

MissionSite

top unreached locations



ROANOKE RAPIDS, NC

CENSUS TRACT: 37083990300

REGION: Region 2: Central Coast

COUNTY: Halifax

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



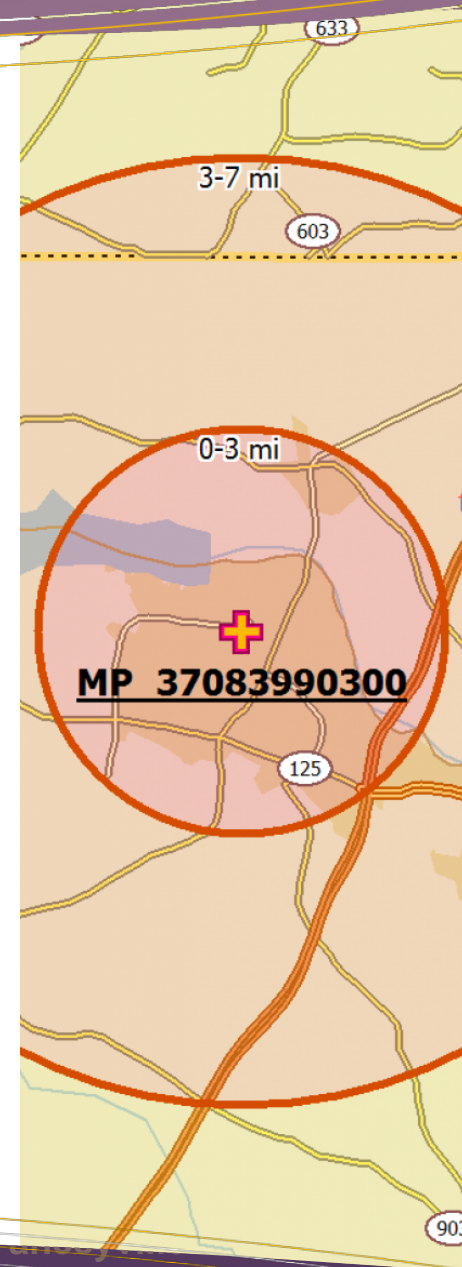
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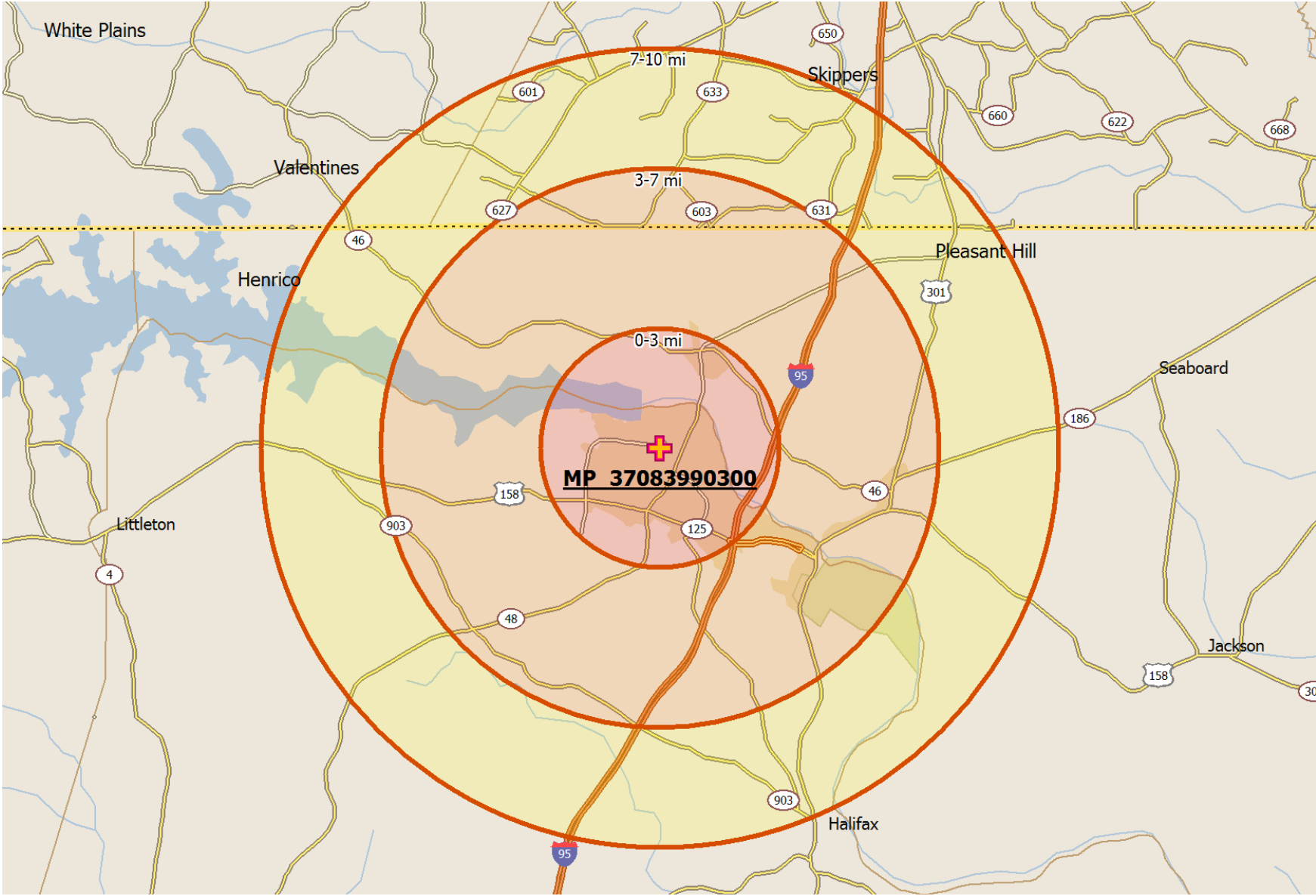
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 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	37083	Halifax
4	Zipcode	27870	Halifax
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-10000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	16	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	20,131	14,015	4,579
2010 Households	8,621	5,582	1,926
2010 Group Quarters Population	261	122	69

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	21	5
Language Diversity National Index	14	9	5
Foreign Born Diversity National Index	89	46	33
Ancestry Diversity National Index	28	4	3
Racial Diversity National Index	51	51	63

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	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	850	9.86%
Mainstay Communities	Established, Diverse Households	870	10.09%
Working Communities	Blue-collar, Working Families	2,344	27.19%
Country Communities	Rural, Agri. & Mining Families	342	3.97%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,035	23.61%
Urban Communities	High Density, Inner-city Neighborhoods	2,180	25.29%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	15,184	5,942	39.13%
Unreached %	69.68%	68.93%	98.93
Religious But NOT Evangelical HH	5,486	1,797	32.75%
Religious But NOT Evangelical %	25.17%	20.84%	82.8
Spiritual But NOT Relig or Evang HH	1,172	711	60.67%
Spiritual But NOT Relig or Evang %	5.38%	8.25%	153.37
Not Evangelical, Not Interested HH	9,024	3,547	39.31%
Not Evangelical, Not Interested %	41.41%	41.15%	99.37



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	27	9	33.33%
Active BCNC Attenders	1,728	719	41.61%
Active Evangelical Households	3,936	1,596	40.53%
Active Evangelical Percent	18.06%	18.51%	102.46
Inactive Evangelical Households	2,672	1,083	40.53%
Inactive Evangelical Percent	12.26%	12.56%	102.46
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Calvary - Roanoke Rapids	0.37 mi	269	Plateauing	16	Community Center - Halifax	9.22 mi	46	Declining
2	Rosemary - Roanoke Rapids	0.62 mi	111	Declining	17	Halifax - Halifax	10.11 mi	33	Plateauing
3	South Rosemary - Roanoke Rapids	1.34 mi	17	Insufficient Data	18	Seaboard	12.64 mi	42	Declining
4	Park - Roanoke Rapids	1.49 mi	39	Plateauing	19	Darlington - Littleton	12.97 mi	41	Growing
5	Maranatha - Roanoke Rapids	2.24 mi	45	Growing	20	Bear Swamp - Littleton	12.97 mi	26	Plateauing
6	Roanoke Rapids First - Roanoke Rapids	2.41 mi	105	Declining	21	Antioch - Enfield	13.77 mi	35	Plateauing
7	Gaston First - Gaston	2.43 mi	56	Declining	22	Littleton - Littleton	13.87 mi	83	Plateauing
8	Good News - Roanoke Rapids	2.75 mi	77	Plateauing	23	Jackson	14.45 mi	44	Declining
9	Chockoyotte - Roanoke Rapids	2.84 mi	0	Insufficient Data	24	Mount Carmel	14.63 mi	24	Plateauing
10	Quankie - Roanoke Rapids	4.05 mi	0	Insufficient Data	25	Galatia	14.63 mi	165	Plateauing
11	Roanoke - Roanoke Rapids	4.05 mi	46	Plateauing	26	Inez - Littleton	15.58 mi	33	Plateauing
12	Weldon - Weldon	4.63 mi	50	Declining	27	Enterprise - Littleton	15.65 mi	246	Plateauing
13	Bethlehem - Roanoke Rapids	4.87 mi	41	Insufficient Data	28	Lake Gaston - Littleton	16.05 mi	304	Plateauing
14	Elam	5.98 mi	59	Declining	29	Turkey Branch - Enfield	18.25 mi	17	Declining
15	Bethel	8.68 mi	26	Plateauing	30	Enfield - Enfield	19.66 mi	79	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

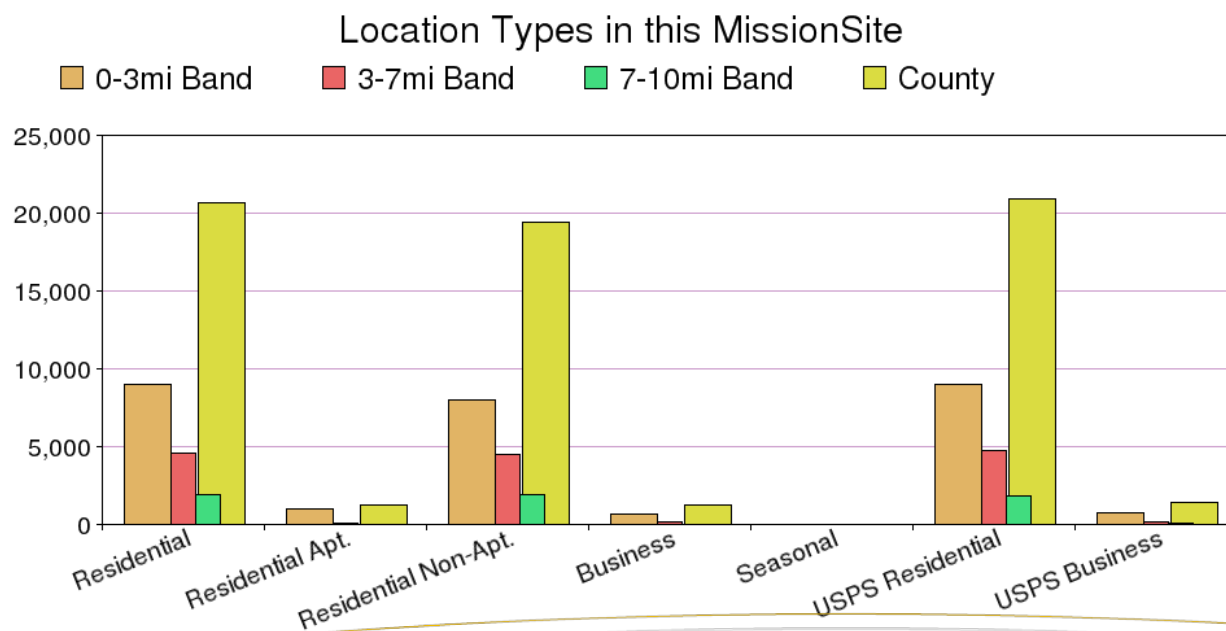


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	55,517	20,547	37.01%
2000 Population	57,370	21,684	37.8%
2010 Population	54,286	20,131	37.08%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,335	8,176	40.21%
2000 Households	22,122	8,882	40.15%
2010 Households	21,793	8,621	39.56%



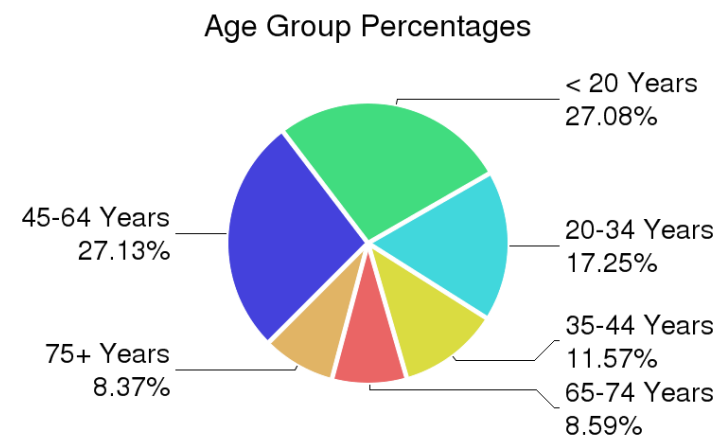
Location Type	0-3mi Band
Residential	8,987
Residential Apt.	1,017
Residential Non-Apt.	7,970
Business	705
Seasonal	0
USPS Residential	9,022
USPS Business	779

White Plains Maggie Valley Newton Royal Pines Stedman Bald Head Island Kitty Hawk Midland Grand St. Stephens Bessemer City Creswell Laurel Park Elizabeth City Hillsborough Pikeville Rocky Mount Rams Mount Airy Pleasant Garden Indian Trail Spindale McFarlan Tryon Moore Kenly Grifton L...

Current Demographic Summary

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

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



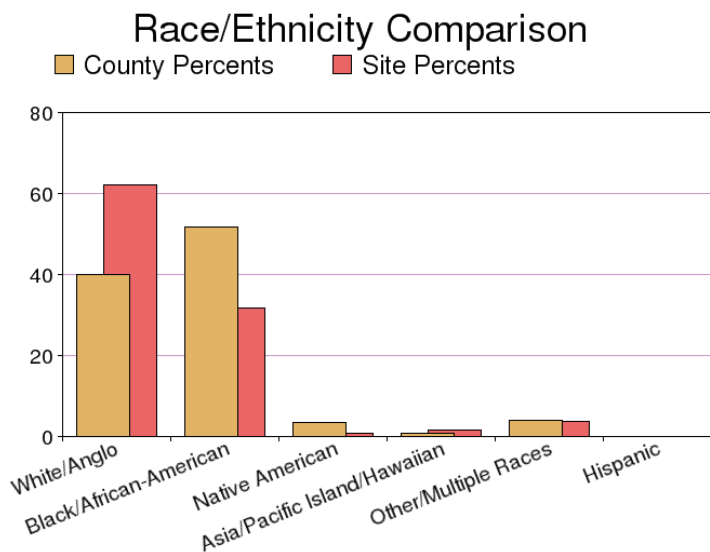
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.36%	6.6%	103.77
4-5 Years	2.68%	2.59%	96.64
6-8 Years	3.8%	3.71%	97.63
9-11 Years	3.72%	3.79%	101.88
12-13 Years	2.45%	2.54%	103.67
14-17 Years	5.24%	5.19%	99.05
18-19 Years	2.68%	2.66%	99.25
0-5 Years	9.04%	9.19%	101.66
6-12 Years	8.76%	8.81%	100.57
13-19 Years	9.13%	9.08%	99.45
< 20 Years	26.93%	27.08%	100.56
20-34 Years	17.52%	17.25%	98.46
35-44 Years	11.19%	11.57%	103.4
45-64 Years	27.59%	27.13%	98.33
65-74 Years	8.94%	8.59%	96.09
75+ Years	7.83%	8.37%	106.9
Median Age	40	40	99.21
Median Age (Male)	37	38	102.66
Median Age (Female)	43	42	98.03

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	40.1%	62.23%	155.2
Black, African-American	51.71%	31.66%	61.23
Native American	3.42%	0.92%	26.85
Asian	0.76%	1.52%	199.32
Pacific Island, Hawaiian	0.02%	0.03%	134.83
Other/Multiple Races	3.99%	3.63%	91.09
Hispanic	0%	1.35%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	36,072	13,422	
Less than 9th Grade	8.29%	5.63%	147.21
No High School Diploma	17.3%	13.68%	126.46
High School Graduate	36.59%	35.98%	101.7
Some College, no degree	17.61%	19.68%	89.48
Associate Degree	8.53%	10.93%	78.07
College Degree	7.41%	8.6%	86.19
Graduate/Prof. degree	4.27%	5.51%	77.54

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%	11.66%	94.87
\$10,000 to \$19,999	20.09%	18.95%	94.33
\$20,000 to \$29,999	17.46%	16.71%	95.73
\$30,000 to \$49,999	17.24%	16.89%	97.94
\$50,000 to \$59,999	8.5%	9.98%	117.32
\$60,000 to \$69,999	5.5%	6.8%	123.65
\$70,000 to \$79,999	4.11%	4.55%	110.72
\$80,000 to \$89,999	2.98%	3.29%	110.62
\$90,000 to \$99,999	1.89%	2.03%	107.64
\$100,000 to \$124,999	4.54%	5.38%	118.6
\$125,000 to \$149,999	1.31%	1.33%	102
\$150,000 to \$199,999	2.01%	2.02%	100.42
\$200,000 to \$249,999	0.22%	0.23%	105.33
\$250,000 or more	0.16%	0.13%	81.78
Median Household	28,848	36,488	126.48
Average Household	43,305	46,142	106.55
Per Capita Household	17,886	19,802	110.71
Family/Non-Family Household Income			
Median Family Income	40,162	47,701	118.77
Average Family Income	52,813	56,120	106.26
Median Non-Family Income	16,655	19,465	116.87
Average Non-Family Income	23,657	23,633	99.9

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	67.39%	64.73%	96.05
Families with Children	34.49%	32.71%	94.85
Families without Children	32.9%	32.01%	97.31
Non-Family Households			
% Non-Family Households	32.61%	35.27%	108.17
Non-Families with Children	0.27	0.27	100.24
Non-Families without Children	32.35	35.01	108.23
Housing Units			
			Index
Total Housing Units	26,347	10,108	
Vacant percent	17.28%	14.71%	85.11
Owned percent	53.37%	51.17%	95.87%
Rented Percent	29.34%	34.12%	116.28
Households by Size			
			Index
Avg household size	2.41	2.30	95.44
Avg family hh size	3.08	2.98	96.75
Avg non-family hh size	1.03	1.07	103.88
Households By Count of Persons			
			Percent
One	6,705	2,867	42.76%
Two	6,837	2,706	39.58%
Three or Four	6,413	2,491	38.84%
Five+	1,838	558	30.36%

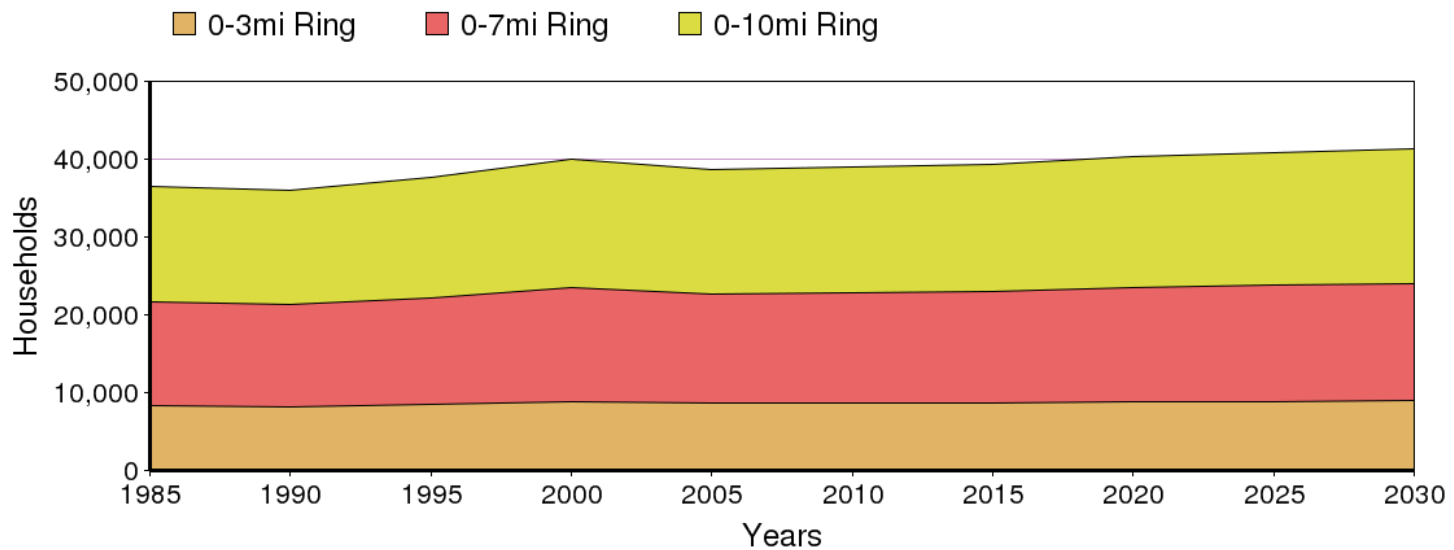
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	55,517	20,547	37.01%
2000 Population	57,370	21,684	37.8%
2010 Population	54,286	20,131	37.08%
2015 Population	52,825	19,419	36.76%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	20,335	8,176	40.21%
2000 Households	22,122	8,882	40.15%
2010 Households	21,793	8,621	39.56%
2015 Households	21,998	8,657	39.35%

Household Change from 1985 to 2030



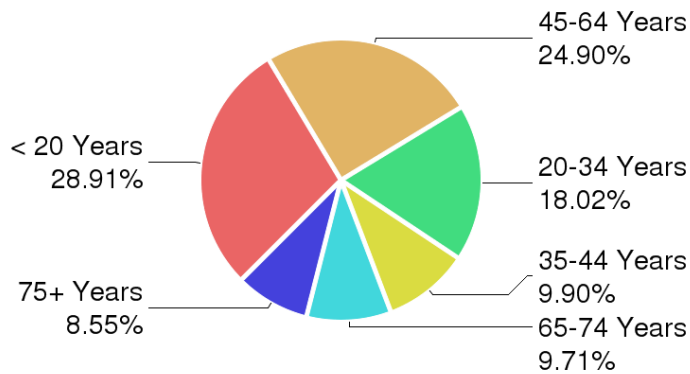
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.6%	8.61%	130.45
4-5 Years	2.59%	3.1%	119.69
6-8 Years	3.71%	4.28%	115.36
9-11 Years	3.79%	3.88%	102.37
12-13 Years	2.54%	2.42%	95.28
14-17 Years	5.19%	4.51%	86.9
18-19 Years	2.66%	2.1%	78.95
0-5 Years	9.19%	11.71%	127.42
6-12 Years	8.81%	9.43%	107.04
13-19 Years	9.08%	7.76%	85.46
< 20 Years	27.08%	28.9%	106.72
20-34 Years	17.25%	18.01%	104.41
35-44 Years	11.57%	9.9%	85.57
45-64 Years	27.13%	24.89%	91.74
65-74 Years	8.59%	9.71%	113.04
75+ Years	8.37%	8.55%	102.15
Median Age	40	38	95.13
Median Age (Male)	37	36	96.34
Median Age (Female)	43	41	95.59

Projected Age Group Percentages



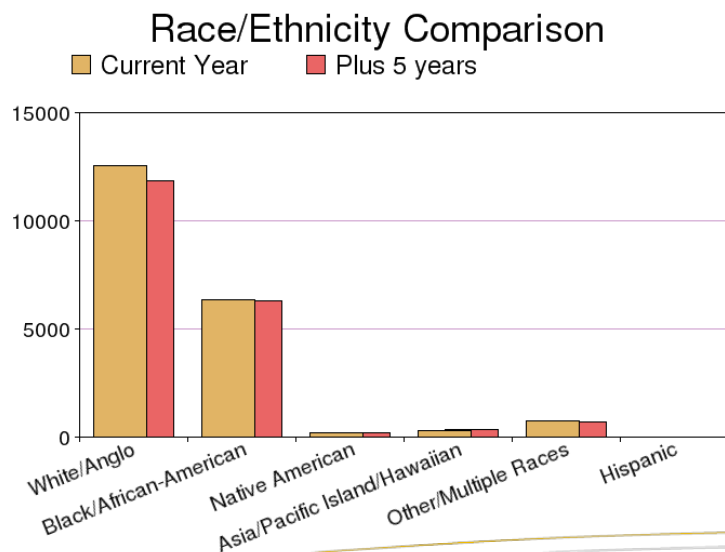
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	62.23%	60.9%	97.87
Black, African-American	31.66%	32.46%	102.53
Native American	0.92%	1.11%	120.48
Asian	1.52%	1.82%	119.93
Pacific Island, Hawaiian	0.03%	0.03%	86.39
Other/Multiple Races	3.63%	3.68%	101.26
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,422	12,632	
Less than 9th Grade	5.63%	4.3%	76.32
No High School Diploma	13.68%	12.29%	89.82
High School Graduate	35.98%	36.82%	102.34
Some College, no degree	19.68%	19.95%	101.39
Associate Degree	10.93%	12.54%	114.73
College Degree	8.6%	8.11%	94.28
Graduate/Prof. degree	5.51%	6%	108.99



Projected Demographic Summary

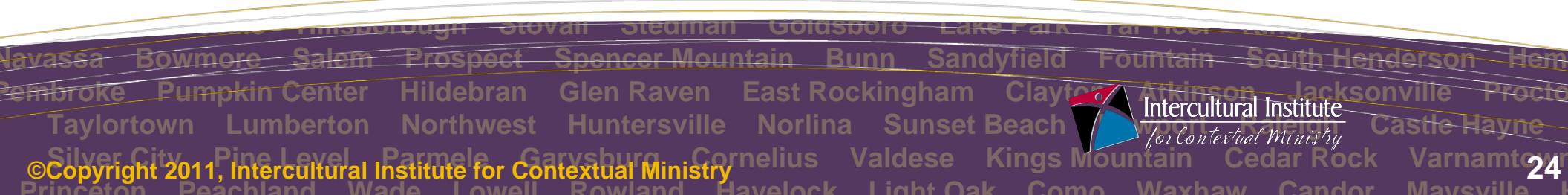
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if 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	11.66%	10.3%	88.39
\$10,000 to \$19,999	18.95%	18.94%	99.95
\$20,000 to \$29,999	16.71%	16.56%	99.1
\$30,000 to \$49,999	16.89%	15.66%	92.74
\$50,000 to \$59,999	9.98%	10.19%	102.13
\$60,000 to \$69,999	6.8%	7.15%	105.19
\$70,000 to \$79,999	4.55%	4.84%	101.87
\$80,000 to \$89,999	3.29%	3.63%	105.55
\$90,000 to \$99,999	2.03%	2.11%	104.14
\$100,000 to \$249,999	5.38%	6.16%	114.39
\$125,000 to \$149,999	1.33%	1.51%	113.44
\$150,000 to \$199,999	2.02%	2.4%	119.04
\$200,000 to \$249,999	0.23%	0.24%	104.56
\$250,000 or more	0.13%	0.12%	90.53
Median Household	36,488	38,671	105.98
Average Household	46,142	47,745	103.47
Per Capita Household	19,802	21,331	107.72
Family/Non-Family Household Income			
Median Family Income	47,701	50,003	104.83
Average Family Income	56,120	57,992	103.34
Median Non-Family Income	19,465	19,844	101.95
Average Non-Family Income	23,633	25,115	106.27

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	64.73%	63.57%	98.21
Families with Children	32.71	31.63	96.69
Families without Children	32.01	30.99	96.81
Non-Family Households			
% Non-Family Households	35.27%	36.43%	103.28
Non-Families with Children	0.27	0.2	103.28
Non-Families without Children	35.01	36.24	103.51
Housing Units			
Total Housing Units	10,108	10,140	100.32%
Vacant percent	14.71%	14.63%	99.42
Owned percent	51.17%	51.12%	99.92
Rented Percent	34.12%	34.25%	100.38
Households by Size			
Avg household size	2.30	2.21	96.09%
Avg family hh size	2.98	2.87	96.31%
Avg non-family hh size	1.07	1.06	99.07%
Households By Count of Persons			
One	2,867	3,005	104.81%
Two	2,706	2,788	103.03%
Three or Four	2,491	2,394	96.11%
Five+	558	470	84.23%



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	322	124	8
Northern Europe	11	5	0
Western Europe	28	14	1
Southern Europe	0	1	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	49	5	2
So. Central Asia	19	0	0
SE Asia	29	10	0
Western Asia	0	1	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	34	7	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	41	5	0
Other Africa	10	0	0
Oceania	0	1	0
Caribbean	19	21	0
Central Amer.	32	49	4
South America	0	0	0
North America	50	5	1
Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	20,040	13,643	683
Spanish	372	279	17
Other Indo-Euro language	183	94	12
French (incl. Patois, Cajun)	80	74	10
French Creole	0	0	0
Italian	0	0	0
Portuguese	2	1	0
German	55	15	2
Yiddish	8	0	0
Other West Germanic	0	0	0
A Scandinavian Language	6	0	0
Greek	1	1	0
Russian	1	1	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	30	0	0
Hindi	0	2	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	40	0	4
Japanese	0	0	4
Korean	21	4	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	16	0	0
Other Asian	9	0	0
Tagalog	0	0	0
Other Pacific Is	14	0	0
Other languages	61	5	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	59	5	0
Other unspecified	2	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	15,505	11,096	565
Arab	0	17	0
Armenian	0	0	0
Austrian	8	4	1
British	15	12	1
Canadian	46	0	0
Croatian	0	0	0
Czech	2	4	0
Czechoslovak	1	3	0
Danish	0	2	0
Dutch	79	10	0
English	2,283	567	19
European	171	72	5
Finnish	0	0	0
French (not Basque)	264	57	6
French Canadian	1	6	0
German	780	259	8
Greek	7	1	0
Hungarian	11	8	0
Iranian	0	3	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	877	266	8
Italian	161	59	1
Lithuanian	0	0	0
Norwegian	18	13	0
Polish	54	34	2
Portuguese	1	5	0
Romanian	7	3	0
Russian	10	2	0
Scandinavian	0	0	0
Scotch-Irish	240	106	3
Scottish	162	44	1
Slovak	26	3	0
Subsaharan African	237	209	28
Swedish	18	3	1
Swiss	38	0	0
Ukrainian	7	5	0
US/American	3,077	1,558	65
Welsh	44	17	0
West Indian	12	14	0
Yugoslavian	0	0	0
Other	6,847	7,729	416

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

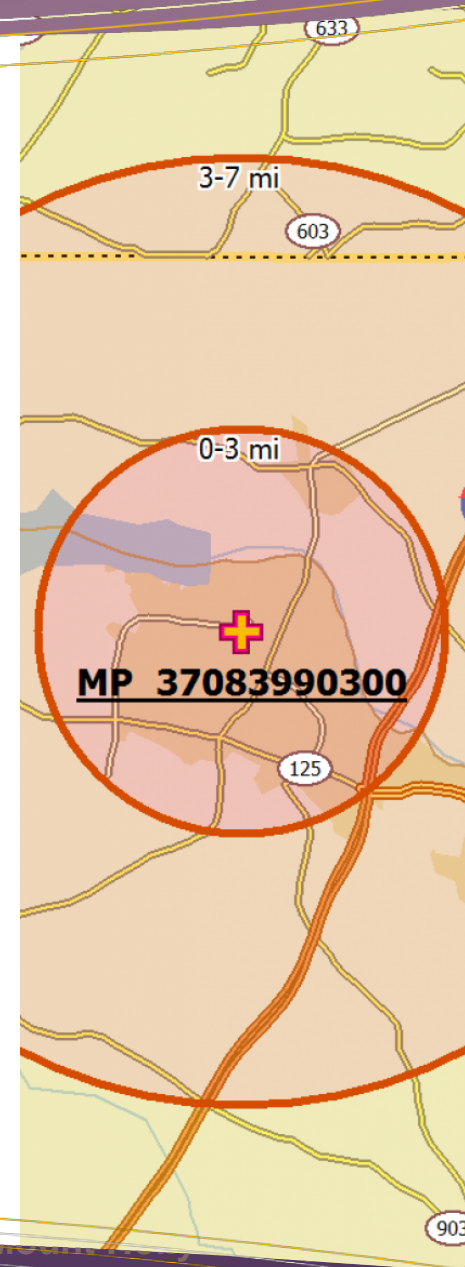
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	8,621	100%	5,941	100%
AFFLUENT SUBURBIA	211	2.45%	151	2.54%
America's Wealthiest	26	0.3%	21	0.35%
Dream Weavers	65	0.75%	47	0.79%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	120	1.39%	83	1.4%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	639	7.41%	429	7.22%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	639	7.41%	429	7.22%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	503	5.83%	321	5.4%
Successful Urban Sprawl	6	0.07%	0	0%
2nd City Homebodies	20	0.23%	4	0.07%
Prime Middle America	0	0%	13	0.22%
Urban Optimists	477	5.53%	0	0%
Family Convenience	0	0%	304	5.12%
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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,621	100%	5,941	100%
BLUE COLLAR BACKBONE	263	3.05%	168	2.83%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	126	1.46%	76	1.28%
Lower Income Essentials	39	0.45%	26	0.44%
Small Town Endeavors	98	1.14%	66	1.11%
AMER. DIVERSITY	367	4.26%	259	4.36%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	17	0.2%	11	0.19%
Professional Urbanites	202	2.34%	146	2.46%
Urban Advancement	112	1.3%	75	1.26%
Amer. Great Outdoors	18	0.21%	12	0.2%
Mature America	18	0.21%	15	0.25%
METRO FRINGE	2,081	24.14%	1,430	24.07%
Steadfast Conservative	1,570	18.21%	1,076	18.11%
Moderate Conventionalists	57	0.66%	38	0.64%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	454	5.27%	316	5.32%

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	8,621	100%	5,941	100%
REMOTE AMERICA	155	1.8%	94	1.58%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	14	0.16%	8	0.13%
Coal & Crops	141	1.64%	86	1.45%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,035	23.61%	1,499	25.23%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,615	18.73%	1,196	20.13%
Stable Careers	420	4.87%	303	5.1%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	187	2.17%	104	1.75%
Aspiring Hispania	14	0.16%	0	0%
Industrious Country Living	0	0%	10	0.17%
America's Farmland	40	0.46%	0	0%
Comfy Country Living	92	1.07%	24	0.4%
Small Town Connections	41	0.48%	53	0.89%
Hinterland Fam.	0	0%	17	0.29%

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	8,621	100%	5,941	100%
STRUGGLING SOCIETIES	2,029	23.54%	1,375	23.14%
Rugged Southern Style	7	0.08%	4	0.07%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,022	23.45%	1,371	23.08%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	151	1.75%	111	1.87%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	39	0.45%	27	0.45%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.1%	6	0.1%
Getting By	103	1.19%	78	1.31%
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%



Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

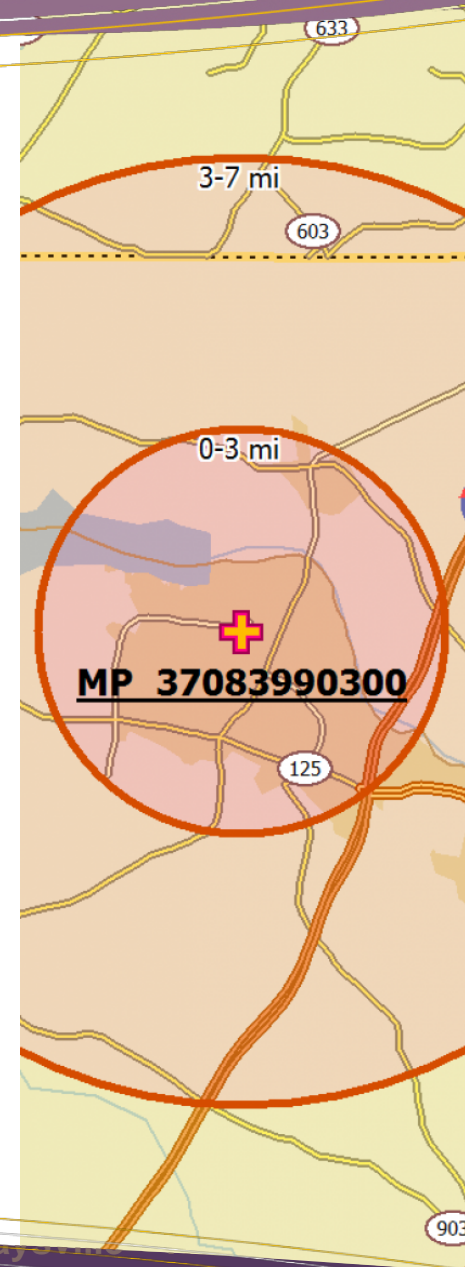
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	72%	69%	69%
Use Comp. for Internet/E-mail	52%	47%	47%
Internet Use: E-Mail	44%	40%	40%
Use Comp. for Comp. Games	37%	36%	36%
Use Comp. for Word Processing	31%	26%	26%
Use Comp. for Education	31%	30%	30%
Use Comp. for Shopping	29%	25%	25%
HH Owns DVD Player	26%	26%	26%
Use Comp. for Digital Camera Photo Editing	26%	23%	23%
Use Comp. for Banking	25%	22%	22%

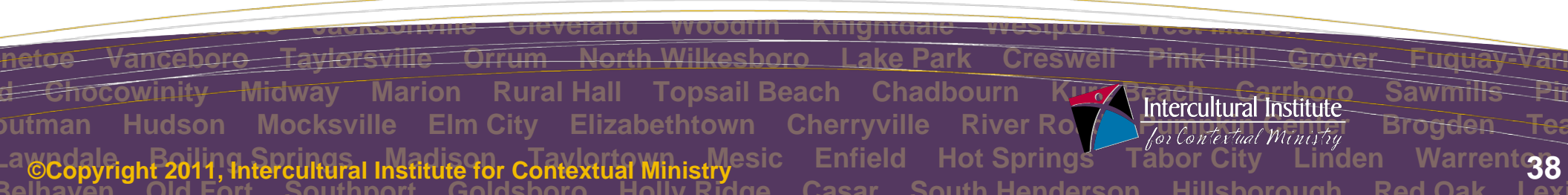
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	24%	22%	22%
Internet Use: Banking	21%	20%	20%
Use Comp. for News/Info./Data Service	17%	15%	15%
PC-Network-HH Has One	17%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	10%	10%
Use Comp. for Personal Financial Mngmnt	11%	9%	9%
Use Comp. for Accounting	10%	9%	9%
Internet Use: Research/ Education	10%	9%	9%
Internet Use: Shopping: Gathered Info. for Shopping	10%	9%	9%
HH Owns Video/Webcam	10%	9%	9%

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%	65%	65%
Reading Books	52%	50%	50%
Dining Out (Not Fast Food)	51%	46%	46%
Card Games	39%	36%	37%
Cooking for Fun	34%	33%	33%
Go To A Beach/Lake	31%	29%	29%
Gardening	30%	27%	27%
Board Games	30%	27%	27%
Going To Bars/Nightclubs/Dancing	17%	16%	16%
Visit Museum	17%	15%	15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	68%	69%
Gen./Fam. Practitioner	38%	35%	35%
Dentist	25%	23%	23%
Backache	23%	23%	23%
Hypertension/High Blood Pressure	22%	23%	23%
Eye Dr.	21%	20%	20%
High Cholesterol	19%	18%	19%
None Of These	19%	18%	18%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	16%	16%	16%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.24%	24.24%	24.44%
Live Theater	17.86%	16.39%	16.71%
Live Theater Most Often	14.6%	13.27%	13.52%
Rock/Pop Concerts Most Often	13.96%	13.45%	13.5%
Dance Performance	9.1%	9.5%	9.6%
Comedy Club	8.6%	8.77%	8.84%
Movies: Comedy	40.63%	41.7%	41.6%
Movies: Action/Adventure	38.7%	39.06%	39.06%
Movies: Drama	22.39%	24.36%	24.47%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.97%	23.07%	23.09%
Movies: Romantic Comedy	20.09%	20.48%	20.57%
Movies: Mystery	17.98%	18.96%	19.01%
College Football Reg. Season	5.13%	4.7%	4.77%
NFL Football Reg. Season	5.08%	4.39%	4.42%
MLB Baseball Reg. Season	4.93%	3.86%	3.82%
College Basketball Reg. Season	3.75%	3.69%	3.73%
NBA Basketball Reg. Season	3.05%	2.9%	2.97%
Auto Racing Events	2.01%	1.59%	1.58%

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	37.82%	36.07%	36.31%
Swimming	27.53%	24.59%	24.56%
Bowling	19.3%	18.05%	18.15%
Billiards/Pool	16.96%	16.73%	16.62%
Basketball	15.56%	16.6%	16.84%
Freshwater Fishing	15.26%	13.62%	13.5%
Jogging/Running	14.21%	14.45%	14.65%
Weight Training	13.38%	12.71%	12.9%
Camping Trips	11.92%	9.29%	8.92%
Using Cardio Machine	11.02%	9.7%	9.86%
Golf	10.75%	9.18%	9.28%
Stationary Cycling	10.68%	10.29%	10.37%
Mountain/Road Biking	10.17%	8.71%	8.71%
Football	10.09%	11.41%	11.6%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.79%	9.95%	10.21%
Baseball	9.4%	9.34%	9.44%
Volleyball	8.05%	8.04%	8.06%
Hunting	7.97%	6.64%	6.5%
Backpacking/Hiking	7.59%	6.04%	6.01%
Target Shooting	6.98%	5.49%	5.33%
Softball	6.57%	6.28%	6.34%
Yoga	6.57%	6.33%	6.37%
Power Boating	6.4%	5.48%	5.47%
Saltwater Fishing	6.38%	5.7%	5.75%
Tennis	6.24%	6.02%	6.16%
Soccer	6.08%	5.74%	5.89%
Canoeing/Kayaking	5.55%	4.8%	4.78%
Ice Skating	5.41%	5.72%	5.78%

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
Roller Skating	5.1%	5.25%	5.31%
Motorcycling	4.89%	4.24%	4.18%
Horseback Riding	4.64%	4%	3.96%
Snorkeling	4.2%	4.29%	4.34%
Fly Fishing	4.11%	4%	4%
Jet Skiing	3.95%	4.06%	4.08%
Downhill & X-Country	3.75%	3.44%	3.55%
Skiing			
Archery	3.52%	2.91%	2.85%
Water Skiing	3.47%	3.28%	3.31%
Hockey	3.39%	3.32%	3.39%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.38%	3.3%	3.37%
Snowmobiling	3.25%	3.26%	3.26%
Skateboarding	3.25%	3.4%	3.47%
Rock Climbing	3.17%	2.82%	2.78%
Snowboarding	3.15%	3.14%	3.15%
Auto Racing	3%	2.45%	2.38%
Martial Arts	2.67%	2.37%	2.43%
Sailing	2.66%	2.67%	2.75%
Surfing & Windsurfing	2.26%	2.29%	2.32%
Rowing	2.11%	1.93%	2%

Potential Cultural Barriers -- Introduction (part 1)

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

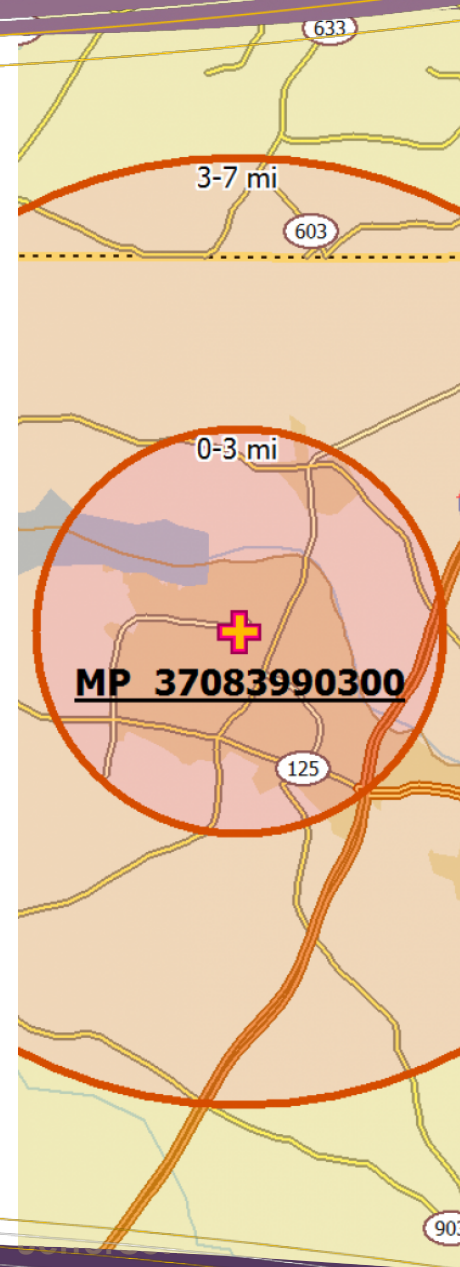
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

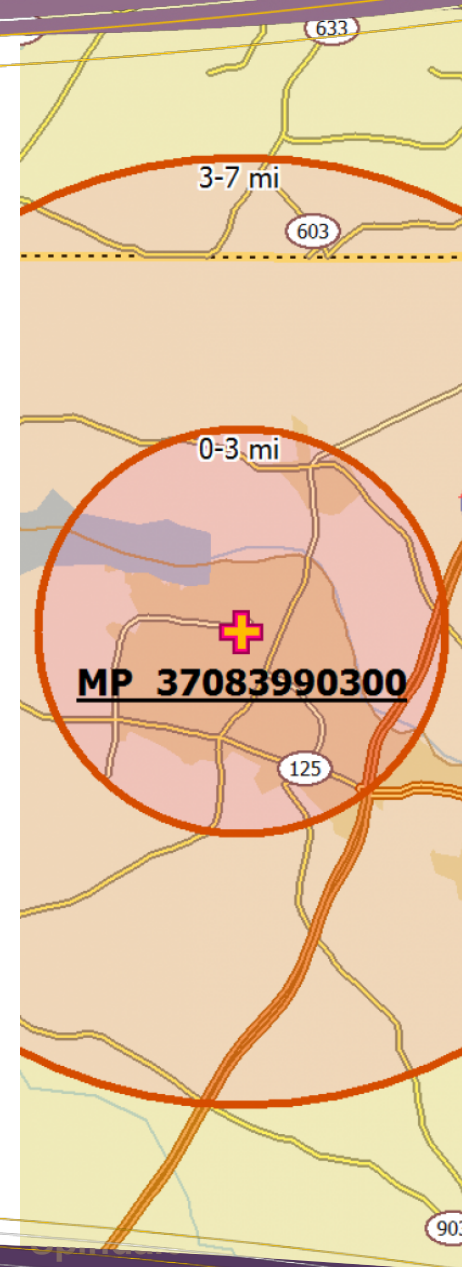
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

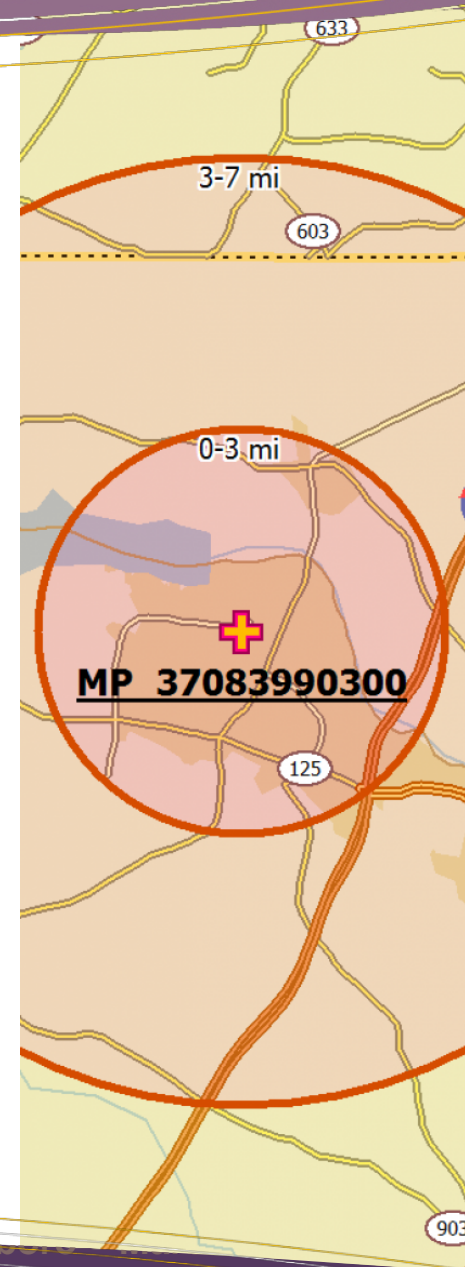
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	55%	55%
Speak My Mind Even If It Upsets People	39%	42%	42%
Find It Difficult To Say No To My Kids	38%	38%	38%
Like Control Over People And Resources	37%	40%	40%
Woman's Place Is In The Home	36%	36%	36%
Don't Judge People/Way They Live Life	31%	33%	33%
Prefer To Have Few Possessions As Possible	30%	28%	28%
Like To Do Unconventional Things	29%	29%	29%
Too Much Sponsorship In Arts/Sports	28%	31%	31%
If Won Lottery Would Never Work Again	26%	27%	27%
Money Is Best Measure Of Success	24%	23%	23%
Like to Stand Out In A Crowd	23%	25%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	22%	20%	20%
I Am A Workaholic	21%	24%	25%
Marijuana Should Be Legalized	20%	20%	20%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	18%	17%	18%
We Should Strive for Equality for All	17%	19%	19%
Only Work Current Job for The Money	15%	16%	16%
Happy With My Standard Of Living	13%	12%	13%
On Whole People Get What They Deserve	10%	11%	11%
Little I Can Do To Change My Life	9%	10%	10%
Very Happy With My Life As It Is	8%	10%	10%
Indulge My Kids With The Little Extras	8%	8%	8%

Potential Cultural Themes

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

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



Potential Cultural Themes:

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

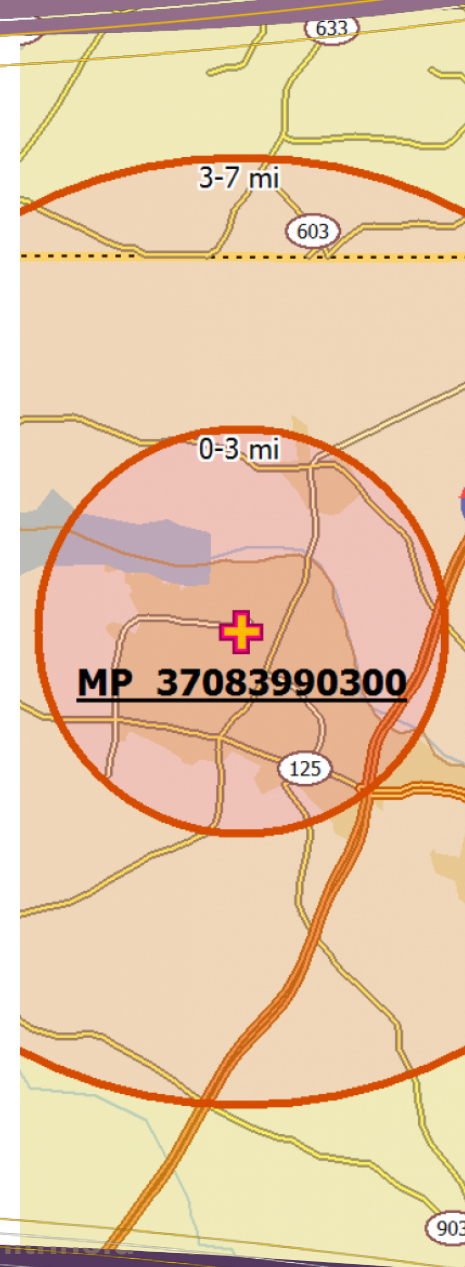
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	59%	59%
Important To Respect Customs And Beliefs	58%	57%	57%
Like To Understand About Nature	39%	39%	39%
Prefer Work Part Of Team Than Alone	37%	38%	38%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	35%	35%
Good At Fixing Things	30%	31%	31%
Prefer To Have Few Possessions As Possible	30%	28%	28%
Have Keen Sense Of Adventure	28%	29%	29%
People Have To Take Me As They Find Me	23%	23%	23%
Consider Myself Interested In The Arts	22%	23%	23%
Like To Just Enjoy Life	21%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	22%	22%
Provide My Kids With The Little Extras	18%	21%	21%
Worried About Pollution Caused By Cars	17%	16%	16%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	16%	17%	18%
Is An Important Part Of Who I Am	15%	14%	14%
Enjoy Spending Time With My Fam.	14%	14%	14%
Children Should Be Allowed To Express Themselves	7%	8%	8%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	87.26%	88.18%	88.13%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.57%	77.63%	77.72%
Houses-Visit Any			
McDonald's	56.95%	57.2%	57.07%
Burger King	38.76%	39.43%	39.32%
Kentucky Fried Chicken (KFC)	34.82%	38.4%	38.54%
Wendy's	32.7%	34.38%	34.44%
Subway	31.94%	32.4%	32.35%
Applebee's	28.3%	27.64%	27.63%
Taco Bell	27.86%	27.51%	27.32%
Pizza Hut	26.17%	27.48%	27.43%
Arby's	23.45%	22.83%	22.68%
Dairy Queen	19.57%	19.78%	19.56%

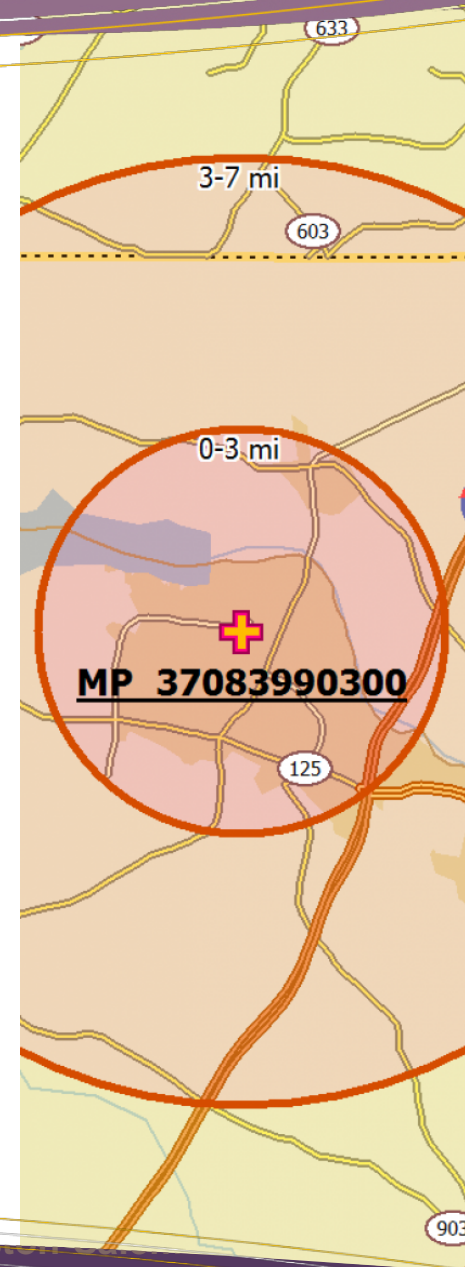
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.03%	19.79%	19.9%
Olive Garden	18.93%	18.16%	18.16%
Domino's Pizza	16.47%	18.13%	18.22%
Sonic	14.95%	15.58%	15.44%
IHOP (International House Of Pancakes)	14.88%	15.39%	15.57%
Cracker Barrel	14.26%	13.13%	13.17%
Golden Corral	14.25%	15.96%	16.11%
Outback Steakhouse	13.96%	13.83%	13.84%
Popeyes	13.6%	17.68%	17.97%
Chick-Fil-A	13.28%	13.97%	14.35%
Hardee's	13.04%	14.14%	14.1%
Denny's	12.82%	13.18%	13.06%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

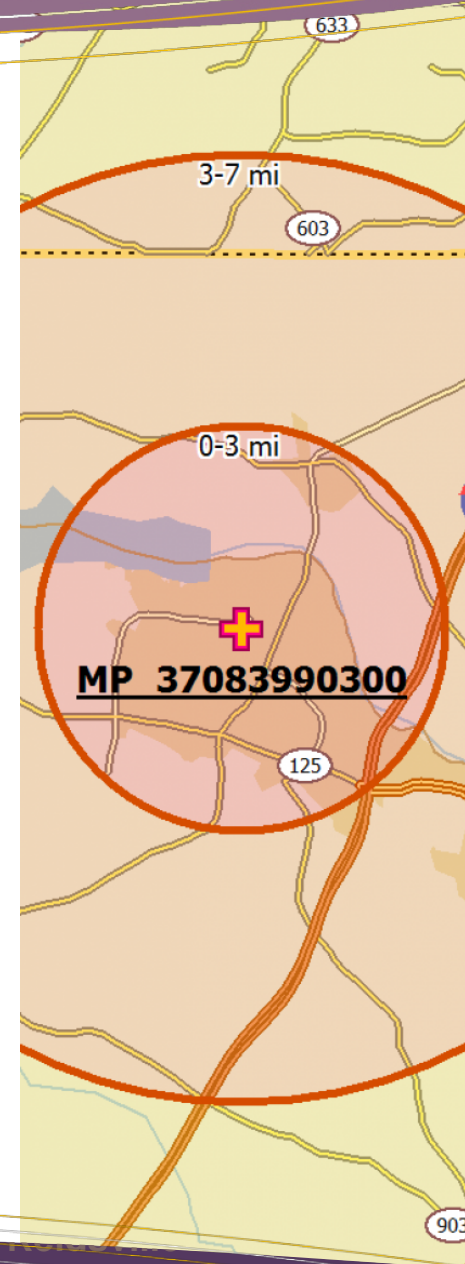
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.51%	41.84%	42.03%
Recycled products	29.66%	25.91%	26.01%
Worked as volunteer (non political)	14.74%	12.99%	12.92%
Engaged in fund raising	10.75%	10.22%	10.33%
Religious club member	7.89%	7.86%	7.99%
Church Board	6.02%	6.47%	6.69%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.36%	4.89%	4.84%
Wrote to elected offcl about publ bus	4.92%	4.22%	4.23%
Union member	4.88%	4.37%	4.46%
Took active part in local civic issue	4.82%	4.57%	4.62%
Charitable Organization	4.75%	4.12%	4.16%
Fraternal order member	4.27%	3.78%	3.77%

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	14.34%	12.92%	13.06%
Children's Books	12.6%	12.34%	12.45%
Cookbooks	9.52%	8.84%	8.8%
Mystery	9.51%	8.06%	7.94%
Religious (not Bibles)	9.15%	9.28%	9.42%
Romance	6.32%	6.16%	6.15%
Personal/Business	6.06%	5.45%	5.52%
Self-help			
Biography	5.71%	5.25%	5.34%
History	5.66%	4.95%	4.94%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.26%	66.07%	66.25%
Gen. Editorial	51.41%	53.94%	54.47%
Womens	44.94%	46.7%	47.21%
Service	32.43%	30.78%	30.64%
Mens	19.97%	20.37%	20.42%
Business/Finance	19.46%	20.66%	21.28%
Music	16.64%	19.4%	19.75%
Sports	14.84%	14.41%	14.45%
Parenthood	14.44%	15.36%	15.33%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	51.38%	48.19%	48.07%
Classified	32.48%	31.5%	31.09%
Sport	30.61%	29.01%	28.95%
Editorial Page	27.47%	25.1%	25.04%
Business/Finance	25.66%	23.45%	23.58%
Comics	25.25%	23.09%	22.76%
Movie Listings & Reviews	23.75%	22.3%	22.35%
Food/Cooking	23.34%	21.75%	21.79%
TV/Radio Listings	23.27%	22.28%	22.27%
Home/Gardening	19.44%	17.58%	17.65%
Travel	17.28%	15.75%	15.95%
Science/Technology	15.45%	13.64%	13.78%
Fashion	14.88%	14.95%	15.24%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	28.84%	37.91%	39.05%
CHR Contemp Hit Radio	16.99%	15.83%	15.85%
Country	16.11%	12.77%	12.06%
Adult Contemporary	14.69%	12.58%	12.23%
Oldies	10.22%	9.58%	9.48%
Rock	9.34%	7.05%	6.7%
Jazz	9.15%	11.57%	12.22%
Variety	8.91%	9.73%	9.99%
News/Talk	8.91%	7.02%	6.95%
Classic Rock	7.24%	5.34%	5.06%
Alternative	7.08%	5.9%	5.73%
Gospel	6.06%	7.85%	8.05%
All News	5.71%	5.9%	6.36%
Religious	5.65%	5.15%	5.22%
Soft Contemporary	5.36%	4.95%	4.98%
All Talk	3.34%	2.87%	2.98%
Sports	3.27%	2.88%	2.94%
Classical	2.94%	2.62%	2.72%

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	61.3%	60.96%	61.2%
Satellite Dish	51.61%	50.07%	49.92%
Soapnet	50.99%	50.76%	50.82%
Other Video-On-Demand	49.23%	52.57%	52.41%
Sci-Fi Channel	35.41%	35.21%	35.35%
MSNBC	33.86%	34.72%	34.72%
Adult Pay Per View TV	33.21%	33.14%	33.26%
Subscribe Digital Cable	30.6%	30.89%	31.16%
TV Info From Sunday TV Magazine	27.6%	26.89%	27%
Comedy Central	27.18%	25.45%	25.64%
Nickelodeon	27.02%	27.12%	27.05%
TV Info From Newspapers	25.43%	25.18%	25.23%

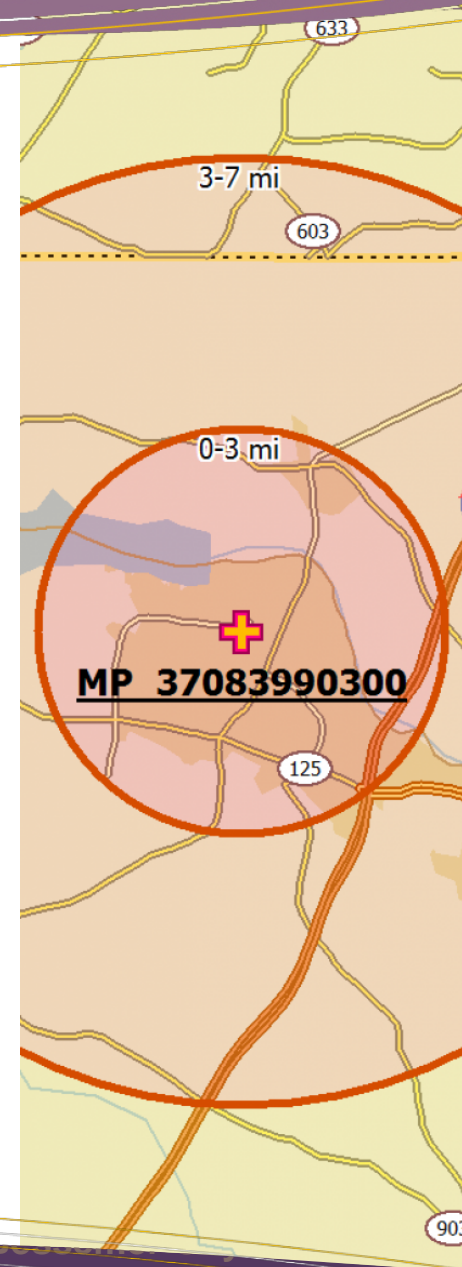
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	25.09%	25.66%	25.74%
Nick At Nite	24.94%	25.85%	25.9%
Hallmark Channel	23.38%	23.48%	23.66%
BET (Black Entertainment TV)	23.26%	23.79%	23.59%
TV Info From Monthly Cable Guide	23.19%	22.99%	22.82%
USA Network	23.11%	21.86%	21.91%
Adult Swim	22.24%	20.95%	20.7%
The Golf Channel	22.05%	21.84%	22.1%
ABC Fam.	21.82%	21.8%	21.88%
Lifetime	21.74%	22.99%	23.14%
TV Info From Other	20.63%	20.74%	20.86%
ESPN2	20.22%	20.09%	20.17%

Communication Media Usage

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

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

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

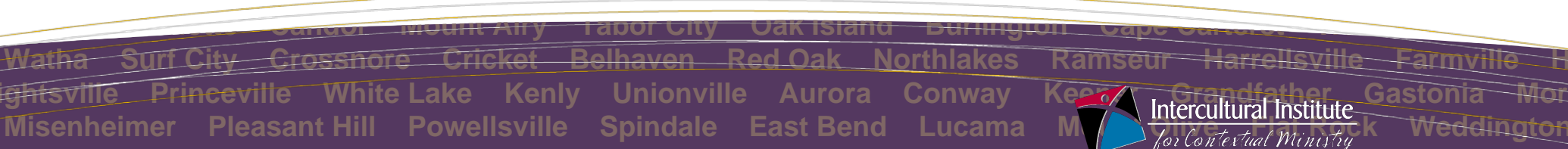


Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.2%	15.97%	16.04%
Medium Users (4-6)	9.29%	8.36%	8.34%
Light Users (1-3)	18.65%	17.17%	17.16%
Quintiles (20%)			
Newspaper I (Heavy)	1.39%	1.36%	1.28%
Newspaper II	1.58%	1.5%	1.49%
Newspaper III	1.84%	1.65%	1.65%
Newspaper IV	0.62%	0.63%	0.59%
Newspaper V (Light)	1.23%	1.25%	1.2%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20%	21.21%	21.12%
Magazines II	9.09%	9.52%	9.5%
Magazines III	9.58%	10.15%	10.13%
Magazines IV	12.62%	13.84%	13.81%
Magazines V (Light)	0.77%	0.96%	1.01%
Outdoor I (Heavy)	8.57%	9.47%	9.52%
Outdoor II	4.42%	5.55%	5.61%
Outdoor III	4.76%	5.56%	5.58%
Outdoor IV	17.44%	17.21%	17.2%
Outdoor V (Light)	26.26%	25.82%	25.8%
Yellow Pages I (Heavy)	16.17%	16.51%	16.5%
Yellow Pages II	7.58%	8.45%	8.61%
Yellow Pages III	9.06%	11.14%	11.16%
Yellow Pages IV	24.94%	25.84%	25.76%
Yellow Pages V (Light)	4.8%	5.51%	5.48%



Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.45%	2.05%	2.02%
Drive Time III (Medium)	0.78%	0.86%	0.87%
Radio IV & V (Light)	2.45%	2.4%	2.4%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.36%	12.07%	12.05%
Radio III (Medium)	4.14%	3.76%	3.7%
Radio IV & V (Light)	3.44%	3.72%	3.78%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.48%	11.25%	11.39%
Cable III (Medium)	5.51%	5.93%	5.88%
Cable IV & V (Light)	38.87%	41.71%	41.83%

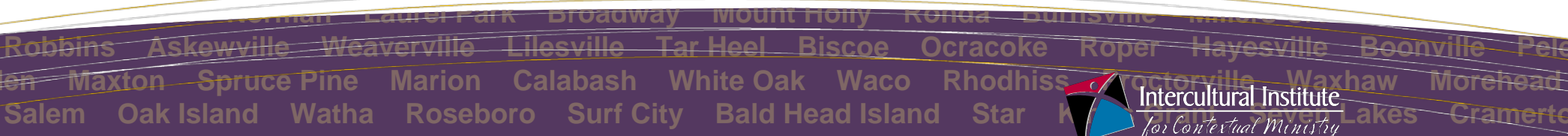
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.84%	3.67%	3.66%
Prime Time III (Medium)	1.69%	1.43%	1.38%
Prime Time IV & V (Light)	9.72%	11.06%	10.84%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.21%	38.72%	38.75%
Fringe III (Medium)	56.64%	57.05%	56.84%
Fringe IV (Light)	57.42%	57.78%	57.6%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.15%	15.91%	15.91%
All Day III (Medium)	25.75%	26.57%	26.47%
All Day IV (Light)	17.78%	21.09%	21.22%

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]	10.82%	10.46%	10.48%
6:00am - 10:00am	14.78%	14.83%	15.05%
10:00am - 3:00pm	10.04%	12.33%	12.48%
3:00pm - 7:00pm	15.59%	17.27%	17.13%
7:00pm - Midnight	12.5%	12.64%	12.63%
Midnight - 6:00am	7.57%	9.12%	9.2%
Weekend Radio			
Listeners			
Dayparts [summary]	14.34%	14.91%	14.81%
6:00am - 10:00am	2.98%	2.62%	2.6%
10:00am-3:00pm	4.76%	4.6%	4.78%
3:00pm - 7:00pm	7.29%	7.74%	7.68%
7:00pm - Midnight	9.65%	10.79%	10.83%
Midnight - 6:00am	13.05%	14.83%	14.9%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.66%	6.42%	6.4%
Saturday: 8:00-11:00pm	7.94%	8.08%	8.13%
Sunday: 7:00-11:00pm	9.31%	9.92%	9.87%
9:00am-1:00pm	24.94%	25.85%	25.9%
9:00am-4:00pm	28.71%	29.69%	29.84%
4:00pm-7:00pm	29.65%	31.06%	31.43%
11:00pm-1:00am	43.56%	45.65%	45.78%
AVG Prime time	4.73%	5.89%	5.98%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.3%	16.89%	16.7%
7-9am	20.22%	20.09%	20.17%
9am-12noon	19.53%	19.23%	19.31%
12noon-4pm	9.18%	10.46%	10.53%
4-6pm	46.36%	47.37%	48.02%
6-7pm	17.86%	17.69%	17.67%
7-7:30pm	1.46%	1.53%	1.59%
7:30-8pm	11.55%	12.02%	12.07%
8-11pm	6.66%	6.42%	6.4%
11pm-12am	33.86%	34.72%	34.72%
11pm-1am	43.56%	45.65%	45.78%
1-6am	31.55%	33.02%	33.35%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.34%	16.68%	16.64%
Sat: 10am-1pm	7.57%	7.98%	8.03%
Sat: 1-4pm	25.27%	25.3%	25.29%
Sat: 4-6pm	7.26%	7.25%	7.27%
Sat: 6-7pm	1.65%	1.52%	1.54%
Sat: 7-8pm	0.92%	1.01%	1.03%
Sat: 8-11pm	7.94%	8.08%	8.13%
Sat: 11pm-1am	5.66%	6.25%	6.38%
Sat: 1am-7pm	23.11%	21.86%	21.91%
Sun: 7-10am	2.08%	2.18%	2.23%
Sun: 10am-1pm	5.79%	5.53%	5.49%
Sun: 1-4pm	4.72%	4.44%	4.41%
Sun: 4-7pm	11.84%	11.39%	11.28%
Sun: 7-11pm	9.31%	9.92%	9.87%
Sun: 11pm-1am	4.79%	5.42%	5.41%
Sun: 1-7am	19.85%	19.96%	19.93%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Establishing Redemptive Relationships

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

Communication Steps

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

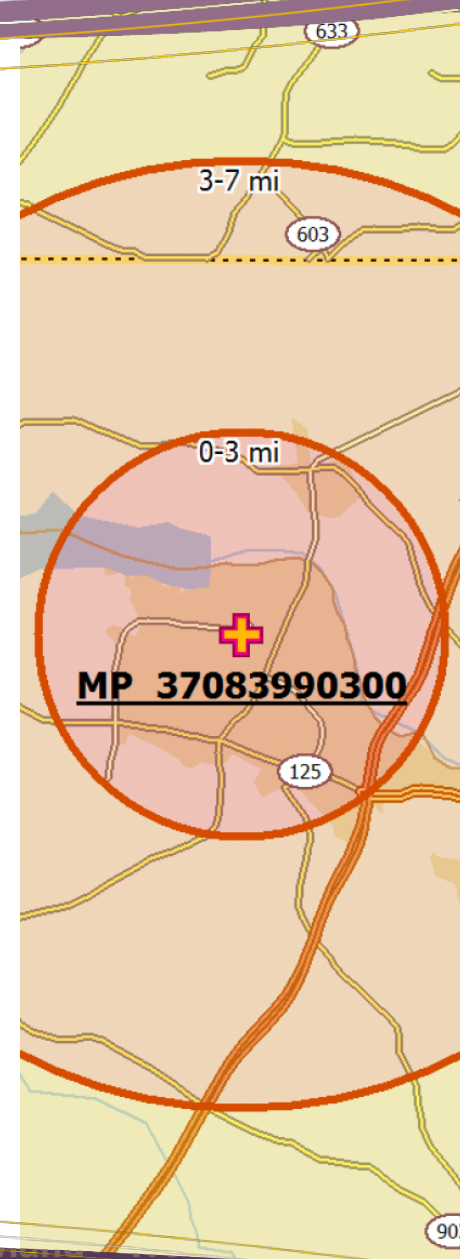


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Calvary - Roanoke Rapids	1405 Bolling Rd Roanoke Rapids, NC 27870	0.37 mi	269	Plateauing
2	Rosemary - Roanoke Rapids	936 Jackson St Roanoke Rapids, NC 27870	0.62 mi	111	Declining
3	South Rosemary - Roanoke Rapids	1837 Roanoke Ave Roanoke Rapids, NC 27870	1.34 mi	17	Insufficient Data
4	Park - Roanoke Rapids	1136 Virginia Ave Roanoke Rapids, NC 27870	1.49 mi	39	Plateauing
5	Maranatha - Roanoke Rapids	595 Zoo Rd Roanoke Rapids, NC 27870	2.24 mi	45	Growing
6	Roanoke Rapids First - Roanoke Rapids	515 Becker Dr Roanoke Rapids, NC 27870	2.41 mi	105	Declining
7	Gaston First - Gaston	235 Roanoke Rapids Rd Gaston, NC 27832	2.43 mi	56	Declining
8	Good News - Roanoke Rapids	714 Hwy 125 Roanoke Rapids, NC 27870	2.75 mi	77	Plateauing
9	Chockoyotte - Roanoke Rapids	105 Wheeler St Roanoke Rapids, NC 27870	2.84 mi	0	Insufficient Data
10	Quankie - Roanoke Rapids	4070 NC Highway 48 Roanoke Rapids, NC 27870	4.05 mi	0	Insufficient Data
11	Roanoke - Roanoke Rapids	1st And Henry Sts Roanoke Rapids, NC 27870	4.05 mi	46	Plateauing
12	Weldon - Weldon	609 Washington Ave Weldon, NC 27890	4.63 mi	50	Declining
13	Bethlehem - Roanoke Rapids	3902 Hwy 158 Roanoke Rapids, NC 27870	4.87 mi	41	Insufficient Data
14	Elam	146 Gumberry St Garysburg, NC 27831	5.98 mi	59	Declining
15	Bethel	1010 Bethel Church Rd Pleasant Hill, NC 27866	8.68 mi	26	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Community Center - Halifax	2360 Ridgecrest Rd Halifax, NC 27839	9.22 mi	46	Declining
17	Halifax - Halifax	141 W Prussia St Halifax, NC 27839	10.11 mi	33	Plateauing
18	Seaboard	310 S Main St Seaboard, NC 27876	12.64 mi	42	Declining
19	Darlington - Littleton	11658 Justice Branch Rd Littleton, NC 27850	12.97 mi	41	Growing
20	Bear Swamp - Littleton	15227 NC Highway 48 Rd Littleton, NC 27850	12.97 mi	26	Plateauing
21	Antioch - Enfield	4314 Heathsville Rd Enfield, NC 27823	13.77 mi	35	Plateauing
22	Littleton - Littleton	108 Mosby Ave Littleton, NC 27850	13.87 mi	83	Plateauing
23	Jackson	306 N Church St Jackson, NC 27845	14.45 mi	44	Declining
24	Mount Carmel	3578 Mount Carmel Rd Seaboard, NC 27876	14.63 mi	24	Plateauing
25	Galatia	1219 Galatia Rd Seaboard, NC 27876	14.63 mi	165	Plateauing
26	Inez - Littleton	577 Enterprise Rd Littleton, NC 27850	15.58 mi	33	Plateauing
27	Enterprise - Littleton	404 Enterprise Rd Littleton, NC 27850	15.65 mi	246	Plateauing
28	Lake Gaston - Littleton	128 Lynwood Rd Littleton, NC 27850	16.05 mi	304	Plateauing
29	Turkey Branch - Enfield	7105 Ringwood Rd Enfield, NC 27823	18.25 mi	17	Declining
30	Enfield - Enfield	200 W Burnette Ave Enfield, NC 27823	19.66 mi	79	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Trinity - Hollister	778 Porter Rd Hollister, NC 27844	20.21 mi	50	Insufficient Data
32	Reedy Creek - Macon	160 Rosser Rd Macon, NC 27551	20.32 mi	31	Plateauing
33	Margarettsville	2921 Tower Rd Margarettsville, NC 27853	20.51 mi	20	Declining
34	Creeksville	126 Jenkins Mill Rd Conway, NC 27820	20.73 mi	67	Plateauing
35	Gardners - Macon	968 Church Hill Rd Macon, NC 27551	21.13 mi	29	Declining
36	Lasker	205 E Church St Lasker, NC 27845	21.60 mi	25	Plateauing
37	Greater Bethesda - Hollister	3440 Long Bridge Rd Hollister, NC 27844	21.75 mi	45	Insufficient Data
38	Faith Baptist Church	4796 Ita Rd Hollister, NC 27844	21.75 mi	83	Plateauing
39	Harris Chapel - Hollister	36079 NC Hwy 561 Hollister, NC 27844	21.75 mi	22	Declining
40	White Oak - Enfield	1612 White Oak Rd Enfield, NC 27823	21.99 mi	95	Insufficient Data
41	Dawson - Enfield	9775 Thirteen Bridges Rd Enfield, NC 27823	22.19 mi	110	Plateauing
42	Mount Bethel Indian - Warrenton	1389 Richardson Rd Warrenton, NC 27589	22.85 mi	326	Plateauing
43	Macon - Macon	159 Church St Macon, NC 27551	23.12 mi	133	Plateauing
44	Walnut Grove - Warren	1259 Richardson Rd Warrenton, NC 27589	23.24 mi	86	Growing
45	Rich Square	116 W Jackson St Rich Square, NC 27869	23.74 mi	48	Declining





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

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