

MissionSite

top unreached locations



VANCEBORO, NC

CENSUS TRACT: 37049960200

REGION: Region 2: Central Coast

COUNTY: Craven

SITESCAPE: Countryside

DENSITY PATTERN: E3



In partnership with the:



Intercultural Institute
for Contextual Ministry



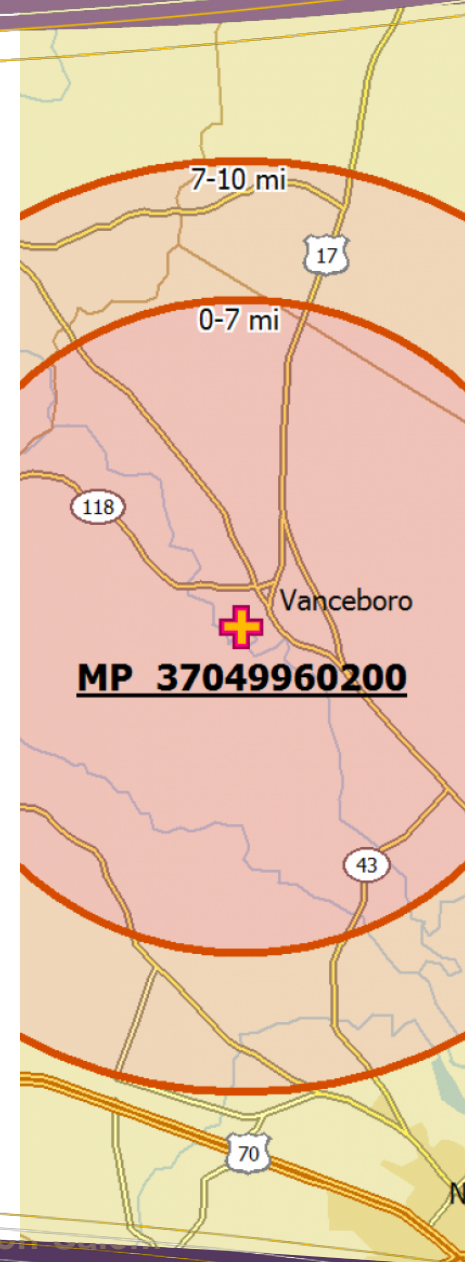
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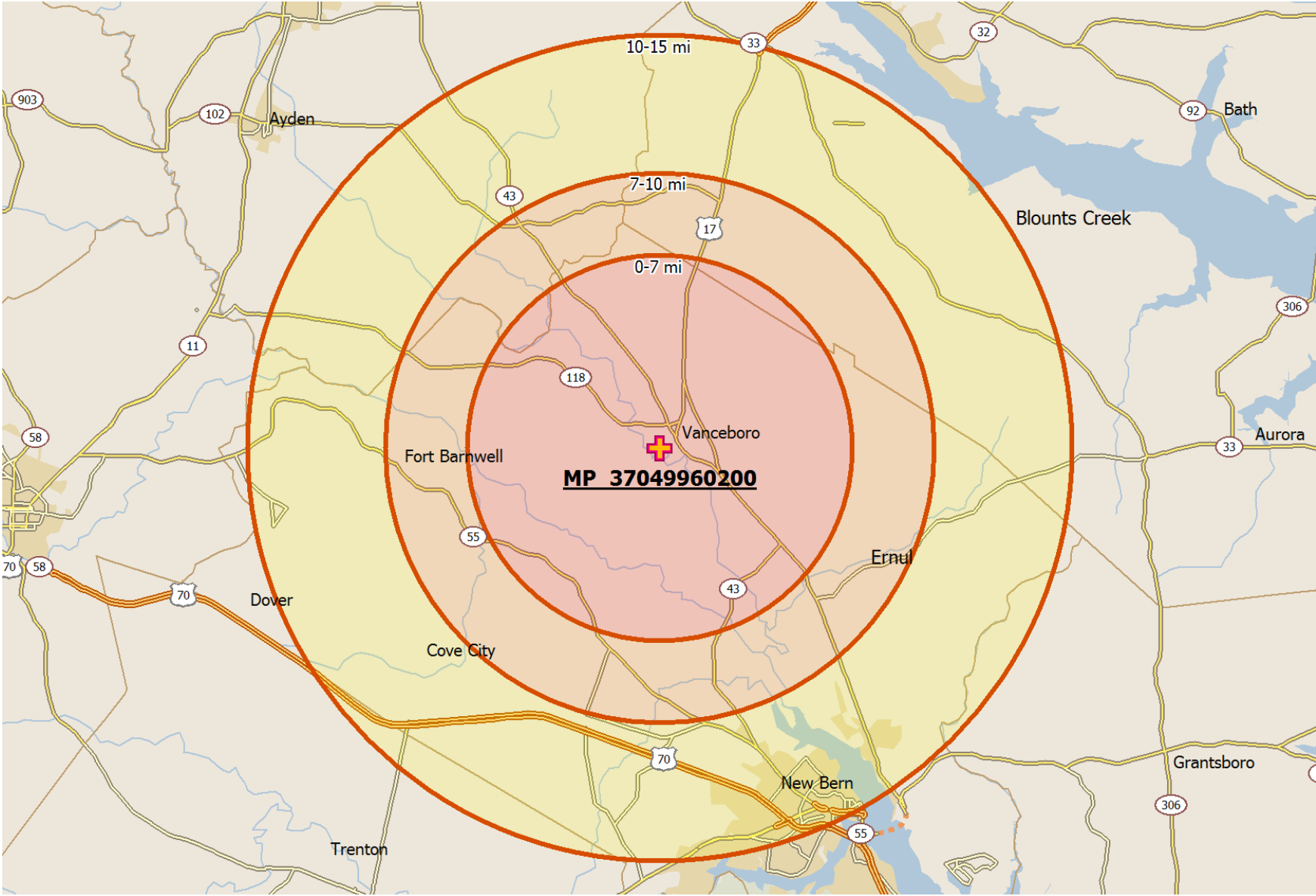
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37049	Craven
4	Zipcode	28586	Craven
5	Sitescape Category	1	Countryside
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.23	Settlements adjacent to a small town
8	Sitescape Density Pattern	E3	2500-10000-10000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	2	Percent commuting from non metro to metro areas

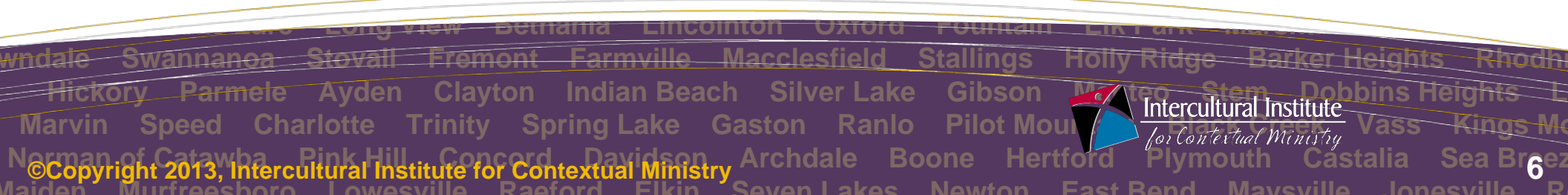


Site Location Summary - Band Composition

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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	8,357	5,396	38,297
2010 Households	3,377	2,248	17,336
2010 Group Quarters Population	526	0	412

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	2	14	6
Language Diversity National Index	4	25	28
Foreign Born Diversity National Index	11	18	18
Ancestry Diversity National Index	26	24	23
Racial Diversity National Index	49	50	48

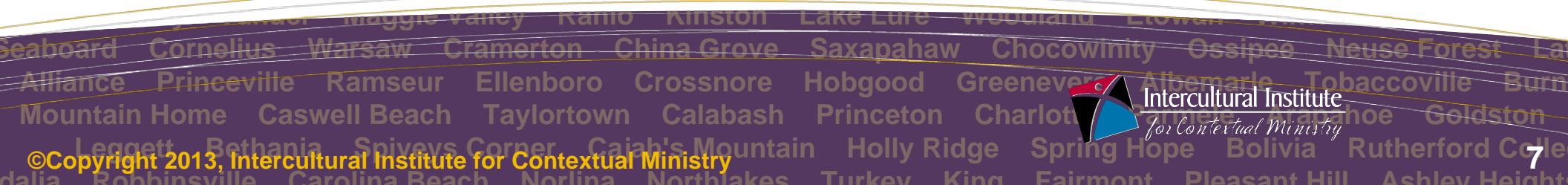


Site Location Summary - County Environment

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

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



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	10	0.3%
Mainstay Communities	Established, Diverse Households	254	7.52%
Working Communities	Blue-collar, Working Families	906	26.83%
Country Communities	Rural, Agri. & Mining Families	997	29.52%
Aspiring Communities	Young Singles / Aspiring-Multihousing	664	19.66%
Urban Communities	High Density, Inner-city Neighborhoods	547	16.2%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

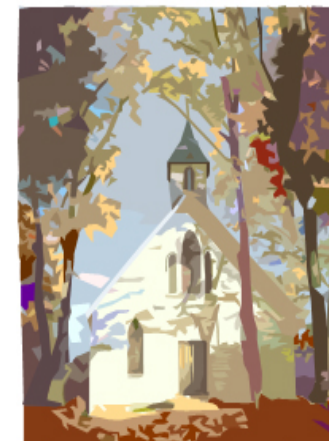
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	28,227	2,225	7.88%
Unreached %	67.73%	65.9%	97.29
Religious But NOT Evangelical HH	7,974	634	7.95%
Religious But NOT Evangelical %	19.13%	18.77%	98.07
Spiritual But NOT Relig or Evang HH	3,810	313	8.22%
Spiritual But NOT Relig or Evang %	9.14%	9.27%	101.42
Not Evangelical, Not Interested HH	16,823	1,299	7.72%
Not Evangelical, Not Interested %	40.37%	38.46%	95.28



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	17	0	0%
Active BCNC Attenders	1,941	0	0%
Active Evangelical Households	6,324	185	2.93%
Active Evangelical Percent	15.17%	15.25%	100.51
Inactive Evangelical Households	7,124	209	2.93%
Inactive Evangelical Percent	17.10%	17.19%	100.58
# New Churches Needed	4	1	15.82%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Spring Garden - New Bern	7.17 mi	116	Declining	16	Washington First - Washington	17.26 mi	375	Plateauing
2	Chocowinity First - Chocowinity	10.36 mi	67	Growing	17	West End - Washington	17.62 mi	15	Plateauing
3	Cove City Missionary - Cove City	12.47 mi	71	Plateauing	18	Riverview - Wash	18.33 mi	48	Plateauing
4	Colony - New Bern	13.50 mi	57	Declining	19	Ayden First - Ayden	18.42 mi	65	Plateauing
5	Crossroads - New Bern	14.38 mi	161	Plateauing	20	Rosedale - Washington	19.23 mi	0	Insufficient Data
6	Fort Barnwell - Dover	14.71 mi	69	Declining	21	Washington Second - Washington	19.52 mi	150	Growing
7	Dover Missionary - Dover	14.71 mi	0	Insufficient Data	22	Neuse River - New Bern	19.83 mi	70	Declining
8	Tabernacle - New Bern	14.98 mi	358	Declining	23	Grainger - Kinston	20.00 mi	50	Declining
9	New Bern First - New Bern	15.25 mi	277	Growing	24	Discovery Church - Winterville	20.20 mi	146	Insufficient Data
10	Grifton First - Grifton	15.35 mi	55	Declining	25	Trenton Baptist	20.22 mi	55	Declining
11	Temple - New Bern	15.35 mi	1,455	Growing	26	Aurora First - Aurora	20.68 mi	29	Declining
12	Karen Baptist Church	15.35 mi	0	Insufficient Data	27	Love - Washington	20.90 mi	20	Declining
13	River Bend - New Bern	15.42 mi	120	Plateauing	28	Winterville - Winterville	20.97 mi	161	Plateauing
14	New Beginnings - Grifton	16.57 mi	30	Insufficient Data	29	Calvary - Kinston	21.53 mi	49	Declining
15	Family Bapt Church - Ayden	16.63 mi	0	Plateauing	30	Igl Bau Alfa Y Omega	21.87 mi	145	Growing

Using the Spirituality Indicators

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

Issues for Your Consideration

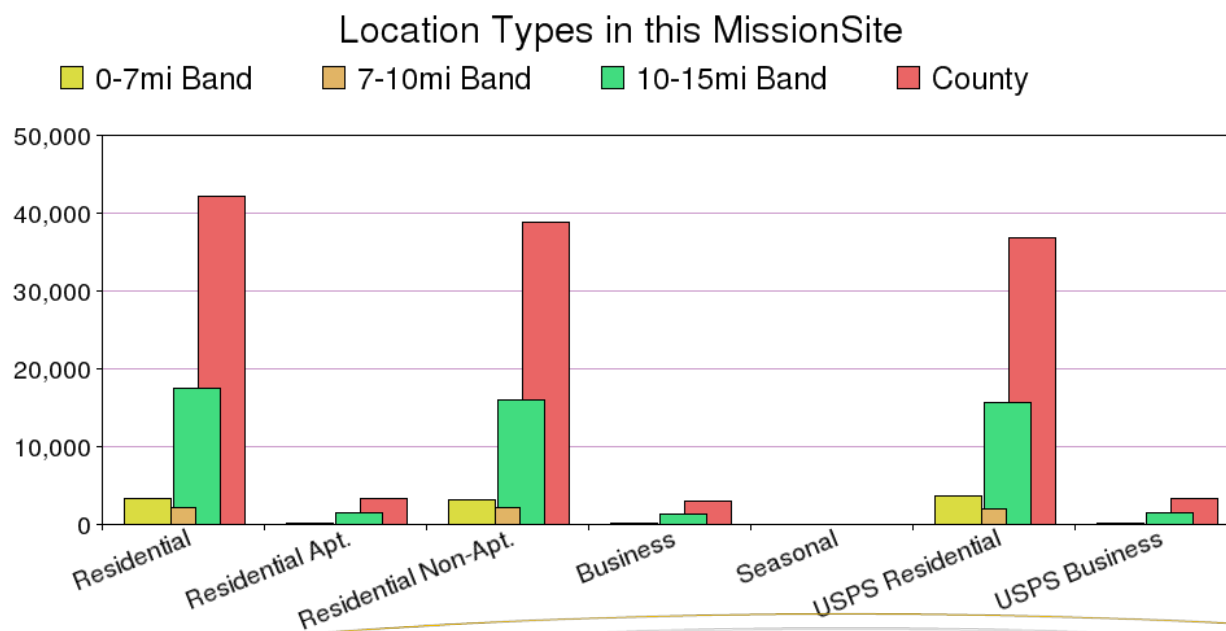
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	81,602	6,253	7.66%
2000 Population	91,436	7,872	8.61%
2010 Population	99,507	8,357	8.4%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,539	2,389	8.09%
2000 Households	34,582	2,882	8.33%
2010 Households	41,675	3,377	8.1%



Location Type	0-7mi Band
Residential	3,345
Residential Apt.	141
Residential Non-Apt.	3,204
Business	95
Seasonal	0
USPS Residential	3,591
USPS Business	92

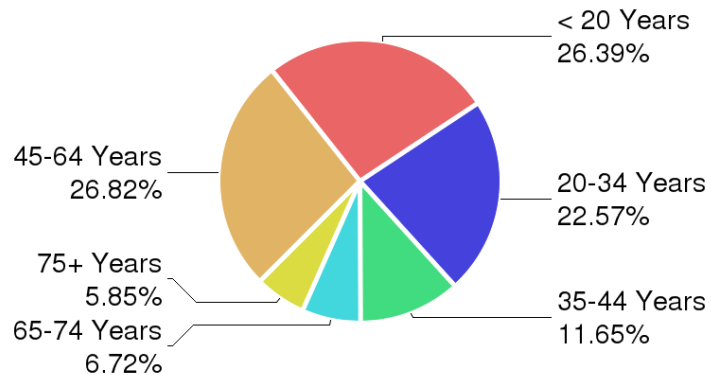
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.19%	5.55%	89.66
4-5 Years	2.83%	2.35%	83.04
6-8 Years	4.1%	4.57%	111.46
9-11 Years	3.65%	3.92%	107.4
12-13 Years	2.24%	3.02%	134.82
14-17 Years	4.58%	4.33%	94.54
18-19 Years	2.26%	2.62%	115.93
0-5 Years	9.02%	7.9%	87.58
6-12 Years	8.88%	10.08%	113.51
13-19 Years	7.96%	8.39%	105.4
< 20 Years	25.86%	26.37%	101.97
20-34 Years	22.77%	22.56%	99.08
35-44 Years	9.87%	11.64%	117.93
45-64 Years	24.79%	26.8%	108.11
65-74 Years	9.09%	6.72%	73.93
75+ Years	7.63%	5.85%	76.67
Median Age	36	37	100.11
Median Age (Male)	33	34	104.01
Median Age (Female)	40	38	97.2

Age Group Percentages

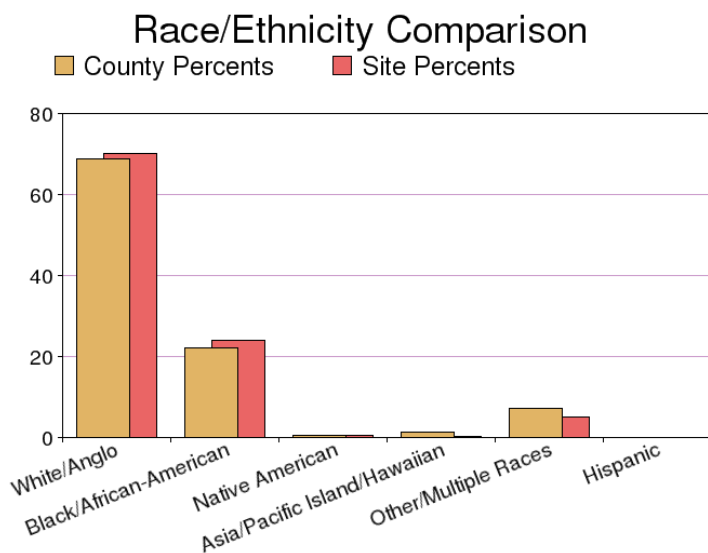


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.78%	70.07%	101.88
Black, African-American	22.2%	24.02%	108.16
Native American	0.41%	0.66%	162.1
Asian	1.26%	0.18%	14.25
Pacific Island, Hawaiian	0.08%	0.01%	15.46
Other/Multiple Races	7.27%	5.06%	69.6
Hispanic	0%	3.16%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	64,682	5,563	
Less than 9th Grade	3.39%	6.6%	51.42
No High School Diploma	7.28%	11.41%	63.74
High School Graduate	27.6%	36.62%	75.38
Some College, no degree	29.69%	25.98%	114.31
Associate Degree	10.69%	9.08%	117.77
College Degree	13.87%	7.6%	182.44
Graduate/Prof. degree	7.47%	2.71%	275.33

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.08%	12.08%	132.15
\$10,000 to \$19,999	11.08%	12.85%	116
\$20,000 to \$29,999	11.19%	13.09%	116.95
\$30,000 to \$49,999	22.11%	23.96%	108.33
\$50,000 to \$59,999	9.35%	10.07%	107.64
\$60,000 to \$69,999	7.55%	7.08%	93.72
\$70,000 to \$79,999	7.35%	6.99%	95.05
\$80,000 to \$89,999	5.97%	5.03%	84.39
\$90,000 to \$99,999	3.64%	2.96%	81.24
\$100,000 to \$124,999	6.64%	4.18%	62.91
\$125,000 to \$149,999	2.32%	1.15%	49.87
\$150,000 to \$199,999	2.55%	0.41%	16.27
\$200,000 to \$249,999	0.55%	0%	0
\$250,000 or more	0.61%	0.18%	28.92
Median Household	45,736	39,806	87.03
Average Household	59,815	48,470	81.03
Per Capita Household	26,058	19,597	75.21
Family/Non-Family Household Income			
Median Family Income	55,709	47,999	86.16
Average Family Income	67,940	53,140	78.22
Median Non-Family Income	30,000	25,660	85.53
Average Non-Family Income	41,557	30,231	72.75

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	69.2%	70.45%	101.8
Families with Children	34.07%	36.04%	105.79
Families without Children	35.14%	34.41%	97.92
Non-Family Households			
% Non-Family Households	30.8%	29.55%	95.97
Non-Families with Children	1.08	1.21	112.19
Non-Families without Children	29.71	28.34	95.37
Housing Units			Index
Total Housing Units	45,677	3,883	
Vacant percent	8.76%	13.03%	148.73
Owned percent	59.47%	68.58%	115.33%
Rented Percent	31.77%	18.39%	57.88
Households by Size			Index
Avg household size	2.28	2.32	101.75
Avg family hh size	2.77	2.80	101.08
Avg non-family hh size	1.18	1.18	100
Households By Count of Persons			Percent
One	10,340	826	7.99%
Two	17,373	1,335	7.68%
Three or Four	11,966	1,078	9.01%
Five+	1,996	139	6.96%

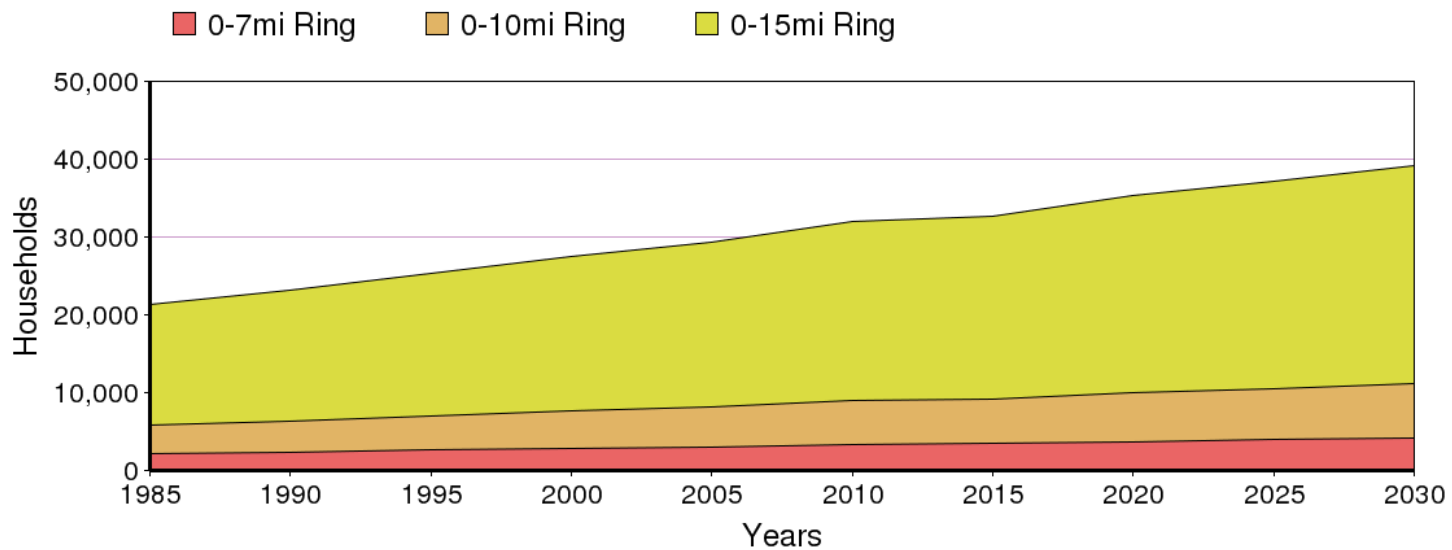
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	81,602	6,253	7.66%
2000 Population	91,436	7,872	8.61%
2010 Population	99,507	8,357	8.4%
2015 Population	104,384	8,533	8.17%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	29,539	2,389	8.09%
2000 Households	34,582	2,882	8.33%
2010 Households	41,675	3,377	8.1%
2015 Households	43,712	3,436	7.86%

Household Change from 1985 to 2030



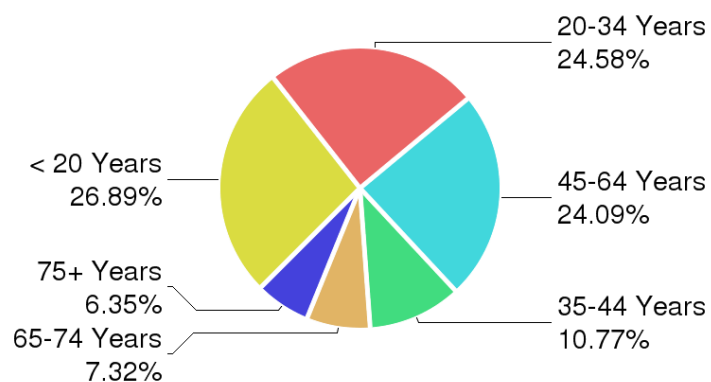
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.55%	5.19%	93.51
4-5 Years	2.35%	2.48%	105.53
6-8 Years	4.57%	4.93%	107.88
9-11 Years	3.92%	4.45%	113.52
12-13 Years	3.02%	3.5%	115.89
14-17 Years	4.33%	4.32%	99.77
18-19 Years	2.62%	1.97%	75.19
0-5 Years	7.9%	7.68%	97.22
6-12 Years	10.08%	11.19%	111.01
13-19 Years	8.39%	7.99%	95.23
< 20 Years	26.37%	26.86%	101.86
20-34 Years	22.56%	24.55%	108.82
35-44 Years	11.64%	10.76%	92.44
45-64 Years	26.8%	24.06%	89.78
65-74 Years	6.72%	7.31%	108.78
75+ Years	5.85%	6.34%	108.38
Median Age	36	35	96.71
Median Age (Male)	33	34	101.93
Median Age (Female)	40	37	94.65

Projected Age Group Percentages



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.08%	11.73%	97.08
\$10,000 to \$19,999	12.85%	12.14%	94.43
\$20,000 to \$29,999	13.09%	11.85%	90.5
\$30,000 to \$49,999	23.96%	23.17%	96.7
\$50,000 to \$59,999	10.07%	9.75%	96.84
\$60,000 to \$69,999	7.08%	7.45%	105.27
\$70,000 to \$79,999	6.99%	7.45%	98.28
\$80,000 to \$89,999	5.03%	6.14%	115.05
\$90,000 to \$99,999	2.96%	3.17%	107.13
\$100,000 to \$249,999	4.18%	4.66%	111.53
\$125,000 to \$149,999	1.15%	1.25%	108.36
\$150,000 to \$199,999	0.41%	0.61%	147.42
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.18%	0.15%	81.9
Median Household	39,806	42,328	106.34
Average Household	48,470	52,539	108.39
Per Capita Household	19,597	21,168	108.02
Family/Non-Family Household Income			
Median Family Income	47,999	50,919	106.08
Average Family Income	53,140	57,720	108.62
Median Non-Family Income	25,660	28,326	110.39
Average Non-Family Income	30,231	33,951	112.31

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

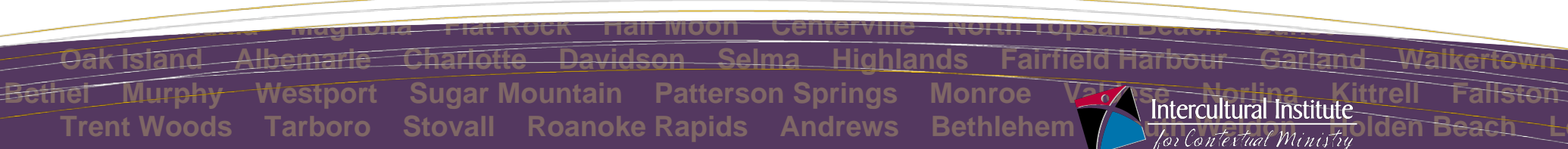
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	70.45%	68.83%	97.7
Families with Children	36.04	34.87	96.75
Families without Children	34.41	33.41	97.1
Non-Family Households			
% Non-Family Households	29.55%	31.17%	105.47
Non-Families with Children	1.21	1.43	105.47
Non-Families without Children	28.34	29.74	104.96
Housing Units			
Total Housing Units	3,883	3,955	101.85%
Vacant percent	13.03%	13.12%	100.7
Owned percent	68.58%	68.14%	99.36
Rented Percent	18.39%	18.74%	101.89
Households by Size			
Avg household size	2.32	2.32	100%
Avg family hh size	2.80	2.85	101.79%
Avg non-family hh size	1.18	1.16	98.31%
Households By Count of Persons			
One	826	872	105.57%
Two	1,335	1,334	99.93%
Three or Four	1,078	1,093	101.39%
Five+	139	138	99.28%

Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	213	113	1,299
Northern Europe	6	2	73
Western Europe	12	1	112
Southern Europe	0	0	9
Eastern Europe	0	0	68
Other Europe	0	0	0
Eastern Asia	31	15	100
So. Central Asia	7	5	87
SE Asia	0	8	54
Western Asia	0	2	22
Other Asia	0	1	6

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	2	1
Southern Africa	0	0	0
Western Africa	0	0	11
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	20	0	21
Central Amer.	126	67	547
South America	0	8	129
North America	11	2	59
Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	6,493	3,372	34,518
Spanish	261	167	1,239
Other Indo-Euro language	84	12	476
French (incl. Patois, Cajun)	22	4	97
French Creole	23	0	0
Italian	0	1	15
Portuguese	0	1	2
German	30	3	150
Yiddish	0	0	13
Other West Germanic	2	0	2
A Scandinavian Language	0	0	5
Greek	0	0	9
Russian	7	0	0
Polish	0	0	78
Serbo-Croatian	0	0	25
Other Slavic Language	0	1	1
Armenian	0	0	0
Persian	0	2	0
Gujarathi	0	0	4
Hindi	0	0	27
Urdu	0	0	24

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	16	0	21
Japanese	36	5	42
Korean	0	2	52
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	22
Vietnamese	0	0	8
Other Asian	0	0	3
Tagalog	0	0	16
Other Pacific Is	0	0	12
Other languages	5	0	31
Navajo	0	0	0
Other Native N. American	5	0	6
Hungarian	0	0	0
Arabic	0	0	14
Hebrew	0	0	0
African languages	0	0	11
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	5,023	2,474	29,277
Arab	0	10	66
Armenian	0	0	4
Austrian	0	2	55
British	0	7	79
Canadian	18	4	58
Croatian	0	2	29
Czech	0	2	25
Czechoslovak	0	1	13
Danish	6	0	28
Dutch	29	8	150
English	678	261	3,270
European	47	27	221
Finnish	0	1	18
French (not Basque)	49	31	370
French Canadian	15	10	110
German	250	105	1,962
Greek	0	5	28
Hungarian	11	1	43
Iranian	0	5	5

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	265	172	2,258
Italian	77	17	593
Lithuanian	0	0	13
Norwegian	10	6	142
Polish	2	17	434
Portuguese	0	3	52
Romanian	0	0	4
Russian	7	0	23
Scandinavian	0	4	12
Scotch-Irish	119	67	622
Scottish	64	22	571
Slovak	0	0	8
Subsaharan African	93	58	529
Swedish	0	0	96
Swiss	14	10	72
Ukrainian	0	0	10
US/American	1,033	556	4,748
Welsh	0	7	85
West Indian	14	0	24
Yugoslavian	0	0	4
Other	2,221	1,054	12,443

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

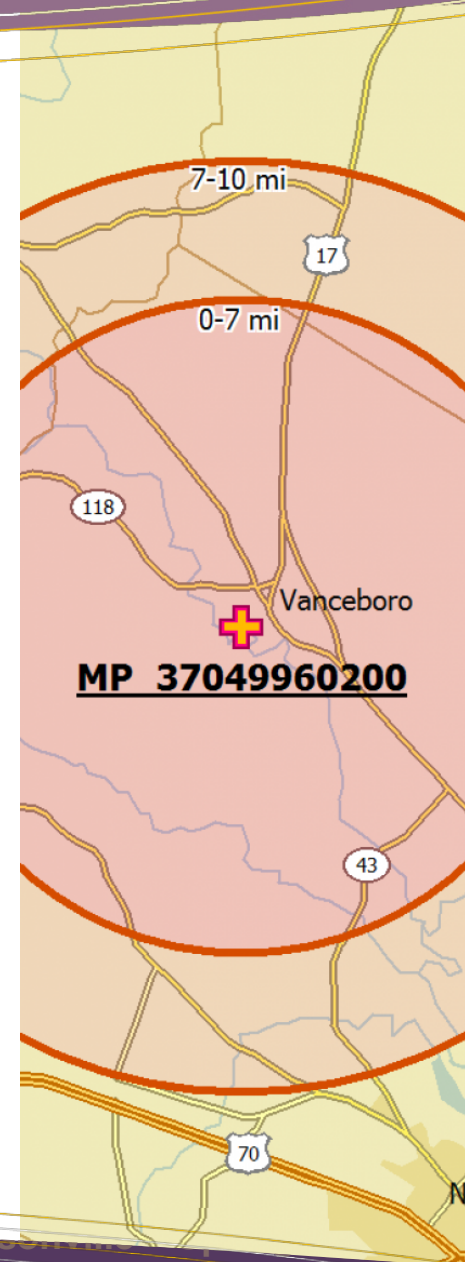
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	3,377	100%	2,223	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	10	0.3%	7	0.31%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	10	0.3%	7	0.31%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	166	4.92%	106	4.77%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	23	0.68%	15	0.67%
Urban Optimists	0	0%	0	0%
Family Convenience	143	4.23%	91	4.09%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	3,377	100%	2,223	100%
BLUE COLLAR BACKBONE	64	1.9%	39	1.75%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	50	1.48%	30	1.35%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	14	0.41%	9	0.4%
AMER. DIVERSITY	88	2.61%	56	2.52%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	25	0.74%	16	0.72%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	63	1.87%	40	1.8%
Mature America	0	0%	0	0%
METRO FRINGE	842	24.93%	578	26%
Steadfast Conservative	799	23.66%	548	24.65%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	43	1.27%	30	1.35%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	3,377	100%	2,223	100%
REMOTE AMERICA	885	26.21%	524	23.57%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	639	18.92%	374	16.82%
Coal & Crops	246	7.28%	150	6.75%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	616	18.24%	456	20.51%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	616	18.24%	456	20.51%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	112	3.32%	61	2.74%
Industrious Country Living	56	1.66%	38	1.71%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	56	1.66%	23	1.03%



Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	3,377	100%	2,223	100%
STRUGGLING SOCIETIES	477	14.12%	312	14.04%
Rugged Southern Style	112	3.32%	65	2.92%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	365	10.81%	247	11.11%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	70	2.07%	48	2.16%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	50	1.48%	35	1.57%
Urban Diversity	0	0%	0	0%
New Generation Activists	20	0.59%	13	0.58%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	48	1.42%	36	1.62%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	48	1.42%	36	1.62%



Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

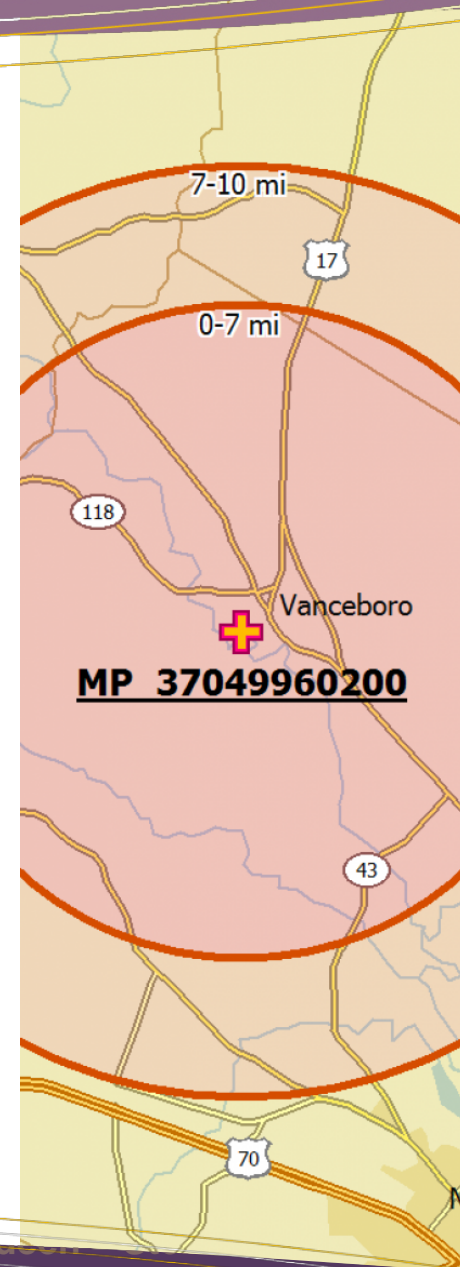
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	75%	75%	74%
Use Comp. for Internet/E-mail	54%	54%	53%
Internet Use: E-Mail	44%	44%	45%
Use Comp. for Comp. Games	39%	38%	37%
Use Comp. for Word Processing	32%	32%	33%
Use Comp. for Education	31%	30%	31%
Use Comp. for Shopping	30%	30%	30%
Use Comp. for Digital Camera Photo Editing	27%	27%	26%
Use Comp. for Banking	27%	27%	26%
HH Owns DVD Player	27%	27%	27%

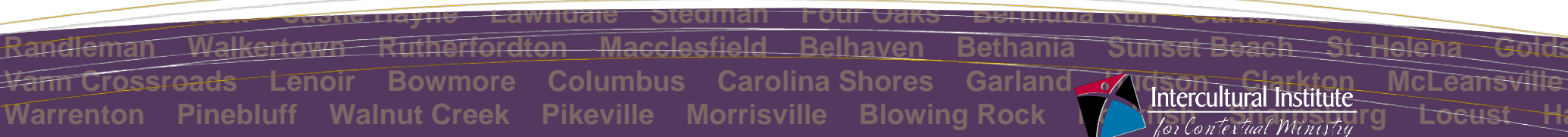
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: News/ Weather	26%	25%	25%
Internet Use: Banking	25%	25%	24%
PC-Network-HH Has One	18%	18%	18%
Use Comp. for News/Info./Data Service	17%	18%	19%
Use Comp. for Accounting	13%	13%	12%
Use Comp. for Personal Financial Mngmnt	12%	12%	13%
Internet Use: Shopping: Made A Purchase	11%	11%	10%
HH Owns Video/Webcam	10%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	10%	11%
Internet Use: Research/ Education	9%	10%	11%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	66%	66%	67%
Dining Out (Not Fast Food)	52%	52%	52%
Reading Books	49%	50%	51%
Card Games	41%	41%	41%
Cooking for Fun	36%	36%	35%
Gardening	33%	33%	31%
Board Games	32%	32%	31%
Go To A Beach/Lake	31%	31%	32%
Visit Zoo	19%	18%	17%
Going To	18%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	70%	70%	69%
Gen./Fam. Practitioner	40%	39%	37%
Dentist	25%	25%	25%
Backache	24%	24%	23%
Hypertension/High Blood Pressure	21%	21%	21%
Eye Dr.	20%	20%	21%
High Cholesterol	18%	19%	19%
None Of These	18%	18%	19%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	16%	16%	15%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Concert	24.52%	24.55%	25.74%
Live Theater	14.63%	15.28%	17.68%
Rock/Pop Concerts Most Often	12.72%	12.88%	13.51%
Live Theater Most Often	12.11%	12.6%	14.16%
Comedy Club	8.56%	8.63%	9.03%
Country Concerts Most Often	6.83%	6.54%	5.44%
Movies: Comedy	38.21%	38.26%	39.26%
Movies: Action/Adventure	36.7%	36.88%	37.64%
Movies: Drama	19.84%	19.87%	21.36%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	19.57%	19.79%	20.2%
Movies: Romantic Comedy	17.77%	17.95%	18.91%
Movies: Mystery	17.03%	16.93%	18.37%
MLB Baseball Reg. Season	4.94%	4.98%	5.2%
NFL Football Reg. Season	4.58%	4.82%	5.21%
College Football Reg. Season	4.57%	4.81%	5.18%
College Basketball Reg. Season	3.57%	3.64%	3.7%
NBA Basketball Reg. Season	2.81%	2.77%	2.93%
Auto Racing Events	2.4%	2.47%	2.47%

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	35.18%	35.95%	37.54%
Swimming	30.93%	30.87%	29.57%
Freshwater Fishing	22.15%	21.87%	18.42%
Bowling	21.15%	21.54%	20.83%
Billiards/Pool	18.52%	18.48%	17.89%
Camping Trips	15.82%	15.4%	13.01%
Basketball	15.82%	16.27%	16.21%
Jogging/Running	12.87%	13.3%	14.35%
Weight Training	12.79%	13.18%	13.83%
Baseball	11.76%	11.7%	11.2%
Football	11.61%	11.8%	11.56%
Hunting	11.08%	11.14%	9.06%
Using Cardio Machine	10.5%	10.75%	11.59%
Golf	10.32%	10.6%	11.2%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Mountain/Road Biking	10.26%	10.33%	10.19%
Stationary Cycling	10.13%	10.23%	10.79%
Target Shooting	9.61%	9.44%	7.87%
Volleyball	8.98%	8.97%	8.96%
Aerobics	8.12%	8.63%	9.79%
Backpacking/Hiking	8.11%	8.15%	8.13%
Saltwater Fishing	7.95%	8.11%	7.65%
Softball	7.54%	7.74%	7.62%
Power Boating	6.63%	6.62%	6.53%
Soccer	6.6%	6.83%	7.14%
Horseback Riding	6.46%	6.46%	5.6%
Motorcycling	6.28%	6.25%	5.66%
Canoeing/Kayaking	6%	6.08%	5.81%
Tennis	5.85%	6.06%	6.47%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Yoga	5.56%	5.64%	6.13%
Fly Fishing	4.83%	4.81%	4.4%
Roller Skating	4.68%	4.9%	5.06%
Archery	4.39%	4.4%	3.71%
Ice Skating	4.32%	4.5%	4.84%
Racquetball	3.95%	4.01%	3.92%
Water Skiing	3.91%	4%	3.95%
Jet Skiing	3.8%	3.88%	4.04%
Snorkeling	3.64%	3.71%	3.96%
Downhill & X-Country Skiing	3.49%	3.6%	3.83%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Snowmobiling	3.36%	3.43%	3.28%
Hockey	3.1%	3.28%	3.51%
Skateboarding	2.97%	3.15%	3.29%
Auto Racing	2.85%	2.78%	2.77%
Rock Climbing	2.75%	2.7%	2.77%
Sailing	2.67%	2.73%	2.94%
Rowing	2.43%	2.49%	2.48%
Snowboarding	2.43%	2.52%	2.73%
Martial Arts	2.36%	2.55%	2.78%
Surfing & Windsurfing	2%	2.08%	2.34%

Potential Cultural Barriers -- Introduction (part 1)

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

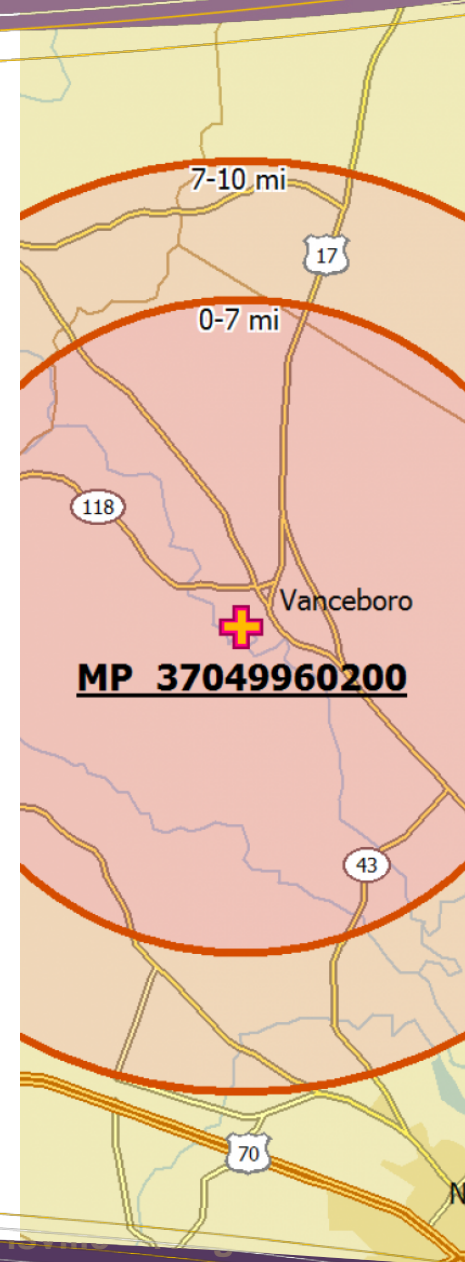
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

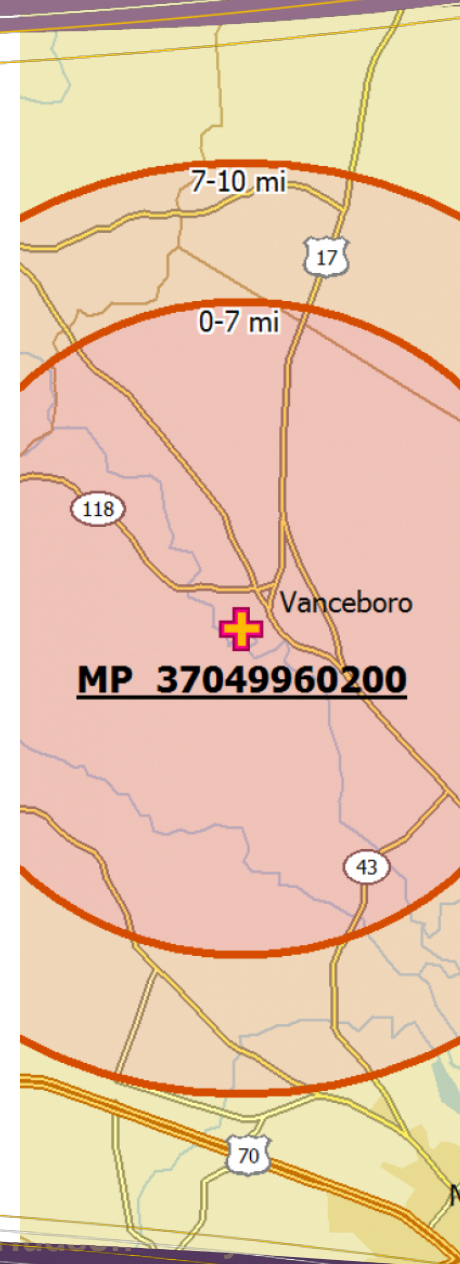
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

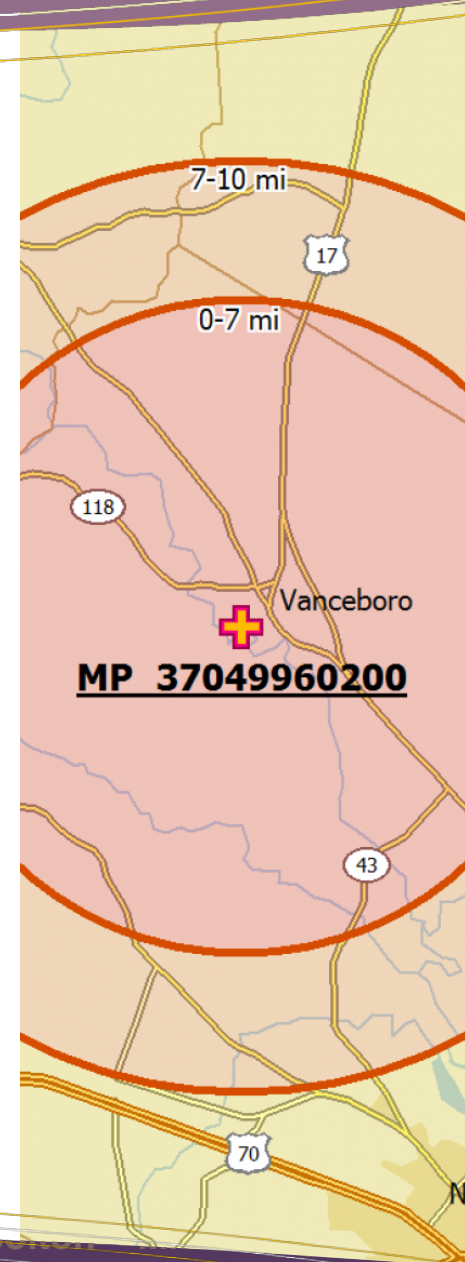
Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects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



Potential Cultural Themes

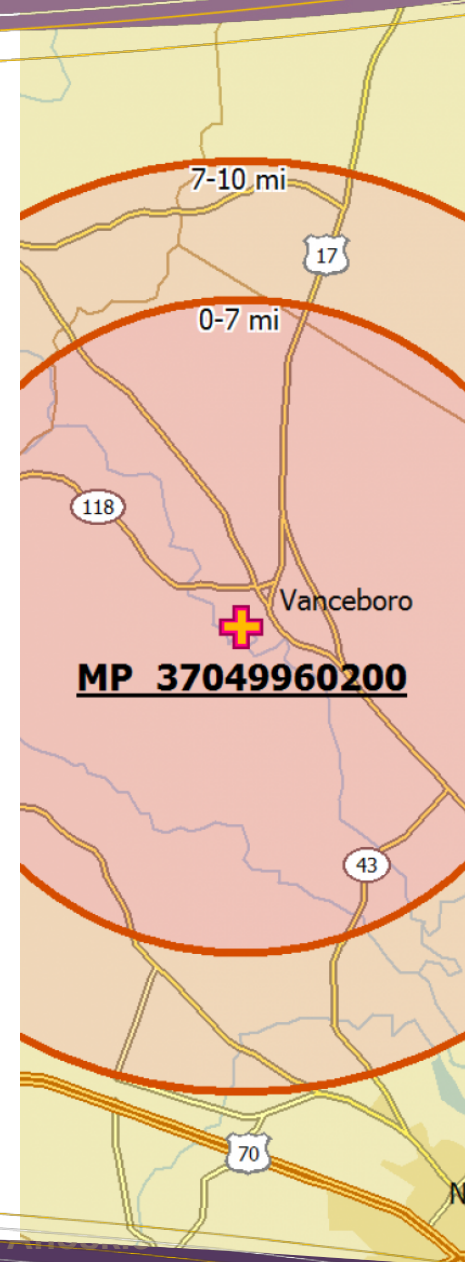
Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their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

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



Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	88.09%	88.09%	86.89%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.6%	81.18%	80.1%
Houses-Visit Any			
McDonald's	59.43%	59.14%	57.64%
Burger King	39.27%	39.36%	38.89%
Kentucky Fried Chicken (KFC)	33.72%	33.97%	33.13%
Wendy's	32.14%	32.28%	31.24%
Subway	31.51%	31.73%	30.57%
Applebee's	30.96%	30.86%	29.82%
Taco Bell	29.1%	28.9%	27.68%
Pizza Hut	26.06%	26.05%	24.92%
Arby's	23.93%	24.12%	22.58%
Dairy Queen	20.12%	19.85%	18.69%

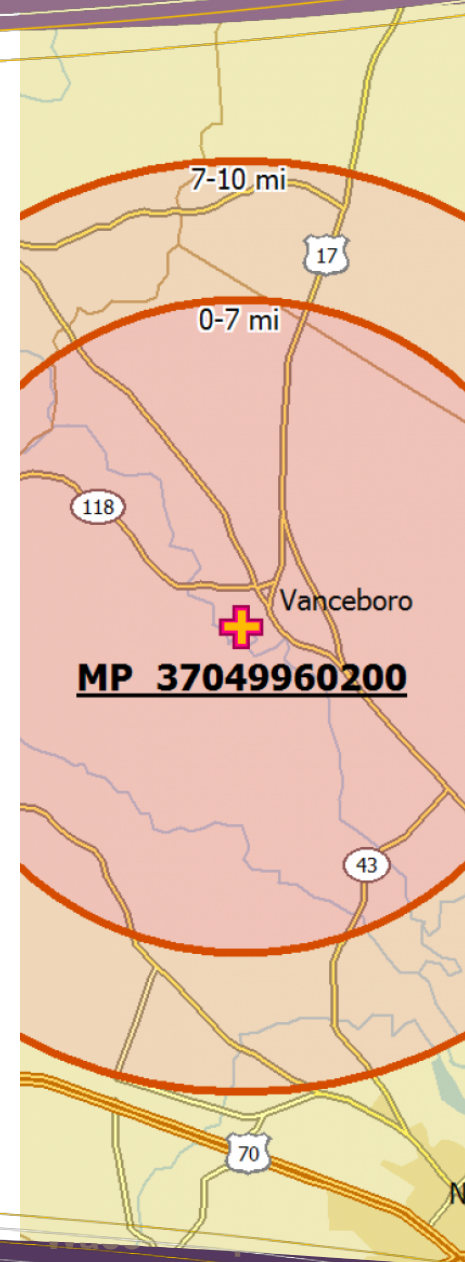
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Olive Garden	18.83%	18.91%	19.15%
Red Lobster	17.72%	18.01%	18.45%
Sonic	17.42%	17.16%	15.12%
Cracker Barrel	17.21%	17.25%	15.49%
Domino's Pizza	15.43%	15.51%	15.8%
Golden Corral	15.15%	15.33%	14.59%
Chick-Fil-A	14.64%	15.31%	15.11%
Hardee's	14.46%	14.37%	12.68%
Outback Steakhouse	13.59%	13.49%	13.98%
IHOP (International House Of Pancakes)	13.51%	13.82%	14.6%
Ruby Tuesday	12.35%	12.52%	12.13%
Long John Silver's	11.59%	11.53%	10.44%

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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

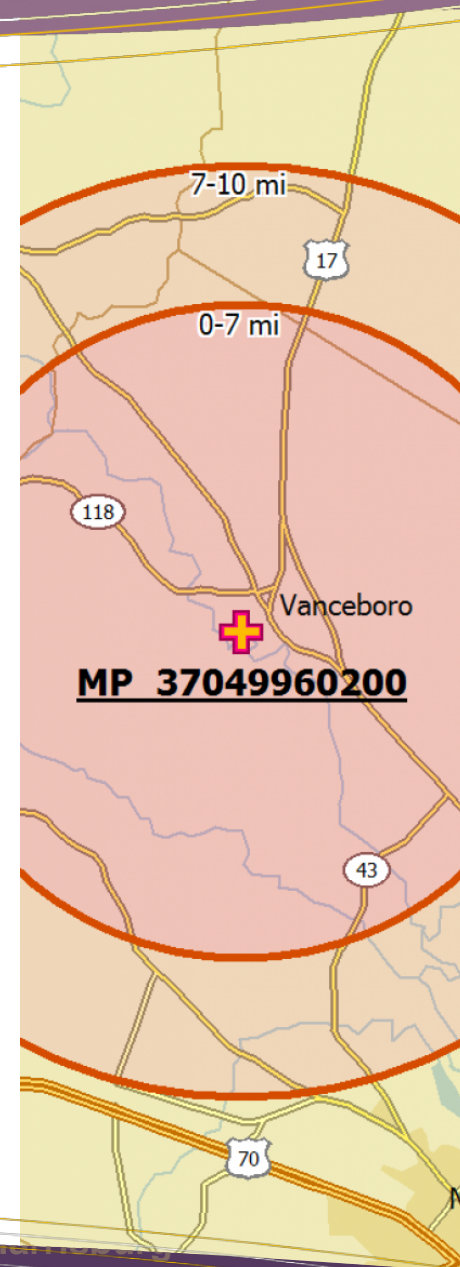
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	42.57%	43.18%	43.54%
Recycled products	27.29%	27.86%	28.77%
Worked as volunteer (non political)	13.53%	13.66%	13.95%
Engaged in fund raising	9.94%	10.28%	10.38%
Religious club member	7.57%	7.88%	7.99%
Church Board	5.65%	6.14%	6.28%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to editor of mag or newspaper	4.82%	4.81%	4.92%
Union member	4.8%	5.07%	5.03%
Charitable Organization	4.56%	4.63%	4.78%
Wrote to elected offcl about publ bus	4.44%	4.53%	4.74%
Took active part in local civic issue	4.31%	4.39%	4.68%
Fraternal order member	4.18%	4.24%	4.27%

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.

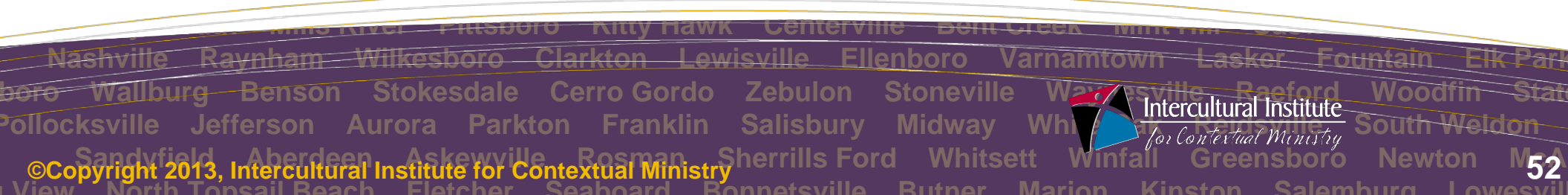


Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7 MILES	7-10 MILES	10-15 MILES
Novel	13.26%	13.55%	14.4%
Children's Books	11.61%	11.9%	12.1%
Mystery	9.78%	9.53%	9.71%
Religious (not Bibles)	9.21%	9.54%	9.6%
Cookbooks	9.2%	9.23%	9.36%
Romance	6.53%	6.57%	6.48%
History	5.42%	5.42%	5.74%
Biography	4.93%	5.11%	5.8%
Personal/Business	4.92%	5.22%	5.77%
Self-help			

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	62.82%	63.38%	64.9%
Distributed			
Gen. Editorial	47.38%	48.06%	49.65%
Womens	42.02%	42.91%	44.19%
Service	32.77%	32.59%	32.23%
Mens	17.55%	17.74%	18.39%
Business/Finance	15.13%	16.21%	18.23%
Music	14.18%	14.71%	15.95%
Fishing/Hunting	14.09%	13.54%	11.68%
Health	13.99%	14.13%	14.09%



Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	51.04%	51.21%	50.82%
Classified	35.05%	34.57%	32.85%
Sport	30.22%	30.27%	30.31%
Editorial Page	28.76%	28.71%	27.85%
Comics	25.95%	25.48%	24.78%
Food/Cooking	23.68%	23.6%	23.53%
Business/Finance	23.18%	23.56%	24.83%
TV/Radio Listings	22.7%	22.75%	22.65%
Movie Listings & Reviews	21.58%	21.9%	22.88%
Home/Gardening	19.64%	19.82%	19.61%
Travel	15.73%	16.24%	17.17%
Science/Technology	13.99%	14.44%	15.16%
Fashion	13.44%	13.98%	14.77%

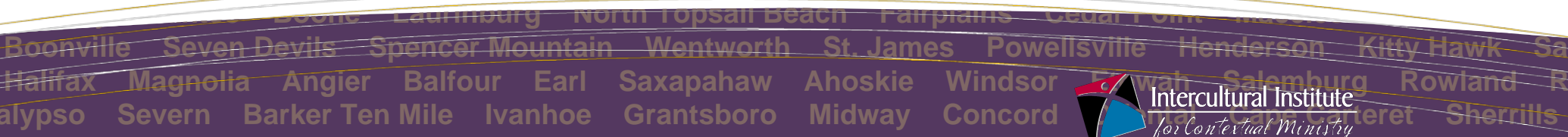
RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	24.11%	23.08%	18.49%
Urban Contemporary	22.29%	24.03%	27.58%
CHR Contemp Hit Radio	16.37%	16.44%	17.32%
Adult Contemporary	14.85%	14.29%	13.98%
Oldies	9.52%	9.39%	9.54%
Rock	9.21%	8.96%	8.35%
Variety	7.28%	7.77%	8.81%
Classic Rock	6.93%	6.7%	6.39%
News/Talk	6.9%	6.99%	7.57%
Jazz	6.6%	7.73%	8.99%
Religious	5.79%	6.06%	6.03%
Gospel	5.63%	5.89%	5.97%
Alternative	5.44%	5.33%	5.8%
Soft Contemporary	4.65%	4.81%	5.02%
All News	4.08%	4.74%	5.83%
Classic Hits	3.12%	2.95%	2.65%
Adult Standards	2.54%	2.69%	2.9%
All Talk	2.45%	2.69%	3.43%

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	61.86%	62.49%	62.29%
Satellite Dish	51.5%	51.64%	49.76%
Soapnet	48.85%	49.14%	49.62%
Other Video-On-Demand	44.98%	44.82%	44.81%
Sci-Fi Channel	36.07%	36.38%	35.74%
MSNBC	33.69%	33.69%	32.97%
Adult Pay Per View TV	32.76%	33.39%	33.18%
Subscribe Digital Cable	29.92%	30.43%	31.23%
Nickelodeon	28.93%	28.95%	27.47%
TV Info From Sunday TV Magazine	27.91%	28.12%	28.21%
TV Info From Newspapers	25.36%	25.6%	25.35%
Nick At Nite	25.23%	25.43%	24.73%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Comedy Central	24.83%	24.79%	27.5%
Adult Swim	23.87%	23.62%	22.43%
TCM (Turner Classic Movies)	23.77%	23.92%	23.98%
TV Info From Monthly Cable Guide	23.07%	22.88%	22.57%
Hallmark Channel	22.67%	23.07%	23.71%
USA Network	21.97%	22.15%	22.65%
BET (Black Entertainment TV)	21.72%	21.37%	21.93%
The Golf Channel	20.21%	20.72%	21.84%
Lifetime	20.19%	20.64%	21.01%
ESPN2	20.05%	19.8%	21.16%
TV Info From Other	20.05%	20.24%	20.47%
ABC Fam.	19.46%	19.49%	21.37%

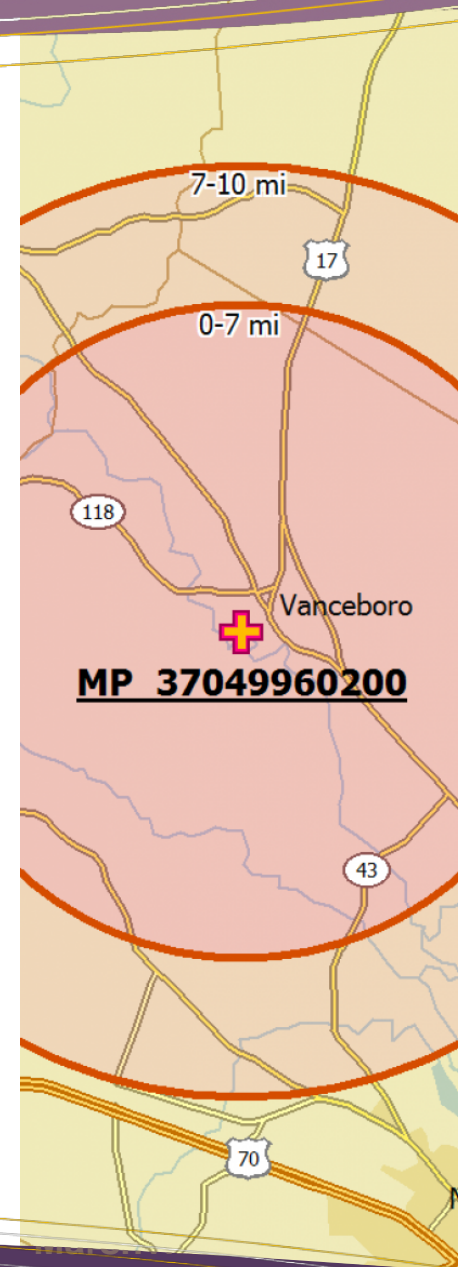


Communication Media Usage

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

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

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



Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	16.78%	16.88%	17.17%
Medium Users (4-6)	8.35%	8.44%	8.92%
Light Users (1-3)	18.06%	18.38%	18.76%
Quintiles (20%)			
Newspaper I (Heavy)	1.45%	1.31%	1.23%
Newspaper II	1.73%	1.73%	1.72%
Newspaper III	1.7%	1.79%	1.74%
Newspaper IV	0.73%	0.65%	0.53%
Newspaper V (Light)	0.85%	0.82%	0.82%

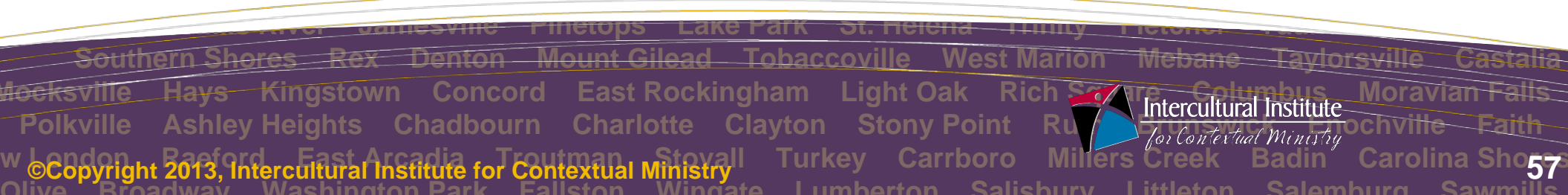
MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.6%	20.42%	20.12%
Magazines II	9.21%	9.22%	9.21%
Magazines III	10.27%	10.19%	10.01%
Magazines IV	13.05%	12.89%	12.65%
Magazines V (Light)	0.8%	0.84%	0.89%
Outdoor I (Heavy)	6.96%	6.99%	7.76%
Outdoor II	3.32%	3.39%	3.79%
Outdoor III	4.45%	4.37%	4.47%
Outdoor IV	17.1%	17.22%	17.08%
Outdoor V (Light)	24.56%	24.68%	24.68%
Yellow Pages I (Heavy)	16.91%	16.8%	16.32%
Yellow Pages II	6.88%	7%	7.47%
Yellow Pages III	6.6%	6.64%	7.46%
Yellow Pages IV	24.44%	24.35%	23.95%
Yellow Pages V (Light)	4.27%	4.09%	4.18%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.99%	2.96%	2.92%
Drive Time III (Medium)	0.86%	0.88%	0.84%
Radio IV & V (Light)	2.09%	2.2%	2.42%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.93%	10.62%	10.5%
Radio III (Medium)	4.4%	4.38%	4.14%
Radio IV & V (Light)	3.32%	3.5%	3.66%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.4%	11.69%	12.09%
Cable III (Medium)	4.58%	4.52%	4.6%
Cable IV & V (Light)	35.3%	35.48%	36.44%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.87%	3.9%	3.88%
Prime Time III (Medium)	1.82%	1.76%	1.61%
Prime Time IV & V (Light)	10.43%	9.81%	9.34%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.65%	40.56%	40.2%
Fringe III (Medium)	55.71%	55.48%	54.49%
Fringe IV (Light)	59.27%	58.73%	56.85%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.81%	13.75%	14.25%
All Day III (Medium)	25.31%	25.17%	24.99%
All Day IV (Light)	15.47%	15.49%	16.52%



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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.63%	11.69%	11.68%
6:00am - 10:00am	13.12%	13.23%	14.86%
10:00am - 3:00pm	7.69%	7.66%	9.31%
3:00pm - 7:00pm	13.26%	13.24%	14.03%
7:00pm - Midnight	10.77%	10.8%	11.75%
Midnight - 6:00am	5.81%	5.88%	7.11%
Weekend Radio			
Listeners			
Dayparts [summary]	14.35%	14.29%	14.43%
6:00am - 10:00am	3.38%	3.22%	3.51%
10:00am-3:00pm	3.93%	4.1%	5.06%
3:00pm - 7:00pm	6.61%	6.54%	7.29%
7:00pm - Midnight	9.05%	9.1%	9.57%
Midnight - 6:00am	11.96%	11.66%	12.65%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.79%	6.71%	6.74%
Saturday:	8.44%	8.52%	8.46%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.73%	9.55%	9.33%
9:00am-1:00pm	25.23%	25.43%	24.73%
9:00am-4:00pm	29.37%	29.73%	28.97%
4:00pm-7:00pm	27.69%	28.38%	29.55%
11:00pm-1:00am	42.65%	42.78%	42.38%
AVG Prime time	3.61%	3.73%	4.22%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	14.76%	14.38%	15.29%
7-9am	20.05%	19.8%	21.16%
9am-12noon	20.07%	20.44%	19.28%
12noon-4pm	9.3%	9.29%	9.69%
4-6pm	42.99%	44.26%	46.48%
6-7pm	19.34%	19.39%	18.75%
7-7:30pm	1.12%	1.31%	1.52%
7:30-8pm	12.25%	12.26%	11.91%
8-11pm	6.79%	6.71%	6.74%
11pm-12am	33.69%	33.69%	32.97%
11pm-1am	42.65%	42.78%	42.38%
1-6am	29.11%	29.17%	31.25%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	16.47%	16.36%	16.88%
Sat: 10am-1pm	7.93%	8%	8.34%
Sat: 1-4pm	24.08%	24.18%	24.02%
Sat: 4-6pm	6.67%	6.75%	6.77%
Sat: 6-7pm	1.66%	1.71%	1.84%
Sat: 7-8pm	0.9%	0.88%	0.96%
Sat: 8-11pm	8.44%	8.52%	8.46%
Sat: 11pm-1am	5.13%	5.34%	5.69%
Sat: 1am-7pm	21.97%	22.15%	22.65%
Sun: 7-10am	2.14%	2.25%	2.38%
Sun: 10am-1pm	6.76%	6.7%	6.2%
Sun: 1-4pm	6.01%	5.94%	5.61%
Sun: 4-7pm	12.66%	12.59%	12.3%
Sun: 7-11pm	9.73%	9.55%	9.33%
Sun: 11pm-1am	5.22%	5.14%	5.05%
Sun: 1-7am	20.88%	20.89%	20.47%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

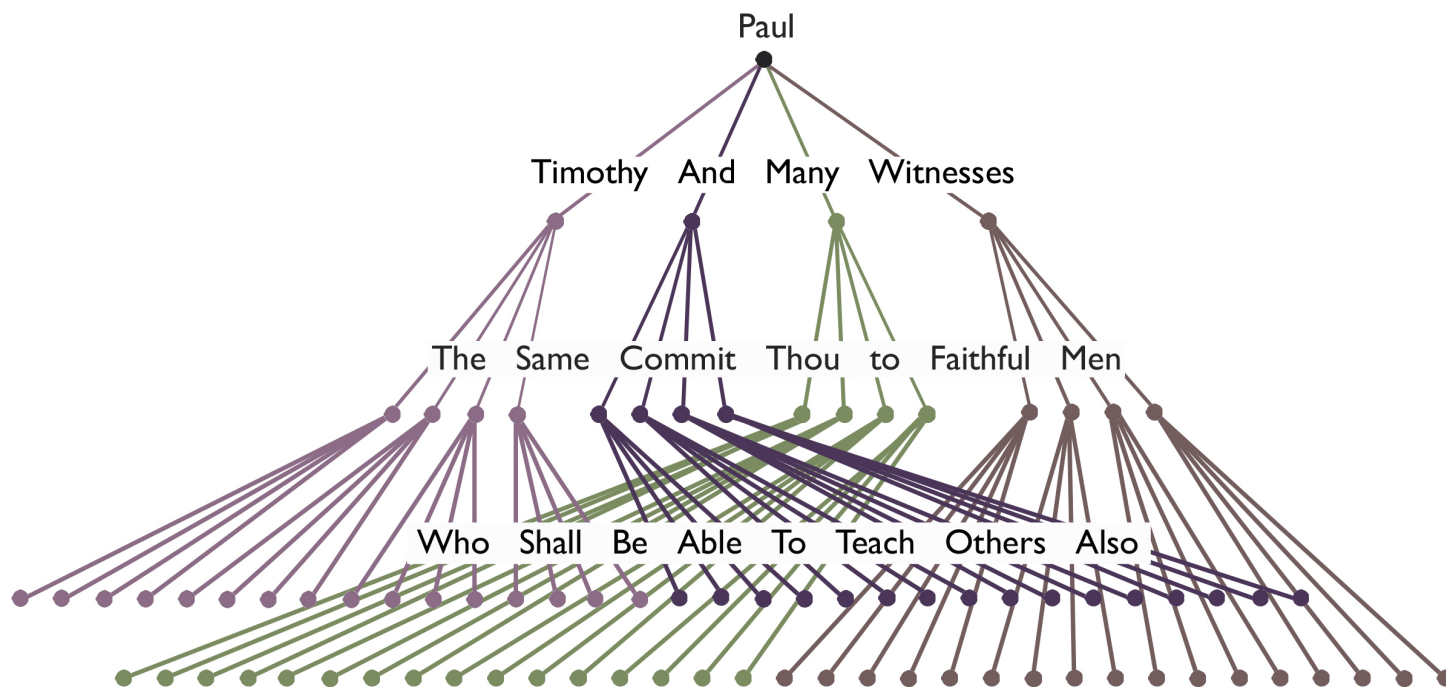
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

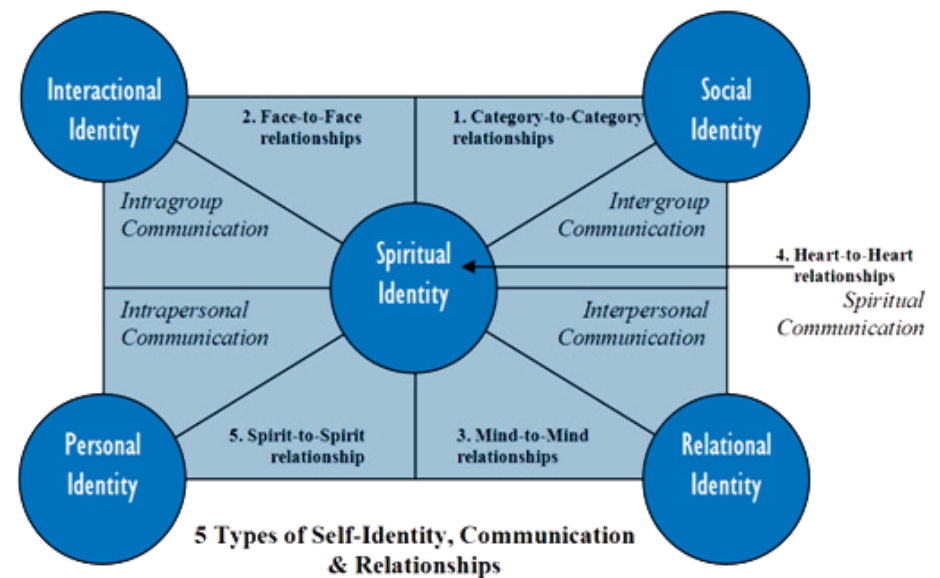


Establishing Redemptive Relationships

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

Communication Steps

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

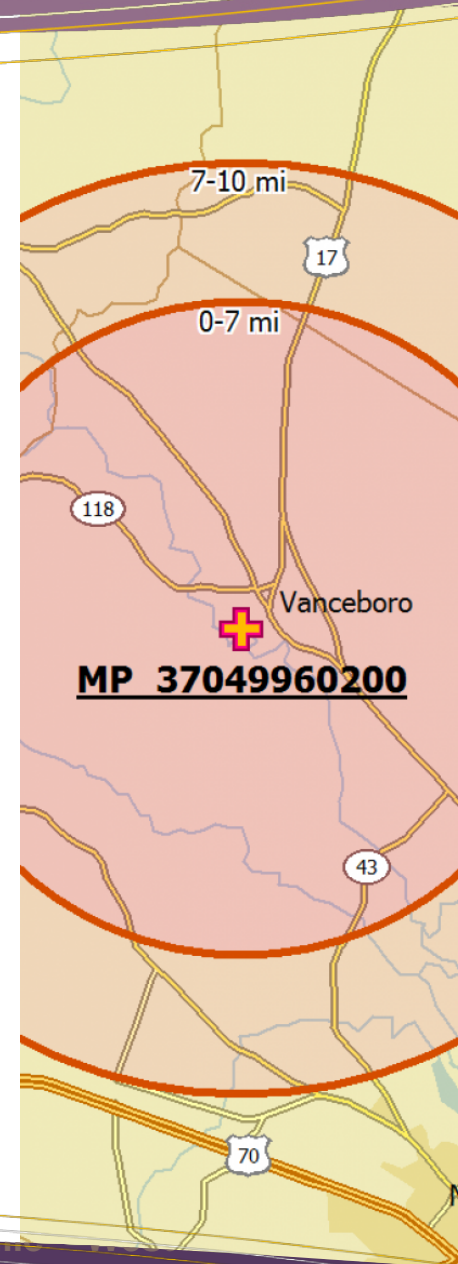


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report 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.

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

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



Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Spring Garden - New Bern	650 Spring Garden Rd New Bern, NC 28562	7.17 mi	116	Declining
2	Chocowinity First - Chocowinity	230 NC Highway 33 W Chocowinity, NC 27817	10.36 mi	67	Growing
3	Cove City Missionary - Cove City	110 N Main St Cove City, NC 28523	12.47 mi	71	Plateauing
4	Colony - New Bern	1506 S Glenburnie Rd New Bern, NC 28562	13.50 mi	57	Declining
5	Crossroads - New Bern	1802 US Highway 70 E New Bern, NC 28560	14.38 mi	161	Plateauing
6	Fort Barnwell - Dover	9335 NC Highway 55 W Dover, NC 28526	14.71 mi	69	Declining
7	Dover Missionary - Dover	PO Box 158 Dover, NC 28526	14.71 mi	0	Insufficient Data
8	Tabernacle - New Bern	608 Broad St New Bern, NC 28560	14.98 mi	358	Declining
9	New Bern First - New Bern	239 Middle St New Bern, NC 28560	15.25 mi	277	Growing
10	Grifton First - Grifton	6776 Patrick St Grifton, NC 28530	15.35 mi	55	Declining
11	Temple - New Bern	1500 Kingdom Way New Bern, NC 28560	15.35 mi	1,455	Growing
12	Karen Baptist Church	1500 Kingdom Way New Bern, NC 28560	15.35 mi	0	Insufficient Data
13	River Bend - New Bern	5001 US Highway 17 S New Bern, NC 28562	15.42 mi	120	Plateauing
14	New Beginnings - Grifton	112 S Pitt St Grifton, NC 28530	16.57 mi	30	Insufficient Data
15	Family Bapt Church - Ayden	901 Nc 102 W Ayden, NC 28513	16.63 mi	0	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Washington First - Washington	113 N Harvey St Washington, NC 27889	17.26 mi	375	Plateauing
17	West End - Washington	402 W 4th St Washington, NC 27889	17.62 mi	15	Plateauing
18	Riverview - Wash	6228 Clarks Neck Rd Washington, NC 27889	18.33 mi	48	Plateauing
19	Ayden First - Ayden	628 E 3rd St Ayden, NC 28513	18.42 mi	65	Plateauing
20	Rosedale - Washington	2111 W 5th St Washington, NC 27889	19.23 mi	0	Insufficient Data
21	Washington Second - Washington	2516 W 5th St Washington, NC 27889	19.52 mi	150	Growing
22	Neuse River - New Bern	3702 Old Cherry Point Rd New Bern, NC 28560	19.83 mi	70	Declining
23	Grainger - Kinston	3201 Middle St Kinston, NC 28501	20.00 mi	50	Declining
24	Discovery Church - Winterville	874 Corbett St Winterville, NC 28590	20.20 mi	146	Insufficient Data
25	Trenton Baptist	206 W Jones St Trenton, NC 28585	20.22 mi	55	Declining
26	Aurora First - Aurora	380 South 5th St Aurora, NC 27806	20.68 mi	29	Declining
27	Love - Washington	4751 River Rd Washington, NC 27889	20.90 mi	20	Declining
28	Winterville - Winterville	2593 Church St Winterville, NC 28590	20.97 mi	161	Plateauing
29	Calvary - Kinston	2469 NC Highway 11 N Kinston, NC 28501	21.53 mi	49	Declining
30	Igl Bau Alfa Y Omega	4770 US Highway 17 N Washington, NC 27889	21.87 mi	145	Growing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	22.14 mi	26	Growing
32	Pactolus - Greenville	5980 US Highway 264 E Greenville, NC 27834	22.38 mi	79	Plateauing
33	Oakmont - Greenville	1100 Red Banks Rd Greenville, NC 27858	22.50 mi	618	Plateauing
34	The Memorial - Greenville	1510 Greenville Blvd SE Greenville, NC 27858	22.53 mi	342	Plateauing
35	Hispanic Mission of Greenville	1510 Greenville Blvd SE Greenville, NC 27858	22.53 mi	45	Plateauing
36	Ignite Church	204 John Ave Greenville, NC 27858	22.77 mi	0	Insufficient Data
37	Greater Vision Baptist Church	1440 Highway 70 E Kinston, NC 28501	22.84 mi	55	Insufficient Data
38	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	22.98 mi	65	Growing
39	Immanuel - Greenville	1101 S Elm St Greenville, NC 27858	23.28 mi	169	Declining
40	Korean Mission - Greenville	1101 S Elm St Greenville, NC 27858	23.28 mi	32	Insufficient Data
41	Village Church at Greenville	606 Country Club Dr Greenville, NC 27834	23.38 mi	0	Insufficient Data
42	Arlington Blvd - Greenville	1007 W Arlington Blvd Greenville, NC 27834	23.93 mi	73	Plateauing
43	Integrity Baptist Church	511 East 10th St Greenville, NC 27858	24.01 mi	0	Insufficient Data
44	Bayboro Missionary - Bayboro	101 Main St Bayboro, NC 28515	24.46 mi	65	Insufficient Data
45	Spilman Memorial - Kinston	601 Madison Ave Kinston, NC 28501	24.52 mi	125	Declining





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

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