Mission Site top unreached locations



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Intercultural Institute

for Contextual Ministry

Bear Grass Ossipee

Lumberton Conetoe King Elroy Blowing Rock Granite

North Carolina Baptists

Caring. Sharing. Daring.

Marvin Hertford le Jonesville Pu Oakboro China

c@Copyright 2013; Intercultural Institute for Contextual Ministry/latthews Neuse Forest Sawmills Vander Cape Carter

MissionSite (TM) Table of Contents

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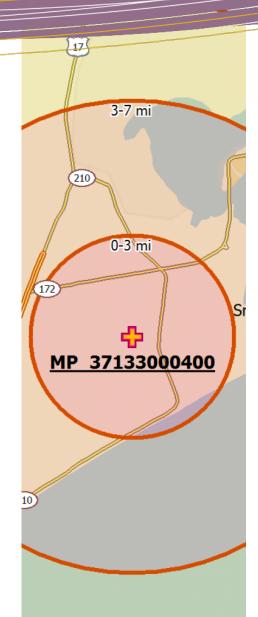
Site Location Summary

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	37133	Onslow
4	Zipcode	28460	Onslow
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	K	10000-10000-10000

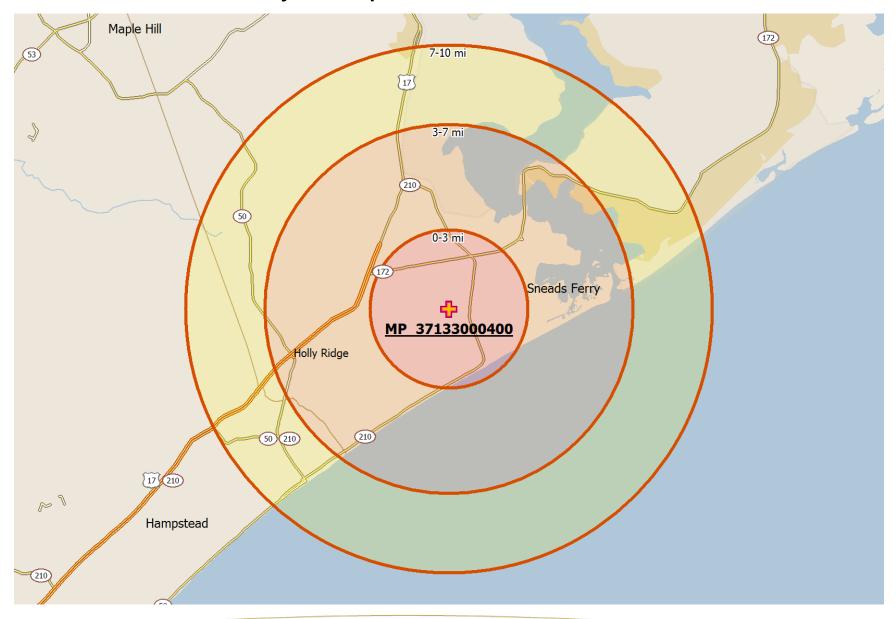
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Site Location Summary - Map of the Site Location

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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/	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Lewiston Woodville

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	5,045	4,384	22,456
2010 Households	2,335	1,197	1,078
2010 Group Quarters Population	0	1,757	20,071

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	7	5
Language Diversity National Index	23	18	5
Foreign Born Diversity National Index	67	62	55
Ancestry Diversity National Index	85	86	82
Racial Diversity National Index	15	20	27

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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	111	4.75%
Mainstay Communities	Established, Diverse Households	798	34.18%
Working Communities	Blue-collar, Working Families	526	22.53%
Country Communities	Rural, Agri. & Mining Families	812	34.78%
Aspiring Communities	Young Singles / Aspiring-Multihousing	72	3.08%
Urban Communities	High Density, Inner-city Neighborhoods	12	0.51%

Using the Site Location Summary

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

Issues for Your Consideration

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

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Using the Site Location Summary

Issues for Your Consideration - continued

pencer Mountain

- 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	38,600	1,533	3.97%
Unreached %	65.75%	65.65%	99.85
Religious But NOT Evangelical HH	9,399	320	3.4%
Religious But NOT Evangelical %	16.01%	13.69%	85.49
Spiritual But NOT Relig or Evang HH	5,946	339	5.7%
Spiritual But NOT Relig or Evang %	10.13%	14.51%	143.26
Not Evangelical, Not Interested HH	23,790	876	3.68%
Not Evangelical, Not Interested %	40.52%	37.52%	92.58



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	PERCENT
		RING	&INDEX
Num of BCNC Churches	31	2	6.45%
Active BCNC Attenders	6,004	298	4.96%
Active Evangelical Households	5,673	225	3.97%
Active Evangelical Percent	9.66%	9.64%	99.79
Inactive Evangelical Households	14,435	573	3.97%
Inactive Evangelical Percent	24.59%	24.55%	99.86
# 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.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Salem	1.66 mi	228	Insufficient Data	•	16	Bear Creek	15.67 mi	205	Declining
2	North Topsail Shores	2.30 mi	70	Growing		17	Calvary	16.12 mi	38	Insufficient Data
3	Surf City - Surf City	8.41 mi	157	Insufficient Data		18	Centerview	16.46 mi	344	Growing
4	The Isle of Topsail Church - Surf City	8.49 mi	0	Insufficient Data		19	Korean	16.78 mi	37	Plateauing
5	Providence	8.49 mi	175	Plateauing		20	Harris Creek	16.80 mi	217	Growing
6	Barlow Vista - Hampstead	13.33 mi	191	Plateauing		21	Topsail - Hampstead	16.87 mi	69	Plateauing
7	Enon Chapel	13.79 mi	405	Plateauing		22	Brookwood	16.96 mi	157	Declining
8	Victory	14.37 mi	128	Growing		23	Tar Landing	17.54 mi	232	Declining
9	Midville	14.65 mi	44	Declining		24	Jacksonville FBC	17.96 mi	1,038	Growing
10	Seeking Jacksonville	14.78 mi	0	Insufficient Data		25	Piney Grove	18.73 mi	119	Plateauing
11	New Life	14.98 mi	203	Growing		26	Kellum	19.48 mi	180	Growing
12	New River	15.24 mi	81	Growing		27	Swansboro FBC	19.59 mi	378	Plateauing
13	Galilee	15.37 mi	40	Growing		28	Grants Creek	19.77 mi	197	Growing
14	Maple Hill	15.55 mi	43	Plateauing		29	Hampstead -	20.50 mi	193	Growing
15	Blue Creek	15.65 mi	168	Plateauing		30	Hampstead Bethlehem	20.85 mi	504	Plateauing

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Using the Spirituality Indicators

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

Issues for Your Consideration

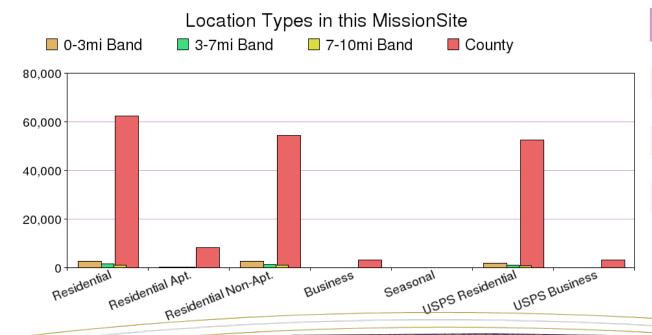
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Intercultural Institute for Contextual Ministry Rock

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	149,837	3,669	2.45%
2000 Population	150,355	4,346	2.89%
2010 Population	177,779	5,045	2.84%

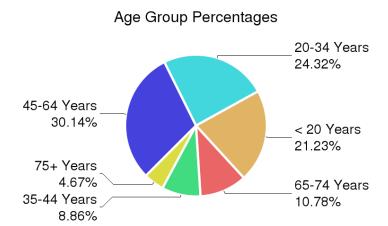
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	40,658	1,488	3.66%
2000 Households	48,122	1,833	3.81%
2010 Households	58,708	2,335	3.98%



Location Type	0-3mi Band
Residential	2,720
Residential Apt.	181
Residential Non-Apt.	2,539
Business	123
Seasonal	0
USPS Residential	1,958
USPS Business	110

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

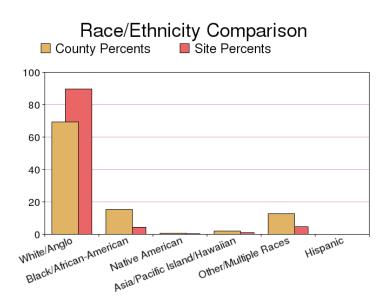
For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	6.01%	70.54
4-5 Years	3.15%	2.06%	65.4
6-8 Years	4.31%	3.51%	81.44
9-11 Years	3.62%	3.23%	89.23
12-13 Years	2.13%	2%	93.9
14-17 Years	5.45%	2.89%	53.03
18-19 Years	2.7%	1.49%	55.19
0-5 Years	11.67%	8.07%	69.15
6-12 Years	9.01%	7.85%	87.13
13-19 Years	9.21%	5.27%	57.22
< 20 Years	29.89%	21.19%	70.89
20-34 Years	37.86%	24.28%	64.13
35-44 Years	8.9%	8.84%	99.33
45-64 Years	15.9%	30.09%	189.25
65-74 Years	4.46%	10.76%	241.26
75+ Years	3%	4.66%	155.33
Median Age	26	44	171.65
Median Age (Male)	24	43	176.07
Median Age (Female)	28	44	155.99

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	69.39%	89.69%	129.26	
Black, African-American	15.44%	4.44%	28.75	
Native American	0.74%	0.48%	63.92	
Asian	1.72%	0.83%	48.53	
Pacific Island, Hawaiian	0.19%	0.02%	10.18	
Other/Multiple Races	12.51%	4.54%	36.28	
Hispanic	0%	1.86%	0	

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	3,634	
Less than 9th Grade	3.71%	4.02%	92.29
No High School Diploma	7.24%	8.26%	87.72
High School Graduate	31.21%	35.55%	87.78
Some College, no degree	30.35%	24.16%	125.63
Associate Degree	9.55%	8.26%	115.62
College Degree	12.91%	13.18%	97.93
Graduate/Prof. degree	5.04%	6.58%	76.57

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	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.95%	7.71%	126.2
\$10,000 to \$19,999	11.78%	10.24%	86.89
\$20,000 to \$29,999	12.55%	11.31%	90.12
\$30,000 to \$49,999	24.16%	22.74%	94.13
\$50,000 to \$59,999	10.25%	10.15%	99.05
\$60,000 to \$69,999	7.62%	6%	78.66
\$70,000 to \$79,999	6.44%	9.59%	148.91
\$80,000 to \$89,999	4.82%	8.44%	175.02
\$90,000 to \$99,999	3.09%	4.11%	133.21
\$100,000 to \$124,999	6.31%	7.58%	120.15
\$125,000 to \$149,999	2.71%	0.3%	11.06
\$150,000 to \$199,999	2.42%	1.03%	42.4
\$200,000 to \$249,999	0.41%	0.3%	73.64
\$250,000 or more	0.5%	0.39%	76.97
Median Household	44,398	48,377	108.96
Average Household	57,374	63,968	111.49
Per Capita Household	22,350	29,607	132.47
Family/Non-Family Household			
Income			
Median Family Income	50,862	56,227	110.55
Average Family Income	64,268	71,793	111.71
Median Non-Family Income	29,109	30,976	106.41
Average Non-Family Income	37,930	41,098	108.35

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

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

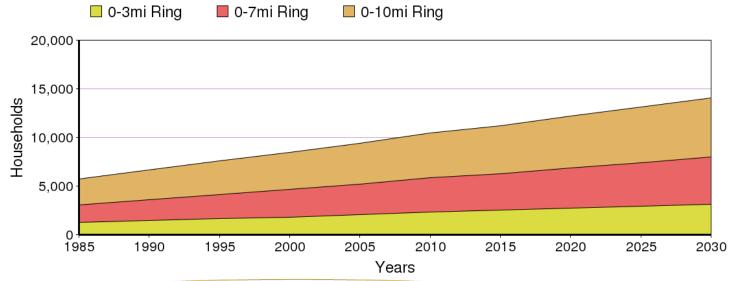
2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	73.82%	68.48%	92.76
Families with Children	41.32%	23.38%	56.59
Families without Children	32.5%	45.1%	138.74
Non-Family Households			
% Non-Family Households	26.18%	31.52%	120.42
Non-Families with Children	0.11	0.17	150.11
Non-Families without Children	26.06	31.35	120.29
Housing Units			Index
Total Housing Units	69,294	3,622	
Vacant percent	15.28%	35.53%	232.59
Owned percent	51.54%	48.81%	94.71%
Rented Percent	33.18%	15.65%	47.17
Households by Size			Index
Avg household size	2.49	2.16	86.75
Avg family hh size	2.99	2.64	88.29
Avg non-family hh size	1.09	1.11	101.83
Households By Count of Persons			Percent
One	12,809	621	4.85%
Two	20,827	1,048	5.03%
Three or Four	20,876	567	2.72%
Five+	4,196	100	2.38%

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	149,837	3,669	2.45%
2000 Population	150,355	4,346	2.89%
2010 Population	177,779	5,045	2.84%
2015 Population	201,281	5,513	2.74%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	40,658	1,488	3.66%
2000 Households	48,122	1,833	3.81%
2010 Households	58,708	2,335	3.98%
2015 Households	63,803	2,503	3.92%

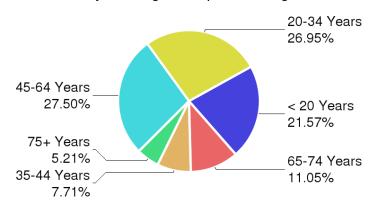
Household Change from 1985 to 2030



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

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

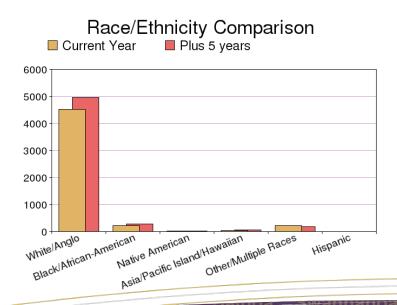
Projected Age Group Percentages



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.01%	6.24%	103.83
4-5 Years	2.06%	2.36%	114.56
6-8 Years	3.51%	4.21%	119.94
9-11 Years	3.23%	3.57%	110.53
12-13 Years	2%	2.19%	109.5
14-17 Years	2.89%	2.19%	75.78
18-19 Years	1.49%	0.8%	53.69
0-5 Years	8.07%	8.6%	106.57
6-12 Years	7.85%	8.98%	114.39
13-19 Years	5.27%	3.99%	75.71
< 20 Years	21.19%	21.57%	101.79
20-34 Years	24.28%	26.95%	111
35-44 Years	8.84%	7.71%	87.22
45-64 Years	30.09%	27.5%	91.39
65-74 Years	10.76%	11.05%	102.7
75+ Years	4.66%	5.21%	111.8
Median Age	26	42	164.88
Median Age (Male)	24	39	158.51
Median Age (Female)	28	45	161.33

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	89.69%	90.04%	100.39
Black, African-American	4.44%	5.17%	116.43
Native American	0.48%	0.51%	106.76
Asian	0.83%	0.91%	108.94
Pacific Island, Hawaiian	0.02%	0.07%	366.04
Other/Multiple Races	4.54%	3.32%	73.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,634	4,205	
Less than 9th Grade	4.02%	3.66%	91.16
No High School Diploma	8.26%	7.06%	85.56
High School Graduate	35.55%	33.89%	95.32
Some College, no degree	24.16%	24.04%	99.51
Associate Degree	8.26%	8.89%	107.74
College Degree	13.18%	15.01%	113.84

6.58%

Graduate/Prof. degree



7.44%

113.18

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	7.71%	6.83%	88.62
\$10,000 to \$19,999	10.24%	9.03%	88.21
\$20,000 to \$29,999	11.31%	10.03%	88.69
\$30,000 to \$49,999	22.74%	20.5%	90.13
\$50,000 to \$59,999	10.15%	10.03%	98.8
\$60,000 to \$69,999	6%	6.67%	111.28
\$70,000 to \$79,999	9.59%	11.07%	96.62
\$80,000 to \$89,999	8.44%	9.63%	105.6
\$90,000 to \$99,999	4.11%	4.35%	105.92
\$100,000 to \$249,999	7.58%	8.91%	117.53
\$125,000 to \$149,999	0.3%	0.44%	146.6
\$150,000 to \$199,999	1.03%	1.12%	108.84
\$200,000 to \$249,999	0.3%	0.16%	53.31
\$250,000 or more	0.39%	0.48%	124.38
Median Household	48,377	54,533	112.73
Average Household	63,968	71,053	111.08
Per Capita Household	29,607	32,259	108.96
Family/Non-Family Household			
Income			
Median Family Income	56,227	63,451	112.85
Average Family Income	71,793	80,041	111.49
Median Non-Family Income	30,976	35,582	114.87
Average Non-Family Income	41,098	46,794	113.86

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	68.48%	67.4%	98.42
Families with Children	23.38	22.01	94.14
Families without Children	45.1	45.59	101.08
Non-Family Households			
% Non-Family Households	31.52%	32.6%	103.43
Non-Families with Children	0.17	0.04	103.43
Non-Families without	31.35	32.56	103.87
Children			
Housing Units			
Total Housing Units	3,622	3,875	106.99%
Vacant percent	35.53%	35.41%	99.64
Owned percent	48.81%	48.39%	99.13
Rented Percent	15.65%	16.21%	103.53
Households by Size			
Avg household size	2.16	2.20	101.85%
Avg family hh size	2.64	2.74	103.79%
Avg non-family hh size	1.11	1.09	98.2%
Households By Count of			
Persons			
One	621	706	113.69%
Two	1,048	1,057	100.86%
Three or Four	567	616	108.64%
Five+	100	124	124%

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	3-7	7-10
	MILES	MILES	MILES
Foreign Born Pop	138	23	25
Northern Europe	24	4	4
Western Europe	33	6	6
Southern Europe	19	3	4
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	19	3	3
So. Central Asia	0	0	0
SE Asia	10	2	2
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3	3-7	7-10	
	MILES	MILES	MILES	
Eastern Africa	0	0	0	
Middle Africa	0	0	0	
Northern Africa	3	0	0	
Southern Africa	0	0	0	
Western Africa	0	0	0	
Other Africa	0	0	0	
Oceania	0	0	0	
Caribbean	9	2	2	
Central Amer.	15	2	3	
South America	0	0	0	
North America	6	1	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 anti-			
English only	4,499	1,906	1,026
Spanish	93	41	43
Other Indo-Euro	111	22	7
language			
French (incl. Patois,	35	7	2
Cajun)			
French Creole	0	0	0
Italian	3	1	0
Portuguese	11	2	1
German	35	7	2
Yiddish	0	0	0
Other West Germanic	2	0	0
A Scandinavian	0	0	0
Language			
Greek	10	2	1
Russian	3	1	0
Polish	12	2	1
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
		_	
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	_0

SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	3	1	1
Korean	11	6	3
Mon-Khmer,	0	0	0
Cambodian			
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	8	4	2
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	9	5	2
Other languages	3	0	0
Navajo	0	0	0
Other Native N.	0	0	0
American			
Hungarian	0	0	0
Arabic	3	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Reporting ancestry	3,620	1,560	858
Arab	3	2	1
Armenian	0	0	0
Austrian	2	1	0
British	6	3	2
Canadian	0	0	0
Croatian	2	0	0
Czech	10	5	3
Czechoslovak	2	0	0
Danish	25	11	6
Dutch	58	24	13
English	538	232	128
European	32	14	8
Finnish	0	0	0
French (not Basque)	87	38	21
French Canadian	18	7	4
German	439	189	104
Greek	7	3	2
Hungarian	4	2	1
Iranian	0	0	0

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	461	199	109
Italian	179	77	42
Lithuanian	2	1	1
Norwegian	10	5	3
Polish	87	37	20
Portuguese	2	1	0
Romanian	0	0	0
Russian	40	17	10
Scandinavian	9	4	2
Scotch-Irish	165	71	39
Scottish	78	34	19
Slovak	6	3	1
Subsaharan African	9	4	2
Swedish	20	8	5
Swiss	2	0	0
Ukrainian	5	2	1
US/American	726	313	172
Welsh	4	2	1
West Indian	0	0	0
Yugoslavian	0	0	0
Other	582	251	138

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

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

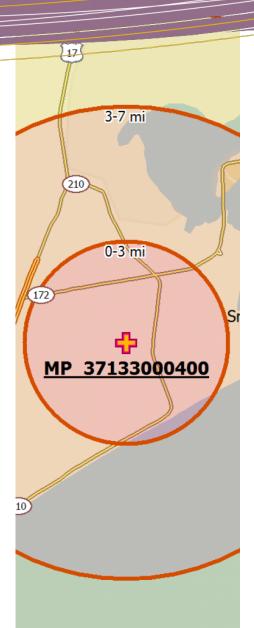
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In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically 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.



Love Vallev

Morven

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	2,335	100%	1,533	100%
AFFLUENT SUBURBIA	41	1.76%	28	1.83%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	41	1.76%	28	1.83%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	70	3%	47	3.07%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	70	3%	47	3.07%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	322	13.79%	207	13.5%
2nd City Homebodies	15	0.64%	11	0.72%
Prime Middle America	25	1.07%	16	1.04%
Urban Optimists	0	0%	0	0%
Family Convenience	282	12.08%	180	11.74%
Mid-Market Enterprise	0	0%	0	0%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,335	100%	1,533	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	476	20.39%	331	21.59%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	30	1.28%	19	1.24%
Professional Urbanites	262	11.22%	189	12.33%
Urban Advancement	130	5.57%	88	5.74%
Amer. Great Outdoors	54	2.31%	35	2.28%
Mature America	0	0%	0	0%
METRO FRINGE	526	22.53%	360	23.48%
Steadfast Conservative	526	22.53%	360	23.48%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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	2,335	100%	1,533	100%
REMOTE AMERICA	642	27.49%	388	25.31%
Hardy Rural Fam.	501	21.46%	305	19.9%
Rural Southern Living	141	6.04%	83	5.41%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	57	2.44%	42	2.74%
Young Cosmopolitans	3	0.13%	2	0.13%
Minority Metro Communities	54	2.31%	40	2.61%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	170	7.28%	112	7.31%
Industrious Country Living	149	6.38%	101	6.59%
America's Farmland	0	0%	0	0%
Comfy Country Living	11	0.47%	7	0.46%
Small Town Connections	2	0.09%	1	0.07%
Hinterland Fam.	8	0.34%	3	0.2%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,335	100%	1,533	100%
STRUGGLING SOCIETIES	1	0.04%	1	0.07%
Rugged Southern Style	1	0.04%	1	0.07%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	11	0.47%	8	0.52%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	11	0.47%	8	0.52%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	15	0.64%	9	0.59%
Military Family Life	15	0.64%	9	0.59%
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?

Mavodan



Potential Cultural Bridges

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

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

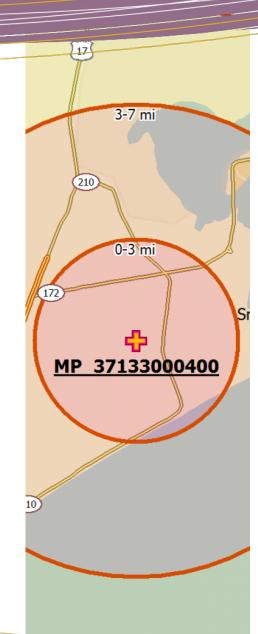
Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build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

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

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Lewiston Woodville

Prospect



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	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	77%	76%	76%
Use Comp. for Internet/E-mail	61%	61%	60%
Internet Use: E-Mail	49%	49%	49%
Use Comp. for Word Processing	40%	40%	39%
Use Comp. for Comp. Games	40%	39%	39%
Use Comp. for Shopping	34%	34%	34%
Use Comp. for Digital Camera	34%	33%	32%
Photo Editing			
Use Comp. for Banking	31%	31%	32%
Use Comp. for Education	30%	30%	30%
HH Owns DVD Player	29%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	25%	26%	27%
Internet Use: News/ Weather	25%	26%	26%
Use Comp. for News/Info./Data	22%	22%	21%
Service			
Use Comp. for Accounting	16%	16%	16%
PC-Network-HH Has One	16%	16%	16%
Use Comp. for Personal Financial	15%	14%	14%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Made A	12%	12%	13%
Purchase			
Internet Use: Shopping: Gathered	11%	11%	10%
Info. for Shopping			
Internet Use: Research/ Education	10%	10%	10%

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	3-7	7-10
	MILES	MILES	MILES
Listening To Music	65%	65%	65%
Dining Out (Not Fast	58%	58%	58%
Food)			
Reading Books	55%	54%	54%
Card Games	44%	43%	42%
Gardening	39%	37%	36%
Go To A Beach/Lake	36%	36%	35%
Cooking for Fun	34%	33%	34%
Board Games	33%	33%	33%
Photography	19%	19%	19%
Visit Museum	19%	19%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	70%	70%
Gen./Fam. Practitioner	42%	43%	42%
Dentist	29%	30%	29%
Backache	23%	23%	23%
Eye Dr.	22%	22%	22%
Hypertension/High Blood	21%	21%	21%
Pressure			
None Of These	19%	19%	18%
High Cholesterol	19%	19%	19%
Any Arthritis	18%	18%	18%
Acid Reflux Disease (GERD)	15%	16%	16%

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	3-7	7-10
	MILES	MILES	MILES
Concert	25.9%	26.51%	26.96%
Live Theater	20.23%	20.12%	19.61%
Live Theater Most Often	17.05%	16.75%	16.27%
Rock/Pop Concerts Most	11.38%	11.74%	11.9%
Often			
Dance Performance	7.97%	7.73%	7.42%
Country Concerts Most	7.64%	7.39%	7.52%
Often			
Movies: Action/Adventure	37.97%	38.03%	38.04%
Movies: Comedy	36.31%	36.83%	36.78%
Movies: Drama	19.82%	20%	20.53%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	18.99%	18.66%	18.46%
Movies: Romantic Comedy	18.68%	18.64%	18.61%
Movies: Mystery	16.14%	15.86%	16.24%
MLB Baseball Reg. Season	6.96%	6.81%	6.56%
College Football Reg.	6.36%	6.07%	5.94%
Season			
NFL Football Reg. Season	6.15%	6.21%	5.94%
College Basketball Reg.	4.01%	3.82%	3.79%
Season			
Auto Racing Events	2.87%	2.85%	2.62%
NBA Basketball Reg. Season	2.53%	2.57%	2.39%

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	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	42.25%	41.55%	40.51%
Swimming	34.76%	34.02%	34.09%
Freshwater Fishing	22.63%	21.57%	21.95%
Bowling	21.54%	21.33%	21.14%
Camping Trips	18.94%	18.26%	17.63%
Billiards/Pool	17.93%	17.83%	18.01%
Hunting	14.22%	13.31%	12.7%
Mountain/Road Biking	14.17%	13.72%	13.31%
Weight Training	13.9%	14.12%	13.95%
Basketball	13.48%	12.94%	12.82%
Golf	13.4%	12.89%	12.5%
Jogging/Running	13.21%	12.63%	12.1%
Using Cardio Machine	12.67%	12.66%	12.34%
Stationary Cycling	12.16%	12.2%	11.94%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Power Boating	11.35%	10.4%	9.91%
Target Shooting	10.32%	9.72%	9.42%
Canoeing/Kayaking	9.71%	8.71%	8.02%
Backpacking/Hiking	9.49%	9.17%	8.69%
Baseball	9.29%	9.22%	9.37%
Saltwater Fishing	8.97%	8.69%	8.77%
Aerobics	8.87%	9%	8.81%
Softball	8.34%	7.82%	7.42%
Volleyball	8.12%	8.15%	7.9%
Football	7.87%	8.02%	8.49%
Horseback Riding	7.49%	7.1%	6.97%
Motorcycling	6.57%	6.45%	6.35%
Yoga	6.44%	6.41%	6.21%
Soccer	6.26%	6.28%	6.15%

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	3-7	7-10
	MILES	MILES	MILES
Archery	5.46%	5.23%	4.99%
Tennis	5.41%	5.55%	5.45%
Water Skiing	5.23%	4.95%	4.6%
Ice Skating	5.02%	4.74%	4.34%
Roller Skating	5.01%	4.88%	4.6%
Fly Fishing	4.97%	4.94%	5.07%
Downhill & X-Country Skiing	4.39%	4.21%	3.94%
J	3.95%	3.68%	3.34%
Snowmobiling			
Snorkeling	3.82%	3.6%	3.37%
Sailing	3.8%	3.58%	3.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	3.8%	3.75%	3.54%
Racquetball	3.34%	3.52%	3.49%
Auto Racing	3.32%	3.01%	2.72%
Skateboarding	2.93%	2.81%	2.6%
Hockey	2.74%	2.87%	2.66%
Rowing	2.73%	2.52%	2.43%
Martial Arts	2.68%	2.72%	2.48%
Snowboarding	2.66%	2.62%	2.42%
Rock Climbing	2.63%	2.51%	2.32%
Surfing & Windsurfing	1.98%	1.94%	1.81%

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

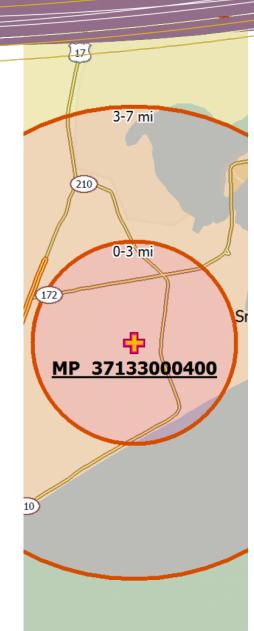
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear,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

ECCLESIAL BARRIERS

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

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

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Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

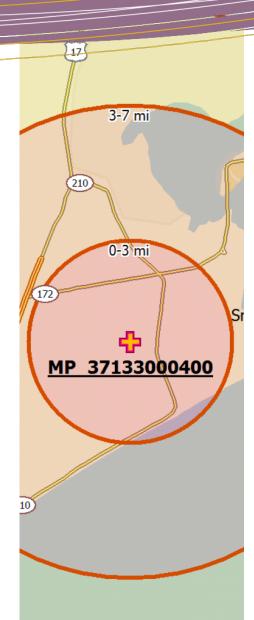
Unreached People Group

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

Mineral Springs Robbinsville Rowland Rich Square

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Claremont



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.

Harkers Island

BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES
Important Continue Learning New Things	49%	49%	48%
Find It Difficult To Say No To My Kids	38%	38%	38%
Speak My Mind Even If It Upsets People	34%	35%	35%
Woman's Place Is In The Home	34%	34%	34%
Prefer To Have Few Possessions As Possible	32%	32%	31%
Like Control Over People And Resources	32%	32%	33%
Like To Do Unconventional Things	31%	32%	32%
Money Is Best Measure Of Success	28%	28%	28%
Don't Judge People/Way They Live Life	27%	27%	27%
If Won Lottery Would Never Work Again	26%	27%	26%
Friends More Important Than My Fam.	24%	24%	24%
Too Much Sponsorship In Arts/Sports	20%	20%	20%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	19%	19%	19%
Marijuana Should Be Legalized	18%	18%	18%
Like To Pursue	17%	17%	17%
Challenge/Novelty/Change			
Rarely Sit Down to a Meal	17%	17%	17%
Together At Home			
Only Work Current Job for The	15%	15%	15%
Money			
I Am A Workaholic	14%	14%	14%
We Should Strive for Equality for	11%	12%	12%
All			
Happy With My Standard Of Living	11%	11%	11%
On Whole People Get What They	10%	10%	10%
Deserve			
Indulge My Kids With The Little	9%	8%	8%
Extras			
Little I Can Do To Change My Life	7%	8%	7%
•	E 0/	E 0/	E0/
Willing To Give Up Time With Fam. To Advance	5%	5%	5%

Potential Cultural Themes

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

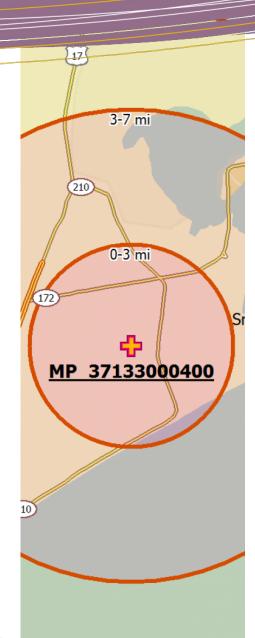
Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so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

Oxford

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Black Creek

Conover



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.

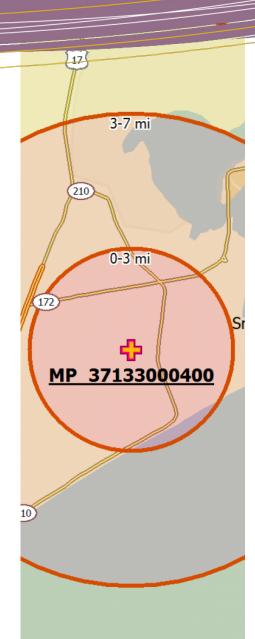
THEMES	0-3	3-7	7-10
	MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	62%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	36%	37%	38%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	33%	32%	32%
Prefer To Have Few Possessions As Possible	32%	32%	31%
Important To Juggle Various Tasks	30%	30%	30%
Good At Fixing Things	27%	27%	25%
Have Keen Sense Of Adventure	25%	25%	25%
People Have To Take Me As They Find Me	22%	22%	22%
Like To Just Enjoy Life	22%	22%	21%
Consider Myself Interested In The Arts	18%	18%	17%

Boardman

TUESES			- 10
THEMES	0-3	3-7	7-10
	MILES	MILES	MILES
Is An Important Part Of Who I Am	16%	17%	16%
Real Men Don't Cry	16%	16%	16%
Worried About Pollution Caused By Cars	15%	15%	15%
Looking for New Ideas To Improve Home	15%	15%	15%
Try Not To Worry About The Future	13%	13%	13%
Enjoy Spending Time With My Fam.	10%	11%	11%
Provide My Kids With The Little Extras	10%	10%	10%
Decor Particular Interest To Me	5%	5%	4%
Feel Very Alone In The World	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	4%
Like Spending Most Time With Fam.	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	2%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.59%	84.37%	84.08%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.44%	83.21%	82.98%
Houses-Visit Any			
McDonald's	58.14%	57.67%	57.65%
Burger King	36.68%	36.24%	35.81%
Subway	31.53%	31%	30.68%
Wendy's	28.52%	28.61%	29.04%
Applebee's	28%	28.77%	29.39%
Taco Bell	26.98%	26.93%	27.25%
Kentucky Fried Chicken (KFC)	24.97%	25.03%	25.34%
Arby's	23.66%	23.63%	23.3%
Pizza Hut	20.98%	21.42%	21.49%
Olive Garden	19.49%	19.79%	20.03%

Chocowinity

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	18.55%	17.82%	17.48%
Cracker Barrel	16.38%	16.33%	16.86%
Red Lobster	15.82%	15.79%	15.71%
Outback Steakhouse	14.06%	13.72%	13.93%
Sonic	13.59%	13.22%	13.94%
IHOP (International House Of	12.58%	12.66%	12.68%
Pancakes)			
Chick-Fil-A	11.82%	11.85%	12.41%
Denny's	11.47%	11.48%	11.05%
Domino's Pizza	11.22%	11.37%	11.36%
Chili's Grill and Bar	10.85%	10.94%	11.25%
Golden Corral	10.3%	10.47%	10.79%
Ruby Tuesday	10.18%	9.98%	10.59%

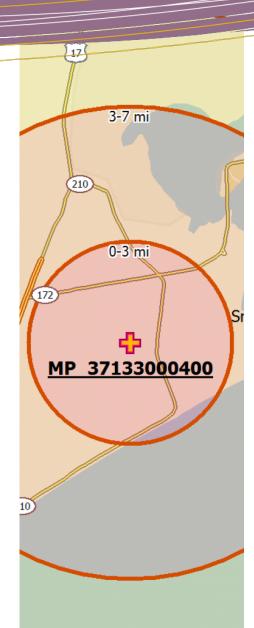
Potential Shared Projects

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!

East Rockingham Newton Grove New London



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	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.22%	48.11%	46.8%
Recycled products	37.45%	37.27%	36.05%
Worked as volunteer (non political)	18.08%	18.04%	17.5%
Engaged in fund raising	10.92%	11.15%	10.82%
Religious club member	7.51%	7.59%	7.51%
Wrote to elected offcl about publ bus	6.34%	6.23%	5.97%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.14%	6.12%	5.9%
newspaper			
Union member	6.08%	5.94%	5.64%
Addressed a public meeting	5.51%	5.45%	5.37%
Charitable Organization	5.46%	5.54%	5.41%
Church Board	5.28%	5.26%	5.19%
Fraternal order member	5.25%	5.2%	5.01%

Communication Media Content

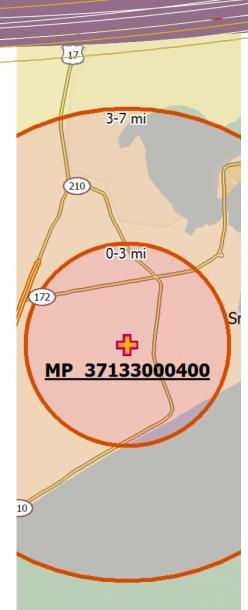
Carolina Shores

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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.

Mount Olive



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	3-7	7-10
	MILES	MILES	MILES
Novel	17.44%	17.23%	16.86%
Children's Books	12.74%	12.65%	12.61%
Mystery	12.48%	12.37%	12.48%
Cookbooks	10.72%	10.94%	10.93%
Religious (not Bibles)	8.93%	8.94%	8.98%
History	7.47%	7.32%	7.21%
Romance	7.27%	7.28%	7.39%
Personal/Business	6.81%	6.87%	6.65%
Self-help			
Biography	6.33%	6.23%	6.03%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.7%	66.95%	65.8%
Gen. Editorial	45.66%	45.51%	45.41%
Womens	39.35%	39.53%	39.32%
Service	36.88%	36.42%	36.27%
Mens	16.7%	17.17%	16.98%
Business/Finance	15.95%	16.01%	15.9%
Fishing/Hunting	15.84%	15.29%	15.02%
Mature Market	14.74%	14.5%	14.4%
Automotive	13.9%	13.99%	13.7%

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	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.09%	57.78%	57.1%
Classified	35.67%	35.51%	35.38%
Editorial Page	33.51%	33.21%	32.89%
Sport	33.34%	33.45%	33.05%
Business/Finance	29.89%	29.58%	28.87%
Comics	29.11%	29.03%	28.89%
Food/Cooking	26.4%	26.3%	26.27%
TV/Radio Listings	25.98%	26.04%	25.8%
Movie Listings & Reviews	25.59%	25.55%	24.95%
Home/Gardening	22.86%	22.82%	22.32%
Travel	20.29%	20.3%	19.79%
Science/Technology	18.47%	18.34%	17.69%
Fashion	13.25%	13.42%	13.36%

Castle Havne

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.23%	27.36%	27.46%
Adult Contemporary	18.96%	18.89%	18.52%
CHR Contemp Hit Radio	16.31%	17.03%	16.88%
Rock	12.65%	12.78%	12.27%
News/Talk	11.64%	11.5%	10.93%
Classic Rock	11.08%	11.14%	10.84%
Oldies	11.02%	11%	10.75%
Alternative	8.97%	8.87%	8.49%
Urban Contemporary	7.64%	8.53%	9.15%
Variety	6.92%	7.21%	6.98%
Religious	6.51%	6.34%	6.29%
Soft Contemporary	5.29%	5.46%	5.41%
All News	4.35%	4.36%	4.27%
All Talk	4.3%	3.94%	3.72%
Sports	3.58%	3.67%	3.56%
Classic Hits	3.54%	3.65%	3.62%
Adult Standards	3.46%	3.31%	3.26%
Jazz	3.28%	3.38%	3.36%

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

Hobgood

Catawba

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	66.93%	66.43%	65.66%
Satellite Dish	52.67%	51.77%	51.15%
Soapnet	50.83%	51.37%	51.57%
Other Video-On-Demand	42.2%	40.94%	40.36%
Sci-Fi Channel	38.28%	37.55%	36.62%
Adult Pay Per View TV	37.27%	36.63%	36.2%
MSNBC	34.71%	34.35%	33.88%
Comedy Central	32.5%	32.52%	32.48%
Nickelodeon	29.71%	29.58%	29.09%
Adult Swim	29.66%	29.93%	29.51%
TV Info From Sunday TV	29.31%	29.61%	29.95%
Magazine			
Subscribe Digital Cable	29.19%	29.55%	29.09%

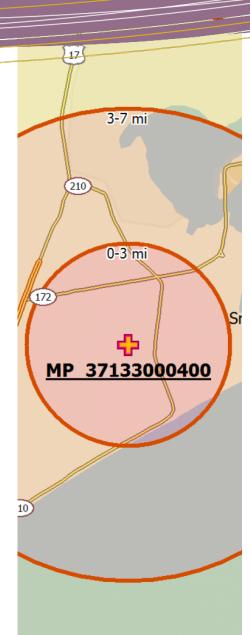
MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	26.75%	26.06%	25.66%
TV Info From Newspapers	26.41%	25.89%	25.7%
BET (Black Entertainment	26.16%	24.95%	24.11%
TV)			
USA Network	26.16%	26.12%	25.86%
The Golf Channel	24.5%	24.39%	23.9%
TCM (Turner Classic	24.33%	24.53%	24.79%
Movies)			
Hallmark Channel	23.98%	23.86%	23.56%
TV Info From Monthly Cable	23.57%	23.7%	23.93%
Guide			
ESPN2	23.4%	23.42%	23.43%
ABC Fam.	22.29%	22.54%	22.32%
ESPN Classic	20.67%	20.81%	20.69%
Lifetime	20.29%	19.65%	18.98%

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	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.2%	20.04%	19.9%
Medium Users (4-6)	11.41%	11.39%	11.09%
Light Users (1-3)	20.13%	20.28%	19.8%
Quintiles (20%)			
Newspaper I (Heavy)	1.27%	1.29%	1.27%
Newspaper II	1.27%	1.41%	1.44%
Newspaper III	2.17%	2.1%	2.01%
Newspaper IV	0.57%	0.64%	0.66%
Newspaper V (Light)	1.02%	1.02%	1.06%

0-3	3-7	7-10
MILES	MILES	MILES
18.19%	17.97%	18.22%
7.65%	7.57%	7.65%
8.41%	8.47%	8.7%
10.76%	10.8%	11.07%
0.17%	0.19%	0.26%
5.91%	6.14%	5.94%
1.85%	1.9%	1.89%
2.46%	2.61%	2.73%
16.3%	16.25%	16.31%
26.94%	27.42%	27.26%
15.48%	16.08%	16.45%
4.97%	5.65%	6.02%
3.82%	4.12%	4.16%
22.33%	22.19%	22.29%
2.5%	3.1%	3.25%
	MILES 18.19% 7.65% 8.41% 10.76% 0.17% 5.91% 1.85% 2.46% 16.3% 26.94% 15.48% 4.97% 3.82% 22.33%	MILES MILES 18.19% 17.97% 7.65% 7.57% 8.41% 8.47% 10.76% 10.8% 0.17% 0.19% 5.91% 6.14% 1.85% 1.9% 2.46% 2.61% 16.3% 16.25% 26.94% 27.42% 15.48% 16.08% 4.97% 5.65% 3.82% 4.12% 22.33% 22.19%

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	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.38%	3.44%	3.36%
Drive Time III (Medium)	1.14%	1.07%	0.97%
Radio IV & V (Light)	2.08%	2.16%	2.05%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	7.42%	7.4%	7.86%
Radio III (Medium)	4.81%	4.7%	4.57%
Radio IV & V (Light)	3.21%	2.95%	2.93%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	11.03%	10.85%	10.7%
Cable III (Medium)	3.14%	3.11%	3.17%
Cable IV & V (Light)	34.66%	33.93%	33.68%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
TV Prime Time Quntiles (fifths /			
20%)			
Prime Time I & II (Heavy)	3.4%	3.41%	3.4%
Prime Time III (Medium)	2.54%	2.56%	2.61%
Prime Time IV & V (Light)	5.59%	5.56%	6.13%
TV Early/Late Fringe Quntiles			
(fifths / 20%)			
Fringe I & II (Heavy)	40.58%	40.45%	40.53%
Fringe III (Medium)	53.1%	53.36%	53.48%
Fringe IV (Light)	55.56%	55.25%	55.26%
TV All Day Quntiles (fifths /			
20%)			
All Day I & II (Heavy)	11.55%	11.89%	11.82%
All Day III (Medium)	23.25%	23.51%	23.41%
All Day IV (Light)	11.7%	12.7%	13.04%

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	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.87%	14.71%	14.64%
6:00am - 10:00am	15.45%	15.32%	15.16%
10:00am - 3:00pm	5.54%	5.21%	5.24%
3:00pm - 7:00pm	14.38%	14.1%	13.79%
7:00pm - Midnight	14.82%	14.42%	14.27%
Midnight - 6:00am	5.81%	5.73%	5.75%
Weekend Radio			
Listeners			
Dayparts [summary]	15.05%	15.05%	15.04%
6:00am - 10:00am	4.26%	4.23%	4.43%
10:00am-3:00pm	4.94%	4.76%	4.6%
3:00pm - 7:00pm	6.7%	6.75%	6.76%
7:00pm - Midnight	8.95%	9.29%	9.57%
Midnight - 6:00am	12.18%	12.21%	12.58%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.21%	7.04%	6.85%
Saturday: 8:00-11:00pm	8.42%	8.52%	8.84%
Sunday: 7:00-11:00pm	9.31%	9.05%	9.14%
9:00am-1:00pm	26.75%	26.06%	25.66%
9:00am-4:00pm	30.71%	29.94%	29.57%
4:00pm-7:00pm	29.9%	29.95%	29.64%
11:00pm-1:00am	42.7%	42.29%	41.78%
AVG Prime time	2.29%	2.23%	2.23%
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	3-7	7-10
	MILES	MILES	MILES
Weekday			
6-7am	16.25%	16.4%	16.56%
7-9am	23.4%	23.42%	23.43%
9am-12noon	23.18%	22.48%	21.98%
12noon-4pm	7.53%	7.45%	7.58%
4-6pm	44.16%	44.9%	44.43%
6-7pm	20.92%	20.59%	20.12%
7-7:30pm	1.74%	1.59%	1.45%
7:30-8pm	11.02%	10.77%	10.59%
8-11pm	7.21%	7.04%	6.85%
11pm-12am	34.71%	34.35%	33.88%
11pm-1am	42.7%	42.29%	41.78%
1-6am	31.53%	30.86%	30.1%

TV VIEWERS	0-3	3-7	7-10
	MILES	MILES	MILES
Weekend			
Sat: 7-10am	17.68%	17.9%	18.14%
Sat: 10am-1pm	8.06%	8%	8.1%
Sat: 1-4pm	23.91%	24.76%	25.15%
Sat: 4-6pm	6.83%	6.96%	7.06%
Sat: 6-7pm	2.13%	2.24%	2.19%
Sat: 7-8pm	0.85%	0.75%	0.69%
Sat: 8-11pm	8.42%	8.52%	8.84%
Sat: 11pm-1am	4.58%	4.39%	4.44%
Sat: 1am-7pm	26.16%	26.12%	25.86%
Sun: 7-10am	1.76%	1.91%	1.94%
Sun: 10am-1pm	6.29%	6.56%	6.64%
Sun: 1-4pm	5.96%	5.81%	6.13%
Sun: 4-7pm	12.37%	12.2%	12.21%
Sun: 7-11pm	9.31%	9.05%	9.14%
Sun: 11pm-1am	4.36%	4.38%	4.58%
Sun: 1-7am	19.99%	20.01%	20.27%

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.

Tobaccoville

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

Oxford

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction.

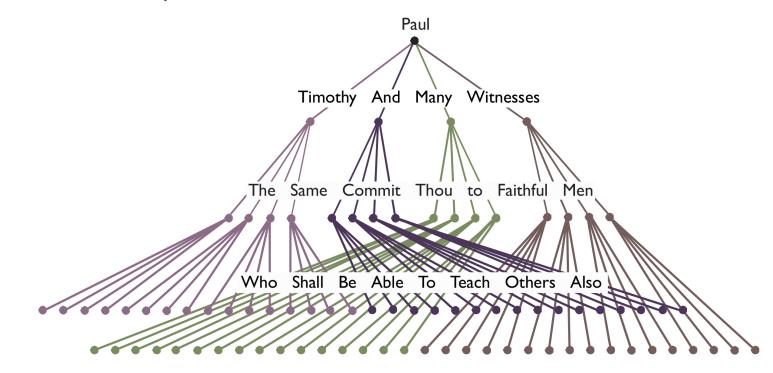
Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

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

Washington Park

Missional Multiplication Principle 2nd Timothy 2:2

Skippers Corner

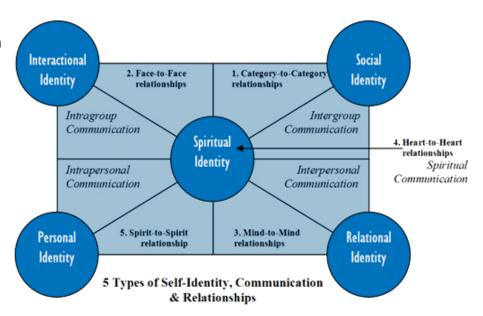


Establishing Redemptive Relationships

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

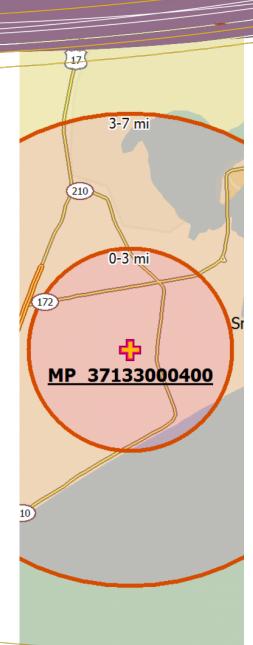
The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers).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

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

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

Grover

Mooresboro



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	WDCHD AVC	IICM CCD
		ADDRESS	DISTANCE	WRSHP AVG	
1	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	1.66 mi	228	Insufficient Data
2	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	2.30 mi	70	Growing
3	Surf City - Surf City	304 Wilmington Ave Surf City, NC 28445	8.41 mi	157	Insufficient Data
4	The Isle of Topsail Church - Surf City	110 N River Dr Surf City, NC 28445	8.49 mi	0	Insufficient Data
5	Providence	406 E Ocean Rd Holly Ridge, NC 28445	8.49 mi	175	Plateauing
6	Barlow Vista - Hampstead	22340 US Highway 17 N Hampstead, NC 28443	13.33 mi	191	Plateauing
7	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	13.79 mi	405	Plateauing
8	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	14.37 mi	128	Growing
9	Midville	10 East Dr Jacksonville, NC 28546	14.65 mi	44	Declining
10	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	14.78 mi	0	Insufficient Data
11	New Life	49 Village Dr Jacksonville, NC 28546	14.98 mi	203	Growing
12	New River	1310 Hargett St Jacksonville, NC 28540	15.24 mi	81	Growing
13	Galilee	1522 Burgaw Hwy Jacksonville, NC 28540	15.37 mi	40	Growing
14	Maple Hill	4501 NC Highway 50 Maple Hill, NC 28454	15.55 mi	43	Plateauing
15	Blue Creek	1251 Burgaw Hwy Jacksonville, NC 28540	15.65 mi	168	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DICTANCE	WDOLID AVO	HOM COD
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	15.67 mi	205	Declining
17	Calvary	122 Thompson St Jacksonville, NC 28540	16.12 mi	38	Insufficient Data
18	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	16.46 mi	344	Growing
19	Korean	99 University Dr Jacksonville, NC 28546	16.78 mi	37	Plateauing
20	Harris Creek	108 Harris Creek Rd Jacksonville, NC 28540	16.80 mi	217	Growing
21	Topsail - Hampstead	18885 US Highway 17 N Hampstead, NC 28443	16.87 mi	69	Plateauing
22	Brookwood	903 Henderson Dr Jacksonville, NC 28540	16.96 mi	157	Declining
23	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	17.54 mi	232	Declining
24	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	17.96 mi	1,038	Growing
25	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	18.73 mi	119	Plateauing
26	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	19.48 mi	180	Growing
27	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	19.59 mi	378	Plateauing
28	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	19.77 mi	197	Growing
29	Hampstead - Hampstead	67 Factory Rd Hampstead, NC 28443	20.50 mi	193	Growing
30	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	20.85 mi	504	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	AVG	IICM CGR
31	Bethany	1077 Nine Mile Rd Richlands, NC 28574	20.87 mi	214	Growing
32	Bethel	173 Briarneck Rd Jacksonville, NC 28540	21.57 mi	49	Growing
33	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	22.42 mi	479	Growing
34	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	22.58 mi	0	Insufficient Data
35	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	23.29 mi	91	Declining
36	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	23.39 mi	98	Growing
37	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	24.97 mi	22	Insufficient Data
38	Scotts Hill - Wilmington	185 Scotts Hill Loop Rd Wilmington, NC 28411	25.09 mi	1,373	Growing
39	Rileys Creek - Rocky Point	19845 NC Highway 210 Rocky Point, NC 28457	26.41 mi	125	Insufficient Data
40	Rocky Point - Rocky Point	50 Porters Lane Rd Rocky Point, NC 28457	26.41 mi	47	Declining
41	Richlands FBC	100 Rand St Richlands, NC 28574	27.09 mi	255	Declining
42	Sharon - Chinquapin	2775 S NC 41 50 Hwy Chinquapin, NC 28521	27.30 mi	114	Plateauing
43	Shiloh - Chinquapin	4601 S NC 50 Hwy Chinquapin, NC 28521	27.30 mi	121	Growing
44	Memorial	904 Main St Maysville, NC 28555	27.31 mi	60	Growing
45	Mount Holly - Burgaw	5551 US Highway 117 N Burgaw, NC 28425	27.51 mi	55	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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