

MissionSite

top unreached locations



KITTY HAWK, NC

CENSUS TRACT: 37055970100

REGION: Region 1: Northeast Coast

COUNTY: Dare

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



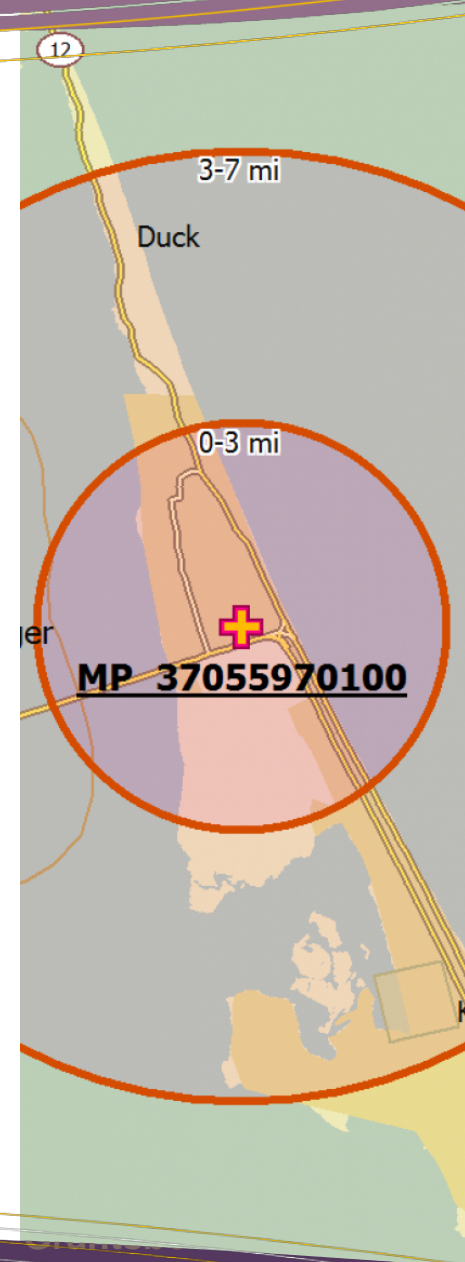
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Site Location Summary

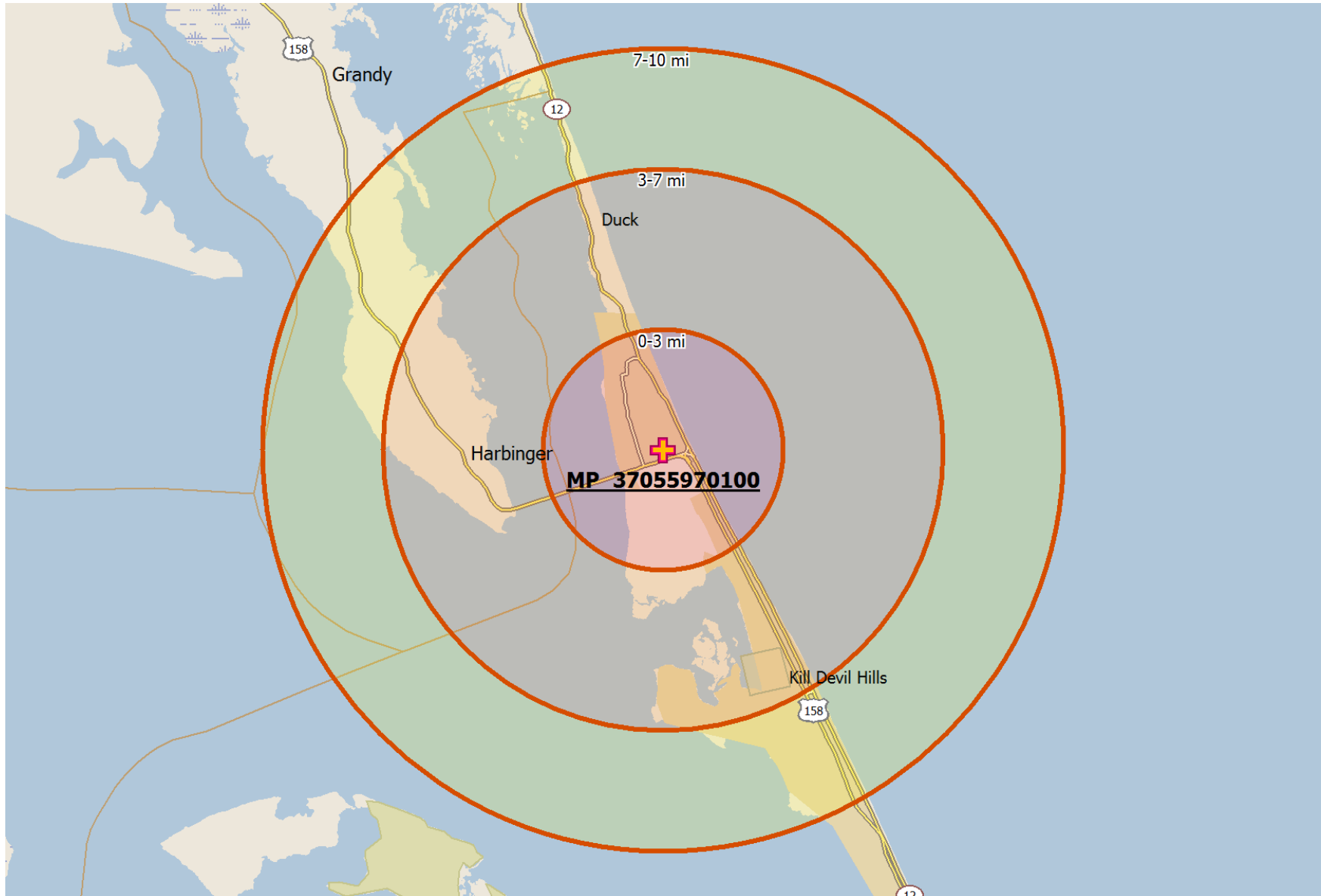
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3701	Region 1: Northeast Coast
3	County Location	37055	Dare
4	Zipcode	27949	Dare
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	K	10000-50000-10000



Bladenboro Centerville Franklinville Trinity Dundarrach Fairview Aberdeen Shannon Spencer White P
 wton Grove Blowing Rock Fuquay-Varina Moravian Falls Oakboro Hickory West Canton Marion Drexel
 oe Mineral Springs Burgaw Butner Gaston Northwest Thomasville Raeburn Bayboro Smithfield
 Watha Durham James City Pittsboro Danbury Mount Gilead Morrisville Bath Pink Hill Buies Creek
 r City Wilson's Mills Royal Pines Cerro Gordo Bear Grass Winfall Robbinsville Wadesboro Mills River

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	8	Metropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Metropolitan - counties in a metropolitan statistical area
5	NCES Urban Centric Locale Codes	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an urbanized area.
6	IICM RUCA Values Index	79	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Metropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	1	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	4,703	9,951	6,338
2010 Households	2,180	4,647	2,866
2010 Group Quarters Population	17	0	13

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	18	6
Language Diversity National Index	14	16	24
Foreign Born Diversity National Index	55	66	45
Ancestry Diversity National Index	86	86	87
Racial Diversity National Index	7	15	20



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	1	True
Retirement Destination County	1	True

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	1	True
Nonspecialized-dependent county indicator	0	False



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	377	17.29%
Mainstay Communities	Established, Diverse Households	1,750	80.28%
Working Communities	Blue-collar, Working Families	10	0.46%
Country Communities	Rural, Agri. & Mining Families	22	1.01%
Aspiring Communities	Young Singles / Aspiring-Multihousing	22	1.01%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%



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	10,887	1,551	14.24%
Unreached %	67.57%	71.13%	105.28
Religious But NOT Evangelical HH	2,456	385	15.68%
Religious But NOT Evangelical %	15.24%	17.67%	115.91
Spiritual But NOT Relig or Evang HH	1,940	288	14.86%
Spiritual But NOT Relig or Evang %	12.04%	13.22%	109.82
Not Evangelical, Not Interested HH	6,491	877	13.51%
Not Evangelical, Not Interested %	40.28%	40.24%	99.89



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	9	1	11.11%
Active BCNC Attenders	825	0	0%
Active Evangelical Households	1,147	138	12.06%
Active Evangelical Percent	7.12%	6.34%	89.14
Inactive Evangelical Households	4,079	492	12.06%
Inactive Evangelical Percent	25.32%	22.56%	89.13
# 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	Hatteras	0.78 mi	0	Insufficient Data	16	Geneva	28.84 mi	29	Growing
2	Kitty Hawk Bapt Ch	3.96 mi	120	Insufficient Data	17	Sawyer's Creek - Camden	29.02 mi	122	Declining
3	Powells Point - Powells Point	5.88 mi	66	Growing	18	Calvary - Elizabeth City	29.56 mi	25	Plateauing
4	Outer Banks - Kill Devil Hills	7.44 mi	55	Insufficient Data	19	Providence - Shawboro	29.67 mi	199	Growing
5	Ocean View - Kill Devil Hills	7.61 mi	80	Plateauing	20	Blackwell Memorial - Elizabeth City	30.34 mi	93	Insufficient Data
6	Poplar Branch - Grandy	12.87 mi	88	Growing	21	Elizabeth City First - Elizabeth City	30.35 mi	118	Plateauing
7	Manteo Faith - Manteo	14.49 mi	72	Plateauing	22	Columbia - Columbia	30.59 mi	38	Plateauing
8	Manteo - Manteo	14.74 mi	185	Insufficient Data	23	Soundside Missionary - Columbia	30.59 mi	52	Growing
9	Nags Head Church	17.44 mi	313	Plateauing	24	Action Impact	30.79 mi	0	Insufficient Data
10	Church of the Outer Banks	17.44 mi	0	Insufficient Data	25	Trinity Fellowship - Elizabeth City	32.50 mi	39	Plateauing
11	Shiloh - Shiloh	18.30 mi	140	Declining	26	Family Prayer Worship Center - Elizabeth	32.50 mi	0	Insufficient Data
12	Coinjock	20.16 mi	145	Growing	27	Woodville - Hertford	34.07 mi	0	Insufficient Data
13	Salem - Elizabeth City	23.26 mi	102	Growing	28	Fellowship - Moyock	34.37 mi	271	Growing
14	Rehoboth - Maple	25.47 mi	0	Insufficient Data	29	Berea - Elizabeth City	34.45 mi	187	Plateauing
15	Riverside - Elizabeth City	26.47 mi	0	Insufficient Data	30	Corinth - Elizabeth City	34.61 mi	421	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

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

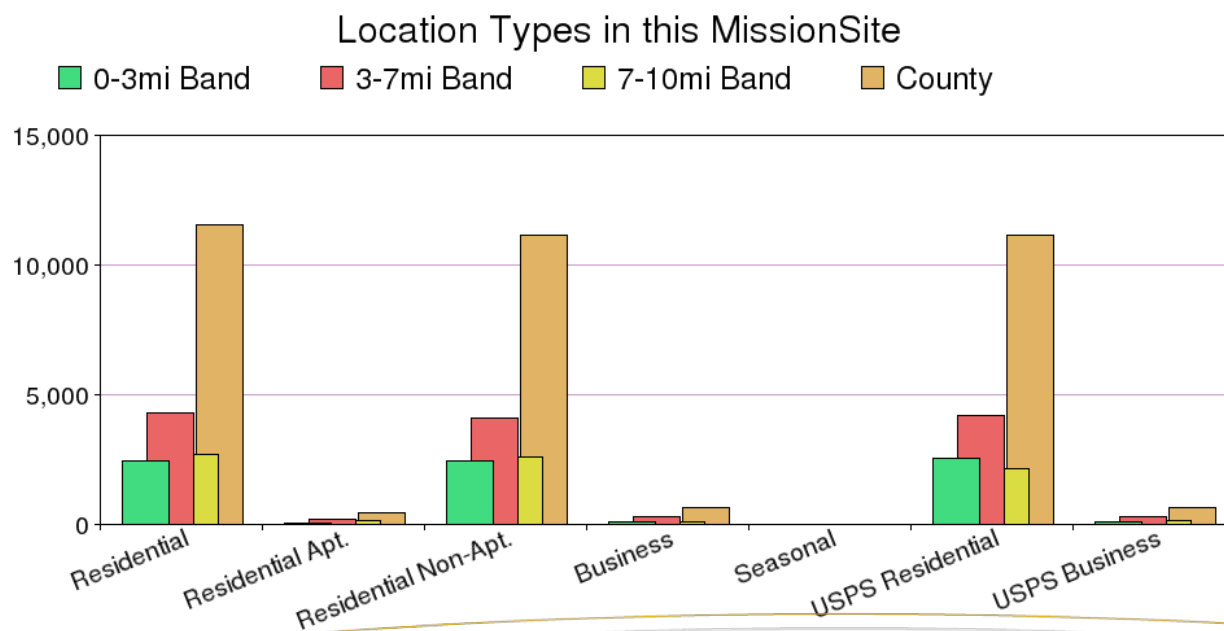


Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	22,746	2,271	9.98%
2000 Population	29,967	3,750	12.51%
2010 Population	34,435	4,703	13.66%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,349	938	10.03%
2000 Households	12,690	1,563	12.32%
2010 Households	16,113	2,180	13.53%



Location Type	0-3mi Band
Residential	2,463
Residential Apt.	30
Residential Non-Apt.	2,433
Business	119
Seasonal	7
USPS Residential	2,541
USPS Business	108

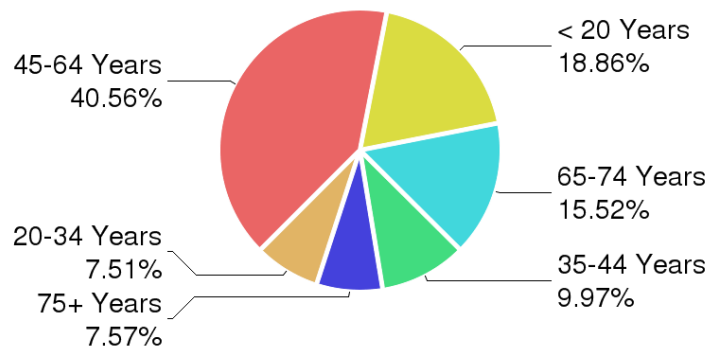
Current Demographic Summary

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	3.7%	3.27%	88.38
4-5 Years	2.24%	1.62%	72.32
6-8 Years	3.59%	3.23%	89.97
9-11 Years	3.39%	3.47%	102.36
12-13 Years	2.14%	2.25%	105.14
14-17 Years	4.33%	3.21%	74.13
18-19 Years	2.17%	1.81%	83.41
0-5 Years	5.94%	4.89%	82.32
6-12 Years	8.05%	7.78%	96.65
13-19 Years	7.57%	6.19%	81.77
< 20 Years	21.56%	18.86%	87.48
20-34 Years	16.24%	7.51%	46.24
35-44 Years	12.38%	9.97%	80.53
45-64 Years	32.73%	40.55%	123.89
65-74 Years	10.5%	15.52%	147.81
75+ Years	6.59%	7.57%	114.87
Median Age	45	53	117.14
Median Age (Male)	44	52	120.45
Median Age (Female)	46	53	114.72

Age Group Percentages

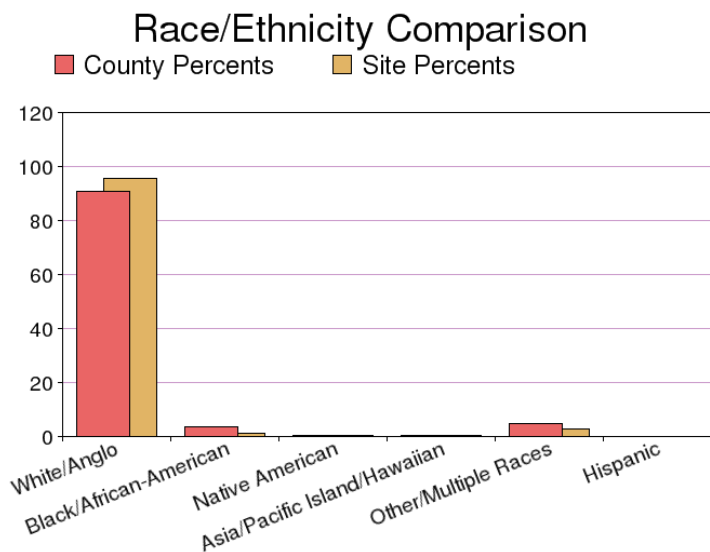


Current Demographic Summary

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	90.91%	95.49%	105.04
Black, African-American	3.48%	1.04%	29.95
Native American	0.3%	0.23%	78.2
Asian	0.53%	0.28%	52.3
Pacific Island, Hawaiian	0.05%	0.04%	91.52
Other/Multiple Races	4.74%	2.93%	61.91
Hispanic	0%	2.32%	0



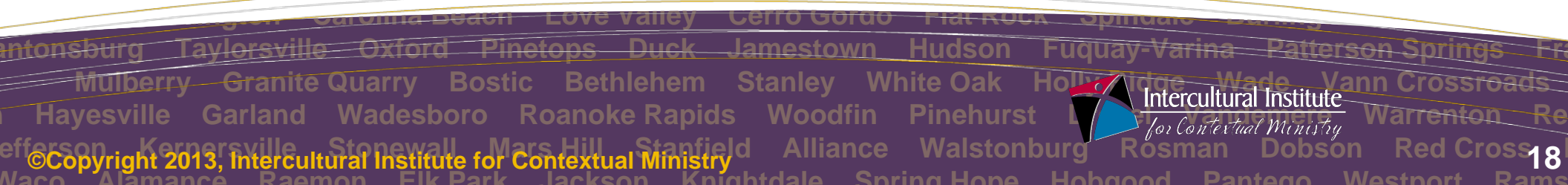
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,144	3,723	
Less than 9th Grade	2.5%	0.91%	273.49
No High School Diploma	3.32%	1.07%	308.72
High School Graduate	31.93%	19.23%	166.04
Some College, no degree	22.76%	21.35%	106.59
Associate Degree	7.54%	7.12%	105.94
College Degree	20.59%	29.76%	69.2
Graduate/Prof. degree	11.36%	20.55%	55.28

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	4.99%	2.34%	49.34
\$10,000 to \$19,999	7.09%	3.53%	49.79
\$20,000 to \$29,999	9.02%	4.13%	45.78
\$30,000 to \$49,999	22.84%	18.44%	80.74
\$50,000 to \$59,999	10.59%	8.53%	80.54
\$60,000 to \$69,999	12.26%	13.81%	112.59
\$70,000 to \$79,999	7.75%	8.76%	113.03
\$80,000 to \$89,999	5.21%	6.1%	117.03
\$90,000 to \$99,999	3.69%	4.27%	115.72
\$100,000 to \$124,999	5.98%	11.51%	192.65
\$125,000 to \$149,999	3.7%	4.54%	122.77
\$150,000 to \$199,999	3.49%	5.69%	162.79
\$200,000 to \$249,999	1.17%	2.57%	219
\$250,000 or more	2.21%	5.73%	259.53
Median Household	55,607	71,871	129.25
Average Household	72,757	104,537	143.68
Per Capita Household	34,293	48,457	141.3
Family/Non-Family Household Income			
Median Family Income	65,573	82,070	125.16
Average Family Income	84,126	115,317	137.08
Median Non-Family Income	38,916	48,340	124.22
Average Non-Family Income	51,018	72,890	142.87



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	65.66%	75.05%	114.29
Families with Children	28.83%	25.5%	88.47
Families without Children	36.83%	49.54%	134.5
Non-Family Households			
% Non-Family Households	34.34%	24.95%	72.67
Non-Families with Children	0	0	0
Non-Families without Children	34.34	24.95	72.67
Housing Units			Index
Total Housing Units	33,234	4,692	
Vacant percent	51.52%	53.54%	103.92
Owned percent	33.16%	40.54%	122.23%
Rented Percent	15.32%	5.92%	38.68
Households by Size			Index
Avg household size	2.12	2.15	101.42
Avg family hh size	2.65	2.50	94.34
Avg non-family hh size	1.10	1.08	98.18
Households By Count of Persons			Percent
One	4,304	470	10.92%
Two	7,482	1,172	15.66%
Three or Four	3,862	478	12.38%
Five+	465	59	12.69%

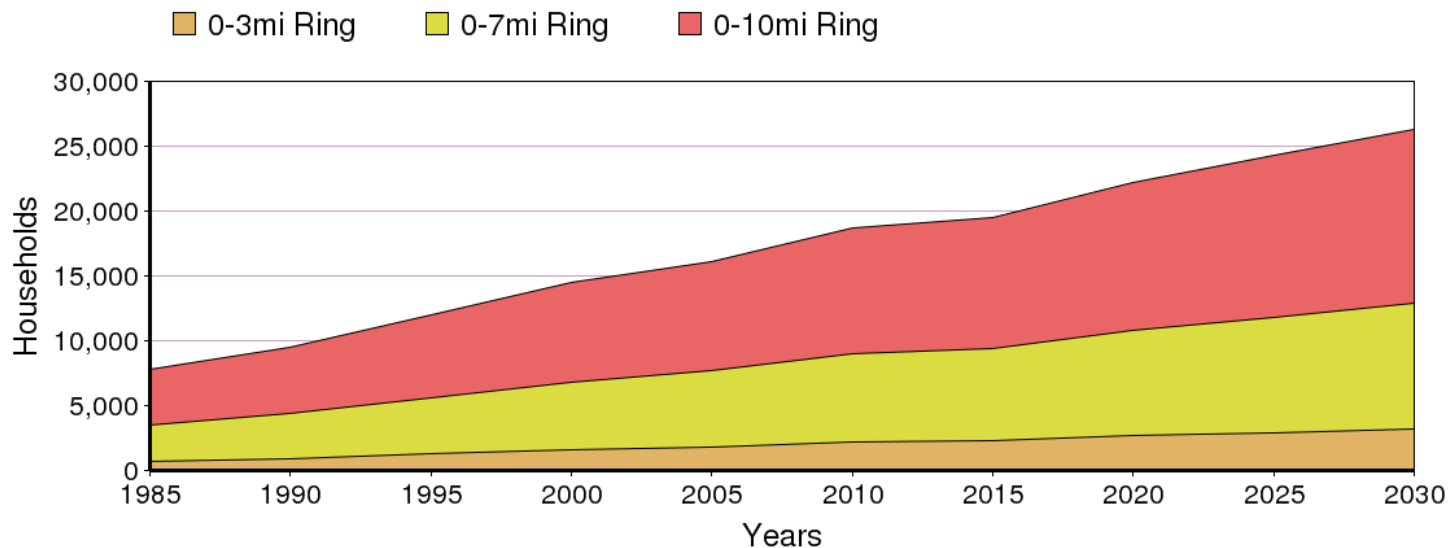
Projected Demographic Summary

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	22,746	2,271	9.98%
2000 Population	29,967	3,750	12.51%
2010 Population	34,435	4,703	13.66%
2015 Population	35,125	4,876	13.88%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,349	938	10.03%
2000 Households	12,690	1,563	12.32%
2010 Households	16,113	2,180	13.53%
2015 Households	16,770	2,305	13.74%

Household Change from 1985 to 2030



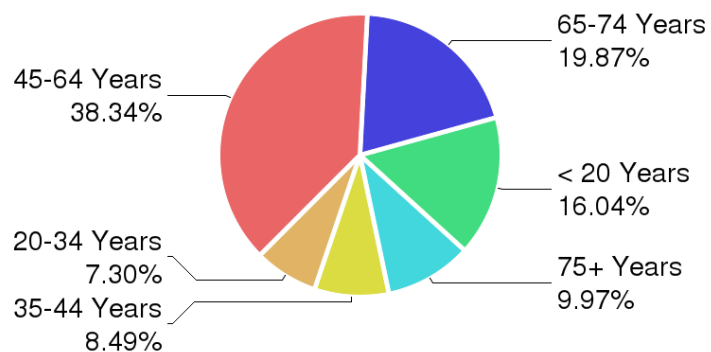
Projected Demographic Summary

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.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.27%	1.15%	35.17
4-5 Years	1.62%	0.9%	55.56
6-8 Years	3.23%	2.28%	70.59
9-11 Years	3.47%	3.38%	97.41
12-13 Years	2.25%	2.71%	120.44
14-17 Years	3.21%	3.81%	118.69
18-19 Years	1.81%	1.8%	99.45
0-5 Years	4.89%	2.05%	41.92
6-12 Years	7.78%	6.87%	88.3
13-19 Years	6.19%	7.12%	115.02
< 20 Years	18.86%	16.04%	85.05
20-34 Years	7.51%	7.3%	97.2
35-44 Years	9.97%	8.49%	85.16
45-64 Years	40.55%	38.35%	94.57
65-74 Years	15.52%	19.87%	128.03
75+ Years	7.57%	9.97%	131.7
Median Age	45	56	124.05
Median Age (Male)	44	56	127.5
Median Age (Female)	46	56	121.84

Projected Age Group Percentages



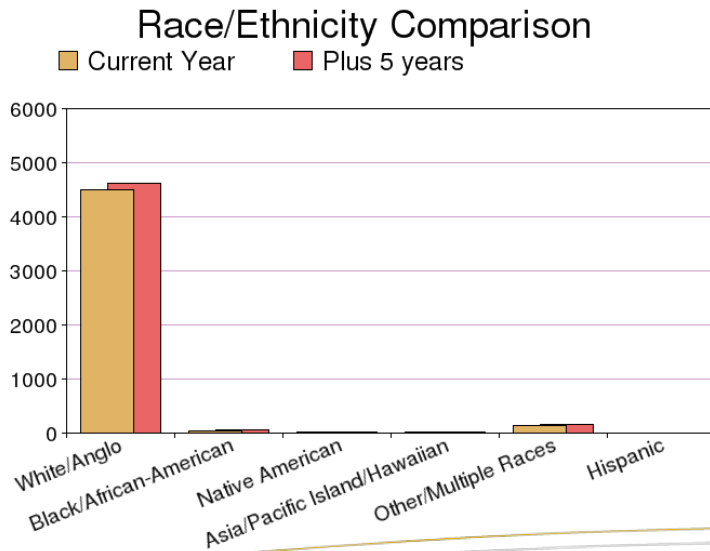
Projected Demographic Summary

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	95.49%	94.91%	99.39
Black, African-American	1.04%	1.23%	118.1
Native American	0.23%	0.25%	105.22
Asian	0.28%	0.41%	148.39
Pacific Island, Hawaiian	0.04%	0.04%	96.45
Other/Multiple Races	2.93%	3.16%	107.63
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,723	4,003	
Less than 9th Grade	0.91%	0.82%	90.27
No High School Diploma	1.07%	0.65%	60.45
High School Graduate	19.23%	19.51%	101.45
Some College, no degree	21.35%	19.16%	89.73
Associate Degree	7.12%	7.69%	108.1
College Degree	29.76%	30.03%	100.9
Graduate/Prof. degree	20.55%	22.13%	107.72



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	2.34%	2%	85.3
\$10,000 to \$19,999	3.53%	2.99%	84.75
\$20,000 to \$29,999	4.13%	3.82%	92.48
\$30,000 to \$49,999	18.44%	16.7%	90.58
\$50,000 to \$59,999	8.53%	7.98%	93.56
\$60,000 to \$69,999	13.81%	14.45%	104.63
\$70,000 to \$79,999	8.76%	9.2%	99.03
\$80,000 to \$89,999	6.1%	5.99%	95.29
\$90,000 to \$99,999	4.27%	4.08%	95.59
\$100,000 to \$249,999	11.51%	12.36%	107.39
\$125,000 to \$149,999	4.54%	5.16%	113.68
\$150,000 to \$199,999	5.69%	6.2%	109.07
\$200,000 to \$249,999	2.57%	2.73%	106.4
\$250,000 or more	5.73%	6.03%	105.17
Median Household	71,871	74,154	103.18
Average Household	104,537	110,250	105.47
Per Capita Household	48,457	52,118	107.56

Family/Non-Family Household			
Income			
Median Family Income	82,070	86,671	105.61
Average Family Income	115,317	122,114	105.89
Median Non-Family Income	48,340	48,604	100.55
Average Non-Family Income	72,890	74,671	102.44

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	75.05%	74.4%	99.14
Families with Children	25.5	25.68	100.7
Families without Children	49.54	50.28	101.5
Non-Family Households			
% Non-Family Households	24.95%	25.6%	102.57
Non-Families with Children	0	0	102.57
Non-Families without Children	24.95	25.6	102.57
Housing Units			
Total Housing Units	4,692	4,954	105.58%
Vacant percent	53.54%	53.45%	99.84
Owned percent	40.54%	40.57%	100.09
Rented Percent	5.92%	5.95%	100.5
Households by Size			
Avg household size	2.15	2.11	98.14%
Avg family hh size	2.50	2.47	98.8%
Avg non-family hh size	1.08	1.07	99.07%
Households By Count of Persons			
One	470	514	109.36%
Two	1,172	1,253	106.91%
Three or Four	478	482	100.84%
Five+	59	56	94.92%

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	100	171	120
Northern Europe	18	17	19
Western Europe	31	33	17
Southern Europe	1	16	8
Eastern Europe	17	8	5
Other Europe	0	0	0
Eastern Asia	2	17	0
So. Central Asia	2	2	0
SE Asia	6	3	16
Western Asia	1	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	2	1	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	2	14	8
Central Amer.	9	35	47
South America	3	7	0
North America	6	18	0
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	3,455	7,996	4,454
Spanish	56	166	131
Other Indo-Euro language	82	130	59
French (incl. Patois, Cajun)	26	63	16
French Creole	0	0	0
Italian	4	8	8
Portuguese	4	3	0
German	21	28	23
Yiddish	0	0	0
Other West Germanic	8	5	0
A Scandinavian Language	2	5	0
Greek	4	3	0
Russian	0	0	0
Polish	0	9	0
Serbo-Croatian	0	0	0
Other Slavic Language	10	5	12
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	3	1	0
Asian/PI languages	0	0	0
Chinese	2	9	3
Japanese	0	2	0
Korean	0	8	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	15	0	7
Other Asian	0	0	0
Tagalog	2	0	0
Other Pacific Is	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
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	3,096	6,487	3,737
Arab	2	1	0
Armenian	0	0	0
Austrian	5	9	16
British	28	38	12
Canadian	0	0	0
Croatian	2	2	0
Czech	3	12	14
Czechoslovak	10	24	16
Danish	2	2	30
Dutch	52	65	62
English	681	1,366	703
European	51	65	46
Finnish	2	2	0
French (not Basque)	113	177	121
French Canadian	29	90	20
German	404	922	493
Greek	12	10	5
Hungarian	12	30	5
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	349	682	385
Italian	147	295	278
Lithuanian	6	12	15
Norwegian	31	75	15
Polish	60	131	78
Portuguese	2	3	12
Romanian	2	0	8
Russian	25	43	13
Scandinavian	4	14	0
Scotch-Irish	141	237	108
Scottish	141	217	176
Slovak	5	20	31
Subsaharan African	0	7	0
Swedish	19	38	34
Swiss	21	15	5
Ukrainian	6	10	0
US/American	509	1,157	557
Welsh	27	70	25
West Indian	0	0	0
Yugoslavian	2	0	9
Other	191	646	445

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

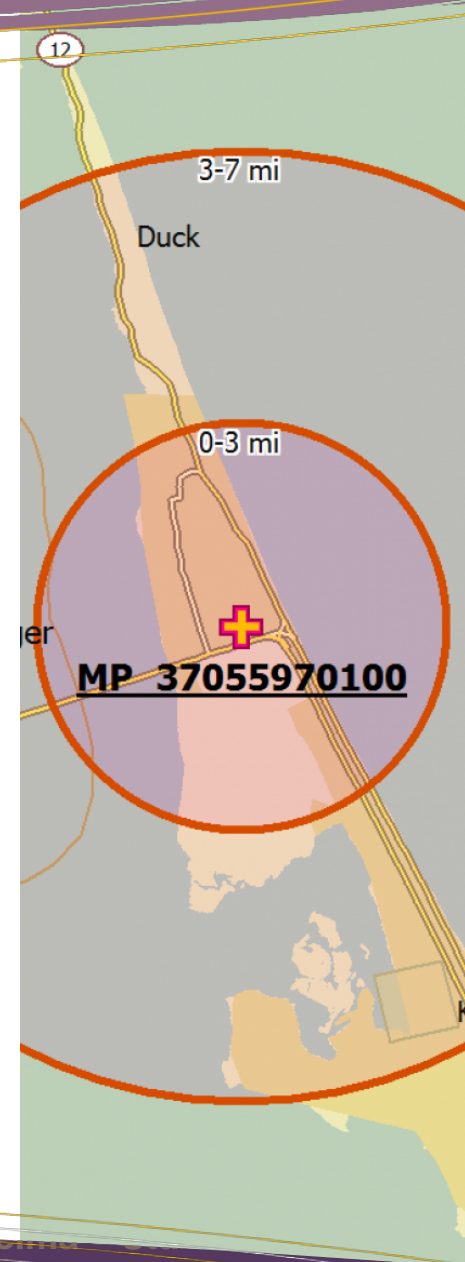
Issues for Your Consideration - continued

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	2,180	100%	1,550	100%
AFFLUENT SUBURBIA	203	9.31%	145	9.35%
America's Wealthiest	42	1.93%	34	2.19%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	161	7.39%	111	7.16%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	174	7.98%	125	8.06%
Status Conscious Consumers	6	0.28%	4	0.26%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	70	3.21%	47	3.03%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	98	4.5%	74	4.77%
SM TWN SUCCESS	282	12.94%	183	11.81%
2nd City Homebodies	10	0.46%	7	0.45%
Prime Middle America	186	8.53%	121	7.81%
Urban Optimists	8	0.37%	6	0.39%
Family Convenience	76	3.49%	48	3.1%
Mid-Market Enterprise	2	0.09%	1	0.06%

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	2,180	100%	1,550	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	1,468	67.34%	1,061	68.45%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	1,458	66.88%	1,054	68%
Urban Advancement	10	0.46%	7	0.45%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	10	0.46%	6	0.39%
Steadfast Conservative	8	0.37%	5	0.32%
Moderate Conventionalists	2	0.09%	1	0.06%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	2,180	100%	1,550	100%
REMOTE AMERICA	14	0.64%	9	0.58%
Hardy Rural Fam.	14	0.64%	9	0.58%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	22	1.01%	16	1.03%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	22	1.01%	16	1.03%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	8	0.37%	5	0.32%
Industrious Country Living	2	0.09%	1	0.06%
America's Farmland	0	0%	0	0%
Comfy Country Living	6	0.28%	4	0.26%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	2,180	100%	1,550	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 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?



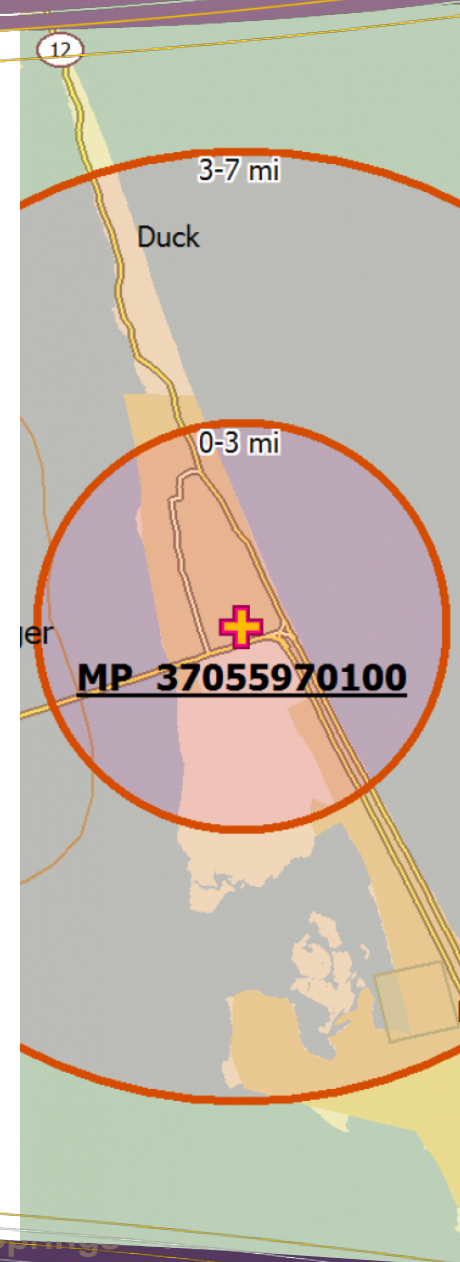
Potential Cultural Bridges

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	81%	80%	80%
Use Comp. for Internet/E-mail	69%	66%	66%
Internet Use: E-Mail	59%	55%	54%
Use Comp. for Word Processing	54%	46%	45%
Use Comp. for Shopping	40%	38%	38%
Use Comp. for Digital Camera Photo Editing	38%	36%	36%
Use Comp. for Comp. Games	38%	41%	41%
Use Comp. for News/Info./Data Service	35%	28%	28%
Use Comp. for Banking	34%	34%	34%
Internet Use: News/ Weather	34%	31%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Education	32%	33%	33%
HH Owns DVD Player	31%	31%	30%
Internet Use: Banking	27%	28%	27%
Use Comp. for Personal Financial Mngmnt	21%	17%	17%
PC-Network-HH Has One	20%	19%	19%
Use Comp. for Accounting	19%	17%	16%
Use Comp. for Filing/DB Mngmnt	18%	15%	14%
Internet Use: Shopping: Gathered Info. for Shopping	17%	15%	14%
Internet Use: Travel Reservations	16%	12%	11%
Use Comp. for Telecommuting	15%	11%	10%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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
Dining Out (Not Fast Food)	69%	64%	63%
Listening To Music	66%	68%	69%
Reading Books	64%	58%	57%
Card Games	46%	44%	44%
Go To A Beach/Lake	43%	40%	40%
Gardening	41%	39%	38%
Cooking for Fun	36%	37%	37%
Board Games	27%	33%	34%
Visit Museum	27%	23%	22%
Photography	23%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	74%	70%	70%
Gen./Fam. Practitioner	43%	44%	44%
Dentist	41%	33%	32%
Eye Dr.	31%	24%	23%
High Cholesterol	23%	20%	20%
Hypertension/High Blood Pressure	22%	20%	20%
Backache	20%	21%	22%
Any Arthritis	19%	16%	16%
Internist	17%	10%	9%
None Of These	16%	19%	19%

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
Live Theater	33.46%	25.04%	23.57%
Concert	32.83%	30.08%	29.68%
Live Theater Most Often	27.57%	20.96%	19.8%
Classical Concerts Most Often	13.79%	8.53%	7.69%
Rock/Pop Concerts Most Often	12.13%	14.68%	14.99%
Dance Performance	10.13%	8.96%	8.52%
Movies: Comedy	36.4%	38.49%	38.64%
Movies: Action/Adventure	35.96%	38.41%	38.53%
Movies: Drama	23.75%	21.24%	20.79%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Mystery	21.5%	17.82%	17.26%
Movies: Romantic Comedy	21.33%	20.03%	19.87%
Movies: Fam.	18.47%	19.19%	19.19%
MLB Baseball Reg. Season	9.35%	9.27%	9.29%
College Football Reg. Season	9.29%	8.38%	8.05%
NFL Football Reg. Season	8.2%	8.05%	7.94%
College Basketball Reg. Season	5.14%	4.89%	4.72%
Golf Tournament	4.46%	2.57%	2.24%
NBA Basketball Reg. Season	4.04%	3.9%	3.83%

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	51.35%	45.38%	44.17%
Swimming	35.66%	35.61%	35.61%
Golf	21.59%	16.87%	16.29%
Bowling	17.99%	20.46%	20.8%
Weight Training	16.65%	16.65%	16.62%
Using Cardio Machine	15.86%	15.24%	15.04%
Mountain/Road Biking	15.42%	14.16%	14.06%
Stationary Cycling	15.07%	13.77%	13.56%
Freshwater Fishing	14.19%	18.45%	19.25%
Billiards/Pool	14.17%	18.2%	18.72%
Jogging/Running	13.88%	14.49%	14.58%
Power Boating	12.31%	10.34%	10.15%
Aerobics	11.14%	10.11%	9.82%
Camping Trips	10.8%	15.71%	16.46%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Basketball	9.74%	12.78%	13.27%
Backpacking/Hiking	8.36%	10.22%	10.59%
Tennis	8.06%	7.18%	7.02%
Saltwater Fishing	7.63%	8.06%	8.12%
Baseball	7.27%	9.95%	10.44%
Yoga	7.1%	7.25%	7.3%
Canoeing/Kayaking	6.08%	7.98%	8.27%
Soccer	5.7%	6.43%	6.64%
Softball	5.67%	7.36%	7.69%
Volleyball	5.25%	6.96%	7.39%
Target Shooting	5.25%	8.32%	8.83%
Football	4.72%	7.66%	8.23%
Sailing	4.67%	3.76%	3.69%
Hunting	4.48%	9.32%	10.15%

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
Snorkeling	4.32%	4.58%	4.7%
Downhill & X-Country Skiing	4.19%	4.83%	5.04%
Ice Skating	4.14%	4.7%	4.78%
Motorcycling	4.12%	6.08%	6.39%
Jet Skiing	4.1%	4.57%	4.7%
Fly Fishing	3.25%	4.35%	4.53%
Water Skiing	3.25%	4.38%	4.55%
Horseback Riding	3.18%	5.47%	5.83%
Roller Skating	3.07%	4.66%	4.85%
Rowing	2.67%	2.84%	2.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Archery	2.57%	4.41%	4.71%
Rock Climbing	2.37%	3.29%	3.41%
Snowmobiling	2.16%	3.32%	3.62%
Hockey	2.09%	2.94%	3.12%
Racquetball	1.99%	2.97%	3.2%
Snowboarding	1.92%	3.1%	3.3%
Skateboarding	1.82%	2.78%	2.98%
Auto Racing	1.48%	2.7%	2.89%
Martial Arts	1.44%	2.67%	2.83%
Surfing & Windsurfing	1.22%	2.42%	2.67%

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.

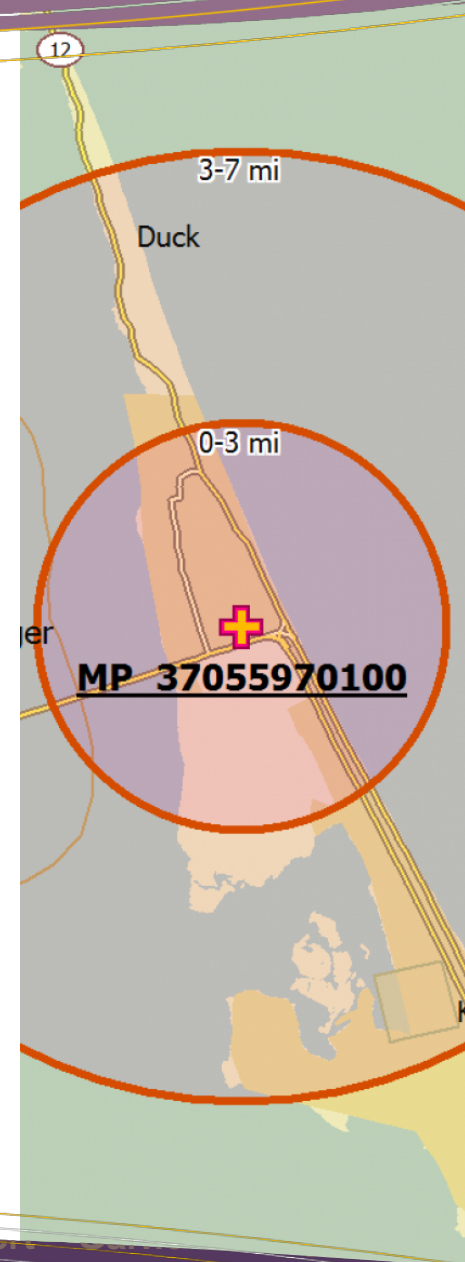
BIBLICAL BARRIERS

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.

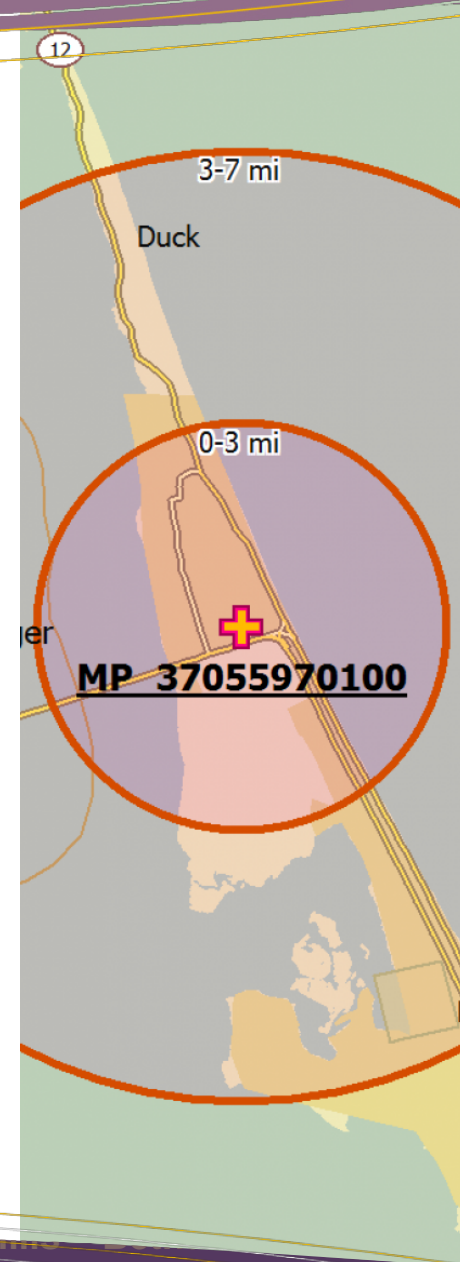
CULTURAL BARRIERS OF ACCEPTANCE

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.

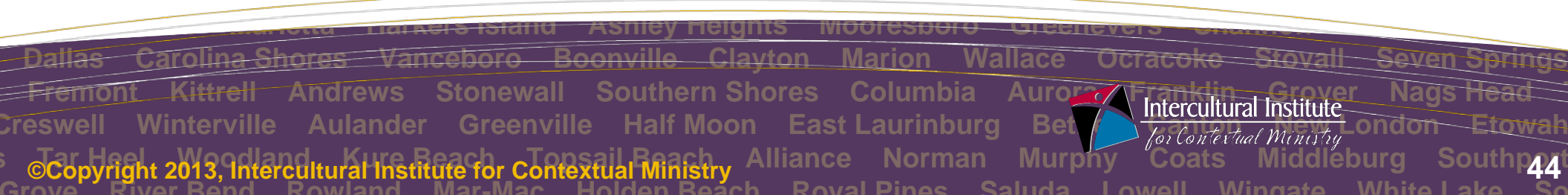


Potential Cultural Barriers:

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	50%	50%	50%
Prefer To Have Few Possessions As Possible	45%	38%	37%
If Won Lottery Would Never Work Again	39%	32%	30%
Find It Difficult To Say No To My Kids	39%	38%	38%
Speak My Mind Even If It Upsets People	34%	34%	34%
Woman's Place Is In The Home	31%	34%	34%
Like To Do Unconventional Things	31%	29%	29%
Friends More Important Than My Fam.	30%	27%	27%
Like Control Over People And Resources	30%	30%	31%
Money Is Best Measure Of Success	26%	27%	27%
Don't Judge People/Way They Live Life	26%	27%	28%
Marijuana Should Be Legalized	22%	20%	20%

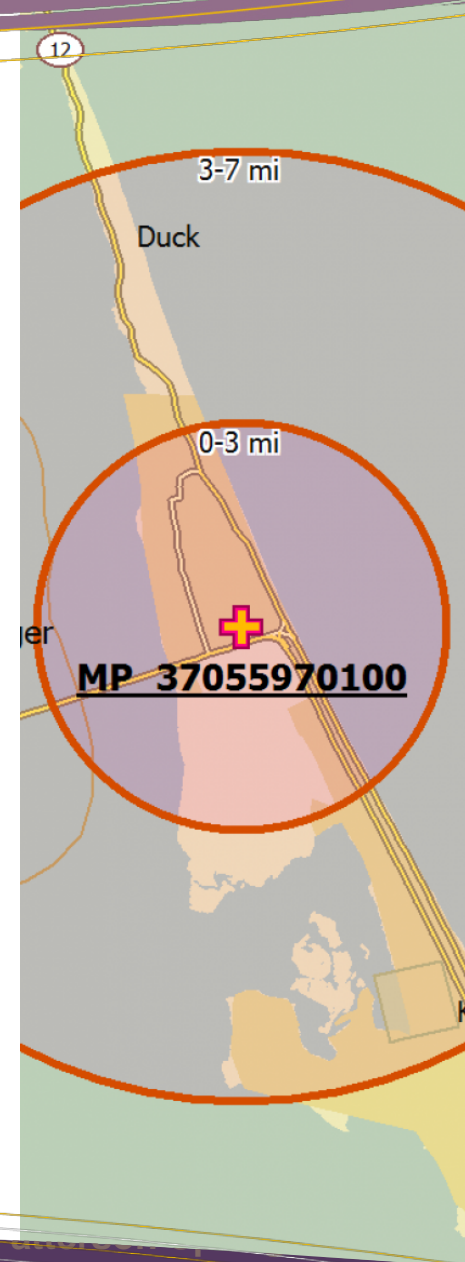
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	18%	19%	19%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Only Work Current Job for The Money	16%	15%	14%
Too Much Sponsorship In Arts/Sports	16%	19%	19%
Rarely Sit Down to a Meal Together At Home	15%	16%	16%
Happy With My Standard Of Living	14%	13%	13%
We Should Strive for Equality for All	13%	12%	12%
I Am A Workaholic	11%	14%	15%
Little I Can Do To Change My Life	8%	8%	7%
On Whole People Get What They Deserve	8%	9%	10%
Indulge My Kids With The Little Extras	7%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	5%	5%



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:

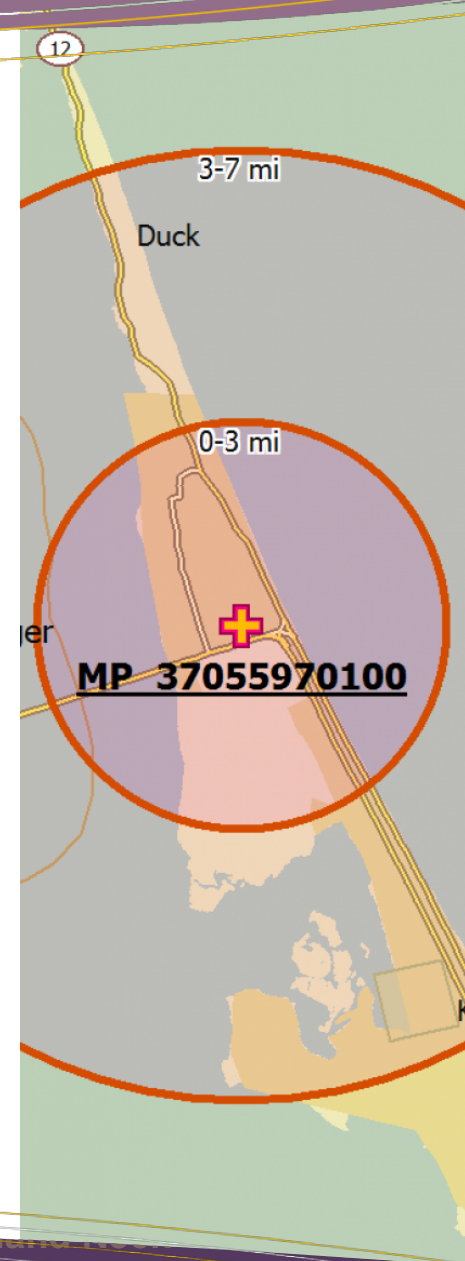
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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
Important To Respect Customs And Beliefs	70%	66%	66%
You Should Seize Opportunities In Life	61%	58%	57%
Prefer To Have Few Possessions As Possible	45%	38%	37%
Like To Understand About Nature	41%	38%	38%
Important Feel Respected By My Peers	33%	33%	33%
Prefer Work Part Of Team Than Alone	32%	32%	32%
Have Keen Sense Of Adventure	30%	27%	27%
Important To Juggle Various Tasks	27%	28%	28%
People Have To Take Me As They Find Me	27%	25%	24%
Good At Fixing Things	26%	27%	27%
Like To Just Enjoy Life	24%	23%	23%
Worried About Pollution Caused By Cars	18%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	18%	18%
Try Not To Worry About The Future	16%	14%	13%
Real Men Don't Cry	15%	16%	16%
Is An Important Part Of Who I Am	13%	15%	15%
Looking for New Ideas To Improve Home	13%	14%	14%
Enjoy Spending Time With My Fam.	7%	10%	10%
Provide My Kids With The Little Extras	6%	8%	9%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	4%	4%	5%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Would Like To Set Up Own Business	4%	3%	3%
Decor Particular Interest To Me	3%	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
Fam. Restaurants/Steak Houses-Visit Any	87.31%	85.57%	85.26%
Fast Food/Drive-In Restaurant-Visit Any	80.04%	84.13%	84.72%
McDonald's	53.79%	55.92%	56.14%
Applebee's	31.63%	31.49%	31.51%
Burger King	30.39%	36.19%	36.92%
Wendy's	27.13%	29.02%	29.18%
Subway	26.6%	30.96%	31.36%
Olive Garden	25.99%	23.23%	22.74%
Taco Bell	23.22%	28.73%	29.32%
Outback Steakhouse	18.93%	17.38%	17.05%
Arby's	17.56%	22.63%	23.2%
Kentucky Fried Chicken (KFC)	17.48%	23.61%	24.69%

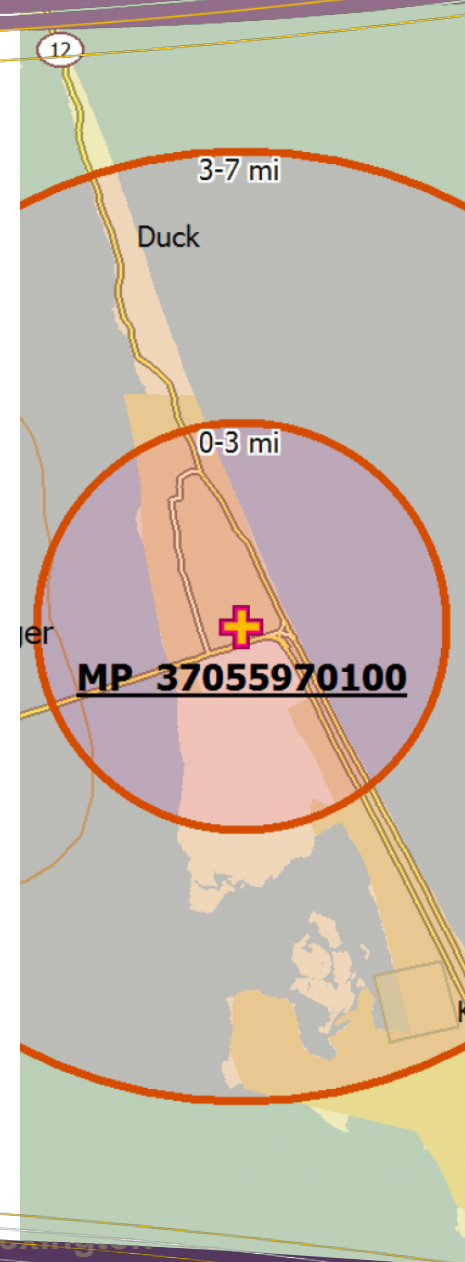
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	16.66%	18.61%	18.91%
Red Lobster	16.53%	16.52%	16.45%
Cracker Barrel	16.28%	16.52%	16.37%
Pizza Hut	16.27%	19.63%	20%
IHOP (International House Of Pancakes)	14.95%	14.32%	14.1%
Chick-Fil-A	13.44%	13.36%	13.14%
Starbucks	13.08%	12.37%	12.35%
Chili's Grill and Bar	12.87%	13.72%	13.52%
Denny's	11.37%	12.03%	12.23%
Quiznos Sub	10.43%	10.33%	10.29%
Dunkin' Donuts	10.32%	11.08%	11.3%
TGI Friday's	10.14%	11.15%	11.29%

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.

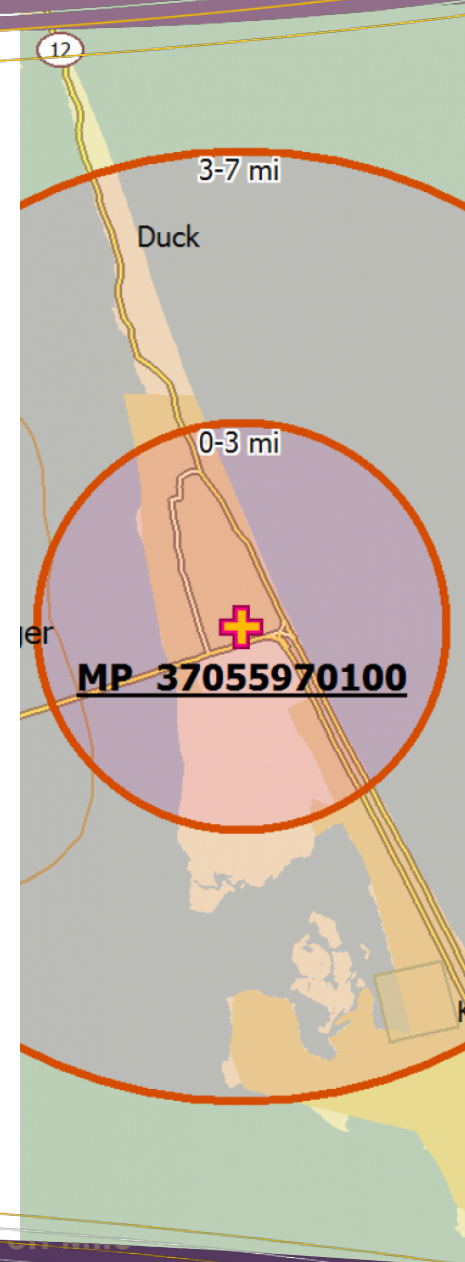
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	55.83%	50.93%	50.2%
Recycled products	46.93%	40.55%	39.42%
Worked as volunteer (non political)	20.75%	19.08%	18.82%
Engaged in fund raising	11.21%	11.15%	11.16%
Wrote to elected offcl about publ bus	8.07%	7.16%	6.98%
Religious club member	7.9%	7.69%	7.68%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	7.16%	5.91%	5.75%
Wrote to editor of mag or newspaper	7.08%	6.44%	6.28%
Addressed a public meeting	6.5%	5.55%	5.48%
Took active part in local civic issue	5.71%	5.48%	5.46%
Union member	5.53%	5.7%	5.71%
Wrote to editor of mag or newspaper	5.42%	4.47%	4.32%

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	22.7%	19.54%	19%
Mystery	16.6%	13.96%	13.59%
Children's Books	14.65%	13.71%	13.51%
Cookbooks	11.65%	11.31%	11.26%
History	10.69%	8.42%	8.04%
Biography	9.25%	7.61%	7.35%
Religious (not Bibles)	8.81%	8.87%	8.82%
Personal/Business	8.27%	7.43%	7.25%
Self-help			
Romance	7.06%	7.15%	7.2%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	74.54%	70.57%	69.84%
Gen. Editorial	49.97%	46.94%	46.4%
Womens	40.89%	40.47%	40.27%
Service	40.09%	38.08%	37.6%
Business/Finance	24.5%	19.19%	18.22%
Sports	17.64%	15.56%	15.15%
Mens	17.54%	17.76%	17.67%
Mature Market	17.1%	14.53%	14.22%
Health	13.51%	13.48%	13.41%

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	61.33%	59.03%	58.65%
Business/Finance	40.44%	33.55%	32.44%
Sport	37.65%	34.44%	34.04%
Editorial Page	34.56%	33.32%	33.19%
Comics	29.7%	29.54%	29.58%
Food/Cooking	29.4%	27.49%	27.24%
Movie Listings & Reviews	28.29%	26.97%	26.62%
Travel	26.33%	22.01%	21.33%
TV/Radio Listings	26.16%	25.36%	25.19%
Classified	25.07%	31.85%	32.86%
Home/Gardening	24.73%	23.14%	22.91%
Science/Technology	21.75%	19.39%	18.99%
Fashion	16.44%	14.53%	14.2%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	22.7%	20.79%	20.37%
Country	16.73%	22.73%	23.69%
CHR Contemp Hit Radio	16.39%	17.31%	17.34%
News/Talk	15.7%	14.11%	13.77%
Oldies	12.53%	12.06%	11.97%
Rock	12.21%	13.67%	13.74%
Alternative	11.94%	11.03%	10.73%
All Talk	11.83%	6.64%	5.76%
Classic Rock	11.03%	11.45%	11.41%
All News	9.74%	6.38%	5.78%
Religious	7.77%	7.03%	6.87%
Variety	7.45%	7.94%	7.98%
Adult Standards	7.03%	4.34%	3.92%
Urban Contemporary	7%	7.94%	8.06%
Soft Contemporary	6.94%	6.74%	6.7%
Jazz	5.82%	4.25%	4%
Sports	5.05%	4.32%	4.18%
Classical	4.84%	4.07%	3.9%

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	68.17%	66.67%	66.58%
Soapnet	53.48%	52.45%	52.04%
Comedy Central	49.38%	39%	37.61%
Satellite Dish	47.99%	52.48%	52.82%
Other Video-On-Demand	44.07%	41.48%	41.19%
Adult Pay Per View TV	41.63%	37.29%	36.66%
Sci-Fi Channel	35.92%	37.4%	37.68%
ESPN Classic	34.76%	26.87%	25.73%
TV Info From Sunday TV Magazine	34%	31.1%	30.63%
MSNBC	32.14%	34.34%	34.8%
The Golf Channel	31.32%	27.41%	26.89%
USA Network	30.63%	27.33%	26.66%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
ABC Fam.	30.21%	26.82%	26.38%
Hallmark Channel	30.12%	27.46%	27.07%
ESPN News	29.58%	22.96%	22.09%
ESPN2	28.79%	26%	25.65%
Adult Swim	28.77%	30.11%	30.4%
TCM (Turner Classic Movies)	27.34%	26.42%	26.19%
Subscribe Digital Cable	27.26%	27.1%	27.29%
Discovery Health Channel	26.43%	19.28%	18.14%
TV Info From Newspapers	26.05%	27.18%	27.18%
Nickelodeon	24.9%	29.25%	29.9%
BET (Black Entertainment TV)	24.79%	26.4%	26.69%
TV Info From Monthly Cable Guide	24.01%	24.92%	24.9%

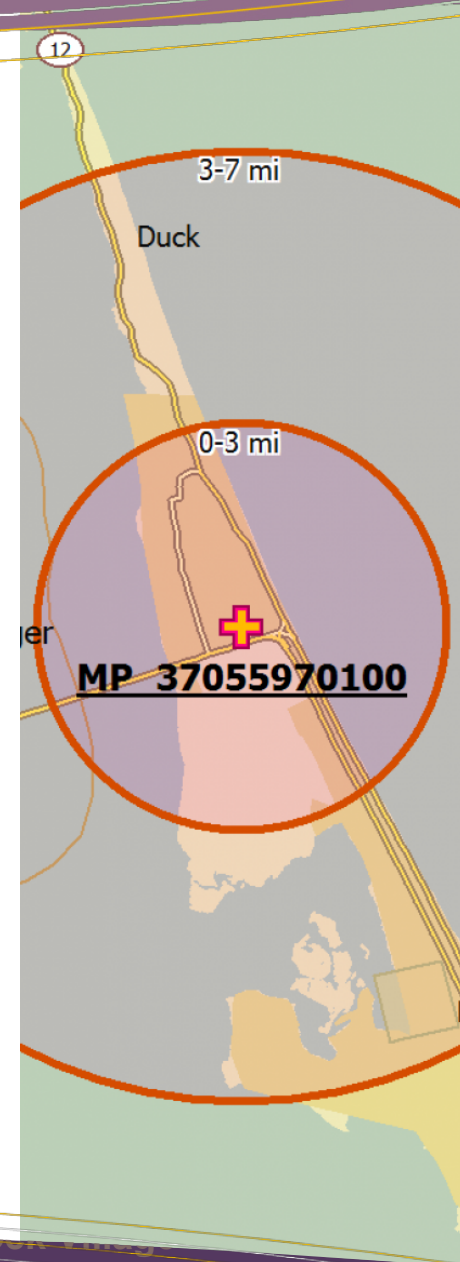


Communication Media Usage

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+)	23.57%	21.64%	21.27%
Medium Users (4-6)	13.61%	12.22%	11.91%
Light Users (1-3)	21.88%	21.13%	20.98%
Quintiles (20%)			
Newspaper I (Heavy)	0.49%	1.63%	1.83%
Newspaper II	1.09%	1.38%	1.37%
Newspaper III	1.98%	1.97%	1.94%
Newspaper IV	0.23%	0.44%	0.46%
Newspaper V (Light)	1.03%	1.17%	1.18%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	15.8%	18.02%	18.26%
Magazines II	6.81%	8.13%	8.24%
Magazines III	6.77%	8.93%	9.21%
Magazines IV	9.5%	10.52%	10.64%
Magazines V (Light)	0.2%	0.3%	0.32%
Outdoor I (Heavy)	6.56%	6.59%	6.55%
Outdoor II	1.91%	2.25%	2.32%
Outdoor III	2.1%	2.59%	2.68%
Outdoor IV	14.15%	15.49%	15.74%
Outdoor V (Light)	30.36%	26.93%	26.46%
Yellow Pages I (Heavy)	12.37%	14.19%	14.62%
Yellow Pages II	6.34%	6.02%	5.99%
Yellow Pages III	2.06%	4.14%	4.42%
Yellow Pages IV	17.61%	20.88%	21.56%
Yellow Pages V (Light)	1.36%	2.36%	2.6%

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)	2.89%	3.23%	3.38%
Drive Time III (Medium)	0.16%	0.47%	0.5%
Radio IV & V (Light)	1.88%	2.53%	2.61%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	6.45%	7.29%	7.42%
Radio III (Medium)	5.16%	5.09%	5.01%
Radio IV & V (Light)	2.41%	3.47%	3.51%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.18%	13.43%	13.6%
Cable III (Medium)	3.5%	3.75%	3.74%
Cable IV & V (Light)	37.14%	33.94%	33.52%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.07%	3.22%	3.37%
Prime Time III (Medium)	2%	2.19%	2.19%
Prime Time IV & V (Light)	3.21%	6.15%	6.42%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	46.62%	42.28%	41.78%
Fringe III (Medium)	51.16%	52.09%	52.37%
Fringe IV (Light)	52.58%	54.48%	54.86%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.05%	12.17%	12.22%
All Day III (Medium)	22.16%	23.11%	23.28%
All Day IV (Light)	8.95%	11%	11.31%



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]	12.43%	13.24%	13.43%
6:00am - 10:00am	21.78%	17.77%	17.39%
10:00am - 3:00pm	7.74%	6.52%	6.27%
3:00pm - 7:00pm	12.04%	13.45%	13.52%
7:00pm - Midnight	16.92%	15.8%	15.52%
Midnight - 6:00am	8.39%	6.55%	6.36%
Weekend Radio			
Listeners			
Dayparts [summary]	10.96%	14.78%	15.36%
6:00am - 10:00am	5.54%	4.79%	4.69%
10:00am-3:00pm	8.41%	6.45%	6.22%
3:00pm - 7:00pm	6.07%	6.75%	6.82%
7:00pm - Midnight	9.09%	9.52%	9.5%
Midnight - 6:00am	12.33%	12.14%	12.05%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.27%	8.83%	8.78%
Saturday: 8:00-11:00pm	6.43%	8.63%	8.8%
Sunday: 7:00-11:00pm	10.14%	10.12%	10.15%
9:00am-1:00pm	22.37%	25.94%	26.43%
9:00am-4:00pm	25.83%	30.04%	30.63%
4:00pm-7:00pm	35.02%	31.56%	31.08%
11:00pm-1:00am	40.46%	42.36%	42.69%
AVG Prime time	2.15%	2.47%	2.5%
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	18.32%	18.32%	18.28%
7-9am	28.79%	26%	25.65%
9am-12noon	19.08%	21.98%	22.33%
12noon-4pm	6.74%	8.06%	8.3%
4-6pm	56.71%	51.71%	50.97%
6-7pm	18.46%	19.81%	20.12%
7-7:30pm	1.3%	2.23%	2.33%
7:30-8pm	8.43%	9.88%	10.27%
8-11pm	8.27%	8.83%	8.78%
11pm-12am	32.14%	34.34%	34.8%
11pm-1am	40.46%	42.36%	42.69%
1-6am	43.27%	35.97%	34.82%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	22.59%	20.02%	19.54%
Sat: 10am-1pm	6.95%	7.66%	7.73%
Sat: 1-4pm	24.69%	25.31%	25.29%
Sat: 4-6pm	6.03%	6.54%	6.6%
Sat: 6-7pm	2.18%	2.23%	2.26%
Sat: 7-8pm	0.51%	1.05%	1.11%
Sat: 8-11pm	6.43%	8.63%	8.8%
Sat: 11pm-1am	5.64%	5.31%	5.22%
Sat: 1am-7pm	30.63%	27.33%	26.66%
Sun: 7-10am	1.4%	2.26%	2.39%
Sun: 10am-1pm	6.06%	7.23%	7.39%
Sun: 1-4pm	6.18%	6.5%	6.56%
Sun: 4-7pm	12.95%	13.89%	13.96%
Sun: 7-11pm	10.14%	10.12%	10.15%
Sun: 11pm-1am	3.32%	4.67%	4.85%
Sun: 1-7am	19.34%	21.58%	21.82%

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*

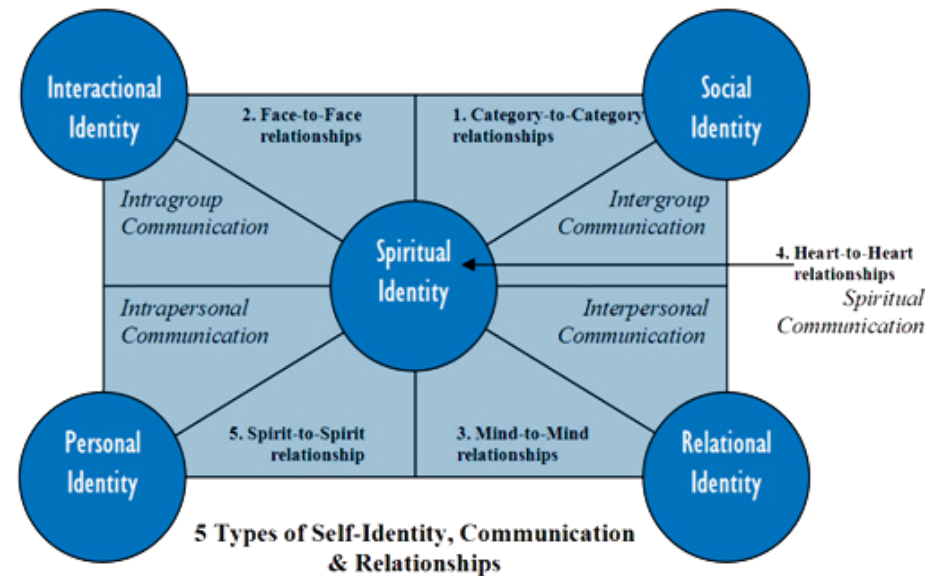


Establishing Redemptive Relationships

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.

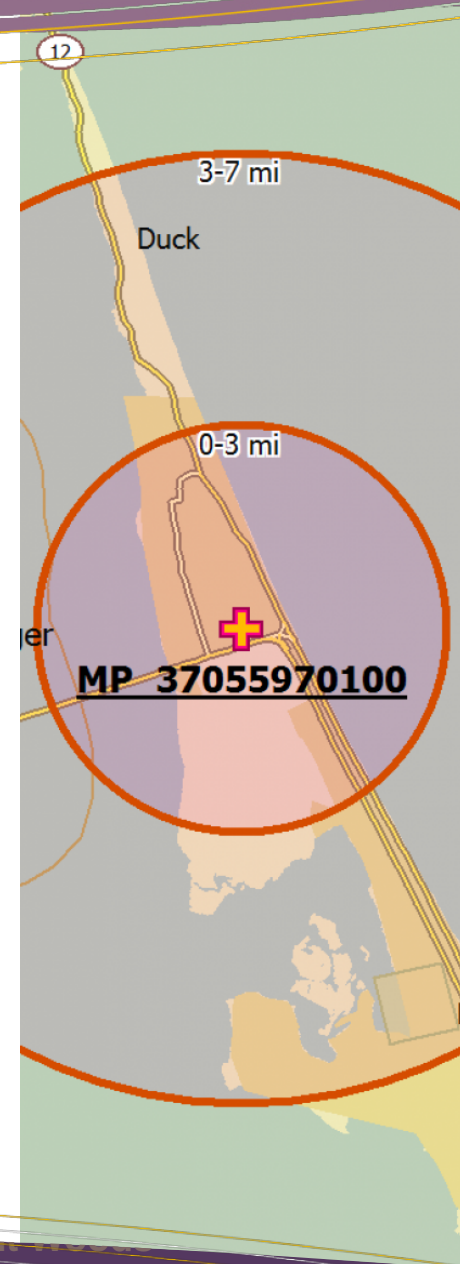


Your MissionSite and the Missional Suite

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	Hatteras	3809 N Croatan Hwy Unit F Kitty Hawk, NC 27949	0.78 mi	0	Insufficient Data
2	Kitty Hawk Bapt Ch	3946 N Croatan Hwy Kitty Hawk, NC 27949	3.96 mi	120	Insufficient Data
3	Powells Point - Powells Point	8387 Caratoke Hwy Powells Point, NC 27966	5.88 mi	66	Growing
4	Outer Banks - Kill Devil Hills	216 W 1st St Kill Devil Hills, NC 27948	7.44 mi	55	Insufficient Data
5	Ocean View - Kill Devil Hills	902 S Virginia Dare Trl Kill Devil Hills, NC 27948	7.61 mi	80	Plateauing
6	Poplar Branch - Grandy	709 Poplar Branch Rd Grandy, NC 27939	12.87 mi	88	Growing
7	Manteo Faith - Manteo	1037 Burnside Rd Manteo, NC 27954	14.49 mi	72	Plateauing
8	Manteo - Manteo	406 US Hwy 64 N Manteo, NC 27954	14.74 mi	185	Insufficient Data
9	Nags Head Church	105 W Soundside Rd Nags Head, NC 27959	17.44 mi	313	Plateauing
10	Church of the Outer Banks	300 S Croatan Hwy Nags Head, NC 27959	17.44 mi	0	Insufficient Data
11	Shiloh - Shiloh	952 NC Hwy 343 S Shiloh, NC 27974	18.30 mi	140	Declining
12	Coinjock	193 Worth Guard Rd Coinjock, NC 27923	20.16 mi	145	Growing
13	Salem - Elizabeth City	1401 Salem Church Rd Elizabeth City, NC 27909	23.26 mi	102	Growing
14	Rehoboth - Maple	284 Maple Rd Maple, NC 27956	25.47 mi	0	Insufficient Data
15	Riverside - Elizabeth City	1528 Weeksville Rd Elizabeth City, NC 27909	26.47 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHW AVG	IICM CGR
16	Geneva	806 NC Highway 343 N Camden, NC 27921	28.84 mi	29	Growing
17	Sawyer's Creek - Camden	241 Sawyers Creek Rd Camden, NC 27921	29.02 mi	122	Declining
18	Calvary - Elizabeth City	801 Riverside Ave Elizabeth City, NC 27909	29.56 mi	25	Plateauing
19	Providence - Shawboro	765 Shawboro Rd Shawboro, NC 27973	29.67 mi	199	Growing
20	Blackwell Memorial - Elizabeth City	700 N Road St Elizabeth City, NC 27909	30.34 mi	93	Insufficient Data
21	Elizabeth City First - Elizabeth City	300 W Main St Elizabeth City, NC 27909	30.35 mi	118	Plateauing
22	Columbia - Columbia	710 Bridge St Columbia, NC 27925	30.59 mi	38	Plateauing
23	Soundside Missionary - Columbia	2607 Soundside Rd Columbia, NC 27925	30.59 mi	52	Growing
24	Action Impact	1000 W Main St Elizabeth City, NC 27909	30.79 mi	0	Insufficient Data
25	Trinity Fellowship - Elizabeth City	2290 Peartree Rd Elizabeth City, NC 27909	32.50 mi	39	Plateauing
26	Family Prayer Worship Center - Elizabeth	2703 Main Street Ext Elizabeth City, NC 27909	32.50 mi	0	Insufficient Data
27	Woodville - Hertford	151 Woodville Rd Hertford, NC 27944	34.07 mi	0	Insufficient Data
28	Fellowship - Moyock	871 Tulls Creek Rd Moyock, NC 27958	34.37 mi	271	Growing
29	Berea - Elizabeth City	2033 N Road St Elizabeth City, NC 27909	34.45 mi	187	Plateauing
30	Corinth - Elizabeth City	1035 US Highway 17 S Elizabeth City, NC 27909	34.61 mi	421	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Moyock - Moyock	123 Oak St Moyock, NC 27958	37.64 mi	129	Growing
32	Burgess - Hertford	1850 Harvey Point Rd Hertford, NC 27944	37.96 mi	50	Declining
33	Great Hope - Hertford	Great Hope Church Rd Hertford, NC 27944	38.64 mi	44	Declining
34	Ebenezer - South Mills	117 Main St South Mills, NC 27976	40.13 mi	110	Growing
35	Creswell - Creswell	106 N 7th St Creswell, NC 27928	40.64 mi	30	Plateauing
36	Hertford - Hertford	124 W Market St Hertford, NC 27944	41.40 mi	183	Declining
37	Mount Sinai - Hertford	389 Swamp Rd Hertford, NC 27944	41.41 mi	30	Plateauing
38	Bethel - Hertford	794 Burnt Mill Rd Hertford, NC 27944	42.03 mi	98	Growing
39	Mount Pleasant - Creswell	10 Mount Pleasant Rd Creswell, NC 27928	42.30 mi	16	Declining
40	Good News - South Mills	196 Culpepper Rd South Mills, NC 27976	42.65 mi	20	Plateauing
41	Ramoth Gilead - Elizabeth City	1308 School House Rd Elizabeth City, NC 27909	42.70 mi	48	Plateauing
42	Oak Grove - Roper	233 Arnolds Beach Rd Roper, NC 27970	44.37 mi	33	Declining
43	Far Creek Cornerstone	34731 US Hwy 264 Engelhard, NC 27824	44.64 mi	0	Insufficient Data
44	Engelhard - Engelhard	33856 US Hwy 264 Engelhard, NC 27824	44.66 mi	25	Insufficient Data
45	Whiteville Grove - Belvidere	373 Perrys Bridge Rd Belvidere, NC 27919	46.19 mi	32	Growing





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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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