

MissionSite

top unreached locations



HILTON HEAD ISLAND, SC

CENSUS TRACT: 45013010400

REGION: Low Country Region

ASSOCIATION: Savannah River

COUNTY: Beaufort

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina
Baptist Convention

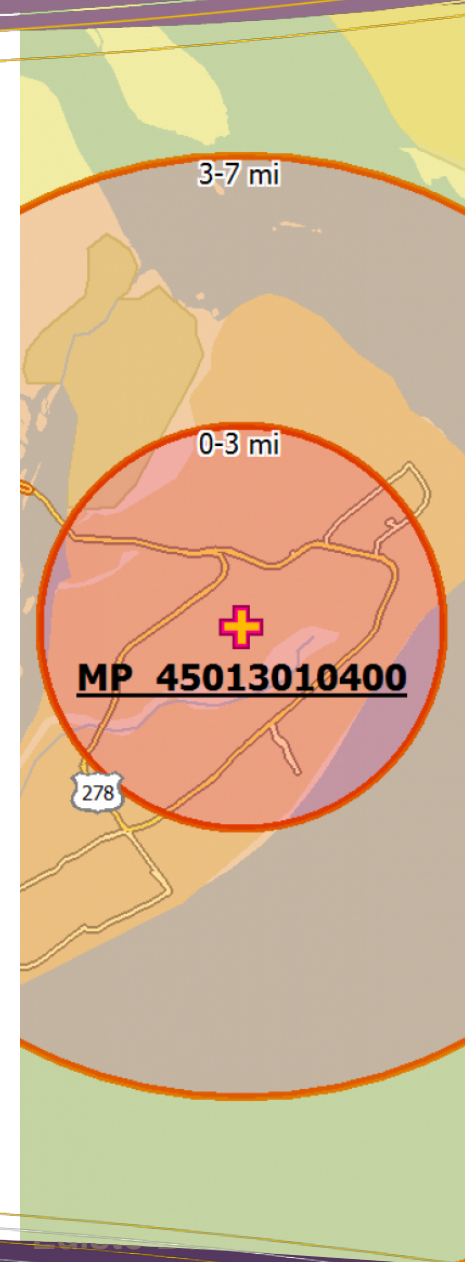
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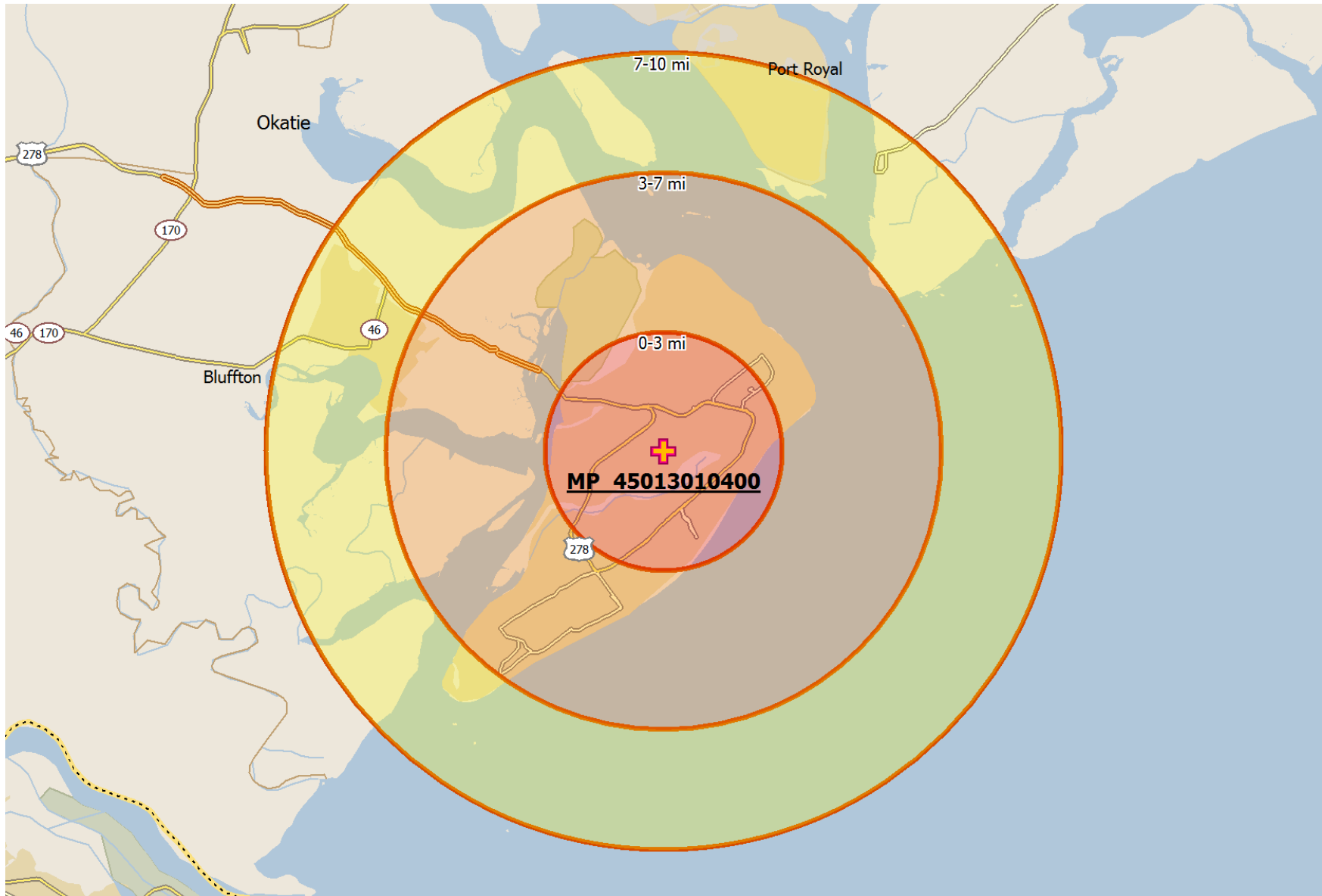
Site Location Summary

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	29926	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	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	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	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (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	20,513	21,563	18,331
2010 Households	8,121	9,600	6,189
2010 Group Quarters Population	360	45	2,217

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	27	21
Language Diversity National Index	64	53	55
Foreign Born Diversity National Index	12	28	46
Ancestry Diversity National Index	69	94	76
Racial Diversity National Index	63	30	57

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.

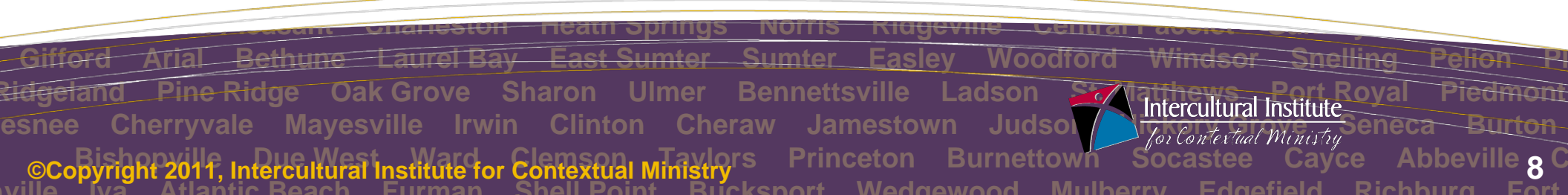
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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	704	8.67%
Mainstay Communities	Established, Diverse Households	5,464	67.28%
Working Communities	Blue-collar, Working Families	387	4.77%
Country Communities	Rural, Agri. & Mining Families	2	0.02%
Aspiring Communities	Young Singles / Aspiring-Multihousing	802	9.88%
Urban Communities	High Density, Inner-city Neighborhoods	762	9.38%



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).

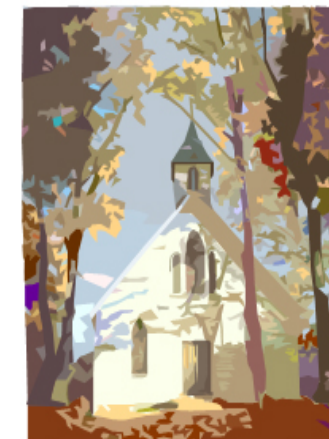
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	43,894	5,878	13.39%
Unreached %	71.09%	72.38%	101.82
Religious But NOT Evangelical HH	12,433	1,577	12.69%
Religious But NOT Evangelical %	20.14%	19.42%	96.46
Spiritual But NOT Relig or Evang HH	6,670	1,016	15.23%
Spiritual But NOT Relig or Evang %	10.8%	12.51%	115.78
Not Evangelical, Not Interested HH	25,106	3,285	13.08%
Not Evangelical, Not Interested %	40.66%	40.45%	99.48



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	633	12.56%
Active Evangelical Percent	8.16%	7.79%	95.52
Inactive Evangelical Households	12,816	1,610	12.56%
Inactive Evangelical Percent	20.76%	19.83%	95.52
# New Churches Needed	11	2	18.95%



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	North Island	1.11 mi
2	Hilton Head Korean Mission	2.78 mi
3	Hilton Head Island First	4.79 mi
4	Bluffton First	7.87 mi
5	Crosspoint Church Bluffton	8.66 mi
6	Indian Hill	11.37 mi
7	Shell Point	12.46 mi
8	Port Royal	13.33 mi
9	Sea Island/Indigo Pines Chapel	13.39 mi
10	Okatee	14.23 mi
11	Maye River	14.57 mi
12	The Link Church	14.81 mi
13	All Nations Community	16.01 mi
14	Brick	16.35 mi
15	Baptist Church of Beaufort	16.65 mi

	CHURCHES	DIST.
16	Meadowbrook	16.72 mi
17	Riverview	16.93 mi
18	Red Dam	19.16 mi
19	Saint Helena	19.72 mi
20	Grays Hill	20.39 mi
21	Hardeeville First	21.13 mi
22	Euhaw	23.03 mi
23	Faith	24.74 mi
24	Ridgeland	25.16 mi
25	Great Swamp	26.44 mi
26	Sheldon	28.01 mi
27	Tillman	28.52 mi
28	Coosawhatchie	29.24 mi
29	Gillisonville	32.16 mi
30	Edisto Beach	32.24 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.

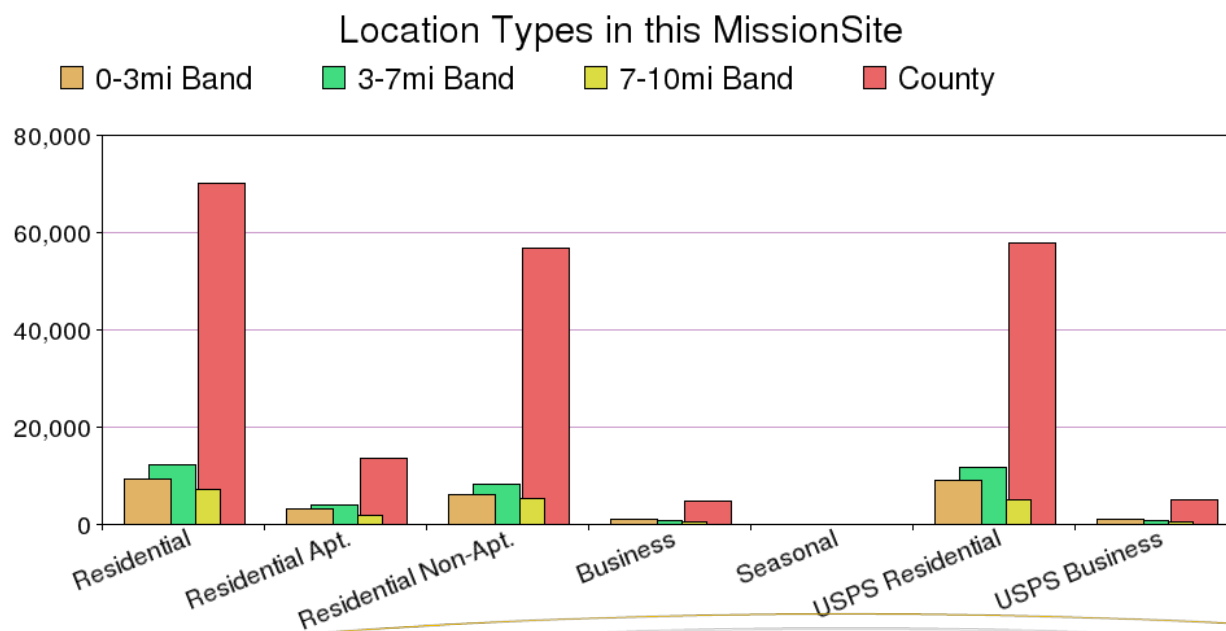


Current Demographic Summary

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	10,448	12.09%
2000 Population	120,937	17,291	14.3%
2010 Population	158,835	20,513	12.91%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	30,713	4,296	13.99%
2000 Households	45,532	6,869	15.09%
2010 Households	61,748	8,121	13.15%



Location Type	0-3mi Band
Residential	9,346
Residential Apt.	3,158
Residential Non-Apt.	6,188
Business	966
Seasonal	0
USPS Residential	8,974
USPS Business	1,091

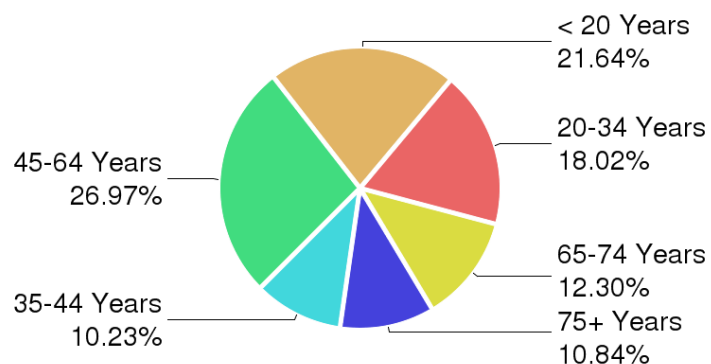
Current Demographic Summary

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%	5.17%	84.75
4-5 Years	2.72%	2.07%	76.1
6-8 Years	3.93%	3.51%	89.31
9-11 Years	3.51%	3.41%	97.15
12-13 Years	2.16%	2.34%	108.33
14-17 Years	4.5%	3.44%	76.44
18-19 Years	2.23%	1.7%	76.23
0-5 Years	8.83%	7.23%	81.88
6-12 Years	8.52%	8.12%	95.31
13-19 Years	7.79%	6.28%	80.62
< 20 Years	25.14%	21.63%	86.04
20-34 Years	19.65%	18.01%	91.65
35-44 Years	10.31%	10.23%	99.22
45-64 Years	23.5%	26.96%	114.72
65-74 Years	12.47%	12.3%	98.64
75+ Years	8.92%	10.84%	121.52
Median Age	40	46	114.56
Median Age (Male)	38	47	123.97
Median Age (Female)	43	46	107.69

Age Group Percentages



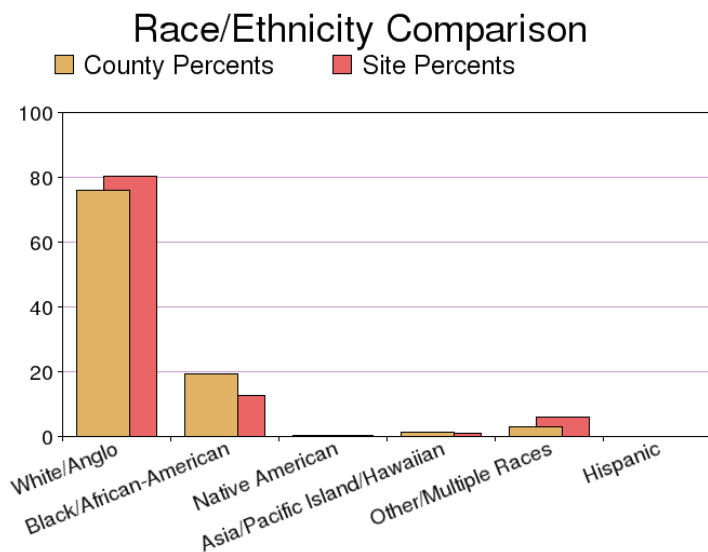
Current Demographic Summary

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	75.98%	80.25%	105.61
Black, African-American	19.41%	12.63%	65.08
Native American	0.34%	0.22%	66.45
Asian	1.11%	1.01%	91.15
Pacific Island, Hawaiian	0.09%	0.04%	49.08
Other/Multiple Races	3.07%	5.85%	190.48
Hispanic	0%	22.79%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	107,158	14,844	
Less than 9th Grade	2.87%	2.85%	100.83
No High School Diploma	6.4%	4.74%	135.15
High School Graduate	24.88%	21.61%	115.14
Some College, no degree	20.77%	18.92%	109.74
Associate Degree	7.55%	7.68%	98.27
College Degree	23.44%	29.28%	80.05
Graduate/Prof. degree	14.09%	14.92%	94.44



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%	3.09%	57.31
\$10,000 to \$19,999	7.58%	4.91%	64.85
\$20,000 to \$29,999	11.67%	8.93%	76.49
\$30,000 to \$49,999	20.3%	19.97%	98.4
\$50,000 to \$59,999	9.38%	8.94%	95.26
\$60,000 to \$69,999	7.61%	6.99%	91.95
\$70,000 to \$79,999	6.67%	7.09%	106.35
\$80,000 to \$89,999	5.62%	6.6%	117.35
\$90,000 to \$99,999	4.06%	5.02%	123.59
\$100,000 to \$124,999	7.84%	9.03%	115.06
\$125,000 to \$149,999	4.54%	6.07%	133.64
\$150,000 to \$199,999	4.08%	6%	146.88
\$200,000 to \$249,999	1.52%	2.09%	138.1
\$250,000 or more	3.65%	5.26%	143.98
Median Household	55,305	70,944	128.28
Average Household	80,939	99,494	122.92
Per Capita Household	32,867	39,399	119.87
Family/Non-Family Household Income			
Median Family Income	64,686	80,903	125.07
Average Family Income	95,149	112,163	117.88
Median Non-Family Income	37,416	49,974	133.56
Average Non-Family Income	51,352	61,147	119.07

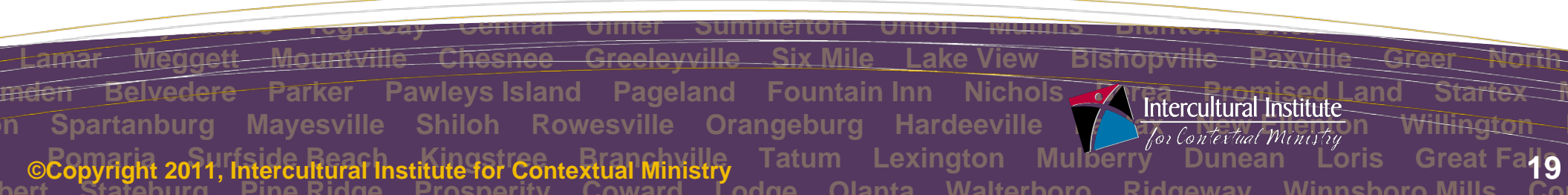


Current Demographic Summary

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%	65.31%	96.68
Families with Children	29.99%	25.96%	86.54
Families without Children	37.56%	39.35%	104.78
Non-Family Households			
% Non-Family Households	32.44%	34.69%	106.91
Non-Families with Children	0.02	0.06	292.44
Non-Families without Children	32.42	34.63	106.79
Housing Units			
			Index
Total Housing Units	86,082	13,737	
Vacant percent	28.27%	40.88%	144.62
Owned percent	50.43%	41.44%	82.16%
Rented Percent	21.3%	17.68%	83.03
Households by Size			
			Index
Avg household size	2.47	2.48	100.4
Avg family hh size	3.06	3.06	100
Avg non-family hh size	1.25	1.40	112
Households By Count of Persons			
			Percent
One	16,729	2,229	13.32%
Two	22,613	3,070	13.58%
Three or Four	16,538	2,016	12.19%
Five+	5,868	805	13.72%



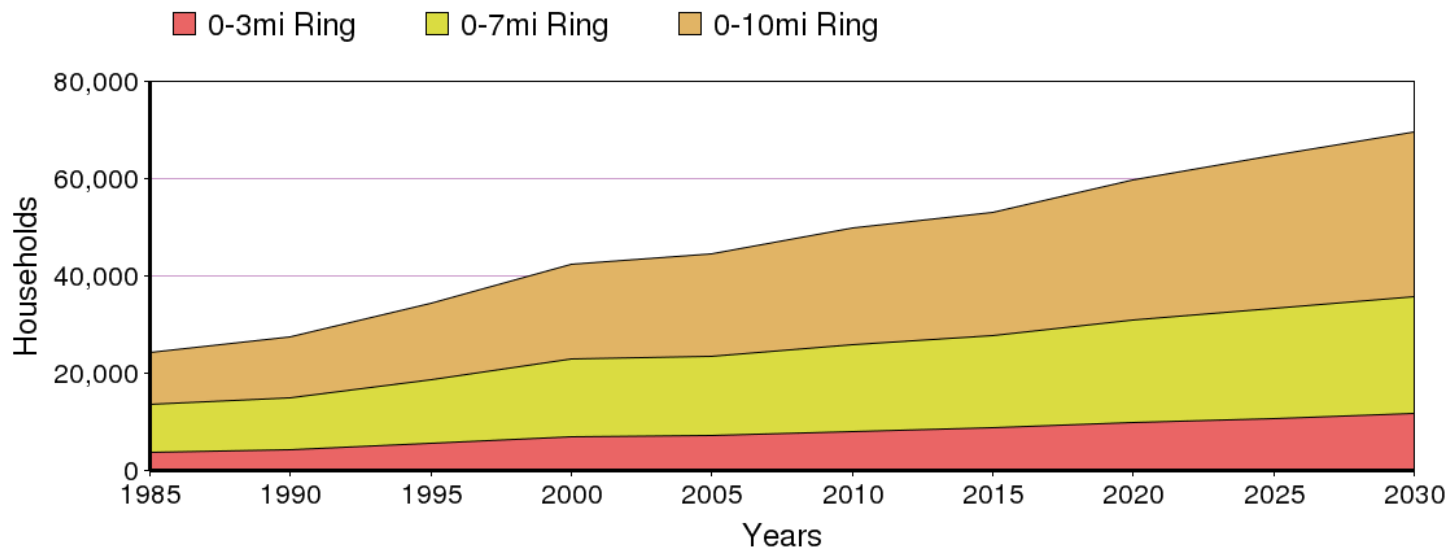
Projected Demographic Summary

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	10,448	12.09%
2000 Population	120,937	17,291	14.3%
2010 Population	158,835	20,513	12.91%
2015 Population	176,930	22,798	12.89%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	30,713	4,296	13.99%
2000 Households	45,532	6,869	15.09%
2010 Households	61,748	8,121	13.15%
2015 Households	67,330	8,798	13.07%

Household Change from 1985 to 2030



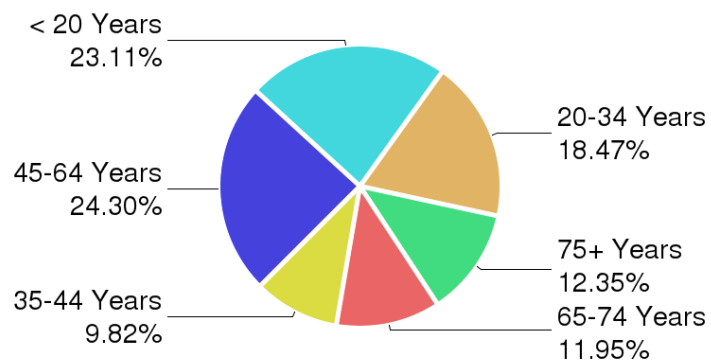
Projected Demographic Summary

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	5.17%	5%	96.71
4-5 Years	2.07%	2.36%	114.01
6-8 Years	3.51%	4.01%	114.25
9-11 Years	3.41%	3.95%	115.84
12-13 Years	2.34%	2.6%	111.11
14-17 Years	3.44%	3.71%	107.85
18-19 Years	1.7%	1.47%	86.47
0-5 Years	7.23%	7.36%	101.8
6-12 Years	8.12%	9.25%	113.92
13-19 Years	6.28%	6.49%	103.34
< 20 Years	21.63%	23.1%	106.8
20-34 Years	18.01%	18.46%	102.5
35-44 Years	10.23%	9.81%	95.89
45-64 Years	26.96%	24.29%	90.1
65-74 Years	12.3%	11.94%	97.07
75+ Years	10.84%	12.34%	113.84
Median Age	40	46	113.58
Median Age (Male)	38	46	121.59
Median Age (Female)	43	46	107.52

Projected Age Group Percentages



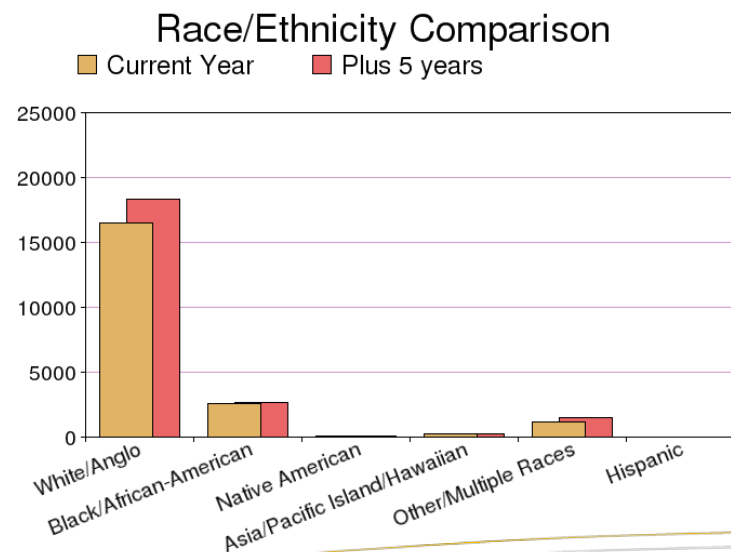
Projected Demographic Summary

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	80.25%	80.48%	100.29
Black, African-American	12.63%	11.54%	91.4
Native American	0.22%	0.24%	105.63
Asian	1.01%	1.15%	113.77
Pacific Island, Hawaiian	0.04%	0.04%	79.98
Other/Multiple Races	5.85%	6.55%	112.04
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,844	16,494	
Less than 9th Grade	2.85%	2.4%	84.25
No High School Diploma	4.74%	4.18%	88.2
High School Graduate	21.61%	21.77%	100.71
Some College, no degree	18.92%	17.59%	92.98
Associate Degree	7.68%	7.83%	102
College Degree	29.28%	30.06%	102.67
Graduate/Prof. degree	14.92%	16.17%	108.36



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	3.09%	2.76%	89.36
\$10,000 to \$19,999	4.91%	4.57%	93
\$20,000 to \$29,999	8.93%	8.58%	96.12
\$30,000 to \$49,999	19.97%	18.96%	94.92
\$50,000 to \$59,999	8.94%	8.46%	94.59
\$60,000 to \$69,999	6.99%	6.6%	94.42
\$70,000 to \$79,999	7.09%	7.29%	95.19
\$80,000 to \$89,999	6.6%	6.94%	100.4
\$90,000 to \$99,999	5.02%	4.89%	97.28
\$100,000 to \$249,999	9.03%	9.91%	109.81
\$125,000 to \$149,999	6.07%	6.49%	106.91
\$150,000 to \$199,999	6%	6.42%	107.09
\$200,000 to \$249,999	2.09%	2.34%	111.85
\$250,000 or more	5.26%	5.5%	104.63
Median Household	70,944	73,978	104.28
Average Household	99,494	105,426	105.96
Per Capita Household	39,399	40,695	103.29
Family/Non-Family Household Income			
Median Family Income	80,903	85,235	105.35
Average Family Income	112,163	119,465	106.51
Median Non-Family Income	49,974	55,351	110.76
Average Non-Family Income	61,147	69,715	114.01

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	65.31%	63.21%	96.78
Families with Children	25.96	24.57	94.67
Families without Children	39.35	39.25	99.73
Non-Family Households			
% Non-Family Households	34.69%	36.79%	106.07
Non-Families with Children	0.06	0	106.07
Non-Families without Children	34.63	36.79	106.26
Housing Units			
Total Housing Units	13,737	15,065	109.67%
Vacant percent	40.88%	41.6%	101.75
Owned percent	41.44%	40.94%	98.81
Rented Percent	17.68%	17.46%	98.73
Households by Size			
Avg household size	2.48	2.55	102.82%
Avg family hh size	3.06	3.22	105.23%
Avg non-family hh size	1.40	1.38	98.57%
Households By Count of Persons			
One	2,229	2,641	118.48%
Two	3,070	2,892	94.2%
Three or Four	2,016	2,225	110.37%
Five+	805	1,041	129.32%

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	2,761	1,841	717
Northern Europe	75	215	62
Western Europe	96	285	64
Southern Europe	53	24	2
Eastern Europe	60	32	44
Other Europe	0	0	0
Eastern Asia	58	54	39
So. Central Asia	31	18	14
SE Asia	47	37	18
Western Asia	68	13	4
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	8	6
Middle Africa	0	0	0
Northern Africa	6	7	0
Southern Africa	4	27	9
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	3	1
Caribbean	54	27	78
Central Amer.	2,044	774	248
South America	60	146	90
North America	105	171	38
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	14,108	17,680	9,529
Spanish	2,619	1,313	1,081
Other Indo-Euro language	388	656	185
French (incl. Patois, Cajun)	99	176	45
French Creole	0	0	12
Italian	42	44	21
Portuguese	7	15	12
German	69	253	39
Yiddish	0	0	0
Other West Germanic	26	57	7
A Scandinavian Language	16	40	4
Greek	8	8	6
Russian	10	0	18
Polish	62	37	16
Serbo-Croatian	4	0	0
Other Slavic Language	14	6	3
Armenian	0	0	0
Persian	8	2	1
Gujarathi	0	1	1
Hindi	0	16	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	23	1	0
Asian/PI languages	0	0	0
Chinese	23	32	23
Japanese	28	6	16
Korean	2	7	36
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	4	18	6
Laotian	0	0	0
Vietnamese	38	0	6
Other Asian	8	0	12
Tagalog	2	35	8
Other Pacific Is	0	6	0
Other languages	62	20	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	21	6	0
Arabic	7	14	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	34	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	15,166	17,449	9,854
Arab	24	97	27
Armenian	5	18	2
Austrian	34	83	38
British	74	150	35
Canadian	113	112	18
Croatian	20	29	5
Czech	27	46	28
Czechoslovak	10	32	21
Danish	63	80	26
Dutch	179	231	75
English	1,872	3,058	1,009
European	157	282	104
Finnish	26	21	6
French (not Basque)	352	382	222
French Canadian	107	144	107
German	1,762	2,604	1,340
Greek	35	74	16
Hungarian	86	110	40
Iranian	7	5	5

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,653	2,241	1,398
Italian	775	1,126	650
Lithuanian	58	36	18
Norwegian	174	237	78
Polish	460	433	259
Portuguese	22	10	27
Romanian	0	11	6
Russian	175	170	55
Scandinavian	5	39	32
Scotch-Irish	363	488	187
Scottish	322	691	296
Slovak	57	17	14
Subsaharan African	165	62	117
Swedish	101	207	130
Swiss	73	67	19
Ukrainian	47	53	39
US/American	1,008	1,537	757
Welsh	88	119	53
West Indian	9	6	55
Yugoslavian	0	0	6
Other	4,658	2,342	2,534

Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

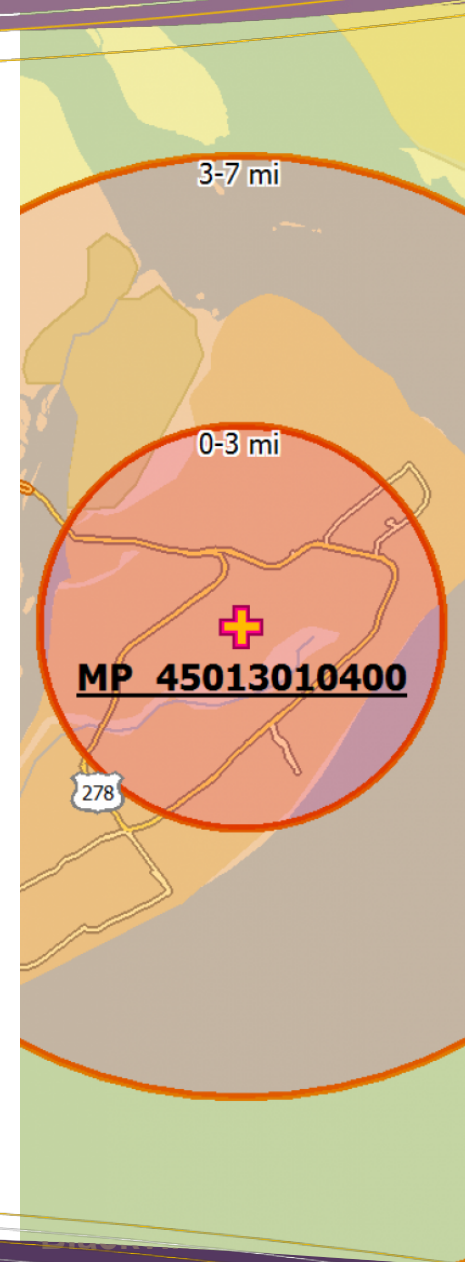
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscape 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 Evangeliscape 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	8,121	100%	5,919	100%
AFFLUENT SUBURBIA	603	7.43%	480	8.11%
America's Wealthiest	523	6.44%	420	7.1%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	30	0.37%	25	0.42%
Enterprising Couples	0	0%	0	0%
Small Town Success	50	0.62%	35	0.59%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	101	1.24%	80	1.35%
Status Conscious Consumers	4	0.05%	3	0.05%
Affluent Urban Professionals	84	1.03%	68	1.15%
Urban Commuter Fam.	10	0.12%	7	0.12%
Solid Suburban Mix	3	0.04%	2	0.03%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	723	8.9%	511	8.63%
Successful Urban Sprawl	645	7.94%	0	0%
2nd City Homebodies	30	0.37%	458	7.74%
Prime Middle America	0	0%	20	0.34%
Urban Optimists	0	0%	0	0%
Family Convenience	48	0.59%	0	0%
Mid-Market Enterprise	0	0%	33	0.56%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,121	100%	5,919	100%
BLUE COLLAR BACKBONE	154	1.9%	108	1.82%
Nuevo Hispanic Fam.	154	1.9%	108	1.82%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	4,741	58.38%	3,389	57.26%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	18	0.22%	12	0.2%
Professional Urbanites	4,179	51.46%	3,021	51.04%
Urban Advancement	238	2.93%	160	2.7%
Amer. Great Outdoors	306	3.77%	196	3.31%
Mature America	0	0%	0	0%
METRO FRINGE	233	2.87%	164	2.77%
Steadfast Conservative	3	0.04%	2	0.03%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	230	2.83%	162	2.74%
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.

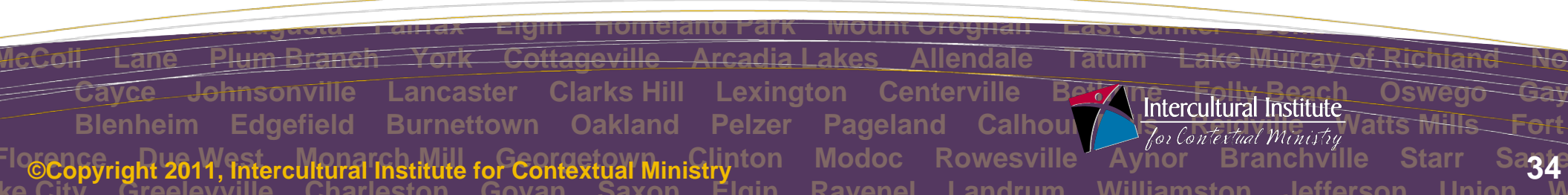
2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	8,121	100%	5,919	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	802	9.88%	593	10.02%
Young Cosmopolitans	70	0.86%	55	0.93%
Minority Metro Communities	651	8.02%	482	8.14%
Stable Careers	22	0.27%	16	0.27%
Aspiring Hispania	59	0.73%	40	0.68%
RURAL VILLAGES & FARMS	2	0.02%	41	0.69%
Aspiring Hispania	0	0%	40	0.68%
Industrious Country Living	0	0%	0	0%
America's Farmland	2	0.02%	0	0%
Comfy Country Living	0	0%	1	0.02%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,121	100%	5,919	100%
STRUGGLING SOCIETIES	360	4.43%	270	4.56%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	193	2.38%	131	2.21%
Struggling city Centers	0	0%	0	0%
College Town Communities	167	2.06%	139	2.35%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	402	4.95%	283	4.78%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	306	3.77%	214	3.62%
Urban Diversity	96	1.18%	69	1.17%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



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?

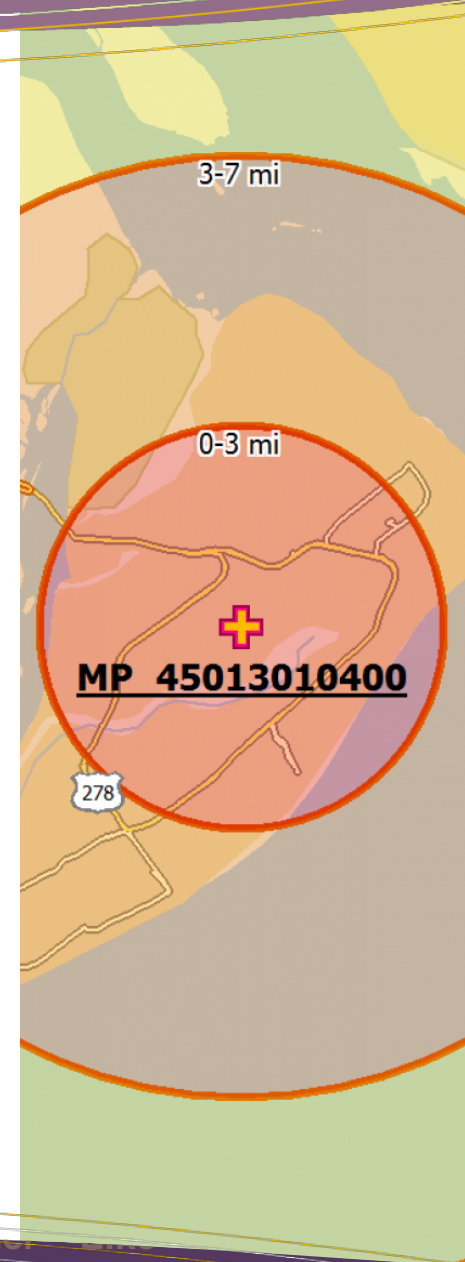
Potential Cultural Bridges

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).

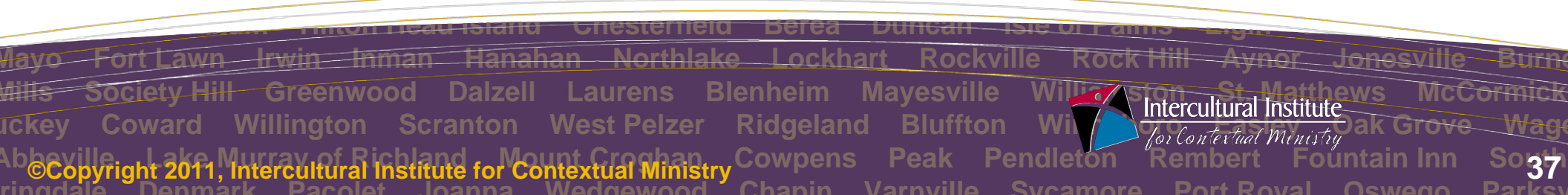


Potential Cultural Bridges

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	77%	78%	79%
Use Comp. for Internet/E-mail	62%	64%	64%
Internet Use: E-Mail	54%	56%	56%
Use Comp. for Word Processing	45%	48%	48%
Use Comp. for Shopping	35%	37%	38%
Use Comp. for Comp. Games	34%	34%	35%
Use Comp. for Digital Camera Photo Editing	33%	34%	35%
Use Comp. for News/Info./Data Service	32%	34%	33%
Internet Use: News/ Weather	32%	33%	33%
Use Comp. for Education	29%	29%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	29%	31%	32%
HH Owns DVD Player	29%	29%	30%
Internet Use: Banking	24%	26%	26%
PC-Network-HH Has One	19%	20%	21%
Use Comp. for Personal Financial Mngmnt	19%	21%	20%
Use Comp. for Accounting	17%	18%	18%
Use Comp. for Filing/DB Mngmnt	15%	16%	16%
Internet Use: Shopping: Gathered Info. for Shopping	14%	16%	16%
Use Comp. for Telecommuting	14%	15%	15%
Internet Use: Travel Reservations	14%	15%	15%

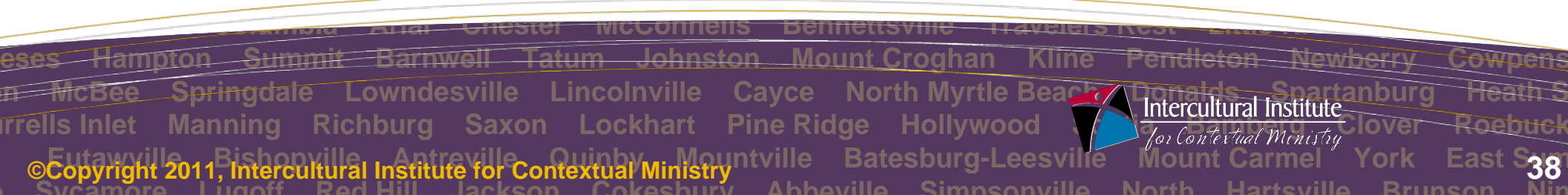


Potential Cultural Bridges

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	65%	65%	66%
Dining Out (Not Fast Food)	64%	66%	65%
Reading Books	63%	64%	63%
Card Games	41%	42%	43%
Go To A Beach/Lake	39%	40%	40%
Gardening	36%	37%	35%
Cooking for Fun	36%	37%	38%
Visit Museum	27%	28%	28%
Board Games	26%	26%	27%
Photography	20%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	72%	72%	72%
Gen./Fam. Practitioner	39%	40%	39%
Dentist	38%	39%	37%
Eye Dr.	28%	29%	28%
High Cholesterol	22%	22%	21%
Hypertension/High Blood Pressure	21%	22%	22%
Backache	20%	20%	20%
Any Arthritis	18%	18%	18%
None Of These	17%	17%	18%
Acid Reflux Disease (GERD)	15%	15%	15%



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	32.5%	33.35%	33.54%
Live Theater	31.4%	32.88%	32.13%
Live Theater Most Often	25.59%	26.95%	26.28%
Classical Concerts Most Often	13.11%	13.95%	12.96%
Rock/Pop Concerts Most Often	12.19%	12.39%	13.29%
Dance Performance	10.79%	11.02%	11.27%
Movies: Action/Adventure	36.63%	36.32%	37.25%
Movies: Comedy	36.29%	35.61%	36.83%
Movies: Drama	24.47%	24.63%	24.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Mystery	21.66%	22%	21.46%
Movies: Romantic Comedy	21.21%	21.35%	21.57%
Movies: Fam.	17.85%	17.35%	18.19%
MLB Baseball Reg. Season	7.73%	8.35%	8.87%
College Football Reg. Season	7.47%	8.12%	8.07%
NFL Football Reg. Season	6.28%	6.81%	7.04%
College Basketball Reg. Season	4.27%	4.75%	4.86%
College Football Post-Season	3.69%	3.77%	3.61%
Golf Tournament	3.36%	3.74%	3.46%

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	48.22%	49.72%	48.61%
Swimming	31.45%	32.81%	33.11%
Golf	18.99%	19.68%	18.85%
Bowling	16.95%	17.18%	18.47%
Weight Training	15.81%	16.48%	17.48%
Using Cardio Machine	15.59%	16.21%	16.94%
Stationary Cycling	14.8%	15.11%	15.1%
Jogging/Running	14.74%	14.8%	15.79%
Mountain/Road Biking	14.36%	14.88%	14.55%
Billiards/Pool	14.15%	14.15%	14.83%
Freshwater Fishing	11.72%	12.12%	12.34%
Aerobics	11.71%	11.8%	12.26%
Basketball	11.53%	10.82%	12.16%
Power Boating	10.6%	11.01%	10.27%

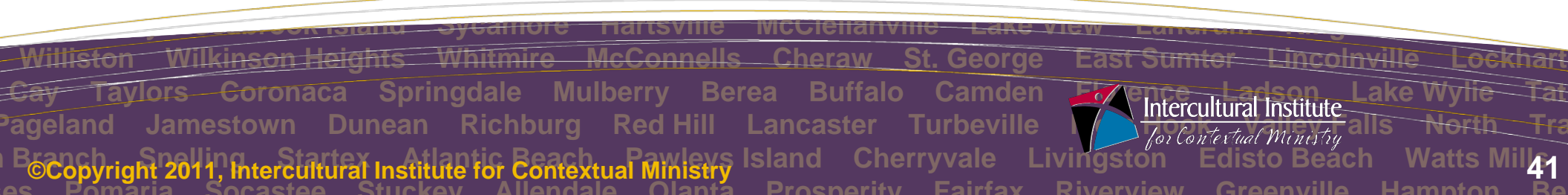
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Tennis	8.73%	8.87%	9.08%
Backpacking/Hiking	8.52%	8.47%	9.2%
Baseball	8.5%	7.75%	8.42%
Camping Trips	8.48%	8.7%	9.28%
Yoga	8%	8.05%	8.52%
Soccer	7.99%	7.28%	7.67%
Football	6.87%	5.99%	7.24%
Saltwater Fishing	6.7%	6.74%	6.88%
Volleyball	6.32%	5.6%	6.22%
Softball	5.98%	5.61%	6.3%
Canoeing/Kayaking	5.2%	5.31%	5.6%
Downhill & X-Country	4.9%	4.89%	5.14%
Skiing			
Sailing	4.59%	4.72%	4.5%
Ice Skating	4.54%	4.51%	4.87%

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	4.42%	4.22%	4.51%
Snorkeling	4.16%	4.23%	4.69%
Hunting	3.87%	3.71%	4.14%
Jet Skiing	3.82%	3.66%	3.91%
Roller Skating	3.61%	3.43%	3.81%
Motorcycling	3.55%	3.23%	3.53%
Water Skiing	3.51%	3.33%	3.52%
Horseback Riding	3.47%	3.22%	3.5%
Fly Fishing	3.19%	3.13%	3.25%
Hockey	2.92%	2.51%	2.72%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rowing	2.81%	2.76%	2.96%
Racquetball	2.8%	2.45%	2.8%
Rock Climbing	2.65%	2.52%	2.59%
Archery	2.37%	2.3%	2.45%
Skateboarding	2.31%	2.02%	2.32%
Martial Arts	2.29%	2.19%	2.53%
Snowmobiling	2.26%	2.03%	2.25%
Snowboarding	2.22%	2.13%	2.31%
Surfing & Windsurfing	1.72%	1.49%	1.82%
Auto Racing	1.61%	1.49%	1.68%



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.

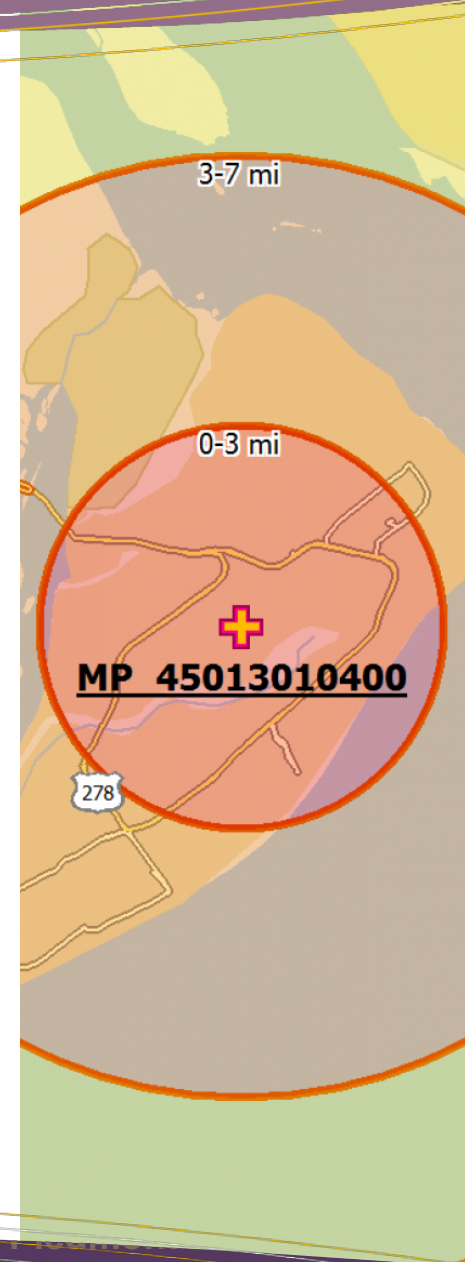
BIBLICAL BARRIERS

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.

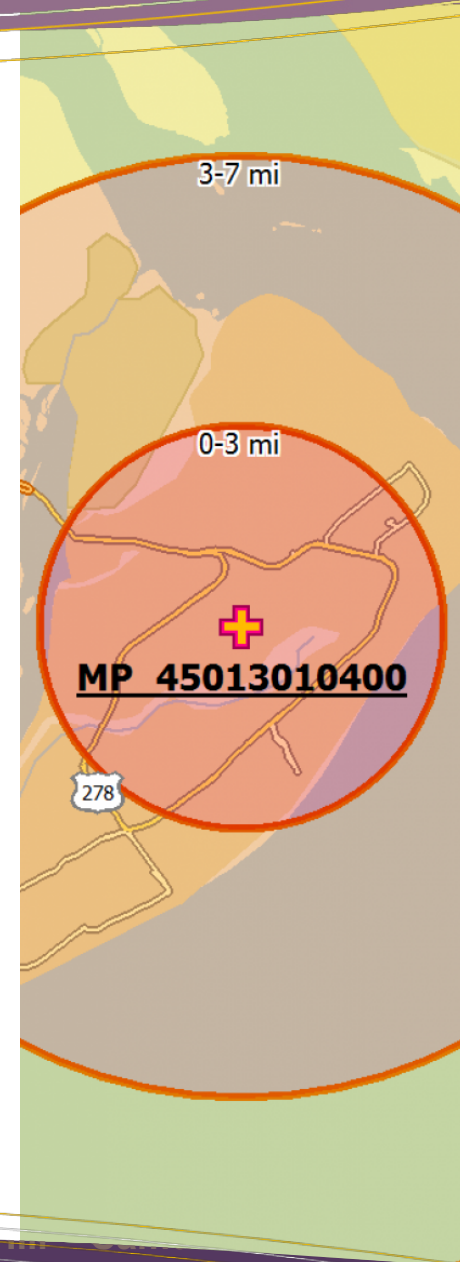
CULTURAL BARRIERS OF ACCEPTANCE

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.

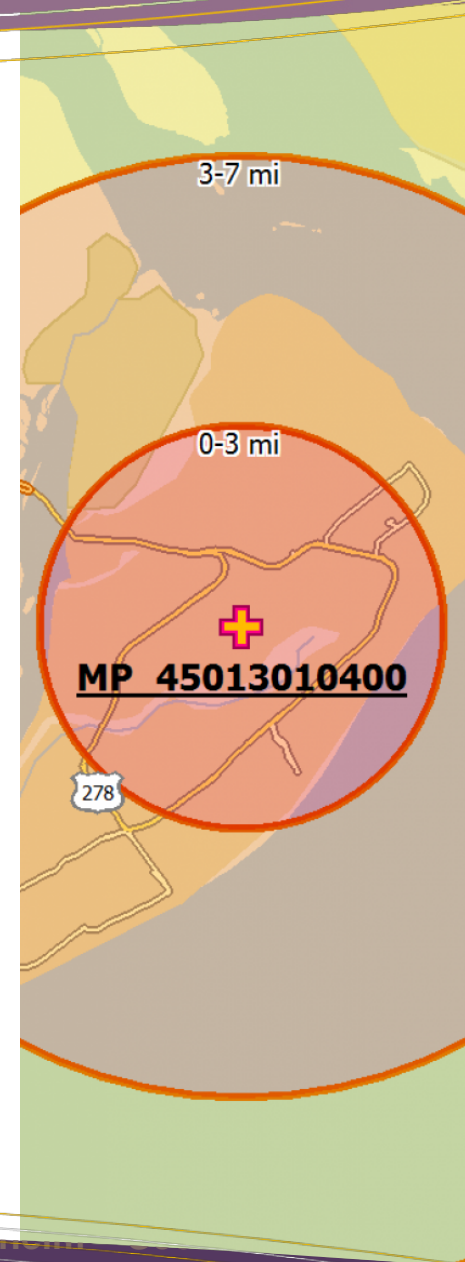
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%
Prefer To Have Few Possessions As Possible	46%	46%	45%
If Won Lottery Would Never Work Again	39%	40%	39%
Find It Difficult To Say No To My Kids	37%	37%	38%
Speak My Mind Even If It Upsets People	35%	35%	35%
Like Control Over People And Resources	33%	32%	32%
Friends More Important Than My Fam.	32%	32%	31%
Woman's Place Is In The Home	31%	31%	31%
Like To Do Unconventional Things	28%	28%	29%
Don't Judge People/Way They Live Life	28%	28%	28%
Money Is Best Measure Of Success	27%	27%	27%
Marijuana Should Be Legalized	23%	23%	23%

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

Potential Cultural Themes

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

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



Potential Cultural Themes:

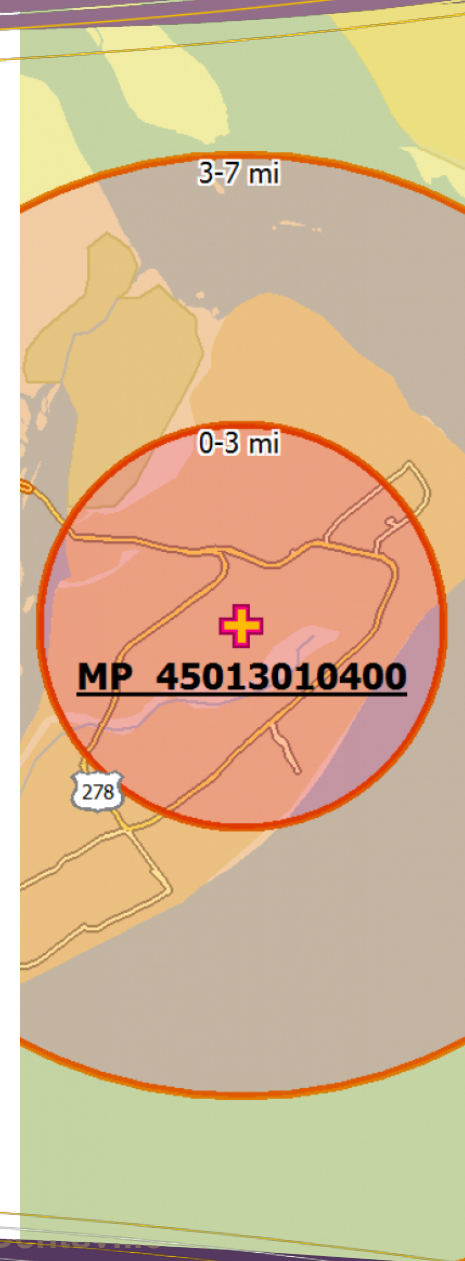
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	65%	66%	67%
You Should Seize Opportunities In Life	61%	61%	61%
Prefer To Have Few Possessions As Possible	46%	46%	45%
Like To Understand About Nature	42%	42%	41%
Important Feel Respected By My Peers	35%	35%	35%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Have Keen Sense Of Adventure	31%	31%	30%
Important To Juggle Various Tasks	31%	30%	30%
Good At Fixing Things	27%	27%	27%
People Have To Take Me As They Find Me	26%	26%	27%
Like To Just Enjoy Life	25%	25%	25%
Worried About Pollution Caused By Cars	19%	19%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	18%	18%
Try Not To Worry About The Future	17%	16%	16%
Real Men Don't Cry	16%	16%	17%
Looking for New Ideas To Improve Home	15%	14%	15%
Is An Important Part Of Who I Am	14%	14%	14%
Provide My Kids With The Little Extras	10%	8%	10%
Enjoy Spending Time With My Fam.	8%	8%	9%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
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.

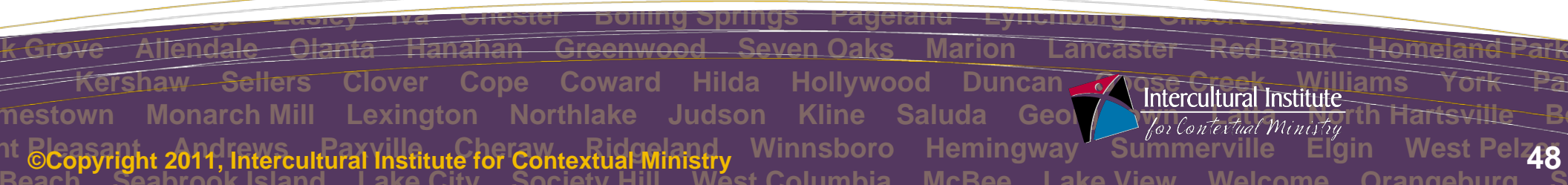


Potential Shared Places:

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	82.53%	83.51%	83.13%
Fast Food/Drive-In Restaurant-Visit Any	78.6%	78.47%	79.51%
McDonald's	50.83%	50.93%	51.5%
Burger King	30.42%	29.35%	30.12%
Applebee's	28.35%	28.67%	28.65%
Wendy's	24.9%	24.83%	25.92%
Subway	24.06%	24.4%	25.45%
Olive Garden	22.67%	23.27%	22.6%
Taco Bell	21.97%	21.37%	22.29%
Kentucky Fried Chicken (KFC)	19.17%	17.83%	20.05%
Outback Steakhouse	17.11%	17.32%	16.75%
Pizza Hut	16.41%	15.8%	17.2%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	16.24%	16.07%	16.21%
IHOP (International House Of Pancakes)	15.1%	15.03%	15.25%
Arby's	14.39%	14.63%	15.88%
Dairy Queen	14.32%	14.4%	14.43%
Cracker Barrel	13.87%	14.38%	14.29%
Starbucks	13.57%	13.76%	14.52%
Denny's	12.7%	12.05%	11.77%
Chick-Fil-A	12.18%	12.5%	13.47%
Chili's Grill and Bar	11.63%	11.91%	12.54%
Dunkin' Donuts	11.39%	10.86%	11.38%
TGI Friday's	10.86%	10.79%	11.64%
Quiznos Sub	10.79%	10.47%	11.03%

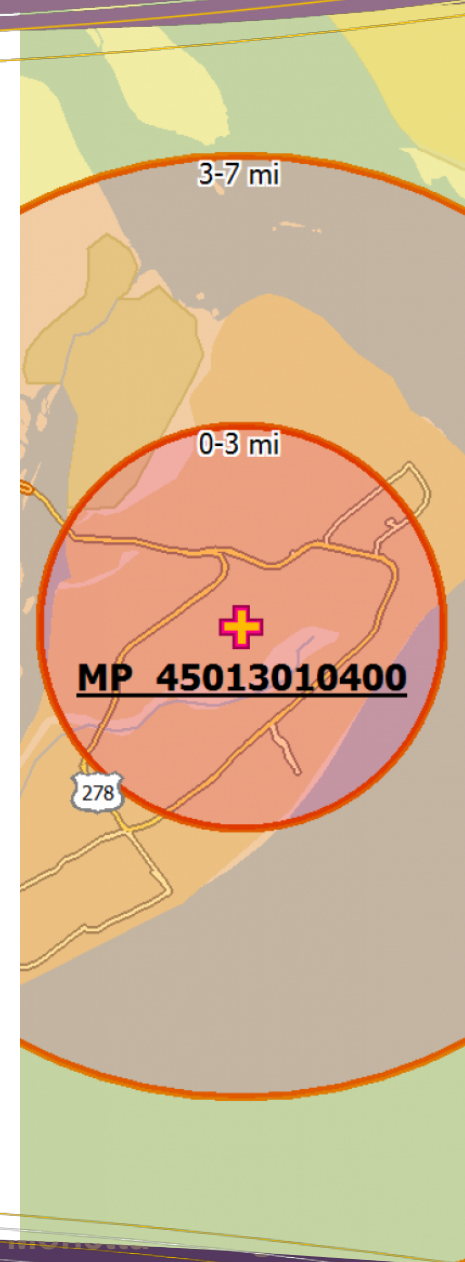


Potential Shared Projects

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.

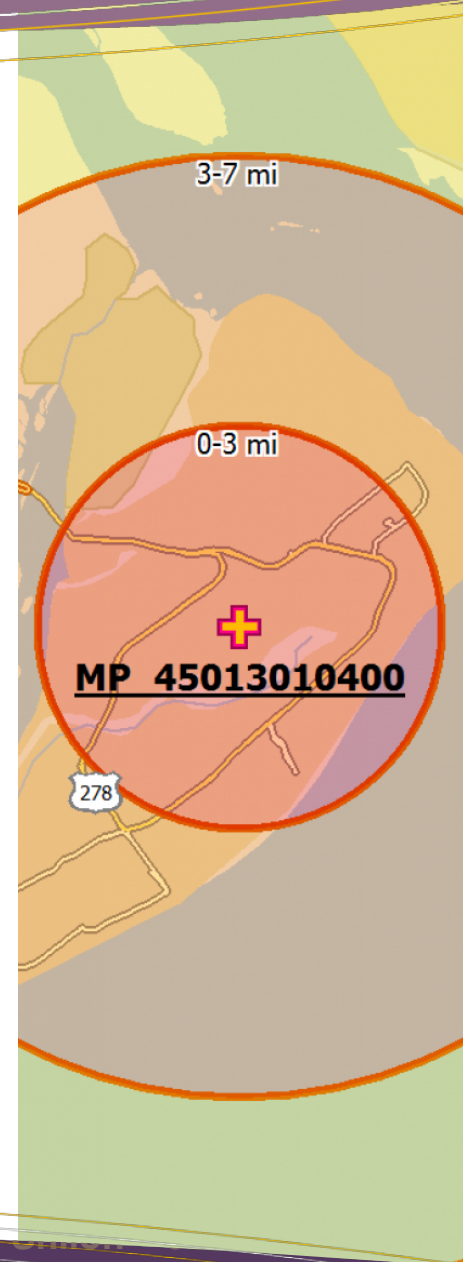
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	51.48%	52.72%	52.45%
Recycled products	42.43%	44.36%	43.2%
Worked as volunteer (non political)	18.82%	19.39%	19.28%
Engaged in fund raising	11.09%	11.1%	11.69%
Religious club member	7.81%	7.78%	8.04%
Wrote to elected offcl about publ bus	7.2%	7.55%	7.5%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	6.96%	7.22%	7.13%
Wrote to editor of mag or newspaper	6.42%	6.65%	6.56%
Addressed a public meeting	6.06%	6.2%	6.16%
Took active part in local civic issue	5.75%	5.89%	6.01%
Union member	4.98%	5.13%	5.43%
Church Board	4.94%	4.78%	5.27%

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	21.41%	22.29%	22.1%
Mystery	15.21%	15.74%	14.74%
Children's Books	13.52%	14.02%	14.17%
Cookbooks	11.02%	11.33%	11.11%
History	9.83%	10.32%	9.93%
Biography	9.24%	9.49%	9.32%
Religious (not Bibles)	8.76%	8.69%	9.02%
Personal/Business	7.78%	8.09%	8.08%
Self-help			
Romance	6.62%	6.51%	6.59%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	71.5%	72.8%	72.6%
Gen. Editorial	51.29%	51.86%	52.66%
Womens	41.72%	41.91%	43.41%
Service	36.48%	37.68%	37.24%
Business/Finance	24.06%	25.18%	25.67%
Mens	18.4%	18.58%	19.02%
Sports	17.32%	17.86%	17.61%
Mature Market	15.81%	16.27%	15.77%
Health	13.46%	13.5%	13.66%

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	57.45%	58.55%	57.99%
Business/Finance	36.81%	38.43%	37.32%
Sport	35.48%	36.15%	35.38%
Editorial Page	31.72%	32.54%	32.12%
Food/Cooking	27.73%	28.38%	27.99%
Comics	27.3%	27.8%	27.09%
Movie Listings & Reviews	27.29%	28.04%	28.12%
TV/Radio Listings	24.76%	25.26%	25.07%
Classified	24.74%	24.15%	24.85%
Travel	24.39%	25.3%	24.94%
Home/Gardening	22.55%	23.24%	23.21%
Science/Technology	20.05%	20.9%	20.8%
Fashion	16.34%	16.71%	17.1%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	19.32%	20.48%	19.18%
CHR Contemp Hit Radio	18.23%	17.85%	17.65%
Urban Contemporary	13.61%	11.94%	15.12%
News/Talk	13.2%	14.28%	14.01%
Country	12.53%	12.73%	12.4%
Oldies	11.54%	11.79%	11.41%
All News	10.32%	10.99%	11.03%
Alternative	10.02%	10.98%	10.53%
All Talk	9.95%	10.79%	9.76%
Rock	9.8%	10.25%	9.83%
Classic Rock	9.41%	9.84%	9.28%
Variety	9.21%	8.79%	9.28%
Jazz	7.39%	7.31%	8.4%
Religious	6.86%	6.99%	6.96%
Hispanic	6.22%	5.32%	4.9%
Soft Contemporary	6%	6.26%	6.43%
Adult Standards	5.96%	6.38%	5.82%
Classical	5.26%	5.55%	5.59%

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	66.46%	66.55%	66.93%
Soapnet	51.63%	52.27%	52.66%
Comedy Central	46.93%	48.67%	46.6%
Satellite Dish	44.38%	44.2%	45.95%
Other Video-On-Demand	41.76%	42.41%	42.22%
Adult Pay Per View TV	37.33%	37.71%	36.78%
Sci-Fi Channel	34.5%	34.64%	35.69%
ESPN Classic	33.91%	35.16%	33.85%
TV Info From Sunday TV Magazine	32.46%	32.75%	32.73%
MSNBC	31.38%	31.23%	32.31%
ABC Fam.	30.53%	31.03%	30.74%
ESPN News	29.19%	29.94%	28.67%

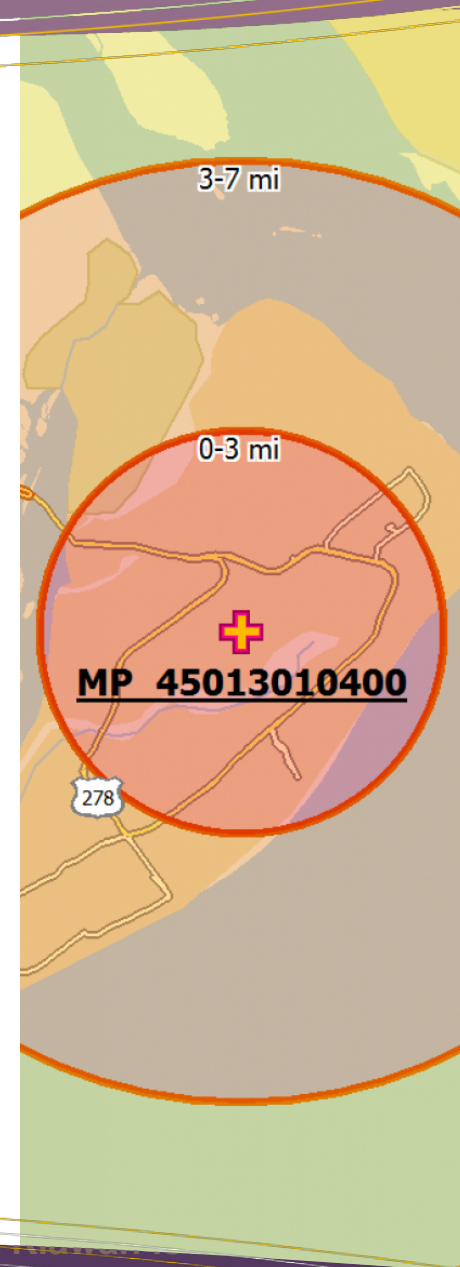
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
The Golf Channel	29.05%	29.72%	29.34%
USA Network	28.42%	29.1%	28.68%
ESPN2	28.33%	28.8%	28.24%
Subscribe Digital Cable	27.79%	27.1%	28.45%
Hallmark Channel	27.44%	27.98%	28.17%
Adult Swim	26.78%	26.87%	26.48%
Discovery Health Channel	26.16%	27.36%	26.3%
TCM (Turner Classic Movies)	25.79%	26.5%	26.67%
TV Info From Newspapers	24.16%	24.32%	24.92%
BET (Black Entertainment TV)	24.04%	24.25%	24.03%
Nickelodeon	23.37%	23.27%	24.12%
CMT (Country Music Television)	22.4%	22.86%	22.85%

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 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)	3.66%	3.5%	3.3%
Drive Time III (Medium)	0.32%	0.28%	0.35%
Radio IV & V (Light)	2.59%	2.22%	2.22%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.01%	6.61%	7.33%
Radio III (Medium)	4.36%	4.61%	4.51%
Radio IV & V (Light)	2.17%	2.34%	2.56%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.21%	11.61%	13.2%
Cable III (Medium)	4.19%	4.01%	4.06%
Cable IV & V (Light)	36.67%	37.09%	37.15%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.39%	4.01%	3.97%
Prime Time III (Medium)	1.91%	1.92%	1.78%
Prime Time IV & V (Light)	3.6%	3.41%	4.24%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	44.66%	45.71%	44.7%
Fringe III (Medium)	50.88%	51.03%	50.68%
Fringe IV (Light)	51.41%	51.6%	52.44%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.15%	12.57%	13.07%
All Day III (Medium)	22.42%	22.34%	22.72%
All Day IV (Light)	12.59%	11.85%	12.9%

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]	12.4%	12.09%	12.18%
6:00am - 10:00am	22.4%	22.86%	22.85%
10:00am - 3:00pm	9.92%	9.47%	9.46%
3:00pm - 7:00pm	12.7%	11.99%	12.06%
7:00pm - Midnight	16.41%	16.59%	16.32%
Midnight - 6:00am	8.73%	8.7%	8.43%
Weekend Radio			
Listeners			
Dayparts [summary]	11.44%	10.48%	11.15%
6:00am - 10:00am	5.83%	5.84%	5.5%
10:00am-3:00pm	9.6%	9.72%	9.57%
3:00pm - 7:00pm	5.91%	5.64%	5.93%
7:00pm - Midnight	9.51%	9.1%	9.29%
Midnight - 6:00am	13.72%	13.11%	13.25%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.4%	7.72%	7.99%
Saturday: 8:00-11:00pm	6.88%	6.6%	7.09%
Sunday: 7:00-11:00pm	9.77%	9.66%	9.56%
9:00am-1:00pm	21.63%	21.46%	22.85%
9:00am-4:00pm	25.23%	24.99%	26.76%
4:00pm-7:00pm	33.8%	33.55%	34.19%
11:00pm-1:00am	40.14%	39.91%	41.03%
AVG Prime time	3.03%	2.76%	3.33%
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	18.4%	18.33%	18.08%
7-9am	28.33%	28.8%	28.24%
9am-12noon	17.48%	17.8%	19.02%
12noon-4pm	7.75%	7.19%	7.73%
4-6pm	54.06%	54.52%	55.61%
6-7pm	16.89%	16.83%	17.44%
7-7:30pm	1.54%	1.4%	1.69%
7:30-8pm	8.67%	8.52%	9.37%
8-11pm	7.4%	7.72%	7.99%
11pm-12am	31.38%	31.23%	32.31%
11pm-1am	40.14%	39.91%	41.03%
1-6am	41.2%	42.03%	41.41%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	20.62%	21.52%	21.08%
Sat: 10am-1pm	7.4%	7.24%	7.7%
Sat: 1-4pm	23.49%	23.66%	24.26%
Sat: 4-6pm	6.24%	6.18%	6.57%
Sat: 6-7pm	2.23%	2.08%	2.14%
Sat: 7-8pm	0.57%	0.59%	0.72%
Sat: 8-11pm	6.88%	6.6%	7.09%
Sat: 11pm-1am	5.86%	5.9%	6.17%
Sat: 1am-7pm	28.42%	29.1%	28.68%
Sun: 7-10am	2.12%	1.8%	1.89%
Sun: 10am-1pm	5.82%	5.53%	5.69%
Sun: 1-4pm	5.24%	5.3%	5.36%
Sun: 4-7pm	11.84%	11.7%	11.8%
Sun: 7-11pm	9.77%	9.66%	9.56%
Sun: 11pm-1am	3.63%	3.52%	3.81%
Sun: 1-7am	18.74%	18.37%	18.91%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

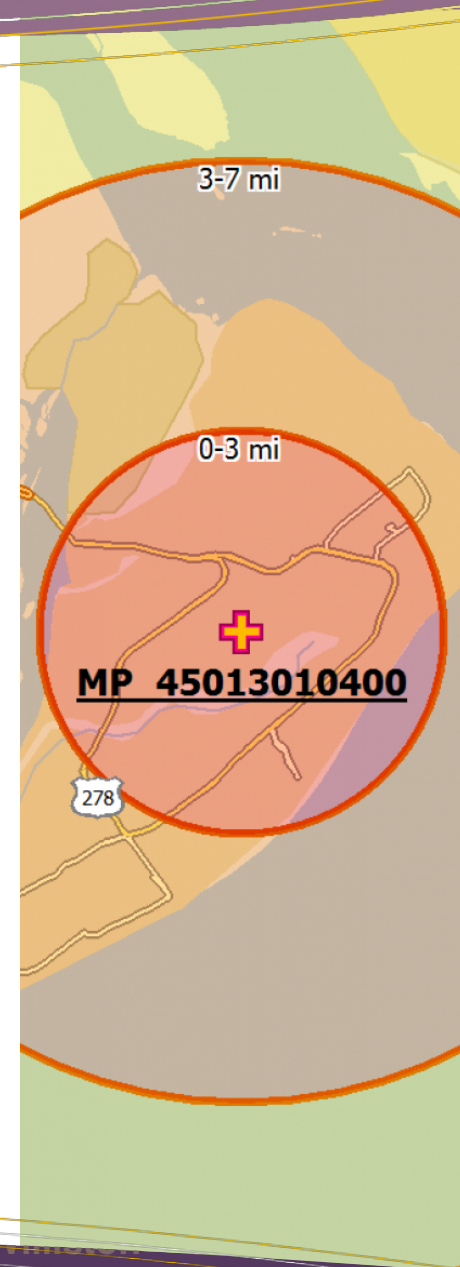


Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net. 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	WRSHF AVG	IICM CGR
1	North Island	3800 Main St Hilton Head Island, SC 29926	1.11 mi	0	
2	Hilton Head Korean Mission	114 Crestview Lane Bluffton, SC 29910	2.78 mi	0	
3	Hilton Head Island First	PO Box 5922 Hilton Head Island, SC 29938	4.79 mi	0	
4	Bluffton First	PO Box 2540 Bluffton, SC 29910	7.87 mi	0	
5	Crosspoint Church Bluffton	106 Buckwalter Parkway Bluffton, SC 29910	8.66 mi	0	
6	Indian Hill	PO Box 77 Bluffton, SC 29910	11.37 mi	0	
7	Shell Point	871 Parris Island Gtwy Beaufort, SC 29906	12.46 mi	0	
8	Port Royal	PO Box 207 Port Royal, SC 29935	13.33 mi	0	
9	Sea Island/Indigo Pines Chapel	3004 Riverside Ln Beaufort, SC 29902	13.39 mi	0	
10	Okatee	991 Okatie Highway Okatie, SC 29909	14.23 mi	0	
11	Maye River	PO Box 814 Bluffton, SC 29910	14.57 mi	0	
12	The Link Church	1053 Otter Circle Beaufort, SC 29902	14.81 mi	0	
13	All Nations Community	PO Box 127 St Helena Island, SC 29920	16.01 mi	0	
14	Brick	PO Box 518 St Helena Is, SC 29920	16.35 mi	0	
15	Baptist Church of Beaufort	PO Box 879 Beaufort, SC 29901	16.65 mi	0	

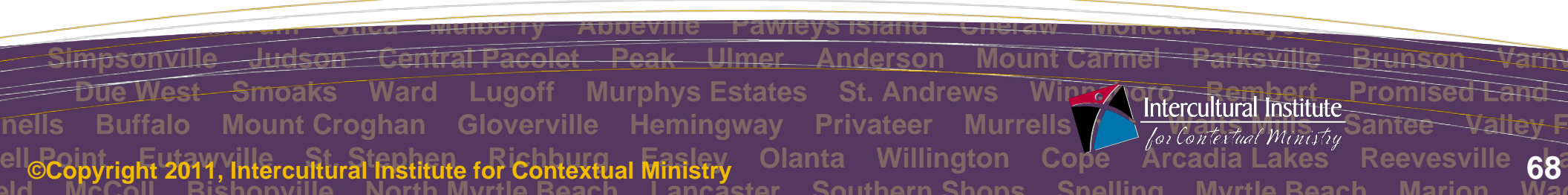


APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Meadowbrook	PO Box 118 Beaufort, SC 29901	16.72 mi	0	
17	Riverview	2209 Boundary St Beaufort, SC 29902	16.93 mi	0	
18	Red Dam	PO Box 1339 Hardeeville, SC 29927	19.16 mi	0	
19	Saint Helena	PO Box 939 St Helena Is, SC 29920	19.72 mi	0	
20	Grays Hill	2749 Trask Pkwy Beaufort, SC 29906	20.39 mi	0	
21	Hardeeville First	PO Box 522 Hardeeville, SC 29927	21.13 mi	0	
22	Euhaw	PO Box 1361 Ridgeland, SC 29936	23.03 mi	0	
23	Faith	PO Box 1207 Ridgeland, SC 29936	24.74 mi	0	
24	Ridgeland	1448 Grays Highway Ridgeland, SC 29936	25.16 mi	0	
25	Great Swamp	PO Box 446 Ridgeland, SC 29936	26.44 mi	0	
26	Sheldon	PO Box 37 Sheldon, SC 29941	28.01 mi	0	
27	Tillman	PO Box 156 Tillman, SC 29943	28.52 mi	0	
28	Coosawhatchie	PO Box 479 Ridgeland, SC 29936	29.24 mi	0	
29	Gillisonville	10158 Grays Highway Ridgeland, SC 29936	32.16 mi	0	
30	Edisto Beach	414 Jungle Rd Edisto Island, SC 29438	32.24 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Yemassee	PO Box 68 Yemassee, SC 29945	35.02 mi	0	
32	Green Pond	PO Box 265 Green Pond, SC 29446	37.39 mi	0	
33	Ridgeville	PO Box 623 Yemassee, SC 29945	37.70 mi	0	
34	Robertville	PO Box 506 Estill, SC 29918	38.15 mi	0	
35	Pine Level	2009 Pine Level Church Rd Early Branch, SC 29916	39.09 mi	0	
36	Mt Olive	21219 Pocotaligo Rd Early Branch, SC 29916	40.99 mi	0	
37	Stafford	PO Box 85 Furman, SC 29921	41.03 mi	0	
38	Hendersonville	893 Bachelor Hill Rd Walterboro, SC 29488	42.14 mi	0	
39	Black Creek	4931 Black Creek Rd Walterboro, SC 29488	42.17 mi	0	
40	Adams Run	PO Box 25 Adams Run, SC 29426	42.49 mi	0	
41	Furman	PO Box 61 Furman, SC 29921	42.57 mi	0	
42	Jacksonboro	PO Box 129 Jacksonboro, SC 29452	43.28 mi	0	
43	Sand Hill	15480 Pocotaligo Road Varnville, SC 29944	44.31 mi	0	
44	Great Swamp	3396 Hendersonville Hwy Walterboro, SC 29488	44.33 mi	0	
45	Scotia	PO Box 41 Scotia, SC 29939	44.76 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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