

MissionSite

top unreached locations



MANTEO, NC

CENSUS TRACT: 37055970600

REGION: Region 1: Northeast Coast

COUNTY: Dare

SITESCAPE: Townscape

DENSITY PATTERN: 13



In partnership with the:



Intercultural Institute
for Contextual Ministry



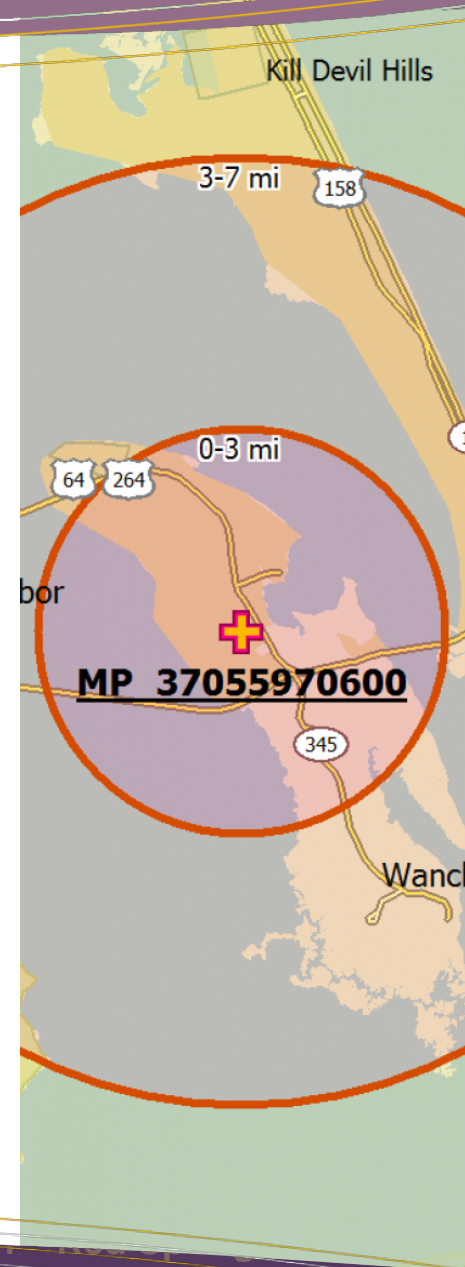
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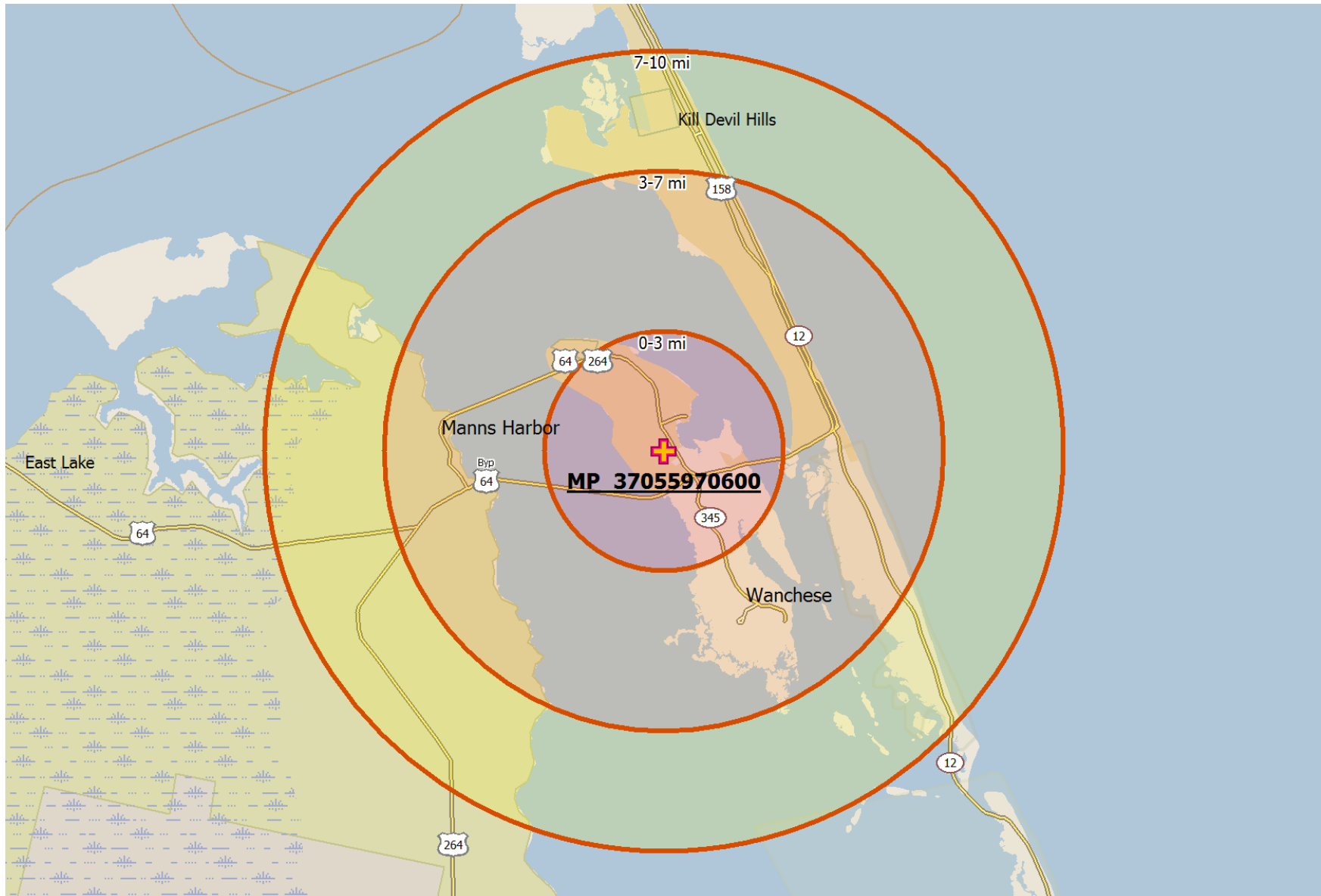
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3701	Region 1: Northeast Coast
3	County Location	37055	Dare
4	Zipcode	27954	Dare
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	I3	10000-10000-50000



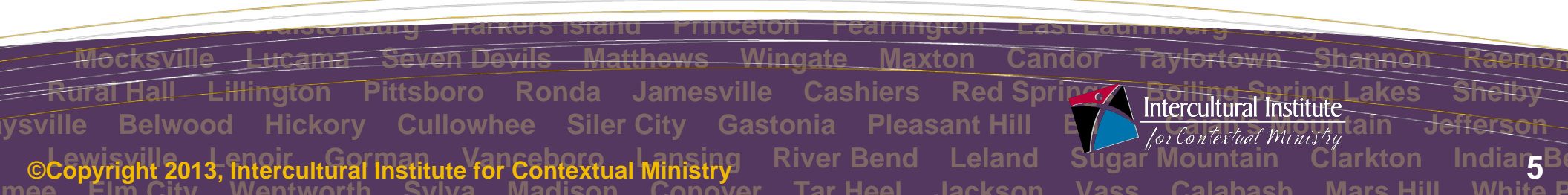
Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an urbanized area.
6	IICM RUCA Values Index	55	Small town core commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	1	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,831	7,474	8,182
2010 Households	2,605	3,385	3,903
2010 Group Quarters Population	75	162	13

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	9	16
Language Diversity National Index	17	18	19
Foreign Born Diversity National Index	39	56	45
Ancestry Diversity National Index	63	74	85
Racial Diversity National Index	39	11	17



Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	268	10.29%
Mainstay Communities	Established, Diverse Households	799	30.67%
Working Communities	Blue-collar, Working Families	297	11.4%
Country Communities	Rural, Agri. & Mining Families	929	35.66%
Aspiring Communities	Young Singles / Aspiring-Multihousing	232	8.91%
Urban Communities	High Density, Inner-city Neighborhoods	80	3.07%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	10,887	1,697	15.59%
Unreached %	67.57%	65.16%	96.44
Religious But NOT Evangelical HH	2,456	387	15.77%
Religious But NOT Evangelical %	15.24%	14.87%	97.52
Spiritual But NOT Relig or Evang HH	1,940	310	16%
Spiritual But NOT Relig or Evang %	12.04%	11.91%	98.96
Not Evangelical, Not Interested HH	6,491	1,000	15.41%
Not Evangelical, Not Interested %	40.28%	38.39%	95.29



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of BCNC Churches	9	2	22.22%
Active BCNC Attenders	825	257	31.15%
Active Evangelical Households	1,147	199	17.37%
Active Evangelical Percent	7.12%	7.65%	107.42
Inactive Evangelical Households	4,079	708	17.37%
Inactive Evangelical Percent	25.32%	27.19%	107.42
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest BCNC Churches

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

CHURCHES	DIST.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Manteo - Manteo	0.12 mi	185	Insufficient Data	16 Far Creek Cornerstone	32.89 mi	0	Insufficient Data
2 Manteo Faith - Manteo	0.43 mi	72	Plateauing	17 Coinjock	34.08 mi	145	Growing
3 Nags Head Church	4.79 mi	313	Plateauing	18 Riverside - Elizabeth City	36.53 mi	0	Insufficient Data
4 Church of the Outer Banks	4.79 mi	0	Insufficient Data	19 Rehoboth - Maple	39.22 mi	0	Insufficient Data
5 Outer Banks - Kill Devil Hills	7.63 mi	55	Insufficient Data	20 Creswell - Creswell	39.98 mi	30	Plateauing
6 Ocean View - Kill Devil Hills	8.11 mi	80	Plateauing	21 Calvary - Elizabeth City	40.16 mi	25	Plateauing
7 Kitty Hawk Bapt Ch	11.24 mi	120	Insufficient Data	22 Geneva	40.82 mi	29	Growing
8 Hatteras	14.05 mi	0	Insufficient Data	23 Sawyer's Creek - Camden	40.89 mi	122	Declining
9 Powells Point - Powells Point	17.67 mi	66	Growing	24 Elizabeth City First - Elizabeth City	40.92 mi	118	Plateauing
10 Poplar Branch - Grandy	26.79 mi	88	Growing	25 Blackwell Memorial - Elizabeth City	41.03 mi	93	Insufficient Data
11 Columbia - Columbia	28.33 mi	38	Plateauing	26 Mount Pleasant - Creswell	41.22 mi	16	Declining
12 Soundside Missionary - Columbia	28.33 mi	52	Growing	27 Action Impact	41.31 mi	0	Insufficient Data
13 Shiloh - Shiloh	30.41 mi	140	Declining	28 Trinity Fellowship - Elizabeth City	42.49 mi	39	Plateauing
14 Salem - Elizabeth City	32.72 mi	102	Growing	29 Family Prayer Worship Center - Elizabeth	42.49 mi	0	Insufficient Data
15 Engelhard - Engelhard	32.87 mi	25	Insufficient Data	30 Woodville - Hertford	42.56 mi	0	Insufficient Data

Using the Spirituality Indicators

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

Issues for Your Consideration

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

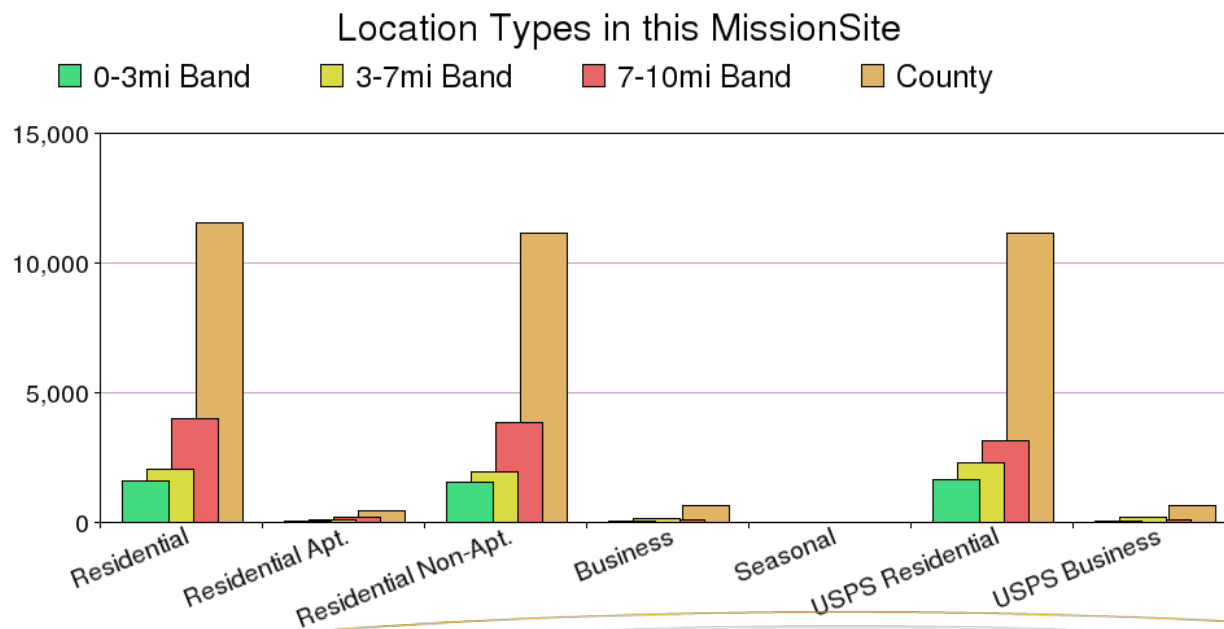


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	22,746	4,311	18.95%
2000 Population	29,967	5,180	17.29%
2010 Population	34,435	5,831	16.93%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,349	1,751	18.73%
2000 Households	12,690	2,097	16.52%
2010 Households	16,113	2,605	16.17%



Location Type	0-3mi Band
Residential	1,607
Residential Apt.	69
Residential Non-Apt.	1,538
Business	66
Seasonal	0
USPS Residential	1,644
USPS Business	48

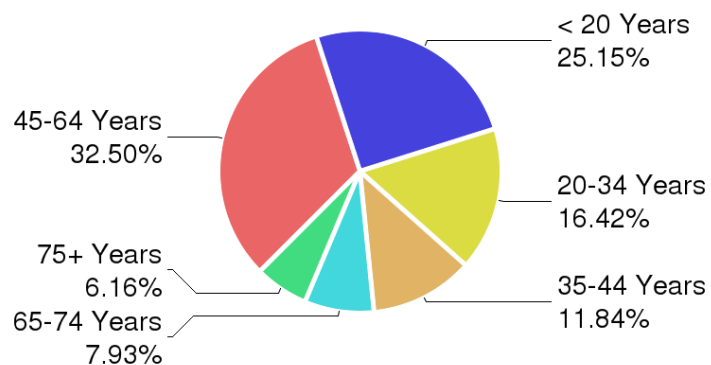
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.7%	4.13%	111.62
4-5 Years	2.24%	2.09%	93.3
6-8 Years	3.59%	3.96%	110.31
9-11 Years	3.39%	3.89%	114.75
12-13 Years	2.14%	2.49%	116.36
14-17 Years	4.33%	5.52%	127.48
18-19 Years	2.17%	3.07%	141.47
0-5 Years	5.94%	6.23%	104.88
6-12 Years	8.05%	9.04%	112.3
13-19 Years	7.57%	9.9%	130.78
< 20 Years	21.56%	25.17%	116.74
20-34 Years	16.24%	16.43%	101.17
35-44 Years	12.38%	11.85%	95.72
45-64 Years	32.73%	32.52%	99.36
65-74 Years	10.5%	7.94%	75.62
75+ Years	6.59%	6.16%	93.47
Median Age	45	44	98.13
Median Age (Male)	44	43	98.42
Median Age (Female)	46	45	97.04

Age Group Percentages



Holly Ridge Franklinton Selma Carolina Beach Rutherfordton Hookerton Faison Trent Woods Falkland
 Walstonburg Mulberry Garysburg Bowmore Stanfield Burlington Hendersonville Oxford Shallotte Coole
 Jonesville Newton Grove Wilson Mountain Home Elm City Whiteville Fairburn Reidsville Woodlawn Baybo
 Parkton River Road Stantonburg Fearrington Gibsonville Candor Cherryville Middlesex Glen Alpine
 Kings Grant Alliance IAARS Altamahaw Columbia Pittshoro Cashiers Lowesville Mills River Cofield

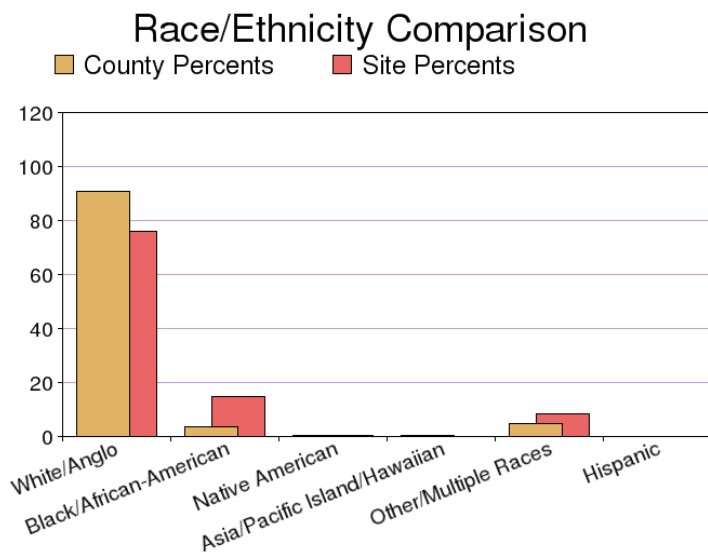


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	90.91%	75.94%	83.53
Black, African-American	3.48%	14.8%	425.41
Native American	0.3%	0.55%	183.47
Asian	0.53%	0.19%	35.69
Pacific Island, Hawaiian	0.05%	0%	0
Other/Multiple Races	4.74%	8.52%	179.84
Hispanic	0%	6.67%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,144	4,011	
Less than 9th Grade	2.5%	2.92%	85.62
No High School Diploma	3.32%	4.09%	81.12
High School Graduate	31.93%	38.1%	83.82
Some College, no degree	22.76%	22.19%	102.58
Associate Degree	7.54%	6.86%	109.98
College Degree	20.59%	18.03%	114.25
Graduate/Prof. degree	11.36%	7.83%	145.09

Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	4.99%	7.68%	161.92
\$10,000 to \$19,999	7.09%	10.56%	148.82
\$20,000 to \$29,999	9.02%	10.36%	114.94
\$30,000 to \$49,999	22.84%	22.57%	98.83
\$50,000 to \$59,999	10.59%	11.09%	104.72
\$60,000 to \$69,999	12.26%	9.6%	78.26
\$70,000 to \$79,999	7.75%	6.07%	78.25
\$80,000 to \$89,999	5.21%	4.26%	81.74
\$90,000 to \$99,999	3.69%	3.07%	83.31
\$100,000 to \$124,999	5.98%	4.34%	72.58
\$125,000 to \$149,999	3.7%	4.3%	116.24
\$150,000 to \$199,999	3.49%	2.61%	74.71
\$200,000 to \$249,999	1.17%	1%	85.09
\$250,000 or more	2.21%	2.53%	114.67
Median Household	55,607	50,091	90.08
Average Household	72,757	71,631	98.45
Per Capita Household	34,293	32,023	93.38
Family/Non-Family Household Income			
Median Family Income	65,573	61,221	93.36
Average Family Income	84,126	88,931	105.71
Median Non-Family Income	38,916	24,429	62.77
Average Non-Family Income	51,018	31,434	61.61

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	65.66%	68.56%	104.42
Families with Children	28.83%	34.09%	118.25
Families without Children	36.83%	34.47%	93.59
Non-Family Households			
% Non-Family Households	34.34%	31.44%	91.56
Non-Families with Children	0	0	0
Non-Families without Children	34.34	31.44	91.56
Housing Units			Index
Total Housing Units	33,234	3,206	
Vacant percent	51.52%	18.75%	36.39
Owned percent	33.16%	51.9%	156.5%
Rented Percent	15.32%	29.38%	191.81
Households by Size			Index
Avg household size	2.12	2.21	104.25
Avg family hh size	2.65	2.74	103.4
Avg non-family hh size	1.10	1.05	95.45
Households By Count of Persons			Percent
One	4,304	699	16.24%
Two	7,482	1,134	15.16%
Three or Four	3,862	674	17.45%
Five+	465	99	21.29%

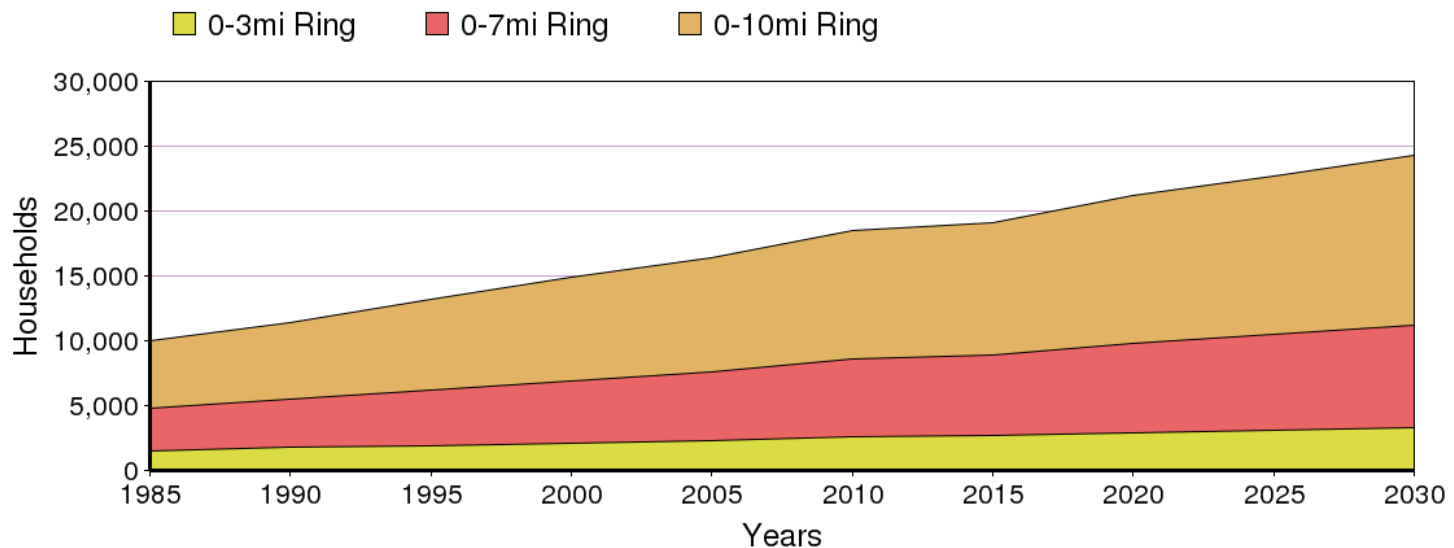
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	22,746	4,311	18.95%
2000 Population	29,967	5,180	17.29%
2010 Population	34,435	5,831	16.93%
2015 Population	35,125	5,923	16.86%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,349	1,751	18.73%
2000 Households	12,690	2,097	16.52%
2010 Households	16,113	2,605	16.17%
2015 Households	16,770	2,698	16.09%

Household Change from 1985 to 2030



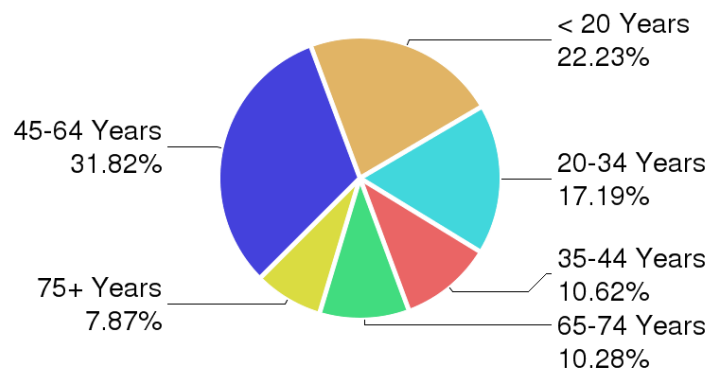
Projected Demographic Summary

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	4.13%	1.57%	38.01
4-5 Years	2.09%	1.47%	70.33
6-8 Years	3.96%	2.99%	75.51
9-11 Years	3.89%	4.09%	105.14
12-13 Years	2.49%	2.99%	120.08
14-17 Years	5.52%	6.03%	109.24
18-19 Years	3.07%	3.11%	101.3
0-5 Years	6.23%	3.04%	48.8
6-12 Years	9.04%	8.42%	93.14
13-19 Years	9.9%	10.77%	108.79
< 20 Years	25.17%	22.23%	88.32
20-34 Years	16.43%	17.19%	104.63
35-44 Years	11.85%	10.62%	89.62
45-64 Years	32.52%	31.83%	97.88
65-74 Years	7.94%	10.28%	129.47
75+ Years	6.16%	7.87%	127.76
Median Age	45	45	99.44
Median Age (Male)	44	43	99.82
Median Age (Female)	46	47	102.11

Projected Age Group Percentages



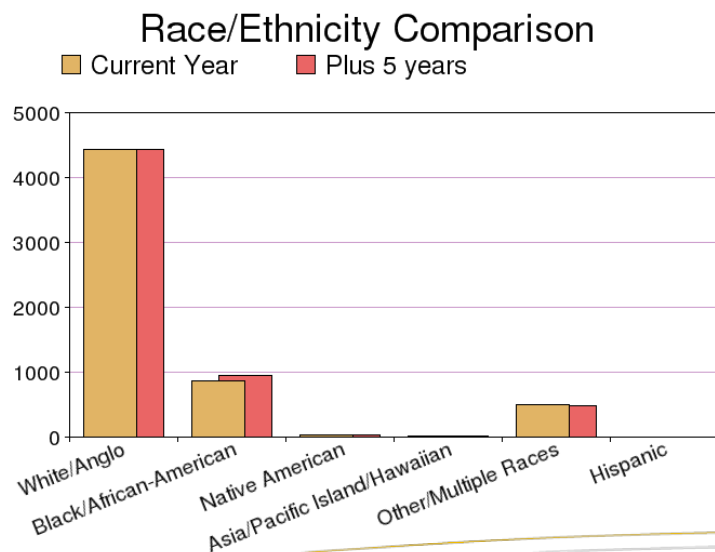
Projected Demographic Summary

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	75.94%	74.76%	98.45
Black, African-American	14.8%	16.17%	109.28
Native American	0.55%	0.62%	113.83
Asian	0.19%	0.25%	134.25
Pacific Island, Hawaiian	0%	0.02%	0
Other/Multiple Races	8.52%	8.17%	95.87
Hispanic	0%	0%	0

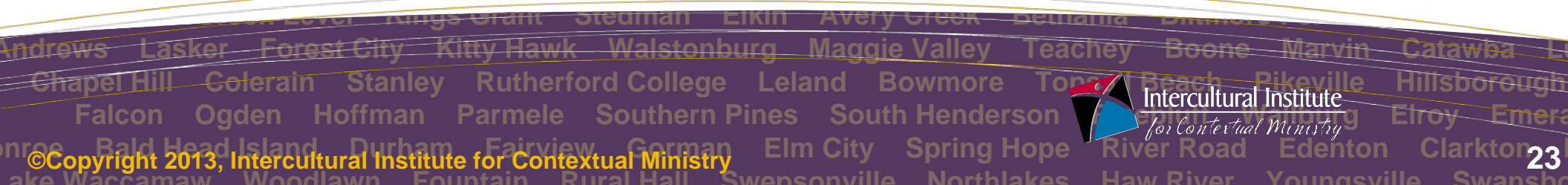
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,011	4,231	
Less than 9th Grade	2.92%	2.6%	89.13
No High School Diploma	4.09%	2.62%	64.16
High School Graduate	38.1%	40.27%	105.72
Some College, no degree	22.19%	20.33%	91.6
Associate Degree	6.86%	7.42%	108.24
College Degree	18.03%	18.2%	100.96
Graduate/Prof. degree	7.83%	8.56%	109.29



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.

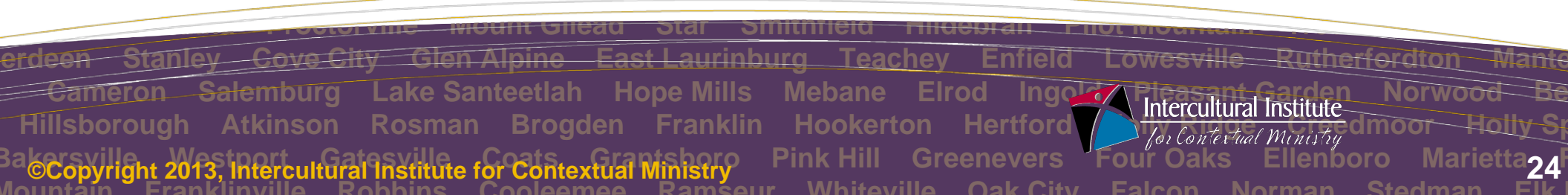
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.68%	7.15%	93.17
\$10,000 to \$19,999	10.56%	9.15%	86.72
\$20,000 to \$29,999	10.36%	9.01%	86.9
\$30,000 to \$49,999	22.57%	21.65%	95.9
\$50,000 to \$59,999	11.09%	11.01%	99.23
\$60,000 to \$69,999	9.6%	10.86%	113.16
\$70,000 to \$79,999	6.07%	6.45%	103.28
\$80,000 to \$89,999	4.26%	4.45%	99.16
\$90,000 to \$99,999	3.07%	3.19%	103.79
\$100,000 to \$249,999	4.34%	4.86%	111.93
\$125,000 to \$149,999	4.3%	5.15%	119.83
\$150,000 to \$199,999	2.61%	2.78%	106.49
\$200,000 to \$249,999	1%	1.11%	111.41
\$250,000 or more	2.53%	3.04%	119.96
Median Household	50,091	53,079	105.97
Average Household	71,631	77,744	108.53
Per Capita Household	32,023	35,437	110.66
Family/Non-Family Household Income			
Median Family Income	61,221	65,284	106.64
Average Family Income	88,931	97,213	109.31
Median Non-Family Income	24,429	27,911	114.25
Average Non-Family Income	31,434	34,836	110.82



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	68.56%	67.98%	99.15
Families with Children	34.09	34.06	99.92
Families without Children	34.47	35.06	101.71
Non-Family Households			
% Non-Family Households	31.44%	32.02%	101.86
Non-Families with Children	0	0	101.86
Non-Families without Children	31.44	32.02	101.86
Housing Units			
Total Housing Units	3,206	3,308	103.18%
Vacant percent	18.75%	18.44%	98.37
Owned percent	51.9%	52.18%	100.53
Rented Percent	29.38%	29.38%	100
Households by Size			
Avg household size	2.21	2.17	98.19%
Avg family hh size	2.74	2.69	98.18%
Avg non-family hh size	1.05	1.05	100%
Households By Count of Persons			
One	699	738	105.58%
Two	1,134	1,198	105.64%
Three or Four	674	678	100.59%
Five+	99	84	84.85%



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	154	152	206
Northern Europe	47	23	20
Western Europe	8	9	31
Southern Europe	4	16	18
Eastern Europe	4	2	5
Other Europe	0	0	0
Eastern Asia	3	17	11
So. Central Asia	0	3	0
SE Asia	2	18	10
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	2
Caribbean	1	9	18
Central Amer.	29	48	69
South America	51	6	7
North America	5	1	15
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	4,707	5,703	7,610
Spanish	133	120	218
Other Indo-Euro language	49	91	102
French (incl. Patois, Cajun)	22	44	48
French Creole	0	0	0
Italian	4	4	12
Portuguese	2	0	0
German	8	10	18
Yiddish	5	2	0
Other West Germanic	5	2	0
A Scandinavian Language	0	0	5
Greek	0	18	0
Russian	3	1	2
Polish	0	0	9
Serbo-Croatian	0	0	0
Other Slavic Language	0	4	8
Armenian	0	6	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	3	6
Japanese	0	10	0
Korean	2	0	7
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	1	0	0
Laotian	0	0	0
Vietnamese	0	24	0
Other Asian	0	0	0
Tagalog	2	0	0
Other Pacific Is	0	0	0
Other languages	10	11	0
Navajo	0	0	0
Other Native N. American	0	5	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	10	0	0
African languages	0	0	0
Other unspecified	0	6	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	3,950	4,799	6,207
Arab	0	0	0
Armenian	0	6	0
Austrian	7	13	16
British	39	25	27
Canadian	3	4	0
Croatian	14	15	0
Czech	3	6	12
Czechoslovak	0	10	31
Danish	5	21	19
Dutch	44	60	83
English	882	1,056	1,391
European	42	39	53
Finnish	0	5	0
French (not Basque)	80	145	205
French Canadian	23	25	71
German	330	569	897
Greek	7	37	3
Hungarian	6	7	19
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	440	565	612
Italian	180	259	320
Lithuanian	3	18	22
Norwegian	1	22	66
Polish	59	65	139
Portuguese	5	6	7
Romanian	0	3	5
Russian	5	29	38
Scandinavian	1	0	16
Scotch-Irish	86	137	164
Scottish	43	132	226
Slovak	0	12	32
Subsaharan African	20	6	7
Swedish	7	28	56
Swiss	7	7	3
Ukrainian	1	0	4
US/American	826	749	909
Welsh	34	62	55
West Indian	1	0	0
Yugoslavian	0	9	5
Other	747	647	694

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

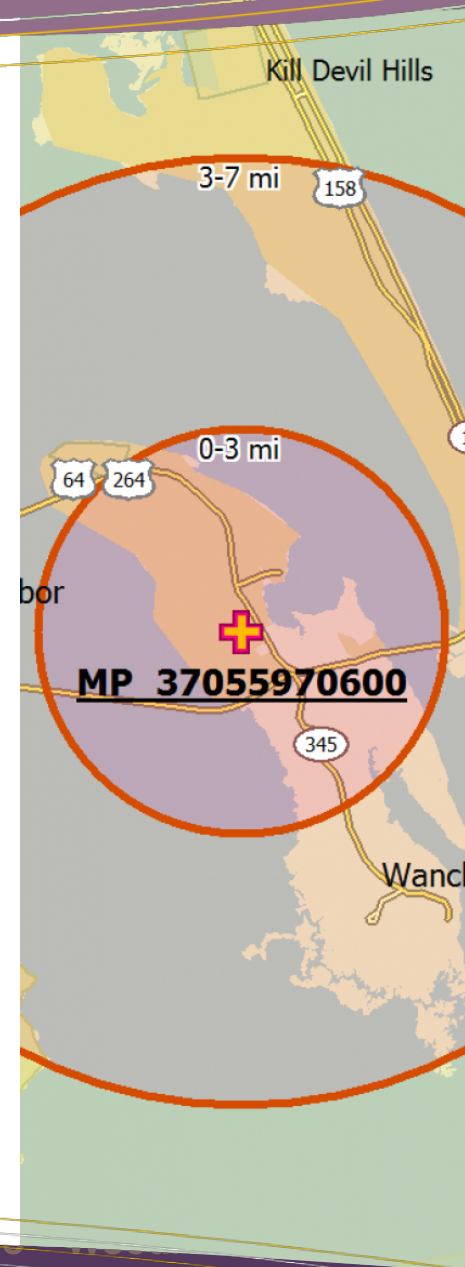
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,605	100%	1,697	100%
AFFLUENT SUBURBIA	45	1.73%	36	2.12%
America's Wealthiest	37	1.42%	30	1.77%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	8	0.31%	6	0.35%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	223	8.56%	151	8.9%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	207	7.95%	139	8.19%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	16	0.61%	12	0.71%
SM TWN SUCCESS	314	12.05%	204	12.02%
2nd City Homebodies	23	0.88%	16	0.94%
Prime Middle America	200	7.68%	130	7.66%
Urban Optimists	0	0%	0	0%
Family Convenience	91	3.49%	58	3.42%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,605	100%	1,697	100%
BLUE COLLAR BACKBONE	40	1.54%	26	1.53%
Nuevo Hispanic Fam.	21	0.81%	15	0.88%
Working Rural Suburbia	19	0.73%	11	0.65%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	485	18.62%	329	19.39%
Ethnic Urban Mix	12	0.46%	8	0.47%
Urban Blues	35	1.34%	23	1.36%
Professional Urbanites	111	4.26%	80	4.71%
Urban Advancement	258	9.9%	174	10.25%
Amer. Great Outdoors	69	2.65%	44	2.59%
Mature America	0	0%	0	0%
METRO FRINGE	257	9.87%	176	10.37%
Steadfast Conservative	243	9.33%	167	9.84%
Moderate Conventionalists	8	0.31%	5	0.29%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	6	0.23%	4	0.24%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent	Unreached HH & Percent
Total	2,605	1,697
REMOTE AMERICA	505	297
Hardy Rural Fam.	59	36
Rural Southern Living	446	261
Coal & Crops	0	0
Native America	0	0
ASPIRING CONTEMP'S	232	164
Young Cosmopolitans	0	0
Minority Metro Communities	97	72
Stable Careers	32	23
Aspiring Hispania	103	69
RURAL VILLAGES & FARMS	424	259
Industrious Country Living	0	0
America's Farmland	0	0
Comfy Country Living	421	257
Small Town Connections	3	2
Hinterland Fam.	0	0

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,605	100%	1,697	100%
STRUGGLING SOCIETIES	13	0.5%	8	0.47%
Rugged Southern Style	13	0.5%	8	0.47%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	67	2.57%	47	2.77%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	67	2.57%	47	2.77%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



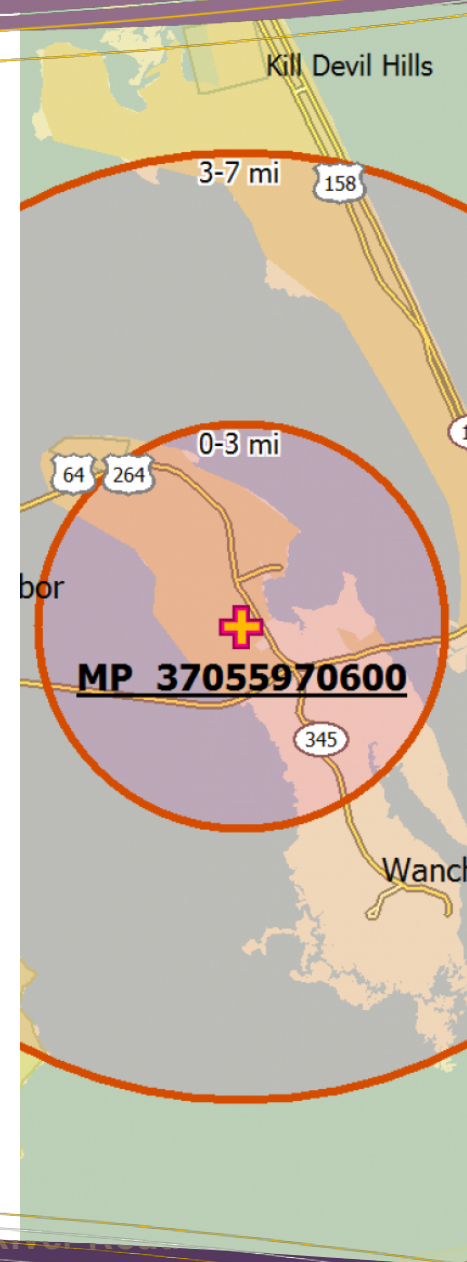
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	77%	79%	79%
Use Comp. for Internet/E-mail	62%	64%	64%
Internet Use: E-Mail	51%	53%	53%
Use Comp. for Comp. Games	38%	40%	41%
Use Comp. for Word Processing	37%	40%	41%
Use Comp. for Shopping	34%	37%	37%
Use Comp. for Banking	32%	35%	35%
Internet Use: News/ Weather	31%	32%	31%
Use Comp. for Digital Camera	31%	33%	34%
Photo Editing			
Internet Use: Banking	29%	30%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Education	28%	31%	32%
HH Owns DVD Player	25%	28%	29%
Use Comp. for News/Info./Data	22%	24%	25%
Service			
PC-Network-HH Has One	17%	19%	19%
Use Comp. for Personal Financial	15%	16%	16%
Mngmnt			
Use Comp. for Accounting	14%	16%	15%
Internet Use: Shopping: Made A	13%	13%	13%
Purchase			
Internet Use: Sports	12%	12%	12%
Internet Use: Shopping: Gathered	12%	13%	14%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	11%	12%	12%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	70%	70%
Dining Out (Not Fast Food)	62%	63%	63%
Reading Books	55%	55%	56%
Card Games	38%	41%	42%
Go To A Beach/Lake	35%	38%	39%
Gardening	35%	36%	37%
Cooking for Fun	33%	37%	37%
Board Games	32%	34%	35%
Visit Zoo	22%	22%	22%
Photography	22%	22%	22%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	43%	43%	44%
Dentist	30%	31%	30%
Backache	22%	23%	23%
Eye Dr.	21%	21%	21%
Hypertension/High Blood Pressure	19%	18%	19%
None Of These	19%	19%	19%
High Cholesterol	18%	18%	18%
Acid Reflux Disease (GERD)	18%	16%	15%
Any Arthritis	15%	15%	15%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	29.89%	30.08%	29.84%
Live Theater	21.62%	21.4%	21.41%
Live Theater Most Often	18.7%	18.36%	18.31%
Rock/Pop Concerts Most Often	15.06%	16.11%	16.5%
Dance Performance	8.86%	8.54%	8.51%
Comedy Club	7.84%	8.18%	8.85%
Movies: Comedy	40.05%	39.93%	40.13%
Movies: Action/Adventure	38.4%	38.66%	39.13%
Movies: Drama	21.53%	21.55%	20.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	18.87%	19.39%	19.46%
Movies: Fam.	17.29%	18.02%	18.64%
Movies: Mystery	16.34%	16.48%	16.27%
College Football Reg. Season	8.37%	7.93%	8.1%
MLB Baseball Reg. Season	8.06%	8.38%	8.97%
NFL Football Reg. Season	7.77%	8.01%	8.2%
College Basketball Reg. Season	6.01%	5.46%	5.28%
College Basketball Post-Season	4.26%	3.1%	2.74%
College Football Post-Season	3.56%	2.85%	2.64%

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	41.77%	41.73%	42.18%
Swimming	33.3%	34.79%	35.02%
Bowling	20.72%	21.06%	21.2%
Freshwater Fishing	19.24%	19.99%	19.79%
Billiards/Pool	17.19%	18.69%	19.28%
Using Cardio Machine	14.54%	14.82%	15.09%
Weight Training	14.48%	16.12%	16.52%
Basketball	14.25%	13.97%	14.19%
Jogging/Running	13.79%	14.71%	14.94%
Stationary Cycling	13.7%	13.37%	13.56%
Camping Trips	12.67%	15.34%	16.25%
Golf	12.67%	13.48%	14.17%
Baseball	11.66%	11.3%	11.54%
Mountain/Road Biking	11.19%	12.05%	12.68%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.74%	10.06%	9.99%
Football	8.6%	8.9%	9.06%
Hunting	8.54%	9.59%	10.18%
Target Shooting	7.74%	8.78%	9.15%
Saltwater Fishing	7.66%	7.9%	7.93%
Backpacking/Hiking	7.62%	9.54%	10.36%
Tennis	7.11%	7.1%	7.12%
Power Boating	7.07%	7.84%	8.31%
Volleyball	6.72%	7.22%	7.54%
Yoga	6.63%	7.09%	7.34%
Softball	6.13%	6.81%	7.4%
Soccer	6.01%	6.41%	6.66%
Horseback Riding	5.13%	5.72%	5.91%
Motorcycling	5.11%	5.8%	6.3%

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
Canoeing/Kayaking	4.93%	6.32%	7.23%
Fly Fishing	4.21%	4.6%	4.66%
Roller Skating	3.68%	4.44%	4.86%
Archery	3.62%	4.13%	4.56%
Racquetball	3.6%	3.61%	3.6%
Snorkeling	3.5%	3.83%	4.32%
Jet Skiing	3.18%	3.72%	4.32%
Downhill & X-Country	3.17%	4.07%	4.56%
Skiing			
Water Skiing	3.17%	3.87%	4.28%
Ice Skating	3.15%	3.93%	4.38%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	2.79%	3.03%	3.13%
Hockey	2.46%	2.73%	3.1%
Snowmobiling	2.44%	3.12%	3.49%
Snowboarding	2.41%	3.09%	3.44%
Martial Arts	2.28%	2.43%	2.81%
Rowing	2.22%	2.45%	2.67%
Rock Climbing	2.2%	2.77%	3.27%
Skateboarding	2.17%	2.56%	2.92%
Auto Racing	1.9%	2.72%	3.01%
Surfing & Windsurfing	1.76%	2.37%	2.76%

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.

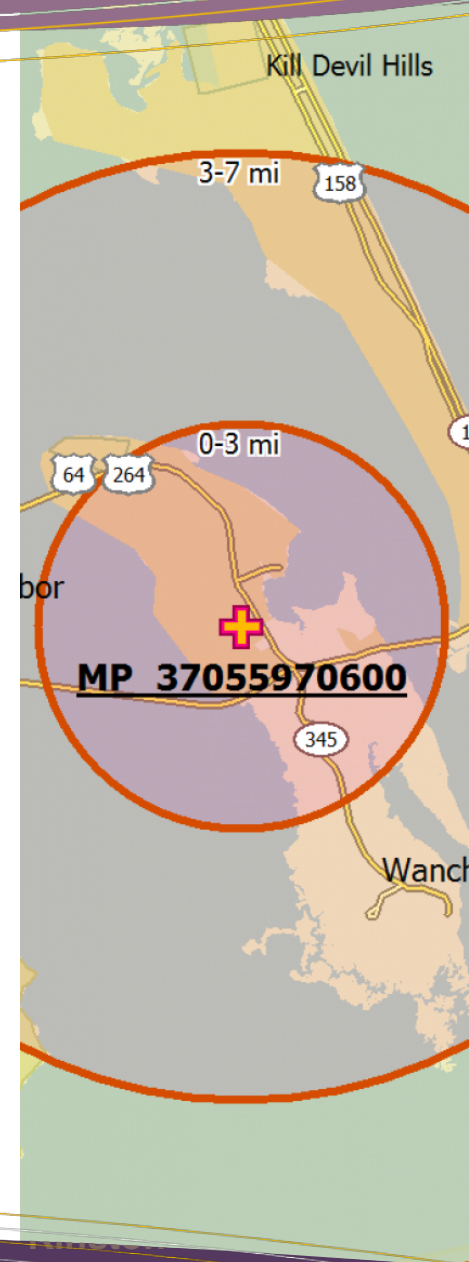
BIBLICAL BARRIERS

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.

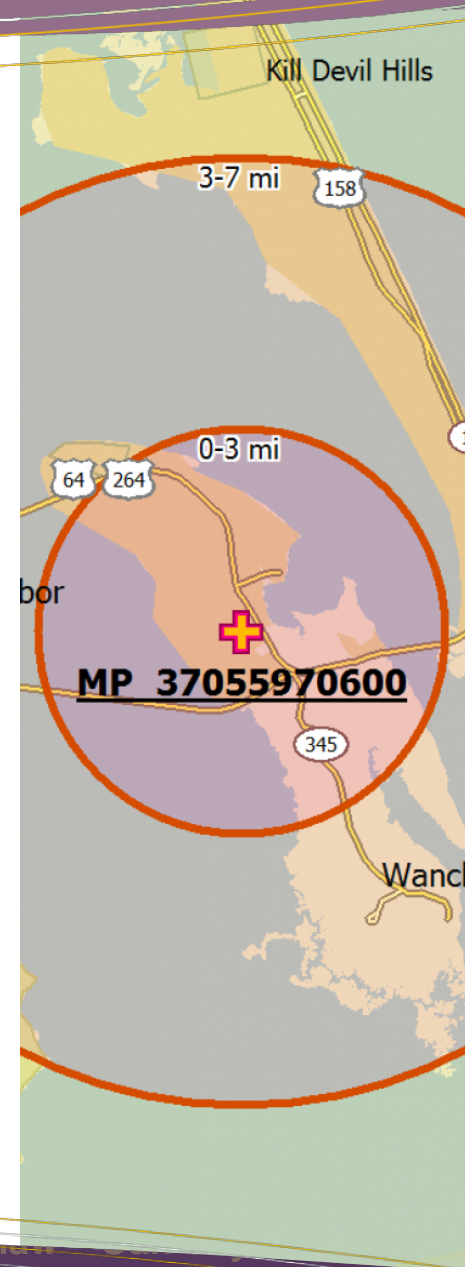
CULTURAL BARRIERS OF ACCEPTANCE

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.

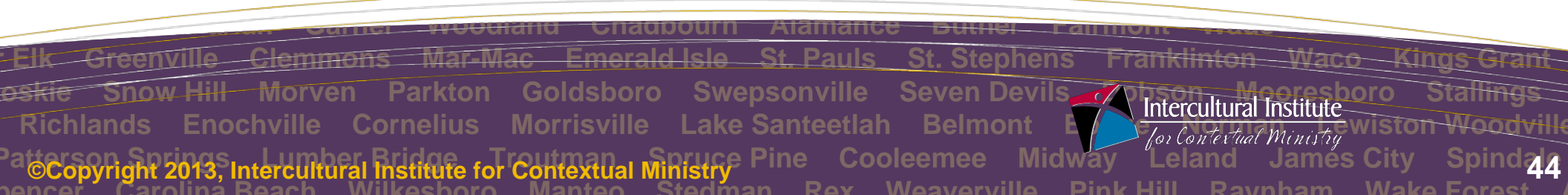


Potential Cultural Barriers:

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	48%	48%	49%
Find It Difficult To Say No To My Kids	37%	37%	37%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	34%	34%	34%
Like Control Over People And Resources	32%	31%	31%
Like To Do Unconventional Things	30%	30%	29%
Prefer To Have Few Possessions As Possible	29%	32%	33%
If Won Lottery Would Never Work Again	28%	28%	28%
Money Is Best Measure Of Success	26%	26%	26%
Don't Judge People/Way They Live Life	25%	26%	27%
Friends More Important Than My Fam.	24%	25%	25%
Too Much Sponsorship In Arts/Sports	20%	20%	20%

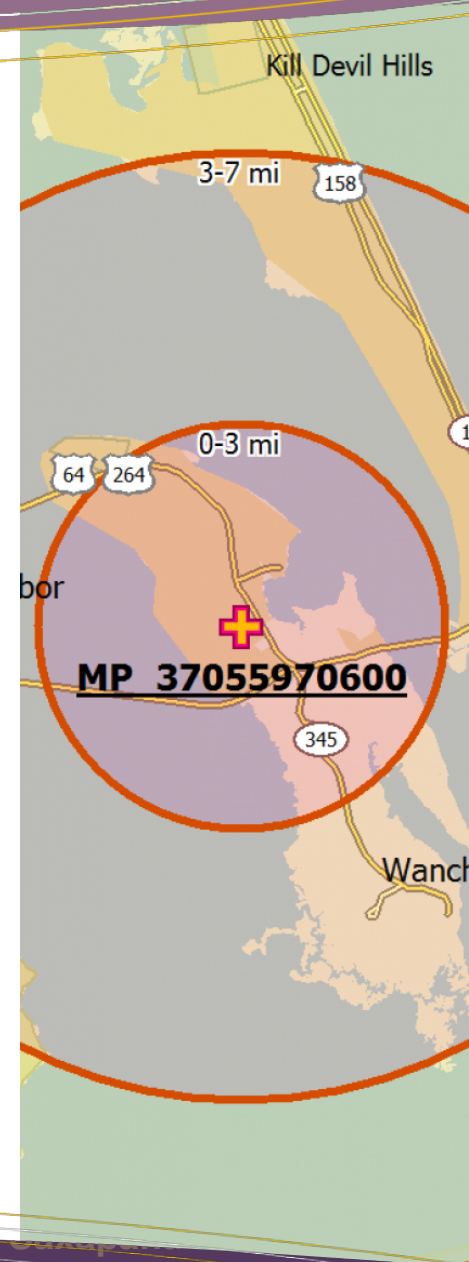
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	18%	19%	20%
Marijuana Should Be Legalized	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Only Work Current Job for The Money	15%	14%	14%
I Am A Workaholic	15%	16%	16%
Rarely Sit Down to a Meal Together At Home	15%	16%	16%
We Should Strive for Equality for All	12%	12%	12%
Happy With My Standard Of Living	10%	12%	12%
Indulge My Kids With The Little Extras	10%	9%	9%
On Whole People Get What They Deserve	9%	9%	10%
Little I Can Do To Change My Life	7%	7%	7%
I Am A Perfectionist	6%	6%	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:

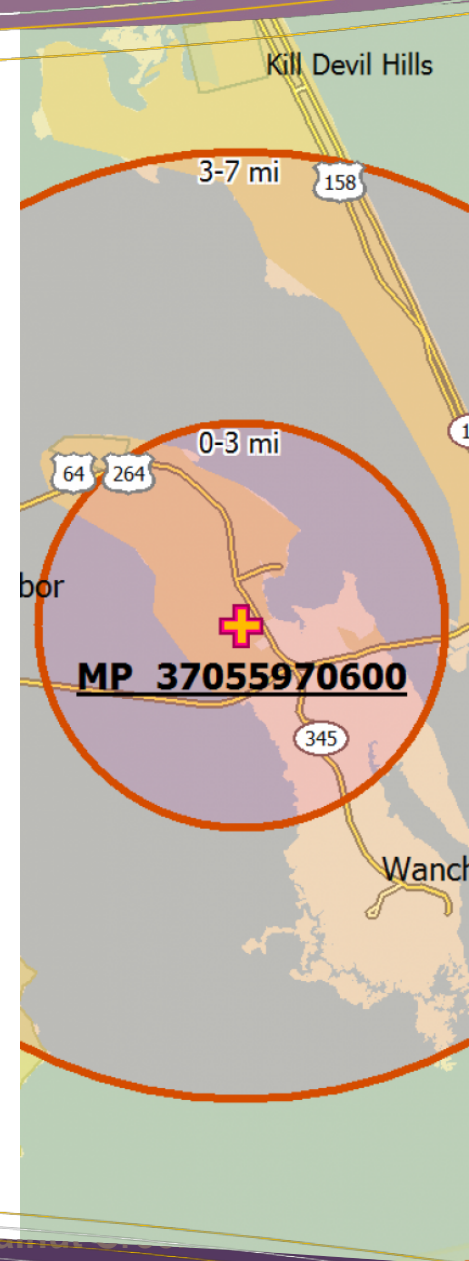
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	62%	64%	64%
You Should Seize Opportunities In Life	55%	56%	56%
Like To Understand About Nature	37%	37%	37%
Prefer Work Part Of Team Than Alone	32%	31%	31%
Important Feel Respected By My Peers	32%	32%	32%
Important To Juggle Various Tasks	29%	29%	28%
Prefer To Have Few Possessions As Possible	29%	32%	33%
Have Keen Sense Of Adventure	25%	25%	25%
People Have To Take Me As They Find Me	24%	25%	25%
Good At Fixing Things	24%	25%	26%
Like To Just Enjoy Life	21%	22%	22%
Real Men Don't Cry	19%	17%	17%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Worried About Pollution Caused By Cars	17%	18%	18%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	15%	15%	15%
Try Not To Worry About The Future	13%	13%	13%
Provide My Kids With The Little Extras	10%	10%	10%
Enjoy Spending Time With My Fam.	10%	11%	11%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Feel Very Alone In The World	4%	4%	4%
Decor Particular Interest To Me	3%	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.

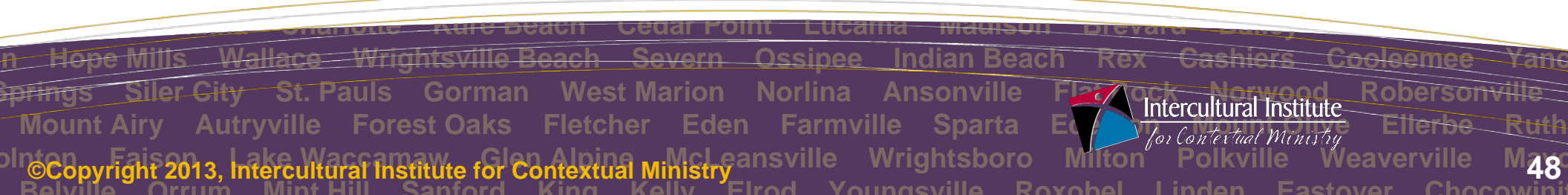


Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	84.37%	84.96%	85.16%
Fast Food/Drive-In Restaurant-Visit Any	83.88%	84.66%	85.37%
McDonald's	54.39%	55.95%	56.06%
Burger King	34.5%	36.35%	37.53%
Applebee's	33.74%	33.48%	33.13%
Subway	32.54%	31.79%	32.35%
Taco Bell	30.86%	31.49%	31.86%
Wendy's	27.58%	29.02%	29.43%
Kentucky Fried Chicken (KFC)	26.42%	26.83%	27.05%
Olive Garden	24.49%	22.95%	22.92%
Arby's	24.49%	24.5%	24.88%
Pizza Hut	20.6%	21.08%	21.17%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Cracker Barrel	20.36%	18.54%	17.87%
Dairy Queen	17.81%	18.12%	18.79%
Red Lobster	17.15%	16.66%	16.76%
Sonic	17.06%	15.61%	15.21%
Chick-Fil-A	16.31%	15.26%	14.53%
Outback Steakhouse	15.97%	15.97%	16.49%
Chili's Grill and Bar	14.82%	14.4%	14.57%
IHOP (International House Of Pancakes)	13.53%	13.4%	13.77%
Domino's Pizza	12.77%	13.06%	13.13%
Ruby Tuesday	12.3%	12.07%	12%
Golden Corral	11.75%	11.18%	11%
Denny's	11.69%	12.23%	12.51%

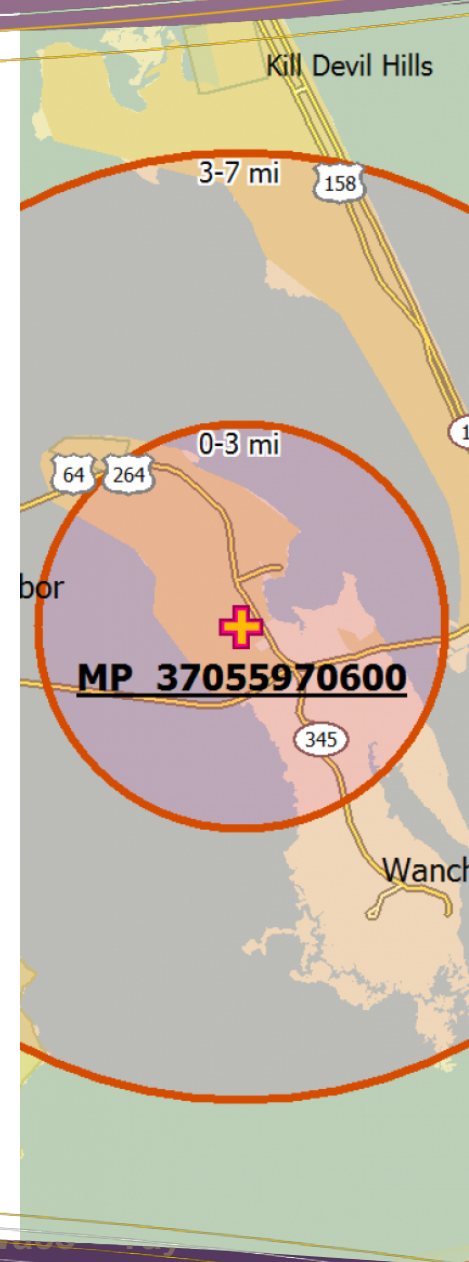


Potential Shared Projects

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.

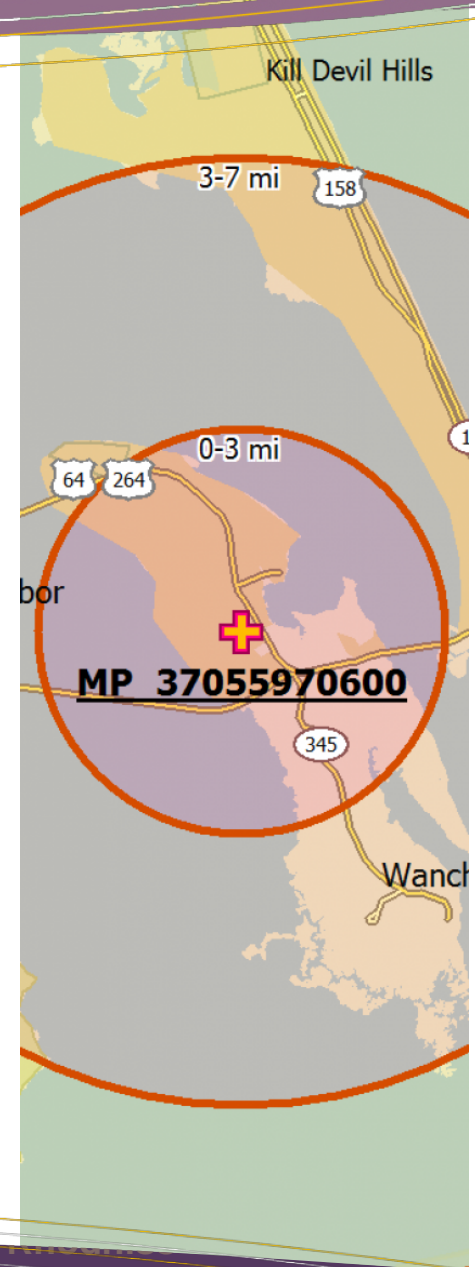
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.91%	46.74%	47.68%
Recycled products	33.92%	35.75%	36.5%
Worked as volunteer (non political)	16.39%	17.3%	17.8%
Engaged in fund raising	10.76%	10.94%	11.11%
Religious club member	7.53%	7.45%	7.55%
Wrote to elected offcl about publ bus	6.23%	6.41%	6.58%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.5%	5.63%	5.86%
Took active part in local civic issue	5.21%	5.34%	5.4%
Charitable Organization	5.16%	5.54%	5.44%
Addressed a public meeting	5.06%	5.25%	5.2%
Union member	4.68%	5.23%	5.44%
Church Board	4.68%	4.54%	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	16.41%	17.18%	17.56%
Children's Books	13.05%	13.02%	13.13%
Mystery	12.37%	12.7%	12.7%
Cookbooks	11.09%	11.39%	11.35%
Religious (not Bibles)	9.06%	9%	8.96%
Romance	7.01%	7.06%	7.13%
History	6.99%	7.32%	7.29%
Personal/Business	6.34%	6.74%	6.88%
Self-help			
Biography	6.01%	6.43%	6.65%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	64.61%	66.28%	67.54%
Gen. Editorial	44.95%	45.58%	45.52%
Womens	39.1%	39.75%	40.03%
Service	35.12%	36.13%	36.48%
Mens	17.22%	17.58%	17.78%
Business/Finance	15.51%	16.28%	16.4%
Sports	13.88%	14.45%	14.59%
Health	13.44%	13.43%	13.38%
Fishing/Hunting	13.22%	13.55%	13.58%

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	55.18%	56.33%	57.05%
Classified	34.12%	34.45%	34.68%
Sport	31.7%	32.63%	32.75%
Editorial Page	31.46%	32.21%	32.44%
Business/Finance	28.13%	29.18%	29.67%
Comics	28.11%	28.76%	29.11%
Food/Cooking	25.96%	26.32%	26.49%
TV/Radio Listings	24.27%	24.53%	24.58%
Movie Listings & Reviews	24.08%	25.15%	25.68%
Home/Gardening	21.1%	21.83%	22.05%
Travel	18.59%	19.5%	19.69%
Science/Technology	16.67%	17.45%	17.8%
Fashion	13.81%	13.62%	13.62%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	24.21%	24.74%	24.75%
CHR Contemp Hit Radio	17.66%	17.77%	17.87%
Adult Contemporary	16.8%	18.18%	18.87%
Rock	12.16%	13.04%	13.73%
Urban Contemporary	11.25%	10.06%	9.41%
News/Talk	10.58%	11.76%	12.57%
Oldies	10.51%	11.17%	11.52%
Classic Rock	9.92%	10.68%	11.16%
Alternative	8.39%	9.52%	10.07%
Variety	8.22%	8.06%	8.25%
Religious	6.5%	6.41%	6.53%
Soft Contemporary	6.27%	6.52%	6.72%
All News	4.93%	5%	4.81%
Jazz	4.03%	3.9%	3.76%
Classic Hits	3.94%	4.34%	4.7%
All Talk	3.83%	4.02%	4.01%
Hispanic	3.7%	3.18%	2.93%
Sports	3.47%	3.76%	3.87%

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	64.03%	65.78%	66.01%
Soapnet	54.4%	53.05%	52.79%
Satellite Dish	52.94%	53.23%	54.06%
Other Video-On-Demand	38.3%	38.92%	39.24%
MSNBC	35.45%	35.67%	35.87%
Sci-Fi Channel	35.32%	36.87%	37.39%
Adult Pay Per View TV	34.99%	34.31%	34.72%
TV Info From Sunday TV Magazine	32.35%	31.65%	31.03%
Comedy Central	32.34%	34.3%	34.5%
Nickelodeon	31.42%	31.39%	31.65%
Subscribe Digital Cable	28.22%	27.14%	27.05%
TV Info From Newspapers	26.83%	26.86%	27.33%

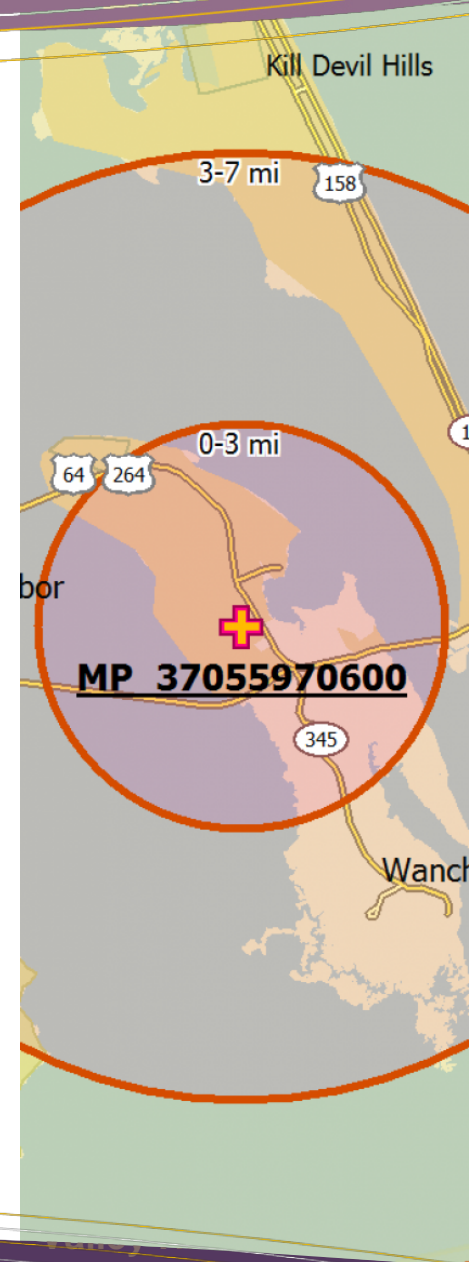
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	26.75%	26.05%	26.03%
TCM (Turner Classic Movies)	26.27%	26.75%	26.65%
Adult Swim	26.16%	27.6%	29%
TV Info From Monthly Cable Guide	25.52%	25.53%	25.68%
The Golf Channel	25.08%	25.58%	25.85%
Hallmark Channel	24.36%	25.78%	26.22%
ABC Fam.	23.3%	24.94%	25.41%
ESPN2	23.22%	24.77%	24.92%
TV Info From Other	22.65%	21.6%	21.28%
Nick At Nite	22.34%	24.75%	25.86%
BET (Black Entertainment TV)	21.92%	24.2%	25.59%
ESPN Classic	20.81%	23.27%	23.55%

Communication Media Usage

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

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

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

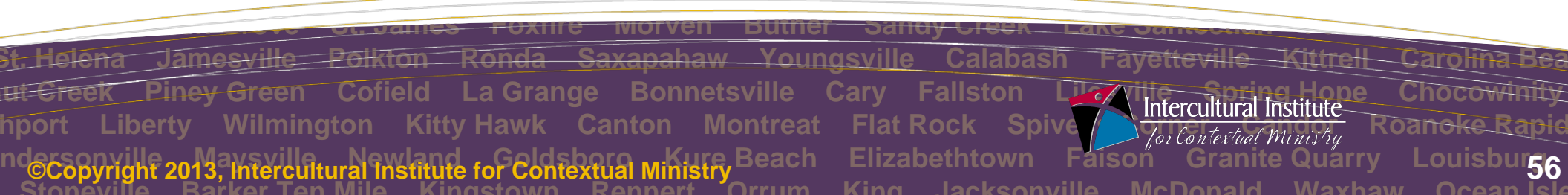


Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.67%	20.47%	20.57%
Medium Users (4-6)	10.56%	10.85%	11.15%
Light Users (1-3)	19.72%	20.03%	20.46%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.79%	2.02%
Newspaper II	1.59%	1.55%	1.54%
Newspaper III	1.85%	1.99%	1.97%
Newspaper IV	0.62%	0.73%	0.64%
Newspaper V (Light)	0.87%	1.09%	1.16%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.64%	19.06%	19.04%
Magazines II	7.87%	8.49%	8.64%
Magazines III	10.46%	10.35%	10.35%
Magazines IV	9.69%	10.27%	10.46%
Magazines V (Light)	0.49%	0.4%	0.38%
Outdoor I (Heavy)	5.91%	6.08%	6.27%
Outdoor II	2.06%	2.27%	2.39%
Outdoor III	2.8%	2.94%	2.88%
Outdoor IV	15.41%	15.72%	15.81%
Outdoor V (Light)	25.82%	25.03%	24.98%
Yellow Pages I (Heavy)	16.15%	15.56%	15.29%
Yellow Pages II	6.67%	6.29%	6.11%
Yellow Pages III	5.26%	5.17%	5.28%
Yellow Pages IV	21.06%	21.46%	21.88%
Yellow Pages V (Light)	3.52%	3.25%	3.15%



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)	2.6%	3.02%	3.17%
Drive Time III (Medium)	0.57%	0.5%	0.48%
Radio IV & V (Light)	1.59%	2.15%	2.51%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.53%	7.93%	7.79%
Radio III (Medium)	4.24%	4.76%	4.85%
Radio IV & V (Light)	4.74%	4.31%	4.24%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.73%	13.67%	14.15%
Cable III (Medium)	3.39%	3.61%	3.74%
Cable IV & V (Light)	32.15%	32%	31.96%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.27%	3.35%	3.36%
Prime Time III (Medium)	2.06%	2.11%	2.13%
Prime Time IV & V (Light)	7.02%	7.58%	7.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.23%	39.94%	40.02%
Fringe III (Medium)	52.83%	52%	52.2%
Fringe IV (Light)	54.23%	54.61%	54.87%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.82%	11.52%	11.84%
All Day III (Medium)	22.71%	23.03%	23.28%
All Day IV (Light)	13.53%	12.64%	12.32%

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]	11.69%	12.37%	12.77%
6:00am - 10:00am	14.46%	15.55%	15.83%
10:00am - 3:00pm	5.55%	5.43%	5.74%
3:00pm - 7:00pm	11.46%	11.79%	12.68%
7:00pm - Midnight	13.21%	14.09%	14.56%
Midnight - 6:00am	5.05%	5.3%	5.5%
Weekend Radio			
Listeners			
Dayparts [summary]	14.24%	14.97%	15.82%
6:00am - 10:00am	4.33%	4.52%	4.46%
10:00am-3:00pm	4.77%	5.25%	5.49%
3:00pm - 7:00pm	6.12%	6.2%	6.56%
7:00pm - Midnight	8.96%	8.91%	9.21%
Midnight - 6:00am	11.75%	11.72%	11.9%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.72%	9.36%	9.49%
Saturday: 8:00-11:00pm	10.79%	10.29%	10.13%
Sunday: 7:00-11:00pm	8.39%	9.29%	9.72%
9:00am-1:00pm	22.34%	24.75%	25.86%
9:00am-4:00pm	25.81%	28.54%	29.91%
4:00pm-7:00pm	28.31%	28.87%	29.43%
11:00pm-1:00am	44.58%	44.38%	44.29%
AVG Prime time	2.2%	2.65%	2.68%
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	15.67%	16.33%	17.29%
7-9am	23.22%	24.77%	24.92%
9am-12noon	19.04%	20.76%	21.61%
12noon-4pm	6.78%	7.78%	8.3%
4-6pm	47.24%	48.75%	49.71%
6-7pm	17.65%	19.99%	20.27%
7-7:30pm	1.44%	1.89%	2.3%
7:30-8pm	10.82%	11.31%	11.14%
8-11pm	9.72%	9.36%	9.49%
11pm-12am	35.45%	35.67%	35.87%
11pm-1am	44.58%	44.38%	44.29%
1-6am	28.8%	31.08%	31.9%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.46%	18.99%	18.91%
Sat: 10am-1pm	10.22%	9.26%	8.79%
Sat: 1-4pm	26.49%	26.13%	26.1%
Sat: 4-6pm	7.04%	7.2%	7.04%
Sat: 6-7pm	1.7%	1.84%	2.03%
Sat: 7-8pm	0.57%	0.87%	1.07%
Sat: 8-11pm	10.79%	10.29%	10.13%
Sat: 11pm-1am	4.86%	4.99%	5.08%
Sat: 1am-7pm	26.75%	26.05%	26.03%
Sun: 7-10am	2.1%	2.31%	2.56%
Sun: 10am-1pm	6.09%	6.91%	7.36%
Sun: 1-4pm	6.6%	7.02%	6.94%
Sun: 4-7pm	14.12%	14.46%	14.67%
Sun: 7-11pm	8.39%	9.29%	9.72%
Sun: 11pm-1am	4.71%	4.84%	5.06%
Sun: 1-7am	22.02%	22.46%	22.8%

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.

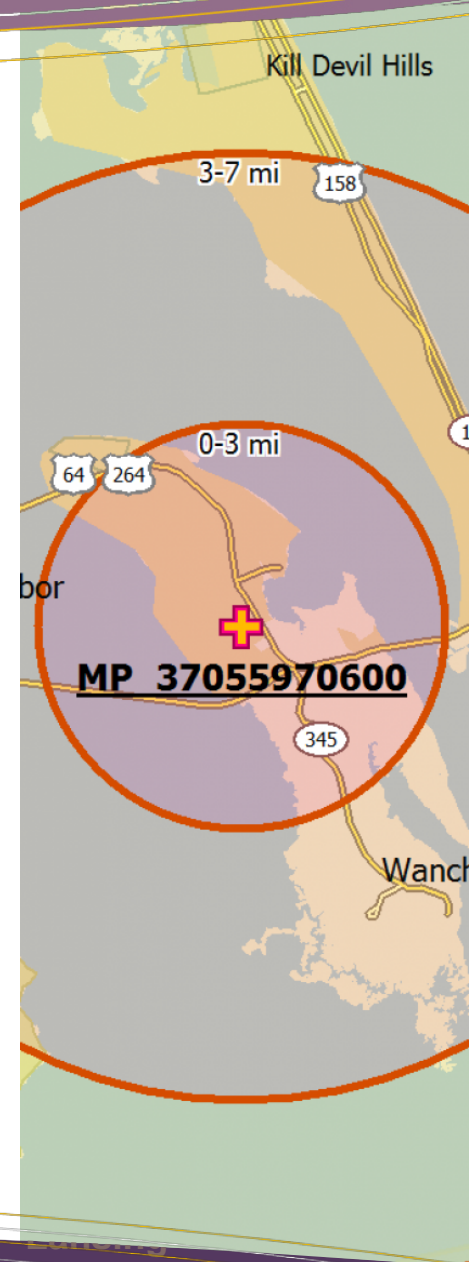


Your MissionSite and the Missional Suite

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 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.

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

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



Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Manteo - Manteo	406 US Hwy 64 N Manteo, NC 27954	0.12 mi	185	Insufficient Data
2	Manteo Faith - Manteo	1037 Burnside Rd Manteo, NC 27954	0.43 mi	72	Plateauing
3	Nags Head Church	105 W Soundside Rd Nags Head, NC 27959	4.79 mi	313	Plateauing
4	Church of the Outer Banks	300 S Croatan Hwy Nags Head, NC 27959	4.79 mi	0	Insufficient Data
5	Outer Banks - Kill Devil Hills	216 W 1st St Kill Devil Hills, NC 27948	7.63 mi	55	Insufficient Data
6	Ocean View - Kill Devil Hills	902 S Virginia Dare Trl Kill Devil Hills, NC 27948	8.11 mi	80	Plateauing
7	Kitty Hawk Bapt Ch	3946 N Croatan Hwy Kitty Hawk, NC 27949	11.24 mi	120	Insufficient Data
8	Hatteras	3809 N Croatan Hwy Unit F Kitty Hawk, NC 27949	14.05 mi	0	Insufficient Data
9	Powells Point - Powells Point	8387 Caratoke Hwy Powells Point, NC 27966	17.67 mi	66	Growing
10	Poplar Branch - Grandy	709 Poplar Branch Rd Grandy, NC 27939	26.79 mi	88	Growing
11	Columbia - Columbia	710 Bridge St Columbia, NC 27925	28.33 mi	38	Plateauing
12	Soundside Missionary - Columbia	2607 Soundside Rd Columbia, NC 27925	28.33 mi	52	Growing
13	Shiloh - Shiloh	952 NC Hwy 343 S Shiloh, NC 27974	30.41 mi	140	Declining
14	Salem - Elizabeth City	1401 Salem Church Rd Elizabeth City, NC 27909	32.72 mi	102	Growing
15	Engelhard - Engelhard	33856 US Hwy 264 Engelhard, NC 27824	32.87 mi	25	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Far Creek Cornerstone	34731 US Hwy 264 Engelhard, NC 27824	32.89 mi	0	Insufficient Data
17	Coinjock	193 Worth Guard Rd Coinjock, NC 27923	34.08 mi	145	Growing
18	Riverside - Elizabeth City	1528 Weeksville Rd Elizabeth City, NC 27909	36.53 mi	0	Insufficient Data
19	Rehoboth - Maple	284 Maple Rd Maple, NC 27956	39.22 mi	0	Insufficient Data
20	Creswell - Creswell	106 N 7th St Creswell, NC 27928	39.98 mi	30	Plateauing
21	Calvary - Elizabeth City	801 Riverside Ave Elizabeth City, NC 27909	40.16 mi	25	Plateauing
22	Geneva	806 NC Highway 343 N Camden, NC 27921	40.82 mi	29	Growing
23	Sawyer's Creek - Camden	241 Sawyers Creek Rd Camden, NC 27921	40.89 mi	122	Declining
24	Elizabeth City First - Elizabeth City	300 W Main St Elizabeth City, NC 27909	40.92 mi	118	Plateauing
25	Blackwell Memorial - Elizabeth City	700 N Road St Elizabeth City, NC 27909	41.03 mi	93	Insufficient Data
26	Mount Pleasant - Creswell	10 Mount Pleasant Rd Creswell, NC 27928	41.22 mi	16	Declining
27	Action Impact	1000 W Main St Elizabeth City, NC 27909	41.31 mi	0	Insufficient Data
28	Trinity Fellowship - Elizabeth City	2290 Peartree Rd Elizabeth City, NC 27909	42.49 mi	39	Plateauing
29	Family Prayer Worship Center - Elizabeth	2703 Main Street Ext Elizabeth City, NC 27909	42.49 mi	0	Insufficient Data
30	Woodville - Hertford	151 Woodville Rd Hertford, NC 27944	42.56 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Providence - Shawboro	765 Shawboro Rd Shawboro, NC 27973	43.07 mi	199	Growing
32	Burgess - Hertford	1850 Harvey Point Rd Hertford, NC 27944	43.96 mi	50	Declining
33	Cape Hatteras - Buxton	50195 Buccaneer Dr Buxton, NC 27920	44.69 mi	0	Insufficient Data
34	Great Hope - Hertford	Great Hope Church Rd Hertford, NC 27944	45.34 mi	44	Declining
35	Berea - Elizabeth City	2033 N Road St Elizabeth City, NC 27909	45.44 mi	187	Plateauing
36	Corinth - Elizabeth City	1035 US Highway 17 S Elizabeth City, NC 27909	45.68 mi	421	Plateauing
37	Oak Grove - Roper	233 Arnolds Beach Rd Roper, NC 27970	46.00 mi	33	Declining
38	Bethel - Hertford	794 Burnt Mill Rd Hertford, NC 27944	47.19 mi	98	Growing
39	Fellowship - Moyock	871 Tulls Creek Rd Moyock, NC 27958	48.11 mi	271	Growing
40	Hertford - Hertford	124 W Market St Hertford, NC 27944	48.20 mi	183	Declining
41	Mount Sinai - Hertford	389 Swamp Rd Hertford, NC 27944	49.42 mi	30	Plateauing
42	Rose Bay - Swanquarter	6952 Turnpike Rd Swanquarter, NC 27885	49.64 mi	0	Insufficient Data
43	Swan Quarter - Swanquarter	356 Main St Swanquarter, NC 27885	50.04 mi	46	Plateauing
44	Moyock - Moyock	123 Oak St Moyock, NC 27958	51.04 mi	129	Growing
45	Ebenezer - South Mills	117 Main St South Mills, NC 27976	51.86 mi	110	Growing

Trenton Wayneville Rocky Mount Erwin Newton Grove Jackson Lake Santeetlah Dover Madison
 Norlina Fountain Dillsboro Washington Durham Mebane Micro Kirtland Morven Farmville Kittrell
 Roseboro Pollocksville Lake Waccamaw Beulaville Mount Olive Taylorsville Eastover Boiling
 Bridgeton Granite Falls Brunswick Dundarrach Skippers Corner Haw River Richlands Fletcher W...





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