

# MissionSite

top unreached locations



MURRELLS INLET, SC

CENSUS TRACT: 45043980501

REGION: Low Country Region

ASSOCIATION: Southeast

COUNTY: Georgetown

SITESCAPE: Townscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



**South Carolina Baptist Convention**

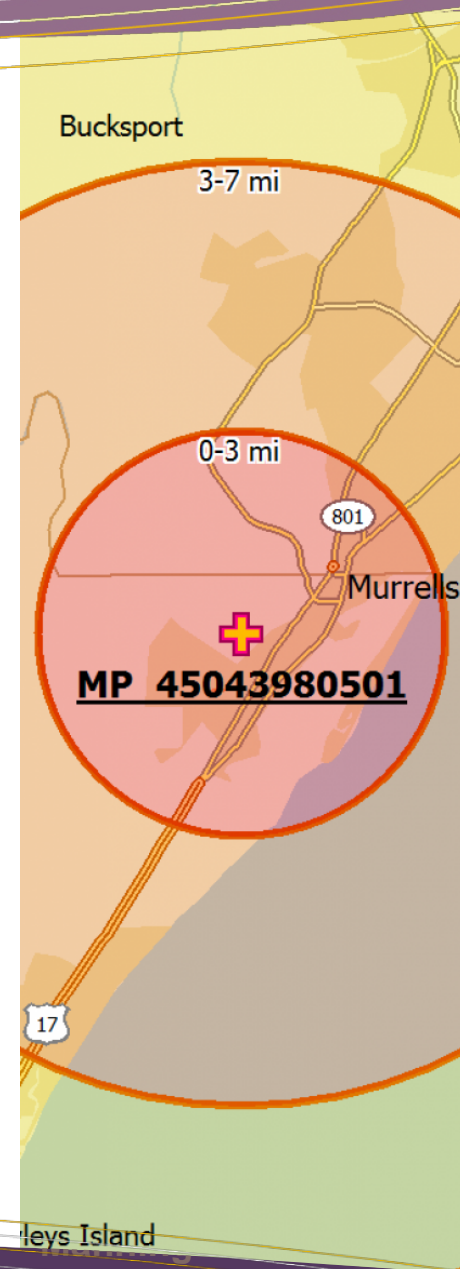
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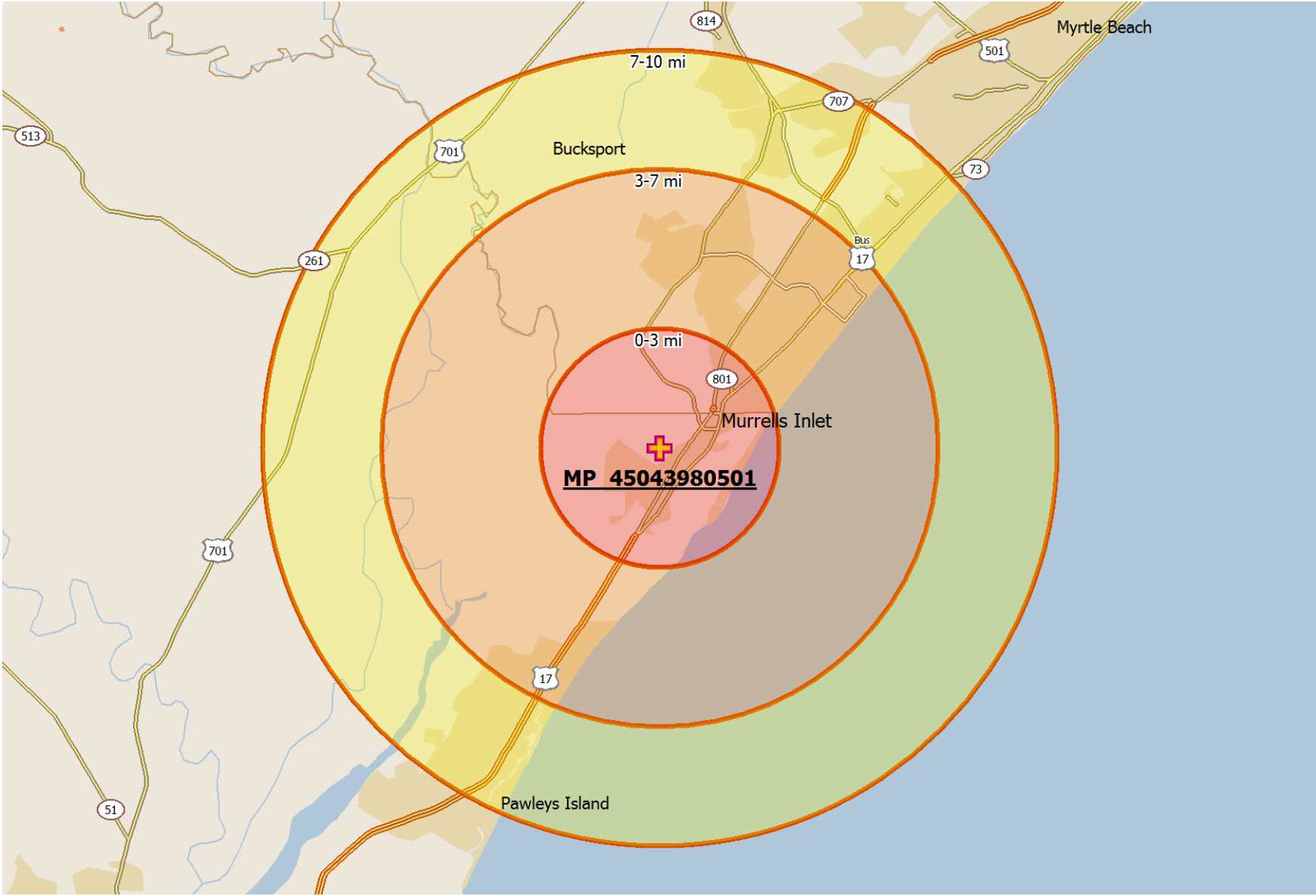
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A45	Southeast
3	County Location	45043	Georgetown
4	Zipcode	29576	Georgetown
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	M	10000-50000-50000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	5	Micropolitan area adjacent to a small metro area
3 Rural / Urban Continuum	4	
4 NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	20	Percent commuting from non metro to metro areas

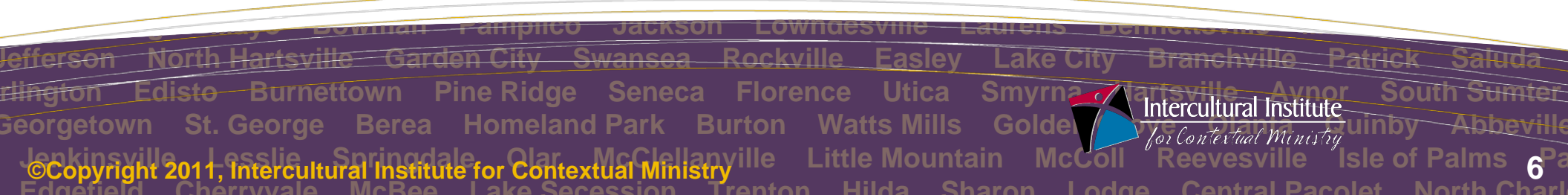


# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,597	38,495	32,094
2010 Households	7,562	17,879	12,921
2010 Group Quarters Population	0	178	88

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	30	27
Language Diversity National Index	8	26	36
Foreign Born Diversity National Index	82	89	72
Ancestry Diversity National Index	91	96	78
Racial Diversity National Index	18	19	49

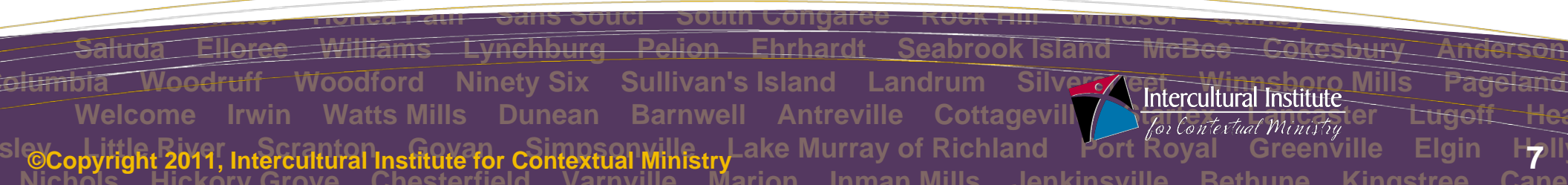


# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	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	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	514	6.8%
Mainstay Communities	Established, Diverse Households	6,171	81.61%
Working Communities	Blue-collar, Working Families	217	2.87%
Country Communities	Rural, Agri. & Mining Families	250	3.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	335	4.43%
Urban Communities	High Density, Inner-city Neighborhoods	74	0.98%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

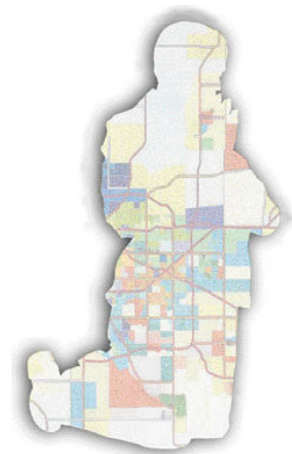


# Spirituality Indicators Overview - Evangelscape

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

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

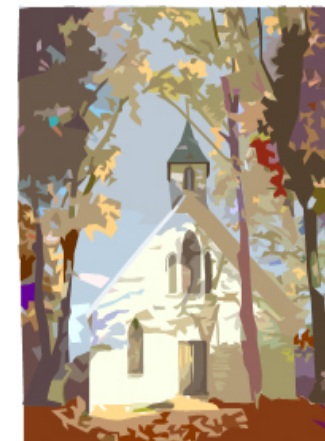
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	15,621	5,202	33.3%
Unreached %	70.29%	68.79%	97.86
Religious But NOT Evangelical HH	4,922	791	16.08%
Religious But NOT Evangelical %	22.15%	10.47%	47.25
Spiritual But NOT Relig or Evang HH	1,937	1,320	68.14%
Spiritual But NOT Relig or Evang %	8.72%	17.45%	200.25
Not Evangelical, Not Interested HH	9,036	3,090	34.2%
Not Evangelical, Not Interested %	40.66%	40.87%	100.51



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of SCBC Churches	21	4	19.05%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	3,311	1,183	35.74%
Active Evangelical Percent	14.90%	15.65%	105.03
Inactive Evangelical Households	3,290	1,176	35.74%
Inactive Evangelical Percent	14.81%	15.55%	105.04
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest SCBC Churches

The table below lists the 30 closest SCBC churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.
1	Murrells Inlet First	0.95 mi
2	Low Country Community	0.95 mi
3	Garden City	0.95 mi
4	Collins Creek	0.95 mi
5	Glenns Bay	5.25 mi
6	Solid Rock	5.90 mi
7	Socastee	6.24 mi
8	Surfside Beach First	6.57 mi
9	PSC2: Legacy Church	7.51 mi
10	Palmetto Shores Church	7.51 mi
11	Live Oak Church	7.51 mi
12	Mt Tabor	9.00 mi
13	Pawleys Island Community	9.57 mi
14	Lakeside	10.53 mi
15	Chapel By The Sea	10.53 mi

	CHURCHES	DIST.
16	Midway Missionary	12.33 mi
17	Forestbrook	12.39 mi
18	Wellspring Church	12.61 mi
19	Victory	12.61 mi
20	Myrtle Beach First	13.05 mi
21	First Brazilian	13.06 mi
22	Carolina Forest Community	13.08 mi
23	Greenwood	13.32 mi
24	Georgetown	14.73 mi
25	West Myrtle Beach First	15.44 mi
26	Ringel Heights	15.71 mi
27	A Simple Church Network	16.04 mi
28	Pauley Swamp	16.22 mi
29	Juniper Bay	16.22 mi
30	High Point	16.22 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.

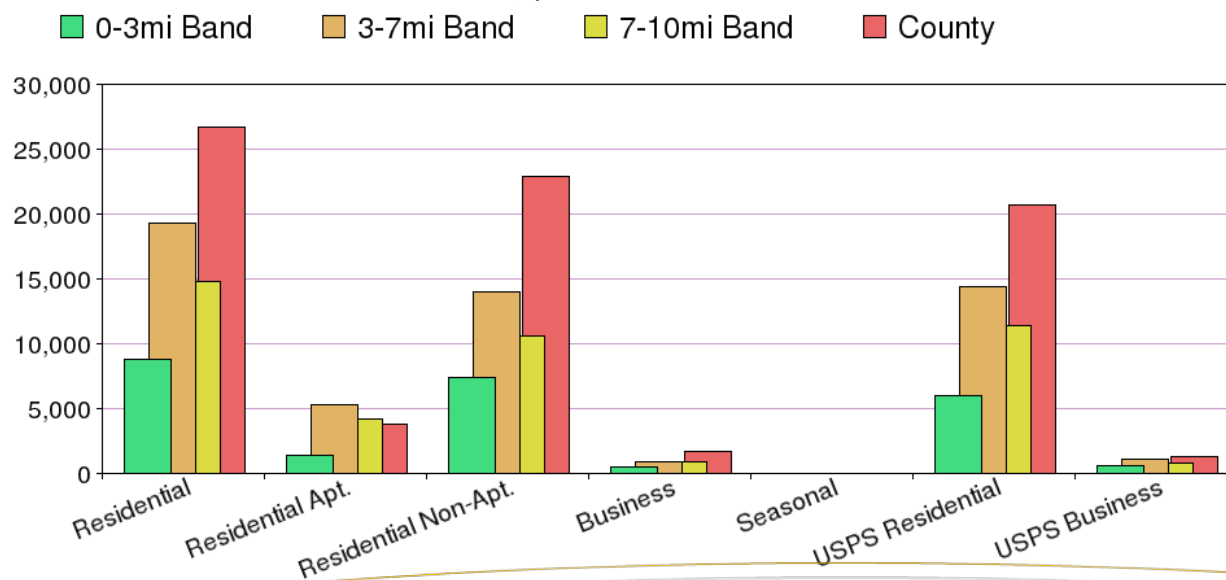
# Current Demographic Summary

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	46,303	7,111	15.36%
2000 Population	55,797	10,019	17.96%
2010 Population	60,877	16,597	27.26%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	16,274	3,133	19.25%
2000 Households	21,659	4,726	21.82%
2010 Households	22,223	7,562	34.03%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	8,801
Residential Apt.	1,412
Residential Non-Apt.	7,389
Business	519
Seasonal	0
USPS Residential	5,959
USPS Business	587

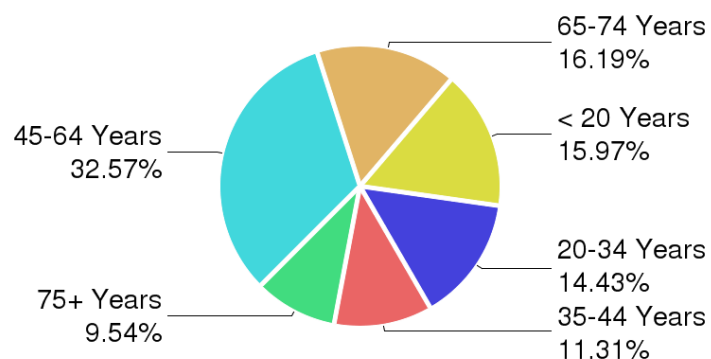
# Current Demographic Summary

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	4.67%	3.74%	80.09
4-5 Years	2.42%	1.49%	61.57
6-8 Years	3.68%	2.36%	64.13
9-11 Years	3.65%	2.51%	68.77
12-13 Years	2.42%	1.89%	78.1
14-17 Years	4.88%	2.75%	56.35
18-19 Years	2.45%	1.21%	49.39
0-5 Years	7.09%	5.24%	73.91
6-12 Years	8.53%	5.83%	68.35
13-19 Years	8.55%	4.9%	57.31
< 20 Years	24.17%	15.97%	66.07
20-34 Years	15.78%	14.43%	91.44
35-44 Years	11.11%	11.31%	101.8
45-64 Years	29.56%	32.57%	110.18
65-74 Years	11.71%	16.19%	138.26
75+ Years	7.67%	9.54%	124.38
Median Age	44	50	114.45
Median Age (Male)	42	50	119.13
Median Age (Female)	46	51	110.61

Age Group Percentages



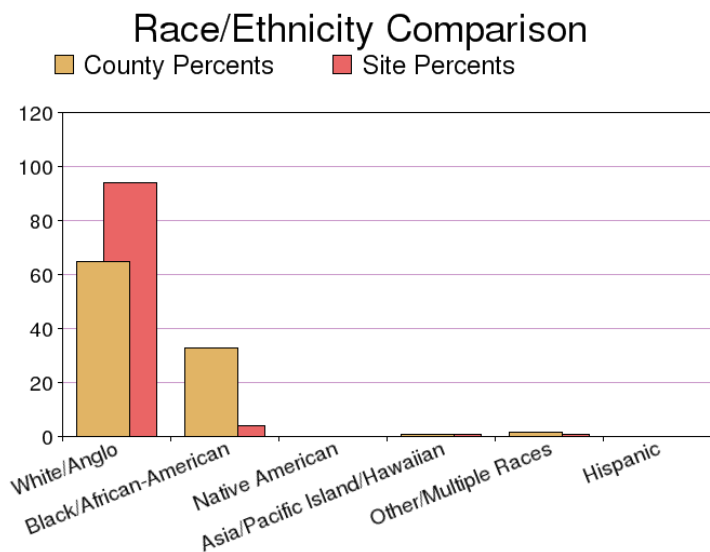


# Current Demographic Summary

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	64.79%	94%	145.07
Black, African-American	32.94%	4.15%	12.58
Native American	0.17%	0.19%	112.86
Asian	0.61%	0.63%	102
Pacific Island, Hawaiian	0.04%	0.05%	117.37
Other/Multiple Races	1.44%	0.99%	69.25
Hispanic	0%	1.57%	0



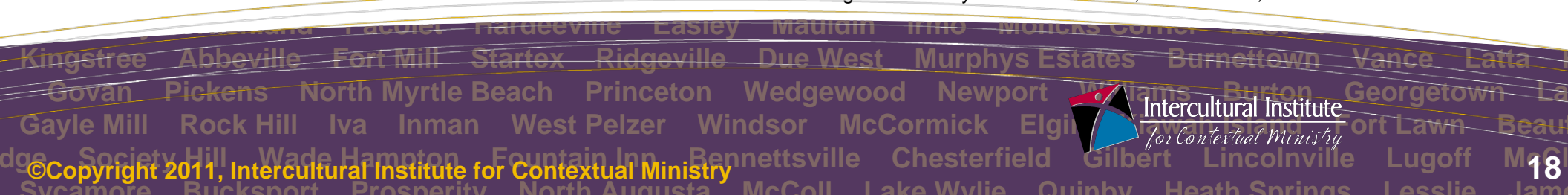
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	42,629	13,346	
Less than 9th Grade	4.7%	1.74%	270.57
No High School Diploma	10.14%	7.86%	128.96
High School Graduate	32.79%	33.2%	98.76
Some College, no degree	19.67%	20.72%	94.94
Associate Degree	9.37%	10.83%	86.47
College Degree	15.39%	17.19%	89.54
Graduate/Prof. degree	7.94%	8.46%	93.87

# 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	11.4%	5.04%	43.98
\$10,000 to \$19,999	12.06%	9.16%	75.99
\$20,000 to \$29,999	12.25%	12.34%	100.73
\$30,000 to \$49,999	15.87%	22.93%	144.52
\$50,000 to \$59,999	10.39%	11.68%	112.33
\$60,000 to \$69,999	7.34%	7.01%	95.5
\$70,000 to \$79,999	6.46%	6.47%	100.07
\$80,000 to \$89,999	5.26%	5.67%	107.76
\$90,000 to \$99,999	3.67%	3.83%	104.57
\$100,000 to \$124,999	5.61%	5.61%	99.92
\$125,000 to \$149,999	3.7%	4.56%	123.34
\$150,000 to \$199,999	3.53%	3.66%	103.7
\$200,000 to \$249,999	0.98%	0.78%	79.9
\$250,000 or more	1.48%	1.23%	83.32
Median Household	47,655	51,166	107.37
Average Household	69,480	74,131	106.69
Per Capita Household	25,601	33,776	131.93
Family/Non-Family Household Income			
Median Family Income	55,918	60,182	107.63
Average Family Income	82,921	90,836	109.55
Median Non-Family Income	25,103	36,746	146.38
Average Non-Family Income	39,707	46,617	117.4



# 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	68.9%	63.94%	92.8
Families with Children	28.11%	18.3%	65.12
Families without Children	40.79%	45.64%	111.88
Non-Family Households			
% Non-Family Households	31.1%	36.06%	115.94
Non-Families with Children	0.4	0.48	120.22
Non-Families without Children	30.71	35.59	115.89
Housing Units			Index
Total Housing Units	34,043	11,019	
Vacant percent	34.72%	31.36%	90.33
Owned percent	45.36%	56.82%	125.26%
Rented Percent	19.92%	11.81%	59.28
Households by Size			Index
Avg household size	2.72	2.19	80.51
Avg family hh size	3.43	2.76	80.47
Avg non-family hh size	1.14	1.19	104.39
Households By Count of Persons			Percent
One	6,107	2,224	36.42%
Two	6,198	3,293	53.13%
Three or Four	6,953	1,681	24.18%
Five+	2,965	363	12.24%

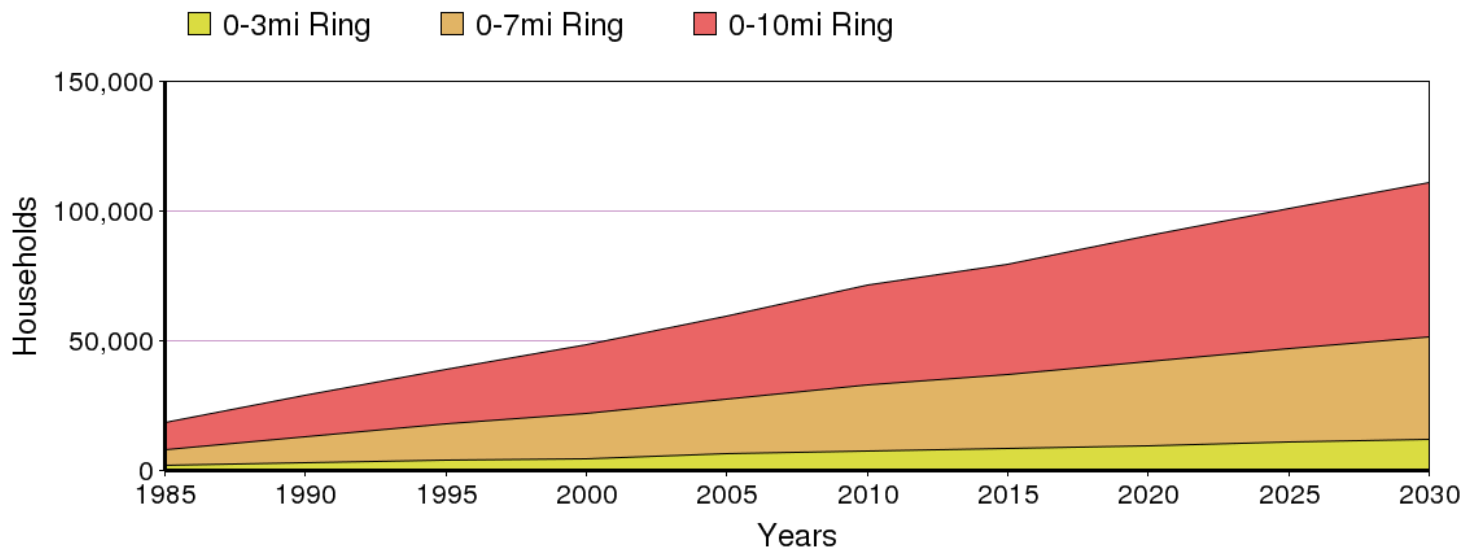
# Projected Demographic Summary

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	46,303	7,111	15.36%
2000 Population	55,797	10,019	17.96%
2010 Population	60,877	16,597	27.26%
2015 Population	61,743	18,921	30.64%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	16,274	3,133	19.25%
2000 Households	21,659	4,726	21.82%
2010 Households	22,223	7,562	34.03%
2015 Households	22,973	8,597	37.42%

Household Change from 1985 to 2030



Gantt St. Andrews Harleyville Troy Yemassee North Hartsville Latta Newport Mount Croghan York R  
 Attendale Darlington Jenkinsville Chesterfield Iva Mount Carmel Denmark Ehrhardt Gloverville Bon  
 Shiloh Walterboro Salem Buffalo Myrtle Beach Irwin Briarcliffe Ac Denmark Fikes Rembert  
 ville Kershaw Clearwater Valley Falls Swansea Pendleton Livingston Antreville Woodruff Clover Pri  
 nnsboro Mills Mulberry Hartsville Lincolnville Prosperity Bradley Lancaster Lakewood Ware Shoals Gi

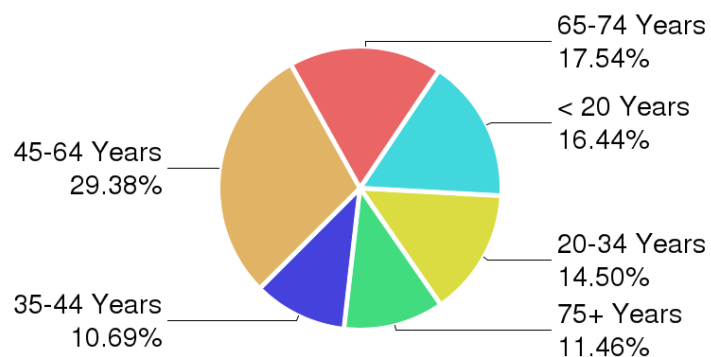
# Projected Demographic Summary

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	3.74%	3.81%	101.87
4-5 Years	1.49%	1.47%	98.66
6-8 Years	2.36%	2.46%	104.24
9-11 Years	2.51%	2.66%	105.98
12-13 Years	1.89%	2.04%	107.94
14-17 Years	2.75%	2.79%	101.45
18-19 Years	1.21%	1.21%	100
0-5 Years	5.24%	5.28%	100.76
6-12 Years	5.83%	6.14%	105.32
13-19 Years	4.9%	5.02%	102.45
< 20 Years	15.97%	16.44%	102.94
20-34 Years	14.43%	14.5%	100.49
35-44 Years	11.31%	10.69%	94.52
45-64 Years	32.57%	29.39%	90.24
65-74 Years	16.19%	17.54%	108.34
75+ Years	9.54%	11.46%	120.13
Median Age	44	51	115.97
Median Age (Male)	42	50	119.13
Median Age (Female)	46	52	113.5

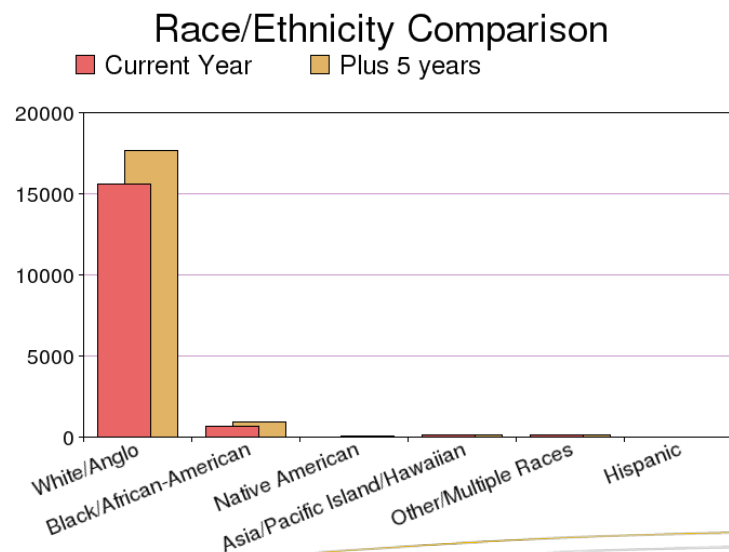
Projected Age Group Percentages



# Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	94%	93.53%	99.5
Black, African-American	4.15%	4.9%	118.19
Native American	0.19%	0.18%	95.94
Asian	0.63%	0.76%	121.45
Pacific Island, Hawaiian	0.05%	0.05%	98.68
Other/Multiple Races	0.99%	0.57%	57.41
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	13,346	15,125	
Less than 9th Grade	1.74%	1.36%	78.35
No High School Diploma	7.86%	6.43%	81.85
High School Graduate	33.2%	34.59%	104.17
Some College, no degree	20.72%	19.27%	92.99
Associate Degree	10.83%	12.47%	115.09
College Degree	17.19%	17.24%	100.32
Graduate/Prof. degree	8.46%	8.64%	102.15

# 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.

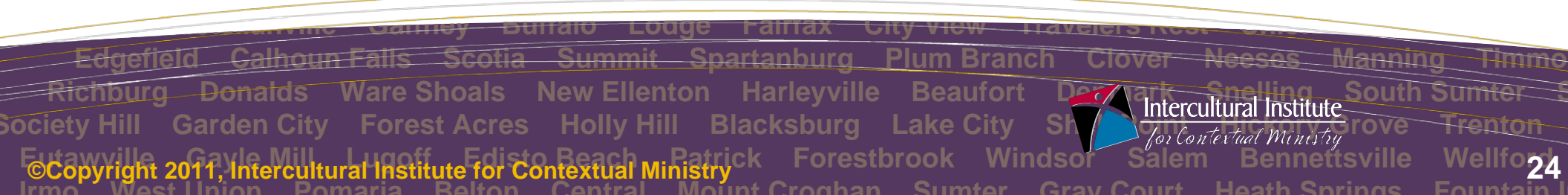
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.04%	4.4%	87.27
\$10,000 to \$19,999	9.16%	8.54%	93.16
\$20,000 to \$29,999	12.34%	11.45%	92.77
\$30,000 to \$49,999	22.93%	21.5%	93.74
\$50,000 to \$59,999	11.68%	11.41%	97.72
\$60,000 to \$69,999	7.01%	7.2%	102.73
\$70,000 to \$79,999	6.47%	7.04%	93.54
\$80,000 to \$89,999	5.67%	6.49%	102.93
\$90,000 to \$99,999	3.83%	3.95%	103.13
\$100,000 to \$249,999	5.61%	6.29%	112.23
\$125,000 to \$149,999	4.56%	5.03%	110.14
\$150,000 to \$199,999	3.66%	4.33%	118.13
\$200,000 to \$249,999	0.78%	0.83%	105.85
\$250,000 or more	1.23%	1.14%	92.69
Median Household	51,166	54,395	106.31
Average Household	74,131	80,440	108.51
Per Capita Household	33,776	36,549	108.21

Family/Non-Family Household			
Income			
Median Family Income	60,182	64,021	106.38
Average Family Income	90,836	99,222	109.23
Median Non-Family Income	36,746	39,373	107.15
Average Non-Family Income	46,617	49,558	106.31

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.94%	62.51%	97.77
Families with Children	18.3	17.18	93.87
Families without Children	45.64	46.41	101.7
<b>Non-Family Households</b>			
% Non-Family Households	36.06%	37.49%	103.96
Non-Families with Children	0.48	0.45	103.96
Non-Families without	35.59	37.04	104.08
<b>Children</b>			
<b>Housing Units</b>			
Total Housing Units	11,019	12,429	112.8%
Vacant percent	31.36%	30.83%	98.3
Owned percent	56.82%	57.33%	100.89
Rented Percent	11.81%	11.84%	100.31
<b>Households by Size</b>			
Avg household size	2.19	2.20	100.46%
Avg family hh size	2.76	2.84	102.9%
Avg non-family hh size	1.19	1.13	94.96%
<b>Households By Count of Persons</b>			
One	2,224	2,641	118.75%
Two	3,293	3,592	109.08%
Three or Four	1,681	1,922	114.34%
Five+	363	441	121.49%





# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	286	1,077	828
Northern Europe	37	211	70
Western Europe	29	116	105
Southern Europe	16	44	49
Eastern Europe	25	29	8
Other Europe	0	7	0
Eastern Asia	15	81	54
So. Central Asia	17	102	36
SE Asia	38	114	104
Western Asia	7	6	8
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	16	19
Middle Africa	0	0	0
Northern Africa	6	32	11
Southern Africa	4	12	20
Western Africa	0	0	4
Other Africa	0	0	0
Oceania	7	27	2
Caribbean	0	31	23
Central Amer.	6	129	234
South America	35	41	19
North America	44	79	62
Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,605	26,589	16,607
Spanish	143	613	608
Other Indo-Euro language	85	674	427
French (incl. Patois, Cajun)	20	146	80
French Creole	0	0	0
Italian	16	109	60
Portuguese	6	21	0
German	8	149	150
Yiddish	1	5	0
Other West Germanic	14	36	33
A Scandinavian Language	0	0	0
Greek	5	17	21
Russian	0	6	5
Polish	9	9	12
Serbo-Croatian	0	41	18
Other Slavic Language	2	20	5
Armenian	0	0	0
Persian	2	10	0
Gujarathi	0	11	20
Hindi	0	30	14
Urdu	2	7	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	11	0
Asian/PI languages	0	0	0
Chinese	0	41	16
Japanese	14	42	8
Korean	0	5	6
Mon-Khmer, Cambodian	18	24	0
Miao, Hmong	0	0	0
Thai	22	39	5
Laotian	0	0	40
Vietnamese	0	18	28
Other Asian	0	0	0
Tagalog	0	33	41
Other Pacific Is	0	14	0
Other languages	22	99	31
Navajo	0	0	0
Other Native N. American	0	17	4
Hungarian	0	23	0
Arabic	22	52	0
Hebrew	0	7	0
African languages	0	0	27
Other unspecified	0	0	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	7,129	23,173	14,768
Arab	50	75	39
Armenian	7	17	0
Austrian	16	50	17
British	68	140	64
Canadian	17	63	29
Croatian	11	2	13
Czech	5	22	31
Czechoslovak	5	69	45
Danish	22	50	19
Dutch	92	320	131
English	1,193	2,920	1,615
European	62	182	140
Finnish	0	19	12
French (not Basque)	255	768	287
French Canadian	30	224	77
German	1,181	3,039	1,732
Greek	21	86	49
Hungarian	54	196	70
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	836	3,290	1,524
Italian	423	1,832	813
Lithuanian	9	41	44
Norwegian	49	193	86
Polish	227	650	290
Portuguese	18	48	16
Romanian	7	40	5
Russian	8	119	77
Scandinavian	4	19	5
Scotch-Irish	315	850	628
Scottish	195	586	367
Slovak	47	95	17
Subsaharan African	10	62	122
Swedish	94	219	69
Swiss	19	45	64
Ukrainian	0	12	27
US/American	989	3,540	2,493
Welsh	34	192	78
West Indian	0	31	25
Yugoslavian	0	47	28
Other	756	3,020	3,620



# 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

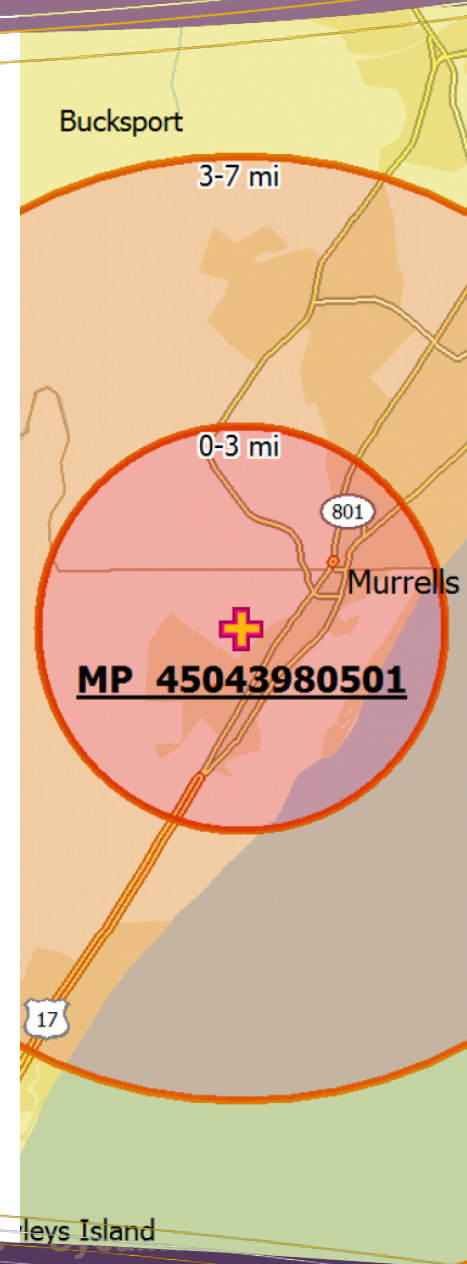
## *Issues for Your Consideration - continued*

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](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	7,562	100%	5,218	100%
<b>AFFLUENT SUBURBIA</b>	196	2.59%	148	2.84%
America's Wealthiest	100	1.32%	80	1.53%
Dream Weavers	62	0.82%	44	0.84%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	34	0.45%	24	0.46%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	318	4.21%	217	4.16%
Status Conscious Consumers	34	0.45%	24	0.46%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	263	3.48%	177	3.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	21	0.28%	16	0.31%
<b>SM TOWN SUCCESS</b>	1,208	15.97%	866	16.6%
Successful Urban Sprawl	1,078	14.26%	16	0.31%
2nd City Homebodies	117	1.55%	765	14.66%
Prime Middle America	0	0%	76	1.46%
Urban Optimists	6	0.08%	0	0%
Family Convenience	7	0.09%	4	0.08%
Mid-Market Enterprise	0	0%	5	0.1%



# 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	7,562	100%	5,218	100%
<b>BLUE COLLAR BACKBONE</b>	1	0.01%	1	0.02%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	1	0.01%	1	0.02%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	4,963	65.63%	3,400	65.16%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	496	6.56%	359	6.88%
Urban Advancement	2,453	32.44%	1,652	31.66%
Amer. Great Outdoors	1,433	18.95%	919	17.61%
Mature America	581	7.68%	470	9.01%
<b>METRO FRINGE</b>	216	2.86%	148	2.84%
Steadfast Conservative	181	2.39%	124	2.38%
Moderate Conventionalists	35	0.46%	24	0.46%
Southern Blues	0	0%	0	0%
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	7,562	100%	5,218	100%
REMOTE AMERICA	54	0.71%	33	0.63%
Hardy Rural Fam.	51	0.67%	31	0.59%
Rural Southern Living	3	0.04%	2	0.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	335	4.43%	245	4.7%
Young Cosmopolitans	53	0.7%	41	0.79%
Minority Metro Communities	46	0.61%	34	0.65%
Stable Careers	236	3.12%	170	3.26%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	196	2.59%	117	2.24%
Aspiring Hispania	33	0.44%	0	0%
Industrious Country Living	0	0%	22	0.42%
America's Farmland	15	0.2%	0	0%
Comfy Country Living	148	1.96%	9	0.17%
Small Town Connections	0	0%	86	1.65%
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	7,562	100%	5,218	100%
<b>STRUGGLING SOCIETIES</b>	72	0.95%	42	0.8%
Rugged Southern Style	72	0.95%	42	0.8%
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%
<b>URBAN ESSENCE</b>	2	0.03%	1	0.02%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	2	0.03%	1	0.02%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



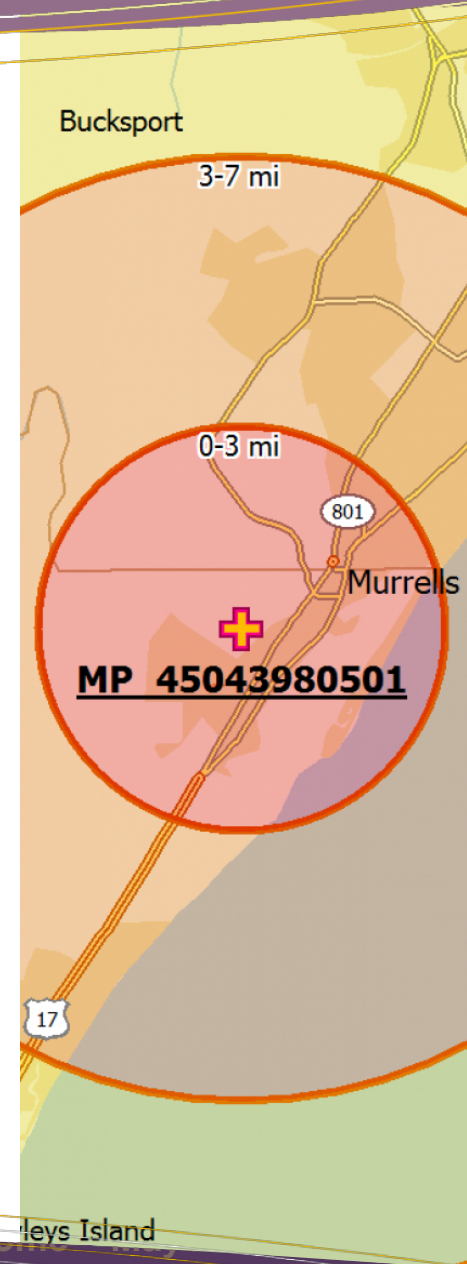
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	70%	70%	73%
Use Comp. for Internet/E-mail	55%	55%	57%
Internet Use: E-Mail	46%	46%	49%
Use Comp. for Word Processing	34%	34%	36%
Use Comp. for Comp. Games	33%	33%	35%
Use Comp. for Digital Camera Photo Editing	29%	29%	30%
Use Comp. for Shopping	28%	28%	31%
Use Comp. for Banking	26%	27%	29%
Internet Use: News/ Weather	25%	25%	27%
Use Comp. for Education	23%	24%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	21%	22%	25%
HH Owns DVD Player	21%	22%	24%
Use Comp. for News/Info./Data Service	21%	22%	23%
PC-Network-HH Has One	12%	13%	15%
Use Comp. for Personal Financial Mngmnt	12%	13%	14%
HH Owns Video/Webcam	11%	12%	11%
Use Comp. for Accounting	11%	11%	12%
Internet Use: Shopping: Made A Purchase	10%	10%	11%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	11%
Internet Use: Research/ Education	9%	9%	10%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	64%	64%	65%
Dining Out (Not Fast Food)	62%	62%	61%
Reading Books	58%	58%	57%
Card Games	37%	38%	38%
Go To A Beach/Lake	34%	34%	35%
Cooking for Fun	30%	31%	33%
Gardening	30%	31%	31%
Board Games	25%	26%	28%
Visit Museum	22%	21%	22%
Visit Zoo	19%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	75%	75%	73%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	37%	36%	34%
Eye Dr.	26%	27%	25%
Hypertension/High Blood Pressure	26%	26%	24%
High Cholesterol	24%	23%	22%
Any Arthritis	22%	22%	19%
Backache	22%	22%	21%
Acid Reflux Disease (GERD)	19%	19%	18%
Arthritis (Osteoarthritis)	18%	17%	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	30.63%	30.65%	30.3%
Live Theater	24.73%	24.07%	23.62%
Live Theater Most Often	20.04%	19.45%	19.22%
Rock/Pop Concerts Most Often	12.29%	12.59%	13.52%
Classical Concerts Most Often	10.22%	10.02%	9.05%
Dance Performance	7.7%	7.52%	7.99%
Movies: Action/Adventure	35.98%	36.17%	37.1%
Movies: Comedy	35.32%	35.13%	37.05%
Movies: Drama	22.45%	22.27%	22.21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.63%	20.32%	20.33%
Movies: Fam.	16.4%	16.48%	17.39%
Movies: Mystery	15.73%	16.29%	16.74%
MLB Baseball Reg. Season	6.06%	5.97%	6.81%
NFL Football Reg. Season	5.74%	5.92%	6.5%
College Football Reg. Season	4.24%	4.55%	5.16%
College Basketball Reg. Season	2.35%	2.45%	3%
NBA Basketball Reg. Season	2.3%	2.23%	2.83%
Auto Racing Events	2.23%	2.12%	2.35%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	41.4%	41.73%	41.75%
Swimming	28.86%	29.04%	30.48%
Bowling	14.32%	15.21%	16.67%
Stationary Cycling	13.91%	13.82%	13.29%
Mountain/Road Biking	13.71%	13.58%	13.11%
Golf	13.57%	13.42%	13.3%
Weight Training	12.57%	12.58%	13.76%
Using Cardio Machine	12.23%	12.07%	13.01%
Billiards/Pool	11.98%	12.78%	14.41%
Freshwater Fishing	11.91%	13.06%	13.88%
Camping Trips	10.36%	10.61%	11.24%
Aerobics	10.3%	10.22%	10.15%
Power Boating	9.63%	9.4%	8.6%
Jogging/Running	9.56%	9.97%	11.51%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Basketball	8.98%	9.59%	11.02%
Yoga	8.17%	7.91%	7.9%
Baseball	7.95%	8.18%	8.69%
Backpacking/Hiking	7.79%	7.48%	8.3%
Volleyball	7.14%	7.11%	6.9%
Saltwater Fishing	7.11%	7.22%	7.12%
Hunting	6.96%	6.87%	6.86%
Tennis	6.52%	6.25%	6.71%
Football	6.51%	6.82%	7.46%
Soccer	6.49%	6.38%	6.79%
Softball	5.74%	5.75%	6.11%
Canoeing/Kayaking	5.6%	5.37%	5.52%
Target Shooting	5.05%	5.14%	5.78%
Sailing	4.92%	4.61%	4.08%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country	4.9%	4.39%	4.38%
Skiing			
Fly Fishing	4.69%	4.67%	4.32%
Racquetball	4.64%	4.34%	3.93%
Motorcycling	4.62%	4.4%	4.69%
Ice Skating	4.4%	4.11%	4.13%
Snorkeling	4.36%	4.03%	4.18%
Hockey	4.28%	3.85%	3.53%
Horseback Riding	4.26%	4.01%	4.42%
Roller Skating	4.21%	4.05%	4.23%
Jet Skiing	4.19%	3.91%	3.82%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.55%	3.16%	3.16%
Snowmobiling	3.39%	2.95%	2.87%
Water Skiing	3.31%	3.04%	3.16%
Skateboarding	3.13%	2.81%	2.76%
Rowing	3.02%	2.82%	2.77%
Surfing & Windsurfing	3.02%	2.63%	2.52%
Martial Arts	2.95%	2.69%	2.87%
Archery	2.73%	2.71%	2.87%
Rock Climbing	2.71%	2.53%	2.82%
Auto Racing	1.85%	1.84%	1.9%



## 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.

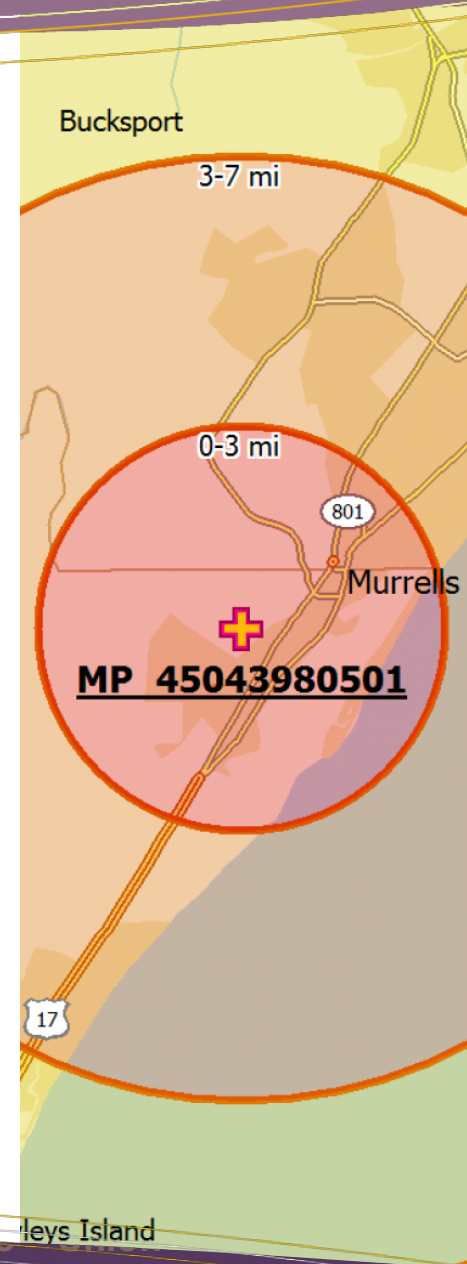
### BIBLICAL BARRIERS

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.

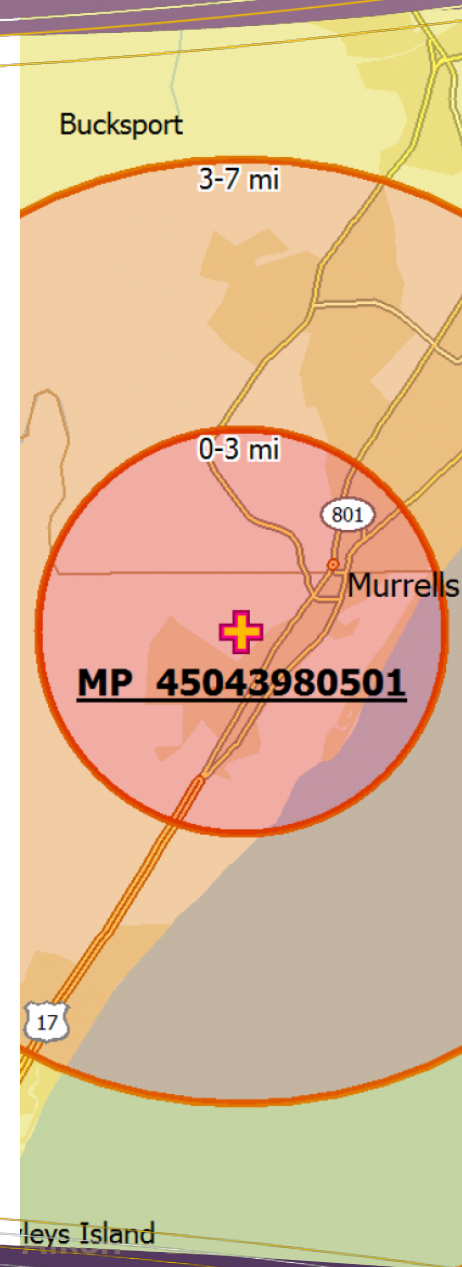
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

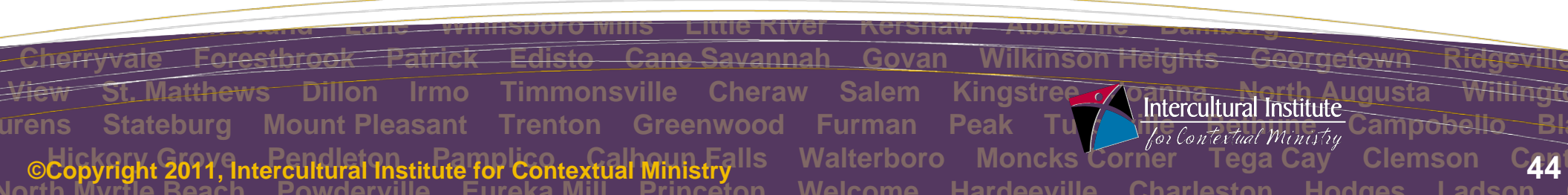


# Potential Cultural Barriers:

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	49%	49%	50%
Prefer To Have Few Possessions As Possible	40%	39%	38%
Speak My Mind Even If It Upsets People	37%	37%	36%
Find It Difficult To Say No To My Kids	33%	34%	35%
If Won Lottery Would Never Work Again	32%	32%	31%
Like Control Over People And Resources	32%	33%	33%
Friends More Important Than My Fam.	32%	31%	29%
Like To Do Unconventional Things	31%	31%	30%
Woman's Place Is In The Home	30%	30%	31%
Money Is Best Measure Of Success	28%	28%	27%
Don't Judge People/Way They Live Life	26%	26%	27%
Like To Pursue Challenge/Novelty/Change	24%	22%	21%

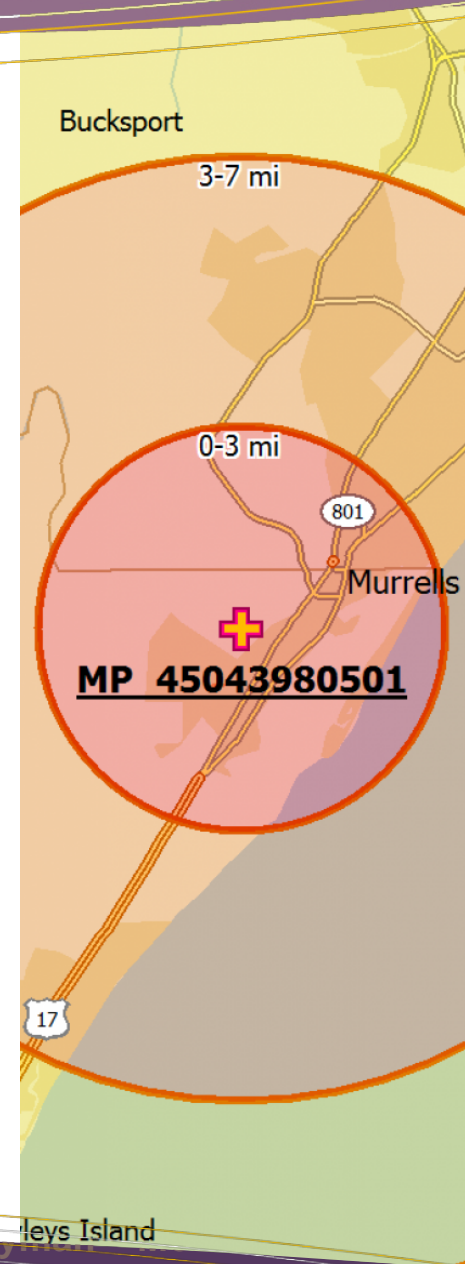
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	21%	21%	20%
Like to Stand Out In A Crowd	18%	18%	18%
Too Much Sponsorship In Arts/Sports	18%	18%	19%
Only Work Current Job for The Money	17%	17%	16%
Rarely Sit Down to a Meal Together At Home	14%	15%	15%
I Am A Workaholic	14%	14%	15%
Happy With My Standard Of Living	14%	13%	13%
We Should Strive for Equality for All	13%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
Indulge My Kids With The Little Extras	7%	7%	8%
More Important Do Duty Than Enjoy Life	7%	6%	6%
Little I Can Do To Change My Life	7%	7%	7%



## Potential Cultural Themes

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

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

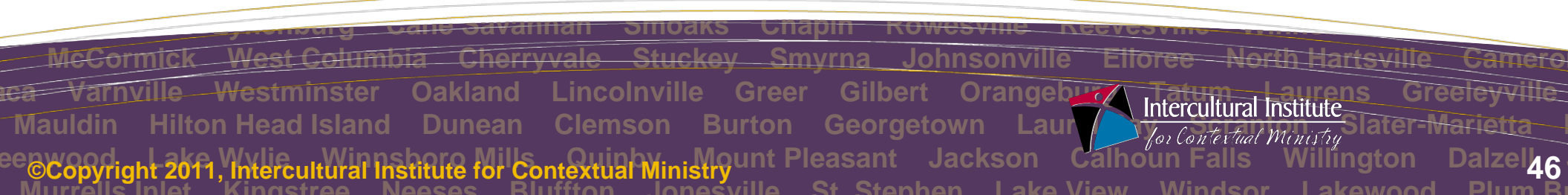


# Potential Cultural Themes:

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

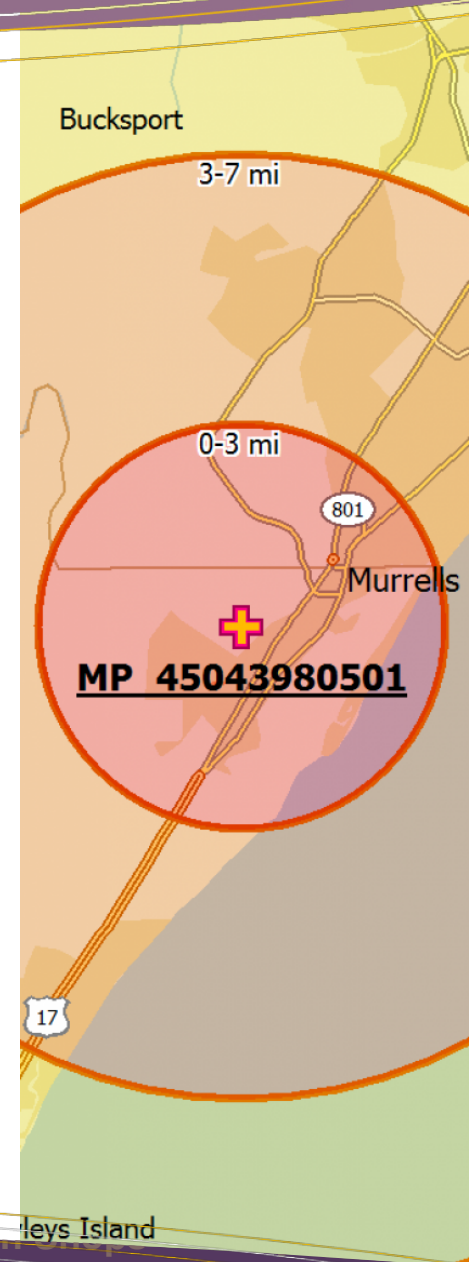
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	58%	58%
Important To Respect Customs And Beliefs	57%	58%	60%
Like To Understand About Nature	41%	41%	40%
Prefer To Have Few Possessions As Possible	40%	39%	38%
Important Feel Respected By My Peers	32%	32%	33%
Important To Juggle Various Tasks	32%	31%	31%
Prefer Work Part Of Team Than Alone	31%	31%	32%
Have Keen Sense Of Adventure	30%	29%	28%
Like To Just Enjoy Life	27%	25%	25%
Good At Fixing Things	24%	24%	25%
People Have To Take Me As They Find Me	22%	22%	23%
Is An Important Part Of Who I Am	17%	17%	16%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	17%	17%	17%
Consider Myself Interested In The Arts	16%	16%	17%
Worried About Pollution Caused By Cars	15%	15%	17%
Try Not To Worry About The Future	15%	15%	15%
Looking for New Ideas To Improve Home	14%	14%	15%
Provide My Kids With The Little Extras	12%	12%	12%
Enjoy Spending Time With My Fam.	11%	11%	11%
Feel Very Alone In The World	6%	6%	6%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	3%	4%	4%
Decor Particular Interest To Me	3%	3%	3%
Would Like To Set Up Own Business	2%	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	81.27%	82.33%	82.38%
Fast Food/Drive-In Restaurant-Visit Any	78.01%	79.03%	80.79%
McDonald's	50.65%	51.54%	52.96%
Burger King	28.83%	29.99%	32.26%
Applebee's	27.57%	28.72%	29.28%
Wendy's	26.27%	27.39%	27.88%
Subway	24.31%	25.19%	27%
Taco Bell	23.3%	23.82%	25.74%
Olive Garden	21.75%	21.94%	21.79%
Kentucky Fried Chicken (KFC)	21.48%	22.89%	23.9%
Pizza Hut	16.62%	17.82%	18.71%
Arby's	15.89%	16.9%	18.34%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Outback Steakhouse	15.64%	15.44%	15.85%
Red Lobster	15.48%	16.11%	16.26%
IHOP (International House Of Pancakes)	14.06%	14.47%	14.76%
Denny's	12.85%	12.61%	12.76%
Cracker Barrel	12.71%	13.65%	13.92%
Dairy Queen	10.81%	11.66%	13.15%
Chili's Grill and Bar	10.64%	10.77%	12.02%
Quiznos Sub	10.32%	9.92%	10.01%
Starbucks	10.15%	10.38%	11.24%
TGI Friday's	9.97%	10.3%	11.09%
Dunkin' Donuts	9.72%	10.21%	10.44%
Domino's Pizza	9.44%	10.01%	11.37%

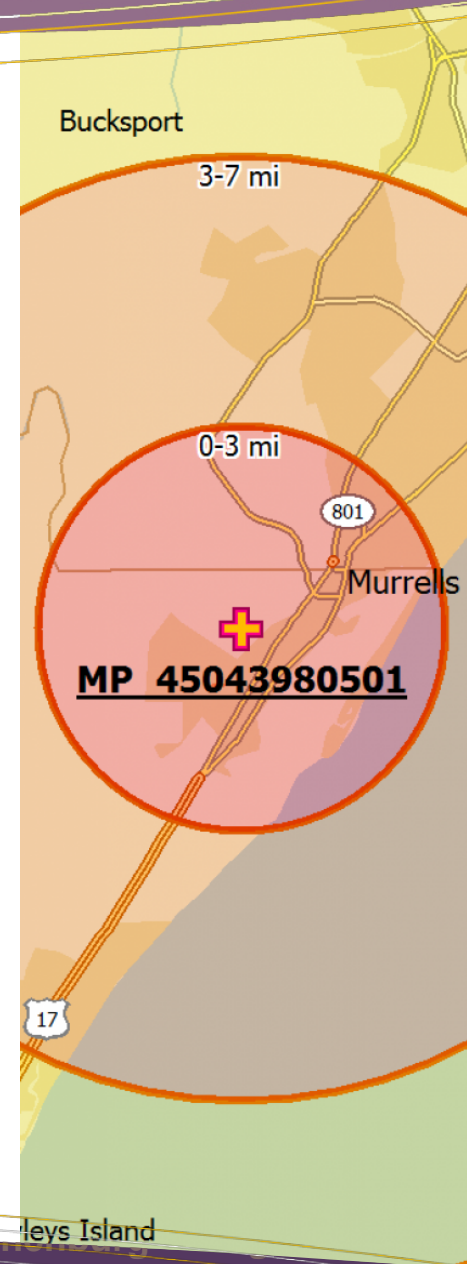


## Potential Shared Projects

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.

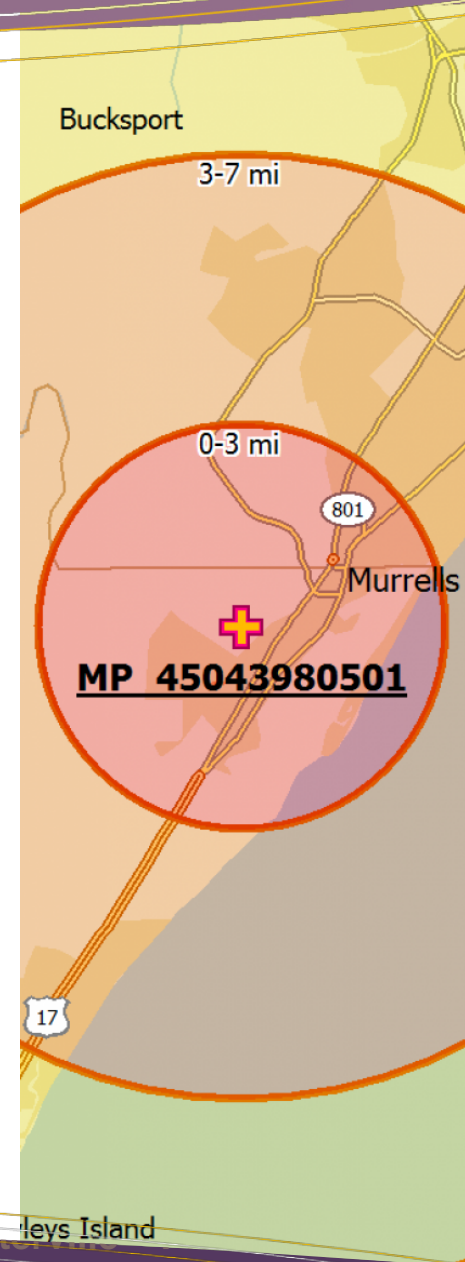
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.56%	49.08%	47.93%
Recycled products	38.79%	38.43%	37.53%
Worked as volunteer (non political)	18.92%	18.29%	17.79%
Engaged in fund raising	11.65%	11.55%	11.17%
Religious club member	8.26%	8.24%	8.01%
Wrote to elected offcl about publ bus	6.86%	6.55%	6.49%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.32%	6.25%	6.17%
Addressed a public meeting	5.99%	5.88%	5.53%
Charitable Organization	5.87%	5.72%	5.58%
Took active part in local civic issue	5.67%	5.54%	5.38%
Fraternal order member	5.39%	5.23%	4.93%
Church Board	5.15%	5.33%	5.08%

# Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	19.69%	19.13%	18.93%
Mystery	14.73%	14.08%	13.68%
Cookbooks	12.51%	12.22%	11.91%
Children's Books	12.46%	12.65%	12.74%
Religious (not Bibles)	8.96%	9.13%	9.02%
Romance	8.22%	7.88%	7.48%
History	7.93%	7.75%	7.77%
Biography	7.58%	7.37%	7.26%
Personal/Business	7.16%	7.21%	7.14%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	70.17%	69.89%	69.16%
Gen. Editorial	47.61%	47.83%	47.78%
Womens	40.23%	40.77%	41.12%
Service	34.3%	34.34%	34.42%
Mens	19.17%	19.18%	19.43%
Business/Finance	18.81%	19.15%	19.1%
Mature Market	16.34%	15.95%	14.76%
Sports	16%	16.01%	15.91%
Health	12.61%	13.01%	13.2%

# Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	59.44%	58.49%	57.12%
Editorial Page	34.47%	33.74%	32.35%
Sport	34.22%	33.96%	33.21%
Business/Finance	32.54%	32.04%	31.31%
Classified	30.69%	30.71%	30.77%
Comics	29.48%	29.04%	28.32%
Food/Cooking	28.2%	27.99%	26.85%
TV/Radio Listings	27.05%	26.41%	25.41%
Movie Listings & Reviews	25.56%	25.56%	25.52%
Travel	22.52%	22.03%	21.2%
Home/Gardening	21.48%	21.79%	21.18%
Science/Technology	18.46%	18.52%	17.95%
Fashion	14.57%	15%	14.77%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
CHR Contemp Hit Radio	19.16%	19.19%	19.27%
Adult Contemporary	18.41%	18.28%	18.39%
Country	18.36%	17.7%	18.05%
News/Talk	12.43%	12%	11.98%
Classic Rock	12.26%	11.7%	11.17%
Rock	11.38%	11.35%	11.74%
Oldies	11%	11.04%	10.92%
Urban Contemporary	9.49%	11.33%	12.56%
Alternative	8.99%	9.01%	9.33%
Variety	8.22%	8.43%	8.6%
Soft Contemporary	6.66%	6.64%	6.65%
All News	5.38%	5.73%	5.92%
Religious	5.28%	5.56%	5.9%
Classical	4.88%	4.52%	4.37%
Jazz	4.49%	5.06%	5.31%
Adult Standards	4.48%	4.49%	4.18%
Sports	4.41%	4.35%	4.24%
All Talk	4.25%	4.57%	4.91%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.14%	64.21%	63.75%
Soapnet	53.79%	53.4%	52.95%
Comedy Central	43.28%	42.16%	39.82%
Satellite Dish	40.5%	41.55%	43.86%
Other Video-On-Demand	36.2%	37.32%	38.5%
Adult Pay Per View TV	34.14%	35.83%	34.4%
TV Info From Sunday TV Magazine	31.13%	30.68%	30.59%
MSNBC	30.98%	31.56%	32.08%
Sci-Fi Channel	30.35%	30.86%	32.39%
ESPN Classic	29.56%	28.61%	27.13%
USA Network	29.41%	28.81%	27.7%
Adult Swim	28.95%	28.69%	27.6%

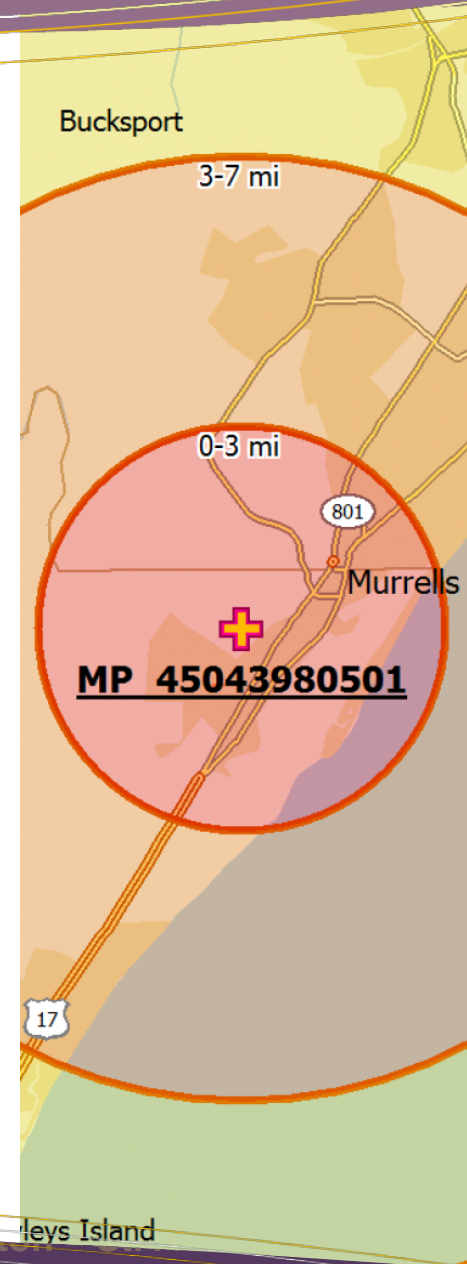
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
The Golf Channel	27.81%	27.64%	26.62%
ESPN2	27.81%	27.67%	26.44%
Subscribe Digital Cable	27.2%	27.81%	27.37%
ESPN News	27.12%	26.14%	24.2%
ABC Fam.	26.63%	26.36%	26.57%
TCM (Turner Classic Movies)	25.12%	25.17%	25.39%
Nickelodeon	24.2%	24.41%	25.78%
BET (Black Entertainment TV)	22.32%	22.13%	22.59%
Hallmark Channel	22.16%	22.33%	23.23%
TV Info From Monthly Cable Guide	21.95%	22.48%	22.86%
Discovery Health Channel	21.59%	20.75%	19.99%
TV Info From Newspapers	21.45%	22.17%	23.36%

## Communication Media Usage

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

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

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

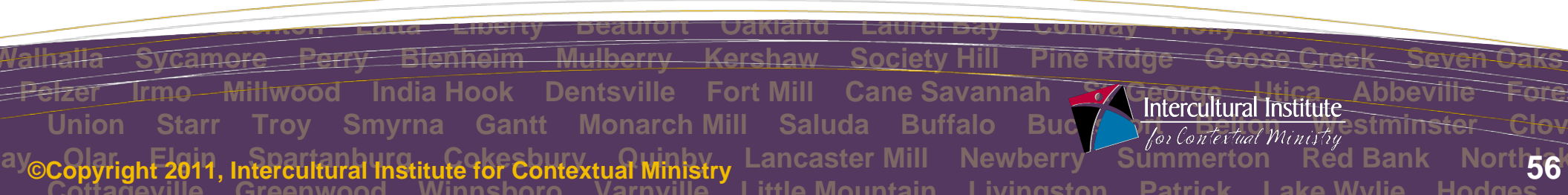


# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	21.35%	20.99%	20.94%
Medium Users (4-6)	12.33%	12.06%	11.82%
Light Users (1-3)	21.97%	21.47%	21.08%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.26%	1.58%
Newspaper II	1.38%	1.39%	1.53%
Newspaper III	1.72%	1.68%	1.66%
Newspaper IV	0.59%	0.54%	0.59%
Newspaper V (Light)	0.99%	0.81%	0.82%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	14.11%	14.34%	16.03%
Magazines II	5.88%	6.15%	7.15%
Magazines III	7.27%	7.01%	7.82%
Magazines IV	8.8%	9.12%	9.79%
Magazines V (Light)	0.27%	0.28%	0.42%
Outdoor I (Heavy)	7.31%	7.33%	7.7%
Outdoor II	1.51%	1.88%	2.13%
Outdoor III	2.32%	2.45%	2.84%
Outdoor IV	16.21%	15.72%	15.87%
Outdoor V (Light)	30.99%	30.37%	28.54%
Yellow Pages I (Heavy)	17.55%	17.27%	16.62%
Yellow Pages II	7.36%	7.72%	7.55%
Yellow Pages III	4.59%	4.6%	5.29%
Yellow Pages IV	23.43%	22.98%	23.14%
Yellow Pages V (Light)	5.38%	5.29%	4.78%





# 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)	3.3%	3.14%	2.99%
Drive Time III (Medium)	0.46%	0.47%	0.51%
Radio IV & V (Light)	2.29%	2.32%	2.33%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	5.8%	5.96%	6.85%
Radio III (Medium)	2.7%	2.87%	3.53%
Radio IV & V (Light)	0.92%	1.33%	2.15%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	8.96%	9.31%	10.62%
Cable III (Medium)	2.52%	2.56%	3.29%
Cable IV & V (Light)	34.42%	34.97%	34.86%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.64%	4.22%	4.11%
Prime Time III (Medium)	2.87%	2.77%	2.49%
Prime Time IV & V (Light)	3.82%	3.66%	5.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.18%	42.02%	41.45%
Fringe III (Medium)	52.44%	52.59%	52.19%
Fringe IV (Light)	52.79%	52.56%	53.4%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.97%	12.93%	12.87%
All Day III (Medium)	22.53%	22.55%	22.88%
All Day IV (Light)	14.6%	14.82%	14.49%

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	15.64%	15.36%	14.38%
6:00am - 10:00am	19.48%	18.99%	18.18%
10:00am - 3:00pm	7.35%	7.52%	7.59%
3:00pm - 7:00pm	13.05%	12.9%	13.26%
7:00pm - Midnight	15.84%	15.26%	15.1%
Midnight - 6:00am	8.44%	8.27%	7.66%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.57%	13.66%	14.13%
6:00am - 10:00am	5.08%	4.87%	4.9%
10:00am-3:00pm	7.01%	6.83%	6.58%
3:00pm - 7:00pm	6.52%	6.35%	6.43%
7:00pm - Midnight	9.78%	9.45%	9.45%
Midnight - 6:00am	16.24%	15.83%	14.63%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.54%	5.49%	6.43%
Saturday: 8:00-11:00pm	7.89%	7.89%	8.24%
Sunday: 7:00-11:00pm	7.92%	8.1%	8.64%
9:00am-1:00pm	18.65%	19.48%	21.06%
9:00am-4:00pm	21.74%	22.89%	24.58%
4:00pm-7:00pm	32.02%	32.5%	31.42%
11:00pm-1:00am	37.64%	38.7%	39.46%
AVG Prime time	1.32%	1.63%	2.02%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.67%	18.15%	17.99%
7-9am	27.81%	27.67%	26.44%
9am-12noon	14.3%	15.11%	16.83%
12noon-4pm	7.44%	7.78%	7.75%
4-6pm	47.7%	48.01%	48.03%
6-7pm	17.48%	18.12%	17.84%
7-7:30pm	1.08%	1.3%	1.41%
7:30-8pm	10.07%	10.26%	10.24%
8-11pm	5.54%	5.49%	6.43%
11pm-12am	30.98%	31.56%	32.08%
11pm-1am	37.64%	38.7%	39.46%
1-6am	33.87%	34.72%	34.14%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.61%	18.68%	18.97%
Sat: 10am-1pm	6.12%	6.32%	6.75%
Sat: 1-4pm	26.77%	26.8%	26.33%
Sat: 4-6pm	7.67%	7.66%	7.44%
Sat: 6-7pm	2.22%	2.17%	1.97%
Sat: 7-8pm	0.47%	0.45%	0.63%
Sat: 8-11pm	7.89%	7.89%	8.24%
Sat: 11pm-1am	3.91%	4.33%	4.68%
Sat: 1am-7pm	29.41%	28.81%	27.7%
Sun: 7-10am	2.34%	2.39%	2.31%
Sun: 10am-1pm	4.99%	5.23%	5.55%
Sun: 1-4pm	4.92%	5.02%	5.54%
Sun: 4-7pm	9%	9.42%	10.7%
Sun: 7-11pm	7.92%	8.1%	8.64%
Sun: 11pm-1am	2.49%	2.8%	3.43%
Sun: 1-7am	16.84%	17%	18.59%

# 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*

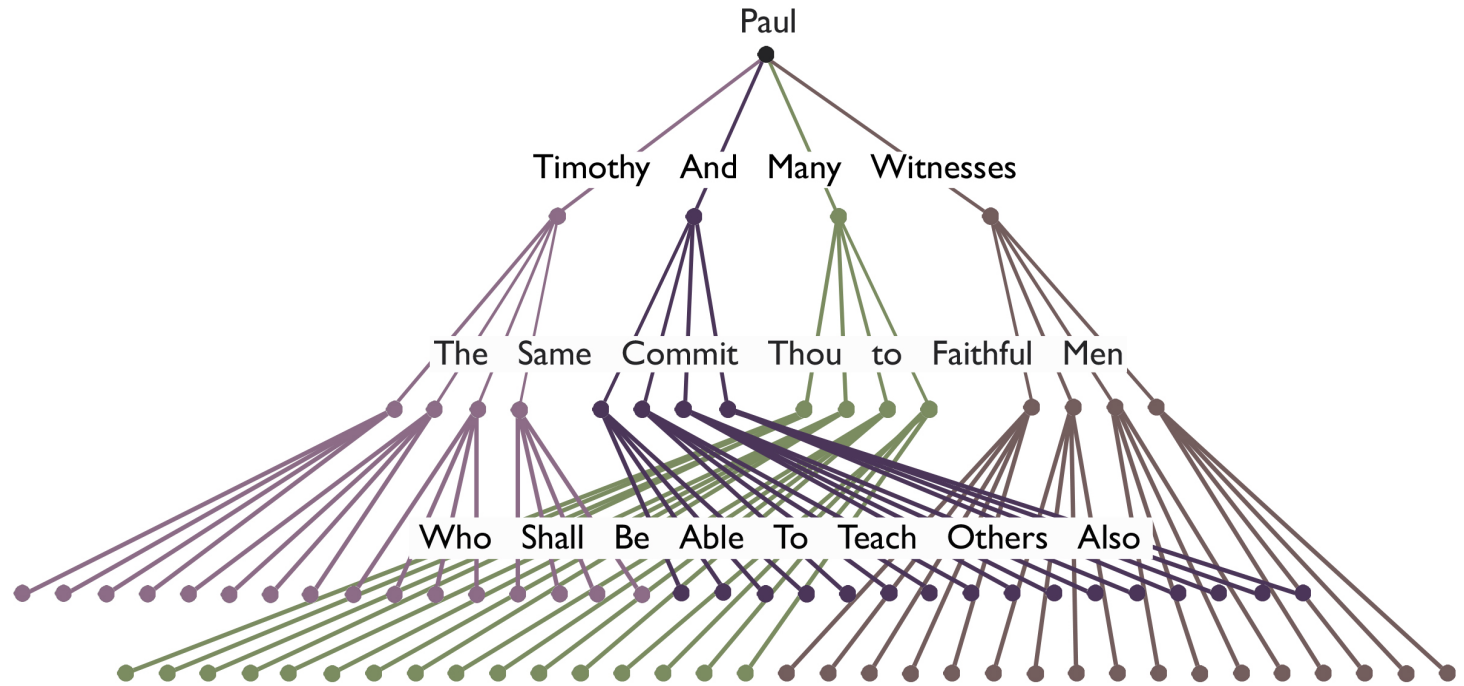
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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*

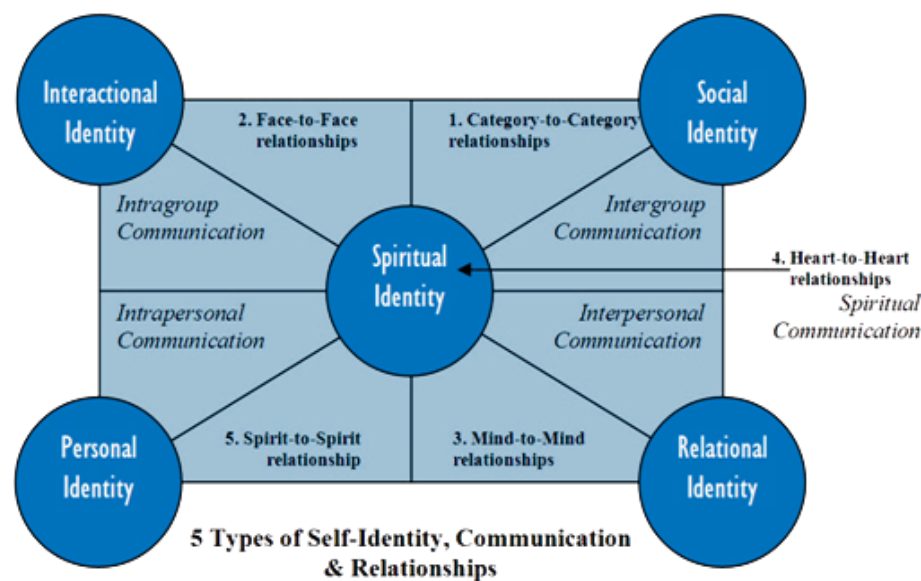


# Establishing Redemptive Relationships

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.

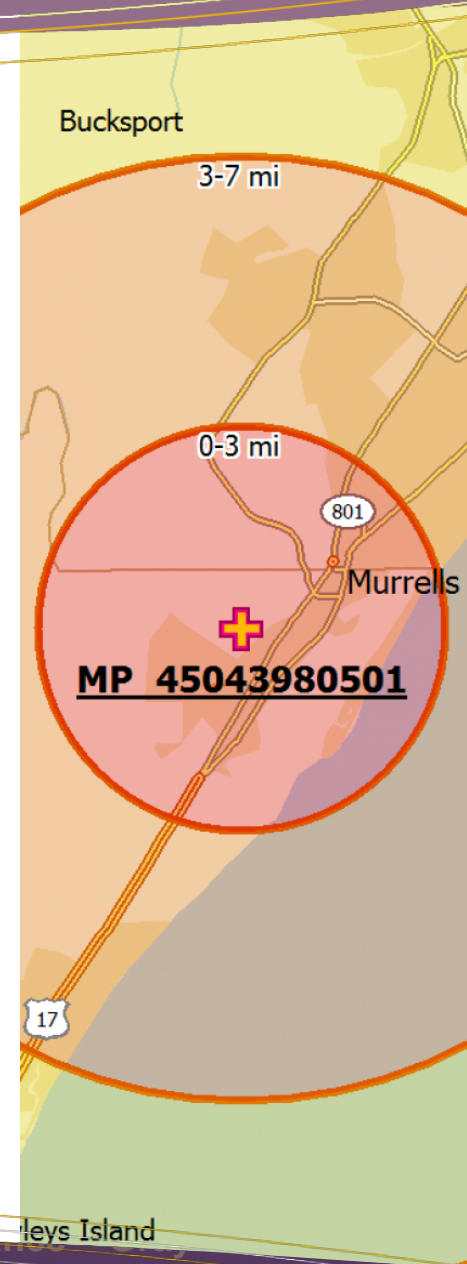


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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



# APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Murrells Inlet First	PO Box 285 Murrells Inlet, SC 29576	0.95 mi	0	
2	Low Country Community	PO Box 417 Murrells Inlet, SC 29576	0.95 mi	0	
3	Garden City	501 Pine Avenue Murrells Inlet, SC 29576	0.95 mi	0	
4	Collins Creek	11486 Highway 707 Murrells Inlet, SC 29576	0.95 mi	0	
5	Glenns Bay	1835 Glenns Bay Rd Surfside Beach, SC 29575	5.25 mi	0	
6	Solid Rock	675 Highway 17 S Surfside Beach, SC 29575	5.90 mi	0	
7	Socastee	3690 Socastee Boulevard Myrtle Beach, SC 29588	6.24 mi	0	
8	Surfside Beach First	711 16th Ave N Surfside Beach, SC 29575	6.57 mi	0	
9	PSC2: Legacy Church	6250 Old Highway 544 Myrtle Beach, SC 29588	7.51 mi	0	
10	Palmetto Shores Church	6250 Old Highway 544 Myrtle Beach, SC 29588	7.51 mi	0	
11	Live Oak Church	710 Lilly Naz Ln Myrtle Beach, SC 29588	7.51 mi	0	
12	Mt Tabor	18504 N Fraser St Georgetown, SC 29440	9.00 mi	0	
13	Pawleys Island Community	PO Box 777 Pawleys Island, SC 29585	9.57 mi	0	
14	Lakeside	PO Box 237 North Myrtle Beach, SC 29597	10.53 mi	0	
15	Chapel By The Sea	PO Box 786 North Myrtle Beach, SC 29597	10.53 mi	0	

# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Midway Missionary	PO Box 1526 Myrtle Beach, SC 29578	12.33 mi	0	
17	Forestbrook	2051 Forestbrook Rd Myrtle Beach, SC 29588	12.39 mi	0	
18	Wellspring Church	1341 44th Avenue North Myrtle Beach, SC 29577	12.61 mi	0	
19	Victory	950 38th Avenue North Myrtle Beach, SC 29577	12.61 mi	0	
20	Myrtle Beach First	500 4th Ave N Myrtle Beach, SC 29577	13.05 mi	0	
21	First Brazilian	500 4th Avenue North Myrtle Beach, SC 29577	13.06 mi	0	
22	Carolina Forest Community	1381 Carolina Forest Boulevard Myrtle Beach, SC 29579	13.08 mi	0	
23	Greenwood	5560 Pauley Swamp Rd Conway, SC 29527	13.32 mi	0	
24	Georgetown	600 David W Ray Rd Georgetown, SC 29440	14.73 mi	0	
25	West Myrtle Beach First	2099 Haystack Way Myrtle Beach, SC 29579	15.44 mi	0	
26	Ringel Heights	PO Box 602 Georgetown, SC 29442	15.71 mi	0	
27	A Simple Church Network	4403 Boxwood Street Myrtle Beach, SC 29577	16.04 mi	0	
28	Pauley Swamp	7285 Pauley Swamp Rd Conway, SC 29527	16.22 mi	0	
29	Juniper Bay	5265 Juniper Bay Rd Conway, SC 29527	16.22 mi	0	
30	High Point	6923 Juniper Bay Rd Conway, SC 29527	16.22 mi	0	

# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Sweetwater Branch	1436 Highway 544 Conway, SC 29526	16.48 mi	0	
32	Lakewood	171 Lakewood Ave Georgetown, SC 29440	17.03 mi	0	
33	Center	2602 Schoolhouse Drive Hemingway, SC 29554	17.82 mi	0	
34	Ocean View	7300 N Kings Hwy Myrtle Beach, SC 29572	18.17 mi	0	
35	Ridgefield	891 Highway 90 Conway, SC 29526	18.56 mi	0	
36	Jamestown	2501 9th Ave Conway, SC 29527	18.66 mi	0	
37	Georgetown First	219 Cleland Street Georgetown, SC 29440	18.73 mi	0	
38	Mercy	1401 Third Ave Conway, SC 29526	18.84 mi	0	
39	University	PO Box 638 Conway, SC 29528	18.92 mi	0	
40	Thee Baptist Worship Center	1137 Highway 90 Conway, SC 29526	18.92 mi	0	
41	Langston	763 Highway 905 Conway, SC 29526	18.92 mi	0	
42	First Baptist Church of Conway	603 Elm Street Conway, SC 29526	18.92 mi	0	
43	Daybreak Community	1797 Brick Chimney Road Georgetown, SC 29442	18.92 mi	0	
44	Johnson Chapel	141 Van Vlake Drive Georgetown, SC 29440	19.20 mi	0	
45	The Rock	PO Box 375 Conway, SC 29528	19.58 mi	0	

Golden Grove Egin Starr Winnsboro Mills Darlington Lesons  
 Meggett Hanahan Peak Blythewood Jefferson Tatum Rock Hill Centerville East Gaffney Marion East  
 Pinewood Arcadia Lakes Sans Souci Judson Stuckey Bethune Buffalo Mayo Olanta Greenville G  
 Pelion Seven Oaks Surfside Beach Awendaw McColl Watts Mills V... Newport Branchville Kin  
 Edisto Campobello Paxville Blackville Edisto Beach Norris Lynchburg Cheraw Cameron Gantt South  
 inby Springfield McCormick Homeland Park Kershaw Belton North Hartsville Luray Utica Sellers Con





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In Partnership with:



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