

MissionSite

top unreached locations



GOLDSBORO, NC

CENSUS TRACT: 37191001900

REGION: Region 2: Central Coast

COUNTY: Wayne

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



MissionSite (TM) Table of Contents

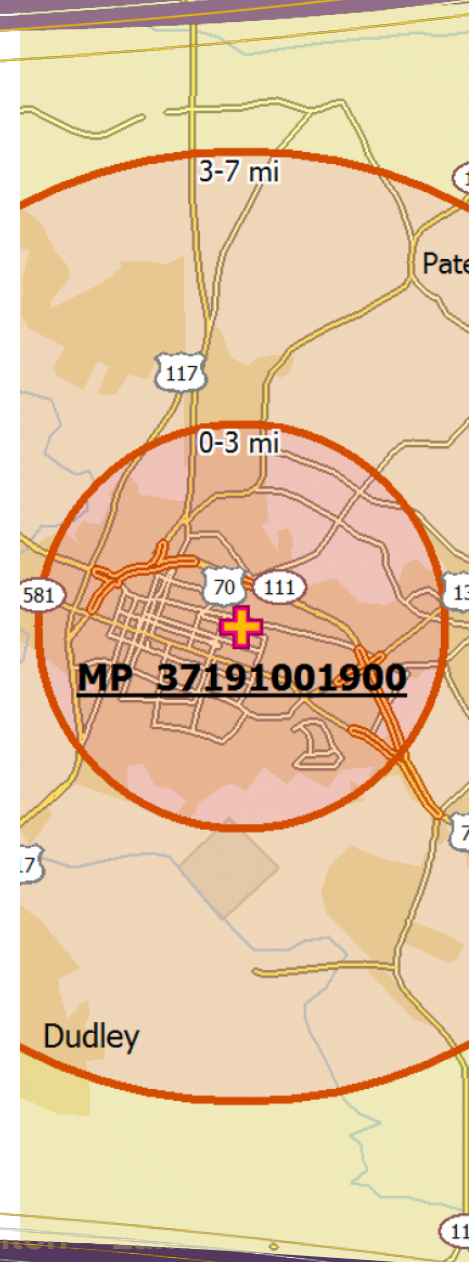
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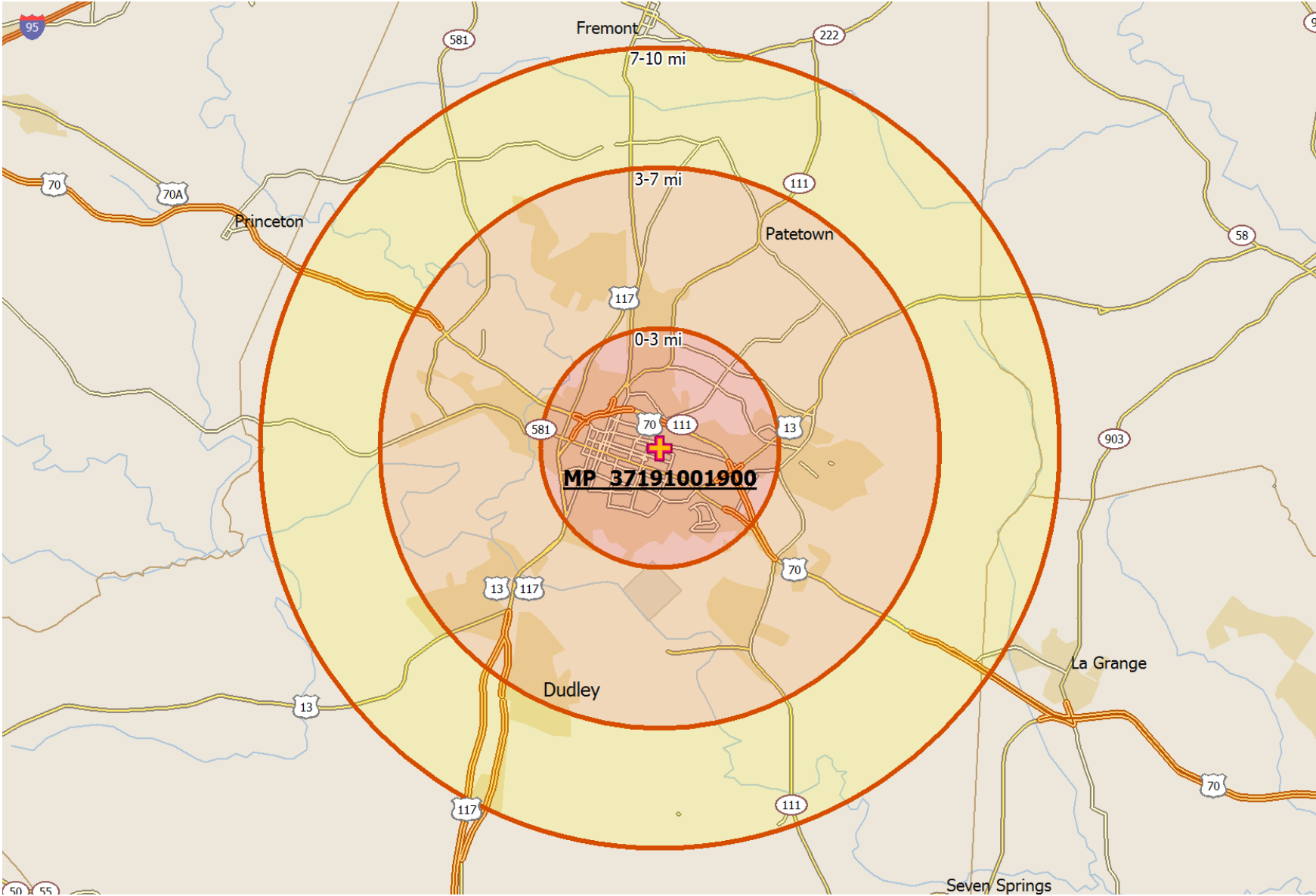
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37191	Wayne
4	Zipcode	27534	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	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	31,109	37,011	24,808
2010 Households	13,350	14,028	9,621
2010 Group Quarters Population	1,384	2,175	225

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	30	25
Language Diversity National Index	28	37	32
Foreign Born Diversity National Index	93	23	19
Ancestry Diversity National Index	16	27	25
Racial Diversity National Index	72	56	54

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

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	848	6.35%
Mainstay Communities	Established, Diverse Households	1,290	9.66%
Working Communities	Blue-collar, Working Families	615	4.61%
Country Communities	Rural, Agri. & Mining Families	145	1.09%
Aspiring Communities	Young Singles / Aspiring-Multihousing	5,838	43.73%
Urban Communities	High Density, Inner-city Neighborhoods	4,615	34.57%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	30,911	9,541	30.87%
Unreached %	67.95%	71.47%	105.19
Religious But NOT Evangelical HH	9,146	3,498	38.25%
Religious But NOT Evangelical %	20.1%	26.2%	130.34
Spiritual But NOT Relig or Evang HH	4,056	912	22.47%
Spiritual But NOT Relig or Evang %	8.92%	6.83%	76.58
Not Evangelical, Not Interested HH	17,985	5,294	29.44%
Not Evangelical, Not Interested %	39.53%	39.66%	100.32



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	25	8	32%
Active BCNC Attenders	2,274	955	42%
Active Evangelical Households	7,315	1,911	26.13%
Active Evangelical Percent	16.08%	14.31%	89.03
Inactive Evangelical Households	7,268	1,899	26.12%
Inactive Evangelical Percent	15.98%	14.22%	89.03
# 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.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Calvary - Goldsboro	0.92 mi	32	Plateauing	16 Emmaus - Dudley	6.73 mi	116	Plateauing
2 Madison Avenue	1.37 mi	120	Declining	17 Gateway Community Church	7.34 mi	0	Insufficient Data
3 Northview - Goldsboro	1.56 mi	33	Plateauing	18 Pikeville First	7.34 mi	36	Growing
4 Crossway	1.68 mi	0	Insufficient Data	19 Mision Bau Monte Nelson - Eureka	10.47 mi	0	Insufficient Data
5 Goldsboro First - Goldsboro	1.73 mi	309	Plateauing	20 Mount Nelson - Fremont	10.47 mi	77	Growing
6 Adamsville - Goldsboro	2.16 mi	376	Declining	21 Fremont Missionary - Fremont	10.48 mi	48	Plateauing
7 New Life - Goldsboro	2.23 mi	85	Plateauing	22 Pinkney - Fremont	11.24 mi	68	Plateauing
8 Goldsboro Korean - Goldsboro	2.59 mi	0	Insufficient Data	23 Davis Grove - Snow Hill	11.30 mi	58	Plateauing
9 Pineview - Goldsboro	3.19 mi	39	Declining	24 LaGrange First - La Grange	11.65 mi	51	Plateauing
10 Anointed Vision - Goldsboro	3.61 mi	15	Insufficient Data	25 LaGrange Hispanic	11.86 mi	25	Insufficient Data
11 Trinity Missionary - Goldsboro	3.61 mi	196	Growing	26 Princeton - Princeton	11.94 mi	191	Growing
12 Love Memorial - Goldsboro	5.51 mi	134	Plateauing	27 Falling Creek - Goldsboro	12.55 mi	72	Declining
13 Horeb International Community of Goldsbo	5.51 mi	78	Plateauing	28 Seven Springs - Seven Springs	14.42 mi	73	Declining
14 Community - Goldsboro	5.77 mi	27	Growing	29 Parrish Memorial - Selma	15.60 mi	57	Plateauing
15 Rosewood First - Goldsboro	6.39 mi	279	Plateauing	30 Hephzibah - Princeton	15.72 mi	122	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

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

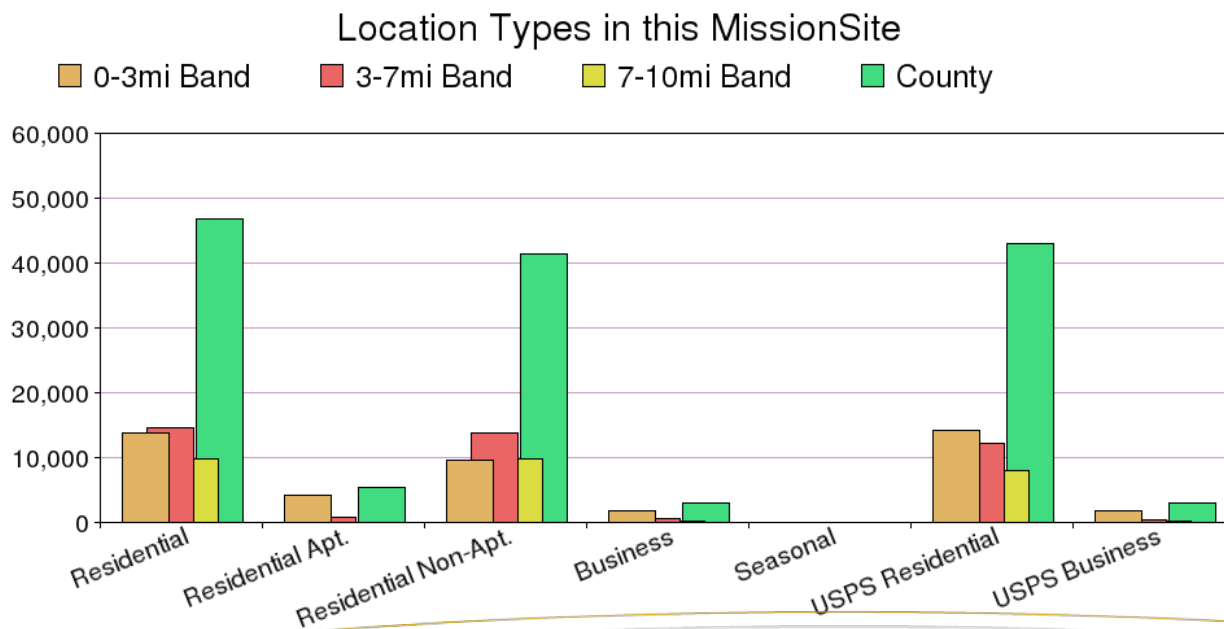


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	104,666	37,946	36.25%
2000 Population	113,329	35,197	31.06%
2010 Population	114,065	31,109	27.27%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,889	14,352	38.91%
2000 Households	42,612	14,004	32.86%
2010 Households	45,494	13,350	29.34%



Location Type	0-3mi Band
Residential	13,833
Residential Apt.	4,298
Residential Non-Apt.	9,535
Business	1,729
Seasonal	0
USPS Residential	14,275
USPS Business	1,876

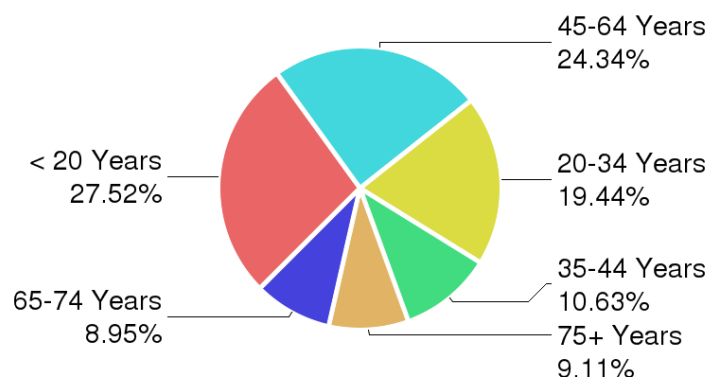
Current Demographic Summary

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%	6.67%	100.76
4-5 Years	3.03%	2.94%	97.03
6-8 Years	4.41%	4.44%	100.68
9-11 Years	4.15%	3.97%	95.66
12-13 Years	2.66%	2.44%	91.73
14-17 Years	5.24%	4.73%	90.27
18-19 Years	2.58%	2.33%	90.31
0-5 Years	9.66%	9.61%	99.48
6-12 Years	9.9%	9.65%	97.47
13-19 Years	9.14%	8.26%	90.37
< 20 Years	28.7%	27.52%	95.89
20-34 Years	20.25%	19.44%	96
35-44 Years	12.11%	10.63%	87.78
45-64 Years	25.37%	24.34%	95.94
65-74 Years	7.54%	8.95%	118.7
75+ Years	6.04%	9.11%	150.83
Median Age	36	40	112.12
Median Age (Male)	34	36	107.49
Median Age (Female)	38	43	112.93

Age Group Percentages

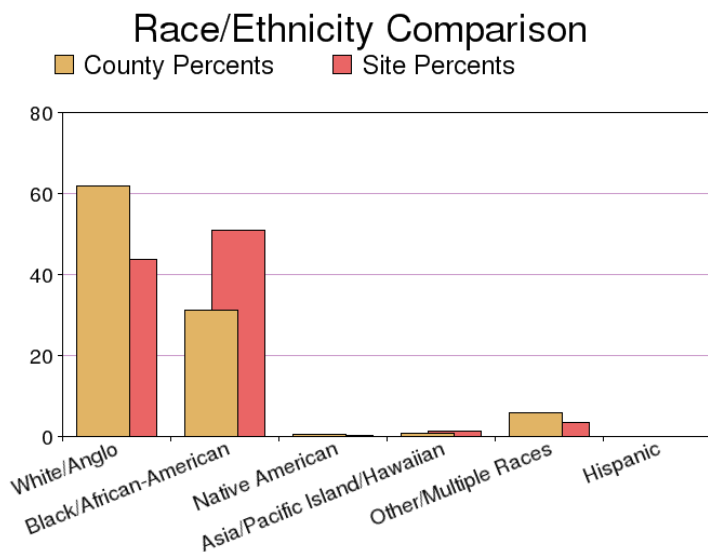


Current Demographic Summary

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%	43.84%	71.01
Black, African-American	31.17%	50.88%	163.22
Native American	0.43%	0.37%	87.52
Asian	0.83%	1.3%	156.03
Pacific Island, Hawaiian	0.08%	0.12%	152.43
Other/Multiple Races	5.76%	3.5%	60.75
Hispanic	0%	3.72%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	73,271	20,251	
Less than 9th Grade	6.89%	6.6%	104.35
No High School Diploma	11.42%	11.34%	100.73
High School Graduate	33.02%	30.01%	110.03
Some College, no degree	23.55%	24.93%	94.48
Associate Degree	9.27%	8.95%	103.54
College Degree	10.42%	12%	86.83
Graduate/Prof. degree	5.43%	6.17%	87.98

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.

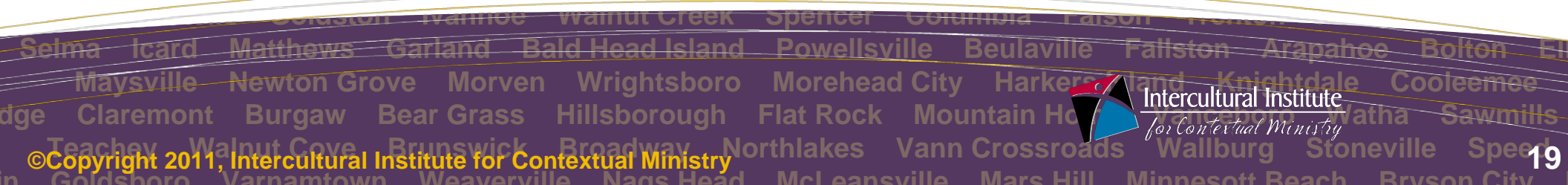
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.52%	17.09%	157.03
\$10,000 to \$19,999	13.41%	15.87%	118.36
\$20,000 to \$29,999	12.21%	12.84%	105.15
\$30,000 to \$49,999	22.83%	21%	92
\$50,000 to \$59,999	8.5%	6.2%	72.97
\$60,000 to \$69,999	8.39%	6.09%	72.57
\$70,000 to \$79,999	6%	5.01%	83.48
\$80,000 to \$89,999	4.29%	4.13%	96.24
\$90,000 to \$99,999	2.74%	2.53%	92.37
\$100,000 to \$124,999	5.66%	5.09%	90.03
\$125,000 to \$149,999	2.13%	2.18%	102.55
\$150,000 to \$199,999	1.44%	1.08%	74.81
\$200,000 to \$249,999	0.3%	0.17%	58.06
\$250,000 or more	0.58%	0.66%	113.59
Median Household	40,973	34,910	85.2
Average Household	52,579	48,425	92.1
Per Capita Household	21,633	20,965	96.91
Family/Non-Family Household Income			
Median Family Income	49,627	45,974	92.64
Average Family Income	61,774	57,688	93.39
Median Non-Family Income	23,619	23,130	97.93
Average Non-Family Income	31,988	32,049	100.19

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%	61.25%	88.6
Families with Children	36.34%	32.7%	89.98
Families without Children	32.79%	28.55%	87.07
Non-Family Households			
% Non-Family Households	30.87%	38.75%	125.52
Non-Families with Children	0.22	0.16	74.97
Non-Families without Children	30.65	38.58	125.89
Housing Units			
			Index
Total Housing Units	51,836	15,280	
Vacant percent	12.23%	12.62%	103.18
Owned percent	57.14%	38.51%	67.41%
Rented Percent	30.63%	48.86%	159.53
Households by Size			
			Index
Avg household size	2.42	2.23	92.15
Avg family hh size	3.00	2.93	97.67
Avg non-family hh size	1.11	1.11	100
Households By Count of Persons			
			Percent
One	12,331	4,638	37.61%
Two	15,434	4,324	28.02%
Three or Four	14,524	3,575	24.61%
Five+	3,205	813	25.37%



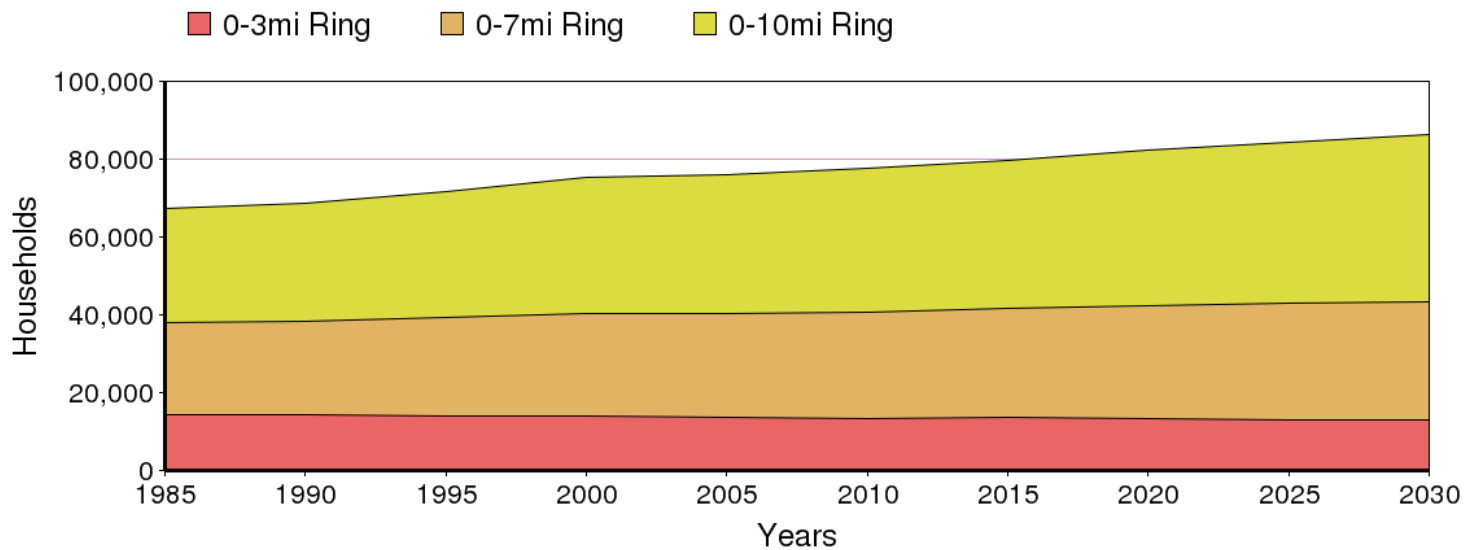
Projected Demographic Summary

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	37,946	36.25%
2000 Population	113,329	35,197	31.06%
2010 Population	114,065	31,109	27.27%
2015 Population	115,328	31,335	27.17%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,889	14,352	38.91%
2000 Households	42,612	14,004	32.86%
2010 Households	45,494	13,350	29.34%
2015 Households	46,669	13,686	29.33%

Household Change from 1985 to 2030



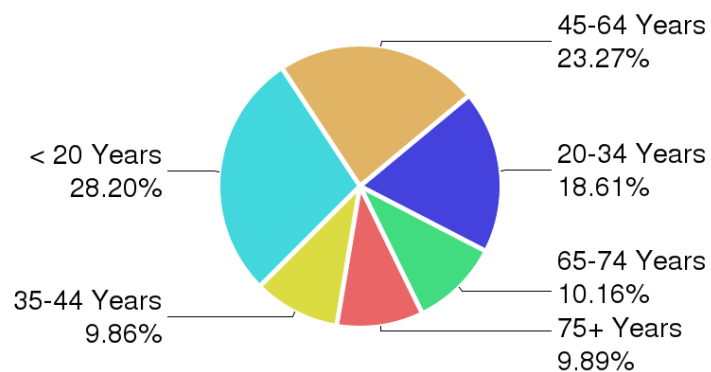
Projected Demographic Summary

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	6.67%	6.96%	104.35
4-5 Years	2.94%	3.03%	103.06
6-8 Years	4.44%	4.64%	104.5
9-11 Years	3.97%	4.14%	104.28
12-13 Years	2.44%	2.57%	105.33
14-17 Years	4.73%	4.66%	98.52
18-19 Years	2.33%	2.21%	94.85
0-5 Years	9.61%	9.99%	103.95
6-12 Years	9.65%	10.09%	104.56
13-19 Years	8.26%	8.12%	98.31
< 20 Years	27.52%	28.2%	102.47
20-34 Years	19.44%	18.61%	95.73
35-44 Years	10.63%	9.86%	92.76
45-64 Years	24.34%	23.27%	95.6
65-74 Years	8.95%	10.16%	113.52
75+ Years	9.11%	9.89%	108.56
Median Age	36	40	112.4
Median Age (Male)	34	36	107.55
Median Age (Female)	38	43	114.64

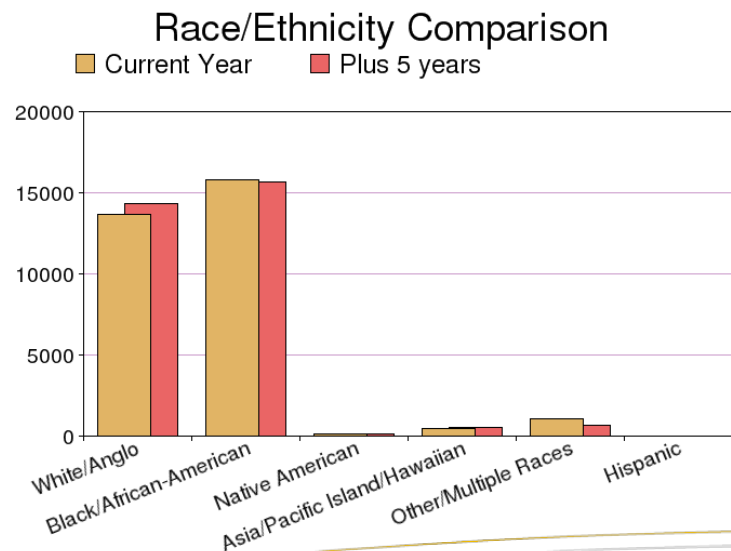
Projected Age Group Percentages



Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	43.84%	45.64%	104.11
Black, African-American	50.88%	50.03%	98.34
Native American	0.37%	0.44%	117.25
Asian	1.3%	1.53%	118
Pacific Island, Hawaiian	0.12%	0.14%	115.38
Other/Multiple Races	3.5%	2.22%	63.6
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,251	20,482	
Less than 9th Grade	6.6%	5.87%	88.89
No High School Diploma	11.34%	9.91%	87.42
High School Graduate	30.01%	30.21%	100.68
Some College, no degree	24.93%	25.7%	103.08
Associate Degree	8.95%	9.62%	107.43
College Degree	12%	12.17%	101.35
Graduate/Prof. degree	6.17%	6.53%	105.84



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	17.09%	16.67%	97.54
\$10,000 to \$19,999	15.87%	14.92%	94
\$20,000 to \$29,999	12.84%	11.52%	89.69
\$30,000 to \$49,999	21%	20.14%	95.88
\$50,000 to \$59,999	6.2%	6.18%	99.67
\$60,000 to \$69,999	6.09%	6.73%	110.5
\$70,000 to \$79,999	5.01%	5.56%	102.94
\$80,000 to \$89,999	4.13%	4.59%	104.63
\$90,000 to \$99,999	2.53%	2.72%	107.36
\$100,000 to \$249,999	5.09%	6.06%	118.92
\$125,000 to \$149,999	2.18%	2.7%	123.69
\$150,000 to \$199,999	1.08%	1.19%	110.42
\$200,000 to \$249,999	0.17%	0.16%	93.3
\$250,000 or more	0.66%	0.59%	89.79
Median Household	34,910	37,970	108.77
Average Household	48,425	50,670	104.64
Per Capita Household	20,965	22,330	106.51
Family/Non-Family Household Income			
Median Family Income	45,974	50,072	108.91
Average Family Income	57,688	60,225	104.4
Median Non-Family Income	23,130	24,808	107.25
Average Non-Family Income	32,049	33,829	105.55

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	61.25%	60.29%	98.43
Families with Children	32.7	31.8	97.25
Families without Children	28.55	28.39	99.44
Non-Family Households			
% Non-Family Households	38.75%	39.71%	102.49
Non-Families with Children	0.16	0.11	102.49
Non-Families without Children	38.58	39.6	102.64
Housing Units			
Total Housing Units	15,280	15,655	102.45%
Vacant percent	12.62%	12.58%	99.63
Owned percent	38.51%	38.46%	99.86
Rented Percent	48.86%	48.96%	100.21
Households by Size			
Avg household size	2.23	2.19	98.21%
Avg family hh size	2.93	2.93	100%
Avg non-family hh size	1.11	1.07	96.4%
Households By Count of Persons			
One	4,638	4,946	106.64%
Two	4,324	4,370	101.06%
Three or Four	3,575	3,577	100.06%
Five+	813	793	97.54%

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	808	1,362	1,114
Northern Europe	53	130	146
Western Europe	77	78	76
Southern Europe	7	9	8
Eastern Europe	20	10	6
Other Europe	0	0	0
Eastern Asia	107	89	44
So. Central Asia	65	85	79
SE Asia	149	77	51
Western Asia	36	2	4
Other Asia	33	2	5

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	5	3
Middle Africa	0	0	0
Northern Africa	5	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	36	54	15
Central Amer.	103	754	653
South America	48	42	4
North America	69	25	20
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	32,013	26,435	21,692
Spanish	885	1,523	1,208
Other Indo-Euro language	535	301	271
French (incl. Patois, Cajun)	186	95	68
French Creole	10	0	0
Italian	14	12	10
Portuguese	0	22	18
German	196	83	84
Yiddish	0	6	2
Other West Germanic	0	6	7
A Scandinavian Language	0	10	6
Greek	15	0	0
Russian	0	0	0
Polish	0	15	10
Serbo-Croatian	12	0	0
Other Slavic Language	0	3	3
Armenian	0	2	2
Persian	5	0	0
Gujarathi	65	7	32
Hindi	0	6	3
Urdu	15	3	3

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	17	6	3
Asian/PI languages	0	0	0
Chinese	76	47	6
Japanese	38	29	20
Korean	40	20	23
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	30	28	31
Laotian	0	0	0
Vietnamese	32	15	0
Other Asian	51	52	15
Tagalog	70	34	33
Other Pacific Is	22	0	0
Other languages	111	22	37
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	83	0	29
Hebrew	14	9	0
African languages	14	13	8
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	29,975	22,807	18,403
Arab	150	21	35
Armenian	0	6	5
Austrian	6	11	9
British	59	121	111
Canadian	51	24	10
Croatian	0	0	0
Czech	9	12	19
Czechoslovak	18	24	22
Danish	0	15	12
Dutch	146	95	100
English	2,262	2,136	1,744
European	213	271	209
Finnish	0	30	41
French (not Basque)	316	161	175
French Canadian	110	168	105
German	1,572	1,246	1,072
Greek	18	11	11
Hungarian	50	16	17
Iranian	0	5	4

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,256	1,206	1,054
Italian	579	454	328
Lithuanian	8	9	3
Norwegian	171	106	33
Polish	140	164	154
Portuguese	14	18	15
Romanian	0	11	12
Russian	6	10	13
Scandinavian	10	20	5
Scotch-Irish	597	355	315
Scottish	330	235	222
Slovak	63	15	9
Subsaharan African	338	198	126
Swedish	102	61	39
Swiss	0	7	6
Ukrainian	17	12	19
US/American	2,834	6,518	5,316
Welsh	59	54	69
West Indian	75	10	7
Yugoslavian	44	0	0
Other	18,352	8,972	6,958

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

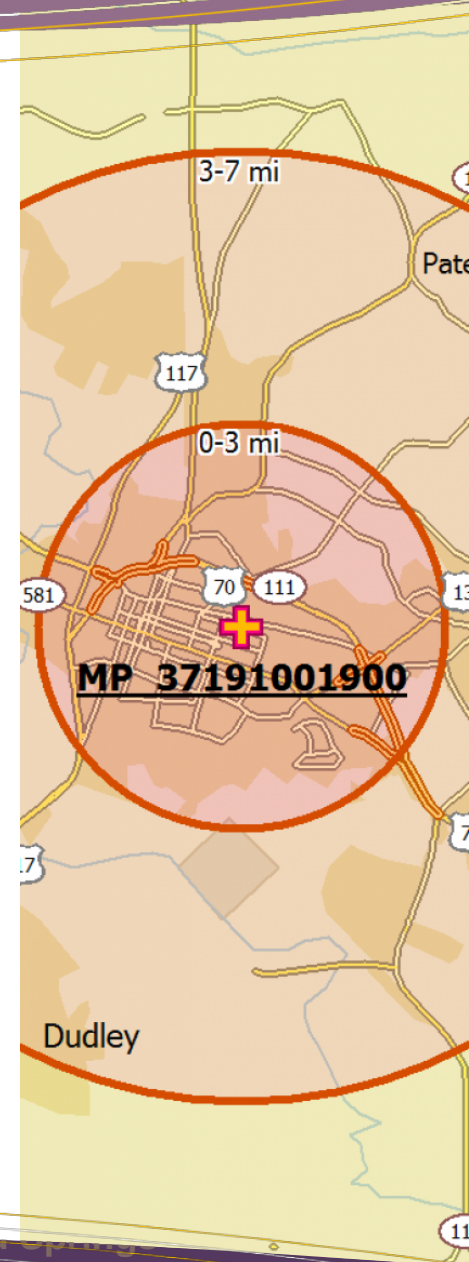
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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.

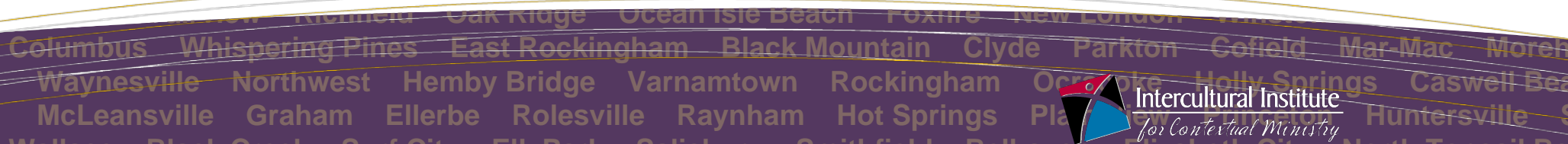
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	13,350	100%	9,554	100%
AFFLUENT SUBURBIA	332	2.49%	237	2.48%
America's Wealthiest	48	0.36%	39	0.41%
Dream Weavers	80	0.6%	57	0.6%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	204	1.53%	141	1.48%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	516	3.87%	348	3.64%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	502	3.76%	337	3.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	14	0.1%	11	0.12%
SM TOWN SUCCESS	629	4.71%	439	4.59%
Successful Urban Sprawl	342	2.56%	11	0.12%
2nd City Homebodies	166	1.24%	243	2.54%
Prime Middle America	0	0%	108	1.13%
Urban Optimists	121	0.91%	0	0%
Family Convenience	0	0%	77	0.81%
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	13,350	100%	9,554	100%
BLUE COLLAR BACKBONE	46	0.34%	29	0.3%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	22	0.16%	13	0.14%
Lower Income Essentials	10	0.07%	7	0.07%
Small Town Endeavors	14	0.1%	9	0.09%
AMER. DIVERSITY	661	4.95%	473	4.95%
Ethnic Urban Mix	31	0.23%	22	0.23%
Urban Blues	22	0.16%	14	0.15%
Professional Urbanites	554	4.15%	401	4.2%
Urban Advancement	38	0.28%	26	0.27%
Amer. Great Outdoors	16	0.12%	10	0.1%
Mature America	0	0%	0	0%
METRO FRINGE	569	4.26%	391	4.09%
Steadfast Conservative	398	2.98%	273	2.86%
Moderate Conventionalists	67	0.5%	45	0.47%
Southern Blues	62	0.46%	44	0.46%
Urban Grit	0	0%	0	0%
Grass-Roots Living	42	0.31%	29	0.3%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	13,350	100%	9,554	100%
REMOTE AMERICA	55	0.41%	32	0.33%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	55	0.41%	32	0.33%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	5,395	40.41%	3,990	41.76%
Young Cosmopolitans	28	0.21%	22	0.23%
Minority Metro Communities	5,009	37.52%	3,710	38.83%
Stable Careers	358	2.68%	258	2.7%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	90	0.67%	59	0.62%
Aspiring Hispania	53	0.4%	0	0%
Industrious Country Living	0	0%	36	0.38%
America's Farmland	37	0.28%	0	0%
Comfy Country Living	0	0%	23	0.24%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,350	100%	9,554	100%
STRUGGLING SOCIETIES	2,134	15.99%	1,447	15.15%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,134	15.99%	1,447	15.15%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,481	18.58%	1,850	19.36%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	413	3.09%	289	3.02%
Urban Diversity	0	0%	0	0%
New Generation Activists	159	1.19%	107	1.12%
Getting By	1,909	14.3%	1,454	15.22%
VARYING LIFESTYLES	443	3.32%	259	2.71%
Military Family Life	443	3.32%	259	2.71%
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?



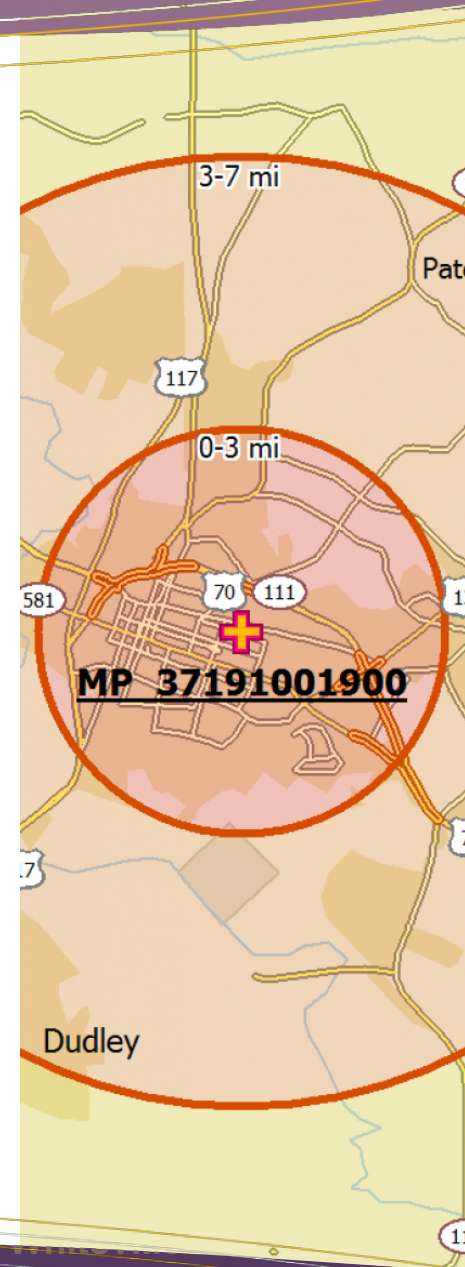
Potential Cultural Bridges

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).



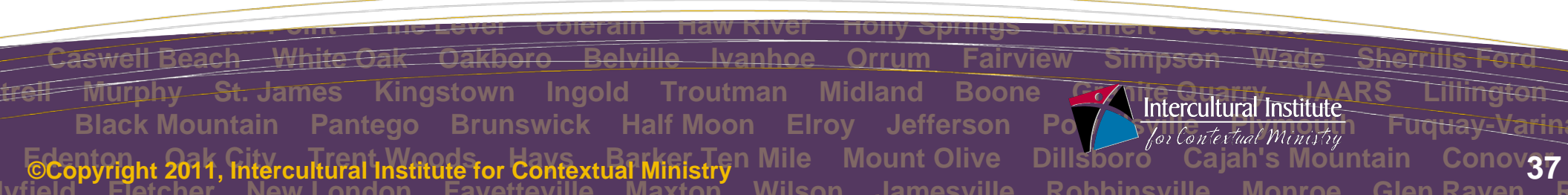
Anderson Casal Robbins Morven Rano Rure Beach Marion
Wade Dunn Vanceboro Cove City Newland Lumberton Washington Park Rhodhiss Stantonsburg Pelet
Maysville Charlotte Roxobel Murphy Brices Creek Grantsboro Atkinson Fremont Rolesville Rutherford
n Red Oak Whispering Pines Saluda Old Fort Unionville Fairview You the Stateville Winterville Ma
Spring Hope Elizabethtown Fairview Harrisburg Manteo Woodfin Norwood Raynham Mineral Springs
Haw River Vann Crossroads Faith Harmony Macon Whitsett Salemburg Bethania Dundarrach Su

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	71%	75%	76%
Use Comp. for Internet/E-mail	49%	54%	56%
Internet Use: E-Mail	43%	47%	48%
Use Comp. for Comp. Games	36%	38%	38%
Use Comp. for Education	32%	32%	33%
Use Comp. for Word Processing	32%	35%	36%
HH Owns DVD Player	30%	29%	29%
Use Comp. for Shopping	28%	31%	32%
Use Comp. for Digital Camera	25%	28%	29%
Photo Editing			
Use Comp. for Banking	24%	28%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	24%	26%	26%
Internet Use: Banking	23%	25%	26%
Use Comp. for News/Info./Data Service	20%	21%	21%
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Personal Financial Mngmnt	13%	13%	13%
Internet Use: Shopping: Gathered Info. for Shopping	13%	12%	12%
Internet Use: Research/ Education	12%	12%	11%
Use Comp. for Accounting	12%	13%	14%
Internet Use: Read Magazines/ Newspapers	12%	11%	11%
Use Comp. for Filing/DB Mngmnt	12%	12%	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	68%	68%	68%
Reading Books	54%	53%	52%
Dining Out (Not Fast Food)	49%	52%	53%
Card Games	43%	42%	42%
Cooking for Fun	35%	35%	36%
Go To A Beach/Lake	31%	33%	34%
Board Games	31%	32%	33%
Gardening	25%	29%	30%
Visit Museum	19%	19%	19%
Going To	16%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	34%	37%	38%
Backache	24%	23%	23%
Dentist	23%	25%	25%
Hypertension/High Blood Pressure	23%	21%	20%
Eye Dr.	21%	21%	21%
None Of These	19%	19%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	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	27.47%	26.83%	26.68%
Live Theater	21.4%	19.74%	19.49%
Live Theater Most Often	16.51%	15.71%	15.69%
Rock/Pop Concerts Most Often	14.35%	13.88%	13.69%
Dance Performance	10.5%	9.17%	8.68%
Comedy Club	10.4%	10.18%	9.99%
Movies: Comedy	41.87%	41.14%	40.84%
Movies: Action/Adventure	40.81%	39.72%	39.43%
Movies: Drama	25.07%	22.59%	21.85%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.62%	21.78%	21.45%
Movies: Mystery	22.49%	19.46%	18.76%
Movies: Romantic Comedy	20.32%	19.89%	19.75%
NFL Football Reg. Season	5.93%	6.17%	6.17%
MLB Baseball Reg. Season	5.34%	6.28%	6.53%
College Football Reg. Season	5.28%	5.62%	5.74%
NBA Basketball Reg. Season	3.93%	3.85%	3.7%
College Basketball Reg. Season	3.39%	3.88%	4.01%
Auto Racing Events	2.51%	2.66%	2.72%

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	38.67%	38.44%	38.47%
Swimming	26.8%	29.98%	31.05%
Bowling	21.39%	21.81%	22.08%
Basketball	18.14%	17.29%	17.03%
Jogging/Running	17.24%	15.78%	15.46%
Billiards/Pool	16.7%	18.01%	18.43%
Weight Training	14.73%	15.13%	15.37%
Football	13.24%	12.58%	12.37%
Using Cardio Machine	13.03%	12.86%	12.84%
Freshwater Fishing	12.87%	16.6%	17.92%
Stationary Cycling	11.94%	11.31%	11.18%
Aerobics	11.63%	10.46%	10.13%
Golf	10.84%	11.49%	11.9%
Baseball	10.37%	11.2%	11.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	10.1%	11.01%	11.25%
Volleyball	9.26%	8.96%	8.9%
Camping Trips	8.6%	11.45%	12.51%
Backpacking/Hiking	8.26%	8.3%	8.45%
Soccer	7.77%	7.39%	7.38%
Softball	7.56%	7.89%	8.02%
Tennis	6.8%	6.62%	6.67%
Saltwater Fishing	6.79%	7.63%	7.92%
Yoga	6.78%	6.38%	6.3%
Roller Skating	5.8%	5.45%	5.34%
Ice Skating	5.71%	5.29%	5.13%
Hunting	5.46%	7.8%	8.71%
Power Boating	5.38%	6.13%	6.45%
Target Shooting	5.21%	7.14%	7.85%

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
Canoeing/Kayaking	4.72%	5.27%	5.49%
Snorkeling	4.53%	4.36%	4.3%
Motorcycling	4.47%	5.49%	5.85%
Jet Skiing	4.29%	4.1%	4.05%
Downhill & X-Country Skiing	3.96%	3.94%	4.02%
Skateboarding	3.93%	3.46%	3.36%
Horseback Riding	3.87%	5.04%	5.5%
Hockey	3.86%	3.42%	3.3%
Racquetball	3.82%	3.86%	3.88%
Fly Fishing	3.8%	4.14%	4.25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.79%	3.17%	3.03%
Water Skiing	3.64%	3.73%	3.82%
Snowmobiling	3.17%	3.29%	3.37%
Snowboarding	3.14%	2.98%	2.92%
Sailing	3.06%	2.87%	2.84%
Surfing & Windsurfing	2.95%	2.59%	2.48%
Rock Climbing	2.88%	2.83%	2.81%
Auto Racing	2.68%	2.63%	2.67%
Archery	2.63%	3.73%	4.09%
Rowing	2.56%	2.58%	2.56%

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.

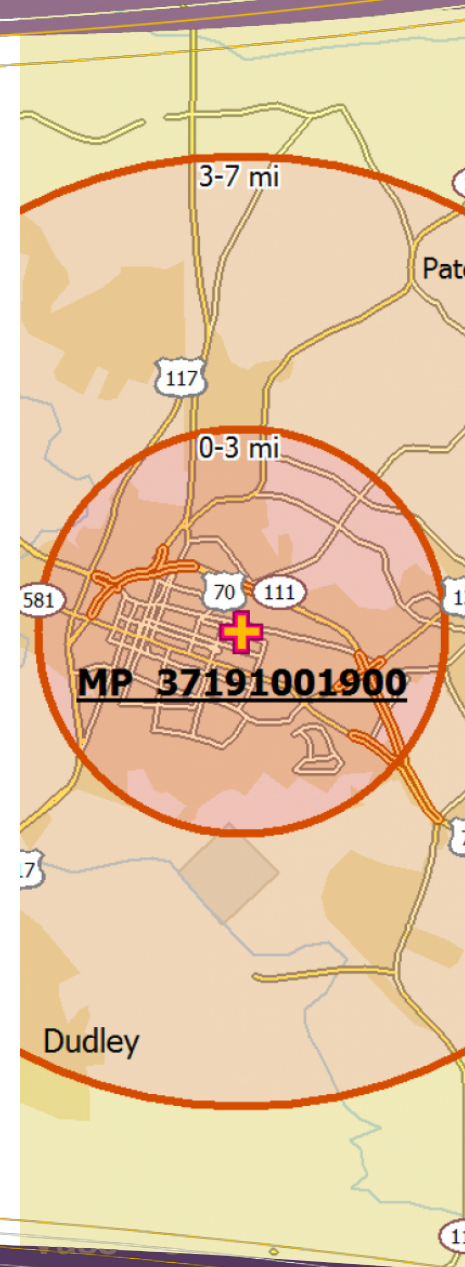
BIBLICAL BARRIERS

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.

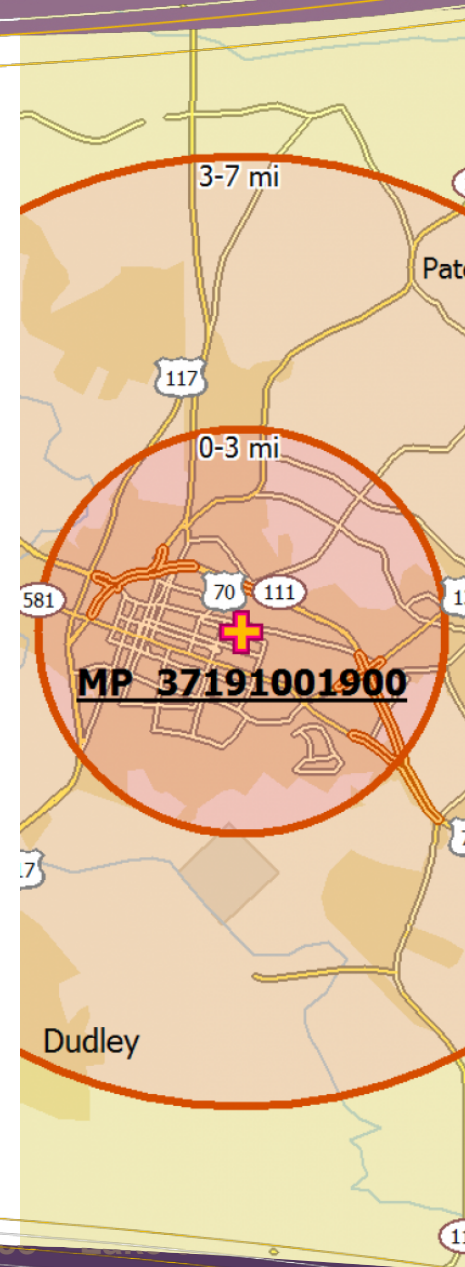
CULTURAL BARRIERS OF ACCEPTANCE

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.

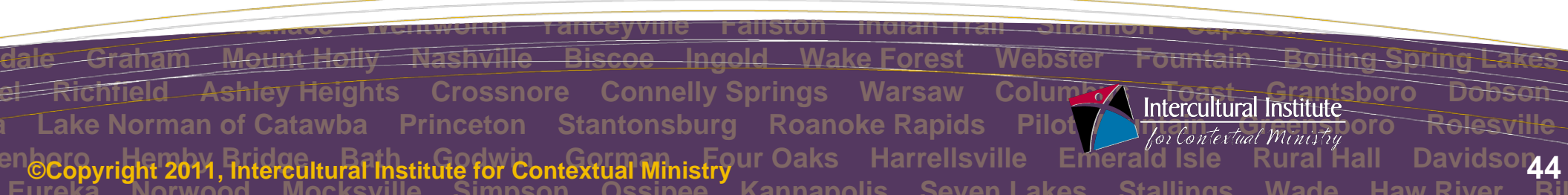


Potential Cultural Barriers:

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	55%	52%	52%
Speak My Mind Even If It Upsets People	41%	38%	37%
Like Control Over People And Resources	38%	37%	36%
Find It Difficult To Say No To My Kids	37%	38%	39%
Woman's Place Is In The Home	32%	34%	34%
Don't Judge People/Way They Live Life	31%	29%	29%
Too Much Sponsorship In Arts/Sports	30%	27%	26%
Prefer To Have Few Possessions As Possible	29%	29%	29%
Like To Do Unconventional Things	28%	30%	30%
If Won Lottery Would Never Work Again	27%	26%	26%
Money Is Best Measure Of Success	25%	25%	25%
I Am A Workaholic	23%	21%	21%

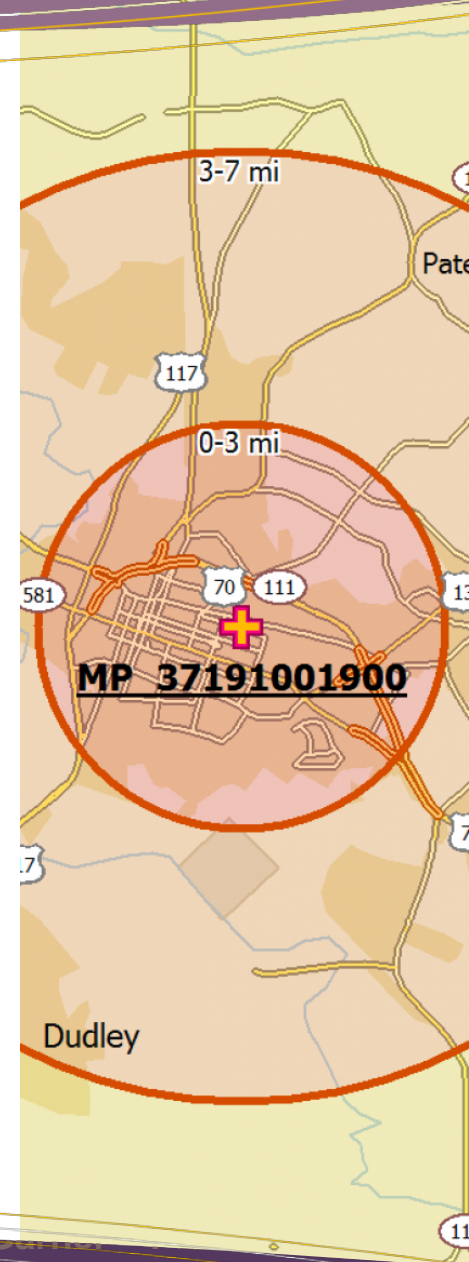
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	22%	20%	20%
Like to Stand Out In A Crowd	21%	21%	21%
Friends More Important Than My Fam.	20%	21%	21%
We Should Strive for Equality for All	18%	16%	15%
Like To Pursue Challenge/Novelty/Change	17%	16%	16%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	14%	12%	12%
I Am A Perfectionist	11%	9%	8%
Very Happy With My Life As It Is	11%	8%	8%
On Whole People Get What They Deserve	10%	10%	10%
Little I Can Do To Change My Life	9%	9%	9%



Potential Cultural Themes

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

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



Potential Cultural Themes:

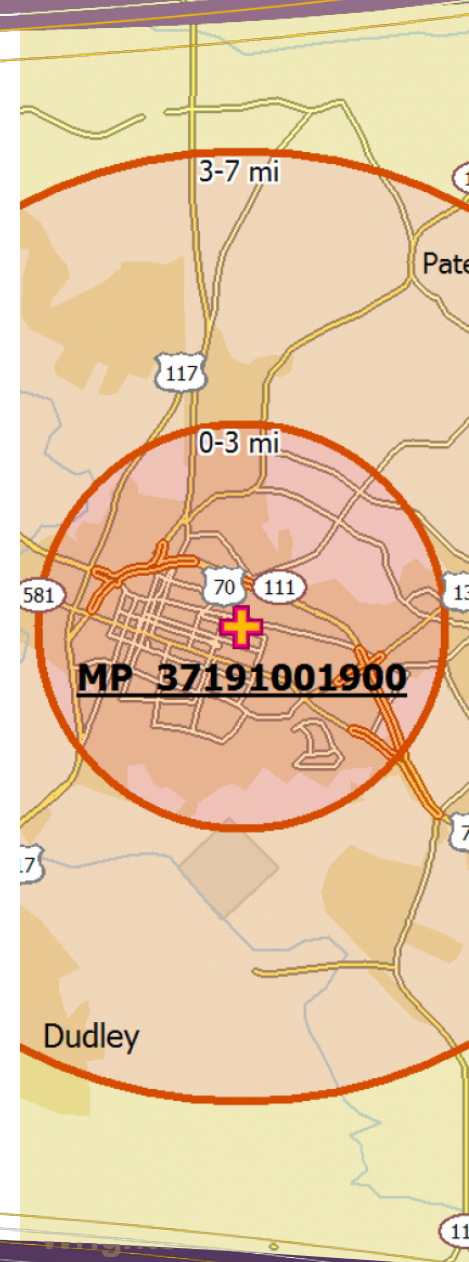
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	61%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Prefer Work Part Of Team Than Alone	39%	37%	37%
Like To Understand About Nature	38%	37%	37%
Important Feel Respected By My Peers	35%	33%	33%
Important To Juggle Various Tasks	35%	32%	32%
Good At Fixing Things	31%	29%	28%
Prefer To Have Few Possessions As Possible	29%	29%	29%
Have Keen Sense Of Adventure	27%	26%	26%
People Have To Take Me As They Find Me	25%	25%	25%
Consider Myself Interested In The Arts	23%	20%	20%
Provide My Kids With The Little Extras	21%	18%	17%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	21%	19%	19%
Real Men Don't Cry	19%	18%	17%
Worried About Pollution Caused By Cars	19%	19%	18%
Like To Just Enjoy Life	18%	19%	19%
Try Not To Worry About The Future	17%	15%	15%
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%	5%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.17%	86.64%	86.81%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.97%	80.12%	80.91%
Houses-Visit Any			
McDonald's	56.92%	58.25%	58.56%
Burger King	39.59%	39.03%	38.74%
Kentucky Fried Chicken (KFC)	35.06%	33.1%	32.46%
Wendy's	30.36%	31.27%	31.33%
Subway	29.95%	31.07%	31.25%
Applebee's	28.81%	30.28%	30.63%
Taco Bell	26.88%	28.95%	29.23%
Pizza Hut	25.18%	24.58%	24.4%
Arby's	21.91%	23.18%	23.6%
Red Lobster	19.95%	18.52%	18.06%

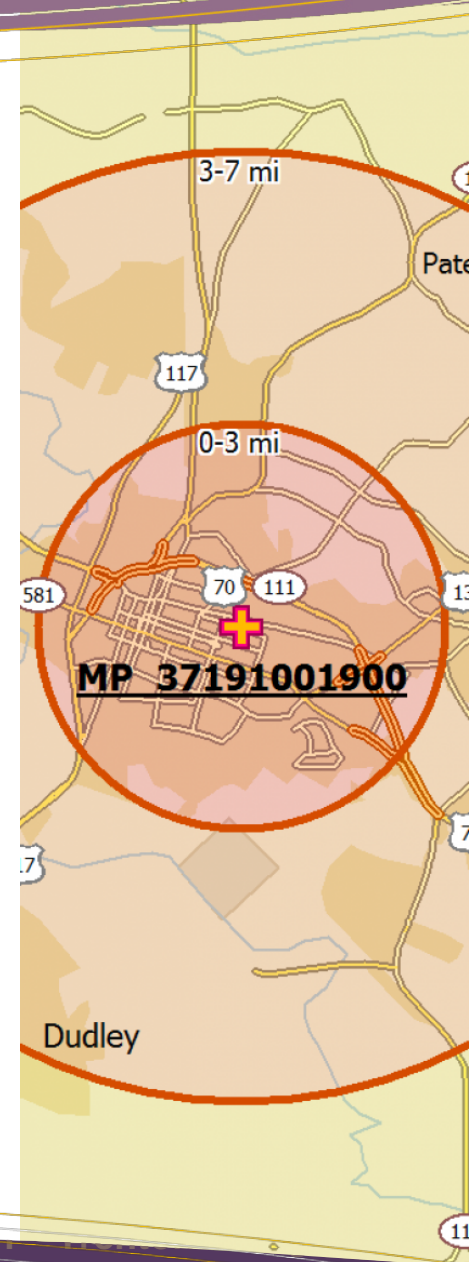
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	19.21%	19.8%	19.87%
Domino's Pizza	18.69%	16.97%	16.28%
IHOP (International House Of Pancakes)	17.84%	16.34%	15.7%
Popeyes	16.95%	13.48%	12.38%
Dairy Queen	16.74%	17.74%	18.03%
Chick-Fil-A	16.05%	16.36%	16.31%
TGI Friday's	15.83%	14%	13.45%
Golden Corral	15.66%	15.05%	14.79%
Outback Steakhouse	14.46%	14.37%	14.31%
Sonic	14.08%	15.03%	15.22%
Cracker Barrel	13.33%	15.02%	15.63%
Dunkin' Donuts	13.26%	11.45%	10.96%

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.

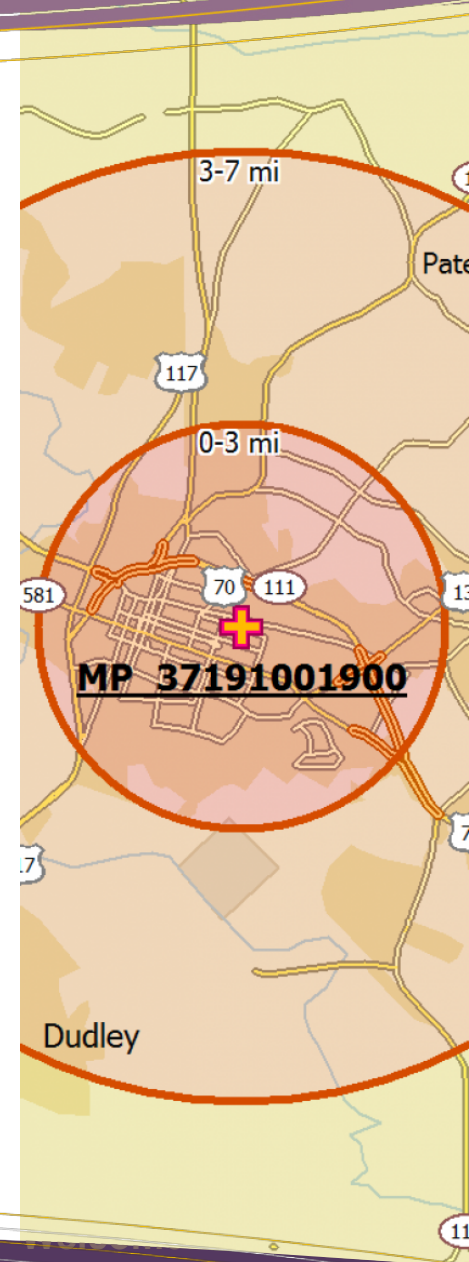
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	42.36%	43.61%	44.07%
Recycled products	27.1%	29.24%	29.94%
Worked as volunteer (non political)	13.76%	14.51%	14.87%
Engaged in fund raising	10.91%	10.82%	10.89%
Religious club member	8.81%	8.37%	8.28%
Church Board	7.43%	6.58%	6.37%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.55%	5.42%	5.42%
Wrote to editor of mag or newspaper	5.4%	5.34%	5.34%
Took active part in local civic issue	5.3%	4.98%	4.91%
Charitable Organization	4.66%	4.83%	4.97%
Wrote to elected offcl about publ bus	4.46%	5.03%	5.21%
Addressed a public meeting	4.44%	4.54%	4.63%

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.



Reper One City Erroy Coneld Murraysville Foxfire Saratoga
Cooleemee Harrells Scotland Neck Reidsville Macclesfield Sharpsburg Beulaville Enochville Kinston
Black Creek Earl Newton Midland Bakersville Conetoe Grantsboro Raven Spruce Pine Wallbur
Stoneville Rosman Robbinsville Macon Wilkesboro Wilson Maysville Perce Mansville Webster

Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.22%	15.33%	15.42%
Children's Books	12.37%	12.67%	12.77%
Religious (not Bibles)	9.99%	9.85%	9.78%
Cookbooks	9.13%	9.46%	9.55%
Mystery	8.44%	9.59%	9.96%
Romance	6.77%	6.99%	7.07%
Biography	6.24%	5.99%	5.95%
Personal/Business	6.2%	6.18%	6.21%
Self-help			
History	5.43%	5.91%	6.07%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.52%	66.78%	66.47%
Gen. Editorial	54.45%	50.78%	49.62%
Womens	49.59%	46.23%	45.15%
Service	30.99%	32.65%	33.23%
Business/Finance	22.6%	19.99%	19.25%
Music	20.11%	16.67%	15.54%
Mens	19.58%	18.8%	18.4%
Sports	15.43%	14.44%	14.12%
Parenthood	15.42%	14.55%	14.22%

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	49.07%	51%	51.69%
Classified	30.9%	32.51%	32.95%
Sport	28.76%	29.99%	30.47%
Editorial Page	25.34%	27.35%	27.98%
Business/Finance	24.77%	25.64%	25.98%
Movie Listings & Reviews	24.28%	24.06%	23.95%
Food/Cooking	23%	23.53%	23.7%
Comics	22.82%	24.5%	25.01%
TV/Radio Listings	22.23%	22.71%	22.85%
Home/Gardening	18.63%	19.67%	20.08%
Travel	17.98%	18%	18.1%
Fashion	16.96%	15.63%	15.25%
Science/Technology	15.28%	15.49%	15.59%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	40.46%	30.58%	27.45%
CHR Contemp Hit Radio	17.35%	17.35%	17.22%
Jazz	12.8%	9.83%	8.92%
Adult Contemporary	11.87%	13.63%	14.25%
Country	10.81%	16.73%	18.61%
Variety	10.04%	9.17%	8.88%
Oldies	8.7%	9.45%	9.66%
Gospel	7.8%	6.25%	5.76%
All News	7.26%	6.29%	6.1%
News/Talk	6.99%	8.23%	8.6%
Religious	6.11%	6.36%	6.44%
Rock	5.97%	8.52%	9.17%
Soft Contemporary	5.31%	5.77%	5.87%
Alternative	4.92%	5.97%	6.17%
Classic Rock	4.56%	6.36%	6.93%
All Talk	3.74%	3.68%	3.7%
Hispanic	3.16%	3.11%	3.13%
Sports	3.13%	3.16%	3.23%

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	60.47%	61.94%	62.65%
Soapnet	50.18%	50.25%	50.38%
Other Video-On-Demand	46.83%	43.9%	43.3%
Satellite Dish	46.16%	50.18%	51.07%
Subscribe Digital Cable	36.29%	32.91%	32.19%
Sci-Fi Channel	34.39%	35.63%	36.1%
MSNBC	32.72%	33.33%	33.59%
Adult Pay Per View TV	31.92%	32.57%	32.94%
Comedy Central	29.05%	27.99%	27.92%
TV Info From Sunday TV Magazine	28.07%	28.78%	29.18%
TV Info From Newspapers	24.92%	25.91%	26.21%
Nickelodeon	24.76%	27.12%	27.91%

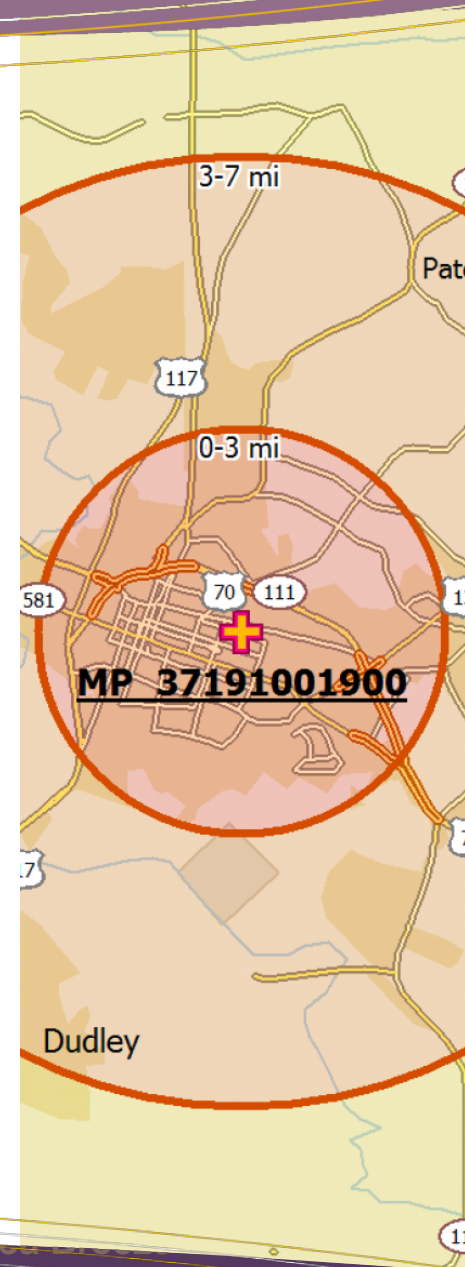
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.32%	24.57%	24.61%
Nick At Nite	24.17%	25.37%	25.76%
Hallmark Channel	24.05%	24.38%	24.68%
ABC Fam.	23.16%	22.63%	22.53%
ESPN2	23.1%	22.14%	21.86%
The Golf Channel	22.72%	22.25%	22.28%
USA Network	22.42%	22.89%	23.16%
TV Info From Monthly Cable Guide	21.73%	22.76%	23.13%
BET (Black Entertainment TV)	21.68%	22.19%	22.18%
Lifetime	21.65%	21.6%	21.58%
Video-On-Demand Movies	21.25%	21.17%	21.05%
TV Info From Other	20.89%	20.81%	20.78%

Communication Media Usage

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

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

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

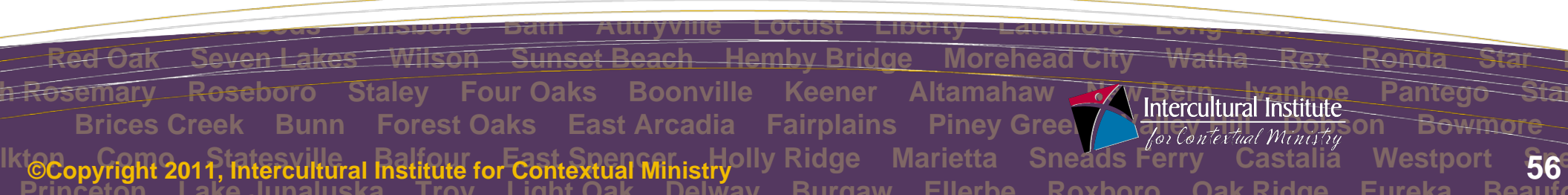


Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	16.62%	17.48%	17.76%
Medium Users (4-6)	9.5%	9.59%	9.64%
Light Users (1-3)	18.63%	19.22%	19.39%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.19%	1.21%
Newspaper II	2.13%	1.85%	1.78%
Newspaper III	1.54%	1.84%	1.93%
Newspaper IV	0.3%	0.65%	0.68%
Newspaper V (Light)	0.62%	0.86%	0.89%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.57%	20.68%	20.87%
Magazines II	9.51%	9.57%	9.57%
Magazines III	9.65%	10.58%	10.69%
Magazines IV	12.36%	12.62%	12.69%
Magazines V (Light)	1.09%	0.98%	0.92%
Outdoor I (Heavy)	8.86%	7.61%	7.3%
Outdoor II	4.68%	3.77%	3.49%
Outdoor III	5.05%	4.43%	4.27%
Outdoor IV	16.47%	16.05%	16.1%
Outdoor V (Light)	25.82%	24.97%	24.82%
Yellow Pages I (Heavy)	16.17%	16.07%	16.04%
Yellow Pages II	8.36%	7.37%	7.14%
Yellow Pages III	9.62%	7.67%	7.09%
Yellow Pages IV	23.68%	23.4%	23.33%
Yellow Pages V (Light)	5.15%	4.28%	4.03%



Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.43%	3.04%	3.13%
Drive Time III (Medium)	0.75%	0.85%	0.87%
Radio IV & V (Light)	2.77%	2.56%	2.47%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.72%	10.67%	10.66%
Radio III (Medium)	3.36%	4.18%	4.49%
Radio IV & V (Light)	4.28%	4.23%	4.11%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.96%	13.61%	13.44%
Cable III (Medium)	5.08%	4.62%	4.54%
Cable IV & V (Light)	39.77%	36.38%	35.52%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.51%	3.68%	3.76%
Prime Time III (Medium)	1.07%	1.69%	1.73%
Prime Time IV & V (Light)	10.05%	10.07%	10.01%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.8%	38.36%	38.98%
Fringe III (Medium)	52.85%	52.82%	53.13%
Fringe IV (Light)	53.37%	55.02%	55.69%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.16%	14.63%	14.24%
All Day III (Medium)	23.75%	23.59%	23.76%
All Day IV (Light)	19.52%	16.87%	16.13%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.62%	11.72%	11.8%
6:00am - 10:00am	16.36%	15.21%	15%
10:00am - 3:00pm	14.55%	10.96%	9.85%
3:00pm - 7:00pm	16.79%	15.36%	14.97%
7:00pm - Midnight	12.42%	11.98%	11.89%
Midnight - 6:00am	9.68%	7.54%	6.93%
Weekend Radio			
Listeners			
Dayparts [summary]	15.53%	15.49%	15.52%
6:00am - 10:00am	3.42%	3.47%	3.52%
10:00am-3:00pm	6.48%	5.45%	5.25%
3:00pm - 7:00pm	9.9%	8.41%	8.01%
7:00pm - Midnight	10.23%	10.09%	10.05%
Midnight - 6:00am	15.43%	13.37%	12.71%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.37%	7.08%	7.32%
Saturday: 8:00-11:00pm	8.38%	8.56%	8.69%
Sunday: 7:00-11:00pm	8.99%	9.54%	9.65%
9:00am-1:00pm	24.17%	25.37%	25.76%
9:00am-4:00pm	28.73%	29.72%	30.07%
4:00pm-7:00pm	30.68%	30.18%	30.04%
11:00pm-1:00am	42.85%	42.64%	42.66%
AVG Prime time	5.62%	4.44%	4.13%
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	15.89%	15.77%	15.74%
7-9am	23.1%	22.14%	21.86%
9am-12noon	17.54%	20.07%	20.79%
12noon-4pm	11.19%	9.65%	9.28%
4-6pm	49.4%	48.03%	48.03%
6-7pm	17.78%	18.54%	18.84%
7-7:30pm	1.91%	1.64%	1.56%
7:30-8pm	12.3%	11.98%	11.92%
8-11pm	6.37%	7.08%	7.32%
11pm-12am	32.72%	33.33%	33.59%
11pm-1am	42.85%	42.64%	42.66%
1-6am	33.94%	31.66%	31.02%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.49%	17.02%	17.28%
Sat: 10am-1pm	8.74%	8.69%	8.82%
Sat: 1-4pm	23.47%	24.26%	24.39%
Sat: 4-6pm	7.6%	7.38%	7.36%
Sat: 6-7pm	1.63%	1.77%	1.85%
Sat: 7-8pm	0.9%	0.88%	0.91%
Sat: 8-11pm	8.38%	8.56%	8.69%
Sat: 11pm-1am	6.48%	5.9%	5.75%
Sat: 1am-7pm	22.42%	22.89%	23.16%
Sun: 7-10am	2.43%	2.33%	2.3%
Sun: 10am-1pm	5.13%	6.09%	6.39%
Sun: 1-4pm	4.53%	5.5%	5.8%
Sun: 4-7pm	11.63%	13.05%	13.37%
Sun: 7-11pm	8.99%	9.54%	9.65%
Sun: 11pm-1am	5.18%	5.46%	5.49%
Sun: 1-7am	19.6%	21.23%	21.62%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

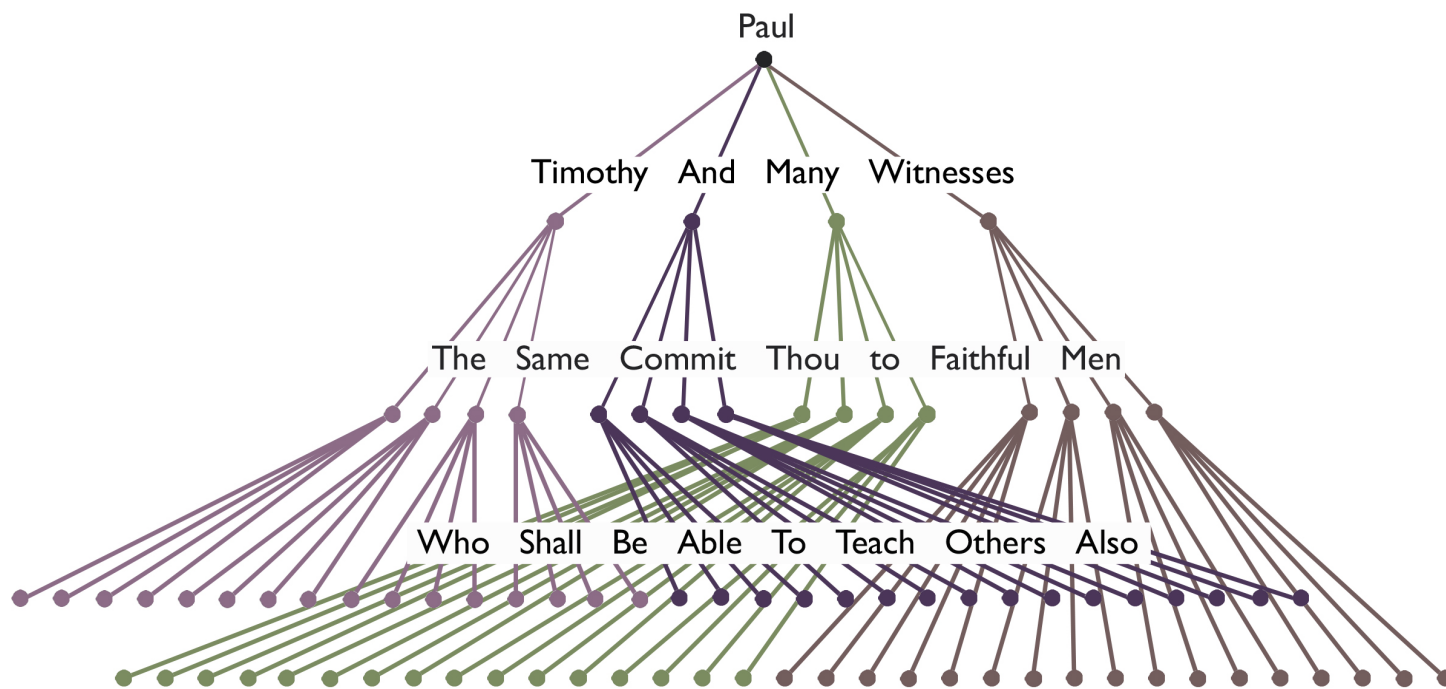
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

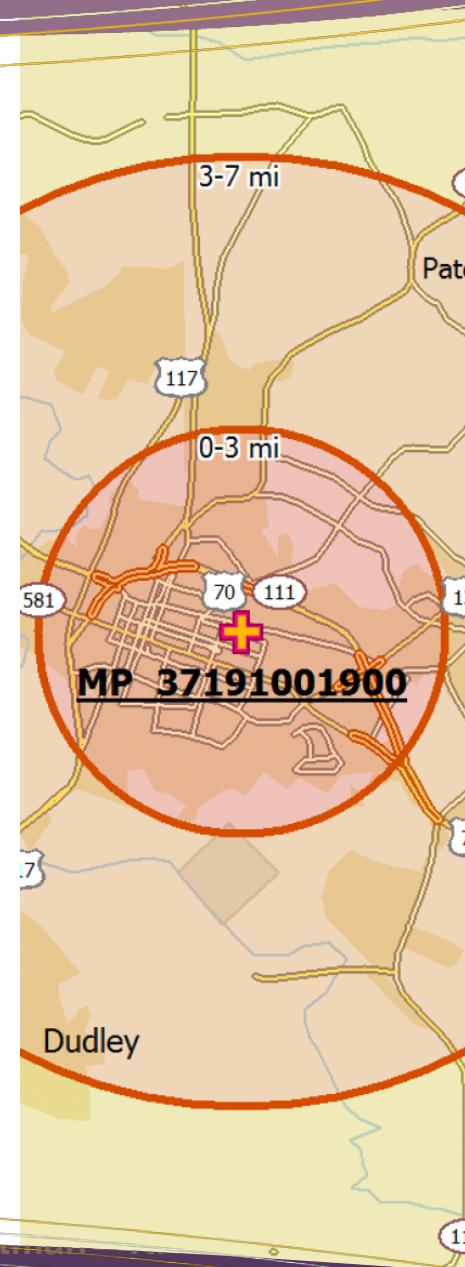


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Calvary - Goldsboro	601 US 70 Bypass Goldsboro, NC 27533	0.92 mi	32	Plateauing
2	Madison Avenue	1703 E Laurel St Goldsboro, NC 27530	1.37 mi	120	Declining
3	Northview - Goldsboro	600 Patetown Rd Goldsboro, NC 27530	1.56 mi	33	Plateauing
4	Crossway	1201 Patetown Rd Goldsboro, NC 27530	1.68 mi	0	Insufficient Data
5	Goldsboro First - Goldsboro	125 S John St Goldsboro, NC 27530	1.73 mi	309	Plateauing
6	Adamsville - Goldsboro	1302 N Berkeley Blvd Goldsboro, NC 27534	2.16 mi	376	Declining
7	New Life - Goldsboro	800 S Harding Dr Goldsboro, NC 27534	2.23 mi	85	Plateauing
8	Goldsboro Korean - Goldsboro	1202 Collier St Goldsboro, NC 27530	2.59 mi	0	Insufficient Data
9	Pineview - Goldsboro	3357 US Highway 117 N Goldsboro, NC 27530	3.19 mi	39	Declining
10	Anointed Vision - Goldsboro	3006 Central Heights Rd Goldsboro, NC 27534	3.61 mi	15	Insufficient Data
11	Trinity Missionary - Goldsboro	1086 Nc Highway 111 S Goldsboro, NC 27534	3.61 mi	196	Growing
12	Love Memorial - Goldsboro	192 Woodland Church Rd Goldsboro, NC 27530	5.51 mi	134	Plateauing
13	Horeb International Community of Goldsbo	192 Woodland Church Rd Goldsboro, NC 27530	5.51 mi	78	Plateauing
14	Community - Goldsboro	351 Antioch Rd Goldsboro, NC 27534	5.77 mi	27	Growing
15	Rosewood First - Goldsboro	562 NC Highway 581 S Goldsboro, NC 27530	6.39 mi	279	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Emmaus - Dudley	714 Emmaus Church Road Dudley, NC 28333	6.73 mi	116	Plateauing
17	Gateway Community Church	401 W Main St Pikeville, NC 27863	7.34 mi	0	Insufficient Data
18	Pikeville First	207 Big Daddy's Road Pikeville, NC 27863	7.34 mi	36	Growing
19	Mision Bau Monte Nelson - Eureka	206 West Main St Eureka, NC 27830	10.47 mi	0	Insufficient Data
20	Mount Nelson - Fremont	206 W Main St Fremont, NC 27830	10.47 mi	77	Growing
21	Fremont Missionary - Fremont	108 N Vance St Fremont, NC 27830	10.48 mi	48	Plateauing
22	Pinkney - Fremont	3157 NC Highway 581 N Fremont, NC 27830	11.24 mi	68	Plateauing
23	Davis Grove - Snow Hill	938 Davis Grove Church Rd Snow Hill, NC 28580	11.30 mi	58	Plateauing
24	LaGrange First - La Grange	201 N Caswell St La Grange, NC 28551	11.65 mi	51	Plateauing
25	LaGrange Hispanic	176 Piney Grove Rd La Grange, NC 28551	11.86 mi	25	Insufficient Data
26	Princeton - Princeton	211 S Pearl St Princeton, NC 27569	11.94 mi	191	Growing
27	Falling Creek - Goldsboro	498 Falling Creek Church Rd Goldsboro, NC 27530	12.55 mi	72	Declining
28	Seven Springs - Seven Springs	5924 NC Highway 55 E Seven Springs, NC 28578	14.42 mi	73	Declining
29	Parrish Memorial - Selma	606 Parrish Memorial Rd Selma, NC 27576	15.60 mi	57	Plateauing
30	Hephzibah - Princeton	4633 US 70 E Princeton, NC 27569	15.72 mi	122	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Alum Springs - Mount Olive	131 Alum Springs Rd Mount Olive, NC 28365	15.78 mi	45	Plateauing
32	Mount Olive First - Mount Olive	300 N Chestnut St Mount Olive, NC 28365	15.78 mi	151	Declining
33	Kenly - Kenly	306 E 2nd St Kenly, NC 27542	16.28 mi	214	Growing
34	Iglesia Bautista Sinai - Mount Olive	627 Whitfield Rd Mount Olive, NC 28365	16.50 mi	16	Declining
35	Snow Hill First - Snow Hill	509 Kingold Blvd Snow Hill, NC 28580	16.53 mi	121	Plateauing
36	Hispanic Mission-Kenly - Kenly	109 N Gardner Ave Kenly, NC 27542	16.63 mi	36	Growing
37	Stantonsburg First - Stantonsburg	313 S Main St Stantonsburg, NC 27883	16.79 mi	125	Plateauing
38	Garners Chapel - Mount Olive	1365 Garner Chapel Rd Mount Olive, NC 28365	17.00 mi	32	Plateauing
39	Pine Level - Pine Level	110 S Peedin Ave Pine Level, NC 27568	17.77 mi	89	Plateauing
40	Micro First - Micro	106 W Wilson St Micro, NC 27555	17.82 mi	60	Plateauing
41	Kennedy Home - Kinston	2557 Cedar Dell Ln Kinston, NC 28504	18.03 mi	81	Declining
42	Sardis - Smithfield	5444 Brogden Rd Smithfield, NC 27577	18.17 mi	112	Plateauing
43	Calypso - Calypso	132 E Church St Calypso, NC 28325	18.34 mi	0	Insufficient Data
44	Peace - Calypso	323 E Church St Calypso, NC 28325	18.38 mi	48	Plateauing
45	Jordan's Chapel - Mount Olive	5663 US Highway 13 S Mount Olive, NC 28365	18.42 mi	61	Declining





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

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