

MissionSite

top unreached locations



SPARTANBURG, SC

CENSUS TRACT: 45083021700

REGION: Upstate Region

ASSOCIATION: Spartanburg County

COUNTY: Spartanburg

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



South Carolina Baptist Convention

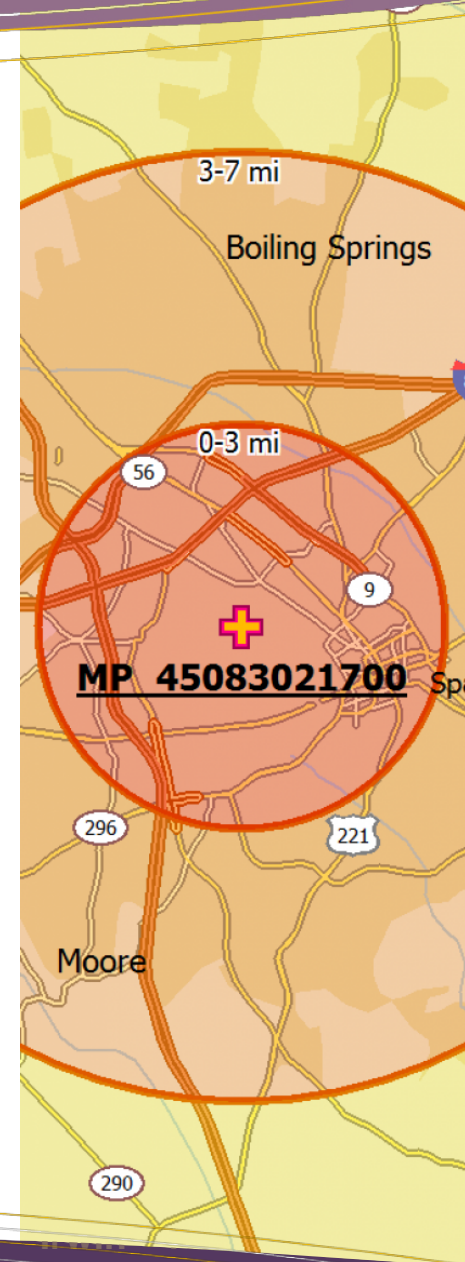
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Site Location Summary

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	Spartanburg County
3	County Location	45083	Spartanburg
4	Zipcode	29301	Spartanburg
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	K	50000-100000-50000



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	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	44,334	95,006	56,470
2010 Households	16,384	36,607	20,858
2010 Group Quarters Population	4,234	1,246	509

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	45	44	34
Language Diversity National Index	40	35	23
Foreign Born Diversity National Index	31	65	61
Ancestry Diversity National Index	17	43	44
Racial Diversity National Index	77	49	40

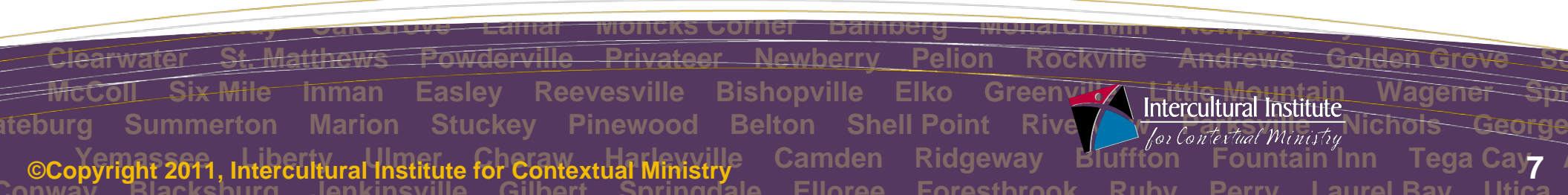


Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	1,600	9.77%
Mainstay Communities	Established, Diverse Households	1,145	6.99%
Working Communities	Blue-collar, Working Families	4,287	26.17%
Country Communities	Rural, Agri. & Mining Families	185	1.13%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,565	15.66%
Urban Communities	High Density, Inner-city Neighborhoods	6,600	40.28%

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	74,032	11,466	15.49%
Unreached %	67.48%	69.98%	103.7
Religious But NOT Evangelical HH	19,720	3,751	19.02%
Religious But NOT Evangelical %	17.98%	22.89%	127.36
Spiritual But NOT Relig or Evang HH	11,015	1,233	11.2%
Spiritual But NOT Relig or Evang %	10.04%	7.53%	74.96
Not Evangelical, Not Interested HH	43,624	6,619	15.17%
Not Evangelical, Not Interested %	39.77%	40.4%	101.59



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	158	24	15.19%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	27,955	3,853	13.78%
Active Evangelical Percent	25.48%	23.52%	92.28
Inactive Evangelical Households	7,714	1,064	13.79%
Inactive Evangelical Percent	7.03%	6.49%	92.32
# 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	0.56 mi
2	Una First	0.76 mi
3	Abner	1.09 mi
4	Arcadia First	1.29 mi
5	Prince of Peace Church	1.32 mi
6	Bethany	1.35 mi
7	Green Street	1.53 mi
8	Calvary	1.55 mi
9	Spartanburg Community	1.57 mi
10	Pinewood	1.62 mi
11	Kaleidoscope Multi-Ethnic Fellowship	2.02 mi
12	Hub City Church	2.05 mi
13	Covenant	2.27 mi
14	Cudd Memorial	2.28 mi
15	United	2.32 mi

	CHURCHES	DIST.
16	Beaumont	2.33 mi
17	Renacer	2.34 mi
18	Southside	2.42 mi
19	Spartanburg First	2.44 mi
20	El Buen Pastor	2.49 mi
21	Fairforest	2.49 mi
22	Oak Grove	2.52 mi
23	Whitney First	2.57 mi
24	West Side	2.66 mi
25	New Life Christian Fellowship	3.05 mi
26	Hope Point Community	3.05 mi
27	First Slavic	3.06 mi
28	Arkwright First	3.12 mi
29	Drayton	3.59 mi
30	Davis Memorial	3.68 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.

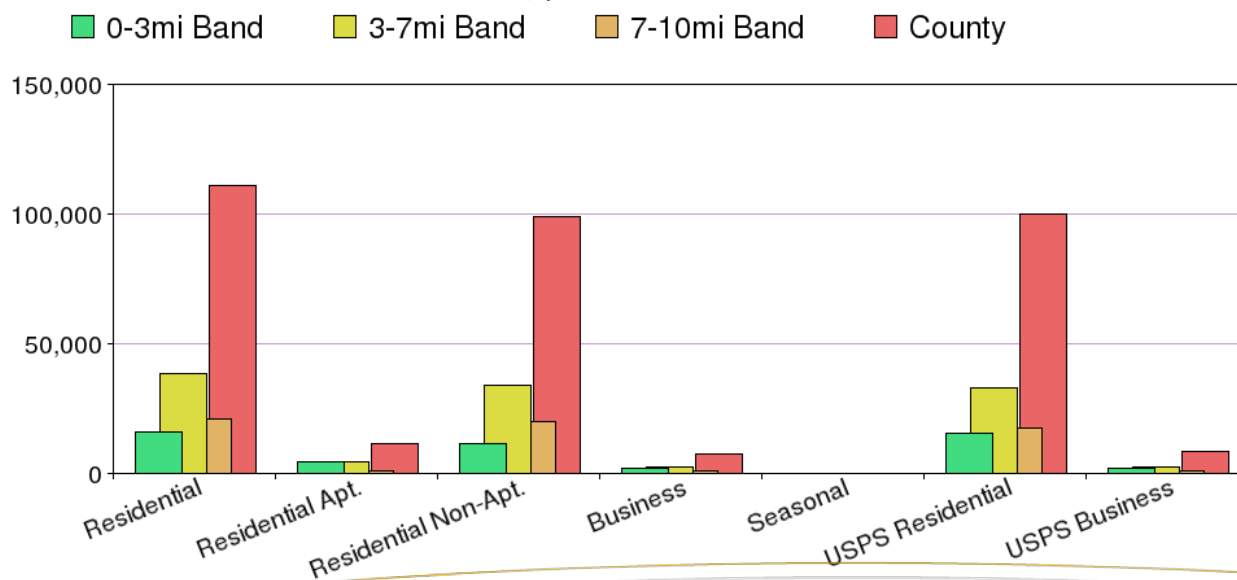
Current Demographic Summary

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	226,800	47,012	20.73%
2000 Population	253,791	44,609	17.58%
2010 Population	291,867	44,334	15.19%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	84,502	17,511	20.72%
2000 Households	97,735	17,009	17.4%
2010 Households	109,701	16,384	14.94%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	15,966
Residential Apt.	4,564
Residential Non-Apt.	11,402
Business	1,994
Seasonal	0
USPS Residential	15,401
USPS Business	2,165

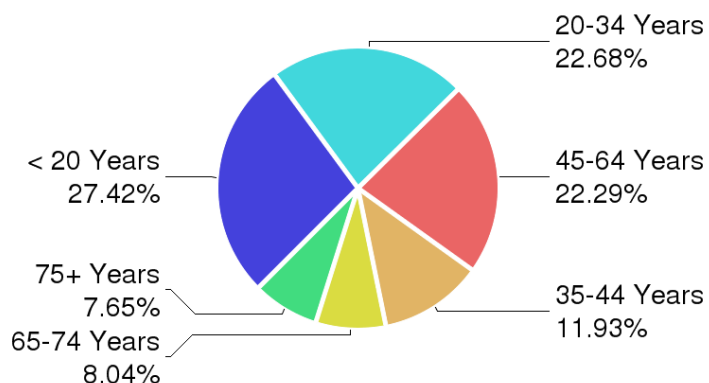
Current Demographic Summary

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	5.73%	5.53%	96.51
4-5 Years	2.71%	2.43%	89.67
6-8 Years	3.97%	3.73%	93.95
9-11 Years	3.95%	3.71%	93.92
12-13 Years	2.62%	2.44%	93.13
14-17 Years	5.4%	5.65%	104.63
18-19 Years	2.72%	3.92%	144.12
0-5 Years	8.44%	7.96%	94.31
6-12 Years	9.23%	8.68%	94.04
13-19 Years	9.43%	10.78%	114.32
< 20 Years	27.1%	27.42%	101.18
20-34 Years	18.9%	22.68%	120
35-44 Years	13.41%	11.93%	88.96
45-64 Years	26.11%	22.29%	85.37
65-74 Years	7.94%	8.04%	101.26
75+ Years	6.54%	7.65%	116.97
Median Age	38	38	100.66
Median Age (Male)	37	36	98.42
Median Age (Female)	40	40	101.32

Age Group Percentages

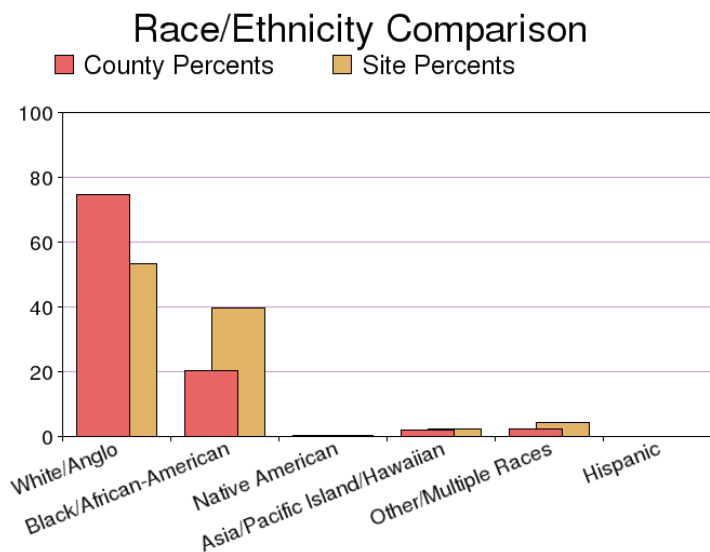


Current Demographic Summary

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	74.74%	53.17%	71.14
Black, African-American	20.41%	39.55%	193.77
Native American	0.3%	0.41%	133.75
Asian	2.01%	2.34%	116.56
Pacific Island, Hawaiian	0.05%	0.07%	136.21
Other/Multiple Races	2.49%	4.47%	179.4
Hispanic	0%	12.06%	0



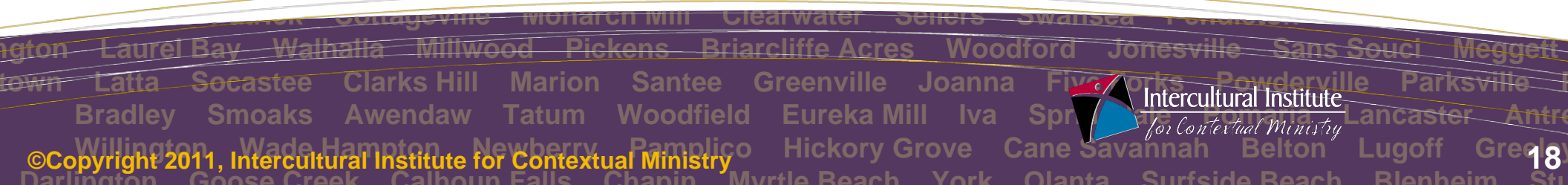
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	193,771	27,647	
Less than 9th Grade	7.23%	10.02%	72.24
No High School Diploma	12.94%	18.12%	71.42
High School Graduate	32.24%	32.2%	100.11
Some College, no degree	17.97%	16.46%	109.19
Associate Degree	9.49%	7.95%	119.36
College Degree	12.73%	9.85%	129.25
Graduate/Prof. degree	7.4%	5.41%	136.77

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	7.85%	13.68%	233.43
\$10,000 to \$19,999	14.75%	21.33%	144.61
\$20,000 to \$29,999	12.43%	15.41%	123.98
\$30,000 to \$49,999	20.14%	21.79%	108.21
\$50,000 to \$59,999	9.11%	7.02%	77.03
\$60,000 to \$69,999	8.18%	6%	73.37
\$70,000 to \$79,999	6.29%	4.14%	65.75
\$80,000 to \$89,999	4.65%	2.49%	53.56
\$90,000 to \$99,999	3.05%	1.5%	49.29
\$100,000 to \$124,999	6.32%	2.94%	46.46
\$125,000 to \$149,999	2.91%	1.46%	50.18
\$150,000 to \$199,999	2.75%	1.61%	58.57
\$200,000 to \$249,999	0.66%	0.23%	35.34
\$250,000 or more	0.93%	0.37%	40.16
Median Household	43,883	31,586	71.98
Average Household	57,814	41,962	72.58
Per Capita Household	22,425	15,943	71.09
Family/Non-Family Household Income			
Median Family Income	55,434	41,242	74.4
Average Family Income	69,273	50,994	73.61
Median Non-Family Income	23,709	20,373	85.93
Average Non-Family Income	32,868	27,081	82.39

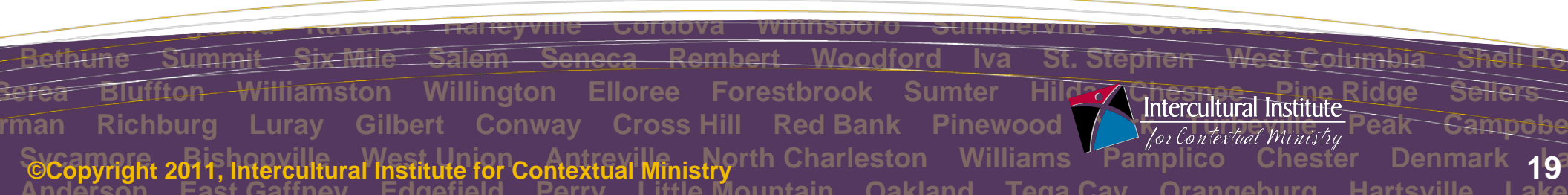


Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	68.52%	58.84%	85.87
Families with Children	33.69%	30.68%	91.07
Families without Children	34.83%	28.16%	80.85
Non-Family Households			
% Non-Family Households	31.48%	41.13%	130.67
Non-Families with Children	0.1	0.12	114.61
Non-Families without Children	31.38	41.02	130.73
Housing Units			
			Index
Total Housing Units	124,693	19,162	
Vacant percent	12.02%	14.52%	120.75
Owned percent	62.54%	43.56%	69.65%
Rented Percent	25.44%	41.92%	164.8
Households by Size			
			Index
Avg household size	2.59	2.45	94.59
Avg family hh size	3.25	3.28	100.92
Avg non-family hh size	1.15	1.26	109.57
Households By Count of Persons			
			Percent
One	30,817	5,896	19.13%
Two	31,481	4,307	13.68%
Three or Four	36,240	4,478	12.36%
Five+	11,163	1,699	15.22%



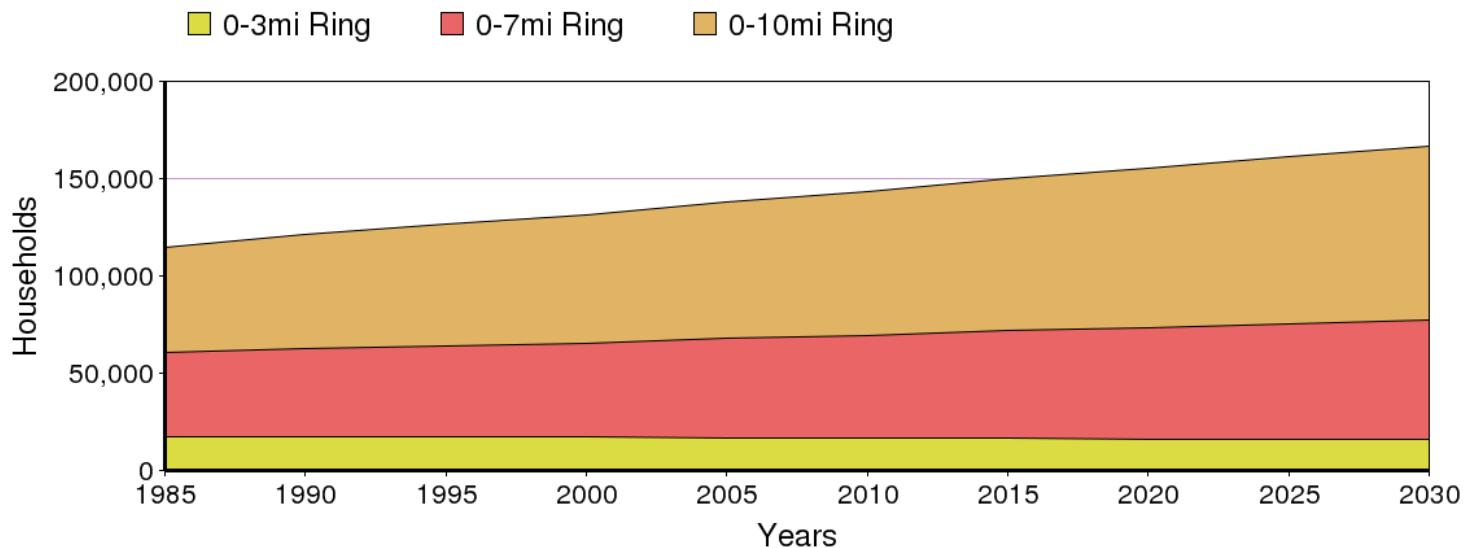
Projected Demographic Summary

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	226,800	47,012	20.73%
2000 Population	253,791	44,609	17.58%
2010 Population	291,867	44,334	15.19%
2015 Population	317,077	46,344	14.62%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	84,502	17,511	20.72%
2000 Households	97,735	17,009	17.4%
2010 Households	109,701	16,384	14.94%
2015 Households	114,981	16,638	14.47%

Household Change from 1985 to 2030



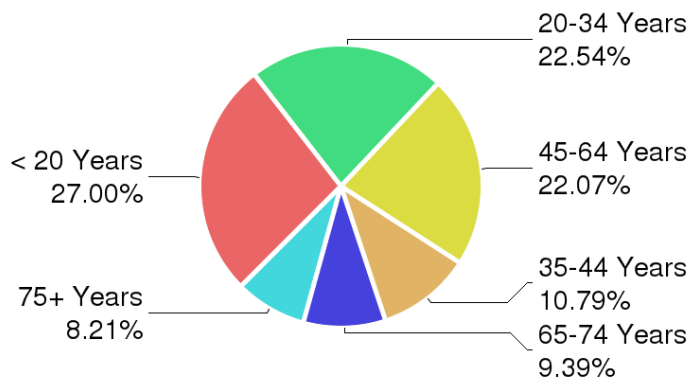
Projected Demographic Summary

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	5.53%	5.89%	106.51
4-5 Years	2.43%	2.46%	101.23
6-8 Years	3.73%	3.86%	103.49
9-11 Years	3.71%	3.69%	99.46
12-13 Years	2.44%	2.38%	97.54
14-17 Years	5.65%	5.34%	94.51
18-19 Years	3.92%	3.4%	86.73
0-5 Years	7.96%	8.34%	104.77
6-12 Years	8.68%	8.75%	100.81
13-19 Years	10.78%	9.91%	91.93
< 20 Years	27.42%	27%	98.47
20-34 Years	22.68%	22.54%	99.38
35-44 Years	11.93%	10.79%	90.44
45-64 Years	22.29%	22.07%	99.01
65-74 Years	8.04%	9.39%	116.79
75+ Years	7.65%	8.21%	107.32
Median Age	38	39	102.05
Median Age (Male)	37	36	97.84
Median Age (Female)	40	41	103.62

Projected Age Group Percentages



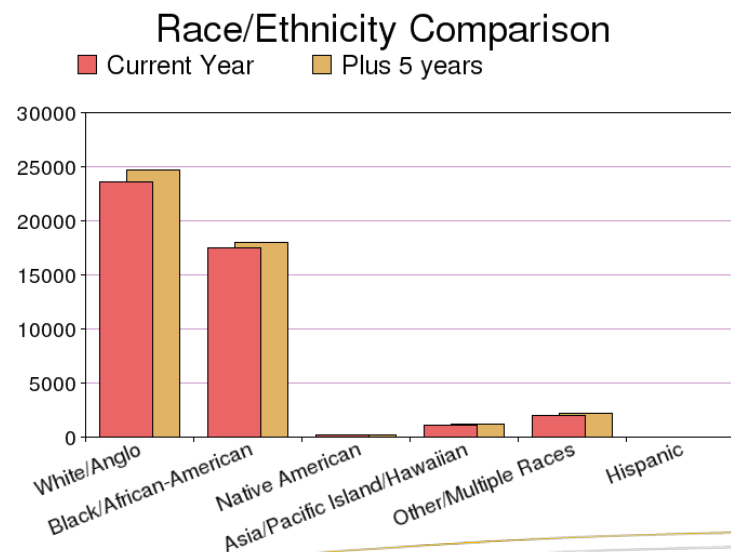
Projected Demographic Summary

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	53.17%	53.37%	100.37
Black, African-American	39.55%	38.81%	98.14
Native American	0.41%	0.42%	103.1
Asian	2.34%	2.54%	108.67
Pacific Island, Hawaiian	0.07%	0.08%	121.17
Other/Multiple Races	4.47%	4.78%	106.92
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	27,647	29,102	
Less than 9th Grade	10.02%	8.59%	85.81
No High School Diploma	18.12%	15.83%	87.4
High School Graduate	32.2%	33.65%	104.52
Some College, no degree	16.46%	16.46%	100.01
Associate Degree	7.95%	9.22%	116.01
College Degree	9.85%	10.37%	105.29
Graduate/Prof. degree	5.41%	5.86%	108.41



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	13.68%	12.89%	94.25
\$10,000 to \$19,999	21.33%	22.34%	104.73
\$20,000 to \$29,999	15.41%	14.62%	94.88
\$30,000 to \$49,999	21.79%	20.46%	93.89
\$50,000 to \$59,999	7.02%	7.02%	100.01
\$60,000 to \$69,999	6%	6.1%	101.68
\$70,000 to \$79,999	4.14%	4.33%	99.64
\$80,000 to \$89,999	2.49%	2.81%	107.89
\$90,000 to \$99,999	1.5%	1.63%	108.48
\$100,000 to \$249,999	2.94%	3.37%	114.65
\$125,000 to \$149,999	1.46%	1.69%	115.78
\$150,000 to \$199,999	1.61%	1.94%	120.11
\$200,000 to \$249,999	0.23%	0.29%	124.39
\$250,000 or more	0.37%	0.41%	109.77
Median Household	31,586	32,554	103.06
Average Household	41,962	44,613	106.32
Per Capita Household	15,943	16,492	103.44
Family/Non-Family Household Income			
Median Family Income	41,242	43,583	105.68
Average Family Income	50,994	54,832	107.53
Median Non-Family Income	20,373	21,277	104.44
Average Non-Family Income	27,081	28,381	104.8

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.

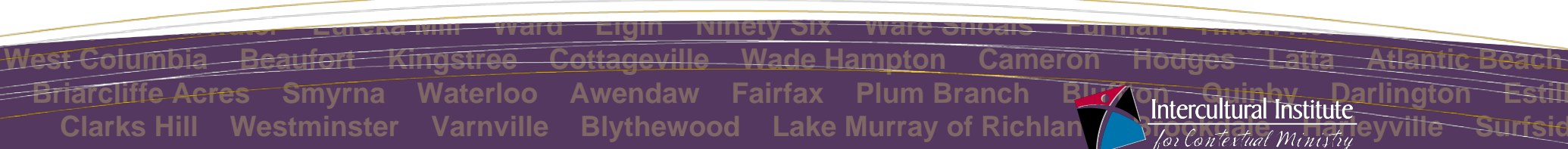
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.84%	57.37%	97.5
Families with Children	30.68	29.58	96.42
Families without Children	28.16	27.16	96.45
Non-Family Households			
% Non-Family Households	41.13%	42.63%	103.63
Non-Families with Children	0.12	0.05	103.63
Non-Families without Children	41.02	42.58	103.81
Housing Units			
Total Housing Units	19,162	19,462	101.57%
Vacant percent	14.52%	14.51%	99.94
Owned percent	43.56%	43.18%	99.13
Rented Percent	41.92%	42.31%	100.92
Households by Size			
Avg household size	2.45	2.53	103.27%
Avg family hh size	3.28	3.49	106.4%
Avg non-family hh size	1.26	1.24	98.41%
Households By Count of Persons			
One	5,896	6,324	107.26%
Two	4,307	3,690	85.67%
Three or Four	4,478	4,590	102.5%
Five+	1,699	2,035	119.78%

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	2,233	3,602	1,508
Northern Europe	78	174	86
Western Europe	95	317	177
Southern Europe	46	163	72
Eastern Europe	35	205	128
Other Europe	0	0	0
Eastern Asia	133	245	54
So. Central Asia	148	226	143
SE Asia	292	801	319
Western Asia	29	13	10
Other Asia	7	19	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	4	1
Middle Africa	24	3	0
Northern Africa	34	3	10
Southern Africa	0	0	0
Western Africa	7	29	4
Other Africa	0	0	0
Oceania	5	12	0
Caribbean	39	95	28
Central Amer.	1,156	940	347
South America	44	179	70
North America	61	174	59
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	36,430	72,108	41,655
Spanish	2,059	2,501	1,201
Other Indo-Euro language	640	1,436	864
French (incl. Patois, Cajun)	157	349	162
French Creole	0	0	0
Italian	29	107	8
Portuguese	0	40	11
German	170	416	294
Yiddish	0	0	0
Other West Germanic	12	37	10
A Scandinavian Language	13	14	0
Greek	61	133	111
Russian	8	50	99
Polish	0	12	20
Serbo-Croatian	4	1	0
Other Slavic Language	16	53	5
Armenian	0	0	0
Persian	0	8	6
Gujarathi	67	44	39
Hindi	58	75	45
Urdu	18	27	13

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	9	38	22
Asian/PI languages	0	0	0
Chinese	52	174	69
Japanese	34	99	31
Korean	31	74	0
Mon-Khmer, Cambodian	98	41	72
Miao, Hmong	128	609	72
Thai	0	0	5
Laotian	13	312	93
Vietnamese	35	173	36
Other Asian	0	10	62
Tagalog	63	46	17
Other Pacific Is	7	44	0
Other languages	93	107	16
Navajo	0	0	0
Other Native N. American	7	20	3
Hungarian	8	6	0
Arabic	60	24	13
Hebrew	0	21	0
African languages	18	23	0
Other unspecified	0	13	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	31,839	61,465	32,992
Arab	74	72	41
Armenian	0	0	20
Austrian	10	66	32
British	108	266	121
Canadian	91	89	16
Croatian	12	22	9
Czech	5	59	13
Czechoslovak	18	19	6
Danish	42	114	34
Dutch	151	539	441
English	1,835	6,726	3,439
European	223	713	215
Finnish	0	3	28
French (not Basque)	282	1,013	509
French Canadian	87	202	101
German	1,393	4,648	2,516
Greek	82	237	133
Hungarian	71	105	65
Iranian	0	12	9

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,740	5,016	2,773
Italian	485	1,388	570
Lithuanian	1	16	7
Norwegian	90	221	89
Polish	267	353	190
Portuguese	19	65	22
Romanian	0	25	17
Russian	35	236	85
Scandinavian	29	14	9
Scotch-Irish	805	2,566	1,220
Scottish	258	1,222	585
Slovak	2	30	5
Subsaharan African	438	462	177
Swedish	52	224	110
Swiss	21	128	66
Ukrainian	13	52	20
US/American	5,188	12,859	9,588
Welsh	79	186	119
West Indian	32	35	13
Yugoslavian	0	14	1
Other	17,800	21,450	9,580



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

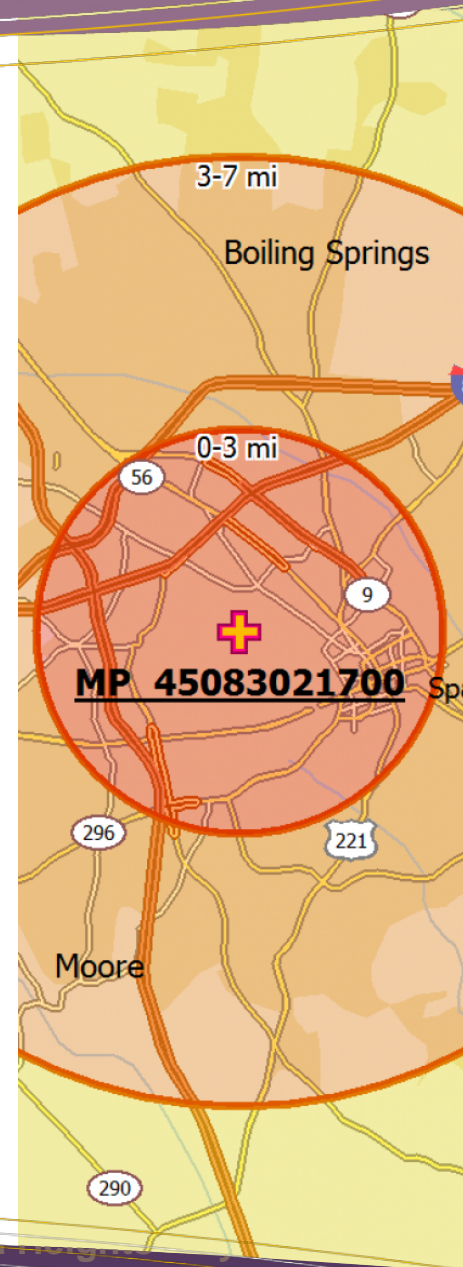
Issues for Your Consideration - continued

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	16,384	100%	11,732	100%
AFFLUENT SUBURBIA	83	0.51%	57	0.49%
America's Wealthiest	0	0%	0	0%
Dream Weavers	11	0.07%	8	0.07%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	28	0.17%	19	0.16%
Small Town Success	44	0.27%	30	0.26%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,517	9.26%	1,044	8.9%
Status Conscious Consumers	36	0.22%	25	0.21%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,169	7.14%	785	6.69%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	312	1.9%	234	1.99%
SM TWN SUCCESS	230	1.4%	382	3.26%
Successful Urban Sprawl	15	0.09%	234	1.99%
2nd City Homebodies	34	0.21%	11	0.09%
Prime Middle America	0	0%	22	0.19%
Urban Optimists	181	1.1%	0	0%
Family Convenience	0	0%	115	0.98%
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	16,384	100%	11,732	100%
BLUE COLLAR BACKBONE	738	4.5%	498	4.24%
Nuevo Hispanic Fam.	3	0.02%	2	0.02%
Working Rural Suburbia	3	0.02%	2	0.02%
Lower Income Essentials	464	2.83%	313	2.67%
Small Town Endeavors	268	1.64%	181	1.54%
AMER. DIVERSITY	915	5.58%	602	5.13%
Ethnic Urban Mix	25	0.15%	18	0.15%
Urban Blues	604	3.69%	389	3.32%
Professional Urbanites	137	0.84%	99	0.84%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	149	0.91%	96	0.82%
Mature America	0	0%	0	0%
METRO FRINGE	3,549	21.66%	2,447	20.86%
Steadfast Conservative	2,213	13.51%	1,517	12.93%
Moderate Conventionalists	26	0.16%	17	0.14%
Southern Blues	95	0.58%	67	0.57%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1,215	7.42%	846	7.21%

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	16,384	100%	11,732	100%
REMOTE AMERICA	140	0.85%	82	0.7%
Hardy Rural Fam.	3	0.02%	2	0.02%
Rural Southern Living	137	0.84%	80	0.68%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,446	14.93%	1,808	15.41%
Young Cosmopolitans	84	0.51%	66	0.56%
Minority Metro Communities	2,098	12.81%	1,554	13.25%
Stable Careers	218	1.33%	157	1.34%
Aspiring Hispania	46	0.28%	31	0.26%
RURAL VILLAGES & FARMS	45	0.27%	54	0.46%
Aspiring Hispania	0	0%	31	0.26%
Industrious Country Living	0	0%	0	0%
America's Farmland	9	0.05%	0	0%
Comfy Country Living	8	0.05%	6	0.05%
Small Town Connections	28	0.17%	5	0.04%
Hinterland Fam.	0	0%	12	0.1%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	16,384	100%	11,732	100%
STRUGGLING SOCIETIES	2,886	17.61%	1,967	16.77%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	308	1.88%	209	1.78%
Struggling city Centers	2,437	14.87%	1,652	14.08%
College Town Communities	16	0.1%	13	0.11%
New Beginnings	125	0.76%	93	0.79%
URBAN ESSENCE	3,714	22.67%	2,702	23.03%
Unattached Multicultures	40	0.24%	28	0.24%
Academic Necessities	3	0.02%	2	0.02%
Af. Amer. Neighborhoods	1,433	8.75%	1,002	8.54%
Urban Diversity	103	0.63%	74	0.63%
New Generation Activists	343	2.09%	231	1.97%
Getting By	1,792	10.94%	1,365	11.63%
VARYING LIFESTYLES	119	0.73%	89	0.76%
Military Family Life	0	0%	0	0%
Major University Towns	16	0.1%	13	0.11%
Gray Perspectives	103	0.63%	76	0.65%



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?

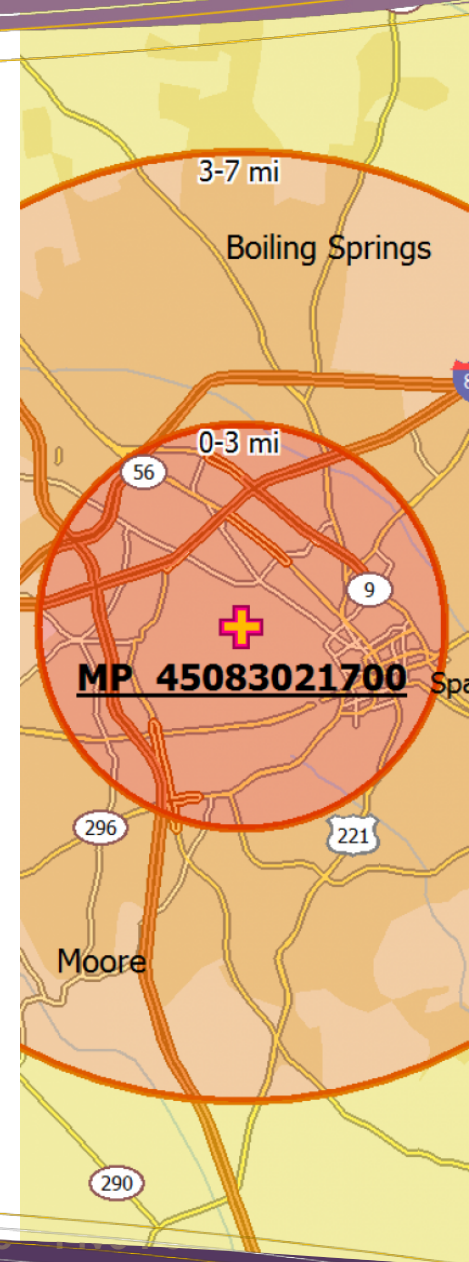
Potential Cultural Bridges

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%	75%	77%
Use Comp. for Internet/E-mail	46%	57%	59%
Internet Use: E-Mail	41%	49%	50%
Use Comp. for Comp. Games	34%	38%	39%
Use Comp. for Education	29%	32%	33%
Use Comp. for Word Processing	29%	37%	38%
Use Comp. for Shopping	26%	33%	34%
HH Owns DVD Player	26%	28%	29%
Use Comp. for Digital Camera	24%	31%	32%
Photo Editing			
Use Comp. for Banking	23%	30%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	21%	27%	27%
Internet Use: Banking	20%	25%	26%
Use Comp. for News/Info./Data	17%	22%	22%
Service			
PC-Network-HH Has One	15%	19%	19%
HH Owns Video/Webcam	11%	11%	11%
Internet Use: Research/ Education	11%	12%	12%
Internet Use: Shopping: Gathered	11%	13%	13%
Info. for Shopping			
Use Comp. for Personal Financial	11%	14%	14%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	11%	13%	12%
Use Comp. for Accounting	10%	14%	14%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	68%	68%
Reading Books	50%	53%	53%
Dining Out (Not Fast Food)	48%	56%	56%
Card Games	39%	41%	41%
Cooking for Fun	34%	36%	36%
Go To A Beach/Lake	29%	35%	36%
Board Games	28%	31%	32%
Gardening	27%	32%	33%
Going To	17%	19%	19%
Bars/Nightclubs/Dancing			
Visit Museum	17%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	67%	68%
Gen./Fam. Practitioner	36%	39%	40%
Dentist	23%	27%	27%
Backache	23%	22%	22%
Eye Dr.	20%	21%	21%
Hypertension/High Blood Pressure	19%	19%	19%
None Of These	19%	20%	20%
High Cholesterol	16%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	14%	14%	15%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	25.41%	28.47%	28.18%
Live Theater	17.65%	21.35%	20.81%
Rock/Pop Concerts Most Often	13.92%	15.37%	15.14%
Live Theater Most Often	13.74%	17.29%	16.95%
Dance Performance	10.07%	9.62%	9.16%
Comedy Club	10.02%	10.17%	10.01%
Movies: Comedy	39.81%	40.65%	40.8%
Movies: Action/Adventure	39.32%	39.35%	39.42%
Movies: Drama	22.51%	21.82%	21.24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.64%	20.99%	21.05%
Movies: Mystery	20.24%	18.4%	17.9%
Movies: Romantic Comedy	19.53%	20.81%	20.61%
MLB Baseball Reg. Season	5.04%	7.54%	7.71%
College Football Reg. Season	4.74%	6.26%	6.25%
NFL Football Reg. Season	4.72%	6.61%	6.67%
NBA Basketball Reg. Season	3.23%	3.78%	3.71%
College Basketball Reg. Season	3.2%	4.15%	4.23%
Auto Racing Events	2.15%	2.86%	2.97%

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	36.18%	40.31%	40.28%
Swimming	25.89%	31.55%	32.41%
Bowling	19.8%	21.64%	21.91%
Billiards/Pool	17.36%	18.51%	18.89%
Basketball	16.32%	15.92%	15.8%
Jogging/Running	15.37%	15.84%	15.43%
Freshwater Fishing	14.23%	16.08%	17.25%
Weight Training	13.38%	16.02%	16.09%
Baseball	11.39%	11.39%	11.33%
Football	11.27%	10.72%	10.54%
Using Cardio Machine	11%	13.81%	13.83%
Camping Trips	10.82%	13.12%	14.08%
Stationary Cycling	10.34%	11.85%	11.69%
Aerobics	10.32%	10.75%	10.35%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	9.77%	13.34%	13.41%
Mountain/Road Biking	9.55%	11.85%	12%
Volleyball	8.86%	8.69%	8.71%
Backpacking/Hiking	7.67%	9.12%	9.26%
Softball	7.44%	7.92%	7.98%
Soccer	6.9%	7.11%	7.02%
Target Shooting	6.73%	7.88%	8.39%
Hunting	6.64%	7.7%	8.57%
Saltwater Fishing	6.62%	7.47%	7.77%
Yoga	6.46%	6.96%	6.85%
Tennis	6.11%	7.08%	7%
Power Boating	5.69%	7.55%	7.63%
Roller Skating	5.48%	5.51%	5.37%
Ice Skating	5.35%	5.25%	5.11%

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	5.03%	6.28%	6.35%
Motorcycling	4.86%	5.7%	5.95%
Horseback Riding	4.53%	5.08%	5.43%
Snorkeling	4.32%	4.87%	4.76%
Fly Fishing	4.16%	4.3%	4.34%
Jet Skiing	4.05%	4.5%	4.39%
Auto Racing	3.85%	3.19%	3.2%
Racquetball	3.82%	4.01%	3.93%
Downhill & X-Country	3.62%	4.48%	4.38%
Skiing			
Hockey	3.56%	3.55%	3.41%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.51%	3.28%	3.21%
Water Skiing	3.46%	4.03%	3.99%
Rock Climbing	3.41%	3.48%	3.43%
Archery	3.39%	3.93%	4.21%
Snowboarding	3.31%	3.45%	3.35%
Martial Arts	3.2%	3.24%	3.11%
Snowmobiling	3.16%	3.46%	3.5%
Sailing	2.72%	3.13%	3%
Surfing & Windsurfing	2.64%	2.72%	2.63%
Rowing	2.28%	2.71%	2.66%



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.

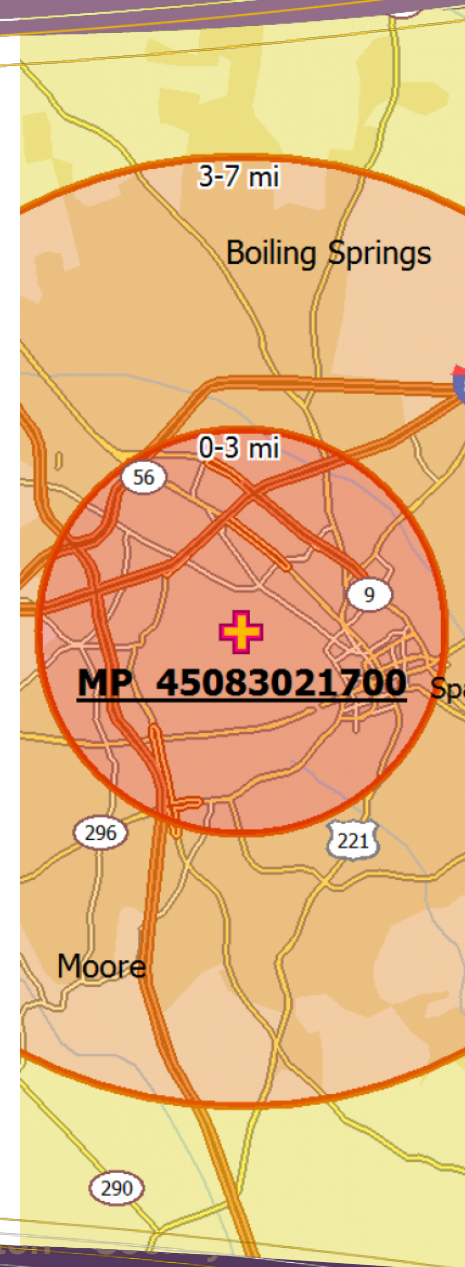
BIBLICAL BARRIERS

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.

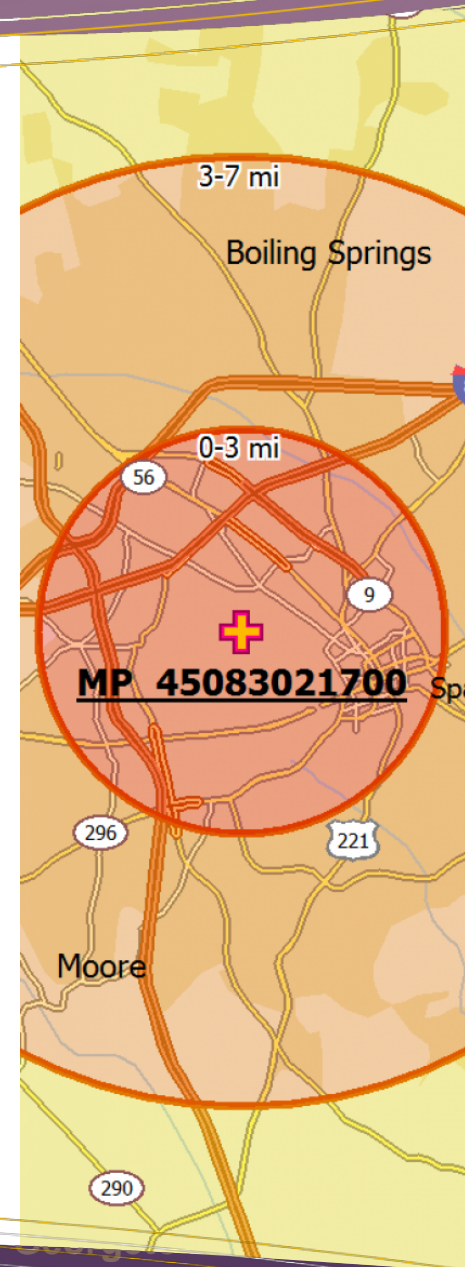
CULTURAL BARRIERS OF ACCEPTANCE

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.

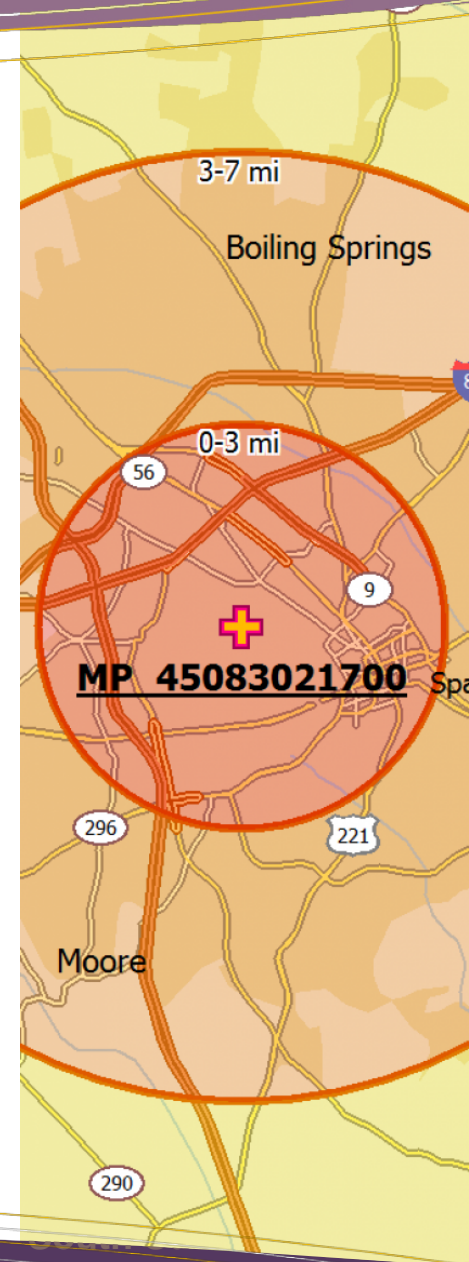
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	50%
Speak My Mind Even If It Upsets People	38%	36%	36%
Like Control Over People And Resources	38%	35%	34%
Find It Difficult To Say No To My Kids	35%	37%	38%
Woman's Place Is In The Home	33%	34%	34%
Don't Judge People/Way They Live Life	31%	30%	29%
Too Much Sponsorship In Arts/Sports	29%	25%	24%
Prefer To Have Few Possessions As Possible	29%	33%	33%
Like To Do Unconventional Things	28%	29%	29%
Money Is Best Measure Of Success	24%	25%	25%
If Won Lottery Would Never Work Again	23%	27%	27%
I Am A Workaholic	23%	20%	19%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	23%	21%	21%
Friends More Important Than My Fam.	22%	24%	24%
Marijuana Should Be Legalized	21%	21%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
We Should Strive for Equality for All	17%	15%	14%
Only Work Current Job for The Money	15%	14%	14%
Happy With My Standard Of Living	13%	13%	12%
On Whole People Get What They Deserve	11%	10%	10%
Very Happy With My Life As It Is	11%	8%	7%
I Am A Perfectionist	10%	8%	7%
Little I Can Do To Change My Life	9%	8%	8%

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:

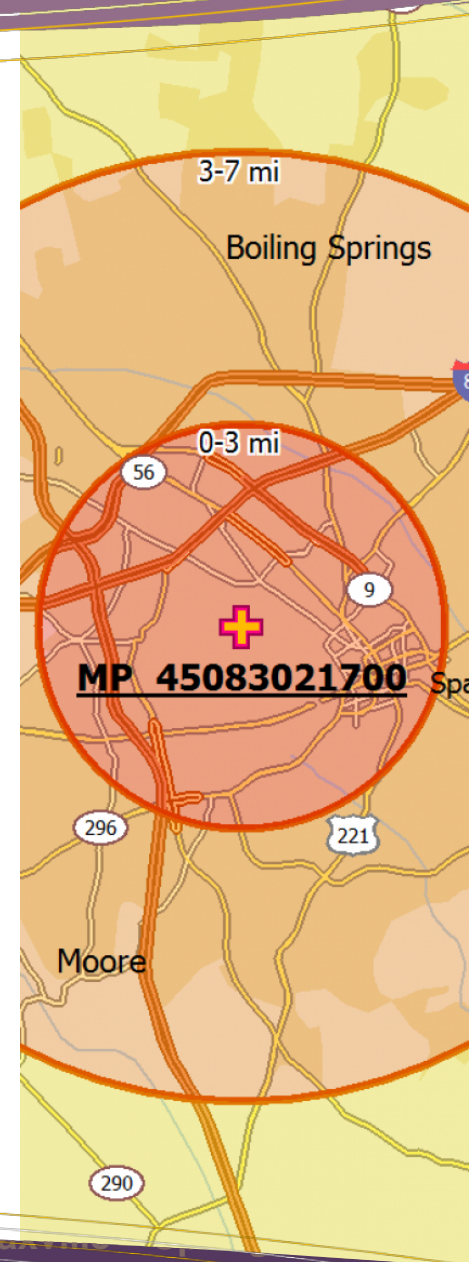
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	54%	61%	62%
Like To Understand About Nature	38%	38%	38%
Prefer Work Part Of Team Than Alone	36%	35%	35%
Important Feel Respected By My Peers	35%	34%	33%
Important To Juggle Various Tasks	34%	31%	31%
Good At Fixing Things	31%	28%	28%
Prefer To Have Few Possessions As Possible	29%	33%	33%
Have Keen Sense Of Adventure	26%	27%	27%
People Have To Take Me As They Find Me	22%	24%	24%
Consider Myself Interested In The Arts	22%	20%	19%
Like To Just Enjoy Life	20%	22%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	18%	17%
Provide My Kids With The Little Extras	18%	14%	14%
Worried About Pollution Caused By Cars	17%	19%	19%
Real Men Don't Cry	17%	17%	16%
Try Not To Worry About The Future	16%	15%	15%
Is An Important Part Of Who I Am	15%	15%	15%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	7%	6%	5%
Like Spending Most Time With Fam.	6%	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	85.64%	85.62%	86.12%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.87%	80.84%	81.82%
Houses-Visit Any			
McDonald's	55.57%	56.32%	57.04%
Burger King	39.76%	38.01%	37.97%
Kentucky Fried Chicken (KFC)	33.76%	30.09%	30%
Wendy's	30.06%	31%	31.25%
Subway	29.71%	30.83%	31.39%
Taco Bell	27.46%	28.34%	29.13%
Applebee's	25.56%	29.25%	30.02%
Pizza Hut	24.47%	22.34%	22.79%
Arby's	21.22%	22.32%	23.28%
Red Lobster	18.45%	17.82%	17.68%

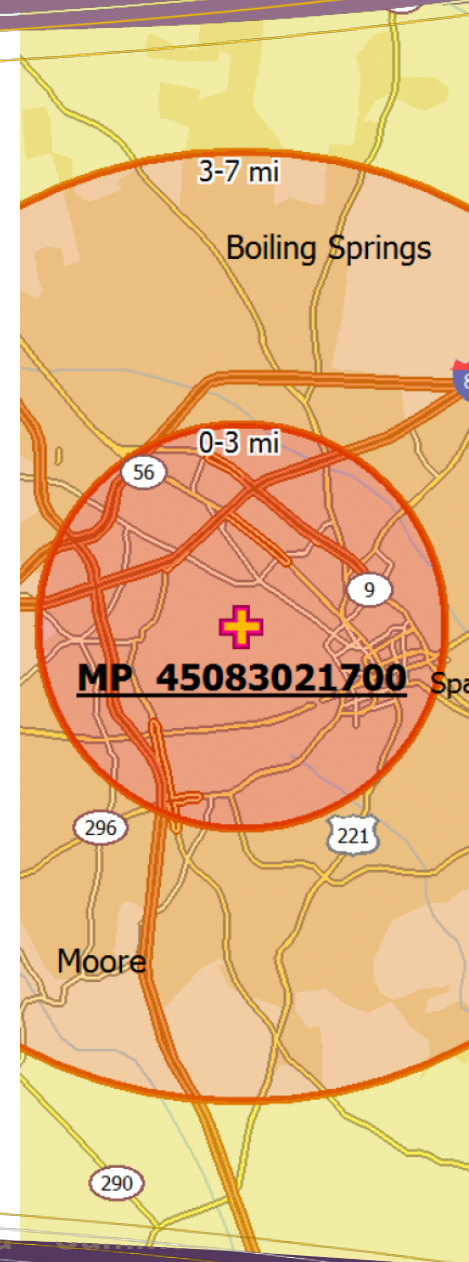
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.14%	20.59%	20.65%
Dairy Queen	17.93%	17.45%	17.9%
Domino's Pizza	16.69%	14.94%	14.71%
IHOP (International House Of Pancakes)	15.15%	14.76%	14.58%
Sonic	14.42%	13.47%	14.01%
Golden Corral	14.01%	12.13%	12.38%
Popeyes	13.26%	10.37%	9.69%
Outback Steakhouse	13.14%	15.22%	15.22%
TGI Friday's	12.88%	13.41%	12.98%
Denny's	12.83%	12.05%	12.01%
Chick-Fil-A	12.83%	14.43%	14.68%
Dunkin' Donuts	12.78%	12.29%	11.57%

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!

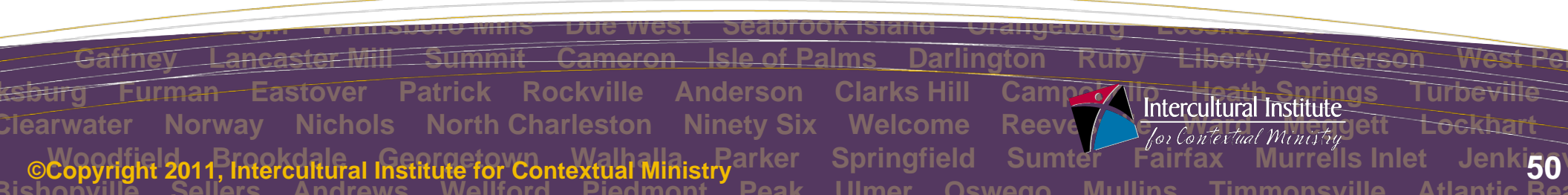


Potential Shared Projects

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	39.91%	46.49%	46.92%
Recycled products	25.37%	32.99%	33.59%
Worked as volunteer (non political)	13%	16.35%	16.64%
Engaged in fund raising	9.63%	11.27%	11.28%
Religious club member	7.38%	7.94%	7.94%
Church Board	5.43%	5.61%	5.51%

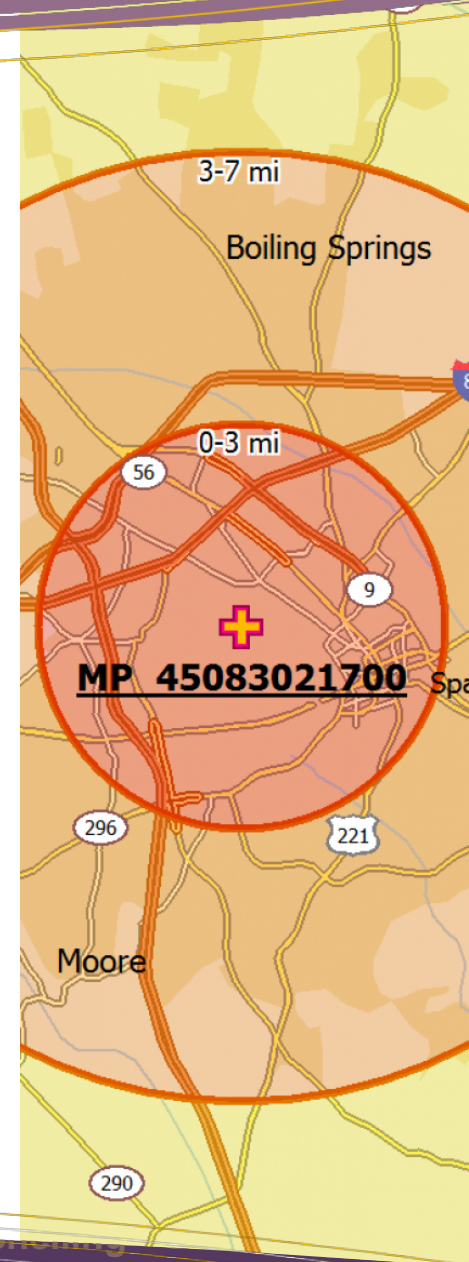
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.83%	5.6%	5.69%
Took active part in local civic issue	4.71%	5.31%	5.27%
Wrote to elected offcl about publ bus	4.44%	5.93%	6.04%
Union member	4.33%	5.27%	5.35%
Charitable Organization	4.28%	5.2%	5.29%
Fraternal order member	4.04%	4.7%	4.72%



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	13.48%	16.71%	16.67%
Children's Books	12.31%	13.45%	13.43%
Mystery	9.58%	11.29%	11.45%
Religious (not Bibles)	9.01%	9.39%	9.43%
Cookbooks	8.85%	10.24%	10.32%
Romance	6.68%	7.01%	7.02%
Personal/Business	5.81%	6.91%	6.88%
Self-help			
Biography	5.59%	6.78%	6.64%
History	5.53%	6.73%	6.77%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	63.51%	68.23%	68.18%
Gen. Editorial	48.83%	48.67%	48.03%
Womens	43.59%	43.47%	43.05%
Service	30.7%	34.2%	34.78%
Mens	18.46%	18.72%	18.69%
Music	16.96%	14.07%	13.32%
Business/Finance	16.64%	19.37%	18.78%
Parenthood	14.72%	14.08%	14%
Sports	14.17%	15.23%	15.02%

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	48.52%	53.58%	54.26%
Classified	33.6%	32.58%	33.14%
Sport	28.86%	31.44%	31.78%
Editorial Page	25.27%	29.11%	29.74%
Comics	24.46%	26.21%	26.75%
Business/Finance	23.17%	28.56%	28.64%
Movie Listings & Reviews	22.84%	25.43%	25.42%
Food/Cooking	22.37%	24.87%	25.11%
TV/Radio Listings	21.87%	23.42%	23.69%
Home/Gardening	17.83%	20.88%	21.23%
Travel	15.49%	19.15%	19.23%
Fashion	14.54%	15.32%	15.04%
Science/Technology	13.97%	17.31%	17.41%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	30.42%	22.34%	20.11%
CHR Contemp Hit Radio	18.29%	17.85%	17.77%
Country	14.79%	17.14%	19.1%
Adult Contemporary	13.23%	15.76%	16.27%
Oldies	9.8%	11%	11.08%
Variety	8.88%	9.05%	8.68%
Rock	8.08%	10.75%	11.4%
Jazz	7.47%	7.24%	6.7%
News/Talk	7.41%	11.32%	11.45%
Classic Rock	6.42%	8.5%	8.87%
Gospel	6.16%	4.58%	4.32%
Alternative	6.13%	8.73%	8.86%
Religious	5.14%	6.28%	6.38%
Soft Contemporary	4.95%	6.41%	6.51%
All News	4.87%	6.39%	6%
Hispanic	4.46%	3.43%	3.18%
Sports	2.94%	3.95%	3.86%
All Talk	2.86%	4.27%	4.13%

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	58.28%	62.61%	63.13%
Satellite Dish	49.32%	52.95%	53.8%
Soapnet	49.08%	50.75%	50.86%
Other Video-On-Demand	47.64%	43.84%	43.79%
Sci-Fi Channel	33.39%	35.78%	36.26%
Subscribe Digital Cable	32.36%	31.39%	30.94%
MSNBC	31.38%	32.89%	33.21%
Adult Pay Per View TV	30.4%	33.68%	34.07%
TV Info From Sunday TV Magazine	26.25%	28.51%	28.71%
Comedy Central	25.42%	30.9%	30.31%
TV Info From Newspapers	24.99%	26.28%	26.49%
Nickelodeon	24.85%	27.31%	28.07%

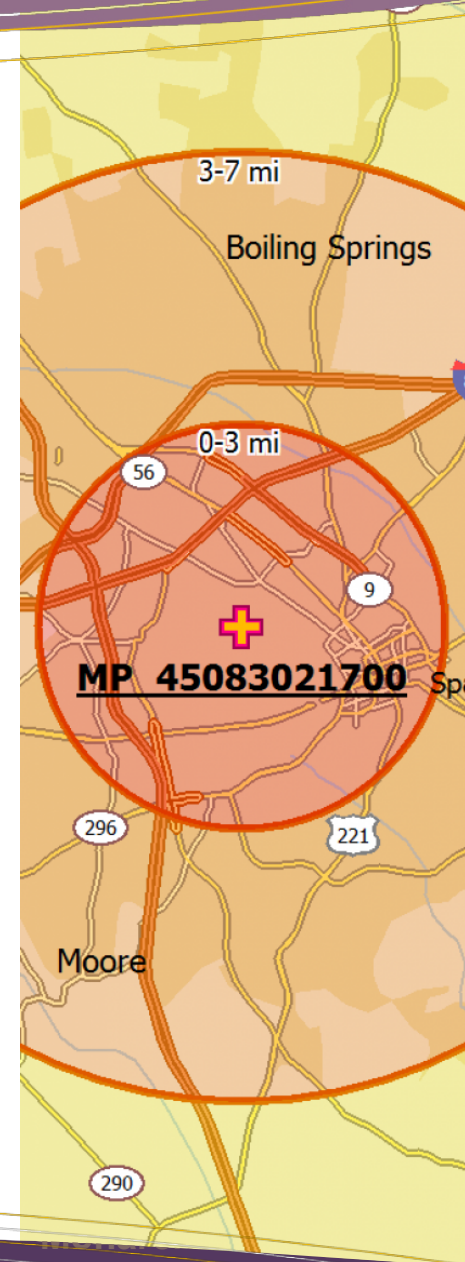
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	23.2%	24.74%	25.27%
BET (Black Entertainment TV)	23.19%	24.08%	23.94%
TV Info From Monthly Cable Guide	23.01%	23.67%	24.07%
TCM (Turner Classic Movies)	22.72%	24.69%	24.75%
Hallmark Channel	22.34%	25.05%	25.14%
USA Network	21.18%	23.78%	23.96%
ESPN2	21.14%	23.33%	22.82%
ABC Fam.	21.04%	24.15%	23.82%
TV Info From Other	20.65%	21.15%	21.02%
Adult Swim	19.99%	24.63%	25.55%
The Golf Channel	19.77%	23.19%	23.14%
Lifetime	19.74%	21.47%	21.68%

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.



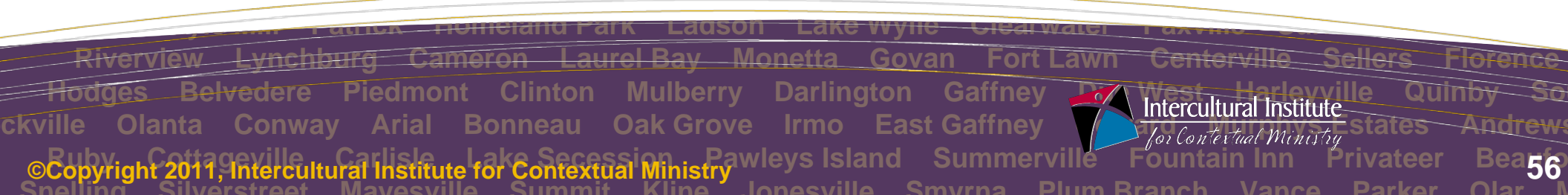
Ridge Spring Branchville Harleyville Bamberg Santee Rembert Burton Patrick Lugoff Elgin Wathalla
Elgin Hollywood Bethune Hodges City View South Congaree Aiken Piedmont Woodruff Olanta Fol
Gayle Mill Millwood Pickens Surfside Beach Jefferson Pacolet Hilton Head Island Simpson Estill Wa
Inman Atlantic Beach McColl Bowman Pelzer Mauldin Hemingway Gilbert Salem Ladson Greenwo
rman Cheraw Perry Six Mile Jackson Due West Gantt Mount Carmel Williamston Prosperity Goose Cr

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+)	15.88%	19.22%	19.3%
Medium Users (4-6)	8.79%	10.24%	10.34%
Light Users (1-3)	18.76%	20.12%	20.23%
Quintiles (20%)			
Newspaper I (Heavy)	1.24%	1.2%	1.24%
Newspaper II	1.6%	1.52%	1.5%
Newspaper III	2.02%	2.1%	2.11%
Newspaper IV	0.52%	0.49%	0.59%
Newspaper V (Light)	0.96%	0.96%	1%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.72%	19.8%	19.84%
Magazines II	9.57%	9.12%	9.15%
Magazines III	10.1%	9.9%	9.92%
Magazines IV	12.97%	11.97%	11.91%
Magazines V (Light)	0.77%	0.82%	0.77%
Outdoor I (Heavy)	8.49%	7.54%	7.26%
Outdoor II	4.21%	3.35%	3.12%
Outdoor III	4.97%	4.09%	3.91%
Outdoor IV	17.59%	16.38%	16.42%
Outdoor V (Light)	24.24%	24.69%	24.85%
Yellow Pages I (Heavy)	16.28%	15.49%	15.46%
Yellow Pages II	7.27%	6.73%	6.46%
Yellow Pages III	8.96%	6.91%	6.51%
Yellow Pages IV	24.67%	22.58%	22.72%
Yellow Pages V (Light)	5.32%	4%	3.83%

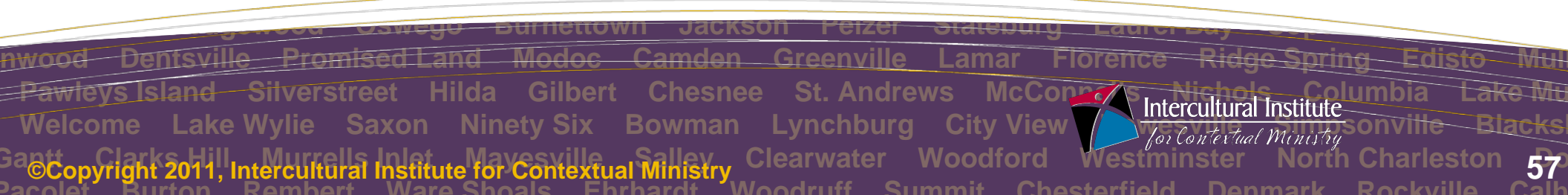


Potential Multimedia Usage

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)	2.97%	2.93%	2.99%
Drive Time III (Medium)	0.94%	0.79%	0.77%
Radio IV & V (Light)	2.88%	2.6%	2.48%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.91%	9.84%	9.76%
Radio III (Medium)	4.06%	4.5%	4.7%
Radio IV & V (Light)	3.88%	3.73%	3.64%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.65%	13.52%	13.54%
Cable III (Medium)	5.74%	4.62%	4.61%
Cable IV & V (Light)	38.32%	35.16%	34.76%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.07%	3.77%	3.72%
Prime Time III (Medium)	1.58%	1.75%	1.89%
Prime Time IV & V (Light)	10.71%	9.18%	9.12%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.85%	39.46%	39.56%
Fringe III (Medium)	54.57%	52.93%	53.27%
Fringe IV (Light)	54.72%	55.14%	55.7%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.05%	14.72%	14.27%
All Day III (Medium)	24.52%	23.68%	23.77%
All Day IV (Light)	17.66%	15.69%	14.98%



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]	10.91%	12.07%	12.09%
6:00am - 10:00am	14.69%	16.41%	15.81%
10:00am - 3:00pm	12.79%	9.76%	8.81%
3:00pm - 7:00pm	16.98%	15.05%	14.7%
7:00pm - Midnight	11.71%	13.37%	13.14%
Midnight - 6:00am	8.03%	6.94%	6.41%
Weekend Radio			
Listeners			
Dayparts [summary]	15.2%	15.15%	15.22%
6:00am - 10:00am	3.25%	4.05%	4.02%
10:00am-3:00pm	5.32%	5.83%	5.46%
3:00pm - 7:00pm	9.16%	8.06%	7.81%
7:00pm - Midnight	9.56%	9.8%	9.73%
Midnight - 6:00am	13.8%	12.52%	11.9%

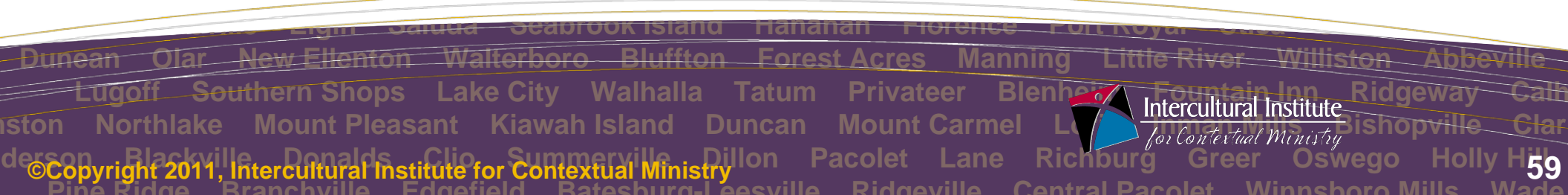
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6%	8.03%	8.15%
Saturday: 8:00-11:00pm	7.71%	8.12%	8.06%
Sunday: 7:00-11:00pm	9.01%	9.79%	9.87%
9:00am-1:00pm	23.2%	24.74%	25.27%
9:00am-4:00pm	26.82%	28.59%	29.09%
4:00pm-7:00pm	27.7%	30.14%	29.84%
11:00pm-1:00am	40.56%	41.23%	41.43%
AVG Prime time	4.89%	3.93%	3.69%
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	16.45%	17.1%	16.9%
7-9am	21.14%	23.33%	22.82%
9am-12noon	17.12%	19.98%	20.81%
12noon-4pm	9.7%	8.61%	8.28%
4-6pm	44.06%	48.9%	48.46%
6-7pm	16.74%	18.01%	18.34%
7-7:30pm	1.45%	1.6%	1.51%
7:30-8pm	11.39%	11.1%	11.27%
8-11pm	6%	8.03%	8.15%
11pm-12am	31.38%	32.89%	33.21%
11pm-1am	40.56%	41.23%	41.43%
1-6am	29.69%	32.01%	31.25%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.68%	18.45%	18.44%
Sat: 10am-1pm	8.85%	8.74%	8.56%
Sat: 1-4pm	23.64%	24.74%	25.01%
Sat: 4-6pm	7.58%	7.31%	7.33%
Sat: 6-7pm	1.47%	2.07%	2.09%
Sat: 7-8pm	0.83%	1.1%	1.03%
Sat: 8-11pm	7.71%	8.12%	8.06%
Sat: 11pm-1am	5.75%	5.78%	5.52%
Sat: 1am-7pm	21.18%	23.78%	23.96%
Sun: 7-10am	2.11%	2.24%	2.22%
Sun: 10am-1pm	5.28%	6.31%	6.55%
Sun: 1-4pm	4.91%	5.85%	5.97%
Sun: 4-7pm	11.69%	13%	13.36%
Sun: 7-11pm	9.01%	9.79%	9.87%
Sun: 11pm-1am	5.11%	5.21%	5.3%
Sun: 1-7am	19.07%	21.25%	21.62%



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

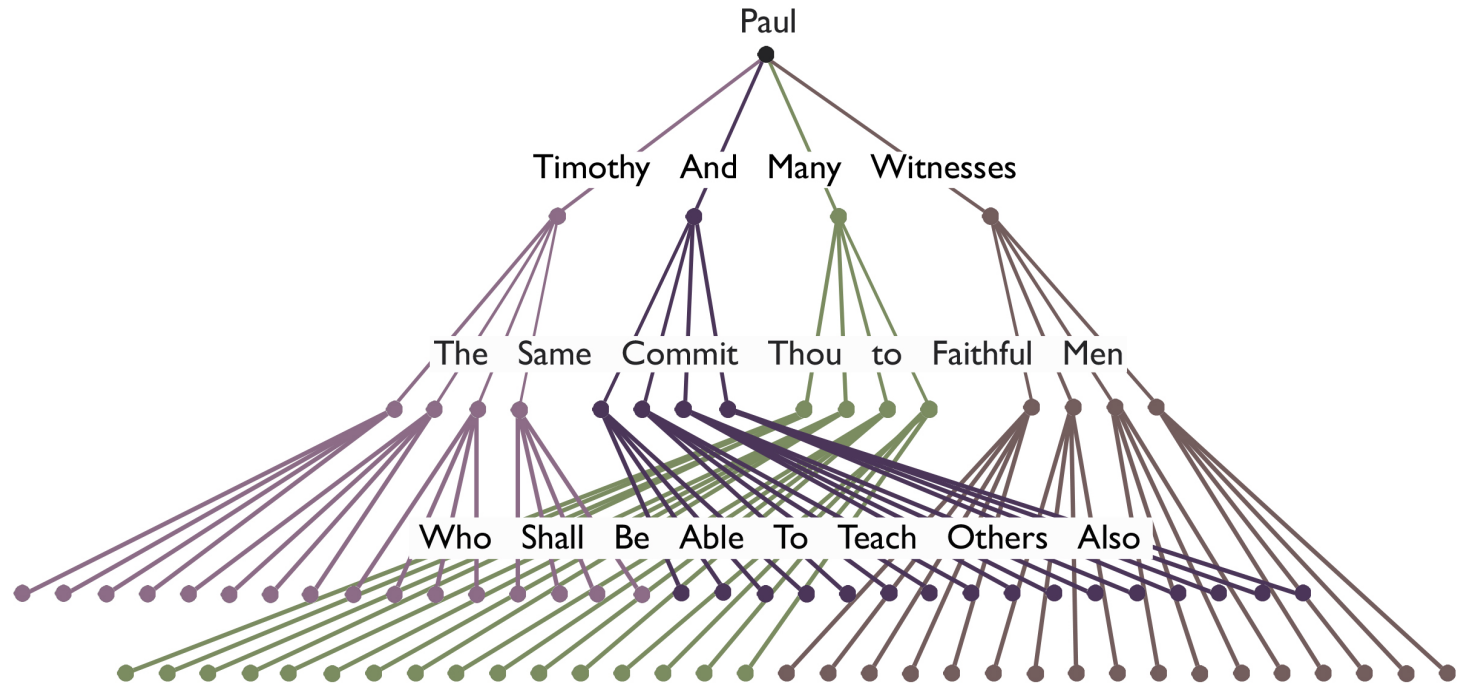
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

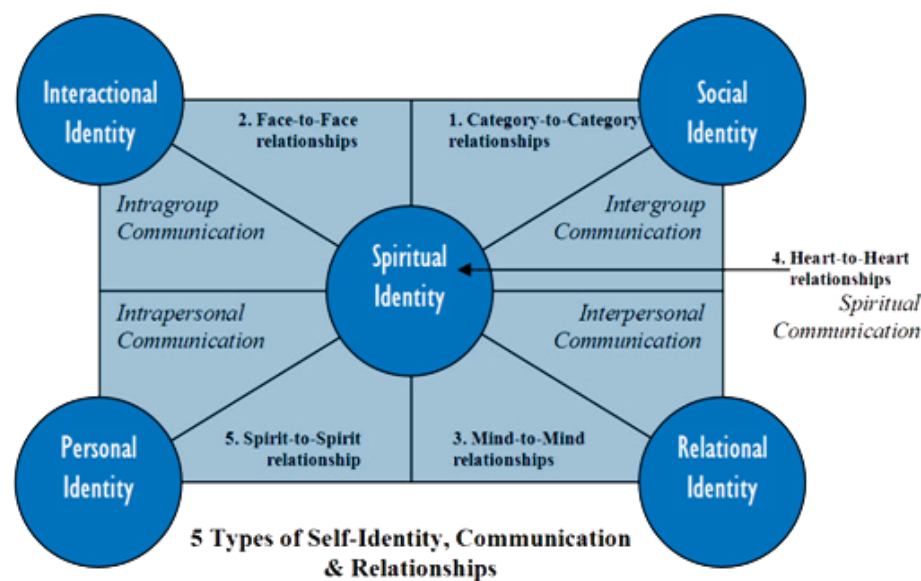


Establishing Redemptive Relationships

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.

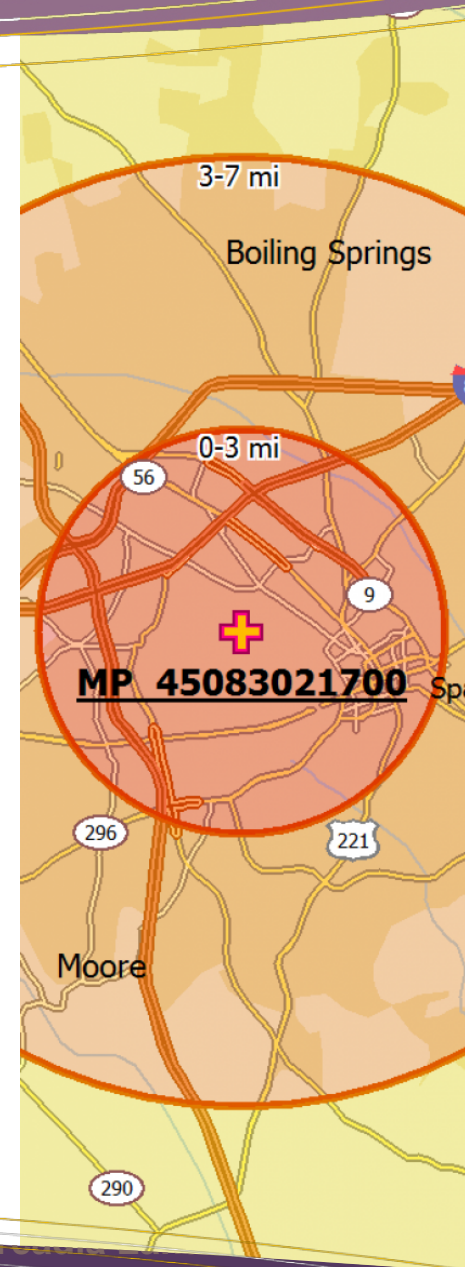


Your MissionSite and the Missional Suite

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Grace	821 Whitlock St Spartanburg, SC 29301	0.56 mi	0	
2	Una First	PO Box 315 Una, SC 29378	0.76 mi	0	
3	Abner	PO Box 170157 Spartanburg, SC 29301	1.09 mi	0	
4	Arcadia First	PO Box 25 Arcadia, SC 29320	1.29 mi	0	
5	Prince of Peace Church	1025 Howard Street Spartanburg, SC 29303	1.32 mi	0	
6	Bethany	PO Box 4086 Spartanburg, SC 29305	1.35 mi	0	
7	Green Street	446 Brawley St Spartanburg, SC 29303	1.53 mi	0	
8	Calvary	577 N Church St Spartanburg, SC 29303	1.55 mi	0	
9	Spartanburg Community	885 Simuel Road Spartanburg, SC 29304	1.57 mi	0	
10	Pinewood	331 Dakota St Spartanburg, SC 29303	1.62 mi	0	
11	Kaleidoscope Multi-Ethnic Fellowship	660 Cummings St. Spartanburg, SC 29303	2.02 mi	0	
12	Hub City Church	855 Spartan Blvd. Spartanburg, SC 29306	2.05 mi	0	
13	Covenant	3050 North Blackstock Rd. Spartanburg, SC 29301	2.27 mi	0	
14	Cudd Memorial	1301 Boiling Springs Rd Spartanburg, SC 29303	2.28 mi	0	
15	United	7319 Valley Falls Road Spartanburg, SC 29303	2.32 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Beaumont	945 Beaumont Ave Spartanburg, SC 29303	2.33 mi	0	
17	Renacer	317 Swingers Way Inman, SC 29340	2.34 mi	0	
18	Southside	316 S Church St Spartanburg, SC 29306	2.42 mi	0	
19	Spartanburg First	250 E Main St Spartanburg, SC 29306	2.44 mi	0	
20	El Buen Pastor	350 N Blackstock Rd Spartanburg, SC 29301	2.49 mi	0	
21	Fairforest	PO Box 338 Fairforest, SC 29336	2.49 mi	0	
22	Oak Grove	350 N Blackstock Rd Spartanburg, SC 29301	2.52 mi	0	
23	Whitney First	750 Chesnee Hwy Spartanburg, SC 29303	2.57 mi	0	
24	West Side	1700 John B White Sr Boulevard Spartanburg, SC 29301	2.66 mi	0	
25	New Life Christian Fellowship	7 1/2 Front Street Spartanburg, SC 29301	3.05 mi	0	
26	Hope Point Community	PO Box 170151 Spartanburg, SC 29301	3.05 mi	0	
27	First Slavic	1030 Rabbitt Moffitt Road Chesnee, SC 29323	3.06 mi	0	
28	Arkwright First	PO Box 6758 Spartanburg, SC 29304	3.12 mi	0	
29	Drayton	PO Box 357 Drayton, SC 29333	3.59 mi	0	
30	Davis Memorial	800 Archer Rd Spartanburg, SC 29303	3.68 mi	0	

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	North Spartanburg First	8740 Asheville Hwy Spartanburg, SC 29316	3.78 mi	0	
32	Northbrook	1881 Boiling Springs Rd Boiling Springs, SC 29316	3.88 mi	0	
33	The Journey	116 Dellwood Drive Spartanburg, SC 29301	3.95 mi	0	
34	The Journey	3 Coker Drive Aiken, SC 29803	3.95 mi	0	
35	Morningside	897 S Pine St Spartanburg, SC 29302	3.98 mi	0	
36	Beaver Hills	3700 S Church Street Ext Roebuck, SC 29376	4.06 mi	0	
37	Valley Falls First	8352 Valley Falls Rd Boiling Springs, SC 29316	4.13 mi	0	
38	Fernwood	200 Fernwood Dr Spartanburg, SC 29307	4.21 mi	0	
39	Anderson Mill Road	4455 Anderson Mill Rd Moore, SC 29369	4.58 mi	0	
40	River View	PO Box 644 Fairforest, SC 29336	4.84 mi	0	
41	Unity	PO Box 1714 Spartanburg, SC 29304	4.87 mi	0	
42	Piedmont Community	141 Moss Lane Boiling Springs, SC 29316	5.06 mi	0	
43	Canaan	701 Canaan Rd Spartanburg, SC 29306	5.09 mi	0	
44	Fairview	1551 Bryant Rd Spartanburg, SC 29303	5.09 mi	0	
45	Bethlehem	PO Box 229 Roebuck, SC 29376	5.14 mi	0	





6 Wateroak Court
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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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