

MissionSite

top unreached locations



WILSON, NC

CENSUS TRACT: 3719500600
REGION: Region 2: Central Coast
COUNTY: Wilson
SITESCAPE: Townscape
DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



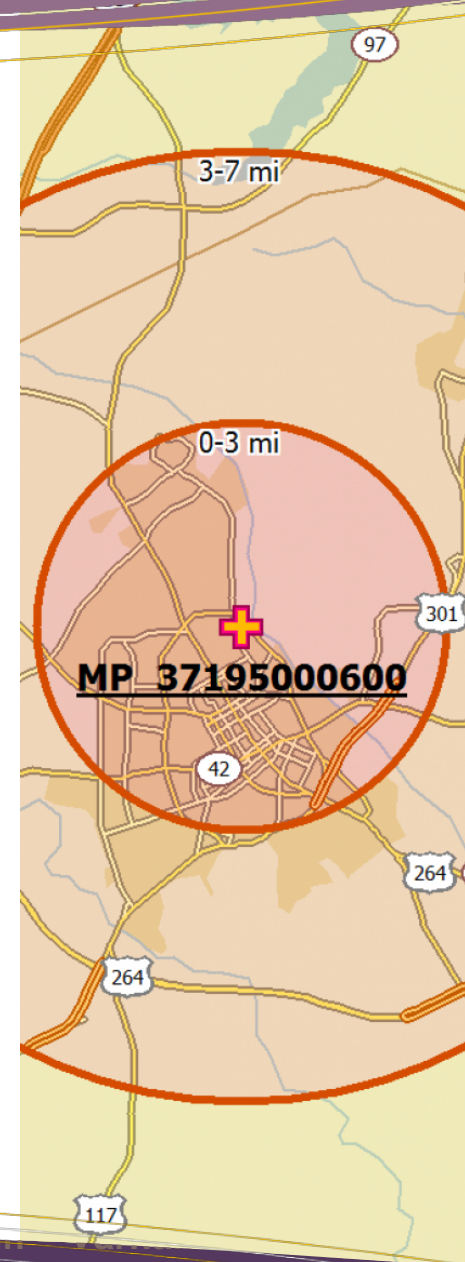
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Site Location Summary

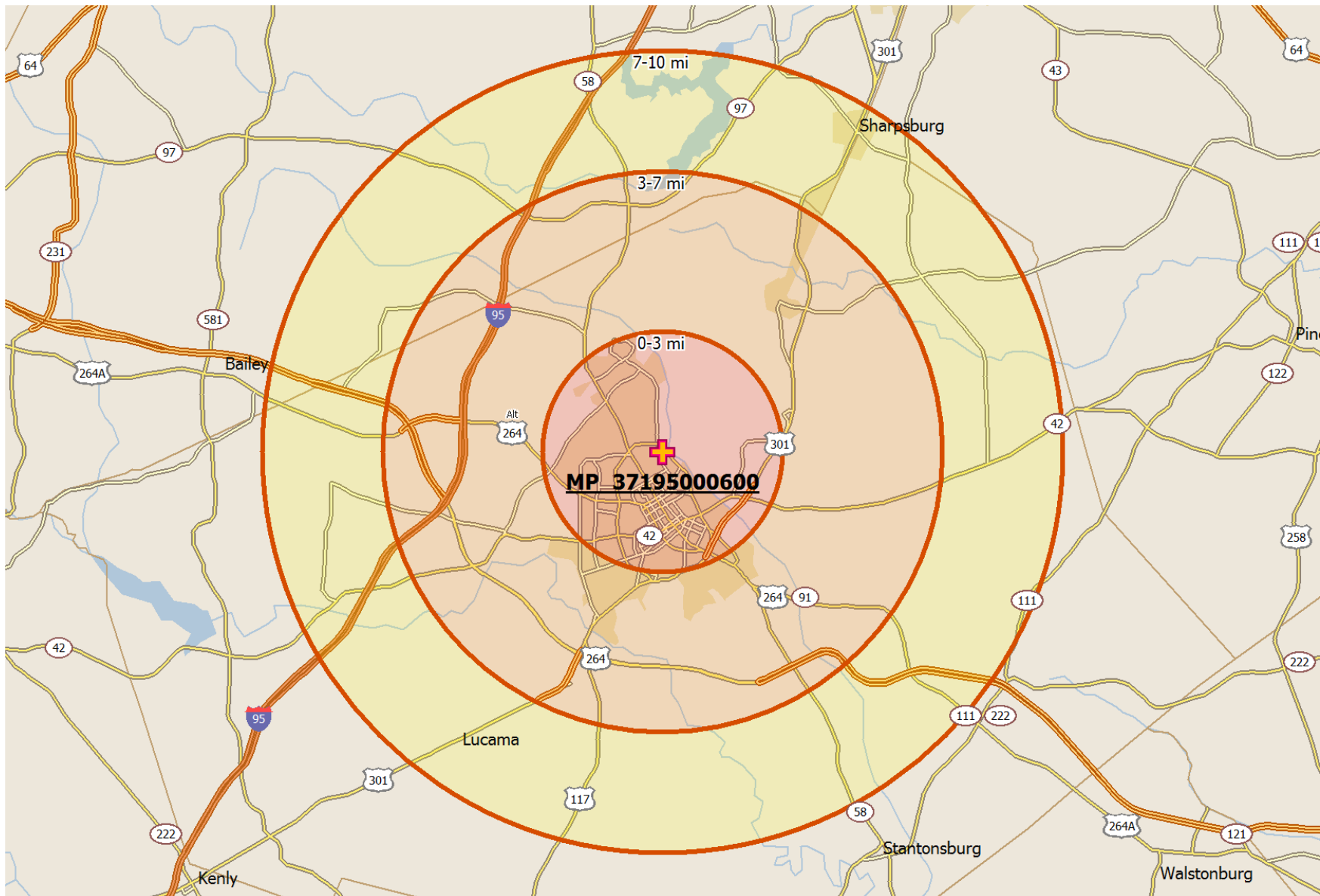
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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 site.

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37195	Wilson
4	Zipcode	27893	Wilson
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



Swannanoa Grifton Jackson Atkinson Ogden Wilmington Lumber Bridge Boiling Spring Lakes Ruth A
 Kingstown Erwin Apex Cofield Orrum Walnut Creek East Arcadia Moberly New Bern Pumpkin Cent
 Cahaj's Mountain Mocksville Danbury Grover Tabor City Swansboro Arcadia Littleton Autryv
 Stovall Bath Magnolia King Belmont Beaufort Newton Grove Welcome Wade Sawmills Lumbeto
 Hickory Parmele Stanley Harmony White Lake Boiling Springs Washington Park Bayboro Nags Head

Site Location Summary - Map of the Site Location

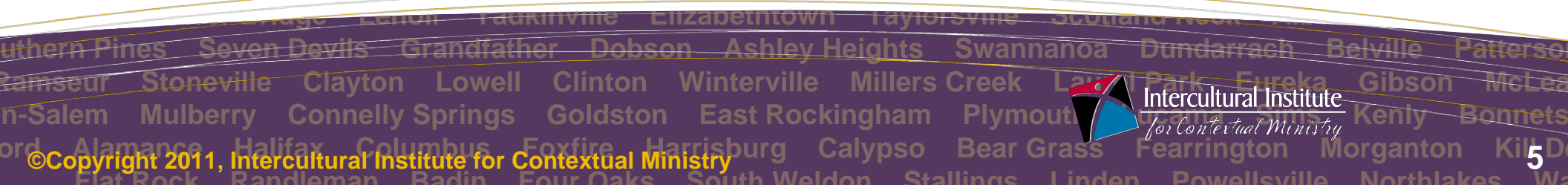


Wrightsboro Dillsboro North Topsail Beach Goldston Millers Creek Pine Level Murfreesboro Love Valley
Bayshore Bethania Elon Burgaw Jamestown Bridgeton Ayden Bakerville Micro Forest Oaks Rura
Park Wilson's Mills Wagram Plymouth Parkton Kelly Franklin Dunn Yadkinville R
er Troy Rolesville Pineville Morehead City Oak Ridge Walstonburg Haw River Bethlehem Garysburg R
aw Emerald Isle Fayetteville Oak City Boiling Springs Colerain Newport Wallburg Fallston Star Grah

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	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	18	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	39,819	20,747	17,175
2010 Households	15,810	8,298	6,648
2010 Group Quarters Population	1,440	348	9

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	43	22	20
Language Diversity National Index	47	30	33
Foreign Born Diversity National Index	8	5	3
Ancestry Diversity National Index	16	3	21
Racial Diversity National Index	82	76	61

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	1	True
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,019	25.42%
Mainstay Communities	Established, Diverse Households	1,398	8.84%
Working Communities	Blue-collar, Working Families	561	3.55%
Country Communities	Rural, Agri. & Mining Families	156	0.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,761	17.46%
Urban Communities	High Density, Inner-city Neighborhoods	6,914	43.73%

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).

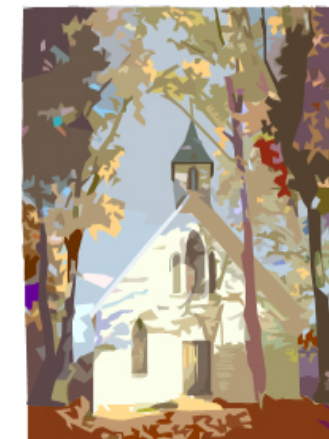
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	21,552	11,091	51.46%
Unreached %	68.67%	70.15%	102.16
Religious But NOT Evangelical HH	7,022	3,768	53.66%
Religious But NOT Evangelical %	22.37%	23.83%	106.52
Spiritual But NOT Relig or Evang HH	2,254	1,054	46.74%
Spiritual But NOT Relig or Evang %	7.18%	6.66%	92.79
Not Evangelical, Not Interested HH	12,611	6,506	51.59%
Not Evangelical, Not Interested %	40.18%	41.15%	102.41



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).

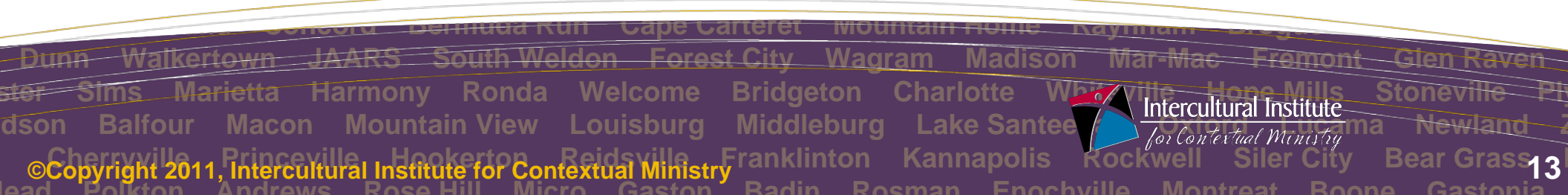
ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	20	7	35%
Active BCNC Attenders	2,266	1,082	47.75%
Active Evangelical Households	4,007	1,923	47.98%
Active Evangelical Percent	12.77%	12.16%	95.26
Inactive Evangelical Households	5,825	2,795	47.99%
Inactive Evangelical Percent	18.56%	17.68%	95.26
# New Churches Needed	0	1	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHF AVG	IICM CGR	CHURCHES	DIST.	WRSHF AVG	IICM CGR
1 Grace - Wilson	0.67 mi	113	Plateauing	16 Cedar Grove - Wilson	6.28 mi	49	Declining
2 Bible	1.61 mi	89	Declining	17 Aenon - Elm City	7.88 mi	21	Declining
3 Light of the World - Wilson	1.84 mi	20	Declining	18 Mount Hermon - Rocky Mount	8.24 mi	65	Declining
4 Wilson Community - Wilson	2.07 mi	191	Insufficient Data	19 Sims - Sims	8.36 mi	37	Insufficient Data
5 Forest Hills - Wilson	2.20 mi	390	Declining	20 Sharpsburg Missionary - Sharpsburg	9.28 mi	110	Growing
6 Glory - Wilson	2.46 mi	279	Declining	21 Memorial - Rocky Mount	9.70 mi	35	Insufficient Data
7 His Story	2.56 mi	0	Insufficient Data	22 Nobles Chapel - Sims	10.08 mi	63	Plateauing
8 Christ Baptist Church	3.06 mi	65	Insufficient Data	23 Union Missionary - Rocky Mount	10.79 mi	230	Plateauing
9 Wilson First - Wilson	4.04 mi	296	Declining	24 Macedonia - Spring Hope	10.80 mi	80	Plateauing
10 Primera Mision Bautista - Wilson	4.04 mi	0	Insufficient Data	25 New Vision Community	10.90 mi	0	Insufficient Data
11 New Hope Missionary - Wilson	4.33 mi	100	Plateauing	26 Stantonsburg First - Stantonsburg	11.16 mi	125	Plateauing
12 Raleigh Road - Wilson	4.33 mi	359	Declining	27 West Mount - Rocky Mount	11.80 mi	74	Insufficient Data
13 Peace Church	4.33 mi	0	Insufficient Data	28 Bailey - Bailey	11.86 mi	114	Growing
14 Pleasant Hope - Elm City	5.74 mi	69	Growing	29 Victoria En Cristo Hispanic - Bailey	12.12 mi	0	Insufficient Data
15 Elm City Missionary - Elm City	5.75 mi	0	Insufficient Data	30 Proctors Chapel - Rocky Mount	12.32 mi	172	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.

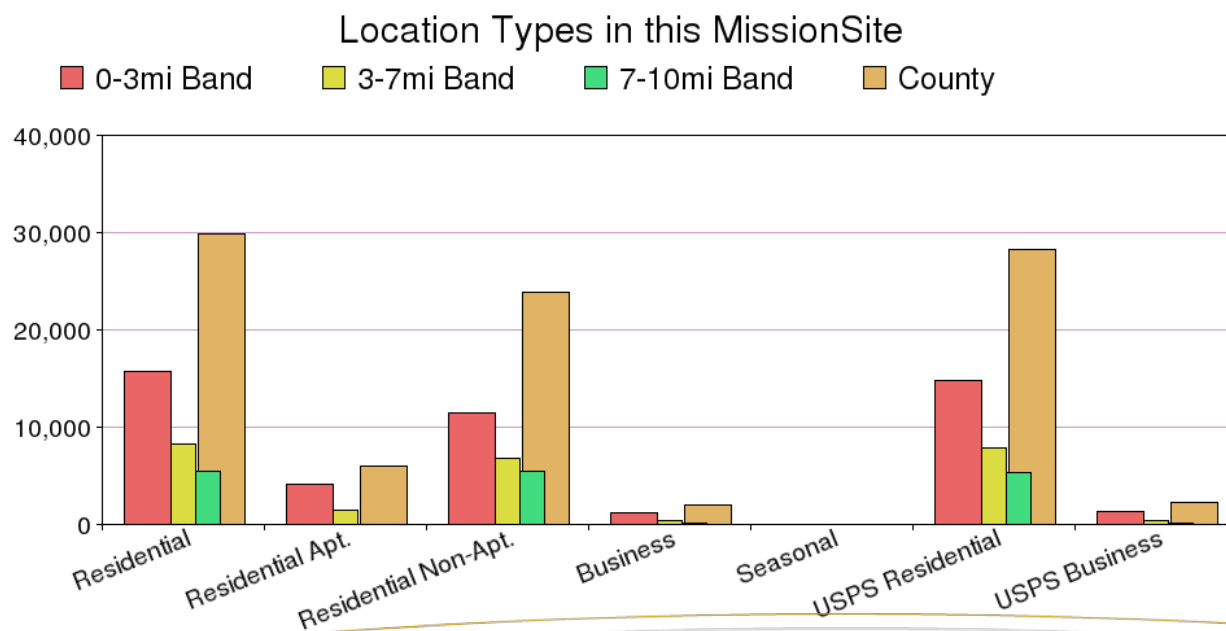


Current Demographic Summary

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	66,061	35,947	54.41%
2000 Population	73,814	39,402	53.38%
2010 Population	79,218	39,819	50.27%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	25,093	14,067	56.06%
2000 Households	28,613	15,380	53.75%
2010 Households	31,385	15,810	50.37%



Location Type	0-3mi Band
Residential	15,708
Residential Apt.	4,196
Residential Non-Apt.	11,512
Business	1,154
Seasonal	0
USPS Residential	14,790
USPS Business	1,393

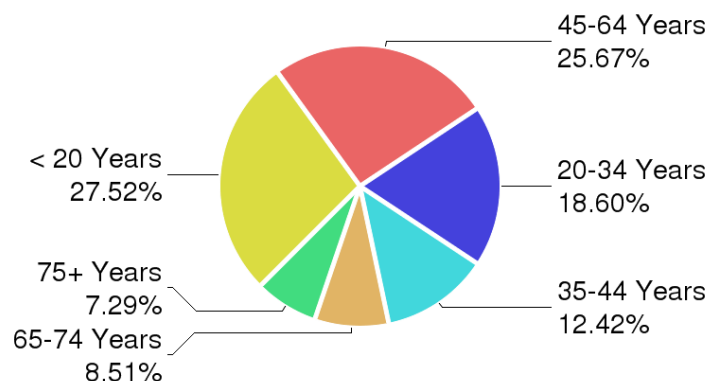
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.42%	6%	110.7
4-5 Years	2.76%	2.7%	97.83
6-8 Years	4.17%	4.19%	100.48
9-11 Years	4.08%	4.04%	99.02
12-13 Years	2.68%	2.69%	100.37
14-17 Years	5.4%	5.19%	96.11
18-19 Years	2.71%	2.72%	100.37
0-5 Years	8.18%	8.7%	106.36
6-12 Years	9.59%	9.59%	100
13-19 Years	9.44%	9.23%	97.78
< 20 Years	27.21%	27.52%	101.14
20-34 Years	18.14%	18.6%	102.54
35-44 Years	12.82%	12.42%	96.88
45-64 Years	26.83%	25.67%	95.68
65-74 Years	8.29%	8.51%	102.65
75+ Years	6.71%	7.29%	108.64
Median Age	39	39	101.99
Median Age (Male)	37	38	102.78
Median Age (Female)	41	41	102.07

Age Group Percentages

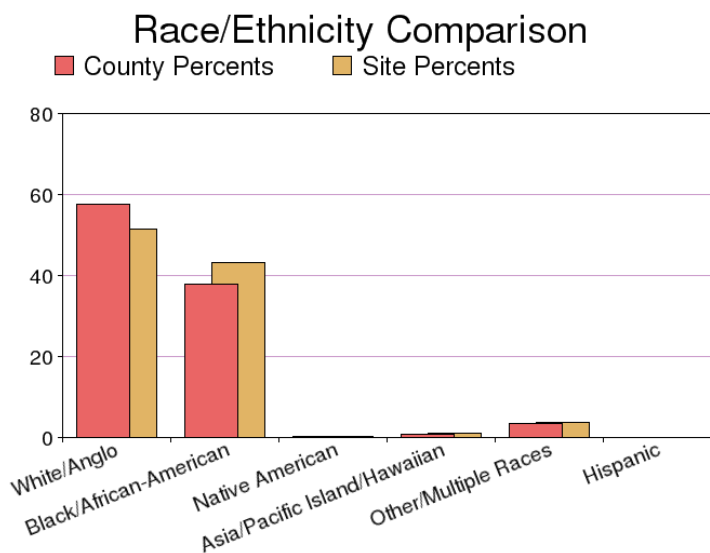


Current Demographic Summary

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	57.58%	51.38%	89.24
Black, African-American	37.88%	43.32%	114.36
Native American	0.32%	0.32%	98.69
Asian	0.83%	1.17%	141.15
Pacific Island, Hawaiian	0.03%	0.03%	91.18
Other/Multiple Races	3.37%	3.79%	112.67
Hispanic	0%	10.9%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	52,685	26,207	
Less than 9th Grade	9.25%	9.53%	97.04
No High School Diploma	12.84%	11.42%	112.45
High School Graduate	33.08%	27.55%	120.08
Some College, no degree	17.84%	18.47%	96.59
Associate Degree	8.99%	9.79%	91.77
College Degree	13.02%	16.73%	77.83
Graduate/Prof. degree	4.99%	6.51%	76.58

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.

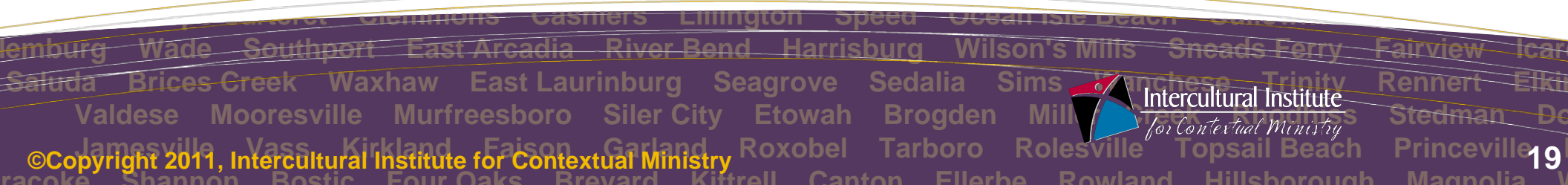
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.39%	12.62%	121.17
\$10,000 to \$19,999	13.73%	13.8%	100.52
\$20,000 to \$29,999	14.37%	13.96%	97.12
\$30,000 to \$49,999	22.04%	19.96%	90.56
\$50,000 to \$59,999	7.74%	7.36%	95.09
\$60,000 to \$69,999	6.12%	4.97%	81.22
\$70,000 to \$79,999	5.64%	5.15%	91.24
\$80,000 to \$89,999	4.76%	4.86%	102.11
\$90,000 to \$99,999	3.07%	3.28%	106.77
\$100,000 to \$124,999	5.95%	7.27%	122.1
\$125,000 to \$149,999	2.34%	2.82%	120.79
\$150,000 to \$199,999	1.84%	2.54%	137.83
\$200,000 to \$249,999	0.45%	0.67%	148.19
\$250,000 or more	0.54%	0.71%	133.52
Median Household	38,589	43,414	112.5
Average Household	51,312	57,253	111.58
Per Capita Household	20,757	22,808	109.88
Family/Non-Family Household Income			
Median Family Income	48,301	55,913	115.76
Average Family Income	60,485	66,385	109.75
Median Non-Family Income	25,268	27,106	107.27
Average Non-Family Income	33,881	37,388	110.35

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	65.52%	63.02%	96.18
Families with Children	33.82%	33.36%	98.67
Families without Children	31.7%	29.65%	93.53
Non-Family Households			
% Non-Family Households	34.48%	36.98%	107.25
Non-Families with Children	0.58	0.67	114.99
Non-Families without Children	33.9	36.31	107.12
Housing Units			
			Index
Total Housing Units	34,853	17,560	
Vacant percent	9.95%	9.97%	100.16
Owned percent	56.14%	50.01%	89.07%
Rented Percent	33.91%	40.03%	118.05
Households by Size			
			Index
Avg household size	2.47	2.43	98.38
Avg family hh size	3.14	3.14	100
Avg non-family hh size	1.18	1.21	102.54
Households By Count of Persons			
			Percent
One	9,486	5,102	53.78%
Two	9,565	4,732	49.47%
Three or Four	9,556	4,578	47.91%
Five+	2,778	1,397	50.29%



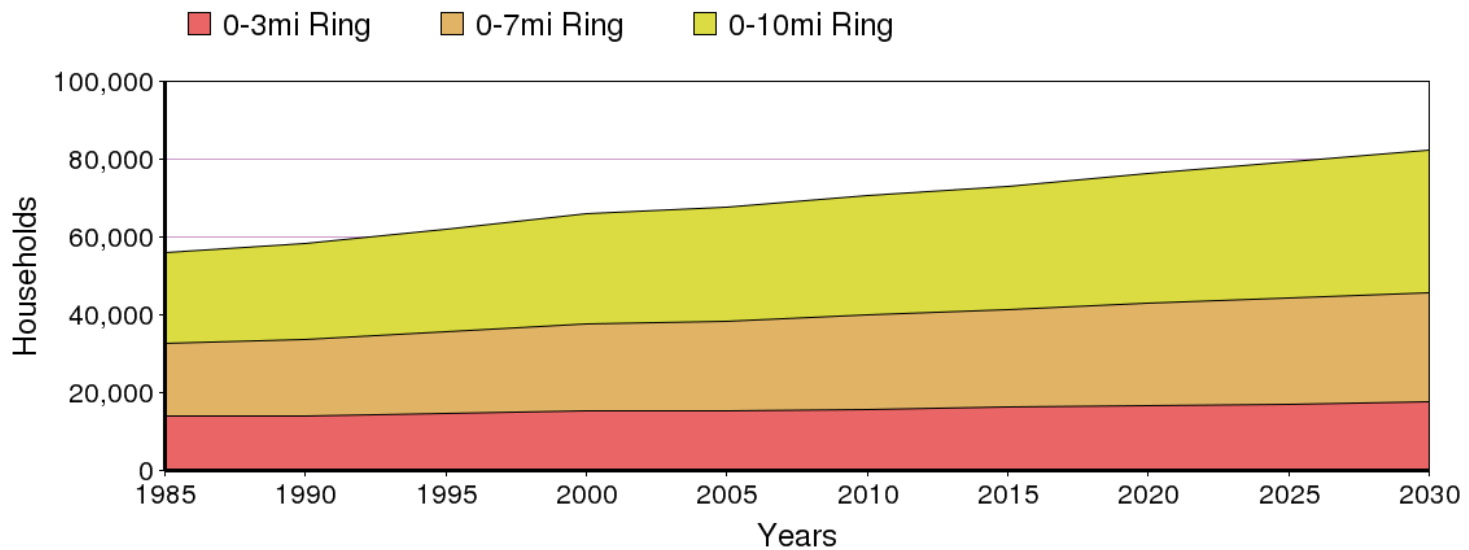
Projected Demographic Summary

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	66,061	35,947	54.41%
2000 Population	73,814	39,402	53.38%
2010 Population	79,218	39,819	50.27%
2015 Population	83,539	41,444	49.61%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	25,093	14,067	56.06%
2000 Households	28,613	15,380	53.75%
2010 Households	31,385	15,810	50.37%
2015 Households	32,585	16,216	49.77%

Household Change from 1985 to 2030



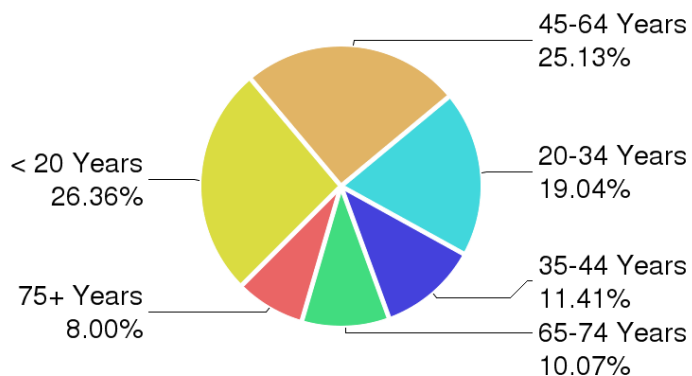
Projected Demographic Summary

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%	5.33%	88.83
4-5 Years	2.7%	2.53%	93.7
6-8 Years	4.19%	3.96%	94.51
9-11 Years	4.04%	3.98%	98.51
12-13 Years	2.69%	2.76%	102.6
14-17 Years	5.19%	5.16%	99.42
18-19 Years	2.72%	2.63%	96.69
0-5 Years	8.7%	7.86%	90.34
6-12 Years	9.59%	9.32%	97.18
13-19 Years	9.23%	9.18%	99.46
< 20 Years	27.52%	26.36%	95.78
20-34 Years	18.6%	19.04%	102.37
35-44 Years	12.42%	11.41%	91.87
45-64 Years	25.67%	25.13%	97.9
65-74 Years	8.51%	10.07%	118.33
75+ Years	7.29%	8%	109.74
Median Age	39	41	105.06
Median Age (Male)	37	39	105.23
Median Age (Female)	41	43	105.32

Projected Age Group Percentages



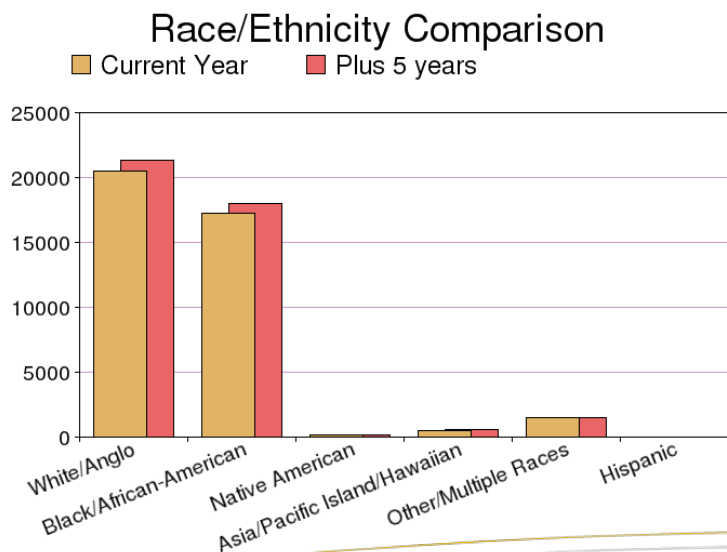
Projected Demographic Summary

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	51.38%	51.38%	99.99
Black, African-American	43.32%	43.35%	100.07
Native American	0.32%	0.32%	102.18
Asian	1.17%	1.31%	112.64
Pacific Island, Hawaiian	0.03%	0.02%	78.61
Other/Multiple Races	3.79%	3.62%	95.38
Hispanic	0%	0%	0

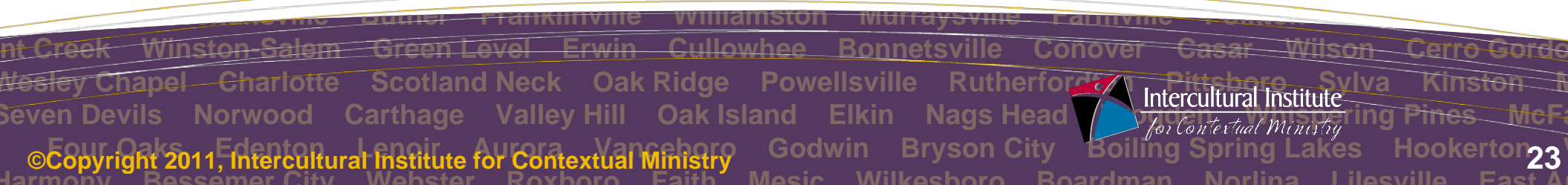
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	26,207	27,616	
Less than 9th Grade	9.53%	8.26%	86.65
No High School Diploma	11.42%	9.4%	82.34
High School Graduate	27.55%	28.03%	101.76
Some College, no degree	18.47%	18.38%	99.53
Associate Degree	9.79%	11.61%	118.6
College Degree	16.73%	17.34%	103.66
Graduate/Prof. degree	6.51%	6.97%	107.02



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	12.62%	11.6%	91.88
\$10,000 to \$19,999	13.8%	13.39%	97
\$20,000 to \$29,999	13.96%	13.93%	99.79
\$30,000 to \$49,999	19.96%	19.36%	97
\$50,000 to \$59,999	7.36%	7.08%	96.16
\$60,000 to \$69,999	4.97%	4.71%	94.64
\$70,000 to \$79,999	5.15%	5.49%	97.74
\$80,000 to \$89,999	4.86%	5.4%	103.84
\$90,000 to \$99,999	3.28%	3.37%	102.76
\$100,000 to \$249,999	7.27%	8.35%	114.89
\$125,000 to \$149,999	2.82%	3.2%	113.45
\$150,000 to \$199,999	2.54%	2.65%	104.29
\$200,000 to \$249,999	0.67%	0.72%	106.69
\$250,000 or more	0.71%	0.62%	87.14
Median Household	43,414	45,916	105.76
Average Household	57,253	60,612	105.87
Per Capita Household	22,808	23,795	104.33
Family/Non-Family Household Income			
Median Family Income	55,913	59,253	105.97
Average Family Income	66,385	70,444	106.11
Median Non-Family Income	27,106	29,444	108.63
Average Non-Family Income	37,388	41,224	110.26



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	63.02%	61.32%	97.3
Families with Children	33.36	32.47	97.31
Families without Children	29.65	28.79	97.08
Non-Family Households			
% Non-Family Households	36.98%	38.68%	104.6
Non-Families with Children	0.67	0.64	104.6
Non-Families without Children	36.31	38.04	104.76
Housing Units			
Total Housing Units	17,560	18,016	102.6%
Vacant percent	9.97%	9.99%	100.25
Owned percent	50.01%	50.12%	100.23
Rented Percent	40.03%	39.89%	99.65
Households by Size			
Avg household size	2.43	2.47	101.65%
Avg family hh size	3.14	3.28	104.46%
Avg non-family hh size	1.21	1.18	97.52%
Households By Count of Persons			
One	5,102	5,551	108.8%
Two	4,732	4,349	91.91%
Three or Four	4,578	4,708	102.84%
Five+	1,397	1,609	115.18%

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	2,675	463	483
Northern Europe	60	5	6
Western Europe	16	8	3
Southern Europe	0	2	3
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	126	17	2
So. Central Asia	125	19	8
SE Asia	30	0	3
Western Asia	54	0	3
Other Asia	25	0	8

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	39	0	0
Middle Africa	0	0	0
Northern Africa	0	1	0
Southern Africa	4	0	0
Western Africa	0	0	0
Other Africa	0	1	7
Oceania	0	1	4
Caribbean	39	38	14
Central Amer.	2,114	369	417
South America	21	0	4
North America	22	2	1
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	35,468	11,840	13,470
Spanish	3,139	768	910
Other Indo-Euro language	321	107	77
French (incl. Patois, Cajun)	57	52	68
French Creole	0	0	0
Italian	0	7	0
Portuguese	22	11	0
German	52	13	2
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	17	0	0
Russian	0	0	0
Polish	6	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	14	0	0
Armenian	0	0	0
Persian	87	0	0
Gujarathi	0	0	0
Hindi	0	15	7
Urdu	9	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	61	2	0
Japanese	28	0	0
Korean	16	15	2
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	9	0	0
Other Asian	16	0	0
Tagalog	21	2	0
Other Pacific Is	0	0	0
Other languages	96	0	9
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	5	0	0
Arabic	85	0	7
Hebrew	0	0	0
African languages	6	0	2
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	30,953	9,396	10,119
Arab	140	4	54
Armenian	0	0	0
Austrian	0	0	3
British	140	21	39
Canadian	23	0	0
Croatian	0	0	0
Czech	5	4	4
Czechoslovak	17	0	0
Danish	9	4	2
Dutch	102	13	29
English	2,722	520	1,246
European	311	24	47
Finnish	14	2	0
French (not Basque)	106	30	96
French Canadian	41	3	11
German	1,076	198	363
Greek	60	26	7
Hungarian	6	8	5
Iranian	88	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,005	292	393
Italian	351	69	122
Lithuanian	0	0	9
Norwegian	113	13	18
Polish	70	15	31
Portuguese	20	0	2
Romanian	0	0	0
Russian	0	1	14
Scandinavian	10	0	2
Scotch-Irish	552	85	95
Scottish	440	71	127
Slovak	23	5	0
Subsaharan African	305	62	55
Swedish	19	1	11
Swiss	23	0	6
Ukrainian	43	2	0
US/American	5,246	2,278	3,478
Welsh	70	2	12
West Indian	33	20	29
Yugoslavian	0	0	0
Other	17,769	5,625	3,810

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

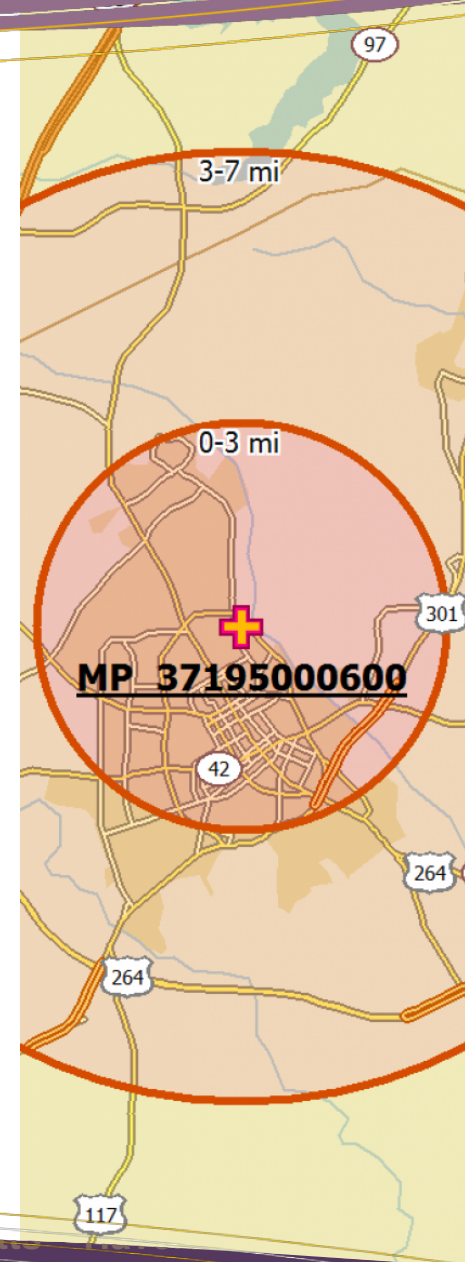
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

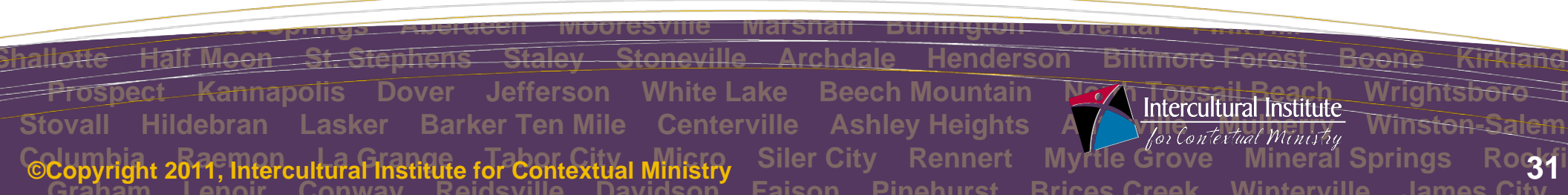
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,810	100%	11,713	100%
AFFLUENT SUBURBIA	2,382	15.07%	1,654	14.12%
America's Wealthiest	23	0.15%	18	0.15%
Dream Weavers	337	2.13%	241	2.06%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	177	1.12%	119	1.02%
Small Town Success	1,794	11.35%	1,242	10.6%
New Suburbia Fam.	51	0.32%	34	0.29%
UPSCALE AMERICA	1,637	10.35%	1,166	9.95%
Status Conscious Consumers	10	0.06%	7	0.06%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	794	5.02%	533	4.55%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	833	5.27%	626	5.34%
SM TWN SUCCESS	1,197	7.57%	1,422	12.14%
Successful Urban Sprawl	273	1.73%	626	5.34%
2nd City Homebodies	633	4%	194	1.66%
Prime Middle America	61	0.39%	412	3.52%
Urban Optimists	192	1.21%	42	0.36%
Family Convenience	38	0.24%	122	1.04%
Mid-Market Enterprise	0	0%	26	0.22%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,810	100%	11,713	100%
BLUE COLLAR BACKBONE	33	0.21%	22	0.19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	33	0.21%	22	0.19%
AMER. DIVERSITY	201	1.27%	139	1.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	36	0.23%	23	0.2%
Professional Urbanites	112	0.71%	81	0.69%
Urban Advancement	29	0.18%	20	0.17%
Amer. Great Outdoors	24	0.15%	15	0.13%
Mature America	0	0%	0	0%
METRO FRINGE	528	3.34%	364	3.11%
Steadfast Conservative	369	2.33%	253	2.16%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	23	0.15%	16	0.14%
Urban Grit	7	0.04%	5	0.04%
Grass-Roots Living	129	0.82%	90	0.77%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	15,810	100%	11,713	100%
REMOTE AMERICA	94	0.59%	55	0.47%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	82	0.52%	48	0.41%
Coal & Crops	12	0.08%	7	0.06%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,760	17.46%	2,050	17.5%
Young Cosmopolitans	173	1.09%	135	1.15%
Minority Metro Communities	2,541	16.07%	1,882	16.07%
Stable Careers	46	0.29%	33	0.28%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	62	0.39%	36	0.31%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	17	0.11%	0	0%
Comfy Country Living	45	0.28%	10	0.09%
Small Town Connections	0	0%	26	0.22%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,810	100%	11,713	100%
STRUGGLING SOCIETIES	4,482	28.35%	3,039	25.95%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	259	1.64%	176	1.5%
Struggling city Centers	4,223	26.71%	2,863	24.44%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,432	15.38%	1,765	15.07%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	77	0.49%	47	0.4%
Af. Amer. Neighborhoods	983	6.22%	688	5.87%
Urban Diversity	0	0%	0	0%
New Generation Activists	158	1%	106	0.9%
Getting By	1,214	7.68%	924	7.89%
VARYING LIFESTYLES	1	0.01%	1	0.01%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	1	0.01%	1	0.01%

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?



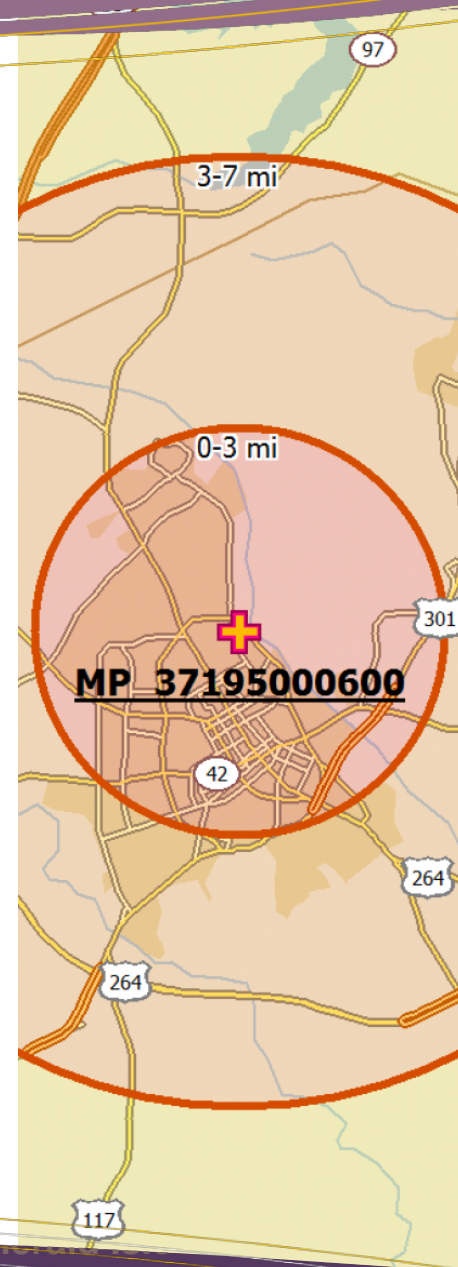
Potential Cultural Bridges

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	72%	72%	73%
Use Comp. for Internet/E-mail	53%	52%	53%
Internet Use: E-Mail	45%	44%	44%
Use Comp. for Comp. Games	39%	38%	38%
Use Comp. for Education	34%	32%	32%
Use Comp. for Word Processing	34%	32%	33%
Use Comp. for Shopping	31%	30%	30%
HH Owns DVD Player	30%	29%	28%
Use Comp. for Digital Camera Photo Editing	29%	27%	28%
Use Comp. for Banking	28%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	25%	24%	24%
Internet Use: Banking	24%	23%	24%
Use Comp. for News/Info./Data Service	21%	20%	19%
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Use Comp. for Personal Financial Mngmnt	13%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	11%
Use Comp. for Accounting	12%	12%	12%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Read Magazines/ Newspapers	11%	10%	10%

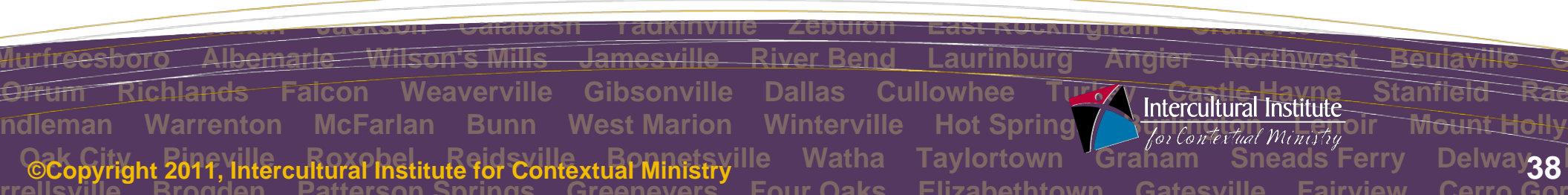


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	68%	67%
Reading Books	52%	52%	51%
Dining Out (Not Fast Food)	51%	51%	51%
Card Games	40%	40%	40%
Cooking for Fun	35%	34%	34%
Go To A Beach/Lake	34%	33%	33%
Board Games	30%	30%	30%
Gardening	28%	29%	30%
Visit Museum	19%	18%	18%
Going To	18%	18%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	34%	35%	36%
Dentist	25%	25%	25%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	20%	21%	21%
Eye Dr.	20%	20%	20%
None Of These	19%	19%	19%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	14%	15%	15%
Any Arthritis	14%	14%	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	28.36%	27.24%	26.53%
Live Theater	20.27%	19.33%	18.74%
Rock/Pop Concerts Most Often	16.11%	15.37%	14.86%
Live Theater Most Often	15.92%	15.29%	14.95%
Comedy Club	10.58%	10.11%	9.69%
Dance Performance	10.38%	9.77%	9.22%
Movies: Comedy	43.55%	42.13%	41.19%
Movies: Action/Adventure	41.4%	40.1%	39.31%
Movies: Drama	25.42%	24.02%	22.9%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	23.43%	22.73%	21.99%
Movies: Romantic Comedy	22.13%	21.23%	20.53%
Movies: Mystery	20.35%	19.24%	18.54%
MLB Baseball Reg. Season	6.92%	6.22%	6.01%
College Football Reg. Season	6.42%	6.02%	5.86%
NFL Football Reg. Season	6.38%	5.99%	5.8%
College Basketball Reg. Season	4.58%	4.33%	4.18%
NBA Basketball Reg. Season	4.38%	3.93%	3.64%
NHL Hockey Reg. Season	2.64%	2.27%	2.11%

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	38.18%	38.04%	37.96%
Swimming	28.33%	28.27%	28.93%
Bowling	19.95%	20.41%	20.8%
Billiards/Pool	18.41%	18.18%	18.2%
Basketball	17.01%	17.27%	17.11%
Jogging/Running	16.77%	16.21%	15.7%
Weight Training	15.98%	15.28%	14.98%
Freshwater Fishing	13.33%	14.67%	16.22%
Using Cardio Machine	12.23%	11.89%	11.75%
Football	11.97%	12.14%	12.01%
Golf	11.83%	11.39%	11.4%
Stationary Cycling	11.7%	11.33%	11.17%
Aerobics	11.04%	10.91%	10.57%
Mountain/Road Biking	10.86%	10.53%	10.67%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.84%	11.08%	11.19%
Camping Trips	9.7%	10.38%	11.72%
Volleyball	8.54%	8.72%	8.83%
Backpacking/Hiking	7.89%	7.76%	8%
Softball	7.38%	7.57%	7.69%
Yoga	6.99%	6.75%	6.55%
Tennis	6.83%	6.78%	6.72%
Soccer	6.78%	7.02%	7.03%
Saltwater Fishing	6.56%	6.89%	7.21%
Power Boating	6.38%	6.22%	6.39%
Target Shooting	5.94%	6.43%	7.23%
Roller Skating	5.87%	5.82%	5.72%
Ice Skating	5.86%	5.68%	5.51%
Hunting	5.69%	6.75%	8%

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	5.54%	5.57%	5.79%
Jet Skiing	5.23%	4.84%	4.69%
Snorkeling	5.21%	4.85%	4.67%
Motorcycling	5.14%	5.21%	5.45%
Horseback Riding	4.21%	4.61%	5.08%
Downhill & X-Country Skiing	4.12%	4.02%	4%
Fly Fishing	4.1%	4.21%	4.36%
Water Skiing	3.91%	3.9%	4.01%
Racquetball	3.74%	3.89%	3.92%
Skateboarding	3.56%	3.59%	3.59%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.51%	3.63%	3.64%
Snowmobiling	3.42%	3.41%	3.48%
Snowboarding	3.38%	3.27%	3.18%
Sailing	3.28%	3.13%	3.05%
Rock Climbing	3.27%	3.11%	3.05%
Archery	3.02%	3.26%	3.69%
Martial Arts	2.98%	3.01%	3.05%
Surfing & Windsurfing	2.84%	2.7%	2.6%
Auto Racing	2.83%	2.74%	2.8%
Rowing	2.34%	2.4%	2.44%

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.

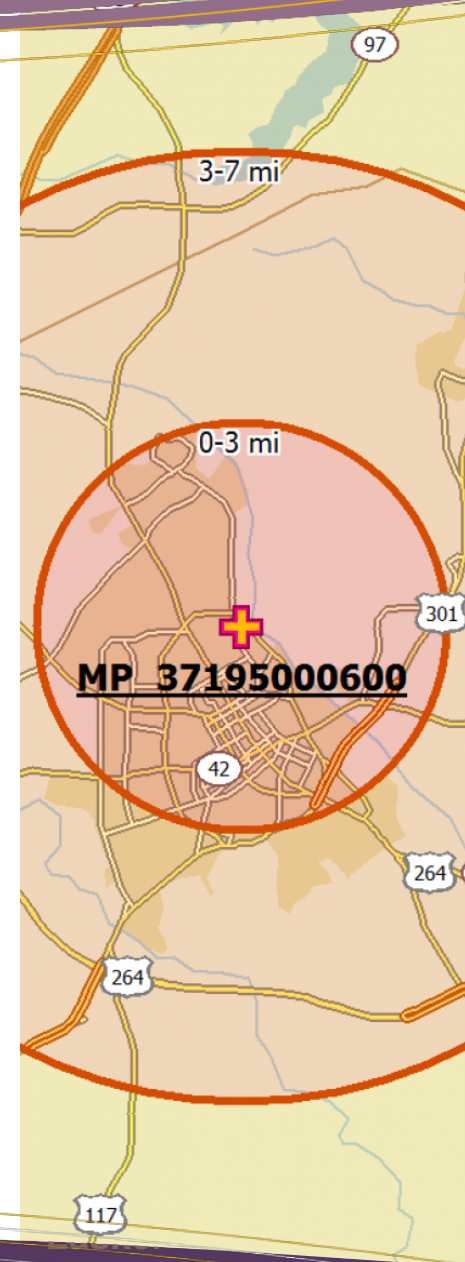
BIBLICAL BARRIERS

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.

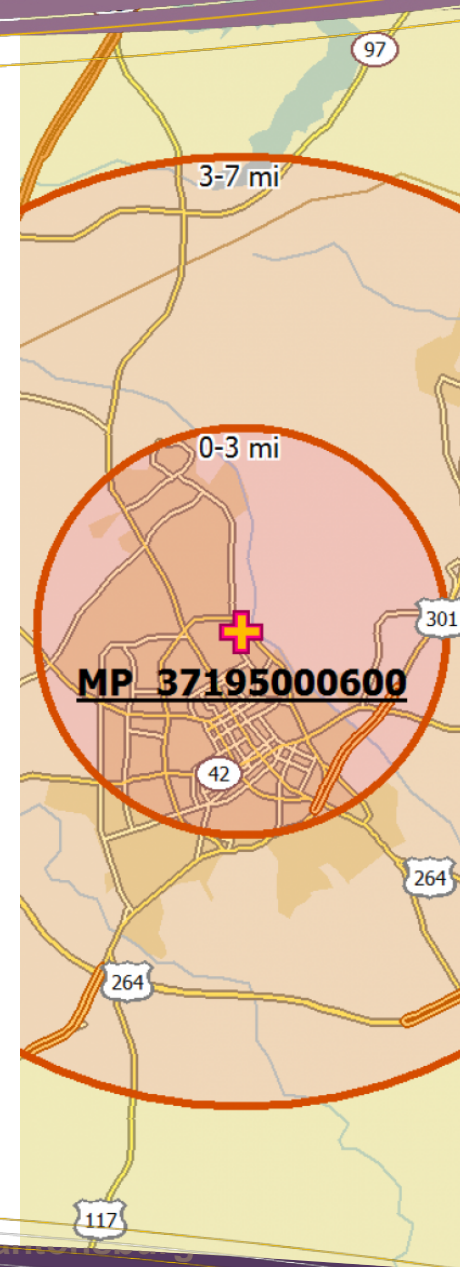
CULTURAL BARRIERS OF ACCEPTANCE

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

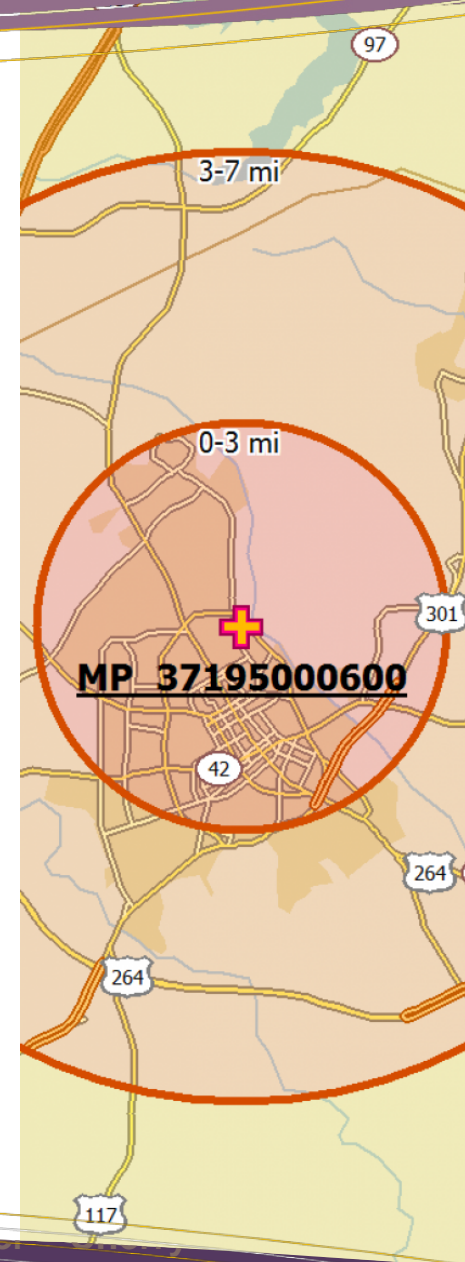
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	23%	22%
Friends More Important Than My Fam.	21%	21%	21%
Marijuana Should Be Legalized	21%	21%	20%
We Should Strive for Equality for All	18%	17%	16%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Only Work Current Job for The Money	14%	15%	15%
Happy With My Standard Of Living	13%	12%	12%
On Whole People Get What They Deserve	11%	11%	11%
Very Happy With My Life As It Is	10%	9%	9%
I Am A Perfectionist	9%	9%	8%
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:

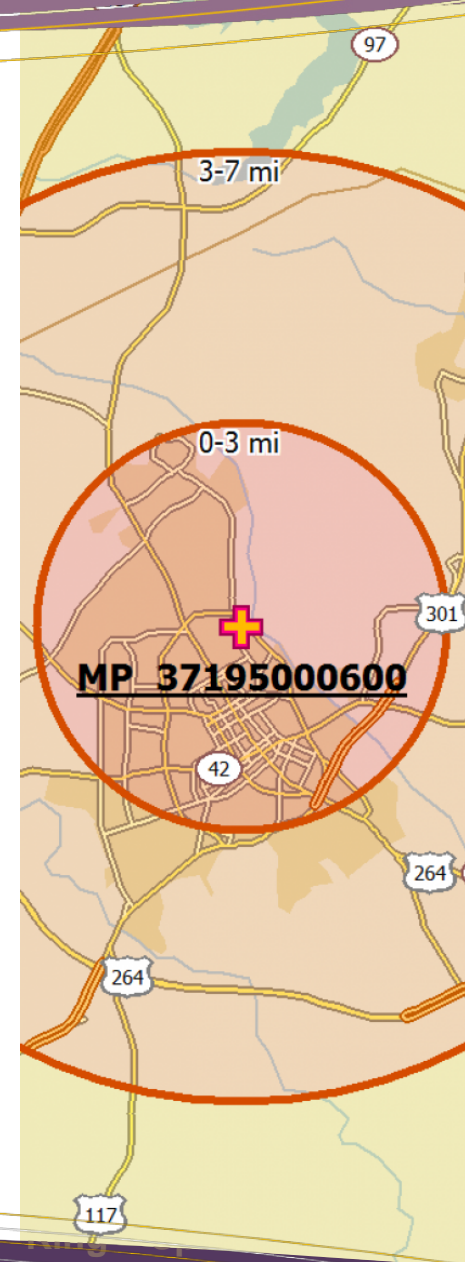
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	60%	60%	60%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	39%	38%	38%
Prefer Work Part Of Team Than Alone	37%	37%	37%
Important Feel Respected By My Peers	33%	33%	33%
Important To Juggle Various Tasks	32%	33%	33%
Prefer To Have Few Possessions As Possible	31%	30%	29%
Good At Fixing Things	30%	30%	29%
Have Keen Sense Of Adventure	28%	28%	27%
People Have To Take Me As They Find Me	24%	24%	23%
Consider Myself Interested In The Arts	22%	22%	21%
Looking for New Ideas To Improve Home	20%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Like To Just Enjoy Life	20%	20%	20%
Provide My Kids With The Little Extras	18%	19%	18%
Worried About Pollution Caused By Cars	18%	18%	18%
Try Not To Worry About The Future	17%	16%	16%
Real Men Don't Cry	16%	17%	17%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	14%	14%	14%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
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	86.47%	86.91%	87.14%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.7%	78.61%	79.4%
Houses-Visit Any			
McDonald's	56.71%	56.95%	57.17%
Burger King	38.97%	39.13%	39.29%
Kentucky Fried Chicken (KFC)	35.41%	35.41%	34.97%
Wendy's	32.92%	32.9%	32.68%
Subway	31.86%	31.78%	31.76%
Applebee's	28.66%	28.7%	28.86%
Taco Bell	27.53%	27.57%	27.79%
Pizza Hut	24.58%	24.99%	25.07%
Arby's	22.37%	22.5%	22.8%
Olive Garden	20.33%	19.76%	19.58%

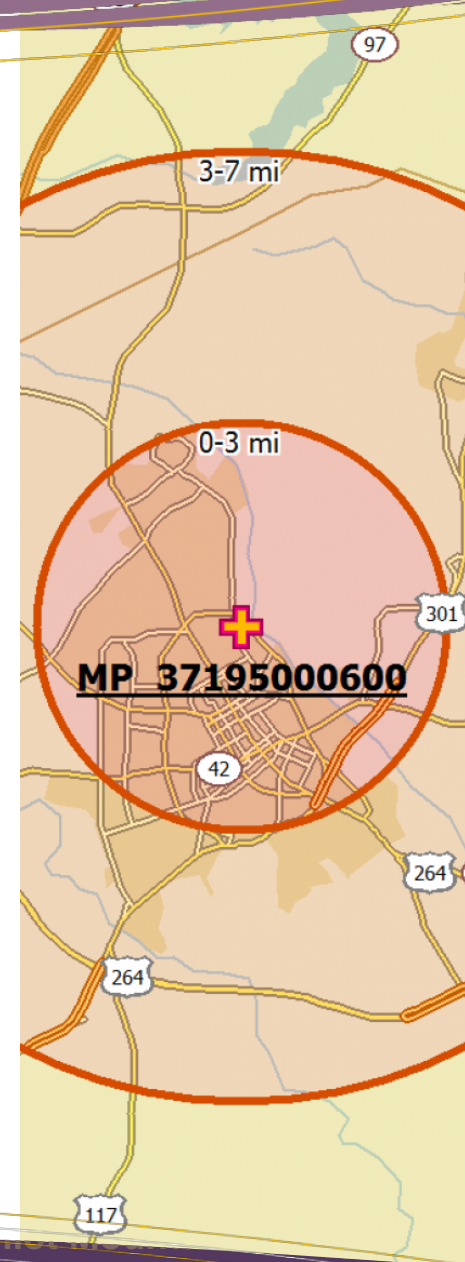
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.61%	18.73%	18.49%
Dairy Queen	17.96%	18.03%	18.31%
Domino's Pizza	16.92%	17.02%	16.57%
IHOP (International House Of Pancakes)	15.91%	15.67%	15.15%
Popeyes	15.72%	15.28%	14.2%
Outback Steakhouse	15.55%	14.74%	14.28%
Chick-Fil-A	15.18%	15.51%	15.38%
TGI Friday's	15.01%	14.29%	13.56%
Chili's Grill and Bar	14.34%	13.61%	13.04%
Sonic	14.19%	14.66%	15.07%
Starbucks	13.94%	13.03%	12.34%
Golden Corral	13.83%	14.48%	14.57%

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.

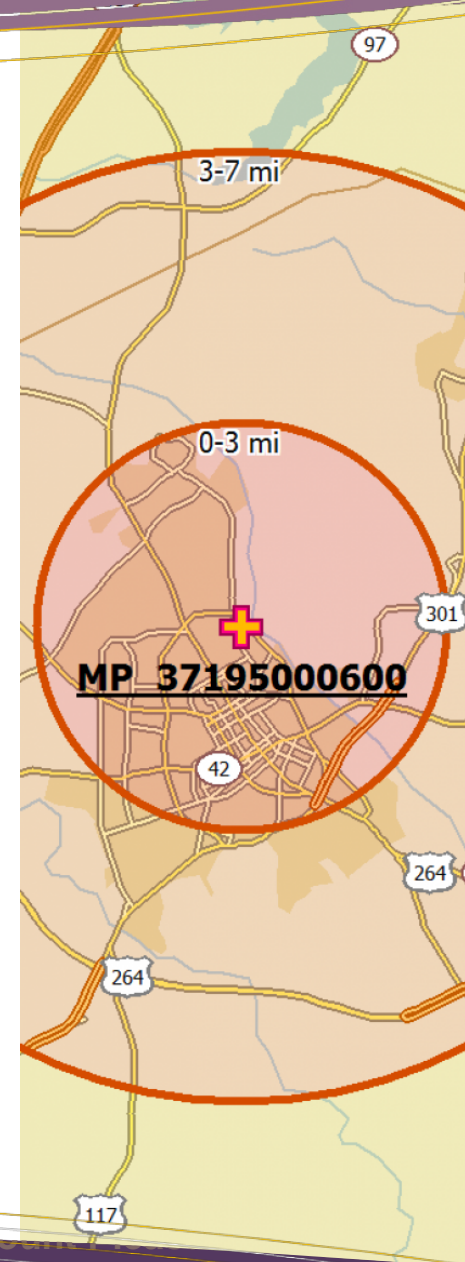
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	43.06%	43.2%	43.5%
Recycled products	28.9%	28.57%	28.77%
Worked as volunteer (non political)	14.66%	14.21%	14.27%
Engaged in fund raising	10.9%	10.96%	11%
Religious club member	7.91%	8.08%	8.09%
Church Board	6.03%	6.43%	6.44%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.27%	5.09%	5.05%
Wrote to elected offcl about publ bus	5.09%	4.94%	4.95%
Took active part in local civic issue	4.9%	4.82%	4.76%
Charitable Organization	4.52%	4.52%	4.6%
Union member	4.51%	4.78%	4.94%
Addressed a public meeting	4.45%	4.37%	4.4%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.3%	14.89%	14.72%
Children's Books	13.34%	13.16%	13.02%
Mystery	9.94%	9.43%	9.44%
Cookbooks	9.57%	9.35%	9.39%
Religious (not Bibles)	9.39%	9.65%	9.68%
Romance	7.11%	6.93%	6.9%
Personal/Business	6.44%	6.3%	6.21%
Self-help			
Biography	6.07%	5.95%	5.85%
History	5.95%	5.75%	5.73%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.05%	66.51%	66.06%
Gen. Editorial	51.88%	51.63%	50.74%
Womens	45.85%	45.91%	45.21%
Service	32.4%	31.88%	32.07%
Business/Finance	20.91%	20.56%	19.71%
Mens	19.1%	19.13%	18.81%
Music	17.61%	17.61%	16.84%
Parenthood	15.53%	15.08%	14.72%
Sports	15.02%	14.65%	14.34%

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	49.68%	49.7%	50.27%
Classified	31.91%	31.95%	32.53%
Sport	30.02%	29.86%	30.02%
Editorial Page	26.22%	26.35%	26.97%
Business/Finance	26.18%	25.51%	25.25%
Movie Listings & Reviews	23.93%	23.58%	23.41%
Comics	23.87%	23.59%	23.95%
Food/Cooking	22.94%	22.74%	22.84%
TV/Radio Listings	22.17%	22.18%	22.33%
Home/Gardening	18.82%	18.94%	19.24%
Travel	17.81%	17.55%	17.4%
Fashion	15.36%	15.48%	15.24%
Science/Technology	15.25%	15.17%	15.19%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	33.94%	33.77%	31.37%
CHR Contemp Hit Radio	16.67%	16.92%	16.88%
Adult Contemporary	13.97%	13.24%	13.45%
Country	12.96%	13.8%	15.85%
Oldies	10.27%	9.93%	9.88%
Variety	9.91%	10.03%	9.6%
Jazz	9.63%	10.23%	9.67%
News/Talk	9.42%	8.69%	8.54%
Rock	8.19%	8%	8.34%
Alternative	7.18%	6.53%	6.42%
Classic Rock	6.73%	6.35%	6.6%
Gospel	6.61%	6.72%	6.45%
Soft Contemporary	6.18%	5.88%	5.7%
All News	5.96%	6.26%	6.04%
Religious	5.52%	5.77%	5.94%
Sports	3.62%	3.47%	3.37%
All Talk	3.61%	3.54%	3.46%
Hispanic	3.06%	3.42%	3.36%



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	62.5%	62.65%	62.89%
Satellite Dish	51.72%	51.8%	52.18%
Soapnet	51.18%	50.93%	50.63%
Other Video-On-Demand	47.68%	46.92%	46.26%
Sci-Fi Channel	35.69%	35.92%	36.12%
MSNBC	34.87%	34.54%	34.38%
Subscribe Digital Cable	32.29%	32.19%	31.88%
Adult Pay Per View TV	32.17%	32.83%	33.31%
Comedy Central	30.52%	28.6%	27.59%
TV Info From Sunday TV Magazine	28.04%	28.14%	28.27%
Nickelodeon	27.95%	27.88%	28.24%
TV Info From Newspapers	26.71%	26.47%	26.37%

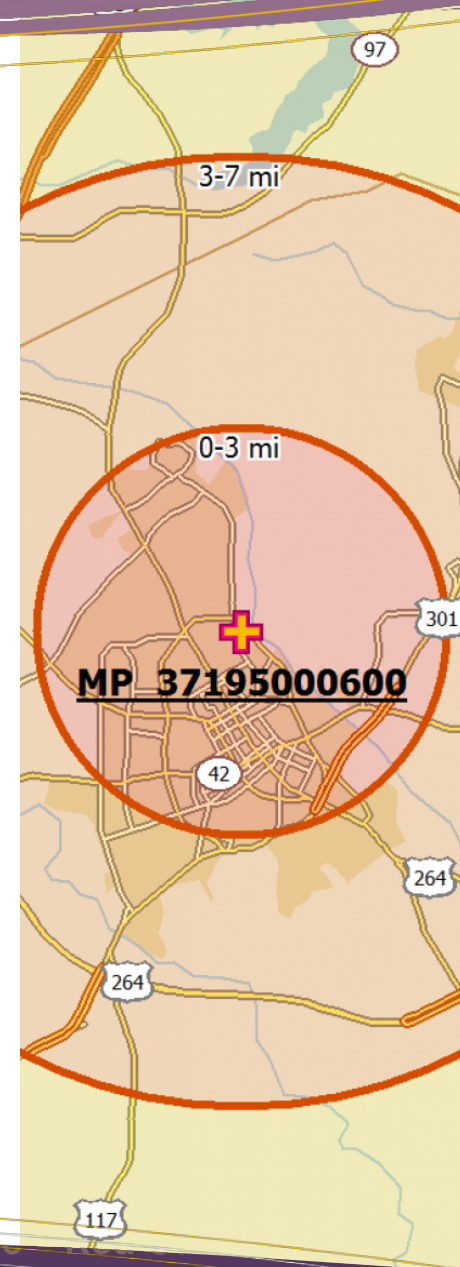
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	26.47%	25.7%	25.29%
Nick At Nite	26.34%	25.96%	25.79%
TCM (Turner Classic Movies)	25.74%	25.36%	25.11%
BET (Black Entertainment TV)	24.91%	23.8%	23.29%
ABC Fam.	24.74%	23.39%	22.48%
TV Info From Monthly Cable Guide	24.56%	23.79%	23.55%
The Golf Channel	24.07%	23.34%	22.84%
ESPN2	23.76%	22.36%	21.64%
Adult Swim	23.37%	22.77%	22.99%
Lifetime	23.12%	22.81%	22.38%
USA Network	22.71%	22.61%	22.64%
TV Info From Other	21.74%	21.49%	21.16%

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+)	18.15%	17.64%	17.54%
Medium Users (4-6)	9.26%	9.04%	9.02%
Light Users (1-3)	18.35%	18.61%	18.81%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.16%	1.15%
Newspaper II	1.58%	1.59%	1.59%
Newspaper III	1.75%	1.86%	1.95%
Newspaper IV	0.45%	0.46%	0.48%
Newspaper V (Light)	1.07%	0.98%	0.97%

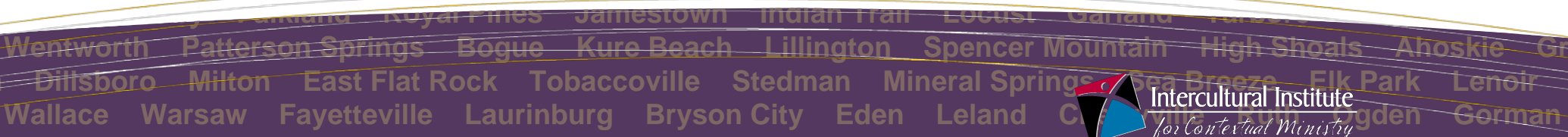
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.48%	21.23%	20.98%
Magazines II	9.5%	9.53%	9.48%
Magazines III	10.59%	10.5%	10.43%
Magazines IV	13.51%	13.4%	13.15%
Magazines V (Light)	0.97%	1.01%	0.94%
Outdoor I (Heavy)	8.46%	8.38%	7.99%
Outdoor II	4.8%	4.67%	4.37%
Outdoor III	5.11%	4.98%	4.76%
Outdoor IV	15.96%	16.38%	16.66%
Outdoor V (Light)	24.45%	24.42%	24.52%
Yellow Pages I (Heavy)	15.28%	15.73%	15.88%
Yellow Pages II	7.7%	7.75%	7.49%
Yellow Pages III	9.76%	9.29%	8.62%
Yellow Pages IV	23.25%	23.72%	23.81%
Yellow Pages V (Light)	4.68%	4.59%	4.4%

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)	2.46%	2.55%	2.68%
Drive Time III (Medium)	0.79%	0.89%	0.91%
Radio IV & V (Light)	2.59%	2.61%	2.61%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.04%	11.61%	11.18%
Radio III (Medium)	3.94%	4.01%	4.14%
Radio IV & V (Light)	3.98%	4.06%	3.98%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.86%	13.45%	13.17%
Cable III (Medium)	5.68%	5.37%	5.19%
Cable IV & V (Light)	38.55%	38.15%	37.31%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.6%	3.75%	3.85%
Prime Time III (Medium)	1.3%	1.33%	1.39%
Prime Time IV & V (Light)	11.51%	10.72%	10.26%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.97%	38.37%	38.87%
Fringe III (Medium)	52.8%	53.49%	53.99%
Fringe IV (Light)	54.85%	55.51%	56.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.7%	15.46%	15.09%
All Day III (Medium)	24.58%	24.8%	24.97%
All Day IV (Light)	19.34%	18.89%	17.88%



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]	11.76%	11.57%	11.55%
6:00am - 10:00am	17.25%	16.32%	15.55%
10:00am - 3:00pm	13.1%	11.97%	10.88%
3:00pm - 7:00pm	17.58%	16.67%	15.98%
7:00pm - Midnight	13.42%	12.74%	12.25%
Midnight - 6:00am	9.23%	8.49%	7.82%
Weekend Radio			
Listeners			
Dayparts [summary]	16.42%	15.69%	15.3%
6:00am - 10:00am	3.56%	3.22%	3.13%
10:00am-3:00pm	5.59%	5.38%	5.14%
3:00pm - 7:00pm	9.61%	8.63%	8.1%
7:00pm - Midnight	11.63%	11%	10.51%
Midnight - 6:00am	15.52%	14.4%	13.48%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.2%	7.61%	7.4%
Saturday: 8:00-11:00pm	8.81%	8.74%	8.67%
Sunday: 7:00-11:00pm	10.86%	10.27%	10.07%
9:00am-1:00pm	26.34%	25.96%	25.79%
9:00am-4:00pm	30.51%	30.18%	30%
4:00pm-7:00pm	32.8%	32.31%	31.52%
11:00pm-1:00am	44.84%	44.5%	44.05%
AVG Prime time	5.5%	5.23%	4.85%
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	19.26%	17.67%	16.8%
7-9am	23.76%	22.36%	21.64%
9am-12noon	19.3%	19.55%	19.76%
12noon-4pm	11.21%	10.64%	10.24%
4-6pm	52.52%	51.21%	50.03%
6-7pm	18.24%	18.35%	18.67%
7-7:30pm	1.77%	1.82%	1.76%
7:30-8pm	11.58%	11.79%	11.78%
8-11pm	8.2%	7.61%	7.4%
11pm-12am	34.87%	34.54%	34.38%
11pm-1am	44.84%	44.5%	44.05%
1-6am	34.5%	33.37%	32.2%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.75%	17.97%	17.58%
Sat: 10am-1pm	9.56%	9.2%	8.98%
Sat: 1-4pm	25.53%	25.22%	25.03%
Sat: 4-6pm	7.83%	7.6%	7.42%
Sat: 6-7pm	1.93%	1.87%	1.86%
Sat: 7-8pm	1.23%	1.17%	1.1%
Sat: 8-11pm	8.81%	8.74%	8.67%
Sat: 11pm-1am	6.37%	6.35%	6.14%
Sat: 1am-7pm	22.71%	22.61%	22.64%
Sun: 7-10am	2.26%	2.35%	2.39%
Sun: 10am-1pm	5.92%	5.93%	6.12%
Sun: 1-4pm	6.03%	5.79%	5.84%
Sun: 4-7pm	13.29%	12.85%	12.85%
Sun: 7-11pm	10.86%	10.27%	10.07%
Sun: 11pm-1am	6.1%	5.73%	5.49%
Sun: 1-7am	22.15%	21.55%	21.39%

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.

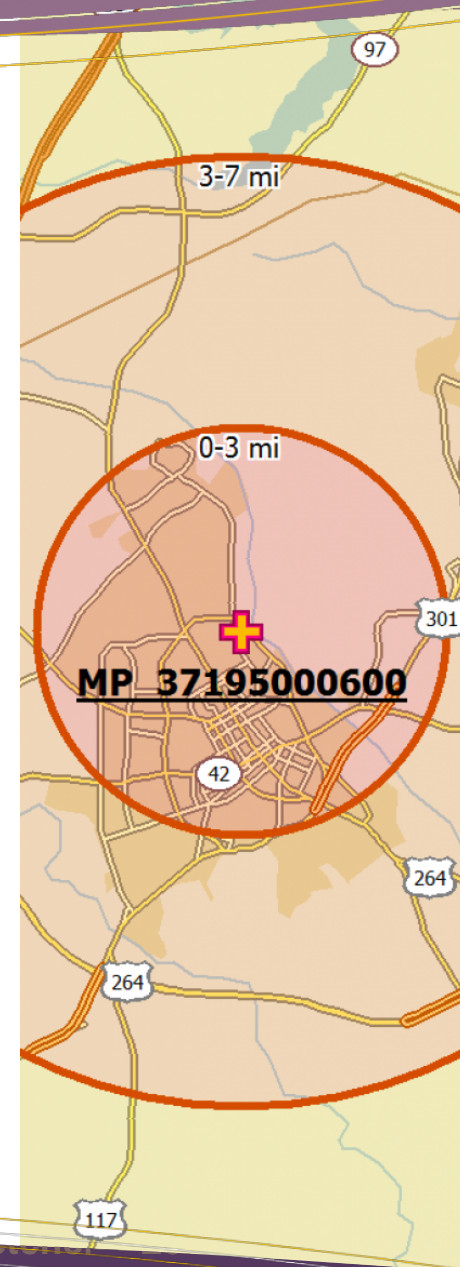


Your MissionSite and the Missional Suite

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	Grace - Wilson	202 Kincaid Ave N Wilson, NC 27893	0.67 mi	113	Plateauing
2	Bible	2833 Tilghman Rd N Wilson, NC 27896	1.61 mi	89	Declining
3	Light of the World - Wilson	414 Pender St E Wilson, NC 27893	1.84 mi	20	Declining
4	Wilson Community - Wilson	701 Tarboro St SW Wilson, NC 27893	2.07 mi	191	Insufficient Data
5	Forest Hills - Wilson	1407 Forest Hills Rd NW Wilson, NC 27896	2.20 mi	390	Declining
6	Glory - Wilson	502 Jordan St SW Wilson, NC 27893	2.46 mi	279	Declining
7	His Story	4302 Sedgefield Ln N Wilson, NC 27896	2.56 mi	0	Insufficient Data
8	Christ Baptist Church	4826 Packhouse Rd Wilson, NC 27894	3.06 mi	65	Insufficient Data
9	Wilson First - Wilson	311 Nash St W Wilson, NC 27893	4.04 mi	296	Declining
10	Primera Mision Bautista - Wilson	311 Nash St W Wilson, NC 27893	4.04 mi	0	Insufficient Data
11	New Hope Missionary - Wilson	5142 NC Highway 58 N Wilson, NC 27896	4.33 mi	100	Plateauing
12	Raleigh Road - Wilson	4150 Raleigh Road Pkwy W Wilson, NC 27896	4.33 mi	359	Declining
13	Peace Church	2838 Tilghman Rd Wilson, NC 27896	4.33 mi	0	Insufficient Data
14	Pleasant Hope - Elm City	5018 Rosebud Church Rd Elm City, NC 27822	5.74 mi	69	Growing
15	Elm City Missionary - Elm City	206 Wilson St Elm City, NC 27822	5.75 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Cedar Grove - Wilson	5266 Old Raleigh Rd Wilson, NC 27893	6.28 mi	49	Declining
17	Aenon - Elm City	7503 Town Creek Rd Elm City, NC 27822	7.88 mi	21	Declining
18	Mount Hermon - Rocky Mount	5556 Bend Of The River Rd Rocky Mount, NC 27803	8.24 mi	65	Declining
19	Sims - Sims	6753 Flat Rock Rd Sims, NC 27880	8.36 mi	37	Insufficient Data
20	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	9.28 mi	110	Growing
21	Memorial - Rocky Mount	5399 Old Wilson Rd Rocky Mount, NC 27801	9.70 mi	35	Insufficient Data
22	Nobles Chapel - Sims	7330 Old Raleigh Rd Sims, NC 27880	10.08 mi	63	Plateauing
23	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	10.79 mi	230	Plateauing
24	Macedonia - Spring Hope	551 Macedonia Rd Spring Hope, NC 27882	10.80 mi	80	Plateauing
25	New Vision Community	5676 Deans St Bailey, NC 27807	10.90 mi	0	Insufficient Data
26	Stantonsburg First - Stantonsburg	313 S Main St Stantonsburg, NC 27883	11.16 mi	125	Plateauing
27	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	11.80 mi	74	Insufficient Data
28	Bailey - Bailey	6646 Deans St Bailey, NC 27807	11.86 mi	114	Growing
29	Victoria En Cristo Hispanic - Bailey	5943 Strickland Rd Bailey, NC 27807	12.12 mi	0	Insufficient Data
30	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	12.32 mi	172	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	12.72 mi	77	Plateauing
32	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	12.74 mi	99	Declining
33	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	12.88 mi	144	Growing
34	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	13.53 mi	0	Insufficient Data
35	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	13.56 mi	0	Insufficient Data
36	Webbs Chapel - Macclesfield	2771 Webbs Chapel Rd Macclesfield, NC 27852	13.56 mi	84	Declining
37	Fellowship - Nashville	3851 Old County Home Rd Nashville, NC 27856	13.60 mi	0	Insufficient Data
38	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	13.69 mi	320	Declining
39	Pinkney - Fremont	3157 NC Highway 581 N Fremont, NC 27830	13.79 mi	68	Plateauing
40	Oak Level - Rocky Mount	3598 Oak Level Rd Rocky Mount, NC 27804	13.86 mi	50	Plateauing
41	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	14.08 mi	1,373	Plateauing
42	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	14.19 mi	55	Insufficient Data
43	Elm Grove - Nashville	2365 Old Bailey Hwy Nashville, NC 27856	14.26 mi	89	Declining
44	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	14.63 mi	269	Plateauing
45	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	14.67 mi	900	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.

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