

# MissionSite

top unreached locations



CONWAY, SC

CENSUS TRACT: 45051060401  
REGION: Pee Dee Country  
ASSOCIATION: Horry County  
COUNTY: Horry  
SITESCAPE: Townscape  
DENSITY PATTERN: I3



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



**South Carolina**  
**Baptist Convention**

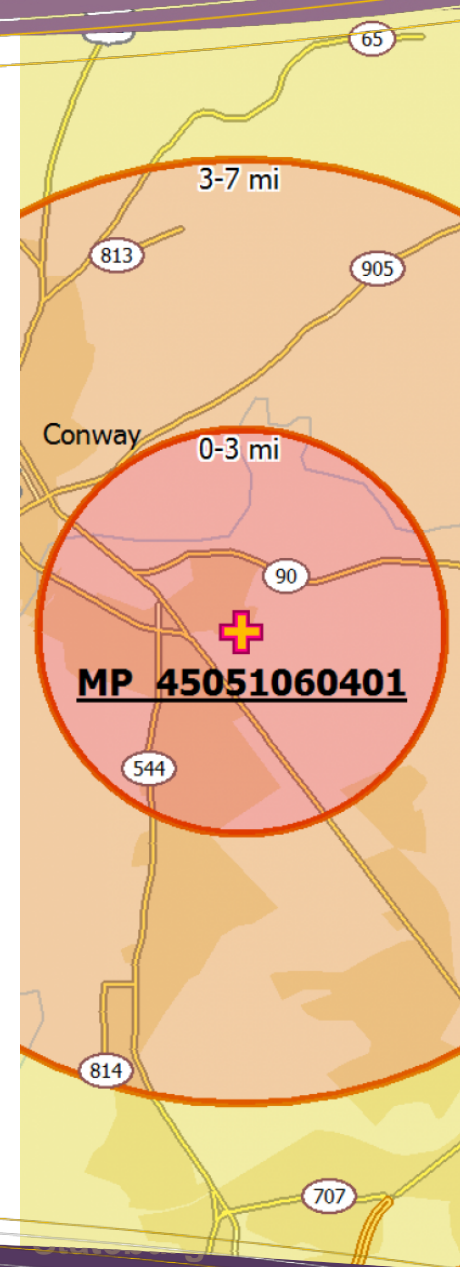
# MissionSite (TM) Table of Contents

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

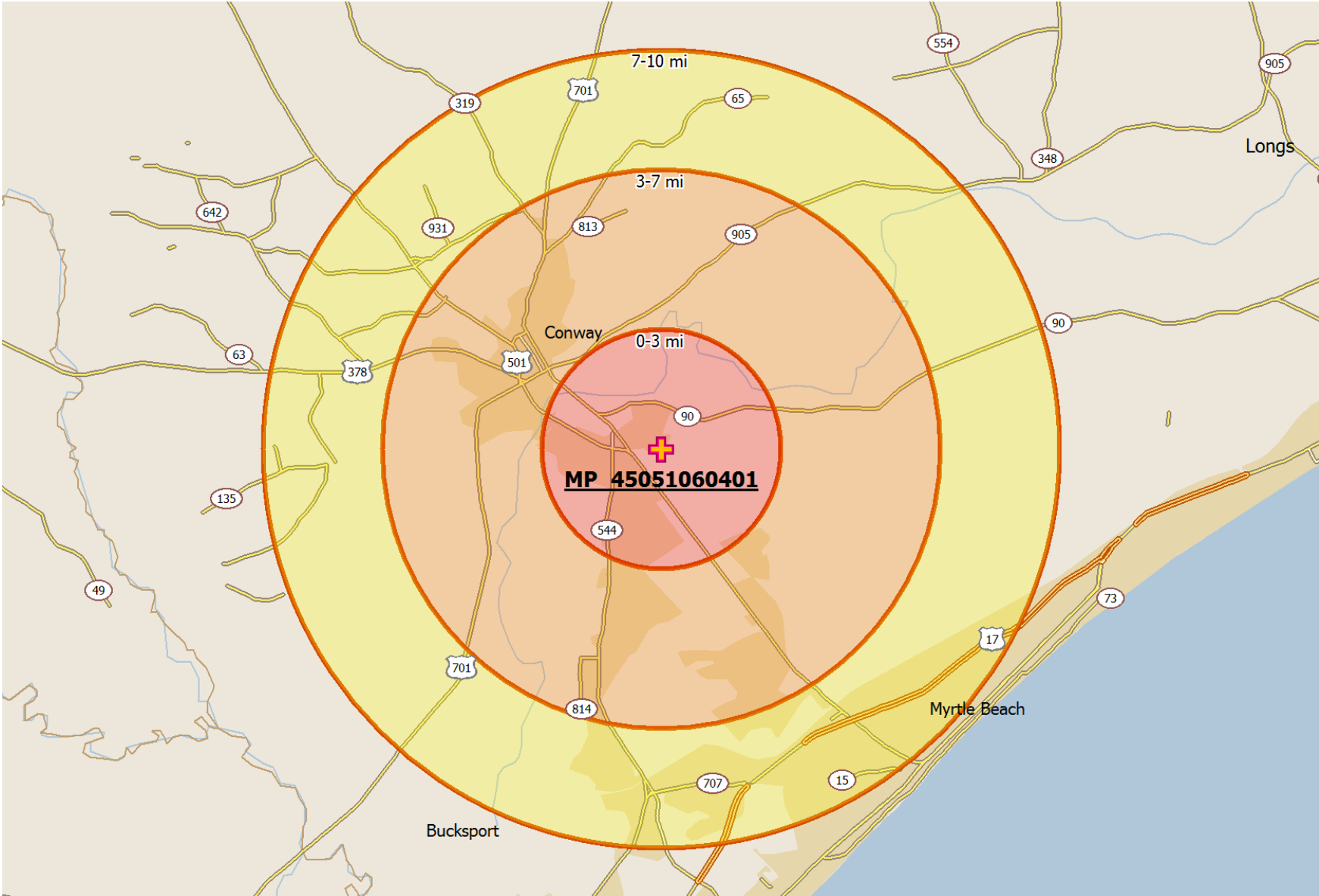
## Site Location Summary

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	29526	Horry
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	I3	50000-50000-50000



# Site Location Summary - Map of the Site Location



Irmo Cowpens Harleyville Five Forks South Sumter Surfside Beach Lugoff Southern Shops Luray Reidsville  
Clemson Lakes York Liberty Piedmont Belton Branchville Johnston Garden City Barnwell Whitmire Travelers Rest  
Clemson Six Mile Woodford Promised Land Blythewood Buffalo Meggett Beaufort Bluffton Starcliff Acres Spartanburg  
Clemson Conway Abbeville Sharon Slater-Marietta Ulmer Valley Falls Ninety Six Perry Central Piedmont  
Reevesville Sullivan's Island Pomaria Watts Mills Plum Branch Arial Woodruff Ridgeland Jenkinsville

# 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	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	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



# 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	14,963	46,754	59,089
2010 Households	6,025	18,843	24,936
2010 Group Quarters Population	879	406	673

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	30	35
Language Diversity National Index	36	28	38
Foreign Born Diversity National Index	24	43	38
Ancestry Diversity National Index	79	39	62
Racial Diversity National Index	35	45	40

# 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	772	12.81%
Mainstay Communities	Established, Diverse Households	2,350	39%
Working Communities	Blue-collar, Working Families	901	14.95%
Country Communities	Rural, Agri. & Mining Families	727	12.07%
Aspiring Communities	Young Singles / Aspiring-Multihousing	707	11.73%
Urban Communities	High Density, Inner-city Neighborhoods	567	9.41%



# 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	4,013	5.08%
Unreached %	67.97%	66.6%	97.98
Religious But NOT Evangelical HH	17,867	812	4.55%
Religious But NOT Evangelical %	15.37%	13.48%	87.72
Spiritual But NOT Relig or Evang HH	14,831	804	5.42%
Spiritual But NOT Relig or Evang %	12.76%	13.34%	104.6
Not Evangelical, Not Interested HH	46,524	2,396	5.15%
Not Evangelical, Not Interested %	40.02%	39.78%	99.4



# 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	820	5.4%
Active Evangelical Percent	13.05%	13.61%	104.24
Inactive Evangelical Households	22,060	1,192	5.4%
Inactive Evangelical Percent	18.98%	19.78%	104.25
# New Churches Needed	0	1	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	Ridgefield	1.23 mi
2	Sweetwater Branch	2.47 mi
3	The Rock	3.54 mi
4	Tilly Swamp	3.55 mi
5	Maple	3.55 mi
6	Kingston	3.55 mi
7	Hickory Grove	3.55 mi
8	Good Hope	3.55 mi
9	Mercy	3.63 mi
10	University	3.73 mi
11	Thee Baptist Worship Center	3.73 mi
12	Langston	3.73 mi
13	First Baptist Church of Conway	3.73 mi
14	Harvest	4.24 mi
15	Redemption Church	4.35 mi

	CHURCHES	DIST.
16	North Conway	4.54 mi
17	Jamestown	4.58 mi
18	Rivertown Community	4.74 mi
19	West Myrtle Beach First	5.42 mi
20	Pine Grove	5.55 mi
21	Forestbrook	5.92 mi
22	Greenwood	6.28 mi
23	Pauley Swamp	6.80 mi
24	Juniper Bay	6.80 mi
25	High Point	6.80 mi
26	Homewood	8.17 mi
27	Oakey Swamp	8.27 mi
28	New Life Worship Center	8.33 mi
29	Bethlehem	8.50 mi
30	Lakeside	8.89 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*

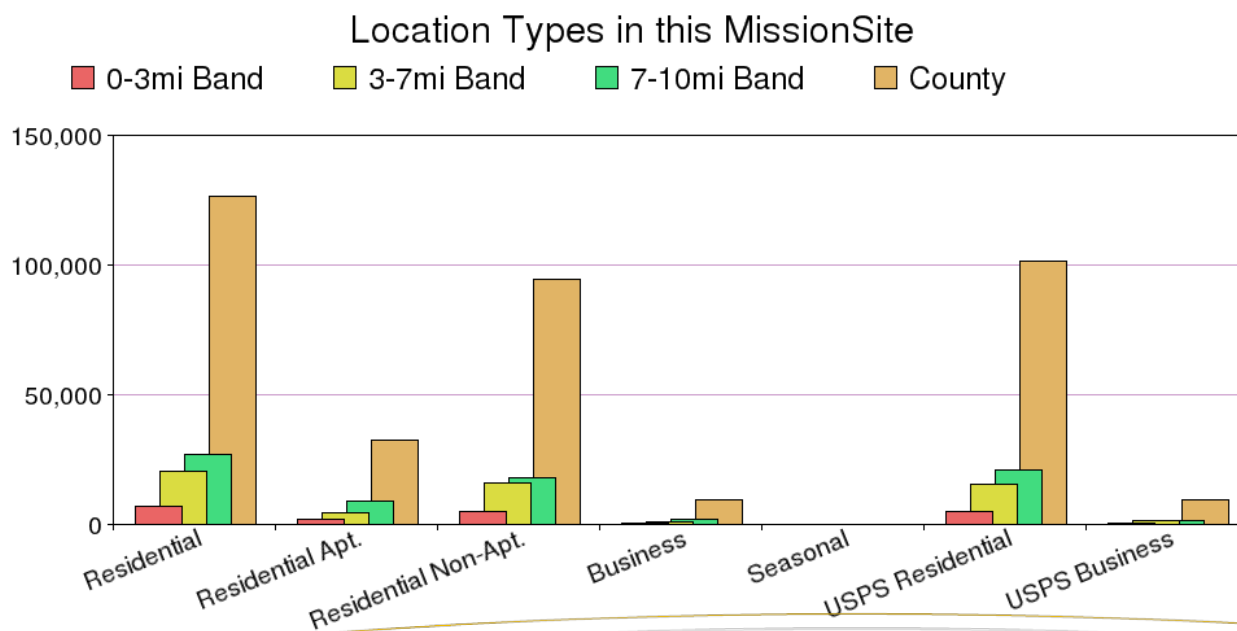
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	6,178	4.29%
2000 Population	196,629	10,786	5.49%
2010 Population	270,347	14,963	5.53%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,766	2,314	4.15%
2000 Households	81,800	4,047	4.95%
2010 Households	116,259	6,025	5.18%



Location Type	0-3mi Band
Residential	7,009
Residential Apt.	1,765
Residential Non-Apt.	5,244
Business	362
Seasonal	0
USPS Residential	5,239
USPS Business	289

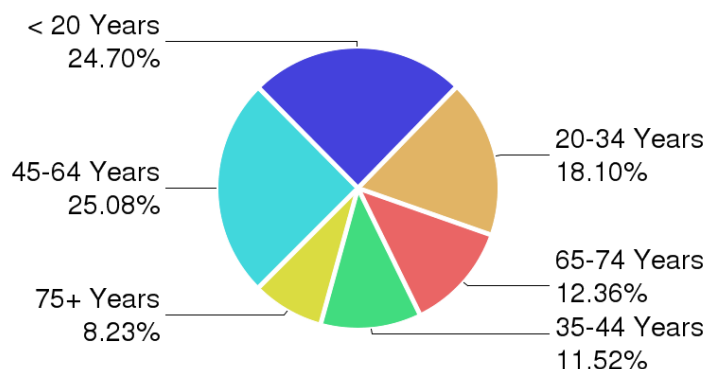
# Current Demographic Summary

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%	4.94%	93.56
4-5 Years	2.41%	2.18%	90.46
6-8 Years	3.5%	3.53%	100.86
9-11 Years	3.33%	3.25%	97.6
12-13 Years	2.14%	2.21%	103.27
14-17 Years	4.31%	5.07%	117.63
18-19 Years	2.13%	3.5%	164.32
0-5 Years	7.69%	7.12%	92.59
6-12 Years	7.92%	7.93%	100.13
13-19 Years	7.51%	9.64%	128.36
< 20 Years	23.12%	24.69%	106.79
20-34 Years	18.54%	18.09%	97.57
35-44 Years	12.29%	11.52%	93.73
45-64 Years	26.83%	25.07%	93.44
65-74 Years	11.21%	12.36%	110.26
75+ Years	8.01%	8.23%	102.75
Median Age	42	43	101.72
Median Age (Male)	40	41	101.84
Median Age (Female)	43	44	100.16

Age Group Percentages



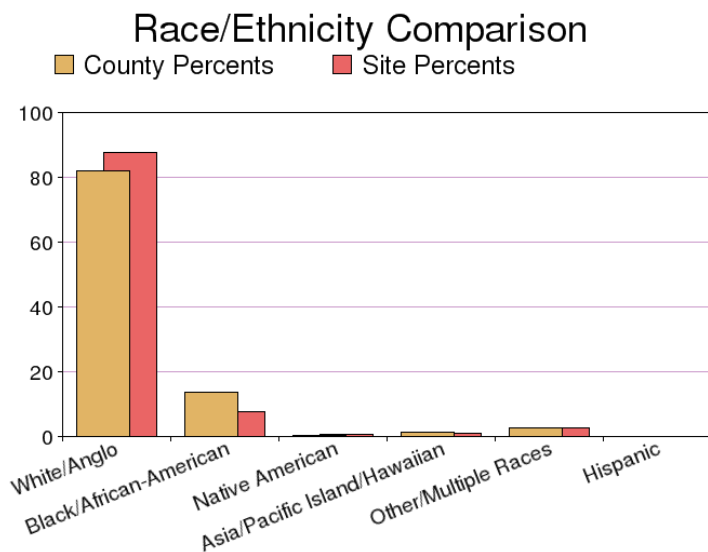


# Current Demographic Summary

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%	87.82%	107.21
Black, African-American	13.73%	7.71%	56.14
Native American	0.42%	0.55%	130.88
Asian	1.11%	1.07%	96.07
Pacific Island, Hawaiian	0.07%	0.09%	123.62
Other/Multiple Races	2.76%	2.77%	100.38
Hispanic	0%	6.21%	0



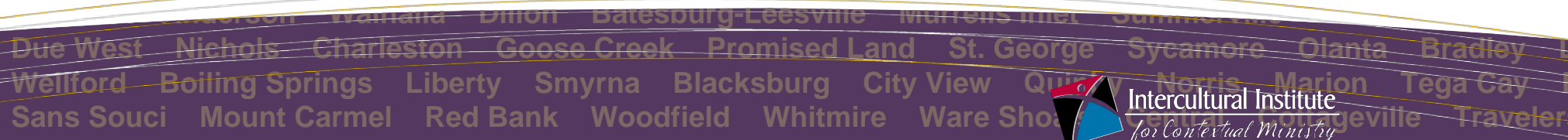
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	192,563	10,230	
Less than 9th Grade	4.27%	2.88%	147.92
No High School Diploma	9.39%	8.94%	105.03
High School Graduate	35.87%	36.72%	97.69
Some College, no degree	19.23%	19.25%	99.92
Associate Degree	10.28%	7.43%	138.31
College Degree	13.77%	13.67%	100.76
Graduate/Prof. degree	7.2%	11.11%	64.74

# 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
<b>Household Income</b>			
< \$10,000	6.93%	6.14%	116.51
\$10,000 to \$19,999	12.44%	12.05%	96.89
\$20,000 to \$29,999	13.12%	14.8%	112.81
\$30,000 to \$49,999	24.73%	23.77%	96.12
\$50,000 to \$59,999	8.99%	9.96%	110.72
\$60,000 to \$69,999	7.77%	8.23%	105.97
\$70,000 to \$79,999	6.51%	5.99%	92.02
\$80,000 to \$89,999	4.92%	4.56%	92.74
\$90,000 to \$99,999	3.13%	3.02%	96.61
\$100,000 to \$124,999	5.26%	5.94%	112.97
\$125,000 to \$149,999	2.76%	1.61%	58.44
\$150,000 to \$199,999	2.04%	1.76%	86.38
\$200,000 to \$249,999	0.53%	0.51%	96.79
\$250,000 or more	0.87%	1.61%	184.41
Median Household	43,205	43,623	100.97
Average Household	57,798	61,244	105.96
Per Capita Household	25,115	24,768	98.62
<b>Family/Non-Family Household Income</b>			
Median Family Income	52,281	52,781	100.96
Average Family Income	68,147	71,994	105.65
Median Non-Family Income	30,966	29,944	96.7
Average Non-Family Income	39,462	36,246	91.85



# 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%	66.95%	104.75
Families with Children	28.68%	28.93%	100.86
Families without Children	35.24%	38.02%	107.91
Non-Family Households			
% Non-Family Households	36.08%	33.05%	91.59
Non-Families with Children	0.38	0.45	117.34
Non-Families without Children	35.7	32.6	91.32
Housing Units			Index
Total Housing Units	179,009	7,686	
Vacant percent	35.05%	21.61%	61.65
Owned percent	46.13%	59.17%	128.27%
Rented Percent	18.81%	19.22%	102.14
Households by Size			Index
Avg household size	2.30	2.34	101.74
Avg family hh size	2.89	2.82	97.58
Avg non-family hh size	1.26	1.36	107.94
Households By Count of Persons			Percent
One	32,016	1,441	4.5%
Two	46,487	2,597	5.59%
Three or Four	30,731	1,638	5.33%
Five+	7,025	350	4.98%



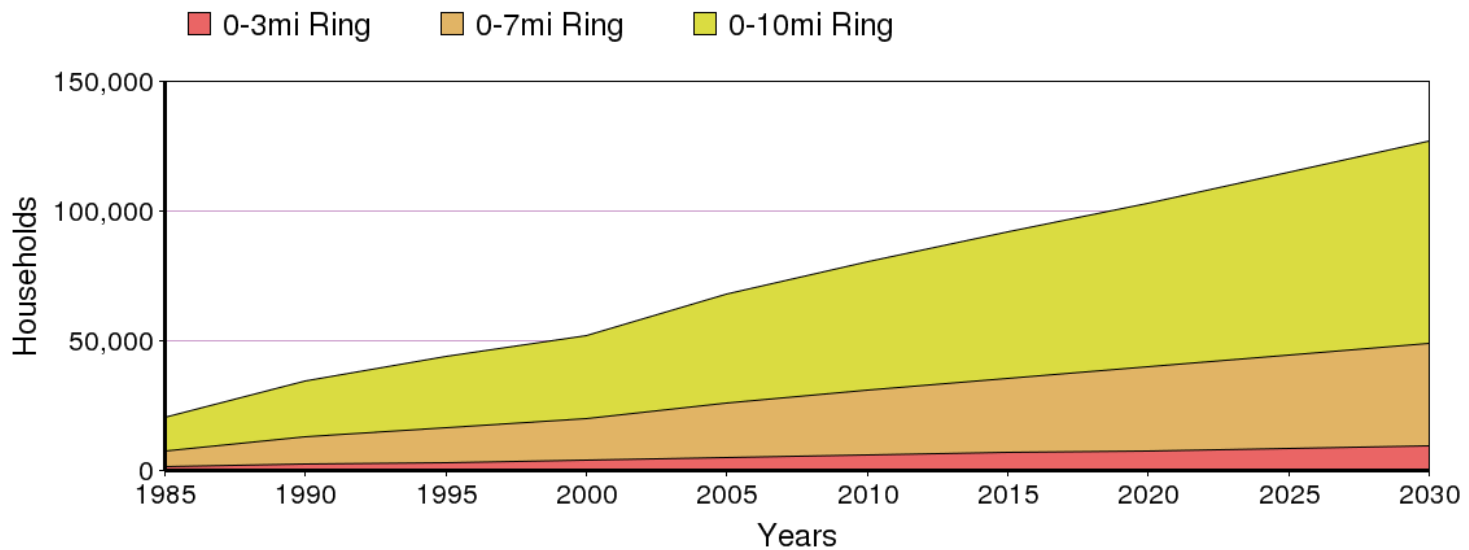
# Projected Demographic Summary

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	6,178	4.29%
2000 Population	196,629	10,786	5.49%
2010 Population	270,347	14,963	5.53%
2015 Population	302,727	16,988	5.61%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	55,766	2,314	4.15%
2000 Households	81,800	4,047	4.95%
2010 Households	116,259	6,025	5.18%
2015 Households	127,901	6,782	5.3%

Household Change from 1985 to 2030



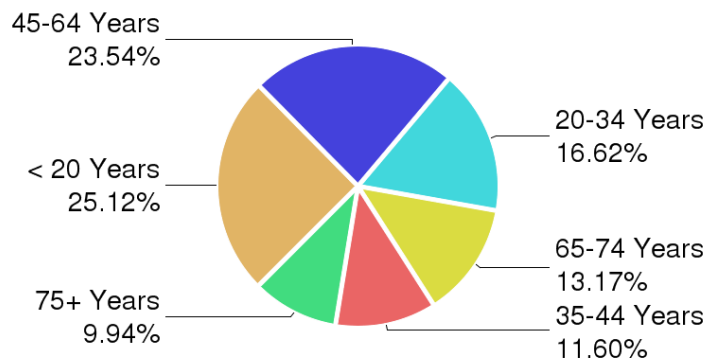
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.94%	5.16%	104.45
4-5 Years	2.18%	2.41%	110.55
6-8 Years	3.53%	3.76%	106.52
9-11 Years	3.25%	3.48%	107.08
12-13 Years	2.21%	2.29%	103.62
14-17 Years	5.07%	4.96%	97.83
18-19 Years	3.5%	3.07%	87.71
0-5 Years	7.12%	7.57%	106.32
6-12 Years	7.93%	8.39%	105.8
13-19 Years	9.64%	9.15%	94.92
< 20 Years	24.69%	25.11%	101.7
20-34 Years	18.09%	16.62%	91.87
35-44 Years	11.52%	11.6%	100.69
45-64 Years	25.07%	23.54%	93.9
65-74 Years	12.36%	13.17%	106.55
75+ Years	8.23%	9.94%	120.78
Median Age	42	43	102.06
Median Age (Male)	40	41	102.96
Median Age (Female)	43	44	100.21

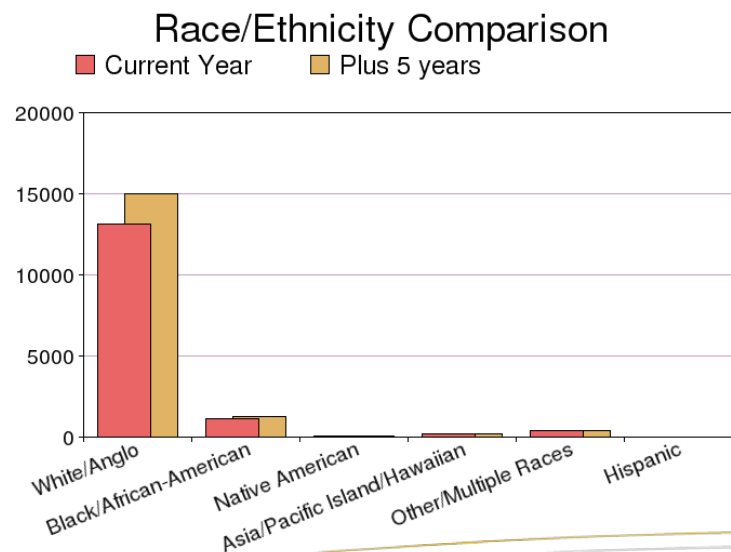
Projected Age Group Percentages



# 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	87.82%	88.34%	100.59
Black, African-American	7.71%	7.56%	98.09
Native American	0.55%	0.56%	102.04
Asian	1.07%	1.21%	113.4
Pacific Island, Hawaiian	0.09%	0.07%	81.3
Other/Multiple Races	2.77%	2.25%	81.29
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	10,230	11,677	
Less than 9th Grade	2.88%	2.56%	88.8
No High School Diploma	8.94%	7.65%	85.5
High School Graduate	36.72%	38.27%	104.24
Some College, no degree	19.25%	17.29%	89.83
Associate Degree	7.43%	8.76%	117.93
College Degree	13.67%	14.01%	102.52
Graduate/Prof. degree	11.11%	11.46%	103.1

# 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	6.14%	5.63%	91.72
\$10,000 to \$19,999	12.05%	11.75%	97.53
\$20,000 to \$29,999	14.8%	13.67%	92.32
\$30,000 to \$49,999	23.77%	23.09%	97.15
\$50,000 to \$59,999	9.96%	9.63%	96.69
\$60,000 to \$69,999	8.23%	8.35%	101.38
\$70,000 to \$79,999	5.99%	6.28%	94.5
\$80,000 to \$89,999	4.56%	5.22%	102.41
\$90,000 to \$99,999	3.02%	3.01%	99.58
\$100,000 to \$249,999	5.94%	6.78%	114.15
\$125,000 to \$149,999	1.61%	1.9%	118.15
\$150,000 to \$199,999	1.76%	2.06%	117.33
\$200,000 to \$249,999	0.51%	0.63%	123.23
\$250,000 or more	1.61%	1.64%	101.66
Median Household	43,623	45,823	105.04
Average Household	61,244	65,092	106.28
Per Capita Household	24,768	26,092	105.35
<b>Family/Non-Family Household Income</b>			
Median Family Income	52,781	56,747	107.51
Average Family Income	71,994	77,792	108.05
Median Non-Family Income	29,944	31,827	106.29
Average Non-Family Income	36,246	38,192	105.37

# 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	66.95%	65.35%	97.6
Families with Children	28.93	28.59	98.83
Families without Children	38.02	39.65	104.27
<b>Non-Family Households</b>			
% Non-Family Households	33.05%	34.65%	104.86
Non-Families with Children	0.45	0.35	104.86
Non-Families without Children	32.6	34.3	105.21
<b>Housing Units</b>			
Total Housing Units	7,686	8,740	113.71%
Vacant percent	21.61%	22.4%	103.66
Owned percent	59.17%	58.71%	99.21
Rented Percent	19.22%	18.9%	98.36
<b>Households by Size</b>			
Avg household size	2.34	2.38	101.71%
Avg family hh size	2.82	2.95	104.61%
Avg non-family hh size	1.36	1.30	95.59%
<b>Households By Count of Persons</b>			
One	1,441	1,711	118.74%
Two	2,597	2,740	105.51%
Three or Four	1,638	1,877	114.59%
Five+	350	455	130%



# 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).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	421	819	2,637
Northern Europe	29	126	202
Western Europe	10	67	174
Southern Europe	7	8	110
Eastern Europe	7	27	49
Other Europe	0	0	0
Eastern Asia	20	55	196
So. Central Asia	0	26	39
SE Asia	52	42	183
Western Asia	15	13	280
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	6	45
Middle Africa	0	0	0
Northern Africa	0	0	64
Southern Africa	0	0	0
Western Africa	0	0	1
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	7	15	42
Central Amer.	241	334	951
South America	5	62	152
North America	28	38	149
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	8,293	24,139	41,230
Spanish	501	960	2,050
Other Indo-Euro language	139	365	740
French (incl. Patois, Cajun)	46	81	216
French Creole	0	0	3
Italian	3	23	112
Portuguese	0	0	81
German	76	123	163
Yiddish	0	16	4
Other West Germanic	0	0	12
A Scandinavian Language	0	52	13
Greek	14	15	53
Russian	0	0	0
Polish	0	21	10
Serbo-Croatian	0	0	0
Other Slavic Language	0	14	7
Armenian	0	0	0
Persian	0	20	22
Gujarathi	0	0	20
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	1
Asian/PI languages	0	0	0
Chinese	58	19	50
Japanese	0	30	75
Korean	0	15	52
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	54	8
Laotian	0	0	40
Vietnamese	28	0	111
Other Asian	0	0	26
Tagalog	0	8	47
Other Pacific Is	0	0	0
Other languages	0	24	368
Navajo	0	0	0
Other Native N. American	0	11	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	13	341
African languages	0	0	27
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	7,074	20,252	34,713
Arab	18	30	83
Armenian	0	0	0
Austrian	9	7	74
British	23	79	167
Canadian	2	20	50
Croatian	0	0	30
Czech	23	36	55
Czechoslovak	29	34	62
Danish	0	17	49
Dutch	105	162	241
English	805	1,796	2,961
European	81	79	187
Finnish	0	22	22
French (not Basque)	107	358	628
French Canadian	31	77	197
German	755	1,761	3,717
Greek	29	55	129
Hungarian	17	48	75
Iranian	0	27	28

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	918	1,758	3,476
Italian	374	777	1,678
Lithuanian	2	11	100
Norwegian	35	57	123
Polish	192	330	705
Portuguese	16	10	58
Romanian	0	0	16
Russian	53	24	87
Scandinavian	0	0	24
Scotch-Irish	212	534	918
Scottish	140	344	835
Slovak	27	31	36
Subsaharan African	11	99	236
Swedish	114	169	149
Swiss	21	20	104
Ukrainian	15	7	40
US/American	1,497	4,363	6,862
Welsh	14	54	145
West Indian	9	42	103
Yugoslavian	8	13	9
Other	1,382	7,000	10,254

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

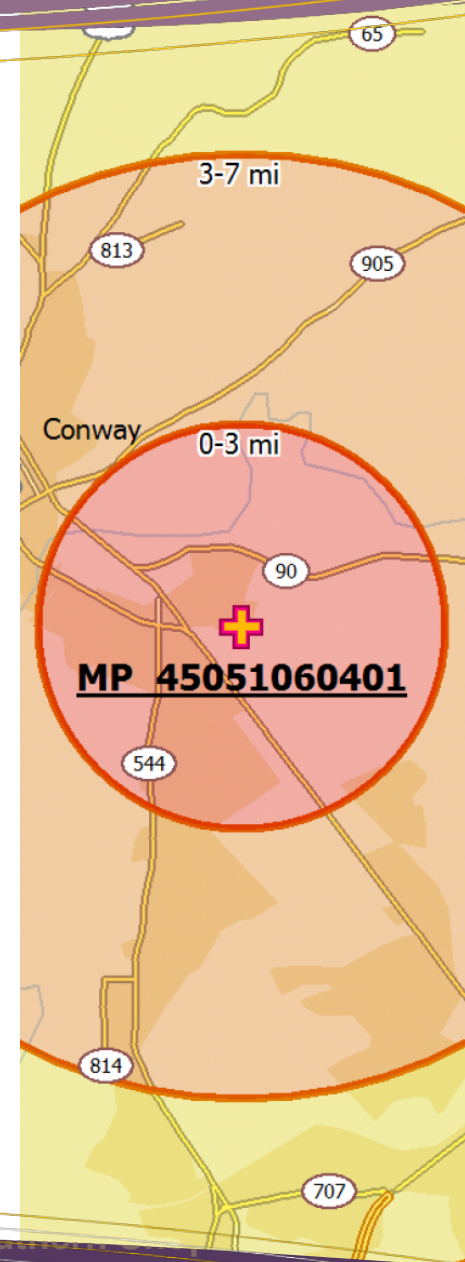
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelescape 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 Evangelescape 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	6,025	100%	4,011	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	772	12.81%	518	12.91%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	772	12.81%	518	12.91%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	351	5.83%	227	5.66%
Successful Urban Sprawl	3	0.05%	0	0%
2nd City Homebodies	216	3.59%	2	0.05%
Prime Middle America	0	0%	141	3.52%
Urban Optimists	132	2.19%	0	0%
Family Convenience	0	0%	84	2.09%
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	6,025	100%	4,011	100%
<b>BLUE COLLAR BACKBONE</b>	9	0.15%	5	0.12%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	9	0.15%	5	0.12%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	1,999	33.18%	1,319	32.88%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	79	1.31%	51	1.27%
Professional Urbanites	307	5.1%	222	5.53%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1,541	25.58%	988	24.63%
Mature America	72	1.2%	58	1.45%
<b>METRO FRINGE</b>	892	14.8%	611	15.23%
Steadfast Conservative	883	14.66%	605	15.08%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	9	0.15%	6	0.15%
Urban Grit	0	0%	0	0%
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	6,025	100%	4,011	100%
REMOTE AMERICA	717	11.9%	420	10.47%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	717	11.9%	420	10.47%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	707	11.73%	510	12.72%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	5	0.08%	4	0.1%
Stable Careers	702	11.65%	506	12.62%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	10	0.17%	7	0.17%
Aspiring Hispania	10	0.17%	0	0%
Industrious Country Living	0	0%	7	0.17%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
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	6,025	100%	4,011	100%
<b>STRUGGLING SOCIETIES</b>	71	1.18%	55	1.37%
Rugged Southern Style	17	0.28%	10	0.25%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	54	0.9%	45	1.12%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	496	8.23%	339	8.45%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	99	1.64%	61	1.52%
Af. Amer. Neighborhoods	352	5.84%	246	6.13%
Urban Diversity	45	0.75%	32	0.8%
New Generation Activists	0	0%	0	0%
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?

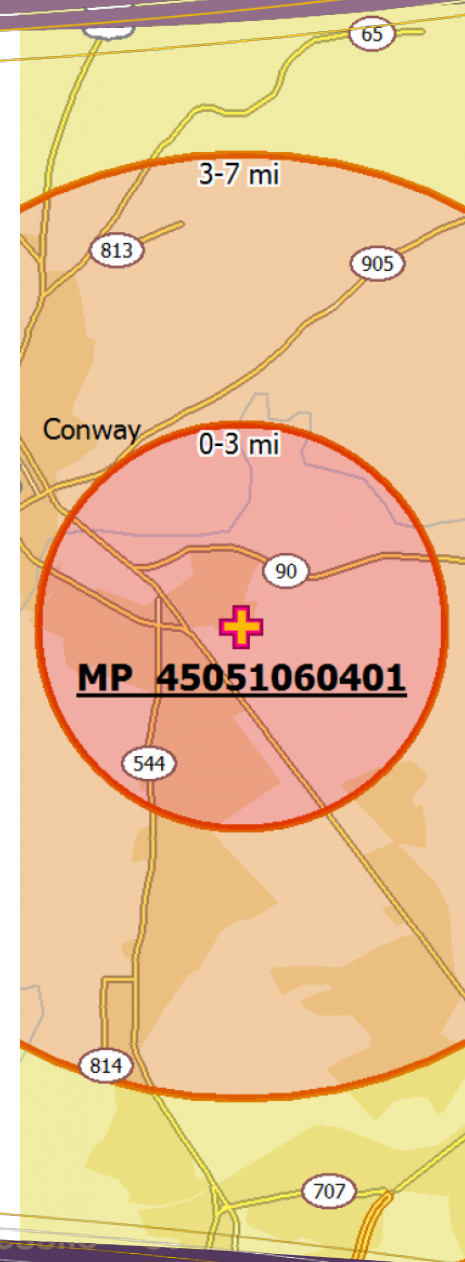
## Potential Cultural Bridges

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	76%	76%	76%
Use Comp. for Internet/E-mail	59%	58%	59%
Internet Use: E-Mail	47%	48%	50%
Use Comp. for Comp. Games	39%	37%	37%
Use Comp. for Word Processing	35%	35%	37%
Use Comp. for Digital Camera Photo Editing	33%	30%	30%
Use Comp. for Shopping	31%	33%	34%
Use Comp. for Banking	30%	31%	32%
Use Comp. for Education	28%	31%	32%
Internet Use: News/ Weather	26%	27%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	26%	28%	28%
Internet Use: Banking	24%	27%	29%
Use Comp. for News/Info./Data Service	24%	22%	23%
PC-Network-HH Has One	16%	18%	18%
HH Owns Video/Webcam	15%	12%	12%
Use Comp. for Accounting	13%	14%	14%
Internet Use: Shopping: Made A Purchase	11%	12%	12%
Use Comp. for Personal Financial Mngmnt	11%	12%	13%
Internet Use: Shopping: Gathered Info. for Shopping	11%	12%	12%
Internet Use: Research/ Education	10%	11%	11%

# 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	67%	67%	67%
Dining Out (Not Fast Food)	57%	56%	56%
Reading Books	52%	53%	53%
Card Games	41%	40%	39%
Cooking for Fun	37%	37%	37%
Go To A Beach/Lake	35%	35%	35%
Gardening	33%	29%	28%
Board Games	30%	32%	32%
Visit Museum	21%	20%	20%
Visit Zoo	21%	19%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	68%	67%
Gen./Fam. Practitioner	40%	39%	39%
Dentist	30%	27%	27%
Eye Dr.	22%	21%	21%
Backache	22%	21%	21%
Hypertension/High Blood Pressure	21%	19%	19%
High Cholesterol	20%	18%	17%
None Of These	17%	19%	19%
Any Arthritis	16%	14%	14%
Acid Reflux Disease (GERD)	15%	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	28.23%	28.06%	28.17%
Live Theater	19%	19.08%	19.37%
Live Theater Most Often	16.17%	15.72%	15.81%
Rock/Pop Concerts Most Often	13.64%	14.87%	14.88%
Country Concerts Most Often	8.52%	6.79%	6.64%
Comedy Club	7.94%	9.33%	9.73%
Movies: Comedy	38.04%	39.54%	39.79%
Movies: Action/Adventure	37.28%	38.14%	38.5%
Movies: Romantic Comedy	20.5%	19.8%	19.6%

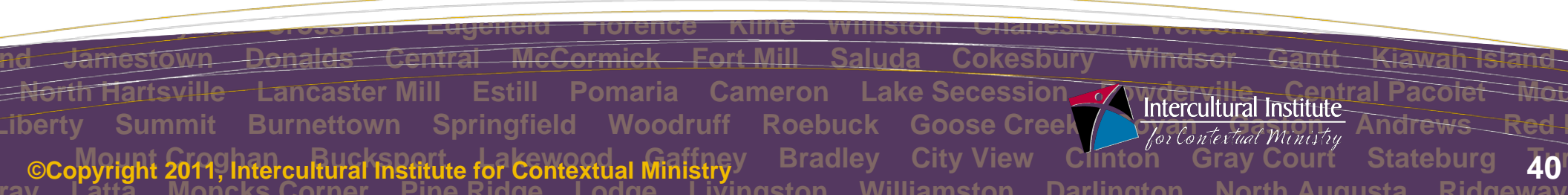
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.53%	20.94%	20.99%
Movies: Fam.	18.04%	18.9%	19.07%
Movies: Mystery	17.64%	18.05%	18.01%
MLB Baseball Reg. Season	7.36%	7.12%	7.45%
NFL Football Reg. Season	5.9%	6.23%	6.48%
College Football Reg. Season	3.84%	4.73%	5.01%
Auto Racing Events	2.77%	2.58%	2.66%
College Basketball Reg. Season	2.61%	3.3%	3.34%
NBA Basketball Reg. Season	2.34%	3.14%	3.35%

# 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	39.04%	38.4%	38.72%
Swimming	33.45%	32.61%	32.98%
Bowling	19.67%	20.62%	20.44%
Freshwater Fishing	18.6%	17.65%	17.59%
Billiards/Pool	18.03%	18.96%	19.05%
Basketball	14.85%	15.61%	15.06%
Weight Training	14.08%	14.9%	15.18%
Golf	13.99%	12.16%	11.82%
Jogging/Running	13.8%	14.73%	14.39%
Mountain/Road Biking	13.64%	12.28%	11.97%
Camping Trips	13.11%	12.36%	12.84%
Using Cardio Machine	12.91%	13.14%	13.46%
Stationary Cycling	12.22%	11.1%	10.96%
Baseball	11.22%	10.81%	10.67%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	10.08%	11.02%	10.57%
Backpacking/Hiking	9.89%	9.83%	9.88%
Hunting	9.53%	8.13%	7.92%
Power Boating	9.22%	6.78%	6.53%
Volleyball	9.14%	8.12%	7.56%
Aerobics	8.87%	9.43%	9.25%
Target Shooting	8.69%	7.93%	7.91%
Soccer	8.52%	8.46%	8.3%
Softball	8.36%	7.94%	7.66%
Saltwater Fishing	7.86%	7.33%	7.32%
Yoga	7.68%	7.47%	7.38%
Tennis	6.83%	7.15%	7.06%
Canoeing/Kayaking	6.65%	5.8%	5.71%
Horseback Riding	6.21%	6.02%	5.96%





# 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
Motorcycling	5.92%	5.76%	5.81%
Snorkeling	5.21%	4.51%	4.36%
Racquetball	4.69%	3.9%	3.52%
Roller Skating	4.5%	4.87%	4.78%
Downhill & X-Country Skiing	4.39%	4.03%	4.01%
Ice Skating	4.31%	4.42%	4.13%
Jet Skiing	4.29%	3.84%	3.58%
Archery	4.27%	3.79%	3.71%
Fly Fishing	4.07%	3.83%	3.83%
Sailing	3.91%	3%	2.86%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.88%	3.22%	2.96%
Rock Climbing	3.71%	3.47%	3.47%
Hockey	3.58%	3.33%	3.06%
Snowboarding	3.55%	3.19%	3.05%
Water Skiing	3.48%	3.5%	3.4%
Martial Arts	3.47%	3.47%	3.42%
Rowing	3.3%	2.77%	2.72%
Skateboarding	3.22%	2.98%	2.78%
Auto Racing	2.85%	2.46%	2.39%
Surfing & Windsurfing	2.75%	2.33%	2.25%



## 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.

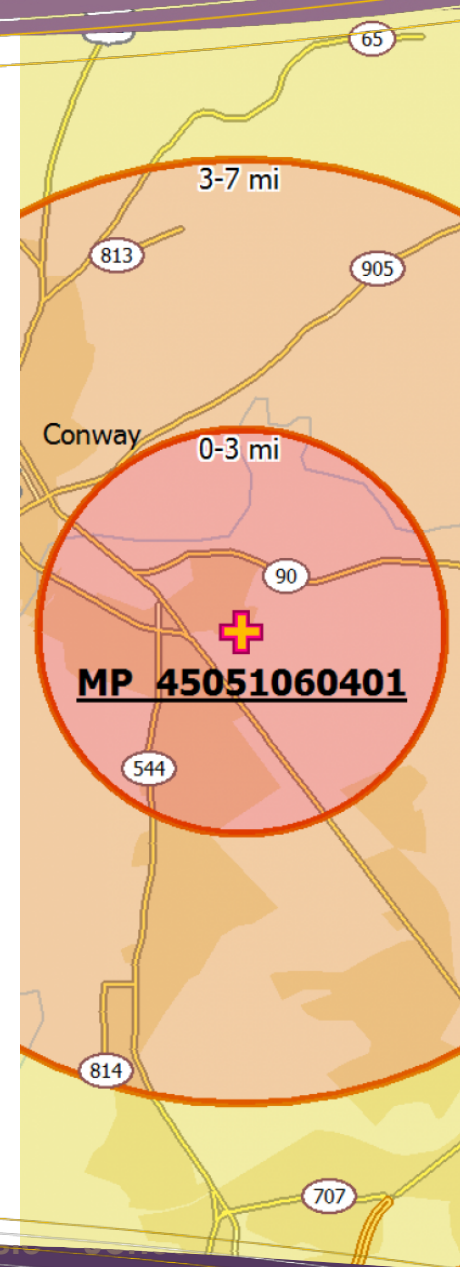
### BIBLICAL BARRIERS

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.

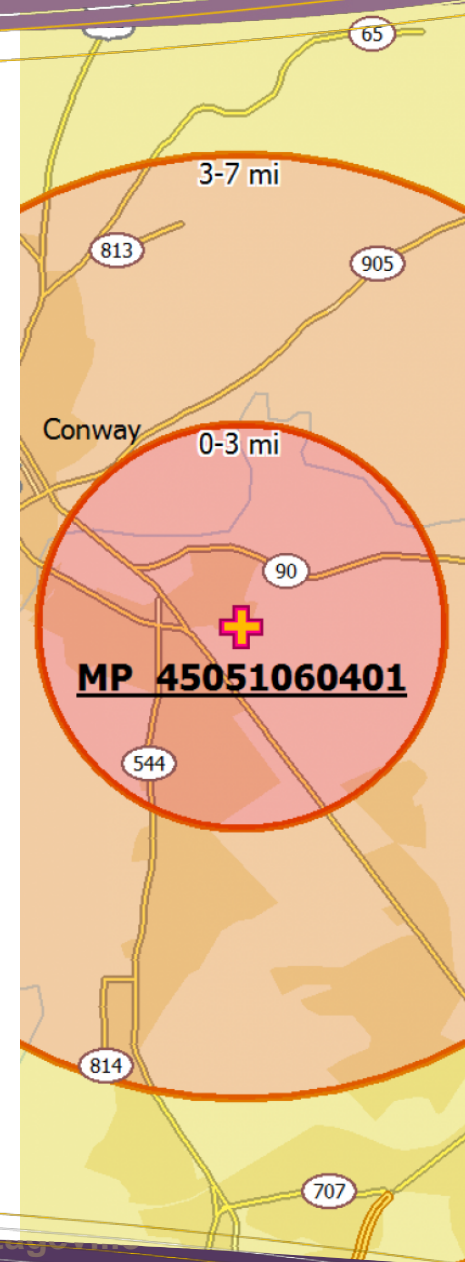
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

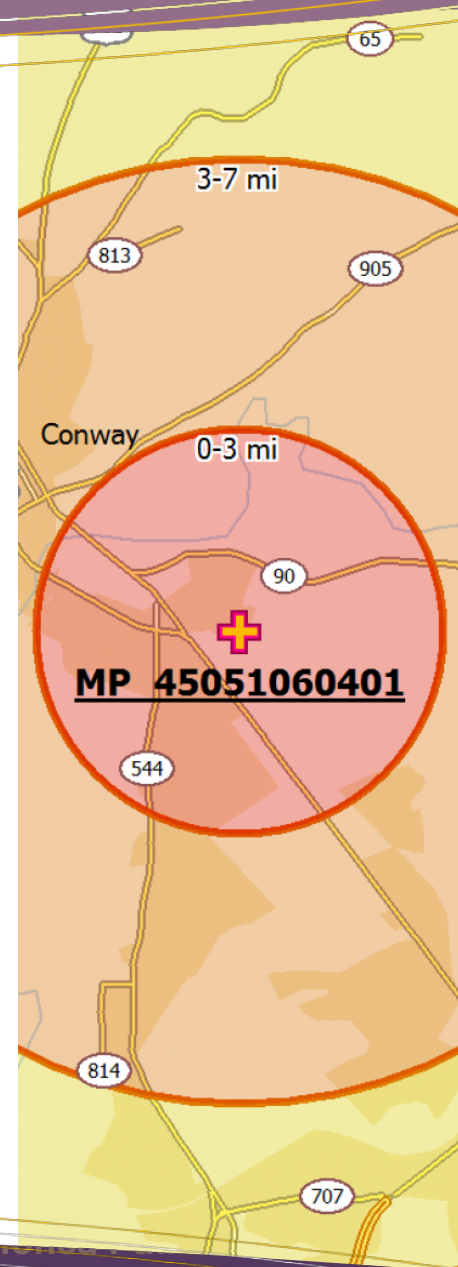
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	50%
Find It Difficult To Say No To My Kids	39%	39%	39%
Prefer To Have Few Possessions As Possible	37%	33%	32%
Like Control Over People And Resources	34%	35%	34%
Speak My Mind Even If It Upsets People	33%	35%	35%
Woman's Place Is In The Home	32%	33%	34%
Like To Do Unconventional Things	30%	28%	28%
Don't Judge People/Way They Live Life	29%	30%	30%
Friends More Important Than My Fam.	28%	25%	25%
Money Is Best Measure Of Success	27%	26%	26%
If Won Lottery Would Never Work Again	27%	26%	27%
Too Much Sponsorship In Arts/Sports	24%	24%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Pursue Challenge/Novelty/Change	22%	20%	20%
Like to Stand Out In A Crowd	20%	20%	19%
Marijuana Should Be Legalized	20%	19%	19%
I Am A Workaholic	18%	20%	19%
Only Work Current Job for The Money	16%	15%	15%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	15%	16%	16%
On Whole People Get What They Deserve	13%	12%	11%
Happy With My Standard Of Living	12%	14%	14%
Indulge My Kids With The Little Extras	10%	10%	10%
More Important Do Duty Than Enjoy Life	8%	7%	7%
I Am A Perfectionist	7%	8%	8%

## Potential Cultural Themes

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

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

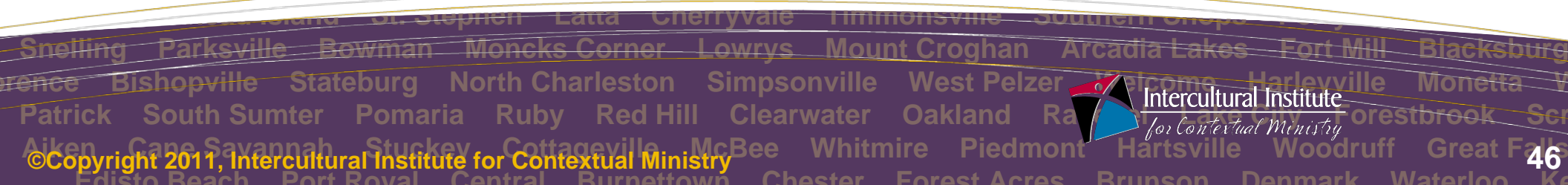


# Potential Cultural Themes:

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

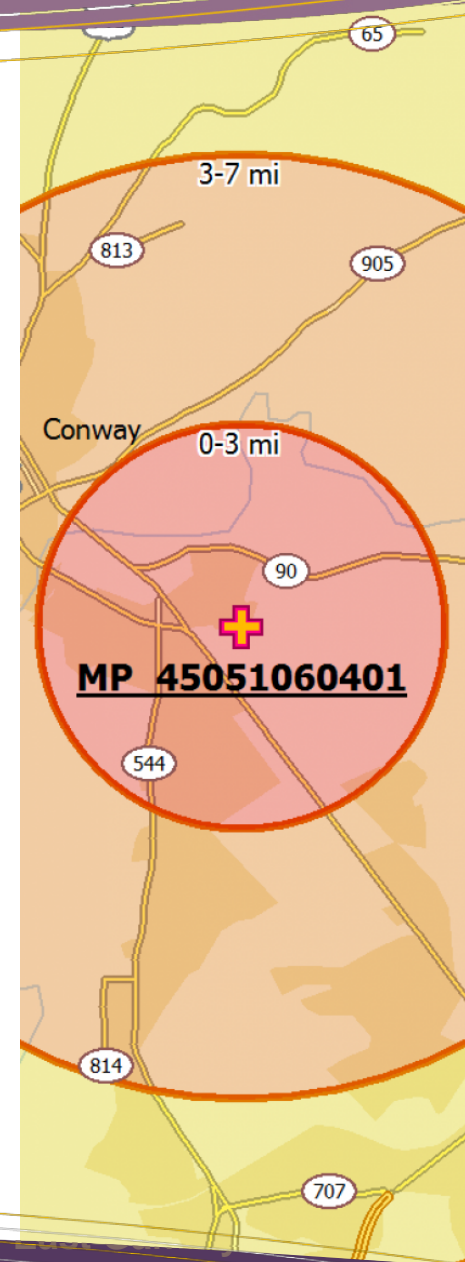
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	62%	62%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	38%	39%	39%
Prefer To Have Few Possessions As Possible	37%	33%	32%
Important Feel Respected By My Peers	35%	34%	34%
Prefer Work Part Of Team Than Alone	33%	34%	34%
Important To Juggle Various Tasks	31%	31%	31%
Good At Fixing Things	28%	28%	27%
Have Keen Sense Of Adventure	27%	27%	26%
People Have To Take Me As They Find Me	25%	25%	25%
Like To Just Enjoy Life	24%	22%	22%
Worried About Pollution Caused By Cars	19%	20%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	17%	16%	16%
Real Men Don't Cry	17%	17%	18%
Consider Myself Interested In The Arts	16%	18%	18%
Looking for New Ideas To Improve Home	15%	16%	16%
Try Not To Worry About The Future	15%	15%	14%
Provide My Kids With The Little Extras	14%	15%	13%
Enjoy Spending Time With My Fam.	12%	12%	12%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	5%	4%	4%
Would Like To Set Up Own Business	4%	4%	4%



## 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	83.36%	84.67%	84.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.54%	80.83%	80.91%
Houses-Visit Any			
McDonald's	55.37%	56.47%	56.6%
Burger King	36.25%	37.91%	38.04%
Applebee's	29.19%	29.57%	29.69%
Taco Bell	28.73%	29.34%	29.91%
Kentucky Fried Chicken (KFC)	28.13%	29.44%	28.22%
Subway	27.84%	29.81%	30.03%
Wendy's	27.36%	28.9%	28.88%
Olive Garden	19.97%	19.73%	19.83%
Arby's	19.12%	21.17%	21.32%
Pizza Hut	19.09%	21.36%	21.39%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Outback Steakhouse	15.7%	15.03%	15.24%
Red Lobster	15.67%	16.42%	16.22%
Dairy Queen	15.49%	16.17%	16.18%
IHOP (International House Of Pancakes)	14.38%	15.2%	15.21%
Denny's	14.3%	13.21%	12.93%
Dunkin' Donuts	13.87%	12.11%	11.51%
Domino's Pizza	13.72%	15.07%	14.84%
Cracker Barrel	13.31%	13.93%	14.08%
Sonic	12.07%	13.72%	14.33%
TGI Friday's	11.54%	12.64%	12.52%
Chick-Fil-A	11.46%	13.81%	14.12%
Golden Corral	11.4%	12.35%	11.83%



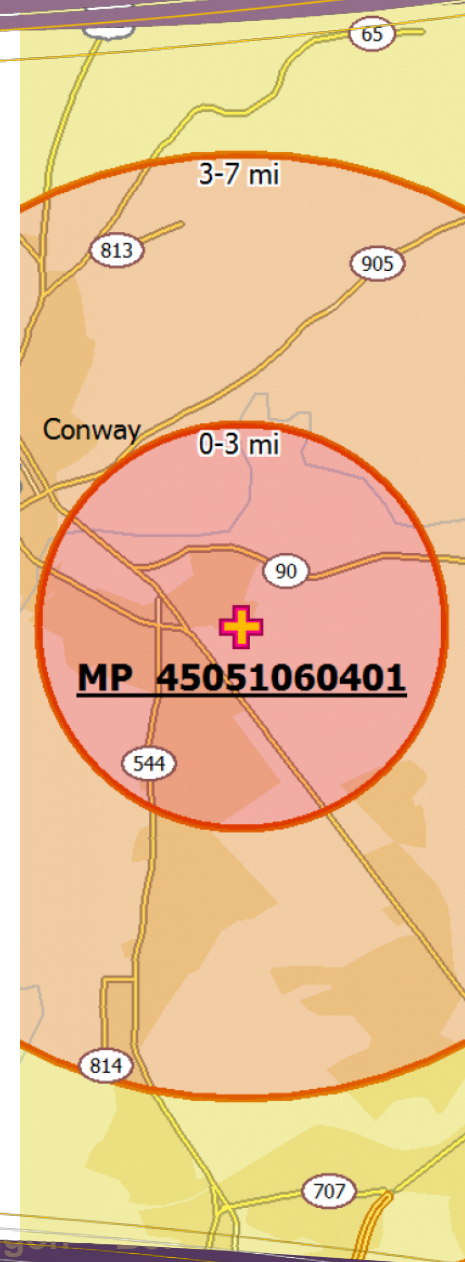


## Potential Shared Projects

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.

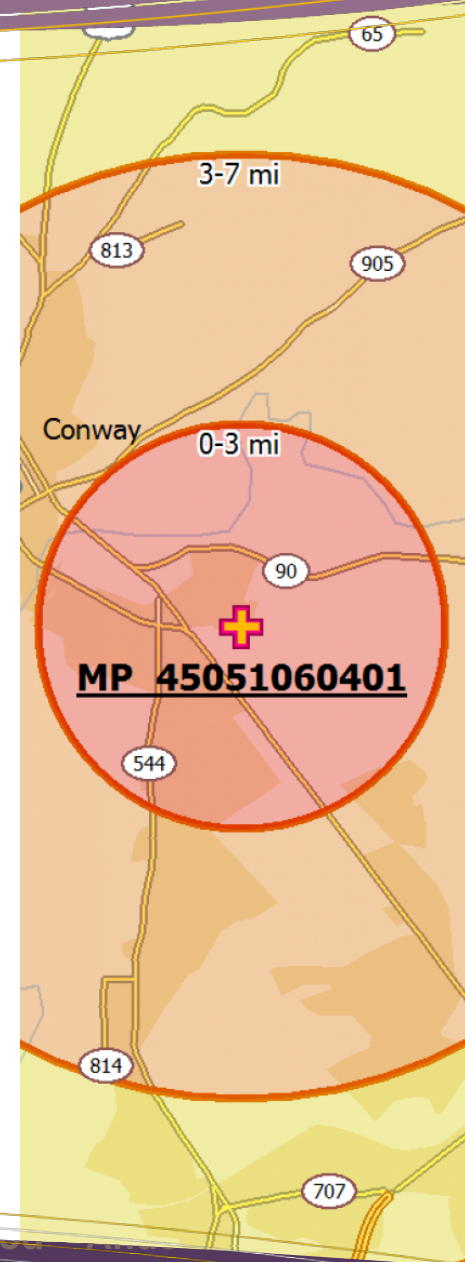
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	45.07%	42.7%	42.46%
Recycled products	34.04%	31.49%	32.08%
Worked as volunteer (non political)	16.24%	14.89%	15.02%
Engaged in fund raising	10.22%	9.99%	9.73%
Religious club member	7.18%	7.32%	7.24%
Wrote to elected offcl about publ bus	5.81%	5.35%	5.49%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Addressed a public meeting	5.45%	4.66%	4.5%
Wrote to editor of mag or newspaper	5.35%	5.27%	5.42%
Charitable Organization	5.16%	4.88%	4.87%
Took active part in local civic issue	5.08%	4.76%	4.68%
Fraternal order member	4.66%	4.2%	4.13%
Union member	4.56%	4.63%	4.54%

## 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	16.94%	16.32%	16.75%
Mystery	13.07%	11.72%	12.03%
Children's Books	11.91%	12.15%	12.25%
Cookbooks	10.77%	10.43%	10.6%
Religious (not Bibles)	8.62%	8.84%	8.81%
Romance	7.28%	6.79%	6.7%
History	7.07%	6.68%	7.02%
Biography	6.69%	6.22%	6.31%
Personal/Business	6.03%	6.19%	6.28%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	67.05%	65.68%	65.26%
Gen. Editorial	45.26%	46.91%	46.52%
Womens	39.02%	41.58%	41.35%
Service	32.89%	32.31%	33%
Mens	18.09%	19.18%	19.39%
Business/Finance	14.91%	16.63%	16.75%
Sports	14.31%	14.57%	14.71%
Mature Market	13.57%	12.05%	11.75%
Automotive	13.08%	12.83%	12.99%

# 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	54.99%	52.2%	52.32%
Classified	32.77%	32.72%	32.55%
Sport	31.95%	30.72%	30.66%
Editorial Page	31.48%	28.48%	28.4%
Business/Finance	28.52%	26.56%	26.82%
Comics	27.79%	26.09%	26.34%
Food/Cooking	25.75%	23.75%	23.7%
Movie Listings & Reviews	25.03%	24.4%	24.4%
TV/Radio Listings	23.86%	22.76%	22.67%
Home/Gardening	20.44%	19.15%	19.01%
Travel	18.84%	17.74%	17.7%
Science/Technology	15.76%	15.11%	15.23%
Fashion	13.41%	13.9%	13.75%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	20.99%	19.25%	19.9%
CHR Contemp Hit Radio	17.96%	19.12%	19.53%
Adult Contemporary	17.39%	16.58%	17.29%
Rock	12.1%	11.31%	11.73%
Urban Contemporary	10.87%	18.64%	17.05%
Oldies	10.74%	9.9%	10.08%
News/Talk	10.63%	9.51%	9.9%
Classic Rock	9.91%	8.75%	9.15%
Alternative	8.83%	8.07%	8.57%
Variety	7.4%	8.41%	8.39%
Soft Contemporary	6.76%	6.1%	6.13%
Religious	5.79%	6.02%	6.23%
All News	4.43%	5.24%	5.28%
Classic Hits	4.27%	3.82%	4.07%
All Talk	4.04%	4.05%	4.35%
Jazz	3.7%	5.84%	5.36%
Adult Standards	3.58%	3.03%	3.06%
Sports	3.48%	3.44%	3.46%

# 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	61.95%	61.25%	61.04%
Soapnet	48.64%	49.78%	50.15%
Satellite Dish	44.87%	45.98%	46.72%
Other Video-On-Demand	41.18%	41.13%	40.66%
Comedy Central	34.03%	31.26%	31.36%
Sci-Fi Channel	33.42%	34.27%	34.46%
Adult Pay Per View TV	32.83%	30.14%	29.82%
MSNBC	32.43%	32.51%	32.26%
Subscribe Digital Cable	29.08%	28.41%	27.18%
TV Info From Sunday TV Magazine	28.11%	28.57%	28.9%
Nickelodeon	27.13%	27.45%	27.65%
Adult Swim	26.68%	24.66%	24.66%

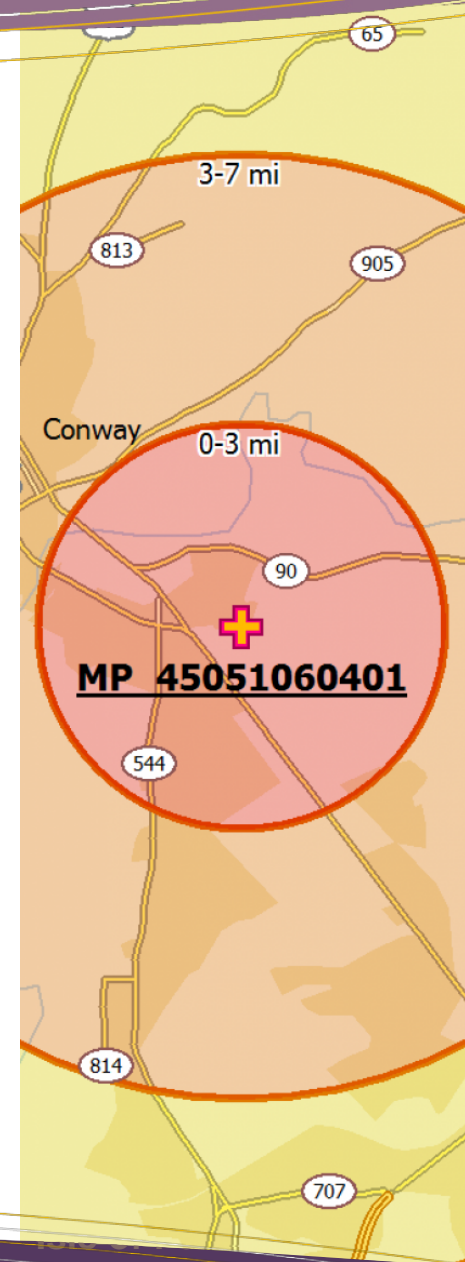
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
ABC Fam.	25.65%	24.83%	25.08%
BET (Black Entertainment TV)	24.58%	23.03%	22.69%
TV Info From Newspapers	24.28%	25.24%	25.32%
USA Network	24.16%	23.27%	23.47%
ESPN2	23.68%	22.43%	22.37%
The Golf Channel	23.58%	22.31%	22.08%
Nick At Nite	23.32%	24.41%	24.59%
TCM (Turner Classic Movies)	21.9%	23.54%	24.12%
TV Info From Monthly Cable Guide	21.6%	22.42%	22.89%
Hallmark Channel	21.45%	22.8%	23.11%
ESPN Classic	20.89%	20.14%	20.53%
TV Info From Other	20.62%	20.83%	20.77%

## Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.27%	18.93%	19.31%
Medium Users (4-6)	10.61%	10.03%	10.31%
Light Users (1-3)	20.46%	19.78%	19.8%
Quintiles (20%)			
Newspaper I (Heavy)	2.15%	2.14%	2.28%
Newspaper II	1.33%	1.79%	1.89%
Newspaper III	1.73%	1.71%	1.61%
Newspaper IV	0.49%	0.61%	0.69%
Newspaper V (Light)	0.64%	0.67%	0.72%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.74%	20.31%	20.39%
Magazines II	8.64%	9.45%	9.65%
Magazines III	8.1%	9.53%	9.67%
Magazines IV	11.18%	11.92%	12%
Magazines V (Light)	0.48%	0.74%	0.75%
Outdoor I (Heavy)	6.95%	7.88%	8.14%
Outdoor II	2.22%	2.76%	2.7%
Outdoor III	3.21%	3.98%	3.97%
Outdoor IV	16.01%	16.53%	16.57%
Outdoor V (Light)	24.51%	23.64%	23.63%
Yellow Pages I (Heavy)	16.46%	16.27%	15.99%
Yellow Pages II	5.51%	6.96%	7.13%
Yellow Pages III	4.76%	6.84%	6.75%
Yellow Pages IV	25.46%	25.13%	24.8%
Yellow Pages V (Light)	4.19%	4.19%	4.08%

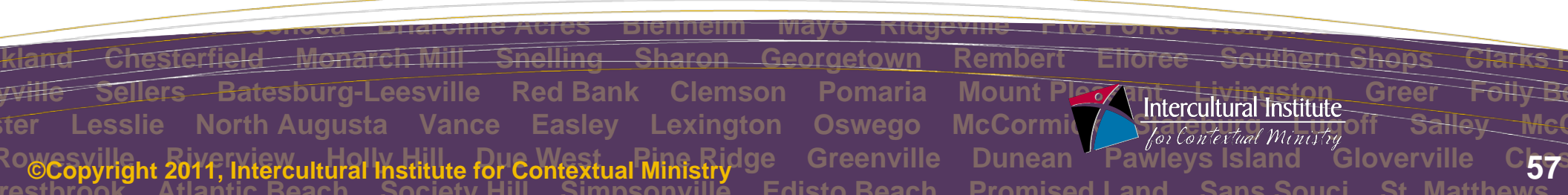


# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.89%	3.14%	3.01%
Drive Time III (Medium)	0.55%	0.73%	0.71%
Radio IV & V (Light)	2.29%	2.34%	2.37%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.62%	9.41%	9.57%
Radio III (Medium)	4.02%	4.48%	4.73%
Radio IV & V (Light)	2.63%	3.52%	3.68%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.52%	11.73%	12.24%
Cable III (Medium)	4.11%	4.89%	4.96%
Cable IV & V (Light)	34.46%	34.79%	34.42%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	5.13%	4.85%	4.43%
Prime Time III (Medium)	2.18%	1.88%	1.93%
Prime Time IV & V (Light)	8.13%	10.15%	10.58%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.65%	39.79%	39.61%
Fringe III (Medium)	53.15%	52.73%	52.23%
Fringe IV (Light)	56.85%	56.17%	55.77%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.84%	12.86%	12.94%
All Day III (Medium)	22.01%	23.23%	23.38%
All Day IV (Light)	12.42%	14.71%	14.32%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.87%	12.77%	12.56%
6:00am - 10:00am	16.29%	15.3%	15.05%
10:00am - 3:00pm	8.45%	8.82%	8.3%
3:00pm - 7:00pm	14.13%	14.3%	14.49%
7:00pm - Midnight	12.98%	12.49%	12.92%
Midnight - 6:00am	6.23%	6.14%	6.03%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.74%	15.52%	15.66%
6:00am - 10:00am	5.33%	4.82%	4.87%
10:00am-3:00pm	6.38%	5.82%	5.64%
3:00pm - 7:00pm	6.1%	6.68%	6.84%
7:00pm - Midnight	8.18%	9.18%	9.34%
Midnight - 6:00am	12.51%	12.17%	12.05%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	6.63%	7.07%	7.26%
Saturday: 8:00-11:00pm	7.17%	8.41%	8.65%
Sunday: 7:00-11:00pm	10.41%	10.08%	9.94%
9:00am-1:00pm	23.32%	24.41%	24.59%
9:00am-4:00pm	26.94%	28.32%	28.52%
4:00pm-7:00pm	28.96%	28.53%	28.1%
11:00pm-1:00am	39.58%	40.42%	39.92%
AVG Prime time	1.99%	2.82%	2.78%
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	16.66%	16.59%	17.13%
7-9am	23.68%	22.43%	22.37%
9am-12noon	19.05%	20.02%	20.32%
12noon-4pm	7.89%	8.3%	8.2%
4-6pm	41.49%	44.02%	44.27%
6-7pm	18.47%	17.55%	17.29%
7-7:30pm	0.85%	1.27%	1.37%
7:30-8pm	11.91%	11.14%	10.61%
8-11pm	6.63%	7.07%	7.26%
11pm-12am	32.43%	32.51%	32.26%
11pm-1am	39.58%	40.42%	39.92%
1-6am	31.45%	30.3%	30.49%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.69%	18.29%	18.63%
Sat: 10am-1pm	7.81%	8.15%	7.84%
Sat: 1-4pm	23.11%	24.12%	24.42%
Sat: 4-6pm	6.45%	7.12%	7.05%
Sat: 6-7pm	1.42%	1.48%	1.46%
Sat: 7-8pm	0.62%	0.75%	0.81%
Sat: 8-11pm	7.17%	8.41%	8.65%
Sat: 11pm-1am	5.09%	5.52%	5.39%
Sat: 1am-7pm	24.16%	23.27%	23.47%
Sun: 7-10am	1.96%	2.09%	2.15%
Sun: 10am-1pm	5.25%	5.83%	6.08%
Sun: 1-4pm	6.91%	6.8%	6.87%
Sun: 4-7pm	12.33%	12.89%	13.04%
Sun: 7-11pm	10.41%	10.08%	9.94%
Sun: 11pm-1am	4.73%	5.15%	5.17%
Sun: 1-7am	20.4%	21.28%	21.52%

# 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.

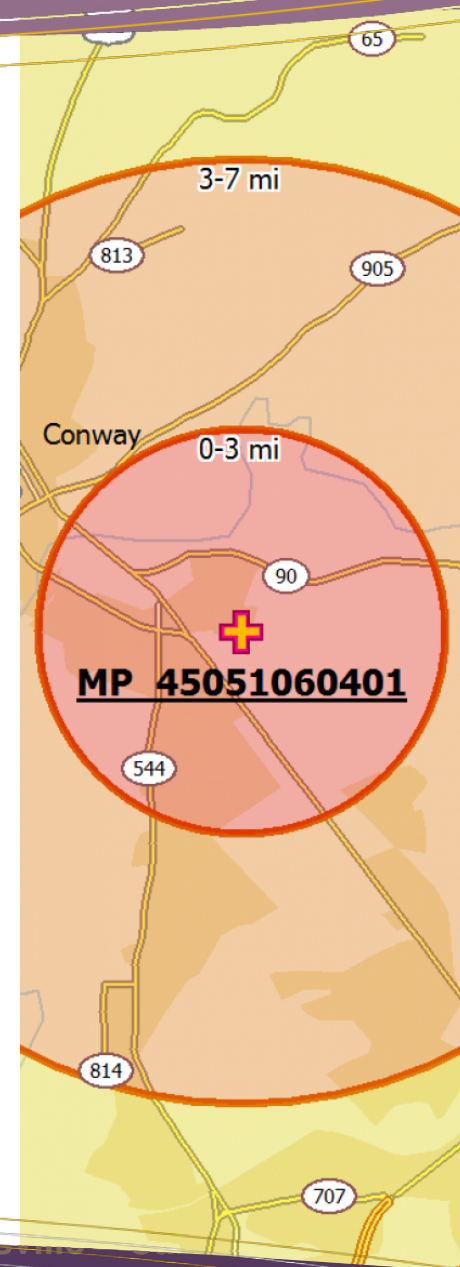


## Your MissionSite and the Missional Suite

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

# APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Ridgefield	891 Highway 90 Conway, SC 29526	1.23 mi	0	
2	Sweetwater Branch	1436 Highway 544 Conway, SC 29526	2.47 mi	0	
3	The Rock	PO Box 375 Conway, SC 29528	3.54 mi	0	
4	Tilly Swamp	4619 Highway 90 Conway, SC 29526	3.55 mi	0	
5	Maple	4500 Highway 65 Conway, SC 29526	3.55 mi	0	
6	Kingston	3260 Highway 19 Conway, SC 29526	3.55 mi	0	
7	Hickory Grove	2710 Highway 905 Conway, SC 29526	3.55 mi	0	
8	Good Hope	6101 Privetts Rd Conway, SC 29526	3.55 mi	0	
9	Mercy	1401 Third Ave Conway, SC 29526	3.63 mi	0	
10	University	PO Box 638 Conway, SC 29528	3.73 mi	0	
11	Thee Baptist Worship Center	1137 Highway 90 Conway, SC 29526	3.73 mi	0	
12	Langston	763 Highway 905 Conway, SC 29526	3.73 mi	0	
13	First Baptist Church of Conway	603 Elm Street Conway, SC 29526	3.73 mi	0	
14	Harvest	4619 Highway 9 Green Sea, SC 29545	4.24 mi	0	
15	Redemption Church	1200 Medlen Pkwy Conway, SC 29526	4.35 mi	0	



# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	North Conway	1608 Sessions St Conway, SC 29526	4.54 mi	0	
17	Jamestown	2501 9th Ave Conway, SC 29527	4.58 mi	0	
18	Rivertown Community	PO Box 2334 Conway, SC 29528	4.74 mi	0	
19	West Myrtle Beach First	2099 Haystack Way Myrtle Beach, SC 29579	5.42 mi	0	
20	Pine Grove	5010 Old Reaves Ferry Rd Conway, SC 29526	5.55 mi	0	
21	Forestbrook	2051 Forestbrook Rd Myrtle Beach, SC 29588	5.92 mi	0	
22	Greenwood	5560 Pauley Swamp Rd Conway, SC 29527	6.28 mi	0	
23	Pauley Swamp	7285 Pauley Swamp Rd Conway, SC 29527	6.80 mi	0	
24	Juniper Bay	5265 Juniper Bay Rd Conway, SC 29527	6.80 mi	0	
25	High Point	6923 Juniper Bay Rd Conway, SC 29527	6.80 mi	0	
26	Homewood	3296 Highway 319 E Conway, SC 29526	8.17 mi	0	
27	Oakey Swamp	7725 Hunting Swamp Rd Conway, SC 29527	8.27 mi	0	
28	New Life Worship Center	4441 Highway 319 E Conway, SC 29526	8.33 mi	0	
29	Bethlehem	5201 Highway 905 Conway, SC 29526	8.50 mi	0	
30	Lakeside	PO Box 237 North Myrtle Beach, SC 29597	8.89 mi	0	



# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Chapel By The Sea	PO Box 786 North Myrtle Beach, SC 29597	8.89 mi	0	
32	Wellspring Church	1341 44th Avenue North Myrtle Beach, SC 29577	9.30 mi	0	
33	Victory	950 38th Avenue North Myrtle Beach, SC 29577	9.30 mi	0	
34	Midway Missionary	PO Box 1526 Myrtle Beach, SC 29578	9.60 mi	0	
35	A Simple Church Network	4403 Boxwood Street Myrtle Beach, SC 29577	9.89 mi	0	
36	PSC2: Legacy Church	6250 Old Highway 544 Myrtle Beach, SC 29588	9.92 mi	0	
37	Palmetto Shores Church	6250 Old Highway 544 Myrtle Beach, SC 29588	9.92 mi	0	
38	Live Oak Church	710 Lilly Naz Ln Myrtle Beach, SC 29588	9.92 mi	0	
39	Myrtle Beach First	500 4th Ave N Myrtle Beach, SC 29577	10.32 mi	0	
40	First Brazilian	500 4th Avenue North Myrtle Beach, SC 29577	10.32 mi	0	
41	Carolina Forest Community	1381 Carolina Forest Boulevard Myrtle Beach, SC 29579	10.36 mi	0	
42	Pleasant Hill	6907 Highway 905 Conway, SC 29526	10.69 mi	0	
43	Ocean View	7300 N Kings Hwy Myrtle Beach, SC 29572	10.87 mi	0	
44	New Home 1	1685 Highway 139 Conway, SC 29526	10.89 mi	0	
45	United	6950 Highway 90 Longs, SC 29568	11.02 mi	0	



6 Watroak 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)  
[www.missionalcoach.org](http://www.missionalcoach.org)  
[www.missionalcontext.org](http://www.missionalcontext.org)  
[www.missionalcorps.org](http://www.missionalcorps.org)  
[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)  
[www.missionalzipcode.org](http://www.missionalzipcode.org)  
[www.missionalpartners.org](http://www.missionalpartners.org)