

MissionSite

top unreached locations



KINSTON, NC

CENSUS TRACT: 37107010600

REGION: Region 2: Central Coast

COUNTY: Lenoir

SITESCAPE: Townscape

DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
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MissionSite (TM) Table of Contents

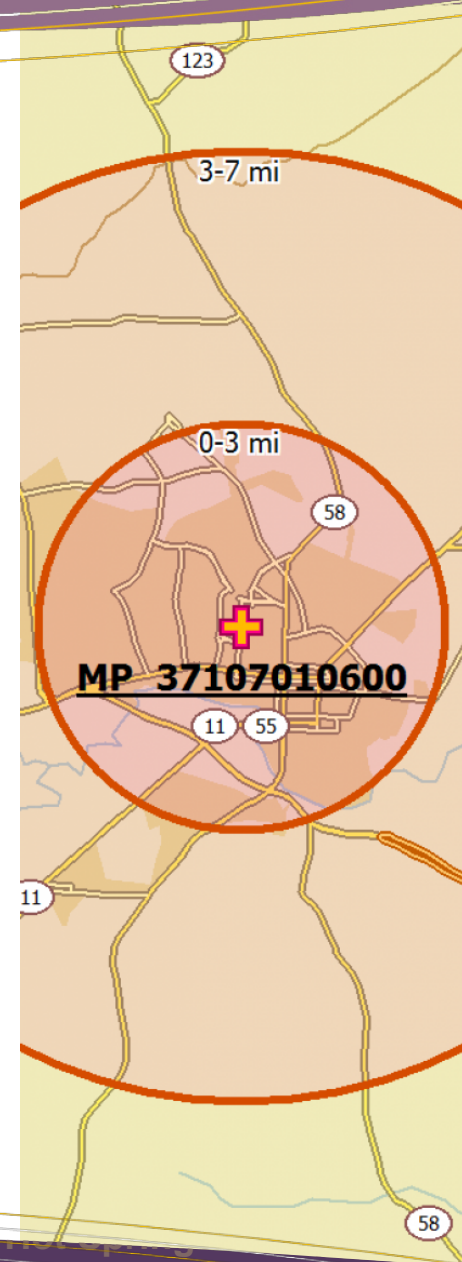
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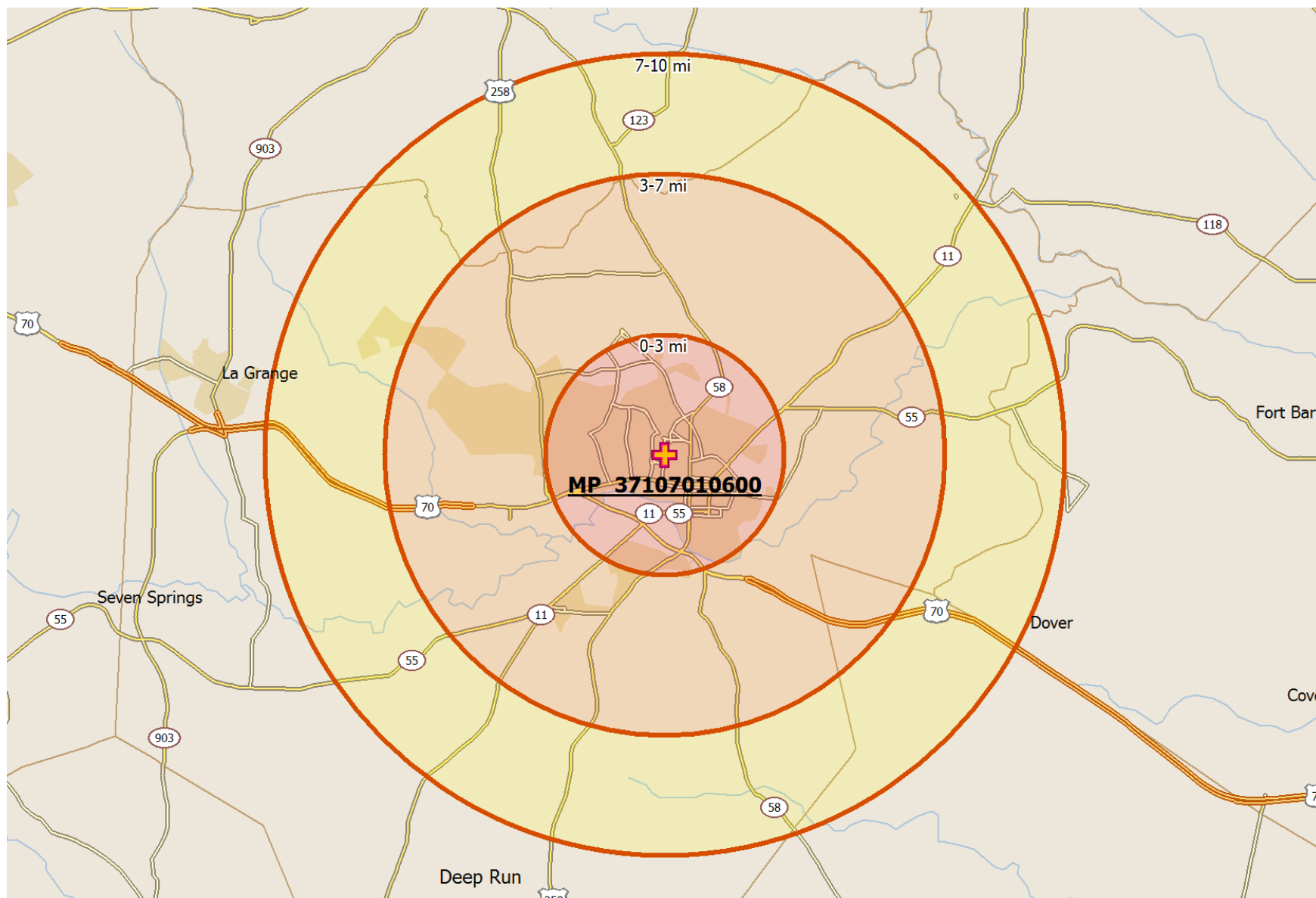
Site Location Summary

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	37107	Lenoir
4	Zipcode	28501	Lenoir
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	10	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	21,691	15,145	11,576
2010 Households	9,945	6,646	4,846
2010 Group Quarters Population	1,115	215	24

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	32	23	15
Language Diversity National Index	14	28	36
Foreign Born Diversity National Index	49	12	6
Ancestry Diversity National Index	10	19	11
Racial Diversity National Index	61	55	69



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Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	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	905	9.1%
Mainstay Communities	Established, Diverse Households	552	5.55%
Working Communities	Blue-collar, Working Families	770	7.74%
Country Communities	Rural, Agri. & Mining Families	538	5.41%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,040	20.51%
Urban Communities	High Density, Inner-city Neighborhoods	5,138	51.66%



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	16,812	6,956	41.38%
Unreached %	67.34%	69.94%	103.87
Religious But NOT Evangelical HH	5,389	2,539	47.12%
Religious But NOT Evangelical %	21.58%	25.53%	118.3
Spiritual But NOT Relig or Evang HH	1,827	580	31.77%
Spiritual But NOT Relig or Evang %	7.32%	5.84%	79.75
Not Evangelical, Not Interested HH	9,828	3,972	40.41%
Not Evangelical, Not Interested %	39.36%	39.94%	101.46



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	18	5	27.78%
Active BCNC Attenders	1,699	513	30.19%
Active Evangelical Households	4,602	1,686	36.63%
Active Evangelical Percent	18.43%	16.95%	91.96
Inactive Evangelical Households	3,553	1,302	36.64%
Inactive Evangelical Percent	14.23%	13.09%	91.98
# 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
1	Spilman Memorial - Kinston	0.27 mi	125	Declining
2	First Hispanic - Kinston	0.27 mi	45	Insufficient Data
3	Glen Raven - Kinston	0.91 mi	60	Declining
4	Immanuel - Kinston	1.59 mi	108	Growing
5	Kinston First - Kinston	1.93 mi	175	Declining
6	Greater Vision Baptist Church	4.01 mi	55	Insufficient Data
7	Neuse - Kinston	4.28 mi	159	Plateauing
8	New Hope - Kinston	4.28 mi	94	Insufficient Data
9	Rivermont - Kinston	4.28 mi	145	Declining
10	Union - Kinston	4.28 mi	65	Plateauing
11	Sandy Bottom - Kinston	4.28 mi	129	Growing
12	Calvary - Kinston	4.65 mi	49	Declining
13	Grainger - Kinston	5.48 mi	50	Declining
14	Kennedy Home - Kinston	6.06 mi	81	Declining
15	New Beginnings - Grifton	10.82 mi	30	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	LaGrange Hispanic	10.84 mi	25	Insufficient Data
17	LaGrange First - La Grange	11.27 mi	51	Plateauing
18	Fort Barnwell - Dover	11.29 mi	69	Declining
19	Dover Missionary - Dover	11.29 mi	0	Insufficient Data
20	Grifton First - Grifton	11.72 mi	55	Declining
21	Deep Run First - Deep Run	11.86 mi	178	Plateauing
22	Snow Hill First - Snow Hill	12.97 mi	121	Plateauing
23	Bethel - Pink Hill	14.00 mi	105	Plateauing
24	Family Bapt Church - Ayden	15.89 mi	0	Plateauing
25	Seven Springs - Seven Springs	16.47 mi	73	Declining
26	Cove City Missionary - Cove City	16.55 mi	71	Plateauing
27	Ayden First - Ayden	16.78 mi	65	Plateauing
28	Albertson - Albertson	17.42 mi	42	Growing
29	Davis Grove - Snow Hill	18.47 mi	58	Plateauing
30	Anointed Vision - Goldsboro	19.00 mi	15	Insufficient Data

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

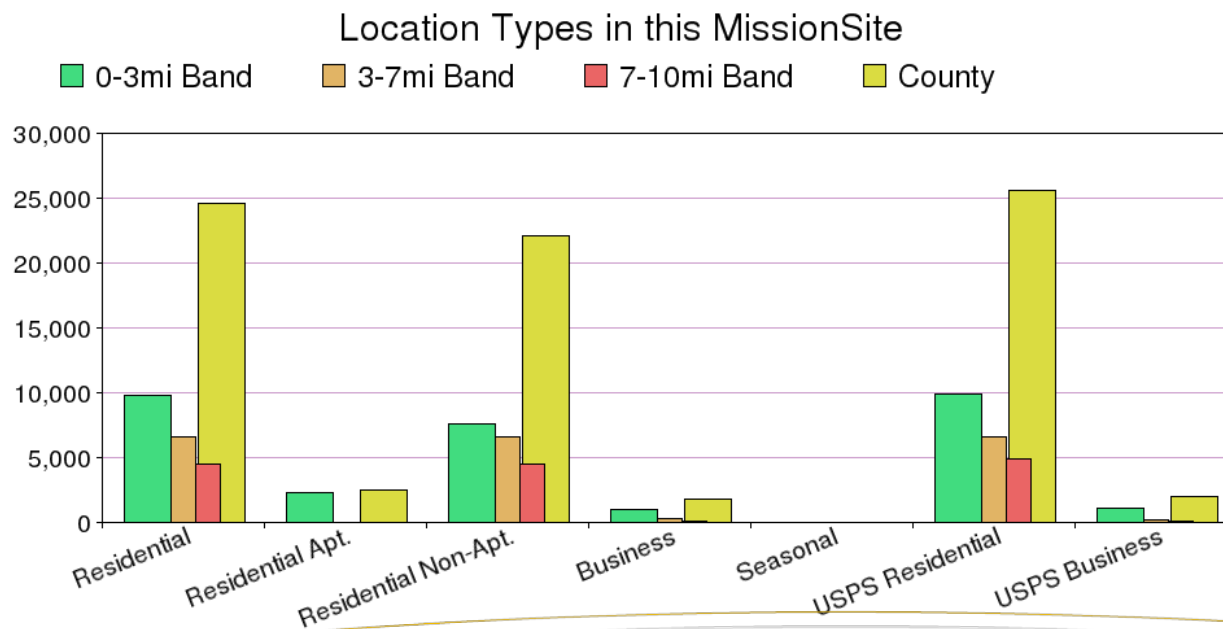
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	57,274	28,106	49.07%
2000 Population	59,648	24,778	41.54%
2010 Population	56,252	21,691	38.56%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	21,938	11,032	50.29%
2000 Households	23,862	10,247	42.94%
2010 Households	24,967	9,945	39.83%

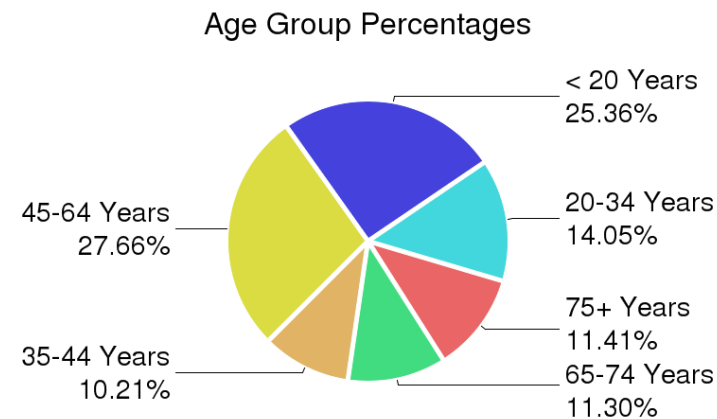


Location Type	0-3mi Band
Residential	9,841
Residential Apt.	2,272
Residential Non-Apt.	7,569
Business	1,015
Seasonal	0
USPS Residential	9,935
USPS Business	1,144

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	5.72%	5.5%	96.15
4-5 Years	2.73%	2.48%	90.84
6-8 Years	4.02%	3.7%	92.04
9-11 Years	4.02%	3.71%	92.29
12-13 Years	2.68%	2.45%	91.42
14-17 Years	5.39%	4.98%	92.39
18-19 Years	2.69%	2.53%	94.05
0-5 Years	8.44%	7.99%	94.67
6-12 Years	9.38%	8.63%	92
13-19 Years	9.42%	8.74%	92.78
< 20 Years	27.24%	25.36%	93.1
20-34 Years	16.38%	14.05%	85.78
35-44 Years	11.13%	10.21%	91.73
45-64 Years	27.93%	27.66%	99.03
65-74 Years	9.15%	11.3%	123.5
75+ Years	8.18%	11.41%	139.49
Median Age	41	45	109.59
Median Age (Male)	38	41	108.17
Median Age (Female)	44	47	108.33

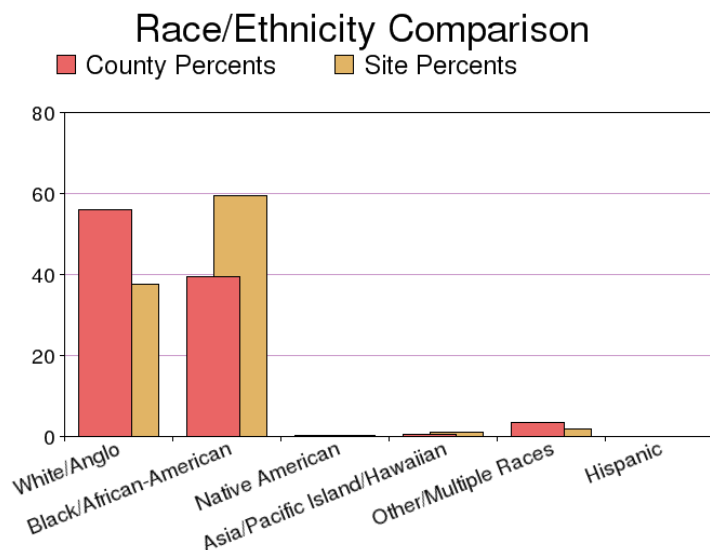
Current Demographic Summary

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	56.13%	37.48%	66.78
Black, African-American	39.53%	59.34%	150.13
Native American	0.3%	0.25%	85.92
Asian	0.5%	0.89%	176.24
Pacific Island, Hawaiian	0.06%	0.06%	91.53
Other/Multiple Races	3.48%	1.98%	56.76
Hispanic	0%	2.47%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	37,523	15,007	
Less than 9th Grade	11.06%	12.6%	87.77
No High School Diploma	13.96%	14.57%	95.79
High School Graduate	30.02%	26.49%	113.32
Some College, no degree	22.53%	21.58%	104.42
Associate Degree	8.98%	7.7%	116.59
College Degree	9.48%	11.42%	83.02
Graduate/Prof. degree	3.97%	5.64%	70.44



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	13.02%	17.44%	171.79
\$10,000 to \$19,999	18.6%	20.13%	108.25
\$20,000 to \$29,999	14.37%	13.74%	95.55
\$30,000 to \$49,999	24.29%	20.13%	82.88
\$50,000 to \$59,999	5.5%	4.11%	74.84
\$60,000 to \$69,999	6.64%	5.32%	80.05
\$70,000 to \$79,999	5.05%	4.32%	85.68
\$80,000 to \$89,999	3.57%	3.23%	90.34
\$90,000 to \$99,999	2.06%	1.92%	93.29
\$100,000 to \$124,999	3.26%	4.09%	125.53
\$125,000 to \$149,999	1.75%	2.66%	152.24
\$150,000 to \$199,999	1.21%	1.73%	143.46
\$200,000 to \$249,999	0.3%	0.55%	181.68
\$250,000 or more	0.38%	0.62%	162.14
Median Household	32,106	33,250	103.56
Average Household	42,918	47,909	111.63
Per Capita Household	19,514	22,226	113.9
Family/Non-Family Household Income			
Median Family Income	41,913	45,906	109.53
Average Family Income	52,196	57,412	109.99
Median Non-Family Income	20,844	22,401	107.47
Average Non-Family Income	28,765	31,892	110.87



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	60.4%	55.28%	91.52
Families with Children	29.98%	27.57%	91.98
Families without Children	30.43%	27.71%	91.07
Non-Family Households			
% Non-Family Households	39.6%	44.72%	112.93
Non-Families with Children	0.15	0.02	13.57
Non-Families without Children	39.45	44.7	113.3
Housing Units			Index
Total Housing Units	28,163	11,381	
Vacant percent	11.35%	12.62%	111.18
Owned percent	52.41%	40.95%	78.14%
Rented Percent	36.24%	46.43%	128.12
Households by Size			Index
Avg household size	2.19	2.07	94.52
Avg family hh size	2.90	2.86	98.62
Avg non-family hh size	1.10	1.09	99.09
Households By Count of Persons			Percent
One	8,668	3,994	46.08%
Two	8,234	3,120	37.89%
Three or Four	6,778	2,380	35.11%
Five+	1,287	452	35.12%



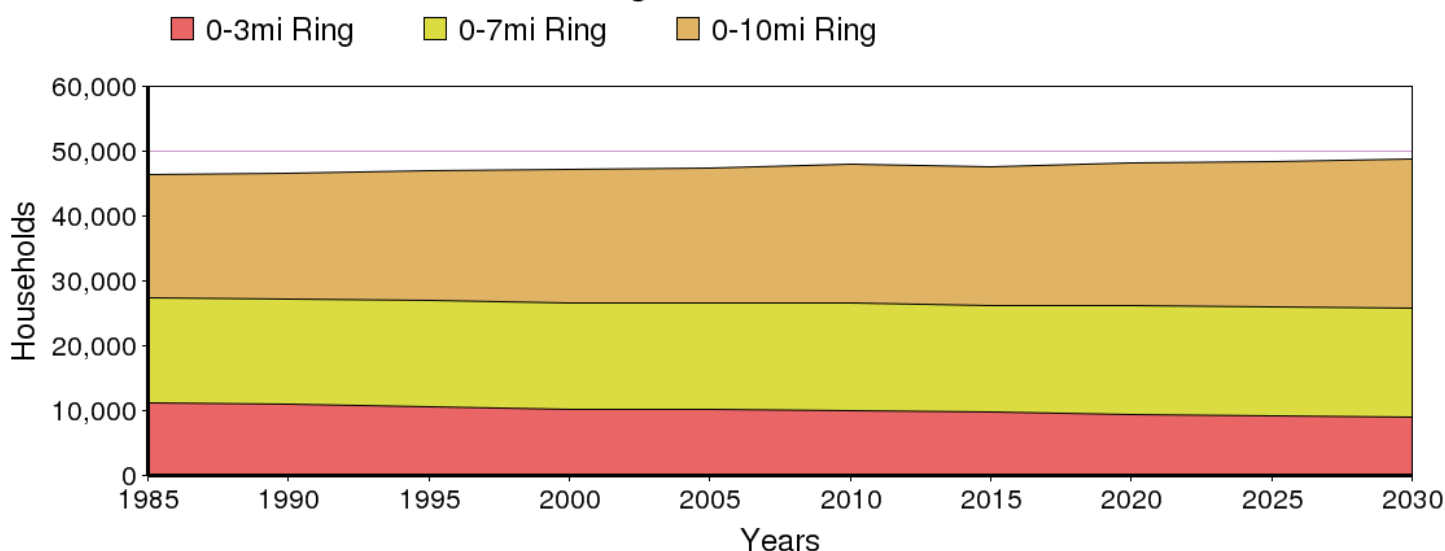
Projected Demographic Summary

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	57,274	28,106	49.07%
2000 Population	59,648	24,778	41.54%
2010 Population	56,252	21,691	38.56%
2015 Population	55,578	21,138	38.03%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	21,938	11,032	50.29%
2000 Households	23,862	10,247	42.94%
2010 Households	24,967	9,945	39.83%
2015 Households	24,938	9,805	39.32%

Household Change from 1985 to 2030



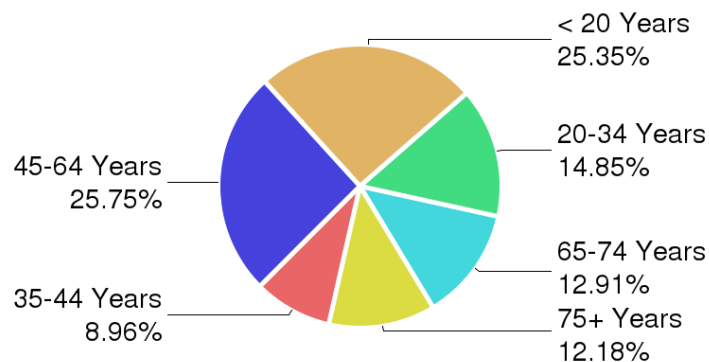
Projected Demographic Summary

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	5.5%	5.83%	106
4-5 Years	2.48%	2.53%	102.02
6-8 Years	3.7%	3.78%	102.16
9-11 Years	3.71%	3.64%	98.11
12-13 Years	2.45%	2.35%	95.92
14-17 Years	4.98%	4.83%	96.99
18-19 Years	2.53%	2.37%	93.68
0-5 Years	7.99%	8.36%	104.63
6-12 Years	8.63%	8.59%	99.54
13-19 Years	8.74%	8.39%	96
< 20 Years	25.36%	25.34%	99.92
20-34 Years	14.05%	14.85%	105.69
35-44 Years	10.21%	8.96%	87.76
45-64 Years	27.66%	25.74%	93.06
65-74 Years	11.3%	12.91%	114.25
75+ Years	11.41%	12.18%	106.75
Median Age	41	45	110.13
Median Age (Male)	38	41	108.68
Median Age (Female)	44	48	109.56

Projected Age Group Percentages



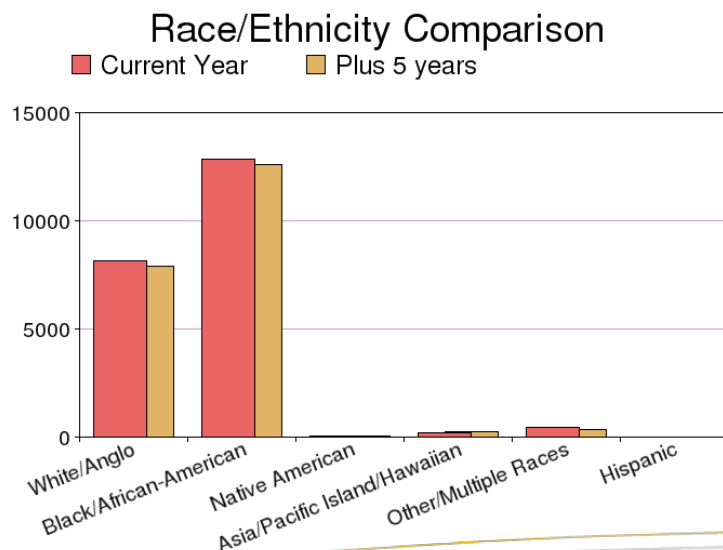
Projected Demographic Summary

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	37.48%	37.47%	99.97
Black, African-American	59.34%	59.49%	100.26
Native American	0.25%	0.3%	119.41
Asian	0.89%	0.99%	111.65
Pacific Island, Hawaiian	0.06%	0.08%	136.82
Other/Multiple Races	1.98%	1.67%	84.44
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,007	14,568	
Less than 9th Grade	12.6%	12.8%	101.54
No High School Diploma	14.57%	12.92%	88.65
High School Graduate	26.49%	26.09%	98.5
Some College, no degree	21.58%	22.49%	104.25
Associate Degree	7.7%	8.64%	112.19
College Degree	11.42%	11.33%	99.17
Graduate/Prof. degree	5.64%	5.73%	101.67



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	17.44%	16.55%	94.94
\$10,000 to \$19,999	20.13%	20.98%	104.21
\$20,000 to \$29,999	13.74%	12.93%	94.15
\$30,000 to \$49,999	20.13%	19.73%	98.03
\$50,000 to \$59,999	4.11%	3.52%	85.56
\$60,000 to \$69,999	5.32%	5.35%	100.66
\$70,000 to \$79,999	4.32%	4.61%	102.37
\$80,000 to \$89,999	3.23%	3.59%	110.28
\$90,000 to \$99,999	1.92%	2.15%	112.05
\$100,000 to \$249,999	4.09%	4.52%	110.4
\$125,000 to \$149,999	2.66%	3.03%	113.68
\$150,000 to \$199,999	1.73%	1.86%	107.32
\$200,000 to \$249,999	0.55%	0.52%	94.05
\$250,000 or more	0.62%	0.54%	86.7
Median Household	33,250	34,133	102.66
Average Household	47,909	48,507	101.25
Per Capita Household	22,226	22,789	102.53
Family/Non-Family Household Income			
Median Family Income	45,906	49,235	107.25
Average Family Income	57,412	58,751	102.33
Median Non-Family Income	22,401	23,359	104.28
Average Non-Family Income	31,892	33,730	105.76



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	55.28%	52.02%	94.1
Families with Children	27.57	25.28	91.7
Families without Children	27.71	24.06	86.82
Non-Family Households			
% Non-Family Households	44.72%	47.98%	107.29
Non-Families with Children	0.02	0.04	107.29
Non-Families without Children	44.7	47.93	107.25
Housing Units			
Total Housing Units	11,381	11,222	98.6%
Vacant percent	12.62%	12.63%	100.07
Owned percent	40.95%	40.91%	99.89
Rented Percent	46.43%	46.46%	100.07
Households by Size			
Avg household size	2.07	2.05	99.03%
Avg family hh size	2.86	2.95	103.15%
Avg non-family hh size	1.09	1.06	97.25%
Households By Count of Persons			
One	3,994	4,220	105.66%
Two	3,120	2,842	91.09%
Three or Four	2,380	2,270	95.38%
Five+	452	473	104.65%



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	585	375	333
Northern Europe	39	5	10
Western Europe	39	17	10
Southern Europe	10	2	3
Eastern Europe	17	7	0
Other Europe	0	0	0
Eastern Asia	27	16	9
So. Central Asia	43	36	23
SE Asia	62	15	19
Western Asia	0	0	2
Other Asia	5	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	4	2	3
Southern Africa	0	0	0
Western Africa	26	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	34	4	2
Central Amer.	264	262	242
South America	7	6	4
North America	8	3	6
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	22,800	14,536	9,785
Spanish	669	540	633
Other Indo-Euro language	160	152	67
French (incl. Patois, Cajun)	113	83	38
French Creole	0	0	0
Italian	0	0	5
Portuguese	0	0	3
German	17	0	6
Yiddish	0	0	0
Other West Germanic	11	13	5
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	9	0	0
Polish	0	7	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	6	49	8
Hindi	0	0	0
Urdu	4	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	2
Asian/PI languages	0	0	0
Chinese	22	12	3
Japanese	0	22	2
Korean	13	0	0
Mon-Khmer, Cambodian	16	0	0
Miao, Hmong	10	0	0
Thai	5	1	7
Laotian	30	8	2
Vietnamese	27	4	4
Other Asian	20	0	0
Tagalog	15	7	2
Other Pacific Is	0	0	0
Other languages	11	38	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	5	0	0
Hebrew	0	0	0
African languages	6	7	0
Other unspecified	0	31	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	18,753	11,380	8,044
Arab	32	6	4
Armenian	13	0	0
Austrian	10	16	3
British	46	26	26
Canadian	0	0	1
Croatian	0	0	0
Czech	1	5	4
Czechoslovak	0	0	2
Danish	38	1	3
Dutch	28	39	21
English	1,748	1,325	831
European	47	110	70
Finnish	5	0	2
French (not Basque)	186	33	54
French Canadian	9	1	4
German	332	328	209
Greek	4	0	0
Hungarian	20	22	10
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	523	574	341
Italian	123	133	110
Lithuanian	0	0	2
Norwegian	11	10	17
Polish	36	7	5
Portuguese	0	0	5
Romanian	0	0	0
Russian	21	5	13
Scandinavian	0	0	0
Scotch-Irish	279	228	162
Scottish	257	136	100
Slovak	8	0	1
Subsaharan African	182	68	26
Swedish	3	22	25
Swiss	6	0	6
Ukrainian	16	0	0
US/American	2,015	3,815	2,073
Welsh	49	24	20
West Indian	6	1	3
Yugoslavian	0	0	0
Other	12,700	4,445	3,891



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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 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

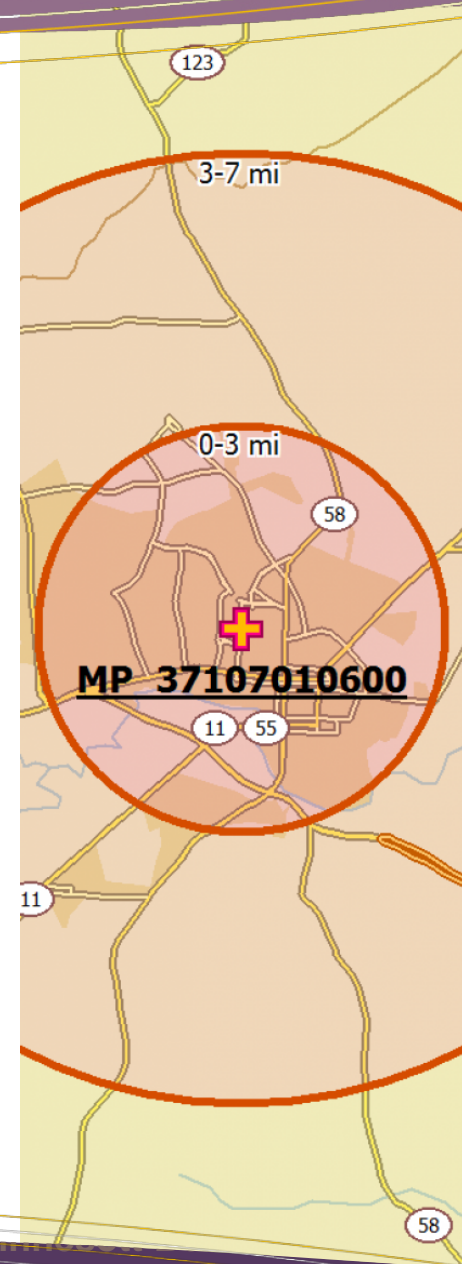
Issues for Your Consideration - continued

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 "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.



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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,945	100%	7,204	100%
AFFLUENT SUBURBIA	382	3.84%	272	3.78%
America's Wealthiest	69	0.69%	55	0.76%
Dream Weavers	13	0.13%	9	0.12%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	300	3.02%	208	2.89%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	523	5.26%	354	4.91%
Status Conscious Consumers	11	0.11%	8	0.11%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	487	4.9%	327	4.54%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	25	0.25%	19	0.26%
SM TOWN SUCCESS	35	0.35%	43	0.6%
Successful Urban Sprawl	11	0.11%	19	0.26%
2nd City Homebodies	9	0.09%	8	0.11%
Prime Middle America	0	0%	6	0.08%
Urban Optimists	15	0.15%	0	0%
Family Convenience	0	0%	10	0.14%
Mid-Market Enterprise	0	0%	0	0%



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,945	100%	7,204	100%
BLUE COLLAR BACKBONE	48	0.48%	32	0.44%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	16	0.16%	10	0.14%
Lower Income Essentials	31	0.31%	21	0.29%
Small Town Endeavors	1	0.01%	1	0.01%
AMER. DIVERSITY	517	5.2%	364	5.05%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	102	1.03%	66	0.92%
Professional Urbanites	266	2.67%	192	2.67%
Urban Advancement	92	0.93%	62	0.86%
Amer. Great Outdoors	13	0.13%	8	0.11%
Mature America	44	0.44%	36	0.5%
METRO FRINGE	722	7.26%	496	6.89%
Steadfast Conservative	593	5.96%	406	5.64%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	129	1.3%	90	1.25%



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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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,945	100%	7,204	100%
REMOTE AMERICA	108	1.09%	63	0.87%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	108	1.09%	63	0.87%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,040	20.51%	1,486	20.63%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,687	16.96%	1,249	17.34%
Stable Careers	9	0.09%	6	0.08%
Aspiring Hispania	344	3.46%	231	3.21%
RURAL VILLAGES & FARMS	430	4.32%	480	6.66%
Aspiring Hispania	0	0%	231	3.21%
Industrious Country Living	0	0%	0	0%
America's Farmland	48	0.48%	0	0%
Comfy Country Living	374	3.76%	29	0.4%
Small Town Connections	8	0.08%	217	3.01%
Hinterland Fam.	0	0%	3	0.04%

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	9,945	100%	7,204	100%
STRUGGLING SOCIETIES	2,560	25.74%	1,743	24.19%
Rugged Southern Style	9	0.09%	5	0.07%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,422	24.35%	1,642	22.79%
College Town Communities	0	0%	0	0%
New Beginnings	129	1.3%	96	1.33%
URBAN ESSENCE	2,578	25.92%	1,871	25.97%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,376	13.84%	962	13.35%
Urban Diversity	0	0%	0	0%
New Generation Activists	66	0.66%	44	0.61%
Getting By	1,136	11.42%	865	12.01%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



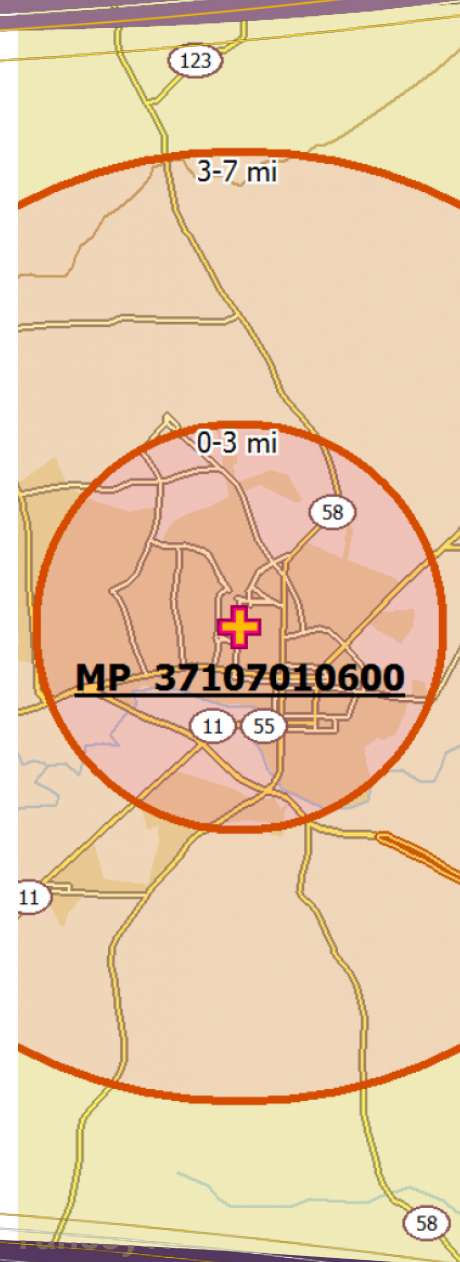
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, 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	66%	70%	70%
Use Comp. for Internet/E-mail	45%	50%	50%
Internet Use: E-Mail	40%	42%	42%
Use Comp. for Comp. Games	33%	35%	35%
Use Comp. for Education	30%	31%	31%
Use Comp. for Word Processing	28%	31%	30%
Use Comp. for Shopping	26%	28%	28%
HH Owns DVD Player	25%	26%	26%
Use Comp. for Digital Camera Photo Editing	24%	26%	26%
Use Comp. for Banking	23%	25%	25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	21%	23%	23%
Internet Use: Banking	19%	22%	22%
Use Comp. for News/Info./Data Service	17%	18%	17%
PC-Network-HH Has One	15%	17%	17%
Use Comp. for Filing/DB Mngmnt	12%	12%	12%
Internet Use: Read Magazines/ Newspapers	10%	10%	9%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	10%
Use Comp. for Personal Financial Mngmnt	10%	11%	11%
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Accounting	10%	11%	11%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	50%	50%	50%
Dining Out (Not Fast Food)	46%	49%	49%
Card Games	37%	38%	39%
Cooking for Fun	33%	34%	34%
Go To A Beach/Lake	28%	30%	30%
Board Games	26%	28%	29%
Gardening	24%	28%	28%
Visit Museum	16%	16%	16%
Going To	16%	16%	16%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	33%	36%	36%
Dentist	23%	24%	24%
Backache	23%	23%	23%
Hypertension/High Blood Pressure	21%	21%	21%
None Of These	19%	19%	19%
Eye Dr.	19%	20%	20%
High Cholesterol	17%	17%	17%
Any Arthritis	15%	16%	16%
Acid Reflux Disease (GERD)	14%	14%	15%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	25.37%	25.32%	25.11%
Live Theater	18.44%	17.85%	17.44%
Live Theater Most Often	14.28%	14.24%	13.98%
Rock/Pop Concerts Most Often	13.49%	13.51%	13.48%
Dance Performance	10.6%	9.38%	9.09%
Comedy Club	10.12%	9.47%	9.33%
Movies: Comedy	41.29%	40.33%	40.17%
Movies: Action/Adventure	40.36%	39.18%	38.87%
Movies: Drama	24.92%	23.02%	22.72%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.71%	20.81%	20.86%
Movies: Romantic Comedy	20.9%	20.01%	19.79%
Movies: Mystery	20.43%	18.94%	18.62%
MLB Baseball Reg. Season	5.07%	5.42%	5.25%
NFL Football Reg. Season	4.98%	5.16%	5.08%
College Football Reg. Season	4.64%	5.02%	5%
College Basketball Reg. Season	3.3%	3.55%	3.57%
NBA Basketball Reg. Season	3.17%	2.93%	2.89%
Auto Racing Events	1.99%	2.23%	2.2%



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	35.26%	36.26%	36.29%
Swimming	23.5%	26.93%	27.23%
Bowling	19.16%	20.22%	20.35%
Basketball	16.38%	16.26%	16.49%
Billiards/Pool	16.36%	17.31%	17.5%
Jogging/Running	15.52%	14.85%	14.76%
Weight Training	13.68%	13.79%	13.75%
Freshwater Fishing	12.84%	16.3%	16.76%
Football	11.79%	11.55%	11.77%
Aerobics	10.9%	10.2%	10.11%
Stationary Cycling	10.66%	10.77%	10.68%
Baseball	10.61%	10.93%	11.01%
Using Cardio Machine	10.34%	10.88%	10.81%
Golf	9.38%	10.37%	10.34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	8.97%	9.87%	9.83%
Volleyball	8.22%	8.42%	8.53%
Camping Trips	7.68%	11.11%	11.4%
Softball	6.81%	7.17%	7.25%
Yoga	6.27%	6.12%	6.09%
Backpacking/Hiking	6.25%	7.28%	7.28%
Soccer	6.15%	6.33%	6.46%
Tennis	6.04%	6.15%	6.21%
Saltwater Fishing	6.04%	6.88%	7%
Roller Skating	5.61%	5.39%	5.4%
Target Shooting	5.47%	7.17%	7.27%
Power Boating	5.33%	6.26%	6.18%
Ice Skating	5.25%	5.01%	5.04%
Hunting	4.98%	7.6%	7.95%

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	4.24%	5.27%	5.33%
Racquetball	4.16%	4.04%	4.03%
Jet Skiing	4.13%	4.15%	4.13%
Motorcycling	4.13%	4.98%	5.09%
Snorkeling	4.12%	4.14%	4.12%
Fly Fishing	4.11%	4.47%	4.5%
Horseback Riding	3.79%	4.9%	5.06%
Skateboarding	3.47%	3.39%	3.4%
Hockey	3.36%	3.34%	3.39%
Water Skiing	3.34%	3.73%	3.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country Skiing	3.3%	3.55%	3.59%
Archery	3.06%	3.79%	3.84%
Snowboarding	3.03%	2.98%	2.97%
Snowmobiling	2.95%	3.24%	3.27%
Rock Climbing	2.95%	2.94%	2.89%
Martial Arts	2.84%	2.86%	2.83%
Auto Racing	2.68%	2.72%	2.64%
Sailing	2.68%	2.77%	2.76%
Surfing & Windsurfing	2.56%	2.46%	2.43%
Rowing	2.07%	2.26%	2.27%

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.

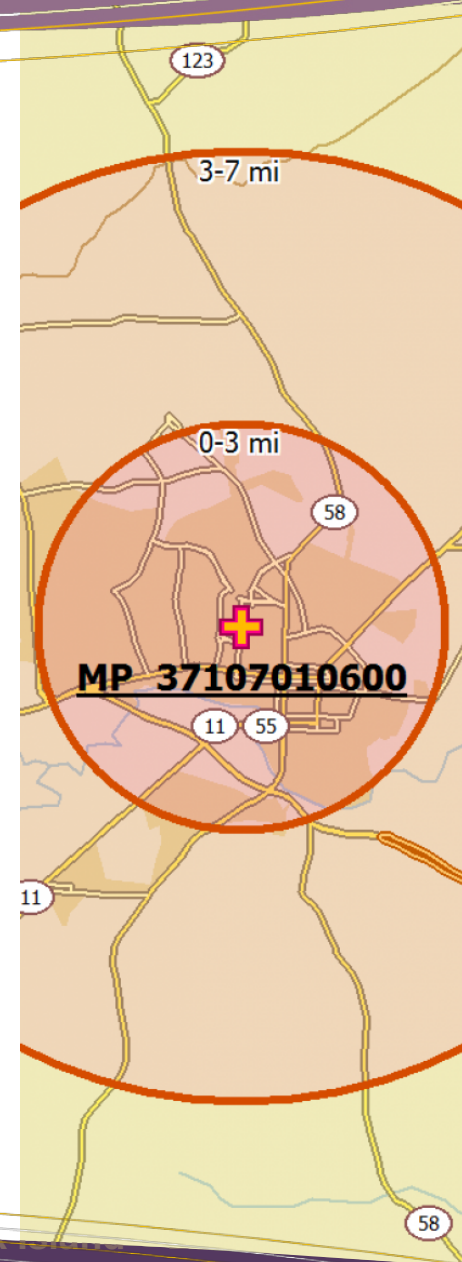
BIBLICAL BARRIERS

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.

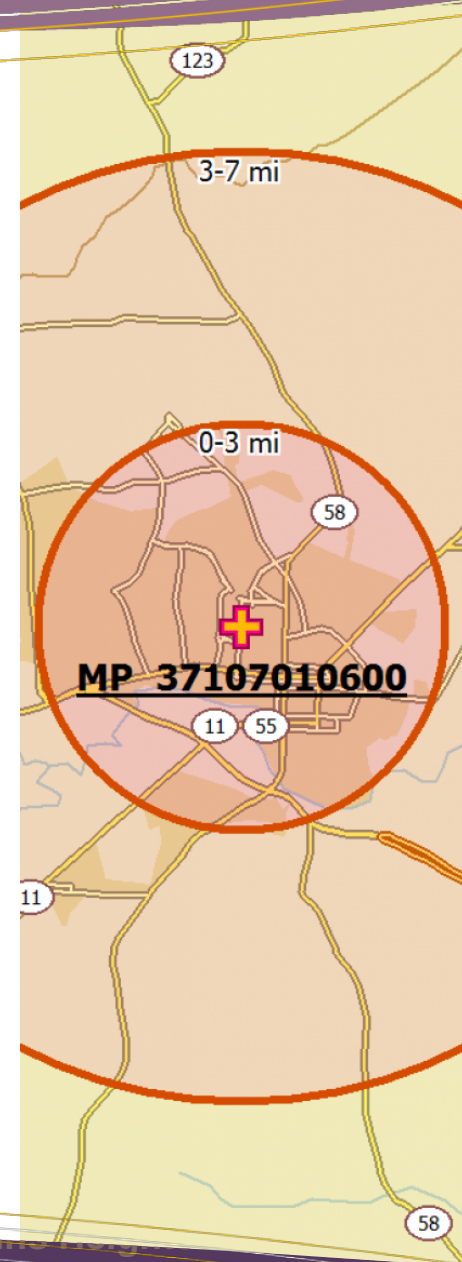
CULTURAL BARRIERS OF ACCEPTANCE

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.

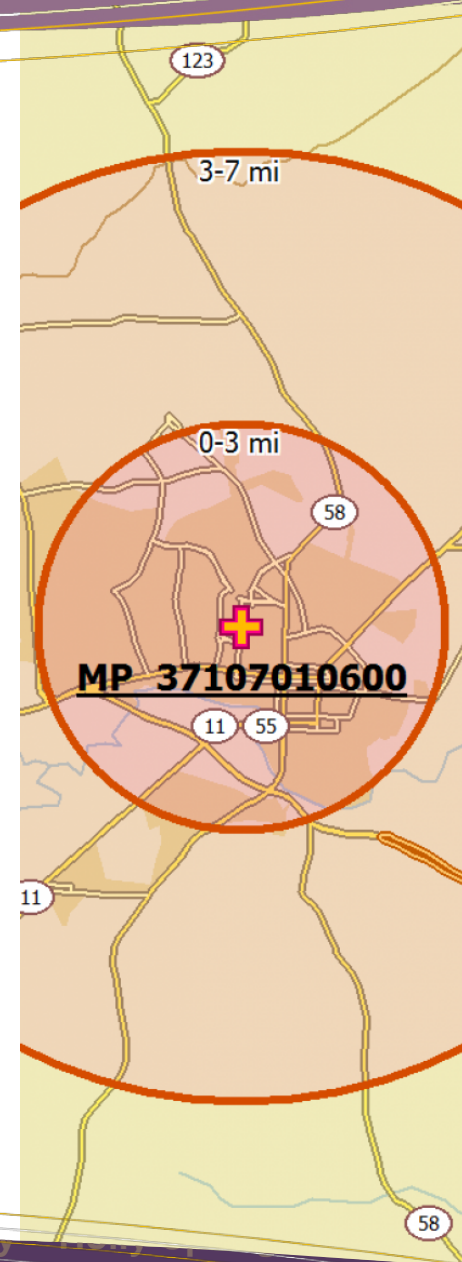
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	53%	53%
Speak My Mind Even If It Upsets People	40%	39%	39%
Like Control Over People And Resources	39%	38%	38%
Find It Difficult To Say No To My Kids	35%	37%	37%
Woman's Place Is In The Home	34%	35%	35%
Don't Judge People/Way They Live Life	33%	31%	31%
Too Much Sponsorship In Arts/Sports	31%	29%	29%
Prefer To Have Few Possessions As Possible	29%	29%	28%
Like To Do Unconventional Things	27%	29%	29%
If Won Lottery Would Never Work Again	25%	25%	25%
I Am A Workaholic	25%	22%	22%
Like to Stand Out In A Crowd	24%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Money Is Best Measure Of Success	24%	25%	25%
Friends More Important Than My Fam.	22%	22%	21%
Marijuana Should Be Legalized	21%	20%	20%
We Should Strive for Equality for All	20%	18%	17%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	16%	16%	16%
Happy With My Standard Of Living	13%	12%	12%
Very Happy With My Life As It Is	12%	10%	9%
On Whole People Get What They Deserve	11%	11%	11%
I Am A Perfectionist	11%	9%	9%
Little I Can Do To Change My Life	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 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%	57%	57%
Important To Respect Customs And Beliefs	54%	57%	57%
Like To Understand About Nature	40%	39%	38%
Prefer Work Part Of Team Than Alone	39%	37%	37%
Important To Juggle Various Tasks	36%	34%	34%
Important Feel Respected By My Peers	34%	33%	33%
Good At Fixing Things	32%	30%	30%
Have Keen Sense Of Adventure	29%	28%	28%
Prefer To Have Few Possessions As Possible	29%	29%	28%
People Have To Take Me As They Find Me	24%	23%	23%
Consider Myself Interested In The Arts	24%	22%	22%
Provide My Kids With The Little Extras	21%	19%	19%

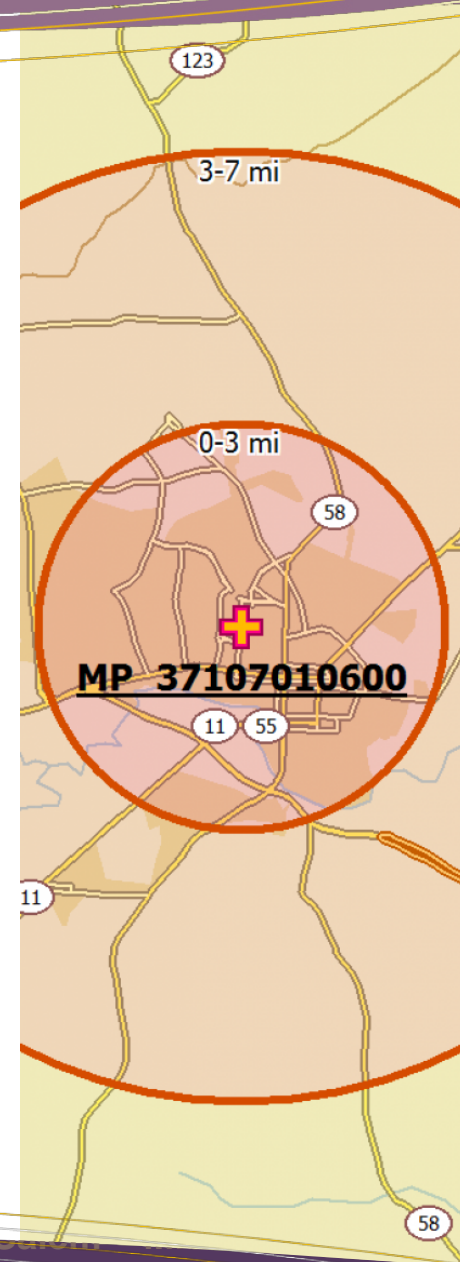
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	21%	20%	20%
Like To Just Enjoy Life	21%	21%	20%
Try Not To Worry About The Future	18%	17%	16%
Real Men Don't Cry	18%	18%	17%
Worried About Pollution Caused By Cars	17%	17%	17%
Is An Important Part Of Who I Am	16%	16%	16%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	6%	5%	5%
Would Like To Set Up Own Business	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%



Intercultural Institute
for Contextual Ministry

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	84.6%	85.72%	86.26%
Restaurant-Visit Any			
Fam. Restaurants/Steak	73.29%	76.69%	77.43%
Houses-Visit Any			
McDonald's	54.69%	55.95%	56.42%
Burger King	39.03%	39.09%	39.25%
Kentucky Fried Chicken (KFC)	35.18%	33.96%	34.43%
Wendy's	30.19%	30.79%	31.32%
Subway	28.88%	30.16%	30.53%
Applebee's	24.68%	26.81%	27.33%
Taco Bell	24.6%	26.41%	26.89%
Pizza Hut	24.25%	24.24%	24.7%
Arby's	19.8%	21.36%	21.75%
Red Lobster	18.88%	18.37%	18.45%

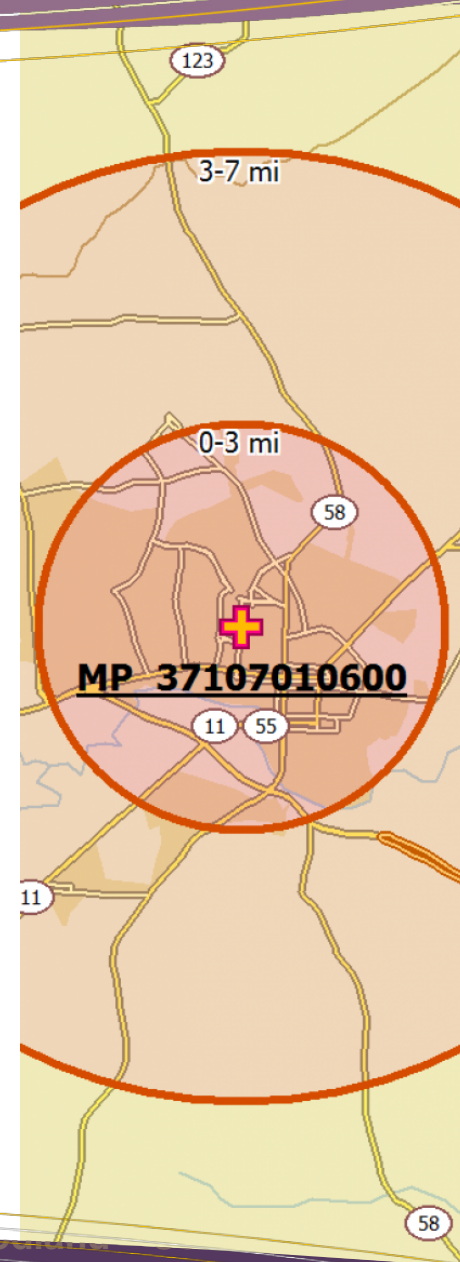
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.71%	19.12%	19.01%
Domino's Pizza	16.92%	16.05%	16.29%
Popeyes	16.67%	14.04%	14.12%
Dairy Queen	16.61%	17.8%	18.13%
IHOP (International House Of Pancakes)	15.18%	14.34%	14.4%
TGI Friday's	14.59%	13.26%	13.06%
Golden Corral	14.2%	14.03%	14.47%
Sonic	13.75%	14.97%	15.3%
Chick-Fil-A	13.61%	13.95%	14.31%
Outback Steakhouse	13.43%	13.69%	13.59%
Dunkin' Donuts	13.21%	12.09%	11.78%
Church's Fried Chicken	12.35%	10.24%	10.3%

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	40.1%	41.77%	41.92%
Recycled products	24.26%	26.48%	26.55%
Worked as volunteer (non political)	12.37%	13.45%	13.38%
Engaged in fund raising	10.15%	10.36%	10.38%
Religious club member	7.57%	7.67%	7.74%
Church Board	6.07%	5.98%	6.14%

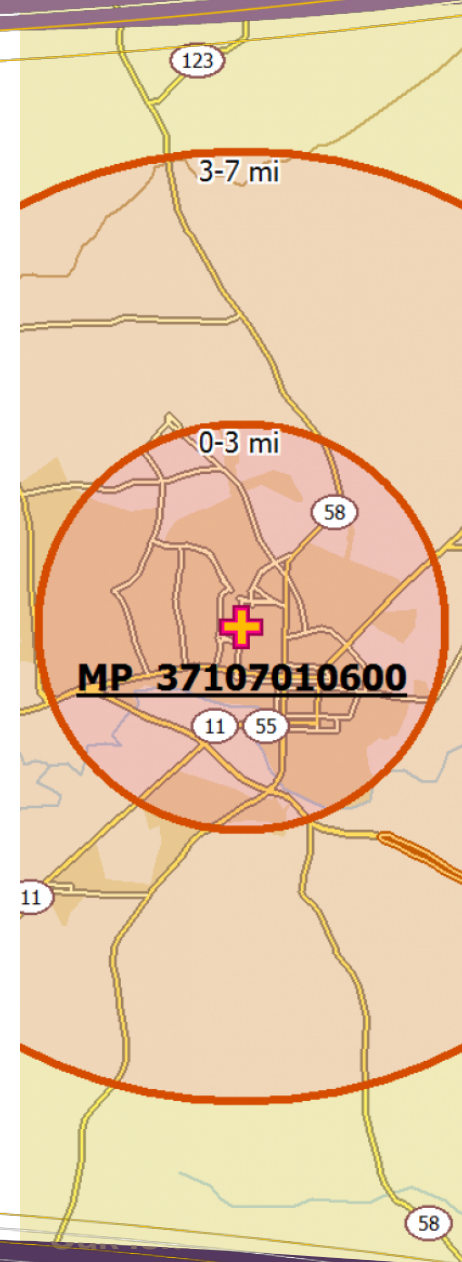
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Took active part in local civic issue	4.81%	4.77%	4.71%
Wrote to editor of mag or newspaper	4.58%	4.75%	4.73%
Wrote to elected offcl about publ bus	4.41%	4.71%	4.64%
Charitable Organization	4.24%	4.43%	4.42%
Union member	4.07%	4.49%	4.59%
Addressed a public meeting	4.01%	4.19%	4.18%



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	13.29%	13.76%	13.65%
Children's Books	12.35%	12.44%	12.42%
Religious (not Bibles)	9.31%	9.3%	9.39%
Mystery	8.88%	9.46%	9.26%
Cookbooks	8.67%	9.16%	9.13%
Romance	6.89%	6.87%	6.79%
Personal/Business	5.74%	5.75%	5.71%
Self-help			
Biography	5.73%	5.67%	5.57%
History	5.33%	5.53%	5.44%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	65.14%	64.76%	64.73%
Gen. Editorial	51.5%	49.7%	49.86%
Womens	45.01%	43.59%	43.86%
Service	29.82%	31.4%	31.38%
Business/Finance	19.03%	17.96%	18.11%
Music	18.96%	16.62%	16.69%
Mens	18.46%	18.04%	18.19%
Parenthood	14.98%	14.49%	14.48%
Sports	14.16%	13.8%	13.72%



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	47.28%	49.5%	49.49%
Classified	32.26%	33.21%	33.1%
Sport	28.95%	29.6%	29.57%
Editorial Page	24.44%	26.48%	26.51%
Business/Finance	23.38%	24.07%	23.92%
Comics	22.81%	24.18%	24.07%
Movie Listings & Reviews	22.71%	22.78%	22.67%
TV/Radio Listings	21.71%	22.28%	22.29%
Food/Cooking	21.58%	22.52%	22.46%
Home/Gardening	17.11%	18.3%	18.41%
Travel	15.98%	16.33%	16.29%
Fashion	15.52%	14.9%	14.89%
Science/Technology	13.34%	14.19%	14.17%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	38.35%	31.05%	31.22%
CHR Contemp Hit Radio	16.83%	16.52%	16.47%
Adult Contemporary	11.9%	13.16%	13.01%
Country	11.12%	16.21%	16.54%
Variety	9.76%	8.97%	9.05%
Jazz	9.72%	8.42%	8.82%
Oldies	9.41%	9.72%	9.64%
Gospel	7.34%	6.45%	6.56%
News/Talk	6.61%	7.53%	7.41%
Rock	6.47%	7.93%	7.92%
All News	6.09%	5.54%	5.6%
Alternative	5.33%	6.02%	5.87%
Religious	5.03%	5.59%	5.68%
Soft Contemporary	4.95%	5.04%	5.03%
Classic Rock	4.88%	6.13%	6.05%
Hispanic	3.37%	3.11%	3.15%
All Talk	3.36%	3.24%	3.16%
Sports	2.94%	2.97%	2.95%

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	58.37%	60.33%	60.79%
Soapnet	49.76%	49.82%	49.85%
Satellite Dish	48.43%	50.58%	50.68%
Other Video-On-Demand	47.06%	46.03%	46.12%
Subscribe Digital Cable	33.85%	32.36%	32.09%
Sci-Fi Channel	32.83%	34.31%	34.69%
MSNBC	32.08%	32.86%	33.13%
Adult Pay Per View TV	30.16%	32.17%	32.56%
Comedy Central	27.88%	27.21%	26.58%
TV Info From Sunday TV Magazine	27.51%	28%	28.01%
Nickelodeon	24.96%	26.78%	27.06%
TV Info From Newspapers	24.73%	25.23%	25.33%

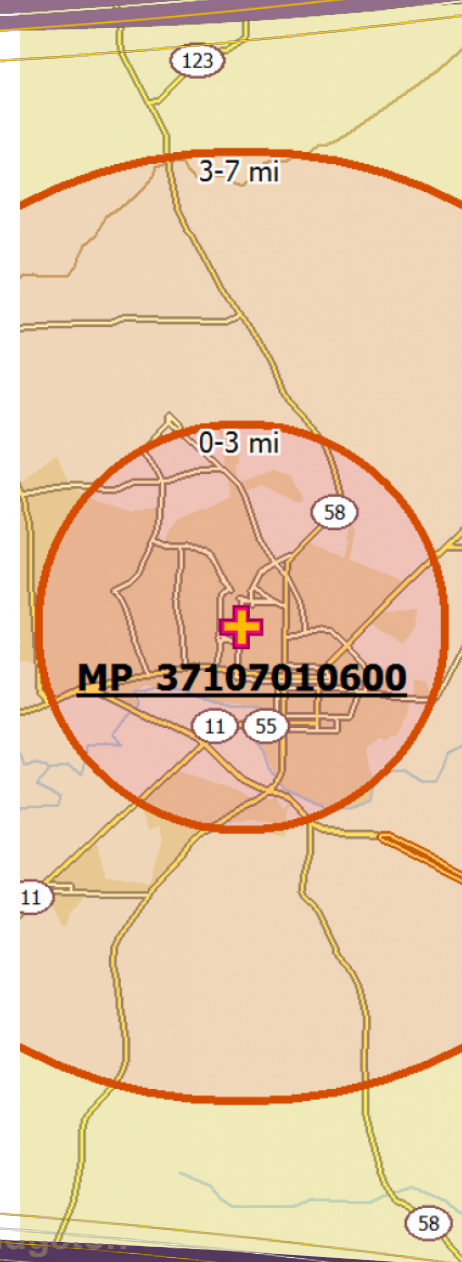
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	23.56%	24.03%	24.2%
BET (Black Entertainment TV)	23.3%	23.13%	22.87%
ESPN2	22.95%	22%	21.47%
Hallmark Channel	22.62%	23.09%	23.25%
Nick At Nite	22.57%	23.68%	24.11%
TV Info From Monthly Cable Guide	22.36%	22.74%	22.7%
ABC Fam.	21.95%	21.35%	21.14%
TV Info From Other	21.39%	20.98%	20.87%
USA Network	20.94%	21.71%	21.73%
The Golf Channel	20.37%	20.8%	20.9%
Lifetime	20.22%	20.43%	20.74%
E (Entertainment TV)	19.53%	19.21%	19.03%

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+)	15.87%	16.65%	16.56%
Medium Users (4-6)	8.21%	8.58%	8.53%
Light Users (1-3)	18.28%	18.53%	18.48%
Quintiles (20%)			
Newspaper I (Heavy)	1.14%	1.18%	1.18%
Newspaper II	1.74%	1.63%	1.61%
Newspaper III	2.03%	2.02%	2%
Newspaper IV	0.42%	0.47%	0.49%
Newspaper V (Light)	1.54%	1.37%	1.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22%	21.2%	21.17%
Magazines II	9.84%	9.47%	9.48%
Magazines III	11.09%	10.74%	10.67%
Magazines IV	13.8%	13.11%	13.21%
Magazines V (Light)	0.91%	0.82%	0.85%
Outdoor I (Heavy)	8.72%	7.89%	7.91%
Outdoor II	5.1%	4.33%	4.35%
Outdoor III	5.55%	4.9%	4.89%
Outdoor IV	17.01%	17.09%	17.07%
Outdoor V (Light)	26.21%	25.7%	25.47%
Yellow Pages I (Heavy)	17.46%	17.04%	17%
Yellow Pages II	8.68%	7.79%	7.78%
Yellow Pages III	10.32%	8.76%	8.69%
Yellow Pages IV	24.78%	24.4%	24.51%
Yellow Pages V (Light)	5.45%	4.75%	4.7%

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)	2.97%	2.96%	2.91%
Drive Time III (Medium)	0.94%	0.9%	0.92%
Radio IV & V (Light)	3.09%	2.76%	2.7%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	11.65%	10.89%	10.94%
Radio III (Medium)	3.76%	4%	4.02%
Radio IV & V (Light)	4.27%	4.03%	4.03%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.02%	11.47%	11.59%
Cable III (Medium)	5.57%	5.13%	5.09%
Cable IV & V (Light)	38.64%	36.96%	37.05%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.38%	4.22%	4.19%
Prime Time III (Medium)	1.35%	1.52%	1.52%
Prime Time IV & V (Light)	12.27%	11.02%	10.78%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.72%	39.34%	39.31%
Fringe III (Medium)	54.89%	55.11%	55.24%
Fringe IV (Light)	55.16%	56.08%	56.38%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	17.58%	15.91%	15.6%
All Day III (Medium)	24.99%	25.03%	25.15%
All Day IV (Light)	20.96%	18.48%	18.35%

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]	11.19%	11.5%	11.43%
6:00am - 10:00am	17.33%	15.82%	15.4%
10:00am - 3:00pm	14.71%	11.7%	11.21%
3:00pm - 7:00pm	17.01%	15.73%	15.58%
7:00pm - Midnight	12.9%	12.59%	12.33%
Midnight - 6:00am	9.51%	8.06%	7.86%
Weekend Radio			
Listeners			
Dayparts [summary]	15.01%	14.79%	14.74%
6:00am - 10:00am	3.24%	3.36%	3.24%
10:00am-3:00pm	5.78%	5.14%	4.98%
3:00pm - 7:00pm	9.59%	8.45%	8.09%
7:00pm - Midnight	10.76%	10.16%	10.13%
Midnight - 6:00am	16.26%	14.24%	13.84%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6%	6.53%	6.5%
Saturday: 8:00-11:00pm	8.26%	8.35%	8.37%
Sunday: 7:00-11:00pm	8.97%	9.3%	9.38%
9:00am-1:00pm	22.57%	23.68%	24.11%
9:00am-4:00pm	26.43%	27.6%	28.09%
4:00pm-7:00pm	29.97%	29.33%	29.55%
11:00pm-1:00am	42.13%	42.27%	42.65%
AVG Prime time	5.7%	4.81%	4.79%
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	17.92%	16.95%	16.58%
7-9am	22.95%	22%	21.47%
9am-12noon	15.6%	17.62%	18.18%
12noon-4pm	10.82%	9.98%	9.91%
4-6pm	46.62%	46.02%	46.21%
6-7pm	16.51%	17.53%	17.78%
7-7:30pm	1.47%	1.47%	1.51%
7:30-8pm	11.03%	11.19%	11.39%
8-11pm	6%	6.53%	6.5%
11pm-12am	32.08%	32.86%	33.13%
11pm-1am	42.13%	42.27%	42.65%
1-6am	30.81%	29.79%	29.8%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.34%	17.13%	16.96%
Sat: 10am-1pm	9.75%	9.2%	9.04%
Sat: 1-4pm	23.85%	24.11%	24.22%
Sat: 4-6pm	7.36%	7.08%	7.05%
Sat: 6-7pm	1.47%	1.65%	1.67%
Sat: 7-8pm	0.99%	0.96%	0.96%
Sat: 8-11pm	8.26%	8.35%	8.37%
Sat: 11pm-1am	6.49%	5.98%	5.98%
Sat: 1am-7pm	20.94%	21.71%	21.73%
Sun: 7-10am	2.12%	2.23%	2.28%
Sun: 10am-1pm	5.1%	5.79%	5.9%
Sun: 1-4pm	4.41%	5.1%	5.19%
Sun: 4-7pm	11.68%	12.21%	12.23%
Sun: 7-11pm	8.97%	9.3%	9.38%
Sun: 11pm-1am	5.82%	5.53%	5.51%
Sun: 1-7am	19.53%	20.28%	20.43%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

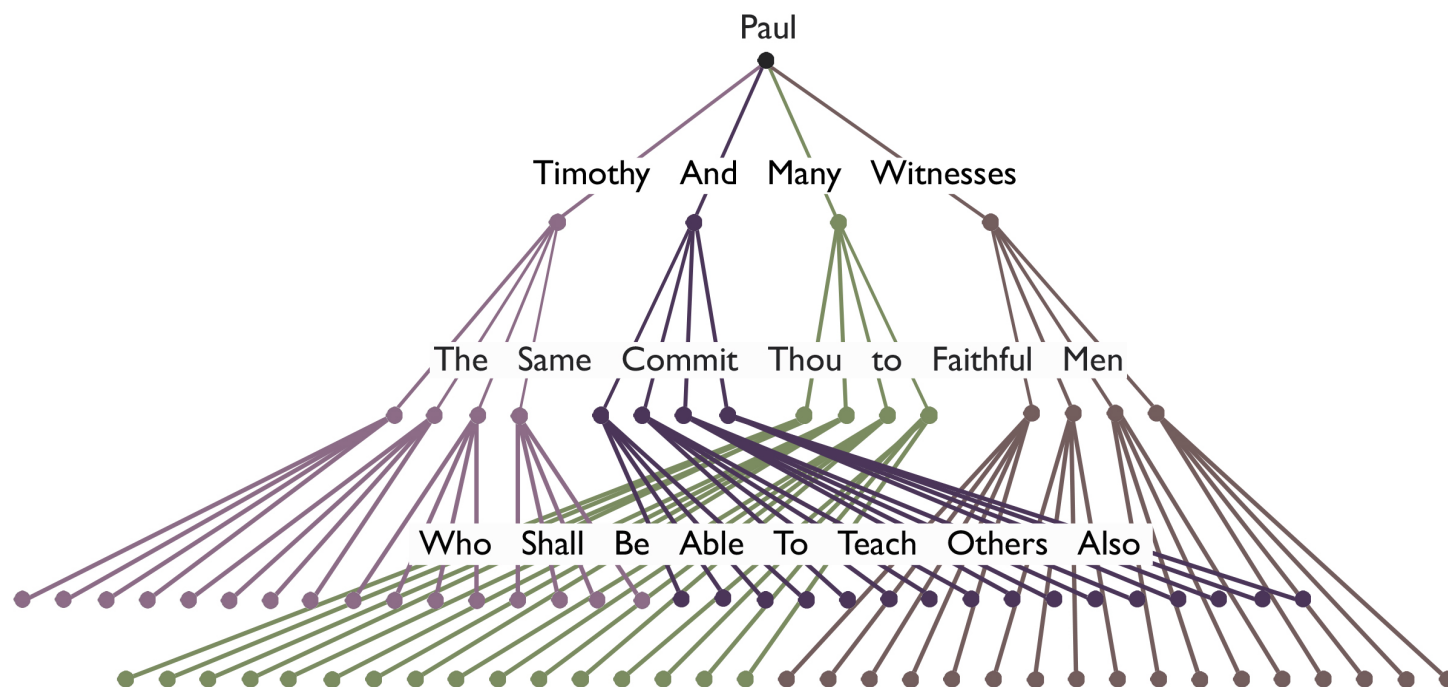
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

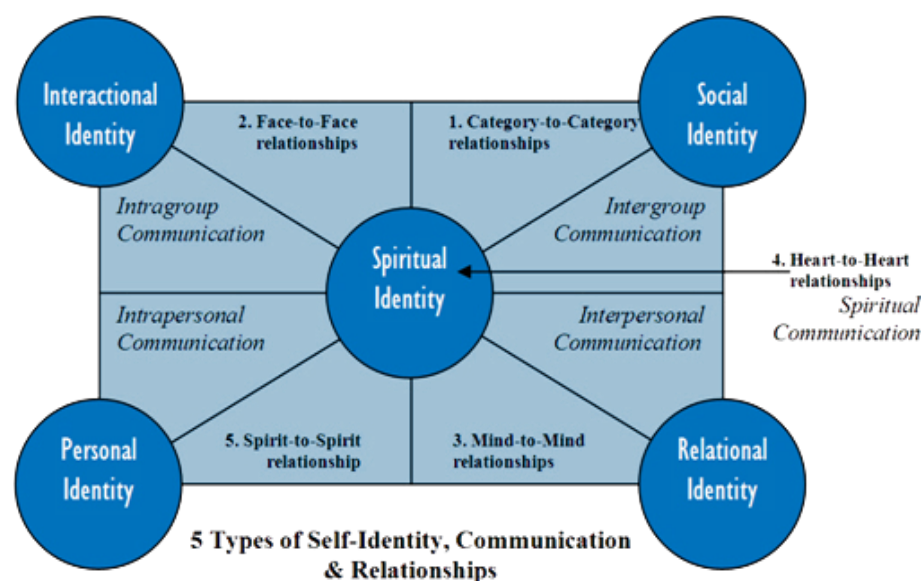


Establishing Redemptive Relationships

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

Communication Steps

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

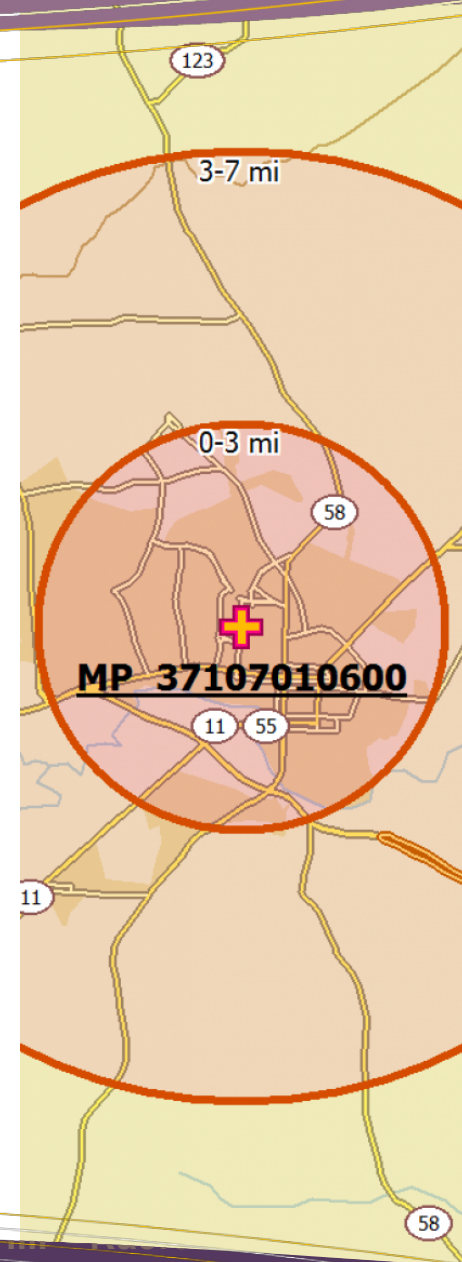


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report 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. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Spilman Memorial - Kinston	601 Madison Ave Kinston, NC 28501	0.27 mi	125	Declining
2	First Hispanic - Kinston	601 Madison Ave Kinston, NC 28501	0.27 mi	45	Insufficient Data
3	Glen Raven - Kinston	404 Rhem St Kinston, NC 28501	0.91 mi	60	Declining
4	Immanuel - Kinston	712 Airport Rd Kinston, NC 28504	1.59 mi	108	Growing
5	Kinston First - Kinston	2600 Rouse Rd Kinston, NC 28504	1.93 mi	175	Declining
6	Greater Vision Baptist Church	1440 Highway 70 E Kinston, NC 28501	4.01 mi	55	Insufficient Data
7	Neuse - Kinston	2909 W Vernon Ave Kinston, NC 28504	4.28 mi	159	Plateauing
8	New Hope - Kinston	1990 NC Highway 11 S 55 Kinston, NC 28504	4.28 mi	94	Insufficient Data
9	Rivermont - Kinston	2478 US Highway 258 S Kinston, NC 28504	4.28 mi	145	Declining
10	Union - Kinston	6504 NC Highway 55 W Kinston, NC 28504	4.28 mi	65	Plateauing
11	Sandy Bottom - Kinston	4568 NC Highway 55 W Kinston, NC 28504	4.28 mi	129	Growing
12	Calvary - Kinston	2469 NC Highway 11 N Kinston, NC 28501	4.65 mi	49	Declining
13	Grainger - Kinston	3201 Middle St Kinston, NC 28501	5.48 mi	50	Declining
14	Kennedy Home - Kinston	2557 Cedar Dell Ln Kinston, NC 28504	6.06 mi	81	Declining
15	New Beginnings - Grifton	112 S Pitt St Grifton, NC 28530	10.82 mi	30	Insufficient Data



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	LaGrange Hispanic	176 Piney Grove Rd La Grange, NC 28551	10.84 mi	25	Insufficient Data
17	LaGrange First - La Grange	201 N Caswell St La Grange, NC 28551	11.27 mi	51	Plateauing
18	Fort Barnwell - Dover	9335 NC Highway 55 W Dover, NC 28526	11.29 mi	69	Declining
19	Dover Missionary - Dover	PO Box 158 Dover, NC 28526	11.29 mi	0	Insufficient Data
20	Grifton First - Grifton	6776 Patrick St Grifton, NC 28530	11.72 mi	55	Declining
21	Deep Run First - Deep Run	3611 Nc Highway 11 S Deep Run, NC 28525	11.86 mi	178	Plateauing
22	Snow Hill First - Snow Hill	509 Kingold Blvd Snow Hill, NC 28580	12.97 mi	121	Plateauing
23	Bethel - Pink Hill	236 Jonestown Rd Pink Hill, NC 28572	14.00 mi	105	Plateauing
24	Family Bapt Church - Ayden	901 Nc 102 W Ayden, NC 28513	15.89 mi	0	Plateauing
25	Seven Springs - Seven Springs	5924 NC Highway 55 E Seven Springs, NC 28578	16.47 mi	73	Declining
26	Cove City Missionary - Cove City	110 N Main St Cove City, NC 28523	16.55 mi	71	Plateauing
27	Ayden First - Ayden	628 E 3rd St Ayden, NC 28513	16.78 mi	65	Plateauing
28	Albertson - Albertson	3736 N. NC 903 Hwy Albertson, NC 28508	17.42 mi	42	Growing
29	Davis Grove - Snow Hill	938 Davis Grove Church Rd Snow Hill, NC 28580	18.47 mi	58	Plateauing
30	Anointed Vision - Goldsboro	3006 Central Heights Rd Goldsboro, NC 27534	19.00 mi	15	Insufficient Data



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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Trinity Missionary - Goldsboro	1086 Nc Highway 111 S Goldsboro, NC 27534	19.00 mi	196	Growing
32	Winterville - Winterville	2593 Church St Winterville, NC 28590	19.37 mi	161	Plateauing
33	Trenton Baptist	206 W Jones St Trenton, NC 28585	19.87 mi	55	Declining
34	Adamsville - Goldsboro	1302 N Berkeley Blvd Goldsboro, NC 27534	20.43 mi	376	Declining
35	New Life - Goldsboro	800 S Harding Dr Goldsboro, NC 27534	20.51 mi	85	Plateauing
36	Community - Goldsboro	351 Antioch Rd Goldsboro, NC 27534	20.79 mi	27	Growing
37	Iglesia Bautista Sinai - Mount Olive	627 Whitfield Rd Mount Olive, NC 28365	21.01 mi	16	Declining
38	Garners Chapel - Mount Olive	1365 Garner Chapel Rd Mount Olive, NC 28365	21.51 mi	32	Plateauing
39	Discovery Church - Winterville	874 Corbett St Winterville, NC 28590	21.60 mi	146	Insufficient Data
40	Farmville First	3653 E Wilson St Farmville, NC 27828	21.87 mi	188	Plateauing
41	Hispanic Mission of Farmville	3653 E Wilson St Farmville, NC 27828	21.87 mi	0	Insufficient Data
42	Potters Hill	181 Pink Hill Rd Pink Hill, NC 28572	22.15 mi	21	Growing
43	Emmaus - Dudley	714 Emmaus Church Road Dudley, NC 28333	22.17 mi	116	Plateauing
44	Madison Avenue	1703 E Laurel St Goldsboro, NC 27530	22.51 mi	120	Declining
45	Calvary - Goldsboro	601 US 70 Bypass Goldsboro, NC 27533	22.54 mi	32	Plateauing



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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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