

MissionSite

top unreached locations



DUNN, NC

CENSUS TRACT: 37085070300

REGION: Region 4: Triangle

COUNTY: Harnett

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



Intercultural Institute
for Contextual Ministry



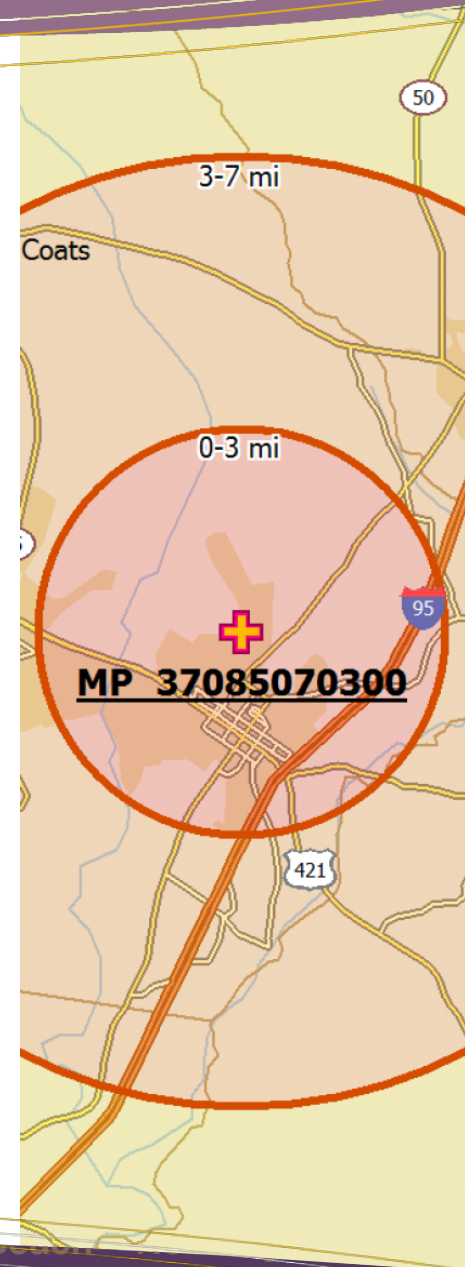
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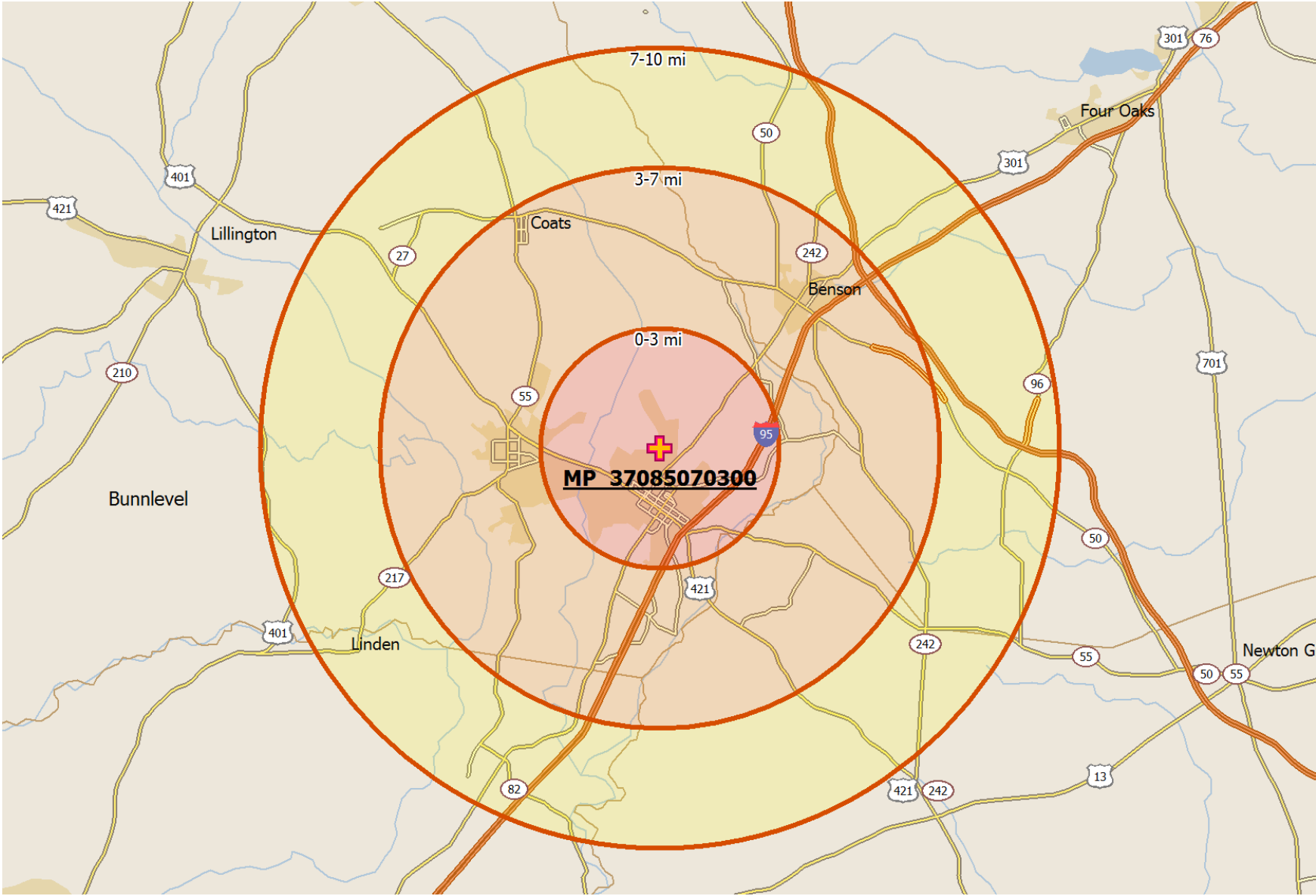
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 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	3704	Region 4: Triangle
3	County Location	37085	Harnett
4	Zipcode	28334	Harnett
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	I3	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD	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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
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	45	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,538	22,171	18,528
2010 Households	6,339	8,177	6,314
2010 Group Quarters Population	547	69	1,488

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	23	28
Language Diversity National Index	22	35	37
Foreign Born Diversity National Index	18	4	8
Ancestry Diversity National Index	22	25	30
Racial Diversity National Index	62	52	45

Site Location Summary - County Environment

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

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

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



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	297	4.69%
Mainstay Communities	Established, Diverse Households	389	6.14%
Working Communities	Blue-collar, Working Families	2,462	38.84%
Country Communities	Rural, Agri. & Mining Families	419	6.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,344	21.2%
Urban Communities	High Density, Inner-city Neighborhoods	1,427	22.51%

Using the Site Location Summary

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

Issues for Your Consideration

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

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	27,398	4,350	15.88%
Unreached %	65.8%	68.62%	104.29
Religious But NOT Evangelical HH	7,286	1,312	18.01%
Religious But NOT Evangelical %	17.5%	20.7%	118.32
Spiritual But NOT Relig or Evang HH	4,116	533	12.94%
Spiritual But NOT Relig or Evang %	9.89%	8.4%	84.99
Not Evangelical, Not Interested HH	16,109	2,553	15.85%
Not Evangelical, Not Interested %	38.69%	40.28%	104.11



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	48	6	12.5%
Active BCNC Attenders	6,465	248	3.84%
Active Evangelical Households	5,358	748	13.96%
Active Evangelical Percent	12.87%	11.80%	91.7
Inactive Evangelical Households	8,884	1,240	13.96%
Inactive Evangelical Percent	21.34%	19.57%	91.71
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR		CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Westfield - Dunn	0.32 mi	75	Declining	16	Coats - Coats	6.00 mi	320	Plateauing
2	Crestview - Dunn	1.14 mi	0	Insufficient Data	17	Spring Branch - Dunn	7.29 mi	138	Plateauing
3	North Clinton Avenue - Dunn	1.42 mi	72	Growing	18	Beulah - Benson	7.60 mi	127	Growing
4	East Erwin - Erwin	2.26 mi	43	Declining	19	Benson Grove - Benson	7.60 mi	0	Insufficient Data
5	Dunn Second - Dunn	2.39 mi	39	Growing	20	Trinity - Benson	7.60 mi	25	Insufficient Data
6	Faith - Dunn	2.75 mi	19	Plateauing	21	Pleasant Memory - Coats	8.20 mi	79	Declining
7	Erwin First - Erwin	3.01 mi	113	Plateauing	22	Memorial - Buies Creek	8.69 mi	277	Plateauing
8	South Erwin - Erwin	3.44 mi	0	Insufficient Data	23	Buies Creek First - Buies Creek	8.69 mi	170	Plateauing
9	Jonesboro - Dunn	3.57 mi	41	Growing	24	Friendship - Bunnlevel	9.14 mi	74	Declining
10	Calvary - Dunn	5.08 mi	63	Plateauing	25	Antioch - Falcon	9.47 mi	65	Plateauing
11	Dunn First - Dunn	5.08 mi	253	Plateauing	26	Linden First - Linden	9.72 mi	41	Plateauing
12	Oakdale - Coats	5.30 mi	61	Insufficient Data	27	Mingo - Dunn	9.99 mi	93	Plateauing
13	Crossroads Church of Benson	5.53 mi	0	Insufficient Data	28	Mingo Hispanic - Dunn	9.99 mi	35	Insufficient Data
14	Benson - Benson	5.66 mi	120	Declining	29	Oak Grove - Angier	10.04 mi	84	Insufficient Data
15	Central	5.98 mi	0	Insufficient Data	30	Oliver Grove - Four Oaks	10.91 mi	96	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

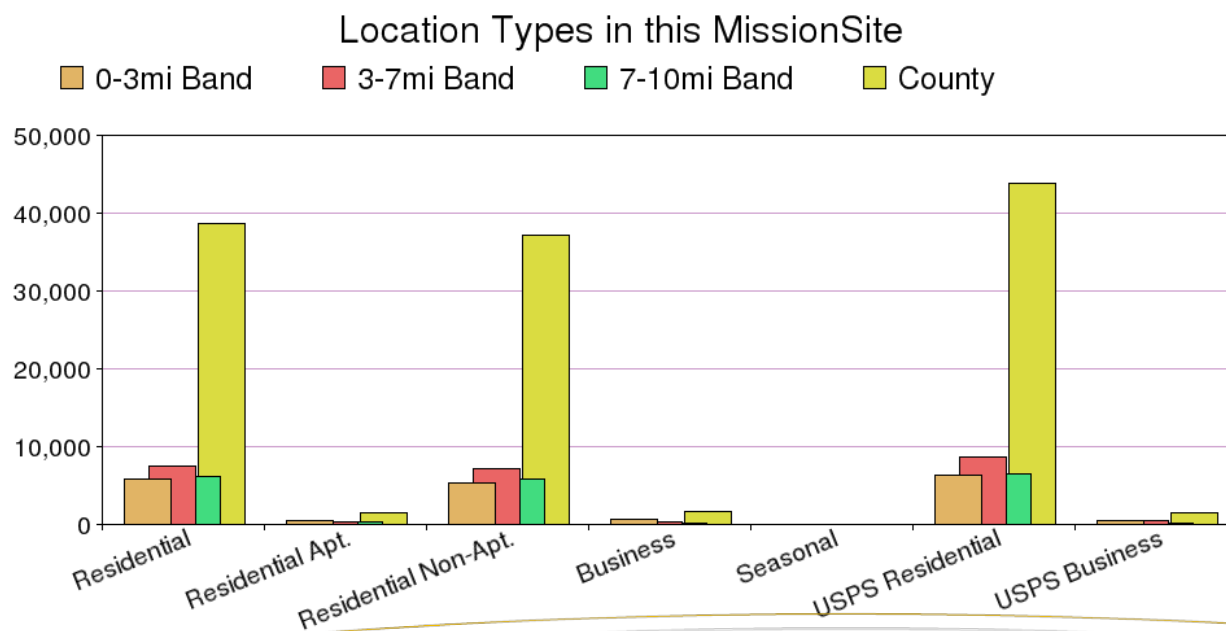


Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	67,903	13,894	20.46%
2000 Population	91,025	14,187	15.59%
2010 Population	119,337	16,538	13.86%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	25,181	5,518	21.91%
2000 Households	33,800	5,772	17.08%
2010 Households	41,640	6,339	15.22%



Location Type	0-3mi Band
Residential	5,830
Residential Apt.	539
Residential Non-Apt.	5,291
Business	593
Seasonal	0
USPS Residential	6,414
USPS Business	471

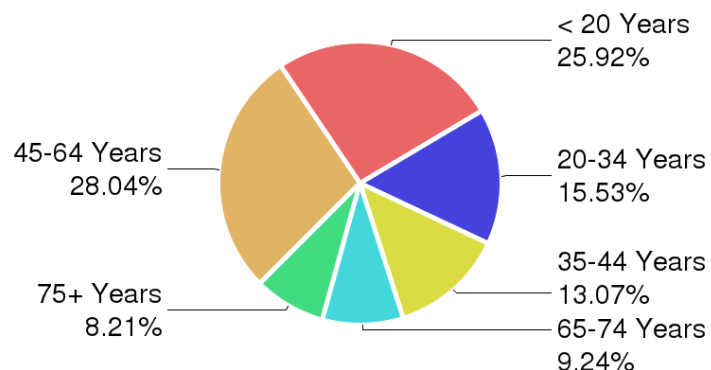
Current Demographic Summary

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.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	4.99%	84.15
4-5 Years	2.96%	2.43%	82.09
6-8 Years	4.43%	3.98%	89.84
9-11 Years	4.44%	4.13%	93.02
12-13 Years	2.96%	2.88%	97.3
14-17 Years	5.97%	5.12%	85.76
18-19 Years	2.97%	2.4%	80.81
0-5 Years	8.89%	7.42%	83.46
6-12 Years	10.35%	9.56%	92.37
13-19 Years	10.42%	8.95%	85.89
< 20 Years	29.66%	25.93%	87.42
20-34 Years	21.56%	15.53%	72.03
35-44 Years	15.12%	13.07%	86.44
45-64 Years	23.45%	28.05%	119.62
65-74 Years	6.14%	9.24%	150.49
75+ Years	4.07%	8.21%	201.72
Median Age	34	42	122.14
Median Age (Male)	33	40	118.37
Median Age (Female)	35	42	120.97

Age Group Percentages

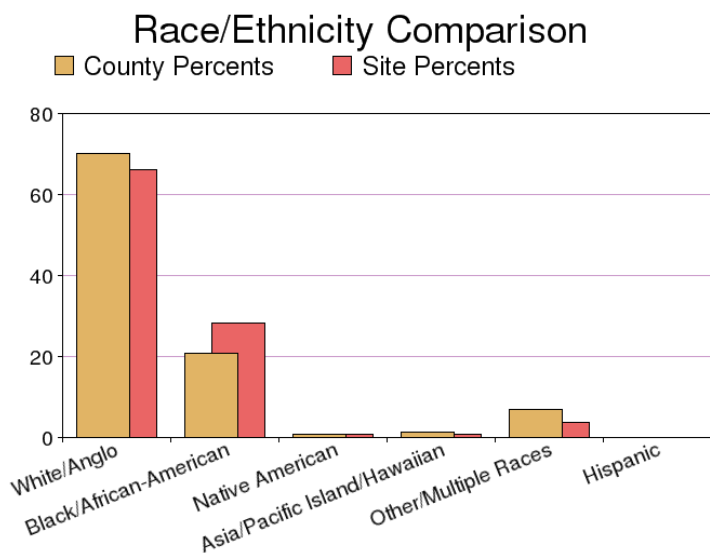


Current Demographic Summary

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

For each category both county and 0-3 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	70.07%	66.16%	94.41
Black, African-American	20.93%	28.36%	135.51
Native American	0.83%	0.93%	110.96
Asian	1.12%	0.75%	66.92
Pacific Island, Hawaiian	0.11%	0.08%	76.53
Other/Multiple Races	6.93%	3.72%	53.67
Hispanic	0%	4.69%	0



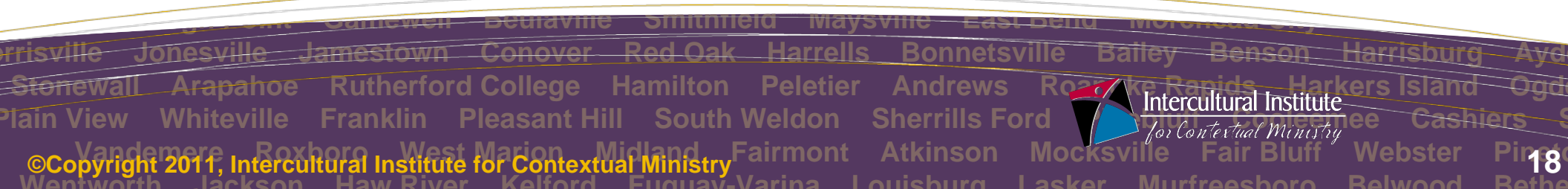
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,721	11,445	
Less than 9th Grade	8.03%	11.78%	68.21
No High School Diploma	10.83%	12.91%	83.89
High School Graduate	31.92%	31.59%	101.06
Some College, no degree	22.41%	18.44%	121.5
Associate Degree	11.23%	8.69%	129.14
College Degree	10.59%	11.8%	89.76
Graduate/Prof. degree	4.99%	4.79%	104.2

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	9.31%	15.84%	205.33
\$10,000 to \$19,999	12.65%	15.32%	121.12
\$20,000 to \$29,999	11.15%	10.11%	90.67
\$30,000 to \$49,999	23.4%	19.51%	83.4
\$50,000 to \$59,999	10.33%	7.56%	73.16
\$60,000 to \$69,999	8.01%	6.75%	84.3
\$70,000 to \$79,999	6.75%	5.24%	77.58
\$80,000 to \$89,999	5.27%	4.12%	78.18
\$90,000 to \$99,999	3.31%	2.86%	86.16
\$100,000 to \$124,999	5.67%	6.4%	112.96
\$125,000 to \$149,999	2.17%	3.39%	156.23
\$150,000 to \$199,999	1.6%	2.26%	141.04
\$200,000 to \$249,999	0.24%	0.41%	167.44
\$250,000 or more	0.14%	0.22%	161.34
Median Household	42,727	38,568	90.27
Average Household	53,012	52,674	99.36
Per Capita Household	19,031	20,388	107.13
Family/Non-Family Household Income			
Median Family Income	52,833	52,509	99.39
Average Family Income	61,866	62,525	101.07
Median Non-Family Income	24,125	20,301	84.15
Average Non-Family Income	31,526	31,205	98.98



Current Demographic Summary

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

For each category both county and 0-3 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	70.82%	65.04%	91.84
Families with Children	38.72%	32.04%	82.76
Families without Children	32.1%	33%	102.8
Non-Family Households			
% Non-Family Households	29.18%	34.96%	119.8
Non-Families with Children	0.45	0.24	52.69
Non-Families without Children	28.73	34.72	120.85
Housing Units			Index
Total Housing Units	48,029	6,949	
Vacant percent	13.3%	8.78%	65.99
Owned percent	57.59%	53.6%	93.08%
Rented Percent	29.11%	37.62%	129.24
Households by Size			Index
Avg household size	2.78	2.52	90.65
Avg family hh size	3.43	3.29	95.92
Avg non-family hh size	1.20	1.10	91.67
Households By Count of Persons			Percent
One	10,568	2,070	19.59%
Two	10,777	1,693	15.71%
Three or Four	14,885	1,926	12.94%
Five+	5,410	650	12.01%

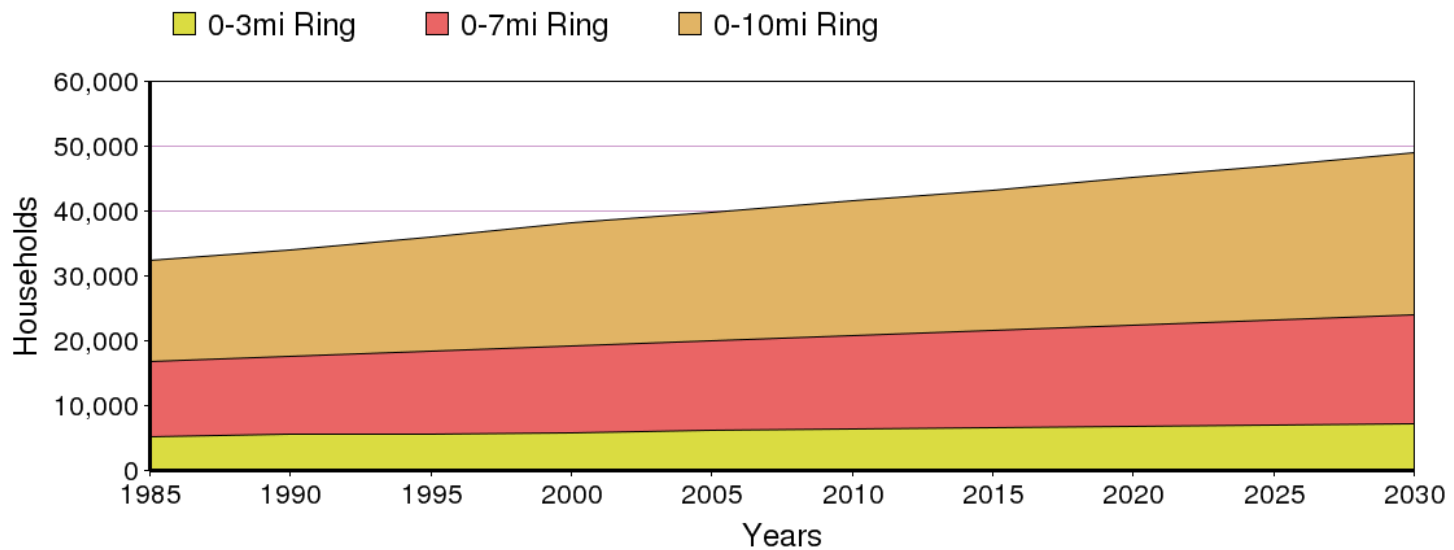
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 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	67,903	13,894	20.46%
2000 Population	91,025	14,187	15.59%
2010 Population	119,337	16,538	13.86%
2015 Population	137,209	18,099	13.19%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	25,181	5,518	21.91%
2000 Households	33,800	5,772	17.08%
2010 Households	41,640	6,339	15.22%
2015 Households	45,348	6,571	14.49%

Household Change from 1985 to 2030



Forest City Webster Laurel Park Kure Beach Bales Creek Lincolnton
 Enfield Halifax Staley Silver City Pleasant Hill Magnolia Washington Peachland Fairview Albemarle
 Sonville Indian Beach Bryson City Harmony Apex Mountain Home Marvin Cove City McAdenville Fletcher
 Lattimore Vann Crossroads North Topsail Beach Black Creek Pleasant Heights Elm City
 High Shoals Walkertown Rockingham Stanfield Burlington Pinetops Sneads Ferry Vandemere Garysburg
 Minnesota Beach Ansonville Cornelius Bennett Forest Hills Forest Oaks Casar Morrisville Hays Ro

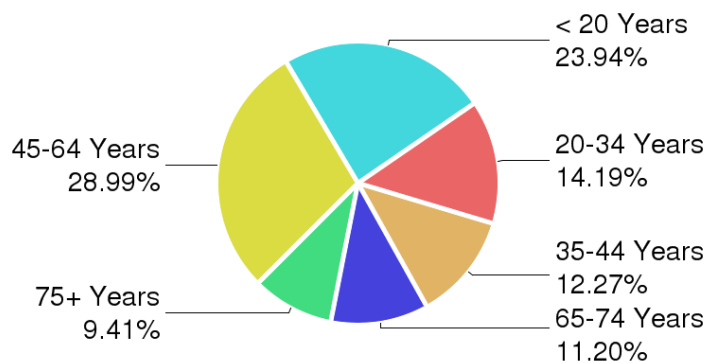
Projected Demographic Summary

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.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.99%	4.69%	93.99
4-5 Years	2.43%	2.29%	94.24
6-8 Years	3.98%	3.6%	90.45
9-11 Years	4.13%	3.82%	92.49
12-13 Years	2.88%	2.65%	92.01
14-17 Years	5.12%	4.69%	91.6
18-19 Years	2.4%	2.19%	91.25
0-5 Years	7.42%	6.98%	94.07
6-12 Years	9.56%	8.74%	91.42
13-19 Years	8.95%	8.22%	91.84
< 20 Years	25.93%	23.94%	92.33
20-34 Years	15.53%	14.19%	91.37
35-44 Years	13.07%	12.27%	93.88
45-64 Years	28.05%	28.99%	103.35
65-74 Years	9.24%	11.2%	121.21
75+ Years	8.21%	9.41%	114.62
Median Age	34	45	131.35
Median Age (Male)	33	43	127.22
Median Age (Female)	35	45	130.34

Projected Age Group Percentages



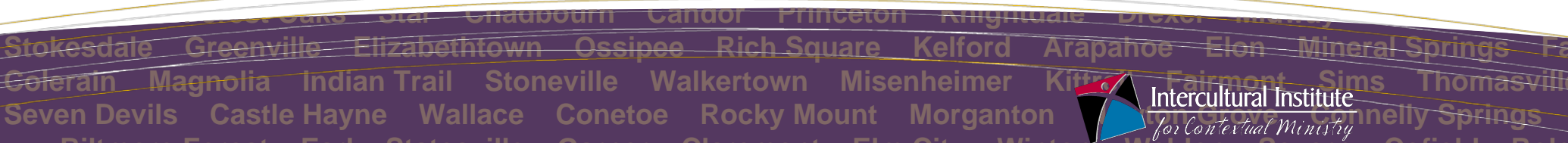
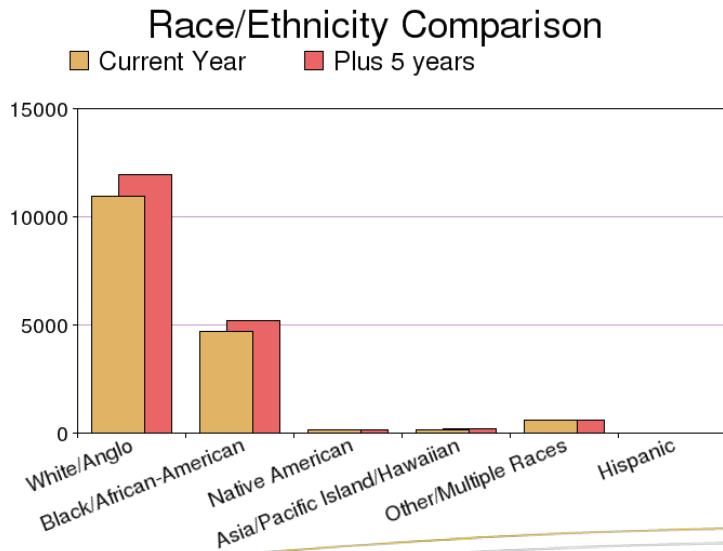
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	66.16%	66.13%	99.96
Black, African-American	28.36%	28.74%	101.33
Native American	0.93%	0.91%	97.94
Asian	0.75%	0.95%	126.75
Pacific Island, Hawaiian	0.08%	0.09%	104.43
Other/Multiple Races	3.72%	3.18%	85.58
Hispanic	0%	0%	0

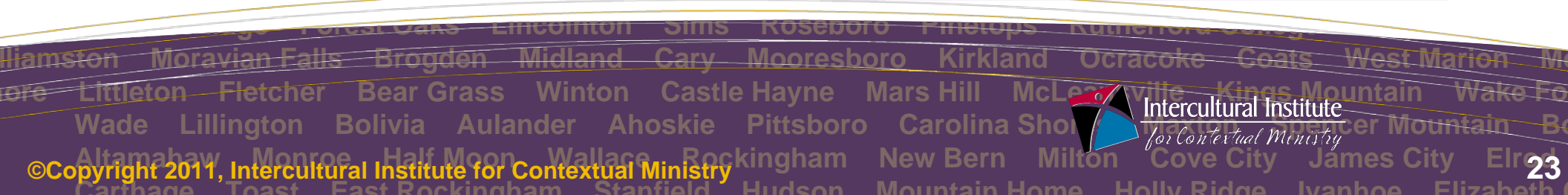
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,445	12,880	
Less than 9th Grade	11.78%	11.84%	100.53
No High School Diploma	12.91%	10.61%	82.19
High School Graduate	31.59%	31.2%	98.76
Some College, no degree	18.44%	18.47%	100.14
Associate Degree	8.69%	10.03%	115.38
College Degree	11.8%	12.4%	105.12
Graduate/Prof. degree	4.79%	5.45%	113.83



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	15.84%	14.47%	91.38
\$10,000 to \$19,999	15.32%	14.76%	96.37
\$20,000 to \$29,999	10.11%	9.16%	90.6
\$30,000 to \$49,999	19.51%	19.07%	97.72
\$50,000 to \$59,999	7.56%	7.47%	98.89
\$60,000 to \$69,999	6.75%	7.05%	104.36
\$70,000 to \$79,999	5.24%	5.54%	98.5
\$80,000 to \$89,999	4.12%	4.57%	102.75
\$90,000 to \$99,999	2.86%	2.89%	101.27
\$100,000 to \$249,999	6.4%	7.49%	116.9
\$125,000 to \$149,999	3.39%	3.91%	115.31
\$150,000 to \$199,999	2.26%	2.74%	121.43
\$200,000 to \$249,999	0.41%	0.46%	111.31
\$250,000 or more	0.22%	0.17%	75.8
Median Household	38,568	42,766	110.88
Average Household	52,674	57,503	109.17
Per Capita Household	20,388	21,091	103.45
Family/Non-Family Household Income			
Median Family Income	52,509	56,653	107.89
Average Family Income	62,525	68,010	108.77
Median Non-Family Income	20,301	22,741	112.02
Average Non-Family Income	31,205	34,689	111.16



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	65.04%	64.57%	99.28
Families with Children	32.04	31.47	98.23
Families without Children	33	33.66	102
Non-Family Households			
% Non-Family Households	34.96%	35.43%	101.35
Non-Families with Children	0.24	0.17	101.35
Non-Families without Children	34.72	35.26	101.55
Housing Units			
Total Housing Units	6,949	7,197	103.57%
Vacant percent	8.78%	8.71%	99.24
Owned percent	53.6%	53.34%	99.51
Rented Percent	37.62%	37.95%	100.88
Households by Size			
Avg household size	2.52	2.67	105.95%
Avg family hh size	3.29	3.54	107.6%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of Persons			
One	2,070	2,208	106.67%
Two	1,693	1,422	83.99%
Three or Four	1,926	2,096	108.83%
Five+	650	844	129.85%

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	298	885	566
Northern Europe	0	2	7
Western Europe	15	31	21
Southern Europe	0	0	3
Eastern Europe	0	0	8
Other Europe	0	0	0
Eastern Asia	0	25	26
So. Central Asia	49	31	28
SE Asia	0	16	30
Western Asia	0	13	3
Other Asia	4	6	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	7
Southern Africa	0	0	0
Western Africa	2	3	17
Other Africa	0	0	0
Oceania	0	0	12
Caribbean	18	25	13
Central Amer.	189	728	375
South America	10	4	10
North America	11	1	6
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	12,554	13,818	15,842
Spanish	429	1,097	605
Other Indo-Euro language	126	92	136
French (incl. Patois, Cajun)	19	10	55
French Creole	5	18	2
Italian	0	5	5
Portuguese	0	0	6
German	31	30	32
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	2	0
Greek	0	4	1
Russian	0	0	1
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	7	3	2
Hindi	16	14	13
Urdu	48	3	19

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	3	0
Asian/PI languages	0	0	0
Chinese	0	4	37
Japanese	0	6	28
Korean	0	1	14
Mon-Khmer, Cambodian	0	0	15
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	6	1	2
Other Asian	0	12	10
Tagalog	0	0	3
Other Pacific Is	0	0	10
Other languages	0	10	18
Navajo	0	0	0
Other Native N. American	0	0	6
Hungarian	0	0	0
Arabic	0	10	12
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	9,764	10,930	11,668
Arab	34	23	10
Armenian	0	0	0
Austrian	6	0	4
British	36	39	30
Canadian	23	7	2
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	4	4
Danish	0	5	16
Dutch	37	61	49
English	871	850	1,069
European	107	112	110
Finnish	0	0	2
French (not Basque)	61	121	128
French Canadian	6	16	62
German	210	301	457
Greek	6	18	10
Hungarian	7	2	2
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	489	615	699
Italian	108	145	221
Lithuanian	0	0	0
Norwegian	14	27	24
Polish	34	32	48
Portuguese	4	2	9
Romanian	0	0	0
Russian	0	0	3
Scandinavian	0	0	2
Scotch-Irish	411	416	458
Scottish	190	188	281
Slovak	0	0	6
Subsaharan African	41	81	66
Swedish	15	9	17
Swiss	12	2	0
Ukrainian	7	2	3
US/American	2,746	3,633	3,571
Welsh	38	31	23
West Indian	38	25	29
Yugoslavian	0	0	3
Other	4,213	4,163	4,249

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

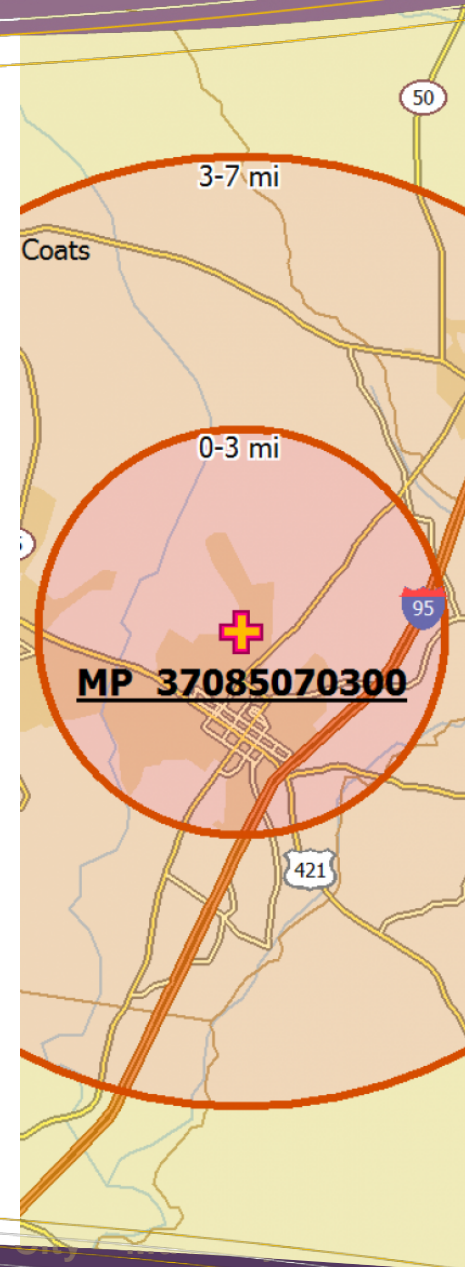
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	6,339	100%	4,356	100%
AFFLUENT SUBURBIA	23	0.36%	17	0.39%
America's Wealthiest	0	0%	0	0%
Dream Weavers	12	0.19%	9	0.21%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	11	0.17%	8	0.18%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	274	4.32%	184	4.22%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	271	4.28%	182	4.18%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	3	0.05%	2	0.05%
SM TOWN SUCCESS	150	2.37%	102	2.34%
Successful Urban Sprawl	59	0.93%	2	0.05%
2nd City Homebodies	1	0.02%	42	0.96%
Prime Middle America	0	0%	1	0.02%
Urban Optimists	90	1.42%	0	0%
Family Convenience	0	0%	57	1.31%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	6,339	100%	4,356	100%
BLUE COLLAR BACKBONE	233	3.68%	154	3.54%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	49	0.77%	30	0.69%
Lower Income Essentials	23	0.36%	16	0.37%
Small Town Endeavors	161	2.54%	108	2.48%
AMER. DIVERSITY	239	3.77%	164	3.76%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	76	1.2%	49	1.12%
Professional Urbanites	102	1.61%	74	1.7%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	50	0.79%	32	0.73%
Mature America	11	0.17%	9	0.21%
METRO FRINGE	2,229	35.16%	1,532	35.17%
Steadfast Conservative	1,848	29.15%	1,266	29.06%
Moderate Conventionalists	10	0.16%	7	0.16%
Southern Blues	5	0.08%	4	0.09%
Urban Grit	0	0%	0	0%
Grass-Roots Living	366	5.77%	255	5.85%

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	6,339	100%	4,356	100%
REMOTE AMERICA	212	3.34%	125	2.87%
Hardy Rural Fam.	3	0.05%	2	0.05%
Rural Southern Living	196	3.09%	115	2.64%
Coal & Crops	13	0.21%	8	0.18%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,344	21.2%	995	22.84%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,340	21.14%	992	22.77%
Stable Careers	0	0%	0	0%
Aspiring Hispania	4	0.06%	3	0.07%
RURAL VILLAGES & FARMS	207	3.27%	123	2.82%
Aspiring Hispania	11	0.17%	3	0.07%
Industrious Country Living	0	0%	7	0.16%
America's Farmland	18	0.28%	0	0%
Comfy Country Living	173	2.73%	11	0.25%
Small Town Connections	5	0.08%	100	2.3%
Hinterland Fam.	0	0%	2	0.05%

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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,339	100%	4,356	100%
STRUGGLING SOCIETIES	1,028	16.22%	682	15.66%
Rugged Southern Style	167	2.63%	98	2.25%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	861	13.58%	584	13.41%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	399	6.29%	278	6.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	258	4.07%	180	4.13%
Urban Diversity	0	0%	0	0%
New Generation Activists	101	1.59%	68	1.56%
Getting By	40	0.63%	30	0.69%
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?



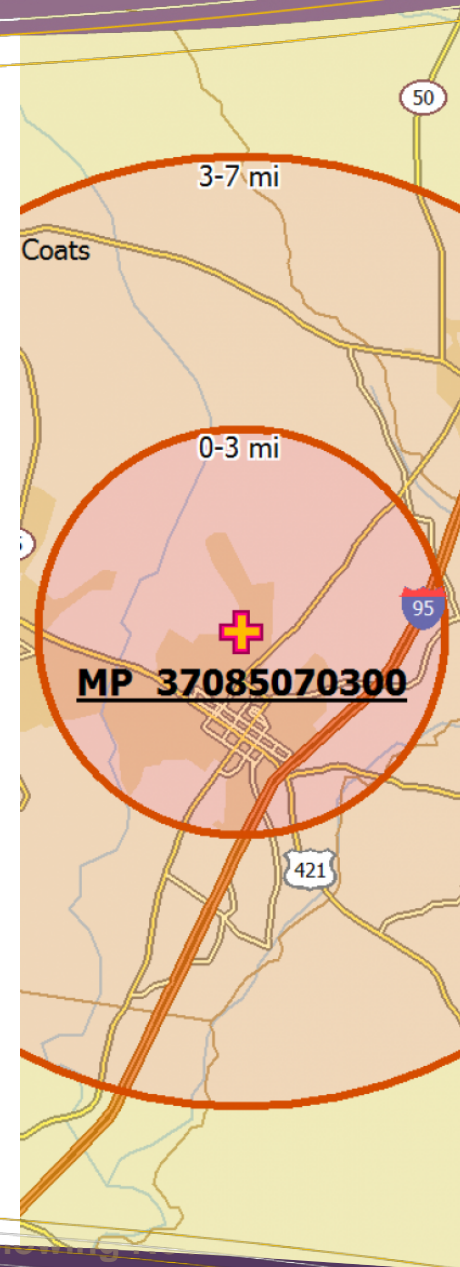
Potential Cultural Bridges

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

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

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

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

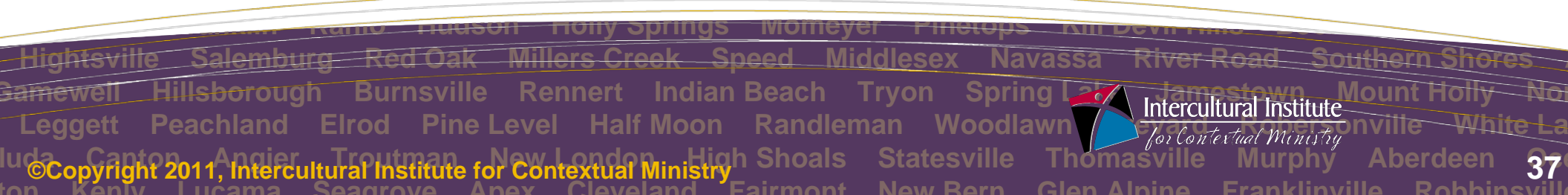


Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	72%	74%	76%
Use Comp. for Internet/E-mail	51%	53%	54%
Internet Use: E-Mail	43%	45%	45%
Use Comp. for Comp. Games	37%	38%	38%
Use Comp. for Word Processing	31%	33%	33%
Use Comp. for Education	30%	31%	31%
Use Comp. for Shopping	28%	30%	30%
Use Comp. for Digital Camera Photo Editing	26%	27%	27%
HH Owns DVD Player	25%	26%	27%
Use Comp. for Banking	24%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	24%	25%	25%
Internet Use: Banking	20%	24%	24%
Use Comp. for News/Info./Data Service	17%	18%	18%
PC-Network-HH Has One	16%	17%	18%
Use Comp. for Personal Financial Mngmnt	10%	11%	12%
Internet Use: Research/ Education	10%	10%	10%
HH Owns Video/Webcam	10%	11%	11%
Use Comp. for Accounting	10%	12%	13%
Use Comp. for Filing/DB Mngmnt	10%	11%	11%
Internet Use: Read Magazines/ Newspapers	10%	9%	9%



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	66%	66%	67%
Reading Books	52%	51%	52%
Dining Out (Not Fast Food)	51%	53%	53%
Card Games	39%	40%	41%
Cooking for Fun	35%	36%	36%
Gardening	31%	33%	33%
Go To A Beach/Lake	30%	32%	32%
Board Games	30%	32%	32%
Going To	17%	17%	17%
Bars/Nightclubs/Dancing			
Visit Museum	17%	16%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	39%	40%	41%
Dentist	25%	24%	26%
Backache	24%	24%	24%
Hypertension/High Blood Pressure	22%	20%	20%
Eye Dr.	21%	21%	21%
None Of These	19%	19%	18%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	16%	17%
Acid Reflux Disease (GERD)	15%	15%	15%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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%	25.25%	26.06%
Live Theater	16.91%	15.94%	16.44%
Live Theater Most Often	13.73%	13.12%	13.36%
Rock/Pop Concerts Most Often	13.72%	13.46%	13.54%
Dance Performance	8.61%	7.48%	7.56%
Comedy Club	8.46%	8.31%	8.38%
Movies: Comedy	39.19%	38.53%	38.04%
Movies: Action/Adventure	37.61%	37.39%	36.64%
Movies: Fam.	21.44%	20.41%	19.92%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.8%	19.98%	19.64%
Movies: Romantic Comedy	19.25%	18.39%	18.66%
Movies: Mystery	16.93%	16.89%	16.63%
College Football Reg. Season	4.8%	4.98%	5.02%
MLB Baseball Reg. Season	4.77%	5.2%	5.41%
NFL Football Reg. Season	4.63%	4.65%	4.82%
College Basketball Reg. Season	3.52%	3.68%	3.85%
NBA Basketball Reg. Season	2.56%	2.36%	2.28%
Auto Racing Events	2.08%	2.21%	2.21%

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	37.5%	36.74%	36.62%
Swimming	28.15%	30.81%	31.62%
Bowling	20.46%	21.47%	21.31%
Billiards/Pool	17.31%	18.54%	18.65%
Freshwater Fishing	16.56%	20.24%	20.65%
Basketball	15.46%	15.52%	15.6%
Jogging/Running	13.98%	13.4%	13.43%
Weight Training	13%	13.36%	13.98%
Camping Trips	12.57%	14.85%	14.92%
Using Cardio Machine	11.03%	11.13%	11.57%
Golf	10.98%	11.05%	11.3%
Baseball	10.59%	11.24%	11.51%
Football	10.54%	11.05%	11.3%
Stationary Cycling	10.48%	10.27%	10.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	10.13%	10.5%	10.51%
Aerobics	9.71%	8.87%	8.82%
Volleyball	8.71%	8.75%	8.48%
Hunting	8.35%	10.27%	10.58%
Backpacking/Hiking	8.13%	8.46%	8.42%
Target Shooting	8.04%	9.23%	9.6%
Softball	7.19%	7.4%	7.4%
Saltwater Fishing	6.76%	7.67%	7.94%
Power Boating	6.74%	6.92%	7.38%
Soccer	6.48%	6.72%	6.9%
Yoga	6.28%	5.88%	5.66%
Tennis	6.1%	5.98%	6.12%
Canoeing/Kayaking	5.96%	6.03%	6.27%
Roller Skating	5.29%	4.88%	4.7%

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
Motorcycling	5.28%	6.02%	6.08%
Ice Skating	5.1%	4.51%	4.27%
Horseback Riding	4.97%	6.05%	6.29%
Fly Fishing	4.41%	4.74%	4.69%
Racquetball	3.94%	3.8%	3.68%
Archery	3.85%	4.43%	4.53%
Snorkeling	3.83%	3.64%	3.97%
Jet Skiing	3.83%	3.64%	3.5%
Downhill & X-Country	3.81%	3.69%	3.96%
Skiing			
Hockey	3.68%	3.24%	3.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.6%	3.77%	3.78%
Snowmobiling	3.41%	3.35%	3.31%
Auto Racing	3.29%	3.23%	3.03%
Skateboarding	3.22%	2.99%	2.88%
Rock Climbing	3.14%	2.89%	3.01%
Snowboarding	2.94%	2.66%	2.52%
Martial Arts	2.76%	2.58%	2.49%
Sailing	2.72%	2.66%	2.86%
Surfing & Windsurfing	2.3%	2.07%	2.12%
Rowing	2.23%	2.23%	2.24%

Potential Cultural Barriers -- Introduction (part 1)

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

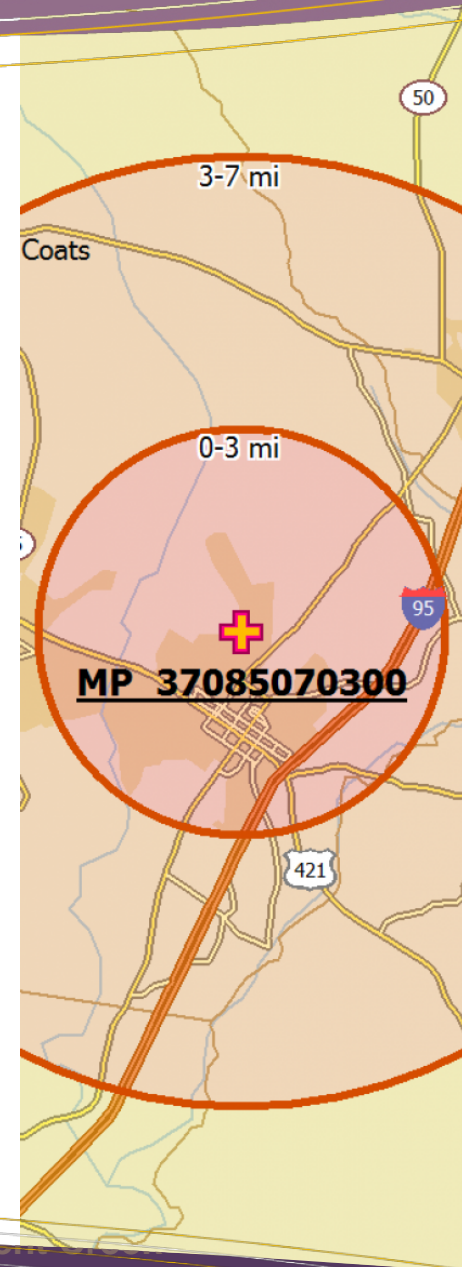
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

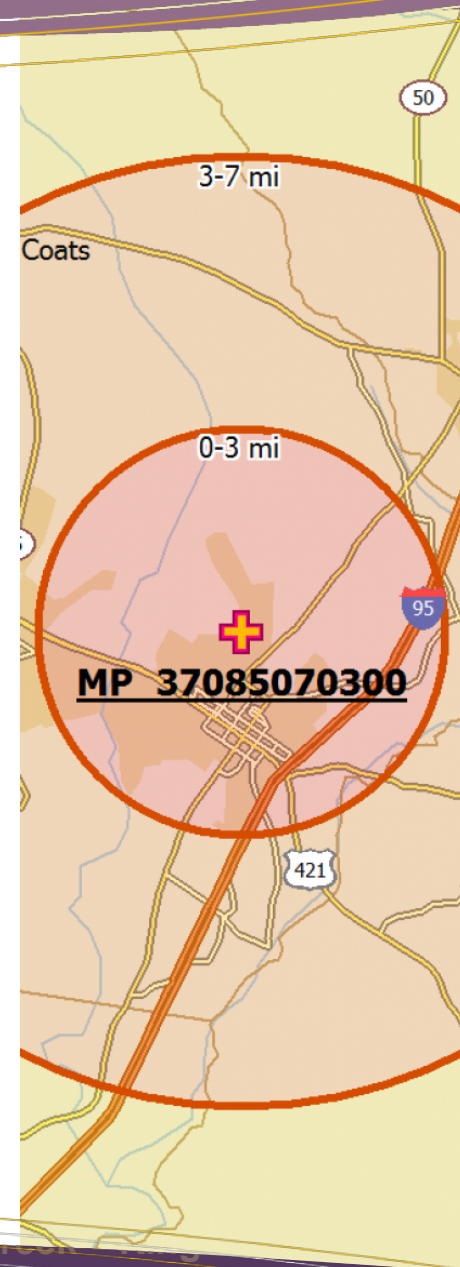
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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.

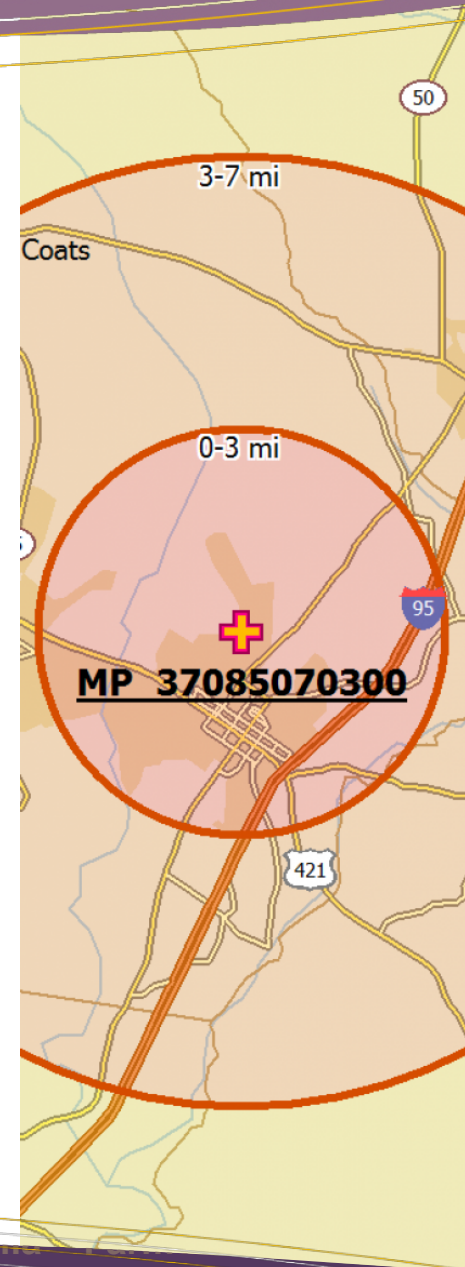
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Speak My Mind Even If It Upsets People	38%	36%	35%
Find It Difficult To Say No To My Kids	37%	38%	38%
Like Control Over People And Resources	37%	36%	35%
Woman's Place Is In The Home	35%	36%	36%
Prefer To Have Few Possessions As Possible	30%	28%	29%
Like To Do Unconventional Things	30%	31%	32%
Don't Judge People/Way They Live Life	30%	29%	29%
Too Much Sponsorship In Arts/Sports	28%	26%	25%
Money Is Best Measure Of Success	25%	26%	26%
If Won Lottery Would Never Work Again	25%	24%	24%
Friends More Important Than My Fam.	23%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	22%	21%
Marijuana Should Be Legalized	20%	19%	19%
I Am A Workaholic	20%	19%	18%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
We Should Strive for Equality for All	16%	14%	14%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	12%	11%	11%
On Whole People Get What They Deserve	11%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	9%	8%	8%
Very Happy With My Life As It Is	8%	7%	6%

Potential Cultural Themes

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

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



Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 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.

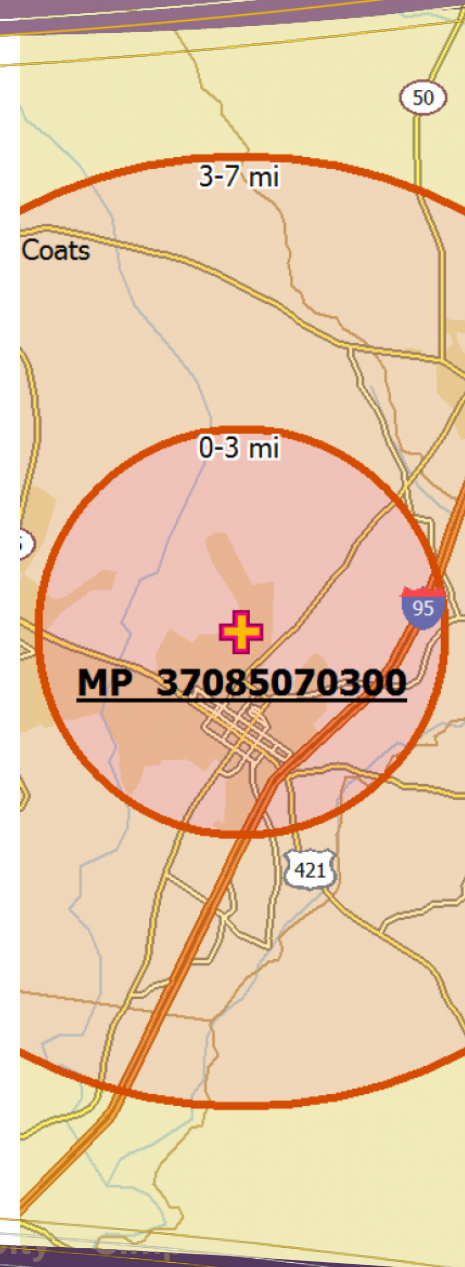
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%
Important To Respect Customs And Beliefs	57%	59%	60%
Like To Understand About Nature	38%	37%	38%
Prefer Work Part Of Team Than Alone	37%	36%	36%
Important To Juggle Various Tasks	34%	32%	32%
Important Feel Respected By My Peers	34%	33%	33%
Prefer To Have Few Possessions As Possible	30%	28%	29%
Good At Fixing Things	29%	27%	27%
Have Keen Sense Of Adventure	27%	26%	26%
Consider Myself Interested In The Arts	22%	20%	20%
People Have To Take Me As They Find Me	22%	22%	22%
Like To Just Enjoy Life	22%	20%	20%

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



Potential Shared Places

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

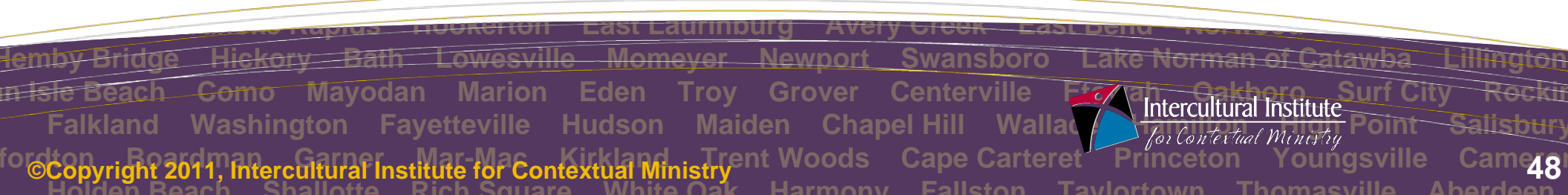


Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	86.49%	86.88%	85.5%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.5%	80.91%	80.76%
Houses-Visit Any			
McDonald's	56.74%	57.7%	57.16%
Burger King	39.15%	38.93%	37.83%
Kentucky Fried Chicken (KFC)	34.14%	32.76%	31.61%
Wendy's	31.85%	31.33%	30.72%
Subway	30.89%	31.2%	30.77%
Applebee's	28.36%	29.76%	29.63%
Taco Bell	28.24%	29.41%	28.96%
Pizza Hut	25.36%	25.12%	23.91%
Arby's	23.38%	24.03%	23.27%
Dairy Queen	19.51%	19.91%	19.42%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.26%	17.97%	17.07%
Olive Garden	19.07%	19.11%	19.07%
Domino's Pizza	16.33%	15.44%	14.71%
Sonic	15.21%	16.63%	16.18%
Cracker Barrel	14.76%	16.52%	16.34%
Golden Corral	14.51%	14.46%	13.82%
IHOP (International House Of Pancakes)	14.36%	13.52%	12.89%
Chick-Fil-A	13.37%	13.97%	13.74%
Hardee's	13.31%	13.78%	13.16%
Outback Steakhouse	13.2%	13.11%	12.86%
Denny's	12.59%	11.91%	11.32%
Popeyes	12.08%	10.02%	9.14%

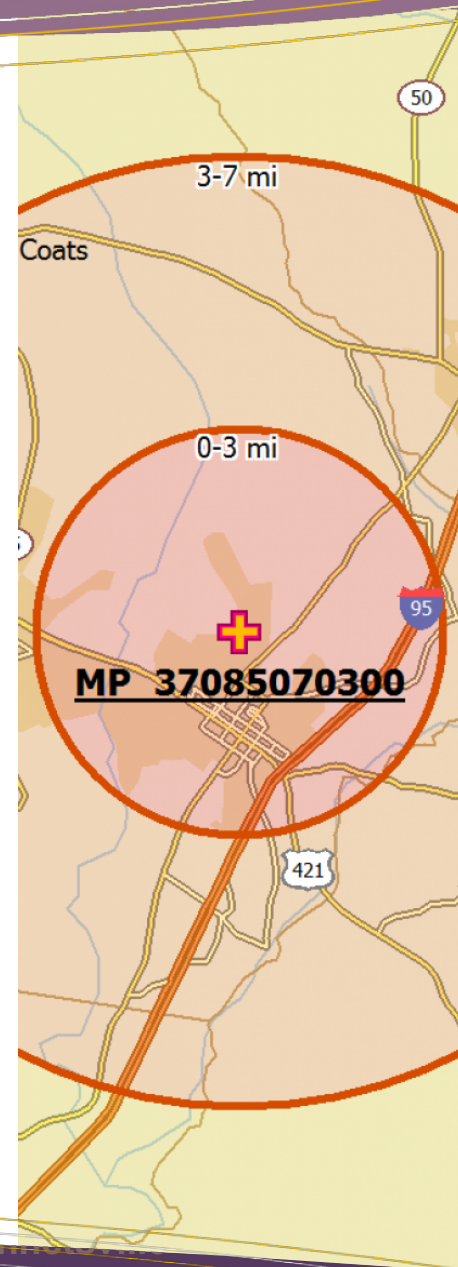


Potential Shared Projects

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

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

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



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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.

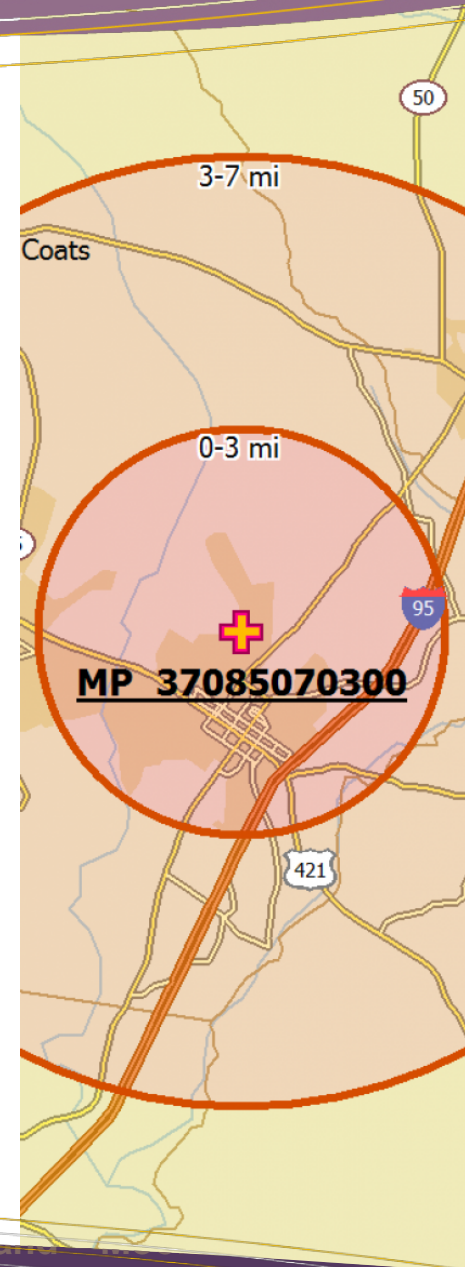
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.8%	43.23%	43.18%
Recycled products	29.34%	28.86%	29.14%
Worked as volunteer (non political)	14.3%	14.34%	14.42%
Engaged in fund raising	10.8%	10.29%	10.07%
Religious club member	7.77%	7.53%	7.54%
Church Board	6.04%	5.55%	5.44%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	5.13%	5.01%	4.98%
Wrote to editor of mag or newspaper	5.06%	4.92%	4.88%
Took active part in local civic issue	4.95%	4.61%	4.63%
Charitable Organization	4.85%	4.81%	4.83%
Wrote to elected offcl about publ bus	4.81%	4.7%	4.82%
Fraternal order member	4.52%	4.33%	4.31%

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	13.95%	13.74%	13.93%
Children's Books	12.18%	12.09%	12.03%
Mystery	9.68%	10.28%	10.52%
Religious (not Bibles)	9.21%	9.05%	8.89%
Cookbooks	9.16%	9.39%	9.38%
Romance	6.29%	6.58%	6.66%
Personal/Business	5.83%	5.57%	5.68%
Self-help			
Biography	5.65%	5.24%	5.2%
History	5.58%	5.71%	5.81%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.61%	63.84%	63.35%
Gen. Editorial	49.73%	47.07%	46.14%
Womens	43.53%	41.39%	40.9%
Service	31.99%	32.89%	32.97%
Mens	19.4%	18.03%	17.58%
Business/Finance	17.44%	15.38%	15.03%
Music	15.83%	13.72%	12.95%
Sports	14.55%	13.43%	13.33%
Parenthood	13.86%	13.49%	13.32%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	51.88%	52.16%	52.42%
Classified	33.59%	34.85%	35.05%
Sport	31.17%	30.92%	30.83%
Editorial Page	28.37%	28.96%	29.33%
Comics	26.04%	26.7%	26.95%
Business/Finance	25.21%	24.41%	24.77%
Movie Listings & Reviews	23.85%	22.93%	22.91%
Food/Cooking	23.72%	23.86%	23.98%
TV/Radio Listings	23.48%	23.3%	23.18%
Home/Gardening	19.75%	19.85%	19.82%
Travel	17.23%	16.56%	16.65%
Science/Technology	15.86%	15.17%	15.27%
Fashion	14.72%	13.71%	13.26%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	26.29%	20.76%	18.85%
Country	17.92%	22.78%	23.8%
CHR Contemp Hit Radio	17.77%	17.24%	17.12%
Adult Contemporary	13.85%	14.64%	14.89%
Oldies	10.12%	9.96%	9.88%
Rock	9.73%	10.11%	10.24%
Variety	8.51%	7.59%	7.73%
News/Talk	8.29%	8.05%	8.06%
Jazz	8.19%	6.2%	5.69%
Classic Rock	7.03%	7.7%	7.8%
Alternative	6.38%	6.2%	6.29%
Religious	5.73%	5.96%	6%
Gospel	5.61%	5.11%	4.75%
All News	5.34%	4.36%	4.15%
Soft Contemporary	4.78%	4.77%	4.69%
All Talk	3.08%	2.66%	2.63%
Hispanic	2.98%	3.18%	3.71%
Sports	2.9%	2.75%	2.85%

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	61.38%	61.83%	62.12%
Satellite Dish	51.68%	52.23%	51.7%
Soapnet	50.49%	50.08%	49.81%
Other Video-On-Demand	45.13%	43.86%	42.66%
Sci-Fi Channel	35.64%	35.94%	35.92%
MSNBC	33.01%	33.21%	32.91%
Adult Pay Per View TV	32.02%	32.58%	32.43%
Subscribe Digital Cable	30.4%	29.72%	29.4%
TV Info From Sunday TV Magazine	27.73%	28.37%	28.31%
Comedy Central	26.52%	25.42%	25.92%
Nickelodeon	26.22%	27.65%	27.59%
TV Info From Newspapers	25.52%	25.69%	25.57%

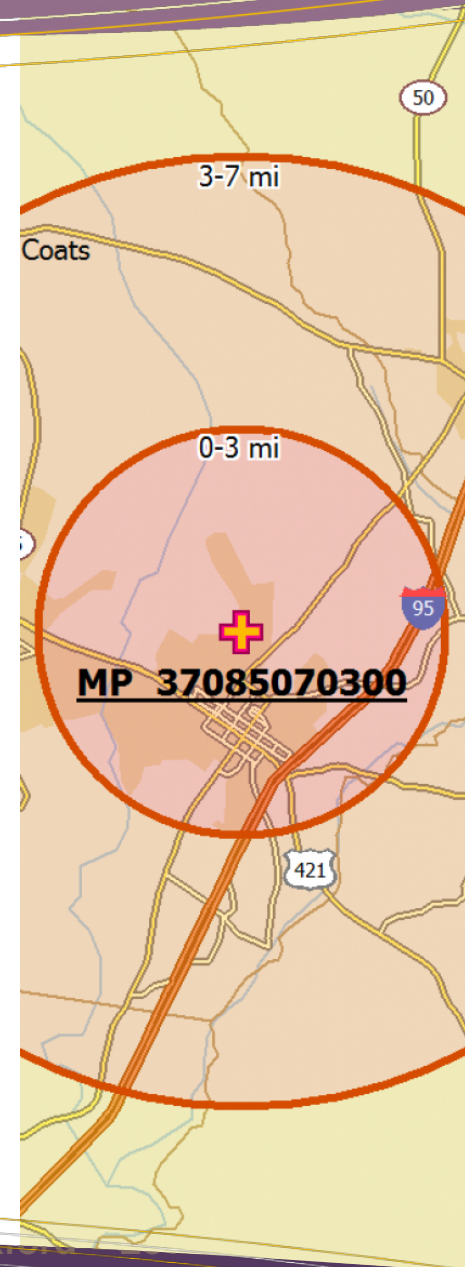
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.28%	24.24%	24.5%
Nick At Nite	23.82%	24.7%	24.42%
USA Network	22.81%	22.59%	22.89%
TV Info From Monthly Cable Guide	22.67%	23.34%	23.18%
BET (Black Entertainment TV)	22.39%	21.86%	22.47%
Hallmark Channel	22.2%	22.57%	22.89%
Adult Swim	21.73%	23.55%	23.73%
Lifetime	20.9%	20.15%	19.74%
The Golf Channel	20.76%	20.28%	21.02%
TV Info From Other	20.61%	20.38%	19.87%
ABC Fam.	20.13%	19.7%	19.83%
ESPN2	19.47%	19.09%	19.28%

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+)	16.74%	16.88%	17.31%
Medium Users (4-6)	8.8%	8.78%	8.73%
Light Users (1-3)	19.22%	18.88%	18.73%
Quintiles (20%)			
Newspaper I (Heavy)	1.19%	1.32%	1.33%
Newspaper II	1.53%	1.53%	1.48%
Newspaper III	2.17%	2.05%	2.04%
Newspaper IV	0.59%	0.66%	0.69%
Newspaper V (Light)	1.39%	1.19%	1.11%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.21%	20.38%	20.01%
Magazines II	9.06%	9.03%	8.86%
Magazines III	9.99%	10.16%	10.07%
Magazines IV	12.79%	12.72%	12.42%
Magazines V (Light)	0.74%	0.66%	0.63%
Outdoor I (Heavy)	7.66%	6.79%	6.32%
Outdoor II	4.08%	3.38%	3.07%
Outdoor III	4.57%	4.2%	3.97%
Outdoor IV	17.51%	17.49%	16.99%
Outdoor V (Light)	25.78%	24.87%	24.01%
Yellow Pages I (Heavy)	16.52%	16.6%	16.25%
Yellow Pages II	7.13%	6.7%	6.56%
Yellow Pages III	7.79%	6.62%	6.16%
Yellow Pages IV	25.29%	24.73%	24.11%
Yellow Pages V (Light)	4.44%	4.12%	3.77%

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 Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.18%	3.27%	3.25%
Drive Time III (Medium)	0.86%	0.83%	0.86%
Radio IV & V (Light)	2.73%	2.39%	2.23%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.1%	10.2%	9.97%
Radio III (Medium)	4.16%	4.44%	4.49%
Radio IV & V (Light)	3.43%	3.45%	3.44%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.3%	11.47%	11.65%
Cable III (Medium)	4.99%	4.81%	4.46%
Cable IV & V (Light)	36.84%	35.16%	34.04%

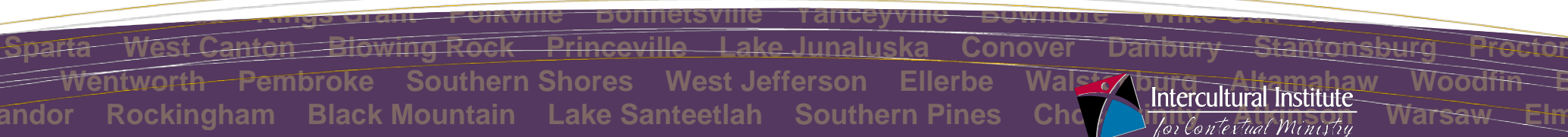
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.39%	4.19%	4.08%
Prime Time III (Medium)	1.96%	2.01%	1.96%
Prime Time IV & V (Light)	9.1%	9.09%	8.95%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.72%	39.23%	40.01%
Fringe III (Medium)	56.73%	56.36%	55.58%
Fringe IV (Light)	57.32%	57.4%	56.97%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.28%	14.12%	13.36%
All Day III (Medium)	24.84%	24.77%	24.67%
All Day IV (Light)	16.34%	14.8%	14.14%

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]	10.99%	11.31%	11.26%
6:00am - 10:00am	14.94%	13.57%	13.86%
10:00am - 3:00pm	8.86%	7.1%	6.53%
3:00pm - 7:00pm	14.26%	13.75%	13.38%
7:00pm - Midnight	11.53%	11.17%	11.06%
Midnight - 6:00am	6.48%	5.55%	5.22%
Weekend Radio			
Listeners			
Dayparts [summary]	13.66%	14.28%	14.14%
6:00am - 10:00am	2.95%	3.34%	3.61%
10:00am-3:00pm	4.66%	4.11%	4.54%
3:00pm - 7:00pm	6.89%	6.68%	6.41%
7:00pm - Midnight	8.81%	8.87%	9.01%
Midnight - 6:00am	12.1%	11.13%	11.62%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.9%	6.25%	6.34%
Saturday: 8:00-11:00pm	7.54%	8.14%	8.27%
Sunday: 7:00-11:00pm	8.61%	9.08%	9.48%
9:00am-1:00pm	23.82%	24.7%	24.42%
9:00am-4:00pm	27.45%	28.47%	28.24%
4:00pm-7:00pm	28.83%	27.62%	28.59%
11:00pm-1:00am	42.32%	41.98%	42.34%
AVG Prime time	4.13%	3.54%	3.27%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.49%	15.21%	14.75%
7-9am	19.47%	19.09%	19.28%
9am-12noon	19.1%	20.29%	20.21%
12noon-4pm	8.35%	8.18%	8.03%
4-6pm	44.14%	43.09%	44.1%
6-7pm	17.57%	18.2%	18.64%
7-7:30pm	1.37%	1.22%	1.28%
7:30-8pm	11.59%	11.52%	11.27%
8-11pm	5.9%	6.25%	6.34%
11pm-12am	33.01%	33.21%	32.91%
11pm-1am	42.32%	41.98%	42.34%
1-6am	29.16%	27.25%	27.13%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.9%	16.96%	17.26%
Sat: 10am-1pm	7.47%	7.93%	7.92%
Sat: 1-4pm	24.62%	24.53%	24.11%
Sat: 4-6pm	6.98%	6.89%	6.67%
Sat: 6-7pm	1.7%	1.73%	1.7%
Sat: 7-8pm	0.68%	0.65%	0.65%
Sat: 8-11pm	7.54%	8.14%	8.27%
Sat: 11pm-1am	5.38%	4.98%	4.84%
Sat: 1am-7pm	22.81%	22.59%	22.89%
Sun: 7-10am	2.08%	2.14%	2.31%
Sun: 10am-1pm	5.73%	6.36%	6.55%
Sun: 1-4pm	4.76%	5.81%	6.45%
Sun: 4-7pm	11.75%	12.54%	12.6%
Sun: 7-11pm	8.61%	9.08%	9.48%
Sun: 11pm-1am	4.68%	5.01%	5.02%
Sun: 1-7am	19.46%	20.55%	21.07%

ers Silver City Alamance Lillington Hudson Murphy Robbinsville Henderson Taylortown Barker Heights
 Powellsville Conover Salem Long View Clayton Brevard North Topsail Beach Minnesota Beach Sneads I
 Dallas Erwin Roper Fairplains Littleton White Oak Lewiston Woodville Icard Northlakes Snow Hill
 Mountain View Tar Heel Momeyer Holly Springs Bostic Royal Pines Icard Northlakes Snow Hill
 Morrisville Kill Devil Hills Topsail Beach St James Bethlehem Ronda Albemarle Kirkland Stallings



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

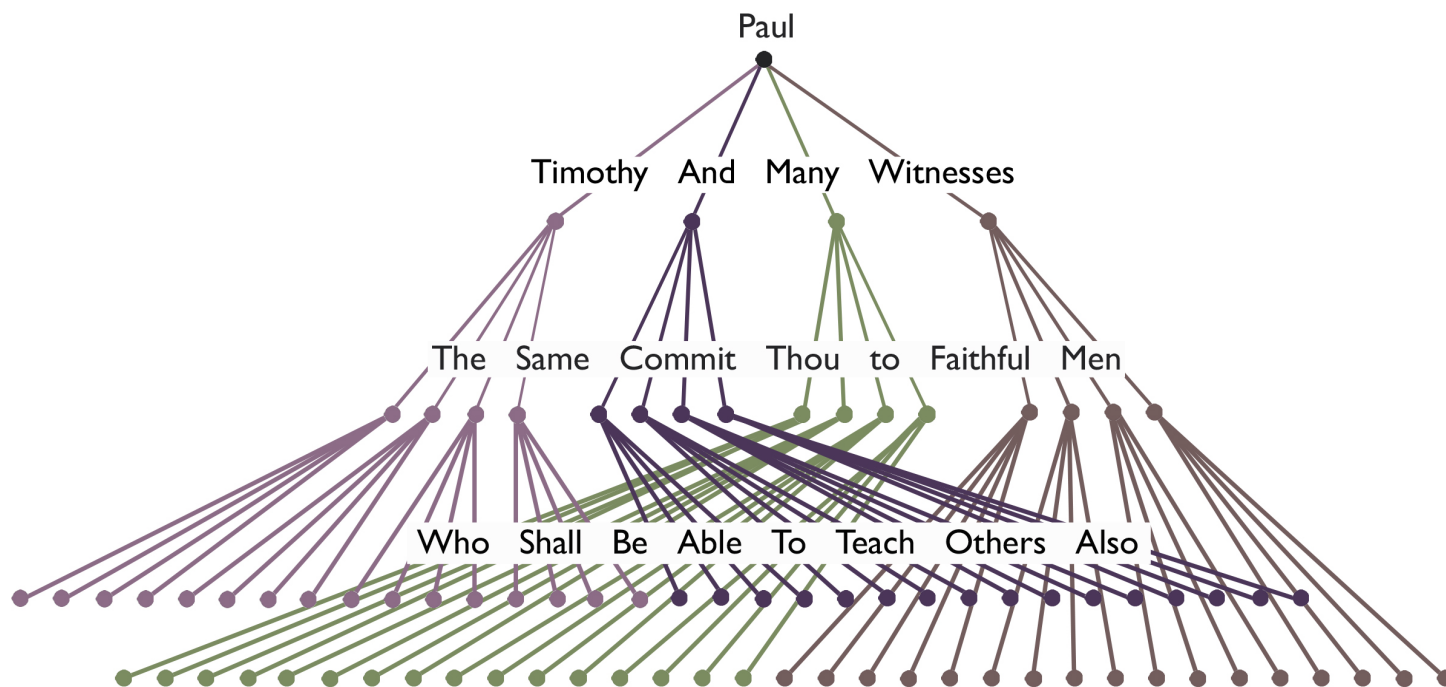
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

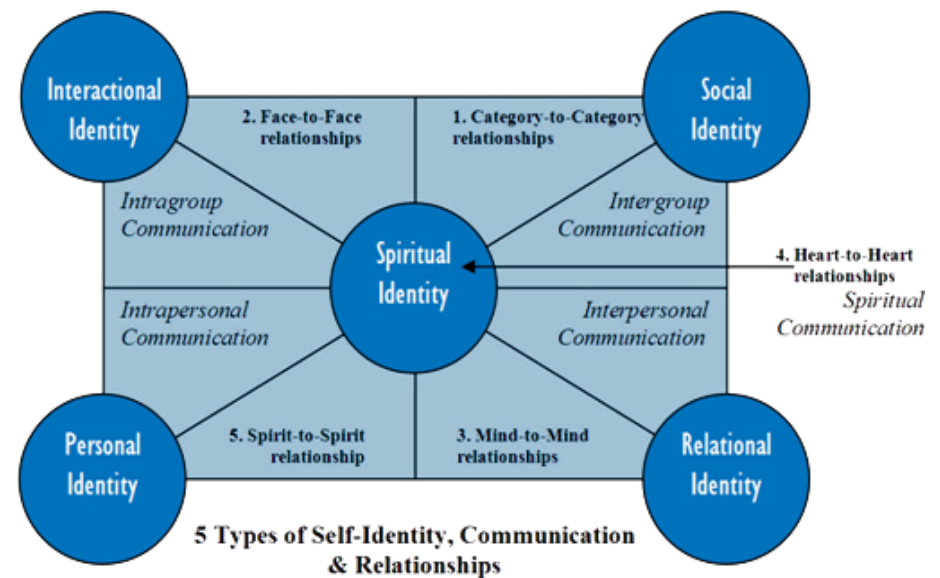


Establishing Redemptive Relationships

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

Communication Steps

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

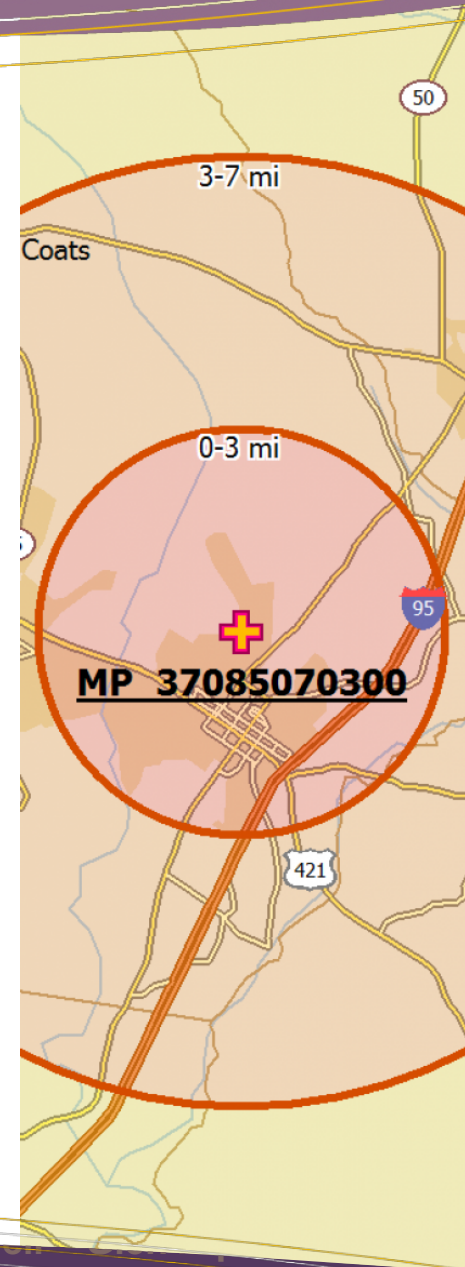


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Westfield - Dunn	700 N Ashe Ave Dunn, NC 28334	0.32 mi	75	Declining
2	Crestview - Dunn	1001 Plainview Highway Dunn, NC 28335	1.14 mi	0	Insufficient Data
3	North Clinton Avenue - Dunn	507 N Clinton Ave Dunn, NC 28334	1.42 mi	72	Growing
4	East Erwin - Erwin	907 Lucas St Erwin, NC 28339	2.26 mi	43	Declining
5	Dunn Second - Dunn	701 Jackson Rd Dunn, NC 28334	2.39 mi	39	Growing
6	Faith - Dunn	276 Neighbors Rd Dunn, NC 28334	2.75 mi	19	Plateauing
7	Erwin First - Erwin	300 S 12th St Erwin, NC 28339	3.01 mi	113	Plateauing
8	South Erwin - Erwin	144 Old Cutoff Rd Erwin, NC 28339	3.44 mi	0	Insufficient Data
9	Jonesboro - Dunn	2020 Jonesboro Rd Dunn, NC 28334	3.57 mi	41	Growing
10	Calvary - Dunn	283 NC 55 Dunn, NC 28334	5.08 mi	63	Plateauing
11	Dunn First - Dunn	309 W Broad St Dunn, NC 28334	5.08 mi	253	Plateauing
12	Oakdale - Coats	6058 Red Hill Church Rd Coats, NC 27521	5.30 mi	61	Insufficient Data
13	Crossroads Church of Benson	102 W Parrish Dr Benson, NC 27504	5.53 mi	0	Insufficient Data
14	Benson - Benson	200 W Church St Benson, NC 27504	5.66 mi	120	Declining
15	Central	6050 Plain View Hwy Dunn, NC 28334	5.98 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Coats - Coats	554 N McKinley St Coats, NC 27521	6.00 mi	320	Plateauing
17	Spring Branch - Dunn	2391 N Spring Branch Rd Dunn, NC 28334	7.29 mi	138	Plateauing
18	Beulah - Benson	3140 NC Highway 242 S Benson, NC 27504	7.60 mi	127	Growing
19	Benson Grove - Benson	6966 NC HIGHWAY 50 N Benson, NC 27504	7.60 mi	0	Insufficient Data
20	Trinity - Benson	7538 NC Hwy 50 S Benson, NC 27504	7.60 mi	25	Insufficient Data
21	Pleasant Memory - Coats	579 Old Stage Rd Coats, NC 27521	8.20 mi	79	Declining
22	Memorial - Buies Creek	271 Leslie Campbell Ave Buies Creek, NC 27506	8.69 mi	277	Plateauing
23	Buies Creek First - Buies Creek	118 Main St Buies Creek, NC 27506	8.69 mi	170	Plateauing
24	Friendship - Bunnlevel	6778 US 401 South Bunnlevel, NC 28323	9.14 mi	74	Declining
25	Antioch - Falcon	6237 Front St Falcon, NC 28342	9.47 mi	65	Plateauing
26	Linden First - Linden	4130 Linden Rd Linden, NC 28356	9.72 mi	41	Plateauing
27	Mingo - Dunn	1465 Mingo Church Rd Dunn, NC 28334	9.99 mi	93	Plateauing
28	Mingo Hispanic - Dunn	1465 Mingo Church Rd Dunn, NC 28334	9.99 mi	35	Insufficient Data
29	Oak Grove - Angier	851 Oak Grove Church Rd Angier, NC 27501	10.04 mi	84	Insufficient Data
30	Oliver Grove - Four Oaks	8715 US Highway 301 S Four Oaks, NC 27524	10.91 mi	96	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH AVG	IICM CGR
31	Burnell - Four Oaks	3720 Old School Rd Four Oaks, NC 27524	11.30 mi	131	Plateauing
32	Freedom Biker Church	275A Bowling Spring Dr Angier, NC 27501	11.62 mi	339	Insufficient Data
33	Piney Grove Chapel - Angier	4440 Piney Grove Rd Angier, NC 27501	12.03 mi	590	Growing
34	Crossroads Church	1301 S Main St Lillington, NC 27546	12.04 mi	203	Growing
35	Lillington - Lillington	210 W Lofton St Lillington, NC 27546	12.21 mi	178	Declining
36	Harmony - Bunnlevel	3566 NC Highway 210 S Bunnlevel, NC 28323	12.70 mi	78	Plateauing
37	Wade - Wade	7242 Main St Wade, NC 28395	12.92 mi	50	Declining
38	Neill's Creek - Angier	4200 Neills Creek Rd Angier, NC 27501	13.16 mi	0	Plateauing
39	Grace Community - Angier	2160 Harnett Central Rd Angier, NC 27501	13.49 mi	0	Insufficient Data
40	Baptist Chapel - Autryville	2208 Baptist Chapel Rd Autryville, NC 28318	13.52 mi	183	Plateauing
41	Four Oaks First - Four Oaks	403 North Main St Four Oaks, NC 27524	13.56 mi	145	Declining
42	Mount Elam - Roseboro	2211 Mount Elam Church Rd Roseboro, NC 28382	13.60 mi	144	Growing
43	GraceWay Mission	473 Sweetbriar Rd Angier, NC 27501	13.77 mi	30	Insufficient Data
44	Iglesia Bautista Amistad Cristiana - Angi	155 S Hickory St Angier, NC 27501	14.01 mi	0	Insufficient Data
45	Baptist Fellowship of Angier	155 S Hickory St Angier, NC 27501	14.01 mi	0	Insufficient Data





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

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