

MissionSite

top unreached locations



AIKEN, SC

CENSUS TRACT: 45003021500

REGION: Thoroughbred Region

ASSOCIATION: Aiken

COUNTY: Aiken

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

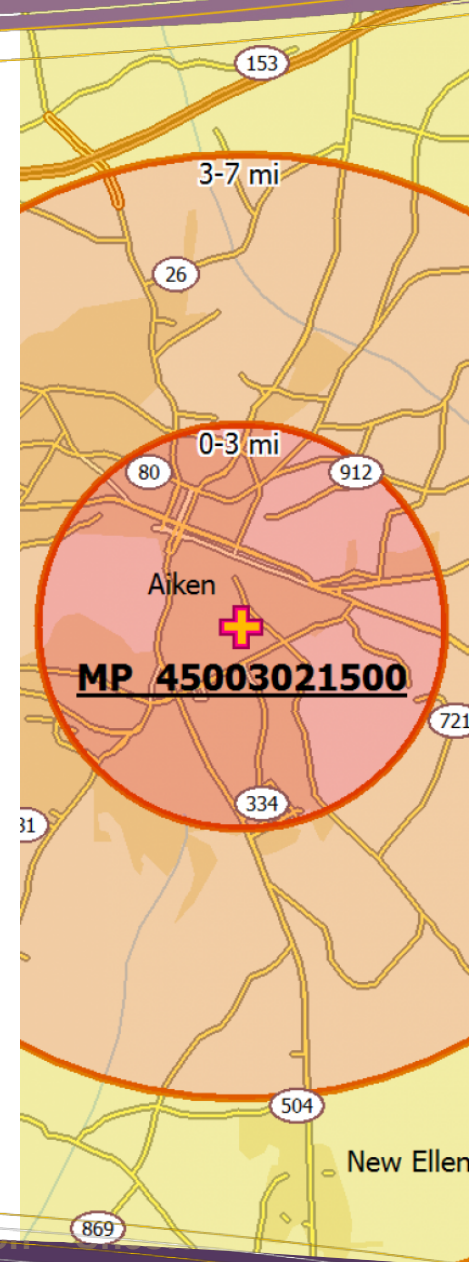
MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: SCBC Churches by Distance	66

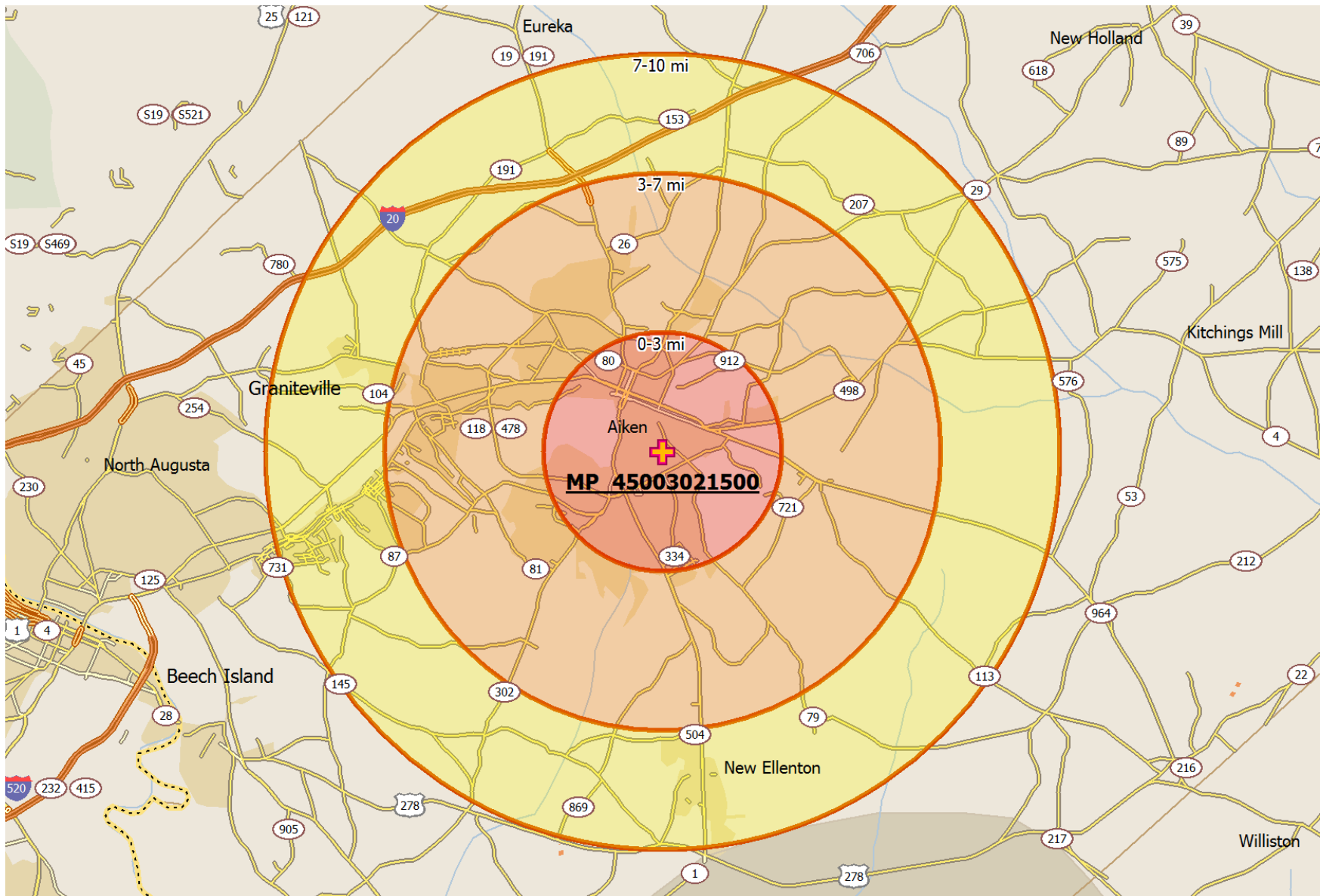
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	4502	Thoroughbred Region
2	Association	45A27	Aiken
3	County Location	45003	Aiken
4	Zipcode	29803	Aiken
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



Williston Reidville Calhoun Falls Santee Elgin Startex Blackville Chester Awendaw Forest Acres Win
Richburg East Sumter St. Stephen Union Marion Summerton Mount Croghan Greenwood Fort Mill
Centerville Iva Ravenel Scotia Springdale Estill East Gaffney Andrew
h Sumter Pickens Wellford Kline Greenville Loris Ridgeland Orangeburg Yemassee Taylors North Cha
ams Ludson Florence Wade Hampton Woodfield Hemingway Boiling Springs Modoc Ulmer Seven Oaks

Site Location Summary - Urbanicity

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

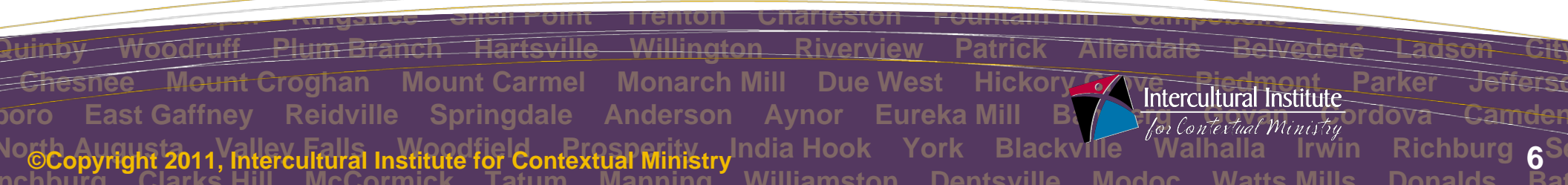
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	27,746	36,974	21,041
2010 Households	11,511	14,016	8,073
2010 Group Quarters Population	685	756	64

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	35	30	25
Language Diversity National Index	29	12	12
Foreign Born Diversity National Index	77	41	19
Ancestry Diversity National Index	55	41	29
Racial Diversity National Index	53	48	53

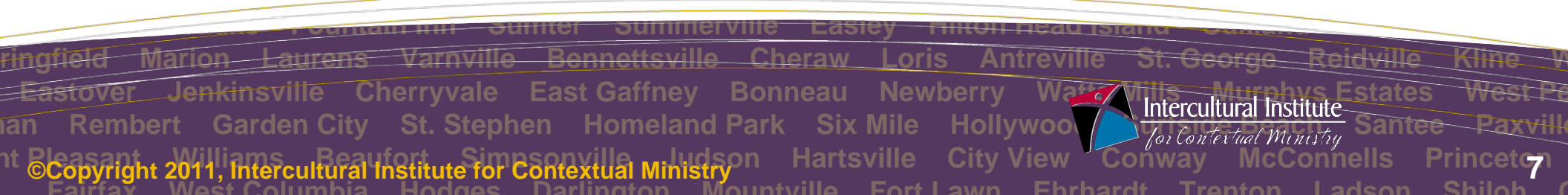


Site Location Summary - County Environment

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	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
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	3,857	33.51%
Mainstay Communities	Established, Diverse Households	1,765	15.33%
Working Communities	Blue-collar, Working Families	1,481	12.87%
Country Communities	Rural, Agri. & Mining Families	84	0.73%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,084	18.1%
Urban Communities	High Density, Inner-city Neighborhoods	2,238	19.44%

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	42,014	8,099	19.28%
Unreached %	68.39%	70.36%	102.88
Religious But NOT Evangelical HH	12,063	2,367	19.62%
Religious But NOT Evangelical %	19.64%	20.56%	104.69
Spiritual But NOT Relig or Evang HH	5,752	1,107	19.24%
Spiritual But NOT Relig or Evang %	9.36%	9.61%	102.66
Not Evangelical, Not Interested HH	24,493	4,707	19.22%
Not Evangelical, Not Interested %	39.87%	40.89%	102.57



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	83	7	8.43%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	10,956	1,924	17.56%
Active Evangelical Percent	17.83%	16.71%	93.72
Inactive Evangelical Households	8,459	1,486	17.57%
Inactive Evangelical Percent	13.77%	12.91%	93.74
# New Churches Needed	0	0	0%

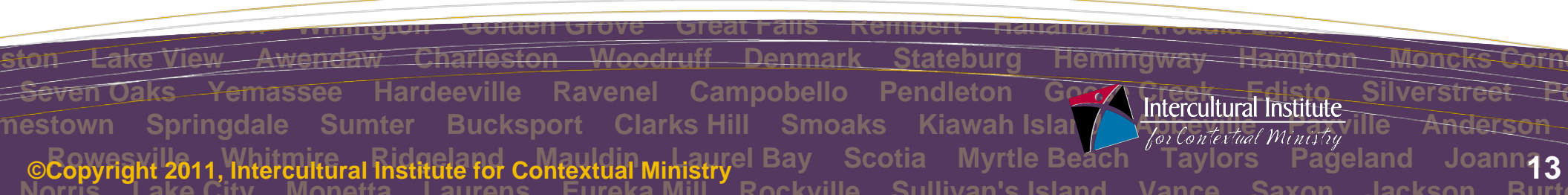


Spirituality Indicators - 30 Closest SCBC Churches

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	Solid Rock	1.16 mi
2	Millbrook	1.24 mi
3	Iglesia Bautista Cristo te Ama	1.30 mi
4	Levels	1.56 mi
5	Aiken First	1.80 mi
6	South Aiken	2.10 mi
7	Town Creek	2.83 mi
8	Memorial	3.00 mi
9	Redds Branch	3.10 mi
10	River of Life Church	3.17 mi
11	Trolley Station Church	3.22 mi
12	Highland Pines	3.49 mi
13	Cedar Creek	3.86 mi
14	Montmorenci	4.11 mi
15	Cornerstone	4.38 mi

	CHURCHES	DIST.
16	Bethel	4.67 mi
17	Couchton	4.74 mi
18	Talatha	4.87 mi
19	Stiefeltown	5.28 mi
20	Howlandville	5.46 mi
21	East Side	5.53 mi
22	Warrenville First	5.95 mi
23	Lighthouse	6.16 mi
24	Clear Water Branch	6.25 mi
25	Graniteville First	6.31 mi
26	Good Hope	6.48 mi
27	Calvary	6.77 mi
28	Pine Forest	7.04 mi
29	Southside	7.25 mi
30	Gloverville First	7.35 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

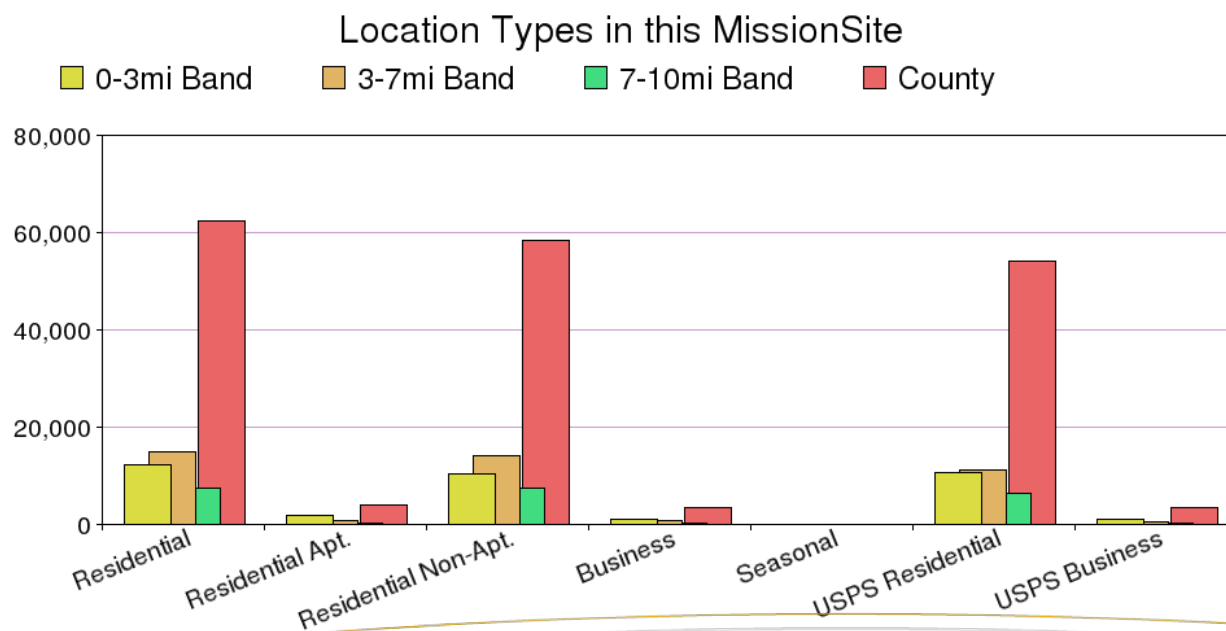
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	120,940	22,722	18.79%
2000 Population	142,552	26,383	18.51%
2010 Population	157,475	27,746	17.62%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	44,885	8,904	19.84%
2000 Households	55,587	10,898	19.61%
2010 Households	61,429	11,511	18.74%

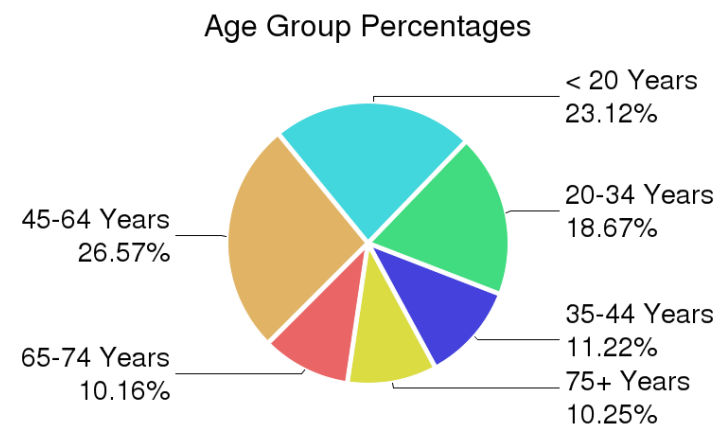


Location Type	0-3mi Band
Residential	12,334
Residential Apt.	1,805
Residential Non-Apt.	10,529
Business	1,159
Seasonal	0
USPS Residential	10,589
USPS Business	1,084

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.



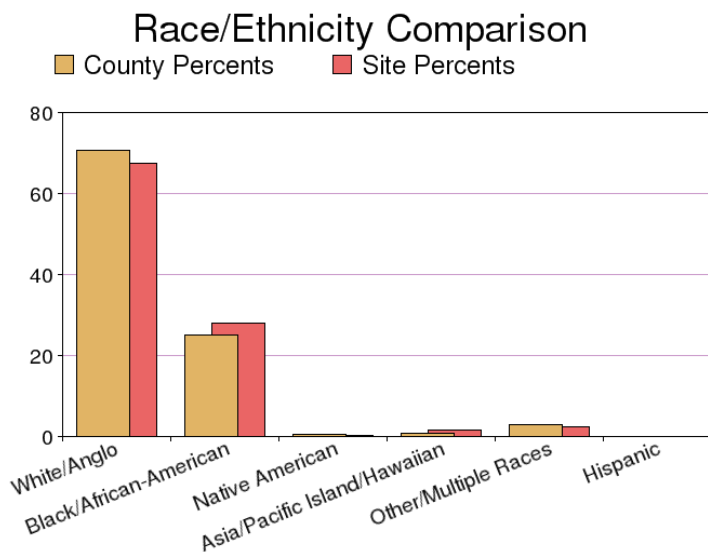
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.74%	4.49%	94.73
4-5 Years	2.48%	2.08%	83.87
6-8 Years	3.78%	3.33%	88.1
9-11 Years	3.79%	3.52%	92.88
12-13 Years	2.52%	2.45%	97.22
14-17 Years	5.2%	4.79%	92.12
18-19 Years	2.64%	2.47%	93.56
0-5 Years	7.23%	6.57%	90.87
6-12 Years	8.82%	8.07%	91.5
13-19 Years	9.1%	8.48%	93.19
< 20 Years	25.15%	23.12%	91.93
20-34 Years	18.37%	18.67%	101.63
35-44 Years	12.03%	11.22%	93.27
45-64 Years	27.9%	26.57%	95.23
65-74 Years	9.14%	10.16%	111.16
75+ Years	7.42%	10.25%	138.14
Median Age	41	44	107.8
Median Age (Male)	39	42	108.06
Median Age (Female)	42	46	108.38

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	70.74%	67.58%	95.54
Black, African-American	25.04%	28.08%	112.11
Native American	0.43%	0.34%	78.08
Asian	0.78%	1.47%	189.34
Pacific Island, Hawaiian	0.04%	0.03%	65.8
Other/Multiple Races	2.97%	2.5%	84.2
Hispanic	0%	3.18%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	107,952	19,459	
Less than 9th Grade	5.76%	4.12%	139.84
No High School Diploma	11.18%	8.23%	135.79
High School Graduate	32.66%	24.55%	133.04
Some College, no degree	20.04%	19.37%	103.44
Associate Degree	7.68%	7.81%	98.35
College Degree	14.63%	22.1%	66.21
Graduate/Prof. degree	8.05%	13.82%	58.26

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	9.53%	9.83%	117.62
\$10,000 to \$19,999	13.59%	11.19%	82.34
\$20,000 to \$29,999	11.75%	10.43%	88.79
\$30,000 to \$49,999	19.37%	17.3%	89.32
\$50,000 to \$59,999	8.76%	7.63%	87.03
\$60,000 to \$69,999	7.14%	6.88%	96.41
\$70,000 to \$79,999	5.8%	6.44%	111.08
\$80,000 to \$89,999	4.5%	5.33%	118.35
\$90,000 to \$99,999	3.14%	3.71%	118.19
\$100,000 to \$124,999	7.95%	9.6%	120.79
\$125,000 to \$149,999	3.3%	4.38%	132.62
\$150,000 to \$199,999	3.24%	4.47%	138.11
\$200,000 to \$249,999	0.71%	1.11%	155.6
\$250,000 or more	1.23%	1.7%	138.54
Median Household	44,227	54,320	122.82
Average Household	59,638	66,690	111.82
Per Capita Household	23,583	27,820	117.97
Family/Non-Family Household Income			
Median Family Income	57,078	71,161	124.67
Average Family Income	71,693	81,430	113.58
Median Non-Family Income	24,776	30,311	122.34
Average Non-Family Income	32,458	38,932	119.95

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	69.28%	63.07%	91.04
Families with Children	32.07%	28.22%	87.97
Families without Children	37.2%	34.85%	93.69
Non-Family Households			
% Non-Family Households	30.72%	36.93%	120.2
Non-Families with Children	0.14	0.09	62.05
Non-Families without Children	30.58	36.84	120.46
Housing Units			
			Index
Total Housing Units	70,683	13,133	
Vacant percent	13.09%	12.35%	94.33
Owned percent	63.63%	54.44%	85.57%
Rented Percent	23.28%	33.21%	142.63
Households by Size			
			Index
Avg household size	2.53	2.35	92.89
Avg family hh size	3.16	3.05	96.52
Avg non-family hh size	1.13	1.16	102.65
Households By Count of Persons			
			Percent
One	16,927	3,785	22.36%
Two	19,069	3,646	19.12%
Three or Four	19,571	3,184	16.27%
Five+	5,862	896	15.28%

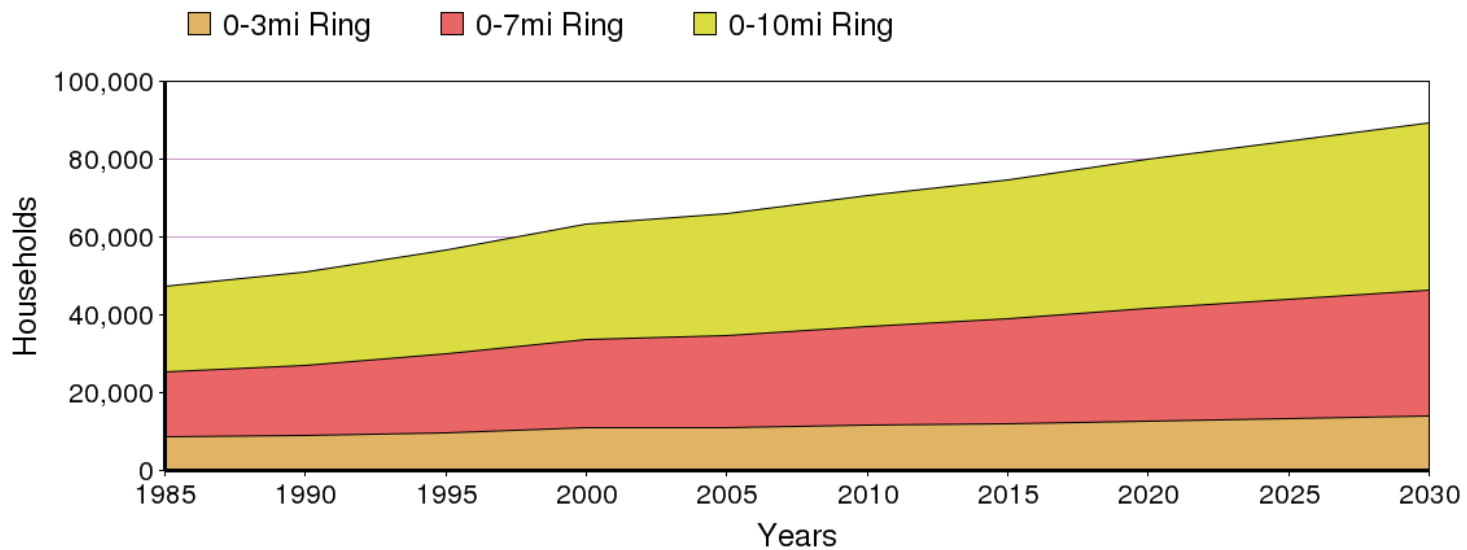
Projected Demographic Summary

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	120,940	22,722	18.79%
2000 Population	142,552	26,383	18.51%
2010 Population	157,475	27,746	17.62%
2015 Population	164,757	28,430	17.26%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	44,885	8,904	19.84%
2000 Households	55,587	10,898	19.61%
2010 Households	61,429	11,511	18.74%
2015 Households	64,822	11,906	18.37%

Household Change from 1985 to 2030



Charleston, Joanna, Wilmington, Northlake, India Hook, Greely Hill, Clearwater, Mount Croghan, Burton, Ridge Spring, Slater-Marietta, Murphys Estates, Hilton Head Island, Elgin, Ridgeway, Moncks Corner, Gloverville, Pomaria, Oswego, Cowpens, Norway, Dillon, Tatum, Folly, St. Stephen, Edisto, Valley Falls, Furman, Inman Mills, Turbeville, Florence, Six, Norris, Me...

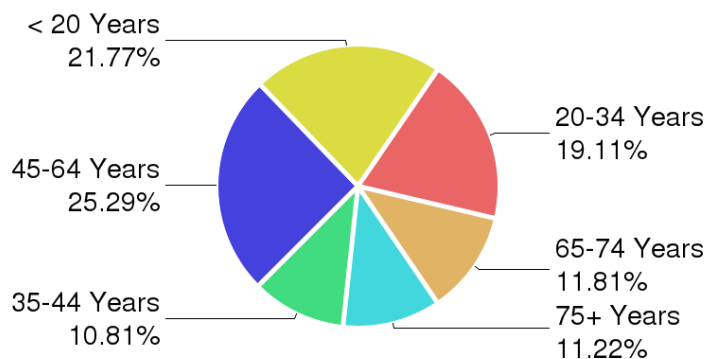
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.49%	4.03%	89.76
4-5 Years	2.08%	1.87%	89.9
6-8 Years	3.33%	3.13%	93.99
9-11 Years	3.52%	3.41%	96.88
12-13 Years	2.45%	2.42%	98.78
14-17 Years	4.79%	4.55%	94.99
18-19 Years	2.47%	2.36%	95.55
0-5 Years	6.57%	5.9%	89.8
6-12 Years	8.07%	7.74%	95.91
13-19 Years	8.48%	8.13%	95.87
< 20 Years	23.12%	21.77%	94.16
20-34 Years	18.67%	19.11%	102.36
35-44 Years	11.22%	10.81%	96.35
45-64 Years	26.57%	25.3%	95.22
65-74 Years	10.16%	11.81%	116.24
75+ Years	10.25%	11.22%	109.46
Median Age	41	45	111.62
Median Age (Male)	39	43	110.64
Median Age (Female)	42	47	112.67

Projected Age Group Percentages



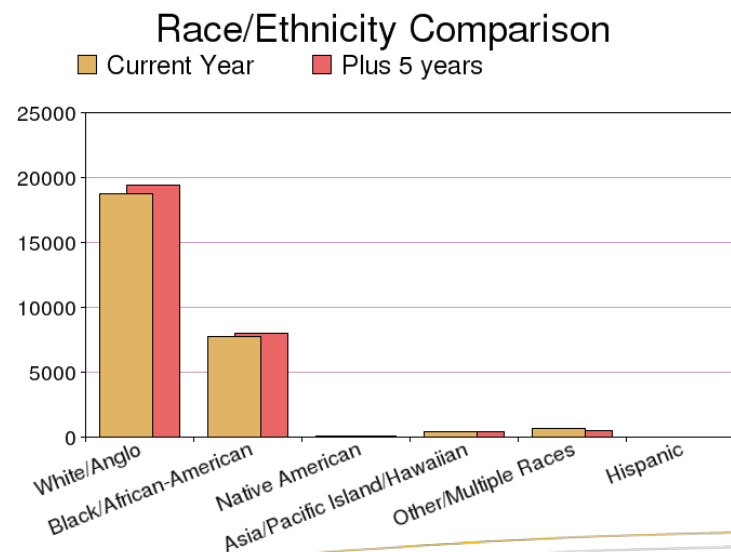
Projected Demographic Summary

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	67.58%	68.2%	100.91
Black, African-American	28.08%	28.02%	99.8
Native American	0.34%	0.38%	112.29
Asian	1.47%	1.48%	100.46
Pacific Island, Hawaiian	0.03%	0.04%	146.39
Other/Multiple Races	2.5%	1.88%	75.2
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	19,459	20,269	
Less than 9th Grade	4.12%	3.54%	85.83
No High School Diploma	8.23%	7.27%	88.33
High School Graduate	24.55%	24.92%	101.51
Some College, no degree	19.37%	19.26%	99.42
Associate Degree	7.81%	8.3%	106.37
College Degree	22.1%	22.43%	101.52
Graduate/Prof. degree	13.82%	14.28%	103.28



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.

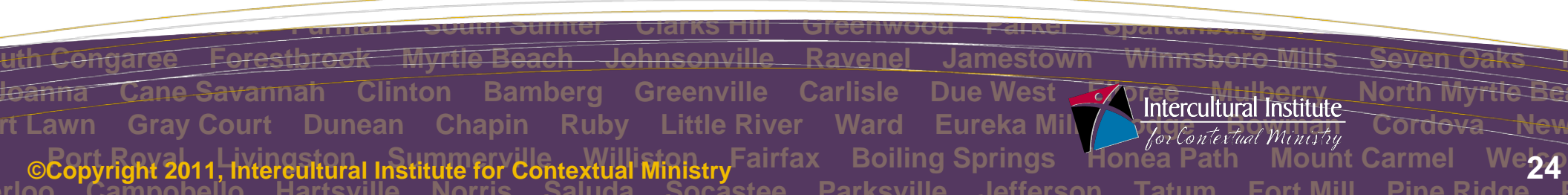
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.83%	9.07%	92.24
\$10,000 to \$19,999	11.19%	10.79%	96.46
\$20,000 to \$29,999	10.43%	9.56%	91.61
\$30,000 to \$49,999	17.3%	15.96%	92.26
\$50,000 to \$59,999	7.63%	7.6%	99.66
\$60,000 to \$69,999	6.88%	6.84%	99.37
\$70,000 to \$79,999	6.44%	6.52%	96.68
\$80,000 to \$89,999	5.33%	5.54%	100.31
\$90,000 to \$99,999	3.71%	3.83%	103.25
\$100,000 to \$249,999	9.6%	10.85%	113.04
\$125,000 to \$149,999	4.38%	4.9%	111.84
\$150,000 to \$199,999	4.47%	5.24%	117.15
\$200,000 to \$249,999	1.11%	1.29%	116.32
\$250,000 or more	1.7%	1.88%	110.49
Median Household	54,320	58,727	108.11
Average Household	66,690	72,318	108.44
Per Capita Household	27,820	30,448	109.45

Family/Non-Family Household Income			
Median Family Income	71,161	76,639	107.7
Average Family Income	81,430	89,527	109.94
Median Non-Family Income	30,311	32,152	106.07
Average Non-Family Income	38,932	41,161	105.73

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	63.07%	62.25%	98.71
Families with Children	28.22	26.55	94.09
Families without Children	34.85	34.97	100.35
Non-Family Households			
% Non-Family Households	36.93%	37.75%	102.21
Non-Families with Children	0.09	0.08	102.21
Non-Families without Children	36.84	37.67	102.24
Housing Units			
Total Housing Units	13,133	13,593	103.5%
Vacant percent	12.35%	12.41%	100.49
Owned percent	54.44%	54.31%	99.75
Rented Percent	33.21%	33.28%	100.23
Households by Size			
Avg household size	2.35	2.33	99.15%
Avg family hh size	3.05	3.07	100.66%
Avg non-family hh size	1.16	1.11	95.69%
Households By Count of Persons			
One	3,785	4,069	107.5%
Two	3,646	3,682	100.99%
Three or Four	3,184	3,222	101.19%
Five+	896	933	104.13%



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	582	683	258
Northern Europe	64	64	25
Western Europe	69	29	6
Southern Europe	3	10	10
Eastern Europe	7	4	0
Other Europe	0	0	0
Eastern Asia	88	79	13
So. Central Asia	34	38	6
SE Asia	89	106	12
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	4	3
Southern Africa	12	11	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	3	13	0
Caribbean	26	17	17
Central Amer.	130	255	153
South America	5	21	3
North America	52	32	10
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	21,622	30,828	13,577
Spanish	686	661	399
Other Indo-Euro language	429	260	120
French (incl. Patois, Cajun)	101	61	29
French Creole	17	6	0
Italian	37	22	24
Portuguese	0	12	0
German	151	94	55
Yiddish	0	0	0
Other West Germanic	23	8	0
A Scandinavian Language	0	0	5
Greek	13	3	0
Russian	4	0	0
Polish	7	0	0
Serbo-Croatian	7	0	0
Other Slavic Language	6	10	0
Armenian	0	0	0
Persian	6	0	0
Gujarathi	31	4	0
Hindi	0	0	7
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	2	22	0
Asian/PI languages	0	0	0
Chinese	93	20	0
Japanese	38	11	10
Korean	13	31	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	8	3	0
Thai	11	5	0
Laotian	0	0	0
Vietnamese	2	8	5
Other Asian	0	0	0
Tagalog	41	133	0
Other Pacific Is	0	0	0
Other languages	53	5	22
Navajo	0	0	0
Other Native N. American	0	0	7
Hungarian	0	5	8
Arabic	33	0	7
Hebrew	6	0	0
African languages	14	0	0
Other unspecified	0	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	18,765	25,862	11,060
Arab	48	26	12
Armenian	0	0	0
Austrian	44	16	2
British	141	127	46
Canadian	81	57	10
Croatian	9	14	0
Czech	22	10	18
Czechoslovak	12	30	6
Danish	14	21	7
Dutch	123	171	128
English	2,512	2,716	894
European	215	290	97
Finnish	15	24	17
French (not Basque)	347	419	197
French Canadian	34	57	45
German	1,969	2,129	765
Greek	29	55	10
Hungarian	95	70	18
Iranian	10	16	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,645	2,204	968
Italian	698	689	214
Lithuanian	14	15	0
Norwegian	75	100	10
Polish	228	268	103
Portuguese	5	17	0
Romanian	0	0	0
Russian	30	26	7
Scandinavian	32	51	40
Scotch-Irish	606	645	141
Scottish	305	447	130
Slovak	21	25	4
Subsaharan African	448	574	134
Swedish	89	74	8
Swiss	16	29	7
Ukrainian	0	0	0
US/American	2,465	5,398	3,301
Welsh	70	115	37
West Indian	58	34	10
Yugoslavian	0	3	3
Other	6,240	8,900	3,671



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

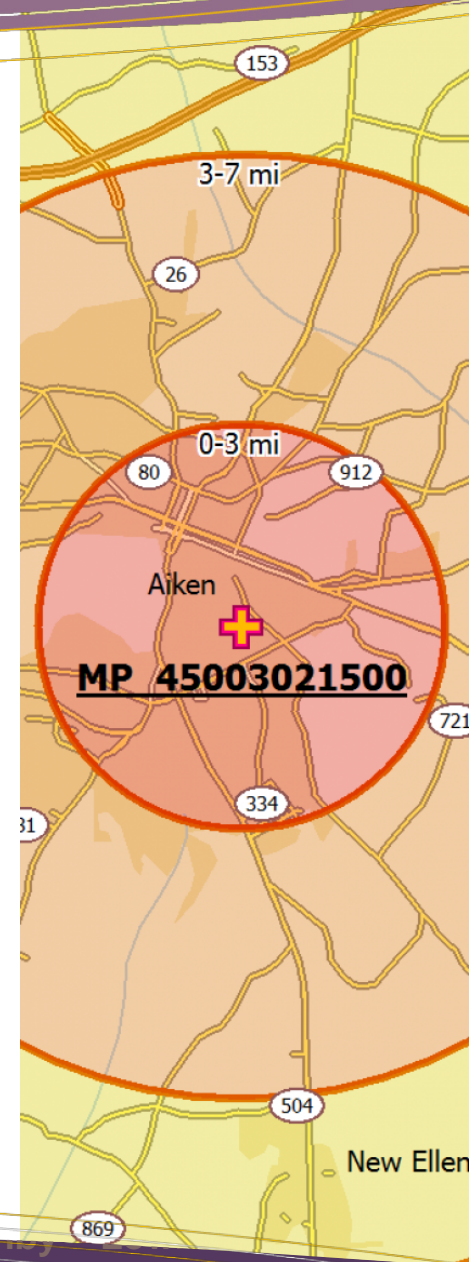
Issues for Your Consideration - continued

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 "Evangeliscope dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscope report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	11,511	100%	8,342	100%
AFFLUENT SUBURBIA	1,258	10.93%	893	10.7%
America's Wealthiest	190	1.65%	152	1.82%
Dream Weavers	214	1.86%	153	1.83%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	3	0.03%	2	0.02%
Enterprising Couples	106	0.92%	71	0.85%
Small Town Success	728	6.32%	504	6.04%
New Suburbia Fam.	17	0.15%	11	0.13%
UPSCALE AMERICA	2,599	22.58%	1,823	21.85%
Status Conscious Consumers	384	3.34%	269	3.22%
Affluent Urban Professionals	293	2.55%	237	2.84%
Urban Commuter Fam.	1,595	13.86%	1,071	12.84%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	327	2.84%	246	2.95%
SM TOWN SUCCESS	740	6.43%	736	8.82%
Successful Urban Sprawl	130	1.13%	246	2.95%
2nd City Homebodies	586	5.09%	92	1.1%
Prime Middle America	0	0%	382	4.58%
Urban Optimists	6	0.05%	0	0%
Family Convenience	18	0.16%	4	0.05%
Mid-Market Enterprise	0	0%	12	0.14%

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	11,511	100%	8,342	100%
BLUE COLLAR BACKBONE	49	0.43%	33	0.4%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	6	0.05%	4	0.05%
Small Town Endeavors	43	0.37%	29	0.35%
AMER. DIVERSITY	1,025	8.9%	719	8.62%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	23	0.2%	15	0.18%
Professional Urbanites	617	5.36%	446	5.35%
Urban Advancement	352	3.06%	237	2.84%
Amer. Great Outdoors	33	0.29%	21	0.25%
Mature America	0	0%	0	0%
METRO FRINGE	1,432	12.44%	972	11.65%
Steadfast Conservative	692	6.01%	474	5.68%
Moderate Conventionalists	669	5.81%	449	5.38%
Southern Blues	39	0.34%	27	0.32%
Urban Grit	0	0%	0	0%
Grass-Roots Living	32	0.28%	22	0.26%

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	11,511	100%	8,342	100%
REMOTE AMERICA	31	0.27%	18	0.22%
Hardy Rural Fam.	7	0.06%	4	0.05%
Rural Southern Living	24	0.21%	14	0.17%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,084	18.1%	1,557	18.66%
Young Cosmopolitans	369	3.21%	289	3.46%
Minority Metro Communities	1,602	13.92%	1,186	14.22%
Stable Careers	113	0.98%	82	0.98%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	53	0.46%	32	0.38%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	42	0.36%	0	0%
Comfy Country Living	11	0.1%	26	0.31%
Small Town Connections	0	0%	6	0.07%
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	11,511	100%	8,342	100%
STRUGGLING SOCIETIES	1,460	12.68%	989	11.86%
Rugged Southern Style	7	0.06%	4	0.05%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,453	12.62%	985	11.81%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	778	6.76%	570	6.83%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	366	3.18%	256	3.07%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	412	3.58%	314	3.76%
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?

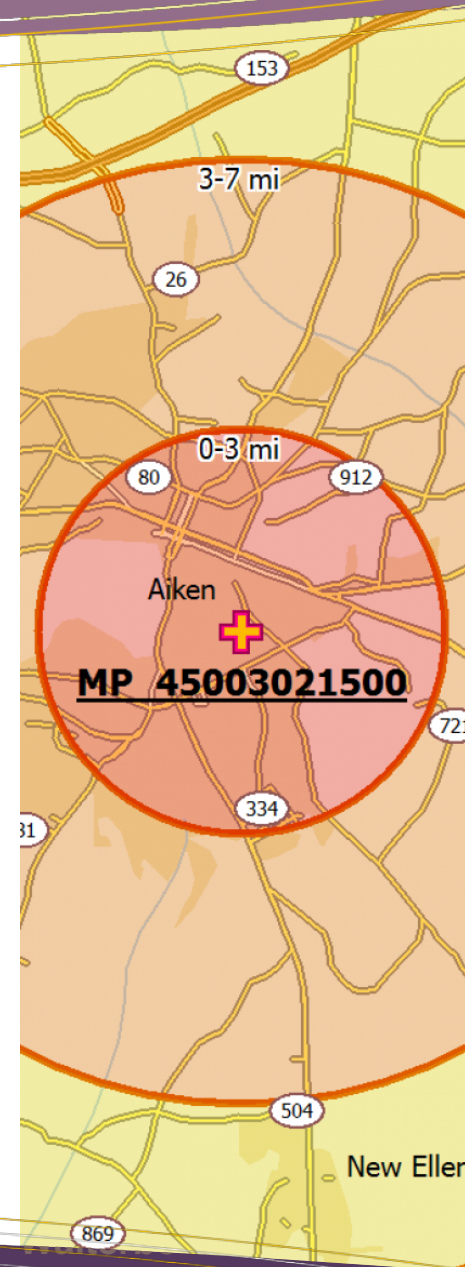
Potential Cultural Bridges

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	76%	77%	77%
Use Comp. for Internet/E-mail	59%	60%	59%
Internet Use: E-Mail	51%	51%	50%
Use Comp. for Word Processing	40%	40%	39%
Use Comp. for Comp. Games	38%	39%	39%
Use Comp. for Shopping	35%	36%	35%
Use Comp. for Education	33%	33%	33%
Use Comp. for Banking	32%	33%	32%
Use Comp. for Digital Camera	32%	33%	32%
Photo Editing			
HH Owns DVD Player	30%	30%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	29%	29%	29%
Internet Use: Banking	27%	27%	27%
Use Comp. for News/Info./Data	25%	25%	24%
Service			
PC-Network-HH Has One	20%	21%	21%
Use Comp. for Personal Financial	16%	16%	16%
Mngmnt			
Internet Use: Shopping: Gathered	15%	14%	13%
Info. for Shopping			
Use Comp. for Accounting	14%	15%	15%
Use Comp. for Filing/DB Mngmnt	14%	14%	13%
Internet Use: Research/ Education	13%	13%	12%
Internet Use: Read Magazines/	13%	12%	11%
Newspapers			

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	69%	68%	68%
Dining Out (Not Fast Food)	58%	58%	57%
Reading Books	56%	56%	55%
Card Games	41%	41%	41%
Go To A Beach/Lake	38%	37%	36%
Cooking for Fun	37%	37%	37%
Gardening	31%	33%	33%
Board Games	31%	31%	32%
Visit Museum	22%	22%	21%
Going To	20%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	39%	39%	39%
Dentist	30%	30%	29%
Eye Dr.	22%	22%	22%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	20%	20%	20%
None Of These	20%	19%	19%
High Cholesterol	19%	19%	19%
Any Arthritis	15%	15%	15%
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	31.13%	30.44%	29.44%
Live Theater	23.85%	23.62%	22.07%
Live Theater Most Often	19.25%	19.23%	18.04%
Rock/Pop Concerts Most Often	17.11%	15.99%	15.46%
Dance Performance	10.43%	9.98%	9.47%
Comedy Club	10.24%	10.08%	9.73%
Movies: Comedy	40.95%	40.99%	40.47%
Movies: Action/Adventure	40.3%	40.22%	39.87%
Movies: Drama	24.44%	23.83%	23.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.71%	21.87%	21.1%
Movies: Fam.	20.76%	21.38%	21.41%
Movies: Mystery	19.03%	18.8%	18.56%
MLB Baseball Reg. Season	8.9%	8.41%	7.67%
NFL Football Reg. Season	7.64%	7.22%	6.65%
College Football Reg. Season	7.32%	7.34%	6.86%
College Basketball Reg. Season	4.66%	4.87%	4.61%
NBA Basketball Reg. Season	4.62%	4.34%	3.95%
NHL Hockey Reg. Season	3.21%	2.95%	2.65%

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	42.12%	41.85%	40.81%
Swimming	31.4%	32.48%	32.26%
Bowling	20.34%	21.11%	21.38%
Billiards/Pool	18.43%	18.19%	18.2%
Weight Training	17.51%	17.39%	16.56%
Jogging/Running	16.68%	16.36%	15.73%
Basketball	15.11%	15.53%	15.6%
Using Cardio Machine	15.03%	14.78%	14.06%
Freshwater Fishing	14.45%	15.59%	16.76%
Golf	13.96%	14.35%	13.58%
Stationary Cycling	13.35%	12.84%	12.28%
Mountain/Road Biking	12.41%	12.48%	11.96%
Camping Trips	12.32%	12.41%	13.04%
Aerobics	11.47%	11.28%	10.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.48%	10.68%	10.88%
Football	10.22%	10.48%	10.59%
Backpacking/Hiking	9.62%	9.32%	9.1%
Yoga	8.27%	7.65%	7.29%
Volleyball	7.78%	7.94%	8.04%
Power Boating	7.66%	7.94%	7.67%
Tennis	7.64%	7.69%	7.36%
Softball	7.5%	7.47%	7.48%
Saltwater Fishing	7.04%	7.36%	7.62%
Soccer	6.9%	7.02%	7.04%
Canoeing/Kayaking	6.64%	6.36%	6.19%
Hunting	6.35%	6.92%	7.59%
Target Shooting	6.32%	6.85%	7.31%
Roller Skating	5.75%	5.38%	5.15%

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
Ice Skating	5.6%	5.51%	5.22%
Snorkeling	5.19%	5.04%	4.66%
Motorcycling	5.1%	5.34%	5.5%
Downhill & X-Country Skiing	5.07%	5.15%	4.76%
Jet Skiing	4.92%	4.59%	4.35%
Fly Fishing	4.41%	4.39%	4.46%
Horseback Riding	4.38%	4.79%	5.11%
Water Skiing	4%	3.98%	3.89%
Racquetball	3.7%	3.77%	3.77%
Snowboarding	3.67%	3.38%	3.2%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.5%	3.36%	3.27%
Sailing	3.46%	3.45%	3.26%
Rock Climbing	3.41%	3.22%	3.14%
Archery	3.38%	3.55%	3.59%
Skateboarding	3.31%	3.16%	3.12%
Snowmobiling	3.24%	3.22%	3.12%
Surfing & Windsurfing	3.14%	2.74%	2.56%
Martial Arts	3.1%	3.02%	2.88%
Rowing	2.77%	2.76%	2.66%
Auto Racing	2.69%	2.71%	2.92%

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.

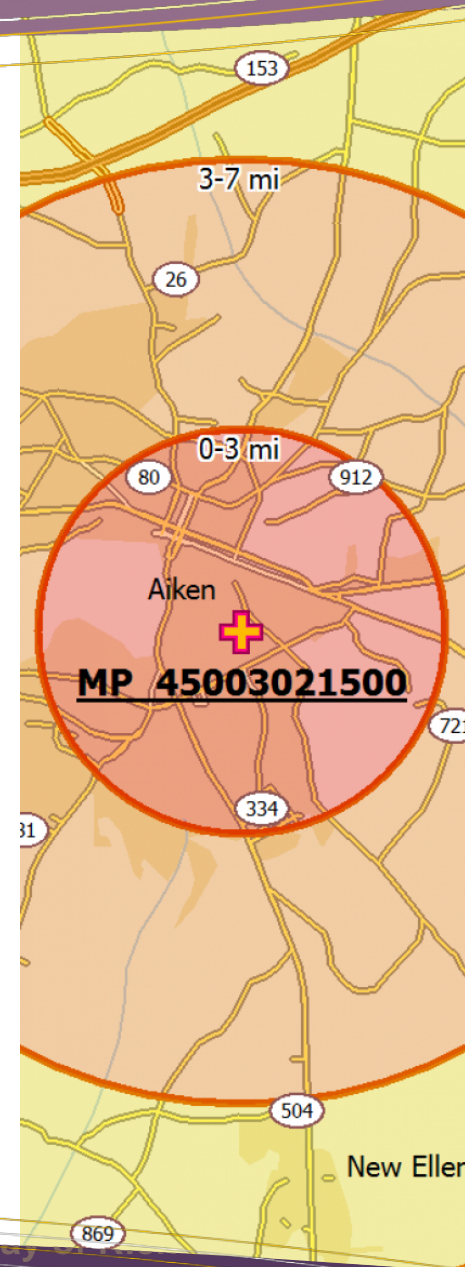
BIBLICAL BARRIERS

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.

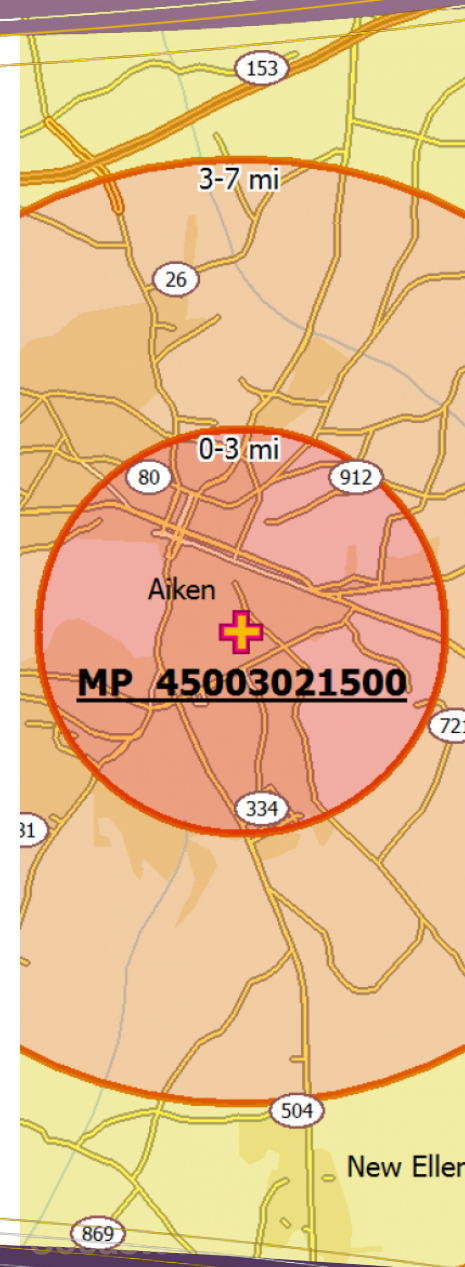
CULTURAL BARRIERS OF ACCEPTANCE

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.

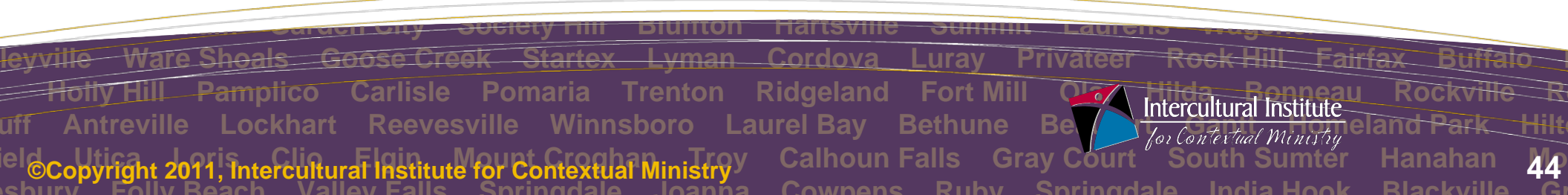


Potential Cultural Barriers:

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	52%	52%	51%
Speak My Mind Even If It Upsets People	37%	37%	37%
Find It Difficult To Say No To My Kids	37%	38%	38%
Prefer To Have Few Possessions As Possible	36%	35%	34%
Like Control Over People And Resources	34%	34%	35%
Woman's Place Is In The Home	33%	34%	34%
If Won Lottery Would Never Work Again	31%	30%	29%
Don't Judge People/Way They Live Life	30%	30%	30%
Like To Do Unconventional Things	27%	29%	30%
Friends More Important Than My Fam.	26%	25%	24%
Money Is Best Measure Of Success	25%	25%	25%
Too Much Sponsorship In Arts/Sports	24%	24%	24%

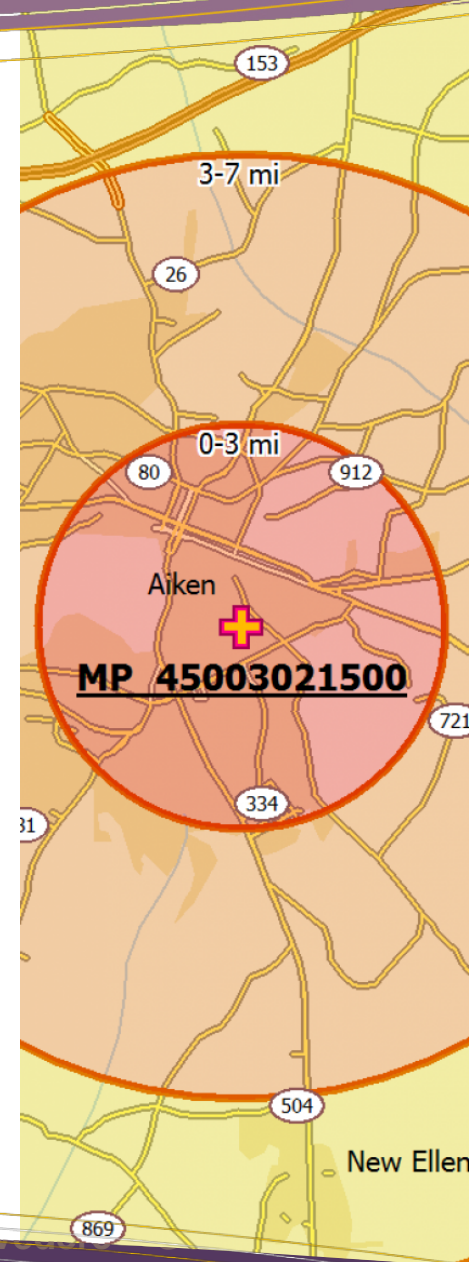
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	21%	21%	21%
I Am A Workaholic	20%	20%	19%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
We Should Strive for Equality for All	15%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



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.

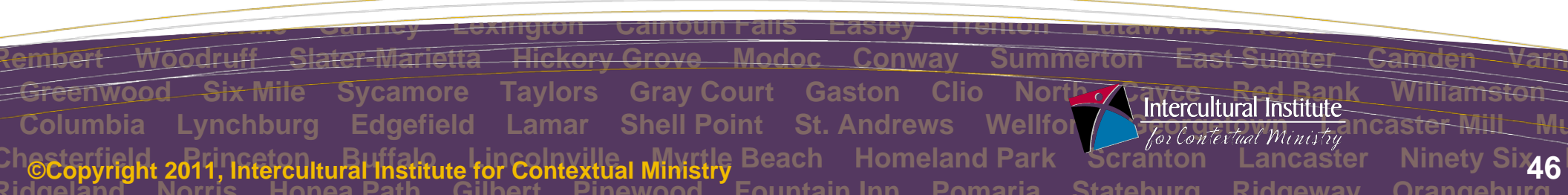


Potential Cultural Themes:

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.

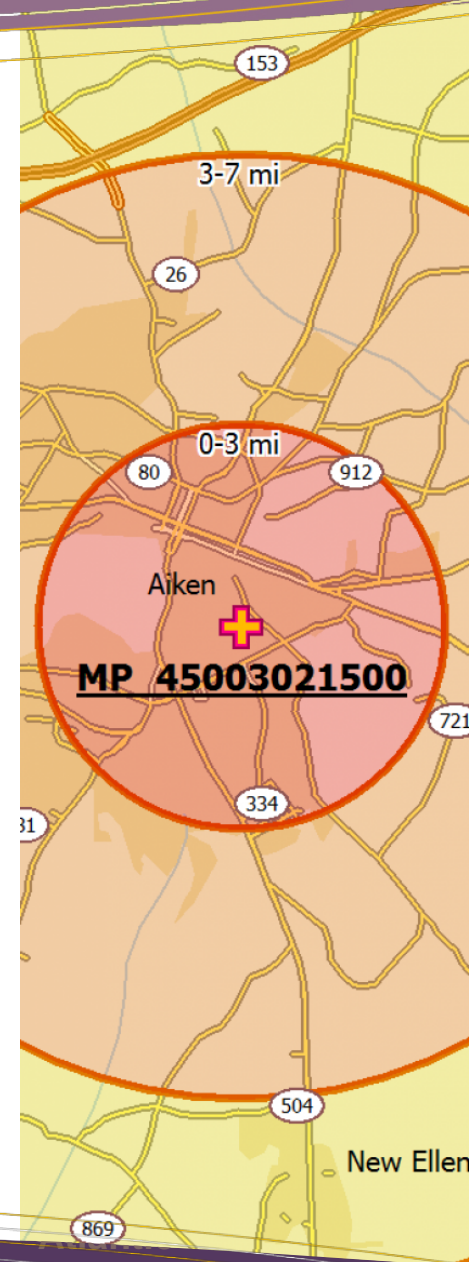
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	63%	64%	63%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	39%	39%	39%
Prefer To Have Few Possessions As Possible	36%	35%	34%
Prefer Work Part Of Team Than Alone	34%	35%	35%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	30%	30%	31%
Good At Fixing Things	28%	27%	27%
Have Keen Sense Of Adventure	28%	28%	27%
People Have To Take Me As They Find Me	25%	25%	24%
Like To Just Enjoy Life	23%	22%	22%
Consider Myself Interested In The Arts	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	20%	19%	19%
Looking for New Ideas To Improve Home	17%	17%	18%
Real Men Don't Cry	16%	16%	16%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	15%	14%	14%
Provide My Kids With The Little Extras	14%	14%	14%
Enjoy Spending Time With My Fam.	12%	12%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	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.



Snelling Society Hill Belton St. Andrews Westminster Watts Mills Wade Hampton Pageland Clarks Hill
Sumter Woodfield Shiloh Wellford Loris Hemingway St. Stephen Bluffton Monks Corner Awendaw Na
ams Duncan Oswego Winnsboro Paxville McConnells Lake View Cotta the Camp Minn Leslie Red H
ill Hampton Travelers Rest Abbeville Tatum Darlington Lake Secession Pomaria Pickens Salley Ridg
Ridgeville Quinby Ruby Troy Carlisle Millwood Waterloo Burnetown Dupean Wilkinson Heights Imma

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	84.83%	85.27%	85.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.27%	81.91%	82.04%
Houses-Visit Any			
McDonald's	55.04%	56.07%	56.62%
Burger King	36.87%	36.46%	36.89%
Wendy's	31.57%	31.57%	31.57%
Subway	30.74%	31.02%	31.2%
Kentucky Fried Chicken (KFC)	29.44%	29.41%	29.98%
Applebee's	29.31%	29.71%	29.87%
Taco Bell	27.51%	27.81%	28.19%
Pizza Hut	21.8%	21.97%	22.92%
Arby's	21.59%	21.89%	22.35%
Olive Garden	21.33%	21.22%	20.79%

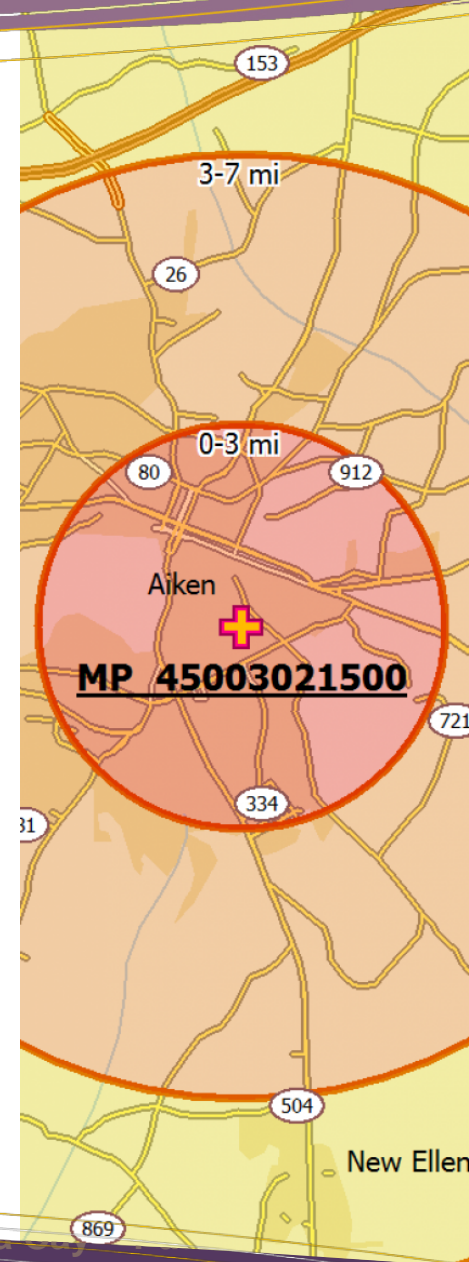
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.72%	17.69%	17.81%
Dairy Queen	16.56%	17.12%	17.79%
Outback Steakhouse	16.32%	16.04%	15.6%
IHOP (International House Of Pancakes)	15.56%	15.31%	15.07%
Starbucks	14.75%	14.47%	13.64%
Domino's Pizza	14.49%	14.58%	14.79%
Chick-Fil-A	14.47%	15.4%	15.39%
TGI Friday's	14.28%	13.76%	13.12%
Chili's Grill and Bar	14.27%	14.53%	14.11%
Cracker Barrel	13.64%	14.78%	15.57%
Dunkin' Donuts	12.94%	12.19%	11.66%
Sonic	12.49%	13.38%	14.41%

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.

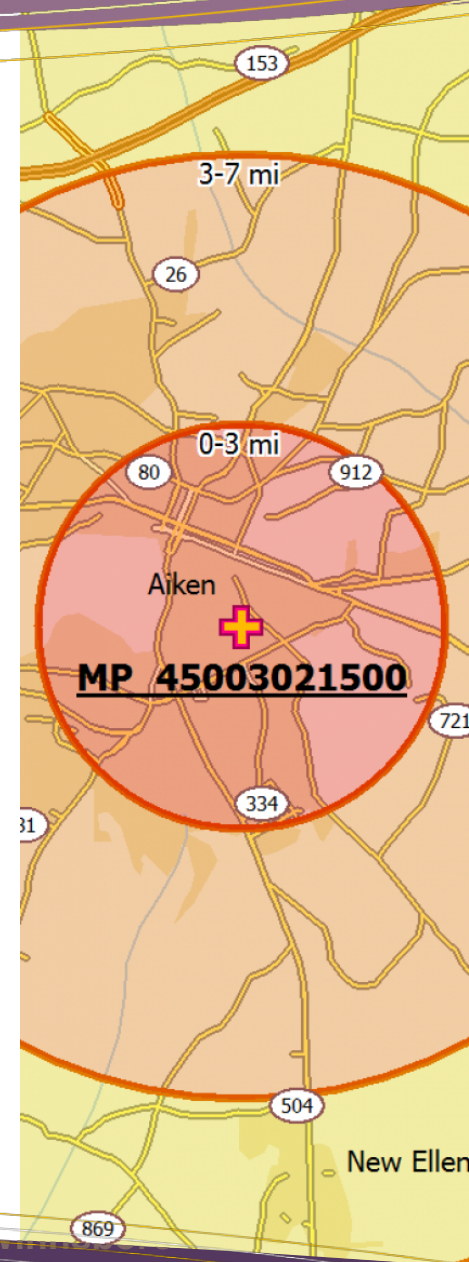
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	48.12%	47.89%	46.79%
Recycled products	35.44%	35.08%	33.65%
Worked as volunteer (non political)	17.28%	17.19%	16.6%
Engaged in fund raising	11.75%	11.76%	11.43%
Religious club member	8.03%	8.11%	8.05%
Wrote to elected offcl about publ bus	6.43%	6.38%	6%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.92%	5.79%	5.65%
Church Board	5.66%	5.69%	5.72%
Took active part in local civic issue	5.62%	5.52%	5.29%
Charitable Organization	5.47%	5.62%	5.45%
Union member	5.32%	5.27%	5.25%
Addressed a public meeting	5.04%	5.09%	4.93%

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	18.27%	18.06%	17.21%
Children's Books	13.91%	13.96%	13.64%
Mystery	11.72%	11.75%	11.49%
Cookbooks	10.85%	10.48%	10.18%
Religious (not Bibles)	9.43%	9.45%	9.46%
Personal/Business	7.49%	7.24%	6.91%
Self-help			
Biography	7.38%	7.22%	6.81%
History	7.33%	7.34%	7.02%
Romance	7.04%	7.03%	6.99%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	70.43%	69.58%	67.96%
Gen. Editorial	51.16%	50.7%	49.92%
Womens	44.88%	44.41%	43.9%
Service	35.07%	35.53%	35.07%
Business/Finance	22.22%	21.92%	20.58%
Mens	19.58%	19.1%	18.8%
Sports	16.04%	15.75%	15.16%
Music	14.44%	13.88%	13.85%
Parenthood	14.18%	14.03%	13.9%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	54.62%	54.4%	53.93%
Sport	32.19%	32.15%	31.73%
Classified	31%	30.92%	31.67%
Business/Finance	30.7%	30.51%	29.18%
Editorial Page	29.74%	29.79%	29.51%
Movie Listings & Reviews	26.57%	25.97%	25.16%
Comics	26.31%	26.06%	26.1%
Food/Cooking	25.7%	25.54%	25.25%
TV/Radio Listings	23.95%	23.93%	23.68%
Home/Gardening	21.37%	21.55%	21.21%
Travel	20.72%	20.5%	19.65%
Science/Technology	18.19%	17.92%	17.32%
Fashion	16.06%	15.92%	15.51%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	23.56%	22.57%	22.13%
CHR Contemp Hit Radio	17.46%	17.23%	17.22%
Adult Contemporary	16.66%	16.34%	15.93%
Country	14.65%	15.95%	17.46%
News/Talk	12.74%	12.3%	11.31%
Oldies	11.26%	11.12%	10.76%
Rock	10.69%	10.37%	10.14%
Alternative	9.94%	9.13%	8.33%
Variety	9.9%	9.37%	8.97%
Classic Rock	8.91%	8.71%	8.45%
Jazz	8.42%	8.23%	7.92%
All News	7.38%	7.79%	7.12%
Soft Contemporary	6.95%	6.85%	6.44%
Religious	6.17%	6.28%	6.27%
All Talk	4.88%	4.92%	4.5%
Gospel	4.49%	4.58%	4.82%
Sports	4.48%	4.45%	4.09%
Classical	4.28%	4.11%	3.73%



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	64.62%	64.76%	64.17%
Soapnet	52.05%	52.01%	51.64%
Satellite Dish	51.45%	53.06%	53.13%
Other Video-On-Demand	43.82%	44.16%	44.53%
Comedy Central	36.32%	34.79%	32.57%
Sci-Fi Channel	36.13%	36.62%	36.63%
MSNBC	34.47%	34.31%	33.97%
Adult Pay Per View TV	34.14%	34.45%	34.21%
Subscribe Digital Cable	30.15%	30.7%	30.8%
TV Info From Sunday TV Magazine	29.24%	29.89%	29.67%
Nickelodeon	27.8%	27.89%	27.75%
ABC Fam.	27.38%	26.33%	24.79%

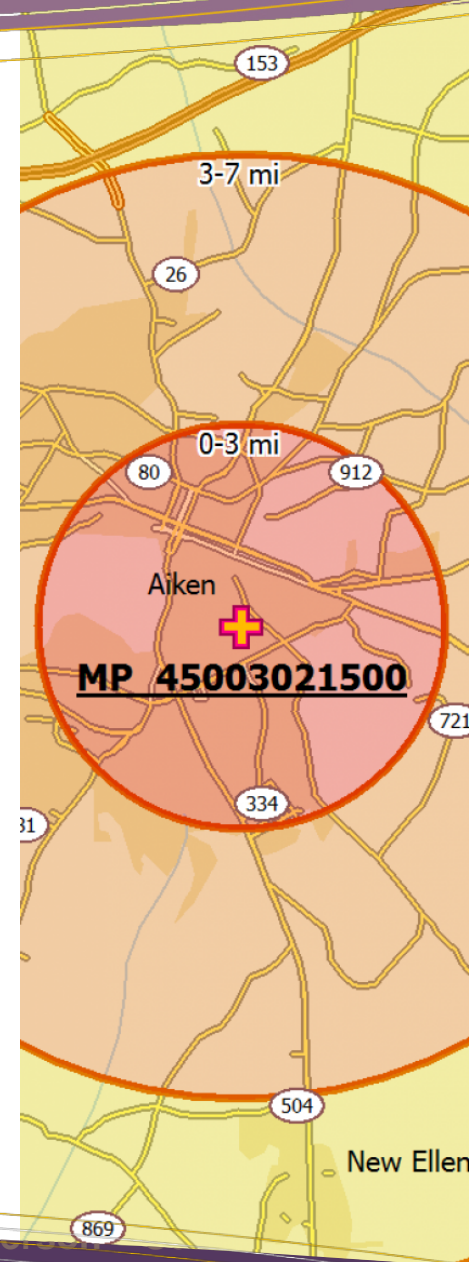
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	27.27%	27.13%	26.27%
TCM (Turner Classic Movies)	26.72%	26.52%	25.91%
ESPN2	26.55%	25.04%	23.62%
Adult Swim	26.47%	26%	25.37%
TV Info From Newspapers	26.39%	26.61%	26.45%
The Golf Channel	26.31%	25.67%	24.52%
Nick At Nite	26%	25.81%	25.59%
BET (Black Entertainment TV)	25.94%	24.81%	23.87%
ESPN Classic	25.56%	23.96%	22.02%
USA Network	25.03%	25.22%	24.71%
TV Info From Monthly Cable Guide	24.51%	24.34%	24.35%
Video-On-Demand Movies	22.82%	22.78%	21.93%

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+)	20.65%	20.44%	19.68%
Medium Users (4-6)	10.88%	10.72%	10.35%
Light Users (1-3)	20.04%	19.82%	19.58%
Quintiles (20%)			
Newspaper I (Heavy)	1.56%	1.25%	1.22%
Newspaper II	1.54%	1.43%	1.45%
Newspaper III	2%	2%	1.96%
Newspaper IV	0.42%	0.47%	0.51%
Newspaper V (Light)	1.13%	1.04%	1%

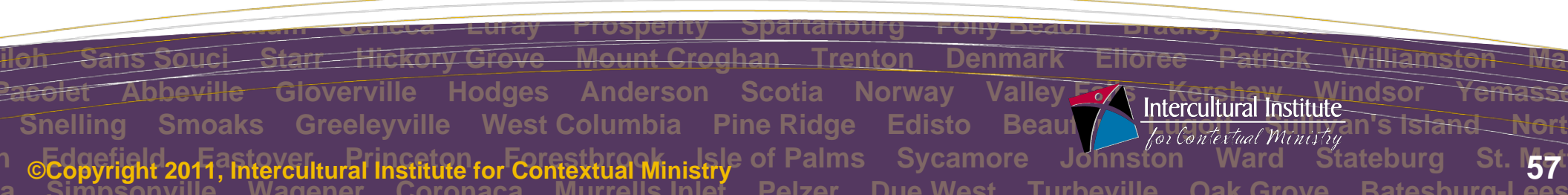
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.29%	19.73%	19.78%
Magazines II	9.06%	8.9%	8.85%
Magazines III	9.71%	9.84%	9.83%
Magazines IV	11.84%	12.13%	12.28%
Magazines V (Light)	0.75%	0.77%	0.77%
Outdoor I (Heavy)	8.21%	7.81%	7.56%
Outdoor II	3.98%	3.68%	3.51%
Outdoor III	4.02%	4.04%	4.03%
Outdoor IV	15.89%	15.95%	16.47%
Outdoor V (Light)	25.65%	25.52%	25.28%
Yellow Pages I (Heavy)	15.13%	15.19%	15.61%
Yellow Pages II	7.76%	7.4%	7.2%
Yellow Pages III	7.64%	7.13%	6.96%
Yellow Pages IV	22%	22.2%	22.85%
Yellow Pages V (Light)	4.13%	3.98%	4.07%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.93%	2.84%	2.86%
Drive Time III (Medium)	0.59%	0.7%	0.7%
Radio IV & V (Light)	2.85%	2.53%	2.49%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.4%	9.97%	10.03%
Radio III (Medium)	4.25%	4.44%	4.47%
Radio IV & V (Light)	3.8%	3.67%	3.6%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	15.33%	14.6%	14.06%
Cable III (Medium)	4.56%	4.67%	4.79%
Cable IV & V (Light)	36.37%	35.99%	36.14%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.46%	3.56%	3.68%
Prime Time III (Medium)	1.7%	1.68%	1.75%
Prime Time IV & V (Light)	8.51%	8.75%	8.75%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.36%	40.37%	40.39%
Fringe III (Medium)	51.52%	52.17%	53.09%
Fringe IV (Light)	54.12%	54.94%	55.7%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.44%	14.34%	14.42%
All Day III (Medium)	24.22%	24.01%	24.16%
All Day IV (Light)	16.82%	16.27%	15.79%



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]	12.8%	12.29%	12.09%
6:00am - 10:00am	19.25%	18.3%	17.19%
10:00am - 3:00pm	10.33%	9.6%	8.97%
3:00pm - 7:00pm	14.74%	14.61%	14.25%
7:00pm - Midnight	15.51%	14.64%	13.98%
Midnight - 6:00am	8.27%	7.43%	6.94%
Weekend Radio			
Listeners			
Dayparts [summary]	15.32%	15%	14.81%
6:00am - 10:00am	4.28%	4.19%	4.05%
10:00am-3:00pm	6.96%	6.55%	6.01%
3:00pm - 7:00pm	8.02%	7.69%	7.43%
7:00pm - Midnight	10.59%	10.48%	10.08%
Midnight - 6:00am	14.39%	13.43%	12.73%

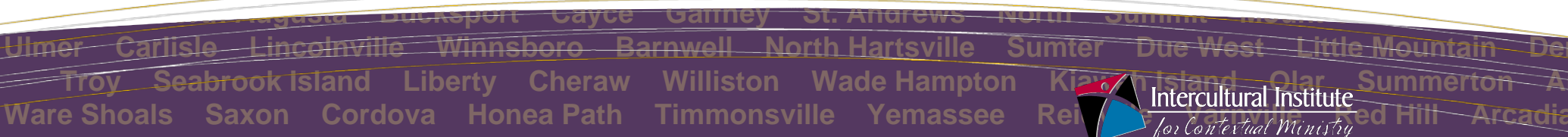
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.47%	8.54%	8.06%
Saturday: 8:00-11:00pm	8.74%	8.58%	8.51%
Sunday: 7:00-11:00pm	10.05%	10.24%	9.98%
9:00am-1:00pm	26%	25.81%	25.59%
9:00am-4:00pm	30.43%	29.89%	29.6%
4:00pm-7:00pm	32.91%	32.18%	31.13%
11:00pm-1:00am	43.21%	42.97%	42.64%
AVG Prime time	4.58%	4.28%	4.15%
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	19.11%	18.24%	17.37%
7-9am	26.55%	25.04%	23.62%
9am-12noon	20.34%	20.76%	20.79%
12noon-4pm	10.09%	9.13%	8.8%
4-6pm	54.35%	53.19%	51.09%
6-7pm	19.19%	18.48%	18.28%
7-7:30pm	2.57%	1.94%	1.78%
7:30-8pm	11.21%	11.09%	11.37%
8-11pm	8.47%	8.54%	8.06%
11pm-12am	34.47%	34.31%	33.97%
11pm-1am	43.21%	42.97%	42.64%
1-6am	35.97%	34.69%	32.98%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.61%	19.64%	19.05%
Sat: 10am-1pm	8.5%	8.75%	8.57%
Sat: 1-4pm	26.1%	25.82%	25.57%
Sat: 4-6pm	7.57%	7.47%	7.44%
Sat: 6-7pm	2.22%	2.11%	2.02%
Sat: 7-8pm	1.37%	1.25%	1.15%
Sat: 8-11pm	8.74%	8.58%	8.51%
Sat: 11pm-1am	6.38%	6.13%	5.9%
Sat: 1am-7pm	25.03%	25.22%	24.71%
Sun: 7-10am	2.57%	2.3%	2.25%
Sun: 10am-1pm	6.57%	6.54%	6.5%
Sun: 1-4pm	5.86%	6.09%	6.07%
Sun: 4-7pm	12.9%	13.21%	13.1%
Sun: 7-11pm	10.05%	10.24%	9.98%
Sun: 11pm-1am	5.44%	5.42%	5.3%
Sun: 1-7am	21.48%	21.9%	21.66%



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*

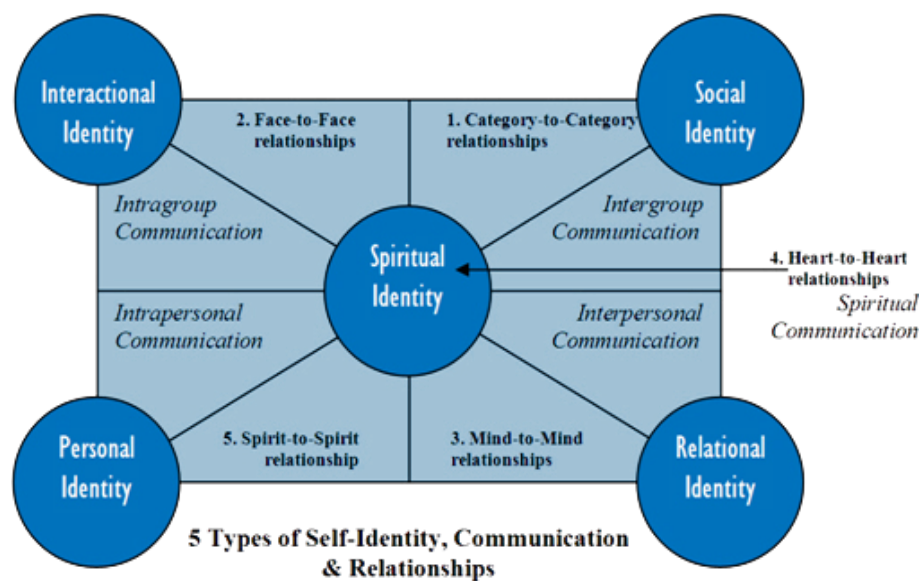


Establishing Redemptive Relationships

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.

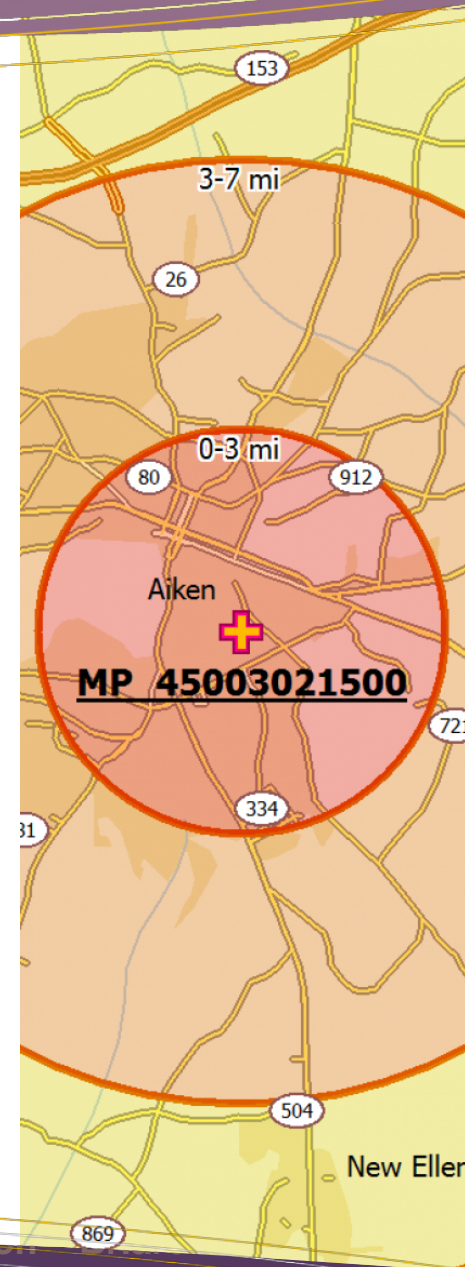


Your MissionSite and the Missional Suite

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.

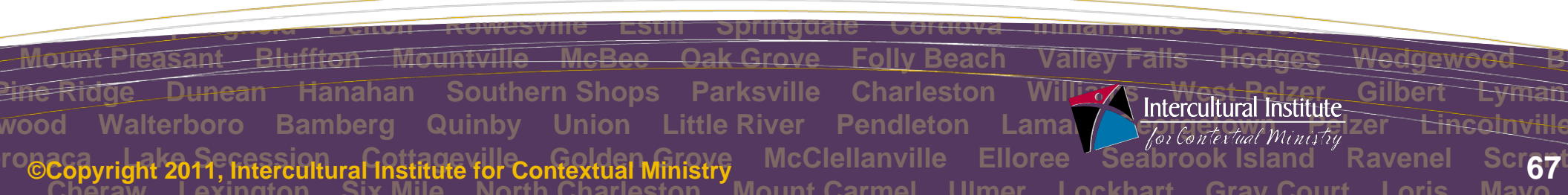
APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Solid Rock	3079 Old Powderhouse Rd Aiken, SC 29803	1.16 mi	0	
2	Millbrook	223 S. Aiken Blvd Aiken, SC 29803	1.24 mi	0	
3	Iglesia Bautista Cristo te Ama	139 Marion St SE Aiken, SC 29801	1.30 mi	0	
4	Levels	2456 Levels Church Rd Aiken, SC 29801	1.56 mi	0	
5	Aiken First	PO Box 3157 Aiken, SC 29802	1.80 mi	0	
6	South Aiken	980 Dougherty Rd Aiken, SC 29803	2.10 mi	0	
7	Town Creek	250 Town Creek Rd Aiken, SC 29803	2.83 mi	0	
8	Memorial	3100 Vaucluse Rd Aiken, SC 29801	3.00 mi	0	
9	Redds Branch	390 Redds Branch Rd Aiken, SC 29801	3.10 mi	0	
10	River of Life Church	1411 Columbia Hwy N Aiken, SC 29801	3.17 mi	0	
11	Trolley Station Church	1833 Dibble Road Aiken, SC 29801	3.22 mi	0	
12	Highland Pines	1530 Hampton Ave NW Aiken, SC 29801	3.49 mi	0	
13	Cedar Creek	3001 Banks Mill Rd Aiken, SC 29803	3.86 mi	0	
14	Montmorenci	PO Box 117 Montmorenci, SC 29839	4.11 mi	0	
15	Cornerstone	100 Cornerstone Dr Aiken, SC 29801	4.38 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Bethel	PO Box 2168 Aiken, SC 29802	4.67 mi	0	
17	Couchton	3171 Wagener Rd Aiken, SC 29801	4.74 mi	0	
18	Talatha	361 Talatha Church Rd Aiken, SC -2980	4.87 mi	0	
19	Stiefeltown	143 Springwood Loop Warrenville, SC 29851	5.28 mi	0	
20	Howlandville	316 Howlandville Rd Warrenville, SC 29851	5.46 mi	0	
21	East Side	3351 Wagener Road Aiken, SC 29801	5.53 mi	0	
22	Warrenville First	PO Box 338 Warrenville, SC 29851	5.95 mi	0	
23	Lighthouse	2086 Columbia Hwy N Aiken, SC 29805	6.16 mi	0	
24	Clear Water Branch	751 Wire Rd Aiken, SC 29805	6.25 mi	0	
25	Graniteville First	PO Box 119 Graniteville, SC 29829	6.31 mi	0	
26	Good Hope	2118 Silver Bluff Road Aiken, SC 29803	6.48 mi	0	
27	Calvary	PO Box 96 Graniteville, SC 29829	6.77 mi	0	
28	Pine Forest	PO Box 97 Langley, SC 29834	7.04 mi	0	
29	Southside	PO Box 517 Gloverville, SC 29828	7.25 mi	0	
30	Gloverville First	PO Box 157 Gloverville, SC 29828	7.35 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Darien	PO Box 523 Montmorenci, SC 29839	7.38 mi	0	
32	Hillview	1974 Jefferson Davis Hwy Graniteville, SC 29829	7.46 mi	0	
33	Vaucluse First	PO Box 26 Vaucluse, SC 29850	7.92 mi	0	
34	Foreman Memorial	207 Smith Ave New Ellenton, SC 29809	8.13 mi	0	
35	Shiloh	3925 Shiloh Church Rd Aiken, SC 29805	8.28 mi	0	
36	Chime Bell	1013 Chime Bell Church Road Aiken, SC 29803	8.30 mi	0	
37	Mid-Valley	PO Box 1323 Langley, SC 29834	8.31 mi	0	
38	Langley First	PO Box 321 Langley, SC 29834	8.39 mi	0	
39	Shaws Fork	1085 Shaws Fork Rd Aiken, SC 29805	8.42 mi	0	
40	Believer's Worship Center	PO Box 634 Langley, SC 29834	8.46 mi	0	
41	Burnettown First	PO Box 322 Langley, SC 29834	8.91 mi	0	
42	Corinth	PO Box 454 New Ellenton, SC 29809	9.50 mi	0	
43	Central	1652 Wire Rd Aiken, SC 29805	9.56 mi	0	
44	Little Horse Creek	PO Box 156 Graniteville, SC 29829	9.81 mi	0	
45	Hollow Creek	84 Aspen Ct Aiken, SC 29803	9.97 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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