

MissionSite

top unreached locations



WILMINGTON, NC

CENSUS TRACT: 37129012102

REGION: Region 3: Southeast Coast

COUNTY: New Hanover

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



Intercultural Institute
for Contextual Ministry



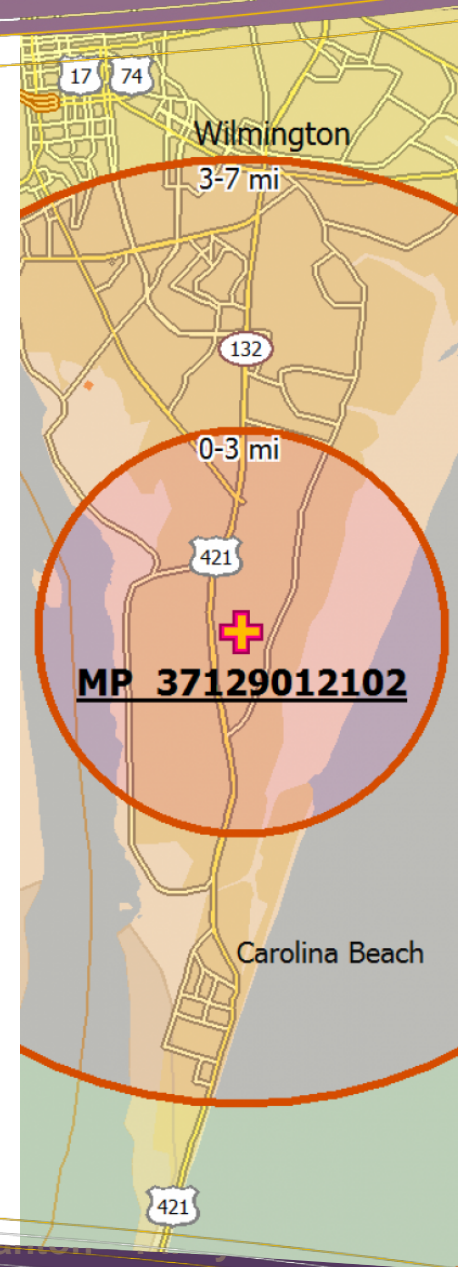
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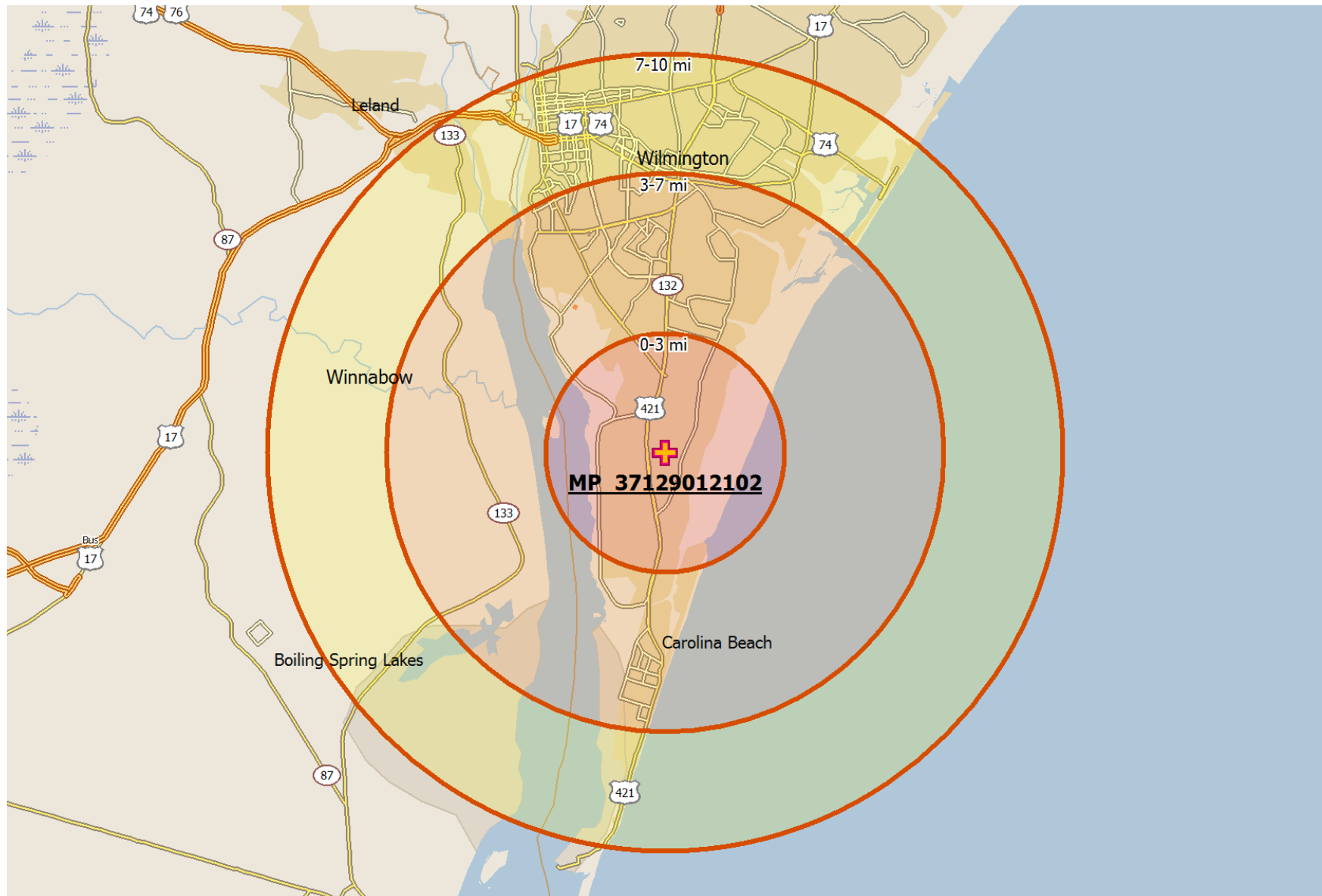
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37129	New Hanover
4	Zipcode	28409	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	I3	50000-100000-100000



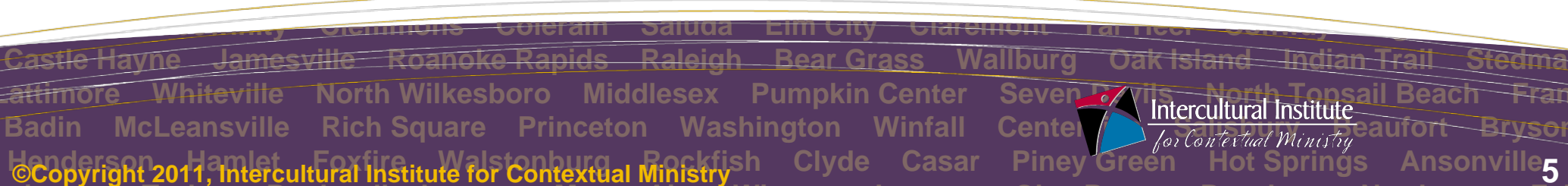
Site Location Summary - Map of the Site Location



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	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	18,254	46,849	63,769
2010 Households	7,538	20,144	28,985
2010 Group Quarters Population	15	287	3,642

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	34	41
Language Diversity National Index	27	26	29
Foreign Born Diversity National Index	57	92	62
Ancestry Diversity National Index	89	93	44
Racial Diversity National Index	25	26	55

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

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	1,672	22.18%
Mainstay Communities	Established, Diverse Households	4,601	61.04%
Working Communities	Blue-collar, Working Families	421	5.59%
Country Communities	Rural, Agri. & Mining Families	93	1.23%
Aspiring Communities	Young Singles / Aspiring-Multihousing	381	5.05%
Urban Communities	High Density, Inner-city Neighborhoods	371	4.92%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	60,411	5,057	8.37%
Unreached %	70.49%	67.09%	95.17
Religious But NOT Evangelical HH	14,974	1,066	7.12%
Religious But NOT Evangelical %	17.47%	14.14%	80.94
Spiritual But NOT Relig or Evang HH	10,432	986	9.45%
Spiritual But NOT Relig or Evang %	12.17%	13.08%	107.44
Not Evangelical, Not Interested HH	35,210	3,007	8.54%
Not Evangelical, Not Interested %	41.09%	39.89%	97.09



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	2	5%
Active BCNC Attenders	5,506	195	3.54%
Active Evangelical Households	9,512	934	9.82%
Active Evangelical Percent	11.10%	12.39%	111.59
Inactive Evangelical Households	15,773	1,548	9.81%
Inactive Evangelical Percent	18.41%	20.54%	111.58
# New Churches Needed	3	2	62.11%



Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Whispering Pines - Wilmington	0.75 mi	0	Insufficient Data
2	Myrtle Grove - Wilmington	2.73 mi	195	Plateauing
3	Carolina Beach First - Carolina Beach	4.05 mi	152	Growing
4	Wilmington Korean - Wilmington	4.34 mi	0	Insufficient Data
5	Silver Lake - Wilmington	4.41 mi	60	Insufficient Data
6	River of Leland	5.57 mi	0	Insufficient Data
7	Masonboro - Wilmington	6.13 mi	0	Insufficient Data
8	Southside - Wilmington	6.32 mi	303	Growing
9	Kure Beach First - Kure Beach	6.90 mi	149	Plateauing
10	Pine Valley - Wilmington	7.10 mi	302	Declining
11	Long Leaf - Wilmington	7.37 mi	400	Plateauing
12	The Bridge Community Church - Wilmington	7.86 mi	30	Insufficient Data
13	Sunset Park - Wilmington	8.06 mi	164	Declining
14	Winter Park - Wilmington	8.22 mi	0	Insufficient Data
15	Primera Mission Bautista - Wilmington	8.28 mi	0	Insufficient Data

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Sea Gate - Wilmington	8.40 mi	60	Plateauing
17	Lebanon - Bolivia	8.62 mi	0	Insufficient Data
18	Lake Forest - Wilmington	8.76 mi	98	Plateauing
19	Port City Community - Wilmington	8.78 mi	0	Insufficient Data
20	Hope for all Nations - Wilmington	8.83 mi	0	Insufficient Data
21	Greenfield - Wilmington	9.09 mi	0	Insufficient Data
22	Wrightsville Beach - Wrightsville Beach	9.42 mi	300	Insufficient Data
23	Covenant Community Fellowship - Wilmington	9.65 mi	42	Insufficient Data
24	Charity - Wilmington	9.65 mi	20	Insufficient Data
25	Gibson Avenue - Wilmington	9.67 mi	52	Plateauing
26	Temple - Wilmington	10.09 mi	252	Declining
27	Chinese Baptist Church - Wilmington	10.09 mi	0	Insufficient Data
28	College Acres - Wilmington	10.25 mi	361	Plateauing
29	Anchor - Wilmington	10.26 mi	0	Insufficient Data
30	Wilmington First - Wilmington	10.27 mi	821	Plateauing

Using the Spirituality Indicators

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

Issues for Your Consideration

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



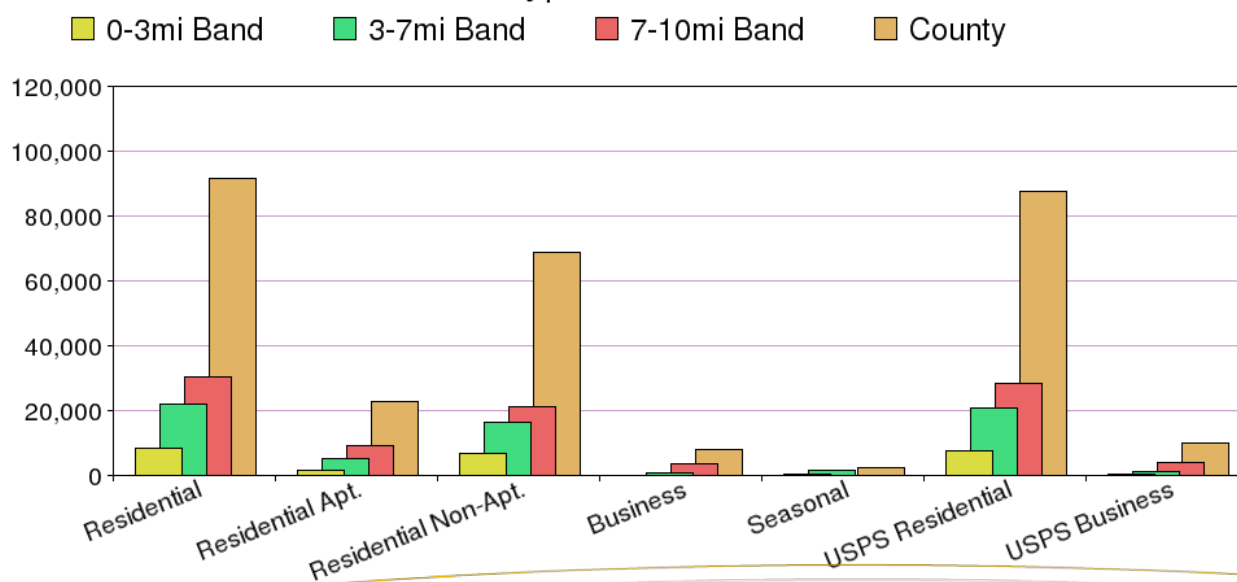
Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	120,284	6,090	5.06%
2000 Population	160,307	11,832	7.38%
2010 Population	197,588	18,254	9.24%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	48,140	2,348	4.88%
2000 Households	68,183	4,803	7.04%
2010 Households	85,696	7,538	8.8%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	8,249
Residential Apt.	1,474
Residential Non-Apt.	6,775
Business	194
Seasonal	476
USPS Residential	7,730
USPS Business	307

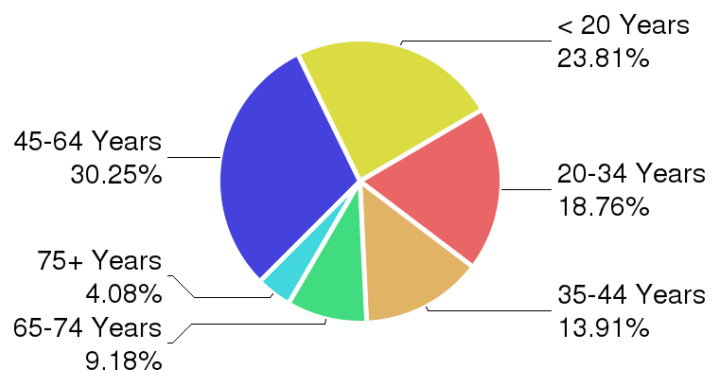
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.07%	5.91%	116.57
4-5 Years	2.38%	2.47%	103.78
6-8 Years	3.49%	3.6%	103.15
9-11 Years	3.31%	3.54%	106.95
12-13 Years	2.13%	2.45%	115.02
14-17 Years	4.74%	4.06%	85.65
18-19 Years	2.46%	1.77%	71.95
0-5 Years	7.46%	8.38%	112.33
6-12 Years	7.87%	8.4%	106.73
13-19 Years	8.26%	7.03%	85.11
< 20 Years	23.59%	23.81%	100.93
20-34 Years	23.68%	18.76%	79.22
35-44 Years	12.72%	13.91%	109.36
45-64 Years	25.34%	30.25%	119.38
65-74 Years	8.19%	9.18%	112.09
75+ Years	6.48%	4.08%	62.96
Median Age	37	41	111.16
Median Age (Male)	36	41	115.55
Median Age (Female)	38	42	108.3

Age Group Percentages

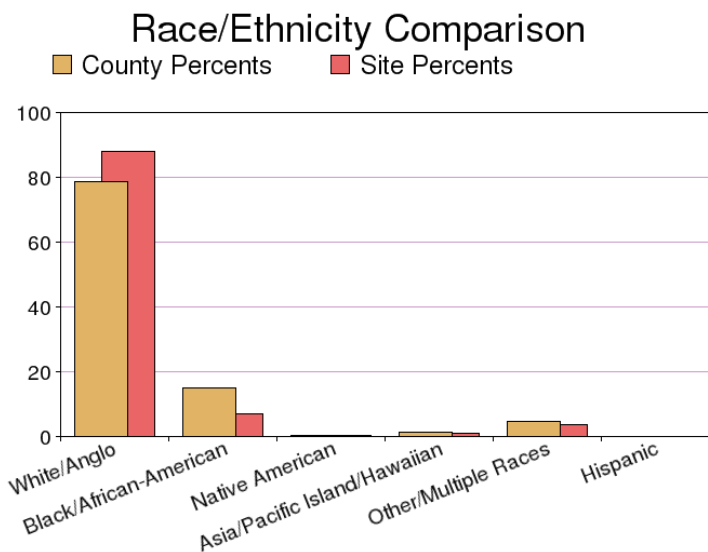


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	78.82%	88%	111.65
Black, African-American	14.88%	6.87%	46.16
Native American	0.43%	0.48%	113.4
Asian	1.19%	0.87%	72.44
Pacific Island, Hawaiian	0.06%	0.08%	121.23
Other/Multiple Races	4.62%	3.7%	80.11
Hispanic	0%	3.62%	0



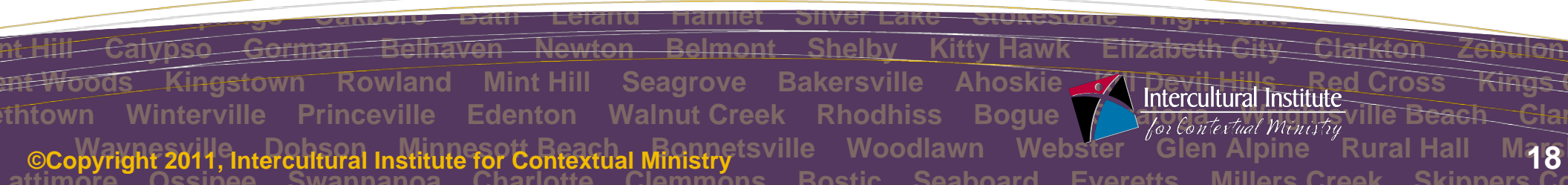
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	133,225	13,067	
Less than 9th Grade	2.54%	2.43%	104.83
No High School Diploma	8.6%	9.41%	91.33
High School Graduate	21.68%	25.45%	85.21
Some College, no degree	21.24%	23.93%	88.77
Associate Degree	8.66%	7.78%	111.23
College Degree	25.38%	19.97%	127.1
Graduate/Prof. degree	11.9%	11.04%	107.83

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%	4.02%	53.37
\$10,000 to \$19,999	10.81%	7.95%	73.54
\$20,000 to \$29,999	11.67%	8.95%	76.71
\$30,000 to \$49,999	20.07%	23.03%	114.77
\$50,000 to \$59,999	8.36%	12.59%	150.55
\$60,000 to \$69,999	8.8%	11.73%	133.32
\$70,000 to \$79,999	6.38%	7%	109.78
\$80,000 to \$89,999	4.69%	4.54%	96.69
\$90,000 to \$99,999	3.34%	3.29%	98.48
\$100,000 to \$124,999	6.52%	5.13%	78.78
\$125,000 to \$149,999	3.38%	5.33%	157.65
\$150,000 to \$199,999	3.47%	3.18%	91.77
\$200,000 to \$249,999	1.21%	1.02%	84.58
\$250,000 or more	2.95%	2.22%	75.22
Median Household	48,908	54,540	111.52
Average Household	71,159	74,444	104.62
Per Capita Household	31,566	30,742	97.39
Family/Non-Family Household Income			
Median Family Income	63,308	61,625	97.34
Average Family Income	89,422	83,942	93.87
Median Non-Family Income	31,278	36,669	117.24
Average Non-Family Income	45,513	51,420	112.98

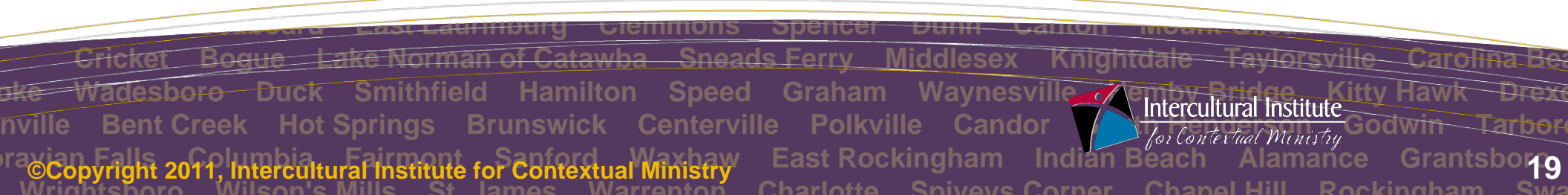


Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	58.41%	70.58%	120.83
Families with Children	25.93%	29.4%	113.36
Families without Children	32.48%	41.18%	126.8
Non-Family Households			
% Non-Family Households	41.59%	29.42%	70.74
Non-Families with Children	0.35	0.16	45.17
Non-Families without Children	41.24	29.27	70.96
Housing Units			Index
Total Housing Units	102,027	9,020	
Vacant percent	16.01%	16.43%	102.65
Owned percent	52.68%	69.19%	131.34%
Rented Percent	31.31%	14.39%	45.96
Households by Size			Index
Avg household size	2.25	2.42	107.56
Avg family hh size	2.93	2.92	99.66
Avg non-family hh size	1.28	1.22	95.31
Households By Count of Persons			Percent
One	27,569	1,721	6.24%
Two	30,405	3,024	9.95%
Three or Four	23,046	2,353	10.21%
Five+	4,676	441	9.43%



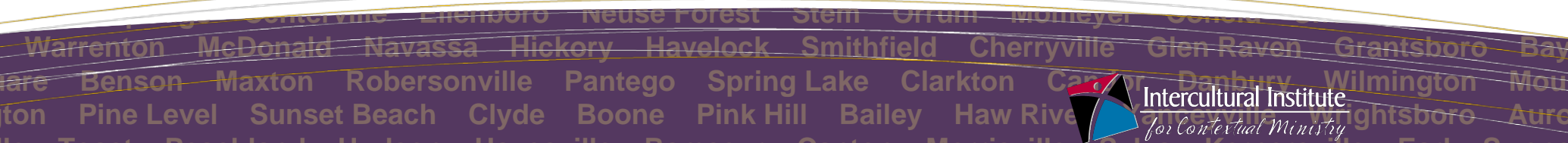
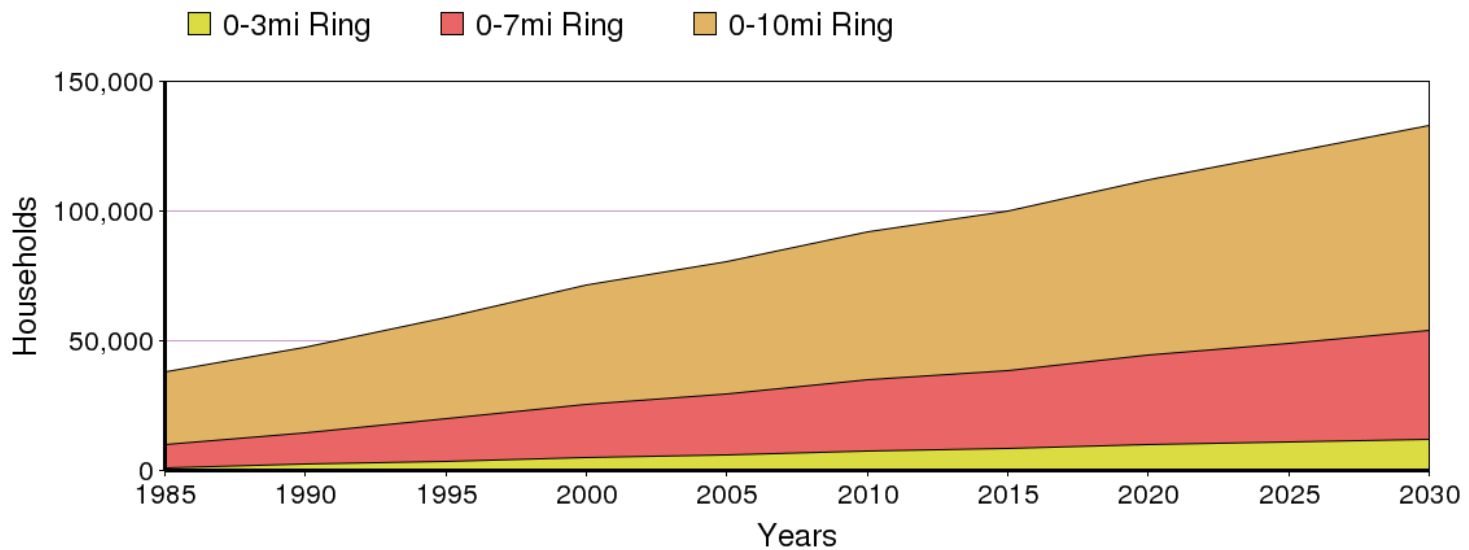
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	120,284	6,090	5.06%
2000 Population	160,307	11,832	7.38%
2010 Population	197,588	18,254	9.24%
2015 Population	210,094	20,092	9.56%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	48,140	2,348	4.88%
2000 Households	68,183	4,803	7.04%
2010 Households	85,696	7,538	8.8%
2015 Households	91,789	8,353	9.1%

Household Change from 1985 to 2030



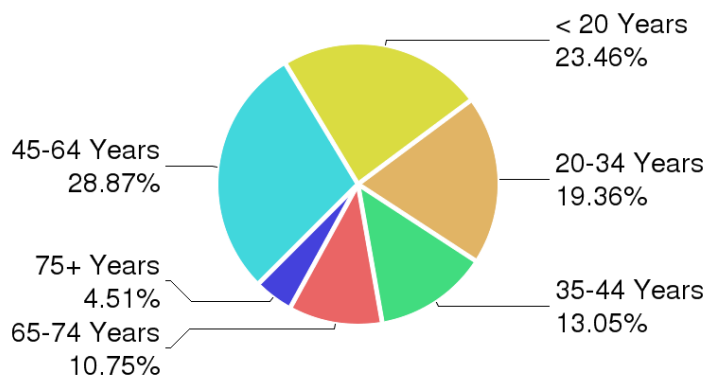
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.91%	5.77%	97.63
4-5 Years	2.47%	2.53%	102.43
6-8 Years	3.6%	3.82%	106.11
9-11 Years	3.54%	3.78%	106.78
12-13 Years	2.45%	2.58%	105.31
14-17 Years	4.06%	3.62%	89.16
18-19 Years	1.77%	1.36%	76.84
0-5 Years	8.38%	8.3%	99.05
6-12 Years	8.4%	8.89%	105.83
13-19 Years	7.03%	6.26%	89.05
< 20 Years	23.81%	23.45%	98.49
20-34 Years	18.76%	19.35%	103.14
35-44 Years	13.91%	13.04%	93.75
45-64 Years	30.25%	28.86%	95.4
65-74 Years	9.18%	10.75%	117.1
75+ Years	4.08%	4.51%	110.54
Median Age	37	42	113.02
Median Age (Male)	36	43	118.64
Median Age (Female)	38	42	108.98

Projected Age Group Percentages



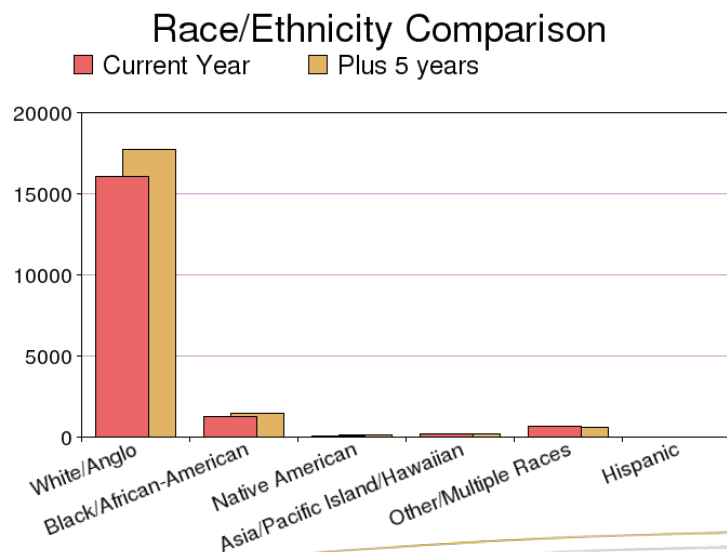
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	88%	88.2%	100.23
Black, African-American	6.87%	7.34%	106.86
Native American	0.48%	0.53%	109.44
Asian	0.87%	0.97%	111.55
Pacific Island, Hawaiian	0.08%	0.08%	110.32
Other/Multiple Races	3.7%	2.87%	77.66
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,067	14,769	
Less than 9th Grade	2.43%	2.07%	85.13
No High School Diploma	9.41%	8.61%	91.5
High School Graduate	25.45%	24%	94.33
Some College, no degree	23.93%	23.06%	96.34
Associate Degree	7.78%	8.3%	106.66
College Degree	19.97%	21.43%	107.33
Graduate/Prof. degree	11.04%	12.53%	113.57



Projected Demographic Summary

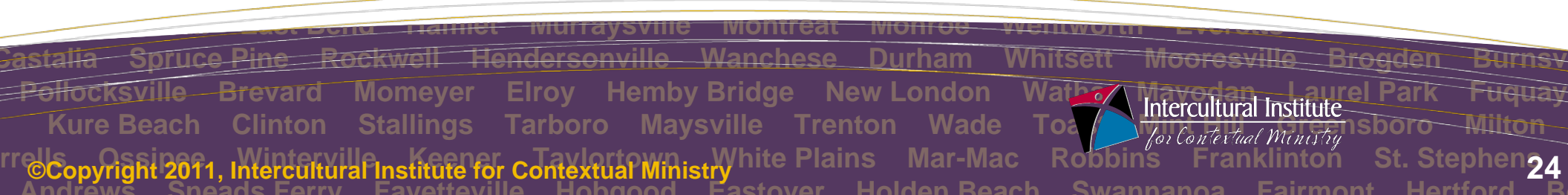
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.02%	3.87%	96.2
\$10,000 to \$19,999	7.95%	7.39%	92.95
\$20,000 to \$29,999	8.95%	8.43%	94.12
\$30,000 to \$49,999	23.03%	21.54%	93.52
\$50,000 to \$59,999	12.59%	11.97%	95.09
\$60,000 to \$69,999	11.73%	12.27%	104.64
\$70,000 to \$79,999	7%	7.21%	97.93
\$80,000 to \$89,999	4.54%	4.88%	100.01
\$90,000 to \$99,999	3.29%	3.27%	99.34
\$100,000 to \$249,999	5.13%	5.57%	108.43
\$125,000 to \$149,999	5.33%	5.9%	110.67
\$150,000 to \$199,999	3.18%	3.72%	116.94
\$200,000 to \$249,999	1.02%	1.22%	119.54
\$250,000 or more	2.22%	2.56%	115.64
Median Household	54,540	56,832	104.2
Average Household	74,444	80,835	108.58
Per Capita Household	30,742	33,606	109.32
Family/Non-Family Household Income			
Median Family Income	61,625	65,307	105.97
Average Family Income	83,942	92,431	110.11
Median Non-Family Income	36,669	38,723	105.6
Average Non-Family Income	51,420	55,300	107.55

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	70.58%	69.05%	97.84
Families with Children	29.4	28.03	95.33
Families without Children	41.18	42.52	103.27
Non-Family Households			
% Non-Family Households	29.42%	30.95%	105.18
Non-Families with Children	0.16	0.14	105.18
Non-Families without Children	29.27	30.8	105.26
Housing Units			
Total Housing Units	9,020	9,988	110.73%
Vacant percent	16.43%	16.37%	99.63
Owned percent	69.19%	69.4%	100.31
Rented Percent	14.39%	14.23%	98.87
Households by Size			
Avg household size	2.42	2.40	99.17%
Avg family hh size	2.92	2.97	101.71%
Avg non-family hh size	1.22	1.14	93.44%
Households By Count of Persons			
One	1,721	2,066	120.05%
Two	3,024	3,230	106.81%
Three or Four	2,353	2,557	108.67%
Five+	441	499	113.15%



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	314	1,570	1,909
Northern Europe	46	185	186
Western Europe	51	200	188
Southern Europe	21	113	43
Eastern Europe	21	60	91
Other Europe	0	0	0
Eastern Asia	20	140	89
So. Central Asia	5	100	60
SE Asia	24	89	159
Western Asia	0	38	97
Other Asia	0	0	42

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	8	6
Middle Africa	0	0	7
Northern Africa	0	42	1
Southern Africa	0	7	46
Western Africa	0	36	43
Other Africa	0	0	6
Oceania	4	28	16
Caribbean	7	15	72
Central Amer.	100	320	601
South America	3	37	81
North America	12	152	75
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	9,230	35,293	50,864
Spanish	307	800	1,695
Other Indo-Euro language	153	939	894
French (incl. Patois, Cajun)	44	216	281
French Creole	0	0	11
Italian	8	93	30
Portuguese	5	6	43
German	52	302	220
Yiddish	0	0	0
Other West Germanic	8	7	48
A Scandinavian Language	0	39	63
Greek	20	122	78
Russian	0	27	48
Polish	11	13	11
Serbo-Croatian	0	9	4
Other Slavic Language	0	17	30
Armenian	0	0	0
Persian	0	0	5
Gujarathi	0	39	0
Hindi	0	43	21
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	5	6	1
Asian/PI languages	0	0	0
Chinese	6	86	96
Japanese	2	55	57
Korean	0	41	27
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	30
Thai	0	15	45
Laotian	0	0	12
Vietnamese	1	27	70
Other Asian	0	0	10
Tagalog	6	39	26
Other Pacific Is	0	11	28
Other languages	0	127	134
Navajo	0	0	0
Other Native N. American	0	11	7
Hungarian	0	16	0
Arabic	0	52	106
Hebrew	0	7	9
African languages	0	41	6
Other unspecified	0	0	6

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	7,919	30,152	43,743
Arab	4	167	192
Armenian	0	27	20
Austrian	0	29	45
British	90	362	197
Canadian	13	55	85
Croatian	5	13	5
Czech	7	50	26
Czechoslovak	0	45	34
Danish	4	60	102
Dutch	141	371	486
English	1,288	4,888	6,294
European	51	485	335
Finnish	20	23	41
French (not Basque)	199	787	832
French Canadian	61	310	183
German	1,083	3,959	3,879
Greek	80	197	285
Hungarian	102	199	151
Iranian	0	0	4

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	952	3,911	3,839
Italian	503	1,709	1,695
Lithuanian	0	24	59
Norwegian	19	98	263
Polish	155	579	569
Portuguese	17	18	79
Romanian	0	0	24
Russian	17	118	235
Scandinavian	19	48	31
Scotch-Irish	362	1,651	2,200
Scottish	250	878	1,528
Slovak	6	69	25
Subsaharan African	12	282	276
Swedish	41	313	282
Swiss	5	44	72
Ukrainian	29	133	67
US/American	1,011	4,052	5,520
Welsh	52	159	272
West Indian	17	5	82
Yugoslavian	0	9	3
Other	1,303	4,025	13,428

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

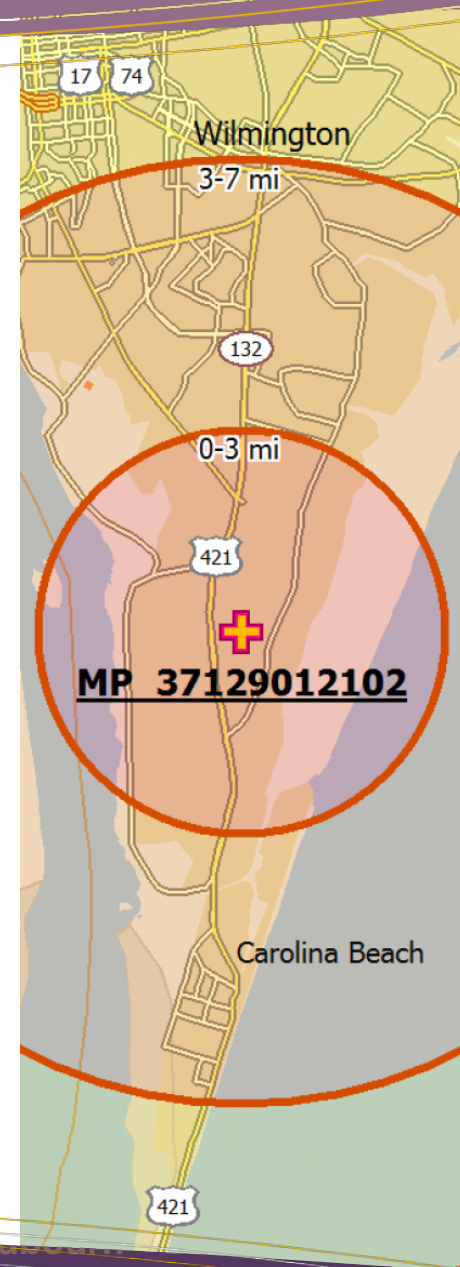
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	7,538	100%	5,081	100%
AFFLUENT SUBURBIA	379	5.03%	275	5.41%
America's Wealthiest	120	1.59%	96	1.89%
Dream Weavers	16	0.21%	11	0.22%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	243	3.22%	168	3.31%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,293	17.15%	868	17.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,293	17.15%	868	17.08%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	4,318	57.28%	2,831	55.72%
Successful Urban Sprawl	307	4.07%	0	0%
2nd City Homebodies	3,891	51.62%	218	4.29%
Prime Middle America	0	0%	2,534	49.87%
Urban Optimists	63	0.84%	0	0%
Family Convenience	57	0.76%	40	0.79%
Mid-Market Enterprise	0	0%	39	0.77%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,538	100%	5,081	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	283	3.75%	191	3.76%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	24	0.32%	17	0.33%
Urban Advancement	240	3.18%	162	3.19%
Amer. Great Outdoors	19	0.25%	12	0.24%
Mature America	0	0%	0	0%
METRO FRINGE	421	5.59%	289	5.69%
Steadfast Conservative	365	4.84%	250	4.92%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	56	0.74%	39	0.77%

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	7,538	100%	5,081	100%
REMOTE AMERICA	89	1.18%	52	1.02%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	89	1.18%	52	1.02%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	381	5.05%	282	5.55%
Young Cosmopolitans	80	1.06%	63	1.24%
Minority Metro Communities	163	2.16%	121	2.38%
Stable Careers	100	1.33%	72	1.42%
Aspiring Hispania	38	0.5%	26	0.51%
RURAL VILLAGES & FARMS	4	0.05%	28	0.55%
Aspiring Hispania	0	0%	26	0.51%
Industrious Country Living	0	0%	0	0%
America's Farmland	4	0.05%	0	0%
Comfy Country Living	0	0%	2	0.04%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,538	100%	5,081	100%
STRUGGLING SOCIETIES	40	0.53%	27	0.53%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	40	0.53%	27	0.53%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	331	4.39%	238	4.68%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	331	4.39%	238	4.68%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

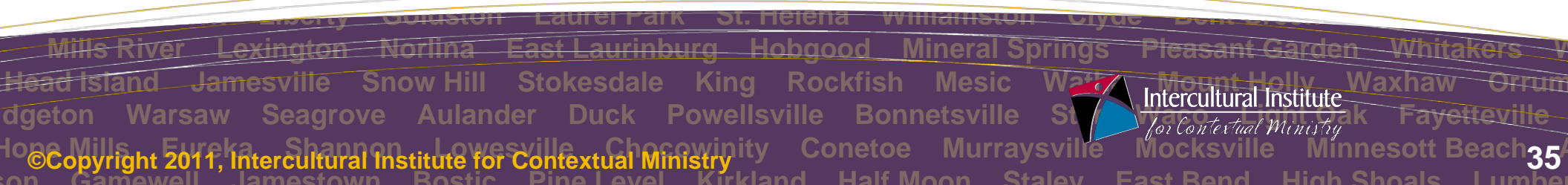


Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



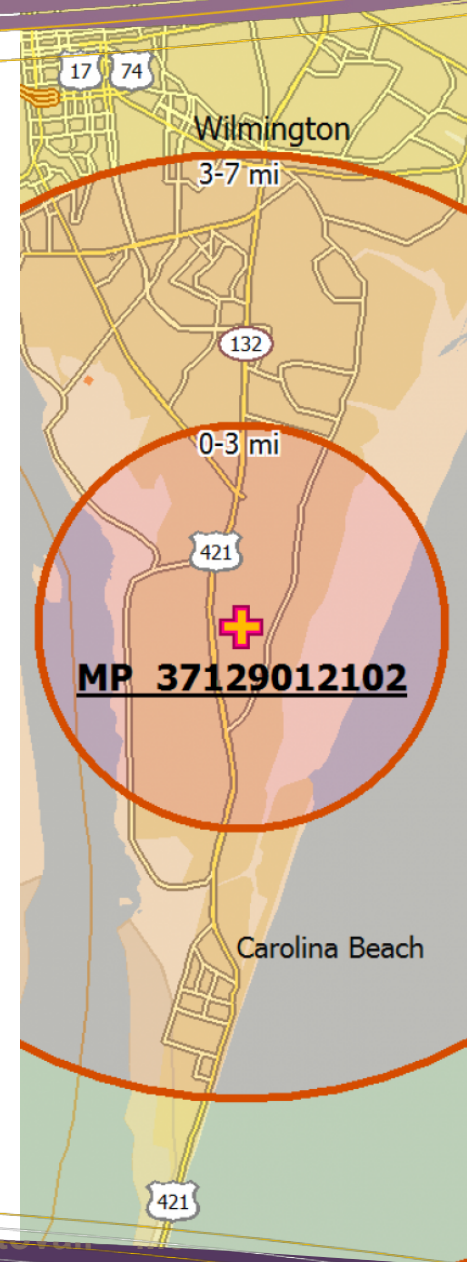
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	83%	81%	78%
Use Comp. for Internet/E-mail	69%	67%	63%
Internet Use: E-Mail	59%	58%	54%
Use Comp. for Word Processing	47%	47%	41%
Use Comp. for Shopping	43%	41%	38%
Use Comp. for Digital Camera Photo Editing	43%	38%	35%
Use Comp. for Comp. Games	42%	41%	38%
Use Comp. for Banking	39%	38%	34%
Use Comp. for Education	34%	33%	31%
Internet Use: Banking	33%	32%	30%

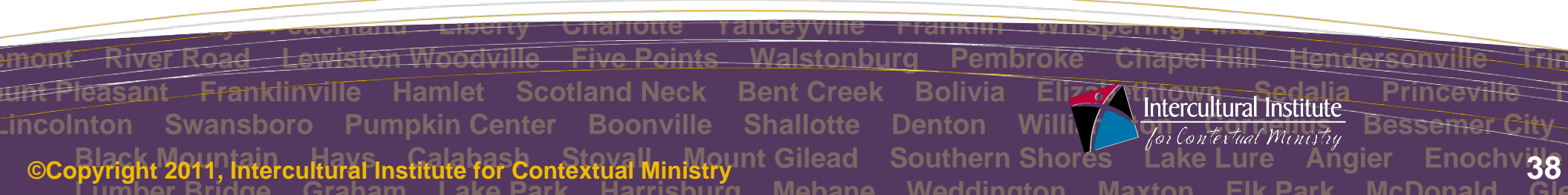
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	32%	33%	32%
HH Owns DVD Player	30%	31%	29%
Use Comp. for News/Info./Data Service	28%	28%	27%
PC-Network-HH Has One	21%	22%	20%
Use Comp. for Personal Financial Mngmnt	17%	18%	16%
Use Comp. for Accounting	17%	17%	15%
Internet Use: Shopping: Gathered Info. for Shopping	16%	16%	15%
Internet Use: Travel Reservations	14%	13%	11%
Use Comp. for Telecommuting	13%	12%	11%
Internet Use: Read Magazines/ Newspapers	13%	13%	12%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	69%	68%
Dining Out (Not Fast Food)	62%	64%	62%
Reading Books	54%	57%	58%
Card Games	42%	41%	41%
Go To A Beach/Lake	41%	41%	38%
Gardening	35%	35%	33%
Board Games	34%	33%	33%
Cooking for Fun	34%	36%	38%
Visit Museum	22%	24%	24%
Visit Zoo	22%	22%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	67%
Gen./Fam. Practitioner	43%	42%	40%
Dentist	29%	33%	30%
Backache	21%	21%	21%
None Of These	21%	21%	21%
Eye Dr.	20%	22%	22%
Hypertension/High Blood Pressure	17%	18%	19%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	14%	14%	14%
Heartburn	14%	12%	11%

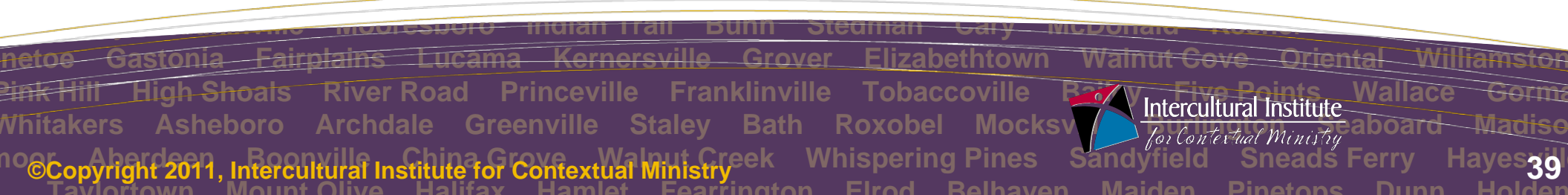


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.75%	32.43%	32.02%
Live Theater	22.52%	25.69%	24.99%
Live Theater Most Often	18.39%	20.85%	20.45%
Rock/Pop Concerts Most Often	14.03%	17.02%	17.28%
Comedy Club	12.76%	11.02%	10.11%
Country Concerts Most Often	9.03%	6.7%	6.09%
Movies: Comedy	43.05%	42.16%	39.08%
Movies: Action/Adventure	41.63%	40.51%	38.66%
Movies: Fam.	22.63%	20.25%	18.94%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.67%	22.23%	21.04%
Movies: Drama	19.53%	22.39%	22.31%
Movies: Mystery	15.66%	17.46%	18.44%
MLB Baseball Reg. Season	11.01%	11.19%	9.22%
NFL Football Reg. Season	9.04%	9.03%	7.37%
College Football Reg. Season	6.75%	8.19%	7.55%
Auto Racing Events	5.14%	3.69%	2.96%
NBA Basketball Reg. Season	4.73%	4.51%	3.84%
College Basketball Reg. Season	4.53%	5.5%	5.39%



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	42.98%	44.12%	42.58%
Swimming	37.84%	36.64%	34.58%
Bowling	22.36%	21.5%	21.06%
Billiards/Pool	20.52%	19.24%	20.52%
Weight Training	19.16%	18.28%	17.24%
Freshwater Fishing	19.03%	16.09%	15.66%
Using Cardio Machine	16.41%	16.69%	15.87%
Camping Trips	16.01%	14.79%	13.41%
Basketball	15.49%	14.09%	15.28%
Golf	15.32%	16.07%	16.09%
Jogging/Running	14.21%	15.3%	15.92%
Mountain/Road Biking	12.94%	14.12%	14.72%
Baseball	12.68%	11.04%	10.79%
Stationary Cycling	12.01%	13.81%	13.21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	10.5%	10.71%	10.96%
Football	10.46%	8.97%	10.83%
Saltwater Fishing	9.85%	8.26%	7.19%
Hunting	9.74%	7.77%	7.64%
Aerobics	9.51%	10.98%	10.61%
Softball	9.51%	8.02%	7.82%
Target Shooting	9.13%	7.57%	7.37%
Power Boating	8.81%	8.56%	8.25%
Volleyball	7.71%	7.69%	7.91%
Tennis	7.68%	8.03%	8.35%
Motorcycling	7.11%	6.15%	5.53%
Yoga	7.08%	7.91%	8.42%
Soccer	6.86%	7.18%	7.8%
Canoeing/Kayaking	6.66%	7.01%	6.48%

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	6.26%	5.61%	5.45%
Snorkeling	6.24%	5.41%	5.19%
Roller Skating	5.1%	5.1%	5.49%
Jet Skiing	5.01%	4.69%	4.8%
Downhill & X-Country Skiing	4.92%	4.89%	4.97%
Fly Fishing	4.64%	4.21%	4.12%
Ice Skating	4.55%	4.91%	5.8%
Archery	4.48%	3.75%	3.85%
Snowmobiling	4.08%	3.32%	3.45%
Racquetball	3.94%	3.8%	3.67%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.92%	3.76%	3.88%
Water Skiing	3.9%	3.96%	4.36%
Snowboarding	3.78%	3.44%	3.75%
Rowing	3.63%	2.93%	2.86%
Surfing & Windsurfing	3.48%	2.84%	2.88%
Sailing	3.4%	3.66%	3.58%
Skateboarding	3.27%	2.65%	2.86%
Martial Arts	3.27%	3.41%	3.39%
Auto Racing	3.11%	2.61%	2.97%
Hockey	2.95%	3.36%	3.42%

Potential Cultural Barriers -- Introduction (part 1)

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

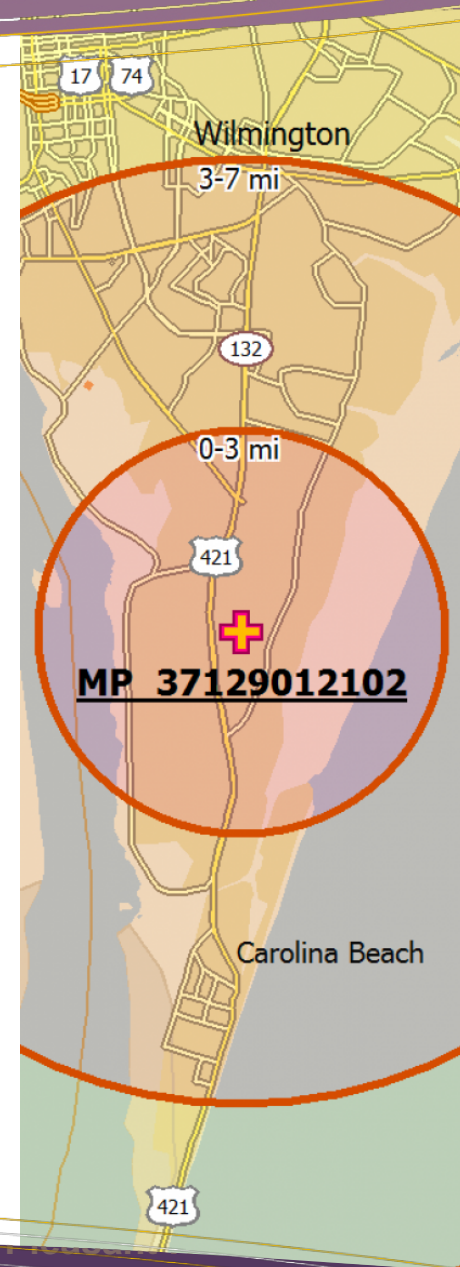
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

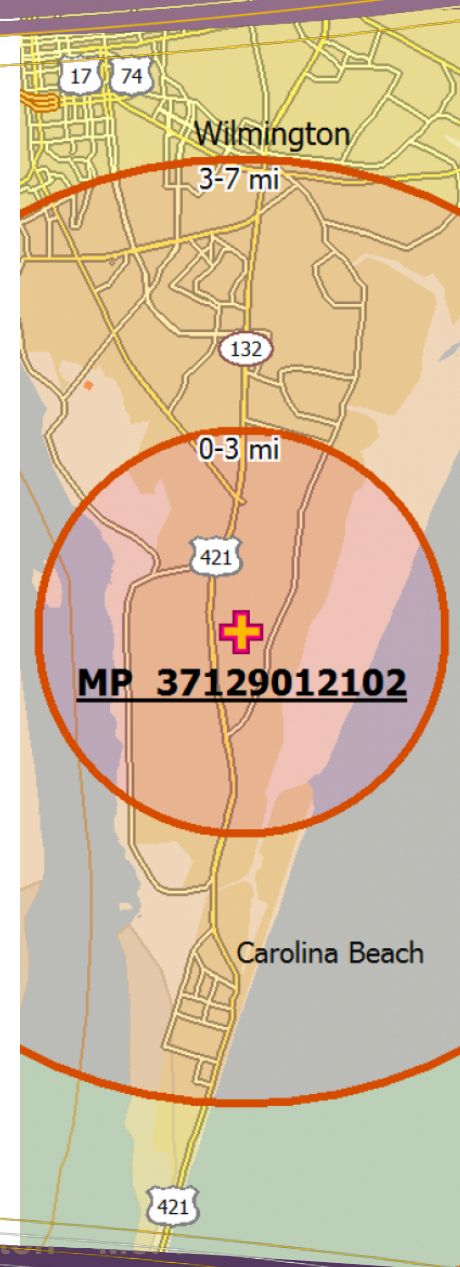
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

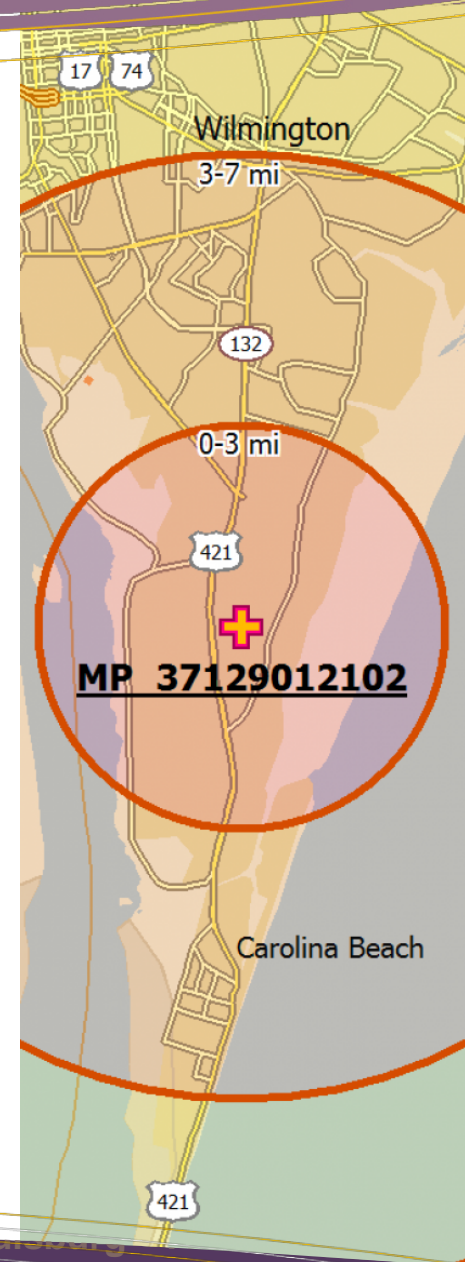
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	48%	49%
Find It Difficult To Say No To My Kids	40%	38%	38%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	34%	32%	31%
Prefer To Have Few Possessions As Possible	33%	39%	38%
If Won Lottery Would Never Work Again	32%	31%	31%
Like Control Over People And Resources	30%	30%	32%
Like To Do Unconventional Things	30%	28%	27%
Don't Judge People/Way They Live Life	29%	28%	29%
Money Is Best Measure Of Success	25%	26%	26%
Friends More Important Than My Fam.	24%	28%	28%
Marijuana Should Be Legalized	22%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	20%	19%	21%
Like to Stand Out In A Crowd	20%	19%	20%
I Am A Workaholic	20%	17%	19%
Like To Pursue Challenge/Novelty/Change	16%	19%	19%
Rarely Sit Down to a Meal Together At Home	16%	16%	15%
Only Work Current Job for The Money	13%	13%	13%
We Should Strive for Equality for All	13%	12%	14%
Happy With My Standard Of Living	11%	14%	16%
On Whole People Get What They Deserve	10%	10%	12%
Indulge My Kids With The Little Extras	9%	8%	9%
Little I Can Do To Change My Life	8%	8%	7%
Very Happy With My Life As It Is	5%	5%	6%

Potential Cultural Themes

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

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

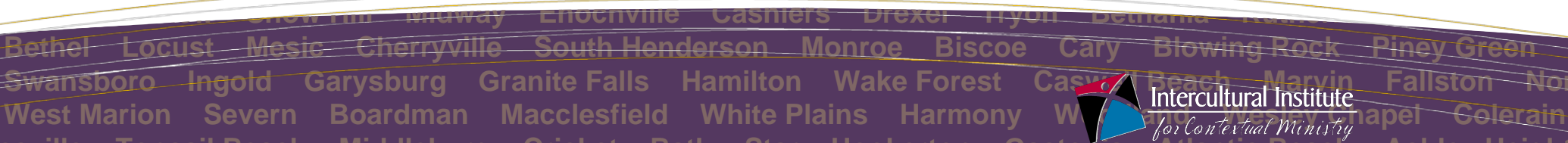


Potential Cultural Themes:

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

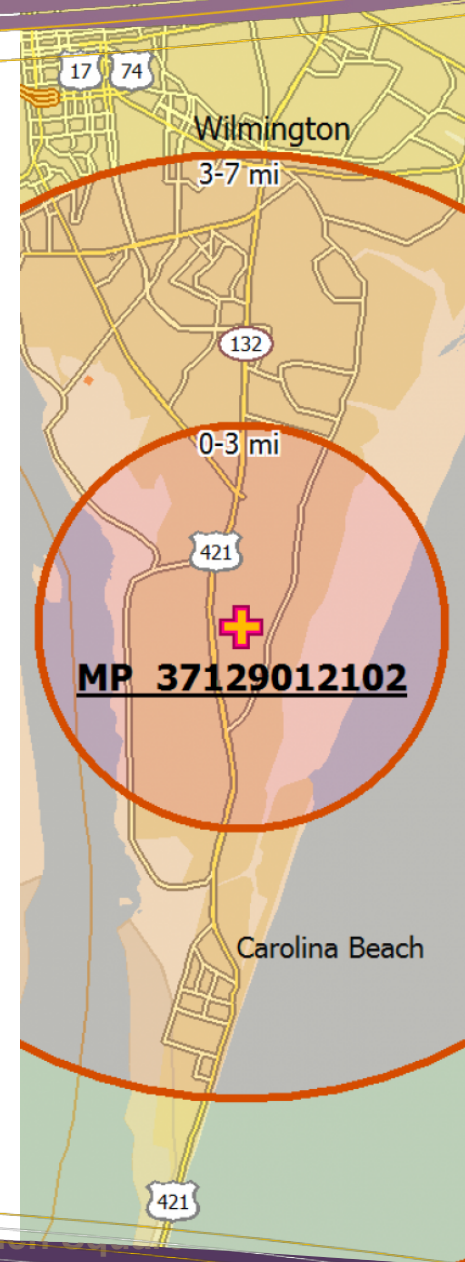
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	68%	66%	63%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	39%	39%
Prefer To Have Few Possessions As Possible	33%	39%	38%
Prefer Work Part Of Team Than Alone	32%	31%	33%
Important Feel Respected By My Peers	31%	32%	33%
Important To Juggle Various Tasks	29%	28%	30%
Have Keen Sense Of Adventure	27%	27%	28%
Good At Fixing Things	26%	25%	28%
People Have To Take Me As They Find Me	24%	24%	23%
Worried About Pollution Caused By Cars	22%	21%	22%
Like To Just Enjoy Life	21%	24%	23%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	17%	18%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	14%	14%
Is An Important Part Of Who I Am	14%	16%	14%
Try Not To Worry About The Future	13%	13%	14%
Enjoy Spending Time With My Fam.	12%	12%	11%
Provide My Kids With The Little Extras	9%	9%	12%
Like Spending Most Time With Fam.	5%	4%	5%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Feel Very Alone In The World	4%	4%	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 shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.

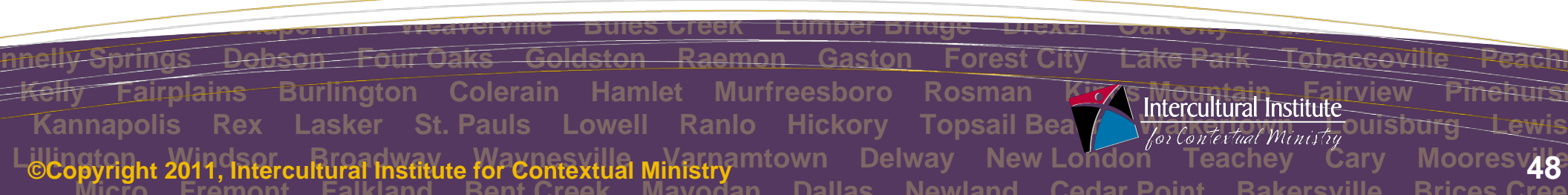


Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	87.42%	84.72%	83.76%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.71%	85.19%	81.83%
Houses-Visit Any			
McDonald's	59.63%	56.51%	55.12%
Burger King	34.85%	34.56%	34.2%
Applebee's	34.45%	32.65%	31.54%
Taco Bell	34.34%	29.78%	27.72%
Subway	34.08%	31.05%	30.56%
Wendy's	31.46%	30.77%	28.89%
Kentucky Fried Chicken (KFC)	25.07%	24.25%	25.39%
Arby's	24.95%	22.77%	21.36%
Olive Garden	22.55%	23.09%	20.85%
Pizza Hut	20.91%	19.23%	19.39%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chick-Fil-A	18.53%	15.24%	13.73%
Outback Steakhouse	18.05%	18.31%	15.98%
Chili's Grill and Bar	17.71%	16.13%	14.79%
Cracker Barrel	17.63%	16.42%	15.43%
Red Lobster	16.38%	16.52%	16.46%
Dairy Queen	16.16%	15.34%	16.14%
Sonic	16.14%	12.94%	12.38%
IHOP (International House Of Pancakes)	15.15%	15.24%	15.09%
Ruby Tuesday	14.45%	13.19%	11.76%
Domino's Pizza	13.28%	12.8%	13.79%
TGI Friday's	13.11%	13.76%	13.21%
Starbucks	12.85%	14.84%	14.03%

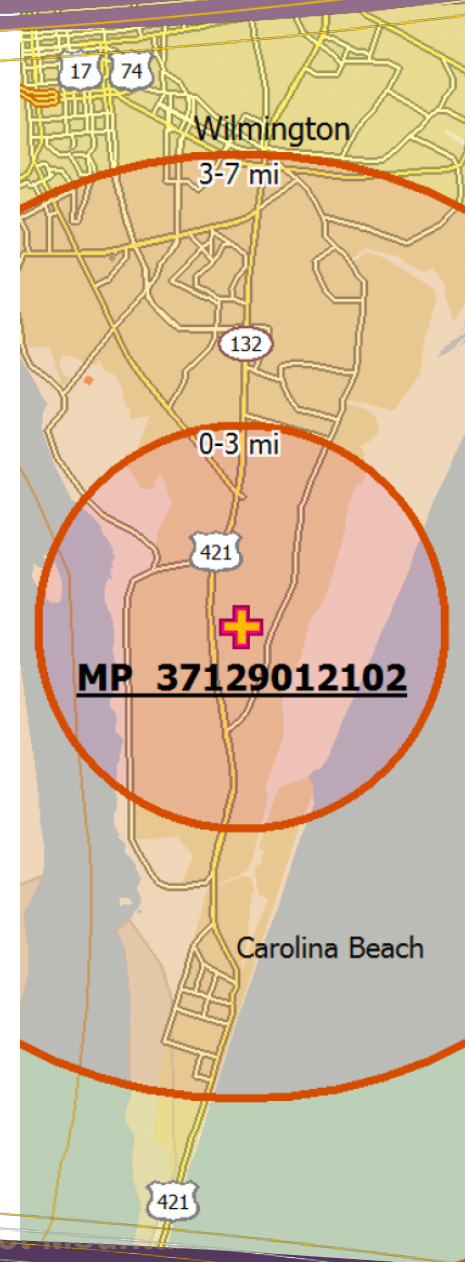


Potential Shared Projects

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

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

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

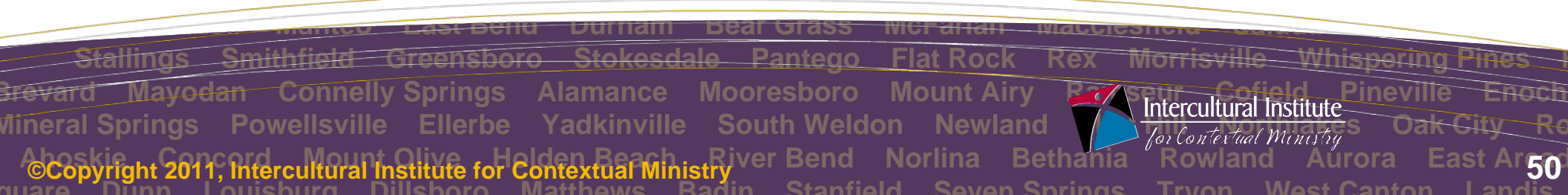


Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	48.94%	50.84%	46.96%
Recycled products	38.23%	40.62%	36.6%
Worked as volunteer (non political)	18.51%	19.76%	17.92%
Engaged in fund raising	11.01%	11.81%	11.11%
Religious club member	8.57%	8.19%	7.67%
Wrote to elected offcl about publ bus	8.06%	7.62%	6.66%

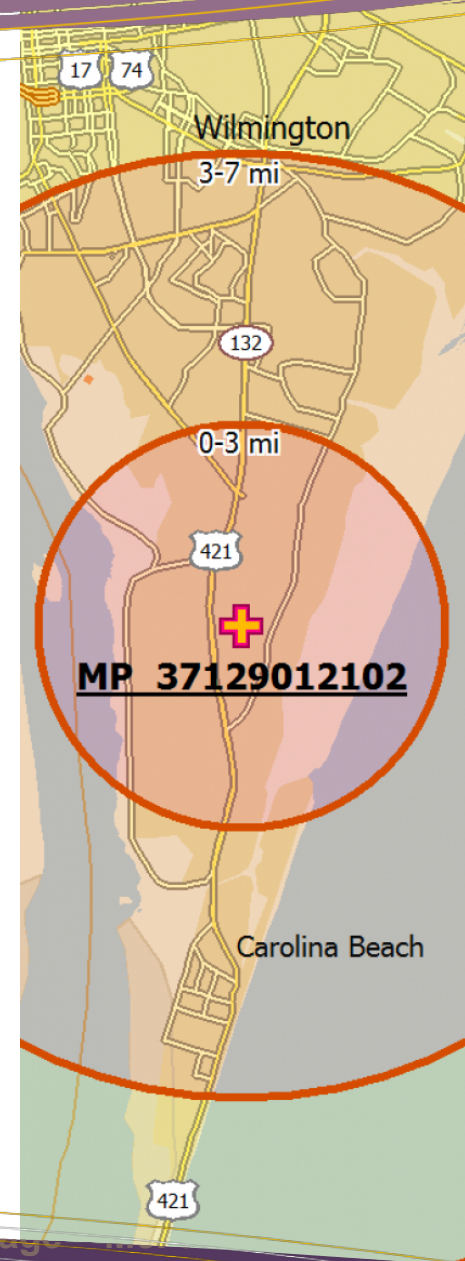
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.66%	6.75%	6.3%
Wrote to editor of mag or newspaper	5.82%	4.9%	4.23%
Took active part in local civic issue	5.75%	5.86%	5.67%
Charitable Organization	5.2%	5.82%	5.68%
Union member	5.15%	5.43%	4.96%
Church Board	4.86%	4.86%	4.57%



Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	20.43%	20.89%	19.06%
Children's Books	14.37%	14.41%	13.39%
Mystery	13.47%	14.01%	12.96%
Cookbooks	11.28%	12.07%	11.2%
Religious (not Bibles)	10.72%	9.4%	8.91%
History	8.34%	8.36%	7.57%
Romance	7.84%	7.38%	6.88%
Biography	7.72%	8.08%	7.44%
Personal/Business	7.03%	8.06%	7.22%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.76%	71.11%	69.29%
Gen. Editorial	44.61%	47.06%	48.2%
Womens	42.78%	42.22%	42.98%
Service	39.81%	38.57%	36.48%
Mens	19.56%	19.7%	19.92%
Business/Finance	18.78%	21.03%	20.07%
Parenthood	15.71%	14.06%	14%
Sports	15.33%	16.61%	16.9%
Health	13.34%	13.53%	13.39%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	57.91%	58.91%	55.96%
Classified	33.41%	31.72%	32.69%
Editorial Page	32.4%	32.92%	30.86%
Sport	31.55%	33.42%	32.41%
Business/Finance	31.52%	33.7%	30.96%
Comics	28.45%	28.7%	27.96%
Food/Cooking	26.03%	27.9%	26.11%
Movie Listings & Reviews	25.37%	27.44%	26.75%
TV/Radio Listings	23.11%	24.77%	23.84%
Home/Gardening	20.92%	23.03%	20.85%
Travel	20.04%	22.36%	20.46%
Science/Technology	18.7%	20.2%	18.45%
Fashion	14.47%	15.49%	14.66%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.36%	20.38%	19.08%
Adult Contemporary	19.44%	19.93%	18.67%
CHR Contemp Hit Radio	18.39%	18.64%	18.9%
Rock	14.79%	13.87%	12.62%
News/Talk	13.88%	15.67%	13.13%
Oldies	11.85%	12.29%	11.24%
Classic Rock	11.57%	11.81%	10.88%
Alternative	11.54%	12.61%	10.89%
Urban Contemporary	9.63%	10.2%	14.6%
Soft Contemporary	8.66%	8.18%	7.05%
Variety	8.18%	9.08%	8.65%
Religious	7.49%	6.89%	5.96%
Classic Hits	6.63%	5.26%	4.32%
All Talk	5.56%	5.18%	4.58%
All News	5.55%	6.83%	6.14%
Jazz	4.51%	4.95%	5.36%
Classical	3.79%	4.8%	4.37%
Sports	3.47%	4.95%	4.22%

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	67.51%	65.98%	64.3%
Satellite Dish	57.07%	55.54%	50.67%
Soapnet	52.06%	53.53%	51.44%
Other Video-On-Demand	41.79%	39.87%	41.63%
Sci-Fi Channel	38.77%	36.52%	34.92%
Adult Pay Per View TV	36.7%	35.67%	32.67%
MSNBC	33.97%	33.22%	33.64%
Comedy Central	33.12%	39.1%	38.08%
Nickelodeon	32.4%	28.84%	27.33%
Adult Swim	30.82%	30.85%	30.2%
TV Info From Sunday TV Magazine	30.39%	30.99%	28.68%
Video-On-Demand Movies	29.11%	24.5%	21.33%

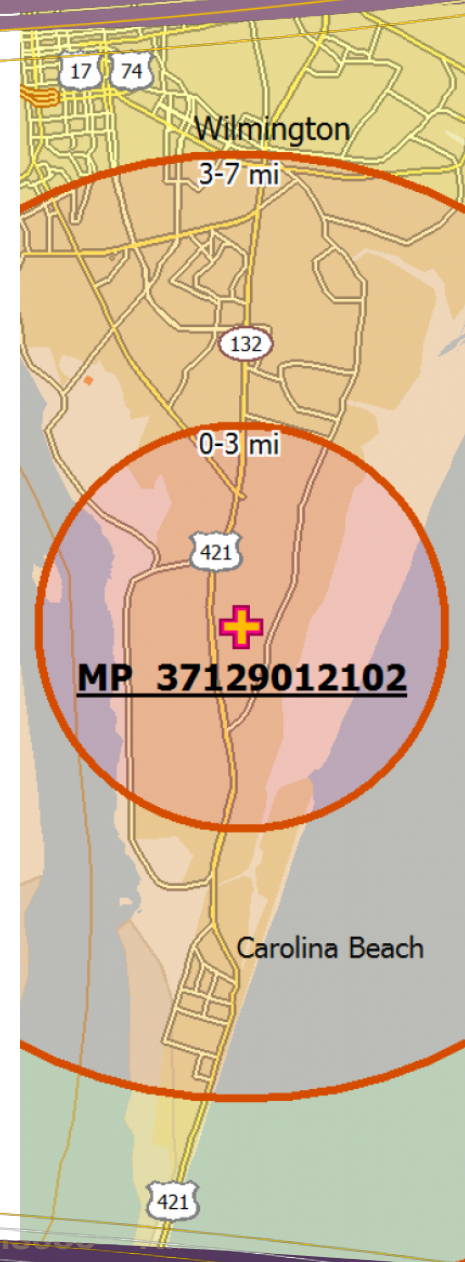
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	28.11%	24.87%	25.48%
Hallmark Channel	27.7%	27.52%	25.83%
TV Info From Newspapers	27.69%	27.17%	25.73%
TV Info From Monthly Cable Guide	27.49%	25.92%	24.74%
ABC Fam.	26.5%	29.11%	28.43%
TCM (Turner Classic Movies)	26.2%	27.31%	26.07%
USA Network	25.68%	27.07%	25.07%
Lifetime	25.44%	22.1%	21.2%
The Golf Channel	25.26%	26.43%	25.24%
ESPN2	24.89%	27.61%	26.71%
Subscribe Digital Cable	24.79%	28.2%	26.88%
BET (Black Entertainment TV)	23.86%	25.88%	26.66%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	22.39%	23.14%	21.85%
Medium Users (4-6)	12.02%	12.19%	11.29%
Light Users (1-3)	22.07%	21.58%	20.81%
Quintiles (20%)			
Newspaper I (Heavy)	1.69%	1.28%	1.33%
Newspaper II	1.17%	1.4%	1.47%
Newspaper III	1.86%	2.01%	2%
Newspaper IV	1.2%	0.58%	0.51%
Newspaper V (Light)	1.02%	0.91%	0.94%

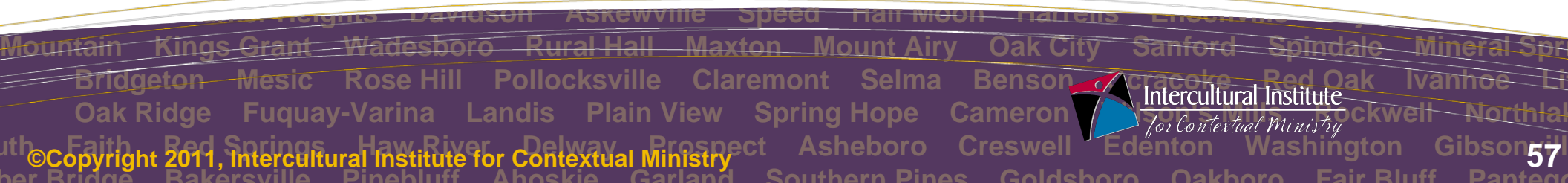
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.85%	18.36%	19.58%
Magazines II	9.72%	8.52%	8.45%
Magazines III	11.35%	9.5%	10.6%
Magazines IV	11.01%	10.24%	10.37%
Magazines V (Light)	0.81%	0.65%	0.58%
Outdoor I (Heavy)	6.63%	7.22%	7.15%
Outdoor II	1.68%	1.88%	2.74%
Outdoor III	2.68%	2.9%	3.19%
Outdoor IV	14.88%	15.25%	15.28%
Outdoor V (Light)	24.94%	25.86%	24.73%
Yellow Pages I (Heavy)	13.98%	14.51%	14.34%
Yellow Pages II	4.81%	6.22%	6.5%
Yellow Pages III	4.88%	4.87%	6.94%
Yellow Pages IV	23.51%	21.47%	22.38%
Yellow Pages V (Light)	2.84%	3.2%	3.48%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.89%	2.75%	4.2%
Drive Time III (Medium)	0.76%	0.59%	0.55%
Radio IV & V (Light)	1.77%	1.94%	2.07%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.38%	8.51%	8.56%
Radio III (Medium)	5.63%	5%	4.41%
Radio IV & V (Light)	3.92%	3.29%	3.29%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.77%	15.53%	14.2%
Cable III (Medium)	3.95%	3.57%	4.66%
Cable IV & V (Light)	32.85%	32.65%	33.58%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.72%	3.13%	4.72%
Prime Time III (Medium)	2.52%	2.31%	2.09%
Prime Time IV & V (Light)	12.26%	8.82%	9.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.66%	41.17%	40.73%
Fringe III (Medium)	49.01%	50.78%	51.04%
Fringe IV (Light)	56.78%	54.61%	53.7%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.13%	12.51%	12.25%
All Day III (Medium)	22.24%	22.46%	22.83%
All Day IV (Light)	12.46%	13.55%	15.8%



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]	12.65%	13.59%	12.57%
6:00am - 10:00am	14.69%	18.97%	18.04%
10:00am - 3:00pm	6.57%	7.5%	9.71%
3:00pm - 7:00pm	14.57%	14.33%	14.08%
7:00pm - Midnight	14.26%	15.87%	14.07%
Midnight - 6:00am	5.38%	6.41%	6.81%
Weekend Radio			
Listeners			
Dayparts [summary]	16.65%	15.55%	14.66%
6:00am - 10:00am	4.38%	5.17%	4.76%
10:00am-3:00pm	4.73%	6.45%	7.31%
3:00pm - 7:00pm	8.07%	7.58%	7.51%
7:00pm - Midnight	11%	10.16%	10.28%
Midnight - 6:00am	10.02%	12.26%	12.71%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	11.14%	10.04%	10%
Saturday: 8:00-11:00pm	7.18%	8.16%	7.9%
Sunday: 7:00-11:00pm	10.99%	10.84%	11.4%
9:00am-1:00pm	28.11%	24.87%	25.48%
9:00am-4:00pm	31.41%	28.43%	29.12%
4:00pm-7:00pm	31.14%	30.69%	29.74%
11:00pm-1:00am	40.4%	40.04%	41.77%
AVG Prime time	2.48%	2.6%	3.02%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.09%	19.81%	19.08%
7-9am	24.89%	27.61%	26.71%
9am-12noon	24.88%	21.14%	20.69%
12noon-4pm	6.53%	7.29%	8.43%
4-6pm	51.44%	52.24%	49.63%
6-7pm	18.68%	17.92%	17.86%
7-7:30pm	1.27%	1.54%	1.7%
7:30-8pm	11.8%	10.39%	10.74%
8-11pm	11.14%	10.04%	10%
11pm-12am	33.97%	33.22%	33.64%
11pm-1am	40.4%	40.04%	41.77%
1-6am	33.04%	34.68%	34.82%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.66%	21.15%	19.92%
Sat: 10am-1pm	7.53%	8.13%	8.16%
Sat: 1-4pm	26.21%	26.92%	25.03%
Sat: 4-6pm	7.61%	7.79%	7.45%
Sat: 6-7pm	2.06%	2.48%	2.01%
Sat: 7-8pm	1.2%	1.22%	1.15%
Sat: 8-11pm	7.18%	8.16%	7.9%
Sat: 11pm-1am	4.42%	5.13%	5.25%
Sat: 1am-7pm	25.68%	27.07%	25.07%
Sun: 7-10am	2.37%	2.26%	2.37%
Sun: 10am-1pm	7.56%	7.05%	6.9%
Sun: 1-4pm	6.6%	7.05%	6.24%
Sun: 4-7pm	15.44%	13.83%	14.12%
Sun: 7-11pm	10.99%	10.84%	11.4%
Sun: 11pm-1am	6.26%	5.36%	5.82%
Sun: 1-7am	23.79%	22.85%	22.44%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

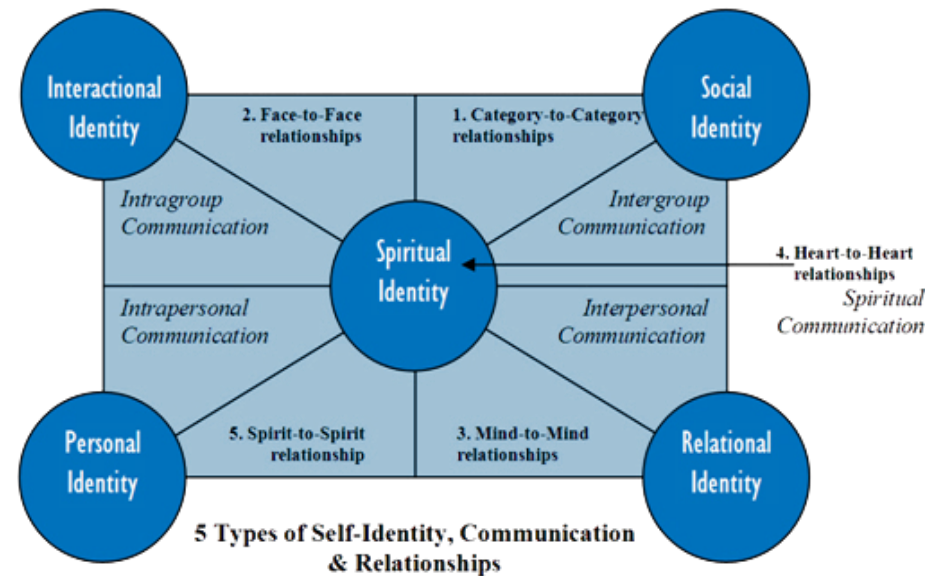


Establishing Redemptive Relationships

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

Communication Steps

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

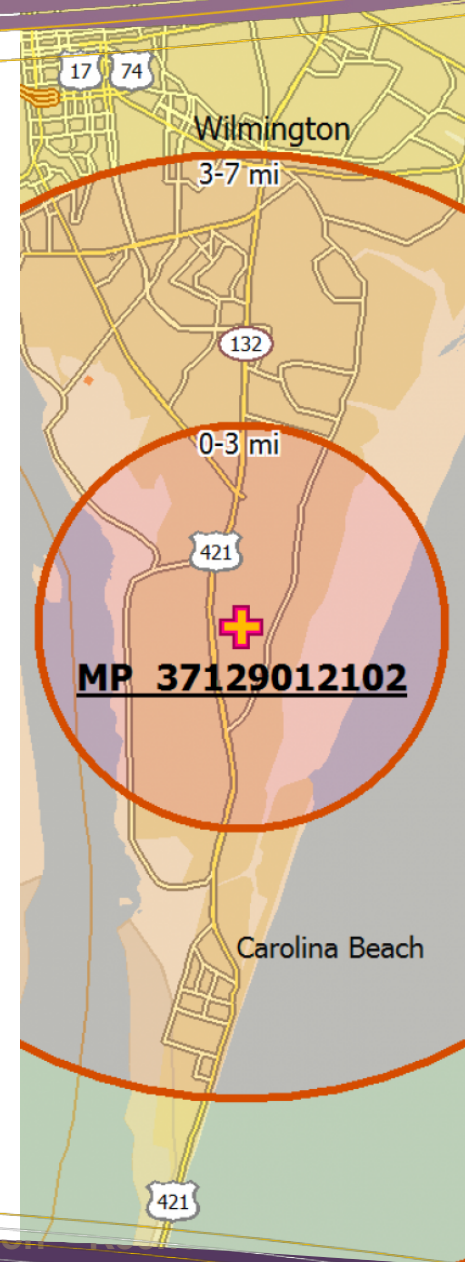


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

1. 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.

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Whispering Pines - Wilmington	6547 Carolina Beach Rd Wilmington, NC 28412	0.75 mi	0	Insufficient Data
2	Myrtle Grove - Wilmington	5524 Myrtle Grove Rd Wilmington, NC 28409	2.73 mi	195	Plateauing
3	Carolina Beach First - Carolina Beach	409 N Lake Park Blvd Carolina Beach, NC 28428	4.05 mi	152	Growing
4	Wilmington Korean - Wilmington	4602 S College Rd Wilmington, NC 28412	4.34 mi	0	Insufficient Data
5	Silver Lake - Wilmington	4715 Carolina Beach Rd Wilmington, NC 28412	4.41 mi	60	Insufficient Data
6	River of Leland	4706 Waltmoor Rd Wilmington, NC 28409	5.57 mi	0	Insufficient Data
7	Masonboro - Wilmington	1501 Beasley Rd Wilmington, NC 28409	6.13 mi	0	Insufficient Data
8	Southside - Wilmington	3320 S College RD Wilmington, NC 28412	6.32 mi	303	Growing
9	Kure Beach First - Kure Beach	208 S 6th Ave Kure Beach, NC 28449	6.90 mi	149	Plateauing
10	Pine Valley - Wilmington	3940 Shipyard Blvd Wilmington, NC 28403	7.10 mi	302	Declining
11	Long Leaf - Wilmington	317 Shipyard Blvd Wilmington, NC 28412	7.37 mi	400	Plateauing
12	The Bridge Community Church - Wilmington	2212 S 17th St Wilmington, NC 28401	7.86 mi	30	Insufficient Data
13	Sunset Park - Wilmington	231 Central Blvd Wilmington, NC 28401	8.06 mi	164	Declining
14	Winter Park - Wilmington	4700 Wrightsville Ave Wilmington, NC 28403	8.22 mi	0	Insufficient Data
15	Primera Mission Bautista - Wilmington	301 Northern Blvd Wilmington, NC 28401	8.28 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Sea Gate - Wilmington	6115 Oleander Dr Wilmington, NC 28403	8.40 mi	60	Plateauing
17	Lebanon - Bolivia	7342 Funston Rd SE Winnabow, NC 28479	8.62 mi	0	Insufficient Data
18	Lake Forest - Wilmington	1626 Lake Branch Dr Wilmington, NC 28401	8.76 mi	98	Plateauing
19	Port City Community - Wilmington	250 Vision Dr Wilmington, NC 28403	8.78 mi	0	Insufficient Data
20	Hope for all Nations - Wilmington	1401 Greenfield St Wilmington, NC 28401	8.83 mi	0	Insufficient Data
21	Greenfield - Wilmington	1401 S 3rd St Wilmington, NC 28401	9.09 mi	0	Insufficient Data
22	Wrightsville Beach - Wrightsville Beach	601 Causeway Dr Wrightsville Beach, NC 28480	9.42 mi	300	Insufficient Data
23	Covenant Community Fellowship - Wilmington	340 Covil Ave Wilmington, NC 28403	9.65 mi	42	Insufficient Data
24	Charity - Wilmington	340 Covil AV Wilmington, NC 28403	9.65 mi	20	Insufficient Data
25	Gibson Avenue - Wilmington	2037 Wrightsville Ave Wilmington, NC 28403	9.67 mi	52	Plateauing
26	Temple - Wilmington	1801 Market St Wilmington, NC 28403	10.09 mi	252	Declining
27	Chinese Baptist Church - Wilmington	1801 Market ST Wilmington, NC 28403	10.09 mi	0	Insufficient Data
28	College Acres - Wilmington	702 Eastwood Rd Wilmington, NC 28403	10.25 mi	361	Plateauing
29	Anchor - Wilmington	209 Bretonshire Rd Wilmington, NC 28405	10.26 mi	0	Insufficient Data
30	Wilmington First - Wilmington	411 Market St Wilmington, NC 28401	10.27 mi	821	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Calvary - Wilmington	423 N 23rd St Wilmington, NC 28405	10.52 mi	231	Plateauing
32	Boiling Spg Lakes First - Southport	45 E Boiling Spring Rd Southport, NC 28461	11.25 mi	190	Insufficient Data
33	Mill Creek - Winnabow	1099 George II Hwy SE Winnabow, NC 28479	11.44 mi	48	Declining
34	Freedom - Wilmington	802 N College Rd Wilmington, NC 28405	11.52 mi	225	Insufficient Data
35	Woodburn First - Leland	109 Lee Dr Leland, NC 28451	11.83 mi	143	Declining
36	Leland First - Leland	517 Village Rd NE Leland, NC 28451	12.19 mi	260	Insufficient Data
37	Olivet - Wilmington	138 Glendale Dr Wilmington, NC 28401	12.38 mi	53	Declining
38	Saint Paul Msry - Wilmington	4646 Gordon Rd Wilmington, NC 28411	12.59 mi	0	Insufficient Data
39	Peace Memorial - Winnabow	5811 Ocean Hwy E Winnabow, NC 28479	12.69 mi	53	Declining
40	Ogden - Wilmington	7121 Market St Wilmington, NC 28411	12.74 mi	242	Declining
41	Pine View - Wilmington	202 Flemington Dr Wilmington, NC 28401	13.07 mi	25	Insufficient Data
42	Bethel - Southport	1628 N Howe St Southport, NC 28461	13.17 mi	74	Growing
43	Beach Road - Southport	4457 Flagship Rd SE Southport, NC 28461	13.17 mi	207	Declining
44	North Wilmington Community - Castle Hayne	2907 Blue Clay Rd Castle Hayne, NC 28429	13.61 mi	0	Insufficient Data
45	Northside - Wilmington	2501 N College Rd Wilmington, NC 28405	13.64 mi	639	Plateauing



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

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