

# MissionSite

top unreached locations



MURFREESBORO, NC

CENSUS TRACT: 37091950100

REGION: Region 1: Northeast Coast

COUNTY: Hertford

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

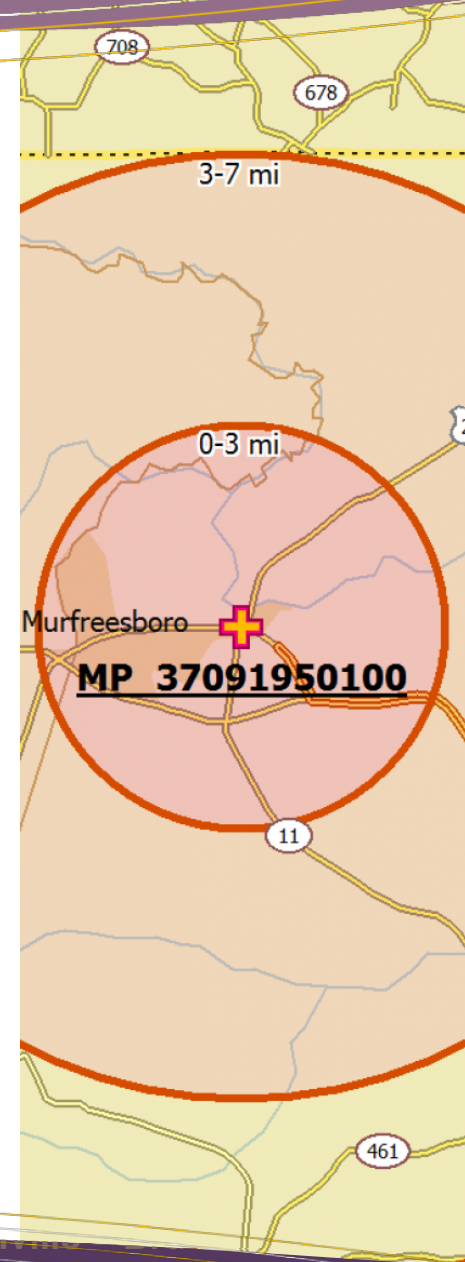
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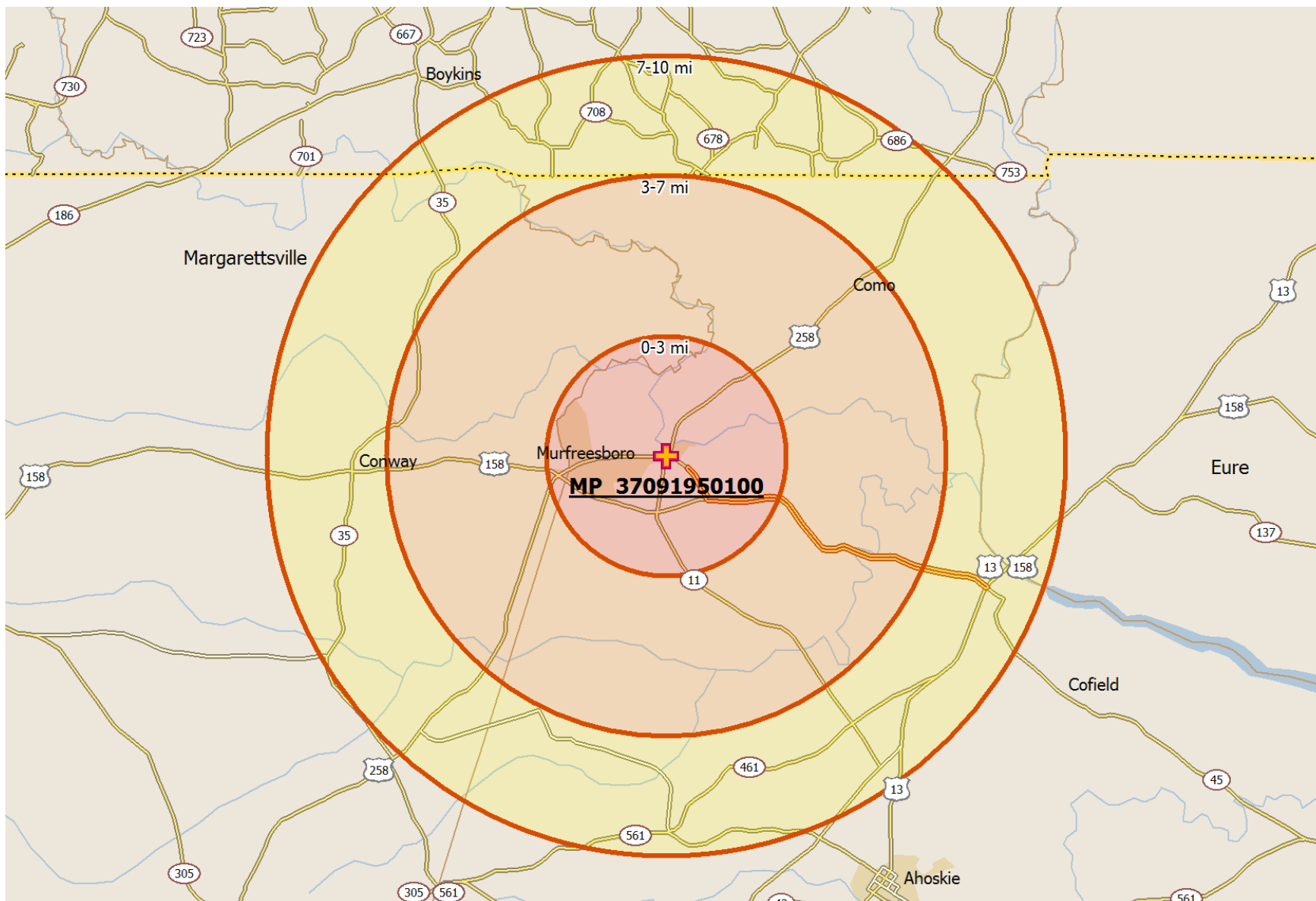
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3701	Region 1: Northeast Coast
3	County Location	37091	Hertford
4	Zipcode	27855	Hertford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	I3	10000-10000-10000



# 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.

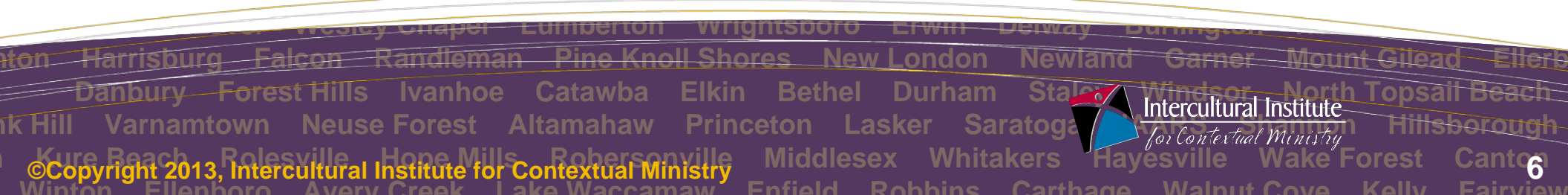
RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or more residents
3 Rural / Urban Continuum	7	
4 NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	49	Small town core commuting: No additional code
7 ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,979	3,342	7,242
2010 Households	2,015	1,311	2,780
2010 Group Quarters Population	169	129	437

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	5	11
Language Diversity National Index	9	10	7
Foreign Born Diversity National Index	18	15	26
Ancestry Diversity National Index	6	5	4
Racial Diversity National Index	62	61	65



# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	1	True
Low-employment County	1	True
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	3	0.15%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,121	55.63%
Urban Communities	High Density, Inner-city Neighborhoods	891	44.22%

# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	6,250	1,441	23.05%
Unreached %	70.82%	71.5%	100.97
Religious But NOT Evangelical HH	2,547	590	23.17%
Religious But NOT Evangelical %	28.86%	29.28%	101.47
Spiritual But NOT Relig or Evang HH	323	83	25.67%
Spiritual But NOT Relig or Evang %	3.66%	4.12%	112.44
Not Evangelical, Not Interested HH	3,596	806	22.43%
Not Evangelical, Not Interested %	40.75%	40.02%	98.22



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	16	2	12.5%
Active BCNC Attenders	1,227	271	22.09%
Active Evangelical Households	1,696	378	22.3%
Active Evangelical Percent	19.21%	18.76%	97.65
Inactive Evangelical Households	880	196	22.3%
Inactive Evangelical Percent	9.97%	9.74%	97.65
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Murfreesboro	1.22 mi	138	Plateauing
2	Meherrin	1.24 mi	133	Declining
3	Ashley's Grove	5.56 mi	61	Plateauing
4	Buckhorn	6.37 mi	71	Growing
5	Roberts Chapel	6.43 mi	40	Declining
6	Severn	7.16 mi	46	Declining
7	Conway	7.65 mi	133	Plateauing
8	Winton	9.59 mi	86	Plateauing
9	Woodland	10.34 mi	47	Declining
10	Potecasi	10.35 mi	51	Declining
11	Menola	10.35 mi	19	Declining
12	Bethlehem	11.10 mi	3	Declining
13	Center Grove	11.10 mi	110	Growing
14	Earlys	11.10 mi	52	Declining
15	Ahoskie First - Ahoskie	11.10 mi	225	Plateauing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Saint Johns	11.10 mi	58	Declining
17	Union	11.10 mi	87	Growing
18	Mount Tabor	11.10 mi	53	Declining
19	Brantleys Grove	11.38 mi	35	Declining
20	Creeksville	12.27 mi	67	Plateauing
21	Creech Memorial	12.69 mi	43	Plateauing
22	Margarettsville	12.79 mi	20	Declining
23	Eure - Eure	13.02 mi	67	Declining
24	Cool Spring - Eure	13.09 mi	61	Declining
25	Lasker	13.43 mi	25	Plateauing
26	Aulander	14.73 mi	59	Plateauing
27	Holly Springs	15.34 mi	40	Growing
28	Hortons	16.14 mi	10	Plateauing
29	Pleasant Grove	16.14 mi	25	Declining
30	Oak Grove	16.14 mi	63	Declining





# 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.

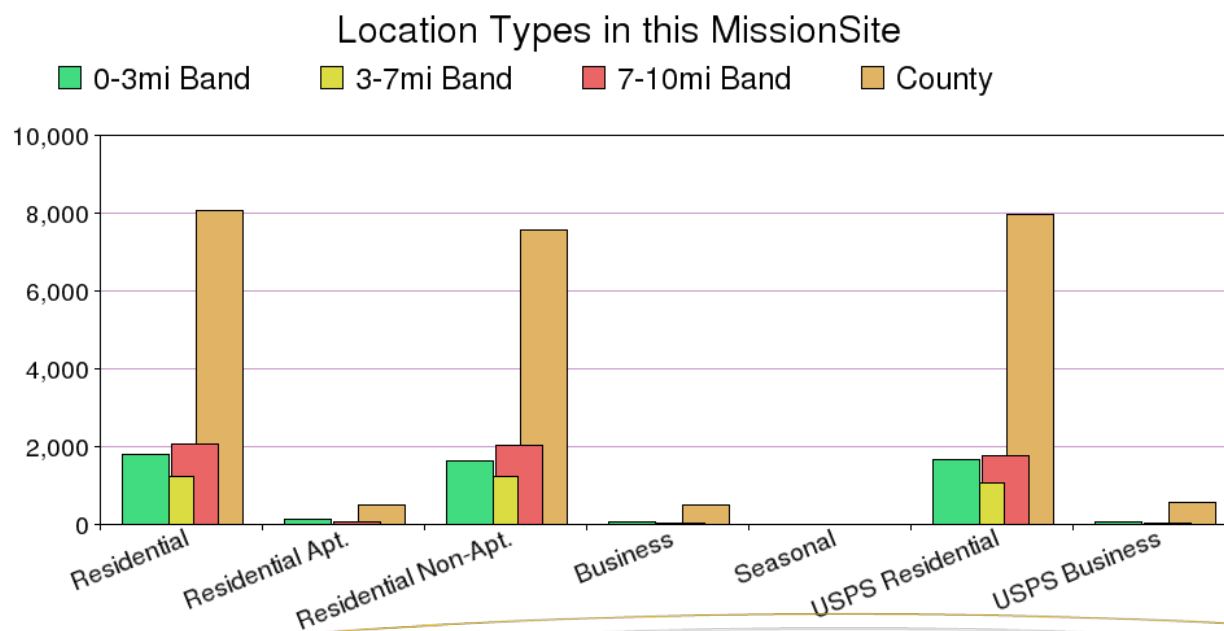


# Current Demographic Summary

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	22,521	5,729	25.44%
2000 Population	22,601	5,161	22.84%
2010 Population	23,285	4,979	21.38%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,148	1,921	23.58%
2000 Households	8,953	2,055	22.95%
2010 Households	8,825	2,015	22.83%



Location Type	0-3mi Band
Residential	1,784
Residential Apt.	150
Residential Non-Apt.	1,634
Business	76
Seasonal	0
USPS Residential	1,679
USPS Business	71

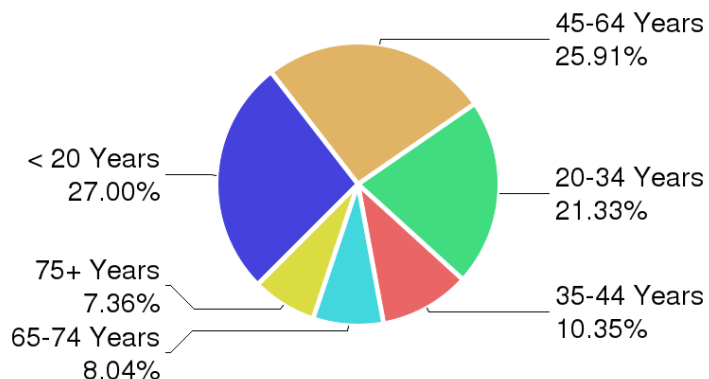
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.12%	5.94%	116.02
4-5 Years	2.48%	2.43%	97.98
6-8 Years	3.68%	3.92%	106.52
9-11 Years	3.39%	3.51%	103.54
12-13 Years	2.15%	2.37%	110.23
14-17 Years	5.27%	5.54%	105.12
18-19 Years	2.89%	3.29%	113.84
0-5 Years	7.6%	8.38%	110.26
6-12 Years	8.14%	8.68%	106.63
13-19 Years	9.24%	9.96%	107.79
< 20 Years	24.98%	27.02%	108.17
20-34 Years	20.31%	21.35%	105.12
35-44 Years	10.83%	10.36%	95.66
45-64 Years	27.45%	25.93%	94.46
65-74 Years	8.83%	8.05%	91.17
75+ Years	7.59%	7.37%	97.1
Median Age	40	38	95.93
Median Age (Male)	36	36	101.32
Median Age (Female)	43	42	97

Age Group Percentages

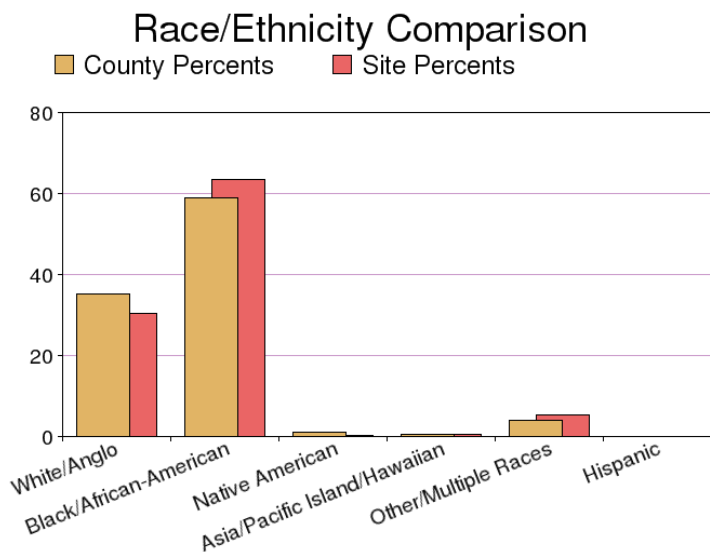


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	35.29%	30.33%	85.93
Black, African-American	58.98%	63.45%	107.57
Native American	1.18%	0.36%	30.72
Asian	0.52%	0.36%	69
Pacific Island, Hawaiian	0.02%	0.14%	654.73
Other/Multiple Races	4%	5.38%	134.48
Hispanic	0%	3.41%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,591	3,237	
Less than 9th Grade	9.51%	7.94%	119.72
No High School Diploma	14.24%	11.37%	125.25
High School Graduate	33.52%	32.99%	101.59
Some College, no degree	18.77%	20.61%	91.11
Associate Degree	8.23%	7.54%	109.17
College Degree	10.89%	11.09%	98.2
Graduate/Prof. degree	4.84%	8.46%	57.21



# 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.

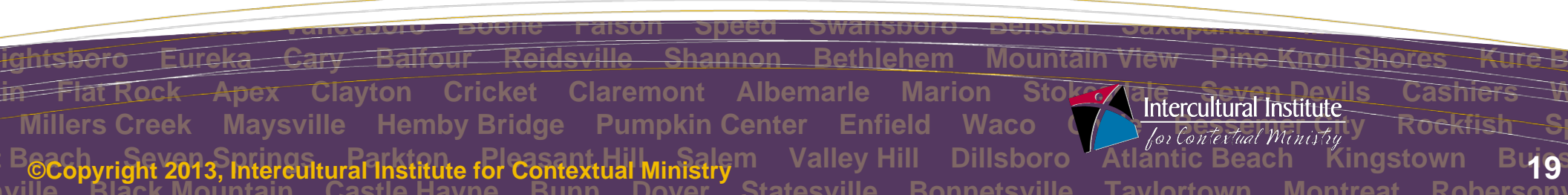
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	16.85%	17.52%	106.18
\$10,000 to \$19,999	19%	16.63%	87.49
\$20,000 to \$29,999	15.98%	14.54%	91.01
\$30,000 to \$49,999	16.34%	15.68%	95.98
\$50,000 to \$59,999	8.79%	9.13%	103.85
\$60,000 to \$69,999	4.76%	4.42%	92.81
\$70,000 to \$79,999	4.96%	6.35%	127.99
\$80,000 to \$89,999	4.16%	5.96%	143.2
\$90,000 to \$99,999	2.45%	2.83%	115.57
\$100,000 to \$124,999	4.88%	5.21%	106.7
\$125,000 to \$149,999	0.77%	0.74%	96.61
\$150,000 to \$199,999	0.66%	0.74%	113.27
\$200,000 to \$249,999	0.14%	0.2%	145.99
\$250,000 or more	0.26%	0.15%	57.13
Median Household	28,758	33,515	116.54
Average Household	41,737	43,672	104.64
Per Capita Household	17,349	17,775	102.46
Family/Non-Family Household Income			
Median Family Income	44,397	52,817	118.97
Average Family Income	52,931	57,381	108.41
Median Non-Family Income	18,446	18,883	102.37
Average Non-Family Income	25,383	25,397	100.06

# 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	59.37%	57.97%	97.64
Families with Children	31.13%	32.46%	104.27
Families without Children	28.24%	25.51%	90.33
Non-Family Households			
% Non-Family Households	40.63%	42.03%	103.45
Non-Families with Children	0	0	0
Non-Families without Children	40.63	42.03	103.45
Housing Units			Index
Total Housing Units	10,133	2,316	
Vacant percent	12.91%	13%	100.68
Owned percent	57.09%	58.33%	102.18%
Rented Percent	30%	28.67%	95.56
Households by Size			Index
Avg household size	2.37	2.39	100.84
Avg family hh size	3.22	3.27	101.55
Avg non-family hh size	1.12	1.17	104.46
Households By Count of Persons			Percent
One	3,175	751	23.65%
Two	2,396	512	21.37%
Three or Four	2,511	575	22.9%
Five+	743	178	23.96%



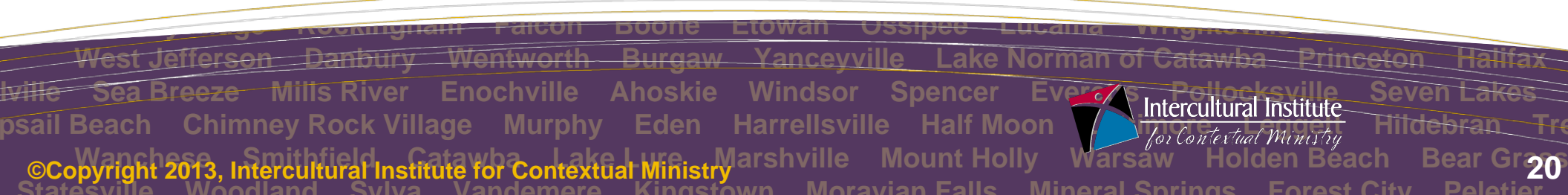
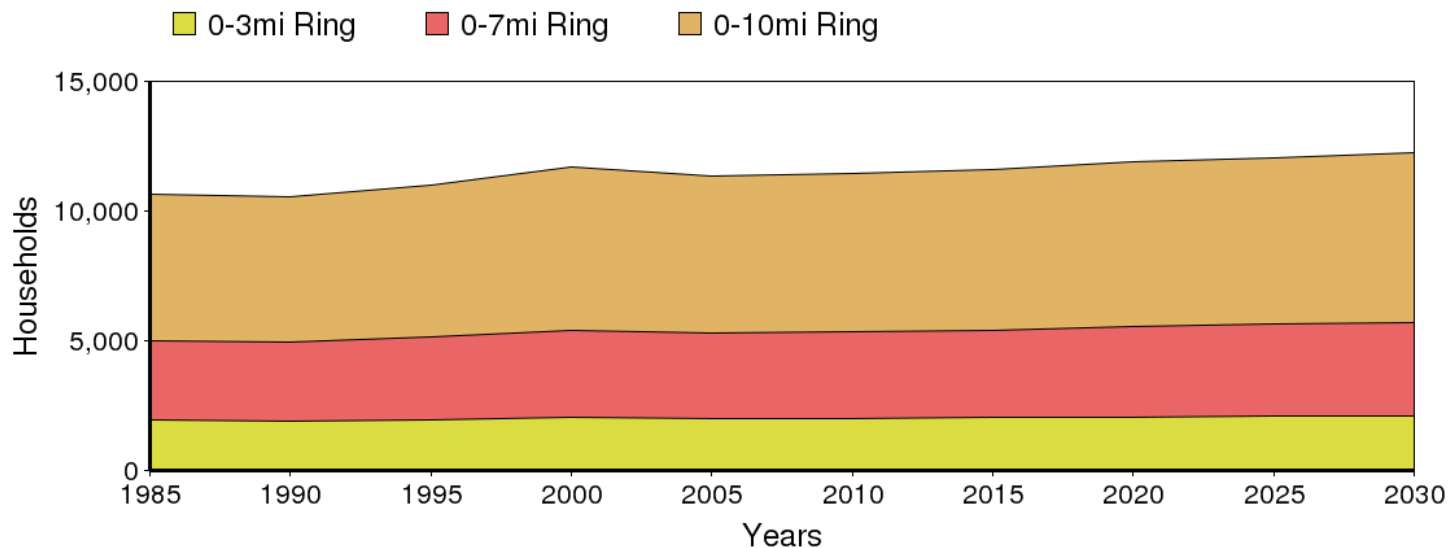
# Projected Demographic Summary

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	22,521	5,729	25.44%
2000 Population	22,601	5,161	22.84%
2010 Population	23,285	4,979	21.38%
2015 Population	23,289	4,953	21.27%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	8,148	1,921	23.58%
2000 Households	8,953	2,055	22.95%
2010 Households	8,825	2,015	22.83%
2015 Households	8,960	2,044	22.81%

Household Change from 1985 to 2030



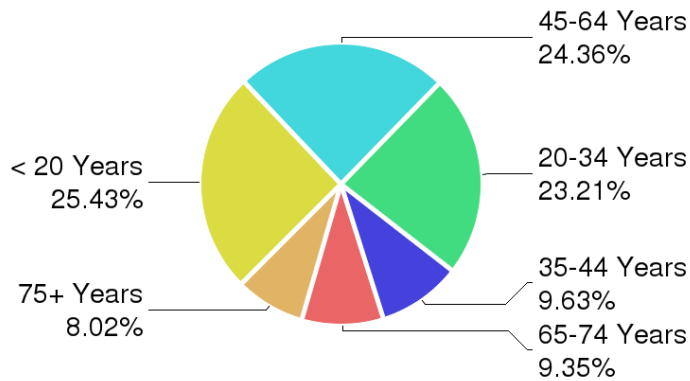
# Projected Demographic Summary

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	5.94%	5.57%	93.77
4-5 Years	2.43%	2.44%	100.41
6-8 Years	3.92%	4.26%	108.67
9-11 Years	3.51%	4.06%	115.67
12-13 Years	2.37%	2.91%	122.78
14-17 Years	5.54%	4.32%	77.98
18-19 Years	3.29%	1.88%	57.14
0-5 Years	8.38%	8.02%	95.7
6-12 Years	8.68%	9.79%	112.79
13-19 Years	9.96%	7.63%	76.61
< 20 Years	27.02%	25.44%	94.15
20-34 Years	21.35%	23.22%	108.76
35-44 Years	10.36%	9.63%	92.95
45-64 Years	25.93%	24.37%	93.98
65-74 Years	8.05%	9.35%	116.15
75+ Years	7.37%	8.02%	108.82
Median Age	40	39	99.39
Median Age (Male)	36	36	99.92
Median Age (Female)	43	43	99.61

Projected Age Group Percentages





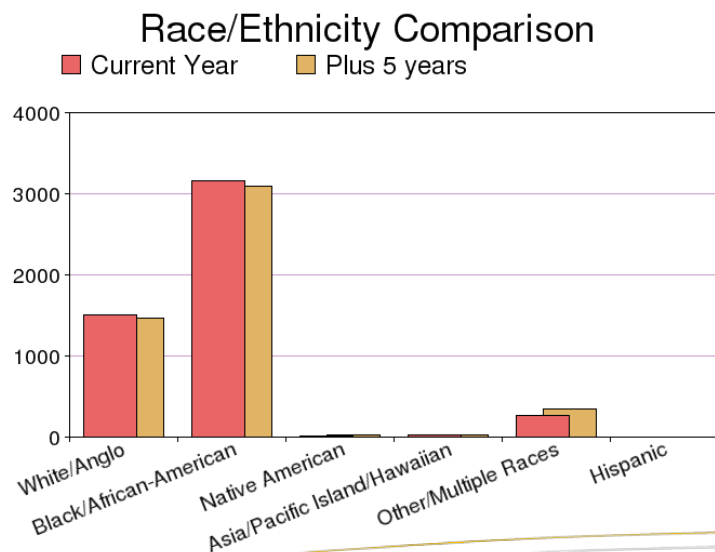
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	30.33%	29.52%	97.33
Black, African-American	63.45%	62.47%	98.46
Native American	0.36%	0.44%	122.86
Asian	0.36%	0.36%	100.52
Pacific Island, Hawaiian	0.14%	0.1%	71.8
Other/Multiple Races	5.38%	7.11%	132.03
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	3,237	3,347	
Less than 9th Grade	7.94%	6.66%	83.92
No High School Diploma	11.37%	9.23%	81.21
High School Graduate	32.99%	33.4%	101.24
Some College, no degree	20.61%	20.91%	101.5
Associate Degree	7.54%	8.07%	107.02
College Degree	11.09%	12.37%	111.53
Graduate/Prof. degree	8.46%	9.35%	110.48



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	17.52%	16.78%	95.79
\$10,000 to \$19,999	16.63%	15.85%	95.34
\$20,000 to \$29,999	14.54%	13.89%	95.55
\$30,000 to \$49,999	15.68%	14.43%	92.03
\$50,000 to \$59,999	9.13%	10.08%	110.37
\$60,000 to \$69,999	4.42%	4.21%	95.26
\$70,000 to \$79,999	6.35%	6.9%	100.12
\$80,000 to \$89,999	5.96%	6.6%	103.51
\$90,000 to \$99,999	2.83%	3.13%	110.69
\$100,000 to \$249,999	5.21%	6.31%	121.11
\$125,000 to \$149,999	0.74%	0.73%	98.58
\$150,000 to \$199,999	0.74%	0.73%	98.58
\$200,000 to \$249,999	0.2%	0.05%	24.65
\$250,000 or more	0.15%	0.05%	32.86
Median Household	33,515	37,331	111.39
Average Household	43,672	45,178	103.45
Per Capita Household	17,775	18,766	105.58
<b>Family/Non-Family Household Income</b>			
Median Family Income	52,817	58,073	109.95
Average Family Income	57,381	63,050	109.88
Median Non-Family Income	18,883	20,159	106.76
Average Non-Family Income	25,397	26,006	102.4

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	57.97%	53.13%	91.66
Families with Children	32.46	30.33	93.46
Families without Children	25.51	21.14	82.85
<b>Non-Family Households</b>			
% Non-Family Households	42.03%	46.87%	111.5
Non-Families with Children	0	0.05	111.5
Non-Families without Children	42.03	46.82	111.38
<b>Housing Units</b>			
Total Housing Units	2,316	2,349	101.42%
Vacant percent	13%	13.03%	100.23
Owned percent	58.33%	58.45%	100.2
Rented Percent	28.67%	28.57%	99.63
<b>Households by Size</b>			
Avg household size	2.39	2.33	97.49%
Avg family hh size	3.27	3.41	104.28%
Avg non-family hh size	1.17	1.11	94.87%
<b>Households By Count of Persons</b>			
One	751	840	111.85%
Two	512	470	91.8%
Three or Four	575	559	97.22%
Five+	178	173	97.19%



# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	111	16	37
Northern Europe	7	1	2
Western Europe	0	0	3
Southern Europe	2	0	1
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	23	3	0
So. Central Asia	2	1	2
SE Asia	0	0	15
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	3	0	0
Central Amer.	69	10	13
South America	0	0	0
North America	5	1	1
Born at sea	0	0	0





# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,785	3,485	6,335
Spanish	86	58	124
Other Indo-Euro language	22	29	21
French (incl. Patois, Cajun)	12	15	12
French Creole	0	0	0
Italian	0	1	1
Portuguese	0	0	0
German	9	7	3
Yiddish	0	0	0
Other West Germanic	0	0	3
A Scandinavian Language	0	0	0
Greek	1	1	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	5	2
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	24	2	0
Japanese	3	0	2
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	1
Laotian	0	0	2
Vietnamese	0	0	14
Other Asian	6	1	0
Tagalog	0	0	0
Other Pacific Is	0	0	5
Other languages	0	0	3
Navajo	0	0	0
Other Native N. American	0	0	3
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
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	3,512	2,906	5,100
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	1	4	9
Canadian	6	4	2
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	1	4
Danish	0	0	0
Dutch	1	9	26
English	279	263	539
European	20	16	30
Finnish	0	0	0
French (not Basque)	11	14	37
French Canadian	4	3	1
German	45	47	144
Greek	31	20	0
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	68	70	132
Italian	4	8	26
Lithuanian	0	0	0
Norwegian	4	4	8
Polish	5	5	15
Portuguese	0	0	0
Romanian	0	0	0
Russian	0	0	0
Scandinavian	6	5	2
Scotch-Irish	27	23	28
Scottish	25	20	39
Slovak	0	0	0
Subsaharan African	0	3	29
Swedish	0	0	0
Swiss	0	5	17
Ukrainian	0	0	0
US/American	395	354	644
Welsh	15	10	7
West Indian	1	2	4
Yugoslavian	0	0	0
Other	2,564	2,016	3,357

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

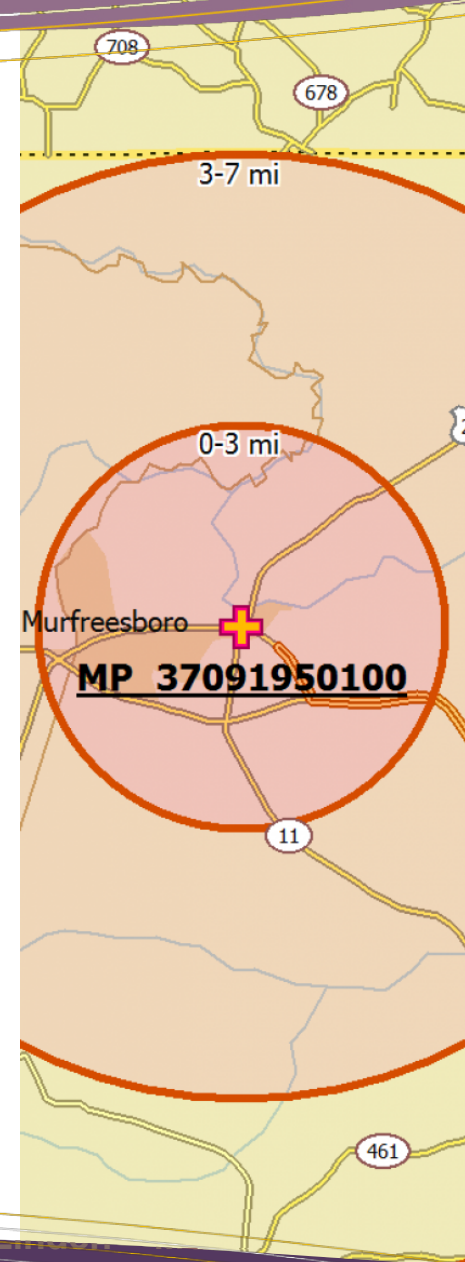
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
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	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	3	0.15%	2	0.14%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	3	0.15%	2	0.14%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,121	55.63%	830	57.6%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,121	55.63%	830	57.6%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
<b>STRUGGLING SOCIETIES</b>	690	34.24%	468	32.48%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	690	34.24%	468	32.48%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	201	9.98%	141	9.78%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	201	9.98%	141	9.78%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	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?

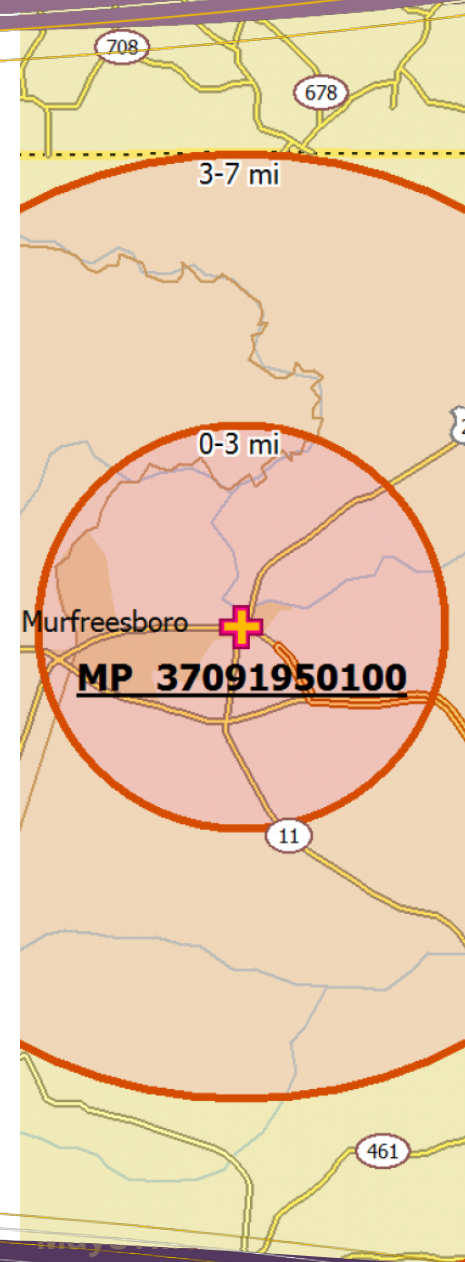
## Potential Cultural Bridges

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	66%	67%	67%
Use Comp. for Internet/E-mail	42%	43%	43%
Internet Use: E-Mail	35%	36%	36%
Use Comp. for Comp. Games	33%	32%	33%
Use Comp. for Education	28%	27%	28%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Word Processing	22%	24%	23%
Use Comp. for Shopping	21%	21%	21%
Internet Use: News/ Weather	19%	20%	20%
Use Comp. for Digital Camera Photo Editing	19%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	18%	19%	19%
Internet Use: Banking	18%	19%	18%
PC-Network-HH Has One	17%	17%	17%
Use Comp. for News/Info./Data Service	14%	15%	14%
Use Comp. for Filing/DB Mngmnt	9%	10%	10%
Internet Use: Research/ Education	9%	10%	10%
Use Comp. for Personal Financial Mngmnt	9%	9%	9%
Internet Use: Read Magazines/ Newspapers	8%	8%	8%
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Shopping: Gathered Info. for Shopping	8%	8%	8%

# 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%	65%
Reading Books	50%	51%	50%
Dining Out (Not Fast Food)	43%	44%	43%
Card Games	37%	38%	37%
Cooking for Fun	33%	34%	33%
Board Games	26%	27%	27%
Go To A Beach/Lake	26%	26%	26%
Gardening	23%	23%	23%
Visit Museum	15%	16%	15%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	32%	33%	32%
Hypertension/High Blood Pressure	24%	24%	24%
Backache	24%	24%	24%
Dentist	22%	23%	23%
Eye Dr.	21%	21%	21%
High Cholesterol	20%	20%	20%
None Of These	17%	17%	17%
Acid Reflux Disease (GERD)	17%	17%	17%
Any Arthritis	16%	16%	16%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	24.41%	24.84%	24.24%
Live Theater	17.07%	17.89%	16.97%
Rock/Pop Concerts Most Often	13.76%	14%	13.66%
Live Theater Most Often	13.5%	14.19%	13.51%
Dance Performance	10.28%	10.23%	10.02%
Comedy Club	9.58%	9.68%	9.48%
Movies: Comedy	41.39%	40.71%	40.93%
Movies: Action/Adventure	38.56%	38.31%	38.31%
Movies: Drama	25.32%	24.56%	24.73%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	23.89%	23.53%	23.46%
Movies: Romantic Comedy	21.11%	20.93%	20.61%
Movies: Mystery	19.01%	18.6%	18.82%
College Football Reg. Season	4.42%	4.61%	4.53%
NFL Football Reg. Season	4.24%	4.55%	4.33%
College Basketball Reg. Season	3.6%	3.61%	3.63%
NBA Basketball Reg. Season	3.09%	3.24%	3.11%
MLB Baseball Reg. Season	2.97%	3.19%	3.04%
Tennis Matches	1.93%	1.87%	1.86%





# 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	36.15%	37.05%	36.4%
Swimming	21.62%	22.4%	22.2%
Basketball	19.58%	19.85%	19.53%
Bowling	19.45%	20.31%	19.49%
Jogging/Running	16.33%	16.63%	16.26%
Billiards/Pool	16.01%	15.91%	16.02%
Football	14.18%	14.22%	14%
Weight Training	12.7%	13.08%	12.75%
Freshwater Fishing	12.1%	12.59%	12.58%
Aerobics	12%	12.4%	11.9%
Baseball	10.88%	11.27%	10.99%
Stationary Cycling	10.06%	10.26%	10.15%
Using Cardio Machine	9.39%	10%	9.61%
Volleyball	8.42%	8.53%	8.49%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	8.39%	8.98%	8.63%
Mountain/Road Biking	7.42%	7.8%	7.63%
Softball	7.23%	7.58%	7.3%
Soccer	6.88%	7.39%	7.11%
Tennis	6.47%	6.76%	6.61%
Yoga	6.32%	6.44%	6.35%
Roller Skating	6.22%	6.34%	6.16%
Ice Skating	5.91%	5.87%	5.93%
Saltwater Fishing	5.75%	6.18%	6%
Backpacking/Hiking	4.62%	5.09%	5.02%
Camping Trips	4.6%	4.93%	5.35%
Hunting	4.53%	4.79%	5.04%
Racquetball	4.23%	4.48%	4.21%
Hockey	4.05%	4.29%	4.11%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	4.04%	4.18%	4.24%
Target Shooting	4%	4.34%	4.28%
Snorkeling	4%	3.95%	4.11%
Jet Skiing	3.99%	3.99%	4.05%
Skateboarding	3.95%	4.05%	3.98%
Canoeing/Kayaking	3.8%	4.01%	4.08%
Fly Fishing	3.77%	3.81%	3.88%
Motorcycling	3.6%	3.79%	3.78%
Horseback Riding	3.35%	3.57%	3.64%
Downhill & X-Country Skiing	3.32%	3.5%	3.47%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.15%	3.15%	3.23%
Water Skiing	3.15%	3.28%	3.27%
Snowboarding	3.1%	3.11%	3.13%
Sailing	2.73%	2.81%	2.82%
Martial Arts	2.54%	2.78%	2.68%
Surfing & Windsurfing	2.42%	2.48%	2.5%
Rock Climbing	2.35%	2.41%	2.39%
Rowing	2.14%	2.33%	2.22%
Archery	2.08%	2.15%	2.2%
Auto Racing	1.72%	1.81%	1.83%

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

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

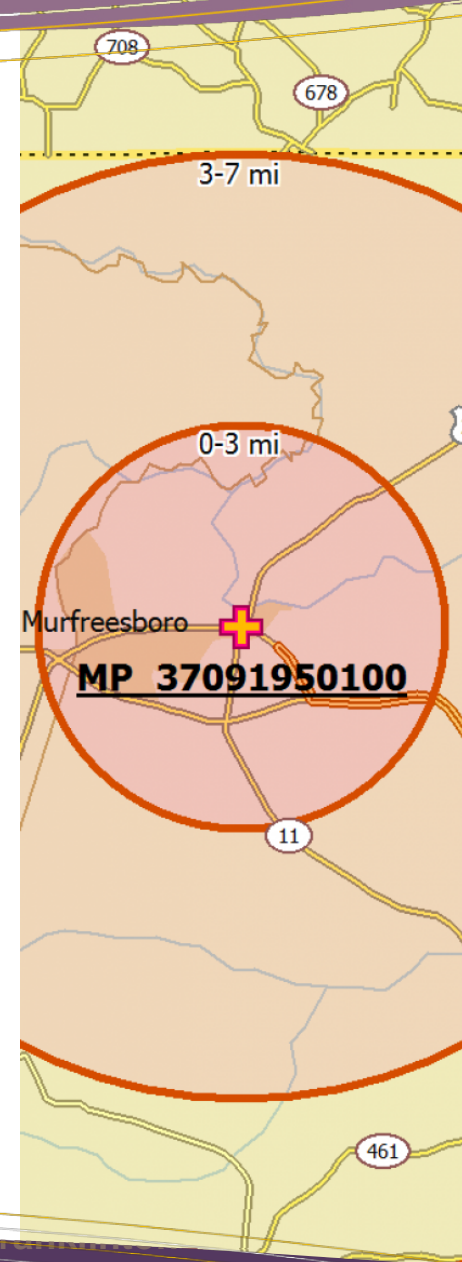
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

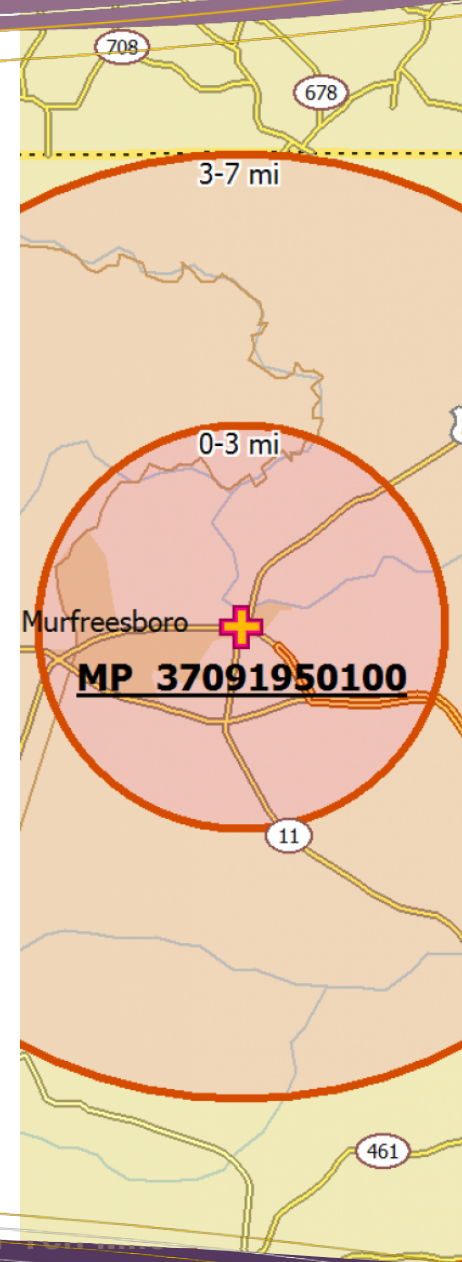
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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





# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	56%	55%	56%
Like Control Over People And Resources	43%	43%	43%
Speak My Mind Even If It Upsets People	43%	43%	43%
Find It Difficult To Say No To My Kids	38%	38%	38%
Woman's Place Is In The Home	36%	36%	36%
Too Much Sponsorship In Arts/Sports	34%	33%	33%
Don't Judge People/Way They Live Life	33%	32%	33%
Like To Do Unconventional Things	29%	29%	29%
I Am A Workaholic	28%	27%	27%
Prefer To Have Few Possessions As Possible	27%	27%	27%
If Won Lottery Would Never Work Again	27%	27%	27%
Money Is Best Measure Of Success	24%	25%	24%

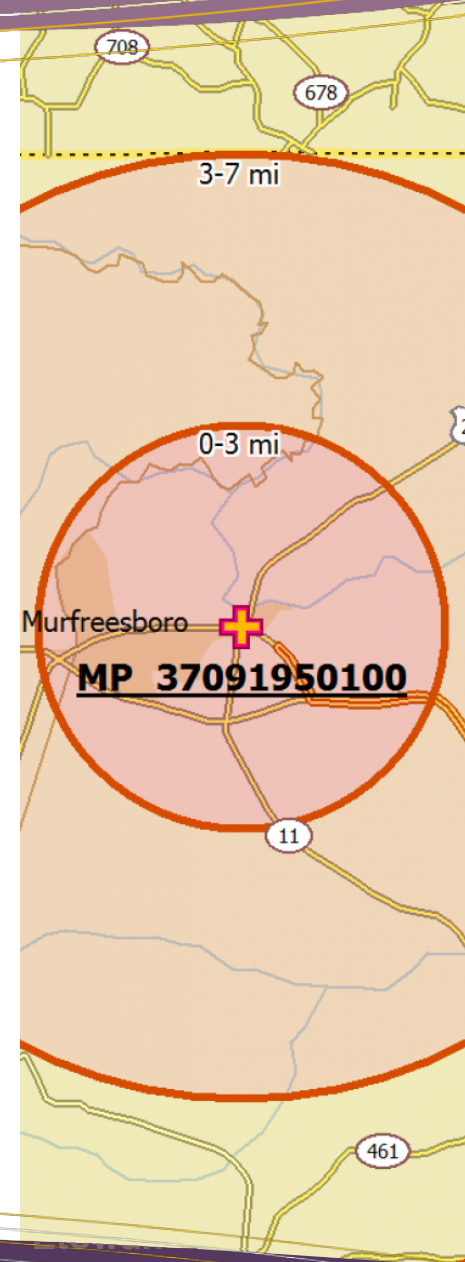
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	23%	23%
Marijuana Should Be Legalized	21%	21%	21%
We Should Strive for Equality for All	20%	19%	20%
Friends More Important Than My Fam.	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	17%	17%	17%
Happy With My Standard Of Living	13%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
I Am A Perfectionist	11%	11%	10%
Very Happy With My Life As It Is	11%	10%	10%
More Important Do Duty Than Enjoy Life	10%	10%	10%



## 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:

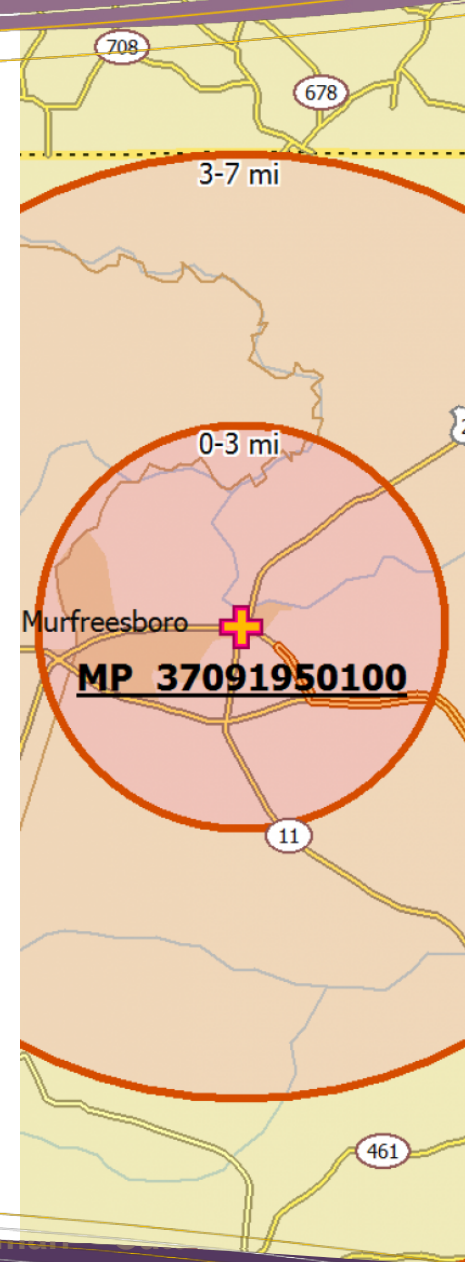
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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
You Should Seize Opportunities In Life	59%	58%	58%
Important To Respect Customs And Beliefs	56%	57%	56%
Prefer Work Part Of Team Than Alone	42%	42%	41%
Like To Understand About Nature	39%	38%	38%
Important To Juggle Various Tasks	37%	37%	37%
Important Feel Respected By My Peers	33%	33%	33%
Good At Fixing Things	32%	32%	32%
Have Keen Sense Of Adventure	30%	29%	29%
Prefer To Have Few Possessions As Possible	27%	27%	27%
Provide My Kids With The Little Extras	26%	26%	26%
People Have To Take Me As They Find Me	24%	24%	24%
Consider Myself Interested In The Arts	23%	23%	23%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	23%	23%	23%
Try Not To Worry About The Future	19%	18%	18%
Like To Just Enjoy Life	18%	18%	18%
Real Men Don't Cry	18%	18%	18%
Worried About Pollution Caused By Cars	16%	17%	16%
Enjoy Spending Time With My Fam.	15%	14%	15%
Is An Important Part Of Who I Am	13%	13%	13%
Children Should Be Allowed To Express Themselves	9%	9%	9%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	5%	5%	5%
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	88.03%	87.78%	88.19%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.9%	77.83%	77.35%
Houses-Visit Any			
McDonald's	56.39%	56.26%	56.51%
Kentucky Fried Chicken (KFC)	41.69%	40.88%	41.12%
Burger King	40.03%	39.86%	39.88%
Wendy's	35.82%	35.4%	35.27%
Subway	31.68%	31.45%	31.79%
Pizza Hut	27.77%	27.43%	27.64%
Applebee's	27.08%	27.39%	27.24%
Taco Bell	25.8%	25.59%	26.14%
Popeyes	22.03%	21.22%	21.34%
Arby's	21.83%	21.88%	21.88%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	21.34%	21.44%	21.22%
Domino's Pizza	19.95%	19.68%	19.89%
Golden Corral	18.47%	18.37%	18.3%
Olive Garden	18.03%	18.28%	17.97%
Dairy Queen	17.45%	16.99%	17.78%
Chick-Fil-A	17.44%	18.07%	17.35%
IHOP (International House Of Pancakes)	17.26%	17.5%	17.09%
Church's Fried Chicken	16.24%	15.6%	15.74%
TGI Friday's	15.44%	15.65%	15.07%
Sonic	14.87%	14.6%	15.22%
Ruby Tuesday	14.07%	14.12%	13.8%
Hardee's	13.98%	13.59%	13.95%

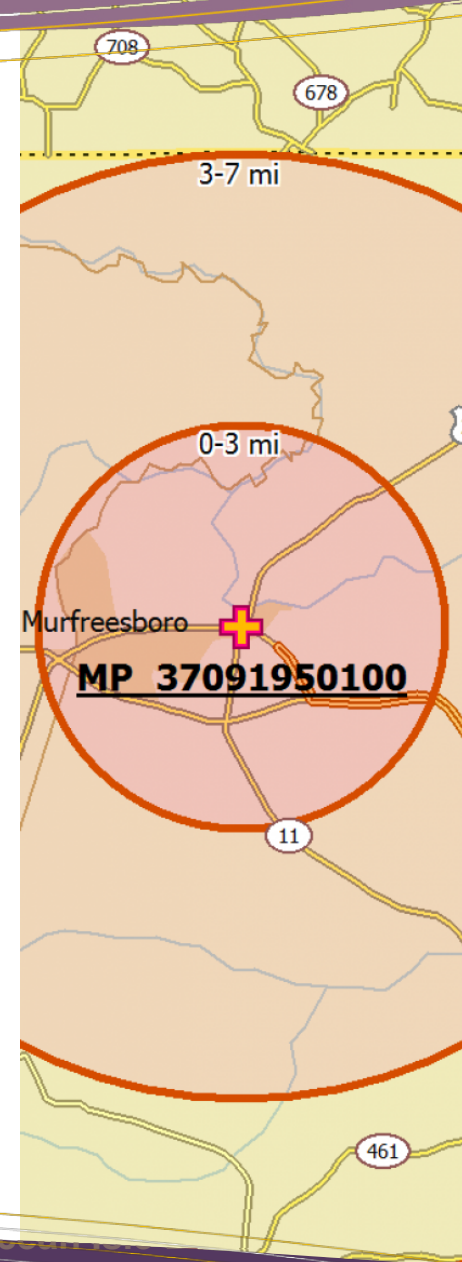


## Potential Shared Projects

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.

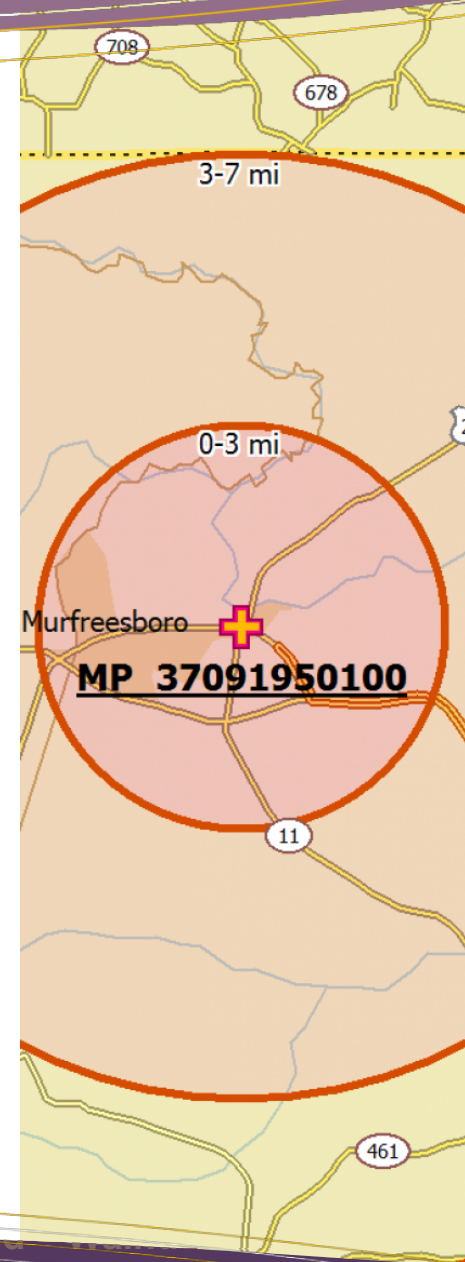
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	41.54%	42.69%	41.32%
Recycled products	22.99%	24.1%	23.19%
Engaged in fund raising	11.27%	11.68%	11.04%
Worked as volunteer (non political)	10.84%	11.17%	10.97%
Religious club member	8.94%	9.27%	8.93%
Church Board	8.87%	9.26%	8.72%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.03%	5.42%	5%
Took active part in local civic issue	4.63%	4.74%	4.61%
Wrote to editor of mag or newspaper	4.14%	4.19%	4.15%
Charitable Organization	3.87%	4.08%	3.84%
Fraternal order member	3.83%	4.04%	3.8%
Addressed a public meeting	3.71%	3.88%	3.72%

## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Children's Books	12.92%	13.16%	12.83%
Novel	12.47%	13.06%	12.54%
Religious (not Bibles)	10.85%	11.16%	10.68%
Cookbooks	7.81%	7.89%	7.92%
Romance	6.43%	6.49%	6.29%
Mystery	6.07%	6.2%	6.17%
Personal/Business	5.76%	6.09%	5.72%
Self-help			
Biography	5.46%	5.73%	5.41%
Mail order	4.96%	5.01%	4.84%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	66.7%	67.18%	65.98%
Gen. Editorial	57.93%	57.8%	57.06%
Womens	51.44%	51.88%	50.84%
Service	27.28%	27.33%	27.54%
Business/Finance	24.5%	25.01%	23.96%
Music	24.25%	24.11%	23.53%
Mens	20.78%	20.7%	20.57%
Parenthood	15.22%	14.84%	15.25%
Health	14.87%	15%	14.76%

# 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	45.5%	46.26%	45.58%
Classified	29.4%	29.14%	29.38%
Sport	27.96%	28.29%	27.79%
Editorial Page	22.8%	23.33%	22.93%
Business/Finance	22.35%	23.05%	22.24%
Movie Listings & Reviews	22.06%	22.5%	21.8%
TV/Radio Listings	21.26%	21.41%	21.16%
Food/Cooking	20.67%	21.16%	20.66%
Comics	19.43%	19.47%	19.68%
Fashion	17.53%	18.07%	17.23%
Home/Gardening	17.02%	17.75%	17.08%
Travel	16.24%	17.02%	16.07%
Science/Technology	13.41%	14.19%	13.48%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	53.49%	52.87%	51.4%
Jazz	17.69%	18.21%	17.22%
CHR Contemp Hit Radio	16.05%	16.59%	16.2%
Variety	12.38%	12.66%	12.27%
Gospel	10.59%	10.42%	10.19%
All News	8.88%	9.55%	8.64%
Oldies	8.02%	7.92%	8.05%
Adult Contemporary	7.37%	7.17%	7.69%
Religious	5.67%	6.04%	5.76%
Country	5.16%	5.02%	6.26%
Soft Contemporary	4.85%	5%	4.8%
News/Talk	4.62%	4.9%	4.76%
Rock	3.5%	3.6%	3.74%
All Talk	3.35%	3.66%	3.28%
Alternative	2.99%	2.83%	3.08%
Sports	2.93%	3.12%	2.92%
Adult Standards	2.76%	3.02%	2.79%
Hispanic	2.62%	2.95%	3.22%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.41%	61.86%	61.58%
Soapnet	50.72%	50.81%	50.61%
Other Video-On-Demand	49.86%	48.12%	49.8%
Satellite Dish	47.72%	47.97%	47.96%
Sci-Fi Channel	35.18%	35.48%	35.42%
Subscribe Digital Cable	34.26%	34.92%	33.91%
MSNBC	34.01%	33.56%	34.12%
Adult Pay Per View TV	32.55%	32.78%	33.03%
TV Info From Sunday TV Magazine	27.1%	27.49%	27.19%
TV Info From Newspapers	25.67%	25.86%	25.59%
Nickelodeon	25.62%	25.34%	25.8%
Nick At Nite	25.26%	24.86%	25.22%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	25.23%	24.94%	25.22%
Lifetime	23.78%	23.53%	23.63%
Comedy Central	23.63%	24.03%	23.55%
Hallmark Channel	23.52%	23.64%	23.66%
TV Info From Other	22.07%	22.27%	21.86%
The Golf Channel	22%	22.3%	22.07%
HGTV (and Garden Television)	21.71%	21.78%	21.43%
BET (Black Entertainment TV)	21.52%	20.64%	21.3%
TV Info From Monthly Cable Guide	21.27%	20.97%	21.27%
TV Land	20.81%	20.38%	20.44%
USA Network	20.8%	21.19%	20.95%
ABC Fam.	20.74%	20.53%	20.64%

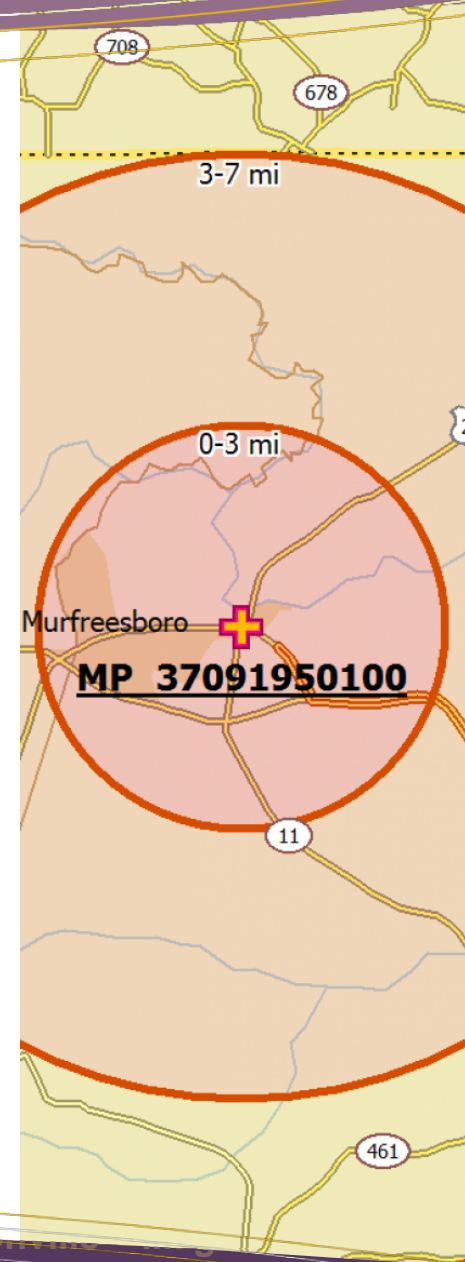


## Communication Media Usage

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+)	14.9%	15.26%	14.94%
Medium Users (4-6)	7.12%	7.3%	7.22%
Light Users (1-3)	17.66%	18.31%	17.65%
Quintiles (20%)			
Newspaper I (Heavy)	0.68%	0.53%	0.7%
Newspaper II	1.66%	1.72%	1.61%
Newspaper III	2.06%	2.16%	1.97%
Newspaper IV	0.34%	0.27%	0.35%
Newspaper V (Light)	0.79%	0.64%	0.74%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.03%	21.47%	21.6%
Magazines II	10.18%	10.03%	9.9%
Magazines III	10.72%	10.51%	10.57%
Magazines IV	14.95%	14.52%	14.51%
Magazines V (Light)	1.55%	1.61%	1.5%
Outdoor I (Heavy)	9.92%	9.68%	9.88%
Outdoor II	6.37%	6.03%	6.15%
Outdoor III	6.32%	6.08%	6.11%
Outdoor IV	17.11%	17.21%	17.07%
Outdoor V (Light)	24.31%	24.24%	24.29%
Yellow Pages I (Heavy)	17.09%	17.06%	16.96%
Yellow Pages II	10%	9.95%	9.74%
Yellow Pages III	12.17%	11.41%	11.75%
Yellow Pages IV	25.8%	25.39%	25.72%
Yellow Pages V (Light)	5.66%	5.36%	5.51%

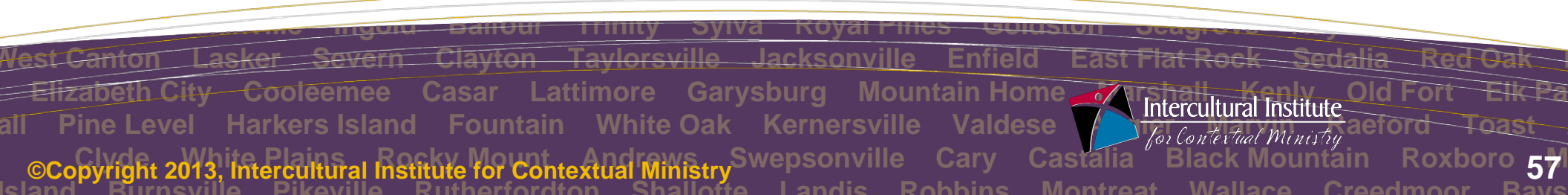


# Potential Multimedia Usage

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)	2.26%	2.38%	2.22%
Drive Time III (Medium)	1.2%	1.21%	1.18%
Radio IV & V (Light)	3.06%	3.14%	2.86%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.67%	11.99%	12.3%
Radio III (Medium)	3.3%	3.33%	3.26%
Radio IV & V (Light)	4.75%	4.83%	4.73%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.58%	11.93%	11.78%
Cable III (Medium)	5.57%	5.27%	5.46%
Cable IV & V (Light)	43.08%	42.23%	42.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.06%	4.17%	4.06%
Prime Time III (Medium)	1%	1%	0.99%
Prime Time IV & V (Light)	9.9%	9.01%	9.69%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.49%	38.72%	38.3%
Fringe III (Medium)	55.69%	55.12%	55.48%
Fringe IV (Light)	56.56%	56.19%	56.32%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.22%	17.02%	16.78%
All Day III (Medium)	25.6%	25.06%	25.59%
All Day IV (Light)	24.09%	23.1%	23.19%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.77%	10.99%	10.66%
6:00am - 10:00am	16.28%	16.51%	15.9%
10:00am - 3:00pm	14.89%	14.33%	14.23%
3:00pm - 7:00pm	17.15%	16.21%	16.8%
7:00pm - Midnight	11.94%	11.71%	11.77%
Midnight - 6:00am	9.86%	9.36%	9.62%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.51%	14.1%	14.33%
6:00am - 10:00am	2.11%	2.12%	2.05%
10:00am-3:00pm	5.73%	6.05%	5.58%
3:00pm - 7:00pm	7.47%	7.15%	7.3%
7:00pm - Midnight	11.35%	10.88%	10.97%
Midnight - 6:00am	15.74%	15.08%	15.19%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.24%	5.17%	5.38%
Saturday: 8:00-11:00pm	8.95%	9.01%	8.75%
Sunday: 7:00-11:00pm	8.86%	8.4%	8.82%
9:00am-1:00pm	25.26%	24.86%	25.22%
9:00am-4:00pm	29.93%	29.72%	29.86%
4:00pm-7:00pm	34.37%	34.5%	33.85%
11:00pm-1:00am	46.19%	45.53%	46.17%
AVG Prime time	6.92%	6.65%	6.7%
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	14.52%	13.68%	14.48%
7-9am	19.76%	19.72%	19.52%
9am-12noon	18.77%	18.91%	18.9%
12noon-4pm	11.16%	10.81%	10.96%
4-6pm	51.08%	51.68%	50.78%
6-7pm	17.16%	17.19%	17.2%
7-7:30pm	2.21%	2.35%	2.2%
7:30-8pm	12.61%	12.69%	12.73%
8-11pm	5.24%	5.17%	5.38%
11pm-12am	34.01%	33.56%	34.12%
11pm-1am	46.19%	45.53%	46.17%
1-6am	33.86%	33.66%	33.53%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.55%	15.5%	15.37%
Sat: 10am-1pm	9.14%	9.11%	9%
Sat: 1-4pm	24.64%	24.49%	24.51%
Sat: 4-6pm	7.85%	7.92%	7.68%
Sat: 6-7pm	1.66%	1.73%	1.62%
Sat: 7-8pm	1.1%	1.1%	1.08%
Sat: 8-11pm	8.95%	9.01%	8.75%
Sat: 11pm-1am	7.95%	8.01%	7.62%
Sat: 1am-7pm	20.8%	21.19%	20.95%
Sun: 7-10am	2.55%	2.62%	2.58%
Sun: 10am-1pm	4.9%	4.9%	4.9%
Sun: 1-4pm	4%	4.02%	4.07%
Sun: 4-7pm	10.34%	10.3%	10.43%
Sun: 7-11pm	8.86%	8.4%	8.82%
Sun: 11pm-1am	5.47%	5.16%	5.34%
Sun: 1-7am	19.28%	19.12%	19.28%





# 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.



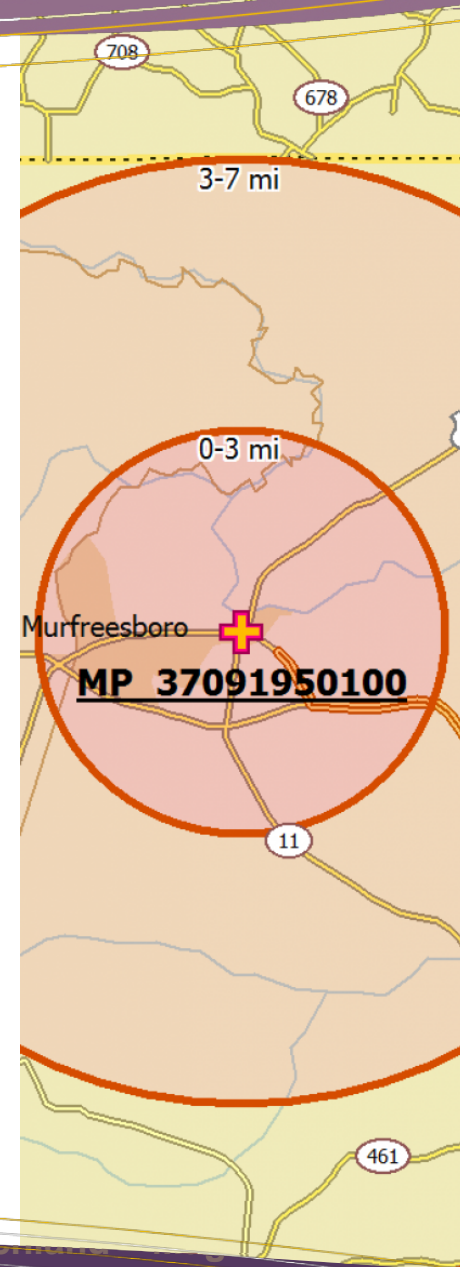


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

1. 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.



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Murfreesboro	200 W Main St Murfreesboro, NC 27855	1.22 mi	138	Plateauing
2	Meherrin	519 Meherrin Ln Murfreesboro, NC 27855	1.24 mi	133	Declining
3	Ashley's Grove	2152 Ashleys Grove Rd Conway, NC 27820	5.56 mi	61	Plateauing
4	Buckhorn	1243 US Highway 258 N Como, NC 27818	6.37 mi	71	Growing
5	Roberts Chapel	2617 Britton Rd Pendleton, NC 27862	6.43 mi	40	Declining
6	Severn	305 Main St Severn, NC 27877	7.16 mi	46	Declining
7	Conway	229 N Church St Conway, NC 27820	7.65 mi	133	Plateauing
8	Winton	203 S Main St Winton, NC 27986	9.59 mi	86	Plateauing
9	Woodland	116 W Main St Woodland, NC 27897	10.34 mi	47	Declining
10	Potecasi	3264 NC Highway 35 Woodland, NC 27897	10.35 mi	51	Declining
11	Menola	938 Menola Saint John Rd Woodland, NC 27897	10.35 mi	19	Declining
12	Bethlehem	1024 NC Highway 561 E Ahoskie, NC 27910	11.10 mi	3	Declining
13	Center Grove	826 Center Grove Rd Ahoskie, NC 27910	11.10 mi	110	Growing
14	Earlys	310 Early Station Rd S Ahoskie, NC 27910	11.10 mi	52	Declining
15	Ahoskie First - Ahoskie	312 Main St W Ahoskie, NC 27910	11.10 mi	225	Plateauing



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Saint Johns	1650 NC Highway 461 Ahoskie, NC 27910	11.10 mi	58	Declining
17	Union	431 Boone Farm Rd Ahoskie, NC 27910	11.10 mi	87	Growing
18	Mount Tabor	807 US Highway 158 W Ahoskie, NC 27910	11.10 mi	53	Declining
19	Brantleys Grove	601 Ahoskie Cofield Rd Ahoskie, NC 27910	11.38 mi	35	Declining
20	Creeksville	126 Jenkins Mill Rd Conway, NC 27820	12.27 mi	67	Plateauing
21	Creech Memorial	501 Lloyd St S Ahoskie, NC 27910	12.69 mi	43	Plateauing
22	Margarettsville	2921 Tower Rd Margarettsville, NC 27853	12.79 mi	20	Declining
23	Eure - Eure	292 Corner High Rd Eure, NC 27935	13.02 mi	67	Declining
24	Cool Spring - Eure	1460 NC Highway 137 237 Eure, NC 27935	13.09 mi	61	Declining
25	Lasker	205 E Church St Lasker, NC 27845	13.43 mi	25	Plateauing
26	Aulander	109 Harmon St Aulander, NC 27805	14.73 mi	59	Plateauing
27	Holly Springs	703 River Rd Cofield, NC 27922	15.34 mi	40	Growing
28	Hortons	810 Hortons Church Rd Aulander, NC 27805	16.14 mi	10	Plateauing
29	Pleasant Grove	221 Pleasant Grove Road Aulander, NC 27805	16.14 mi	25	Declining
30	Oak Grove	1437 NC Highway 11 S Aulander, NC 27805	16.14 mi	63	Declining



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Connaritsa	2016 NC Highway 305 Aulander, NC 27805	16.14 mi	38	Declining
32	Powellsville	307 West Main St Powellsville, NC 27967	17.15 mi	47	Declining
33	Rich Square	116 W Jackson St Rich Square, NC 27869	17.25 mi	48	Declining
34	Mount Carmel	3578 Mount Carmel Rd Seaboard, NC 27876	17.60 mi	24	Plateauing
35	Galatia	1219 Galatia Rd Seaboard, NC 27876	17.60 mi	165	Plateauing
36	Reynoldson - Gates	73 Reynoldson Rd Gates, NC 27937	17.69 mi	106	Plateauing
37	Sandy Run	310 E Church St Roxobel, NC 27872	18.58 mi	60	Plateauing
38	Jackson	306 N Church St Jackson, NC 27845	18.69 mi	44	Declining
39	Gatesville - Gatesville	201 Court St Gatesville, NC 27938	19.00 mi	65	Insufficient Data
40	Harrellsville	206 E Main St Harrellsville, NC 27942	19.36 mi	50	Plateauing
41	Seaboard	310 S Main St Seaboard, NC 27876	19.66 mi	42	Declining
42	Kelford	103 Church St Kelford, NC 27847	19.69 mi	26	Insufficient Data
43	Mars Hill	1325 Meadow Rd Colerain, NC 27924	20.49 mi	56	Declining
44	Holly Grove	2136 US Hwy 13 North Ahoskie, NC 27910	20.70 mi	9	Declining
45	Christian Harbor	1432 Swains Mill Rd Harrellsville, NC 27942	20.97 mi	43	Plateauing



6 Wateroak Court  
North Augusta, SC 29841

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In Partnership with:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
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