MissionSite
top unreached locations

SWANSBORO, NC

CENSUS TRACT: 37133000102
REGION: Region 2: Central Coast
COUNTY: Onslow
SITESCAPE: Townscape
DENSITY PATTERN: M

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
Caring. Sharing. Daring.

MissionSite (TM)
Table of Contents

Intercultural Institute
for Contextual Ministry

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	37133	Onslow
4	Zipcode	28584	Onslow
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	M	10000-50000-50000

3-7 mi
58

0-3 mi
24
MP 37133000102

Intercultural Institute
for Contextual Ministry
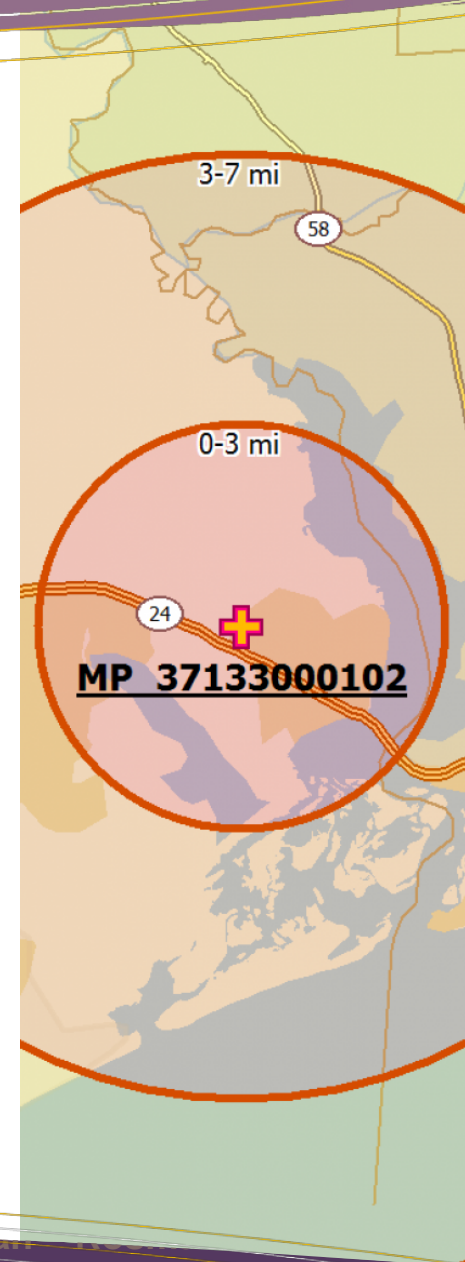
Site Location Summary - Map of the Site Location
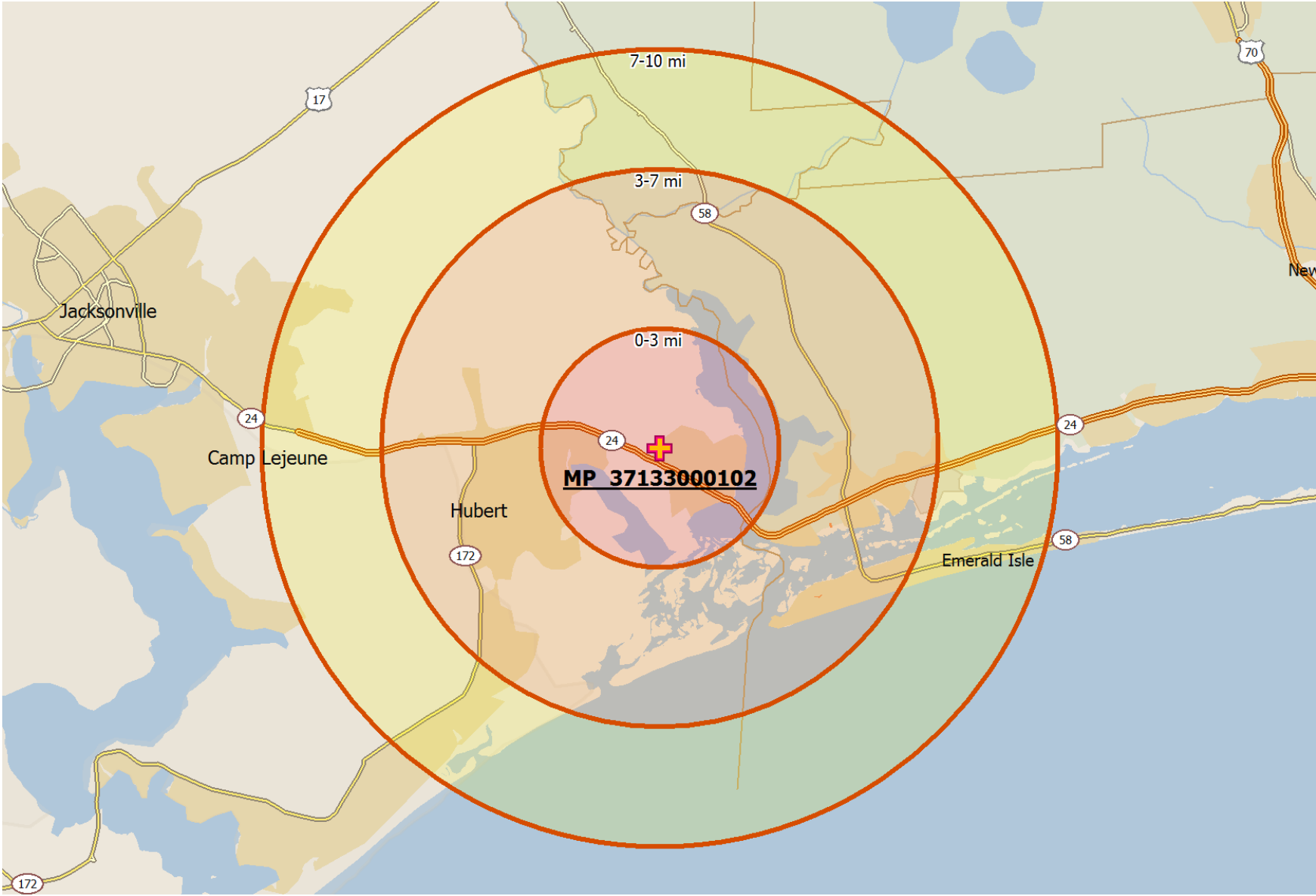
Site Location Summary - Urbanicity

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	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Intercultural Institute
for Contextual Ministry

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	6,259	21,125	5,947
2010 Households	2,843	8,686	2,413
2010 Group Quarters Population	3	65	29

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	22	17
Language Diversity National Index	23	26	27
Foreign Born Diversity National Index	66	66	94
Ancestry Diversity National Index	90	83	62
Racial Diversity National Index	18	23	40

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	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Intercultural Institute
for Contextual Ministry

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	235	8.27%
Mainstay Communities	Established, Diverse Households	896	31.52%
Working Communities	Blue-collar, Working Families	581	20.44%
Country Communities	Rural, Agri. & Mining Families	923	32.47%
Aspiring Communities	Young Singles / Aspiring-Multihousing	173	6.09%
Urban Communities	High Density, Inner-city Neighborhoods	36	1.27%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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	38,600	1,838	4.76%
Unreached %	65.75%	64.65%	98.32
Religious But NOT Evangelical HH	9,399	393	4.18%
Religious But NOT Evangelical %	16.01%	13.81%	86.29
Spiritual But NOT Relig or Evang HH	5,946	349	5.87%
Spiritual But NOT Relig or Evang %	10.13%	12.28%	121.2
Not Evangelical, Not Interested HH	23,790	1,097	4.61%
Not Evangelical, Not Interested %	40.52%	38.6%	95.25

Intercultural Institute
for Contextual Ministry

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	31	2	6.45%
Active BCNC Attenders	6,004	497	8.28%
Active Evangelical Households	5,673	284	5%
Active Evangelical Percent	9.66%	9.98%	103.32
Inactive Evangelical Households	14,435	722	5%
Inactive Evangelical Percent	24.59%	25.40%	103.31
# New Churches Needed	0	0	0%

Intercultural Institute
for Contextual Ministry

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	Swansboro FBC	1.45 mi	378	Plateauing	16	Kellum	14.28 mi	180	Growing
2	Piney Grove	1.75 mi	119	Plateauing	17	Maysville FBC	14.78 mi	169	Plateauing
3	Peletier First Missionary - Cape Carteret	3.72 mi	91	Declining	18	Korean	14.92 mi	37	Plateauing
4	Bear Creek	4.32 mi	205	Declining	19	Victory - Newport	14.97 mi	37	Declining
5	Cape Carteret - Cape Carteret	4.37 mi	479	Growing	20	New River	15.85 mi	81	Growing
6	Emerald Isle - Emerald Isle	5.80 mi	0	Insufficient Data	21	Calvary	16.05 mi	38	Insufficient Data
7	Cornerstone Gospel Baptist Church	6.43 mi	22	Insufficient Data	22	Seeking Jacksonville	16.70 mi	0	Insufficient Data
8	Grants Creek	8.61 mi	197	Growing	23	Newport - Newport	16.74 mi	115	Plateauing
9	Enon Chapel	10.46 mi	405	Plateauing	24	Cherry Point - Havelock	17.09 mi	177	Plateauing
10	The Intersection	10.55 mi	116	Insufficient Data	25	Brookwood	17.17 mi	157	Declining
11	Croatan - Newport	11.07 mi	19	Plateauing	26	Havelock First - Havelock	17.18 mi	218	Declining
12	Centerview	12.31 mi	344	Growing	27	The Bridge	17.22 mi	0	Insufficient Data
13	Midville	12.82 mi	44	Declining	28	Havelock Community - Havelock	17.52 mi	75	Growing
14	New Life	14.00 mi	203	Growing	29	Jacksonville FBC	17.79 mi	1,038	Growing
15	Memorial	14.16 mi	60	Growing	30	Salem	18.40 mi	228	Insufficient Data

Intercultural Institute for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry

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	149,837	4,345	2.9%
2000 Population	150,355	5,749	3.82%
2010 Population	177,779	6,259	3.52%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	40,658	1,786	4.39%
2000 Households	48,122	2,408	5%
2010 Households	58,708	2,843	4.84%

Location Types in this MissionSite
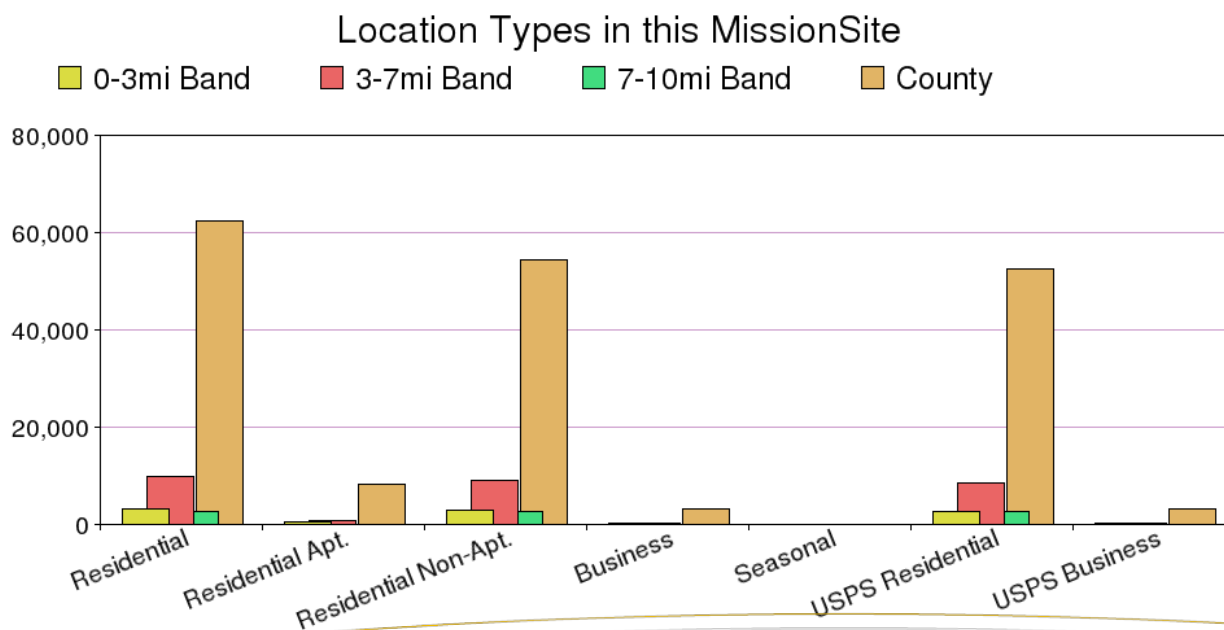
Location Type	0-3mi Band
Residential	3,296
Residential Apt.	406
Residential Non-Apt.	2,890
Business	171
Seasonal	0
USPS Residential	2,666
USPS Business	231

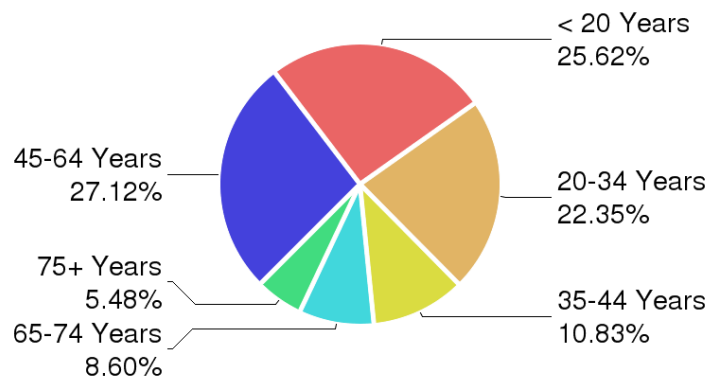Intercultural Institute
for Contextual Ministry

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

< 20 Years 25.62%
20-34 Years 22.35%
35-44 Years 10.83%
65-74 Years 8.60%
75+ Years 5.48%
45-64 Years 27.12%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	6.9%	80.99
4-5 Years	3.15%	2.62%	83.17
6-8 Years	4.31%	4.27%	99.07
9-11 Years	3.62%	3.74%	103.31
12-13 Years	2.13%	2.35%	110.33
14-17 Years	5.45%	3.74%	68.62
18-19 Years	2.7%	2%	74.07
0-5 Years	11.67%	9.52%	81.58
6-12 Years	9.01%	9.22%	102.33
13-19 Years	9.21%	6.87%	74.59
< 20 Years	29.89%	25.61%	85.68
20-34 Years	37.86%	22.35%	59.03
35-44 Years	8.9%	10.83%	121.69
45-64 Years	15.9%	27.11%	170.5
65-74 Years	4.46%	8.6%	192.83
75+ Years	3%	5.48%	182.67
Median Age	26	40	157.36
Median Age (Male)	24	38	153.9
Median Age (Female)	28	43	153.33

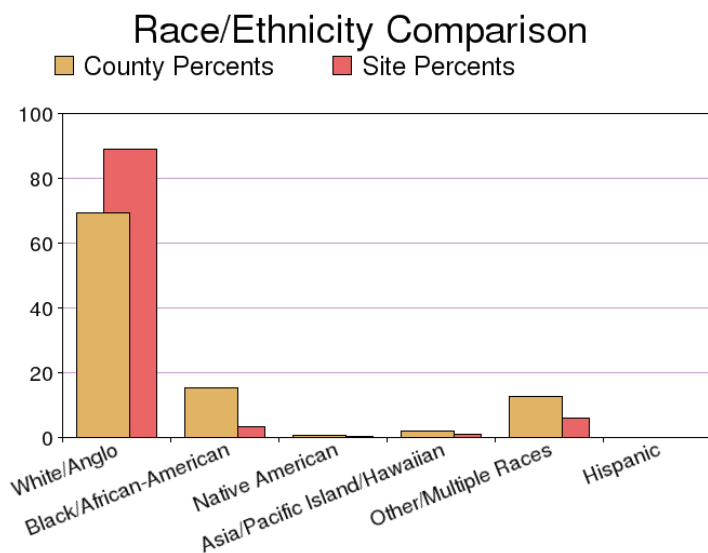Intercultural Institute
for Contextual Ministry

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	69.39%	89.01%	128.27
Black, African-American	15.44%	3.42%	22.14
Native American	0.74%	0.4%	53.67
Asian	1.72%	0.91%	53.08
Pacific Island, Hawaiian	0.19%	0.11%	57.46
Other/Multiple Races	12.51%	6.15%	49.16
Hispanic	0%	3.2%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	4,209	
Less than 9th Grade	3.71%	3.04%	121.92
No High School Diploma	7.24%	8.67%	83.5
High School Graduate	31.21%	27.92%	111.79
Some College, no degree	30.35%	27.58%	110.04
Associate Degree	9.55%	11.12%	85.84
College Degree	12.91%	15.23%	84.76
Graduate/Prof. degree	5.04%	6.44%	78.21

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Intercultural Institute
for Contextual Ministry

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	6.95%	6.96%	114.02
$10,000 to $19,999	11.78%	11.96%	101.52
$20,000 to $29,999	12.55%	10.06%	80.19
$30,000 to $49,999	24.16%	19.31%	79.93
$50,000 to $59,999	10.25%	9.36%	91.3
$60,000 to $69,999	7.62%	9.85%	129.21
$70,000 to $79,999	6.44%	5.59%	86.82
$80,000 to $89,999	4.82%	4.12%	85.37
$90,000 to $99,999	3.09%	2.95%	95.73
$100,000 to $124,999	6.31%	10.55%	167.25
$125,000 to $149,999	2.71%	1.72%	63.6
$150,000 to $199,999	2.42%	4.89%	201.71
$200,000 to $249,999	0.41%	1.44%	354.25
$250,000 or more	0.5%	1.2%	238.81
Median Household	44,398	52,530	118.32
Average Household	57,374	70,833	123.46
Per Capita Household	22,350	32,175	143.96
Family/Non-Family Household Income			
Median Family Income	50,862	66,816	131.37
Average Family Income	64,268	81,584	126.94
Median Non-Family Income	29,109	28,297	97.21
Average Non-Family Income	37,930	42,799	112.84

Intercultural Institute
for Contextual Ministry
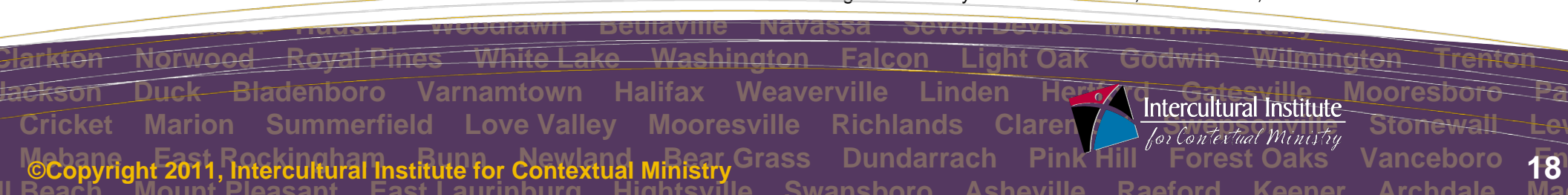
Current Demographic Summary

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	73.82%	67.22%	91.05
Families with Children	41.32%	30.28%	73.29
Families without Children	32.5%	36.93%	113.63
Non-Family Households			
% Non-Family Households	26.18%	32.78%	125.24
Non-Families with Children	0.11	0.07	61.64
Non-Families without Children	26.06	32.71	125.52
Housing Units			Index
Total Housing Units	69,294	3,603	
Vacant percent	15.28%	21.09%	138.07
Owned percent	51.54%	56.95%	110.51%
Rented Percent	33.18%	21.98%	66.24
Households by Size			Index
Avg household size	2.49	2.20	88.35
Avg family hh size	2.99	2.74	91.64
Avg non-family hh size	1.09	1.10	100.92
Households By Count of Persons			Percent
One	12,809	804	6.28%
Two	20,827	1,136	5.45%
Three or Four	20,876	771	3.69%
Five+	4,196	131	3.12%

Intercultural Institute
for Contextual Ministry

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	149,837	4,345	2.9%
2000 Population	150,355	5,749	3.82%
2010 Population	177,779	6,259	3.52%
2015 Population	201,281	6,836	3.4%

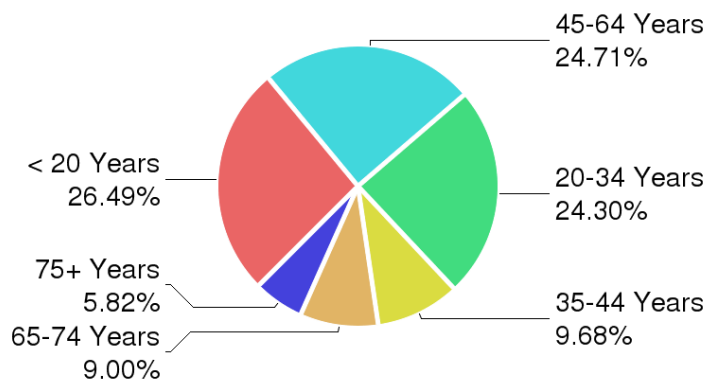| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	40,658	1,786	4.39%
2000 Households	48,122	2,408	5%
2010 Households	58,708	2,843	4.84%
2015 Households	63,803	3,039	4.76%

Household Change from 1985 to 2030
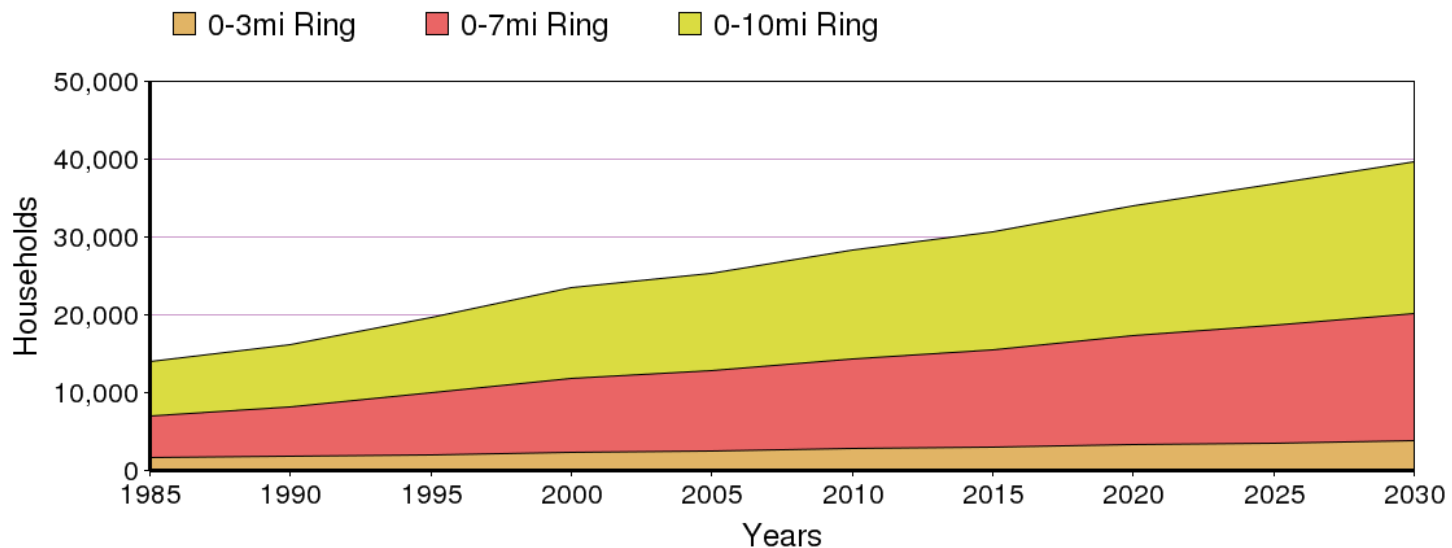
Projected Demographic Summary

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

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

Projected Age Group Percentages

45-64 Years	24.71%
20-34 Years	24.30%
35-44 Years	9.68%
65-74 Years	9.00%
75+ Years	5.82%
< 20 Years	26.49%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.9%	6.88%	99.71
4-5 Years	2.62%	3.1%	118.32
6-8 Years	4.27%	4.94%	115.69
9-11 Years	3.74%	4.49%	120.05
12-13 Years	2.35%	2.69%	114.47
14-17 Years	3.74%	3.23%	86.36
18-19 Years	2%	1.14%	57
0-5 Years	9.52%	9.98%	104.83
6-12 Years	9.22%	10.83%	117.46
13-19 Years	6.87%	5.68%	82.68
< 20 Years	25.61%	26.49%	103.44
20-34 Years	22.35%	24.3%	108.72
35-44 Years	10.83%	9.68%	89.38
45-64 Years	27.11%	24.71%	91.15
65-74 Years	8.6%	9%	104.65
75+ Years	5.48%	5.82%	106.2
Median Age	26	40	155.84
Median Age (Male)	24	37	149.41
Median Age (Female)	28	43	152.97

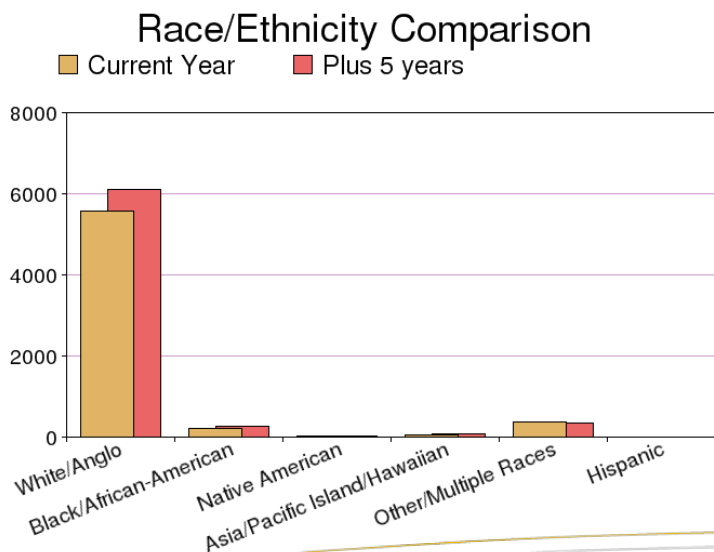Intercultural Institute for Contextual Ministry

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	89.01%	89.32%	100.35
Black, African-American	3.42%	3.96%	115.95
Native American	0.4%	0.51%	128.18
Asian	0.91%	0.92%	101.2
Pacific Island, Hawaiian	0.11%	0.12%	104.64
Other/Multiple Races	6.15%	5.16%	83.95
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,209	4,841	
Less than 9th Grade	3.04%	2.75%	90.34
No High School Diploma	8.67%	7.5%	86.47
High School Graduate	27.92%	27.21%	97.45
Some College, no degree	27.58%	26.75%	96.98
Associate Degree	11.12%	12.02%	108.12
College Degree	15.23%	16.81%	110.41
Graduate/Prof. degree	6.44%	6.96%	108.12

Intercultural Institute
for Contextual Ministry

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	6.96%	5.89%	84.57
$10,000 to $19,999	11.96%	10.56%	88.32
$20,000 to $29,999	10.06%	8.62%	85.7
$30,000 to $49,999	19.31%	17.31%	89.63
$50,000 to $59,999	9.36%	9.38%	100.23
$60,000 to $69,999	9.85%	10.3%	104.58
$70,000 to $79,999	5.59%	5.82%	97.08
$80,000 to $89,999	4.12%	4.28%	99.95
$90,000 to $99,999	2.95%	3.13%	105.8
$100,000 to $249,999	10.55%	12.77%	120.99
$125,000 to $149,999	1.72%	2.01%	116.46
$150,000 to $199,999	4.89%	6.15%	125.86
$200,000 to $249,999	1.44%	1.74%	120.93
$250,000 or more	1.2%	1.61%	134.82
Median Household	52,530	58,543	111.45
Average Household	70,833	79,544	112.3
Per Capita Household	32,175	35,362	109.91
Family/Non-Family Household Income			
Median Family Income	66,816	76,640	114.7
Average Family Income	81,584	94,631	115.99
Median Non-Family Income	28,297	32,116	113.5
Average Non-Family Income	42,799	44,599	104.21

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.22%	66.24%	98.54
Families with Children	30.28	28.99	95.72
Families without Children	36.93	37.91	102.64
Non-Family Households			
% Non-Family Households	32.78%	33.76%	102.99
Non-Families with Children	0.07	0	102.99
Non-Families without Children	32.71	33.76	103.21
Housing Units			
Total Housing Units	3,603	3,861	107.16%
Vacant percent	21.09%	21.29%	100.93
Owned percent	56.95%	56.23%	98.73
Rented Percent	21.98%	22.48%	102.27
Households by Size			
Avg household size	2.20	2.25	102.27%
Avg family hh size	2.74	2.84	103.65%
Avg non-family hh size	1.10	1.09	99.09%
Households By Count of Persons			
One	804	896	111.44%
Two	1,136	1,138	100.18%
Three or Four	771	845	109.6%
Five+	131	160	122.14%

Intercultural Institute for Contextual Ministry

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	158	427	256
Northern Europe	9	64	26
Western Europe	32	53	20
Southern Europe	0	5	14
Eastern Europe	3	29	31
Other Europe	0	0	0
Eastern Asia	36	72	21
So. Central Asia	0	2	1
SE Asia	3	83	40
Western Asia	5	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	3	0	1
Middle Africa	0	0	0
Northern Africa	4	10	0
Southern Africa	0	3	13
Western Africa	0	0	1
Other Africa	0	0	0
Oceania	3	25	0
Caribbean	16	1	19
Central Amer.	31	55	52
South America	6	0	7
North America	7	25	10
Born at sea	0	0	0

Intercultural Institute for Contextual Ministry

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	5,042	14,835	7,940
Spanish	123	403	296
Other Indo-Euro language	81	197	150
French (incl. Patois, Cajun)	13	62	53
French Creole	0	0	1
Italian	36	10	6
Portuguese	0	2	17
German	27	104	34
Yiddish	0	0	0
Other West Germanic	0	1	0
A Scandinavian Language	2	0	0
Greek	1	0	9
Russian	0	0	7
Polish	0	14	18
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	2
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	2	4	3
Asian/PI languages	0	0	0
Chinese	10	11	4
Japanese	23	46	12
Korean	2	15	15
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	13	11
Laotian	0	0	7
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	8	73	10
Other Pacific Is	0	44	14
Other languages	11	0	9
Navajo	0	0	9
Other Native N. American	11	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

Intercultural Institute for Contextual Ministry

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	4,300	12,947	6,861
Arab	6	0	8
Armenian	0	0	0
Austrian	16	21	3
British	21	89	45
Canadian	2	10	2
Croatian	0	3	3
Czech	13	2	0
Czechoslovak	13	17	3
Danish	7	27	2
Dutch	86	233	72
English	589	1,576	854
European	21	210	39
Finnish	0	8	12
French (not Basque)	97	384	153
French Canadian	53	108	63
German	639	1,802	869
Greek	6	27	30
Hungarian	2	37	33
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	490	1,718	816
Italian	292	633	312
Lithuanian	6	12	22
Norwegian	30	85	50
Polish	126	313	108
Portuguese	0	32	31
Romanian	2	0	0
Russian	2	14	21
Scandinavian	0	2	11
Scotch-Irish	137	446	199
Scottish	124	274	161
Slovak	5	21	13
Subsaharan African	0	42	46
Swedish	41	106	55
Swiss	6	16	17
Ukrainian	14	23	5
US/American	793	2,098	1,204
Welsh	37	45	26
West Indian	11	0	1
Yugoslavian	0	39	0
Other	613	2,474	1,572

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
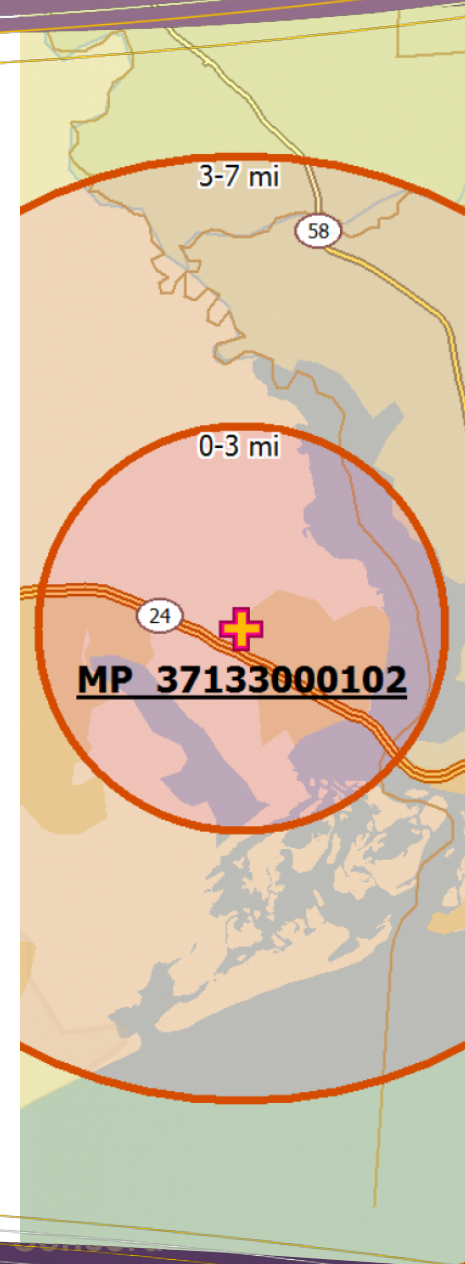
Unreached Households by Lifestyle Segment

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	2,843	100%	1,840	100%
AFFLUENT SUBURBIA	109	3.83%	78	4.24%
America's Wealthiest	3	0.11%	2	0.11%
Dream Weavers	95	3.34%	68	3.7%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	11	0.39%	8	0.43%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	126	4.43%	85	4.62%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	126	4.43%	85	4.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	709	24.94%	457	24.84%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	291	10.24%	0	0%
Prime Middle America	0	0%	190	10.33%
Urban Optimists	418	14.7%	0	0%
Family Convenience	0	0%	267	14.51%
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	2,843	100%	1,840	100%
BLUE COLLAR BACKBONE	10	0.35%	6	0.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	10	0.35%	6	0.33%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	187	6.58%	125	6.79%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	40	1.41%	26	1.41%
Professional Urbanites	45	1.58%	33	1.79%
Urban Advancement	10	0.35%	7	0.38%
Amer. Great Outdoors	92	3.24%	59	3.21%
Mature America	0	0%	0	0%
METRO FRINGE	571	20.08%	391	21.25%
Steadfast Conservative	571	20.08%	391	21.25%
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%

Intercultural Institute for Contextual Ministry

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	2,843	100%	1,840	100%
REMOTE AMERICA	705	24.8%	416	22.61%
Hardy Rural Fam.	110	3.87%	67	3.64%
Rural Southern Living	595	20.93%	349	18.97%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	173	6.09%	126	6.85%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	84	2.95%	62	3.37%
Stable Careers	89	3.13%	64	3.48%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	218	7.67%	132	7.17%
Aspiring Hispania	12	0.42%	0	0%
Industrious Country Living	0	0%	8	0.43%
America's Farmland	142	4.99%	0	0%
Comfy Country Living	64	2.25%	87	4.73%
Small Town Connections	0	0%	37	2.01%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,843	100%	1,840	100%
STRUGGLING SOCIETIES	22	0.77%	15	0.82%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	22	0.77%	15	0.82%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	14	0.49%	9	0.49%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	11	0.39%	7	0.38%
Af. Amer. Neighborhoods	3	0.11%	2	0.11%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Intercultural Institute for Contextual Ministry

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?
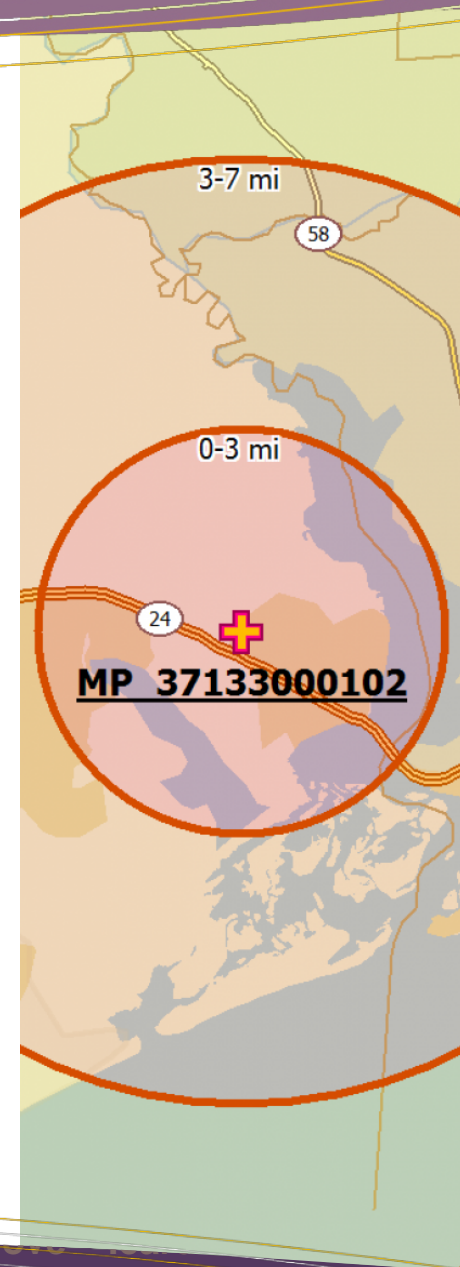
Potential Cultural Bridges

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).

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	81%	80%	80%
Use Comp. for Internet/E-mail	66%	64%	63%
Internet Use: E-Mail	54%	53%	52%
Use Comp. for Comp. Games	42%	40%	40%
Use Comp. for Word Processing	41%	41%	40%
Use Comp. for Shopping	38%	36%	36%
Use Comp. for Banking	35%	34%	34%
Use Comp. for Digital Camera Photo Editing	35%	34%	34%
Use Comp. for Education	34%	31%	31%
Internet Use: News/ Weather	31%	30%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	30%	30%	29%
HH Owns DVD Player	29%	28%	28%
Use Comp. for News/Info./Data Service	23%	23%	23%
PC-Network-HH Has One	19%	18%	18%
Use Comp. for Accounting	17%	17%	16%
Use Comp. for Personal Financial Mngmnt	14%	15%	15%
Internet Use: Shopping: Made A Purchase	14%	13%	13%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	12%
HH Owns Video/Webcam	11%	11%	11%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	67%	67%
Dining Out (Not Fast Food)	60%	60%	60%
Reading Books	53%	54%	54%
Card Games	43%	42%	42%
Go To A Beach/Lake	37%	37%	37%
Gardening	37%	36%	36%
Cooking for Fun	36%	35%	36%
Board Games	35%	34%	34%
Visit Zoo	23%	22%	22%
Photography	20%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	70%	70%
Gen./Fam. Practitioner	44%	43%	43%
Dentist	27%	29%	29%
Backache	23%	23%	23%
Eye Dr.	20%	22%	22%
None Of These	19%	19%	18%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	15%	16%	16%
Any Arthritis	15%	16%	16%

Intercultural Institute
for Contextual Ministry

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	26.82%	27.89%	27.89%
Live Theater	18.43%	19.67%	19.64%
Live Theater Most Often	15.8%	16.45%	16.42%
Rock/Pop Concerts Most Often	13.58%	13.19%	13.2%
Comedy Club	8.7%	8.94%	8.83%
Country Concerts Most Often	8.56%	8.37%	8.15%
Movies: Comedy	40.75%	39.23%	38.97%
Movies: Action/Adventure	39.29%	38.59%	38.43%
Movies: Drama	19.78%	20.2%	20.24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	19.5%	19.33%	19.38%
Movies: Romantic Comedy	19.08%	19.11%	19.01%
Movies: Mystery	16.41%	17.06%	17.24%
MLB Baseball Reg. Season	8.3%	8.06%	7.77%
NFL Football Reg. Season	7.02%	6.92%	6.72%
College Football Reg. Season	7.01%	6.51%	6.39%
College Basketball Reg. Season	4.94%	4.43%	4.32%
NBA Basketball Reg. Season	3.09%	2.91%	2.85%
Auto Racing Events	2.98%	3.17%	3.08%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.08%	40.36%	40.23%
Swimming	36.43%	35.84%	35.53%
Freshwater Fishing	23.12%	22.04%	21.65%
Bowling	22.34%	21.66%	21.65%
Billiards/Pool	20.06%	19.34%	19.3%
Camping Trips	16.78%	15.68%	15.34%
Weight Training	15.47%	15.19%	15.19%
Basketball	14.98%	14.15%	14.3%
Using Cardio Machine	13.5%	13.58%	13.47%
Jogging/Running	13.49%	12.78%	12.91%
Golf	13.46%	13.7%	13.75%
Mountain/Road Biking	12.5%	12.42%	12.32%
Hunting	11.84%	10.41%	10.27%
Stationary Cycling	11.34%	11.73%	11.77%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	11.3%	11.33%	11.32%
Target Shooting	10.19%	9.28%	9.2%
Football	10.03%	9.77%	9.99%
Backpacking/Hiking	9.2%	8.68%	8.64%
Saltwater Fishing	8.98%	9.06%	8.95%
Aerobics	8.48%	8.74%	8.89%
Volleyball	8.12%	7.84%	7.93%
Power Boating	7.97%	8.53%	8.53%
Softball	7.73%	7.76%	7.73%
Horseback Riding	7.08%	6.35%	6.25%
Motorcycling	7.03%	6.52%	6.43%
Canoeing/Kayaking	6.69%	6.32%	6.36%
Soccer	6.55%	6.37%	6.49%
Tennis	6.45%	6.35%	6.4%

Intercultural Institute
for Contextual Ministry

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
Yoga	6.03%	6.14%	6.16%
Archery	5.19%	4.45%	4.44%
Fly Fishing	4.48%	4.61%	4.64%
Roller Skating	4.19%	4.17%	4.27%
Snorkeling	3.91%	3.96%	4%
Ice Skating	3.86%	3.67%	3.82%
Downhill & X-Country Skiing	3.84%	3.66%	3.71%
Water Skiing	3.69%	3.51%	3.55%
Racquetball	3.56%	3.59%	3.66%
Jet Skiing	3.44%	3.57%	3.66%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.24%	3.11%	3.13%
Rock Climbing	2.62%	2.56%	2.61%
Sailing	2.61%	3.06%	3.18%
Snowboarding	2.46%	2.44%	2.5%
Hockey	2.43%	2.46%	2.57%
Skateboarding	2.41%	2.41%	2.5%
Auto Racing	2.41%	2.36%	2.4%
Rowing	2.38%	2.66%	2.68%
Martial Arts	2.33%	2.21%	2.31%
Surfing & Windsurfing	1.88%	1.99%	2.06%

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.

Intercultural Institute
for Contextual Ministry
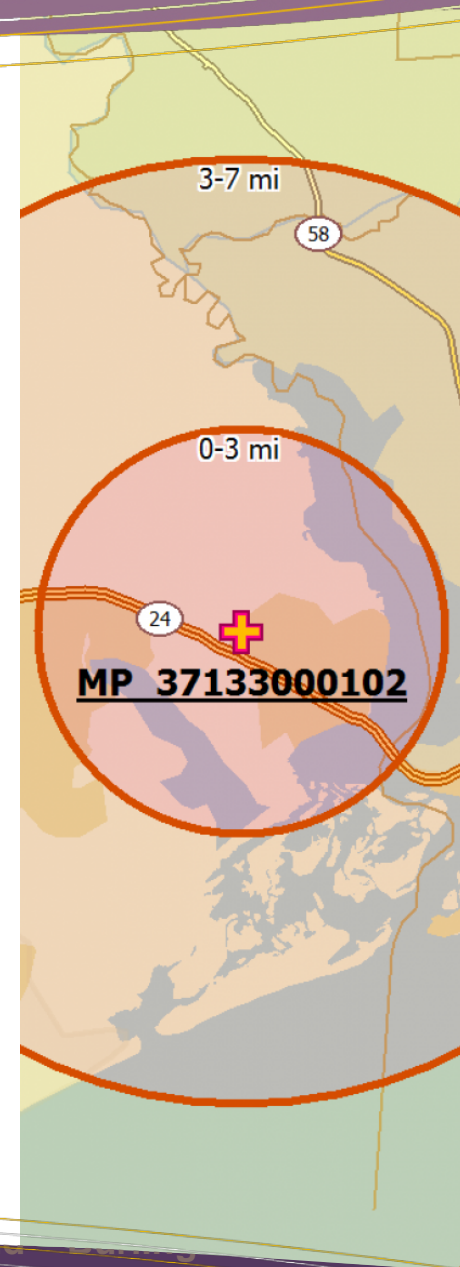
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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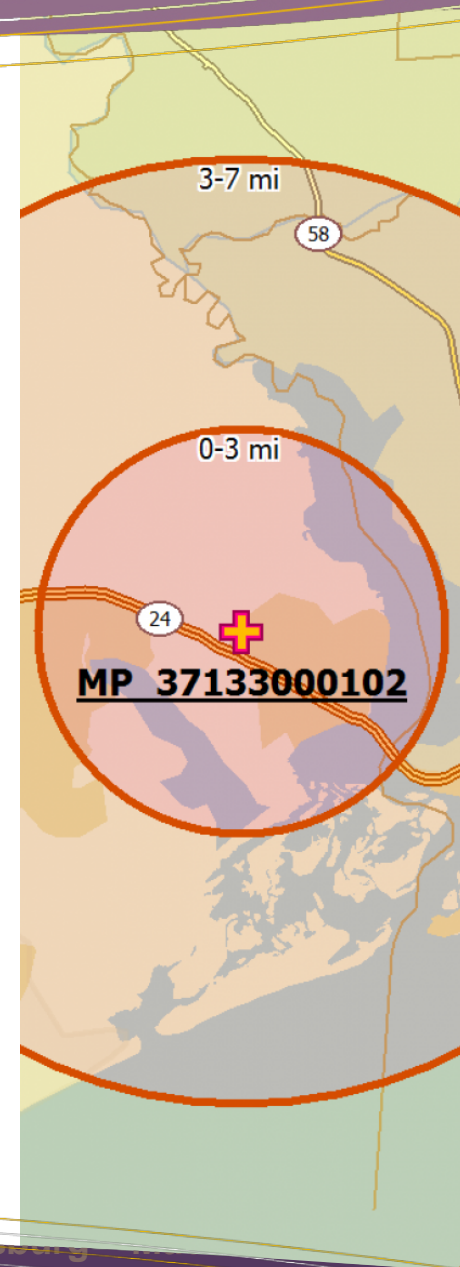
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
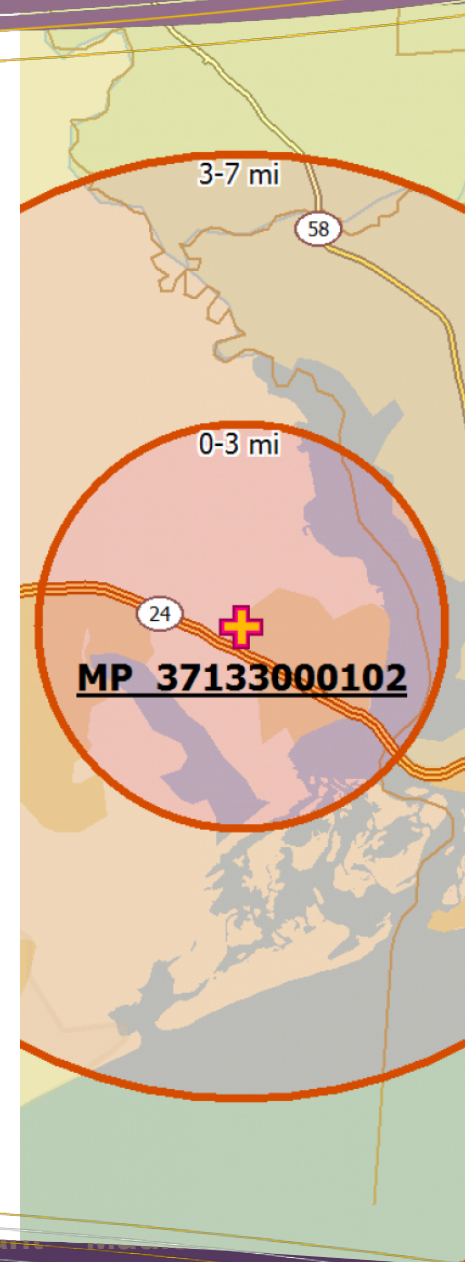
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%
Find It Difficult To Say No To My Kids	40%	39%	39%
Woman's Place Is In The Home	36%	34%	34%
Speak My Mind Even If It Upsets People	33%	34%	34%
Like To Do Unconventional Things	32%	32%	32%
Like Control Over People And Resources	32%	32%	32%
Prefer To Have Few Possessions As Possible	29%	30%	30%
Don't Judge People/Way They Live Life	26%	27%	27%
Money Is Best Measure Of Success	26%	26%	26%
If Won Lottery Would Never Work Again	25%	27%	27%
Friends More Important Than My Fam.	23%	23%	23%
Too Much Sponsorship In Arts/Sports	22%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	19%	19%
Marijuana Should Be Legalized	18%	18%	19%
Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Like To Pursue Challenge/Novelty/Change	16%	17%	17%
I Am A Workaholic	16%	16%	16%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	13%	12%	13%
Happy With My Standard Of Living	10%	10%	10%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	5%	5%	5%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
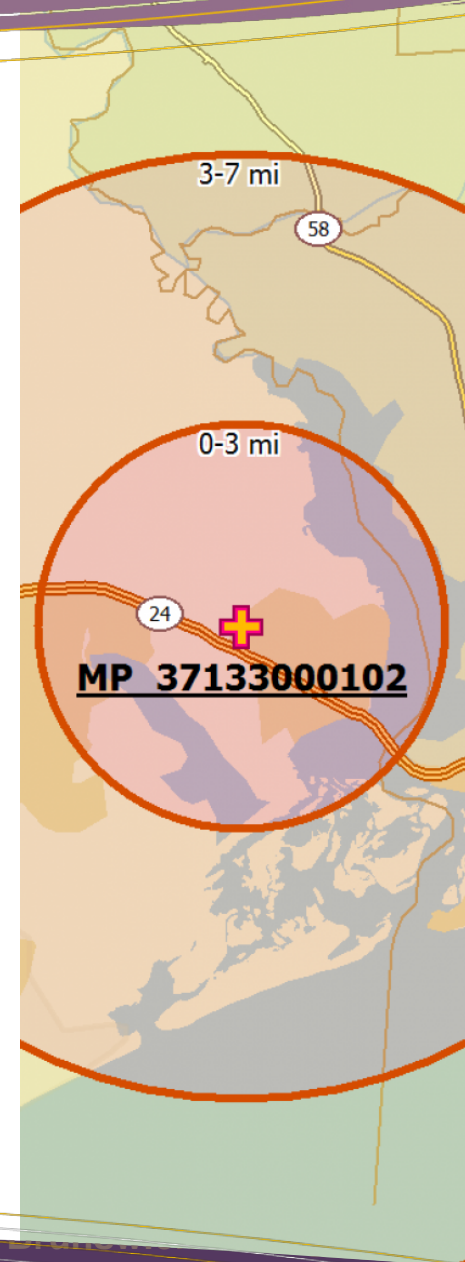
Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	66%	65%	65%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	37%	37%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	32%	31%	32%
Important To Juggle Various Tasks	29%	29%	29%
Prefer To Have Few Possessions As Possible	29%	30%	30%
People Have To Take Me As They Find Me	25%	24%	24%
Good At Fixing Things	25%	24%	24%
Have Keen Sense Of Adventure	25%	25%	25%
Like To Just Enjoy Life	20%	20%	20%
Worried About Pollution Caused By Cars	18%	18%	17%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	17%	17%
Real Men Don't Cry	17%	16%	16%
Looking for New Ideas To Improve Home	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Try Not To Worry About The Future	13%	13%	13%
Enjoy Spending Time With My Fam.	11%	11%	11%
Provide My Kids With The Little Extras	11%	10%	11%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	4%	4%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%

Intercultural Institute
for Contextual Ministry

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	86.4%	85.47%	85.52%
Fam. Restaurants/Steak Houses-Visit Any	84.45%	85.1%	84.95%
McDonald's	59.79%	58.71%	58.61%
Burger King	37.6%	36.11%	36.35%
Applebee's	33.34%	33.56%	33.39%
Subway	32.89%	31.88%	31.64%
Taco Bell	32.16%	31.54%	31.27%
Wendy's	30.1%	30.05%	30.22%
Kentucky Fried Chicken (KFC)	28.53%	26.64%	27.25%
Arby's	26.19%	24.56%	24.26%
Pizza Hut	22.38%	21.47%	21.58%
Olive Garden	21.81%	22.34%	22.14%

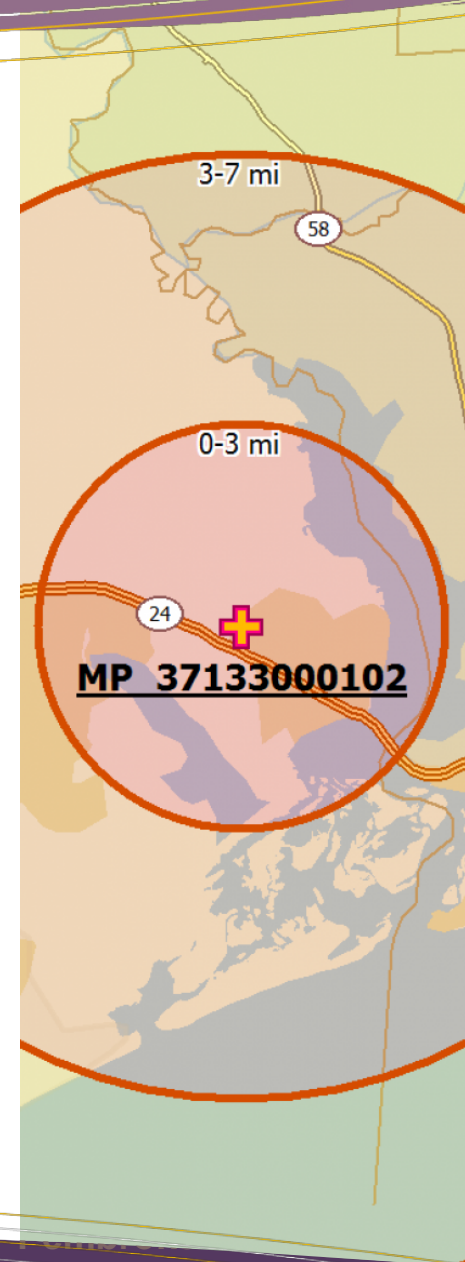| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.83%	18.27%	18.26%
Cracker Barrel	19.01%	18.85%	18.64%
Sonic	16.85%	16.21%	15.91%
Red Lobster	16.53%	16.62%	16.81%
Chick-Fil-A	16.15%	16.33%	16.12%
Outback Steakhouse	15.37%	15.83%	15.81%
Chili's Grill and Bar	14.05%	13.92%	13.75%
IHOP (International House Of Pancakes)	13.37%	13.86%	13.98%
Domino's Pizza	13.22%	12.57%	12.85%
Golden Corral	12.86%	12.29%	12.42%
Ruby Tuesday	12.84%	13.02%	13.16%
Hardee's	12.36%	11.39%	11.31%

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!

Intercultural Institute
for Contextual Ministry

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.

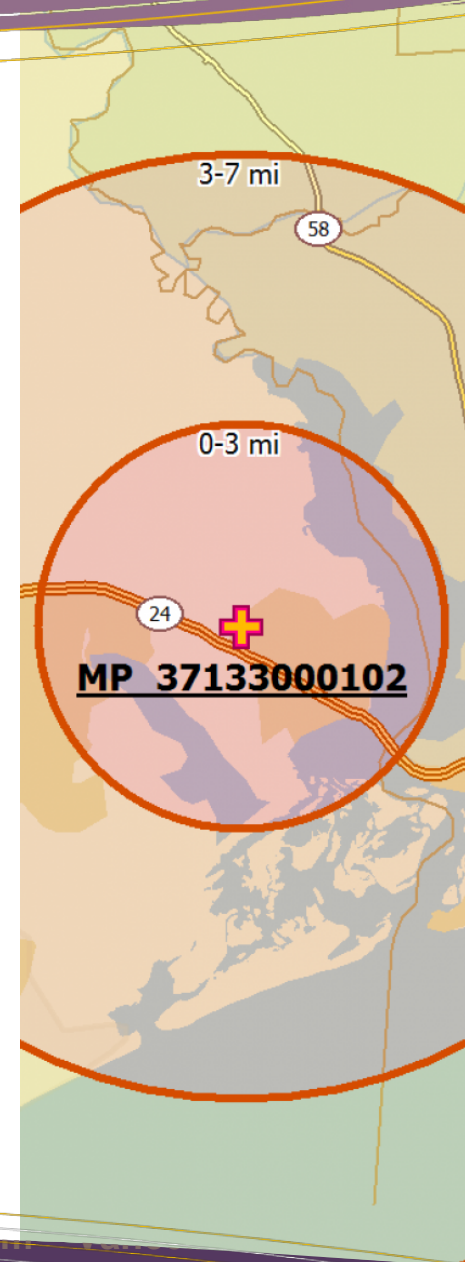| PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.2%	46.51%	46.35%
Recycled products	34.55%	35.22%	34.91%
Worked as volunteer (non political)	16.95%	16.71%	16.59%
Engaged in fund raising	10.48%	10.18%	10.19%
Religious club member	7.5%	7.5%	7.53%
Wrote to elected offcl about publ bus	6.13%	6.26%	6.11%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.56%	5.68%	5.63%
Charitable Organization	5.47%	5.28%	5.26%
Union member	5.18%	5.07%	5.09%
Addressed a public meeting	5.16%	5.03%	5.03%
Took active part in local civic issue	4.83%	4.97%	4.93%
Church Board	4.72%	4.69%	4.83%

Intercultural Institute
for Contextual Ministry
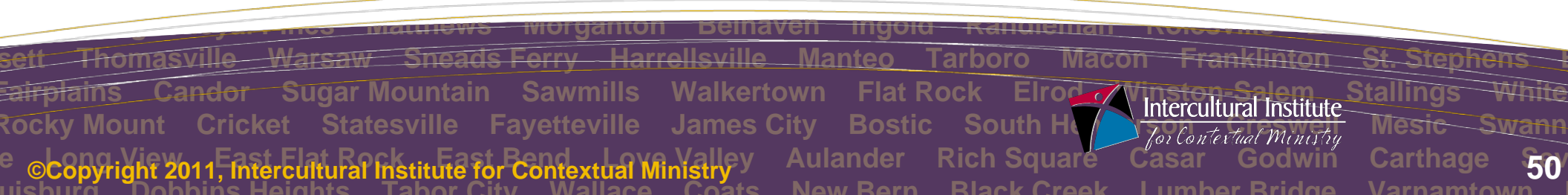
Communication Media Content

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.

3-7 mi

0-3 mi

MP 37133000102

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	16.16%	16.91%	16.79%
Children's Books	12.62%	12.69%	12.66%
Mystery	12.29%	12.88%	12.72%
Cookbooks	10.66%	10.8%	10.7%
Religious (not Bibles)	9.13%	9.5%	9.5%
Romance	7.11%	7.2%	7.18%
History	6.9%	7.4%	7.28%
Personal/Business	6.17%	6.13%	6.13%
Self-help			
Biography	5.71%	6.19%	6.2%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	65.69%	66.17%	66.18%
Gen. Editorial	44.31%	44.82%	45.29%
Womens	39.72%	39.87%	40.17%
Service	36.67%	36.98%	36.55%
Mens	17.07%	17.49%	17.49%
Business/Finance	15.09%	15.8%	16.15%
Fishing/Hunting	14.86%	14.06%	13.74%
Health	13.76%	13.82%	13.85%
Automotive	13.58%	13.4%	13.28%

Intercultural Institute *for Contextual Ministry*

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	55.89%	56.3%	55.95%
Classified	35.61%	34.53%	34.21%
Sport	32.73%	32.66%	32.52%
Editorial Page	32.16%	32.5%	32.25%
Comics	28.86%	28.92%	28.64%
Business/Finance	27.98%	28.95%	28.78%
Food/Cooking	25.74%	26.36%	26.27%
TV/Radio Listings	24.71%	24.69%	24.56%
Movie Listings & Reviews	24.51%	24.57%	24.51%
Home/Gardening	22.06%	21.64%	21.52%
Travel	18.79%	19.19%	19.15%
Science/Technology	16.47%	16.97%	16.87%
Fashion	13.06%	13.47%	13.57%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	28.55%	27.07%	26.22%
Adult Contemporary	18.2%	18.23%	17.88%
CHR Contemp Hit Radio	16.72%	17.06%	17.05%
Rock	13.33%	12.96%	12.62%
News/Talk	10.81%	10.85%	10.66%
Oldies	10.73%	10.81%	10.74%
Classic Rock	10.11%	10.05%	9.82%
Urban Contemporary	9.39%	9.49%	10.75%
Alternative	8.44%	8.84%	8.61%
Religious	6.67%	6.73%	6.67%
Variety	6.56%	6.59%	6.77%
Soft Contemporary	6.44%	6.46%	6.35%
Classic Hits	4.6%	4.78%	4.56%
All News	4.03%	4.4%	4.56%
Jazz	3.47%	3.7%	4.18%
All Talk	3.38%	4.34%	4.34%
Sports	3.28%	3.1%	3.12%
Gospel	2.99%	3.02%	3.21%

Intercultural Institute for Contextual Ministry
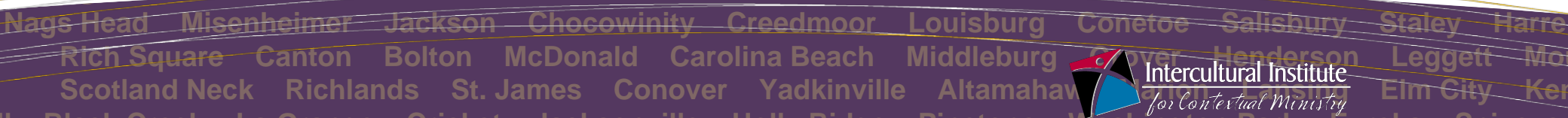
Potential Multimedia Content:

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	64.53%	64.88%	64.76%
Satellite Dish	54.23%	52.29%	51.79%
Soapnet	51.6%	51.36%	51.35%
Other Video-On-Demand	40.04%	40.41%	40.57%
Sci-Fi Channel	37%	36.23%	36.15%
MSNBC	34.91%	33.71%	33.52%
Adult Pay Per View TV	33.91%	35.56%	35.55%
Nickelodeon	31.23%	29.98%	29.58%
TV Info From Sunday TV Magazine	30.91%	30.51%	30.35%
Comedy Central	30%	32.03%	32.01%
Adult Swim	28.28%	28.44%	28.05%
Subscribe Digital Cable	28.26%	27.14%	27.38%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	27.31%	26.54%	26.51%
Nick At Nite	26.02%	25.3%	25.36%
USA Network	25.05%	25.32%	25.13%
TCM (Turner Classic Movies)	24.97%	25.11%	24.99%
TV Info From Monthly Cable Guide	24.8%	24.99%	24.74%
Hallmark Channel	24.65%	24.56%	24.45%
BET (Black Entertainment TV)	23.25%	22.81%	22.76%
The Golf Channel	23.02%	23.81%	23.76%
ABC Fam.	22.6%	23.19%	23.18%
ESPN2	21.88%	23.03%	22.87%
TV Info From Other	20.85%	21.22%	21.2%
Lifetime	20.45%	20.77%	20.75%

Intercultural Institute for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
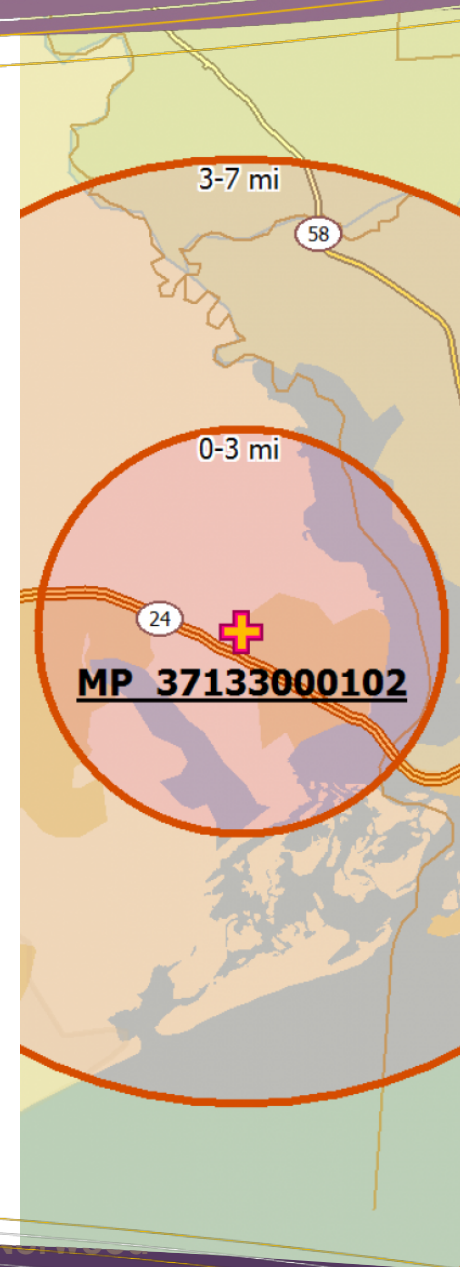
Potential Print Media Usage:

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+)	19.5%	19.87%	19.73%
Medium Users (4-6)	10.49%	10.67%	10.58%
Light Users (1-3)	19.74%	20.05%	19.93%
Quintiles (20%)			
Newspaper I (Heavy)	1.64%	1.52%	1.48%
Newspaper II	1.64%	1.53%	1.5%
Newspaper III	1.85%	1.8%	1.87%
Newspaper IV	0.85%	0.86%	0.8%
Newspaper V (Light)	1.4%	1.06%	1.05%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.65%	19.57%	19.57%
Magazines II	8.96%	8.78%	8.82%
Magazines III	10.5%	9.87%	9.82%
Magazines IV	11.7%	11.47%	11.63%
Magazines V (Light)	0.49%	0.52%	0.56%
Outdoor I (Heavy)	5.51%	5.69%	5.78%
Outdoor II	1.84%	1.82%	1.99%
Outdoor III	3.02%	2.93%	3.02%
Outdoor IV	15.83%	15.5%	15.58%
Outdoor V (Light)	25.3%	25.76%	25.61%
Yellow Pages I (Heavy)	16.36%	15.89%	15.88%
Yellow Pages II	5.49%	5.6%	5.72%
Yellow Pages III	4.31%	4.08%	4.19%
Yellow Pages IV	23.07%	22.55%	22.59%
Yellow Pages V (Light)	2.69%	2.91%	2.94%

Intercultural Institute
for Contextual Ministry

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)	3.01%	3.03%	2.98%
Drive Time III (Medium)	0.75%	0.69%	0.66%
Radio IV & V (Light)	1.84%	1.82%	1.9%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.3%	9.2%	9.3%
Radio III (Medium)	5.11%	4.9%	4.89%
Radio IV & V (Light)	3.8%	3.67%	3.62%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.01%	12.25%	12.23%
Cable III (Medium)	3.83%	3.58%	3.6%
Cable IV & V (Light)	31.41%	32.86%	33.15%

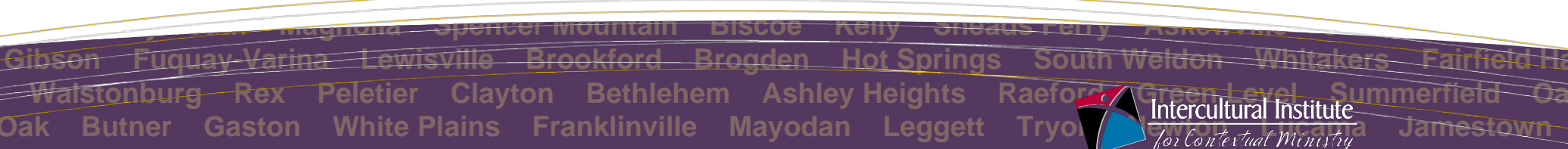| MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.02%	3.42%	3.41%
Prime Time III (Medium)	2.25%	2.43%	2.43%
Prime Time IV & V (Light)	9.62%	8.83%	8.78%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.84%	40.28%	40.2%
Fringe III (Medium)	53.6%	52.36%	52.57%
Fringe IV (Light)	57.53%	56.38%	56.47%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.04%	11.58%	11.64%
All Day III (Medium)	23.01%	22.5%	22.43%
All Day IV (Light)	11.65%	11.98%	12.14%

Intercultural Institute
for Contextual Ministry
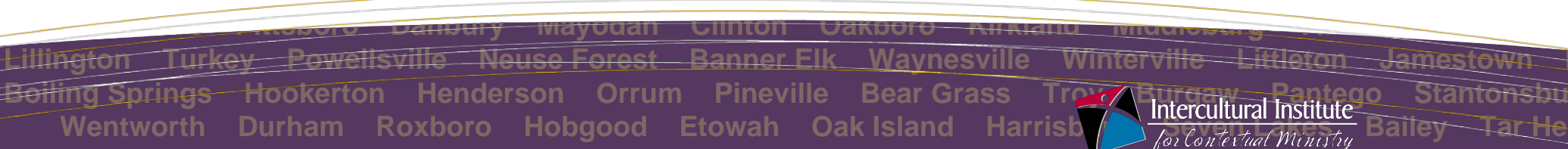
Potential Audio & Prime Time TV Media Usage:

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]	12.67%	13.06%	13%
6:00am - 10:00am	13.9%	14.23%	14.47%
10:00am - 3:00pm	4.85%	5.52%	5.88%
3:00pm - 7:00pm	12.66%	12.69%	12.8%
7:00pm - Midnight	12.37%	12.92%	12.87%
Midnight - 6:00am	4.34%	5.12%	5.31%
Weekend Radio Listeners			
Dayparts [summary]	15.8%	15.25%	15.25%
6:00am - 10:00am	4.39%	4.59%	4.58%
10:00am-3:00pm	4.07%	4.47%	4.59%
3:00pm - 7:00pm	6.57%	6.74%	6.7%
7:00pm - Midnight	9.48%	9.61%	9.58%
Midnight - 6:00am	10.96%	11.24%	11.44%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.73%	8.37%	8.09%
Saturday: 8:00-11:00pm	9.3%	8.54%	8.52%
Sunday: 7:00-11:00pm	10.23%	10.09%	10.01%
9:00am-1:00pm	26.02%	25.3%	25.36%
9:00am-4:00pm	29.83%	28.98%	29.13%
4:00pm-7:00pm	27.86%	28.99%	29.25%
11:00pm-1:00am	42.97%	41.56%	41.52%
AVG Prime time Mon-Sun	2.22%	2.15%	2.27%

Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.27%	16.5%	16.34%
7-9am	21.88%	23.03%	22.87%
9am-12noon	22.67%	21.85%	21.78%
12noon-4pm	7.16%	7.14%	7.34%
4-6pm	44.69%	45.46%	45.54%
6-7pm	19.59%	19.08%	19.13%
7-7:30pm	1.08%	1.08%	1.09%
7:30-8pm	11.42%	11.21%	11.3%
8-11pm	8.73%	8.37%	8.09%
11pm-12am	34.91%	33.71%	33.52%
11pm-1am	42.97%	41.56%	41.52%
1-6am	27.7%	29.92%	30.27%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.62%	18.56%	18.46%
Sat: 10am-1pm	9.03%	8.27%	8.21%
Sat: 1-4pm	25.58%	25.43%	25.25%
Sat: 4-6pm	6.7%	6.8%	6.77%
Sat: 6-7pm	1.9%	1.88%	1.88%
Sat: 7-8pm	0.6%	0.53%	0.55%
Sat: 8-11pm	9.3%	8.54%	8.52%
Sat: 11pm-1am	4.58%	4.65%	4.78%
Sat: 1am-7pm	25.05%	25.32%	25.13%
Sun: 7-10am	1.92%	1.97%	1.98%
Sun: 10am-1pm	7.32%	6.99%	6.89%
Sun: 1-4pm	7.28%	7.03%	6.94%
Sun: 4-7pm	15.43%	14.39%	14.05%
Sun: 7-11pm	10.23%	10.09%	10.01%
Sun: 11pm-1am	5.66%	5.54%	5.44%
Sun: 1-7am	24.06%	22.67%	22.35%

Intercultural Institute for Contextual Ministry
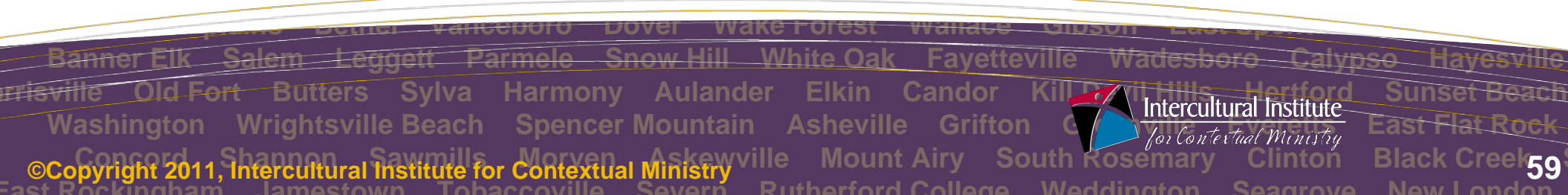
Using the Cultural Bridges, Barriers and Themes

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.

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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

Intercultural Institute
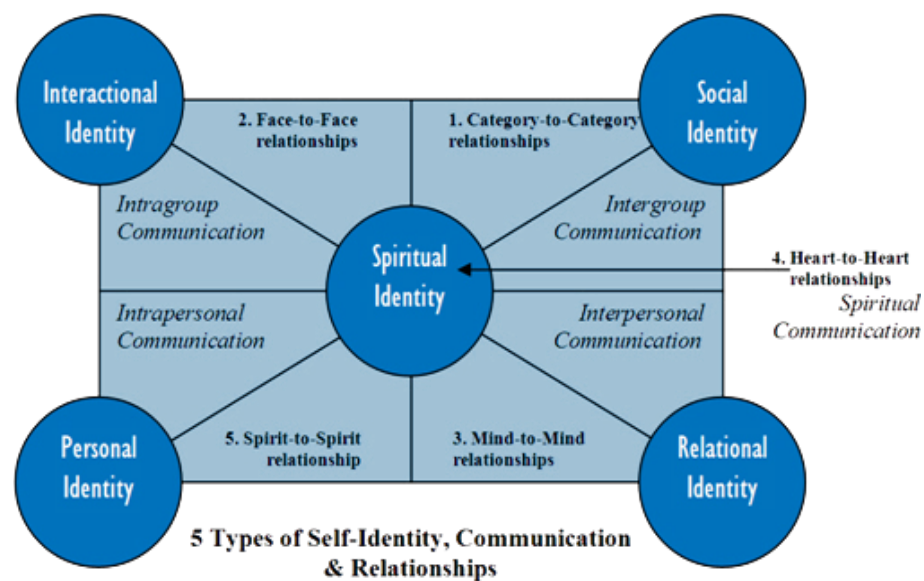*for Contextual Ministry*

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

Intercultural Institute for Contextual Ministry

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

Intercultural Institute
for Contextual Ministry
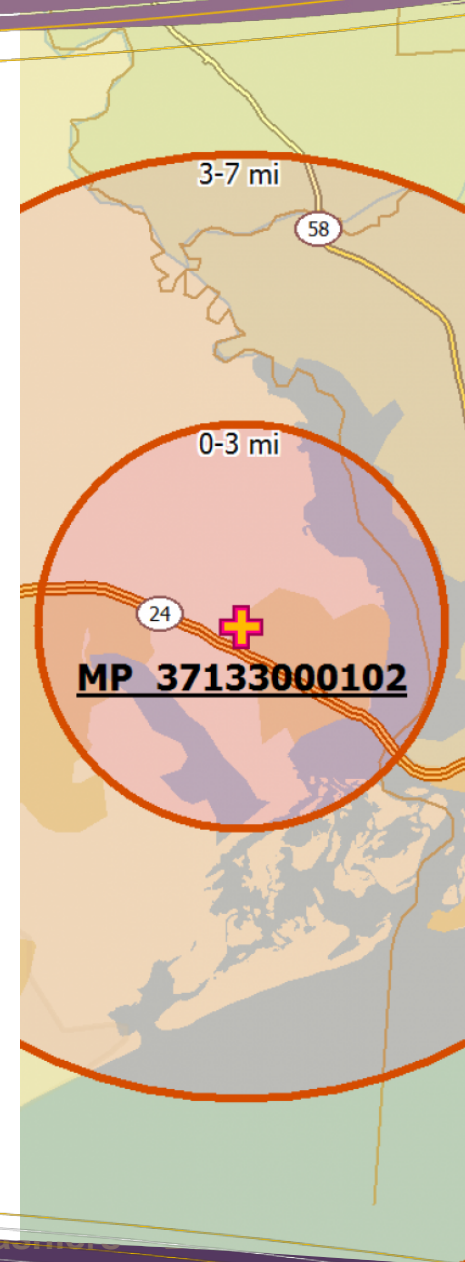
Notes and Sources

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.

Intercultural Institute
for Contextual Ministry

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	1.45 mi	378	Plateauing
2	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	1.75 mi	119	Plateauing
3	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	3.72 mi	91	Declining
4	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	4.32 mi	205	Declining
5	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	4.37 mi	479	Growing
6	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	5.80 mi	0	Insufficient Data
7	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	6.43 mi	22	Insufficient Data
8	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	8.61 mi	197	Growing
9	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	10.46 mi	405	Plateauing
10	The Intersection	3323 Highway 24 Newport, NC 28570	10.55 mi	116	Insufficient Data
11	Croatan - Newport	3095 Highway 24 Newport, NC 28570	11.07 mi	19	Plateauing
12	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	12.31 mi	344	Growing
13	Midville	10 East Dr Jacksonville, NC 28546	12.82 mi	44	Declining
14	New Life	49 Village Dr Jacksonville, NC 28546	14.00 mi	203	Growing
15	Memorial	904 Main St Maysville, NC 28555	14.16 mi	60	Growing

Intercultural Institute for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	14.28 mi	180	Growing
17	Maysville FBC	201 Main St Maysville, NC 28555	14.78 mi	169	Plateauing
18	Korean	99 University Dr Jacksonville, NC 28546	14.92 mi	37	Plateauing
19	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	14.97 mi	37	Declining
20	New River	1310 Hargett St Jacksonville, NC 28540	15.85 mi	81	Growing
21	Calvary	122 Thompson St Jacksonville, NC 28540	16.05 mi	38	Insufficient Data
22	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	16.70 mi	0	Insufficient Data
23	Newport - Newport	312 Chatham St Newport, NC 28570	16.74 mi	115	Plateauing
24	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	17.09 mi	177	Plateauing
25	Brookwood	903 Henderson Dr Jacksonville, NC 28540	17.17 mi	157	Declining
26	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	17.18 mi	218	Declining
27	The Bridge	925 E Main St Ste 77 Havelock, NC 28532	17.22 mi	0	Insufficient Data
28	Havelock Community - Havelock	262 US Highway 70 W Havelock, NC 28532	17.52 mi	75	Growing
29	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	17.79 mi	1,038	Growing
30	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	18.40 mi	228	Insufficient Data

Intercultural Institute *for Contextual Ministry*

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	18.78 mi	65	Growing
32	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	19.07 mi	128	Growing
33	Blue Creek	1251 Burgaw Hwy Jacksonville, NC 28540	19.53 mi	168	Plateauing
34	Galilee	1522 Burgaw Hwy Jacksonville, NC 28540	19.92 mi	40	Growing
35	Parkview - Morehead City	4738 Arendell St Morehead City, NC 28557	20.03 mi	282	Declining
36	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	20.25 mi	504	Plateauing
37	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	20.81 mi	232	Declining
38	Open Door - Morehead	227 NC Highway 24 Morehead City, NC 28557	21.45 mi	117	Insufficient Data
39	Havelock Korean - Havelock	101 Hollywood Blvd Havelock, NC 28532	21.84 mi	15	Declining
40	McCotter Boulevard - Havelock	103 McCotter Blvd Havelock, NC 28532	21.84 mi	111	Declining
41	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	21.95 mi	70	Growing
42	Reeces Chapel Missionary Baptist - Newpor	171 Old Winberry Rd Newport, NC 28570	22.20 mi	170	Growing
43	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	22.90 mi	98	Growing
44	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	22.95 mi	26	Growing
45	Cherry Branch - Havelock	1490 Ferry Rd Havelock, NC 28532	23.32 mi	46	Growing

Intercultural Institute
for Contextual Ministry

Intercultural Institute
for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

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

In Partnership with:

North Carolina Baptists
Caring. Sharing. Daring.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

Intercultural Institute
for Contextual Ministry