

MissionSite

top unreached locations



GREENVILLE, SC

CENSUS TRACT: 45045001806

REGION: Upstate Region

ASSOCIATION: Greenville County

COUNTY: Greenville

SITESCAPE: Suburbscape

DENSITY PATTERN: M

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:



Intercultural Institute
for Contextual Ministry



**South Carolina
Baptist Convention**

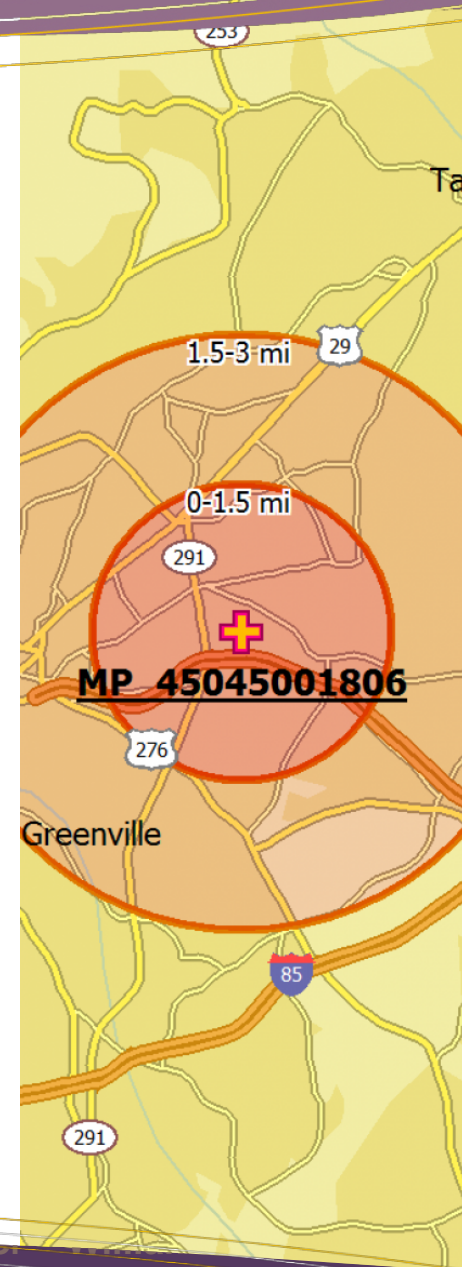
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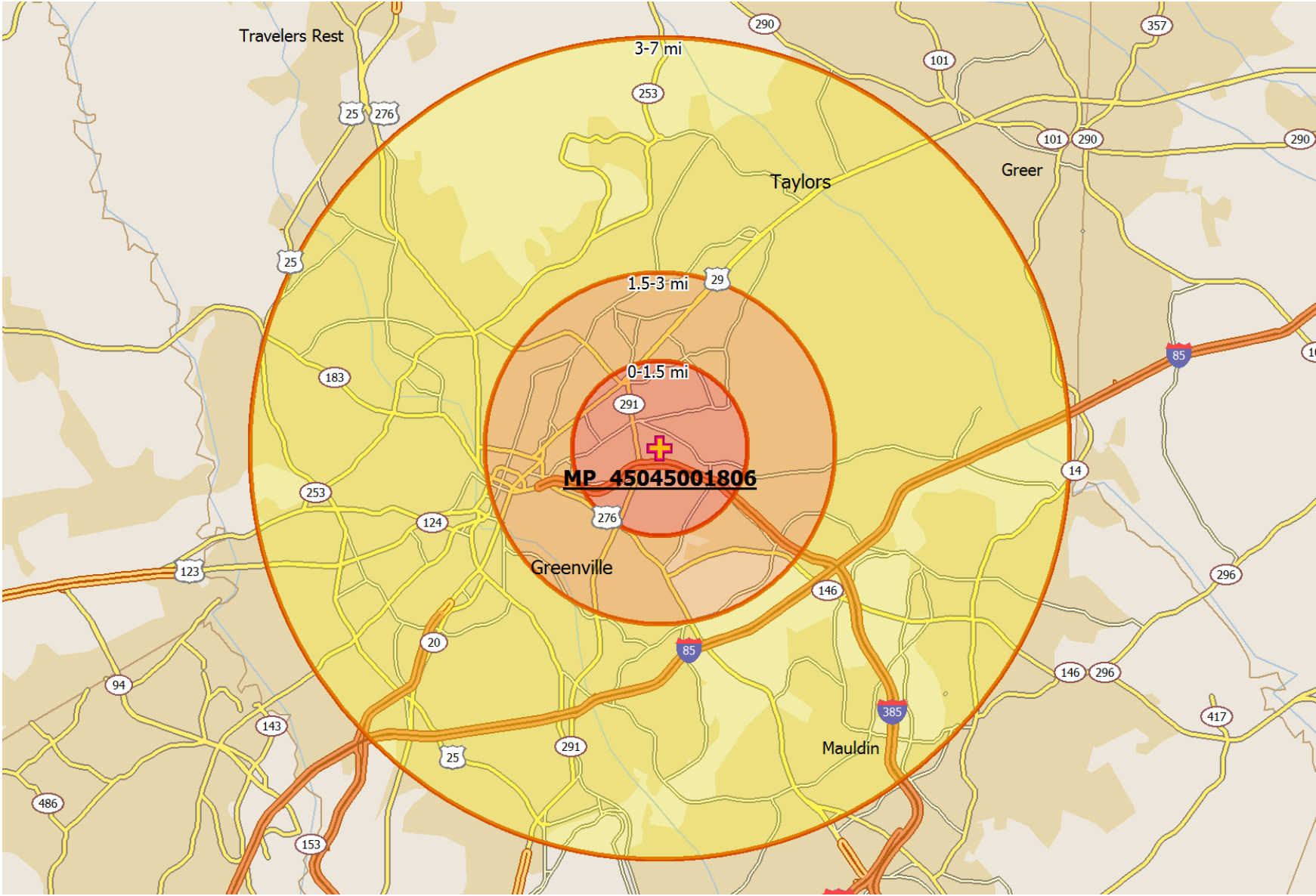
Site Location Summary

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 0-1.5 mile, 1.5-3 mile, and 3-7 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	4501	Upstate Region
2	Association	45AUN	Greenville County
3	County Location	45045	Greenville
4	Zipcode	29615	Greenville
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	M	100000-250000-100000



Site Location Summary - Map of the Site Location



Summit Simpsonville Waterloo Bluffton Tatum Utica Port Royal Dentsville Olanda Clarks Hill Promise
Red Bank Pawleys Island Great Falls Fairfax East Sumter Princeton Garden City Springfield Ariel Bown
West Pelzer St. Matthews West Union Orangeburg Pinewood Mayesville Greer Greenville Pomaria R
Tega Cay Piedmont Lyman Camden Pine Ridge Dalzell Columbia McClellanville Awendaw Welcome Ell
Homeland Park Manning North Hartsville North Augusta Society Hill Sullivan's Island Timmons ville Ly

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	19,306	43,484	202,246
2010 Households	7,933	18,742	77,562
2010 Group Quarters Population	2,804	1,334	4,143

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	55	59	45
Language Diversity National Index	51	36	36
Foreign Born Diversity National Index	69	49	38
Ancestry Diversity National Index	59	46	57
Racial Diversity National Index	57	57	46

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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	617	7.78%
Mainstay Communities	Established, Diverse Households	321	4.05%
Working Communities	Blue-collar, Working Families	1,086	13.69%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	5,131	64.68%
Urban Communities	High Density, Inner-city Neighborhoods	778	9.81%

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	120,832	5,784	4.79%
Unreached %	69.11%	72.91%	105.49
Religious But NOT Evangelical HH	32,064	1,353	4.22%
Religious But NOT Evangelical %	18.34%	17.05%	93
Spiritual But NOT Relig or Evang HH	17,964	999	5.56%
Spiritual But NOT Relig or Evang %	10.27%	12.59%	122.53
Not Evangelical, Not Interested HH	71,171	3,433	4.82%
Not Evangelical, Not Interested %	40.71%	43.28%	106.31



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	207	22	10.63%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	27,088	3,812	14.07%
Active Evangelical Percent	15.49%	14.29%	92.24
Inactive Evangelical Households	26,917	3,787	14.07%
Inactive Evangelical Percent	15.40%	14.20%	92.22
# 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	White Oak	1.29 mi
2	Airport	1.30 mi
3	Overbrook	1.32 mi
4	Edwards Road	1.69 mi
5	East Park	1.91 mi
6	East North Street	1.92 mi
7	Sanctuary	1.94 mi
8	New Covenant Christian Fellowship of Greenville	1.97 mi
9	Laurel	2.02 mi
10	Chinese Mission	2.02 mi
11	Pelham Road	2.06 mi
12	Greenville First Korean	2.16 mi
13	Northgate	2.25 mi
14	Hampton Heights	2.31 mi
15	Connection Fellowship	2.53 mi

	CHURCHES	DIST.
16	Roper Mountain	2.53 mi
17	Rutherford Road	2.59 mi
18	Greenville First	2.78 mi
19	Eastlan	2.81 mi
20	Earle Street	2.82 mi
21	Vietnamese Blessings	2.82 mi
22	Second	2.94 mi
23	Downtown	3.01 mi
24	Origins	3.14 mi
25	Park Place	3.17 mi
26	Piedmont Park	3.18 mi
27	Edgewood	3.18 mi
28	David Street	3.29 mi
29	Poe	3.44 mi
30	Lee Road	3.47 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.

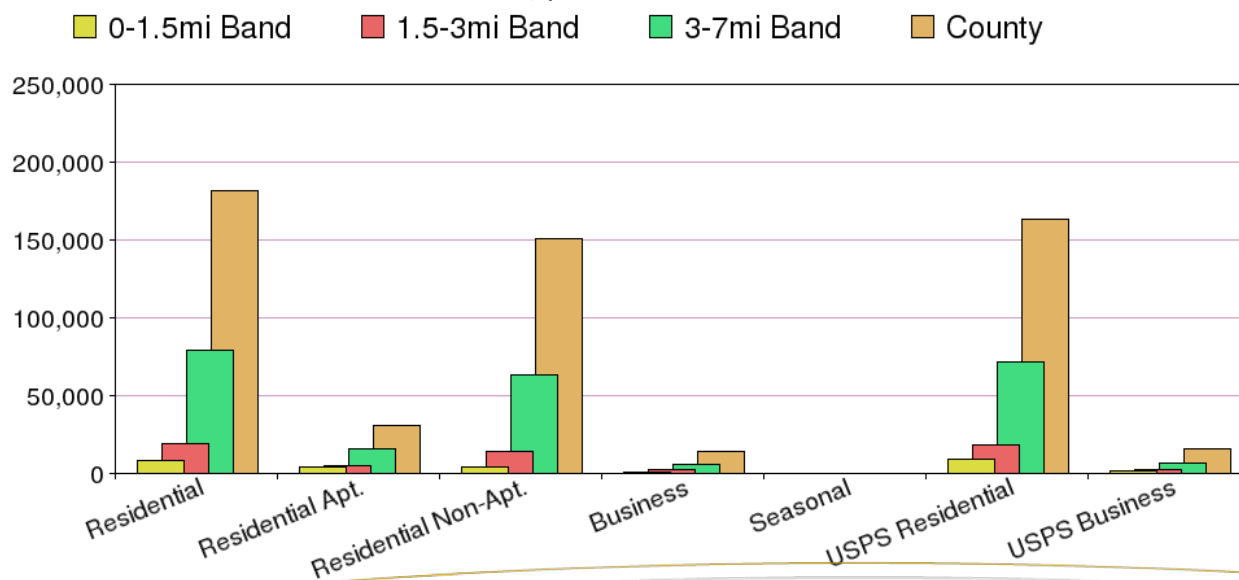
Current Demographic Summary

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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	320,063	18,563	5.8%
2000 Population	379,616	18,426	4.85%
2010 Population	461,530	19,306	4.18%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	122,839	7,297	5.94%
2000 Households	149,556	7,793	5.21%
2010 Households	174,837	7,933	4.54%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	8,473
Residential Apt.	4,319
Residential Non-Apt.	4,154
Business	1,144
Seasonal	0
USPS Residential	8,988
USPS Business	1,492

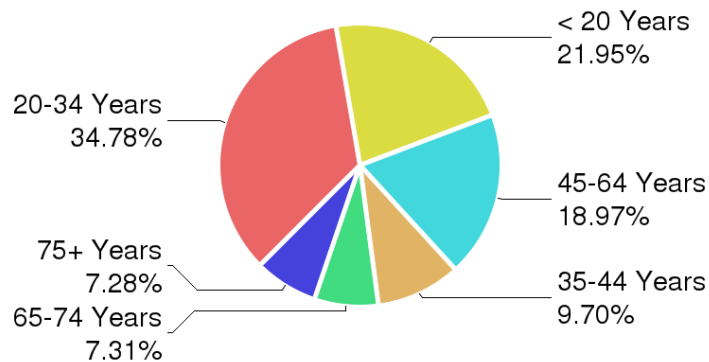
Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	3.84%	68.09
4-5 Years	2.79%	1.54%	55.2
6-8 Years	4.16%	2.32%	55.77
9-11 Years	4.03%	2.25%	55.83
12-13 Years	2.62%	1.46%	55.73
14-17 Years	5.26%	4.43%	84.22
18-19 Years	2.61%	6.1%	233.72
0-5 Years	8.44%	5.38%	63.74
6-12 Years	9.51%	5.29%	55.63
13-19 Years	9.18%	11.27%	122.77
< 20 Years	27.13%	21.94%	80.87
20-34 Years	19.73%	34.76%	176.18
35-44 Years	13.95%	9.7%	69.53
45-64 Years	26.06%	18.96%	72.76
65-74 Years	7.32%	7.31%	99.86
75+ Years	5.81%	7.28%	125.3
Median Age	37	40	106.73
Median Age (Male)	36	38	104.74
Median Age (Female)	39	42	109.31

Age Group Percentages

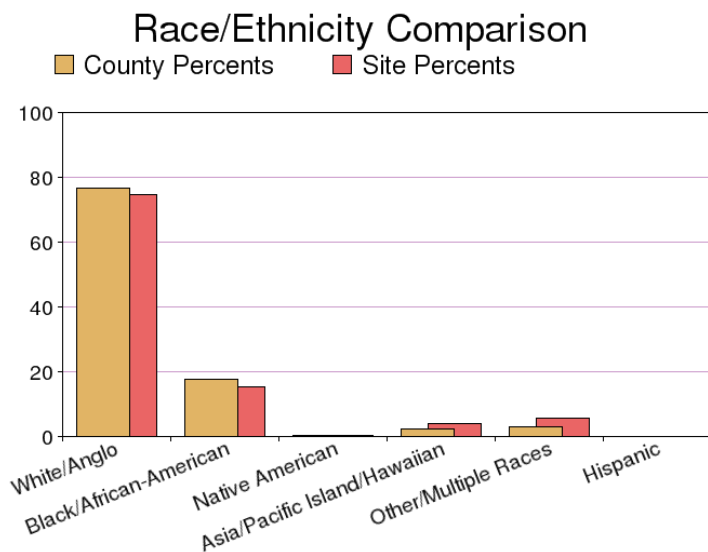


Current Demographic Summary

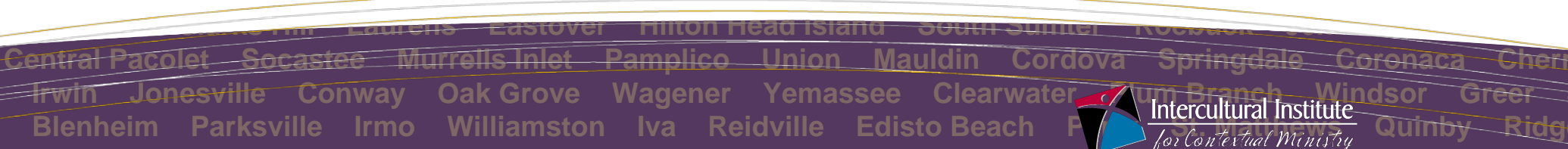
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.51%	74.66%	97.59
Black, African-American	17.67%	15.46%	87.48
Native American	0.48%	0.4%	83.51
Asian	2.12%	3.73%	175.53
Pacific Island, Hawaiian	0.09%	0.23%	241.81
Other/Multiple Races	3.12%	5.53%	177.12
Hispanic	0%	15.62%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	306,323	11,563	
Less than 9th Grade	6.12%	3.72%	164.49
No High School Diploma	10.31%	5.82%	177.13
High School Graduate	28.75%	21.29%	135.02
Some College, no degree	18.06%	20.95%	86.18
Associate Degree	7.48%	8.03%	93.23
College Degree	19.71%	25%	78.84
Graduate/Prof. degree	9.57%	15.19%	63.03



Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	7.11%	6.95%	123.06
\$10,000 to \$19,999	12.42%	14.46%	116.4
\$20,000 to \$29,999	11.88%	15.53%	130.78
\$30,000 to \$49,999	20.36%	24.59%	120.8
\$50,000 to \$59,999	8.05%	9.78%	121.49
\$60,000 to \$69,999	7.1%	4.94%	69.58
\$70,000 to \$79,999	6.21%	4.2%	67.6
\$80,000 to \$89,999	5.02%	3.61%	71.8
\$90,000 to \$99,999	3.56%	2.7%	75.87
\$100,000 to \$124,999	7.85%	5.61%	71.43
\$125,000 to \$149,999	3.6%	2.51%	69.75
\$150,000 to \$199,999	3.57%	3.01%	84.43
\$200,000 to \$249,999	1.08%	0.45%	42.09
\$250,000 or more	2.2%	1.64%	74.42
Median Household	48,042	40,301	83.89
Average Household	65,553	57,961	88.42
Per Capita Household	25,535	24,261	95.01
Family/Non-Family Household Income			
Median Family Income	61,014	57,878	94.86
Average Family Income	79,203	76,293	96.33
Median Non-Family Income	29,974	32,854	109.61
Average Non-Family Income	40,019	35,777	89.4



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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	65.16%	44.14%	67.74
Families with Children	31.22%	17.5%	56.04
Families without Children	33.94%	26.65%	78.51
Non-Family Households			
% Non-Family Households	34.84%	55.86%	160.34
Non-Families with Children	0.22	0.1	46.64
Non-Families without Children	34.62	55.75	161.05
Housing Units			
			Index
Total Housing Units	195,142	9,010	
Vacant percent	10.41%	11.95%	114.88
Owned percent	60.74%	31.85%	52.44%
Rented Percent	28.85%	56.19%	194.77
Households by Size			
			Index
Avg household size	2.58	2.08	80.62
Avg family hh size	3.31	3.09	93.35
Avg non-family hh size	1.20	1.28	106.67
Households By Count of Persons			
			Percent
One	53,735	3,770	7.02%
Two	46,545	2,083	4.48%
Three or Four	55,998	1,554	2.78%
Five+	18,559	526	2.83%

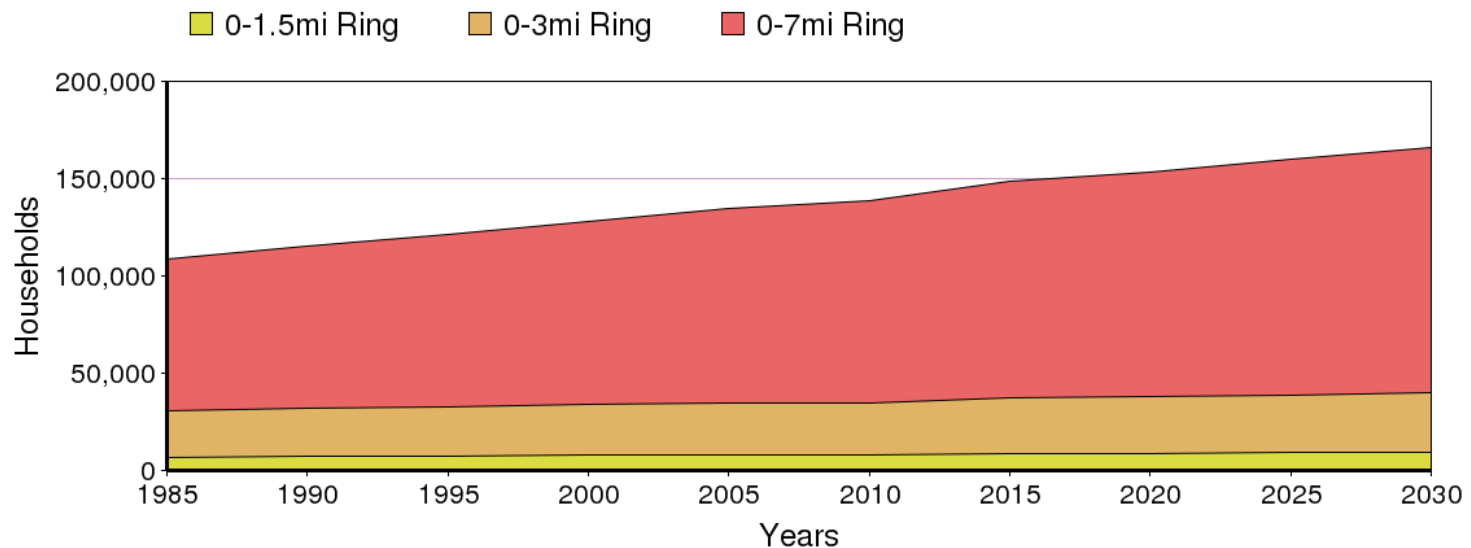
Projected Demographic Summary

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 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	320,063	18,563	5.8%
2000 Population	379,616	18,426	4.85%
2010 Population	461,530	19,306	4.18%
2015 Population	512,010	21,726	4.24%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	122,839	7,297	5.94%
2000 Households	149,556	7,793	5.21%
2010 Households	174,837	7,933	4.54%
2015 Households	187,962	8,777	4.67%

Household Change from 1985 to 2030



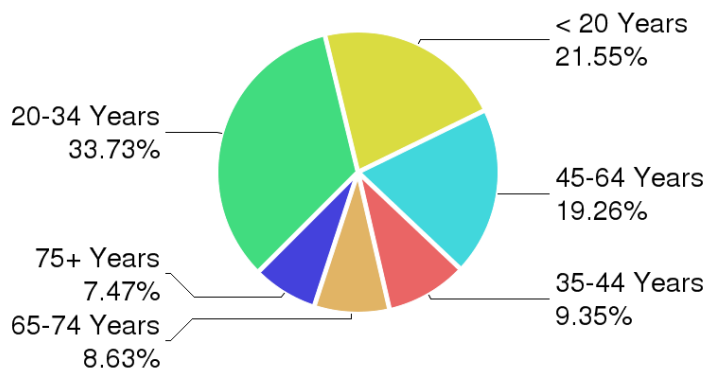
Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-1.5 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	3.84%	3.84%	100
4-5 Years	1.54%	1.55%	100.65
6-8 Years	2.32%	2.31%	99.57
9-11 Years	2.25%	2.39%	106.22
12-13 Years	1.46%	1.58%	108.22
14-17 Years	4.43%	4.6%	103.84
18-19 Years	6.1%	5.27%	86.39
0-5 Years	5.38%	5.39%	100.19
6-12 Years	5.29%	5.49%	103.78
13-19 Years	11.27%	10.67%	94.68
< 20 Years	21.94%	21.55%	98.22
20-34 Years	34.76%	33.72%	97.01
35-44 Years	9.7%	9.35%	96.39
45-64 Years	18.96%	19.26%	101.58
65-74 Years	7.31%	8.63%	118.06
75+ Years	7.28%	7.47%	102.61
Median Age	37	42	112.55
Median Age (Male)	36	40	110.58
Median Age (Female)	39	45	115.88

Projected Age Group Percentages



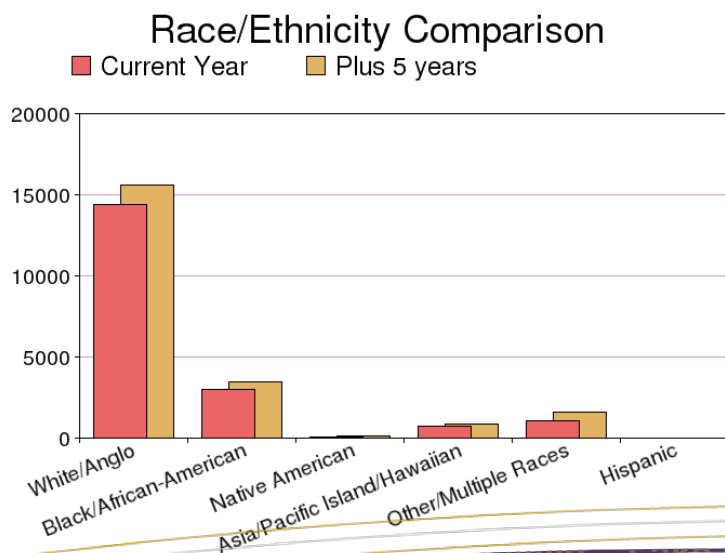
Projected Demographic Summary

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 0-1.5 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	74.66%	71.92%	96.33
Black, African-American	15.46%	15.97%	103.33
Native American	0.4%	0.52%	127.6
Asian	3.73%	3.82%	102.31
Pacific Island, Hawaiian	0.23%	0.29%	125.21
Other/Multiple Races	5.53%	7.49%	135.5
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,563	13,249	
Less than 9th Grade	3.72%	3.65%	98.23
No High School Diploma	5.82%	5.28%	90.65
High School Graduate	21.29%	22.51%	105.71
Some College, no degree	20.95%	19.87%	94.84
Associate Degree	8.03%	8.25%	102.79
College Degree	25%	24.85%	99.41
Graduate/Prof. degree	15.19%	15.59%	102.63



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 0-1.5 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 0-1.5 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 0-1.5 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	6.95%	6.53%	93.99
\$10,000 to \$19,999	14.46%	14.96%	103.46
\$20,000 to \$29,999	15.53%	14.74%	94.93
\$30,000 to \$49,999	24.59%	23.71%	96.41
\$50,000 to \$59,999	9.78%	9.91%	101.33
\$60,000 to \$69,999	4.94%	5.04%	101.91
\$70,000 to \$79,999	4.2%	4.34%	95.54
\$80,000 to \$89,999	3.61%	3.7%	97.34
\$90,000 to \$99,999	2.7%	2.55%	94.61
\$100,000 to \$249,999	5.61%	6.4%	114.15
\$125,000 to \$149,999	2.51%	2.52%	100.38
\$150,000 to \$199,999	3.01%	3.18%	105.51
\$200,000 to \$249,999	0.45%	0.52%	115.49
\$250,000 or more	1.64%	1.72%	104.98
Median Household	40,301	41,840	103.82
Average Household	57,961	61,658	106.38
Per Capita Household	24,261	25,353	104.5
Family/Non-Family Household Income			
Median Family Income	57,878	61,726	106.65
Average Family Income	76,293	82,826	108.56
Median Non-Family Income	32,854	33,243	101.18
Average Non-Family Income	35,777	37,387	104.5

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 0-1.5 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 0-1.5 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 0-1.5 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	44.14%	42.82%	96.99
Families with Children	17.5	16.82	96.11
Families without Children	26.65	27	101.33
Non-Family Households			
% Non-Family Households	55.86%	57.18%	102.38
Non-Families with Children	0.1	0.06	102.38
Non-Families without Children	55.75	57.13	102.46
Housing Units			
Total Housing Units	9,010	9,970	110.65%
Vacant percent	11.95%	11.97%	100.1
Owned percent	31.85%	30.58%	96.01
Rented Percent	56.19%	57.45%	102.24
Households by Size			
Avg household size	2.08	2.16	103.85%
Avg family hh size	3.09	3.29	106.47%
Avg non-family hh size	1.28	1.31	102.34%
Households By Count of Persons			
One	3,770	4,344	115.23%
Two	2,083	1,923	92.32%
Three or Four	1,554	1,789	115.12%
Five+	526	721	137.07%

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:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,708	2,429	9,442
Northern Europe	41	121	501
Western Europe	145	218	777
Southern Europe	48	121	231
Eastern Europe	57	65	204
Other Europe	0	0	13
Eastern Asia	131	55	584
So. Central Asia	61	189	642
SE Asia	134	406	680
Western Asia	30	47	98
Other Asia	0	0	0

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	22	68
Middle Africa	37	0	111
Northern Africa	14	7	47
Southern Africa	0	0	4
Western Africa	9	2	44
Other Africa	7	0	43
Oceania	10	14	62
Caribbean	95	65	280
Central Amer.	490	747	3,552
South America	331	258	1,156
North America	68	92	345
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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	17,296	35,106	145,883
Spanish	1,498	1,607	7,037
Other Indo-Euro language	608	977	3,166
French (incl. Patois, Cajun)	208	265	874
French Creole	12	0	17
Italian	11	37	114
Portuguese	59	12	92
German	134	270	875
Yiddish	0	0	0
Other West Germanic	11	24	11
A Scandinavian Language	0	0	22
Greek	78	163	285
Russian	4	23	86
Polish	10	0	65
Serbo-Croatian	7	0	17
Other Slavic Language	25	19	77
Armenian	6	0	0
Persian	7	12	84
Gujarathi	8	100	290
Hindi	28	8	86
Urdu	0	8	30

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	28	65
Asian/PI languages	0	0	0
Chinese	17	18	345
Japanese	40	17	182
Korean	119	34	185
Mon-Khmer, Cambodian	0	5	6
Miao, Hmong	0	0	0
Thai	0	6	0
Laotian	0	0	68
Vietnamese	101	365	474
Other Asian	24	8	204
Tagalog	23	65	83
Other Pacific Is	23	9	79
Other languages	57	223	472
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	5	14
Arabic	40	147	159
Hebrew	0	0	12
African languages	0	11	151
Other unspecified	17	60	136



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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	16,663	30,230	126,583
Arab	67	249	388
Armenian	23	0	22
Austrian	27	69	122
British	118	235	911
Canadian	41	49	239
Croatian	31	14	33
Czech	29	44	153
Czechoslovak	12	49	100
Danish	38	28	182
Dutch	253	323	1,219
English	1,664	3,726	13,633
European	211	534	1,300
Finnish	13	2	140
French (not Basque)	306	538	1,931
French Canadian	74	159	521
German	1,872	2,517	11,431
Greek	120	288	716
Hungarian	30	23	292
Iranian	13	22	98

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,548	2,214	10,378
Italian	536	739	3,186
Lithuanian	8	43	119
Norwegian	136	132	584
Polish	183	296	1,122
Portuguese	34	28	100
Romanian	10	7	53
Russian	48	77	337
Scandinavian	33	18	61
Scotch-Irish	765	1,809	4,944
Scottish	535	1,028	2,651
Slovak	0	6	111
Subsaharan African	210	259	1,187
Swedish	89	130	646
Swiss	73	52	374
Ukrainian	37	43	181
US/American	2,186	4,139	21,684
Welsh	93	219	585
West Indian	46	81	289
Yugoslavian	6	4	30
Other	5,146	10,037	44,531



Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

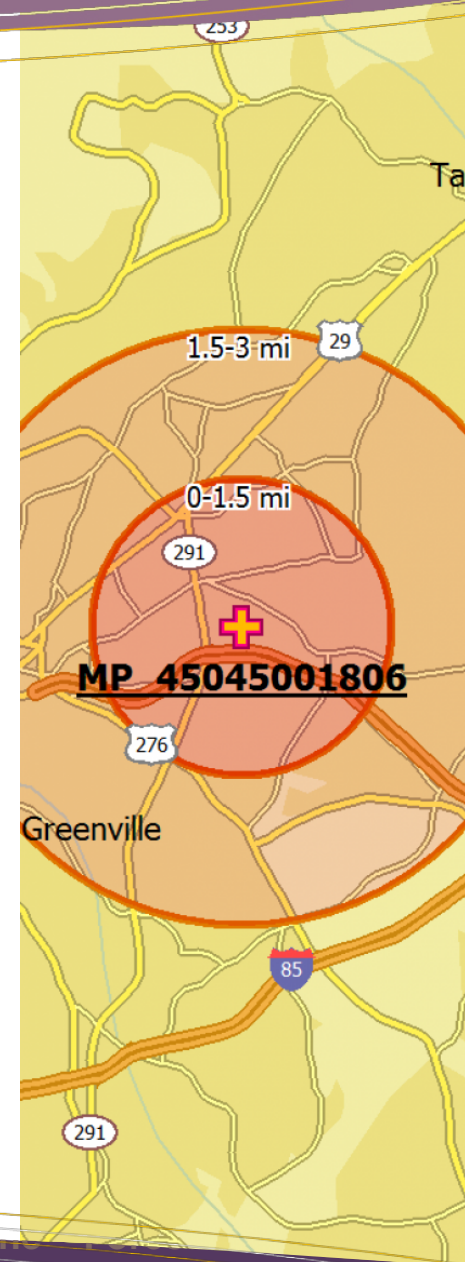
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,933	100%	5,805	100%
AFFLUENT SUBURBIA	42	0.53%	29	0.5%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	42	0.53%	29	0.5%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	575	7.25%	388	6.68%
Status Conscious Consumers	4	0.05%	3	0.05%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	553	6.97%	371	6.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	18	0.23%	14	0.24%
SM TWN SUCCESS	44	0.55%	45	0.78%
Successful Urban Sprawl	42	0.53%	14	0.24%
2nd City Homebodies	2	0.03%	30	0.52%
Prime Middle America	0	0%	1	0.02%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,933	100%	5,805	100%
BLUE COLLAR BACKBONE	17	0.21%	11	0.19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	17	0.21%	11	0.19%
AMER. DIVERSITY	277	3.49%	197	3.39%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	238	3%	172	2.96%
Urban Advancement	6	0.08%	4	0.07%
Amer. Great Outdoors	33	0.42%	21	0.36%
Mature America	0	0%	0	0%
METRO FRINGE	1,069	13.48%	733	12.63%
Steadfast Conservative	1,019	12.85%	698	12.02%
Moderate Conventionalists	6	0.08%	4	0.07%
Southern Blues	44	0.55%	31	0.53%
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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,933	100%	5,805	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4,770	60.13%	3,536	60.91%
Young Cosmopolitans	1,286	16.21%	1,007	17.35%
Minority Metro Communities	880	11.09%	652	11.23%
Stable Careers	2,589	32.64%	1,867	32.16%
Aspiring Hispania	15	0.19%	10	0.17%
RURAL VILLAGES & FARMS	0	0%	10	0.17%
Aspiring Hispania	0	0%	10	0.17%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,933	100%	5,805	100%
STRUGGLING SOCIETIES	52	0.66%	35	0.6%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	28	0.35%	19	0.33%
Struggling city Centers	24	0.3%	16	0.28%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	726	9.15%	528	9.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	312	3.93%	218	3.76%
Urban Diversity	27	0.34%	19	0.33%
New Generation Activists	40	0.5%	27	0.47%
Getting By	347	4.37%	264	4.55%
VARYING LIFESTYLES	361	4.55%	293	5.05%
Military Family Life	0	0%	0	0%
Major University Towns	361	4.55%	293	5.05%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?



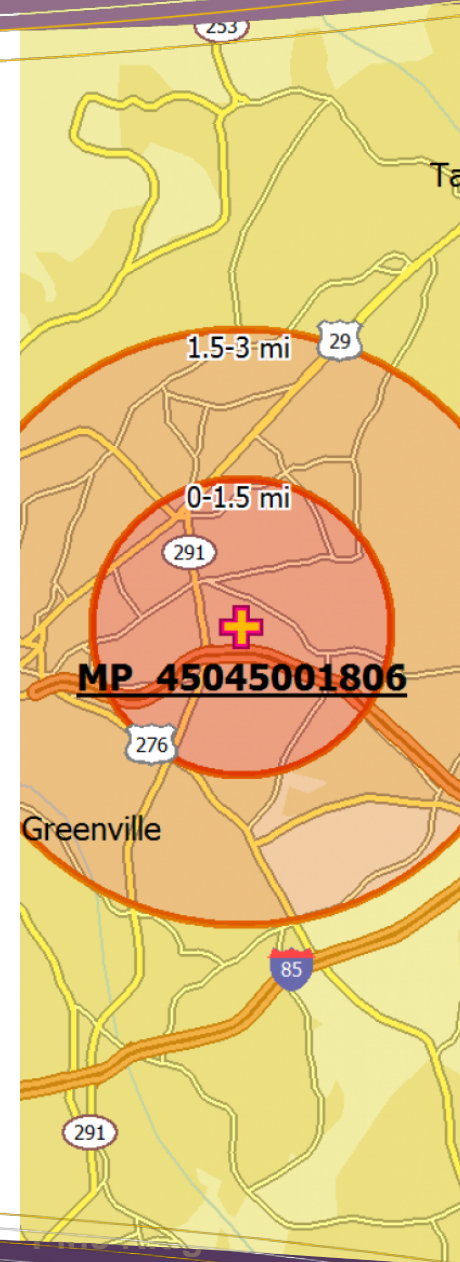
Potential Cultural Bridges

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).

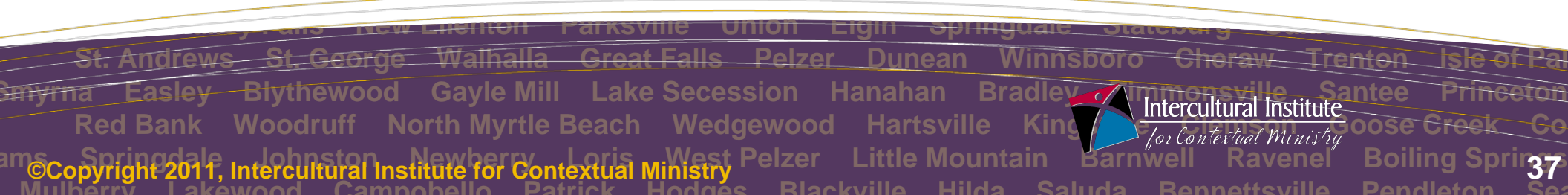


Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	75%	76%	77%
Use Comp. for Internet/E-mail	57%	59%	59%
Internet Use: E-Mail	51%	51%	51%
Use Comp. for Word Processing	37%	40%	40%
Use Comp. for Shopping	33%	35%	35%
Use Comp. for Comp. Games	33%	37%	38%
Use Comp. for Banking	31%	32%	32%
Use Comp. for Education	30%	32%	32%
Internet Use: News/Weather	29%	30%	29%
HH Owns DVD Player	29%	30%	30%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	29%	28%	26%
Use Comp. for Digital Camera Photo Editing	28%	31%	32%
Use Comp. for News/Info./Data Service	22%	24%	24%
PC-Network-HH Has One	17%	19%	20%
Internet Use: Shopping: Gathered Info. for Shopping	16%	15%	15%
Use Comp. for Personal Financial Mngmnt	14%	15%	16%
Internet Use: Research/ Education	14%	14%	13%
Internet Use: Shopping: Made A Purchase	14%	13%	12%
Internet Use: Read Magazines/ Newspapers	14%	13%	12%
Use Comp. for Accounting	13%	14%	14%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	68%	68%	68%
Reading Books	58%	57%	56%
Dining Out (Not Fast Food)	57%	58%	58%
Cooking for Fun	38%	38%	37%
Card Games	38%	40%	41%
Go To A Beach/Lake	35%	37%	37%
Board Games	29%	31%	31%
Gardening	25%	30%	32%
Visit Museum	24%	23%	22%
Going To	23%	22%	21%
Bars/Nightclubs/Dancing			

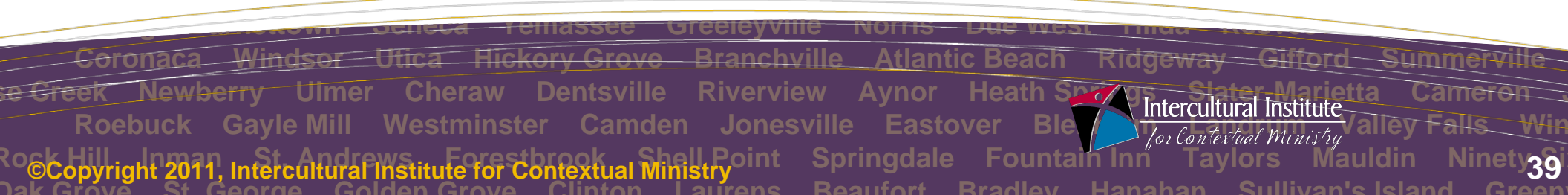
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	67%	67%
Gen./Fam. Practitioner	38%	39%	39%
Dentist	30%	30%	29%
Eye Dr.	22%	23%	22%
None Of These	21%	21%	20%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	14%	15%	15%
Overweight (30 Pounds Or More)	13%	13%	12%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	30.89%	31.28%	30.66%
Live Theater	23.21%	23.82%	23.42%
Live Theater Most Often	18.05%	18.93%	18.77%
Rock/Pop Concerts Most Often	17.24%	17.42%	16.92%
Dance Performance	10.84%	10.51%	10.29%
Comedy Club	10.5%	10.38%	10.25%
Movies: Comedy	40.93%	40.85%	40.75%
Movies: Action/Adventure	38.18%	39.42%	39.28%
Movies: Drama	22.67%	22.9%	22.85%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	20.87%	21.04%	21.58%
Movies: Mystery	19.28%	18.87%	18.44%
Movies: Fam.	17.88%	19.47%	20.49%
MLB Baseball Reg. Season	9.01%	8.98%	8.47%
NFL Football Reg. Season	7.1%	7.29%	7.26%
College Football Reg. Season	5.04%	6.46%	6.98%
NBA Basketball Reg. Season	4.37%	4.67%	4.13%
College Basketball Reg. Season	3.96%	4.44%	4.72%
NHL Hockey Reg. Season	3.92%	3.6%	3.28%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	40.95%	41.69%	41.75%
Swimming	31.14%	32.12%	32.36%
Bowling	18.64%	19.96%	21.18%
Billiards/Pool	17.39%	17.94%	18.26%
Jogging/Running	16.86%	16.45%	16.35%
Weight Training	16.4%	17.06%	16.76%
Using Cardio Machine	15.6%	15.3%	14.85%
Basketball	14.15%	14.64%	15.02%
Freshwater Fishing	11.98%	13.67%	14.83%
Mountain/Road Biking	11.56%	12.68%	12.55%
Stationary Cycling	11.36%	12.67%	12.66%
Aerobics	10.83%	11.17%	11.24%
Golf	10.57%	12.98%	13.97%
Backpacking/Hiking	10.39%	10.29%	10.04%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Camping Trips	10.29%	12.13%	13.08%
Baseball	8.91%	9.94%	10.64%
Yoga	8.83%	8.33%	7.71%
Soccer	8.71%	7.97%	7.37%
Football	8.32%	9.01%	9.64%
Tennis	8.32%	7.9%	7.63%
Softball	7.06%	7.32%	7.5%
Volleyball	6.18%	7.54%	8.24%
Target Shooting	6.16%	6.9%	7.39%
Saltwater Fishing	5.98%	6.64%	6.97%
Canoeing/Kayaking	5.84%	6.52%	6.62%
Hunting	5.22%	6.38%	6.86%
Power Boating	5.17%	6.83%	7.64%
Snorkeling	5.09%	5.12%	4.84%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Roller Skating	5.04%	5.5%	5.56%
Horseback Riding	5.03%	5.01%	4.96%
Downhill & X-Country Skiing	4.61%	4.84%	4.83%
Martial Arts	4.26%	3.88%	3.4%
Ice Skating	4.25%	5.02%	5.33%
Motorcycling	4.09%	5.02%	5.39%
Rock Climbing	3.98%	3.81%	3.75%
Hockey	3.07%	3.49%	3.62%
Jet Skiing	2.93%	4.28%	4.43%
Sailing	2.9%	3.37%	3.27%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snowboarding	2.88%	3.31%	3.41%
Racquetball	2.76%	3.4%	3.82%
Water Skiing	2.74%	3.79%	4.03%
Fly Fishing	2.56%	3.56%	4.06%
Archery	2.38%	3.12%	3.55%
Skateboarding	2.37%	2.84%	2.99%
Surfing & Windsurfing	2.26%	2.61%	2.63%
Rowing	2.22%	2.59%	2.63%
Snowmobiling	2.13%	2.88%	3.17%
Auto Racing	1.96%	2.67%	3.13%

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.

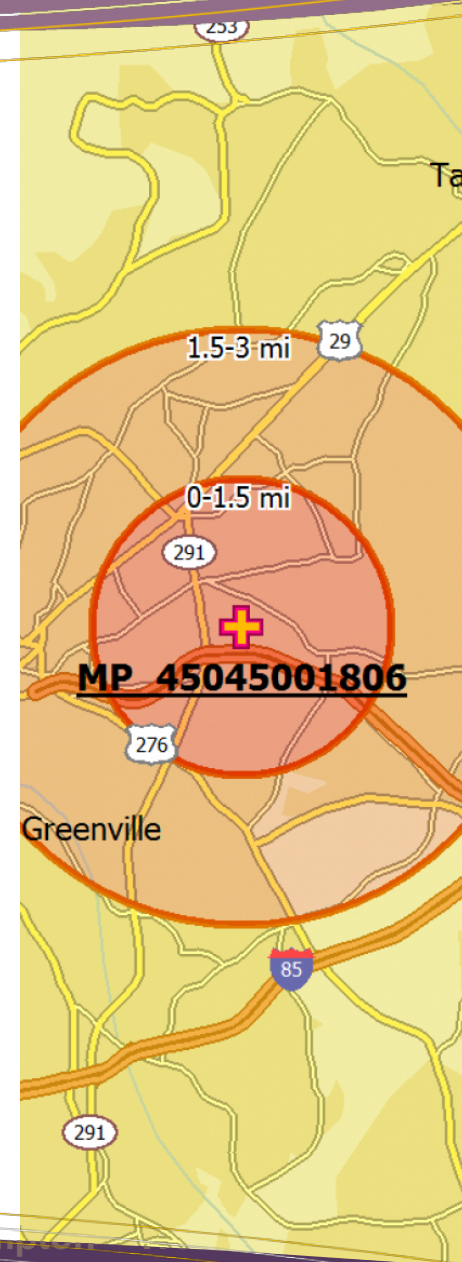
BIBLICAL BARRIERS

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.

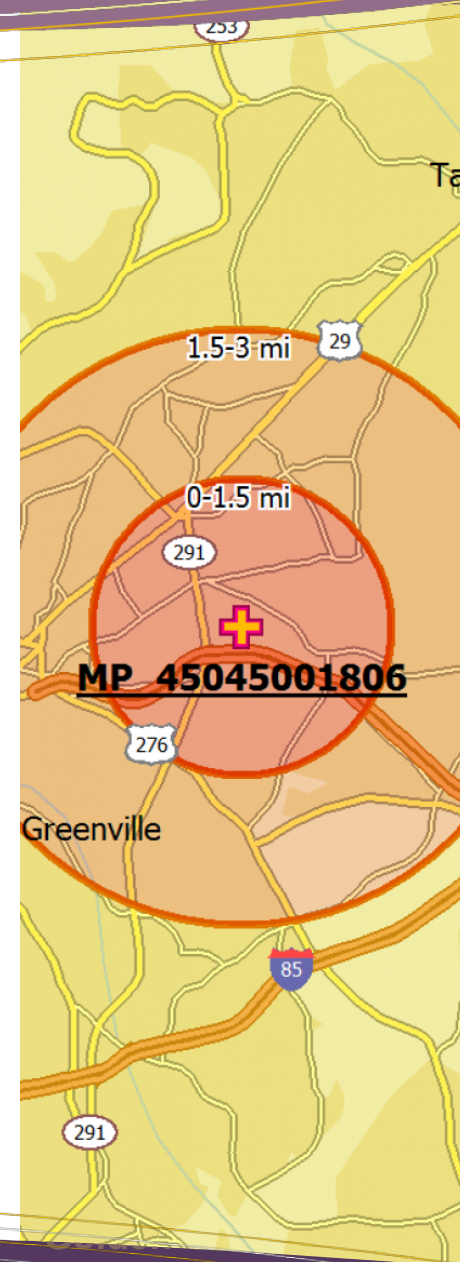
CULTURAL BARRIERS OF ACCEPTANCE

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	52%	51%	50%
Find It Difficult To Say No To My Kids	37%	37%	37%
Prefer To Have Few Possessions As Possible	37%	38%	37%
Speak My Mind Even If It Upsets People	36%	36%	36%
Like Control Over People And Resources	34%	33%	34%
Woman's Place Is In The Home	33%	33%	33%
Don't Judge People/Way They Live Life	31%	30%	30%
Friends More Important Than My Fam.	28%	27%	27%
If Won Lottery Would Never Work Again	28%	29%	28%
Money Is Best Measure Of Success	27%	26%	25%
Like To Do Unconventional Things	25%	26%	28%
Too Much Sponsorship In Arts/Sports	21%	22%	23%

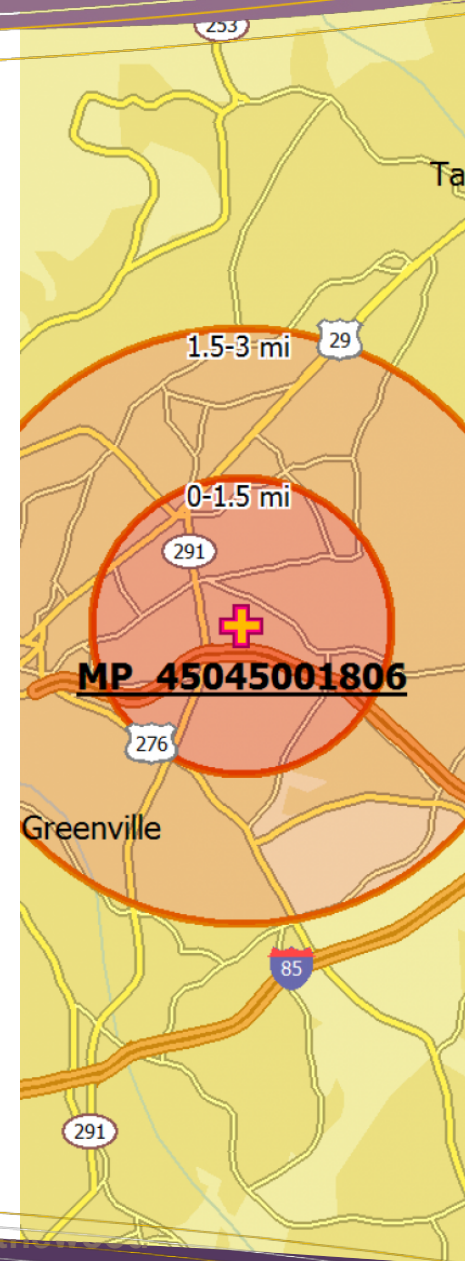
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	21%	20%	19%
Marijuana Should Be Legalized	20%	20%	21%
I Am A Workaholic	19%	19%	19%
Happy With My Standard Of Living	18%	16%	14%
Like to Stand Out In A Crowd	17%	19%	20%
We Should Strive for Equality for All	17%	15%	14%
Only Work Current Job for The Money	15%	14%	14%
Rarely Sit Down to a Meal Together At Home	14%	16%	16%
On Whole People Get What They Deserve	12%	11%	11%
Indulge My Kids With The Little Extras	10%	9%	9%
I Am A Perfectionist	10%	9%	8%
More Important Do Duty Than Enjoy Life	8%	7%	6%



Potential Cultural Themes

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

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



Potential Cultural Themes:

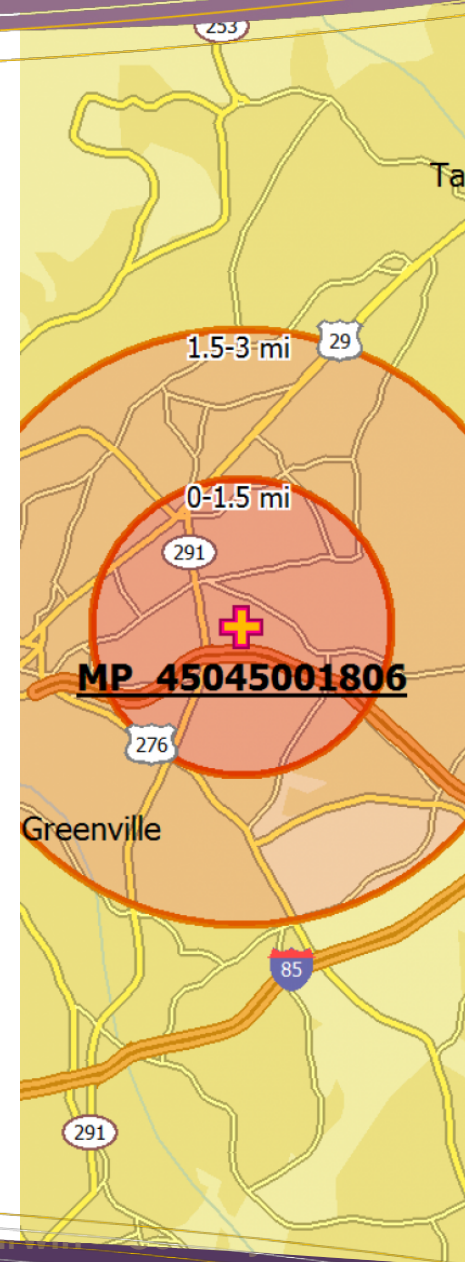
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	61%	62%	62%
You Should Seize Opportunities In Life	60%	58%	58%
Like To Understand About Nature	40%	39%	39%
Prefer To Have Few Possessions As Possible	37%	38%	37%
Important Feel Respected By My Peers	37%	35%	34%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Important To Juggle Various Tasks	33%	32%	31%
Good At Fixing Things	29%	28%	28%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	25%	25%	24%
Like To Just Enjoy Life	25%	24%	23%
Worried About Pollution Caused By Cars	24%	21%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	21%	20%	20%
Real Men Don't Cry	20%	18%	17%
Is An Important Part Of Who I Am	16%	16%	15%
Try Not To Worry About The Future	15%	15%	15%
Looking for New Ideas To Improve Home	14%	15%	16%
Provide My Kids With The Little Extras	13%	13%	13%
Enjoy Spending Time With My Fam.	12%	13%	12%
Children Should Be Allowed To Express Themselves	8%	7%	6%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	4%	4%

Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	81.21%	83.63%	84.38%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.64%	79.99%	80.95%
Houses-Visit Any			
McDonald's	53.06%	54.55%	55.19%
Burger King	36.01%	37.05%	37.24%
Subway	27.69%	29.18%	29.85%
Wendy's	26.58%	28.93%	30.37%
Taco Bell	26.1%	26.95%	27.38%
Kentucky Fried Chicken (KFC)	25.86%	27.57%	28.31%
Applebee's	25.46%	28.07%	28.75%
Olive Garden	19.39%	20.42%	20.84%
Pizza Hut	18.8%	20.37%	21.26%
Arby's	18.52%	20.4%	21.4%

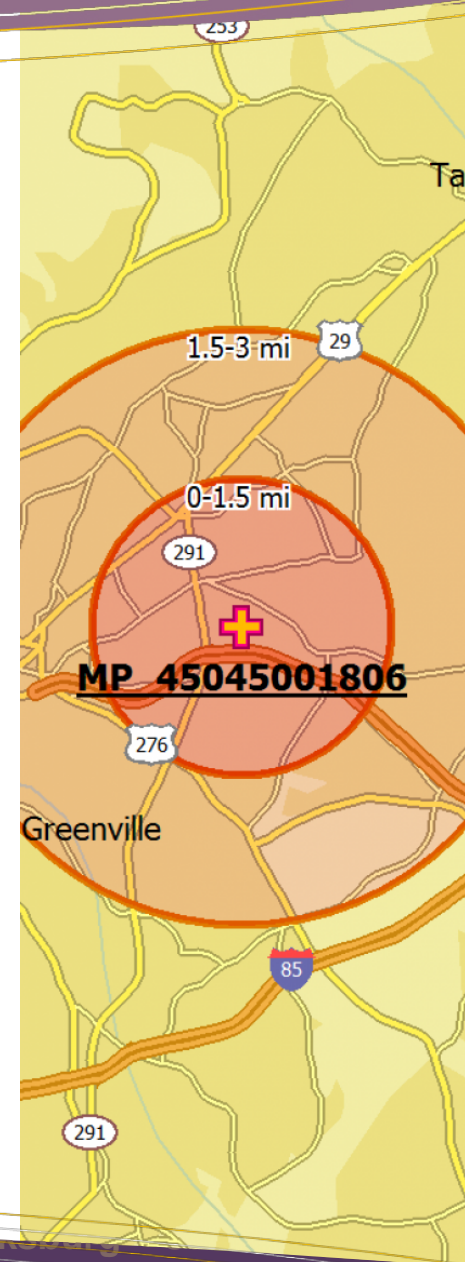
PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	15.63%	16.63%	17.33%
IHOP (International House Of Pancakes)	15.38%	15.45%	15.1%
Outback Steakhouse	14.66%	15.64%	15.77%
Domino's Pizza	14.31%	14.59%	14.49%
TGI Friday's	13.69%	13.94%	13.54%
Starbucks	13.53%	14.13%	13.87%
Chili's Grill and Bar	13.27%	13.75%	13.88%
Dairy Queen	13.22%	15.43%	16.46%
Denny's	12.45%	12.43%	12.27%
Chick-Fil-A	12.1%	13.1%	13.65%
Dunkin' Donuts	11.61%	12.19%	12.8%
Sonic	10.65%	11.67%	12.42%

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-- 0-1.5 miles, 1.5-3 miles, 3-7 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.

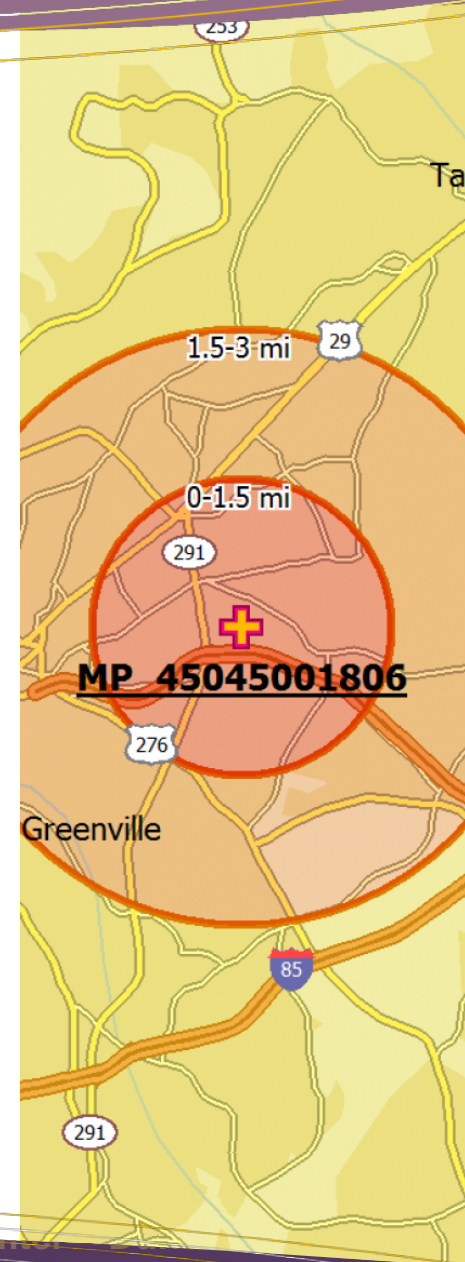
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	44.45%	47.18%	47.9%
Recycled products	35%	36.27%	35.54%
Worked as volunteer (non political)	15.71%	17%	17.2%
Engaged in fund raising	10.2%	11.09%	11.57%
Religious club member	7.44%	7.69%	7.72%
Wrote to elected offcl about publ bus	6.12%	6.29%	6.3%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	6.1%	6.12%	5.9%
Charitable Organization	5.44%	5.54%	5.61%
Took active part in local civic issue	5.24%	5.39%	5.51%
Church Board	4.83%	5.07%	5.16%
Union member	4.69%	5.16%	5.29%
Addressed a public meeting	4.39%	4.87%	4.89%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	18.95%	18.75%	18%
Children's Books	12.55%	13.31%	13.55%
Mystery	12.41%	12.35%	12.14%
Cookbooks	11.31%	11.25%	10.69%
Religious (not Bibles)	8.41%	8.8%	9%
Personal/Business	7.86%	7.67%	7.44%
Self-help			
History	7.68%	7.6%	7.4%
Biography	7.34%	7.42%	7.3%
Romance	5.81%	6.43%	6.8%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	68.5%	69.84%	69.86%
Distributed			
Gen. Editorial	49.27%	49.71%	49.22%
Womens	43.75%	43.58%	43.13%
Service	31.48%	33.71%	34.77%
Mens	21.93%	20.31%	19.5%
Business/Finance	20.07%	20.73%	20.2%
Sports	16.97%	16.59%	16.29%
Music	15.31%	13.98%	13.32%
Health	13.49%	13.45%	13.46%

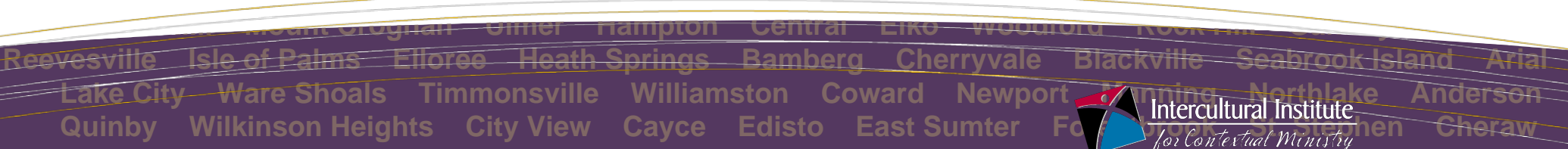
Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	52.43%	54.19%	54.92%
Sport	31.27%	32.13%	32.52%
Classified	30.19%	30.73%	31.84%
Business/Finance	29.41%	30.4%	30.44%
Editorial Page	27.62%	29.54%	29.96%
Movie Listings & Reviews	26.91%	26.88%	26.73%
Comics	25.59%	26.32%	26.77%
Food/Cooking	23.65%	25.2%	25.68%
TV/Radio Listings	22.36%	23.67%	24.05%
Travel	19.66%	20.7%	20.54%
Home/Gardening	19.3%	21.06%	21.67%
Science/Technology	17.58%	18.38%	18.31%
Fashion	15.04%	15.35%	15.58%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	21.77%	19.72%	18.73%
Urban Contemporary	20.43%	19.67%	19.62%
Adult Contemporary	17.8%	17.68%	17.19%
Country	13.26%	14.86%	16.16%
News/Talk	11.88%	12.91%	12.7%
Rock	11.78%	11.7%	11.46%
Alternative	10.56%	10.36%	10.05%
Variety	10.23%	9.86%	9.32%
Oldies	10.03%	10.97%	11.35%
Classic Rock	8.86%	9.42%	9.34%
Jazz	7.16%	7.13%	6.66%
All News	7.06%	7.07%	7.05%
Religious	6.07%	6.11%	6.1%
Soft Contemporary	5.84%	6.54%	6.64%
All Talk	5.38%	5.03%	4.71%
Hispanic	4.9%	4.05%	3.48%
Classical	4.75%	4.52%	4.09%
Sports	4.61%	4.66%	4.55%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	59.16%	62.19%	63.01%
Soapnet	50.42%	51.15%	51.41%
Satellite Dish	42.07%	49.26%	52.65%
Other Video-On-Demand	38.97%	41.08%	42.37%
Comedy Central	34.75%	35.8%	34.59%
Sci-Fi Channel	33.48%	35.38%	35.65%
MSNBC	29.83%	32.51%	32.76%
ABC Fam.	27.5%	27.42%	26.21%
TV Info From Sunday TV Magazine	27.41%	28.45%	28.96%
Subscribe Digital Cable	26.57%	28.65%	30.61%
Nickelodeon	24.82%	26.66%	26.73%
TCM (Turner Classic Movies)	24.71%	25.6%	25.57%

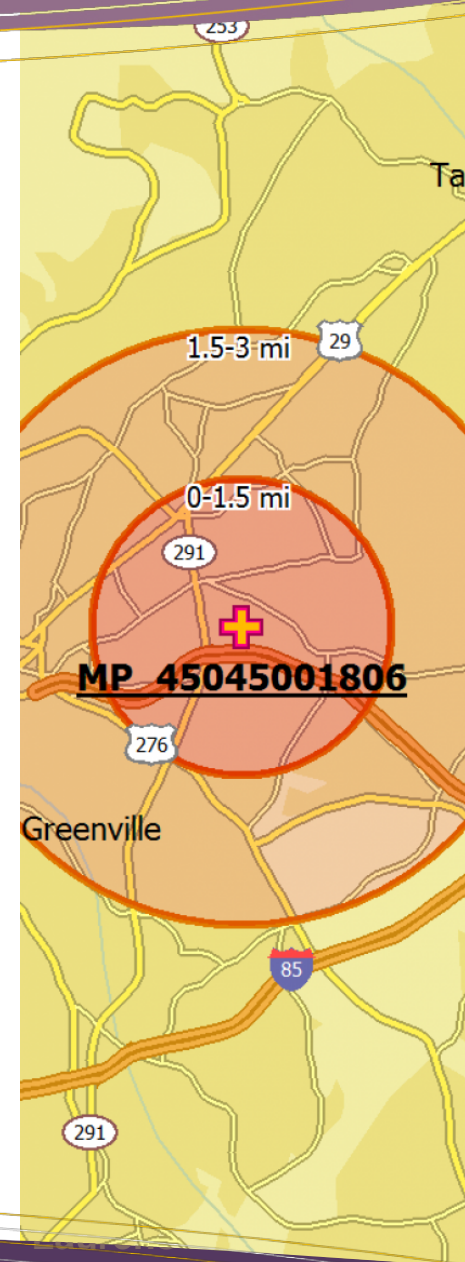
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Pay Per View TV	24.65%	30.04%	32.4%
TV Info From Newspapers	24.45%	25.82%	26.22%
USA Network	24.29%	24.48%	24.88%
ESPN Classic	24.03%	24.54%	23.71%
BET (Black Entertainment TV)	23.66%	25.09%	25.31%
Hallmark Channel	23.34%	25.66%	25.79%
ESPN2	23.3%	24.77%	24.83%
The Golf Channel	23.12%	24.76%	24.45%
Nick At Nite	20.92%	23.59%	24.02%
TV Info From Monthly Cable Guide	20.9%	22.69%	23.69%
Adult Swim	20.59%	24.34%	25.19%
VH1 (Video Hits One)	20.26%	20.04%	19.94%

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.

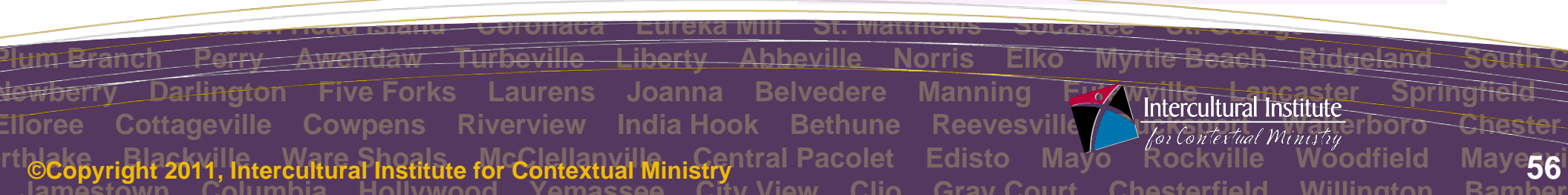


Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	21.3%	21.28%	20.43%
Medium Users (4-6)	10.7%	10.88%	10.74%
Light Users (1-3)	20.29%	20.33%	20.53%
Quintiles (20%)			
Newspaper I (Heavy)	2.14%	1.59%	1.35%
Newspaper II	2.05%	1.78%	1.62%
Newspaper III	2.04%	2.05%	2.2%
Newspaper IV	0.51%	0.45%	0.44%
Newspaper V (Light)	0.48%	0.72%	0.9%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.94%	18.83%	19.39%
Magazines II	9.57%	8.93%	9.04%
Magazines III	8.42%	8.73%	9.3%
Magazines IV	10.7%	11.14%	11.63%
Magazines V (Light)	0.86%	0.81%	0.68%
Outdoor I (Heavy)	9.86%	8.66%	7.97%
Outdoor II	2.51%	3.01%	3.26%
Outdoor III	4.08%	3.96%	3.99%
Outdoor IV	17.03%	16.17%	16.19%
Outdoor V (Light)	23.25%	24.69%	24.81%
Yellow Pages I (Heavy)	14.88%	14.96%	14.91%
Yellow Pages II	8.04%	7.42%	7.03%
Yellow Pages III	7.63%	7.07%	6.78%
Yellow Pages IV	24.52%	22.65%	22.11%
Yellow Pages V (Light)	4%	3.85%	3.9%



Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.71%	2.69%	3.01%
Drive Time III (Medium)	0.91%	0.71%	0.73%
Radio IV & V (Light)	2.46%	2.58%	2.68%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.83%	8.42%	9.18%
Radio III (Medium)	4.92%	4.71%	4.64%
Radio IV & V (Light)	3.82%	3.61%	3.54%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.34%	14.25%	14.08%
Cable III (Medium)	4.97%	4.8%	4.67%
Cable IV & V (Light)	35.07%	34.88%	34.75%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.54%	3.88%	3.77%
Prime Time III (Medium)	1.53%	1.64%	1.79%
Prime Time IV & V (Light)	9.9%	8.89%	8.66%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.52%	40.02%	40.14%
Fringe III (Medium)	51.73%	51.7%	52.44%
Fringe IV (Light)	54.98%	54.29%	54.46%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.09%	13.37%	14.28%
All Day III (Medium)	24.26%	23.52%	23.77%
All Day IV (Light)	14.67%	14.81%	15.38%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.74%	12.44%	12.22%
6:00am - 10:00am	18.97%	19.05%	18.33%
10:00am - 3:00pm	9.35%	9.78%	9.5%
3:00pm - 7:00pm	13.65%	14.4%	14.66%
7:00pm - Midnight	13.35%	14.21%	14.23%
Midnight - 6:00am	6.53%	7.17%	6.88%
Weekend Radio			
Listeners			
Dayparts [summary]	12.98%	14.42%	14.56%
6:00am - 10:00am	5.41%	4.82%	4.43%
10:00am-3:00pm	7.62%	6.99%	6.7%
3:00pm - 7:00pm	6.22%	7.3%	7.59%
7:00pm - Midnight	8.28%	9.21%	9.52%
Midnight - 6:00am	12.21%	13.14%	12.96%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.82%	7.93%	8.13%
Saturday:	8.33%	8.42%	8.19%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9%	9.98%	9.91%
9:00am-1:00pm	20.92%	23.59%	24.02%
9:00am-4:00pm	24.77%	27.66%	27.81%
4:00pm-7:00pm	28.27%	30.19%	30.46%
11:00pm-1:00am	38.15%	40.75%	41.02%
AVG Prime time	2.77%	3.37%	3.75%
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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	16.61%	17.93%	17.85%
7-9am	23.3%	24.77%	24.83%
9am-12noon	17.2%	18.92%	19.19%
12noon-4pm	7.57%	8.73%	8.61%
4-6pm	46.57%	50.23%	50.37%
6-7pm	15.89%	17.6%	17.94%
7-7:30pm	1.58%	1.77%	1.79%
7:30-8pm	9.98%	10.41%	10.48%
8-11pm	6.82%	7.93%	8.13%
11pm-12am	29.83%	32.51%	32.76%
11pm-1am	38.15%	40.75%	41.02%
1-6am	30.65%	33.66%	33.57%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	20.26%	20.04%	19.94%
Sat: 10am-1pm	7.3%	7.82%	8.35%
Sat: 1-4pm	23.77%	24.84%	25.16%
Sat: 4-6pm	7.59%	7.55%	7.42%
Sat: 6-7pm	1.48%	1.91%	2.03%
Sat: 7-8pm	0.88%	1.08%	1.17%
Sat: 8-11pm	8.33%	8.42%	8.19%
Sat: 11pm-1am	5.82%	5.74%	5.84%
Sat: 1am-7pm	24.29%	24.48%	24.88%
Sun: 7-10am	2.12%	2.22%	2.21%
Sun: 10am-1pm	4.56%	5.88%	6.19%
Sun: 1-4pm	6.68%	6.49%	6.26%
Sun: 4-7pm	11.29%	12.59%	12.76%
Sun: 7-11pm	9%	9.98%	9.91%
Sun: 11pm-1am	4.02%	4.78%	4.97%
Sun: 1-7am	19.91%	21.15%	21.12%

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.

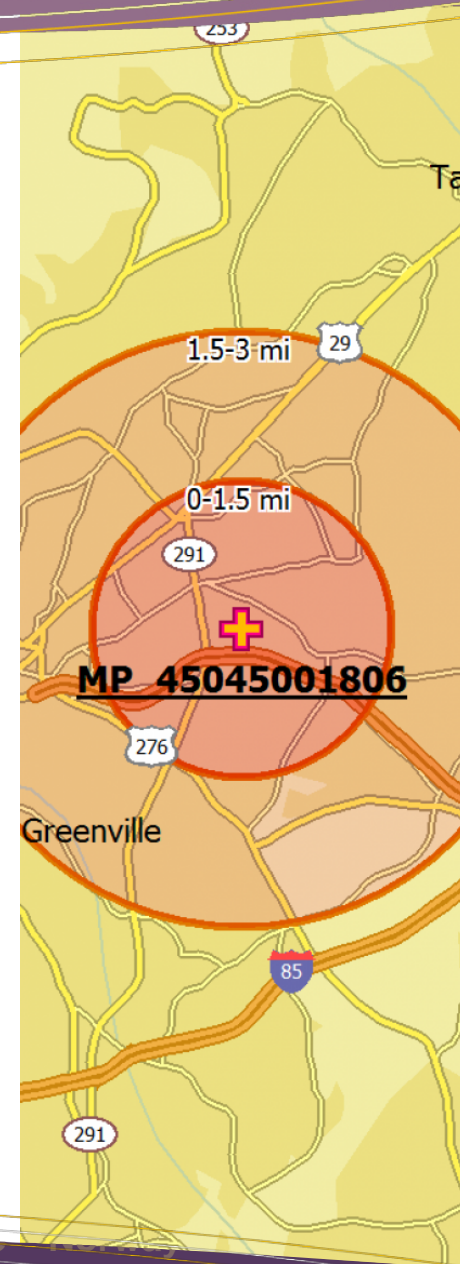


Your MissionSite and the Missional Suite

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. SITESCAPE 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	WRSH P	AVG IICM	CGR
1	White Oak	1805 Wade Hampton Blvd Greenville, SC 29609	1.29 mi	0		
2	Airport	776 South Batesville Road Greer, SC 29650	1.30 mi	0		
3	Overbrook	1705 E North St Greenville, SC 29607	1.32 mi	0		
4	Edwards Road	1050 Edwards Rd Greenville, SC 29615	1.69 mi	0		
5	East Park	10 Ebaugh Ave Greenville, SC 29607	1.91 mi	0		
6	East North Street	4108 E North St Greenville, SC 29615	1.92 mi	0		
7	Sanctuary	302 Parkins Mill Rd Greenville, SC 29607	1.94 mi	0		
8	New Covenant Christian Fellowship of Greenvil	PO Box 25412 Greenville, SC 29616	1.97 mi	0		
9	Laurel	2331 Laurens Rd Greenville, SC 29607	2.02 mi	0		
10	Chinese Mission	2331 Laurens Rd Greenville, SC 29607	2.02 mi	0		
11	Pelham Road	PO Box 25818 Greenville, SC 29616	2.06 mi	0		
12	Greenville First Korean	315 Hillcrest Drive Greer, SC 29651	2.16 mi	0		
13	Northgate	633 Summit Dr Greenville, SC 29609	2.25 mi	0		
14	Hampton Heights	2511 Wade Hampton Blvd Greenville, SC 29615	2.31 mi	0		
15	Connection Fellowship	2615 Highway 153 Suite 5B Piedmont, SC 29673	2.53 mi	0		

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Roper Mountain	300 Roper Mountain Road Greenville, SC 29615	2.53 mi	0	
17	Rutherford Road	9 Scenic Dr Greenville, SC 29609	2.59 mi	0	
18	Greenville First	847 Cleveland St Greenville, SC 29601	2.78 mi	0	
19	Eastlan	625 S Pleasantburg Dr Greenville, SC 29607	2.81 mi	0	
20	Earle Street	225 W Earle St Greenville, SC 29609	2.82 mi	0	
21	Vietnamese Blessings	625 South Pleasantburg Drive Greenville, SC 29607	2.82 mi	0	
22	Second	304 E Camperdown Way Greenville, SC 29601	2.94 mi	0	
23	Downtown	101 W McBee Ave Greenville, SC 29601	3.01 mi	0	
24	Origins	209 Main Street 376 Greenville, SC 29601	3.14 mi	0	
25	Park Place	PO Box 4191 Greenville, SC 29608	3.17 mi	0	
26	Piedmont Park	801 Piedmont Park Rd Greenville, SC 29609	3.18 mi	0	
27	Edgewood	107 Meadow Wood Dr Greenville, SC 29615	3.18 mi	0	
28	David Street	38 David St Greenville, SC 29609	3.29 mi	0	
29	Poe	10 Second Avenue Greenville, SC 29609	3.44 mi	0	
30	Lee Road	1503 E Lee Rd Taylors, SC 29687	3.47 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Brushy Creek	4999 Old Spartanburg Rd Taylors, SC 29687	3.58 mi	0	
32	Leawood	401 State Park Rd Greenville, SC 29609	3.65 mi	0	
33	Augusta Road	1823 Augusta St Greenville, SC 29605	3.67 mi	0	
34	First Church of the Deaf	1100 South Main Street Greenville, SC 29601	3.67 mi	0	
35	Pendleton Street	1100 South Main Street Greenville, SC 29601	3.67 mi	0	
36	Parkwood	2140 State Park Rd Greenville, SC 29609	3.69 mi	0	
37	Cherrydale Church	2300 Old Buncombe Rd Greenville, SC 29609	3.80 mi	0	
38	Calvary First	11 Tampa St Greenville, SC 29609	3.91 mi	0	
39	Augusta Heights	3018 Augusta St Greenville, SC 29605	4.04 mi	0	
40	Mountain Creek	255 W Mountain Creek Church Rd Greenville, SC 29609	4.04 mi	0	
41	Sans Souci	3100 Old Buncombe Rd Greenville, SC 29609	4.15 mi	0	
42	Emmanuel	14 Deering St Greenville, SC 29605	4.15 mi	0	
43	Open Heart	205 Stafford St Greenville, SC 29605	4.21 mi	0	
44	Hilltop Avenue	111 Hilltop Ave Greenville, SC 29609	4.40 mi	0	
45	West Greenville	PO Box 14548 Greenville, SC 29610	4.47 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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