

MissionSite

top unreached locations



OAK ISLAND, NC

CENSUS TRACT: 37019020302

REGION: Region 3: Southeast Coast

COUNTY: Brunswick

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



MissionSite (TM) Table of Contents

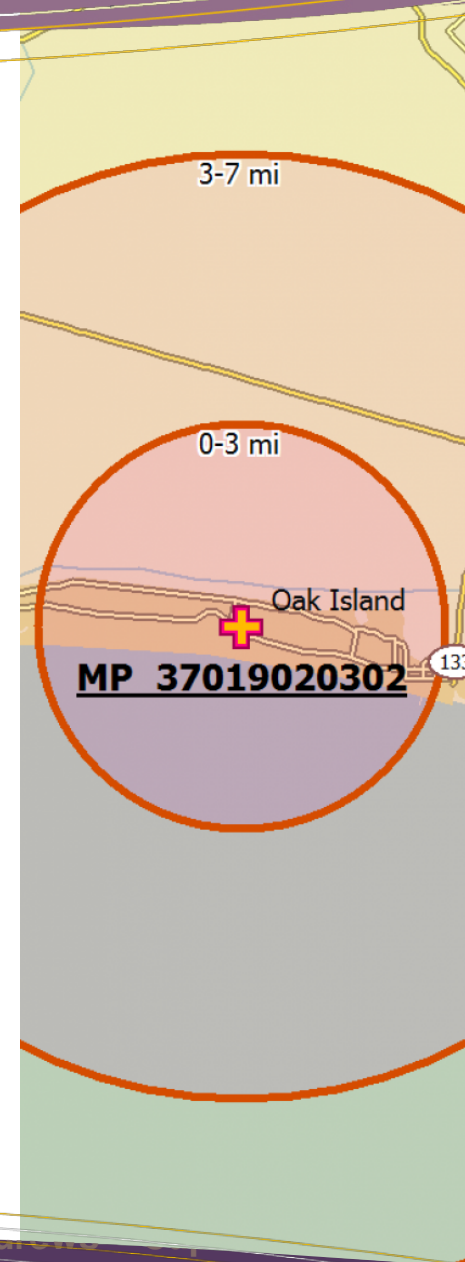
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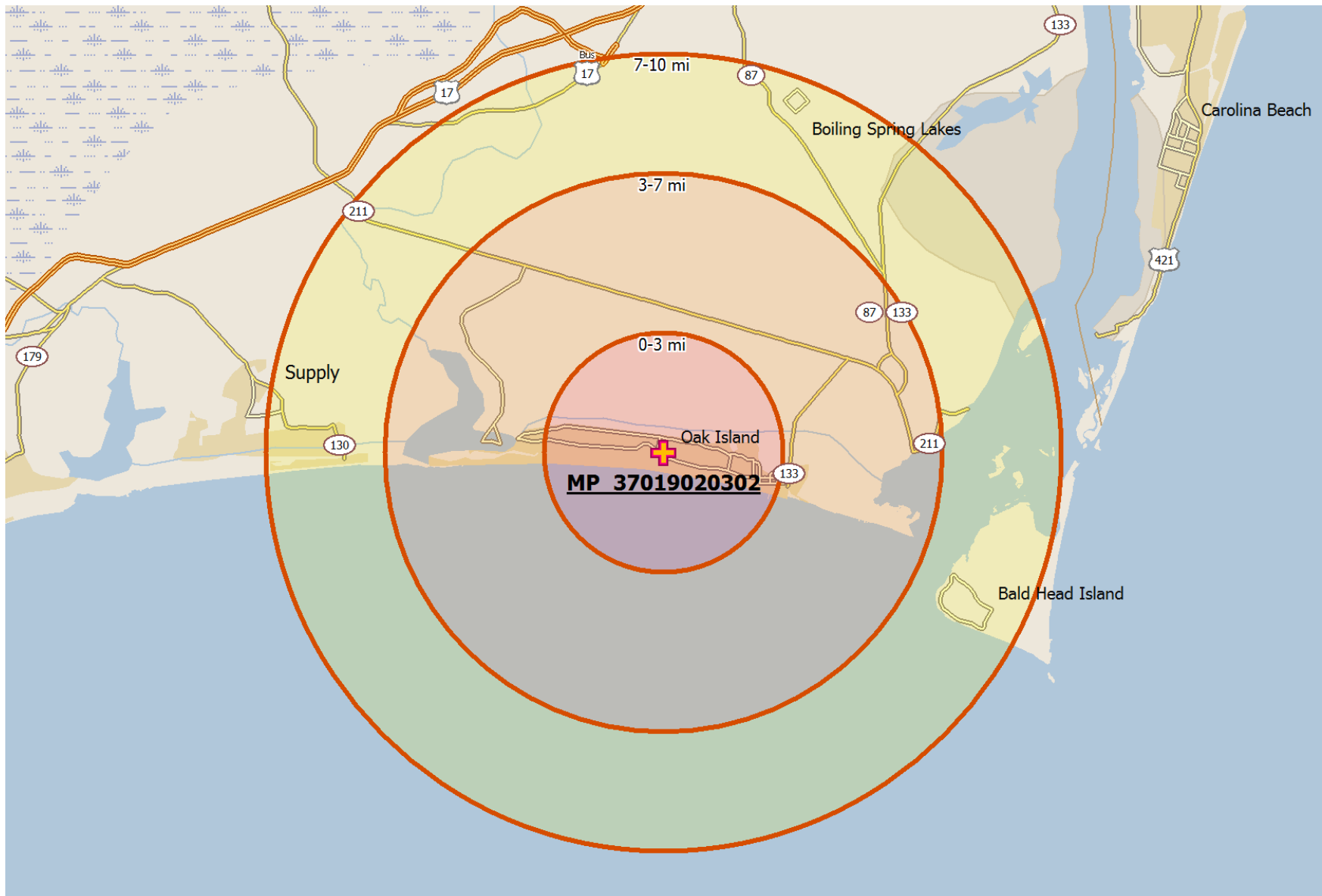
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37019	Brunswick
4	Zipcode	28465	Brunswick
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	K	10000-50000-10000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,159	12,127	10,670
2010 Households	5,014	5,648	4,624
2010 Group Quarters Population	0	111	66

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	20	12
Language Diversity National Index	6	14	8
Foreign Born Diversity National Index	31	41	50
Ancestry Diversity National Index	80	74	52
Racial Diversity National Index	12	22	34

Site Location Summary - County Environment

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

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	561	11.19%
Mainstay Communities	Established, Diverse Households	2,733	54.51%
Working Communities	Blue-collar, Working Families	157	3.13%
Country Communities	Rural, Agri. & Mining Families	1,564	31.19%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	32,447	3,392	10.45%
Unreached %	67.07%	67.64%	100.85
Religious But NOT Evangelical HH	8,000	801	10.01%
Religious But NOT Evangelical %	16.54%	15.97%	96.6
Spiritual But NOT Relig or Evang HH	6,078	758	12.47%
Spiritual But NOT Relig or Evang %	12.56%	15.11%	120.31
Not Evangelical, Not Interested HH	18,394	1,833	9.96%
Not Evangelical, Not Interested %	38.02%	36.55%	96.13



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	55	1	1.82%
Active BCNC Attenders	4,524	168	3.71%
Active Evangelical Households	4,995	509	10.19%
Active Evangelical Percent	10.32%	10.15%	98.32
Inactive Evangelical Households	10,937	1,114	10.19%
Inactive Evangelical Percent	22.61%	22.23%	98.31
# New Churches Needed	0	2	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.	WRSHIP AVG	IICM CGR		CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Oak Island First - Oak Island	1.09 mi	168	Plateauing	16	Brunswick Islands - Supply	10.96 mi	180	Declining
2	Shoreline - Southport	3.38 mi	0	Insufficient Data	17	Mount Pisgah - Supply	11.40 mi	123	Plateauing
3	Bethel - Southport	5.20 mi	74	Growing	18	Boones Neck - Supply	11.70 mi	25	Plateauing
4	Beach Road - Southport	5.20 mi	207	Declining	19	Oak Grove - Supply	11.76 mi	59	Declining
5	Antioch - Bolivia	6.04 mi	57	Plateauing	20	Trinity Missionary - Shallotte	12.65 mi	55	Plateauing
6	Southport - Southport	6.06 mi	276	Plateauing	21	Mill Creek - Winnabow	12.73 mi	48	Declining
7	Gospel Center - Supply	6.82 mi	87	Plateauing	22	Shell Point - Shallotte	12.92 mi	76	Declining
8	New Ebenezer Missionary - Bolivia	7.50 mi	0	Insufficient Data	23	Kure Beach First - Kure Beach	13.49 mi	149	Plateauing
9	Sunset Harbor First - Bolivia	7.88 mi	31	Growing	24	Lebanon - Bolivia	14.16 mi	0	Insufficient Data
10	Bolivia - Bolivia	7.88 mi	43	Declining	25	Peace Memorial - Winnabow	14.19 mi	53	Declining
11	Faith - Bolivia	7.88 mi	78	Plateauing	26	Prospect - Supply	14.51 mi	14	Declining
12	Sabbath Home - Supply	8.18 mi	125	Declining	27	Carolina Beach First - Carolina Beach	15.62 mi	152	Growing
13	Boiling Spg Lakes First - Southport	8.51 mi	190	Insufficient Data	28	Grace - Shallotte	15.99 mi	0	Insufficient Data
14	Mount Olive - Bolivia	10.43 mi	146	Growing	29	Calvary - Shallotte	16.00 mi	176	Plateauing
15	Supply - Supply	10.87 mi	120	Declining	30	Town Creek Missionary - Leland	16.09 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

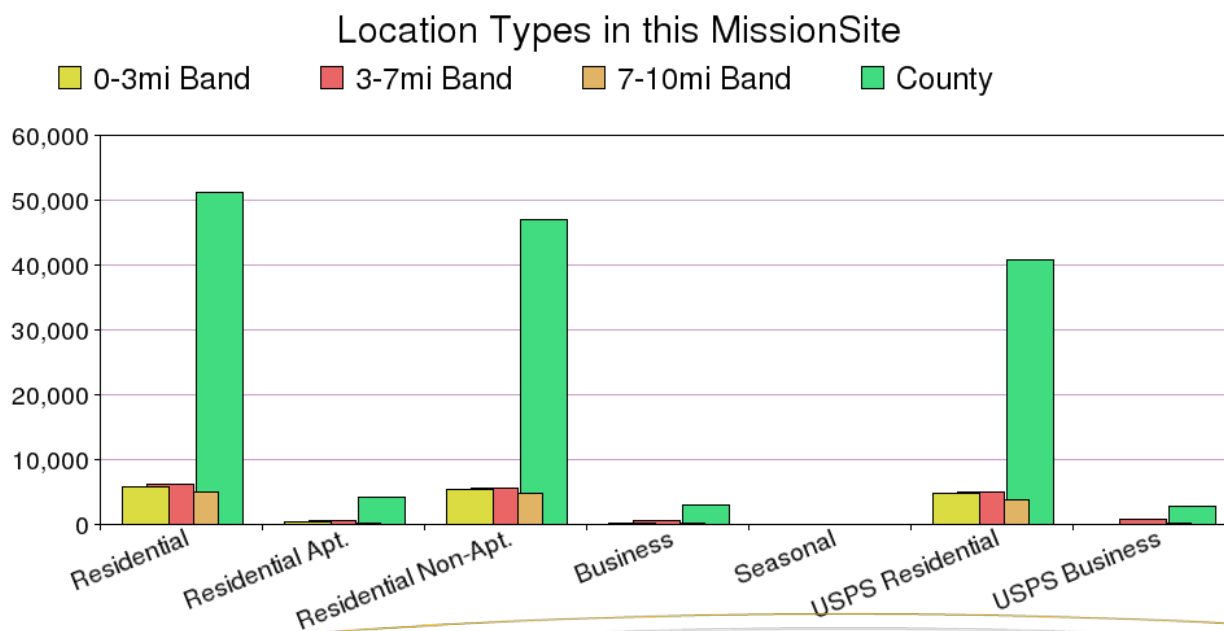
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	4,055	7.95%
2000 Population	73,143	6,537	8.94%
2010 Population	110,730	10,159	9.17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,069	1,819	9.06%
2000 Households	30,438	3,086	10.14%
2010 Households	48,379	5,014	10.36%



Location Type	0-3mi Band
Residential	5,834
Residential Apt.	382
Residential Non-Apt.	5,452
Business	167
Seasonal	0
USPS Residential	4,732
USPS Business	100

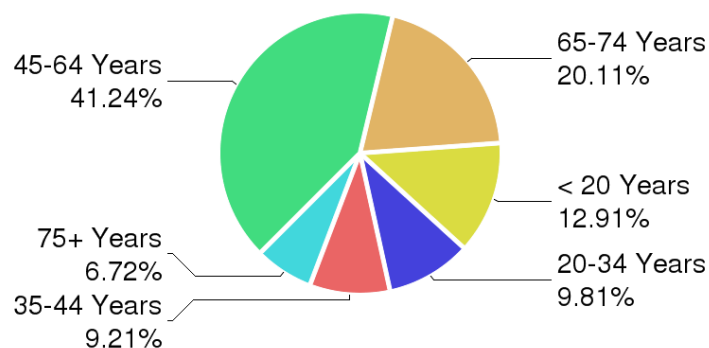
Current Demographic Summary

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%	2.53%	58.03
4-5 Years	2.12%	0.67%	31.6
6-8 Years	3.14%	1.45%	46.18
9-11 Years	3.03%	2.02%	66.67
12-13 Years	1.96%	1.46%	74.49
14-17 Years	3.95%	2.86%	72.41
18-19 Years	1.97%	1.92%	97.46
0-5 Years	6.48%	3.2%	49.38
6-12 Years	7.16%	4.15%	57.96
13-19 Years	6.89%	5.55%	80.55
< 20 Years	20.53%	12.9%	62.83
20-34 Years	15.61%	9.8%	62.78
35-44 Years	11.14%	9.2%	82.59
45-64 Years	29.59%	41.21%	139.27
65-74 Years	15.14%	20.1%	132.76
75+ Years	7.97%	6.72%	84.32
Median Age	47	55	117.4
Median Age (Male)	46	55	120.7
Median Age (Female)	49	54	112.05

Age Group Percentages

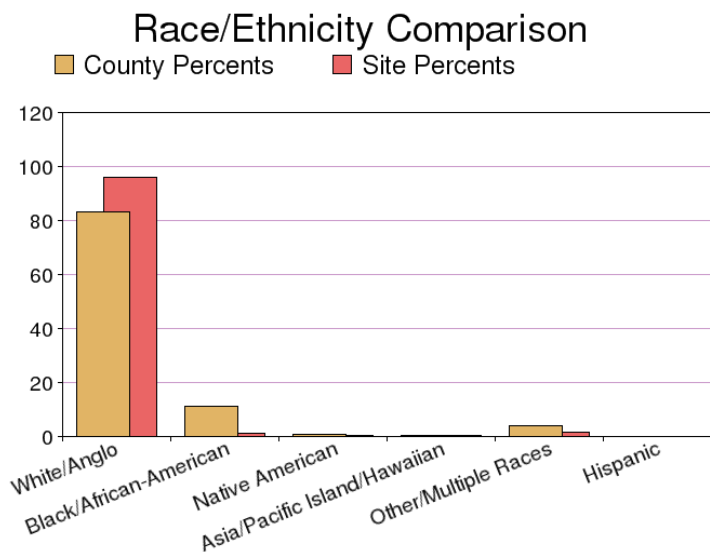


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	83.3%	96.19%	115.47
Black, African-American	11.38%	1.38%	12.11
Native American	0.62%	0.27%	42.53
Asian	0.52%	0.35%	67.54
Pacific Island, Hawaiian	0.04%	0.05%	129.76
Other/Multiple Races	4.12%	1.75%	42.48
Hispanic	0%	1.26%	0



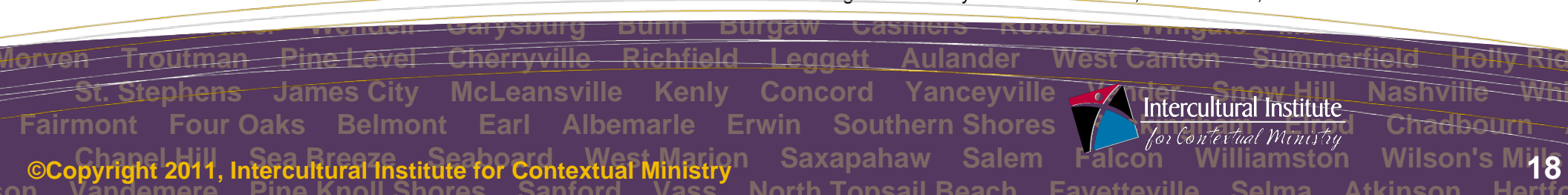
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	82,619	8,552	
Less than 9th Grade	4.71%	2.55%	184.71
No High School Diploma	10.73%	5.88%	182.43
High School Graduate	34.01%	30.07%	113.09
Some College, no degree	20.52%	23.88%	85.95
Associate Degree	9%	9.58%	93.93
College Degree	14.56%	18.45%	78.9
Graduate/Prof. degree	6.47%	9.59%	67.5

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%	4.01%	85.74
\$10,000 to \$19,999	11.59%	7.8%	67.3
\$20,000 to \$29,999	10.95%	9.85%	90
\$30,000 to \$49,999	24.65%	23.67%	96.03
\$50,000 to \$59,999	9.6%	11.63%	121.08
\$60,000 to \$69,999	8.8%	8.7%	98.8
\$70,000 to \$79,999	6.46%	7.1%	109.85
\$80,000 to \$89,999	4.78%	6.24%	130.57
\$90,000 to \$99,999	3.27%	3.85%	117.86
\$100,000 to \$124,999	6.32%	8.84%	139.78
\$125,000 to \$149,999	2.8%	2.37%	84.74
\$150,000 to \$199,999	2.7%	4.07%	150.49
\$200,000 to \$249,999	0.72%	1.04%	144.59
\$250,000 or more	0.83%	0.86%	103.72
Median Household	46,643	55,350	118.67
Average Household	60,940	69,123	113.43
Per Capita Household	26,815	34,116	127.23
Family/Non-Family Household Income			
Median Family Income	56,171	66,948	119.19
Average Family Income	70,352	75,219	106.92
Median Non-Family Income	30,322	39,527	130.36
Average Non-Family Income	42,691	50,243	117.69



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%	66.47%	100.76
Families with Children	29.35%	19.15%	65.23
Families without Children	36.62%	47.33%	129.24
Non-Family Households			
% Non-Family Households	34.03%	33.53%	98.53
Non-Families with Children	1.14	1.24	108.18
Non-Families without Children	32.88	32.29	98.19
Housing Units			
			Index
Total Housing Units	80,527	10,179	
Vacant percent	39.92%	50.73%	127.08
Owned percent	43.92%	35.33%	80.43%
Rented Percent	16.16%	13.93%	86.23
Households by Size			
			Index
Avg household size	2.27	2.03	89.43
Avg family hh size	2.85	2.48	87.02
Avg non-family hh size	1.15	1.13	98.26
Households By Count of Persons			
			Percent
One	13,011	1,273	9.78%
Two	20,580	2,704	13.14%
Three or Four	12,103	930	7.68%
Five+	2,685	108	4.02%

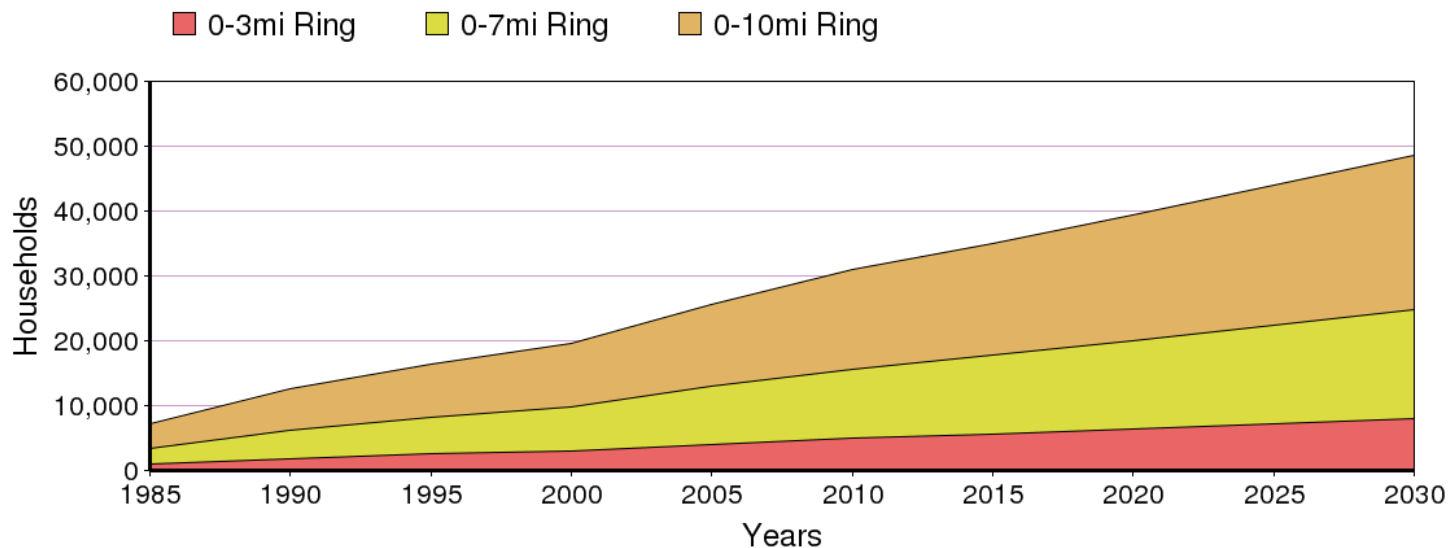
Projected Demographic Summary

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	4,055	7.95%
2000 Population	73,143	6,537	8.94%
2010 Population	110,730	10,159	9.17%
2015 Population	129,070	11,684	9.05%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	20,069	1,819	9.06%
2000 Households	30,438	3,086	10.14%
2010 Households	48,379	5,014	10.36%
2015 Households	55,516	5,663	10.2%

Household Change from 1985 to 2030



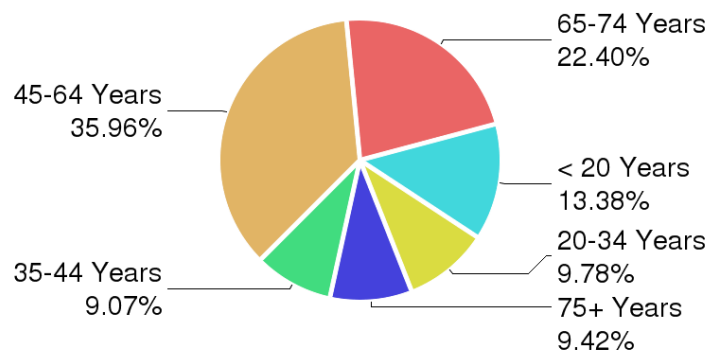
Projected Demographic Summary

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	2.53%	2.26%	89.33
4-5 Years	0.67%	0.81%	120.9
6-8 Years	1.45%	1.76%	121.38
9-11 Years	2.02%	2.19%	108.42
12-13 Years	1.46%	1.46%	100
14-17 Years	2.86%	3.07%	107.34
18-19 Years	1.92%	1.81%	94.27
0-5 Years	3.2%	3.07%	95.94
6-12 Years	4.15%	4.59%	110.6
13-19 Years	5.55%	5.71%	102.88
< 20 Years	12.9%	13.37%	103.64
20-34 Years	9.8%	9.77%	99.69
35-44 Years	9.2%	9.06%	98.48
45-64 Years	41.21%	35.93%	87.19
65-74 Years	20.1%	22.38%	111.34
75+ Years	6.72%	9.41%	140.03
Median Age	47	56	119.67
Median Age (Male)	46	56	122.52
Median Age (Female)	49	56	115.01

Projected Age Group Percentages



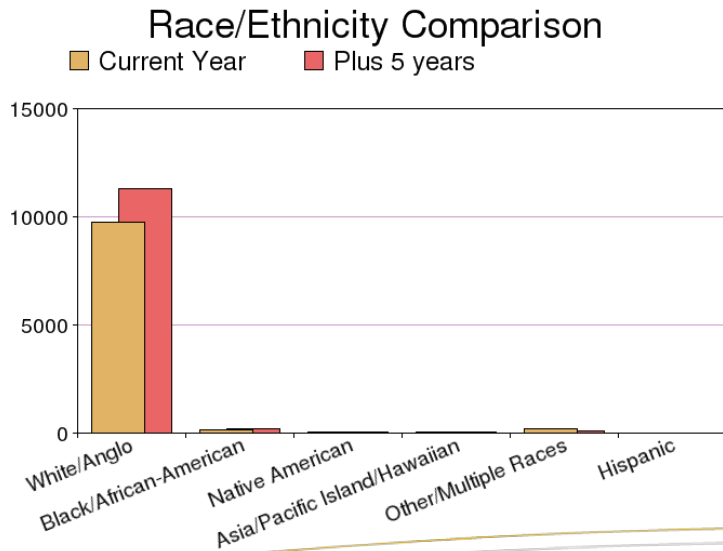
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.19%	96.89%	100.73
Black, African-American	1.38%	1.58%	114.9
Native American	0.27%	0.29%	109.49
Asian	0.35%	0.41%	115.93
Pacific Island, Hawaiian	0.05%	0.07%	139.12
Other/Multiple Races	1.75%	0.75%	42.99
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,552	9,751	
Less than 9th Grade	2.55%	2.14%	84.08
No High School Diploma	5.88%	5.1%	86.66
High School Graduate	30.07%	29.72%	98.82
Some College, no degree	23.88%	22.2%	92.99
Associate Degree	9.58%	10.61%	110.83
College Degree	18.45%	20.1%	108.94
Graduate/Prof. degree	9.59%	10.12%	105.57



Projected Demographic Summary

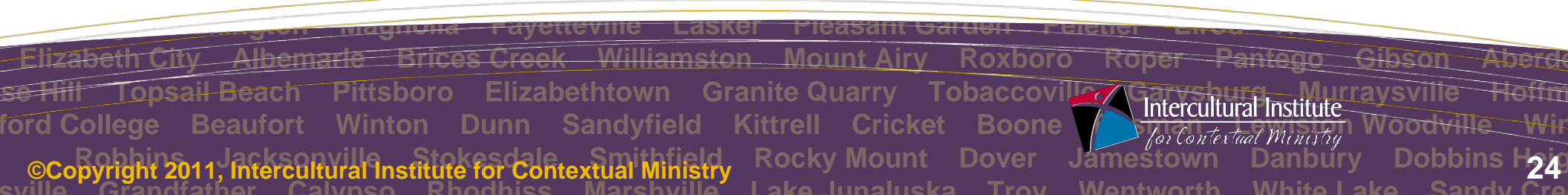
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.01%	3.28%	81.93
\$10,000 to \$19,999	7.8%	6.94%	88.99
\$20,000 to \$29,999	9.85%	8.41%	85.31
\$30,000 to \$49,999	23.67%	22.64%	95.63
\$50,000 to \$59,999	11.63%	11.23%	96.59
\$60,000 to \$69,999	8.7%	9.46%	108.85
\$70,000 to \$79,999	7.1%	7.58%	95.5
\$80,000 to \$89,999	6.24%	6.57%	98.16
\$90,000 to \$99,999	3.85%	3.87%	100.47
\$100,000 to \$249,999	8.84%	10.08%	114.12
\$125,000 to \$149,999	2.37%	2.58%	108.63
\$150,000 to \$199,999	4.07%	4.8%	118.05
\$200,000 to \$249,999	1.04%	1.06%	102.16
\$250,000 or more	0.86%	0.74%	86.48
Median Household	55,350	59,309	107.15
Average Household	69,123	73,366	106.14
Per Capita Household	34,116	35,559	104.23
Family/Non-Family Household Income			
Median Family Income	66,948	73,035	109.09
Average Family Income	75,219	80,896	107.55
Median Non-Family Income	39,527	43,362	109.7
Average Non-Family Income	50,243	54,869	109.21

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.47%	63.71%	95.84
Families with Children	19.15	19.65	102.65
Families without Children	47.33	46.76	98.8
Non-Family Households			
% Non-Family Households	33.53%	36.29%	108.24
Non-Families with Children	1.24	1.48	108.24
Non-Families without Children	32.29	34.8	107.79
Housing Units			
Total Housing Units	10,179	11,587	113.83%
Vacant percent	50.73%	51.13%	100.78
Owned percent	35.33%	35.2%	99.65
Rented Percent	13.93%	13.67%	98.13
Households by Size			
Avg household size	2.03	2.06	101.48%
Avg family hh size	2.48	2.61	105.24%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of Persons			
One	1,273	1,537	120.74%
Two	2,704	2,879	106.47%
Three or Four	930	1,075	115.59%
Five+	108	171	158.33%



Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	90	203	72
Northern Europe	8	36	8
Western Europe	46	42	11
Southern Europe	0	5	3
Eastern Europe	4	15	10
Other Europe	0	0	0
Eastern Asia	1	3	0
So. Central Asia	11	5	1
SE Asia	6	3	2
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	1	1	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	6	2	3
Central Amer.	6	73	23
South America	0	11	5
North America	1	7	6
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	5,304	9,595	5,608
Spanish	88	139	62
Other Indo-Euro language	48	193	101
French (incl. Patois, Cajun)	21	71	23
French Creole	0	0	0
Italian	0	18	18
Portuguese	0	1	1
German	16	69	51
Yiddish	0	0	0
Other West Germanic	10	3	0
A Scandinavian Language	0	0	3
Greek	0	4	3
Russian	1	5	1
Polish	0	0	0
Serbo-Croatian	0	13	1
Other Slavic Language	0	8	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	1	0
Asian/PI languages	0	0	0
Chinese	0	2	1
Japanese	0	2	0
Korean	0	2	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	9	0
Laotian	0	0	0
Vietnamese	0	3	0
Other Asian	0	0	0
Tagalog	0	12	3
Other Pacific Is	0	0	0
Other languages	0	10	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	5	0
Hebrew	0	0	0
African languages	0	2	0
Other unspecified	0	3	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	4,413	8,091	4,418
Arab	14	9	1
Armenian	0	0	0
Austrian	0	13	2
British	29	46	27
Canadian	0	5	6
Croatian	0	1	1
Czech	2	3	4
Czechoslovak	2	11	2
Danish	3	26	6
Dutch	111	79	29
English	856	1,388	756
European	56	57	36
Finnish	6	10	2
French (not Basque)	75	209	100
French Canadian	3	37	16
German	636	801	334
Greek	7	8	7
Hungarian	31	11	8
Iranian	0	0	1

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	424	901	390
Italian	119	214	103
Lithuanian	9	12	2
Norwegian	19	61	19
Polish	44	155	63
Portuguese	23	13	3
Romanian	0	0	2
Russian	9	15	12
Scandinavian	0	4	2
Scotch-Irish	200	244	157
Scottish	190	258	101
Slovak	6	12	1
Subsaharan African	0	59	18
Swedish	30	48	9
Swiss	7	3	5
Ukrainian	2	14	1
US/American	1,001	1,678	968
Welsh	28	63	12
West Indian	7	4	2
Yugoslavian	0	0	0
Other	464	1,619	1,210



Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

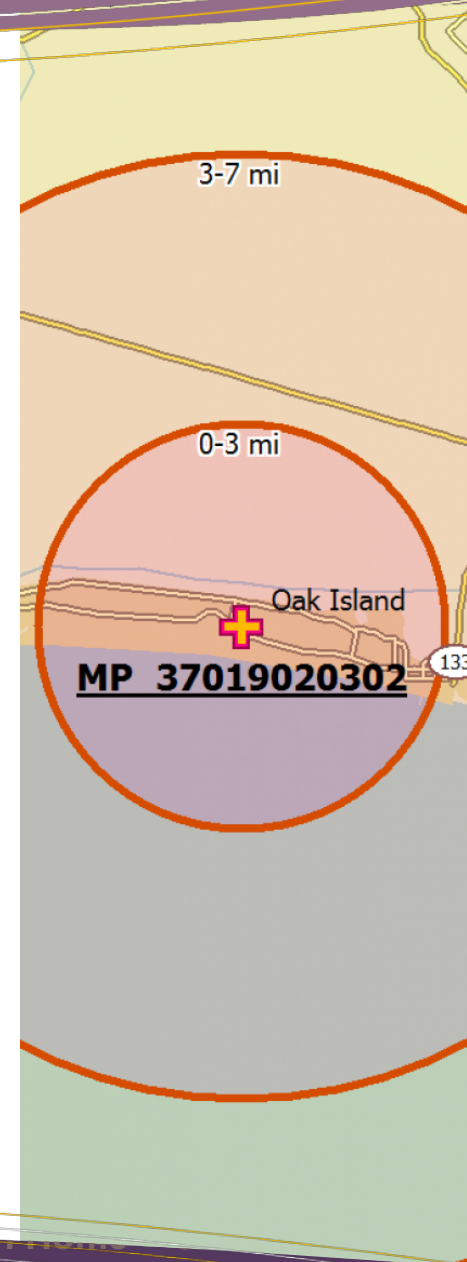
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	5,014	100%	3,391	100%
AFFLUENT SUBURBIA	12	0.24%	9	0.27%
America's Wealthiest	5	0.1%	4	0.12%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	7	0.14%	5	0.15%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	549	10.95%	369	10.88%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	549	10.95%	369	10.88%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	56	1.12%	38	1.12%
Successful Urban Sprawl	34	0.68%	0	0%
2nd City Homebodies	0	0%	24	0.71%
Prime Middle America	0	0%	0	0%
Urban Optimists	22	0.44%	0	0%
Family Convenience	0	0%	14	0.41%
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	5,014	100%	3,391	100%
BLUE COLLAR BACKBONE	14	0.28%	8	0.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	14	0.28%	8	0.24%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	2,677	53.39%	1,915	56.47%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.28%	9	0.27%
Professional Urbanites	2,356	46.99%	1,703	50.22%
Urban Advancement	167	3.33%	112	3.3%
Amer. Great Outdoors	130	2.59%	83	2.45%
Mature America	10	0.2%	8	0.24%
METRO FRINGE	143	2.85%	98	2.89%
Steadfast Conservative	143	2.85%	98	2.89%
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	5,014	100%	3,391	100%
REMOTE AMERICA	1,471	29.34%	894	26.36%
Hardy Rural Fam.	1,398	27.88%	851	25.1%
Rural Southern Living	73	1.46%	43	1.27%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	93	1.85%	60	1.77%
Aspiring Hispania	39	0.78%	0	0%
Industrious Country Living	0	0%	27	0.8%
America's Farmland	54	1.08%	0	0%
Comfy Country Living	0	0%	33	0.97%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,014	100%	3,391	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

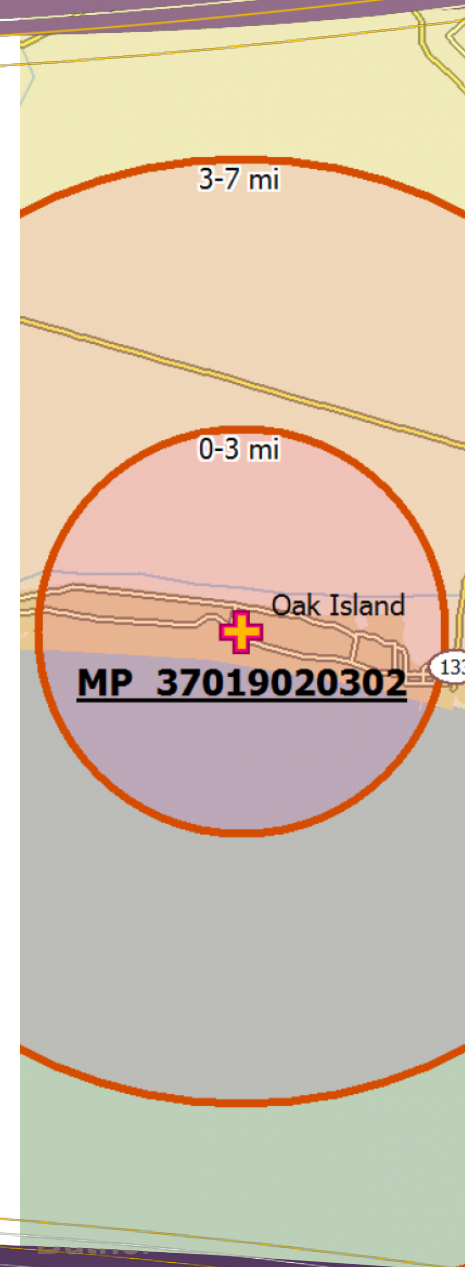
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	77%	77%	77%
Use Comp. for Internet/E-mail	63%	62%	62%
Internet Use: E-Mail	53%	52%	51%
Use Comp. for Word Processing	46%	44%	43%
Use Comp. for Comp. Games	36%	37%	38%
Use Comp. for Digital Camera Photo Editing	34%	34%	33%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Banking	30%	30%	30%
HH Owns DVD Player	29%	28%	29%
Use Comp. for News/Info./Data Service	28%	27%	26%

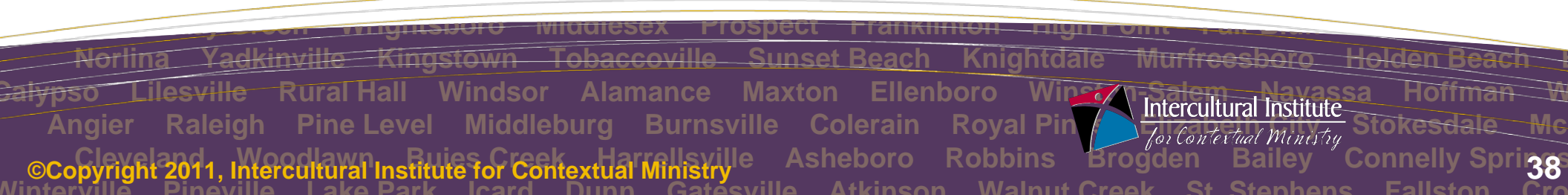
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Education	27%	29%	29%
Internet Use: News/ Weather	27%	28%	27%
Internet Use: Banking	24%	25%	25%
Use Comp. for Personal Financial Mngmnt	19%	18%	17%
Use Comp. for Accounting	18%	17%	17%
PC-Network-HH Has One	16%	17%	18%
Use Comp. for Filing/DB Mngmnt	15%	14%	14%
Internet Use: Shopping: Gathered Info. for Shopping	13%	13%	12%
Internet Use: Shopping: Made A Purchase	13%	13%	13%
Internet Use: Research/ Education	12%	12%	12%

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	63%	64%	64%
Dining Out (Not Fast Food)	61%	61%	60%
Reading Books	60%	59%	58%
Card Games	45%	44%	44%
Gardening	41%	39%	38%
Go To A Beach/Lake	38%	37%	37%
Cooking for Fun	33%	35%	35%
Board Games	28%	29%	30%
Visit Museum	23%	23%	22%
Photography	21%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	72%	72%	71%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	36%	35%	33%
Eye Dr.	26%	26%	25%
Hypertension/High Blood Pressure	22%	22%	21%
High Cholesterol	21%	21%	20%
Backache	21%	21%	22%
Any Arthritis	20%	19%	19%
None Of These	17%	17%	18%
Arthritis (Osteoarthritis)	16%	15%	15%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.98%	28.99%	28.43%
Live Theater	27.54%	26%	24.44%
Live Theater Most Often	23.06%	21.84%	20.52%
Classical Concerts Most Often	11.44%	10.22%	9.3%
Rock/Pop Concerts Most Often	10.19%	11.47%	11.63%
Dance Performance	9.98%	9.4%	9.04%
Movies: Action/Adventure	36.93%	37.08%	37.23%
Movies: Comedy	34.38%	35.42%	35.71%
Movies: Drama	23.54%	22.44%	21.88%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.09%	19.99%	19.67%
Movies: Mystery	19.72%	19.06%	18.5%
Movies: Fam.	17.97%	18.1%	18.33%
College Football Reg. Season	8.02%	7.23%	7.04%
MLB Baseball Reg. Season	7.79%	7.45%	7.35%
NFL Football Reg. Season	6.94%	6.71%	6.51%
College Basketball Reg. Season	4.41%	4.14%	4.11%
College Football Post-Season	3.13%	2.76%	2.56%
Golf Tournament	2.94%	2.5%	2.25%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	48.49%	46.16%	44.95%
Swimming	34.17%	33.83%	34.03%
Bowling	19.1%	19.68%	20.17%
Freshwater Fishing	18.79%	18.36%	19.32%
Golf	17.51%	16.79%	15.95%
Billiards/Pool	14.94%	15.43%	16.24%
Camping Trips	14.73%	14.02%	14.78%
Mountain/Road Biking	14.72%	14.27%	13.98%
Stationary Cycling	14.13%	13.78%	13.3%
Using Cardio Machine	14.01%	13.96%	13.72%
Power Boating	13.99%	12.27%	11.81%
Weight Training	13.31%	14.07%	14.2%
Jogging/Running	13.21%	13.42%	13.47%
Basketball	11.16%	12.08%	12.73%

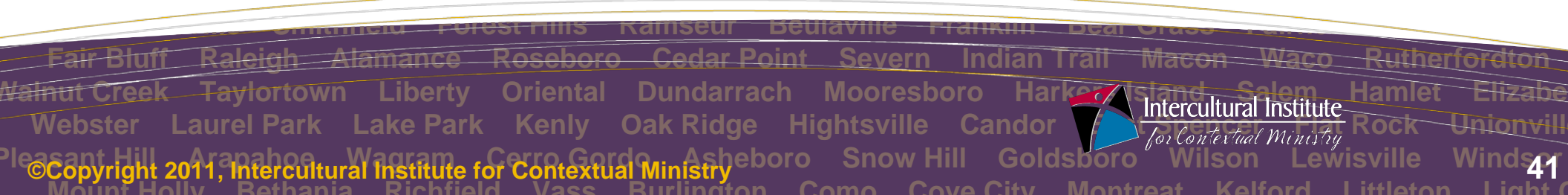
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.51%	10.43%	10.11%
Canoeing/Kayaking	9.82%	8.48%	8.57%
Hunting	9.78%	9.29%	10.1%
Saltwater Fishing	8.57%	8.28%	8.34%
Backpacking/Hiking	8.26%	8.57%	8.72%
Baseball	7.29%	8.44%	8.99%
Yoga	6.85%	6.9%	6.72%
Softball	6.68%	6.97%	7.28%
Target Shooting	6.64%	7.35%	7.94%
Tennis	6.05%	6.45%	6.35%
Volleyball	5.69%	6.53%	6.91%
Horseback Riding	5.67%	5.52%	5.9%
Soccer	5.47%	6.18%	6.33%
Sailing	4.98%	4.49%	4.34%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	4.7%	6.31%	7.03%
Water Skiing	4.7%	4.49%	4.62%
Motorcycling	4.51%	4.89%	5.29%
Ice Skating	4.51%	4.6%	4.62%
Fly Fishing	4.38%	4.34%	4.45%
Downhill & X-Country Skiing	4.26%	4.29%	4.39%
Roller Skating	3.83%	4%	4.23%
Snorkeling	3.68%	3.92%	3.96%
Jet Skiing	3.65%	3.81%	3.81%
Archery	3.35%	3.7%	4.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rowing	2.82%	2.9%	2.88%
Snowmobiling	2.7%	3.03%	3.24%
Racquetball	2.45%	3.07%	3.16%
Skateboarding	2.25%	2.58%	2.64%
Rock Climbing	2.2%	2.52%	2.58%
Hockey	2.15%	2.62%	2.7%
Auto Racing	2.13%	2.36%	2.56%
Snowboarding	2.11%	2.42%	2.47%
Martial Arts	1.88%	2.23%	2.37%
Surfing & Windsurfing	1.56%	1.8%	1.88%



Potential Cultural Barriers -- Introduction (part 1)

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

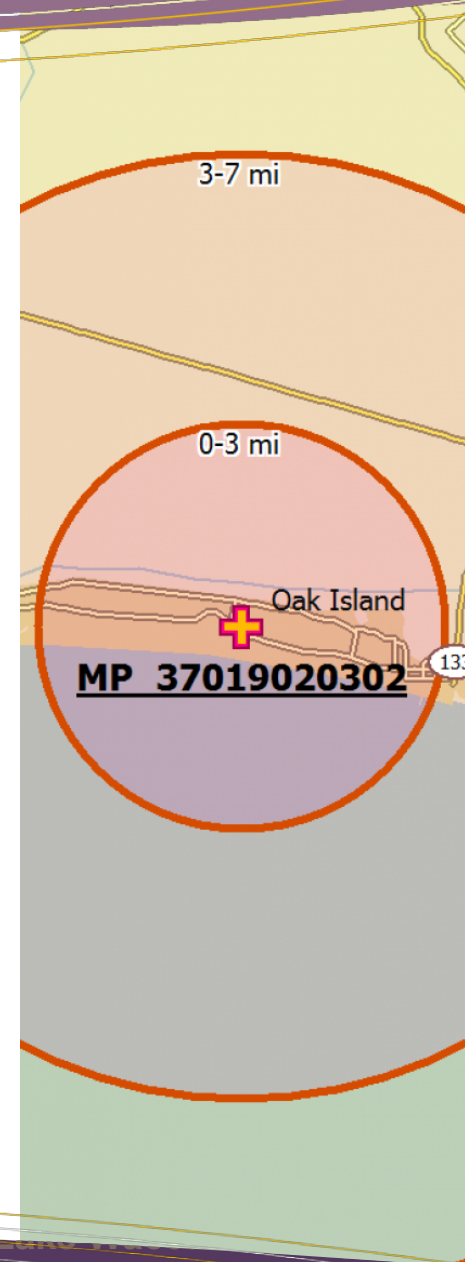
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

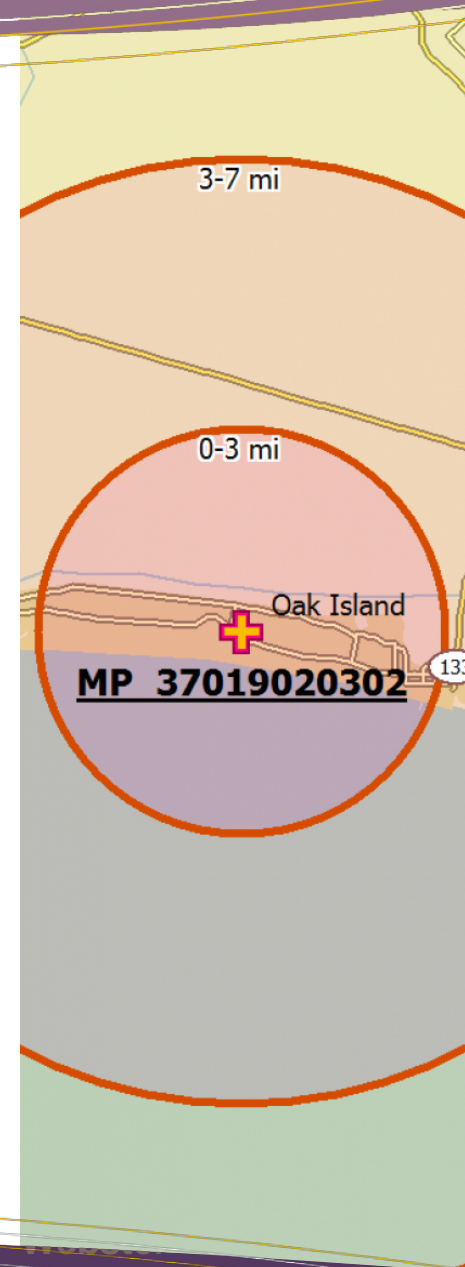
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

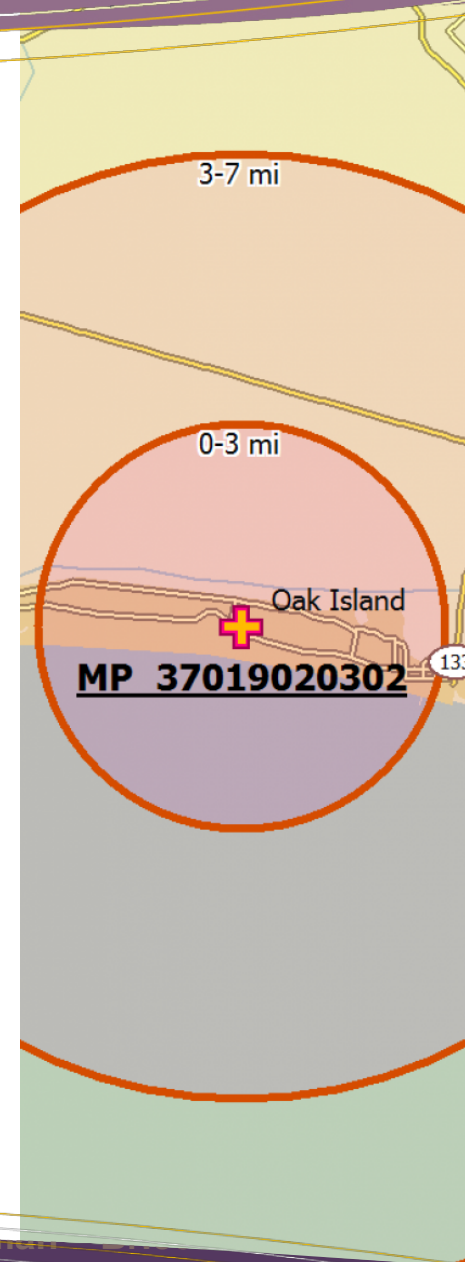
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Prefer To Have Few Possessions As Possible	40%	39%	37%
Find It Difficult To Say No To My Kids	36%	37%	37%
Speak My Mind Even If It Upsets People	34%	35%	34%
If Won Lottery Would Never Work Again	32%	32%	30%
Woman's Place Is In The Home	31%	32%	33%
Like Control Over People And Resources	31%	32%	32%
Like To Do Unconventional Things	31%	31%	31%
Money Is Best Measure Of Success	28%	28%	28%
Friends More Important Than My Fam.	28%	28%	27%
Don't Judge People/Way They Live Life	27%	27%	28%
Marijuana Should Be Legalized	20%	20%	20%

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

Potential Cultural Themes

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

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



Potential Cultural Themes:

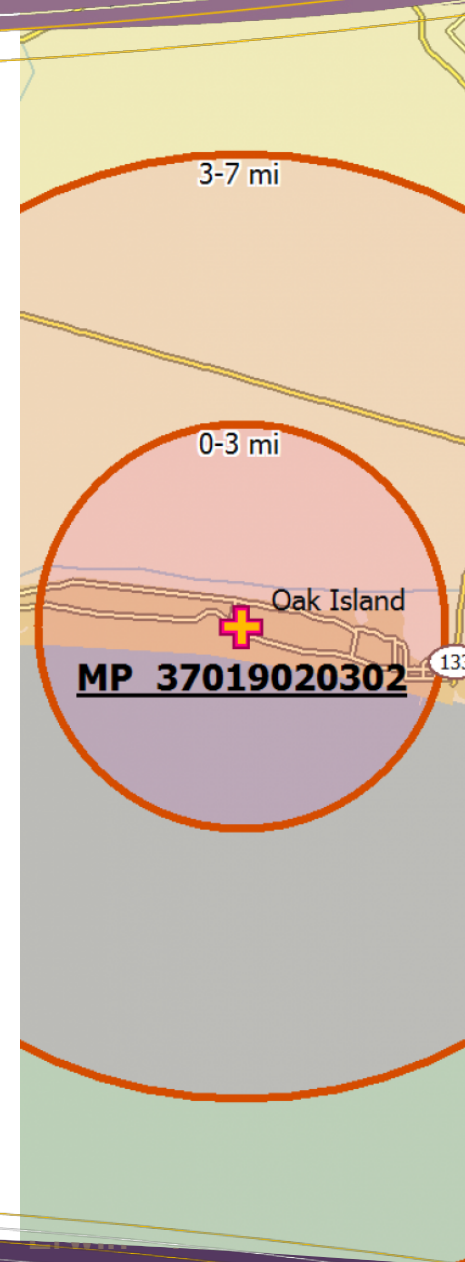
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	64%	64%	64%
You Should Seize Opportunities In Life	59%	59%	59%
Prefer To Have Few Possessions As Possible	40%	39%	37%
Like To Understand About Nature	39%	39%	38%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Important To Juggle Various Tasks	29%	30%	30%
Good At Fixing Things	27%	27%	27%
Have Keen Sense Of Adventure	26%	27%	26%
People Have To Take Me As They Find Me	24%	24%	24%
Like To Just Enjoy Life	23%	24%	23%
Consider Myself Interested In The Arts	18%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	16%	16%	16%
Try Not To Worry About The Future	15%	15%	15%
Worried About Pollution Caused By Cars	14%	15%	16%
Looking for New Ideas To Improve Home	14%	15%	15%
Provide My Kids With The Little Extras	7%	9%	10%
Enjoy Spending Time With My Fam.	7%	8%	9%
Decor Particular Interest To Me	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Would Like To Set Up Own Business	3%	3%	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.

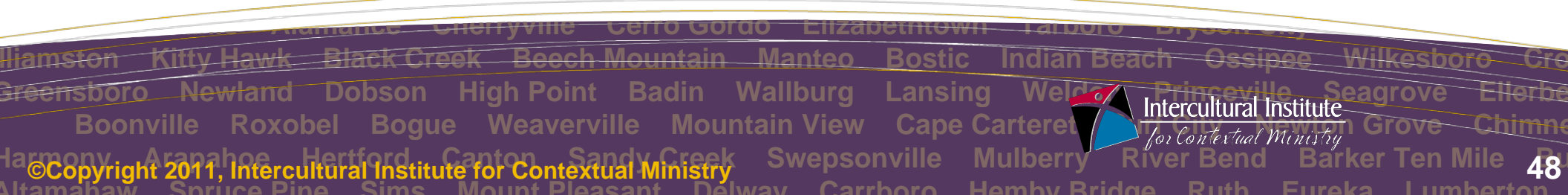


Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	84.13%	84.05%	83.69%
Fast Food/Drive-In Restaurant-Visit Any	80.47%	81.57%	82.42%
McDonald's	54.55%	54.7%	55.29%
Burger King	32.51%	33.42%	34.29%
Subway	28.51%	28.46%	29.12%
Applebee's	26.32%	27.9%	28.15%
Wendy's	25.71%	26.97%	27.34%
Olive Garden	22.23%	22.16%	21.47%
Taco Bell	22.07%	23.75%	24.67%
Arby's	17.83%	18.94%	19.97%
Outback Steakhouse	17.73%	16.96%	16.34%
Kentucky Fried Chicken (KFC)	17.63%	20.99%	22.32%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	16.74%	16.69%	17.24%
Red Lobster	16.21%	16.61%	16.49%
Pizza Hut	15.99%	17.6%	18.46%
Cracker Barrel	15.35%	15.84%	16.05%
IHOP (International House Of Pancakes)	13.44%	13.55%	13.41%
Dunkin' Donuts	11.34%	11.43%	11.07%
Denny's	11.14%	11.31%	11.29%
Chick-Fil-A	11.11%	11.81%	12.25%
Chili's Grill and Bar	10.96%	11.57%	11.52%
Sonic	10.29%	10.87%	11.64%
Starbucks	10.28%	10.84%	10.68%
Ruby Tuesday	9.8%	10.4%	10.55%

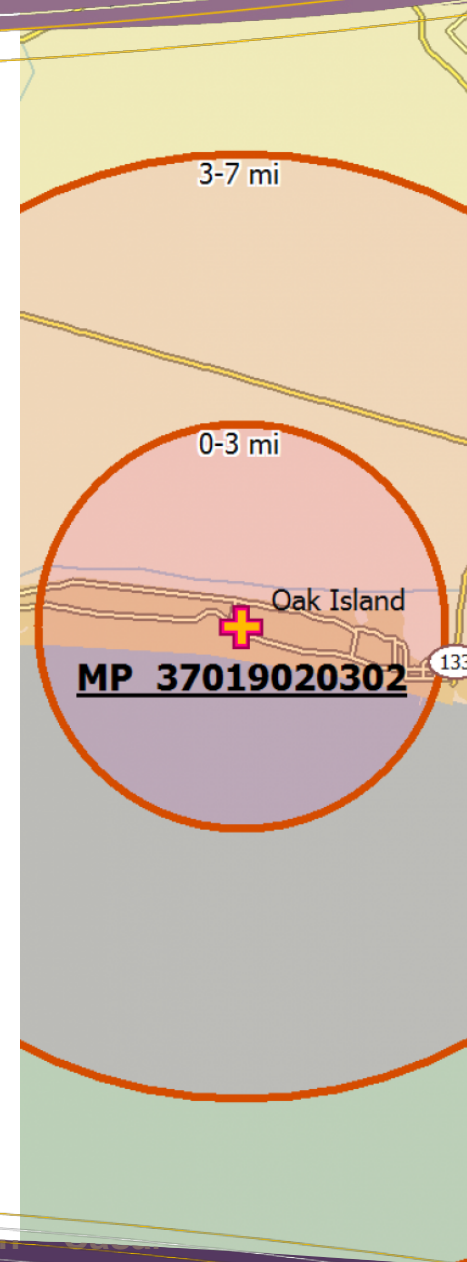


Potential Shared Projects

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.

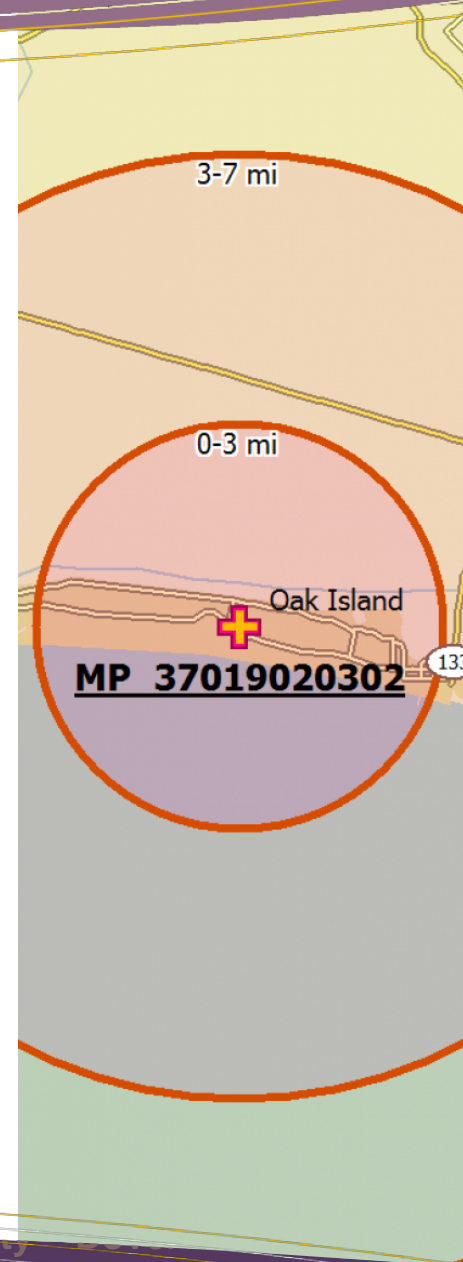
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	51.3%	50.56%	49.76%
Recycled products	42.54%	40.52%	39.47%
Worked as volunteer (non political)	19.56%	18.83%	18.36%
Engaged in fund raising	10.37%	10.61%	10.6%
Religious club member	7.48%	7.64%	7.61%
Wrote to elected offcl about publ bus	7.26%	6.84%	6.63%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.53%	6.24%	6.07%
Addressed a public meeting	6.11%	5.84%	5.69%
Charitable Organization	5.88%	5.82%	5.73%
Union member	5.59%	5.61%	5.65%
Took active part in local civic issue	5.58%	5.49%	5.42%
Fraternal order member	5.43%	5.27%	5.2%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	20.85%	19.7%	19.12%
Mystery	15.34%	14.34%	13.85%
Children's Books	13.66%	13.45%	13.27%
Cookbooks	11.18%	11.11%	10.96%
History	9.37%	8.66%	8.35%
Religious (not Bibles)	8.81%	8.84%	8.9%
Biography	8.33%	7.95%	7.61%
Personal/Business	7.7%	7.41%	7.18%
Self-help			
Romance	7.18%	7.12%	7.05%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.65%	68.91%	68.23%
Gen. Editorial	48.28%	48.37%	48.04%
Womens	39.1%	39.89%	40.02%
Service	38.65%	37.36%	37.05%
Business/Finance	20.7%	20.26%	19.51%
Mature Market	17.08%	16.47%	16%
Mens	16.2%	16.76%	16.85%
Sports	15.29%	15.22%	14.89%
Health	13.78%	13.8%	13.8%

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	60.3%	58.97%	58.37%
Business/Finance	36.11%	34.31%	33.09%
Sport	34.82%	34.2%	33.87%
Editorial Page	34.45%	33.59%	33.3%
Classified	29.74%	30.13%	31.17%
Comics	29.44%	28.79%	28.66%
Food/Cooking	28.75%	28.12%	27.69%
Movie Listings & Reviews	26.91%	26.35%	26.1%
TV/Radio Listings	26.64%	25.94%	25.77%
Travel	23.54%	22.59%	21.94%
Home/Gardening	23.45%	22.94%	22.78%
Science/Technology	20.67%	19.73%	19.34%
Fashion	14.96%	14.89%	14.59%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.22%	21.08%	22.22%
Adult Contemporary	20.5%	19.37%	18.96%
CHR Contemp Hit Radio	15.18%	16%	16.1%
News/Talk	13.63%	12.99%	12.5%
Oldies	11.55%	11.45%	11.26%
Rock	11.11%	11.1%	11.18%
Alternative	10.9%	10.13%	9.76%
Classic Rock	10.61%	10.22%	10.06%
All Talk	8.73%	7.58%	6.8%
All News	7.46%	7.31%	6.9%
Variety	7.33%	7.72%	7.64%
Religious	7.26%	7.06%	6.92%
Urban Contemporary	5.88%	8.99%	9.64%
Adult Standards	5.86%	5.31%	4.87%
Soft Contemporary	5.35%	5.6%	5.53%
Jazz	4.49%	5.23%	5.16%
Sports	4.31%	4.2%	4.02%
Classical	4.18%	4.1%	3.95%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	67.38%	66.44%	66.27%
Soapnet	51.59%	52%	51.41%
Satellite Dish	48.66%	49.67%	50.02%
Other Video-On-Demand	45.17%	43.9%	43.31%
Comedy Central	43.58%	41.1%	38.8%
Adult Pay Per View TV	42.13%	40.27%	38.89%
Sci-Fi Channel	36.6%	36.24%	36.71%
MSNBC	31.8%	32.24%	32.62%
TV Info From Sunday TV Magazine	30.71%	31.24%	30.58%
ESPN Classic	29.82%	27.94%	25.93%
Subscribe Digital Cable	28.98%	29.44%	29.17%
USA Network	28.64%	27.93%	27.03%

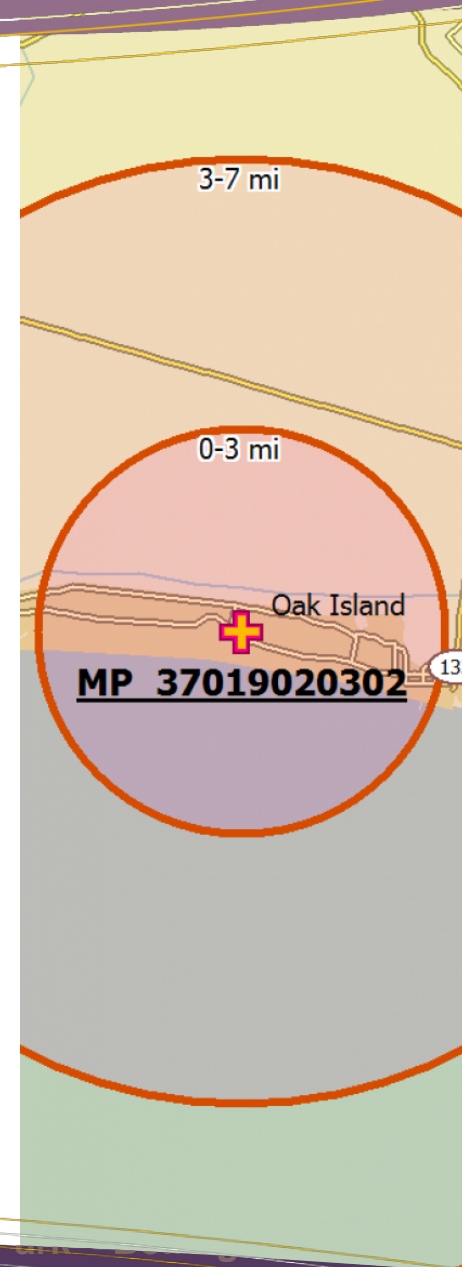
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	28.63%	27.45%	27.5%
The Golf Channel	28.59%	27.2%	26.35%
ESPN2	27.95%	26.51%	25.59%
BET (Black Entertainment TV)	27.91%	26.11%	25.79%
ABC Fam.	26.19%	25.81%	25.04%
ESPN News	25.48%	23.99%	22.41%
Hallmark Channel	25.47%	25.22%	24.84%
TV Info From Newspapers	25.44%	25.59%	25.67%
Nickelodeon	25.32%	25.94%	26.72%
TCM (Turner Classic Movies)	24.76%	25.27%	25%
Nick At Nite	23.66%	23.54%	24.28%
TV Info From Monthly Cable Guide	22.73%	22.91%	22.88%

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+)	22.33%	21.56%	21.22%
Medium Users (4-6)	12.89%	12.12%	11.76%
Light Users (1-3)	20.66%	20.49%	20.28%
Quintiles (20%)			
Newspaper I (Heavy)	0.61%	0.85%	0.97%
Newspaper II	0.79%	1.03%	1.11%
Newspaper III	1.97%	1.97%	1.95%
Newspaper IV	0.1%	0.23%	0.29%
Newspaper V (Light)	0.95%	1.02%	1.01%

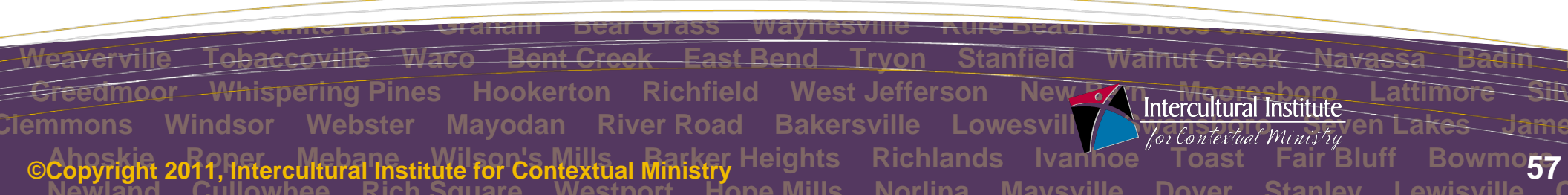
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	15.28%	16.3%	16.86%
Magazines II	5.97%	6.78%	7.08%
Magazines III	6.08%	7.3%	7.64%
Magazines IV	9.47%	9.78%	10.15%
Magazines V (Light)	0.13%	0.31%	0.33%
Outdoor I (Heavy)	6.57%	6.49%	6.45%
Outdoor II	1.69%	2.02%	2.09%
Outdoor III	1.89%	2.36%	2.53%
Outdoor IV	15.84%	16.11%	16.14%
Outdoor V (Light)	29.03%	28.55%	27.76%
Yellow Pages I (Heavy)	14.12%	14.81%	14.94%
Yellow Pages II	5.38%	5.96%	5.91%
Yellow Pages III	2.75%	3.47%	3.68%
Yellow Pages IV	19.76%	20.59%	21.01%
Yellow Pages V (Light)	1.47%	2.15%	2.24%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.88%	2.87%	2.98%
Drive Time III (Medium)	0.91%	0.68%	0.77%
Radio IV & V (Light)	1.97%	2%	2.05%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	5.37%	6.4%	6.88%
Radio III (Medium)	4.11%	4.32%	4.38%
Radio IV & V (Light)	3.02%	3.05%	3.15%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	9.73%	10.51%	10.66%
Cable III (Medium)	2.7%	2.97%	3.1%
Cable IV & V (Light)	38.59%	37.03%	36.38%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.87%	3.23%	3.29%
Prime Time III (Medium)	2.63%	2.41%	2.39%
Prime Time IV & V (Light)	1.87%	3.74%	4.31%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	44.08%	43.56%	42.66%
Fringe III (Medium)	51.11%	52.41%	52.44%
Fringe IV (Light)	52.67%	53.85%	54.17%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.38%	11.78%	11.73%
All Day III (Medium)	21.96%	22.45%	22.47%
All Day IV (Light)	10.77%	11.36%	11.6%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	15.66%	14.65%	14.43%
6:00am - 10:00am	20.24%	19.4%	18.5%
10:00am - 3:00pm	7.63%	7.62%	7.24%
3:00pm - 7:00pm	13.77%	13.23%	13.39%
7:00pm - Midnight	19.37%	17.54%	16.61%
Midnight - 6:00am	8.3%	7.7%	7.28%
Weekend Radio			
Listeners			
Dayparts [summary]	12.33%	13%	13.44%
6:00am - 10:00am	5.84%	5.43%	5.24%
10:00am-3:00pm	7.33%	7.09%	6.65%
3:00pm - 7:00pm	6.3%	6.31%	6.37%
7:00pm - Midnight	9.07%	8.82%	8.92%
Midnight - 6:00am	14.13%	13.59%	13.16%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.7%	6.91%	7.02%
Saturday: 8:00-11:00pm	7.31%	7.59%	7.75%
Sunday: 7:00-11:00pm	8.89%	9.03%	9.14%
9:00am-1:00pm	23.66%	23.54%	24.28%
9:00am-4:00pm	27.4%	27.31%	28.14%
4:00pm-7:00pm	32.65%	31.94%	31.28%
11:00pm-1:00am	40.04%	40.59%	40.91%
AVG Prime time	2.3%	2.49%	2.55%
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	17.52%	17.12%	16.9%
7-9am	27.95%	26.51%	25.59%
9am-12noon	20.47%	20.07%	20.82%
12noon-4pm	6.93%	7.24%	7.32%
4-6pm	47.1%	47.89%	46.93%
6-7pm	18.74%	18.58%	18.82%
7-7:30pm	1.94%	1.7%	1.68%
7:30-8pm	8.99%	9.66%	9.9%
8-11pm	6.7%	6.91%	7.02%
11pm-12am	31.8%	32.24%	32.62%
11pm-1am	40.04%	40.59%	40.91%
1-6am	38.55%	36.78%	35.48%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.5%	19.45%	18.92%
Sat: 10am-1pm	7.69%	7.78%	7.85%
Sat: 1-4pm	22.7%	23.64%	23.53%
Sat: 4-6pm	5.87%	6.19%	6.2%
Sat: 6-7pm	2.18%	2.14%	2.15%
Sat: 7-8pm	0.82%	0.8%	0.81%
Sat: 8-11pm	7.31%	7.59%	7.75%
Sat: 11pm-1am	5.42%	5.39%	5.27%
Sat: 1am-7pm	28.64%	27.93%	27.03%
Sun: 7-10am	1.39%	1.64%	1.72%
Sun: 10am-1pm	5.1%	5.46%	5.7%
Sun: 1-4pm	5.27%	5.57%	5.72%
Sun: 4-7pm	10.49%	11.13%	11.44%
Sun: 7-11pm	8.89%	9.03%	9.14%
Sun: 11pm-1am	3.38%	3.71%	3.98%
Sun: 1-7am	17.48%	18.51%	18.98%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

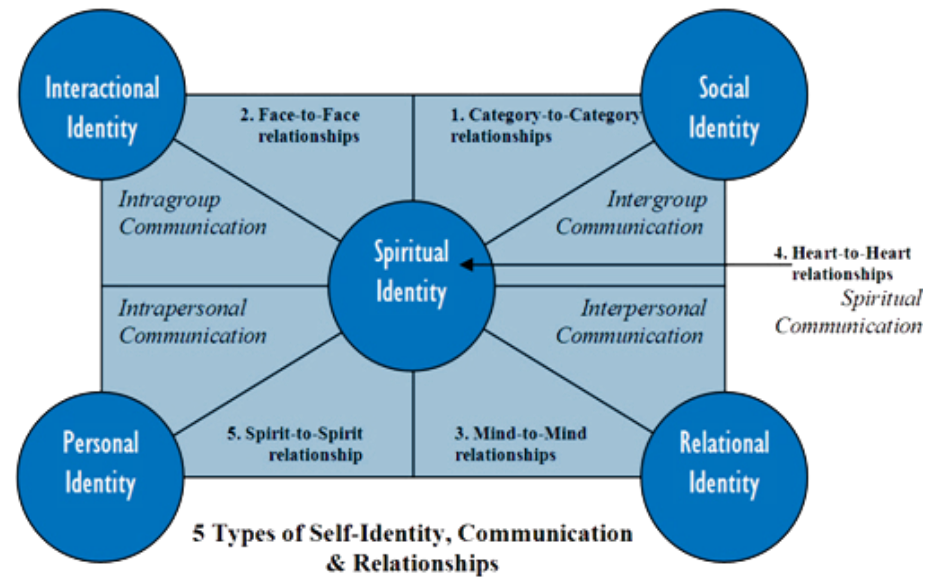


Establishing Redemptive Relationships

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

Communication Steps

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

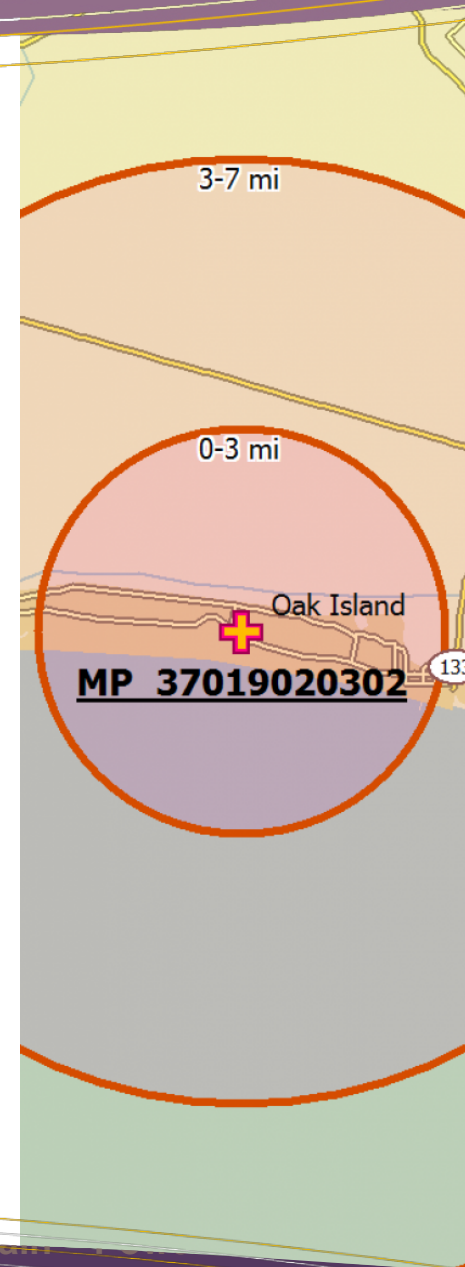


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Oak Island First - Oak Island	4608 E Oak Island Dr Oak Island, NC 28465	1.09 mi	168	Plateauing
2	Shoreline - Southport	4198 Vanessa Dr Southport, NC 28461	3.38 mi	0	Insufficient Data
3	Bethel - Southport	1628 N Howe St Southport, NC 28461	5.20 mi	74	Growing
4	Beach Road - Southport	4457 Flagship Rd SE Southport, NC 28461	5.20 mi	207	Declining
5	Antioch - Bolivia	1700 Midway Rd SE Bolivia, NC 28422	6.04 mi	57	Plateauing
6	Southport - Southport	200 N Howe St Southport, NC 28461	6.06 mi	276	Plateauing
7	Gospel Center - Supply	330 Varnamtown Rd SW Supply, NC 28462	6.82 mi	87	Plateauing
8	New Ebenezer Missionary - Bolivia	1705 Southport Supply Rd SE Bolivia, NC 28422	7.50 mi	0	Insufficient Data
9	Sunset Harbor First - Bolivia	3867 Sunset Harbor Rd SE Bolivia, NC 28422	7.88 mi	31	Growing
10	Bolivia - Bolivia	4013 Business 17 E Bolivia, NC 28422	7.88 mi	43	Declining
11	Faith - Bolivia	4455 Ocean Hwy E Bolivia, NC 28422	7.88 mi	78	Plateauing
12	Sabbath Home - Supply	990 Sabbath Home Rd SW Supply, NC 28462	8.18 mi	125	Declining
13	Boiling Spg Lakes First - Southport	45 E Boiling Spring Rd Southport, NC 28461	8.51 mi	190	Insufficient Data
14	Mount Olive - Bolivia	1277 Old Ocean Hwy Bolivia, NC 28422	10.43 mi	146	Growing
15	Supply - Supply	88 Ocean Hwy E Supply, NC 28462	10.87 mi	120	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Brunswick Islands - Supply	1672 Mount Pisgah Rd SW Supply, NC 28462	10.96 mi	180	Declining
17	Mount Pisgah - Supply	494 Mount Pisgah Rd SW Supply, NC 28462	11.40 mi	123	Plateauing
18	Boones Neck - Supply	2736 Boones Neck Rd SW Supply, NC 28462	11.70 mi	25	Plateauing
19	Oak Grove - Supply	1356 Holden Beach Rd SW Supply, NC 28462	11.76 mi	59	Declining
20	Trinity Missionary - Shallotte	883 Holden Beach Rd Shallotte, NC 28470	12.65 mi	55	Plateauing
21	Mill Creek - Winnabow	1099 George II Hwy SE Winnabow, NC 28479	12.73 mi	48	Declining
22	Shell Point - Shallotte	3059 Shell Point Rd Shallotte, NC 28470	12.92 mi	76	Declining
23	Kure Beach First - Kure Beach	208 S 6th Ave Kure Beach, NC 28449	13.49 mi	149	Plateauing
24	Lebanon - Bolivia	7342 Funston Rd SE Winnabow, NC 28479	14.16 mi	0	Insufficient Data
25	Peace Memorial - Winnabow	5811 Ocean Hwy E Winnabow, NC 28479	14.19 mi	53	Declining
26	Prospect - Supply	1351 Makatoka Rd NW Supply, NC 28462	14.51 mi	14	Declining
27	Carolina Beach First - Carolina Beach	409 N Lake Park Blvd Carolina Beach, NC 28428	15.62 mi	152	Growing
28	Grace - Shallotte	340 Mulberry St Shallotte, NC 28470	15.99 mi	0	Insufficient Data
29	Calvary - Shallotte	623 Village Rd Shallotte, NC 28470	16.00 mi	176	Plateauing
30	Town Creek Missionary - Leland	832 Green Hill Rd NE Leland, NC 28451	16.09 mi	192	Declining

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Open Door Baptist Ministries - Shallotte	791 Brick Landing Road Southwest Shallotte, NC 28470	16.39 mi	0	Insufficient Data
32	Shallotte First - Shallotte	4486 Main St Shallotte, NC 28470	16.66 mi	300	Plateauing
33	New Beginnings - Shallotte	730 Whiteville Rd Shallotte, NC 28470	16.70 mi	235	Insufficient Data
34	Whispering Pines - Wilmington	6547 Carolina Beach Rd Wilmington, NC 28412	18.08 mi	0	Insufficient Data
35	Jennies Branch - Shallotte	5431 Beach Dr Ocean Isle Beach, NC 28469	19.65 mi	137	Plateauing
36	Ocean View - Ocean Isle Beach	7025 Beach Dr SW Ocean Isle Beach, NC 28469	19.65 mi	0	Insufficient Data
37	Old Shallotte - Ocean Isle Beach	2 Longwood Rd NW Ocean Isle Beach, NC 28469	19.65 mi	120	Growing
38	Cornerstone	8311 Ocean Hwy Ocean Isle Beach, NC 28469	19.65 mi	0	Insufficient Data
39	Myrtle Grove - Wilmington	5524 Myrtle Grove Rd Wilmington, NC 28409	20.63 mi	195	Plateauing
40	Silver Lake - Wilmington	4715 Carolina Beach Rd Wilmington, NC 28412	20.64 mi	60	Insufficient Data
41	Wilmington Korean - Wilmington	4602 S College Rd Wilmington, NC 28412	21.32 mi	0	Insufficient Data
42	Long Leaf - Wilmington	317 Shipyard Blvd Wilmington, NC 28412	21.69 mi	400	Plateauing
43	Sunset Park - Wilmington	231 Central Blvd Wilmington, NC 28401	22.23 mi	164	Declining
44	Primera Mission Bautista - Wilmington	301 Northern Blvd Wilmington, NC 28401	22.40 mi	0	Insufficient Data
45	River of Leland	4706 Waltmoor Rd Wilmington, NC 28409	22.47 mi	0	Insufficient Data



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

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