MissionSite
top unreached locations

WILMINGTON, NC

CENSUS TRACT: 37129011604
REGION: Region 3: Southeast Coast
COUNTY: New Hanover
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
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North Carolina Baptists
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MissionSite (TM)
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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	37129	New Hanover
4	Zipcode	28411	New Hanover
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	K	50000-100000-50000

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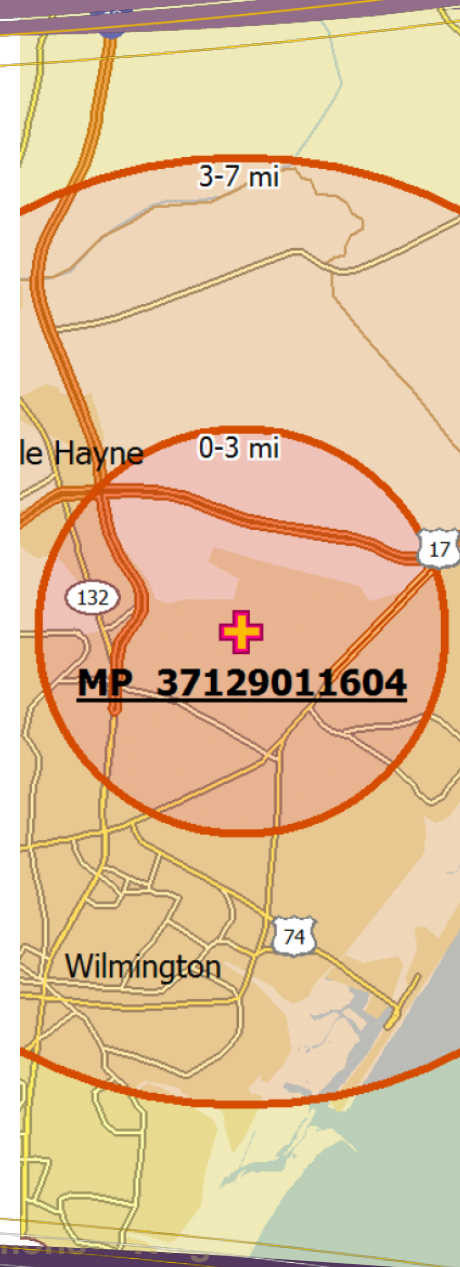
Site Location Summary - Map of the Site Location
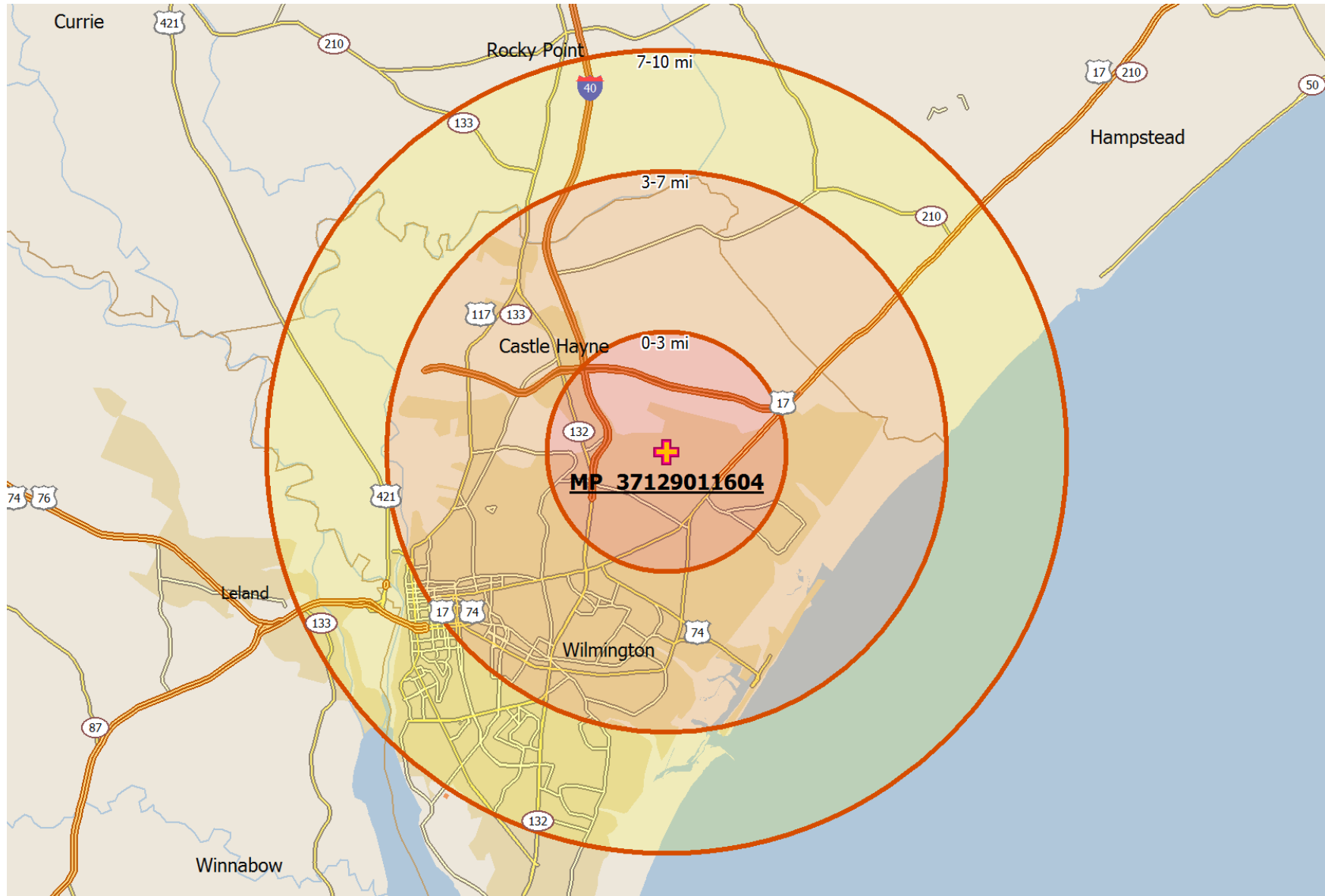
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	37,487	89,825	52,548
2010 Households	15,547	39,474	22,565
2010 Group Quarters Population	14	4,232	728

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	40	41	35
Language Diversity National Index	22	24	31
Foreign Born Diversity National Index	88	65	77
Ancestry Diversity National Index	84	62	70
Racial Diversity National Index	34	46	45

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
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	1	True
Nonspecialized-dependent county indicator	0	False

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,791	24.38%
Mainstay Communities	Established, Diverse Households	7,563	48.65%
Working Communities	Blue-collar, Working Families	1,697	10.92%
Country Communities	Rural, Agri. & Mining Families	112	0.72%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,124	13.66%
Urban Communities	High Density, Inner-city Neighborhoods	260	1.67%

Using the Site Location Summary

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

Issues for Your Consideration

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

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

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Using the Site Location Summary

Issues for Your Consideration - continued

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

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

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

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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	60,411	10,645	17.62%
Unreached %	70.49%	68.47%	97.13
Religious But NOT Evangelical HH	14,974	2,447	16.34%
Religious But NOT Evangelical %	17.47%	15.74%	90.06
Spiritual But NOT Relig or Evang HH	10,432	1,913	18.33%
Spiritual But NOT Relig or Evang %	12.17%	12.3%	101.06
Not Evangelical, Not Interested HH	35,210	6,285	17.85%
Not Evangelical, Not Interested %	41.09%	40.43%	98.39

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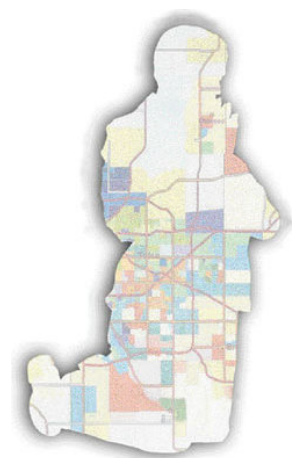
Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of BCNC Churches	40	7	17.5%
Active BCNC Attenders	5,506	1,467	26.64%
Active Evangelical Households	9,512	1,844	19.39%
Active Evangelical Percent	11.10%	11.86%	106.86
Inactive Evangelical Households	15,773	3,058	19.39%
Inactive Evangelical Percent	18.41%	19.67%	106.86
# New Churches Needed	3	1	27.16%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Ogden - Wilmington	1.20 mi	242	Declining	16	Calvary - Wilmington	5.27 mi	231	Plateauing
2	Saint Paul Msry - Wilmington	1.54 mi	0	Insufficient Data	17	Winter Park - Wilmington	5.29 mi	0	Insufficient Data
3	Northside - Wilmington	2.13 mi	639	Plateauing	18	Wrightsville Beach - Wrightsville Beach	5.30 mi	300	Insufficient Data
4	Freedom - Wilmington	2.23 mi	225	Insufficient Data	19	Olivet - Wilmington	5.32 mi	53	Declining
5	Oak Grove - Wilmington	2.39 mi	0	Insufficient Data	20	Gibson Avenue - Wilmington	5.81 mi	52	Plateauing
6	Anchor - Wilmington	2.84 mi	0	Insufficient Data	21	Temple - Wilmington	5.82 mi	252	Declining
7	College Acres - Wilmington	2.88 mi	361	Plateauing	22	Chinese Baptist Church - Wilmington	5.82 mi	0	Insufficient Data
8	North Wilmington Community - Castle Hayne	4.14 mi	0	Insufficient Data	23	Pine Valley - Wilmington	6.65 mi	302	Declining
9	Port City Community - Wilmington	4.67 mi	0	Insufficient Data	24	Hope for all Nations - Wilmington	6.75 mi	0	Insufficient Data
10	Castle Hayne - Castle Hayne	4.76 mi	0	Insufficient Data	25	Wilmington First - Wilmington	6.80 mi	821	Plateauing
11	Wrightsboro - Wilmington	4.79 mi	330	Plateauing	26	Masonboro - Wilmington	6.96 mi	0	Insufficient Data
12	Sea Gate - Wilmington	4.85 mi	60	Plateauing	27	Pine View - Wilmington	7.03 mi	25	Insufficient Data
13	Covenant Community Fellowship - Wilmingto	4.95 mi	42	Insufficient Data	28	Southside - Wilmington	7.13 mi	303	Growing
14	Charity - Wilmington	4.95 mi	20	Insufficient Data	29	Lake Forest - Wilmington	7.14 mi	98	Plateauing
15	Scotts Hill - Wilmington	4.95 mi	1,373	Growing	30	The Bridge Community Church - Wilmington	7.16 mi	30	Insufficient Data

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	120,284	16,507	13.72%
2000 Population	160,307	27,546	17.18%
2010 Population	197,588	37,487	18.97%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	48,140	5,984	12.43%
2000 Households	68,183	11,164	16.37%
2010 Households	85,696	15,547	18.14%

Location Types in this MissionSite
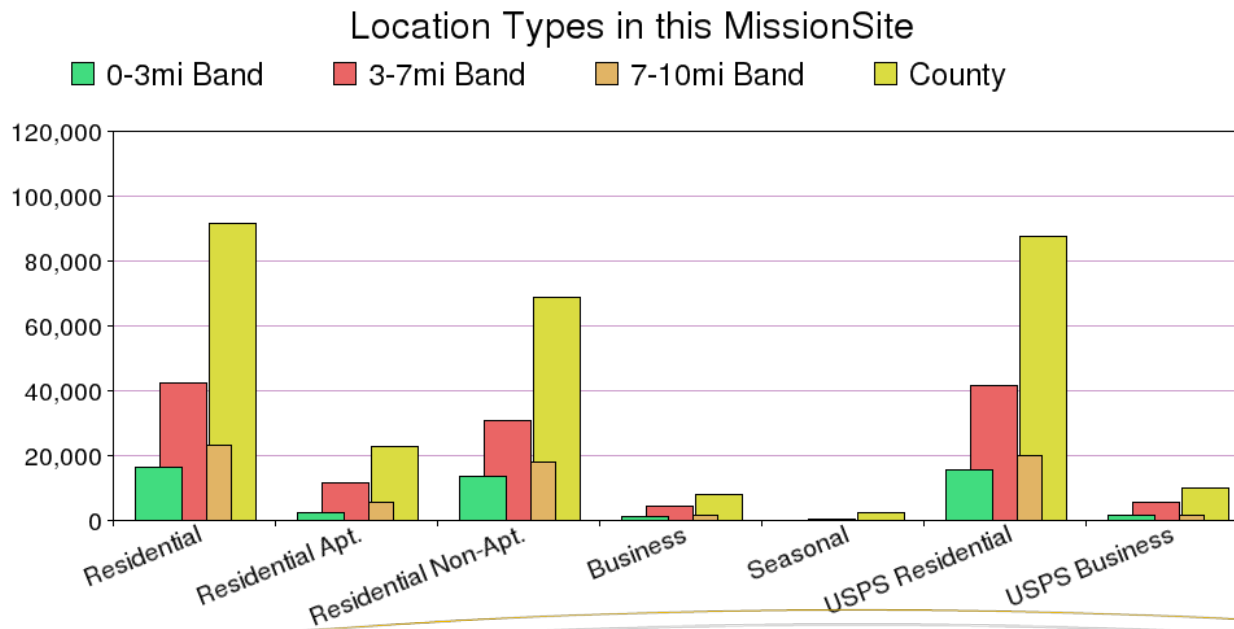
Location Type	0-3mi Band
Residential	16,259
Residential Apt.	2,479
Residential Non-Apt.	13,780
Business	1,250
Seasonal	0
USPS Residential	15,463
USPS Business	1,496

Current Demographic Summary

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

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

Age Group Percentages

- 45-64 Years 25.28%
- 20-34 Years 24.18%
- 35-44 Years 14.29%
- 65-74 Years 7.15%
- 75+ Years 3.77%
- < 20 Years 25.34%
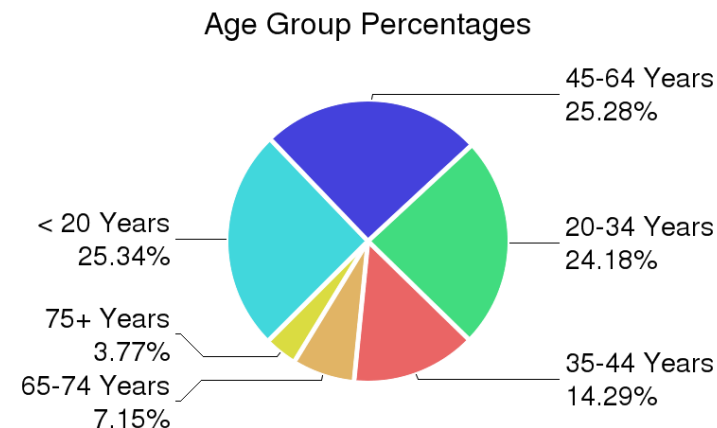
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.07%	6.2%	122.29
4-5 Years	2.38%	2.67%	112.18
6-8 Years	3.49%	4.08%	116.91
9-11 Years	3.31%	3.67%	110.88
12-13 Years	2.13%	2.36%	110.8
14-17 Years	4.74%	4.34%	91.56
18-19 Years	2.46%	2.02%	82.11
0-5 Years	7.46%	8.87%	118.9
6-12 Years	7.87%	8.96%	113.85
13-19 Years	8.26%	7.51%	90.92
< 20 Years	23.59%	25.34%	107.42
20-34 Years	23.68%	24.18%	102.11
35-44 Years	12.72%	14.29%	112.34
45-64 Years	25.34%	25.28%	99.76
65-74 Years	8.19%	7.15%	87.3
75+ Years	6.48%	3.77%	58.18
Median Age	37	38	101.24
Median Age (Male)	36	37	102.2
Median Age (Female)	38	38	99.95

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.
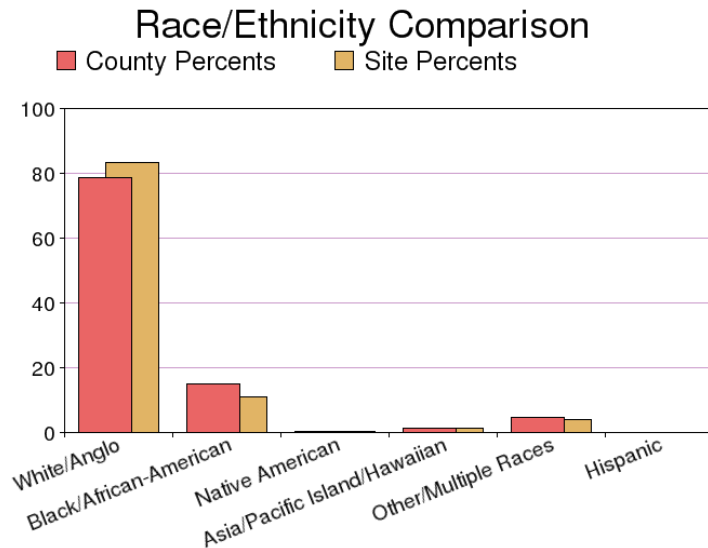
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	78.82%	83.42%	105.84
Black, African-American	14.88%	10.99%	73.87
Native American	0.43%	0.37%	85.96
Asian	1.19%	1.23%	102.92
Pacific Island, Hawaiian	0.06%	0.02%	37.95
Other/Multiple Races	4.62%	3.97%	85.99
Hispanic	0%	2.82%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	133,225	25,415	
Less than 9th Grade	2.54%	1.79%	142.05
No High School Diploma	8.6%	7.71%	111.47
High School Graduate	21.68%	22.28%	97.31
Some College, no degree	21.24%	21.86%	97.18
Associate Degree	8.66%	10.38%	83.37
College Degree	25.38%	26.17%	96.96
Graduate/Prof. degree	11.9%	9.8%	121.46

Race/Ethnicity Comparison

■ County Percents   ■ Site Percents

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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	8.36%	3.51%	46.63
$10,000 to $19,999	10.81%	7.02%	64.94
$20,000 to $29,999	11.67%	11.2%	95.94
$30,000 to $49,999	20.07%	22.68%	113.02
$50,000 to $59,999	8.36%	10.65%	127.38
$60,000 to $69,999	8.8%	11.21%	127.45
$70,000 to $79,999	6.38%	8.3%	130.14
$80,000 to $89,999	4.69%	6.12%	130.5
$90,000 to $99,999	3.34%	4.1%	122.64
$100,000 to $124,999	6.52%	7.92%	121.59
$125,000 to $149,999	3.38%	2.89%	85.56
$150,000 to $199,999	3.47%	2.44%	70.45
$200,000 to $249,999	1.21%	0.75%	62.31
$250,000 or more	2.95%	1.18%	39.96
Median Household	48,908	57,327	117.21
Average Household	71,159	66,665	93.68
Per Capita Household	31,566	27,648	87.59
Family/Non-Family Household Income			
Median Family Income	63,308	67,069	105.94
Average Family Income	89,422	76,428	85.47
Median Non-Family Income	31,278	37,808	120.88
Average Non-Family Income	45,513	44,024	96.73

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	58.41%	66.59%	114.01
Families with Children	25.93%	31%	119.53
Families without Children	32.48%	35.6%	109.61
Non-Family Households			
% Non-Family Households	41.59%	33.41%	80.32
Non-Families with Children	0.35	0.31	87.61
Non-Families without Children	41.24	33.1	80.26
Housing Units			Index
Total Housing Units	102,027	17,023	
Vacant percent	16.01%	8.67%	54.17
Owned percent	52.68%	72.27%	137.18%
Rented Percent	31.31%	19.06%	60.86
Households by Size			Index
Avg household size	2.25	2.41	107.11
Avg family hh size	2.93	2.98	101.71
Avg non-family hh size	1.28	1.28	100
Households By Count of Persons			Percent
One	27,569	3,974	14.41%
Two	30,405	5,575	18.34%
Three or Four	23,046	5,108	22.16%
Five+	4,676	890	19.03%

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Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	120,284	16,507	13.72%
2000 Population	160,307	27,546	17.18%
2010 Population	197,588	37,487	18.97%
2015 Population	210,094	39,850	18.97%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	48,140	5,984	12.43%
2000 Households	68,183	11,164	16.37%
2010 Households	85,696	15,547	18.14%
2015 Households	91,789	16,665	18.16%

Household Change from 1985 to 2030
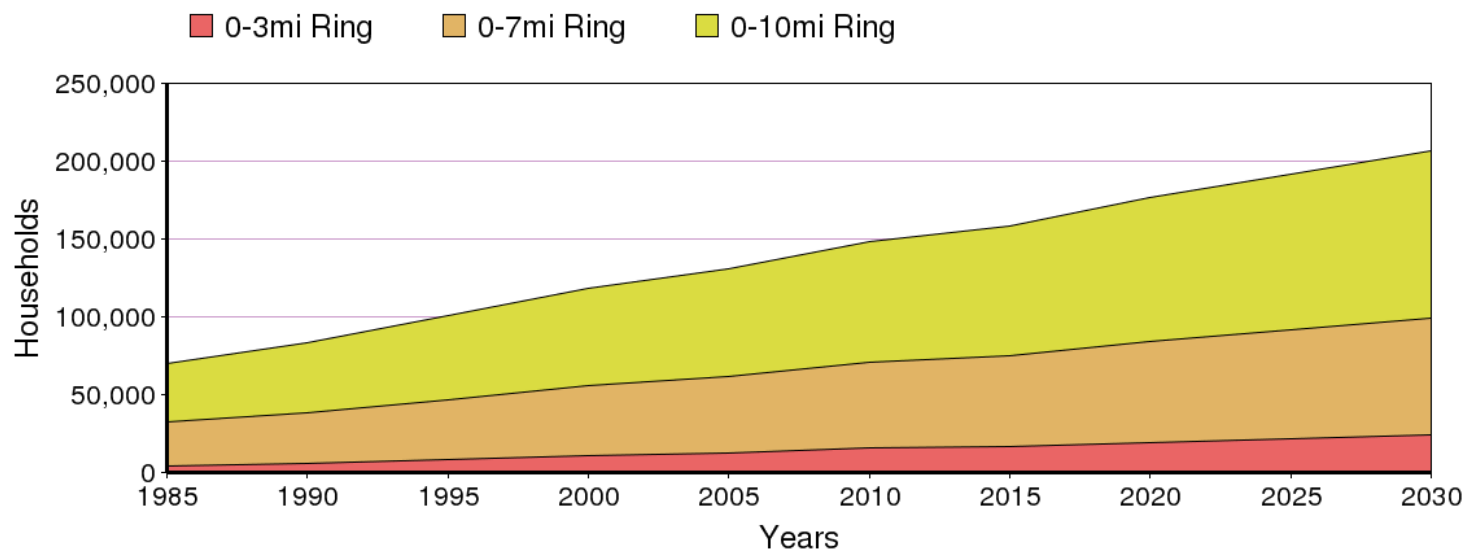
Legend: 0-3mi Ring, 0-7mi Ring, 0-10mi Ring

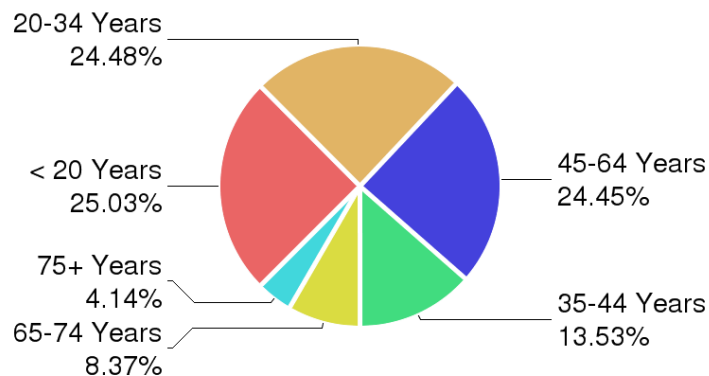Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

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

Projected Age Group Percentages

20-34 Years 24.48%
< 20 Years 25.03%
75+ Years 4.14%
65-74 Years 8.37%
45-64 Years 24.45%
35-44 Years 13.53%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.2%	6.14%	99.03
4-5 Years	2.67%	2.73%	102.25
6-8 Years	4.08%	4.19%	102.7
9-11 Years	3.67%	3.88%	105.72
12-13 Years	2.36%	2.55%	108.05
14-17 Years	4.34%	3.92%	90.32
18-19 Years	2.02%	1.61%	79.7
0-5 Years	8.87%	8.87%	100
6-12 Years	8.96%	9.37%	104.58
13-19 Years	7.51%	6.79%	90.41
< 20 Years	25.34%	25.03%	98.78
20-34 Years	24.18%	24.48%	101.24
35-44 Years	14.29%	13.53%	94.68
45-64 Years	25.28%	24.45%	96.72
65-74 Years	7.15%	8.37%	117.06
75+ Years	3.77%	4.14%	109.81
Median Age	37	38	103.07
Median Age (Male)	36	37	104.32
Median Age (Female)	38	39	101.38

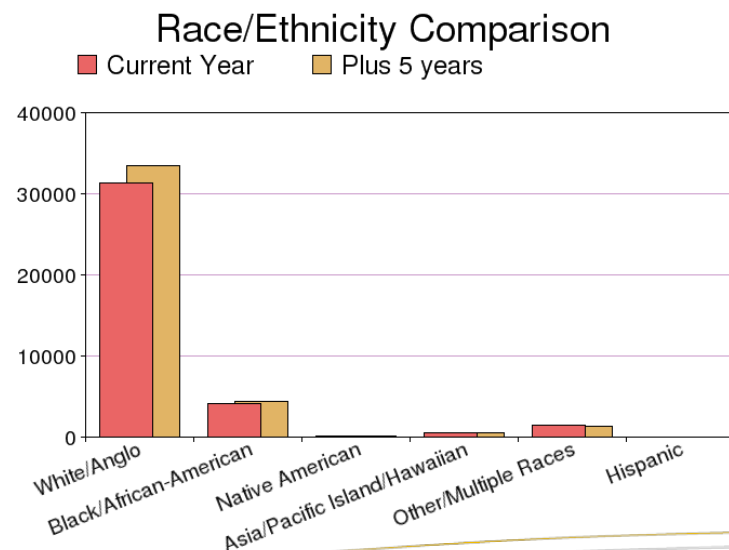Intercultural Institute
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Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.42%	83.93%	100.61
Black, African-American	10.99%	11%	100.1
Native American	0.37%	0.37%	100.94
Asian	1.23%	1.4%	113.46
Pacific Island, Hawaiian	0.02%	0.04%	156.78
Other/Multiple Races	3.97%	3.26%	82.25
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,415	28,067	
Less than 9th Grade	1.79%	1.5%	83.78
No High School Diploma	7.71%	7.08%	91.75
High School Graduate	22.28%	21.04%	94.44
Some College, no degree	21.86%	20.99%	96.03
Associate Degree	10.38%	10.78%	103.83
College Degree	26.17%	27.55%	105.27
Graduate/Prof. degree	9.8%	11.06%	112.84

Race/Ethnicity Comparison

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	3.51%	3.22%	91.75
$10,000 to $19,999	7.02%	6.65%	94.83
$20,000 to $29,999	11.2%	10.5%	93.72
$30,000 to $49,999	22.68%	21.28%	93.82
$50,000 to $59,999	10.65%	10.22%	95.94
$60,000 to $69,999	11.21%	11.79%	105.12
$70,000 to $79,999	8.3%	8.64%	98.06
$80,000 to $89,999	6.12%	6.46%	100.54
$90,000 to $99,999	4.1%	4.13%	100.91
$100,000 to $249,999	7.92%	8.72%	110.03
$125,000 to $149,999	2.89%	3.16%	109.05
$150,000 to $199,999	2.44%	2.76%	112.93
$200,000 to $249,999	0.75%	0.89%	118.01
$250,000 or more	1.18%	1.4%	119.29
Median Household	57,327	59,851	104.4
Average Household	66,665	70,958	106.44
Per Capita Household	27,648	29,674	107.33
Family/Non-Family Household Income			
Median Family Income	67,069	70,360	104.91
Average Family Income	76,428	82,120	107.45
Median Non-Family Income	37,808	40,310	106.62
Average Non-Family Income	44,024	47,291	107.42

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Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.59%	64.96%	97.55
Families with Children	31	29.41	94.9
Families without Children	35.6	36.05	101.27
Non-Family Households			
% Non-Family Households	33.41%	35.04%	104.88
Non-Families with Children	0.31	0.27	104.88
Non-Families without Children	33.1	34.77	105.04
Housing Units			
Total Housing Units	17,023	18,286	107.42%
Vacant percent	8.67%	8.87%	102.3
Owned percent	72.27%	72.16%	99.85
Rented Percent	19.06%	18.97%	99.55
Households by Size			
Avg household size	2.41	2.39	99.17%
Avg family hh size	2.98	3.04	102.01%
Avg non-family hh size	1.28	1.19	92.97%
Households By Count of Persons			
One	3,974	4,565	114.87%
Two	5,575	5,758	103.28%
Three or Four	5,108	5,374	105.21%
Five+	890	968	108.76%

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Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	696	2,342	1,945
Northern Europe	86	290	161
Western Europe	108	286	147
Southern Europe	36	55	91
Eastern Europe	26	104	70
Other Europe	0	0	0
Eastern Asia	87	114	118
So. Central Asia	15	92	95
SE Asia	38	192	79
Western Asia	15	114	13
Other Asia	0	18	26

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	7
Middle Africa	0	0	7
Northern Africa	10	4	29
Southern Africa	4	51	11
Western Africa	0	30	57
Other Africa	0	6	0
Oceania	21	32	25
Caribbean	50	72	61
Central Amer.	131	666	736
South America	26	106	71
North America	43	110	141
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	24,354	71,700	34,050
Spanish	635	2,151	1,265
Other Indo-Euro language	365	1,171	835
French (incl. Patois, Cajun)	161	345	242
French Creole	0	11	0
Italian	31	66	68
Portuguese	11	58	7
German	94	255	207
Yiddish	0	0	0
Other West Germanic	7	70	17
A Scandinavian Language	12	65	46
Greek	18	112	120
Russian	0	76	13
Polish	7	21	18
Serbo-Croatian	0	0	0
Other Slavic Language	10	37	13
Armenian	7	3	0
Persian	0	6	0
Gujarathi	0	6	37
Hindi	0	30	40
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	10	7
Asian/PI languages	0	0	0
Chinese	78	86	85
Japanese	28	53	40
Korean	15	32	40
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	30	0
Thai	0	45	6
Laotian	0	12	0
Vietnamese	0	77	17
Other Asian	15	39	2
Tagalog	20	45	46
Other Pacific Is	0	28	0
Other languages	52	166	130
Navajo	0	0	0
Other Native N. American	0	14	11
Hungarian	14	23	9
Arabic	14	86	76
Hebrew	13	13	5
African languages	11	24	29
Other unspecified	0	6	0

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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	21,810	62,654	29,813
Arab	66	207	160
Armenian	15	27	16
Austrian	32	45	35
British	149	313	332
Canadian	100	105	56
Croatian	3	14	9
Czech	29	65	53
Czechoslovak	15	54	40
Danish	101	141	52
Dutch	183	696	274
English	3,221	8,539	3,939
European	325	514	434
Finnish	10	55	18
French (not Basque)	534	1,173	648
French Canadian	100	310	256
German	2,433	5,996	2,975
Greek	97	345	174
Hungarian	69	237	150
Iranian	0	6	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,400	5,681	3,014
Italian	1,138	2,581	1,245
Lithuanian	8	90	17
Norwegian	139	399	78
Polish	357	772	480
Portuguese	46	72	31
Romanian	10	15	8
Russian	76	295	81
Scandinavian	5	58	30
Scotch-Irish	1,118	2,983	1,513
Scottish	576	2,067	677
Slovak	46	62	29
Subsaharan African	155	462	387
Swedish	243	456	174
Swiss	55	86	48
Ukrainian	23	132	98
US/American	3,675	7,414	3,987
Welsh	194	367	130
West Indian	36	115	42
Yugoslavian	0	17	0
Other	4,028	19,687	8,124

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

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 "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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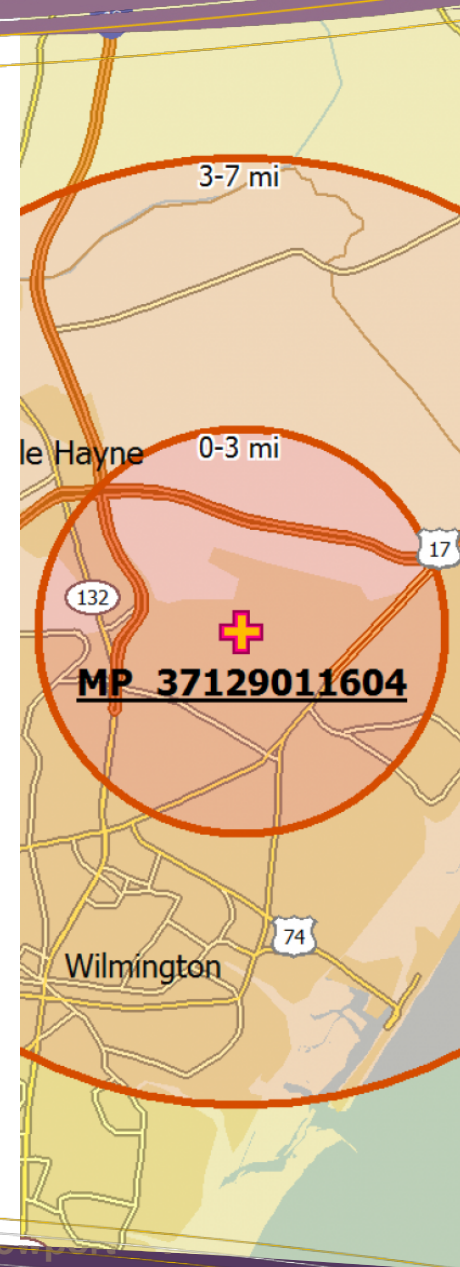
Unreached Households by Lifestyle Segment

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	15,547	100%	10,973	100%
AFFLUENT SUBURBIA	1,431	9.2%	1,009	9.2%
America's Wealthiest	110	0.71%	88	0.8%
Dream Weavers	36	0.23%	26	0.24%
White Collar Suburbia	75	0.48%	61	0.56%
Upscale Suburbia	106	0.68%	88	0.8%
Enterprising Couples	855	5.5%	574	5.23%
Small Town Success	249	1.6%	172	1.57%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,360	15.18%	1,633	14.88%
Status Conscious Consumers	31	0.2%	22	0.2%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,702	10.95%	1,143	10.42%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	209	1.34%	154	1.4%
Successful Urban Sprawl	418	2.69%	314	2.86%
SM TWN SUCCESS	6,548	42.12%	4,601	41.93%
Successful Urban Sprawl	256	1.65%	314	2.86%
2nd City Homebodies	5,775	37.15%	182	1.66%
Prime Middle America	27	0.17%	3,761	34.28%
Urban Optimists	259	1.67%	19	0.17%
Family Convenience	231	1.49%	165	1.5%
Mid-Market Enterprise	0	0%	160	1.46%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,547	100%	10,973	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	1,015	6.53%	723	6.59%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	804	5.17%	581	5.29%
Urban Advancement	211	1.36%	142	1.29%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,697	10.92%	1,156	10.53%
Steadfast Conservative	1,161	7.47%	796	7.25%
Moderate Conventionalists	536	3.45%	360	3.28%
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	15,547	100%	10,973	100%
REMOTE AMERICA	29	0.19%	17	0.15%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	29	0.19%	17	0.15%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,124	13.66%	1,558	14.2%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,417	9.11%	1,049	9.56%
Stable Careers	686	4.41%	495	4.51%
Aspiring Hispania	21	0.14%	14	0.13%
RURAL VILLAGES & FARMS	83	0.53%	65	0.59%
Aspiring Hispania	12	0.08%	14	0.13%
Industrious Country Living	0	0%	8	0.07%
America's Farmland	52	0.33%	0	0%
Comfy Country Living	19	0.12%	32	0.29%
Small Town Connections	0	0%	11	0.1%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,547	100%	10,973	100%
STRUGGLING SOCIETIES	226	1.45%	187	1.7%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	226	1.45%	187	1.7%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	34	0.22%	24	0.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	34	0.22%	24	0.22%
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%

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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?
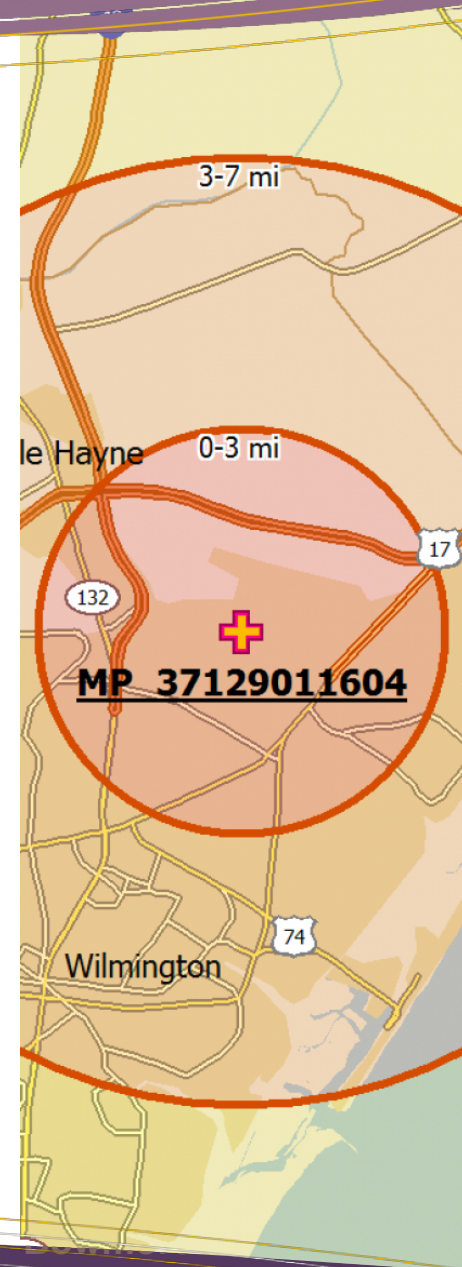
Potential Cultural Bridges

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, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

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

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

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

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	82%	78%	78%
Use Comp. for Internet/E-mail	68%	62%	62%
Internet Use: E-Mail	58%	54%	54%
Use Comp. for Word Processing	46%	40%	41%
Use Comp. for Shopping	42%	38%	38%
Use Comp. for Comp. Games	41%	37%	38%
Use Comp. for Digital Camera Photo Editing	40%	35%	35%
Use Comp. for Banking	38%	33%	34%
Use Comp. for Education	34%	31%	32%
Internet Use: News/ Weather	33%	32%	32%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	32%	29%	29%
HH Owns DVD Player	31%	29%	29%
Use Comp. for News/Info./Data Service	29%	28%	28%
PC-Network-HH Has One	21%	20%	20%
Use Comp. for Personal Financial Mngmnt	18%	17%	17%
Use Comp. for Accounting	17%	16%	15%
Internet Use: Shopping: Gathered Info. for Shopping	16%	15%	15%
Use Comp. for Filing/DB Mngmnt	13%	13%	13%
Internet Use: Travel Reservations	13%	11%	11%
Internet Use: Read Magazines/ Newspapers	13%	12%	12%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	69%	69%	69%
Dining Out (Not Fast Food)	63%	61%	61%
Reading Books	56%	58%	58%
Card Games	43%	42%	42%
Go To A Beach/Lake	41%	38%	38%
Cooking for Fun	36%	38%	38%
Gardening	35%	32%	33%
Board Games	34%	32%	33%
Visit Museum	24%	24%	24%
Visit Zoo	22%	18%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	43%	39%	40%
Dentist	30%	30%	30%
Eye Dr.	22%	22%	22%
Backache	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	18%	18%	18%
Acid Reflux Disease (GERD)	14%	14%	14%
Any Arthritis	14%	14%	14%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	29.98%	31.96%	31.84%
Live Theater	24.17%	25.71%	25.22%
Live Theater Most Often	19.62%	20.97%	20.53%
Rock/Pop Concerts Most Often	15.7%	17.13%	17.09%
Comedy Club	12.03%	10.25%	10.29%
Comedy Club Most Often	8.7%	7.2%	7.28%
Movies: Comedy	41.59%	38.48%	39.26%
Movies: Action/Adventure	40.03%	38.08%	38.66%
Movies: Fam.	21.92%	19.3%	19.39%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.69%	21.3%	21.15%
Movies: Drama	20.82%	22.66%	22.61%
Movies: Mystery	16.27%	18.9%	18.88%
MLB Baseball Reg. Season	10.57%	8.63%	9.04%
NFL Football Reg. Season	9.3%	7.32%	7.45%
College Football Reg. Season	7.86%	7.7%	7.75%
College Basketball Reg. Season	5.08%	5.45%	5.41%
NBA Basketball Reg. Season	4.66%	3.96%	3.97%
Auto Racing Events	4.53%	3.03%	3.01%

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	43.61%	42.82%	42.67%
Swimming	37.04%	34.31%	34.38%
Bowling	22.42%	21.45%	21.33%
Billiards/Pool	19.91%	20.44%	20.21%
Weight Training	18.49%	17.39%	17.32%
Freshwater Fishing	18%	15.58%	15.68%
Using Cardio Machine	16.2%	15.9%	15.82%
Golf	15.97%	16.64%	16.21%
Basketball	15.45%	16.17%	15.71%
Jogging/Running	15.09%	16.48%	16.22%
Camping Trips	15.02%	12.2%	12.73%
Mountain/Road Biking	13.48%	14.7%	14.35%
Stationary Cycling	12.38%	12.85%	13.05%
Baseball	11.79%	10.71%	10.82%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	10.98%	10.92%	10.74%
Football	10.35%	11.61%	11.02%
Aerobics	10.21%	10.93%	10.88%
Saltwater Fishing	9.11%	7.23%	7.29%
Softball	8.9%	7.87%	7.81%
Hunting	8.51%	7.02%	7.21%
Power Boating	8.21%	8.15%	8.07%
Target Shooting	8.11%	6.81%	7.06%
Tennis	7.91%	8.65%	8.39%
Volleyball	7.65%	7.97%	7.99%
Yoga	7.52%	8.39%	8.2%
Soccer	7.34%	8.05%	7.88%
Canoeing/Kayaking	6.71%	6.06%	6.28%
Motorcycling	6.61%	5.26%	5.44%

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Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	5.81%	5.16%	5.28%
Snorkeling	5.45%	5.16%	5.08%
Roller Skating	5.27%	5.51%	5.43%
Ice Skating	5.03%	6.07%	5.76%
Downhill & X-Country Skiing	4.81%	5.03%	4.88%
Jet Skiing	4.7%	4.82%	4.75%
Fly Fishing	4.34%	4.01%	4.01%
Archery	4.03%	3.68%	3.7%
Rock Climbing	3.8%	3.78%	3.74%
Racquetball	3.78%	3.66%	3.64%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.74%	4.27%	4.23%
Snowboarding	3.7%	3.8%	3.63%
Snowmobiling	3.65%	3.41%	3.33%
Rowing	3.38%	3%	2.88%
Hockey	3.26%	3.44%	3.41%
Sailing	3.24%	3.49%	3.51%
Skateboarding	3.22%	3.11%	2.94%
Martial Arts	3.11%	3.24%	3.3%
Surfing & Windsurfing	3.09%	2.87%	2.79%
Auto Racing	2.63%	2.76%	2.78%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
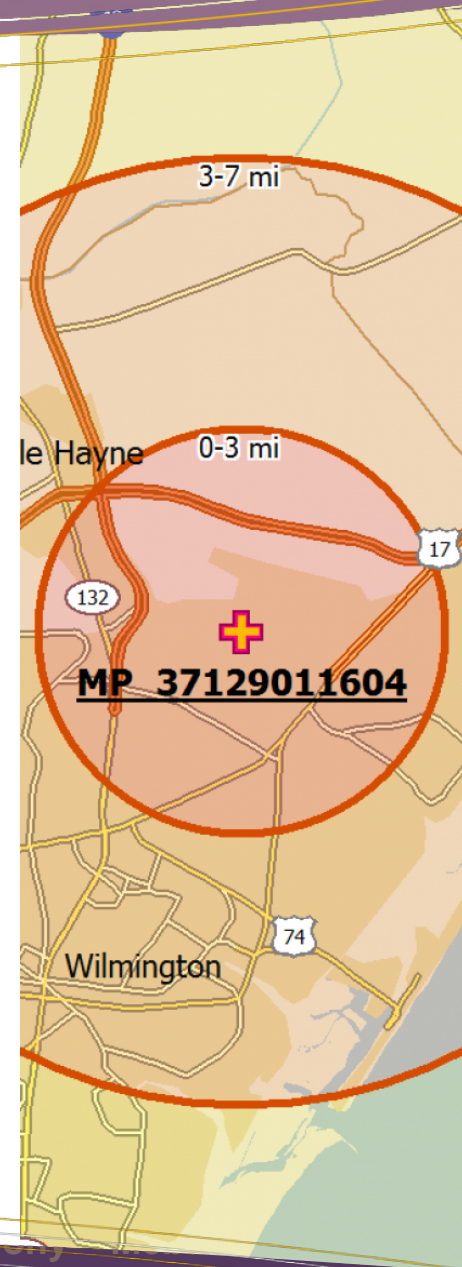
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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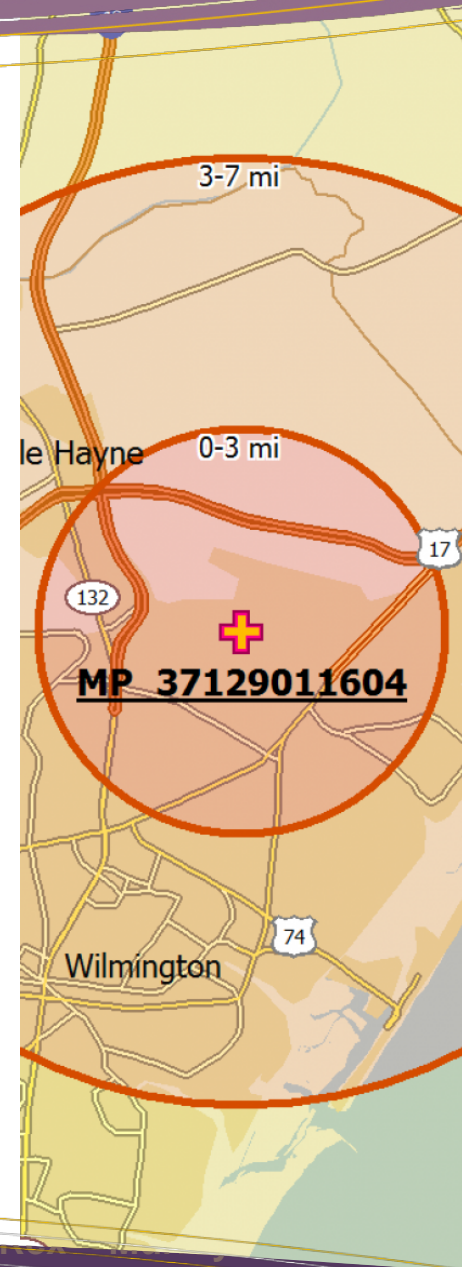
Potential Cultural Barriers:

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

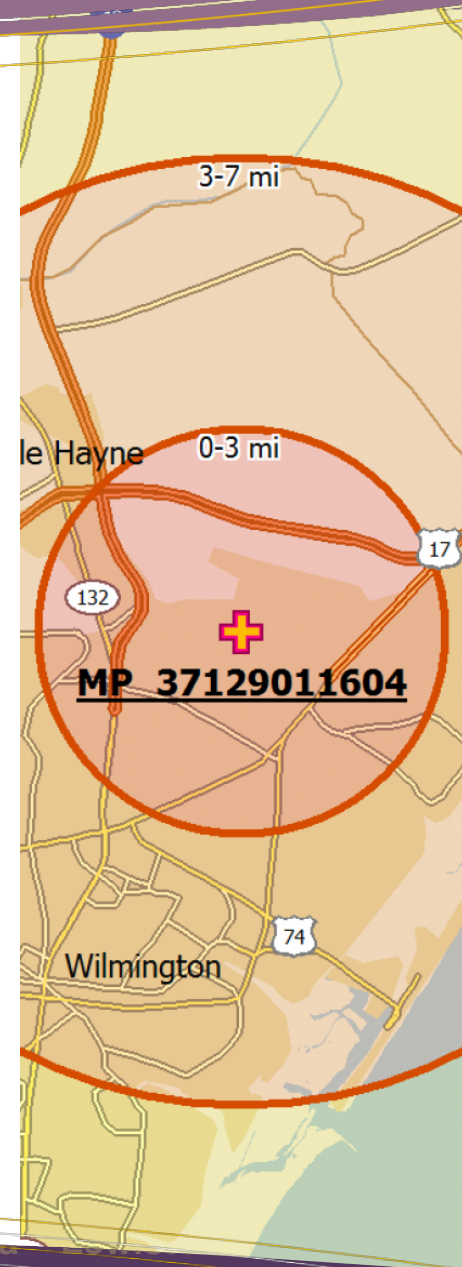| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	40%	39%	39%
Speak My Mind Even If It Upsets People	36%	36%	36%
Prefer To Have Few Possessions As Possible	35%	38%	38%
Woman's Place Is In The Home	34%	32%	32%
If Won Lottery Would Never Work Again	32%	32%	31%
Like Control Over People And Resources	31%	33%	32%
Like To Do Unconventional Things	29%	27%	27%
Don't Judge People/Way They Live Life	29%	30%	30%
Friends More Important Than My Fam.	26%	27%	27%
Money Is Best Measure Of Success	25%	26%	26%
Marijuana Should Be Legalized	21%	22%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	22%	22%
Like to Stand Out In A Crowd	20%	20%	20%
I Am A Workaholic	19%	20%	19%
Like To Pursue Challenge/Novelty/Change	17%	19%	19%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Only Work Current Job for The Money	13%	14%	14%
We Should Strive for Equality for All	13%	15%	15%
Happy With My Standard Of Living	13%	16%	16%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	9%	8%

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Potential Cultural Themes

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

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

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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.
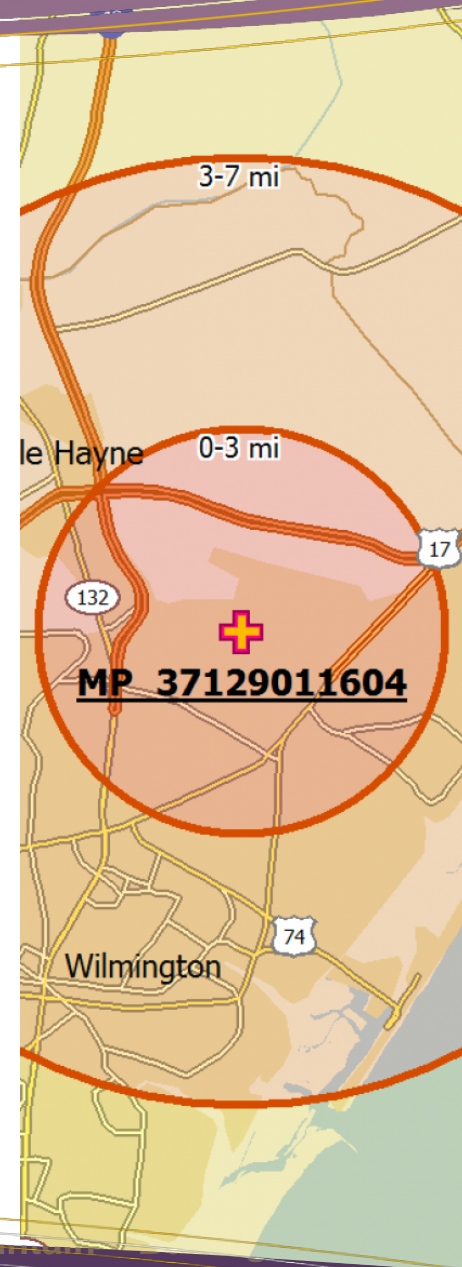
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	68%	64%	64%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	38%	39%	39%
Prefer To Have Few Possessions As Possible	35%	38%	38%
Prefer Work Part Of Team Than Alone	33%	35%	34%
Important Feel Respected By My Peers	32%	34%	34%
Important To Juggle Various Tasks	29%	30%	30%
Have Keen Sense Of Adventure	27%	29%	28%
Good At Fixing Things	27%	29%	28%
People Have To Take Me As They Find Me	25%	23%	24%
Like To Just Enjoy Life	22%	23%	23%
Worried About Pollution Caused By Cars	22%	23%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	19%
Real Men Don't Cry	17%	16%	16%
Looking for New Ideas To Improve Home	15%	15%	15%
Is An Important Part Of Who I Am	15%	14%	14%
Try Not To Worry About The Future	13%	15%	14%
Enjoy Spending Time With My Fam.	12%	11%	11%
Provide My Kids With The Little Extras	10%	14%	13%
Like Spending Most Time With Fam.	6%	6%	5%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Feel Very Alone In The World	4%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
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 sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	86.74%	83.89%	84.14%
Fam. Restaurants/Steak Houses-Visit Any	86.42%	81.47%	81.89%
McDonald's	58.99%	55.33%	55.51%
Burger King	35.88%	34.04%	34.8%
Applebee's	34.36%	31.84%	31.72%
Subway	33.83%	31.19%	30.82%
Taco Bell	32.17%	26.86%	27.5%
Wendy's	31.63%	28.77%	29.12%
Kentucky Fried Chicken (KFC)	25.61%	25.97%	26.12%
Arby's	24.36%	21.04%	21.39%
Olive Garden	22.69%	20.61%	20.98%
Pizza Hut	20.7%	19.63%	19.75%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chick-Fil-A	18.01%	14.89%	14.69%
Outback Steakhouse	17.87%	15.73%	16.16%
Red Lobster	17.09%	16.89%	16.91%
Chili's Grill and Bar	17.08%	14.72%	14.78%
Cracker Barrel	16.87%	15.23%	15.39%
Dairy Queen	16.64%	16.44%	16.49%
IHOP (International House Of Pancakes)	16.23%	15.73%	15.59%
Sonic	14.78%	12.05%	12.38%
Ruby Tuesday	13.82%	11.81%	12.06%
Domino's Pizza	13.77%	14.26%	14.15%
Starbucks	13.73%	13.96%	14.11%
TGI Friday's	13.37%	13.46%	13.51%

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Potential Shared Projects

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

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

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

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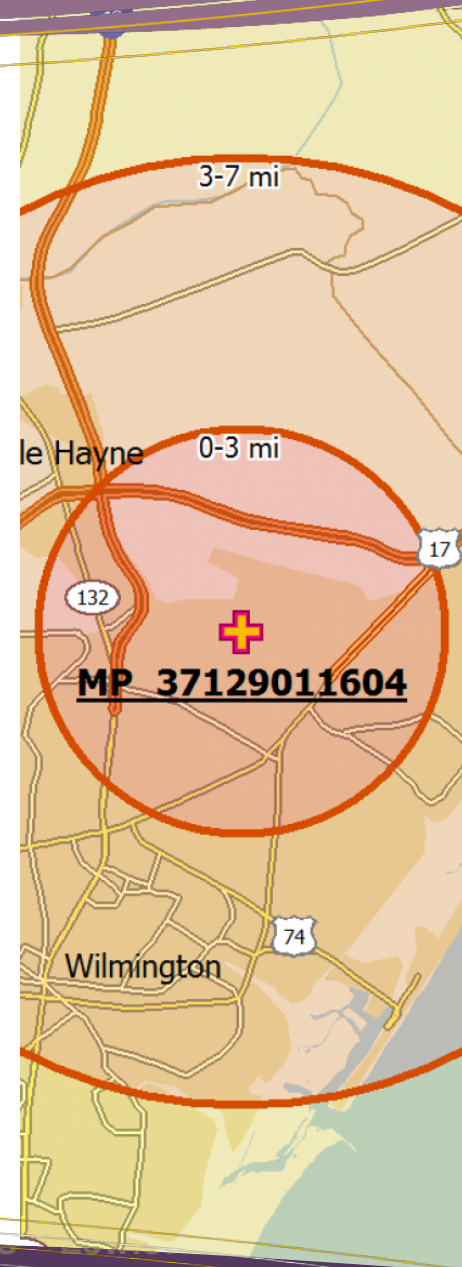
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
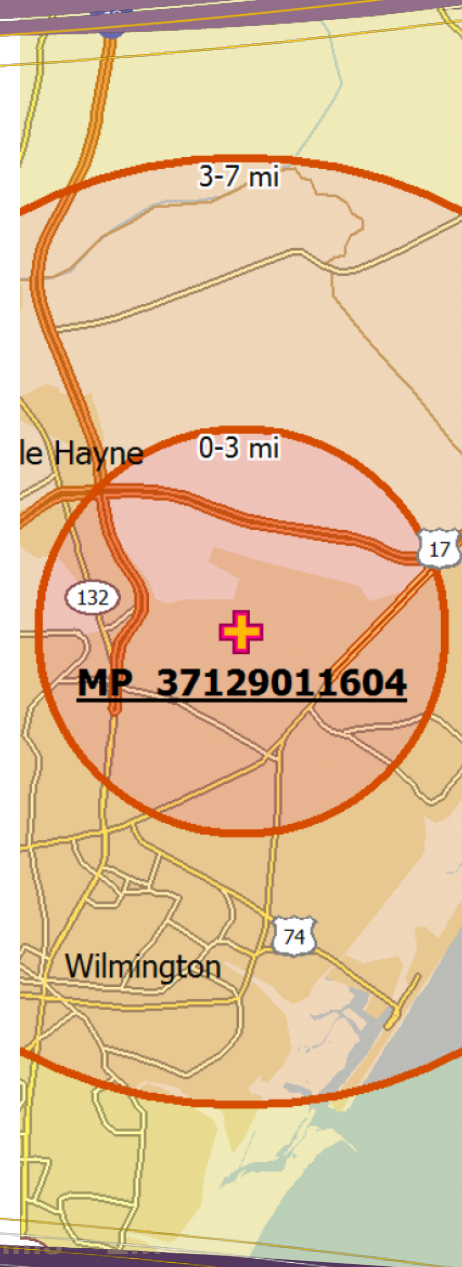
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.28%	46.51%	47.01%
Recycled products	38.11%	35.44%	36.13%
Worked as volunteer (non political)	17.89%	17.01%	17.42%
Engaged in fund raising	11.17%	11.07%	11.07%
Religious club member	8.47%	7.85%	7.79%
Wrote to elected offcl about publ bus	7.62%	6.55%	6.56%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.39%	6.03%	6.11%
Took active part in local civic issue	5.65%	5.69%	5.62%
Union member	5.49%	4.99%	5.04%
Charitable Organization	5.38%	5.72%	5.69%
Wrote to editor of mag or newspaper	5.32%	4.23%	4.19%
Church Board	5.18%	4.96%	4.87%

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Communication Media Content

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

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

Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	19.99%	18.69%	18.83%
Children's Books	14.16%	13.41%	13.44%
Mystery	12.87%	12.35%	12.62%
Cookbooks	11.01%	10.64%	10.88%
Religious (not Bibles)	10.22%	9.19%	9.1%
History	8.15%	7.45%	7.54%
Biography	7.61%	7.44%	7.45%
Romance	7.4%	6.74%	6.79%
Personal/Business Self-help	7.17%	6.98%	7.15%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.82%	69.35%	69.36%
Gen. Editorial	46.5%	49.54%	49%
Womens	43.63%	44.43%	43.7%
Service	38.44%	35.94%	36.12%
Mens	20%	20.07%	19.82%
Business/Finance	19.91%	21.03%	20.7%
Sports	15.98%	17.04%	16.79%
Parenthood	14.85%	14.19%	13.99%
Health	13.61%	13.54%	13.56%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	57.28%	54.68%	55.25%
Classified	32.48%	31.9%	31.96%
Sport	32.37%	32.09%	32.34%
Editorial Page	31.81%	29.93%	30.39%
Business/Finance	31.72%	30.6%	30.83%
Comics	27.87%	26.97%	27.28%
Food/Cooking	26.04%	25.39%	25.86%
Movie Listings & Reviews	25.92%	26.43%	26.55%
TV/Radio Listings	23.66%	23.47%	23.73%
Home/Gardening	21.42%	20.31%	20.85%
Travel	20.64%	20.2%	20.49%
Science/Technology	18.58%	17.98%	18.24%
Fashion	15.33%	15.3%	15.14%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.39%	17.41%	17.98%
Adult Contemporary	19.34%	17.83%	18.12%
CHR Contemp Hit Radio	19.2%	19.03%	18.84%
Rock	13.98%	11.62%	11.93%
Urban Contemporary	13.24%	19%	17.3%
News/Talk	13.19%	11.94%	12.52%
Oldies	11.57%	10.77%	11.02%
Alternative	10.9%	9.8%	10.26%
Classic Rock	10.78%	9.71%	10%
Variety	8.88%	8.93%	8.89%
Soft Contemporary	8.34%	6.99%	7.03%
Religious	7.17%	5.95%	6.06%
All News	6.67%	7.11%	6.81%
Jazz	5.95%	6.96%	6.45%
All Talk	5.82%	5.2%	4.98%
Classic Hits	5.75%	3.95%	4.08%
Sports	3.92%	4.02%	4.18%
Classical	3.76%	4.16%	4.22%

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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	67.08%	64.4%	64.29%
Satellite Dish	56.83%	50.27%	51%
Soapnet	52.58%	50.92%	51.25%
Other Video-On-Demand	42.28%	43.4%	42.53%
Sci-Fi Channel	38.08%	35.08%	35.25%
Adult Pay Per View TV	36.62%	33.03%	33.1%
Comedy Central	35.41%	37.86%	37.72%
MSNBC	34.46%	34%	33.7%
Nickelodeon	30.96%	27.21%	27.32%
TV Info From Sunday TV Magazine	30.94%	28.67%	28.91%
Adult Swim	30.42%	29.17%	29.15%
Hallmark Channel	28.45%	26.54%	26.4%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	28.05%	25.81%	26.04%
Video-On-Demand Movies	27.74%	22.19%	21.88%
Nick At Nite	27.35%	25.99%	25.6%
ABC Fam.	27.14%	28.03%	28.11%
TCM (Turner Classic Movies)	26.77%	25.77%	25.88%
TV Info From Monthly Cable Guide	26.72%	24.42%	24.47%
Subscribe Digital Cable	26.54%	27.55%	27.82%
The Golf Channel	26.16%	25.72%	25.48%
USA Network	26.14%	24.72%	24.86%
ESPN2	25.75%	26.47%	26.44%
BET (Black Entertainment TV)	24.85%	26.26%	26.26%
ESPN Classic	24.66%	27.05%	26.61%

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Communication Media Usage

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

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

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

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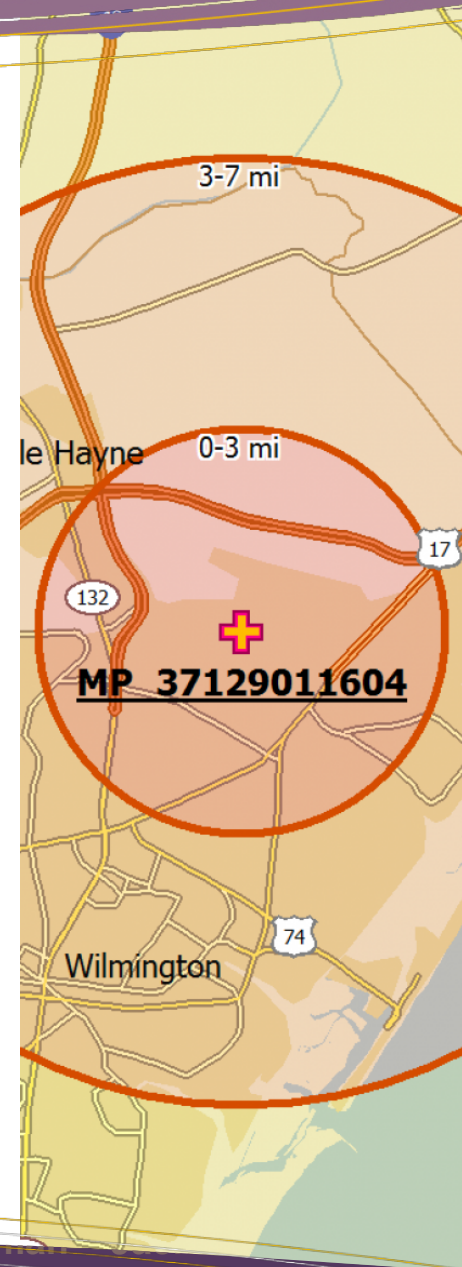
Potential Print Media Usage:

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+)	21.88%	21.34%	21.46%
Medium Users (4-6)	11.84%	11.03%	11.12%
Light Users (1-3)	21.91%	20.7%	20.66%
Quintiles (20%)			
Newspaper I (Heavy)	1.68%	1.26%	1.25%
Newspaper II	1.45%	1.51%	1.52%
Newspaper III	1.92%	1.91%	1.95%
Newspaper IV	0.92%	0.51%	0.48%
Newspaper V (Light)	0.9%	0.86%	0.89%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.97%	20.05%	19.78%
Magazines II	9.67%	8.66%	8.65%
Magazines III	10.97%	11.02%	10.54%
Magazines IV	10.91%	10.45%	10.64%
Magazines V (Light)	0.77%	0.68%	0.66%
Outdoor I (Heavy)	7.23%	7.33%	7.33%
Outdoor II	2.18%	3.16%	2.95%
Outdoor III	2.93%	3.34%	3.35%
Outdoor IV	15.26%	15.32%	15.34%
Outdoor V (Light)	25.57%	24.89%	24.86%
Yellow Pages I (Heavy)	14.41%	14.3%	14.42%
Yellow Pages II	5.88%	6.91%	6.77%
Yellow Pages III	5.56%	7.73%	7.09%
Yellow Pages IV	23.12%	22.53%	22.29%
Yellow Pages V (Light)	2.86%	3.38%	3.37%

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Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.34%	4.61%	4.09%
Drive Time III (Medium)	0.65%	0.53%	0.54%
Radio IV & V (Light)	2.04%	2.03%	2.11%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.33%	8.69%	8.75%
Radio III (Medium)	5.59%	4.35%	4.49%
Radio IV & V (Light)	3.97%	3.5%	3.45%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	16.45%	14.28%	14.29%
Cable III (Medium)	4.09%	5.04%	4.77%
Cable IV & V (Light)	33.58%	34.61%	34.24%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.36%	5.11%	4.66%
Prime Time III (Medium)	2.19%	1.83%	1.93%
Prime Time IV & V (Light)	11.08%	9.95%	9.59%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.67%	40.92%	40.76%
Fringe III (Medium)	49.61%	50.63%	50.95%
Fringe IV (Light)	56.05%	53.66%	53.78%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.32%	12.71%	12.6%
All Day III (Medium)	22.63%	23%	22.83%
All Day IV (Light)	13.31%	16.68%	15.88%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.41%	11.82%	12.25%
6:00am - 10:00am	15.98%	17.64%	18.04%
10:00am - 3:00pm	7.29%	10.56%	10.1%
3:00pm - 7:00pm	13.93%	13.5%	13.92%
7:00pm - Midnight	14.31%	13.43%	13.86%
Midnight - 6:00am	5.69%	6.99%	6.97%
Weekend Radio Listeners			
Dayparts [summary]	15.79%	14.03%	14.53%
6:00am - 10:00am	3.95%	4.36%	4.59%
10:00am-3:00pm	5.72%	7.63%	7.34%
3:00pm - 7:00pm	7.53%	7.52%	7.59%
7:00pm - Midnight	10.5%	10.54%	10.33%
Midnight - 6:00am	10.67%	12.48%	12.68%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.48%	10.21%	9.86%
Saturday: 8:00-11:00pm	7.74%	7.69%	7.89%
Sunday: 7:00-11:00pm	10.96%	11.48%	11.36%
9:00am-1:00pm	27.35%	25.99%	25.6%
9:00am-4:00pm	30.94%	29.71%	29.36%
4:00pm-7:00pm	31.58%	30.6%	30.24%
11:00pm-1:00am	41.85%	42.8%	42.15%
AVG Prime time Mon-Sun	2.64%	3.32%	3.24%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.22%	18.18%	18.51%
7-9am	25.75%	26.47%	26.44%
9am-12noon	23.63%	20.97%	20.72%
12noon-4pm	7.32%	8.74%	8.65%
4-6pm	53.27%	51.16%	50.63%
6-7pm	18.76%	17.78%	17.84%
7-7:30pm	1.89%	1.83%	1.74%
7:30-8pm	11.34%	10.94%	10.8%
8-11pm	10.48%	10.21%	9.86%
11pm-12am	34.46%	34%	33.7%
11pm-1am	41.85%	42.8%	42.15%
1-6am	35.29%	36%	35.43%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.88%	19.76%	19.91%
Sat: 10am-1pm	7.28%	8.12%	8.2%
Sat: 1-4pm	26.67%	24.71%	24.92%
Sat: 4-6pm	7.59%	7.33%	7.33%
Sat: 6-7pm	1.83%	1.75%	1.91%
Sat: 7-8pm	1.18%	1.14%	1.12%
Sat: 8-11pm	7.74%	7.69%	7.89%
Sat: 11pm-1am	5.26%	5.67%	5.56%
Sat: 1am-7pm	26.14%	24.72%	24.86%
Sun: 7-10am	2.3%	2.36%	2.33%
Sun: 10am-1pm	7.5%	6.85%	6.88%
Sun: 1-4pm	6.71%	5.9%	6.22%
Sun: 4-7pm	15.06%	14.4%	14.22%
Sun: 7-11pm	10.96%	11.48%	11.36%
Sun: 11pm-1am	5.9%	5.99%	5.87%
Sun: 1-7am	23.24%	22.28%	22.44%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

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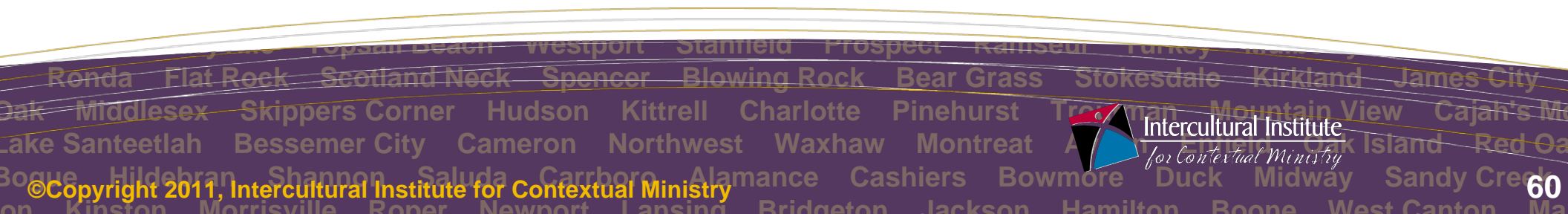
Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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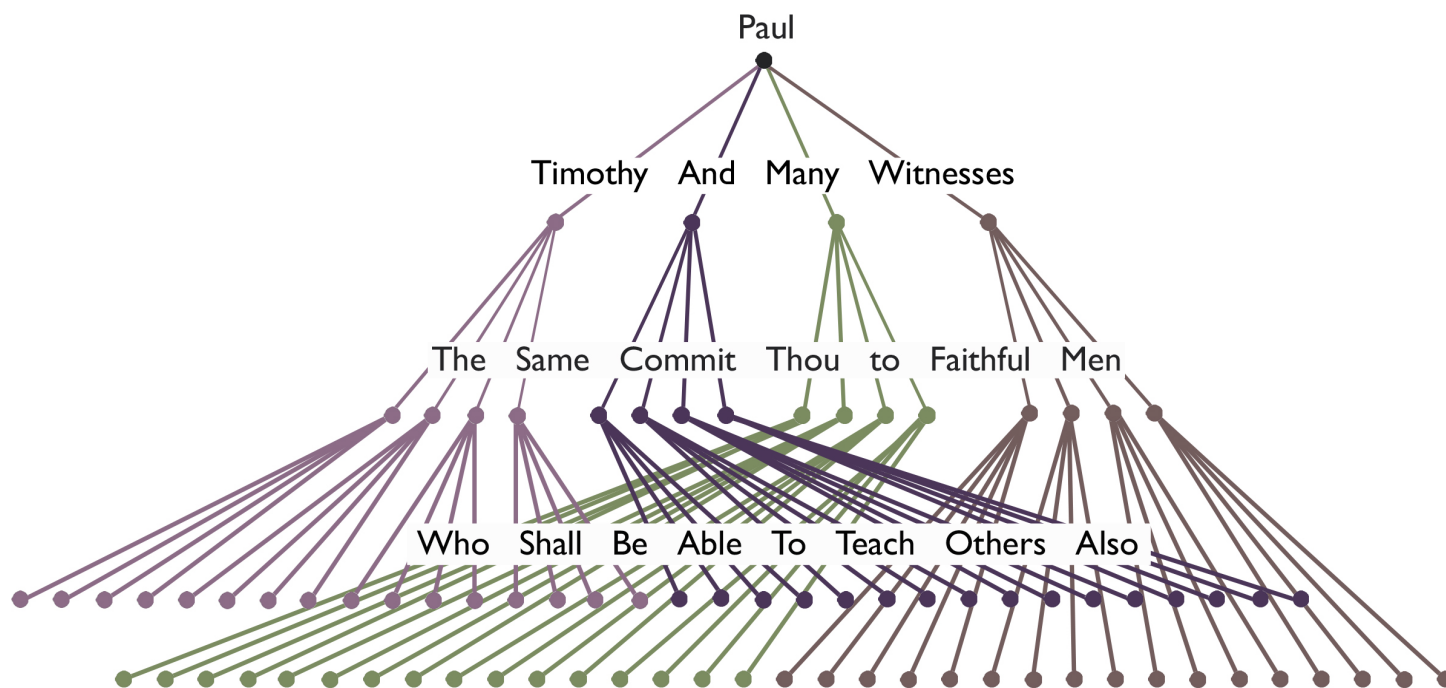
Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

5 Types of Self-Identity, Communication & Relationships

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Your MissionSite and the Missional Suite

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

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

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

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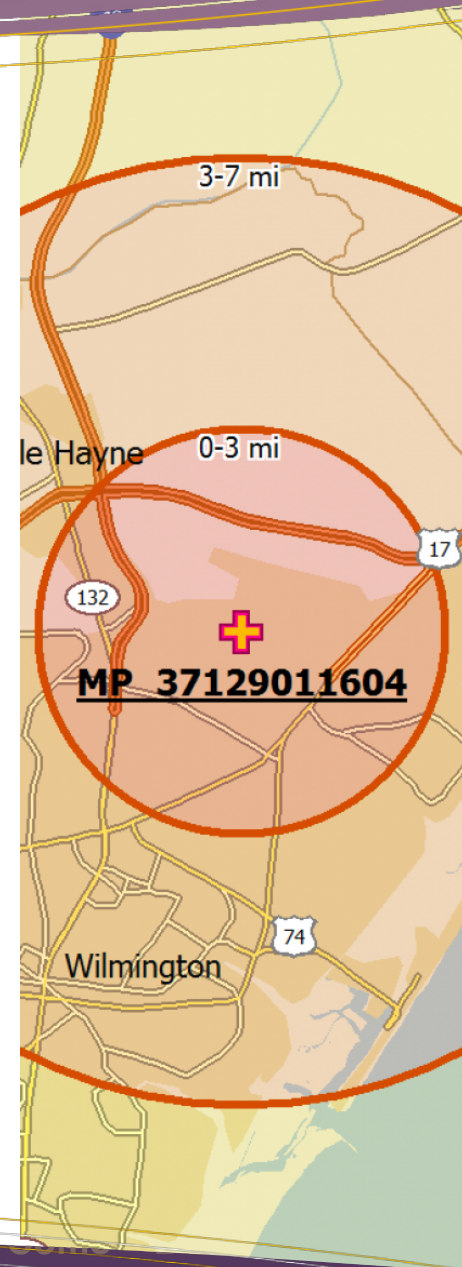
Notes and Sources

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

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

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

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

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

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

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Ogden - Wilmington	7121 Market St Wilmington, NC 28411	1.20 mi	242	Declining
2	Saint Paul Msry - Wilmington	4646 Gordon Rd Wilmington, NC 28411	1.54 mi	0	Insufficient Data
3	Northside - Wilmington	2501 N College Rd Wilmington, NC 28405	2.13 mi	639	Plateauing
4	Freedom - Wilmington	802 N College Rd Wilmington, NC 28405	2.23 mi	225	Insufficient Data
5	Oak Grove - Wilmington	7990 Market St Wilmington, NC 28411	2.39 mi	0	Insufficient Data
6	Anchor - Wilmington	209 Bretonshire Rd Wilmington, NC 28405	2.84 mi	0	Insufficient Data
7	College Acres - Wilmington	702 Eastwood Rd Wilmington, NC 28403	2.88 mi	361	Plateauing
8	North Wilmington Community - Castle Hayne	2907 Blue Clay Rd Castle Hayne, NC 28429	4.14 mi	0	Insufficient Data
9	Port City Community - Wilmington	250 Vision Dr Wilmington, NC 28403	4.67 mi	0	Insufficient Data
10	Castle Hayne - Castle Hayne	4535 Parmele Rd Castle Hayne, NC 28429	4.76 mi	0	Insufficient Data
11	Wrightsboro - Wilmington	2736 Castle Hayne Rd Wilmington, NC 28401	4.79 mi	330	Plateauing
12	Sea Gate - Wilmington	6115 Oleander Dr Wilmington, NC 28403	4.85 mi	60	Plateauing
13	Covenant Community Fellowship - Wilmingto	340 Covil Ave Wilmington, NC 28403	4.95 mi	42	Insufficient Data
14	Charity - Wilmington	340 Covil AV Wilmington, NC 28403	4.95 mi	20	Insufficient Data
15	Scotts Hill - Wilmington	185 Scotts Hill Loop Rd Wilmington, NC 28411	4.95 mi	1,373	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Calvary - Wilmington	423 N 23rd St Wilmington, NC 28405	5.27 mi	231	Plateauing
17	Winter Park - Wilmington	4700 Wrightsville Ave Wilmington, NC 28403	5.29 mi	0	Insufficient Data
18	Wrightsville Beach - Wrightsville Beach	601 Causeway Dr Wrightsville Beach, NC 28480	5.30 mi	300	Insufficient Data
19	Olivet - Wilmington	138 Glendale Dr Wilmington, NC 28401	5.32 mi	53	Declining
20	Gibson Avenue - Wilmington	2037 Wrightsville Ave Wilmington, NC 28403	5.81 mi	52	Plateauing
21	Temple - Wilmington	1801 Market St Wilmington, NC 28403	5.82 mi	252	Declining
22	Chinese Baptist Church - Wilmington	1801 Market ST Wilmington, NC 28403	5.82 mi	0	Insufficient Data
23	Pine Valley - Wilmington	3940 Shipyard Blvd Wilmington, NC 28403	6.65 mi	302	Declining
24	Hope for all Nations - Wilmington	1401 Greenfield St Wilmington, NC 28401	6.75 mi	0	Insufficient Data
25	Wilmington First - Wilmington	411 Market St Wilmington, NC 28401	6.80 mi	821	Plateauing
26	Masonboro - Wilmington	1501 Beasley Rd Wilmington, NC 28409	6.96 mi	0	Insufficient Data
27	Pine View - Wilmington	202 Flemington Dr Wilmington, NC 28401	7.03 mi	25	Insufficient Data
28	Southside - Wilmington	3320 S College RD Wilmington, NC 28412	7.13 mi	303	Growing
29	Lake Forest - Wilmington	1626 Lake Branch Dr Wilmington, NC 28401	7.14 mi	98	Plateauing
30	The Bridge Community Church - Wilmington	2212 S 17th St Wilmington, NC 28401	7.16 mi	30	Insufficient Data

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Greenfield - Wilmington	1401 S 3rd St Wilmington, NC 28401	7.40 mi	0	Insufficient Data
32	Victory Christian Fellowship - Rocky Poin	12646 US Highway 117 S Rocky Point, NC 28457	7.56 mi	246	Insufficient Data
33	River of Leland	4706 Waltmoor Rd Wilmington, NC 28409	7.74 mi	0	Insufficient Data
34	Primera Mission Bautista - Wilmington	301 Northern Blvd Wilmington, NC 28401	8.00 mi	0	Insufficient Data
35	Sunset Park - Wilmington	231 Central Blvd Wilmington, NC 28401	8.11 mi	164	Declining
36	Long Leaf - Wilmington	317 Shipyard Blvd Wilmington, NC 28412	8.48 mi	400	Plateauing
37	Wilmington Korean - Wilmington	4602 S College Rd Wilmington, NC 28412	9.00 mi	0	Insufficient Data
38	Silver Lake - Wilmington	4715 Carolina Beach Rd Wilmington, NC 28412	9.47 mi	60	Insufficient Data
39	Hampstead - Hampstead	67 Factory Rd Hampstead, NC 28443	9.54 mi	193	Growing
40	Woodburn First - Leland	109 Lee Dr Leland, NC 28451	9.62 mi	143	Declining
41	Leland First - Leland	517 Village Rd NE Leland, NC 28451	10.16 mi	260	Insufficient Data
42	Myrtle Grove - Wilmington	5524 Myrtle Grove Rd Wilmington, NC 28409	10.36 mi	195	Plateauing
43	Iglesia Bautista Nueva Vision	2668 Mount Misery Rd Leland, NC 28451	12.60 mi	0	Insufficient Data
44	New Hope - Leland	2727 Mount Misery Rd NE Leland, NC 28451	12.60 mi	24	Plateauing
45	Rileys Creek - Rocky Point	19845 NC Highway 210 Rocky Point, NC 28457	12.63 mi	125	Insufficient Data

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