MissionSite
top unreached locations

CHARLESTON, SC

CENSUS TRACT: 45019002606
REGION: Low Country Region
ASSOCIATION: Charleston
COUNTY: Charleston
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

South Carolina Baptist Convention

## MissionSite (TM)
Table of Contents

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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 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	4503	Low Country Region
2	Association	45A41	Charleston
3	County Location	45019	Charleston
4	Zipcode	29407	Charleston
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-100000

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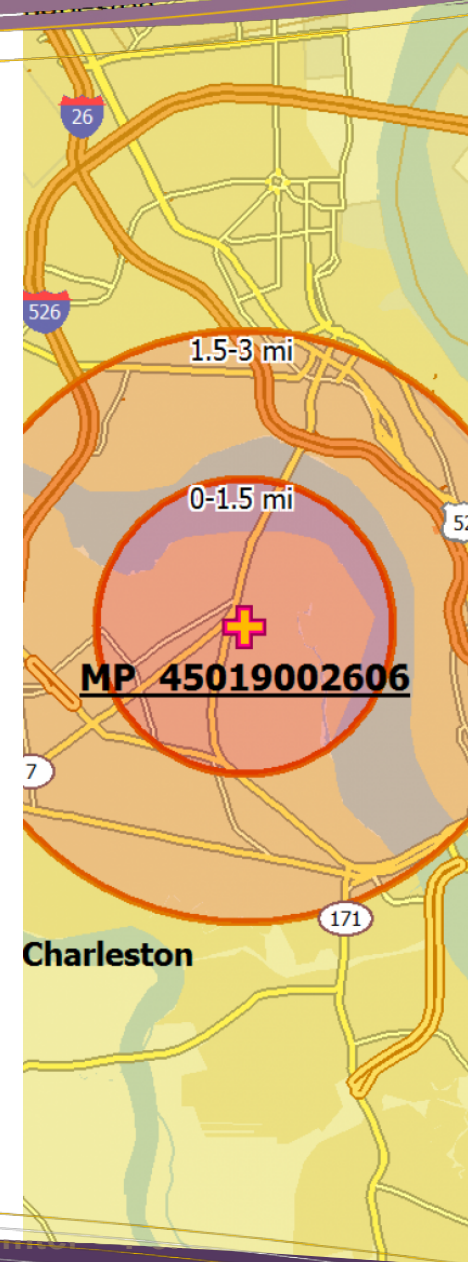
Site Location Summary - Map of the Site Location
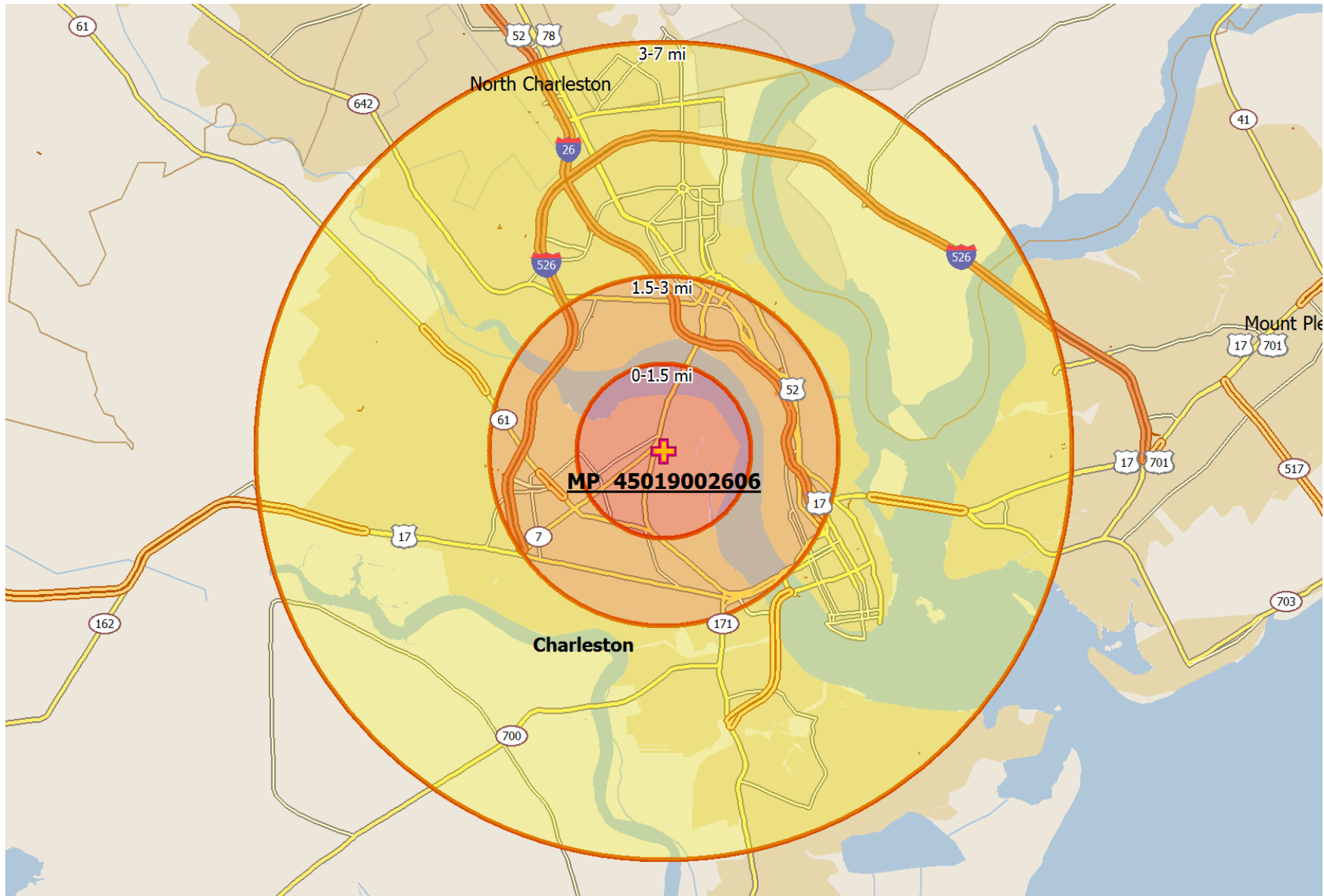
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city 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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	12,212	51,449	148,572
2010 Households	5,501	20,318	60,309
2010 Group Quarters Population	470	5,428	5,420

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	57	49	46
Language Diversity National Index	29	34	34
Foreign Born Diversity National Index	95	88	57
Ancestry Diversity National Index	19	45	56
Racial Diversity National Index	70	53	52

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	0	False

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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,382	25.12%
Mainstay Communities	Established, Diverse Households	700	12.72%
Working Communities	Blue-collar, Working Families	1,332	24.21%
Country Communities	Rural, Agri. & Mining Families	66	1.2%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,322	24.03%
Urban Communities	High Density, Inner-city Neighborhoods	700	12.72%

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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.
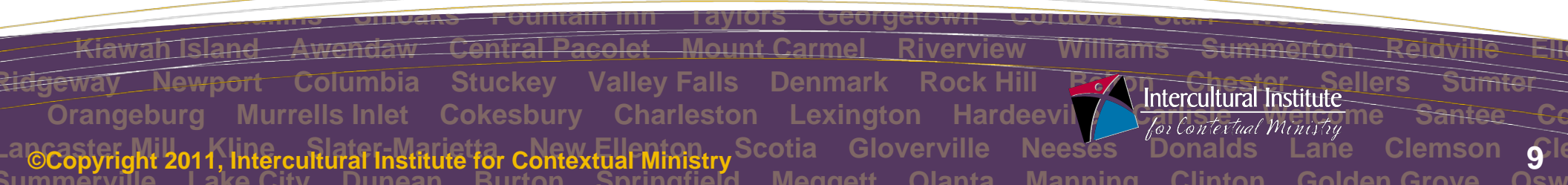
Using the Site Location Summary

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?
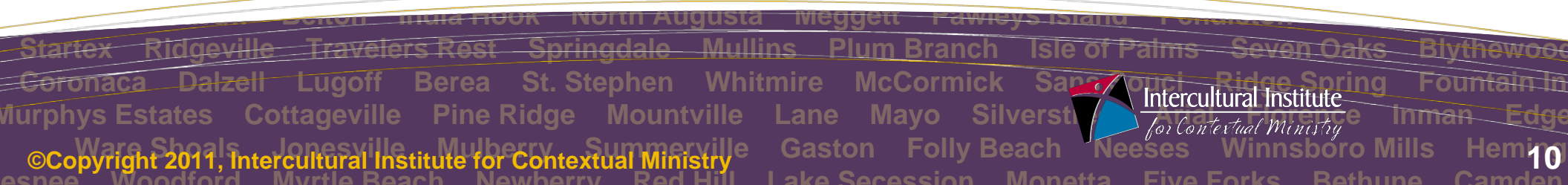
Spirituality Indicators Overview - Evangelscape

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	103,419	3,837	3.71%
Unreached %	71.17%	69.75%	98.01
Religious But NOT Evangelical HH	32,153	953	2.96%
Religious But NOT Evangelical %	22.13%	17.32%	78.28
Spiritual But NOT Relig or Evang HH	13,253	654	4.93%
Spiritual But NOT Relig or Evang %	9.12%	11.88%	130.27
Not Evangelical, Not Interested HH	58,732	2,233	3.8%
Not Evangelical, Not Interested %	40.42%	40.59%	100.43

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of SCBC 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 SCBC Churches	55	7	12.73%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	17,077	3,030	17.74%
Active Evangelical Percent	11.75%	11.73%	99.85
Inactive Evangelical Households	24,826	4,404	17.74%
Inactive Evangelical Percent	17.08%	17.06%	99.84
# New Churches Needed	18	6	33.46%

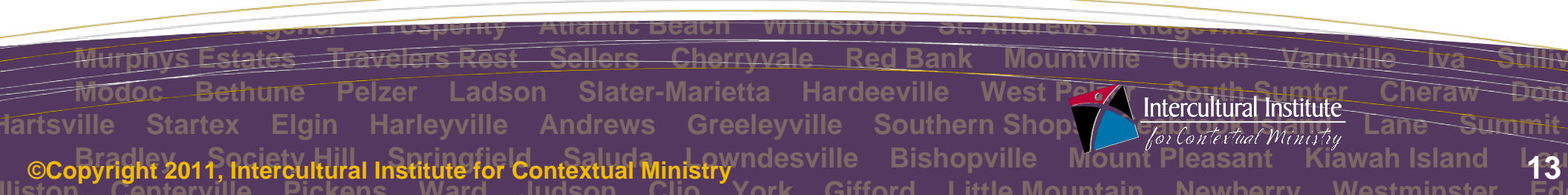Intercultural Institute
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Spirituality Indicators - 30 Closest SCBC Churches

The table below lists the 30 closest SCBC 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.		CHURCHES	DIST.
1	Northbridge	0.20 mi	16	Cooper River	4.53 mi
2	Pinecrest	1.32 mi	17	Charleston First	4.65 mi
3	Palmetto Community	1.83 mi	18	Rutledge	4.73 mi
4	St Andrews Parish First	2.20 mi	19	Friendship	4.75 mi
5	Ashley River	2.30 mi	20	Carolina Bay Church	5.04 mi
6	Iglesia Evangelica-La Luz del Mundo	2.73 mi	21	Pittman Street	5.12 mi
7	Charleston	2.74 mi	22	Providence	5.73 mi
8	Pierpont	3.23 mi	23	Remount	5.92 mi
9	Wando Woods	3.37 mi	24	Rehoboth	5.94 mi
10	Central	3.48 mi	25	Portside	5.95 mi
11	James Island	3.68 mi	26	Fort Johnson	6.06 mi
12	North Charleston First	3.69 mi	27	Lighthouse Church	6.80 mi
13	Citadel Square	3.84 mi	28	New Beginnings Community	7.03 mi
14	Southside	3.95 mi	29	Riverbend	7.06 mi
15	Holmes Avenue	4.24 mi	30	Highland Park	7.37 mi

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 SCBC churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	295,056	13,098	4.44%
2000 Population	309,969	12,527	4.04%
2010 Population	360,658	12,212	3.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,074	5,489	5.13%
2000 Households	123,326	5,559	4.51%
2010 Households	145,322	5,501	3.79%

Location Types in this MissionSite
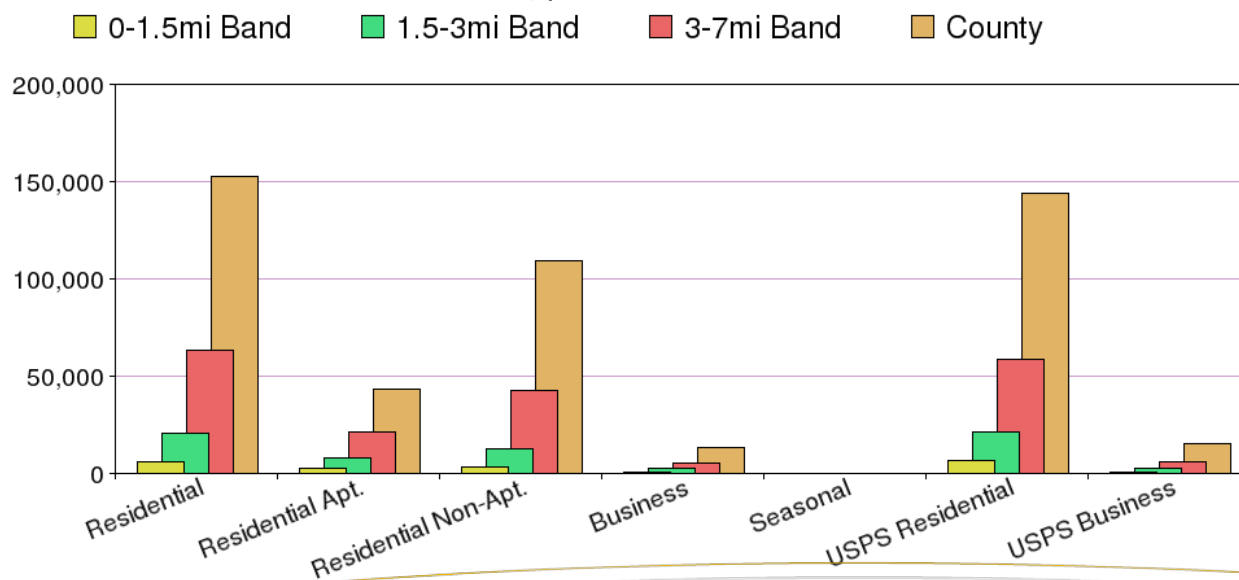
Location Type	0-1.5mi Band
Residential	5,792
Residential Apt.	2,415
Residential Non-Apt.	3,377
Business	400
Seasonal	0
USPS Residential	6,773
USPS Business	360

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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

Age Group Percentages

- 20-34 Years 23.44%
- < 20 Years 19.34%
- 35-44 Years 10.69%
- 65-74 Years 10.69%
- 75+ Years 9.60%
- 45-64 Years 26.25%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.75%	4.3%	74.78
4-5 Years	2.6%	1.76%	67.69
6-8 Years	3.76%	2.73%	72.61
9-11 Years	3.42%	2.7%	78.95
12-13 Years	2.13%	1.81%	84.98
14-17 Years	4.52%	3.86%	85.4
18-19 Years	2.27%	2.19%	96.48
0-5 Years	8.35%	6.06%	72.57
6-12 Years	8.25%	6.33%	76.73
13-19 Years	7.85%	6.95%	88.54
< 20 Years	24.45%	19.34%	79.1
20-34 Years	24.54%	23.44%	95.52
35-44 Years	12.76%	10.69%	83.78
45-64 Years	24.5%	26.26%	107.18
65-74 Years	7.47%	10.69%	143.11
75+ Years	6.28%	9.6%	152.87
Median Age	36	46	130.08
Median Age (Male)	34	45	129.93
Median Age (Female)	37	48	127.82
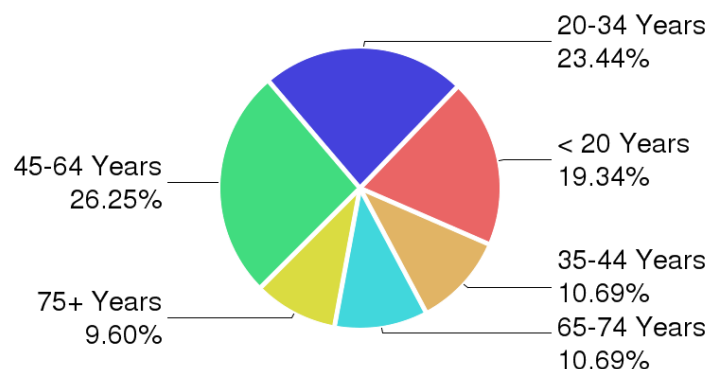
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Current Demographic Summary

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	65.45%	72.86%	111.32
Black, African-American	29.6%	21.12%	71.35
Native American	0.38%	0.24%	61.79
Asian	1.55%	2.87%	184.98
Pacific Island, Hawaiian	0.09%	0.3%	323.29
Other/Multiple Races	2.92%	2.62%	89.62
Hispanic	0%	3.81%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	246,744	8,900	
Less than 9th Grade	3.64%	2.48%	146.48
No High School Diploma	7.6%	6.54%	116.27
High School Graduate	25.62%	24.33%	105.33
Some College, no degree	17.98%	18.49%	97.2
Associate Degree	7.53%	7.46%	100.97
College Degree	23.83%	24.76%	96.24
Graduate/Prof. degree	13.8%	15.93%	86.59

Race/Ethnicity Comparison

- County Percents
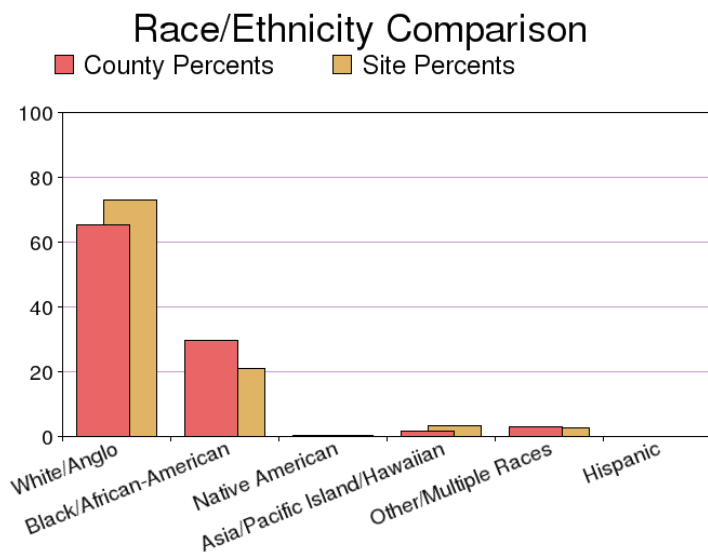- Site Percents

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Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	8.97%	6.05%	68.9
$10,000 to $19,999	11.1%	11.93%	107.47
$20,000 to $29,999	10.22%	11.96%	117.06
$30,000 to $49,999	20.68%	23.07%	111.54
$50,000 to $59,999	7.62%	8.13%	106.58
$60,000 to $69,999	7.23%	6.22%	86
$70,000 to $79,999	6.3%	5.93%	94.09
$80,000 to $89,999	5.17%	5.33%	103.11
$90,000 to $99,999	3.63%	3.64%	100.29
$100,000 to $124,999	6.26%	6.38%	101.9
$125,000 to $149,999	3.81%	3.2%	83.88
$150,000 to $199,999	4.21%	3.74%	88.94
$200,000 to $249,999	1.54%	1.31%	84.84
$250,000 or more	3.27%	3.09%	94.65
Median Household	48,833	49,349	101.06
Average Household	75,224	80,850	107.48
Per Capita Household	31,589	36,611	115.9
Family/Non-Family Household Income			
Median Family Income	62,413	66,312	106.25
Average Family Income	93,681	98,542	105.19
Median Non-Family Income	35,287	34,576	97.99
Average Non-Family Income	48,447	52,219	107.79

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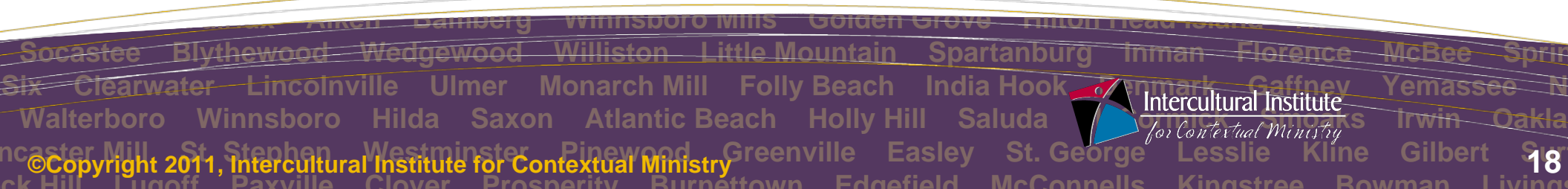
Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	59.2%	52.19%	88.16
Families with Children	27.28%	20.43%	74.89
Families without Children	31.91%	31.76%	99.51
Non-Family Households			
% Non-Family Households	40.8%	47.81%	117.17
Non-Families with Children	0.23	0.16	71.61
Non-Families without Children	40.57	47.65	117.43
Housing Units			Index
Total Housing Units	177,771	6,154	
Vacant percent	18.25%	10.61%	58.13
Owned percent	52.06%	50.8%	97.58%
Rented Percent	29.69%	38.59%	129.99
Households by Size			Index
Avg household size	2.39	2.13	89.12
Avg family hh size	3.16	2.92	92.41
Avg non-family hh size	1.28	1.27	99.22
Households By Count of Persons			Percent
One	47,964	2,116	4.41%
Two	44,309	1,757	3.97%
Three or Four	40,522	1,332	3.29%
Five+	12,527	296	2.36%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	295,056	13,098	4.44%
2000 Population	309,969	12,527	4.04%
2010 Population	360,658	12,212	3.39%
2015 Population	387,542	12,014	3.1%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	107,074	5,489	5.13%
2000 Households	123,326	5,559	4.51%
2010 Households	145,322	5,501	3.79%
2015 Households	156,442	5,418	3.46%

Household Change from 1985 to 2030
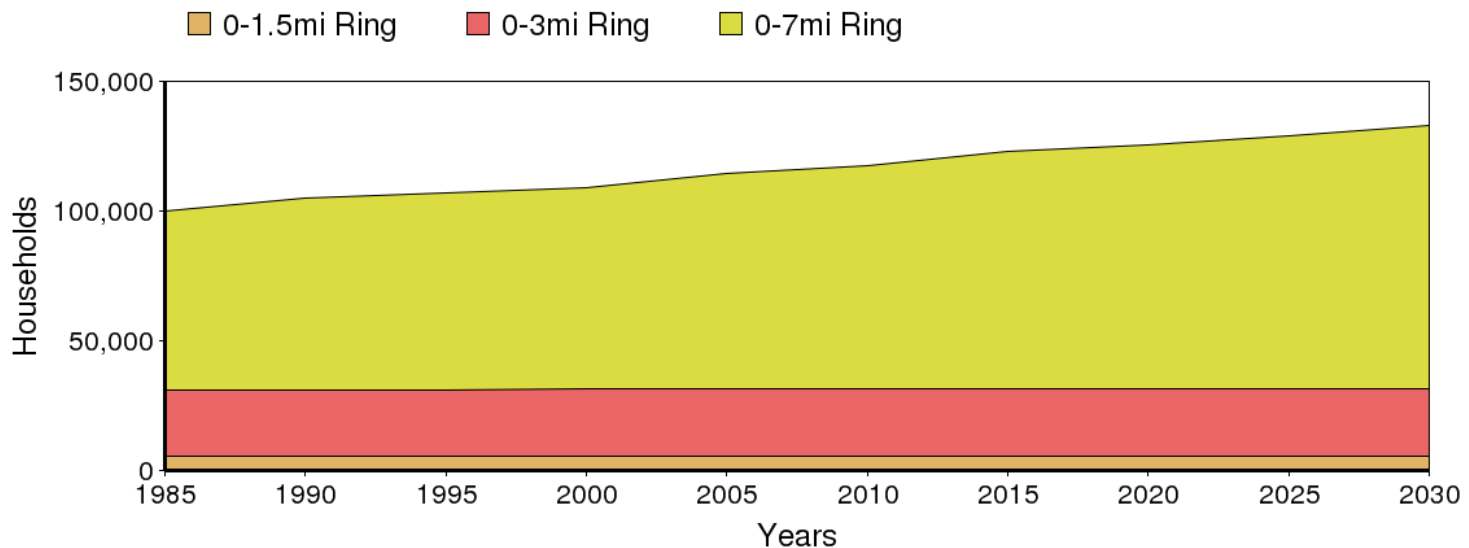
■ 0-1.5mi Ring ■ 0-3mi Ring ■ 0-7mi Ring

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Projected Demographic Summary

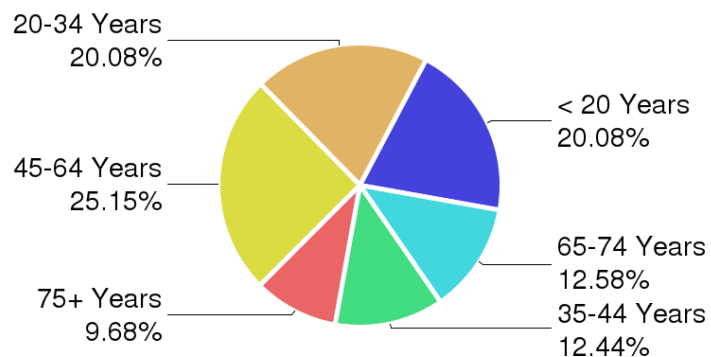A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 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	4.3%	4.44%	103.26
4-5 Years	1.76%	1.96%	111.36
6-8 Years	2.73%	3.04%	111.36
9-11 Years	2.7%	3.05%	112.96
12-13 Years	1.81%	1.96%	108.29
14-17 Years	3.86%	3.74%	96.89
18-19 Years	2.19%	1.91%	87.21
0-5 Years	6.06%	6.4%	105.61
6-12 Years	6.33%	7.05%	111.37
13-19 Years	6.95%	6.63%	95.4
< 20 Years	19.34%	20.08%	103.83
20-34 Years	23.44%	20.08%	85.67
35-44 Years	10.69%	12.44%	116.37
45-64 Years	26.26%	25.15%	95.77
65-74 Years	10.69%	12.58%	117.68
75+ Years	9.6%	9.68%	100.83
Median Age	36	47	132.18
Median Age (Male)	34	45	131.86
Median Age (Female)	37	49	130.71

Projected Age Group Percentages

- 20-34 Years 20.08%
- 45-64 Years 25.15%
- 75+ Years 9.68%
- < 20 Years 20.08%
- 65-74 Years 12.58%
- 35-44 Years 12.44%

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Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

Race/Ethnicity Comparison
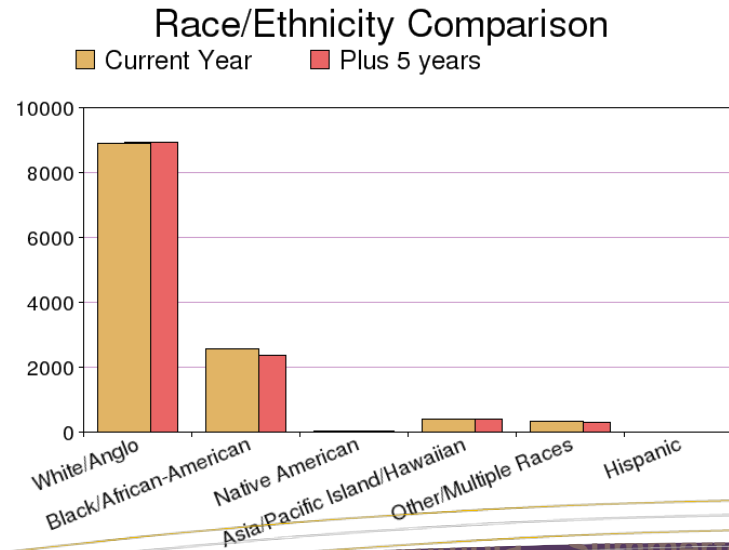
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	72.86%	74.24%	101.89
Black, African-American	21.12%	19.81%	93.8
Native American	0.24%	0.27%	112.16
Asian	2.87%	2.98%	103.97
Pacific Island, Hawaiian	0.3%	0.34%	112.64
Other/Multiple Races	2.62%	2.36%	90.21
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,900	8,866	
Less than 9th Grade	2.48%	1.93%	77.67
No High School Diploma	6.54%	5.02%	76.75
High School Graduate	24.33%	25.11%	103.21
Some College, no degree	18.49%	16.65%	90.02
Associate Degree	7.46%	7.68%	102.95
College Degree	24.76%	26.45%	106.81
Graduate/Prof. degree	15.93%	17.17%	107.75

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	6.05%	5.54%	91.47
$10,000 to $19,999	11.93%	11.09%	93.02
$20,000 to $29,999	11.96%	10.85%	90.73
$30,000 to $49,999	23.07%	22.55%	97.77
$50,000 to $59,999	8.13%	7.81%	96.08
$60,000 to $69,999	6.22%	6.42%	103.31
$70,000 to $79,999	5.93%	6.24%	101.84
$80,000 to $89,999	5.33%	5.72%	103.96
$90,000 to $99,999	3.64%	3.8%	104.58
$100,000 to $249,999	6.38%	7.09%	111.08
$125,000 to $149,999	3.2%	3.6%	112.49
$150,000 to $199,999	3.74%	4.34%	115.83
$200,000 to $249,999	1.31%	1.5%	114.22
$250,000 or more	3.09%	3.43%	111.09
Median Household	49,349	52,634	106.66
Average Household	80,850	90,131	111.48
Per Capita Household	36,611	40,877	111.65
Family/Non-Family Household Income			
Median Family Income	66,312	71,886	108.41
Average Family Income	98,542	113,142	114.82
Median Non-Family Income	34,576	37,526	108.53
Average Non-Family Income	52,219	55,869	106.99

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	52.19%	50.46%	96.69
Families with Children	20.43	18.51	90.6
Families without Children	31.76	29.72	93.57
Non-Family Households			
% Non-Family Households	47.81%	49.54%	103.62
Non-Families with Children	0.16	0.13	103.62
Non-Families without Children	47.65	49.41	103.7
Housing Units			
Total Housing Units	6,154	6,068	98.6%
Vacant percent	10.61%	10.71%	100.95
Owned percent	50.8%	50.23%	98.89
Rented Percent	38.59%	39.06%	101.2
Households by Size			
Avg household size	2.13	2.13	100%
Avg family hh size	2.92	3.00	102.74%
Avg non-family hh size	1.27	1.24	97.64%
Households By Count of Persons			
One	2,116	2,217	104.77%
Two	1,757	1,603	91.24%
Three or Four	1,332	1,291	96.92%
Five+	296	307	103.72%

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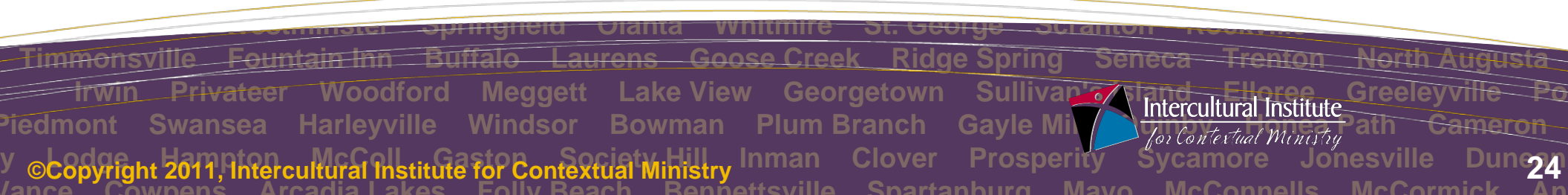
Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	465	1,272	4,490
Northern Europe	16	120	407
Western Europe	80	134	507
Southern Europe	40	25	140
Eastern Europe	105	109	235
Other Europe	0	0	0
Eastern Asia	77	194	512
So. Central Asia	0	97	279
SE Asia	17	110	551
Western Asia	39	10	69
Other Asia	0	0	8

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	0	9
Middle Africa	0	0	21
Northern Africa	0	21	27
Southern Africa	11	30	74
Western Africa	16	14	34
Other Africa	0	7	32
Oceania	12	3	51
Caribbean	0	31	102
Central Amer.	28	249	988
South America	12	35	280
North America	12	83	164
Born at sea	0	0	0

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Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	8,880	48,376	107,940
Spanish	216	1,173	3,739
Other Indo-Euro language	351	916	2,986
French (incl. Patois, Cajun)	78	366	1,391
French Creole	0	0	6
Italian	0	68	249
Portuguese	0	13	61
German	47	171	609
Yiddish	0	12	6
Other West Germanic	9	0	40
A Scandinavian Language	0	11	27
Greek	115	29	69
Russian	81	39	167
Polish	0	4	38
Serbo-Croatian	0	34	3
Other Slavic Language	0	10	68
Armenian	0	0	0
Persian	0	0	21
Gujarathi	5	7	65
Hindi	0	38	62
Urdu	0	0	0

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	16	108	62
Asian/PI languages	0	0	0
Chinese	29	96	288
Japanese	10	29	83
Korean	42	45	145
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	28	0
Thai	0	0	21
Laotian	0	0	7
Vietnamese	25	48	151
Other Asian	0	36	113
Tagalog	0	41	408
Other Pacific Is	10	0	30
Other languages	60	137	269
Navajo	0	0	0
Other Native N. American	0	14	16
Hungarian	15	9	7
Arabic	26	98	157
Hebrew	3	6	15
African languages	16	10	60
Other unspecified	0	0	14

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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	7,599	41,419	95,748
Arab	44	66	246
Armenian	0	0	19
Austrian	7	28	142
British	94	201	591
Canadian	5	39	82
Croatian	17	21	49
Czech	0	0	211
Czechoslovak	8	12	66
Danish	0	23	171
Dutch	63	196	722
English	992	2,144	9,509
European	108	239	922
Finnish	5	9	64
French (not Basque)	226	589	2,279
French Canadian	19	103	444
German	721	2,727	9,286
Greek	265	178	429
Hungarian	54	18	305
Iranian	0	0	39

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	597	1,966	7,815
Italian	181	756	3,166
Lithuanian	8	69	119
Norwegian	37	130	472
Polish	169	297	1,062
Portuguese	0	9	102
Romanian	8	13	22
Russian	102	272	423
Scandinavian	0	28	84
Scotch-Irish	265	1,010	2,643
Scottish	189	675	2,204
Slovak	0	30	38
Subsaharan African	119	920	790
Swedish	34	129	465
Swiss	24	40	76
Ukrainian	43	20	148
US/American	770	2,725	9,762
Welsh	52	59	514
West Indian	0	158	251
Yugoslavian	0	30	5
Other	2,373	25,490	40,011

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

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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?

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Unreached Households by Lifestyle Segment

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

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

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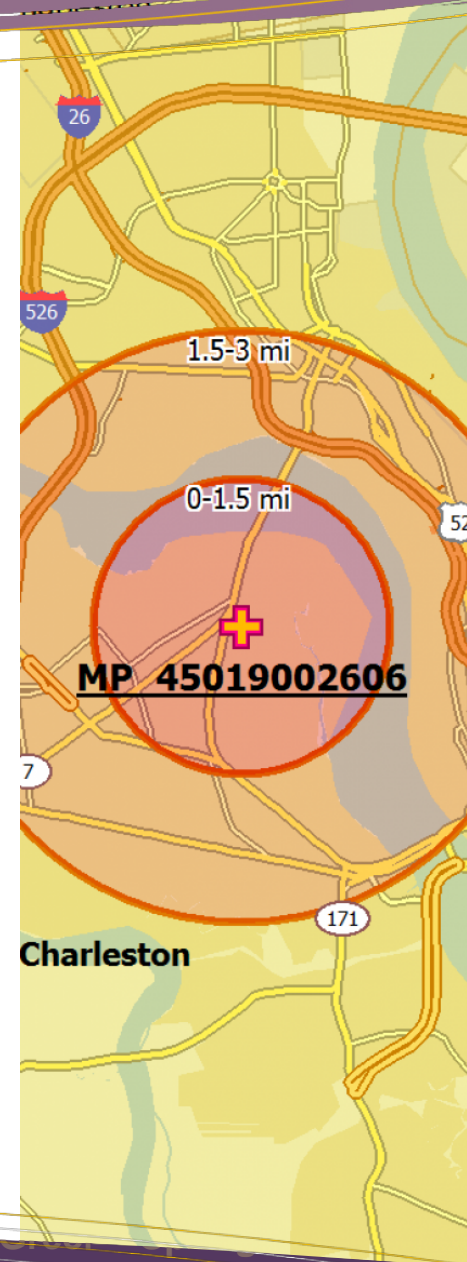
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,501	100%	3,833	100%
AFFLUENT SUBURBIA	582	10.58%	403	10.51%
America's Wealthiest	0	0%	0	0%
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	582	10.58%	403	10.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	800	14.54%	537	14.01%
Status Conscious Consumers	6	0.11%	4	0.1%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	793	14.42%	532	13.88%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	1	0.02%	1	0.03%
SM TWN SUCCESS	27	0.49%	20	0.52%
Successful Urban Sprawl	25	0.45%	1	0.03%
2nd City Homebodies	0	0%	18	0.47%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	2	0.04%	0	0%
Mid-Market Enterprise	0	0%	1	0.03%

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Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,501	100%	3,833	100%
BLUE COLLAR BACKBONE	2	0.04%	1	0.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	2	0.04%	1	0.03%
AMER. DIVERSITY	673	12.23%	460	12%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	115	2.09%	83	2.17%
Urban Advancement	544	9.89%	366	9.55%
Amer. Great Outdoors	0	0%	0	0%
Mature America	14	0.25%	11	0.29%
METRO FRINGE	1,330	24.18%	903	23.56%
Steadfast Conservative	701	12.74%	480	12.52%
Moderate Conventionalists	602	10.94%	404	10.54%
Southern Blues	21	0.38%	15	0.39%
Urban Grit	6	0.11%	4	0.1%
Grass-Roots Living	0	0%	0	0%

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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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,501	100%	3,833	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,322	24.03%	961	25.07%
Young Cosmopolitans	4	0.07%	3	0.08%
Minority Metro Communities	400	7.27%	296	7.72%
Stable Careers	918	16.69%	662	17.27%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	66	1.2%	40	1.04%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	66	1.2%	0	0%
Comfy Country Living	0	0%	40	1.04%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,501	100%	3,833	100%
STRUGGLING SOCIETIES	198	3.6%	157	4.1%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	42	0.76%	28	0.73%
College Town Communities	156	2.84%	129	3.37%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	502	9.13%	351	9.16%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	496	9.02%	347	9.05%
Urban Diversity	0	0%	0	0%
New Generation Activists	3	0.05%	2	0.05%
Getting By	3	0.05%	2	0.05%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

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Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).
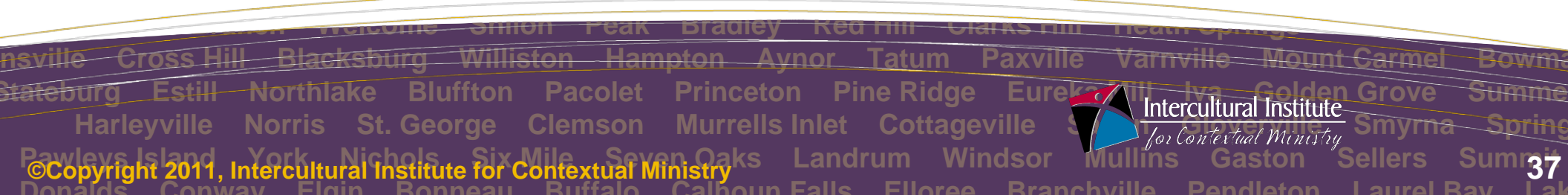
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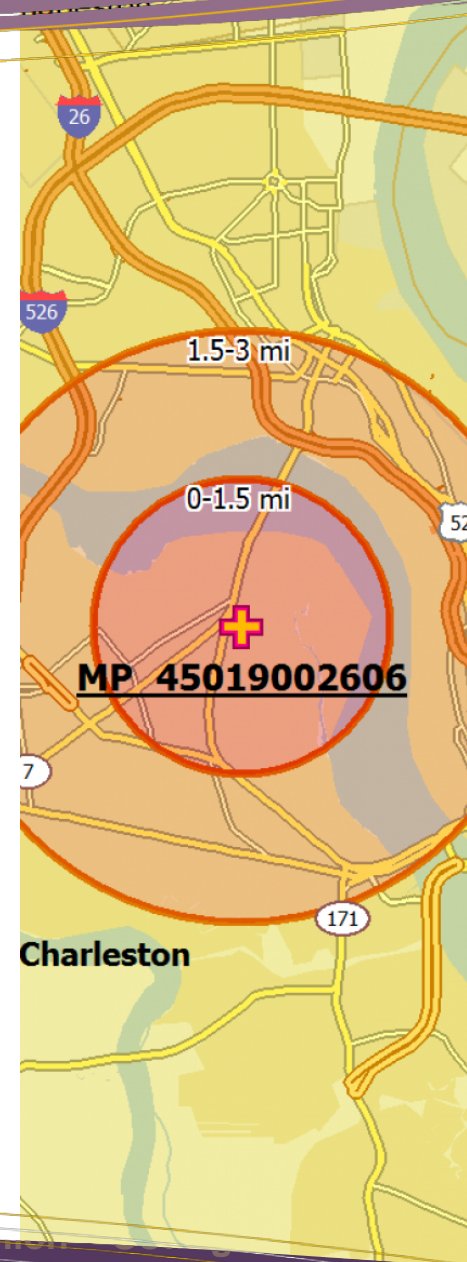
Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	73%	66%	73%
Use Comp. for Internet/E-mail	58%	48%	55%
Internet Use: E-Mail	49%	42%	48%
Use Comp. for Word Processing	38%	30%	35%
Use Comp. for Comp. Games	34%	30%	35%
Use Comp. for Shopping	34%	27%	32%
Use Comp. for Banking	33%	25%	29%
Use Comp. for Education	30%	28%	31%
Use Comp. for Digital Camera Photo Editing	30%	25%	29%
Internet Use: News/ Weather	28%	23%	28%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	27%	25%	29%
Internet Use: Banking	26%	22%	26%
Use Comp. for News/Info./Data Service	24%	19%	23%
PC-Network-HH Has One	18%	15%	19%
Internet Use: Shopping: Gathered Info. for Shopping	14%	12%	14%
Use Comp. for Personal Financial Mngmnt	14%	12%	15%
Use Comp. for Accounting	12%	10%	13%
Internet Use: Research/ Education	12%	11%	13%
Use Comp. for Filing/DB Mngmnt	12%	11%	13%
Internet Use: Read Magazines/ Newspapers	11%	10%	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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	69%	68%	69%
Dining Out (Not Fast Food)	60%	51%	54%
Reading Books	57%	53%	55%
Card Games	39%	37%	40%
Cooking for Fun	37%	35%	37%
Go To A Beach/Lake	36%	30%	34%
Board Games	31%	27%	30%
Gardening	29%	24%	27%
Going To Bars/Nightclubs/Dancing	22%	20%	20%
Visit Museum	21%	19%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	68%	65%	66%
Gen./Fam. Practitioner	41%	35%	36%
Dentist	31%	25%	27%
Eye Dr.	23%	20%	21%
Hypertension/High Blood Pressure	21%	20%	20%
Backache	20%	21%	22%
High Cholesterol	20%	17%	17%
None Of These	19%	20%	20%
Any Arthritis	16%	14%	14%
Acid Reflux Disease (GERD)	16%	14%	14%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	31.12%	28.32%	30.27%
Live Theater	23.31%	21.14%	23.12%
Live Theater Most Often	19.12%	16.48%	18.38%
Rock/Pop Concerts Most Often	17.8%	15.62%	16.31%
Comedy Club	9.21%	10.65%	10.55%
Dance Performance	9.01%	11.07%	11.05%
Movies: Action/Adventure	37.25%	38.81%	39.49%
Movies: Comedy	37.06%	40.26%	40.72%
Movies: Drama	21.84%	24.5%	24.2%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	20.61%	21.42%	21.81%
Movies: Fam.	18.21%	19.88%	20.34%
Movies: Mystery	15.87%	19.72%	19.63%
MLB Baseball Reg. Season	8.03%	6.9%	7.91%
NFL Football Reg. Season	7.14%	5.6%	6.3%
College Football Reg. Season	6.33%	5.13%	6.17%
NBA Basketball Reg. Season	3.86%	3.38%	3.97%
College Basketball Reg. Season	3.6%	3.8%	4.47%
NHL Hockey Reg. Season	2.9%	2.57%	2.98%

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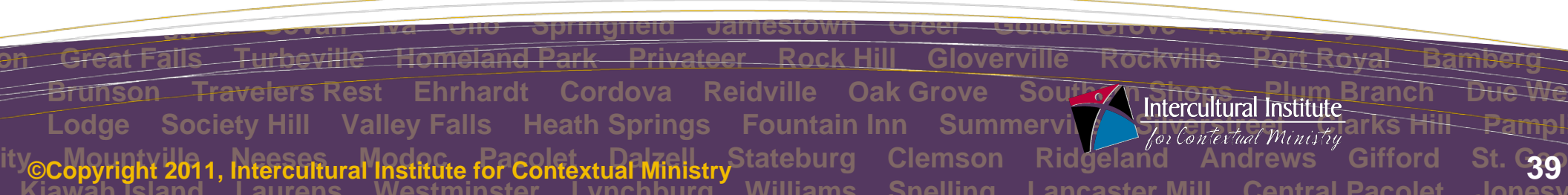
Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	41.63%	37.69%	39.64%
Swimming	31.64%	25.7%	30.23%
Bowling	20.36%	19.67%	20.95%
Billiards/Pool	17.95%	17.58%	18.46%
Weight Training	15.52%	14.41%	16.48%
Freshwater Fishing	15.03%	12.84%	13.52%
Jogging/Running	14.88%	16.7%	17.33%
Using Cardio Machine	14.15%	12.05%	14.45%
Camping Trips	13.75%	8.64%	10.76%
Basketball	13.57%	16.01%	16.29%
Mountain/Road Biking	13.53%	10.38%	12.19%
Stationary Cycling	12.77%	11.21%	12.34%
Golf	12.59%	9.97%	12.39%
Aerobics	10.14%	11.11%	11.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Backpacking/Hiking	9.74%	7.43%	9.17%
Baseball	9.66%	10.84%	11.32%
Football	9.21%	11.59%	11.71%
Yoga	8.6%	7.59%	8%
Power Boating	7.3%	5.09%	6.41%
Target Shooting	7.17%	5.7%	6.2%
Soccer	6.98%	6.8%	7.75%
Tennis	6.9%	6.79%	7.88%
Volleyball	6.69%	7.63%	8.67%
Hunting	6.65%	4.79%	5.75%
Softball	6.51%	7.26%	7.68%
Canoeing/Kayaking	6.29%	4.49%	5.48%
Saltwater Fishing	6.27%	5.78%	6.4%
Roller Skating	5.87%	6.15%	5.99%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Downhill & X-Country Skiing	4.98%	3.8%	5.16%
Motorcycling	4.92%	4.01%	4.64%
Ice Skating	4.68%	4.99%	5.57%
Fly Fishing	4.43%	3.76%	3.83%
Horseback Riding	4.23%	3.95%	4.49%
Snorkeling	3.92%	4.03%	5.14%
Jet Skiing	3.89%	3.73%	4.36%
Snowboarding	3.87%	3.26%	3.48%
Rock Climbing	3.71%	3.26%	3.43%
Archery	3.66%	2.97%	3.31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Water Skiing	3.58%	3.12%	3.87%
Racquetball	3.47%	3.91%	4.02%
Hockey	3.3%	3.29%	3.55%
Martial Arts	3.19%	3.07%	3.5%
Sailing	2.91%	2.64%	3.24%
Skateboarding	2.88%	3.03%	3.23%
Surfing & Windsurfing	2.63%	2.49%	2.83%
Rowing	2.55%	2.09%	2.56%
Snowmobiling	2.55%	2.6%	3.08%
Auto Racing	2.46%	2.4%	2.58%

Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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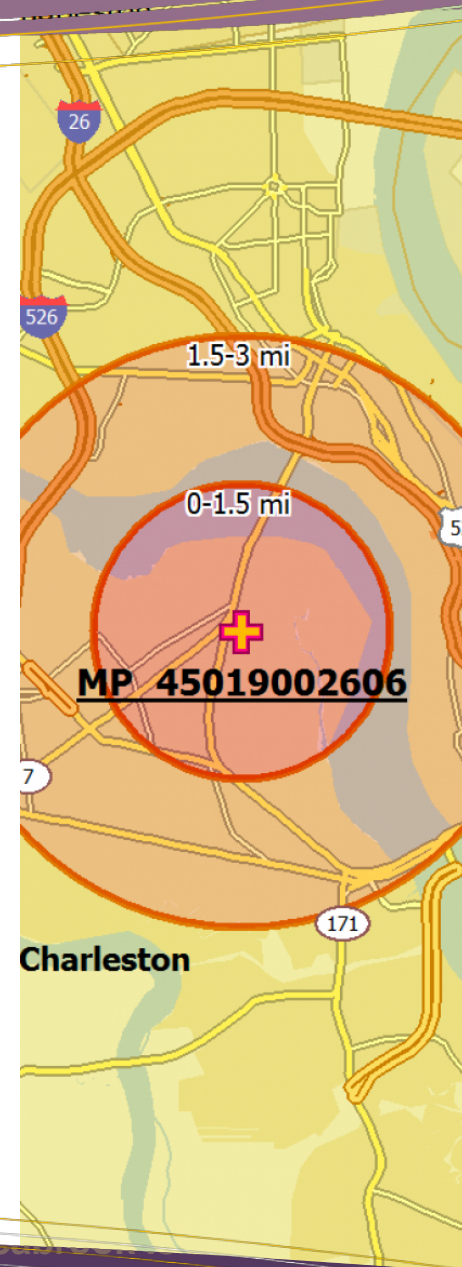
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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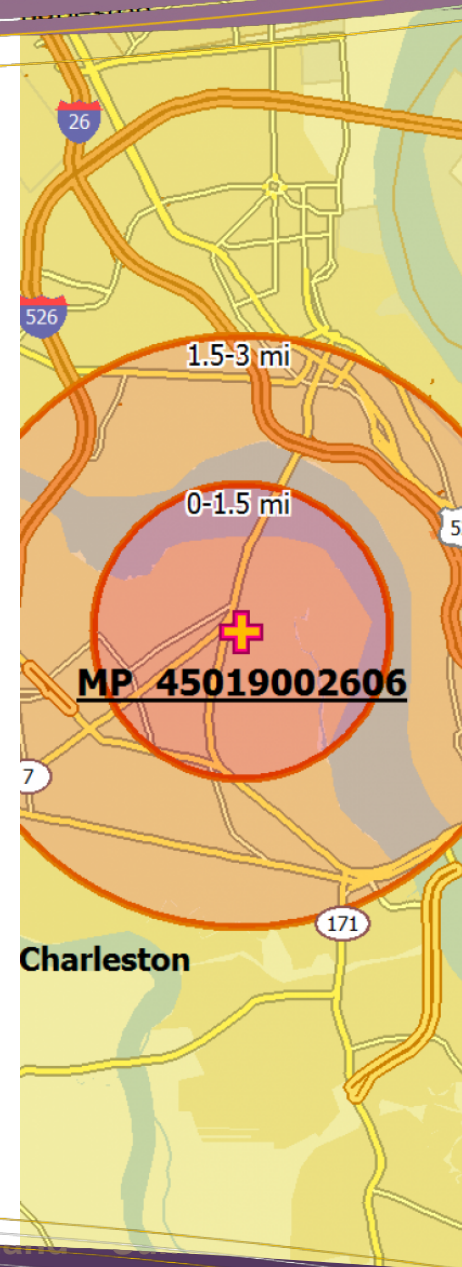
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	50%	52%	52%
Prefer To Have Few Possessions As Possible	36%	32%	35%
Speak My Mind Even If It Upsets People	36%	38%	37%
Find It Difficult To Say No To My Kids	36%	35%	37%
Woman's Place Is In The Home	34%	32%	32%
Like Control Over People And Resources	33%	37%	35%
If Won Lottery Would Never Work Again	30%	26%	28%
Don't Judge People/Way They Live Life	29%	32%	31%
Friends More Important Than My Fam.	27%	24%	25%
Like To Do Unconventional Things	26%	25%	26%
Money Is Best Measure Of Success	26%	25%	25%
Too Much Sponsorship In Arts/Sports	20%	27%	25%

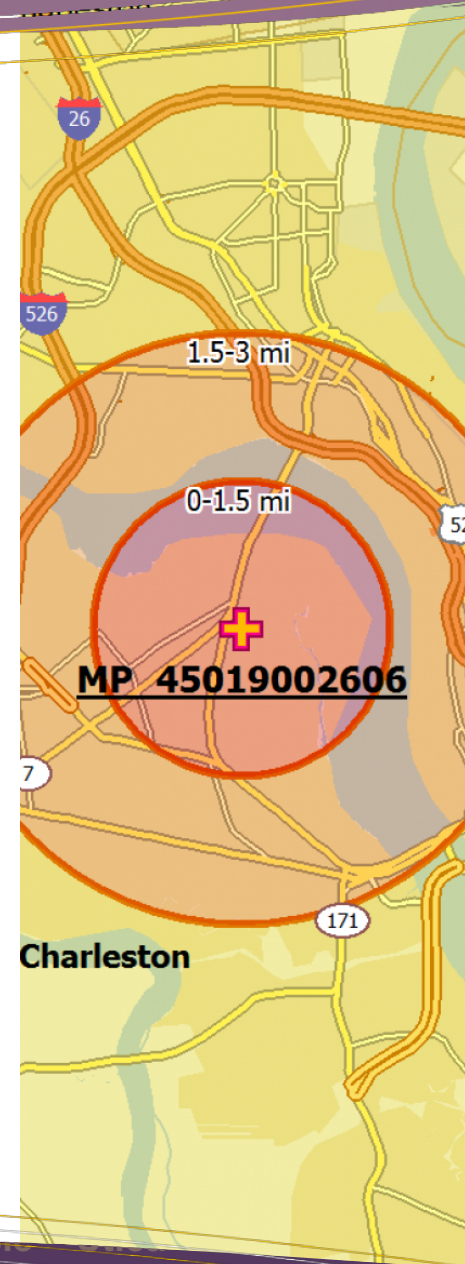| BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Like to Stand Out In A Crowd	18%	21%	21%
I Am A Workaholic	17%	24%	22%
Only Work Current Job for The Money	16%	16%	15%
Happy With My Standard Of Living	15%	15%	16%
Rarely Sit Down to a Meal Together At Home	15%	15%	16%
We Should Strive for Equality for All	14%	18%	16%
On Whole People Get What They Deserve	10%	12%	12%
Indulge My Kids With The Little Extras	10%	9%	9%
I Am A Perfectionist	8%	11%	10%
Little I Can Do To Change My Life	7%	8%	8%

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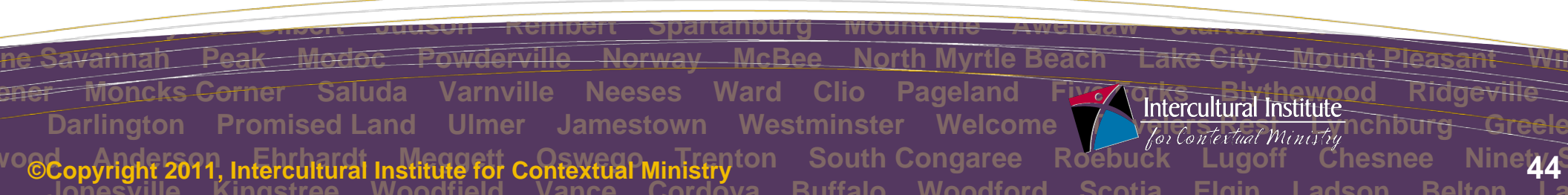
Potential Cultural Themes

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

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

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Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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.
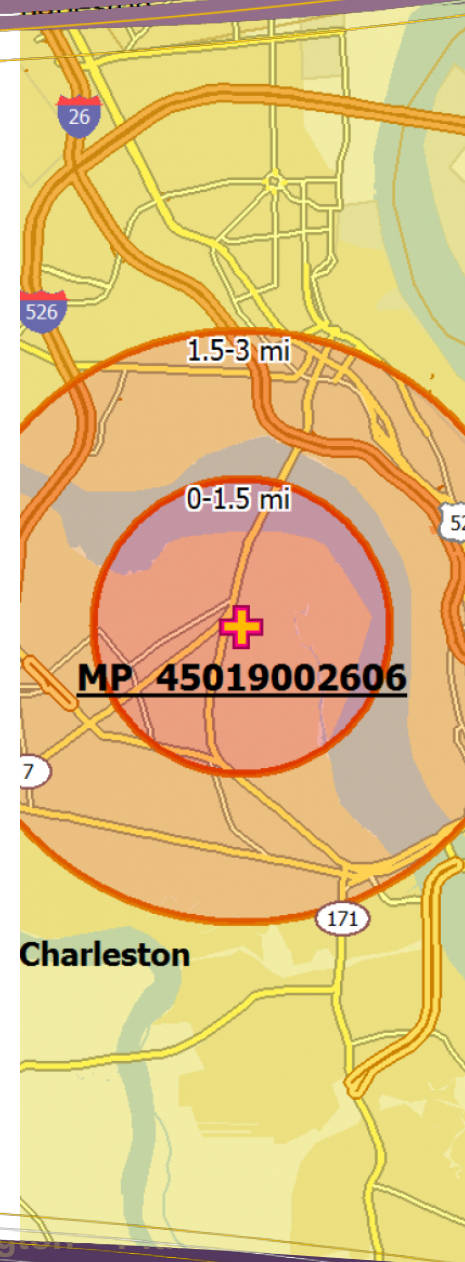
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	61%	56%	60%
You Should Seize Opportunities In Life	57%	57%	58%
Like To Understand About Nature	39%	40%	39%
Prefer To Have Few Possessions As Possible	36%	32%	35%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	33%	36%	35%
Important To Juggle Various Tasks	30%	34%	32%
Good At Fixing Things	28%	31%	30%
Have Keen Sense Of Adventure	28%	28%	28%
Like To Just Enjoy Life	24%	21%	22%
People Have To Take Me As They Find Me	22%	23%	24%
Worried About Pollution Caused By Cars	20%	19%	21%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	21%	21%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	16%	16%	15%
Looking for New Ideas To Improve Home	14%	18%	17%
Try Not To Worry About The Future	14%	17%	16%
Provide My Kids With The Little Extras	14%	19%	17%
Enjoy Spending Time With My Fam.	12%	13%	12%
Children Should Be Allowed To Express Themselves	6%	7%	7%
Feel Very Alone In The World	6%	7%	6%
Like Spending Most Time With Fam.	5%	6%	5%
Would Like To Set Up Own Business	4%	5%	4%
Decor Particular Interest To Me	4%	4%	4%

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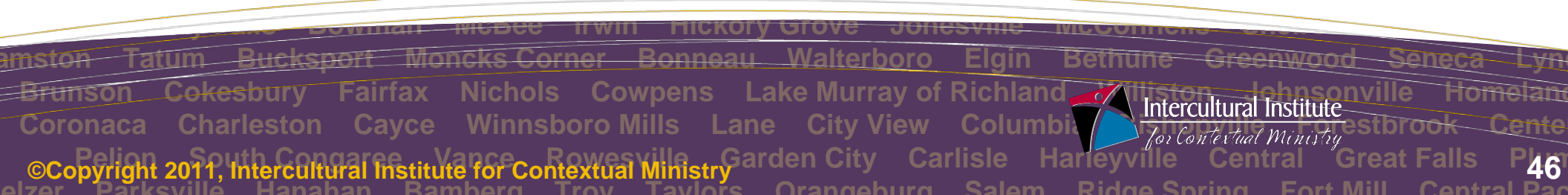
Potential Shared Places

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

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In Restaurant-Visit Any	82.98%	82.82%	82.99%
Fam. Restaurants/Steak Houses-Visit Any	80.64%	74.44%	77.3%
McDonald's	53.26%	53.14%	53.7%
Burger King	36.6%	37.85%	36.62%
Subway	30.44%	28.09%	28.68%
Wendy's	29.58%	29.61%	29.24%
Applebee's	28.98%	25.09%	27.1%
Taco Bell	25.94%	24.64%	25.76%
Kentucky Fried Chicken (KFC)	25.28%	30.97%	29.59%
Olive Garden	21.06%	19.16%	19.33%
Pizza Hut	20.11%	21.51%	21.37%
Arby's	20%	18.79%	19.63%

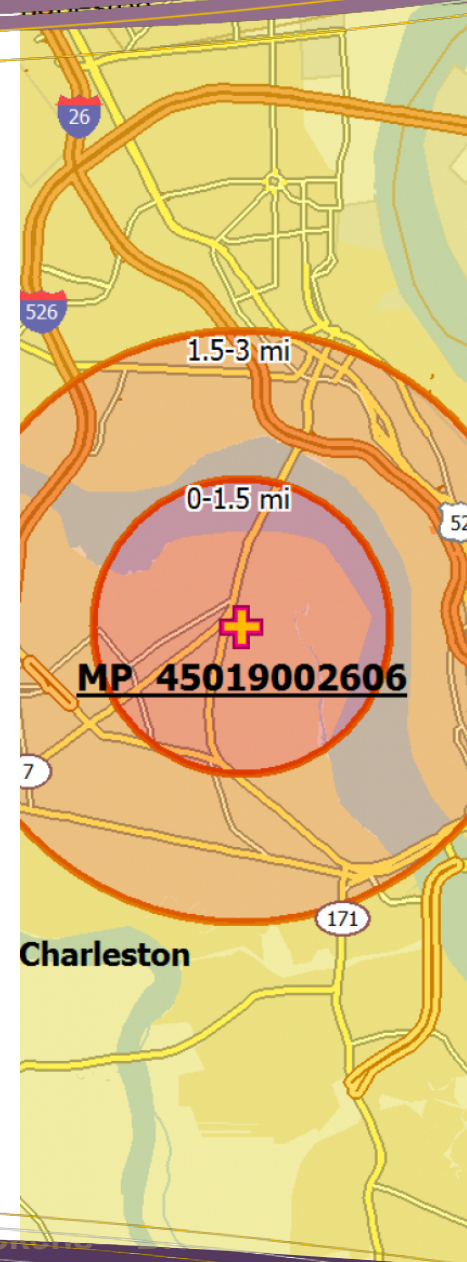| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	16.38%	17.32%	16.71%
IHOP (International House Of Pancakes)	15.26%	15.56%	15.35%
Dairy Queen	15.17%	14.19%	14.85%
Outback Steakhouse	15.07%	13.83%	14.39%
Domino's Pizza	13.53%	15.56%	15.51%
Starbucks	13.07%	12.82%	13.92%
Cracker Barrel	12.92%	10.62%	12.11%
Chili's Grill and Bar	12.9%	11.96%	12.9%
TGI Friday's	12.56%	14.33%	14.2%
Denny's	12.23%	11.39%	11.71%
Dunkin' Donuts	11.95%	13.48%	13.06%
Chick-Fil-A	11.76%	12.96%	13.79%

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Potential Shared Projects

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

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

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

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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.
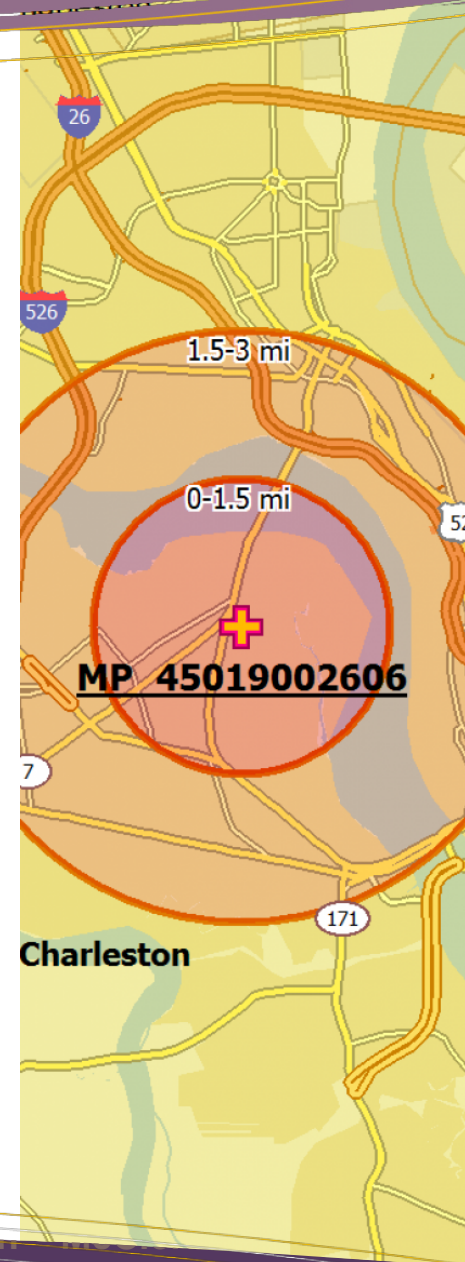
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	47.01%	41.61%	44.46%
Recycled products	35.81%	27.29%	31.56%
Worked as volunteer (non political)	17.06%	13.5%	15.54%
Engaged in fund raising	12.3%	11.22%	11.57%
Religious club member	7.65%	7.54%	7.77%
Wrote to editor of mag or newspaper	6.33%	5.21%	5.59%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to elected offcl about publ bus	6.28%	5.21%	5.81%
Charitable Organization	5.45%	4.79%	5.41%
Union member	5.35%	4.4%	5%
Took active part in local civic issue	5.28%	5.08%	5.51%
Church Board	4.98%	5.73%	5.61%
Addressed a public meeting	4.95%	4.15%	4.7%

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Communication Media Content

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

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

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	18.3%	15.42%	17.2%
Children's Books	13.61%	12.92%	13.32%
Mystery	12.42%	10.35%	10.97%
Cookbooks	11.42%	9.46%	9.97%
Religious (not Bibles)	8.92%	9.43%	9.26%
Personal/Business Self-help	7.6%	6.67%	7.01%
History	7.42%	6.21%	6.89%
Romance	7.26%	7.24%	7.03%
Biography	7.03%	6.41%	7.04%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	70.83%	67.28%	68.54%
Gen. Editorial	48.54%	50.54%	51.13%
Womens	42.74%	44.62%	45.06%
Service	33.76%	30.22%	32.69%
Mens	20.44%	19.44%	19.69%
Business/Finance	19.79%	19.34%	20.92%
Sports	16.78%	15.18%	15.9%
Music	13.84%	18.21%	16.4%
Health	13.45%	13.23%	13.53%

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Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	55.1%	49.45%	52.02%
Sport	32.71%	30.3%	31.11%
Classified	32.48%	32.66%	31.64%
Business/Finance	30.36%	25.76%	28.18%
Editorial Page	29.51%	25.36%	27.57%
Comics	27.44%	23.77%	24.78%
Movie Listings & Reviews	27.32%	24.85%	26.23%
Food/Cooking	24.64%	22.22%	24.01%
TV/Radio Listings	23.95%	21.8%	22.86%
Home/Gardening	20.81%	18.08%	19.83%
Travel	20.2%	17.5%	19.33%
Science/Technology	17.92%	14.8%	16.75%
Fashion	15.6%	16.11%	16.21%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	20.29%	18.63%	18.27%
Urban Contemporary	18.07%	33.62%	27.97%
Adult Contemporary	18.06%	13.34%	14.89%
Country	15.83%	10.98%	13.21%
Rock	13.26%	8.48%	9.26%
News/Talk	12.97%	8.69%	10.64%
Oldies	11.28%	9.71%	10.23%
Classic Rock	11.03%	6.54%	7.61%
Alternative	9.91%	7.01%	8.36%
Variety	9.72%	10.19%	9.97%
Soft Contemporary	6.87%	5.63%	6.16%
All News	6.57%	6.7%	7.44%
Religious	6.28%	5.34%	5.68%
Jazz	5.77%	8.43%	8.38%
All Talk	5.07%	4.14%	4.32%
Sports	4.59%	3.67%	4.18%
Classical	4.18%	3.33%	4.1%
Classic Hits	4.15%	2.56%	2.94%

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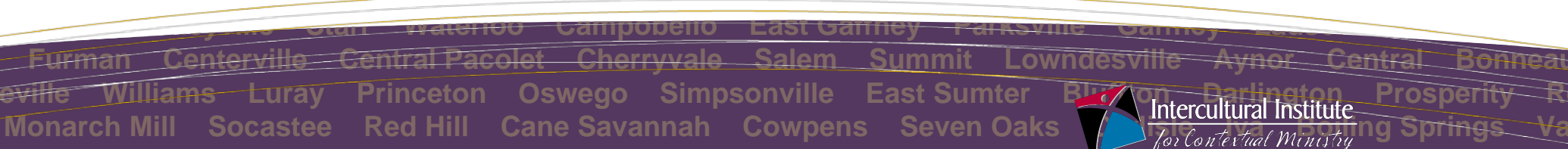
Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	62%	58.67%	61.34%
Soapnet	51.67%	49.43%	50.48%
Satellite Dish	48.27%	45.1%	48.08%
Other Video-On-Demand	37.73%	41.33%	41.26%
Comedy Central	35.49%	30.34%	33.23%
Sci-Fi Channel	33.83%	31.91%	34%
MSNBC	33.76%	31.25%	32.51%
Adult Pay Per View TV	31.05%	27.5%	29.02%
TV Info From Sunday TV Magazine	28.57%	26.7%	28.13%
Nickelodeon	27.1%	24.76%	25.91%
Subscribe Digital Cable	26.95%	30.94%	31.04%
Adult Swim	26.92%	21.26%	23.67%

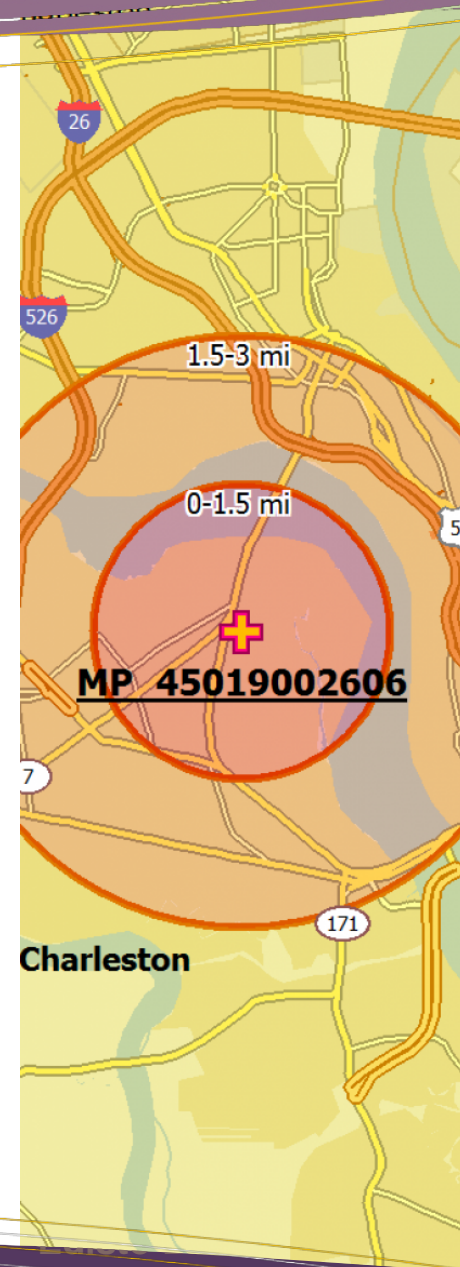| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ABC Fam.	26.21%	24.18%	25.88%
TCM (Turner Classic Movies)	25.77%	23.38%	24.7%
ESPN2	25.05%	24.7%	25.04%
TV Info From Newspapers	25.02%	24.72%	25.47%
ESPN Classic	24.99%	20.47%	23.01%
The Golf Channel	24.91%	21.21%	23.04%
USA Network	24.84%	21.74%	23.1%
Hallmark Channel	24.44%	22.69%	24.61%
BET (Black Entertainment TV)	24.41%	24.08%	24.48%
Nick At Nite	23.38%	21.95%	23.84%
TV Info From Monthly Cable Guide	23.34%	22.23%	22.62%
TV Info From Other	21.32%	21.34%	21.1%

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Communication Media Usage

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

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

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

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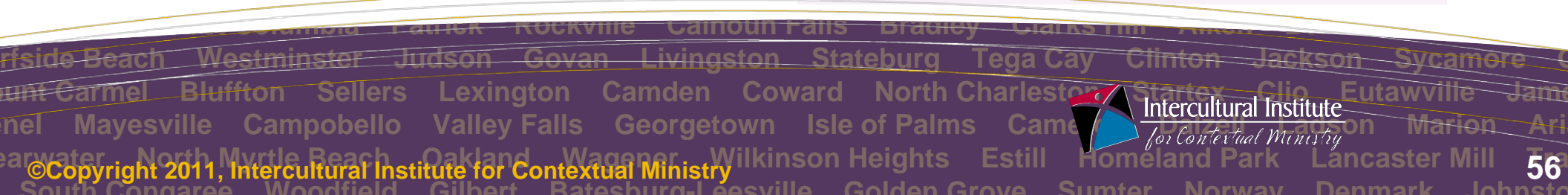*for Contextual Ministry*

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	20.88%	17.82%	19.54%
Medium Users (4-6)	11.37%	9.12%	10.13%
Light Users (1-3)	21.39%	20.01%	19.9%
Quintiles (20%)			
Newspaper I (Heavy)	2.37%	1.35%	1.19%
Newspaper II	1.87%	1.88%	1.76%
Newspaper III	2.07%	2.56%	2.3%
Newspaper IV	0.42%	0.33%	0.34%
Newspaper V (Light)	0.87%	0.83%	0.98%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.12%	21.97%	20.82%
Magazines II	8.87%	10.18%	9.49%
Magazines III	9.73%	10.96%	10.54%
Magazines IV	11.49%	13.52%	12.55%
Magazines V (Light)	0.67%	0.9%	0.84%
Outdoor I (Heavy)	8.49%	8.98%	8.31%
Outdoor II	3.36%	4.31%	3.97%
Outdoor III	3.79%	5.29%	4.6%
Outdoor IV	15.99%	16.42%	16.06%
Outdoor V (Light)	25.69%	23.84%	24.21%
Yellow Pages I (Heavy)	16.29%	16.14%	15.39%
Yellow Pages II	8.33%	8.66%	7.99%
Yellow Pages III	7.75%	9.64%	8.36%
Yellow Pages IV	22.55%	23.84%	22.96%
Yellow Pages V (Light)	4.68%	5.28%	4.66%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	4.32%	4.06%	3.59%
Drive Time III (Medium)	0.75%	1.15%	0.97%
Radio IV & V (Light)	3.61%	3.56%	2.86%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.28%	10.49%	10.15%
Radio III (Medium)	4.48%	4.27%	4.37%
Radio IV & V (Light)	4.01%	4.43%	3.88%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.27%	11.99%	13.95%
Cable III (Medium)	4.67%	5.47%	5.06%
Cable IV & V (Light)	33.15%	36.42%	35.34%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.5%	4.79%	4.44%
Prime Time III (Medium)	1.76%	1.4%	1.48%
Prime Time IV & V (Light)	7.64%	10.77%	10.06%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.94%	40.07%	39.94%
Fringe III (Medium)	51.94%	52.86%	51.88%
Fringe IV (Light)	53.19%	53.91%	54.06%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	14.38%	17.12%	15.32%
All Day III (Medium)	24.03%	24.43%	23.81%
All Day IV (Light)	16.94%	20.71%	18.67%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	12.66%	11.87%	11.81%
6:00am - 10:00am	17.3%	18.06%	18.91%
10:00am - 3:00pm	8.03%	13.85%	11.94%
3:00pm - 7:00pm	13.46%	16.5%	15.48%
7:00pm - Midnight	14.42%	12.9%	13.33%
Midnight - 6:00am	6.66%	8.51%	7.8%
Weekend Radio Listeners			
Dayparts [summary]	14.32%	14.49%	14.56%
6:00am - 10:00am	4.06%	3.88%	4.22%
10:00am-3:00pm	6.75%	7.01%	7.57%
3:00pm - 7:00pm	6.51%	8.6%	8.17%
7:00pm - Midnight	9.73%	10.63%	10.23%
Midnight - 6:00am	12.14%	14.63%	13.86%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.96%	6.78%	8.18%
Saturday: 8:00-11:00pm	9.73%	9.3%	8.74%
Sunday: 7:00-11:00pm	8.67%	8.94%	9.68%
9:00am-1:00pm	23.38%	21.95%	23.84%
9:00am-4:00pm	27.47%	25.99%	27.96%
4:00pm-7:00pm	30.6%	29.63%	30.23%
11:00pm-1:00am	41.25%	40.09%	41.21%
AVG Prime time Mon-Sun	2.8%	4.66%	4.42%

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Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	17.85%	17.49%	17.95%
7-9am	25.05%	24.7%	25.04%
9am-12noon	19.01%	15.86%	18.33%
12noon-4pm	8.46%	10.13%	9.64%
4-6pm	49.97%	47.14%	49.58%
6-7pm	17.89%	16.46%	17.41%
7-7:30pm	2.87%	2.04%	1.97%
7:30-8pm	9.69%	10.31%	10.74%
8-11pm	7.96%	6.78%	8.18%
11pm-12am	33.76%	31.25%	32.51%
11pm-1am	41.25%	40.09%	41.21%
1-6am	32.82%	30.87%	32.63%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	19.61%	18.25%	18.78%
Sat: 10am-1pm	7.37%	9.9%	9.4%
Sat: 1-4pm	25.57%	23.33%	24.26%
Sat: 4-6pm	7.66%	8.29%	7.85%
Sat: 6-7pm	1.98%	1.75%	1.9%
Sat: 7-8pm	1.62%	1.28%	1.24%
Sat: 8-11pm	9.73%	9.3%	8.74%
Sat: 11pm-1am	6.2%	7.09%	6.54%
Sat: 1am-7pm	24.84%	21.74%	23.1%
Sun: 7-10am	2.75%	2.39%	2.32%
Sun: 10am-1pm	6.54%	5.3%	5.76%
Sun: 1-4pm	5.42%	5.03%	5.53%
Sun: 4-7pm	12.74%	11.87%	12.33%
Sun: 7-11pm	8.67%	8.94%	9.68%
Sun: 11pm-1am	4.39%	5.44%	5.48%
Sun: 1-7am	20.16%	19.48%	20.46%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

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Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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


5 Types of Self-Identity, Communication & Relationships
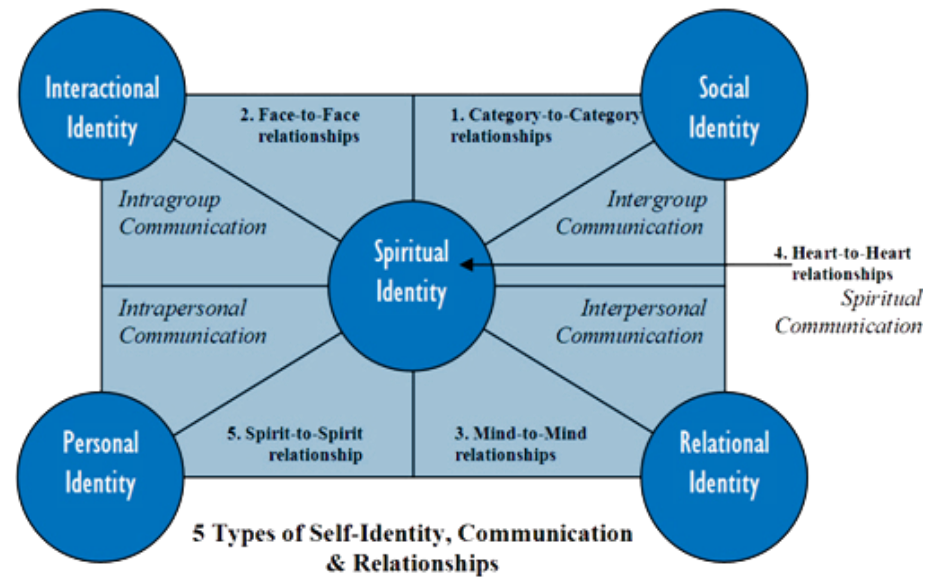
Your MissionSite and the Missional Suite

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

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

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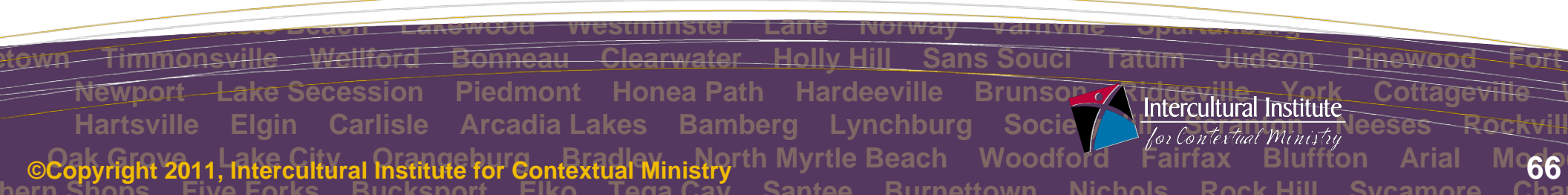
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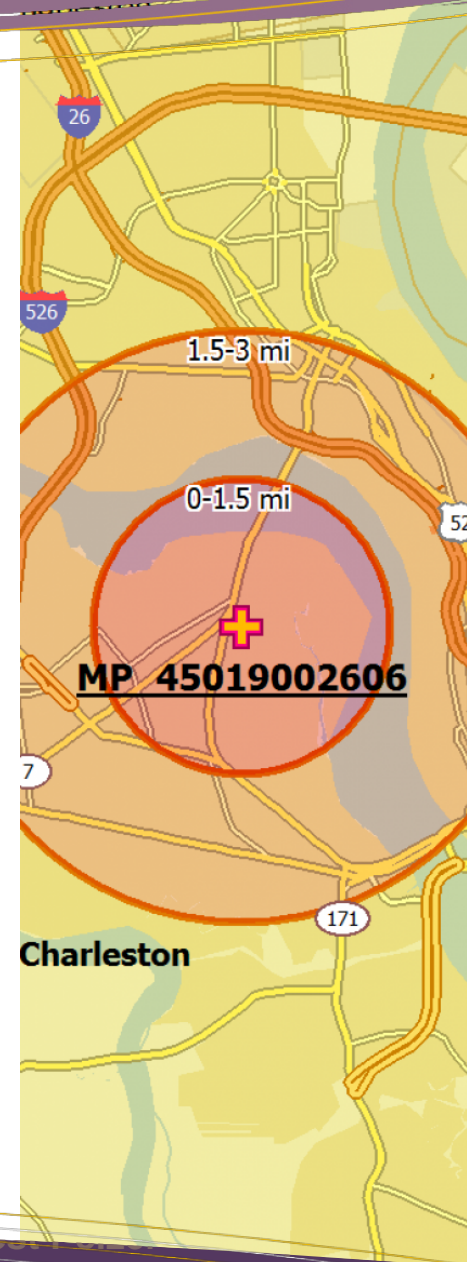
Notes and Sources

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

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

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

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

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

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

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APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Northbridge	1160 Sam Rittenberg Blvd Charleston, SC 29407	0.20 mi	0	
2	Pinecrest	1285 Ashley Hall Rd Charleston, SC 29407	1.32 mi	0	
3	Palmetto Community	1965 Bees Ferry Rd Charleston, SC 29414	1.83 mi	0	
4	St Andrews Parish First	913 Wappoo Rd Charleston, SC 29407	2.20 mi	0	
5	Ashley River	1101 Savannah Hwy Charleston, SC 29407	2.30 mi	0	
6	Iglesia Evangelica-La Luz del Mundo	13 San Miguel Road Charleston, SC 29407	2.73 mi	0	
7	Charleston	13 San Miguel Rd Charleston, SC 29407	2.74 mi	0	
8	Pierpont	2508 Ashley River Rd Charleston, SC 29414	3.23 mi	0	
9	Wando Woods	4123 Dorsey Ave Charleston, SC 29405	3.37 mi	0	
10	Central	26 Radcliffe St Charleston, SC 29403	3.48 mi	0	
11	James Island	2023 Wappoo Dr Charleston, SC 29412	3.68 mi	0	
12	North Charleston First	4217 Rivers Ave North Charleston, SC 29405	3.69 mi	0	
13	Citadel Square	328 Meeting St Charleston, SC 29403	3.84 mi	0	
14	Southside	87 Beaufain St Charleston, SC 29401	3.95 mi	0	
15	Holmes Avenue	4602 Durant Ave North Charleston, SC 29405	4.24 mi	0	

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cooper River	1059 Crawford Street North Charleston, SC 29405	4.53 mi	0	
17	Charleston First	48 Meeting St Charleston, SC 29401	4.65 mi	0	
18	Rutledge	2014 Bees Ferry Rd Charleston, SC 29414	4.73 mi	0	
19	Friendship	5032 Lackawanna Blvd North Charleston, SC 29405	4.75 mi	0	
20	Carolina Bay Church	2927 Savannah Hwy Charleston, SC 29414	5.04 mi	0	
21	Pittman Street	5105 Pittman St North Charleston, SC 29405	5.12 mi	0	
22	Providence	294 Seven Farms Drive Charleston, SC 29492	5.73 mi	0	
23	Remount	1520 Remount Rd North Charleston, SC 29406	5.92 mi	0	
24	Rehoboth	3315 Forest Glen Drive Charleston, SC 29414	5.94 mi	0	
25	Portside	1179 Remount Rd North Charleston, SC 29406	5.95 mi	0	
26	Fort Johnson	1473 Camp Rd Charleston, SC 29412	6.06 mi	0	
27	Lighthouse Church	1177C Gregorie Ferry Road Mt Pleasant , SC 29466	6.80 mi	0	
28	New Beginnings Community	849 Fort Johnson Road Charleston, SC 29412	7.03 mi	0	
29	Riverbend	7035 Dorchester Rd North Charleston, SC 29418	7.06 mi	0	
30	Highland Park	6211 N Murray Ave Hanahan, SC 29410	7.37 mi	0	
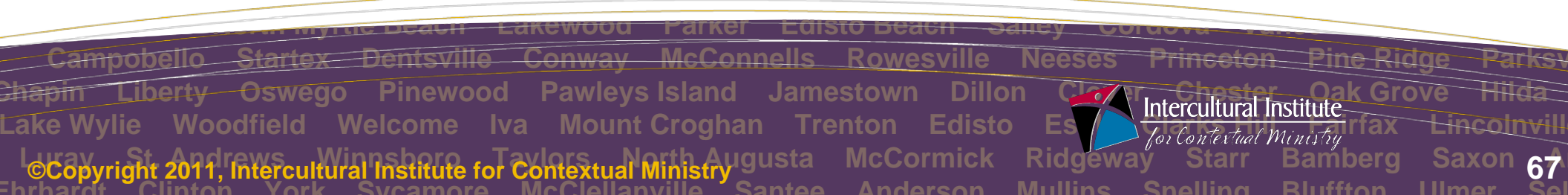
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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mt Pleasant First	681 McCants Dr Mt Pleasant, SC 29464	7.65 mi	0	
32	Iglesia Hispana Nueva Vida	2427 Midland Park Road North Charleston, SC 29406	7.82 mi	0	
33	Riverbluff Church	5421 Riverbluff Parkway North Charleston, SC 29420	7.82 mi	0	
34	Grace Community Fellowship	2427 Midland Park Road North Charleston, SC 29405	7.82 mi	0	
35	Stono	953 Main Rd Johns Island, SC 29455	7.83 mi	0	
36	Johns Island First	PO Box 218 Johns Island, SC 29457	7.96 mi	0	
37	Joy	PO Box 80357 Charleston, SC 29416	7.98 mi	0	
38	East Cooper	361 Egypt Rd Mt Pleasant, SC 29464	8.16 mi	0	
39	Doorway	7825 Dorchester Road Charleston, SC 29418	8.17 mi	0	
40	Calvary Bible Church	3262 Landmark Dr. North Charleston, SC 29418	9.09 mi	0	
41	Hillcrest	3595 Ashley Phosphate Rd North Charleston, SC 29418	9.20 mi	0	
42	Sullivans Island	PO Box 156 Sullivans Island, SC 29482	9.28 mi	0	
43	Harbor Light	1300 Fort Johnson Road Charleston, SC 29412	9.47 mi	0	
44	Charleston Korean	3960 Ashley Phosphate Rd North Charleston, SC 29418	9.48 mi	0	
45	Northwood	2200 Greenridge Rd North Charleston, SC 29406	10.07 mi	0	

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6 Wateroak Court
North Augusta, SC 29841

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.

In Partnership with:

South Carolina Baptist Convention

CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
           www.apept.org
           www.missionalcoach.org
           www.missionalcontext.org
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