

MissionSite

top unreached locations



BLUFFTON, SC

CENSUS TRACT: 45013002200

REGION: Low Country Region

ASSOCIATION: Savannah River

COUNTY: Beaufort

SITESCAPE: Townscape

DENSITY PATTERN: I3



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

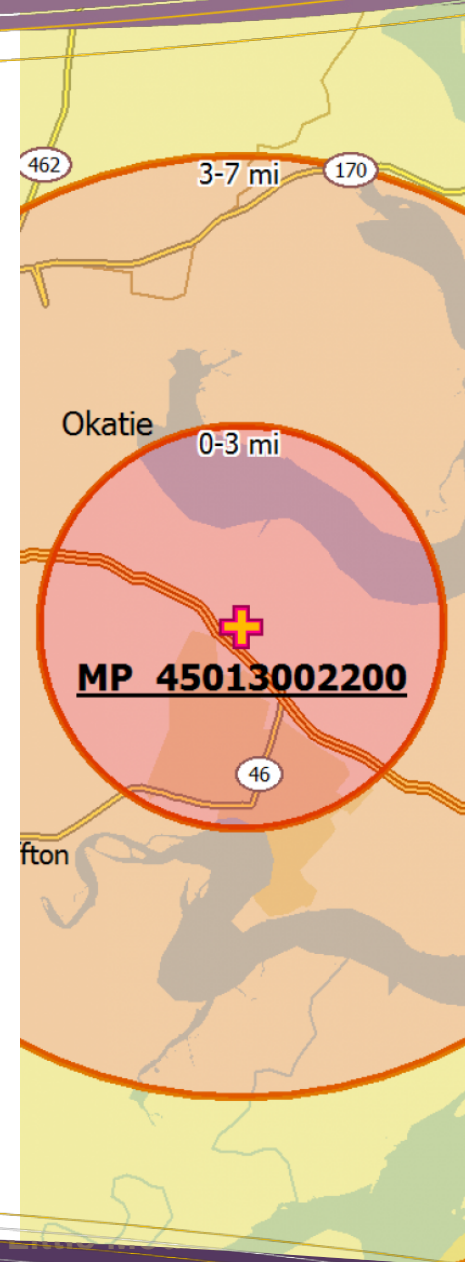
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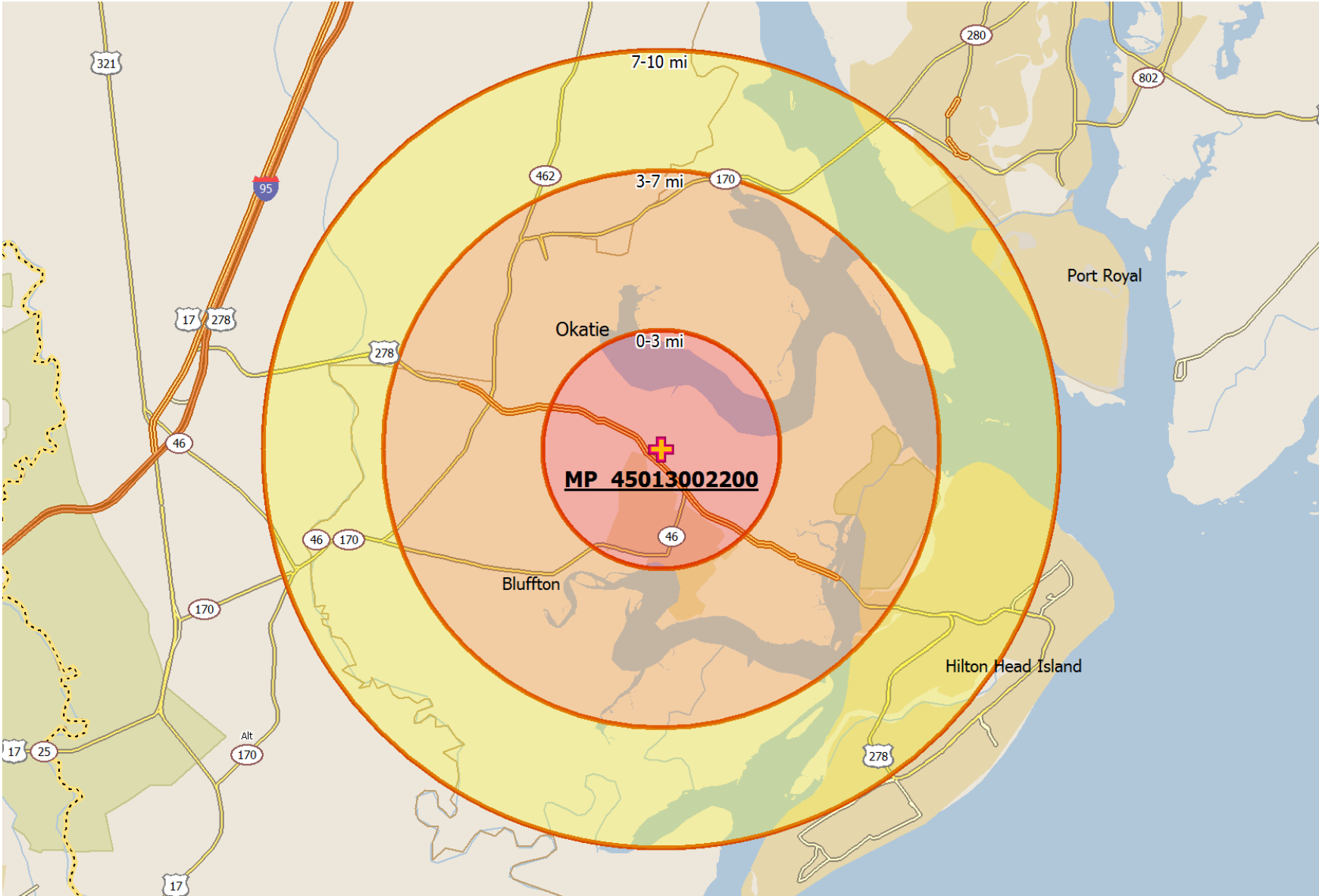
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A40	Savannah River
3	County Location	45013	Beaufort
4	Zipcode	29910	Beaufort
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



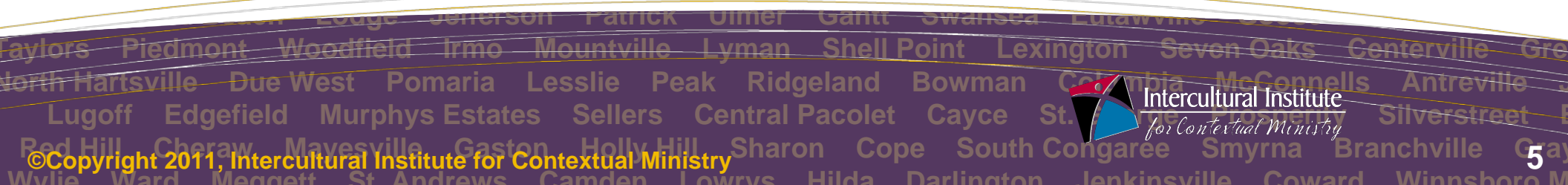
Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	18,383	25,459	27,844
2010 Households	6,920	11,406	12,018
2010 Group Quarters Population	0	0	181

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	22	32
Language Diversity National Index	43	32	57
Foreign Born Diversity National Index	40	29	21
Ancestry Diversity National Index	91	89	75
Racial Diversity National Index	54	29	51



Site Location Summary - County Environment

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

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

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



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,020	29.19%
Mainstay Communities	Established, Diverse Households	2,681	38.74%
Working Communities	Blue-collar, Working Families	50	0.72%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,071	29.93%
Urban Communities	High Density, Inner-city Neighborhoods	98	1.42%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	43,894	5,047	11.5%
Unreached %	71.09%	72.94%	102.61
Religious But NOT Evangelical HH	12,433	1,389	11.17%
Religious But NOT Evangelical %	20.14%	20.07%	99.68
Spiritual But NOT Relig or Evang HH	6,670	841	12.6%
Spiritual But NOT Relig or Evang %	10.8%	12.15%	112.46
Not Evangelical, Not Interested HH	25,106	2,818	11.22%
Not Evangelical, Not Interested %	40.66%	40.72%	100.14



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of SCBC Churches	20	2	10%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	5,037	528	10.49%
Active Evangelical Percent	8.16%	7.64%	93.59
Inactive Evangelical Households	12,816	1,344	10.49%
Inactive Evangelical Percent	20.76%	19.43%	93.59
# New Churches Needed	11	1	13.43%



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	Indian Hill	2.16 mi
2	Bluffton First	2.77 mi
3	Crosspoint Church Bluffton	3.15 mi
4	Okatee	5.75 mi
5	Maye River	6.93 mi
6	North Island	8.84 mi
7	Hilton Head Korean Mission	10.10 mi
8	Red Dam	10.23 mi
9	Shell Point	10.82 mi
10	Hilton Head Island First	11.16 mi
11	Sea Island/Indigo Pines Chapel	12.26 mi
12	Hardeeville First	12.70 mi
13	The Link Church	12.84 mi
14	Port Royal	12.95 mi
15	Euhaw	14.63 mi

	CHURCHES	DIST.
16	Riverview	15.13 mi
17	Baptist Church of Beaufort	15.64 mi
18	Faith	16.51 mi
19	Grays Hill	16.70 mi
20	Meadowbrook	16.72 mi
21	Ridgeland	16.74 mi
22	Great Swamp	17.75 mi
23	Tillman	19.36 mi
24	All Nations Community	19.46 mi
25	Brick	19.47 mi
26	Coosawhatchie	21.99 mi
27	Saint Helena	22.73 mi
28	Sheldon	22.86 mi
29	Gillisonville	24.27 mi
30	Yemassee	29.08 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.

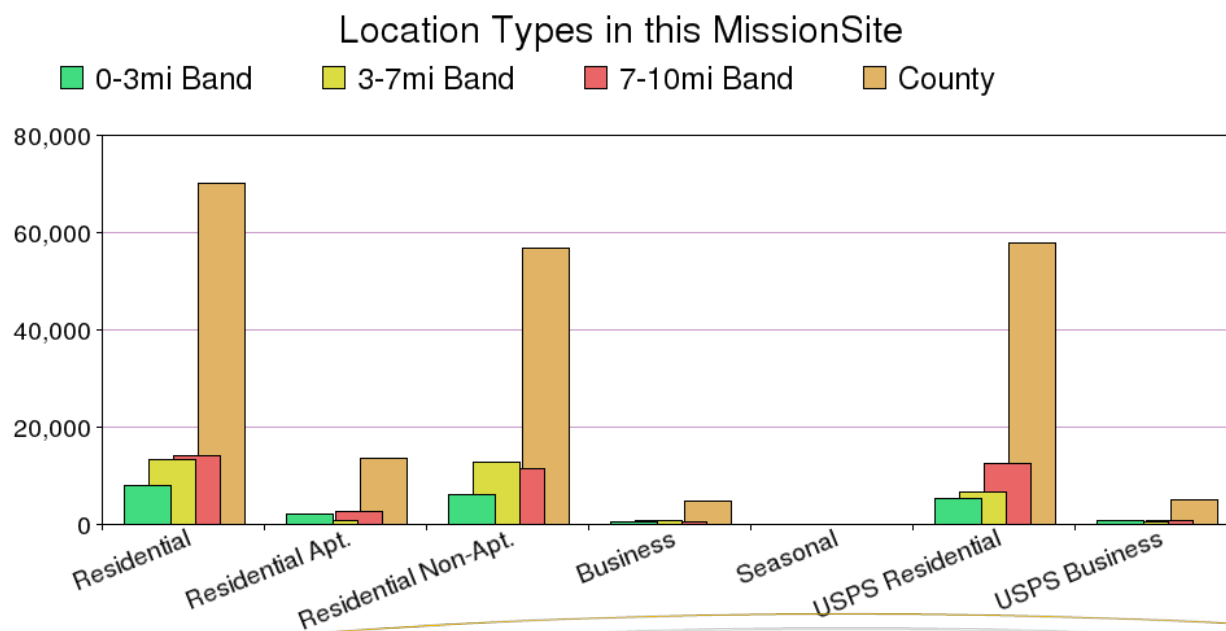


Current Demographic Summary

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	86,425	2,783	3.22%
2000 Population	120,937	7,797	6.45%
2010 Population	158,835	18,383	11.57%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	30,713	1,033	3.36%
2000 Households	45,532	2,884	6.33%
2010 Households	61,748	6,920	11.21%

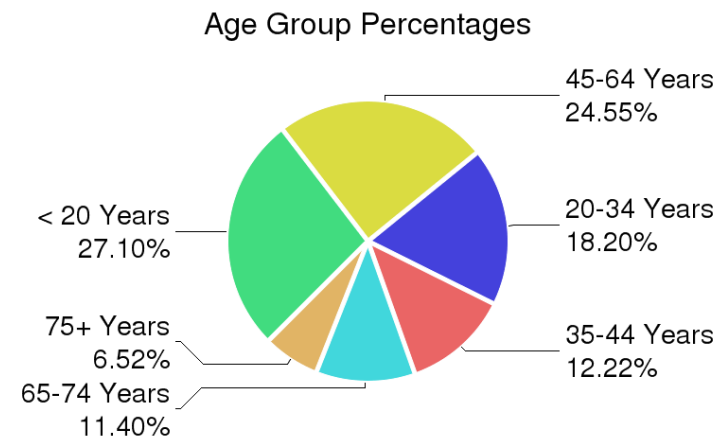


Location Type	0-3mi Band
Residential	8,060
Residential Apt.	2,002
Residential Non-Apt.	6,058
Business	564
Seasonal	0
USPS Residential	5,322
USPS Business	768

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.



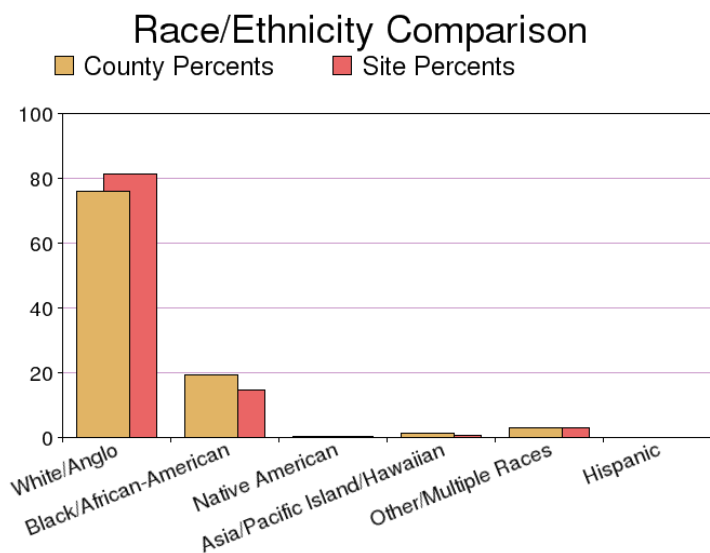
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.1%	7.82%	128.2
4-5 Years	2.72%	3.12%	114.71
6-8 Years	3.93%	4.32%	109.92
9-11 Years	3.51%	3.93%	111.97
12-13 Years	2.16%	2.44%	112.96
14-17 Years	4.5%	3.88%	86.22
18-19 Years	2.23%	1.58%	70.85
0-5 Years	8.83%	10.93%	123.78
6-12 Years	8.52%	9.53%	111.85
13-19 Years	7.79%	6.63%	85.11
< 20 Years	25.14%	27.09%	107.76
20-34 Years	19.65%	18.19%	92.57
35-44 Years	10.31%	12.22%	118.53
45-64 Years	23.5%	24.54%	104.43
65-74 Years	12.47%	11.4%	91.42
75+ Years	8.92%	6.52%	73.09
Median Age	40	43	106.18
Median Age (Male)	38	42	112.82
Median Age (Female)	43	43	100.68

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	75.98%	81.28%	106.96
Black, African-American	19.41%	14.68%	75.62
Native American	0.34%	0.31%	91.88
Asian	1.11%	0.6%	53.79
Pacific Island, Hawaiian	0.09%	0.01%	6.08
Other/Multiple Races	3.07%	3.13%	102.11
Hispanic	0%	11.17%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	107,158	12,477	
Less than 9th Grade	2.87%	1.94%	148.14
No High School Diploma	6.4%	6.32%	101.22
High School Graduate	24.88%	25.82%	96.36
Some College, no degree	20.77%	22.81%	91.05
Associate Degree	7.55%	6.68%	112.9
College Degree	23.44%	21.74%	107.78
Graduate/Prof. degree	14.09%	14.68%	96.03

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	5.47%	4.49%	83.34
\$10,000 to \$19,999	7.58%	6.94%	91.56
\$20,000 to \$29,999	11.67%	12.92%	110.69
\$30,000 to \$49,999	20.3%	16.21%	79.88
\$50,000 to \$59,999	9.38%	10.79%	115.02
\$60,000 to \$69,999	7.61%	8.79%	115.5
\$70,000 to \$79,999	6.67%	7.34%	110.08
\$80,000 to \$89,999	5.62%	5.98%	106.37
\$90,000 to \$99,999	4.06%	4.57%	112.34
\$100,000 to \$124,999	7.84%	6.32%	80.5
\$125,000 to \$149,999	4.54%	5.38%	118.34
\$150,000 to \$199,999	4.08%	4.67%	114.33
\$200,000 to \$249,999	1.52%	1.97%	129.65
\$250,000 or more	3.65%	3.63%	99.32
Median Household	55,305	59,906	108.32
Average Household	80,939	80,537	99.5
Per Capita Household	32,867	30,317	92.24
Family/Non-Family Household Income			
Median Family Income	64,686	68,868	106.47
Average Family Income	95,149	91,286	95.94
Median Non-Family Income	37,416	35,344	94.46
Average Non-Family Income	51,352	42,218	82.21



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	67.56%	73.24%	108.41
Families with Children	29.99%	36.82%	122.76
Families without Children	37.56%	36.42%	96.95
Non-Family Households			
% Non-Family Households	32.44%	26.76%	82.49
Non-Families with Children	0.02	0.01	68.64
Non-Families without Children	32.42	26.75	82.5
Housing Units			Index
Total Housing Units	86,082	8,099	
Vacant percent	28.27%	14.56%	51.5
Owned percent	50.43%	62.91%	124.73%
Rented Percent	21.3%	22.53%	105.81
Households by Size			Index
Avg household size	2.47	2.66	107.69
Avg family hh size	3.06	3.15	102.94
Avg non-family hh size	1.25	1.32	105.6
Households By Count of Persons			Percent
One	16,729	1,486	8.88%
Two	22,613	2,466	10.91%
Three or Four	16,538	2,238	13.53%
Five+	5,868	730	12.44%

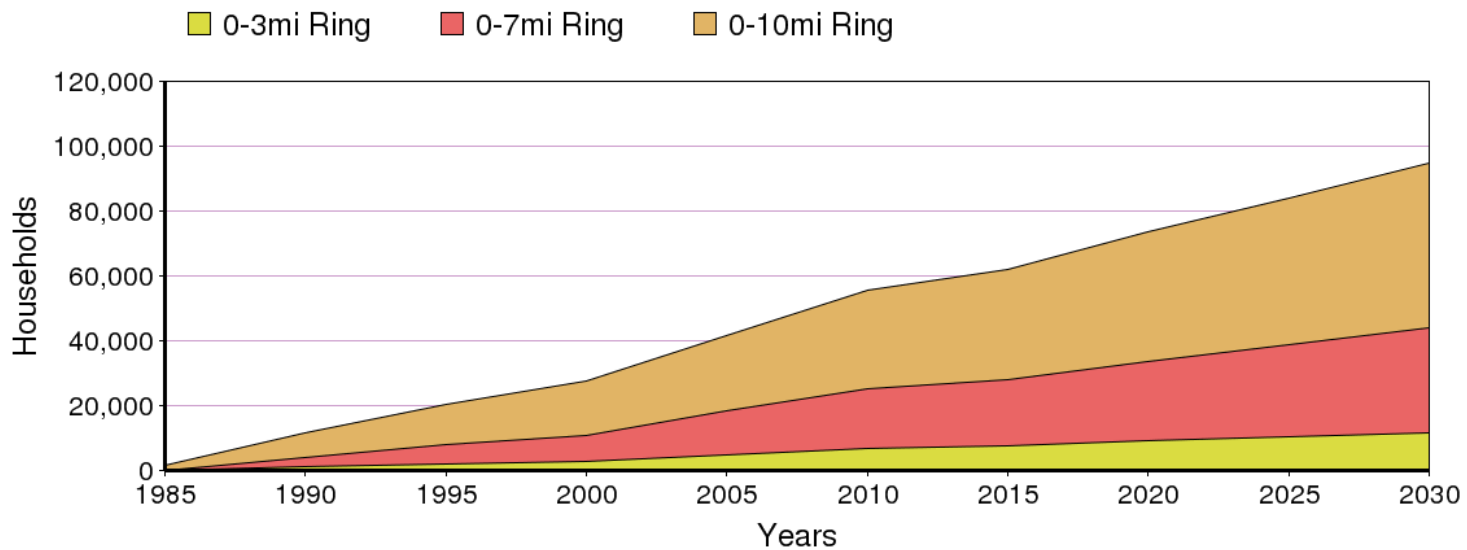
Projected Demographic Summary

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	86,425	2,783	3.22%
2000 Population	120,937	7,797	6.45%
2010 Population	158,835	18,383	11.57%
2015 Population	176,930	20,114	11.37%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	30,713	1,033	3.36%
2000 Households	45,532	2,884	6.33%
2010 Households	61,748	6,920	11.21%
2015 Households	67,330	7,411	11.01%

Household Change from 1985 to 2030



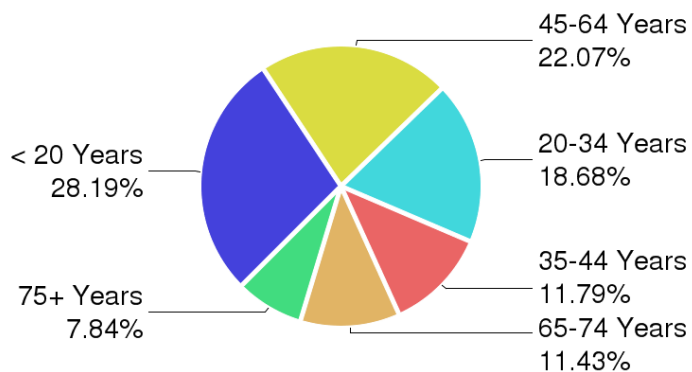
Projected Demographic Summary

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	7.82%	7.47%	95.52
4-5 Years	3.12%	3.23%	103.53
6-8 Years	4.32%	4.77%	110.42
9-11 Years	3.93%	4.35%	110.69
12-13 Years	2.44%	2.89%	118.44
14-17 Years	3.88%	3.95%	101.8
18-19 Years	1.58%	1.53%	96.84
0-5 Years	10.93%	10.69%	97.8
6-12 Years	9.53%	10.57%	110.91
13-19 Years	6.63%	6.92%	104.37
< 20 Years	27.09%	28.18%	104.02
20-34 Years	18.19%	18.67%	102.64
35-44 Years	12.22%	11.79%	96.48
45-64 Years	24.54%	22.06%	89.89
65-74 Years	11.4%	11.43%	100.26
75+ Years	6.52%	7.84%	120.25
Median Age	40	41	103.22
Median Age (Male)	38	40	107.44
Median Age (Female)	43	43	100.31

Projected Age Group Percentages



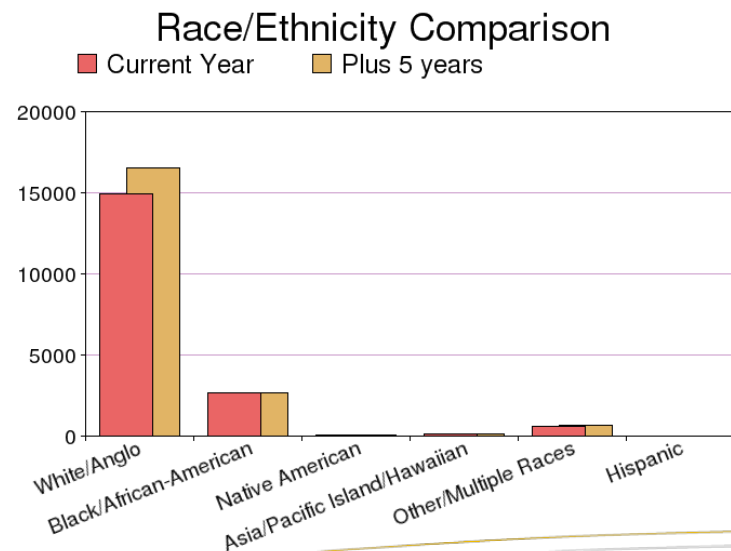
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	81.28%	82.29%	101.24
Black, African-American	14.68%	13.29%	90.58
Native American	0.31%	0.33%	107.43
Asian	0.6%	0.7%	116.32
Pacific Island, Hawaiian	0.01%	0.01%	274.18
Other/Multiple Races	3.13%	3.38%	107.74
Hispanic	0%	0%	0

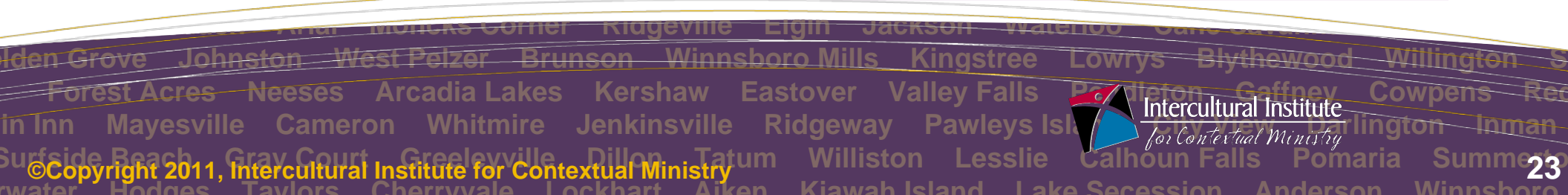
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,477	13,695	
Less than 9th Grade	1.94%	1.61%	82.82
No High School Diploma	6.32%	5.53%	87.53
High School Graduate	25.82%	25.81%	99.96
Some College, no degree	22.81%	21.24%	93.12
Associate Degree	6.68%	6.94%	103.89
College Degree	21.74%	22.75%	104.64
Graduate/Prof. degree	14.68%	16.11%	109.77



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.49%	3.95%	87.97
\$10,000 to \$19,999	6.94%	6.3%	90.85
\$20,000 to \$29,999	12.92%	12.49%	96.72
\$30,000 to \$49,999	16.21%	15.52%	95.7
\$50,000 to \$59,999	10.79%	10.46%	96.87
\$60,000 to \$69,999	8.79%	8.55%	97.37
\$70,000 to \$79,999	7.34%	7.52%	95.95
\$80,000 to \$89,999	5.98%	6.4%	100.14
\$90,000 to \$99,999	4.57%	4.55%	99.58
\$100,000 to \$249,999	6.32%	7.1%	112.39
\$125,000 to \$149,999	5.38%	5.73%	106.68
\$150,000 to \$199,999	4.67%	5.14%	110.14
\$200,000 to \$249,999	1.97%	2.16%	109.85
\$250,000 or more	3.63%	3.87%	106.77
Median Household	59,906	62,588	104.48
Average Household	80,537	85,851	106.6
Per Capita Household	30,317	31,632	104.34
Family/Non-Family Household Income			
Median Family Income	68,868	73,441	106.64
Average Family Income	91,286	99,601	109.11
Median Non-Family Income	35,344	38,861	109.95
Average Non-Family Income	42,218	44,687	105.85



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.24%	70.62%	96.43
Families with Children	36.82	34.69	94.22
Families without Children	36.42	36.24	99.53
Non-Family Households			
% Non-Family Households	26.76%	29.38%	109.76
Non-Families with Children	0.01	0	109.76
Non-Families without Children	26.75	29.38	109.82
Housing Units			
Total Housing Units	8,099	8,676	107.12%
Vacant percent	14.56%	14.57%	100.08
Owned percent	62.91%	63%	100.15
Rented Percent	22.53%	22.42%	99.49
Households by Size			
Avg household size	2.66	2.71	101.88%
Avg family hh size	3.15	3.32	105.4%
Avg non-family hh size	1.32	1.25	94.7%
Households By Count of Persons			
One	1,486	1,768	118.98%
Two	2,466	2,309	93.63%
Three or Four	2,238	2,430	108.58%
Five+	730	904	123.84%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	346	832	1,351
Northern Europe	48	99	93
Western Europe	49	108	152
Southern Europe	2	6	37
Eastern Europe	13	35	40
Other Europe	0	0	0
Eastern Asia	3	7	25
So. Central Asia	2	3	15
SE Asia	12	22	65
Western Asia	2	4	3
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	6	15	0
Middle Africa	0	0	0
Northern Africa	0	0	10
Southern Africa	7	14	12
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	9	18	33
Central Amer.	149	411	674
South America	14	30	25
North America	30	60	167
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	5,240	12,513	15,921
Spanish	454	494	1,058
Other Indo-Euro language	67	381	514
French (incl. Patois, Cajun)	18	95	117
French Creole	0	0	0
Italian	3	17	34
Portuguese	7	37	0
German	23	120	194
Yiddish	0	0	0
Other West Germanic	6	38	43
A Scandinavian Language	2	12	25
Greek	0	0	13
Russian	0	5	5
Polish	3	25	54
Serbo-Croatian	0	0	0
Other Slavic Language	3	15	0
Armenian	0	0	0
Persian	1	4	0
Gujarathi	1	5	0
Hindi	0	0	11
Urdu	0	0	8

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	8	7
Asian/PI languages	0	0	0
Chinese	0	2	0
Japanese	10	0	0
Korean	0	0	9
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	22
Laotian	0	0	0
Vietnamese	0	0	38
Other Asian	0	0	0
Tagalog	2	29	8
Other Pacific Is	0	6	0
Other languages	0	6	43
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	27
Arabic	0	6	7
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	9



Intercultural Institute
for Contextual Ministry

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	5,315	11,737	15,300
Arab	24	48	23
Armenian	2	4	15
Austrian	32	70	35
British	26	60	129
Canadian	9	19	173
Croatian	5	11	27
Czech	19	43	17
Czechoslovak	7	15	25
Danish	12	21	64
Dutch	59	135	228
English	736	1,513	2,393
European	78	179	248
Finnish	3	4	21
French (not Basque)	127	283	317
French Canadian	45	94	145
German	757	1,592	2,049
Greek	0	0	42
Hungarian	27	54	114
Iranian	5	10	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	700	1,477	1,700
Italian	297	663	866
Lithuanian	10	25	40
Norwegian	51	119	209
Polish	160	367	481
Portuguese	7	14	9
Romanian	4	7	0
Russian	32	78	224
Scandinavian	18	35	12
Scotch-Irish	147	302	395
Scottish	176	344	486
Slovak	13	36	46
Subsaharan African	74	160	78
Swedish	74	146	127
Swiss	17	42	37
Ukrainian	17	30	36
US/American	545	1,152	1,424
Welsh	34	76	125
West Indian	9	18	13
Yugoslavian	1	1	0
Other	956	2,490	2,928



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

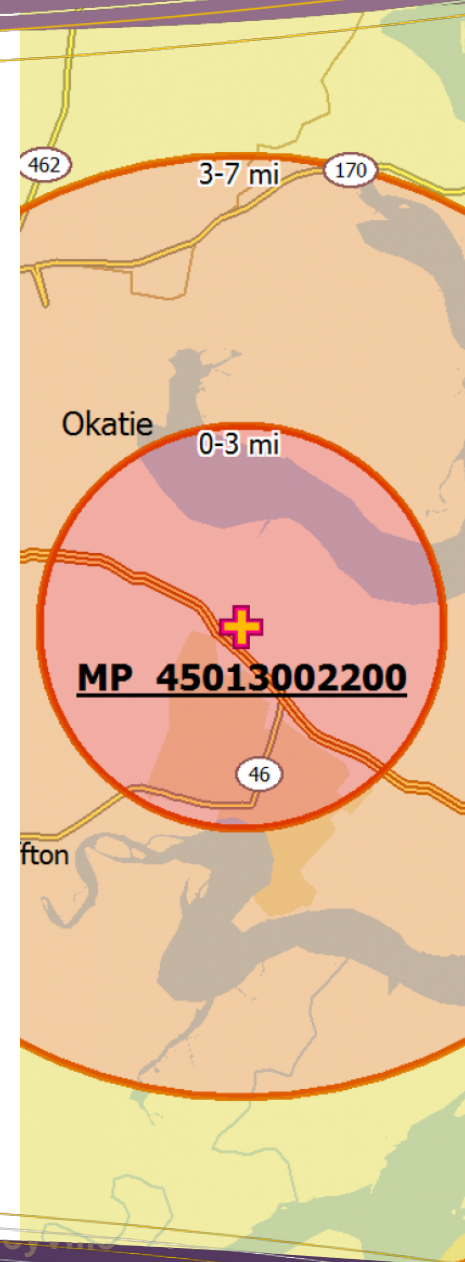
Issues for Your Consideration - continued

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 "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	6,920	100%	5,130	100%
AFFLUENT SUBURBIA	1,102	15.92%	790	15.4%
America's Wealthiest	184	2.66%	148	2.88%
Dream Weavers	301	4.35%	215	4.19%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	16	0.23%	11	0.21%
Small Town Success	601	8.68%	416	8.11%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	918	13.27%	726	14.15%
Status Conscious Consumers	117	1.69%	82	1.6%
Affluent Urban Professionals	752	10.87%	608	11.85%
Urban Commuter Fam.	19	0.27%	13	0.25%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	12	0.17%	9	0.18%
Successful Urban Sprawl	18	0.26%	14	0.27%
SM TOWN SUCCESS	957	13.83%	670	13.06%
Successful Urban Sprawl	573	8.28%	14	0.27%
2nd City Homebodies	384	5.55%	406	7.91%
Prime Middle America	0	0%	250	4.87%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
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	6,920	100%	5,130	100%
BLUE COLLAR BACKBONE	15	0.22%	10	0.19%
Nuevo Hispanic Fam.	10	0.14%	7	0.14%
Working Rural Suburbia	5	0.07%	3	0.06%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	1,724	24.91%	1,246	24.29%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	8	0.12%	5	0.1%
Professional Urbanites	1,716	24.8%	1,241	24.19%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	35	0.51%	24	0.47%
Steadfast Conservative	3	0.04%	2	0.04%
Moderate Conventionalists	18	0.26%	12	0.23%
Southern Blues	0	0%	0	0%
Urban Grit	14	0.2%	10	0.19%
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	6,920	100%	5,130	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,071	29.93%	1,527	29.77%
Young Cosmopolitans	14	0.2%	11	0.21%
Minority Metro Communities	1,954	28.24%	1,447	28.21%
Stable Careers	0	0%	0	0%
Aspiring Hispania	103	1.49%	69	1.35%
RURAL VILLAGES & FARMS	0	0%	69	1.35%
Aspiring Hispania	0	0%	69	1.35%
Industrious Country Living	0	0%	0	0%
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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	6,920	100%	5,130	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	98	1.42%	68	1.33%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	89	1.29%	62	1.21%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.13%	6	0.12%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

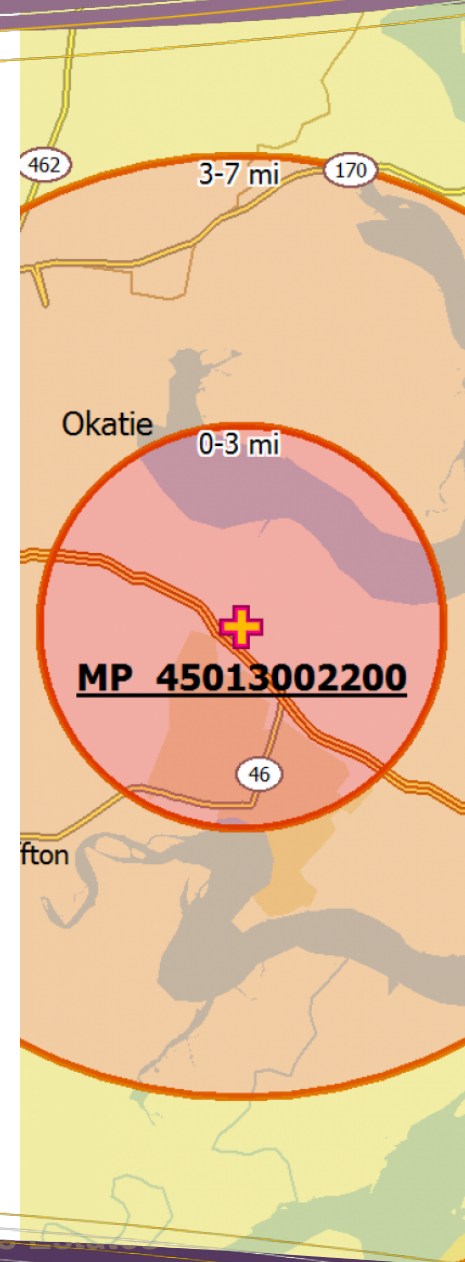
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	82%	80%	79%
Use Comp. for Internet/E-mail	66%	65%	65%
Internet Use: E-Mail	58%	57%	57%
Use Comp. for Word Processing	48%	49%	49%
Use Comp. for Shopping	41%	38%	37%
Use Comp. for Comp. Games	38%	36%	36%
Use Comp. for Digital Camera Photo Editing	37%	35%	35%
Use Comp. for Education	35%	32%	31%
Internet Use: News/ Weather	35%	34%	33%
Use Comp. for Banking	34%	32%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for News/Info./Data Service	33%	33%	33%
HH Owns DVD Player	32%	30%	29%
Internet Use: Banking	29%	26%	26%
PC-Network-HH Has One	23%	21%	20%
Use Comp. for Personal Financial Mngmnt	20%	20%	20%
Use Comp. for Accounting	18%	18%	18%
Internet Use: Shopping: Gathered Info. for Shopping	17%	16%	16%
Internet Use: Travel Reservations	16%	15%	15%
Internet Use: Research/ Education	16%	14%	14%
Use Comp. for Filing/DB Mngmnt	15%	17%	16%

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	69%	66%	65%
Dining Out (Not Fast Food)	64%	66%	66%
Reading Books	62%	63%	64%
Card Games	43%	44%	43%
Go To A Beach/Lake	41%	40%	40%
Cooking for Fun	38%	37%	36%
Gardening	34%	37%	37%
Board Games	30%	27%	26%
Visit Museum	29%	28%	27%
Photography	20%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	72%	73%	73%
Gen./Fam. Practitioner	38%	40%	41%
Dentist	35%	39%	39%
Eye Dr.	25%	29%	30%
High Cholesterol	21%	22%	22%
Backache	21%	21%	20%
Hypertension/High Blood Pressure	20%	22%	22%
None Of These	18%	17%	17%
Any Arthritis	16%	18%	19%
Acid Reflux Disease (GERD)	15%	16%	16%



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	33.77%	32.68%	32.6%
Live Theater	30.55%	32.22%	32.47%
Live Theater Most Often	24.56%	26.28%	26.5%
Rock/Pop Concerts Most Often	15.63%	12.91%	12.23%
Dance Performance	11.42%	10.93%	10.79%
Classical Concerts Most Often	10.84%	13.09%	13.51%
Movies: Comedy	40.21%	37.1%	36.58%
Movies: Action/Adventure	39.19%	36.71%	36.38%
Movies: Drama	25.75%	24.87%	24.72%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.89%	21.31%	21.19%
Movies: Mystery	20.27%	21.67%	21.84%
Movies: Fam.	19.95%	18.56%	18.2%
MLB Baseball Reg. Season	10.54%	9.07%	8.65%
College Football Reg. Season	8.22%	8.34%	8.21%
NFL Football Reg. Season	7.85%	7.52%	7.34%
NBA Basketball Reg. Season	5.32%	4.15%	3.83%
College Basketball Reg. Season	5.06%	4.8%	4.64%
College Football Post-Season	3.38%	3.7%	3.77%

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	46.45%	49.27%	49.7%
Swimming	33.89%	33.25%	32.9%
Bowling	20.79%	18.7%	17.92%
Weight Training	19.41%	17.03%	16.44%
Using Cardio Machine	18.34%	16.58%	16.12%
Golf	17.87%	19.57%	19.67%
Jogging/Running	17.64%	15.38%	14.75%
Billiards/Pool	15.95%	14.08%	13.67%
Stationary Cycling	15.04%	14.98%	15.04%
Basketball	14.6%	11.79%	11.03%
Mountain/Road Biking	13.88%	14.17%	14.19%
Aerobics	13.2%	12.26%	11.96%
Freshwater Fishing	12.65%	12.7%	12.49%
Backpacking/Hiking	10.9%	8.77%	8.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Camping Trips	10.57%	9.37%	9.11%
Baseball	9.83%	8.07%	7.77%
Yoga	9.69%	8.14%	7.82%
Tennis	9.57%	8.7%	8.51%
Football	9.08%	6.46%	5.96%
Power Boating	8.71%	10.48%	10.86%
Soccer	8.46%	6.96%	6.76%
Softball	7.98%	6.32%	5.93%
Volleyball	7.35%	6.02%	5.79%
Saltwater Fishing	7.32%	7.23%	7.08%
Canoeing/Kayaking	6.5%	5.8%	5.55%
Downhill & X-Country	5.64%	4.69%	4.51%
Skiing			
Snorkeling	5.58%	4.52%	4.25%
Ice Skating	5.55%	4.7%	4.43%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Target Shooting	5.32%	4.53%	4.4%
Hunting	4.89%	3.88%	3.72%
Jet Skiing	4.75%	3.93%	3.76%
Roller Skating	4.48%	3.56%	3.41%
Motorcycling	4.45%	3.61%	3.46%
Horseback Riding	4.21%	3.28%	3.12%
Water Skiing	4.02%	3.3%	3.23%
Sailing	3.95%	4.35%	4.49%
Racquetball	3.51%	2.64%	2.51%
Hockey	3.38%	2.66%	2.54%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Fly Fishing	3.38%	3.16%	3.15%
Rowing	3.28%	2.86%	2.75%
Skateboarding	2.99%	2.29%	2.11%
Martial Arts	2.82%	2.01%	1.89%
Rock Climbing	2.7%	2.32%	2.29%
Snowmobiling	2.63%	2.11%	2.05%
Surfing & Windsurfing	2.62%	1.68%	1.54%
Snowboarding	2.5%	2.04%	1.96%
Archery	2.48%	2.18%	2.13%
Auto Racing	2.12%	1.51%	1.47%

Potential Cultural Barriers -- Introduction (part 1)

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

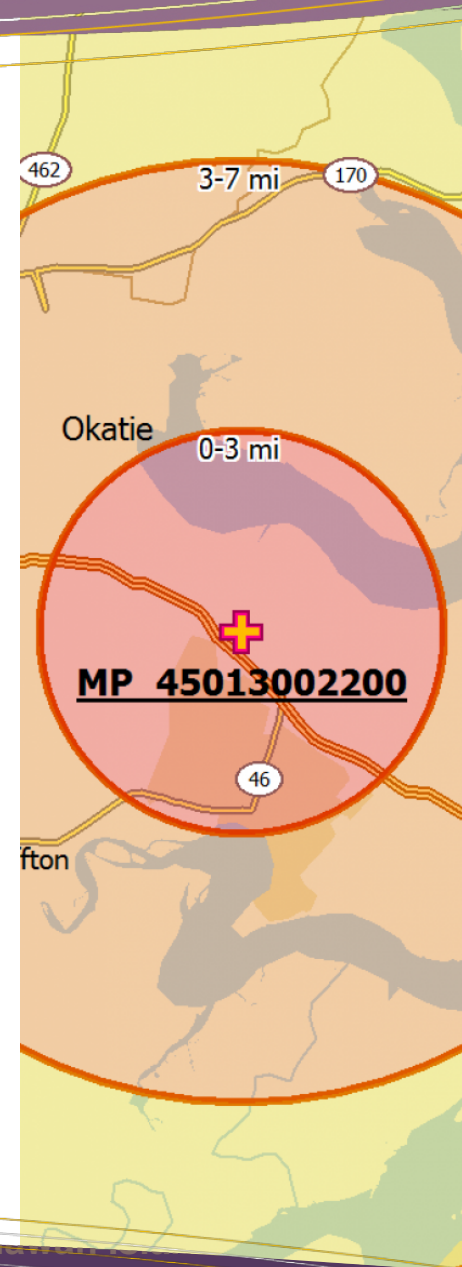
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

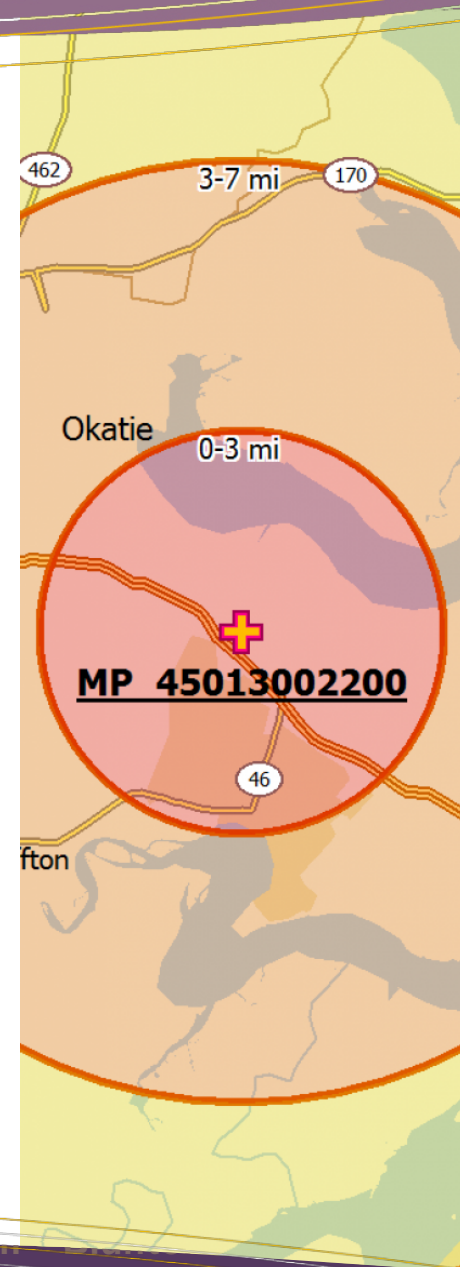
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

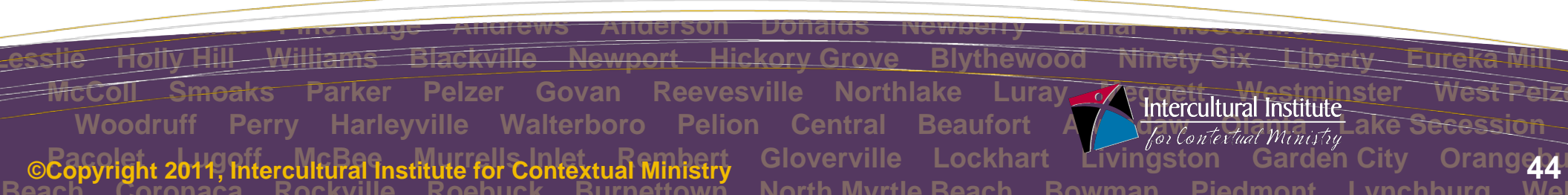


Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%
Prefer To Have Few Possessions As Possible	42%	44%	45%
Find It Difficult To Say No To My Kids	39%	38%	38%
If Won Lottery Would Never Work Again	37%	38%	39%
Speak My Mind Even If It Upsets People	36%	36%	35%
Woman's Place Is In The Home	33%	32%	31%
Like Control Over People And Resources	32%	32%	32%
Friends More Important Than My Fam.	29%	30%	30%
Don't Judge People/Way They Live Life	29%	27%	27%
Like To Do Unconventional Things	29%	30%	29%
Money Is Best Measure Of Success	26%	27%	27%
Marijuana Should Be Legalized	23%	23%	23%

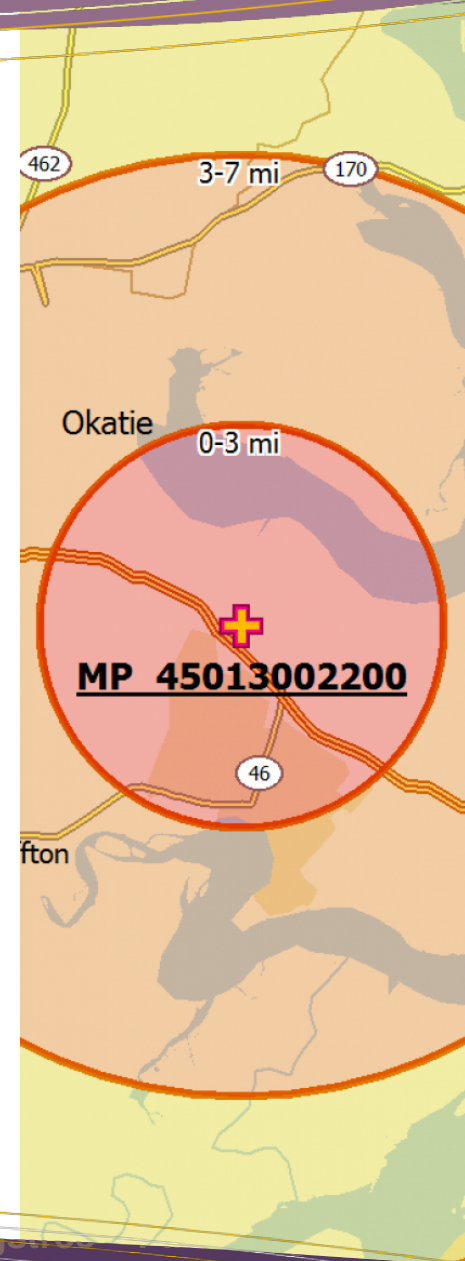
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	19%	18%
Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Like to Stand Out In A Crowd	19%	18%	18%
I Am A Workaholic	18%	14%	13%
Happy With My Standard Of Living	17%	16%	16%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
Only Work Current Job for The Money	15%	16%	16%
We Should Strive for Equality for All	14%	14%	14%
On Whole People Get What They Deserve	10%	9%	9%
Little I Can Do To Change My Life	9%	9%	9%
Indulge My Kids With The Little Extras	8%	8%	8%
I Am A Perfectionist	8%	6%	6%



Potential Cultural Themes

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

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



Potential Cultural Themes:

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

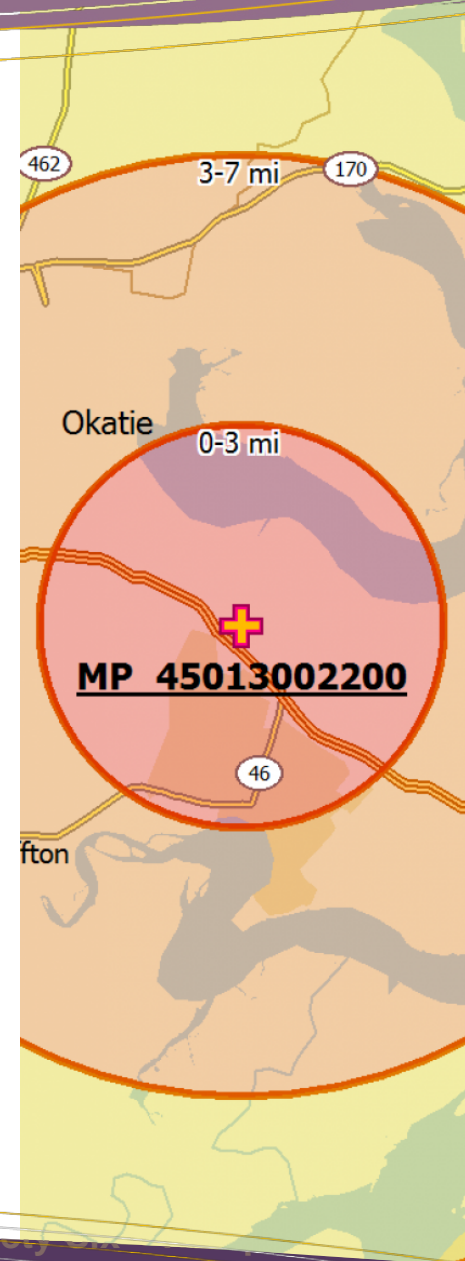
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	69%	68%	67%
You Should Seize Opportunities In Life	60%	61%	61%
Prefer To Have Few Possessions As Possible	42%	44%	45%
Like To Understand About Nature	40%	41%	41%
Prefer Work Part Of Team Than Alone	34%	34%	33%
Important Feel Respected By My Peers	34%	34%	34%
Important To Juggle Various Tasks	31%	30%	30%
Have Keen Sense Of Adventure	29%	30%	30%
People Have To Take Me As They Find Me	28%	27%	27%
Good At Fixing Things	27%	27%	27%
Like To Just Enjoy Life	24%	24%	24%
Worried About Pollution Caused By Cars	22%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	19%	18%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	15%	14%
Try Not To Worry About The Future	16%	16%	16%
Is An Important Part Of Who I Am	13%	13%	14%
Provide My Kids With The Little Extras	12%	9%	9%
Enjoy Spending Time With My Fam.	10%	9%	8%
Children Should Be Allowed To Express Themselves	6%	5%	5%
Like Spending Most Time With Fam.	5%	6%	5%
Feel Very Alone In The World	4%	4%	4%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	3%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	82.88%	84.78%	84.88%
Fast Food/Drive-In Restaurant-Visit Any	81.86%	80.41%	79.73%
McDonald's	52.88%	52.67%	52.34%
Burger King	32%	30.81%	30.46%
Applebee's	29.49%	29.77%	29.58%
Wendy's	28.6%	27.25%	26.56%
Subway	27.7%	25.96%	25.08%
Kentucky Fried Chicken (KFC)	24.58%	20.44%	19.32%
Taco Bell	24.06%	22.49%	22.19%
Olive Garden	22.39%	24%	24.06%
Pizza Hut	19.54%	17.46%	16.87%
Arby's	18.75%	16.81%	16.03%

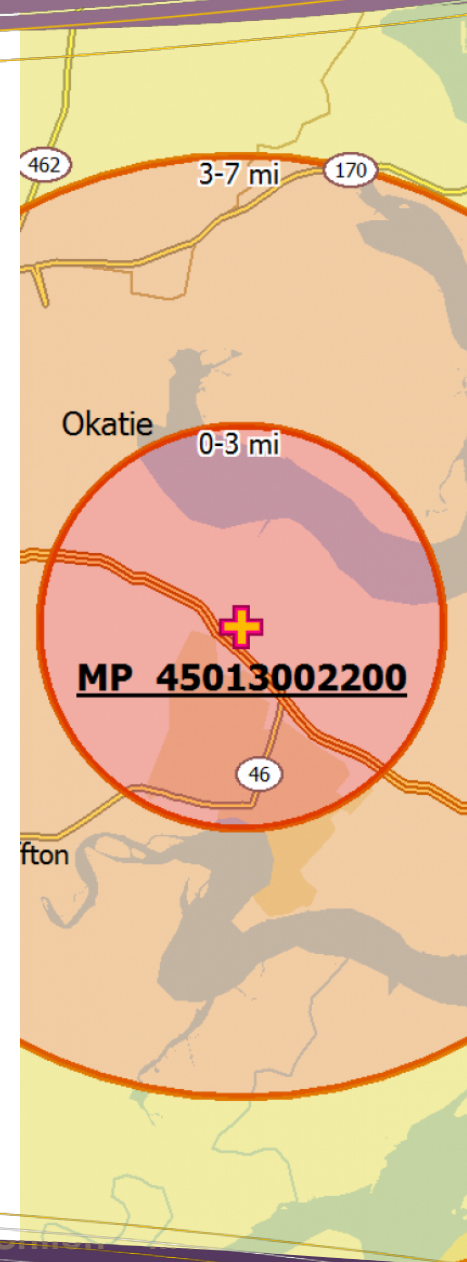
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.1%	17.25%	17.04%
Outback Steakhouse	16.62%	17.58%	17.74%
Starbucks	16.44%	14.16%	13.69%
Chick-Fil-A	15.86%	14.26%	13.59%
IHOP (International House Of Pancakes)	15.56%	15.4%	15.3%
Dairy Queen	14.9%	15.38%	15.09%
Cracker Barrel	14.61%	15.13%	14.97%
Chili's Grill and Bar	14.2%	12.72%	12.31%
TGI Friday's	13.63%	11.74%	11.2%
Quiznos Sub	13.16%	11.12%	10.72%
Domino's Pizza	12.75%	10.57%	10.06%
Dunkin' Donuts	12.49%	11.48%	11.21%

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.

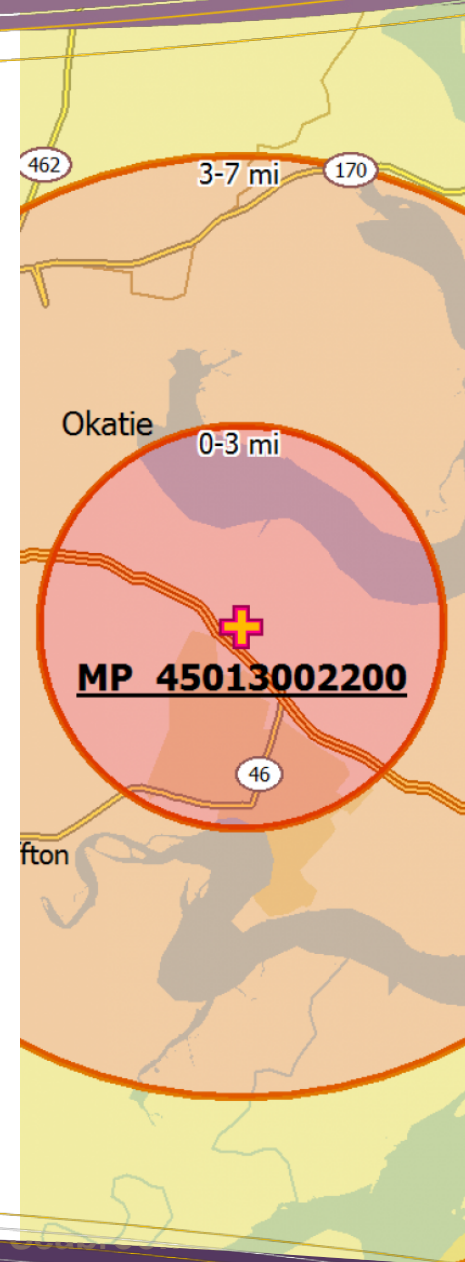
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	53.1%	54.08%	54%
Recycled products	41.37%	43.71%	44.16%
Worked as volunteer (non political)	19.53%	19.54%	19.59%
Engaged in fund raising	12.94%	11.64%	11.37%
Religious club member	8.66%	8.22%	8.08%
Wrote to elected offcl about publ bus	7.52%	7.55%	7.55%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	6.91%	6.99%	7.05%
Church Board	6.43%	5.67%	5.36%
Wrote to editor of mag or newspaper	6.33%	6.57%	6.63%
Addressed a public meeting	6.17%	6.2%	6.25%
Took active part in local civic issue	6.03%	5.82%	5.81%
Union member	5.87%	5.58%	5.46%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	21.86%	21.96%	22.06%
Children's Books	14.27%	14.23%	14.08%
Mystery	13.31%	14.84%	15.3%
Cookbooks	11.04%	11.18%	11.25%
Religious (not Bibles)	9.97%	9.3%	9.12%
History	9.2%	9.92%	10.13%
Biography	9.18%	9.32%	9.37%
Personal/Business	8.32%	8.22%	8.15%
Self-help			
Romance	6.77%	6.6%	6.64%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	72.28%	73.43%	73.4%
Gen. Editorial	53.69%	52.63%	52.13%
Womens	46.14%	43.63%	42.77%
Service	36.45%	37.64%	37.85%
Business/Finance	26.55%	26.11%	25.64%
Mens	19.78%	18.72%	18.48%
Sports	16.95%	17.45%	17.55%
Mature Market	14.64%	16.38%	16.66%
Music	14.03%	11.93%	11.27%

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	57.25%	58.61%	59.03%
Business/Finance	35.71%	38.12%	38.49%
Sport	34.59%	35.98%	36.28%
Editorial Page	31.7%	32.56%	32.85%
Movie Listings & Reviews	28.11%	27.97%	27.96%
Food/Cooking	27.49%	28.38%	28.57%
Classified	26.47%	24.48%	24.31%
Comics	26.03%	27.38%	27.79%
Travel	24.59%	25.38%	25.53%
TV/Radio Listings	24.58%	25.31%	25.45%
Home/Gardening	23.47%	23.8%	23.75%
Science/Technology	21.02%	21.17%	21.1%
Fashion	17.57%	17.32%	17.06%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	21.05%	15.72%	13.84%
CHR Contemp Hit Radio	17.56%	17%	17.02%
Adult Contemporary	16.65%	19.2%	19.85%
News/Talk	13.7%	14.15%	14.15%
Country	11.9%	12.43%	12.86%
Jazz	10.66%	9.04%	8.26%
Oldies	10.57%	11.43%	11.61%
All News	10.51%	10.84%	10.72%
Variety	10.23%	9%	8.68%
Alternative	9.75%	10.55%	10.75%
Rock	9.46%	9.98%	10.13%
Classic Rock	8.3%	8.91%	9.28%
All Talk	7.9%	10.43%	10.81%
Religious	7.13%	7.47%	7.41%
Soft Contemporary	6.84%	6.48%	6.39%
Classical	5.5%	5.16%	5.15%
Sports	5.06%	5.01%	4.97%
Public	4.83%	4.62%	4.63%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	68.88%	67.48%	67.2%
Soapnet	53.36%	53.07%	52.79%
Satellite Dish	50.25%	47.19%	45.83%
Comedy Central	43.72%	46.91%	47.76%
Other Video-On-Demand	41.11%	43.54%	43.19%
Sci-Fi Channel	38.05%	35.94%	35.34%
Adult Pay Per View TV	35.8%	39.54%	39.52%
MSNBC	34.28%	31.92%	31.42%
TV Info From Sunday TV Magazine	32.89%	33.31%	33.31%
ESPN Classic	32.55%	33.84%	34.28%
Subscribe Digital Cable	30.55%	29.19%	28.6%
ABC Fam.	30.46%	30.1%	30.25%

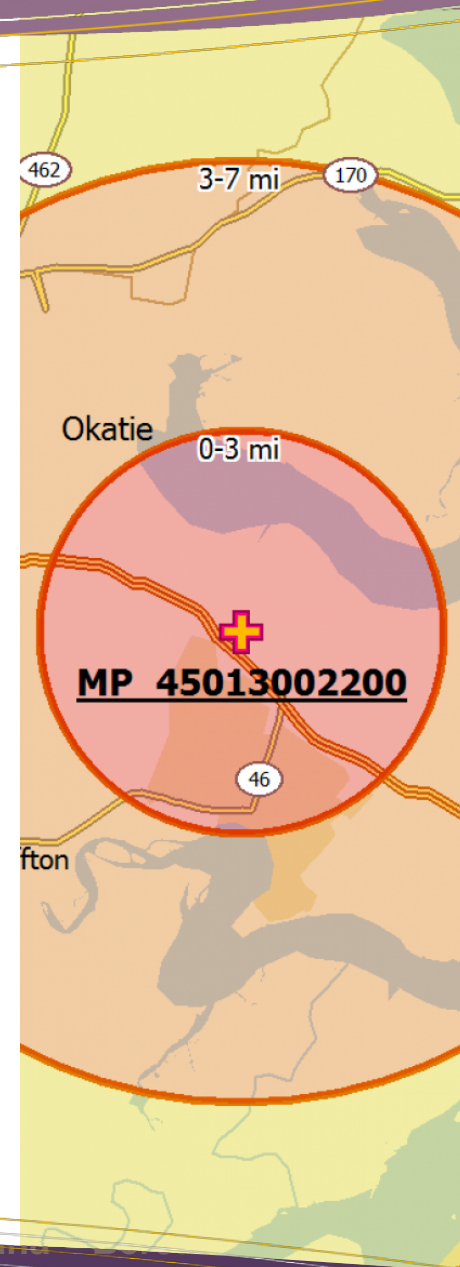
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	29.58%	28.96%	28.54%
The Golf Channel	29.33%	29.93%	29.92%
USA Network	28.02%	29.23%	29.43%
ESPN2	27.47%	28.03%	28.42%
ESPN News	27.2%	28.53%	29%
TCM (Turner Classic Movies)	26.96%	26.91%	26.76%
TV Info From Newspapers	26.67%	25.57%	24.98%
Nickelodeon	26.25%	23.92%	23.49%
Nick At Nite	25.47%	22.42%	21.72%
Adult Swim	25.42%	25.6%	25.92%
Discovery Health Channel	24.86%	25.87%	26.31%
Video-On-Demand Movies	24.72%	20.27%	18.99%

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.

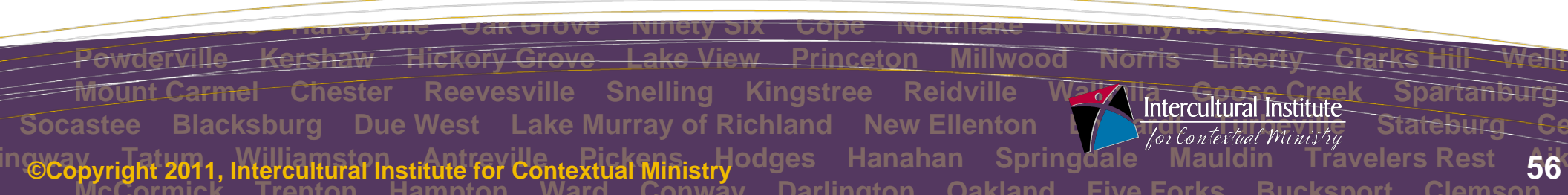


Potential Print Media Usage:

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+)	22.97%	22.71%	22.72%
Medium Users (4-6)	12.1%	12.71%	12.9%
Light Users (1-3)	21.16%	21.34%	21.45%
Quintiles (20%)			
Newspaper I (Heavy)	0.76%	0.47%	0.44%
Newspaper II	1.49%	1.24%	1.22%
Newspaper III	2.09%	2.05%	2.03%
Newspaper IV	0.25%	0.16%	0.17%
Newspaper V (Light)	1.04%	0.95%	0.96%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.42%	16.19%	15.96%
Magazines II	7.91%	7.23%	7.08%
Magazines III	8.97%	7.38%	7.05%
Magazines IV	11.02%	10.14%	10.01%
Magazines V (Light)	0.79%	0.51%	0.39%
Outdoor I (Heavy)	7.48%	7.5%	7.49%
Outdoor II	3.69%	2.92%	2.7%
Outdoor III	3.54%	2.93%	2.76%
Outdoor IV	15.99%	15.23%	14.87%
Outdoor V (Light)	25.51%	28.69%	29.08%
Yellow Pages I (Heavy)	13.85%	13.3%	13.13%
Yellow Pages II	7.83%	7.5%	7.4%
Yellow Pages III	5.96%	3.99%	3.54%
Yellow Pages IV	20.18%	18.91%	18.76%
Yellow Pages V (Light)	2.74%	2.18%	2.22%

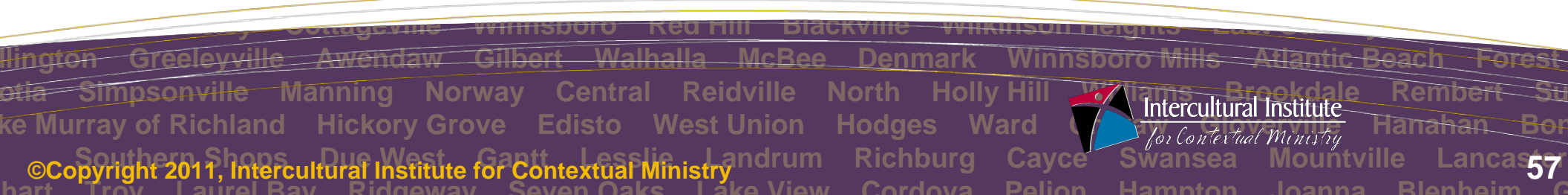


Potential Multimedia Usage

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)	3.1%	2.93%	2.96%
Drive Time III (Medium)	0.47%	0.32%	0.29%
Radio IV & V (Light)	2.57%	2.23%	2.28%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.38%	7.06%	6.87%
Radio III (Medium)	4.41%	4.67%	4.65%
Radio IV & V (Light)	2.9%	2.73%	2.54%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.07%	13.05%	12.29%
Cable III (Medium)	4.05%	3.65%	3.6%
Cable IV & V (Light)	36.71%	37.97%	37.83%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.1%	3.51%	3.5%
Prime Time III (Medium)	1.54%	1.74%	1.87%
Prime Time IV & V (Light)	5.39%	3.56%	3.19%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.99%	45.51%	45.82%
Fringe III (Medium)	48.99%	50.8%	50.93%
Fringe IV (Light)	54.34%	53.02%	52.4%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.53%	12.9%	12.75%
All Day III (Medium)	23.65%	22.94%	22.62%
All Day IV (Light)	14.14%	11.82%	11.41%

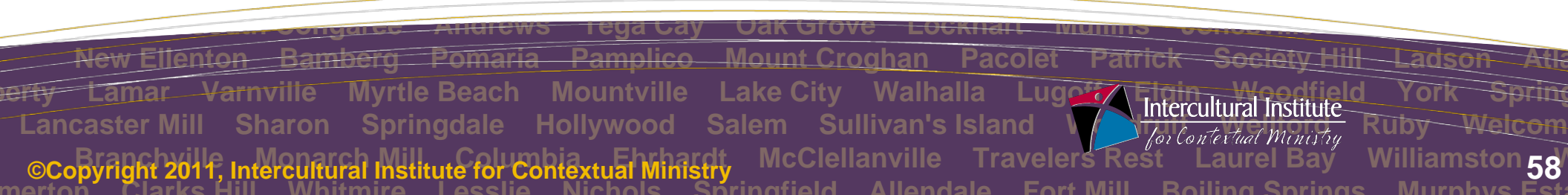


Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.97%	12.42%	12.43%
6:00am - 10:00am	23.82%	22.98%	22.91%
10:00am - 3:00pm	9.12%	9.09%	9.16%
3:00pm - 7:00pm	11.5%	11.65%	11.97%
7:00pm - Midnight	16.36%	16.78%	16.95%
Midnight - 6:00am	8%	8.67%	8.81%
Weekend Radio			
Listeners			
Dayparts [summary]	12.99%	11.06%	10.89%
6:00am - 10:00am	5.21%	5.4%	5.59%
10:00am-3:00pm	9.31%	9.22%	9.26%
3:00pm - 7:00pm	6.49%	5.91%	5.82%
7:00pm - Midnight	10.04%	9.12%	9.01%
Midnight - 6:00am	13.69%	13.07%	13.32%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.51%	7.52%	7.26%
Saturday: 8:00-11:00pm	8.22%	6.87%	6.57%
Sunday: 7:00-11:00pm	9.36%	9.27%	9.3%
9:00am-1:00pm	25.47%	22.42%	21.72%
9:00am-4:00pm	30.16%	26.35%	25.43%
4:00pm-7:00pm	36.52%	35.13%	34.71%
11:00pm-1:00am	42.92%	40.77%	40.16%
AVG Prime time	4.51%	3.37%	3.12%
Mon-Sun			

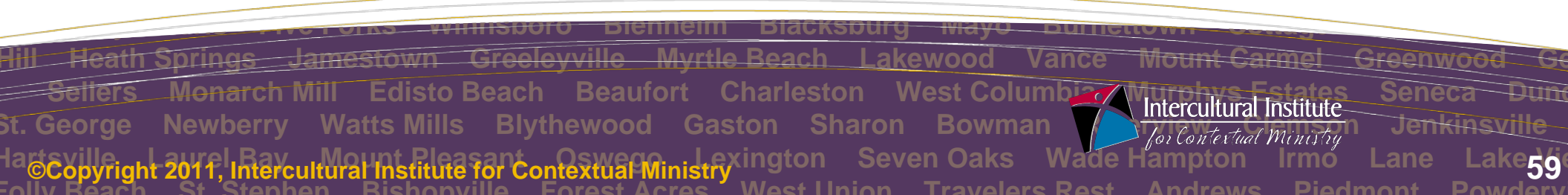


Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.52%	17.29%	17.58%
7-9am	27.47%	28.03%	28.42%
9am-12noon	21.14%	18.75%	18.07%
12noon-4pm	9.02%	7.59%	7.36%
4-6pm	59.55%	56.76%	55.71%
6-7pm	19.15%	17.92%	17.77%
7-7:30pm	2.47%	1.75%	1.56%
7:30-8pm	11.06%	9.43%	9.04%
8-11pm	8.51%	7.52%	7.26%
11pm-12am	34.28%	31.92%	31.42%
11pm-1am	42.92%	40.77%	40.16%
1-6am	40.16%	42.05%	42.38%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20.36%	21.29%	21.3%
Sat: 10am-1pm	8.71%	7.57%	7.28%
Sat: 1-4pm	25.86%	24.58%	24.14%
Sat: 4-6pm	7.34%	6.4%	6.14%
Sat: 6-7pm	2.72%	2.3%	2.21%
Sat: 7-8pm	0.96%	0.63%	0.56%
Sat: 8-11pm	8.22%	6.87%	6.57%
Sat: 11pm-1am	6.7%	6.32%	6.08%
Sat: 1am-7pm	28.02%	29.23%	29.43%
Sun: 7-10am	2.26%	1.78%	1.75%
Sun: 10am-1pm	6.38%	5.72%	5.62%
Sun: 1-4pm	5.85%	5.47%	5.42%
Sun: 4-7pm	12.7%	11.89%	11.7%
Sun: 7-11pm	9.36%	9.27%	9.3%
Sun: 11pm-1am	4.22%	3.48%	3.33%
Sun: 1-7am	20.8%	18.86%	18.49%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

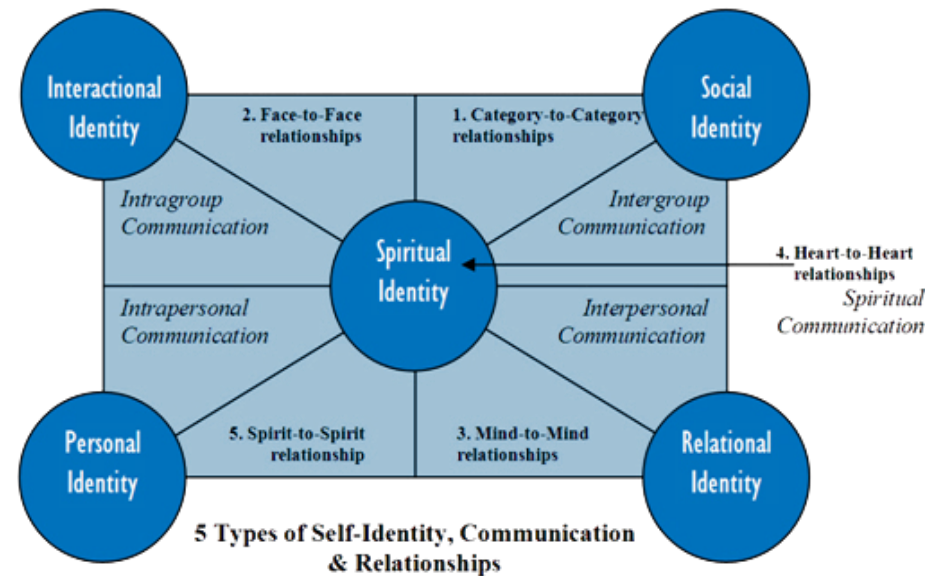


Establishing Redemptive Relationships

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

Communication Steps

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

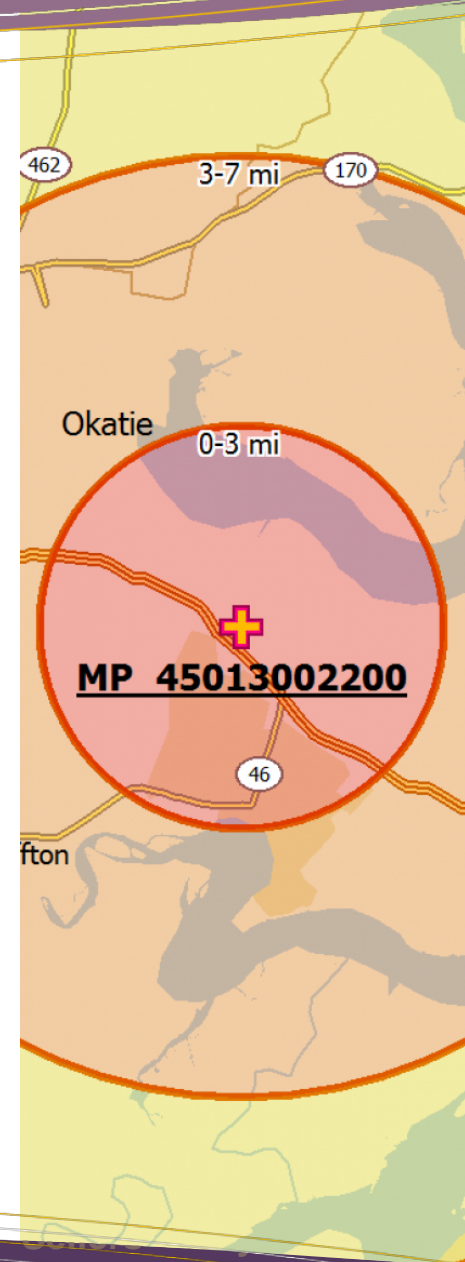


Your MissionSite and the Missional Suite

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

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

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



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	WRSHP AVG	IICM CGR
1	Indian Hill	PO Box 77 Bluffton, SC 29910	2.16 mi	0	
2	Bluffton First	PO Box 2540 Bluffton, SC 29910	2.77 mi	0	
3	Crosspoint Church Bluffton	106 Buckwalter Parkway Bluffton, SC 29910	3.15 mi	0	
4	Okatee	991 Okatie Highway Okatie, SC 29909	5.75 mi	0	
5	Maye River	PO Box 814 Bluffton, SC 29910	6.93 mi	0	
6	North Island	3800 Main St Hilton Head Island, SC 29926	8.84 mi	0	
7	Hilton Head Korean Mission	114 Crestview Lane Bluffton, SC 29910	10.10 mi	0	
8	Red Dam	PO Box 1339 Hardeeville, SC 29927	10.23 mi	0	
9	Shell Point	871 Parris Island Gtwy Beaufort, SC 29906	10.82 mi	0	
10	Hilton Head Island First	PO Box 5922 Hilton Head Island, SC 29938	11.16 mi	0	
11	Sea Island/Indigo Pines Chapel	3004 Riverside Ln Beaufort, SC 29902	12.26 mi	0	
12	Hardeeville First	PO Box 522 Hardeeville, SC 29927	12.70 mi	0	
13	The Link Church	1053 Otter Circle Beaufort, SC 29902	12.84 mi	0	
14	Port Royal	PO Box 207 Port Royal, SC 29935	12.95 mi	0	
15	Euhaw	PO Box 1361 Ridgeland, SC 29936	14.63 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Riverview	2209 Boundary St Beaufort, SC 29902	15.13 mi	0	
17	Baptist Church of Beaufort	PO Box 879 Beaufort, SC 29901	15.64 mi	0	
18	Faith	PO Box 1207 Ridgeland, SC 29936	16.51 mi	0	
19	Grays Hill	2749 Trask Pkwy Beaufort, SC 29906	16.70 mi	0	
20	Meadowbrook	PO Box 118 Beaufort, SC 29901	16.72 mi	0	
21	Ridgeland	1448 Grays Highway Ridgeland, SC 29936	16.74 mi	0	
22	Great Swamp	PO Box 446 Ridgeland, SC 29936	17.75 mi	0	
23	Tillman	PO Box 156 Tillman, SC 29943	19.36 mi	0	
24	All Nations Community	PO Box 127 St Helena Island, SC 29920	19.46 mi	0	
25	Brick	PO Box 518 St Helena Is, SC 29920	19.47 mi	0	
26	Coosawhatchie	PO Box 479 Ridgeland, SC 29936	21.99 mi	0	
27	Saint Helena	PO Box 939 St Helena Is, SC 29920	22.73 mi	0	
28	Sheldon	PO Box 37 Sheldon, SC 29941	22.86 mi	0	
29	Gillisonville	10158 Grays Highway Ridgeland, SC 29936	24.27 mi	0	
30	Yemassee	PO Box 68 Yemassee, SC 29945	29.08 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Robertville	PO Box 506 Estill, SC 29918	29.10 mi	0	
32	Ridgeville	PO Box 623 Yemassee, SC 29945	31.30 mi	0	
33	Pine Level	2009 Pine Level Church Rd Early Branch, SC 29916	31.36 mi	0	
34	Stafford	PO Box 85 Furman, SC 29921	32.34 mi	0	
35	Furman	PO Box 61 Furman, SC 29921	33.83 mi	0	
36	Mt Olive	21219 Pocotaligo Rd Early Branch, SC 29916	34.65 mi	0	
37	Green Pond	PO Box 265 Green Pond, SC 29446	34.66 mi	0	
38	Edisto Beach	414 Jungle Rd Edisto Island, SC 29438	35.80 mi	0	
39	Scotia	PO Box 41 Scotia, SC 29939	35.86 mi	0	
40	Steep Bottom	PO Box 126 Estill, SC 29918	36.13 mi	0	
41	Nixville	3915 Two Sisters Ferry Road Estill, SC 29918	36.79 mi	0	
42	Sand Hill	15480 Pocotaligo Road Varnville, SC 29944	36.81 mi	0	
43	Black Creek	4931 Black Creek Rd Walterboro, SC 29488	36.93 mi	0	
44	Hendersonville	893 Bachelor Hill Rd Walterboro, SC 29488	37.70 mi	0	
45	Lawtonville	PO Box 1057 Estill, SC 29918	39.74 mi	0	





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

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