

# MissionSite

top unreached locations



GREENWOOD, SC

CENSUS TRACT: 45047970500

REGION: Upstate Region

ASSOCIATION: Lakelands

COUNTY: Greenwood

SITESCAPE: Townscape

DENSITY PATTERN: K

**iMultiply**  
CONGREGATIONAL  
REPRODUCTION

In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



**South Carolina  
Baptist Convention**

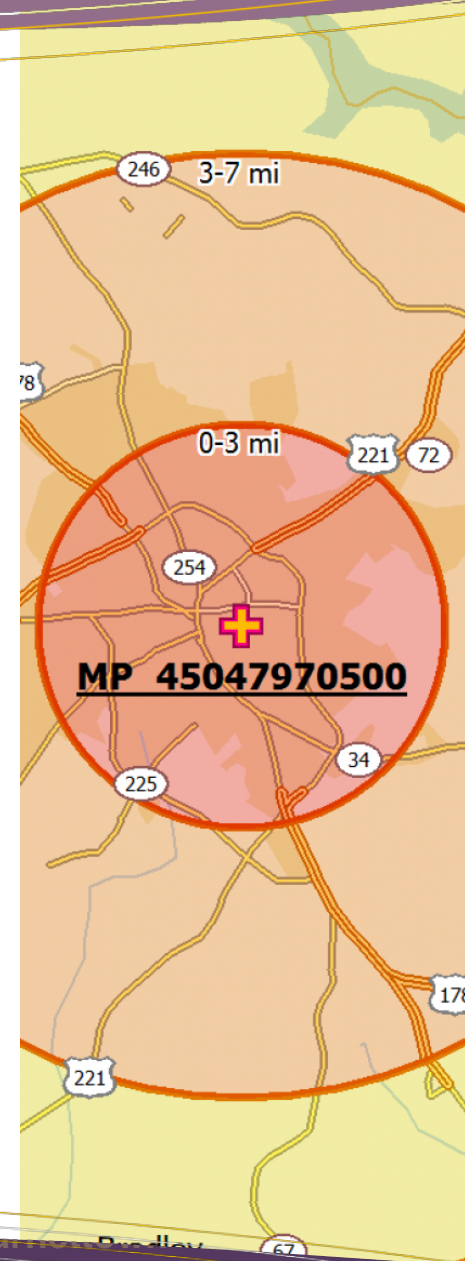
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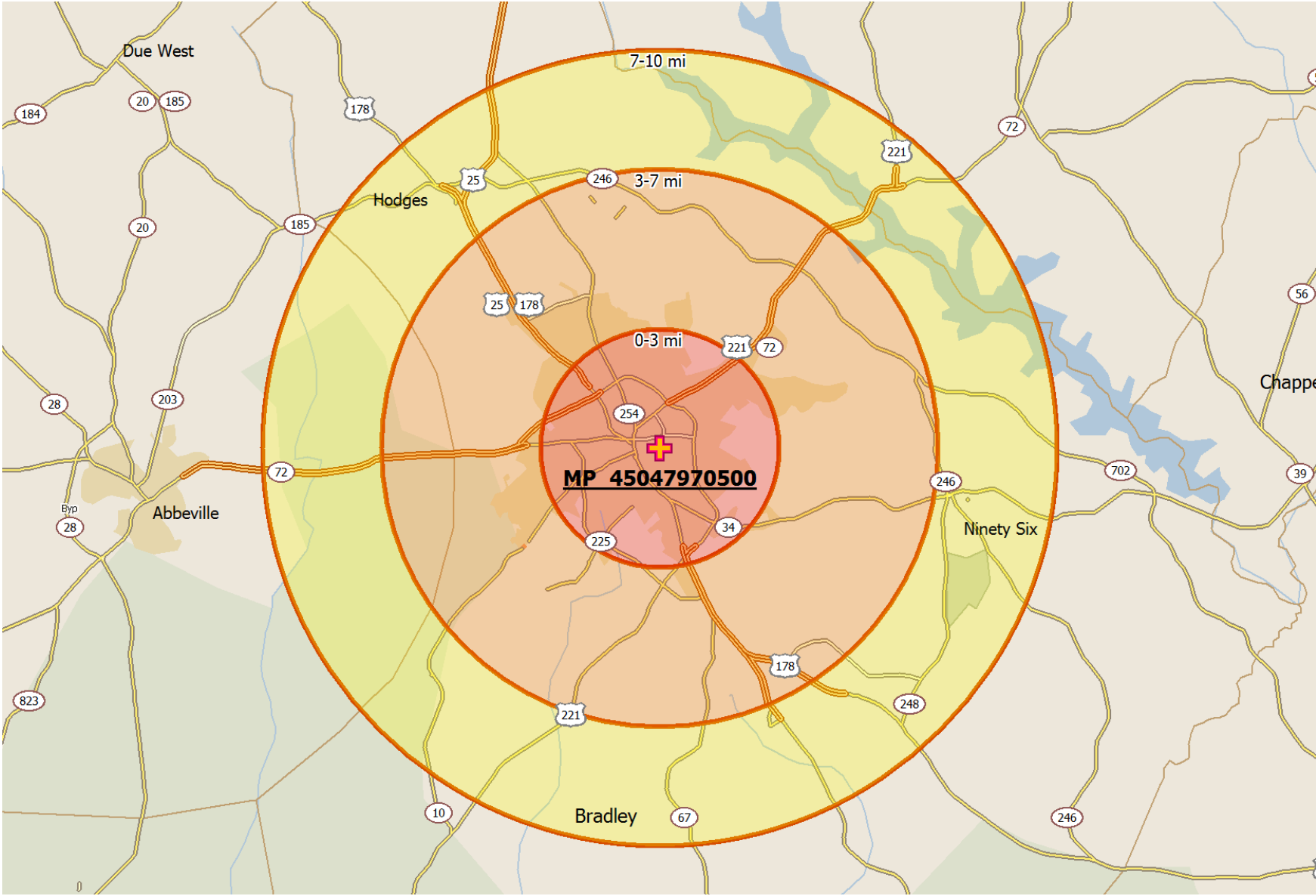
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	4501	Upstate Region
2	Association	45A14	Lakelands
3	County Location	45047	Greenwood
4	Zipcode	29646	Greenwood
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	50000-50000-10000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

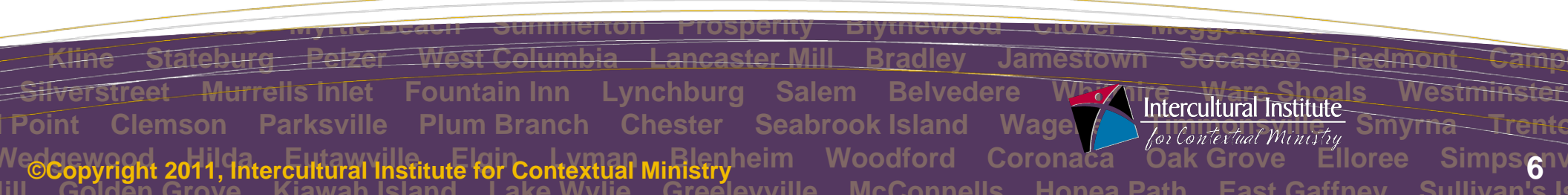
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	31,265	22,529	11,995
2010 Households	11,444	7,799	4,592
2010 Group Quarters Population	1,784	609	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	38	25	11
Language Diversity National Index	35	11	6
Foreign Born Diversity National Index	16	82	63
Ancestry Diversity National Index	22	35	18
Racial Diversity National Index	76	47	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](http://MissionalCyclopedia.org) website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	842	7.36%
Mainstay Communities	Established, Diverse Households	1,482	12.95%
Working Communities	Blue-collar, Working Families	1,888	16.5%
Country Communities	Rural, Agri. & Mining Families	297	2.6%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,666	14.56%
Urban Communities	High Density, Inner-city Neighborhoods	5,268	46.03%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	17,277	7,898	45.71%
Unreached %	68.57%	69.01%	100.64
Religious But NOT Evangelical HH	5,387	2,658	49.35%
Religious But NOT Evangelical %	21.38%	23.23%	108.64
Spiritual But NOT Relig or Evang HH	1,998	748	37.42%
Spiritual But NOT Relig or Evang %	7.93%	6.53%	82.38
Not Evangelical, Not Interested HH	10,148	4,702	46.34%
Not Evangelical, Not Interested %	40.28%	41.09%	102.02



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of SCBC Churches	37	12	32.43%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	5,213	2,334	44.77%
Active Evangelical Percent	20.69%	20.39%	98.57
Inactive Evangelical Households	2,705	1,211	44.78%
Inactive Evangelical Percent	10.74%	10.59%	98.59
# New Churches Needed	0	0	0%

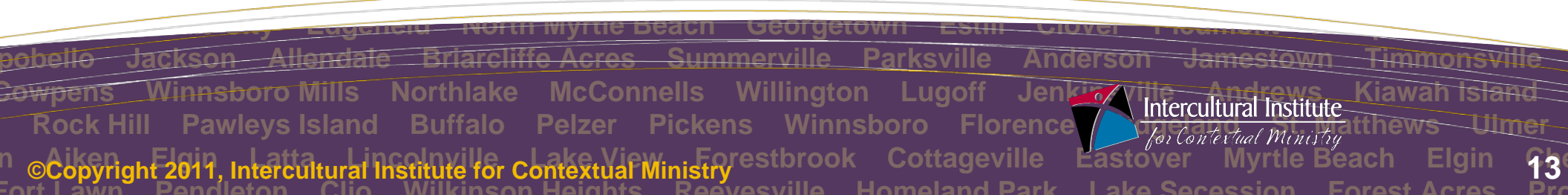


# Spirituality Indicators - 30 Closest SCBC Churches

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	West Side	0.26 mi
2	Mision Bautista of Greenwood	0.54 mi
3	South Main Street	0.78 mi
4	Greenwood First	1.23 mi
5	Abney Memorial	1.35 mi
6	Emerald	1.55 mi
7	Connie Maxwell	1.69 mi
8	Jordan Memorial	1.92 mi
9	Woodfields	2.13 mi
10	Callie Self Memorial	2.28 mi
11	Cedarwood Community	2.31 mi
12	New Market	2.85 mi
13	Parkland	3.29 mi
14	Harris	3.38 mi
15	North Side	3.49 mi

	CHURCHES	DIST.
16	Rice Memorial	3.64 mi
17	New Life	3.65 mi
18	Hyde Park	4.36 mi
19	First Mt Moriah	4.46 mi
20	Coronaca	5.65 mi
21	Siloam	6.43 mi
22	Beulah	7.09 mi
23	Ninety Six First	7.16 mi
24	Temple	7.54 mi
25	Lakeview	7.92 mi
26	Crestview	8.27 mi
27	Rosemont	8.72 mi
28	Providence	8.98 mi
29	First Damascus	9.16 mi
30	New Beginning	10.27 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.

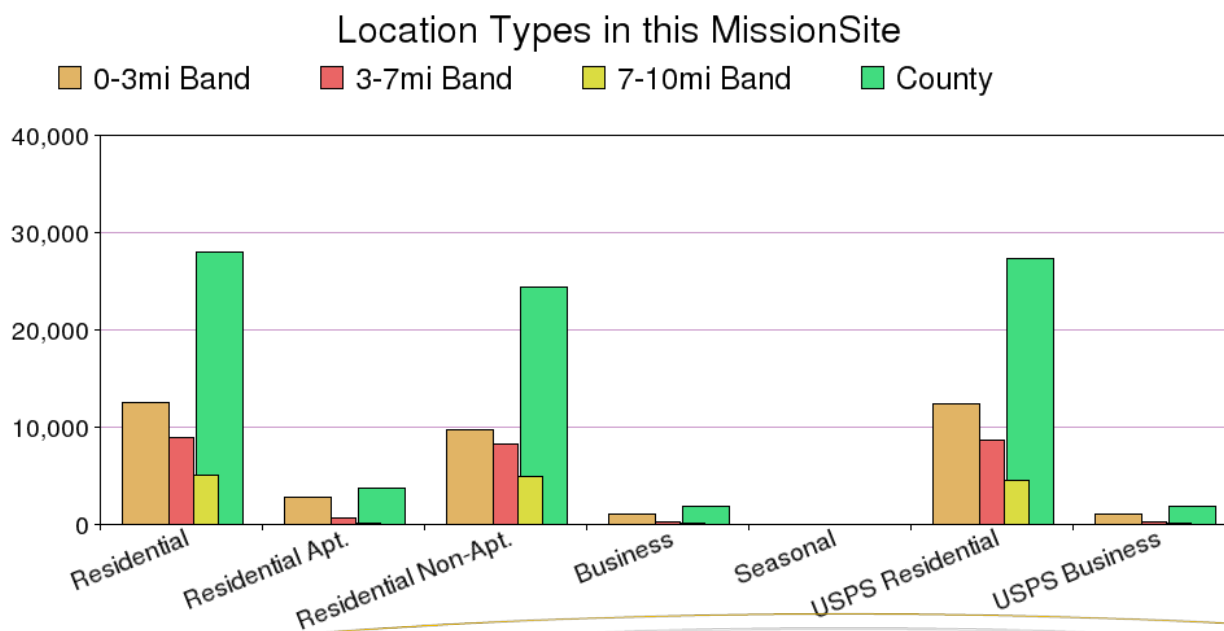


# Current Demographic Summary

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	59,570	27,071	45.44%
2000 Population	66,271	29,632	44.71%
2010 Population	70,287	31,265	44.48%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	22,731	10,585	46.57%
2000 Households	25,729	11,757	45.7%
2010 Households	25,195	11,444	45.42%



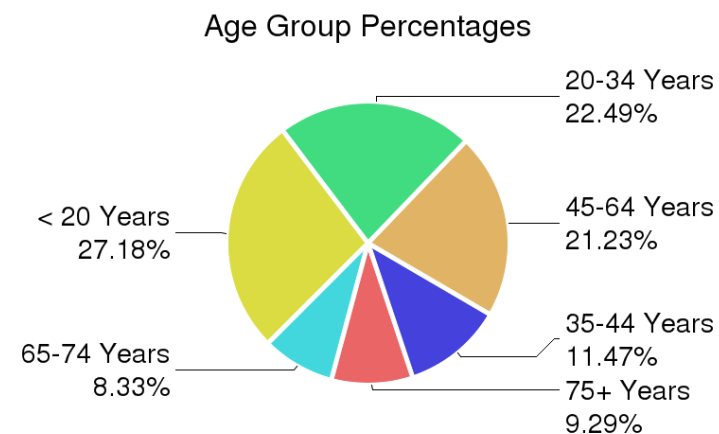
Location Type	0-3mi Band
Residential	12,539
Residential Apt.	2,860
Residential Non-Apt.	9,679
Business	1,026
Seasonal	1
USPS Residential	12,451
USPS Business	1,089

Attendale Boiling Springs Clearwater Bluffton Northlake Pine Ridge Murrells Inlet Iva Olar North Charleston  
 Mount Carmel Norway Mountville Mount Croghan Modoc Newberry Little Mountain Landrum Bradley  
 Folly Beach Folly Beach Folly Beach Folly Beach Folly Beach Folly Beach Folly Beach Folly Beach Folly Beach  
 Cane Savannah Neeses Pamlico Forestbrook Murphys Estates Brookdale Rock Hill Easley Hardy  
 Cameron Elgin Jenkinsville Richburg Dunbar Wagener Woodruff McClellanville Fort Lawn Santee

# 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	5.45%	5.91%	108.44
4-5 Years	2.7%	2.53%	93.7
6-8 Years	4.02%	4%	99.5
9-11 Years	3.98%	3.78%	94.97
12-13 Years	2.63%	2.46%	93.54
14-17 Years	5.38%	5.35%	99.44
18-19 Years	2.69%	3.14%	116.73
0-5 Years	8.15%	8.44%	103.56
6-12 Years	9.32%	9.03%	96.89
13-19 Years	9.38%	9.71%	103.52
< 20 Years	26.85%	27.18%	101.23
20-34 Years	19.67%	22.49%	114.34
35-44 Years	12.72%	11.47%	90.17
45-64 Years	24.92%	21.23%	85.19
65-74 Years	8.14%	8.33%	102.33
75+ Years	7.71%	9.29%	120.49
Median Age	38	37	97.51
Median Age (Male)	36	34	94.68
Median Age (Female)	39	39	98.7

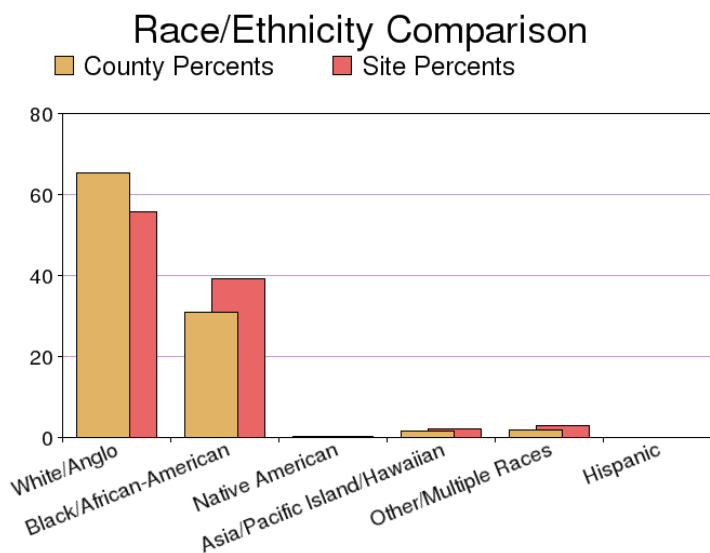


# Current Demographic Summary

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	65.27%	55.79%	85.49
Black, African-American	30.91%	39.1%	126.47
Native American	0.26%	0.25%	95.64
Asian	1.55%	1.94%	124.55
Pacific Island, Hawaiian	0.07%	0.11%	148.37
Other/Multiple Races	1.94%	2.82%	145.69
Hispanic	0%	9.84%	0



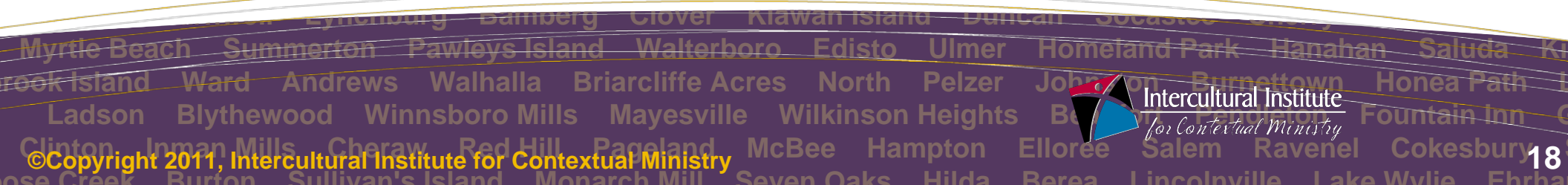
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,805	20,002	
Less than 9th Grade	6.48%	7.46%	86.87
No High School Diploma	12.7%	14.21%	89.36
High School Graduate	34.14%	33.65%	101.44
Some College, no degree	14.12%	13.76%	102.62
Associate Degree	9.38%	8%	117.15
College Degree	15.56%	15.65%	99.42
Graduate/Prof. degree	7.62%	7.26%	104.98

# 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	8.39%	11.26%	176.26
\$10,000 to \$19,999	14.38%	17.05%	118.56
\$20,000 to \$29,999	13.05%	14.46%	110.85
\$30,000 to \$49,999	22.37%	22%	98.34
\$50,000 to \$59,999	7.09%	6.21%	87.6
\$60,000 to \$69,999	8.15%	7.04%	86.43
\$70,000 to \$79,999	6.43%	5.53%	86.03
\$80,000 to \$89,999	4.49%	3.88%	86.35
\$90,000 to \$99,999	2.86%	2.32%	81.03
\$100,000 to \$124,999	6.44%	4.63%	71.89
\$125,000 to \$149,999	1.28%	0.96%	74.98
\$150,000 to \$199,999	3.03%	2.8%	92.62
\$200,000 to \$249,999	0.69%	0.64%	92.9
\$250,000 or more	1.35%	1.21%	89.1
Median Household	40,531	37,762	93.17
Average Household	59,285	54,159	91.35
Per Capita Household	22,158	20,059	90.53
Family/Non-Family Household Income			
Median Family Income	52,322	46,819	89.48
Average Family Income	70,153	65,756	93.73
Median Non-Family Income	27,413	25,640	93.53
Average Non-Family Income	35,642	34,169	95.87

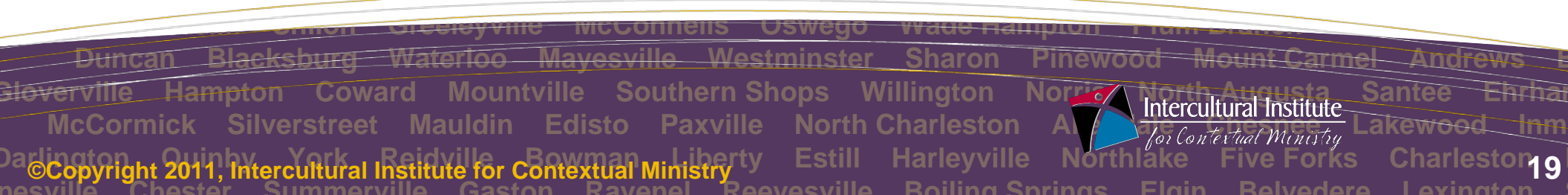


# Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.51%	61.76%	90.15
Families with Children	31.95%	29.73%	93.05
Families without Children	36.56%	32.03%	87.61
Non-Family Households			
% Non-Family Households	31.49%	38.24%	121.43
Non-Families with Children	0	0	0
Non-Families without Children	31.49	38.24	121.43
Housing Units			Index
Total Housing Units	30,309	13,626	
Vacant percent	16.87%	16.01%	94.91
Owned percent	59.83%	48.78%	81.53%
Rented Percent	23.29%	35.2%	151.1
Households by Size			Index
Avg household size	2.69	2.58	95.91
Avg family hh size	3.38	3.37	99.7
Avg non-family hh size	1.18	1.30	110.17
Households By Count of Persons			Percent
One	6,910	3,725	53.91%
Two	6,749	2,929	43.4%
Three or Four	8,553	3,484	40.73%
Five+	2,983	1,305	43.75%



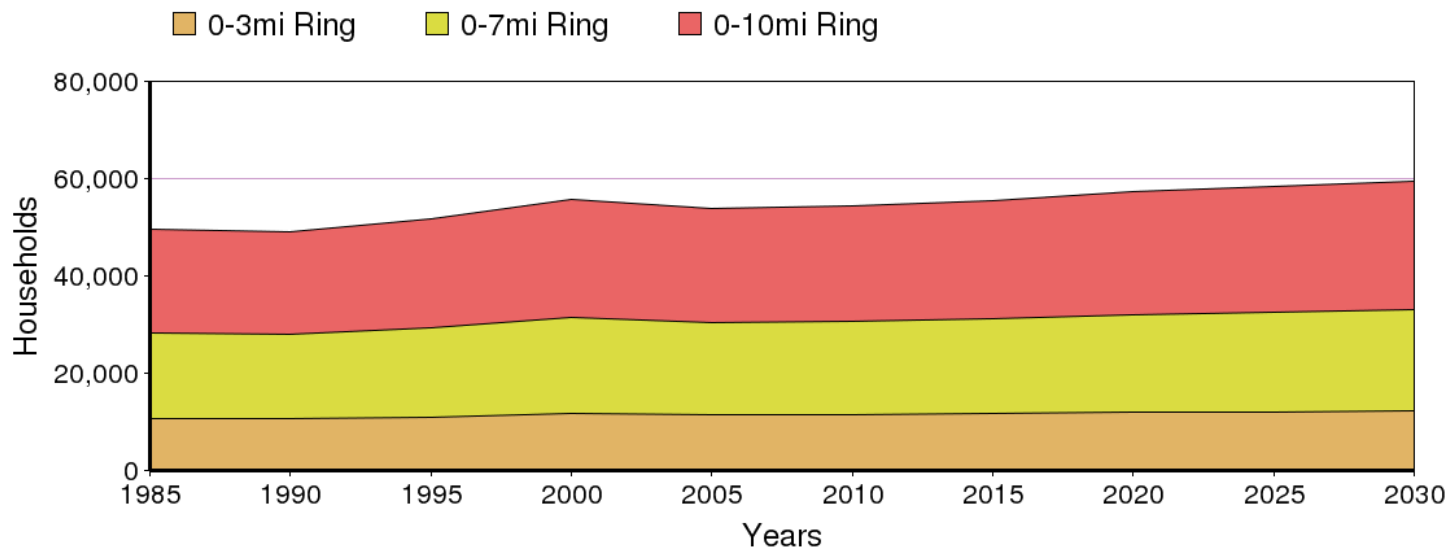
# Projected Demographic Summary

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	59,570	27,071	45.44%
2000 Population	66,271	29,632	44.71%
2010 Population	70,287	31,265	44.48%
2015 Population	73,361	32,718	44.6%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	22,731	10,585	46.57%
2000 Households	25,729	11,757	45.7%
2010 Households	25,195	11,444	45.42%
2015 Households	25,611	11,641	45.45%

Household Change from 1985 to 2030



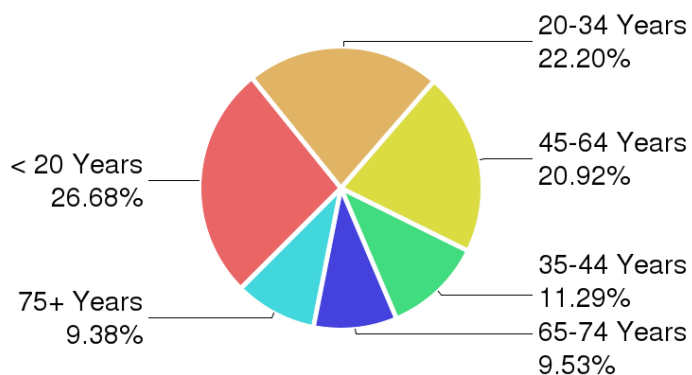
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.91%	5.98%	101.18
4-5 Years	2.53%	2.5%	98.81
6-8 Years	4%	3.8%	95
9-11 Years	3.78%	3.72%	98.41
12-13 Years	2.46%	2.42%	98.37
14-17 Years	5.35%	5.24%	97.94
18-19 Years	3.14%	3.04%	96.82
0-5 Years	8.44%	8.47%	100.36
6-12 Years	9.03%	8.74%	96.79
13-19 Years	9.71%	9.47%	97.53
< 20 Years	27.18%	26.68%	98.16
20-34 Years	22.49%	22.2%	98.71
35-44 Years	11.47%	11.29%	98.43
45-64 Years	21.23%	20.92%	98.54
65-74 Years	8.33%	9.53%	114.41
75+ Years	9.29%	9.38%	100.97
Median Age	38	37	99.23
Median Age (Male)	36	35	96.62
Median Age (Female)	39	40	101.48

Projected Age Group Percentages



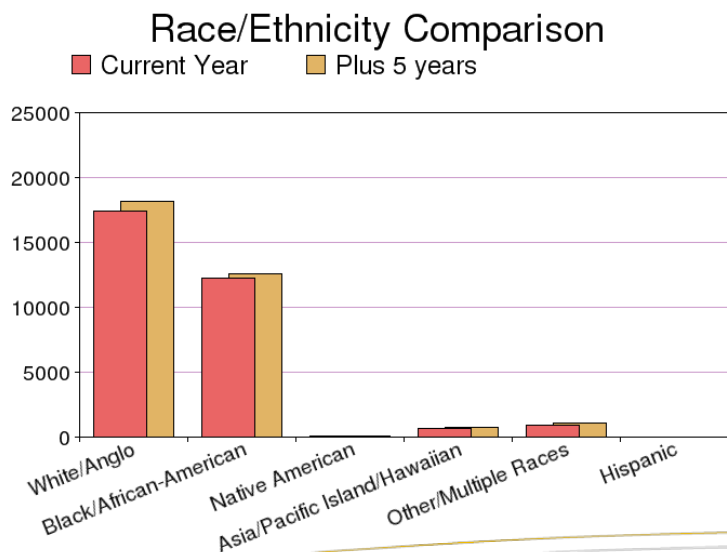
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	55.79%	55.61%	99.67
Black, African-American	39.1%	38.49%	98.45
Native American	0.25%	0.27%	110.45
Asian	1.94%	2.32%	119.73
Pacific Island, Hawaiian	0.11%	0.09%	83.98
Other/Multiple Races	2.82%	3.22%	114.09
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	20,002	21,078	
Less than 9th Grade	7.46%	5.85%	78.49
No High School Diploma	14.21%	12.09%	85.08
High School Graduate	33.65%	35.72%	106.15
Some College, no degree	13.76%	12.8%	92.96
Associate Degree	8%	8.67%	108.35
College Degree	15.65%	16.79%	107.33
Graduate/Prof. degree	7.26%	8.07%	111.17



# 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
<b>Household Income</b>			
< \$10,000	11.26%	9.79%	86.94
\$10,000 to \$19,999	17.05%	16.57%	97.2
\$20,000 to \$29,999	14.46%	13.7%	94.74
\$30,000 to \$49,999	22%	21.34%	96.98
\$50,000 to \$59,999	6.21%	5.93%	95.4
\$60,000 to \$69,999	7.04%	7.48%	106.24
\$70,000 to \$79,999	5.53%	6.18%	101.88
\$80,000 to \$89,999	3.88%	4.37%	106.5
\$90,000 to \$99,999	2.32%	2.49%	107.58
\$100,000 to \$249,999	4.63%	5.45%	117.6
\$125,000 to \$149,999	0.96%	1.02%	106.35
\$150,000 to \$199,999	2.8%	3.49%	124.34
\$200,000 to \$249,999	0.64%	0.78%	122.55
\$250,000 or more	1.21%	1.32%	109.71
Median Household	37,762	40,913	108.34
Average Household	54,159	59,093	109.11
Per Capita Household	20,059	21,322	106.3
<b>Family/Non-Family Household Income</b>			
Median Family Income	46,819	50,371	107.59
Average Family Income	65,756	72,063	109.59
Median Non-Family Income	25,640	27,890	108.78
Average Non-Family Income	34,169	37,351	109.31

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	61.76%	61.57%	99.68
Families with Children	29.73	27.92	93.92
Families without Children	32.03	32.34	100.96
<b>Non-Family Households</b>			
% Non-Family Households	38.24%	38.43%	100.51
Non-Families with Children	0	0	100.51
Non-Families without Children	38.24	38.43	100.51
<b>Housing Units</b>			
Total Housing Units	13,626	13,841	101.58%
Vacant percent	16.01%	15.89%	99.26
Owned percent	48.78%	49.04%	100.53
Rented Percent	35.2%	35.07%	99.64
<b>Households by Size</b>			
Avg household size	2.58	2.63	101.94%
Avg family hh size	3.37	3.49	103.56%
Avg non-family hh size	1.30	1.26	96.92%
<b>Households By Count of Persons</b>			
One	3,725	3,835	102.95%
Two	2,929	2,746	93.75%
Three or Four	3,484	3,617	103.82%
Five+	1,305	1,443	110.57%



# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,350	404	46
Northern Europe	25	12	6
Western Europe	74	45	6
Southern Europe	2	5	0
Eastern Europe	9	10	1
Other Europe	0	0	0
Eastern Asia	91	84	6
So. Central Asia	28	37	11
SE Asia	25	33	5
Western Asia	10	8	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	16	5	0
Middle Africa	0	0	0
Northern Africa	2	3	3
Southern Africa	8	13	0
Western Africa	20	0	1
Other Africa	0	0	0
Oceania	30	14	0
Caribbean	17	14	0
Central Amer.	909	71	6
South America	62	29	0
North America	22	21	1
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	25,985	18,194	8,808
Spanish	1,591	289	149
Other Indo-Euro language	169	227	40
French (incl. Patois, Cajun)	62	58	11
French Creole	0	0	0
Italian	2	6	0
Portuguese	9	0	1
German	43	49	4
Yiddish	0	0	0
Other West Germanic	10	24	8
A Scandinavian Language	9	16	0
Greek	4	12	0
Russian	12	13	4
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	4	2	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	6	16	0
Urdu	6	13	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	2	5	0
Asian/PI languages	0	0	0
Chinese	11	11	17
Japanese	46	63	5
Korean	5	5	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	23	23	0
Other Asian	0	0	5
Tagalog	12	11	4
Other Pacific Is	30	20	0
Other languages	73	13	3
Navajo	0	0	0
Other Native N. American	0	6	0
Hungarian	0	0	3
Arabic	12	0	0
Hebrew	0	7	0
African languages	61	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	22,436	14,708	6,945
Arab	40	28	4
Armenian	3	3	0
Austrian	7	8	0
British	102	83	2
Canadian	4	2	4
Croatian	6	5	0
Czech	14	14	7
Czechoslovak	4	6	0
Danish	9	12	0
Dutch	91	85	43
English	1,527	1,283	487
European	268	187	70
Finnish	0	0	0
French (not Basque)	205	169	46
French Canadian	35	38	16
German	1,409	1,247	499
Greek	51	46	5
Hungarian	11	12	4
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,280	1,166	520
Italian	246	200	44
Lithuanian	15	4	0
Norwegian	28	30	13
Polish	71	65	29
Portuguese	8	10	2
Romanian	0	0	3
Russian	18	20	7
Scandinavian	14	13	4
Scotch-Irish	784	656	224
Scottish	238	223	102
Slovak	0	0	0
Subsaharan African	292	156	77
Swedish	43	40	17
Swiss	16	12	5
Ukrainian	0	0	1
US/American	4,462	3,473	1,953
Welsh	23	26	16
West Indian	12	7	0
Yugoslavian	0	0	0
Other	11,102	5,379	2,740

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

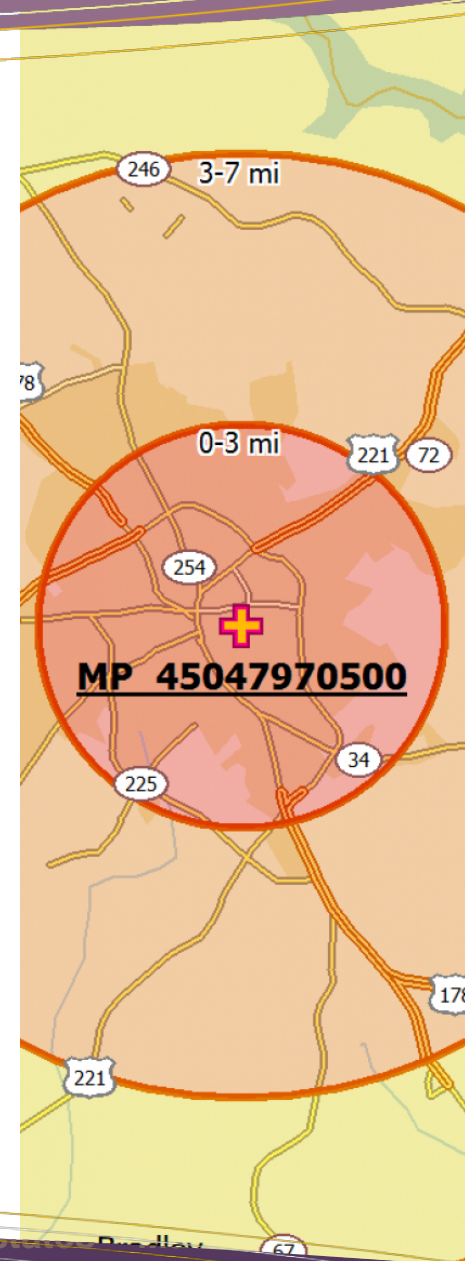
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,444	100%	7,902	100%
<b>AFFLUENT SUBURBIA</b>	389	3.4%	274	3.47%
America's Wealthiest	45	0.39%	36	0.46%
Dream Weavers	23	0.2%	16	0.2%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	299	2.61%	207	2.62%
New Suburbia Fam.	22	0.19%	15	0.19%
<b>UPSCALE AMERICA</b>	453	3.96%	305	3.86%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	445	3.89%	299	3.78%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	8	0.07%	6	0.08%
<b>SM TWN SUCCESS</b>	908	7.93%	597	7.56%
Successful Urban Sprawl	48	0.42%	6	0.08%
2nd City Homebodies	690	6.03%	34	0.43%
Prime Middle America	0	0%	449	5.68%
Urban Optimists	170	1.49%	0	0%
Family Convenience	0	0%	108	1.37%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,444	100%	7,902	100%
<b>BLUE COLLAR BACKBONE</b>	291	2.54%	190	2.4%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	91	0.8%	55	0.7%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	200	1.75%	135	1.71%
<b>AMER. DIVERSITY</b>	574	5.02%	410	5.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	51	0.45%	33	0.42%
Professional Urbanites	303	2.65%	219	2.77%
Urban Advancement	150	1.31%	101	1.28%
Amer. Great Outdoors	0	0%	0	0%
Mature America	70	0.61%	57	0.72%
<b>METRO FRINGE</b>	1,597	13.95%	1,095	13.86%
Steadfast Conservative	1,439	12.57%	986	12.48%
Moderate Conventionalists	18	0.16%	12	0.15%
Southern Blues	46	0.4%	32	0.4%
Urban Grit	0	0%	0	0%
Grass-Roots Living	94	0.82%	65	0.82%



# 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	11,444	100%	7,902	100%
REMOTE AMERICA	2	0.02%	1	0.01%
Hardy Rural Fam.	2	0.02%	1	0.01%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,620	14.16%	1,197	15.15%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,499	13.1%	1,110	14.05%
Stable Careers	121	1.06%	87	1.1%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	295	2.58%	176	2.23%
Aspiring Hispania	9	0.08%	0	0%
Industrious Country Living	0	0%	6	0.08%
America's Farmland	122	1.07%	0	0%
Comfy Country Living	164	1.43%	75	0.95%
Small Town Connections	0	0%	95	1.2%
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	11,444	100%	7,902	100%
<b>STRUGGLING SOCIETIES</b>	3,920	34.25%	2,659	33.65%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	148	1.29%	101	1.28%
Struggling city Centers	3,763	32.88%	2,551	32.28%
College Town Communities	9	0.08%	7	0.09%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	1,348	11.78%	961	12.16%
Unattached Multicultures	198	1.73%	137	1.73%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	587	5.13%	411	5.2%
Urban Diversity	220	1.92%	158	2%
New Generation Activists	81	0.71%	55	0.7%
Getting By	262	2.29%	200	2.53%
<b>VARYING LIFESTYLES</b>	46	0.4%	37	0.47%
Military Family Life	0	0%	0	0%
Major University Towns	46	0.4%	37	0.47%
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?

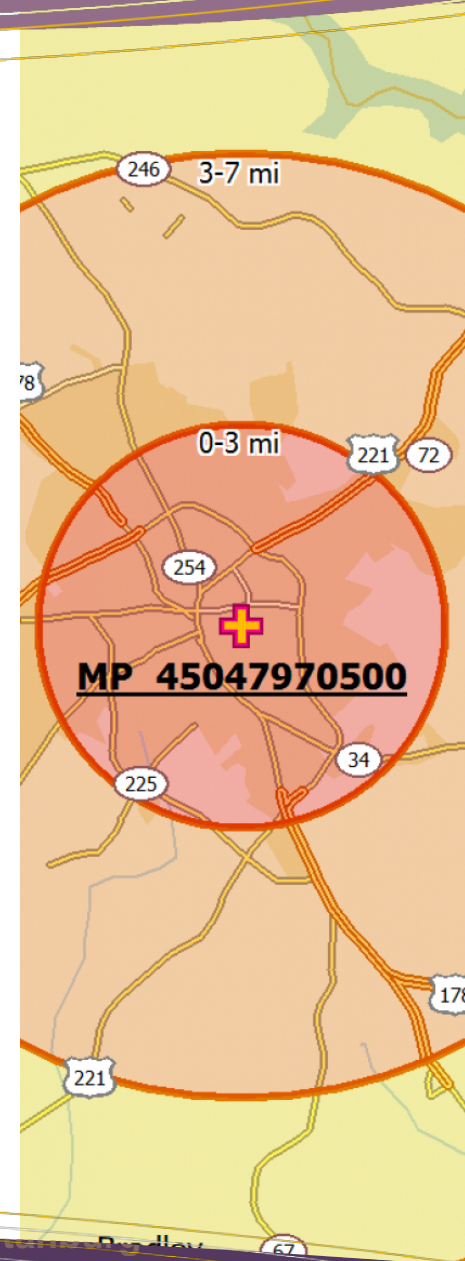
## Potential Cultural Bridges

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	69%	73%	74%
Use Comp. for Internet/E-mail	49%	55%	56%
Internet Use: E-Mail	41%	46%	46%
Use Comp. for Comp. Games	35%	38%	38%
Use Comp. for Education	31%	33%	32%
Use Comp. for Word Processing	28%	34%	34%
Use Comp. for Shopping	27%	31%	32%
HH Owns DVD Player	26%	29%	28%
Use Comp. for Digital Camera	25%	29%	29%
Photo Editing			
Use Comp. for Banking	24%	28%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	23%	26%	26%
Internet Use: Banking	21%	23%	24%
Use Comp. for News/Info./Data	16%	20%	21%
Service			
PC-Network-HH Has One	16%	19%	19%
Use Comp. for Filing/DB Mngmnt	10%	12%	12%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Personal Financial	10%	13%	13%
Mngmnt			
Internet Use: Shopping: Gathered	9%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	9%	9%	9%
Use Comp. for Accounting	9%	12%	12%

# 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	66%	67%	67%
Reading Books	50%	53%	53%
Dining Out (Not Fast Food)	47%	52%	53%
Card Games	36%	39%	39%
Cooking for Fun	33%	35%	35%
Go To A Beach/Lake	30%	33%	33%
Board Games	27%	30%	30%
Gardening	27%	30%	31%
Visit Zoo	16%	18%	18%
Going To	16%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	35%	37%	37%
Dentist	24%	26%	26%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	21%	21%	21%
Eye Dr.	20%	20%	21%
None Of These	19%	19%	19%
High Cholesterol	17%	18%	18%
Any Arthritis	16%	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	24.51%	27.04%	26.87%
Live Theater	17.02%	20.08%	20.17%
Live Theater Most Often	13.63%	16.37%	16.49%
Rock/Pop Concerts Most Often	13.19%	14.69%	14.33%
Dance Performance	9.56%	9.7%	9.45%
Comedy Club	9.22%	9.42%	9.21%
Movies: Comedy	41.45%	41.92%	41.12%
Movies: Action/Adventure	38.87%	39.61%	39.13%
Movies: Drama	23.42%	23.32%	22.69%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.84%	22.57%	21.94%
Movies: Romantic Comedy	20.87%	21.53%	21.19%
Movies: Mystery	18.35%	17.91%	17.6%
College Football Reg. Season	4.8%	6.21%	6.24%
MLB Baseball Reg. Season	4.78%	6.44%	6.43%
NFL Football Reg. Season	4.69%	5.95%	5.93%
College Basketball Reg. Season	3.7%	4.5%	4.45%
NBA Basketball Reg. Season	2.86%	3.72%	3.6%
Auto Racing Events	1.88%	2.24%	2.33%

# 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	36.01%	38.89%	39.23%
Swimming	26.34%	29.44%	30.07%
Bowling	18%	19.89%	20.24%
Billiards/Pool	17.36%	17.58%	17.56%
Basketball	16.07%	16.44%	16.29%
Jogging/Running	14.26%	15.53%	15.33%
Weight Training	13.14%	15.13%	15.17%
Freshwater Fishing	13.05%	14.18%	15.42%
Football	11.52%	11.13%	10.93%
Baseball	11.02%	11.02%	10.94%
Stationary Cycling	10.42%	11.62%	11.62%
Using Cardio Machine	10.15%	12.37%	12.48%
Golf	9.86%	12.15%	12.39%
Aerobics	9.76%	10.65%	10.56%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	9.7%	11.15%	11.39%
Camping Trips	9.46%	10.72%	11.81%
Volleyball	8.86%	8.59%	8.57%
Softball	6.8%	7.09%	7.22%
Tennis	6.2%	7.03%	7.04%
Yoga	6.18%	6.82%	6.74%
Hunting	6.13%	6.8%	7.84%
Power Boating	6.09%	6.93%	7.29%
Backpacking/Hiking	6.02%	7.5%	7.88%
Soccer	5.97%	6.56%	6.6%
Target Shooting	5.84%	6.59%	7.16%
Saltwater Fishing	5.76%	6.4%	6.73%
Roller Skating	5.67%	5.66%	5.57%
Ice Skating	5.59%	5.62%	5.55%

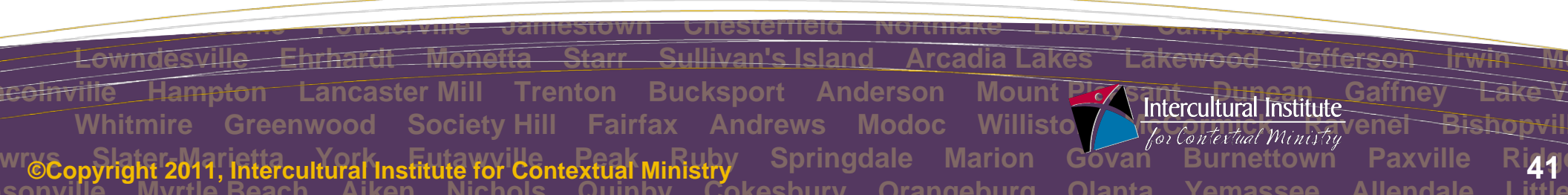


# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	5.14%	5.2%	5.07%
Canoeing/Kayaking	4.75%	5.59%	5.95%
Motorcycling	4.52%	4.97%	5.15%
Downhill & X-Country Skiing	4.38%	4.97%	4.97%
Jet Skiing	4.32%	4.58%	4.51%
Fly Fishing	3.99%	4.06%	4.21%
Horseback Riding	3.84%	4.3%	4.73%
Racquetball	3.69%	3.81%	3.81%
Snowmobiling	3.54%	3.47%	3.54%
Water Skiing	3.47%	3.89%	4.06%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.44%	3.4%	3.42%
Hockey	3.41%	3.52%	3.51%
Snowboarding	3.38%	3.38%	3.31%
Archery	3.18%	3.38%	3.74%
Sailing	3.07%	3.25%	3.28%
Rock Climbing	2.95%	3.03%	3.02%
Surfing & Windsurfing	2.69%	2.69%	2.62%
Auto Racing	2.45%	2.52%	2.6%
Martial Arts	2.42%	2.78%	2.89%
Rowing	2.04%	2.33%	2.43%



## 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.

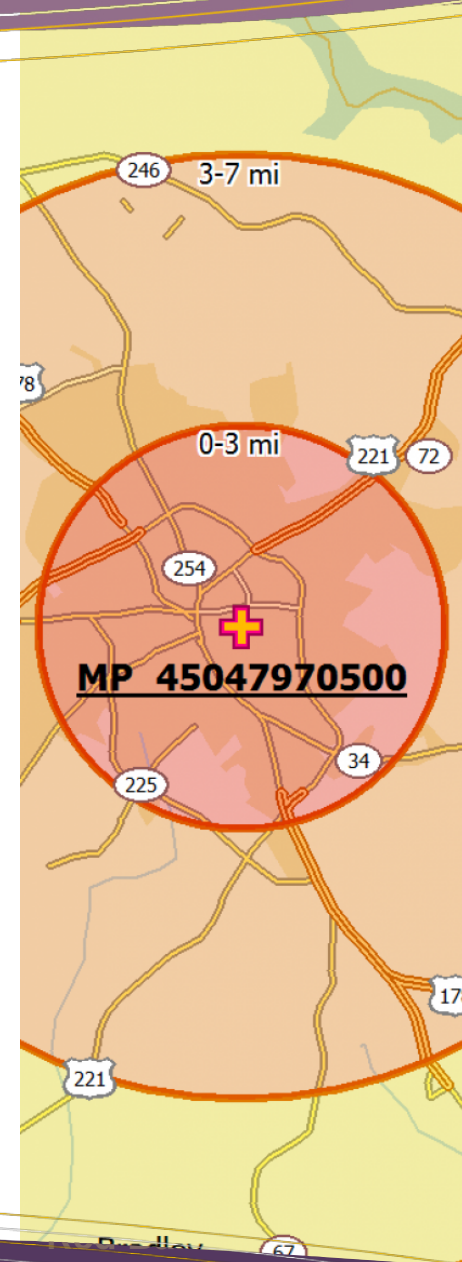
### BIBLICAL BARRIERS

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.

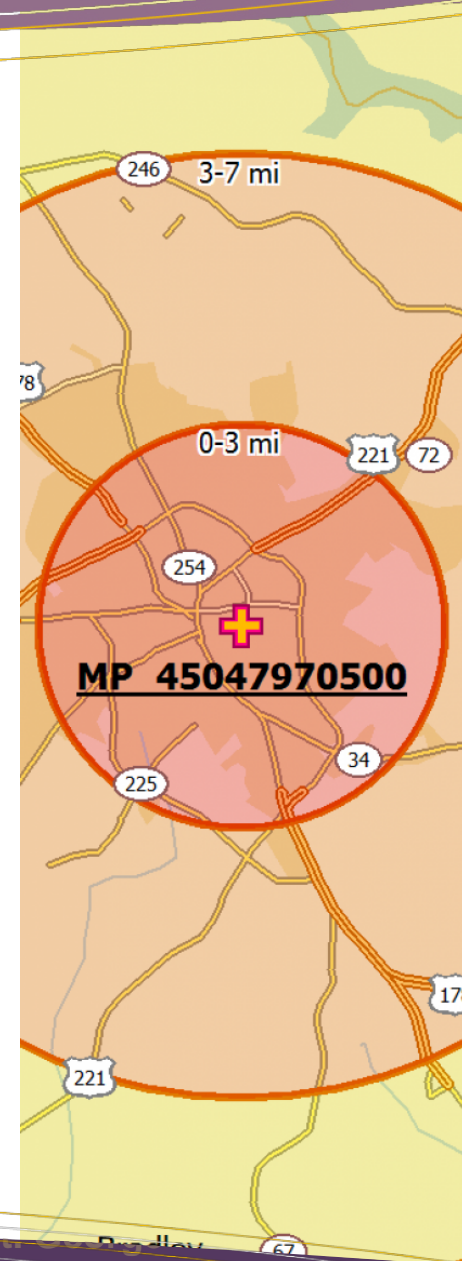
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

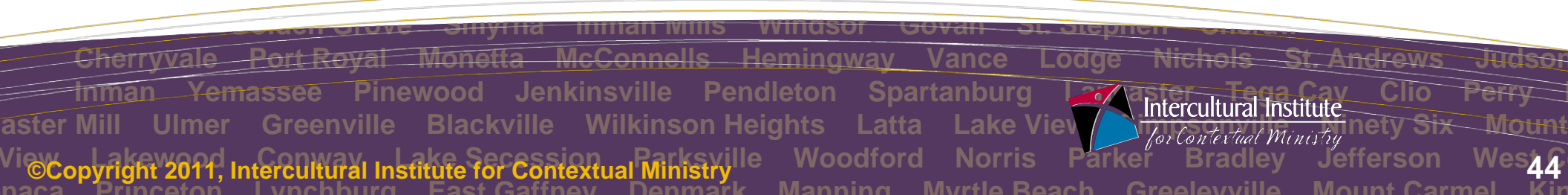


# Potential Cultural Barriers:

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](http://MissionalContext.org).

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	52%	52%
Speak My Mind Even If It Upsets People	40%	38%	38%
Like Control Over People And Resources	37%	36%	36%
Find It Difficult To Say No To My Kids	36%	38%	38%
Woman's Place Is In The Home	34%	35%	35%
Don't Judge People/Way They Live Life	32%	31%	30%
Too Much Sponsorship In Arts/Sports	30%	27%	27%
Prefer To Have Few Possessions As Possible	28%	31%	31%
Like To Do Unconventional Things	27%	28%	28%
If Won Lottery Would Never Work Again	26%	28%	28%
I Am A Workaholic	24%	22%	21%
Like to Stand Out In A Crowd	23%	22%	22%

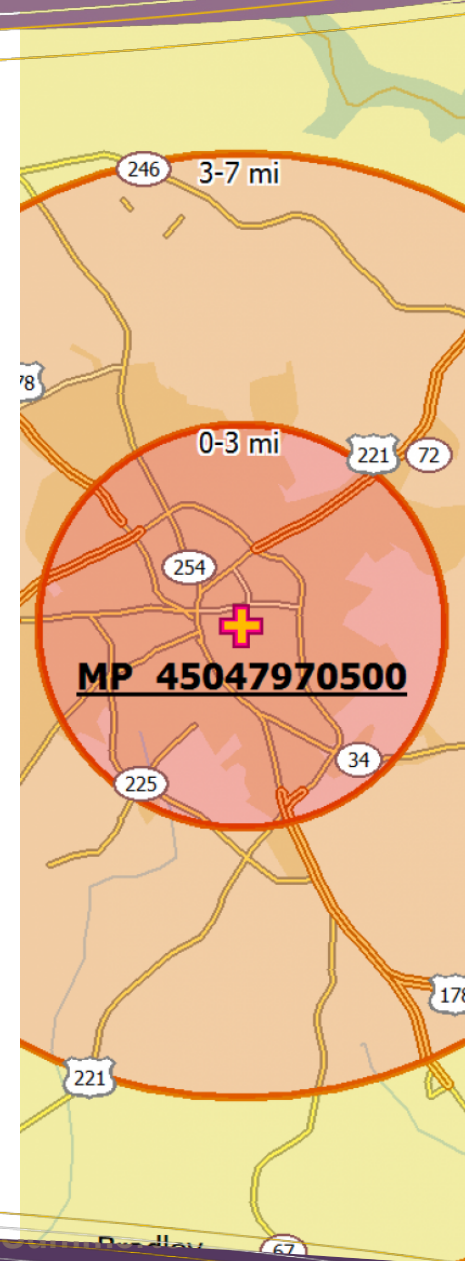
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Money Is Best Measure Of Success	22%	24%	24%
Friends More Important Than My Fam.	20%	22%	22%
Marijuana Should Be Legalized	20%	20%	20%
We Should Strive for Equality for All	18%	16%	16%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	12%	13%	13%
On Whole People Get What They Deserve	11%	10%	10%
Very Happy With My Life As It Is	10%	8%	8%
Little I Can Do To Change My Life	9%	9%	9%
More Important Do Duty Than Enjoy Life	9%	8%	7%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

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

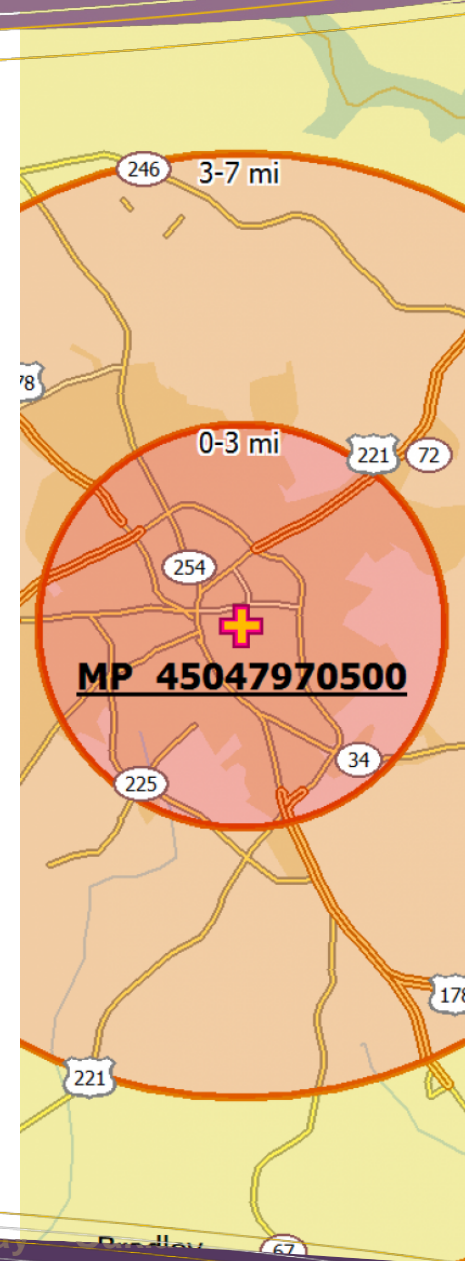
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%
Important To Respect Customs And Beliefs	56%	60%	61%
Like To Understand About Nature	38%	38%	38%
Prefer Work Part Of Team Than Alone	36%	36%	36%
Important To Juggle Various Tasks	34%	32%	32%
Important Feel Respected By My Peers	32%	32%	33%
Good At Fixing Things	32%	30%	29%
Have Keen Sense Of Adventure	29%	28%	28%
Prefer To Have Few Possessions As Possible	28%	31%	31%
People Have To Take Me As They Find Me	23%	24%	24%
Consider Myself Interested In The Arts	23%	21%	21%
Looking for New Ideas To Improve Home	21%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Like To Just Enjoy Life	20%	21%	21%
Provide My Kids With The Little Extras	19%	17%	17%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	17%	16%	16%
Worried About Pollution Caused By Cars	17%	18%	18%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Feel Very Alone In The World	6%	5%	5%
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 - 0-3 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	85.99%	86.03%	86.05%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.01%	79.59%	80.07%
Houses-Visit Any			
McDonald's	55.83%	56.07%	56.13%
Burger King	38.64%	37.87%	37.81%
Kentucky Fried Chicken (KFC)	35.59%	33.57%	32.87%
Wendy's	32.36%	32.2%	31.9%
Subway	30.85%	31.56%	31.51%
Taco Bell	27.86%	27.81%	27.55%
Applebee's	27.59%	29.11%	28.91%
Pizza Hut	25.06%	23.95%	23.8%
Arby's	21.48%	22.3%	22.35%
Olive Garden	18.56%	20.13%	19.93%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.42%	18.41%	18.13%
Dairy Queen	18.23%	18.05%	18.11%
Domino's Pizza	17.15%	16.32%	15.71%
Popeyes	16%	14.18%	13.2%
Sonic	15.24%	14.68%	14.62%
IHOP (International House Of Pancakes)	14.63%	14.93%	14.59%
Golden Corral	14.57%	13.67%	13.46%
Chick-Fil-A	13.69%	15.02%	14.83%
Outback Steakhouse	13.58%	14.79%	14.6%
Denny's	12.72%	12.18%	11.93%
TGI Friday's	12.54%	13.35%	12.89%
Hardee's	12.47%	11.64%	11.71%

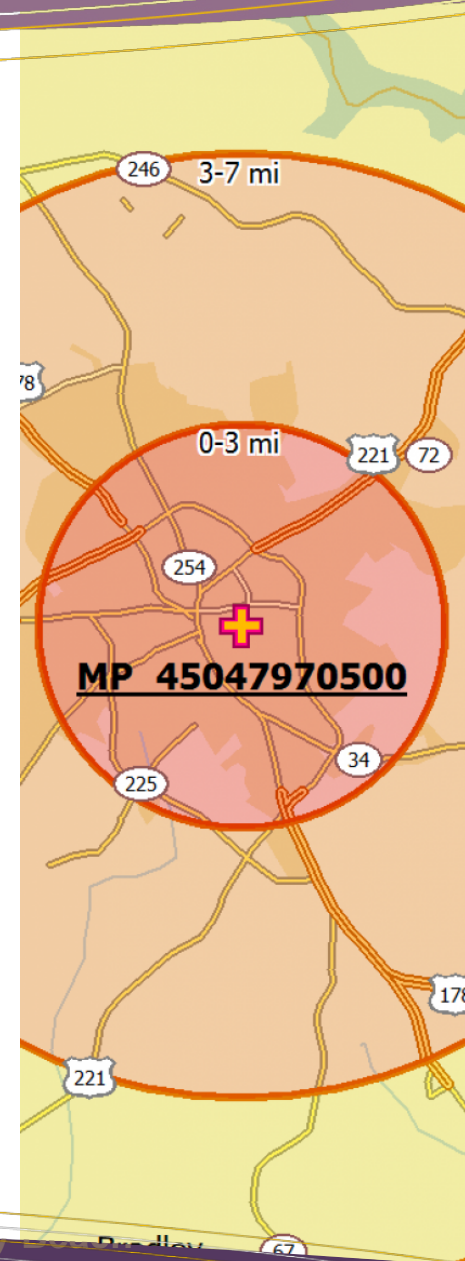


## Potential Shared Projects

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!

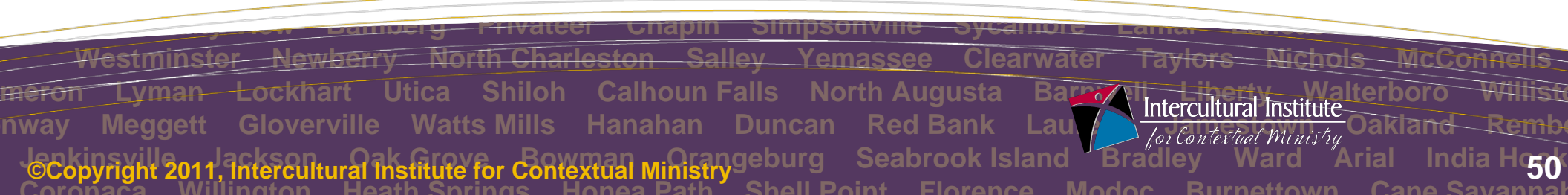


# Potential Shared Projects

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	41.46%	45.12%	45.6%
Recycled products	26.9%	30.97%	31.52%
Worked as volunteer (non political)	13.25%	15.35%	15.57%
Engaged in fund raising	9.99%	11.38%	11.48%
Religious club member	7.43%	8.02%	8.09%
Church Board	5.63%	6.06%	6.12%

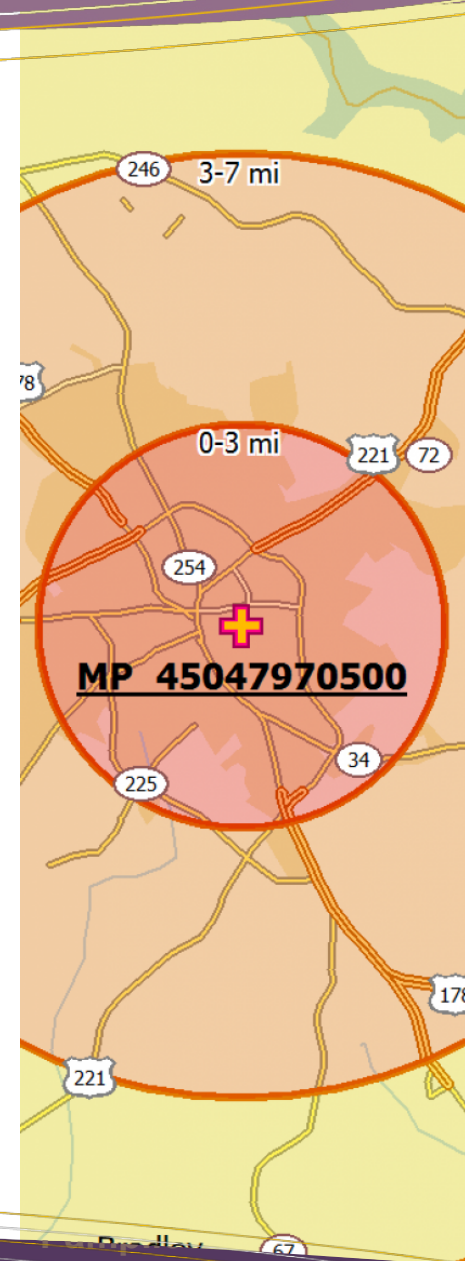
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.94%	5.41%	5.41%
Took active part in local civic issue	4.67%	5.05%	5.09%
Wrote to elected offcl about publ bus	4.67%	5.48%	5.58%
Charitable Organization	4.19%	4.93%	5.07%
Union member	4.08%	4.79%	4.97%
Fraternal order member	3.89%	4.19%	4.28%



# Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	13.65%	15.74%	15.9%
Children's Books	12.31%	13.23%	13.29%
Religious (not Bibles)	9.19%	9.51%	9.53%
Mystery	9.07%	10.1%	10.24%
Cookbooks	9.03%	9.69%	9.75%
Romance	6.55%	6.81%	6.84%
History	5.58%	6.22%	6.31%
Biography	5.55%	6.3%	6.36%
Personal/Business	5.45%	6.42%	6.47%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	66.02%	68.12%	67.85%
Gen. Editorial	51.59%	51.65%	51.13%
Womens	44.88%	45.34%	44.86%
Service	31.37%	33.06%	33.38%
Mens	19.94%	19.61%	19.23%
Business/Finance	19.08%	20.96%	20.63%
Music	17.85%	16.48%	15.79%
Parenthood	15.18%	14.62%	14.31%
Sports	14.61%	15.19%	14.99%



# 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	48.95%	51.47%	52.11%
Classified	32.22%	31.62%	31.89%
Sport	29.58%	30.9%	31.09%
Editorial Page	25.88%	27.72%	28.31%
Business/Finance	24.31%	27.31%	27.46%
Comics	24.03%	24.66%	24.91%
Movie Listings & Reviews	23.15%	24.58%	24.54%
TV/Radio Listings	22.23%	22.93%	23.13%
Food/Cooking	21.89%	23.39%	23.65%
Home/Gardening	17.38%	19.6%	20%
Travel	16.05%	18.42%	18.56%
Fashion	14.47%	15.32%	15.31%
Science/Technology	13.95%	16.11%	16.34%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	33.25%	29.57%	27.63%
CHR Contemp Hit Radio	16.51%	16.77%	16.72%
Country	14.21%	14.7%	16.09%
Adult Contemporary	13.36%	14.21%	14.53%
Oldies	10.04%	10.4%	10.42%
Variety	9.41%	9.66%	9.43%
Jazz	9.21%	9.48%	9.11%
Rock	8.41%	9.33%	9.42%
News/Talk	7.73%	9.94%	10.02%
Alternative	6.79%	7.47%	7.49%
Gospel	6.57%	5.85%	5.58%
Classic Rock	6.41%	7.37%	7.58%
Soft Contemporary	5.25%	6.07%	5.97%
All News	5.21%	6.58%	6.71%
Religious	5.19%	5.93%	6.05%
All Talk	3.3%	4.01%	4.09%
Hispanic	3.1%	2.92%	2.84%
Sports	2.81%	3.65%	3.69%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.7%	63.14%	63.51%
Soapnet	50.44%	51.44%	51.23%
Satellite Dish	49.55%	52.09%	52.41%
Other Video-On-Demand	47.68%	45.25%	45.03%
Sci-Fi Channel	33.97%	35.81%	36.16%
MSNBC	33.71%	34.6%	34.47%
Adult Pay Per View TV	31.49%	32.78%	33.31%
Subscribe Digital Cable	28.7%	30.06%	30.22%
Nickelodeon	27.25%	28.27%	28.51%
TV Info From Sunday TV Magazine	27.11%	28.59%	28.73%
Comedy Central	27.06%	30%	29.8%
TV Info From Newspapers	25.33%	26.34%	26.3%

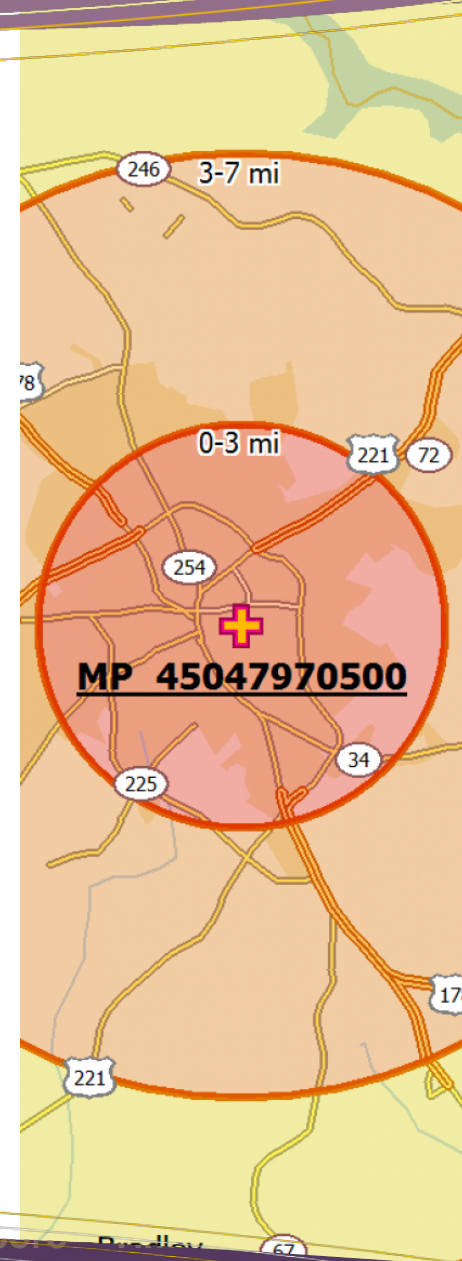
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	25.24%	25.88%	25.65%
Nick At Nite	24.78%	25.27%	25.35%
BET (Black Entertainment TV)	23.9%	23.87%	23.73%
Hallmark Channel	23.27%	25.27%	25.2%
TV Info From Monthly Cable Guide	22.97%	23.4%	23.25%
Lifetime	22.31%	22.82%	22.53%
ABC Fam.	22.26%	23.73%	23.3%
USA Network	21.61%	23.38%	23.59%
Adult Swim	21.57%	23.13%	23.51%
The Golf Channel	21.34%	23.71%	23.64%
ESPN2	20.82%	21.95%	21.88%
TV Info From Other	20.45%	21.07%	20.95%

## 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+)	16.59%	18.51%	18.68%
Medium Users (4-6)	8.71%	9.58%	9.7%
Light Users (1-3)	18.09%	19.04%	19.19%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.21%	1.15%
Newspaper II	1.46%	1.47%	1.44%
Newspaper III	1.86%	1.96%	2.02%
Newspaper IV	0.67%	0.53%	0.51%
Newspaper V (Light)	1.61%	1.32%	1.25%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.79%	20.86%	20.5%
Magazines II	9.7%	9.16%	9.07%
Magazines III	10.9%	10.52%	10.35%
Magazines IV	14.02%	13.2%	12.83%
Magazines V (Light)	0.85%	0.92%	0.86%
Outdoor I (Heavy)	8.72%	8.13%	7.89%
Outdoor II	5.14%	4.51%	4.24%
Outdoor III	5.19%	4.69%	4.47%
Outdoor IV	16.07%	15.84%	16.15%
Outdoor V (Light)	25.17%	24.92%	25.14%
Yellow Pages I (Heavy)	15.82%	15.34%	15.35%
Yellow Pages II	7.68%	7.43%	7.3%
Yellow Pages III	10.04%	8.86%	8.26%
Yellow Pages IV	24.86%	23.35%	23.28%
Yellow Pages V (Light)	5.16%	4.42%	4.21%

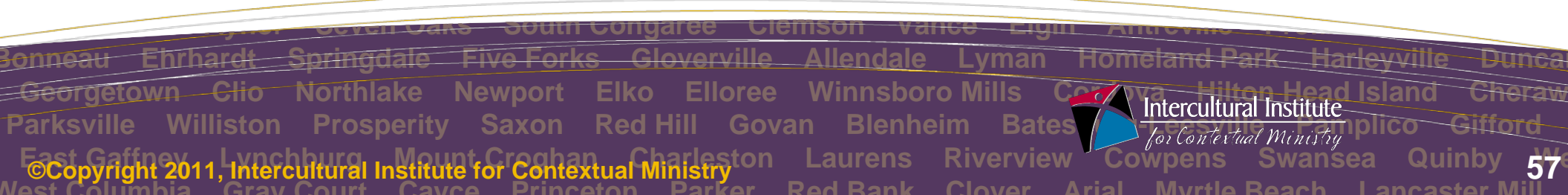


# Potential Multimedia Usage

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)	2.46%	2.55%	2.66%
Drive Time III (Medium)	1.11%	1.01%	0.99%
Radio IV & V (Light)	2.56%	2.61%	2.56%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.12%	11.04%	10.63%
Radio III (Medium)	4.2%	4.26%	4.33%
Radio IV & V (Light)	3.94%	3.97%	3.83%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.31%	12.76%	12.71%
Cable III (Medium)	5.41%	5.08%	4.95%
Cable IV & V (Light)	38.49%	36.82%	36.39%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.71%	3.7%	3.73%
Prime Time III (Medium)	1.55%	1.48%	1.53%
Prime Time IV & V (Light)	11.82%	10.07%	9.52%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.78%	38.36%	39%
Fringe III (Medium)	54.57%	53.36%	53.64%
Fringe IV (Light)	56.28%	55.76%	55.95%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.47%	14.61%	14.44%
All Day III (Medium)	25.04%	24.42%	24.56%
All Day IV (Light)	20.12%	18.38%	17.56%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.35%	11.15%	11.3%
6:00am - 10:00am	15.5%	16.75%	16.44%
10:00am - 3:00pm	12.04%	10.65%	9.98%
3:00pm - 7:00pm	17.89%	16.2%	15.66%
7:00pm - Midnight	12.35%	13.05%	12.94%
Midnight - 6:00am	8.71%	7.85%	7.47%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.52%	15.3%	14.94%
6:00am - 10:00am	2.85%	3.33%	3.35%
10:00am-3:00pm	5.19%	5.73%	5.67%
3:00pm - 7:00pm	8.09%	7.7%	7.45%
7:00pm - Midnight	10.83%	10.69%	10.38%
Midnight - 6:00am	14.65%	13.81%	13.27%

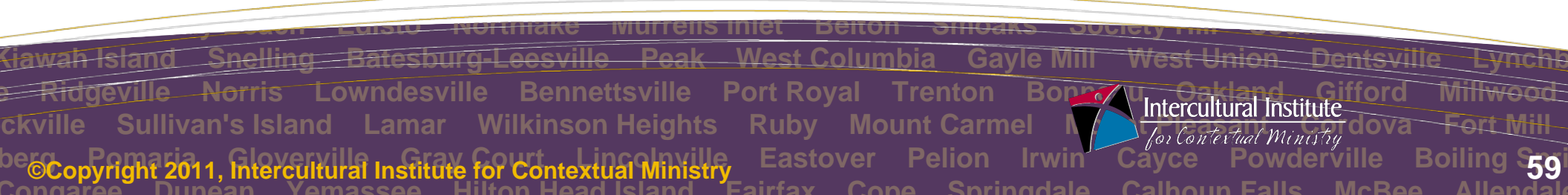
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.28%	8.24%	8.11%
Saturday: 8:00-11:00pm	7.91%	8.63%	8.58%
Sunday: 7:00-11:00pm	9.81%	9.88%	9.77%
9:00am-1:00pm	24.78%	25.27%	25.35%
9:00am-4:00pm	28.32%	29.12%	29.25%
4:00pm-7:00pm	30.55%	31.79%	31.4%
11:00pm-1:00am	43.93%	44.31%	43.9%
AVG Prime time	5.22%	4.76%	4.49%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.13%	17.65%	17.12%
7-9am	20.82%	21.95%	21.88%
9am-12noon	18.43%	19.71%	20.03%
12noon-4pm	9.88%	9.4%	9.23%
4-6pm	46.53%	50.33%	49.92%
6-7pm	17.72%	18.19%	18.44%
7-7:30pm	1.41%	1.65%	1.64%
7:30-8pm	11.22%	11.27%	11.21%
8-11pm	7.28%	8.24%	8.11%
11pm-12am	33.71%	34.6%	34.47%
11pm-1am	43.93%	44.31%	43.9%
1-6am	32.26%	33.03%	32.62%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.77%	17.86%	17.75%
Sat: 10am-1pm	8.39%	8.85%	8.72%
Sat: 1-4pm	24.94%	25.31%	25.12%
Sat: 4-6pm	6.91%	7.19%	7.12%
Sat: 6-7pm	1.51%	1.9%	1.91%
Sat: 7-8pm	0.95%	1.15%	1.14%
Sat: 8-11pm	7.91%	8.63%	8.58%
Sat: 11pm-1am	5.92%	6.04%	5.94%
Sat: 1am-7pm	21.61%	23.38%	23.59%
Sun: 7-10am	2.13%	2.25%	2.27%
Sun: 10am-1pm	5.49%	5.95%	6.09%
Sun: 1-4pm	4.73%	5.32%	5.38%
Sun: 4-7pm	11.87%	12.86%	12.75%
Sun: 7-11pm	9.81%	9.88%	9.77%
Sun: 11pm-1am	5.6%	5.35%	5.16%
Sun: 1-7am	20.05%	21.37%	21.15%



# 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.

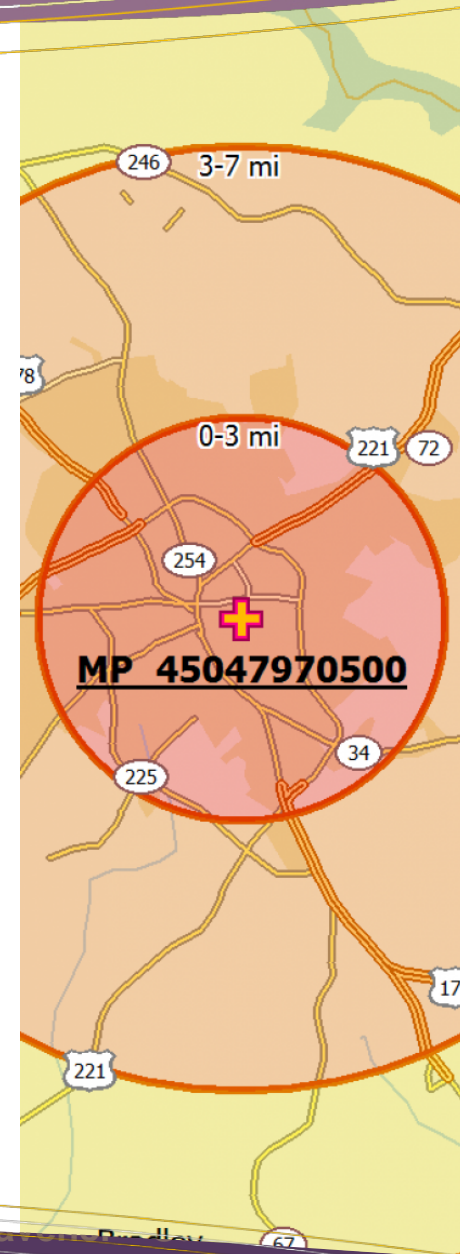


## Your MissionSite and the Missional Suite

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

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





# Notes and Sources

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

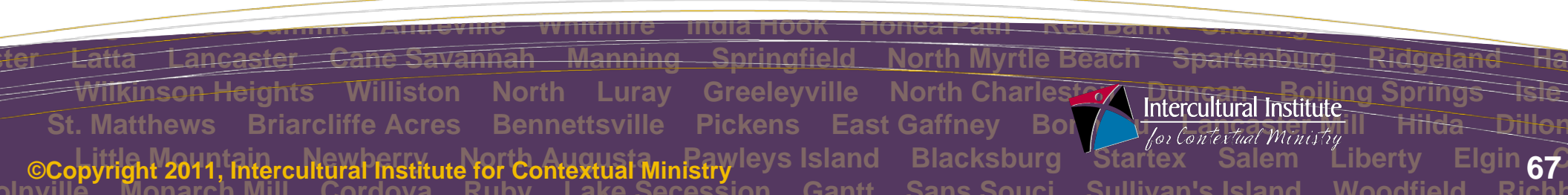
# APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	West Side	215 Bypass 225 South Greenwood, SC 29648	0.26 mi	0	
2	Mision Bautista of Greenwood	55 Buck Drive Honea Path, SC 29654	0.54 mi	0	
3	South Main Street	PO Box 1093 Greenwood, SC 29648	0.78 mi	0	
4	Greenwood First	722 Grace St Greenwood, SC 29649	1.23 mi	0	
5	Abney Memorial	208 Panola Avenue Greenwood, SC 29646	1.35 mi	0	
6	Emerald	110 E Laurel Ave Greenwood, SC 29649	1.55 mi	0	
7	Connie Maxwell	PO Box 1178 Greenwood, SC 29648	1.69 mi	0	
8	Jordan Memorial	PO Box 1267 Greenwood, SC 29648	1.92 mi	0	
9	Woodfields	1708 Marshall Rd Greenwood, SC 29646	2.13 mi	0	
10	Callie Self Memorial	509 W Kirksey Dr Greenwood, SC 29646	2.28 mi	0	
11	Cedarwood Community	PO Box 49518 Greenwood, SC 29649	2.31 mi	0	
12	New Market	906 Ninety Six Highway Greenwood, SC 29646	2.85 mi	0	
13	Parkland	304 Parkland Place Rd Greenwood, SC 29646	3.29 mi	0	
14	Harris	300 Center St Greenwood, SC 29649	3.38 mi	0	
15	North Side	409 W Northside Dr Greenwood, SC 29649	3.49 mi	0	



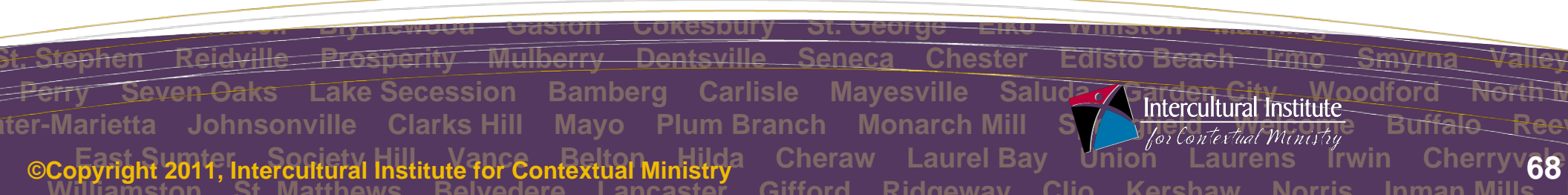
# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Rice Memorial	1975 Highway 72 W Greenwood, SC 29649	3.64 mi	0	
17	New Life	116 Clark St Greenwood, SC 29649	3.65 mi	0	
18	Hyde Park	330 Deadfall Rd W Greenwood, SC 29649	4.36 mi	0	
19	First Mt Moriah	2107 Mount Moriah Rd Greenwood, SC 29646	4.46 mi	0	
20	Coronaca	300 Highway 246 N Greenwood, SC 29649	5.65 mi	0	
21	Siloam	PO Box 373 Ninety Six, SC 29666	6.43 mi	0	
22	Beulah	2066 Highway 72 E Abbeville, SC 29620	7.09 mi	0	
23	Ninety Six First	PO Box 85 Ninety Six, SC 29666	7.16 mi	0	
24	Temple	95 Saluda St Ninety Six, SC 29666	7.54 mi	0	
25	Lakeview	5009 Old Laurens Rd Greenwood, SC 29649	7.92 mi	0	
26	Crestview	PO Box 358 Fountain Inn, SC 29644	8.27 mi	0	
27	Rosemont	2267 Dilliard Road Waterloo, SC 29384	8.72 mi	0	
28	Providence	PO Box 6 Hodges, SC 29653	8.98 mi	0	
29	First Damascus	PO Box 2207 Greenwood, SC 29646	9.16 mi	0	
30	New Beginning	PO Box 32 Waterloo, SC 29384	10.27 mi	0	



# APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Greenwood Shores	1224 Hwy 248 S Ninety Six, SC 29666	10.77 mi	0	
32	Walnut Grove	230 Morgan Rd Hodges, SC 29653	11.68 mi	0	
33	Highland	3270 Highway 414 Taylors, SC 29687	12.28 mi	0	
34	Bethabara	PO Box 395 Cross Hill, SC 29332	12.30 mi	0	
35	Cross Hill First	PO Box 126 Cross Hill, SC 29332	12.31 mi	0	
36	Waterloo	PO Box 188 Waterloo, SC 29384	12.31 mi	0	
37	Bold Spring	2806 Callison Road Troy, SC 29848	12.85 mi	0	
38	Mt Olive	149 Mt Olive Church Road Ware Shoals, SC 29692	13.11 mi	0	
39	South Side	PO Box 237 Abbeville, SC 29620	13.21 mi	0	
40	Abbeville First	PO Box 825 Abbeville, SC 29620	13.29 mi	0	
41	Horeb	PO Box 51 Bradley, SC 29819	13.55 mi	0	
42	Westside	306 Haigler St Abbeville, SC 29620	13.77 mi	0	
43	Friendship	PO Box 176 Abbeville, SC 29620	13.82 mi	0	
44	Mt Gallagher	11570 Indian Mound Road Ware Shoals, SC 29692	14.18 mi	0	
45	Mountain Creek	108 Mountain Creek Road Troy, SC 29848	15.01 mi	0	





6 Wateroak Court  
North Augusta, SC 29841

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In Partnership with:



#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)  
Office: 803-279-5828  
Web: [www.iicm.net](http://www.iicm.net)  
[www.apept.org](http://www.apept.org)  
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