MissionSite

top unreached locations

LUMBERTON, NC

CENSUS TRACT: 37155960900
REGION: Region 3: Southeast Coast
COUNTY: Robeson
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
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North Carolina Baptists
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MissionSite (TM)
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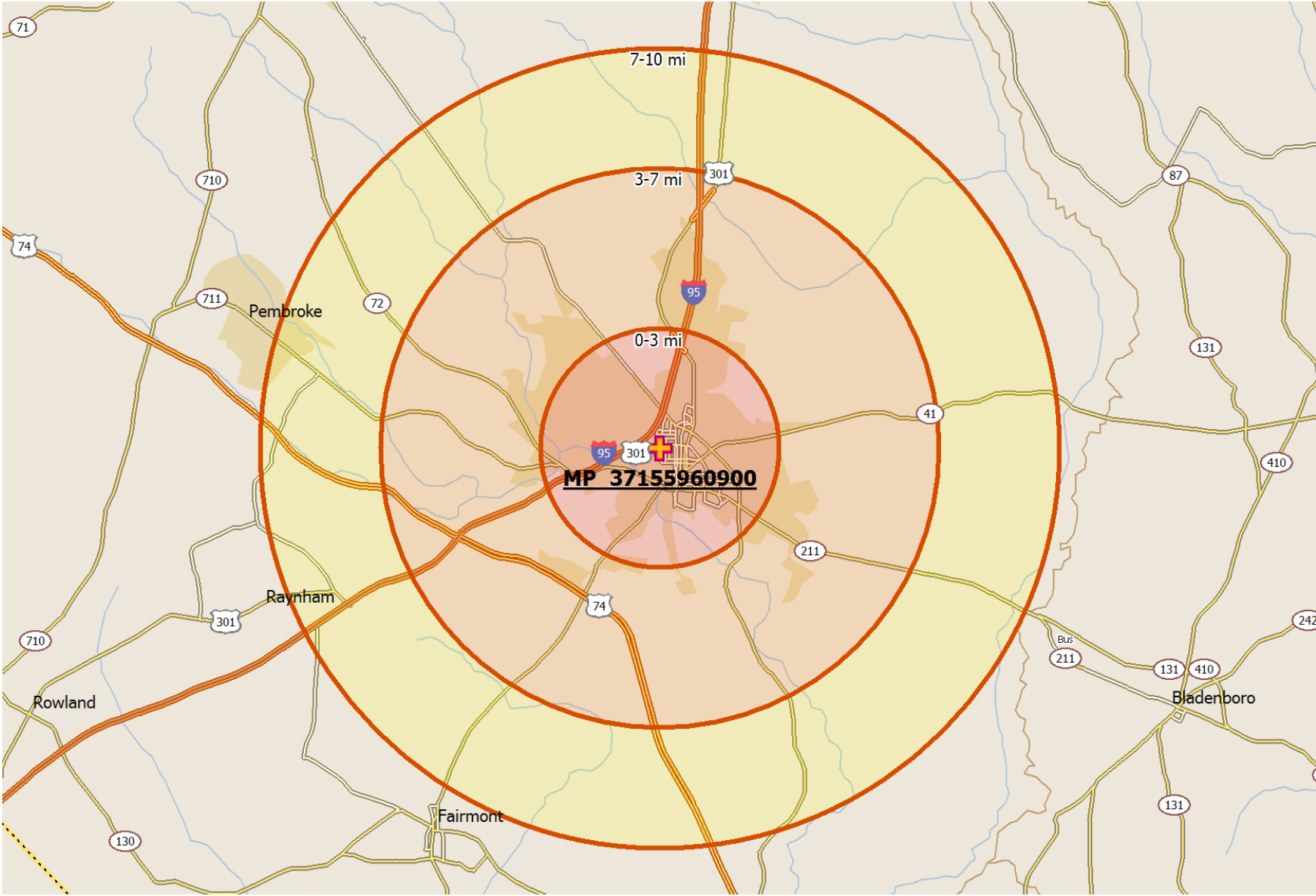Intercultural Institute
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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37155	Robeson
4	Zipcode	28358	Robeson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000

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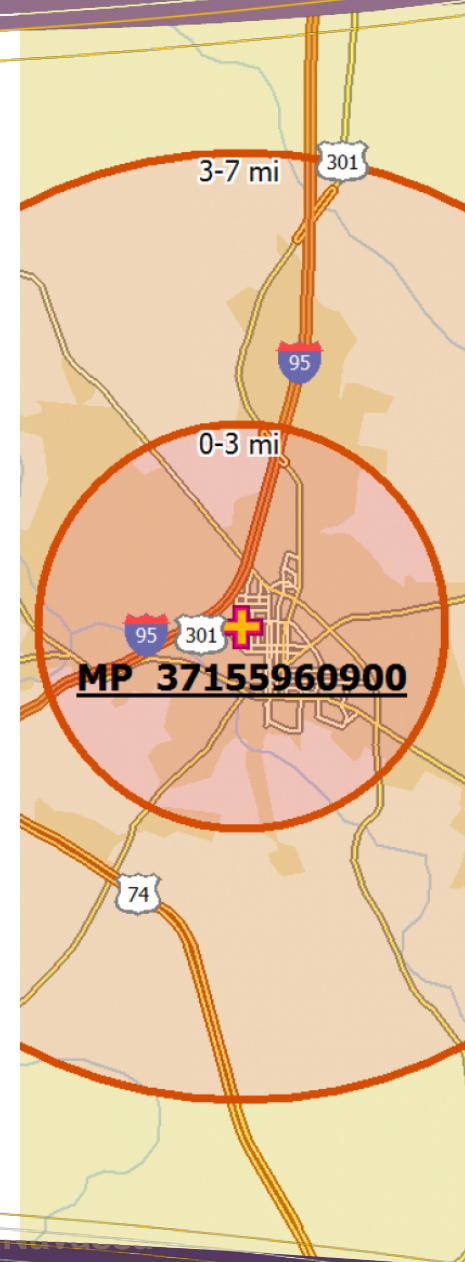
Site Location Summary - Map of the Site Location

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	11	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	21,439	24,540	15,339
2010 Households	7,852	7,666	5,039
2010 Group Quarters Population	891	1,608	169

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	22	26
Language Diversity National Index	23	49	21
Foreign Born Diversity National Index	16	5	17
Ancestry Diversity National Index	14	5	2
Racial Diversity National Index	89	93	86

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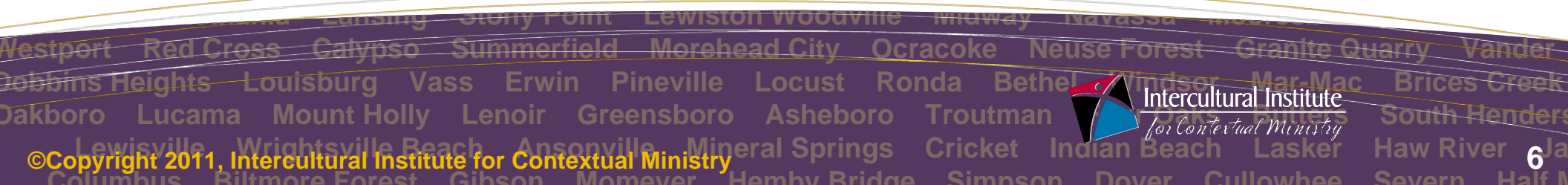
Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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

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Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,084	13.81%
Mainstay Communities	Established, Diverse Households	637	8.11%
Working Communities	Blue-collar, Working Families	1,859	23.68%
Country Communities	Rural, Agri. & Mining Families	853	10.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	631	8.04%
Urban Communities	High Density, Inner-city Neighborhoods	2,786	35.48%

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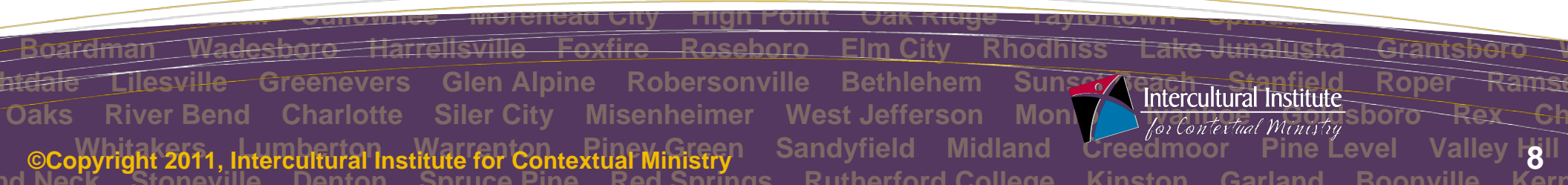
Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

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Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	26,709	5,325	19.94%
Unreached %	61.87%	67.82%	109.61
Religious But NOT Evangelical HH	6,689	1,563	23.37%
Religious But NOT Evangelical %	15.5%	19.91%	128.46
Spiritual But NOT Relig or Evang HH	2,875	631	21.95%
Spiritual But NOT Relig or Evang %	6.66%	8.04%	120.69
Not Evangelical, Not Interested HH	17,661	3,224	18.26%
Not Evangelical, Not Interested %	40.91%	41.06%	100.37

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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	18	14.88%
Active BCNC Attenders	10,763	2,182	20.27%
Active Evangelical Households	8,771	1,346	15.34%
Active Evangelical Percent	20.32%	17.14%	84.34
Inactive Evangelical Households	7,687	1,180	15.35%
Inactive Evangelical Percent	17.81%	15.02%	84.36
# 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
1	Sand Hill - Lumberton	0.19 mi	82	Growing
2	Hog Swamp - Lumberton	0.19 mi	60	Insufficient Data
3	North Lumberton - Lumberton	0.56 mi	54	Declining
4	Clybonville - Lumberton	0.64 mi	107	Declining
5	Vertical	0.78 mi	0	Insufficient Data
6	Lumberton First - Lumberton	0.89 mi	400	Plateauing
7	New Wine - Lumberton	0.99 mi	0	Insufficient Data
8	Mt. Moriah Baptist Church	1.01 mi	62	Declining
9	Godwin Heights - Lumberton	1.31 mi	174	Plateauing
10	West Lumberton - Lumberton	1.47 mi	191	Plateauing
11	Berea - Lumberton	1.92 mi	16	Declining
12	West End - Lumberton	2.02 mi	100	Plateauing
13	East Lumberton - Lumberton	2.11 mi	181	Declining
14	Karenni Community	2.23 mi	0	Insufficient Data
15	Hyde Park - Lumberton	2.25 mi	625	Plateauing
16	New Life - Lumberton	2.39 mi	0	Insufficient Data
17	Centerville - Lumberton	2.78 mi	0	Insufficient Data
18	New Point - Lumberton	2.78 mi	130	Growing
19	LifePoint Ministries	3.29 mi	0	Insufficient Data
20	Forest Acres - Lumberton	3.54 mi	32	Declining
21	Cedar Grove - Lumbert	3.73 mi	120	Plateauing
22	Vision of Hope - Lumberton	4.62 mi	46	Declining
23	Freedom	4.62 mi	79	Plateauing
24	Mount Olive - Lumberton	4.62 mi	71	Declining
25	Iglesia Bautista Hispana Bet-El - Lumbert	4.62 mi	99	Insufficient Data
26	Raft Swamp - Lumberton	4.62 mi	41	Growing
27	Oak Grove - Lumberton	4.62 mi	52	Plateauing
28	Tabernacle - Pembroke	4.62 mi	178	Declining
29	Faith of Calvary - Lumberton	4.62 mi	84	Plateauing
30	Lumber River Bible Fellowship - Lumberton	4.65 mi	0	Insufficient Data

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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes BCNC churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	105,179	21,765	20.69%
2000 Population	123,339	21,839	17.71%
2010 Population	130,446	21,439	16.44%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,154	8,203	22.69%
2000 Households	43,677	8,574	19.63%
2010 Households	43,167	7,852	18.19%

Location Types in this MissionSite
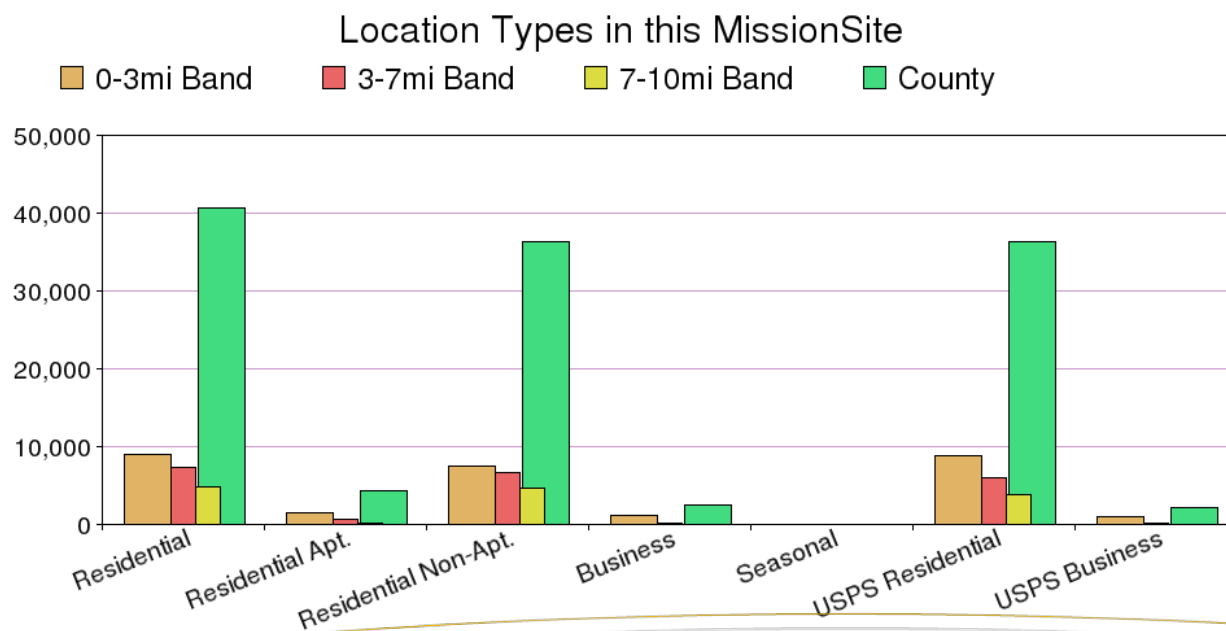
Location Type	0-3mi Band
Residential	9,070
Residential Apt.	1,551
Residential Non-Apt.	7,519
Business	1,092
Seasonal	0
USPS Residential	8,852
USPS Business	944

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Current Demographic Summary

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

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

Age Group Percentages

- 45-64 Years 24.69%
- 20-34 Years 18.15%
- 35-44 Years 12.10%
- 65-74 Years 8.68%
- 75+ Years 8.22%
- < 20 Years 28.16%
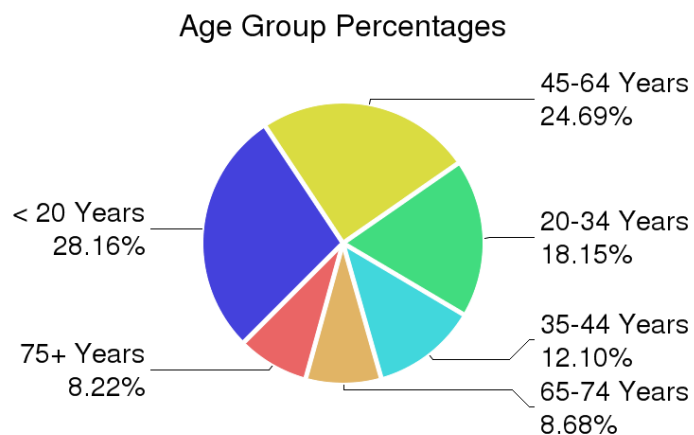
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.12%	7.11%	99.86
4-5 Years	3.21%	2.69%	83.8
6-8 Years	4.64%	4.19%	90.3
9-11 Years	4.43%	4.05%	91.42
12-13 Years	2.86%	2.7%	94.41
14-17 Years	5.84%	4.97%	85.1
18-19 Years	2.91%	2.45%	84.19
0-5 Years	10.33%	9.8%	94.87
6-12 Years	10.51%	9.61%	91.44
13-19 Years	10.18%	8.75%	85.95
< 20 Years	31.02%	28.16%	90.78
20-34 Years	20.54%	18.15%	88.36
35-44 Years	12.92%	12.1%	93.65
45-64 Years	23.85%	24.69%	103.52
65-74 Years	6.81%	8.68%	127.46
75+ Years	4.87%	8.22%	168.79
Median Age	34	38	111.39
Median Age (Male)	32	35	109.21
Median Age (Female)	36	40	111.68

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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	34%	49.71%	146.2
Black, African-American	22.6%	28.43%	125.81
Native American	36.12%	14.69%	40.68
Asian	0.74%	1.94%	261.21
Pacific Island, Hawaiian	0.12%	0.11%	89.71
Other/Multiple Races	6.42%	5.12%	79.69
Hispanic	0%	7.55%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,675	14,102	
Less than 9th Grade	12.59%	11.22%	112.23
No High School Diploma	17.64%	14.69%	120.15
High School Graduate	34.68%	26.76%	129.63
Some College, no degree	16.14%	18.56%	86.97
Associate Degree	6.28%	7.4%	84.87
College Degree	8.39%	12.88%	65.14
Graduate/Prof. degree	4.27%	8.5%	50.22

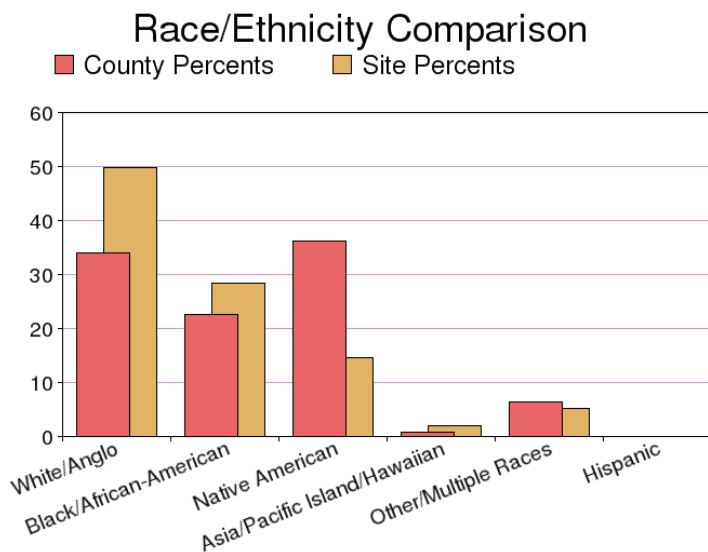

Race/Ethnicity Comparison
County Percents   Site Percents

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	15.58%	17.88%	125.59
$10,000 to $19,999	19.7%	18.38%	93.27
$20,000 to $29,999	13.68%	13.49%	98.58
$30,000 to $49,999	22.06%	17.97%	81.47
$50,000 to $59,999	6.95%	6.11%	87.99
$60,000 to $69,999	6.62%	7.35%	111.07
$70,000 to $79,999	4.12%	4.28%	103.95
$80,000 to $89,999	2.5%	3.09%	123.93
$90,000 to $99,999	1.58%	1.92%	121.72
$100,000 to $124,999	3.94%	4.27%	108.27
$125,000 to $149,999	1.51%	3.06%	202.68
$150,000 to $199,999	1.01%	0.99%	98.8
$200,000 to $249,999	0.16%	0.28%	172.78
$250,000 or more	0.61%	0.88%	144.23
Median Household	30,648	34,218	111.65
Average Household	42,655	46,121	108.13
Per Capita Household	14,567	16,991	116.64
Family/Non-Family Household Income			
Median Family Income	37,082	42,961	115.85
Average Family Income	49,144	55,459	112.85
Median Non-Family Income	19,814	24,058	121.42
Average Non-Family Income	28,737	28,935	100.69

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.2%	62.18%	91.16
Families with Children	37.64%	32.68%	86.83
Families without Children	30.57%	29.5%	96.5
Non-Family Households			
% Non-Family Households	31.8%	37.82%	118.96
Non-Families with Children	0.27	0.31	112.77
Non-Families without Children	31.53	37.52	119.01
Housing Units			Index
Total Housing Units	50,580	9,416	
Vacant percent	14.66%	16.61%	113.33
Owned percent	57.3%	44.32%	77.35%
Rented Percent	28.05%	39.09%	139.39
Households by Size			Index
Avg household size	2.93	2.62	89.42
Avg family hh size	3.74	3.49	93.32
Avg non-family hh size	1.18	1.17	99.15
Households By Count of Persons			Percent
One	11,728	2,620	22.34%
Two	8,812	1,826	20.72%
Three or Four	15,479	2,473	15.98%
Five+	7,148	932	13.04%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	105,179	21,765	20.69%
2000 Population	123,339	21,839	17.71%
2010 Population	130,446	21,439	16.44%
2015 Population	134,872	21,789	16.16%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	36,154	8,203	22.69%
2000 Households	43,677	8,574	19.63%
2010 Households	43,167	7,852	18.19%
2015 Households	43,299	7,748	17.89%

Household Change from 1985 to 2030
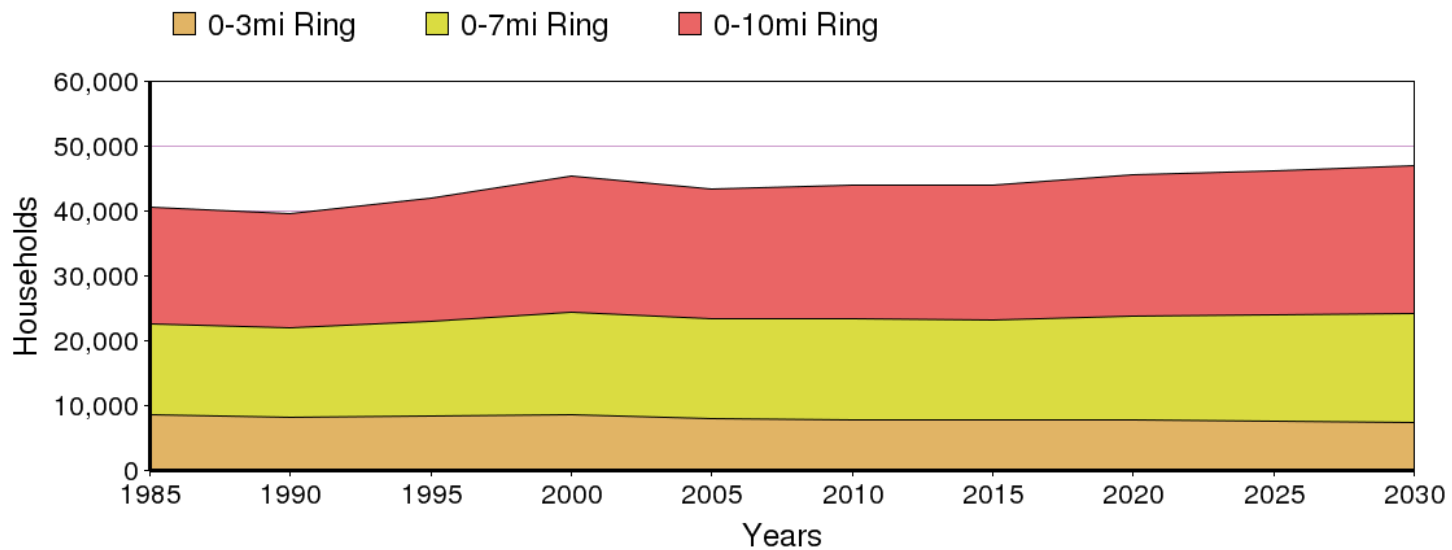
Projected Demographic Summary

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

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

Projected Age Group Percentages

- 45-64 Years 23.84%
- 20-34 Years 17.55%
- 35-44 Years 11.31%
- 65-74 Years 10.12%
- 75+ Years 8.92%
- < 20 Years 28.26%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.11%	7.37%	103.66
4-5 Years	2.69%	2.92%	108.55
6-8 Years	4.19%	4.36%	104.06
9-11 Years	4.05%	4.16%	102.72
12-13 Years	2.7%	2.69%	99.63
14-17 Years	4.97%	4.64%	93.36
18-19 Years	2.45%	2.12%	86.53
0-5 Years	9.8%	10.29%	105
6-12 Years	9.61%	9.88%	102.81
13-19 Years	8.75%	8.09%	92.46
< 20 Years	28.16%	28.26%	100.36
20-34 Years	18.15%	17.55%	96.69
35-44 Years	12.1%	11.31%	93.47
45-64 Years	24.69%	23.84%	96.56
65-74 Years	8.68%	10.12%	116.59
75+ Years	8.22%	8.92%	108.52
Median Age	34	39	114.61
Median Age (Male)	32	36	111.77
Median Age (Female)	36	41	115.3

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Projected Demographic Summary

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

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

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	49.71%	49.9%	100.38
Black, African-American	28.43%	27.53%	96.84
Native American	14.69%	15.26%	103.86
Asian	1.94%	2.37%	122.28
Pacific Island, Hawaiian	0.11%	0.14%	128.34
Other/Multiple Races	5.12%	4.8%	93.73
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,102	14,368	
Less than 9th Grade	11.22%	10.61%	94.55
No High School Diploma	14.69%	13.31%	90.66
High School Graduate	26.76%	28.03%	104.78
Some College, no degree	18.56%	17.68%	95.26
Associate Degree	7.4%	8.14%	109.99
College Degree	12.88%	13.23%	102.69
Graduate/Prof. degree	8.5%	8.99%	105.85
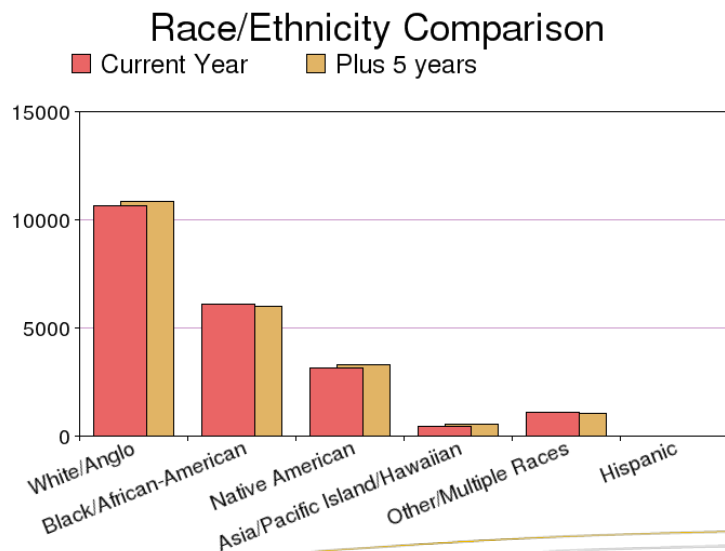
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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	17.88%	16.69%	93.33
$10,000 to $19,999	18.38%	18.64%	101.41
$20,000 to $29,999	13.49%	13.13%	97.32
$30,000 to $49,999	17.97%	17.46%	97.18
$50,000 to $59,999	6.11%	5.87%	96.06
$60,000 to $69,999	7.35%	8.04%	109.42
$70,000 to $79,999	4.28%	4.41%	101.95
$80,000 to $89,999	3.09%	3.08%	98.84
$90,000 to $99,999	1.92%	1.91%	99.33
$100,000 to $249,999	4.27%	4.81%	112.84
$125,000 to $149,999	3.06%	3.51%	114.85
$150,000 to $199,999	0.99%	1.11%	111.74
$200,000 to $249,999	0.28%	0.35%	124.37
$250,000 or more	0.88%	0.86%	98.4
Median Household	34,218	35,782	104.57
Average Household	46,121	47,775	103.59
Per Capita Household	16,991	17,097	100.62
Family/Non-Family Household Income			
Median Family Income	42,961	45,301	105.45
Average Family Income	55,459	57,531	103.74
Median Non-Family Income	24,058	26,137	108.64
Average Non-Family Income	28,935	31,532	108.98

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.18%	59.9%	96.34
Families with Children	32.68	30.77	94.15
Families without Children	29.5	26.78	90.8
Non-Family Households			
% Non-Family Households	37.82%	40.1%	106.02
Non-Families with Children	0.31	0.12	106.02
Non-Families without Children	37.52	39.98	106.57
Housing Units			
Total Housing Units	9,416	9,315	98.93%
Vacant percent	16.61%	16.82%	101.28
Owned percent	44.32%	44.41%	100.21
Rented Percent	39.09%	38.78%	99.19
Households by Size			
Avg household size	2.62	2.70	103.05%
Avg family hh size	3.49	3.75	107.45%
Avg non-family hh size	1.17	1.13	96.58%
Households By Count of Persons			
One	2,620	2,735	104.39%
Two	1,826	1,465	80.23%
Three or Four	2,473	2,500	101.09%
Five+	932	1,048	112.45%

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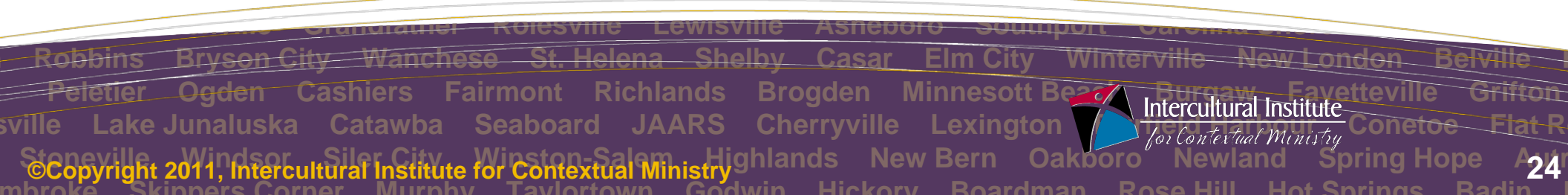
Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	785	1,178	657
Northern Europe	5	12	8
Western Europe	65	50	24
Southern Europe	0	0	6
Eastern Europe	10	9	2
Other Europe	0	0	0
Eastern Asia	48	25	25
So. Central Asia	8	14	76
SE Asia	65	41	46
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	6	7	5
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	16	7	3
Central Amer.	538	974	452
South America	15	39	9
North America	9	0	1
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	22,382	11,886	18,243
Spanish	856	1,108	779
Other Indo-Euro language	173	66	221
French (incl. Patois, Cajun)	42	13	61
French Creole	0	0	0
Italian	0	0	2
Portuguese	0	0	0
German	76	48	51
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	9	0	0
Polish	12	0	1
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	25	0	0
Hindi	0	0	6
Urdu	5	3	40

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	4	2	60
Asian/PI languages	0	0	0
Chinese	53	0	0
Japanese	0	0	0
Korean	22	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	9	5
Thai	0	0	0
Laotian	42	14	8
Vietnamese	0	47	26
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	31	0	0
Other languages	1	115	4
Navajo	0	0	0
Other Native N. American	0	0	2
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	2
African languages	0	22	0
Other unspecified	1	93	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	16,134	9,416	13,935
Arab	5	1	0
Armenian	0	0	0
Austrian	4	1	0
British	78	19	14
Canadian	5	3	3
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	6	0	0
Dutch	23	27	33
English	1,119	350	392
European	149	79	81
Finnish	2	2	3
French (not Basque)	111	73	139
French Canadian	51	32	17
German	538	190	239
Greek	0	0	0
Hungarian	5	13	4
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	616	286	368
Italian	87	49	108
Lithuanian	5	0	0
Norwegian	20	1	6
Polish	60	14	18
Portuguese	0	0	0
Romanian	0	0	0
Russian	11	3	3
Scandinavian	8	0	0
Scotch-Irish	708	278	278
Scottish	451	200	243
Slovak	0	0	6
Subsaharan African	240	38	59
Swedish	50	17	21
Swiss	0	0	2
Ukrainian	5	0	0
US/American	1,802	1,537	2,019
Welsh	50	13	11
West Indian	19	7	4
Yugoslavian	0	0	0
Other	9,905	6,184	9,865

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

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Using the Demographic Indicators

*Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

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Unreached Households by Lifestyle Segment

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

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

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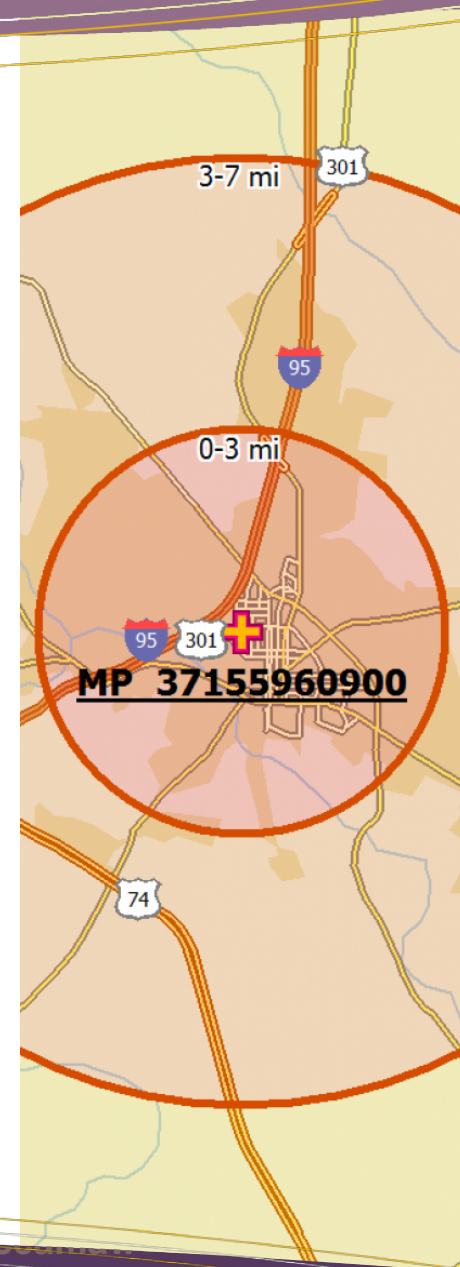
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,383	100%
AFFLUENT SUBURBIA	636	8.1%	444	8.25%
America's Wealthiest	23	0.29%	18	0.33%
Dream Weavers	84	1.07%	60	1.11%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	511	6.51%	354	6.58%
New Suburbia Fam.	18	0.23%	12	0.22%
UPSCALE AMERICA	448	5.71%	308	5.72%
Status Conscious Consumers	34	0.43%	24	0.45%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	328	4.18%	220	4.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	7	0.09%	5	0.09%
Successful Urban Sprawl	79	1.01%	59	1.1%
SM TWN SUCCESS	129	1.64%	147	2.73%
Successful Urban Sprawl	71	0.9%	59	1.1%
2nd City Homebodies	32	0.41%	50	0.93%
Prime Middle America	0	0%	21	0.39%
Urban Optimists	26	0.33%	0	0%
Family Convenience	0	0%	17	0.32%
Mid-Market Enterprise	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,383	100%
BLUE COLLAR BACKBONE	182	2.32%	119	2.21%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	66	0.84%	40	0.74%
Lower Income Essentials	72	0.92%	49	0.91%
Small Town Endeavors	44	0.56%	30	0.56%
AMER. DIVERSITY	508	6.47%	359	6.67%
Ethnic Urban Mix	13	0.17%	9	0.17%
Urban Blues	62	0.79%	40	0.74%
Professional Urbanites	374	4.76%	270	5.02%
Urban Advancement	59	0.75%	40	0.74%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,677	21.36%	1,157	21.49%
Steadfast Conservative	911	11.6%	624	11.59%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	20	0.25%	14	0.26%
Urban Grit	0	0%	0	0%
Grass-Roots Living	746	9.5%	519	9.64%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,383	100%
REMOTE AMERICA	716	9.12%	361	6.71%
Hardy Rural Fam.	20	0.25%	12	0.22%
Rural Southern Living	110	1.4%	64	1.19%
Coal & Crops	0	0%	0	0%
Native America	586	7.46%	285	5.29%
ASPIRING CONTEMP'S	631	8.04%	467	8.68%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	594	7.56%	440	8.17%
Stable Careers	37	0.47%	27	0.5%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	137	1.74%	80	1.49%
Aspiring Hispania	14	0.18%	0	0%
Industrious Country Living	0	0%	10	0.19%
America's Farmland	14	0.18%	0	0%
Comfy Country Living	95	1.21%	9	0.17%
Small Town Connections	14	0.18%	55	1.02%
Hinterland Fam.	0	0%	6	0.11%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,383	100%
STRUGGLING SOCIETIES	1,770	22.54%	1,206	22.4%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	5	0.06%	3	0.06%
Struggling city Centers	1,665	21.2%	1,129	20.97%
College Town Communities	0	0%	0	0%
New Beginnings	100	1.27%	74	1.37%
URBAN ESSENCE	1,016	12.94%	735	13.65%
Unattached Multicultures	90	1.15%	62	1.15%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	137	1.74%	96	1.78%
Urban Diversity	0	0%	0	0%
New Generation Activists	269	3.43%	181	3.36%
Getting By	520	6.62%	396	7.36%
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 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).

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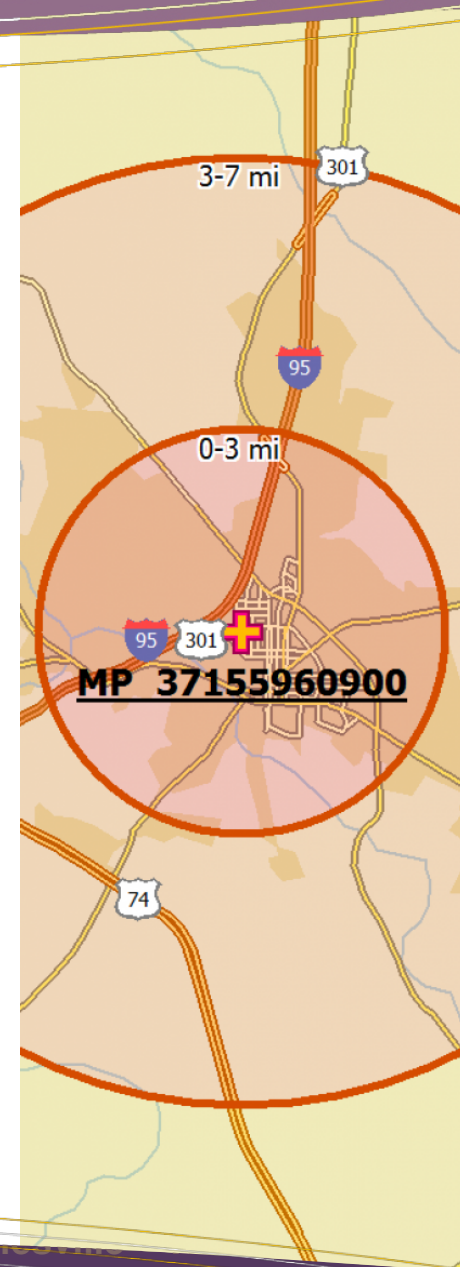
Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	71%	70%	69%
Use Comp. for Internet/E-mail	51%	53%	54%
Internet Use: E-Mail	42%	37%	35%
Use Comp. for Comp. Games	36%	36%	35%
Use Comp. for Education	31%	29%	29%
Use Comp. for Word Processing	31%	30%	30%
HH Owns DVD Player	30%	33%	34%
Use Comp. for Shopping	28%	28%	27%
Use Comp. for Digital Camera Photo Editing	24%	21%	20%
Use Comp. for Banking	24%	23%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	23%	20%	18%
Internet Use: Banking	20%	19%	18%
PC-Network-HH Has One	18%	23%	25%
Use Comp. for News/Info./Data Service	18%	16%	16%
Use Comp. for Accounting	14%	19%	20%
Use Comp. for Filing/DB Mngmnt	11%	9%	8%
Internet Use: Shopping: Gathered Info. for Shopping	11%	10%	9%
Use Comp. for Personal Financial Mngmnt	11%	9%	8%
Internet Use: Research/ Education	11%	9%	8%
HH Owns Video/Webcam	11%	11%	11%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	67%	67%
Reading Books	53%	54%	54%
Dining Out (Not Fast Food)	50%	47%	46%
Card Games	39%	38%	37%
Cooking for Fun	35%	36%	36%
Go To A Beach/Lake	32%	33%	33%
Gardening	29%	29%	29%
Board Games	29%	30%	30%
Visit Museum	18%	17%	16%
Visit Zoo	17%	18%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	64%	64%
Gen./Fam. Practitioner	36%	35%	35%
Dentist	23%	23%	22%
Backache	22%	20%	20%
Hypertension/High Blood Pressure	21%	22%	23%
Eye Dr.	20%	17%	16%
None Of These	19%	18%	18%
High Cholesterol	18%	21%	22%
Any Arthritis	15%	16%	16%
Acid Reflux Disease (GERD)	15%	14%	14%
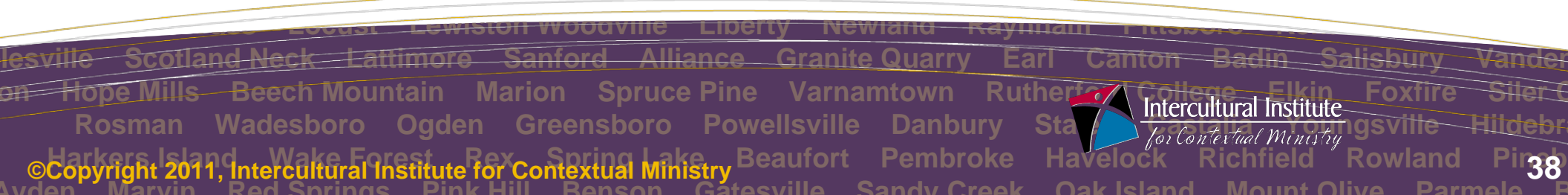
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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.24%	22.44%	21.29%
Live Theater	19.04%	19.05%	19.12%
Live Theater Most Often	15.21%	15.89%	16.17%
Rock/Pop Concerts Most Often	13.81%	12.51%	11.99%
Dance Performance	10.09%	10.57%	10.87%
Comedy Club	8.32%	7.06%	6.69%
Movies: Comedy	41.18%	40.77%	40.72%
Movies: Action/Adventure	39.12%	37.03%	36.19%
Movies: Fam.	23.68%	24.24%	24.45%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	21.65%	17.8%	16.57%
Movies: Romantic Comedy	20.29%	18.24%	17.66%
Movies: Mystery	20.14%	20.87%	21.08%
College Football Reg. Season	5.24%	4.59%	4.31%
MLB Baseball Reg. Season	4.84%	3.95%	3.59%
NFL Football Reg. Season	4.62%	4.06%	3.85%
College Basketball Reg. Season	3.61%	2.99%	2.76%
NBA Basketball Reg. Season	3.16%	2.75%	2.58%
NHL Hockey Reg. Season	2.01%	1.49%	1.32%

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Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	35.7%	32.58%	31.53%
Swimming	28.1%	28.45%	28.2%
Bowling	18.93%	19.3%	19.19%
Billiards/Pool	16.7%	17.08%	16.99%
Freshwater Fishing	14.81%	17.81%	18.48%
Basketball	14.61%	14.35%	14.14%
Weight Training	13.34%	13.17%	12.99%
Jogging/Running	13.01%	11.13%	10.5%
Golf	11.29%	11.45%	11.39%
Camping Trips	11.08%	10.89%	10.69%
Stationary Cycling	10.65%	10.66%	10.67%
Mountain/Road Biking	10.57%	10.53%	10.5%
Using Cardio Machine	10.35%	8.86%	8.2%
Baseball	9.25%	8.61%	8.26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	9.11%	8.74%	8.51%
Aerobics	9.11%	7.72%	7.23%
Volleyball	8.12%	7.11%	6.77%
Backpacking/Hiking	7.27%	6.42%	6.05%
Target Shooting	6.86%	8.28%	8.71%
Power Boating	6.71%	6.12%	5.93%
Tennis	6.56%	7.95%	8.4%
Hunting	6.41%	6.82%	6.8%
Yoga	6.15%	5.2%	4.9%
Softball	5.98%	5.5%	5.36%
Saltwater Fishing	5.95%	5.9%	5.66%
Soccer	5.48%	5.33%	5.08%
Ice Skating	5.15%	4.63%	4.55%
Canoeing/Kayaking	5.07%	4.85%	4.8%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Roller Skating	4.72%	4.44%	4.42%
Snorkeling	4.41%	3.75%	3.56%
Motorcycling	4.4%	4.34%	4.26%
Jet Skiing	4.18%	3.98%	3.94%
Horseback Riding	4.08%	4.66%	4.74%
Racquetball	4.02%	5.86%	6.5%
Downhill & X-Country Skiing	3.96%	3.37%	3.2%
Fly Fishing	3.88%	3.84%	3.77%
Martial Arts	3.65%	6.25%	7.11%
Auto Racing	3.64%	3.07%	2.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.45%	3.21%	3.17%
Skateboarding	3.11%	2.92%	2.86%
Rock Climbing	3.03%	2.73%	2.63%
Snowboarding	2.97%	2.64%	2.58%
Hockey	2.94%	2.74%	2.69%
Snowmobiling	2.92%	2.71%	2.73%
Sailing	2.88%	2.64%	2.55%
Archery	2.84%	3.12%	3.18%
Surfing & Windsurfing	2.36%	2.2%	2.16%
Rowing	2.05%	2.33%	2.41%

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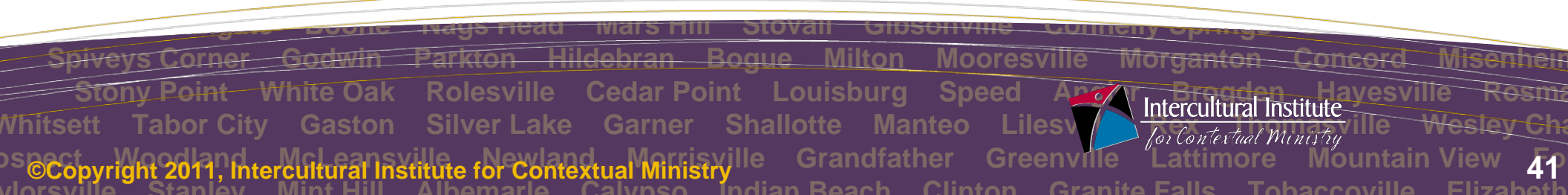
Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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

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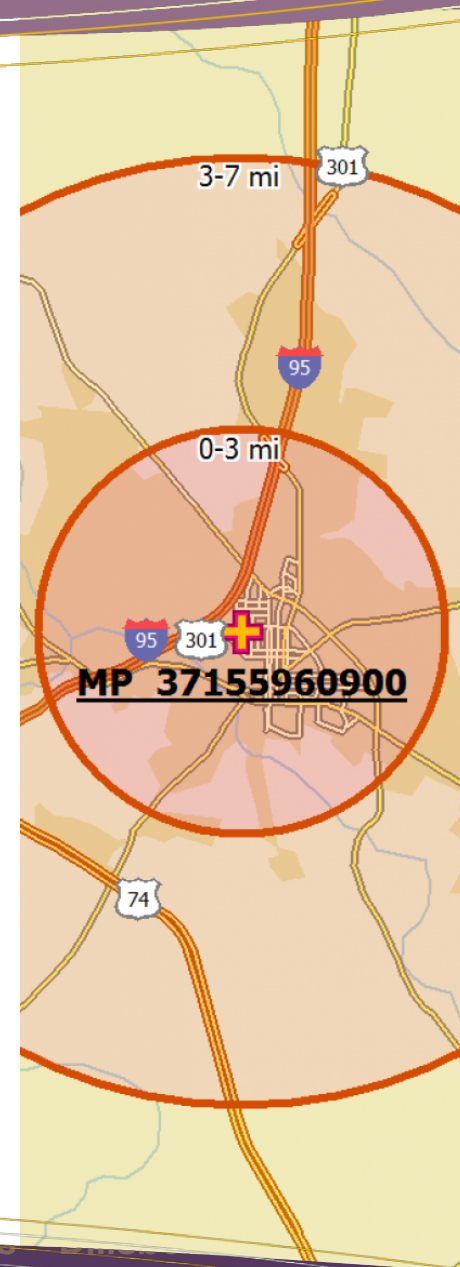
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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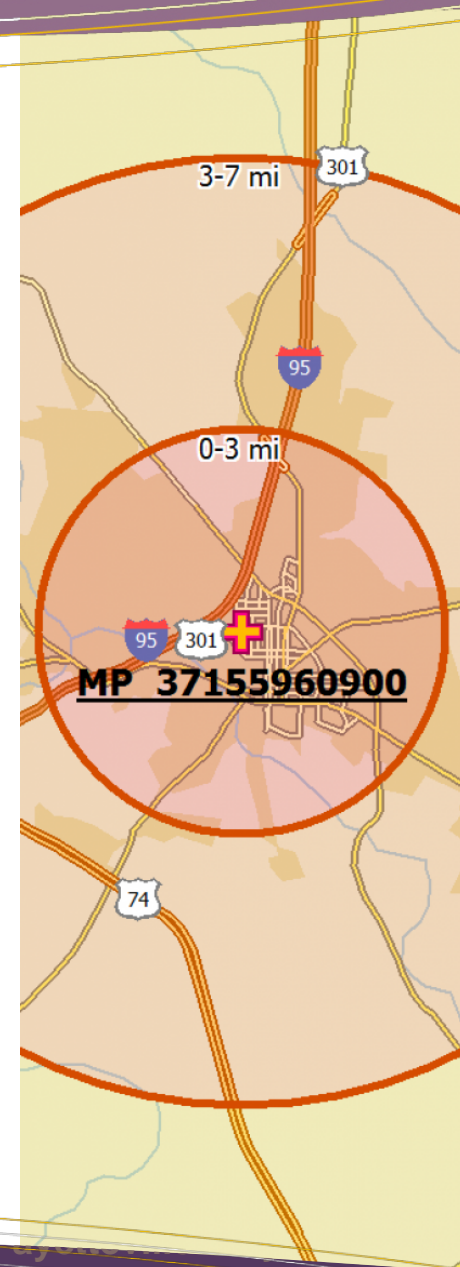
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
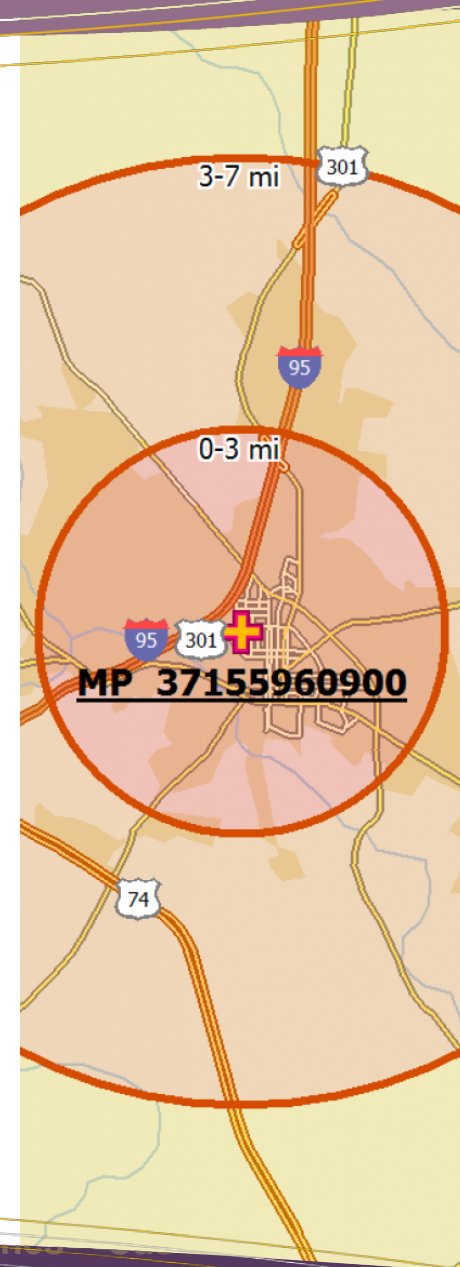
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	53%	53%
Speak My Mind Even If It Upsets People	37%	34%	34%
Find It Difficult To Say No To My Kids	37%	38%	38%
Like Control Over People And Resources	35%	33%	32%
Don't Judge People/Way They Live Life	32%	30%	30%
Woman's Place Is In The Home	32%	30%	29%
Prefer To Have Few Possessions As Possible	29%	26%	25%
Too Much Sponsorship In Arts/Sports	28%	28%	28%
Like To Do Unconventional Things	27%	26%	25%
If Won Lottery Would Never Work Again	26%	27%	27%
Like to Stand Out In A Crowd	24%	25%	26%
Money Is Best Measure Of Success	24%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	23%	23%	23%
I Am A Workaholic	21%	21%	21%
Marijuana Should Be Legalized	21%	21%	21%
Like To Pursue Challenge/Novelty/Change	20%	25%	27%
Rarely Sit Down to a Meal Together At Home	18%	19%	19%
We Should Strive for Equality for All	16%	16%	16%
Only Work Current Job for The Money	14%	15%	15%
Happy With My Standard Of Living	14%	15%	16%
On Whole People Get What They Deserve	11%	11%	11%
Very Happy With My Life As It Is	10%	9%	8%
I Am A Perfectionist	9%	9%	9%
Little I Can Do To Change My Life	9%	8%	7%

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Potential Cultural Themes

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

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

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	55%	55%
Important To Respect Customs And Beliefs	57%	56%	56%
Like To Understand About Nature	37%	33%	31%
Prefer Work Part Of Team Than Alone	36%	36%	37%
Important Feel Respected By My Peers	35%	36%	37%
Important To Juggle Various Tasks	33%	32%	32%
Good At Fixing Things	32%	33%	34%
Prefer To Have Few Possessions As Possible	29%	26%	25%
Have Keen Sense Of Adventure	28%	31%	32%
People Have To Take Me As They Find Me	22%	22%	21%
Like To Just Enjoy Life	21%	21%	21%
Consider Myself Interested In The Arts	21%	17%	16%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	21%	22%
Worried About Pollution Caused By Cars	17%	14%	13%
Try Not To Worry About The Future	16%	16%	16%
Provide My Kids With The Little Extras	16%	15%	16%
Real Men Don't Cry	15%	13%	13%
Is An Important Part Of Who I Am	13%	12%	11%
Enjoy Spending Time With My Fam.	13%	12%	12%
Children Should Be Allowed To Express Themselves	7%	9%	10%
Feel Very Alone In The World	6%	5%	4%
Like Spending Most Time With Fam.	5%	4%	4%
Decor Particular Interest To Me	4%	4%	3%
Would Like To Set Up Own Business	4%	3%	3%

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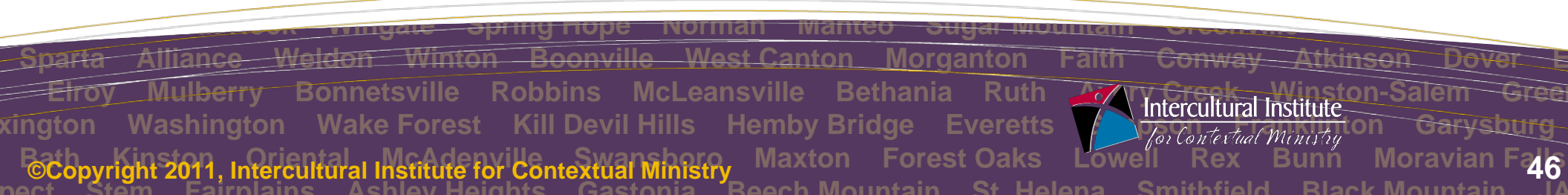
Potential Shared Places

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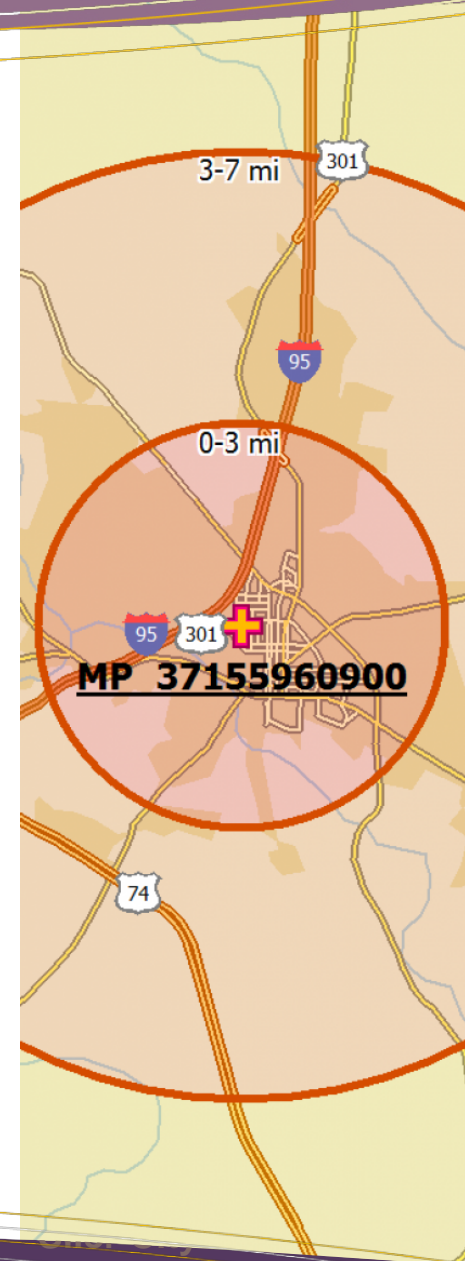
Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	85.77%	86.55%	86.84%
Fam. Restaurants/Steak Houses-Visit Any	77.42%	77.64%	77.45%
McDonald's	55.75%	56.16%	56.25%
Burger King	36.79%	34.33%	33.57%
Kentucky Fried Chicken (KFC)	34.47%	36.38%	37.21%
Wendy's	29.96%	27.67%	27.01%
Subway	29.67%	28%	27.37%
Applebee's	28.05%	30.14%	30.64%
Taco Bell	26.4%	26.13%	25.83%
Pizza Hut	24.55%	23.17%	22.67%
Arby's	23.79%	27.3%	28.46%
Dairy Queen	19.15%	19.62%	19.78%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.21%	17.13%	16.69%
Red Lobster	17.65%	15.17%	14.39%
Sonic	17.08%	21.72%	23.09%
Domino's Pizza	16.32%	17.13%	17.37%
IHOP (International House Of Pancakes)	14.63%	14.13%	13.93%
Outback Steakhouse	14.38%	14.22%	14.09%
Golden Corral	14.15%	16.63%	17.45%
Cracker Barrel	13.71%	15.05%	15.14%
Denny's	13.43%	15%	15.64%
Popeyes	12.88%	12.3%	12.43%
Chili's Grill and Bar	12.77%	12.66%	12.42%
Dunkin' Donuts	12.35%	12.74%	12.99%

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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!

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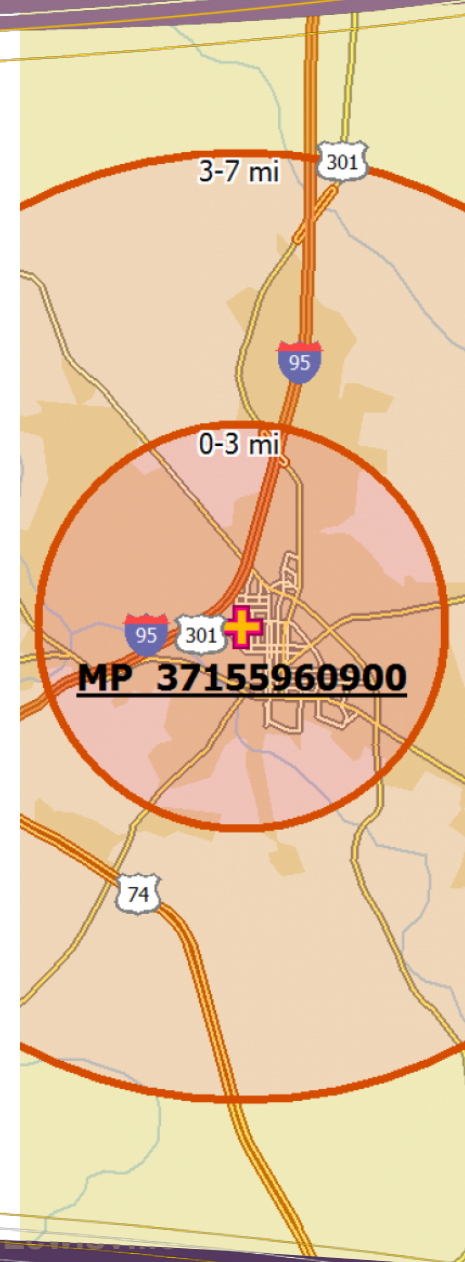
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	41.81%	41.04%	40.96%
Recycled products	27.98%	26.9%	26.4%
Worked as volunteer (non political)	14.5%	13.82%	13.53%
Engaged in fund raising	9.89%	9.53%	9.46%
Religious club member	7.48%	7.53%	7.52%
Church Board	5.48%	6.18%	6.41%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.43%	5.33%	5.32%
Wrote to elected offcl about publ bus	4.97%	5.21%	5.33%
Took active part in local civic issue	4.8%	4.65%	4.66%
Charitable Organization	4.56%	4.35%	4.26%
Union member	4.48%	4.84%	4.98%
Addressed a public meeting	4.23%	4.38%	4.4%

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Communication Media Content

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

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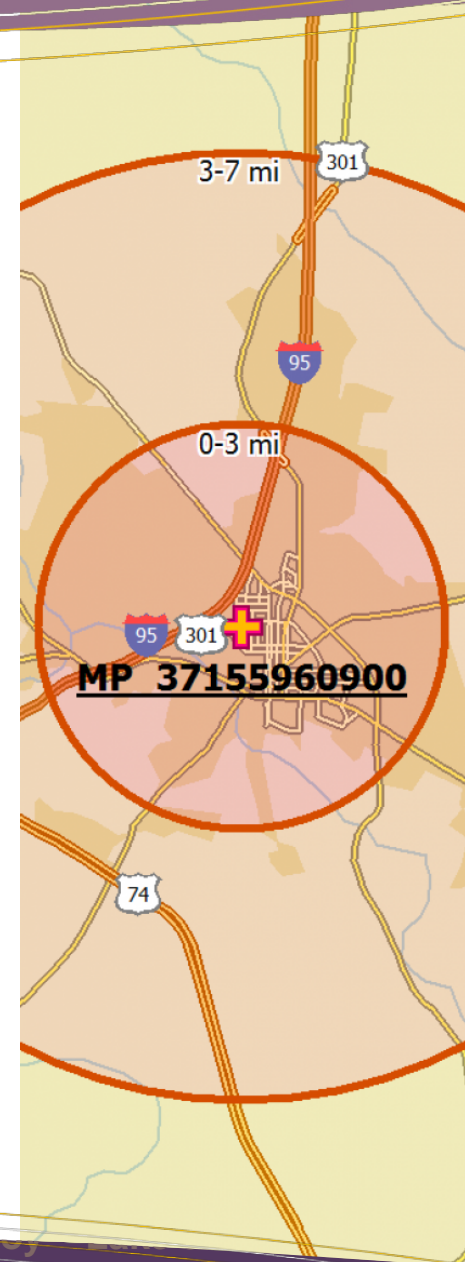
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	14.5%	14.48%	14.41%
Children's Books	12.39%	11.65%	11.33%
Mystery	10.39%	9.94%	9.66%
Cookbooks	9.17%	9.07%	9%
Religious (not Bibles)	8.61%	8.4%	8.27%
Romance	6.82%	7.06%	7.12%
History	5.87%	5.59%	5.47%
Personal/Business	5.81%	5.05%	4.75%
Self-help			
Biography	5.68%	5.44%	5.35%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	62.72%	57.95%	56.77%
Gen. Editorial	50.39%	50.13%	50.29%
Womens	42.64%	40.5%	39.85%
Service	32.76%	32.36%	32.15%
Mens	18.9%	17.97%	17.8%
Business/Finance	17.17%	14.97%	14.24%
Music	15.84%	14.83%	14.65%
Sports	14.78%	13.92%	13.74%
Parenthood	14.59%	13.9%	13.7%

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Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	50.85%	50.83%	50.82%
Classified	33.22%	33.79%	34.07%
Sport	31%	32.51%	33.11%
Editorial Page	27.44%	28.22%	28.43%
Comics	25.91%	25.99%	25.95%
Business/Finance	24.92%	23.52%	23.07%
Food/Cooking	23.44%	23.23%	23.04%
Movie Listings & Reviews	23%	21.61%	21.19%
TV/Radio Listings	22.27%	20.92%	20.48%
Home/Gardening	18.7%	18.95%	18.98%
Travel	16.38%	15.24%	14.82%
Science/Technology	15.11%	14.42%	14.14%
Fashion	14.17%	13.59%	13.42%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	25.04%	20.22%	19.18%
Country	18.76%	25.59%	27.58%
CHR Contemp Hit Radio	17.11%	16.31%	15.98%
Adult Contemporary	15.77%	17.08%	17.6%
Oldies	11.12%	12.92%	13.56%
Rock	9.21%	9.82%	10.04%
News/Talk	8.67%	7.89%	7.63%
Variety	8.57%	9.31%	9.59%
Classic Rock	7.66%	7.59%	7.55%
Alternative	6.62%	5.27%	4.87%
Jazz	6.58%	5.56%	5.25%
Gospel	5.53%	5%	4.84%
Religious	5.23%	5.32%	5.24%
Soft Contemporary	4.84%	4.03%	3.7%
All News	4.27%	3.61%	3.39%
All Talk	3%	2.31%	2.1%
Sports	2.88%	2.37%	2.18%
Adult Standards	2.82%	3.73%	4.03%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	58.81%	57.55%	57.08%
Soapnet	51.06%	51.14%	51.09%
Satellite Dish	50.36%	47.37%	46.07%
Other Video-On-Demand	48.86%	46.97%	46.59%
Sci-Fi Channel	34.6%	35.92%	36.32%
MSNBC	33.59%	35.4%	36.15%
Adult Pay Per View TV	32.17%	32.64%	32.7%
Subscribe Digital Cable	30.7%	29.69%	29.31%
TV Info From Sunday TV Magazine	27.53%	28.09%	28.09%
Comedy Central	26.77%	21.67%	20.01%
TV Info From Newspapers	25.46%	25.04%	24.86%
Nickelodeon	25.28%	25.26%	25.28%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.7%	26.15%	26.6%
TCM (Turner Classic Movies)	24.15%	23.46%	23.25%
TV Info From Monthly Cable Guide	23.91%	22.82%	22.38%
USA Network	23.34%	24.4%	24.8%
BET (Black Entertainment TV)	23.26%	20.88%	20.4%
Hallmark Channel	22.76%	21.5%	20.97%
TV Info From Other	22.39%	25.02%	25.9%
Lifetime	21.76%	23.07%	23.65%
The Golf Channel	21.46%	21.18%	21.08%
ABC Fam.	21.11%	19.56%	19.11%
Adult Swim	20.45%	20.16%	20%
ESPN2	20.2%	18.14%	17.71%

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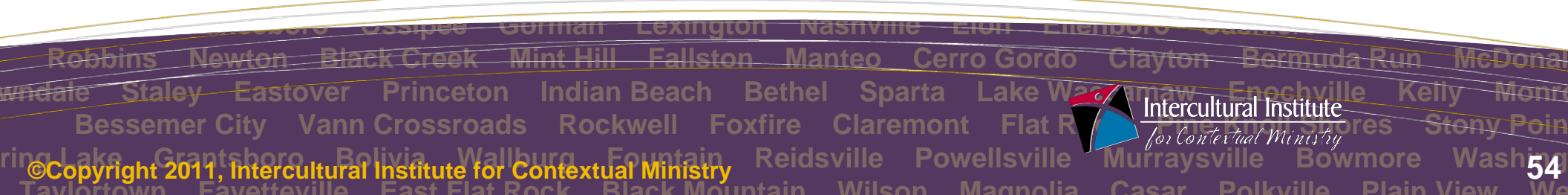
Communication Media Usage

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

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

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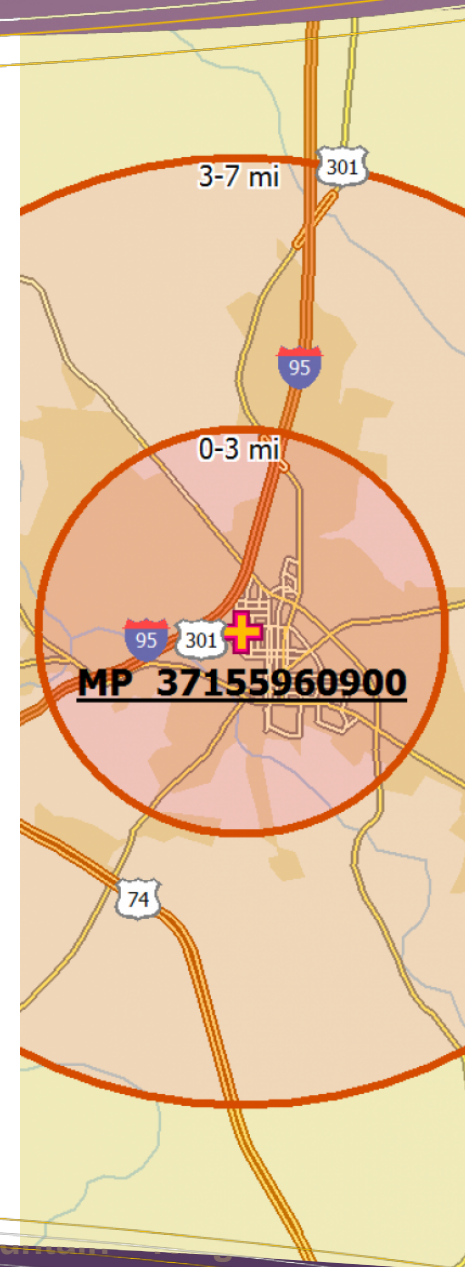
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	17.04%	16.54%	16.31%
Medium Users (4-6)	9.28%	9.04%	8.92%
Light Users (1-3)	17.86%	17.18%	16.91%
Quintiles (20%)			
Newspaper I (Heavy)	1.18%	0.95%	0.91%
Newspaper II	1.42%	1.53%	1.58%
Newspaper III	1.9%	2.3%	2.45%
Newspaper IV	0.62%	0.69%	0.72%
Newspaper V (Light)	1.31%	1.05%	0.97%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.17%	17.88%	17.55%
Magazines II	8.85%	9.04%	9.17%
Magazines III	9.38%	9.17%	9.14%
Magazines IV	11.8%	10.32%	9.84%
Magazines V (Light)	0.69%	0.61%	0.56%
Outdoor I (Heavy)	7.3%	5.84%	5.45%
Outdoor II	4.26%	3.66%	3.56%
Outdoor III	4.37%	3.93%	3.85%
Outdoor IV	16.4%	14.42%	13.63%
Outdoor V (Light)	23.99%	20.15%	18.9%
Yellow Pages I (Heavy)	15.28%	15.55%	15.57%
Yellow Pages II	7.23%	7.49%	7.62%
Yellow Pages III	9.81%	10.37%	10.81%
Yellow Pages IV	24.26%	24.04%	24.01%
Yellow Pages V (Light)	4.82%	4.32%	4.24%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.58%	2.85%	2.98%
Drive Time III (Medium)	0.7%	0.58%	0.57%
Radio IV & V (Light)	2.14%	1.81%	1.72%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.27%	8.92%	8.53%
Radio III (Medium)	3.88%	3.69%	3.63%
Radio IV & V (Light)	3.05%	2.85%	2.76%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.84%	14.71%	15.26%
Cable III (Medium)	6.74%	7.85%	8.26%
Cable IV & V (Light)	39.15%	38.34%	38.28%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.36%	3.29%	3.27%
Prime Time III (Medium)	1.99%	2.31%	2.39%
Prime Time IV & V (Light)	9.6%	8.97%	8.84%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	37.28%	35.78%	35.45%
Fringe III (Medium)	55.59%	56.21%	56.49%
Fringe IV (Light)	54.52%	53.77%	53.61%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	16.11%	16.15%	16.39%
All Day III (Medium)	23.58%	20.47%	19.59%
All Day IV (Light)	17.46%	16.77%	16.95%

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Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	10.07%	8.47%	7.9%
6:00am - 10:00am	14.87%	12.13%	11.31%
10:00am - 3:00pm	10.54%	7.82%	7.19%
3:00pm - 7:00pm	15.37%	12.25%	11.4%
7:00pm - Midnight	12.16%	10.06%	9.38%
Midnight - 6:00am	7.82%	6.61%	6.38%
Weekend Radio Listeners			
Dayparts [summary]	14.33%	12.16%	11.44%
6:00am - 10:00am	4.15%	5.56%	5.99%
10:00am-3:00pm	5.35%	5.36%	5.44%
3:00pm - 7:00pm	8.31%	6.33%	5.74%
7:00pm - Midnight	9.37%	8.37%	8.04%
Midnight - 6:00am	13.51%	11.05%	10.39%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.81%	6.51%	6.47%
Saturday: 8:00-11:00pm	8.37%	10.04%	10.59%
Sunday: 7:00-11:00pm	9.04%	8.31%	8.11%
9:00am-1:00pm	24.7%	26.15%	26.6%
9:00am-4:00pm	27.8%	28.97%	29.26%
4:00pm-7:00pm	27.81%	25.86%	25.22%
11:00pm-1:00am	42.71%	44.13%	44.78%
AVG Prime time Mon-Sun	4.56%	3.6%	3.36%

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.71%	13.82%	12.92%
7-9am	20.2%	18.14%	17.71%
9am-12noon	18.98%	21.58%	22.28%
12noon-4pm	8.83%	7.4%	6.98%
4-6pm	43.86%	40.92%	39.89%
6-7pm	17.7%	18.93%	19.43%
7-7:30pm	1.12%	0.96%	0.9%
7:30-8pm	10.31%	8.91%	8.4%
8-11pm	6.81%	6.51%	6.47%
11pm-12am	33.59%	35.4%	36.15%
11pm-1am	42.71%	44.13%	44.78%
1-6am	30.97%	29.67%	29.58%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.96%	14.87%	14.13%
Sat: 10am-1pm	7.68%	6.87%	6.61%
Sat: 1-4pm	25.9%	27.06%	27.41%
Sat: 4-6pm	8.21%	9.44%	9.88%
Sat: 6-7pm	1.4%	1.22%	1.14%
Sat: 7-8pm	0.83%	0.68%	0.66%
Sat: 8-11pm	8.37%	10.04%	10.59%
Sat: 11pm-1am	5.89%	7.2%	7.72%
Sat: 1am-7pm	23.34%	24.4%	24.8%
Sun: 7-10am	1.98%	2.29%	2.37%
Sun: 10am-1pm	5.34%	5.65%	5.71%
Sun: 1-4pm	4.78%	4.72%	4.6%
Sun: 4-7pm	11.53%	10.71%	10.36%
Sun: 7-11pm	9.04%	8.31%	8.11%
Sun: 11pm-1am	4.76%	4.22%	4.03%
Sun: 1-7am	18.67%	17.35%	16.76%

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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.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

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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.

5 Types of Self-Identity, Communication & Relationships
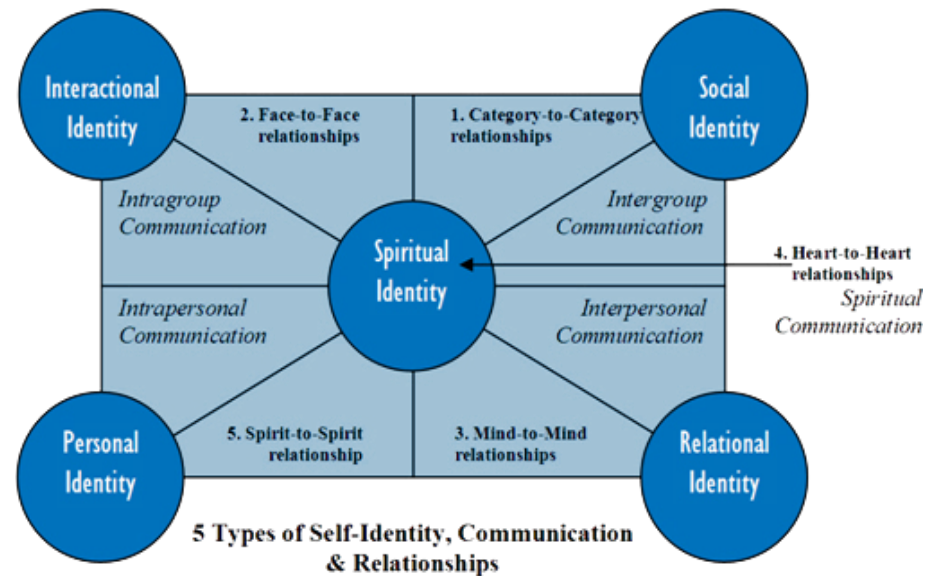
Your MissionSite and the Missional Suite

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

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

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

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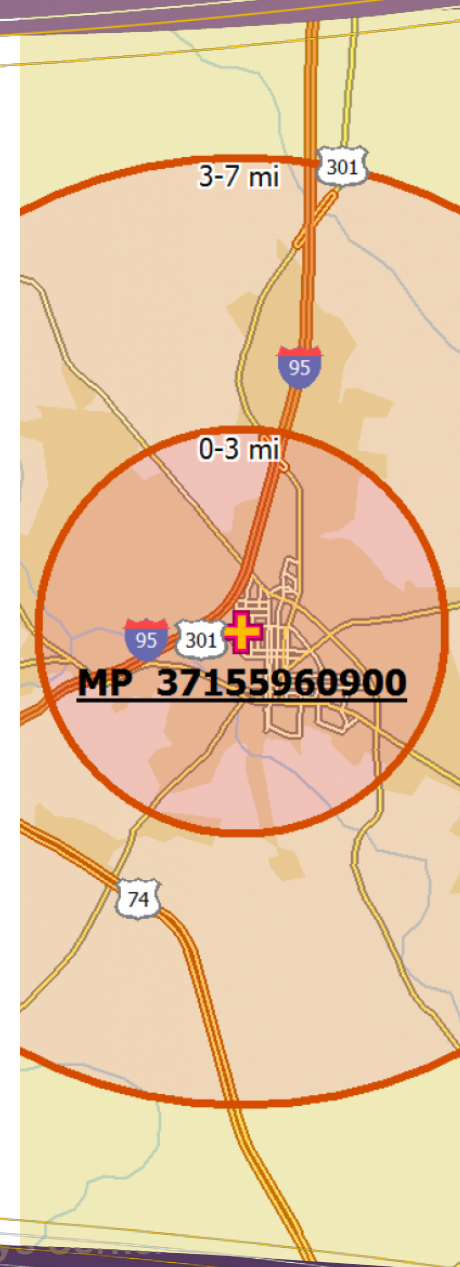
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: BCNC Churches by Distance

|	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Sand Hill - Lumberton	2726 Popes Crossing Lumberton, NC 28359	0.19 mi	82	Growing
2	Hog Swamp - Lumberton	3866 Wiregrass Rd Lumberton, NC 28359	0.19 mi	60	Insufficient Data
3	North Lumberton - Lumberton	1901 Carthage Rd Lumberton, NC 28358	0.56 mi	54	Declining
4	Clybonville - Lumberton	1941 Carthage Rd Lumberton, NC 28358	0.64 mi	107	Declining
5	Vertical	514 E 18th St Lumberton, NC 28358	0.78 mi	0	Insufficient Data
6	Lumberton First - Lumberton	602 N Walnut St Lumberton, NC 28358	0.89 mi	400	Plateauing
7	New Wine - Lumberton	221 Elm St Lumberton, NC 28358	0.99 mi	0	Insufficient Data
8	Mt. Moriah Baptist Church	9720 Hwy 301 North Lumberton, NC 28358	1.01 mi	62	Declining
9	Godwin Heights - Lumberton	704 Godwin Ave Lumberton, NC 28358	1.31 mi	174	Plateauing
10	West Lumberton - Lumberton	2320 W 5th St Lumberton, NC 28358	1.47 mi	191	Plateauing
11	Berea - Lumberton	3050 E Elizabethtown Rd Lumberton, NC 28358	1.92 mi	16	Declining
12	West End - Lumberton	504 West Dr Lumberton, NC 28358	2.02 mi	100	Plateauing
13	East Lumberton - Lumberton	201 Old Whiteville Rd Lumberton, NC 28358	2.11 mi	181	Declining
14	Karenni Community	301 Roberts Ave Lumberton, NC 28358	2.23 mi	0	Insufficient Data
15	Hyde Park - Lumberton	301 N Roberts Ave Lumberton, NC 28358	2.25 mi	625	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Life - Lumberton	905 Saxon Ave Lumberton, NC 28358	2.39 mi	0	Insufficient Data
17	Centerville - Lumberton	3428 Hwy 41 S Lumberton, NC 28358	2.78 mi	0	Insufficient Data
18	New Point - Lumberton	3410 S Martin Luther King Dr Lumberton, NC 28358	2.78 mi	130	Growing
19	LifePoint Ministries	710 S Roberts Ave Lumberton, NC 28358	3.29 mi	0	Insufficient Data
20	Forest Acres - Lumberton	604 Barker Ten Mile Rd Lumberton, NC 28358	3.54 mi	32	Declining
21	Cedar Grove - Lumbert	3373 7th Street Rd Lumberton, NC 28358	3.73 mi	120	Plateauing
22	Vision of Hope - Lumberton	59 Fernwood Cir Lumberton, NC 28360	4.62 mi	46	Declining
23	Freedom	4020 W McDuffie Crossing Rd Lumberton, NC 28360	4.62 mi	79	Plateauing
24	Mount Olive - Lumberton	1476 Mt Olive Church Rd Lumberton, NC 28360	4.62 mi	71	Declining
25	Iglesia Bautista Hispana Bet-El - Lumbert	99 Rozier Church Rd Lumberton, NC 28360	4.62 mi	99	Insufficient Data
26	Raft Swamp - Lumberton	590 Caton Rd Lumberton, NC 28360	4.62 mi	41	Growing
27	Oak Grove - Lumberton	6901 North Chicken Rd Lumberton, NC 28360	4.62 mi	52	Plateauing
28	Tabernacle - Pembroke	3764 NC Highway 711 Lumberton, NC 28360	4.62 mi	178	Declining
29	Faith of Calvary - Lumberton	3870 W Carthage Rd Lumberton, NC 28360	4.62 mi	84	Plateauing
30	Lumber River Bible Fellowship - Lumberton	3959 Martin Luther King Jr Dr Lumberton, NC 28358	4.65 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Union - Lumberton	8895 Elizabethtown Hwy Lumberton, NC 28358	4.65 mi	100	Declining
32	Morning Star Community - Lumberton	702 Dunn Rd Lumberton, NC 28358	4.65 mi	61	Plateauing
33	Ten Mile Center - Lumberton	11936 US Highway 301 N Lumberton, NC 28358	4.65 mi	55	Plateauing
34	Bethel - Lumberton	6563 NC 41 N Lumberton, NC 28358	4.65 mi	0	Insufficient Data
35	Zion Hill - Lumberton	12283 NC Highway 41 N Lumberton, NC 28358	4.65 mi	75	Plateauing
36	Ten Mile - Lumberton	315 Tolarsville Rd Lumberton, NC 28358	4.65 mi	85	Declining
37	Smyrna - Lumberton	8003 Nc Highway 211 E Lumberton, NC 28358	4.65 mi	250	Growing
38	Long Branch - Lumberton	8878 NC Highway 72 E Lumberton, NC 28358	4.65 mi	114	Growing
39	Antioch - Lumberton	5089 Old Whiteville Rd Lumberton, NC 28358	4.65 mi	491	Plateauing
40	Smyrna - Lumberton	2074 Wire Grass Rd Lumberton, NC 28358	4.65 mi	0	Plateauing
41	Elizabeth Heights - Lumberton	2002 Indian Heritage Rd Lumberton, NC 28358	4.93 mi	83	Growing
42	Bethel Hill - Lumbert	884 Rennert Rd Lumberton, NC 28360	5.23 mi	115	Plateauing
43	Thompson - Lumberton	239 Thompson Rd Lumberton, NC 28358	5.39 mi	33	Plateauing
44	Grace Missionary - Lumberton	1103 Rowan Rd Lumberton, NC 28358	5.44 mi	36	Growing
45	Burnt Swamp - Lumberton	216 Evergreen Church Rd Lumberton, NC 28360	6.00 mi	94	Plateauing

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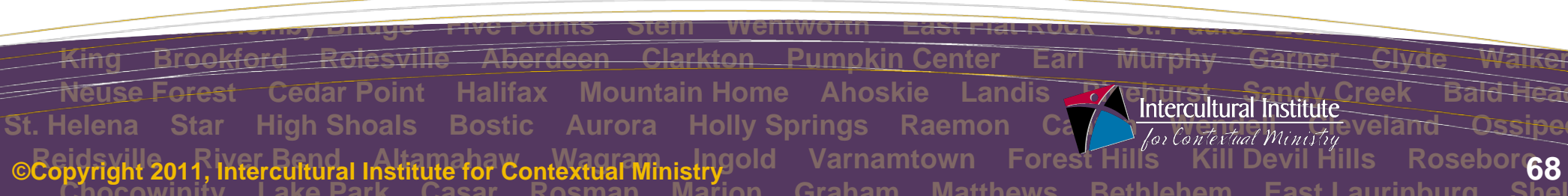
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