

MissionSite

top unreached locations



LUMBER BRIDGE, NC

CENSUS TRACT: 37155960200

REGION: Region 3: Southeast Coast

COUNTY: Robeson

SITESCAPE: Countryside

DENSITY PATTERN: A



In partnership with the:



Intercultural Institute
for Contextual Ministry



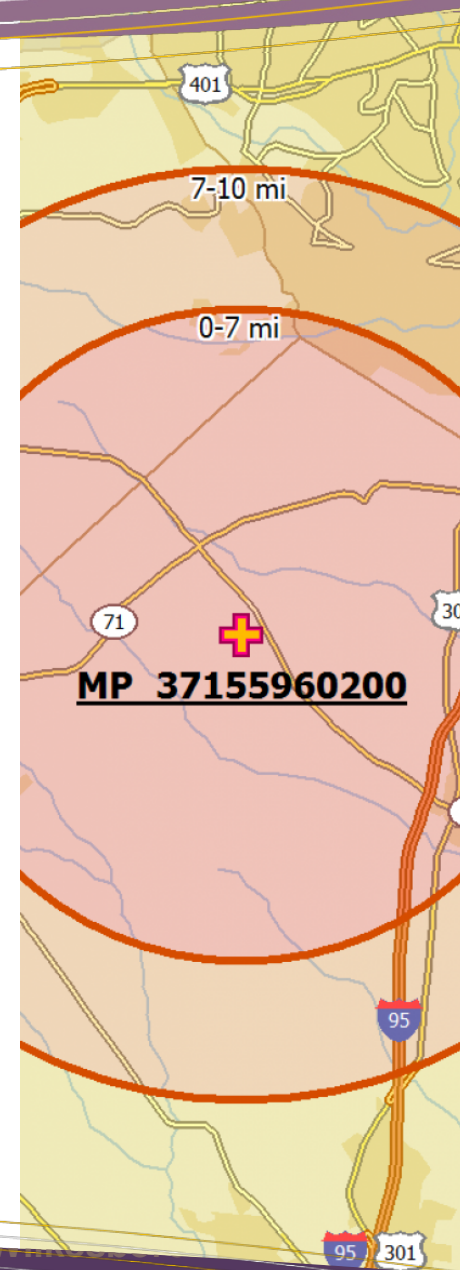
MissionSite (TM) Table of Contents

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

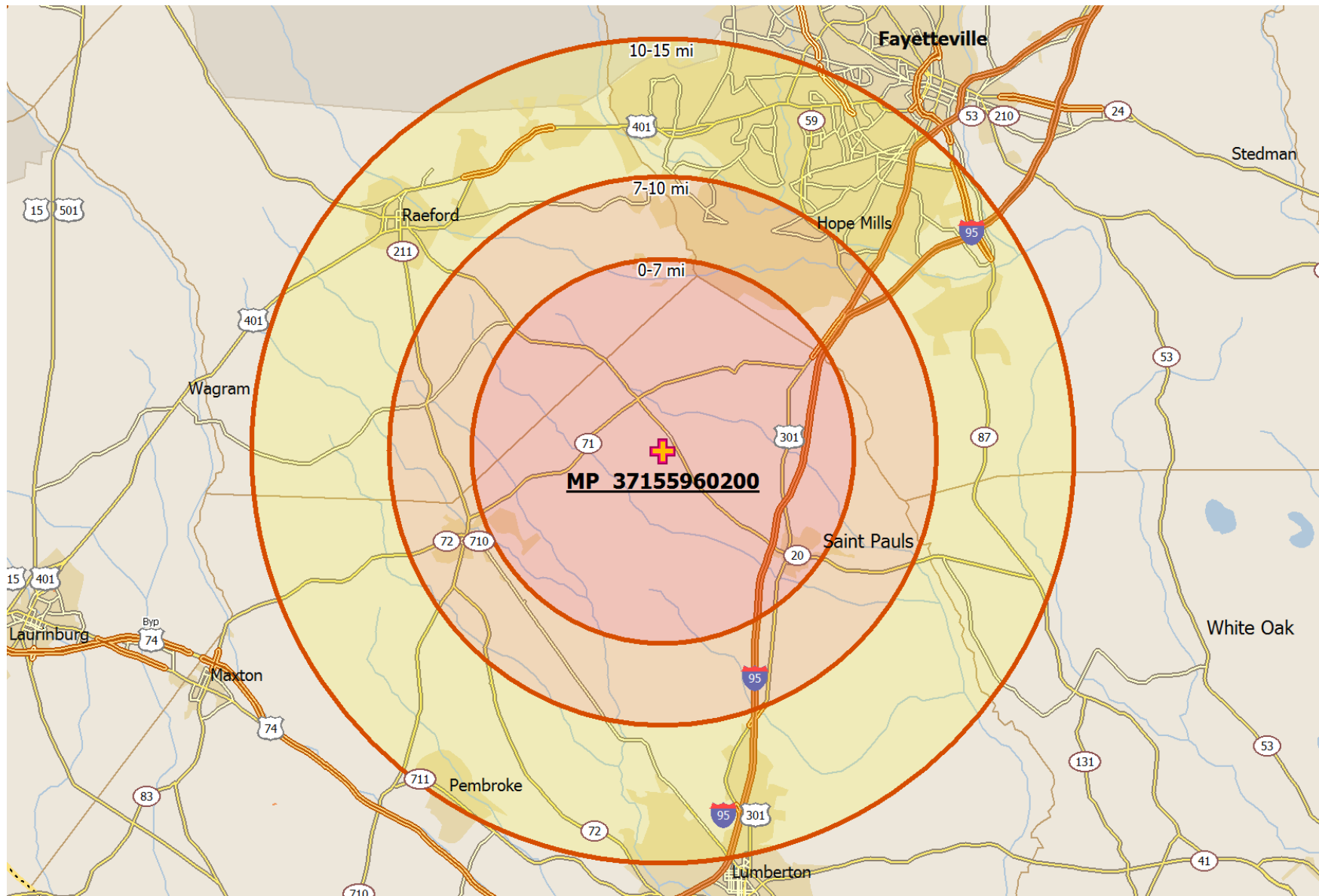
Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37155	Robeson
4	Zipcode	28357	Robeson
5	Sitescape Category	1	Countryside
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	A	2500-50000-50000



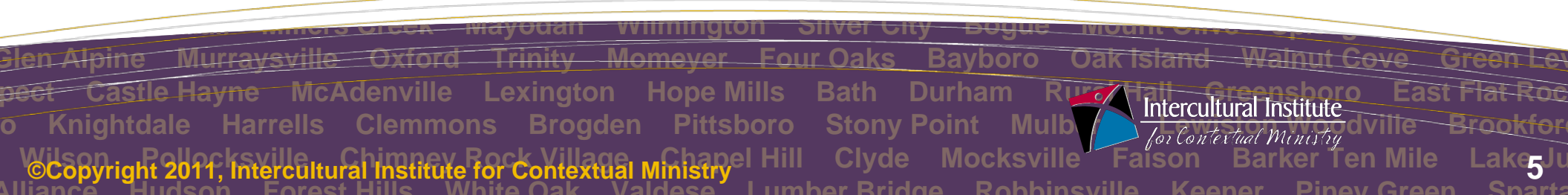
Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	11	Percent commuting from non metro to metro areas

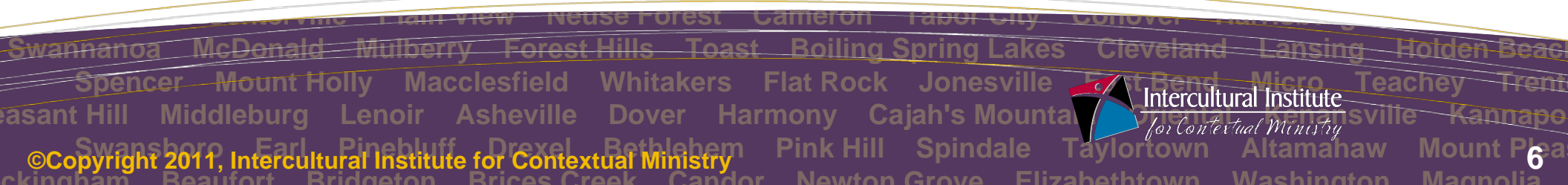


Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	23,979	54,725	181,875
2010 Households	7,627	19,268	67,675
2010 Group Quarters Population	191	196	1,067

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	22	34
Language Diversity National Index	43	56	40
Foreign Born Diversity National Index	5	3	23
Ancestry Diversity National Index	8	4	17
Racial Diversity National Index	93	96	83



Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	1	True
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	389	5.1%
Mainstay Communities	Established, Diverse Households	1,351	17.71%
Working Communities	Blue-collar, Working Families	930	12.19%
Country Communities	Rural, Agri. & Mining Families	2,954	38.73%
Aspiring Communities	Young Singles / Aspiring-Multihousing	888	11.64%
Urban Communities	High Density, Inner-city Neighborhoods	1,116	14.63%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

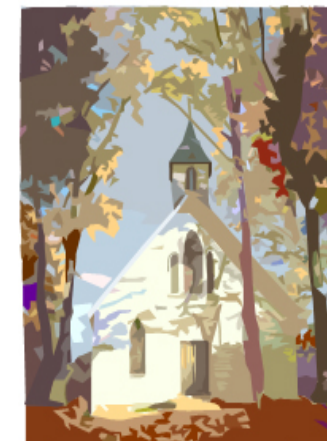
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	26,709	4,774	17.87%
Unreached %	61.87%	62.59%	101.15
Religious But NOT Evangelical HH	6,689	1,070	16%
Religious But NOT Evangelical %	15.5%	14.03%	90.56
Spiritual But NOT Relig or Evang HH	2,875	699	24.32%
Spiritual But NOT Relig or Evang %	6.66%	9.17%	137.66
Not Evangelical, Not Interested HH	17,661	3,037	17.2%
Not Evangelical, Not Interested %	40.91%	39.82%	97.34



Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	121	1	0.83%
Active BCNC Attenders	10,763	13	0.12%
Active Evangelical Households	8,771	230	2.62%
Active Evangelical Percent	20.32%	20.94%	103.05
Inactive Evangelical Households	7,687	201	2.62%
Inactive Evangelical Percent	17.81%	18.33%	102.95
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Lumber Bridge - Lumber Bridge	1.06 mi	13	Declining	16	Westside - Red Spring	7.83 mi	90	Growing
2	Zion Hill - Shannon	4.04 mi	164	Plateauing	17	Mount Calvary - Fayetteville	7.87 mi	86	Declining
3	Parkton - Parkton	4.65 mi	83	Declining	18	Antioch - Saint Pauls	8.02 mi	130	Declining
4	Shannon - Shannon	4.74 mi	30	Declining	19	Stoney Point - Fayetteville	8.04 mi	200	Insufficient Data
5	Carolina - Saint Pauls	5.10 mi	0	Insufficient Data	20	Fellowship - Hope	8.84 mi	31	Growing
6	Dundarrach - Shannon	5.92 mi	95	Plateauing	21	Galilee - Red Springs	9.08 mi	133	Plateauing
7	Great Marsh - Saint Pauls	6.35 mi	95	Plateauing	22	Mount Elim - Red Springs	9.08 mi	192	Plateauing
8	St Pauls Community	6.62 mi	0	Insufficient Data	23	Rock of Ages - Red Springs	9.08 mi	74	Growing
9	Atonement Missionary - Raeford	6.64 mi	30	Plateauing	24	Red Springs First - Red Springs	9.08 mi	135	Plateauing
10	Pittman Grove - Raeford	6.89 mi	35	Insufficient Data	25	Fountain of Living Water	9.23 mi	0	Insufficient Data
11	Green Springs - Parkton	6.97 mi	178	Plateauing	26	First United - Hope Mills	9.23 mi	77	Declining
12	Saint Pauls First - Saint Pauls	7.02 mi	83	Plateauing	27	Faithwalk Fellowship	9.34 mi	71	Insufficient Data
13	Saint Pauls Second - Saint Pauls	7.06 mi	300	Insufficient Data	28	Victory - Hope Mills	9.41 mi	87	Growing
14	West Saddle tree - Shannon	7.47 mi	33	Plateauing	29	Friendship - Hope Mill	9.49 mi	55	Plateauing
15	Golfview - Hope Mills	7.68 mi	64	Plateauing	30	Hope Mills First - Hope Mills	9.84 mi	137	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.



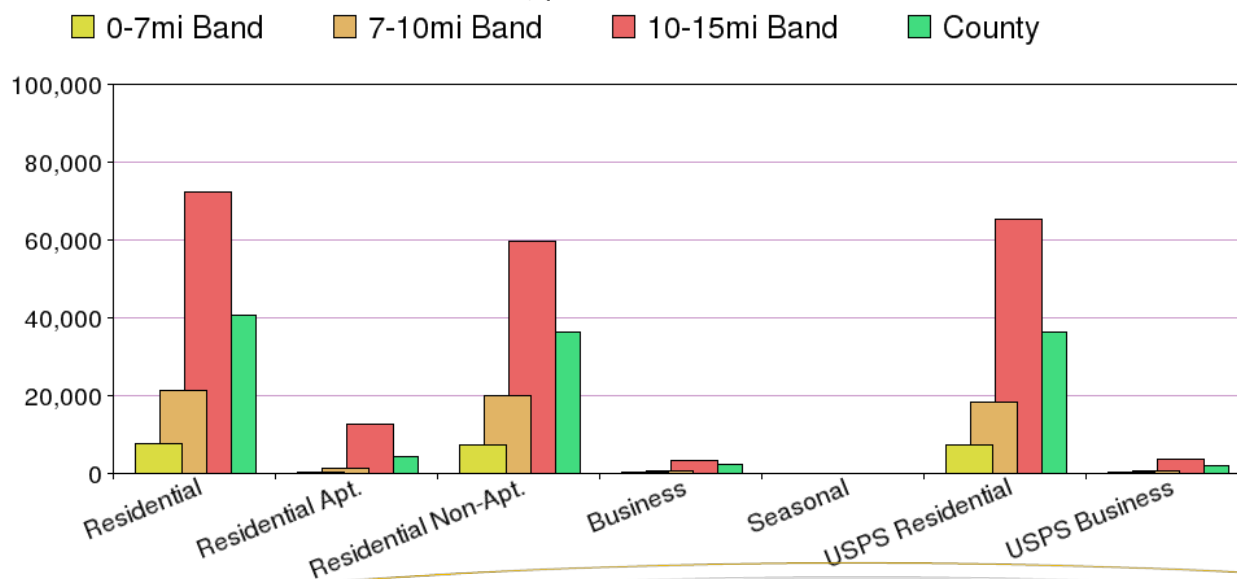
Current Demographic Summary

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	105,179	13,632	12.96%
2000 Population	123,339	20,978	17.01%
2010 Population	130,446	23,979	18.38%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,154	4,606	12.74%
2000 Households	43,677	7,037	16.11%
2010 Households	43,167	7,627	17.67%

Location Types in this MissionSite



Location Type	0-7mi Band
Residential	7,519
Residential Apt.	276
Residential Non-Apt.	7,243
Business	173
Seasonal	0
USPS Residential	7,321
USPS Business	199

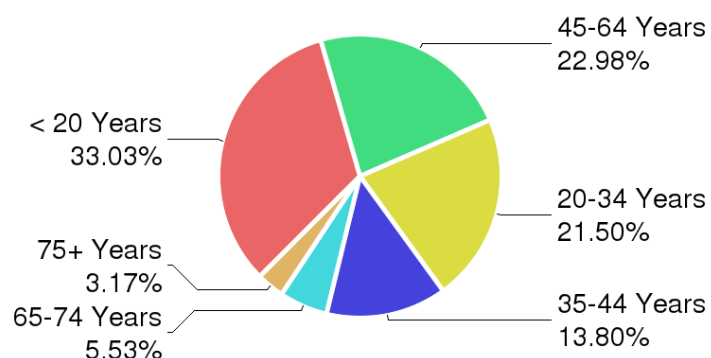
Current Demographic Summary

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	7.12%	7.88%	110.67
4-5 Years	3.21%	3.25%	101.25
6-8 Years	4.64%	4.94%	106.47
9-11 Years	4.43%	4.92%	111.06
12-13 Years	2.86%	3.34%	116.78
14-17 Years	5.84%	5.91%	101.2
18-19 Years	2.91%	2.79%	95.88
0-5 Years	10.33%	11.13%	107.74
6-12 Years	10.51%	11.57%	110.09
13-19 Years	10.18%	10.33%	101.47
< 20 Years	31.02%	33.03%	106.48
20-34 Years	20.54%	21.5%	104.67
35-44 Years	12.92%	13.8%	106.81
45-64 Years	23.85%	22.98%	96.35
65-74 Years	6.81%	5.53%	81.2
75+ Years	4.87%	3.17%	65.09
Median Age	34	33	96.15
Median Age (Male)	32	31	97.35
Median Age (Female)	36	35	97.28

Age Group Percentages

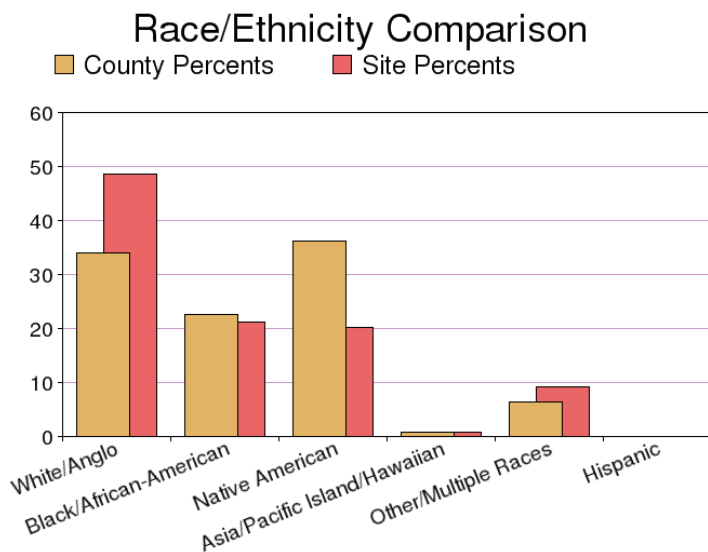


Current Demographic Summary

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	34%	48.58%	142.86
Black, African-American	22.6%	21.25%	94.04
Native American	36.12%	20.15%	55.78
Asian	0.74%	0.69%	93.19
Pacific Island, Hawaiian	0.12%	0.14%	118.56
Other/Multiple Races	6.42%	9.19%	143.08
Hispanic	0%	15.56%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,675	14,467	
Less than 9th Grade	12.59%	10.7%	117.66
No High School Diploma	17.64%	15.84%	111.42
High School Graduate	34.68%	34.85%	99.51
Some College, no degree	16.14%	17.65%	91.46
Associate Degree	6.28%	7.4%	84.95
College Degree	8.39%	9.28%	90.48
Graduate/Prof. degree	4.27%	4.29%	99.39

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	15.58%	12.46%	87.48
\$10,000 to \$19,999	19.7%	15.63%	79.32
\$20,000 to \$29,999	13.68%	12.17%	88.93
\$30,000 to \$49,999	22.06%	21.84%	99.04
\$50,000 to \$59,999	6.95%	8.43%	121.35
\$60,000 to \$69,999	6.62%	7.72%	116.72
\$70,000 to \$79,999	4.12%	6.1%	148.1
\$80,000 to \$89,999	2.5%	4.38%	175.36
\$90,000 to \$99,999	1.58%	2.73%	172.61
\$100,000 to \$124,999	3.94%	4.94%	125.44
\$125,000 to \$149,999	1.51%	2.48%	164.32
\$150,000 to \$199,999	1.01%	0.43%	43.04
\$200,000 to \$249,999	0.16%	0.09%	56.6
\$250,000 or more	0.61%	0.58%	94.69
Median Household	30,648	40,278	131.42
Average Household	42,655	47,421	111.17
Per Capita Household	14,567	15,094	103.62
Family/Non-Family Household Income			
Median Family Income	37,082	47,419	127.88
Average Family Income	49,144	54,303	110.5
Median Non-Family Income	19,814	24,886	125.6
Average Non-Family Income	28,737	28,042	97.58

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	68.2%	71.59%	104.96
Families with Children	37.64%	40.45%	107.47
Families without Children	30.57%	31.14%	101.88
Non-Family Households			
% Non-Family Households	31.8%	28.41%	89.35
Non-Families with Children	0.27	0.35	130.61
Non-Families without Children	31.53	28.06	89
Housing Units			Index
Total Housing Units	50,580	8,978	
Vacant percent	14.66%	15.04%	102.6
Owned percent	57.3%	64.42%	112.44%
Rented Percent	28.05%	20.53%	73.19
Households by Size			Index
Avg household size	2.93	3.12	106.48
Avg family hh size	3.74	3.83	102.41
Avg non-family hh size	1.18	1.33	112.71
Households By Count of Persons			Percent
One	11,728	1,730	14.75%
Two	8,812	1,576	17.88%
Three or Four	15,479	2,805	18.12%
Five+	7,148	1,517	21.22%

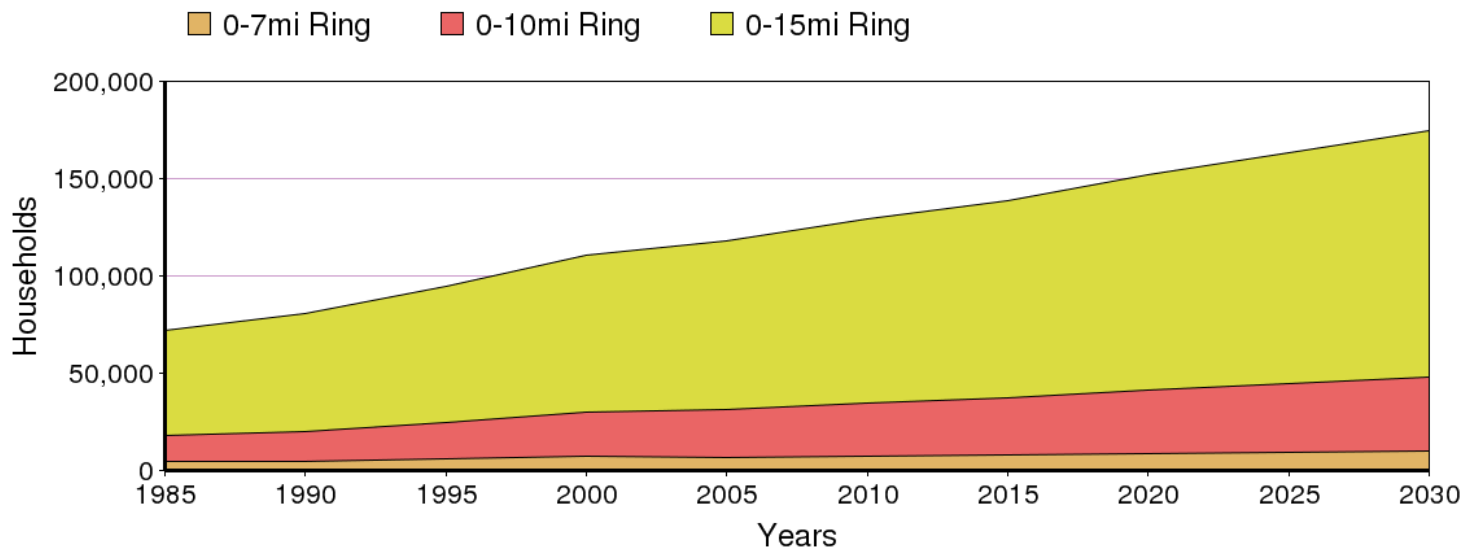
Projected Demographic Summary

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	105,179	13,632	12.96%
2000 Population	123,339	20,978	17.01%
2010 Population	130,446	23,979	18.38%
2015 Population	134,872	25,723	19.07%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,154	4,606	12.74%
2000 Households	43,677	7,037	16.11%
2010 Households	43,167	7,627	17.67%
2015 Households	43,299	8,016	18.51%

Household Change from 1985 to 2030



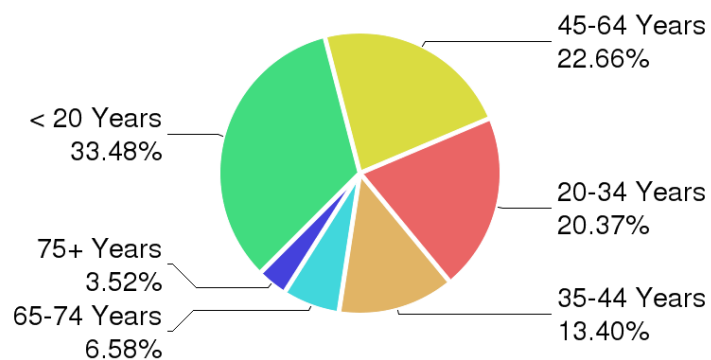
Projected Demographic Summary

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	7.88%	7.86%	99.75
4-5 Years	3.25%	3.41%	104.92
6-8 Years	4.94%	5.2%	105.26
9-11 Years	4.92%	5.15%	104.67
12-13 Years	3.34%	3.49%	104.49
14-17 Years	5.91%	5.77%	97.63
18-19 Years	2.79%	2.6%	93.19
0-5 Years	11.13%	11.28%	101.35
6-12 Years	11.57%	12.11%	104.67
13-19 Years	10.33%	10.09%	97.68
< 20 Years	33.03%	33.48%	101.36
20-34 Years	21.5%	20.37%	94.74
35-44 Years	13.8%	13.4%	97.1
45-64 Years	22.98%	22.66%	98.61
65-74 Years	5.53%	6.58%	118.99
75+ Years	3.17%	3.52%	111.04
Median Age	34	33	97.84
Median Age (Male)	32	32	99.03
Median Age (Female)	36	35	99.58

Projected Age Group Percentages



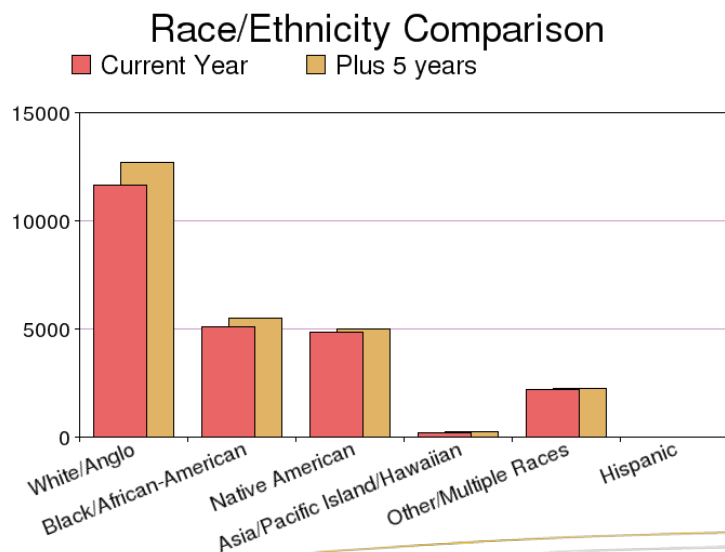
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	48.58%	49.28%	101.46
Black, African-American	21.25%	21.36%	100.52
Native American	20.15%	19.51%	96.85
Asian	0.69%	0.86%	123.54
Pacific Island, Hawaiian	0.14%	0.17%	123.38
Other/Multiple Races	9.19%	8.81%	95.93
Hispanic	0%	0%	0

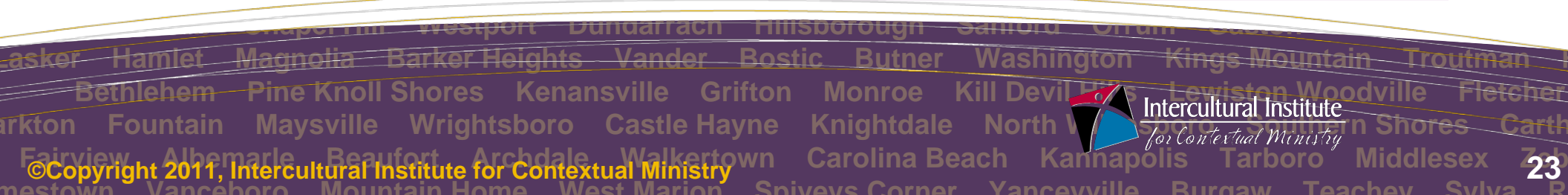
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,467	15,542	
Less than 9th Grade	10.7%	9.75%	91.1
No High School Diploma	15.84%	13.96%	88.13
High School Graduate	34.85%	35.93%	103.09
Some College, no degree	17.65%	17.06%	96.66
Associate Degree	7.4%	8.48%	114.66
College Degree	9.28%	9.89%	106.61
Graduate/Prof. degree	4.29%	4.94%	115.12



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.46%	11.48%	92.14
\$10,000 to \$19,999	15.63%	15.58%	99.7
\$20,000 to \$29,999	12.17%	11.41%	93.81
\$30,000 to \$49,999	21.84%	20.6%	94.29
\$50,000 to \$59,999	8.43%	7.96%	94.41
\$60,000 to \$69,999	7.72%	8.03%	104.03
\$70,000 to \$79,999	6.1%	6.79%	100.26
\$80,000 to \$89,999	4.38%	4.89%	101.41
\$90,000 to \$99,999	2.73%	2.86%	104.75
\$100,000 to \$249,999	4.94%	5.83%	117.86
\$125,000 to \$149,999	2.48%	3.12%	125.86
\$150,000 to \$199,999	0.43%	0.51%	118.21
\$200,000 to \$249,999	0.09%	0.12%	135.92
\$250,000 or more	0.58%	0.6%	103.8
Median Household	40,278	42,962	106.66
Average Household	47,421	49,575	104.54
Per Capita Household	15,094	15,461	102.43
Family/Non-Family Household Income			
Median Family Income	47,419	50,914	107.37
Average Family Income	54,303	57,302	105.52
Median Non-Family Income	24,886	26,548	106.68
Average Non-Family Income	28,042	29,988	106.94



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	71.59%	69.02%	96.42
Families with Children	40.45	37.77	93.39
Families without Children	31.14	30.54	98.07
Non-Family Households			
% Non-Family Households	28.41%	30.98%	109.02
Non-Families with Children	0.35	0.36	109.02
Non-Families without Children	28.06	30.61	109.11
Housing Units			
Total Housing Units	8,978	9,429	105.02%
Vacant percent	15.04%	14.99%	99.66
Owned percent	64.42%	64.56%	100.2
Rented Percent	20.53%	20.46%	99.66
Households by Size			
Avg household size	3.12	3.19	102.24%
Avg family hh size	3.83	4.07	106.27%
Avg non-family hh size	1.33	1.21	90.98%
Households By Count of Persons			
One	1,730	1,980	114.45%
Two	1,576	1,385	87.88%
Three or Four	2,805	2,919	104.06%
Five+	1,517	1,732	114.17%

Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	1,407	2,002	10,533
Northern Europe	41	74	381
Western Europe	93	253	1,826
Southern Europe	4	10	186
Eastern Europe	20	41	208
Other Europe	0	0	0
Eastern Asia	62	198	1,270
So. Central Asia	30	84	412
SE Asia	15	79	1,216
Western Asia	2	19	56
Other Asia	0	0	10

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	38
Middle Africa	0	0	0
Northern Africa	0	0	20
Southern Africa	0	0	8
Western Africa	0	17	146
Other Africa	0	7	11
Oceania	2	5	50
Caribbean	39	66	528
Central Amer.	1,085	1,095	3,376
South America	4	29	558
North America	10	25	233
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	18,052	32,608	139,102
Spanish	1,792	2,105	10,035
Other Indo-Euro language	273	565	4,135
French (incl. Patois, Cajun)	71	50	596
French Creole	0	0	39
Italian	16	61	174
Portuguese	2	9	52
German	122	319	2,124
Yiddish	2	20	22
Other West Germanic	0	0	36
A Scandinavian Language	0	0	91
Greek	2	25	211
Russian	0	11	80
Polish	0	0	10
Serbo-Croatian	18	0	29
Other Slavic Language	0	0	40
Armenian	0	0	0
Persian	0	6	22
Gujarathi	0	0	119
Hindi	9	14	101
Urdu	0	7	95

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	2	11	103
Asian/PI languages	0	0	0
Chinese	25	50	180
Japanese	54	20	244
Korean	89	74	1,112
Mon-Khmer, Cambodian	8	0	26
Miao, Hmong	0	0	62
Thai	0	7	139
Laotian	0	0	70
Vietnamese	24	38	467
Other Asian	0	0	54
Tagalog	20	49	419
Other Pacific Is	0	0	34
Other languages	7	47	334
Navajo	3	0	46
Other Native N. American	0	0	16
Hungarian	0	0	6
Arabic	2	30	100
Hebrew	0	0	0
African languages	0	17	160
Other unspecified	2	0	6

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	17,137	29,387	135,016
Arab	5	30	242
Armenian	0	0	0
Austrian	0	23	87
British	36	69	565
Canadian	17	38	250
Croatian	2	8	74
Czech	10	48	116
Czechoslovak	5	0	71
Danish	9	17	177
Dutch	81	129	609
English	590	1,572	7,098
European	151	267	1,144
Finnish	2	12	50
French (not Basque)	127	408	1,654
French Canadian	36	110	722
German	809	2,389	9,591
Greek	18	37	349
Hungarian	26	40	211
Iranian	0	6	11

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	608	1,514	6,927
Italian	246	600	3,002
Lithuanian	4	18	122
Norwegian	58	140	454
Polish	109	241	1,016
Portuguese	2	42	64
Romanian	7	14	36
Russian	11	69	156
Scandinavian	0	4	56
Scotch-Irish	416	1,188	3,483
Scottish	456	667	2,520
Slovak	4	24	75
Subsaharan African	111	211	1,413
Swedish	18	44	436
Swiss	2	20	64
Ukrainian	5	31	98
US/American	1,865	4,419	15,628
Welsh	15	67	362
West Indian	50	103	737
Yugoslavian	8	0	19
Other	11,220	14,766	75,326

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

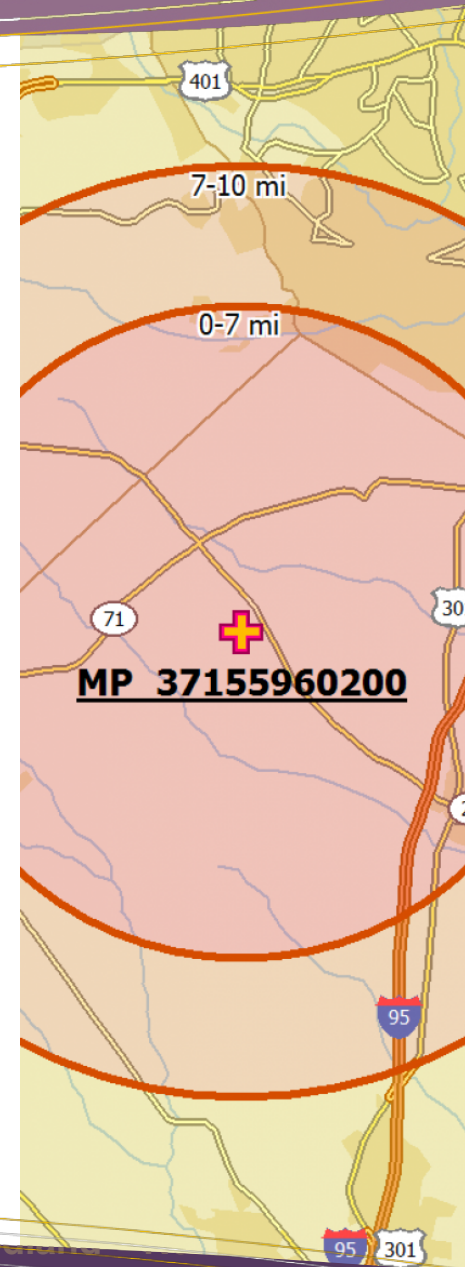
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "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. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,627	100%	4,945	100%
AFFLUENT SUBURBIA	58	0.76%	40	0.81%
America's Wealthiest	1	0.01%	1	0.02%
Dream Weavers	16	0.21%	11	0.22%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	14	0.18%	9	0.18%
Small Town Success	27	0.35%	19	0.38%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	331	4.34%	238	4.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	118	1.55%	79	1.6%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	25	0.33%	18	0.36%
Successful Urban Sprawl	188	2.46%	141	2.85%
SM TWN SUCCESS	1,158	15.18%	890	18%
Successful Urban Sprawl	0	0%	141	2.85%
2nd City Homebodies	758	9.94%	0	0%
Prime Middle America	0	0%	494	9.99%
Urban Optimists	400	5.24%	0	0%
Family Convenience	0	0%	255	5.16%
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	7,627	100%	4,945	100%
BLUE COLLAR BACKBONE	150	1.97%	99	2%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	22	0.29%	13	0.26%
Lower Income Essentials	128	1.68%	86	1.74%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	193	2.53%	125	2.53%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	192	2.52%	124	2.51%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.01%	1	0.02%
Mature America	0	0%	0	0%
METRO FRINGE	780	10.23%	537	10.86%
Steadfast Conservative	588	7.71%	403	8.15%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	192	2.52%	134	2.71%



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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,627	100%	4,945	100%
REMOTE AMERICA	2,837	37.2%	1,524	30.82%
Hardy Rural Fam.	63	0.83%	38	0.77%
Rural Southern Living	1,192	15.63%	699	14.14%
Coal & Crops	137	1.8%	84	1.7%
Native America	1,445	18.95%	703	14.22%
ASPIRING CONTEMP'S	888	11.64%	654	13.23%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	843	11.05%	624	12.62%
Stable Careers	0	0%	0	0%
Aspiring Hispania	45	0.59%	30	0.61%
RURAL VILLAGES & FARMS	117	1.53%	81	1.64%
Aspiring Hispania	10	0.13%	30	0.61%
Industrious Country Living	0	0%	7	0.14%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	107	1.4%	0	0%
Hinterland Fam.	0	0%	44	0.89%

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	7,627	100%	4,945	100%
STRUGGLING SOCIETIES	863	11.32%	583	11.79%
Rugged Southern Style	31	0.41%	18	0.36%
Latino Nuevo	235	3.08%	160	3.24%
Struggling city Centers	597	7.83%	405	8.19%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	253	3.32%	174	3.52%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	135	1.77%	94	1.9%
Urban Diversity	4	0.05%	3	0.06%
New Generation Activists	114	1.49%	77	1.56%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-7 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?



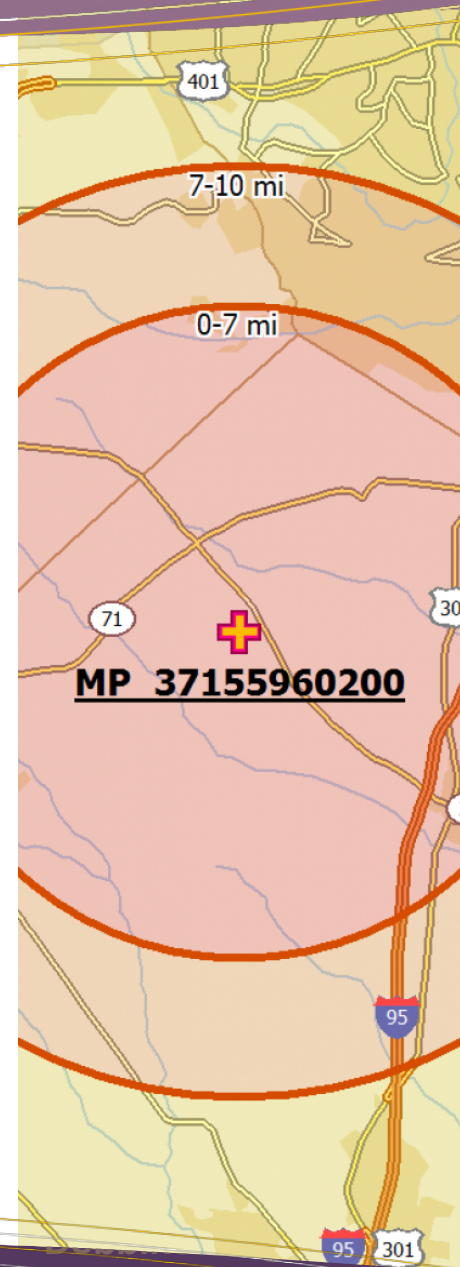
Potential Cultural Bridges

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	74%	76%	73%
Use Comp. for Internet/E-mail	57%	59%	55%
Internet Use: E-Mail	39%	45%	43%
Use Comp. for Comp. Games	37%	38%	36%
Use Comp. for Word Processing	33%	36%	33%
HH Owns DVD Player	32%	31%	29%
Use Comp. for Shopping	30%	33%	30%
Use Comp. for Education	30%	31%	30%
Use Comp. for Banking	27%	30%	27%
Use Comp. for Digital Camera	24%	29%	26%
Photo Editing			

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
PC-Network-HH Has One	24%	22%	21%
Internet Use: Banking	23%	26%	24%
Internet Use: News/ Weather	21%	25%	23%
Use Comp. for Accounting	20%	17%	15%
Use Comp. for News/Info./Data Service	18%	21%	20%
HH Owns Video/Webcam	11%	11%	10%
Use Comp. for Personal Financial Mngmnt	10%	12%	12%
Internet Use: Shopping: Made A Purchase	10%	10%	9%
Internet Use: Shopping: Gathered Info. for Shopping	9%	11%	11%
Use Comp. for Filing/DB Mngmnt	9%	11%	10%

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	67%	67%	67%
Reading Books	52%	52%	53%
Dining Out (Not Fast Food)	49%	53%	51%
Card Games	38%	40%	39%
Cooking for Fun	36%	35%	36%
Go To A Beach/Lake	34%	35%	33%
Board Games	32%	33%	31%
Gardening	30%	31%	29%
Visit Zoo	20%	20%	18%
Going To Bars/Nightclubs/Dancing	17%	18%	18%

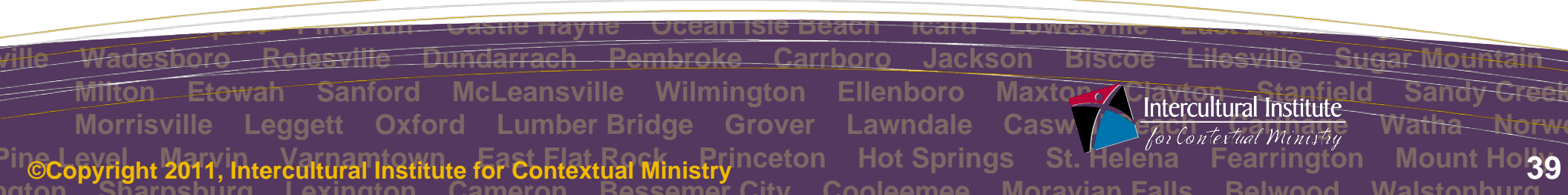
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	65%	66%	66%
Gen./Fam. Practitioner	37%	38%	37%
Dentist	23%	24%	25%
Hypertension/High Blood Pressure	21%	20%	21%
Backache	21%	22%	22%
High Cholesterol	20%	19%	19%
None Of These	18%	19%	19%
Eye Dr.	17%	19%	20%
Overweight (30 Pounds Or More)	17%	16%	15%
Any Arthritis	15%	15%	15%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 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	22.85%	24.67%	25.52%
Live Theater	17.59%	18.47%	19.29%
Live Theater Most Often	14.93%	15.21%	15.72%
Rock/Pop Concerts Most Often	12.37%	13.11%	13.87%
Dance Performance	9.1%	8.52%	9.45%
Comedy Club	8.13%	9.66%	9.56%
Movies: Comedy	40.41%	41.07%	40.36%
Movies: Action/Adventure	36.81%	38.45%	37.73%
Movies: Fam.	23.11%	23.06%	22.23%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Mystery	19.41%	17.96%	17.9%
Movies: Romantic Comedy	17.39%	19.05%	19.52%
Movies: Horror	16.89%	14.65%	14.11%
MLB Baseball Reg. Season	4.98%	6.44%	5.92%
College Football Reg. Season	4.82%	5.58%	5.32%
NFL Football Reg. Season	4.81%	6.06%	5.7%
College Basketball Reg. Season	3.27%	3.88%	3.72%
NBA Basketball Reg. Season	2.69%	3.33%	3.26%
Auto Racing Events	2.68%	3.21%	2.55%



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	33.13%	36.69%	37%
Swimming	31.16%	31.97%	29.71%
Freshwater Fishing	21.22%	19.64%	17.71%
Bowling	21.11%	21.6%	21.7%
Billiards/Pool	19.4%	19.42%	18.3%
Basketball	15.13%	16.14%	16.57%
Weight Training	14.17%	15.25%	14.75%
Camping Trips	12.8%	13.13%	11.12%
Jogging/Running	11.52%	13.1%	14.16%
Golf	11.48%	12.21%	11.54%
Football	10.51%	11.11%	11.54%
Baseball	10.48%	11.33%	11.38%
Mountain/Road Biking	10.31%	10.85%	10.53%
Stationary Cycling	10.31%	10.7%	10.9%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Using Cardio Machine	9.78%	11.73%	11.65%
Target Shooting	9.26%	8.72%	7.93%
Hunting	8.55%	8.82%	7.4%
Tennis	7.83%	7.42%	7.38%
Volleyball	7.51%	8.1%	8.16%
Saltwater Fishing	7.49%	8.04%	7.25%
Aerobics	7.47%	8.69%	9.85%
Backpacking/Hiking	6.98%	7.92%	7.47%
Softball	6.89%	7.81%	7.66%
Soccer	6.38%	6.93%	7.12%
Power Boating	5.99%	6.46%	5.93%
Horseback Riding	5.98%	5.89%	5.17%
Racquetball	5.86%	4.91%	5.07%
Martial Arts	5.73%	4.33%	4.19%

Potential Cultural Bridges

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

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Motorcycling	5.71%	6.03%	5.33%
Canoeing/Kayaking	5.2%	5.5%	5.2%
Yoga	4.91%	5.74%	6.1%
Roller Skating	4.39%	4.96%	5.41%
Fly Fishing	4.19%	4.24%	4.04%
Ice Skating	4.09%	4.6%	4.75%
Jet Skiing	3.86%	4.09%	3.88%
Archery	3.77%	3.92%	3.57%
Snorkeling	3.52%	4.19%	3.83%
Water Skiing	3.33%	3.52%	3.52%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Downhill & X-Country Skiing	3%	3.58%	3.66%
Snowmobiling	2.91%	3.28%	3.04%
Skateboarding	2.81%	3.11%	3.17%
Hockey	2.68%	3.01%	3.38%
Auto Racing	2.62%	2.76%	2.55%
Rowing	2.6%	2.79%	2.64%
Rock Climbing	2.58%	2.93%	2.86%
Snowboarding	2.53%	2.84%	2.86%
Sailing	2.49%	2.7%	2.66%
Surfing & Windsurfing	2.1%	2.43%	2.35%

Potential Cultural Barriers -- Introduction (part 1)

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

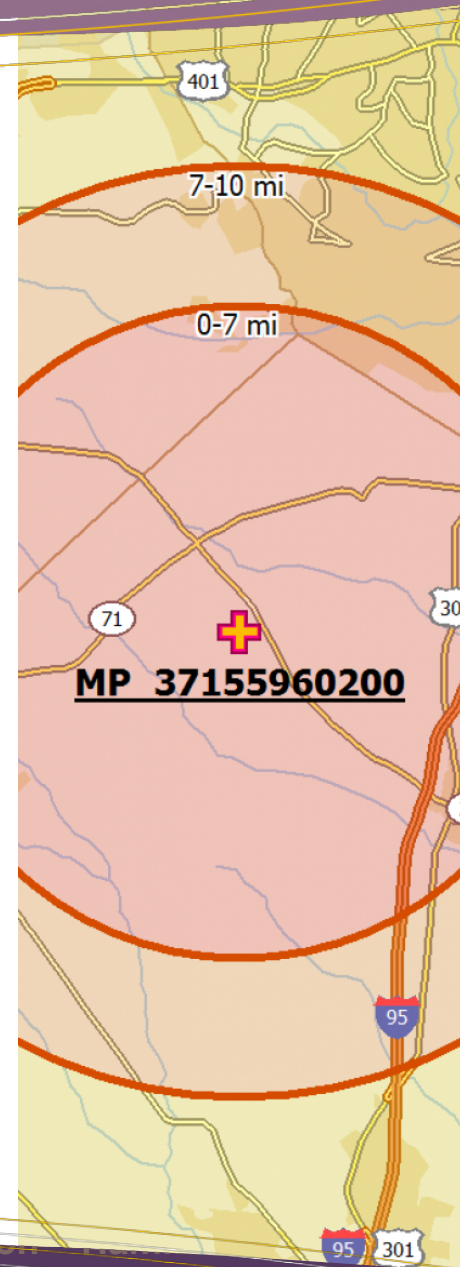
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

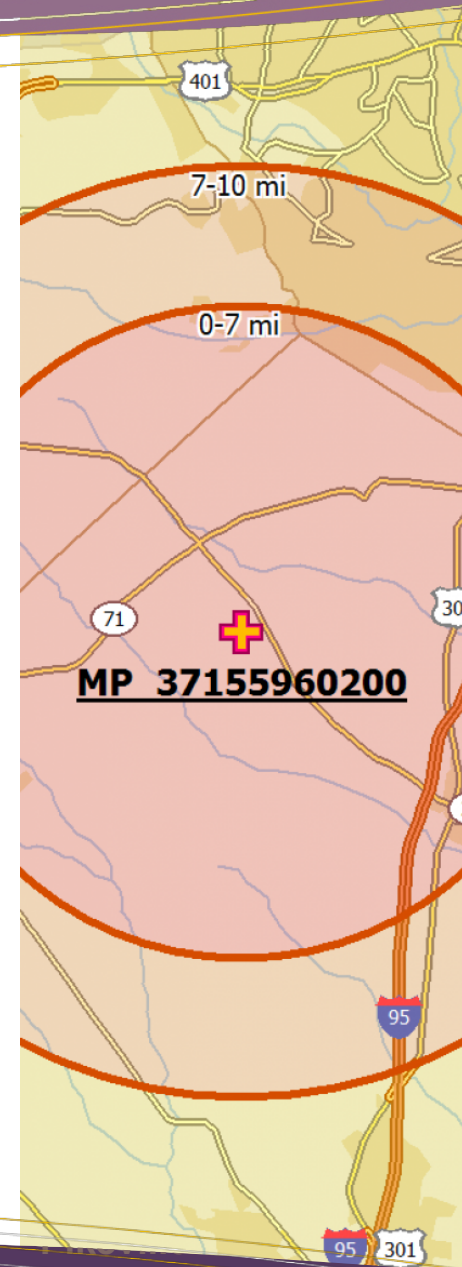
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

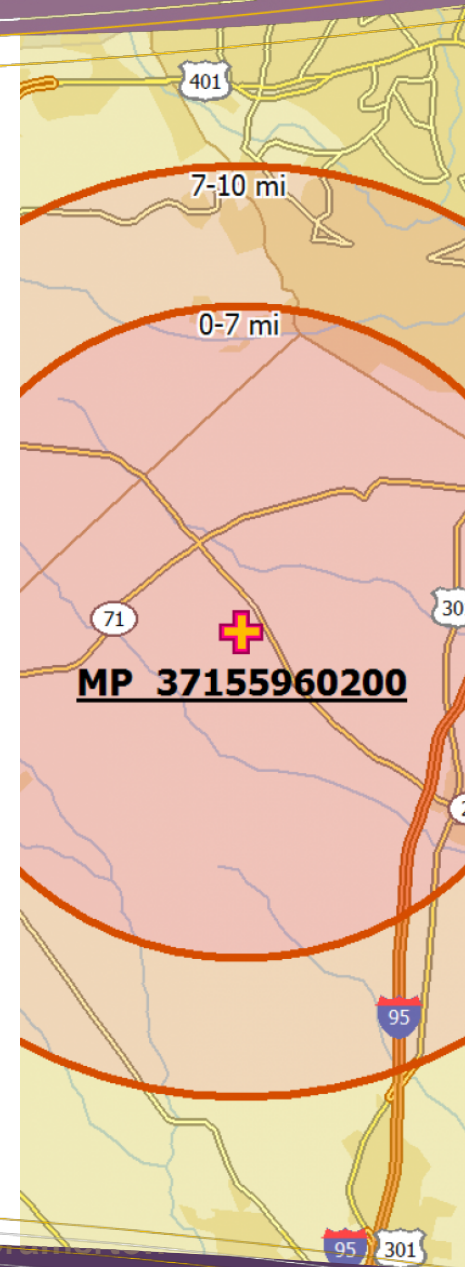
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	51%	51%	51%
Find It Difficult To Say No To My Kids	39%	40%	38%
Speak My Mind Even If It Upsets People	33%	35%	36%
Like Control Over People And Resources	33%	34%	36%
Woman's Place Is In The Home	32%	33%	33%
Don't Judge People/Way They Live Life	29%	29%	29%
Like To Do Unconventional Things	28%	29%	28%
Too Much Sponsorship In Arts/Sports	27%	26%	27%
If Won Lottery Would Never Work Again	26%	27%	26%
Prefer To Have Few Possessions As Possible	25%	27%	29%
Money Is Best Measure Of Success	25%	24%	25%
Like to Stand Out In A Crowd	24%	22%	22%

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

Potential Cultural Themes

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

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

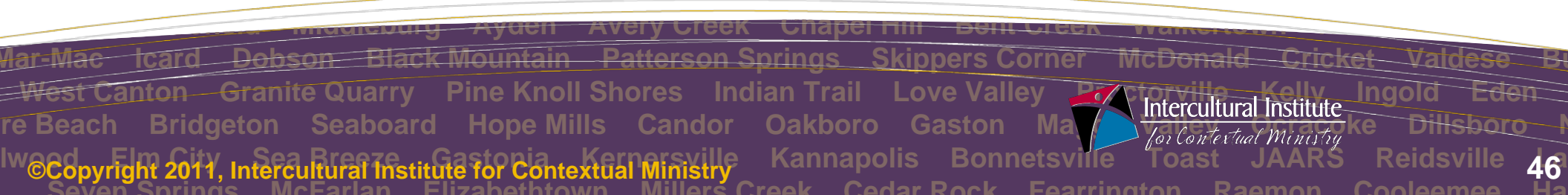


Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 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.

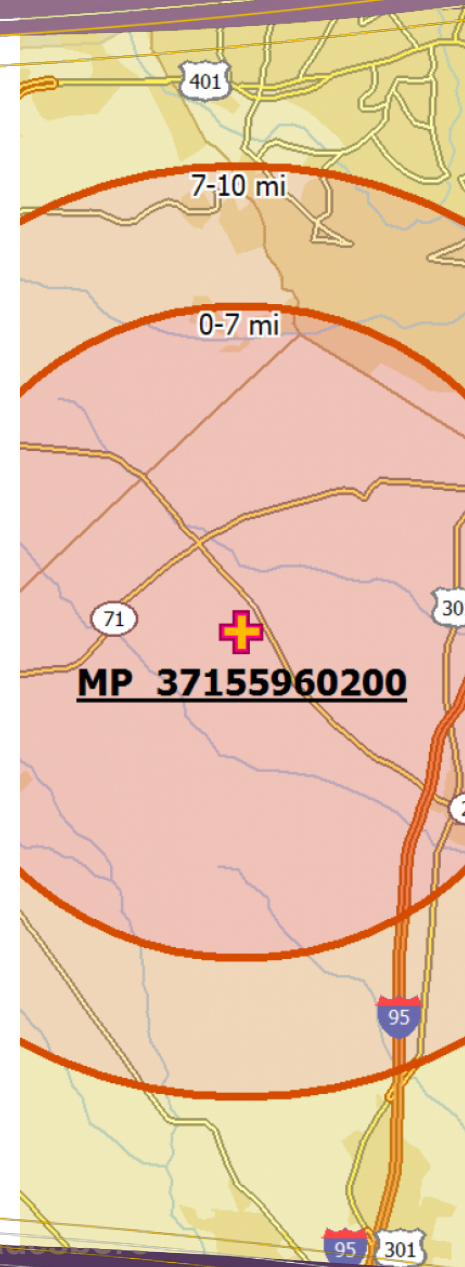
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	59%	62%	60%
You Should Seize Opportunities In Life	55%	56%	56%
Prefer Work Part Of Team Than Alone	36%	36%	37%
Important Feel Respected By My Peers	34%	33%	34%
Like To Understand About Nature	33%	35%	35%
Important To Juggle Various Tasks	31%	31%	32%
Good At Fixing Things	30%	29%	30%
Have Keen Sense Of Adventure	29%	28%	28%
Prefer To Have Few Possessions As Possible	25%	27%	29%
People Have To Take Me As They Find Me	22%	23%	23%
Looking for New Ideas To Improve Home	21%	19%	19%
Like To Just Enjoy Life	20%	20%	20%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Consider Myself Interested In The Arts	16%	18%	18%
Worried About Pollution Caused By Cars	15%	17%	17%
Try Not To Worry About The Future	14%	14%	15%
Provide My Kids With The Little Extras	14%	14%	17%
Real Men Don't Cry	14%	15%	16%
Enjoy Spending Time With My Fam.	12%	13%	13%
Is An Important Part Of Who I Am	12%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	8%
Feel Very Alone In The World	4%	5%	5%
Like Spending Most Time With Fam.	4%	5%	5%
Decor Particular Interest To Me	4%	4%	3%
Would Like To Set Up Own Business	3%	3%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	87.57%	88.01%	86.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.2%	82.07%	80.15%
Houses-Visit Any			
McDonald's	58.47%	59.1%	57%
Burger King	35.29%	36.63%	37.25%
Kentucky Fried Chicken (KFC)	34.43%	32.99%	33.48%
Applebee's	32.31%	32.36%	30.41%
Subway	29.49%	31.51%	30.05%
Taco Bell	29.18%	30.35%	28.07%
Wendy's	28.58%	30.82%	30.78%
Arby's	28.03%	26.48%	24.46%
Pizza Hut	23.15%	23.78%	23.5%
Sonic	22%	19.2%	17.22%

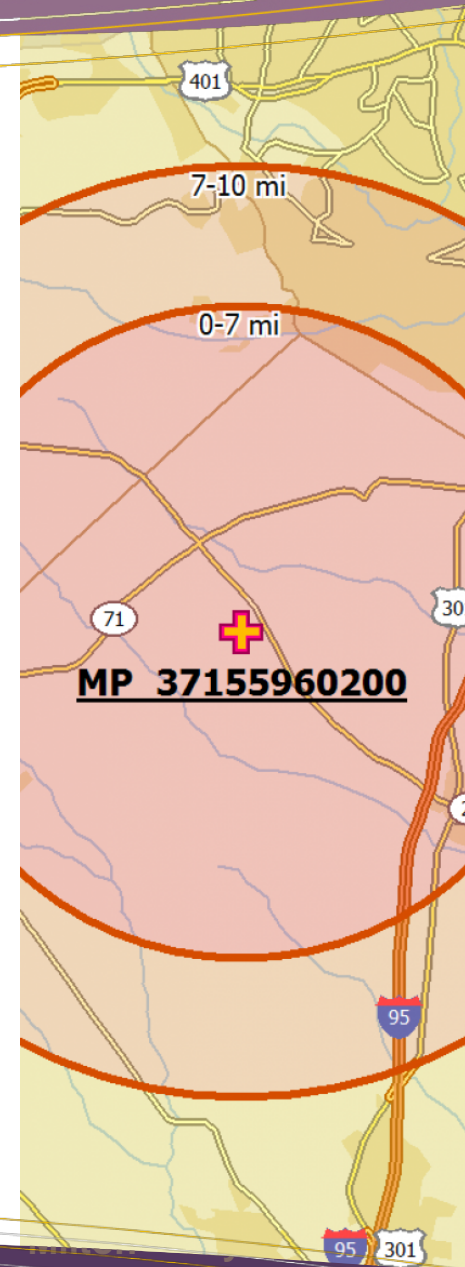
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	19.67%	18.72%	17.43%
Olive Garden	18.01%	19.24%	19.18%
Cracker Barrel	16.8%	16.72%	15.26%
Golden Corral	16.8%	15.77%	15.6%
Domino's Pizza	16.7%	16.32%	16.64%
Red Lobster	14.64%	16.54%	17.21%
Denny's	14.31%	12.98%	12.49%
Outback Steakhouse	14.24%	14.86%	14.3%
IHOP (International House Of Pancakes)	13.98%	15.09%	15.46%
Chick-Fil-A	13.57%	16.04%	15.53%
Chili's Grill and Bar	13.35%	14.51%	13.47%
A and W	12.35%	9.09%	8.5%

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.

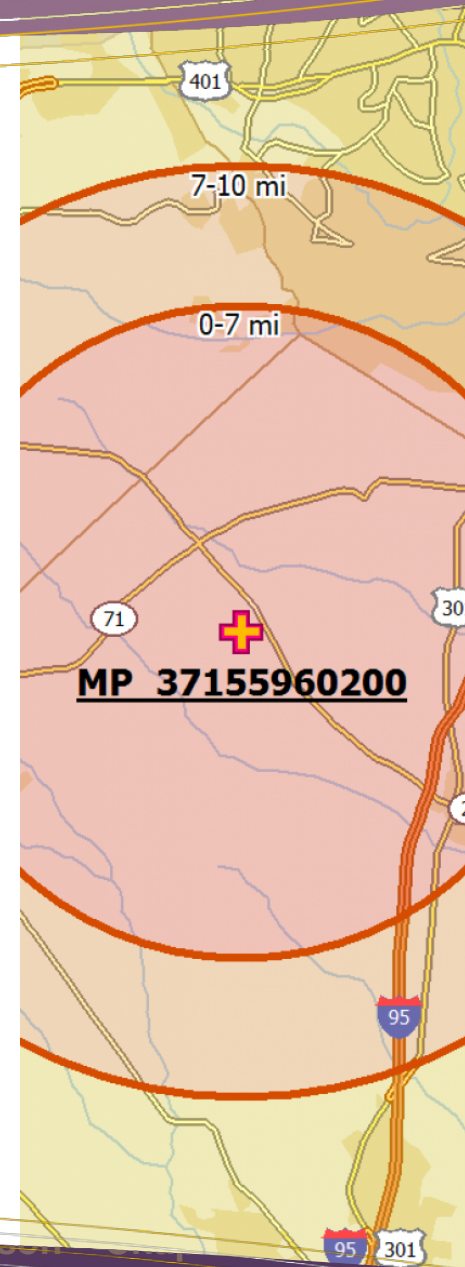
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	40.88%	43.39%	43.89%
Recycled products	27.52%	30.27%	29.44%
Worked as volunteer (non political)	13.57%	14.55%	14%
Engaged in fund raising	9.25%	10.04%	10.93%
Religious club member	7.51%	8.01%	8.16%
Church Board	6.01%	6.02%	6.7%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to elected offcl about publ bus	5.32%	5.7%	5.39%
Wrote to editor of mag or newspaper	5.09%	5.35%	5.14%
Union member	5.04%	5.13%	5.4%
Took active part in local civic issue	4.44%	4.71%	4.86%
Addressed a public meeting	4.33%	4.39%	4.4%
Charitable Organization	4.28%	4.57%	4.72%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-7 MILES	7-10 MILES	10-15 MILES
Novel	14.58%	15.66%	15.41%
Children's Books	11.72%	12.54%	12.68%
Mystery	10.05%	10.29%	9.79%
Cookbooks	9.09%	9.39%	9.18%
Religious (not Bibles)	8.82%	9.64%	9.84%
Romance	7.22%	7.1%	7.09%
History	5.77%	6.27%	6%
Biography	5.25%	5.81%	6.08%
Supermarket	5.12%	5.15%	4.89%

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	57.33%	62.26%	64.2%
Distributed			
Gen. Editorial	47.17%	47.72%	49.87%
Womens	39.73%	42.47%	43.92%
Service	33.03%	34.14%	32.07%
Mens	17.3%	18.6%	18.9%
Fishing/Hunting	15.18%	13.34%	11.59%
Parenthood	13.64%	14.33%	13.73%
Health	13.57%	13.78%	13.9%
Business/Finance	13.57%	16.48%	18.22%

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	51.2%	52.3%	51.45%
Classified	34.63%	33.77%	32.85%
Sport	31.99%	31.47%	31.46%
Editorial Page	28.61%	28.94%	27.93%
Comics	26.11%	25.89%	24.68%
Food/Cooking	23.21%	23.68%	23.43%
Business/Finance	23.14%	25.33%	25.54%
Movie Listings & Reviews	21.11%	22.62%	23.53%
TV/Radio Listings	20.92%	21.87%	21.95%
Home/Gardening	19.18%	19.73%	19.82%
Travel	15.1%	16.84%	17.52%
Science/Technology	14.05%	15.27%	15.59%
Fashion	13.05%	14.05%	15.35%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	28.82%	24.55%	19.25%
Adult Contemporary	17.09%	16.32%	14.26%
Urban Contemporary	16.61%	19.68%	26.39%
CHR Contemp Hit Radio	16.59%	17.46%	17.89%
Oldies	12.5%	11.41%	10.81%
Rock	10.61%	10.85%	9.52%
Variety	9.15%	9.14%	10.17%
Classic Rock	7.73%	7.96%	6.71%
News/Talk	7.6%	8.73%	8.36%
Religious	5.82%	6.3%	6.28%
Alternative	5.31%	6.66%	5.89%
Jazz	4.92%	6.68%	8.77%
Soft Contemporary	4.57%	5.87%	5.51%
Gospel	4.56%	4.8%	5.64%
Hispanic	3.62%	3.51%	3.39%
Adult Standards	3.58%	3.26%	3.27%
All News	3.48%	4.77%	6.26%
Classic Hits	3%	3.69%	2.87%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	59.82%	62.5%	61.36%
Soapnet	50.95%	51.13%	50.8%
Satellite Dish	48.45%	51.98%	50.02%
Other Video-On-Demand	44.35%	44.32%	41.81%
Sci-Fi Channel	37.43%	37.54%	36.37%
MSNBC	35.59%	34.97%	33.77%
Adult Pay Per View TV	32.98%	34.04%	32.28%
TV Info From Sunday TV Magazine	29.06%	29.21%	28.78%
Subscribe Digital Cable	28.85%	28.98%	30.83%
Nick At Nite	27.75%	27.58%	25.61%
Nickelodeon	27.72%	28.96%	27.02%
TV Info From Newspapers	25.74%	26.53%	26.09%

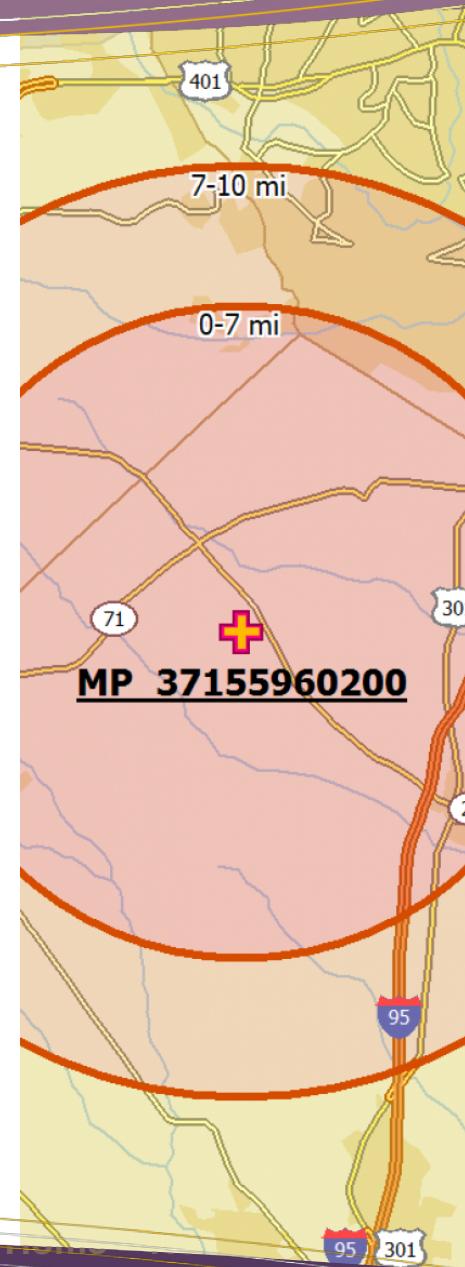
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Other	24.54%	22.89%	22.89%
USA Network	24.19%	24.13%	23.55%
Adult Swim	23.68%	25.03%	22.46%
TCM (Turner Classic Movies)	23.53%	24.49%	24%
TV Info From Monthly Cable Guide	23.39%	24.32%	22.75%
Lifetime	23.25%	23.74%	22.54%
Hallmark Channel	22.65%	24.29%	23.26%
The Golf Channel	21.1%	22.24%	21.8%
Comedy Central	20.82%	24.64%	25.2%
BET (Black Entertainment TV)	20.43%	21.61%	21.24%
Video-On-Demand Movies	20.08%	22.39%	20.32%
ABC Fam.	19.89%	21.79%	21.56%

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.

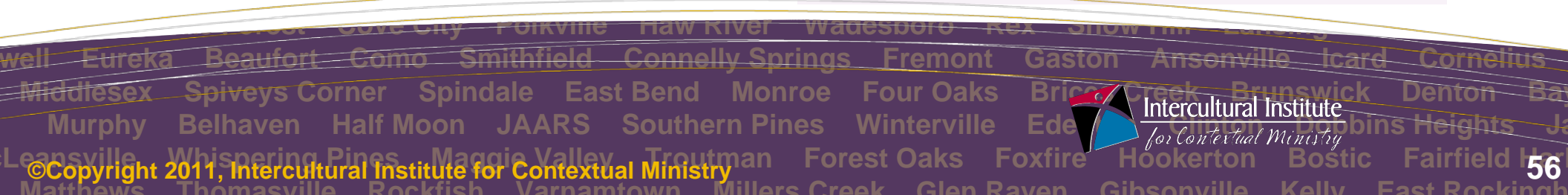


Potential Print Media Usage:

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+)	16.74%	17.87%	17.52%
Medium Users (4-6)	9.1%	9.65%	9.19%
Light Users (1-3)	17.74%	19.11%	19.5%
Quintiles (20%)			
Newspaper I (Heavy)	1.14%	1.28%	1.08%
Newspaper II	1.58%	1.58%	1.72%
Newspaper III	2.16%	2.03%	2.33%
Newspaper IV	0.84%	0.87%	0.64%
Newspaper V (Light)	0.8%	0.85%	0.77%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.28%	20.25%	20.44%
Magazines II	9.54%	9.83%	9.84%
Magazines III	10.12%	10.55%	10.54%
Magazines IV	11.05%	11.87%	12.38%
Magazines V (Light)	0.72%	0.83%	1%
Outdoor I (Heavy)	5.63%	6.61%	7.06%
Outdoor II	2.84%	3.1%	3.63%
Outdoor III	3.67%	3.76%	4.3%
Outdoor IV	14.52%	15.08%	15.44%
Outdoor V (Light)	19.8%	22.21%	22.08%
Yellow Pages I (Heavy)	16.45%	15.69%	16.04%
Yellow Pages II	7.09%	6.76%	7.7%
Yellow Pages III	8.49%	7.55%	8.11%
Yellow Pages IV	24.45%	24.18%	23.75%
Yellow Pages V (Light)	3.95%	3.74%	4.07%



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)	3.07%	2.95%	3.37%
Drive Time III (Medium)	0.66%	0.78%	0.92%
Radio IV & V (Light)	1.61%	1.94%	2.62%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.71%	10.5%	10.15%
Radio III (Medium)	4.25%	4.63%	4.33%
Radio IV & V (Light)	3.28%	3.71%	4.05%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	15.17%	14.88%	14.06%
Cable III (Medium)	6.69%	5.6%	5.4%
Cable IV & V (Light)	36.31%	35.88%	35.79%

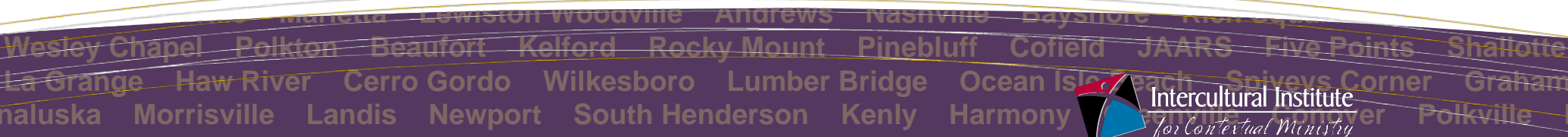
MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.41%	3.36%	3.81%
Prime Time III (Medium)	2.38%	2.22%	2.04%
Prime Time IV & V (Light)	9.88%	10.5%	9.15%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.12%	37.91%	38.17%
Fringe III (Medium)	55.34%	53.46%	53.6%
Fringe IV (Light)	55.53%	55.93%	55.13%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.15%	14.49%	15.33%
All Day III (Medium)	20.64%	22.09%	22.3%
All Day IV (Light)	15.56%	15.37%	17.01%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.49%	10.57%	10.83%
6:00am - 10:00am	10.83%	12.69%	14.42%
10:00am - 3:00pm	5.61%	7.09%	8.59%
3:00pm - 7:00pm	11.8%	13.57%	13.43%
7:00pm - Midnight	9.85%	11.06%	11.19%
Midnight - 6:00am	5.27%	5.7%	6.23%
Weekend Radio			
Listeners			
Dayparts [summary]	13.1%	14.63%	13.92%
6:00am - 10:00am	5.35%	4.2%	4.13%
10:00am-3:00pm	4.45%	4.7%	5.59%
3:00pm - 7:00pm	5.84%	6.74%	6.58%
7:00pm - Midnight	8.89%	9.64%	9.5%
Midnight - 6:00am	9.58%	10.64%	11.47%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.07%	7.85%	6.92%
Saturday:	10.27%	8.94%	9.45%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.04%	9.67%	8.74%
9:00am-1:00pm	27.75%	27.58%	25.61%
9:00am-4:00pm	30.97%	31.14%	29.52%
4:00pm-7:00pm	26.57%	28.96%	29.72%
11:00pm-1:00am	44.02%	43.58%	42.7%
AVG Prime time	2.91%	3.41%	3.84%
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	13.71%	15.26%	14.52%
7-9am	18.17%	19.98%	20.38%
9am-12noon	23.91%	23.42%	21.4%
12noon-4pm	7.06%	7.72%	8.12%
4-6pm	42.09%	46.02%	46.36%
6-7pm	19.53%	19.19%	18.41%
7-7:30pm	1.05%	1.34%	1.69%
7:30-8pm	9.87%	11.08%	10.74%
8-11pm	7.07%	7.85%	6.92%
11pm-12am	35.59%	34.97%	33.77%
11pm-1am	44.02%	43.58%	42.7%
1-6am	28.7%	30.92%	30.68%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	15.27%	16.46%	16.47%
Sat: 10am-1pm	7.43%	7.63%	8.26%
Sat: 1-4pm	26.85%	26.28%	25.4%
Sat: 4-6pm	8.9%	8.03%	8.12%
Sat: 6-7pm	1.4%	1.52%	1.72%
Sat: 7-8pm	0.68%	0.83%	0.97%
Sat: 8-11pm	10.27%	8.94%	9.45%
Sat: 11pm-1am	6.9%	6.11%	6.84%
Sat: 1am-7pm	24.19%	24.13%	23.55%
Sun: 7-10am	2.34%	2.35%	2.48%
Sun: 10am-1pm	6.55%	6.67%	6.12%
Sun: 1-4pm	5.93%	6%	5.48%
Sun: 4-7pm	11.93%	13.08%	12.16%
Sun: 7-11pm	9.04%	9.67%	8.74%
Sun: 11pm-1am	5.02%	5.53%	5.12%
Sun: 1-7am	19.53%	21.17%	20.1%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

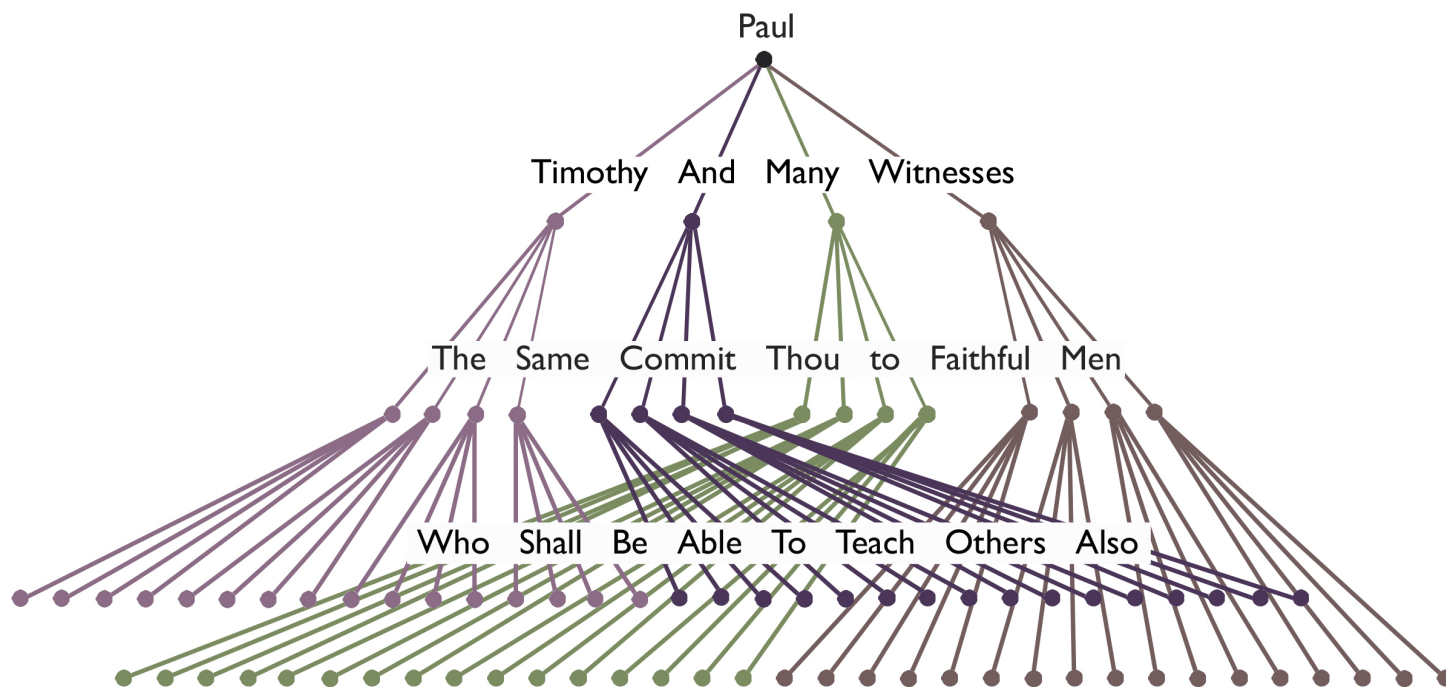
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

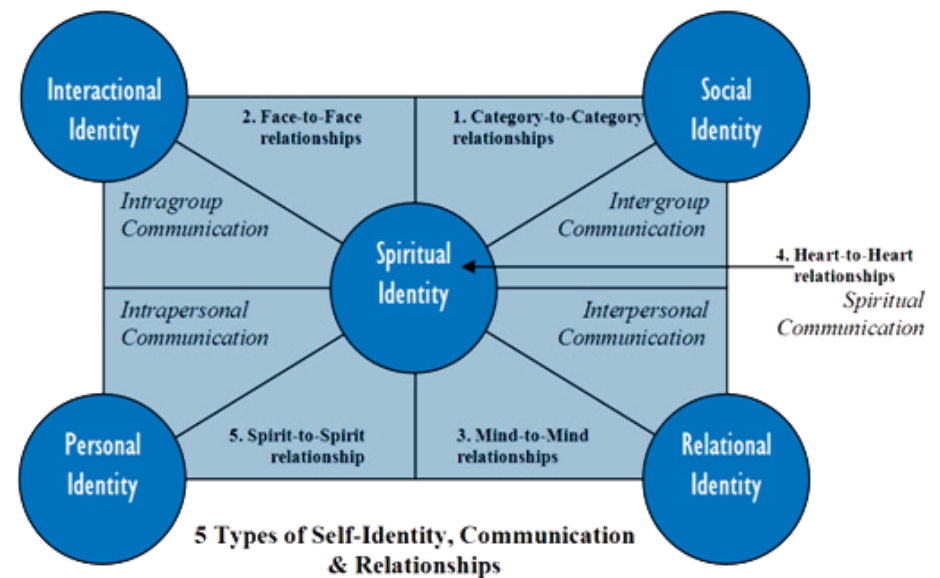


Establishing Redemptive Relationships

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

Communication Steps

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

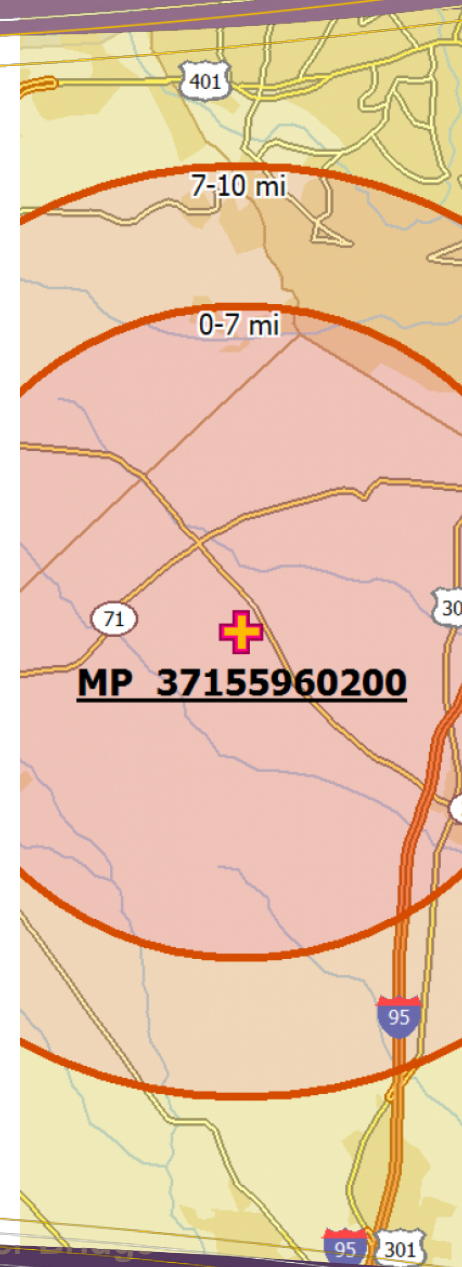


Your MissionSite and the Missional Suite

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

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

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



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	Lumber Bridge - Lumber Bridge	100 E Main St Lumber Bridge, NC 28357	1.06 mi	13	Declining
2	Zion Hill - Shannon	100 Church St Shannon, NC 28386	4.04 mi	164	Plateauing
3	Parkton - Parkton	108 E 2nd St Parkton, NC 28371	4.65 mi	83	Declining
4	Shannon - Shannon	10530 Shannon Rd Shannon, NC 28386	4.74 mi	30	Declining
5	Carolina - Saint Pauls	4431 Blanchard Rd Saint Pauls, NC 28384	5.10 mi	0	Insufficient Data
6	Dundarrach - Shannon	375 Hall Rd Shannon, NC 28386	5.92 mi	95	Plateauing
7	Great Marsh - Saint Pauls	270 E Great Marsh Church Rd Saint Pauls, NC 28384	6.35 mi	95	Plateauing
8	St Pauls Community	350 S 5th St Saint Pauls, NC 28384	6.62 mi	0	Insufficient Data
9	Atonement Missionary - Raeford	150 Jody Ln Raeford, NC 28376	6.64 mi	30	Plateauing
10	Pittman Grove - Raeford	4921 Pittman Grove Church Rd Raeford, NC 28376	6.89 mi	35	Insufficient Data
11	Green Springs - Parkton	1095 E Green Springs Rd Parkton, NC 28371	6.97 mi	178	Plateauing
12	Saint Pauls First - Saint Pauls	300 S 2nd St Saint Pauls, NC 28384	7.02 mi	83	Plateauing
13	Saint Pauls Second - Saint Pauls	417 S 3rd St Saint Pauls, NC 28384	7.06 mi	300	Insufficient Data
14	West Saddle tree - Shannon	6221 Rennert Rd Shannon, NC 28386	7.47 mi	33	Plateauing
15	Golfview - Hope Mills	4211 Black Bridge Rd Hope Mills, NC 28348	7.68 mi	64	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Westside - Red Spring	527 N Vance St Red Springs, NC 28377	7.83 mi	90	Growing
17	Mount Calvary - Fayetteville	3529 Dundle Rd Fayetteville, NC 28306	7.87 mi	86	Declining
18	Antioch - Saint Pauls	1237 Rozier Siding Rd Saint Pauls, NC 28384	8.02 mi	130	Declining
19	Stoney Point - Fayetteville	6554 Rockfish Rd Fayetteville, NC 28306	8.04 mi	200	Insufficient Data
20	Fellowship - Hope	4916 S Main St Hope Mills, NC 28348	8.84 mi	31	Growing
21	Galilee - Red Springs	1716 Mount Tabor Rd Red Springs, NC 28377	9.08 mi	133	Plateauing
22	Mount Elim - Red Springs	921 Wilson Rd Red Springs, NC 28377	9.08 mi	192	Plateauing
23	Rock of Ages - Red Springs	Lewis McNeil Rd Red Springs, NC 28377	9.08 mi	74	Growing
24	Red Springs First - Red Springs	701 E 4th Ave Red Springs, NC 28377	9.08 mi	135	Plateauing
25	Fountain of Living Water	2002 Chickenfoot Rd Hope Mills, NC 28348	9.23 mi	0	Insufficient Data
26	First United - Hope Mills	2002 Chickenfoot Rd Hope Mills, NC 28348	9.23 mi	77	Declining
27	Faithwalk Fellowship	3508 Bullard St Hope Mills, NC 28348	9.34 mi	71	Insufficient Data
28	Victory - Hope Mills	5984 Brookdale St Hope Mills, NC 28348	9.41 mi	87	Growing
29	Friendship - Hope Mill	3232 Davis St Hope Mills, NC 28348	9.49 mi	55	Plateauing
30	Hope Mills First - Hope Mills	4621 Cameron Rd Hope Mills, NC 28348	9.84 mi	137	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Rozier - Lumberton	2582 Rozier Church Rd Lumberton, NC 28360	10.02 mi	28	Growing
32	Highland - Hope Mills	4456 Legion Rd Hope Mills, NC 28348	10.20 mi	128	Plateauing
33	Cumberland - Fayetteville	4957 Cumberland Rd Fayetteville, NC 28306	10.23 mi	75	Declining
34	Southview - Hope Mills	4089 Elk Rd Hope Mills, NC 28348	10.58 mi	508	Growing
35	Mount Vernon - Fayetteville	3184 County Line Rd Fayetteville, NC 28306	10.71 mi	70	Declining
36	Lake Rim - Fayetteville	7758 Raeford Rd Fayetteville, NC 28304	10.81 mi	46	Growing
37	Faith - Fayetteville	4001 Cumberland Rd Fayetteville, NC 28306	10.92 mi	63	Declining
38	Bladen Union - Fayetteville	2224 W Bladen Union Church Rd Fayetteville, NC 28306	10.92 mi	33	Declining
39	Family Community	4436 Cumberland Rd Fayetteville, NC 28306	11.04 mi	35	Insufficient Data
40	Hillside - Hope Mills	3807 Legion Rd Hope Mills, NC 28348	11.08 mi	40	Declining
41	Raeford First - Raeford	333 N Main St Raeford, NC 28376	11.42 mi	97	Plateauing
42	Bethel Hill - Lumbert	884 Rennert Rd Lumberton, NC 28360	11.83 mi	115	Plateauing
43	Lake Lynn - Fayetteville	3363 Gillespie St Fayetteville, NC 28306	11.84 mi	80	Plateauing
44	South Hoke - Red Springs	4205 Old Maxton Rd Red Springs, NC 28377	11.85 mi	144	Growing
45	Faymont - Fayetteville	3663 Cumberland Rd Fayetteville, NC 28306	11.94 mi	188	Insufficient Data

Love Valley Lenoir Granite Quarry Thomasville Claremont Ivanhoe Hendersonville Rhodhiss St. James
 Dundarrach Wentworth Fletcher Ellenboro Norlina Elizabethtown Farmville King Wilson's Mills Morven
 Neuse Forest Grantsboro Barker Ten Mile Pikeville Dover Falcon Mar-M... Hightsville J...
 Boiling Springs New London Ashley Heights Stanfield Spring Hope Elon Shallotte Hobgood Dallas S...





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