

# MissionSite

top unreached locations



ORIENTAL, NC

CENSUS TRACT: 37137950200

REGION: Region 2: Central Coast

COUNTY: Pamlico

SITESCAPE: Countryside

DENSITY PATTERN: I1



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



# MissionSite (TM) Table of Contents

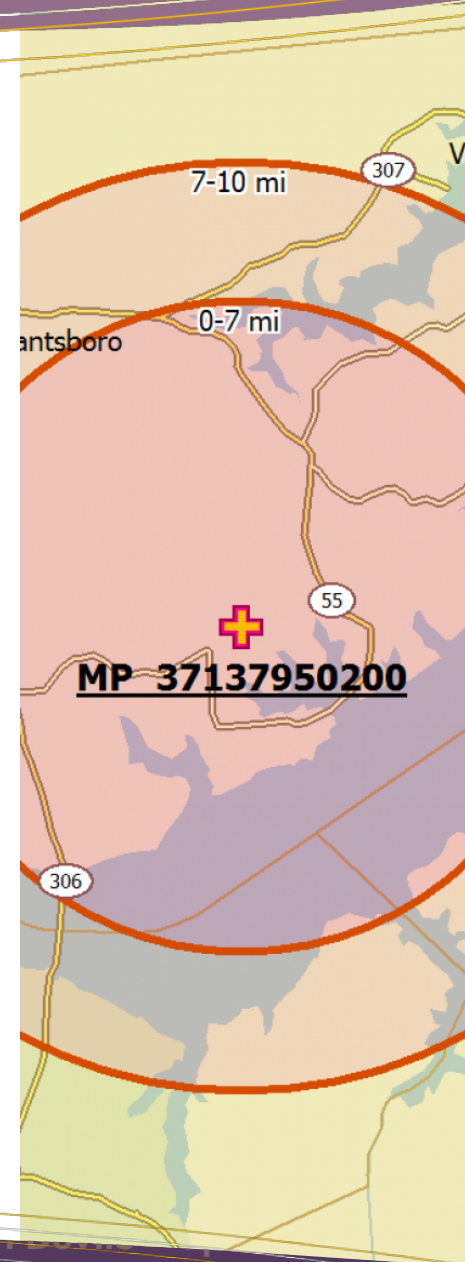
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66



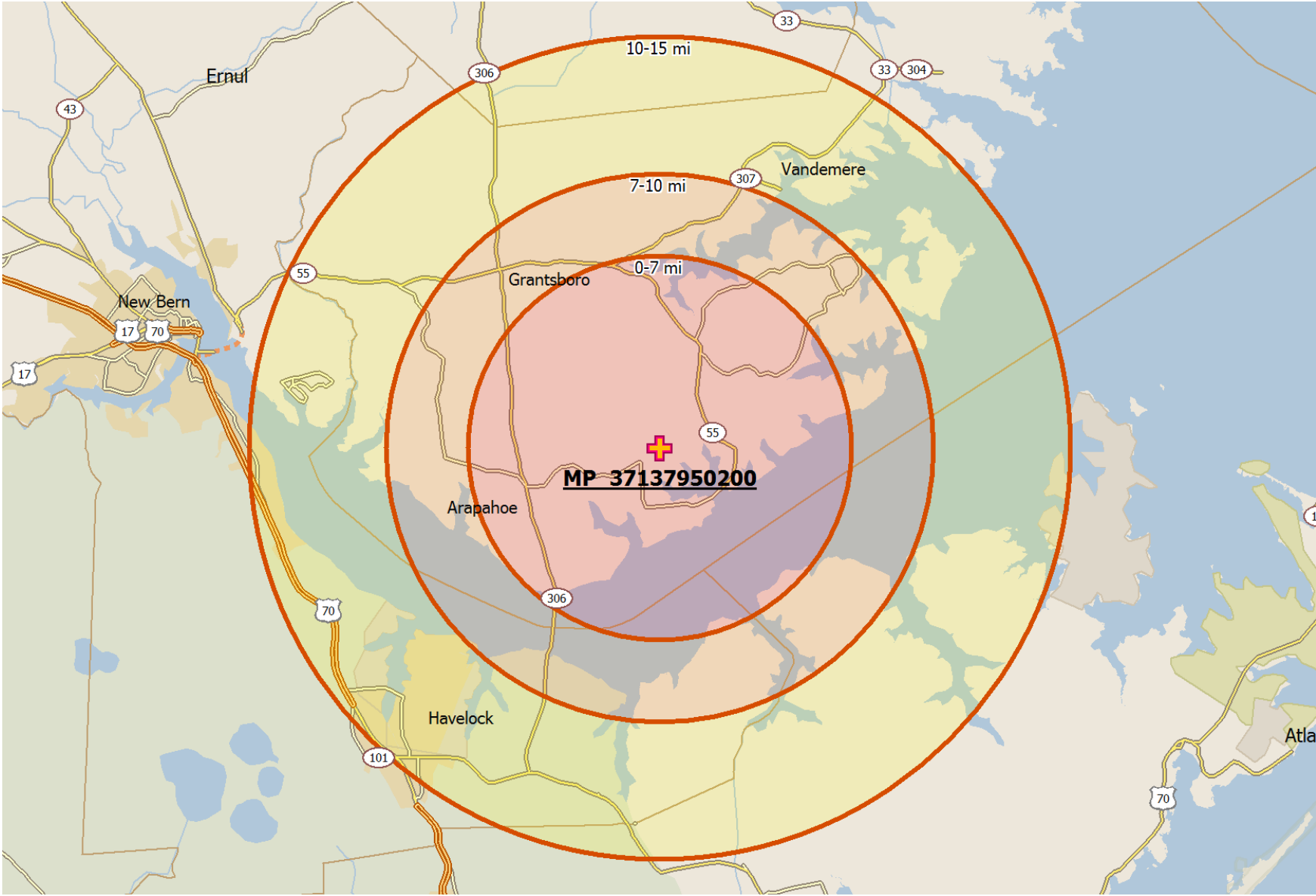
## Site Location Summary

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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37137	Pamlico
4	Zipcode	28571	Pamlico
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.23	Settlements adjacent to a small town
8	Sitescape Density Pattern	I1	2500-10000-10000



# Site Location Summary - Map of the Site Location

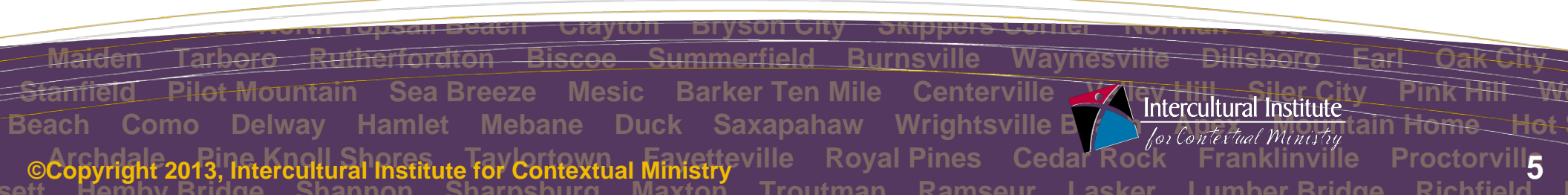




# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
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	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

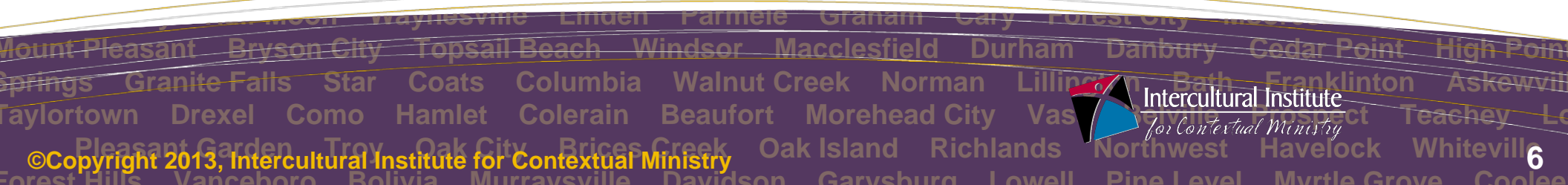


# Site Location Summary - Band Composition

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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	4,274	6,566	22,590
2010 Households	2,186	2,725	7,831
2010 Group Quarters Population	12	563	3,402

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	1	7	12
Language Diversity National Index	26	18	21
Foreign Born Diversity National Index	35	35	17
Ancestry Diversity National Index	64	64	32
Racial Diversity National Index	42	39	61



# 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](http://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	1	True
Retirement Destination County	0	False

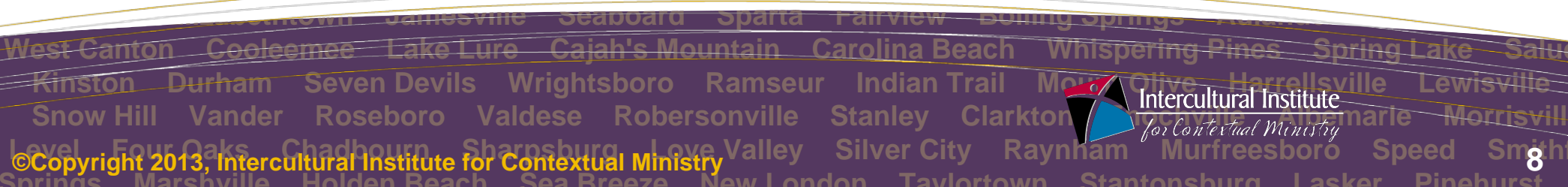
ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county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



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	197	9.01%
Mainstay Communities	Established, Diverse Households	925	42.31%
Working Communities	Blue-collar, Working Families	95	4.35%
Country Communities	Rural, Agri. & Mining Families	442	20.22%
Aspiring Communities	Young Singles / Aspiring-Multihousing	396	18.12%
Urban Communities	High Density, Inner-city Neighborhoods	133	6.08%



# 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](http://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](http://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	3,877	1,506	38.86%
Unreached %	67.29%	68.92%	102.41
Religious But NOT Evangelical HH	1,056	409	38.72%
Religious But NOT Evangelical %	18.33%	18.71%	102.04
Spiritual But NOT Relig or Evang HH	638	262	41.06%
Spiritual But NOT Relig or Evang %	11.08%	11.99%	108.21
Not Evangelical, Not Interested HH	2,213	837	37.84%
Not Evangelical, Not Interested %	38.41%	38.3%	99.71



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	4	1	25%
Active BCNC Attenders	1,590	70	4.4%
Active Evangelical Households	768	114	14.81%
Active Evangelical Percent	13.33%	11.43%	85.77
Inactive Evangelical Households	1,116	165	14.81%
Inactive Evangelical Percent	19.38%	16.62%	85.77
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSH AVG	IICM CGR	CHURCHES	DIST.	WRSH AVG	IICM CGR
1 Oriental First - Oriental	0.92 mi	70	Plateauing	16 Newport - Newport	18.49 mi	115	Plateauing
2 Bayboro Missionary - Bayboro	8.34 mi	65	Insufficient Data	17 New Bern First - New Bern	19.30 mi	277	Growing
3 Cherry Branch - Havelock	9.74 mi	46	Growing	18 Tabernacle - New Bern	19.57 mi	358	Declining
4 Havelock Korean - Havelock	11.41 mi	15	Declining	19 Open Door - Morehead	20.54 mi	117	Insufficient Data
5 McCotter Boulevard - Havelock	11.41 mi	111	Declining	20 Crossroads - New Bern	20.81 mi	161	Plateauing
6 Woodville - Beaufort	14.20 mi	85	Declining	21 Calvary - Beaufort	20.94 mi	92	Plateauing
7 Havelock Community - Havelock	15.30 mi	75	Growing	22 South Creek - Aurora	20.98 mi	17	Declining
8 Havelock First - Havelock	15.67 mi	218	Declining	23 Parkview - Morehead City	21.10 mi	282	Declining
9 The Bridge	15.70 mi	0	Insufficient Data	24 Hispanic Mission - Morehead City	21.41 mi	30	Insufficient Data
10 Cherry Point - Havelock	15.75 mi	177	Plateauing	25 Morehead City First - Morehead City	21.41 mi	335	Declining
11 Neuse River - New Bern	16.60 mi	70	Declining	26 Smyrna Missionary - Smyrna	21.58 mi	44	Growing
12 Temple - New Bern	16.67 mi	1,455	Growing	27 Davis First - Davis	21.60 mi	56	Plateauing
13 Karen Baptist Church	16.67 mi	0	Insufficient Data	28 Victory - Newport	21.61 mi	37	Declining
14 Reeces Chapel Missionary Baptist - Newport	17.90 mi	170	Growing	29 Sea Level Missionary - Sea Level	21.88 mi	49	Declining
15 Aurora First - Aurora	18.30 mi	29	Declining	30 Beaufort First - Beaufort	21.89 mi	120	Plateauing



# 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.

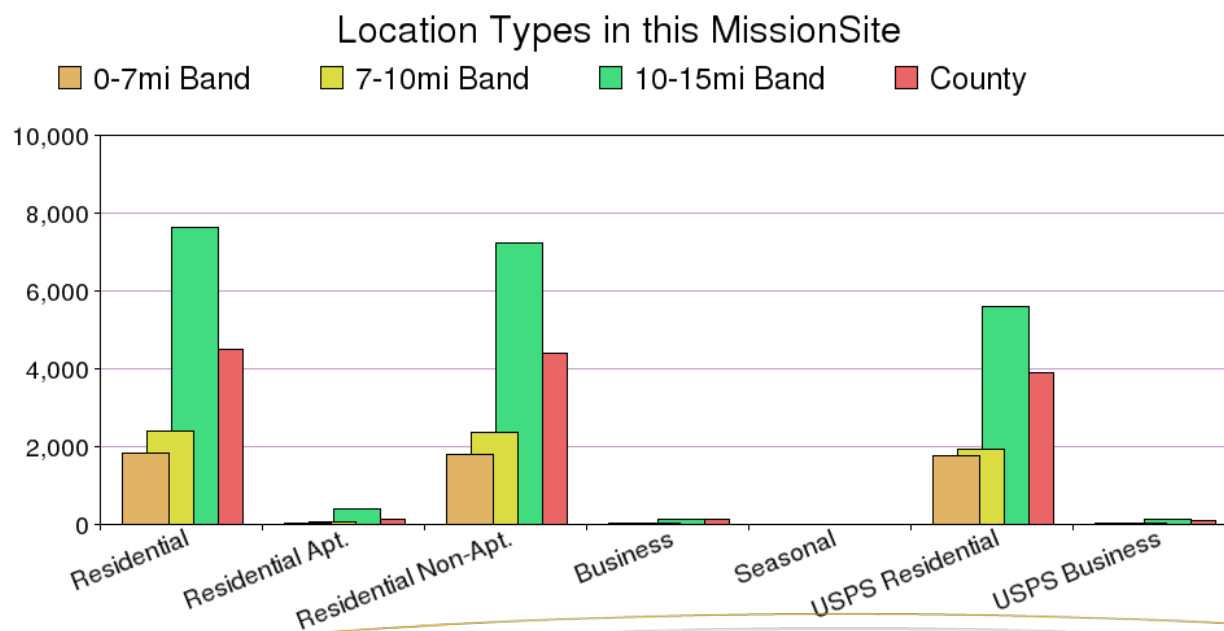


# Current Demographic Summary

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	11,372	3,728	32.78%
2000 Population	12,934	4,406	34.07%
2010 Population	12,421	4,274	34.41%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	4,523	1,579	34.91%
2000 Households	5,178	1,952	37.7%
2010 Households	5,761	2,186	37.94%



Location Type	0-7mi Band
Residential	1,817
Residential Apt.	30
Residential Non-Apt.	1,787
Business	46
Seasonal	0
USPS Residential	1,770
USPS Business	29

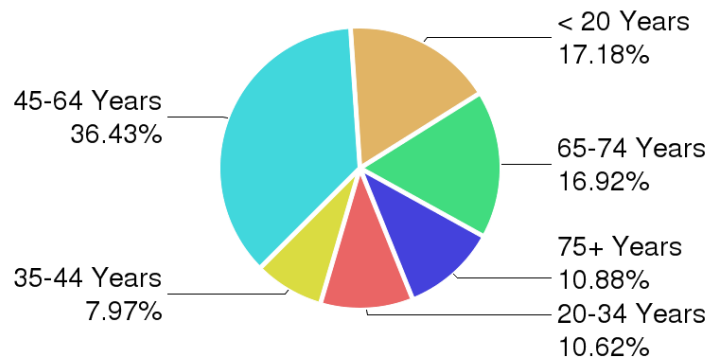
# Current Demographic Summary

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	3.66%	3.04%	83.06
4-5 Years	1.77%	0.47%	26.55
6-8 Years	2.61%	1.73%	66.28
9-11 Years	2.83%	2.6%	91.87
12-13 Years	2%	2.41%	120.5
14-17 Years	4.27%	4.05%	94.85
18-19 Years	2.21%	2.85%	128.96
0-5 Years	5.43%	3.51%	64.64
6-12 Years	6.43%	5.36%	83.36
13-19 Years	7.48%	8.28%	110.7
< 20 Years	19.34%	17.15%	88.68
20-34 Years	15.38%	10.6%	68.92
35-44 Years	10.47%	7.96%	76.03
45-64 Years	31.14%	36.36%	116.76
65-74 Years	13.51%	16.89%	125.02
75+ Years	10.14%	10.86%	107.1
Median Age	49	51	105.14
Median Age (Male)	46	50	107.93
Median Age (Female)	51	52	102.87

Age Group Percentages



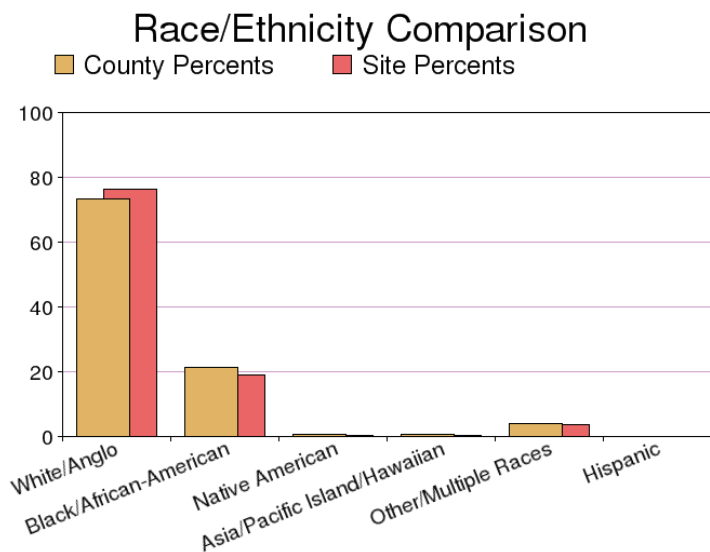


# Current Demographic Summary

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	73.46%	76.37%	103.95
Black, African-American	21.34%	19.02%	89.13
Native American	0.61%	0.49%	80.3
Asian	0.61%	0.47%	76.48
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	3.94%	3.65%	92.52
Hispanic	0%	1.87%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,335	3,361	
Less than 9th Grade	6.44%	5.15%	125.08
No High School Diploma	17.93%	12.91%	138.87
High School Graduate	31.48%	28.59%	110.11
Some College, no degree	22.74%	24.7%	92.09
Associate Degree	6.74%	6.04%	111.56
College Degree	9.47%	13.89%	68.15
Graduate/Prof. degree	5.2%	8.72%	59.6

# 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	9.72%	10.29%	87.72
\$10,000 to \$19,999	13.54%	12.44%	91.9
\$20,000 to \$29,999	11.58%	11.39%	98.38
\$30,000 to \$49,999	21.65%	19.58%	90.45
\$50,000 to \$59,999	8.8%	8.23%	93.56
\$60,000 to \$69,999	7.12%	6.91%	97.06
\$70,000 to \$79,999	5.52%	4.76%	86.19
\$80,000 to \$89,999	5.64%	4.99%	88.39
\$90,000 to \$99,999	3.58%	3.66%	102.35
\$100,000 to \$124,999	5.47%	7.46%	136.37
\$125,000 to \$149,999	2.81%	4.07%	144.78
\$150,000 to \$199,999	1.7%	2.97%	174.8
\$200,000 to \$249,999	0.61%	0.69%	112.95
\$250,000 or more	2.27%	2.06%	90.53
Median Household	42,788	48,953	114.41
Average Household	55,126	63,254	114.74
Per Capita Household	26,809	32,356	120.69
Family/Non-Family Household Income			
Median Family Income	52,455	59,678	113.77
Average Family Income	61,511	69,676	113.27
Median Non-Family Income	25,467	36,390	142.89
Average Non-Family Income	38,944	36,794	94.48

# 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	71.71%	69.62%	97.1
Families with Children	29.79%	22.42%	75.25
Families without Children	41.92%	47.21%	112.62
Non-Family Households			
% Non-Family Households	28.29%	30.38%	107.36
Non-Families with Children	0.31	0.18	58.56
Non-Families without Children	27.98	30.19	107.9
Housing Units			Index
Total Housing Units	7,552	3,031	
Vacant percent	23.72%	27.85%	117.41
Owned percent	62.62%	60.9%	97.26%
Rented Percent	13.67%	11.22%	82.09
Households by Size			Index
Avg household size	2.05	1.95	95.12
Avg family hh size	2.43	2.31	95.06
Avg non-family hh size	1.09	1.12	102.75
Households By Count of Persons			Percent
One	1,446	533	36.86%
Two	2,921	1,233	42.21%
Three or Four	1,308	397	30.35%
Five+	86	22	25.58%

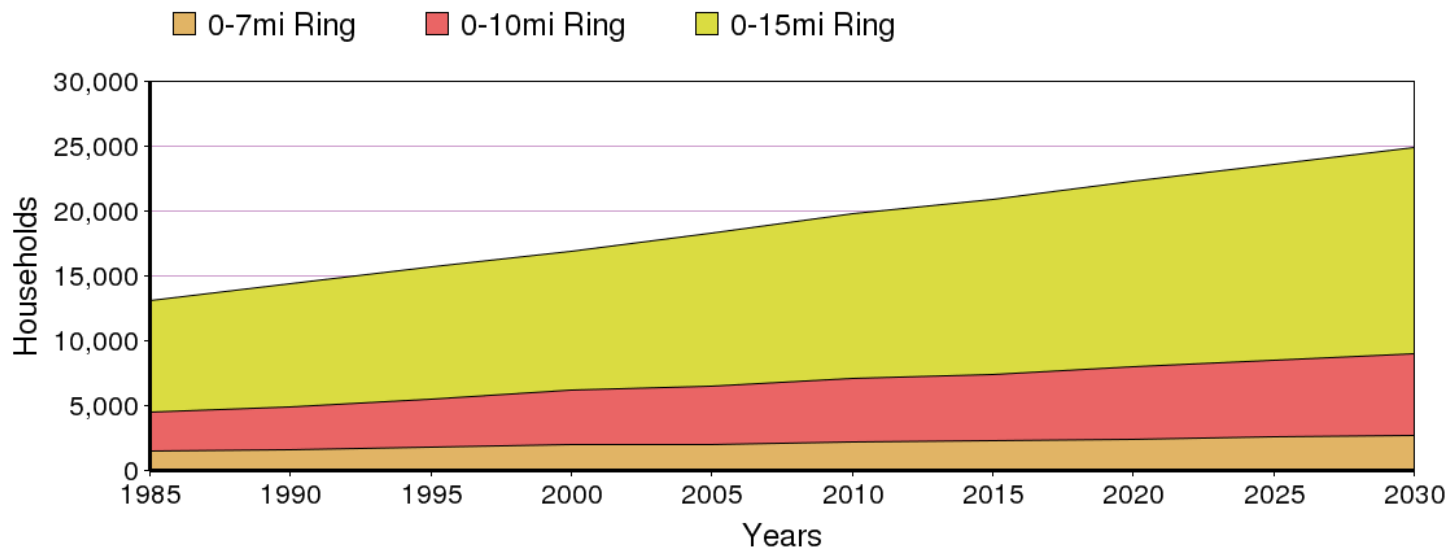
# Projected Demographic Summary

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	11,372	3,728	32.78%
2000 Population	12,934	4,406	34.07%
2010 Population	12,421	4,274	34.41%
2015 Population	12,408	4,281	34.5%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	4,523	1,579	34.91%
2000 Households	5,178	1,952	37.7%
2010 Households	5,761	2,186	37.94%
2015 Households	5,983	2,270	37.94%

Household Change from 1985 to 2030





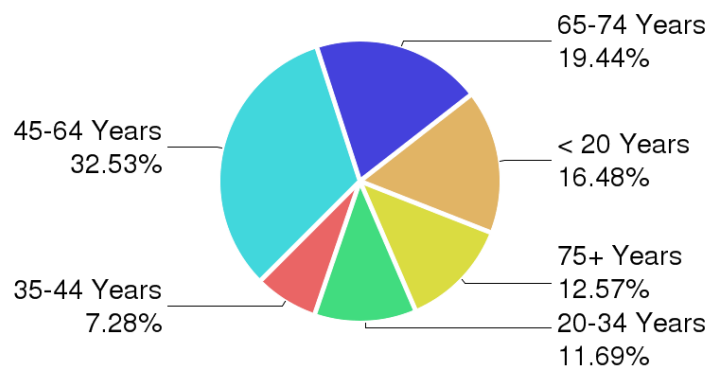
# Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-7 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	3.04%	2.87%	94.41
4-5 Years	0.47%	0.44%	93.62
6-8 Years	1.73%	2.2%	127.17
9-11 Years	2.6%	2.57%	98.85
12-13 Years	2.41%	2.17%	90.04
14-17 Years	4.05%	3.43%	84.69
18-19 Years	2.85%	2.76%	96.84
0-5 Years	3.51%	3.32%	94.59
6-12 Years	5.36%	5.72%	106.72
13-19 Years	8.28%	7.4%	89.37
< 20 Years	17.15%	16.44%	95.86
20-34 Years	10.6%	11.66%	110
35-44 Years	7.96%	7.26%	91.21
45-64 Years	36.36%	32.45%	89.25
65-74 Years	16.89%	19.39%	114.8
75+ Years	10.86%	12.54%	115.47
Median Age	49	52	106.25
Median Age (Male)	46	53	114.82
Median Age (Female)	51	52	102.38

Projected Age Group Percentages



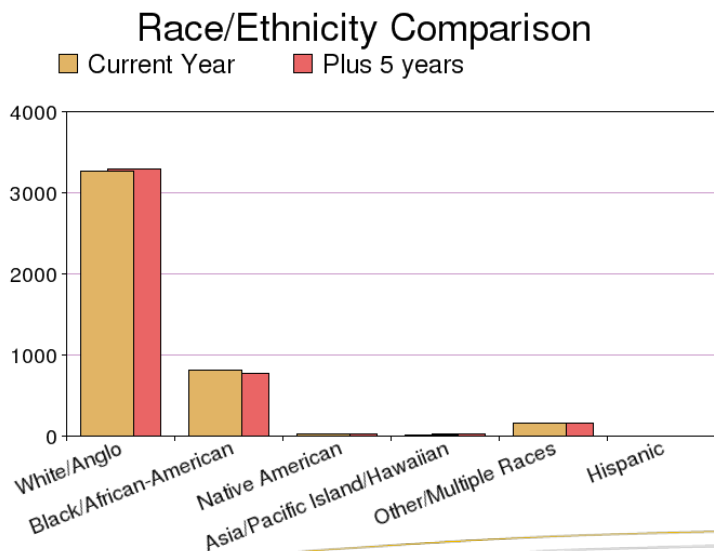
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	76.37%	77.06%	100.91
Black, African-American	19.02%	17.99%	94.56
Native American	0.49%	0.63%	128.36
Asian	0.47%	0.58%	124.8
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.65%	3.74%	102.4
Hispanic	0%	0%	0

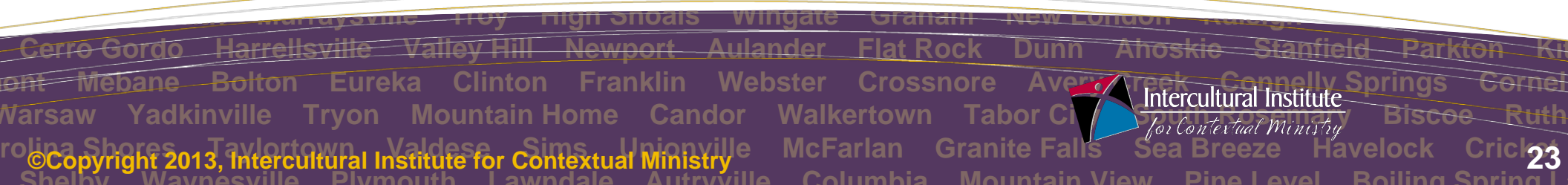
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	3,361	3,401	
Less than 9th Grade	5.15%	4.88%	94.83
No High School Diploma	12.91%	12.82%	99.28
High School Graduate	28.59%	28.84%	100.88
Some College, no degree	24.7%	24.79%	100.37
Associate Degree	6.04%	6.29%	104.18
College Degree	13.89%	13.79%	99.25
Graduate/Prof. degree	8.72%	8.59%	98.49



# 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
<b>Household Income</b>			
< \$10,000	10.29%	9.07%	88.17
\$10,000 to \$19,999	12.44%	11.41%	91.7
\$20,000 to \$29,999	11.39%	10.44%	91.66
\$30,000 to \$49,999	19.58%	18.59%	94.95
\$50,000 to \$59,999	8.23%	7.22%	87.74
\$60,000 to \$69,999	6.91%	7.75%	112.24
\$70,000 to \$79,999	4.76%	3.83%	96.3
\$80,000 to \$89,999	4.99%	4.76%	80.4
\$90,000 to \$99,999	3.66%	4.1%	111.95
\$100,000 to \$249,999	7.46%	9.16%	122.89
\$125,000 to \$149,999	4.07%	5.11%	125.51
\$150,000 to \$199,999	2.97%	4.71%	158.52
\$200,000 to \$249,999	0.69%	0.79%	115.56
\$250,000 or more	2.06%	2.2%	107
Median Household	48,953	55,971	114.34
Average Household	63,254	69,254	109.49
Per Capita Household	32,356	36,726	113.51
<b>Family/Non-Family Household Income</b>			
Median Family Income	59,678	65,727	110.14
Average Family Income	69,676	76,234	109.41
Median Non-Family Income	36,390	38,571	105.99
Average Non-Family Income	36,794	40,064	108.89



# 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
<b>Family Households</b>			
% Family Households	69.62%	68.63%	98.58
Families with Children	22.42	21.98	98.07
Families without Children	47.21	47.05	99.66
<b>Non-Family Households</b>			
% Non-Family Households	30.38%	31.37%	103.26
Non-Families with Children	0.18	0.13	103.26
Non-Families without Children	30.19	31.23	103.45
<b>Housing Units</b>			
Total Housing Units	3,031	3,152	103.99%
Vacant percent	27.85%	27.98%	100.49
Owned percent	60.9%	60.72%	99.7
Rented Percent	11.22%	11.29%	100.69
<b>Households by Size</b>			
Avg household size	1.95	1.88	96.41%
Avg family hh size	2.31	2.24	96.97%
Avg non-family hh size	1.12	1.10	98.21%
<b>Households By Count of Persons</b>			
One	533	566	106.19%
Two	1,233	1,297	105.19%
Three or Four	397	392	98.74%
Five+	22	16	72.73%



# 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](http://MissionalCyclopedia.org).

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	131	6	852
Northern Europe	30	0	29
Western Europe	38	0	58
Southern Europe	2	0	21
Eastern Europe	1	0	15
Other Europe	0	0	0
Eastern Asia	0	0	70
So. Central Asia	0	0	0
SE Asia	9	1	107
Western Asia	0	0	15
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	69
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	5	0	116
Central Amer.	43	4	238
South America	1	0	53
North America	2	1	61
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	5,201	3,646	20,535
Spanish	133	77	1,153
Other Indo-Euro language	62	68	415
French (incl. Patois, Cajun)	13	30	171
French Creole	0	0	13
Italian	6	4	19
Portuguese	0	0	6
German	34	13	106
Yiddish	0	0	0
Other West Germanic	0	0	27
A Scandinavian Language	0	0	0
Greek	8	0	2
Russian	0	0	16
Polish	0	10	31
Serbo-Croatian	1	1	7
Other Slavic Language	0	0	6
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	10	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	11
Asian/PI languages	0	0	0
Chinese	0	2	30
Japanese	0	0	90
Korean	0	0	8
Mon-Khmer, Cambodian	2	0	0
Miao, Hmong	0	0	0
Thai	0	0	3
Laotian	0	0	8
Vietnamese	11	0	8
Other Asian	0	0	0
Tagalog	0	1	85
Other Pacific Is	0	0	0
Other languages	1	0	157
Navajo	0	0	15
Other Native N. American	0	0	10
Hungarian	0	0	0
Arabic	0	0	46
Hebrew	0	0	19
African languages	0	0	62
Other unspecified	1	0	5



# 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	4,153	3,133	19,061
Arab	8	2	21
Armenian	2	5	9
Austrian	15	0	25
British	43	5	39
Canadian	15	3	61
Croatian	1	1	29
Czech	8	2	8
Czechoslovak	2	1	7
Danish	2	3	10
Dutch	33	17	118
English	610	247	1,882
European	51	9	122
Finnish	0	2	4
French (not Basque)	60	38	332
French Canadian	22	29	147
German	445	263	2,110
Greek	18	2	30
Hungarian	12	5	55
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	300	258	2,385
Italian	130	101	811
Lithuanian	1	0	5
Norwegian	9	5	133
Polish	71	52	297
Portuguese	2	8	33
Romanian	0	0	0
Russian	3	8	48
Scandinavian	2	5	59
Scotch-Irish	153	63	345
Scottish	131	26	363
Slovak	2	3	19
Subsaharan African	11	46	211
Swedish	27	19	61
Swiss	24	3	39
Ukrainian	6	2	8
US/American	860	495	3,269
Welsh	14	8	98
West Indian	8	13	110
Yugoslavian	0	0	3
Other	1,053	1,384	5,756

# 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*

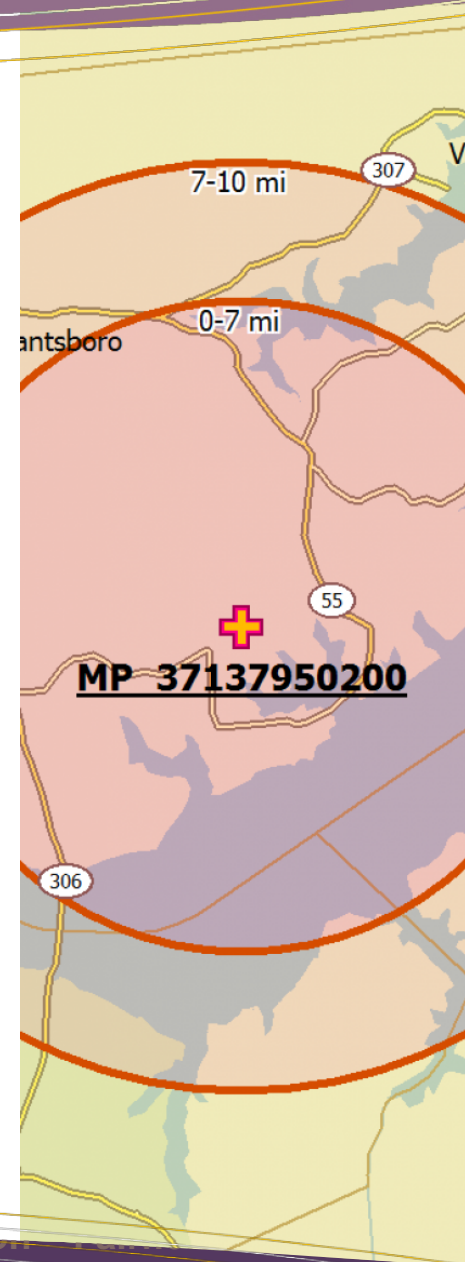
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangelescape 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 Evangelescape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://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](http://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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,186	100%	1,507	100%
<b>AFFLUENT SUBURBIA</b>	110	5.03%	84	5.57%
America's Wealthiest	58	2.65%	47	3.12%
Dream Weavers	45	2.06%	32	2.12%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	7	0.32%	5	0.33%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	87	3.98%	58	3.85%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	87	3.98%	58	3.85%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	35	1.6%	22	1.46%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	35	1.6%	22	1.46%
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	2,186	100%	1,507	100%
<b>BLUE COLLAR BACKBONE</b>	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%
<b>AMER. DIVERSITY</b>	890	40.71%	641	42.53%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	50	2.29%	32	2.12%
Professional Urbanites	828	37.88%	599	39.75%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	12	0.55%	10	0.66%
<b>METRO FRINGE</b>	95	4.35%	65	4.31%
Steadfast Conservative	95	4.35%	65	4.31%
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%

# 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	2,186	100%	1,507	100%
<b>REMOTE AMERICA</b>	286	13.08%	174	11.55%
Hardy Rural Fam.	240	10.98%	146	9.69%
Rural Southern Living	22	1.01%	13	0.86%
Coal & Crops	24	1.1%	15	1%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	396	18.12%	293	19.44%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	396	18.12%	293	19.44%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	156	7.14%	88	5.84%
Industrious Country Living	79	3.61%	54	3.58%
America's Farmland	12	0.55%	7	0.46%
Comfy Country Living	0	0%	0	0%
Small Town Connections	4	0.18%	2	0.13%
Hinterland Fam.	61	2.79%	25	1.66%



# 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	2,186	100%	1,507	100%
<b>STRUGGLING SOCIETIES</b>	124	5.67%	76	5.04%
Rugged Southern Style	92	4.21%	54	3.58%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	32	1.46%	22	1.46%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	9	0.41%	6	0.4%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	9	0.41%	6	0.4%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

Within the 0-7 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?



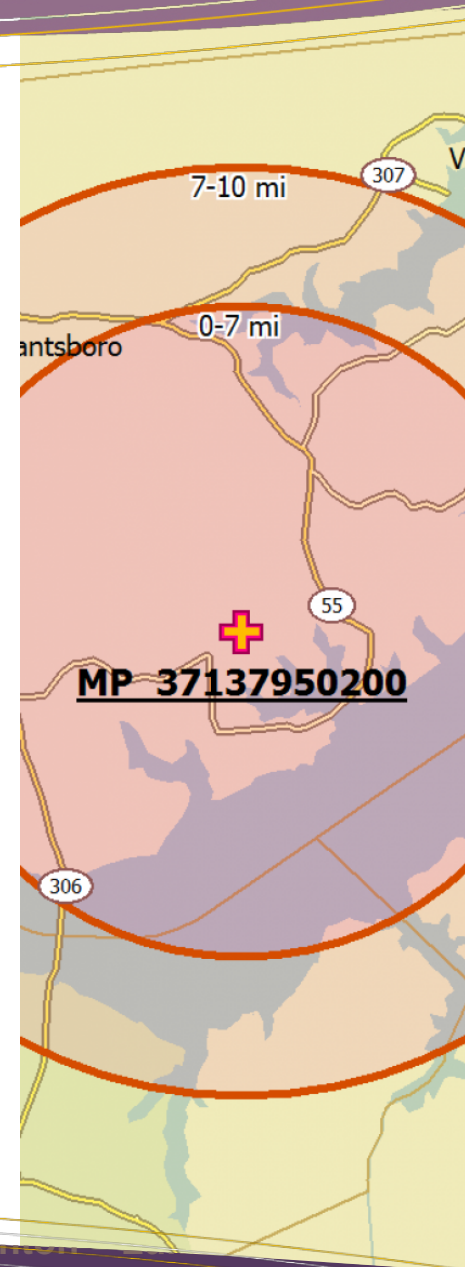
## Potential Cultural Bridges

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	76%	75%	77%
Use Comp. for Internet/E-mail	60%	57%	54%
Internet Use: E-Mail	50%	47%	47%
Use Comp. for Word Processing	43%	38%	39%
Use Comp. for Comp. Games	36%	37%	42%
Use Comp. for Shopping	34%	31%	33%
Use Comp. for Digital Camera	32%	30%	34%
Photo Editing			
Use Comp. for Education	29%	29%	34%
HH Owns DVD Player	28%	28%	32%
Use Comp. for Banking	28%	28%	28%

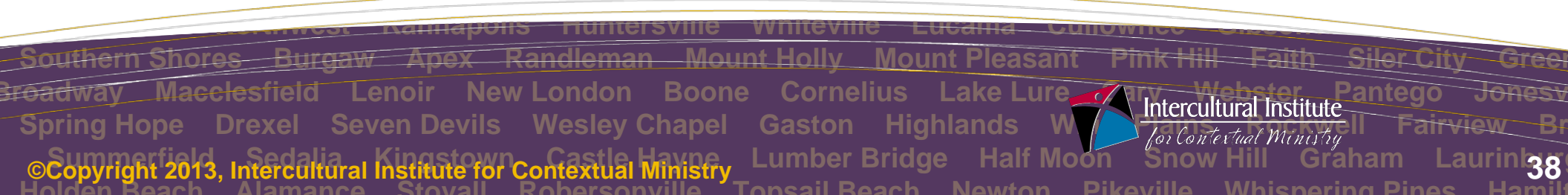
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: News/ Weather	27%	26%	25%
Use Comp. for News/Info./Data Service	27%	22%	23%
Internet Use: Banking	23%	24%	26%
PC-Network-HH Has One	19%	18%	17%
Use Comp. for Personal Financial Mngmnt	18%	15%	14%
Use Comp. for Accounting	16%	15%	17%
Use Comp. for Filing/DB Mngmnt	15%	13%	11%
Internet Use: Shopping: Gathered Info. for Shopping	13%	11%	13%
Internet Use: Research/ Education	12%	11%	12%
Internet Use: Shopping: Made A Purchase	12%	11%	12%

# 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	64%	65%	69%
Dining Out (Not Fast Food)	60%	55%	53%
Reading Books	59%	54%	59%
Card Games	44%	42%	47%
Gardening	38%	35%	30%
Go To A Beach/Lake	36%	34%	36%
Cooking for Fun	35%	35%	36%
Board Games	29%	30%	37%
Visit Museum	23%	19%	18%
Photography	20%	18%	17%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	72%	70%	71%
Gen./Fam. Practitioner	40%	39%	40%
Dentist	34%	28%	25%
Eye Dr.	26%	23%	24%
Hypertension/High Blood Pressure	23%	22%	25%
Backache	22%	22%	26%
High Cholesterol	21%	19%	17%
Any Arthritis	19%	17%	19%
None Of These	17%	18%	17%
Acid Reflux Disease (GERD)	16%	15%	13%





# 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	28.01%	26.08%	29.51%
Live Theater	26.24%	20.64%	24.52%
Live Theater Most Often	21.83%	17.17%	20.4%
Rock/Pop Concerts Most Often	11.09%	11.48%	11.72%
Classical Concerts Most Often	10.38%	7.36%	7.2%
Dance Performance	9.37%	8.29%	9.02%
Movies: Action/Adventure	35.8%	37.01%	38.03%
Movies: Comedy	35.05%	37.1%	41.04%
Movies: Drama	22.11%	21.72%	23.25%

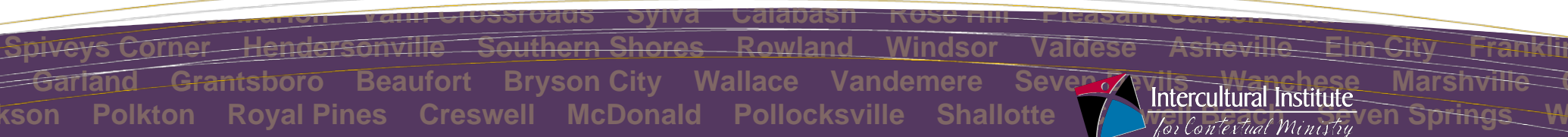
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Romantic Comedy	19.81%	19.23%	18.84%
Movies: Mystery	19.07%	18.24%	20.34%
Movies: Fam.	18.64%	19.73%	22.95%
College Football Reg. Season	7.4%	6.3%	5.55%
MLB Baseball Reg. Season	6.91%	6.16%	6.22%
NFL Football Reg. Season	6.3%	5.66%	5.6%
College Basketball Reg. Season	4.37%	4.12%	3.75%
NBA Basketball Reg. Season	3.04%	2.7%	3.05%
College Football Post-Season	2.94%	2.44%	2.39%

# 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	46.14%	41.08%	42.31%
Swimming	32.62%	31.85%	35.12%
Bowling	19.85%	20.39%	25.4%
Freshwater Fishing	17.85%	20.07%	16.67%
Golf	17.04%	13.71%	12.65%
Billiards/Pool	14.7%	16.8%	17.93%
Jogging/Running	14.39%	13.75%	16.42%
Weight Training	14.37%	13.63%	14.24%
Mountain/Road Biking	13.66%	11.83%	12.11%
Using Cardio Machine	13.63%	12%	15.56%
Basketball	13.25%	14.66%	16.28%
Stationary Cycling	13.16%	11.65%	14.51%
Camping Trips	13.09%	14.32%	15.74%
Power Boating	11.37%	9.58%	7.98%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Aerobics	10.84%	9.53%	9.6%
Hunting	8.96%	10.34%	8.46%
Baseball	8.76%	9.89%	9.32%
Backpacking/Hiking	8.69%	8.22%	10.89%
Canoeing/Kayaking	7.86%	7.45%	5.84%
Saltwater Fishing	7.84%	8.09%	7.3%
Football	7.4%	9.43%	14.11%
Target Shooting	7.19%	8.05%	6.74%
Tennis	7.12%	6.3%	6.34%
Softball	7.03%	7.38%	6.97%
Yoga	6.71%	6.14%	5.91%
Volleyball	6.67%	7.42%	10.33%
Soccer	6.55%	6.33%	7.9%
Horseback Riding	5.28%	6.03%	4.9%



# 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](http://MissionalContext.org)

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Ice Skating	5.07%	4.8%	4.3%
Downhill & X-Country Skiing	4.9%	4.2%	3.54%
Motorcycling	4.73%	5.43%	5%
Sailing	4.46%	3.78%	3.11%
Water Skiing	4.45%	4.35%	3.99%
Roller Skating	4.4%	4.56%	4.56%
Fly Fishing	4.29%	4.64%	3.96%
Snorkeling	4.13%	3.99%	3.58%
Jet Skiing	3.9%	3.93%	3.48%
Archery	3.67%	3.93%	3.39%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Snowmobiling	3.28%	3.39%	2.9%
Hockey	2.99%	2.82%	2.64%
Racquetball	2.96%	3.26%	3.02%
Rowing	2.91%	2.66%	2.22%
Skateboarding	2.9%	2.99%	2.7%
Rock Climbing	2.44%	2.49%	2.42%
Martial Arts	2.44%	2.32%	3.83%
Snowboarding	2.39%	2.47%	2.39%
Auto Racing	2.3%	2.47%	2.22%
Surfing & Windsurfing	1.86%	2.02%	1.91%

## 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.

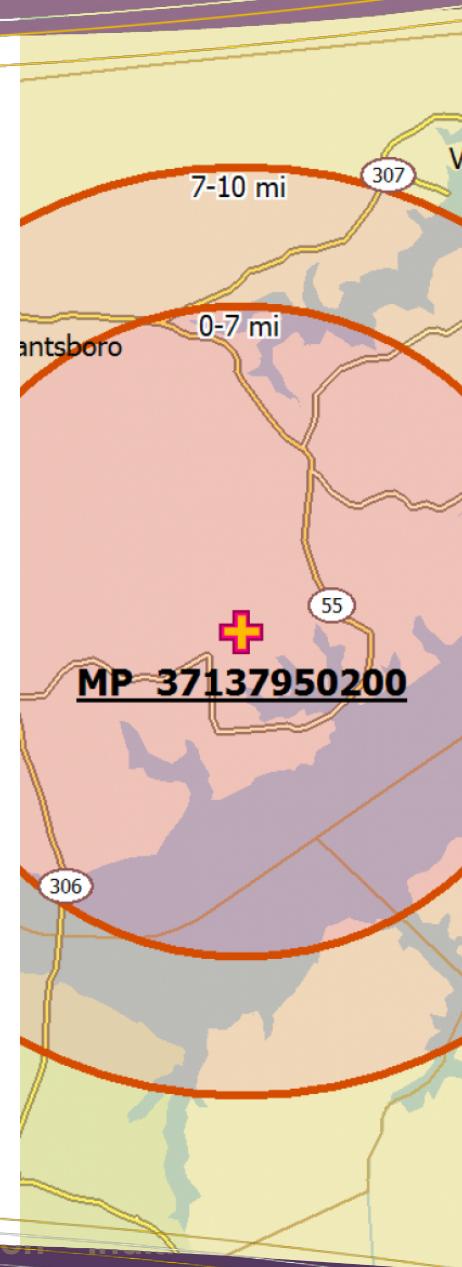
### BIBLICAL BARRIERS

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.

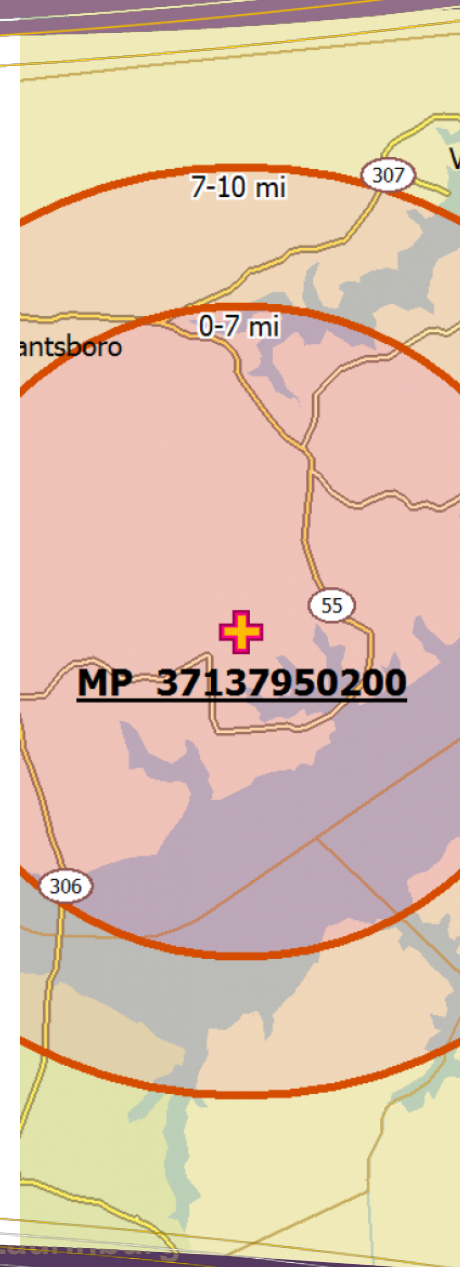
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.



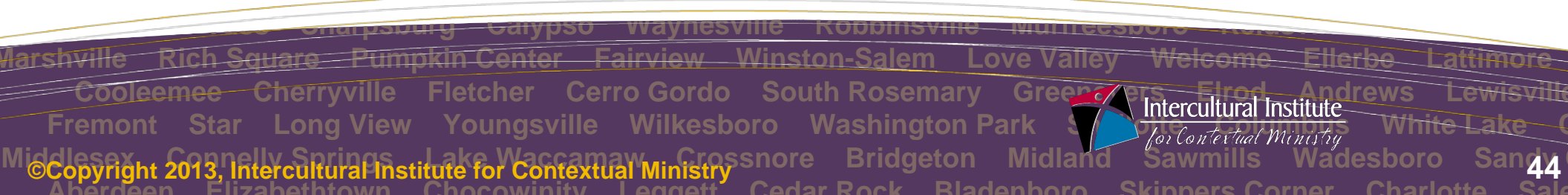


# Potential Cultural Barriers:

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](http://MissionalContext.org).

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	52%	52%	55%
Prefer To Have Few Possessions As Possible	38%	32%	30%
Find It Difficult To Say No To My Kids	38%	39%	37%
Speak My Mind Even If It Upsets People	36%	36%	39%
Like Control Over People And Resources	34%	35%	34%
Woman's Place Is In The Home	33%	35%	33%
If Won Lottery Would Never Work Again	32%	28%	28%
Like To Do Unconventional Things	31%	31%	31%
Money Is Best Measure Of Success	28%	27%	26%
Don't Judge People/Way They Live Life	28%	29%	29%
Friends More Important Than My Fam.	27%	23%	21%
Marijuana Should Be Legalized	21%	20%	21%

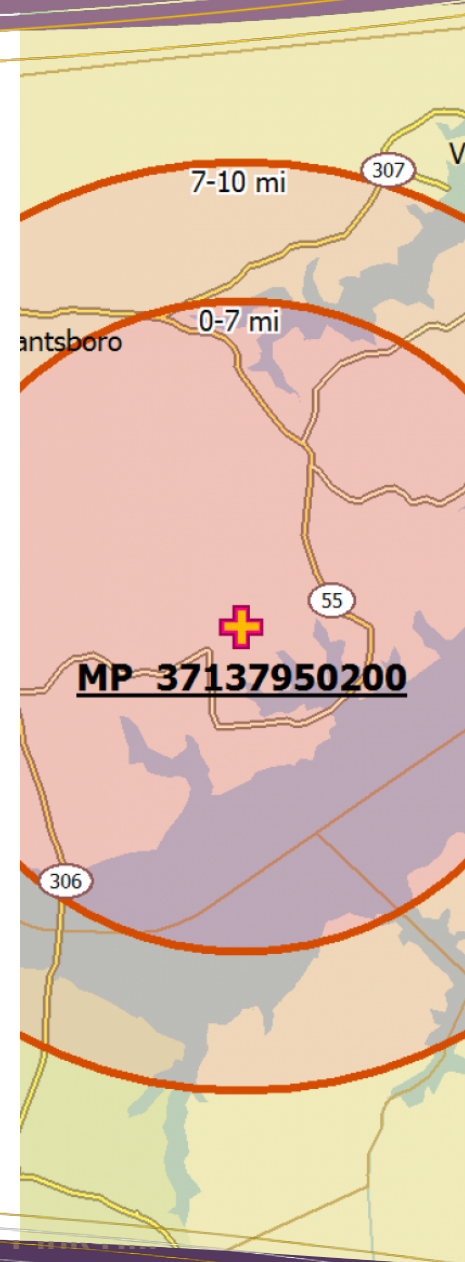
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Too Much Sponsorship In Arts/Sports	20%	23%	26%
Like to Stand Out In A Crowd	19%	21%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	16%
Only Work Current Job for The Money	17%	16%	15%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
I Am A Workaholic	14%	17%	17%
Happy With My Standard Of Living	14%	12%	11%
We Should Strive for Equality for All	13%	14%	14%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	8%	8%	8%
Little I Can Do To Change My Life	8%	9%	8%
Very Happy With My Life As It Is	6%	7%	7%



## 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:

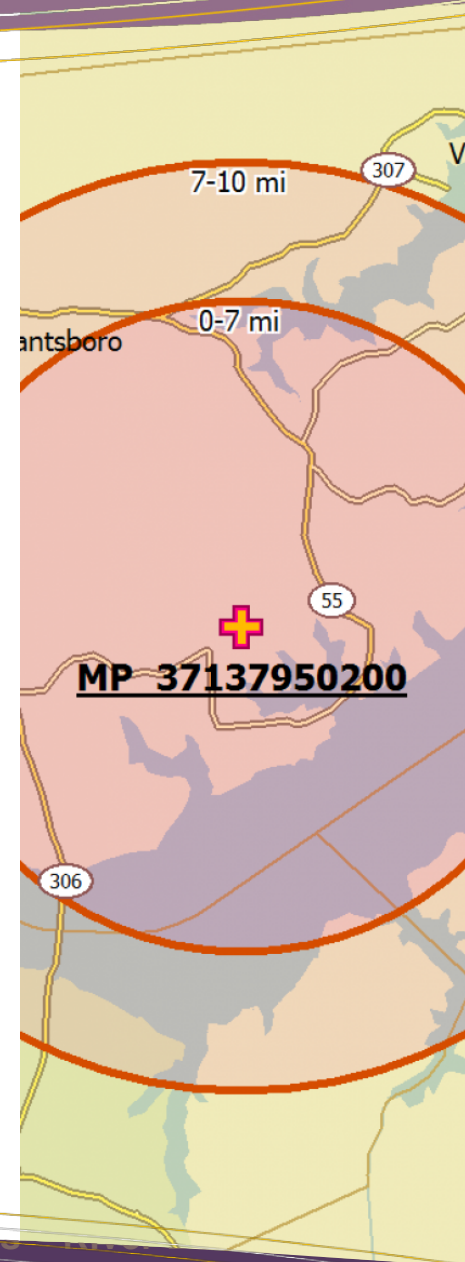
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	59%	58%	56%
Like To Understand About Nature	38%	38%	37%
Prefer To Have Few Possessions As Possible	38%	32%	30%
Prefer Work Part Of Team Than Alone	35%	36%	38%
Important Feel Respected By My Peers	34%	33%	32%
Important To Juggle Various Tasks	31%	31%	31%
Have Keen Sense Of Adventure	28%	27%	25%
Good At Fixing Things	27%	28%	32%
People Have To Take Me As They Find Me	24%	23%	27%
Like To Just Enjoy Life	23%	21%	19%
Consider Myself Interested In The Arts	19%	20%	21%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Real Men Don't Cry	17%	17%	23%
Worried About Pollution Caused By Cars	16%	16%	17%
Looking for New Ideas To Improve Home	16%	17%	19%
Try Not To Worry About The Future	15%	15%	14%
Is An Important Part Of Who I Am	14%	15%	16%
Provide My Kids With The Little Extras	11%	14%	17%
Enjoy Spending Time With My Fam.	9%	11%	11%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Feel Very Alone In The World	5%	6%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	4%	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.



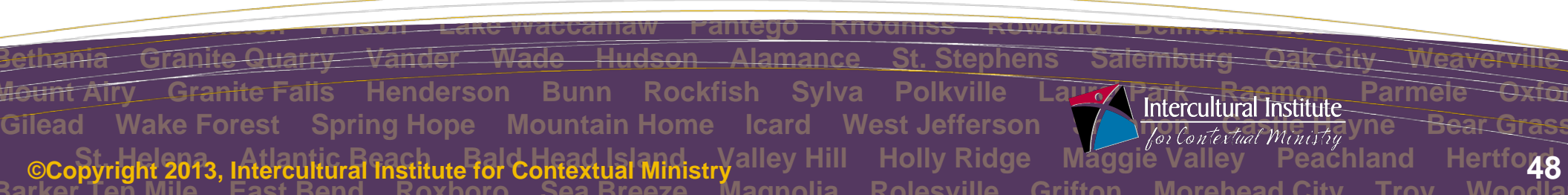


# Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	83.78%	82.13%	83.74%
Fast Food/Drive-In Restaurant-Visit Any	82.95%	85.38%	84.7%
McDonald's	54.86%	57.21%	59.54%
Burger King	33.94%	36.42%	37.38%
Subway	28.6%	30.79%	27.93%
Wendy's	27.92%	30.02%	27.5%
Applebee's	27.75%	28.79%	31.74%
Kentucky Fried Chicken (KFC)	23.44%	28.16%	26.04%
Taco Bell	23.15%	25.9%	30.11%
Olive Garden	21.42%	19.99%	18.91%
Arby's	19.09%	21.47%	21.59%
Pizza Hut	19.04%	22.14%	25.1%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	17.64%	18.85%	17.06%
Red Lobster	17.46%	17.59%	16.23%
Outback Steakhouse	15.77%	15.24%	14.2%
Cracker Barrel	15.68%	16.17%	15.38%
IHOP (International House Of Pancakes)	14.04%	13.84%	17.13%
Chick-Fil-A	13.15%	14.06%	12.82%
Sonic	11.37%	14.6%	18.19%
Chili's Grill and Bar	11.26%	11.56%	11.12%
Starbucks	11.17%	10.72%	10.69%
Denny's	11.06%	11.12%	14.45%
Domino's Pizza	11.01%	12.99%	20.2%
Dunkin' Donuts	10.52%	10.36%	10.73%



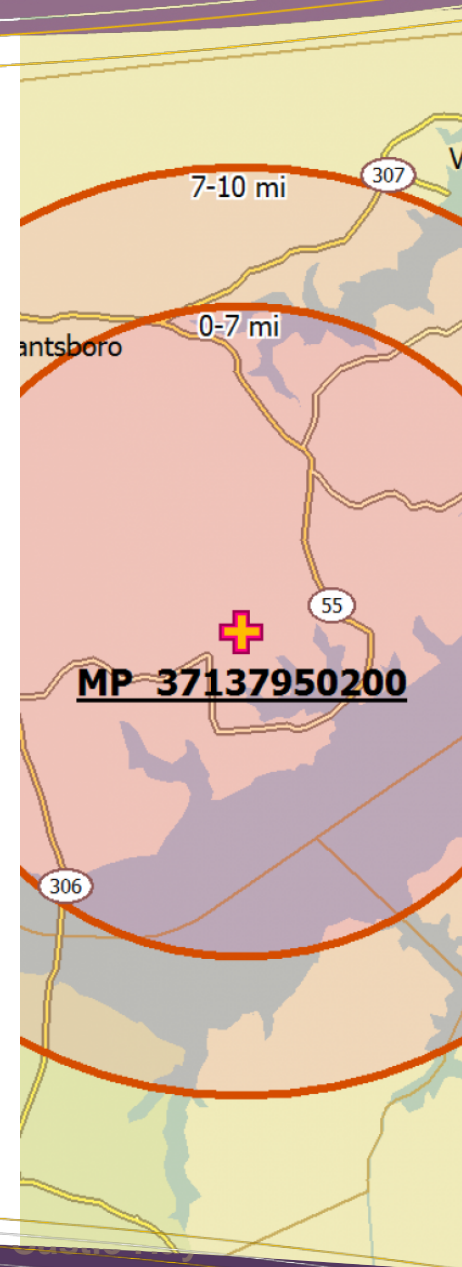


## Potential Shared Projects

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.

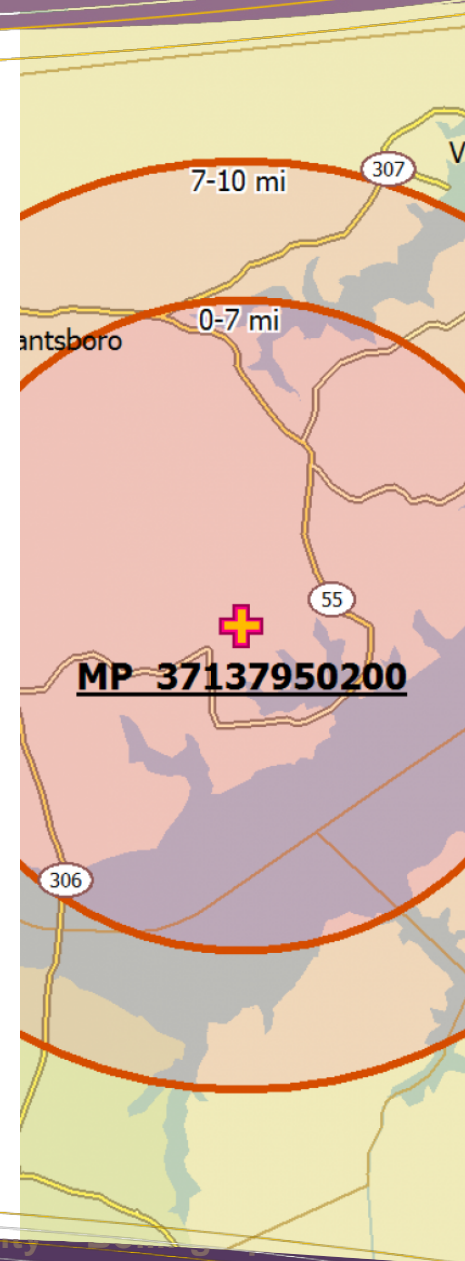
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	50.48%	45.88%	44.76%
Recycled products	38.68%	32.95%	32.94%
Worked as volunteer (non political)	17.83%	15.85%	17.85%
Engaged in fund raising	11.09%	10.34%	12.61%
Religious club member	8.29%	7.98%	8.51%
Wrote to elected offcl about publ bus	6.6%	5.63%	5.17%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Church Board	6.2%	6.02%	6.37%
Charitable Organization	6.02%	5.11%	5.81%
Wrote to editor of mag or newspaper	5.91%	5.42%	7.56%
Union member	5.7%	5.17%	7.44%
Addressed a public meeting	5.65%	4.94%	5.55%
Took active part in local civic issue	5.48%	4.93%	6.06%

# 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

<b>BOOKS</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Novel	19.21%	16.57%	18.36%
Children's Books	13.67%	12.84%	12.11%
Mystery	13.12%	11.56%	10.09%
Cookbooks	10.41%	9.76%	8.84%
Religious (not Bibles)	9.12%	9.25%	8.56%
History	8.3%	6.94%	7.03%
Biography	7.77%	6.41%	6.44%
Personal/Business	7.27%	6.18%	5.43%
Self-help			
Romance	6.72%	6.83%	7.88%

<b>MAGAZINES</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Newspaper	68.72%	64.89%	67.94%
Distributed			
Gen. Editorial	50.22%	48.86%	50.99%
Womens	42.13%	42.02%	45.76%
Service	36.29%	34.89%	36.03%
Business/Finance	22.04%	18.92%	19.51%
Mens	17.19%	17.18%	18.89%
Mature Market	16.02%	14.08%	15.81%
Sports	15.32%	13.74%	15.83%
Health	13.72%	13.92%	15.63%



# 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	57.17%	54.16%	56.63%
Sport	33.99%	31.69%	30.03%
Business/Finance	33.36%	28.38%	27.01%
Editorial Page	32.06%	30.25%	29.44%
Classified	28.8%	31.92%	31.99%
Comics	27.23%	26.41%	26.89%
Food/Cooking	26.79%	25.03%	24.47%
Movie Listings & Reviews	25.37%	23.22%	26.83%
TV/Radio Listings	24.89%	23.67%	23.9%
Home/Gardening	22.57%	20.61%	20.39%
Travel	22.15%	18.86%	20.08%
Science/Technology	19.32%	16.6%	16.97%
Fashion	15.85%	14.54%	15.99%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	18.8%	21.81%	23.26%
Adult Contemporary	17.64%	16.21%	15.78%
CHR Contemp Hit Radio	15.93%	15.47%	14.45%
Urban Contemporary	15.77%	19.19%	20.16%
News/Talk	11.78%	9.35%	8.99%
Oldies	10.86%	10.12%	9.38%
Rock	9.31%	8.97%	9.01%
All News	8.79%	6.34%	5.5%
Classic Rock	8.64%	7.83%	8%
Alternative	8.46%	7.12%	6.37%
Variety	8.35%	7.95%	7.25%
Jazz	7.95%	7.4%	6.71%
All Talk	7.94%	5.29%	4.55%
Religious	7.26%	6.59%	7.35%
Adult Standards	5.29%	3.88%	3.23%
Soft Contemporary	5.21%	4.99%	4.8%
Sports	4.17%	3.23%	2.82%
Classical	4.01%	3.06%	2.91%



# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	66.63%	64.87%	63.56%
Soapnet	51.22%	50.24%	52.26%
Satellite Dish	49.38%	50.38%	45.84%
Other Video-On-Demand	45.33%	46.48%	40.84%
Adult Pay Per View TV	39.41%	36.88%	31.22%
Comedy Central	38.8%	32.2%	29.59%
Sci-Fi Channel	37.07%	37.02%	38.12%
MSNBC	32.54%	33.37%	35.4%
TV Info From Sunday TV Magazine	31.03%	29.36%	32.66%
Subscribe Digital Cable	29.93%	29.81%	36.04%
USA Network	27.19%	24.66%	25.62%
The Golf Channel	26.86%	24.05%	21.94%

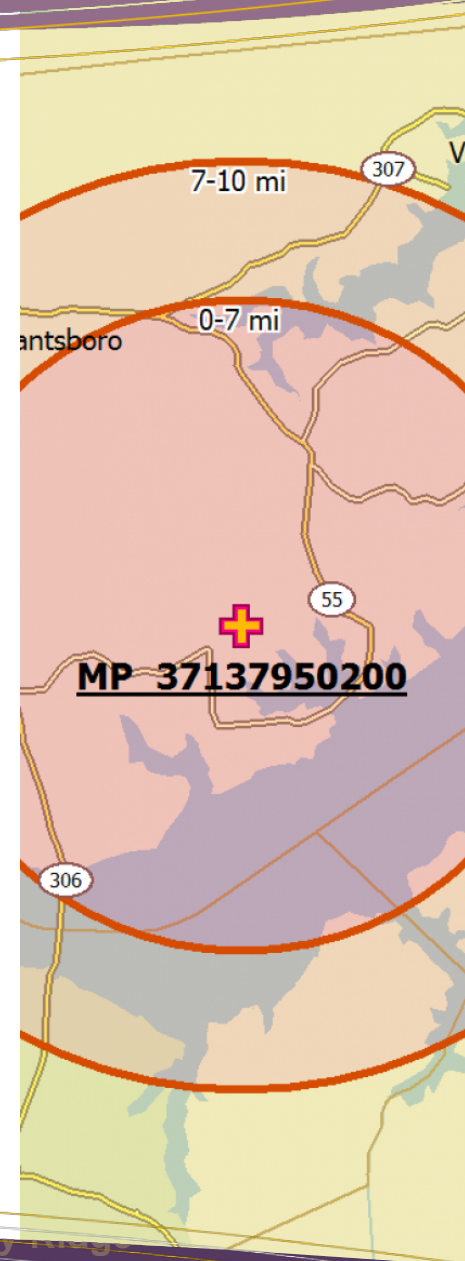
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
ESPN Classic	26.7%	20.97%	18.74%
Hallmark Channel	26.26%	24.73%	23.8%
Nickelodeon	25.82%	27.81%	25.51%
TCM (Turner Classic Movies)	25.59%	24.75%	26.19%
TV Info From Newspapers	25.57%	25.67%	23.52%
Adult Swim	25.37%	25.27%	27.87%
ESPN2	24.84%	22.85%	21.1%
ABC Fam.	24.74%	22.45%	23.66%
BET (Black Entertainment TV)	24.24%	23.9%	22.39%
Nick At Nite	23.7%	25.44%	25.53%
ESPN News	22.93%	18.3%	16.05%
TV Info From Other	21.99%	21.36%	19.24%

# 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.

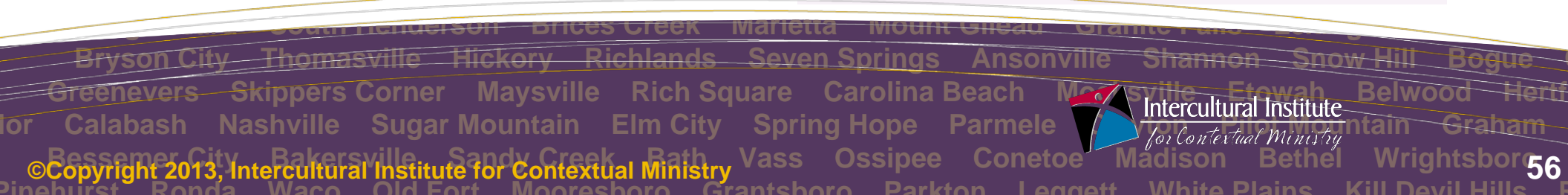


# Potential Print Media Usage:

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+)	20.77%	19.02%	17.64%
Medium Users (4-6)	11.34%	10.04%	12.56%
Light Users (1-3)	20.37%	18.96%	19.64%
Quintiles (20%)			
Newspaper I (Heavy)	0.53%	0.99%	0.94%
Newspaper II	1.07%	1.23%	1.87%
Newspaper III	2.12%	1.86%	1.76%
Newspaper IV	0.15%	0.39%	0.44%
Newspaper V (Light)	0.84%	0.91%	0.86%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	16.8%	18.82%	18.76%
Magazines II	7.09%	8.06%	8.37%
Magazines III	7.79%	9.05%	9.17%
Magazines IV	10.21%	11.64%	12.19%
Magazines V (Light)	0.47%	0.62%	0.58%
Outdoor I (Heavy)	7.12%	7.14%	6.67%
Outdoor II	2.67%	3.04%	2.86%
Outdoor III	2.93%	3.54%	3.3%
Outdoor IV	16.29%	16.75%	14.54%
Outdoor V (Light)	28.29%	26.47%	27.7%
Yellow Pages I (Heavy)	14.08%	15.34%	16.87%
Yellow Pages II	6.66%	6.62%	5.93%
Yellow Pages III	4.11%	5.66%	5.46%
Yellow Pages IV	20.75%	22.93%	25.1%
Yellow Pages V (Light)	2.22%	3.08%	5.52%

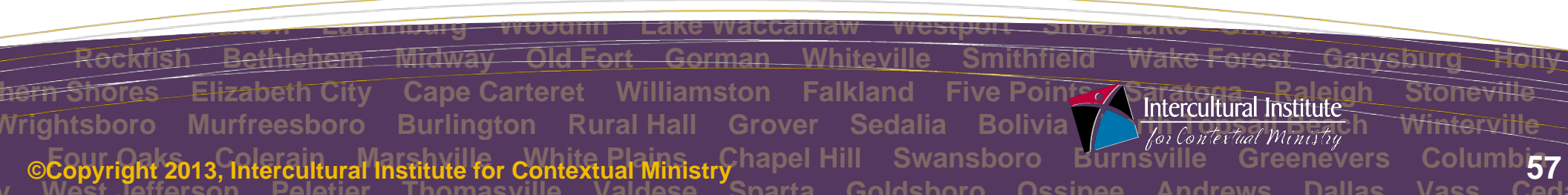


# Potential Multimedia Usage

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)	3.13%	2.92%	2.7%
Drive Time III (Medium)	0.79%	0.87%	0.75%
Radio IV & V (Light)	2.08%	1.98%	2.01%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.1%	9.15%	10.73%
Radio III (Medium)	4.36%	4.3%	3.91%
Radio IV & V (Light)	3.12%	3.35%	3.14%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.3%	11.45%	17.2%
Cable III (Medium)	3.51%	4.06%	3.8%
Cable IV & V (Light)	37.85%	37.73%	37.43%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.57%	3.53%	3.22%
Prime Time III (Medium)	1.91%	1.99%	1.75%
Prime Time IV & V (Light)	3.84%	7.16%	8.39%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	43.97%	42.27%	39.4%
Fringe III (Medium)	52.92%	53.91%	56.77%
Fringe IV (Light)	53.93%	56.33%	55.84%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.88%	13.27%	15.04%
All Day III (Medium)	23.43%	24.24%	23.1%
All Day IV (Light)	11.99%	14.23%	16.84%

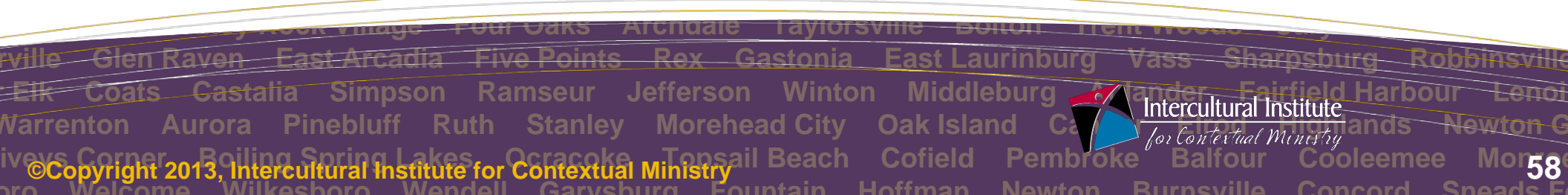


# Potential Audio & Prime Time TV Media Usage:

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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.92%	12.79%	11.33%
6:00am - 10:00am	19.08%	16.36%	14.65%
10:00am - 3:00pm	8.04%	8.09%	7.52%
3:00pm - 7:00pm	12.97%	13.95%	17%
7:00pm - Midnight	15.61%	14.3%	13.46%
Midnight - 6:00am	7.79%	7.31%	6.3%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	11.74%	13.59%	13.5%
6:00am - 10:00am	4.38%	4.01%	3.7%
10:00am-3:00pm	7.27%	5.52%	5.16%
3:00pm - 7:00pm	6.04%	6.69%	7.14%
7:00pm - Midnight	8.52%	9.33%	8.66%
Midnight - 6:00am	12.32%	12.6%	11.12%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.71%	6.92%	6.39%
Saturday:	7.19%	7.92%	7.42%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.82%	9.42%	9.07%
9:00am-1:00pm	23.7%	25.44%	25.53%
9:00am-4:00pm	27.7%	29.53%	28.91%
4:00pm-7:00pm	32.05%	30.44%	29.15%
11:00pm-1:00am	41.24%	42.25%	43.2%
AVG Prime time	3.05%	3.53%	3.2%
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	15.85%	15.98%	15.48%
7-9am	24.84%	22.85%	21.1%
9am-12noon	20.06%	20.92%	21.58%
12noon-4pm	7.65%	8.61%	7.33%
4-6pm	50.33%	46.81%	44.02%
6-7pm	18.46%	18.88%	19.54%
7-7:30pm	1.74%	1.57%	1.38%
7:30-8pm	9.86%	11.1%	12.52%
8-11pm	6.71%	6.92%	6.39%
11pm-12am	32.54%	33.37%	35.4%
11pm-1am	41.24%	42.25%	43.2%
1-6am	37.1%	33.48%	32.33%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	18.74%	17.52%	16.12%
Sat: 10am-1pm	7.53%	7.92%	7%
Sat: 1-4pm	23.06%	23.45%	21.91%
Sat: 4-6pm	6.2%	6.43%	6.58%
Sat: 6-7pm	1.99%	1.81%	1.55%
Sat: 7-8pm	0.82%	0.96%	0.8%
Sat: 8-11pm	7.19%	7.92%	7.42%
Sat: 11pm-1am	5.67%	5.5%	4.95%
Sat: 1am-7pm	27.19%	24.66%	25.62%
Sun: 7-10am	1.79%	1.92%	1.77%
Sun: 10am-1pm	5.52%	5.96%	5.59%
Sun: 1-4pm	5.11%	5.52%	4.8%
Sun: 4-7pm	11.03%	11.67%	11.28%
Sun: 7-11pm	8.82%	9.42%	9.07%
Sun: 11pm-1am	3.39%	4.51%	4.07%
Sun: 1-7am	18.13%	19.58%	18.7%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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

# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

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

# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*

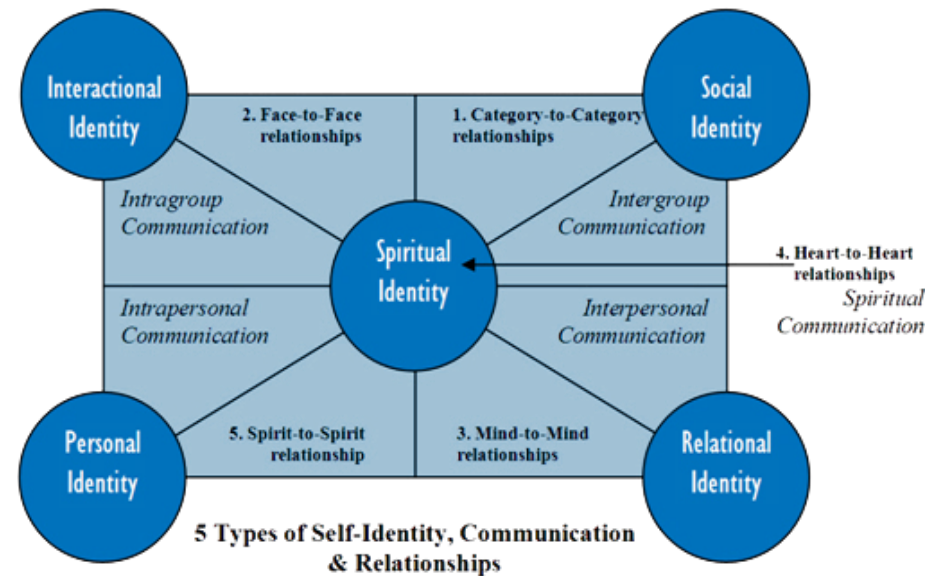


# Establishing Redemptive Relationships

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

## Communication Steps

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



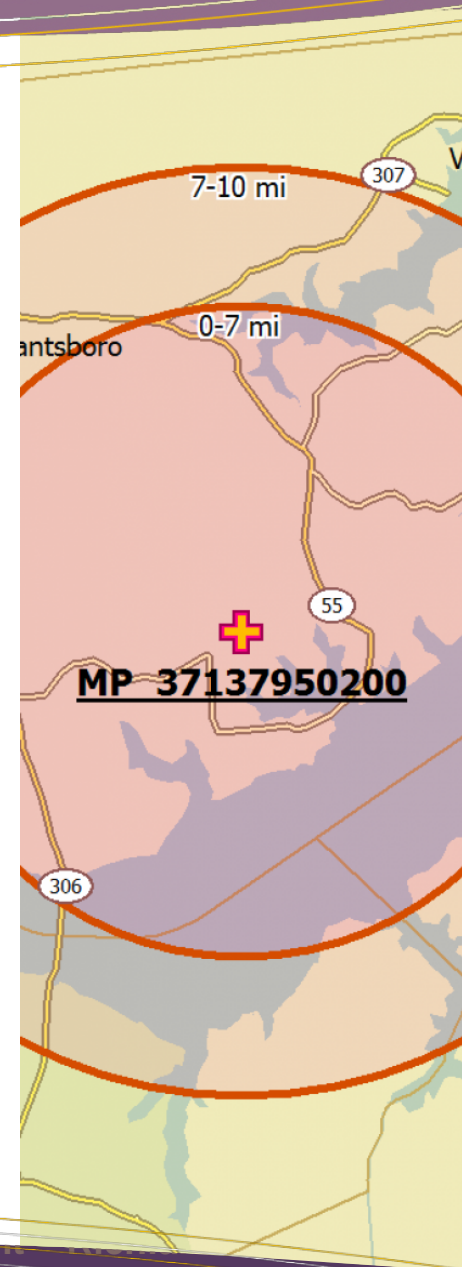


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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



# Notes and Sources

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



# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Oriental First - Oriental	605 Broad St Oriental, NC 28571	0.92 mi	70	Plateauing
2	Bayboro Missionary - Bayboro	101 Main St Bayboro, NC 28515	8.34 mi	65	Insufficient Data
3	Cherry Branch - Havelock	1490 Ferry Rd Havelock, NC 28532	9.74 mi	46	Growing
4	Havelock Korean - Havelock	101 Hollywood Blvd Havelock, NC 28532	11.41 mi	15	Declining
5	McCotter Boulevard - Havelock	103 McCotter Blvd Havelock, NC 28532	11.41 mi	111	Declining
6	Woodville - Beaufort	450 Highway 70 East Bettie Beaufort, NC 28516	14.20 mi	85	Declining
7	Havelock Community - Havelock	262 US Highway 70 W Havelock, NC 28532	15.30 mi	75	Growing
8	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	15.67 mi	218	Declining
9	The Bridge	925 E Main St Ste 77 Havelock, NC 28532	15.70 mi	0	Insufficient Data
10	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	15.75 mi	177	Plateauing
11	Neuse River - New Bern	3702 Old Cherry Point Rd New Bern, NC 28560	16.60 mi	70	Declining
12	Temple - New Bern	1500 Kingdom Way New Bern, NC 28560	16.67 mi	1,455	Growing
13	Karen Baptist Church	1500 Kingdom Way New Bern, NC 28560	16.67 mi	0	Insufficient Data
14	Reeces Chapel Missionary Baptist - Newpor	171 Old Winberry Rd Newport, NC 28570	17.90 mi	170	Growing
15	Aurora First - Aurora	380 South 5th St Aurora, NC 27806	18.30 mi	29	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Newport - Newport	312 Chatham St Newport, NC 28570	18.49 mi	115	Plateauing
17	New Bern First - New Bern	239 Middle St New Bern, NC 28560	19.30 mi	277	Growing
18	Tabernacle - New Bern	608 Broad St New Bern, NC 28560	19.57 mi	358	Declining
19	Open Door - Morehead	227 NC Highway 24 Morehead City, NC 28557	20.54 mi	117	Insufficient Data
20	Crossroads - New Bern	1802 US Highway 70 E New Bern, NC 28560	20.81 mi	161	Plateauing
21	Calvary - Beaufort	119 Bunch Rd Beaufort, NC 28516	20.94 mi	92	Plateauing
22	South Creek - Aurora	1074 S Creek Rd Aurora, NC 27806	20.98 mi	17	Declining
23	Parkview - Morehead City	4738 Arendell St Morehead City, NC 28557	21.10 mi	282	Declining
24	Hispanic Mission - Morehead City	810 Bridges St Morehead City, NC 28557	21.41 mi	30	Insufficient Data
25	Morehead City First - Morehead City	810 Bridges St Morehead City, NC 28557	21.41 mi	335	Declining
26	Smyrna Missionary - Smyrna	231 Hwy 70 Smyrna, NC 28579	21.58 mi	44	Growing
27	Davis First - Davis	130 Community Rd Davis, NC 28524	21.60 mi	56	Plateauing
28	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	21.61 mi	37	Declining
29	Sea Level Missionary - Sea Level	1096 Hwy 70 Sea Level, NC 28577	21.88 mi	49	Declining
30	Beaufort First - Beaufort	403 Ann St Beaufort, NC 28516	21.89 mi	120	Plateauing

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Island Road - Beaufort	836 Harkers Island Rd Beaufort, NC 28516	22.07 mi	7	Declining
32	Colony - New Bern	1506 S Glenburnie Rd New Bern, NC 28562	22.41 mi	57	Declining
33	Bogue Banks - Atlantic Beach	1417 W Fort Macon Rd Atlantic Beach, NC 28512	22.98 mi	352	Declining
34	Atlantic Missionary - Atlantic	926 Seashore Dr Atlantic, NC 28511	23.47 mi	59	Declining
35	Marshallberg - Marshallberg	1043 Marshallberg Rd Marshallberg, NC 28553	23.56 mi	64	Declining
36	Croatan - Newport	3095 Highway 24 Newport, NC 28570	24.98 mi	19	Plateauing
37	Huggins Memorial - Harkers Island	1104 Island Rd Harkers Island, NC 28531	24.99 mi	43	Declining
38	River Bend - New Bern	5001 US Highway 17 S New Bern, NC 28562	25.36 mi	120	Plateauing
39	The Intersection	3323 Highway 24 Newport, NC 28570	25.42 mi	116	Insufficient Data
40	Spring Garden - New Bern	650 Spring Garden Rd New Bern, NC 28562	27.39 mi	116	Declining
41	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	28.14 mi	65	Growing
42	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	28.86 mi	22	Insufficient Data
43	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	29.65 mi	91	Declining
44	Maysville FBC	201 Main St Maysville, NC 28555	30.66 mi	169	Plateauing
45	Memorial	904 Main St Maysville, NC 28555	30.90 mi	60	Growing







6 Waterloo Court  
North Augusta, SC 29841

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](http://www.iicm.net).

In Partnership with:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.aept.org](http://www.aept.org)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)