

# MissionSite

top unreached locations



LELAND, NC

CENSUS TRACT: 37019020100

REGION: Region 3: Southeast Coast

COUNTY: Brunswick

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



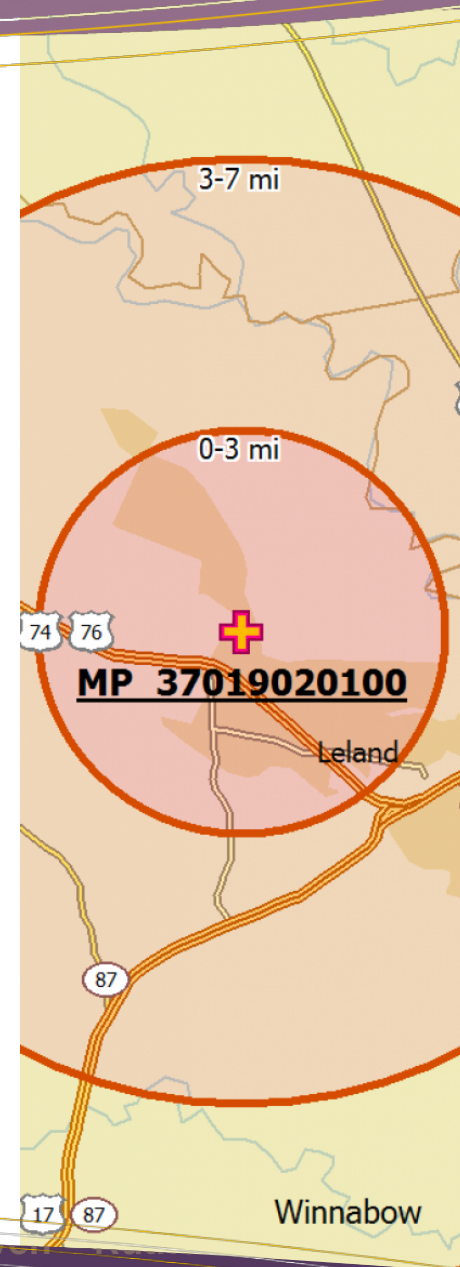
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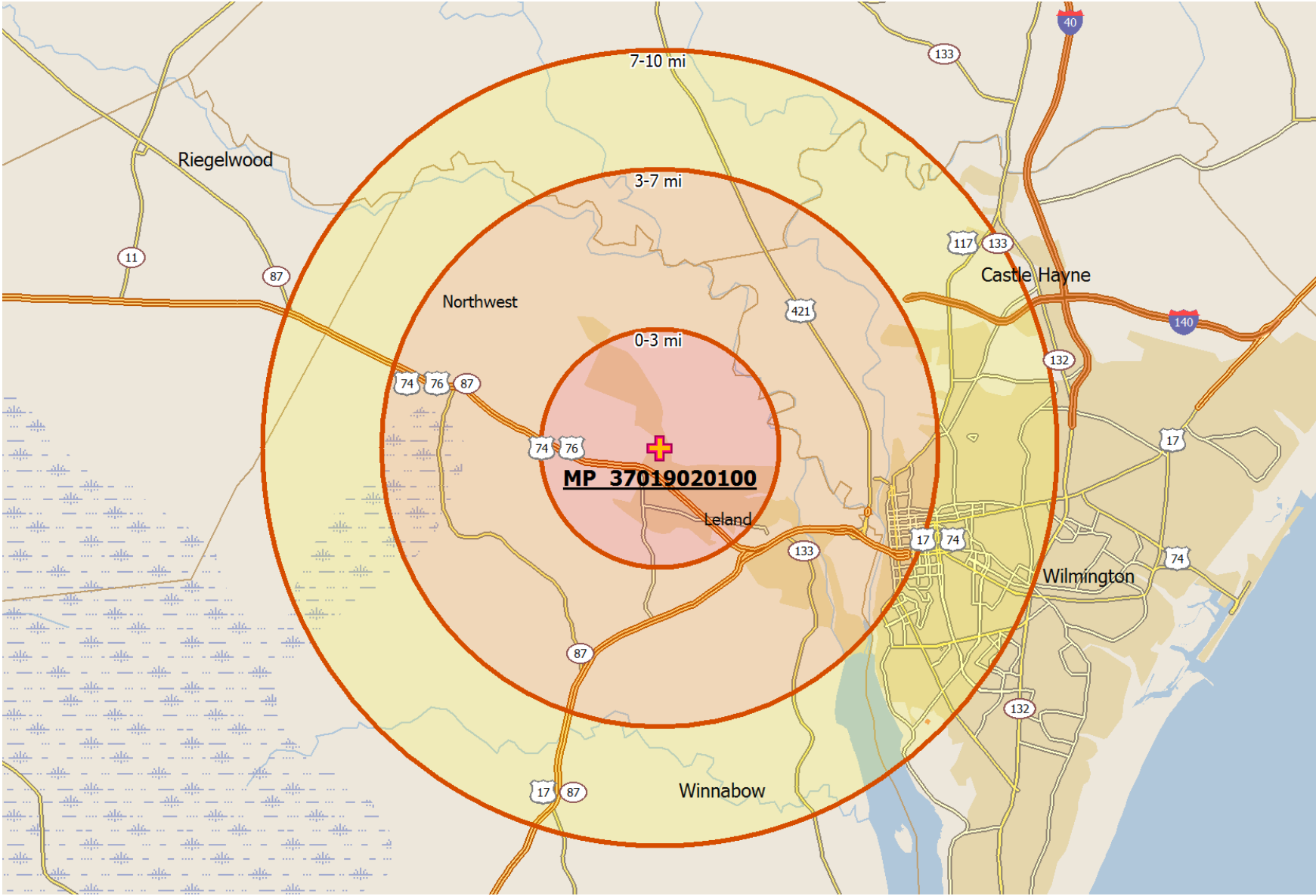
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37019	Brunswick
4	Zipcode	28451	Brunswick
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	1	Metro
2 Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3 Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4 NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
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	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	15,209	45,631	71,731
2010 Households	6,081	19,508	31,519
2010 Group Quarters Population	0	1,908	3,118

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	24	36
Language Diversity National Index	47	23	29
Foreign Born Diversity National Index	7	33	54
Ancestry Diversity National Index	24	16	40
Racial Diversity National Index	49	68	58

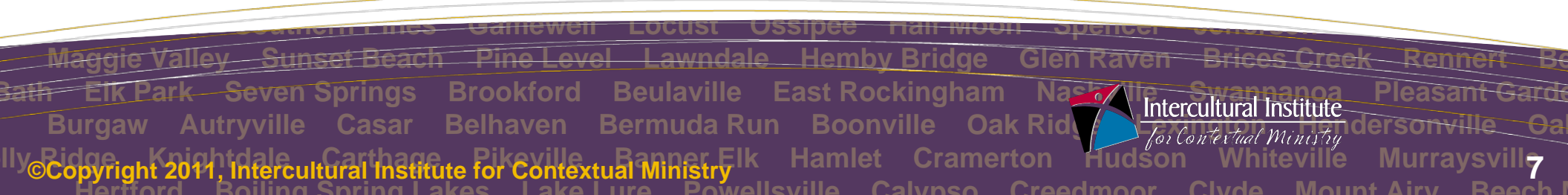


# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
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	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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	873	14.36%
Mainstay Communities	Established, Diverse Households	947	15.57%
Working Communities	Blue-collar, Working Families	478	7.86%
Country Communities	Rural, Agri. & Mining Families	2,050	33.71%
Aspiring Communities	Young Singles / Aspiring-Multihousing	734	12.07%
Urban Communities	High Density, Inner-city Neighborhoods	999	16.43%

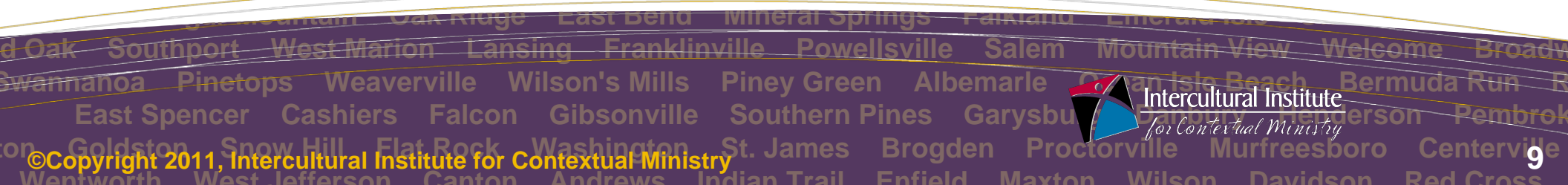


# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	32,447	3,964	12.22%
Unreached %	67.07%	65.18%	97.18
Religious But NOT Evangelical HH	8,000	889	11.11%
Religious But NOT Evangelical %	16.54%	14.62%	88.39
Spiritual But NOT Relig or Evang HH	6,078	709	11.67%
Spiritual But NOT Relig or Evang %	12.56%	11.67%	92.86
Not Evangelical, Not Interested HH	18,394	2,371	12.89%
Not Evangelical, Not Interested %	38.02%	39%	102.57



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of BCNC Churches	55	3	5.45%
Active BCNC Attenders	4,524	504	11.14%
Active Evangelical Households	4,995	664	13.29%
Active Evangelical Percent	10.32%	10.92%	105.73
Inactive Evangelical Households	10,937	1,454	13.29%
Inactive Evangelical Percent	22.61%	23.90%	105.73
# 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
1	Leland First - Leland	1.35 mi	260	Insufficient Data
2	Elah - Leland	1.65 mi	101	Declining
3	Woodburn First - Leland	1.87 mi	143	Declining
4	New Hope - Leland	3.43 mi	24	Plateauing
5	Iglesia Bautista Nueva Vision	3.45 mi	0	Insufficient Data
6	Pine View - Wilmington	4.18 mi	25	Insufficient Data
7	Wilmington First - Wilmington	4.91 mi	821	Plateauing
8	Greenfield - Wilmington	5.35 mi	0	Insufficient Data
9	Community Chapel - Leland	5.57 mi	31	Plateauing
10	Primera Mission Bautista - Wilmington	5.75 mi	0	Insufficient Data
11	Olivet - Wilmington	5.76 mi	53	Declining
12	Lake Forest - Wilmington	5.85 mi	98	Plateauing
13	Sunset Park - Wilmington	5.90 mi	164	Declining
14	Temple - Wilmington	5.93 mi	252	Declining
15	Chinese Baptist Church - Wilmington	5.93 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Hope for all Nations - Wilmington	6.11 mi	0	Insufficient Data
17	Calvary - Wilmington	6.21 mi	231	Plateauing
18	Gibson Avenue - Wilmington	6.24 mi	52	Plateauing
19	Goshen - Leland	6.39 mi	85	Plateauing
20	Long Leaf - Wilmington	6.44 mi	400	Plateauing
21	Wrightsboro - Wilmington	6.77 mi	330	Plateauing
22	The Bridge Community Church - Wilmington	6.78 mi	30	Insufficient Data
23	Farmers Chapel - Leland	6.80 mi	18	Plateauing
24	Covenant Community Fellowship - Wilmington	7.19 mi	42	Insufficient Data
25	Charity - Wilmington	7.19 mi	20	Insufficient Data
26	North Wilmington Community - Castle Hayne	7.35 mi	0	Insufficient Data
27	Pine Valley - Wilmington	8.32 mi	302	Declining
28	Winter Park - Wilmington	8.60 mi	0	Insufficient Data
29	Port City Community - Wilmington	8.71 mi	0	Insufficient Data
30	Town Creek Missionary - Leland	8.87 mi	192	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.

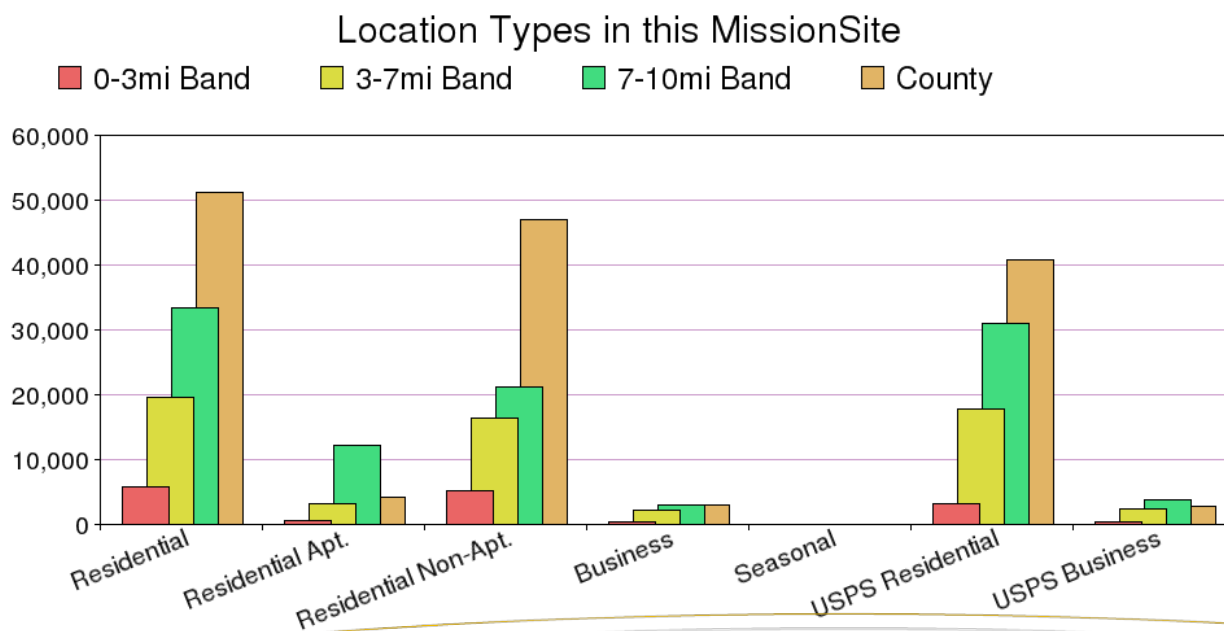


# Current Demographic Summary

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	50,985	6,307	12.37%
2000 Population	73,143	7,528	10.29%
2010 Population	110,730	15,209	13.74%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,069	2,242	11.17%
2000 Households	30,438	2,867	9.42%
2010 Households	48,379	6,081	12.57%

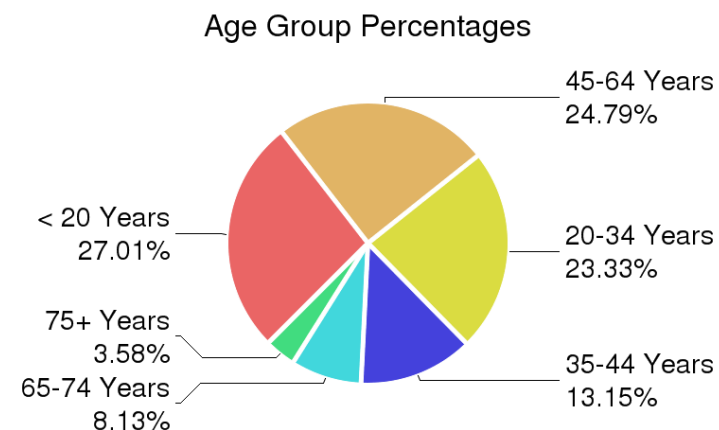


Location Type	0-3mi Band
Residential	5,863
Residential Apt.	593
Residential Non-Apt.	5,270
Business	359
Seasonal	0
USPS Residential	3,279
USPS Business	319

# 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	4.36%	6.28%	144.04
4-5 Years	2.12%	2.74%	129.25
6-8 Years	3.14%	4.26%	135.67
9-11 Years	3.03%	3.93%	129.7
12-13 Years	1.96%	2.56%	130.61
14-17 Years	3.95%	4.77%	120.76
18-19 Years	1.97%	2.47%	125.38
0-5 Years	6.48%	9.02%	139.2
6-12 Years	7.16%	9.49%	132.54
13-19 Years	6.89%	8.49%	123.22
< 20 Years	20.53%	27%	131.51
20-34 Years	15.61%	23.33%	149.46
35-44 Years	11.14%	13.15%	118.04
45-64 Years	29.59%	24.79%	83.78
65-74 Years	15.14%	8.13%	53.7
75+ Years	7.97%	3.58%	44.92
Median Age	47	35	74.66
Median Age (Male)	46	34	73.82
Median Age (Female)	49	37	76.82

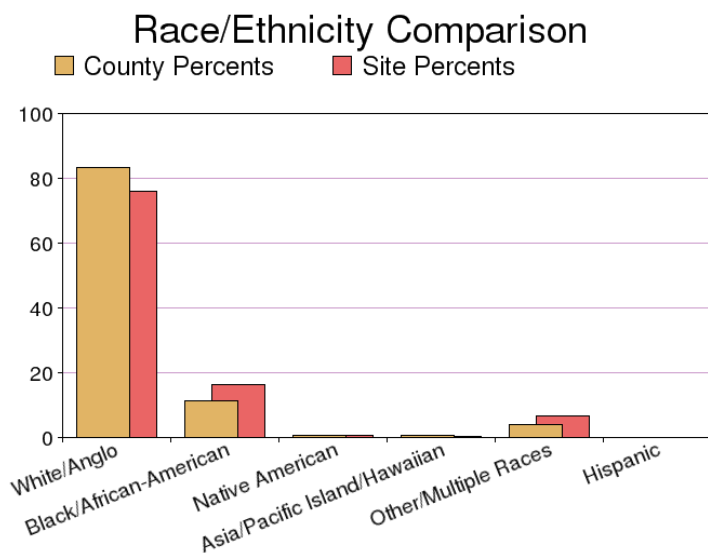


# Current Demographic Summary

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	83.3%	75.87%	91.08
Black, African-American	11.38%	16.36%	143.71
Native American	0.62%	0.79%	126.25
Asian	0.52%	0.34%	65.16
Pacific Island, Hawaiian	0.04%	0.06%	156.01
Other/Multiple Races	4.12%	6.59%	159.74
Hispanic	0%	7.39%	0



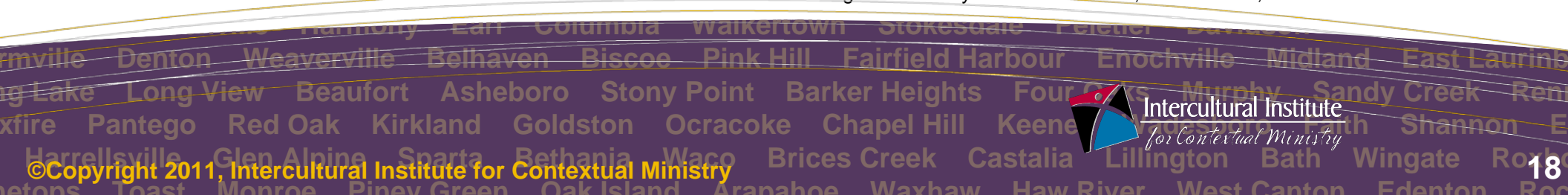
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	82,619	9,995	
Less than 9th Grade	4.71%	6.3%	74.7
No High School Diploma	10.73%	12.63%	84.98
High School Graduate	34.01%	37.95%	89.63
Some College, no degree	20.52%	18.27%	112.34
Associate Degree	9%	7.8%	115.27
College Degree	14.56%	12.76%	114.13
Graduate/Prof. degree	6.47%	4.29%	150.78

# 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	6.53%	6.71%	143.5
\$10,000 to \$19,999	11.59%	11.36%	98.06
\$20,000 to \$29,999	10.95%	12.73%	116.27
\$30,000 to \$49,999	24.65%	25.46%	103.27
\$50,000 to \$59,999	9.6%	10.01%	104.28
\$60,000 to \$69,999	8.8%	8.86%	100.71
\$70,000 to \$79,999	6.46%	6.3%	97.44
\$80,000 to \$89,999	4.78%	4.08%	85.3
\$90,000 to \$99,999	3.27%	2.32%	71
\$100,000 to \$124,999	6.32%	7.05%	111.61
\$125,000 to \$149,999	2.8%	2.99%	106.86
\$150,000 to \$199,999	2.7%	1.73%	63.87
\$200,000 to \$249,999	0.72%	0.13%	18.34
\$250,000 or more	0.83%	0.21%	25.86
Median Household	46,643	45,874	98.35
Average Household	60,940	54,381	89.24
Per Capita Household	26,815	21,743	81.09
Family/Non-Family Household Income			
Median Family Income	56,171	52,773	93.95
Average Family Income	70,352	60,780	86.39
Median Non-Family Income	30,322	30,031	99.04
Average Non-Family Income	42,691	40,906	95.82



# 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	65.97%	66.54%	100.85
Families with Children	29.35%	39.58%	134.85
Families without Children	36.62%	26.95%	73.6
Non-Family Households			
% Non-Family Households	34.03%	33.46%	98.35
Non-Families with Children	1.14	1.68	146.74
Non-Families without Children	32.88	31.79	96.67
Housing Units			Index
Total Housing Units	80,527	7,252	
Vacant percent	39.92%	16.15%	40.45
Owned percent	43.92%	54.59%	124.29%
Rented Percent	16.16%	29.25%	181.03
Households by Size			Index
Avg household size	2.27	2.50	110.13
Avg family hh size	2.85	3.10	108.77
Avg non-family hh size	1.15	1.31	113.91
Households By Count of Persons			Percent
One	13,011	1,455	11.18%
Two	20,580	2,152	10.46%
Three or Four	12,103	2,027	16.75%
Five+	2,685	446	16.61%

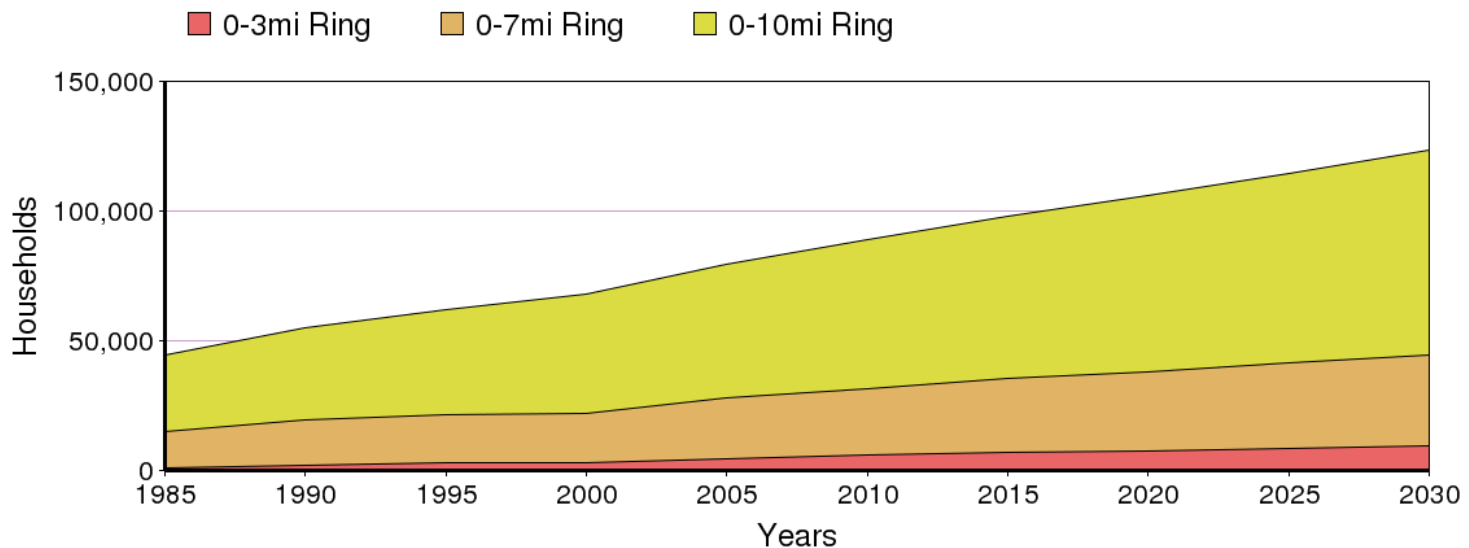
# Projected Demographic Summary

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	50,985	6,307	12.37%
2000 Population	73,143	7,528	10.29%
2010 Population	110,730	15,209	13.74%
2015 Population	129,070	17,223	13.34%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	20,069	2,242	11.17%
2000 Households	30,438	2,867	9.42%
2010 Households	48,379	6,081	12.57%
2015 Households	55,516	6,766	12.19%

Household Change from 1985 to 2030



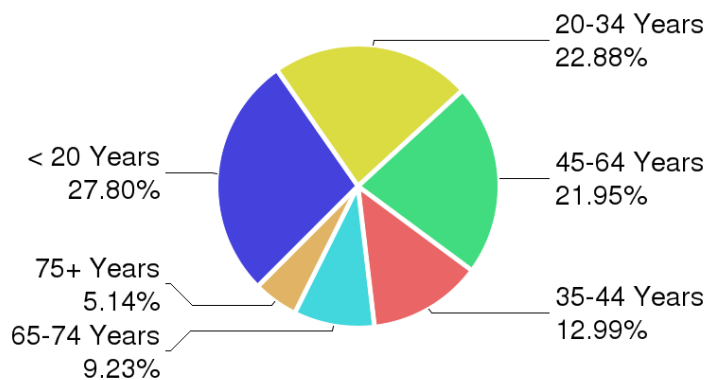
# Projected Demographic Summary

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	6.28%	6.13%	97.61
4-5 Years	2.74%	2.78%	101.46
6-8 Years	4.26%	4.51%	105.87
9-11 Years	3.93%	4.21%	107.12
12-13 Years	2.56%	2.79%	108.98
14-17 Years	4.77%	4.99%	104.61
18-19 Years	2.47%	2.4%	97.17
0-5 Years	9.02%	8.9%	98.67
6-12 Years	9.49%	10.1%	106.43
13-19 Years	8.49%	8.8%	103.65
< 20 Years	27%	27.8%	102.96
20-34 Years	23.33%	22.88%	98.07
35-44 Years	13.15%	12.99%	98.78
45-64 Years	24.79%	21.95%	88.54
65-74 Years	8.13%	9.23%	113.53
75+ Years	3.58%	5.14%	143.58
Median Age	47	35	74.02
Median Age (Male)	46	33	72.55
Median Age (Female)	49	38	77.27

Projected Age Group Percentages



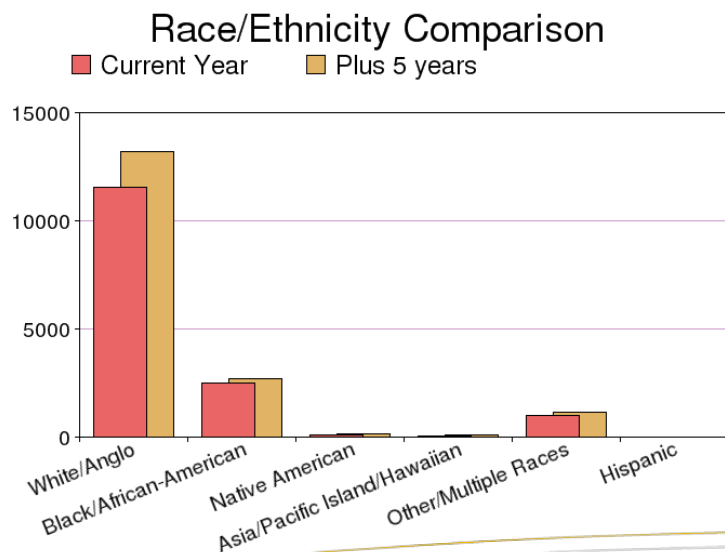
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	75.87%	76.54%	100.89
Black, African-American	16.36%	15.54%	95.01
Native American	0.79%	0.75%	94.93
Asian	0.34%	0.38%	110.38
Pacific Island, Hawaiian	0.06%	0.07%	117.74
Other/Multiple Races	6.59%	6.71%	101.88
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	9,995	11,136	
Less than 9th Grade	6.3%	5.06%	80.35
No High School Diploma	12.63%	10.6%	83.92
High School Graduate	37.95%	37.87%	99.79
Some College, no degree	18.27%	17.72%	96.98
Associate Degree	7.8%	9.11%	116.8
College Degree	12.76%	14.65%	114.81
Graduate/Prof. degree	4.29%	4.99%	116.32



# 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
<b>Household Income</b>			
< \$10,000	6.71%	5.85%	87.23
\$10,000 to \$19,999	11.36%	10.18%	89.62
\$20,000 to \$29,999	12.73%	11.26%	88.48
\$30,000 to \$49,999	25.46%	24.83%	97.54
\$50,000 to \$59,999	10.01%	9.96%	99.47
\$60,000 to \$69,999	8.86%	9.59%	108.22
\$70,000 to \$79,999	6.3%	6.89%	98.32
\$80,000 to \$89,999	4.08%	4.71%	104.01
\$90,000 to \$99,999	2.32%	2.66%	114.74
\$100,000 to \$249,999	7.05%	8%	113.34
\$125,000 to \$149,999	2.99%	3.25%	108.64
\$150,000 to \$199,999	1.73%	2.01%	116.41
\$200,000 to \$249,999	0.13%	0.21%	157.28
\$250,000 or more	0.21%	0.25%	117.53
Median Household	45,874	49,383	107.65
Average Household	54,381	58,377	107.35
Per Capita Household	21,743	22,933	105.47
<b>Family/Non-Family Household Income</b>			
Median Family Income	52,773	57,096	108.19
Average Family Income	60,780	65,261	107.37
Median Non-Family Income	30,031	33,233	110.66
Average Non-Family Income	40,906	46,194	112.93

# 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
<b>Family Households</b>			
% Family Households	66.54%	63.43%	95.34
Families with Children	39.58	39.34	99.4
Families without Children	26.95	27.86	103.37
<b>Non-Family Households</b>			
% Non-Family Households	33.46%	36.57%	109.26
Non-Families with Children	1.68	1.8	109.26
Non-Families without Children	31.79	34.76	109.36
<b>Housing Units</b>			
Total Housing Units	7,252	8,200	113.07%
Vacant percent	16.15%	17.49%	108.3
Owned percent	54.59%	53.77%	98.49
Rented Percent	29.25%	28.74%	98.28
<b>Households by Size</b>			
Avg household size	2.50	2.55	102%
Avg family hh size	3.10	3.29	106.13%
Avg non-family hh size	1.31	1.26	96.18%
<b>Households By Count of Persons</b>			
One	1,455	1,755	120.62%
Two	2,152	2,137	99.3%
Three or Four	2,027	2,290	112.97%
Five+	446	585	131.17%



# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	408	1,381	1,943
Northern Europe	2	99	193
Western Europe	16	72	238
Southern Europe	0	45	81
Eastern Europe	3	66	79
Other Europe	0	0	0
Eastern Asia	3	18	160
So. Central Asia	0	35	125
SE Asia	9	45	175
Western Asia	0	8	113
Other Asia	0	24	2

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	5	9	5
Middle Africa	0	7	0
Northern Africa	5	1	10
Southern Africa	0	21	21
Western Africa	0	39	23
Other Africa	0	0	6
Oceania	5	3	18
Caribbean	3	94	40
Central Amer.	329	671	486
South America	0	60	57
North America	28	64	111
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	6,083	38,341	50,089
Spanish	563	1,428	1,576
Other Indo-Euro language	80	504	1,097
French (incl. Patois, Cajun)	32	143	305
French Creole	0	0	11
Italian	0	15	83
Portuguese	0	18	32
German	33	133	269
Yiddish	0	0	0
Other West Germanic	4	11	55
A Scandinavian Language	0	48	34
Greek	0	73	108
Russian	11	40	37
Polish	0	1	17
Serbo-Croatian	0	2	0
Other Slavic Language	0	0	43
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	4	39
Hindi	0	8	62
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	8	2
Asian/PI languages	0	0	0
Chinese	0	21	86
Japanese	0	28	19
Korean	4	8	57
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	5
Thai	1	0	46
Laotian	0	0	2
Vietnamese	6	7	68
Other Asian	0	22	17
Tagalog	0	28	17
Other Pacific Is	0	0	16
Other languages	7	80	207
Navajo	0	0	0
Other Native N. American	1	5	14
Hungarian	0	2	27
Arabic	2	57	105
Hebrew	0	0	26
African languages	4	10	35
Other unspecified	0	6	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	5,616	33,907	43,130
Arab	4	83	202
Armenian	0	5	28
Austrian	0	29	39
British	15	142	325
Canadian	0	41	67
Croatian	0	4	16
Czech	1	24	53
Czechoslovak	0	19	40
Danish	5	33	89
Dutch	24	287	462
English	392	2,959	6,334
European	29	134	498
Finnish	7	28	47
French (not Basque)	96	489	919
French Canadian	24	91	294
German	319	1,911	4,685
Greek	0	126	217
Hungarian	5	77	173
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	388	2,186	4,506
Italian	125	757	2,056
Lithuanian	0	57	47
Norwegian	5	85	267
Polish	47	274	620
Portuguese	0	29	50
Romanian	0	13	5
Russian	0	107	197
Scandinavian	0	18	34
Scotch-Irish	131	1,057	2,443
Scottish	162	662	1,510
Slovak	13	29	72
Subsaharan African	28	361	354
Swedish	2	54	349
Swiss	0	21	47
Ukrainian	0	33	145
US/American	1,075	4,054	5,827
Welsh	14	72	276
West Indian	0	76	80
Yugoslavian	0	8	9
Other	2,706	17,472	9,747



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

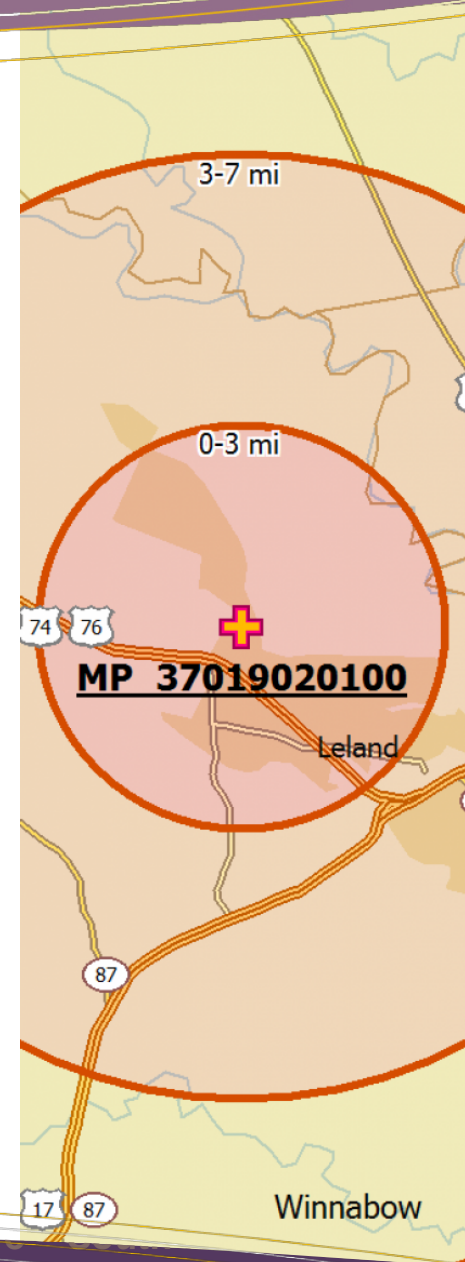
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	6,081	100%	4,018	100%
<b>AFFLUENT SUBURBIA</b>	731	12.02%	506	12.59%
America's Wealthiest	0	0%	0	0%
Dream Weavers	7	0.12%	5	0.12%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	721	11.86%	499	12.42%
New Suburbia Fam.	3	0.05%	2	0.05%
<b>UPSCALE AMERICA</b>	142	2.34%	95	2.36%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	142	2.34%	95	2.36%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TOWN SUCCESS</b>	919	15.11%	590	14.68%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	264	4.34%	0	0%
Prime Middle America	0	0%	172	4.28%
Urban Optimists	655	10.77%	0	0%
Family Convenience	0	0%	418	10.4%
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	6,081	100%	4,018	100%
<b>BLUE COLLAR BACKBONE</b>	6	0.1%	4	0.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	6	0.1%	4	0.1%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	28	0.46%	18	0.45%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	24	0.39%	15	0.37%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	4	0.07%	3	0.07%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	472	7.76%	323	8.04%
Steadfast Conservative	472	7.76%	323	8.04%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%





# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	6,081	100%	4,018	100%
REMOTE AMERICA	1,990	32.72%	1,166	29.02%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	1,990	32.72%	1,166	29.02%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	734	12.07%	548	13.64%
Young Cosmopolitans	242	3.98%	189	4.7%
Minority Metro Communities	409	6.73%	303	7.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	83	1.36%	56	1.39%
RURAL VILLAGES & FARMS	60	0.99%	81	2.02%
Aspiring Hispania	0	0%	56	1.39%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	60	0.99%	0	0%
Hinterland Fam.	0	0%	25	0.62%

# 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	6,081	100%	4,018	100%
<b>STRUGGLING SOCIETIES</b>	172	2.83%	117	2.91%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	62	1.02%	42	1.05%
Struggling city Centers	110	1.81%	75	1.87%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	827	13.6%	570	14.19%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	52	0.86%	36	0.9%
Urban Diversity	274	4.51%	197	4.9%
New Generation Activists	501	8.24%	337	8.39%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

Within the 0-3 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?

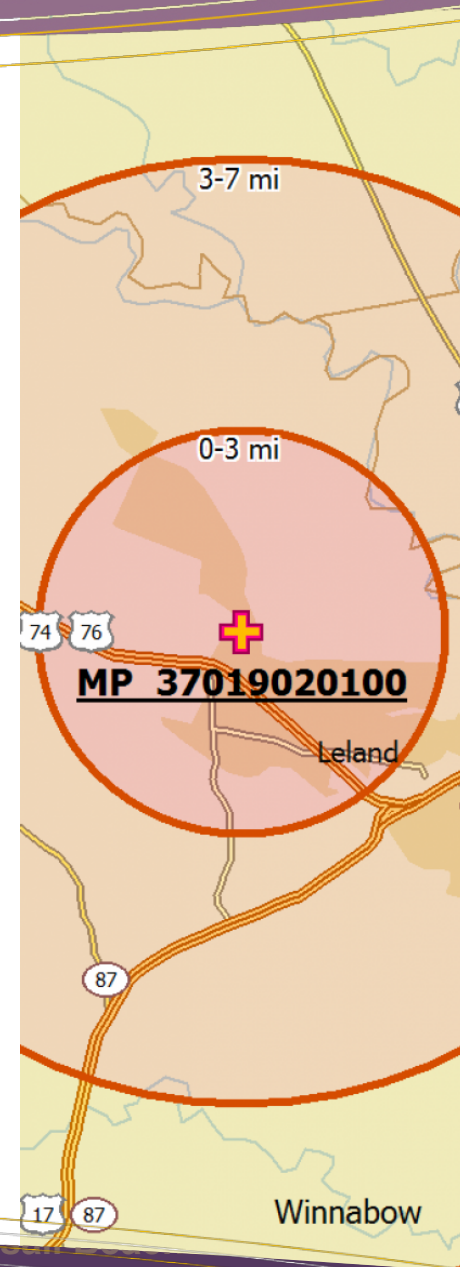
## Potential Cultural Bridges

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	80%	72%	74%
Use Comp. for Internet/E-mail	62%	53%	58%
Internet Use: E-Mail	53%	45%	49%
Use Comp. for Comp. Games	42%	37%	36%
Use Comp. for Word Processing	40%	34%	35%
Use Comp. for Shopping	37%	30%	33%
Use Comp. for Banking	36%	29%	31%
Use Comp. for Education	35%	31%	30%
Internet Use: Banking	33%	26%	28%
Use Comp. for Digital Camera	32%	27%	31%
Photo Editing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	31%	28%	27%
Internet Use: News/ Weather	30%	25%	29%
Use Comp. for News/Info./Data	23%	20%	24%
Service			
PC-Network-HH Has One	21%	18%	18%
Use Comp. for Accounting	18%	13%	13%
Use Comp. for Personal Financial	15%	13%	14%
Mngmnt			
Internet Use: Shopping: Made A	14%	10%	11%
Purchase			
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
HH Owns Video/Webcam	12%	11%	10%
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			

# 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	69%	67%	68%
Dining Out (Not Fast Food)	58%	52%	58%
Reading Books	52%	52%	55%
Card Games	42%	41%	41%
Cooking for Fun	39%	37%	38%
Go To A Beach/Lake	38%	33%	35%
Board Games	36%	31%	32%
Gardening	33%	29%	30%
Visit Zoo	23%	18%	18%
Going To	20%	18%	21%
Bars/Nightclubs/Dancing			

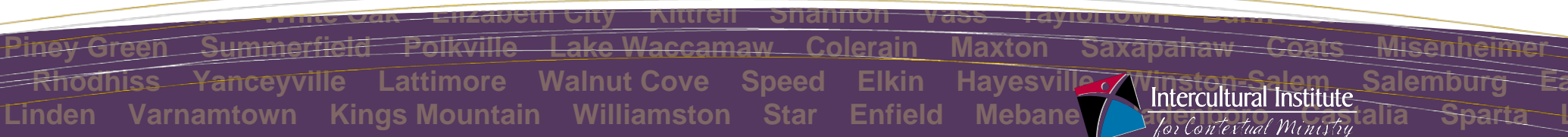
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	40%	37%	38%
Dentist	25%	24%	26%
Backache	24%	23%	22%
Eye Dr.	20%	20%	21%
None Of These	20%	20%	20%
High Cholesterol	17%	17%	18%
Hypertension/High Blood Pressure	16%	19%	19%
Heartburn	15%	13%	12%
Acid Reflux Disease (GERD)	14%	14%	14%

# 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	29.65%	27.28%	30.02%
Live Theater	17.22%	18.57%	21.6%
Rock/Pop Concerts Most Often	15.53%	14.72%	16.95%
Live Theater Most Often	13.93%	14.61%	17.6%
Comedy Club	8.98%	10.27%	9.63%
Country Concerts Most Often	8.66%	5.41%	5.83%
Movies: Comedy	40.59%	39.36%	37.79%
Movies: Action/Adventure	38.82%	39.42%	37.83%
Movies: Drama	19.83%	21.9%	21.62%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	19.75%	20.33%	18.61%
Movies: Romantic Comedy	18.98%	18.89%	19.47%
Movies: Mystery	17.15%	19.34%	19.07%
MLB Baseball Reg. Season	7.98%	6.54%	7.48%
College Football Reg. Season	6.46%	5.7%	6.52%
NFL Football Reg. Season	6.1%	5.53%	6.07%
College Basketball Reg. Season	4.68%	3.85%	4.83%
NBA Basketball Reg. Season	3.24%	3.35%	3.29%
NHL Hockey Reg. Season	3.19%	2.5%	2.82%



# 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
Swimming	37.38%	29.78%	32.4%
Walking for Exercise	36.77%	37.24%	39.66%
Bowling	23.55%	20.64%	21.38%
Freshwater Fishing	23.33%	17.32%	16.9%
Billiards/Pool	22.58%	19.17%	21.41%
Weight Training	16.64%	15.15%	15.65%
Camping Trips	16.5%	12.18%	12.6%
Basketball	15.53%	16.2%	16.49%
Using Cardio Machine	13.42%	12.28%	14.04%
Jogging/Running	12.94%	14.81%	15.67%
Golf	12.33%	11.13%	14.21%
Football	12.3%	11.87%	12.38%
Baseball	12.29%	11.47%	11.11%
Mountain/Road Biking	11.53%	10.8%	13.69%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hunting	11.09%	8.33%	7.97%
Stationary Cycling	10.84%	11.32%	12.01%
Target Shooting	9.91%	7.84%	7.5%
Volleyball	8.99%	8.61%	8.39%
Saltwater Fishing	8.87%	7.22%	6.91%
Backpacking/Hiking	8.78%	8.28%	10.08%
Aerobics	8.19%	9.92%	9.92%
Softball	7.57%	7.82%	7.83%
Soccer	7.14%	7.12%	7.99%
Motorcycling	7.1%	5.58%	5.38%
Power Boating	7.02%	6.25%	7.01%
Horseback Riding	6.61%	5.33%	5.5%
Tennis	6.01%	6.32%	7.67%
Canoeing/Kayaking	5.95%	5.69%	5.8%

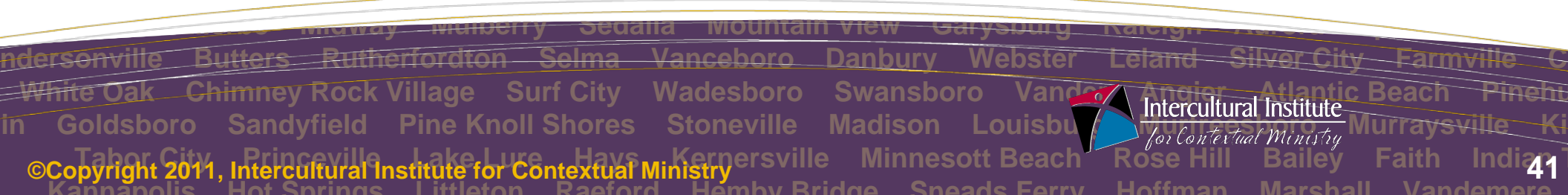


# Potential Cultural Bridges

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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Yoga	5.79%	6.67%	7.89%
Archery	4.64%	3.88%	3.86%
Fly Fishing	4.58%	4.3%	4.05%
Roller Skating	4.36%	5.53%	5.66%
Water Skiing	3.94%	4.03%	4.29%
Snorkeling	3.73%	4.22%	4.46%
Jet Skiing	3.69%	4.22%	4.57%
Racquetball	3.49%	3.67%	3.65%
Downhill & X-Country	3.34%	3.82%	4.16%
Skiing			
Ice Skating	3.12%	4.99%	5.67%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	2.89%	3.05%	3.14%
Snowmobiling	2.69%	3.26%	3.28%
Auto Racing	2.48%	3.19%	2.98%
Rock Climbing	2.37%	2.99%	3.54%
Martial Arts	2.28%	3.11%	3.25%
Rowing	2.17%	2.47%	2.54%
Skateboarding	2.15%	3.2%	2.98%
Snowboarding	2.11%	2.96%	3.52%
Hockey	2.01%	3.16%	3.33%
Surfing & Windsurfing	1.78%	2.59%	2.63%



## 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.

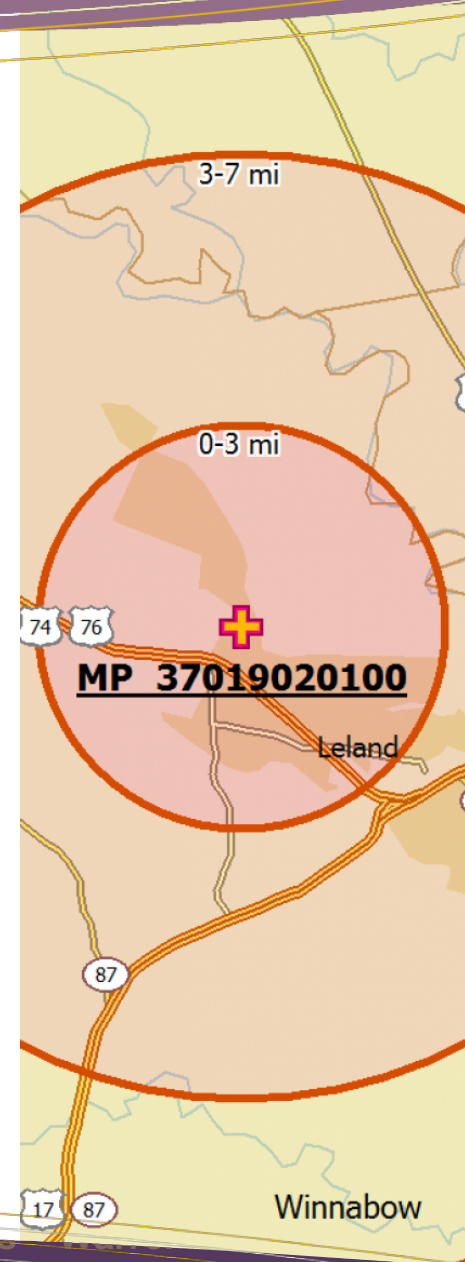
### BIBLICAL BARRIERS

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.

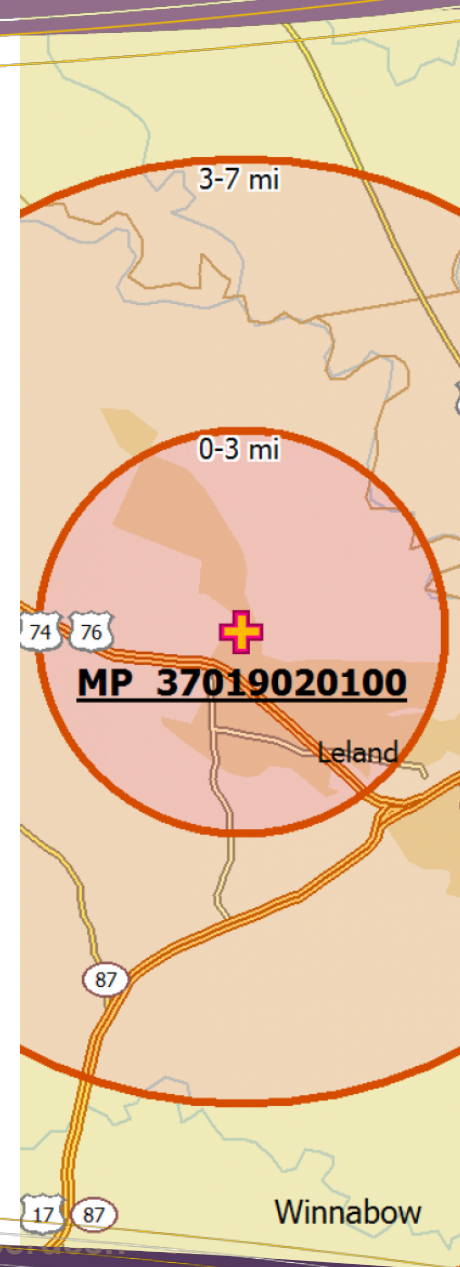
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

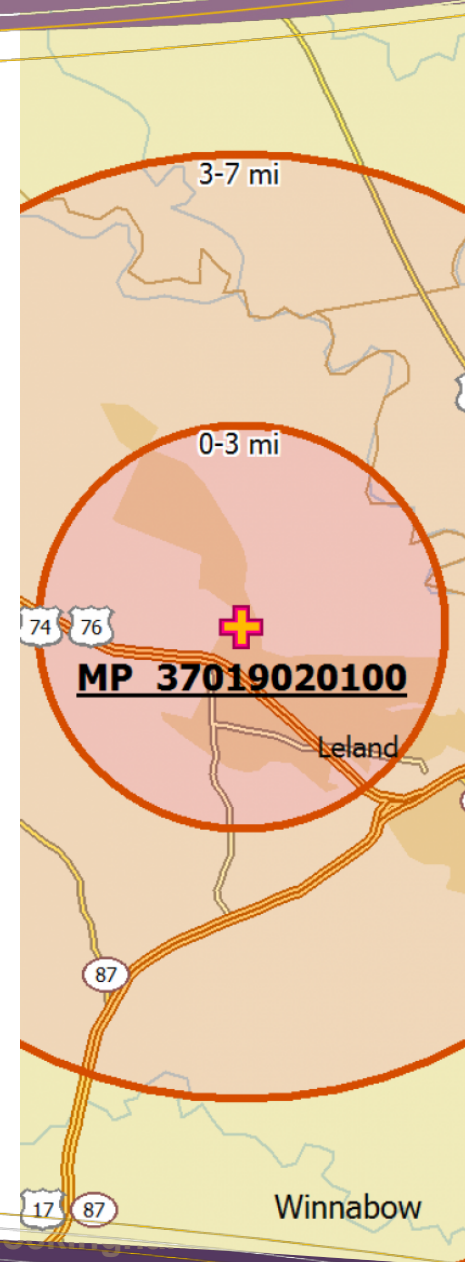
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	47%	51%	49%
Find It Difficult To Say No To My Kids	40%	37%	38%
Woman's Place Is In The Home	34%	33%	31%
Like Control Over People And Resources	33%	36%	34%
Speak My Mind Even If It Upsets People	32%	37%	36%
Like To Do Unconventional Things	32%	28%	27%
Don't Judge People/Way They Live Life	28%	30%	30%
Prefer To Have Few Possessions As Possible	27%	29%	35%
Money Is Best Measure Of Success	25%	25%	26%
If Won Lottery Would Never Work Again	23%	25%	28%
Too Much Sponsorship In Arts/Sports	22%	26%	23%
Like to Stand Out In A Crowd	20%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	20%	22%	25%
Marijuana Should Be Legalized	18%	19%	20%
I Am A Workaholic	18%	21%	21%
Rarely Sit Down to a Meal Together At Home	17%	17%	16%
Like To Pursue Challenge/Novelty/Change	16%	17%	18%
We Should Strive for Equality for All	13%	16%	15%
Only Work Current Job for The Money	12%	15%	14%
Happy With My Standard Of Living	10%	13%	15%
On Whole People Get What They Deserve	10%	11%	12%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	9%	7%
Very Happy With My Life As It Is	6%	9%	7%

## Potential Cultural Themes

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

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

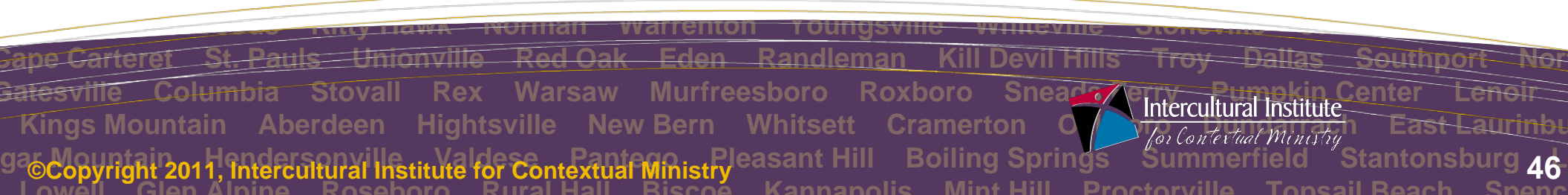


# Potential Cultural Themes:

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

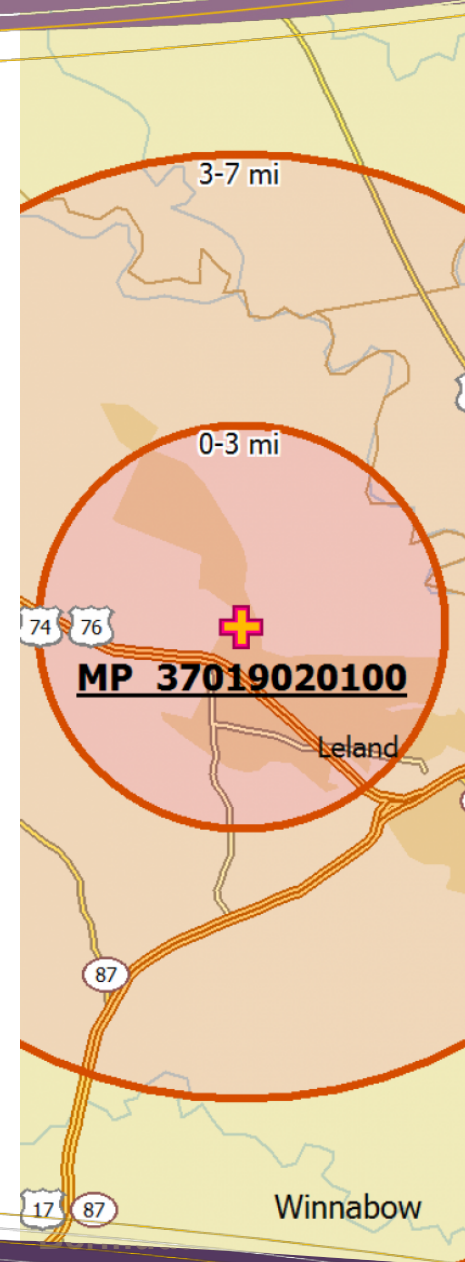
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	66%	59%	60%
You Should Seize Opportunities In Life	55%	57%	57%
Like To Understand About Nature	37%	37%	38%
Prefer Work Part Of Team Than Alone	32%	35%	35%
Important Feel Respected By My Peers	30%	33%	34%
Important To Juggle Various Tasks	28%	33%	31%
Prefer To Have Few Possessions As Possible	27%	29%	35%
People Have To Take Me As They Find Me	24%	24%	22%
Have Keen Sense Of Adventure	23%	26%	27%
Good At Fixing Things	22%	28%	29%
Worried About Pollution Caused By Cars	19%	19%	22%
Like To Just Enjoy Life	19%	20%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	16%	18%	15%
Consider Myself Interested In The Arts	16%	20%	19%
Real Men Don't Cry	15%	16%	16%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	12%
Try Not To Worry About The Future	13%	15%	14%
Provide My Kids With The Little Extras	11%	16%	15%
Children Should Be Allowed To Express Themselves	5%	7%	6%
Feel Very Alone In The World	5%	6%	5%
Like Spending Most Time With Fam.	4%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	4%	3%



## Potential Shared Places

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



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	86.64%	86.26%	84.75%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.78%	78.93%	79.9%
Houses-Visit Any			
McDonald's	59.53%	56.89%	55.77%
Burger King	37.98%	39.44%	36.37%
Applebee's	34.43%	29.4%	31.35%
Subway	31.48%	30.21%	30.65%
Wendy's	31.19%	30.65%	28.98%
Taco Bell	30.43%	28.33%	27.32%
Kentucky Fried Chicken (KFC)	29.6%	32.65%	28.68%
Arby's	24.62%	22.55%	21.77%
Pizza Hut	23.16%	23.65%	21.26%
Olive Garden	20.63%	19.12%	19.62%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.64%	17.74%	17.17%
Cracker Barrel	18.33%	14.73%	15.4%
Sonic	16.58%	14.64%	13.25%
Chick-Fil-A	16.43%	14.9%	13.93%
Red Lobster	15.76%	18.01%	17.17%
Outback Steakhouse	15.2%	14.14%	14.46%
Domino's Pizza	14.2%	15.75%	15.22%
Chili's Grill and Bar	14.08%	13.12%	13.66%
Ruby Tuesday	13.75%	12.44%	11.81%
Starbucks	13.15%	12.21%	12.91%
Golden Corral	13.14%	14.08%	12.73%
IHOP (International House Of Pancakes)	12.91%	15.32%	15.29%

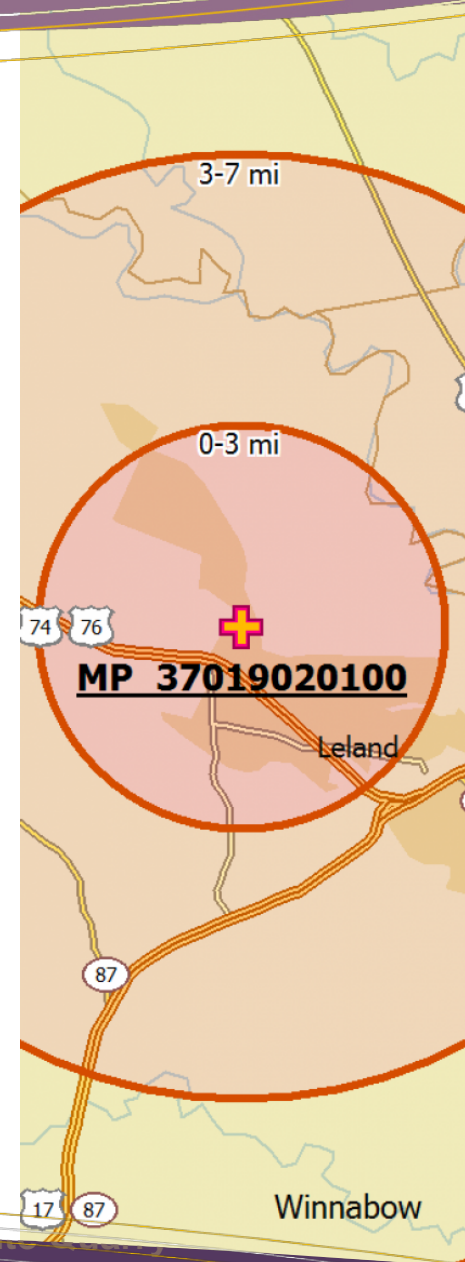


## Potential Shared Projects

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.

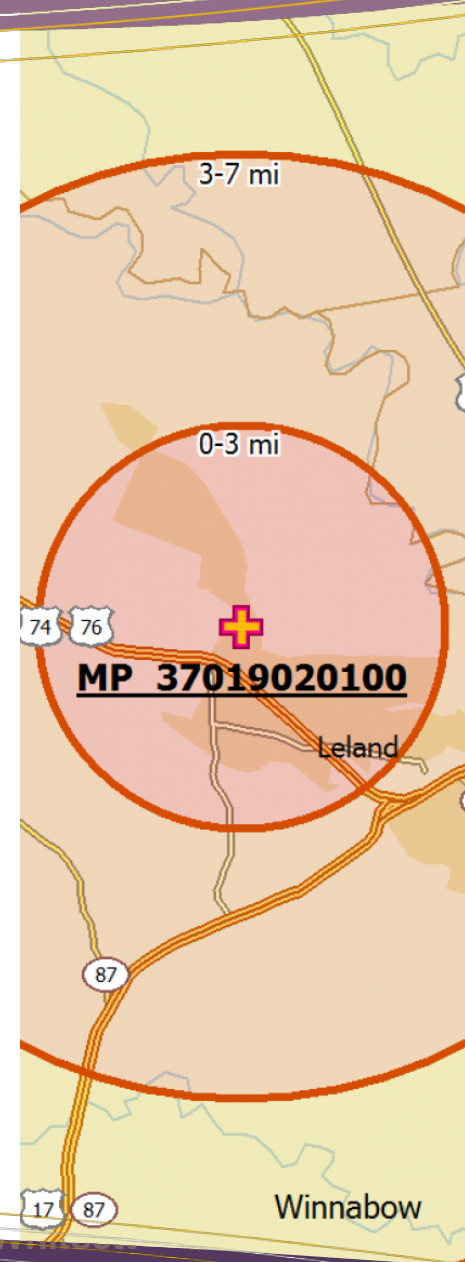
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	42.67%	41.9%	43.03%
Recycled products	32.32%	29.12%	31.79%
Worked as volunteer (non political)	15.89%	14.09%	15.49%
Engaged in fund raising	10.17%	9.87%	10.31%
Religious club member	7.23%	7.59%	7.43%
Wrote to editor of mag or newspaper	5.3%	5.14%	5.69%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	5.22%	4.62%	5.11%
Wrote to elected offcl about publ bus	5.09%	4.77%	5.34%
Union member	5%	4.83%	4.77%
Addressed a public meeting	4.98%	4.32%	4.5%
Church Board	4.77%	5.55%	4.93%
Took active part in local civic issue	4.23%	4.67%	5.06%

# Communication Media Content

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

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



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	15.77%	14.99%	16.5%
Children's Books	12.81%	12.32%	12.53%
Mystery	12.34%	10.3%	11.5%
Cookbooks	10.39%	9.66%	10.28%
Religious (not Bibles)	9.25%	9.42%	8.97%
Romance	7.51%	6.74%	6.64%
History	6.72%	6.07%	6.42%
Personal/Business	6.23%	6.07%	6.46%
Self-help			
Biography	5.55%	5.89%	6.39%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	62.53%	64.85%	66.56%
Gen. Editorial	44.63%	49.2%	48.57%
Womens	39.96%	43.82%	43.68%
Service	35.03%	32.45%	33.72%
Mens	16.82%	18.45%	19.58%
Business/Finance	15.63%	18%	18.49%
Health	14.04%	13.89%	13.73%
Fishing/Hunting	13.19%	11.22%	11.87%
Sports	12.96%	14.2%	15.94%

# 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	53.23%	50.6%	52.53%
Classified	35.08%	33.53%	33.78%
Sport	31.38%	30.05%	31.04%
Editorial Page	30.41%	27.67%	28.56%
Comics	27.34%	25.17%	26.63%
Business/Finance	26.21%	24.82%	27.08%
Food/Cooking	24.93%	23.59%	24.3%
Movie Listings & Reviews	23.81%	23.51%	25.21%
TV/Radio Listings	23.17%	22.55%	22.74%
Home/Gardening	20.72%	18.92%	19.11%
Travel	18.17%	17.24%	18.29%
Science/Technology	15.79%	15.01%	16.31%
Fashion	12.78%	14.11%	14.12%

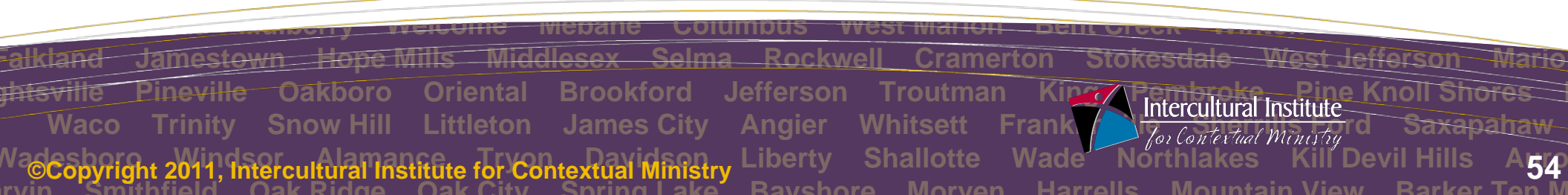
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	26.34%	17.92%	18.54%
CHR Contemp Hit Radio	17.42%	17.86%	18.92%
Adult Contemporary	16.68%	14.65%	16.51%
Urban Contemporary	13.55%	26.13%	20.92%
Rock	11.51%	9.18%	11.08%
Oldies	10.19%	9.7%	10.02%
News/Talk	9.96%	8.4%	10.07%
Classic Rock	9.35%	7.32%	9.05%
Alternative	7.62%	6.81%	8.54%
Variety	7.44%	8.78%	8.51%
Religious	6.52%	5.68%	5.64%
Soft Contemporary	6.17%	5.47%	6.02%
Classic Hits	4.24%	3%	3.55%
Jazz	4.1%	7.75%	6.47%
Gospel	3.99%	5.48%	4.35%
All News	3.59%	5.06%	5.06%
Public	3.32%	2.64%	2.78%
Sports	3.15%	3.01%	3.34%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	63.4%	61.55%	62.26%
Satellite Dish	52.93%	48.93%	47.65%
Soapnet	51.69%	49.89%	49.95%
Sci-Fi Channel	37.02%	35.1%	34.12%
Other Video-On-Demand	36.85%	43.24%	42.4%
MSNBC	34.06%	33.14%	33.46%
Adult Pay Per View TV	31.83%	31.1%	30.79%
TV Info From Sunday TV Magazine	30.4%	27.59%	27.2%
Nickelodeon	30.39%	27.53%	26.77%
Comedy Central	28.94%	29.24%	33.79%
Subscribe Digital Cable	28.75%	29.54%	27.49%
Adult Swim	27.93%	23.51%	27.99%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	27.42%	25.8%	25.64%
TV Info From Newspapers	27.16%	25.89%	25.28%
TV Info From Monthly Cable Guide	25.25%	23.45%	23.76%
TCM (Turner Classic Movies)	24.92%	24.32%	24.65%
Hallmark Channel	24.78%	23.81%	24.1%
ABC Fam.	23.16%	23.33%	25.97%
USA Network	22.94%	21.87%	22.63%
BET (Black Entertainment TV)	22.57%	23.88%	25.7%
E (Entertainment TV)	21.83%	20.3%	19.85%
The Golf Channel	21.5%	21.78%	23.05%
ESPN2	21.12%	22.51%	24.41%
TV Info From Other	20.95%	20.33%	20.47%

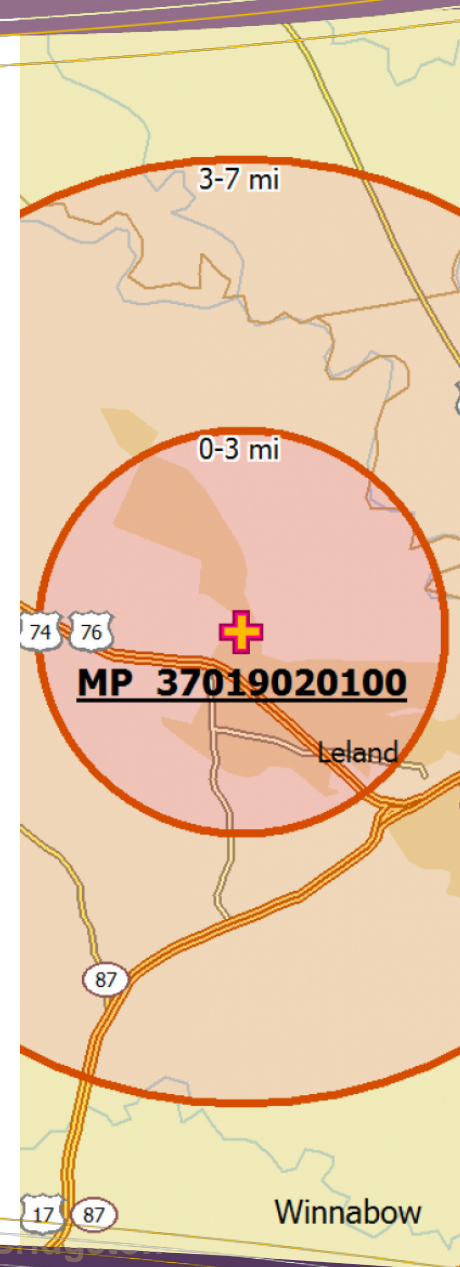


## Communication Media Usage

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.

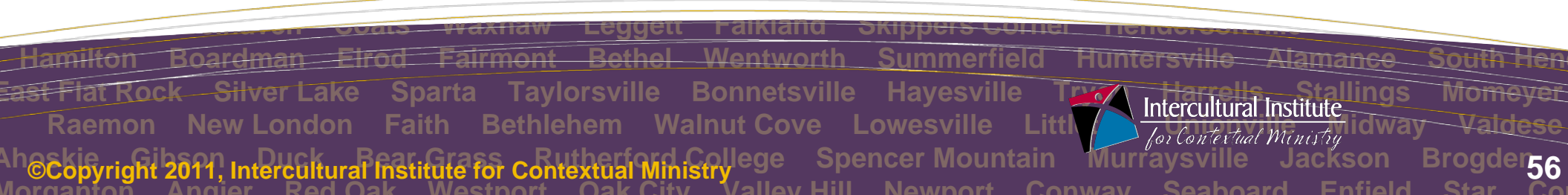


# Potential Print Media Usage:

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+)	19.62%	17.99%	19.7%
Medium Users (4-6)	9.86%	9.18%	9.97%
Light Users (1-3)	18.57%	18.65%	19.86%
Quintiles (20%)			
Newspaper I (Heavy)	1.72%	1.53%	1.44%
Newspaper II	1.62%	1.75%	1.65%
Newspaper III	1.62%	1.92%	1.9%
Newspaper IV	0.63%	0.51%	0.44%
Newspaper V (Light)	1.1%	0.95%	0.88%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.72%	21.13%	20.83%
Magazines II	9.79%	9.86%	8.93%
Magazines III	10.98%	10.63%	11.12%
Magazines IV	13.34%	12.97%	11.34%
Magazines V (Light)	1.08%	0.9%	0.76%
Outdoor I (Heavy)	5.31%	7.59%	7.13%
Outdoor II	2.6%	3.89%	3.34%
Outdoor III	3.45%	4.39%	3.71%
Outdoor IV	16.1%	16.33%	15.86%
Outdoor V (Light)	22.32%	24.14%	23.83%
Yellow Pages I (Heavy)	16.61%	15.95%	15.24%
Yellow Pages II	6.49%	7.47%	6.95%
Yellow Pages III	4.87%	7.84%	8.12%
Yellow Pages IV	22.58%	23.59%	23.5%
Yellow Pages V (Light)	3.06%	4.19%	3.81%





# 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)	2.91%	3.02%	4.59%
Drive Time III (Medium)	0.59%	0.71%	0.61%
Radio IV & V (Light)	1.89%	2.7%	2.31%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.85%	11.04%	9.24%
Radio III (Medium)	5%	4.52%	4.15%
Radio IV & V (Light)	3.67%	4.1%	3.7%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	14.03%	13.04%	13.05%
Cable III (Medium)	4.06%	4.89%	5.16%
Cable IV & V (Light)	30.92%	36.07%	34.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.25%	3.56%	5.19%
Prime Time III (Medium)	2.25%	1.84%	1.92%
Prime Time IV & V (Light)	10.09%	10.53%	10.16%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.95%	38.72%	39.94%
Fringe III (Medium)	53.12%	53.07%	52.22%
Fringe IV (Light)	56.72%	54.84%	53.88%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.14%	13.98%	12.46%
All Day III (Medium)	23.05%	23.67%	23.17%
All Day IV (Light)	13.66%	16.61%	17.13%

# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.03%	12.27%	12.28%
6:00am - 10:00am	14.87%	16.1%	16.39%
10:00am - 3:00pm	5.38%	11.16%	10.84%
3:00pm - 7:00pm	13.54%	15.62%	14.19%
7:00pm - Midnight	12.2%	12.24%	12.25%
Midnight - 6:00am	5.08%	7.8%	7.03%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	17.28%	16.44%	14.88%
6:00am - 10:00am	5.04%	3.88%	4.29%
10:00am-3:00pm	4%	5.6%	6.78%
3:00pm - 7:00pm	7.49%	8.61%	7.69%
7:00pm - Midnight	10.78%	10.21%	10.23%
Midnight - 6:00am	12.03%	14.33%	12.73%

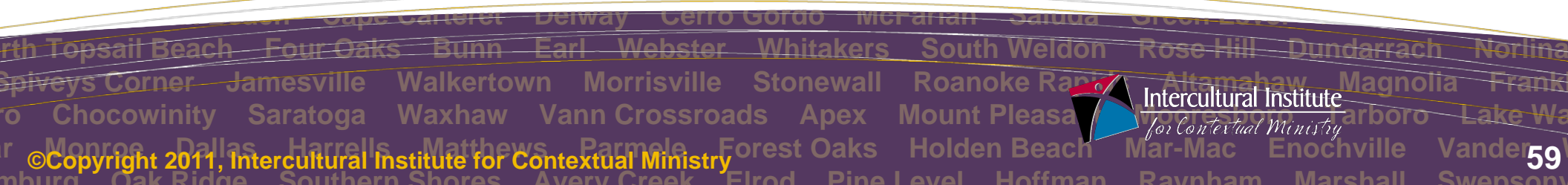
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	8.36%	7.04%	8.89%
Saturday: 8:00-11:00pm	10.31%	8.89%	8.23%
Sunday: 7:00-11:00pm	10.67%	10.06%	11.24%
9:00am-1:00pm	27.42%	25.8%	25.64%
9:00am-4:00pm	31.63%	30.2%	29.6%
4:00pm-7:00pm	29.21%	29.41%	28.68%
11:00pm-1:00am	42.14%	42.38%	42.47%
AVG Prime time	2.69%	4.33%	3.4%
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	17.39%	17.13%	17.75%
7-9am	21.12%	22.51%	24.41%
9am-12noon	23.15%	19.71%	20.21%
12noon-4pm	8.48%	10.49%	9.4%
4-6pm	45.36%	46.64%	46.51%
6-7pm	19.67%	18.82%	17.95%
7-7:30pm	1.01%	1.69%	1.73%
7:30-8pm	11.47%	11.72%	11.4%
8-11pm	8.36%	7.04%	8.89%
11pm-12am	34.06%	33.14%	33.46%
11pm-1am	42.14%	42.38%	42.47%
1-6am	28.73%	31.95%	32.82%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.47%	17.44%	18.59%
Sat: 10am-1pm	9.44%	8.71%	8.46%
Sat: 1-4pm	25.52%	24.03%	23.92%
Sat: 4-6pm	6.52%	7.2%	7.3%
Sat: 6-7pm	2.25%	1.74%	1.77%
Sat: 7-8pm	1.15%	0.99%	1.03%
Sat: 8-11pm	10.31%	8.89%	8.23%
Sat: 11pm-1am	5.01%	5.74%	5.52%
Sat: 1am-7pm	22.94%	21.87%	22.63%
Sun: 7-10am	2.26%	2.43%	2.45%
Sun: 10am-1pm	7.56%	6.41%	6.7%
Sun: 1-4pm	8.38%	6.1%	6.01%
Sun: 4-7pm	14.95%	13.09%	14.16%
Sun: 7-11pm	10.67%	10.06%	11.24%
Sun: 11pm-1am	6.47%	5.95%	6.23%
Sun: 1-7am	24.7%	21.53%	22.3%



# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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

# Biblical Missional Multiplication

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

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

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



# Establishing Redemptive Relationships

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

## Communication Steps

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

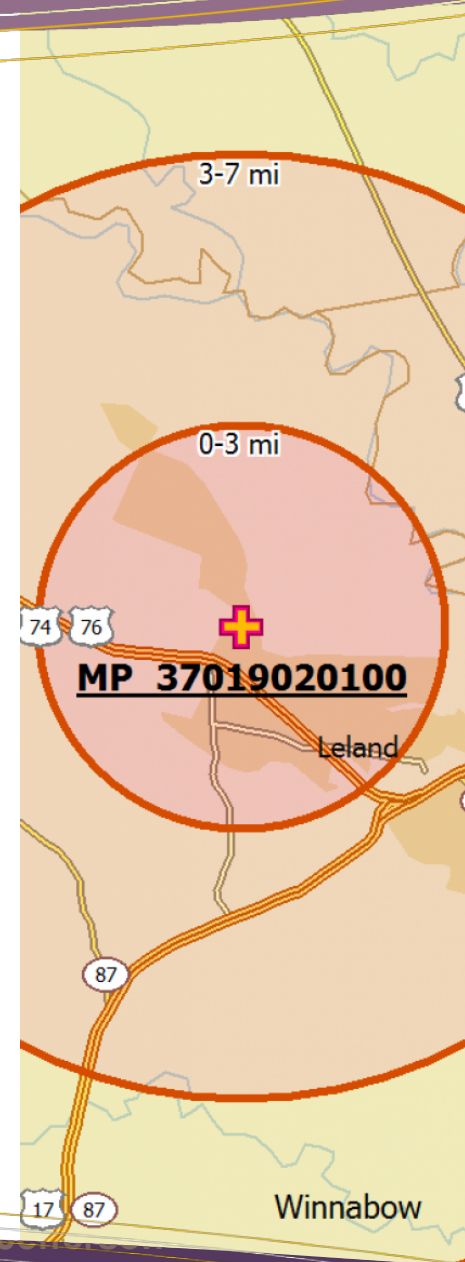


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

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

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Leland First - Leland	517 Village Rd NE Leland, NC 28451	1.35 mi	260	Insufficient Data
2	Elah - Leland	1411 Old Fayetteville Rd NE Leland, NC 28451	1.65 mi	101	Declining
3	Woodburn First - Leland	109 Lee Dr Leland, NC 28451	1.87 mi	143	Declining
4	New Hope - Leland	2727 Mount Misery Rd NE Leland, NC 28451	3.43 mi	24	Plateauing
5	Iglesia Bautista Nueva Vision	2668 Mount Misery Rd Leland, NC 28451	3.45 mi	0	Insufficient Data
6	Pine View - Wilmington	202 Flemington Dr Wilmington, NC 28401	4.18 mi	25	Insufficient Data
7	Wilmington First - Wilmington	411 Market St Wilmington, NC 28401	4.91 mi	821	Plateauing
8	Greenfield - Wilmington	1401 S 3rd St Wilmington, NC 28401	5.35 mi	0	Insufficient Data
9	Community Chapel - Leland	2419 Malmo Loop Rd NE Leland, NC 28451	5.57 mi	31	Plateauing
10	Primera Mission Bautista - Wilmington	301 Northern Blvd Wilmington, NC 28401	5.75 mi	0	Insufficient Data
11	Olivet - Wilmington	138 Glendale Dr Wilmington, NC 28401	5.76 mi	53	Declining
12	Lake Forest - Wilmington	1626 Lake Branch Dr Wilmington, NC 28401	5.85 mi	98	Plateauing
13	Sunset Park - Wilmington	231 Central Blvd Wilmington, NC 28401	5.90 mi	164	Declining
14	Temple - Wilmington	1801 Market St Wilmington, NC 28403	5.93 mi	252	Declining
15	Chinese Baptist Church - Wilmington	1801 Market ST Wilmington, NC 28403	5.93 mi	0	Insufficient Data



# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Hope for all Nations - Wilmington	1401 Greenfield St Wilmington, NC 28401	6.11 mi	0	Insufficient Data
17	Calvary - Wilmington	423 N 23rd St Wilmington, NC 28405	6.21 mi	231	Plateauing
18	Gibson Avenue - Wilmington	2037 Wrightsville Ave Wilmington, NC 28403	6.24 mi	52	Plateauing
19	Goshen - Leland	4124 Mount Misery Rd NE Leland, NC 28451	6.39 mi	85	Plateauing
20	Long Leaf - Wilmington	317 Shipyard Blvd Wilmington, NC 28412	6.44 mi	400	Plateauing
21	Wrightsboro - Wilmington	2736 Castle Hayne Rd Wilmington, NC 28401	6.77 mi	330	Plateauing
22	The Bridge Community Church - Wilmington	2212 S 17th St Wilmington, NC 28401	6.78 mi	30	Insufficient Data
23	Farmers Chapel - Leland	3459 Maco Rd NE Leland, NC 28451	6.80 mi	18	Plateauing
24	Covenant Community Fellowship - Wilmington	340 Covil Ave Wilmington, NC 28403	7.19 mi	42	Insufficient Data
25	Charity - Wilmington	340 Covil AV Wilmington, NC 28403	7.19 mi	20	Insufficient Data
26	North Wilmington Community - Castle Hayne	2907 Blue Clay Rd Castle Hayne, NC 28429	7.35 mi	0	Insufficient Data
27	Pine Valley - Wilmington	3940 Shipyard Blvd Wilmington, NC 28403	8.32 mi	302	Declining
28	Winter Park - Wilmington	4700 Wrightsville Ave Wilmington, NC 28403	8.60 mi	0	Insufficient Data
29	Port City Community - Wilmington	250 Vision Dr Wilmington, NC 28403	8.71 mi	0	Insufficient Data
30	Town Creek Missionary - Leland	832 Green Hill Rd NE Leland, NC 28451	8.87 mi	192	Declining

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Southside - Wilmington	3320 S College RD Wilmington, NC 28412	9.05 mi	303	Growing
32	Freedom - Wilmington	802 N College Rd Wilmington, NC 28405	9.10 mi	225	Insufficient Data
33	Northside - Wilmington	2501 N College Rd Wilmington, NC 28405	9.36 mi	639	Plateauing
34	Silver Lake - Wilmington	4715 Carolina Beach Rd Wilmington, NC 28412	9.45 mi	60	Insufficient Data
35	Saint Paul Msry - Wilmington	4646 Gordon Rd Wilmington, NC 28411	9.52 mi	0	Insufficient Data
36	River of Leland	4706 Waltmoor Rd Wilmington, NC 28409	9.60 mi	0	Insufficient Data
37	Castle Hayne - Castle Hayne	4535 Parmele Rd Castle Hayne, NC 28429	9.75 mi	0	Insufficient Data
38	Lebanon - Bolivia	7342 Funston Rd SE Winnabow, NC 28479	9.83 mi	0	Insufficient Data
39	College Acres - Wilmington	702 Eastwood Rd Wilmington, NC 28403	9.86 mi	361	Plateauing
40	Peace Memorial - Winnabow	5811 Ocean Hwy E Winnabow, NC 28479	9.93 mi	53	Declining
41	Wilmington Korean - Wilmington	4602 S College Rd Wilmington, NC 28412	10.11 mi	0	Insufficient Data
42	Anchor - Wilmington	209 Bretonshire Rd Wilmington, NC 28405	10.55 mi	0	Insufficient Data
43	Masonboro - Wilmington	1501 Beasley Rd Wilmington, NC 28409	10.62 mi	0	Insufficient Data
44	Cape Fear - Riegglewood	2581 Neils Eddy Rd Reigelwood, NC 28456	10.84 mi	19	Insufficient Data
45	Mill Creek - Winnabow	1099 George II Hwy SE Winnabow, NC 28479	11.01 mi	48	Declining





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

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[www.missionalcoach.org](http://www.missionalcoach.org)  
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[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)