

MissionSite

top unreached locations



LENOIR, NC

CENSUS TRACT: 37027030500

REGION: Region 7: Northwest

COUNTY: Caldwell

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



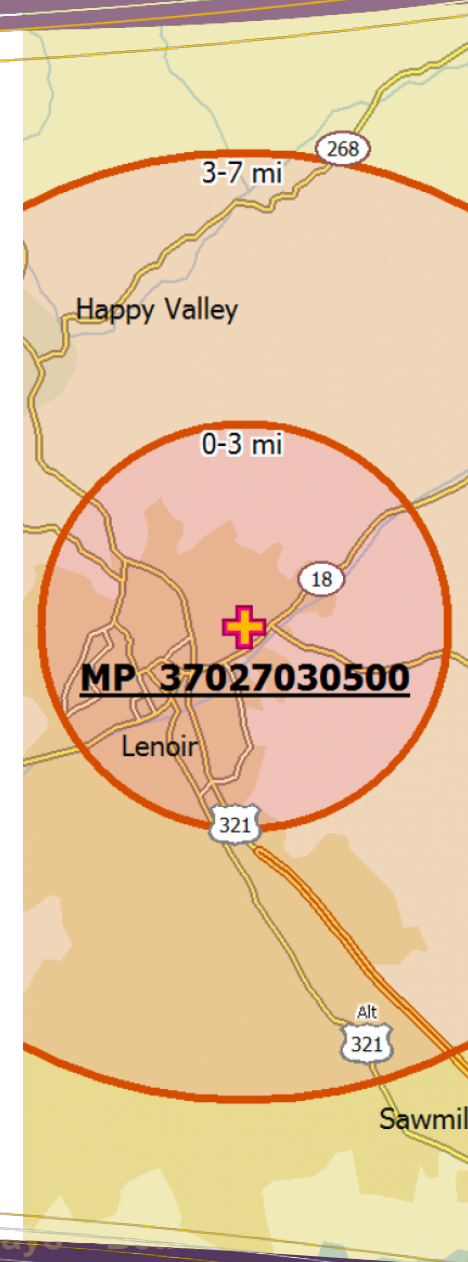
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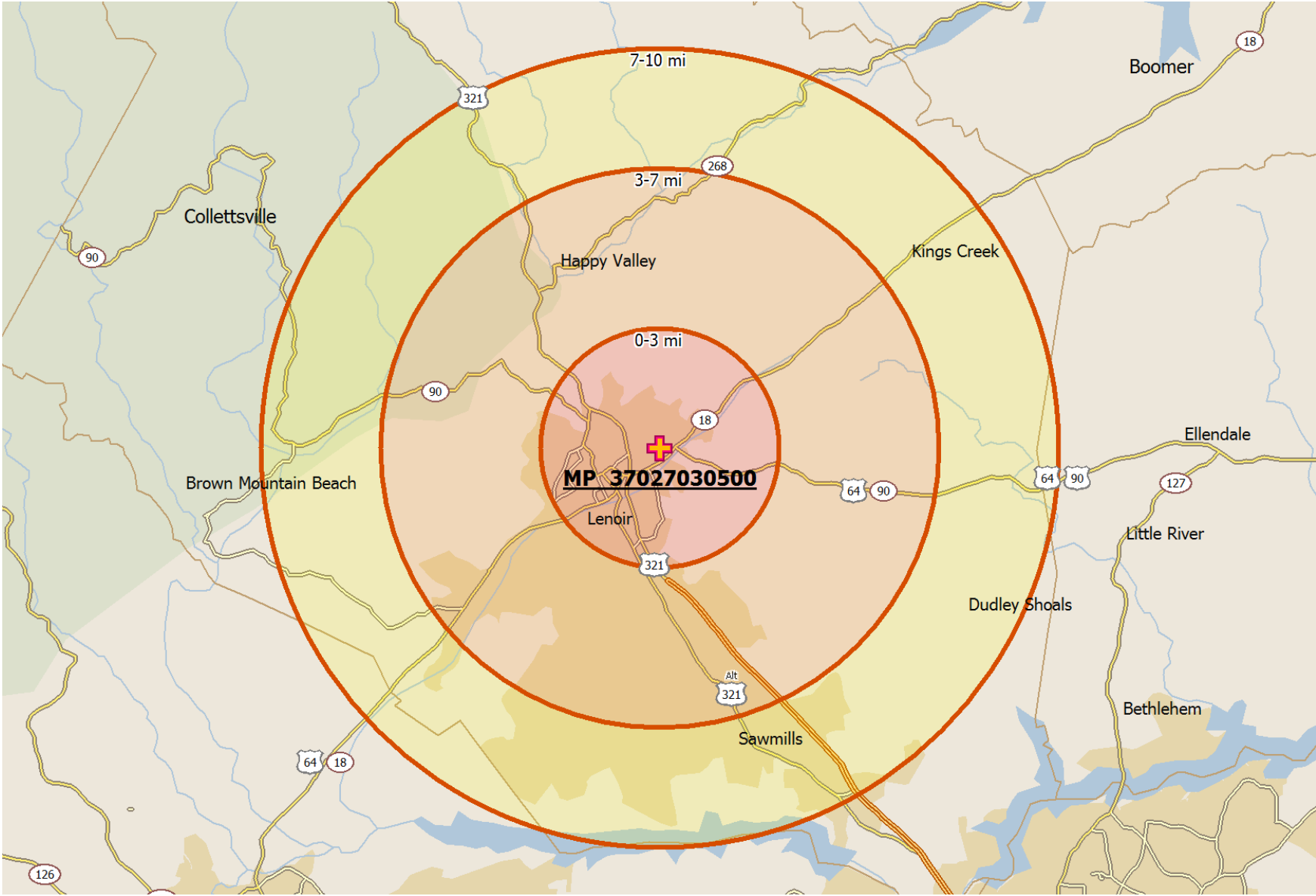
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3707	Region 7: Northwest
3	County Location	37027	Caldwell
4	Zipcode	28645	Caldwell
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



ngton Bent Creek Duck Etowah Burgaw Pinetops Cooleemee Washington Marvin Hertford Enochville
stic McAdenville Stovall Shannon Light Oak Bolivia Cahaj's Mountain Nurse Forest James City Cashier
Castle Hayne Fountain Wadesboro Kittrell Murphy Robersonville Sedalia Joneses Elkin Brid
Pittsboro Sawmills Franklinton Landis Boone Sandyfield Wallace Rex Salemburg New Bern Cherry
Fairplains Northwest Norwood Silver Lake Fairmont Raemon Stem Huntersville Raleigh Danbury Salu

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	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,455	28,344	26,310
2010 Households	6,548	11,089	10,023
2010 Group Quarters Population	407	620	132

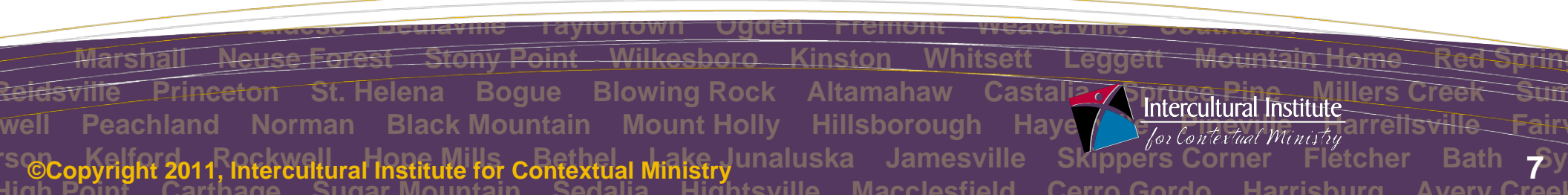
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	27	27	30
Language Diversity National Index	19	12	8
Foreign Born Diversity National Index	7	14	13
Ancestry Diversity National Index	47	67	74
Racial Diversity National Index	46	21	16

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

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



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,338	20.43%
Mainstay Communities	Established, Diverse Households	770	11.76%
Working Communities	Blue-collar, Working Families	2,321	35.45%
Country Communities	Rural, Agri. & Mining Families	641	9.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	722	11.03%
Urban Communities	High Density, Inner-city Neighborhoods	755	11.53%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	19,174	4,382	22.85%
Unreached %	61.5%	66.92%	108.82
Religious But NOT Evangelical HH	4,176	1,094	26.21%
Religious But NOT Evangelical %	13.39%	16.71%	124.8
Spiritual But NOT Relig or Evang HH	2,931	661	22.56%
Spiritual But NOT Relig or Evang %	9.4%	10.1%	107.41
Not Evangelical, Not Interested HH	12,109	2,655	21.92%
Not Evangelical, Not Interested %	38.84%	40.54%	104.39



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	73	14	19.18%
Active BCNC Attenders	11,196	2,502	22.35%
Active Evangelical Households	6,774	1,222	18.03%
Active Evangelical Percent	21.73%	18.66%	85.87
Inactive Evangelical Households	5,231	943	18.04%
Inactive Evangelical Percent	16.78%	14.41%	85.89
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH P AVG	IICM CGR		CHURCHES	DIST.	WRSH P AVG	IICM CGR
1	Lower Creek - Lenoir	0.58 mi	251	Plateauing	16	Miller Hill - Lenoir	3.47 mi	126	Growing
2	Calvary - Len	0.83 mi	257	Growing	17	Whitnel First - Lenoir	3.53 mi	194	Plateauing
3	Liberty - Lenoir	0.94 mi	88	Insufficient Data	18	Pisgah - Lenoir	3.73 mi	65	Insufficient Data
4	Lenoir First - Lenoir	1.28 mi	300	Plateauing	19	Setzer Creek - Lenoir	3.85 mi	90	Declining
5	College Avenue - Lenoir	1.73 mi	177	Plateauing	20	Globe - Lenoir	3.88 mi	30	Insufficient Data
6	Cedar Rock - Lenoir	1.78 mi	63	Insufficient Data	21	Johns River - Lenoir	3.88 mi	19	Insufficient Data
7	Crest View - Lenoir	1.84 mi	206	Declining	22	Mulberry - Lenoir	3.88 mi	65	Declining
8	Meadowbrook - Lenoir	1.85 mi	158	Declining	23	North Catawba - Lenoir	3.88 mi	189	Growing
9	Hibriten - Lenoir	2.36 mi	200	Insufficient Data	24	Clearview - Lenoir	3.88 mi	63	Declining
10	Harrisburg - Lenoir	2.37 mi	106	Growing	25	Buffalo Cove - Lenoir	3.88 mi	53	Plateauing
11	Central - Len	2.61 mi	220	Declining	26	Mountain View - Lenoir	4.07 mi	68	Insufficient Data
12	West Lenoir - Lenoir	2.66 mi	320	Declining	27	New Life - Lenoir	4.08 mi	158	Declining
13	Blue Ridge - Hudson	2.76 mi	80	Insufficient Data	28	Grandview Park - Lenoir	4.43 mi	178	Growing
14	Indian Hills - Lenoir	2.79 mi	76	Growing	29	Fellowship - Hudson	4.46 mi	159	Declining
15	Zack's Fork - Lenoir	3.27 mi	87	Declining	30	Lakeview - Lenoir	4.89 mi	84	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

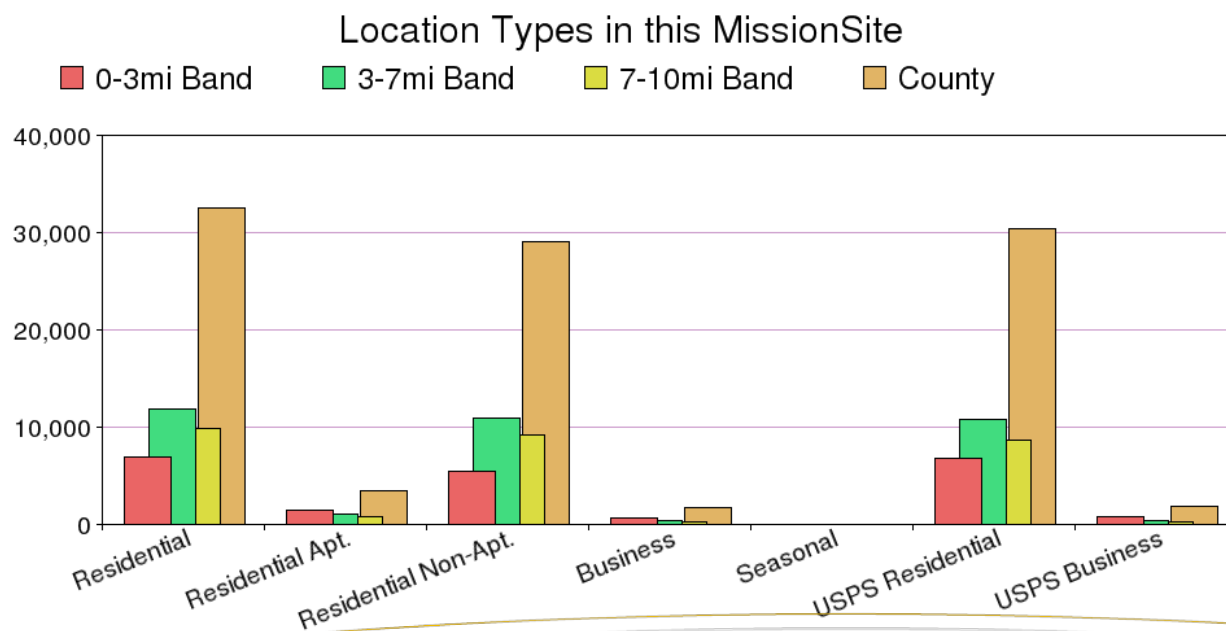
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	70,709	15,862	22.43%
2000 Population	77,415	16,472	21.28%
2010 Population	80,192	16,455	20.52%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	27,172	6,413	23.6%
2000 Households	30,768	6,712	21.81%
2010 Households	31,179	6,548	21%



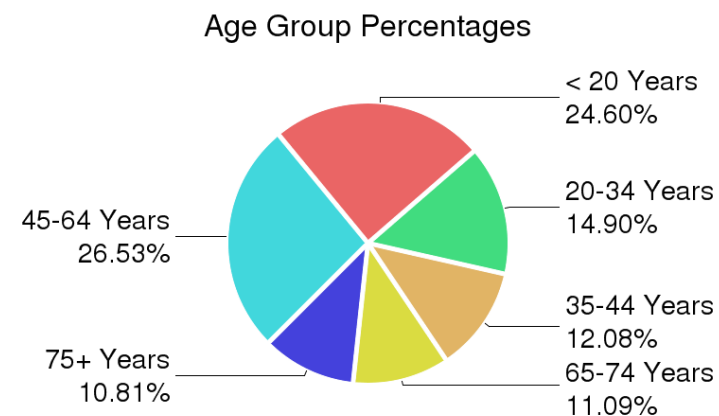
Location Type	0-3mi Band
Residential	6,938
Residential Apt.	1,427
Residential Non-Apt.	5,511
Business	694
Seasonal	0
USPS Residential	6,770
USPS Business	854

Emerald Isle Weddington Momeyer Bostic Walstonburg Laurel Park Staley Mars Hill Black Creek West
 Cornelius Burgaw Cedar Point Boonville Raleigh Princeville Dillsboro Fair Bluff Henderson Stonewall
 Gaston Belville Holden Beach St. Helena Buies Creek Halifax Cricket Fairmont Wilm
 Scotland Neck James City Garysburg Woodlawn Asheboro Indian Trail Parmele Hamilton Weldon Eur
 nton Granite Falls Sea Breeze Cerro Gordo Stanley High Point Middleburg North Wilkesboro Wesley Cha

Current Demographic Summary

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

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



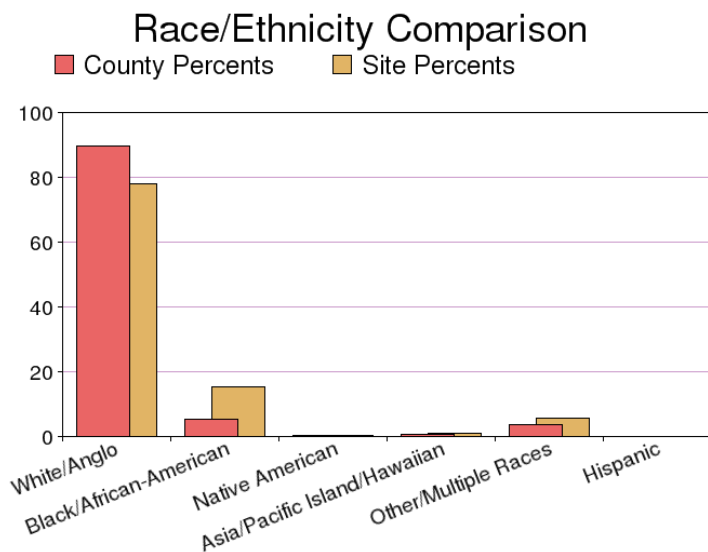
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.64%	5.03%	108.41
4-5 Years	2.4%	2.37%	98.75
6-8 Years	3.63%	3.66%	100.83
9-11 Years	3.73%	3.55%	95.17
12-13 Years	2.53%	2.35%	92.89
14-17 Years	5.05%	5.03%	99.6
18-19 Years	2.52%	2.61%	103.57
0-5 Years	7.05%	7.4%	104.96
6-12 Years	8.63%	8.39%	97.22
13-19 Years	8.84%	8.82%	99.77
< 20 Years	24.52%	24.61%	100.37
20-34 Years	16.65%	14.9%	89.49
35-44 Years	13.72%	12.08%	88.05
45-64 Years	28.46%	26.54%	93.25
65-74 Years	9.51%	11.09%	116.61
75+ Years	7.15%	10.81%	151.19
Median Age	42	44	105.69
Median Age (Male)	40	42	102.92
Median Age (Female)	43	46	107.07

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	89.83%	77.84%	86.65
Black, African-American	5.48%	15.27%	278.42
Native American	0.28%	0.26%	94.39
Asian	0.57%	0.87%	151.17
Pacific Island, Hawaiian	0.04%	0.14%	329.67
Other/Multiple Races	3.79%	5.62%	148.19
Hispanic	0%	7.52%	0



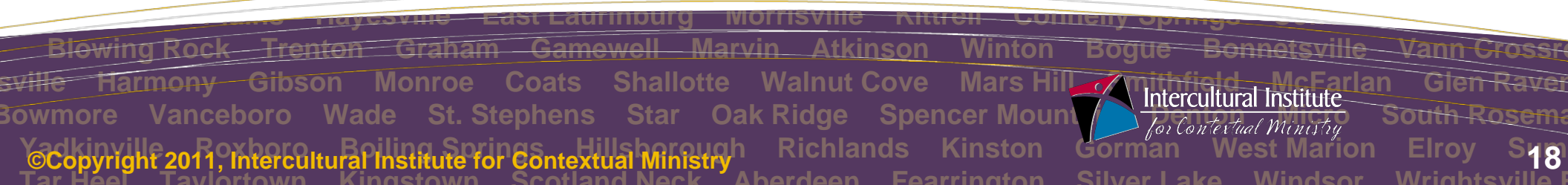
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	56,050	11,566	
Less than 9th Grade	8.59%	8.97%	95.7
No High School Diploma	18.15%	16.76%	108.33
High School Graduate	33%	29.74%	110.95
Some College, no degree	19.02%	18.81%	101.13
Associate Degree	8.98%	9.62%	93.28
College Degree	7.89%	10.02%	78.78
Graduate/Prof. degree	4.37%	6.08%	71.94

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	9.57%	12.34%	175.36
\$10,000 to \$19,999	16.55%	20.46%	123.63
\$20,000 to \$29,999	14.31%	14.34%	100.18
\$30,000 to \$49,999	19.78%	16.07%	81.23
\$50,000 to \$59,999	10.55%	8.81%	83.56
\$60,000 to \$69,999	8.27%	6.84%	82.68
\$70,000 to \$79,999	5.92%	5.16%	87.23
\$80,000 to \$89,999	4.04%	3.5%	86.61
\$90,000 to \$99,999	2.52%	2.29%	90.99
\$100,000 to \$124,999	4.46%	5.12%	114.68
\$125,000 to \$149,999	1.74%	2.73%	156.97
\$150,000 to \$199,999	1.74%	1.68%	96.64
\$200,000 to \$249,999	0.19%	0.14%	72.63
\$250,000 or more	0.36%	0.52%	143.27
Median Household	38,655	36,133	93.48
Average Household	49,725	51,333	103.23
Per Capita Household	19,613	20,540	104.73
Family/Non-Family Household Income			
Median Family Income	51,091	48,711	95.34
Average Family Income	59,900	64,455	107.6
Median Non-Family Income	22,212	19,409	87.38
Average Non-Family Income	28,663	28,827	100.57



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	67.43%	62.87%	93.25
Families with Children	28.16%	26.5%	94.08
Families without Children	39.26%	36.38%	92.65
Non-Family Households			
% Non-Family Households	32.57%	37.13%	113.98
Non-Families with Children	0.27	0.32	117.64
Non-Families without Children	32.3	36.81	113.95
Housing Units			
			Index
Total Housing Units	36,595	7,630	
Vacant percent	14.8%	14.18%	95.82
Owned percent	64.54%	57.81%	89.57%
Rented Percent	20.66%	28.01%	135.59
Households by Size			
			Index
Avg household size	2.53	2.45	96.84
Avg family hh size	3.21	3.21	100
Avg non-family hh size	1.13	1.17	103.54
Households By Count of Persons			
			Percent
One	9,246	2,251	24.35%
Two	8,812	1,770	20.09%
Three or Four	10,459	1,936	18.51%
Five+	2,662	591	22.2%

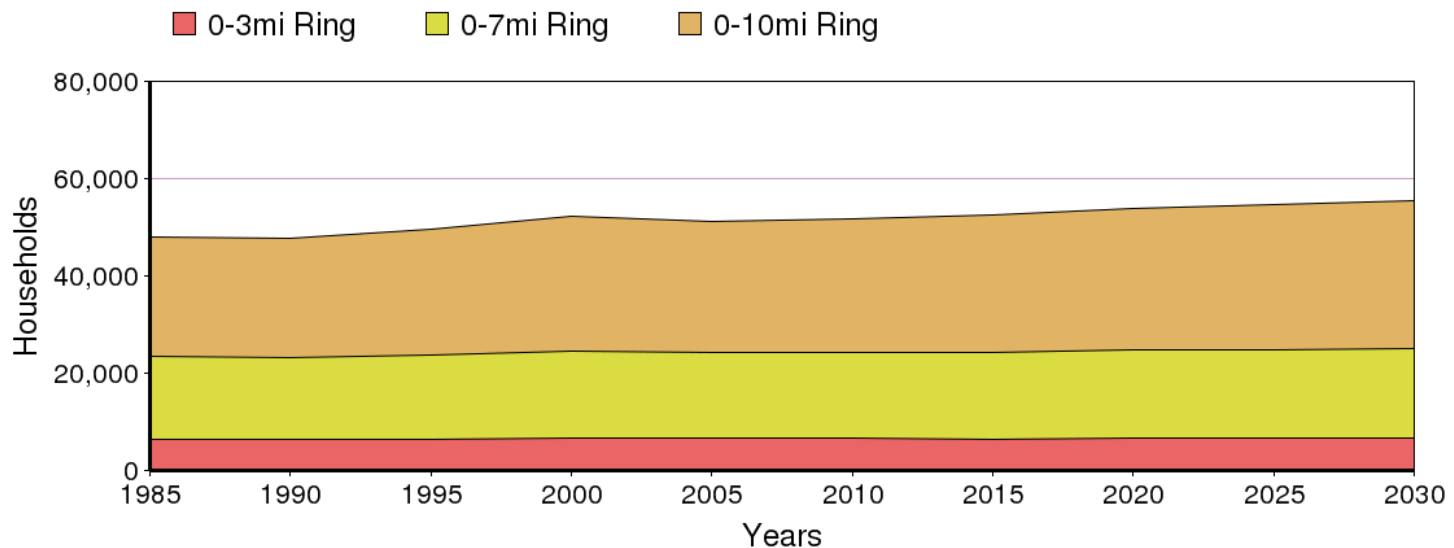
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	70,709	15,862	22.43%
2000 Population	77,415	16,472	21.28%
2010 Population	80,192	16,455	20.52%
2015 Population	81,579	16,267	19.94%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	27,172	6,413	23.6%
2000 Households	30,768	6,712	21.81%
2010 Households	31,179	6,548	21%
2015 Households	31,844	6,507	20.43%

Household Change from 1985 to 2030



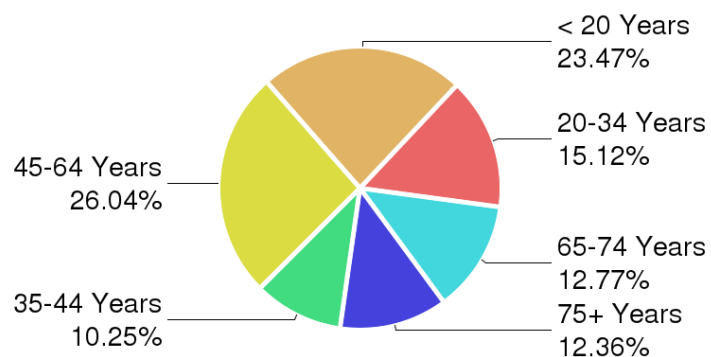
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.03%	4.91%	97.61
4-5 Years	2.37%	2.17%	91.56
6-8 Years	3.66%	3.34%	91.26
9-11 Years	3.55%	3.3%	92.96
12-13 Years	2.35%	2.21%	94.04
14-17 Years	5.03%	4.97%	98.81
18-19 Years	2.61%	2.58%	98.85
0-5 Years	7.4%	7.08%	95.68
6-12 Years	8.39%	7.75%	92.37
13-19 Years	8.82%	8.65%	98.07
< 20 Years	24.61%	23.48%	95.41
20-34 Years	14.9%	15.12%	101.48
35-44 Years	12.08%	10.25%	84.85
45-64 Years	26.54%	26.05%	98.15
65-74 Years	11.09%	12.77%	115.15
75+ Years	10.81%	12.36%	114.34
Median Age	42	46	110.38
Median Age (Male)	40	44	108.19
Median Age (Female)	43	48	111.88

Projected Age Group Percentages



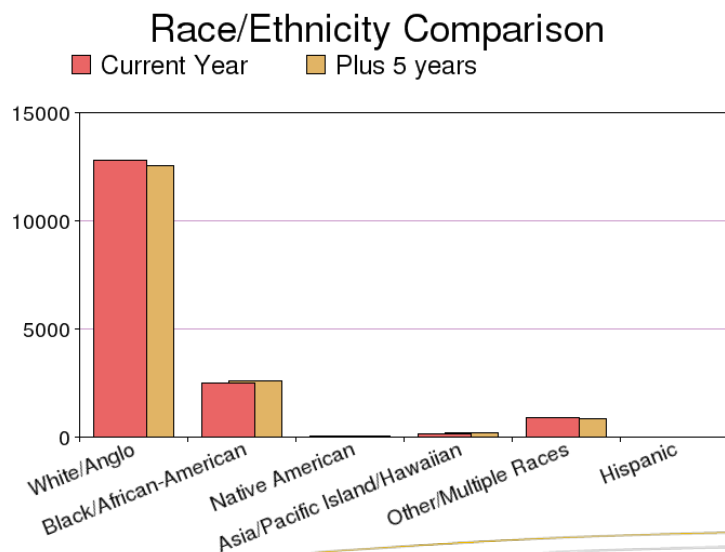
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	77.84%	77.23%	99.22
Black, African-American	15.27%	16.04%	105.1
Native American	0.26%	0.28%	108.21
Asian	0.87%	0.95%	109.64
Pacific Island, Hawaiian	0.14%	0.15%	109.95
Other/Multiple Races	5.62%	5.34%	94.92
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,566	11,536	
Less than 9th Grade	8.97%	7.26%	80.94
No High School Diploma	16.76%	15.49%	92.45
High School Graduate	29.74%	30.01%	100.9
Some College, no degree	18.81%	18.96%	100.81
Associate Degree	9.62%	11.47%	119.18
College Degree	10.02%	10.12%	101.04
Graduate/Prof. degree	6.08%	6.68%	109.96



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.34%	12.28%	99.51
\$10,000 to \$19,999	20.46%	20.69%	101.08
\$20,000 to \$29,999	14.34%	13.6%	94.84
\$30,000 to \$49,999	16.07%	14.49%	90.2
\$50,000 to \$59,999	8.81%	8.74%	99.23
\$60,000 to \$69,999	6.84%	7.21%	105.35
\$70,000 to \$79,999	5.16%	5.61%	102.71
\$80,000 to \$89,999	3.5%	3.98%	106.34
\$90,000 to \$99,999	2.29%	2.46%	107.34
\$100,000 to \$249,999	5.12%	5.42%	106.04
\$125,000 to \$149,999	2.73%	3%	109.62
\$150,000 to \$199,999	1.68%	1.84%	109.78
\$200,000 to \$249,999	0.14%	0.14%	100.63
\$250,000 or more	0.52%	0.45%	85.83
Median Household	36,133	36,970	102.32
Average Household	51,333	53,342	103.91
Per Capita Household	20,540	21,467	104.51
Family/Non-Family Household Income			
Median Family Income	48,711	52,386	107.54
Average Family Income	64,455	67,855	105.27
Median Non-Family Income	19,409	20,672	106.51
Average Non-Family Income	28,827	31,397	108.92

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	62.87%	60.18%	95.72
Families with Children	26.5	23.81	89.84
Families without Children	36.38	33.52	92.14
Non-Family Households			
% Non-Family Households	37.13%	39.82%	107.25
Non-Families with Children	0.32	0.17	107.25
Non-Families without Children	36.81	39.65	107.73
Housing Units			
Total Housing Units	7,630	7,594	99.53%
Vacant percent	14.18%	14.31%	100.94
Owned percent	57.81%	57.61%	99.65
Rented Percent	28.01%	28.06%	100.19
Households by Size			
Avg household size	2.45	2.44	99.59%
Avg family hh size	3.21	3.31	103.12%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of Persons			
One	2,251	2,429	107.91%
Two	1,770	1,575	88.98%
Three or Four	1,936	1,897	97.99%
Five+	591	606	102.54%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	438	508	511
Northern Europe	8	17	6
Western Europe	29	41	35
Southern Europe	7	19	0
Eastern Europe	0	6	26
Other Europe	0	0	0
Eastern Asia	14	35	12
So. Central Asia	0	0	0
SE Asia	8	26	89
Western Asia	0	0	0
Other Asia	0	0	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	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	4	33	6
Central Amer.	361	331	318
South America	0	0	12
North America	7	0	7
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	14,178	24,785	28,609
Spanish	554	625	632
Other Indo-Euro language	75	121	99
French (incl. Patois, Cajun)	33	56	38
French Creole	0	0	0
Italian	7	6	0
Portuguese	0	0	0
German	35	31	40
Yiddish	0	0	0
Other West Germanic	0	10	2
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	7	0
Polish	0	5	2
Serbo-Croatian	0	0	0
Other Slavic Language	0	6	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	17
Asian/PI languages	0	0	0
Chinese	0	16	7
Japanese	22	8	6
Korean	7	5	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	67	98
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	4	0
Tagalog	0	17	7
Other Pacific Is	0	0	0
Other languages	0	19	18
Navajo	0	0	0
Other Native N. American	0	19	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	18
African languages	0	0	0
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	11,232	18,119	20,404
Arab	1	2	8
Armenian	0	0	0
Austrian	0	3	12
British	25	65	28
Canadian	7	9	35
Croatian	1	6	12
Czech	0	1	3
Czechoslovak	0	1	3
Danish	1	3	37
Dutch	166	341	420
English	1,270	1,683	1,997
European	91	187	185
Finnish	11	0	9
French (not Basque)	111	240	215
French Canadian	27	32	33
German	1,098	2,142	2,791
Greek	28	18	3
Hungarian	14	9	10
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	685	1,194	1,645
Italian	189	271	287
Lithuanian	9	4	18
Norwegian	24	40	44
Polish	47	69	67
Portuguese	0	3	13
Romanian	0	0	42
Russian	1	39	33
Scandinavian	0	0	3
Scotch-Irish	438	763	889
Scottish	295	431	414
Slovak	0	2	7
Subsaharan African	102	31	17
Swedish	35	24	59
Swiss	0	5	15
Ukrainian	0	19	0
US/American	3,382	7,322	8,121
Welsh	20	59	52
West Indian	13	35	22
Yugoslavian	0	0	0
Other	3,142	3,066	2,854

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

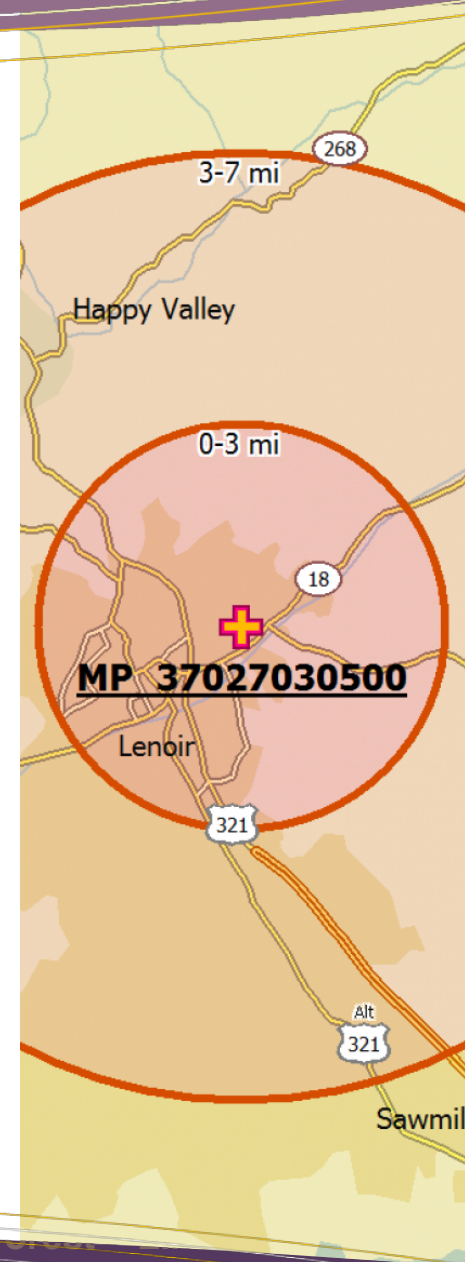
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	6,548	100%	4,433	100%
AFFLUENT SUBURBIA	70	1.07%	49	1.11%
America's Wealthiest	0	0%	0	0%
Dream Weavers	22	0.34%	16	0.36%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	48	0.73%	33	0.74%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,268	19.36%	857	19.33%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,200	18.33%	806	18.18%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	68	1.04%	51	1.15%
SM TOWN SUCCESS	187	2.86%	172	3.88%
Successful Urban Sprawl	12	0.18%	51	1.15%
2nd City Homebodies	14	0.21%	9	0.2%
Prime Middle America	0	0%	9	0.2%
Urban Optimists	154	2.35%	0	0%
Family Convenience	7	0.11%	98	2.21%
Mid-Market Enterprise	0	0%	5	0.11%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,548	100%	4,433	100%
BLUE COLLAR BACKBONE	160	2.44%	103	2.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	61	0.93%	37	0.83%
Lower Income Essentials	45	0.69%	30	0.68%
Small Town Endeavors	54	0.82%	36	0.81%
AMER. DIVERSITY	583	8.9%	401	9.05%
Ethnic Urban Mix	35	0.53%	25	0.56%
Urban Blues	47	0.72%	30	0.68%
Professional Urbanites	252	3.85%	182	4.11%
Urban Advancement	144	2.2%	97	2.19%
Amer. Great Outdoors	105	1.6%	67	1.51%
Mature America	0	0%	0	0%
METRO FRINGE	2,161	33%	1,489	33.59%
Steadfast Conservative	1,327	20.27%	909	20.51%
Moderate Conventionalists	15	0.23%	10	0.23%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	819	12.51%	570	12.86%

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	6,548	100%	4,433	100%
REMOTE AMERICA	150	2.29%	89	2.01%
Hardy Rural Fam.	45	0.69%	27	0.61%
Rural Southern Living	90	1.37%	53	1.2%
Coal & Crops	15	0.23%	9	0.2%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	722	11.03%	534	12.05%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	663	10.13%	491	11.08%
Stable Careers	59	0.9%	43	0.97%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	491	7.5%	226	5.1%
Aspiring Hispania	26	0.4%	0	0%
Industrious Country Living	0	0%	18	0.41%
America's Farmland	65	0.99%	0	0%
Comfy Country Living	21	0.32%	40	0.9%
Small Town Connections	379	5.79%	12	0.27%
Hinterland Fam.	0	0%	156	3.52%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,548	100%	4,433	100%
STRUGGLING SOCIETIES	497	7.59%	337	7.6%
Rugged Southern Style	5	0.08%	3	0.07%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	492	7.51%	334	7.53%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	258	3.94%	176	3.97%
Unattached Multicultures	10	0.15%	7	0.16%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2	0.03%	1	0.02%
Urban Diversity	0	0%	0	0%
New Generation Activists	219	3.34%	147	3.32%
Getting By	27	0.41%	21	0.47%
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%



Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

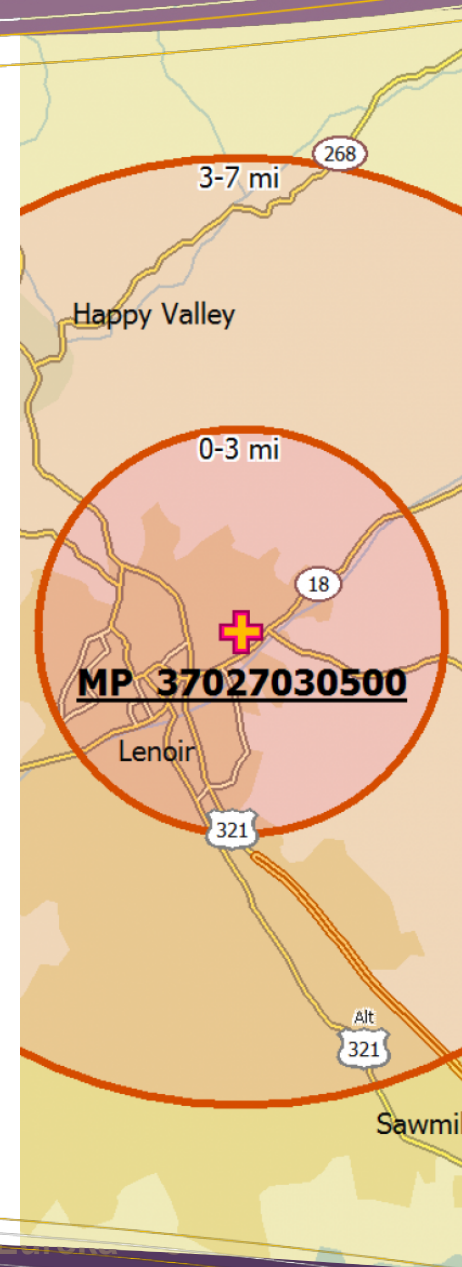
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	75%	75%	75%
Use Comp. for Internet/E-mail	53%	54%	55%
Internet Use: E-Mail	47%	46%	46%
Use Comp. for Comp. Games	38%	38%	38%
Use Comp. for Word Processing	34%	33%	33%
Use Comp. for Shopping	31%	33%	33%
Use Comp. for Education	30%	29%	29%
Use Comp. for Digital Camera Photo Editing	28%	29%	29%
HH Owns DVD Player	26%	25%	26%
Use Comp. for Banking	26%	27%	28%

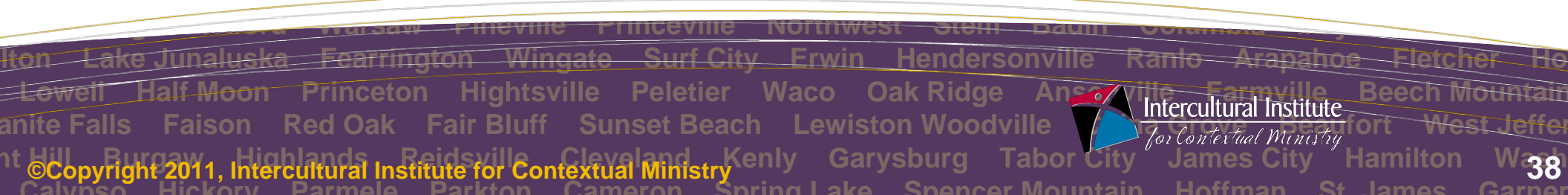
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	24%	24%
Internet Use: Banking	22%	24%	25%
Use Comp. for News/Info./Data Service	19%	18%	18%
PC-Network-HH Has One	17%	17%	18%
Use Comp. for Accounting	12%	12%	12%
Use Comp. for Personal Financial Mngmnt	11%	10%	10%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	11%
Internet Use: Research/ Education	11%	11%	10%
HH Owns Video/Webcam	11%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	10%	11%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	66%	66%
Dining Out (Not Fast Food)	56%	56%	56%
Reading Books	53%	51%	50%
Card Games	41%	42%	42%
Cooking for Fun	35%	33%	33%
Gardening	35%	37%	37%
Go To A Beach/Lake	33%	33%	34%
Board Games	32%	33%	34%
Visit Museum	19%	17%	16%
Photography	18%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	67%	66%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	26%	25%	24%
Backache	23%	23%	23%
Eye Dr.	22%	21%	20%
Hypertension/High Blood Pressure	20%	19%	19%
None Of These	19%	21%	21%
High Cholesterol	18%	17%	17%
Any Arthritis	17%	18%	17%
Acid Reflux Disease (GERD)	15%	14%	14%



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	26.75%	24.28%	23.68%
Live Theater	19.05%	16.85%	16.08%
Live Theater Most Often	15.62%	13.65%	12.93%
Rock/Pop Concerts Most Often	14.66%	13.45%	13.16%
Dance Performance	8.44%	6.99%	6.27%
Comedy Club	7.62%	6.7%	6.38%
Movies: Comedy	39%	37.33%	37.06%
Movies: Action/Adventure	37.56%	35.66%	35.26%
Movies: Fam.	20.92%	18.91%	18.28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.02%	17.78%	17.32%
Movies: Romantic Comedy	19.98%	18.23%	17.81%
Movies: Mystery	16.76%	15.13%	14.78%
College Football Reg. Season	5.76%	5.66%	5.77%
MLB Baseball Reg. Season	5.67%	5.6%	5.72%
NFL Football Reg. Season	5.38%	5.15%	5.13%
College Basketball Reg. Season	3.89%	3.64%	3.66%
NBA Basketball Reg. Season	2.79%	2.48%	2.42%
Auto Racing Events	2.21%	2.71%	2.88%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.74%	38.53%	37.78%
Swimming	31.28%	32.59%	33.43%
Bowling	21.1%	21.67%	22%
Freshwater Fishing	17.82%	21.89%	23.88%
Billiards/Pool	17.25%	18%	18.51%
Camping Trips	15.69%	19.42%	20.79%
Basketball	14.61%	14.73%	14.94%
Weight Training	13.51%	13.35%	13.46%
Jogging/Running	13.06%	12.03%	11.62%
Golf	12.81%	12.26%	12.13%
Using Cardio Machine	12.3%	11.52%	11.21%
Mountain/Road Biking	11.43%	11.79%	11.9%
Stationary Cycling	11.17%	10.82%	10.61%
Hunting	9.91%	13.7%	15.25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	9.88%	10.51%	10.72%
Aerobics	9.76%	8.84%	8.48%
Backpacking/Hiking	9.43%	10.12%	10.37%
Football	8.68%	9.06%	9.49%
Target Shooting	8.56%	10.69%	11.36%
Volleyball	8.46%	8.96%	9.02%
Power Boating	7.95%	7.86%	7.71%
Saltwater Fishing	7.33%	7.93%	8.32%
Softball	6.6%	6.85%	6.85%
Yoga	6.6%	5.88%	5.55%
Canoeing/Kayaking	6.39%	6.84%	6.84%
Tennis	6.29%	6.34%	6.36%
Soccer	6.07%	5.89%	5.82%
Horseback Riding	5.33%	6.53%	7.1%

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
Motorcycling	5.24%	5.82%	6.07%
Ice Skating	4.79%	4.46%	4.23%
Fly Fishing	4.46%	5.04%	5.33%
Roller Skating	4.45%	4.63%	4.61%
Snorkeling	4.14%	4.25%	4.3%
Archery	4.06%	5.61%	6.17%
Auto Racing	4%	3.8%	3.56%
Jet Skiing	3.99%	4.19%	4.28%
Water Skiing	3.81%	4.26%	4.37%
Downhill & X-Country Skiing	3.79%	3.73%	3.66%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.49%	3.29%	3.17%
Racquetball	3.4%	3.39%	3.33%
Hockey	3.4%	3.47%	3.39%
Skateboarding	3.17%	3.39%	3.48%
Snowmobiling	3.16%	3.45%	3.46%
Snowboarding	3.12%	2.91%	2.8%
Martial Arts	2.88%	3.46%	3.61%
Sailing	2.77%	2.66%	2.61%
Rowing	2.32%	2.42%	2.42%
Surfing & Windsurfing	2.18%	2.13%	2.12%

Potential Cultural Barriers -- Introduction (part 1)

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

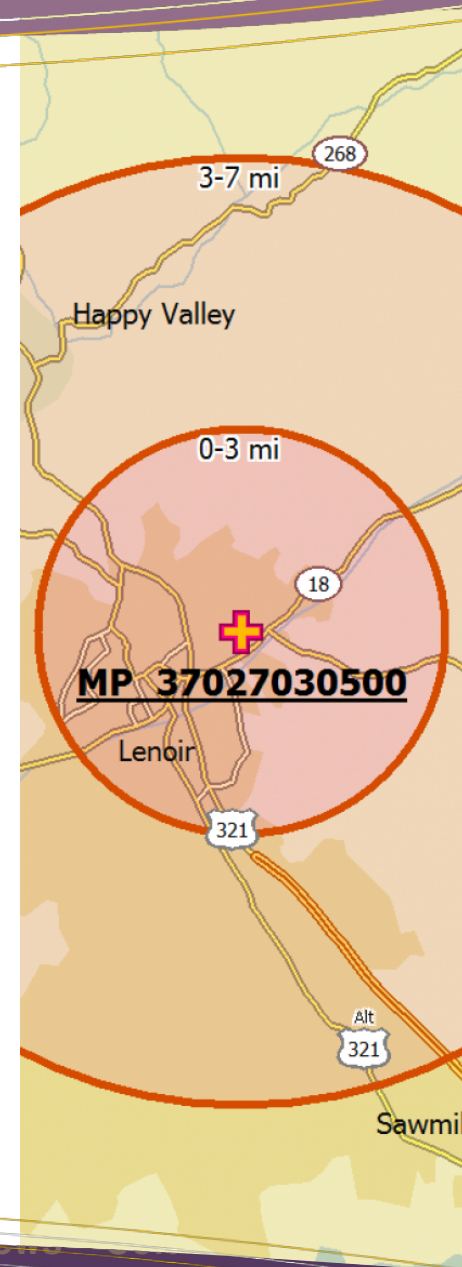
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Newport Winterville Simpson Lumberton Burlington Bessemer City Middleburg Kannapolis Ranlo Line
n-Salem Dobson Ossipee Bostic Speed Elizabeth City Silver Lake Mayesville Lake Norman of Catawba G
eville Rural Hall Laurinburg Goldsboro Glen Raven Fountain Belville Charleston Stedman Rope
Sea Breeze Bolivia Everetts Roque Jonesville Saxapahaw Stonewall Seven Devils Norlina McFay
Chapel Hill Bethlehem Love Valley Woodland Roxboro East Spencer Highlands Red Springs Chocow



Intercultural Institute
for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

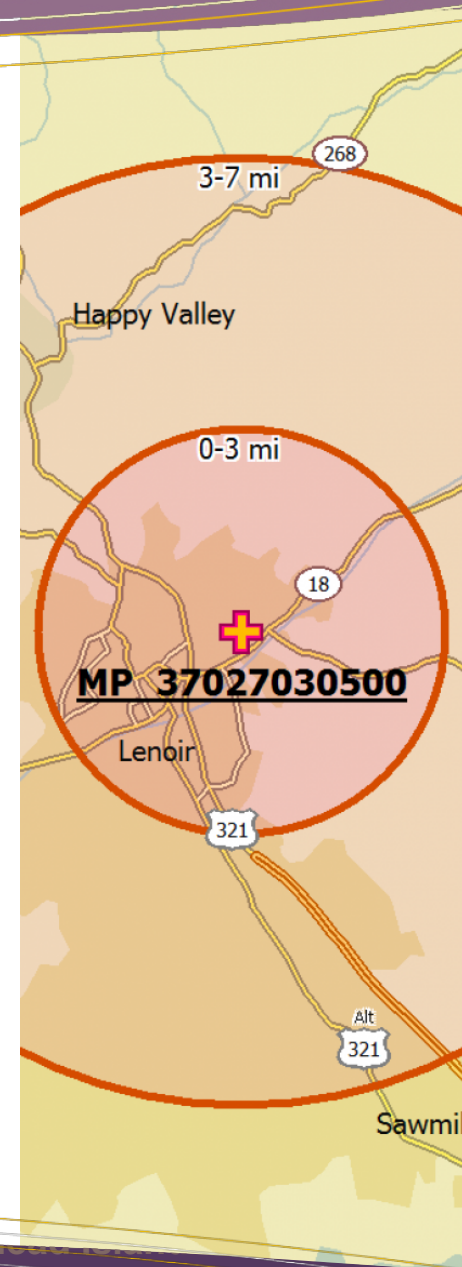
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

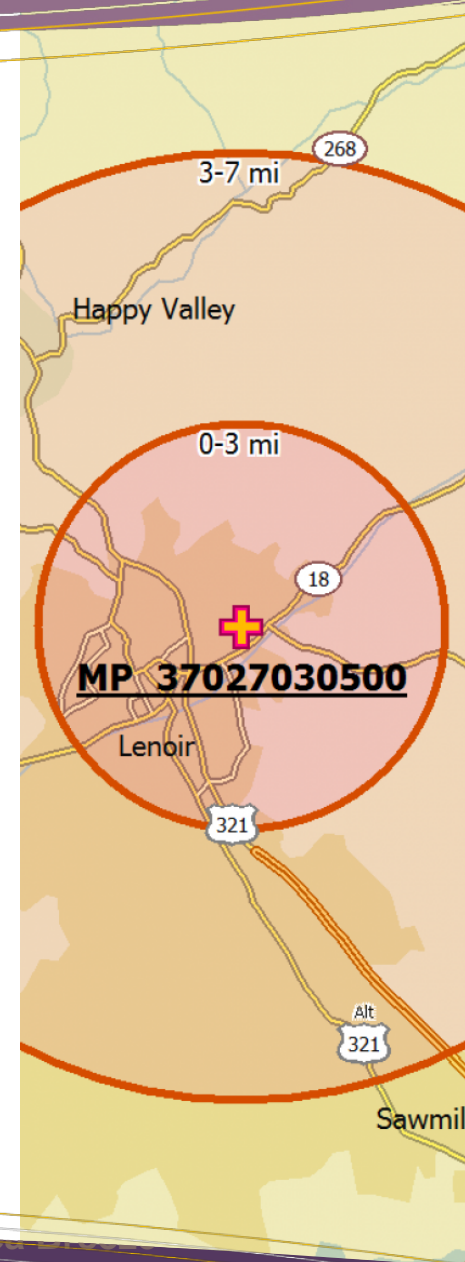
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	50%	50%
Find It Difficult To Say No To My Kids	39%	40%	41%
Speak My Mind Even If It Upsets People	37%	36%	35%
Like Control Over People And Resources	35%	34%	34%
Woman's Place Is In The Home	34%	35%	36%
Prefer To Have Few Possessions As Possible	33%	30%	28%
Like To Do Unconventional Things	30%	30%	31%
Don't Judge People/Way They Live Life	30%	27%	27%
Money Is Best Measure Of Success	26%	26%	26%
If Won Lottery Would Never Work Again	25%	24%	23%
Friends More Important Than My Fam.	24%	23%	22%
Too Much Sponsorship In Arts/Sports	24%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	22%
Marijuana Should Be Legalized	20%	18%	18%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	18%	17%	17%
I Am A Workaholic	17%	15%	15%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	13%	12%	11%
Happy With My Standard Of Living	12%	11%	10%
On Whole People Get What They Deserve	10%	10%	10%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	9%	8%
Very Happy With My Life As It Is	7%	6%	6%

Potential Cultural Themes

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

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

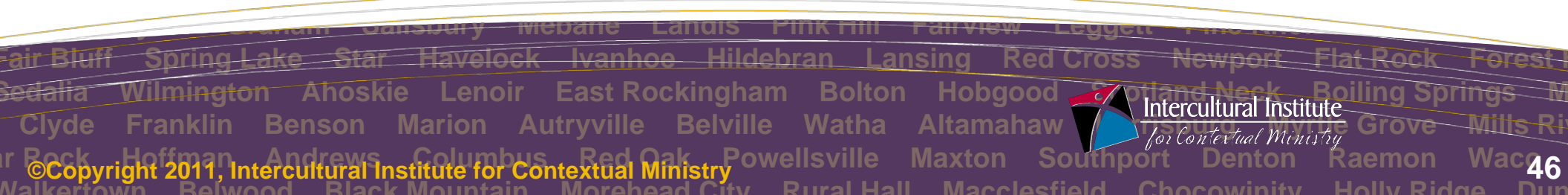


Potential Cultural Themes:

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

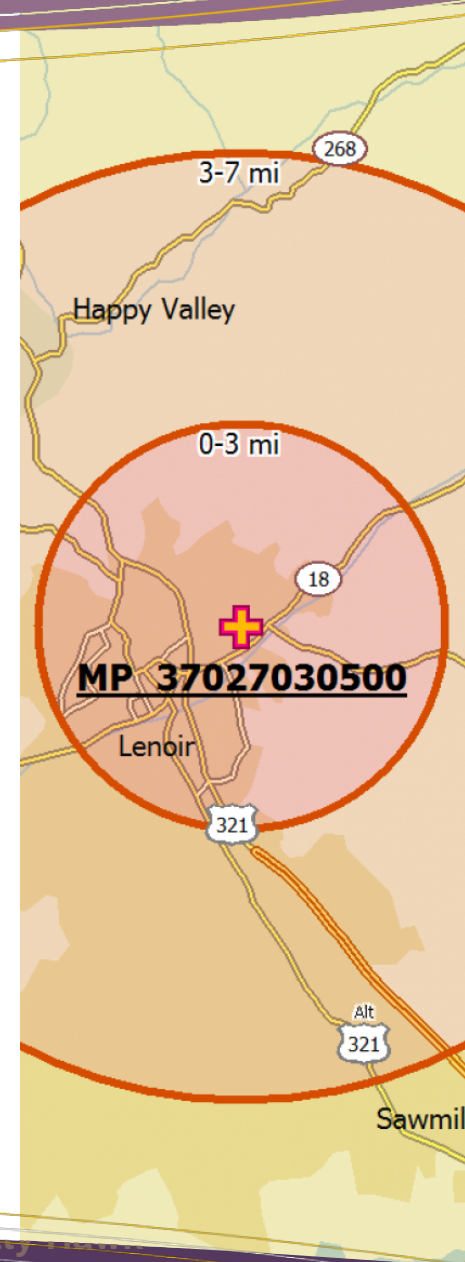
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	60%	61%
You Should Seize Opportunities In Life	57%	56%	55%
Like To Understand About Nature	38%	35%	35%
Important Feel Respected By My Peers	34%	33%	33%
Prefer Work Part Of Team Than Alone	34%	33%	33%
Prefer To Have Few Possessions As Possible	33%	30%	28%
Important To Juggle Various Tasks	32%	31%	31%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	26%	25%	25%
Like To Just Enjoy Life	22%	22%	21%
People Have To Take Me As They Find Me	21%	20%	20%
Consider Myself Interested In The Arts	20%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	17%	17%	16%
Worried About Pollution Caused By Cars	17%	17%	18%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	18%	18%
Try Not To Worry About The Future	14%	12%	12%
Enjoy Spending Time With My Fam.	13%	14%	15%
Provide My Kids With The Little Extras	13%	12%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	3%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.28%	87.25%	87.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.3%	82.88%	83.27%
Houses-Visit Any			
McDonald's	55.64%	55.84%	56.11%
Burger King	37.69%	39.32%	39.79%
Wendy's	31.53%	30.8%	30.81%
Subway	31.4%	31.46%	31.6%
Kentucky Fried Chicken (KFC)	30.9%	31.3%	31.58%
Applebee's	28.55%	28.2%	28.3%
Taco Bell	28.18%	28.68%	28.84%
Pizza Hut	24.94%	24.99%	25.03%
Arby's	23.44%	23.5%	23.51%
Olive Garden	19.65%	19.18%	19.02%

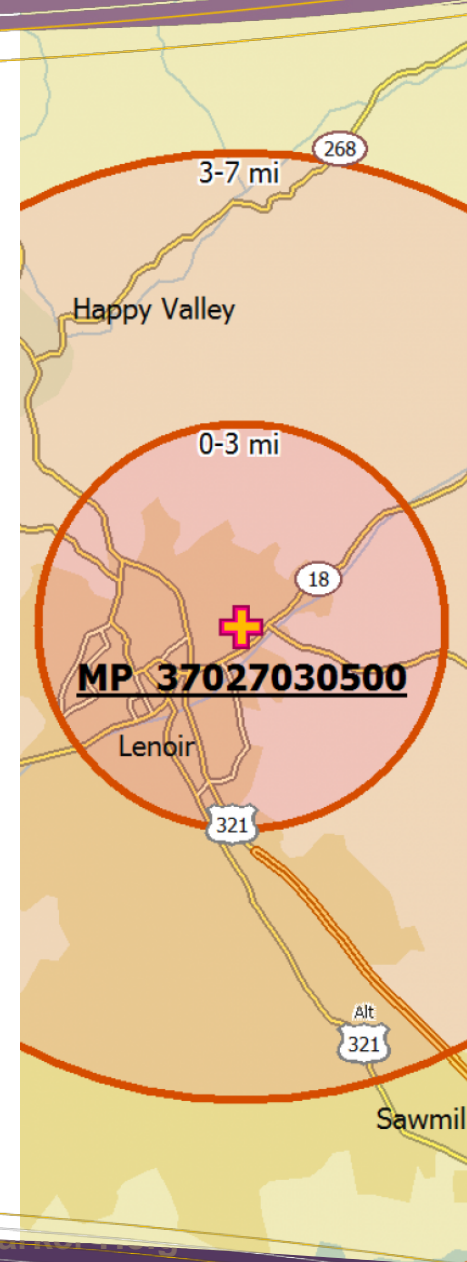
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.12%	19.5%	19.56%
Red Lobster	18.32%	16.99%	16.34%
Cracker Barrel	16.46%	17.09%	17.52%
Sonic	15.4%	17.21%	18.17%
Outback Steakhouse	14.6%	12.75%	12.42%
Domino's Pizza	14.47%	13.54%	13.15%
IHOP (International House Of Pancakes)	13.65%	11.89%	11.28%
Hardee's	12.53%	14.28%	15.06%
Denny's	12.48%	11.77%	11.15%
Golden Corral	12.33%	12.81%	13.01%
Chili's Grill and Bar	12.18%	10.66%	10.28%
Chick-Fil-A	11.97%	12.19%	12.57%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

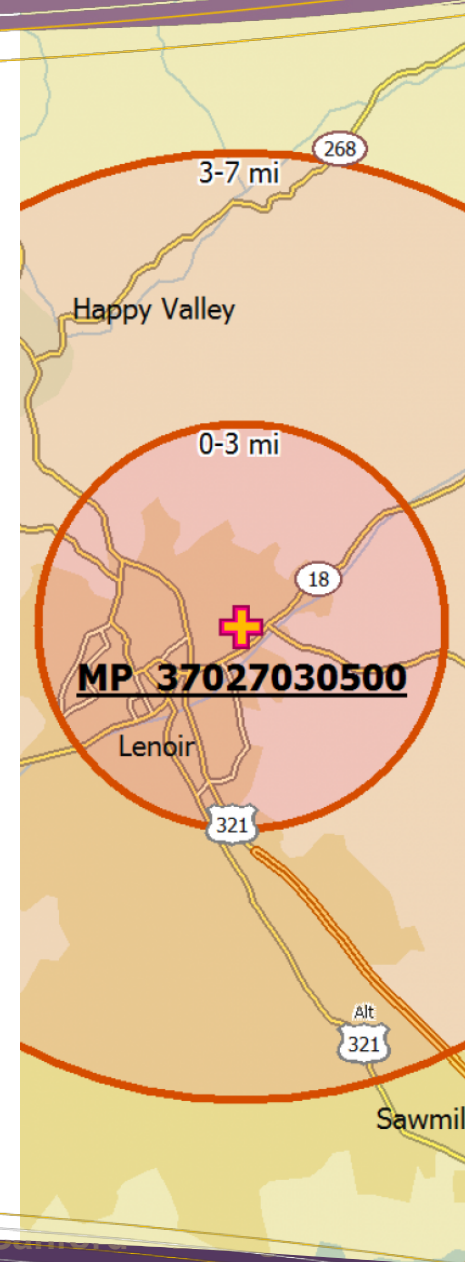
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.05%	45.04%	44.13%
Recycled products	32.48%	31.47%	30.57%
Worked as volunteer (non political)	16.63%	15.93%	15.67%
Engaged in fund raising	11.21%	11.22%	11.19%
Religious club member	7.88%	7.69%	7.7%
Wrote to editor of mag or newspaper	5.69%	5.29%	5.08%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Church Board	5.51%	5.34%	5.38%
Wrote to elected offcl about publ bus	5.49%	5.4%	5.33%
Union member	5.24%	5.08%	4.94%
Charitable Organization	5.17%	5.18%	5.14%
Took active part in local civic issue	5.04%	4.65%	4.41%
Fraternal order member	4.65%	4.3%	4.07%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	15.46%	14.64%	14.33%
Children's Books	13.35%	12.9%	12.9%
Mystery	11.44%	11.1%	11.04%
Cookbooks	9.97%	10%	10.02%
Religious (not Bibles)	9.02%	9.25%	9.39%
Romance	6.86%	6.94%	7.16%
Personal/Business	6.72%	6.13%	5.94%
Self-help			
History	6.26%	6.24%	6.15%
Biography	6.21%	5.79%	5.59%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	65.66%	63.41%	61.88%
Gen. Editorial	47.66%	45.01%	43.97%
Womens	41.74%	39.73%	39.01%
Service	34.39%	34.34%	34.42%
Mens	18.85%	17.79%	17.13%
Business/Finance	17.11%	14.35%	13.57%
Sports	14.87%	14%	13.37%
Health	13.95%	13.26%	13.14%
Automotive	13.89%	15.3%	15.55%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	54.95%	54.75%	54.52%
Classified	33.89%	35.99%	36.66%
Sport	31.25%	31.1%	30.76%
Editorial Page	30.15%	31.07%	31.27%
Comics	27.65%	27.49%	27.25%
Business/Finance	27.18%	25.01%	24.01%
Food/Cooking	25.32%	23.99%	23.47%
Movie Listings & Reviews	24.45%	23.44%	22.72%
TV/Radio Listings	23.98%	23.49%	23.12%
Home/Gardening	20.84%	20.4%	20.06%
Travel	18.03%	16.68%	16.02%
Science/Technology	17.24%	16.02%	15.27%
Fashion	14.6%	13.62%	13.33%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	20.83%	26.87%	29.38%
CHR Contemp Hit Radio	17.82%	17.39%	16.87%
Urban Contemporary	17.13%	12.88%	11.7%
Adult Contemporary	16.12%	16.33%	16.3%
Rock	11.02%	11.5%	11.33%
Oldies	10.86%	10.49%	10.22%
News/Talk	10.77%	9.55%	9.01%
Classic Rock	9.33%	9.78%	9.86%
Alternative	8.57%	8.31%	8.05%
Variety	7.75%	6.31%	5.8%
Religious	6.32%	6.54%	6.71%
Jazz	5.68%	3.76%	3.18%
Soft Contemporary	5.58%	5.17%	5.13%
All News	4.89%	3.62%	3.17%
Gospel	4.55%	4.12%	4.24%
Sports	3.5%	2.99%	2.84%
All Talk	3.48%	3.23%	3.06%
Classic Hits	3.48%	3.78%	3.84%

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	61.52%	62.6%	62.89%
Satellite Dish	55.39%	56.62%	57.46%
Soapnet	51.77%	50.06%	49.59%
Other Video-On-Demand	47.16%	45.24%	44.81%
Adult Pay Per View TV	35.64%	36.1%	36.62%
Sci-Fi Channel	35.46%	35.88%	35.87%
MSNBC	32.23%	32.68%	32.82%
Subscribe Digital Cable	31.28%	29.39%	29.01%
TV Info From Sunday TV Magazine	28.49%	28.38%	28.66%
Comedy Central	27.54%	23.64%	22.28%
Nickelodeon	26.45%	29.26%	30.4%
TV Info From Newspapers	25.8%	25.5%	25.53%

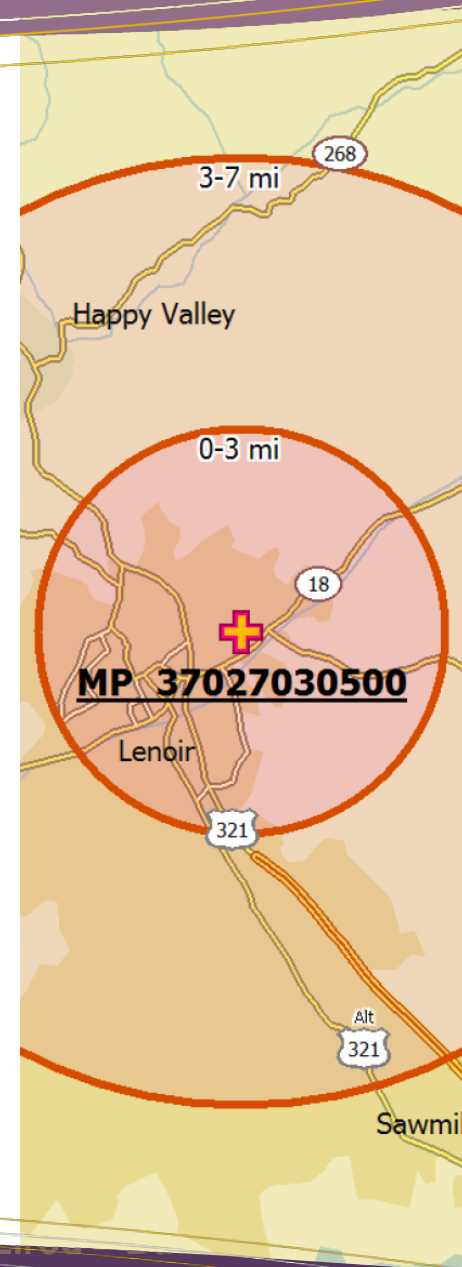
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	24.55%	23.44%	22.98%
TCM (Turner Classic Movies)	24.5%	24.02%	24.03%
TV Info From Monthly Cable Guide	24.45%	23.71%	23.71%
Nick At Nite	23.55%	23.46%	23.75%
Adult Swim	23.42%	23.84%	24.26%
BET (Black Entertainment TV)	23.15%	22.3%	22.02%
Hallmark Channel	22.89%	22.83%	23.16%
The Golf Channel	21.64%	20.29%	19.8%
TV Info From Other	20.79%	19.42%	19.09%
ABC Fam.	20.4%	18.1%	17.36%
Lifetime	20.27%	19.9%	19.69%
ESPN2	19.61%	17.75%	17.24%

Communication Media Usage

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

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

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

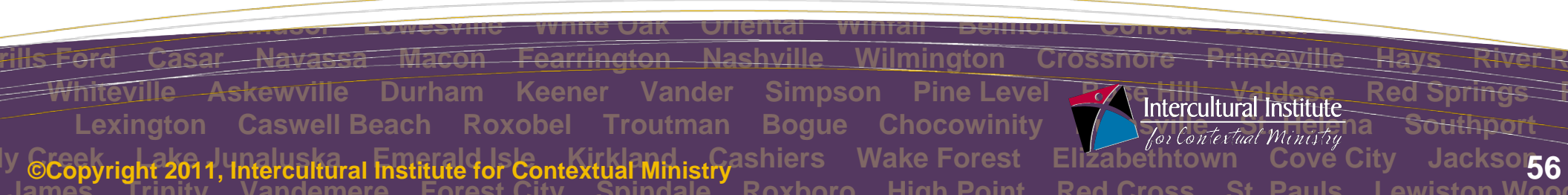


Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18.17%	17.73%	17.6%
Medium Users (4-6)	10.17%	9.89%	9.74%
Light Users (1-3)	19.97%	20.36%	20.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.15%	1.19%	1.19%
Newspaper II	1.22%	1.23%	1.21%
Newspaper III	2.09%	2.43%	2.53%
Newspaper IV	0.52%	0.56%	0.56%
Newspaper V (Light)	1.09%	1.26%	1.33%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.72%	18.16%	18.43%
Magazines II	8.27%	8.86%	9.13%
Magazines III	8.63%	9.09%	9.39%
Magazines IV	10.78%	10.81%	10.88%
Magazines V (Light)	0.63%	0.37%	0.32%
Outdoor I (Heavy)	6.86%	5.73%	5.21%
Outdoor II	3.24%	2.96%	2.84%
Outdoor III	3.55%	3.1%	2.91%
Outdoor IV	18.61%	18.98%	19.29%
Outdoor V (Light)	25.9%	25.57%	25.38%
Yellow Pages I (Heavy)	15.34%	15.36%	15.49%
Yellow Pages II	6.2%	5.32%	5.16%
Yellow Pages III	6.74%	5.56%	5.19%
Yellow Pages IV	24.12%	24.3%	24.41%
Yellow Pages V (Light)	4.25%	3.7%	3.5%

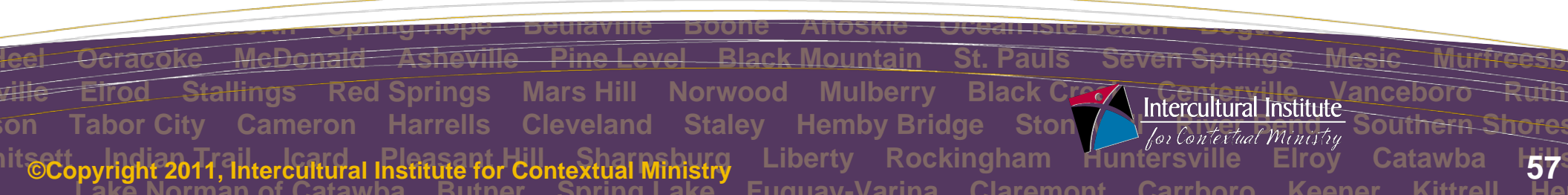


Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.63%	2.92%	2.96%
Drive Time III (Medium)	0.61%	0.78%	0.79%
Radio IV & V (Light)	2.23%	2.63%	2.72%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.65%	8.36%	8.41%
Radio III (Medium)	4.07%	4.4%	4.5%
Radio IV & V (Light)	2.81%	2.84%	2.83%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.13%	12.07%	12.27%
Cable III (Medium)	5.35%	5.3%	5.37%
Cable IV & V (Light)	36.67%	33.55%	32.41%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.58%	3.9%	3.99%
Prime Time III (Medium)	2.2%	2.02%	1.95%
Prime Time IV & V (Light)	6.77%	7.2%	7.56%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.8%	40.07%	40.55%
Fringe III (Medium)	57.19%	57.32%	57.47%
Fringe IV (Light)	56.28%	57.05%	57.44%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.73%	13.96%	13.63%
All Day III (Medium)	25.4%	26.31%	26.79%
All Day IV (Light)	13.9%	11.73%	11.11%

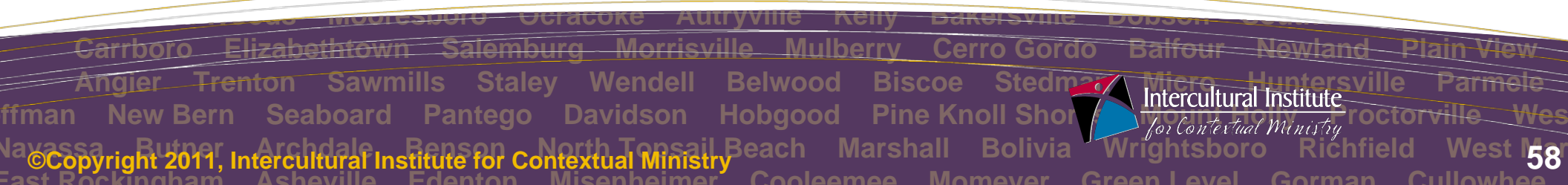


Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.38%	10.78%	10.66%
6:00am - 10:00am	13.88%	11.25%	10.38%
10:00am - 3:00pm	7.3%	5.4%	4.82%
3:00pm - 7:00pm	14.02%	13.44%	13.33%
7:00pm - Midnight	12.84%	10.53%	10.04%
Midnight - 6:00am	5.69%	4.38%	3.96%
Weekend Radio			
Listeners			
Dayparts [summary]	13.59%	12.84%	12.83%
6:00am - 10:00am	3.58%	2.88%	2.75%
10:00am-3:00pm	4.63%	3.69%	3.34%
3:00pm - 7:00pm	6.89%	6.03%	5.81%
7:00pm - Midnight	8.36%	7.89%	8.03%
Midnight - 6:00am	10.94%	8.83%	8.33%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.58%	6.34%	6.27%
Saturday: 8:00-11:00pm	7.4%	7.23%	7.41%
Sunday: 7:00-11:00pm	8.68%	9.09%	9.42%
9:00am-1:00pm	23.55%	23.46%	23.75%
9:00am-4:00pm	26.81%	26.7%	27.1%
4:00pm-7:00pm	27.81%	26.42%	25.97%
11:00pm-1:00am	40.26%	39.85%	39.6%
AVG Prime time	3.5%	2.66%	2.43%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.31%	13.73%	13.33%
7-9am	19.61%	17.75%	17.24%
9am-12noon	19.4%	19.1%	19.18%
12noon-4pm	7.4%	7.6%	7.92%
4-6pm	44.04%	42.46%	42.33%
6-7pm	17.47%	19.33%	20.03%
7-7:30pm	1.34%	1.2%	1.18%
7:30-8pm	10.85%	10.48%	10.26%
8-11pm	6.58%	6.34%	6.27%
11pm-12am	32.23%	32.68%	32.82%
11pm-1am	40.26%	39.85%	39.6%
1-6am	28.79%	25.93%	24.68%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.74%	16.43%	16.15%
Sat: 10am-1pm	7.24%	6.91%	6.92%
Sat: 1-4pm	25.72%	25.21%	25.26%
Sat: 4-6pm	7.37%	6.49%	6.25%
Sat: 6-7pm	1.85%	1.6%	1.52%
Sat: 7-8pm	0.82%	0.55%	0.51%
Sat: 8-11pm	7.4%	7.23%	7.41%
Sat: 11pm-1am	4.79%	4.27%	4.18%
Sat: 1am-7pm	24.55%	23.44%	22.98%
Sun: 7-10am	2.17%	2.52%	2.72%
Sun: 10am-1pm	5.91%	6.74%	7.23%
Sun: 1-4pm	5.22%	5.93%	6.4%
Sun: 4-7pm	11.62%	12.51%	12.94%
Sun: 7-11pm	8.68%	9.09%	9.42%
Sun: 11pm-1am	3.92%	3.71%	3.78%
Sun: 1-7am	19.02%	19.58%	20.11%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

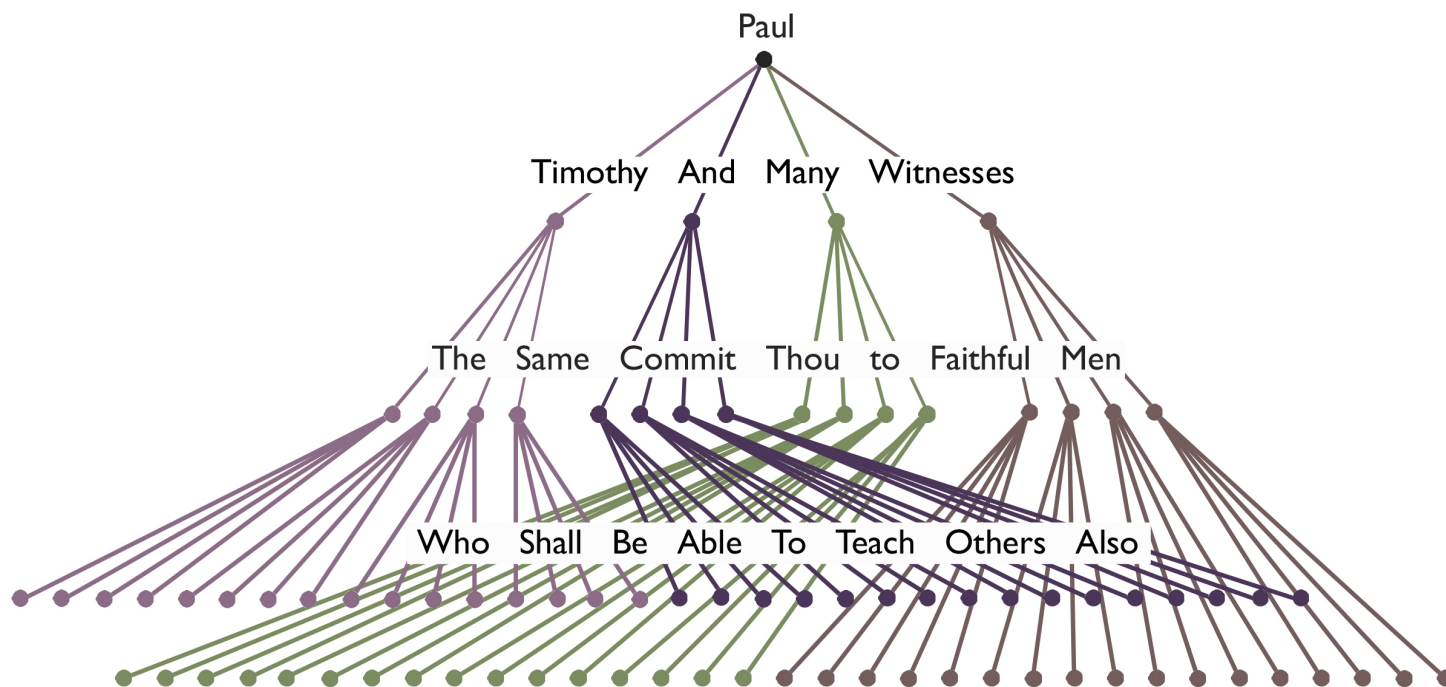


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

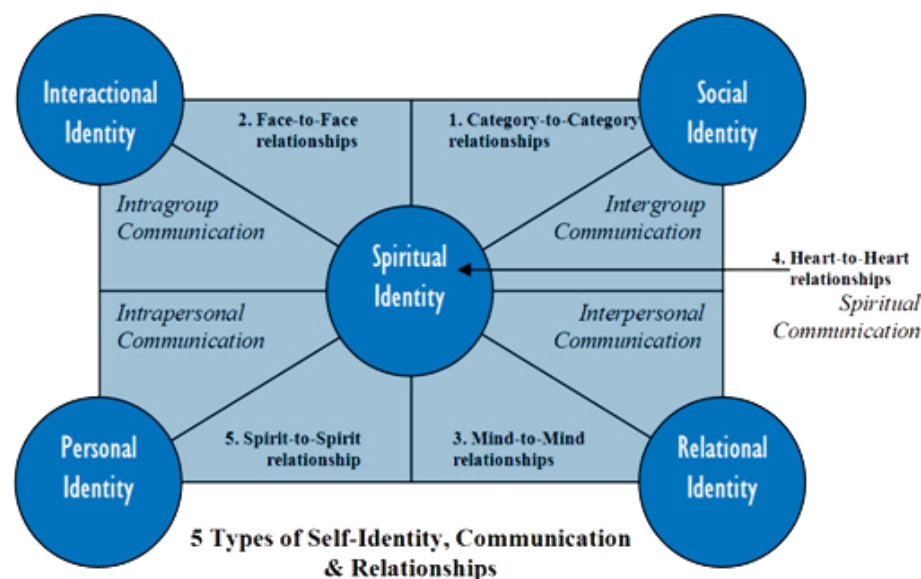


Establishing Redemptive Relationships

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

Communication Steps

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

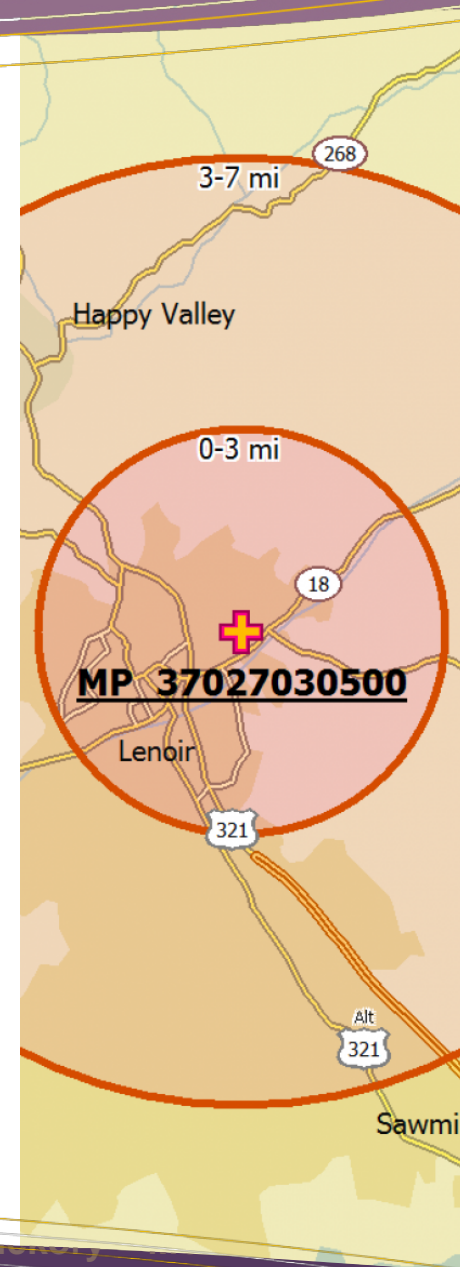


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

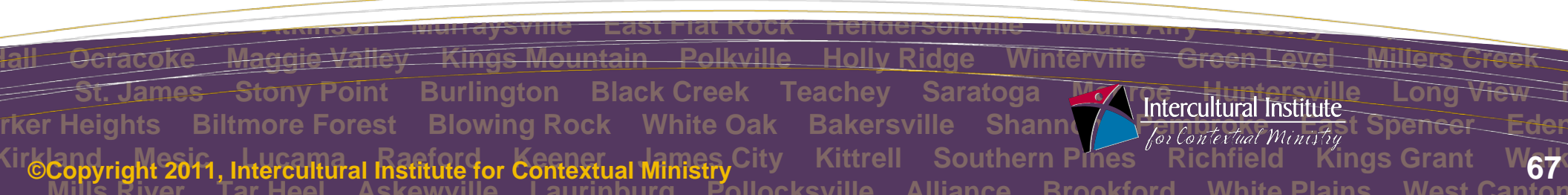
APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Lower Creek - Lenoir	633 Lower Creek Dr NE Lenoir, NC 28645	0.58 mi	251	Plateauing
2	Calvary - Len	1369 Blowing Rock Blvd Lenoir, NC 28645	0.83 mi	257	Growing
3	Liberty - Lenoir	213 Hazel Lee St NW Lenoir, NC 28645	0.94 mi	88	Insufficient Data
4	Lenoir First - Lenoir	304 Main St NW Lenoir, NC 28645	1.28 mi	300	Plateauing
5	College Avenue - Lenoir	1201 College Ave SW Lenoir, NC 28645	1.73 mi	177	Plateauing
6	Cedar Rock - Lenoir	306 Wildwood Rd Lenoir, NC 28645	1.78 mi	63	Insufficient Data
7	Crest View - Lenoir	1908 Blowing Rock Blvd Lenoir, NC 28645	1.84 mi	206	Declining
8	Meadowbrook - Lenoir	914 Meadowlane Dr NW Lenoir, NC 28645	1.85 mi	158	Declining
9	Hibriten - Lenoir	312 Hibriten Mtn Rd, SE Lenoir, NC 28645	2.36 mi	200	Insufficient Data
10	Harrisburg - Lenoir	940 Harrisburg Dr SW Lenoir, NC 28645	2.37 mi	106	Growing
11	Central - Len	311 Connelly Springs Rd SW Lenoir, NC 28645	2.61 mi	220	Declining
12	West Lenoir - Lenoir	311 Abington Rd NW Lenoir, NC 28645	2.66 mi	320	Declining
13	Blue Ridge - Hudson	1411 Barcose St SW Lenoir, NC 28645	2.76 mi	80	Insufficient Data
14	Indian Hills - Lenoir	2540 Indian Grave Rd Lenoir, NC 28645	2.79 mi	76	Growing
15	Zack's Fork - Lenoir	1505 Zacks Fork Rd Lenoir, NC 28645	3.27 mi	87	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Miller Hill - Lenoir	1230 Virginia St SW Lenoir, NC 28645	3.47 mi	126	Growing
17	Whitnel First - Lenoir	1201 Connelly Springs Rd SW Lenoir, NC 28645	3.53 mi	194	Plateauing
18	Pisgah - Lenoir	2665 Pisgah Church Rd Lenoir, NC 28645	3.73 mi	65	Insufficient Data
19	Setzer Creek - Lenoir	3163 Warrior Rd Lenoir, NC 28645	3.85 mi	90	Declining
20	Globe - Lenoir	RR 8 Box 111 Lenoir, NC 28645	3.88 mi	30	Insufficient Data
21	Johns River - Lenoir	5811 Upton Place Rd Lenoir, NC 28645	3.88 mi	19	Insufficient Data
22	Mulberry - Lenoir	6029 Mulberry Church Rd Lenoir, NC 28645	3.88 mi	65	Declining
23	North Catawba - Lenoir	1596 N Catawba Church Ave Lenoir, NC 28645	3.88 mi	189	Growing
24	Clearview - Lenoir	2455 Alfred Hartley Rd Lenoir, NC 28645	3.88 mi	63	Declining
25	Buffalo Cove - Lenoir	Buffalo Cove Rd Lenoir, NC 28645	3.88 mi	53	Plateauing
26	Mountain View - Lenoir	2820 Lum Davis Ln Lenoir, NC 28645	4.07 mi	68	Insufficient Data
27	New Life - Lenoir	2111 Walt Arney Rd Lenoir, NC 28645	4.08 mi	158	Declining
28	Grandview Park - Lenoir	2539 Grandview Cir SW Lenoir, NC 28645	4.43 mi	178	Growing
29	Fellowship - Hudson	2682 Fairwood Dr Hudson, NC 28638	4.46 mi	159	Declining
30	Lakeview - Lenoir	325 Shasta Ln Lenoir, NC 28645	4.89 mi	84	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Yadkin Valley - Lenoir	4135 Steeltown Rd Lenoir, NC 28645	5.14 mi	75	Plateauing
32	Hudson First - Hudson	345 Main St Hudson, NC 28638	5.24 mi	400	Plateauing
33	Yadkin - Lenoir	2044 Roby Martin Rd Lenoir, NC 28645	5.46 mi	177	Plateauing
34	Unity - Patterson	3025 Blowing Rock Blvd Patterson, NC 28661	5.65 mi	37	Insufficient Data
35	Poovey's Chapel - Hudson	2822 Pooveys Chapel Church Rd Hudson, NC 28638	6.00 mi	322	Plateauing
36	Clarks Chapel - Lenoir	3212 Clarks Chapel Rd Lenoir, NC 28645	6.22 mi	74	Plateauing
37	Center Grove - Hudson	3176 Deal Mill Rd Hudson, NC 28638	6.28 mi	125	Growing
38	Mount Carmel - Hudson	3555 Christie Rd Hudson, NC 28638	6.28 mi	98	Plateauing
39	Conway's Chapel - Lenoir	3624 Spencer Ln Lenoir, NC 28645	6.61 mi	29	Plateauing
40	Piney Grove - Lenoir	2331 Piney Grove Cir Lenoir, NC 28645	6.71 mi	106	Declining
41	Harris Chapel - Hudson	1444 Cajah Mountain Rd Hudson, NC 28638	6.76 mi	179	Declining
42	Cajahs Mountain - Lenoir	2145 Connelly Springs Rd Lenoir, NC 28645	6.82 mi	178	Insufficient Data
43	Union - Lenoir	4595 Union Baptist Rd Lenoir, NC 28645	7.08 mi	176	Plateauing
44	Mount Zion - Hudson	1787 Cajah Mountain Rd Hudson, NC 28638	7.12 mi	292	Growing
45	Sunrise - Hudson	2643 Mission Rd Hudson, NC 28638	7.30 mi	129	Insufficient Data



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

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