

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	40,195	47,269	26,667
2010 Households	16,141	17,651	10,357
2010 Group Quarters	2,241	422	12

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	11,639	72%
McDonald's	9,030	56%
Reading Books	8,516	53%
HH Uses Computer For Internet/E-mail	8,473	52%
Watching Diet (Health/Weight)-Presently	8,359	52%
Controlling Diet		
Non-Presc-For Regular Headaches	7,767	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	7,506	47%

## Getting Involved

This mission site is located in the Upstate Region of the South Carolina Baptist Convention. For more information about this need, contact the regional Church Planting Strategist: Scott Shields (scottshields@scbaptist.org)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

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

## Reaching Anderson, SC

# MISSION SITE DIGEST

### Inside

Location	1
Communities	2
Evangelscape	2
Lifestyles	3
Churchscape	3
Composition	4
Missionscape	4
Notes	4

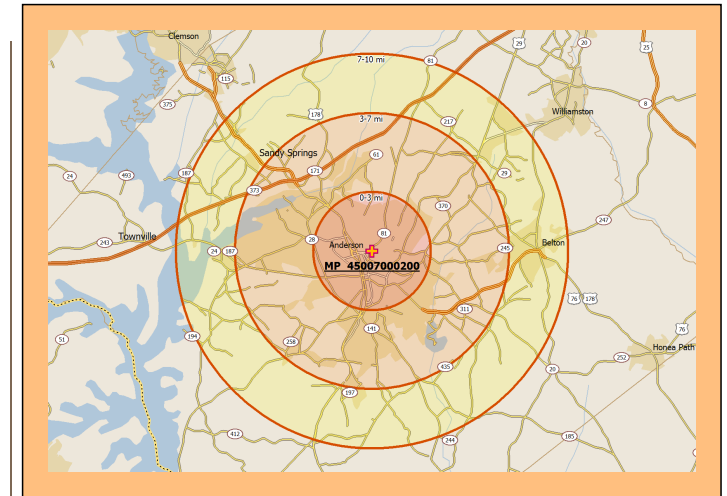
## Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the areas in South Carolina in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

## Location Summary

Central Street Address	1214-1398 Ella St
Zip Code	29621
State Region	Upstate Region
GIS Latitude	34.516540
GIS Longitude	-82.650260
Sitescape Category	Townscape
Sitescape Group	Medium Towns

## Top Community Types



### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 4,858  
Percent: 30.1%



### Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 4,233  
Percent: 26.23%



### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Outside the nation's larger metro areas, residents can savor the familiarity of the small town café, or venture into the city to frequent comedy clubs, nightclubs and malls.

Households: 2,318  
Percent: 14.36%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	11,251	69.71%
Religious but NOT Evangelical	3,440	21.31%
Spiritual but NOT Evangelical	1,440	8.92%
Non-Evangelical but NOT Interested	6,513	40.35%

## Top Lifestyle Segments

### Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 2,926  
Percent: 18.13%

### Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 2,521  
Percent: 15.62%

### Getting By

(76% Unreached)

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.



Households: 2,045  
Percent: 12.67%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	2,758	17.09%
Inactive Evangelical HHlds	2,130	13.20%