MissionSite
top unreached locations

BEAUFORT, NC

CENSUS TRACT: 37031970300
REGION: Region 2: Central Coast
COUNTY: Carteret
SITESCAPE: Townscape
DENSITY PATTERN: M

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

North Carolina Baptists
Caring. Sharing. Daring.

MissionSite (TM)
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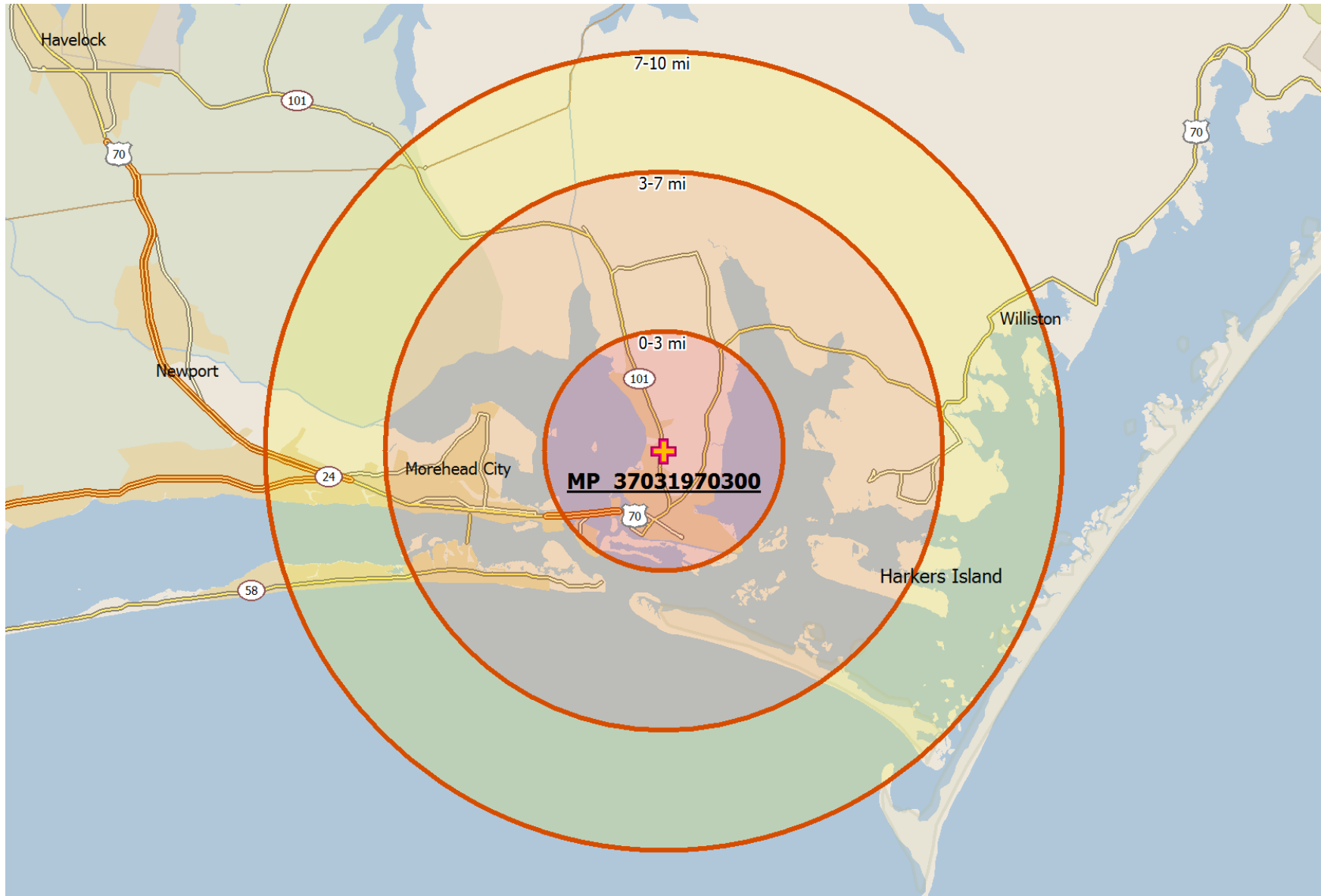*for Contextual Ministry*

Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37031	Carteret
4	Zipcode	28516	Carteret
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	M	10000-50000-10000

3-7 mi

0-3 mi

101

MP 37031970300

70

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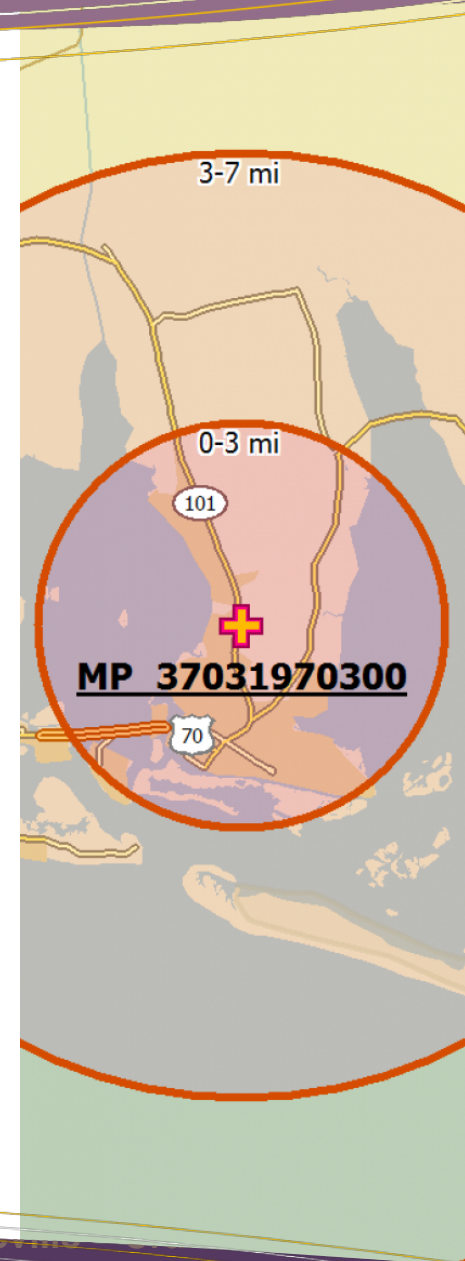
Site Location Summary - Map of the Site Location

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	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,860	18,397	7,639
2010 Households	3,054	8,011	3,386
2010 Group Quarters Population	100	218	141

| BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	23	8
Language Diversity National Index	27	20	20
Foreign Born Diversity National Index	44	51	79
Ancestry Diversity National Index	51	67	76
Racial Diversity National Index	38	25	24
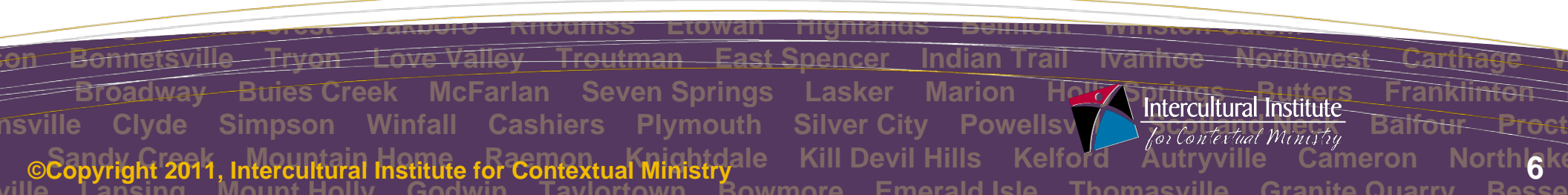
Site Location Summary - County Environment

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	1	True
Retirement Destination County	1	True

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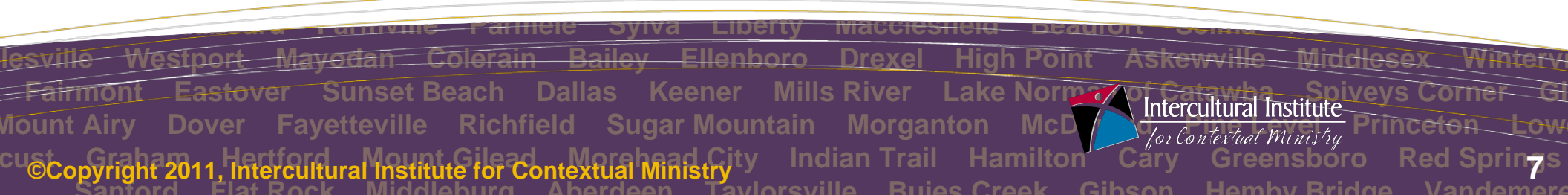
Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	435	14.24%
Mainstay Communities	Established, Diverse Households	469	15.36%
Working Communities	Blue-collar, Working Families	1,093	35.79%
Country Communities	Rural, Agri. & Mining Families	604	19.78%
Aspiring Communities	Young Singles / Aspiring-Multihousing	341	11.17%
Urban Communities	High Density, Inner-city Neighborhoods	112	3.67%

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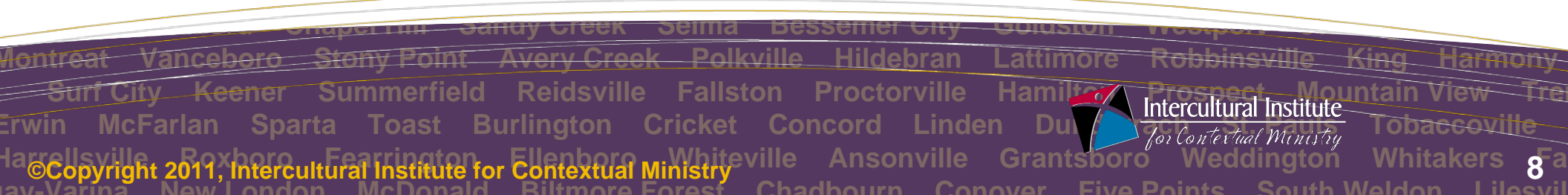
Using the Site Location Summary

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

Issues for Your Consideration

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

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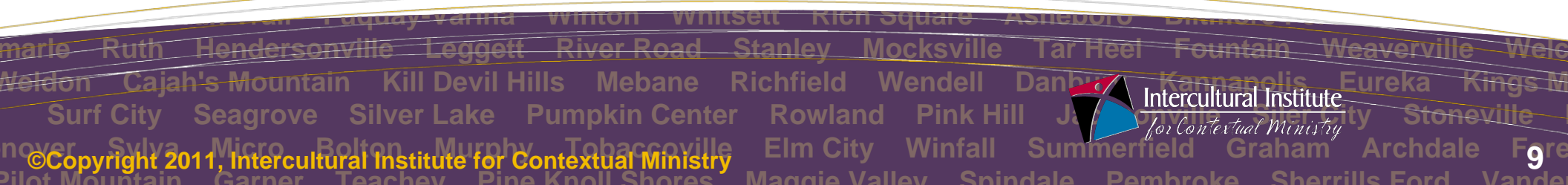
Using the Site Location Summary

Issues for Your Consideration - continued

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

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

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

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	18,447	2,084	11.3%
Unreached %	66.89%	68.25%	102.04
Religious But NOT Evangelical HH	4,195	511	12.18%
Religious But NOT Evangelical %	15.21%	16.73%	110
Spiritual But NOT Relig or Evang HH	3,573	354	9.91%
Spiritual But NOT Relig or Evang %	12.95%	11.6%	89.51
Not Evangelical, Not Interested HH	10,691	1,223	11.44%
Not Evangelical, Not Interested %	38.77%	40.03%	103.26

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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	24	2	8.33%
Active BCNC Attenders	2,784	212	7.61%
Active Evangelical Households	3,722	395	10.62%
Active Evangelical Percent	13.50%	12.94%	95.88
Inactive Evangelical Households	5,411	574	10.62%
Inactive Evangelical Percent	19.62%	18.81%	95.88
# New Churches Needed	0	0	0%

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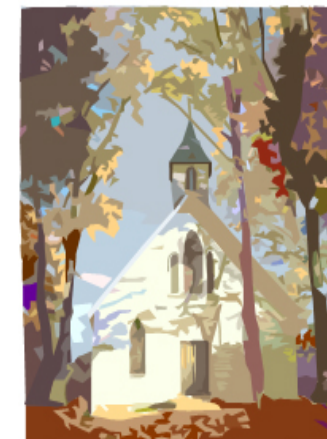
Spirituality Indicators - 30 Closest BCNC Churches

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	Calvary - Beaufort	0.12 mi	92	Plateauing
2	Beaufort First - Beaufort	1.25 mi	120	Plateauing
3	Hispanic Mission - Morehead City	3.54 mi	30	Insufficient Data
4	Morehead City First - Morehead City	3.54 mi	335	Declining
5	Bogue Banks - Atlantic Beach	4.21 mi	352	Declining
6	Island Road - Beaufort	5.34 mi	7	Declining
7	Huggins Memorial - Harkers Island	6.10 mi	43	Declining
8	Open Door - Morehead	6.19 mi	117	Insufficient Data
9	Reeces Chapel Missionary Baptist - Newpor	6.50 mi	170	Growing
10	Woodville - Beaufort	7.48 mi	85	Declining
11	Parkview - Morehead City	7.58 mi	282	Declining
12	Marshallberg - Marshallberg	7.70 mi	64	Declining
13	Smyrna Missionary - Smyrna	7.77 mi	44	Growing
14	Davis First - Davis	11.79 mi	56	Plateauing
15	Newport - Newport	12.55 mi	115	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Victory - Newport	12.90 mi	37	Declining
17	Havelock Korean - Havelock	14.98 mi	15	Declining
18	McCotter Boulevard - Havelock	14.98 mi	111	Declining
19	Cherry Branch - Havelock	15.80 mi	46	Growing
20	Croatan - Newport	16.53 mi	19	Plateauing
21	The Bridge	16.71 mi	0	Insufficient Data
22	The Intersection	17.04 mi	116	Insufficient Data
23	Havelock First - Havelock	17.20 mi	218	Declining
24	Havelock Community - Havelock	17.45 mi	75	Growing
25	Sea Level Missionary - Sea Level	18.55 mi	49	Declining
26	Cherry Point - Havelock	18.68 mi	177	Plateauing
27	Atlantic Missionary - Atlantic	20.39 mi	59	Declining
28	Oriental First - Oriental	20.59 mi	70	Plateauing
29	Cornerstone Gospel Baptist Church	21.24 mi	22	Insufficient Data
30	Emerald Isle - Emerald Isle	23.06 mi	0	Insufficient Data

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

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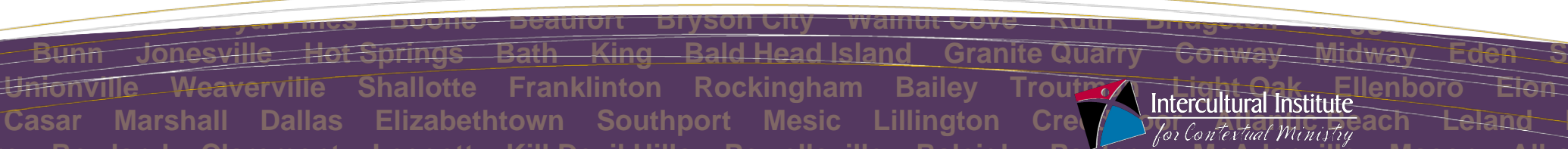
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	52,567	5,974	11.36%
2000 Population	59,383	6,265	10.55%
2010 Population	64,968	6,860	10.56%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	21,242	2,540	11.96%
2000 Households	25,204	2,820	11.19%
2010 Households	27,579	3,054	11.07%

Location Types in this MissionSite
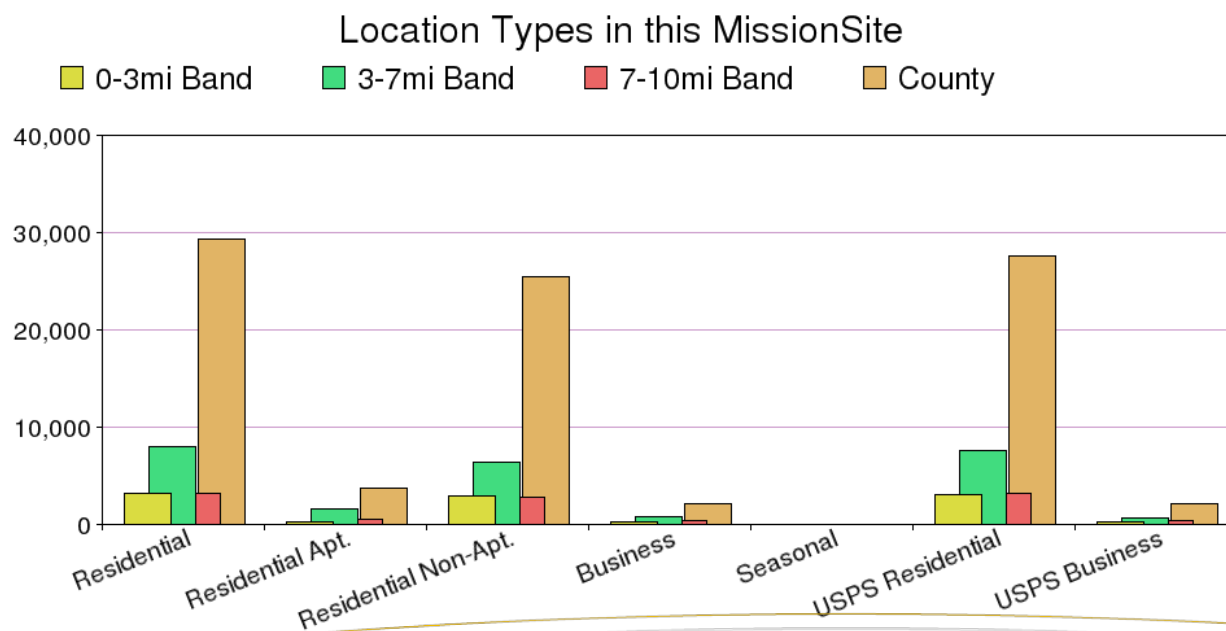
Location Type	0-3mi Band
Residential	3,237
Residential Apt.	270
Residential Non-Apt.	2,967
Business	321
Seasonal	0
USPS Residential	3,054
USPS Business	299

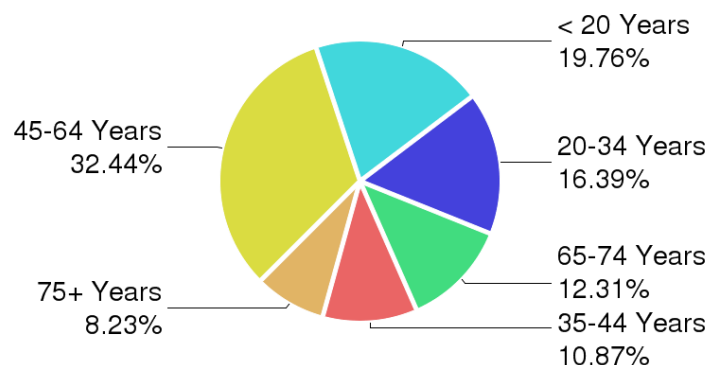Intercultural Institute
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Current Demographic Summary

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

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

Age Group Percentages

- < 20 Years 19.76%
- 20-34 Years 16.39%
- 65-74 Years 12.31%
- 35-44 Years 10.87%
- 75+ Years 8.23%
- 45-64 Years 32.44%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.08%	4.43%	108.58
4-5 Years	2.04%	1.49%	73.04
6-8 Years	3.05%	2.64%	86.56
9-11 Years	3.11%	2.84%	91.32
12-13 Years	2.09%	2.11%	100.96
14-17 Years	4.36%	3.78%	86.7
18-19 Years	2.22%	2.45%	110.36
0-5 Years	6.12%	5.92%	96.73
6-12 Years	7.2%	6.53%	90.69
13-19 Years	7.63%	7.29%	95.54
< 20 Years	20.95%	19.74%	94.22
20-34 Years	16.31%	16.37%	100.37
35-44 Years	11.2%	10.86%	96.96
45-64 Years	31.04%	32.41%	104.41
65-74 Years	11.84%	12.3%	103.89
75+ Years	8.65%	8.22%	95.03
Median Age	46	48	104.93
Median Age (Male)	45	46	104.31
Median Age (Female)	47	50	104.89

Royal Pines Stantonsburg Hamilton Vann Crossroads Rosman Cherryville Ellenboro Faith Williamston
dalia Star Lake Park Spiveys Corner Whitakers Indian Trail Hayesville Davidson Peachland Midland
Cedar Point Jacksonville Yadkinville Newport Vanceboro Murphy Ogden Milton
en Alpine Hightsville Unionville Cameron Norwood Holden Beach Ossipee Highlands White Plains
Walnut Creek River Bend Pleasant Garden Franklin Taylortown Walnut Cove Laurinburg Peletier

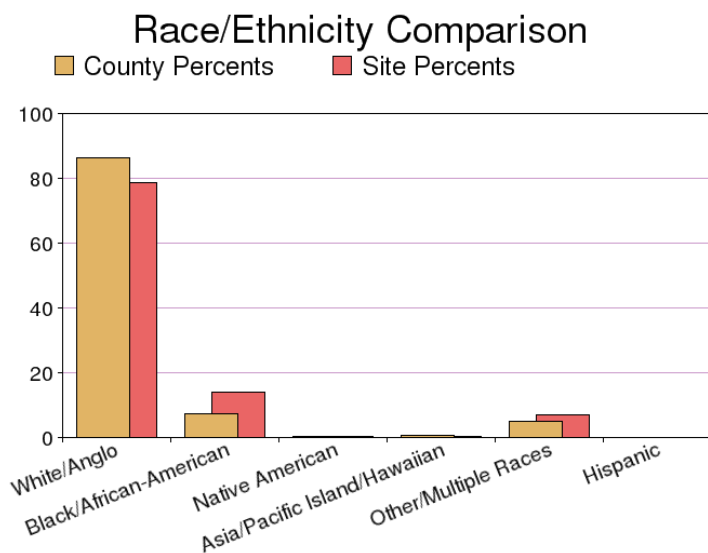Intercultural Institute
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Current Demographic Summary

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.47%	78.56%	90.85
Black, African-American	7.38%	14.1%	190.99
Native American	0.48%	0.17%	36.43
Asian	0.62%	0.29%	46.65
Pacific Island, Hawaiian	0.07%	0.03%	41.18
Other/Multiple Races	4.98%	6.84%	137.34
Hispanic	0%	3.59%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	47,682	5,115	
Less than 9th Grade	4.07%	4.24%	95.95
No High School Diploma	7.77%	7.47%	103.99
High School Graduate	31.54%	31.12%	101.33
Some College, no degree	22.51%	23.97%	93.92
Associate Degree	10.23%	7.64%	133.89
College Degree	14.67%	16.11%	91.05
Graduate/Prof. degree	9.21%	9.44%	97.55

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	4.88%	5.5%	184.56
$10,000 to $19,999	11.53%	14.47%	125.48
$20,000 to $29,999	10.8%	10.9%	100.94
$30,000 to $49,999	22.69%	23.22%	102.33
$50,000 to $59,999	10.55%	8.78%	83.17
$60,000 to $69,999	9.2%	9.95%	108.25
$70,000 to $79,999	6.86%	6.78%	98.8
$80,000 to $89,999	5.14%	4.65%	90.5
$90,000 to $99,999	3.51%	3.24%	92.45
$100,000 to $124,999	5.42%	2.1%	38.63
$125,000 to $149,999	3.8%	3.7%	97.28
$150,000 to $199,999	3.88%	4.35%	112.25
$200,000 to $249,999	0.77%	1.05%	136.31
$250,000 or more	0.97%	1.24%	128.04
Median Household	50,075	46,087	92.04
Average Household	65,276	66,130	101.31
Per Capita Household	28,117	29,464	104.79
Family/Non-Family Household Income			
Median Family Income	59,294	59,202	99.84
Average Family Income	75,310	75,559	100.33
Median Non-Family Income	32,877	29,585	89.99
Average Non-Family Income	46,140	42,401	91.9

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	65.6%	62.54%	95.34
Families with Children	23.96%	22.82%	95.27
Families without Children	41.64%	39.72%	95.38
Non-Family Households			
% Non-Family Households	34.4%	37.46%	108.89
Non-Families with Children	0	0	0
Non-Families without Children	34.4	37.46	108.89
Housing Units			Index
Total Housing Units	46,730	3,845	
Vacant percent	40.98%	20.55%	50.13
Owned percent	44.74%	54.02%	120.74%
Rented Percent	14.28%	25.41%	177.94
Households by Size			Index
Avg household size	2.32	2.21	95.26
Avg family hh size	2.91	2.83	97.25
Avg non-family hh size	1.18	1.18	100
Households By Count of Persons			Percent
One	7,714	971	12.59%
Two	10,629	1,155	10.87%
Three or Four	7,667	810	10.56%
Five+	1,569	119	7.58%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	52,567	5,974	11.36%
2000 Population	59,383	6,265	10.55%
2010 Population	64,968	6,860	10.56%
2015 Population	67,684	7,194	10.63%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	21,242	2,540	11.96%
2000 Households	25,204	2,820	11.19%
2010 Households	27,579	3,054	11.07%
2015 Households	28,303	3,163	11.18%

Household Change from 1985 to 2030
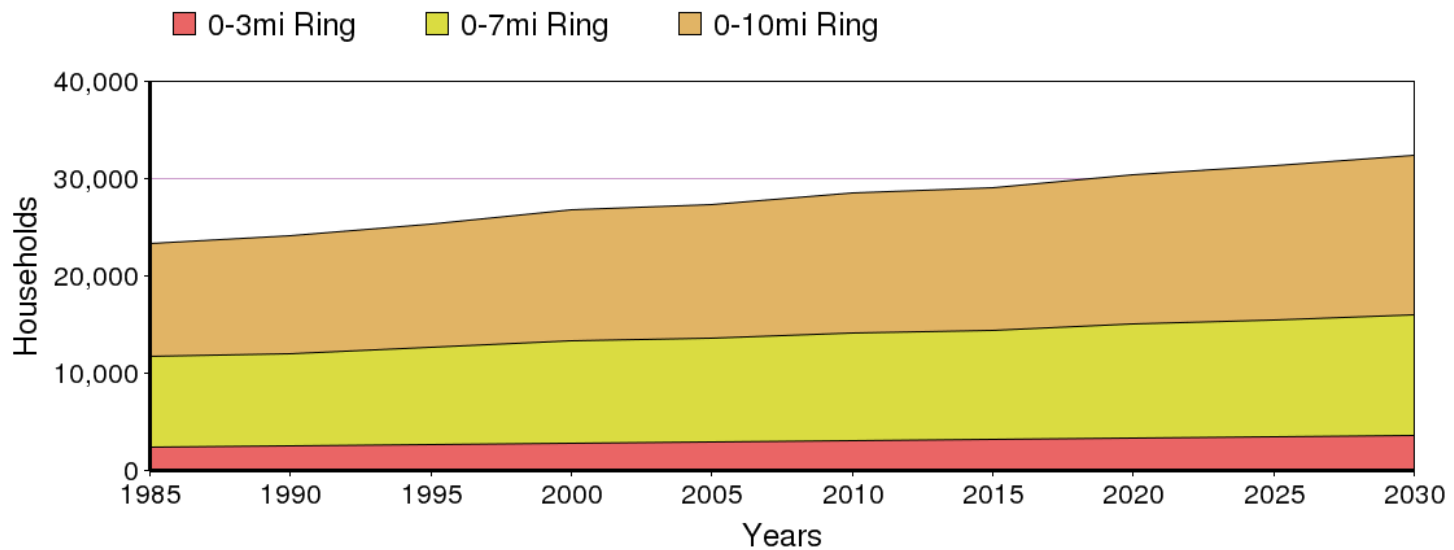
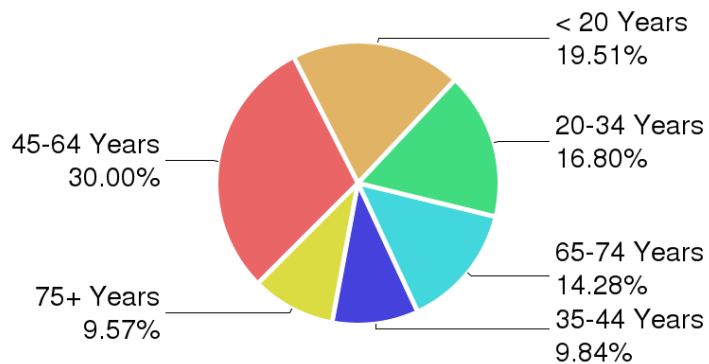Intercultural Institute
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Projected Demographic Summary

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

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

Projected Age Group Percentages

- < 20 Years 19.51%
- 20-34 Years 16.80%
- 65-74 Years 14.28%
- 35-44 Years 9.84%
- 75+ Years 9.57%
- 45-64 Years 30.00%

| CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.43%	4.25%	95.94
4-5 Years	1.49%	1.52%	102.01
6-8 Years	2.64%	2.85%	107.95
9-11 Years	2.84%	2.96%	104.23
12-13 Years	2.11%	2.09%	99.05
14-17 Years	3.78%	3.56%	94.18
18-19 Years	2.45%	2.25%	91.84
0-5 Years	5.92%	5.77%	97.47
6-12 Years	6.53%	6.84%	104.75
13-19 Years	7.29%	6.87%	94.24
< 20 Years	19.74%	19.48%	98.68
20-34 Years	16.37%	16.78%	102.5
35-44 Years	10.86%	9.83%	90.52
45-64 Years	32.41%	29.96%	92.44
65-74 Years	12.3%	14.26%	115.93
75+ Years	8.22%	9.56%	116.3
Median Age	46	49	105.75
Median Age (Male)	45	47	106.44
Median Age (Female)	47	51	106.75

Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.56%	77.88%	99.14
Black, African-American	14.1%	12.84%	91.12
Native American	0.17%	0.25%	143.04
Asian	0.29%	0.35%	119.2
Pacific Island, Hawaiian	0.03%	0.06%	190.71
Other/Multiple Races	6.84%	8.62%	126.06
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,115	5,396	
Less than 9th Grade	4.24%	3.72%	87.8
No High School Diploma	7.47%	5.76%	77.17
High School Graduate	31.12%	32.02%	102.89
Some College, no degree	23.97%	22.35%	93.25
Associate Degree	7.64%	8.93%	116.85
College Degree	16.11%	16.85%	104.57
Graduate/Prof. degree	9.44%	10.36%	109.71
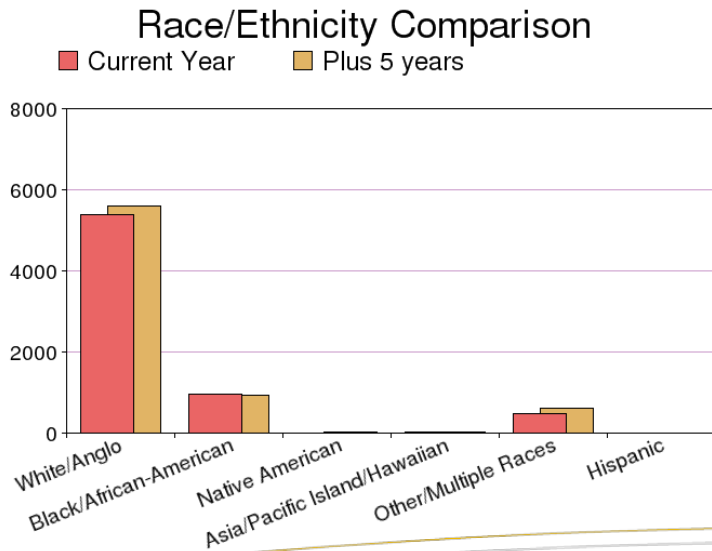
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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	5.5%	4.52%	82.19
$10,000 to $19,999	14.47%	13.06%	90.22
$20,000 to $29,999	10.9%	10.18%	93.36
$30,000 to $49,999	23.22%	22.19%	95.6
$50,000 to $59,999	8.78%	8.63%	98.36
$60,000 to $69,999	9.95%	11.07%	111.16
$70,000 to $79,999	6.78%	7.43%	100.75
$80,000 to $89,999	4.65%	5.12%	104.03
$90,000 to $99,999	3.24%	3.41%	105.33
$100,000 to $249,999	2.1%	2.28%	108.62
$125,000 to $149,999	3.7%	4.36%	117.92
$150,000 to $199,999	4.35%	5.18%	119.06
$200,000 to $249,999	1.05%	1.14%	108.62
$250,000 or more	1.24%	1.33%	106.72
Median Household	46,087	51,463	111.66
Average Household	66,130	71,293	107.81
Per Capita Household	29,464	31,370	106.47
Family/Non-Family Household Income			
Median Family Income	59,202	64,536	109.01
Average Family Income	75,559	80,075	105.98
Median Non-Family Income	29,585	34,910	118
Average Non-Family Income	42,401	52,958	124.9

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.54%	61.21%	97.87
Families with Children	22.82	21.06	92.26
Families without Children	39.72	39.17	98.62
Non-Family Households			
% Non-Family Households	37.46%	38.79%	103.56
Non-Families with Children	0	0	103.56
Non-Families without Children	37.46	38.79	103.56
Housing Units			
Total Housing Units	3,845	3,986	103.67%
Vacant percent	20.55%	20.67%	100.61
Owned percent	54.02%	54.49%	100.87
Rented Percent	25.41%	24.86%	97.84
Households by Size			
Avg household size	2.21	2.24	101.36%
Avg family hh size	2.83	2.94	103.89%
Avg non-family hh size	1.18	1.15	97.46%
Households By Count of Persons			
One	971	1,026	105.66%
Two	1,155	1,144	99.05%
Three or Four	810	856	105.68%
Five+	119	137	115.13%

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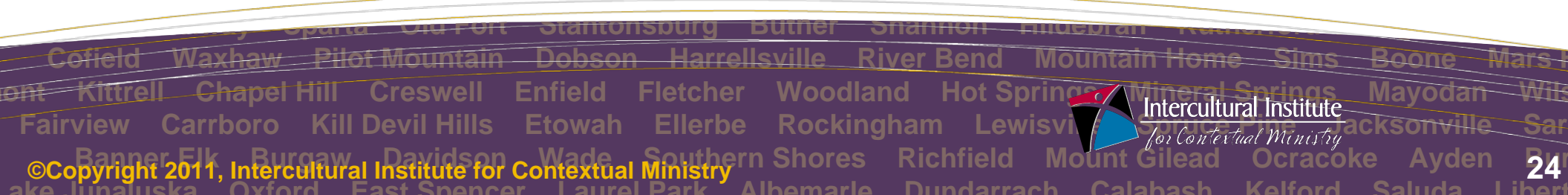
Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	251	297	130
Northern Europe	37	16	24
Western Europe	15	24	11
Southern Europe	10	20	2
Eastern Europe	13	4	4
Other Europe	0	0	0
Eastern Asia	21	14	4
So. Central Asia	0	27	0
SE Asia	19	22	4
Western Asia	0	29	18
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	6
Caribbean	5	1	10
Central Amer.	104	105	19
South America	12	32	15
North America	15	3	13
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,292	17,480	5,308
Spanish	163	452	123
Other Indo-Euro language	145	200	33
French (incl. Patois, Cajun)	67	119	17
French Creole	0	0	0
Italian	21	26	3
Portuguese	12	1	0
German	22	43	10
Yiddish	0	0	0
Other West Germanic	0	4	0
A Scandinavian Language	0	4	0
Greek	23	0	2
Russian	0	3	0
Polish	0	0	1
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	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	7	22
Japanese	40	13	0
Korean	0	10	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	2	0
Laotian	0	0	0
Vietnamese	34	0	0
Other Asian	0	27	0
Tagalog	0	10	6
Other Pacific Is	0	0	0
Other languages	0	76	24
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	54	22
Hebrew	0	0	0
African languages	0	17	0
Other unspecified	0	5	2

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	5,339	13,634	4,388
Arab	0	57	29
Armenian	0	0	0
Austrian	37	16	20
British	25	57	44
Canadian	8	6	6
Croatian	0	1	0
Czech	0	18	2
Czechoslovak	0	17	2
Danish	12	24	13
Dutch	36	116	79
English	1,240	2,799	1,012
European	123	81	12
Finnish	15	10	5
French (not Basque)	44	321	94
French Canadian	137	79	21
German	374	1,208	559
Greek	36	17	10
Hungarian	6	4	26
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	266	1,228	510
Italian	152	452	166
Lithuanian	0	6	12
Norwegian	7	42	33
Polish	19	166	72
Portuguese	33	5	0
Romanian	0	0	0
Russian	33	34	9
Scandinavian	0	7	8
Scotch-Irish	114	407	123
Scottish	148	391	198
Slovak	0	6	5
Subsaharan African	22	44	14
Swedish	53	64	32
Swiss	0	19	5
Ukrainian	0	8	3
US/American	923	3,477	769
Welsh	14	61	20
West Indian	0	7	0
Yugoslavian	0	0	0
Other	1,461	2,381	476

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

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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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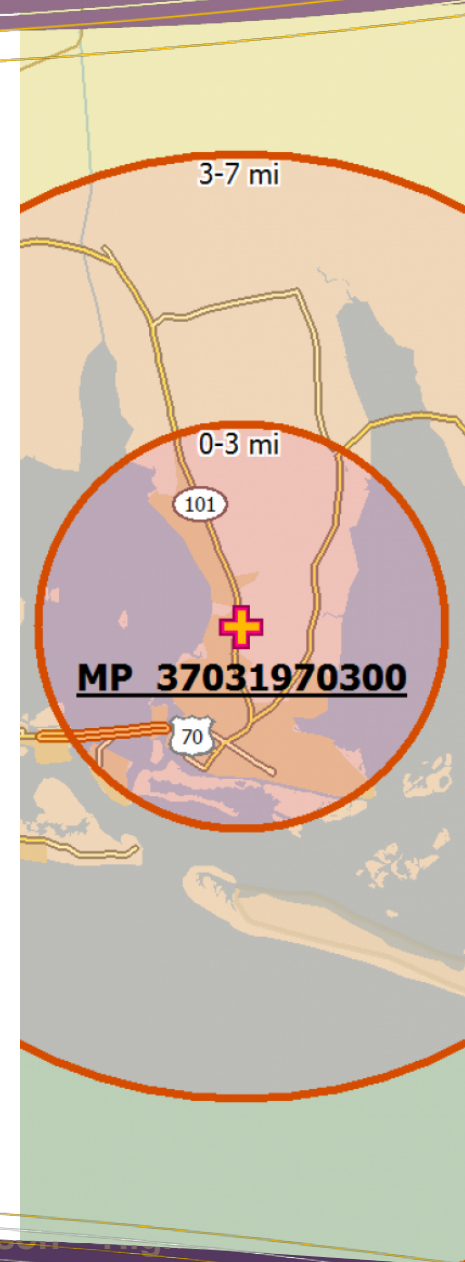
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,054	100%	2,086	100%
AFFLUENT SUBURBIA	25	0.82%	20	0.96%
America's Wealthiest	25	0.82%	20	0.96%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	410	13.43%	275	13.18%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	410	13.43%	275	13.18%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	122	3.99%	83	3.98%
Successful Urban Sprawl	59	1.93%	0	0%
2nd City Homebodies	21	0.69%	42	2.01%
Prime Middle America	0	0%	14	0.67%
Urban Optimists	42	1.38%	0	0%
Family Convenience	0	0%	27	1.29%
Mid-Market Enterprise	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,054	100%	2,086	100%
BLUE COLLAR BACKBONE	152	4.98%	102	4.89%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	152	4.98%	102	4.89%
AMER. DIVERSITY	347	11.36%	248	11.89%
Ethnic Urban Mix	15	0.49%	11	0.53%
Urban Blues	11	0.36%	7	0.34%
Professional Urbanites	244	7.99%	176	8.44%
Urban Advancement	56	1.83%	38	1.82%
Amer. Great Outdoors	9	0.29%	6	0.29%
Mature America	12	0.39%	10	0.48%
METRO FRINGE	941	30.81%	646	30.97%
Steadfast Conservative	868	28.42%	595	28.52%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	73	2.39%	51	2.44%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,054	100%	2,086	100%
REMOTE AMERICA	178	5.83%	109	5.23%
Hardy Rural Fam.	167	5.47%	102	4.89%
Rural Southern Living	0	0%	0	0%
Coal & Crops	11	0.36%	7	0.34%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	341	11.17%	252	12.08%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	309	10.12%	229	10.98%
Stable Careers	32	1.05%	23	1.1%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	426	13.95%	277	13.28%
Aspiring Hispania	293	9.59%	0	0%
Industrious Country Living	0	0%	199	9.54%
America's Farmland	18	0.59%	0	0%
Comfy Country Living	115	3.77%	11	0.53%
Small Town Connections	0	0%	67	3.21%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,054	100%	2,086	100%
STRUGGLING SOCIETIES	77	2.52%	50	2.4%
Rugged Southern Style	22	0.72%	13	0.62%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	55	1.8%	37	1.77%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	35	1.15%	24	1.15%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	20	0.65%	14	0.67%
Urban Diversity	0	0%	0	0%
New Generation Activists	15	0.49%	10	0.48%
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 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

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

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

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

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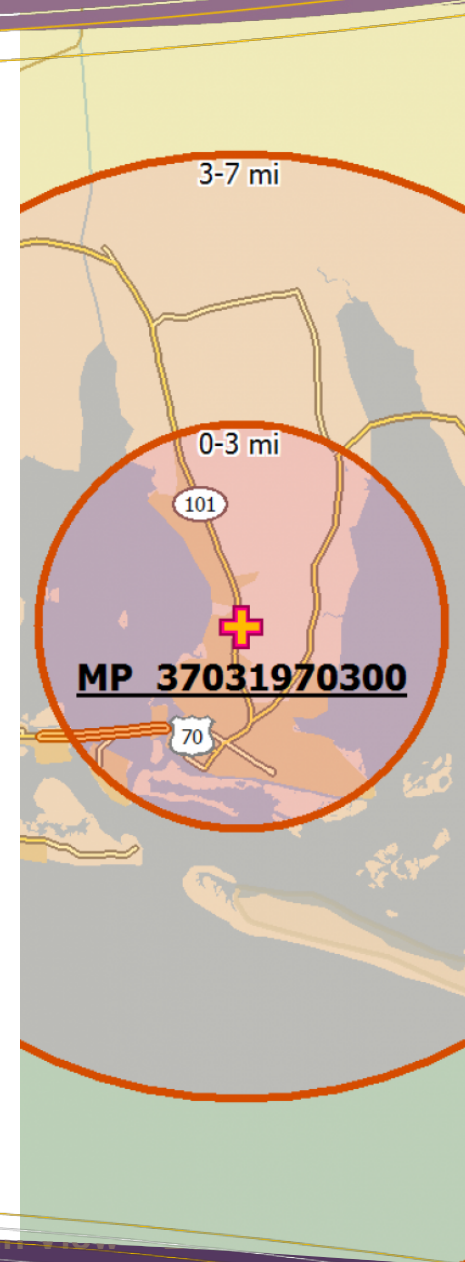
Potential Cultural Bridges

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

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

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

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

Potential Cultural Bridges

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

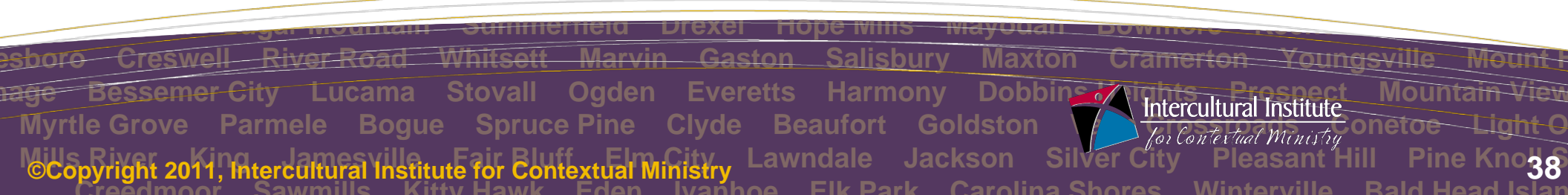| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	74%	74%	75%
Use Comp. for Internet/E-mail	58%	57%	58%
Internet Use: E-Mail	48%	47%	48%
Use Comp. for Comp. Games	39%	37%	37%
Use Comp. for Word Processing	39%	37%	38%
Use Comp. for Shopping	34%	31%	32%
Use Comp. for Digital Camera Photo Editing	32%	30%	31%
Use Comp. for Education	32%	29%	29%
Use Comp. for Banking	29%	28%	29%
HH Owns DVD Player	27%	26%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	27%	26%	26%
Internet Use: Banking	23%	23%	24%
Use Comp. for News/Info./Data Service	21%	20%	21%
PC-Network-HH Has One	16%	16%	16%
Use Comp. for Personal Financial Mngmnt	14%	13%	14%
Use Comp. for Accounting	13%	13%	14%
Use Comp. for Filing/DB Mngmnt	12%	11%	11%
Internet Use: Research/ Education	12%	11%	11%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	11%
Internet Use: Shopping: Made A Purchase	11%	11%	11%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	66%	66%
Dining Out (Not Fast Food)	58%	57%	58%
Reading Books	55%	54%	55%
Card Games	42%	41%	41%
Gardening	37%	34%	35%
Cooking for Fun	36%	35%	34%
Go To A Beach/Lake	35%	34%	34%
Board Games	32%	31%	31%
Visit Museum	20%	19%	20%
Photography	19%	18%	19%

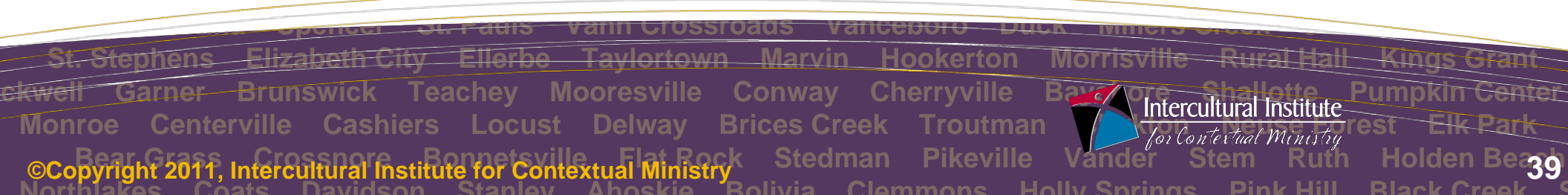| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	70%	70%
Gen./Fam. Practitioner	41%	42%	42%
Dentist	30%	29%	30%
Backache	23%	23%	22%
Eye Dr.	22%	23%	23%
Hypertension/High Blood Pressure	21%	22%	22%
None Of These	19%	19%	19%
High Cholesterol	19%	19%	19%
Any Arthritis	18%	18%	18%
Acid Reflux Disease (GERD)	15%	16%	16%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.78%	26.68%	27.29%
Live Theater	20.59%	20.2%	21.18%
Live Theater Most Often	17.35%	16.85%	17.65%
Rock/Pop Concerts Most Often	13.21%	13.17%	13.11%
Dance Performance	8.76%	8.31%	8.51%
Comedy Club	8.16%	8.26%	8.06%
Movies: Action/Adventure	37.38%	37.32%	37.31%
Movies: Comedy	37.05%	36.76%	36.7%
Movies: Fam.	19.56%	19.1%	18.78%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.2%	19.67%	20.25%
Movies: Romantic Comedy	18.77%	19.25%	19.35%
Movies: Mystery	15.89%	15.62%	16.16%
MLB Baseball Reg. Season	6.15%	6.37%	6.69%
College Football Reg. Season	5.68%	5.69%	6%
NFL Football Reg. Season	5.62%	5.79%	5.99%
College Basketball Reg. Season	3.55%	3.72%	3.81%
Auto Racing Events	2.6%	2.52%	2.52%
NBA Basketball Reg. Season	2.57%	2.64%	2.66%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	41.26%	40.4%	41.37%
Swimming	32.62%	32.32%	32.68%
Bowling	21.01%	20.25%	20.17%
Freshwater Fishing	17.89%	18.7%	18.61%
Billiards/Pool	16.84%	16.98%	16.85%
Camping Trips	16.23%	15.74%	15.67%
Weight Training	14.46%	13.78%	13.88%
Jogging/Running	13.98%	12.76%	12.86%
Golf	13.94%	13.01%	13.53%
Basketball	13.63%	13.41%	13.13%
Mountain/Road Biking	13.19%	12.85%	13.09%
Using Cardio Machine	13%	12.51%	12.87%
Stationary Cycling	12.3%	11.98%	12.34%
Hunting	10.82%	11.09%	10.73%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Target Shooting	10.38%	8.97%	8.71%
Baseball	10.18%	10.1%	9.86%
Backpacking/Hiking	10.17%	9.01%	8.99%
Aerobics	9.76%	9.76%	9.86%
Power Boating	9.66%	9.44%	9.8%
Football	8.47%	8.45%	8.1%
Canoeing/Kayaking	8.39%	7.8%	7.89%
Volleyball	8.34%	8.36%	8.03%
Softball	8.06%	7.58%	7.45%
Saltwater Fishing	7.68%	7.84%	7.9%
Yoga	6.89%	6.72%	6.8%
Soccer	6.71%	6.32%	6.25%
Tennis	6.49%	5.98%	6.07%
Motorcycling	6.11%	5.96%	5.82%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	6.11%	6.11%	6.01%
Ice Skating	5.71%	5.11%	4.96%
Roller Skating	5.34%	5.16%	4.97%
Archery	5.25%	4.56%	4.41%
Fly Fishing	4.84%	4.83%	4.77%
Water Skiing	4.79%	4.61%	4.57%
Downhill & X-Country Skiing	4.77%	4.76%	4.65%
Snorkeling	4.35%	4.39%	4.29%
Jet Skiing	4.26%	4.16%	4.1%
Snowmobiling	4.19%	3.84%	3.65%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	4%	3.95%	3.77%
Auto Racing	3.95%	3.38%	3.19%
Hockey	3.8%	3.58%	3.41%
Rock Climbing	3.7%	3.14%	3.05%
Sailing	3.48%	3.66%	3.74%
Skateboarding	3.44%	3.27%	3.09%
Martial Arts	3.36%	3.01%	2.88%
Snowboarding	3.32%	3.35%	3.18%
Rowing	2.96%	2.8%	2.79%
Surfing & Windsurfing	2.59%	2.58%	2.44%

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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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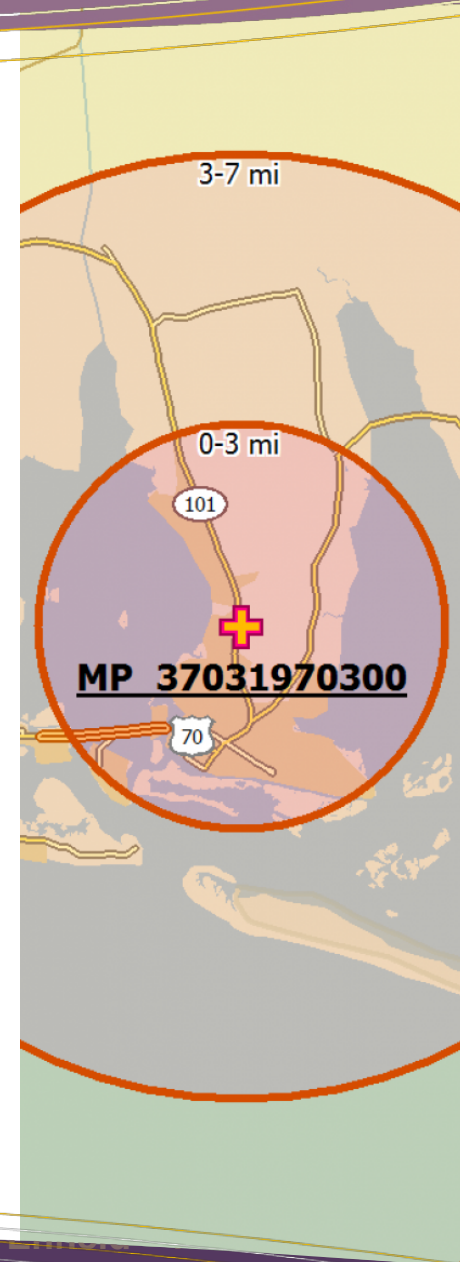
Potential Cultural Barriers -- Introduction (part 2)

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.
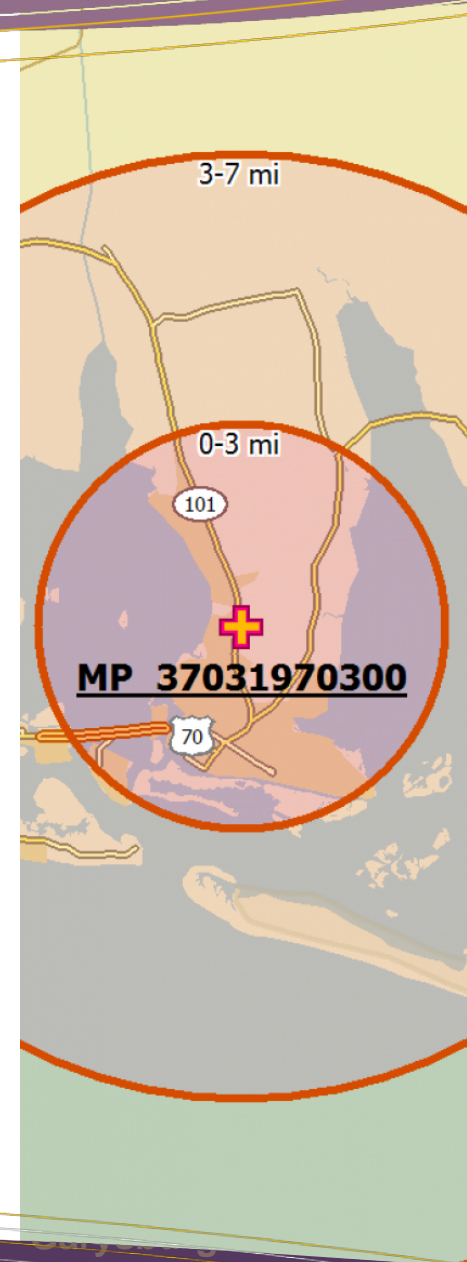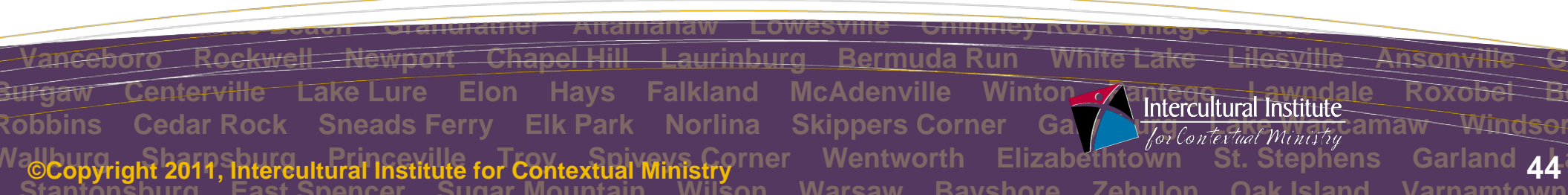
Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	49%
Find It Difficult To Say No To My Kids	37%	37%	36%
Speak My Mind Even If It Upsets People	36%	36%	36%
Woman's Place Is In The Home	35%	34%	34%
Prefer To Have Few Possessions As Possible	35%	34%	35%
Like Control Over People And Resources	33%	33%	33%
Like To Do Unconventional Things	31%	31%	31%
Don't Judge People/Way They Live Life	28%	29%	28%
Money Is Best Measure Of Success	28%	28%	28%
If Won Lottery Would Never Work Again	28%	26%	27%
Friends More Important Than My Fam.	27%	26%	26%
Too Much Sponsorship In Arts/Sports	22%	22%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	20%	19%
Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Marijuana Should Be Legalized	19%	19%	19%
Rarely Sit Down to a Meal Together At Home	18%	16%	16%
I Am A Workaholic	15%	16%	15%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	13%	13%	13%
Happy With My Standard Of Living	13%	12%	13%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	6%	6%

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Potential Cultural Themes

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

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

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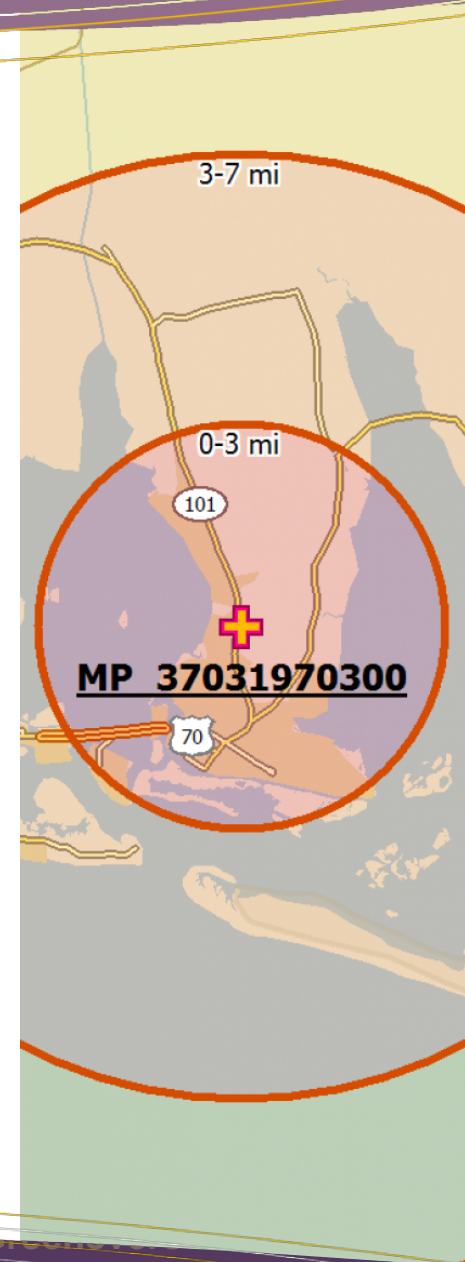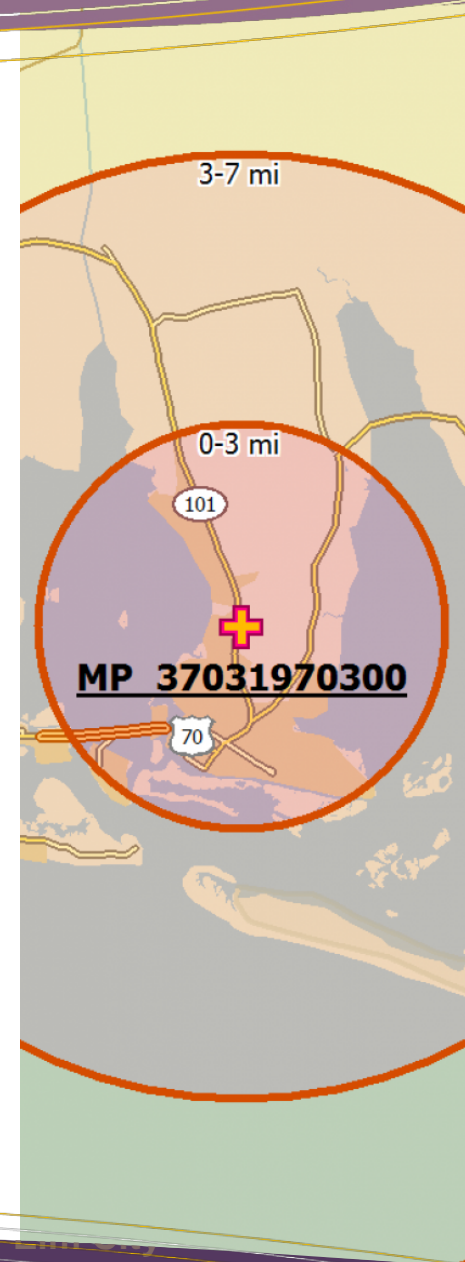
Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	59%	60%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	37%	37%	37%
Prefer To Have Few Possessions As Possible	35%	34%	35%
Prefer Work Part Of Team Than Alone	35%	34%	33%
Important Feel Respected By My Peers	34%	34%	33%
Important To Juggle Various Tasks	33%	32%	31%
Good At Fixing Things	28%	28%	28%
Have Keen Sense Of Adventure	28%	27%	26%
Like To Just Enjoy Life	24%	23%	23%
People Have To Take Me As They Find Me	23%	22%	22%
Consider Myself Interested In The Arts	20%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	16%	16%	16%
Worried About Pollution Caused By Cars	16%	17%	16%
Is An Important Part Of Who I Am	16%	16%	16%
Try Not To Worry About The Future	14%	14%	14%
Provide My Kids With The Little Extras	12%	12%	11%
Enjoy Spending Time With My Fam.	11%	11%	11%
Children Should Be Allowed To Express Themselves	6%	6%	5%
Feel Very Alone In The World	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	5%	4%
Would Like To Set Up Own Business	3%	3%	3%

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Potential Shared Places

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

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	84.92%	84.26%	83.77%
Fam. Restaurants/Steak Houses-Visit Any	82.2%	82.05%	82.36%
McDonald's	56.54%	55.69%	55.41%
Burger King	37.79%	36.28%	35.74%
Subway	30.43%	30.03%	29.82%
Wendy's	30.16%	29.23%	28.91%
Kentucky Fried Chicken (KFC)	28.65%	26.99%	25.8%
Applebee's	28.43%	28.25%	28.36%
Taco Bell	28.07%	27.16%	26.79%
Arby's	22.94%	22.33%	21.83%
Pizza Hut	21.98%	21.53%	20.83%
Olive Garden	20.24%	19.63%	20.17%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.67%	17.37%	17.17%
Red Lobster	18.01%	16.76%	16.64%
Cracker Barrel	16%	15.23%	15.44%
Outback Steakhouse	14.32%	14.14%	14.65%
Domino's Pizza	13.3%	12.51%	12.04%
IHOP (International House Of Pancakes)	13.22%	13.37%	13.33%
Sonic	13.04%	13.16%	12.85%
Chili's Grill and Bar	12.24%	11.62%	11.65%
Denny's	12.16%	11.53%	11.49%
Chick-Fil-A	11.37%	11.53%	11.57%
Golden Corral	11.33%	10.49%	9.97%
TGI Friday's	10.76%	10.46%	10.37%

Potential Shared Projects

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

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

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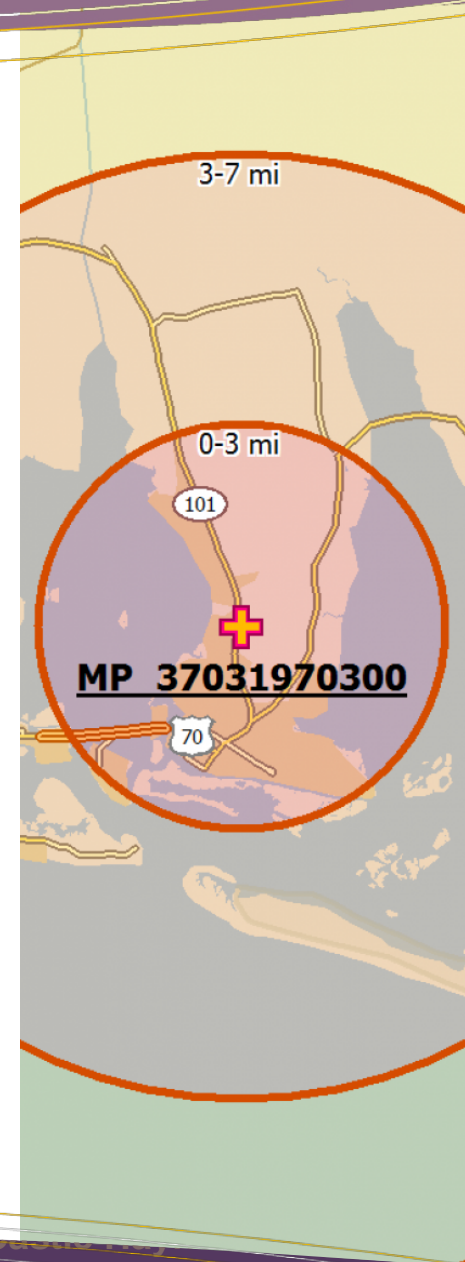
Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.39%	47.59%	48.12%
Recycled products	36.16%	35.37%	36.34%
Worked as volunteer (non political)	17.53%	17.2%	17.58%
Engaged in fund raising	11.24%	11.06%	11.05%
Religious club member	7.72%	7.81%	7.75%
Wrote to elected offcl about publ bus	6.09%	6.08%	6.25%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.99%	5.54%	5.53%
Wrote to editor of mag or newspaper	5.99%	5.84%	5.95%
Church Board	5.51%	5.4%	5.31%
Charitable Organization	5.45%	5.24%	5.33%
Took active part in local civic issue	5.45%	5.25%	5.31%
Fraternal order member	5.35%	5.22%	5.24%

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Communication Media Content

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

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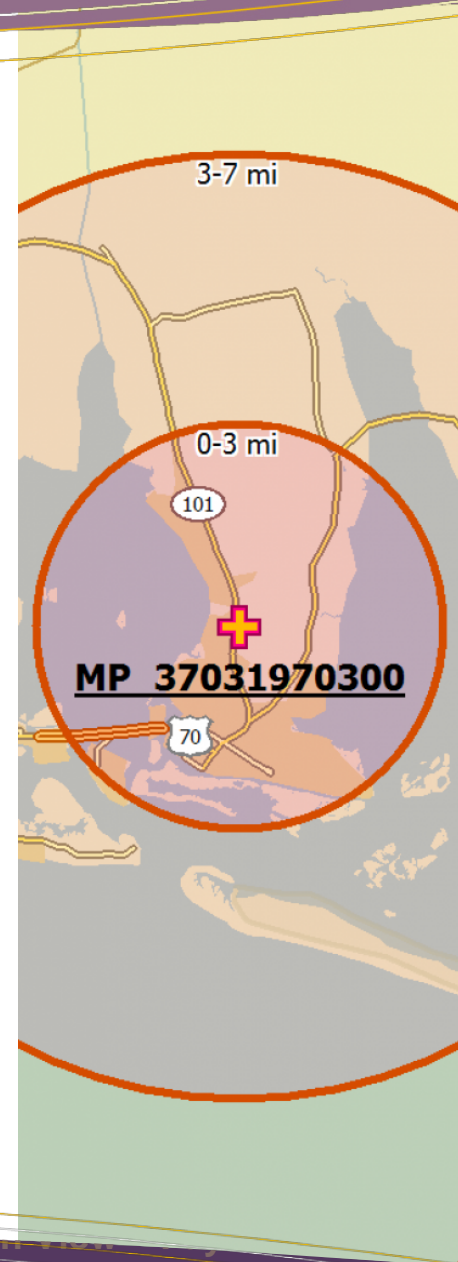
Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	16.88%	16.91%	17.44%
Children's Books	12.59%	12.87%	12.97%
Mystery	11.68%	11.9%	12.38%
Cookbooks	10.53%	10.66%	10.87%
Religious (not Bibles)	8.82%	9.06%	9.02%
History	6.9%	6.87%	7.19%
Biography	6.82%	6.57%	6.81%
Personal/Business	6.7%	6.68%	6.84%
Self-help			
Romance	6.64%	7.09%	7.1%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.37%	67.55%	67.84%
Gen. Editorial	47.83%	47.14%	47.16%
Womens	41.13%	40.99%	40.69%
Service	35.42%	35.01%	35.56%
Mens	18.47%	18.23%	18.06%
Business/Finance	17.51%	17.15%	17.61%
Sports	15.26%	14.57%	14.76%
Mature Market	14.53%	14.35%	14.57%
Automotive	14.37%	13.34%	13.32%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	56.8%	56.77%	57.23%
Classified	33.94%	34.11%	33.61%
Sport	32.94%	32.42%	32.73%
Editorial Page	32.18%	32.23%	32.49%
Business/Finance	29.47%	28.89%	29.83%
Comics	28.5%	28.32%	28.52%
Food/Cooking	26.05%	26.09%	26.48%
Movie Listings & Reviews	25.65%	25.18%	25.5%
TV/Radio Listings	24.86%	25.31%	25.42%
Home/Gardening	21.84%	21.55%	21.84%
Travel	19.68%	19.57%	20.07%
Science/Technology	18.47%	17.94%	18.34%
Fashion	14.03%	14.12%	14.22%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.29%	22.7%	22.6%
CHR Contemp Hit Radio	18.07%	17.62%	17.42%
Adult Contemporary	17.63%	17.44%	17.88%
Urban Contemporary	13.46%	13.1%	12.02%
Rock	12.7%	11.95%	12.02%
News/Talk	11.83%	11.4%	11.86%
Oldies	11.58%	11.03%	11.17%
Classic Rock	10.39%	10.33%	10.49%
Alternative	9.07%	8.7%	9.17%
Variety	7.83%	8.04%	7.97%
Religious	6.33%	6.16%	6.32%
All News	5.5%	5.22%	5.46%
Jazz	5.27%	5.04%	4.85%
Soft Contemporary	5.14%	5.68%	5.71%
All Talk	4.4%	3.77%	4.32%
Sports	3.63%	3.68%	3.81%
Classical	3.57%	3.54%	3.69%
Classic Hits	3.56%	3.57%	3.59%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.98%	63.62%	64.1%
Satellite Dish	54.14%	51.97%	51.61%
Soapnet	51.99%	51.61%	51.68%
Other Video-On-Demand	41.88%	42.07%	41.89%
Sci-Fi Channel	37.15%	35.57%	35.6%
Adult Pay Per View TV	34.98%	34.98%	35.77%
MSNBC	33.38%	32.89%	32.8%
Comedy Central	32.47%	32.37%	33.8%
TV Info From Sunday TV Magazine	29.89%	29.03%	29.34%
Subscribe Digital Cable	28.12%	28.48%	28.41%
Nickelodeon	27.61%	27.68%	27.47%
TV Info From Newspapers	26.53%	25.6%	25.54%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	25.85%	25.41%	25.82%
TCM (Turner Classic Movies)	25.44%	24.62%	24.83%
Adult Swim	25.01%	26.37%	26.82%
Nick At Nite	24.38%	24.45%	24.22%
BET (Black Entertainment TV)	24.26%	24.45%	24.7%
Hallmark Channel	23.46%	23.03%	23.39%
TV Info From Monthly Cable Guide	23.35%	22.93%	23.07%
The Golf Channel	22.78%	23.47%	24.07%
ABC Fam.	22.22%	22.41%	23.1%
ESPN2	21.98%	22.43%	23.28%
ESPN Classic	21.71%	21.06%	22.24%
Lifetime	20.3%	19.17%	19.25%

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Communication Media Usage

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

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

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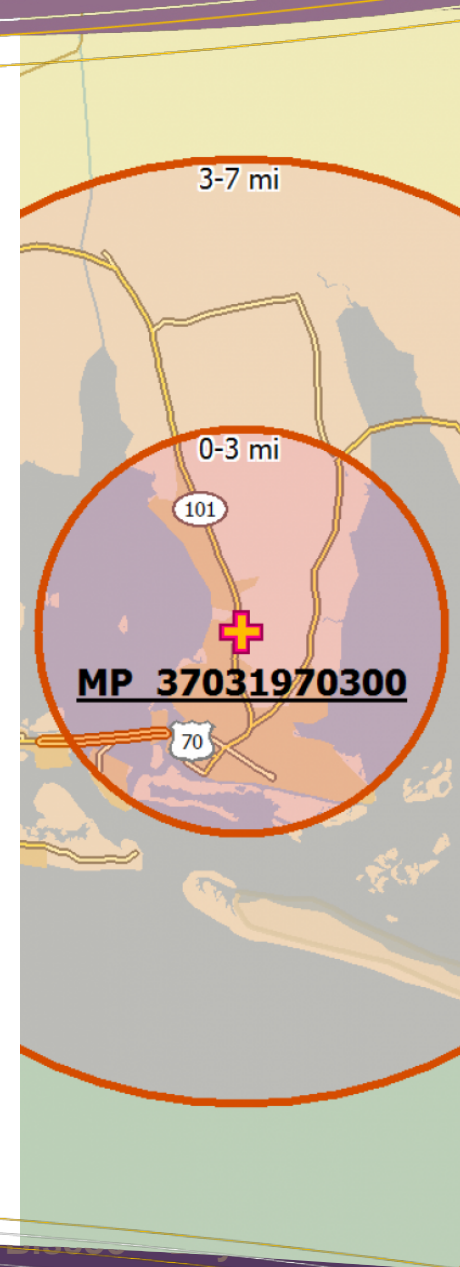
Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.69%	19.64%	20.08%
Medium Users (4-6)	10.59%	10.72%	11.01%
Light Users (1-3)	20.37%	20.46%	20.5%
Quintiles (20%)			
Newspaper I (Heavy)	1.31%	1.28%	1.23%
Newspaper II	1.36%	1.39%	1.35%
Newspaper III	2.54%	2.17%	2.13%
Newspaper IV	0.56%	0.58%	0.53%
Newspaper V (Light)	1.6%	1.18%	1.13%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.87%	17.95%	17.6%
Magazines II	8.46%	7.9%	7.69%
Magazines III	10.06%	9.09%	8.79%
Magazines IV	10.84%	10.68%	10.5%
Magazines V (Light)	0.41%	0.51%	0.46%
Outdoor I (Heavy)	6.49%	6.74%	6.7%
Outdoor II	2.74%	2.52%	2.4%
Outdoor III	3.25%	3.07%	2.95%
Outdoor IV	17.15%	17%	16.75%
Outdoor V (Light)	27.16%	27.45%	27.41%
Yellow Pages I (Heavy)	15.44%	16.05%	15.81%
Yellow Pages II	5.77%	6.22%	6.18%
Yellow Pages III	5.23%	5.36%	5.08%
Yellow Pages IV	23.49%	23.19%	22.58%
Yellow Pages V (Light)	2.95%	3.61%	3.4%

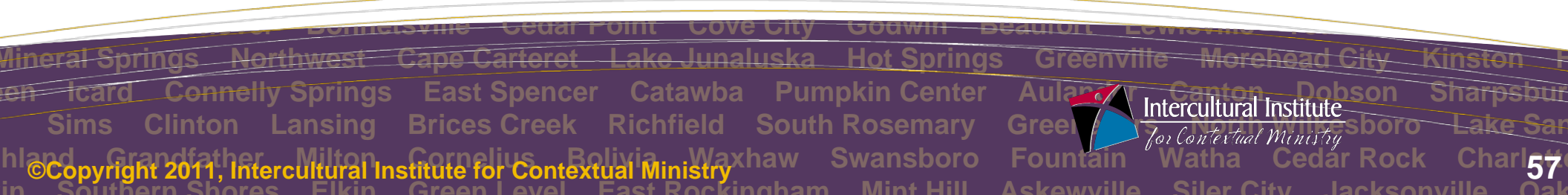Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.37%	3.04%	3.04%
Drive Time III (Medium)	0.68%	0.87%	0.84%
Radio IV & V (Light)	2.56%	2.2%	2.2%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.09%	7.84%	7.56%
Radio III (Medium)	5.11%	4.5%	4.43%
Radio IV & V (Light)	3.19%	3.13%	3.12%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.96%	11.29%	11.25%
Cable III (Medium)	3.69%	3.54%	3.43%
Cable IV & V (Light)	33.77%	34.56%	34.63%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.07%	3.52%	3.45%
Prime Time III (Medium)	2.37%	2.4%	2.4%
Prime Time IV & V (Light)	8.4%	6.85%	6.31%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.36%	40.51%	40.85%
Fringe III (Medium)	55.54%	54.48%	53.94%
Fringe IV (Light)	57.4%	55.94%	55.39%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.18%	13%	12.75%
All Day III (Medium)	23.8%	23.74%	23.55%
All Day IV (Light)	11.97%	13.84%	13.52%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.35%	13.29%	13.56%
6:00am - 10:00am	16.45%	15.9%	16.39%
10:00am - 3:00pm	6.85%	6.77%	6.77%
3:00pm - 7:00pm	12.99%	13.94%	13.8%
7:00pm - Midnight	13.44%	14.1%	14.68%
Midnight - 6:00am	5.79%	6.18%	6.39%
Weekend Radio Listeners			
Dayparts [summary]	13.78%	14.5%	14.28%
6:00am - 10:00am	3.77%	3.84%	4.19%
10:00am-3:00pm	5.44%	5.37%	5.59%
3:00pm - 7:00pm	6.4%	6.73%	6.68%
7:00pm - Midnight	7.84%	8.78%	8.89%
Midnight - 6:00am	11.48%	12.52%	12.63%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.04%	7.06%	7.16%
Saturday: 8:00-11:00pm	7.59%	8.38%	8.33%
Sunday: 7:00-11:00pm	8.62%	8.55%	8.67%
9:00am-1:00pm	24.38%	24.45%	24.22%
9:00am-4:00pm	27.91%	28.34%	28.06%
4:00pm-7:00pm	29.12%	29.25%	29.61%
11:00pm-1:00am	41.61%	40.79%	40.65%
AVG Prime time Mon-Sun	2.82%	2.63%	2.58%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.11%	16.41%	16.67%
7-9am	21.98%	22.43%	23.28%
9am-12noon	20.48%	20.4%	20.3%
12noon-4pm	7.43%	7.93%	7.77%
4-6pm	45.64%	44.98%	45.47%
6-7pm	18.99%	19.17%	19.02%
7-7:30pm	1.53%	1.61%	1.65%
7:30-8pm	11.14%	10.73%	10.44%
8-11pm	7.04%	7.06%	7.16%
11pm-12am	33.38%	32.89%	32.8%
11pm-1am	41.61%	40.79%	40.65%
1-6am	31.14%	31.14%	31.85%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.98%	17.62%	17.95%
Sat: 10am-1pm	7.03%	7.47%	7.58%
Sat: 1-4pm	24.66%	24.84%	24.76%
Sat: 4-6pm	6.91%	7.06%	6.97%
Sat: 6-7pm	2.07%	1.95%	2.07%
Sat: 7-8pm	0.88%	0.92%	0.91%
Sat: 8-11pm	7.59%	8.38%	8.33%
Sat: 11pm-1am	4.83%	4.79%	4.86%
Sat: 1am-7pm	25.85%	25.41%	25.82%
Sun: 7-10am	1.99%	2.03%	2.03%
Sun: 10am-1pm	6.06%	6.05%	6.06%
Sun: 1-4pm	5.2%	5.28%	5.4%
Sun: 4-7pm	12.02%	11.38%	11.45%
Sun: 7-11pm	8.62%	8.55%	8.67%
Sun: 11pm-1am	3.78%	4.1%	4.06%
Sun: 1-7am	19.33%	19%	19.06%

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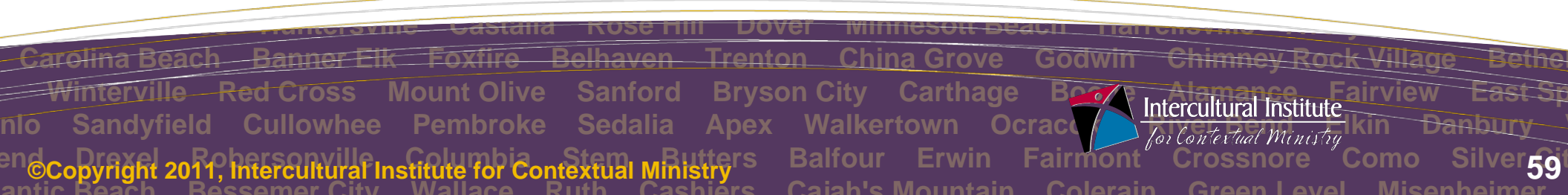
Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

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Your MissionSite and the Missional Suite

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

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

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

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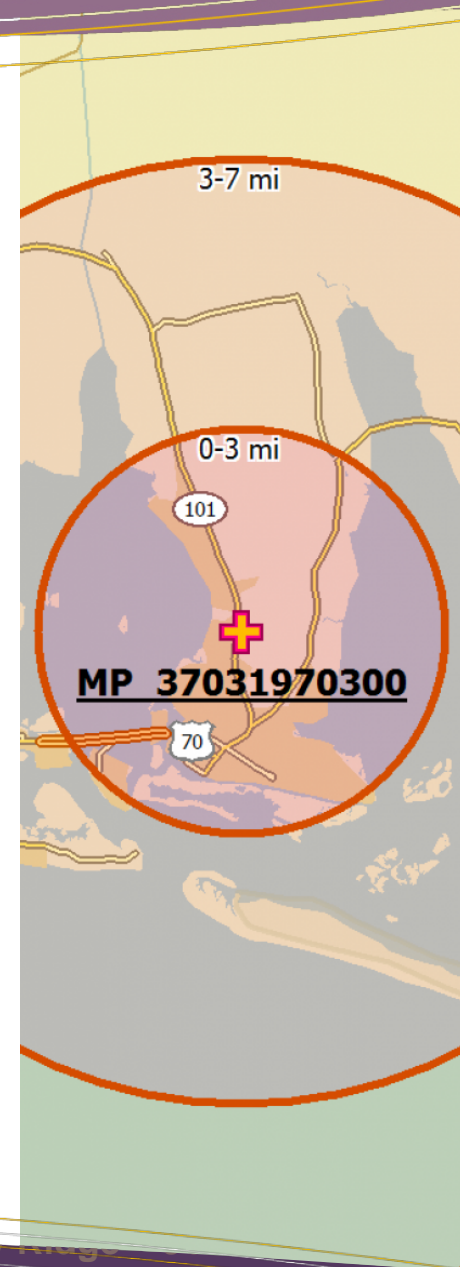
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Calvary - Beaufort	119 Bunch Rd Beaufort, NC 28516	0.12 mi	92	Plateauing
2	Beaufort First - Beaufort	403 Ann St Beaufort, NC 28516	1.25 mi	120	Plateauing
3	Hispanic Mission - Morehead City	810 Bridges St Morehead City, NC 28557	3.54 mi	30	Insufficient Data
4	Morehead City First - Morehead City	810 Bridges St Morehead City, NC 28557	3.54 mi	335	Declining
5	Bogue Banks - Atlantic Beach	1417 W Fort Macon Rd Atlantic Beach, NC 28512	4.21 mi	352	Declining
6	Island Road - Beaufort	836 Harkers Island Rd Beaufort, NC 28516	5.34 mi	7	Declining
7	Huggins Memorial - Harkers Island	1104 Island Rd Harkers Island, NC 28531	6.10 mi	43	Declining
8	Open Door - Morehead	227 NC Highway 24 Morehead City, NC 28557	6.19 mi	117	Insufficient Data
9	Reeces Chapel Missionary Baptist - Newpor	171 Old Winberry Rd Newport, NC 28570	6.50 mi	170	Growing
10	Woodville - Beaufort	450 Highway 70 East Bettie Beaufort, NC 28516	7.48 mi	85	Declining
11	Parkview - Morehead City	4738 Arendell St Morehead City, NC 28557	7.58 mi	282	Declining
12	Marshallberg - Marshallberg	1043 Marshallberg Rd Marshallberg, NC 28553	7.70 mi	64	Declining
13	Smyrna Missionary - Smyrna	231 Hwy 70 Smyrna, NC 28579	7.77 mi	44	Growing
14	Davis First - Davis	130 Community Rd Davis, NC 28524	11.79 mi	56	Plateauing
15	Newport - Newport	312 Chatham St Newport, NC 28570	12.55 mi	115	Plateauing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	12.90 mi	37	Declining
17	Havelock Korean - Havelock	101 Hollywood Blvd Havelock, NC 28532	14.98 mi	15	Declining
18	McCotter Boulevard - Havelock	103 McCotter Blvd Havelock, NC 28532	14.98 mi	111	Declining
19	Cherry Branch - Havelock	1490 Ferry Rd Havelock, NC 28532	15.80 mi	46	Growing
20	Croatan - Newport	3095 Highway 24 Newport, NC 28570	16.53 mi	19	Plateauing
21	The Bridge	925 E Main St Ste 77 Havelock, NC 28532	16.71 mi	0	Insufficient Data
22	The Intersection	3323 Highway 24 Newport, NC 28570	17.04 mi	116	Insufficient Data
23	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	17.20 mi	218	Declining
24	Havelock Community - Havelock	262 US Highway 70 W Havelock, NC 28532	17.45 mi	75	Growing
25	Sea Level Missionary - Sea Level	1096 Hwy 70 Sea Level, NC 28577	18.55 mi	49	Declining
26	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	18.68 mi	177	Plateauing
27	Atlantic Missionary - Atlantic	926 Seashore Dr Atlantic, NC 28511	20.39 mi	59	Declining
28	Oriental First - Oriental	605 Broad St Oriental, NC 28571	20.59 mi	70	Plateauing
29	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	21.24 mi	22	Insufficient Data
30	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	23.06 mi	0	Insufficient Data

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	23.68 mi	479	Growing
32	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	23.93 mi	91	Declining
33	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	27.09 mi	378	Plateauing
34	Bayboro Missionary - Bayboro	101 Main St Bayboro, NC 28515	29.11 mi	65	Insufficient Data
35	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	29.29 mi	119	Plateauing
36	Neuse River - New Bern	3702 Old Cherry Point Rd New Bern, NC 28560	29.49 mi	70	Declining
37	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	30.70 mi	205	Declining
38	Temple - New Bern	1500 Kingdom Way New Bern, NC 28560	33.51 mi	1,455	Growing
39	Karen Baptist Church	1500 Kingdom Way New Bern, NC 28560	33.51 mi	0	Insufficient Data
40	New Bern First - New Bern	239 Middle St New Bern, NC 28560	33.91 mi	277	Growing
41	Tabernacle - New Bern	608 Broad St New Bern, NC 28560	34.21 mi	358	Declining
42	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	34.46 mi	197	Growing
43	Memorial	904 Main St Maysville, NC 28555	34.89 mi	60	Growing
44	Maysville FBC	201 Main St Maysville, NC 28555	35.09 mi	169	Plateauing
45	Crossroads - New Bern	1802 US Highway 70 E New Bern, NC 28560	35.14 mi	161	Plateauing

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