

MissionSite

top unreached locations



SUMTER, SC

CENSUS TRACT: 45085001000

REGION: Midlands Region

ASSOCIATION: Santee

COUNTY: Sumter

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

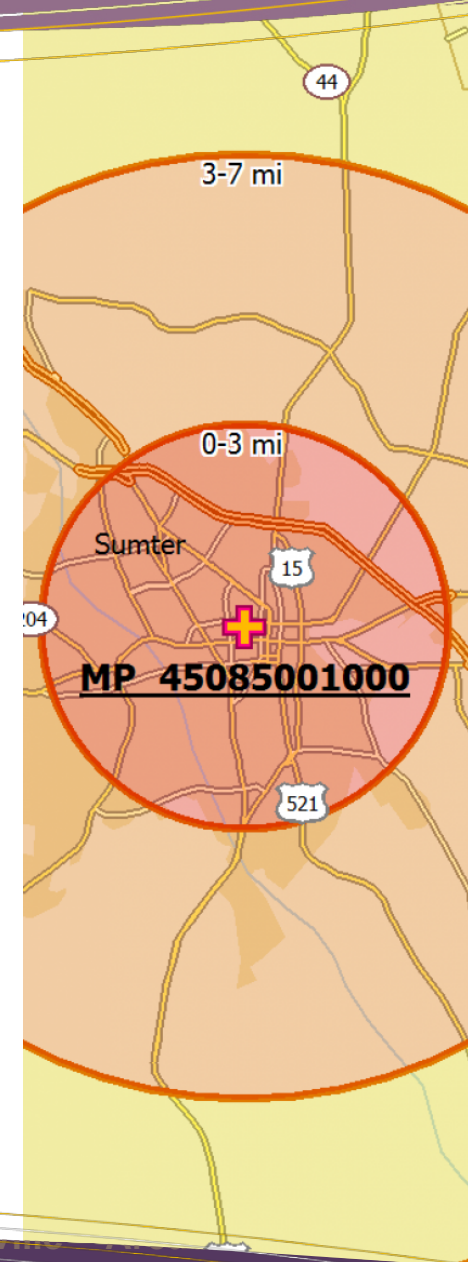
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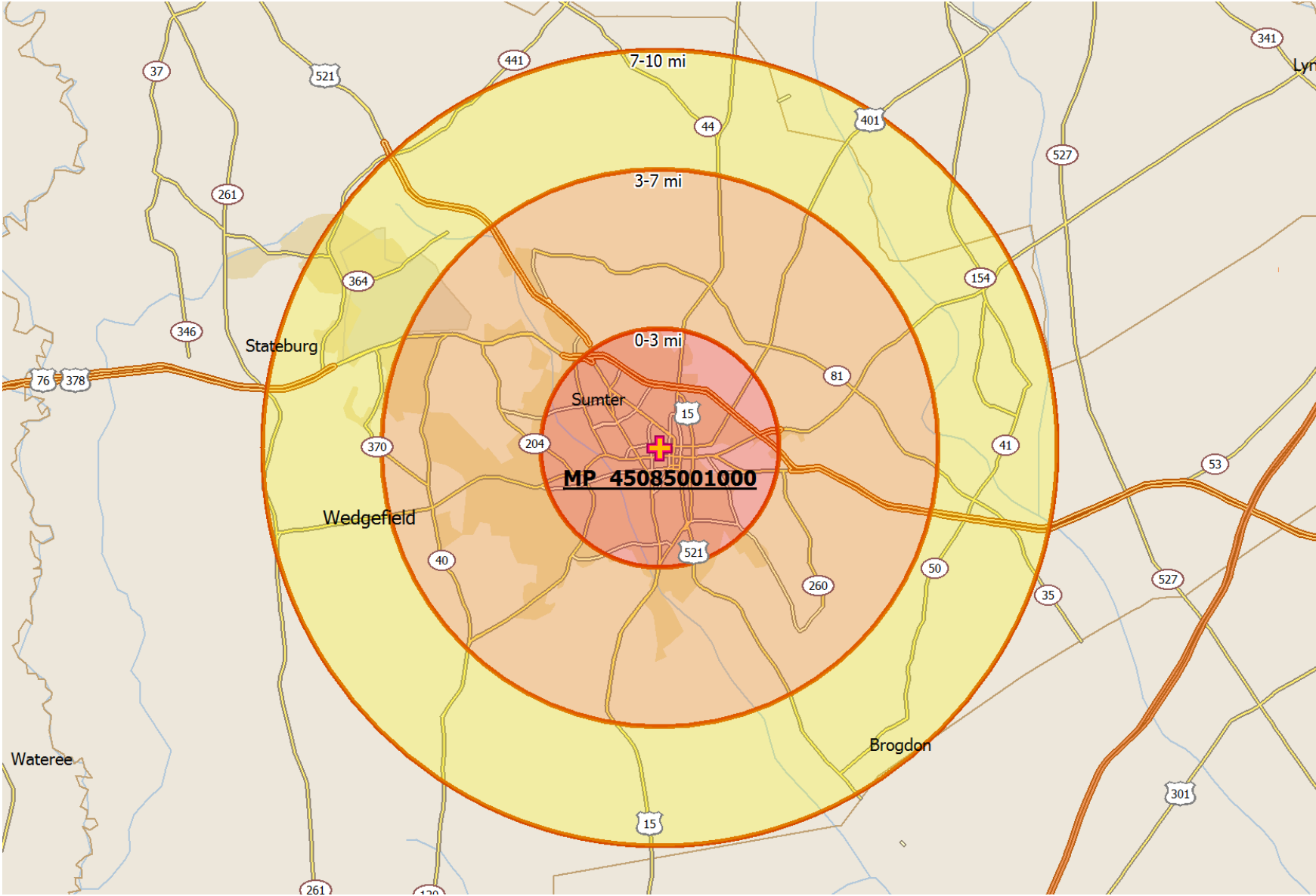
Site Location Summary

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	4506	Midlands Region
2	Association	45A30	Santee
3	County Location	45085	Sumter
4	Zipcode	29150	Sumter
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



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	3	County in metro area of fewer than 250,000 population
4 NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5 NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

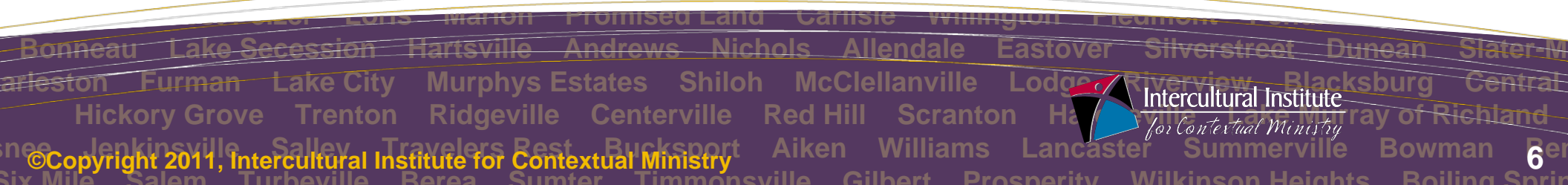


Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	36,900	31,507	22,419
2010 Households	15,064	12,271	8,119
2010 Group Quarters Population	1,448	228	768

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	42	27	28
Language Diversity National Index	20	17	28
Foreign Born Diversity National Index	66	67	52
Ancestry Diversity National Index	17	21	15
Racial Diversity National Index	66	57	69



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	2,149	14.27%
Mainstay Communities	Established, Diverse Households	1,001	6.64%
Working Communities	Blue-collar, Working Families	1,342	8.91%
Country Communities	Rural, Agri. & Mining Families	229	1.52%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,776	18.43%
Urban Communities	High Density, Inner-city Neighborhoods	7,567	50.23%

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	28,153	10,566	37.53%
Unreached %	69.34%	70.14%	101.15
Religious But NOT Evangelical HH	9,661	3,800	39.33%
Religious But NOT Evangelical %	23.8%	25.22%	106.01
Spiritual But NOT Relig or Evang HH	2,676	884	33.02%
Spiritual But NOT Relig or Evang %	6.59%	5.87%	89
Not Evangelical, Not Interested HH	16,409	6,121	37.3%
Not Evangelical, Not Interested %	40.42%	40.63%	100.54

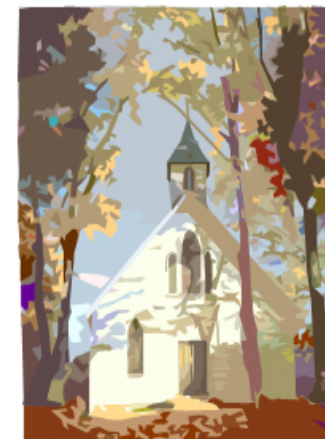


Willington Prosperity Homeland Park Travelers Rest Coward West Columbia Gifford Williams Ridge Spr
 Atlantic Beach Lockhart Batesburg-Leesville York Parker Scranton Hanahan Eureka Mill Clio Olar
 Saxon Gayle Mill Turbeville Bowman Irmo Lynchburg Walterboro Welcome Cherryvale Mount Carmel
 Newberry Aiala Smyrna Hampton Lodge Chesnee McConnells Welcome Cherryvale Mount Carmel
 Sumter Southern Shores Winnsboro Pine Ridge Abbeville Startex South Sumter Watts Mills Ehrhard

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	37	12	32.43%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	7,024	2,538	36.14%
Active Evangelical Percent	17.30%	16.85%	97.4
Inactive Evangelical Households	5,423	1,960	36.14%
Inactive Evangelical Percent	13.36%	13.01%	97.4
# New Churches Needed	0	0	0%

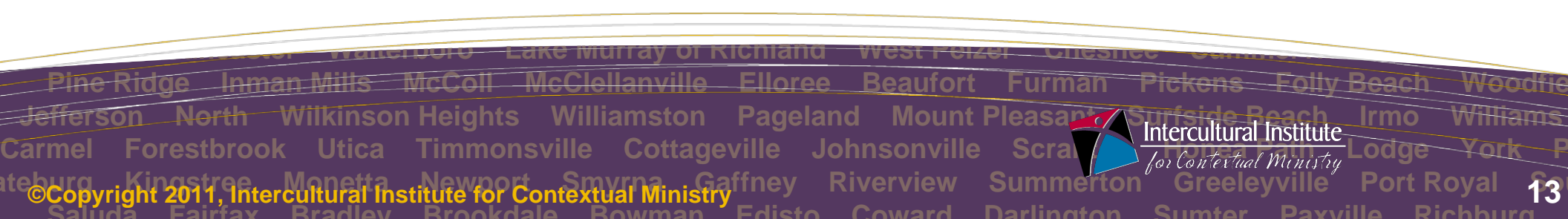


Spirituality Indicators - 30 Closest SCBC Churches

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	Grace	0.19 mi
2	Life Changing Community	0.23 mi
3	Salt & Light Church	0.52 mi
4	Sumter First	0.74 mi
5	New Calvary	1.28 mi
6	Crosswell	1.31 mi
7	Northside Memorial	1.73 mi
8	Eastside	2.00 mi
9	Southside	2.42 mi
10	Gateway	2.53 mi
11	Westside	2.54 mi
12	New Salem	2.86 mi
13	Friendship	3.70 mi
14	Crosspoint	3.71 mi
15	Alice Drive	4.02 mi

	CHURCHES	DIST.
16	Concord	4.27 mi
17	Wise Drive	4.71 mi
18	Palmetto Connection	4.73 mi
19	Pine Grove	4.97 mi
20	Hickory Road	6.74 mi
21	Lakewood	6.93 mi
22	Bethel	7.17 mi
23	Covenant Bible Church	7.62 mi
24	Dalzell	7.70 mi
25	Hillcrest	7.71 mi
26	Providence	8.12 mi
27	Unity Fellowship	8.28 mi
28	Graham	8.71 mi
29	Shaw Heights	8.79 mi
30	Wedgfield	9.71 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.

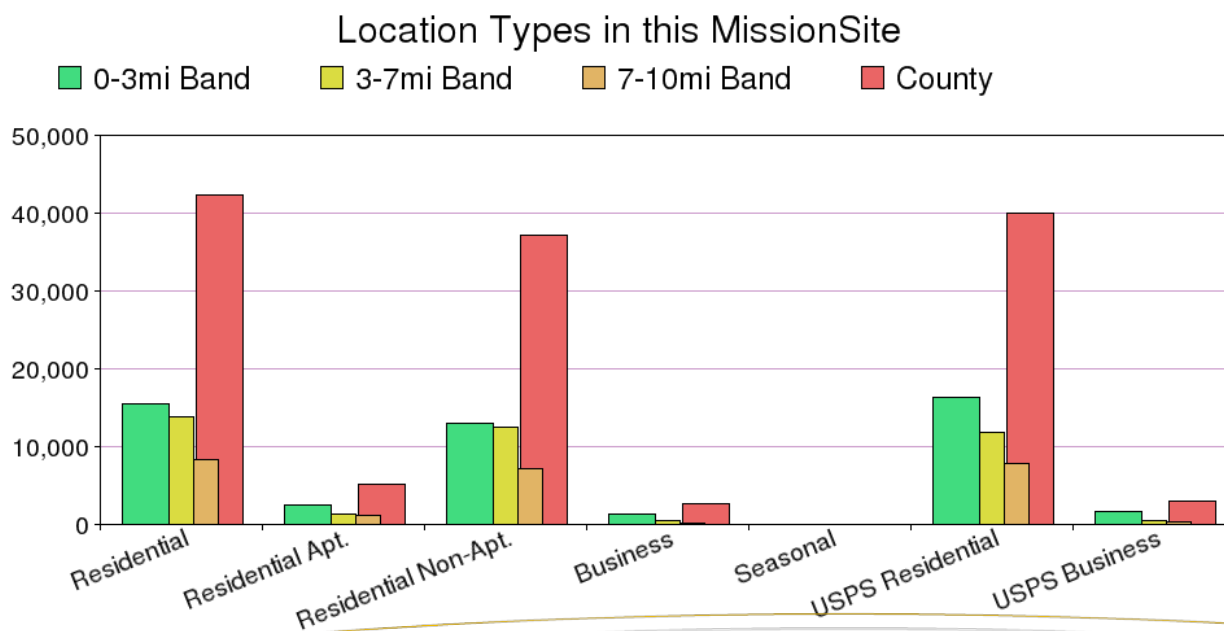


Current Demographic Summary

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	102,638	39,342	38.33%
2000 Population	104,646	39,323	37.58%
2010 Population	104,631	36,900	35.27%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	32,722	14,016	42.83%
2000 Households	37,728	14,978	39.7%
2010 Households	40,600	15,064	37.1%



Location Type	0-3mi Band
Residential	15,564
Residential Apt.	2,492
Residential Non-Apt.	13,072
Business	1,406
Seasonal	0
USPS Residential	16,283
USPS Business	1,584

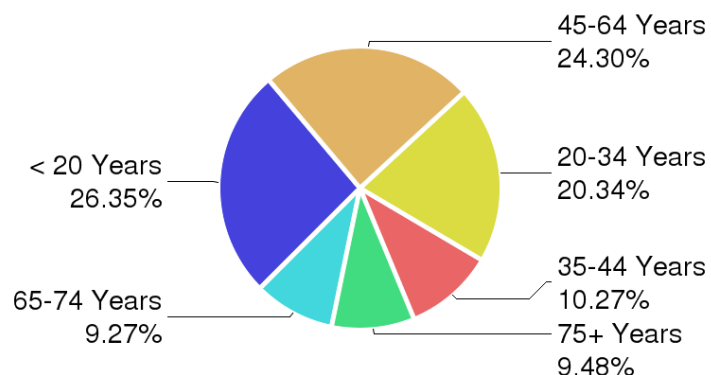
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	5%	93.81
4-5 Years	2.88%	2.57%	89.24
6-8 Years	4.42%	4.14%	93.67
9-11 Years	4.26%	3.95%	92.72
12-13 Years	2.75%	2.57%	93.45
14-17 Years	5.51%	5.26%	95.46
18-19 Years	2.77%	2.85%	102.89
0-5 Years	8.21%	7.57%	92.2
6-12 Years	10.05%	9.37%	93.23
13-19 Years	9.64%	9.41%	97.61
< 20 Years	27.9%	26.35%	94.44
20-34 Years	21.52%	20.34%	94.52
35-44 Years	11.49%	10.27%	89.38
45-64 Years	24.74%	24.3%	98.22
65-74 Years	7.55%	9.27%	122.78
75+ Years	6.79%	9.48%	139.62
Median Age	36	41	114.08
Median Age (Male)	33	38	113.39
Median Age (Female)	38	43	114.32

Age Group Percentages

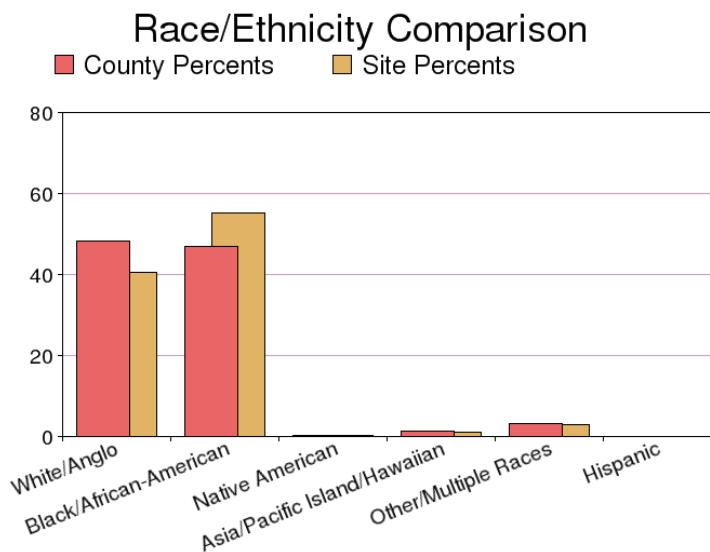


Current Demographic Summary

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	48.35%	40.62%	84.01
Black, African-American	46.83%	55.24%	117.96
Native American	0.36%	0.25%	69.01
Asian	1.16%	0.91%	78.31
Pacific Island, Hawaiian	0.08%	0.05%	59.51
Other/Multiple Races	3.22%	2.94%	91.18
Hispanic	0%	3.02%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	67,302	24,303	
Less than 9th Grade	5.37%	5.66%	94.96
No High School Diploma	12.04%	11.64%	103.44
High School Graduate	35.46%	33.81%	104.9
Some College, no degree	19.19%	18.59%	103.22
Associate Degree	9.63%	8.71%	110.51
College Degree	11.08%	12.81%	86.5
Graduate/Prof. degree	7.23%	8.78%	82.28



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	11.12%	13.53%	139.91
\$10,000 to \$19,999	13.98%	15.16%	108.43
\$20,000 to \$29,999	15.25%	15.65%	102.67
\$30,000 to \$49,999	21.82%	20.53%	94.09
\$50,000 to \$59,999	6.79%	6.14%	90.39
\$60,000 to \$69,999	8.34%	7.42%	88.94
\$70,000 to \$79,999	6.22%	5.48%	88.03
\$80,000 to \$89,999	4.27%	3.82%	89.53
\$90,000 to \$99,999	2.64%	2.44%	92.52
\$100,000 to \$124,999	4.32%	4.56%	105.56
\$125,000 to \$149,999	2.33%	2.56%	109.86
\$150,000 to \$199,999	1.91%	1.85%	96.78
\$200,000 to \$249,999	0.42%	0.37%	87.75
\$250,000 or more	0.57%	0.49%	85.97
Median Household	38,246	37,667	98.49
Average Household	51,273	50,794	99.07
Per Capita Household	20,564	20,982	102.03
Family/Non-Family Household Income			
Median Family Income	47,222	47,555	100.71
Average Family Income	60,757	62,112	102.23
Median Non-Family Income	22,610	24,885	110.06
Average Non-Family Income	31,472	32,145	102.14

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			
Family Households			Index
% Family Households	67.62%	62.43%	92.34
Families with Children	34.46%	31.25%	90.69
Families without Children	33.15%	31.18%	94.05
Non-Family Households			
% Non-Family Households	32.38%	37.57%	116
Non-Families with Children	0.36	0.27	76.21
Non-Families without Children	32.03	37.29	116.45
Housing Units			
Total Housing Units	46,739	17,408	
Vacant percent	13.13%	13.46%	102.47
Owned percent	59.16%	51.11%	86.39%
Rented Percent	27.7%	35.43%	127.88
Households by Size			
			Index
Avg household size	2.50	2.35	94
Avg family hh size	3.16	3.10	98.1
Avg non-family hh size	1.11	1.12	100.9
Households By Count of Persons			
			Percent
One	11,614	5,082	43.76%
Two	12,276	4,579	37.3%
Three or Four	12,877	4,145	32.19%
Five+	3,833	1,257	32.79%

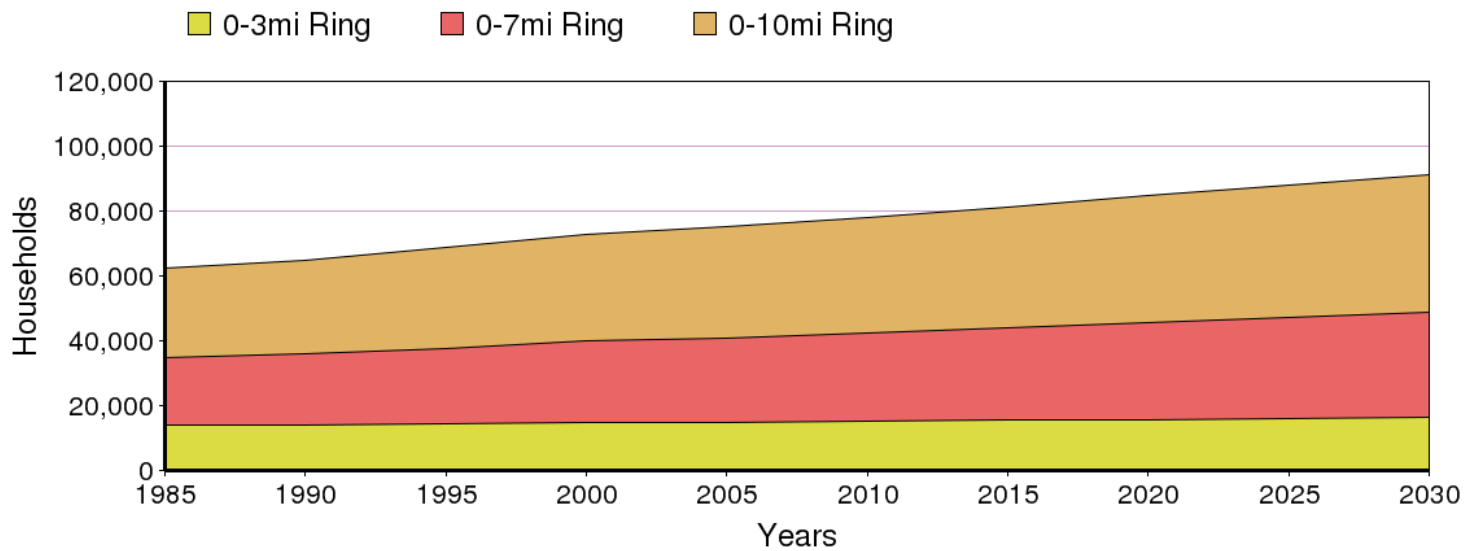
Projected Demographic Summary

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	102,638	39,342	38.33%
2000 Population	104,646	39,323	37.58%
2010 Population	104,631	36,900	35.27%
2015 Population	105,299	36,288	34.46%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	32,722	14,016	42.83%
2000 Households	37,728	14,978	39.7%
2010 Households	40,600	15,064	37.1%
2015 Households	42,608	15,428	36.21%

Household Change from 1985 to 2030



el Cope McConnells Mauldin Charleston Shiloh Neeses McClellanville East Sumter Shell Point Secaste
 and Lexington Murphys Estates Turbeville Donalds Saluda Brookdale St. George Lockhart McBee Lau
 une Pelzer Watts Mills Millwood St. Stephen Forest Acres Cayce Mon... Sullivan's Island
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 Gilbert Hanahan Inman Dalzell Belton Ward Hickory Grove Sumter Lake Wylie Great Falls Founda

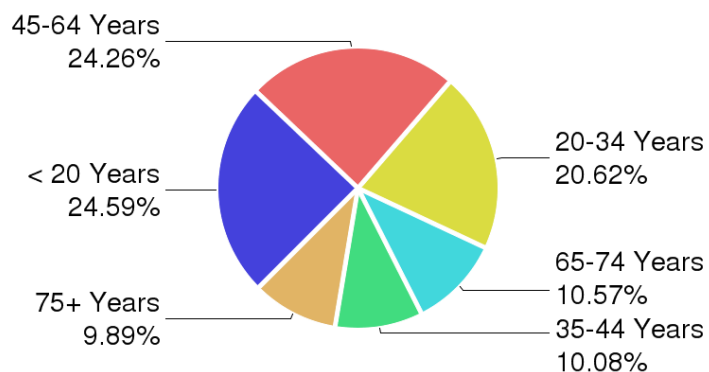
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5%	3.73%	74.6
4-5 Years	2.57%	2.12%	82.49
6-8 Years	4.14%	3.71%	89.61
9-11 Years	3.95%	3.9%	98.73
12-13 Years	2.57%	2.83%	110.12
14-17 Years	5.26%	5.38%	102.28
18-19 Years	2.85%	2.92%	102.46
0-5 Years	7.57%	5.85%	77.28
6-12 Years	9.37%	9.01%	96.16
13-19 Years	9.41%	9.73%	103.4
< 20 Years	26.35%	24.59%	93.32
20-34 Years	20.34%	20.62%	101.38
35-44 Years	10.27%	10.08%	98.15
45-64 Years	24.3%	24.26%	99.84
65-74 Years	9.27%	10.57%	114.02
75+ Years	9.48%	9.89%	104.32
Median Age	36	42	119.23
Median Age (Male)	33	39	118.49
Median Age (Female)	38	45	119.71

Projected Age Group Percentages



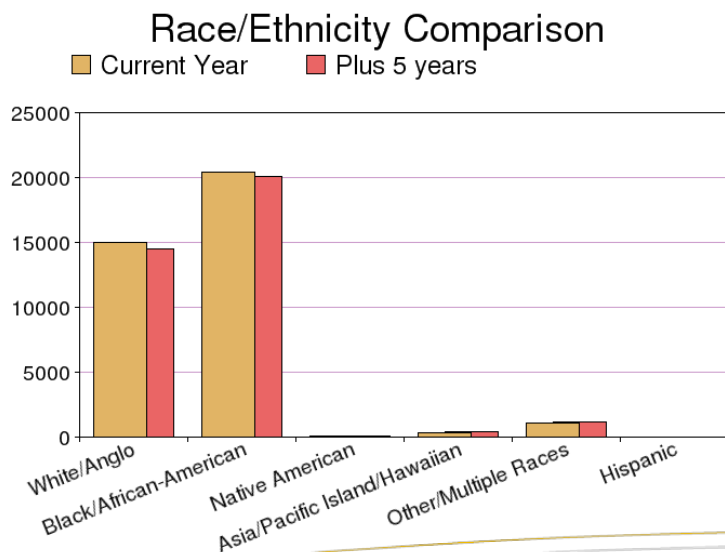
Projected Demographic Summary

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	40.62%	40.04%	98.56
Black, African-American	55.24%	55.45%	100.39
Native American	0.25%	0.29%	116.06
Asian	0.91%	1.03%	113.52
Pacific Island, Hawaiian	0.05%	0.06%	125.61
Other/Multiple Races	2.94%	3.13%	106.56
Hispanic	0%	0%	0

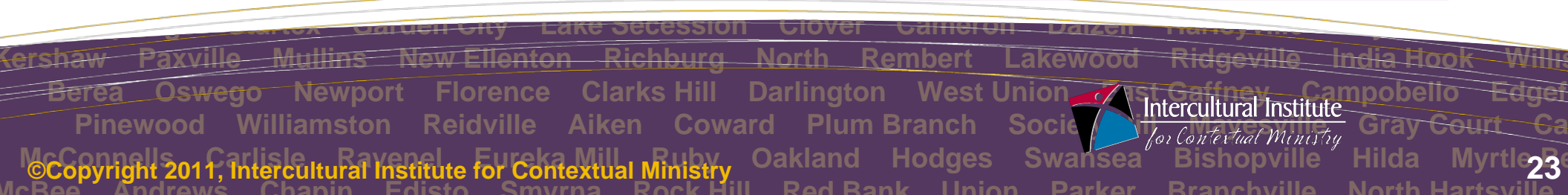
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,303	24,919	
Less than 9th Grade	5.66%	4.22%	74.55
No High School Diploma	11.64%	9.97%	85.67
High School Graduate	33.81%	36.24%	107.19
Some College, no degree	18.59%	17.3%	93.08
Associate Degree	8.71%	9.66%	110.93
College Degree	12.81%	12.78%	99.75
Graduate/Prof. degree	8.78%	9.83%	111.87



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	13.53%	12.65%	93.52
\$10,000 to \$19,999	15.16%	14.69%	96.87
\$20,000 to \$29,999	15.65%	15.65%	99.96
\$30,000 to \$49,999	20.53%	19.61%	95.49
\$50,000 to \$59,999	6.14%	5.52%	89.93
\$60,000 to \$69,999	7.42%	7.77%	104.81
\$70,000 to \$79,999	5.48%	5.94%	100.72
\$80,000 to \$89,999	3.82%	4.23%	105.78
\$90,000 to \$99,999	2.44%	2.54%	104.01
\$100,000 to \$249,999	4.56%	5.24%	114.84
\$125,000 to \$149,999	2.56%	3.01%	117.62
\$150,000 to \$199,999	1.85%	2.09%	113.04
\$200,000 to \$249,999	0.37%	0.38%	101.13
\$250,000 or more	0.49%	0.5%	101.6
Median Household	37,667	39,384	104.56
Average Household	50,794	54,428	107.15
Per Capita Household	20,982	23,420	111.62
Family/Non-Family Household Income			
Median Family Income	47,555	50,563	106.33
Average Family Income	62,112	68,689	110.59
Median Non-Family Income	24,885	26,651	107.1
Average Non-Family Income	32,145	33,241	103.41



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.

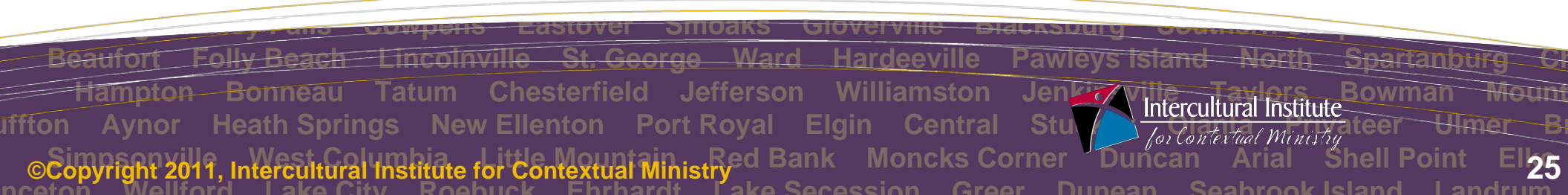
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.43%	60.1%	96.26
Families with Children	31.25	29.24	93.56
Families without Children	31.18	29.58	94.88
Non-Family Households			
% Non-Family Households	37.57%	39.9%	106.22
Non-Families with Children	0.27	0.24	106.22
Non-Families without Children	37.29	39.66	106.35
Housing Units			
Total Housing Units	17,408	17,791	102.2%
Vacant percent	13.46%	13.29%	98.72
Owned percent	51.11%	51.51%	100.79
Rented Percent	35.43%	35.2%	99.37
Households by Size			
Avg household size	2.35	2.26	96.17%
Avg family hh size	3.10	3.06	98.71%
Avg non-family hh size	1.12	1.06	94.64%
Households By Count of Persons			
One	5,082	5,545	109.11%
Two	4,579	4,703	102.71%
Three or Four	4,145	4,048	97.66%
Five+	1,257	1,132	90.06%

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	683	660	651
Northern Europe	60	77	57
Western Europe	107	67	56
Southern Europe	29	13	11
Eastern Europe	7	0	2
Other Europe	1	5	0
Eastern Asia	31	64	129
So. Central Asia	126	28	0
SE Asia	76	100	176
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	13	7	0
Middle Africa	0	0	0
Northern Africa	8	0	0
Southern Africa	4	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	2	6	0
Caribbean	26	30	76
Central Amer.	157	197	105
South America	18	18	21
North America	18	48	18
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	34,605	23,572	21,836
Spanish	786	652	709
Other Indo-Euro language	551	288	245
French (incl. Patois, Cajun)	181	123	50
French Creole	0	0	0
Italian	50	28	15
Portuguese	2	19	0
German	130	75	141
Yiddish	9	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	7	2	0
Russian	0	0	0
Polish	0	0	4
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	75	0	0
Hindi	12	0	0
Urdu	28	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	13	4	35
Asian/PI languages	0	0	0
Chinese	16	43	23
Japanese	17	35	95
Korean	11	45	52
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	2	0
Thai	21	26	67
Laotian	0	7	8
Vietnamese	45	5	25
Other Asian	0	0	0
Tagalog	57	36	84
Other Pacific Is	0	0	7
Other languages	25	8	13
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	7	0	0
Arabic	8	0	0
Hebrew	0	0	0
African languages	10	8	13
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	30,581	20,552	19,774
Arab	66	11	10
Armenian	0	0	0
Austrian	11	7	19
British	125	73	72
Canadian	34	45	6
Croatian	13	22	2
Czech	12	15	13
Czechoslovak	30	34	9
Danish	72	26	0
Dutch	176	179	137
English	2,259	1,485	1,081
European	97	127	157
Finnish	9	5	11
French (not Basque)	363	248	284
French Canadian	111	87	71
German	1,416	1,007	1,385
Greek	35	18	2
Hungarian	61	26	26
Iranian	0	0	8

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,285	1,169	1,106
Italian	377	351	427
Lithuanian	6	14	6
Norwegian	61	82	129
Polish	197	159	170
Portuguese	5	15	15
Romanian	7	0	0
Russian	9	20	15
Scandinavian	3	15	49
Scotch-Irish	787	426	232
Scottish	489	234	277
Slovak	12	5	0
Subsaharan African	627	242	259
Swedish	72	38	42
Swiss	47	20	5
Ukrainian	11	18	12
US/American	3,840	4,464	3,682
Welsh	75	76	53
West Indian	93	37	101
Yugoslavian	3	9	15
Other	17,688	9,744	9,886

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

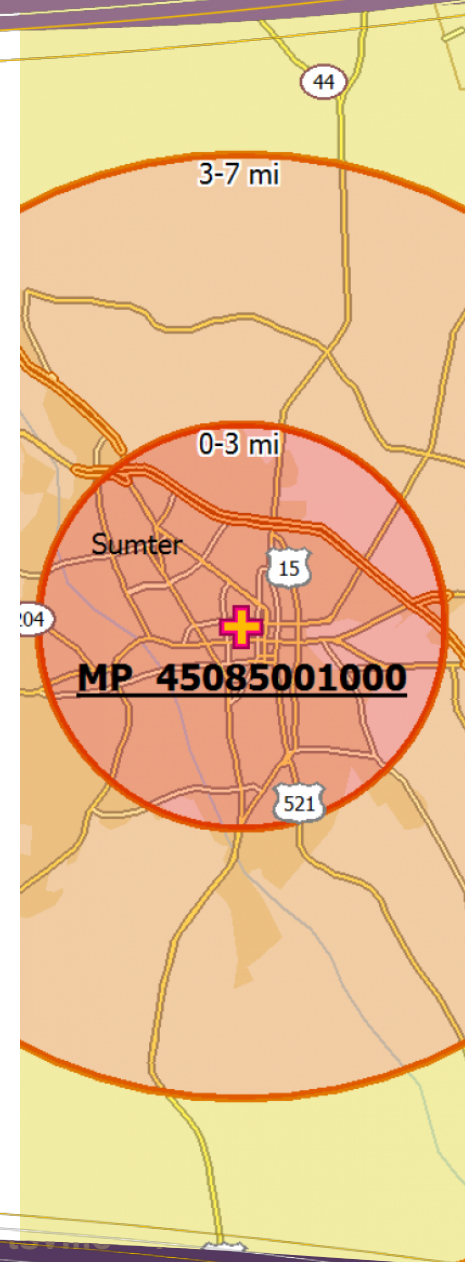
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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	15,064	100%	10,602	100%
AFFLUENT SUBURBIA	1,239	8.22%	880	8.3%
America's Wealthiest	201	1.33%	161	1.52%
Dream Weavers	73	0.48%	52	0.49%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	60	0.4%	40	0.38%
Small Town Success	904	6%	626	5.9%
New Suburbia Fam.	1	0.01%	1	0.01%
UPSCALE AMERICA	910	6.04%	616	5.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	856	5.68%	575	5.42%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	8	0.05%	6	0.06%
Successful Urban Sprawl	46	0.31%	35	0.33%
SM TOWN SUCCESS	562	3.73%	404	3.81%
Successful Urban Sprawl	79	0.52%	35	0.33%
2nd City Homebodies	276	1.83%	56	0.53%
Prime Middle America	0	0%	180	1.7%
Urban Optimists	188	1.25%	0	0%
Family Convenience	19	0.13%	120	1.13%
Mid-Market Enterprise	0	0%	13	0.12%

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	15,064	100%	10,602	100%
BLUE COLLAR BACKBONE	266	1.77%	178	1.68%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	16	0.11%	10	0.09%
Lower Income Essentials	14	0.09%	9	0.08%
Small Town Endeavors	236	1.57%	159	1.5%
AMER. DIVERSITY	439	2.91%	308	2.91%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	89	0.59%	57	0.54%
Professional Urbanites	307	2.04%	222	2.09%
Urban Advancement	9	0.06%	6	0.06%
Amer. Great Outdoors	25	0.17%	16	0.15%
Mature America	9	0.06%	7	0.07%
METRO FRINGE	1,076	7.14%	740	6.98%
Steadfast Conservative	684	4.54%	469	4.42%
Moderate Conventionalists	136	0.9%	91	0.86%
Southern Blues	169	1.12%	119	1.12%
Urban Grit	0	0%	0	0%
Grass-Roots Living	87	0.58%	61	0.58%

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	15,064	100%	10,602	100%
REMOTE AMERICA	44	0.29%	26	0.25%
Hardy Rural Fam.	12	0.08%	7	0.07%
Rural Southern Living	32	0.21%	19	0.18%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,776	18.43%	2,058	19.41%
Young Cosmopolitans	55	0.37%	43	0.41%
Minority Metro Communities	2,715	18.02%	2,011	18.97%
Stable Careers	3	0.02%	2	0.02%
Aspiring Hispania	3	0.02%	2	0.02%
RURAL VILLAGES & FARMS	185	1.23%	119	1.12%
Aspiring Hispania	80	0.53%	2	0.02%
Industrious Country Living	0	0%	54	0.51%
America's Farmland	82	0.54%	0	0%
Comfy Country Living	23	0.15%	50	0.47%
Small Town Connections	0	0%	13	0.12%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,064	100%	10,602	100%
STRUGGLING SOCIETIES	4,315	28.64%	2,929	27.63%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4,261	28.29%	2,889	27.25%
College Town Communities	0	0%	0	0%
New Beginnings	54	0.36%	40	0.38%
URBAN ESSENCE	3,252	21.59%	2,344	22.11%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,580	10.49%	1,105	10.42%
Urban Diversity	571	3.79%	411	3.88%
New Generation Activists	124	0.82%	84	0.79%
Getting By	977	6.49%	744	7.02%
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?



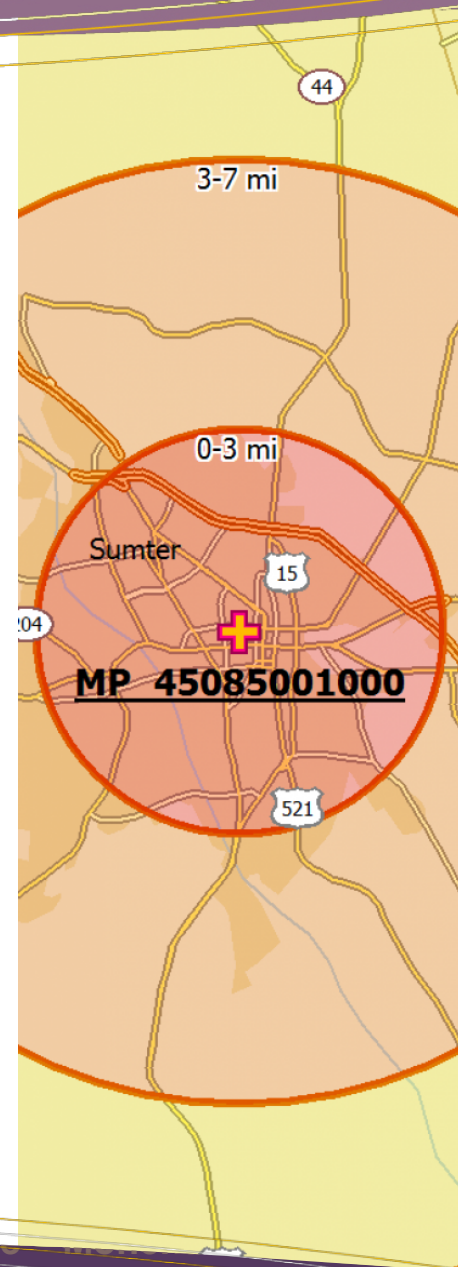
Potential Cultural Bridges

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	68%	72%	72%
Use Comp. for Internet/E-mail	48%	52%	51%
Internet Use: E-Mail	41%	44%	44%
Use Comp. for Comp. Games	35%	37%	38%
Use Comp. for Education	30%	31%	32%
Use Comp. for Word Processing	29%	32%	32%
HH Owns DVD Player	27%	28%	29%
Use Comp. for Shopping	27%	30%	29%
Use Comp. for Digital Camera Photo Editing	25%	27%	28%
Use Comp. for Banking	24%	27%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	22%	24%	24%
Internet Use: Banking	21%	24%	24%
Use Comp. for News/Info./Data Service	18%	20%	20%
PC-Network-HH Has One	17%	19%	19%
Use Comp. for Filing/DB Mngmnt	12%	12%	11%
Use Comp. for Personal Financial Mngmnt	11%	13%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	11%	11%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Accounting	10%	12%	12%
HH Owns Video/Webcam	10%	10%	11%

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	67%	67%	68%
Reading Books	51%	52%	53%
Dining Out (Not Fast Food)	48%	51%	50%
Card Games	37%	39%	40%
Cooking for Fun	34%	35%	35%
Go To A Beach/Lake	31%	32%	32%
Board Games	28%	30%	31%
Gardening	26%	28%	27%
Going To	17%	17%	17%
Bars/Nightclubs/Dancing			
Visit Museum	17%	18%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	67%	68%
Gen./Fam. Practitioner	33%	35%	36%
Dentist	23%	25%	24%
Backache	22%	22%	23%
Hypertension/High Blood Pressure	21%	21%	22%
Eye Dr.	19%	20%	21%
None Of These	19%	19%	18%
High Cholesterol	17%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	14%	15%	15%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.29%	27.15%	27.51%
Live Theater	18.92%	19.92%	20.23%
Live Theater Most Often	14.96%	16%	16.32%
Rock/Pop Concerts Most Often	14.27%	14.48%	14.21%
Dance Performance	10.46%	9.84%	9.73%
Comedy Club	10.22%	10.28%	9.95%
Movies: Comedy	41.54%	41.53%	41.8%
Movies: Action/Adventure	39.93%	39.88%	39.66%
Movies: Drama	24.58%	24%	24.08%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	22.51%	22.51%	22.93%
Movies: Romantic Comedy	21.08%	21.21%	20.81%
Movies: Mystery	19.74%	18.98%	19.26%
MLB Baseball Reg. Season	5.43%	6.1%	5.8%
College Football Reg. Season	5.32%	5.94%	5.63%
NFL Football Reg. Season	5.05%	5.74%	5.54%
College Basketball Reg. Season	3.78%	4.24%	4.09%
NBA Basketball Reg. Season	3.34%	3.59%	3.48%
NHL Hockey Reg. Season	2.08%	2.17%	2.02%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	36.96%	38.08%	38.15%
Swimming	25.32%	28.16%	28.85%
Bowling	19.04%	20.54%	21.74%
Billiards/Pool	17.36%	17.74%	17.92%
Basketball	17.14%	17.34%	17.76%
Jogging/Running	15.85%	15.91%	16.28%
Weight Training	14.31%	15.17%	14.95%
Freshwater Fishing	12.97%	14.76%	14.84%
Football	12.22%	12.45%	13.49%
Stationary Cycling	11.16%	11.47%	11.87%
Baseball	10.98%	11.2%	11.1%
Using Cardio Machine	10.93%	12.01%	12.48%
Aerobics	10.78%	10.93%	10.86%
Golf	10.09%	11.39%	11.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	9.56%	10.31%	10.2%
Camping Trips	8.62%	9.89%	10.31%
Volleyball	8.23%	8.35%	8.96%
Softball	7.1%	7.42%	7.41%
Yoga	6.62%	6.66%	6.48%
Backpacking/Hiking	6.43%	7.26%	7.69%
Tennis	6.37%	6.83%	6.76%
Soccer	6.27%	6.78%	7.16%
Roller Skating	6.03%	5.78%	5.72%
Target Shooting	5.96%	6.48%	6.33%
Power Boating	5.89%	6.26%	5.98%
Saltwater Fishing	5.85%	6.66%	6.68%
Hunting	5.77%	6.53%	6.55%
Ice Skating	5.61%	5.55%	5.35%

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
Canoeing/Kayaking	4.86%	5.22%	5%
Snorkeling	4.68%	4.6%	4.34%
Motorcycling	4.5%	5%	4.93%
Jet Skiing	4.41%	4.36%	4.16%
Fly Fishing	4.09%	4.21%	4.13%
Downhill & X-Country Skiing	3.87%	4.19%	3.97%
Horseback Riding	3.81%	4.48%	4.45%
Racquetball	3.76%	3.95%	3.96%
Water Skiing	3.62%	3.77%	3.72%
Skateboarding	3.44%	3.39%	3.33%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.4%	3.45%	3.42%
Snowmobiling	3.35%	3.32%	3.21%
Snowboarding	3.33%	3.18%	3.05%
Archery	3.26%	3.36%	3.25%
Rock Climbing	3.16%	3.02%	2.86%
Sailing	3.09%	3.1%	2.98%
Martial Arts	2.84%	2.89%	3.13%
Auto Racing	2.83%	2.59%	2.42%
Surfing & Windsurfing	2.7%	2.57%	2.47%
Rowing	2.24%	2.44%	2.36%

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.

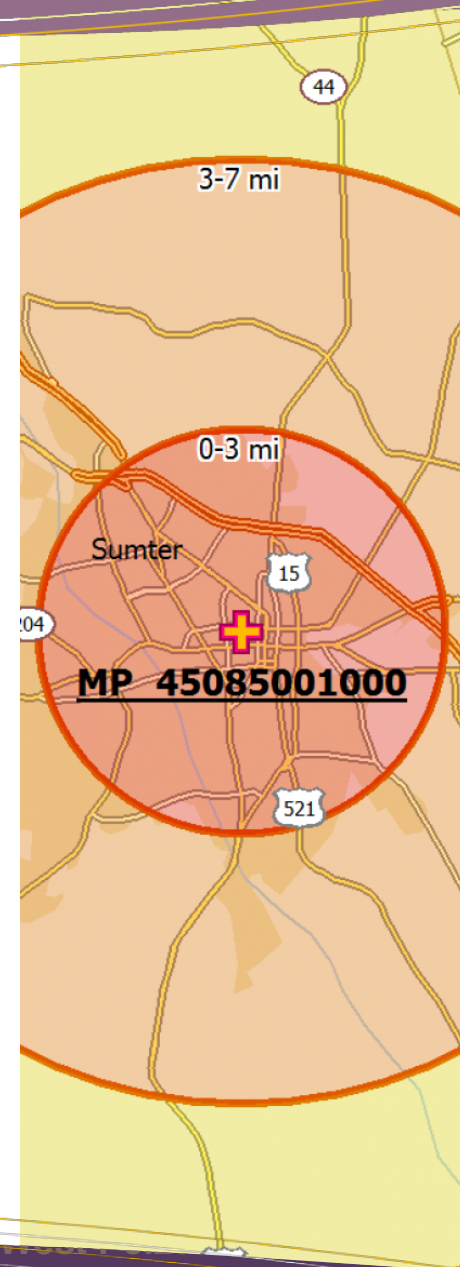
BIBLICAL BARRIERS

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.

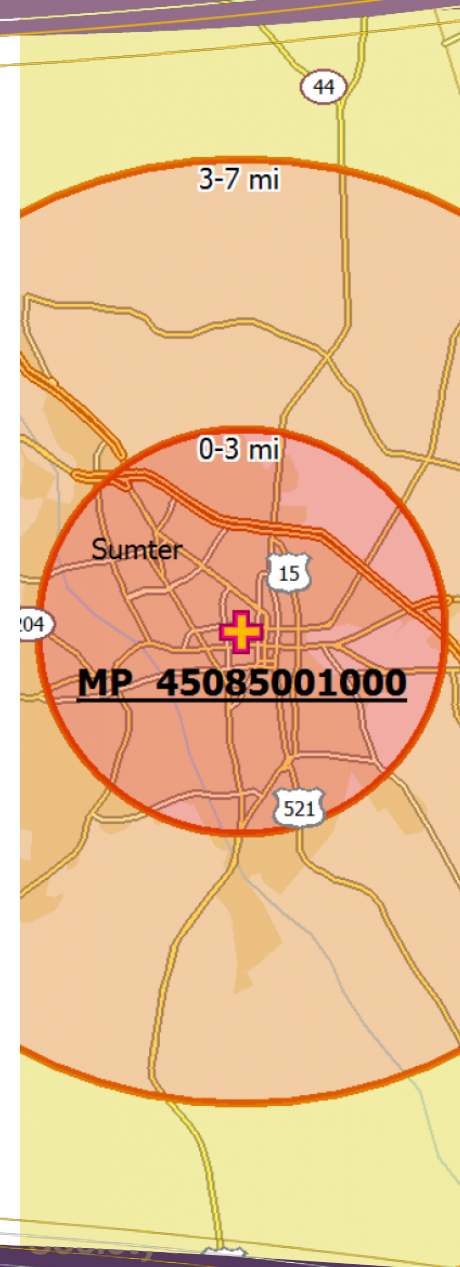
CULTURAL BARRIERS OF ACCEPTANCE

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.

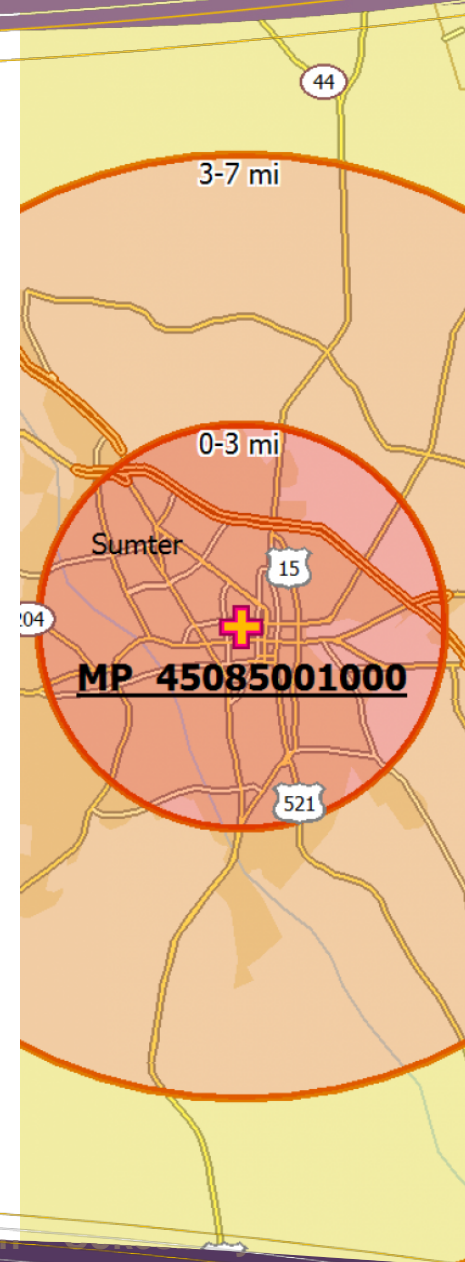
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	53%	54%
Speak My Mind Even If It Upsets People	40%	39%	39%
Like Control Over People And Resources	38%	37%	38%
Find It Difficult To Say No To My Kids	35%	37%	38%
Woman's Place Is In The Home	34%	34%	34%
Don't Judge People/Way They Live Life	32%	31%	31%
Too Much Sponsorship In Arts/Sports	30%	28%	29%
Prefer To Have Few Possessions As Possible	29%	30%	29%
Like To Do Unconventional Things	26%	28%	29%
If Won Lottery Would Never Work Again	26%	27%	27%
I Am A Workaholic	25%	23%	23%
Money Is Best Measure Of Success	23%	24%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	22%	22%
Friends More Important Than My Fam.	21%	21%	20%
Marijuana Should Be Legalized	20%	20%	21%
We Should Strive for Equality for All	18%	17%	17%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	13%	13%	12%
On Whole People Get What They Deserve	11%	11%	11%
Very Happy With My Life As It Is	11%	9%	9%
I Am A Perfectionist	10%	9%	9%
Little I Can Do To Change My Life	9%	9%	9%

Potential Cultural Themes

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

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

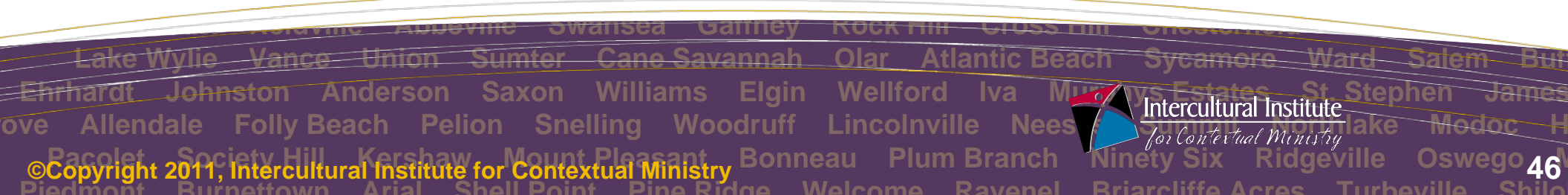


Potential Cultural Themes:

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

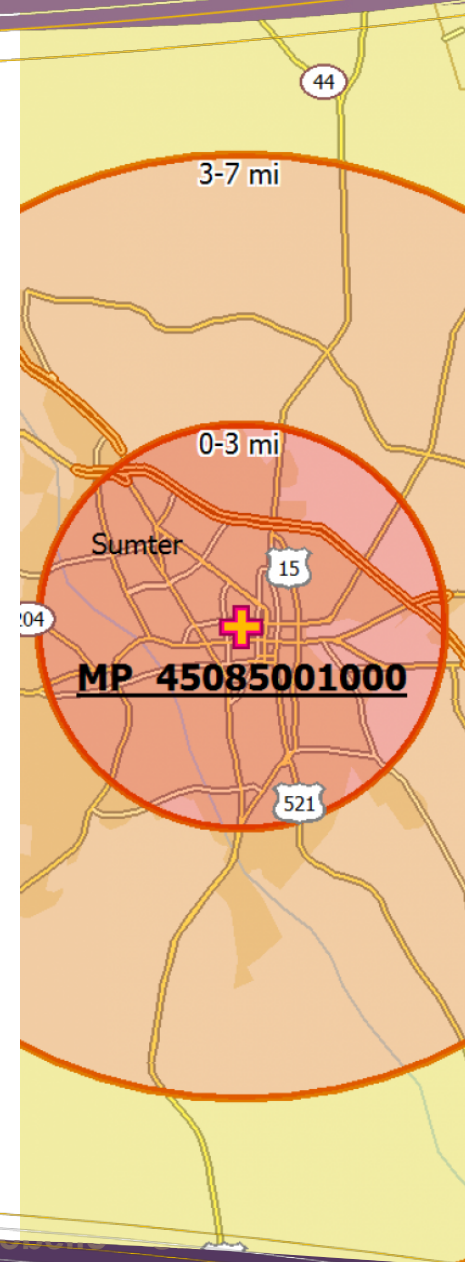
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	57%	57%
Important To Respect Customs And Beliefs	56%	60%	60%
Like To Understand About Nature	39%	39%	38%
Prefer Work Part Of Team Than Alone	37%	37%	38%
Important To Juggle Various Tasks	34%	33%	33%
Important Feel Respected By My Peers	34%	33%	33%
Good At Fixing Things	31%	29%	30%
Prefer To Have Few Possessions As Possible	29%	30%	29%
Have Keen Sense Of Adventure	28%	28%	28%
People Have To Take Me As They Find Me	23%	24%	25%
Consider Myself Interested In The Arts	22%	21%	21%
Looking for New Ideas To Improve Home	21%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Provide My Kids With The Little Extras	20%	19%	20%
Like To Just Enjoy Life	20%	20%	19%
Try Not To Worry About The Future	17%	17%	16%
Worried About Pollution Caused By Cars	17%	18%	18%
Real Men Don't Cry	17%	17%	18%
Is An Important Part Of Who I Am	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	8%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	4%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.17%	86.65%	86.6%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.1%	78.8%	79.37%
Houses-Visit Any			
McDonald's	55.3%	56.7%	57.41%
Burger King	39.16%	38.58%	38.81%
Kentucky Fried Chicken (KFC)	36%	34.8%	34.55%
Wendy's	32.27%	32.94%	32.49%
Subway	30.58%	31.25%	30.69%
Applebee's	26.84%	28.77%	29.44%
Taco Bell	26.68%	27.55%	28.21%
Pizza Hut	24.59%	24.62%	25.39%
Arby's	21.04%	22.11%	22.23%
Olive Garden	18.83%	19.57%	19.2%

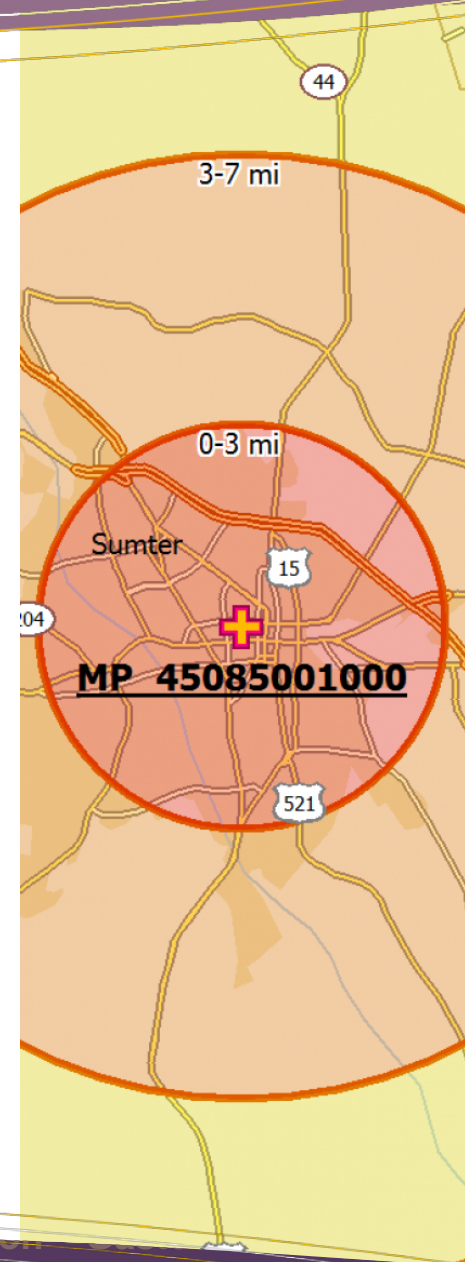
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.81%	18.82%	18.64%
Dairy Queen	17.58%	17.53%	17.27%
Domino's Pizza	17.26%	16.97%	18.36%
Popeyes	16.9%	15.56%	16.13%
IHOP (International House Of Pancakes)	15.55%	15.88%	16.44%
Golden Corral	14.9%	14.9%	15.67%
Sonic	14.34%	14.94%	15.83%
Chick-Fil-A	14.26%	15.86%	15.81%
Outback Steakhouse	14.26%	14.88%	14.52%
TGI Friday's	14.24%	14.3%	14.05%
Dunkin' Donuts	12.97%	12.39%	12.28%
Chili's Grill and Bar	12.64%	13.69%	13.28%

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

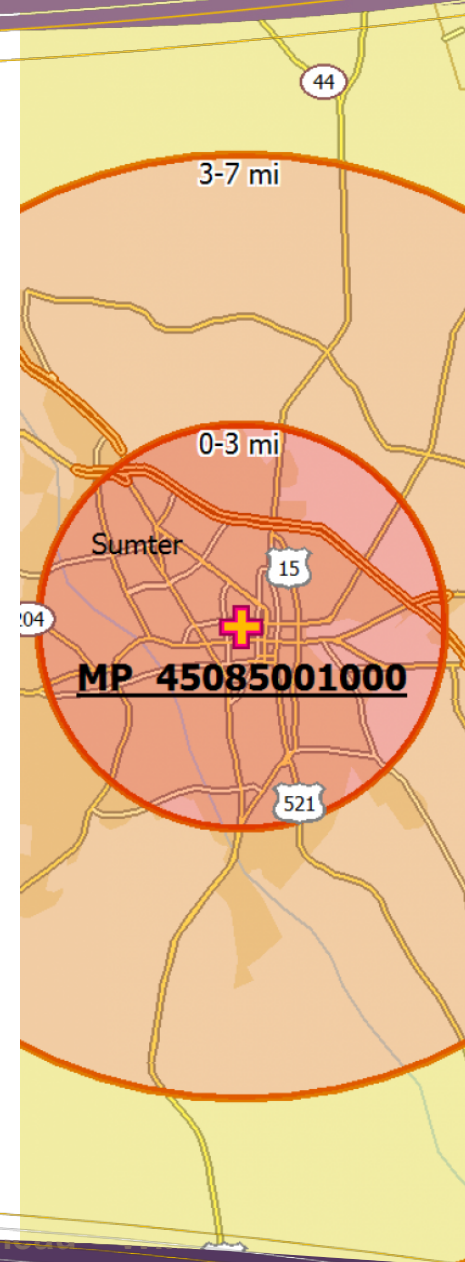
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	41.66%	43.58%	43.26%
Recycled products	26.47%	28.66%	28.33%
Worked as volunteer (non political)	13.32%	14.3%	14.44%
Engaged in fund raising	10.66%	11.21%	11.6%
Religious club member	7.75%	8.17%	8.34%
Church Board	6.1%	6.49%	6.79%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.96%	5.17%	5.48%
Took active part in local civic issue	4.86%	4.97%	5.13%
Wrote to elected offcl about publ bus	4.68%	5.05%	4.82%
Union member	4.37%	4.86%	5.41%
Charitable Organization	4.33%	4.69%	4.8%
Addressed a public meeting	4.1%	4.39%	4.51%

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	14.23%	15.24%	15.37%
Children's Books	12.8%	13.16%	12.91%
Religious (not Bibles)	9.52%	9.81%	9.77%
Mystery	9.13%	9.48%	9.01%
Cookbooks	9.07%	9.25%	8.94%
Romance	6.89%	6.98%	7.15%
Personal/Business	5.93%	6.21%	5.96%
Self-help			
Biography	5.92%	6.15%	6.05%
History	5.64%	5.9%	5.79%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	66.75%	67.23%	67.33%
Gen. Editorial	52.56%	52.33%	52.82%
Womens	45.83%	46.25%	47.05%
Service	30.96%	32.32%	32.26%
Business/Finance	20.55%	21.37%	21.38%
Mens	19.23%	19.21%	19.38%
Music	18.92%	17.77%	17.83%
Parenthood	15.16%	14.82%	14.91%
Sports	14.63%	14.68%	14.8%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	48.54%	50.18%	50.56%
Classified	31.95%	31.63%	31.65%
Sport	29.38%	29.95%	29.56%
Editorial Page	25.26%	26.57%	26.46%
Business/Finance	24.75%	25.98%	25.37%
Movie Listings & Reviews	23.5%	23.8%	24.22%
Comics	23.18%	23.59%	23.54%
Food/Cooking	22.11%	23.08%	22.97%
TV/Radio Listings	21.9%	22.4%	22.46%
Home/Gardening	17.85%	19.08%	19.05%
Travel	16.74%	17.82%	17.97%
Fashion	15.38%	15.76%	16.09%
Science/Technology	14.22%	15.15%	15.12%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	37%	33.95%	34.5%
CHR Contemp Hit Radio	16.47%	16.48%	16.12%
Adult Contemporary	12.49%	13.01%	12.57%
Country	11.56%	13.47%	14.2%
Jazz	10.26%	10.57%	10.8%
Variety	10.03%	9.94%	9.79%
Oldies	9.83%	9.83%	9.45%
News/Talk	7.99%	8.7%	8.14%
Rock	7.34%	7.83%	7.5%
Gospel	7.16%	6.88%	6.99%
All News	6.32%	7.08%	6.97%
Alternative	6.31%	6.41%	5.82%
Classic Rock	5.86%	6.22%	5.89%
Soft Contemporary	5.48%	5.9%	5.64%
Religious	5.28%	5.85%	6.07%
All Talk	3.51%	3.73%	3.55%
Sports	3.21%	3.49%	3.3%
Classical	2.91%	3.14%	3.01%

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	60.61%	62.39%	62.29%
Soapnet	49.95%	50.89%	51.17%
Satellite Dish	49.14%	50.9%	49.61%
Other Video-On-Demand	46.83%	45.71%	44.59%
Sci-Fi Channel	34.27%	35.52%	35.9%
MSNBC	33.7%	34.02%	34.32%
Adult Pay Per View TV	31.15%	32.44%	31.56%
Subscribe Digital Cable	31.15%	31.81%	33.25%
Comedy Central	27.69%	28.74%	27.78%
TV Info From Sunday TV Magazine	26.8%	28.32%	29.02%
Nickelodeon	26.57%	27.32%	26.83%
TV Info From Newspapers	25.42%	26.09%	25.63%

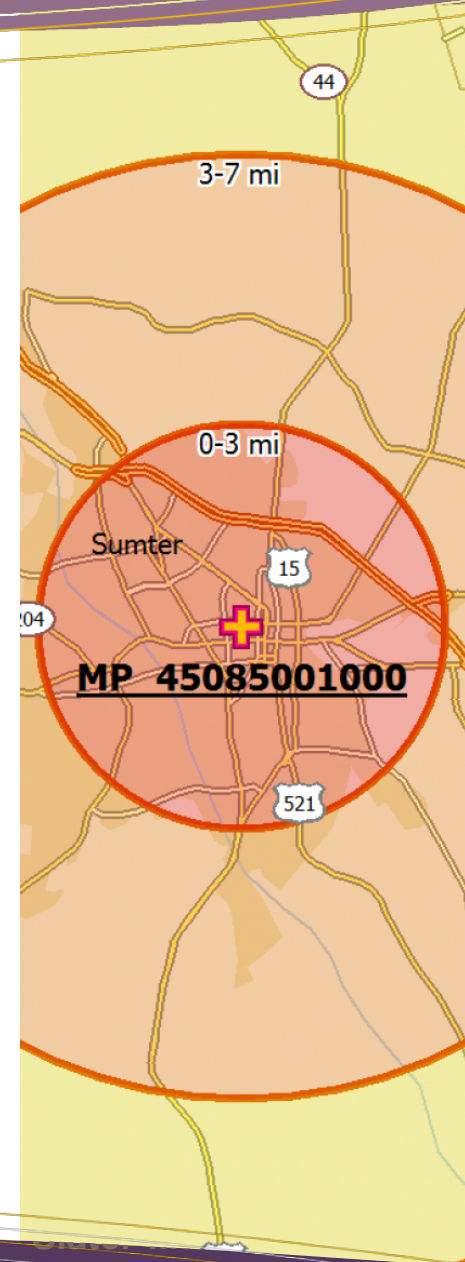
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.91%	25.55%	25.59%
TCM (Turner Classic Movies)	24.71%	25.39%	25.5%
BET (Black Entertainment TV)	24.11%	23.37%	22.69%
Hallmark Channel	23.67%	24.76%	24.36%
ABC Fam.	23.27%	23.52%	23.18%
TV Info From Monthly Cable Guide	23.04%	23.36%	22.69%
ESPN2	22.62%	22.61%	21.89%
Lifetime	22.15%	22.53%	22.46%
The Golf Channel	21.84%	22.84%	22.3%
USA Network	21.33%	22.65%	22.77%
TV Info From Other	21.08%	21.37%	21%
Adult Swim	21.07%	22.53%	22.84%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	16.95%	17.83%	17.34%
Medium Users (4-6)	8.7%	9.11%	9.43%
Light Users (1-3)	18.29%	18.68%	18.7%
Quintiles (20%)			
Newspaper I (Heavy)	1.26%	1.14%	1.07%
Newspaper II	1.62%	1.64%	1.76%
Newspaper III	2.04%	2%	1.98%
Newspaper IV	0.41%	0.45%	0.44%
Newspaper V (Light)	1.14%	0.99%	0.92%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.88%	21.46%	21.33%
Magazines II	9.99%	9.74%	9.73%
Magazines III	10.79%	10.71%	10.62%
Magazines IV	14.1%	13.72%	13.84%
Magazines V (Light)	0.94%	1.02%	1.04%
Outdoor I (Heavy)	8.85%	8.39%	8.21%
Outdoor II	5.26%	4.67%	4.57%
Outdoor III	5.51%	5.11%	5.04%
Outdoor IV	15.95%	15.96%	15.74%
Outdoor V (Light)	24.08%	24.4%	24.7%
Yellow Pages I (Heavy)	15.67%	15.78%	16.31%
Yellow Pages II	8.17%	8.04%	7.96%
Yellow Pages III	10.24%	9.15%	8.93%
Yellow Pages IV	23.88%	23.6%	24.2%
Yellow Pages V (Light)	5.07%	4.69%	5.1%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.71%	2.63%	2.59%
Drive Time III (Medium)	0.97%	0.94%	0.94%
Radio IV & V (Light)	3.09%	2.75%	2.7%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.17%	11.85%	12.05%
Radio III (Medium)	3.99%	4.16%	4.04%
Radio IV & V (Light)	4.3%	4.16%	4.11%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.07%	12.96%	13.87%
Cable III (Medium)	5.68%	5.21%	5.02%
Cable IV & V (Light)	38.69%	37.82%	37.98%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.77%	3.66%	3.64%
Prime Time III (Medium)	1.34%	1.45%	1.42%
Prime Time IV & V (Light)	11.36%	10.76%	10.67%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.63%	38.71%	38.48%
Fringe III (Medium)	53.76%	53.51%	54.35%
Fringe IV (Light)	54.86%	55.64%	55.91%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.36%	15.51%	15.7%
All Day III (Medium)	24.5%	24.29%	24.11%
All Day IV (Light)	20.57%	19.44%	19.85%

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]	10.99%	11.49%	11.35%
6:00am - 10:00am	16.68%	16.67%	16.17%
10:00am - 3:00pm	14.1%	12.24%	11.79%
3:00pm - 7:00pm	18.13%	16.69%	16.87%
7:00pm - Midnight	12.74%	12.89%	12.61%
Midnight - 6:00am	9.47%	8.39%	8.05%
Weekend Radio			
Listeners			
Dayparts [summary]	15.9%	15.64%	15.36%
6:00am - 10:00am	3.27%	3.4%	3.32%
10:00am-3:00pm	5.81%	5.79%	5.63%
3:00pm - 7:00pm	8.99%	8.29%	8.08%
7:00pm - Midnight	11.24%	11.04%	10.75%
Midnight - 6:00am	15.7%	14.71%	14.22%

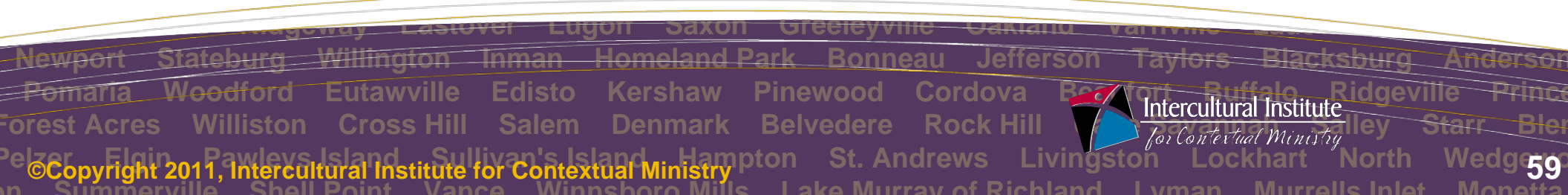
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.11%	7.51%	7.1%
Saturday: 8:00-11:00pm	8.68%	8.87%	8.81%
Sunday: 7:00-11:00pm	9.87%	9.98%	9.72%
9:00am-1:00pm	24.91%	25.55%	25.59%
9:00am-4:00pm	28.93%	29.72%	29.72%
4:00pm-7:00pm	31.27%	31.8%	31.55%
11:00pm-1:00am	43.82%	43.84%	44.03%
AVG Prime time	5.75%	5.27%	5.14%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	18.06%	17.3%	16.62%
7-9am	22.62%	22.61%	21.89%
9am-12noon	18.13%	19.55%	19.85%
12noon-4pm	10.8%	10.16%	9.87%
4-6pm	48.36%	50%	49.04%
6-7pm	17.4%	17.83%	18.09%
7-7:30pm	1.73%	1.73%	1.7%
7:30-8pm	11.23%	11.54%	11.99%
8-11pm	7.11%	7.51%	7.1%
11pm-12am	33.7%	34.02%	34.32%
11pm-1am	43.82%	43.84%	44.03%
1-6am	33.34%	33.39%	32.83%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.02%	17.63%	17.12%
Sat: 10am-1pm	9.34%	9.22%	8.98%
Sat: 1-4pm	23.89%	24.63%	24.18%
Sat: 4-6pm	7.4%	7.52%	7.51%
Sat: 6-7pm	1.73%	1.85%	1.79%
Sat: 7-8pm	1.25%	1.25%	1.17%
Sat: 8-11pm	8.68%	8.87%	8.81%
Sat: 11pm-1am	6.62%	6.54%	6.48%
Sat: 1am-7pm	21.33%	22.65%	22.77%
Sun: 7-10am	2.37%	2.35%	2.3%
Sun: 10am-1pm	5.58%	6.01%	5.87%
Sun: 1-4pm	4.94%	5.42%	5.25%
Sun: 4-7pm	12.14%	12.5%	12.15%
Sun: 7-11pm	9.87%	9.98%	9.72%
Sun: 11pm-1am	5.81%	5.72%	5.54%
Sun: 1-7am	20.42%	21.24%	20.82%



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.

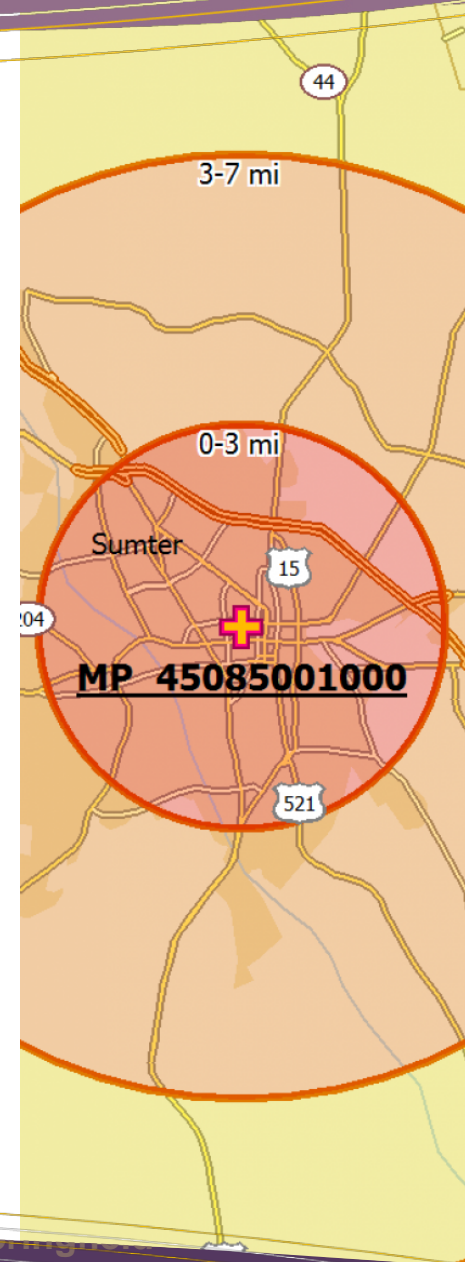


Your MissionSite and the Missional Suite

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



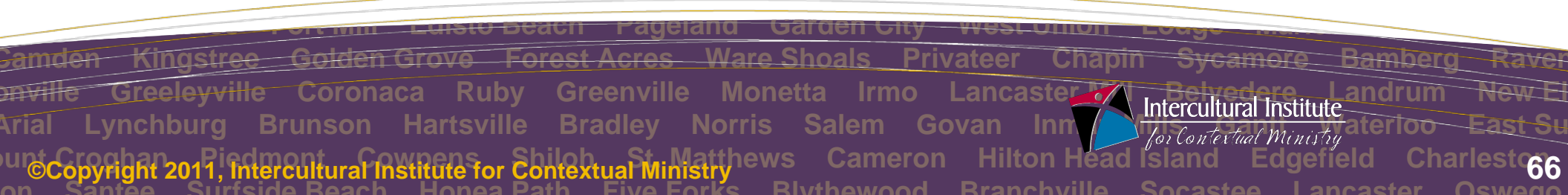
Notes and Sources

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	Grace	219 W Calhoun St Sumter, SC 29150	0.19 mi	0	
2	Life Changing Community	26 Marion Avenue Sumter, SC 29150	0.23 mi	0	
3	Salt & Light Church	PO Box 2491 Sumter, SC 29150	0.52 mi	0	
4	Sumter First	PO Box 867 Sumter, SC 29151	0.74 mi	0	
5	New Calvary	PO Box 848 Sumter, SC 29150	1.28 mi	0	
6	Crosswell	604 Mathis St Sumter, SC 29150	1.31 mi	0	
7	Northside Memorial	1004 N Main St Sumter, SC 29153	1.73 mi	0	
8	Eastside	701 Boulevard Road Sumter, SC 29153	2.00 mi	0	
9	Southside	1116 Manning Rd Sumter, SC 29150	2.42 mi	0	
10	Gateway	536 Mimosa Road Sumter, SC 29150	2.53 mi	0	
11	Westside	554 Pinewood Rd Sumter, SC 29154	2.54 mi	0	
12	New Salem	2500 West Oakland Avenue Sumter, SC 29154	2.86 mi	0	
13	Friendship	PO Box 987 Sumter, SC 29151	3.70 mi	0	
14	Crosspoint	2755 Carter Road Sumter, SC 29150	3.71 mi	0	
15	Alice Drive	1305 Loring Mill Road Sumter, SC 29150	4.02 mi	0	



APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Concord	1885 Myrtle Beach Hwy Sumter, SC 29153	4.27 mi	0	
17	Wise Drive	2751 S Wise Dr Sumter, SC 29150	4.71 mi	0	
18	Palmetto Connection	350 Old Manning Road Sumter, SC 29150	4.73 mi	0	
19	Pine Grove	433 Old Manning Rd Sumter, SC 29150	4.97 mi	0	
20	Hickory Road	1245 Cherry Vale Dr Sumter, SC 29154	6.74 mi	0	
21	Lakewood	3140 Nazarene Church Rd Sumter, SC 29154	6.93 mi	0	
22	Bethel	2401 Bethel Church Rd Sumter, SC 29154	7.17 mi	0	
23	Covenant Bible Church	2805 Friarson Rd. Dalzell, SC 29040	7.62 mi	0	
24	Dalzell	PO Box 68 Dalzell, SC 29040	7.70 mi	0	
25	Hillcrest	PO Box 303 Dalzell, SC 29040	7.71 mi	0	
26	Providence	2445 Old Manning Rd Sumter, SC 29150	8.12 mi	0	
27	Unity Fellowship	361 Old Manning Road Sumter, SC 29153	8.28 mi	0	
28	Graham	4140 Highway 521 S Sumter, SC 29153	8.71 mi	0	
29	Shaw Heights	2030 Peach Orchard Rd Sumter, SC 29154	8.79 mi	0	
30	Wedgefield	PO Box 265 Wedgefield, SC 29168	9.71 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Willow Lake Church	111 Pine Wedge Dr Blythewood, SC 29016	11.01 mi	0	
32	High Hills Of Santee	3800 Settlement Road Dalzell, SC 29040	11.36 mi	0	
33	Home Branch	1667 Stone Road Manning, SC 29102	12.54 mi	0	
34	Paxville	PO Box 5005 Paxville, SC 29102	12.74 mi	0	
35	Ashwood	1075 Lake Ashwood Rd Sumter, SC 29153	13.64 mi	0	
36	Clarendon	PO Box 307 Alcolu, SC 29001	14.29 mi	0	
37	Pinewood	PO Box 176 Pinewood, SC 29125	14.33 mi	0	
38	New Hope	5205 Borden Rd Rembert, SC 29128	14.41 mi	0	
39	Bethany	1146 Manville St Charles Rd Bishopville, SC 29010	14.82 mi	0	
40	Calvary	3905 Settlement Road Dalzell, SC 29040	15.94 mi	0	
41	The Gateway Church	7285 Saxton Road Rembert, SC 29128	15.94 mi	0	
42	Emmanuel	1794 Old Georgetown Road Manning, SC 29102	16.61 mi	0	
43	Elliott	PO Box 117 Elliott, SC 29046	16.62 mi	0	
44	Pisgah	8670 Black River Rd Rembert, SC 29128	16.98 mi	0	
45	Red Hill	4485 Red Hill Rd Camden, SC 29020	17.11 mi	0	





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An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

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