

# MissionSite

top unreached locations



MYRTLE BEACH, SC

CENSUS TRACT: 45051051500

REGION: Pee Dee Country

ASSOCIATION: Horry County

COUNTY: Horry

SITESCAPE: Townscape

DENSITY PATTERN: M Stuckey Piedmont Conway



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



**South Carolina Baptist Convention**

# MissionSite (TM) Table of Contents

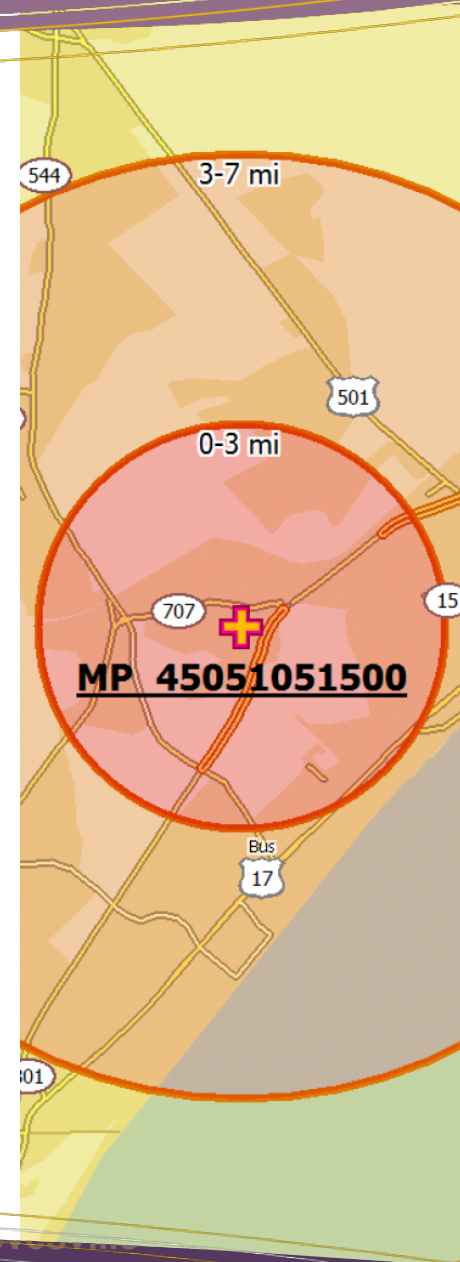
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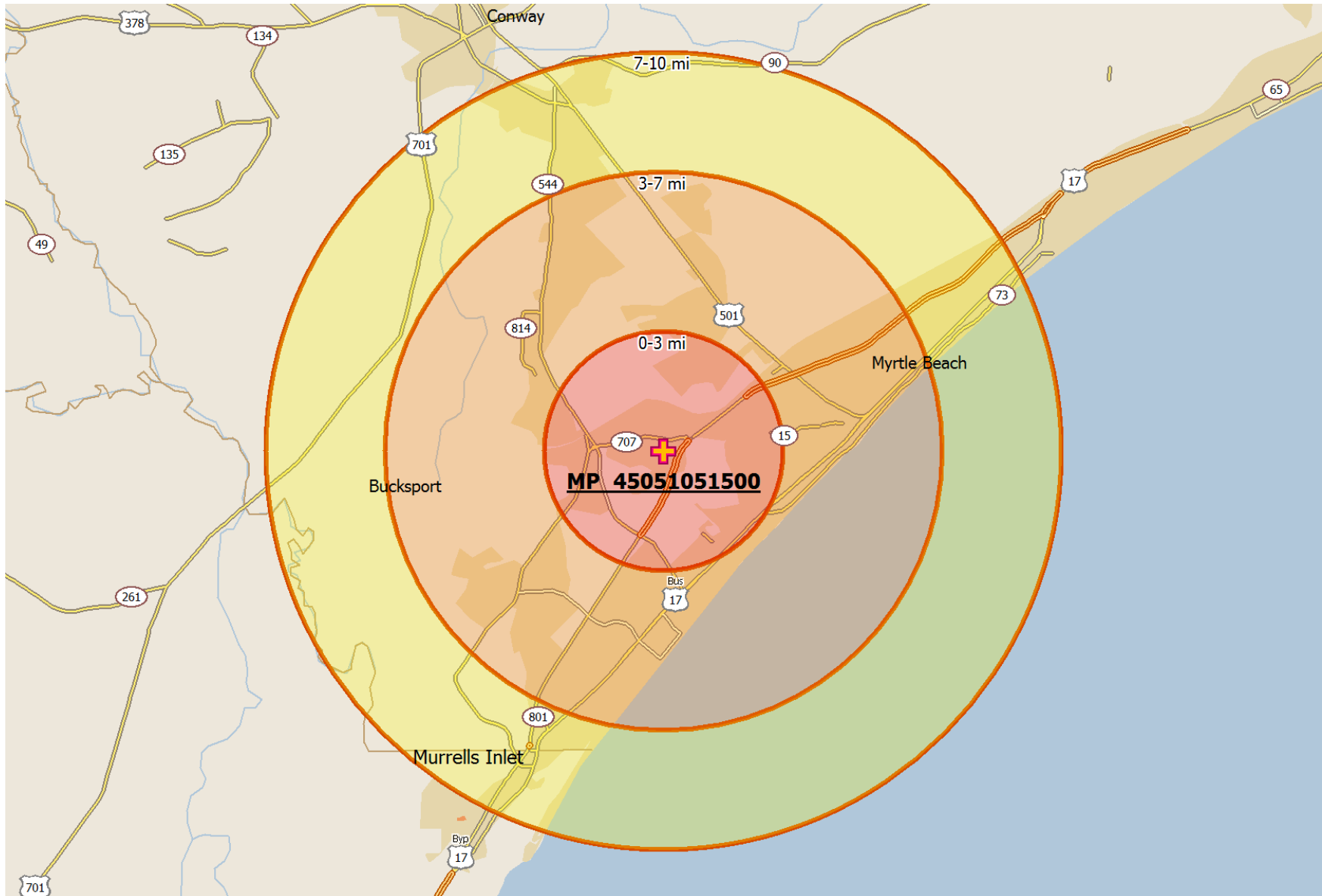
## Site Location Summary

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 0-3 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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	4504	Pee Dee Country
2	Association	45AUN	Horry County
3	County Location	45051	Horry
4	Zipcode	29588	Horry
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	M	50000-100000-50000



# Site Location Summary - Map of the Site Location

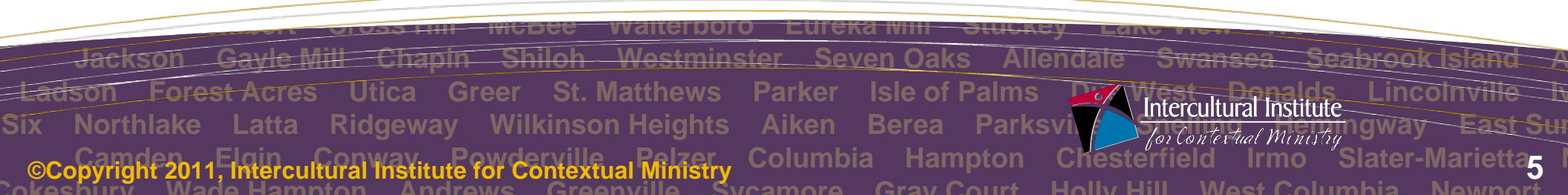




# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	34,079	83,074	38,428
2010 Households	14,218	37,211	17,216
2010 Group Quarters Population	88	312	900

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	35	40	29
Language Diversity National Index	41	39	36
Foreign Born Diversity National Index	63	74	66
Ancestry Diversity National Index	86	88	92
Racial Diversity National Index	34	31	31

# 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](http://MissionalCyclopedia.org) website.

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

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,786	12.56%
Mainstay Communities	Established, Diverse Households	3,869	27.21%
Working Communities	Blue-collar, Working Families	2,677	18.83%
Country Communities	Rural, Agri. & Mining Families	1,208	8.5%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,383	30.83%
Urban Communities	High Density, Inner-city Neighborhoods	295	2.07%

# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at [MissionalCyclopedia.org](http://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](http://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	79,024	9,791	12.39%
Unreached %	67.97%	68.87%	101.31
Religious But NOT Evangelical HH	17,867	2,056	11.5%
Religious But NOT Evangelical %	15.37%	14.46%	94.07
Spiritual But NOT Relig or Evang HH	14,831	1,833	12.36%
Spiritual But NOT Relig or Evang %	12.76%	12.89%	101.06
Not Evangelical, Not Interested HH	46,524	5,902	12.69%
Not Evangelical, Not Interested %	40.02%	41.51%	103.74



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of SCBC Churches	122	2	1.64%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	15,175	1,804	11.89%
Active Evangelical Percent	13.05%	12.69%	97.21
Inactive Evangelical Households	22,060	2,623	11.89%
Inactive Evangelical Percent	18.98%	18.45%	97.21
# New Churches Needed	0	5	0%

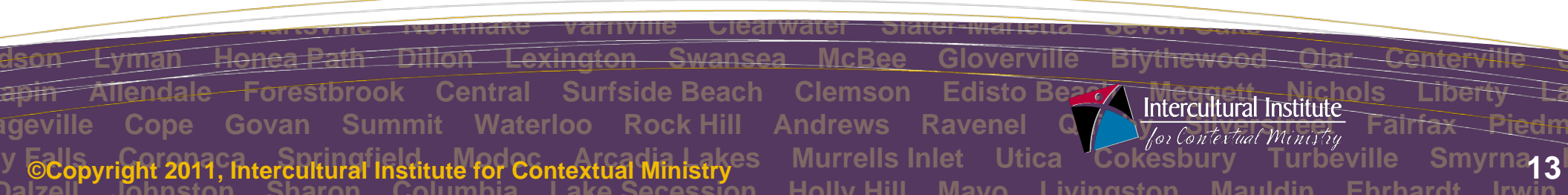


# Spirituality Indicators - 30 Closest SCBC Churches

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	Lakeside	1.27 mi
2	Chapel By The Sea	1.27 mi
3	Forestbrook	3.03 mi
4	PSC2: Legacy Church	3.50 mi
5	Palmetto Shores Church	3.50 mi
6	Live Oak Church	3.50 mi
7	Socastee	3.66 mi
8	Midway Missionary	3.71 mi
9	Wellspring Church	3.80 mi
10	Victory	3.80 mi
11	Surfside Beach First	4.01 mi
12	Solid Rock	4.45 mi
13	Glenns Bay	4.55 mi
14	Myrtle Beach First	4.81 mi
15	First Brazilian	4.82 mi

	CHURCHES	DIST.
16	Carolina Forest Community	4.85 mi
17	West Myrtle Beach First	5.81 mi
18	A Simple Church Network	7.21 mi
19	Greenwood	8.02 mi
20	Murrells Inlet First	8.90 mi
21	Low Country Community	8.90 mi
22	Garden City	8.90 mi
23	Collins Creek	8.90 mi
24	Sweetwater Branch	8.94 mi
25	Ocean View	9.36 mi
26	Ridgefield	10.08 mi
27	Pauley Swamp	11.06 mi
28	Juniper Bay	11.06 mi
29	High Point	11.06 mi
30	Mercy	11.45 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.



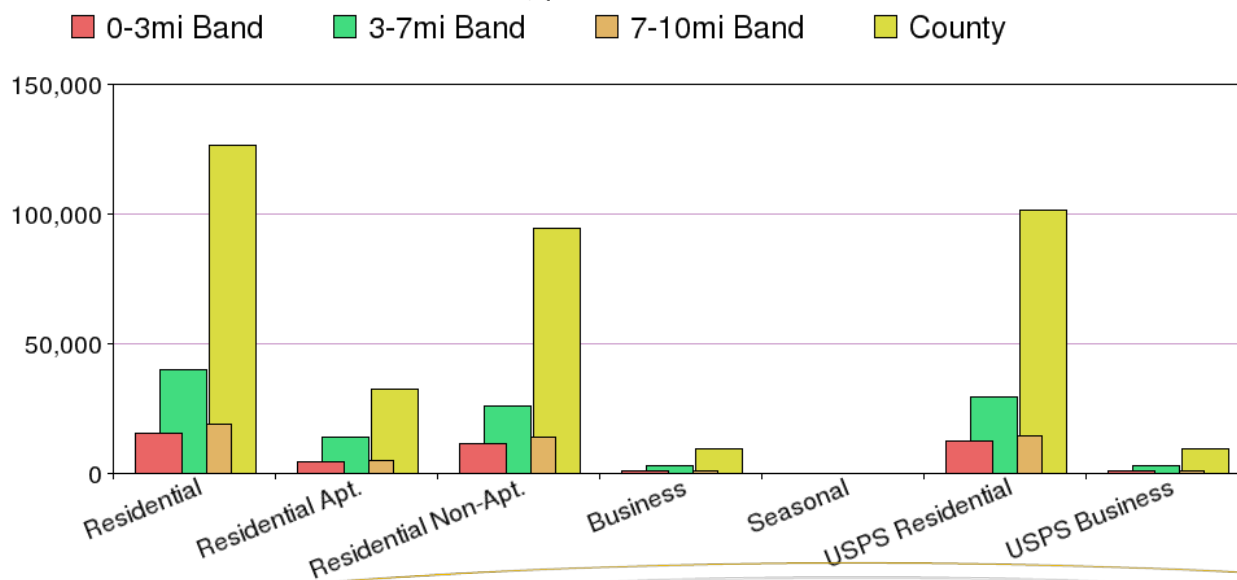
# Current Demographic Summary

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	144,053	18,596	12.91%
2000 Population	196,629	22,070	11.22%
2010 Population	270,347	34,079	12.61%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,766	5,779	10.36%
2000 Households	81,800	8,887	10.86%
2010 Households	116,259	14,218	12.23%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	15,713
Residential Apt.	4,336
Residential Non-Apt.	11,377
Business	930
Seasonal	0
USPS Residential	12,411
USPS Business	874

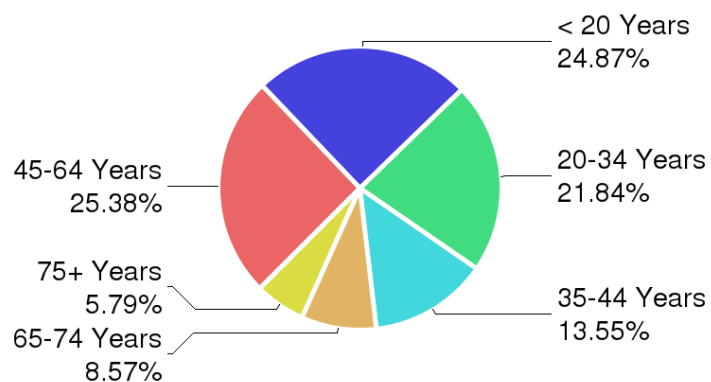
# Current Demographic Summary

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	5.28%	6.03%	114.2
4-5 Years	2.41%	2.63%	109.13
6-8 Years	3.5%	3.89%	111.14
9-11 Years	3.33%	3.58%	107.51
12-13 Years	2.14%	2.32%	108.41
14-17 Years	4.31%	4.36%	101.16
18-19 Years	2.13%	2.07%	97.18
0-5 Years	7.69%	8.66%	112.61
6-12 Years	7.92%	8.65%	109.22
13-19 Years	7.51%	7.57%	100.8
< 20 Years	23.12%	24.88%	107.61
20-34 Years	18.54%	21.85%	117.85
35-44 Years	12.29%	13.55%	110.25
45-64 Years	26.83%	25.39%	94.63
65-74 Years	11.21%	8.57%	76.45
75+ Years	8.01%	5.79%	72.28
Median Age	42	38	91.1
Median Age (Male)	40	37	92.83
Median Age (Female)	43	39	89.95

Age Group Percentages

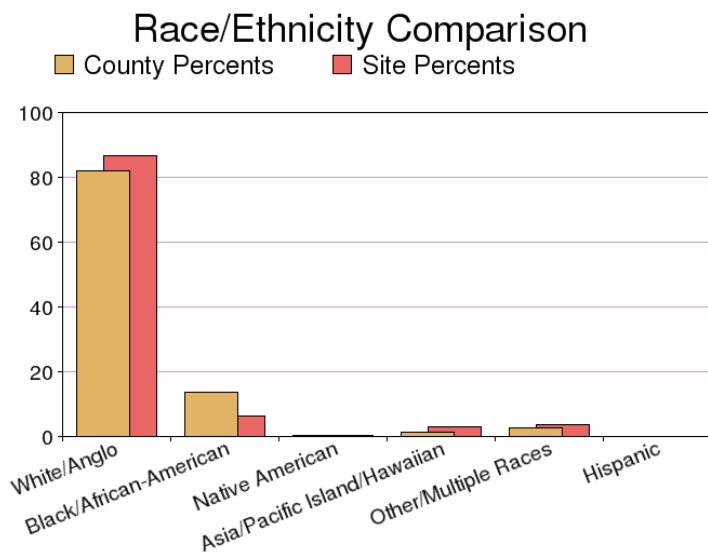


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	81.91%	86.74%	105.9
Black, African-American	13.73%	6.43%	46.84
Native American	0.42%	0.29%	68.68
Asian	1.11%	2.79%	250.46
Pacific Island, Hawaiian	0.07%	0.09%	125.26
Other/Multiple Races	2.76%	3.66%	132.53
Hispanic	0%	7.54%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	192,563	23,396	
Less than 9th Grade	4.27%	2.65%	160.71
No High School Diploma	9.39%	7.38%	127.26
High School Graduate	35.87%	33.14%	108.24
Some College, no degree	19.23%	22.68%	84.8
Associate Degree	10.28%	12.39%	82.93
College Degree	13.77%	15.06%	91.41
Graduate/Prof. degree	7.2%	6.69%	107.5

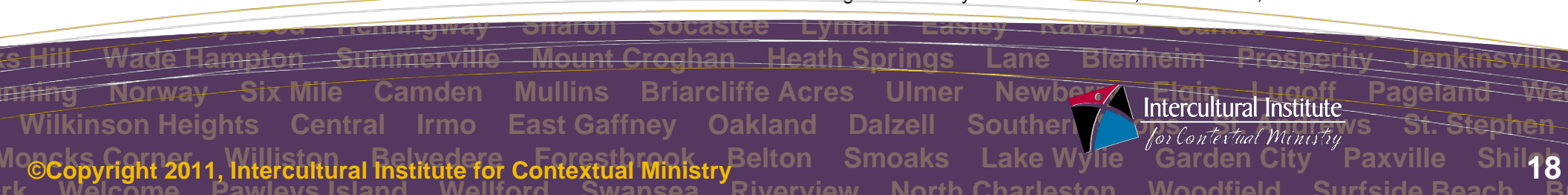


# Current Demographic Summary

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	6.93%	5.16%	97.81
\$10,000 to \$19,999	12.44%	9.45%	76.01
\$20,000 to \$29,999	13.12%	11.51%	87.67
\$30,000 to \$49,999	24.73%	26.35%	106.55
\$50,000 to \$59,999	8.99%	8.33%	92.58
\$60,000 to \$69,999	7.77%	10.48%	134.89
\$70,000 to \$79,999	6.51%	8.62%	132.32
\$80,000 to \$89,999	4.92%	6.29%	127.9
\$90,000 to \$99,999	3.13%	3.59%	114.72
\$100,000 to \$124,999	5.26%	4.9%	93.2
\$125,000 to \$149,999	2.76%	2.61%	94.71
\$150,000 to \$199,999	2.04%	1.94%	95.3
\$200,000 to \$249,999	0.53%	0.33%	62.19
\$250,000 or more	0.87%	0.44%	49.95
Median Household	43,205	48,940	113.27
Average Household	57,798	59,599	103.12
Per Capita Household	25,115	24,865	99
Family/Non-Family Household Income			
Median Family Income	52,281	59,662	114.12
Average Family Income	68,147	68,823	100.99
Median Non-Family Income	30,966	34,362	110.97
Average Non-Family Income	39,462	42,525	107.76

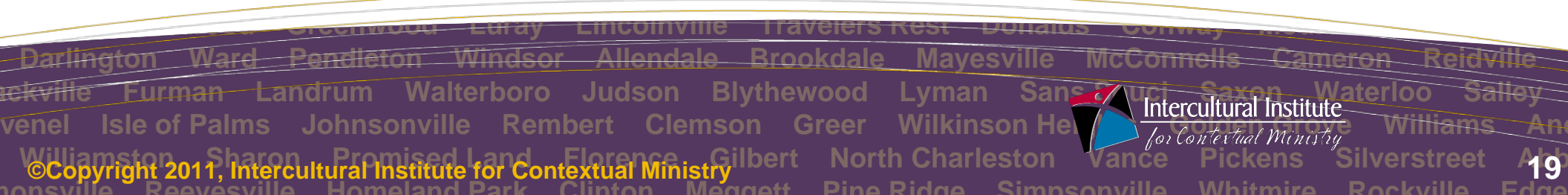


# Current Demographic Summary

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	63.92%	63.48%	99.3
Families with Children	28.68%	31.99%	111.54
Families without Children	35.24%	31.48%	89.34
Non-Family Households			
% Non-Family Households	36.08%	36.52%	101.23
Non-Families with Children	0.38	0.28	73.67
Non-Families without Children	35.7	36.24	101.53
Housing Units			Index
Total Housing Units	179,009	18,062	
Vacant percent	35.05%	21.28%	60.71
Owned percent	46.13%	51.77%	112.23%
Rented Percent	18.81%	26.95%	143.22
Households by Size			Index
Avg household size	2.30	2.39	103.91
Avg family hh size	2.89	2.95	102.08
Avg non-family hh size	1.26	1.41	111.9
Households By Count of Persons			Percent
One	32,016	3,525	11.01%
Two	46,487	5,530	11.9%
Three or Four	30,731	4,249	13.83%
Five+	7,025	916	13.04%



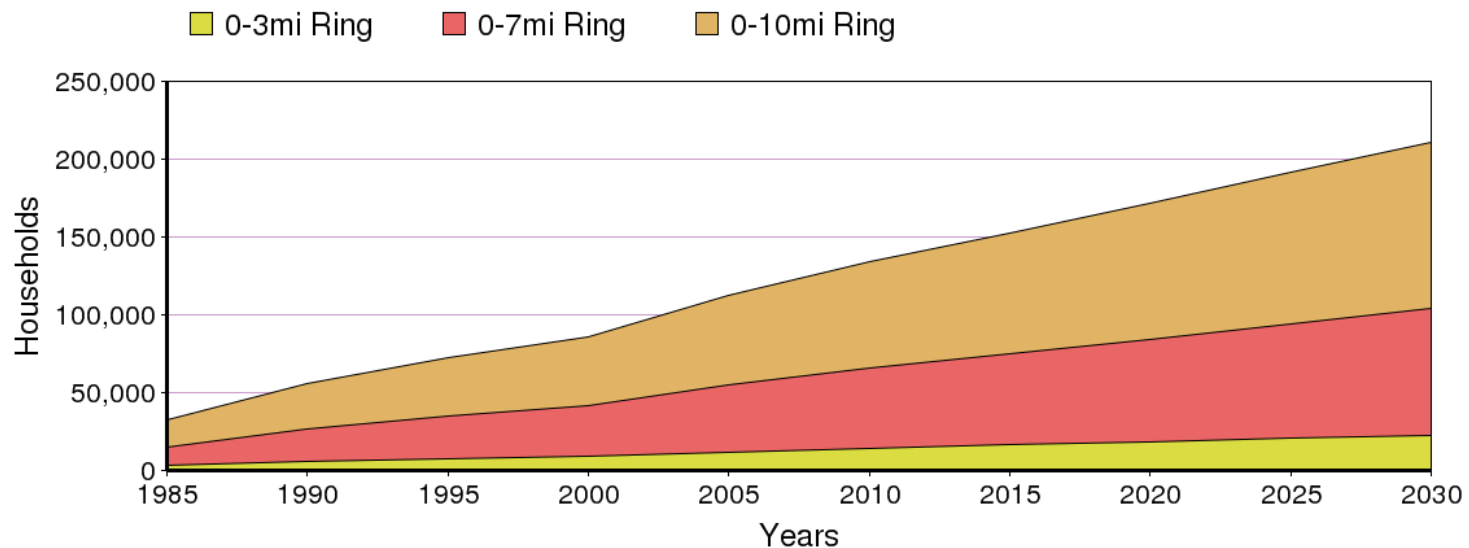
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	144,053	18,596	12.91%
2000 Population	196,629	22,070	11.22%
2010 Population	270,347	34,079	12.61%
2015 Population	302,727	39,559	13.07%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	55,766	5,779	10.36%
2000 Households	81,800	8,887	10.86%
2010 Households	116,259	14,218	12.23%
2015 Households	127,901	16,251	12.71%

Household Change from 1985 to 2030



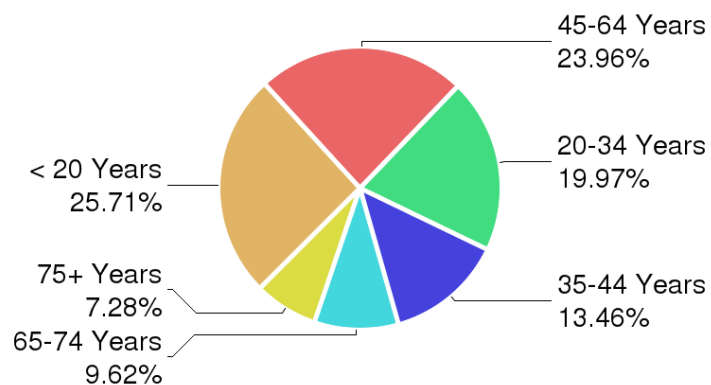
# Projected Demographic Summary

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	6.03%	6.05%	100.33
4-5 Years	2.63%	2.76%	104.94
6-8 Years	3.89%	4.19%	107.71
9-11 Years	3.58%	3.81%	106.42
12-13 Years	2.32%	2.38%	102.59
14-17 Years	4.36%	4.46%	102.29
18-19 Years	2.07%	2.06%	99.52
0-5 Years	8.66%	8.8%	101.62
6-12 Years	8.65%	9.23%	106.71
13-19 Years	7.57%	7.68%	101.45
< 20 Years	24.88%	25.71%	103.34
20-34 Years	21.85%	19.97%	91.4
35-44 Years	13.55%	13.46%	99.34
45-64 Years	25.39%	23.96%	94.37
65-74 Years	8.57%	9.62%	112.25
75+ Years	5.79%	7.28%	125.73
Median Age	42	39	92.82
Median Age (Male)	40	38	93.75
Median Age (Female)	43	40	92.2

Projected Age Group Percentages

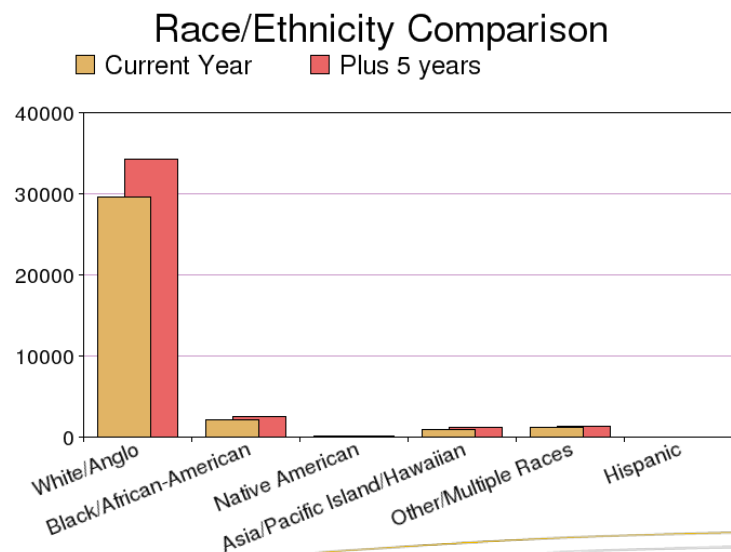




# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	86.74%	86.51%	99.74
Black, African-American	6.43%	6.55%	101.95
Native American	0.29%	0.29%	99.33
Asian	2.79%	3.05%	109.27
Pacific Island, Hawaiian	0.09%	0.07%	77.53
Other/Multiple Races	3.66%	3.53%	96.36
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	23,396	27,018	
Less than 9th Grade	2.65%	2.31%	87.15
No High School Diploma	7.38%	6.22%	84.24
High School Graduate	33.14%	34.57%	104.31
Some College, no degree	22.68%	20.11%	88.67
Associate Degree	12.39%	14.14%	114.07
College Degree	15.06%	15.45%	102.59
Graduate/Prof. degree	6.69%	7.21%	107.66

# 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
<b>Household Income</b>			
< \$10,000	5.16%	4.64%	90
\$10,000 to \$19,999	9.45%	9%	95.17
\$20,000 to \$29,999	11.51%	10.41%	90.43
\$30,000 to \$49,999	26.35%	25.56%	97
\$50,000 to \$59,999	8.33%	7.99%	95.91
\$60,000 to \$69,999	10.48%	10.87%	103.7
\$70,000 to \$79,999	8.62%	9.28%	93.35
\$80,000 to \$89,999	6.29%	7.05%	101.57
\$90,000 to \$99,999	3.59%	3.63%	101.21
\$100,000 to \$249,999	4.9%	5.38%	109.71
\$125,000 to \$149,999	2.61%	2.82%	108.01
\$150,000 to \$199,999	1.94%	2.25%	116.02
\$200,000 to \$249,999	0.33%	0.39%	119.14
\$250,000 or more	0.44%	0.39%	90.31
Median Household	48,940	51,144	104.5
Average Household	59,599	63,601	106.71
Per Capita Household	24,865	26,128	105.08
<b>Family/Non-Family Household Income</b>			
Median Family Income	59,662	62,897	105.42
Average Family Income	68,823	74,080	107.64
Median Non-Family Income	34,362	36,454	106.09
Average Non-Family Income	42,525	45,216	106.33

# 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
<b>Family Households</b>			
% Family Households	63.48%	61.97%	97.63
Families with Children	31.99	31.32	97.89
Families without Children	31.48	33.98	107.94
<b>Non-Family Households</b>			
% Non-Family Households	36.52%	38.03%	104.12
Non-Families with Children	0.28	0.25	104.12
Non-Families without Children	36.24	37.78	104.23
<b>Housing Units</b>			
Total Housing Units	18,062	20,842	115.39%
Vacant percent	21.28%	22.02%	103.48
Owned percent	51.77%	51.33%	99.15
Rented Percent	26.95%	26.65%	98.89
<b>Households by Size</b>			
Avg household size	2.39	2.43	101.67%
Avg family hh size	2.95	3.08	104.41%
Avg non-family hh size	1.41	1.37	97.16%
<b>Households By Count of Persons</b>			
One	3,525	4,220	119.72%
Two	5,530	5,905	106.78%
Three or Four	4,249	4,923	115.86%
Five+	916	1,203	131.33%

# 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](http://MissionalCyclopedia.org).

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	1,097	3,100	1,036
Northern Europe	108	383	91
Western Europe	122	214	61
Southern Europe	49	125	84
Eastern Europe	12	100	58
Other Europe	0	7	0
Eastern Asia	80	210	60
So. Central Asia	36	146	37
SE Asia	147	215	84
Western Asia	8	275	80
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	23	31	3
Middle Africa	0	0	0
Northern Africa	11	84	24
Southern Africa	0	4	4
Western Africa	4	0	0
Other Africa	0	0	0
Oceania	2	27	9
Caribbean	43	57	14
Central Amer.	340	882	295
South America	33	164	45
North America	79	176	87
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	19,241	49,626	20,676
Spanish	856	2,046	819
Other Indo-Euro language	463	1,288	415
French (incl. Patois, Cajun)	101	312	86
French Creole	0	0	0
Italian	71	176	39
Portuguese	0	105	57
German	168	256	75
Yiddish	0	17	1
Other West Germanic	25	30	0
A Scandinavian Language	0	12	3
Greek	10	89	71
Russian	2	5	0
Polish	23	29	6
Serbo-Croatian	18	41	4
Other Slavic Language	2	40	2
Armenian	0	0	0
Persian	0	52	5
Gujarathi	20	30	9
Hindi	14	30	0
Urdu	0	7	2

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	11	44
Asian/PI languages	0	0	0
Chinese	23	64	58
Japanese	58	85	46
Korean	21	41	0
Mon-Khmer, Cambodian	0	24	18
Miao, Hmong	0	0	0
Thai	8	93	22
Laotian	40	0	0
Vietnamese	48	92	28
Other Asian	0	26	7
Tagalog	37	53	18
Other Pacific Is	0	14	0
Other languages	27	405	106
Navajo	0	0	6
Other Native N. American	0	22	0
Hungarian	0	23	0
Arabic	0	45	15
Hebrew	0	315	85
African languages	27	0	0
Other unspecified	0	0	0



# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	16,845	43,832	17,317
Arab	58	149	78
Armenian	0	17	7
Austrian	11	75	50
British	133	193	92
Canadian	12	102	38
Croatian	16	17	9
Czech	31	86	25
Czechoslovak	44	132	43
Danish	19	84	23
Dutch	167	505	201
English	1,720	4,979	2,479
European	116	265	143
Finnish	22	31	6
French (not Basque)	381	1,231	403
French Canadian	132	336	76
German	2,261	5,314	2,217
Greek	48	203	152
Hungarian	112	228	58
Iranian	0	51	6

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,132	5,603	2,087
Italian	1,203	3,095	938
Lithuanian	88	75	18
Norwegian	81	289	86
Polish	514	1,157	426
Portuguese	21	72	66
Romanian	5	56	22
Russian	57	175	56
Scandinavian	9	44	9
Scotch-Irish	628	1,379	711
Scottish	361	1,148	484
Slovak	24	147	50
Subsaharan African	61	147	60
Swedish	62	413	202
Swiss	84	84	35
Ukrainian	19	31	12
US/American	3,043	6,607	3,084
Welsh	77	264	73
West Indian	59	110	20
Yugoslavian	30	60	11
Other	3,004	8,878	2,759

# 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?

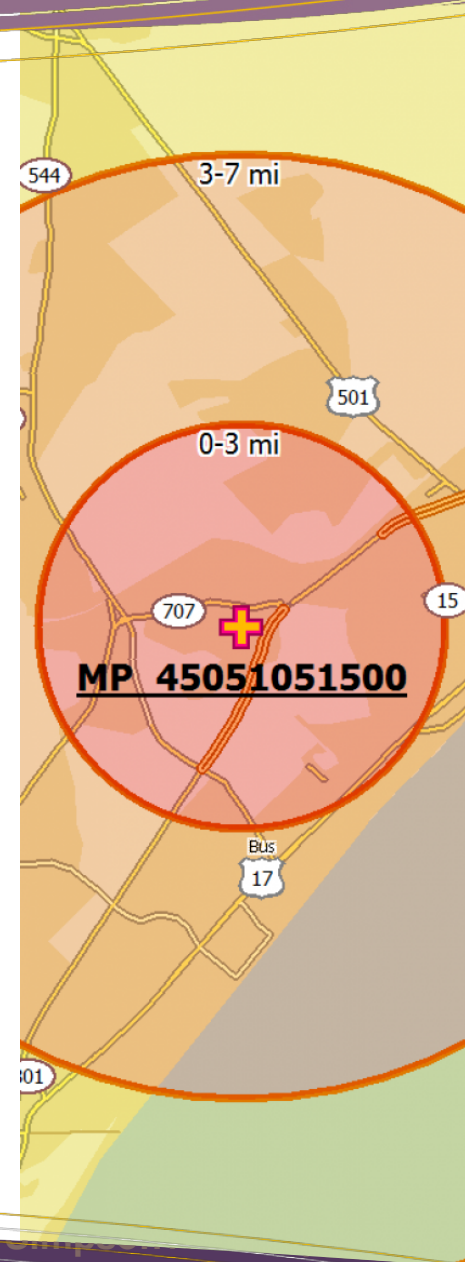




## Unreached Households by Lifestyle Segment

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](http://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](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	14,218	100%	10,076	100%
<b>AFFLUENT SUBURBIA</b>	263	1.85%	185	1.84%
America's Wealthiest	1	0.01%	1	0.01%
Dream Weavers	72	0.51%	52	0.52%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	190	1.34%	132	1.31%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	1,523	10.71%	1,045	10.37%
Status Conscious Consumers	194	1.36%	136	1.35%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,107	7.79%	743	7.37%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	73	0.51%	54	0.54%
Successful Urban Sprawl	149	1.05%	112	1.11%
<b>SM TWN SUCCESS</b>	2,716	19.1%	1,895	18.81%
Successful Urban Sprawl	221	1.55%	112	1.11%
2nd City Homebodies	2,163	15.21%	157	1.56%
Prime Middle America	0	0%	1,409	13.98%
Urban Optimists	237	1.67%	0	0%
Family Convenience	95	0.67%	151	1.5%
Mid-Market Enterprise	0	0%	66	0.66%



# 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	14,218	100%	10,076	100%
<b>BLUE COLLAR BACKBONE</b>	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%
<b>AMER. DIVERSITY</b>	1,153	8.11%	817	8.11%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	138	0.97%	89	0.88%
Professional Urbanites	921	6.48%	666	6.61%
Urban Advancement	27	0.19%	18	0.18%
Amer. Great Outdoors	61	0.43%	39	0.39%
Mature America	6	0.04%	5	0.05%
<b>METRO FRINGE</b>	2,677	18.83%	1,849	18.35%
Steadfast Conservative	1,549	10.89%	1,062	10.54%
Moderate Conventionalists	303	2.13%	204	2.02%
Southern Blues	789	5.55%	556	5.52%
Urban Grit	36	0.25%	27	0.27%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	14,218	100%	10,076	100%
REMOTE AMERICA	1,197	8.42%	702	6.97%
Hardy Rural Fam.	15	0.11%	9	0.09%
Rural Southern Living	1,182	8.31%	693	6.88%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4,383	30.83%	3,187	31.63%
Young Cosmopolitans	574	4.04%	449	4.46%
Minority Metro Communities	208	1.46%	154	1.53%
Stable Careers	3,346	23.53%	2,413	23.95%
Aspiring Hispania	255	1.79%	171	1.7%
RURAL VILLAGES & FARMS	11	0.08%	177	1.76%
Aspiring Hispania	0	0%	171	1.7%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	11	0.08%	0	0%
Small Town Connections	0	0%	6	0.06%
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	14,218	100%	10,076	100%
<b>STRUGGLING SOCIETIES</b>	202	1.42%	155	1.54%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	88	0.62%	60	0.6%
Struggling city Centers	0	0%	0	0%
College Town Communities	114	0.8%	95	0.94%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	93	0.65%	64	0.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	42	0.3%	30	0.3%
New Generation Activists	51	0.36%	34	0.34%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

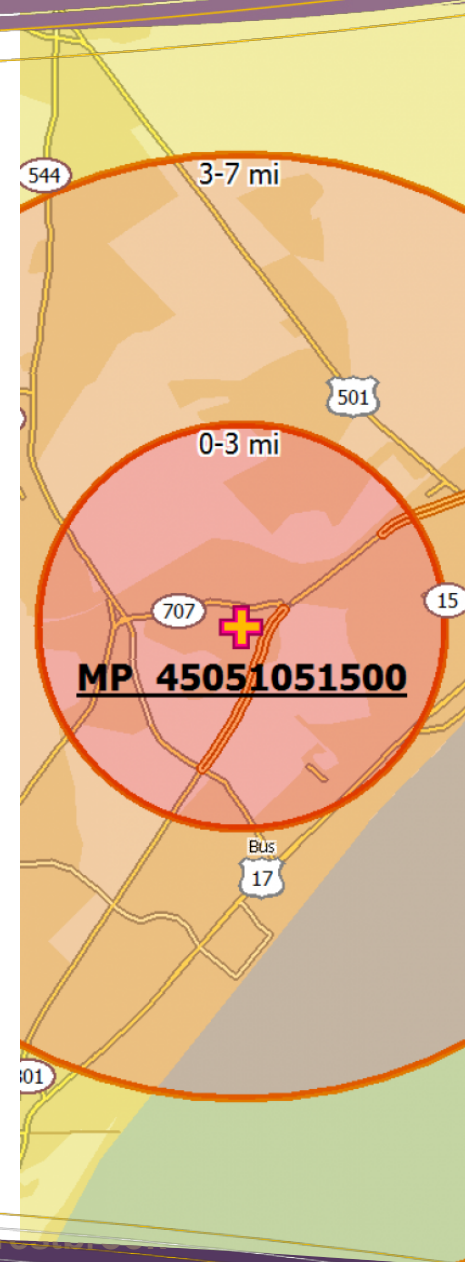
## Potential Cultural Bridges

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

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

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

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

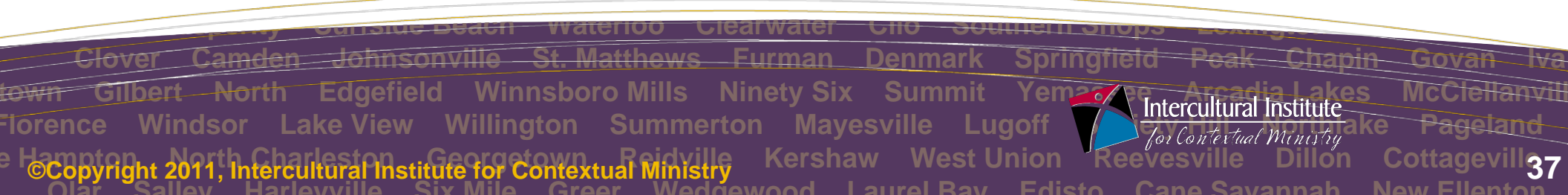


# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	79%	74%	74%
Use Comp. for Internet/E-mail	64%	59%	58%
Internet Use: E-Mail	55%	50%	49%
Use Comp. for Word Processing	42%	37%	37%
Use Comp. for Comp. Games	38%	36%	36%
Use Comp. for Shopping	38%	33%	32%
Use Comp. for Banking	36%	31%	31%
Use Comp. for Education	34%	29%	29%
Use Comp. for Digital Camera Photo Editing	34%	31%	31%
Internet Use: Banking	32%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	32%	28%	28%
HH Owns DVD Player	31%	27%	26%
Use Comp. for News/Info./Data Service	25%	23%	23%
PC-Network-HH Has One	19%	16%	16%
Use Comp. for Accounting	15%	13%	13%
Use Comp. for Personal Financial Mngmnt	15%	13%	13%
Internet Use: Shopping: Gathered Info. for Shopping	14%	12%	12%
Internet Use: Shopping: Made A Purchase	13%	12%	12%
Internet Use: Research/ Education	13%	11%	11%
Internet Use: Read Magazines/ Newspapers	12%	10%	10%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	66%	66%
Dining Out (Not Fast Food)	60%	59%	59%
Reading Books	56%	55%	56%
Card Games	40%	39%	39%
Go To A Beach/Lake	38%	35%	35%
Cooking for Fun	38%	36%	35%
Board Games	33%	30%	29%
Gardening	30%	29%	29%
Visit Museum	23%	21%	21%
Going To	22%	20%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	69%	70%
Gen./Fam. Practitioner	40%	40%	40%
Dentist	28%	30%	31%
Eye Dr.	21%	23%	23%
None Of These	21%	18%	18%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	17%	21%	21%
High Cholesterol	17%	19%	20%
Heartburn	14%	13%	13%
Overweight (30 Pounds Or More)	14%	14%	14%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	29.46%	29.24%	29.49%
Live Theater	21.82%	21.22%	21.82%
Live Theater Most Often	17.74%	17.28%	17.75%
Rock/Pop Concerts Most Often	15.6%	14.49%	14.3%
Comedy Club	10.27%	8.51%	8.32%
Dance Performance	8.57%	7.73%	7.9%
Movies: Comedy	41.53%	38.29%	38.12%
Movies: Action/Adventure	40.07%	37.82%	37.72%
Movies: Drama	20.92%	21.07%	21.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.05%	19.8%	19.97%
Movies: Fam.	19.65%	18.01%	17.96%
Movies: Mystery	17.77%	17.09%	17.1%
MLB Baseball Reg. Season	8.99%	7.45%	7.34%
NFL Football Reg. Season	7.66%	6.69%	6.58%
College Football Reg. Season	5.83%	4.9%	4.95%
NBA Basketball Reg. Season	4.05%	3.24%	3.12%
College Basketball Reg. Season	3.75%	2.93%	2.99%
NHL Hockey Reg. Season	3.28%	2.61%	2.59%





# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	41.68%	40.17%	40.56%
Swimming	34.53%	31.96%	31.71%
Bowling	20.34%	18.18%	17.99%
Billiards/Pool	19.64%	17.07%	16.67%
Weight Training	16.7%	14.57%	14.43%
Freshwater Fishing	16.48%	15.23%	15.02%
Using Cardio Machine	15.29%	13.38%	13.33%
Jogging/Running	14.74%	13.01%	12.69%
Basketball	14.22%	12.94%	12.51%
Camping Trips	13.83%	12.27%	12.18%
Golf	13.02%	12.43%	12.6%
Mountain/Road Biking	12.69%	12.88%	12.91%
Stationary Cycling	11.41%	12.11%	12.28%
Backpacking/Hiking	11.13%	9.65%	9.32%

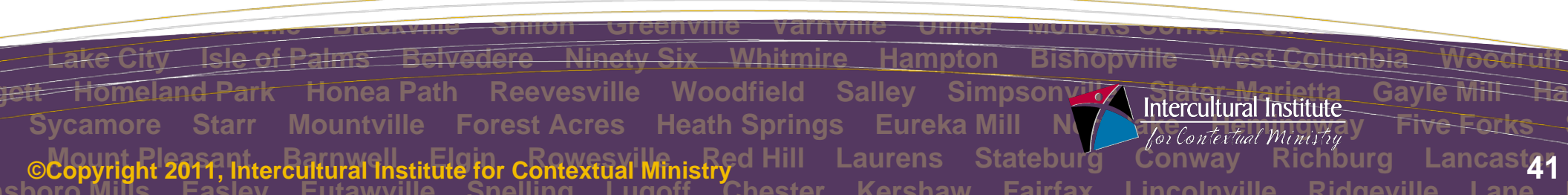
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.19%	9.65%	9.47%
Football	9.45%	8.82%	8.6%
Aerobics	9.34%	9.45%	9.57%
Soccer	8.68%	7.95%	7.65%
Yoga	8.02%	7.93%	7.88%
Target Shooting	8%	6.91%	6.75%
Tennis	7.77%	6.96%	6.9%
Softball	7.69%	7%	6.83%
Hunting	7.34%	7.44%	7.27%
Saltwater Fishing	7.3%	6.97%	7.02%
Power Boating	6.83%	7.51%	7.72%
Volleyball	6.8%	7.14%	7.09%
Horseback Riding	6.04%	5.26%	5.13%
Motorcycling	6%	5.31%	5.25%

# 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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Canoeing/Kayaking	5.97%	5.85%	5.74%
Roller Skating	4.93%	4.55%	4.55%
Snorkeling	4.5%	4.5%	4.38%
Downhill & X-Country Skiing	4.29%	4.32%	4.29%
Ice Skating	4.08%	4.15%	4.14%
Rock Climbing	3.81%	3.46%	3.33%
Jet Skiing	3.63%	3.75%	3.74%
Fly Fishing	3.6%	3.91%	4.02%
Martial Arts	3.59%	3.48%	3.31%
Water Skiing	3.57%	3.32%	3.3%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Archery	3.53%	3.33%	3.27%
Snowboarding	3.1%	3.28%	3.24%
Racquetball	3.02%	3.65%	3.69%
Hockey	2.82%	3.35%	3.36%
Rowing	2.79%	2.81%	2.78%
Snowmobiling	2.77%	2.98%	2.94%
Sailing	2.76%	3.52%	3.59%
Skateboarding	2.5%	2.74%	2.7%
Surfing & Windsurfing	2.26%	2.49%	2.45%
Auto Racing	2.23%	2.33%	2.23%



## Potential Cultural Barriers -- Introduction (part 1)

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

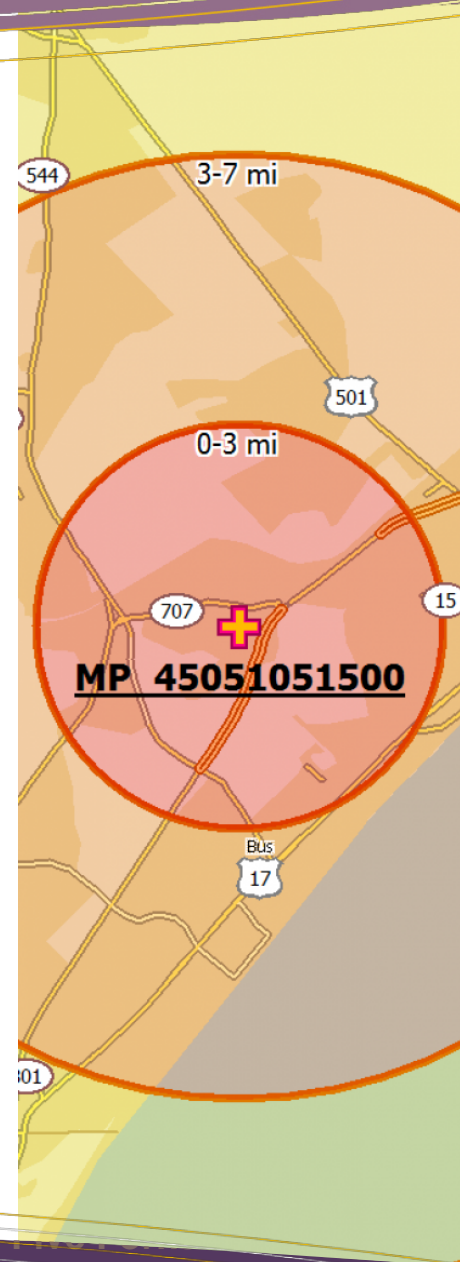
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

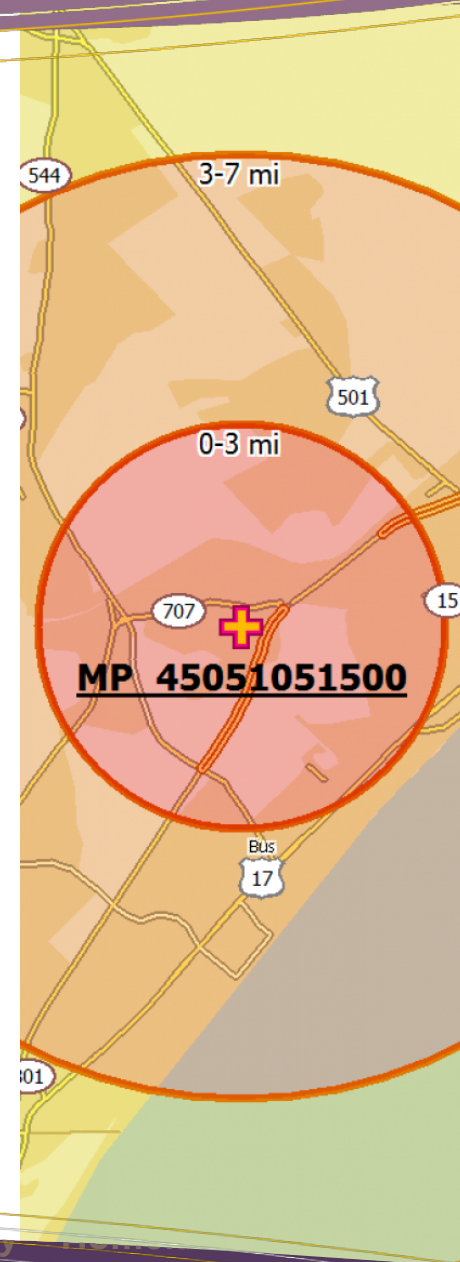
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



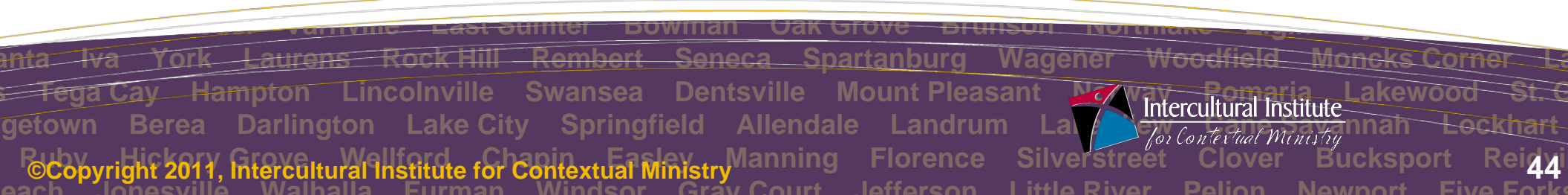


# Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	39%	37%	36%
Prefer To Have Few Possessions As Possible	35%	36%	36%
Speak My Mind Even If It Upsets People	34%	35%	35%
Woman's Place Is In The Home	34%	32%	32%
Like Control Over People And Resources	32%	33%	33%
If Won Lottery Would Never Work Again	29%	29%	29%
Don't Judge People/Way They Live Life	29%	29%	28%
Like To Do Unconventional Things	26%	28%	28%
Friends More Important Than My Fam.	26%	28%	28%
Money Is Best Measure Of Success	25%	26%	26%
Too Much Sponsorship In Arts/Sports	21%	21%	21%

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

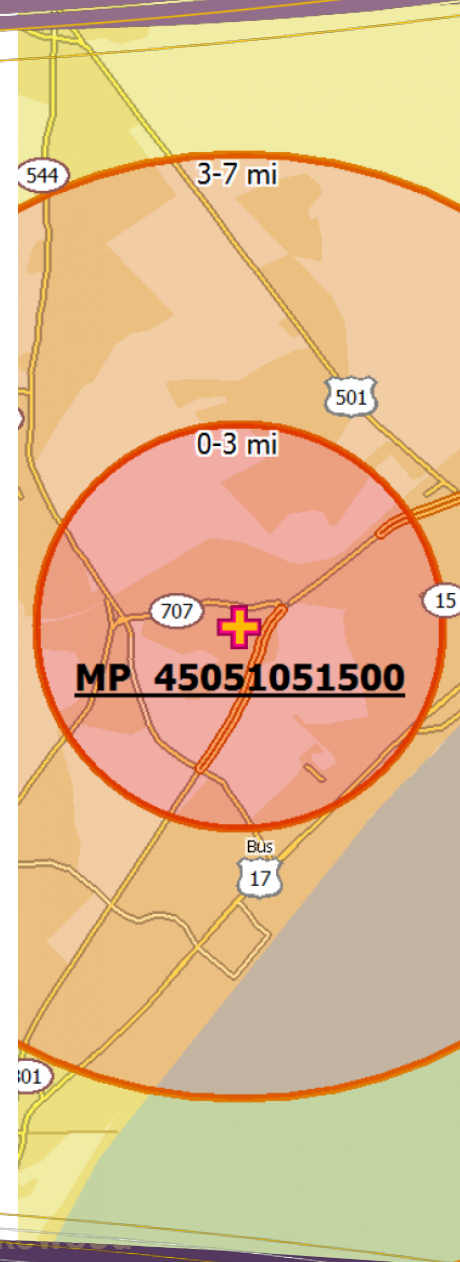




## Potential Cultural Themes

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:

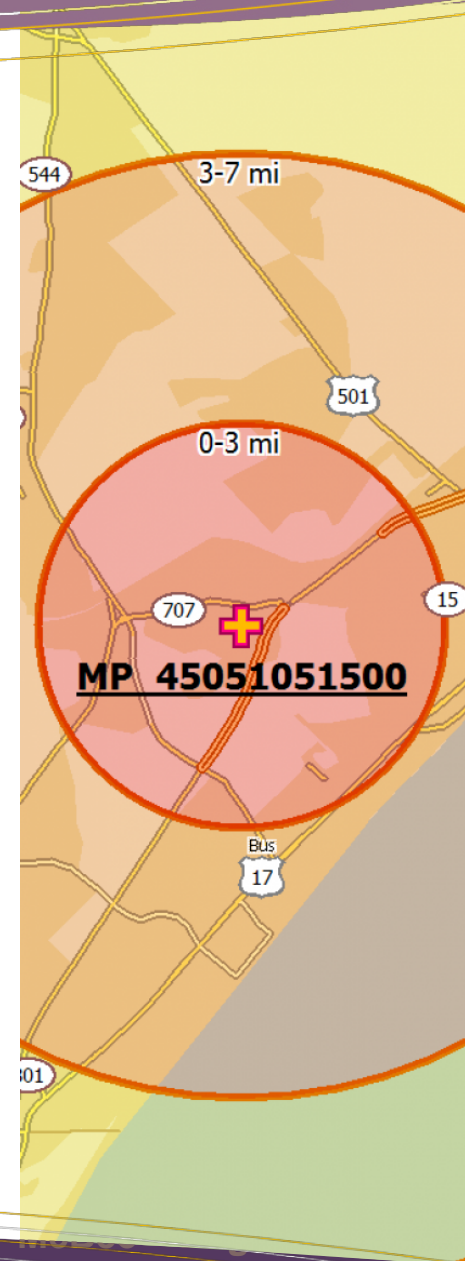
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	65%	61%	61%
You Should Seize Opportunities In Life	59%	58%	58%
Like To Understand About Nature	40%	39%	40%
Prefer To Have Few Possessions As Possible	35%	36%	36%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	32%	32%	32%
Important To Juggle Various Tasks	31%	31%	31%
Good At Fixing Things	27%	27%	26%
Have Keen Sense Of Adventure	26%	27%	27%
People Have To Take Me As They Find Me	25%	24%	24%
Like To Just Enjoy Life	23%	24%	24%
Worried About Pollution Caused By Cars	22%	20%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	18%	17%
Real Men Don't Cry	18%	18%	17%
Is An Important Part Of Who I Am	15%	16%	16%
Looking for New Ideas To Improve Home	15%	15%	15%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	10%	12%	12%
Children Should Be Allowed To Express Themselves	6%	7%	7%
Feel Very Alone In The World	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	84.97%	82.62%	82.26%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.81%	81.38%	81.53%
Houses-Visit Any			
McDonald's	57.24%	54.53%	54.29%
Burger King	38.14%	35.49%	34.82%
Taco Bell	31.46%	28.05%	27.66%
Subway	30.66%	28.27%	28.01%
Applebee's	30.56%	29.04%	29.09%
Wendy's	29.04%	27.64%	27.89%
Kentucky Fried Chicken (KFC)	25.26%	25.63%	25.08%
Arby's	21.66%	19.46%	19.28%
Pizza Hut	20.75%	19.71%	19.51%
Olive Garden	20.68%	20.36%	20.65%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Outback Steakhouse	16.5%	15.54%	15.57%
Red Lobster	16.22%	15.83%	15.88%
Dairy Queen	15.97%	14.41%	14.14%
IHOP (International House Of Pancakes)	15.66%	15.14%	15.01%
Chili's Grill and Bar	15.35%	12.82%	12.68%
Sonic	14.73%	12.09%	11.91%
Chick-Fil-A	14.7%	11.88%	11.77%
Domino's Pizza	14.52%	13.25%	12.8%
Cracker Barrel	14.1%	13.15%	13.39%
Denny's	13.48%	13.45%	13.19%
Starbucks	13.43%	11.65%	11.58%
TGI Friday's	12.87%	11.71%	11.59%

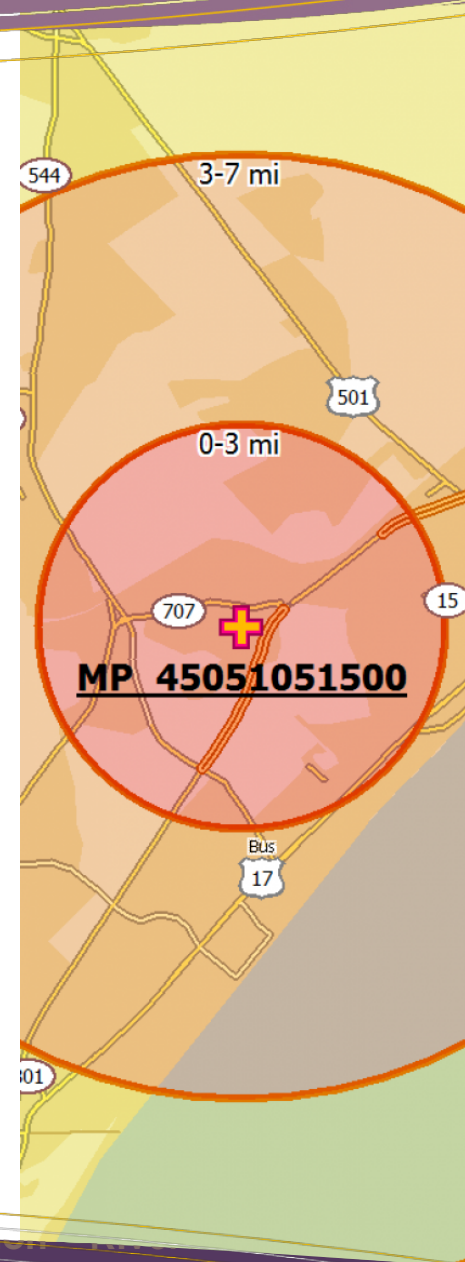


## Potential Shared Projects

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

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

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



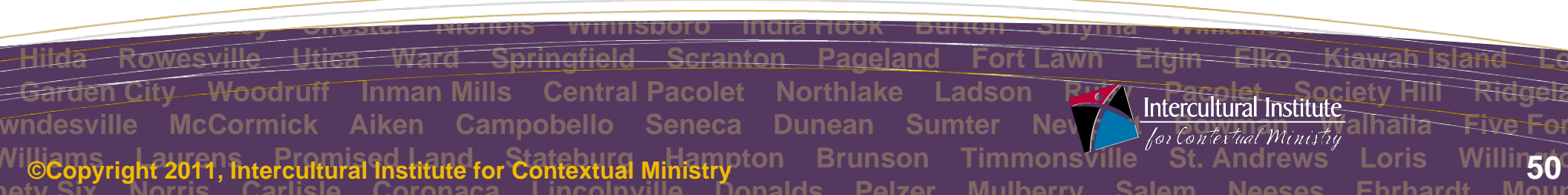


# Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.64%	44.72%	45.47%
Recycled products	35.82%	35.38%	35.84%
Worked as volunteer (non political)	16.63%	16.45%	16.77%
Engaged in fund raising	9.84%	10.23%	10.44%
Religious club member	7.32%	7.46%	7.55%
Wrote to elected offcl about publ bus	6.39%	6.01%	6.14%

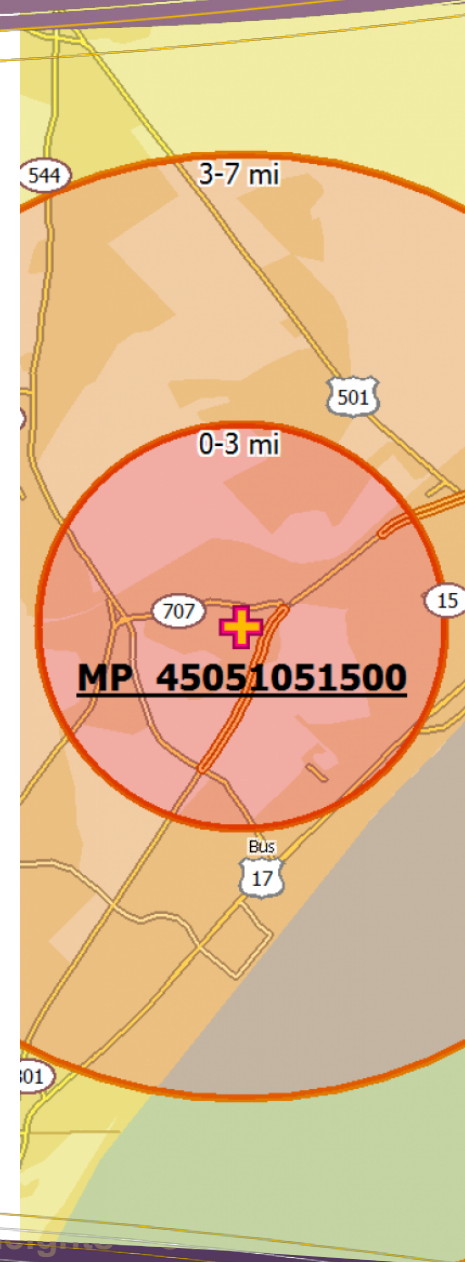
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.11%	5.92%	5.99%
Charitable Organization	5.2%	5.19%	5.28%
Took active part in local civic issue	4.92%	5%	5.07%
Union member	4.69%	4.53%	4.57%
Addressed a public meeting	4.56%	4.98%	5.05%
Wrote to editor of mag or newspaper	4.32%	4.03%	4.06%



## 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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	18.71%	18.28%	18.39%
Mystery	13.12%	13.05%	13.23%
Children's Books	12.66%	12.36%	12.47%
Cookbooks	11.24%	11.42%	11.52%
Religious (not Bibles)	8.75%	8.68%	8.75%
History	7.97%	7.56%	7.63%
Personal/Business	6.98%	6.77%	6.85%
Self-help			
Biography	6.95%	6.9%	6.96%
Romance	6.5%	6.96%	7.09%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	66.89%	67.12%	67.68%
Gen. Editorial	45.77%	46.62%	46.8%
Womens	41.07%	40.99%	40.93%
Service	35.03%	33.53%	33.87%
Mens	20.29%	19.87%	19.77%
Business/Finance	17.7%	17.53%	17.85%
Sports	15.74%	15.59%	15.68%
Automotive	13.64%	13.14%	13.06%
Health	13.54%	13.31%	13.29%

# 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	54.22%	54.7%	55.31%
Classified	31.7%	31.69%	31.59%
Sport	31.59%	31.8%	32.19%
Business/Finance	29.41%	29.05%	29.6%
Editorial Page	29.31%	30.18%	30.67%
Comics	27.26%	27.51%	27.75%
Movie Listings & Reviews	25.6%	25.23%	25.37%
Food/Cooking	24.14%	25.06%	25.45%
TV/Radio Listings	22.84%	23.74%	24.17%
Home/Gardening	19.65%	19.81%	20.15%
Travel	19.05%	19.34%	19.76%
Science/Technology	16.71%	16.56%	16.89%
Fashion	13.74%	13.9%	14.09%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
CHR Contemp Hit Radio	20.63%	20.14%	19.89%
Country	20.62%	18.89%	18.87%
Adult Contemporary	19.56%	18.61%	18.59%
Rock	13.75%	12.38%	12.32%
News/Talk	12.02%	11.26%	11.51%
Urban Contemporary	11.89%	13.07%	12.86%
Oldies	10.77%	10.62%	10.72%
Classic Rock	10.71%	10.73%	10.85%
Alternative	10.6%	9.57%	9.59%
Variety	8.62%	8.57%	8.5%
Religious	6.8%	5.98%	5.99%
Soft Contemporary	6.73%	6.54%	6.54%
All News	5.65%	5.33%	5.45%
All Talk	5.57%	4.65%	4.72%
Classic Hits	4.95%	4.27%	4.23%
Jazz	4.52%	4.7%	4.72%
Hispanic	4.32%	3.94%	3.76%
Classical	3.91%	3.93%	4.04%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	62.59%	61.99%	62.26%
Soapnet	50.93%	51.19%	51.54%
Satellite Dish	48.86%	44.2%	44.36%
Other Video-On-Demand	39.75%	39.12%	38.88%
Sci-Fi Channel	35.79%	33.4%	33.1%
Comedy Central	34.29%	35.99%	36.61%
MSNBC	32.65%	32.14%	31.97%
Adult Pay Per View TV	30.56%	30.79%	31.51%
TV Info From Sunday TV Magazine	29.69%	29.22%	29.48%
Nickelodeon	28.52%	26.72%	26.44%
ABC Fam.	27.53%	26.67%	26.58%
Adult Swim	27.05%	26.39%	26.82%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	26.04%	24.05%	23.95%
Nick At Nite	25.62%	22.97%	22.61%
TCM (Turner Classic Movies)	25.31%	24.45%	24.7%
Subscribe Digital Cable	25.24%	26.27%	26.42%
Hallmark Channel	24.81%	22.76%	22.85%
USA Network	24.77%	25.32%	25.8%
TV Info From Monthly Cable Guide	24.02%	22.61%	22.76%
ESPN Classic	23.86%	24.21%	24.71%
ESPN2	23.8%	24.44%	24.85%
BET (Black Entertainment TV)	23.61%	23.04%	22.93%
The Golf Channel	23.19%	24.18%	24.47%
Lifetime	21.31%	18.96%	18.65%

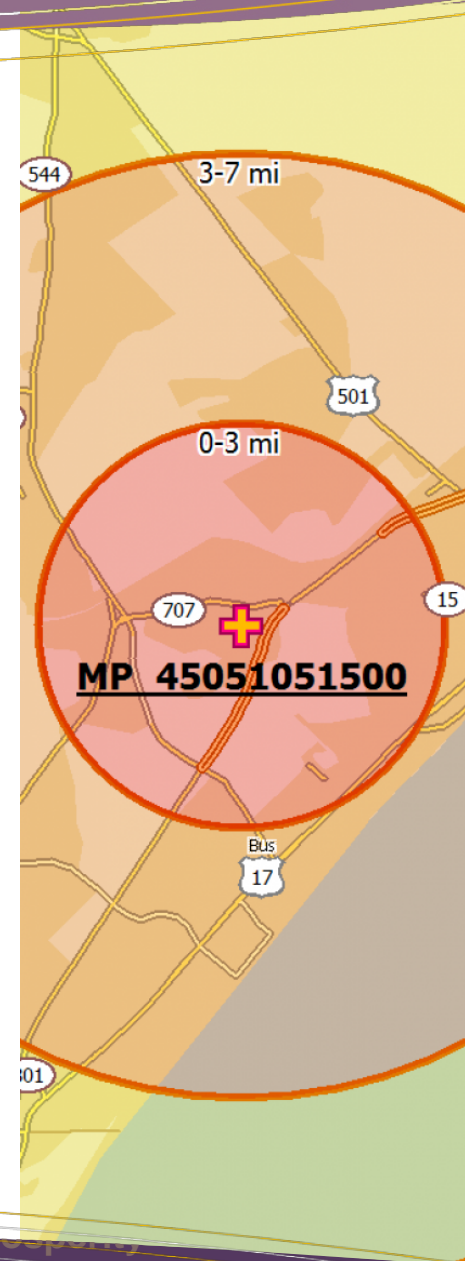


# Communication Media Usage

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.

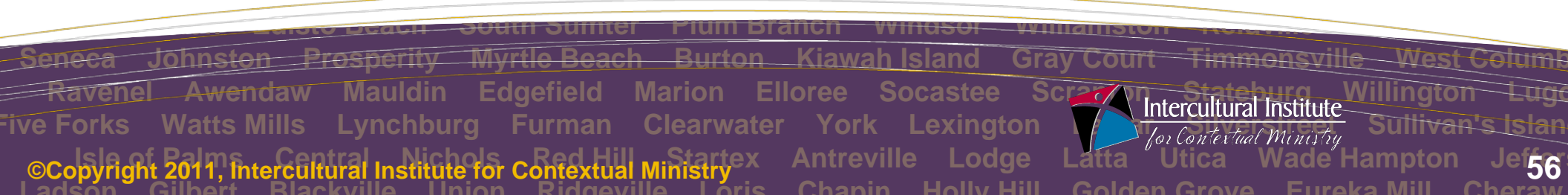


# Potential Print Media Usage:

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+)	21%	20.45%	20.56%
Medium Users (4-6)	11.43%	11.33%	11.42%
Light Users (1-3)	20.66%	20.65%	20.77%
Quintiles (20%)			
Newspaper I (Heavy)	2.37%	2.26%	2.06%
Newspaper II	1.99%	1.75%	1.73%
Newspaper III	1.6%	1.52%	1.59%
Newspaper IV	0.83%	0.65%	0.65%
Newspaper V (Light)	0.77%	0.78%	0.78%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.31%	18.19%	17.89%
Magazines II	9.66%	8.52%	8.28%
Magazines III	9.57%	8.57%	8.49%
Magazines IV	11.71%	10.75%	10.67%
Magazines V (Light)	0.69%	0.54%	0.52%
Outdoor I (Heavy)	8.55%	8.28%	8.13%
Outdoor II	2.35%	2.34%	2.28%
Outdoor III	3.64%	3.31%	3.27%
Outdoor IV	15.91%	16.17%	16.07%
Outdoor V (Light)	23.39%	25.63%	26.18%
Yellow Pages I (Heavy)	14.78%	16.2%	16.18%
Yellow Pages II	6.79%	7.25%	7.28%
Yellow Pages III	6.27%	6.04%	5.85%
Yellow Pages IV	24.21%	24.58%	24.09%
Yellow Pages V (Light)	3.57%	4.5%	4.52%



# 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)	3.01%	2.98%	3.03%
Drive Time III (Medium)	0.64%	0.61%	0.6%
Radio IV & V (Light)	2.52%	2.43%	2.42%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.11%	8.06%	7.94%
Radio III (Medium)	5.22%	4.18%	4.1%
Radio IV & V (Light)	3.6%	2.85%	2.7%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.83%	11.5%	11.32%
Cable III (Medium)	5.21%	4.23%	4.09%
Cable IV & V (Light)	33.49%	34.45%	34.37%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.29%	4.46%	4.36%
Prime Time III (Medium)	2.15%	2.25%	2.31%
Prime Time IV & V (Light)	10.73%	8.5%	7.97%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.81%	40.17%	40.48%
Fringe III (Medium)	50.38%	51.85%	51.9%
Fringe IV (Light)	54.85%	54.49%	54.2%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.57%	12.64%	12.77%
All Day III (Medium)	23.28%	22.9%	22.94%
All Day IV (Light)	12.95%	13.99%	14.17%

# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.95%	13.52%	13.68%
6:00am - 10:00am	15.86%	16.67%	16.88%
10:00am - 3:00pm	7.67%	7.89%	7.86%
3:00pm - 7:00pm	14.86%	14.23%	14.18%
7:00pm - Midnight	14.63%	13.95%	14.22%
Midnight - 6:00am	5.67%	6.76%	6.9%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	16.07%	15.21%	14.99%
6:00am - 10:00am	5.27%	5.02%	5.01%
10:00am-3:00pm	5.99%	6.24%	6.28%
3:00pm - 7:00pm	6.9%	6.5%	6.59%
7:00pm - Midnight	9.52%	9.12%	9.31%
Midnight - 6:00am	11.77%	13.23%	13.46%

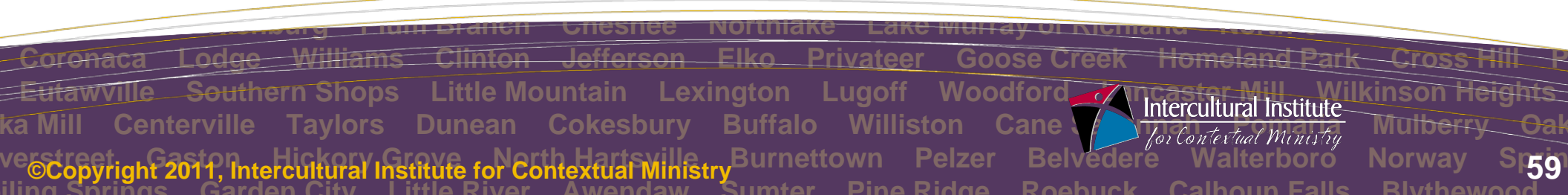
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	8.34%	6.83%	6.81%
Saturday: 8:00-11:00pm	8.38%	8.21%	8.24%
Sunday: 7:00-11:00pm	10.67%	9.43%	9.33%
9:00am-1:00pm	25.62%	22.97%	22.61%
9:00am-4:00pm	29.47%	26.68%	26.26%
4:00pm-7:00pm	28.42%	29.39%	29.66%
11:00pm-1:00am	39.84%	39.32%	39.15%
AVG Prime time	2.59%	2.2%	2.18%
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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.79%	18.06%	18.15%
7-9am	23.8%	24.44%	24.85%
9am-12noon	21.81%	18.75%	18.42%
12noon-4pm	7.66%	7.93%	7.84%
4-6pm	46.58%	45.2%	45.71%
6-7pm	17.17%	17.63%	17.51%
7-7:30pm	1.58%	1.42%	1.4%
7:30-8pm	10.02%	10.42%	10.22%
8-11pm	8.34%	6.83%	6.81%
11pm-12am	32.65%	32.14%	31.97%
11pm-1am	39.84%	39.32%	39.15%
1-6am	32.19%	32.79%	32.86%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.69%	18.81%	18.92%
Sat: 10am-1pm	7.16%	6.88%	6.92%
Sat: 1-4pm	25.05%	25.1%	25.35%
Sat: 4-6pm	6.98%	7.08%	7.2%
Sat: 6-7pm	1.51%	1.61%	1.72%
Sat: 7-8pm	0.88%	0.76%	0.74%
Sat: 8-11pm	8.38%	8.21%	8.24%
Sat: 11pm-1am	5.06%	4.88%	4.85%
Sat: 1am-7pm	24.77%	25.32%	25.8%
Sun: 7-10am	2.27%	2.24%	2.25%
Sun: 10am-1pm	6.83%	5.71%	5.77%
Sun: 1-4pm	7.08%	6.3%	6.17%
Sun: 4-7pm	14.22%	11.86%	11.69%
Sun: 7-11pm	10.67%	9.43%	9.33%
Sun: 11pm-1am	5.49%	4.22%	4.15%
Sun: 1-7am	23.15%	19.97%	19.83%





# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

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

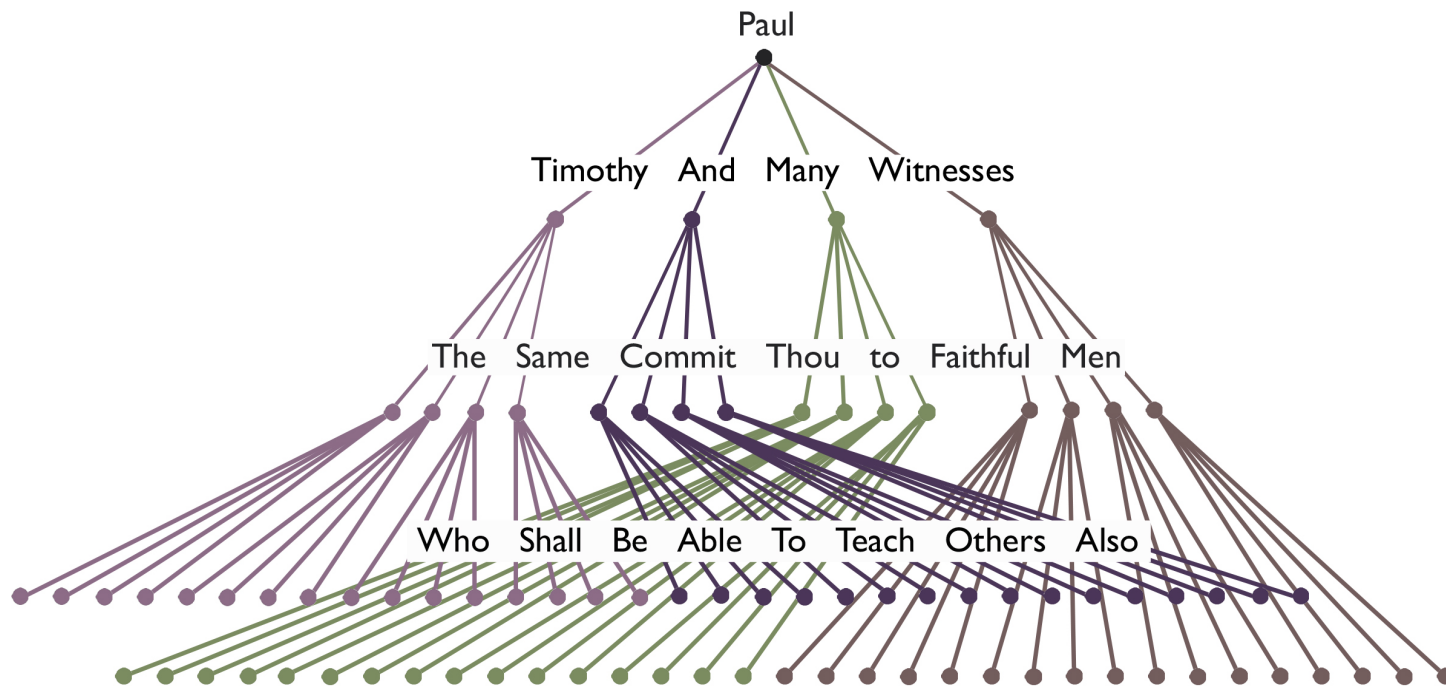


# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*



# Establishing Redemptive Relationships

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

## Communication Steps

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



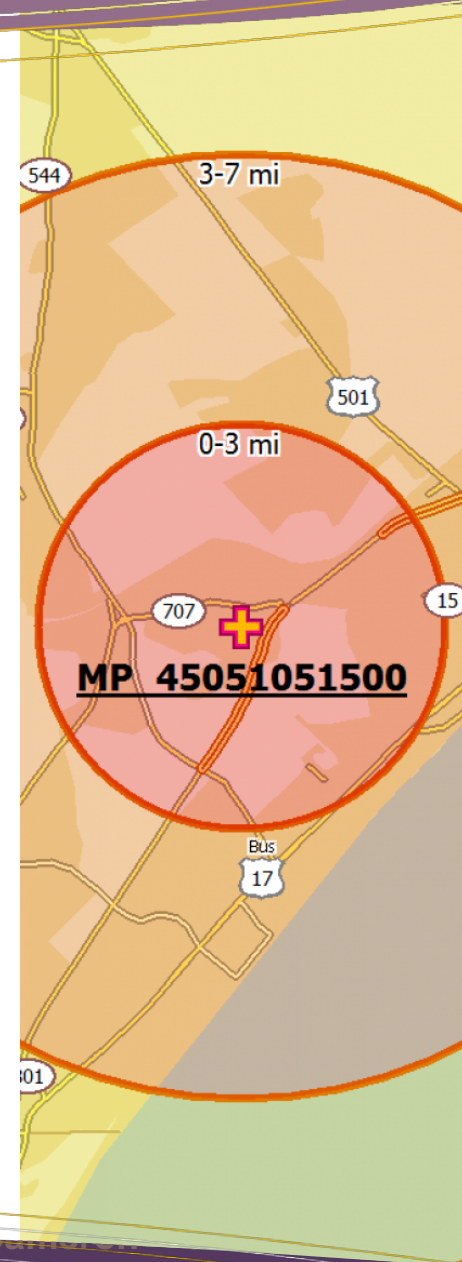


## Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Lakeside	PO Box 237 North Myrtle Beach, SC 29597	1.27 mi	0	
2	Chapel By The Sea	PO Box 786 North Myrtle Beach, SC 29597	1.27 mi	0	
3	Forestbrook	2051 Forestbrook Rd Myrtle Beach, SC 29588	3.03 mi	0	
4	PSC2: Legacy Church	6250 Old Highway 544 Myrtle Beach, SC 29588	3.50 mi	0	
5	Palmetto Shores Church	6250 Old Highway 544 Myrtle Beach, SC 29588	3.50 mi	0	
6	Live Oak Church	710 Lilly Naz Ln Myrtle Beach, SC 29588	3.50 mi	0	
7	Socastee	3690 Socastee Boulevard Myrtle Beach, SC 29588	3.66 mi	0	
8	Midway Missionary	PO Box 1526 Myrtle Beach, SC 29578	3.71 mi	0	
9	Wellspring Church	1341 44th Avenue North Myrtle Beach, SC 29577	3.80 mi	0	
10	Victory	950 38th Avenue North Myrtle Beach, SC 29577	3.80 mi	0	
11	Surfside Beach First	711 16th Ave N Surfside Beach, SC 29575	4.01 mi	0	
12	Solid Rock	675 Highway 17 S Surfside Beach, SC 29575	4.45 mi	0	
13	Glenns Bay	1835 Glenns Bay Rd Surfside Beach, SC 29575	4.55 mi	0	
14	Myrtle Beach First	500 4th Ave N Myrtle Beach, SC 29577	4.81 mi	0	
15	First Brazilian	500 4th Avenue North Myrtle Beach, SC 29577	4.82 mi	0	



# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Carolina Forest Community	1381 Carolina Forest Boulevard Myrtle Beach, SC 29579	4.85 mi	0	
17	West Myrtle Beach First	2099 Haystack Way Myrtle Beach, SC 29579	5.81 mi	0	
18	A Simple Church Network	4403 Boxwood Street Myrtle Beach, SC 29577	7.21 mi	0	
19	Greenwood	5560 Pauley Swamp Rd Conway, SC 29527	8.02 mi	0	
20	Murrells Inlet First	PO Box 285 Murrells Inlet, SC 29576	8.90 mi	0	
21	Low Country Community	PO Box 417 Murrells Inlet, SC 29576	8.90 mi	0	
22	Garden City	501 Pine Avenue Murrells Inlet, SC 29576	8.90 mi	0	
23	Collins Creek	11486 Highway 707 Murrells Inlet, SC 29576	8.90 mi	0	
24	Sweetwater Branch	1436 Highway 544 Conway, SC 29526	8.94 mi	0	
25	Ocean View	7300 N Kings Hwy Myrtle Beach, SC 29572	9.36 mi	0	
26	Ridgefield	891 Highway 90 Conway, SC 29526	10.08 mi	0	
27	Pauley Swamp	7285 Pauley Swamp Rd Conway, SC 29527	11.06 mi	0	
28	Juniper Bay	5265 Juniper Bay Rd Conway, SC 29527	11.06 mi	0	
29	High Point	6923 Juniper Bay Rd Conway, SC 29527	11.06 mi	0	
30	Mercy	1401 Third Ave Conway, SC 29526	11.45 mi	0	



# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	University	PO Box 638 Conway, SC 29528	11.55 mi	0	
32	Thee Baptist Worship Center	1137 Highway 90 Conway, SC 29526	11.55 mi	0	
33	Langston	763 Highway 905 Conway, SC 29526	11.55 mi	0	
34	First Baptist Church of Conway	603 Elm Street Conway, SC 29526	11.55 mi	0	
35	Jamestown	2501 9th Ave Conway, SC 29527	11.77 mi	0	
36	Myrtle Beach Community	557 George Bishop Parkway Myrtle Beach, SC 29579	11.87 mi	0	
37	The Rock	PO Box 375 Conway, SC 29528	11.89 mi	0	
38	Our Living Savior	PO Box 3070 North Myrtle Beach, SC 29572	12.10 mi	0	
39	Tilly Swamp	4619 Highway 90 Conway, SC 29526	12.32 mi	0	
40	Maple	4500 Highway 65 Conway, SC 29526	12.32 mi	0	
41	Kingston	3260 Highway 19 Conway, SC 29526	12.32 mi	0	
42	Hickory Grove	2710 Highway 905 Conway, SC 29526	12.32 mi	0	
43	Good Hope	6101 Privetts Rd Conway, SC 29526	12.32 mi	0	
44	Harvest	4619 Highway 9 Green Sea, SC 29545	12.35 mi	0	
45	Pine Grove	5010 Old Reaves Ferry Rd Conway, SC 29526	12.68 mi	0	





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](http://www.iicm.net).

In Partnership with:



CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.aept.org](http://www.aept.org)  
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