

MissionSite

top unreached locations



PELION, SC

CENSUS TRACT: 45063020901

REGION: Midlands Region

ASSOCIATION: Lexington County

COUNTY: Lexington

SITESCAPE: Countryside

DENSITY PATTERN: E1



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

MissionSite (TM) Table of Contents

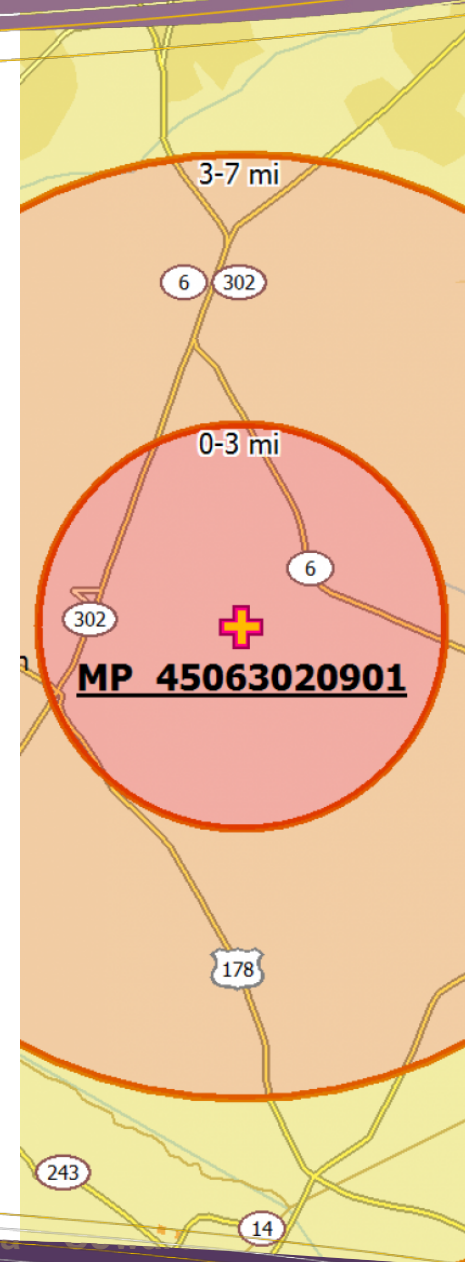
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



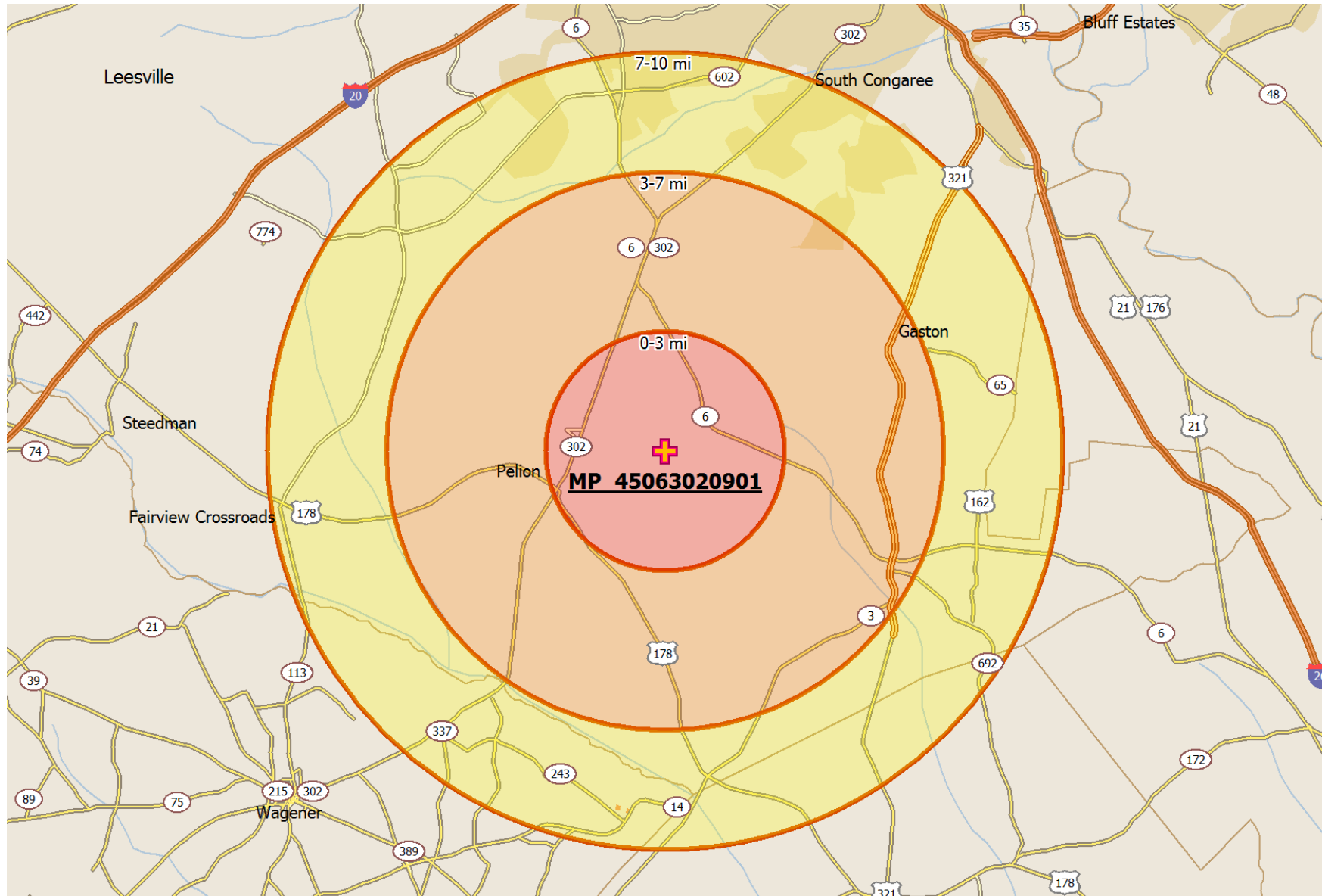
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 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	4506	Midlands Region
2	Association	45AUN	Lexington County
3	County Location	45063	Lexington
4	Zipcode	29123	Lexington
5	Sitescape Category	1	Countryside
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	E1	2500-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a 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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	22,929	33,129	85,559
2010 Households	8,366	12,323	33,434
2010 Group Quarters Population	124	0	705

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	24	24
Language Diversity National Index	18	12	18
Foreign Born Diversity National Index	33	29	24
Ancestry Diversity National Index	63	55	50
Racial Diversity National Index	19	28	37

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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	20	0.24%
Mainstay Communities	Established, Diverse Households	844	10.09%
Working Communities	Blue-collar, Working Families	873	10.44%
Country Communities	Rural, Agri. & Mining Families	5,817	69.53%
Aspiring Communities	Young Singles / Aspiring-Multihousing	419	5.01%
Urban Communities	High Density, Inner-city Neighborhoods	391	4.67%

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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	68,414	5,151	7.53%
Unreached %	67.51%	61.58%	91.22
Religious But NOT Evangelical HH	17,041	1,285	7.54%
Religious But NOT Evangelical %	16.81%	15.35%	91.32
Spiritual But NOT Relig or Evang HH	11,319	921	8.14%
Spiritual But NOT Relig or Evang %	11.17%	11.01%	98.61
Not Evangelical, Not Interested HH	40,202	2,954	7.35%
Not Evangelical, Not Interested %	39.67%	35.31%	89.01



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	82	3	3.66%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	12,389	232	1.87%
Active Evangelical Percent	12.22%	14.65%	119.83
Inactive Evangelical Households	20,544	384	1.87%
Inactive Evangelical Percent	20.27%	24.31%	119.92
# 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	New Hope	1.46 mi
2	Antioch	2.19 mi
3	Pelion	2.91 mi
4	Harmony	3.80 mi
5	Florence	4.86 mi
6	King Grove	4.90 mi
7	Hidden Valley	5.53 mi
8	Gaston First	6.09 mi
9	Faith	6.30 mi
10	Swansea First	6.33 mi
11	Hillcrest	6.74 mi
12	Mount Hermon	6.96 mi
13	Beech Branch	7.11 mi
14	Willow Ridge Hispanic	8.40 mi
15	Christian Fellowship	8.55 mi

	CHURCHES	DIST.
16	South Lexington	8.95 mi
17	Salem	9.19 mi
18	Berlin	9.19 mi
19	Sardis	9.26 mi
20	Convent	9.57 mi
21	Lighthouse	9.73 mi
22	Willow Ridge	9.76 mi
23	Charwood	9.84 mi
24	Corinth	10.07 mi
25	Oak Grove	10.09 mi
26	Brunson	10.16 mi
27	Congaree	10.35 mi
28	Pine Grove	10.94 mi
29	Laurel	10.96 mi
30	The ToolShed	11.06 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.

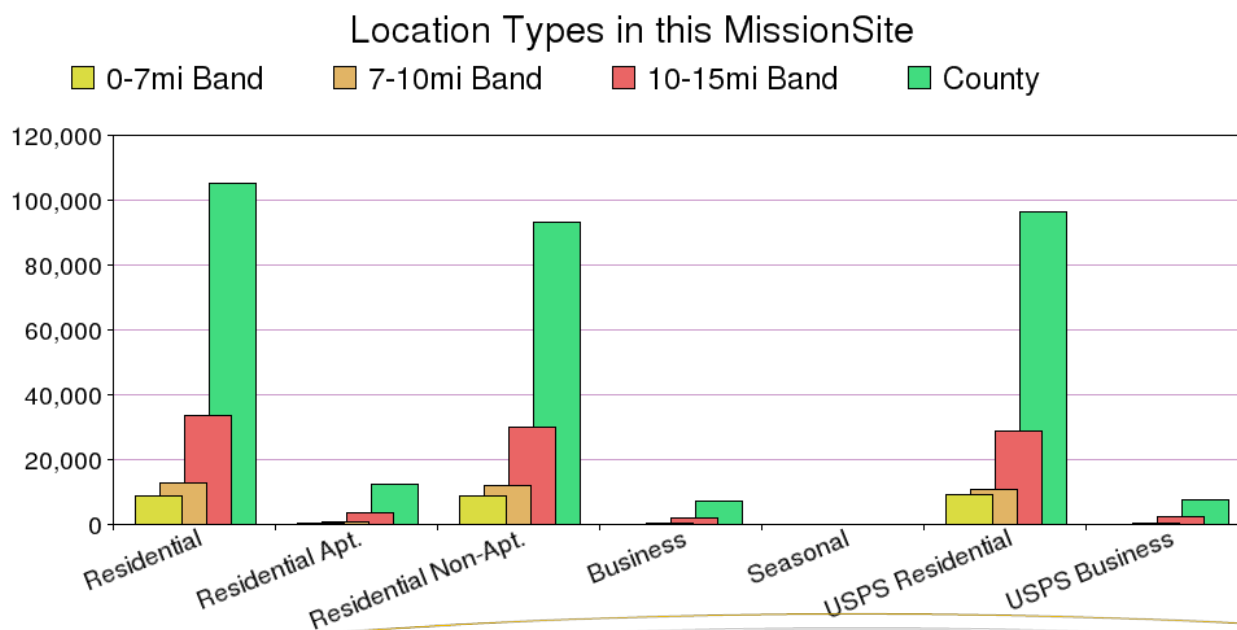


Current Demographic Summary

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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	167,571	11,264	6.72%
2000 Population	216,014	20,786	9.62%
2010 Population	261,421	22,929	8.77%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	61,618	3,914	6.35%
2000 Households	83,240	7,492	9%
2010 Households	101,347	8,366	8.25%



Location Type	0-7mi Band
Residential	8,985
Residential Apt.	201
Residential Non-Apt.	8,784
Business	156
Seasonal	0
USPS Residential	9,132
USPS Business	156

Norway Little River Inman Mills McClellanville Kline Reidville North Augusta North Hartsville Berea Elgin
 Lyman Northlake Conway Edgefield Winnsboro Mills Sans Souci Enoka Mill Lamar Carlisle Awen
 rfield Manning Orangeburg Hilton Head Island Union Elko Saxon Roebuck Lowndesville Lowrys Beau
 ne Ridge Futawville Sumter Springdale Williston Gayle Mill Due West St. Matthews Utica McBee Silver
 rth Myrtle Beach Santee Johnston Sullivan's Island McConnells Ridge Spring Iva Mulberry Ridgeland



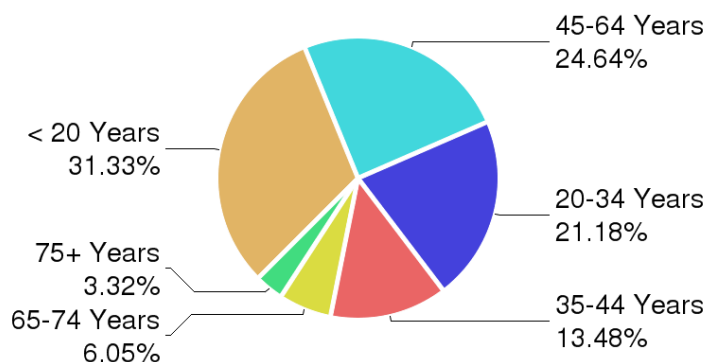
Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.39%	6.57%	121.89
4-5 Years	2.72%	3.21%	118.01
6-8 Years	4.1%	5.01%	122.2
9-11 Years	4.08%	4.83%	118.38
12-13 Years	2.71%	3.19%	117.71
14-17 Years	5.35%	5.77%	107.85
18-19 Years	2.66%	2.76%	103.76
0-5 Years	8.12%	9.77%	120.32
6-12 Years	9.53%	11.47%	120.36
13-19 Years	9.36%	10.08%	107.69
< 20 Years	27.01%	31.32%	115.96
20-34 Years	18.79%	21.17%	112.67
35-44 Years	13.71%	13.47%	98.25
45-64 Years	27.2%	24.63%	90.55
65-74 Years	7.53%	6.05%	80.35
75+ Years	5.76%	3.32%	57.64
Median Age	38	34	88.01
Median Age (Male)	37	32	87.33
Median Age (Female)	39	34	86.59

Age Group Percentages

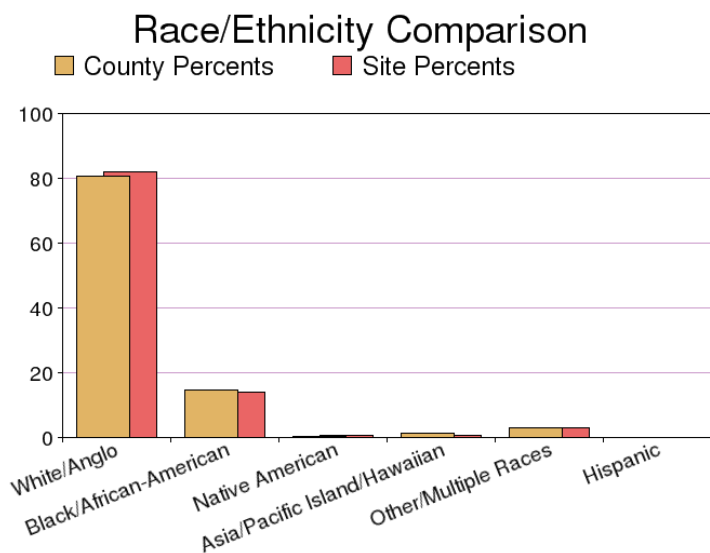


Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.58%	81.84%	101.57
Black, African-American	14.71%	14.16%	96.29
Native American	0.39%	0.53%	133.94
Asian	1.43%	0.57%	39.6
Pacific Island, Hawaiian	0.04%	0.02%	40
Other/Multiple Races	2.85%	2.88%	101.2
Hispanic	0%	2.67%	0



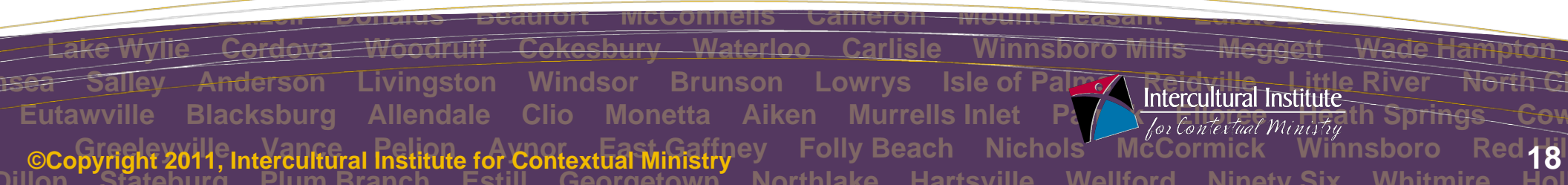
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	174,841	14,159	
Less than 9th Grade	3.1%	5.9%	52.44
No High School Diploma	7.83%	13.48%	58.11
High School Graduate	30.81%	44.62%	69.05
Some College, no degree	22.07%	20.48%	107.75
Associate Degree	9.36%	6.45%	145.17
College Degree	17.11%	5.82%	294.07
Graduate/Prof. degree	9.72%	3.25%	299.12

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	6.17%	10.52%	183.74
\$10,000 to \$19,999	9.73%	14.64%	150.57
\$20,000 to \$29,999	10.3%	15%	145.65
\$30,000 to \$49,999	21.75%	29.2%	134.25
\$50,000 to \$59,999	8.77%	9.35%	106.58
\$60,000 to \$69,999	8.29%	6.18%	74.52
\$70,000 to \$79,999	7.26%	4.53%	62.43
\$80,000 to \$89,999	5.9%	2.93%	49.66
\$90,000 to \$99,999	4.05%	1.8%	44.56
\$100,000 to \$124,999	8.24%	2.09%	25.37
\$125,000 to \$149,999	4.2%	1.73%	41.3
\$150,000 to \$199,999	3.14%	1.35%	43.07
\$200,000 to \$249,999	0.84%	0.14%	16.98
\$250,000 or more	1.36%	0.43%	31.53
Median Household	52,028	35,906	69.01
Average Household	66,759	46,867	70.2
Per Capita Household	26,201	17,103	65.28
Family/Non-Family Household Income			
Median Family Income	63,707	41,627	65.34
Average Family Income	78,715	54,548	69.3
Median Non-Family Income	32,934	25,020	75.97
Average Non-Family Income	41,591	26,586	63.92



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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	67.79%	69.45%	102.44
Families with Children	32.81%	38.62%	117.69
Families without Children	34.98%	30.83%	88.13
Non-Family Households			
% Non-Family Households	32.21%	30.55%	94.86
Non-Families with Children	0.18	0.37	205.21
Non-Families without Children	32.03	30.18	94.24
Housing Units			
			Index
Total Housing Units	110,026	9,283	
Vacant percent	7.89%	9.88%	125.23
Owned percent	69.2%	73.49%	106.2%
Rented Percent	22.92%	16.63%	72.58
Households by Size			
			Index
Avg household size	2.55	2.73	107.06
Avg family hh size	3.17	3.30	104.1
Avg non-family hh size	1.26	1.41	111.9
Households By Count of Persons			
			Percent
One	26,872	2,022	7.52%
Two	31,125	2,336	7.51%
Three or Four	34,551	3,004	8.69%
Five+	8,799	1,005	11.42%

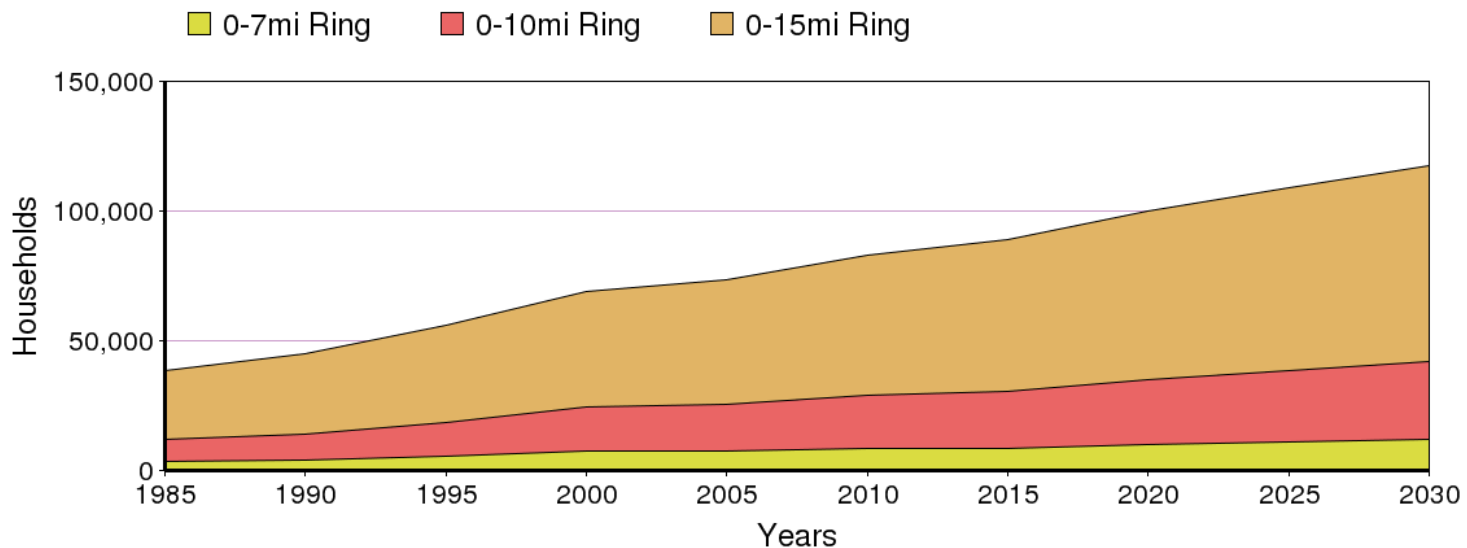
Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	167,571	11,264	6.72%
2000 Population	216,014	20,786	9.62%
2010 Population	261,421	22,929	8.77%
2015 Population	290,476	24,331	8.38%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	61,618	3,914	6.35%
2000 Households	83,240	7,492	9%
2010 Households	101,347	8,366	8.25%
2015 Households	109,347	8,648	7.91%

Household Change from 1985 to 2030



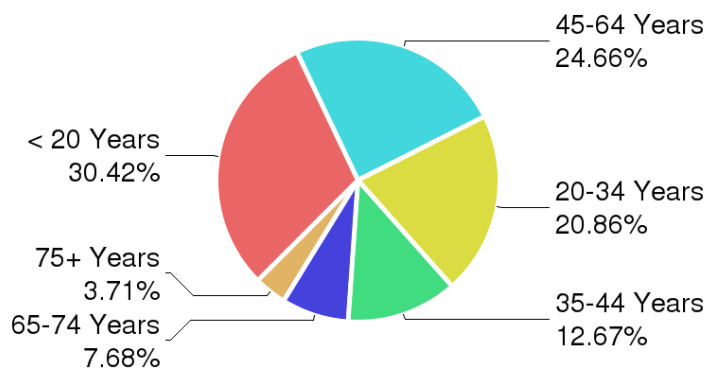
Projected Demographic Summary

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 0-7 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	6.57%	6.19%	94.22
4-5 Years	3.21%	3.01%	93.77
6-8 Years	5.01%	4.81%	96.01
9-11 Years	4.83%	4.79%	99.17
12-13 Years	3.19%	3.21%	100.63
14-17 Years	5.77%	5.72%	99.13
18-19 Years	2.76%	2.7%	97.83
0-5 Years	9.77%	9.2%	94.17
6-12 Years	11.47%	11.25%	98.08
13-19 Years	10.08%	9.97%	98.91
< 20 Years	31.32%	30.42%	97.13
20-34 Years	21.17%	20.86%	98.54
35-44 Years	13.47%	12.67%	94.06
45-64 Years	24.63%	24.66%	100.12
65-74 Years	6.05%	7.68%	126.94
75+ Years	3.32%	3.71%	111.75
Median Age	38	34	88.98
Median Age (Male)	37	33	88.85
Median Age (Female)	39	35	89.16

Projected Age Group Percentages



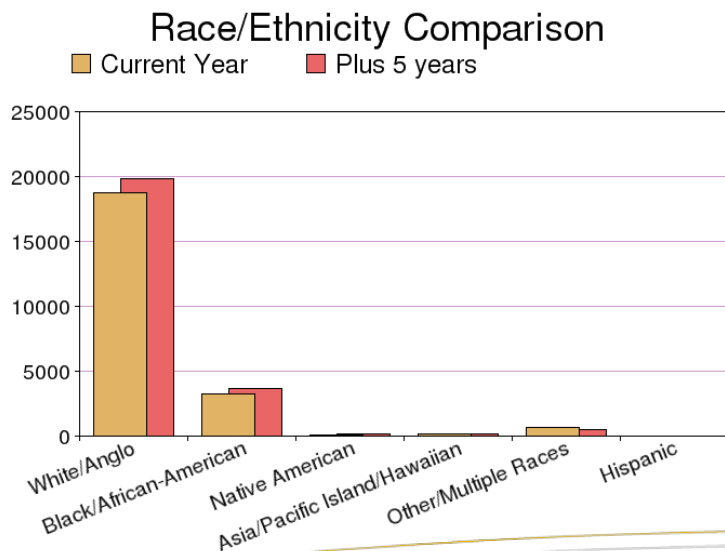
Projected Demographic Summary

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 0-7 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	81.84%	81.41%	99.48
Black, African-American	14.16%	15.22%	107.44
Native American	0.53%	0.55%	104.36
Asian	0.57%	0.81%	142.81
Pacific Island, Hawaiian	0.02%	0.02%	117.8
Other/Multiple Races	2.88%	1.99%	68.86
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,159	15,134	
Less than 9th Grade	5.9%	4.56%	77.22
No High School Diploma	13.48%	10.94%	81.2
High School Graduate	44.62%	45.6%	102.19
Some College, no degree	20.48%	21.37%	104.33
Associate Degree	6.45%	7.13%	110.57
College Degree	5.82%	6.42%	110.25
Graduate/Prof. degree	3.25%	3.98%	122.64



Projected Demographic Summary

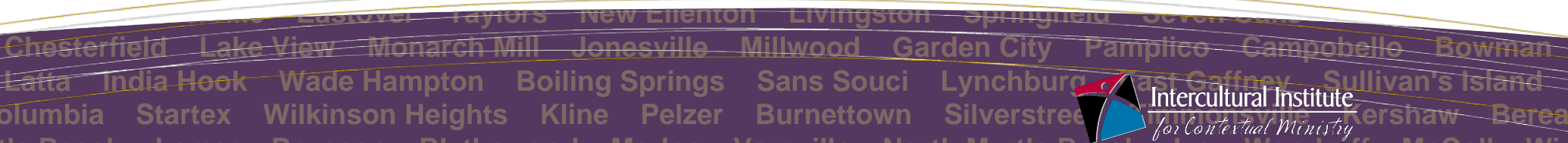
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if 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 0-7 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 0-7 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	10.52%	10.43%	99.16
\$10,000 to \$19,999	14.64%	14.13%	96.5
\$20,000 to \$29,999	15%	14.12%	94.12
\$30,000 to \$49,999	29.2%	28.76%	98.48
\$50,000 to \$59,999	9.35%	8.96%	95.87
\$60,000 to \$69,999	6.18%	6.23%	100.86
\$70,000 to \$79,999	4.53%	4.79%	100.06
\$80,000 to \$89,999	2.93%	3.28%	104.64
\$90,000 to \$99,999	1.8%	1.83%	101.22
\$100,000 to \$249,999	2.09%	2.44%	116.64
\$125,000 to \$149,999	1.73%	2.14%	123.43
\$150,000 to \$199,999	1.35%	1.79%	132.7
\$200,000 to \$249,999	0.14%	0.2%	137.05
\$250,000 or more	0.43%	0.53%	123.61
Median Household	35,906	37,039	103.16
Average Household	46,867	50,434	107.61
Per Capita Household	17,103	17,929	104.83
Family/Non-Family Household Income			
Median Family Income	41,627	43,412	104.29
Average Family Income	54,548	60,004	110
Median Non-Family Income	25,020	26,801	107.12
Average Non-Family Income	26,586	28,570	107.46

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 0-7 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 0-7 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 0-7 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	69.45%	67.01%	96.49
Families with Children	38.62	35.95	93.09
Families without Children	30.83	29.65	96.18
Non-Family Households			
% Non-Family Households	30.55%	32.99%	107.98
Non-Families with Children	0.37	0.23	107.98
Non-Families without Children	30.18	32.76	108.54
Housing Units			
Total Housing Units	9,283	9,601	103.43%
Vacant percent	9.88%	9.94%	100.59
Owned percent	73.49%	73.08%	99.44
Rented Percent	16.63%	17%	102.2
Households by Size			
Avg household size	2.73	2.80	102.56%
Avg family hh size	3.30	3.50	106.06%
Avg non-family hh size	1.41	1.38	97.87%
Households By Count of Persons			
One	2,022	2,306	114.05%
Two	2,336	2,054	87.93%
Three or Four	3,004	3,092	102.93%
Five+	1,005	1,196	119%



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:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	244	570	1,613
Northern Europe	16	15	48
Western Europe	41	52	196
Southern Europe	8	18	38
Eastern Europe	6	5	68
Other Europe	0	0	0
Eastern Asia	11	17	220
So. Central Asia	6	13	109
SE Asia	10	55	126
Western Asia	0	0	2
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	2	1
Middle Africa	0	0	0
Northern Africa	2	0	4
Southern Africa	0	2	7
Western Africa	0	0	3
Other Africa	0	2	0
Oceania	0	0	10
Caribbean	0	16	49
Central Amer.	105	314	586
South America	14	25	55
North America	25	34	91
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	21,509	17,663	64,655
Spanish	585	832	1,658
Other Indo-Euro language	184	122	752
French (incl. Patois, Cajun)	71	30	245
French Creole	0	0	2
Italian	6	2	22
Portuguese	4	11	10
German	84	55	291
Yiddish	0	0	0
Other West Germanic	0	1	22
A Scandinavian Language	0	0	2
Greek	0	0	32
Russian	0	0	0
Polish	5	9	15
Serbo-Croatian	0	0	0
Other Slavic Language	5	0	0
Armenian	0	0	0
Persian	0	0	13
Gujarathi	0	4	34
Hindi	0	0	20
Urdu	0	0	17

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	5	157
Japanese	75	29	134
Korean	14	0	69
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	6	0	22
Vietnamese	3	0	47
Other Asian	0	0	0
Tagalog	14	37	14
Other Pacific Is	0	13	8
Other languages	0	0	69
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	21
Arabic	0	0	20
Hebrew	0	0	14
African languages	0	0	14
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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	16,990	14,459	52,834
Arab	5	11	69
Armenian	0	0	10
Austrian	0	0	42
British	32	17	294
Canadian	0	4	70
Croatian	10	6	8
Czech	14	22	17
Czechoslovak	19	8	0
Danish	7	6	86
Dutch	142	213	634
English	958	1,100	4,199
European	134	79	674
Finnish	12	0	8
French (not Basque)	175	264	1,028
French Canadian	94	47	191
German	2,002	2,203	7,797
Greek	28	57	120
Hungarian	5	2	101
Iranian	0	0	14

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	1,449	1,291	4,640
Italian	331	313	1,072
Lithuanian	4	9	24
Norwegian	90	86	242
Polish	99	143	534
Portuguese	19	27	30
Romanian	7	9	21
Russian	35	15	114
Scandinavian	0	5	44
Scotch-Irish	422	454	1,741
Scottish	224	223	862
Slovak	0	11	16
Subsaharan African	165	144	330
Swedish	44	23	176
Swiss	20	7	107
Ukrainian	33	7	12
US/American	6,035	4,056	11,925
Welsh	22	54	145
West Indian	15	22	55
Yugoslavian	14	9	9
Other	4,326	3,512	15,373



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

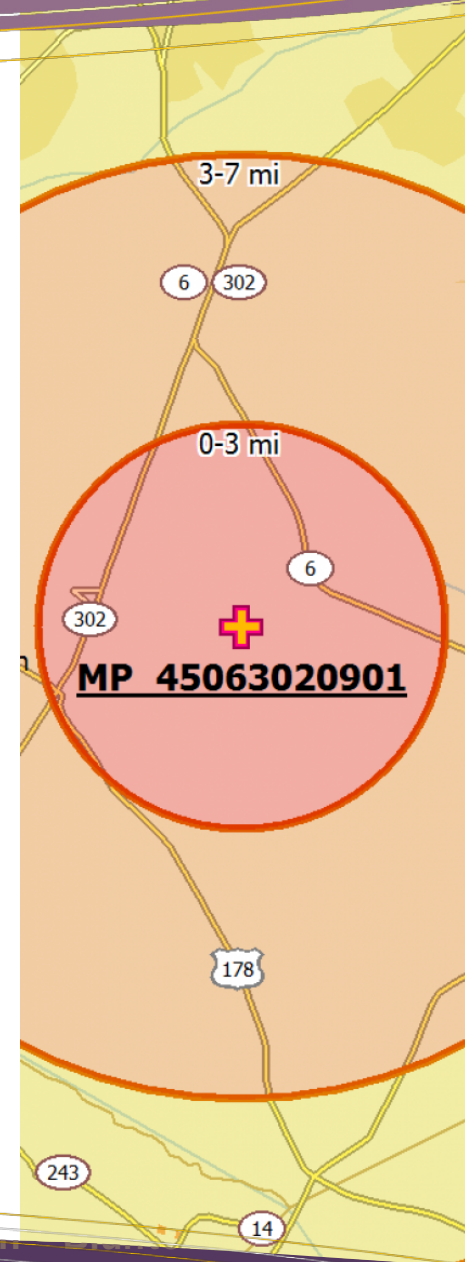
Issues for Your Consideration - continued

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	8,366	100%	5,151	100%
AFFLUENT SUBURBIA	11	0.13%	9	0.17%
America's Wealthiest	11	0.13%	9	0.17%
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	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	9	0.11%	6	0.12%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	9	0.11%	6	0.12%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	725	8.67%	469	9.11%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	516	6.17%	0	0%
Prime Middle America	0	0%	336	6.52%
Urban Optimists	209	2.5%	0	0%
Family Convenience	0	0%	133	2.58%
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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	8,366	100%	5,151	100%
BLUE COLLAR BACKBONE	27	0.32%	17	0.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	18	0.22%	11	0.21%
Lower Income Essentials	9	0.11%	6	0.12%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	119	1.42%	77	1.49%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	69	0.82%	44	0.85%
Professional Urbanites	14	0.17%	10	0.19%
Urban Advancement	14	0.17%	9	0.17%
Amer. Great Outdoors	22	0.26%	14	0.27%
Mature America	0	0%	0	0%
METRO FRINGE	846	10.11%	580	11.26%
Steadfast Conservative	838	10.02%	574	11.14%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	8	0.1%	6	0.12%
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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	8,366	100%	5,151	100%
REMOTE AMERICA	5,716	68.32%	3,350	65.04%
Hardy Rural Fam.	14	0.17%	9	0.17%
Rural Southern Living	5,690	68.01%	3,334	64.73%
Coal & Crops	12	0.14%	7	0.14%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	419	5.01%	310	6.02%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	419	5.01%	310	6.02%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	101	1.21%	65	1.26%
Aspiring Hispania	88	1.05%	0	0%
Industrious Country Living	0	0%	60	1.16%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	13	0.16%	0	0%
Hinterland Fam.	0	0%	5	0.1%

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	8,366	100%	5,151	100%
STRUGGLING SOCIETIES	165	1.97%	111	2.15%
Rugged Southern Style	18	0.22%	11	0.21%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	147	1.76%	100	1.94%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	226	2.7%	157	3.05%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	79	0.94%	55	1.07%
Urban Diversity	48	0.57%	35	0.68%
New Generation Activists	99	1.18%	67	1.3%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?



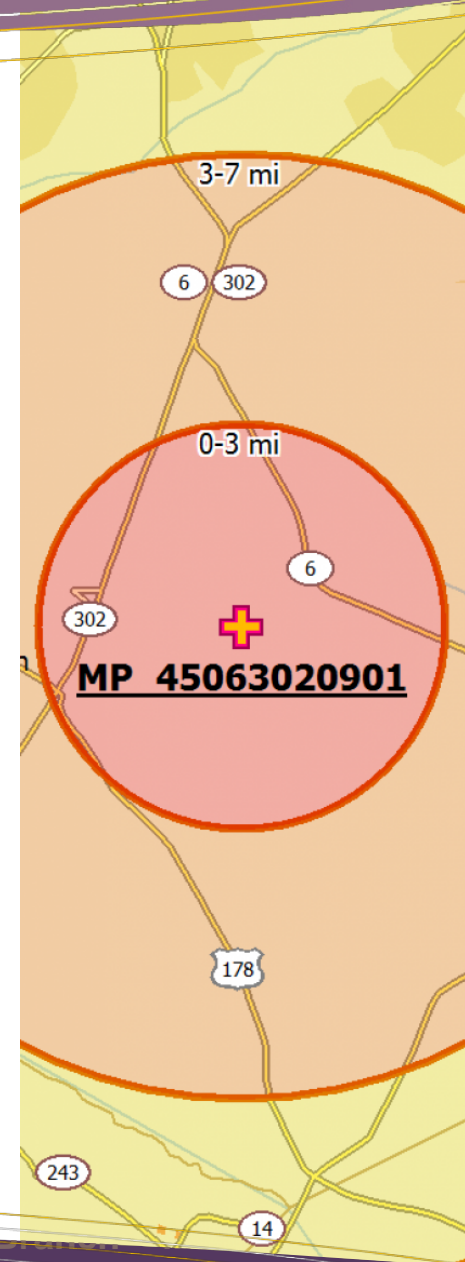
Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	83%	82%	81%
Use Comp. for Internet/E-mail	62%	62%	63%
Internet Use: E-Mail	52%	52%	53%
Use Comp. for Comp. Games	42%	42%	42%
Internet Use: Banking	37%	35%	31%
Use Comp. for Banking	37%	36%	35%
Use Comp. for Word Processing	37%	38%	40%
Use Comp. for Education	35%	35%	34%
Use Comp. for Shopping	34%	35%	37%
HH Owns DVD Player	31%	30%	30%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: News/ Weather	31%	30%	30%
Use Comp. for Digital Camera Photo Editing	28%	31%	34%
PC-Network-HH Has One	24%	22%	21%
Use Comp. for Accounting	22%	19%	17%
Use Comp. for News/Info./Data Service	19%	21%	23%
Internet Use: Shopping: Made A Purchase	16%	15%	13%
Use Comp. for Personal Financial Mngmnt	15%	15%	15%
HH Owns Video/Webcam	14%	13%	12%
Internet Use: Yellow Pages	12%	11%	10%
Internet Use: Play/ Download Online Games	11%	11%	10%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	69%	68%	68%
Dining Out (Not Fast Food)	56%	57%	58%
Reading Books	49%	50%	52%
Card Games	42%	42%	42%
Cooking for Fun	42%	39%	37%
Board Games	38%	37%	35%
Go To A Beach/Lake	36%	36%	37%
Gardening	33%	33%	34%
Visit Zoo	26%	24%	22%
Photography	20%	19%	19%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	42%	41%	42%
Backache	26%	24%	23%
Dentist	23%	24%	27%
Heartburn	19%	17%	15%
Eye Dr.	19%	20%	20%
None Of These	17%	18%	19%
High Cholesterol	16%	16%	17%
Hypertension/High Blood Pressure	15%	16%	18%
Acid Reflux Disease (GERD)	14%	14%	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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	29.01%	28.19%	28.08%
Rock/Pop Concerts Most Often	14.08%	13.94%	14.58%
Live Theater	12.43%	14.7%	18.03%
Country Concerts Most Often	10.76%	9.68%	8.29%
Live Theater Most Often	10.41%	12.17%	14.91%
Comedy Club	9%	9.74%	10.25%
Movies: Action/Adventure	39.48%	39.29%	39.52%
Movies: Comedy	39.08%	39.73%	40.78%
Movies: Drama	21.61%	20.74%	20.33%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Mystery	19.85%	18.46%	17.27%
Movies: Fam.	18.86%	19.57%	20.61%
Movies: Romantic Comedy	17.09%	18.11%	19.51%
MLB Baseball Reg. Season	6.23%	7.01%	7.99%
College Football Reg. Season	4.99%	5.28%	6.05%
NFL Football Reg. Season	4.47%	5.52%	6.74%
College Baseball	4.07%	3.21%	2.24%
College Basketball Reg. Season	3.97%	4.01%	4.26%
Rodeo	2.94%	2.73%	2.49%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Swimming	39.43%	37.9%	36.09%
Walking for Exercise	31.82%	34.65%	38.41%
Freshwater Fishing	30.32%	26.72%	22.12%
Bowling	24.82%	23.97%	23.1%
Billiards/Pool	24.01%	22.59%	21.02%
Camping Trips	16.55%	16.28%	15.81%
Basketball	15.77%	15.66%	15.92%
Weight Training	14.88%	15.43%	16.37%
Football	14.73%	13.38%	11.84%
Baseball	13.47%	12.94%	12.31%
Using Cardio Machine	11.66%	12.51%	13.78%
Hunting	11.25%	10.86%	10.18%
Jogging/Running	11.21%	12.13%	13.82%
Target Shooting	10.73%	10.28%	9.6%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Saltwater Fishing	10.57%	9.92%	9.03%
Golf	10.49%	11.39%	13.1%
Mountain/Road Biking	10.23%	10.91%	12%
Stationary Cycling	9.35%	9.95%	10.98%
Volleyball	8.5%	8.55%	8.6%
Horseback Riding	8.16%	7.5%	6.62%
Motorcycling	7.82%	7.44%	7.02%
Backpacking/Hiking	7.66%	8.36%	9.23%
Softball	7.54%	7.99%	8.31%
Soccer	7.26%	7.11%	7.11%
Aerobics	6.52%	7.42%	8.84%
Power Boating	6.18%	6.74%	7.45%
Fly Fishing	5.56%	5.17%	4.7%
Tennis	5.13%	5.67%	6.59%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Canoeing/Kayaking	4.55%	5.27%	6.13%
Archery	4.52%	4.61%	4.64%
Yoga	4.46%	5.16%	6.1%
Racquetball	3.73%	3.81%	3.89%
Roller Skating	3.15%	3.81%	4.72%
Water Skiing	3.05%	3.36%	3.88%
Jet Skiing	2.54%	3.14%	4.1%
Sailing	2.35%	2.51%	2.77%
Downhill & X-Country Skiing	2.23%	2.91%	3.86%
Snorkeling	2.18%	3.13%	4.32%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Rowing	2.14%	2.47%	2.79%
Snowmobiling	1.96%	2.61%	3.33%
Ice Skating	1.74%	2.8%	4.07%
Auto Racing	1.65%	2.08%	2.56%
Skateboarding	1.62%	2.15%	2.79%
Rock Climbing	1.47%	2.12%	2.98%
Hockey	1.27%	1.89%	2.77%
Surfing & Windsurfing	1.1%	1.64%	2.28%
Martial Arts	1.1%	1.77%	2.6%
Snowboarding	1.09%	1.84%	2.78%

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.

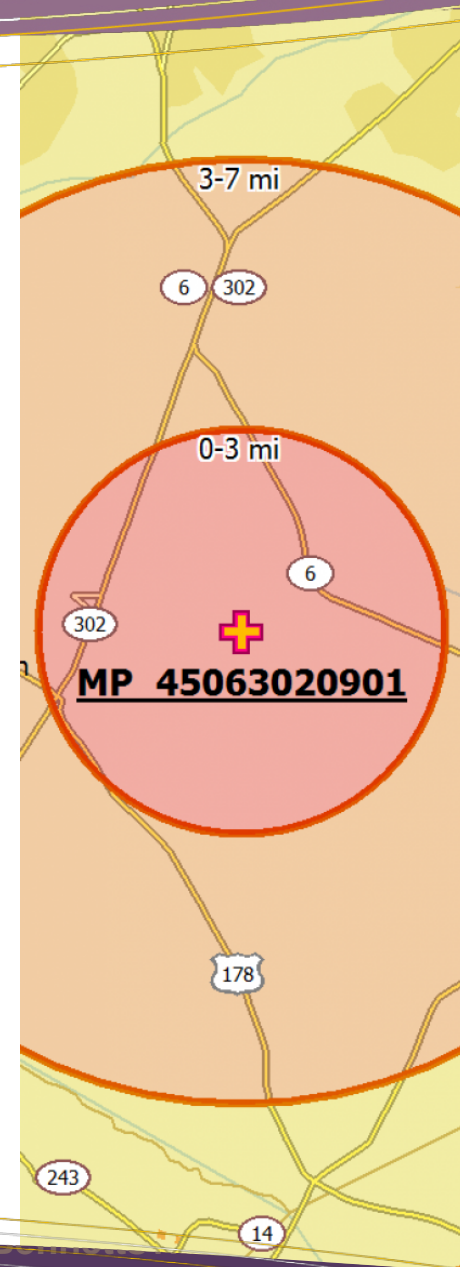
BIBLICAL BARRIERS

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.

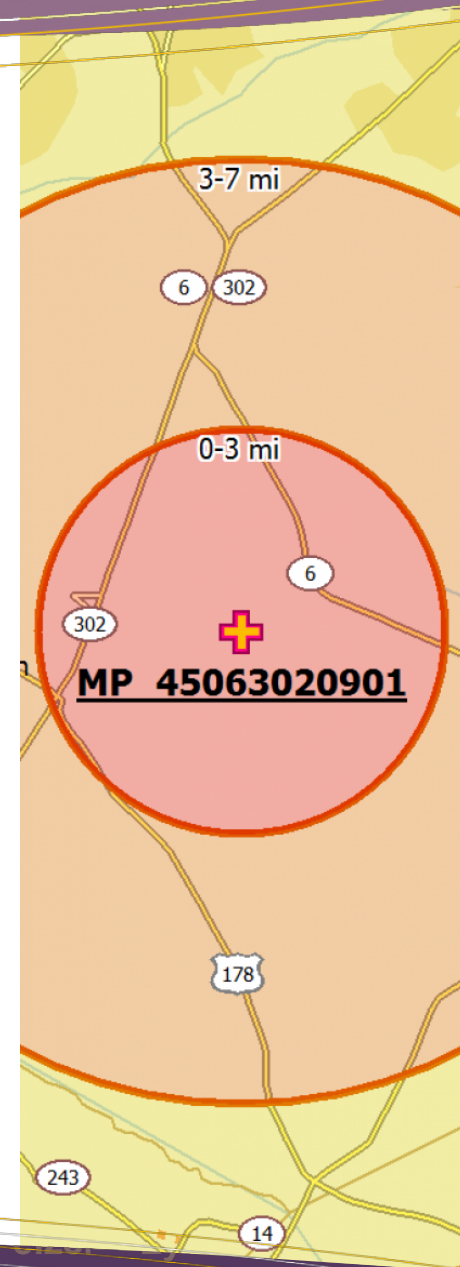
CULTURAL BARRIERS OF ACCEPTANCE

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 -- 0-7 miles, 7-10 miles, 10-15 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.

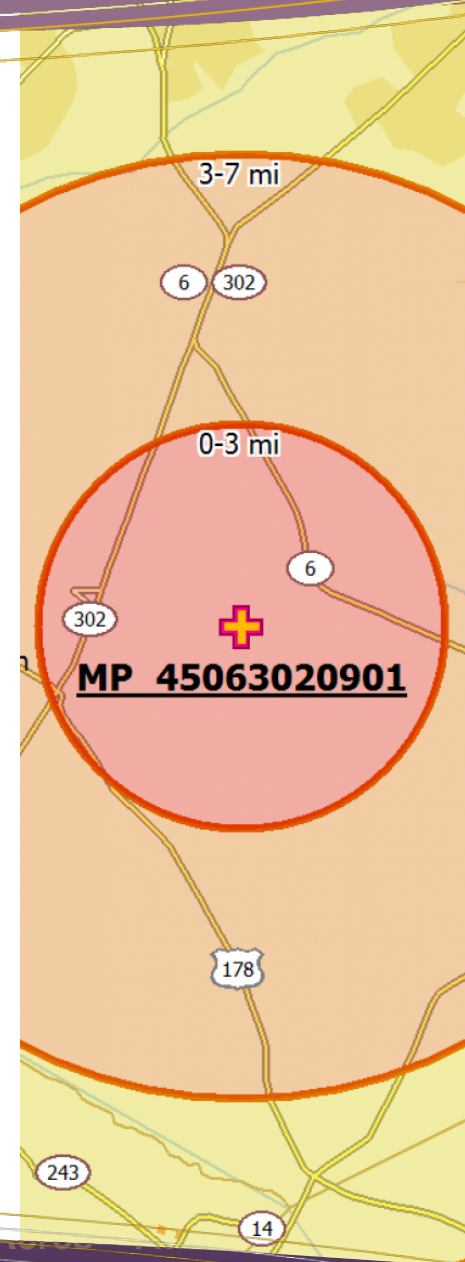
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	47%	48%	49%
Find It Difficult To Say No To My Kids	43%	41%	41%
Like To Do Unconventional Things	36%	34%	32%
Woman's Place Is In The Home	35%	34%	35%
Like Control Over People And Resources	34%	34%	33%
Speak My Mind Even If It Upsets People	30%	32%	34%
Don't Judge People/Way They Live Life	28%	28%	28%
Money Is Best Measure Of Success	26%	26%	25%
Too Much Sponsorship In Arts/Sports	22%	22%	23%
Prefer To Have Few Possessions As Possible	21%	24%	29%
Like to Stand Out In A Crowd	20%	20%	20%
If Won Lottery Would Never Work Again	19%	22%	26%

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
I Am A Workaholic	18%	19%	19%
Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Marijuana Should Be Legalized	16%	17%	19%
Friends More Important Than My Fam.	16%	18%	22%
Like To Pursue Challenge/Novelty/Change	15%	16%	16%
We Should Strive for Equality for All	13%	13%	13%
Only Work Current Job for The Money	13%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
Happy With My Standard Of Living	8%	9%	10%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	5%	5%

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:

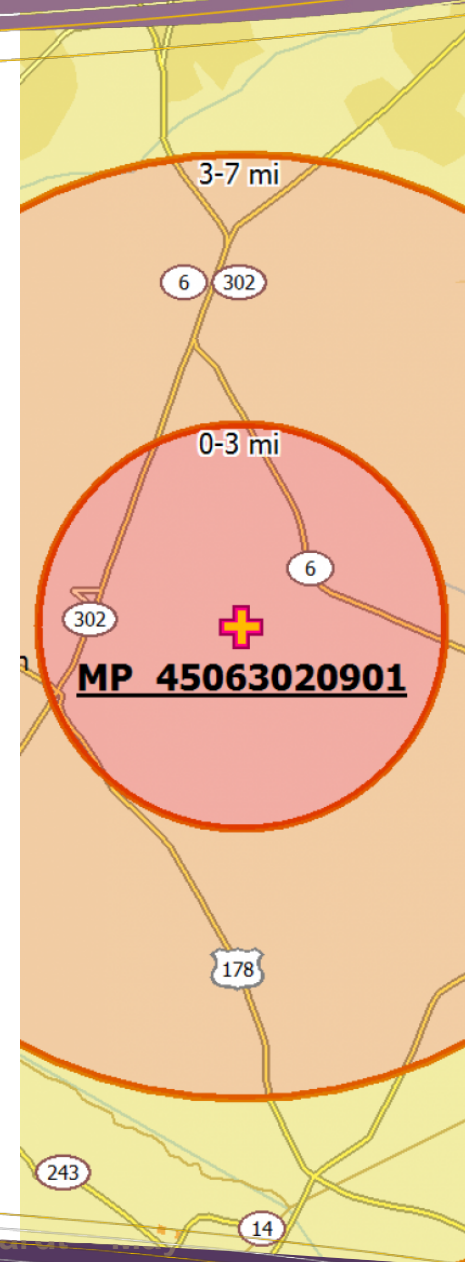
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	68%	66%	66%
You Should Seize Opportunities In Life	56%	56%	57%
Like To Understand About Nature	37%	37%	37%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Important Feel Respected By My Peers	29%	30%	31%
Important To Juggle Various Tasks	27%	28%	29%
People Have To Take Me As They Find Me	24%	24%	24%
Have Keen Sense Of Adventure	22%	23%	25%
Prefer To Have Few Possessions As Possible	21%	24%	29%
Good At Fixing Things	19%	21%	25%
Looking for New Ideas To Improve Home	17%	17%	17%
Worried About Pollution Caused By Cars	16%	18%	19%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Like To Just Enjoy Life	15%	17%	20%
Consider Myself Interested In The Arts	15%	16%	17%
Real Men Don't Cry	14%	15%	16%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	12%	13%	13%
Try Not To Worry About The Future	12%	13%	13%
Provide My Kids With The Little Extras	11%	11%	12%
Feel Very Alone In The World	4%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Like Spending Most Time With Fam.	3%	4%	5%
Would Like To Set Up Own Business	2%	3%	3%

Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	86.53%	86.85%	87.31%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.04%	83.99%	84.1%
Houses-Visit Any			
McDonald's	62.26%	61.33%	60.02%
Burger King	38.38%	38.31%	38.09%
Applebee's	37.56%	35.84%	33.77%
Taco Bell	35.02%	34.1%	32.62%
Wendy's	32.15%	32.05%	32.36%
Subway	31.32%	31.92%	32.63%
Kentucky Fried Chicken (KFC)	30.56%	29.9%	29.72%
Arby's	25.73%	25.41%	25.24%
Pizza Hut	23.97%	23.61%	23.2%
Cracker Barrel	22.75%	20.57%	18.34%

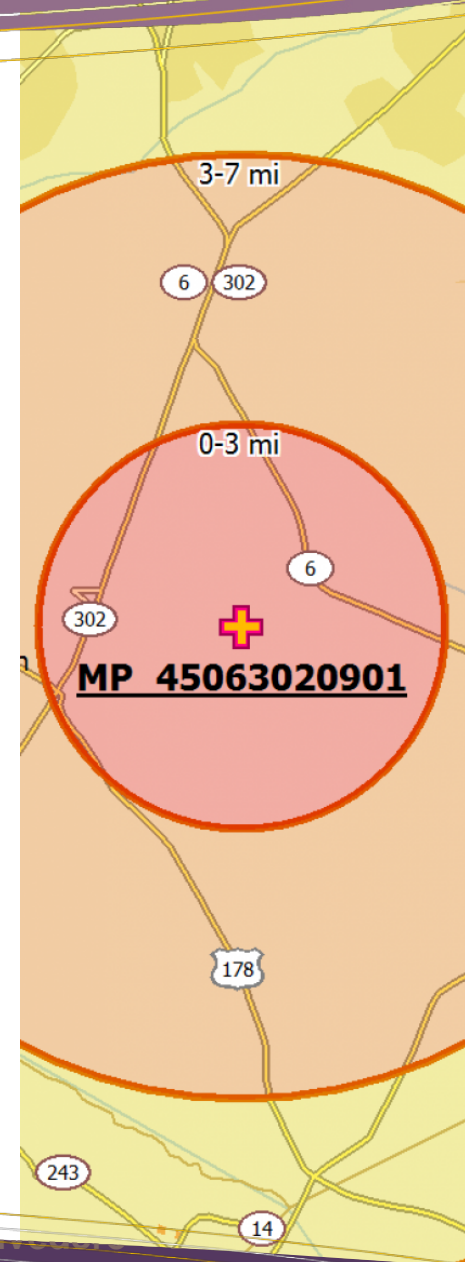
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Sonic	21.34%	19.35%	16.77%
Olive Garden	21.33%	21.24%	21.41%
Chick-Fil-A	19.51%	18.51%	17.2%
Dairy Queen	19.43%	18.91%	18.46%
Ruby Tuesday	16.94%	15.52%	14.14%
Golden Corral	15.88%	14.84%	13.53%
Hardee's	15.79%	14.11%	12.28%
Outback Steakhouse	15.71%	15.61%	15.94%
Red Lobster	15.44%	16.03%	16.74%
Domino's Pizza	14.16%	14.26%	14.36%
Chili's Grill and Bar	14.11%	14.25%	14.68%
IHOP (International House Of Pancakes)	13.09%	13.67%	14.27%

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!

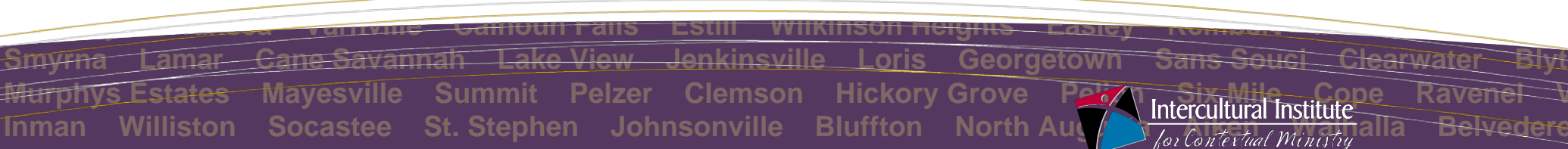


Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	36.72%	40.16%	45.01%
Recycled products	25.55%	28.62%	32.68%
Worked as volunteer (non political)	12.86%	14.05%	15.94%
Engaged in fund raising	7.62%	8.64%	10.19%
Religious club member	6.3%	6.82%	7.62%
Addressed a public meeting	4.52%	4.47%	4.64%

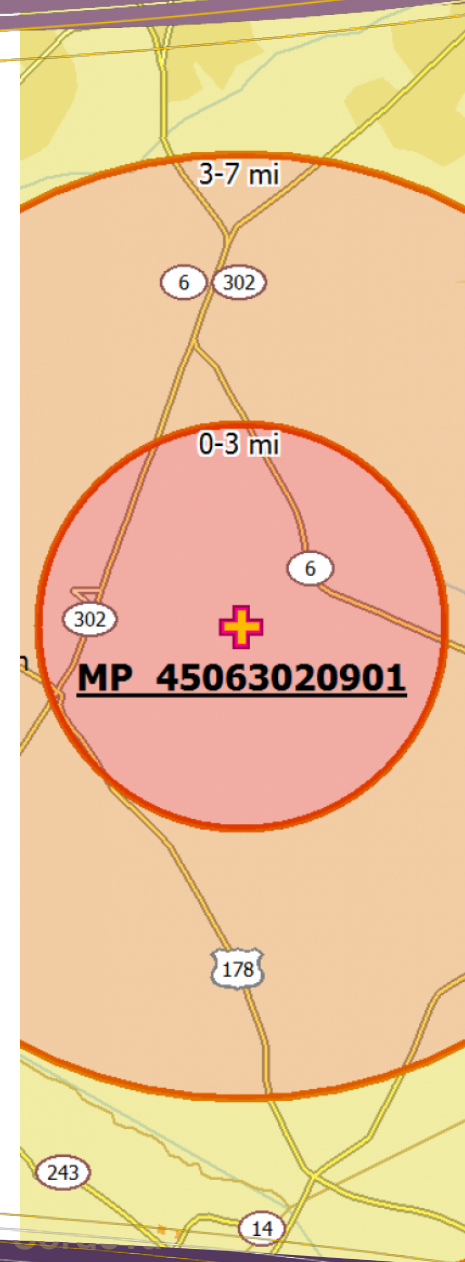
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Charitable Organization	4.28%	4.53%	4.92%
Union member	4.23%	4.58%	5.15%
Church Board	4.13%	4.43%	5.08%
Wrote to editor of mag or newspaper	3.96%	4.61%	5.37%
Wrote to elected offcl about publ bus	3.65%	4.62%	5.76%
Fraternal order member	3.62%	3.95%	4.43%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Novel	12.6%	14.12%	16.12%
Mystery	12.51%	12.22%	11.91%
Children's Books	11.16%	11.78%	12.96%
Cookbooks	9.89%	10.07%	10.39%
Religious (not Bibles)	9.26%	9.45%	9.64%
Romance	7.67%	7.45%	7.32%
History	5.9%	6.33%	6.73%
Supermarket	5.53%	5.58%	5.52%
Mail order	4.27%	4.28%	4.36%

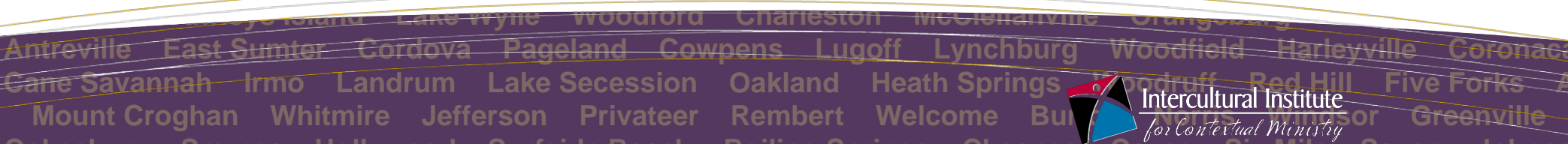
MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	56.47%	60.37%	65.41%
Distributed			
Gen. Editorial	42.37%	43.59%	45.61%
Womens	36.79%	38.65%	41.44%
Service	35.18%	35.55%	35.95%
Health	15.52%	14.84%	14.14%
Fishing/Hunting	15.4%	14.64%	13.31%
Mens	14.44%	16.1%	17.76%
Mature Market	13.17%	12.7%	12.53%
Automotive	12.37%	12.8%	12.94%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	51.1%	52.42%	54.31%
Classified	37.23%	36.26%	34.56%
Editorial Page	30.24%	30.42%	30.68%
Sport	29.7%	30.32%	31.3%
Comics	28.01%	27.81%	27.47%
Food/Cooking	25.57%	25.29%	25.41%
TV/Radio Listings	23.26%	23.32%	23.61%
Business/Finance	21.82%	24.03%	27.2%
Movie Listings & Reviews	20.6%	22.03%	24.05%
Home/Gardening	19.11%	19.63%	20.88%
Travel	14.84%	16.07%	18.17%
Science/Technology	12.06%	13.72%	16.07%
Fashion	11.25%	12.19%	13.68%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	33.55%	30.29%	25.47%
Adult Contemporary	15.42%	16.2%	17.05%
CHR Contemp Hit Radio	15.34%	16.4%	17.17%
Urban Contemporary	11.38%	12.56%	14.99%
Rock	10.1%	11.2%	12.12%
Oldies	8.72%	9.55%	10.52%
Classic Rock	7.47%	8.22%	9.09%
Religious	6.34%	6.48%	6.7%
News/Talk	5.86%	7.69%	10.41%
Gospel	5.78%	5.02%	4.3%
Soft Contemporary	4.87%	5.58%	6.56%
Alternative	4.87%	6.46%	8.41%
Variety	4.58%	5.73%	7.36%
Classic Hits	4.22%	4.55%	4.65%
Public	2.78%	2.62%	2.56%
Adult Standards	2.43%	2.63%	2.87%
Jazz	2.34%	3.32%	5.12%
All News	1.96%	2.98%	4.58%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	61.48%	62.5%	64.08%
Satellite Dish	50.34%	51.81%	54.23%
Soapnet	50.11%	50.27%	51%
Other Video-On-Demand	36.76%	38.65%	41.23%
Sci-Fi Channel	34.48%	35.53%	36.92%
MSNBC	32.07%	32.57%	33.75%
Adult Pay Per View TV	31.98%	32.85%	34.28%
TV Info From Sunday TV Magazine	31.49%	30.65%	30.03%
Nickelodeon	29.35%	29.82%	30.22%
Nick At Nite	27.43%	27.23%	27.22%
Adult Swim	27.35%	27.44%	27.96%
Subscribe Digital Cable	27.32%	27.43%	28.53%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Newspapers	26.86%	26.87%	27.26%
Comedy Central	26.24%	27.18%	29.27%
TV Info From Monthly Cable Guide	25.96%	25.57%	25.25%
TCM (Turner Classic Movies)	24.82%	24.85%	25.34%
Hallmark Channel	22.7%	23.43%	25.2%
E (Entertainment TV)	22.28%	21.47%	21.24%
TV Info From Other	21.39%	21.17%	21.05%
USA Network	21.29%	22.31%	23.68%
Encore	20.37%	20.36%	21.07%
ESPN2	20.2%	20.92%	22.33%
ABC Fam.	19.92%	21.18%	23.13%
BET (Black Entertainment TV)	19.63%	21.02%	23.02%

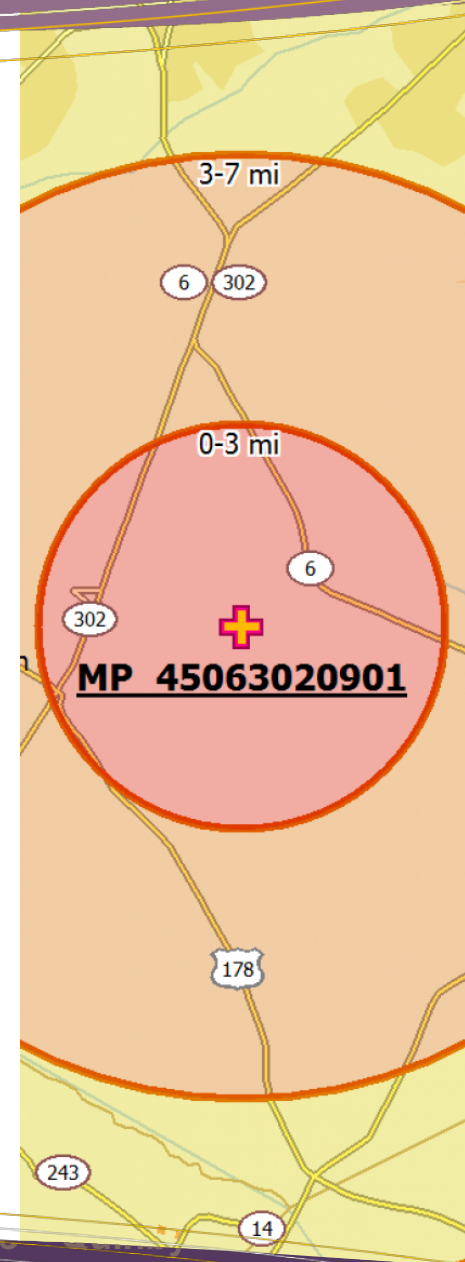


Communication Media Usage

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	17.38%	18.17%	19.39%
Medium Users (4-6)	7.94%	8.85%	9.99%
Light Users (1-3)	16.13%	17.69%	19.44%
Quintiles (20%)			
Newspaper I (Heavy)	1.86%	1.86%	1.65%
Newspaper II	1.87%	1.74%	1.59%
Newspaper III	1.34%	1.54%	1.8%
Newspaper IV	0.97%	1.01%	0.9%
Newspaper V (Light)	0.98%	0.99%	0.99%

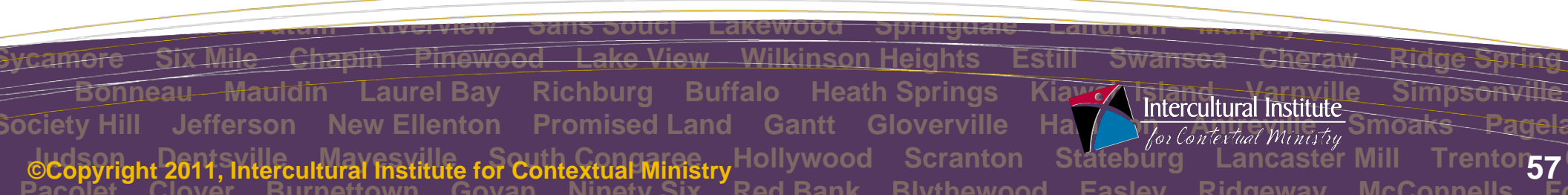
MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.99%	22.29%	20.98%
Magazines II	10%	9.99%	9.67%
Magazines III	11.58%	11.43%	10.77%
Magazines IV	14.81%	13.82%	12.62%
Magazines V (Light)	0.92%	0.88%	0.86%
Outdoor I (Heavy)	3.69%	4.78%	6%
Outdoor II	1.71%	2%	2.37%
Outdoor III	3.92%	3.75%	3.62%
Outdoor IV	16.7%	16.36%	15.97%
Outdoor V (Light)	21.62%	22.76%	23.89%
Yellow Pages I (Heavy)	18.51%	17.4%	16.1%
Yellow Pages II	6.68%	6.34%	6.14%
Yellow Pages III	4.01%	4.56%	5.22%
Yellow Pages IV	23.45%	23.56%	23.05%
Yellow Pages V (Light)	3.2%	3.25%	3.29%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.11%	3.18%	2.97%
Drive Time III (Medium)	0.34%	0.51%	0.66%
Radio IV & V (Light)	1.42%	1.64%	1.94%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.88%	12.03%	10.82%
Radio III (Medium)	5.04%	5.12%	5.06%
Radio IV & V (Light)	3.95%	3.97%	3.78%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.72%	12.62%	13.69%
Cable III (Medium)	4.04%	4.03%	4.15%
Cable IV & V (Light)	30.72%	31.64%	32.86%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.23%	3.24%	3.35%
Prime Time III (Medium)	2.66%	2.6%	2.27%
Prime Time IV & V (Light)	12.03%	11.7%	10.68%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.79%	39.69%	39.68%
Fringe III (Medium)	53.86%	53.2%	52.6%
Fringe IV (Light)	58.47%	58.08%	57.17%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	9.92%	11.04%	12.38%
All Day III (Medium)	22.15%	22.64%	23.14%
All Day IV (Light)	12.8%	13.09%	13.47%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.91%	13.35%	12.91%
6:00am - 10:00am	11.74%	12.37%	13.99%
10:00am - 3:00pm	4.33%	5.11%	6.63%
3:00pm - 7:00pm	11.49%	12.33%	13.54%
7:00pm - Midnight	11.62%	11.89%	12.69%
Midnight - 6:00am	3.83%	4.33%	5.12%
Weekend Radio			
Listeners			
Dayparts [summary]	17.78%	17.09%	16.41%
6:00am - 10:00am	6.3%	5.45%	4.6%
10:00am-3:00pm	2.78%	3.32%	4.36%
3:00pm - 7:00pm	7.03%	7.15%	7.32%
7:00pm - Midnight	11.13%	10.68%	10.34%
Midnight - 6:00am	12.17%	11.54%	11.54%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.65%	7.43%	8.47%
Saturday:	11.26%	10.02%	8.85%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.28%	10.97%	10.83%
9:00am-1:00pm	27.43%	27.23%	27.22%
9:00am-4:00pm	31.99%	31.47%	31.27%
4:00pm-7:00pm	25.88%	27.13%	29.33%
11:00pm-1:00am	40.23%	40.52%	41.72%
AVG Prime time	2.37%	2.5%	2.91%
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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	15.91%	16.21%	16.76%
7-9am	20.2%	20.92%	22.33%
9am-12noon	23.34%	23.22%	23.23%
12noon-4pm	8.65%	8.25%	8.04%
4-6pm	39.41%	41.91%	46.75%
6-7pm	18.55%	18.73%	19.1%
7-7:30pm	0.45%	0.72%	1.22%
7:30-8pm	11.34%	11.47%	11.5%
8-11pm	6.65%	7.43%	8.47%
11pm-12am	32.07%	32.57%	33.75%
11pm-1am	40.23%	40.52%	41.72%
1-6am	22.33%	25.32%	29.49%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	19.06%	18.72%	18.61%
Sat: 10am-1pm	9.93%	9.15%	8.56%
Sat: 1-4pm	25.62%	25.55%	25.81%
Sat: 4-6pm	6.95%	6.95%	7.17%
Sat: 6-7pm	1.93%	1.89%	2.03%
Sat: 7-8pm	0.28%	0.51%	0.83%
Sat: 8-11pm	11.26%	10.02%	8.85%
Sat: 11pm-1am	5%	4.96%	5.11%
Sat: 1am-7pm	21.29%	22.31%	23.68%
Sun: 7-10am	2.08%	2.12%	2.23%
Sun: 10am-1pm	8.25%	7.83%	7.56%
Sun: 1-4pm	10%	8.76%	7.42%
Sun: 4-7pm	15.27%	14.97%	14.69%
Sun: 7-11pm	11.28%	10.97%	10.83%
Sun: 11pm-1am	7.82%	7.15%	6.32%
Sun: 1-7am	25.88%	24.77%	23.81%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

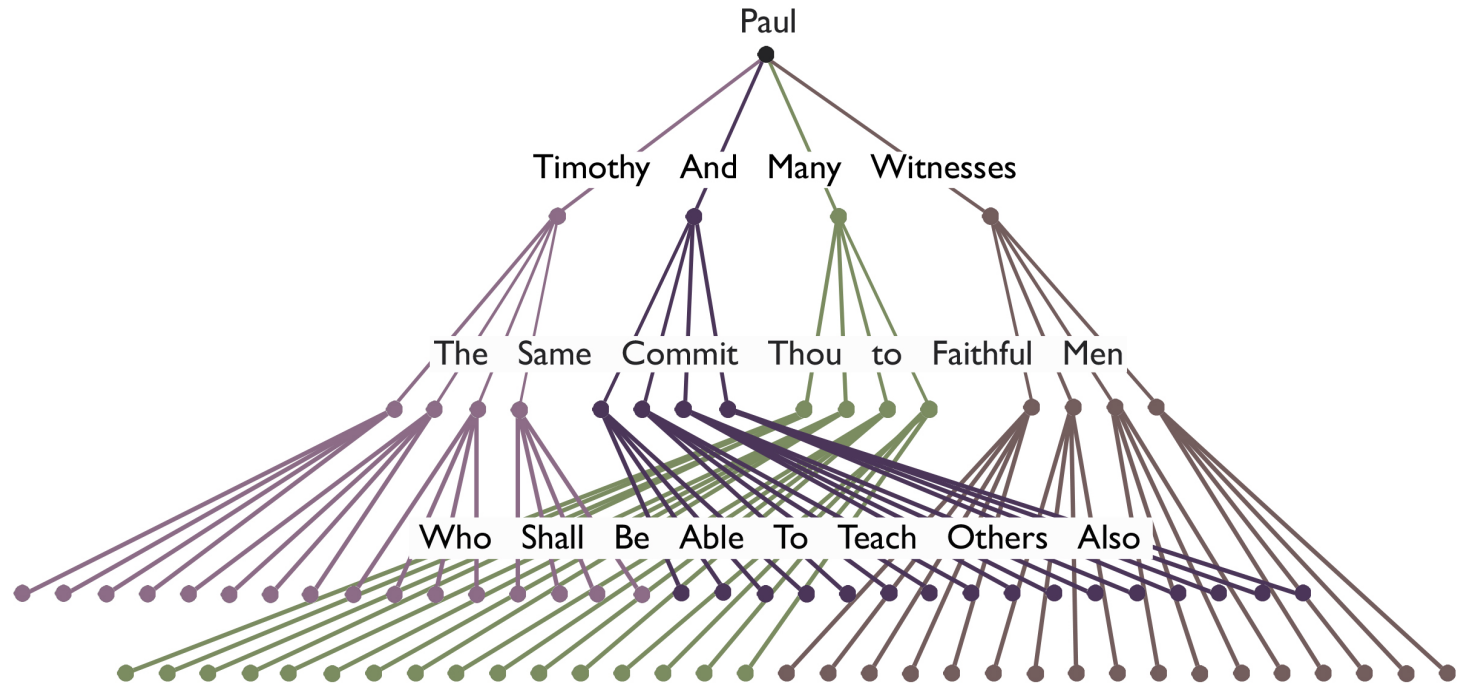


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

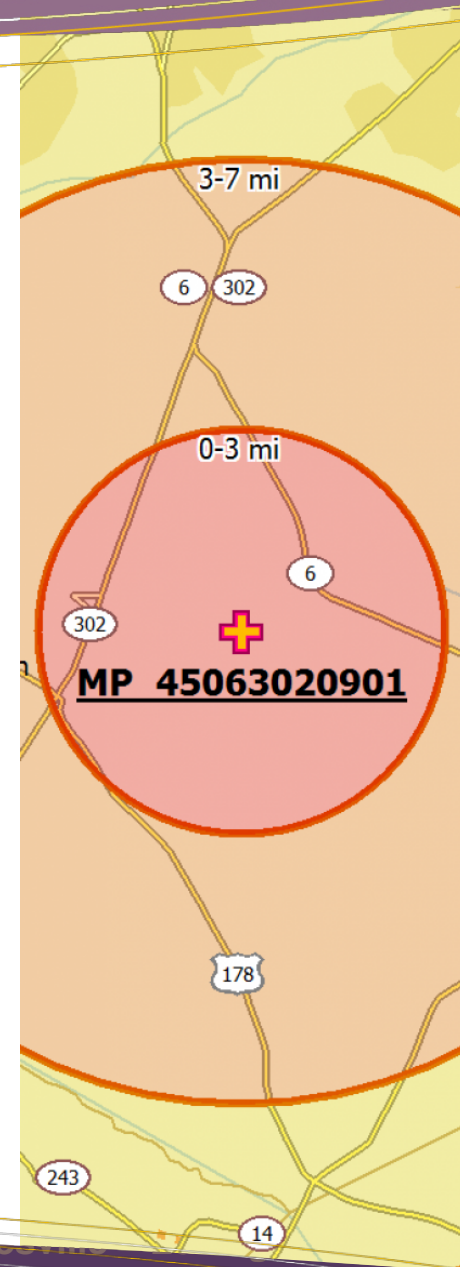


Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

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



Notes and Sources

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



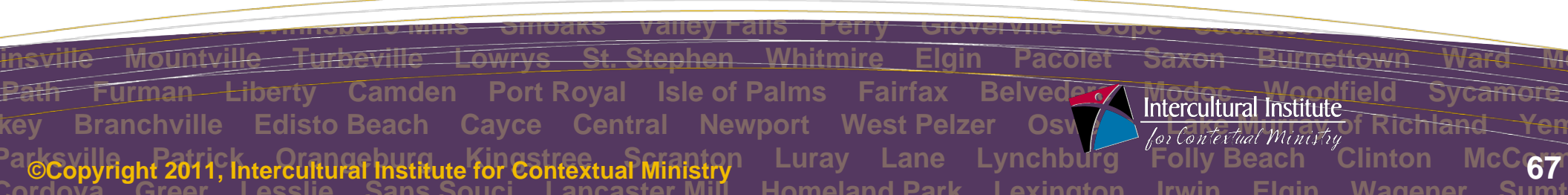
APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	New Hope	PO Box 218 Pelion, SC 29123	1.46 mi	0	
2	Antioch	PO Box 69 Gaston, SC 29053	2.19 mi	0	
3	Pelion	PO Box 276 Pelion, SC 29123	2.91 mi	0	
4	Harmony	PO Box 428 Gaston, SC 29053	3.80 mi	0	
5	Florence	1720 Windy Wood Rd Pelion, SC 29123	4.86 mi	0	
6	King Grove	1580 Highway 178 Swansea, SC 29160	4.90 mi	0	
7	Hidden Valley	4325 Fish Hatchery Road Gaston, SC 29053	5.53 mi	0	
8	Gaston First	PO Box 309 Gaston, SC 29053	6.09 mi	0	
9	Faith	PO Box 177 Swansea, SC 29160	6.30 mi	0	
10	Swansea First	PO Box 550 Swansea, SC 29160	6.33 mi	0	
11	Hillcrest	1344 Mack St Gaston, SC 29053	6.74 mi	0	
12	Mount Hermon	1845 Cedar Creek Rd Pelion, SC 29123	6.96 mi	0	
13	Beech Branch	PO Box 181 Luray, SC 29932	7.11 mi	0	
14	Willow Ridge Hispanic	104 Sycamore Tree Rd Lexington, SC 29073	8.40 mi	0	
15	Christian Fellowship	PO Box 257 Gaston, SC 29053	8.55 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	South Lexington	116 Brevard Pkwy Lexington, SC 29073	8.95 mi	0	
17	Salem	PO Box 400 North, SC 29112	9.19 mi	0	
18	Berlin	PO Box 190 Wagener, SC 29164	9.19 mi	0	
19	Sardis	1601 Saint Matthews Rd Swansea, SC 29160	9.26 mi	0	
20	Convent	787 Convent Church Road Leesville, SC 29070	9.57 mi	0	
21	Lighthouse	325 Church St West Columbia, SC 29172	9.73 mi	0	
22	Willow Ridge	104 Sycamore Tree Rd Lexington, SC 29073	9.76 mi	0	
23	Charwood	PO Box 4496 West Columbia, SC 29171	9.84 mi	0	
24	Corinth	210 Corinth Church Rd Salley, SC 29137	10.07 mi	0	
25	Oak Grove	533 Hayride Rd Gilbert, SC 29054	10.09 mi	0	
26	Brunson	PO Box 70 Brunson, SC 29911	10.16 mi	0	
27	Congaree	101 Pine Ridge Dr West Columbia, SC 29172	10.35 mi	0	
28	Pine Grove	235 Pine Grove Rd Leesville, SC 29070	10.94 mi	0	
29	Laurel	2250 Pine St West Columbia, SC 29170	10.96 mi	0	
30	The ToolShed	159 Isaiah Hallman Road Gilbert, SC 29054	11.06 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Red Bank	120 Community Dr Lexington, SC 29073	11.24 mi	0	
32	Dixiana	3516 Charleston Hwy West Columbia, SC 29172	11.54 mi	0	
33	Sandy Run First	442 Livingston Road Gaston, SC 29053	11.56 mi	0	
34	White Knoll	742 Kitti Wake Dr West Columbia, SC 29170	11.77 mi	0	
35	Perry	131 Milhouse Street North Salley, SC 29137	12.32 mi	0	
36	North First	PO Box 189 North, SC 29112	12.33 mi	0	
37	Round Hill	230 Persimmon Ln Lexington, SC 29072	12.46 mi	0	
38	Kittiwake	420 Kitti Wake Dr West Columbia, SC 29170	12.58 mi	0	
39	Wagener First	PO Box 398 Wagener, SC 29164	12.71 mi	0	
40	Seivern	1335 Seivern Rd Wagener, SC 29164	12.88 mi	0	
41	Bull Swamp	4408 Redmond Mill Rd North, SC 29112	13.51 mi	0	
42	Steadman	1011 N Edisto Rd Leesville, SC 29070	13.74 mi	0	
43	Fellowship	4238 Augusta Rd Lexington, SC 29073	13.79 mi	0	
44	Springdale	357 Wattling Rd West Columbia, SC 29170	13.79 mi	0	
45	Midland's Deaf Mission	357 Wattling Rd West Columbia, SC 29170	13.87 mi	0	



6 Wateroak Court
North Augusta, SC 29841

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.

In Partnership with:



CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.aept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org