MissionSite
top unreached locations

TARBORO, NC

CENSUS TRACT: 37065021200
REGION: Region 2: Central Coast
COUNTY: Edgecombe
SITESCAPE: Townscape
DENSITY PATTERN: I3

iMultiply
CONGREGATIONAL REPRODUCTION

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North Carolina Baptists
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MissionSite (TM)
Table of Contents

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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37065	Edgecombe
4	Zipcode	27886	Edgecombe
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	I3	50000-10000-50000

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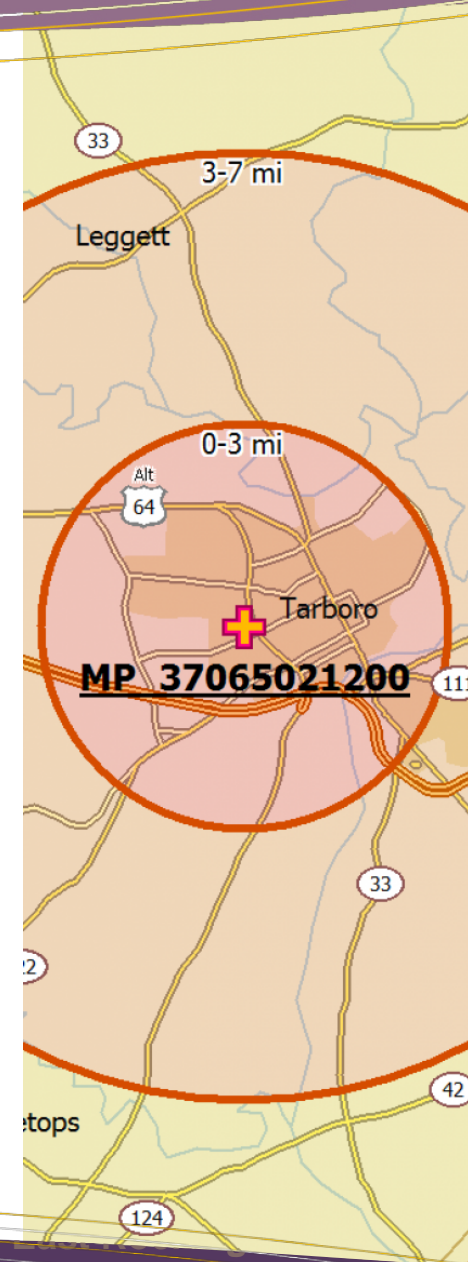
Site Location Summary - Map of the Site Location
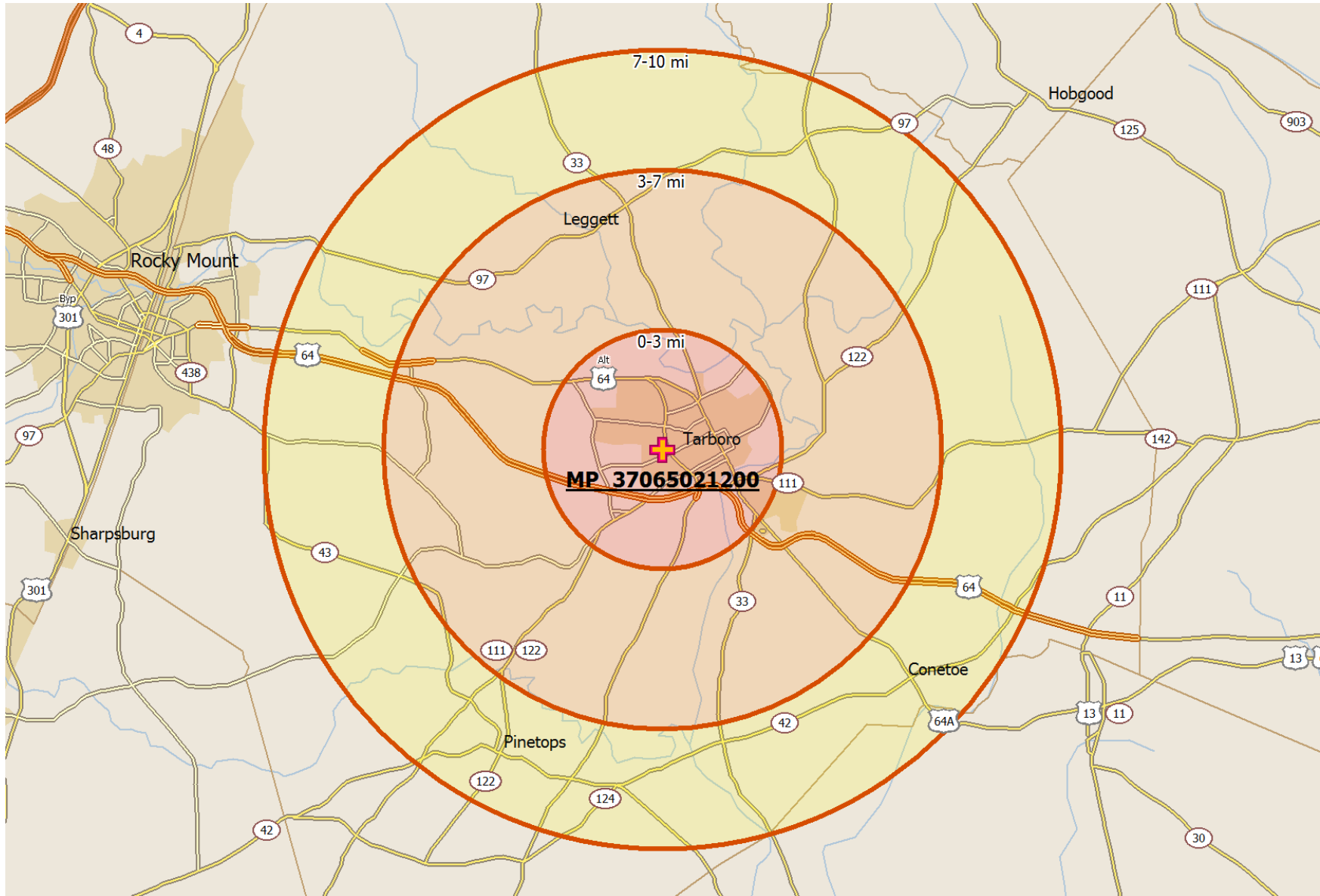
Site Location Summary - Urbanicity

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	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
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	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,721	6,442	7,299
2010 Households	5,200	2,706	3,130
2010 Group Quarters Population	570	158	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	10	18
Language Diversity National Index	36	17	17
Foreign Born Diversity National Index	6	25	6
Ancestry Diversity National Index	13	2	5
Racial Diversity National Index	77	68	66

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	144	2.77%
Mainstay Communities	Established, Diverse Households	173	3.33%
Working Communities	Blue-collar, Working Families	733	14.1%
Country Communities	Rural, Agri. & Mining Families	291	5.6%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,363	45.44%
Urban Communities	High Density, Inner-city Neighborhoods	1,496	28.77%

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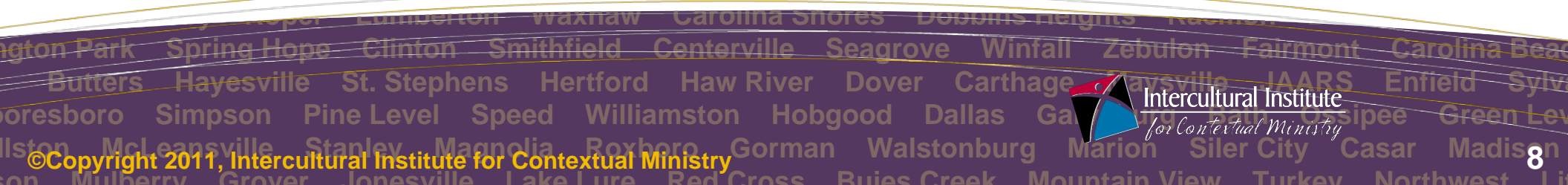
Using the Site Location Summary

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.

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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	15,329	3,664	23.9%
Unreached %	69.31%	70.46%	101.65
Religious But NOT Evangelical HH	5,856	1,343	22.94%
Religious But NOT Evangelical %	26.48%	25.84%	97.57
Spiritual But NOT Relig or Evang HH	1,144	318	27.75%
Spiritual But NOT Relig or Evang %	5.17%	6.11%	118.03
Not Evangelical, Not Interested HH	8,640	2,068	23.93%
Not Evangelical, Not Interested %	39.07%	39.76%	101.77

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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	20	5	25%
Active BCNC Attenders	1,848	505	27.33%
Active Evangelical Households	5,532	1,252	22.63%
Active Evangelical Percent	25.01%	24.08%	96.26
Inactive Evangelical Households	1,255	284	22.63%
Inactive Evangelical Percent	5.68%	5.46%	96.26
# 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		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Hispanic Mission - Tarboro	1.11 mi	30	Growing	16	Avalon - Rocky Mount	12.74 mi	50	Plateauing
2	Tarboro First - Tarboro	1.11 mi	140	Plateauing	17	Gethsemane - Whitakers	13.25 mi	51	Growing
3	Northern Boulevard - Tarboro	1.14 mi	144	Insufficient Data	18	Proctors Chapel - Rocky Mount	13.57 mi	172	Plateauing
4	Trinity - Tarboro	1.38 mi	138	Declining	19	Webbs Chapel - Macclesfield	13.57 mi	84	Declining
5	Penders Chapel - Tarboro	1.54 mi	53	Growing	20	Rocky Mount First - Rocky Mount	13.91 mi	900	Plateauing
6	Mildred Missionary - Tarboro	5.35 mi	81	Plateauing	21	Oak View - Rocky Mount	14.03 mi	144	Growing
7	Acorn Hill - Tarboro	5.56 mi	41	Declining	22	Battleboro - Battleboro	14.16 mi	29	Declining
8	Speed - Speed	7.40 mi	5	Declining	23	Greater Joy Baptist Church	14.21 mi	0	Insufficient Data
9	Ebenezer - Whitakers	8.66 mi	0	Insufficient Data	24	Oak City -	14.32 mi	38	Plateauing
10	Pinetops - Pinetops	9.46 mi	141	Plateauing	25	Southside - Rocky Mount	14.35 mi	99	Declining
11	Oakdale - Rocky Mount	10.22 mi	230	Plateauing	26	Memorial - Rocky Mount	14.56 mi	35	Insufficient Data
12	West Edgecombe	10.39 mi	223	Insufficient Data	27	Word Tabernacle - Rocky Mount	14.83 mi	0	Insufficient Data
13	Hobgood - Hobgood	10.83 mi	40	Plateauing	28	Aenon - Elm City	15.07 mi	21	Declining
14	Eagles - Macclesfield	11.74 mi	57	Declining	29	Sharpsburg Missionary - Sharpsburg	15.81 mi	110	Growing
15	Bethel - Bethel	11.87 mi	96	Declining	30	Church of God's Glory - Rocky Mount	15.92 mi	5	Insufficient Data

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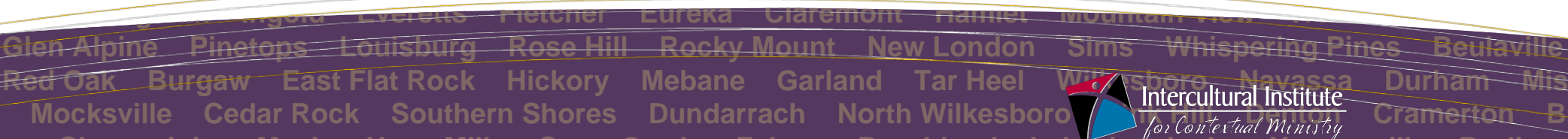
Using the Spirituality Indicators

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	56,558	14,503	25.64%
2000 Population	55,606	12,728	22.89%
2010 Population	51,610	11,721	22.71%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,319	5,455	26.85%
2000 Households	20,392	4,903	24.04%
2010 Households	22,116	5,200	23.51%

Location Types in this MissionSite
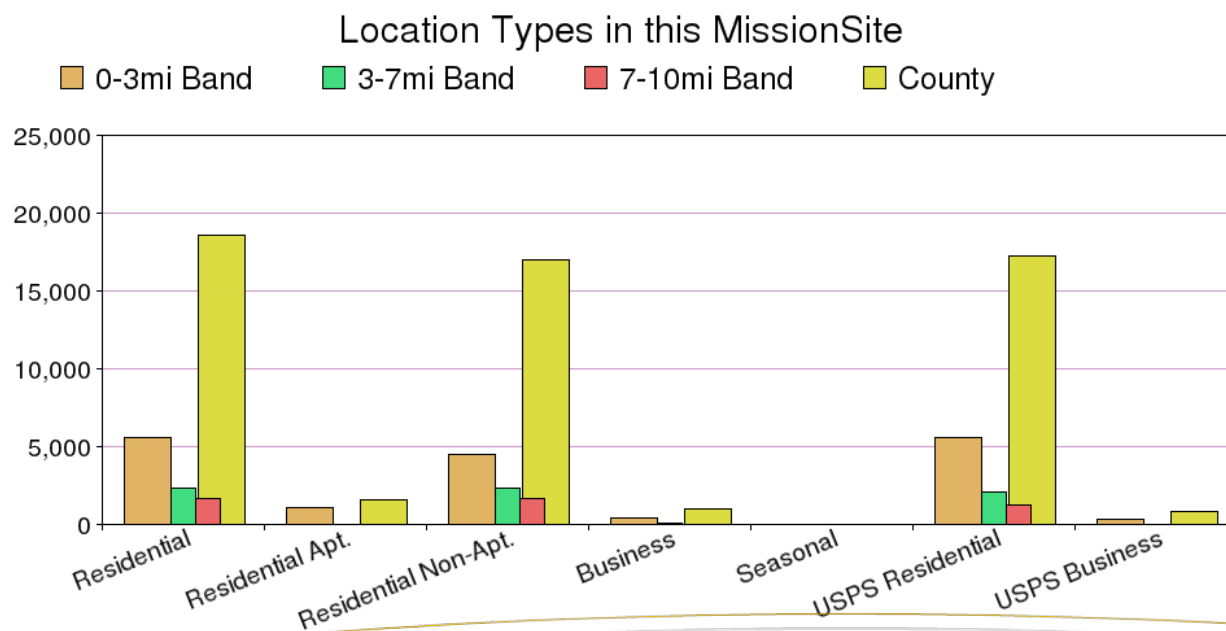
Location Type	0-3mi Band
Residential	5,568
Residential Apt.	1,092
Residential Non-Apt.	4,476
Business	435
Seasonal	0
USPS Residential	5,614
USPS Business	359

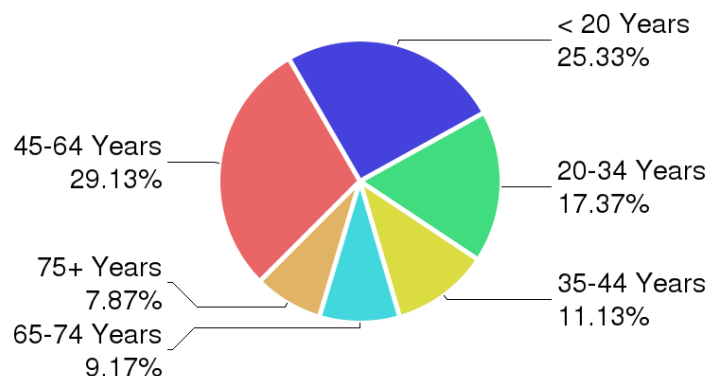Intercultural Institute
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Current Demographic Summary

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	4.72%	88.39
4-5 Years	2.85%	2.21%	77.54
6-8 Years	4.36%	3.67%	84.17
9-11 Years	4.32%	3.82%	88.43
12-13 Years	2.84%	2.59%	91.2
14-17 Years	5.73%	5.36%	93.54
18-19 Years	2.86%	2.97%	103.85
0-5 Years	8.2%	6.93%	84.51
6-12 Years	10.1%	8.79%	87.03
13-19 Years	10.01%	9.62%	96.1
< 20 Years	28.31%	25.34%	89.51
20-34 Years	18.25%	17.37%	95.18
35-44 Years	11.82%	11.13%	94.16
45-64 Years	28.9%	29.14%	100.83
65-74 Years	7.55%	9.17%	121.46
75+ Years	5.17%	7.87%	152.22
Median Age	38	41	108.33
Median Age (Male)	35	37	106.02
Median Age (Female)	41	44	109.55

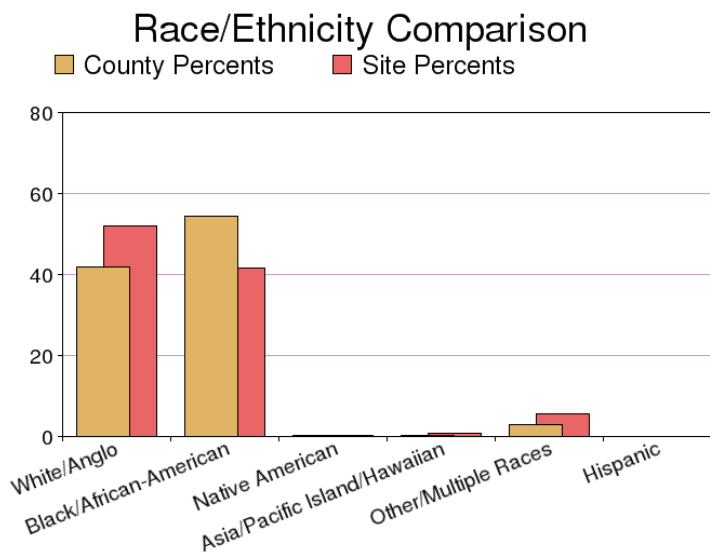Intercultural Institute
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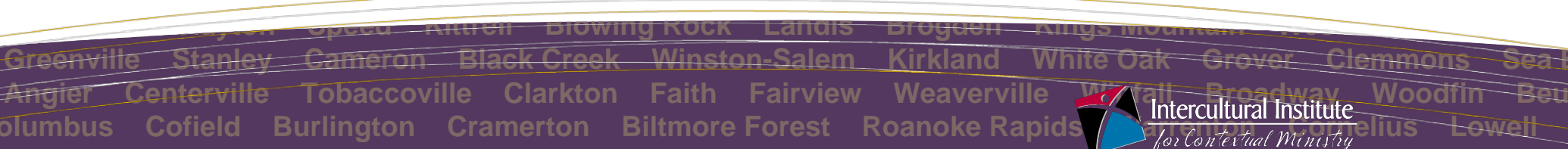
Current Demographic Summary

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	41.91%	51.93%	123.9
Black, African-American	54.44%	41.52%	76.28
Native American	0.33%	0.19%	56.65
Asian	0.36%	0.73%	205.8
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	2.95%	5.63%	191.07
Hispanic	0%	10.03%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	33,569	7,977	
Less than 9th Grade	7.43%	6.93%	107.21
No High School Diploma	17.41%	13.73%	126.84
High School Graduate	39.93%	34.56%	115.54
Some College, no degree	16.6%	16.32%	101.68
Associate Degree	8.22%	10.63%	77.29
College Degree	7.78%	12.77%	60.86
Graduate/Prof. degree	2.64%	5.05%	52.18

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

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Current Demographic Summary

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

For each category both county and 0-3 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	14.63%	13.38%	103.21
$10,000 to $19,999	17.54%	16.73%	95.39
$20,000 to $29,999	14.45%	14.04%	97.14
$30,000 to $49,999	21.54%	19.06%	88.49
$50,000 to $59,999	7.12%	6.5%	91.27
$60,000 to $69,999	7.54%	8.42%	111.68
$70,000 to $79,999	4.97%	5.73%	115.32
$80,000 to $89,999	3.11%	3.4%	109.58
$90,000 to $99,999	1.94%	2.13%	110.04
$100,000 to $124,999	3.36%	4.79%	142.53
$125,000 to $149,999	2.15%	4.33%	201.04
$150,000 to $199,999	1.32%	1.13%	85.94
$200,000 to $249,999	0.14%	0.12%	85.06
$250,000 or more	0.19%	0.17%	89.02
Median Household	32,162	37,625	116.99
Average Household	43,490	47,665	109.6
Per Capita Household	19,064	21,350	111.99
Family/Non-Family Household Income			
Median Family Income	41,663	51,507	123.63
Average Family Income	53,038	59,331	111.87
Median Non-Family Income	18,190	19,549	107.47
Average Non-Family Income	24,186	24,623	101.81

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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	66.91%	63.15%	94.39
Families with Children	33.92%	29.79%	87.82
Families without Children	32.99%	33.37%	101.15
Non-Family Households			
% Non-Family Households	33.09%	36.85%	111.34
Non-Families with Children	1.06	0.79	74.52
Non-Families without Children	32.04	36.06	112.55
Housing Units			Index
Total Housing Units	25,596	6,364	
Vacant percent	13.6%	18.29%	134.53
Owned percent	52.52%	48.37%	92.1%
Rented Percent	33.89%	33.34%	98.39
Households by Size			Index
Avg household size	2.27	2.14	94.27
Avg family hh size	2.86	2.74	95.8
Avg non-family hh size	1.09	1.13	103.67
Households By Count of Persons			Percent
One	6,614	1,749	26.44%
Two	7,809	1,861	23.83%
Three or Four	6,484	1,351	20.84%
Five+	1,209	239	19.77%

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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	56,558	14,503	25.64%
2000 Population	55,606	12,728	22.89%
2010 Population	51,610	11,721	22.71%
2015 Population	50,412	11,533	22.88%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	20,319	5,455	26.85%
2000 Households	20,392	4,903	24.04%
2010 Households	22,116	5,200	23.51%
2015 Households	22,473	5,312	23.64%

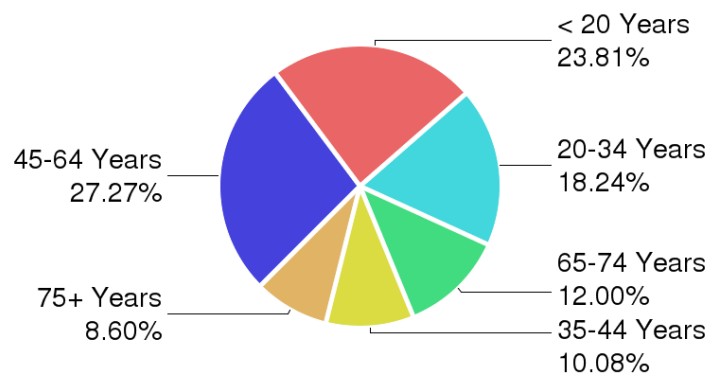## Household Change from 1985 to 2030
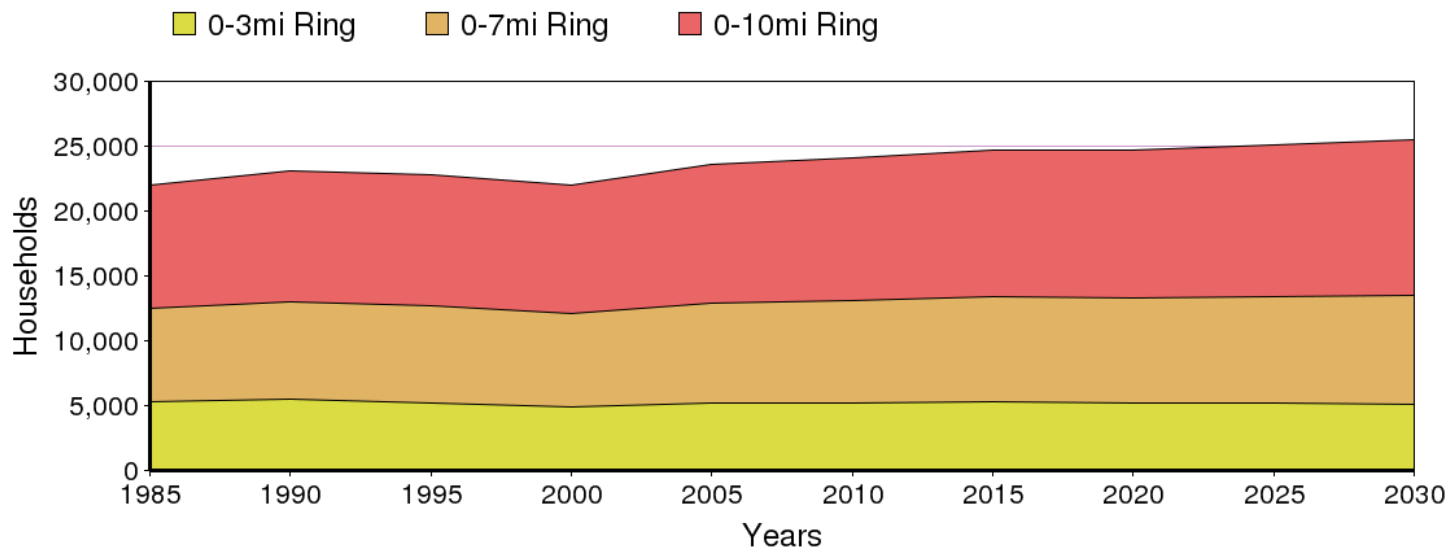
Projected Demographic Summary

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

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

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.72%	4.23%	89.62
4-5 Years	2.21%	2%	90.5
6-8 Years	3.67%	3.29%	89.65
9-11 Years	3.82%	3.5%	91.62
12-13 Years	2.59%	2.51%	96.91
14-17 Years	5.36%	5.4%	100.75
18-19 Years	2.97%	2.85%	95.96
0-5 Years	6.93%	6.23%	89.9
6-12 Years	8.79%	8.02%	91.24
13-19 Years	9.62%	9.55%	99.27
< 20 Years	25.34%	23.8%	93.92
20-34 Years	17.37%	18.23%	104.95
35-44 Years	11.13%	10.08%	90.57
45-64 Years	29.14%	27.26%	93.55
65-74 Years	9.17%	12%	130.86
75+ Years	7.87%	8.6%	109.28
Median Age	38	42	110.83
Median Age (Male)	35	38	109.12
Median Age (Female)	41	46	113.72

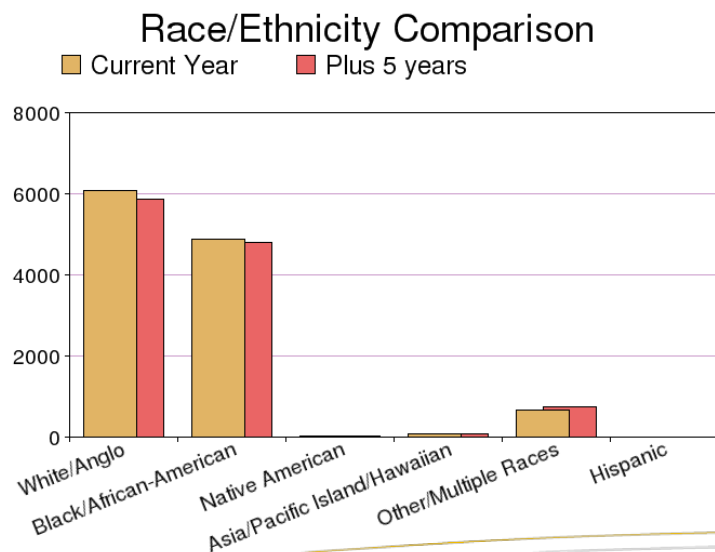Intercultural Institute for Contextual Ministry

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	51.93%	50.85%	97.91
Black, African-American	41.52%	41.62%	100.23
Native American	0.19%	0.21%	110.87
Asian	0.73%	0.79%	107.54
Pacific Island, Hawaiian	0%	0.01%	0
Other/Multiple Races	5.63%	6.53%	115.95
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,977	7,983	
Less than 9th Grade	6.93%	5.22%	75.35
No High School Diploma	13.73%	12.38%	90.16
High School Graduate	34.56%	35.4%	102.43
Some College, no degree	16.32%	16.54%	101.31
Associate Degree	10.63%	12.29%	115.6
College Degree	12.77%	13.24%	103.65
Graduate/Prof. degree	5.05%	4.94%	97.69

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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	13.38%	13.01%	97.19
$10,000 to $19,999	16.73%	16.77%	100.25
$20,000 to $29,999	14.04%	13.55%	96.55
$30,000 to $49,999	19.06%	18.03%	94.63
$50,000 to $59,999	6.5%	6.1%	93.84
$60,000 to $69,999	8.42%	8.94%	106.16
$70,000 to $79,999	5.73%	5.82%	100.85
$80,000 to $89,999	3.4%	3.69%	103.42
$90,000 to $99,999	2.13%	2.16%	101.42
$100,000 to $249,999	4.79%	5.42%	113.22
$125,000 to $149,999	4.33%	4.93%	113.99
$150,000 to $199,999	1.13%	1.26%	111.16
$200,000 to $249,999	0.12%	0.09%	81.58
$250,000 or more	0.17%	0.13%	76.14
Median Household	37,625	39,002	103.66
Average Household	47,665	49,017	102.84
Per Capita Household	21,350	22,809	106.83
Family/Non-Family Household Income			
Median Family Income	51,507	54,845	106.48
Average Family Income	59,331	61,968	104.44
Median Non-Family Income	19,549	20,116	102.9
Average Non-Family Income	24,623	25,461	103.4

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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	63.15%	60.64%	96.01
Families with Children	29.79	27.75	93.15
Families without Children	33.37	31.48	94.34
Non-Family Households			
% Non-Family Households	36.85%	39.36%	106.83
Non-Families with Children	0.79	0.94	106.83
Non-Families without Children	36.06	38.42	106.56
Housing Units			
Total Housing Units	6,364	6,653	104.54%
Vacant percent	18.29%	20.16%	110.2
Owned percent	48.37%	47.47%	98.14
Rented Percent	33.34%	32.38%	97.1
Households by Size			
Avg household size	2.14	2.06	96.26%
Avg family hh size	2.74	2.69	98.18%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of Persons			
One	1,749	1,939	110.86%
Two	1,861	1,857	99.79%
Three or Four	1,351	1,318	97.56%
Five+	239	198	82.85%

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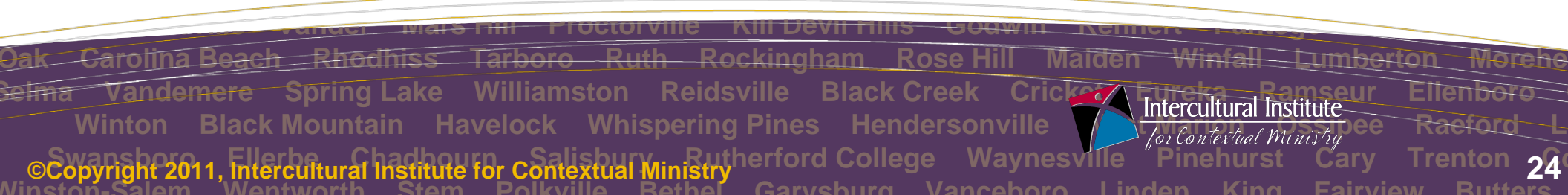
Ethnographic Summary

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	613	163	79
Northern Europe	20	9	3
Western Europe	5	16	5
Southern Europe	6	5	1
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	21	0	0
So. Central Asia	6	0	0
SE Asia	0	41	7
Western Asia	0	0	2
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	1
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	13	2	1
Central Amer.	507	90	59
South America	25	0	0
North America	10	0	0
Born at sea	0	0	0

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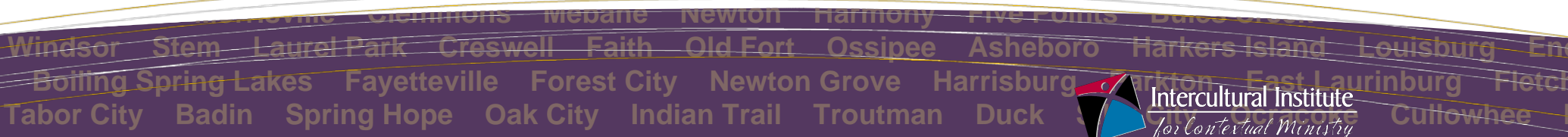
Language Summary

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	11,671	6,149	6,134
Spanish	747	235	119
Other Indo-Euro language	141	41	33
French (incl. Patois, Cajun)	59	28	17
French Creole	0	0	0
Italian	5	0	1
Portuguese	0	0	1
German	55	13	13
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	10	0	0
Greek	6	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	1
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	3	0
Korean	31	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	45	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	7
Other Pacific Is	0	0	0
Other languages	0	7	7
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	7
Hebrew	0	7	0
African languages	0	0	0
Other unspecified	0	0	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	10,413	4,926	4,630
Arab	0	0	6
Armenian	0	0	0
Austrian	0	0	0
British	28	0	19
Canadian	10	0	0
Croatian	6	0	0
Czech	5	0	0
Czechoslovak	7	0	0
Danish	0	0	1
Dutch	0	0	2
English	849	232	401
European	26	33	15
Finnish	0	0	0
French (not Basque)	106	17	8
French Canadian	1	12	8
German	391	114	88
Greek	6	0	0
Hungarian	0	0	4
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	370	111	120
Italian	86	77	56
Lithuanian	0	0	0
Norwegian	4	7	6
Polish	23	16	24
Portuguese	0	0	1
Romanian	0	0	0
Russian	0	5	2
Scandinavian	0	0	0
Scotch-Irish	104	17	39
Scottish	80	7	27
Slovak	0	0	0
Subsaharan African	40	25	18
Swedish	10	0	0
Swiss	5	0	0
Ukrainian	5	0	0
US/American	2,497	1,100	895
Welsh	10	0	4
West Indian	0	2	8
Yugoslavian	0	0	0
Other	5,744	3,150	2,878

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

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Using the Demographic Indicators

*Issues for Your Consideration - continued*

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

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

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

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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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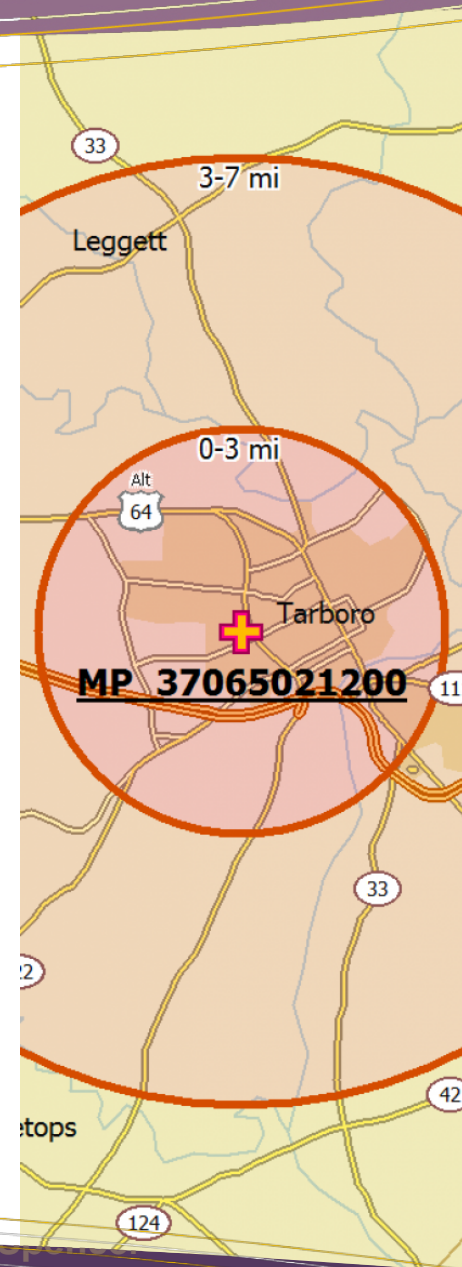
Unreached Households by Lifestyle Segment

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	5,200	100%	3,663	100%
AFFLUENT SUBURBIA	29	0.56%	20	0.55%
America's Wealthiest	0	0%	0	0%
Dream Weavers	7	0.13%	5	0.14%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	22	0.42%	15	0.41%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	115	2.21%	77	2.1%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	115	2.21%	77	2.1%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	80	1.54%	52	1.42%
Successful Urban Sprawl	4	0.08%	0	0%
2nd City Homebodies	12	0.23%	3	0.08%
Prime Middle America	0	0%	8	0.22%
Urban Optimists	64	1.23%	0	0%
Family Convenience	0	0%	41	1.12%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,200	100%	3,663	100%
BLUE COLLAR BACKBONE	48	0.92%	31	0.85%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	28	0.54%	17	0.46%
Lower Income Essentials	7	0.13%	5	0.14%
Small Town Endeavors	13	0.25%	9	0.25%
AMER. DIVERSITY	93	1.79%	66	1.8%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	10	0.19%	6	0.16%
Professional Urbanites	71	1.37%	51	1.39%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	5	0.1%	3	0.08%
Mature America	7	0.13%	6	0.16%
METRO FRINGE	685	13.17%	470	12.83%
Steadfast Conservative	577	11.1%	395	10.78%
Moderate Conventionalists	22	0.42%	15	0.41%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	86	1.65%	60	1.64%

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Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	5,200	100%	3,663	100%
REMOTE AMERICA	41	0.79%	25	0.68%
Hardy Rural Fam.	2	0.04%	1	0.03%
Rural Southern Living	2	0.04%	1	0.03%
Coal & Crops	37	0.71%	23	0.63%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,363	45.44%	1,750	47.78%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2,363	45.44%	1,750	47.78%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	250	4.81%	152	4.15%
Aspiring Hispania	5	0.1%	0	0%
Industrious Country Living	0	0%	3	0.08%
America's Farmland	222	4.27%	0	0%
Comfy Country Living	22	0.42%	136	3.71%
Small Town Connections	1	0.02%	13	0.35%
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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,200	100%	3,663	100%
STRUGGLING SOCIETIES	1,167	22.44%	790	21.57%
Rugged Southern Style	9	0.17%	5	0.14%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,158	22.27%	785	21.43%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	329	6.33%	230	6.28%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	329	6.33%	230	6.28%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-3 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?

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Potential Cultural Bridges

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

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

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

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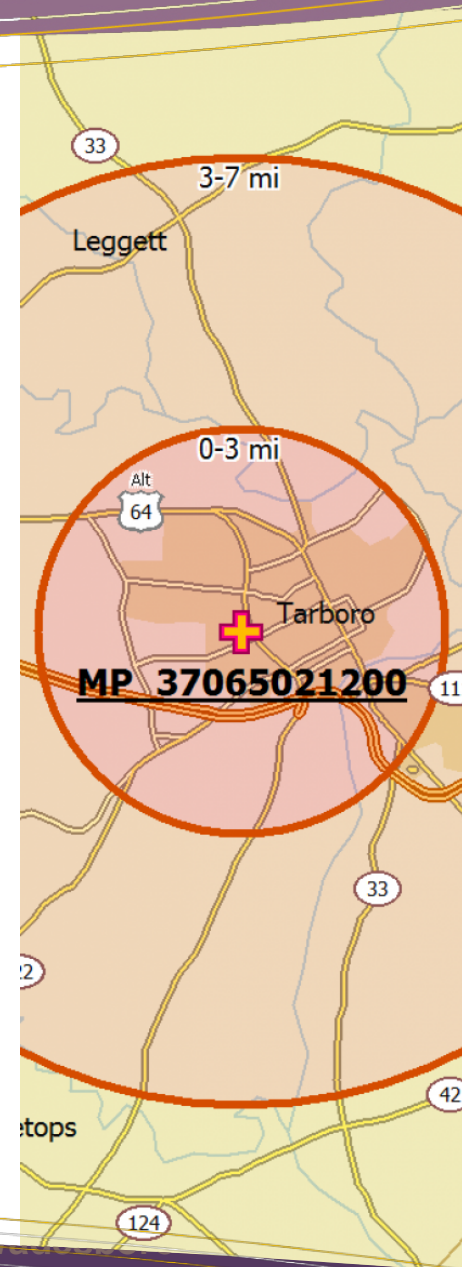
Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	70%	70%	70%
Use Comp. for Internet/E-mail	48%	48%	48%
Internet Use: E-Mail	40%	40%	40%
Use Comp. for Comp. Games	35%	35%	35%
Use Comp. for Education	28%	29%	28%
Use Comp. for Word Processing	27%	27%	27%
HH Owns DVD Player	25%	26%	26%
Use Comp. for Shopping	25%	25%	25%
Use Comp. for Digital Camera Photo Editing	23%	23%	23%
Internet Use: News/ Weather	22%	22%	22%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	21%	22%	22%
Internet Use: Banking	20%	21%	21%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for News/Info./Data Service	17%	17%	16%
Use Comp. for Personal Financial Mngmnt	10%	11%	11%
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	10%	10%
Internet Use: Shopping: Gathered Info. for Shopping	9%	9%	9%
Internet Use: Read Magazines/ Newspapers	9%	9%	8%
Use Comp. for Accounting	8%	9%	9%

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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%
Reading Books	52%	51%	51%
Dining Out (Not Fast Food)	49%	48%	48%
Card Games	38%	38%	38%
Cooking for Fun	34%	34%	34%
Board Games	29%	29%	28%
Go To A Beach/Lake	28%	28%	28%
Gardening	28%	27%	27%
Visit Museum	17%	17%	16%
Going To Bars/Nightclubs/Dancing	16%	16%	16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	36%	35%	35%
Dentist	24%	24%	24%
Backache	24%	24%	23%
Hypertension/High Blood Pressure	23%	23%	23%
Eye Dr.	21%	21%	20%
High Cholesterol	19%	19%	19%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	17%	17%	16%
Any Arthritis	17%	16%	16%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	25.29%	25.29%	24.79%
Live Theater	18.38%	18%	17.65%
Live Theater Most Often	15%	14.67%	14.42%
Rock/Pop Concerts Most Often	14.37%	14.04%	13.65%
Dance Performance	10.02%	9.72%	9.64%
Comedy Club	9.04%	9.19%	9.22%
Movies: Comedy	40.74%	40.55%	40.45%
Movies: Action/Adventure	38.16%	38.29%	38.1%
Movies: Drama	23.4%	23.39%	23.42%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.35%	22.25%	22.11%
Movies: Romantic Comedy	20.23%	20.22%	20.11%
Movies: Mystery	17.93%	18.06%	18.01%
College Football Reg. Season	5.63%	5.36%	5.27%
NFL Football Reg. Season	5.2%	5%	4.88%
College Basketball Reg. Season	4.27%	4.1%	4.07%
MLB Baseball Reg. Season	4.25%	4.23%	4.16%
NBA Basketball Reg. Season	3.18%	3.11%	3.01%
College Basketball Post-Season	2.55%	2.22%	2.15%

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	38.34%	37.64%	37.1%
Swimming	24.8%	25.33%	25.24%
Bowling	20.06%	20.37%	20.2%
Basketball	18.21%	18.29%	18.17%
Billiards/Pool	16.05%	16.48%	16.44%
Jogging/Running	15.89%	15.79%	15.59%
Freshwater Fishing	14.01%	14.85%	15.2%
Weight Training	13.03%	13.38%	13.16%
Football	12.14%	12.66%	12.67%
Aerobics	11.65%	11.42%	11.13%
Stationary Cycling	11.04%	10.84%	10.76%
Baseball	10.99%	11.19%	11.19%
Using Cardio Machine	10.94%	10.83%	10.48%
Golf	9.98%	9.88%	9.66%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	8.71%	8.76%	8.63%
Volleyball	8.25%	8.36%	8.33%
Camping Trips	7.78%	8.17%	8.74%
Softball	7.11%	7.28%	7.25%
Tennis	6.73%	6.72%	6.65%
Soccer	6.68%	6.89%	6.73%
Yoga	6.5%	6.38%	6.3%
Saltwater Fishing	6.24%	6.48%	6.53%
Hunting	6.13%	6.54%	6.89%
Backpacking/Hiking	6.05%	6.14%	6.09%
Roller Skating	5.7%	5.69%	5.65%
Target Shooting	5.58%	5.84%	6.01%
Ice Skating	5.48%	5.44%	5.46%
Power Boating	5.04%	5.11%	5.18%

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
Canoeing/Kayaking	4.62%	4.63%	4.78%
Motorcycling	4.16%	4.37%	4.44%
Racquetball	4.03%	4.12%	4.11%
Snorkeling	3.92%	3.94%	3.94%
Hockey	3.9%	3.8%	3.73%
Horseback Riding	3.88%	4.25%	4.45%
Jet Skiing	3.87%	3.9%	3.96%
Fly Fishing	3.81%	3.99%	4.08%
Skateboarding	3.63%	3.66%	3.65%
Downhill & X-Country Skiing	3.5%	3.58%	3.55%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.31%	3.44%	3.54%
Snowmobiling	3.14%	3.19%	3.21%
Snowboarding	3.02%	2.99%	2.98%
Sailing	2.66%	2.72%	2.74%
Archery	2.66%	2.88%	2.95%
Martial Arts	2.62%	2.65%	2.6%
Rock Climbing	2.57%	2.56%	2.58%
Surfing & Windsurfing	2.32%	2.32%	2.32%
Auto Racing	2.23%	2.2%	2.21%
Rowing	2.23%	2.29%	2.28%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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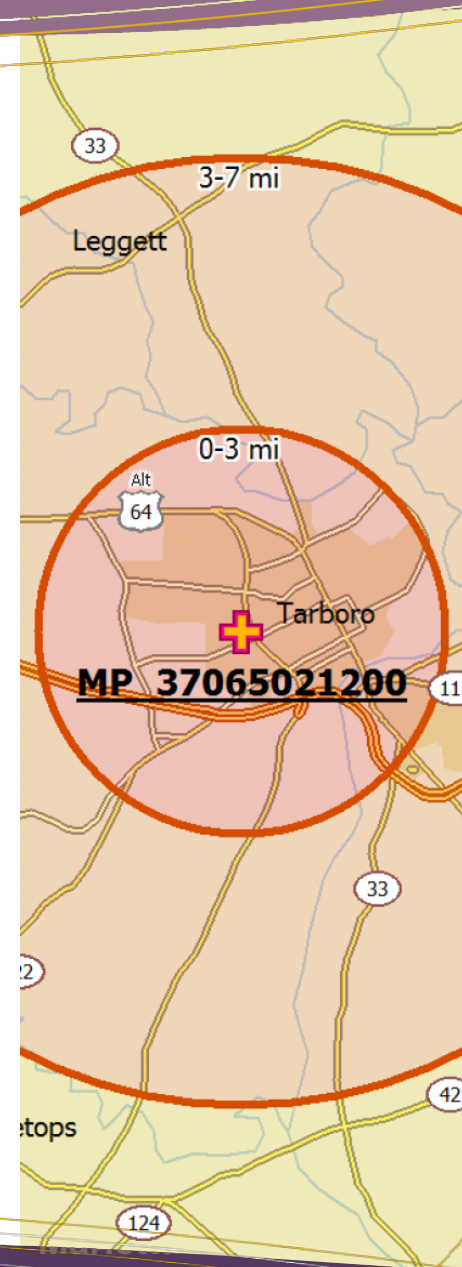
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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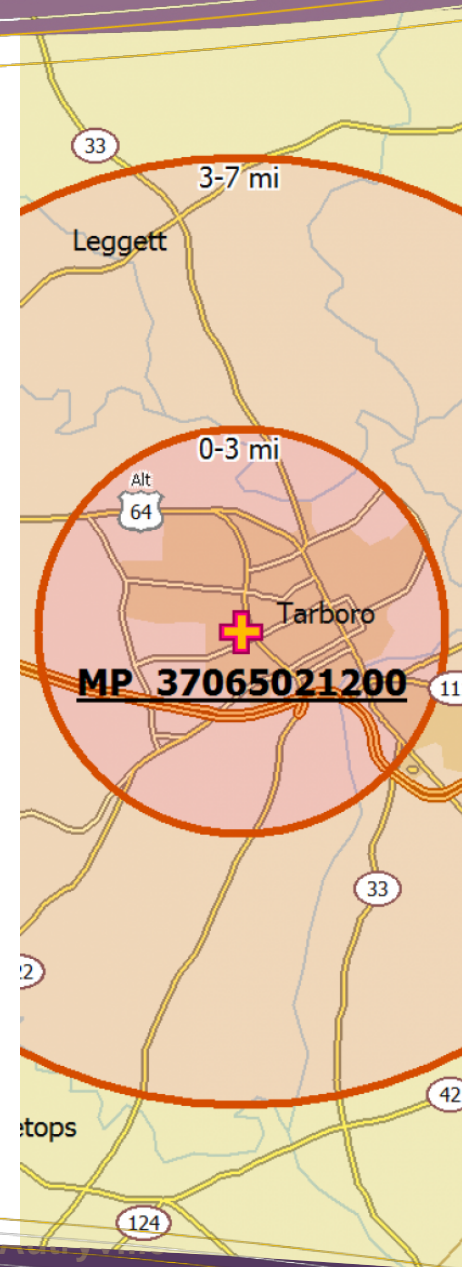
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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	54%	54%	54%
Speak My Mind Even If It Upsets People	41%	40%	40%
Like Control Over People And Resources	40%	40%	40%
Find It Difficult To Say No To My Kids	38%	38%	38%
Woman's Place Is In The Home	36%	36%	36%
Don't Judge People/Way They Live Life	31%	31%	31%
Too Much Sponsorship In Arts/Sports	30%	30%	31%
Like To Do Unconventional Things	29%	30%	30%
Prefer To Have Few Possessions As Possible	28%	28%	28%
If Won Lottery Would Never Work Again	27%	27%	26%
Money Is Best Measure Of Success	25%	25%	25%
I Am A Workaholic	23%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	23%
Marijuana Should Be Legalized	20%	20%	20%
Friends More Important Than My Fam.	20%	20%	19%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
We Should Strive for Equality for All	17%	17%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	16%	16%	17%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	10%	10%	11%
Little I Can Do To Change My Life	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Perfectionist	9%	9%	9%
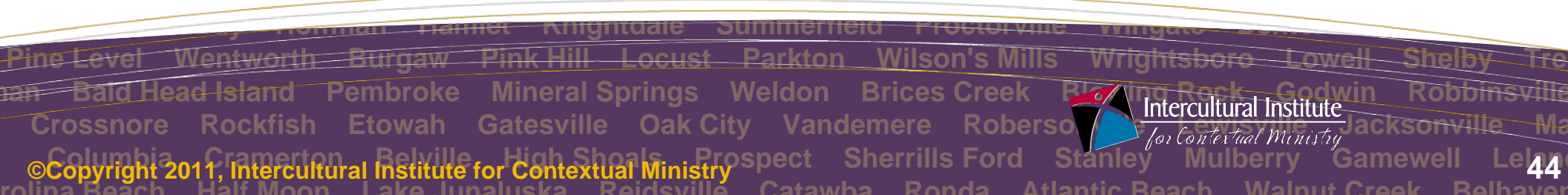
Potential Cultural Themes

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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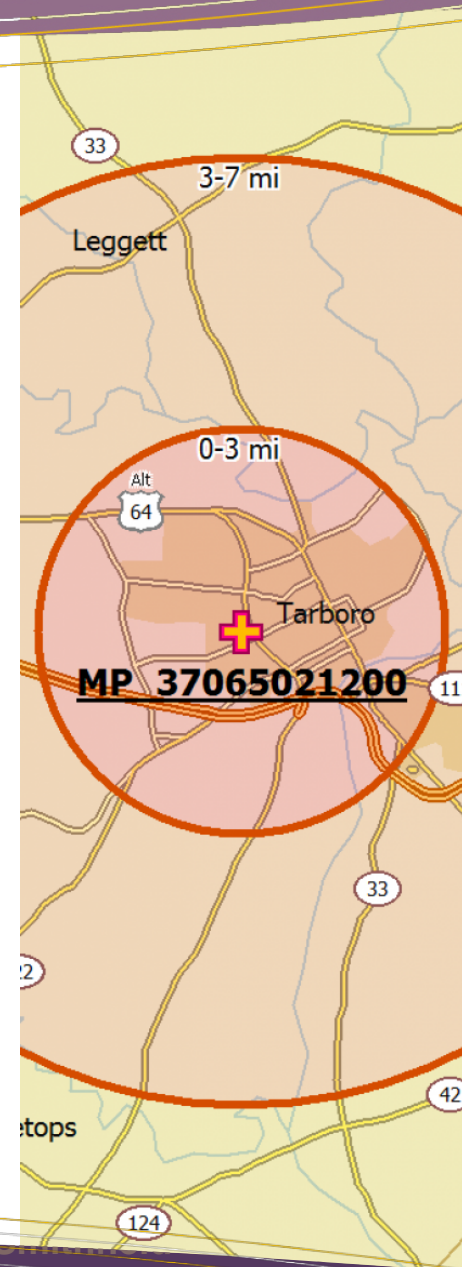
Potential Cultural Themes:

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.
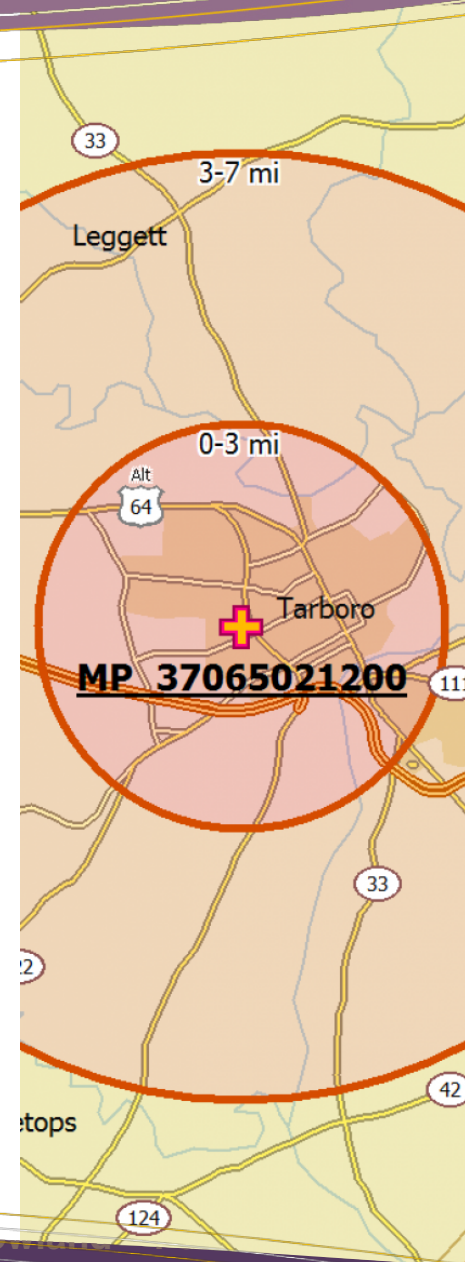
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	58%	58%
You Should Seize Opportunities In Life	58%	58%	58%
Prefer Work Part Of Team Than Alone	39%	39%	39%
Like To Understand About Nature	38%	38%	38%
Important To Juggle Various Tasks	35%	35%	35%
Important Feel Respected By My Peers	33%	33%	33%
Good At Fixing Things	31%	30%	30%
Have Keen Sense Of Adventure	28%	28%	28%
Prefer To Have Few Possessions As Possible	28%	28%	28%
People Have To Take Me As They Find Me	23%	24%	23%
Consider Myself Interested In The Arts	22%	22%	22%
Provide My Kids With The Little Extras	22%	22%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	21%	21%	21%
Like To Just Enjoy Life	19%	19%	19%
Real Men Don't Cry	18%	18%	18%
Try Not To Worry About The Future	17%	17%	17%
Worried About Pollution Caused By Cars	17%	17%	17%
Enjoy Spending Time With My Fam.	14%	14%	14%
Is An Important Part Of Who I Am	13%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	8%
Like Spending Most Time With Fam.	6%	6%	6%
Feel Very Alone In The World	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	4%
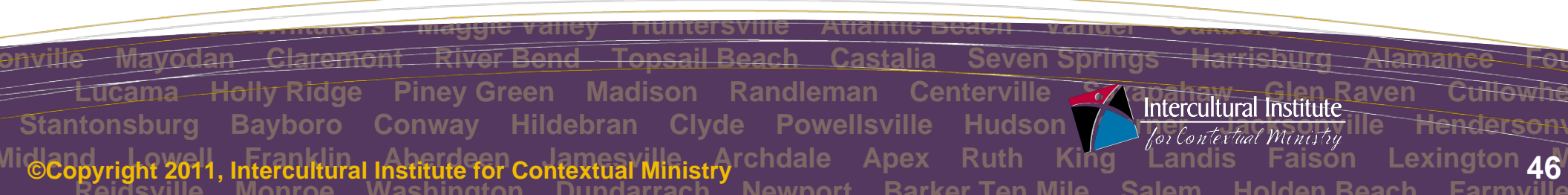
Potential Shared Places

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	87.51%	87.5%	87.59%
Fam. Restaurants/Steak Houses-Visit Any	79.48%	79.17%	78.66%
McDonald's	56.06%	56.38%	56.58%
Burger King	39.3%	39.23%	39.29%
Kentucky Fried Chicken (KFC)	38.06%	37.88%	37.76%
Wendy's	33.74%	33.71%	33.71%
Subway	32.29%	31.95%	31.91%
Applebee's	28.82%	28.61%	28.22%
Taco Bell	27.18%	27.06%	26.76%
Pizza Hut	26.56%	26.54%	26.7%
Arby's	23.32%	22.9%	22.54%
Red Lobster	20.83%	20.3%	20.06%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	19.66%	19.19%	18.91%
Dairy Queen	18.6%	18.3%	18.38%
Domino's Pizza	18.19%	18.07%	17.95%
Popeyes	17.96%	17.72%	17.81%
Chick-Fil-A	16.89%	16.87%	16.48%
Golden Corral	16.85%	16.86%	16.75%
IHOP (International House Of Pancakes)	16.33%	16.08%	15.84%
Sonic	15.44%	15.5%	15.86%
Cracker Barrel	15.05%	14.89%	14.74%
TGI Friday's	14.02%	14.06%	13.73%
Outback Steakhouse	13.83%	13.71%	13.78%
Hardee's	13.72%	13.65%	13.71%

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Potential Shared Projects

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

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

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

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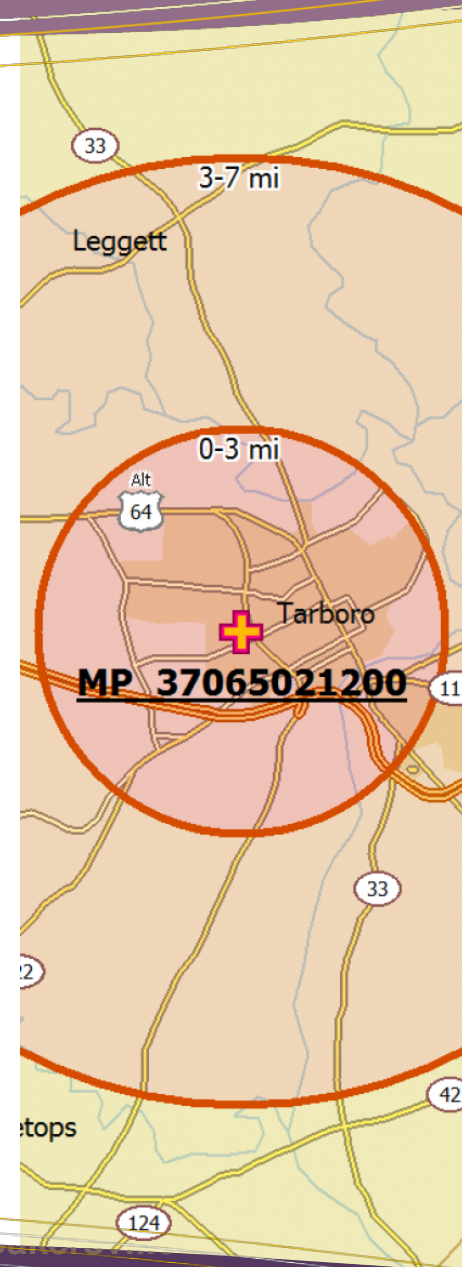
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	44.22%	43.35%	42.74%
Recycled products	27.02%	26.38%	25.7%
Worked as volunteer (non political)	12.76%	12.58%	12.49%
Engaged in fund raising	11.48%	11.31%	11.18%
Religious club member	8.73%	8.65%	8.55%
Church Board	7.93%	7.84%	7.69%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.3%	5.21%	5.02%
Took active part in local civic issue	4.92%	4.81%	4.71%
Wrote to editor of mag or newspaper	4.68%	4.57%	4.59%
Wrote to elected offcl about publ bus	4.49%	4.39%	4.33%
Charitable Organization	4.43%	4.41%	4.31%
Fraternal order member	4.22%	4.11%	4.05%

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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.
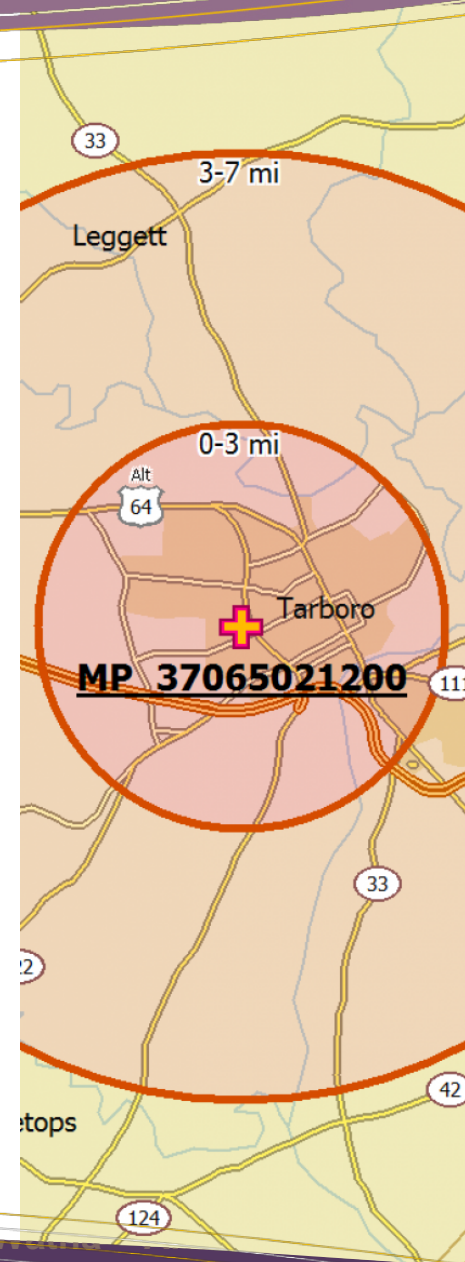
Potential Print Media Content:

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	13.61%	13.52%	13.37%
Children's Books	12.92%	12.89%	12.77%
Religious (not Bibles)	10.42%	10.37%	10.26%
Cookbooks	8.65%	8.57%	8.47%
Mystery	7.61%	7.67%	7.68%
Romance	6.29%	6.45%	6.53%
Personal/Business Self-help	6.06%	5.94%	5.77%
Biography	5.74%	5.66%	5.56%
History	4.89%	4.9%	4.88%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.49%	66.52%	65.77%
Gen. Editorial	54.95%	54.47%	54.06%
Womens	48.76%	48.28%	47.85%
Service	29.66%	29.69%	29.78%
Business/Finance	22.33%	21.99%	21.49%
Music	20.56%	20.31%	20.1%
Mens	20.25%	19.81%	19.53%
Health	14.55%	14.53%	14.44%
Sports	14.5%	14.08%	13.82%

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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	48.93%	48.54%	48.28%
Classified	30.84%	30.94%	31.21%
Sport	29.58%	29.27%	29%
Editorial Page	25.69%	25.47%	25.23%
Business/Finance	24.45%	24%	23.56%
Movie Listings & Reviews	23.24%	22.78%	22.3%
Food/Cooking	22.46%	22.24%	21.95%
TV/Radio Listings	22.42%	22.14%	21.88%
Comics	22.21%	21.98%	21.9%
Home/Gardening	18.9%	18.62%	18.3%
Travel	17.37%	17.03%	16.61%
Fashion	16.76%	16.54%	16.25%
Science/Technology	15.11%	14.62%	14.15%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	41.68%	41.32%	40.87%
CHR Contemp Hit Radio	16.77%	16.54%	16.16%
Jazz	14.35%	14.02%	13.55%
Variety	11.11%	11.01%	10.81%
Country	10.32%	11.11%	11.9%
Adult Contemporary	10.17%	10.18%	10.36%
Oldies	8.89%	8.81%	8.78%
Gospel	8.46%	8.49%	8.46%
All News	7.94%	7.9%	7.54%
News/Talk	6.67%	6.4%	6.2%
Rock	6.31%	6.02%	5.86%
Religious	6.03%	5.98%	5.88%
Soft Contemporary	5.17%	5.09%	4.98%
Alternative	4.62%	4.37%	4.29%
Classic Rock	4.04%	4.01%	4.08%
All Talk	3.58%	3.46%	3.35%
Sports	3.12%	3.09%	2.99%
Adult Standards	2.97%	2.85%	2.72%

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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	62.27%	62.3%	62.14%
Soapnet	51.4%	51.13%	50.87%
Satellite Dish	50.36%	50.1%	49.95%
Other Video-On-Demand	47.41%	47.16%	47.67%
Sci-Fi Channel	35.85%	35.92%	35.83%
MSNBC	34.45%	34.26%	34.19%
Adult Pay Per View TV	33.24%	33.05%	32.91%
Subscribe Digital Cable	32.86%	32.96%	32.88%
TV Info From Sunday TV Magazine	28.07%	28.24%	28.11%
Nickelodeon	26.97%	27.13%	27.3%
TV Info From Newspapers	26.09%	26.04%	25.83%
Comedy Central	25.47%	25.22%	24.83%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	25.29%	25.18%	24.96%
Nick At Nite	24.23%	24.78%	24.77%
Hallmark Channel	23.72%	23.81%	23.71%
The Golf Channel	22.82%	22.39%	22.07%
Lifetime	22.77%	22.63%	22.5%
USA Network	22.57%	22.24%	22.08%
TV Info From Monthly Cable Guide	22.1%	22.16%	22.22%
TV Info From Other	22%	21.87%	21.73%
BET (Black Entertainment TV)	21.61%	21.51%	21.68%
ABC Fam.	20.77%	20.81%	20.62%
HGTV (and Garden Television)	20.27%	20.32%	20.16%
ESPN2	19.9%	19.99%	20.07%

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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.

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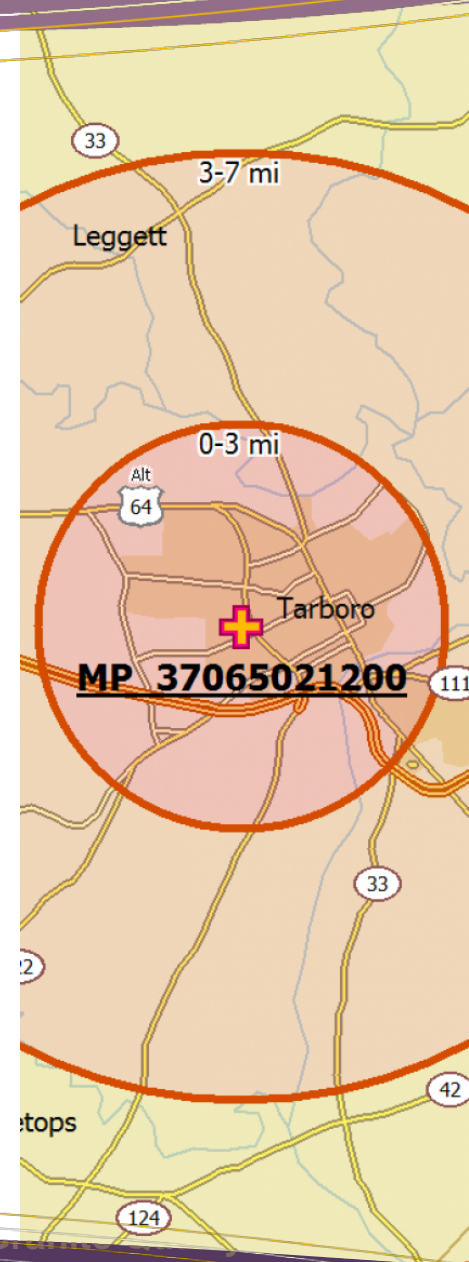
Potential Print Media Usage:

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+)	16.16%	16.14%	16.04%
Medium Users (4-6)	8.14%	8.03%	7.99%
Light Users (1-3)	18.65%	18.38%	18.2%
Quintiles (20%)			
Newspaper I (Heavy)	0.82%	0.86%	0.89%
Newspaper II	1.69%	1.67%	1.66%
Newspaper III	2.05%	2.06%	2.04%
Newspaper IV	0.38%	0.4%	0.39%
Newspaper V (Light)	0.86%	0.84%	0.86%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.66%	21.08%	21.31%
Magazines II	9.47%	9.63%	9.64%
Magazines III	10.32%	10.58%	10.73%
Magazines IV	13.21%	13.56%	13.73%
Magazines V (Light)	1.23%	1.24%	1.21%
Outdoor I (Heavy)	8.84%	8.74%	8.8%
Outdoor II	5.19%	5.14%	5.11%
Outdoor III	5.29%	5.35%	5.4%
Outdoor IV	17%	17.07%	17.14%
Outdoor V (Light)	25%	24.74%	24.69%
Yellow Pages I (Heavy)	16.53%	16.7%	16.76%
Yellow Pages II	8.72%	8.82%	8.71%
Yellow Pages III	10.12%	9.98%	10.03%
Yellow Pages IV	24.6%	24.73%	24.87%
Yellow Pages V (Light)	4.83%	4.88%	4.95%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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)	2.41%	2.49%	2.49%
Drive Time III (Medium)	1.01%	1.02%	1.05%
Radio IV & V (Light)	2.82%	2.77%	2.72%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.74%	11.22%	11.48%
Radio III (Medium)	3.61%	3.75%	3.79%
Radio IV & V (Light)	4.67%	4.58%	4.5%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.81%	11.92%	11.83%
Cable III (Medium)	5.1%	5.11%	5.17%
Cable IV & V (Light)	40.14%	39.86%	39.92%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4%	3.99%	3.99%
Prime Time III (Medium)	1.23%	1.26%	1.25%
Prime Time IV & V (Light)	8.58%	9.13%	9.68%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.73%	39.07%	39.51%
Fringe III (Medium)	55.48%	55.46%	55.6%
Fringe IV (Light)	56.37%	56.68%	57.19%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.79%	15.78%	15.9%
All Day III (Medium)	25.03%	25.13%	25.48%
All Day IV (Light)	20.2%	20.32%	20.51%
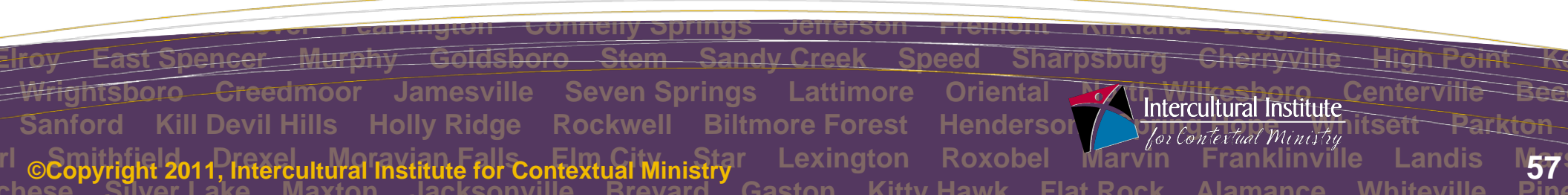
Potential Audio & Prime Time TV Media Usage:

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]	10.62%	10.82%	10.83%
6:00am - 10:00am	15.61%	15.6%	15.45%
10:00am - 3:00pm	11.94%	11.87%	11.88%
3:00pm - 7:00pm	15.02%	15.18%	15.39%
7:00pm - Midnight	11.76%	11.83%	11.91%
Midnight - 6:00am	8.22%	8.17%	8.27%
Weekend Radio Listeners			
Dayparts [summary]	13.8%	14.12%	14.1%
6:00am - 10:00am	2.37%	2.54%	2.52%
10:00am-3:00pm	5.52%	5.48%	5.33%
3:00pm - 7:00pm	6.84%	6.94%	7.01%
7:00pm - Midnight	9.96%	10.22%	10.3%
Midnight - 6:00am	13.79%	13.85%	13.9%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.43%	6.34%	6.44%
Saturday: 8:00-11:00pm	8.98%	9.07%	9.08%
Sunday: 7:00-11:00pm	8.53%	8.75%	8.86%
9:00am-1:00pm	24.23%	24.78%	24.77%
9:00am-4:00pm	28.56%	29.2%	29.12%
4:00pm-7:00pm	32.27%	32.21%	31.91%
11:00pm-1:00am	45.79%	45.41%	45.21%
AVG Prime time Mon-Sun	5.63%	5.63%	5.65%

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	14.11%	14.38%	14.6%
7-9am	19.9%	19.99%	20.07%
9am-12noon	18.79%	19.23%	18.99%
12noon-4pm	9.78%	9.96%	10.13%
4-6pm	49.86%	49.73%	49.18%
6-7pm	17.51%	17.64%	17.73%
7-7:30pm	2.11%	2.01%	1.97%
7:30-8pm	12.37%	12.34%	12.4%
8-11pm	6.43%	6.34%	6.44%
11pm-12am	34.45%	34.26%	34.19%
11pm-1am	45.79%	45.41%	45.21%
1-6am	32.55%	32.19%	32.07%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.07%	16.18%	16.08%
Sat: 10am-1pm	8.84%	9.02%	9.09%
Sat: 1-4pm	24.91%	24.77%	24.51%
Sat: 4-6pm	7.49%	7.51%	7.45%
Sat: 6-7pm	1.68%	1.7%	1.68%
Sat: 7-8pm	0.96%	1.02%	1.14%
Sat: 8-11pm	8.98%	9.07%	9.08%
Sat: 11pm-1am	7%	7.01%	6.96%
Sat: 1am-7pm	22.57%	22.24%	22.08%
Sun: 7-10am	2.44%	2.45%	2.42%
Sun: 10am-1pm	5.23%	5.41%	5.42%
Sun: 1-4pm	4.4%	4.63%	4.63%
Sun: 4-7pm	11.51%	11.46%	11.39%
Sun: 7-11pm	8.53%	8.75%	8.86%
Sun: 11pm-1am	4.87%	5.11%	5.11%
Sun: 1-7am	19.8%	19.97%	19.91%

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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?
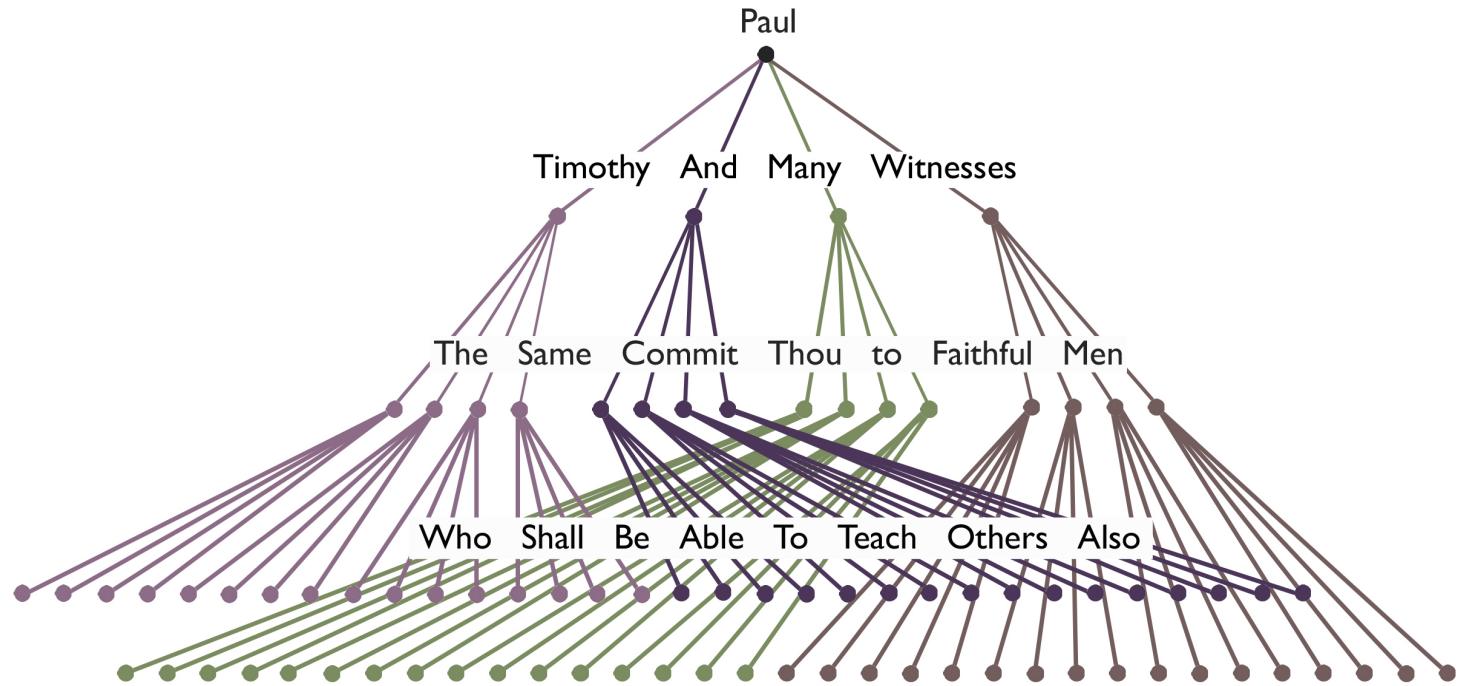
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Biblical Missional Multiplication

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

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Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

Your MissionSite and the Missional Suite

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

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

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

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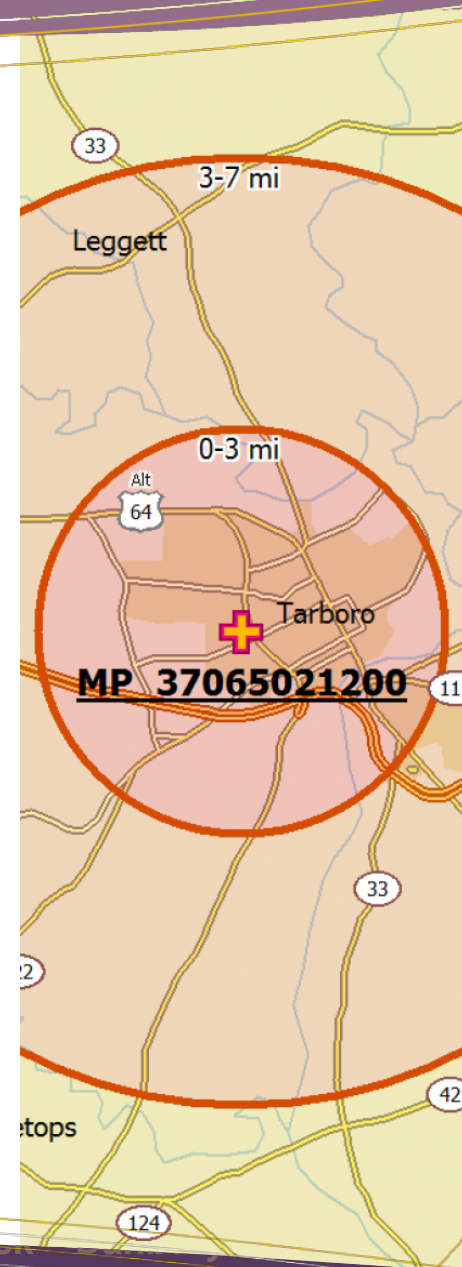
Notes and Sources

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

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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.
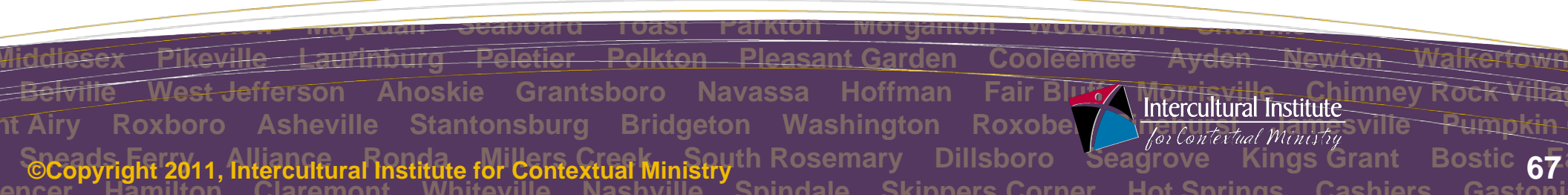
APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Hispanic Mission - Tarboro	605 Main Street Tarboro, NC 27886	1.11 mi	30	Growing
2	Tarboro First - Tarboro	605 N Main St Tarboro, NC 27886	1.11 mi	140	Plateauing
3	Northern Boulevard - Tarboro	502 E Northern Blvd Tarboro, NC 27886	1.14 mi	144	Insufficient Data
4	Trinity - Tarboro	730 W Wilson St Tarboro, NC 27886	1.38 mi	138	Declining
5	Penders Chapel - Tarboro	3246 Howard Avenue Ext Tarboro, NC 27886	1.54 mi	53	Growing
6	Mildred Missionary - Tarboro	139 Ellis Rd Tarboro, NC 27886	5.35 mi	81	Plateauing
7	Acorn Hill - Tarboro	246 Acorn Hill Rd Tarboro, NC 27886	5.56 mi	41	Declining
8	Speed - Speed	101 Church St Speed, NC 27881	7.40 mi	5	Declining
9	Ebenezer - Whitakers	615 Ebenezer Rd Whitakers, NC 27891	8.66 mi	0	Insufficient Data
10	Pinetops - Pinetops	710 W Hamlet St Pinetops, NC 27864	9.46 mi	141	Plateauing
11	Oakdale - Rocky Mount	13037 US 64 ALT West Hwy Rocky Mount, NC 27801	10.22 mi	230	Plateauing
12	West Edgecombe	13821 NC Highway 43 N Rocky Mount, NC 27801	10.39 mi	223	Insufficient Data
13	Hobgood - Hobgood	101 Bay St Hobgood, NC 27843	10.83 mi	40	Plateauing
14	Eagles - Macclesfield	226 NC Highway 124 W Macclesfield, NC 27852	11.74 mi	57	Declining
15	Bethel - Bethel	7473 Main St Bethel, NC 27812	11.87 mi	96	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Avalon - Rocky Mount	3237 Old Battleboro Rd Rocky Mount, NC 27801	12.74 mi	50	Plateauing
17	Gethsemane - Whitakers	7430 Seven Bridges Rd Whitakers, NC 27891	13.25 mi	51	Growing
18	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	13.57 mi	172	Plateauing
19	Webbs Chapel - Macclesfield	2771 Webbs Chapel Rd Macclesfield, NC 27852	13.57 mi	84	Declining
20	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	13.91 mi	900	Plateauing
21	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	14.03 mi	144	Growing
22	Battleboro - Battleboro	408 E Battleboro Ave Battleboro, NC 27809	14.16 mi	29	Declining
23	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	14.21 mi	0	Insufficient Data
24	Oak City -	109 W 2nd St Oak City, NC 27857	14.32 mi	38	Plateauing
25	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	14.35 mi	99	Declining
26	Memorial - Rocky Mount	5399 Old Wilson Rd Rocky Mount, NC 27801	14.56 mi	35	Insufficient Data
27	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	14.83 mi	0	Insufficient Data
28	Aenon - Elm City	7503 Town Creek Rd Elm City, NC 27822	15.07 mi	21	Declining
29	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	15.81 mi	110	Growing
30	Church of God's Glory - Rocky Mount	415 Forest Hill Ave Rocky Mount, NC 27804	15.92 mi	5	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Parkwood - Rocky Mount	1731 Hunter Hill Rd Rocky Mount, NC 27804	15.99 mi	317	Declining
32	Benvenue - Rocky Mount	2464 Benvenue Rd Rocky Mount, NC 27804	16.09 mi	100	Declining
33	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	16.12 mi	77	Plateauing
34	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	16.20 mi	320	Declining
35	Hickory - Whitakers	12702 NC Highway 48 Whitakers, NC 27891	16.22 mi	41	Declining
36	Whitakers - Whitakers	105 West Pittman St Whitakers, NC 27891	16.42 mi	6	Declining
37	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	16.49 mi	55	Insufficient Data
38	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	16.51 mi	269	Plateauing
39	Fountain - Fountain	6662 E Wilson St Fountain, NC 27829	16.68 mi	44	Growing
40	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	16.76 mi	1,373	Plateauing
41	Scotland Neck First - Scotland Neck	1015 Church St Scotland Neck, NC 27874	17.01 mi	163	Insufficient Data
42	Sunset Avenue - Rocky Mount	3732 Sunset Ave Rocky Mount, NC 27804	17.36 mi	380	Insufficient Data
43	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	17.38 mi	230	Plateauing
44	Elm City Missionary - Elm City	206 Wilson St Elm City, NC 27822	17.41 mi	0	Insufficient Data
45	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	17.43 mi	74	Insufficient Data

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