

MissionSite

top unreached locations



CLEMSON, SC

CENSUS TRACT: 45077011201

REGION: Upstate Region

ASSOCIATION: Pickens County

COUNTY: Pickens

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

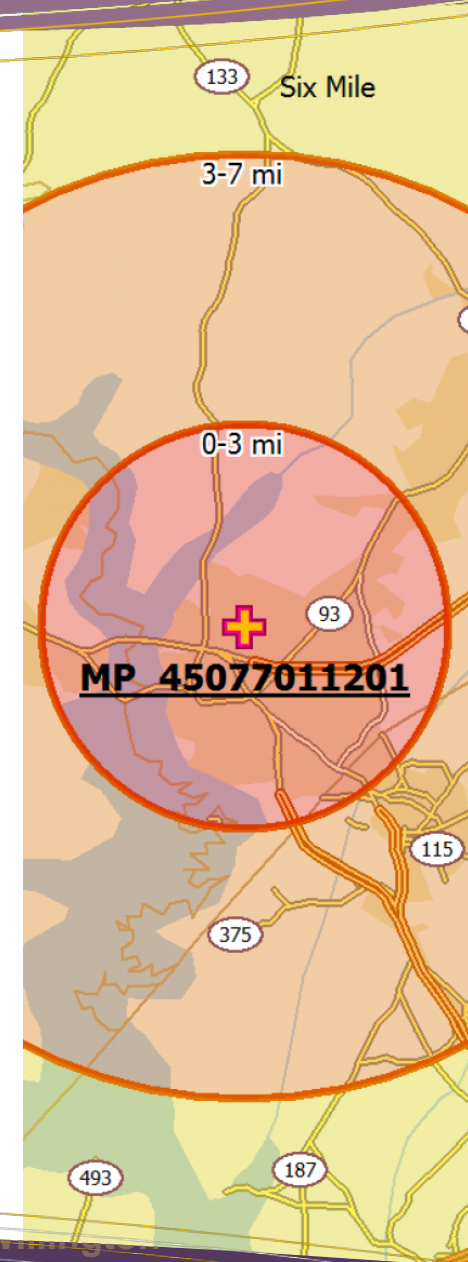
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Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	4501	Upstate Region
2	Association	45AUN	Pickens County
3	County Location	45077	Pickens
4	Zipcode	29631	Pickens
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
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	0	Percent commuting from non metro to metro areas

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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,242	15.22%
Mainstay Communities	Established, Diverse Households	1,118	13.7%
Working Communities	Blue-collar, Working Families	351	4.3%
Country Communities	Rural, Agri. & Mining Families	199	2.44%
Aspiring Communities	Young Singles / Aspiring-Multihousing	900	11.03%
Urban Communities	High Density, Inner-city Neighborhoods	4,352	53.33%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	29,588	6,042	20.42%
Unreached %	65.2%	74.03%	113.55
Religious But NOT Evangelical HH	6,744	1,482	21.98%
Religious But NOT Evangelical %	14.86%	18.16%	122.23
Spiritual But NOT Relig or Evang HH	5,194	1,340	25.81%
Spiritual But NOT Relig or Evang %	11.44%	16.43%	143.53
Not Evangelical, Not Interested HH	17,726	3,261	18.4%
Not Evangelical, Not Interested %	39.06%	39.96%	102.31



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of SCBC Churches	82	4	4.88%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	8,912	1,196	13.42%
Active Evangelical Percent	19.64%	14.66%	74.65
Inactive Evangelical Households	6,882	924	13.42%
Inactive Evangelical Percent	15.16%	11.32%	74.64
# New Churches Needed	0	0	0%

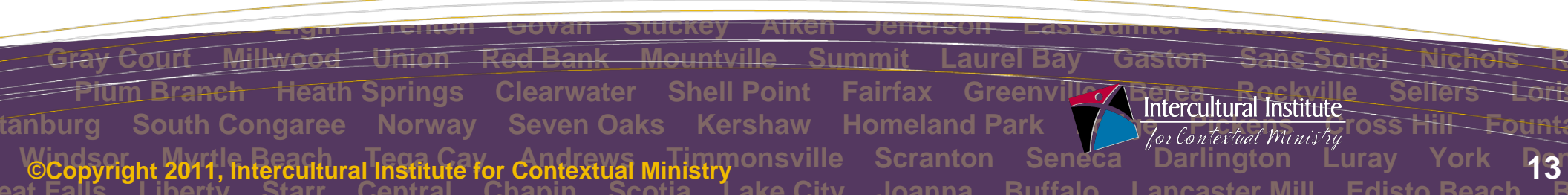


Spirituality Indicators - 30 Closest SCBC Churches

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	East Clemson	1.04 mi
2	Clemson First	1.09 mi
3	Crosspoint Church Clemson	1.30 mi
4	Mount Tabor	1.43 mi
5	Cannon Memorial	3.20 mi
6	Central First	3.52 mi
7	Pendleton First	4.09 mi
8	Refuge	4.18 mi
9	Davis Creek	4.29 mi
10	Shiloh	4.37 mi
11	Faith Fellowship	4.49 mi
12	Fant's Grove	4.59 mi
13	Corinth	4.71 mi
14	Pleasant Hill	4.74 mi
15	Lydia	5.36 mi

	CHURCHES	DIST.
16	Utica	5.92 mi
17	Cateechee	5.93 mi
18	Faith	5.95 mi
19	Norris First	6.04 mi
20	Parkway	6.33 mi
21	Bishop Branch	6.37 mi
22	Kings Grove	6.39 mi
23	Hopewell	6.83 mi
24	Hepsibah	6.85 mi
25	La France First	7.02 mi
26	Fellowship Community	7.55 mi
27	Seneca	7.55 mi
28	Six Mile	7.72 mi
29	Trinity	7.74 mi
30	Ruhamah	7.97 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

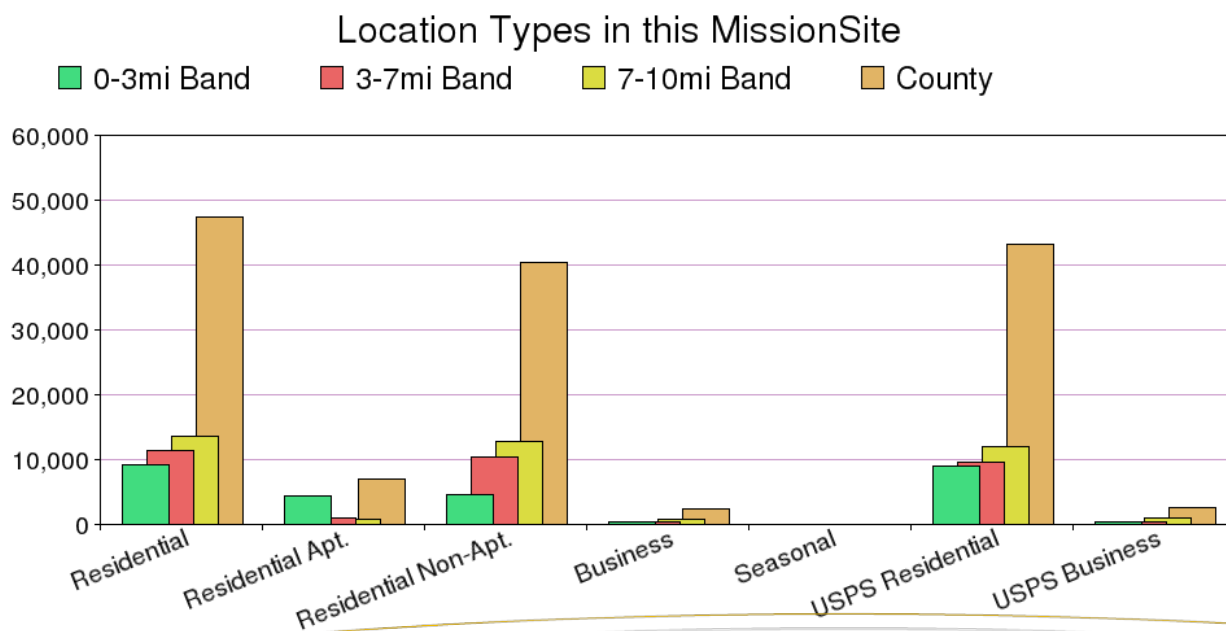
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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

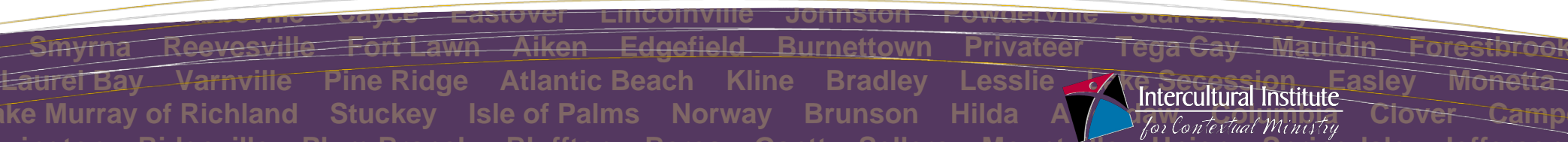
The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 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	93,894	21,369	22.76%
2000 Population	110,757	23,267	21.01%
2010 Population	119,158	24,399	20.48%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,422	6,256	18.72%
2000 Households	41,306	7,246	17.54%
2010 Households	45,382	8,161	17.98%



Location Type	0-3mi Band
Residential	9,129
Residential Apt.	4,444
Residential Non-Apt.	4,685
Business	450
Seasonal	0
USPS Residential	9,084
USPS Business	407



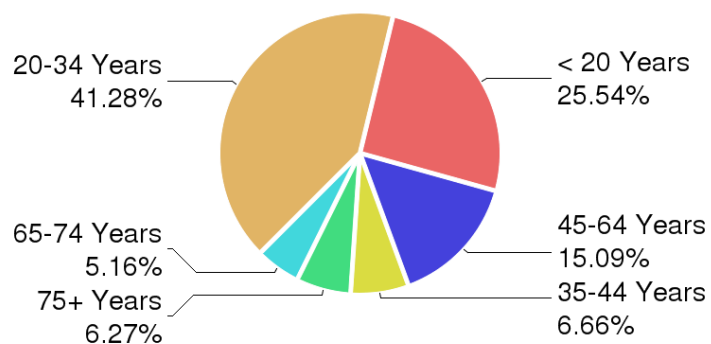
Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.33%	2.33%	53.81
4-5 Years	2.29%	1.13%	49.34
6-8 Years	3.48%	1.89%	54.31
9-11 Years	3.52%	1.96%	55.68
12-13 Years	2.34%	1.37%	58.55
14-17 Years	5.86%	6.62%	112.97
18-19 Years	3.12%	10.24%	328.21
0-5 Years	6.61%	3.46%	52.34
6-12 Years	8.17%	4.53%	55.45
13-19 Years	10.15%	17.54%	172.81
< 20 Years	24.93%	25.53%	102.41
20-34 Years	24.29%	41.26%	169.86
35-44 Years	11.56%	6.66%	57.61
45-64 Years	24.72%	15.08%	61
65-74 Years	7.87%	5.16%	65.57
75+ Years	6.62%	6.27%	94.71
Median Age	36	35	97.42
Median Age (Male)	34	33	98.64
Median Age (Female)	38	37	98.46

Age Group Percentages

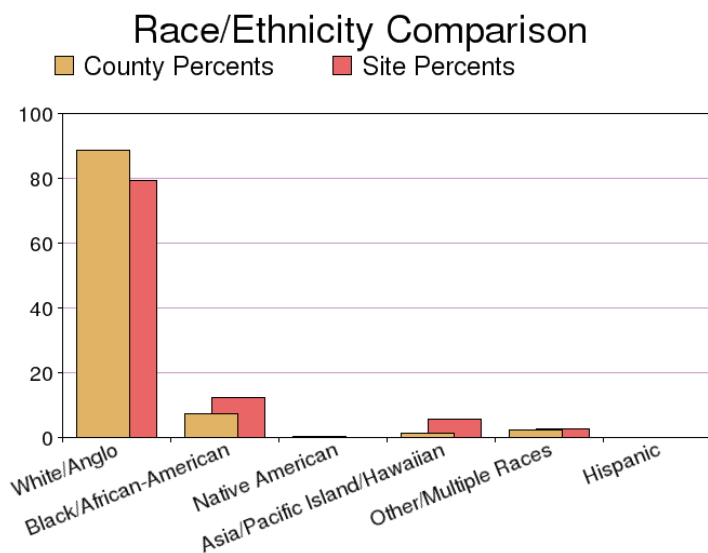


Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	88.7%	79.29%	89.39
Black, African-American	7.22%	12.48%	172.84
Native American	0.2%	0.12%	62.35
Asian	1.48%	5.57%	374.91
Pacific Island, Hawaiian	0.01%	0.02%	150.27
Other/Multiple Races	2.39%	2.53%	106.12
Hispanic	0%	3.47%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,855	10,590	
Less than 9th Grade	6.48%	3.36%	192.71
No High School Diploma	11.48%	4.46%	257.6
High School Graduate	32.84%	16.32%	201.29
Some College, no degree	19.25%	17.5%	110.01
Associate Degree	7.94%	6.14%	129.43
College Degree	12.84%	23.87%	53.81
Graduate/Prof. degree	9.16%	28.36%	32.3

Current Demographic Summary

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

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

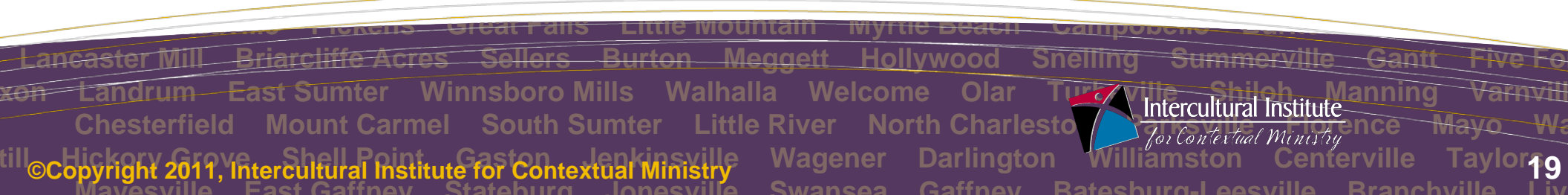
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.25%	13.86%	182.19
\$10,000 to \$19,999	14.26%	18.59%	130.36
\$20,000 to \$29,999	12.47%	11.59%	92.94
\$30,000 to \$49,999	21.75%	14.58%	67.04
\$50,000 to \$59,999	8.48%	6.04%	71.26
\$60,000 to \$69,999	8.29%	4.91%	59.27
\$70,000 to \$79,999	6.2%	5.07%	81.84
\$80,000 to \$89,999	4.56%	4.6%	100.74
\$90,000 to \$99,999	3.03%	3.11%	102.57
\$100,000 to \$124,999	6.39%	8.12%	127.09
\$125,000 to \$149,999	2.3%	4.57%	198.87
\$150,000 to \$199,999	1.87%	3.43%	183.83
\$200,000 to \$249,999	0.41%	0.76%	184.37
\$250,000 or more	0.73%	0.67%	91.85
Median Household	41,743	42,399	101.57
Average Household	53,514	55,709	104.1
Per Capita Household	21,691	19,495	89.88
Family/Non-Family Household Income			
Median Family Income	54,650	73,021	133.62
Average Family Income	64,906	76,395	117.7
Median Non-Family Income	23,152	23,578	101.84
Average Non-Family Income	31,159	33,656	108.01

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	66.24%	43.82%	66.15
Families with Children	29.67%	17.88%	60.26
Families without Children	36.57%	25.94%	70.93
Non-Family Households			
% Non-Family Households	33.76%	56.18%	166.43
Non-Families with Children	0.06	0.05	82.38
Non-Families without Children	33.7	56.13	166.57
Housing Units			Index
Total Housing Units	52,455	9,640	
Vacant percent	13.48%	15.34%	113.78
Owned percent	61.93%	37.8%	61.03%
Rented Percent	24.58%	46.87%	190.65
Households by Size			Index
Avg household size	2.48	2.28	91.94
Avg family hh size	3.05	2.95	96.72
Avg non-family hh size	1.35	1.77	131.11
Households By Count of Persons			Percent
One	12,035	2,663	22.13%
Two	14,932	2,731	18.29%
Three or Four	14,944	2,390	15.99%
Five+	3,471	377	10.86%



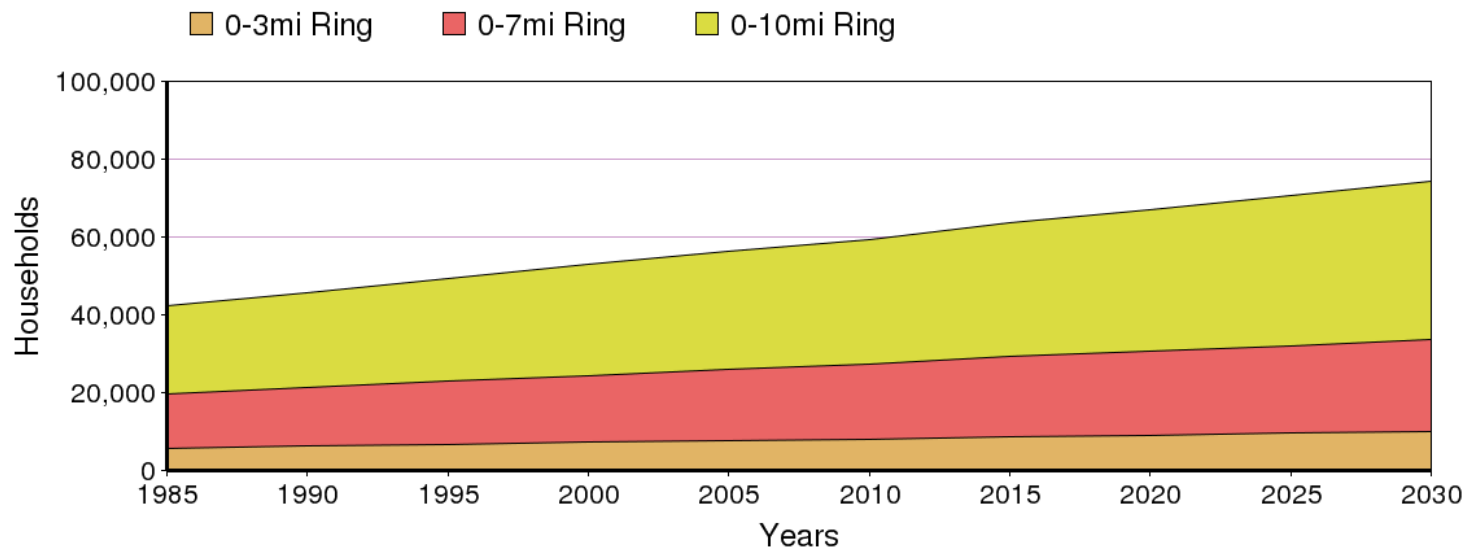
Projected Demographic Summary

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	93,894	21,369	22.76%
2000 Population	110,757	23,267	21.01%
2010 Population	119,158	24,399	20.48%
2015 Population	124,223	25,909	20.86%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	33,422	6,256	18.72%
2000 Households	41,306	7,246	17.54%
2010 Households	45,382	8,161	17.98%
2015 Households	46,961	8,674	18.47%

Household Change from 1985 to 2030



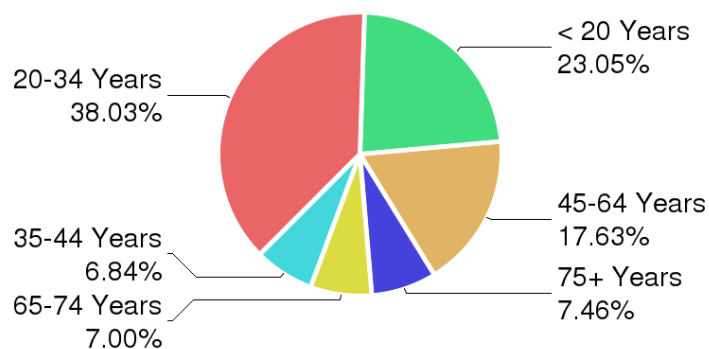
Projected Demographic Summary

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	2.33%	2.7%	115.88
4-5 Years	1.13%	1.35%	119.47
6-8 Years	1.89%	2.14%	113.23
9-11 Years	1.96%	2.3%	117.35
12-13 Years	1.37%	1.66%	121.17
14-17 Years	6.62%	6.48%	97.89
18-19 Years	10.24%	6.43%	62.79
0-5 Years	3.46%	4.06%	117.34
6-12 Years	4.53%	5.26%	116.11
13-19 Years	17.54%	13.73%	78.28
< 20 Years	25.53%	23.05%	90.29
20-34 Years	41.26%	38.03%	92.17
35-44 Years	6.66%	6.84%	102.7
45-64 Years	15.08%	17.63%	116.91
65-74 Years	5.16%	7%	135.66
75+ Years	6.27%	7.46%	118.98
Median Age	36	36	101.12
Median Age (Male)	34	35	102.86
Median Age (Female)	38	38	100.08

Projected Age Group Percentages



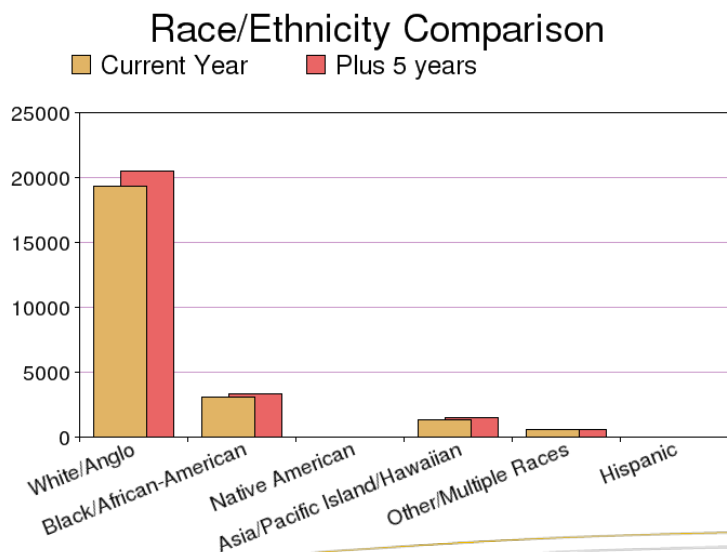
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79.29%	79.08%	99.75
Black, African-American	12.48%	12.87%	103.14
Native American	0.12%	0.13%	103.59
Asian	5.57%	5.75%	103.39
Pacific Island, Hawaiian	0.02%	0.02%	94.17
Other/Multiple Races	2.53%	2.15%	84.72
Hispanic	0%	0%	0

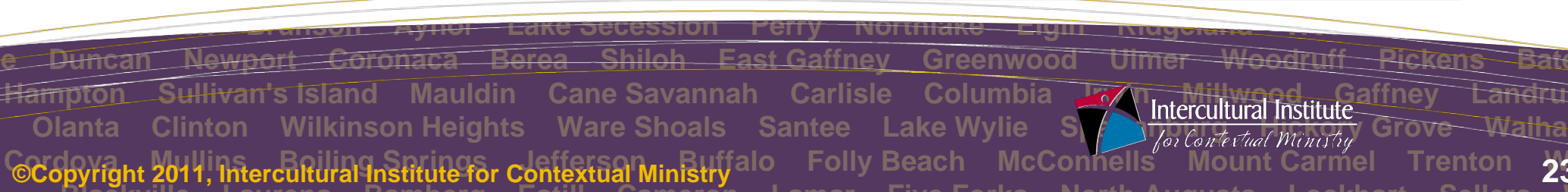
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,590	14,454	
Less than 9th Grade	3.36%	2.8%	83.35
No High School Diploma	4.46%	3.55%	79.63
High School Graduate	16.32%	15.92%	97.56
Some College, no degree	17.5%	19.36%	110.63
Associate Degree	6.14%	6.28%	102.24
College Degree	23.87%	24.32%	101.87
Graduate/Prof. degree	28.36%	27.78%	97.96



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	13.86%	12.64%	91.17
\$10,000 to \$19,999	18.59%	18.32%	98.55
\$20,000 to \$29,999	11.59%	10.85%	93.59
\$30,000 to \$49,999	14.58%	13.97%	95.83
\$50,000 to \$59,999	6.04%	5.89%	97.52
\$60,000 to \$69,999	4.91%	5.05%	102.77
\$70,000 to \$79,999	5.07%	5.29%	95.68
\$80,000 to \$89,999	4.6%	4.9%	101.11
\$90,000 to \$99,999	3.11%	3.24%	104.09
\$100,000 to \$249,999	8.12%	9.21%	113.39
\$125,000 to \$149,999	4.57%	5.01%	109.72
\$150,000 to \$199,999	3.43%	3.82%	111.22
\$200,000 to \$249,999	0.76%	0.85%	112.3
\$250,000 or more	0.67%	0.75%	111.19
Median Household	42,399	45,649	107.67
Average Household	55,709	59,713	107.19
Per Capita Household	19,495	20,945	107.44
Family/Non-Family Household Income			
Median Family Income	73,021	78,389	107.35
Average Family Income	76,395	83,503	109.3
Median Non-Family Income	23,578	25,399	107.72
Average Non-Family Income	33,656	36,255	107.72



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	43.82%	42.99%	98.11
Families with Children	17.88	17	95.12
Families without Children	25.94	26.17	100.89
Non-Family Households			
% Non-Family Households	56.18%	57.01%	101.47
Non-Families with Children	0.05	0.02	101.47
Non-Families without Children	56.13	56.99	101.52
Housing Units			
Total Housing Units	9,640	10,251	106.34%
Vacant percent	15.34%	15.38%	100.27
Owned percent	37.8%	37.79%	99.98
Rented Percent	46.87%	46.82%	99.91
Households by Size			
Avg household size	2.28	2.29	100.44%
Avg family hh size	2.95	3.02	102.37%
Avg non-family hh size	1.77	1.74	98.31%
Households By Count of Persons			
One	2,663	3,018	113.33%
Two	2,731	2,729	99.93%
Three or Four	2,390	2,509	104.98%
Five+	377	419	111.14%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,585	643	336
Northern Europe	109	86	45
Western Europe	105	94	23
Southern Europe	14	13	0
Eastern Europe	104	19	0
Other Europe	0	0	0
Eastern Asia	321	54	39
So. Central Asia	330	27	36
SE Asia	112	21	0
Western Asia	71	32	5
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	6	6	0
Middle Africa	0	0	0
Northern Africa	71	5	0
Southern Africa	0	1	5
Western Africa	14	1	0
Other Africa	0	7	3
Oceania	0	3	0
Caribbean	24	34	14
Central Amer.	187	127	136
South America	46	21	11
North America	71	92	19
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	20,521	21,881	24,257
Spanish	758	583	480
Other Indo-Euro language	707	331	239
French (incl. Patois, Cajun)	160	104	110
French Creole	0	0	0
Italian	32	6	12
Portuguese	31	6	0
German	124	108	64
Yiddish	0	0	0
Other West Germanic	25	3	10
A Scandinavian Language	1	20	12
Greek	3	25	0
Russian	9	6	0
Polish	30	22	1
Serbo-Croatian	0	0	0
Other Slavic Language	9	5	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	7	10	3
Hindi	173	4	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	62	4	0
Asian/PI languages	0	0	0
Chinese	259	24	30
Japanese	15	29	12
Korean	46	3	0
Mon-Khmer, Cambodian	3	0	0
Miao, Hmong	0	0	0
Thai	24	11	0
Laotian	0	0	0
Vietnamese	43	0	0
Other Asian	175	21	17
Tagalog	9	5	0
Other Pacific Is	12	2	0
Other languages	82	12	0
Navajo	6	0	0
Other Native N. American	0	0	0
Hungarian	2	1	0
Arabic	49	8	0
Hebrew	0	0	0
African languages	25	3	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	17,167	17,663	18,301
Arab	140	23	11
Armenian	0	0	0
Austrian	43	38	19
British	274	84	95
Canadian	26	47	9
Croatian	10	7	3
Czech	52	4	10
Czechoslovak	5	4	6
Danish	13	9	28
Dutch	146	190	251
English	2,118	1,772	2,074
European	227	225	284
Finnish	40	2	0
French (not Basque)	243	245	295
French Canadian	43	143	52
German	2,378	1,696	1,779
Greek	61	57	10
Hungarian	78	21	21
Iranian	16	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,595	1,951	2,477
Italian	659	353	364
Lithuanian	38	2	16
Norwegian	108	60	55
Polish	264	166	125
Portuguese	6	23	14
Romanian	56	1	0
Russian	52	35	25
Scandinavian	0	16	20
Scotch-Irish	1,047	833	983
Scottish	575	427	447
Slovak	23	33	10
Subsaharan African	104	130	105
Swedish	90	68	103
Swiss	43	35	18
Ukrainian	49	3	7
US/American	2,055	4,086	4,371
Welsh	106	54	47
West Indian	41	33	21
Yugoslavian	0	5	3
Other	4,343	4,781	4,141

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

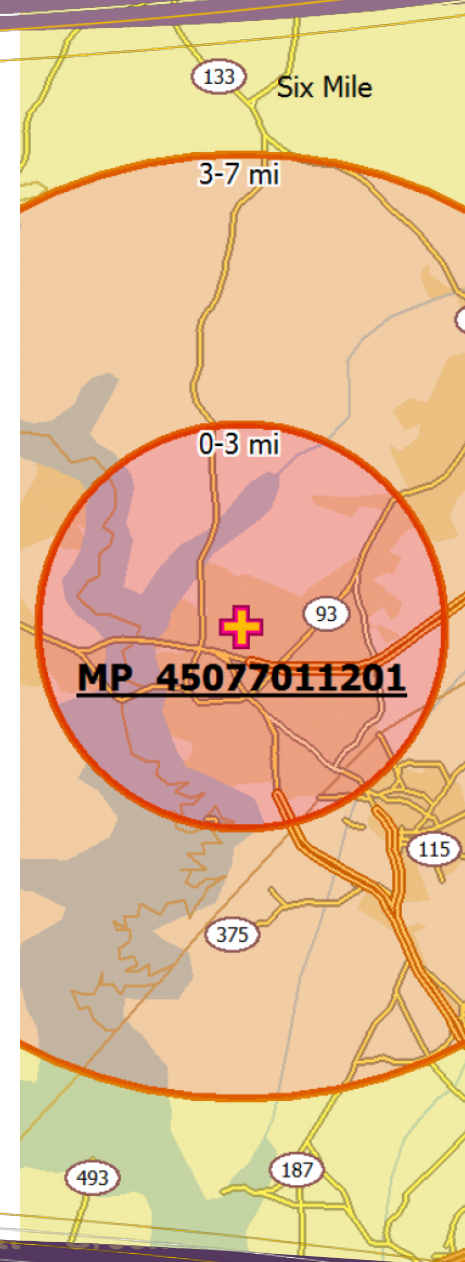
Issues for Your Consideration - continued

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. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	8,161	100%	6,076	100%
AFFLUENT SUBURBIA	329	4.03%	229	3.77%
America's Wealthiest	0	0%	0	0%
Dream Weavers	70	0.86%	50	0.82%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	259	3.17%	179	2.95%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	913	11.19%	620	10.2%
Status Conscious Consumers	36	0.44%	25	0.41%
Affluent Urban Professionals	14	0.17%	11	0.18%
Urban Commuter Fam.	808	9.9%	542	8.92%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	13	0.16%	10	0.16%
Successful Urban Sprawl	42	0.51%	32	0.53%
SM TWN SUCCESS	222	2.72%	182	3%
Successful Urban Sprawl	100	1.23%	32	0.53%
2nd City Homebodies	94	1.15%	71	1.17%
Prime Middle America	0	0%	61	1%
Urban Optimists	28	0.34%	0	0%
Family Convenience	0	0%	18	0.3%
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	8,161	100%	6,076	100%
BLUE COLLAR BACKBONE	184	2.25%	116	1.91%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	122	1.49%	74	1.22%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	62	0.76%	42	0.69%
AMER. DIVERSITY	896	10.98%	615	10.12%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.17%	9	0.15%
Professional Urbanites	359	4.4%	260	4.28%
Urban Advancement	329	4.03%	222	3.65%
Amer. Great Outdoors	194	2.38%	124	2.04%
Mature America	0	0%	0	0%
METRO FRINGE	167	2.05%	114	1.88%
Steadfast Conservative	149	1.83%	102	1.68%
Moderate Conventionalists	17	0.21%	11	0.18%
Southern Blues	1	0.01%	1	0.02%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	8,161	100%	6,076	100%
REMOTE AMERICA	49	0.6%	30	0.49%
Hardy Rural Fam.	46	0.56%	28	0.46%
Rural Southern Living	2	0.02%	1	0.02%
Coal & Crops	1	0.01%	1	0.02%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	900	11.03%	674	11.09%
Young Cosmopolitans	185	2.27%	145	2.39%
Minority Metro Communities	712	8.72%	527	8.67%
Stable Careers	1	0.01%	1	0.02%
Aspiring Hispania	2	0.02%	1	0.02%
RURAL VILLAGES & FARMS	150	1.84%	86	1.42%
Aspiring Hispania	0	0%	1	0.02%
Industrious Country Living	0	0%	0	0%
America's Farmland	5	0.06%	0	0%
Comfy Country Living	129	1.58%	3	0.05%
Small Town Connections	16	0.2%	75	1.23%
Hinterland Fam.	0	0%	7	0.12%



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	8,161	100%	6,076	100%
STRUGGLING SOCIETIES	3,640	44.6%	2,904	47.79%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	761	9.32%	516	8.49%
College Town Communities	2,879	35.28%	2,388	39.3%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	712	8.72%	506	8.33%
Unattached Multicultures	478	5.86%	331	5.45%
Academic Necessities	9	0.11%	6	0.1%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	13	0.16%	9	0.15%
New Generation Activists	22	0.27%	15	0.25%
Getting By	190	2.33%	145	2.39%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

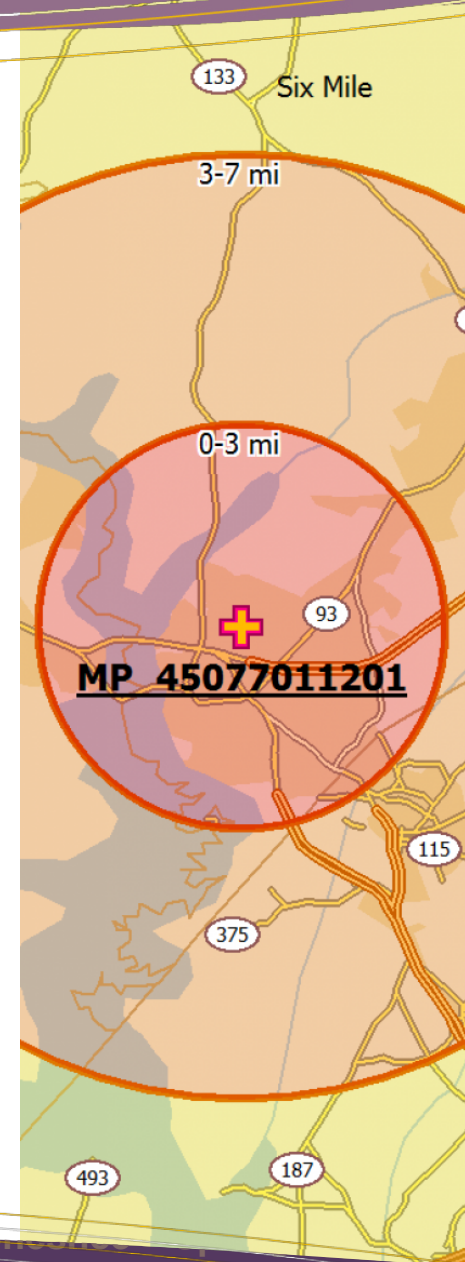
Potential Cultural Bridges

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

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

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

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

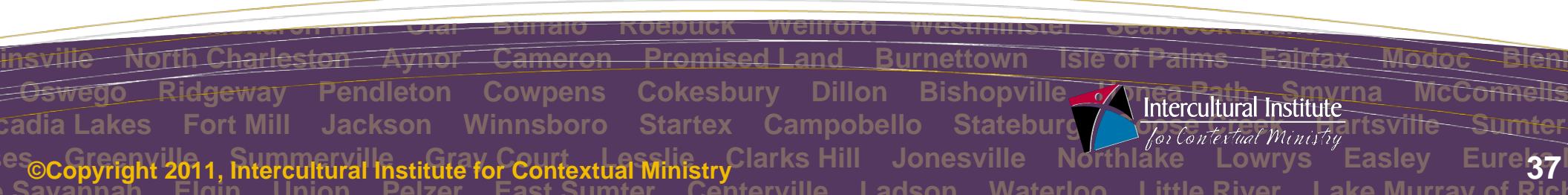


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	73%	75%	76%
Use Comp. for Internet/E-mail	63%	59%	59%
Internet Use: E-Mail	54%	51%	50%
Internet Use: News/ Weather	38%	32%	30%
Use Comp. for Digital Camera Photo Editing	36%	32%	32%
Use Comp. for Shopping	35%	34%	35%
Use Comp. for Banking	31%	30%	30%
Use Comp. for Education	30%	31%	31%
Use Comp. for News/Info./Data Service	30%	24%	23%
Use Comp. for Comp. Games	30%	35%	37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	30%	27%	27%
Use Comp. for Word Processing	29%	32%	35%
HH Owns DVD Player	24%	26%	27%
Internet Use: Sports	21%	14%	12%
Internet Use: Research/ Education	17%	14%	13%
Internet Use: Yellow Pages	16%	12%	10%
Internet Use: Bulletin/ Message Boards	16%	10%	9%
PC-Network-HH Has One	15%	17%	18%
Use Comp. for Personal Financial Mngmnt	13%	12%	13%
Internet Use: Personal Ads/Dating Services	12%	7%	5%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	69%	68%	67%
Dining Out (Not Fast Food)	63%	59%	59%
Reading Books	59%	56%	55%
Cooking for Fun	44%	39%	38%
Card Games	42%	41%	42%
Board Games	34%	33%	33%
Go To A Beach/Lake	32%	33%	34%
Gardening	27%	32%	34%
Going To	26%	21%	20%
Bars/Nightclubs/Dancing			
Visit Museum	25%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	37%	39%	40%
Dentist	26%	26%	27%
None Of These	21%	20%	20%
Backache	20%	22%	22%
Hypertension/High Blood Pressure	19%	19%	19%
Eye Dr.	19%	20%	21%
High Cholesterol	17%	17%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Overweight (30 Pounds Or More)	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 - 0-3 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	32.89%	29.26%	28.09%
Live Theater	25.04%	21.3%	20.52%
Live Theater Most Often	22.07%	18.16%	17.26%
Rock/Pop Concerts Most Often	20.47%	17.23%	15.68%
Dance Performance	8.08%	8.13%	7.81%
Classical Concerts Most Often	7.39%	6.39%	6.21%
Movies: Action/Adventure	34.1%	36.13%	36.63%
Movies: Comedy	30.84%	35.3%	36.72%
Movies: Drama	20.89%	20.19%	19.99%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.45%	19.88%	19.67%
Movies: Mystery	19.4%	17.57%	17.26%
Movies: Horror	19.15%	15.45%	13.71%
College Football Reg. Season	6.35%	6.23%	6.25%
College Basketball Reg. Season	6.04%	5.09%	4.7%
MLB Baseball Reg. Season	5.56%	5.83%	6.25%
NFL Football Reg. Season	4.08%	4.84%	5.27%
MLB Baseball Post-Season	2.21%	1.65%	1.54%
NBA Basketball Reg. Season	2.14%	2.65%	2.77%

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	39.64%	39.44%	39.68%
Swimming	37.65%	34.64%	34.44%
Billiards/Pool	28.45%	22.69%	21.04%
Bowling	23.13%	22.17%	22.03%
Mountain/Road Biking	23.01%	16.78%	15.03%
Golf	21.04%	16.15%	15.21%
Basketball	20.39%	17.44%	16.32%
Football	18.07%	13.23%	11.78%
Jogging/Running	17.77%	15.41%	14.51%
Freshwater Fishing	15.11%	17.4%	18.98%
Using Cardio Machine	14.55%	13.38%	13.14%
Weight Training	14.34%	14.25%	14.55%
Backpacking/Hiking	12.8%	10.88%	10.34%
Baseball	12.64%	11.63%	11.16%

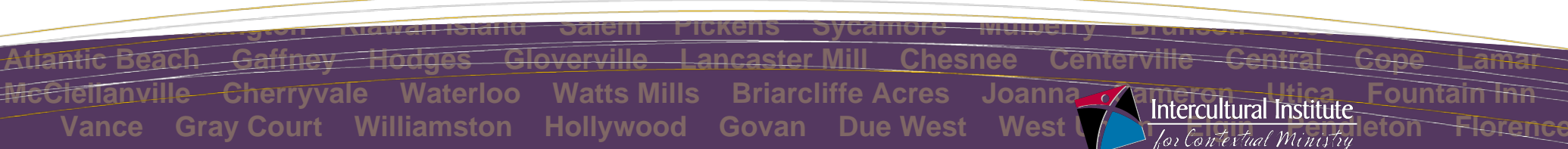
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	11.66%	11.46%	11.44%
Soccer	11.39%	8.56%	7.69%
Tennis	11.33%	8.69%	7.84%
Camping Trips	11.17%	14%	15.31%
Volleyball	10.65%	9.6%	9.17%
Yoga	10.45%	8.26%	7.37%
Ice Skating	9.27%	6.79%	5.86%
Power Boating	8.76%	8.12%	8.24%
Aerobics	8.75%	9.15%	9.12%
Softball	8.35%	7.57%	7.45%
Roller Skating	7.34%	6%	5.42%
Downhill & X-Country	7.32%	5.65%	5.04%
Skiing			
Jet Skiing	6.81%	5.29%	4.8%
Snorkeling	6.63%	5.36%	4.89%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hunting	6.31%	8.82%	10.03%
Water Skiing	6.21%	4.99%	4.66%
Snowboarding	5.97%	4.32%	3.66%
Target Shooting	5.82%	7.73%	8.55%
Horseback Riding	5.6%	5.63%	5.96%
Saltwater Fishing	5.13%	6.41%	7.18%
Rock Climbing	4.58%	3.83%	3.46%
Racquetball	4.52%	3.96%	3.75%
Hockey	4.39%	3.81%	3.52%
Motorcycling	4.2%	4.98%	5.5%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	4.19%	3.69%	3.57%
Canoeing/Kayaking	4.09%	5.36%	5.93%
Sailing	4.06%	3.38%	3.22%
Fly Fishing	3.86%	4.27%	4.45%
Skateboarding	3.72%	3.43%	3.27%
Archery	3.65%	4.12%	4.52%
Surfing & Windsurfing	3.54%	2.83%	2.51%
Martial Arts	3.28%	3.11%	3%
Auto Racing	2.92%	3.39%	3.23%
Rowing	2.46%	2.39%	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.

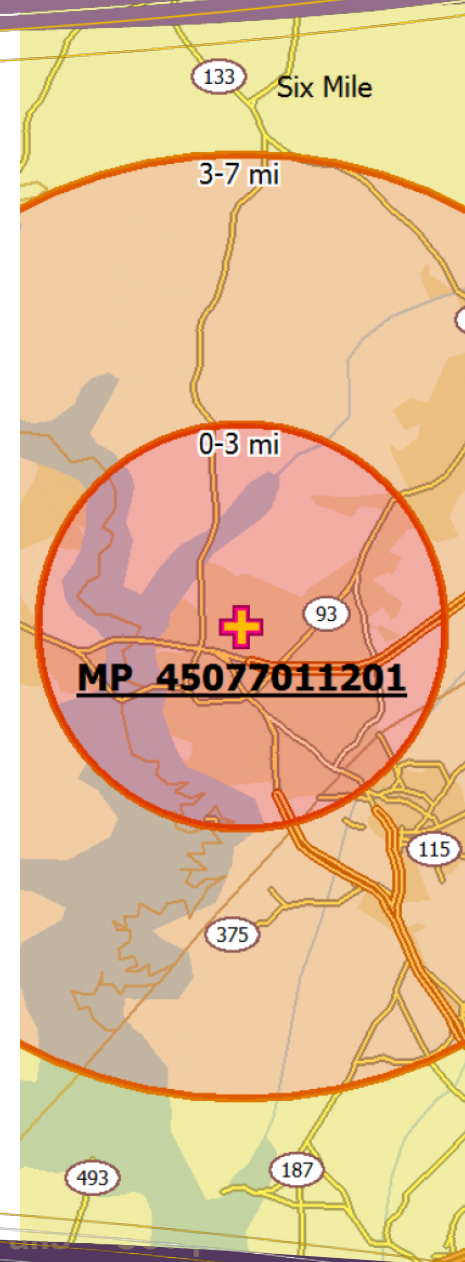
BIBLICAL BARRIERS

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.

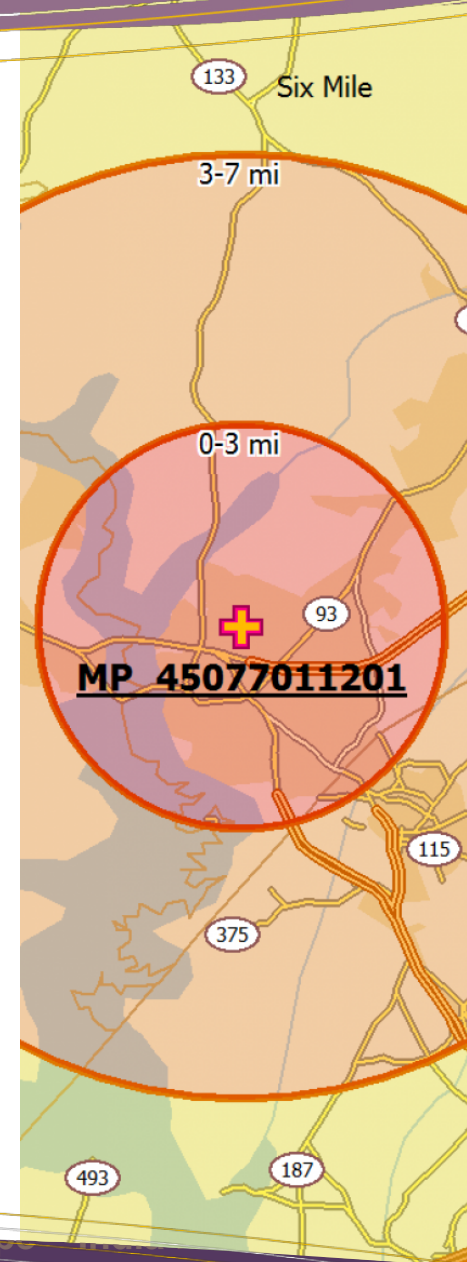
CULTURAL BARRIERS OF ACCEPTANCE

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.

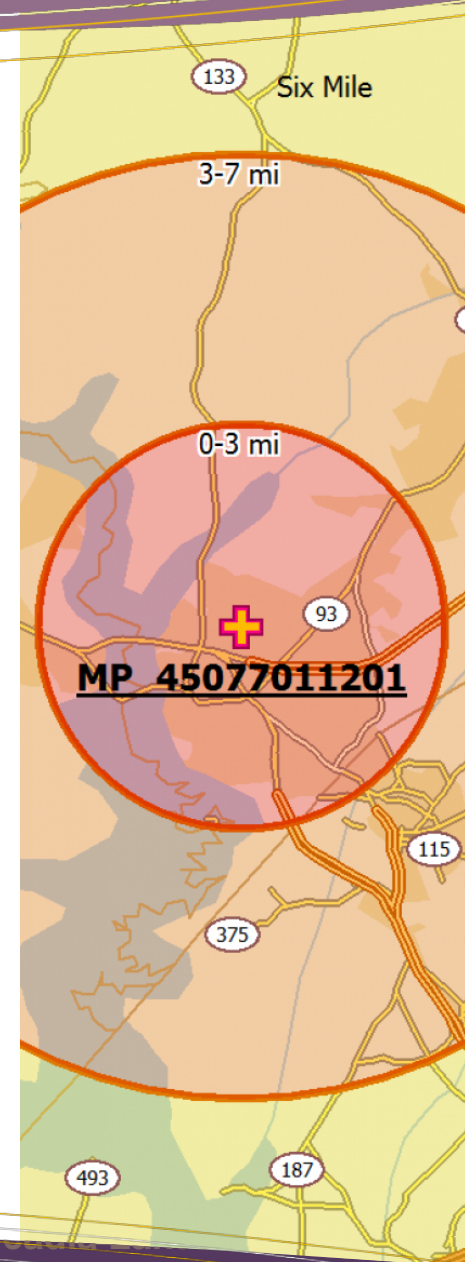
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	45%	48%	49%
Find It Difficult To Say No To My Kids	44%	41%	41%
Prefer To Have Few Possessions As Possible	42%	36%	34%
Speak My Mind Even If It Upsets People	35%	36%	35%
If Won Lottery Would Never Work Again	33%	29%	28%
Like Control Over People And Resources	33%	34%	34%
Don't Judge People/Way They Live Life	33%	30%	29%
Friends More Important Than My Fam.	28%	26%	25%
Money Is Best Measure Of Success	27%	26%	26%
Woman's Place Is In The Home	26%	31%	33%
I Am A Workaholic	25%	20%	19%
Happy With My Standard Of Living	23%	17%	15%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	21%
Like To Do Unconventional Things	21%	26%	28%
Too Much Sponsorship In Arts/Sports	21%	23%	23%
Marijuana Should Be Legalized	20%	19%	19%
Like To Pursue Challenge/Novelty/Change	20%	18%	18%
We Should Strive for Equality for All	17%	15%	14%
On Whole People Get What They Deserve	16%	12%	11%
I Am A Perfectionist	13%	9%	8%
Rarely Sit Down to a Meal Together At Home	13%	16%	16%
Only Work Current Job for The Money	12%	13%	14%
Indulge My Kids With The Little Extras	12%	10%	9%
Willing To Give Up Time With Fam. To Advance	9%	7%	6%

Potential Cultural Themes

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

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

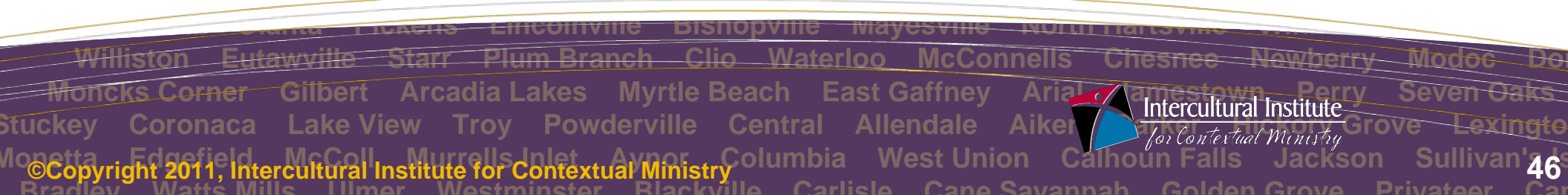


Potential Cultural Themes:

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

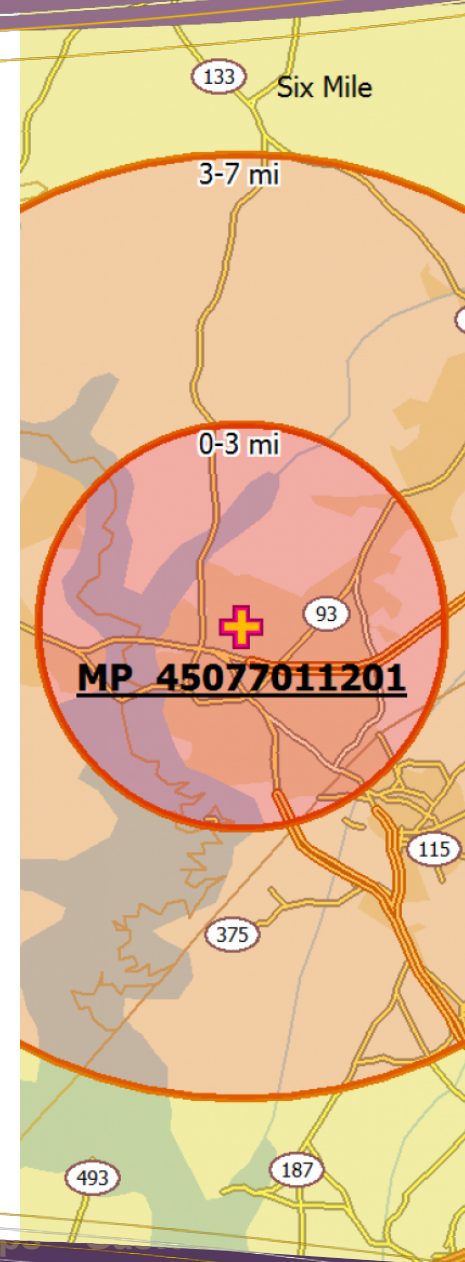
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	60%	61%
You Should Seize Opportunities In Life	55%	56%	56%
Prefer To Have Few Possessions As Possible	42%	36%	34%
Like To Understand About Nature	40%	38%	37%
Good At Fixing Things	38%	32%	30%
Prefer Work Part Of Team Than Alone	37%	35%	35%
Important Feel Respected By My Peers	32%	33%	33%
Worried About Pollution Caused By Cars	32%	24%	22%
Have Keen Sense Of Adventure	32%	28%	27%
Important To Juggle Various Tasks	27%	29%	30%
Provide My Kids With The Little Extras	19%	16%	14%
Like To Just Enjoy Life	19%	20%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
People Have To Take Me As They Find Me	18%	20%	21%
Consider Myself Interested In The Arts	16%	18%	18%
Try Not To Worry About The Future	13%	13%	13%
Real Men Don't Cry	12%	14%	15%
Looking for New Ideas To Improve Home	12%	15%	15%
Is An Important Part Of Who I Am	10%	13%	14%
Enjoy Spending Time With My Fam.	8%	11%	11%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Decor Particular Interest To Me	6%	5%	4%
Like Spending Most Time With Fam.	6%	6%	5%
Feel Very Alone In The World	4%	5%	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 - 0-3 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	80.11%	83.65%	84.82%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.13%	80.45%	81.72%
Houses-Visit Any			
McDonald's	52.22%	54.3%	55.59%
Applebee's	35.32%	32.09%	31.45%
Subway	30.97%	31.46%	31.36%
Burger King	28.9%	33.96%	35.52%
Kentucky Fried Chicken (KFC)	24.12%	28.16%	28.65%
Wendy's	23.87%	27.66%	28.98%
Taco Bell	22.07%	25.84%	27.01%
Pizza Hut	17.81%	21.74%	22.39%
Arby's	17.47%	21.14%	22.13%
Domino's Pizza	16.37%	15.36%	14.48%

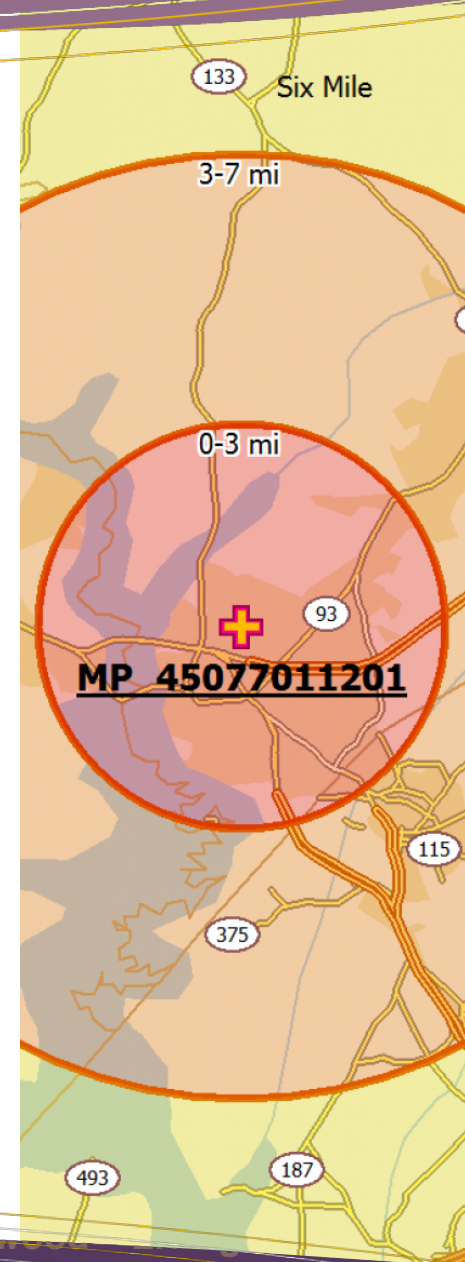
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	16.31%	18.19%	19.07%
Cracker Barrel	16.14%	16.57%	16.83%
Dairy Queen	15.61%	17.79%	18.38%
IHOP (International House Of Pancakes)	15.4%	14.22%	13.71%
Red Lobster	15.08%	16.53%	16.67%
Denny's	15.01%	13.29%	12.52%
Chili's Grill and Bar	13.28%	12.75%	12.39%
Starbucks	13.14%	11.73%	11.34%
Golden Corral	12.99%	13.11%	12.81%
Bennigan's	12.4%	7.82%	6.25%
TGI Friday's	12.23%	11.25%	10.95%
Outback Steakhouse	11.86%	12.75%	13.35%

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.

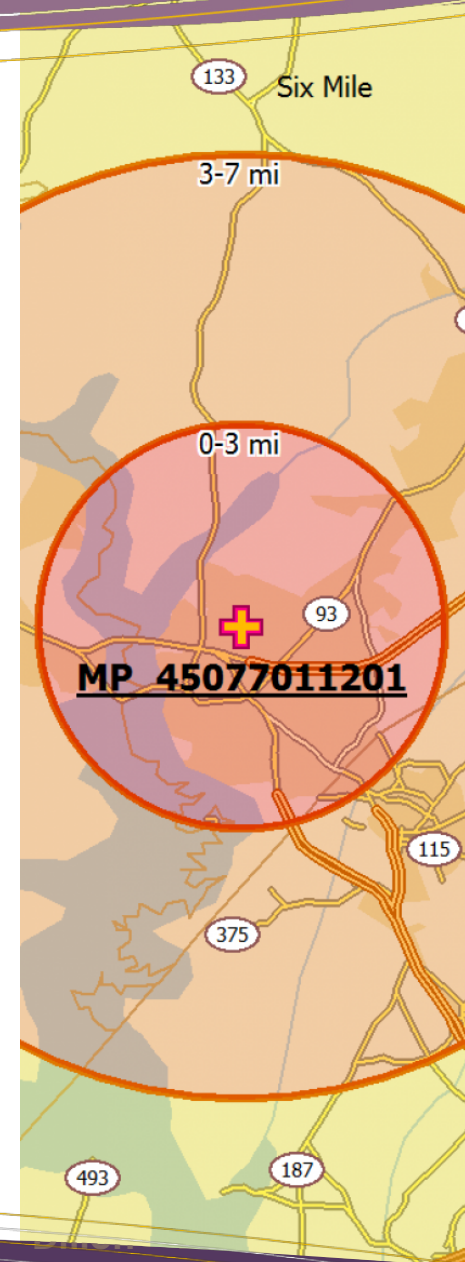
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	37.16%	41.91%	44.04%
Recycled products	29.14%	30.96%	32.3%
Worked as volunteer (non political)	15.45%	15.77%	16.21%
Engaged in fund raising	10.34%	10.88%	11.01%
Religious club member	6.98%	7.41%	7.6%
Wrote to editor of mag or newspaper	6.1%	5.78%	5.67%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	5.36%	5.33%	5.43%
Took active part in local civic issue	5.2%	5.06%	4.98%
Wrote to elected offcl about publ bus	4.7%	5.14%	5.43%
Addressed a public meeting	4.38%	4.48%	4.67%
Church Board	4.06%	4.8%	5.06%
Union member	3.89%	4.63%	4.93%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	16.78%	15.95%	16.01%
Children's Books	12.34%	12.7%	12.84%
Mystery	11.86%	11.4%	11.55%
Cookbooks	10.06%	9.98%	10.13%
Religious (not Bibles)	8.1%	8.74%	8.95%
Romance	6.56%	6.63%	6.78%
Biography	6.18%	6.06%	6.13%
Personal/Business	5.97%	6.18%	6.3%
Self-help			
Science Fiction	5.79%	4.92%	4.6%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	64.78%	65.27%	65.66%
Gen. Editorial	49.36%	48.36%	47.62%
Womens	46.25%	43.75%	42.61%
Service	33.41%	33.96%	34.64%
Mens	22.32%	20.36%	19.28%
Music	20.71%	16.41%	14.35%
Business/Finance	19.47%	17.85%	17.54%
Sports	19.38%	16.79%	15.75%
Parenthood	14.88%	14.15%	13.77%



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	50.96%	52.85%	53.94%
Classified	35.32%	34.98%	34.6%
Sport	30.33%	31.07%	31.65%
Comics	27.28%	27.32%	27.45%
Movie Listings & Reviews	26.75%	25.53%	25.1%
Business/Finance	26.46%	26.52%	27.11%
Editorial Page	26.04%	28.52%	29.74%
Food/Cooking	22.25%	23.58%	24.24%
TV/Radio Listings	20.26%	22.23%	23.04%
Travel	16.79%	17.41%	17.99%
Science/Technology	15.97%	16.48%	16.7%
Home/Gardening	15.07%	18.29%	19.68%
Fashion	13.86%	14.08%	14.11%

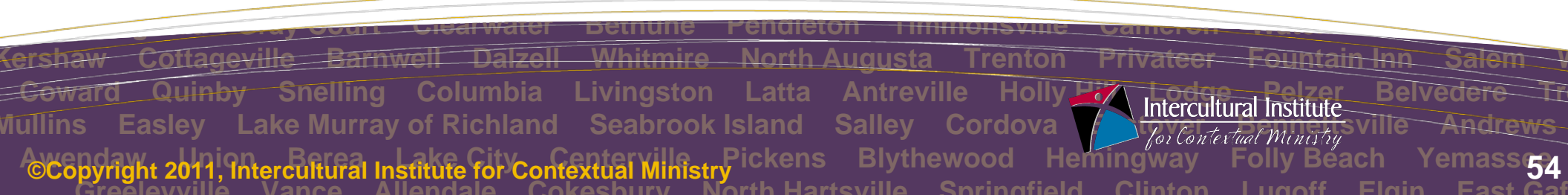
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	21.73%	19.17%	17.09%
CHR Contemp Hit Radio	20.43%	18.98%	18.09%
Country	17.46%	20.4%	22.21%
Adult Contemporary	17.16%	16.51%	16.78%
Rock	12.38%	11.8%	11.7%
Classic Rock	11.13%	10.09%	9.83%
News/Talk	8.9%	9.56%	10.02%
Alternative	8.62%	8.24%	8.3%
Oldies	8.54%	9.65%	10.1%
Variety	7.62%	7.54%	7.33%
Soft Contemporary	6.03%	5.73%	5.77%
Jazz	5.92%	5.72%	5.48%
Religious	4.67%	5.54%	6.02%
Gospel	4.48%	4.44%	4.19%
All News	4.1%	4.47%	4.77%
All Talk	3.99%	3.66%	3.88%
Classical	3.43%	3.21%	3.18%
Hispanic	3.29%	3.01%	2.86%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	61.6%	62.27%	63.09%
Soapnet	46.48%	49.04%	49.68%
Other Video-On-Demand	43.48%	43.84%	43.72%
Comedy Central	41.2%	33.24%	31.54%
Satellite Dish	39.15%	48.2%	50.79%
Adult Swim	36.24%	29.29%	28.06%
MSNBC	34.07%	33.87%	33.69%
ESPN Classic	32.91%	24.12%	21.85%
ABC Fam.	28.95%	24.11%	23.09%
Sci-Fi Channel	28.03%	32.6%	34.25%
BET (Black Entertainment TV)	27.91%	24.93%	24.15%
Nick At Nite	27.25%	25.6%	25.44%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Pay Per View TV	27.04%	30.8%	32.94%
ESPN2	26.08%	22.21%	21.63%
ESPN News	25.99%	19.89%	18.45%
Encore	25.21%	21.01%	20.41%
Nickelodeon	23.54%	26.37%	27.54%
TCM (Turner Classic Movies)	23.23%	24.1%	24.45%
TV Info From Monthly Cable Guide	23.14%	23.71%	23.77%
TV Info From Sunday TV Magazine	23.12%	26.18%	27.61%
TV Info From Newspapers	22.98%	24.76%	25.36%
Hallmark Channel	22.56%	23.09%	23.77%
The Golf Channel	22.49%	22.08%	22.28%
Subscribe Digital Cable	20.97%	25.53%	27.16%

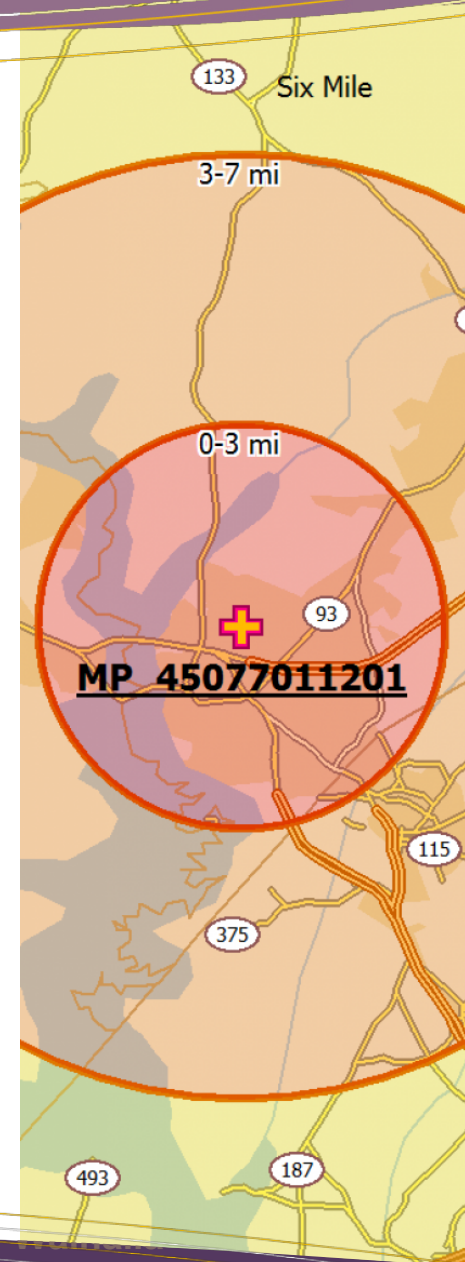


Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	21.48%	19.74%	19.46%
Medium Users (4-6)	9.78%	9.83%	10.03%
Light Users (1-3)	20.86%	20.31%	20.19%
Quintiles (20%)			
Newspaper I (Heavy)	0.61%	0.95%	1.04%
Newspaper II	1.18%	1.29%	1.32%
Newspaper III	1.78%	2.01%	2.05%
Newspaper IV	0.23%	0.43%	0.5%
Newspaper V (Light)	1.45%	1.35%	1.29%

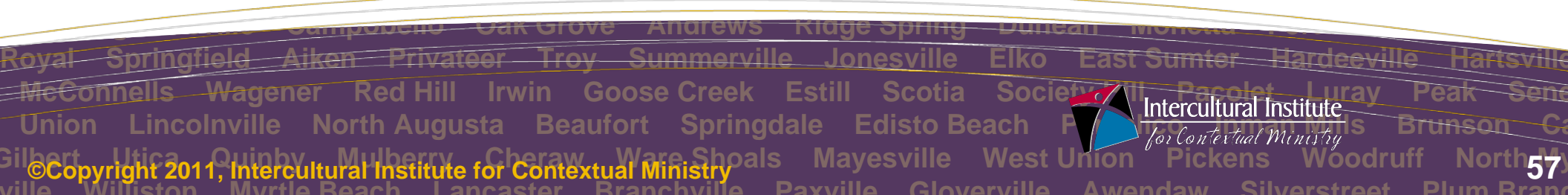
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.38%	20.51%	19.92%
Magazines II	5.9%	7.43%	7.94%
Magazines III	14.56%	11.8%	10.85%
Magazines IV	9.04%	10.39%	10.82%
Magazines V (Light)	0.45%	0.5%	0.5%
Outdoor I (Heavy)	5.29%	5.91%	5.96%
Outdoor II	3.5%	3.41%	3.14%
Outdoor III	2.59%	3.12%	3.19%
Outdoor IV	14.04%	16.1%	16.57%
Outdoor V (Light)	21.91%	23.88%	24.7%
Yellow Pages I (Heavy)	13.22%	14.35%	14.79%
Yellow Pages II	6.08%	6.06%	6.02%
Yellow Pages III	12.31%	9.07%	7.46%
Yellow Pages IV	24.74%	24.23%	23.69%
Yellow Pages V (Light)	4.05%	3.94%	3.63%

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)	9.83%	6.03%	4.82%
Drive Time III (Medium)	0.97%	0.87%	0.81%
Radio IV & V (Light)	1.37%	2%	2.14%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	6.07%	7.7%	8.24%
Radio III (Medium)	2.87%	3.75%	4.14%
Radio IV & V (Light)	2.55%	3%	3.01%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.29%	11.52%	11.83%
Cable III (Medium)	7.41%	6.18%	5.52%
Cable IV & V (Light)	32.55%	33.63%	33.55%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	11.04%	7.02%	5.71%
Prime Time III (Medium)	1.82%	1.91%	1.93%
Prime Time IV & V (Light)	12.01%	9.63%	8.79%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.4%	39.62%	40.19%
Fringe III (Medium)	48.56%	52.56%	53.64%
Fringe IV (Light)	50.14%	53.67%	54.92%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	8.49%	11.48%	12.04%
All Day III (Medium)	20.68%	23.08%	23.81%
All Day IV (Light)	23.67%	18.08%	15.79%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.74%	10.72%	11.17%
6:00am - 10:00am	16.02%	14.69%	14.42%
10:00am - 3:00pm	14.44%	10.07%	8.41%
3:00pm - 7:00pm	12.7%	13.12%	13.23%
7:00pm - Midnight	9.28%	10.45%	11.14%
Midnight - 6:00am	6.14%	5.55%	5.43%
Weekend Radio			
Listeners			
Dayparts [summary]	12.09%	12.93%	13.39%
6:00am - 10:00am	4.25%	3.63%	3.69%
10:00am-3:00pm	10.77%	7.34%	6.24%
3:00pm - 7:00pm	6.07%	6.28%	6.38%
7:00pm - Midnight	10.86%	9.52%	9.36%
Midnight - 6:00am	9.25%	9.81%	10.01%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	13.98%	10.33%	9.11%
Saturday: 8:00-11:00pm	5.46%	6.87%	7.31%
Sunday: 7:00-11:00pm	14.54%	11.42%	10.79%
9:00am-1:00pm	27.25%	25.6%	25.44%
9:00am-4:00pm	30.4%	28.93%	28.93%
4:00pm-7:00pm	25.48%	26.76%	27.52%
11:00pm-1:00am	43.51%	42.7%	42.11%
AVG Prime time	2.43%	2.92%	2.9%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.39%	17.04%	16.38%
7-9am	26.08%	22.21%	21.63%
9am-12noon	21.9%	20.86%	20.95%
12noon-4pm	8.51%	8.08%	7.98%
4-6pm	41.99%	43.56%	44.64%
6-7pm	16.13%	17.5%	18.27%
7-7:30pm	1.65%	1.52%	1.41%
7:30-8pm	11.48%	11.26%	10.99%
8-11pm	13.98%	10.33%	9.11%
11pm-12am	34.07%	33.87%	33.69%
11pm-1am	43.51%	42.7%	42.11%
1-6am	32.39%	30.1%	29.8%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.46%	17.37%	17.61%
Sat: 10am-1pm	8.47%	7.98%	7.9%
Sat: 1-4pm	22.05%	23.94%	24.44%
Sat: 4-6pm	7.77%	7.32%	7.02%
Sat: 6-7pm	1.24%	1.48%	1.69%
Sat: 7-8pm	0.97%	0.85%	0.79%
Sat: 8-11pm	5.46%	6.87%	7.31%
Sat: 11pm-1am	5.07%	4.89%	4.86%
Sat: 1am-7pm	18.66%	21.55%	22.72%
Sun: 7-10am	2.38%	2.3%	2.3%
Sun: 10am-1pm	6.91%	6.56%	6.79%
Sun: 1-4pm	3.78%	4.81%	5.45%
Sun: 4-7pm	16.53%	14.51%	14.09%
Sun: 7-11pm	14.54%	11.42%	10.79%
Sun: 11pm-1am	7.82%	5.9%	5.41%
Sun: 1-7am	22.59%	21.29%	21.35%

Surfside Beach Ladson Atlantic Beach Arial Welcome Cowpens Hilton Head Island Ridgeway Gayle Mill
 Antreville Beaufort Woodfield Walhalla Wilkinson Heights Cheraw History Grove Mavesville Edisto
 Abbeville Clearwater Gaffney Belton Irmo Cokesbury Scranton Kiawah Island



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

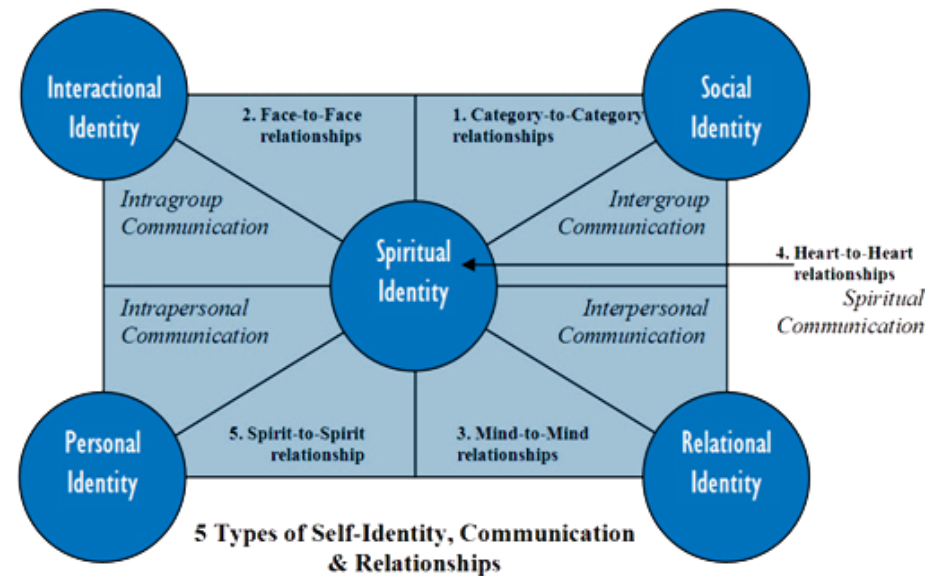
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Establishing Redemptive Relationships

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

Communication Steps

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

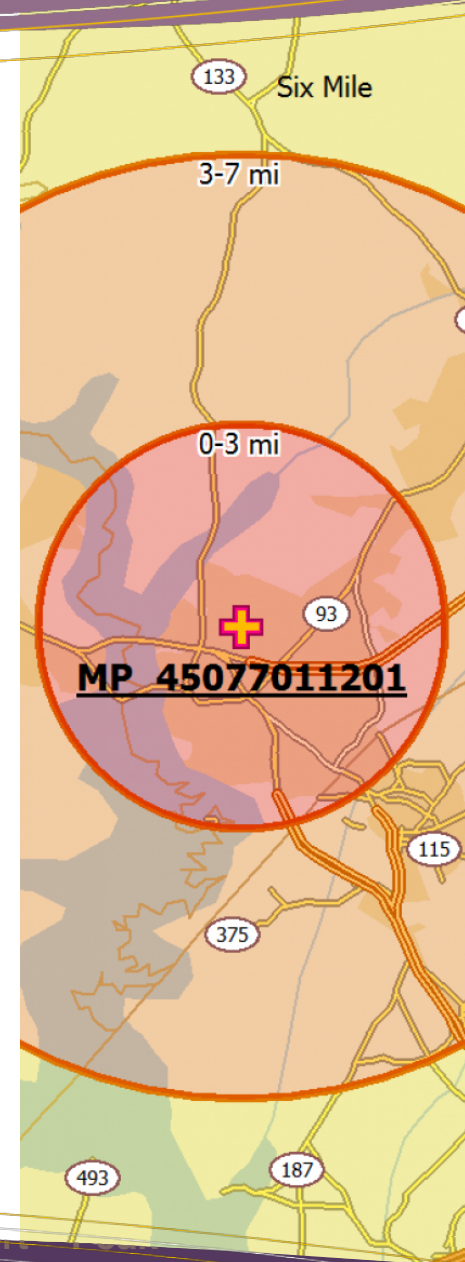


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	East Clemson	230 Frontage Rd Clemson, SC 29631	1.04 mi	0	
2	Clemson First	397 College Ave Clemson, SC 29631	1.09 mi	0	
3	Crosspoint Church Clemson	195 Old Greenville Hwy Clemson, SC 29631	1.30 mi	0	
4	Mount Tabor	827 Old Greenville Hwy Clemson, SC 29631	1.43 mi	0	
5	Cannon Memorial	PO Box 758 Central, SC 29630	3.20 mi	0	
6	Central First	PO Box 338 Central, SC 29630	3.52 mi	0	
7	Pendleton First	PO Box 187 Pendleton, SC 29670	4.09 mi	0	
8	Refuge	219 Refuge Church Rd Central, SC 29630	4.18 mi	0	
9	Davis Creek	1710 Davis Creek Rd Seneca, SC 29678	4.29 mi	0	
10	Shiloh	1320 Shiloh Road Seneca, SC 29678	4.37 mi	0	
11	Faith Fellowship	2230 Old Greenville Hwy Pendleton, SC 29670	4.49 mi	0	
12	Fant's Grove	834 Greenville Street Pendleton, SC 29670	4.59 mi	0	
13	Corinth	530 Old Clemson Hwy Seneca, SC 29672	4.71 mi	0	
14	Pleasant Hill	3041 Six Mile Hwy Central, SC 29630	4.74 mi	0	
15	Lydia	PO Box 59 Newry, SC 29665	5.36 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Utica	4056 Wells Hwy Seneca, SC 29678	5.92 mi	0	
17	Cateechee	PO Box 515 Norris, SC 29667	5.93 mi	0	
18	Faith	814 Norris Highway Central, SC 29630	5.95 mi	0	
19	Norris First	PO Drawer E Norris, SC 29667	6.04 mi	0	
20	Parkway	10111 Clemson Boulevard Seneca, SC 29678	6.33 mi	0	
21	Bishop Branch	1109 Central Rd Central, SC 29630	6.37 mi	0	
22	Kings Grove	1335 Old Seneca Road Central, SC 29630	6.39 mi	0	
23	Hopewell	161 Hopewell Church Dr Seneca, SC 29678	6.83 mi	0	
24	Hepsibah	1304 Friendship Rd Seneca, SC 29678	6.85 mi	0	
25	La France First	PO Box 479 La France, SC 29656	7.02 mi	0	
26	Fellowship Community	1301 Greenville Highway Liberty, SC 29657	7.55 mi	0	
27	Seneca	1080 South Oak Street Seneca, SC 29678	7.55 mi	0	
28	Six Mile	PO Box 134 Six Mile, SC 29682	7.72 mi	0	
29	Trinity	210 W South 6th St Seneca, SC 29678	7.74 mi	0	
30	Ruhamah	217 Pinedale Road Liberty, SC 29657	7.97 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Heart Land	212 Mauldin Mill Rd Seneca, SC 29678	8.01 mi	0	
32	Grace	15195 Wells Hwy Seneca, SC 29678	8.01 mi	0	
33	Ridgeland Drive	PO Box 208 Six Mile, SC 29682	8.01 mi	0	
34	Mt Tabor	5901 Highway 187 Anderson, SC 29625	8.05 mi	0	
35	Fairview	766 Kelly Mill Road Six Mile, SC 29682	8.19 mi	0	
36	Reedy Fork	115 E Reedy Fork Rd Seneca, SC 29678	8.27 mi	0	
37	New Hope	4010 Keowee School Rd Seneca, SC 29672	8.97 mi	0	
38	Calumet	400 S Peachtree St Liberty, SC 29657	9.10 mi	0	
39	Cross Creek	15550 Wells Highway Seneca, SC 29678	9.11 mi	0	
40	Hopebrook Community	PO Box 65 Six Mile, SC 29682	9.18 mi	0	
41	Lebanon	5150 Gentry Rd Anderson, SC 29621	9.26 mi	0	
42	Gap Hill	127 Gap Hill Rd Six Mile, SC 29682	9.39 mi	0	
43	Liberty First	PO Box 207 Liberty, SC 29657	9.47 mi	0	
44	Maranatha	240 Keowee School Rd Seneca, SC 29672	9.54 mi	0	
45	Prater's Creek	621 Praters Creek Road Pickens, SC 29671	9.63 mi	0	





6 Watroak 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.apept.org
www.missionalcoach.org
www.missionalcontext.org
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