

MissionSite

top unreached locations



HUBERT, NC

CENSUS TRACT: 37133000500

REGION: Region 2: Central Coast

COUNTY: Onslow

SITESCAPE: Countryside

DENSITY PATTERN: E1



In partnership with the:



Intercultural Institute
for Contextual Ministry



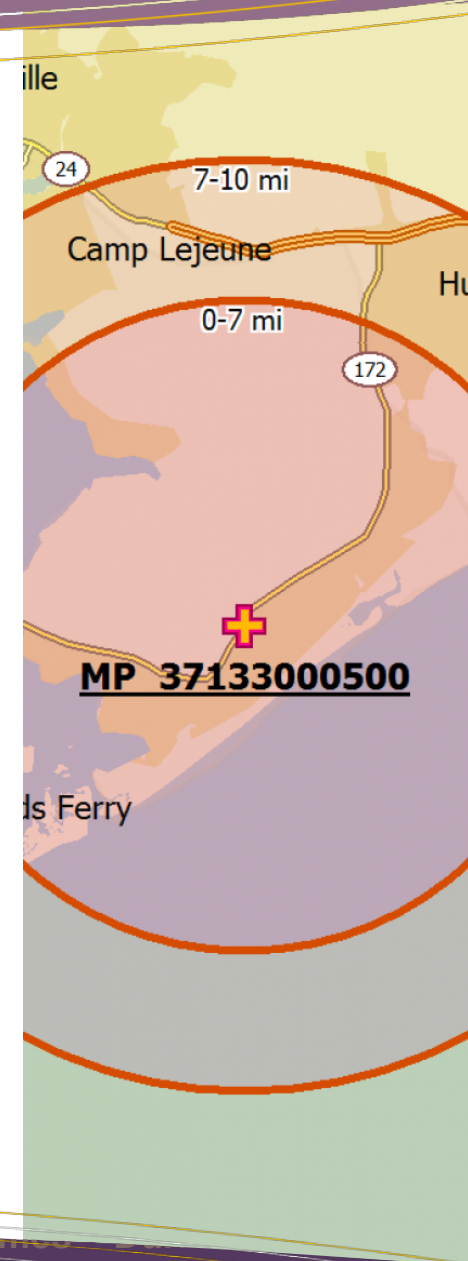
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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37133	Onslow
4	Zipcode	28539	Onslow
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	E1	2500-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	76,879	42,479	45,365
2010 Households	20,112	15,194	18,185
2010 Group Quarters Population	23,662	5,916	1,843

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	24	24
Language Diversity National Index	63	65	36
Foreign Born Diversity National Index	44	63	59
Ancestry Diversity National Index	70	60	64
Racial Diversity National Index	46	47	38

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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	907	4.51%
Mainstay Communities	Established, Diverse Households	4,642	23.08%
Working Communities	Blue-collar, Working Families	3,373	16.77%
Country Communities	Rural, Agri. & Mining Families	2,632	13.09%
Aspiring Communities	Young Singles / Aspiring-Multihousing	6,174	30.7%
Urban Communities	High Density, Inner-city Neighborhoods	2,383	11.85%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	38,600	13,138	34.04%
Unreached %	65.75%	65.33%	99.36
Religious But NOT Evangelical HH	9,399	3,169	33.72%
Religious But NOT Evangelical %	16.01%	15.76%	98.43
Spiritual But NOT Relig or Evang HH	5,946	1,733	29.15%
Spiritual But NOT Relig or Evang %	10.13%	8.62%	85.08
Not Evangelical, Not Interested HH	23,790	8,645	36.34%
Not Evangelical, Not Interested %	40.52%	42.98%	106.07



Earl Garner Jamesville Cedar Rock Atkinson Bermuda Run Boiling Springs James City Indian Trail BU Prospect Dover Columbus Hays Cherryville Pine Knoll Shores Lake Lure Stedman Princeton Aurora Beach Bakersville Maysville Kittrell Spencer Mountain Falcon Seagrove Godwin Bre Raemon Murphy Wingate Kannapolis Southern Shores Kelford Holden Beach Gibson Tarboro Troy ee mee Walnut Creek Bayboro Etowah Spruce Pine Everetts Marvin Henderson Bethlehem Duck Rex

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	31	1	3.23%
Active BCNC Attenders	6,004	405	6.75%
Active Evangelical Households	5,673	297	5.24%
Active Evangelical Percent	9.66%	9.37%	96.94
Inactive Evangelical Households	14,435	756	5.24%
Inactive Evangelical Percent	24.59%	23.83%	96.92
# New Churches Needed	0	1	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 P AVG	IICM CGR	CHURCHES	DIST.	WRSH P AVG	IICM CGR
1 Enon Chapel	1.52 mi	405	Plateauing	16 Victory	10.12 mi	128	Growing
2 Midville	4.18 mi	44	Declining	17 Blue Creek	10.71 mi	168	Plateauing
3 Centerview	4.61 mi	344	Growing	18 Galilee	11.04 mi	40	Growing
4 New Life	5.41 mi	203	Growing	19 Tar Landing	12.19 mi	232	Declining
5 Grants Creek	5.84 mi	197	Growing	20 Salem	12.29 mi	228	Insufficient Data
6 Korean	6.87 mi	37	Plateauing	21 Bethlehem	12.61 mi	504	Plateauing
7 Bear Creek	7.09 mi	205	Declining	22 Peletier First Missionary - Cape Carteret	12.66 mi	91	Declining
8 New River	7.19 mi	81	Growing	23 Cape Carteret - Cape Carteret	13.18 mi	479	Growing
9 Piney Grove	7.29 mi	119	Plateauing	24 Memorial	13.54 mi	60	Growing
10 Calvary	7.61 mi	38	Insufficient Data	25 Maysville FBC	14.22 mi	169	Plateauing
11 Kellum	7.76 mi	180	Growing	26 Emerald Isle - Emerald Isle	14.29 mi	0	Insufficient Data
12 Seeking Jacksonville	7.91 mi	0	Insufficient Data	27 Cornerstone Gospel Baptist Church	15.43 mi	22	Insufficient Data
13 Brookwood	8.84 mi	157	Declining	28 Rock Creek	15.50 mi	98	Growing
14 Jacksonville FBC	9.67 mi	1,038	Growing	29 North Topsail Shores	15.52 mi	70	Growing
15 Swansboro FBC	9.72 mi	378	Plateauing	30 Bethel	15.54 mi	49	Growing

Using the Spirituality Indicators

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

Issues for Your Consideration

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

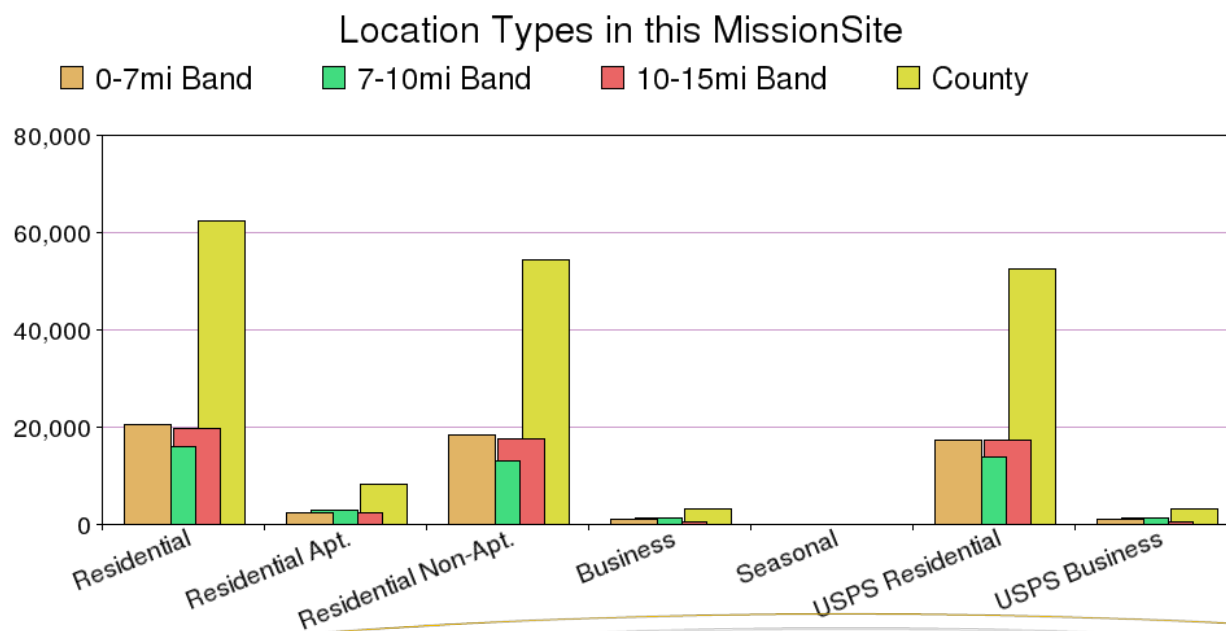


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	149,837	67,158	44.82%
2000 Population	150,355	66,269	44.08%
2010 Population	177,779	76,879	43.24%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	40,658	14,786	36.37%
2000 Households	48,122	17,724	36.83%
2010 Households	58,708	20,112	34.26%



Location Type	0-7mi Band
Residential	20,615
Residential Apt.	2,286
Residential Non-Apt.	18,329
Business	969
Seasonal	0
USPS Residential	17,433
USPS Business	1,007

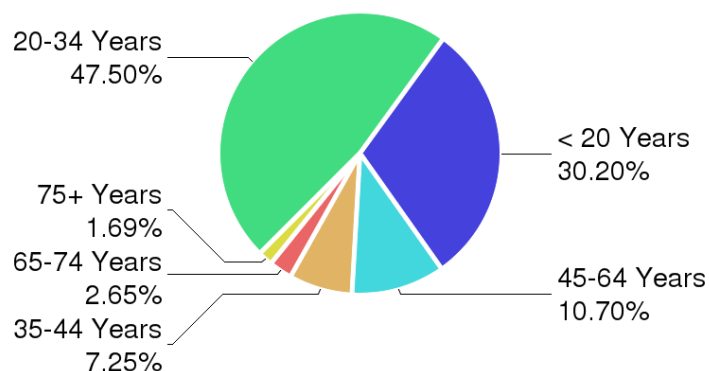
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	9.44%	110.8
4-5 Years	3.15%	2.89%	91.75
6-8 Years	4.31%	4.05%	93.97
9-11 Years	3.62%	3.2%	88.4
12-13 Years	2.13%	1.82%	85.45
14-17 Years	5.45%	5.12%	93.94
18-19 Years	2.7%	3.68%	136.3
0-5 Years	11.67%	12.32%	105.57
6-12 Years	9.01%	8.2%	91.01
13-19 Years	9.21%	9.68%	105.1
< 20 Years	29.89%	30.2%	101.04
20-34 Years	37.86%	47.5%	125.46
35-44 Years	8.9%	7.25%	81.46
45-64 Years	15.9%	10.7%	67.3
65-74 Years	4.46%	2.65%	59.42
75+ Years	3%	1.69%	56.33
Median Age	26	27	106.39
Median Age (Male)	24	27	108.62
Median Age (Female)	28	28	100.92

Age Group Percentages

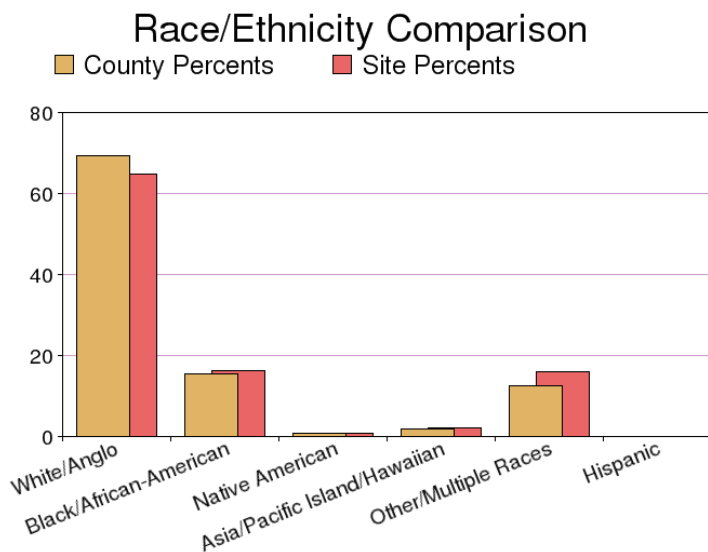


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.39%	64.83%	93.42
Black, African-American	15.44%	16.2%	104.9
Native American	0.74%	0.84%	112.21
Asian	1.72%	1.98%	115.24
Pacific Island, Hawaiian	0.19%	0.21%	109.61
Other/Multiple Races	12.51%	15.95%	127.44
Hispanic	0%	9.74%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	33,324	
Less than 9th Grade	3.71%	2.18%	170.42
No High School Diploma	7.24%	5.2%	139.16
High School Graduate	31.21%	30.48%	102.39
Some College, no degree	30.35%	33.63%	90.25
Associate Degree	9.55%	10.04%	95.06
College Degree	12.91%	13.55%	95.27
Graduate/Prof. degree	5.04%	4.92%	102.39

Current Demographic Summary

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

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

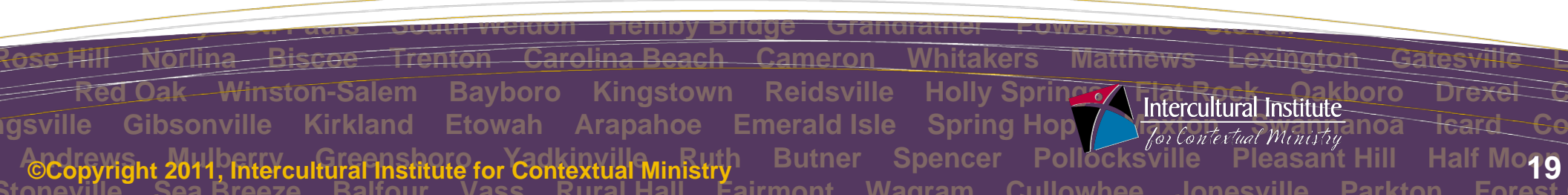
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	6.95%	5.03%	82.38
\$10,000 to \$19,999	11.78%	12.67%	107.59
\$20,000 to \$29,999	12.55%	14.13%	112.6
\$30,000 to \$49,999	24.16%	26.86%	111.18
\$50,000 to \$59,999	10.25%	9.24%	90.2
\$60,000 to \$69,999	7.62%	8.04%	105.48
\$70,000 to \$79,999	6.44%	5.98%	92.85
\$80,000 to \$89,999	4.82%	4.07%	84.37
\$90,000 to \$99,999	3.09%	2.52%	81.68
\$100,000 to \$124,999	6.31%	5.78%	91.58
\$125,000 to \$149,999	2.71%	2.96%	109.17
\$150,000 to \$199,999	2.42%	2.24%	92.31
\$200,000 to \$249,999	0.41%	0.25%	62.29
\$250,000 or more	0.5%	0.22%	43.69
Median Household	44,398	45,049	101.47
Average Household	57,374	57,517	100.25
Per Capita Household	22,350	15,474	69.23
Family/Non-Family Household Income			
Median Family Income	50,862	49,320	96.97
Average Family Income	64,268	62,642	97.47
Median Non-Family Income	29,109	32,103	110.29
Average Non-Family Income	37,930	41,257	108.77

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	73.82%	77.88%	105.5
Families with Children	41.32%	48.11%	116.43
Families without Children	32.5%	29.77%	91.6
Non-Family Households			
% Non-Family Households	26.18%	22.12%	84.49
Non-Families with Children	0.11	0.06	56.64
Non-Families without Children	26.06	22.05	84.61
Housing Units			
			Index
Total Housing Units	69,294	22,313	
Vacant percent	15.28%	9.86%	64.57
Owned percent	51.54%	45.76%	88.78%
Rented Percent	33.18%	44.38%	133.73
Households by Size			
			Index
Avg household size	2.49	2.65	106.43
Avg family hh size	2.99	3.07	102.68
Avg non-family hh size	1.09	1.16	106.42
Households By Count of Persons			
			Percent
One	12,809	3,635	28.38%
Two	20,827	6,670	32.03%
Three or Four	20,876	8,105	38.82%
Five+	4,196	1,702	40.56%



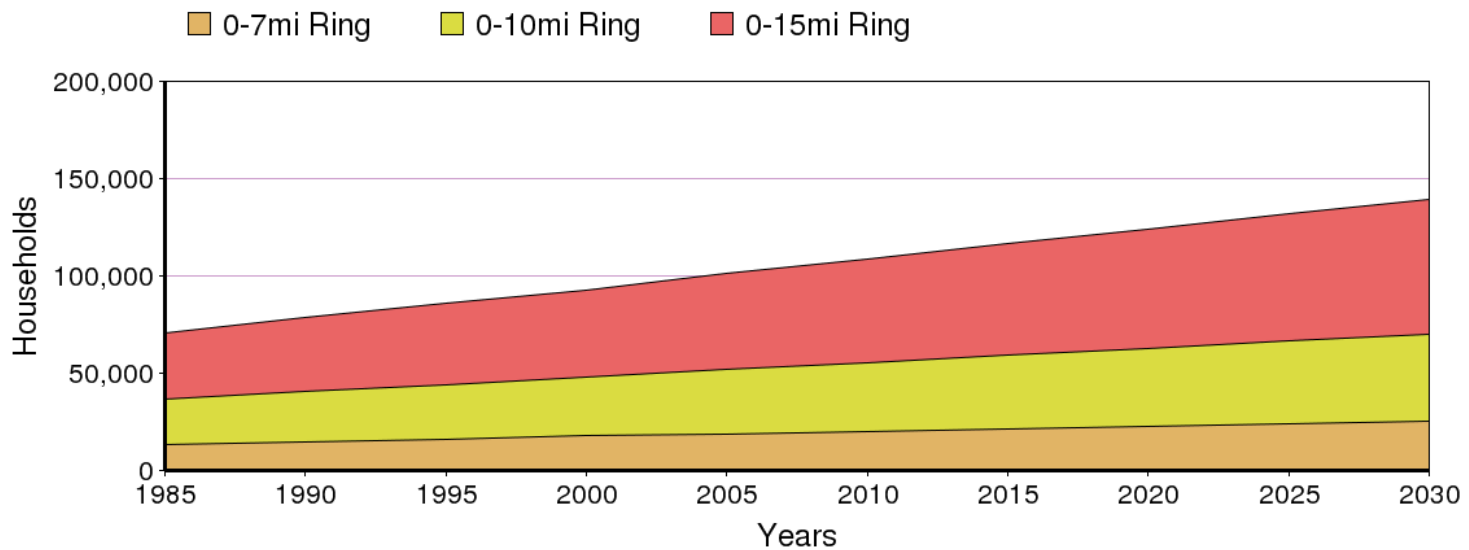
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	149,837	67,158	44.82%
2000 Population	150,355	66,269	44.08%
2010 Population	177,779	76,879	43.24%
2015 Population	201,281	87,553	43.5%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	40,658	14,786	36.37%
2000 Households	48,122	17,724	36.83%
2010 Households	58,708	20,112	34.26%
2015 Households	63,803	21,602	33.86%

Household Change from 1985 to 2030



Mineral Springs Connelly Springs Stovall Harrisburg Cape Carteret Ocracoke Pembroke Centerville Hoe
 Spencer Nashville Goldsboro Forest Oaks Conover Mount Gilead Apex Jamlet Salemburg Raeford G
 Carrboro Mebane Wanchese Drexel Vann Crossroads Stonewall Boardn
 Parmele Bunn Rosman Lattimore Etowah Oak City Princeville Badin Winterville East Bend Blak
 Forest Hills James City Beulaville Mulberry Sedalia Forest City Bent Creek Rose Hill Hillsborough

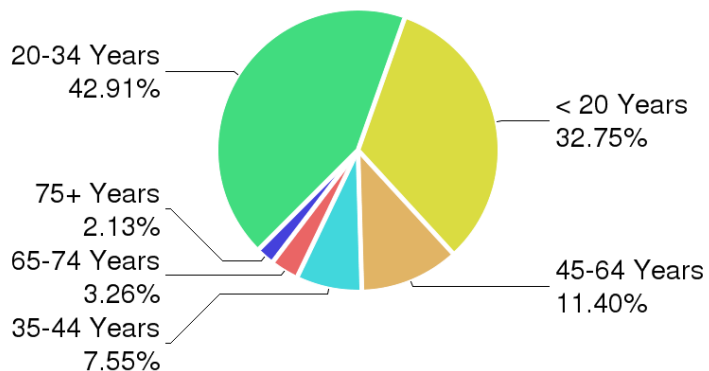
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	9.44%	10.5%	111.23
4-5 Years	2.89%	3.77%	130.45
6-8 Years	4.05%	5.46%	134.81
9-11 Years	3.2%	4.23%	132.19
12-13 Years	1.82%	2.35%	129.12
14-17 Years	5.12%	4.36%	85.16
18-19 Years	3.68%	2.08%	56.52
0-5 Years	12.32%	14.27%	115.83
6-12 Years	8.2%	10.9%	132.93
13-19 Years	9.68%	7.58%	78.31
< 20 Years	30.2%	32.75%	108.44
20-34 Years	47.5%	42.91%	90.34
35-44 Years	7.25%	7.55%	104.14
45-64 Years	10.7%	11.4%	106.54
65-74 Years	2.65%	3.26%	123.02
75+ Years	1.69%	2.13%	126.04
Median Age	26	29	112.77
Median Age (Male)	24	29	117.15
Median Age (Female)	28	29	103.91

Projected Age Group Percentages



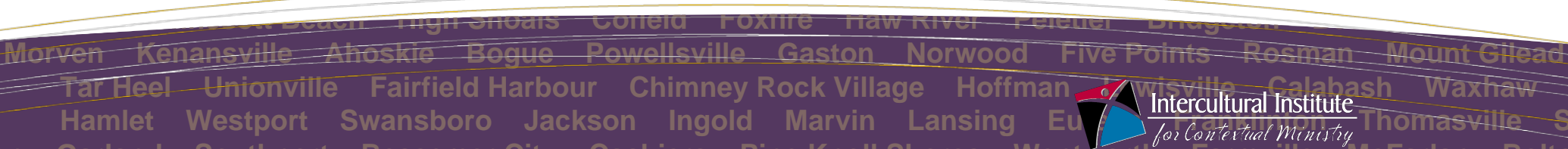
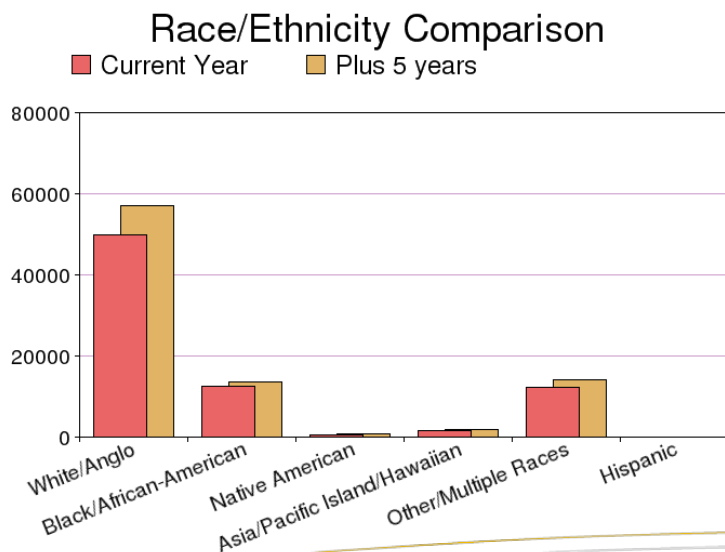
Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	64.83%	65.25%	100.65
Black, African-American	16.2%	15.52%	95.8
Native American	0.84%	0.91%	108.87
Asian	1.98%	1.91%	96.82
Pacific Island, Hawaiian	0.21%	0.22%	103.87
Other/Multiple Races	15.95%	16.19%	101.51
Hispanic	0%	0%	0

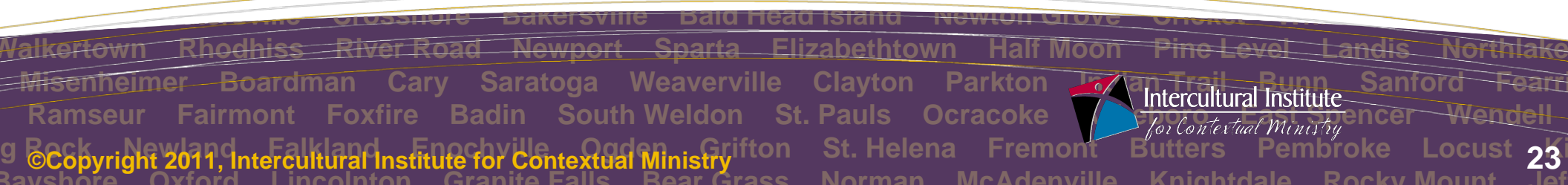
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	33,324	50,413	
Less than 9th Grade	2.18%	1.73%	79.6
No High School Diploma	5.2%	4.01%	77
High School Graduate	30.48%	29.82%	97.83
Some College, no degree	33.63%	34.6%	102.88
Associate Degree	10.04%	10.8%	107.53
College Degree	13.55%	14.18%	104.67
Graduate/Prof. degree	4.92%	4.86%	98.89



Projected Demographic Summary

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

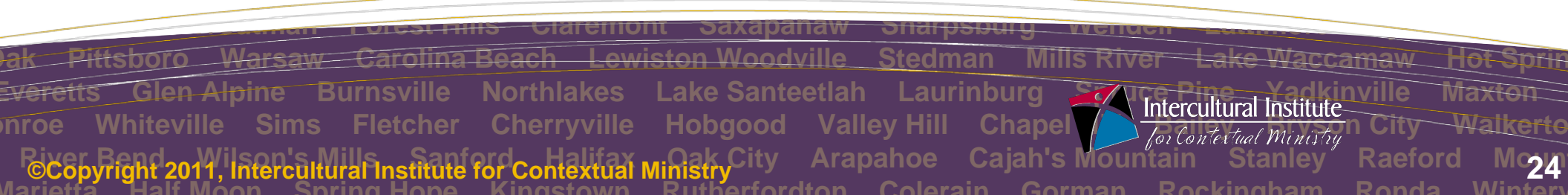
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.03%	4.62%	91.81
\$10,000 to \$19,999	12.67%	11.48%	90.55
\$20,000 to \$29,999	14.13%	12.48%	88.32
\$30,000 to \$49,999	26.86%	25.01%	93.1
\$50,000 to \$59,999	9.24%	9.51%	102.87
\$60,000 to \$69,999	8.04%	8.64%	107.5
\$70,000 to \$79,999	5.98%	6.66%	98.83
\$80,000 to \$89,999	4.07%	4.71%	105.28
\$90,000 to \$99,999	2.52%	2.62%	103.94
\$100,000 to \$249,999	5.78%	7.04%	121.79
\$125,000 to \$149,999	2.96%	3.63%	122.68
\$150,000 to \$199,999	2.24%	2.77%	123.72
\$200,000 to \$249,999	0.25%	0.31%	122.31
\$250,000 or more	0.22%	0.26%	118.49
Median Household	45,049	49,238	109.3
Average Household	57,517	63,737	110.81
Per Capita Household	15,474	16,241	104.96
Family/Non-Family Household Income			
Median Family Income	49,320	54,283	110.06
Average Family Income	62,642	70,163	112.01
Median Non-Family Income	32,103	35,572	110.81
Average Non-Family Income	41,257	45,117	109.36



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	77.88%	76.7%	98.48
Families with Children	48.11	45.92	95.45
Families without Children	29.77	31.91	107.17
Non-Family Households			
% Non-Family Households	22.12%	23.3%	105.35
Non-Families with Children	0.06	0.02	105.35
Non-Families without Children	22.05	23.28	105.57
Housing Units			
Total Housing Units	22,313	24,052	107.79%
Vacant percent	9.86%	10.19%	103.26
Owned percent	45.76%	46.09%	100.73
Rented Percent	44.38%	43.72%	98.52
Households by Size			
Avg household size	2.65	2.70	101.89%
Avg family hh size	3.07	3.18	103.58%
Avg non-family hh size	1.16	1.14	98.28%
Households By Count of Persons			
One	3,635	4,243	116.73%
Two	6,670	6,579	98.64%
Three or Four	8,105	8,667	106.93%
Five+	1,702	2,114	124.21%



Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	3,492	1,246	1,014
Northern Europe	200	43	81
Western Europe	103	78	88
Southern Europe	102	46	55
Eastern Europe	120	9	15
Other Europe	0	0	0
Eastern Asia	388	150	106
So. Central Asia	20	37	19
SE Asia	706	333	225
Western Asia	13	5	5
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	18	10	28
Middle Africa	0	0	0
Northern Africa	10	11	2
Southern Africa	0	9	3
Western Africa	46	0	0
Other Africa	0	0	0
Oceania	66	4	0
Caribbean	486	148	91
Central Amer.	796	210	244
South America	308	91	28
North America	110	62	24
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	55,277	26,441	30,161
Spanish	4,804	1,593	1,092
Other Indo-Euro language	1,330	412	420
French (incl. Patois, Cajun)	431	148	184
French Creole	74	21	0
Italian	98	56	12
Portuguese	126	0	8
German	308	106	104
Yiddish	0	0	0
Other West Germanic	13	13	1
A Scandinavian Language	28	21	0
Greek	101	7	44
Russian	20	0	13
Polish	74	16	18
Serbo-Croatian	0	0	0
Other Slavic Language	26	4	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	6	30
Hindi	0	13	0
Urdu	14	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	17	1	6
Asian/PI languages	0	0	0
Chinese	62	26	13
Japanese	338	186	69
Korean	145	17	25
Mon-Khmer, Cambodian	18	6	0
Miao, Hmong	0	0	0
Thai	23	13	0
Laotian	7	6	0
Vietnamese	64	87	35
Other Asian	8	0	0
Tagalog	487	211	128
Other Pacific Is	88	84	82
Other languages	145	70	26
Navajo	31	20	5
Other Native N. American	7	17	0
Hungarian	6	9	0
Arabic	38	12	0
Hebrew	22	0	0
African languages	32	6	14
Other unspecified	9	6	7



Ancestry Summary

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

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	56,490	24,115	26,132
Arab	94	38	13
Armenian	7	0	0
Austrian	67	28	7
British	262	70	96
Canadian	129	26	24
Croatian	47	16	21
Czech	54	63	36
Czechoslovak	39	36	24
Danish	48	10	42
Dutch	416	291	234
English	3,302	2,339	2,658
European	382	118	123
Finnish	76	0	20
French (not Basque)	1,444	577	642
French Canadian	463	169	277
German	7,001	2,964	2,834
Greek	203	58	55
Hungarian	151	60	95
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	6,061	2,234	2,557
Italian	2,899	1,315	978
Lithuanian	78	74	23
Norwegian	552	128	106
Polish	1,128	491	603
Portuguese	189	61	62
Romanian	51	2	0
Russian	133	59	46
Scandinavian	57	11	10
Scotch-Irish	1,003	575	701
Scottish	1,148	477	498
Slovak	43	8	25
Subsaharan African	526	246	159
Swedish	290	141	145
Swiss	35	25	57
Ukrainian	81	36	9
US/American	4,924	2,260	5,022
Welsh	200	139	89
West Indian	454	169	25
Yugoslavian	39	26	0
Other	22,414	8,774	7,816

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 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

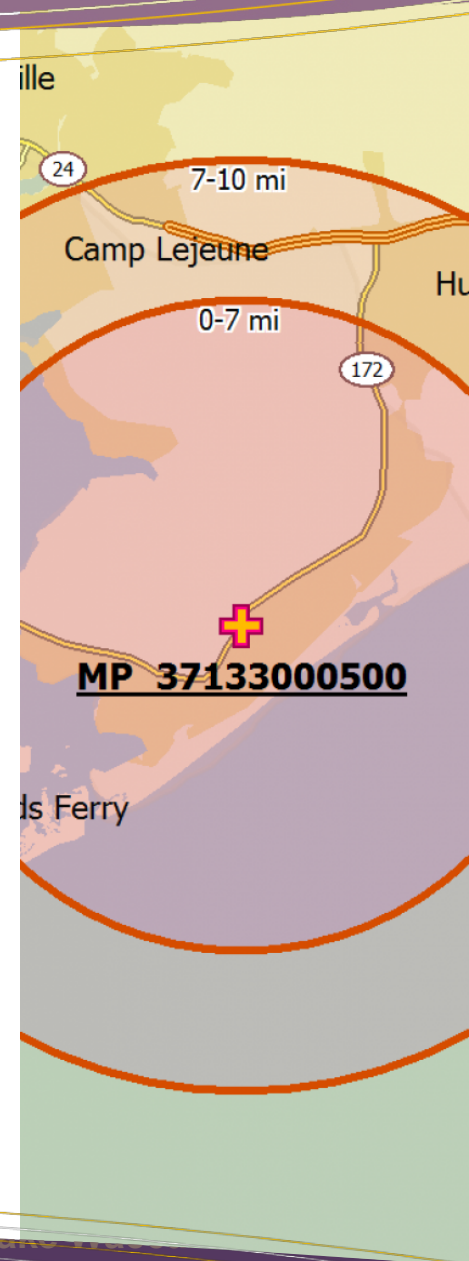
Issues for Your Consideration - continued

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?

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
AFFLUENT SUBURBIA	226	1.12%	153	1.15%
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	67	0.33%	46	0.35%
New Suburbia Fam.	159	0.79%	107	0.8%
UPSCALE AMERICA	681	3.39%	477	3.59%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	414	2.06%	278	2.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	128	0.64%	95	0.71%
Successful Urban Sprawl	139	0.69%	104	0.78%
SM TOWN SUCCESS	4,572	22.73%	3,075	23.13%
Successful Urban Sprawl	12	0.06%	104	0.78%
2nd City Homebodies	3,827	19.03%	9	0.07%
Prime Middle America	39	0.19%	2,493	18.75%
Urban Optimists	694	3.45%	27	0.2%
Family Convenience	0	0%	442	3.32%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
BLUE COLLAR BACKBONE	457	2.27%	308	2.32%
Nuevo Hispanic Fam.	7	0.03%	5	0.04%
Working Rural Suburbia	11	0.05%	7	0.05%
Lower Income Essentials	50	0.25%	34	0.26%
Small Town Endeavors	389	1.93%	262	1.97%
AMER. DIVERSITY	70	0.35%	47	0.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.04%	6	0.05%
Professional Urbanites	0	0%	0	0%
Urban Advancement	61	0.3%	41	0.31%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	2,916	14.5%	2,019	15.19%
Steadfast Conservative	2,365	11.76%	1,621	12.19%
Moderate Conventionalists	102	0.51%	69	0.52%
Southern Blues	88	0.44%	62	0.47%
Urban Grit	361	1.79%	267	2.01%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
REMOTE AMERICA	2,632	13.09%	1,542	11.6%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	2,620	13.03%	1,535	11.55%
Coal & Crops	12	0.06%	7	0.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,313	11.5%	1,702	12.8%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,913	9.51%	1,417	10.66%
Stable Careers	326	1.62%	235	1.77%
Aspiring Hispania	74	0.37%	50	0.38%
RURAL VILLAGES & FARMS	0	0%	50	0.38%
Aspiring Hispania	0	0%	50	0.38%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
STRUGGLING SOCIETIES	1,069	5.32%	708	5.33%
Rugged Southern Style	339	1.69%	198	1.49%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	631	3.14%	428	3.22%
College Town Communities	99	0.49%	82	0.62%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,314	6.53%	958	7.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	330	1.64%	231	1.74%
Urban Diversity	176	0.88%	127	0.96%
New Generation Activists	182	0.9%	123	0.93%
Getting By	626	3.11%	477	3.59%
VARYING LIFESTYLES	3,861	19.2%	2,256	16.97%
Military Family Life	3,861	19.2%	2,256	16.97%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

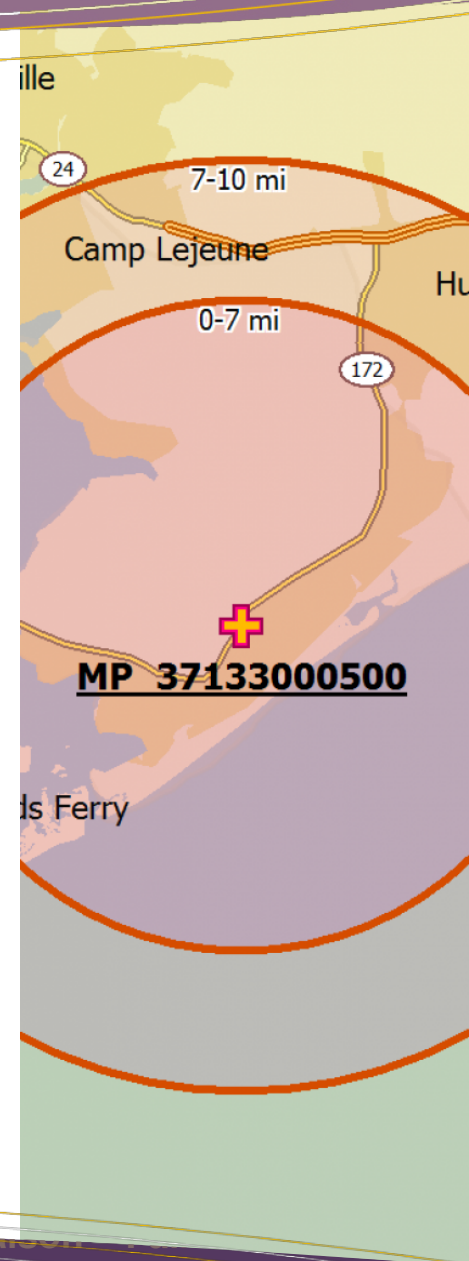
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	82%	79%	79%
Use Comp. for Internet/E-mail	57%	57%	59%
Internet Use: E-Mail	50%	49%	50%
Use Comp. for Comp. Games	48%	44%	43%
Use Comp. for Word Processing	42%	40%	39%
Use Comp. for Education	39%	37%	35%
Use Comp. for Digital Camera	39%	36%	35%
Photo Editing			
Use Comp. for Shopping	37%	36%	35%
HH Owns DVD Player	36%	33%	31%
Internet Use: Banking	32%	30%	30%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Banking	32%	32%	32%
Internet Use: News/ Weather	28%	27%	28%
Use Comp. for News/Info./Data Service	23%	23%	23%
Use Comp. for Accounting	19%	17%	16%
HH Owns Video/Webcam	18%	15%	14%
PC-Network-HH Has One	17%	18%	18%
Internet Use: Shopping: Gathered Info. for Shopping	15%	14%	13%
Use Comp. for Personal Financial Mngmnt	14%	13%	14%
Internet Use: Shopping: Made A Purchase	14%	12%	12%
Internet Use: Read Magazines/ Newspapers	14%	12%	11%

Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	72%	70%	69%
Reading Books	60%	57%	56%
Dining Out (Not Fast Food)	53%	54%	55%
Card Games	51%	47%	45%
Board Games	45%	40%	38%
Go To A Beach/Lake	38%	37%	36%
Cooking for Fun	37%	37%	36%
Gardening	26%	28%	30%
Visit Zoo	20%	19%	20%
Photography	18%	18%	18%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	42%	41%	41%
Backache	28%	26%	25%
Hypertension/High Blood Pressure	25%	23%	21%
Eye Dr.	22%	22%	21%
Dentist	20%	22%	24%
Overweight (30 Pounds Or More)	18%	16%	15%
None Of These	18%	19%	19%
Any Arthritis	17%	16%	16%
Heartburn	15%	14%	14%

Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Concert	31.74%	30.04%	29.12%
Live Theater	24.43%	22.12%	20.91%
Live Theater Most Often	20.13%	18.23%	17.27%
Country Concerts Most Often	14.51%	11.32%	10.1%
Rock/Pop Concerts Most Often	12.73%	13.58%	13.51%
Comedy Club	9.49%	9.49%	9.38%
Movies: Comedy	44.73%	42.58%	41.14%
Movies: Action/Adventure	40.31%	39.67%	39.19%
Movies: Fam.	25.19%	23.11%	21.82%

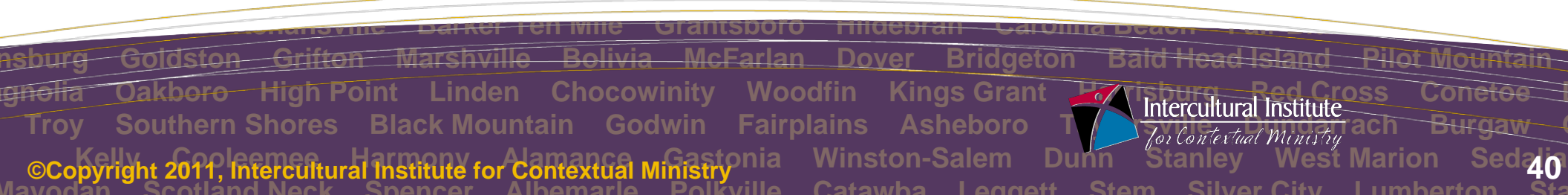
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Drama	22.6%	21.75%	21.15%
Movies: Mystery	20.82%	19.41%	18.51%
Movies: Romantic Comedy	18.15%	18.32%	18.42%
Bowling	7.61%	5.31%	3.93%
MLB Baseball Reg. Season	7.54%	7.29%	7.32%
NFL Football Reg. Season	6.56%	6.38%	6.39%
College Football Reg. Season	5.02%	5.15%	5.47%
NBA Basketball Reg. Season	3.77%	3.5%	3.29%
College Basketball Reg. Season	3.65%	3.57%	3.76%

Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	41.05%	40.13%	39.83%
Swimming	40.13%	36.93%	36.02%
Bowling	30.15%	26.78%	25.06%
Billiards/Pool	21.43%	20.86%	20.5%
Football	18.57%	15.7%	14.04%
Using Cardio Machine	18.55%	16.52%	15.32%
Basketball	18.21%	17.04%	16.3%
Camping Trips	18.2%	16.89%	16.44%
Jogging/Running	17.93%	16.54%	15.35%
Freshwater Fishing	17.46%	17.39%	18.7%
Weight Training	16.38%	15.91%	15.59%
Stationary Cycling	15.34%	14%	13.18%
Backpacking/Hiking	13.5%	12.03%	10.89%
Mountain/Road Biking	12.69%	12.43%	12.45%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Volleyball	12.6%	11.01%	10.04%
Golf	11.81%	11.79%	12.11%
Baseball	10.7%	10.92%	11.18%
Soccer	9.35%	8.67%	8.05%
Aerobics	8.96%	9%	8.9%
Hunting	8.6%	8.6%	9.23%
Saltwater Fishing	7.9%	7.46%	7.81%
Softball	7.8%	7.69%	7.75%
Target Shooting	7.64%	8.04%	8.42%
Tennis	6.44%	6.57%	6.46%
Power Boating	6.35%	6.6%	7.1%
Motorcycling	6.11%	6.08%	6.21%
Yoga	5.55%	6.1%	6.14%
Horseback Riding	5.18%	5.32%	5.67%



Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Martial Arts	5.14%	4.51%	3.83%
Roller Skating	4.94%	5.16%	5%
Canoeing/Kayaking	4.82%	5.38%	5.71%
Ice Skating	4.02%	4.35%	4.32%
Fly Fishing	4.01%	4.16%	4.33%
Archery	3.91%	4.11%	4.3%
Water Skiing	3.91%	4.01%	4.02%
Snorkeling	3.82%	3.98%	3.94%
Jet Skiing	3.57%	3.8%	3.81%
Racquetball	3.36%	3.53%	3.59%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Downhill & X-Country Skiing	3.31%	3.65%	3.68%
Snowmobiling	3.03%	3.15%	3.18%
Rock Climbing	2.66%	3.04%	2.96%
Skateboarding	2.66%	2.75%	2.7%
Snowboarding	2.6%	2.88%	2.81%
Hockey	2.54%	2.85%	2.8%
Sailing	2.5%	2.62%	2.77%
Surfing & Windsurfing	2.36%	2.4%	2.32%
Rowing	2.33%	2.41%	2.48%
Auto Racing	2.27%	2.58%	2.64%

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.

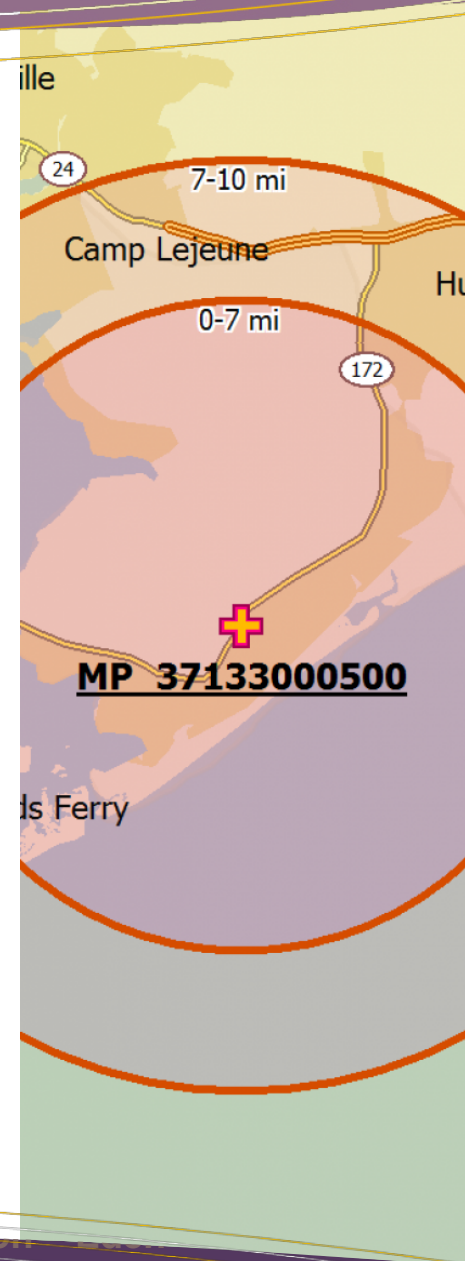
BIBLICAL BARRIERS

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.

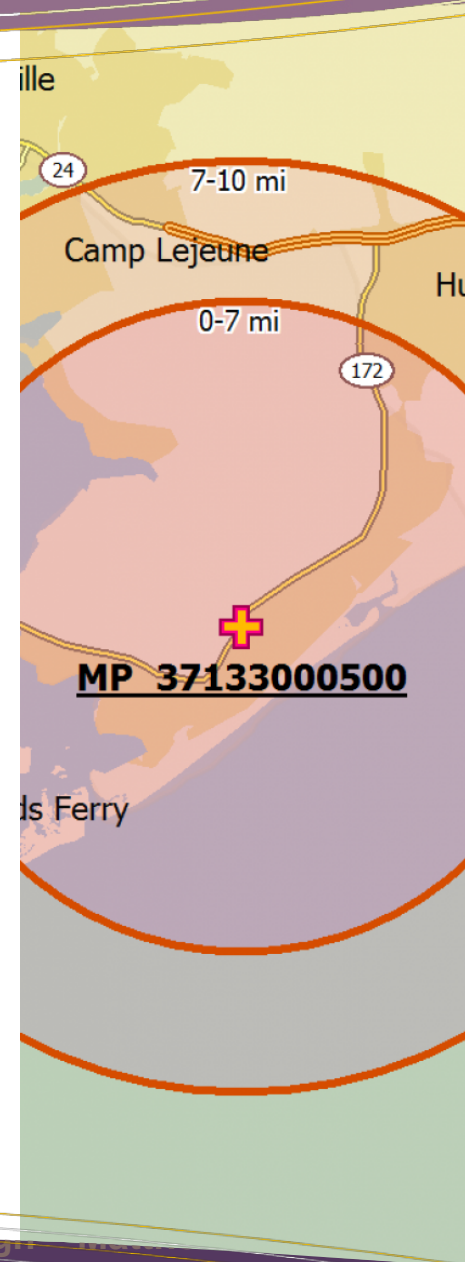
CULTURAL BARRIERS OF ACCEPTANCE

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.

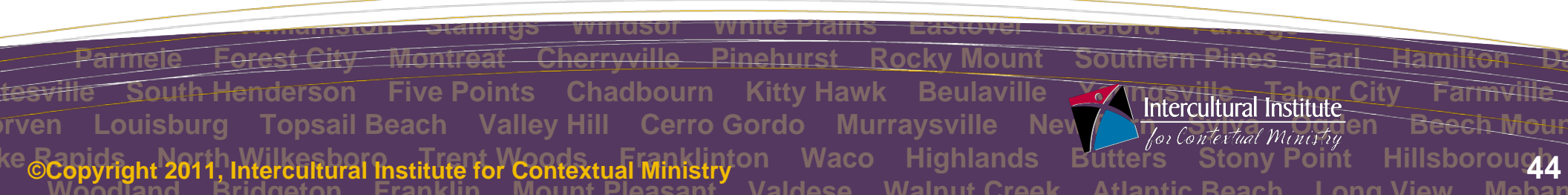


Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	55%	53%	51%
Speak My Mind Even If It Upsets People	39%	38%	37%
Find It Difficult To Say No To My Kids	38%	38%	38%
Like Control Over People And Resources	32%	33%	33%
Woman's Place Is In The Home	31%	32%	33%
Like To Do Unconventional Things	31%	30%	30%
Don't Judge People/Way They Live Life	28%	29%	28%
Too Much Sponsorship In Arts/Sports	27%	26%	25%
If Won Lottery Would Never Work Again	26%	26%	26%
Money Is Best Measure Of Success	25%	25%	25%
Prefer To Have Few Possessions As Possible	25%	27%	28%
Marijuana Should Be Legalized	21%	20%	20%

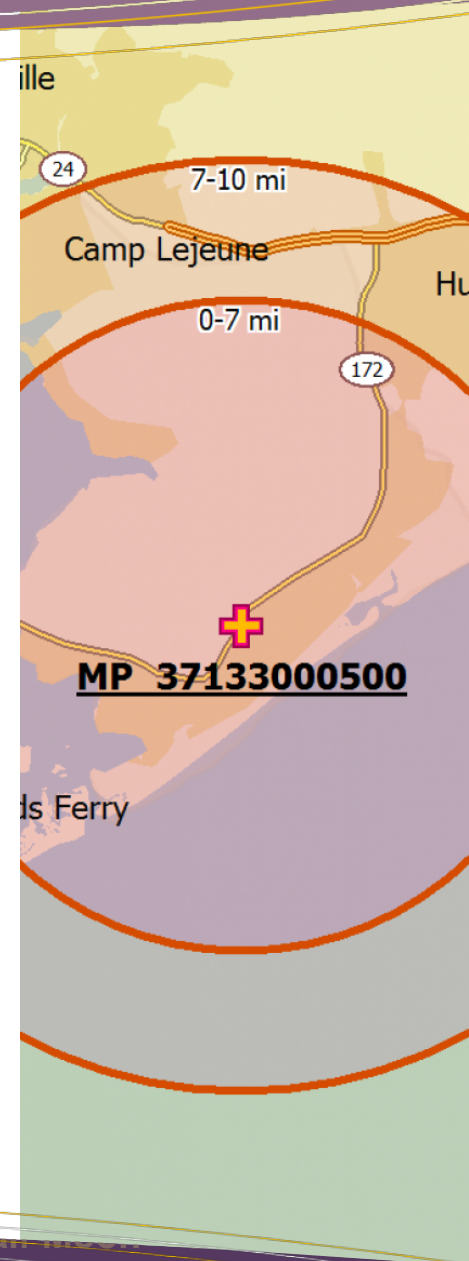
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like to Stand Out In A Crowd	19%	20%	20%
Friends More Important Than My Fam.	18%	20%	21%
I Am A Workaholic	17%	18%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like To Pursue Challenge/Novelty/Change	14%	16%	16%
We Should Strive for Equality for All	12%	13%	13%
Only Work Current Job for The Money	12%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
Happy With My Standard Of Living	9%	11%	11%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
Very Happy With My Life As It Is	6%	7%	6%



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:

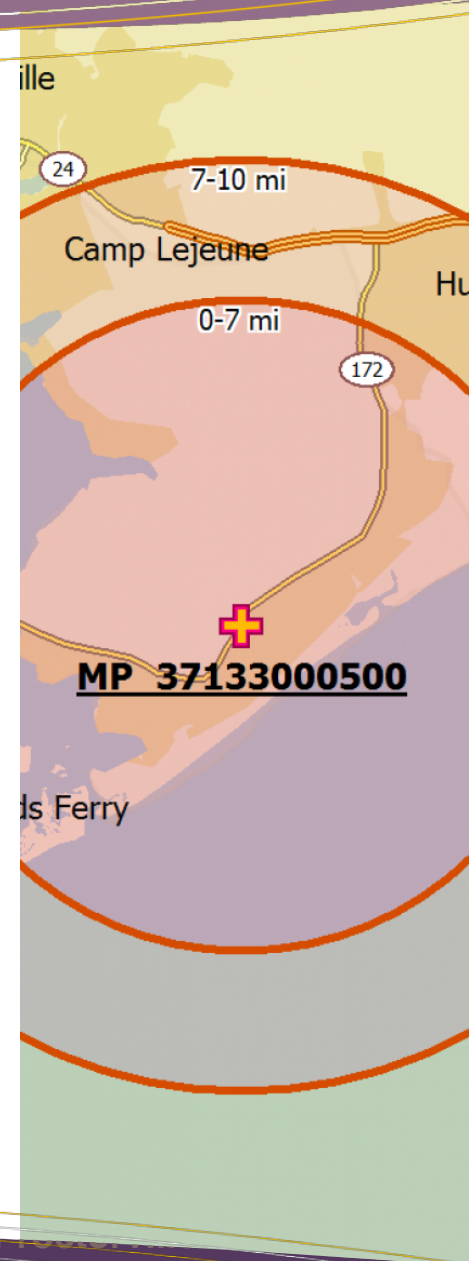
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	64%	62%	62%
You Should Seize Opportunities In Life	55%	55%	56%
Prefer Work Part Of Team Than Alone	39%	37%	36%
Like To Understand About Nature	35%	36%	36%
Good At Fixing Things	32%	31%	29%
Important Feel Respected By My Peers	31%	32%	32%
People Have To Take Me As They Find Me	30%	27%	25%
Important To Juggle Various Tasks	29%	30%	30%
Real Men Don't Cry	26%	23%	20%
Prefer To Have Few Possessions As Possible	25%	27%	28%
Have Keen Sense Of Adventure	22%	24%	24%
Consider Myself Interested In The Arts	20%	20%	19%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Worried About Pollution Caused By Cars	20%	19%	19%
Looking for New Ideas To Improve Home	20%	19%	18%
Provide My Kids With The Little Extras	17%	16%	14%
Is An Important Part Of Who I Am	16%	16%	16%
Like To Just Enjoy Life	16%	18%	19%
Try Not To Worry About The Future	11%	13%	13%
Enjoy Spending Time With My Fam.	11%	12%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Feel Very Alone In The World	4%	5%	5%
Would Like To Set Up Own Business	3%	3%	3%

Potential Shared Places

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

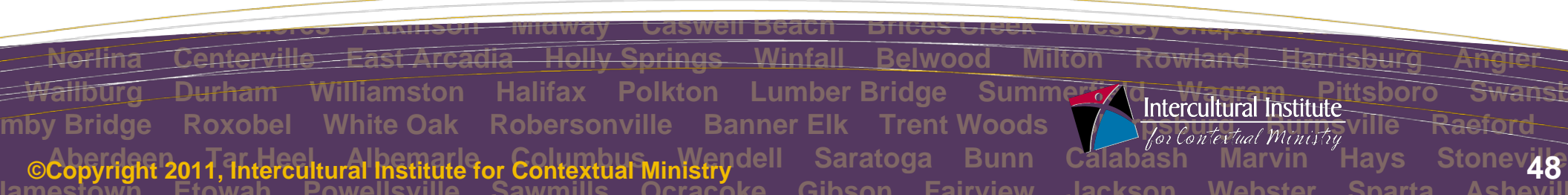


Potential Shared Places:

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

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	85.88%	86.01%	85.88%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.72%	83.83%	83.61%
Houses-Visit Any			
McDonald's	63.49%	60.9%	59.91%
Burger King	39.22%	39.32%	38.56%
Taco Bell	36.89%	34.29%	33.01%
Applebee's	36.82%	34.3%	33.62%
Subway	28.33%	29.34%	30.04%
Pizza Hut	27.3%	25.72%	24.59%
Wendy's	26.91%	27.95%	28.61%
Kentucky Fried Chicken (KFC)	25.73%	27.17%	27.32%
Domino's Pizza	24.7%	21.36%	18.75%
Arby's	24.63%	23.87%	23.8%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Sonic	22.06%	19.45%	18.26%
IHOP (International House Of Pancakes)	19.57%	17.64%	16.45%
Olive Garden	18.84%	19.16%	19.73%
Golden Corral	17.11%	15.48%	14.62%
Cracker Barrel	16.43%	15.75%	16.37%
Dairy Queen	16.27%	17.08%	17.51%
Denny's	16.18%	15.15%	13.99%
Red Lobster	15.16%	15.88%	16.07%
Chick-Fil-A	14.8%	14.2%	14.59%
Outback Steakhouse	13.85%	13.89%	14.18%
Popeyes	13.34%	11.95%	10.47%
Chili's Grill and Bar	13.08%	13.1%	13.15%

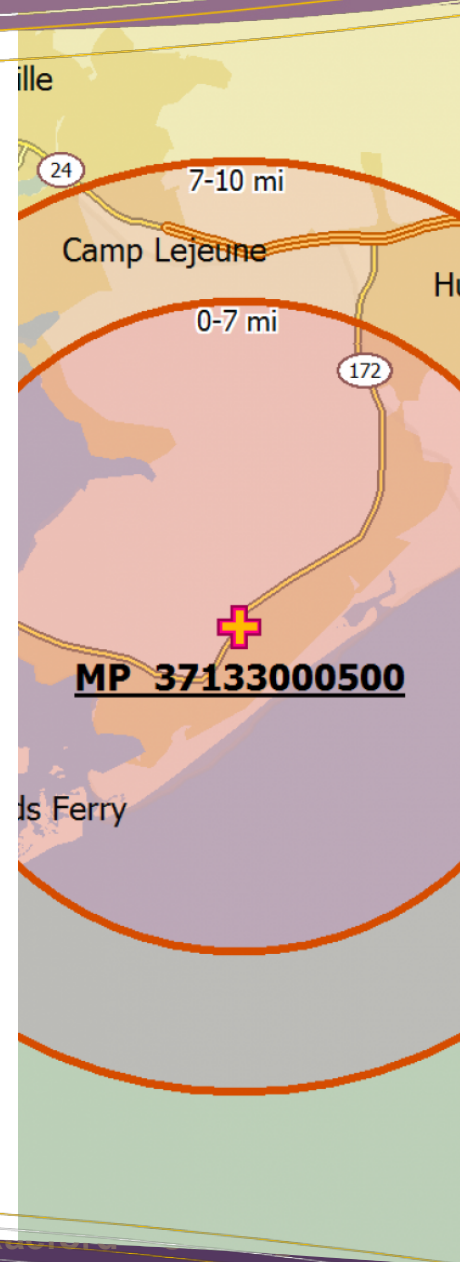


Potential Shared Projects

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

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

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



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

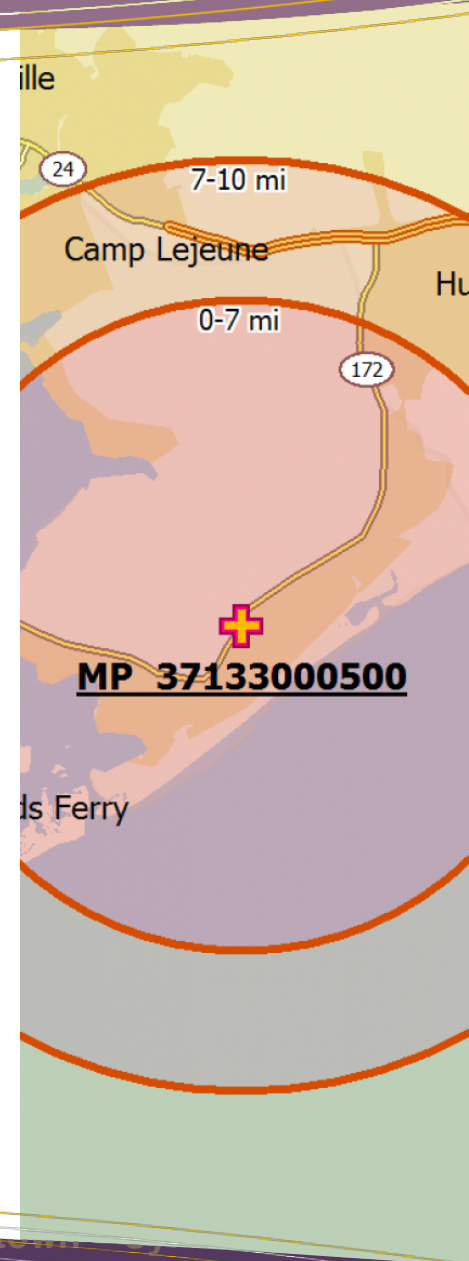
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	42.51%	42.98%	43.53%
Recycled products	32.02%	32.08%	32.53%
Worked as volunteer (non political)	18.6%	17.41%	16.89%
Engaged in fund raising	13.26%	12.12%	11.43%
Religious club member	8.76%	8.08%	7.84%
Wrote to editor of mag or newspaper	8.63%	7.5%	6.83%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Union member	8.58%	7.17%	6.45%
Wrote to editor of mag or newspaper	6.75%	5.48%	4.92%
Took active part in local civic issue	6.58%	5.92%	5.52%
Church Board	6.04%	5.39%	5.17%
Charitable Organization	5.92%	5.51%	5.34%
Addressed a public meeting	5.61%	5.13%	5.01%

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Potential Print Media Content:

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

BOOKS	0-7 MILES	7-10 MILES	10-15 MILES
Novel	19.1%	17.83%	17.28%
Children's Books	11.46%	11.63%	11.9%
Mystery	9.4%	10.05%	10.75%
Romance	8.72%	7.84%	7.6%
Cookbooks	8.61%	9.26%	9.65%
Religious (not Bibles)	8.52%	8.53%	8.79%
History	6.88%	6.79%	6.86%
Biography	5.96%	5.99%	5.98%
Personal/Business	4.66%	5.15%	5.44%
Self-help			

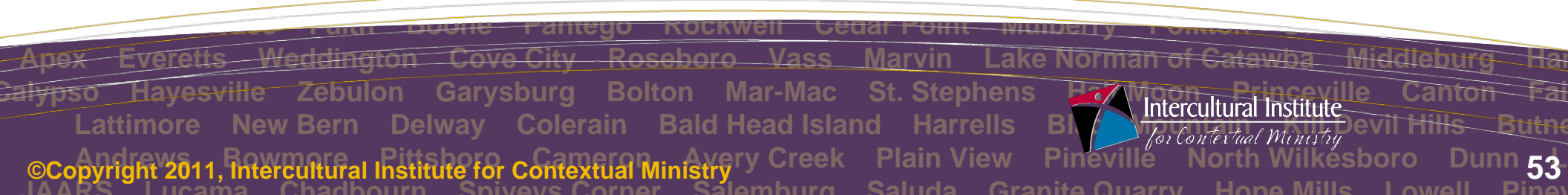
MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper Distributed	68.44%	67.88%	67.01%
Gen. Editorial	49.43%	48.44%	47.41%
Womens	47.49%	45.14%	43.54%
Service	37.59%	36.14%	35.96%
Mens	19.77%	19.68%	19.04%
Business/Finance	17.62%	17.07%	16.62%
Health	16.6%	15.44%	14.91%
Sports	16.44%	16.01%	15.29%
Parenthood	16.2%	15.28%	14.59%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	57.74%	55.89%	55.51%
Classified	34.64%	34.48%	34.61%
Editorial Page	29.43%	29.2%	29.79%
Sport	28.52%	29.52%	30.31%
Movie Listings & Reviews	28.43%	27.18%	26.22%
Comics	28.05%	27.7%	27.82%
Business/Finance	24.79%	25.42%	26.11%
Food/Cooking	24.19%	24.04%	24.48%
TV/Radio Listings	23.65%	23.51%	23.65%
Home/Gardening	19.96%	19.82%	20.14%
Travel	19.76%	18.92%	18.73%
Science/Technology	16.55%	16.25%	16.26%
Fashion	15.92%	14.93%	14.37%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	28.77%	25.8%	25.71%
Urban Contemporary	17.39%	17.25%	15.76%
Adult Contemporary	16.25%	16.65%	16.91%
CHR Contemp Hit Radio	14.96%	16.42%	16.8%
Rock	10.82%	11.48%	11.73%
Oldies	8.93%	9.63%	9.92%
Classic Rock	8.78%	9.11%	9.3%
News/Talk	8.55%	9.2%	9.49%
Religious	7.84%	7.08%	6.86%
Alternative	6.09%	7.17%	7.55%
Variety	6.05%	6.83%	6.98%
Soft Contemporary	5.46%	5.56%	5.72%
Jazz	4.7%	4.69%	4.54%
Classic Hits	4.46%	4.34%	4.34%
Public	3.96%	3.43%	3.16%
Gospel	3.74%	3.63%	3.53%
All News	3.48%	3.82%	3.97%
All Talk	2.84%	3.09%	3.33%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	62.55%	62.33%	62.85%
Soapnet	52.78%	51.71%	51.26%
Satellite Dish	45.22%	47.06%	48.57%
Sci-Fi Channel	39.11%	37.8%	37.22%
Subscribe Digital Cable	38.26%	34.2%	31.87%
MSNBC	36.59%	35.49%	34.82%
Other Video-On-Demand	34.99%	37.44%	38.26%
TV Info From Sunday TV Magazine	34.05%	31.68%	30.87%
Adult Swim	31.38%	29.54%	29.08%
Video-On-Demand Movies	30.78%	26.02%	23.53%
Nick At Nite	27.71%	26.82%	26.5%
TCM (Turner Classic Movies)	26.64%	25.91%	25.51%

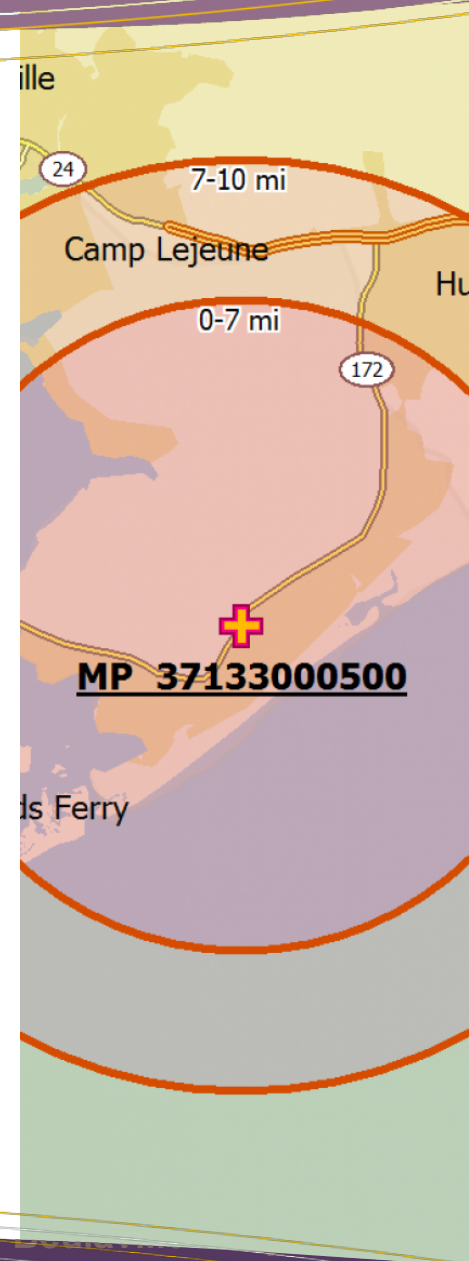
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Nickelodeon	26.38%	27.12%	27.84%
Adult Pay Per View TV	26.34%	28.11%	30.04%
Comedy Central	25.95%	27.32%	28.31%
USA Network	25.07%	24.12%	24.03%
ABC Fam.	24.19%	24.23%	23.84%
Hallmark Channel	23.22%	23.09%	23.27%
TV Info From Newspapers	23.21%	23.94%	24.61%
Lifetime	22.08%	21.6%	21.23%
TV Info From Monthly Cable Guide	21.05%	21.93%	22.76%
BET (Black Entertainment TV)	20.63%	21.89%	22.35%
ESPN2	20%	20.71%	21.3%
The Golf Channel	19.64%	20.33%	21.06%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	17.17%	17.71%	18.21%
Medium Users (4-6)	13.81%	12.42%	11.7%
Light Users (1-3)	20.16%	19.99%	19.95%
Quintiles (20%)			
Newspaper I (Heavy)	1.33%	1.64%	1.64%
Newspaper II	2.47%	2.23%	2%
Newspaper III	1.61%	1.67%	1.72%
Newspaper IV	0.87%	0.79%	0.81%
Newspaper V (Light)	0.82%	0.95%	1%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.22%	20.43%	20.41%
Magazines II	9.48%	9.45%	9.27%
Magazines III	10.77%	10.56%	10.55%
Magazines IV	12.75%	12.73%	12.49%
Magazines V (Light)	0.65%	0.59%	0.57%
Outdoor I (Heavy)	5.56%	6.4%	6.28%
Outdoor II	2.14%	2.65%	2.56%
Outdoor III	3.01%	3.44%	3.37%
Outdoor IV	12.64%	13.86%	14.41%
Outdoor V (Light)	27.09%	26.06%	25.62%
Yellow Pages I (Heavy)	17.65%	17.11%	16.7%
Yellow Pages II	4.89%	5.59%	5.74%
Yellow Pages III	4.6%	5.58%	5.37%
Yellow Pages IV	26.31%	25.44%	24.54%
Yellow Pages V (Light)	6.54%	5.73%	4.9%

Potential Multimedia Usage

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

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3%	3.17%	3.35%
Drive Time III (Medium)	0.58%	0.65%	0.69%
Radio IV & V (Light)	1.77%	2.22%	2.23%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.56%	11.51%	10.84%
Radio III (Medium)	4.16%	4.36%	4.49%
Radio IV & V (Light)	3.41%	3.55%	3.66%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	22.13%	18.43%	16.34%
Cable III (Medium)	3.46%	3.99%	3.95%
Cable IV & V (Light)	34.16%	33.98%	33.57%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.79%	3.31%	3.43%
Prime Time III (Medium)	2.11%	2.07%	2.23%
Prime Time IV & V (Light)	12%	11.4%	10.56%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	35.65%	36.57%	37.5%
Fringe III (Medium)	56.11%	55.06%	54.13%
Fringe IV (Light)	55.71%	55.67%	55.6%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.16%	14.53%	13.65%
All Day III (Medium)	21.16%	22.12%	22.32%
All Day IV (Light)	17.14%	16.53%	15.43%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.74%	11.17%	11.7%
6:00am - 10:00am	11.65%	12.76%	13.26%
10:00am - 3:00pm	6.25%	6.98%	6.76%
3:00pm - 7:00pm	18.27%	17.13%	15.91%
7:00pm - Midnight	11.43%	11.82%	12.05%
Midnight - 6:00am	4.5%	5.12%	5.25%
Weekend Radio			
Listeners			
Dayparts [summary]	15.37%	15.5%	15.49%
6:00am - 10:00am	3.63%	3.77%	3.95%
10:00am-3:00pm	4%	4.45%	4.53%
3:00pm - 7:00pm	8.41%	7.92%	7.54%
7:00pm - Midnight	8.72%	9%	9.24%
Midnight - 6:00am	9.52%	10.4%	10.77%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.24%	7.39%	7.56%
Saturday:	7.42%	7.65%	7.95%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.67%	9.83%	9.91%
9:00am-1:00pm	27.71%	26.82%	26.5%
9:00am-4:00pm	31.02%	30.26%	30.1%
4:00pm-7:00pm	27.05%	27.43%	27.86%
11:00pm-1:00am	43.03%	42.64%	42.28%
AVG Prime time	2.45%	2.78%	2.72%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	15.66%	16.47%	16.57%
7-9am	20%	20.71%	21.3%
9am-12noon	24.19%	22.85%	22.57%
12noon-4pm	6.83%	7.42%	7.53%
4-6pm	41.34%	42.42%	43.05%
6-7pm	20.62%	19.66%	19.45%
7-7:30pm	0.97%	1.2%	1.26%
7:30-8pm	14.01%	12.79%	12.22%
8-11pm	7.24%	7.39%	7.56%
11pm-12am	36.59%	35.49%	34.82%
11pm-1am	43.03%	42.64%	42.28%
1-6am	29.3%	29.87%	29.9%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	15.28%	16.23%	16.76%
Sat: 10am-1pm	6.51%	6.91%	7.33%
Sat: 1-4pm	21.64%	22.64%	23.34%
Sat: 4-6pm	6.94%	6.7%	6.67%
Sat: 6-7pm	1.28%	1.44%	1.6%
Sat: 7-8pm	0.58%	0.72%	0.73%
Sat: 8-11pm	7.42%	7.65%	7.95%
Sat: 11pm-1am	4%	4.38%	4.5%
Sat: 1am-7pm	25.07%	24.12%	24.03%
Sun: 7-10am	1.78%	2%	2.08%
Sun: 10am-1pm	6.26%	6.48%	6.66%
Sun: 1-4pm	5.35%	5.57%	5.93%
Sun: 4-7pm	12.86%	13.08%	13.4%
Sun: 7-11pm	9.67%	9.83%	9.91%
Sun: 11pm-1am	5.1%	5.3%	5.44%
Sun: 1-7am	20.58%	21.03%	21.43%

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

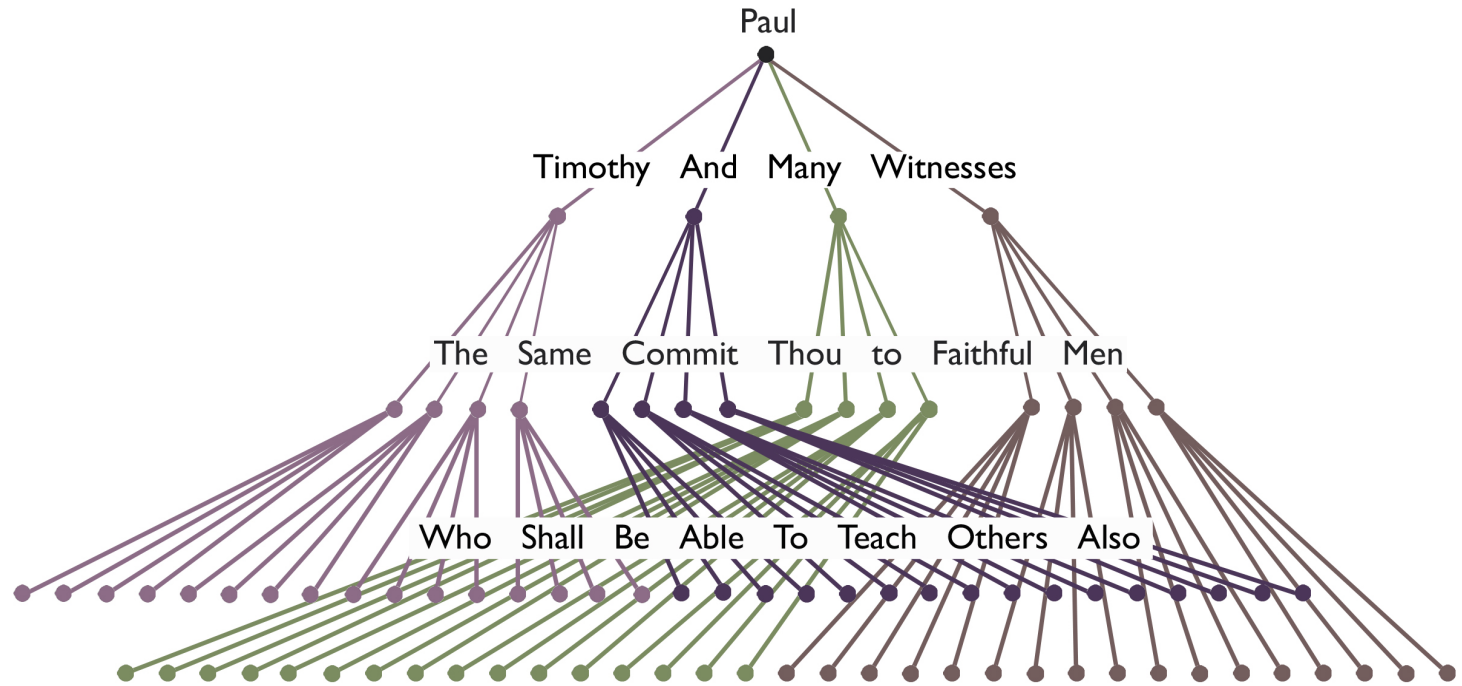
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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.

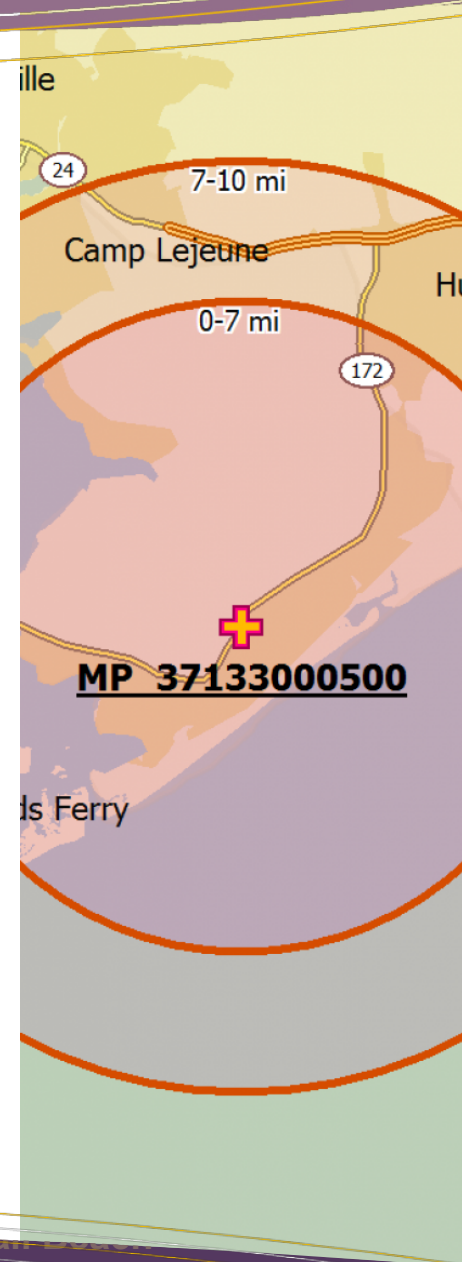


Your MissionSite and the Missional Suite

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 reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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

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



Sedalia Durham Neuse Forest Ocracoke Kure Beach Banner Elk Holden Beach Cameron Woodfin
Centerville Belwood Oak Island Mar-Mac Emerald Isle La Grange Gibranville Scotland Neck Southern
ndleman Wingate Myrtle Grove Surf City Wrightsville Beach West Jeffers
Alamance Kannapolis Andrews Stem East Spencer Lincolnton Whispering Pines Kingstown Lenoir
Charlotte Southern Pines Lowell Boardman Mountain Home Siler City Duck Skippers Corner

Notes and Sources

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

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	1.52 mi	405	Plateauing
2	Midville	10 East Dr Jacksonville, NC 28546	4.18 mi	44	Declining
3	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	4.61 mi	344	Growing
4	New Life	49 Village Dr Jacksonville, NC 28546	5.41 mi	203	Growing
5	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	5.84 mi	197	Growing
6	Korean	99 University Dr Jacksonville, NC 28546	6.87 mi	37	Plateauing
7	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	7.09 mi	205	Declining
8	New River	1310 Hargett St Jacksonville, NC 28540	7.19 mi	81	Growing
9	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	7.29 mi	119	Plateauing
10	Calvary	122 Thompson St Jacksonville, NC 28540	7.61 mi	38	Insufficient Data
11	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	7.76 mi	180	Growing
12	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	7.91 mi	0	Insufficient Data
13	Brookwood	903 Henderson Dr Jacksonville, NC 28540	8.84 mi	157	Declining
14	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	9.67 mi	1,038	Growing
15	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	9.72 mi	378	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	10.12 mi	128	Growing
17	Blue Creek	1251 Burgaw Hwy Jacksonville, NC 28540	10.71 mi	168	Plateauing
18	Galilee	1522 Burgaw Hwy Jacksonville, NC 28540	11.04 mi	40	Growing
19	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	12.19 mi	232	Declining
20	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	12.29 mi	228	Insufficient Data
21	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	12.61 mi	504	Plateauing
22	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	12.66 mi	91	Declining
23	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	13.18 mi	479	Growing
24	Memorial	904 Main St Maysville, NC 28555	13.54 mi	60	Growing
25	Maysville FBC	201 Main St Maysville, NC 28555	14.22 mi	169	Plateauing
26	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	14.29 mi	0	Insufficient Data
27	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	15.43 mi	22	Insufficient Data
28	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	15.50 mi	98	Growing
29	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	15.52 mi	70	Growing
30	Bethel	173 Briarneck Rd Jacksonville, NC 28540	15.54 mi	49	Growing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Harris Creek	108 Harris Creek Rd Jacksonville, NC 28540	16.43 mi	217	Growing
32	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	19.09 mi	65	Growing
33	Maple Hill	4501 NC Highway 50 Maple Hill, NC 28454	19.38 mi	43	Plateauing
34	The Intersection	3323 Highway 24 Newport, NC 28570	19.55 mi	116	Insufficient Data
35	Bethany	1077 Nine Mile Rd Richlands, NC 28574	19.58 mi	214	Growing
36	Richlands FBC	100 Rand St Richlands, NC 28574	20.03 mi	255	Declining
37	Croatan - Newport	3095 Highway 24 Newport, NC 28570	20.06 mi	19	Plateauing
38	The Isle of Topsail Church - Surf City	110 N River Dr Surf City, NC 28445	20.10 mi	0	Insufficient Data
39	Providence	406 E Ocean Rd Holly Ridge, NC 28445	20.10 mi	175	Plateauing
40	Surf City - Surf City	304 Wilmington Ave Surf City, NC 28445	20.76 mi	157	Insufficient Data
41	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	20.81 mi	26	Growing
42	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	23.87 mi	37	Declining
43	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	24.29 mi	177	Plateauing
44	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	24.76 mi	218	Declining
45	Trenton Baptist	206 W Jones St Trenton, NC 28585	24.77 mi	55	Declining





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

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