

MissionSite

top unreached locations



MOUNT PLEASANT, SC

CENSUS TRACT: 45019004601

REGION: Low Country Region

ASSOCIATION: Charleston

COUNTY: Charleston

SITESCAPE: Townscape

DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina
Baptist Convention

MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: SCBC Churches by Distance	66

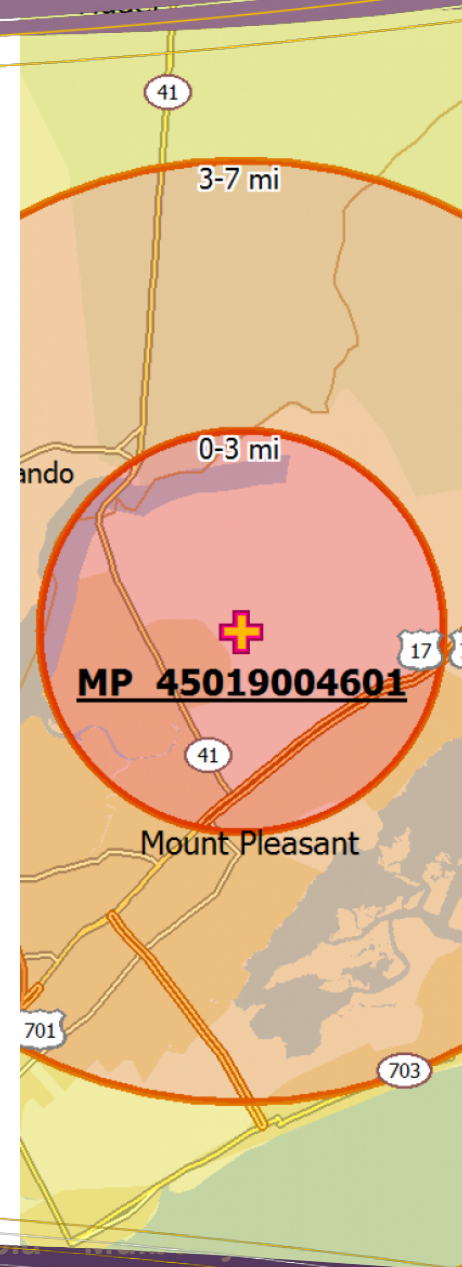


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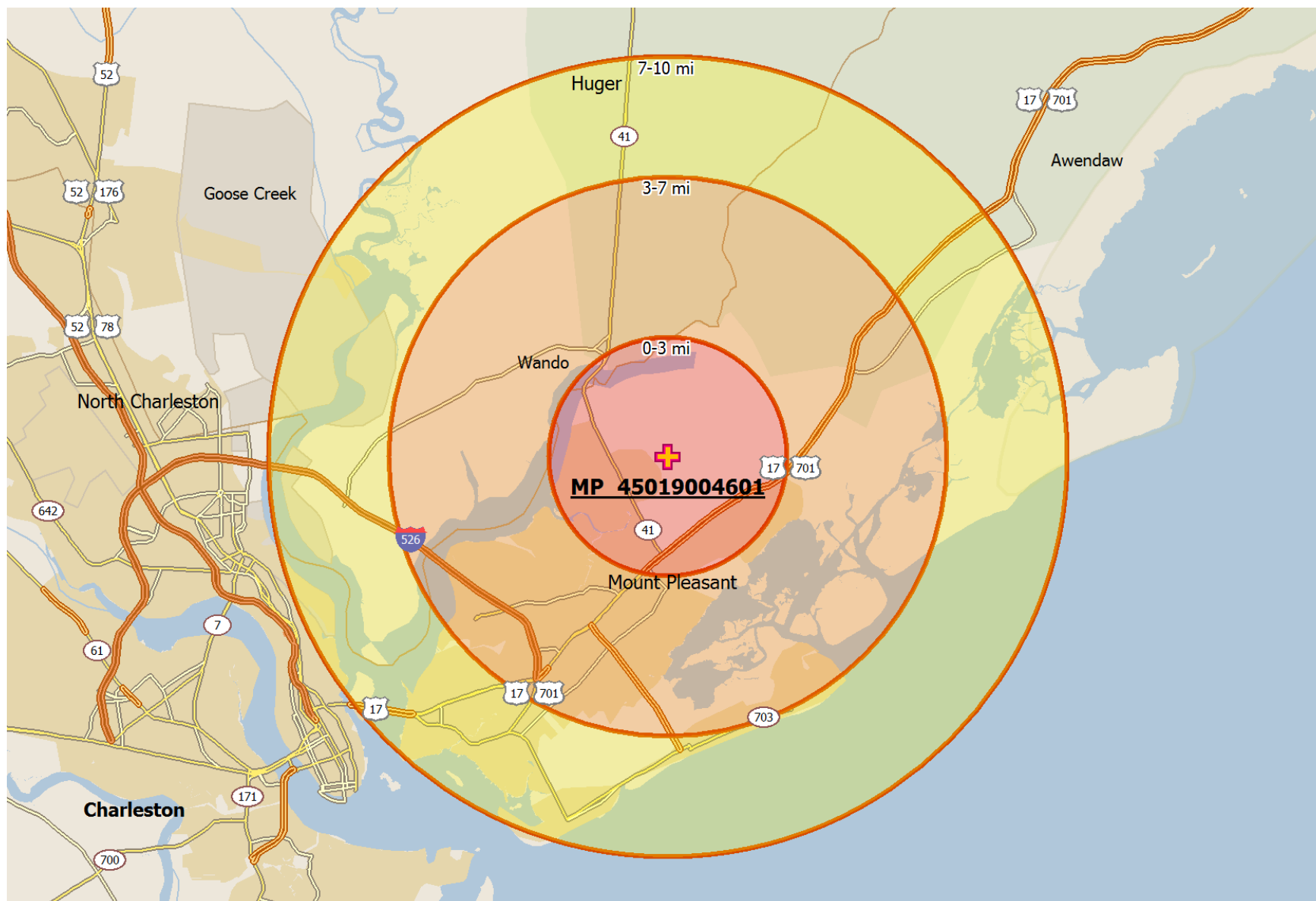
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A41	Charleston
3	County Location	45019	Charleston
4	Zipcode	29466	Charleston
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	23,334	39,443	33,874
2010 Households	8,536	15,239	13,471
2010 Group Quarters Population	0	466	1,164

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	31	33	20
Language Diversity National Index	29	28	33
Foreign Born Diversity National Index	69	93	81
Ancestry Diversity National Index	68	87	65
Racial Diversity National Index	44	33	45

Site Location Summary - County Environment

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

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	7,734	90.6%
Mainstay Communities	Established, Diverse Households	131	1.53%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	7	0.08%
Aspiring Communities	Young Singles / Aspiring-Multihousing	664	7.78%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	103,419	5,903	5.71%
Unreached %	71.17%	69.15%	97.17
Religious But NOT Evangelical HH	32,153	1,457	4.53%
Religious But NOT Evangelical %	22.13%	17.07%	77.14
Spiritual But NOT Relig or Evang HH	13,253	1,131	8.54%
Spiritual But NOT Relig or Evang %	9.12%	13.25%	145.33
Not Evangelical, Not Interested HH	58,732	3,314	5.64%
Not Evangelical, Not Interested %	40.42%	38.83%	96.07



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	0	0%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	17,077	1,073	6.28%
Active Evangelical Percent	11.75%	12.57%	106.99
Inactive Evangelical Households	24,826	1,560	6.28%
Inactive Evangelical Percent	17.08%	18.28%	106.99
# New Churches Needed	18	4	24.17%



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.
1	Wando	3.25 mi
2	Oceanside Baptist Fellowship	3.59 mi
3	New Covenant	3.59 mi
4	Unity	3.63 mi
5	East Cooper	4.80 mi
6	Isle of Palms	7.12 mi
7	Mt Pleasant First	8.49 mi
8	Sullivans Island	9.87 mi
9	Awendaw First	9.92 mi
10	Cooper River	10.71 mi
11	Pittman Street	10.90 mi
12	Citadel Square	11.11 mi
13	Portside	11.15 mi
14	Central	11.33 mi
15	Holmes Avenue	11.46 mi

	CHURCHES	DIST.
16	Charleston First	11.50 mi
17	Southside	11.65 mi
18	Friendship	11.72 mi
19	North Charleston First	11.72 mi
20	Lighthouse Church	11.92 mi
21	Remount	12.15 mi
22	Northbridge	12.76 mi
23	Hopewell	12.85 mi
24	Highland Park	12.97 mi
25	New Beginnings Community	13.79 mi
26	Ashley River	13.90 mi
27	Wando Woods	13.91 mi
28	Pinecrest	13.99 mi
29	Palmetto Community	14.54 mi
30	Riverbluff Church	14.57 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

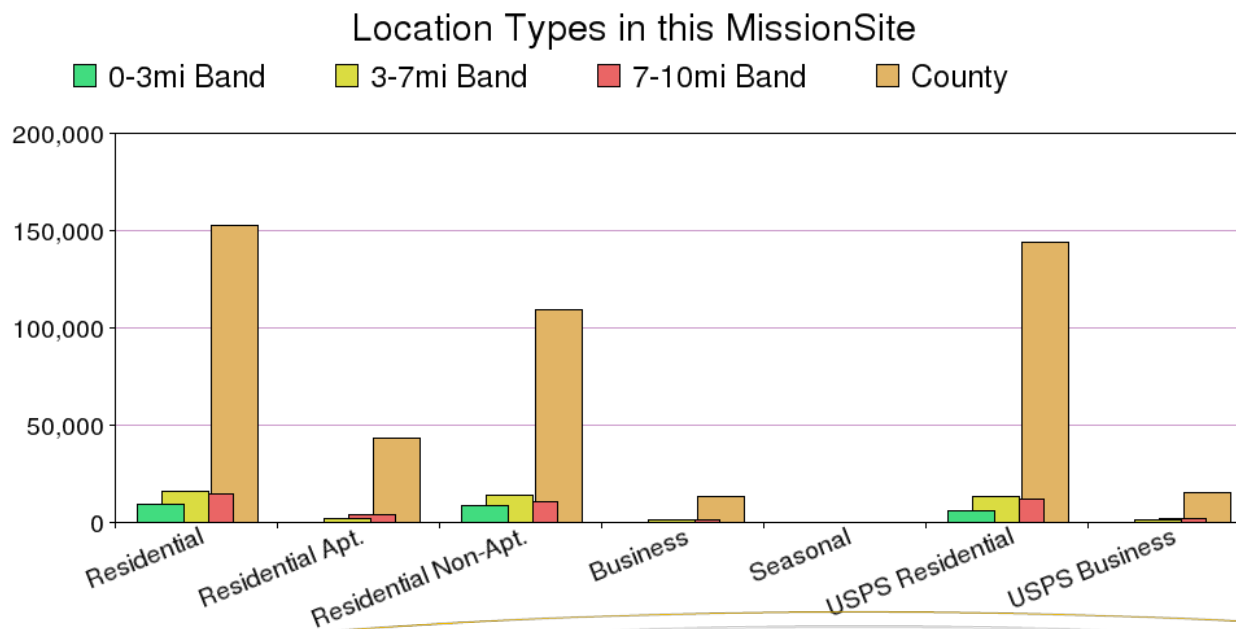
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	295,056	1,597	0.54%
2000 Population	309,969	9,373	3.02%
2010 Population	360,658	23,334	6.47%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,074	488	0.46%
2000 Households	123,326	3,302	2.68%
2010 Households	145,322	8,536	5.87%

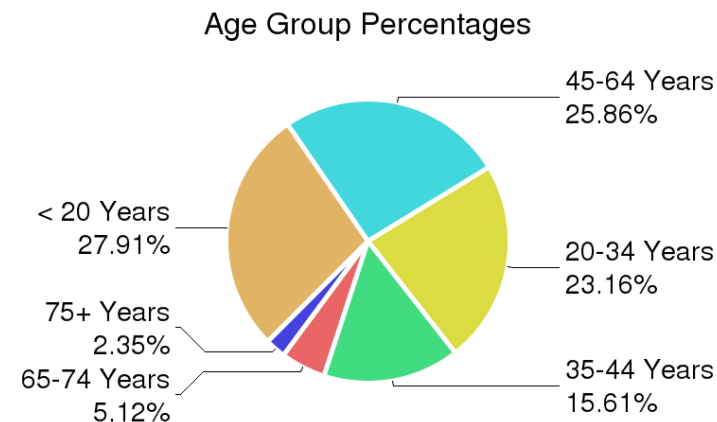


Location Type	0-3mi Band
Residential	9,215
Residential Apt.	279
Residential Non-Apt.	8,936
Business	247
Seasonal	0
USPS Residential	5,978
USPS Business	179

Current Demographic Summary

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

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

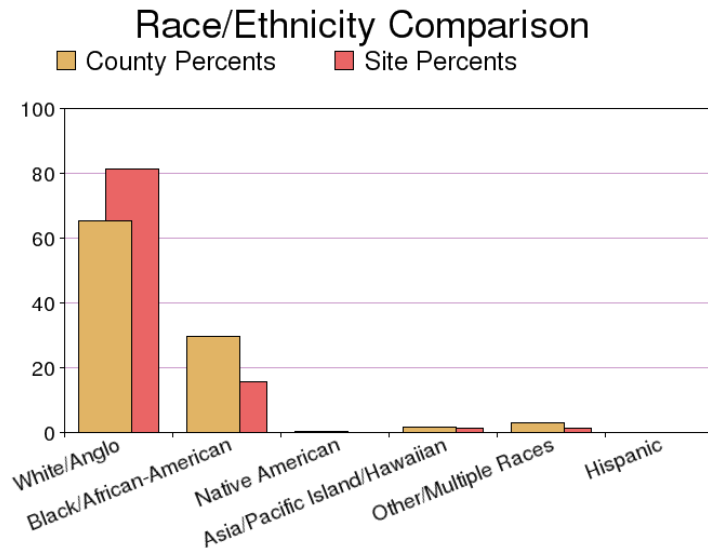


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.75%	8.52%	148.17
4-5 Years	2.6%	3.35%	128.85
6-8 Years	3.76%	4.89%	130.05
9-11 Years	3.42%	3.93%	114.91
12-13 Years	2.13%	2.29%	107.51
14-17 Years	4.52%	3.53%	78.1
18-19 Years	2.27%	1.4%	61.67
0-5 Years	8.35%	11.87%	142.16
6-12 Years	8.25%	10.03%	121.58
13-19 Years	7.85%	6.01%	76.56
< 20 Years	24.45%	27.91%	114.15
20-34 Years	24.54%	23.16%	94.38
35-44 Years	12.76%	15.61%	122.34
45-64 Years	24.5%	25.86%	105.55
65-74 Years	7.47%	5.12%	68.54
75+ Years	6.28%	2.35%	37.42
Median Age	36	36	100.03
Median Age (Male)	34	36	104.2
Median Age (Female)	37	36	95.52

Current Demographic Summary

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	65.45%	81.4%	124.37
Black, African-American	29.6%	15.56%	52.57
Native American	0.38%	0.16%	41.26
Asian	1.55%	1.45%	93.77
Pacific Island, Hawaiian	0.09%	0.01%	13.72
Other/Multiple Races	2.92%	1.41%	48.22
Hispanic	0%	2.7%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	246,744	16,032	
Less than 9th Grade	3.64%	1.19%	306.92
No High School Diploma	7.6%	3.6%	211.25
High School Graduate	25.62%	15.76%	162.62
Some College, no degree	17.98%	13.64%	131.84
Associate Degree	7.53%	8.68%	86.76
College Degree	23.83%	37.47%	63.61
Graduate/Prof. degree	13.8%	19.67%	70.12

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	8.97%	1.92%	21.87
\$10,000 to \$19,999	11.1%	3.67%	33.05
\$20,000 to \$29,999	10.22%	2.93%	28.66
\$30,000 to \$49,999	20.68%	9.21%	44.52
\$50,000 to \$59,999	7.62%	7.35%	96.34
\$60,000 to \$69,999	7.23%	7.31%	101.12
\$70,000 to \$79,999	6.3%	8.53%	135.41
\$80,000 to \$89,999	5.17%	7.67%	148.54
\$90,000 to \$99,999	3.63%	6.24%	172.25
\$100,000 to \$124,999	6.26%	11.75%	187.64
\$125,000 to \$149,999	3.81%	10.13%	265.67
\$150,000 to \$199,999	4.21%	12.8%	304.1
\$200,000 to \$249,999	1.54%	4.94%	320.45
\$250,000 or more	3.27%	5.51%	168.63
Median Household	48,833	91,836	188.06
Average Household	75,224	116,372	154.7
Per Capita Household	31,589	42,571	134.77
Family/Non-Family Household Income			
Median Family Income	62,413	102,586	164.37
Average Family Income	93,681	131,012	139.85
Median Non-Family Income	35,287	66,739	189.13
Average Non-Family Income	48,447	68,454	141.3



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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	59.2%	75.9%	128.22
Families with Children	27.28%	36.54%	133.93
Families without Children	31.91%	39.36%	123.34
Non-Family Households			
% Non-Family Households	40.8%	24.1%	59.06
Non-Families with Children	0.23	0.15	66.66
Non-Families without Children	40.57	23.95	59.02
Housing Units			Index
Total Housing Units	177,771	10,063	
Vacant percent	18.25%	15.18%	83.19
Owned percent	52.06%	79.46%	152.64%
Rented Percent	29.69%	5.36%	18.04
Households by Size			Index
Avg household size	2.39	2.73	114.23
Avg family hh size	3.16	3.24	102.53
Avg non-family hh size	1.28	1.15	89.84
Households By Count of Persons			Percent
One	47,964	1,748	3.64%
Two	44,309	2,728	6.16%
Three or Four	40,522	3,160	7.8%
Five+	12,527	899	7.18%



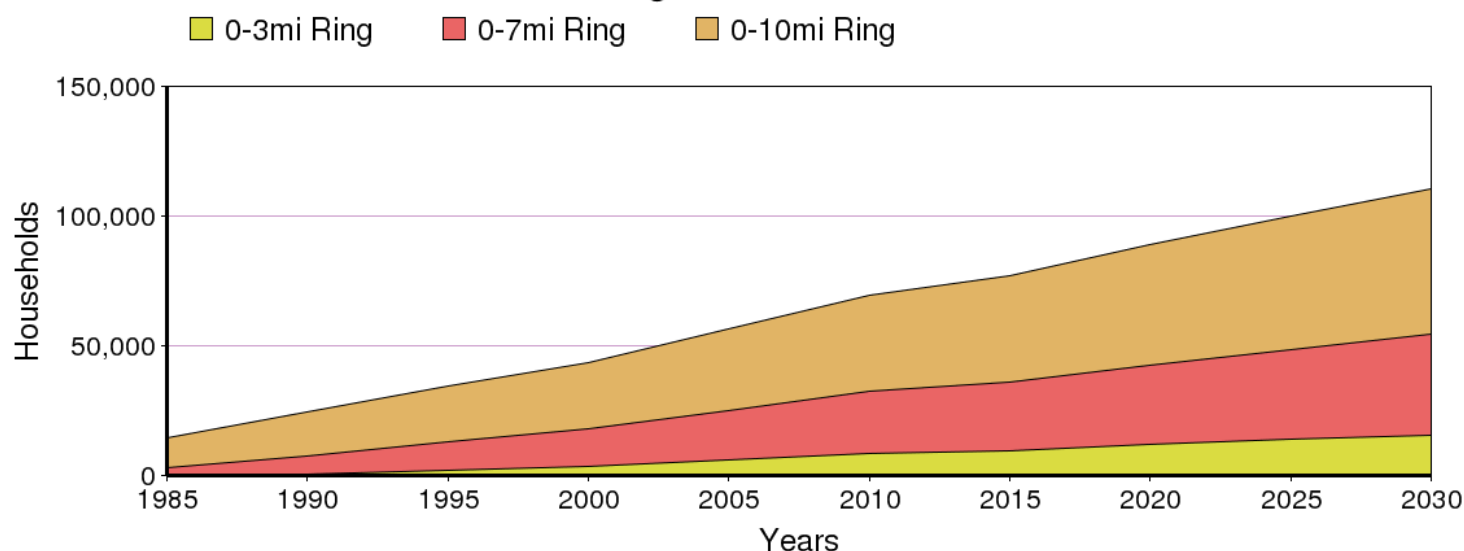
Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	295,056	1,597	0.54%
2000 Population	309,969	9,373	3.02%
2010 Population	360,658	23,334	6.47%
2015 Population	387,542	26,353	6.8%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	107,074	488	0.46%
2000 Households	123,326	3,302	2.68%
2010 Households	145,322	8,536	5.87%
2015 Households	156,442	9,717	6.21%

Household Change from 1985 to 2030



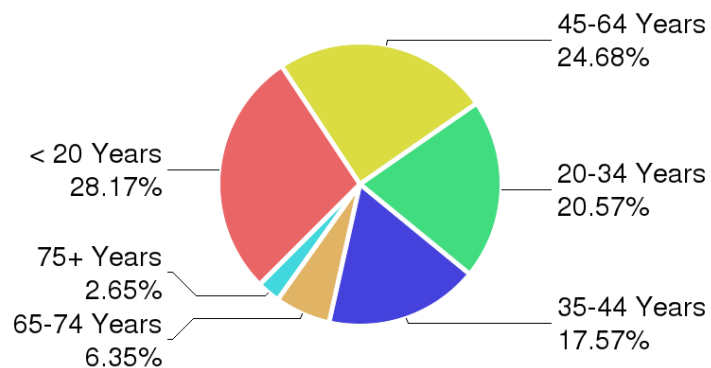
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	8.52%	8.09%	94.95
4-5 Years	3.35%	3.42%	102.09
6-8 Years	4.89%	5.05%	103.27
9-11 Years	3.93%	4.25%	108.14
12-13 Years	2.29%	2.53%	110.48
14-17 Years	3.53%	3.58%	101.42
18-19 Years	1.4%	1.25%	89.29
0-5 Years	11.87%	11.51%	96.97
6-12 Years	10.03%	10.59%	105.58
13-19 Years	6.01%	6.07%	101
< 20 Years	27.91%	28.17%	100.93
20-34 Years	23.16%	20.57%	88.82
35-44 Years	15.61%	17.57%	112.56
45-64 Years	25.86%	24.68%	95.44
65-74 Years	5.12%	6.35%	124.02
75+ Years	2.35%	2.65%	112.77
Median Age	36	37	102.29
Median Age (Male)	34	37	107.41
Median Age (Female)	37	37	98.55

Projected Age Group Percentages



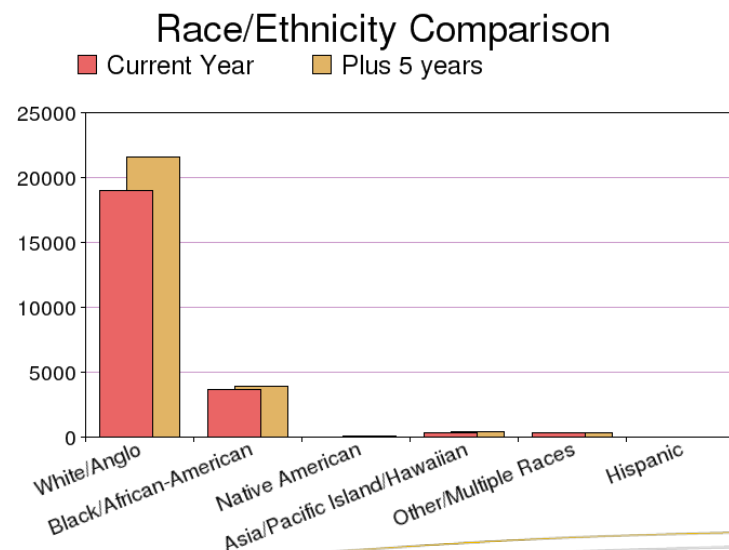
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	81.4%	82.03%	100.78
Black, African-American	15.56%	14.83%	95.32
Native American	0.16%	0.21%	131.62
Asian	1.45%	1.55%	106.83
Pacific Island, Hawaiian	0.01%	0.02%	177.09
Other/Multiple Races	1.41%	1.35%	95.54
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,032	18,176	
Less than 9th Grade	1.19%	0.95%	79.85
No High School Diploma	3.6%	2.78%	77.2
High School Graduate	15.76%	16.26%	103.18
Some College, no degree	13.64%	12.11%	88.85
Associate Degree	8.68%	8.83%	101.7
College Degree	37.47%	38.57%	102.93
Graduate/Prof. degree	19.67%	20.51%	104.23



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	1.92%	1.6%	83.03
\$10,000 to \$19,999	3.67%	3.21%	87.57
\$20,000 to \$29,999	2.93%	2.51%	85.74
\$30,000 to \$49,999	9.21%	8.23%	89.41
\$50,000 to \$59,999	7.35%	6.7%	91.21
\$60,000 to \$69,999	7.31%	6.76%	92.49
\$70,000 to \$79,999	8.53%	8.35%	91.1
\$80,000 to \$89,999	7.67%	7.89%	94.55
\$90,000 to \$99,999	6.24%	5.95%	95.26
\$100,000 to \$249,999	11.75%	12.18%	103.7
\$125,000 to \$149,999	10.13%	10.51%	103.69
\$150,000 to \$199,999	12.8%	14.2%	110.91
\$200,000 to \$249,999	4.94%	5.49%	110.95
\$250,000 or more	5.51%	6%	108.97
Median Household	91,836	97,079	105.71
Average Household	116,372	126,791	108.95
Per Capita Household	42,571	46,751	109.82

Family/Non-Family Household Income			
Median Family Income	102,586	111,337	108.53
Average Family Income	131,012	145,090	110.75
Median Non-Family Income	66,739	70,453	105.56
Average Non-Family Income	68,454	75,720	110.61

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.9%	73.08%	96.28
Families with Children	36.54	32.84	89.87
Families without Children	39.36	40.98	104.11
Non-Family Households			
% Non-Family Households	24.1%	26.92%	111.72
Non-Families with Children	0.15	0.12	111.72
Non-Families without Children	23.95	26.8	111.91
Housing Units			
Total Housing Units	10,063	11,476	114.04%
Vacant percent	15.18%	15.33%	100.94
Owned percent	79.46%	78.73%	99.08
Rented Percent	5.36%	5.94%	110.95
Households by Size			
Avg household size	2.73	2.71	99.27%
Avg family hh size	3.24	3.31	102.16%
Avg non-family hh size	1.15	1.09	94.78%
Households By Count of Persons			
One	1,748	2,264	129.52%
Two	2,728	2,885	105.76%
Three or Four	3,160	3,502	110.82%
Five+	899	1,066	118.58%



Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	361	1,358	818
Northern Europe	48	232	98
Western Europe	100	212	102
Southern Europe	42	35	34
Eastern Europe	52	144	40
Other Europe	0	0	0
Eastern Asia	22	95	64
So. Central Asia	23	97	121
SE Asia	0	52	29
Western Asia	0	3	9
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	8	2	0
Middle Africa	0	0	0
Northern Africa	0	2	11
Southern Africa	0	9	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	29	123
Caribbean	6	46	4
Central Amer.	15	149	59
South America	28	107	78
North America	17	144	46
Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,812	29,537	18,854
Spanish	218	764	350
Other Indo-Euro language	272	940	539
French (incl. Patois, Cajun)	63	292	159
French Creole	0	0	0
Italian	44	51	67
Portuguese	19	10	18
German	100	205	91
Yiddish	0	4	20
Other West Germanic	0	18	21
A Scandinavian Language	0	88	26
Greek	0	53	10
Russian	8	93	7
Polish	0	31	5
Serbo-Croatian	13	0	3
Other Slavic Language	10	0	0
Armenian	0	0	0
Persian	0	11	44
Gujarathi	0	7	40
Hindi	0	0	16
Urdu	0	11	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	9	0
Asian/PI languages	0	0	0
Chinese	45	62	40
Japanese	0	32	17
Korean	0	0	5
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	1	1
Laotian	0	0	0
Vietnamese	0	21	5
Other Asian	0	9	3
Tagalog	0	15	0
Other Pacific Is	0	0	6
Other languages	17	6	14
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	10	0	0
Arabic	0	3	11
Hebrew	0	3	3
African languages	0	0	0
Other unspecified	7	0	0



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Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	8,664	27,947	16,792
Arab	8	77	48
Armenian	0	5	12
Austrian	17	84	29
British	18	250	133
Canadian	43	87	6
Croatian	20	0	10
Czech	28	43	12
Czechoslovak	5	30	6
Danish	0	97	18
Dutch	20	365	127
English	897	3,822	2,913
European	64	472	530
Finnish	7	19	2
French (not Basque)	189	686	548
French Canadian	54	156	54
German	1,120	3,377	1,951
Greek	0	199	81
Hungarian	54	73	12
Iranian	0	22	52

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	921	2,955	1,855
Italian	558	1,316	552
Lithuanian	67	51	36
Norwegian	40	275	109
Polish	166	368	279
Portuguese	18	26	19
Romanian	0	18	6
Russian	43	258	86
Scandinavian	0	23	12
Scotch-Irish	242	1,217	903
Scottish	277	975	576
Slovak	12	27	64
Subsaharan African	103	250	120
Swedish	17	250	131
Swiss	23	99	40
Ukrainian	19	29	21
US/American	1,013	2,730	1,866
Welsh	93	167	99
West Indian	30	23	13
Yugoslavian	21	0	11
Other	2,457	7,027	3,451



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



Using the Demographic Indicators

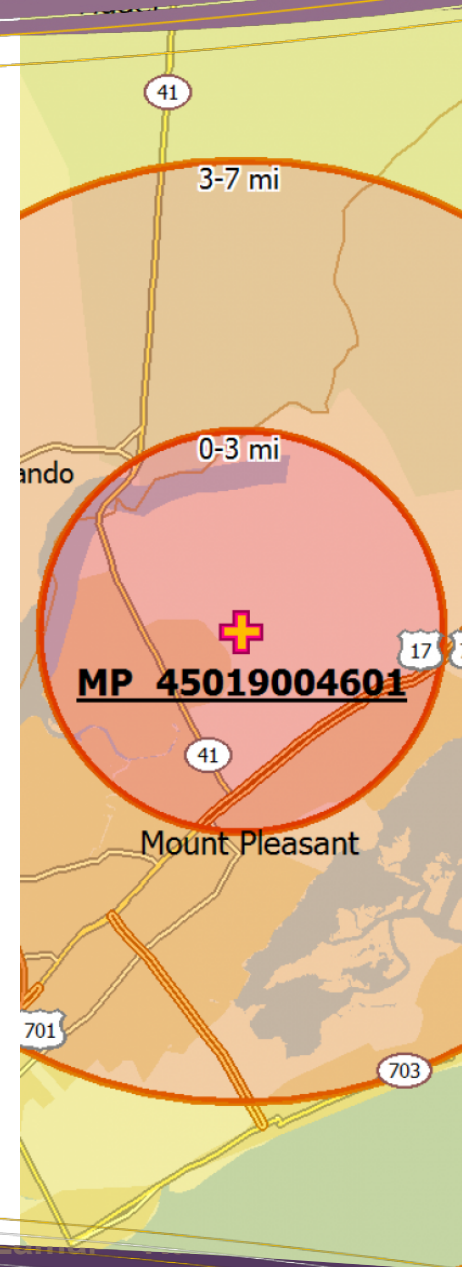
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,536	100%	5,903	100%
AFFLUENT SUBURBIA	7,558	88.54%	5,201	88.11%
America's Wealthiest	505	5.92%	405	6.86%
Dream Weavers	444	5.2%	318	5.39%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	25	0.29%	17	0.29%
Small Town Success	968	11.34%	670	11.35%
New Suburbia Fam.	5,616	65.79%	3,791	64.22%
UPSCALE AMERICA	176	2.06%	118	2%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	176	2.06%	118	2%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	110	1.29%	73	1.24%
Successful Urban Sprawl	15	0.18%	0	0%
2nd City Homebodies	84	0.98%	11	0.19%
Prime Middle America	0	0%	55	0.93%
Urban Optimists	11	0.13%	0	0%
Family Convenience	0	0%	7	0.12%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,536	100%	5,903	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	21	0.25%	15	0.25%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	21	0.25%	15	0.25%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



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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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,536	100%	5,903	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	664	7.78%	492	8.33%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	664	7.78%	492	8.33%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	7	0.08%	4	0.07%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	7	0.08%	0	0%
Comfy Country Living	0	0%	4	0.07%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,536	100%	5,903	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

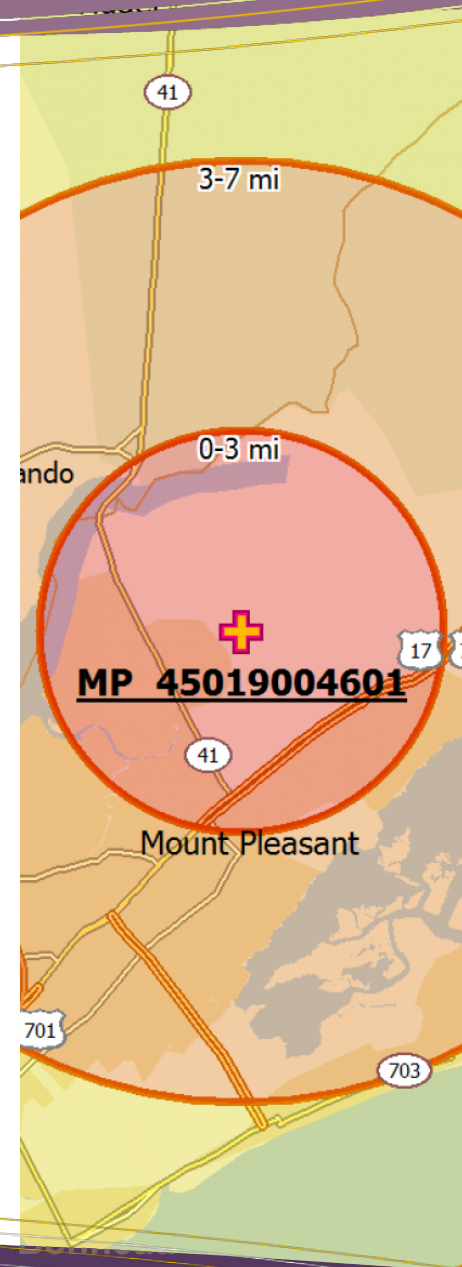
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	92%	88%	86%
Use Comp. for Internet/E-mail	82%	75%	73%
Internet Use: E-Mail	68%	64%	62%
Use Comp. for Word Processing	62%	56%	53%
Use Comp. for Shopping	58%	51%	47%
Use Comp. for Banking	55%	47%	44%
Use Comp. for Comp. Games	50%	46%	44%
Use Comp. for Digital Camera	50%	44%	42%
Photo Editing			
Use Comp. for Education	50%	43%	40%
HH Owns DVD Player	43%	39%	37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	41%	37%	35%
Internet Use: News/ Weather	40%	37%	37%
Use Comp. for News/Info./Data	40%	36%	34%
Service			
PC-Network-HH Has One	37%	31%	29%
Use Comp. for Personal Financial	29%	25%	24%
Mngmnt			
Use Comp. for Accounting	24%	21%	20%
Use Comp. for Telecommuting	23%	19%	17%
Internet Use: Shopping: Gathered	20%	19%	19%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	19%	18%	18%
Internet Use: Shopping: Made A	18%	17%	17%
Purchase			

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	72%	72%	71%
Dining Out (Not Fast Food)	66%	65%	65%
Reading Books	59%	60%	61%
Card Games	48%	46%	45%
Go To A Beach/Lake	45%	44%	43%
Board Games	39%	37%	35%
Cooking for Fun	38%	39%	40%
Gardening	35%	35%	35%
Visit Museum	27%	27%	28%
Going To	26%	25%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	62%	65%	66%
Gen./Fam. Practitioner	39%	40%	40%
Dentist	33%	33%	34%
None Of These	26%	23%	23%
Eye Dr.	20%	22%	22%
Backache	17%	19%	20%
High Cholesterol	16%	18%	18%
OB/GYN	16%	15%	15%
Hypertension/High Blood Pressure	13%	16%	17%
Acid Reflux Disease (GERD)	13%	13%	13%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	35.78%	35.76%	36.25%
Live Theater	25.55%	26.45%	27.89%
Rock/Pop Concerts Most Often	20.68%	20.5%	20.08%
Live Theater Most Often	20.65%	21.51%	22.81%
Comedy Club	13.05%	12.07%	11.67%
Dance Performance	10.62%	10.93%	11.61%
Movies: Action/Adventure	47.41%	45.17%	44.02%
Movies: Comedy	46.55%	44.67%	43.6%
Movies: Fam.	26.5%	24.06%	22.15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	25.32%	24.68%	24.99%
Movies: Romantic Comedy	24.91%	24.15%	23.97%
Movies: Mystery	18.42%	18.39%	18.91%
MLB Baseball Reg. Season	11.9%	11.66%	11.78%
College Football Reg. Season	11.78%	10.4%	9.83%
NFL Football Reg. Season	11.2%	10.14%	9.5%
College Basketball Reg. Season	7.91%	7.09%	6.73%
NBA Basketball Reg. Season	7.24%	6.76%	6.35%
NHL Hockey Reg. Season	5.77%	5.16%	5.06%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	49.5%	47.84%	47.6%
Swimming	43.32%	40.13%	38.78%
Bowling	29.46%	26.15%	24.51%
Weight Training	24.72%	23.3%	22.85%
Using Cardio Machine	24.45%	21.64%	21.25%
Jogging/Running	23.24%	21.21%	20.66%
Golf	23.09%	19.84%	18.72%
Billiards/Pool	22.31%	21.21%	20.45%
Basketball	19.14%	17.57%	16.58%
Mountain/Road Biking	18.9%	16.95%	16.16%
Camping Trips	16.04%	14.94%	14.36%
Stationary Cycling	15.85%	15.33%	15.54%
Freshwater Fishing	13.84%	14.54%	14.25%
Aerobics	12.87%	12.71%	13.06%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	12.52%	12.24%	12.34%
Baseball	11.79%	11.48%	11.1%
Tennis	11.66%	10.61%	10.5%
Power Boating	10.38%	9.46%	9.2%
Soccer	10.22%	9.42%	9.15%
Football	10%	9.93%	9.71%
Volleyball	9.13%	8.49%	8.27%
Yoga	8.97%	9.25%	9.63%
Target Shooting	8.67%	7.91%	7.22%
Downhill & X-Country	8.58%	7.62%	7.54%
Skiing			
Saltwater Fishing	7.68%	7.88%	7.7%
Jet Skiing	7.59%	6.71%	6.06%
Softball	7.18%	7.64%	7.72%
Ice Skating	7.17%	6.53%	6.36%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	7.09%	5.98%	5.49%
Roller Skating	6.85%	6.55%	6.23%
Motorcycling	6.66%	6.19%	5.68%
Canoeing/Kayaking	6.64%	7.24%	7.5%
Hunting	6.62%	7.05%	6.93%
Snorkeling	6.2%	6.24%	6.31%
Martial Arts	5.62%	4.98%	4.83%
Rock Climbing	4.81%	4.38%	4.17%
Horseback Riding	4.8%	5%	5.06%
Racquetball	4.23%	4.07%	4%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	4.18%	4.31%	4.32%
Snowboarding	4.13%	4.06%	4.04%
Fly Fishing	3.87%	4.07%	4.09%
Rowing	3.87%	3.58%	3.53%
Auto Racing	3.79%	3.35%	3.02%
Archery	3.62%	3.53%	3.62%
Hockey	3.55%	3.63%	3.66%
Skateboarding	3.2%	3.28%	3.25%
Snowmobiling	3.08%	3.22%	3.24%
Surfing & Windsurfing	2.86%	3.1%	3.24%



Potential Cultural Barriers -- Introduction (part 1)

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

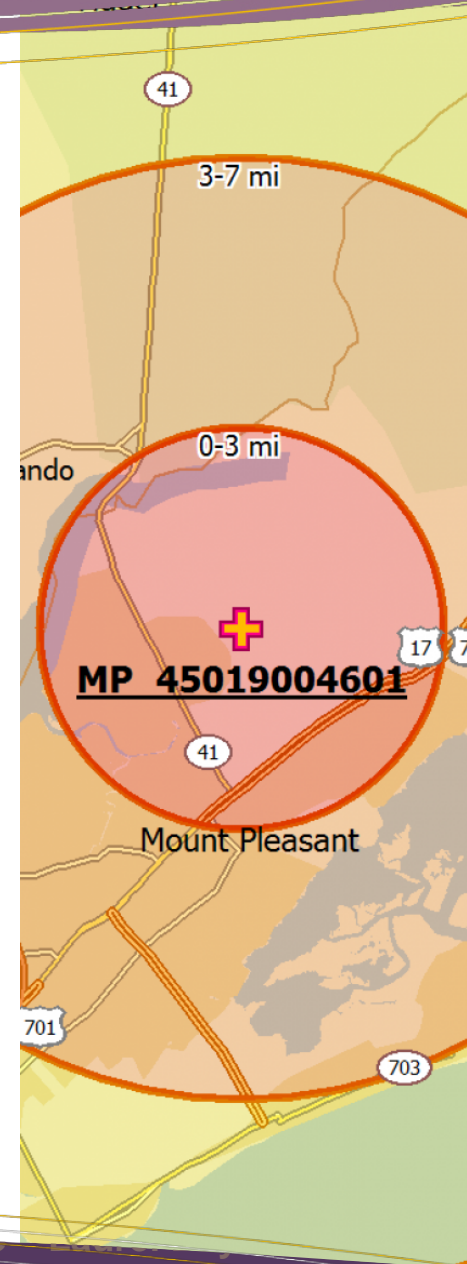
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

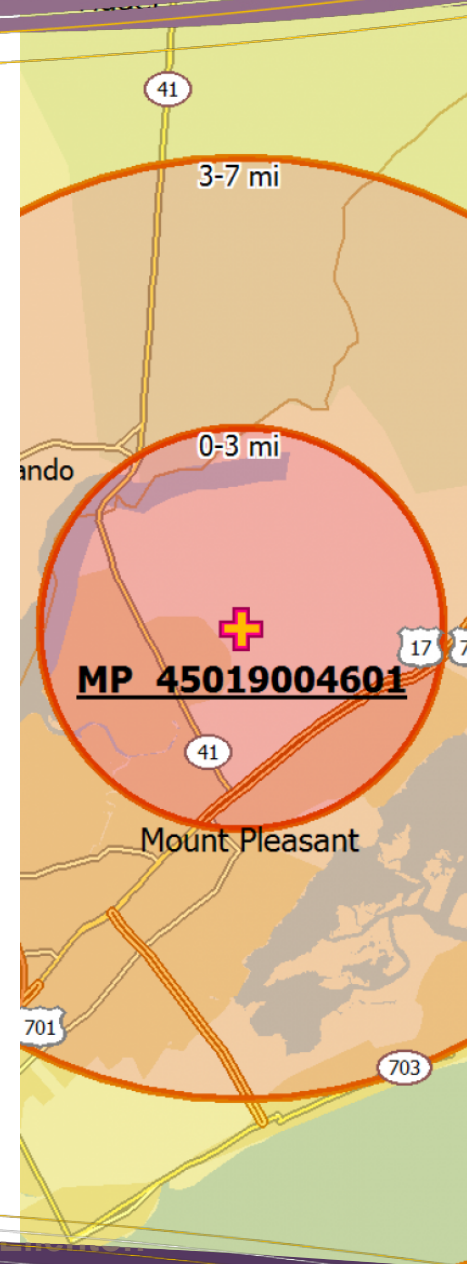
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

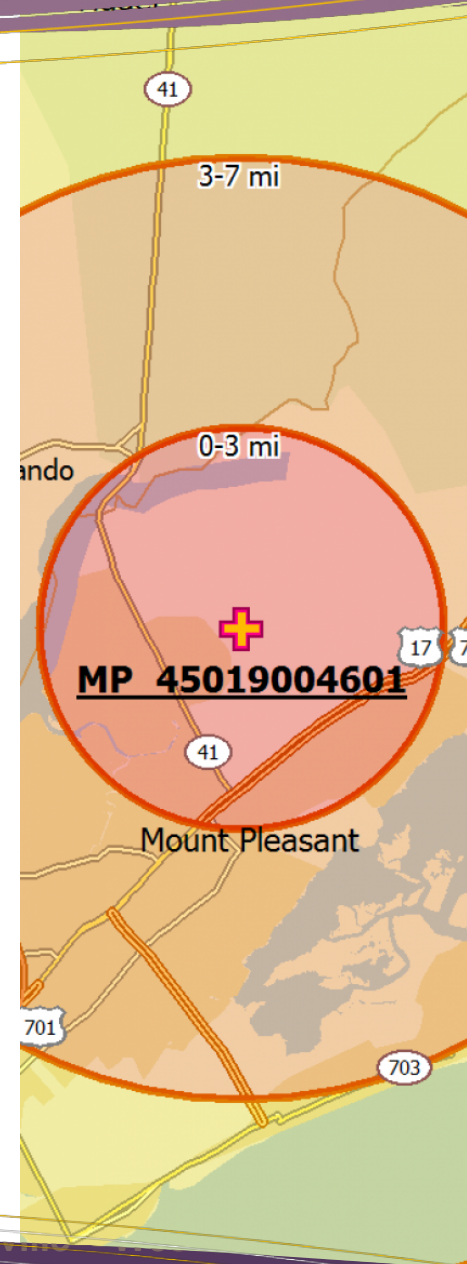
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%
Find It Difficult To Say No To My Kids	43%	42%	40%
Prefer To Have Few Possessions As Possible	38%	40%	42%
Woman's Place Is In The Home	37%	35%	34%
If Won Lottery Would Never Work Again	34%	33%	34%
Speak My Mind Even If It Upsets People	33%	34%	35%
Like Control Over People And Resources	31%	31%	31%
Don't Judge People/Way They Live Life	27%	28%	29%
Friends More Important Than My Fam.	27%	27%	29%
Like To Do Unconventional Things	26%	27%	26%
Marijuana Should Be Legalized	24%	23%	23%
Money Is Best Measure Of Success	24%	25%	26%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	21%	20%
Like to Stand Out In A Crowd	18%	19%	19%
I Am A Workaholic	17%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	18%	19%
Rarely Sit Down to a Meal Together At Home	15%	16%	16%
We Should Strive for Equality for All	14%	14%	14%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	13%	15%	16%
Indulge My Kids With The Little Extras	8%	8%	8%
On Whole People Get What They Deserve	8%	9%	10%
I Am A Perfectionist	7%	8%	8%
Little I Can Do To Change My Life	7%	7%	7%

Potential Cultural Themes

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

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



Potential Cultural Themes:

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

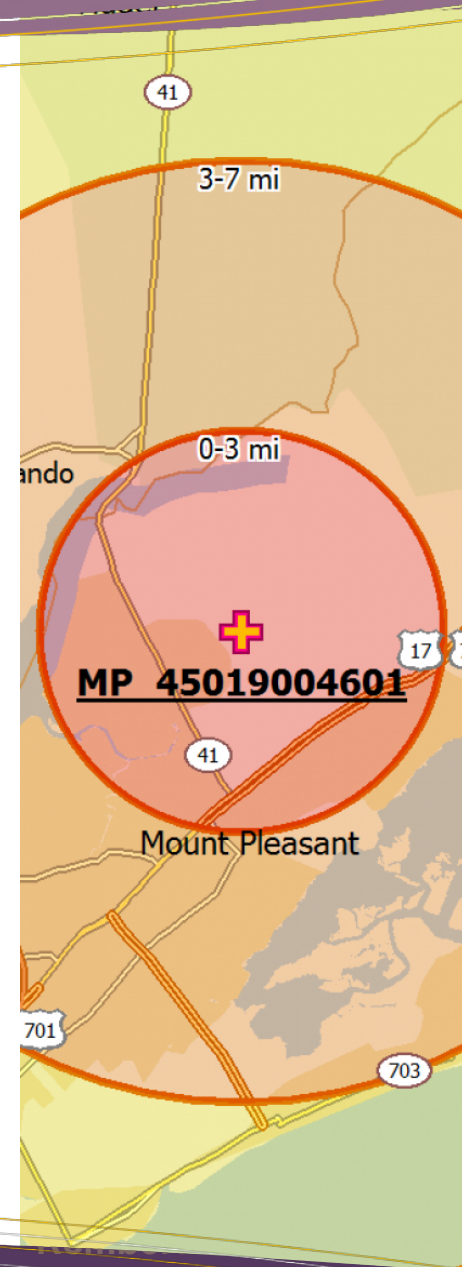
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	77%	73%	72%
You Should Seize Opportunities In Life	56%	57%	58%
Like To Understand About Nature	39%	39%	38%
Prefer To Have Few Possessions As Possible	38%	40%	42%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important Feel Respected By My Peers	30%	32%	34%
People Have To Take Me As They Find Me	29%	28%	28%
Worried About Pollution Caused By Cars	27%	25%	25%
Have Keen Sense Of Adventure	26%	27%	27%
Good At Fixing Things	25%	26%	26%
Important To Juggle Various Tasks	25%	27%	28%
Like To Just Enjoy Life	23%	24%	25%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	17%	16%	15%
Try Not To Worry About The Future	16%	15%	15%
Is An Important Part Of Who I Am	13%	13%	14%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	9%	10%	10%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Decor Particular Interest To Me	4%	4%	3%
Feel Very Alone In The World	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	88.37%	86.39%	84.82%
Fast Food/Drive-In Restaurant-Visit Any	87.41%	85.98%	84.43%
McDonald's	58.56%	56.71%	54.84%
Subway	36.16%	33.95%	31.92%
Wendy's	35.4%	33.24%	31.42%
Applebee's	34.89%	32.82%	30.82%
Burger King	34.33%	34.75%	34.01%
Taco Bell	32.54%	30.32%	28.8%
Kentucky Fried Chicken (KFC)	27.36%	27.49%	26.08%
Olive Garden	27.3%	24.83%	23.38%
Arby's	27.1%	24.79%	22.74%
Chick-Fil-A	23.51%	20.06%	17.8%

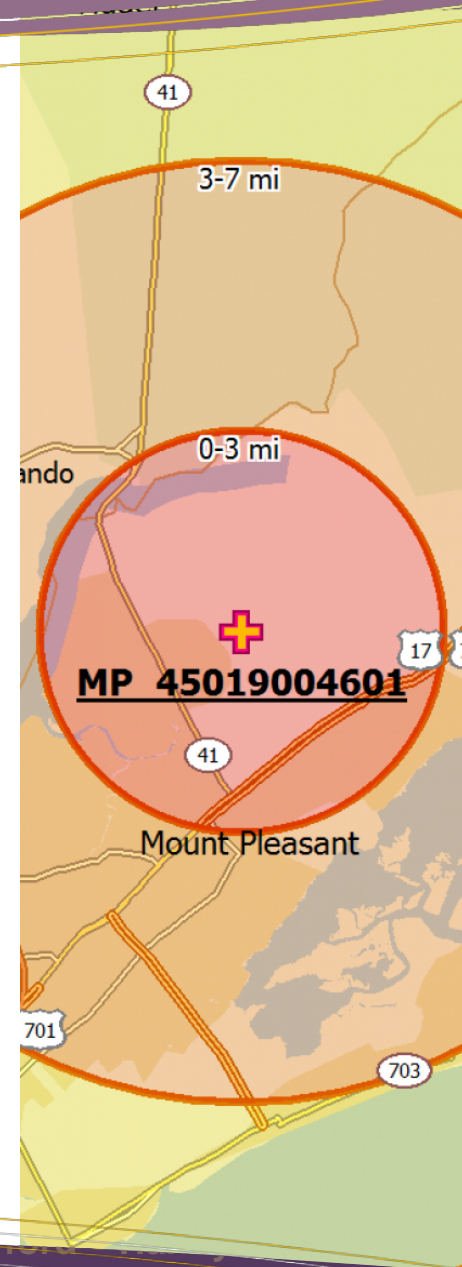
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chili's Grill and Bar	22.97%	19.89%	17.92%
Starbucks	22.73%	20.45%	19.53%
Pizza Hut	21.67%	21.18%	20.02%
Outback Steakhouse	20.84%	19.27%	18.52%
Cracker Barrel	18.47%	16.71%	15.46%
TGI Friday's	17.79%	16.78%	16.17%
Sonic	17.49%	15.07%	13.13%
Red Lobster	16.52%	16.44%	16.03%
Quiznos Sub	16.35%	15.57%	14.82%
IHOP (International House Of Pancakes)	16.28%	15.95%	15.55%
Dairy Queen	15.46%	15.53%	14.87%
Ruby Tuesday	14.16%	13.52%	12.74%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	52.6%	52.45%	52.88%
Recycled products	45.85%	44.03%	43.94%
Worked as volunteer (non political)	22.76%	21.34%	21.16%
Engaged in fund raising	13.3%	13.22%	13.26%
Religious club member	8.59%	8.68%	8.59%
Wrote to elected offcl about publ bus	7.73%	7.66%	7.88%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Addressed a public meeting	6.77%	6.35%	6.19%
Wrote to editor of mag or newspaper	6.51%	6.55%	6.57%
Charitable Organization	5.97%	6.21%	6.6%
Took active part in local civic issue	5.57%	5.88%	6.3%
Union member	5.29%	5.8%	6%
Wrote to editor of mag or newspaper	5.1%	4.9%	4.85%

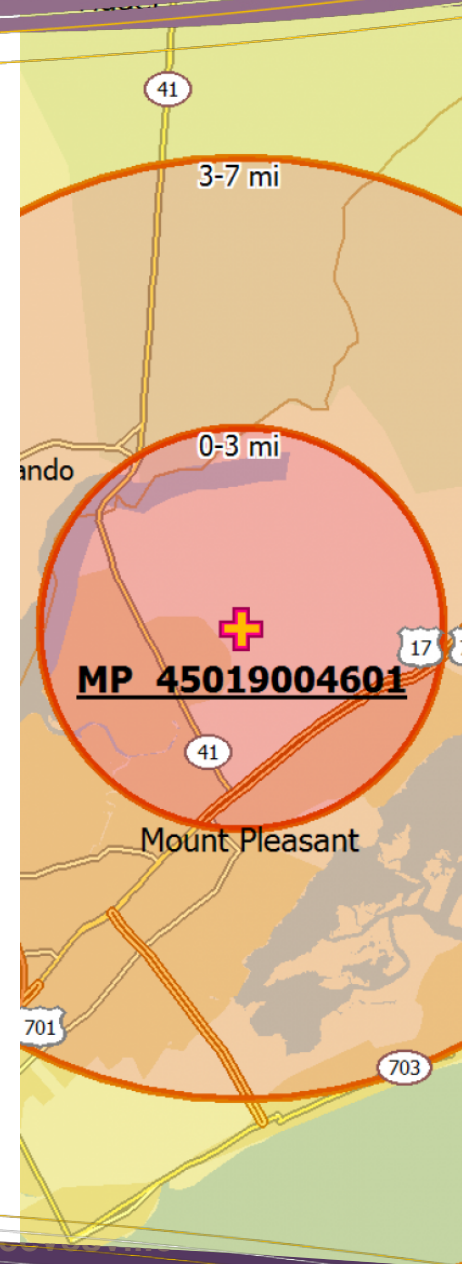


Intercultural Institute
for Contextual Ministry

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	23.31%	22.66%	22.81%
Children's Books	17.79%	16.78%	16.3%
Mystery	15.11%	14.23%	14.05%
Cookbooks	11.38%	11.58%	11.79%
Personal/Business	11.03%	10.08%	9.75%
Self-help			
Religious (not Bibles)	10.18%	10.03%	9.7%
History	10.1%	9.33%	9.26%
Biography	8.89%	8.75%	9.11%
Romance	8.56%	7.94%	7.5%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	73.89%	73.38%	73.81%
Gen. Editorial	49.54%	50.82%	51.88%
Womens	47.79%	46.98%	46.4%
Service	41.26%	39.16%	38.69%
Business/Finance	26.54%	25.96%	26.27%
Mens	21.25%	20.65%	20.52%
Sports	20.03%	18.58%	18.21%
Parenthood	16.9%	15.22%	14.28%
Health	14.24%	13.96%	13.86%



Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	59.9%	58.88%	58.97%
Business/Finance	38.09%	36.53%	36.57%
Sport	36.51%	35.12%	34.68%
Movie Listings & Reviews	30.74%	29.88%	30.11%
Editorial Page	30.22%	31.2%	31.87%
Classified	28.91%	29.07%	28.5%
Food/Cooking	27.27%	27.43%	28.03%
Travel	26.57%	25.51%	25.39%
Home/Gardening	25.83%	24.99%	24.91%
Comics	25.61%	25.99%	26.32%
TV/Radio Listings	23.48%	23.94%	24.59%
Science/Technology	21.87%	21.81%	22.1%
Fashion	17.29%	17.28%	17.52%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	23.53%	20.95%	20.1%
Country	19.91%	17.52%	15.88%
CHR Contemp Hit Radio	19.91%	19.22%	18.78%
News/Talk	19.03%	17.76%	17.75%
Alternative	15.42%	13.55%	13.41%
Classic Rock	13.45%	11.98%	11.35%
Rock	12.78%	12.28%	11.88%
Urban Contemporary	11.82%	15.14%	15.44%
Oldies	11.29%	11.5%	11.84%
Soft Contemporary	10.79%	9.52%	8.89%
Sports	8.32%	7.16%	6.92%
Variety	8.04%	9.48%	10.1%
All News	7.8%	8.68%	9.83%
Religious	7.49%	7.18%	6.92%
Jazz	7.42%	8.37%	8.61%
All Talk	6.04%	5.94%	5.95%
Public	5.18%	4.77%	4.84%
Classic Hits	5.17%	4.77%	4.43%



Intercultural Institute
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Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	72.35%	70.32%	69.01%
Satellite Dish	67.25%	61.4%	57.91%
Soapnet	56.89%	55.41%	54.77%
Other Video-On-Demand	44.63%	42.16%	41.04%
Comedy Central	43.96%	42.25%	42.7%
Sci-Fi Channel	41.32%	40.57%	39.68%
MSNBC	38.85%	37.37%	36.17%
Adult Pay Per View TV	34.63%	33.75%	33.12%
Video-On-Demand Movies	34.45%	31.3%	29.34%
ABC Fam.	34.42%	32.33%	32.29%
TV Info From Sunday TV Magazine	34.27%	32.56%	32.01%
Adult Swim	34.26%	31.73%	30.7%

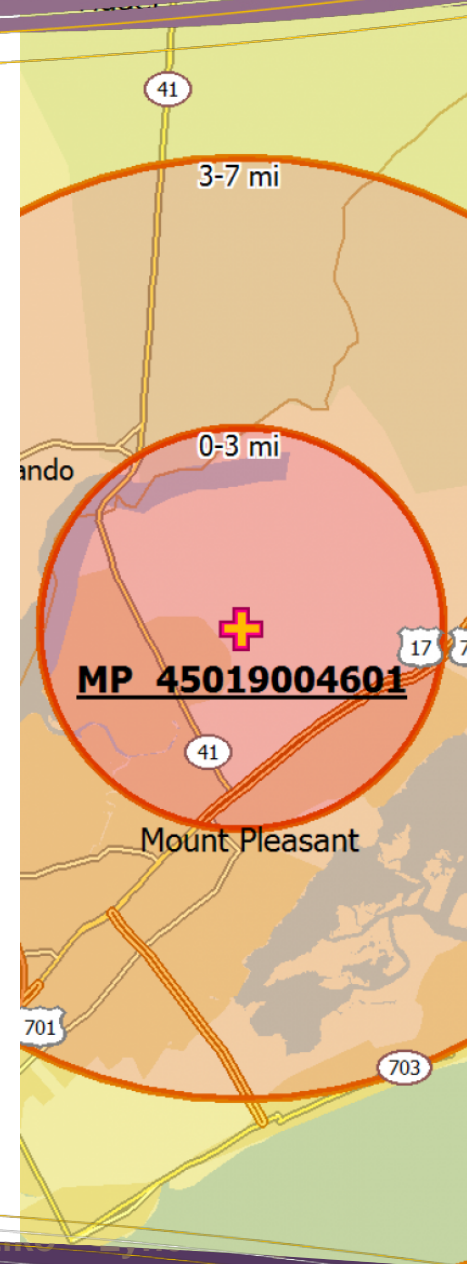
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	33.72%	32.12%	31.02%
ESPN Classic	32.51%	30.96%	31.53%
Subscribe Digital Cable	32.36%	31.09%	30.77%
Nickelodeon	32.3%	31.05%	29.77%
The Golf Channel	32.28%	30.76%	29.96%
TV Info From Newspapers	31%	29.75%	28.61%
Nick At Nite	30.91%	29.38%	28.27%
Encore	30.4%	26.07%	23.51%
TCM (Turner Classic Movies)	29.83%	29.02%	28.69%
USA Network	29.08%	27.83%	27.75%
ESPN2	28.41%	27.88%	28.5%
TV Info From Monthly Cable Guide	28.28%	26.79%	25.57%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	26.33%	25.42%	25.28%
Medium Users (4-6)	15.03%	13.61%	13.33%
Light Users (1-3)	21.44%	21.15%	20.97%
Quintiles (20%)			
Newspaper I (Heavy)	1.53%	1.3%	1.17%
Newspaper II	1.03%	1.16%	1.2%
Newspaper III	3.32%	2.84%	2.7%
Newspaper IV	0.68%	0.45%	0.33%
Newspaper V (Light)	0.92%	0.87%	0.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.9%	21.37%	20.02%
Magazines II	10.28%	9.41%	9.02%
Magazines III	10.96%	10.12%	9.76%
Magazines IV	14.33%	12.71%	11.69%
Magazines V (Light)	0.35%	0.67%	0.72%
Outdoor I (Heavy)	6.27%	6.87%	7.42%
Outdoor II	2.5%	2.72%	2.84%
Outdoor III	3.79%	3.53%	3.41%
Outdoor IV	14.14%	14.99%	15.49%
Outdoor V (Light)	21.26%	23.02%	24.11%
Yellow Pages I (Heavy)	11.65%	12.82%	13.34%
Yellow Pages II	5.71%	6.42%	7.08%
Yellow Pages III	3.87%	4.73%	5.07%
Yellow Pages IV	17.4%	19.41%	20.07%
Yellow Pages V (Light)	2.23%	2.59%	2.92%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.74%	2.7%	2.77%
Drive Time III (Medium)	0.19%	0.34%	0.36%
Radio IV & V (Light)	2.07%	2.26%	2.25%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	13.06%	10.88%	9.8%
Radio III (Medium)	6.12%	5.43%	5.1%
Radio IV & V (Light)	3.06%	3.37%	3.32%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	19.06%	18.97%	18.76%
Cable III (Medium)	4.98%	4.79%	4.54%
Cable IV & V (Light)	33.31%	33.68%	33.71%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.03%	3.22%	3.37%
Prime Time III (Medium)	2.36%	2.04%	1.95%
Prime Time IV & V (Light)	12.05%	9.72%	8.38%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.61%	39.04%	40.42%
Fringe III (Medium)	46.77%	48.35%	49.4%
Fringe IV (Light)	49.13%	51.57%	52.49%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.4%	13.05%	13%
All Day III (Medium)	22.1%	22.34%	22.83%
All Day IV (Light)	12.69%	13.13%	13.78%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.3%	12.84%	12.97%
6:00am - 10:00am	23.72%	22.93%	23.33%
10:00am - 3:00pm	7.84%	8.09%	8.34%
3:00pm - 7:00pm	13.43%	13.13%	12.78%
7:00pm - Midnight	14.75%	15.28%	16.13%
Midnight - 6:00am	5.45%	6.18%	6.58%
Weekend Radio			
Listeners			
Dayparts [summary]	15.59%	15.11%	14.49%
6:00am - 10:00am	4.37%	4.62%	5.13%
10:00am-3:00pm	10.17%	9.13%	9.3%
3:00pm - 7:00pm	7.83%	7.51%	7.22%
7:00pm - Midnight	9.68%	9.8%	9.82%
Midnight - 6:00am	11.02%	11.69%	12.24%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	14.22%	12.38%	11.59%
Saturday: 8:00-11:00pm	8.03%	8.74%	8.85%
Sunday: 7:00-11:00pm	13.83%	12.38%	11.54%
9:00am-1:00pm	30.91%	29.38%	28.27%
9:00am-4:00pm	34.5%	33.61%	32.7%
4:00pm-7:00pm	35.06%	34.58%	33.75%
11:00pm-1:00am	47.49%	45.83%	44.31%
AVG Prime time	3.99%	3.86%	3.88%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.44%	19.52%	19.76%
7-9am	28.41%	27.88%	28.5%
9am-12noon	26.23%	24.92%	23.99%
12noon-4pm	8.28%	8.68%	8.71%
4-6pm	63.87%	61.71%	60.29%
6-7pm	20.41%	19.84%	19.18%
7-7:30pm	1.95%	2.28%	2.41%
7:30-8pm	11.63%	11.65%	11.31%
8-11pm	14.22%	12.38%	11.59%
11pm-12am	38.85%	37.37%	36.17%
11pm-1am	47.49%	45.83%	44.31%
1-6am	39.09%	37.91%	37.46%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	23.06%	22.34%	22.09%
Sat: 10am-1pm	9.93%	9.31%	9.19%
Sat: 1-4pm	29.68%	28.37%	27.62%
Sat: 4-6pm	9.33%	8.87%	8.51%
Sat: 6-7pm	1.6%	2.02%	2.3%
Sat: 7-8pm	1.42%	1.55%	1.6%
Sat: 8-11pm	8.03%	8.74%	8.85%
Sat: 11pm-1am	5.42%	5.86%	6.14%
Sat: 1am-7pm	29.08%	27.83%	27.75%
Sun: 7-10am	2.11%	2.3%	2.44%
Sun: 10am-1pm	7.05%	6.84%	6.69%
Sun: 1-4pm	8.41%	7.79%	7.19%
Sun: 4-7pm	18.44%	16.27%	14.75%
Sun: 7-11pm	13.83%	12.38%	11.54%
Sun: 11pm-1am	7.09%	6.37%	5.99%
Sun: 1-7am	27.83%	25.7%	24.21%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

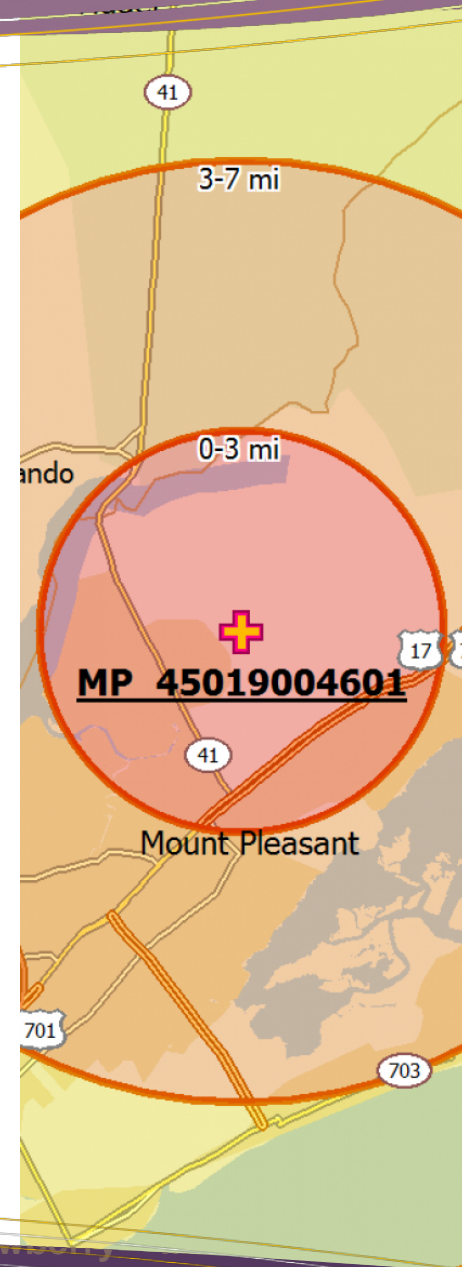


Your MissionSite and the Missional Suite

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

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

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



Intercultural Institute
for Contextual Ministry

Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Wando	1081 Reflectance Drive Wando, SC 29492	3.25 mi	0	
2	Oceanside Baptist Fellowship	PO Box 2340 Mount Pleasant, SC 29465	3.59 mi	0	
3	New Covenant	PO Box 1694 Mt Pleasant, SC 29465	3.59 mi	0	
4	Unity	950 Whipple Road Mt Pleasant, SC 29464	3.63 mi	0	
5	East Cooper	361 Egypt Rd Mt Pleasant, SC 29464	4.80 mi	0	
6	Isle of Palms	PO Box 118 Isle Of Palms, SC 29451	7.12 mi	0	
7	Mt Pleasant First	681 McCants Dr Mt Pleasant, SC 29464	8.49 mi	0	
8	Sullivans Island	PO Box 156 Sullivans Island, SC 29482	9.87 mi	0	
9	Awendaw First	6194 N Highway 17 Awendaw, SC 29429	9.92 mi	0	
10	Cooper River	1059 Crawford Street North Charleston, SC 29405	10.71 mi	0	
11	Pittman Street	5105 Pittman St North Charleston, SC 29405	10.90 mi	0	
12	Citadel Square	328 Meeting St Charleston, SC 29403	11.11 mi	0	
13	Portside	1179 Remount Rd North Charleston, SC 29406	11.15 mi	0	
14	Central	26 Radcliffe St Charleston, SC 29403	11.33 mi	0	
15	Holmes Avenue	4602 Durant Ave North Charleston, SC 29405	11.46 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Charleston First	48 Meeting St Charleston, SC 29401	11.50 mi	0	
17	Southside	87 Beaufain St Charleston, SC 29401	11.65 mi	0	
18	Friendship	5032 Lackawanna Blvd North Charleston, SC 29405	11.72 mi	0	
19	North Charleston First	4217 Rivers Ave North Charleston, SC 29405	11.72 mi	0	
20	Lighthouse Church	1177C Gregorie Ferry Road Mt Pleasant , SC 29466	11.92 mi	0	
21	Remount	1520 Remount Rd North Charleston, SC 29406	12.15 mi	0	
22	Northbridge	1160 Sam Rittenberg Blvd Charleston, SC 29407	12.76 mi	0	
23	Hopewell	3115 Steed Creek Rd Huger, SC 29450	12.85 mi	0	
24	Highland Park	6211 N Murray Ave Hanahan, SC 29410	12.97 mi	0	
25	New Beginnings Community	849 Fort Johnson Road Charleston, SC 29412	13.79 mi	0	
26	Ashley River	1101 Savannah Hwy Charleston, SC 29407	13.90 mi	0	
27	Wando Woods	4123 Dorsey Ave Charleston, SC 29405	13.91 mi	0	
28	Pinecrest	1285 Ashley Hall Rd Charleston, SC 29407	13.99 mi	0	
29	Palmetto Community	1965 Bees Ferry Rd Charleston, SC 29414	14.54 mi	0	
30	Riverbluff Church	5421 Riverbluff Parkway North Charleston, SC 29420	14.57 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Grace Community Fellowship	2427 Midland Park Road North Charleston, SC 29405	14.57 mi	0	
32	Iglesia Hispana Nueva Vida	2427 Midland Park Road North Charleston, SC 29406	14.58 mi	0	
33	James Island	2023 Wappoo Dr Charleston, SC 29412	14.63 mi	0	
34	St Andrews Parish First	913 Wappoo Rd Charleston, SC 29407	14.81 mi	0	
35	International Christian Mission	108 Springhall Drive Goose Creek, SC 29445	14.82 mi	0	
36	Harbour Lake	1056 Redbank Rd Goose Creek, SC 29445	14.82 mi	0	
37	Fort Johnson	1473 Camp Rd Charleston, SC 29412	14.92 mi	0	
38	Pierpont	2508 Ashley River Rd Charleston, SC 29414	15.19 mi	0	
39	Northwood	2200 Greenridge Rd North Charleston, SC 29406	15.31 mi	0	
40	Iglesia Evangelica-La Luz del Mundo	13 San Miguel Road Charleston, SC 29407	15.41 mi	0	
41	Charleston	13 San Miguel Rd Charleston, SC 29407	15.44 mi	0	
42	Providence	294 Seven Farms Drive Charleston, SC 29492	15.58 mi	0	
43	Deer Park	8875 University Blvd North Charleston, SC 29406	15.89 mi	0	
44	Riverbend	7035 Dorchester Rd North Charleston, SC 29418	16.22 mi	0	
45	Calvary Bible Church	3262 Landmark Dr. North Charleston, SC 29418	16.25 mi	0	



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

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