

# MissionSite

top unreached locations



DUDLEY, NC

CENSUS TRACT: 37191000601

REGION: Region 2: Central Coast

COUNTY: Wayne

SITESCAPE: Townscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



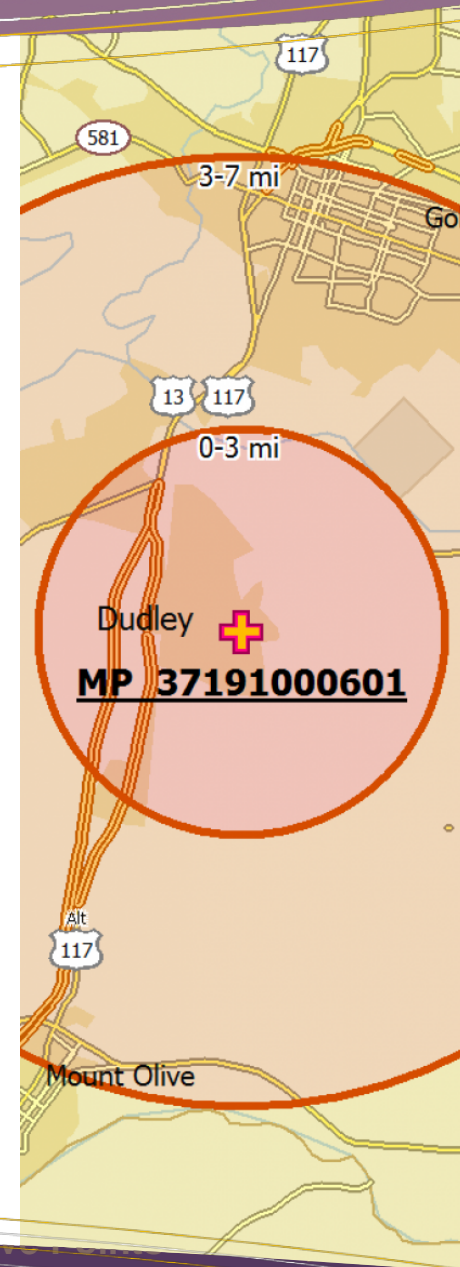
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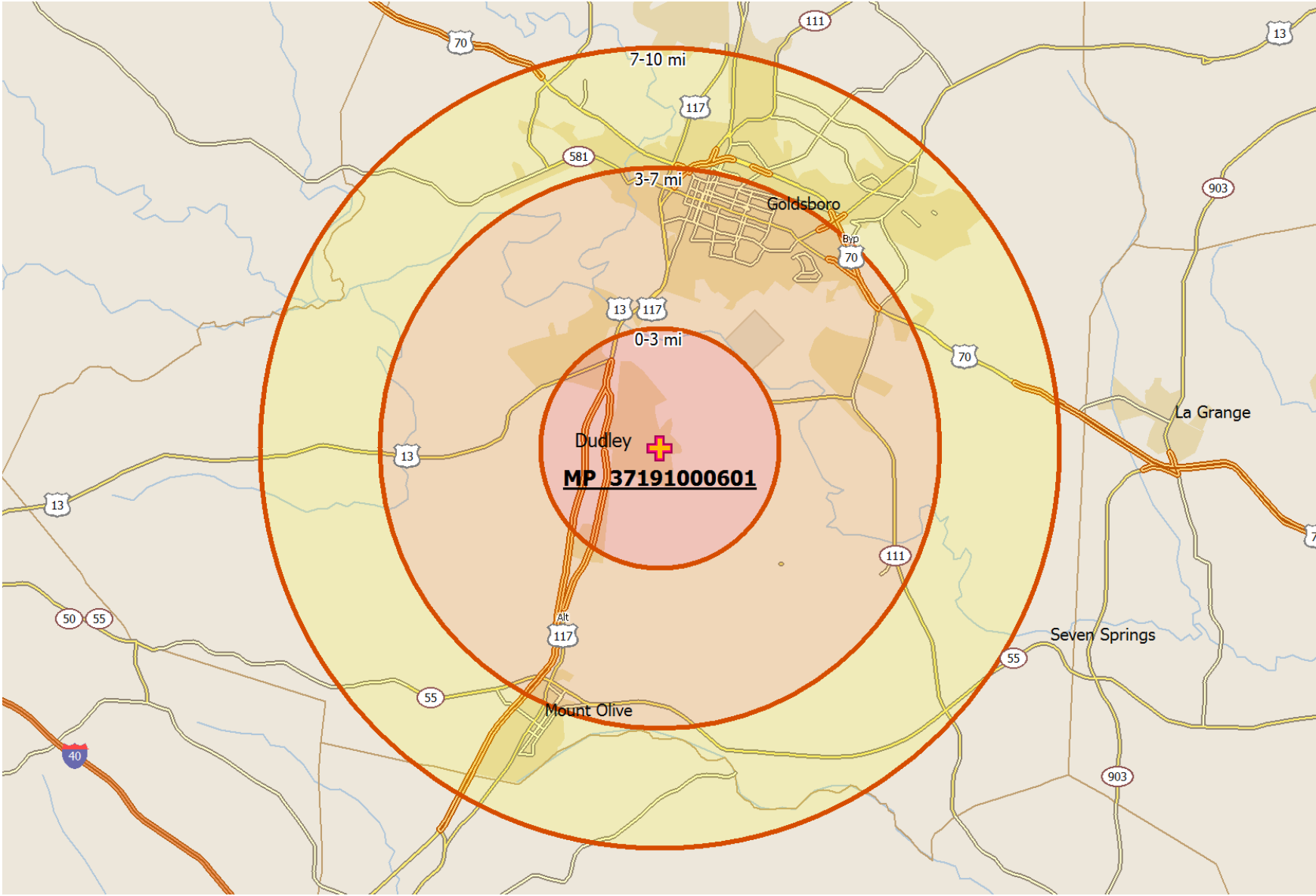
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37191	Wayne
4	Zipcode	28333	Wayne
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	M	50000-50000-50000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,263	40,451	35,113
2010 Households	4,301	16,137	14,085
2010 Group Quarters Population	105	3,284	572

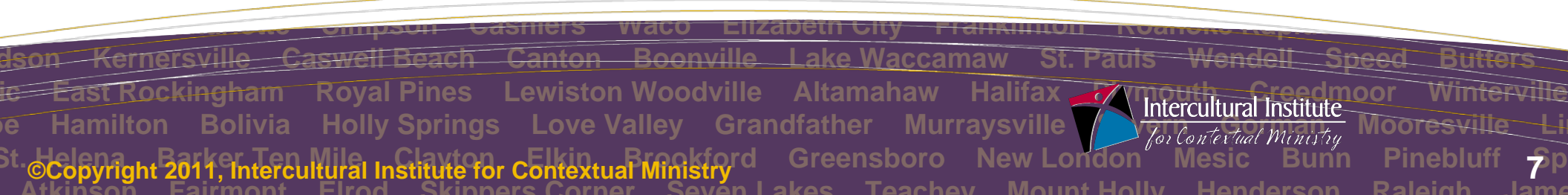
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	31	32
Language Diversity National Index	49	30	42
Foreign Born Diversity National Index	9	34	15
Ancestry Diversity National Index	11	12	16
Racial Diversity National Index	83	73	69

# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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

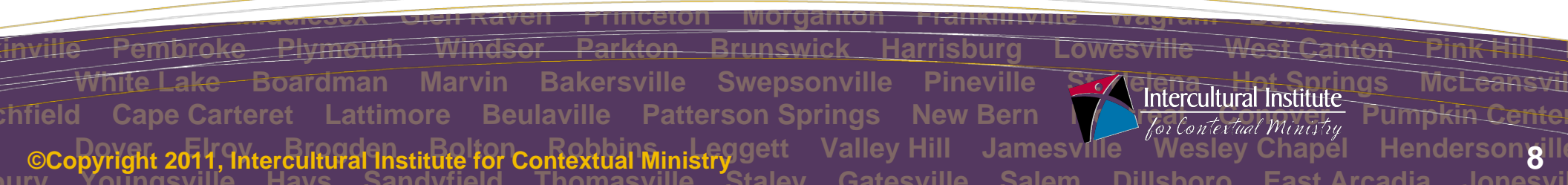
ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county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



# 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	100	2.33%
Mainstay Communities	Established, Diverse Households	379	8.81%
Working Communities	Blue-collar, Working Families	426	9.9%
Country Communities	Rural, Agri. & Mining Families	446	10.37%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,396	32.46%
Urban Communities	High Density, Inner-city Neighborhoods	1,552	36.08%





# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	30,911	2,964	9.59%
Unreached %	67.95%	68.92%	101.44
Religious But NOT Evangelical HH	9,146	1,065	11.64%
Religious But NOT Evangelical %	20.1%	24.75%	123.13
Spiritual But NOT Relig or Evang HH	4,056	239	5.89%
Spiritual But NOT Relig or Evang %	8.92%	5.55%	62.27
Not Evangelical, Not Interested HH	17,985	1,708	9.49%
Not Evangelical, Not Interested %	39.53%	39.7%	100.42



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	25	3	12%
Active BCNC Attenders	2,274	328	14.42%
Active Evangelical Households	7,315	669	9.15%
Active Evangelical Percent	16.08%	15.56%	96.81
Inactive Evangelical Households	7,268	666	9.16%
Inactive Evangelical Percent	15.98%	15.47%	96.85
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Emmaus - Dudley	2.06 mi	116	Plateauing	16	Pineview - Goldsboro	9.08 mi	39	Declining
2	Love Memorial - Goldsboro	2.54 mi	134	Plateauing	17	Alum Springs - Mount Olive	9.47 mi	45	Plateauing
3	Horeb International Community of Goldsboro	2.54 mi	78	Plateauing	18	Mount Olive First - Mount Olive	9.47 mi	151	Declining
4	Madison Avenue	5.08 mi	120	Declining	19	Seven Springs - Seven Springs	11.30 mi	73	Declining
5	Goldsboro First - Goldsboro	5.30 mi	309	Plateauing	20	Iglesia Bautista Sinai - Mount Olive	11.64 mi	16	Declining
6	Rosewood First - Goldsboro	5.46 mi	279	Plateauing	21	Calypso - Calypso	11.93 mi	0	Insufficient Data
7	Calvary - Goldsboro	5.52 mi	32	Plateauing	22	Peace - Calypso	11.96 mi	48	Plateauing
8	Goldsboro Korean - Goldsboro	6.42 mi	0	Insufficient Data	23	Community - Goldsboro	12.01 mi	27	Growing
9	Adamsville - Goldsboro	7.02 mi	376	Declining	24	Garners Chapel - Mount Olive	12.02 mi	32	Plateauing
10	Northview - Goldsboro	7.42 mi	33	Plateauing	25	LaGrange First - La Grange	12.92 mi	51	Plateauing
11	Anointed Vision - Goldsboro	7.44 mi	15	Insufficient Data	26	Bear Marsh - Mt Olive	12.99 mi	74	Plateauing
12	Trinity Missionary - Goldsboro	7.44 mi	196	Growing	27	Gateway Community Church	13.11 mi	0	Insufficient Data
13	New Life - Goldsboro	7.64 mi	85	Plateauing	28	Pikeville First	13.22 mi	36	Growing
14	Crossway	7.98 mi	0	Insufficient Data	29	Princeton - Princeton	13.43 mi	191	Growing
15	Falling Creek - Goldsboro	8.26 mi	72	Declining	30	LaGrange Hispanic	13.54 mi	25	Insufficient Data



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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



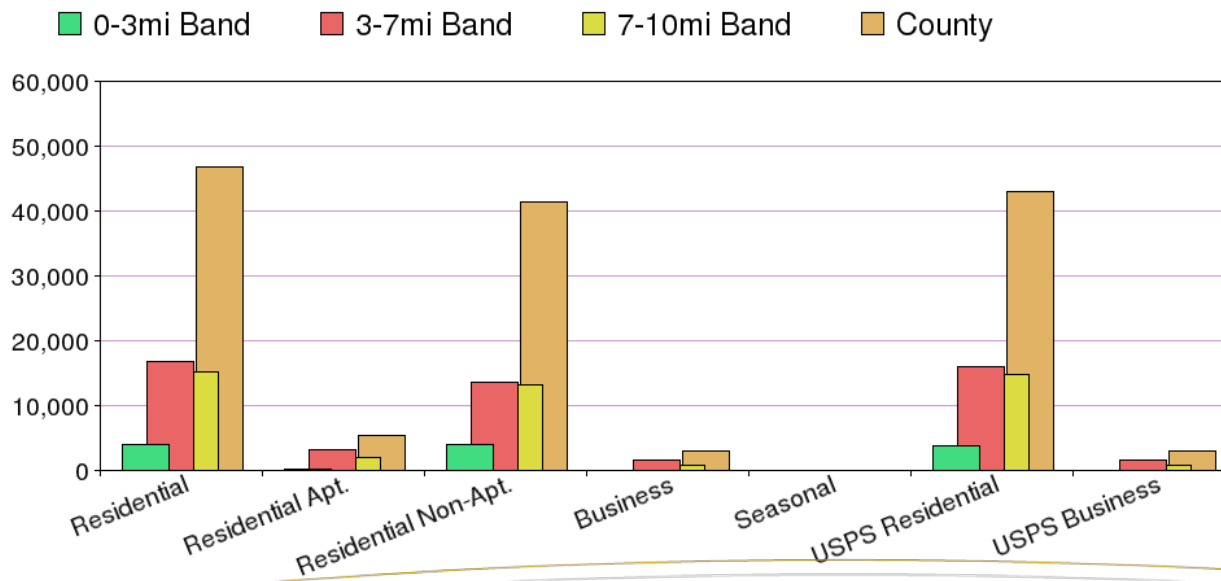
# Current Demographic Summary

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

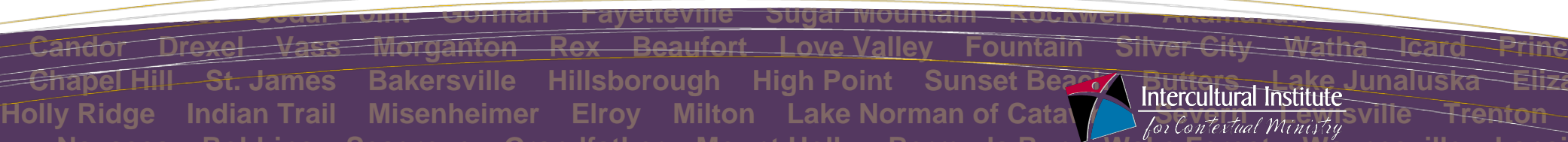
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	104,666	10,112	9.66%
2000 Population	113,329	10,418	9.19%
2010 Population	114,065	11,263	9.87%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,889	3,351	9.08%
2000 Households	42,612	3,783	8.88%
2010 Households	45,494	4,301	9.45%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	4,062
Residential Apt.	121
Residential Non-Apt.	3,941
Business	91
Seasonal	0
USPS Residential	3,779
USPS Business	78



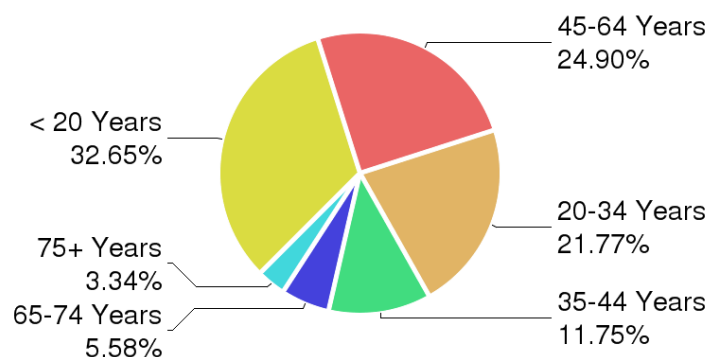
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.62%	7.37%	111.33
4-5 Years	3.03%	3.33%	109.9
6-8 Years	4.41%	4.9%	111.11
9-11 Years	4.15%	4.65%	112.05
12-13 Years	2.66%	3.17%	119.17
14-17 Years	5.24%	6.11%	116.6
18-19 Years	2.58%	3.12%	120.93
0-5 Years	9.66%	10.7%	110.77
6-12 Years	9.9%	11.18%	112.93
13-19 Years	9.14%	10.77%	117.83
< 20 Years	28.7%	32.65%	113.76
20-34 Years	20.25%	21.77%	107.51
35-44 Years	12.11%	11.75%	97.03
45-64 Years	25.37%	24.9%	98.15
65-74 Years	7.54%	5.58%	74.01
75+ Years	6.04%	3.34%	55.3
Median Age	36	35	96.27
Median Age (Male)	34	33	97.91
Median Age (Female)	38	35	91.99

Age Group Percentages



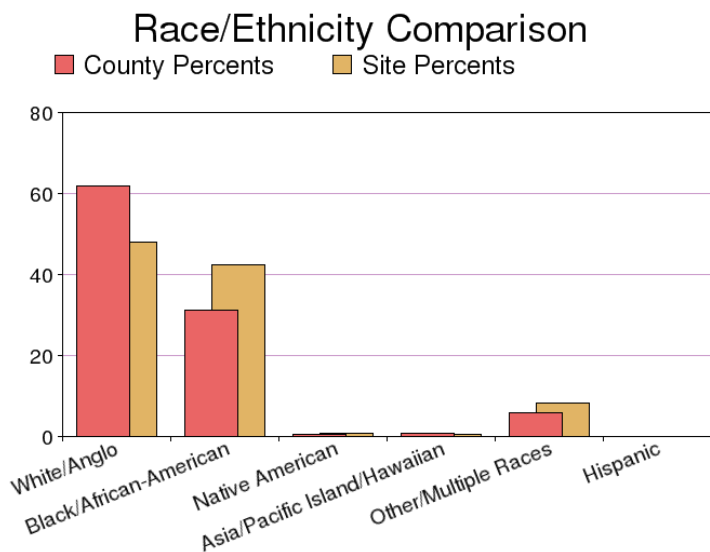


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	61.74%	48.01%	77.76
Black, African-American	31.17%	42.43%	136.13
Native American	0.43%	0.68%	160.45
Asian	0.83%	0.65%	78.07
Pacific Island, Hawaiian	0.08%	0%	0
Other/Multiple Races	5.76%	8.23%	142.96
Hispanic	0%	10.84%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	73,271	6,685	
Less than 9th Grade	6.89%	7.57%	91.02
No High School Diploma	11.42%	12.43%	91.87
High School Graduate	33.02%	38.16%	86.53
Some College, no degree	23.55%	25.09%	93.89
Associate Degree	9.27%	8.29%	111.86
College Degree	10.42%	6.25%	166.69
Graduate/Prof. degree	5.43%	2.21%	245.11

# 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.

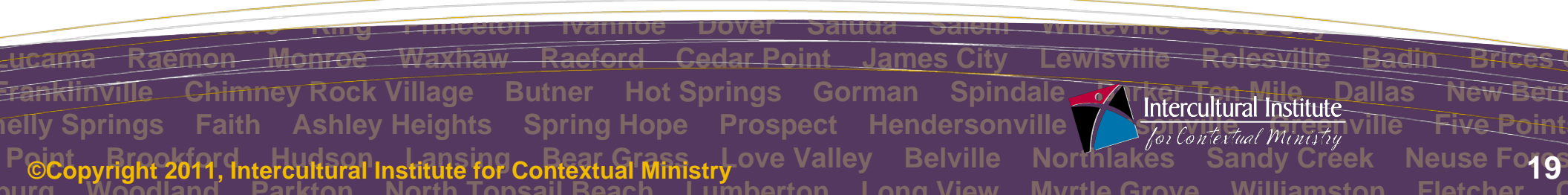
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.52%	10.3%	94.66
\$10,000 to \$19,999	13.41%	13.72%	102.29
\$20,000 to \$29,999	12.21%	16.6%	135.96
\$30,000 to \$49,999	22.83%	29.48%	129.14
\$50,000 to \$59,999	8.5%	10.11%	118.99
\$60,000 to \$69,999	8.39%	6.95%	82.84
\$70,000 to \$79,999	6%	4.6%	76.69
\$80,000 to \$89,999	4.29%	2.6%	60.72
\$90,000 to \$99,999	2.74%	1.46%	53.44
\$100,000 to \$124,999	5.66%	2.91%	51.37
\$125,000 to \$149,999	2.13%	0.33%	15.31
\$150,000 to \$199,999	1.44%	0.42%	29.02
\$200,000 to \$249,999	0.3%	0.09%	31.34
\$250,000 or more	0.58%	0.44%	76.13
Median Household	40,973	35,674	87.07
Average Household	52,579	45,596	86.72
Per Capita Household	21,633	17,420	80.53
Family/Non-Family Household Income			
Median Family Income	49,627	40,019	80.64
Average Family Income	61,774	51,800	83.85
Median Non-Family Income	23,619	27,368	115.87
Average Non-Family Income	31,988	31,186	97.49

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.13%	71.4%	103.29
Families with Children	36.34%	41.71%	114.79
Families without Children	32.79%	29.69%	90.54
Non-Family Households			
% Non-Family Households	30.87%	28.6%	92.64
Non-Families with Children	0.22	0.21	95.2
Non-Families without Children	30.65	28.39	92.62
Housing Units			Index
Total Housing Units	51,836	5,077	
Vacant percent	12.23%	15.3%	125.09
Owned percent	57.14%	61.26%	107.21%
Rented Percent	30.63%	23.46%	76.59
Households by Size			Index
Avg household size	2.42	2.59	107.02
Avg family hh size	3.00	3.13	104.33
Avg non-family hh size	1.11	1.25	112.61
Households By Count of Persons			Percent
One	12,331	1,031	8.36%
Two	15,434	1,404	9.1%
Three or Four	14,524	1,466	10.09%
Five+	3,205	400	12.48%



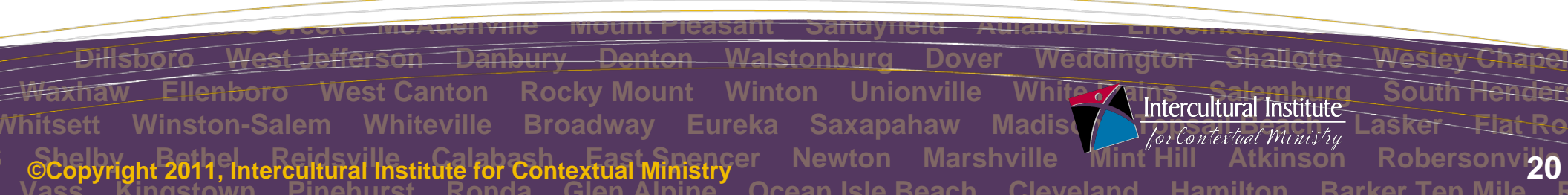
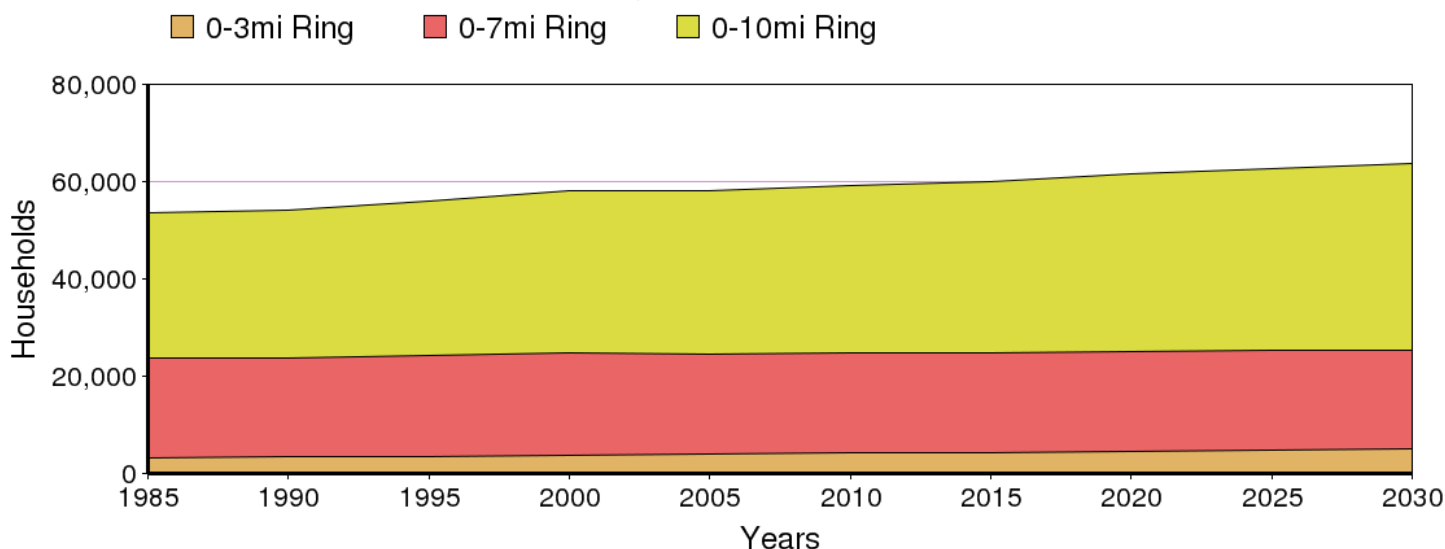
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	104,666	10,112	9.66%
2000 Population	113,329	10,418	9.19%
2010 Population	114,065	11,263	9.87%
2015 Population	115,328	11,269	9.77%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,889	3,351	9.08%
2000 Households	42,612	3,783	8.88%
2010 Households	45,494	4,301	9.45%
2015 Households	46,669	4,359	9.34%

Household Change from 1985 to 2030



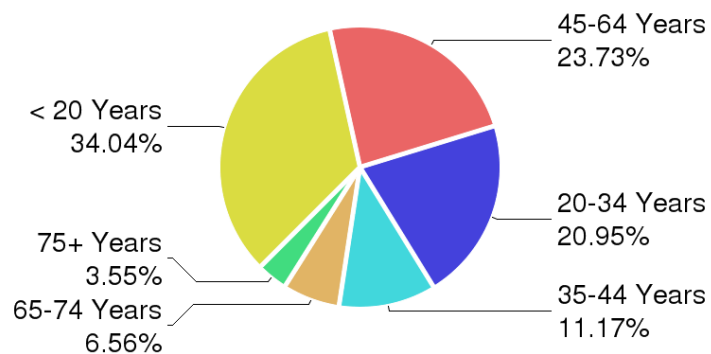
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.37%	7.97%	108.14
4-5 Years	3.33%	3.44%	103.3
6-8 Years	4.9%	5.1%	104.08
9-11 Years	4.65%	4.92%	105.81
12-13 Years	3.17%	3.36%	105.99
14-17 Years	6.11%	6.14%	100.49
18-19 Years	3.12%	3.11%	99.68
0-5 Years	10.7%	11.41%	106.64
6-12 Years	11.18%	11.74%	105.01
13-19 Years	10.77%	10.89%	101.11
< 20 Years	32.65%	34.04%	104.26
20-34 Years	21.77%	20.95%	96.23
35-44 Years	11.75%	11.17%	95.06
45-64 Years	24.9%	23.73%	95.3
65-74 Years	5.58%	6.56%	117.56
75+ Years	3.34%	3.55%	106.29
Median Age	36	34	95.85
Median Age (Male)	34	34	99.06
Median Age (Female)	38	35	92.28

Projected Age Group Percentages



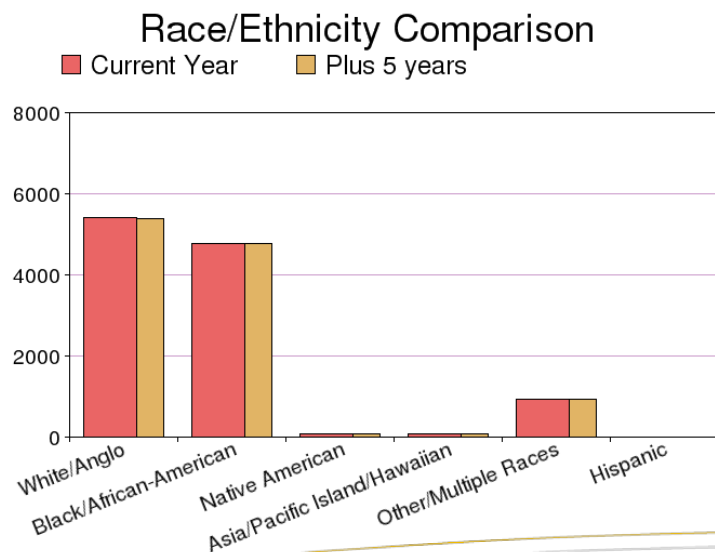
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	48.01%	47.73%	99.43
Black, African-American	42.43%	42.38%	99.88
Native American	0.68%	0.75%	109.03
Asian	0.65%	0.75%	115.01
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	8.23%	8.39%	102
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	6,685	6,653	
Less than 9th Grade	7.57%	6.9%	91.15
No High School Diploma	12.43%	11.14%	89.6
High School Graduate	38.16%	38.27%	100.28
Some College, no degree	25.09%	26.06%	103.9
Associate Degree	8.29%	9.11%	109.91
College Degree	6.25%	6.15%	98.32
Graduate/Prof. degree	2.21%	2.37%	107.27



# 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
<b>Household Income</b>			
< \$10,000	10.3%	10.3%	100.01
\$10,000 to \$19,999	13.72%	13.56%	98.84
\$20,000 to \$29,999	16.6%	15.55%	93.69
\$30,000 to \$49,999	29.48%	28.61%	97.04
\$50,000 to \$59,999	10.11%	10.23%	101.16
\$60,000 to \$69,999	6.95%	7.59%	109.23
\$70,000 to \$79,999	4.6%	4.98%	103.65
\$80,000 to \$89,999	2.6%	2.91%	109.24
\$90,000 to \$99,999	1.46%	1.49%	101.8
\$100,000 to \$249,999	2.91%	3.42%	117.61
\$125,000 to \$149,999	0.33%	0.37%	112.77
\$150,000 to \$199,999	0.42%	0.55%	131.56
\$200,000 to \$249,999	0.09%	0.14%	148
\$250,000 or more	0.44%	0.44%	98.67
Median Household	35,674	36,879	103.38
Average Household	45,596	47,117	103.34
Per Capita Household	17,420	18,235	104.68
<b>Family/Non-Family Household Income</b>			
Median Family Income	40,019	41,347	103.32
Average Family Income	51,800	53,625	103.52
Median Non-Family Income	27,368	28,013	102.36
Average Non-Family Income	31,186	32,371	103.8

# 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
<b>Family Households</b>			
% Family Households	71.4%	70.5%	98.73
Families with Children	41.71	40.97	98.23
Families without Children	29.69	29.34	98.82
<b>Non-Family Households</b>			
% Non-Family Households	28.6%	29.5%	103.16
Non-Families with Children	0.21	0.14	103.16
Non-Families without Children	28.39	29.36	103.44
<b>Housing Units</b>			
Total Housing Units	5,077	5,162	101.67%
Vacant percent	15.3%	15.54%	101.52
Owned percent	61.26%	61.18%	99.87
Rented Percent	23.46%	23.27%	99.18
<b>Households by Size</b>			
Avg household size	2.59	2.56	98.84%
Avg family hh size	3.13	3.16	100.96%
Avg non-family hh size	1.25	1.14	91.2%
<b>Households By Count of Persons</b>			
One	1,031	1,112	107.86%
Two	1,404	1,395	99.36%
Three or Four	1,466	1,457	99.39%
Five+	400	395	98.75%





# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	843	1,417	1,751
Northern Europe	60	128	87
Western Europe	41	101	95
Southern Europe	3	16	4
Eastern Europe	0	18	15
Other Europe	0	0	0
Eastern Asia	32	97	82
So. Central Asia	26	81	68
SE Asia	39	129	81
Western Asia	0	36	2
Other Asia	0	33	2

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	0	0	2
Middle Africa	0	0	6
Northern Africa	0	5	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	36	44
Central Amer.	637	620	1,169
South America	5	48	58
North America	0	69	36
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	9,233	37,582	29,472
Spanish	940	1,664	1,861
Other Indo-Euro language	75	596	347
French (incl. Patois, Cajun)	3	190	100
French Creole	0	5	5
Italian	8	14	15
Portuguese	2	18	29
German	37	185	140
Yiddish	0	0	3
Other West Germanic	10	0	1
A Scandinavian Language	0	0	10
Greek	0	15	0
Russian	0	0	0
Polish	0	15	3
Serbo-Croatian	0	7	5
Other Slavic Language	0	3	1
Armenian	0	2	2
Persian	0	3	2
Gujarathi	12	80	16
Hindi	0	0	2
Urdu	0	18	1

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	12	8
Asian/PI languages	0	0	0
Chinese	8	48	64
Japanese	4	53	19
Korean	7	36	38
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	14	24	26
Laotian	0	0	0
Vietnamese	0	15	28
Other Asian	0	36	67
Tagalog	10	69	50
Other Pacific Is	0	8	14
Other languages	0	110	23
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	76	7
Hebrew	0	12	11
African languages	0	22	5
Other unspecified	0	0	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,673	34,190	26,153
Arab	0	111	65
Armenian	0	6	5
Austrian	9	12	5
British	24	125	111
Canadian	0	40	27
Croatian	0	0	0
Czech	0	6	19
Czechoslovak	0	16	27
Danish	5	4	14
Dutch	66	160	125
English	454	2,377	2,530
European	56	228	243
Finnish	6	17	26
French (not Basque)	73	333	240
French Canadian	33	153	137
German	427	1,909	1,274
Greek	11	24	14
Hungarian	3	53	15
Iranian	9	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	381	1,556	1,459
Italian	83	592	464
Lithuanian	0	10	3
Norwegian	15	156	150
Polish	21	210	166
Portuguese	21	14	8
Romanian	0	6	12
Russian	3	20	7
Scandinavian	0	13	55
Scotch-Irish	85	567	514
Scottish	62	348	327
Slovak	0	54	23
Subsaharan African	50	403	192
Swedish	5	90	85
Swiss	0	7	5
Ukrainian	0	12	15
US/American	1,602	4,789	6,169
Welsh	28	95	47
West Indian	0	58	38
Yugoslavian	0	21	23
Other	5,142	19,595	11,515

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

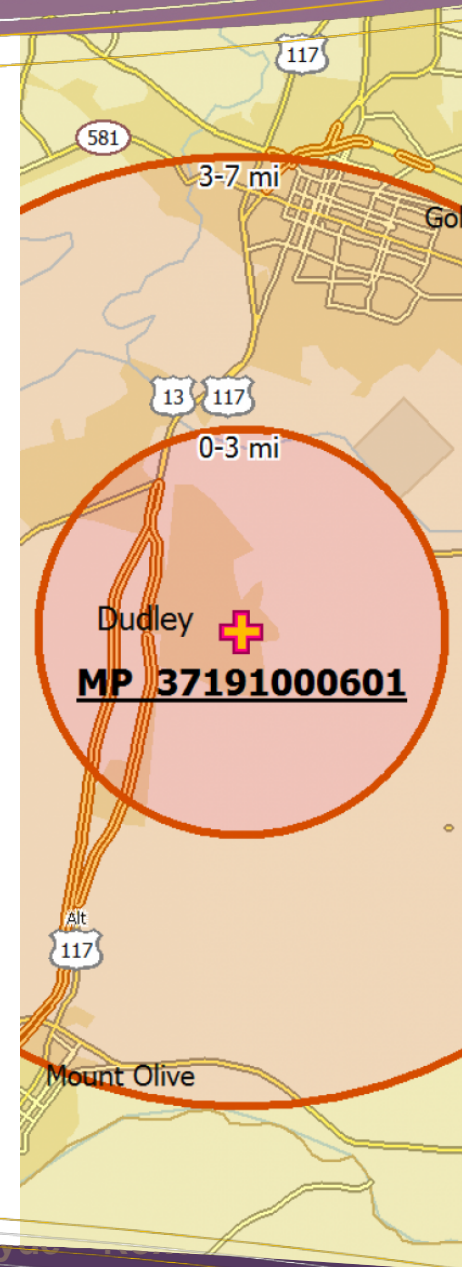
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	4,301	100%	2,964	100%
<b>AFFLUENT SUBURBIA</b>	1	0.02%	1	0.03%
America's Wealthiest	1	0.02%	1	0.03%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	99	2.3%	66	2.23%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	99	2.3%	66	2.23%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	59	1.37%	38	1.28%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	9	0.21%	0	0%
Prime Middle America	0	0%	6	0.2%
Urban Optimists	50	1.16%	0	0%
Family Convenience	0	0%	32	1.08%
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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,301	100%	2,964	100%
<b>BLUE COLLAR BACKBONE</b>	5	0.12%	3	0.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	5	0.12%	3	0.1%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	320	7.44%	206	6.95%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	320	7.44%	206	6.95%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	421	9.79%	288	9.72%
Steadfast Conservative	418	9.72%	286	9.65%
Moderate Conventionalists	3	0.07%	2	0.07%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

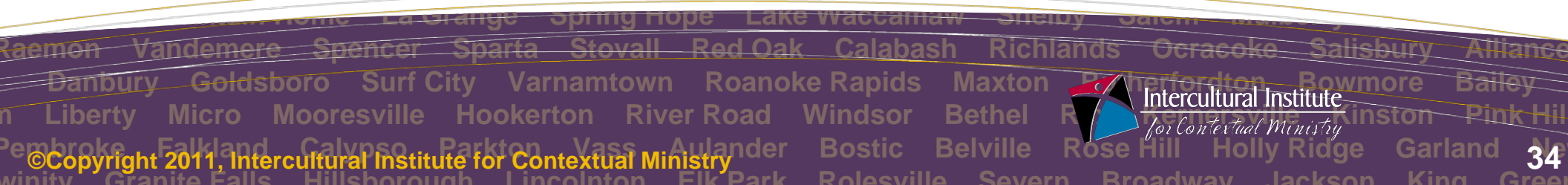
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	4,301	100%	2,964	100%
REMOTE AMERICA	411	9.56%	241	8.13%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	410	9.53%	240	8.1%
Coal & Crops	1	0.02%	1	0.03%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,394	32.41%	1,032	34.82%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,394	32.41%	1,032	34.82%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	35	0.81%	22	0.74%
Aspiring Hispania	4	0.09%	0	0%
Industrious Country Living	0	0%	3	0.1%
America's Farmland	31	0.72%	0	0%
Comfy Country Living	0	0%	19	0.64%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,301	100%	2,964	100%
<b>STRUGGLING SOCIETIES</b>	906	21.06%	615	20.75%
Rugged Southern Style	1	0.02%	1	0.03%
Latino Nuevo	76	1.77%	52	1.75%
Struggling city Centers	829	19.27%	562	18.96%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	646	15.02%	451	15.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	621	14.44%	434	14.64%
Urban Diversity	0	0%	0	0%
New Generation Activists	25	0.58%	17	0.57%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	2	0.05%	1	0.03%
Military Family Life	2	0.05%	1	0.03%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

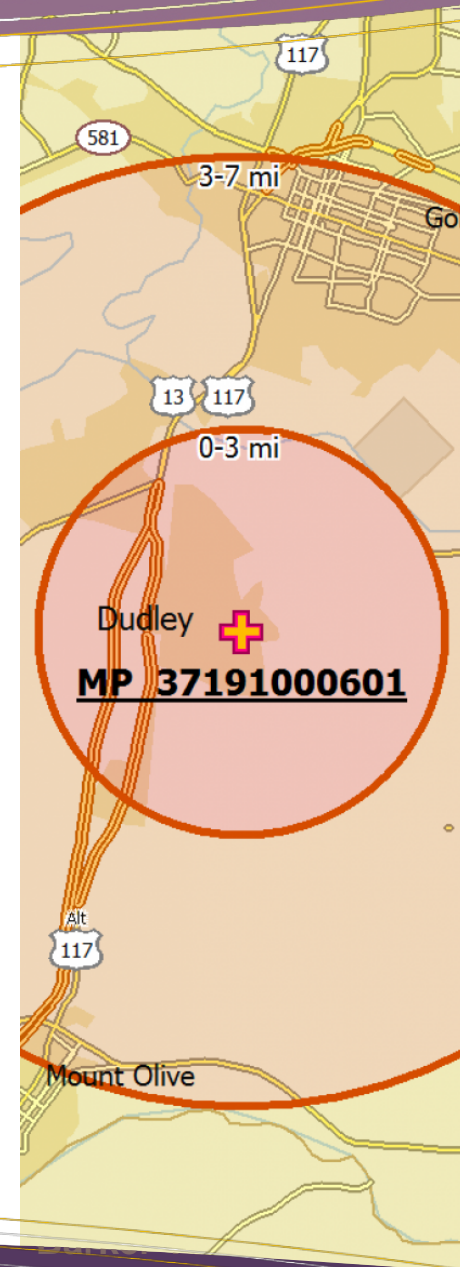
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	68%	71%	74%
Use Comp. for Internet/E-mail	46%	49%	54%
Internet Use: E-Mail	38%	42%	46%
Use Comp. for Comp. Games	33%	35%	37%
Use Comp. for Education	28%	31%	32%
Use Comp. for Word Processing	26%	30%	34%
HH Owns DVD Player	24%	28%	28%
Use Comp. for Shopping	24%	28%	31%
Use Comp. for Banking	23%	24%	27%
Use Comp. for Digital Camera Photo Editing	21%	25%	28%

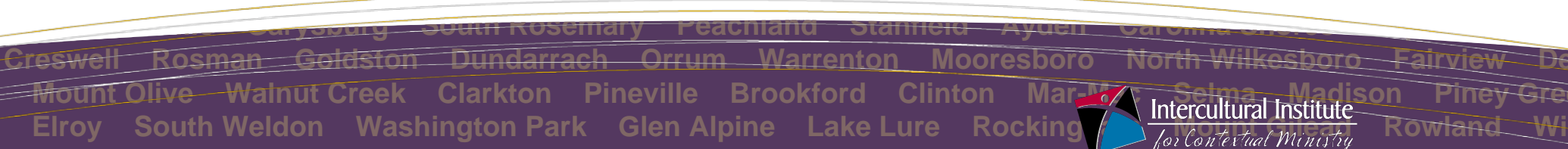
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	21%	23%	24%
Internet Use: News/ Weather	21%	23%	25%
PC-Network-HH Has One	17%	16%	18%
Use Comp. for News/Info./Data Service	16%	18%	20%
Use Comp. for Filing/DB Mngmnt	10%	11%	12%
Use Comp. for Personal Financial Mngmnt	10%	12%	13%
Use Comp. for Accounting	10%	12%	13%
Internet Use: Research/ Education	9%	11%	11%
HH Owns Video/Webcam	9%	11%	10%
Internet Use: Shopping: Gathered Info. for Shopping	8%	11%	12%

# 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	66%	67%	67%
Reading Books	49%	52%	52%
Dining Out (Not Fast Food)	46%	49%	52%
Card Games	36%	41%	41%
Cooking for Fun	34%	35%	35%
Go To A Beach/Lake	28%	31%	33%
Board Games	28%	30%	31%
Gardening	25%	26%	29%
Going To	16%	16%	17%
Bars/Nightclubs/Dancing			
Visit Zoo	16%	16%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	34%	35%	37%
Dentist	23%	23%	25%
Backache	23%	24%	23%
Hypertension/High Blood Pressure	21%	22%	21%
Eye Dr.	20%	20%	21%
None Of These	18%	19%	19%
High Cholesterol	18%	17%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	15%	15%	15%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	24.9%	25.93%	26.31%
Live Theater	16.37%	18.75%	19.28%
Rock/Pop Concerts Most Often	13.57%	13.5%	13.77%
Live Theater Most Often	13.19%	14.77%	15.46%
Comedy Club	9.55%	9.78%	9.89%
Dance Performance	9.33%	9.5%	9.12%
Movies: Comedy	39.58%	40.29%	40.63%
Movies: Action/Adventure	37.45%	39.21%	39.23%
Movies: Drama	22.86%	23.26%	22.24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.3%	21.45%	21.56%
Movies: Romantic Comedy	19.63%	19.21%	19.68%
Movies: Mystery	18.23%	20.71%	19.03%
College Football Reg. Season	4.27%	4.82%	5.49%
NFL Football Reg. Season	4.18%	5.12%	5.86%
MLB Baseball Reg. Season	4.05%	4.91%	5.94%
College Basketball Reg. Season	3.52%	3.35%	3.85%
NBA Basketball Reg. Season	2.48%	3.26%	3.66%
College Football Post-Season	1.57%	1.64%	1.83%

# 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	35.82%	37.19%	38.32%
Swimming	25.45%	27.36%	29.53%
Bowling	20.77%	21.09%	21.5%
Basketball	18.24%	17.52%	17.23%
Billiards/Pool	17.75%	17.43%	17.82%
Jogging/Running	15.76%	16.05%	15.76%
Freshwater Fishing	15.63%	15.33%	16.5%
Football	13.75%	13.05%	12.38%
Weight Training	13.13%	13.94%	14.88%
Baseball	12.22%	11.06%	11.26%
Aerobics	10.93%	10.56%	10.45%
Using Cardio Machine	10.26%	11.88%	12.55%
Stationary Cycling	10.09%	11.11%	11.27%
Volleyball	9.07%	9.28%	9.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	8.83%	9.98%	11.34%
Camping Trips	8.55%	10.27%	11.72%
Mountain/Road Biking	8.47%	9.92%	10.91%
Softball	7.8%	7.71%	7.88%
Soccer	7.63%	7.57%	7.53%
Saltwater Fishing	6.94%	7.06%	7.51%
Tennis	6.44%	6.38%	6.7%
Hunting	6.25%	6.96%	8.05%
Yoga	6.17%	6.33%	6.44%
Target Shooting	6.13%	6.43%	7.29%
Backpacking/Hiking	5.93%	7.76%	8.29%
Roller Skating	5.86%	5.57%	5.48%
Ice Skating	5%	5.29%	5.42%
Horseback Riding	4.81%	4.69%	5.18%



# 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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	4.77%	5.44%	6.21%
Motorcycling	4.73%	4.98%	5.48%
Racquetball	4.43%	3.84%	3.91%
Canoeing/Kayaking	4.39%	4.85%	5.46%
Fly Fishing	4.19%	4.07%	4.2%
Hockey	3.68%	3.54%	3.54%
Snorkeling	3.64%	4.13%	4.39%
Jet Skiing	3.56%	3.85%	4.14%
Skateboarding	3.38%	3.57%	3.53%
Downhill & X-Country Skiing	3.35%	3.65%	4.08%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.24%	3.56%	3.85%
Archery	3.14%	3.35%	3.79%
Snowmobiling	2.97%	3.21%	3.39%
Snowboarding	2.89%	2.96%	3.05%
Martial Arts	2.62%	3.3%	3.22%
Sailing	2.55%	2.79%	2.9%
Rock Climbing	2.52%	2.74%	2.89%
Rowing	2.2%	2.42%	2.58%
Surfing & Windsurfing	2.18%	2.53%	2.58%
Auto Racing	2.15%	2.73%	2.77%

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

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

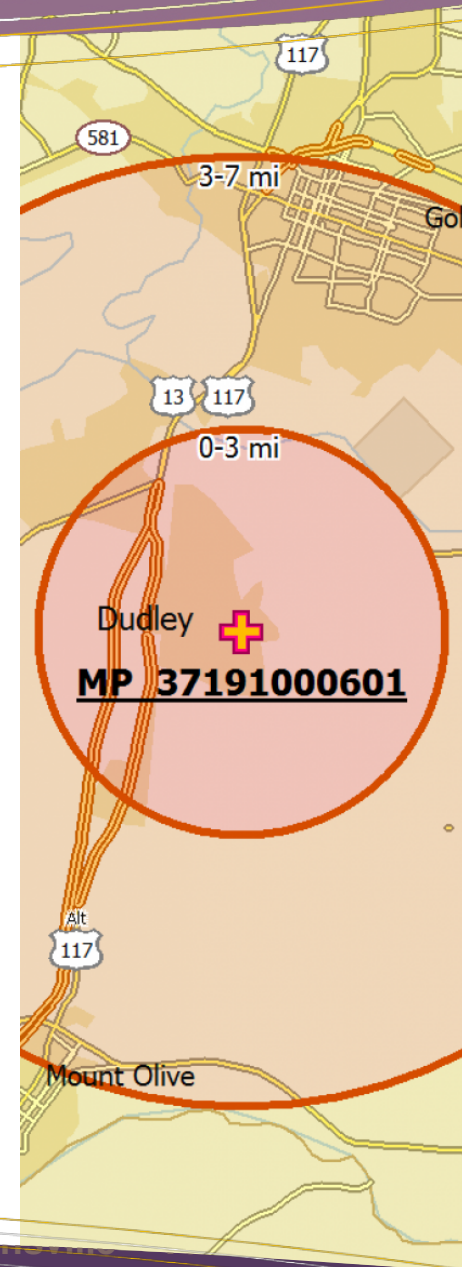
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

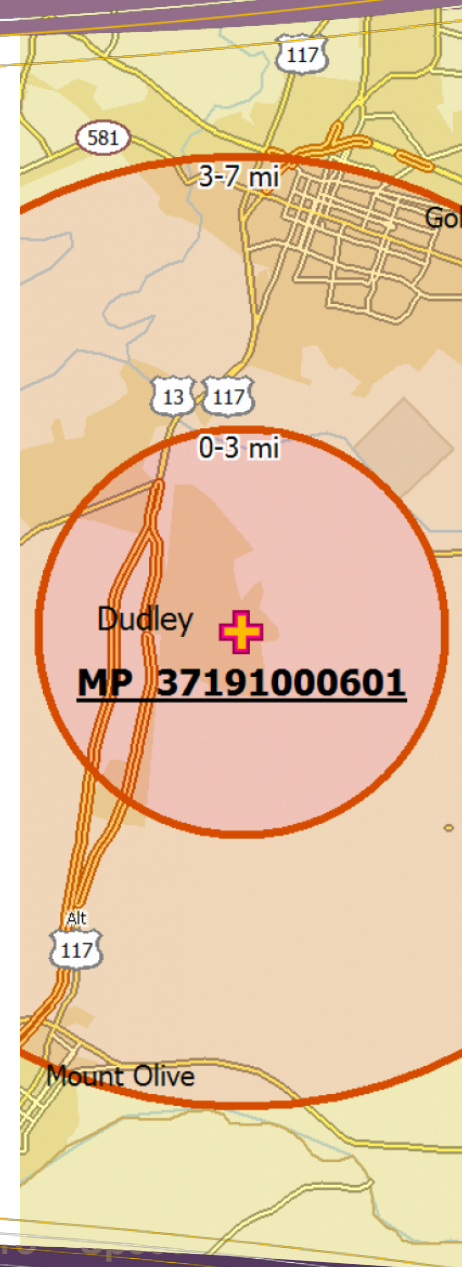
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

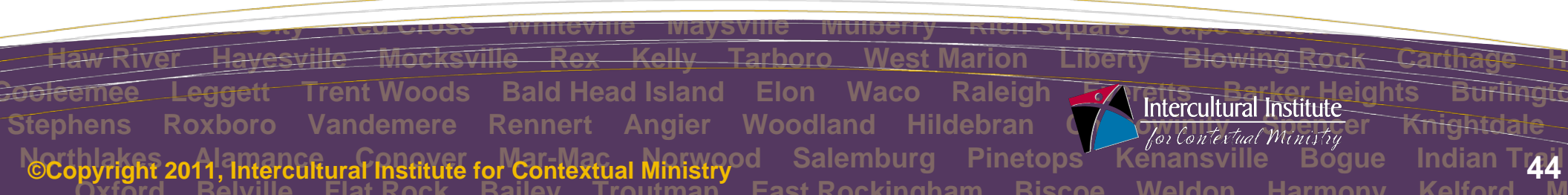


# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	53%	52%
Like Control Over People And Resources	41%	38%	37%
Speak My Mind Even If It Upsets People	39%	40%	38%
Find It Difficult To Say No To My Kids	36%	37%	38%
Woman's Place Is In The Home	36%	34%	34%
Don't Judge People/Way They Live Life	31%	30%	30%
Too Much Sponsorship In Arts/Sports	31%	29%	28%
Like To Do Unconventional Things	29%	29%	30%
Prefer To Have Few Possessions As Possible	27%	27%	29%
I Am A Workaholic	25%	23%	22%
Money Is Best Measure Of Success	25%	25%	25%
If Won Lottery Would Never Work Again	25%	25%	26%

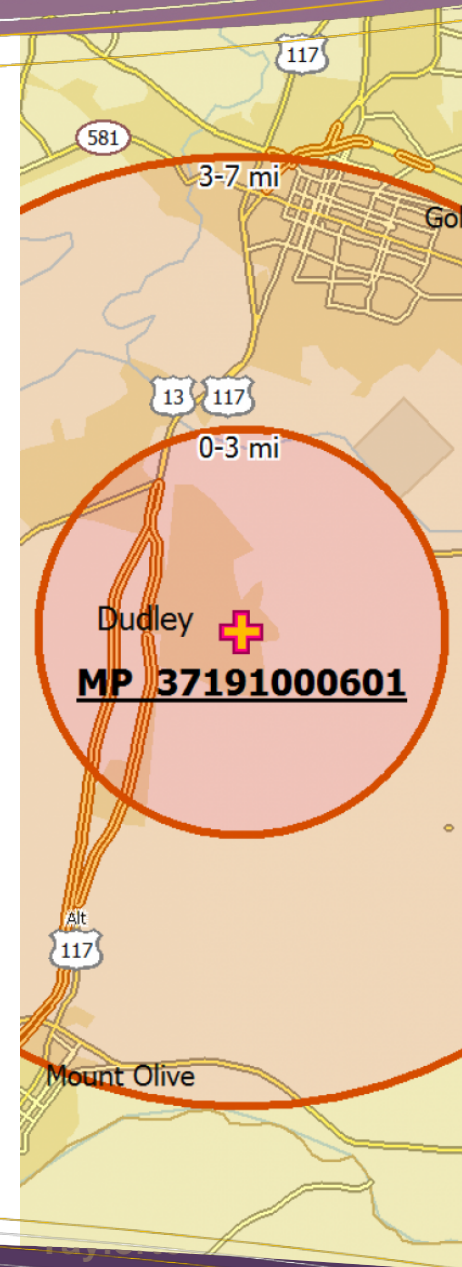
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	21%
Marijuana Should Be Legalized	20%	20%	20%
Friends More Important Than My Fam.	20%	20%	21%
Like To Pursue Challenge/Novelty/Change	18%	17%	17%
We Should Strive for Equality for All	18%	17%	16%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	16%	15%	15%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	11%	10%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Very Happy With My Life As It Is	9%	10%	8%
I Am A Perfectionist	9%	10%	8%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

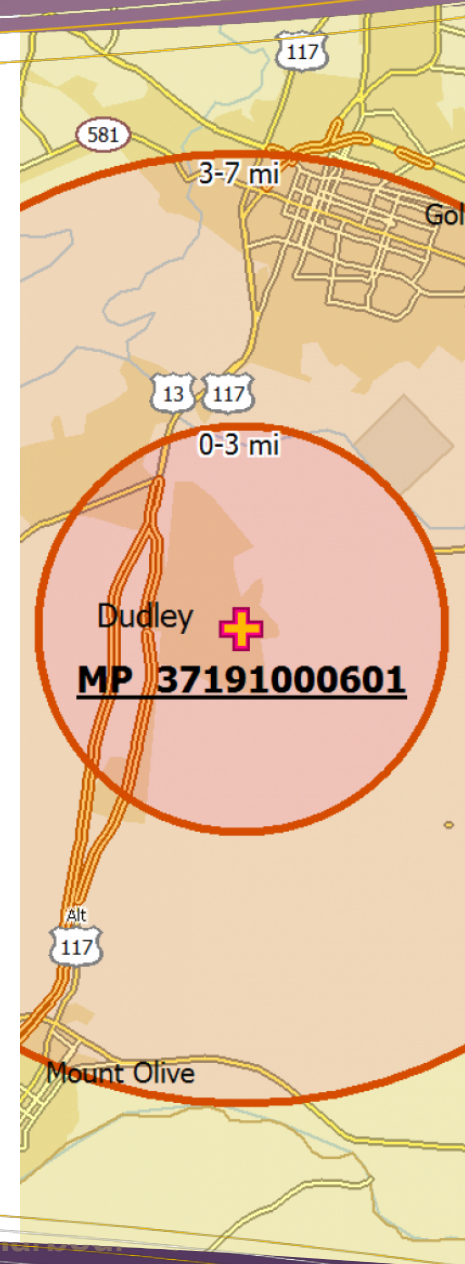
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

<b>THEMES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
You Should Seize Opportunities In Life	57%	57%	57%
Important To Respect Customs And Beliefs	56%	57%	60%
Like To Understand About Nature	38%	38%	37%
Prefer Work Part Of Team Than Alone	38%	38%	37%
Important To Juggle Various Tasks	35%	34%	33%
Important Feel Respected By My Peers	33%	34%	33%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	28%	27%	27%
Prefer To Have Few Possessions As Possible	27%	27%	29%
People Have To Take Me As They Find Me	23%	25%	24%
Provide My Kids With The Little Extras	21%	20%	18%
Consider Myself Interested In The Arts	21%	22%	21%

<b>THEMES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Looking for New Ideas To Improve Home	21%	20%	19%
Like To Just Enjoy Life	19%	19%	19%
Real Men Don't Cry	17%	19%	18%
Try Not To Worry About The Future	17%	16%	15%
Worried About Pollution Caused By Cars	16%	17%	18%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.3%	86.35%	86.78%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.13%	77.95%	79.89%
Houses-Visit Any			
McDonald's	56.26%	57.32%	57.9%
Burger King	39.39%	39.58%	39.02%
Kentucky Fried Chicken (KFC)	36.07%	34.43%	33.29%
Wendy's	32.44%	30.4%	31.24%
Subway	29.86%	29.89%	30.99%
Taco Bell	27.58%	28%	28.66%
Applebee's	26.95%	28.31%	29.55%
Pizza Hut	25.37%	25.03%	24.74%
Arby's	20.82%	21.95%	22.83%
Red Lobster	18.63%	18.71%	18.44%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Domino's Pizza	18.41%	18.02%	17.05%
Olive Garden	18.12%	18.59%	19.4%
Dairy Queen	17.02%	17.53%	17.99%
Popeyes	16.72%	15.23%	13.48%
Golden Corral	16.62%	15.7%	15%
Chick-Fil-A	15.85%	15.18%	15.79%
Sonic	15.54%	15.09%	15.07%
IHOP (International House Of Pancakes)	15.38%	16.18%	15.89%
Cracker Barrel	13.2%	13.72%	14.79%
TGI Friday's	13.16%	13.82%	13.52%
Church's Fried Chicken	12.71%	10.8%	9.43%
Outback Steakhouse	12.51%	13.19%	13.92%

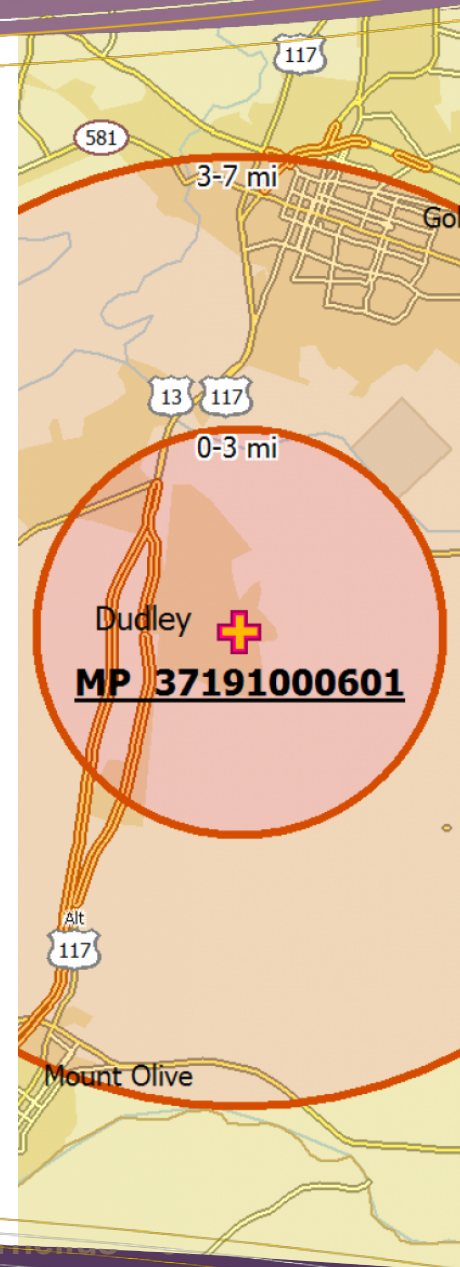


## Potential Shared Projects

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

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

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



# Potential Shared Projects

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

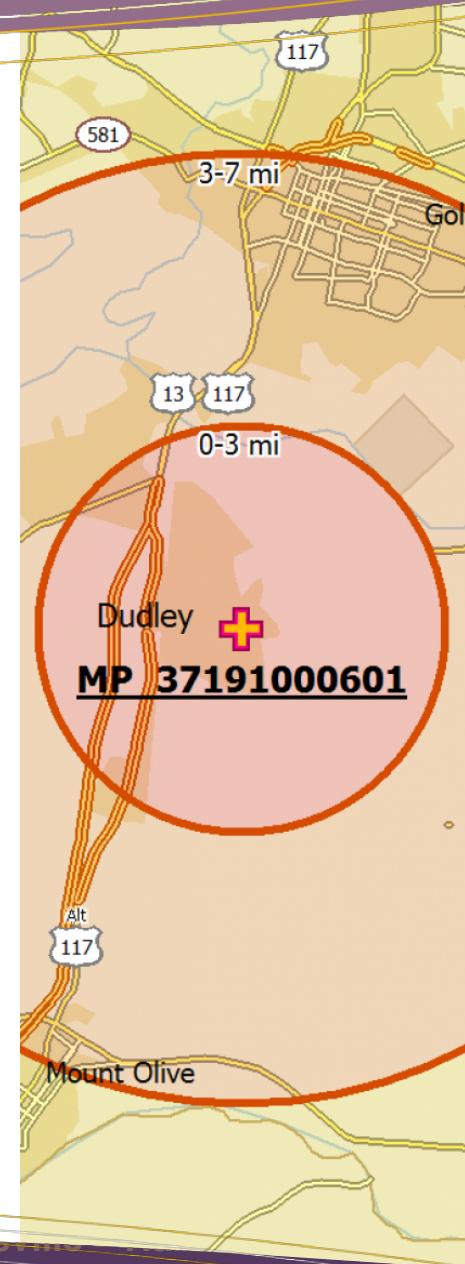
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	39.95%	40.85%	43.39%
Recycled products	23.9%	26.04%	29.02%
Worked as volunteer (non political)	11.4%	13.02%	14.38%
Engaged in fund raising	10.44%	10.19%	10.78%
Religious club member	7.73%	8.02%	8.26%
Church Board	6.86%	6.55%	6.5%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	4.68%	5.15%	5.32%
Took active part in local civic issue	4.44%	4.87%	4.92%
Wrote to editor of mag or newspaper	4.18%	5%	5.25%
Charitable Organization	4.07%	4.44%	4.78%
Wrote to elected offcl about publ bus	4.03%	4.3%	4.96%
Fraternal order member	3.92%	3.9%	4.14%

## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	12.57%	13.98%	15.06%
Children's Books	12.38%	12.02%	12.62%
Religious (not Bibles)	9.89%	9.5%	9.68%
Cookbooks	8.24%	8.94%	9.38%
Mystery	7.98%	8.59%	9.41%
Romance	6.63%	6.66%	6.81%
Personal/Business	5.51%	5.66%	6.11%
Self-help			
Biography	5.32%	5.59%	5.94%
History	5.02%	5.42%	5.85%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	64.14%	65.32%	66.29%
Gen. Editorial	51.23%	51.38%	50.57%
Womens	45.32%	46.26%	45.75%
Service	28.81%	30.89%	32.37%
Music	18.92%	17.98%	16.51%
Business/Finance	18.87%	19.26%	19.65%
Mens	18.84%	18.75%	18.81%
Parenthood	14.34%	14.8%	14.51%
Health	13.99%	14.29%	14.17%

# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	46.76%	48.66%	50.62%
Classified	31.59%	32.25%	32.37%
Sport	28.54%	28.78%	29.86%
Editorial Page	24.03%	25.46%	27.07%
Business/Finance	22.35%	23.45%	25.32%
Movie Listings & Reviews	22.32%	23.28%	23.73%
Comics	21.79%	23.4%	24.29%
TV/Radio Listings	21.42%	22.12%	22.52%
Food/Cooking	20.99%	22.32%	23.18%
Home/Gardening	17.6%	18.32%	19.52%
Travel	15.66%	16.58%	17.65%
Fashion	15.62%	15.45%	15.38%
Science/Technology	13.25%	14.17%	15.36%

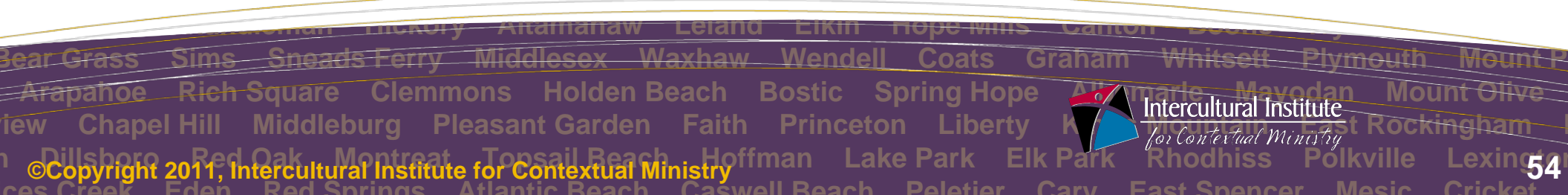
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	38.81%	34.89%	30.2%
CHR Contemp Hit Radio	17.22%	17.32%	17.41%
Country	12.2%	14.61%	16.6%
Jazz	11.55%	10.28%	9.71%
Variety	10.83%	9.39%	9.34%
Adult Contemporary	9.78%	12.31%	13.49%
Oldies	8.88%	8.98%	9.59%
Gospel	7.75%	6.91%	6.12%
All News	6.89%	6.04%	6.28%
Rock	6.33%	7.01%	8.44%
News/Talk	5.76%	6.64%	8.21%
Religious	5.73%	5.85%	6.25%
Hispanic	5.06%	4.03%	3.76%
Soft Contemporary	4.72%	4.9%	5.57%
Alternative	4.14%	4.95%	5.94%
Classic Rock	4.09%	5.3%	6.44%
All Talk	3.11%	3.21%	3.57%
Sports	2.92%	2.88%	3.21%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.64%	60.42%	62.17%
Soapnet	49.79%	49.82%	50.23%
Satellite Dish	48.03%	47.3%	50.53%
Other Video-On-Demand	43.78%	45.35%	44.49%
Sci-Fi Channel	34.54%	34.53%	35.9%
MSNBC	32.88%	33.08%	33.59%
Subscribe Digital Cable	32.01%	33.59%	32.51%
Adult Pay Per View TV	31.25%	31.62%	32.73%
TV Info From Sunday TV Magazine	27.93%	28.18%	28.7%
Nickelodeon	25.79%	25.72%	27.26%
TV Info From Newspapers	25.32%	25.02%	25.79%
TCM (Turner Classic Movies)	23.97%	24.17%	24.64%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	23.96%	24.28%	25.28%
Comedy Central	23.36%	26.45%	27.41%
Hallmark Channel	22.85%	23.33%	24.38%
TV Info From Monthly Cable Guide	21.63%	21.97%	22.63%
BET (Black Entertainment TV)	21.29%	21.84%	22.24%
TV Info From Other	21.22%	20.49%	20.62%
Lifetime	21.11%	20.8%	21.62%
USA Network	21.01%	22.01%	22.88%
ABC Fam.	20.45%	21.84%	22.41%
The Golf Channel	20.27%	21.12%	22.14%
HGTV (and Garden Television)	19.87%	18.58%	19.02%
Adult Swim	19.77%	20.61%	22.59%

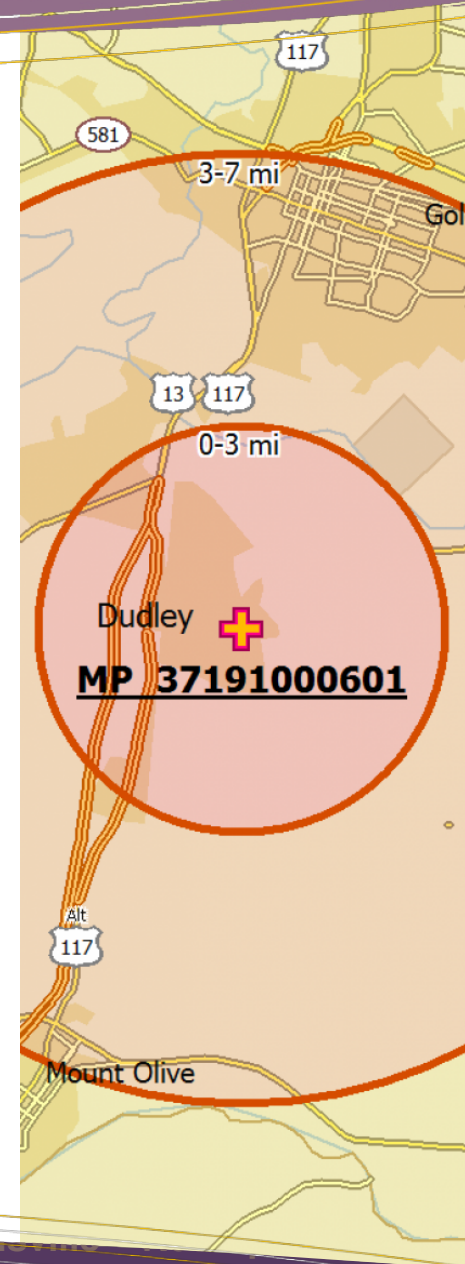


## Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	15.09%	15.96%	17.29%
Medium Users (4-6)	7.7%	9%	9.44%
Light Users (1-3)	18.52%	18.41%	19.11%
Quintiles (20%)			
Newspaper I (Heavy)	0.94%	1.22%	1.18%
Newspaper II	1.61%	1.93%	1.75%
Newspaper III	2.27%	1.75%	1.87%
Newspaper IV	0.49%	0.49%	0.63%
Newspaper V (Light)	0.79%	0.77%	0.86%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.48%	20.76%	20.68%
Magazines II	10.07%	9.71%	9.44%
Magazines III	11.06%	10.27%	10.55%
Magazines IV	14.8%	13.02%	12.68%
Magazines V (Light)	1.16%	0.94%	0.95%
Outdoor I (Heavy)	8.78%	8.38%	7.85%
Outdoor II	4.89%	4.36%	3.89%
Outdoor III	5.61%	4.97%	4.5%
Outdoor IV	16.62%	16.47%	16.28%
Outdoor V (Light)	22.92%	24.88%	24.84%
Yellow Pages I (Heavy)	17.27%	16.63%	16.11%
Yellow Pages II	8.61%	7.88%	7.37%
Yellow Pages III	9.4%	8.77%	7.82%
Yellow Pages IV	25.09%	24.25%	23.68%
Yellow Pages V (Light)	5.18%	5.02%	4.39%

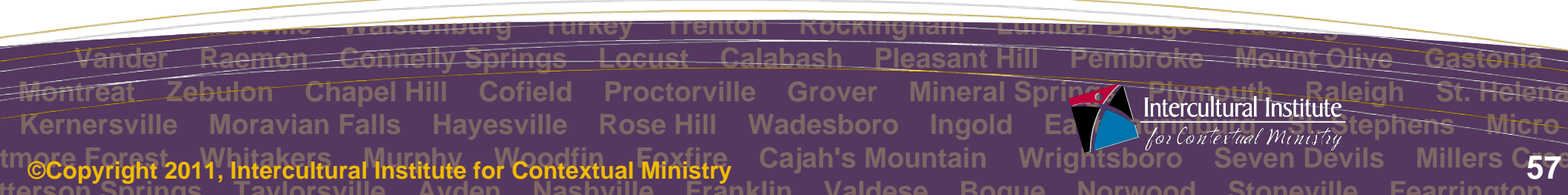


# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.15%	2.78%	2.99%
Drive Time III (Medium)	1.31%	0.93%	0.9%
Radio IV & V (Light)	2.88%	2.61%	2.52%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.05%	11.13%	10.7%
Radio III (Medium)	4.03%	3.88%	4.2%
Radio IV & V (Light)	4.78%	4.34%	4.18%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.49%	12.84%	13.38%
Cable III (Medium)	5.02%	4.93%	4.69%
Cable IV & V (Light)	37.95%	38.07%	36.57%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.48%	3.86%	3.8%
Prime Time III (Medium)	1.26%	1.23%	1.59%
Prime Time IV & V (Light)	10.19%	10.5%	9.98%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.27%	37.98%	38.48%
Fringe III (Medium)	54.97%	53.93%	53.39%
Fringe IV (Light)	56.06%	54.67%	55.37%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.07%	15.6%	14.7%
All Day III (Medium)	24.99%	24.29%	24.1%
All Day IV (Light)	20.47%	18.45%	16.92%



# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.91%	11.27%	11.47%
6:00am - 10:00am	14.86%	14.86%	15.06%
10:00am - 3:00pm	11.43%	12.43%	10.57%
3:00pm - 7:00pm	15.91%	16.41%	15.34%
7:00pm - Midnight	11.2%	11.56%	11.85%
Midnight - 6:00am	7.61%	8.37%	7.43%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.27%	15.3%	15.16%
6:00am - 10:00am	2.84%	3.2%	3.27%
10:00am-3:00pm	5.13%	5.55%	5.36%
3:00pm - 7:00pm	6.86%	8.71%	8.01%
7:00pm - Midnight	10.41%	9.88%	9.86%
Midnight - 6:00am	13.09%	14.05%	12.97%

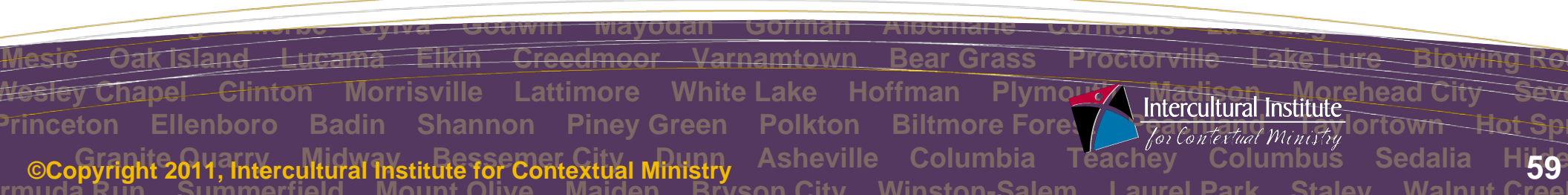
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.64%	6.2%	7.02%
Saturday: 8:00-11:00pm	8.99%	8.49%	8.45%
Sunday: 7:00-11:00pm	8.78%	9.17%	9.48%
9:00am-1:00pm	23.96%	24.28%	25.28%
9:00am-4:00pm	28.1%	28.5%	29.52%
4:00pm-7:00pm	31.19%	29.48%	30.15%
11:00pm-1:00am	43.41%	43.01%	43%
AVG Prime time	5.22%	4.98%	4.47%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.06%	15.7%	15.73%
7-9am	19.59%	21.54%	21.53%
9am-12noon	18.55%	18.26%	19.96%
12noon-4pm	9.55%	10.24%	9.57%
4-6pm	46.83%	46.58%	48.05%
6-7pm	17%	17.93%	18.49%
7-7:30pm	1.85%	1.68%	1.65%
7:30-8pm	11.87%	12.08%	12.03%
8-11pm	5.64%	6.2%	7.02%
11pm-12am	32.88%	33.08%	33.59%
11pm-1am	43.41%	43.01%	43%
1-6am	29.34%	31.39%	31.53%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.23%	16.4%	16.9%
Sat: 10am-1pm	9.86%	8.99%	8.68%
Sat: 1-4pm	23.71%	23.48%	24.21%
Sat: 4-6pm	7.5%	7.35%	7.31%
Sat: 6-7pm	1.75%	1.57%	1.77%
Sat: 7-8pm	0.99%	0.83%	0.93%
Sat: 8-11pm	8.99%	8.49%	8.45%
Sat: 11pm-1am	6.92%	6.11%	5.84%
Sat: 1am-7pm	21.01%	22.01%	22.88%
Sun: 7-10am	2.45%	2.32%	2.34%
Sun: 10am-1pm	5.32%	5.45%	6%
Sun: 1-4pm	5.23%	5.12%	5.43%
Sun: 4-7pm	11.51%	12.05%	12.82%
Sun: 7-11pm	8.78%	9.17%	9.48%
Sun: 11pm-1am	5.58%	5.34%	5.28%
Sun: 1-7am	19.87%	19.95%	20.97%



# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

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



# Establishing Redemptive Relationships

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

## Communication Steps

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

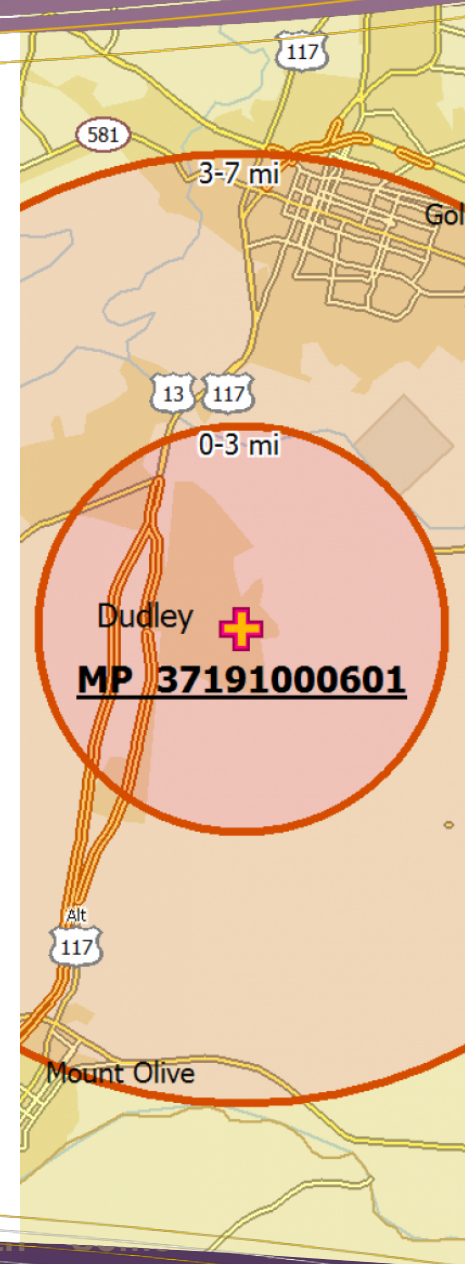


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Emmaus - Dudley	714 Emmaus Church Road Dudley, NC 28333	2.06 mi	116	Plateauing
2	Love Memorial - Goldsboro	192 Woodland Church Rd Goldsboro, NC 27530	2.54 mi	134	Plateauing
3	Horeb International Community of Goldsbo	192 Woodland Church Rd Goldsboro, NC 27530	2.54 mi	78	Plateauing
4	Madison Avenue	1703 E Laurel St Goldsboro, NC 27530	5.08 mi	120	Declining
5	Goldsboro First - Goldsboro	125 S John St Goldsboro, NC 27530	5.30 mi	309	Plateauing
6	Rosewood First - Goldsboro	562 NC Highway 581 S Goldsboro, NC 27530	5.46 mi	279	Plateauing
7	Calvary - Goldsboro	601 US 70 Bypass Goldsboro, NC 27533	5.52 mi	32	Plateauing
8	Goldsboro Korean - Goldsboro	1202 Collier St Goldsboro, NC 27530	6.42 mi	0	Insufficient Data
9	Adamsville - Goldsboro	1302 N Berkeley Blvd Goldsboro, NC 27534	7.02 mi	376	Declining
10	Northview - Goldsboro	600 Patetown Rd Goldsboro, NC 27530	7.42 mi	33	Plateauing
11	Anointed Vision - Goldsboro	3006 Central Heights Rd Goldsboro, NC 27534	7.44 mi	15	Insufficient Data
12	Trinity Missionary - Goldsboro	1086 Nc Highway 111 S Goldsboro, NC 27534	7.44 mi	196	Growing
13	New Life - Goldsboro	800 S Harding Dr Goldsboro, NC 27534	7.64 mi	85	Plateauing
14	Crossway	1201 Patetown Rd Goldsboro, NC 27530	7.98 mi	0	Insufficient Data
15	Falling Creek - Goldsboro	498 Falling Creek Church Rd Goldsboro, NC 27530	8.26 mi	72	Declining



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Pineview - Goldsboro	3357 US Highway 117 N Goldsboro, NC 27530	9.08 mi	39	Declining
17	Alum Springs - Mount Olive	131 Alum Springs Rd Mount Olive, NC 28365	9.47 mi	45	Plateauing
18	Mount Olive First - Mount Olive	300 N Chestnut St Mount Olive, NC 28365	9.47 mi	151	Declining
19	Seven Springs - Seven Springs	5924 NC Highway 55 E Seven Springs, NC 28578	11.30 mi	73	Declining
20	Iglesia Bautista Sinai - Mount Olive	627 Whitfield Rd Mount Olive, NC 28365	11.64 mi	16	Declining
21	Calypso - Calypso	132 E Church St Calypso, NC 28325	11.93 mi	0	Insufficient Data
22	Peace - Calypso	323 E Church St Calypso, NC 28325	11.96 mi	48	Plateauing
23	Community - Goldsboro	351 Antioch Rd Goldsboro, NC 27534	12.01 mi	27	Growing
24	Garners Chapel - Mount Olive	1365 Garner Chapel Rd Mount Olive, NC 28365	12.02 mi	32	Plateauing
25	LaGrange First - La Grange	201 N Caswell St La Grange, NC 28551	12.92 mi	51	Plateauing
26	Bear Marsh - Mt Olive	1649 Beautancus Rd Mount Olive, NC 28365	12.99 mi	74	Plateauing
27	Gateway Community Church	401 W Main St Pikeville, NC 27863	13.11 mi	0	Insufficient Data
28	Pikeville First	207 Big Daddy's Road Pikeville, NC 27863	13.22 mi	36	Growing
29	Princeton - Princeton	211 S Pearl St Princeton, NC 27569	13.43 mi	191	Growing
30	LaGrange Hispanic	176 Piney Grove Rd La Grange, NC 28551	13.54 mi	25	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Jordan's Chapel - Mount Olive	5663 US Highway 13 S Mount Olive, NC 28365	14.09 mi	61	Declining
32	Faison - Faison	511 W Main St Faison, NC 28341	15.03 mi	101	Plateauing
33	Iglesia Cristiana El Redentor	141 Strawberry Patch Rd Faison, NC 28347	16.13 mi	0	Insufficient Data
34	Mision Bau Monte Nelson - Eureka	206 West Main St Eureka, NC 27830	16.43 mi	0	Insufficient Data
35	Mount Nelson - Fremont	206 W Main St Fremont, NC 27830	16.43 mi	77	Growing
36	Fremont Missionary - Fremont	108 N Vance St Fremont, NC 27830	16.44 mi	48	Plateauing
37	Hephzibah - Princeton	4633 US 70 E Princeton, NC 27569	16.57 mi	122	Plateauing
38	Davis Grove - Snow Hill	938 Davis Grove Church Rd Snow Hill, NC 28580	17.16 mi	58	Plateauing
39	Pinkney - Fremont	3157 NC Highway 581 N Fremont, NC 27830	17.32 mi	68	Plateauing
40	Sardis - Smithfield	5444 Brogden Rd Smithfield, NC 27577	17.86 mi	112	Plateauing
41	Poplar Grove - Faison	90 Giddensville Rd Faison, NC 28341	17.87 mi	25	Growing
42	Albertson - Albertson	3736 N. NC 903 Hwy Albertson, NC 28508	17.98 mi	42	Growing
43	Parrish Memorial - Selma	606 Parrish Memorial Rd Selma, NC 27576	18.00 mi	57	Plateauing
44	Kennedy Home - Kinston	2557 Cedar Dell Ln Kinston, NC 28504	18.53 mi	81	Declining
45	Pine Level - Pine Level	110 S Peedin Ave Pine Level, NC 27568	19.06 mi	89	Plateauing



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

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