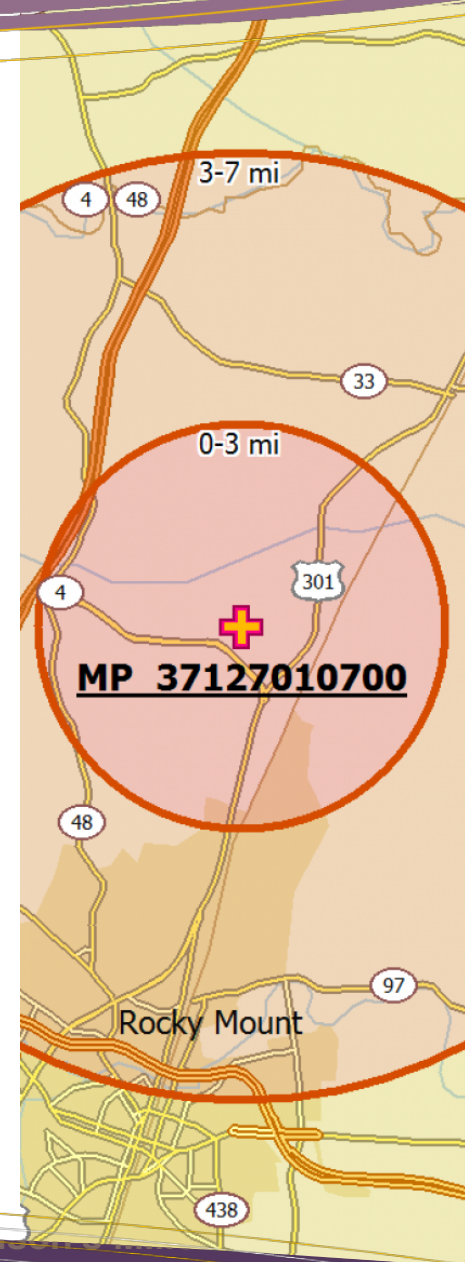
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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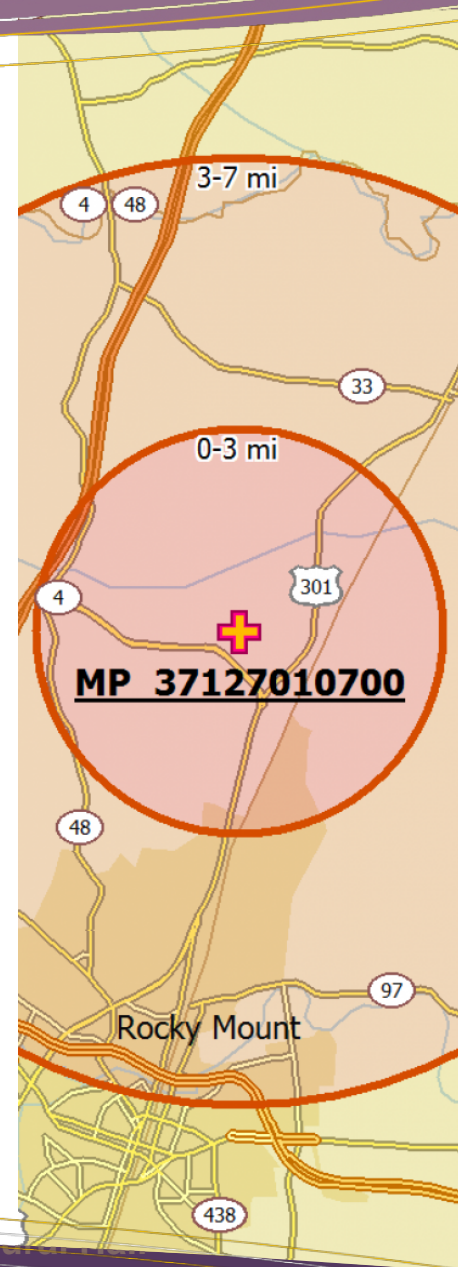
Potential Cultural Barriers:

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.
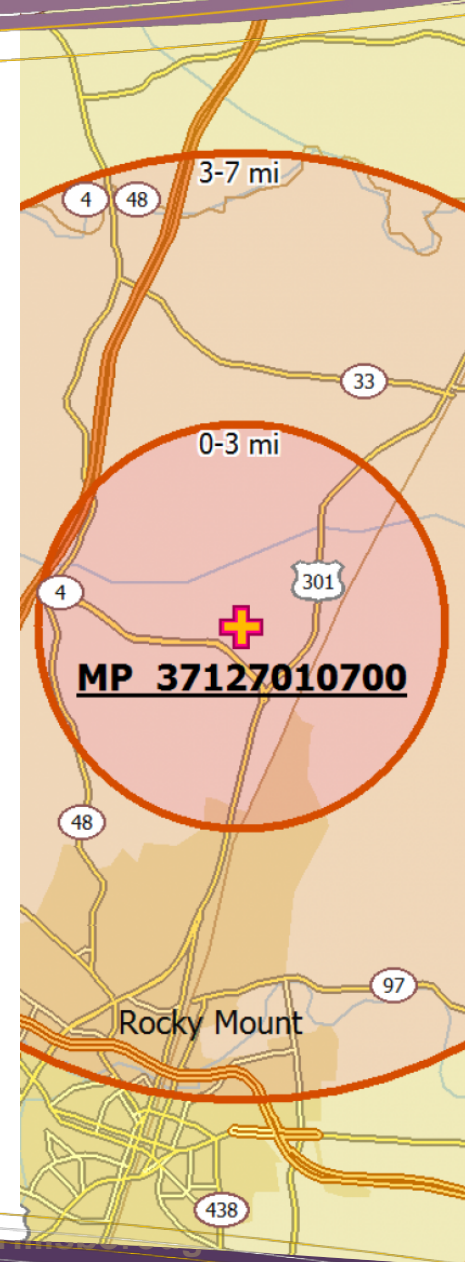
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	52%	53%
Like Control Over People And Resources	41%	36%	37%
Speak My Mind Even If It Upsets People	38%	38%	39%
Find It Difficult To Say No To My Kids	35%	36%	36%
Woman's Place Is In The Home	34%	34%	34%
Don't Judge People/Way They Live Life	32%	29%	31%
Too Much Sponsorship In Arts/Sports	30%	27%	28%
Prefer To Have Few Possessions As Possible	28%	31%	30%
Like To Do Unconventional Things	28%	29%	28%
I Am A Workaholic	25%	22%	24%
Money Is Best Measure Of Success	25%	25%	24%
If Won Lottery Would Never Work Again	23%	26%	26%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	21%	20%	20%
Like to Stand Out In A Crowd	21%	21%	22%
Friends More Important Than My Fam.	20%	23%	22%
Like To Pursue Challenge/Novelty/Change	19%	18%	17%
We Should Strive for Equality for All	17%	15%	17%
Only Work Current Job for The Money	17%	16%	15%
Rarely Sit Down to a Meal Together At Home	15%	16%	17%
Happy With My Standard Of Living	13%	13%	13%
On Whole People Get What They Deserve	13%	12%	11%
Very Happy With My Life As It Is	12%	9%	10%
Indulge My Kids With The Little Extras	11%	9%	9%
I Am A Perfectionist	11%	9%	10%

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Potential Cultural Themes

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

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

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Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
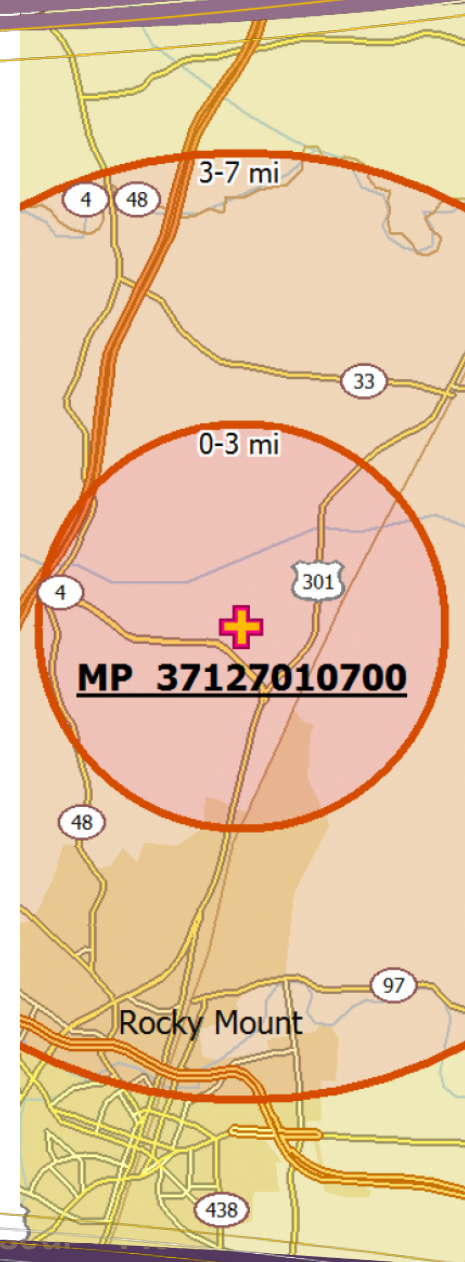
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	56%	57%	57%
Important To Respect Customs And Beliefs	55%	57%	58%
Prefer Work Part Of Team Than Alone	40%	37%	37%
Like To Understand About Nature	38%	38%	39%
Important To Juggle Various Tasks	36%	34%	34%
Important Feel Respected By My Peers	33%	33%	33%
Good At Fixing Things	31%	29%	30%
Prefer To Have Few Possessions As Possible	28%	31%	30%
Have Keen Sense Of Adventure	28%	28%	28%
People Have To Take Me As They Find Me	23%	23%	23%
Provide My Kids With The Little Extras	22%	19%	19%
Consider Myself Interested In The Arts	21%	20%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	19%	20%
Like To Just Enjoy Life	20%	20%	20%
Worried About Pollution Caused By Cars	18%	17%	17%
Try Not To Worry About The Future	18%	16%	17%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	15%	14%	15%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Feel Very Alone In The World	8%	7%	6%
Like Spending Most Time With Fam.	6%	6%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

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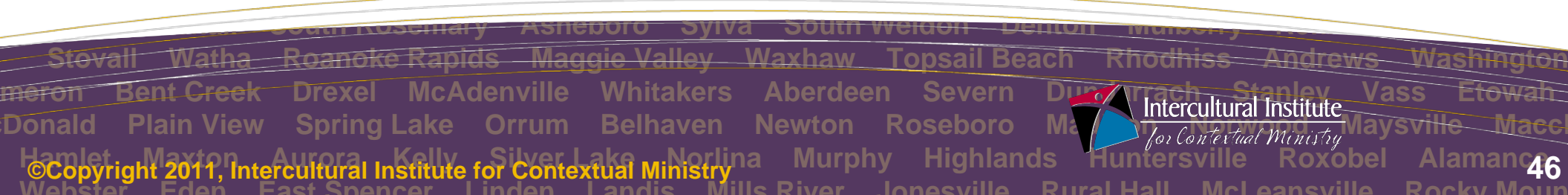
Potential Shared Places

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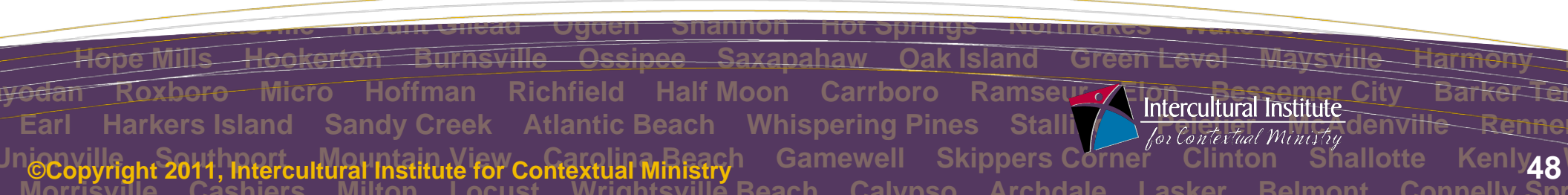
Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	84.17%	85.72%	86.04%
Fam. Restaurants/Steak Houses-Visit Any	74.33%	79.32%	77.69%
McDonald's	54.38%	55.58%	56.07%
Burger King	39.45%	39.6%	39.14%
Kentucky Fried Chicken (KFC)	34.13%	33.08%	34.34%
Wendy's	32.31%	32.31%	32.16%
Subway	27.79%	30.15%	30.77%
Applebee's	25.33%	28.14%	27.87%
Pizza Hut	23.48%	24%	24.01%
Taco Bell	22.9%	28.42%	27.16%
Arby's	19.2%	21.9%	21.76%
Red Lobster	18.82%	18.81%	18.93%

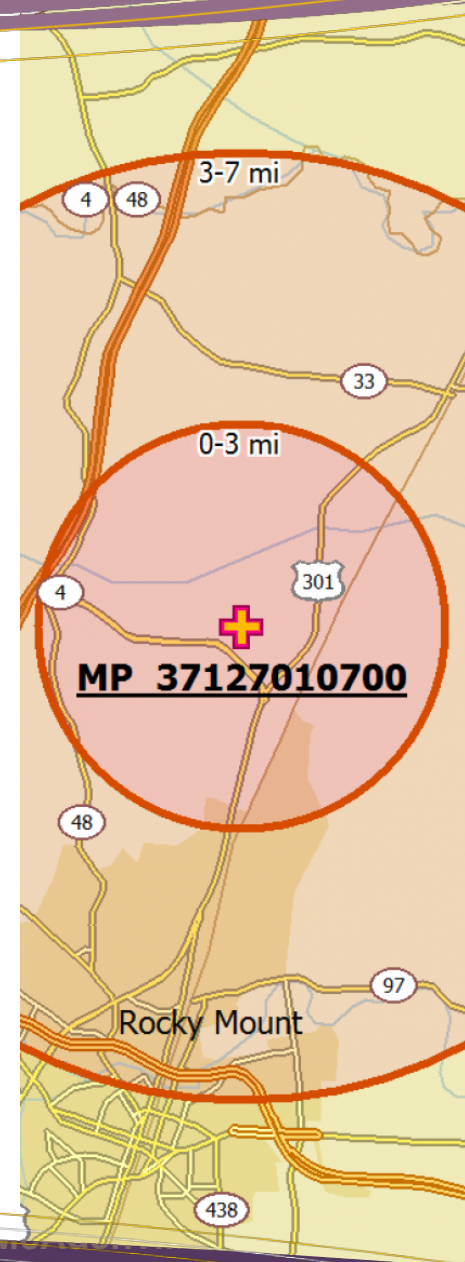| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.29%	20.03%	19.85%
Domino's Pizza	16.55%	16.34%	16.56%
Popeyes	16.51%	14.85%	15.4%
Chick-Fil-A	15.09%	15.87%	15.34%
IHOP (International House Of Pancakes)	15.01%	15.9%	15.78%
Golden Corral	14.93%	14.65%	14.39%
Dunkin' Donuts	14.39%	12.09%	12.84%
Dairy Queen	14.17%	16.75%	17.17%
TGI Friday's	13.88%	13.85%	14.46%
Church's Fried Chicken	12.86%	10.91%	11.32%
Outback Steakhouse	12.51%	14.57%	14.74%
Sonic	12.47%	15.32%	14.64%

Potential Shared Projects

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

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

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

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Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	42.19%	44.88%	42.95%
Recycled products	24.12%	28.83%	27.25%
Engaged in fund raising	12.76%	11.26%	10.79%
Worked as volunteer (non political)	11.53%	13.87%	13.7%
Religious club member	8.48%	8.3%	7.95%
Church Board	7.95%	6.73%	6.25%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.27%	4.98%	4.55%
Took active part in local civic issue	4.89%	4.98%	4.94%
Charitable Organization	4.86%	4.75%	4.51%
Wrote to elected offcl about publ bus	4.66%	5.28%	5.03%
Fraternal order member	4.58%	4.68%	4.23%
Wrote to editor of mag or newspaper	4.4%	4.94%	4.94%

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Communication Media Content

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

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

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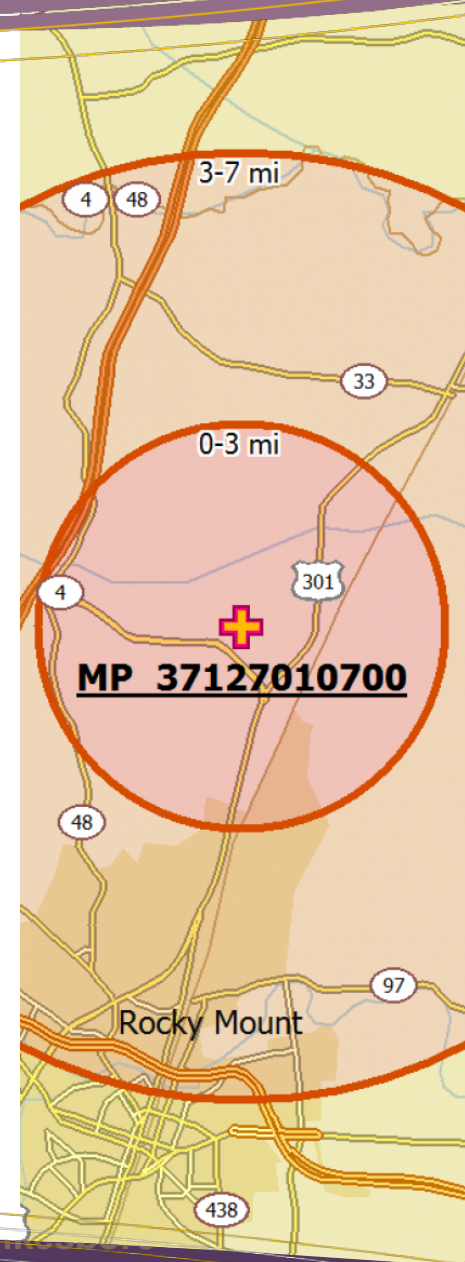
Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	13.73%	15.25%	14.6%
Children's Books	13.15%	12.86%	12.79%
Religious (not Bibles)	10.72%	10.14%	9.71%
Mystery	8.12%	9.78%	9.54%
Romance	7.66%	7.3%	7.09%
Cookbooks	7.35%	8.92%	9.14%
Personal/Business Self-help	6.35%	6.15%	6.04%
Biography	6.08%	6.19%	6%
Mail order	5.49%	5.04%	5%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.06%	67.81%	66.95%
Gen. Editorial	51.51%	50.95%	51.35%
Womens	46.64%	45.58%	45.36%
Service	27.31%	30.83%	31.43%
Music	21.07%	17.2%	17.66%
Business/Finance	19.73%	19.67%	19.86%
Mens	18.89%	18.97%	18.85%
Sports	13.78%	14.29%	14.48%
Health	13.34%	13.64%	13.63%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	47.85%	51.63%	49.89%
Classified	32.59%	32.01%	32.39%
Sport	29.89%	30.74%	29.99%
Editorial Page	24.12%	27.57%	26.43%
Business/Finance	23.51%	26.21%	25.46%
Movie Listings & Reviews	23.39%	23.99%	23.55%
Comics	21.01%	24.01%	23.72%
TV/Radio Listings	20.9%	23.25%	22.54%
Food/Cooking	20.53%	23.29%	22.86%
Home/Gardening	18.04%	19.12%	18.56%
Fashion	17.55%	15.87%	15.66%
Travel	16.97%	18.52%	17.39%
Science/Technology	14.11%	15.06%	14.51%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	43.28%	32.08%	34.26%
CHR Contemp Hit Radio	18.83%	17.48%	16.87%
Jazz	12.13%	10.52%	9.84%
Variety	11.87%	10.11%	9.74%
Adult Contemporary	8.7%	12.32%	12.82%
Country	8.68%	14.26%	13.5%
Oldies	8.5%	9.33%	9.7%
All News	8.49%	6.98%	6.4%
Gospel	7.97%	6.33%	6.82%
Religious	5.97%	6.11%	5.6%
Rock	5.66%	8.18%	7.75%
News/Talk	5.51%	8.17%	8.08%
Soft Contemporary	4.85%	5.62%	5.69%
All Talk	4.14%	4.09%	3.66%
Classic Rock	3.51%	5.99%	5.98%
Alternative	3.33%	5.69%	6.17%
Sports	3.15%	3.24%	3.26%
Hispanic	2.96%	2.8%	2.65%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	59.34%	61.79%	61.03%
Soapnet	50.47%	51.17%	50.58%
Satellite Dish	46.54%	49.33%	50.63%
Other Video-On-Demand	36.85%	41.74%	45.81%
Subscribe Digital Cable	34.84%	31.54%	32.6%
Sci-Fi Channel	33.69%	34.82%	34.22%
MSNBC	30.72%	32.01%	32.89%
TV Info From Sunday TV Magazine	28.18%	28.77%	28.05%
Adult Pay Per View TV	27.31%	30.61%	32.03%
TV Info From Newspapers	25.86%	26.13%	25.96%
Nickelodeon	24.74%	26.28%	26.63%
Comedy Central	23.87%	28.06%	28.56%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Other	22.46%	21.94%	21.82%
USA Network	21.83%	23.31%	22.54%
TCM (Turner Classic Movies)	21.83%	24.22%	24.57%
Nick At Nite	21.35%	23.76%	24.16%
Hallmark Channel	21.23%	23.52%	24.13%
BET (Black Entertainment TV)	21.17%	22.23%	23.57%
ESPN2	20.98%	21.97%	23.17%
TV Info From Monthly Cable Guide	20.76%	22.36%	23.27%
Lifetime	20.17%	21.03%	21.45%
HGTV (and Garden Television)	19.6%	18.79%	18.57%
ABC Fam.	19.41%	22.02%	22.92%
The Golf Channel	18.83%	22.05%	22.1%

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Communication Media Usage

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

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

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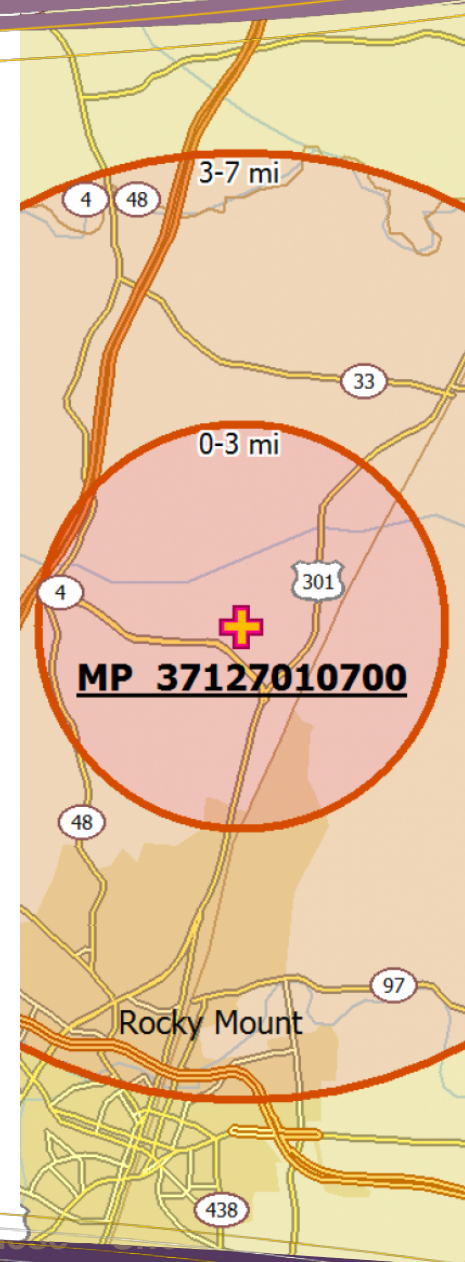
Potential Print Media Usage:

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+)	15.58%	17.2%	17.06%
Medium Users (4-6)	7.83%	9.06%	8.87%
Light Users (1-3)	20.66%	20.59%	19.16%
Quintiles (20%)			
Newspaper I (Heavy)	0.76%	0.9%	1.1%
Newspaper II	1.84%	2.04%	1.83%
Newspaper III	3.03%	2.36%	2.13%
Newspaper IV	0.13%	0.35%	0.43%
Newspaper V (Light)	0.65%	0.8%	0.96%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.88%	21.39%	21.67%
Magazines II	11.39%	9.96%	9.99%
Magazines III	12.47%	10.71%	10.83%
Magazines IV	15.27%	13.58%	13.52%
Magazines V (Light)	1.61%	1.12%	0.95%
Outdoor I (Heavy)	8.49%	8.01%	8.37%
Outdoor II	5.01%	4.03%	4.55%
Outdoor III	5.75%	5.06%	5.2%
Outdoor IV	17.18%	16.93%	16.49%
Outdoor V (Light)	21.94%	24.31%	24.81%
Yellow Pages I (Heavy)	17%	15.92%	15.96%
Yellow Pages II	9.42%	7.46%	7.8%
Yellow Pages III	9.27%	7.78%	9.15%
Yellow Pages IV	24.77%	23.89%	23.53%
Yellow Pages V (Light)	5.09%	4.27%	4.71%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	4.3%	3.09%	2.9%
Drive Time III (Medium)	1.63%	1.01%	0.93%
Radio IV & V (Light)	3.79%	3.22%	2.92%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	12.71%	10.9%	11.46%
Radio III (Medium)	4.33%	4.16%	4.14%
Radio IV & V (Light)	4.77%	4.15%	4.25%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.53%	12.57%	12.41%
Cable III (Medium)	4.54%	5.09%	5.3%
Cable IV & V (Light)	35.75%	36.53%	37.76%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.95%	4.38%	3.95%
Prime Time III (Medium)	1.32%	1.61%	1.45%
Prime Time IV & V (Light)	9.55%	9.47%	11.06%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	41.27%	39.82%	39.05%
Fringe III (Medium)	55.06%	52.86%	53.25%
Fringe IV (Light)	56.47%	55.39%	55.25%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	19.01%	16.3%	16.39%
All Day III (Medium)	25.36%	23.67%	24.35%
All Day IV (Light)	22.72%	17.4%	19.26%

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]	11.31%	12.21%	11.63%
6:00am - 10:00am	17.22%	15.88%	16.43%
10:00am - 3:00pm	12.51%	11.63%	13.21%
3:00pm - 7:00pm	15.7%	16.24%	17.05%
7:00pm - Midnight	10.83%	12.6%	12.98%
Midnight - 6:00am	7.27%	7.61%	8.68%
Weekend Radio Listeners			
Dayparts [summary]	13.64%	14.87%	15.57%
6:00am - 10:00am	2.6%	3.07%	3.28%
10:00am-3:00pm	6.36%	6.26%	5.94%
3:00pm - 7:00pm	7.47%	7.96%	8.99%
7:00pm - Midnight	10.59%	10.32%	10.85%
Midnight - 6:00am	13.66%	13.95%	15.07%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.6%	6.86%	7.25%
Saturday: 8:00-11:00pm	10.41%	9.31%	8.84%
Sunday: 7:00-11:00pm	7.01%	9.27%	9.75%
9:00am-1:00pm	21.35%	23.76%	24.16%
9:00am-4:00pm	25.43%	28.09%	28.21%
4:00pm-7:00pm	31.89%	30.78%	30.7%
11:00pm-1:00am	40.22%	41.57%	42.66%
AVG Prime time Mon-Sun	4.84%	4.55%	5.19%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	13.54%	15.92%	17.2%
7-9am	20.98%	21.97%	23.17%
9am-12noon	16.08%	18.6%	17.85%
12noon-4pm	9.35%	9.49%	10.36%
4-6pm	46.59%	48.62%	48.87%
6-7pm	16.86%	16.9%	17.24%
7-7:30pm	2.08%	2.01%	1.71%
7:30-8pm	10.85%	11.01%	11.18%
8-11pm	5.6%	6.86%	7.25%
11pm-12am	30.72%	32.01%	32.89%
11pm-1am	40.22%	41.57%	42.66%
1-6am	30.37%	32.09%	32.68%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.92%	17.17%	17.71%
Sat: 10am-1pm	10.99%	8.95%	9.41%
Sat: 1-4pm	22.71%	24.16%	24.44%
Sat: 4-6pm	7.8%	7.54%	7.57%
Sat: 6-7pm	1.95%	1.65%	1.64%
Sat: 7-8pm	1.7%	1.05%	1.11%
Sat: 8-11pm	10.41%	9.31%	8.84%
Sat: 11pm-1am	8.21%	6.64%	6.59%
Sat: 1am-7pm	21.83%	23.31%	22.54%
Sun: 7-10am	2.47%	2.38%	2.24%
Sun: 10am-1pm	5.02%	6.09%	5.79%
Sun: 1-4pm	4.59%	5.5%	5.36%
Sun: 4-7pm	10.64%	12.08%	12.36%
Sun: 7-11pm	7.01%	9.27%	9.75%
Sun: 11pm-1am	4.6%	5.3%	5.72%
Sun: 1-7am	18.16%	20.97%	20.86%

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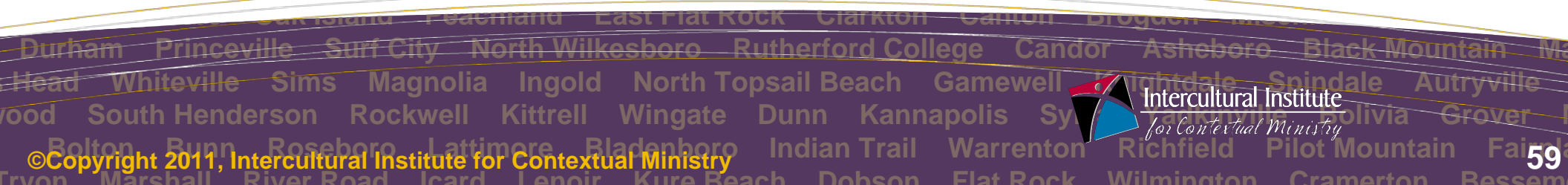
Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

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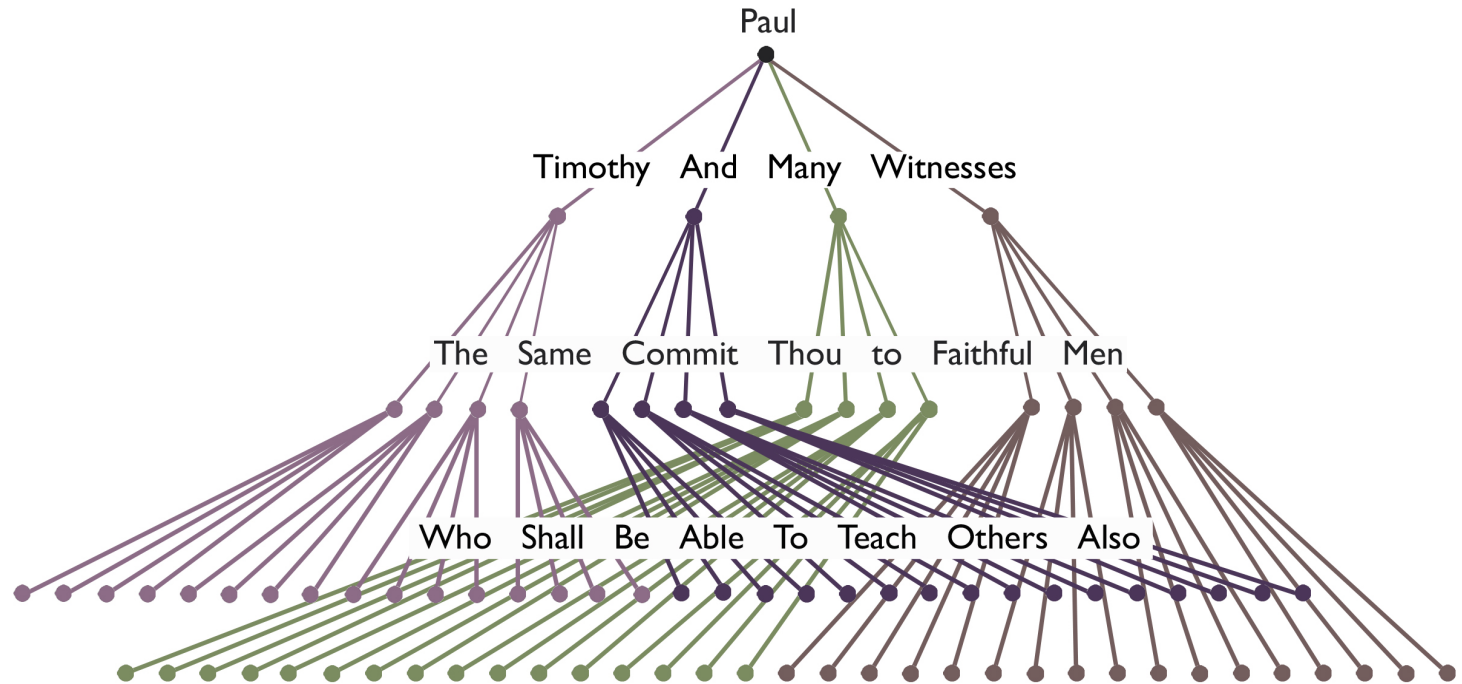
Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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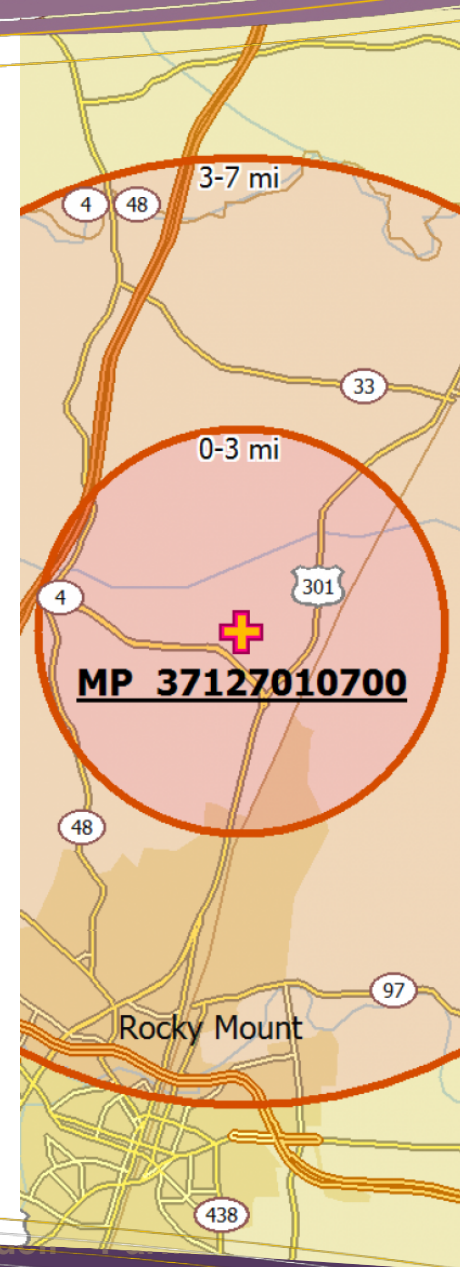
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Battleboro - Battleboro	408 E Battleboro Ave Battleboro, NC 27809	1.64 mi	29	Declining
2	Hickory - Whitakers	12702 NC Highway 48 Whitakers, NC 27891	3.62 mi	41	Declining
3	Avalon - Rocky Mount	3237 Old Battleboro Rd Rocky Mount, NC 27801	4.52 mi	50	Plateauing
4	Whitakers - Whitakers	105 West Pittman St Whitakers, NC 27891	4.78 mi	6	Declining
5	Benvenue - Rocky Mount	2464 Benvenue Rd Rocky Mount, NC 27804	5.32 mi	100	Declining
6	Parkwood - Rocky Mount	1731 Hunter Hill Rd Rocky Mount, NC 27804	6.34 mi	317	Declining
7	Grace International Christian Fellowship	1660 Beaver Pond Dr Rocky Mount, NC 27804	6.42 mi	0	Insufficient Data
8	Dortches - Rocky Mount	4776 Dortches Blvd Rocky Mount, NC 27804	6.42 mi	133	Plateauing
9	Servant's Heart - Rocky Mount	Northern Nash Senior High School Rocky Mount, NC 27804	6.42 mi	100	Insufficient Data
10	Northside Community - Rocky Mount	1660 Beaver Pond Dr Rocky Mount, NC 27804	6.42 mi	310	Growing
11	Gethsemane - Whitakers	7430 Seven Bridges Rd Whitakers, NC 27891	6.49 mi	51	Growing
12	Salem - Whitakers	4502 Swift Creek School Rd Whitakers, NC 27891	6.71 mi	73	Plateauing
13	Church of God's Glory - Rocky Mount	415 Forest Hill Ave Rocky Mount, NC 27804	7.52 mi	5	Insufficient Data
14	Red Oak - Red Oak	5515 Red Oak Rd Red Oak, NC 27868	7.74 mi	240	Plateauing
15	Sunset Avenue - Rocky Mount	3732 Sunset Ave Rocky Mount, NC 27804	7.88 mi	380	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Oakdale - Rocky Mount	13037 US 64 ALT West Hwy Rocky Mount, NC 27801	7.90 mi	230	Plateauing
17	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	8.03 mi	900	Plateauing
18	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	8.08 mi	269	Plateauing
19	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	8.49 mi	55	Insufficient Data
20	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	8.67 mi	1,373	Plateauing
21	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	8.92 mi	320	Declining
22	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	9.05 mi	0	Insufficient Data
23	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	9.13 mi	0	Insufficient Data
24	Ebenezer - Whitakers	615 Ebenezer Rd Whitakers, NC 27891	9.29 mi	0	Insufficient Data
25	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	9.84 mi	77	Plateauing
26	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	9.92 mi	144	Growing
27	West Edgecombe	13821 NC Highway 43 N Rocky Mount, NC 27801	9.93 mi	223	Insufficient Data
28	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	9.98 mi	99	Declining
29	Stoney Creek Cowboy Church	1920 Red Oak Rd Nashville, NC 27856	10.25 mi	0	Insufficient Data
30	Enfield - Enfield	200 W Burnette Ave Enfield, NC 27823	10.28 mi	79	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	White Oak - Enfield	1612 White Oak Rd Enfield, NC 27823	10.37 mi	95	Insufficient Data
32	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	10.75 mi	172	Plateauing
33	Oak Level - Rocky Mount	3598 Oak Level Rd Rocky Mount, NC 27804	10.87 mi	50	Plateauing
34	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	10.95 mi	74	Insufficient Data
35	Turkey Branch - Enfield	7105 Ringwood Rd Enfield, NC 27823	11.54 mi	17	Declining
36	Philadelphia - Nashville	6701 Taylors Store Rd Nashville, NC 27856	11.79 mi	24	Plateauing
37	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	11.86 mi	230	Plateauing
38	Fishing Creek - Whitakers	15150 Avent Rd Whitakers, NC 27891	11.87 mi	27	Plateauing
39	Nashville - Nashville	512 E Washington St Nashville, NC 27856	11.98 mi	175	Plateauing
40	Living Stone Baptist Church	115 C West Nashville Dr. Nashville, NC 27856	12.24 mi	0	Insufficient Data
41	Pleasant Grove - Nashville	4848 Pleasant Grove Church Rd Nashville, NC 27856	12.24 mi	67	Plateauing
42	Rock Creek - Nashville	1238 Rock Creek Dr Nashville, NC 27856	12.24 mi	124	Growing
43	Corinth - Nashville	2883 N NC HIGHWAY 58 Nashville, NC 27856	12.24 mi	200	Plateauing
44	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	13.45 mi	110	Growing
45	Elm Grove - Nashville	2365 Old Bailey Hwy Nashville, NC 27856	13.57 mi	89	Declining

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