MissionSite
top unreached locations

EDEN, NC

CENSUS TRACT: 37157040300
REGION: Region 5: Piedmont Triad
COUNTY: Rockingham
SITESCAPE: Townscape
DENSITY PATTERN: I3

iMultiply
CONGREGATIONAL
REPRODUCTION

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North Carolina Baptists
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# MissionSite (TM)
Table of Contents

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	3705	Region 5: Piedmont Triad
3	County Location	37157	Rockingham
4	Zipcode	27288	Rockingham
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	I3	50000-50000-50000

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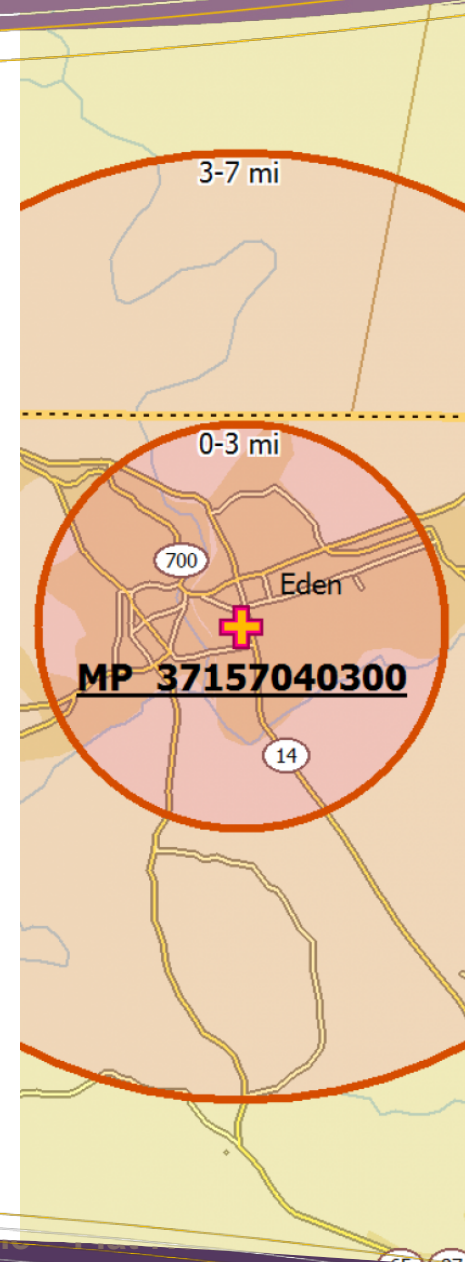
Site Location Summary - Map of the Site Location
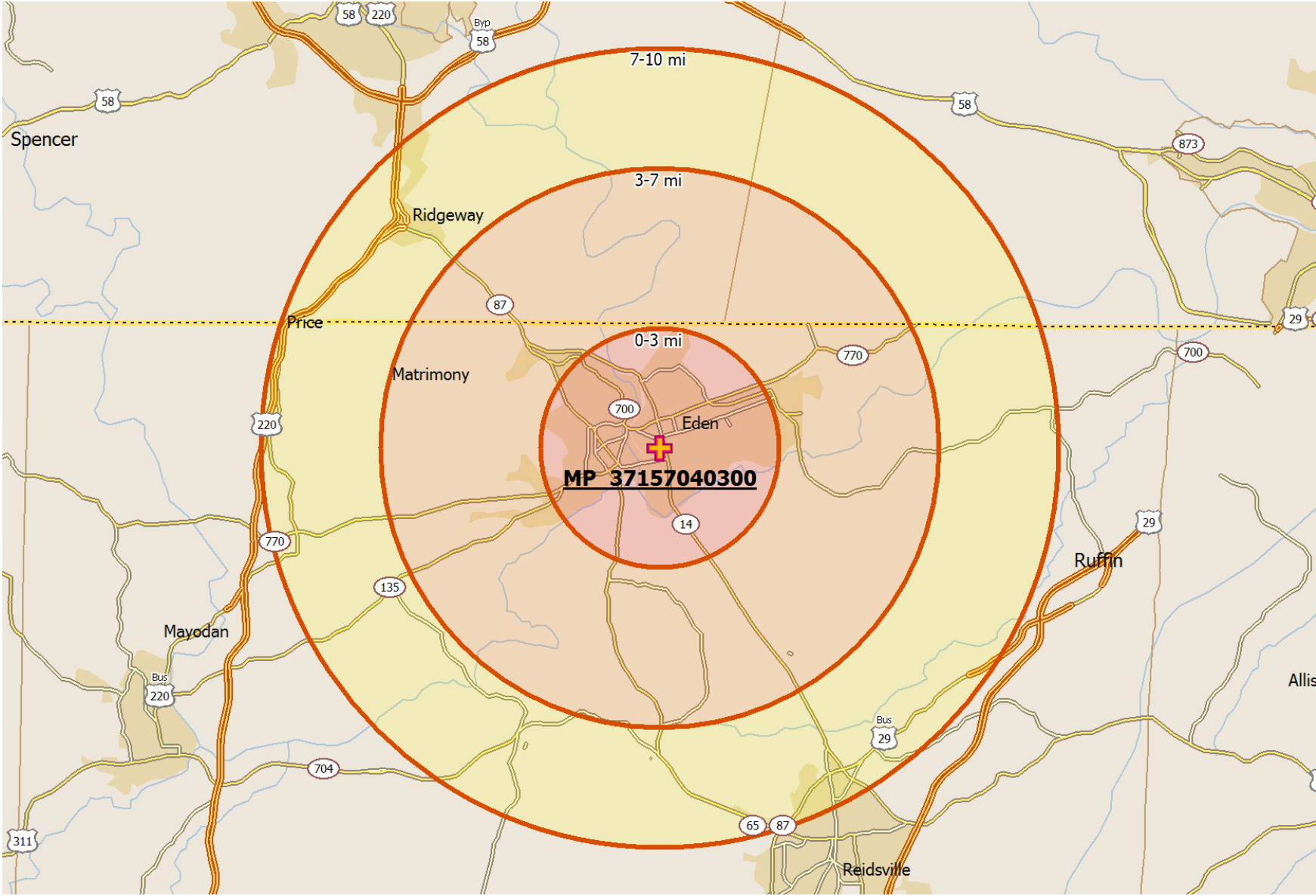
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
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	0	Percent commuting from non metro to metro areas

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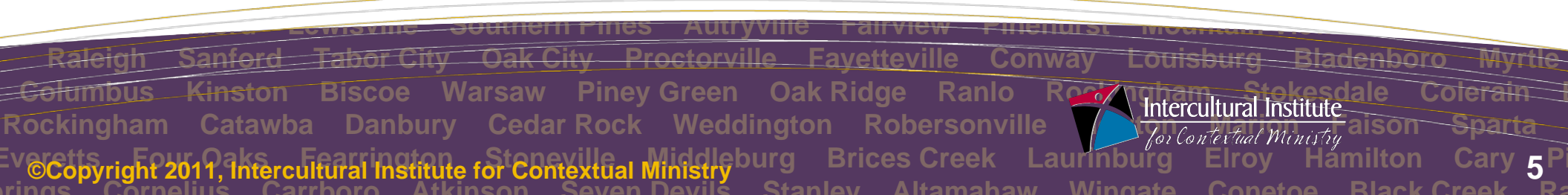
Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	15,699	17,099	20,728
2010 Households	6,702	7,012	8,564
2010 Group Quarters Population	410	97	241

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	18	27
Language Diversity National Index	15	12	22
Foreign Born Diversity National Index	18	5	5
Ancestry Diversity National Index	35	27	20
Racial Diversity National Index	47	46	49

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	711	10.61%
Mainstay Communities	Established, Diverse Households	571	8.52%
Working Communities	Blue-collar, Working Families	3,063	45.7%
Country Communities	Rural, Agri. & Mining Families	247	3.69%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,273	18.99%
Urban Communities	High Density, Inner-city Neighborhoods	835	12.46%

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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?

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	25,171	4,607	18.3%
Unreached %	65.7%	68.74%	104.62
Religious But NOT Evangelical HH	6,387	1,199	18.78%
Religious But NOT Evangelical %	16.67%	17.9%	107.35
Spiritual But NOT Relig or Evang HH	3,632	706	19.45%
Spiritual But NOT Relig or Evang %	9.48%	10.54%	111.17
Not Evangelical, Not Interested HH	15,304	2,727	17.82%
Not Evangelical, Not Interested %	39.95%	40.69%	101.87

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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	41	4	9.76%
Active BCNC Attenders	5,135	1,122	21.85%
Active Evangelical Households	5,767	919	15.93%
Active Evangelical Percent	15.05%	13.71%	91.07
Inactive Evangelical Households	7,373	1,175	15.93%
Inactive Evangelical Percent	19.25%	17.53%	91.09
# New Churches Needed	0	0	0%

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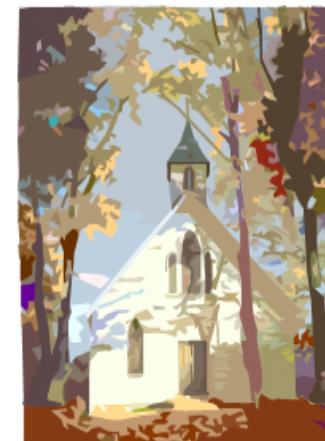
Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Osborne - Eden	0.94 mi	717	Growing	16	Ruffin Stacey - Ruffin	10.42 mi	222	Plateauing
2	Eden First - Eden	1.30 mi	164	Declining	17	Revolution	11.03 mi	0	Insufficient Data
3	Spray - Eden	1.97 mi	149	Plateauing	18	New Pleasant Grove - Reidsville	11.38 mi	28	Declining
4	Hampton Heights - Eden	2.37 mi	92	Declining	19	Calvary - Reidsville	11.38 mi	157	Plateauing
5	Growing Oaks - Eden	3.13 mi	175	Insufficient Data	20	Thompsonville - Reidsville	11.38 mi	156	Declining
6	Mount Hermon - Reidsville	4.08 mi	64	Declining	21	Penn Memorial - Reidsville	11.54 mi	102	Declining
7	Providence - Stoneville	4.97 mi	65	Declining	22	East Side - Reidsville	12.18 mi	126	Plateauing
8	Floyd - Eden	6.47 mi	89	Plateauing	23	Comers Chapel - Madison	12.24 mi	78	Plateauing
9	Shady Grove - Reidsville	8.18 mi	40	Growing	24	Sharon - Reidsville	12.35 mi	131	Growing
10	Oak Grove - Reidsville	9.07 mi	51	Declining	25	Iglesia Rocas Vivas in Pelham - Pelham	12.40 mi	32	Growing
11	Baptist Temple - Reidsville	9.08 mi	247	Declining	26	New Life Baptist Church	13.38 mi	41	Declining
12	Stoneville First - Stoneville	9.10 mi	85	Growing	27	Mayodan First - Mayodan	13.62 mi	360	Declining
13	Deep Springs - Stoneville	9.12 mi	37	Plateauing	28	Beaver Island - Mayodan	13.69 mi	129	Plateauing
14	Dan Valley - Stoneville	9.58 mi	62	Declining	29	Fairview - Reidsville	13.86 mi	132	Growing
15	Reidsville First - Reidsville	10.09 mi	197	Plateauing	30	Burton Memorial - Reidsville	13.91 mi	104	Growing

Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

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Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	86,064	16,054	18.65%
2000 Population	91,928	16,356	17.79%
2010 Population	92,355	15,699	17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,446	6,594	19.72%
2000 Households	36,989	6,785	18.34%
2010 Households	38,312	6,702	17.49%

Location Types in this MissionSite
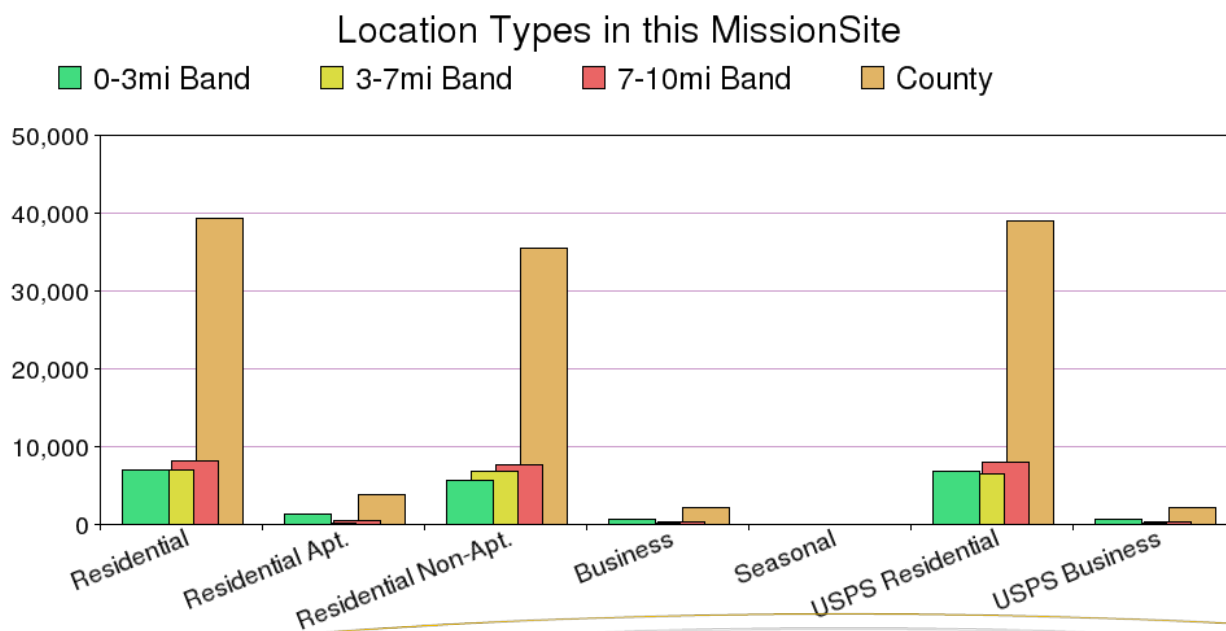
Location Type	0-3mi Band
Residential	7,001
Residential Apt.	1,383
Residential Non-Apt.	5,618
Business	620
Seasonal	0
USPS Residential	6,873
USPS Business	636

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Current Demographic Summary

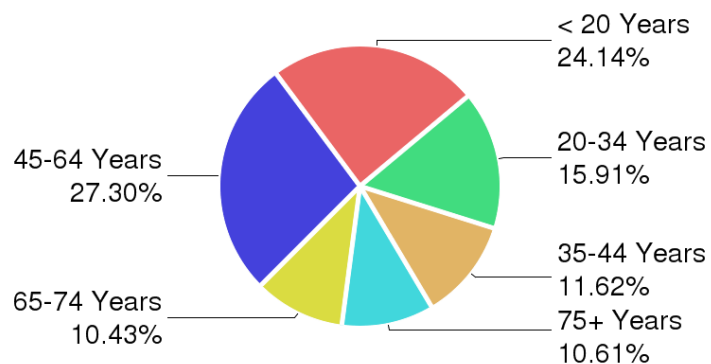A current year demographic summary of age categories for the site location appears on the right.

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

Age Group Percentages

< 20 Years	24.14%
20-34 Years	15.91%
35-44 Years	11.62%
75+ Years	10.61%
65-74 Years	10.43%
45-64 Years	27.30%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.79%	4.67%	97.49
4-5 Years	2.45%	2.1%	85.71
6-8 Years	3.68%	3.35%	91.03
9-11 Years	3.74%	3.73%	99.73
12-13 Years	2.52%	2.73%	108.33
14-17 Years	5.04%	5.05%	100.2
18-19 Years	2.52%	2.52%	100
0-5 Years	7.24%	6.76%	93.37
6-12 Years	8.68%	8.43%	97.12
13-19 Years	8.82%	8.95%	101.47
< 20 Years	24.74%	24.14%	97.57
20-34 Years	16.4%	15.91%	97.01
35-44 Years	12.93%	11.62%	89.87
45-64 Years	29.03%	27.31%	94.08
65-74 Years	9.05%	10.43%	115.25
75+ Years	7.84%	10.61%	135.33
Median Age	42	44	105.35
Median Age (Male)	40	41	102.21
Median Age (Female)	44	46	106.46

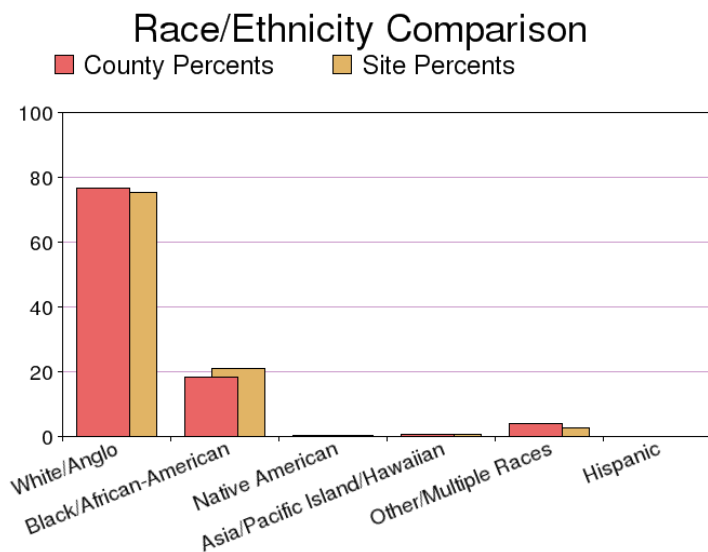Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.7%	75.39%	98.29
Black, African-American	18.47%	20.84%	112.86
Native American	0.37%	0.29%	77.63
Asian	0.51%	0.64%	124.9
Pacific Island, Hawaiian	0.06%	0.05%	88.8
Other/Multiple Races	3.9%	2.8%	71.74
Hispanic	0%	4.15%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	64,319	11,032	
Less than 9th Grade	9.65%	10.36%	93.1
No High School Diploma	13.91%	13%	107.03
High School Graduate	36.94%	35.71%	103.46
Some College, no degree	20.22%	21.02%	96.19
Associate Degree	7.68%	7.48%	102.75
College Degree	8.81%	9.01%	97.77
Graduate/Prof. degree	2.79%	3.43%	81.45

Race/Ethnicity Comparison

■ County Percents   ■ Site Percents

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	8.99%	11.95%	197.37
$10,000 to $19,999	15.02%	18.85%	125.48
$20,000 to $29,999	14.07%	14.19%	100.82
$30,000 to $49,999	23.39%	23.44%	100.22
$50,000 to $59,999	9.28%	8.36%	90.02
$60,000 to $69,999	7.08%	5.18%	73.09
$70,000 to $79,999	6.12%	5.19%	84.91
$80,000 to $89,999	4.52%	3.77%	83.6
$90,000 to $99,999	2.72%	1.85%	68.03
$100,000 to $124,999	5.31%	3.67%	69.07
$125,000 to $149,999	2.18%	2.36%	108.17
$150,000 to $199,999	0.8%	0.73%	90.94
$200,000 to $249,999	0.17%	0.13%	77.95
$250,000 or more	0.34%	0.33%	96.74
Median Household	39,758	34,796	87.52
Average Household	49,222	45,084	91.59
Per Capita Household	20,678	19,320	93.43
Family/Non-Family Household Income			
Median Family Income	48,797	46,446	95.18
Average Family Income	57,699	56,416	97.78
Median Non-Family Income	23,556	19,443	82.54
Average Non-Family Income	30,760	25,641	83.36

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.53%	65.03%	94.88
Families with Children	33.93%	33.01%	97.28
Families without Children	34.6%	32.02%	92.54
Non-Family Households			
% Non-Family Households	31.47%	34.97%	111.14
Non-Families with Children	0.19	0.13	70.48
Non-Families without Children	31.28	34.84	111.39
Housing Units			Index
Total Housing Units	43,435	7,688	
Vacant percent	11.79%	12.81%	108.63
Owned percent	62.99%	55.87%	88.69%
Rented Percent	25.21%	31.31%	124.17
Households by Size			Index
Avg household size	2.38	2.28	95.8
Avg family hh size	2.96	2.92	98.65
Avg non-family hh size	1.09	1.09	100
Households By Count of Persons			Percent
One	10,872	2,160	19.87%
Two	13,222	2,258	17.08%
Three or Four	11,694	1,893	16.19%
Five+	2,524	391	15.49%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	86,064	16,054	18.65%
2000 Population	91,928	16,356	17.79%
2010 Population	92,355	15,699	17%
2015 Population	92,866	15,791	17%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	33,446	6,594	19.72%
2000 Households	36,989	6,785	18.34%
2010 Households	38,312	6,702	17.49%
2015 Households	39,036	6,840	17.52%

Household Change from 1985 to 2030
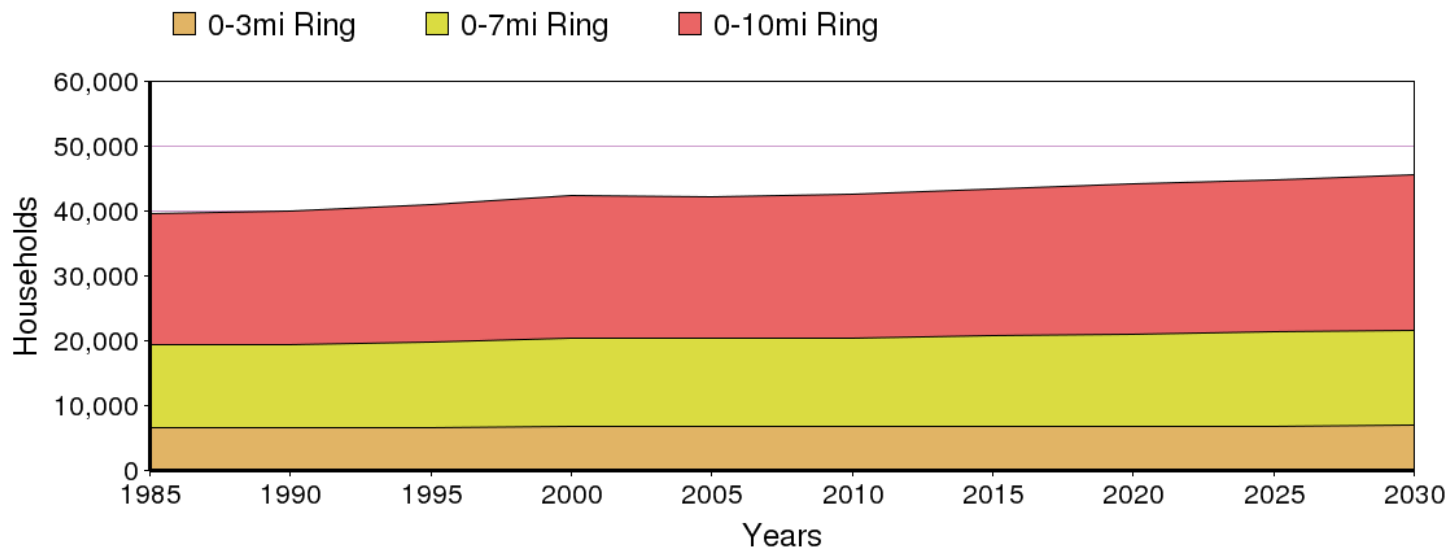
Legend: 0-3mi Ring, 0-7mi Ring, 0-10mi Ring

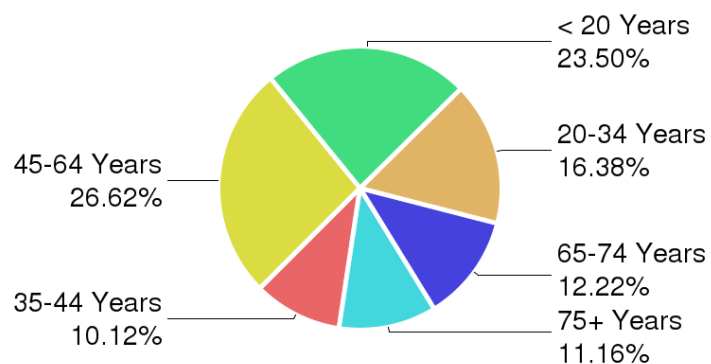Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

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

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.67%	4.67%	100
4-5 Years	2.1%	2.1%	100
6-8 Years	3.35%	3.28%	97.91
9-11 Years	3.73%	3.52%	94.37
12-13 Years	2.73%	2.6%	95.24
14-17 Years	5.05%	4.9%	97.03
18-19 Years	2.52%	2.44%	96.83
0-5 Years	6.76%	6.77%	100.15
6-12 Years	8.43%	8.07%	95.73
13-19 Years	8.95%	8.66%	96.76
< 20 Years	24.14%	23.5%	97.35
20-34 Years	15.91%	16.38%	102.95
35-44 Years	11.62%	10.12%	87.09
45-64 Years	27.31%	26.62%	97.47
65-74 Years	10.43%	12.22%	117.16
75+ Years	10.61%	11.16%	105.18
Median Age	42	45	106.47
Median Age (Male)	40	42	104.44
Median Age (Female)	44	47	107.95

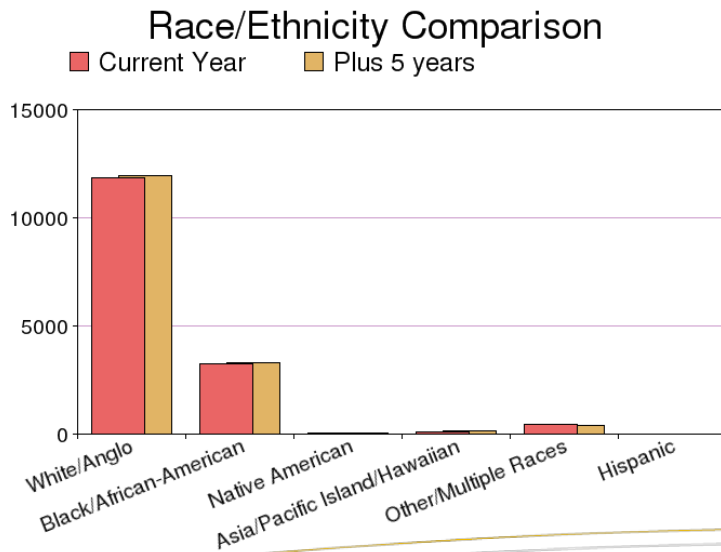Intercultural Institute
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Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	75.39%	75.7%	100.41
Black, African-American	20.84%	20.75%	99.54
Native American	0.29%	0.31%	108.25
Asian	0.64%	0.79%	123.28
Pacific Island, Hawaiian	0.05%	0.04%	86.99
Other/Multiple Races	2.8%	2.42%	86.51
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,032	11,122	
Less than 9th Grade	10.36%	9.49%	91.64
No High School Diploma	13%	10.74%	82.59
High School Graduate	35.71%	37.2%	104.18
Some College, no degree	21.02%	21.55%	102.53
Associate Degree	7.48%	8.34%	111.57
College Degree	9.01%	9.52%	105.68
Graduate/Prof. degree	3.43%	3.16%	92.11

Race/Ethnicity Comparison

Legend: Current Year, Plus 5 years

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	11.95%	11.01%	92.11
$10,000 to $19,999	18.85%	18.73%	99.38
$20,000 to $29,999	14.19%	14.04%	98.91
$30,000 to $49,999	23.44%	22.54%	96.17
$50,000 to $59,999	8.36%	8.44%	100.96
$60,000 to $69,999	5.18%	5.37%	103.63
$70,000 to $79,999	5.19%	5.54%	99.39
$80,000 to $89,999	3.77%	3.99%	101.08
$90,000 to $99,999	1.85%	1.93%	104.3
$100,000 to $249,999	3.67%	4.23%	115.11
$125,000 to $149,999	2.36%	2.81%	119.07
$150,000 to $199,999	0.73%	0.73%	99.98
$200,000 to $249,999	0.13%	0.18%	130.64
$250,000 or more	0.33%	0.23%	71.26
Median Household	34,796	36,250	104.18
Average Household	45,084	47,154	104.59
Per Capita Household	19,320	20,505	106.13
Family/Non-Family Household Income			
Median Family Income	46,446	49,745	107.1
Average Family Income	56,416	58,676	104.01
Median Non-Family Income	19,443	20,405	104.95
Average Non-Family Income	25,641	27,767	108.29

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.03%	63.82%	98.14
Families with Children	33.01	33.17	100.51
Families without Children	32.02	31.48	98.3
Non-Family Households			
% Non-Family Households	34.97%	36.18%	103.46
Non-Families with Children	0.13	0.09	103.46
Non-Families without Children	34.84	36.1	103.61
Housing Units			
Total Housing Units	7,688	7,844	102.03%
Vacant percent	12.81%	12.79%	99.8
Owned percent	55.87%	55.75%	99.79
Rented Percent	31.31%	31.45%	100.45
Households by Size			
Avg household size	2.28	2.25	98.68%
Avg family hh size	2.92	2.93	100.34%
Avg non-family hh size	1.09	1.06	97.25%
Households By Count of Persons			
One	2,160	2,292	106.11%
Two	2,258	2,268	100.44%
Three or Four	1,893	1,896	100.16%
Five+	391	385	98.47%

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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	324	256	558
Northern Europe	28	20	11
Western Europe	23	20	7
Southern Europe	13	2	0
Eastern Europe	0	0	4
Other Europe	0	0	0
Eastern Asia	0	0	15
So. Central Asia	13	0	35
SE Asia	7	1	32
Western Asia	0	0	8
Other Asia	5	1	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	2
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	4
Caribbean	0	0	11
Central Amer.	211	203	410
South America	12	5	19
North America	12	4	0
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	14,836	14,516	19,772
Spanish	448	332	662
Other Indo-Euro language	137	150	141
French (incl. Patois, Cajun)	44	65	67
French Creole	0	0	0
Italian	25	8	0
Portuguese	0	0	0
German	37	54	15
Yiddish	0	6	1
Other West Germanic	1	7	3
A Scandinavian Language	9	2	0
Greek	5	8	0
Russian	0	0	0
Polish	0	0	9
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	21
Hindi	0	0	0
Urdu	0	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	0	0	0
Japanese	0	0	3
Korean	0	5	0
Mon-Khmer, Cambodian	0	0	51
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	26	0	20
Vietnamese	0	8	7
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	9	0	8
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	9	0	8
African languages	0	0	0
Other unspecified	0	0	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	11,179	10,966	15,032
Arab	12	7	3
Armenian	0	0	10
Austrian	33	10	6
British	48	13	66
Canadian	0	3	26
Croatian	0	0	0
Czech	5	0	0
Czechoslovak	0	1	4
Danish	0	0	11
Dutch	81	83	117
English	1,330	1,167	1,685
European	188	177	89
Finnish	18	23	0
French (not Basque)	114	55	114
French Canadian	19	5	13
German	535	576	493
Greek	13	15	7
Hungarian	4	11	2
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	631	619	715
Italian	180	120	98
Lithuanian	0	0	3
Norwegian	14	37	21
Polish	39	59	45
Portuguese	0	0	3
Romanian	0	0	0
Russian	14	1	2
Scandinavian	1	13	6
Scotch-Irish	224	243	265
Scottish	204	109	194
Slovak	0	0	0
Subsaharan African	69	40	122
Swedish	0	18	38
Swiss	8	21	16
Ukrainian	0	2	5
US/American	3,805	3,638	4,227
Welsh	15	18	26
West Indian	20	9	54
Yugoslavian	0	0	0
Other	3,555	3,873	6,546

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

# Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

Unreached Households by Lifestyle Segment

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

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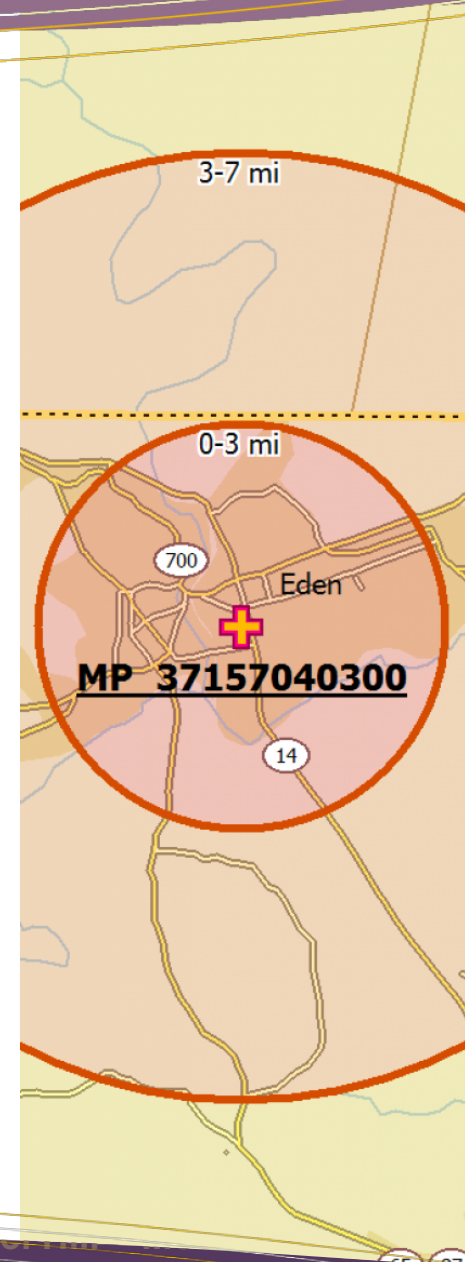
Unreached Households by Lifestyle Segment

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	6,702	100%	4,673	100%
AFFLUENT SUBURBIA	11	0.16%	8	0.17%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	11	0.16%	8	0.17%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	700	10.44%	470	10.06%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	700	10.44%	470	10.06%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	90	1.34%	58	1.24%
Successful Urban Sprawl	1	0.01%	0	0%
2nd City Homebodies	0	0%	1	0.02%
Prime Middle America	0	0%	0	0%
Urban Optimists	89	1.33%	0	0%
Family Convenience	0	0%	57	1.22%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,702	100%	4,673	100%
BLUE COLLAR BACKBONE	189	2.82%	126	2.7%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	33	0.49%	20	0.43%
Lower Income Essentials	100	1.49%	68	1.46%
Small Town Endeavors	56	0.84%	38	0.81%
AMER. DIVERSITY	481	7.18%	327	7%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	50	0.75%	32	0.68%
Professional Urbanites	140	2.09%	101	2.16%
Urban Advancement	134	2%	90	1.93%
Amer. Great Outdoors	138	2.06%	89	1.9%
Mature America	19	0.28%	15	0.32%
METRO FRINGE	2,874	42.88%	1,984	42.46%
Steadfast Conservative	1,570	23.43%	1,076	23.03%
Moderate Conventionalists	1	0.01%	1	0.02%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1,303	19.44%	907	19.41%

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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	6,702	100%	4,673	100%
REMOTE AMERICA	95	1.42%	56	1.2%
Hardy Rural Fam.	50	0.75%	30	0.64%
Rural Southern Living	45	0.67%	26	0.56%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,273	18.99%	939	20.09%
Young Cosmopolitans	61	0.91%	48	1.03%
Minority Metro Communities	1,072	16%	794	16.99%
Stable Careers	44	0.66%	32	0.68%
Aspiring Hispania	96	1.43%	65	1.39%
RURAL VILLAGES & FARMS	152	2.27%	137	2.93%
Aspiring Hispania	18	0.27%	65	1.39%
Industrious Country Living	0	0%	12	0.26%
America's Farmland	24	0.36%	0	0%
Comfy Country Living	0	0%	15	0.32%
Small Town Connections	110	1.64%	0	0%
Hinterland Fam.	0	0%	45	0.96%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,702	100%	4,673	100%
STRUGGLING SOCIETIES	529	7.89%	355	7.6%
Rugged Southern Style	44	0.66%	26	0.56%
Latino Nuevo	11	0.16%	7	0.15%
Struggling city Centers	469	7%	318	6.81%
College Town Communities	0	0%	0	0%
New Beginnings	5	0.07%	4	0.09%
URBAN ESSENCE	306	4.57%	213	4.56%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	104	1.55%	73	1.56%
Urban Diversity	60	0.9%	43	0.92%
New Generation Activists	122	1.82%	82	1.75%
Getting By	20	0.3%	15	0.32%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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

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

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

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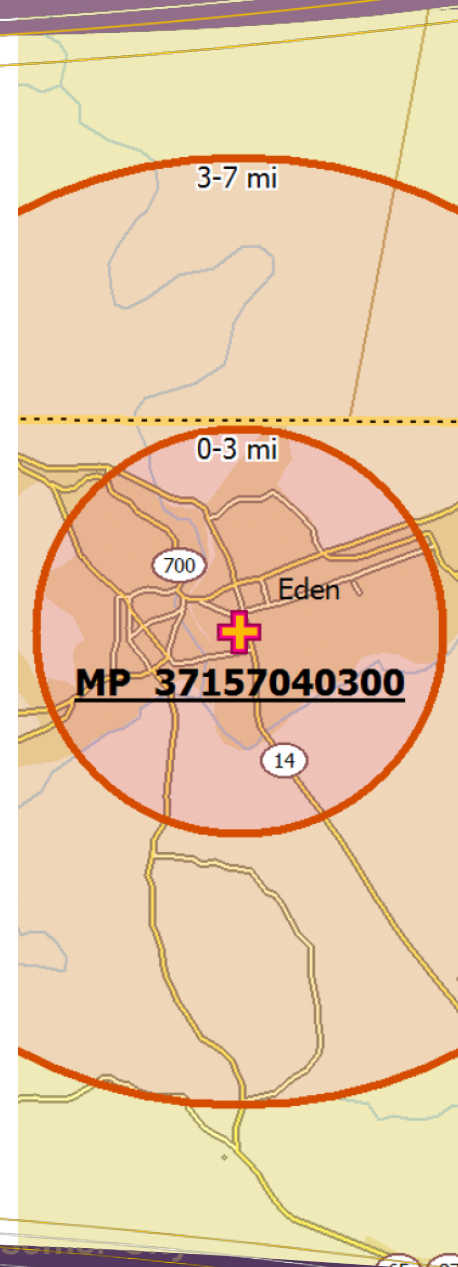
Potential Cultural Bridges

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

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

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

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	74%	75%	74%
Use Comp. for Internet/E-mail	49%	53%	52%
Internet Use: E-Mail	46%	46%	45%
Use Comp. for Comp. Games	37%	38%	38%
Use Comp. for Word Processing	32%	33%	32%
Use Comp. for Education	29%	30%	30%
Use Comp. for Shopping	28%	30%	30%
Use Comp. for Digital Camera Photo Editing	26%	28%	27%
HH Owns DVD Player	26%	26%	26%
Internet Use: News/ Weather	24%	25%	24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	24%	26%	26%
Internet Use: Banking	21%	23%	23%
Use Comp. for News/Info./Data Service	18%	18%	18%
PC-Network-HH Has One	16%	17%	17%
HH Owns Video/Webcam	12%	11%	10%
Internet Use: Research/ Education	11%	11%	10%
Use Comp. for Accounting	11%	12%	12%
Use Comp. for Personal Financial Mngmnt	11%	10%	10%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	10%
Internet Use: Read Magazines/ Newspapers	9%	9%	9%

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	65%	66%	66%
Dining Out (Not Fast Food)	54%	54%	53%
Reading Books	52%	51%	51%
Card Games	41%	42%	41%
Cooking for Fun	36%	35%	34%
Gardening	34%	35%	34%
Board Games	31%	33%	32%
Go To A Beach/Lake	30%	32%	32%
Visit Museum	19%	18%	17%
Going To Bars/Nightclubs/Dancing	17%	18%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	41%	41%	40%
Dentist	25%	25%	24%
Backache	24%	24%	23%
Eye Dr.	23%	22%	21%
Hypertension/High Blood Pressure	20%	20%	20%
High Cholesterol	19%	18%	18%
None Of These	18%	19%	19%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	15%
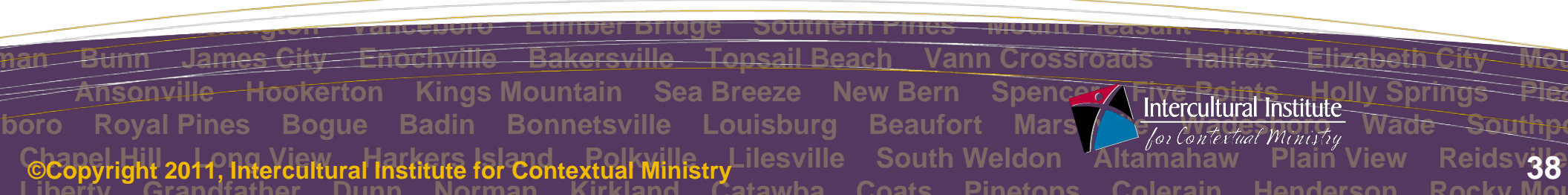
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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.24%	25.31%	24.54%
Live Theater	17.9%	17.11%	16.79%
Live Theater Most Often	14.63%	13.95%	13.63%
Rock/Pop Concerts Most Often	14.17%	13.88%	13.48%
Dance Performance	8.8%	7.88%	7.71%
Comedy Club	7.64%	7.44%	7.56%
Movies: Comedy	38.56%	38.62%	38.68%
Movies: Action/Adventure	38.44%	37.8%	37.3%
Movies: Fam.	22.36%	21.25%	20.88%

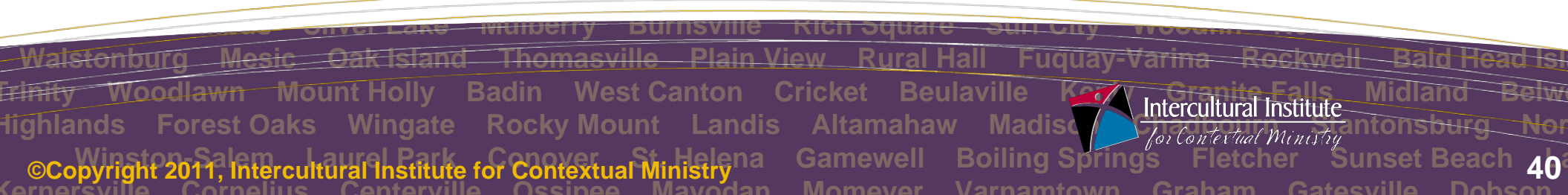| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.17%	19.19%	19.34%
Movies: Romantic Comedy	19.72%	19.15%	19%
Movies: Mystery	17.11%	16.47%	16.26%
College Football Reg. Season	4.95%	5.19%	5.24%
MLB Baseball Reg. Season	4.78%	5.18%	5.12%
NFL Football Reg. Season	4.59%	4.8%	4.83%
College Basketball Reg. Season	3.58%	3.71%	3.69%
NBA Basketball Reg. Season	2.7%	2.7%	2.73%
Bowling	2.1%	1.91%	1.72%

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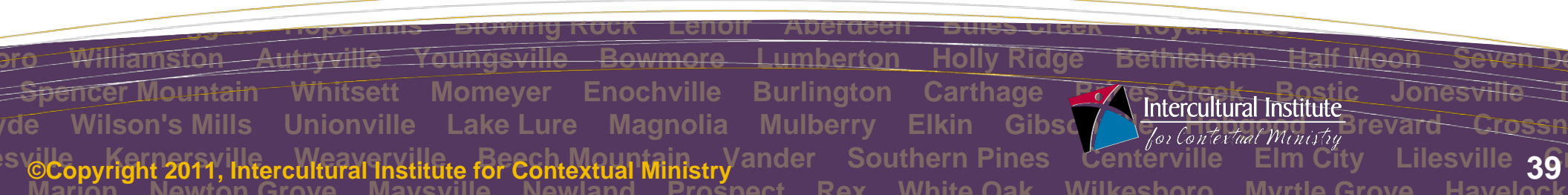
Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	38.9%	38.35%	37.8%
Swimming	29.2%	30.85%	30.42%
Bowling	21.31%	21.68%	21.49%
Freshwater Fishing	17.11%	19.91%	20.03%
Billiards/Pool	16.47%	17.59%	17.78%
Basketball	14.96%	15.18%	15.82%
Camping Trips	14.51%	16.7%	16.38%
Jogging/Running	13.2%	12.9%	13.16%
Weight Training	12.84%	13.32%	13.49%
Using Cardio Machine	11.69%	11.5%	11.1%
Golf	11.39%	11.71%	11.44%
Stationary Cycling	10.63%	10.45%	10.39%
Mountain/Road Biking	10.5%	11.08%	10.88%
Baseball	9.85%	10.18%	10.49%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.75%	9.16%	9.27%
Hunting	9.18%	11.58%	11.92%
Backpacking/Hiking	8.95%	9.34%	9.01%
Football	8.55%	9.14%	10.07%
Volleyball	8.2%	8.64%	8.74%
Target Shooting	8.16%	9.46%	9.45%
Power Boating	7.31%	7.38%	7.1%
Saltwater Fishing	7.13%	7.7%	7.67%
Yoga	6.76%	6.25%	6.04%
Softball	6.61%	6.9%	7.06%
Soccer	6.42%	6.31%	6.29%
Tennis	6.06%	6.16%	6.29%
Canoeing/Kayaking	5.77%	6.08%	6.08%
Horseback Riding	5.16%	5.98%	6.06%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	4.85%	4.71%	4.84%
Motorcycling	4.82%	5.56%	5.59%
Auto Racing	4.78%	4.3%	3.8%
Roller Skating	4.42%	4.56%	4.91%
Fly Fishing	4.3%	4.63%	4.75%
Snorkeling	3.56%	3.87%	4.12%
Rock Climbing	3.51%	3.37%	3.22%
Archery	3.5%	4.53%	4.83%
Jet Skiing	3.49%	3.84%	4.07%
Racquetball	3.48%	3.46%	3.54%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country Skiing	3.47%	3.58%	3.66%
Water Skiing	3.47%	3.83%	3.98%
Hockey	3.34%	3.36%	3.44%
Skateboarding	3.2%	3.28%	3.46%
Snowboarding	2.95%	2.89%	2.96%
Snowmobiling	2.94%	3.22%	3.41%
Martial Arts	2.73%	2.91%	3.09%
Sailing	2.54%	2.5%	2.61%
Rowing	2.13%	2.21%	2.26%
Surfing & Windsurfing	2.01%	2.05%	2.18%

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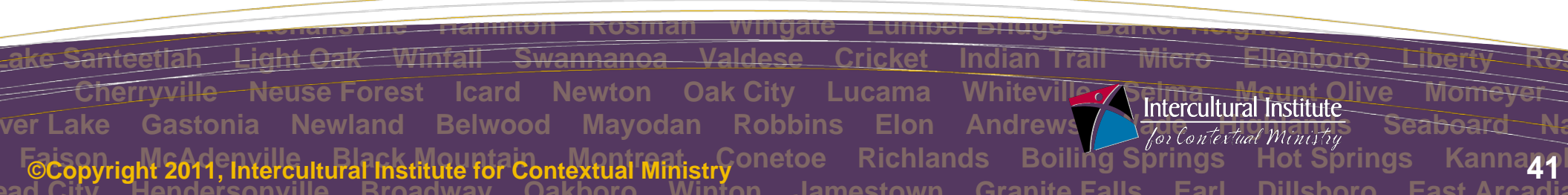
Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
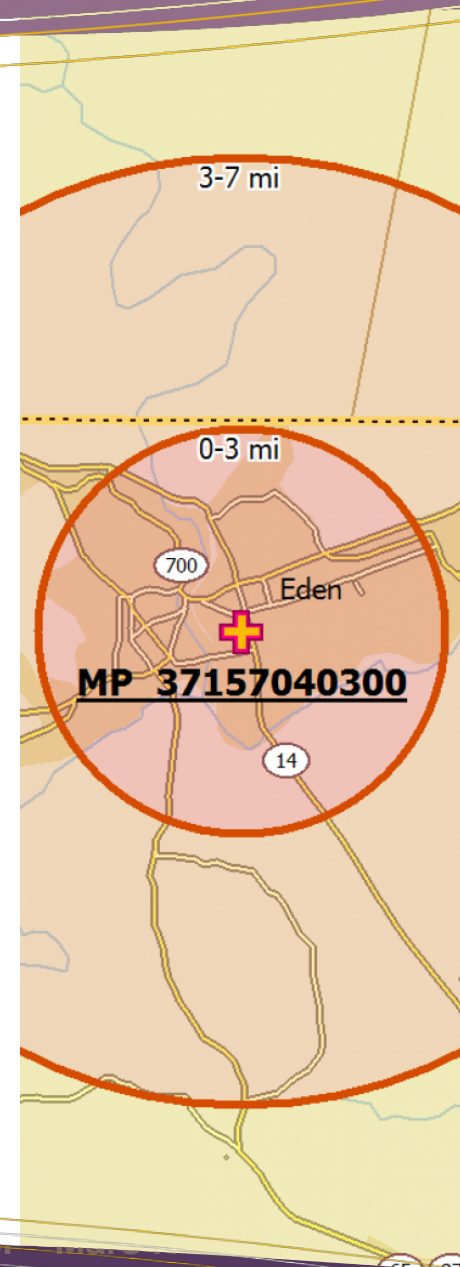
Potential Cultural Barriers -- Introduction (part 2)

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.

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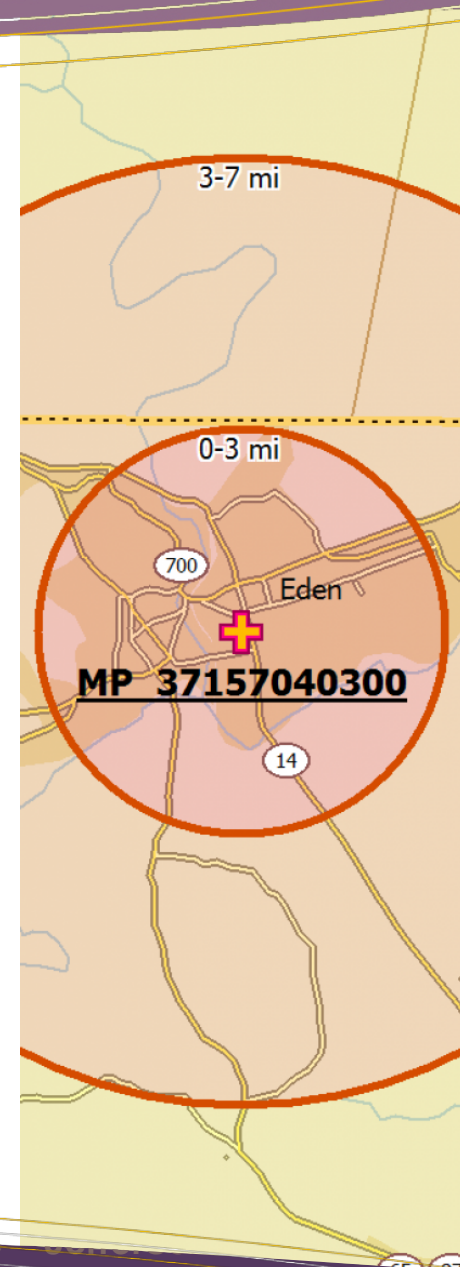
Potential Cultural Barriers:

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

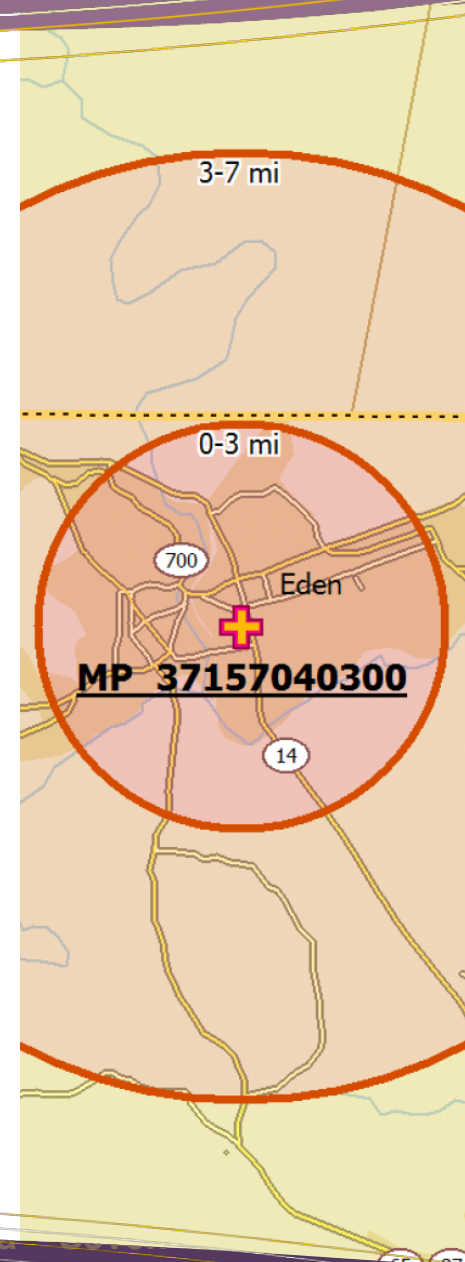| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	52%
Find It Difficult To Say No To My Kids	38%	40%	40%
Speak My Mind Even If It Upsets People	37%	37%	37%
Like Control Over People And Resources	36%	36%	36%
Woman's Place Is In The Home	35%	36%	36%
Prefer To Have Few Possessions As Possible	32%	30%	29%
Like To Do Unconventional Things	31%	31%	30%
Don't Judge People/Way They Live Life	30%	29%	29%
Money Is Best Measure Of Success	26%	26%	25%
Too Much Sponsorship In Arts/Sports	26%	25%	26%
Friends More Important Than My Fam.	24%	23%	22%
If Won Lottery Would Never Work Again	24%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	23%	23%
Marijuana Should Be Legalized	21%	19%	19%
Rarely Sit Down to a Meal Together At Home	19%	19%	19%
I Am A Workaholic	18%	17%	18%
Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Only Work Current Job for The Money	14%	14%	15%
We Should Strive for Equality for All	13%	13%	13%
Happy With My Standard Of Living	13%	12%	11%
On Whole People Get What They Deserve	11%	10%	10%
Little I Can Do To Change My Life	9%	9%	9%
Indulge My Kids With The Little Extras	9%	9%	9%
Very Happy With My Life As It Is	8%	7%	7%

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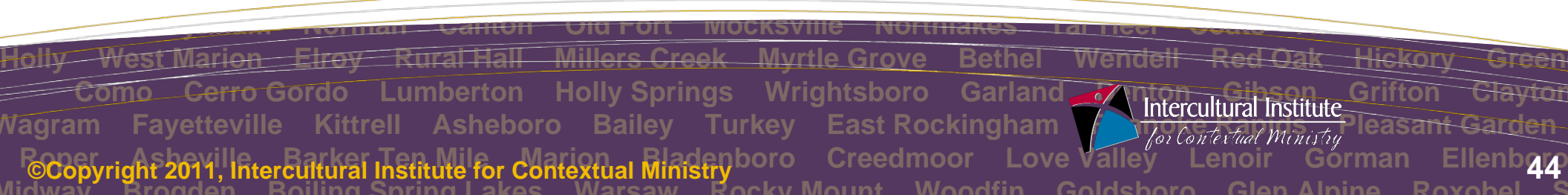
Potential Cultural Themes

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

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

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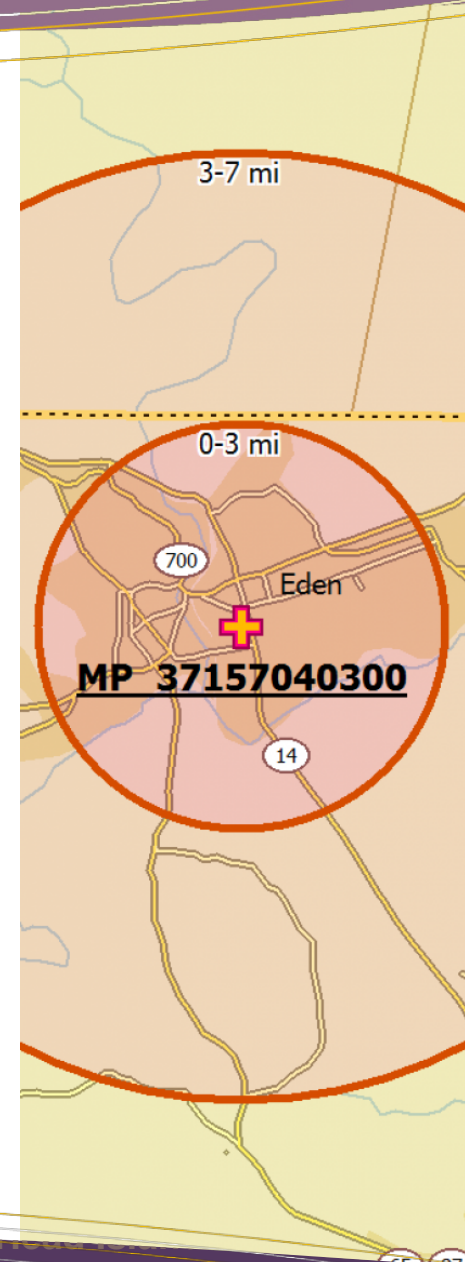
Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	60%	60%
You Should Seize Opportunities In Life	58%	57%	57%
Like To Understand About Nature	38%	37%	37%
Important Feel Respected By My Peers	35%	34%	34%
Prefer Work Part Of Team Than Alone	35%	35%	35%
Important To Juggle Various Tasks	33%	32%	32%
Prefer To Have Few Possessions As Possible	32%	30%	29%
Good At Fixing Things	30%	29%	29%
Have Keen Sense Of Adventure	25%	25%	26%
Like To Just Enjoy Life	22%	21%	20%
Consider Myself Interested In The Arts	21%	20%	20%
People Have To Take Me As They Find Me	20%	21%	21%

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

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Potential Shared Places

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

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	86.48%	87.29%	87.73%
Fam. Restaurants/Steak Houses-Visit Any	81.59%	82.36%	81.78%
McDonald's	55.5%	56.42%	56.62%
Burger King	37.42%	38.3%	38.97%
Kentucky Fried Chicken (KFC)	32.11%	32.35%	33.51%
Subway	31.39%	31.69%	31.8%
Wendy's	31.24%	31.3%	31.78%
Taco Bell	27.84%	28.44%	28.24%
Applebee's	27.27%	28.27%	28.11%
Pizza Hut	26.74%	26.52%	26.31%
Arby's	23.99%	24.51%	23.99%
Dairy Queen	19.35%	19.89%	19.63%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.07%	18.02%	17.86%
Olive Garden	18.5%	18.65%	18.49%
Cracker Barrel	16.73%	17.06%	16.48%
Sonic	16.17%	16.72%	16.83%
Domino's Pizza	15.46%	14.71%	15%
IHOP (International House Of Pancakes)	14.42%	13.36%	13.23%
Golden Corral	13.73%	13.75%	14.22%
Outback Steakhouse	13.71%	13.18%	12.92%
Hardee's	13.29%	13.98%	14.18%
Denny's	12.61%	11.9%	11.63%
Chili's Grill and Bar	12.26%	11.49%	11.24%
Chick-Fil-A	12.14%	12.61%	13.17%

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!
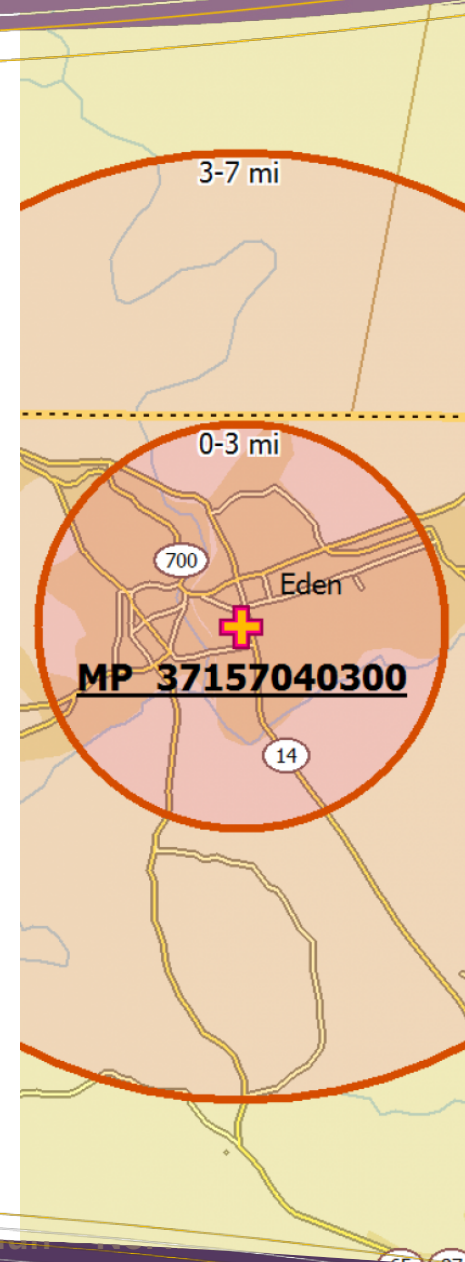
Potential Shared Projects

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	44.72%	45.03%	44.23%
Recycled products	30.69%	30.85%	29.63%
Worked as volunteer (non political)	15.78%	15.83%	15.2%
Engaged in fund raising	11.02%	11.16%	11.2%
Religious club member	7.91%	7.92%	8.03%
Church Board	5.68%	5.66%	6%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.61%	5.45%	5.21%
Union member	5.23%	5.26%	5.14%
Charitable Organization	5.08%	5.2%	5.01%
Wrote to elected offcl about publ bus	4.99%	5.14%	5.04%
Took active part in local civic issue	4.98%	4.76%	4.63%
Fraternal order member	4.51%	4.43%	4.26%

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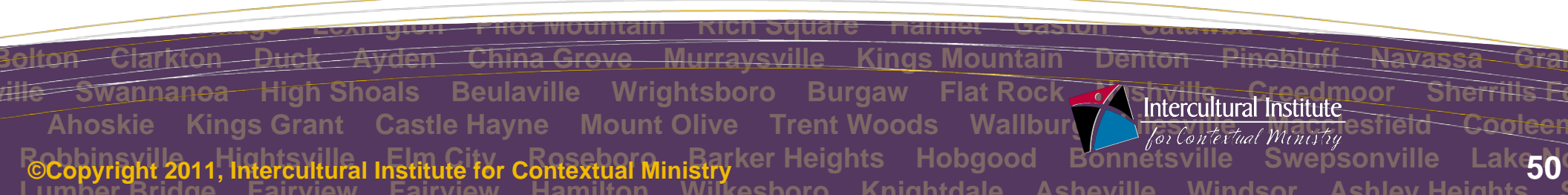
Communication Media Content

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

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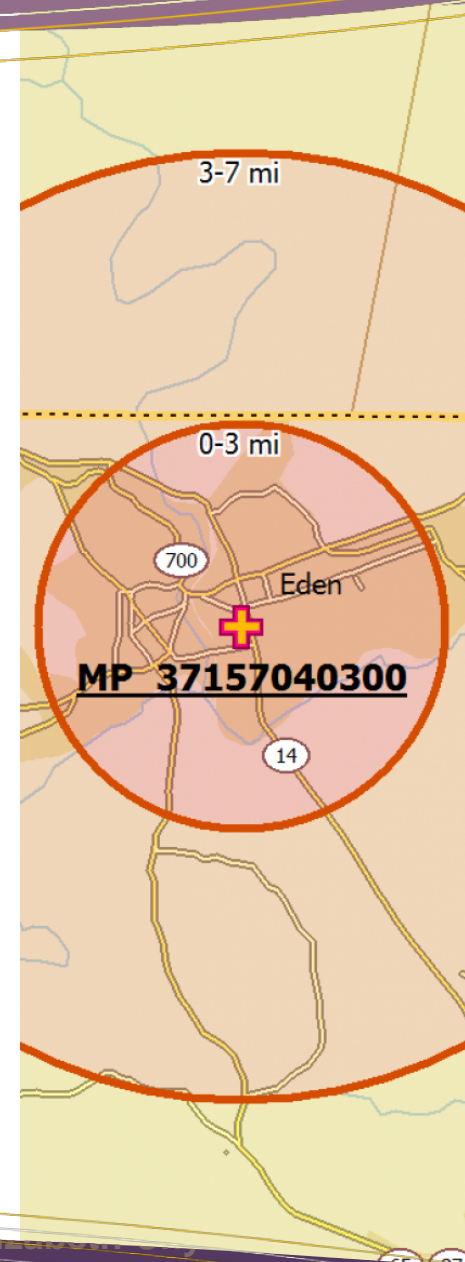
Potential Print Media Content:

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	14.71%	14.5%	14.2%
Children's Books	13.15%	13.03%	13.02%
Mystery	11.01%	10.85%	10.22%
Cookbooks	9.25%	9.54%	9.43%
Religious (not Bibles)	9.13%	9.29%	9.49%
Romance	6.67%	6.83%	6.93%
Personal/Business Self-help	6.59%	6.34%	6.15%
History	5.99%	5.99%	5.78%
Biography	5.84%	5.69%	5.58%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	64.33%	64.15%	63.81%
Gen. Editorial	48.5%	47.13%	47.47%
Womens	42.49%	41.7%	42.22%
Service	33.32%	33.85%	33.19%
Mens	19.38%	18.54%	18.29%
Business/Finance	16.62%	15.79%	16.29%
Sports	14.65%	14.06%	13.73%
Health	14.32%	13.97%	13.74%
Music	14.17%	13.1%	13.94%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	53.92%	54.29%	53.1%
Classified	34.11%	35.13%	34.88%
Sport	30.9%	31.19%	30.62%
Editorial Page	29.05%	29.96%	29.24%
Comics	27.36%	27.36%	26.24%
Business/Finance	26.02%	25.51%	24.64%
Food/Cooking	25.15%	24.64%	23.58%
Movie Listings & Reviews	23.94%	23.64%	23.05%
TV/Radio Listings	23.79%	23.7%	23.07%
Home/Gardening	20.43%	20.71%	20.02%
Travel	17.53%	17.25%	16.73%
Science/Technology	16.85%	16.39%	15.6%
Fashion	14.66%	14.26%	14.34%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	19.95%	17.67%	20.81%
Country	19.56%	23.16%	22.73%
CHR Contemp Hit Radio	18.34%	17.61%	17.05%
Adult Contemporary	14.81%	15.49%	14.72%
Oldies	10.25%	10.29%	10.01%
Rock	10.09%	10.62%	9.94%
News/Talk	9.49%	9.34%	8.68%
Classic Rock	8.45%	8.84%	8.29%
Variety	7.84%	7.17%	7.55%
Alternative	7.18%	7.27%	6.85%
Jazz	6.44%	5.62%	6.48%
Religious	5.98%	6.24%	6.28%
Gospel	5.22%	4.91%	5.39%
Soft Contemporary	5.07%	5.24%	5.2%
All News	4.85%	4.38%	4.56%
Sports	3.18%	3.09%	3.02%
Classic Hits	3.14%	3.44%	3.17%
All Talk	3.02%	2.96%	3.01%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.58%	61.62%	62.12%
Satellite Dish	54.76%	55.98%	55.34%
Soapnet	51.56%	50.63%	50.26%
Other Video-On-Demand	48.96%	47.72%	47.21%
Sci-Fi Channel	35.76%	36.08%	36.14%
Adult Pay Per View TV	33.75%	34.66%	34.82%
Subscribe Digital Cable	32.48%	31.35%	31%
MSNBC	31.64%	32.47%	33.03%
TV Info From Sunday TV Magazine	27.81%	28.03%	28.03%
TV Info From Newspapers	25.41%	25.63%	25.69%
Comedy Central	25.19%	24.18%	23.38%
Nickelodeon	25%	27.29%	28.24%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Monthly Cable Guide	24.73%	24.31%	23.79%
USA Network	23.85%	23.48%	22.87%
TCM (Turner Classic Movies)	23.7%	23.79%	23.99%
Nick At Nite	23.24%	24.15%	24.6%
BET (Black Entertainment TV)	21.81%	21.86%	21.92%
Hallmark Channel	21.63%	22.59%	23.09%
Adult Swim	21.4%	22.94%	22.88%
TV Info From Other	21.2%	20.35%	20.14%
The Golf Channel	20.45%	20.44%	20.46%
Lifetime	20.23%	20.34%	20.79%
ABC Fam.	18.93%	18.69%	18.72%
Video-On-Demand Movies	18.04%	18.98%	19.48%

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Communication Media Usage

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

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

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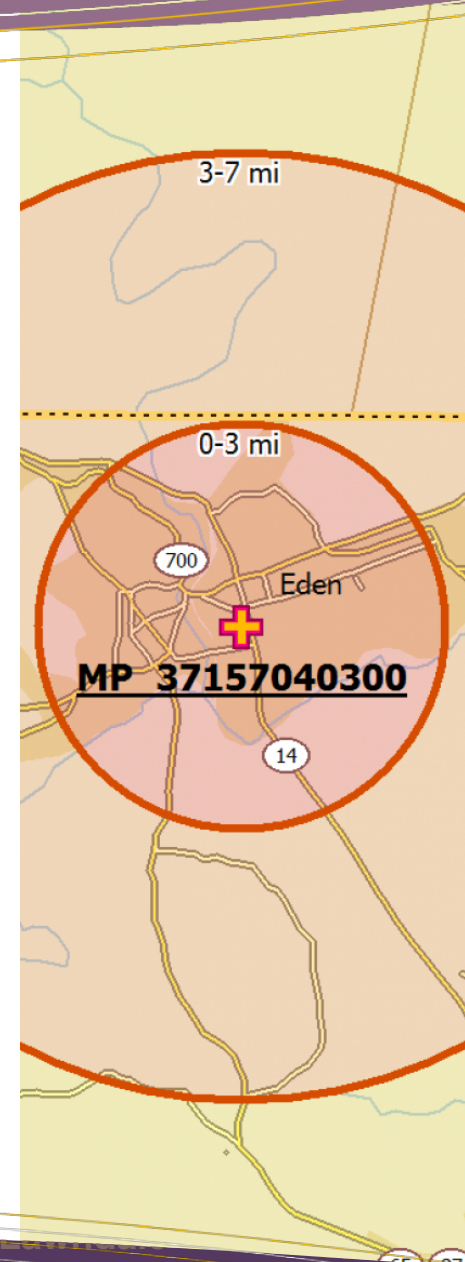
Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.13%	17.29%	17.1%
Medium Users (4-6)	9.61%	9.61%	9.33%
Light Users (1-3)	19.77%	19.96%	19.75%
Quintiles (20%)			
Newspaper I (Heavy)	1.04%	1.07%	1.05%
Newspaper II	1.22%	1.33%	1.32%
Newspaper III	2.18%	2.25%	2.34%
Newspaper IV	0.56%	0.63%	0.58%
Newspaper V (Light)	0.93%	1.06%	1.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.83%	18.35%	19.1%
Magazines II	8.25%	8.6%	9%
Magazines III	8.32%	8.81%	9.41%
Magazines IV	11.3%	11.38%	11.82%
Magazines V (Light)	0.63%	0.53%	0.6%
Outdoor I (Heavy)	7.27%	6.55%	6.65%
Outdoor II	3.39%	3.19%	3.51%
Outdoor III	3.89%	3.65%	3.82%
Outdoor IV	19.45%	19.17%	18.74%
Outdoor V (Light)	25.88%	25.74%	25.33%
Yellow Pages I (Heavy)	15.69%	15.65%	15.7%
Yellow Pages II	6.41%	6%	6.23%
Yellow Pages III	7.33%	6.56%	6.89%
Yellow Pages IV	25.34%	24.86%	24.81%
Yellow Pages V (Light)	4.91%	4.3%	4.2%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.83%	2.91%	2.88%
Drive Time III (Medium)	0.67%	0.72%	0.83%
Radio IV & V (Light)	2.37%	2.45%	2.58%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.93%	8.93%	9.46%
Radio III (Medium)	4.07%	4.36%	4.37%
Radio IV & V (Light)	2.79%	2.8%	3.08%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.59%	11.81%	12.02%
Cable III (Medium)	6.01%	5.74%	5.62%
Cable IV & V (Light)	39.12%	36.57%	36.11%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.71%	3.85%	3.96%
Prime Time III (Medium)	2.39%	2.15%	1.92%
Prime Time IV & V (Light)	6.36%	7.1%	7.94%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.11%	39.77%	39.73%
Fringe III (Medium)	58.15%	57.93%	57.4%
Fringe IV (Light)	56.54%	57.34%	57.39%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.97%	14.97%	14.88%
All Day III (Medium)	25.21%	25.8%	26.02%
All Day IV (Light)	14.28%	13.35%	14.16%

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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]	10.94%	10.84%	10.7%
6:00am - 10:00am	13.79%	12.61%	12.5%
10:00am - 3:00pm	7.73%	6.69%	7.31%
3:00pm - 7:00pm	13.95%	13.8%	14.36%
7:00pm - Midnight	12.29%	11.37%	10.98%
Midnight - 6:00am	5.45%	4.92%	5.37%
Weekend Radio Listeners			
Dayparts [summary]	13.21%	13.37%	13.57%
6:00am - 10:00am	3.3%	3.06%	2.78%
10:00am-3:00pm	4.62%	4.12%	4.06%
3:00pm - 7:00pm	6.8%	6.54%	6.56%
7:00pm - Midnight	7.78%	8.07%	8.59%
Midnight - 6:00am	10.64%	9.84%	10.16%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.4%	6.02%	6.17%
Saturday: 8:00-11:00pm	6.81%	7.25%	7.54%
Sunday: 7:00-11:00pm	7.69%	8.54%	8.91%
9:00am-1:00pm	23.24%	24.15%	24.6%
9:00am-4:00pm	26.33%	27.57%	28.2%
4:00pm-7:00pm	26.96%	26.89%	27.71%
11:00pm-1:00am	40.12%	40.53%	41.27%
AVG Prime time Mon-Sun	4.03%	3.55%	3.71%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	14.35%	14.12%	14.15%
7-9am	17.77%	17.65%	17.84%
9am-12noon	19.55%	20.08%	20.03%
12noon-4pm	6.78%	7.49%	8.16%
4-6pm	42.07%	42.91%	44.08%
6-7pm	16.26%	18.04%	18.67%
7-7:30pm	1.22%	1.19%	1.3%
7:30-8pm	11.62%	11.31%	11.32%
8-11pm	5.4%	6.02%	6.17%
11pm-12am	31.64%	32.47%	33.03%
11pm-1am	40.12%	40.53%	41.27%
1-6am	27.27%	26.66%	27.13%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.07%	16.86%	16.4%
Sat: 10am-1pm	6.95%	7.09%	7.43%
Sat: 1-4pm	25.38%	25.28%	25.01%
Sat: 4-6pm	7.96%	7.39%	7.15%
Sat: 6-7pm	1.61%	1.65%	1.63%
Sat: 7-8pm	0.66%	0.62%	0.72%
Sat: 8-11pm	6.81%	7.25%	7.54%
Sat: 11pm-1am	4.66%	4.56%	4.87%
Sat: 1am-7pm	23.85%	23.48%	22.87%
Sun: 7-10am	1.89%	2.14%	2.34%
Sun: 10am-1pm	5.14%	6.11%	6.32%
Sun: 1-4pm	4.49%	5.22%	5.37%
Sun: 4-7pm	10.69%	11.92%	12.14%
Sun: 7-11pm	7.69%	8.54%	8.91%
Sun: 11pm-1am	3.78%	4.04%	4.21%
Sun: 1-7am	17.72%	19.13%	19.56%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

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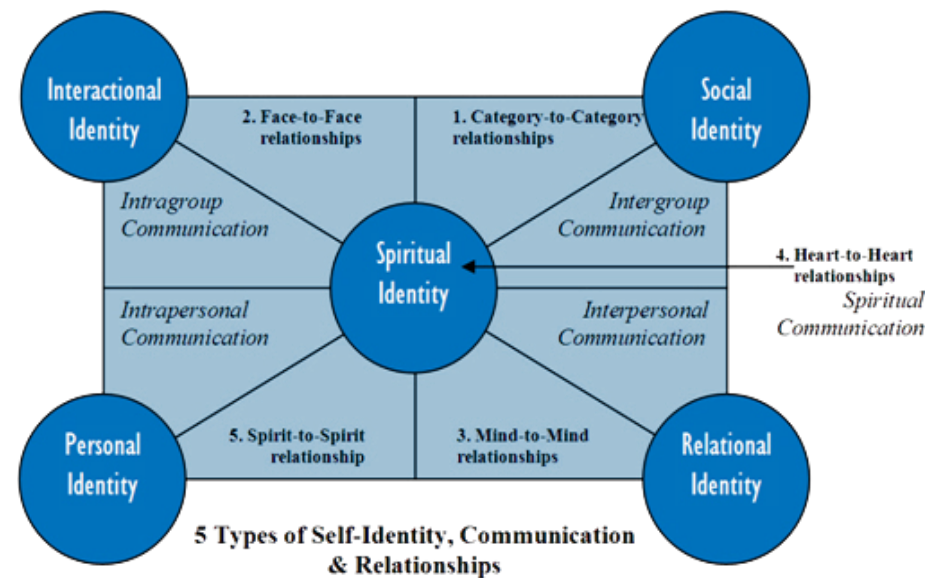*for Contextual Ministry*
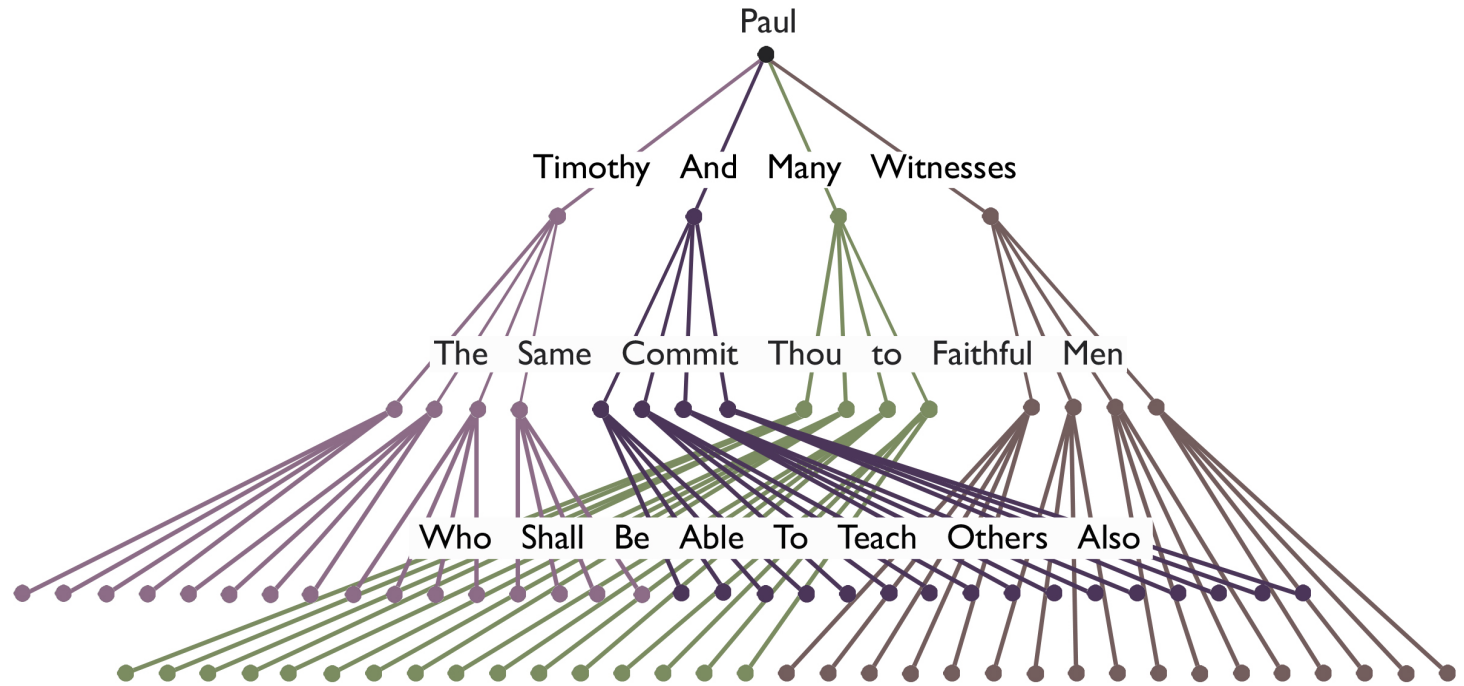
Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

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Your MissionSite and the Missional Suite

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

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

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

3-7 mi
0-3 mi
700
Eden
MP 37157040300
14

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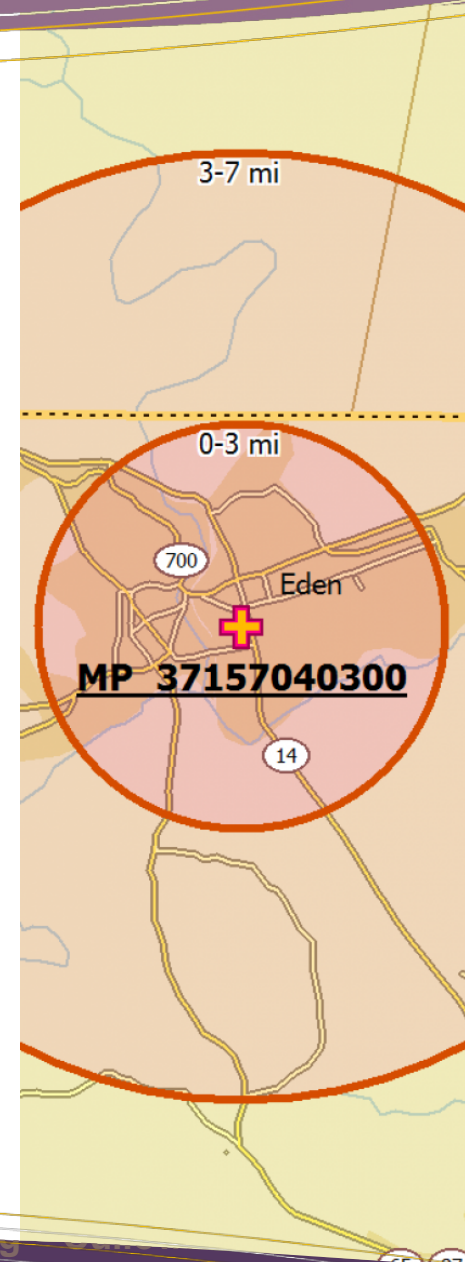
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Osborne - Eden	326 E Stadium Dr Eden, NC 27288	0.94 mi	717	Growing
2	Eden First - Eden	533 Greenwood St Eden, NC 27288	1.30 mi	164	Declining
3	Spray - Eden	745 Church St Eden, NC 27288	1.97 mi	149	Plateauing
4	Hampton Heights - Eden	1323 Washington St Eden, NC 27288	2.37 mi	92	Declining
5	Growing Oaks - Eden	2270 Harrington Hwy Eden, NC 27288	3.13 mi	175	Insufficient Data
6	Mount Hermon - Reidsville	1611 Ashley Loop Reidsville, NC 27320	4.08 mi	64	Declining
7	Providence - Stoneville	770 Eden Rd Stoneville, NC 27048	4.97 mi	65	Declining
8	Floyd - Eden	3652 Price Rd Eden, NC 27288	6.47 mi	89	Plateauing
9	Shady Grove - Reidsville	1095 County Home Rd Reidsville, NC 27320	8.18 mi	40	Growing
10	Oak Grove - Reidsville	2946 Narrow Gauge Rd Reidsville, NC 27320	9.07 mi	51	Declining
11	Baptist Temple - Reidsville	729 Wentworth St Reidsville, NC 27320	9.08 mi	247	Declining
12	Stoneville First - Stoneville	300 E Main St Stoneville, NC 27048	9.10 mi	85	Growing
13	Deep Springs - Stoneville	2388 River Rd Stoneville, NC 27048	9.12 mi	37	Plateauing
14	Dan Valley - Stoneville	6710 NC Highway 135 Stoneville, NC 27048	9.58 mi	62	Declining
15	Reidsville First - Reidsville	409 S Main St Reidsville, NC 27320	10.09 mi	197	Plateauing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ruffin Stacey - Ruffin	261 Estes Rd Ruffin, NC 27326	10.42 mi	222	Plateauing
17	Revolution	1312 Hawthorne Ave Reidsville, NC 27320	11.03 mi	0	Insufficient Data
18	New Pleasant Grove - Reidsville	3004 Vance Street Ext Reidsville, NC 27320	11.38 mi	28	Declining
19	Calvary - Reidsville	7860 NC Highway 87 Reidsville, NC 27320	11.38 mi	157	Plateauing
20	Thompsonville - Reidsville	2033 NC Highway 87 Reidsville, NC 27320	11.38 mi	156	Declining
21	Penn Memorial - Reidsville	2029 Freeway Dr Reidsville, NC 27320	11.54 mi	102	Declining
22	East Side - Reidsville	1859 Barnes St Reidsville, NC 27320	12.18 mi	126	Plateauing
23	Comers Chapel - Madison	1990 Bald Hill Loop Madison, NC 27025	12.24 mi	78	Plateauing
24	Sharon - Reidsville	3540 Iron Works Rd Reidsville, NC 27320	12.35 mi	131	Growing
25	Iglesia Rocas Vivas in Pelham - Pelham	225 Chandler Mill Rd Pelham, NC 27311	12.40 mi	32	Growing
26	New Life Baptist Church	1201 Bald Hill Loop Madison, NC 27025	13.38 mi	41	Declining
27	Mayodan First - Mayodan	101 S 1st Ave Mayodan, NC 27027	13.62 mi	360	Declining
28	Beaver Island - Mayodan	3111 Ayersville Rd Mayodan, NC 27027	13.69 mi	129	Plateauing
29	Fairview - Reidsville	2531 Flat Rock Rd Reidsville, NC 27320	13.86 mi	132	Growing
30	Burton Memorial - Reidsville	184 Cook Florist Rd Reidsville, NC 27320	13.91 mi	104	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Woodbine - Mayodan	7546 NC Highway 135 Mayodan, NC 27027	14.16 mi	232	Declining
32	Community - Mayodan	520 Community Baptist Ch Rd Mayodan, NC 27027	14.16 mi	41	Declining
33	Ayersville - Mayodan	310 NC Highway 770 Mayodan, NC 27027	14.16 mi	70	Growing
34	Madison First - Madison	110 S Franklin St Madison, NC 27025	14.18 mi	97	Declining
35	Lake View - Madison	6686 NC Highway 704 Madison, NC 27025	14.94 mi	0	Insufficient Data
36	Oak Grove - Madison	4543 NC 772 Hwy Madison, NC 27025	14.94 mi	182	Declining
37	New Vision Fellowship - Madison	1135 W. Academy St. Madison, NC 27025	15.32 mi	113	Declining
38	Ellisboro - Madison	1604 Ellisboro Rd Madison, NC 27025	15.89 mi	231	Declining
39	Trinity - Reidsville	9904 US Hwy 150 E Reidsville, NC 27320	17.10 mi	119	Plateauing
40	Lifehouse	8344 Fairgrove Church Rd Browns Summit, NC 27214	17.13 mi	0	Insufficient Data
41	Grace - Madison	3097 US Highway 311 Madison, NC 27025	17.81 mi	121	Declining
42	Cornerstone Baptist Church	2061 Lindsey Bridge Rd Madison, NC 27025	18.16 mi	0	Insufficient Data
43	Gethsemane - Greensboro	5938 N Church St Greensboro, NC 27455	18.49 mi	39	Growing
44	Oak Ridge - Sandy Ridge	4128 NC 704 Hwy E Sandy Ridge, NC 27046	19.54 mi	219	Growing
45	Berean Baptist Church	1035 Pine Hall Methodist Church Loop Pine Hall, NC 27042	20.55 mi	27	Insufficient Data

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6 Wateroak Court
North Augusta, SC 29841

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CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
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