MissionSite

top unreached locations

BATH, NC

CENSUS TRACT: 37013990700
REGION: Region 2: Central Coast
COUNTY: Beaufort
SITESCAPE: Countryscape
DENSITY PATTERN: E1

iMultiply
CONGREGATIONAL
REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
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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 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37013	Beaufort
4	Zipcode	27808	Beaufort
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.13	Remote area adjacent to a small town
8	Sitescape Density Pattern	E1	0-10000-10000

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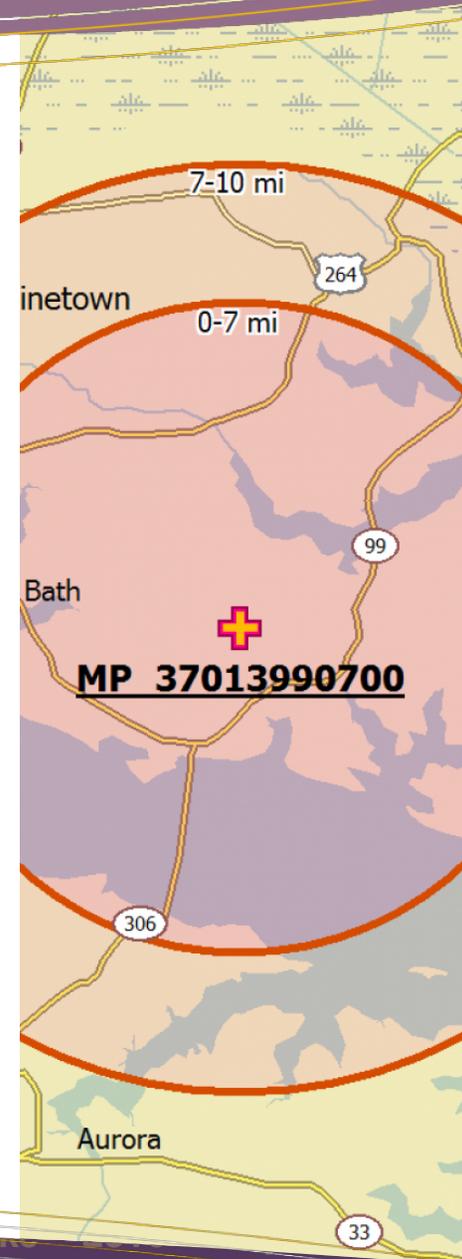
Site Location Summary - Map of the Site Location
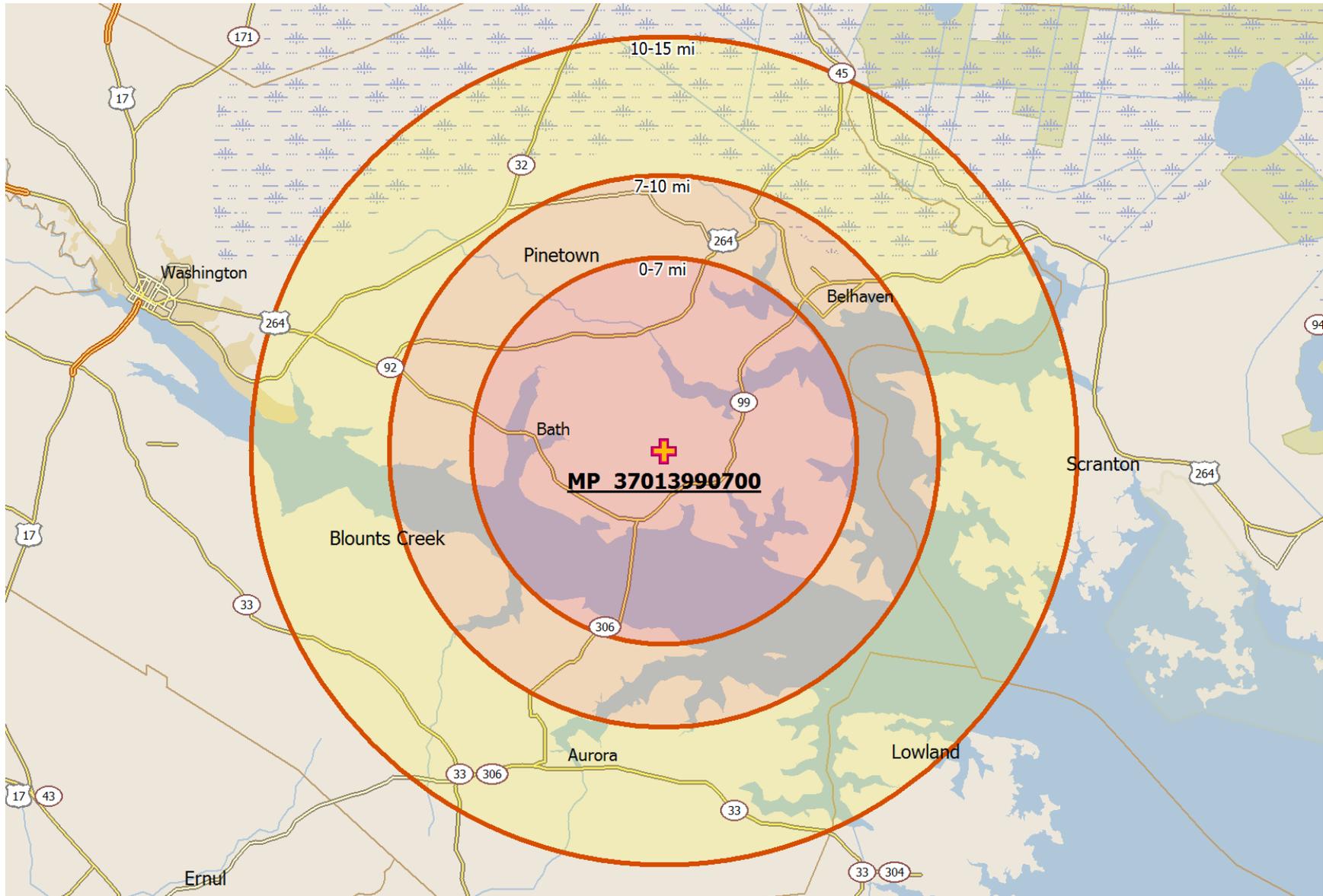
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	22	Rural commuting: Secondary flow 30% to 50% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	14	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	4,423	3,741	16,368
2010 Households	1,937	1,573	7,035
2010 Group Quarters Population	0	70	38

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	8	9
Language Diversity National Index	0	15	10
Foreign Born Diversity National Index	0	13	18
Ancestry Diversity National Index	0	38	24
Racial Diversity National Index	0	33	61

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	236	12.18%
Mainstay Communities	Established, Diverse Households	238	12.29%
Working Communities	Blue-collar, Working Families	170	8.78%
Country Communities	Rural, Agri. & Mining Families	956	49.35%
Aspiring Communities	Young Singles / Aspiring-Multihousing	235	12.13%
Urban Communities	High Density, Inner-city Neighborhoods	98	5.06%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3.   Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4.   Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5.   The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

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Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	13,323	1,248	9.36%
Unreached %	66.97%	64.41%	96.17
Religious But NOT Evangelical HH	4,148	285	6.86%
Religious But NOT Evangelical %	20.85%	14.69%	70.47
Spiritual But NOT Relig or Evang HH	1,620	276	17.04%
Spiritual But NOT Relig or Evang %	8.14%	14.26%	175.05
Not Evangelical, Not Interested HH	7,806	688	8.81%
Not Evangelical, Not Interested %	39.24%	35.5%	90.47

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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	12	0	0%
Active BCNC Attenders	952	0	0%
Active Evangelical Households	5,562	173	3.11%
Active Evangelical Percent	27.96%	29.31%	104.85
Inactive Evangelical Households	1,009	32	3.2%
Inactive Evangelical Percent	5.07%	5.47%	107.78
# New Churches Needed	0	0	0%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Smithton First - Pinetown	6.47 mi	0	Insufficient Data
2	Belhaven - Belhaven	10.07 mi	122	Declining
3	South Creek - Aurora	10.08 mi	17	Declining
4	Pinetown - Pinetown	11.44 mi	12	Plateauing
5	Aurora First - Aurora	12.24 mi	29	Declining
6	Love - Washington	15.77 mi	20	Declining
7	Sladesville - Scranton	16.09 mi	0	Insufficient Data
8	Washington First - Washington	16.47 mi	375	Plateauing
9	West End - Washington	16.94 mi	15	Plateauing
10	Chocowinity First - Chocowinity	17.39 mi	67	Growing
11	Igl Bau Alfa Y Omega	19.23 mi	145	Growing
12	Rosedale - Washington	19.33 mi	0	Insufficient Data
13	Washington Second - Washington	19.73 mi	150	Growing
14	Riverview - Wash	20.47 mi	48	Plateauing
15	Bayboro Missionary - Bayboro	22.33 mi	65	Insufficient Data

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Rose Bay - Swanquarter	22.41 mi	0	Insufficient Data
17	Cedar Branch - Jamesville	22.68 mi	179	Plateauing
18	Piney Grove - Williamston	22.74 mi	173	Growing
19	Riverside Mission - Plymouth	23.16 mi	0	Insufficient Data
20	Jamesville First - Jamesville	24.70 mi	43	Growing
21	Temple - New Bern	25.35 mi	1,455	Growing
22	Karen Baptist Church	25.35 mi	0	Insufficient Data
23	Swan Quarter - Swanquarter	25.48 mi	46	Plateauing
24	Pactolus - Greenville	27.56 mi	79	Plateauing
25	Plymouth First - Plymouth	27.64 mi	174	Declining
26	Spring Garden - New Bern	27.91 mi	116	Declining
27	Reddicks Grove - Williamston	28.25 mi	75	Declining
28	Tabernacle - New Bern	29.03 mi	358	Declining
29	New Bern First - New Bern	29.07 mi	277	Growing
30	Crossroads - New Bern	29.59 mi	161	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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	42,283	3,644	8.62%
2000 Population	44,958	4,130	9.19%
2010 Population	46,695	4,423	9.47%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	16,157	1,407	8.71%
2000 Households	18,319	1,734	9.47%
2010 Households	19,894	1,937	9.74%

Location Types in this MissionSite
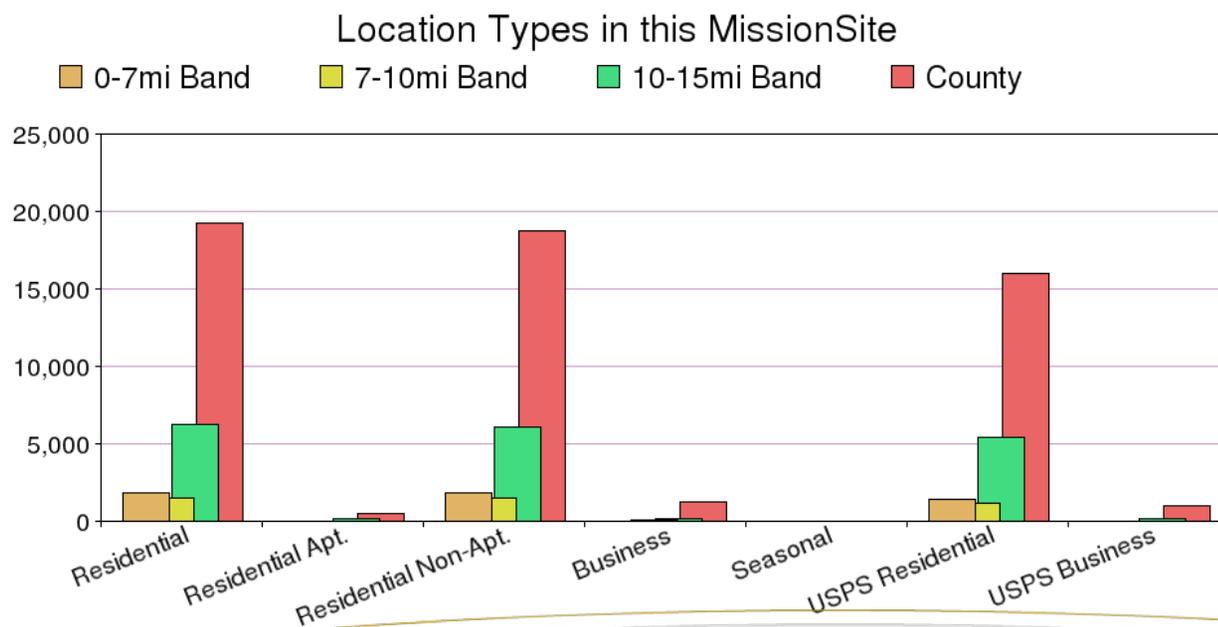
Location Type	0-7mi Band
Residential	1,834
Residential Apt.	4
Residential Non-Apt.	1,830
Business	39
Seasonal	0
USPS Residential	1,394
USPS Business	19

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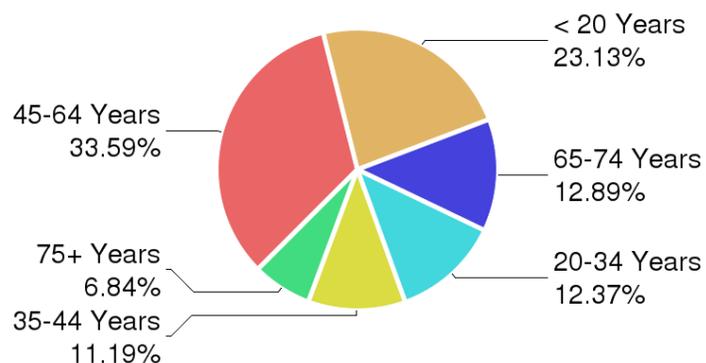
A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

Age Group Percentages

- < 20 Years 23.13%
- 65-74 Years 12.89%
- 20-34 Years 12.37%
- 35-44 Years 11.19%
- 75+ Years 6.84%
- 45-64 Years 33.59%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.34%	3.39%	78.11
4-5 Years	2.49%	1.02%	40.96
6-8 Years	3.91%	3.03%	77.49
9-11 Years	3.79%	4.54%	119.79
12-13 Years	2.45%	3.07%	125.31
14-17 Years	4.71%	4.86%	103.18
18-19 Years	2.3%	3.12%	135.65
0-5 Years	6.83%	4.41%	64.57
6-12 Years	8.92%	8.89%	99.66
13-19 Years	8.23%	9.74%	118.35
< 20 Years	23.98%	23.04%	96.08
20-34 Years	15.43%	12.32%	79.84
35-44 Years	10.88%	11.15%	102.48
45-64 Years	29.51%	33.46%	113.39
65-74 Years	11.66%	12.84%	110.12
75+ Years	8.53%	6.81%	79.84
Median Age	45	46	101.95
Median Age (Male)	43	45	106.64
Median Age (Female)	46	46	99.4

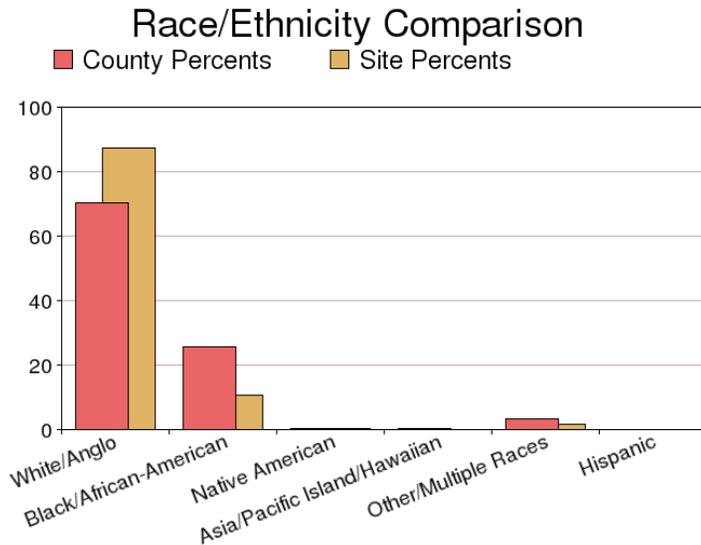Intercultural Institute
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Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	70.35%	87.25%	124.02
Black, African-American	25.69%	10.65%	41.45
Native American	0.25%	0.27%	107.36
Asian	0.36%	0.09%	25.29
Pacific Island, Hawaiian	0.02%	0.02%	95.98
Other/Multiple Races	3.33%	1.72%	51.66
Hispanic	0%	2.19%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	32,998	3,220	
Less than 9th Grade	4.99%	4.16%	119.94
No High School Diploma	10.86%	9.16%	118.55
High School Graduate	39.28%	41.21%	95.31
Some College, no degree	16.66%	15.71%	106.03
Associate Degree	9.45%	8.7%	108.66
College Degree	13.23%	14.35%	92.24
Graduate/Prof. degree	5.52%	6.71%	82.36

Race/Ethnicity Comparison

■ County Percents ■ Site Percents

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Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	10.46%	6.71%	73.44
$10,000 to $19,999	15.59%	12.13%	77.83
$20,000 to $29,999	13.33%	11%	82.52
$30,000 to $49,999	20.76%	21.32%	102.73
$50,000 to $59,999	8.97%	11.51%	128.31
$60,000 to $69,999	7.21%	8.05%	111.65
$70,000 to $79,999	5.73%	6.3%	109.91
$80,000 to $89,999	4.38%	4.9%	111.89
$90,000 to $99,999	2.9%	3.46%	119.47
$100,000 to $124,999	5.14%	6.5%	126.5
$125,000 to $149,999	1.8%	0.88%	48.63
$150,000 to $199,999	1.94%	3.15%	162.73
$200,000 to $249,999	0.35%	0.98%	278.77
$250,000 or more	1.45%	2.43%	167.61
Median Household	39,499	49,953	126.47
Average Household	52,757	69,324	131.4
Per Capita Household	22,706	30,360	133.71
Family/Non-Family Household Income			
Median Family Income	51,043	60,228	117.99
Average Family Income	63,727	81,735	128.26
Median Non-Family Income	20,896	28,960	138.59
Average Non-Family Income	29,123	31,070	106.69

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Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.3%	70.42%	103.11
Families with Children	30.26%	27.72%	91.62
Families without Children	38.04%	42.69%	112.25
Non-Family Households			
% Non-Family Households	31.7%	29.58%	93.31
Non-Families with Children	0.08	0.05	64.19
Non-Families without Children	31.62	29.53	93.38
Housing Units			Index
Total Housing Units	24,219	2,638	
Vacant percent	17.86%	26.57%	148.8
Owned percent	61.66%	63.31%	102.66%
Rented Percent	20.48%	10.12%	49.42
Households by Size			Index
Avg household size	2.32	2.28	98.28
Avg family hh size	2.88	2.77	96.18
Avg non-family hh size	1.12	1.12	100
Households By Count of Persons			Percent
One	5,463	528	9.67%
Two	7,640	796	10.42%
Three or Four	5,590	536	9.59%
Five+	1,201	77	6.41%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	42,283	3,644	8.62%
2000 Population	44,958	4,130	9.19%
2010 Population	46,695	4,423	9.47%
2015 Population	48,094	4,557	9.48%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	16,157	1,407	8.71%
2000 Households	18,319	1,734	9.47%
2010 Households	19,894	1,937	9.74%
2015 Households	20,428	1,994	9.76%

Household Change from 1985 to 2030
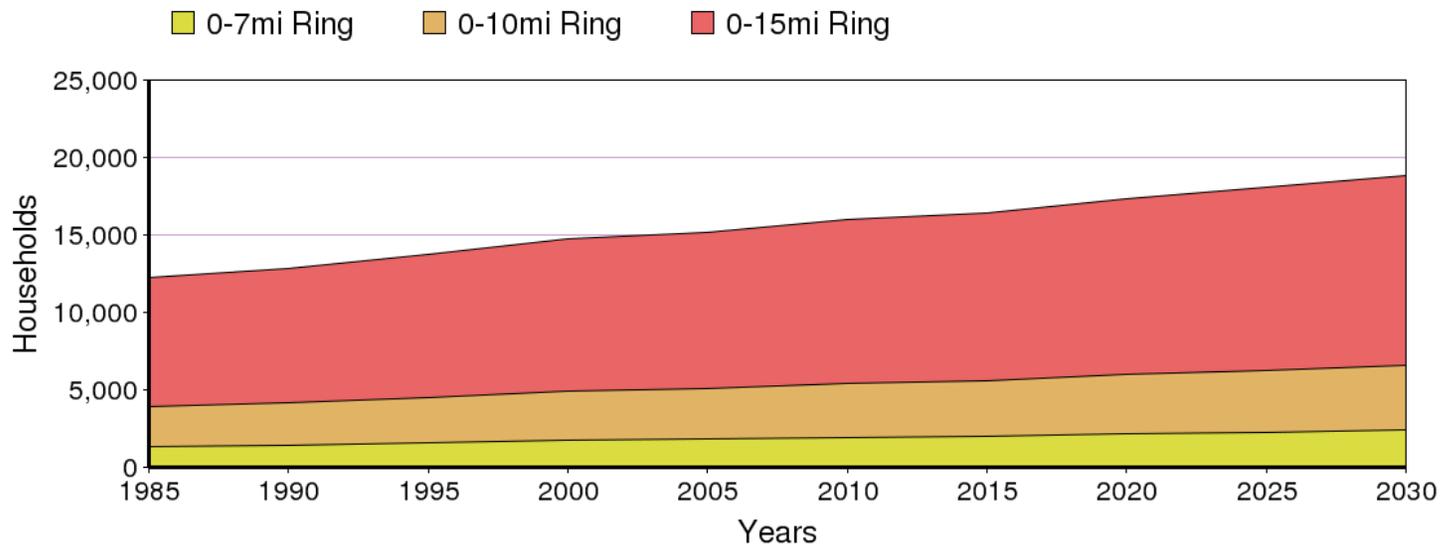
■ 0-7mi Ring   ■ 0-10mi Ring   ■ 0-15mi Ring

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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

- < 20 Years 21.91%
- 65-74 Years 15.65%
- 20-34 Years 13.32%
- 35-44 Years 10.01%
- 75+ Years 8.37%
- 45-64 Years 30.73%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.39%	2.41%	71.09
4-5 Years	1.02%	0.7%	68.63
6-8 Years	3.03%	2.08%	68.65
9-11 Years	4.54%	4.65%	102.42
12-13 Years	3.07%	3.23%	105.21
14-17 Years	4.86%	5.33%	109.67
18-19 Years	3.12%	3.42%	109.62
0-5 Years	4.41%	3.12%	70.75
6-12 Years	8.89%	8.12%	91.34
13-19 Years	9.74%	10.6%	108.83
< 20 Years	23.04%	21.84%	94.79
20-34 Years	12.32%	13.28%	107.79
35-44 Years	11.15%	9.98%	89.51
45-64 Years	33.46%	30.63%	91.54
65-74 Years	12.84%	15.6%	121.5
75+ Years	6.81%	8.34%	122.47
Median Age	45	48	108.03
Median Age (Male)	43	48	112.67
Median Age (Female)	46	48	103.06

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Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-7 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	87.25%	87.07%	99.8
Black, African-American	10.65%	10.73%	100.77
Native American	0.27%	0.35%	129.41
Asian	0.09%	0.07%	72.79
Pacific Island, Hawaiian	0.02%	0.02%	97.06
Other/Multiple Races	1.72%	1.78%	103.44
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,220	3,347	
Less than 9th Grade	4.16%	3.02%	72.51
No High School Diploma	9.16%	6.9%	75.33
High School Graduate	41.21%	43.41%	105.34
Some College, no degree	15.71%	14.61%	92.97
Associate Degree	8.7%	10.16%	116.82
College Degree	14.35%	15.3%	106.62
Graduate/Prof. degree	6.71%	6.6%	98.43
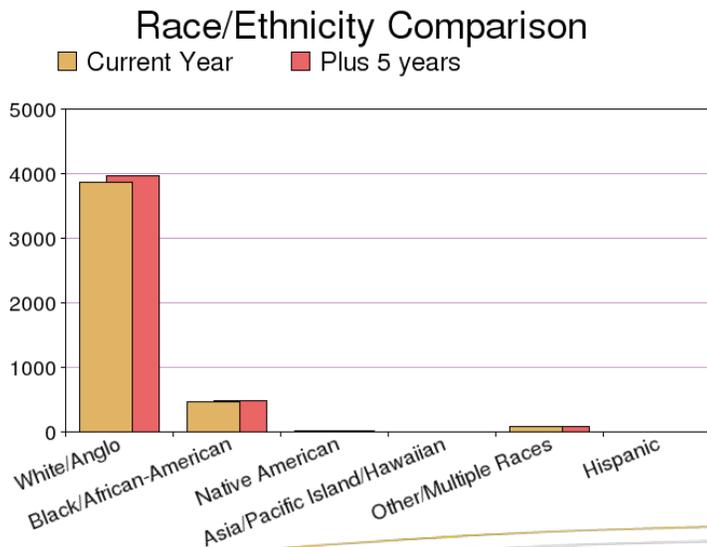
Race/Ethnicity Comparison

Current Year | Plus 5 years

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	6.71%	6.27%	93.41
$10,000 to $19,999	12.13%	11.84%	97.55
$20,000 to $29,999	11%	9.83%	89.39
$30,000 to $49,999	21.32%	20.66%	96.91
$50,000 to $59,999	11.51%	10.63%	92.35
$60,000 to $69,999	8.05%	8.12%	100.88
$70,000 to $79,999	6.3%	6.47%	97.94
$80,000 to $89,999	4.9%	5.27%	104.3
$90,000 to $99,999	3.46%	3.66%	105.84
$100,000 to $249,999	6.5%	8.22%	126.44
$125,000 to $149,999	0.88%	0.95%	108.57
$150,000 to $199,999	3.15%	3.51%	111.47
$200,000 to $249,999	0.98%	1.15%	117.59
$250,000 or more	2.43%	2.96%	121.94
Median Household	49,953	52,448	104.99
Average Household	69,324	73,849	106.53
Per Capita Household	30,360	32,314	106.44
Family/Non-Family Household Income			
Median Family Income	60,228	67,736	112.47
Average Family Income	81,735	88,990	108.88
Median Non-Family Income	28,960	28,427	98.16
Average Non-Family Income	31,070	32,948	106.04
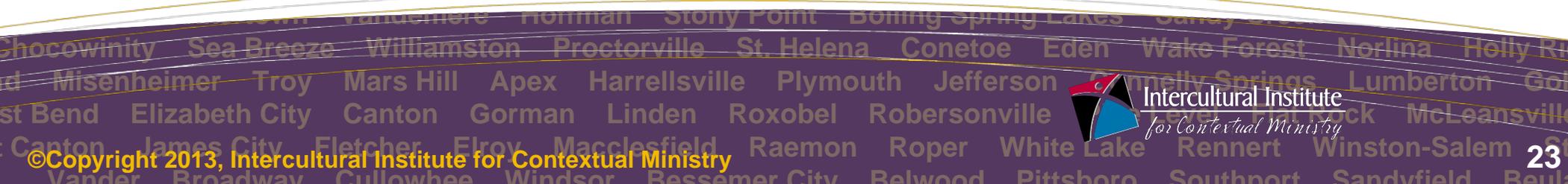
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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	70.42%	69.11%	98.14
Families with Children	27.72	26.63	96.06
Families without Children	42.69	42.18	98.79
Non-Family Households			
% Non-Family Households	29.58%	30.89%	104.43
Non-Families with Children	0.05	0	104.43
Non-Families without Children	29.53	30.89	104.61
Housing Units			
Total Housing Units	2,638	2,710	102.73%
Vacant percent	26.57%	26.42%	99.43
Owned percent	63.31%	63.62%	100.49
Rented Percent	10.12%	9.96%	98.44
Households by Size			
Avg household size	2.28	2.29	100.44%
Avg family hh size	2.77	2.81	101.44%
Avg non-family hh size	1.12	1.10	98.21%
Households By Count of Persons			
One	528	559	105.87%
Two	796	785	98.62%
Three or Four	536	552	102.99%
Five+	77	96	124.68%

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Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	139	61	594
Northern Europe	3	7	10
Western Europe	13	7	26
Southern Europe	8	0	0
Eastern Europe	5	14	0
Other Europe	0	0	0
Eastern Asia	0	0	13
So. Central Asia	0	0	11
SE Asia	0	0	7
Western Asia	2	0	0
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	3	0	1
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	1	9
Central Amer.	93	32	498
South America	2	0	13
North America	10	0	6
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,708	5,577	14,390
Spanish	123	84	724
Other Indo-Euro language	15	23	45
French (incl. Patois, Cajun)	0	6	5
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	10	10	16
Yiddish	0	0	0
Other West Germanic	0	0	3
A Scandinavian Language	0	7	0
Greek	0	0	0
Russian	5	0	0
Polish	0	0	10
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	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	10
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

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Ancestry Summary

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

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	2,164	3,974	11,482
Arab	1	1	0
Armenian	0	0	0
Austrian	0	0	19
British	12	30	19
Canadian	0	0	5
Croatian	0	0	0
Czech	0	4	23
Czechoslovak	0	1	5
Danish	0	3	6
Dutch	99	58	243
English	290	582	1,353
European	5	19	65
Finnish	0	4	10
French (not Basque)	23	60	113
French Canadian	14	12	13
German	69	198	433
Greek	1	0	4
Hungarian	7	5	15
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	147	364	619
Italian	27	54	190
Lithuanian	0	0	0
Norwegian	3	22	44
Polish	0	38	111
Portuguese	0	4	14
Romanian	0	0	0
Russian	8	4	3
Scandinavian	1	0	4
Scotch-Irish	34	74	144
Scottish	43	70	195
Slovak	0	0	8
Subsaharan African	11	1	46
Swedish	8	20	31
Swiss	0	5	31
Ukrainian	0	7	8
US/American	584	1,007	2,644
Welsh	12	19	14
West Indian	2	1	13
Yugoslavian	0	0	0
Other	763	1,307	5,037

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

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Using the Demographic Indicators

*Issues for Your Consideration - continued*

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

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

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

Unreached Households by Lifestyle Segment

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

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

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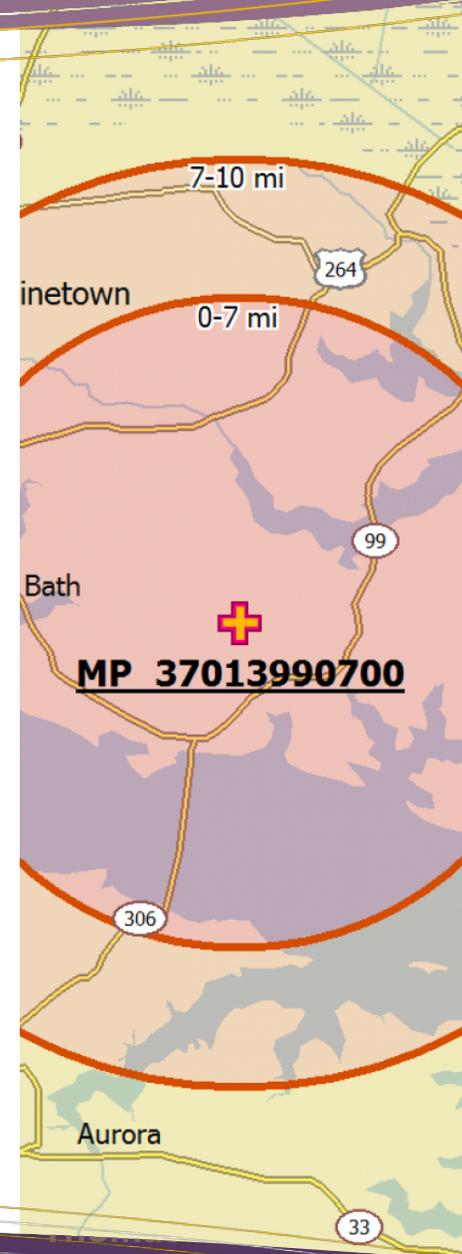
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,937	100%	1,247	100%
AFFLUENT SUBURBIA	60	3.1%	42	3.37%
America's Wealthiest	8	0.41%	6	0.48%
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	52	2.68%	36	2.89%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	176	9.09%	118	9.46%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	176	9.09%	118	9.46%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	139	7.18%	89	7.14%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	139	7.18%	89	7.14%
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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,937	100%	1,247	100%
BLUE COLLAR BACKBONE	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%
AMER. DIVERSITY	99	5.11%	70	5.61%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	82	4.23%	59	4.73%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	17	0.88%	11	0.88%
Mature America	0	0%	0	0%
METRO FRINGE	170	8.78%	117	9.38%
Steadfast Conservative	170	8.78%	117	9.38%
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%

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Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,937	100%	1,247	100%
REMOTE AMERICA	715	36.91%	435	34.88%
Hardy Rural Fam.	709	36.6%	431	34.56%
Rural Southern Living	6	0.31%	4	0.32%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	235	12.13%	174	13.95%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	235	12.13%	174	13.95%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	241	12.44%	143	11.47%
Industrious Country Living	163	8.42%	111	8.9%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	78	4.03%	32	2.57%

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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,937	100%	1,247	100%
STRUGGLING SOCIETIES	88	4.54%	52	4.17%
Rugged Southern Style	74	3.82%	43	3.45%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	14	0.72%	9	0.72%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	10	0.52%	7	0.56%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	10	0.52%	7	0.56%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

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Potential Cultural Bridges

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

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

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

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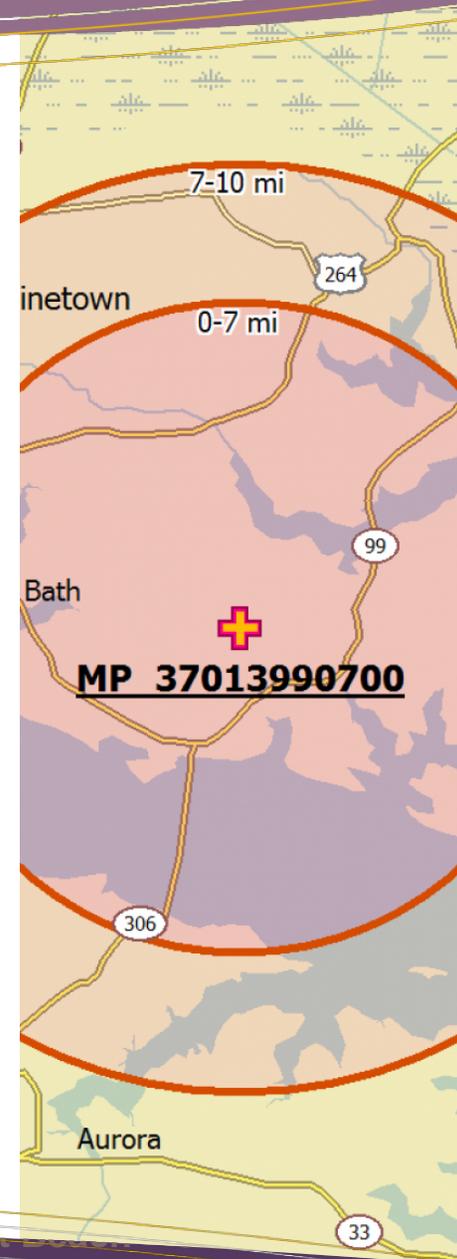
Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	75%	74%	72%
Use Comp. for Internet/E-mail	59%	56%	53%
Internet Use: E-Mail	48%	46%	43%
Use Comp. for Comp. Games	40%	39%	37%
Use Comp. for Word Processing	39%	36%	33%
Use Comp. for Digital Camera Photo Editing	33%	31%	28%
Use Comp. for Shopping	33%	31%	29%
HH Owns DVD Player	30%	29%	27%
Use Comp. for Banking	29%	27%	25%
Use Comp. for Education	29%	28%	29%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: Banking	24%	23%	22%
Internet Use: News/ Weather	22%	21%	23%
Use Comp. for News/Info./Data Service	21%	20%	18%
PC-Network-HH Has One	16%	16%	17%
Use Comp. for Accounting	16%	14%	12%
Use Comp. for Personal Financial Mngmnt	15%	14%	12%
Use Comp. for Filing/DB Mngmnt	13%	13%	12%
Internet Use: Shopping: Made A Purchase	12%	11%	10%
Internet Use: Research/ Education	11%	11%	10%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	10%

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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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	64%	64%	65%
Reading Books	54%	53%	51%
Dining Out (Not Fast Food)	54%	52%	51%
Card Games	45%	44%	40%
Gardening	40%	38%	34%
Go To A Beach/Lake	35%	34%	32%
Board Games	34%	33%	29%
Cooking for Fun	33%	33%	32%
Photography	19%	18%	16%
Visit Museum	19%	18%	16%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	40%	39%	37%
Dentist	27%	26%	25%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	21%	21%	22%
None Of These	19%	19%	19%
Eye Dr.	19%	19%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	18%	18%	17%
Heartburn	14%	14%	14%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	24.38%	23.74%	24.1%
Live Theater	19.04%	18.03%	17.47%
Live Theater Most Often	16.29%	15.28%	14.57%
Rock/Pop Concerts Most Often	11.14%	11.11%	11.85%
Dance Performance	8.48%	8.31%	8.28%
Comedy Club	7.9%	7.88%	7.9%
Movies: Action/Adventure	38.8%	38.18%	37.48%
Movies: Comedy	35.9%	36.41%	38.5%
Movies: Drama	20.03%	20.29%	21.71%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	20.03%	20.12%	20.38%
Movies: Romantic Comedy	19.1%	18.85%	19.1%
Movies: Mystery	15.25%	15.69%	17.2%
MLB Baseball Reg. Season	7.03%	6.24%	5.33%
College Football Reg. Season	6.84%	6.37%	5.71%
NFL Football Reg. Season	6.18%	5.71%	5.01%
College Basketball Reg. Season	4.25%	4.1%	3.97%
Auto Racing Events	3.28%	3.06%	2.43%
NBA Basketball Reg. Season	2.8%	2.66%	2.55%

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Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	42.56%	41.13%	38.47%
Swimming	34.9%	32.87%	29.54%
Freshwater Fishing	24.97%	23.72%	19.86%
Bowling	22.9%	22%	19.78%
Camping Trips	20.67%	19.17%	15.32%
Billiards/Pool	18.33%	17.96%	17.26%
Hunting	17.26%	15.97%	11.76%
Basketball	15.77%	15.93%	15.52%
Jogging/Running	14.72%	14.36%	13.82%
Mountain/Road Biking	14.23%	12.94%	10.89%
Weight Training	13.69%	13.05%	12.73%
Golf	13.21%	12.32%	11.37%
Power Boating	13.07%	11.65%	8.75%
Canoeing/Kayaking	12.58%	11.21%	7.71%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Using Cardio Machine	12.51%	11.65%	10.51%
Stationary Cycling	11.79%	11.35%	10.98%
Target Shooting	11.32%	10.42%	8.46%
Backpacking/Hiking	10.53%	9.75%	7.99%
Baseball	9.75%	9.9%	9.96%
Aerobics	9.47%	9.38%	9.11%
Saltwater Fishing	9.46%	8.96%	7.49%
Softball	9.42%	8.86%	7.3%
Horseback Riding	8.88%	8.21%	6.24%
Football	8.33%	8.99%	10.11%
Volleyball	7.83%	7.91%	7.87%
Motorcycling	6.85%	6.45%	5.56%
Water Skiing	6.77%	6.19%	4.71%
Yoga	6.51%	6.25%	5.94%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Soccer	6.5%	6.37%	5.85%
Archery	5.97%	5.43%	4.35%
Roller Skating	5.91%	5.71%	5.1%
Ice Skating	5.88%	5.69%	5.2%
Fly Fishing	5.68%	5.51%	4.95%
Downhill & X-Country Skiing	5.31%	4.89%	4.09%
Tennis	5.2%	5.34%	5.82%
Snowmobiling	4.83%	4.52%	3.8%
Jet Skiing	4.53%	4.49%	4.37%
Sailing	4.5%	4.22%	3.52%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Snorkeling	4.49%	4.42%	4.32%
Auto Racing	3.92%	3.6%	2.77%
Skateboarding	3.79%	3.74%	3.35%
Racquetball	3.45%	3.46%	3.31%
Martial Arts	3.36%	3.23%	2.63%
Rowing	3.22%	3.01%	2.42%
Snowboarding	3.14%	3.06%	2.9%
Hockey	3.09%	3.18%	3.06%
Rock Climbing	2.95%	2.87%	2.75%
Surfing & Windsurfing	2.66%	2.6%	2.34%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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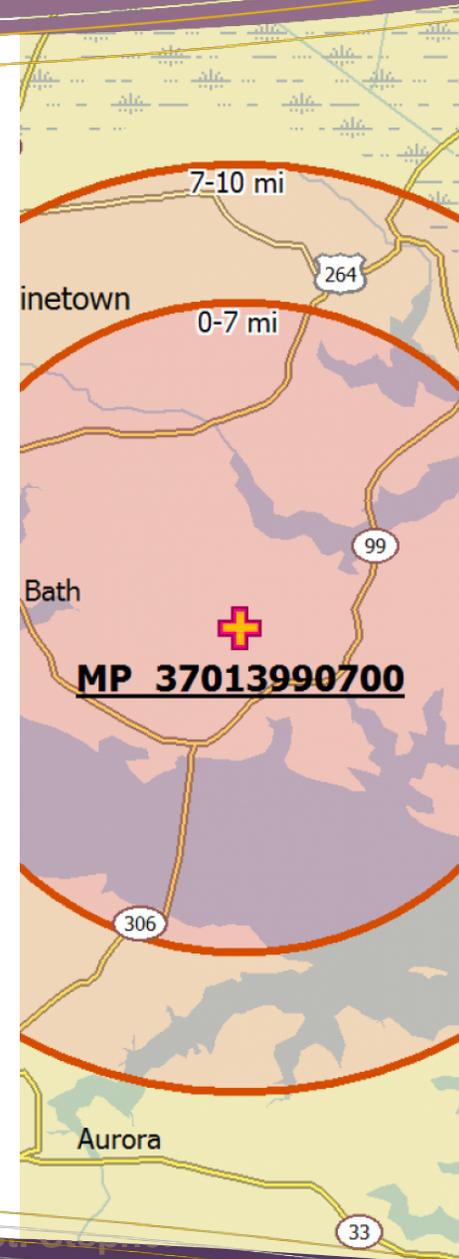
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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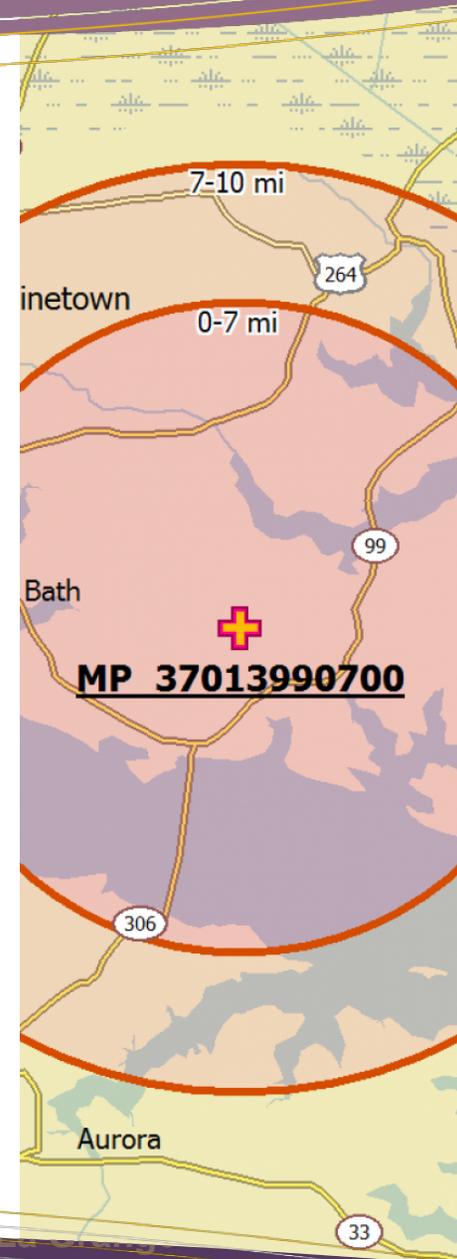
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.
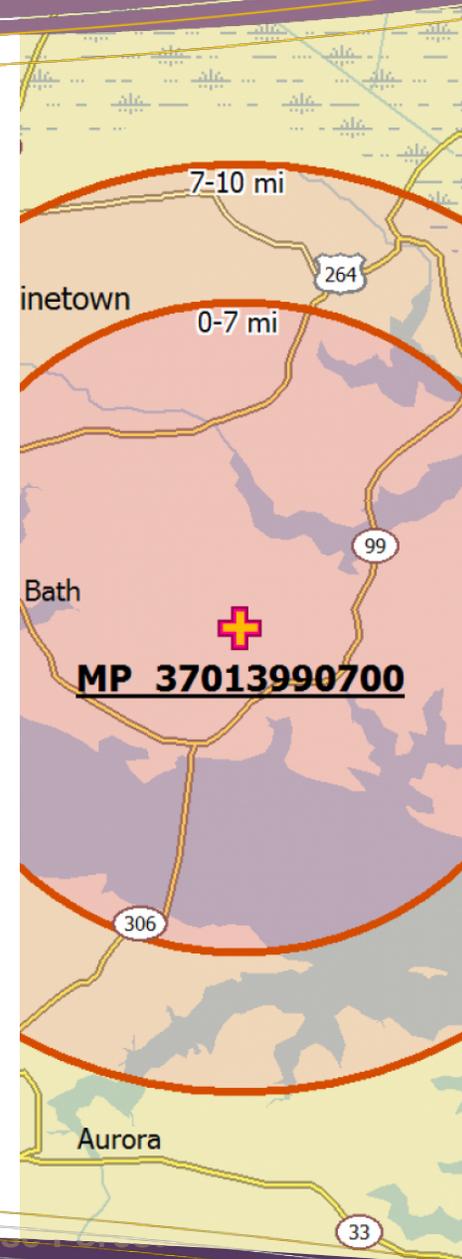
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	51%	51%	53%
Find It Difficult To Say No To My Kids	38%	38%	38%
Woman's Place Is In The Home	35%	35%	36%
Speak My Mind Even If It Upsets People	35%	36%	38%
Like Control Over People And Resources	33%	35%	37%
Prefer To Have Few Possessions As Possible	31%	30%	29%
Like To Do Unconventional Things	30%	30%	30%
Money Is Best Measure Of Success	29%	28%	26%
Don't Judge People/Way They Live Life	29%	30%	31%
If Won Lottery Would Never Work Again	24%	24%	26%
Friends More Important Than My Fam.	22%	22%	21%
Too Much Sponsorship In Arts/Sports	20%	22%	26%

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like to Stand Out In A Crowd	19%	20%	22%
Marijuana Should Be Legalized	18%	18%	19%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
I Am A Workaholic	15%	17%	20%
Only Work Current Job for The Money	15%	16%	16%
Happy With My Standard Of Living	12%	12%	12%
We Should Strive for Equality for All	11%	13%	15%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	8%
Little I Can Do To Change My Life	7%	8%	9%
Willing To Give Up Time With Fam. To Advance	6%	6%	7%

Potential Cultural Themes

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

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

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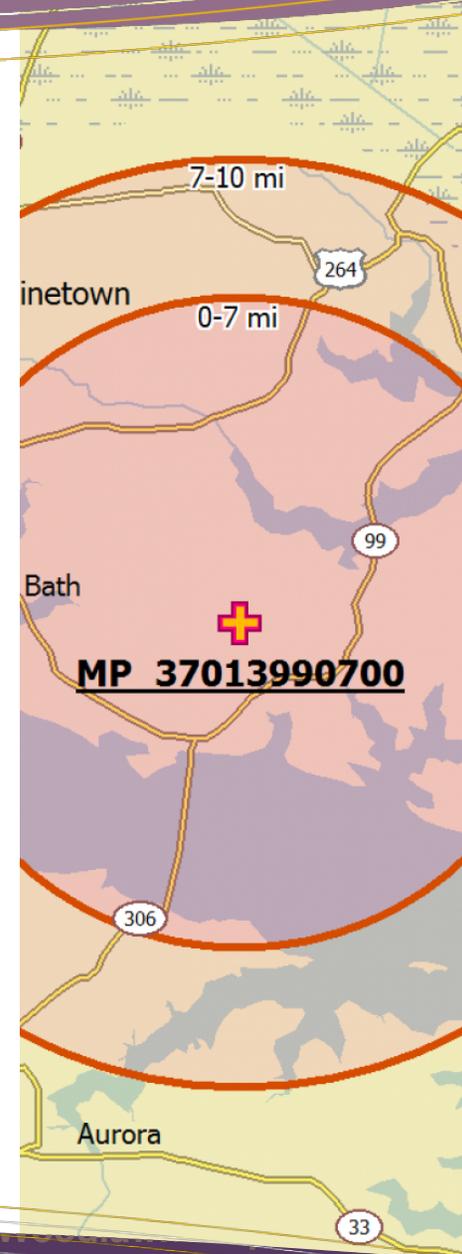
Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	62%	60%	59%
You Should Seize Opportunities In Life	56%	57%	57%
Prefer Work Part Of Team Than Alone	35%	36%	36%
Like To Understand About Nature	34%	35%	37%
Important Feel Respected By My Peers	34%	34%	33%
Prefer To Have Few Possessions As Possible	31%	30%	29%
Important To Juggle Various Tasks	31%	32%	32%
Good At Fixing Things	29%	29%	29%
Have Keen Sense Of Adventure	23%	24%	27%
People Have To Take Me As They Find Me	21%	21%	22%
Like To Just Enjoy Life	21%	21%	20%
Consider Myself Interested In The Arts	19%	20%	21%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	17%	16%	16%
Looking for New Ideas To Improve Home	15%	17%	19%
Worried About Pollution Caused By Cars	15%	15%	15%
Try Not To Worry About The Future	13%	14%	15%
Provide My Kids With The Little Extras	11%	13%	16%
Enjoy Spending Time With My Fam.	10%	11%	13%
Decor Particular Interest To Me	6%	6%	5%
Feel Very Alone In The World	5%	6%	6%
Children Should Be Allowed To Express Themselves	5%	6%	7%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	3%	3%	4%

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Potential Shared Places

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

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In Restaurant-Visit Any	85.84%	86.55%	87.05%
Fam. Restaurants/Steak Houses-Visit Any	82.17%	81.43%	79.9%
McDonald's	58.13%	58.01%	57.33%
Burger King	38.2%	38.53%	38.35%
Subway	33.93%	33.46%	32.2%
Wendy's	28.62%	29.3%	31.14%
Kentucky Fried Chicken (KFC)	26.17%	28.27%	31.85%
Taco Bell	25.3%	25.39%	26.13%
Applebee's	24.62%	25.06%	27.19%
Arby's	23.72%	23.21%	22.15%
Pizza Hut	20.47%	21.86%	23.97%
Dairy Queen	19.32%	19.61%	19.98%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Olive Garden	17.7%	17.58%	18.46%
Red Lobster	16.21%	16.75%	17.6%
Cracker Barrel	15.74%	15.37%	14.8%
Outback Steakhouse	14.56%	14.18%	14.15%
Sonic	14.47%	15.21%	15.92%
IHOP (International House Of Pancakes)	11.99%	12.32%	12.97%
Chick-Fil-A	11.81%	12.18%	12.7%
Domino's Pizza	11.27%	12.39%	14.34%
Chili's Grill and Bar	10.99%	10.71%	10.71%
Ruby Tuesday	10.81%	10.91%	11.24%
Dunkin' Donuts	10.7%	10.51%	10.34%
Denny's	10.48%	10.75%	11.65%

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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!
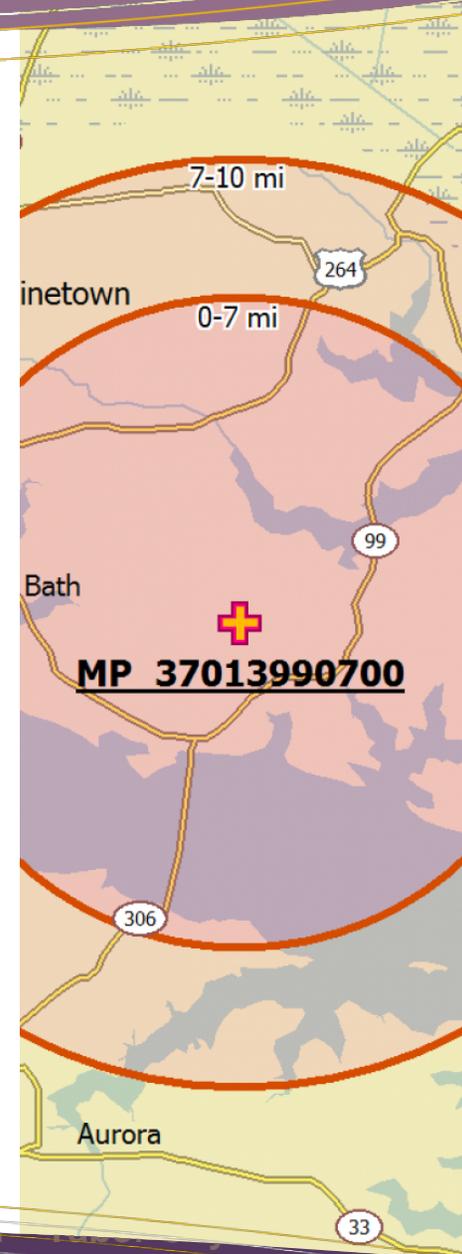
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Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	46.96%	45.46%	43.49%
Recycled products	35.47%	32.9%	29.24%
Worked as volunteer (non political)	17.8%	16.55%	14.95%
Engaged in fund raising	11.09%	10.82%	10.44%
Religious club member	8.06%	8.11%	7.91%
Church Board	6.47%	6.57%	6.13%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Union member	6.35%	5.89%	4.85%
Wrote to elected offcl about publ bus	6.29%	5.81%	5.12%
Wrote to editor of mag or newspaper	5.73%	5.45%	5.16%
Addressed a public meeting	5.4%	5.04%	4.51%
Fraternal order member	5.38%	5.03%	4.31%
Took active part in local civic issue	5.35%	5.11%	4.73%

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Communication Media Content

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

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

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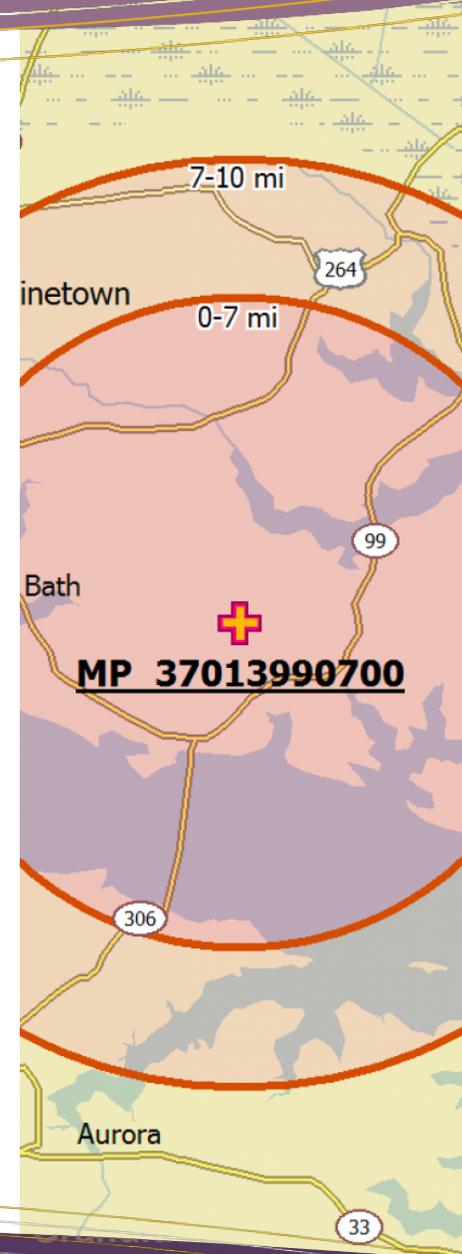
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Novel	17.64%	16.59%	14.85%
Children's Books	13.41%	13.08%	12.59%
Mystery	11.71%	10.89%	10.05%
Cookbooks	10.23%	9.81%	9.47%
Religious (not Bibles)	9.31%	9.38%	9.07%
Romance	7.49%	7.23%	6.83%
Personal/Business Self-help	7%	6.5%	5.7%
History	6.87%	6.41%	5.89%
Biography	6.45%	6.14%	5.66%

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper Distributed	63.27%	62.63%	63.18%
Gen. Editorial	46.38%	47.17%	48.74%
Womens	40.12%	41.07%	42.14%
Service	36.21%	34.99%	33.42%
Fishing/Hunting	16.74%	15.91%	13.76%
Business/Finance	16.68%	16.82%	17.57%
Mens	15.69%	16.23%	17.38%
Mature Market	14.5%	13.75%	12.23%
Health	13.48%	13.54%	13.52%

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Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	57.41%	55.51%	52.22%
Classified	36.67%	35.94%	33.82%
Editorial Page	33%	31.49%	28.74%
Sport	31.45%	30.72%	30.12%
Business/Finance	28.62%	26.97%	25.21%
Comics	27.8%	26.77%	25.42%
Food/Cooking	25.66%	24.62%	23.14%
TV/Radio Listings	25.06%	24.17%	22.76%
Movie Listings & Reviews	24.4%	23.35%	22.06%
Home/Gardening	21.92%	20.85%	19.17%
Travel	19.26%	18.11%	16.61%
Science/Technology	18.59%	17.33%	15.15%
Fashion	13.44%	13.66%	13.91%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	29.19%	27.16%	22.25%
Adult Contemporary	17%	16.02%	15.09%
CHR Contemp Hit Radio	14.84%	14.89%	14.83%
News/Talk	11.09%	9.7%	8.34%
Urban Contemporary	11.04%	15.67%	23.15%
Rock	10.75%	9.65%	8.48%
Oldies	10.41%	10.02%	9.96%
Classic Rock	10.12%	9.03%	7.65%
Alternative	8.26%	7.39%	6.65%
Variety	7.85%	8.05%	8.23%
Religious	6.88%	6.64%	6.01%
Jazz	4.89%	6.01%	7.36%
All News	4.84%	4.89%	4.95%
Soft Contemporary	4.64%	4.48%	4.65%
All Talk	3.86%	3.66%	3.56%
Sports	3.49%	3.2%	2.95%
Classical	3.17%	2.89%	2.66%
Adult Standards	3.06%	2.96%	2.74%

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Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	68.24%	66.77%	63.88%
Satellite Dish	56.04%	54.7%	52.19%
Soapnet	49.74%	49.44%	49.54%
Other Video-On-Demand	45.36%	46.84%	48.86%
Sci-Fi Channel	40.91%	39.82%	37.19%
Adult Pay Per View TV	38.54%	37.74%	35.83%
MSNBC	35.38%	34.99%	34.77%
Nickelodeon	31.11%	30.48%	29.35%
Subscribe Digital Cable	30.57%	30.57%	29.93%
Comedy Central	30.2%	28.52%	27.49%
Nick At Nite	29.29%	28.34%	26.34%
Adult Swim	28.55%	26.95%	24.92%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
BET (Black Entertainment TV)	28.52%	27.19%	24.9%
TV Info From Sunday TV Magazine	27.81%	27.49%	27.67%
TV Info From Newspapers	27.42%	26.68%	25.44%
USA Network	24.86%	24.04%	22.97%
The Golf Channel	24.33%	23.46%	22.45%
Hallmark Channel	24.04%	23.71%	23.98%
TCM (Turner Classic Movies)	23.76%	23.68%	24.58%
TV Info From Monthly Cable Guide	23.14%	22.77%	22.88%
ESPN2	23.01%	22.1%	21.43%
Lifetime	21.57%	21.59%	21.73%
HGTV (and Garden Television)	20.92%	20.47%	19.15%
ABC Fam.	20.67%	20.23%	21.04%

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Communication Media Usage

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

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

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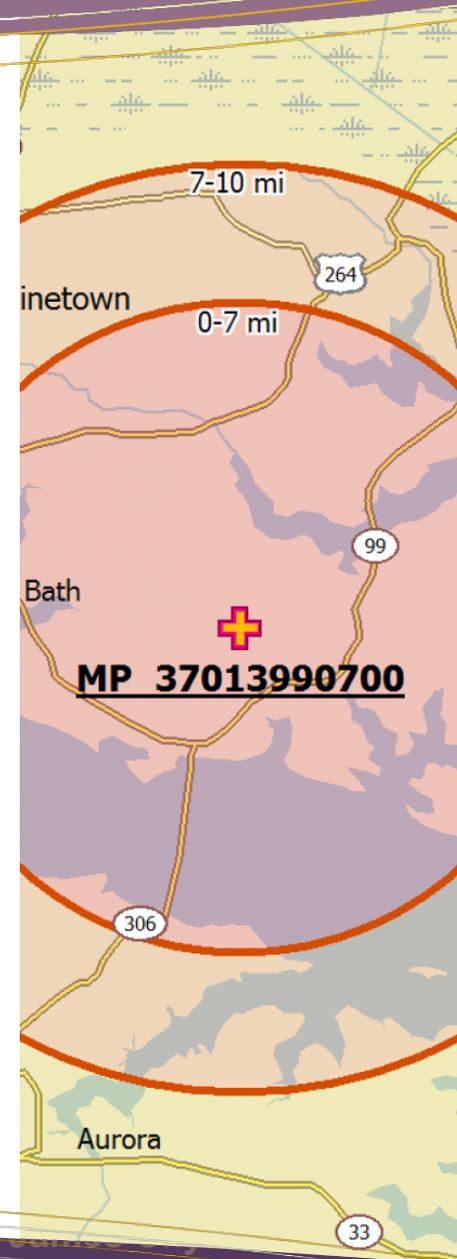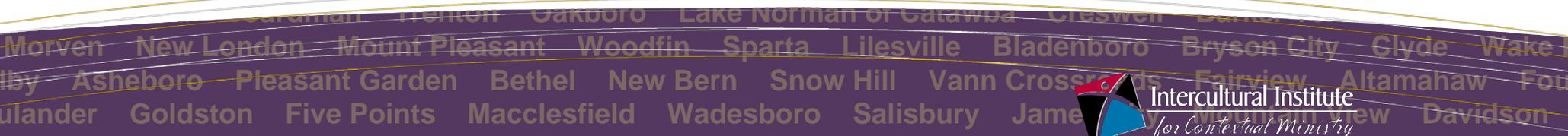
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	20.57%	19.44%	17.85%
Medium Users (4-6)	10.82%	10.21%	9.3%
Light Users (1-3)	19.55%	19.18%	18.2%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.04%	1.13%
Newspaper II	0.83%	0.94%	1.17%
Newspaper III	2.32%	2.17%	1.87%
Newspaper IV	0.25%	0.28%	0.42%
Newspaper V (Light)	0.95%	0.95%	1.11%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.98%	18.42%	19.7%
Magazines II	7.28%	7.58%	8.29%
Magazines III	8.54%	8.83%	9.72%
Magazines IV	10.42%	10.96%	12.2%
Magazines V (Light)	0.38%	0.47%	0.6%
Outdoor I (Heavy)	5.98%	6.56%	7.58%
Outdoor II	2.15%	2.68%	3.74%
Outdoor III	2.37%	2.87%	4%
Outdoor IV	17.74%	17.93%	17.35%
Outdoor V (Light)	25.44%	25.5%	25.74%
Yellow Pages I (Heavy)	14.94%	15.39%	15.96%
Yellow Pages II	4.52%	5.17%	6.61%
Yellow Pages III	4.67%	5.57%	7.49%
Yellow Pages IV	23.16%	23.98%	24.47%
Yellow Pages V (Light)	1.74%	2.41%	3.87%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.27%	3.06%	2.72%
Drive Time III (Medium)	1.48%	1.41%	1.03%
Radio IV & V (Light)	2.17%	2.2%	2.2%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.07%	7.88%	9.92%
Radio III (Medium)	4.32%	4.1%	4%
Radio IV & V (Light)	3.77%	3.7%	3.4%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.56%	11.4%	11.32%
Cable III (Medium)	3.26%	3.67%	4.65%
Cable IV & V (Light)	36.61%	37.41%	38.08%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.31%	3.49%	3.79%
Prime Time III (Medium)	2.53%	2.28%	1.76%
Prime Time IV & V (Light)	4.88%	5.96%	8.67%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.07%	40.5%	41.04%
Fringe III (Medium)	52.34%	53.51%	55.53%
Fringe IV (Light)	55.58%	56.45%	57.55%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.85%	12.74%	14.24%
All Day III (Medium)	23.38%	24.32%	25.8%
All Day IV (Light)	12.24%	13.67%	16.55%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio Listeners			
Dayparts [summary]	16.05%	14.86%	12.25%
6:00am - 10:00am	16.03%	15.38%	14.91%
10:00am - 3:00pm	6.47%	7.19%	8.78%
3:00pm - 7:00pm	15.5%	15.58%	15.75%
7:00pm - Midnight	16.89%	15.78%	13.86%
Midnight - 6:00am	6.26%	6.64%	7.6%
Weekend Radio Listeners			
Dayparts [summary]	15.51%	14.91%	14.29%
6:00am - 10:00am	4.22%	3.73%	3.24%
10:00am-3:00pm	5.01%	4.77%	4.48%
3:00pm - 7:00pm	7.08%	6.97%	7.08%
7:00pm - Midnight	9.14%	9.19%	9.77%
Midnight - 6:00am	12.84%	12.74%	12.94%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.23%	6.92%	7.08%
Saturday: 8:00-11:00pm	8.78%	8.57%	8.25%
Sunday: 7:00-11:00pm	8.99%	9.04%	9.76%
9:00am-1:00pm	29.29%	28.34%	26.34%
9:00am-4:00pm	33.86%	32.83%	30.39%
4:00pm-7:00pm	30.34%	30%	29.7%
11:00pm-1:00am	43.36%	43.33%	43.77%
AVG Prime time Mon-Sun	3%	3.38%	4.13%

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Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	15.95%	15.71%	16.46%
7-9am	23.01%	22.1%	21.43%
9am-12noon	25.54%	24.02%	20.83%
12noon-4pm	8.31%	8.81%	9.56%
4-6pm	43.76%	43.75%	45.46%
6-7pm	21.16%	20.69%	19.36%
7-7:30pm	2.5%	2.3%	1.67%
7:30-8pm	11.25%	11.44%	11.44%
8-11pm	7.23%	6.92%	7.08%
11pm-12am	35.38%	34.99%	34.77%
11pm-1am	43.36%	43.33%	43.77%
1-6am	31.22%	31.2%	31.63%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	16.07%	15.72%	16.25%
Sat: 10am-1pm	8.5%	8.28%	8.11%
Sat: 1-4pm	22.43%	22.54%	23.53%
Sat: 4-6pm	6.7%	6.51%	6.41%
Sat: 6-7pm	2.13%	1.93%	1.74%
Sat: 7-8pm	1.39%	1.33%	1.2%
Sat: 8-11pm	8.78%	8.57%	8.25%
Sat: 11pm-1am	5.05%	5.19%	5.43%
Sat: 1am-7pm	24.86%	24.04%	22.97%
Sun: 7-10am	1.89%	1.99%	2.15%
Sun: 10am-1pm	5.86%	5.83%	6.11%
Sun: 1-4pm	5.54%	5.3%	5.2%
Sun: 4-7pm	11.23%	11.07%	11.65%
Sun: 7-11pm	8.99%	9.04%	9.76%
Sun: 11pm-1am	4.27%	4.3%	4.71%
Sun: 1-7am	19.33%	19.14%	19.83%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

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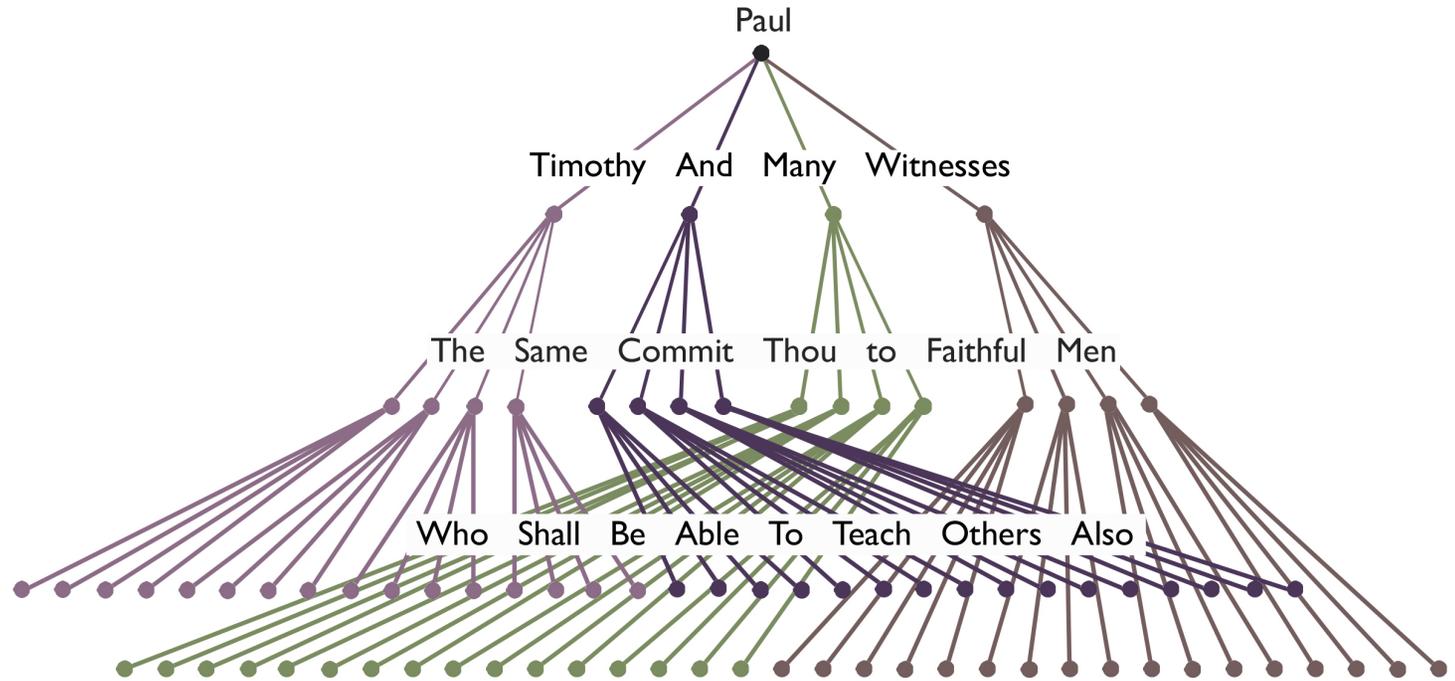
Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships
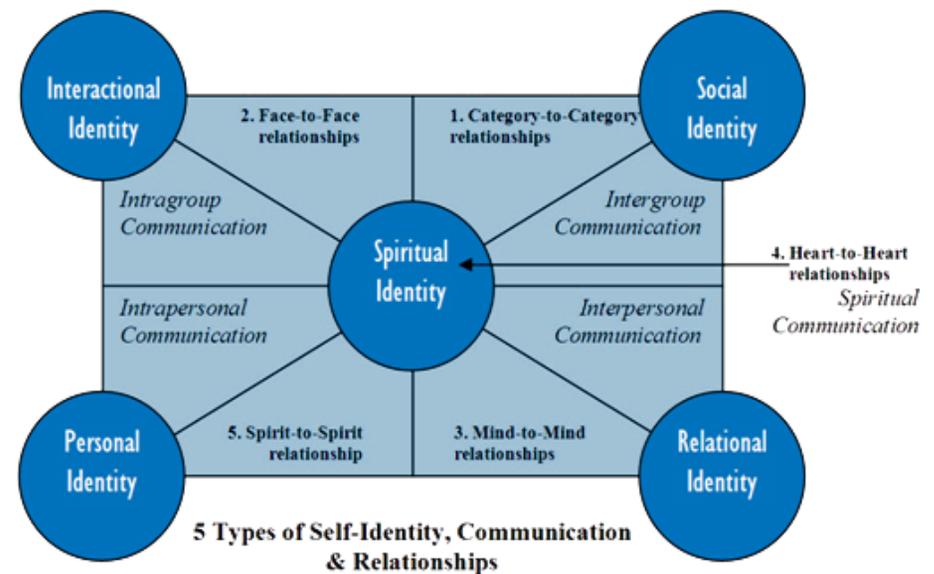
Your MissionSite and the Missional Suite

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

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

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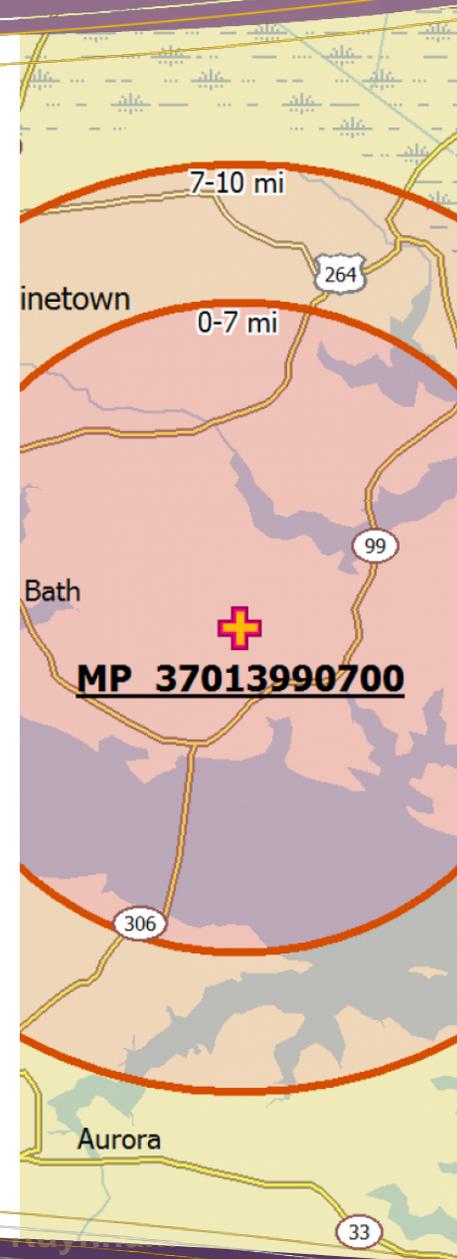
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Smithton First - Pinetown	2951 Seed Tick Neck Rd Pinetown, NC 27865	6.47 mi	0	Insufficient Data
2	Belhaven - Belhaven	251 Edward St Belhaven, NC 27810	10.07 mi	122	Declining
3	South Creek - Aurora	1074 S Creek Rd Aurora, NC 27806	10.08 mi	17	Declining
4	Pinetown - Pinetown	263 Long Ridge Rd Pinetown, NC 27865	11.44 mi	12	Plateauing
5	Aurora First - Aurora	380 South 5th St Aurora, NC 27806	12.24 mi	29	Declining
6	Love - Washington	4751 River Rd Washington, NC 27889	15.77 mi	20	Declining
7	Sladesville - Scranton	2635 Lynnsburg Rd Scranton, NC 27875	16.09 mi	0	Insufficient Data
8	Washington First - Washington	113 N Harvey St Washington, NC 27889	16.47 mi	375	Plateauing
9	West End - Washington	402 W 4th St Washington, NC 27889	16.94 mi	15	Plateauing
10	Chocowinity First - Chocowinity	230 NC Highway 33 W Chocowinity, NC 27817	17.39 mi	67	Growing
11	Igl Bau Alfa Y Omega	4770 US Highway 17 N Washington, NC 27889	19.23 mi	145	Growing
12	Rosedale - Washington	2111 W 5th St Washington, NC 27889	19.33 mi	0	Insufficient Data
13	Washington Second - Washington	2516 W 5th St Washington, NC 27889	19.73 mi	150	Growing
14	Riverview - Wash	6228 Clarks Neck Rd Washington, NC 27889	20.47 mi	48	Plateauing
15	Bayboro Missionary - Bayboro	101 Main St Bayboro, NC 28515	22.33 mi	65	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Rose Bay - Swanquarter	6952 Turnpike Rd Swanquarter, NC 27885	22.41 mi	0	Insufficient Data
17	Cedar Branch - Jamesville	2407 NC Highway 171 Jamesville, NC 27846	22.68 mi	179	Plateauing
18	Piney Grove - Williamston	2925 Piney Grove Church Rd Williamston, NC 27892	22.74 mi	173	Growing
19	Riverside Mission - Plymouth	201 Gen Pettigrew Dr Plymouth, NC 27962	23.16 mi	0	Insufficient Data
20	Jamesville First - Jamesville	1187 Sunset Ave Jamesville, NC 27846	24.70 mi	43	Growing
21	Temple - New Bern	1500 Kingdom Way New Bern, NC 28560	25.35 mi	1,455	Growing
22	Karen Baptist Church	1500 Kingdom Way New Bern, NC 28560	25.35 mi	0	Insufficient Data
23	Swan Quarter - Swanquarter	356 Main St Swanquarter, NC 27885	25.48 mi	46	Plateauing
24	Pactolus - Greenville	5980 US Highway 264 E Greenville, NC 27834	27.56 mi	79	Plateauing
25	Plymouth First - Plymouth	309 Washington St Plymouth, NC 27962	27.64 mi	174	Declining
26	Spring Garden - New Bern	650 Spring Garden Rd New Bern, NC 28562	27.91 mi	116	Declining
27	Reddicks Grove - Williamston	1800 Reddicks Grove Church Rd Williamston, NC 27892	28.25 mi	75	Declining
28	Tabernacle - New Bern	608 Broad St New Bern, NC 28560	29.03 mi	358	Declining
29	New Bern First - New Bern	239 Middle St New Bern, NC 28560	29.07 mi	277	Growing
30	Crossroads - New Bern	1802 US Highway 70 E New Bern, NC 28560	29.59 mi	161	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Colony - New Bern	1506 S Glenburnie Rd New Bern, NC 28562	30.12 mi	57	Declining
32	Roper	44 Griffin Rd Roper, NC 27970	30.33 mi	45	Plateauing
33	Oriental First - Oriental	605 Broad St Oriental, NC 28571	30.54 mi	70	Plateauing
34	New Hope Baptist Chapel - Williamston	600 Park St Williamston, NC 27892	30.70 mi	19	Declining
35	West End - Williamston	1505 W Main St Williamston, NC 27892	31.14 mi	116	Declining
36	Williamston Memorial - Williamston	109 W Church St Williamston, NC 27892	31.32 mi	292	Plateauing
37	Neuse River - New Bern	3702 Old Cherry Point Rd New Bern, NC 28560	31.76 mi	70	Declining
38	Stokes - Stokes	2729 NC Highway 903 N Stokes, NC 27884	32.28 mi	26	Declining
39	Ignite Church	204 John Ave Greenville, NC 27858	33.04 mi	0	Insufficient Data
40	Siloam	1329 Cedar Landing Rd Windsor, NC 27983	33.22 mi	47	Declining
41	Mount Pleasant - Creswell	10 Mount Pleasant Rd Creswell, NC 27928	33.45 mi	16	Declining
42	The Memorial - Greenville	1510 Greenville Blvd SE Greenville, NC 27858	33.54 mi	342	Plateauing
43	Hispanic Mission of Greenville	1510 Greenville Blvd SE Greenville, NC 27858	33.54 mi	45	Plateauing
44	Lawrence	1043 Cooper Hill Rd Windsor, NC 27983	33.89 mi	55	Growing
45	Everetts - Everetts	209 N Main St Everetts, NC 27825	33.97 mi	85	Plateauing

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